

USA+4 DMAs – P35+ \$75K+HHI Single-Family Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12 months!

Complete Demographic & Media Use Profiles



ANDERSENTM
WINDOWS & DOORS
Vanguard® BlackRock®

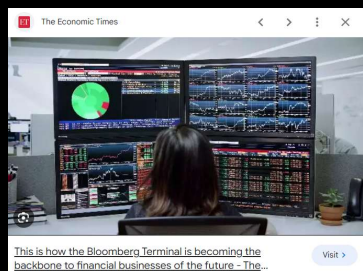
P35+



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

[[[(Household income summaries (HHLD): \$75,000 or more AND 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]]

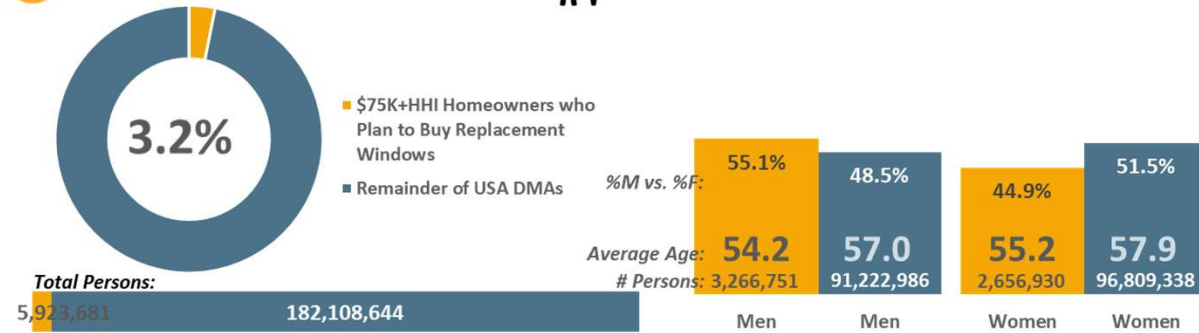
Complete Demographic,
Psychographic, and Total
Media Usage Profiles of **USA,**
CHICAGO, WASHINGTON, DC,
SEATTLE-TACOMA and **PHOENIX**
DMA P35+ \$75K+HHI Single-
Family Homeowners who Plan
to Buy REPLACEMENT WINDOWS
in the next 12 months
as of August 31, 2025.



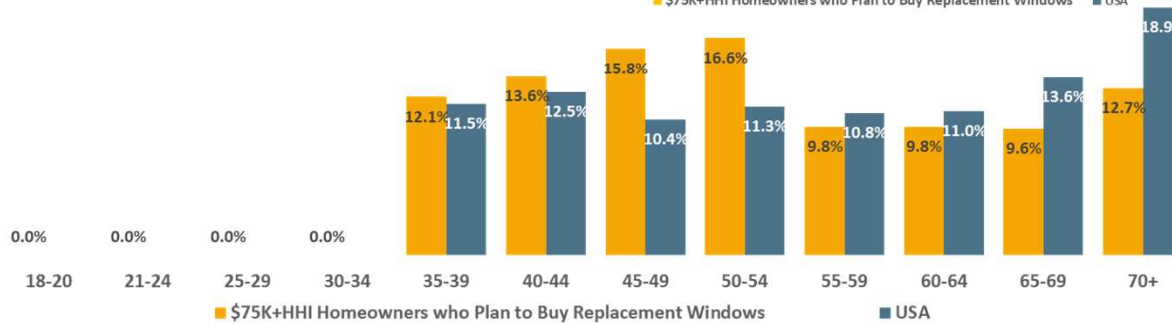


3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 54.6 years old (4.9% younger than average) and have a \$145,836 (46.8% higher than average) annual household...

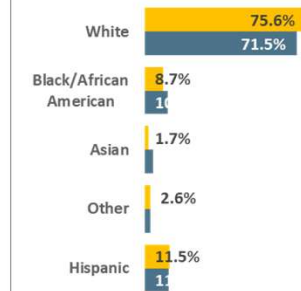
Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



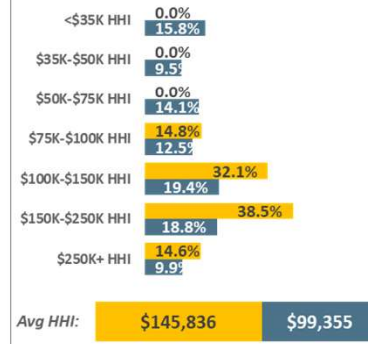
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691
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[[[(Household income summaries (HHLD): \$75,000 or more AND 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]]



3.7% or 199,883 of CHI DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 57.2 years old (.3% older than average) and have a \$169,669 (53.6% higher than average) annual household income.

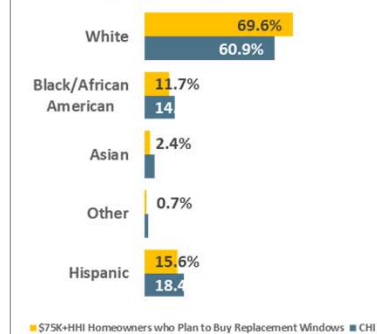
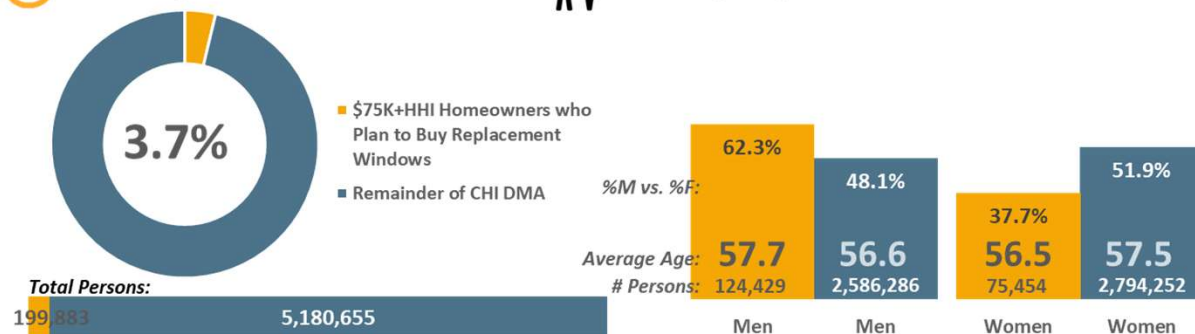


Percent of Market: Adults 35 or older

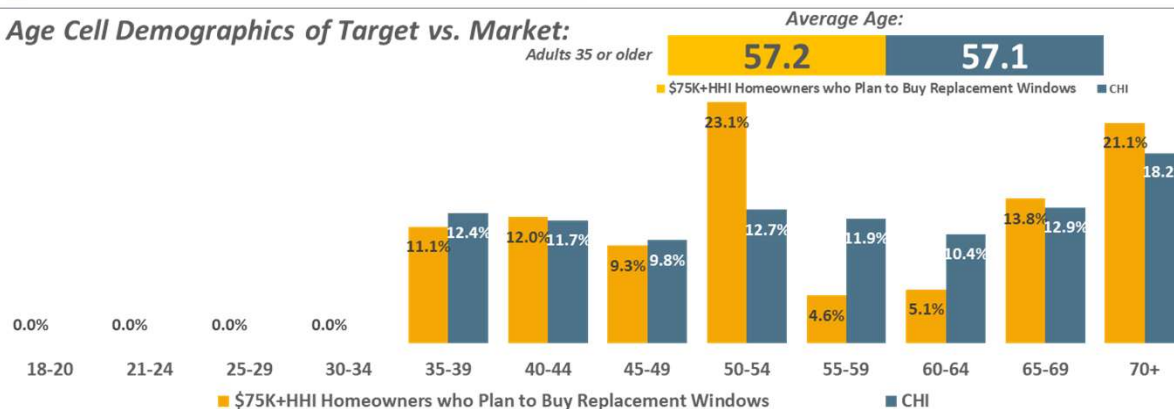


Gender of Target vs. Market: Adults 35 or older

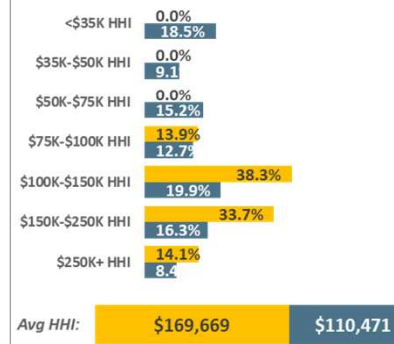
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.5% or 101,496 of WDC DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 52.6 years old (7.1% younger than average) and have a \$192,101 (32.7% higher than average) annual household...

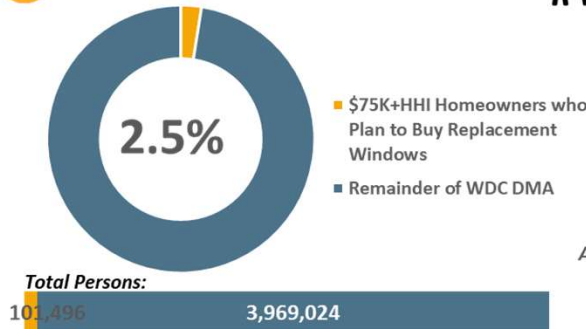


Percent of Market: Adults 35 or older

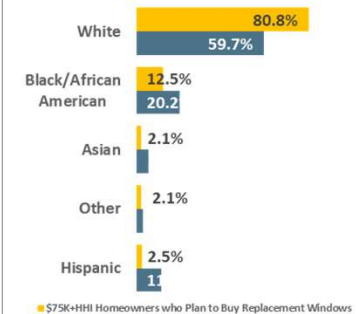


Gender of Target vs. Market: Adults 35 or older

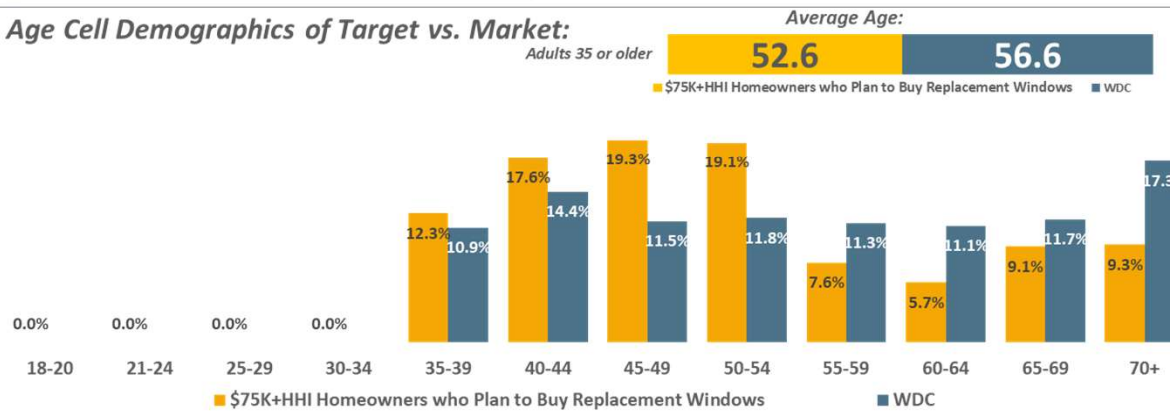
Ethnicity of Target vs. Market:



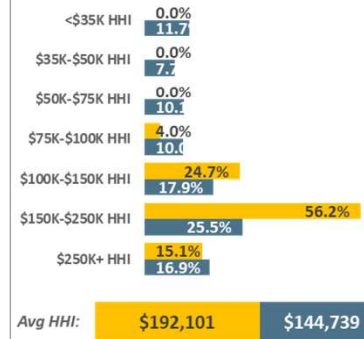
%M vs. %F:		Average Age:	
50.3%	48.3%	49.5	56.1
# Persons:		51,102	1,966,152
Men	Men	Women	Women
49.7%	51.7%	55.7	57.0
		50,394	2,104,368
Women	Women		



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.7% or 85,770 of SEA DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 56.2 years old (.9% younger than average) and have a \$188,162 (46.7% higher than average) annual household income.

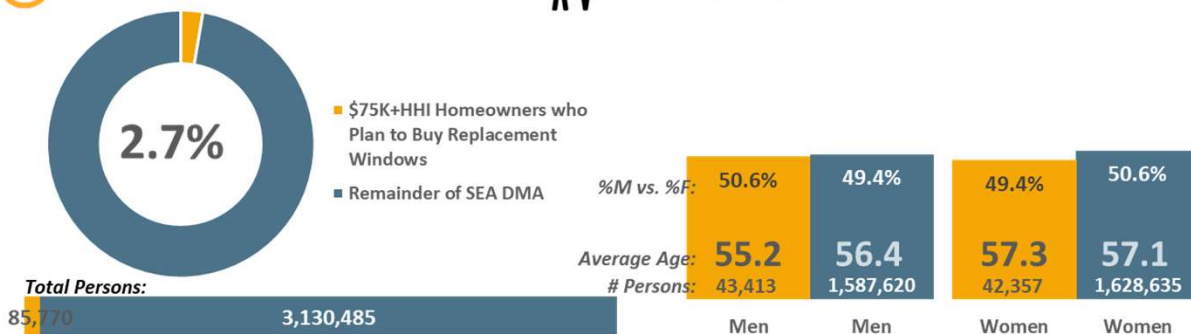


Percent of Market: Adults 35 or older

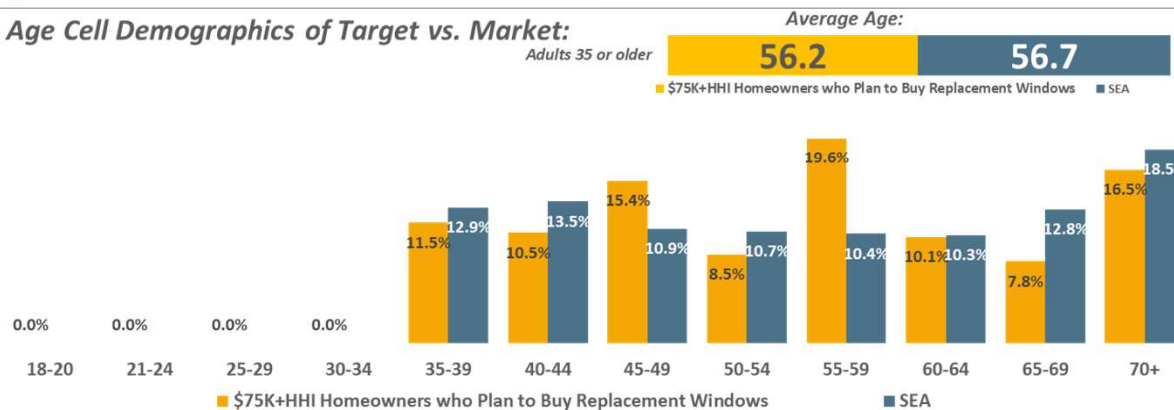


Gender of Target vs. Market: Adults 35 or older

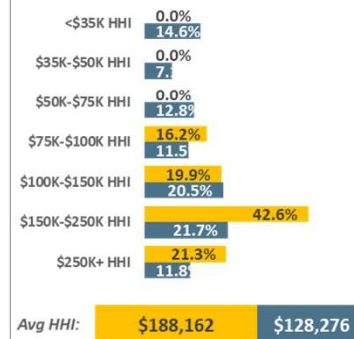
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.9% or 98,042 of PHX DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement...
Typical Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 49.1 years old (15.2% younger than average) and have a \$161,583 (45.6% higher than average) annual household...

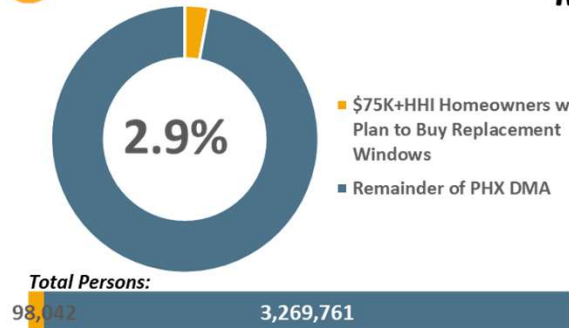


Percent of Market: Adults 35 or older

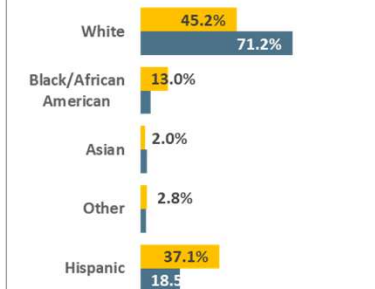
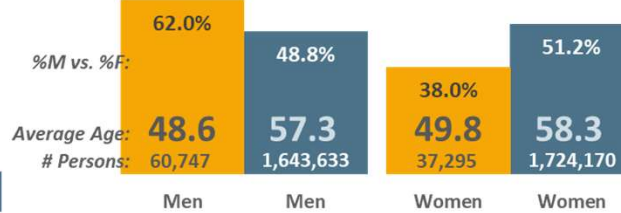


Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:

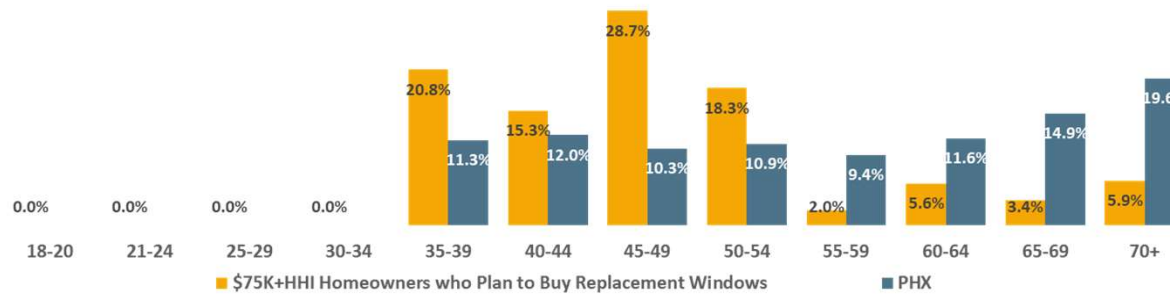


- \$75K+HHI Homeowners who Plan to Buy Replacement Windows
- Remainder of PHX DMA



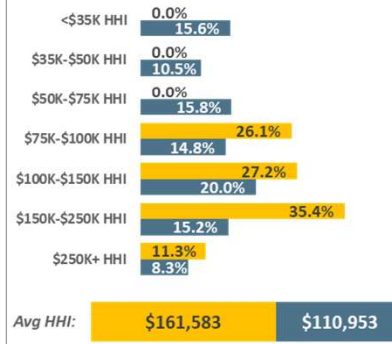
\$75K+HHI Homeowners who Plan to Buy Replacement Windows PHX

Age Cell Demographics of Target vs. Market:



\$75K+HHI Homeowners who Plan to Buy Replacement Windows PHX

HHI of Target vs. Market:



Avg HHI: \$161,583 (Target) vs \$110,953 (Market)

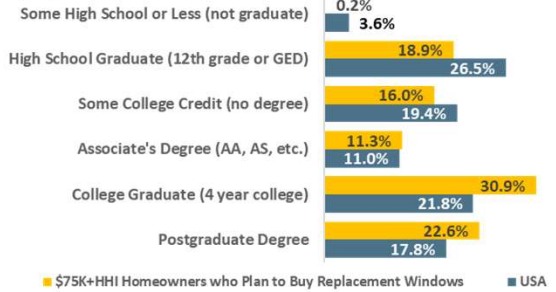
PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 55
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

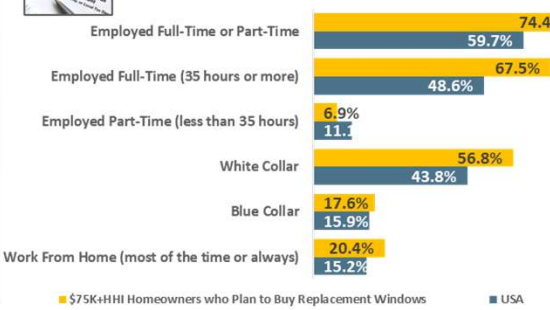


3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 35.5% more likely to be a college graduate, 38.8% more likely to work full-time, 30.7% more likely to be married, 2.1% more likely to be a grandparent of 1 or more children und

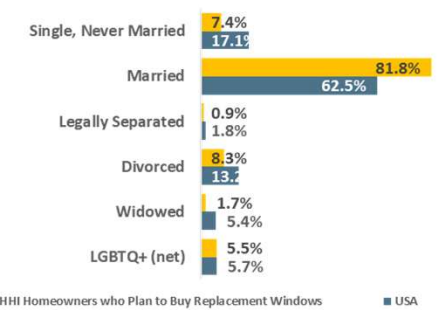
Education Levels: Adults 35 or older



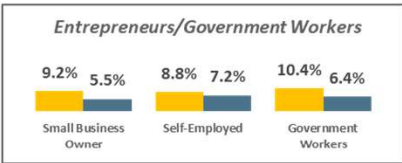
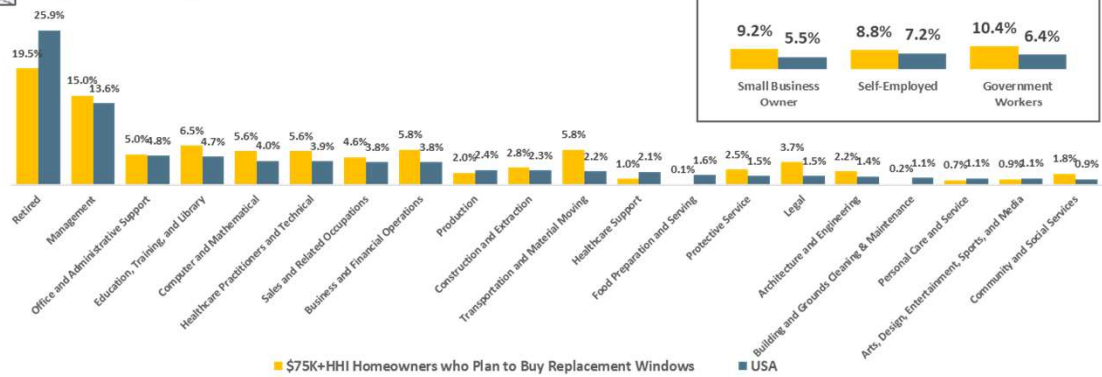
Employment: Adults 35 or older



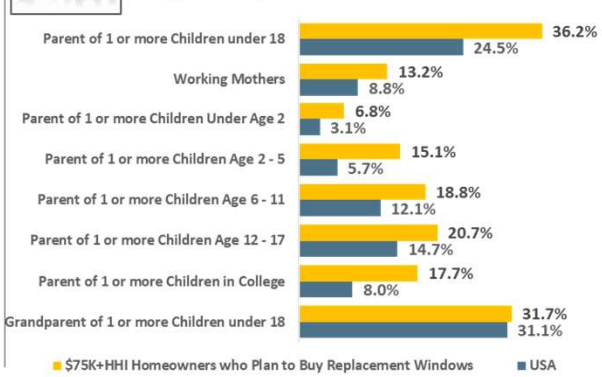
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

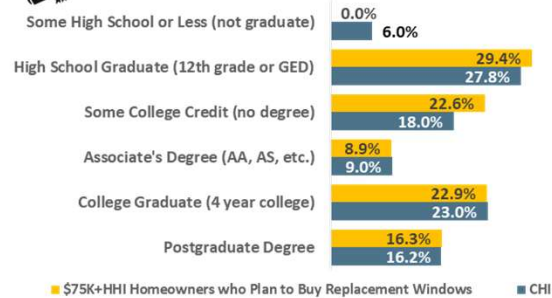




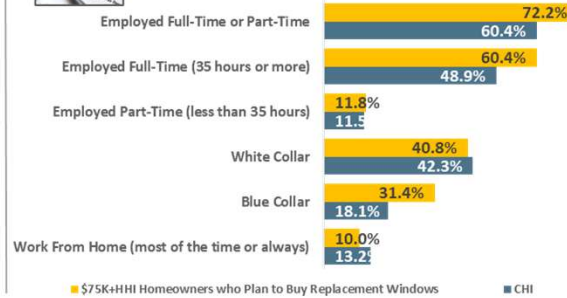
3.7% or 199,883 of CHI DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are .3% less likely to be a college graduate, 23.5% more likely to work full-time, 30.% more likely to be married, 2.2% more likely to be a grandparent of 1 or more children under



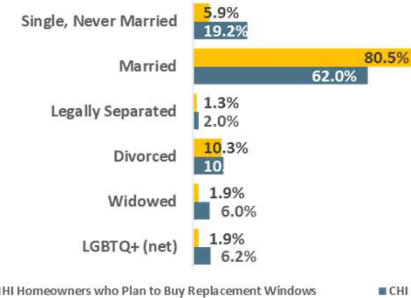
Education Levels: Adults 35 or older



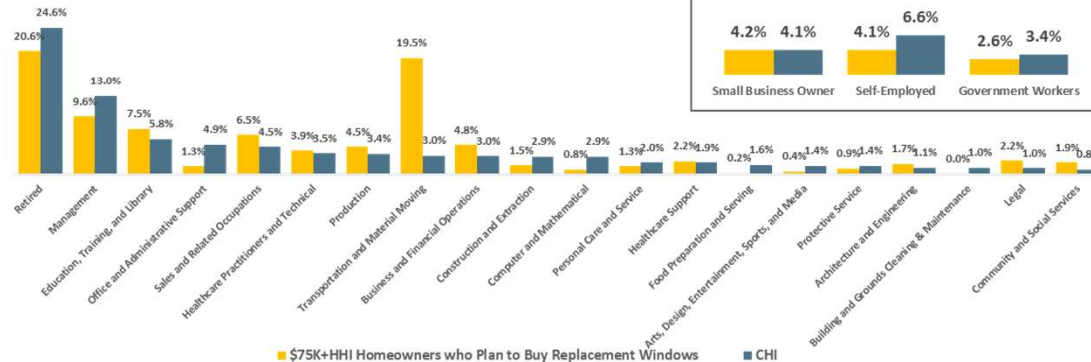
Employment: Adults 35 or older



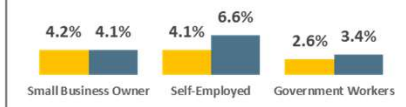
Marital Status: Adults 35 or older



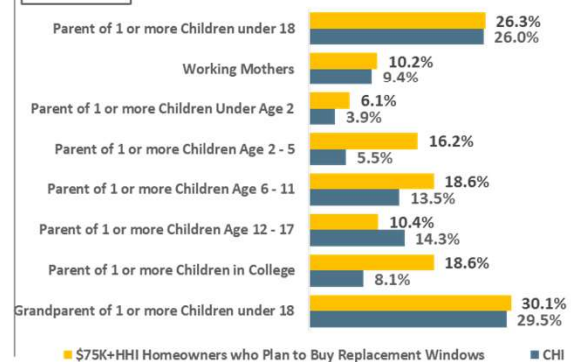
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

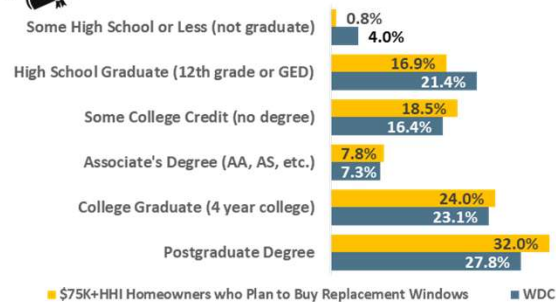




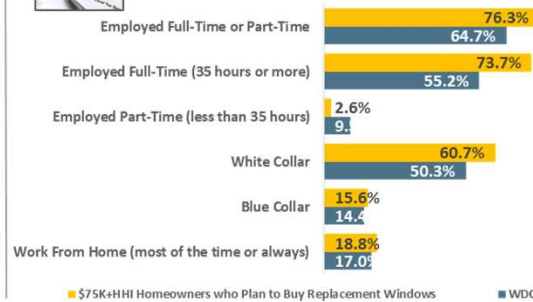
2.5% or 101,496 of WDC DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 9.9% more likely to be a college graduate, 33.7% more likely to work full-time, 20.1% more likely to be married, 8.1% less likely to be a grandparent of 1 or more children unde



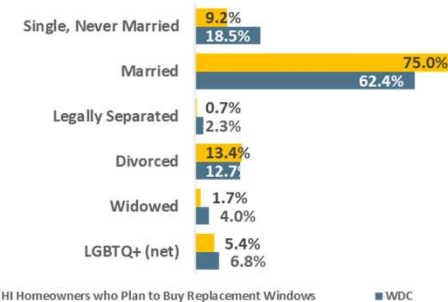
Education Levels: Adults 35 or older



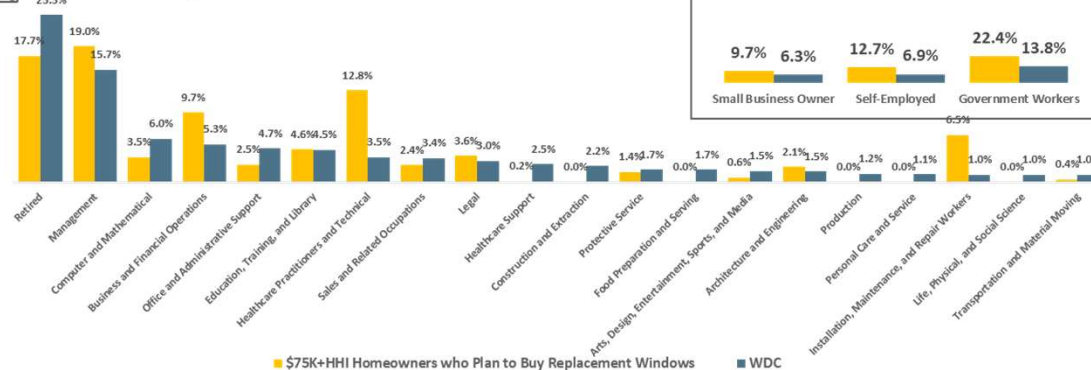
Employment: Adults 35 or older



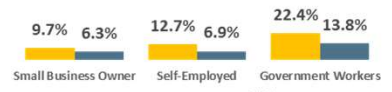
Marital Status: Adults 35 or older



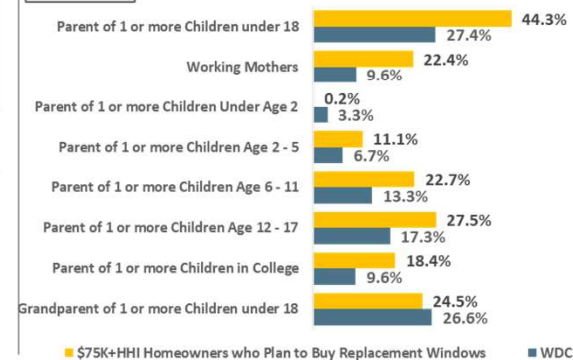
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



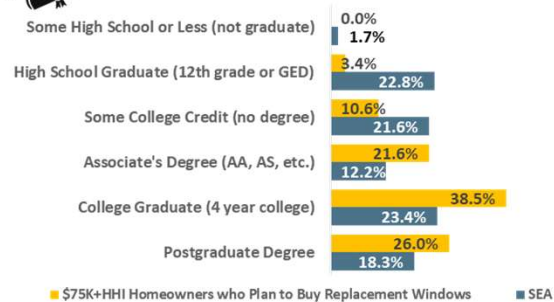
Stage in Life: Adults 35 or older



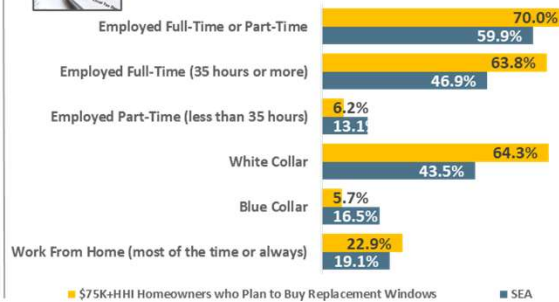


2.7% or 85,770 of SEA DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 54.6% more likely to be a college graduate, 36.1% more likely to work full-time, 34.8% more likely to be married, 24.4% less likely to be a grandparent of 1 or more children un

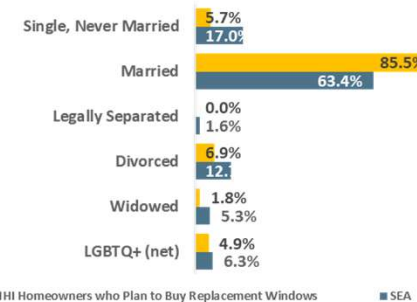
Education Levels: Adults 35 or older



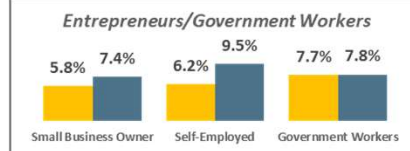
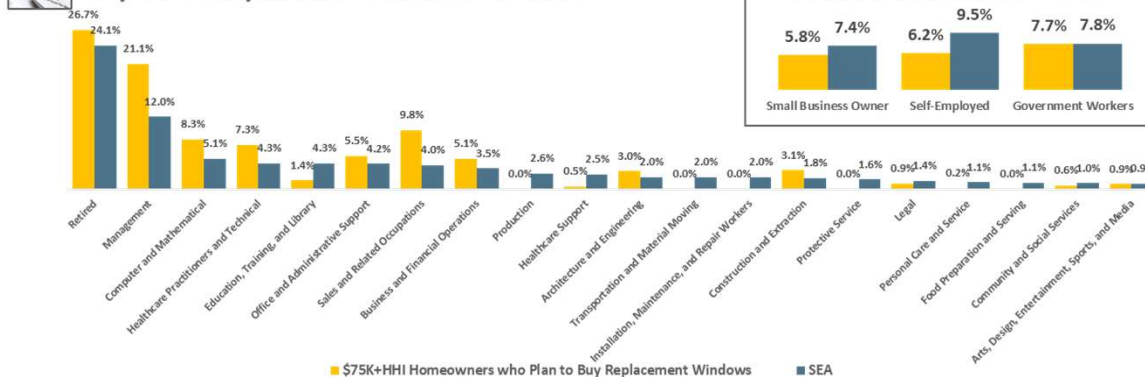
Employment: Adults 35 or older



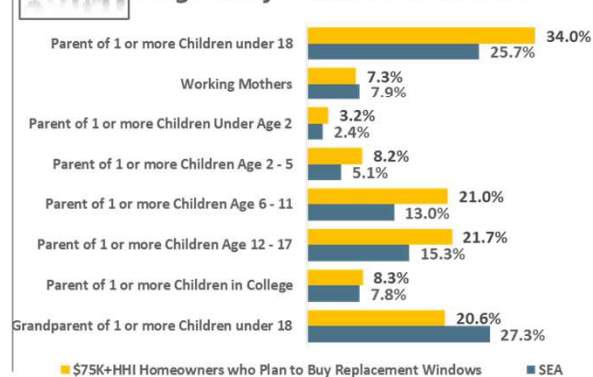
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



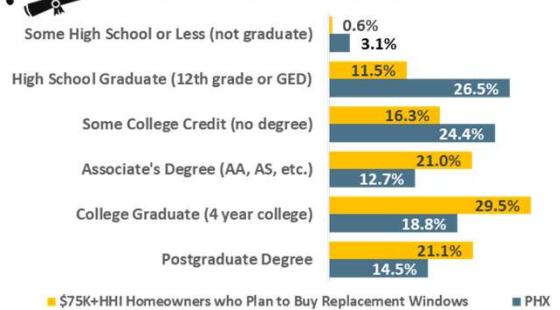
Stage in Life: Adults 35 or older



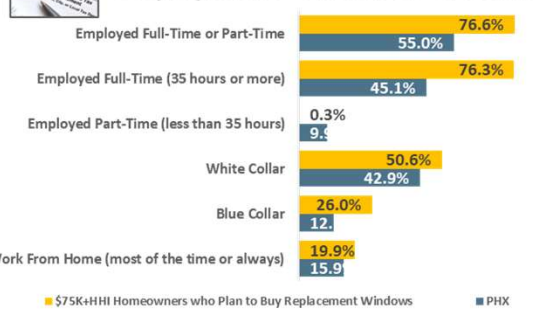


2.9% or 98,042 of PHX DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 51.9% more likely to be a college graduate, 69.2% more likely to work full-time, 17.9% more likely to be married, 9.5% less likely to be a grandparent of 1 or more children und

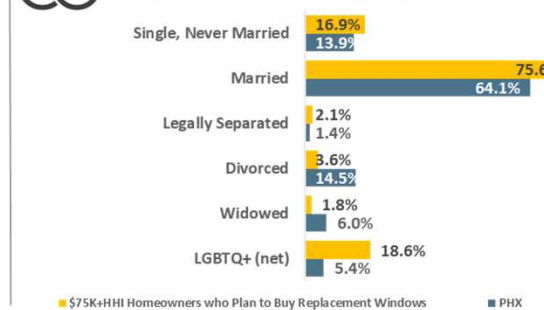
Education Levels: Adults 35 or older



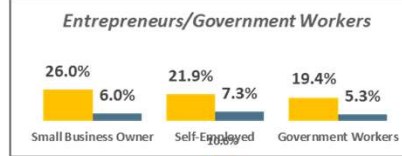
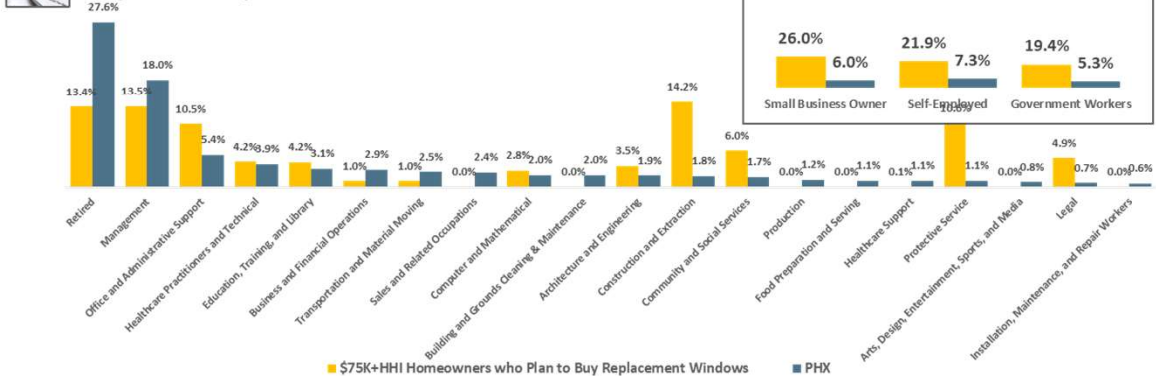
Employment: Adults 35 or older



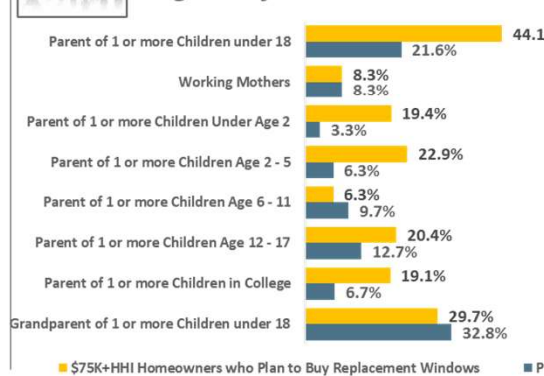
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

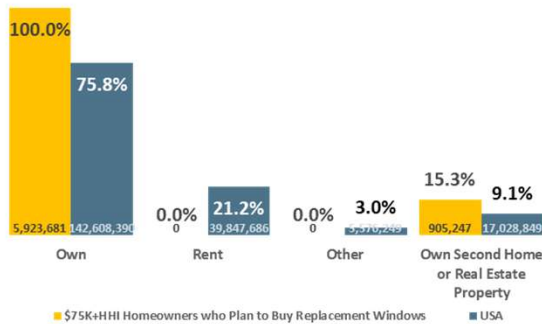




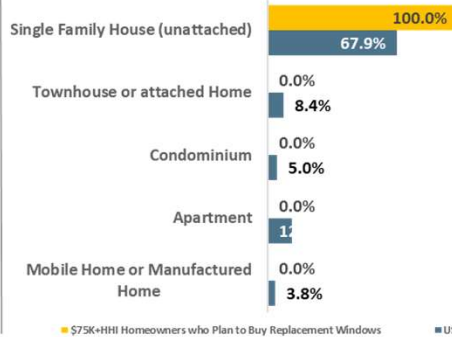
3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 31.9% more likely to own their home, 27.2% more likely to own a higher valued home, 47.2% more likely to have a single-family home, 58.7% more likely to have a dog.



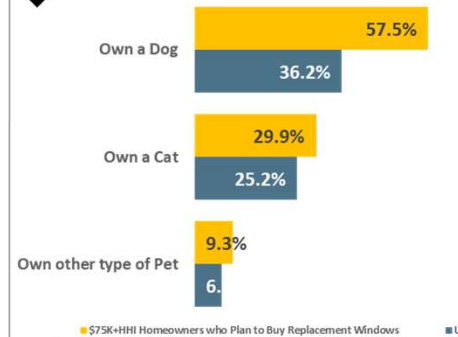
Own/Rent/Other: Adults 35 or older



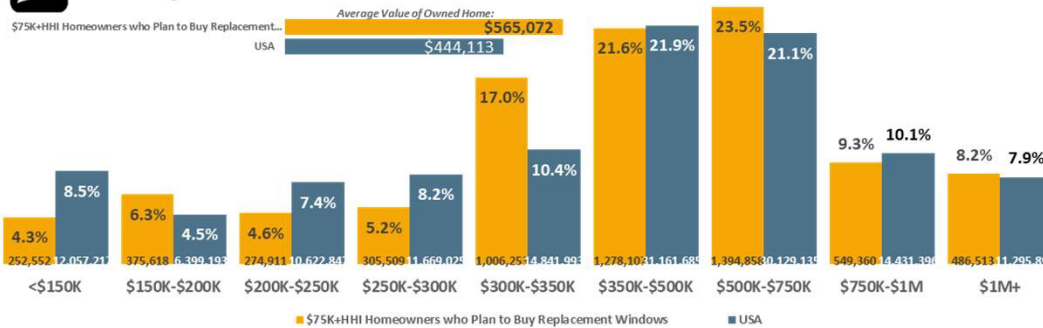
Type of Home: Adults 35 or older



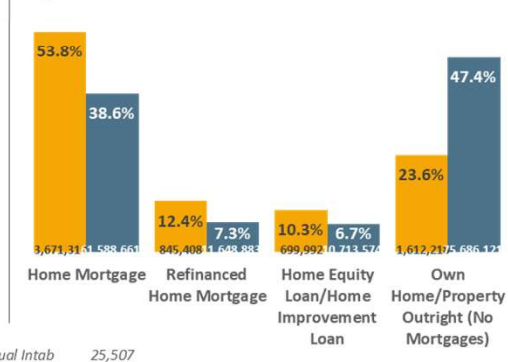
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691
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USA Projection

Scarborough R2 2025: Sep24-Aug25

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Qual Intab

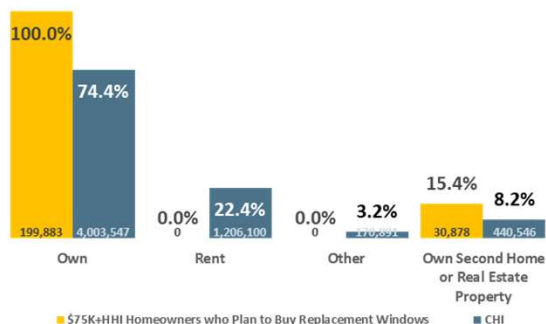
25,507

[[[(Household income summaries (HHLD): \$75,000 or more AND 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]]

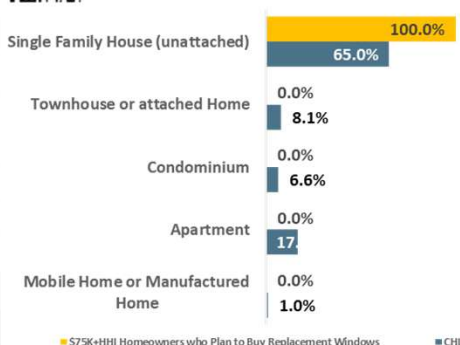


3.7% or 199,883 of CHI DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 34.4% more likely to own their home, 10.6% more likely to own a lower valued home, 53.8% more likely to have a single-family home, 41.6% more likely to have a dog.

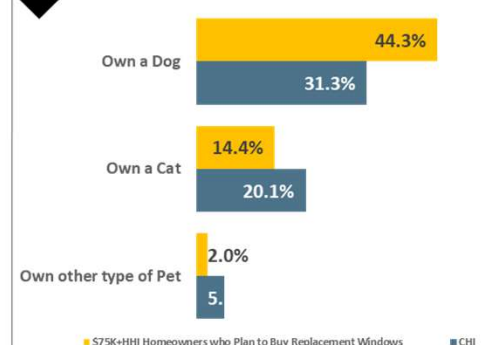
Own/Rent/Other: Adults 35 or older



Type of Home: Adults 35 or older



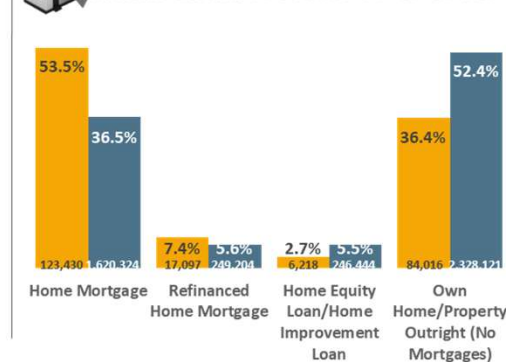
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



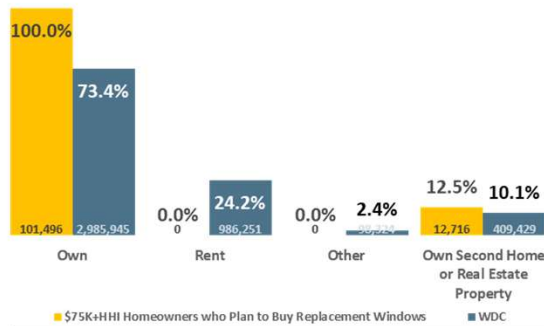
Home Loans: Adults 35 or older



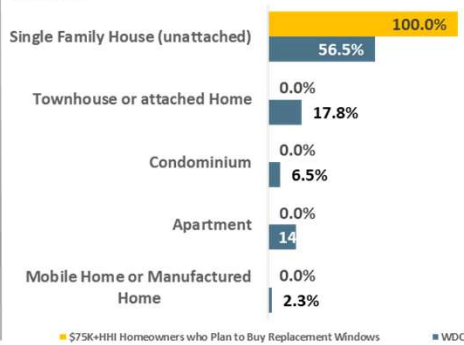


2.5% or 101,496 of WDC DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 36.3% more likely to own their home, 20.6% more likely to own a higher valued home, 76.8% more likely to have a single-family home, 118.3% more likely to have a dog.

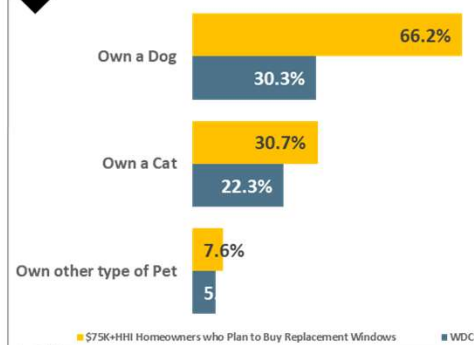
Own/Rent/Other: Adults 35 or older



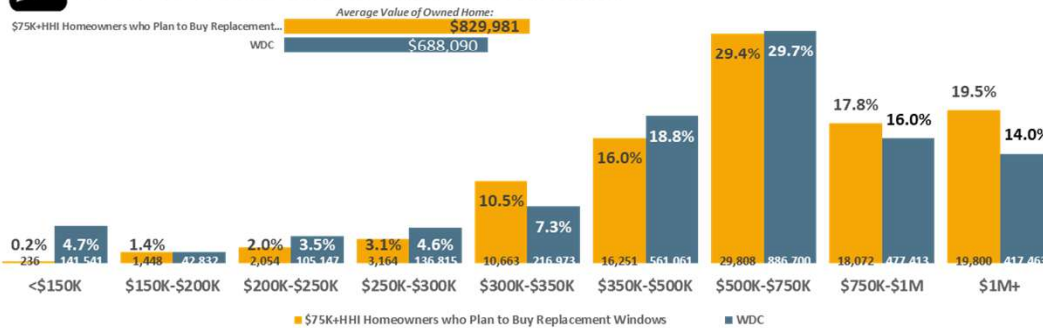
Type of Home: Adults 35 or older



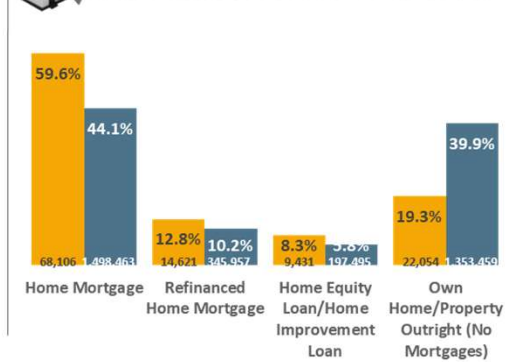
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



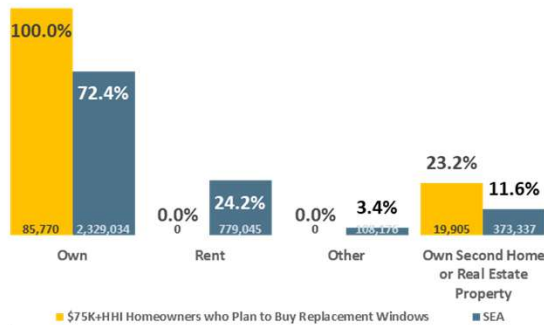
Home Loans: Adults 35 or older



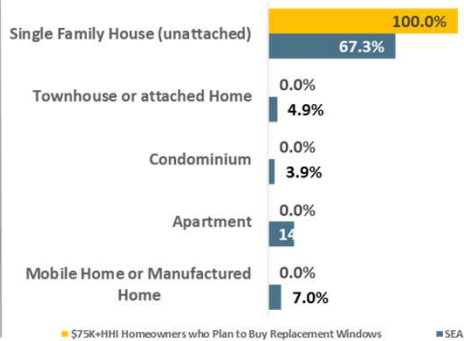


2.7% or 85,770 of SEA DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 38.1% more likely to own their home, 23.7% more likely to own a higher valued home, 48.7% more likely to have a single-family home, 41.9% more likely to have a dog.

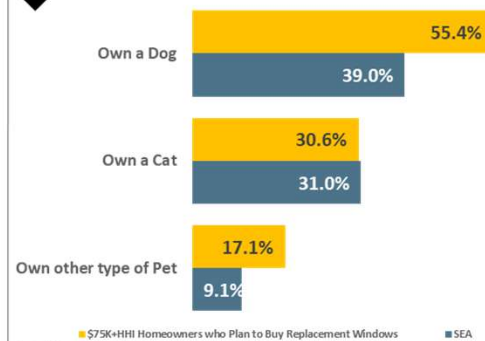
Own/Rent/Other: Adults 35 or older



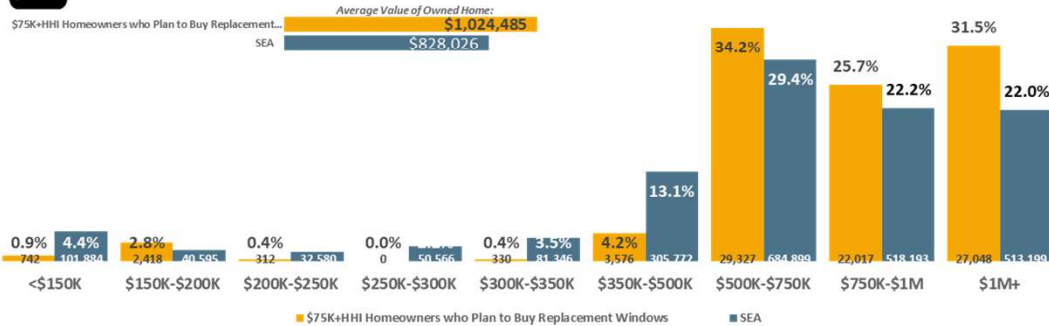
Type of Home: Adults 35 or older



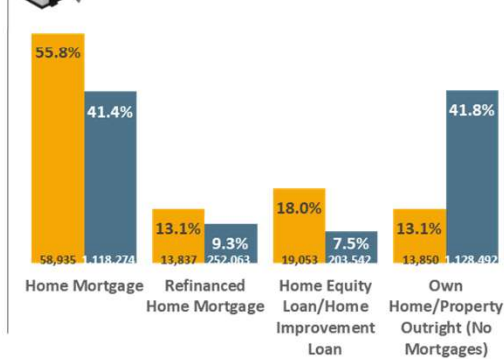
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

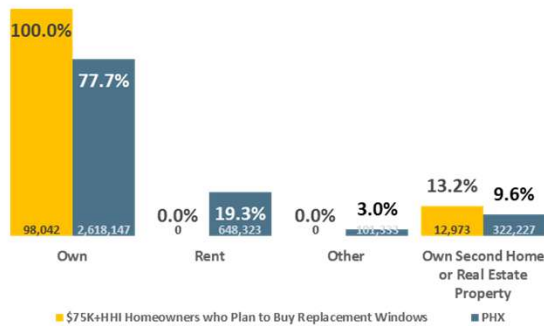




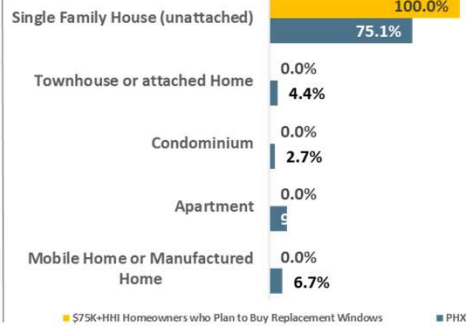
2.9% or 98,042 of PHX DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 28.6% more likely to own their home, 4.7% more likely to own a lower valued home, 33.1% more likely to have a single-family home, 76.3% more likely to have a dog.



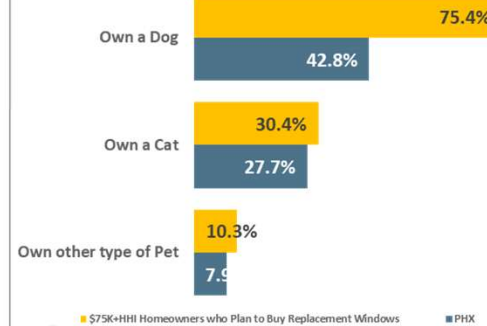
Own/Rent/Other: Adults 35 or older



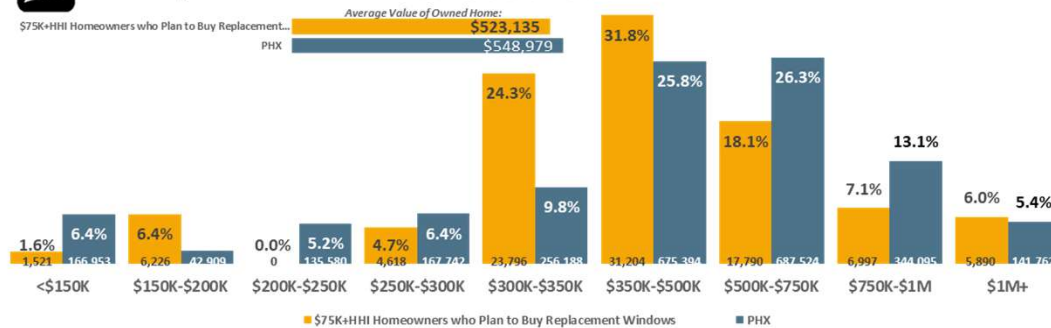
Type of Home: Adults 35 or older



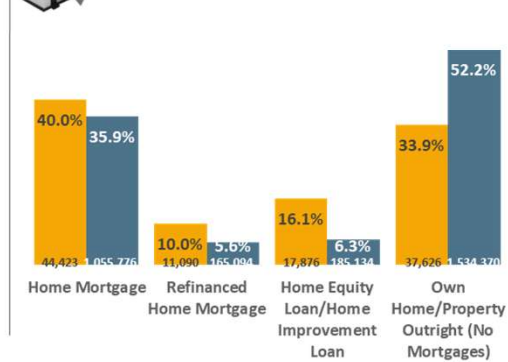
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

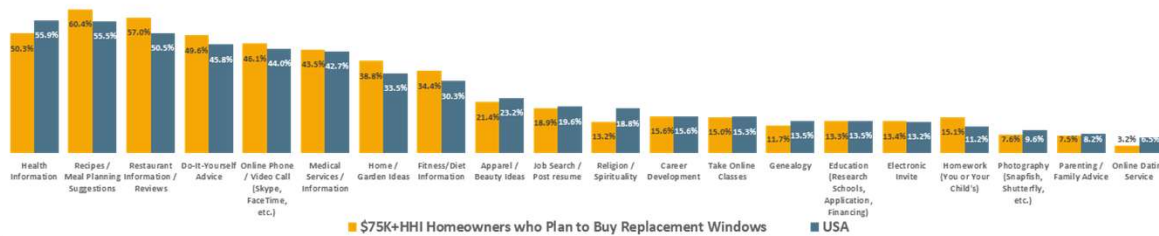




3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 8.4% more likely to look up D-I-Y advice online, 16.1% more likely to always vote in local elections, 26.2% more likely to belong to a gym, 17.% more likely to fly domestic pas

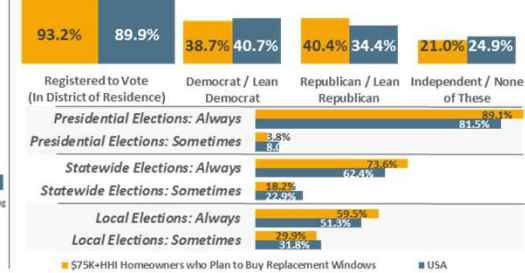


Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ USA

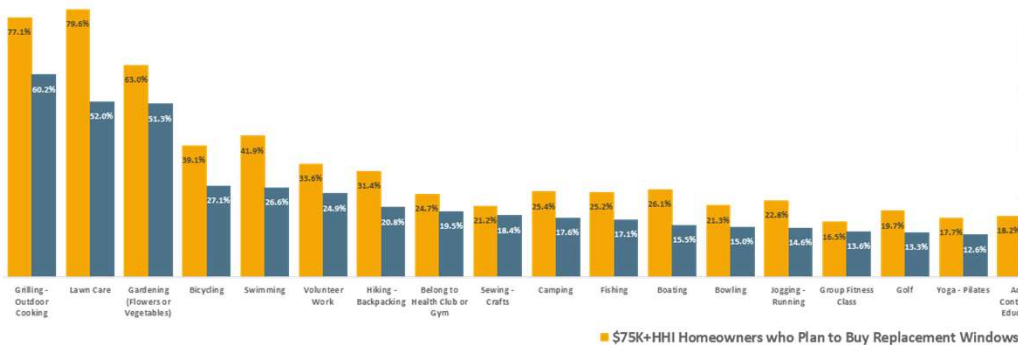
Political Activity: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ USA



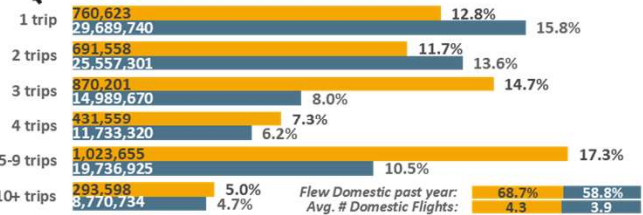
Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ USA



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



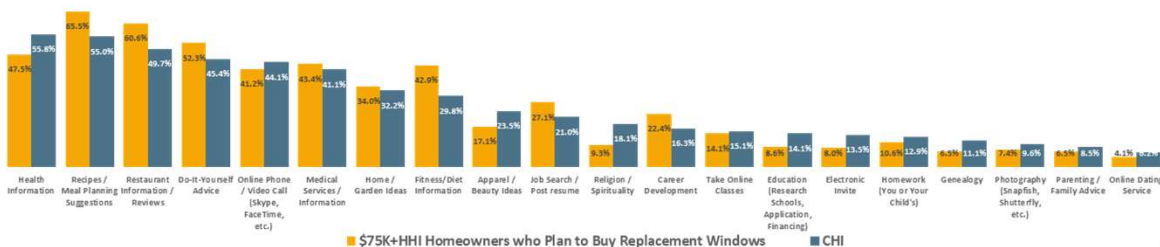
Flew Domestic past year: 68.7% vs 58.8%
Avg. # Domestic Flights: 4.3 vs 3.9



3.7% or 199,883 of CHI DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 15.1% more likely to look up D-I-Y advice online, 1.6% more likely to always vote in local elections, 9.9% more likely to belong to a gym, 12.9% less likely to fly domestic past



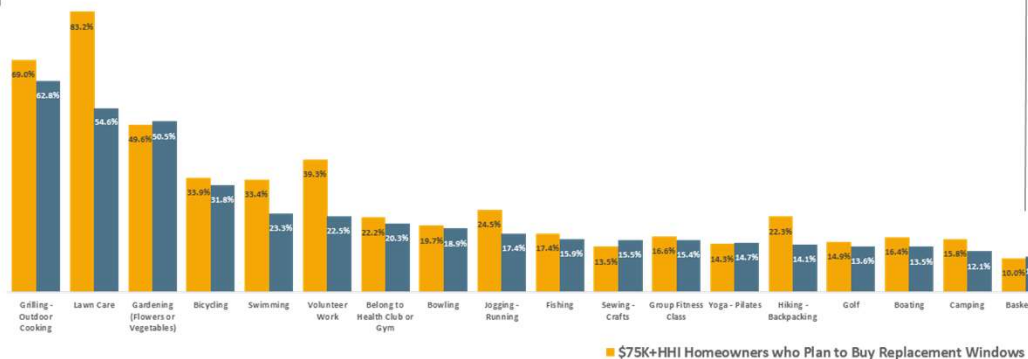
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ CHI

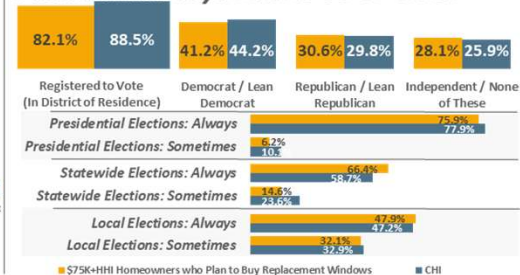


Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ CHI

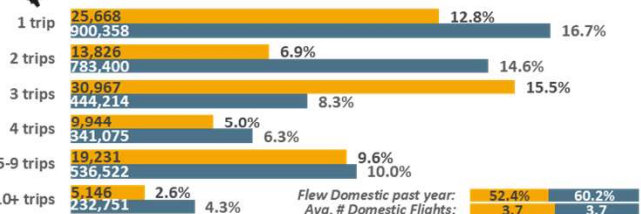
Political Activity: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ CHI



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



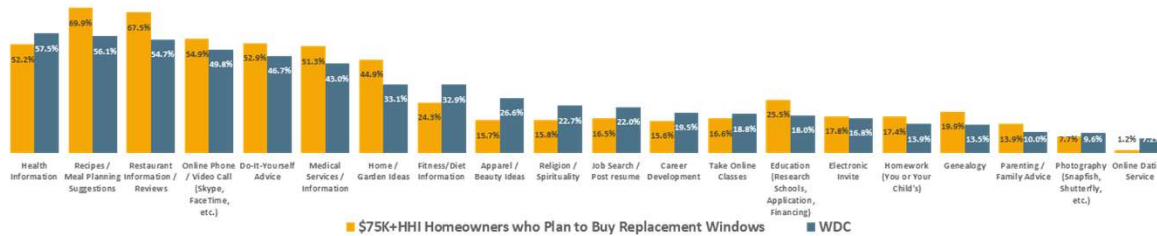
Flew Domestic past year: 52.4% vs 60.2%
Avg. # Domestic Flights: 3.7 vs 3.7



2.5% or 101,496 of WDC DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 13.4% more likely to look up D-I-Y advice online, 20.9% more likely to always vote in local elections, 12.% more likely to belong to a gym, 16.9% more likely to fly domestic pa



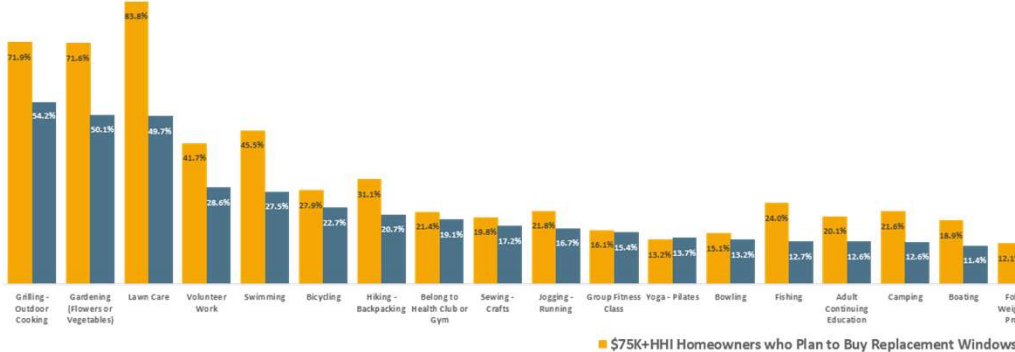
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ WDC

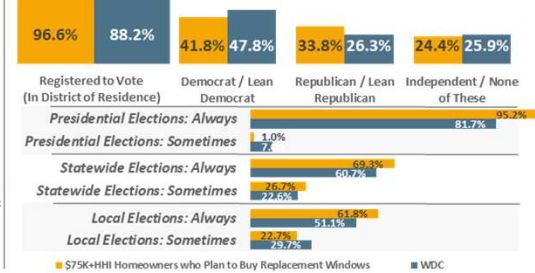


Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ WDC

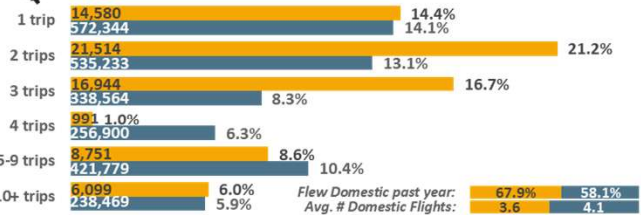
Political Activity: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ WDC



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



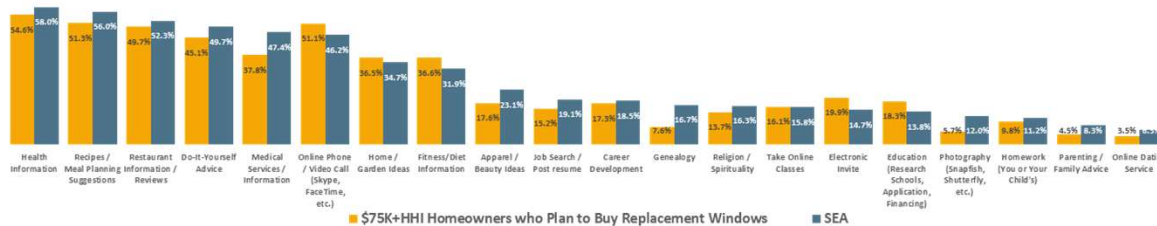
Flew Domestic past year: 67.9% vs 58.1%
Avg. # Domestic Flights: 3.6 vs 4.1



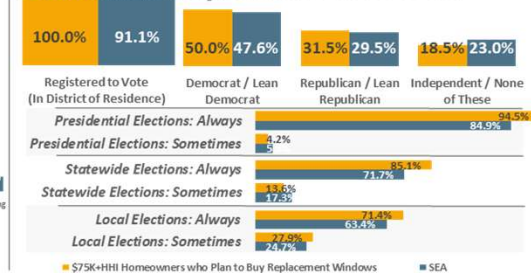
2.7% or 85,770 of SEA DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 9.3% less likely to look up D-I-Y advice online, 12.7% more likely to always vote in local elections, 37.4% more likely to belong to a gym, 35.1% more likely to fly domestic pa



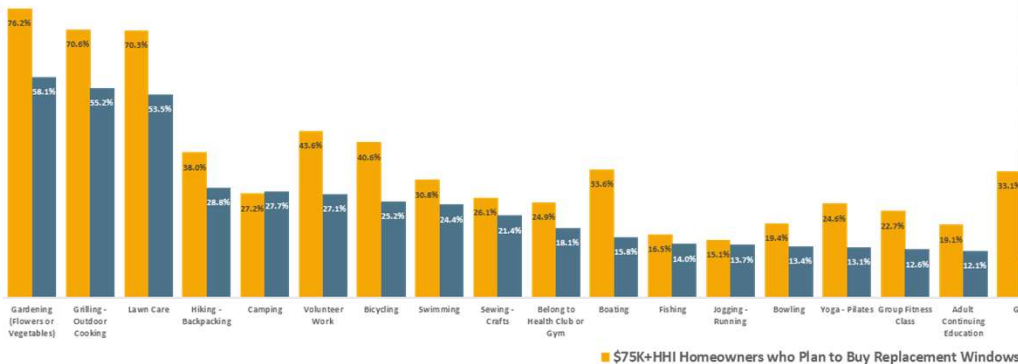
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



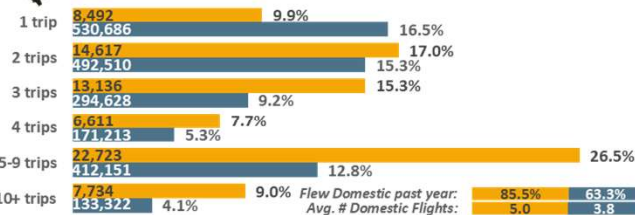
Political Activity: Adults 35 or older



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



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

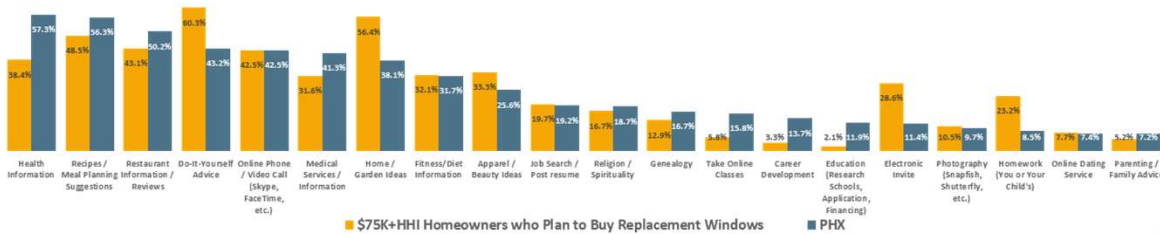




2.9% or 98,042 of PHX DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 39.6% more likely to look up D-I-Y advice online, 25.5% more likely to always vote in local elections, 7.9% more likely to belong to a gym, 27.6% more likely to fly domestic pa

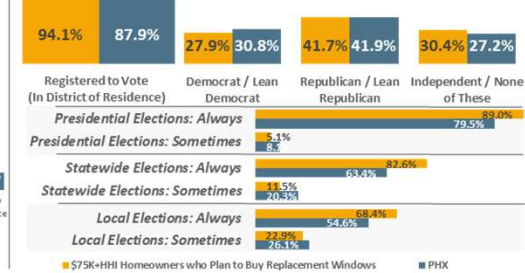


Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ PHX

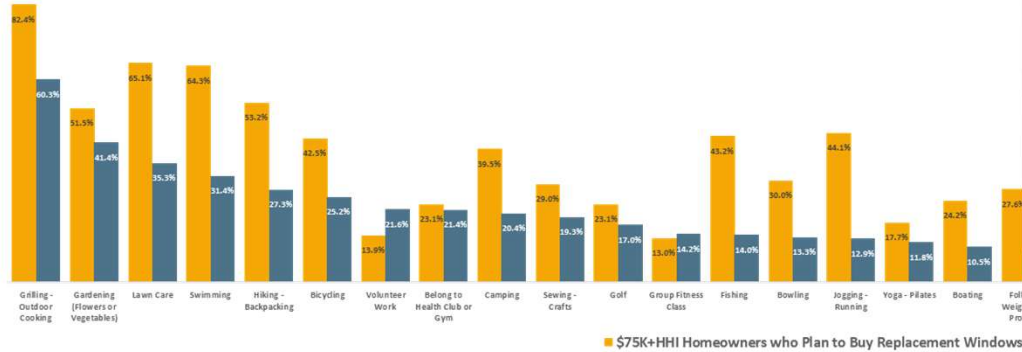
Political Activity: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ PHX



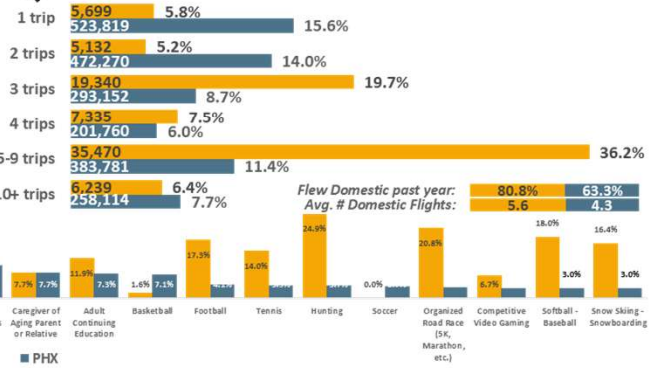
Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



■ \$75K+HHI Homeowners who Plan to Buy Replacement Windows ■ PHX



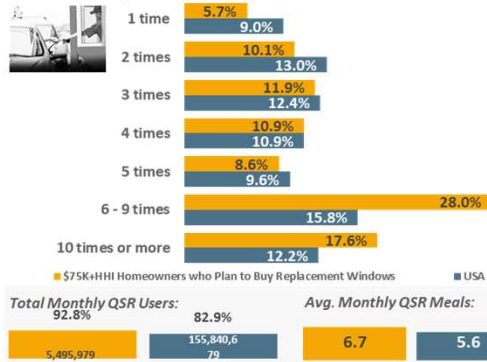
Past 12-months Domestic Airline Trips: Adults 35 or older



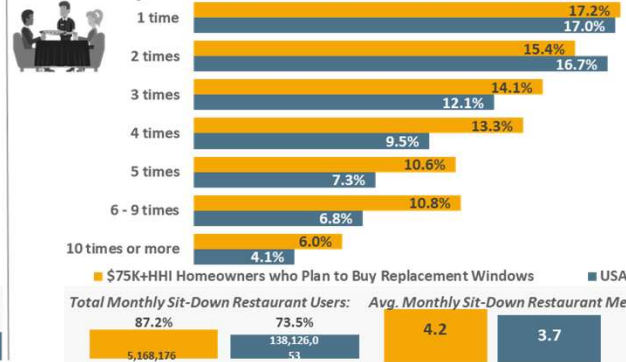


3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 11.9% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 11.9% more likely to use Casinos past yr., 28.8% less likely to smoke cigarettes

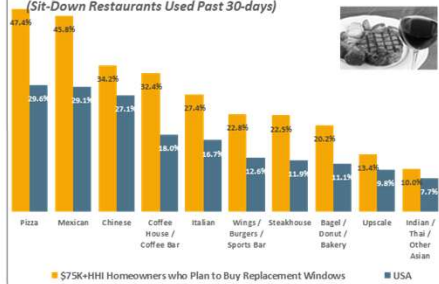
Past 30-days QSR Users: Adults 35 or older



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

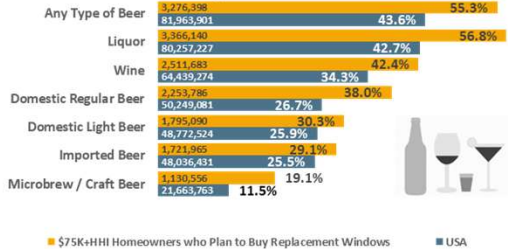


Top-10 Cuisines: Adults 35 or older

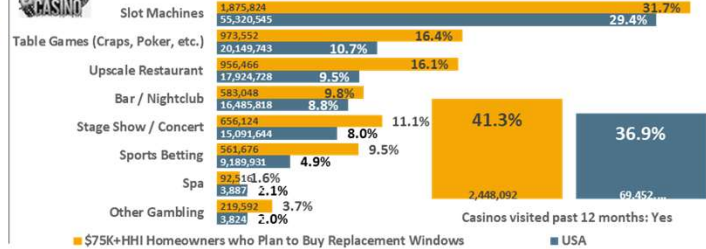


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
\$75K+HHI Homeowners who Plan to Buy Replacement... 1,102,489 18.6%
USA 2,711,574 15.8%

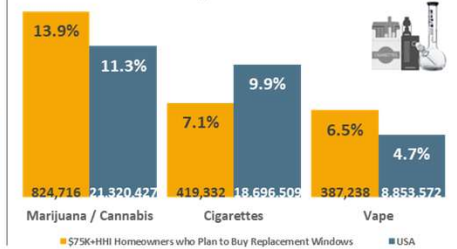
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



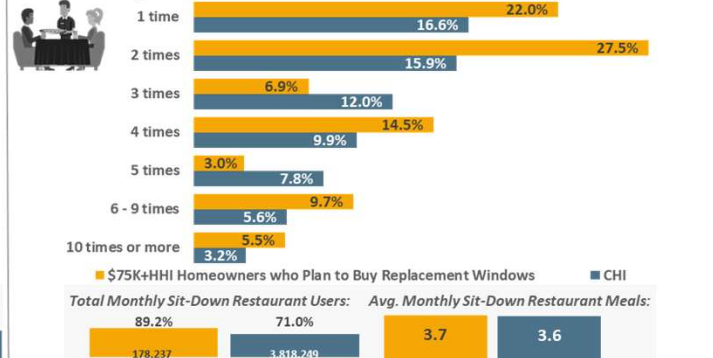


3.7% or 199,883 of CHI DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 11.5% more likely to use QSRs past mo., 25.7% more likely to use Sit-Down Restaurants past mo., 11.2% less likely to use Casinos past yr., 72.6% less likely to smoke cigarettes

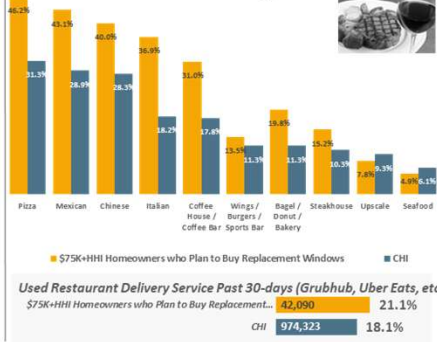
Past 30-days QSR Users: Adults 35 or older



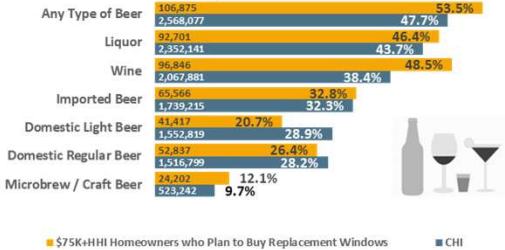
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



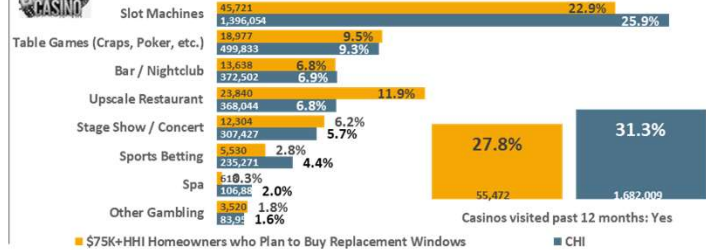
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



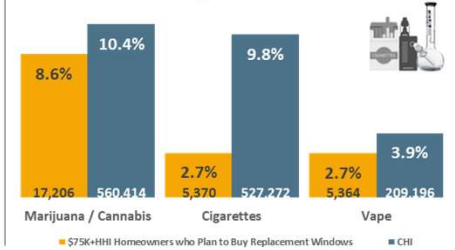
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



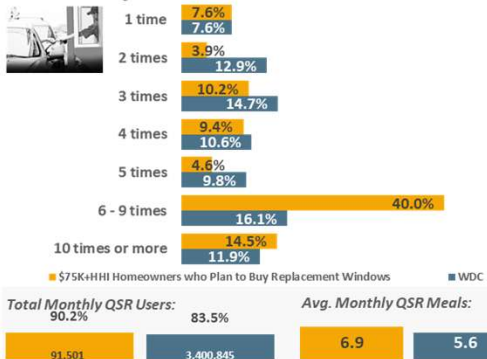
Used Past 30-days: Adults 35 or older



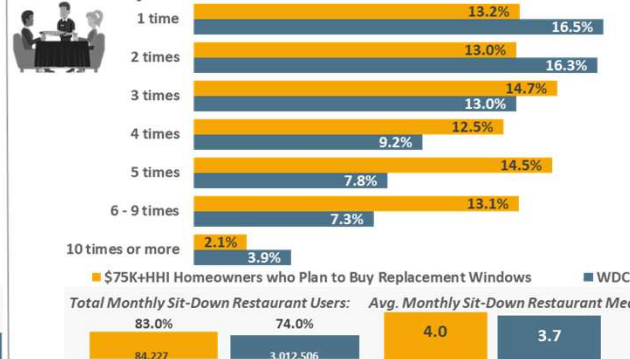


2.5% or 101,496 of WDC DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 7.9% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 25.7% more likely to use Casinos past yr., 36.1% less likely to smoke cigarettes.

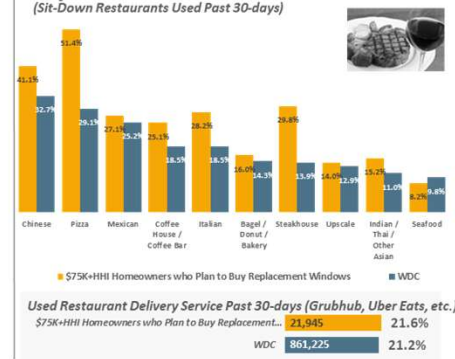
Past 30-days QSR Users: Adults 35 or older



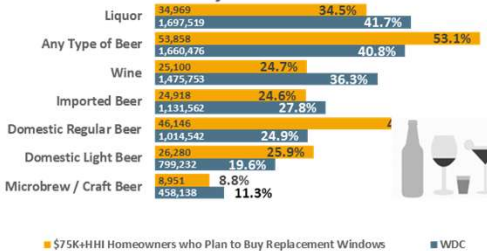
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



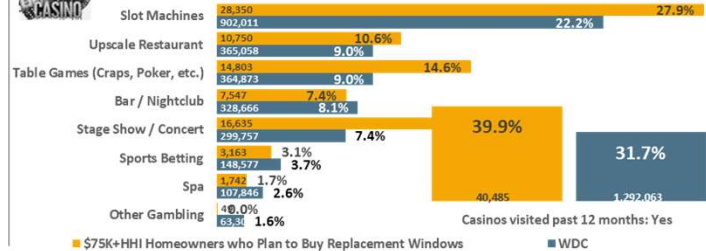
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



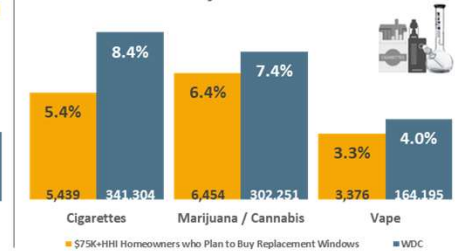
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



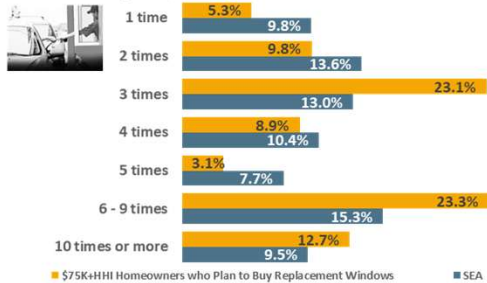
Used Past 30-days: Adults 35 or older





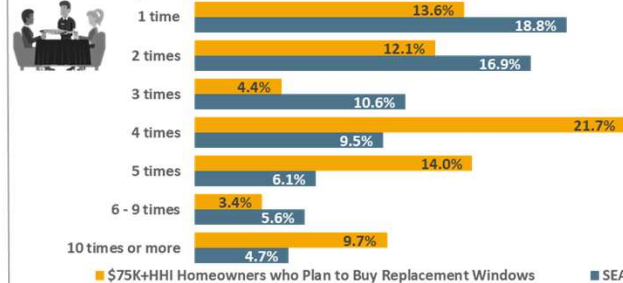
2.7% or 85,770 of SEA DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 8.8% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 16.3% more likely to use Casinos past yr., 46.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



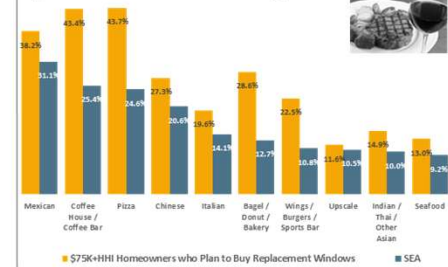
Total Monthly QSR Users: 86.2%
Avg. Monthly QSR Meals: 5.9

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



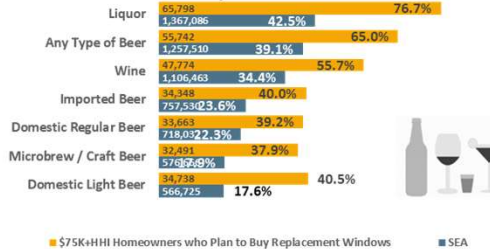
Total Monthly Sit-Down Restaurant Users: 78.9%
Avg. Monthly Sit-Down Restaurant Meals: 4.8

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.)
\$75K+HHI Homeowners who Plan to Buy Replacement Windows: 16.4%
SEA: 15.9%

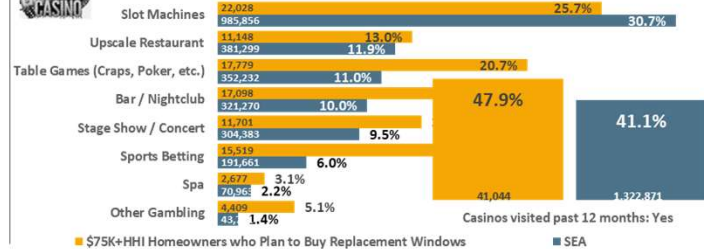
Drank Past 30-days: Adults 35 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 107

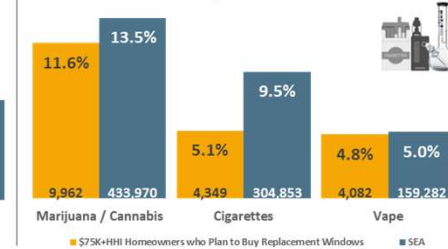
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Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes

Used Past 30-days: Adults 35 or older

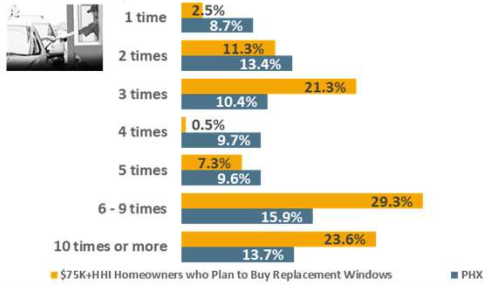


[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



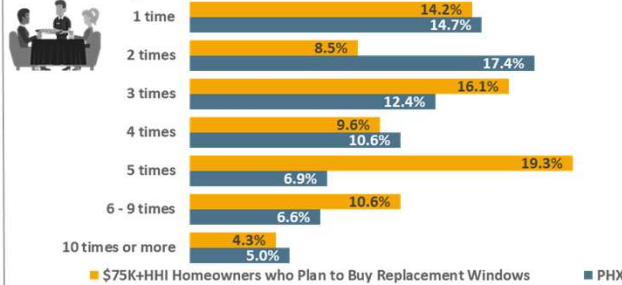
2.9% or 98,042 of PHX DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement Windows. Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 17.6% more likely to use QSRs past mo., 12.2% more likely to use Sit-Down Restaurants past mo., 1.4% more likely to use Casinos past yr., 85.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



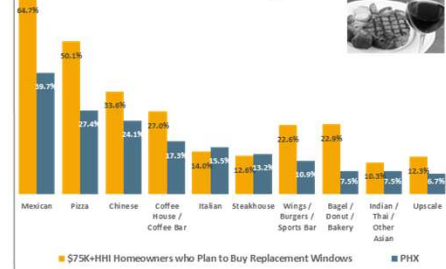
Total Monthly QSR Users:	Avg. Monthly QSR Meals:
95.9%	81.6%
94,050	7.3
2,747,010	5.9

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



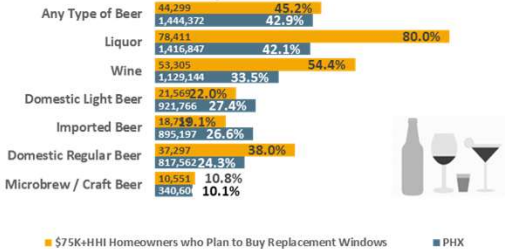
Total Monthly Sit-Down Restaurant Users:	Avg. Monthly Sit-Down Restaurant Meals:
82.6%	73.6%
81,022	4.3
2,470,474	3.9

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

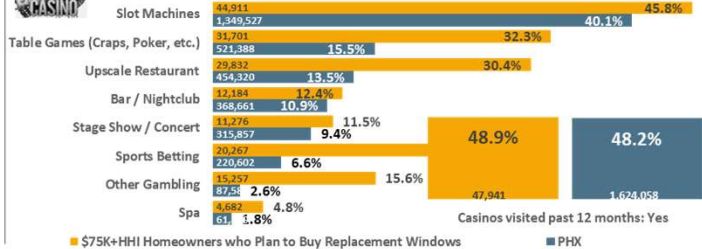


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
\$75K+HHI Homeowners who Plan to Buy Replacement...
PHX
18,325
422,526
18.7%
12.5%

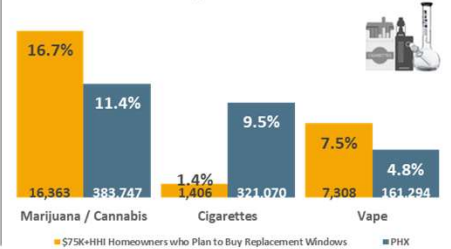
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older





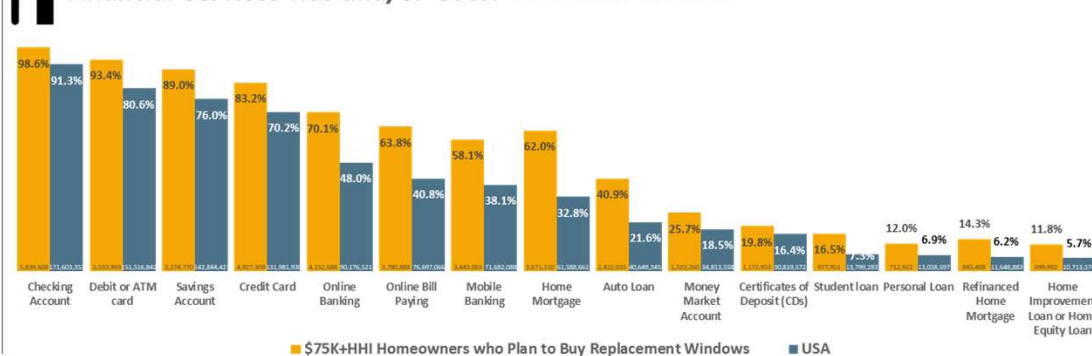
3.2% or 5,923,681 of USA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 49.6% more likely to have a 401K, 89.1% more likely to have an Auto Loan, 86.4% more likely to Invest/Trade Stocks Online, 7.3% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



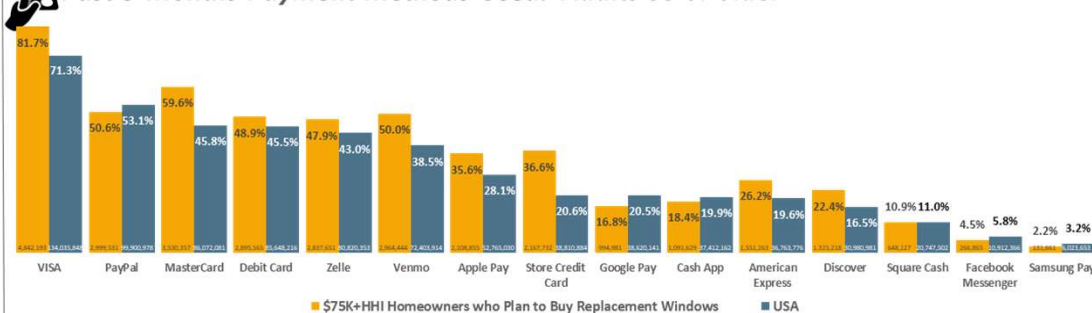
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

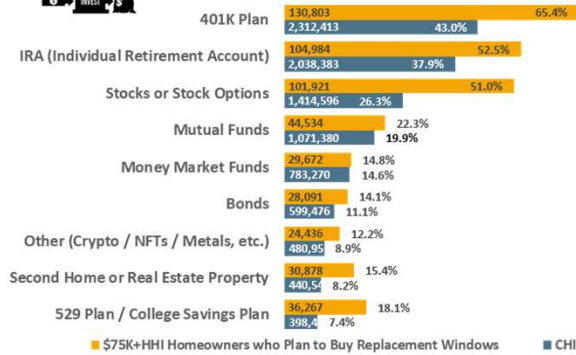




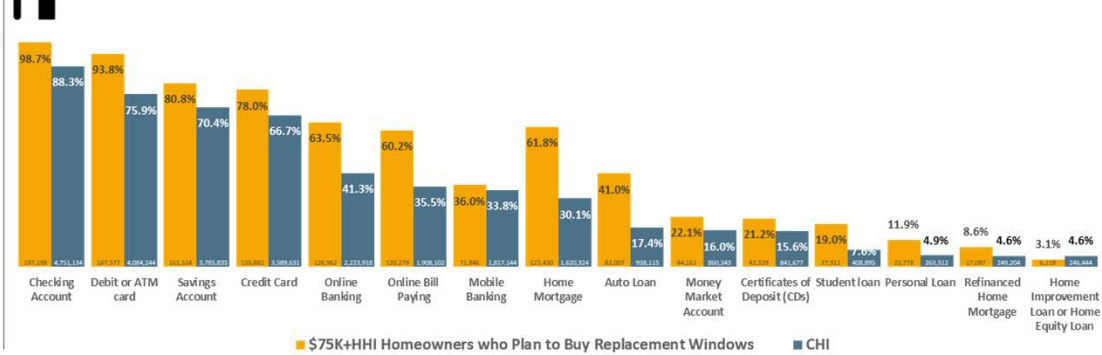
3.7% or 199,883 of CHI DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 52.3% more likely to have a 401K, 135.3% more likely to have an Auto Loan, 60.6% more likely to Invest/Trade Stocks Online, 12.7% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



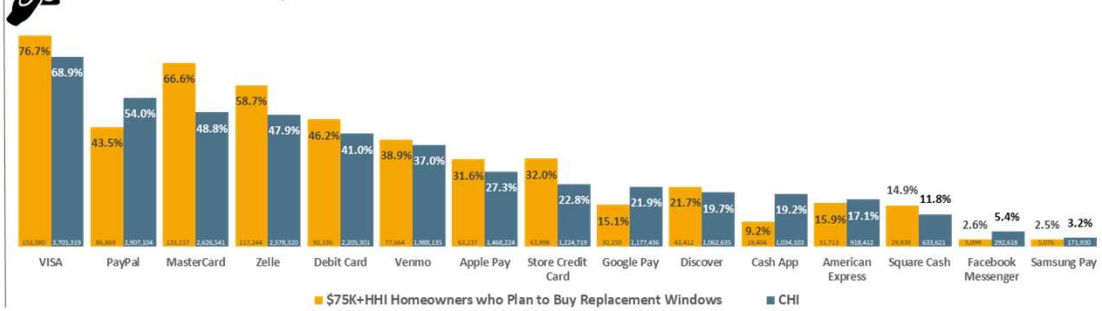
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





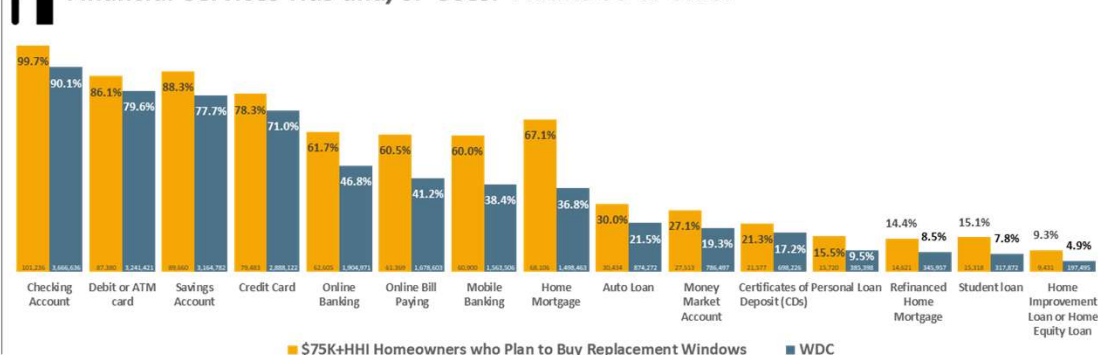
2.5% or 101,496 of WDC DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement ... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 33.6% more likely to have a 401K, 39.6% more likely to have an Auto Loan, 93.3% more likely to Invest/Trade Stocks Online, 9.7% more likely to pay with their Debit Card.



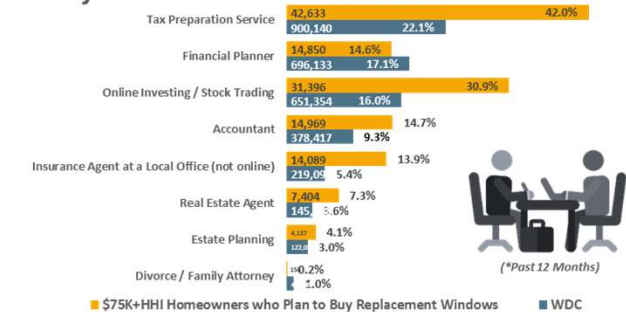
Investments Owned: Adults 35 or older



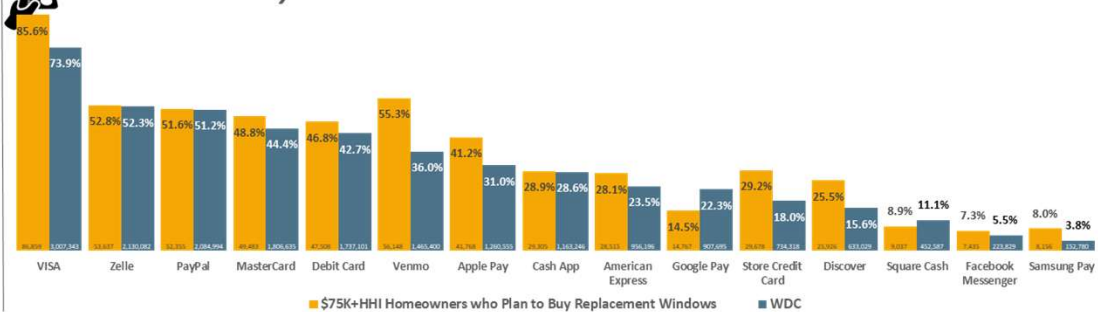
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





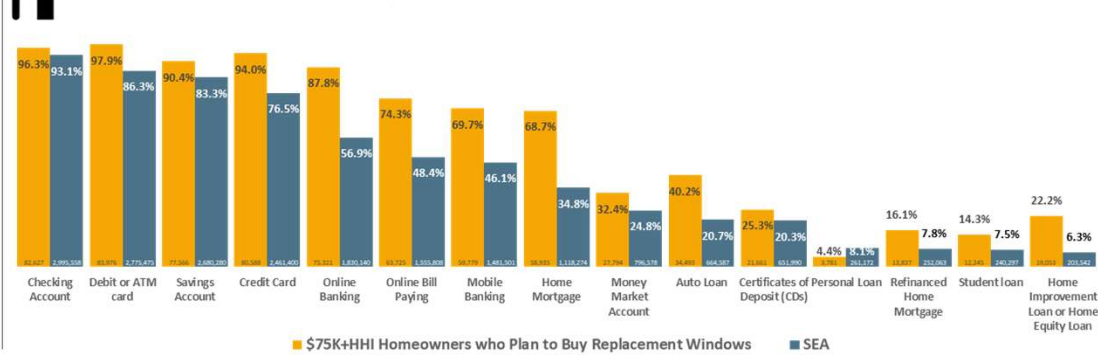
2.7% or 85,770 of SEA DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 49.4% more likely to have a 401K, 94.6% more likely to have an Auto Loan, 69.1% more likely to Invest/Trade Stocks Online, 12.7% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



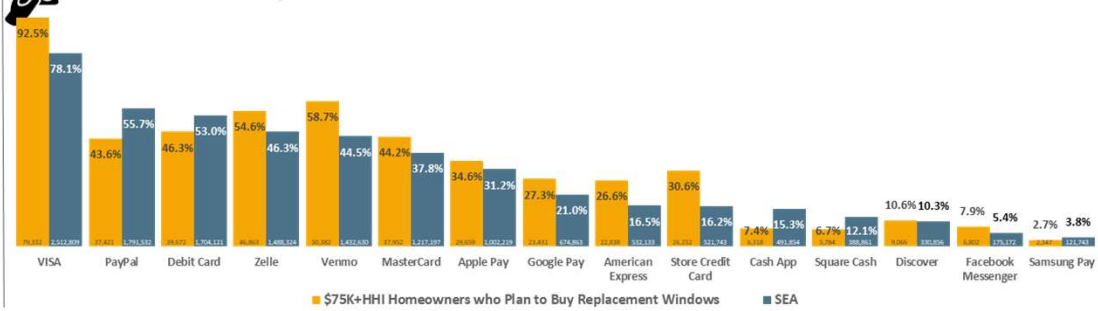
Financial Services Has and/or Uses: Adults 35 or older

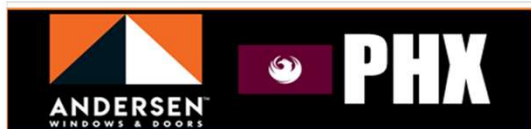


Professional Services Used*: Adults 35 or older



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

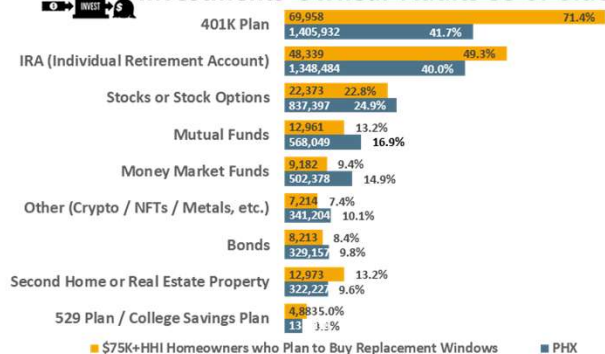




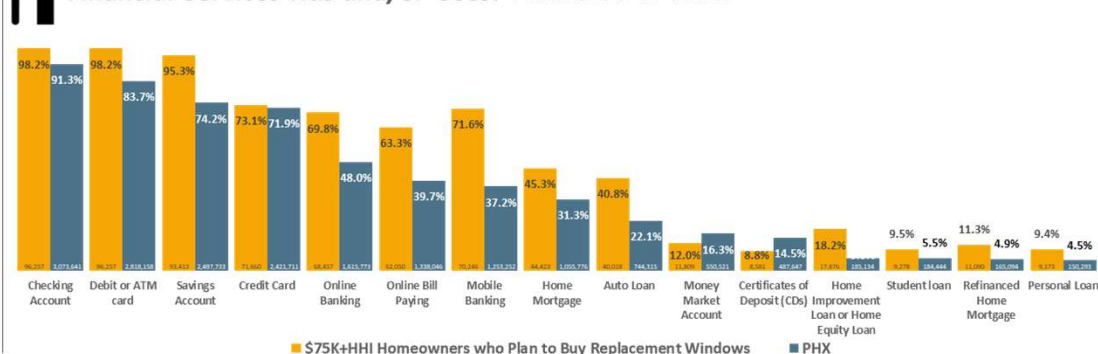
2.9% or 98,042 of PHX DMA Adults 35 or older are \$75K+HHI Homeowners who Plan to Buy Replacement... Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows are 70.9% more likely to have a 401K, 84.7% more likely to have an Auto Loan, 99.2% more likely to Invest/Trade Stocks Online, 6.2% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



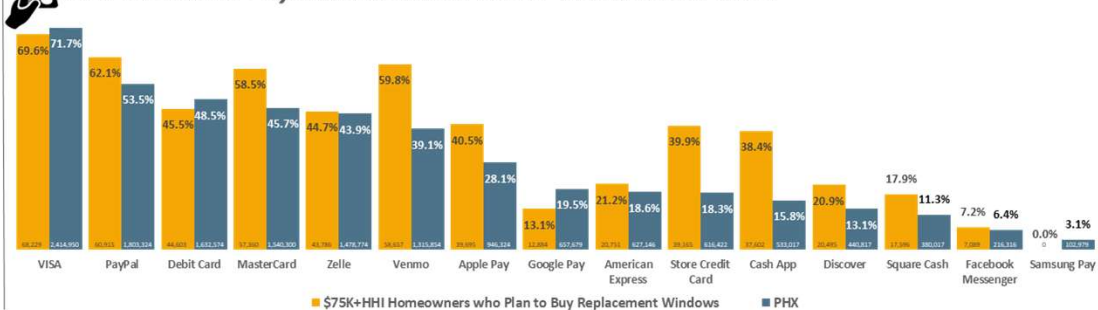
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

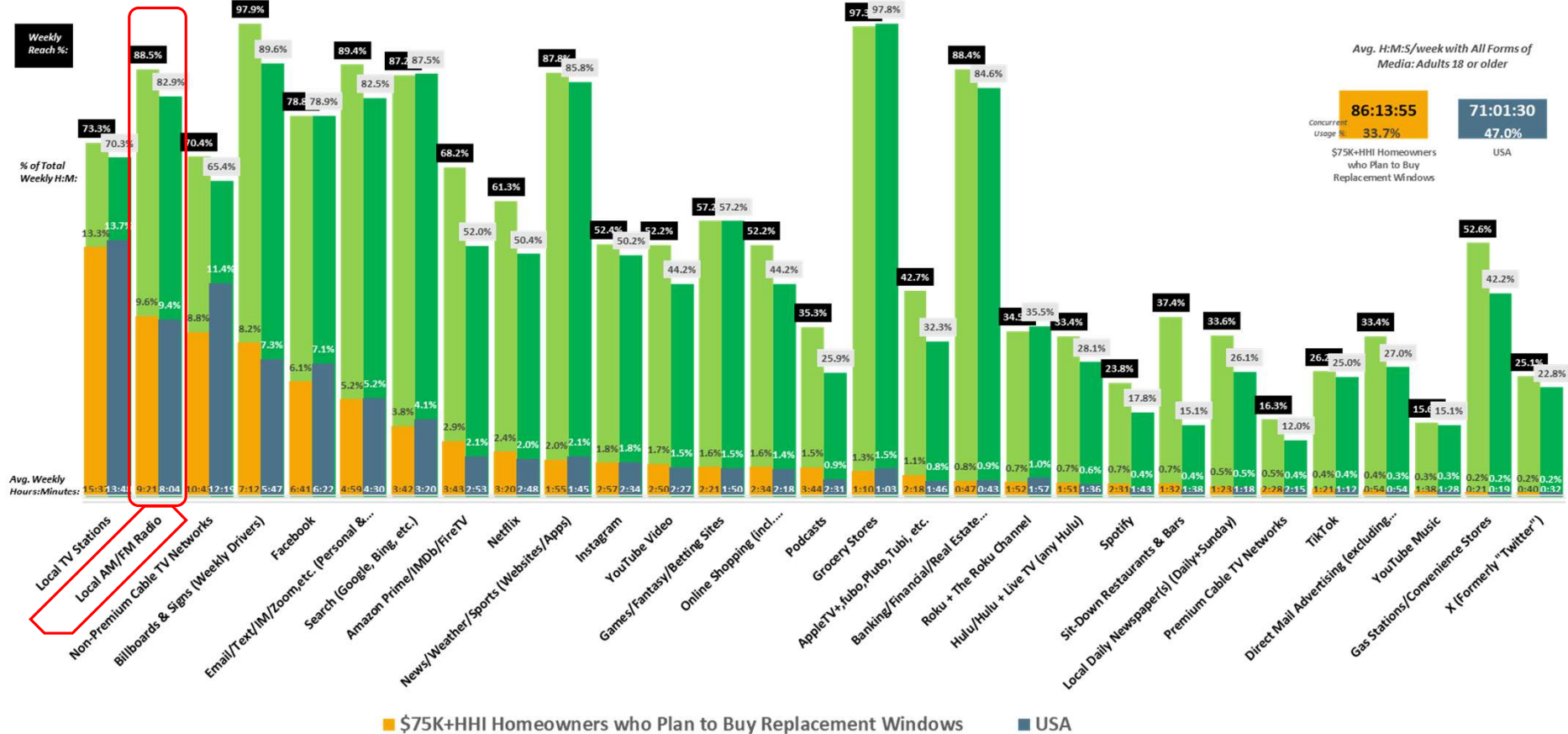


Past 3-Months Payment Methods Used: Adults 35 or older





Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 3 days, 14 hours, 13 minutes and 55 seconds each week with All Forms of Media.
88.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 9 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.

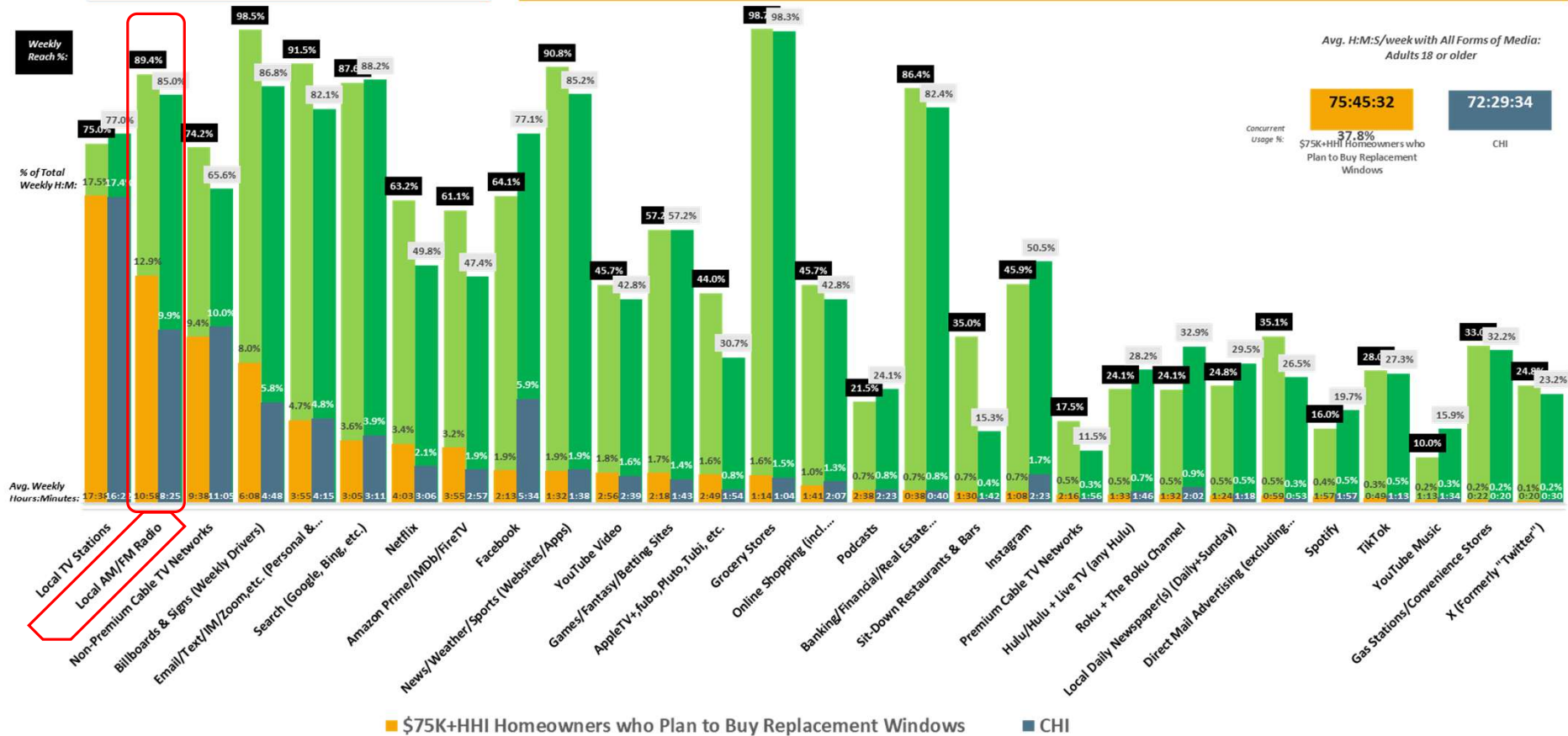


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

86:13:55	71:01:30
Usage %: 33.7%	47.0%
\$75K+HHI Homeowners who Plan to Buy Replacement Windows	USA



Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 3 days, 3 hours, 45 minutes and 32 seconds each week with All Forms of Media.
89.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 10 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 12.9% of total time spent with all forms of Media.



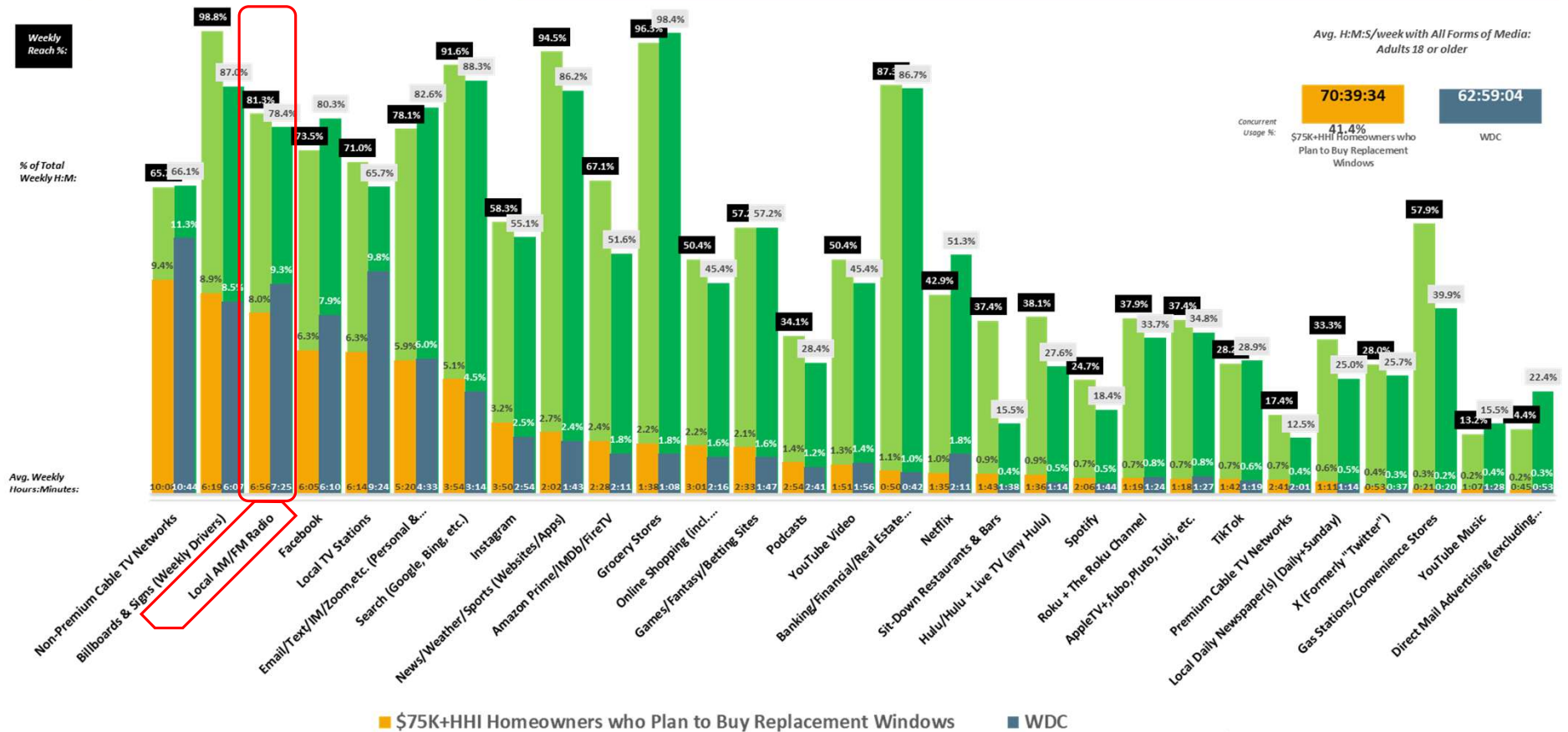
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

75:45:32
\$75K+HHI Homeowners who Plan to Buy Replacement Windows

72:29:34
CHI

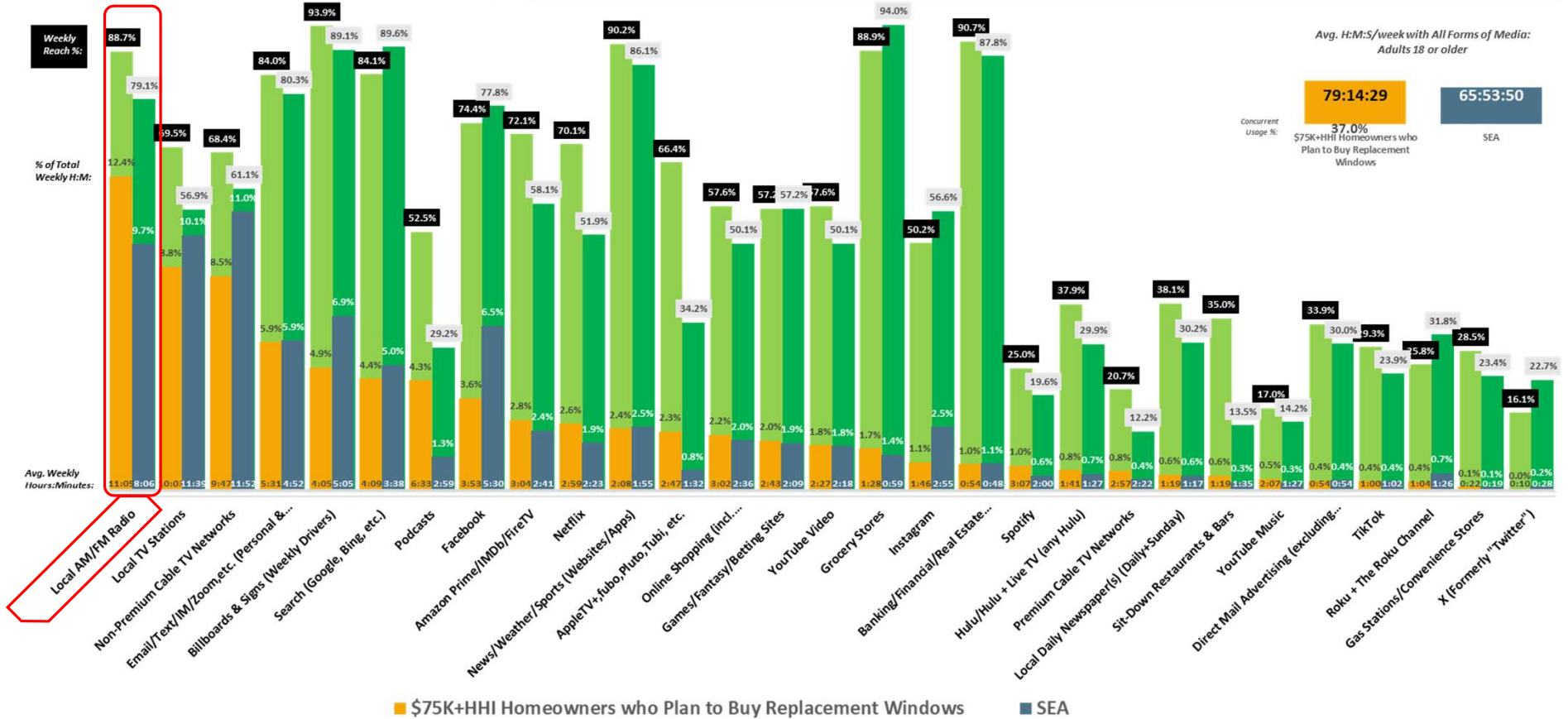


Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 22 hours, 39 minutes and 34 seconds each week with All Forms of Media.
81.3% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 6 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 3 days, 7 hours, 14 minutes and 29 seconds each week with All Forms of Media.
88.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 11 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 12.4% of total time spent with all forms of Media.



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

79:14:29

37.0%

\$75K+HHI Homeowners who Plan to Buy Replacement Windows

SEA

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 107
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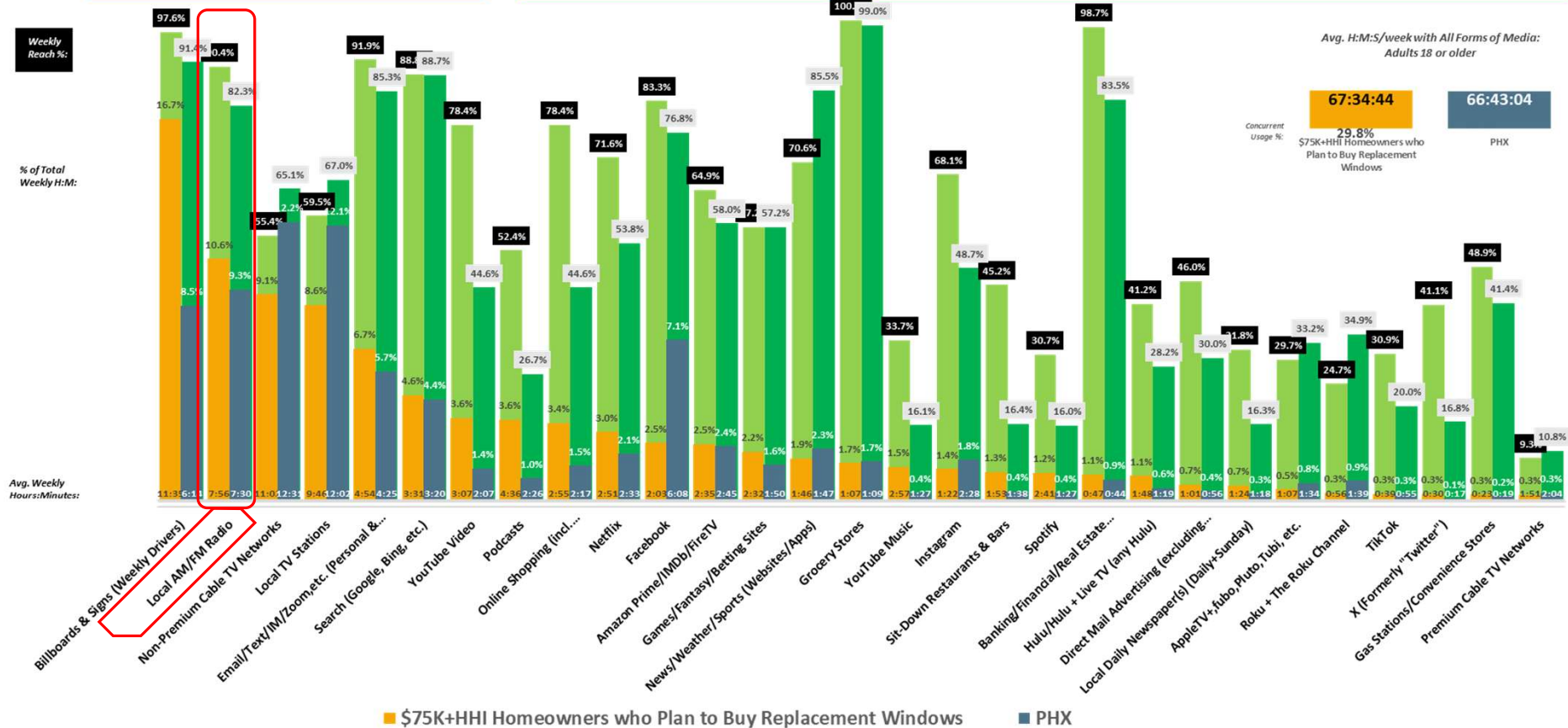
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986



[[[Household income summaries (HHLD): \$75,000 or more AND 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]]

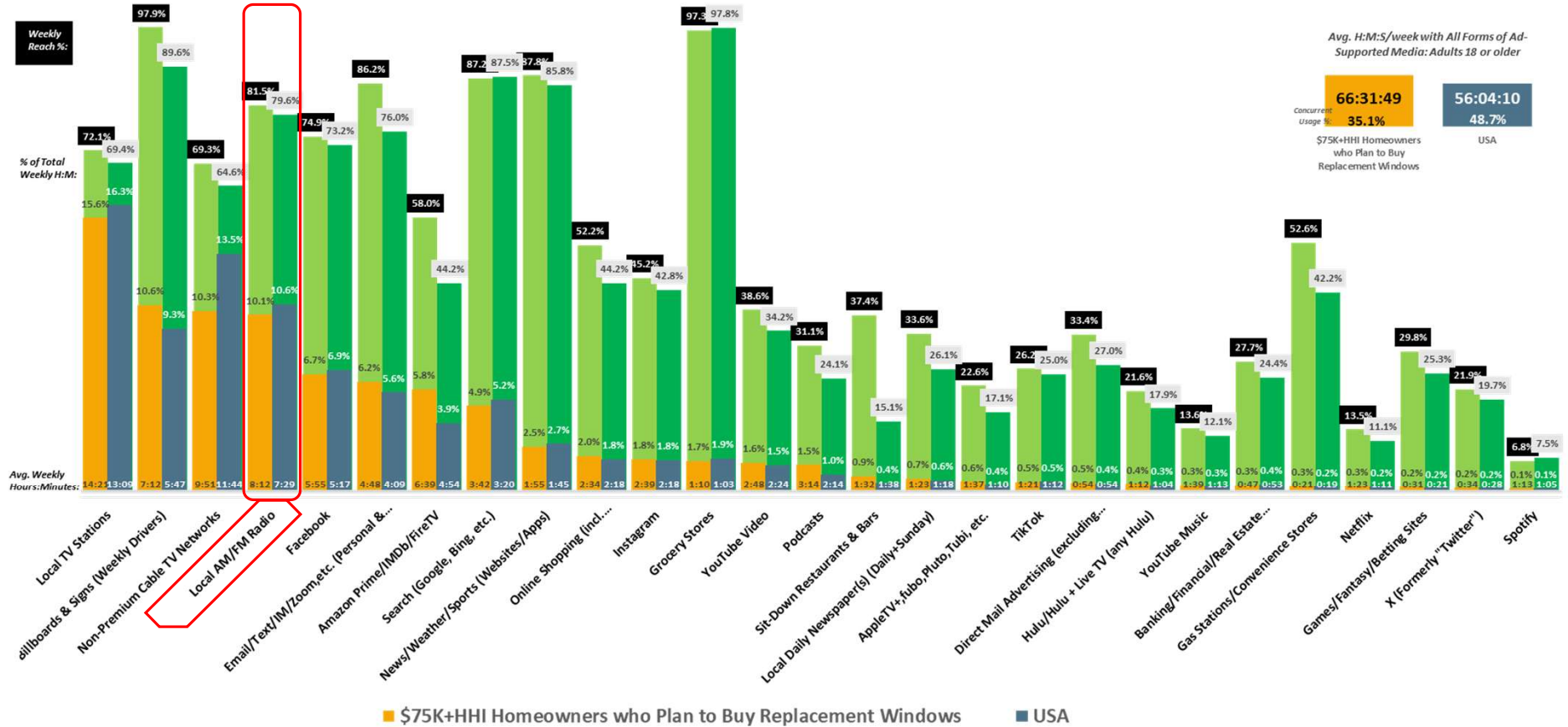


Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 19 hours, 34 minutes and 44 seconds each week with All Forms of Media.
90.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 7 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



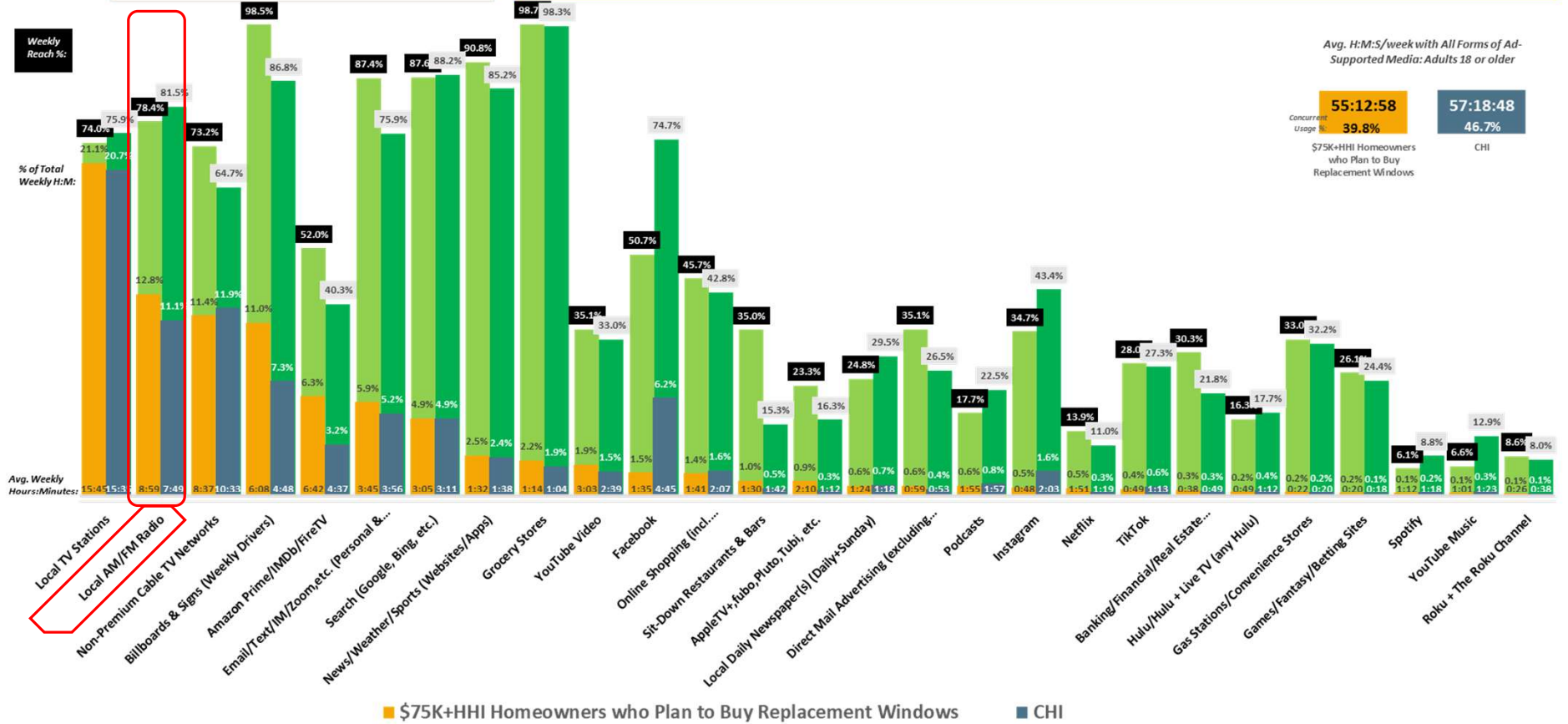


Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 18 hours, 31 minutes and 49 seconds each week with All Forms of Ad-Supported Media.
81.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 7 hours, 12 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 78.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 8 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.



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

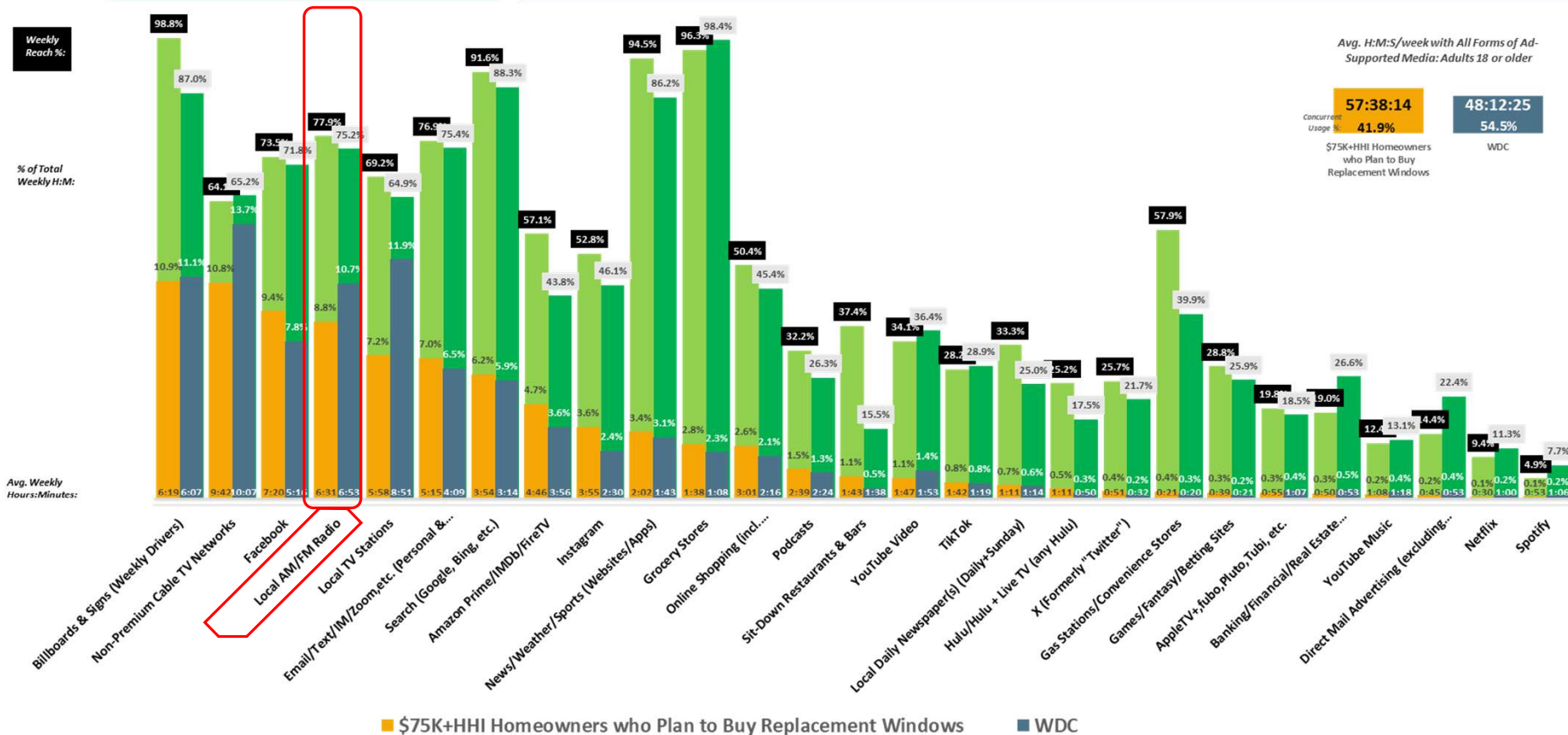
Concurrent Usage %: 55:12:58 (39.8%)

\$75K+HHI Homeowners who Plan to Buy Replacement Windows: 57:18:48 (46.7%)

CHI



Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 9 hours, 38 minutes and 14 seconds each week with All Forms of Ad-Supported Media.
77.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 6 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 145 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919

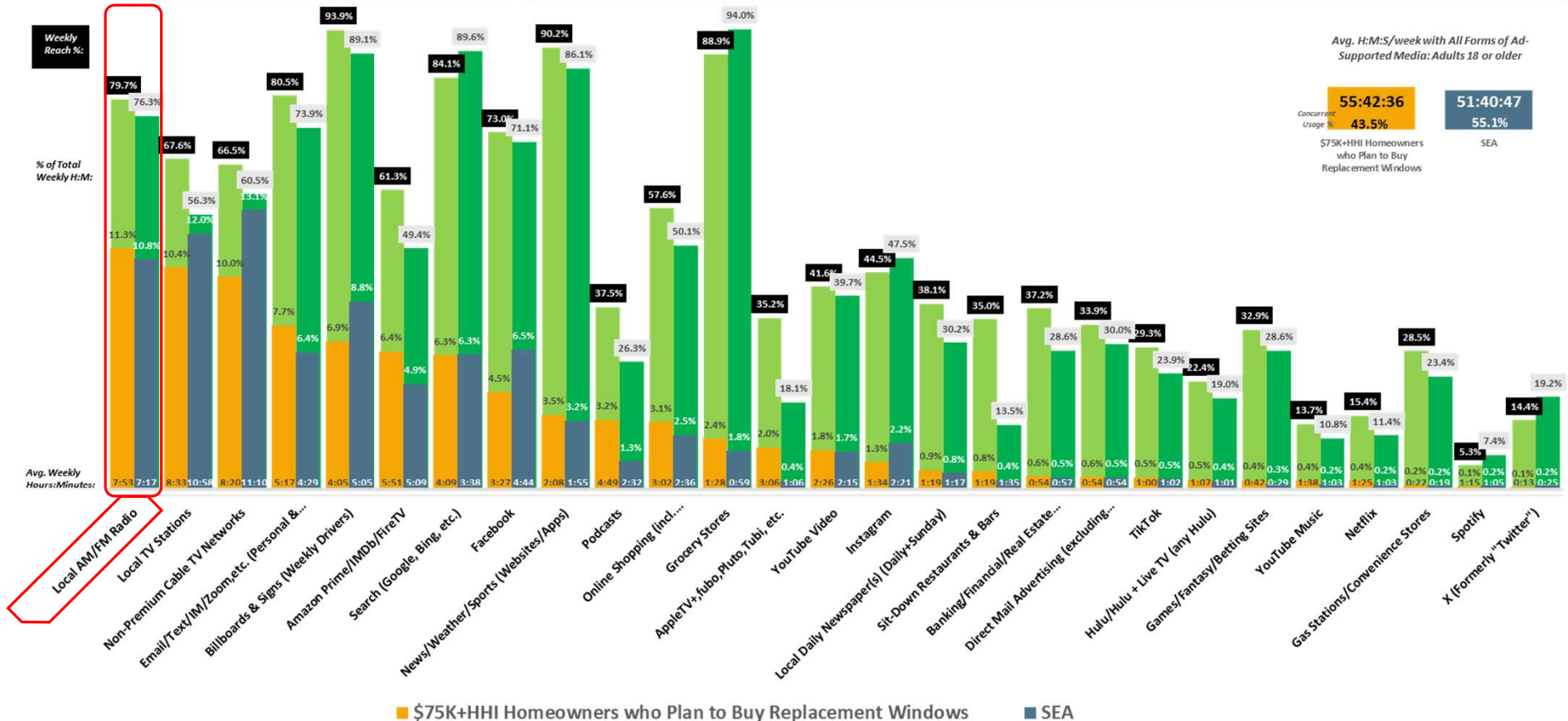
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 7 hours, 42 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
79.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.

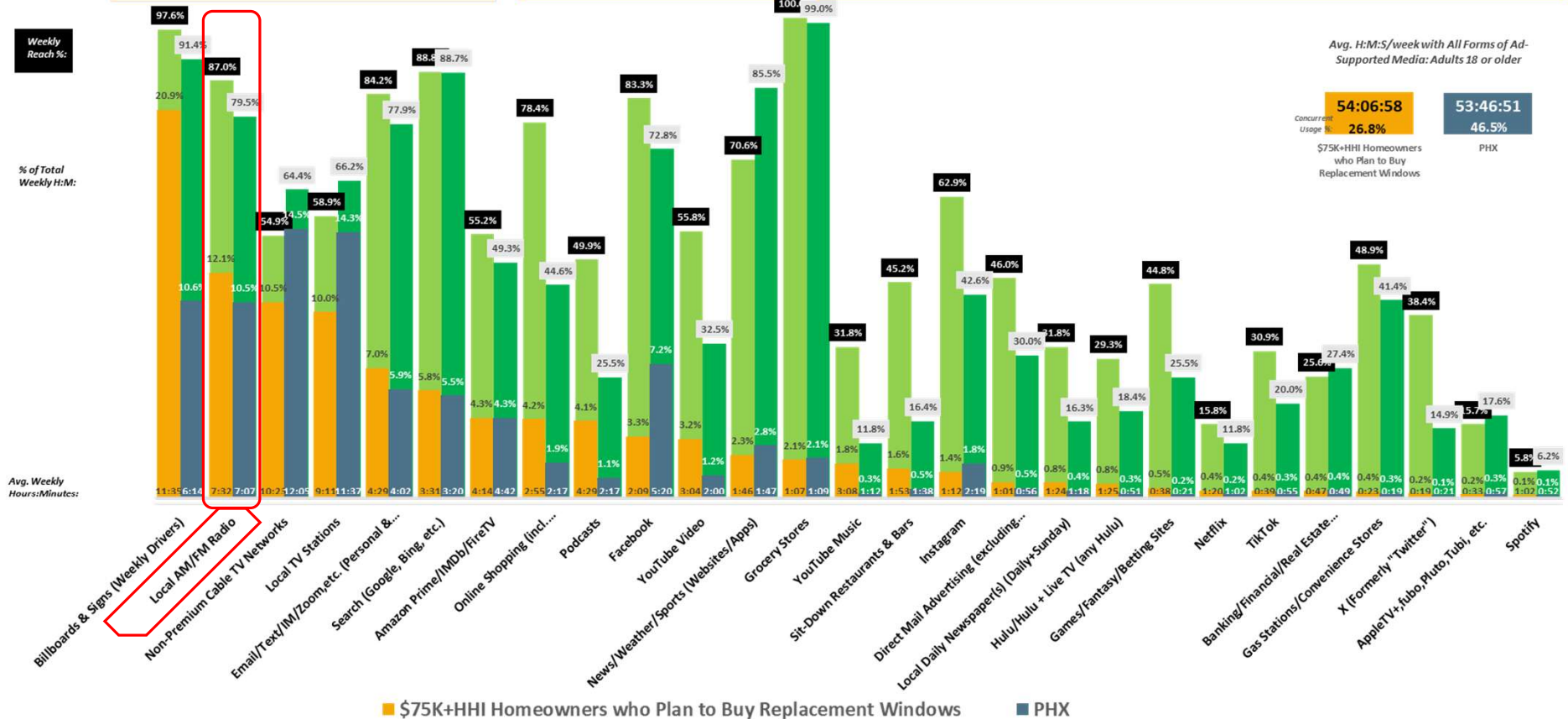


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	55:42:36	51:40:47
	43.5%	55.1%
	\$75K+HHI Homeowners who Plan to Buy Replacement Windows	SEA



Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 2 days, 6 hours, 6 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 87.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.1% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage	54:06:58	53:46:51
	26.8%	46.5%
	\$75K+HHI Homeowners who Plan to Buy Replacement Windows	PHX

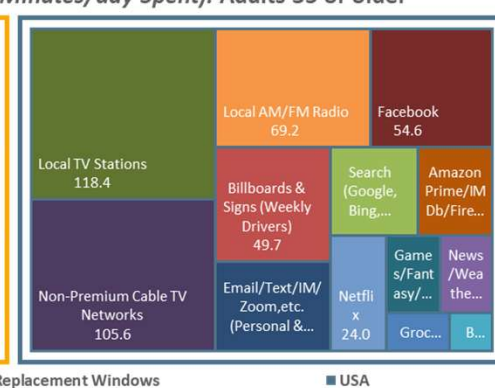
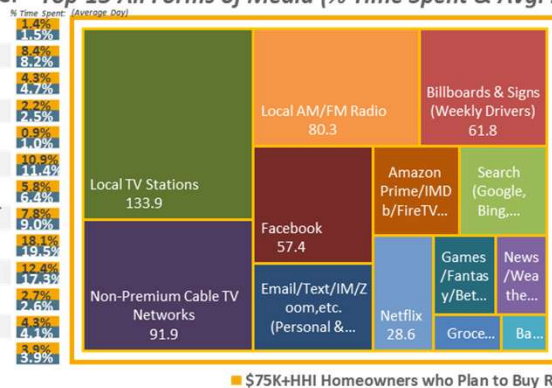
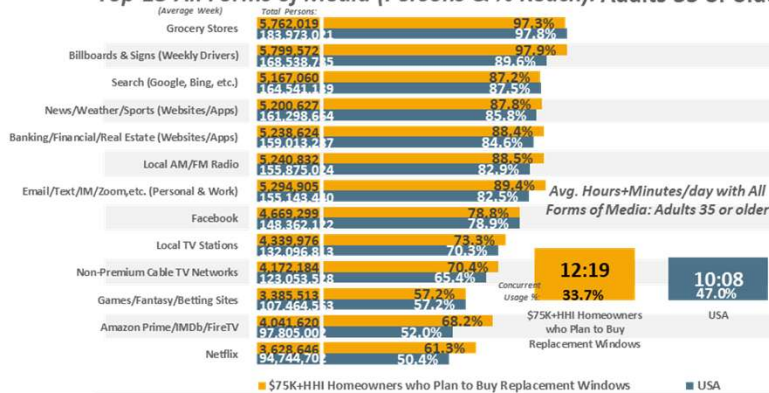
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 9 hours and 30 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

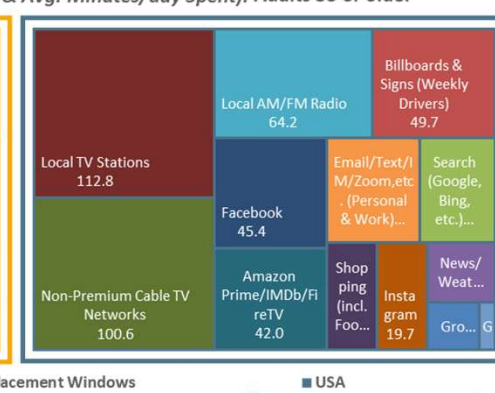
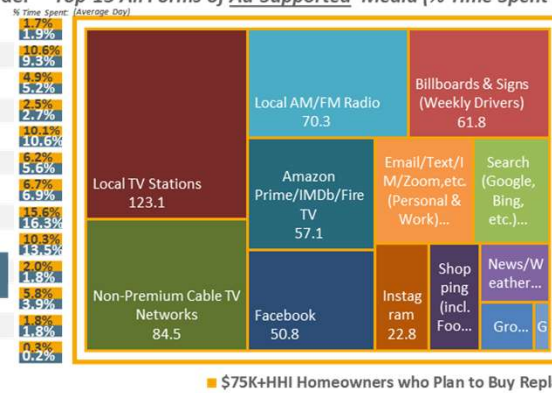
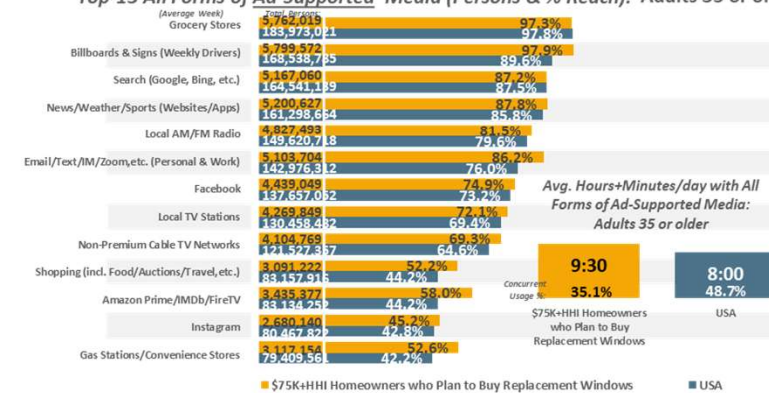
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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 2025: Sep24-Aug25 Qual Intab 691
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

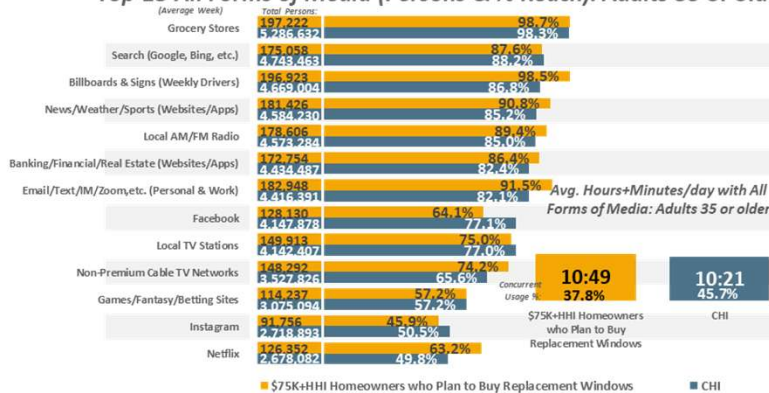
soefa.ai Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND 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]]

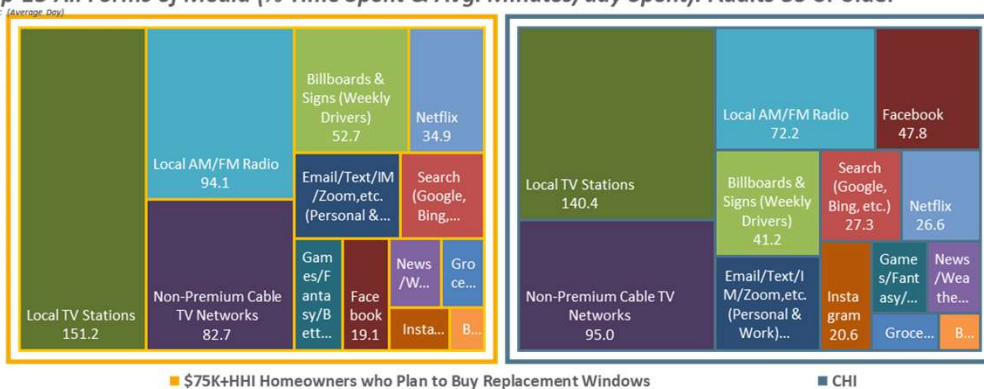


Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 78.4% listen to Local AM/FM Radio for an avg. of 77.1 minutes/day. (Local Radio delivers 12.8% of Time with Ad-Supported Media.)

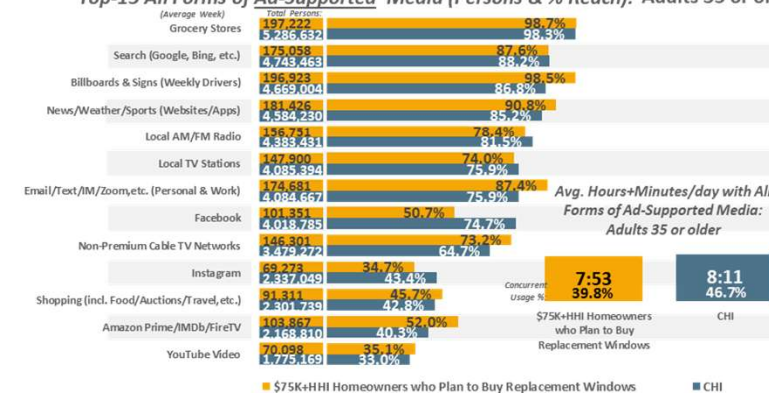
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



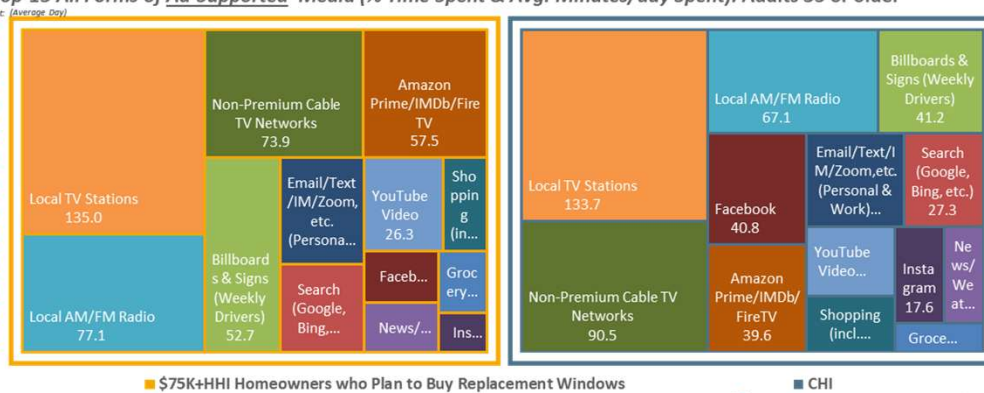
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

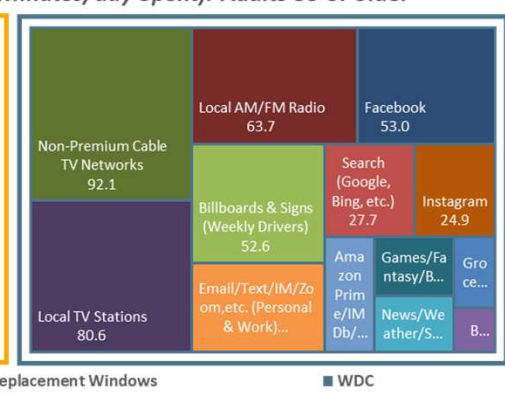
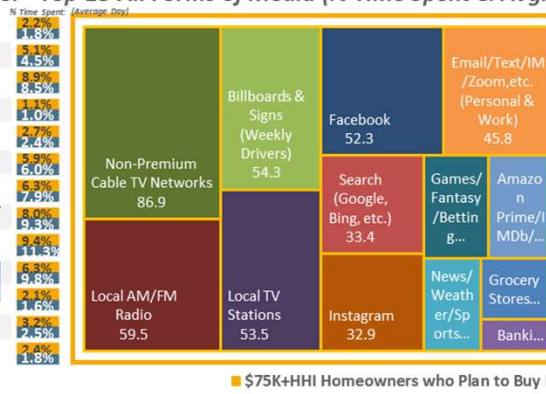
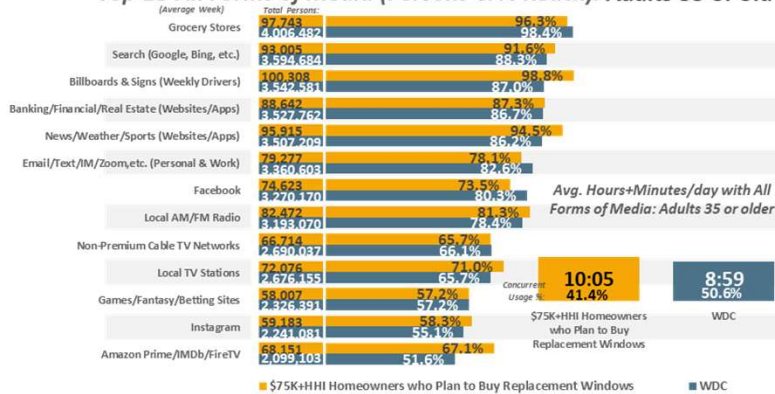




Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 56. minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

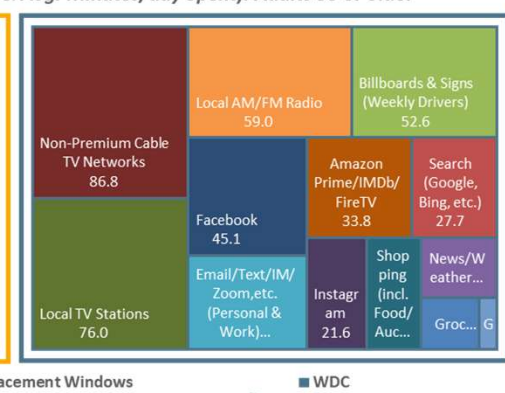
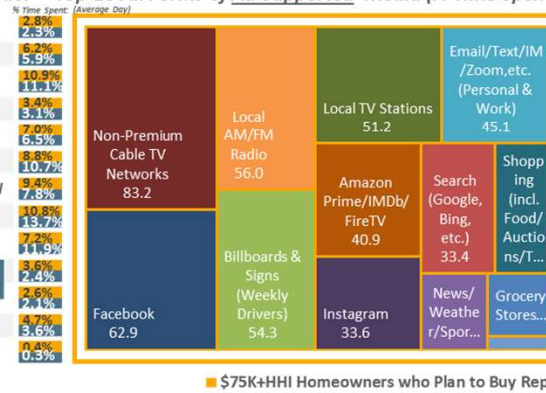
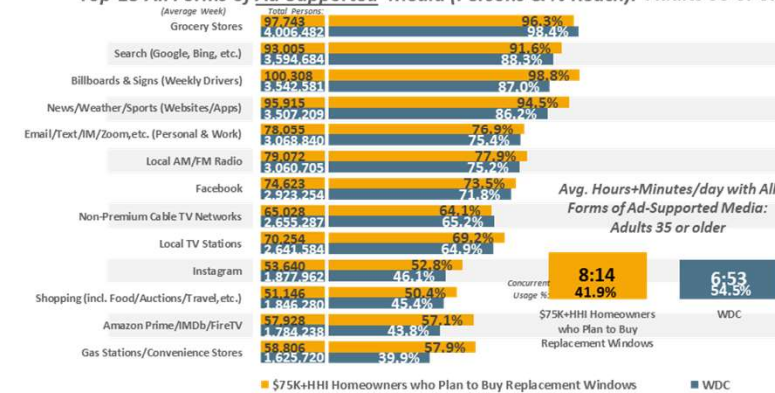
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

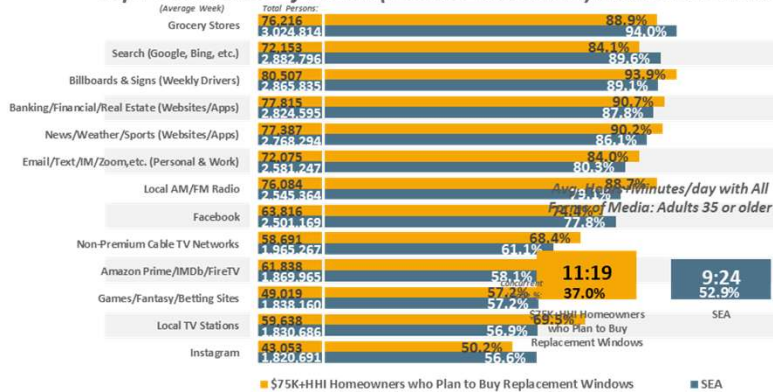
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



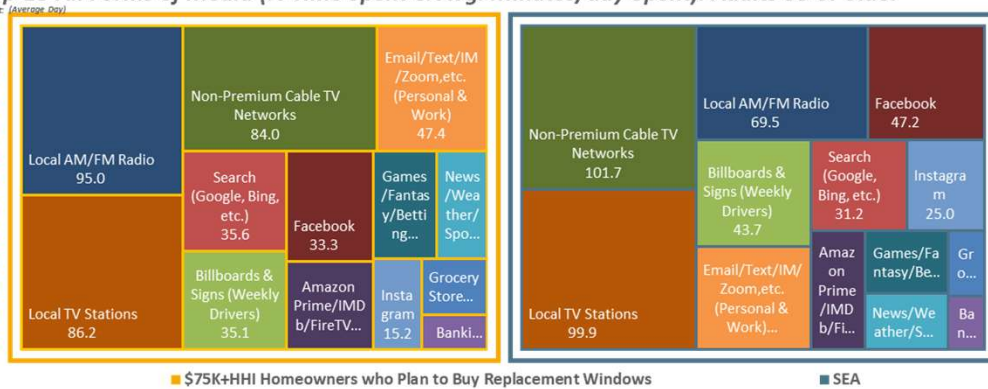


Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 7 hours and 57 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day.(Local Radio delivers 11.3% of Time with Ad-Supported Media.)

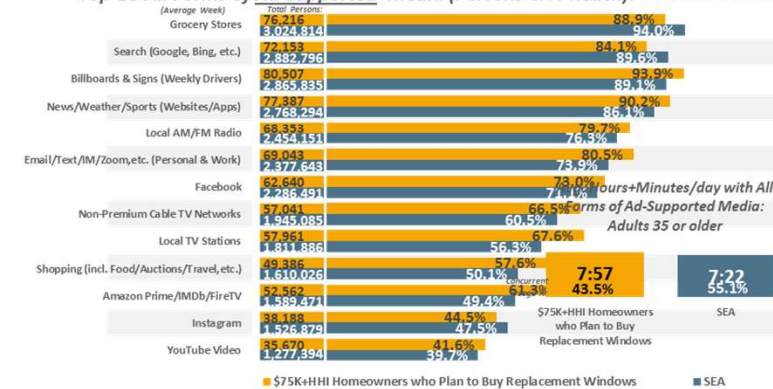
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



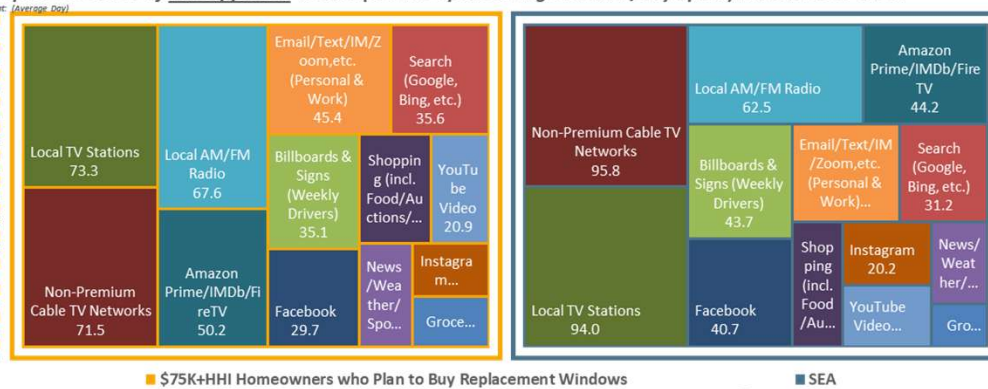
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



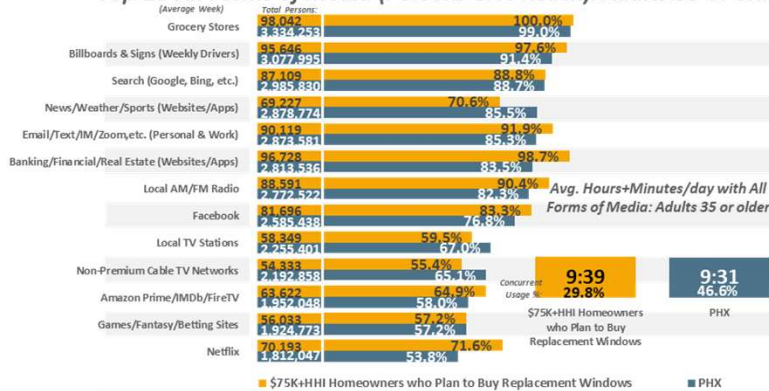
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



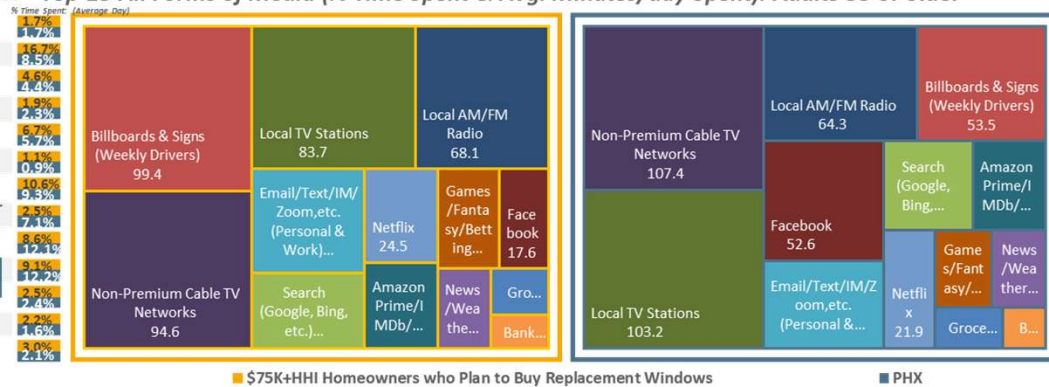


Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 7 hours and 43 minutes each day with All Forms of Ad-Supported Media. 87.% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. (Local Radio delivers 12.1% of Time with Ad-Supported Media.)

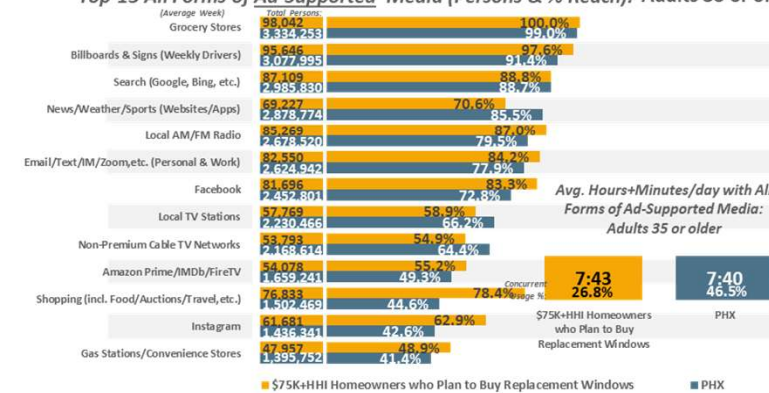
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



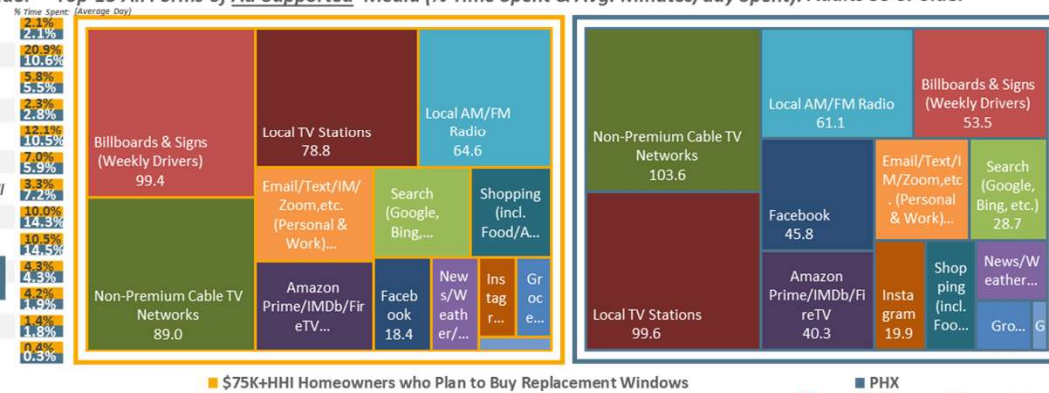
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



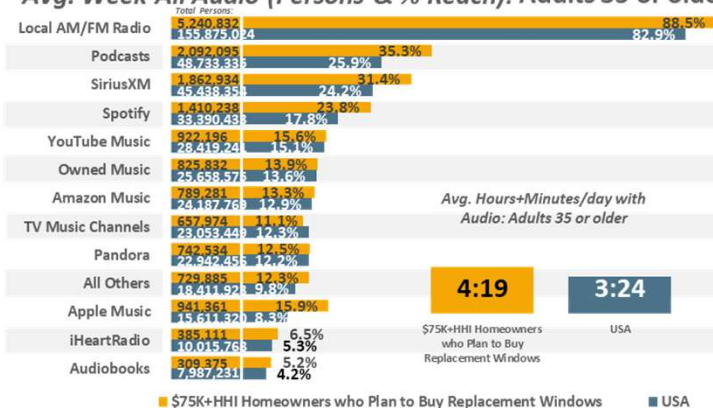
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



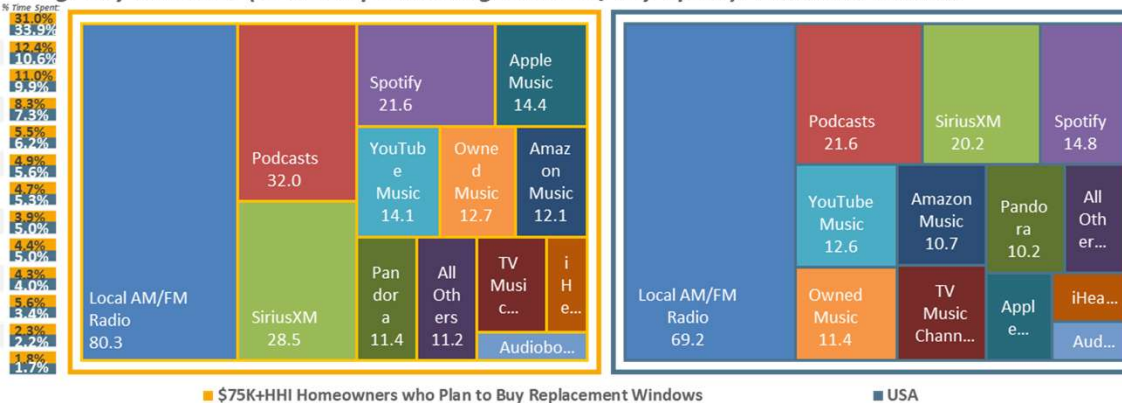


4,827,493 or 81.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

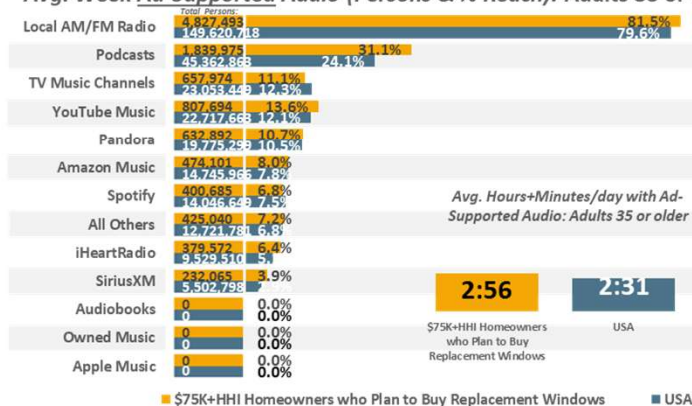
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



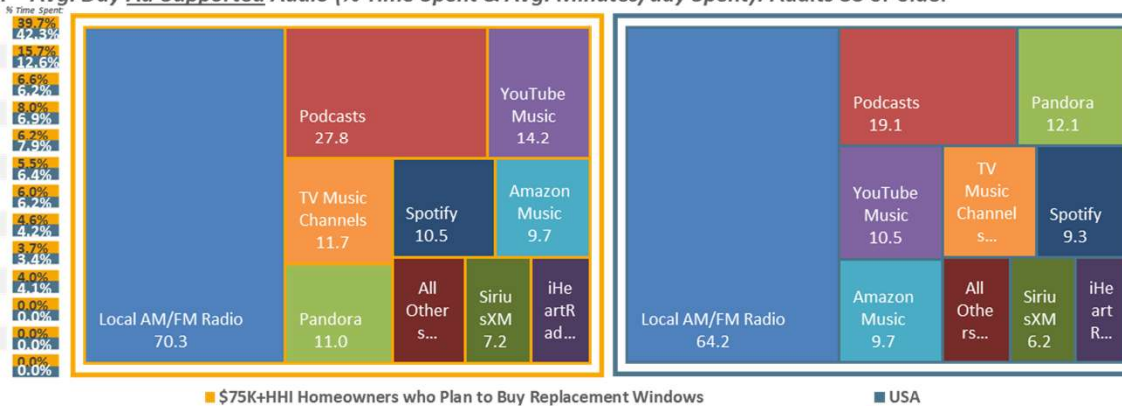
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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Scarborough R2 2025: Sep24-Aug25 USA Projection

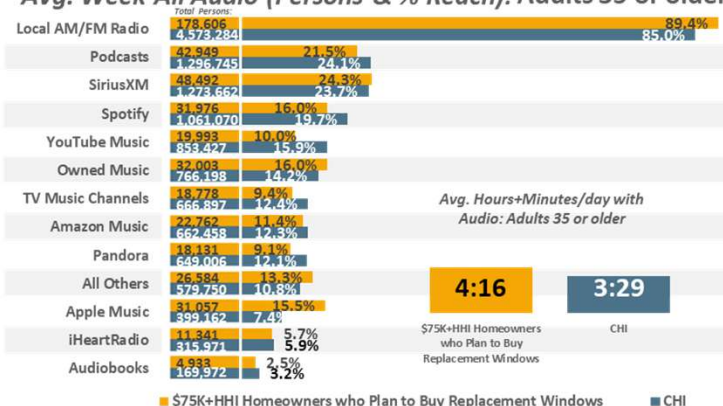
soefa.ai Share of Everything for Anything

[[[(Household income summaries (HHLD): \$75,000 or more AND 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]]

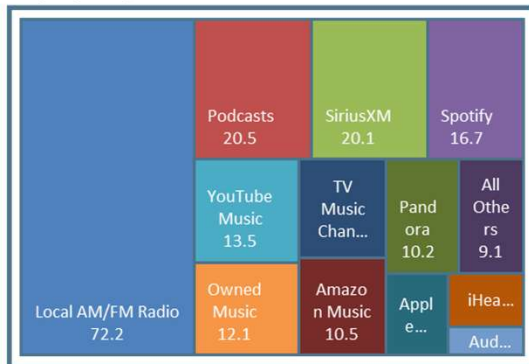
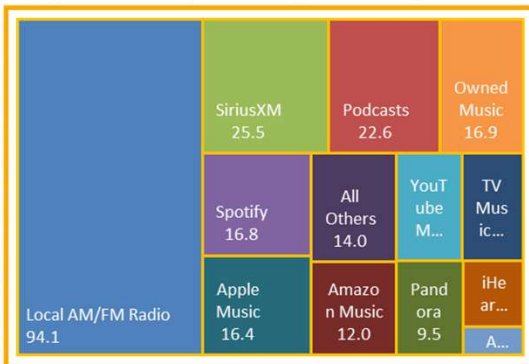


156,751 or 78.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 77.1 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.

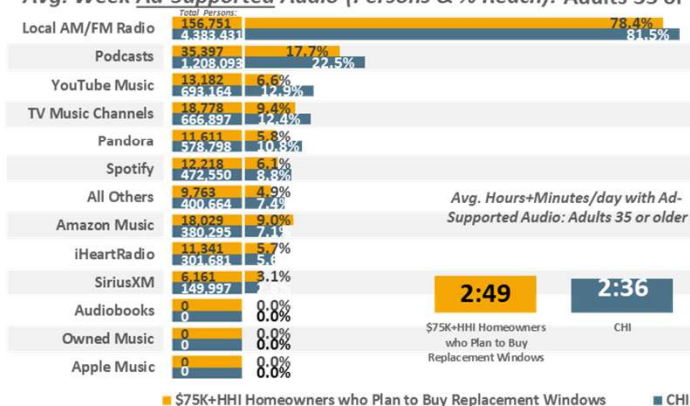
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



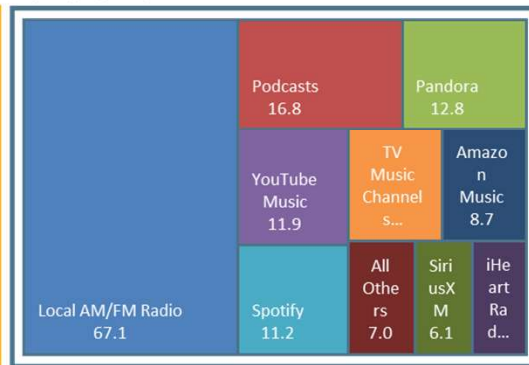
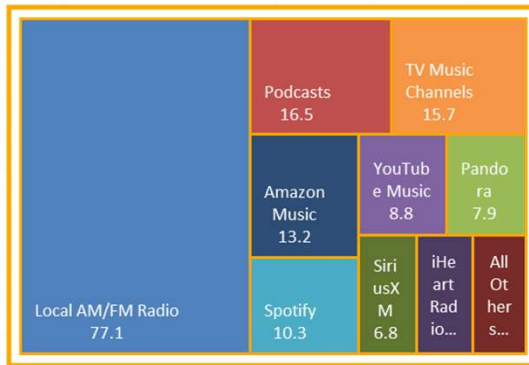
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



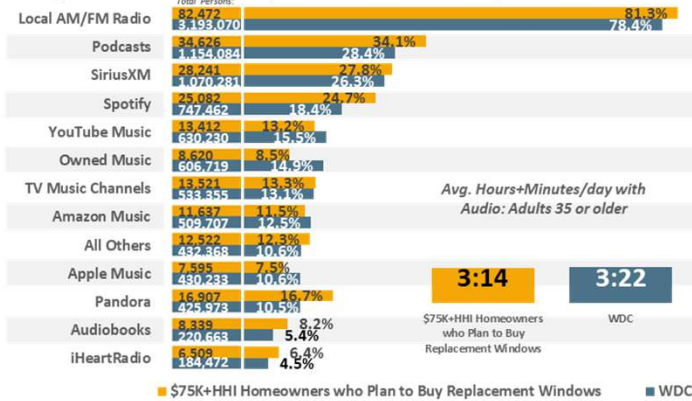
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



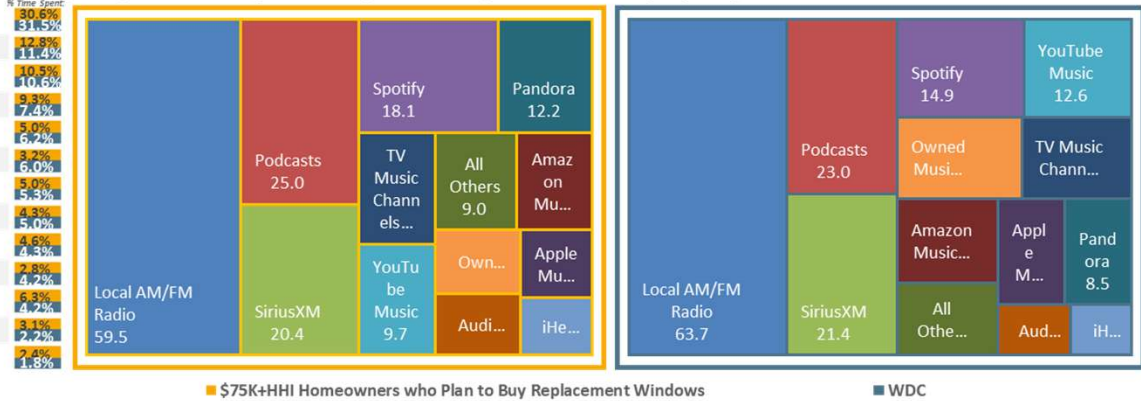


79,072 or 77.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 56. minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

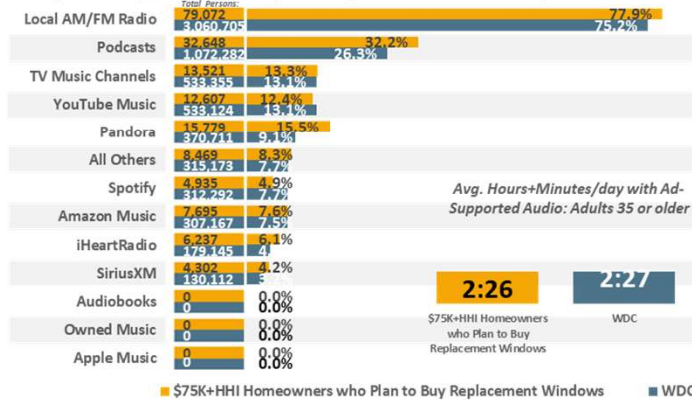
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



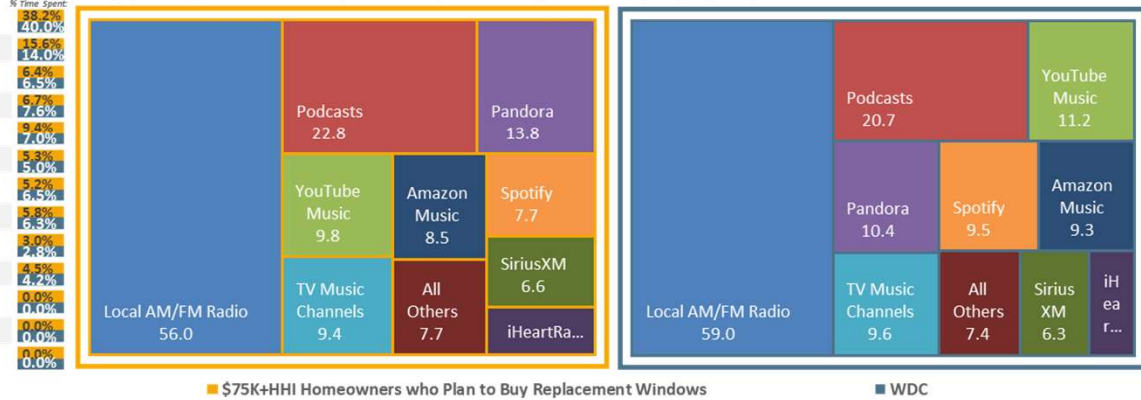
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



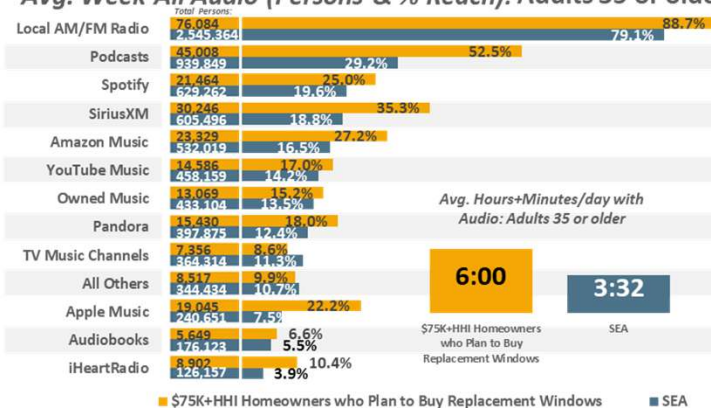
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



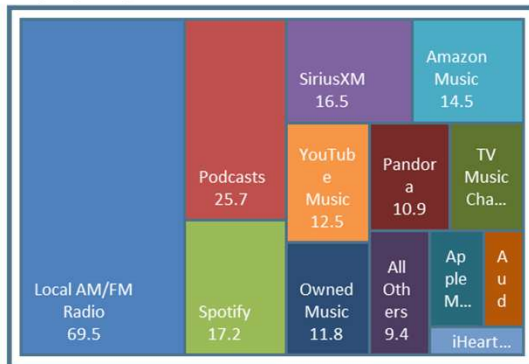
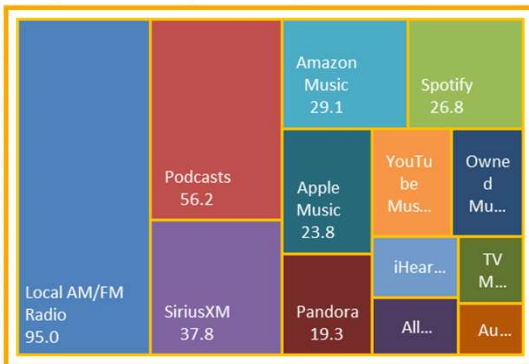


68,353 or 79.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Audio.

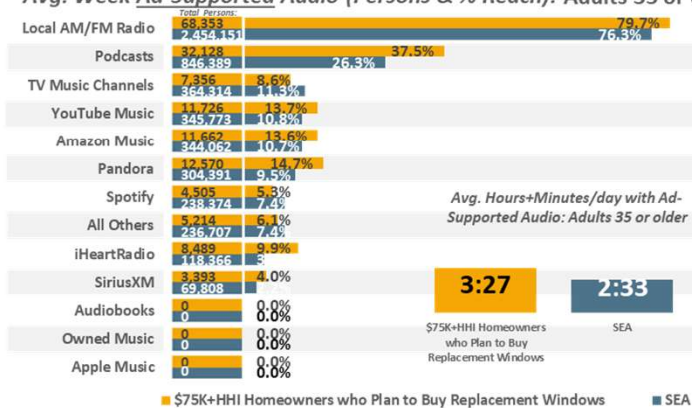
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



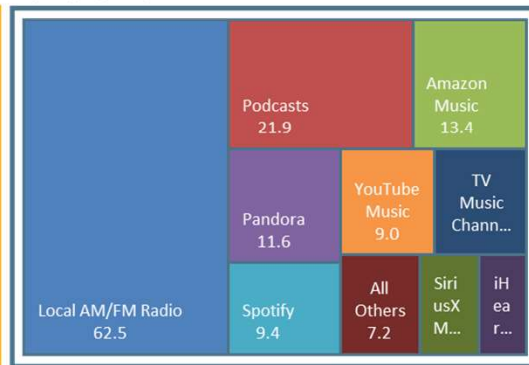
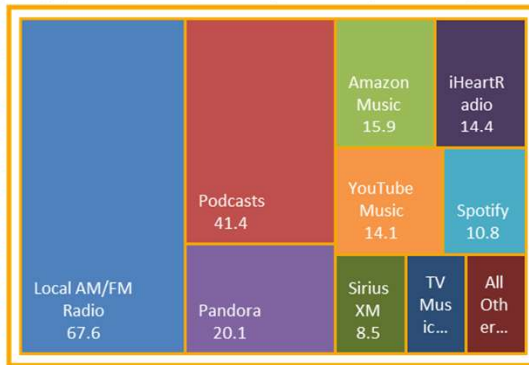
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



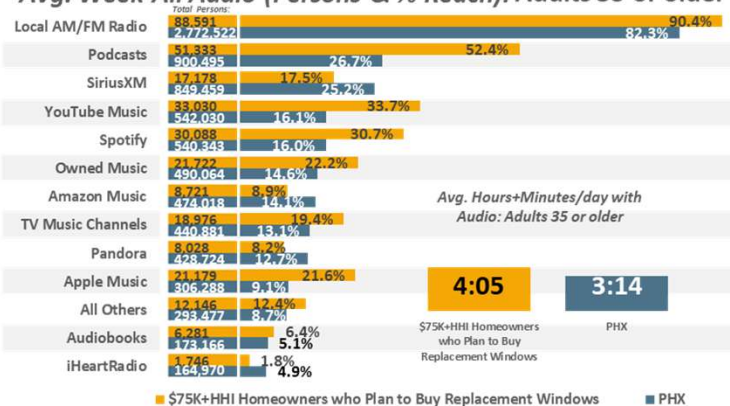
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



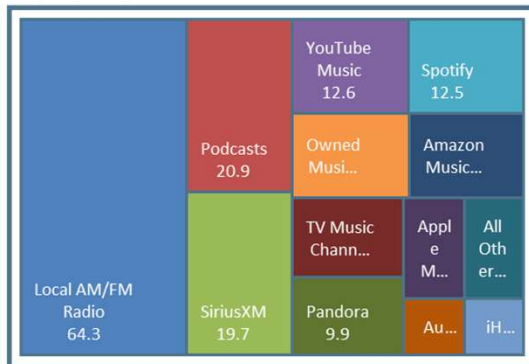
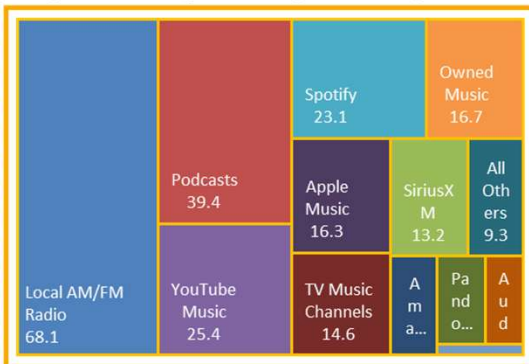


85,269 or 87.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

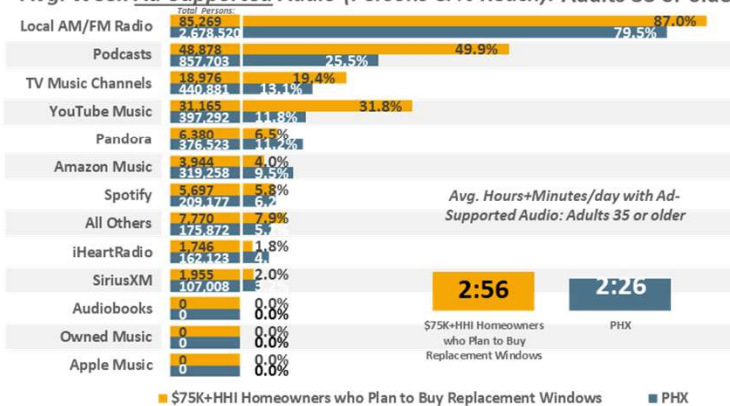
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



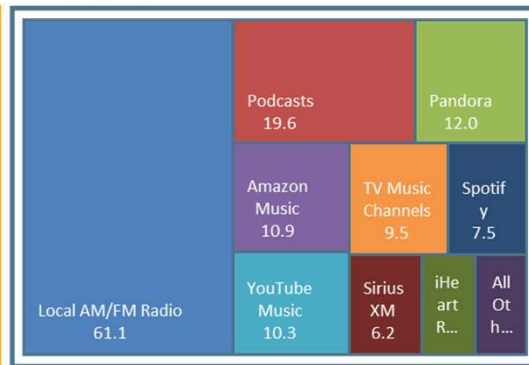
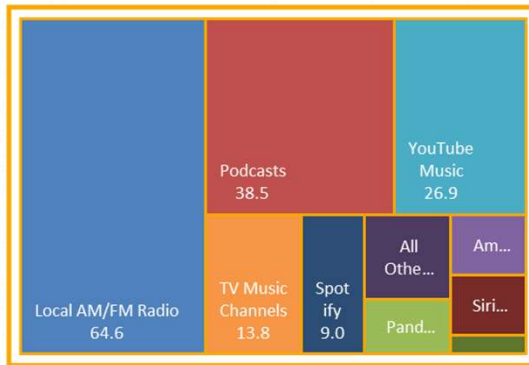
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

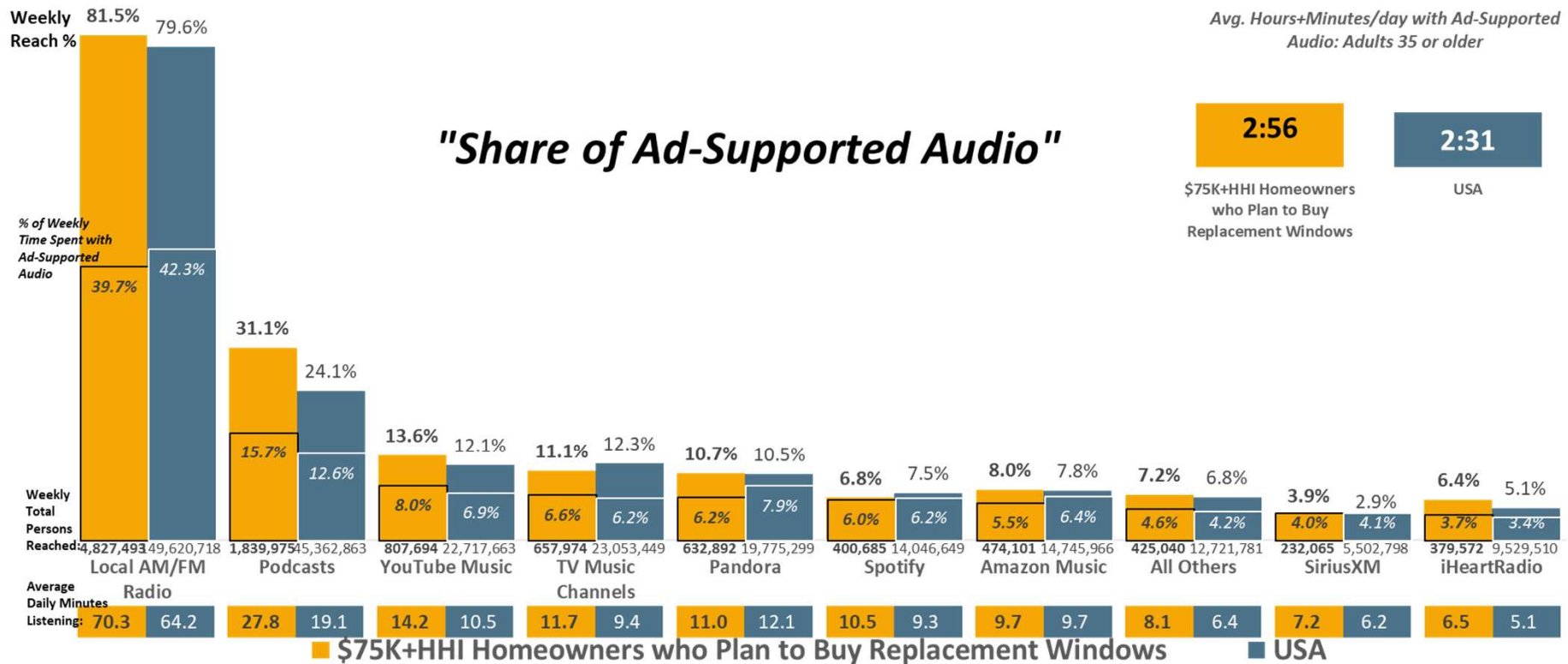


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





4,827,493 or 81.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691
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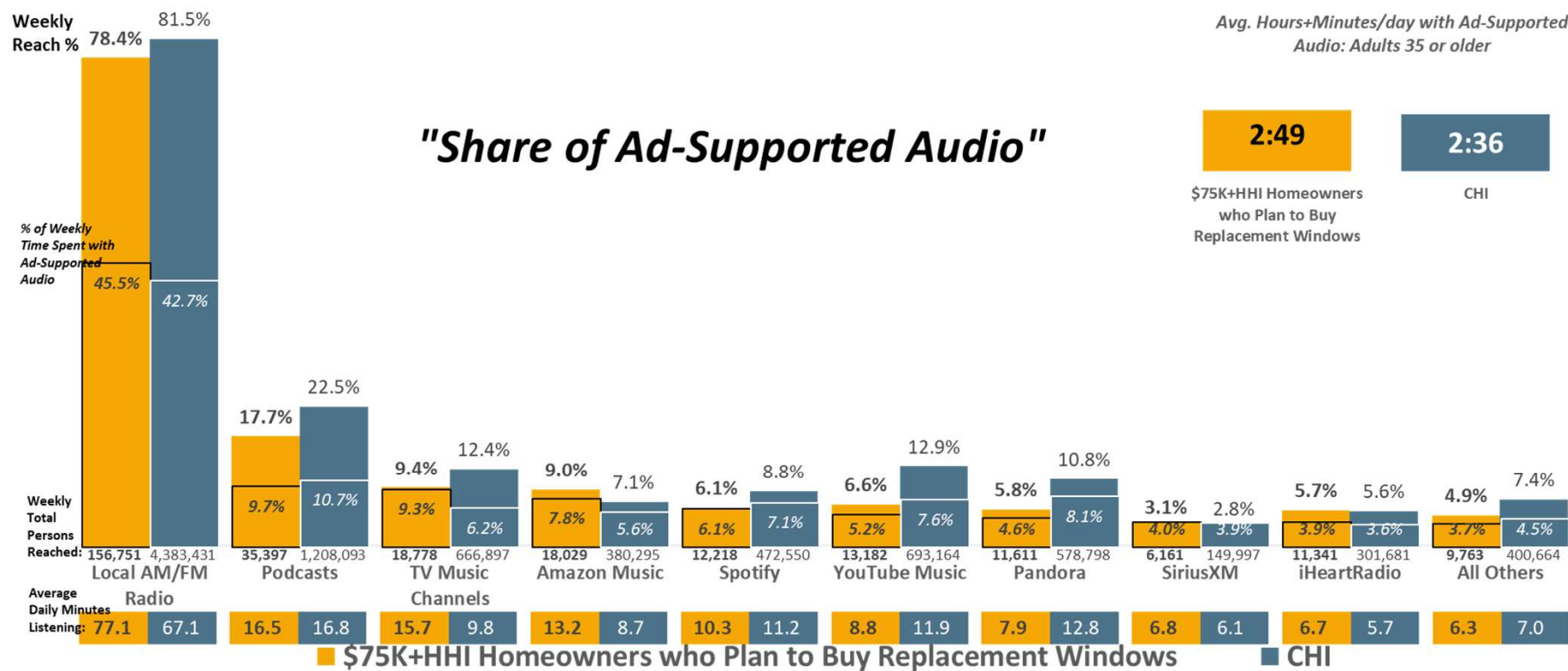
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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[[[Household income summaries (HHLD): \$75,000 or more AND 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]]

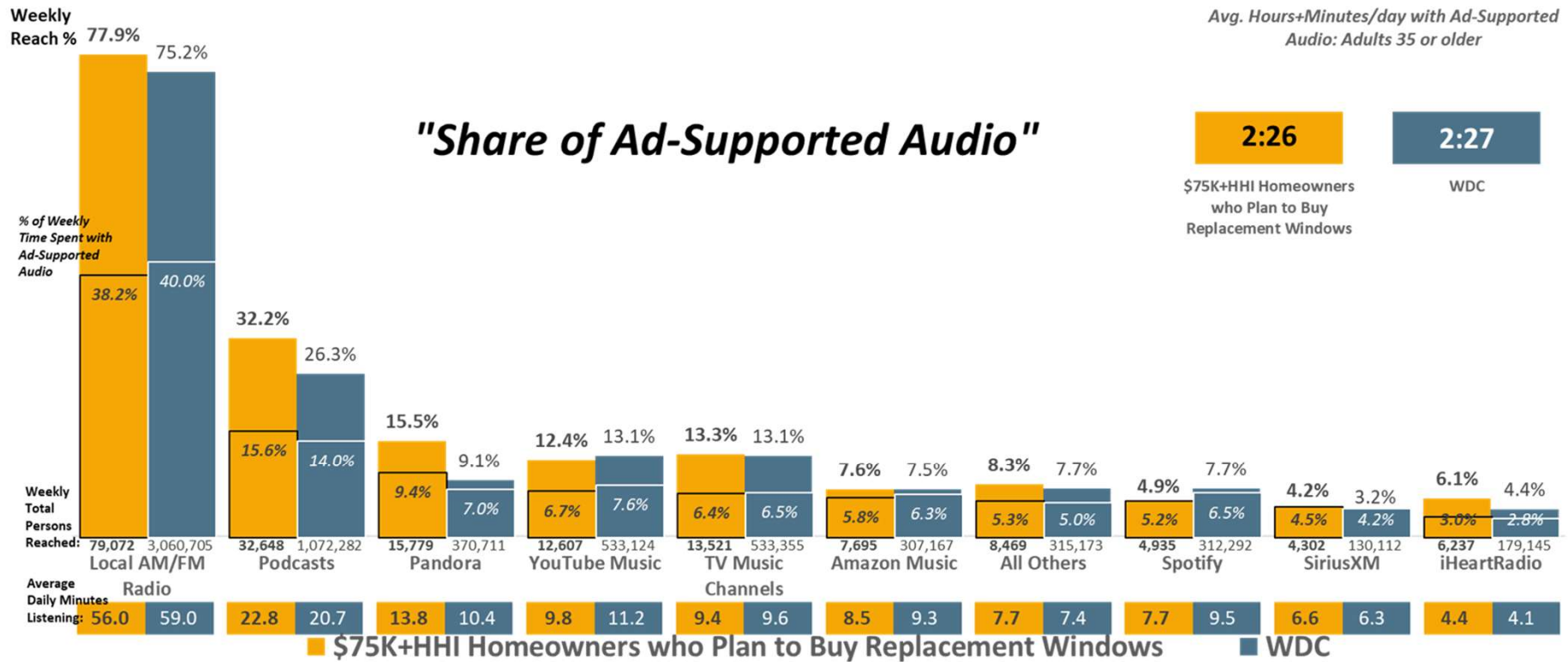


156,751 or 78.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 77.1 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.





79,072 or 77.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 56. minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 145 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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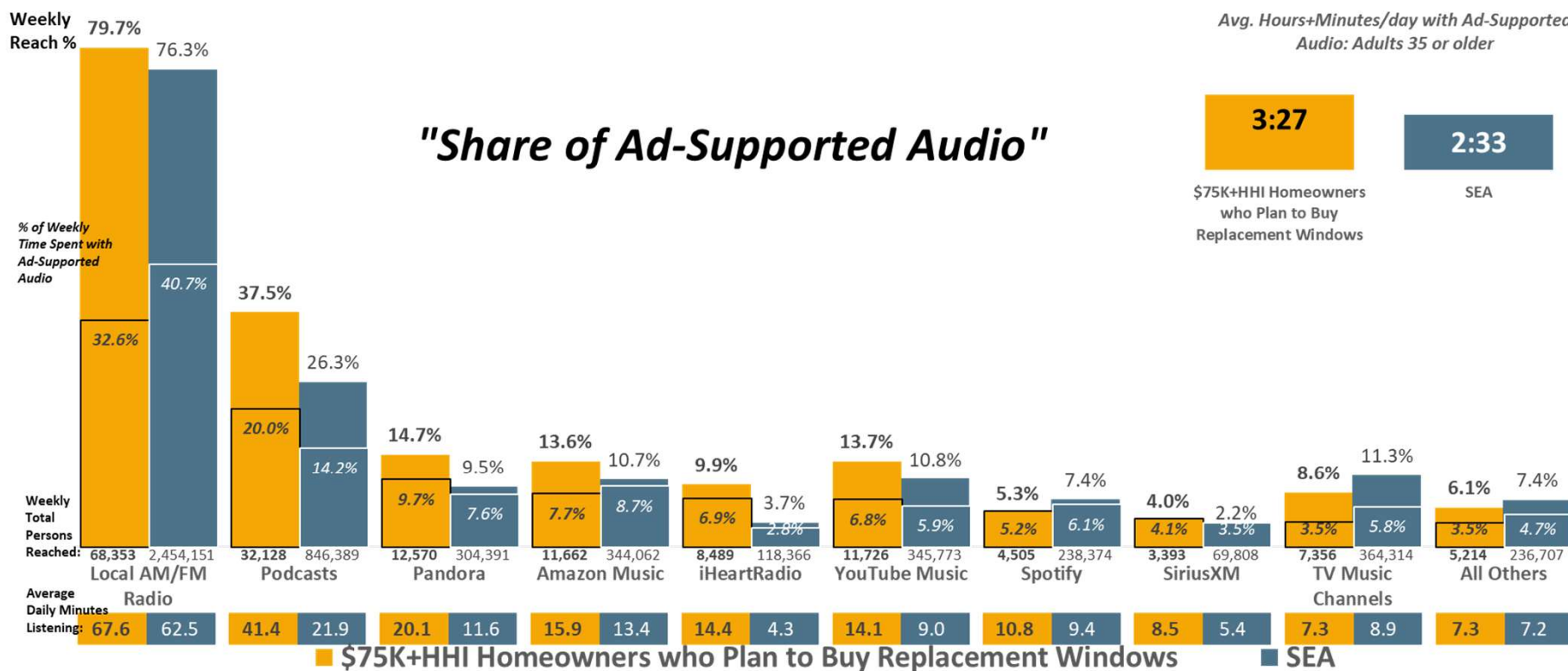
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



68,353 or 79.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 32.6% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



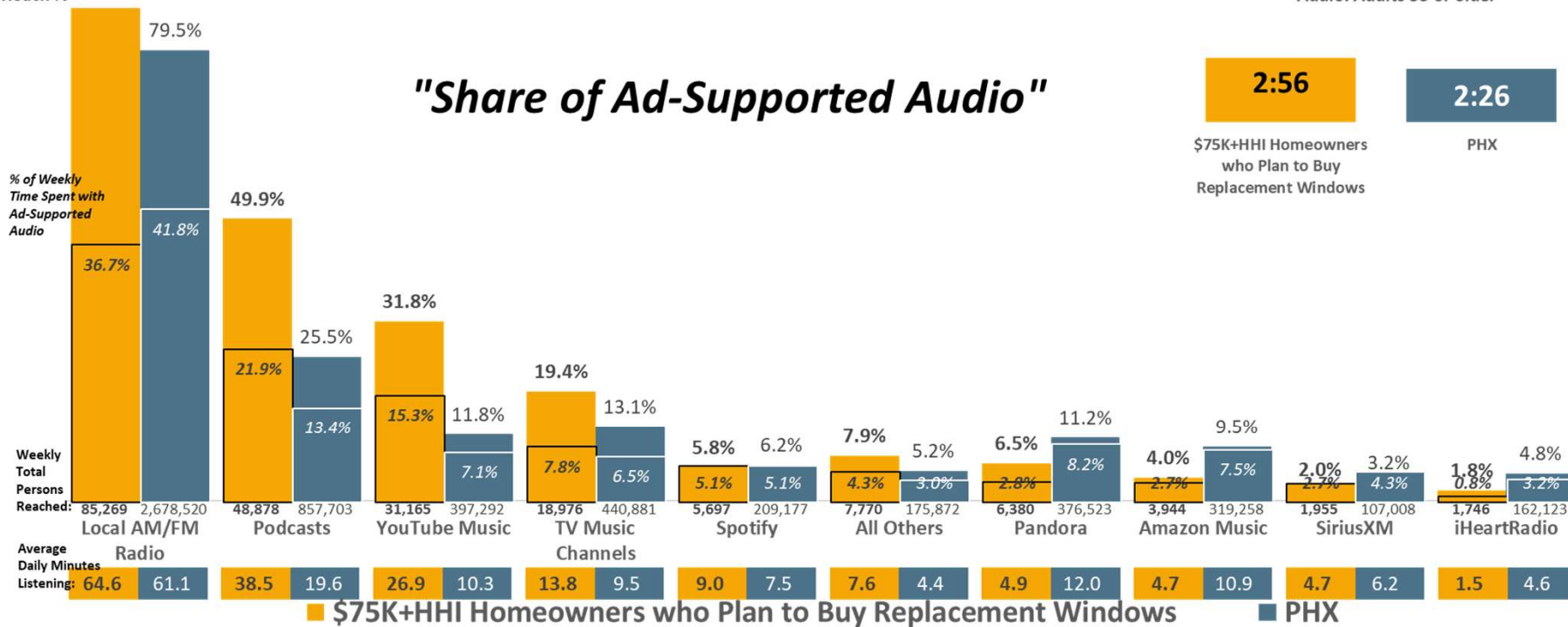


85,269 or 87.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 87.0%

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

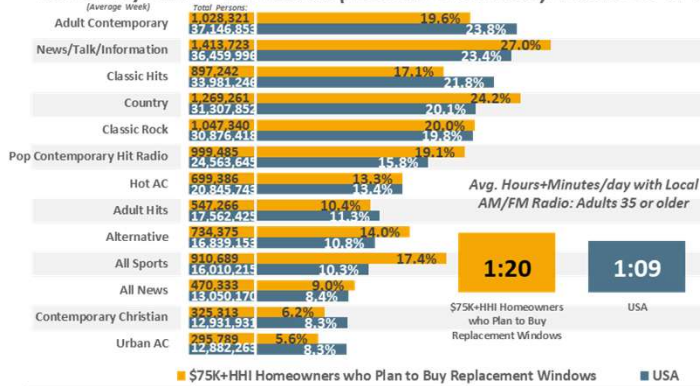
"Share of Ad-Supported Audio"



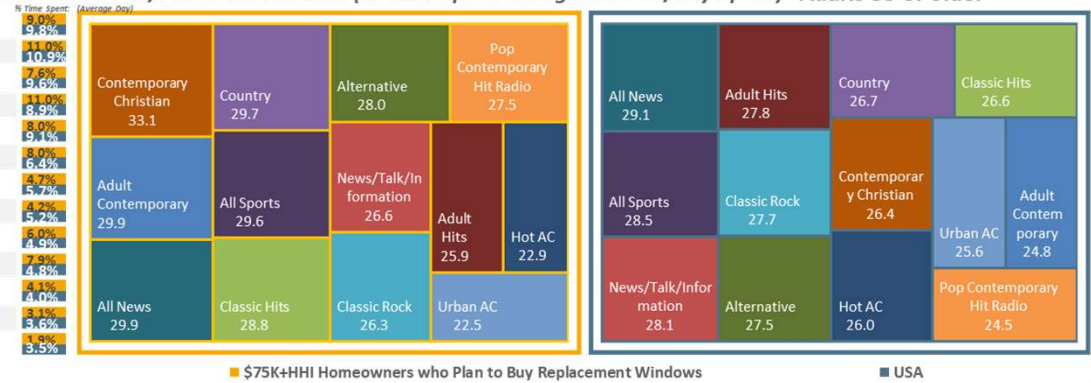


4,827,493 or 81.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, and All Sports.

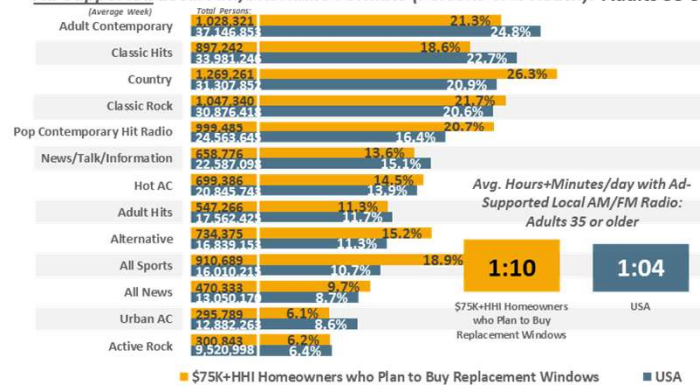
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

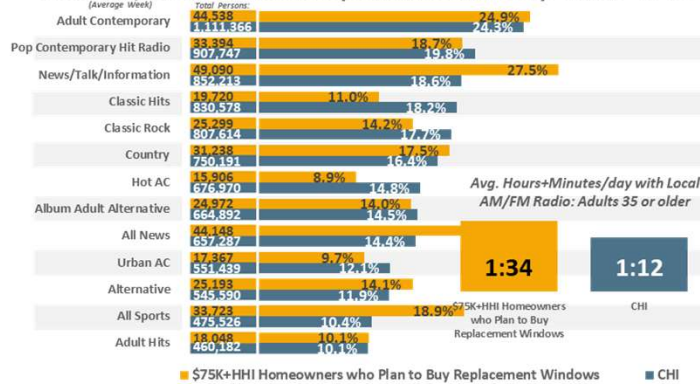
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

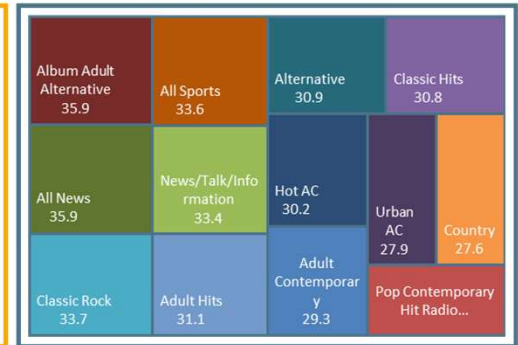
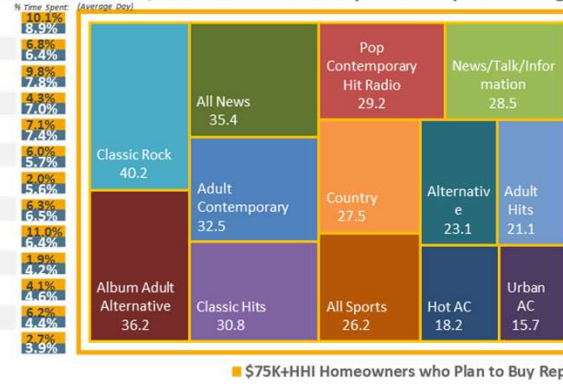


156,751 or 78.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, All Sports, Pop Contemporary Hit Radio, and Country.

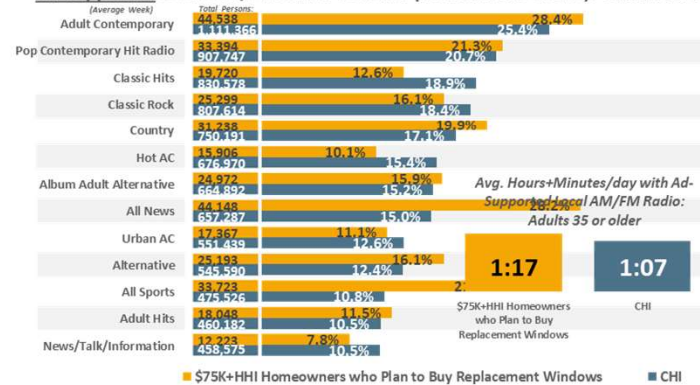
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



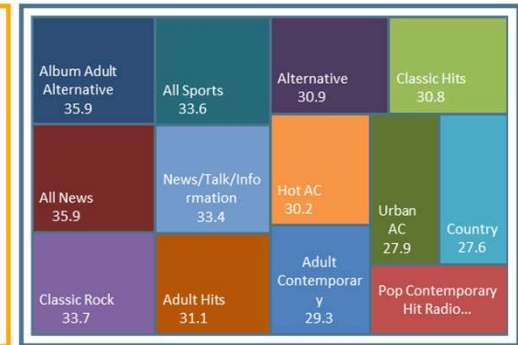
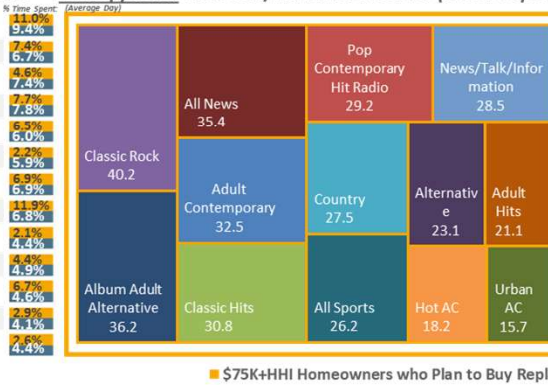
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

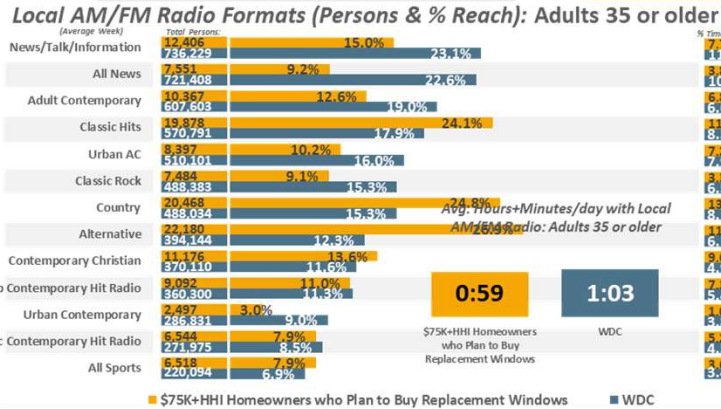


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

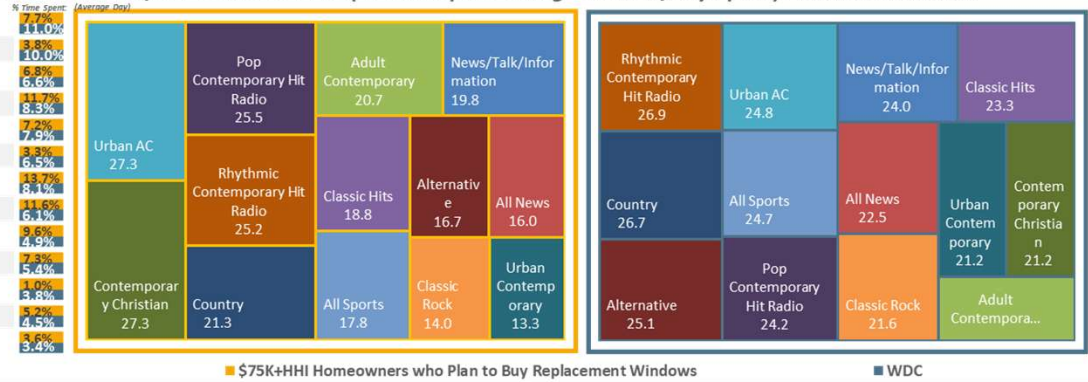




79,072 or 77.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Country, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 145
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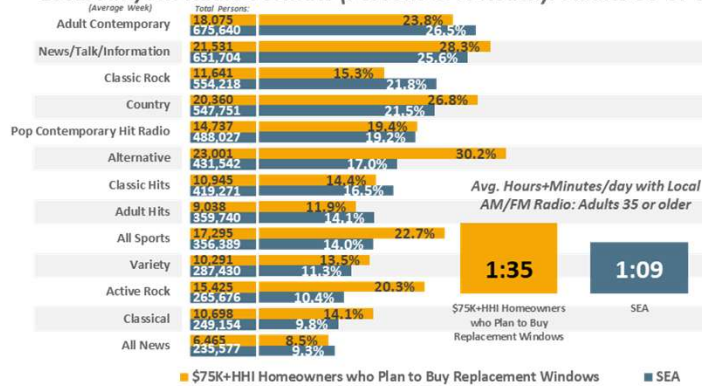
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

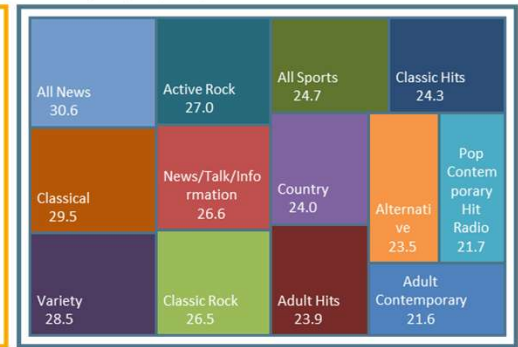
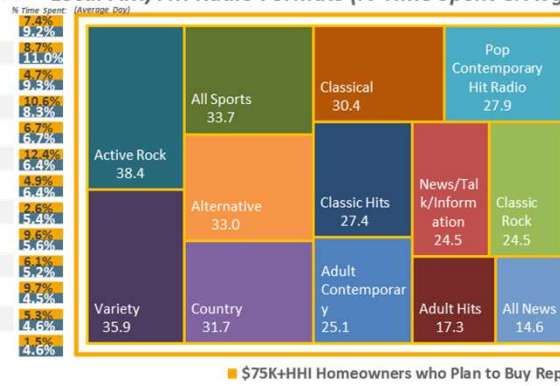


68,353 or 79.7% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Country, Adult Contemporary, All Sports, and Active Rock.

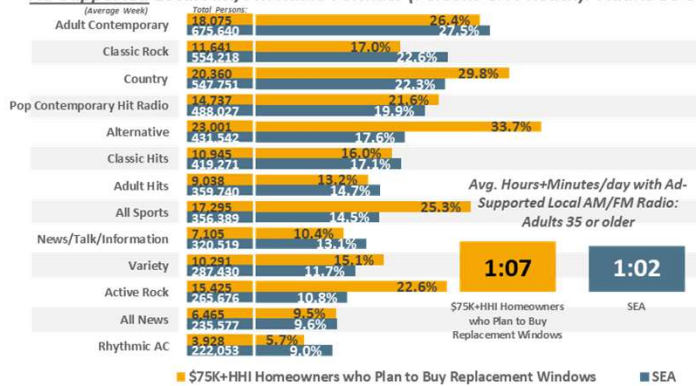
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



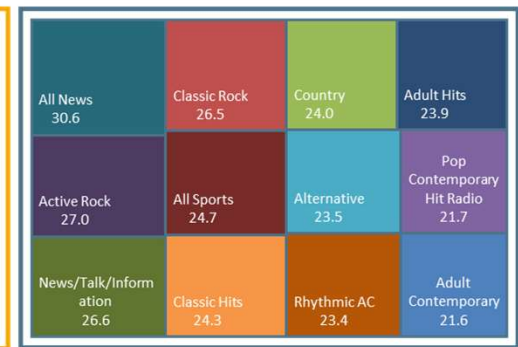
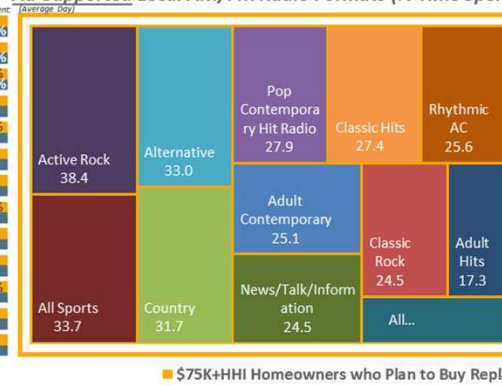
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

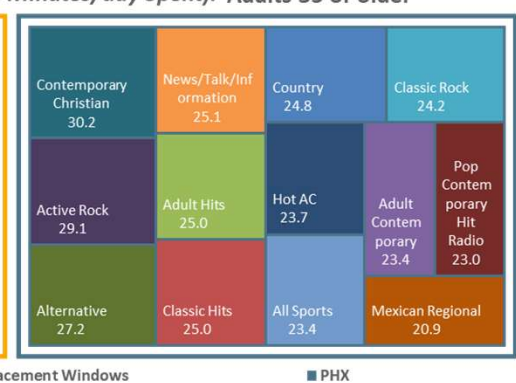


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

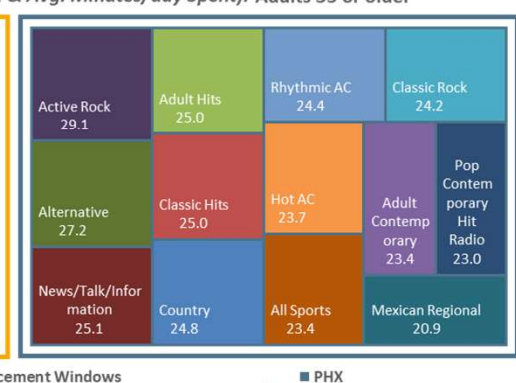




Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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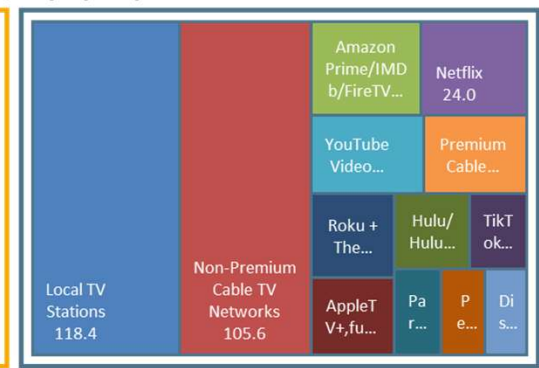
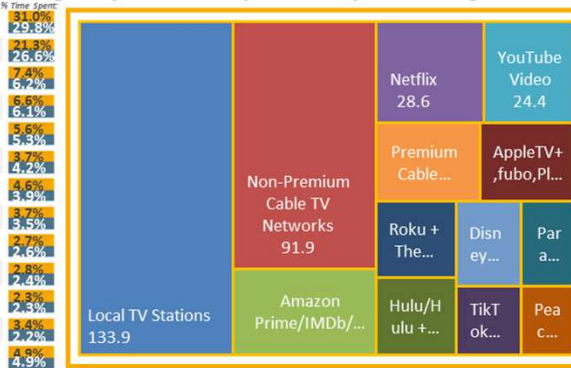
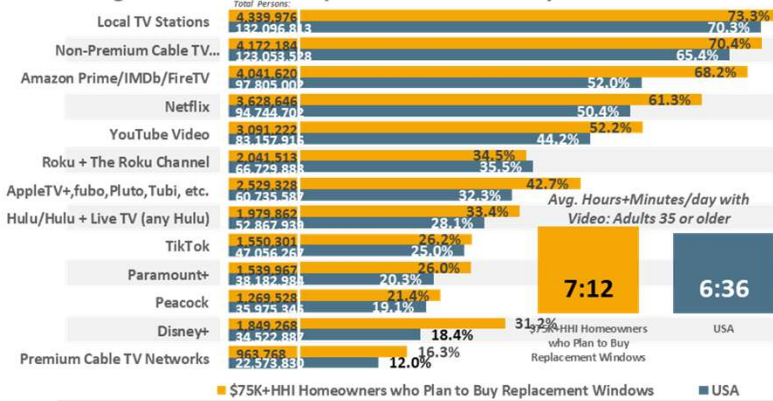
(((Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors))



4,269,849 or 72.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 123.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

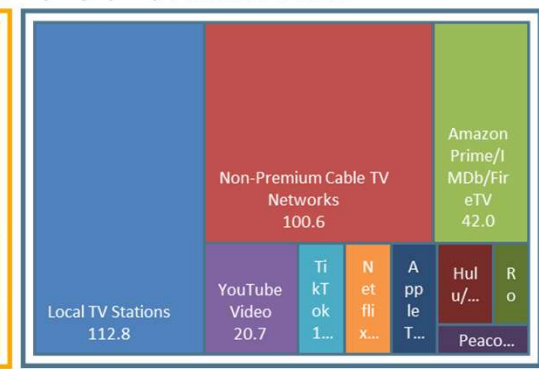
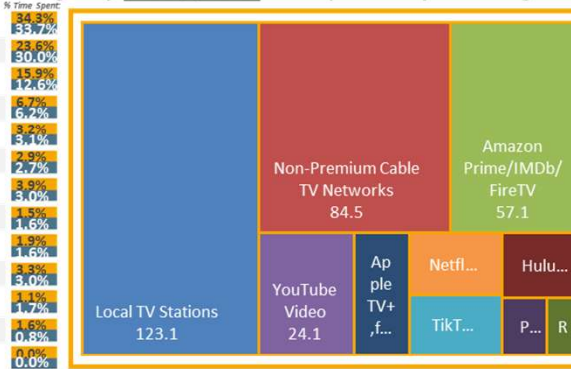
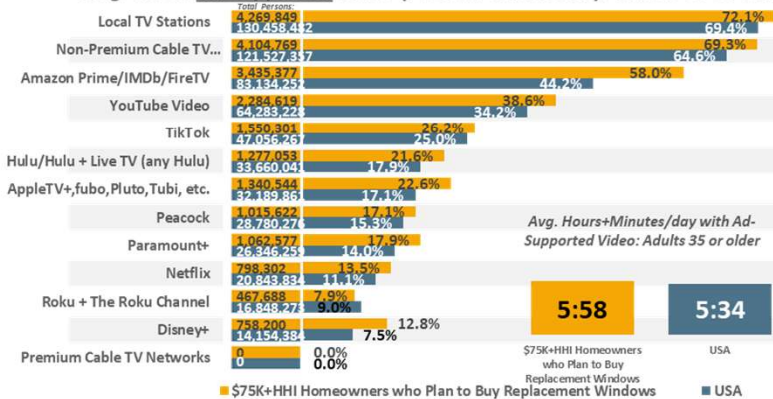
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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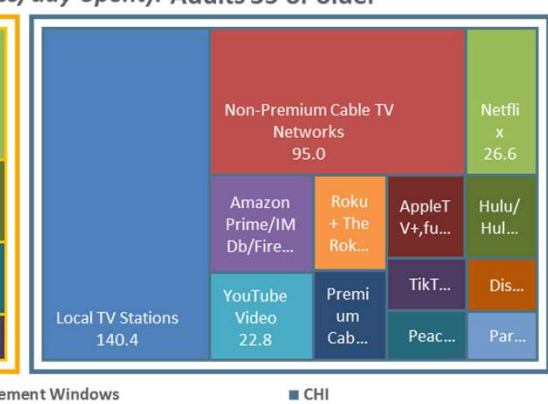
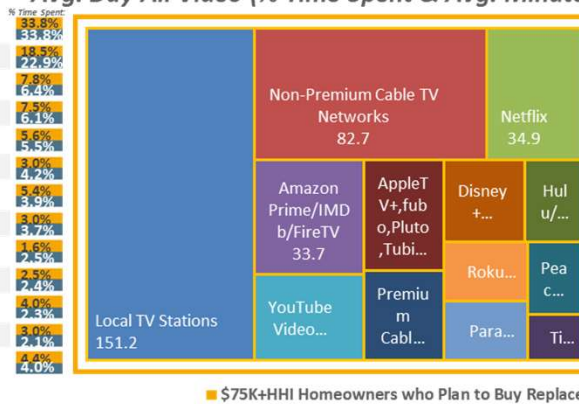
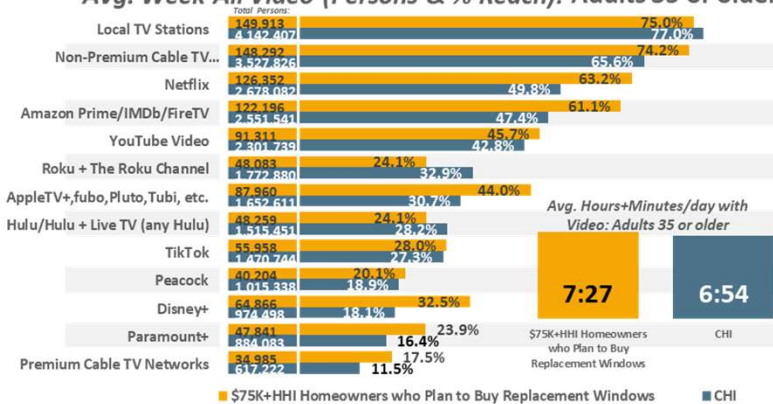
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



147,900 or 74.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 135. minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

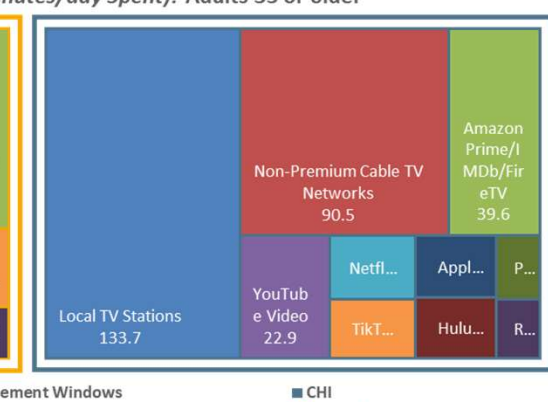
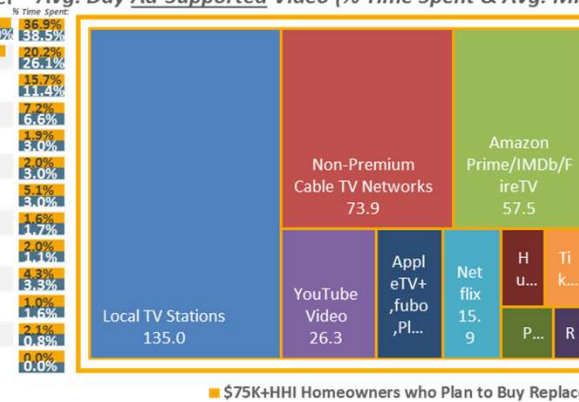
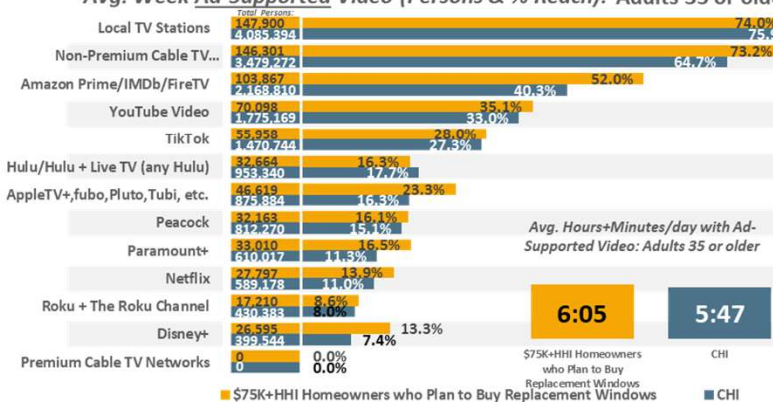
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 117
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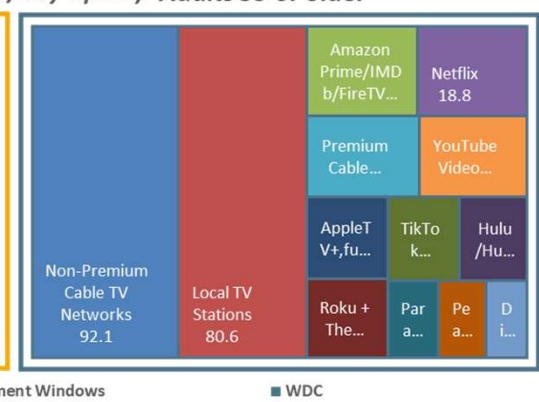
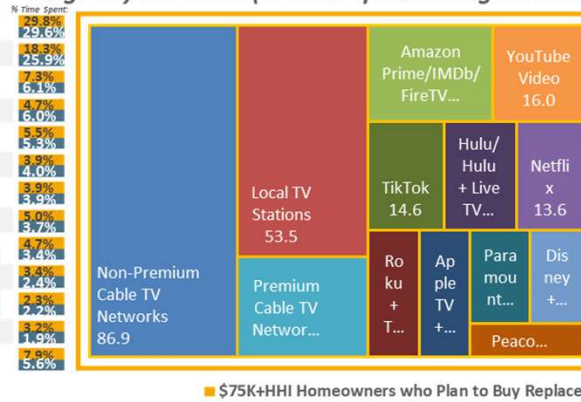
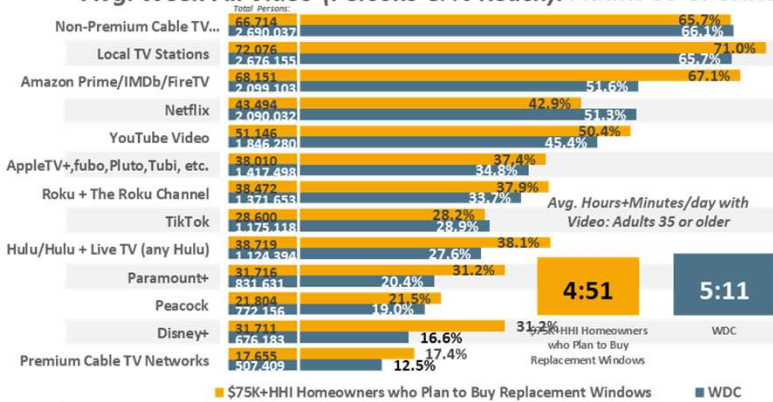
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



70,254 or 69.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 20.7% of all time spent daily with Ad-Supported Video.

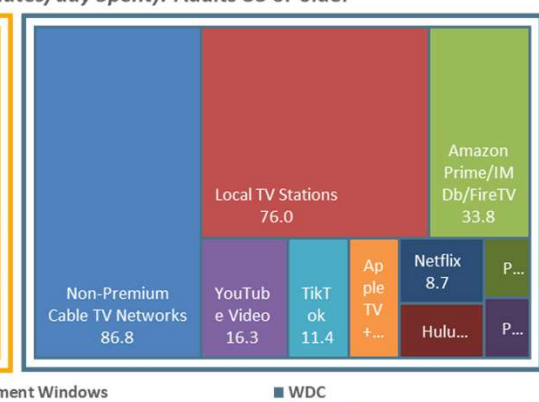
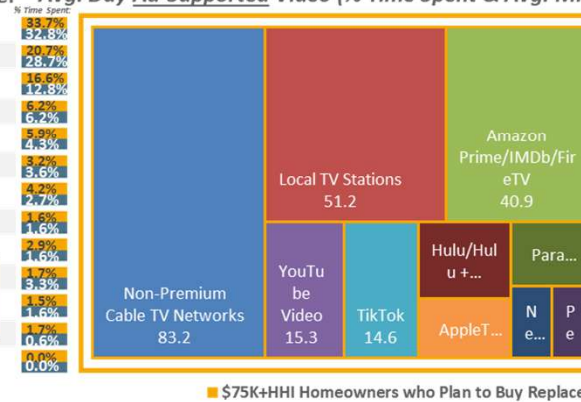
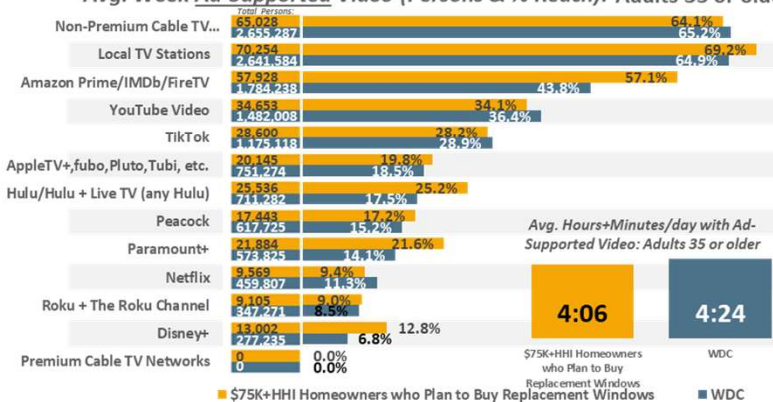
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 145
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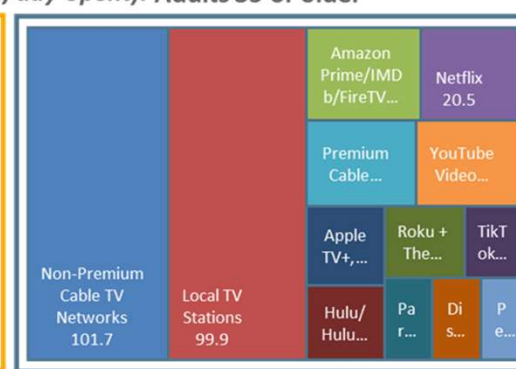
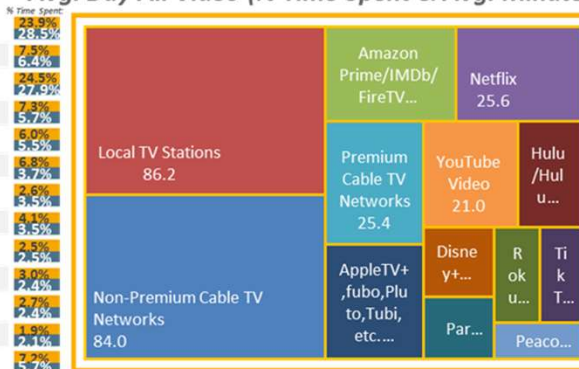
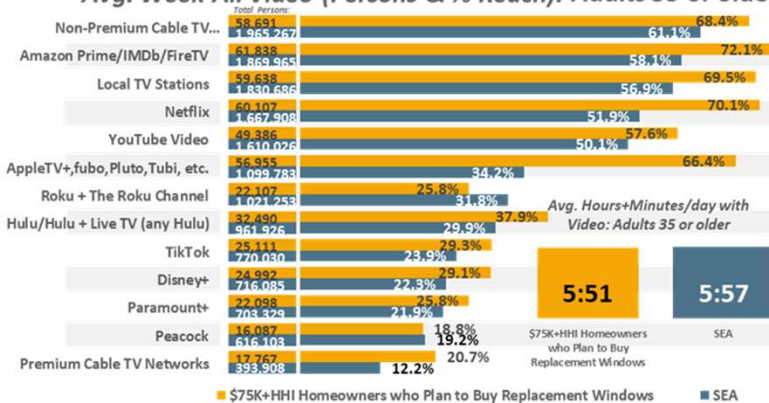
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



57,961 or 67.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

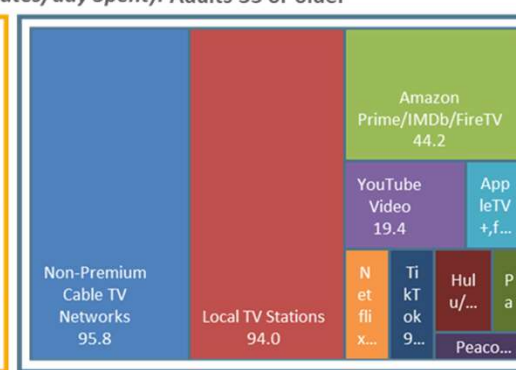
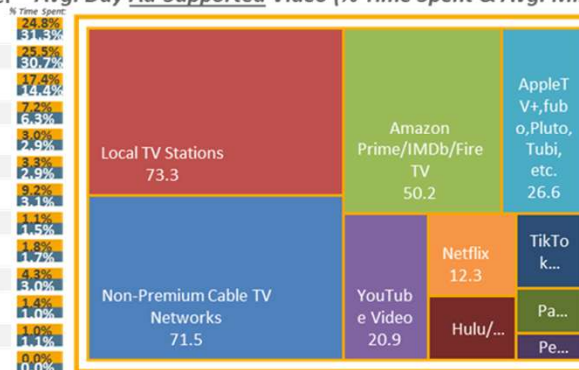
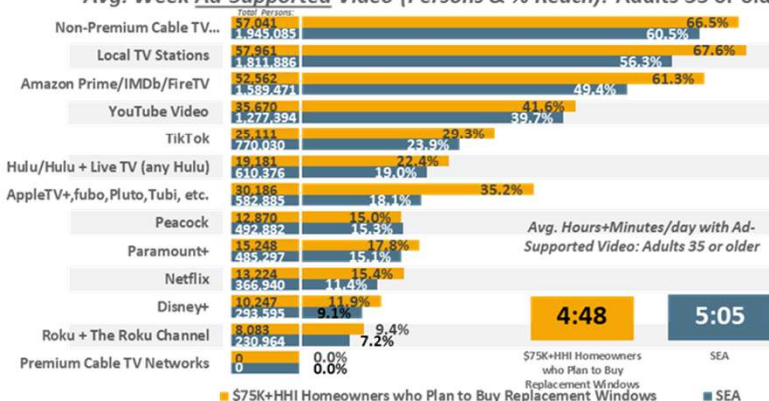
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

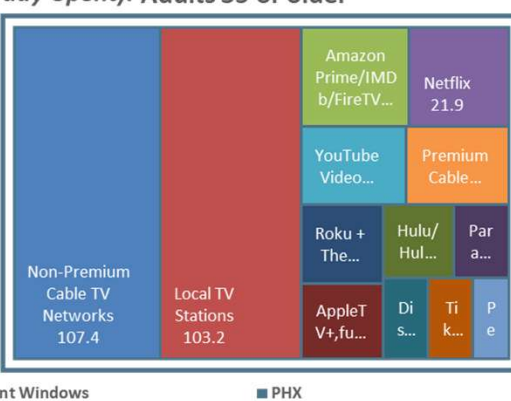
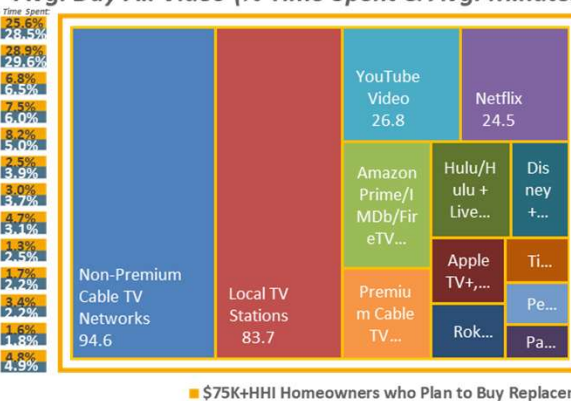
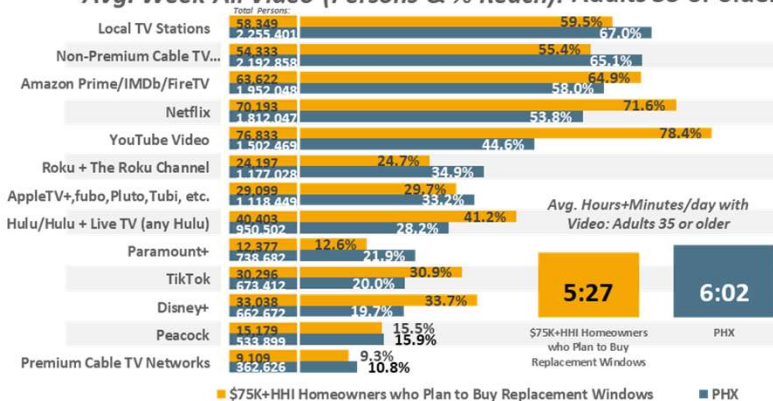




57,769 or 58.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 78.8 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

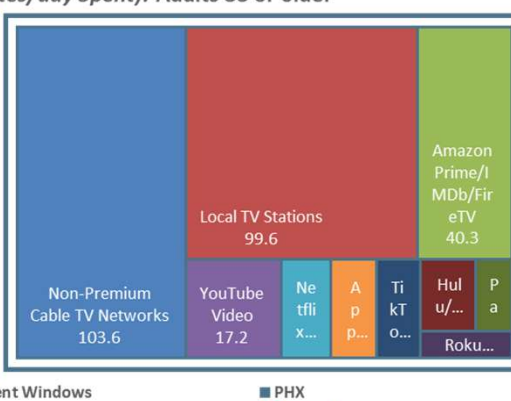
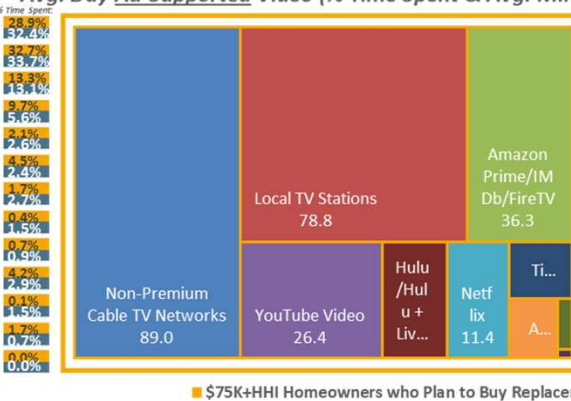
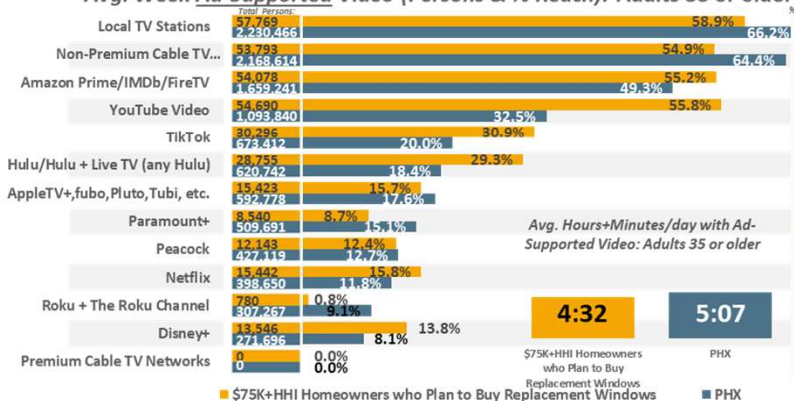
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 55
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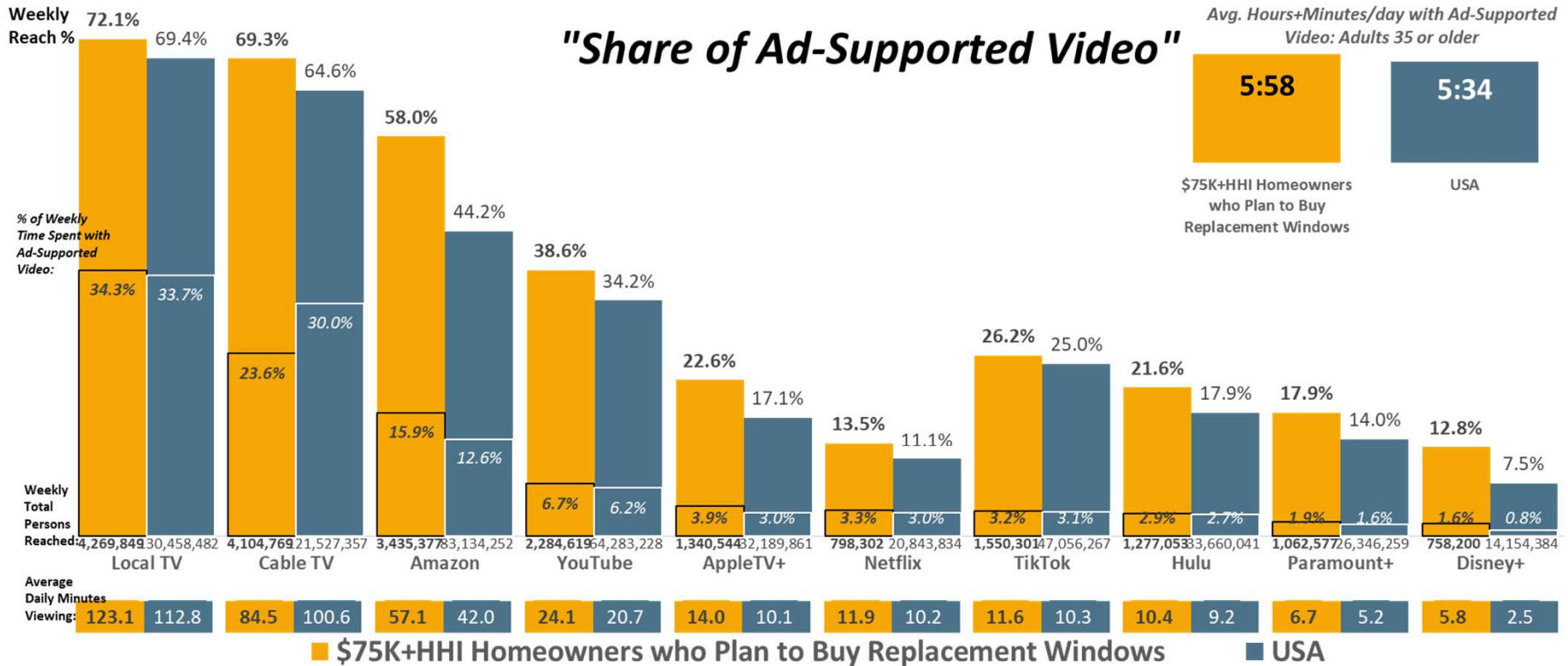
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



4,269,849 or 72.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 123.1 minutes every day representing 34.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

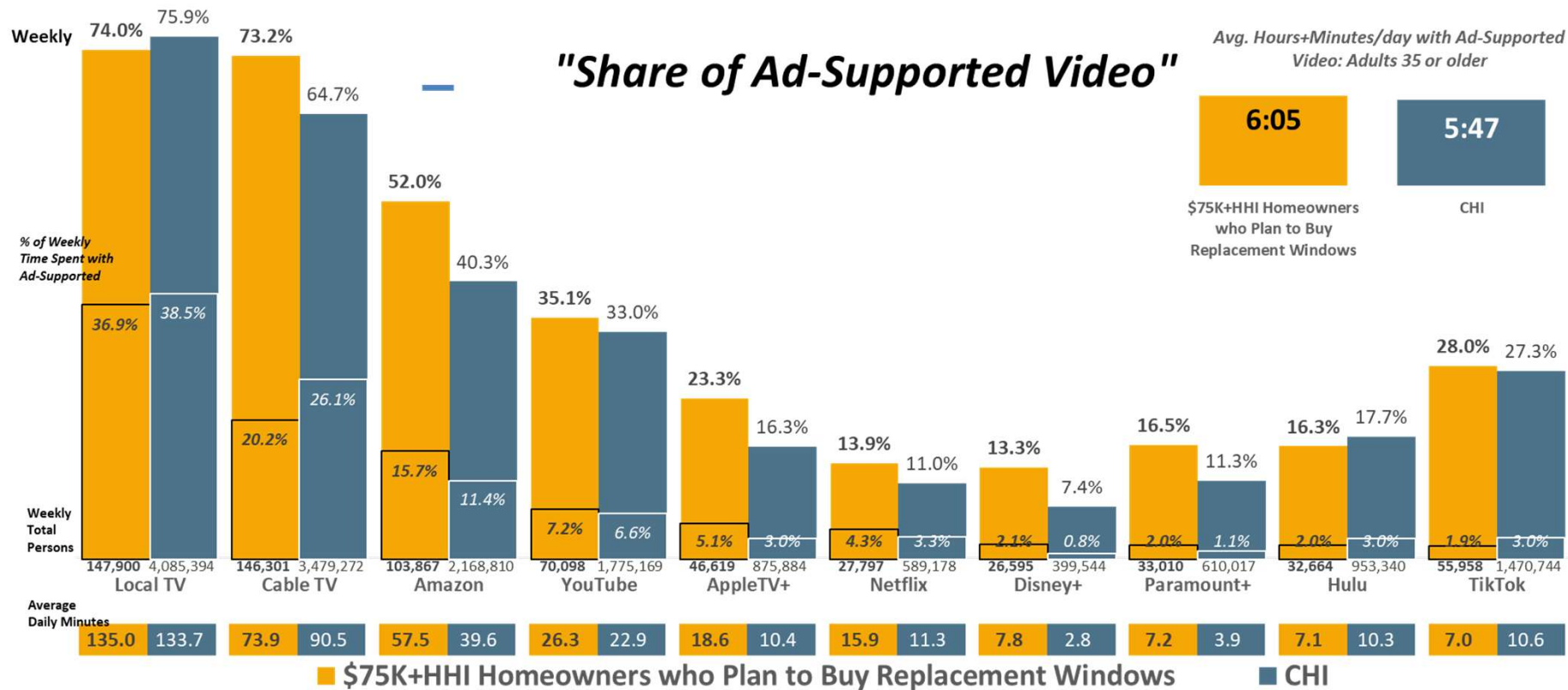
soefa.ai Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND 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]]



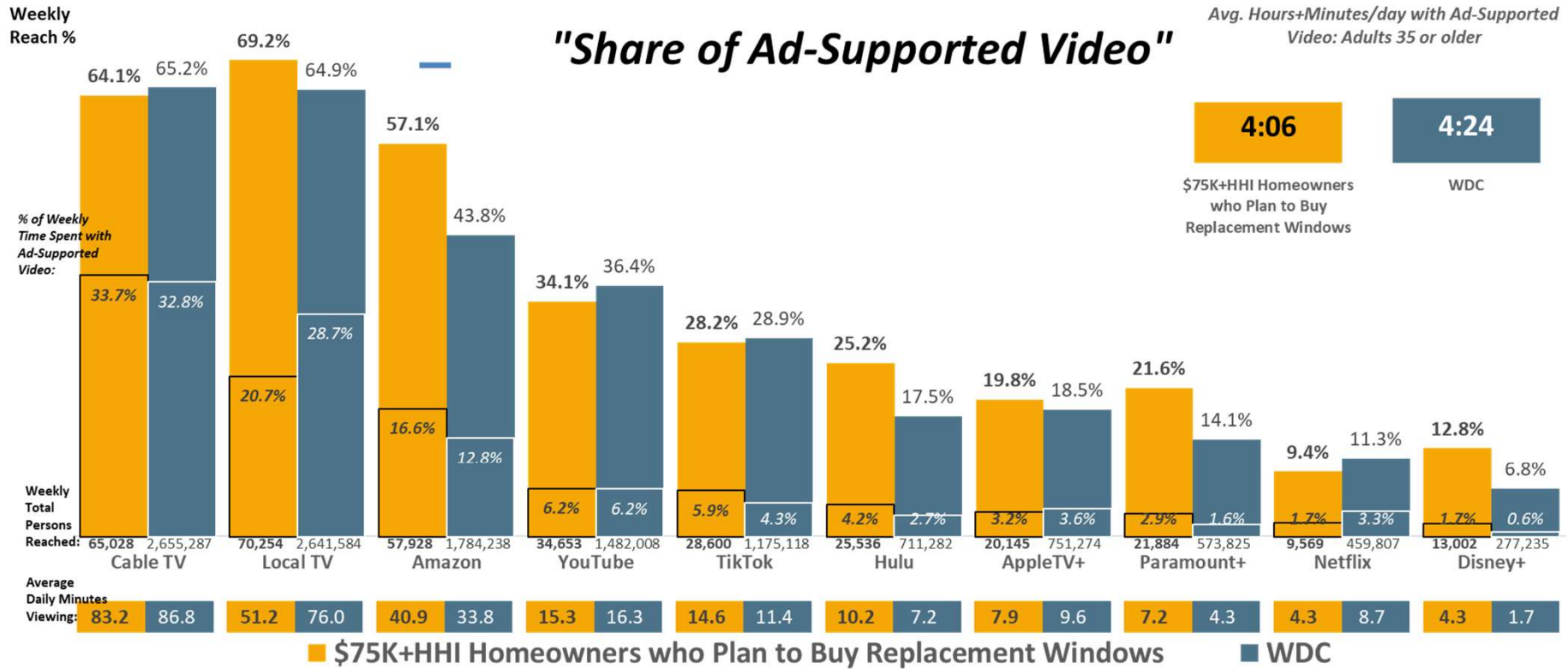
147,900 or 74.0% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 135. minutes every day representing 36.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





70,254 or 69.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 20.7% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 145 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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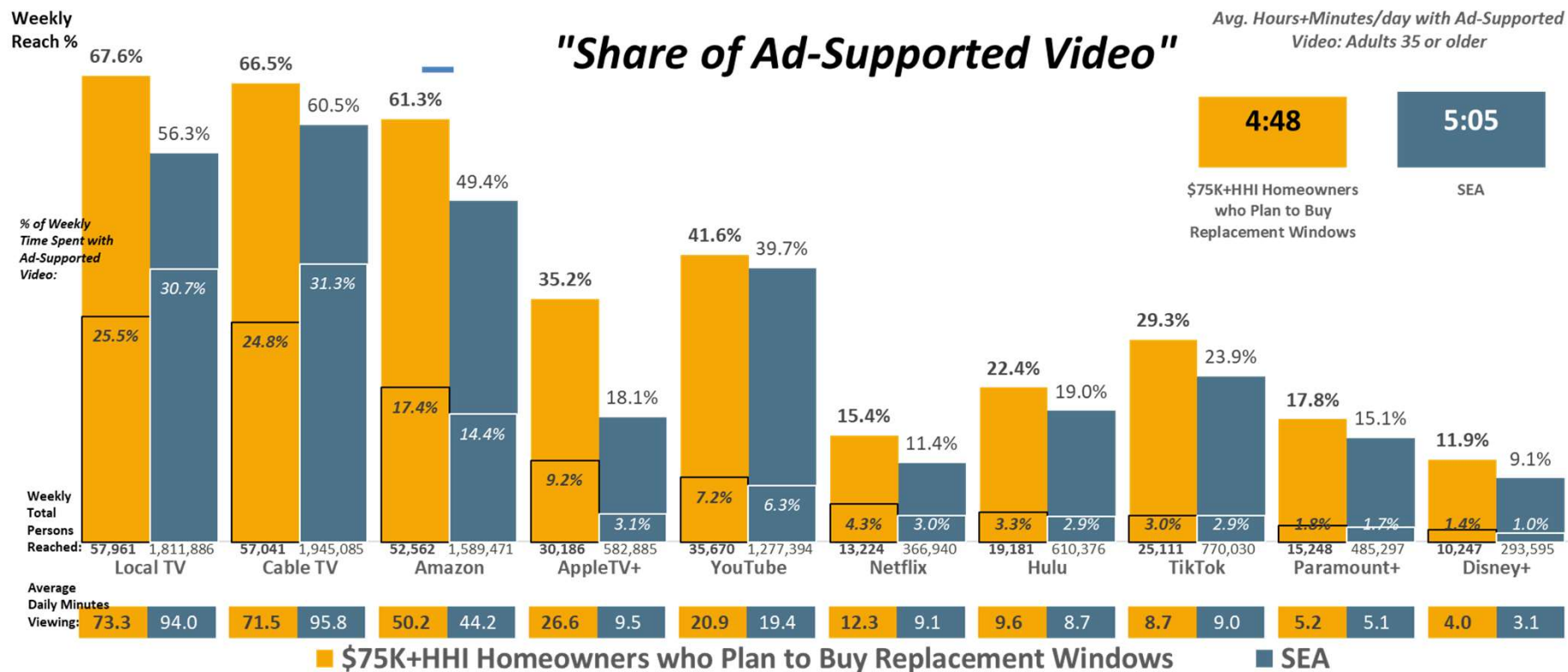
soefa.ai Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND 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]]



57,961 or 67.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 73.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 107
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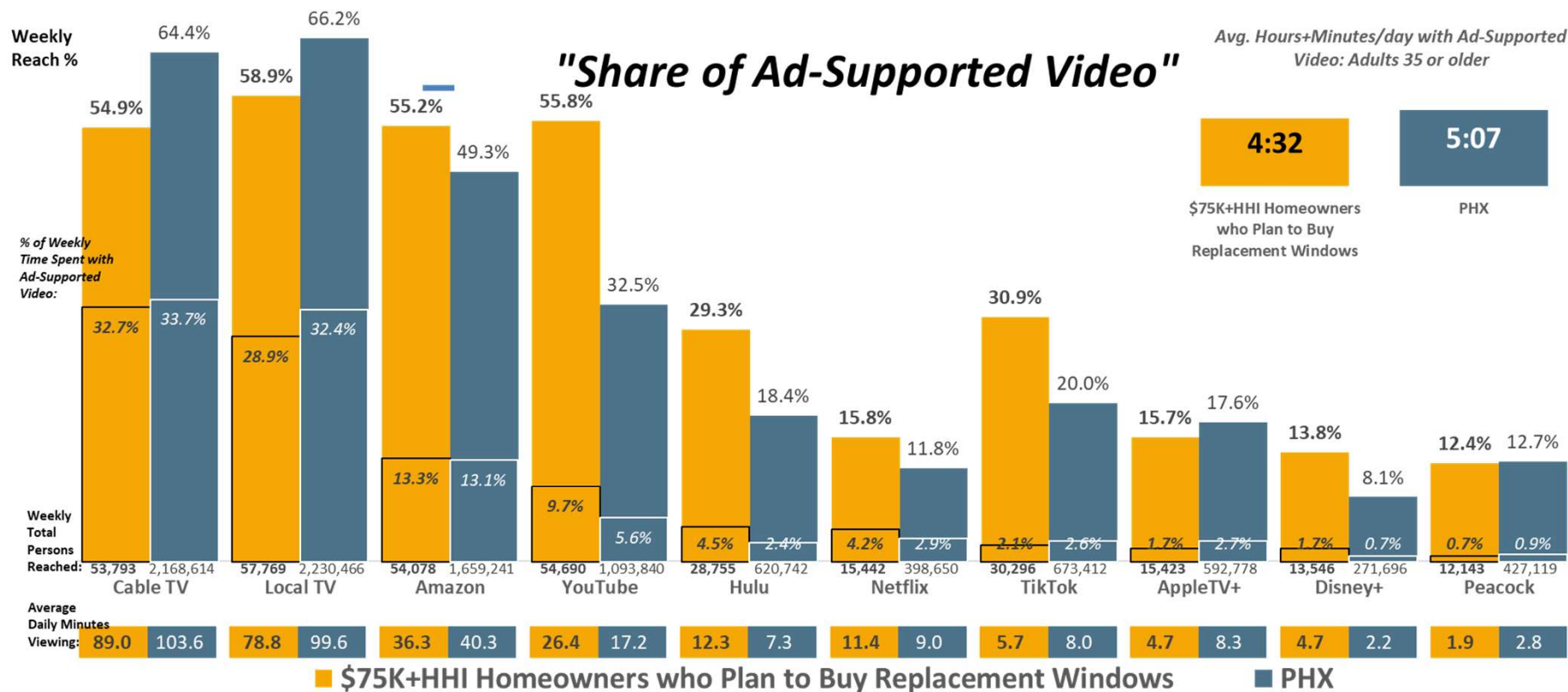
SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

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[[[Household income summaries (HHLD): \$75,000 or more AND 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]]



57,769 or 58.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations for an average of 78.8 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.



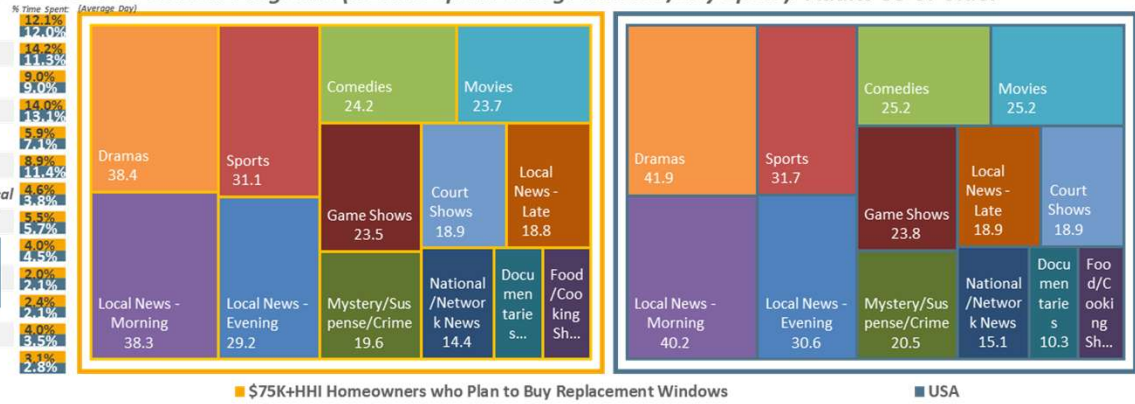


4,269,849 or 72.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, National/Network News, and Movies.

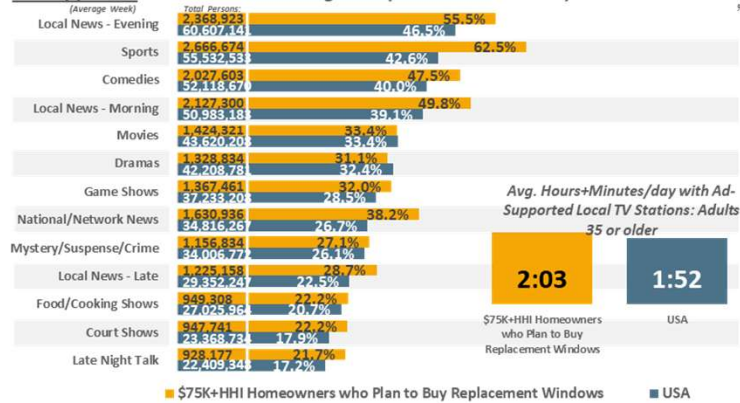
Local TV Station Programs (Persons & % Reach): Adults 35 or older



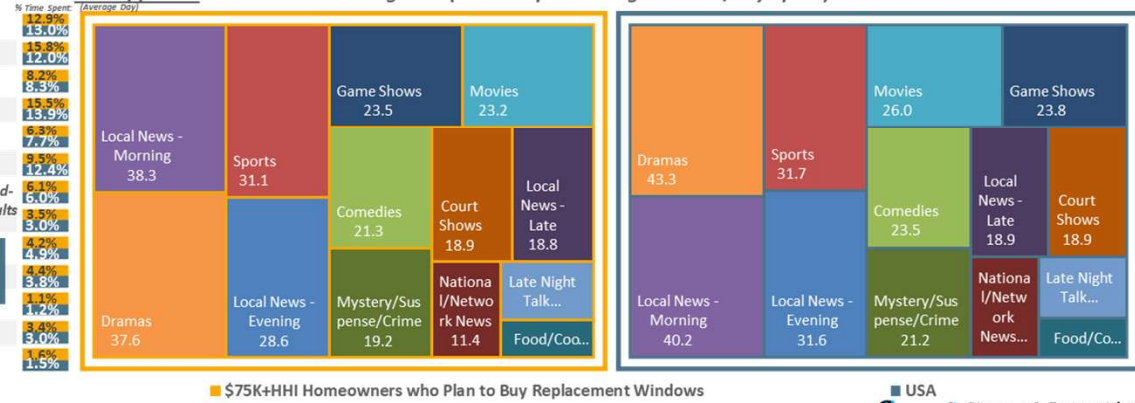
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

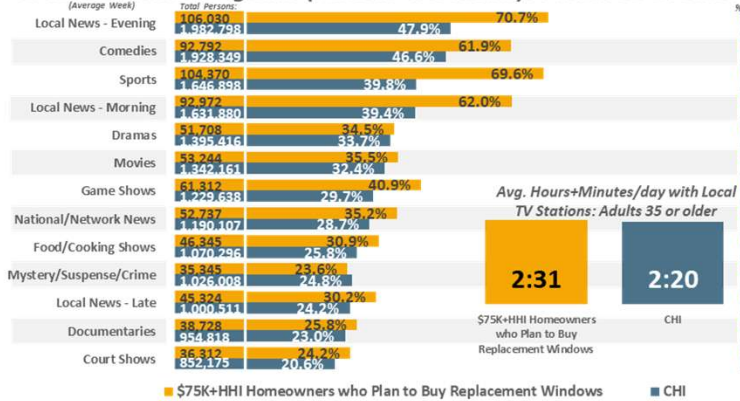
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[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

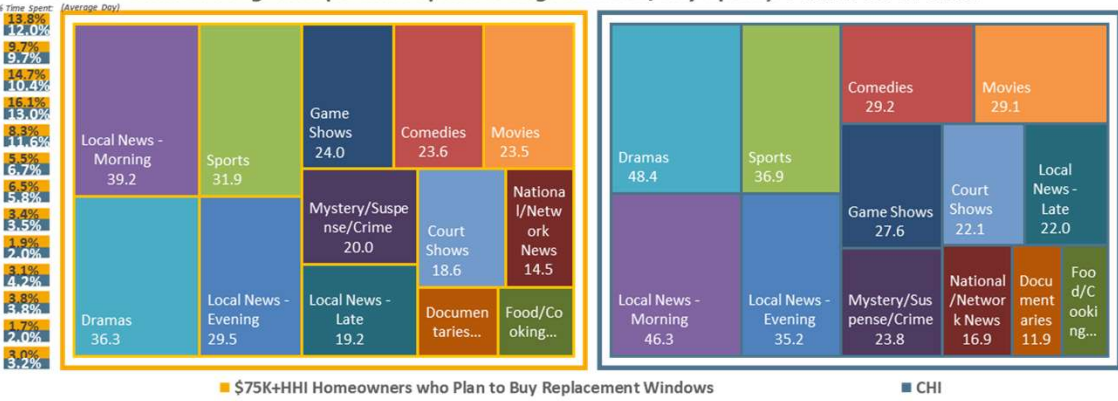


147,900 or 74.4% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Game Shows, and Movies.

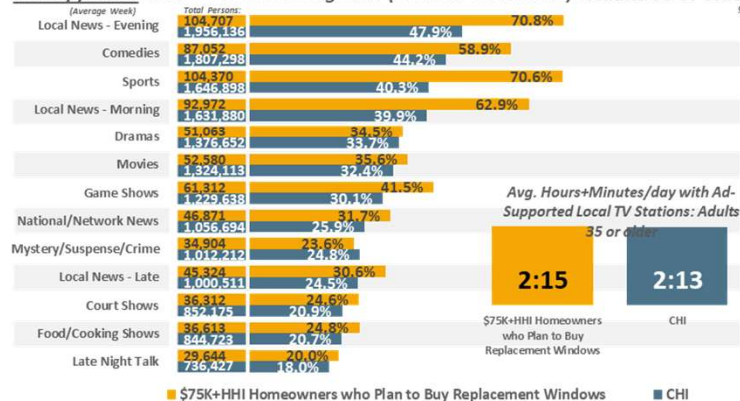
Local TV Station Programs (Persons & % Reach): Adults 35 or older



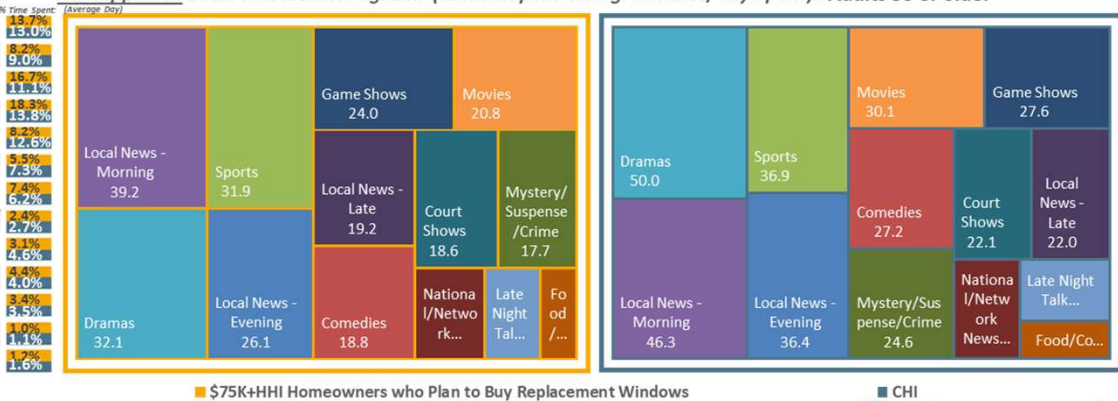
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



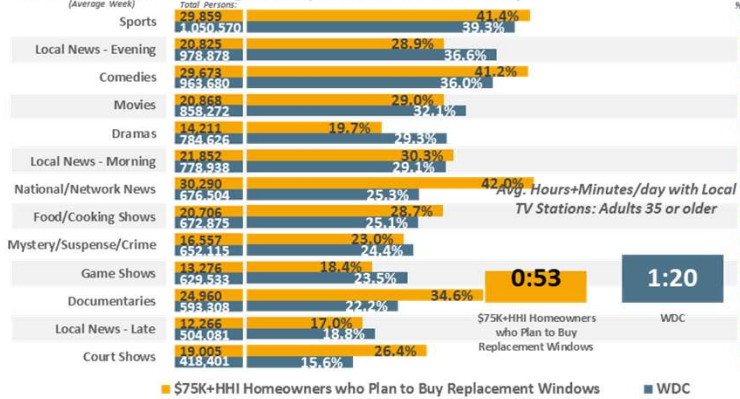
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



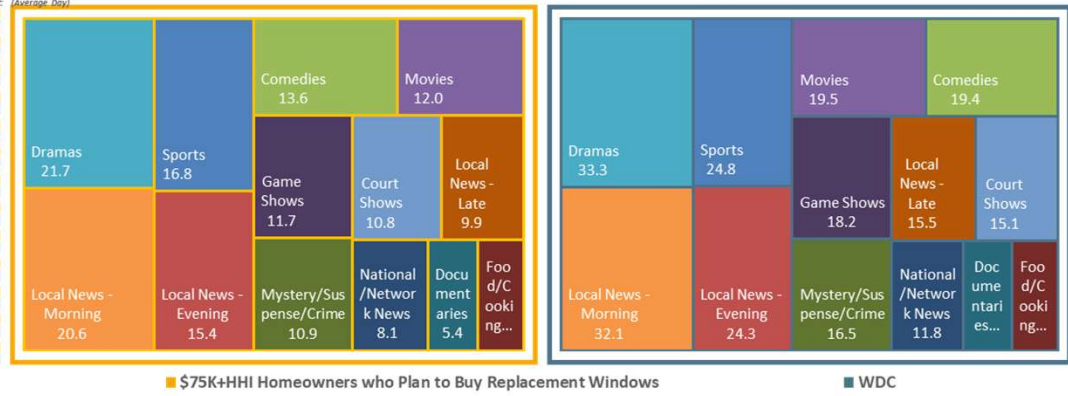


70,254 or 69.2% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, National/Network News, Local News - Morning, Movies, and Local News - Evening.

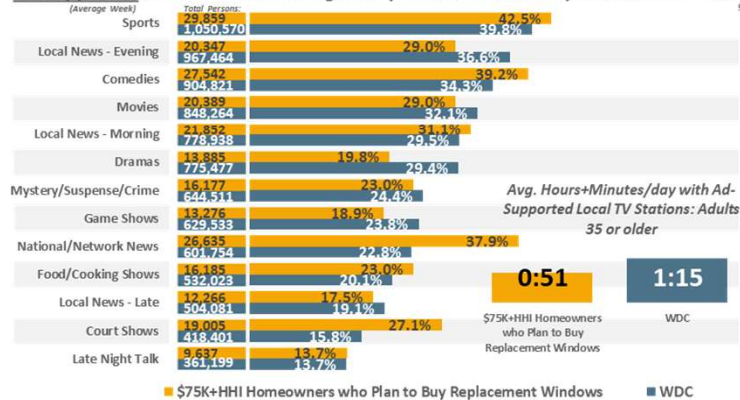
Local TV Station Programs (Persons & % Reach): Adults 35 or older



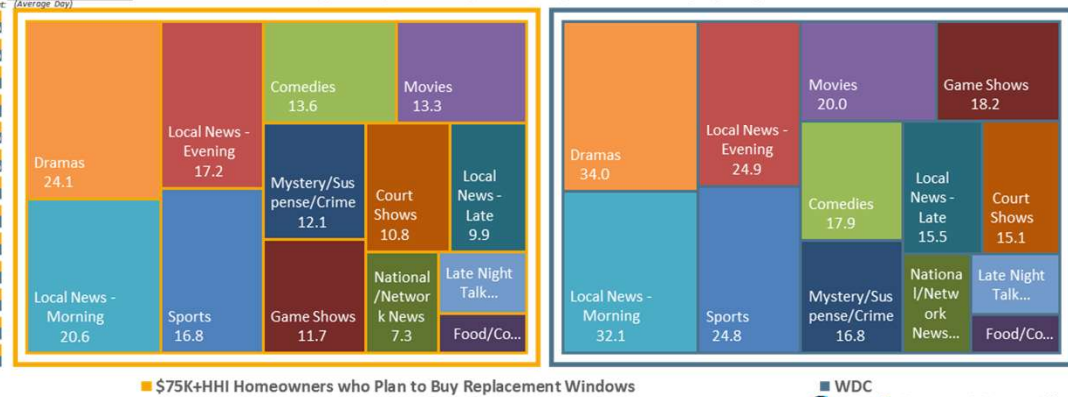
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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[[[Household income summaries (HHLD): \$75,000 or more AND 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]]

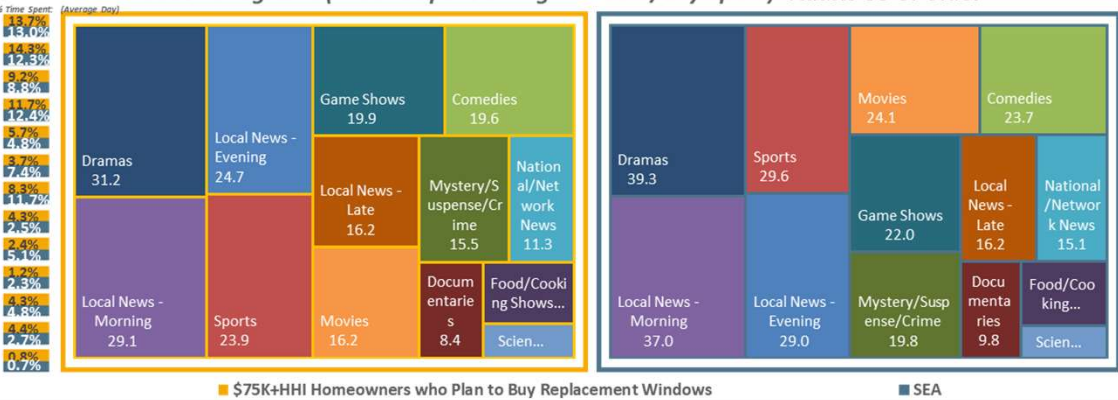


57,961 or 67.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, National/Network News, Comedies, Local News - Morning, and Local News

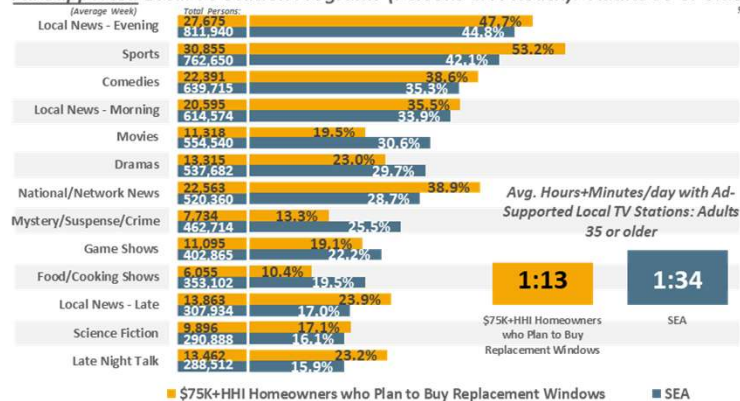
Local TV Station Programs (Persons & % Reach): Adults 35 or older



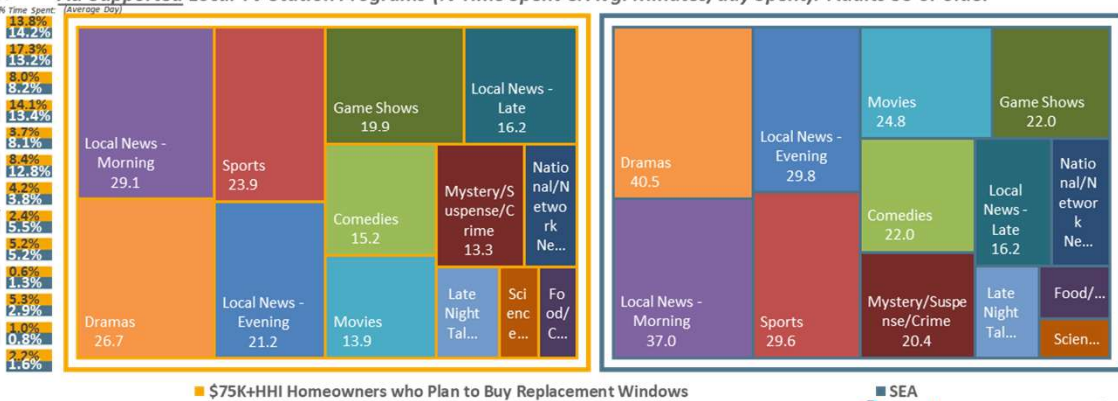
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 107
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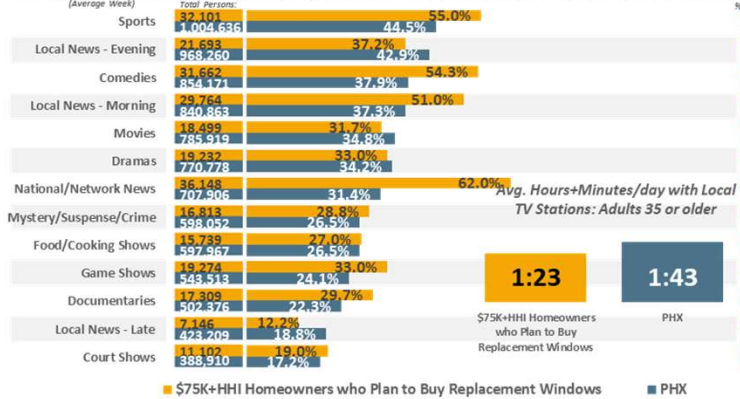
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

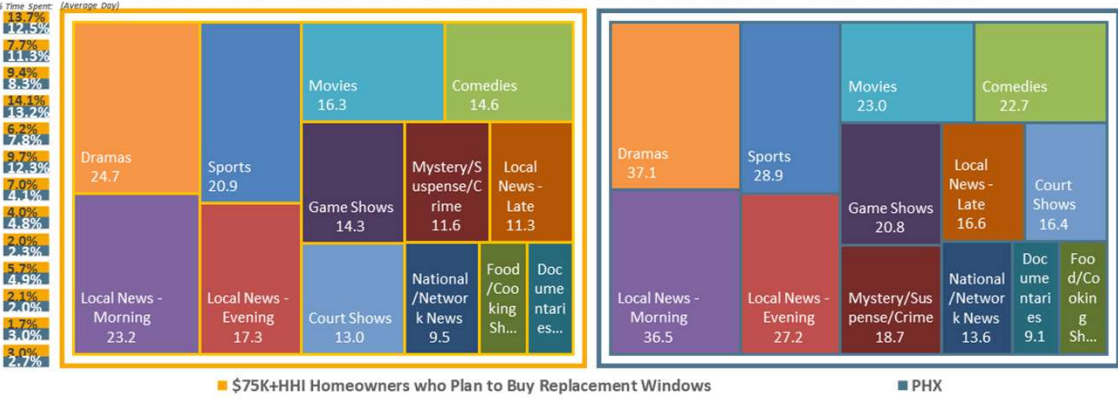


57,769 or 58.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows watch Ad-Supported Local TV Stations. The Top 6-Programs are National/Network News, Sports, Local News - Morning, Comedies, Local News - Evening, and Game Shows.

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



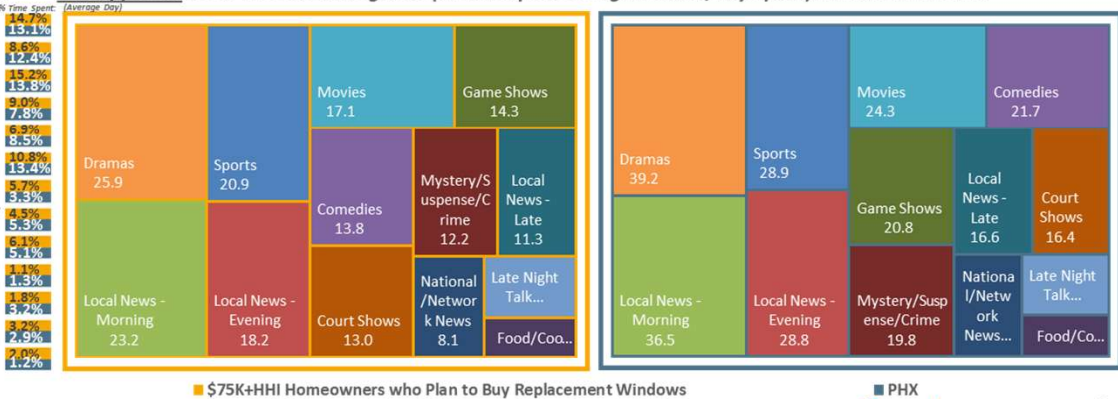
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

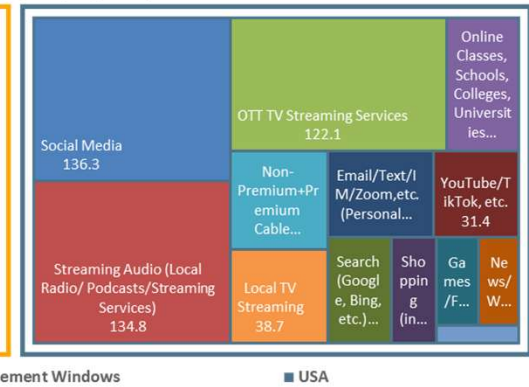
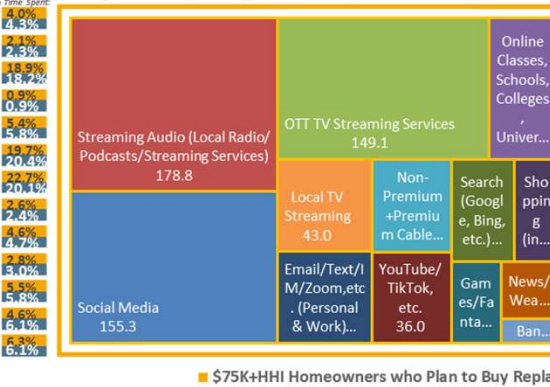
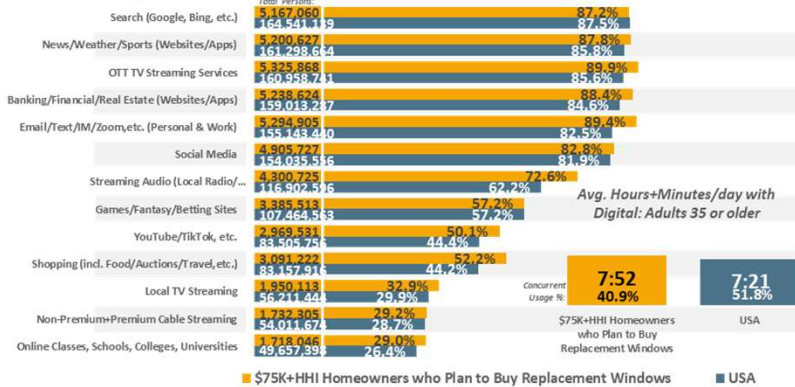




4,439,049 or 74.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Social Media for an average of 142.9 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

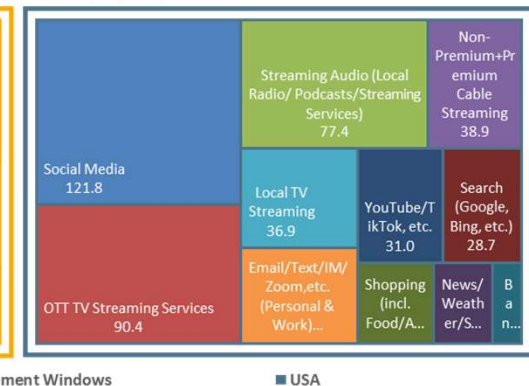
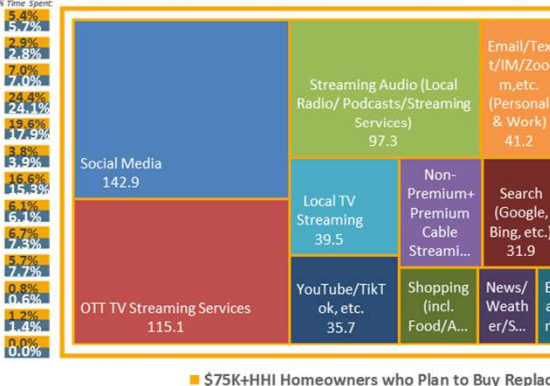
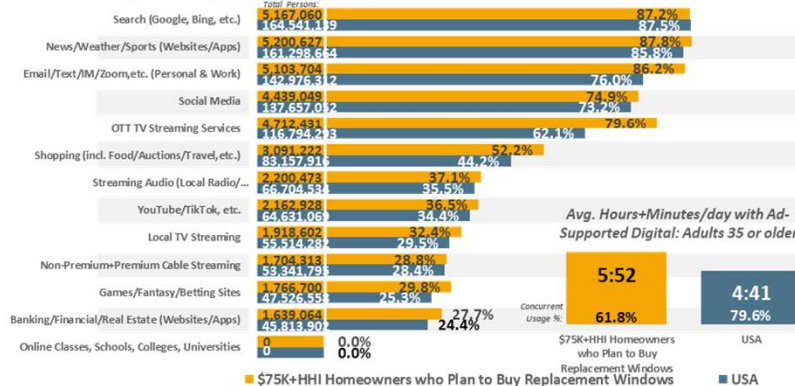
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



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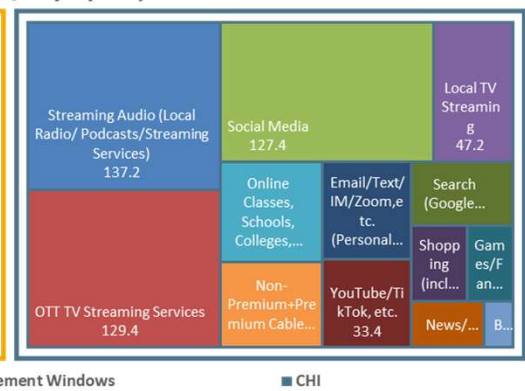
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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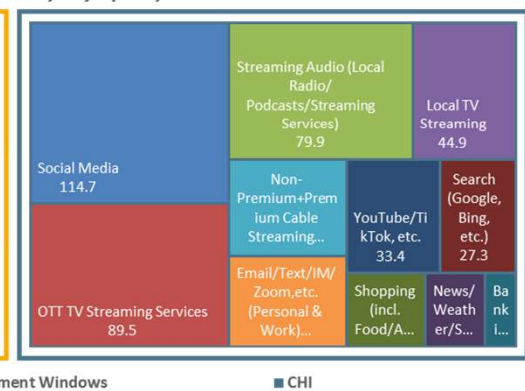
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



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



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



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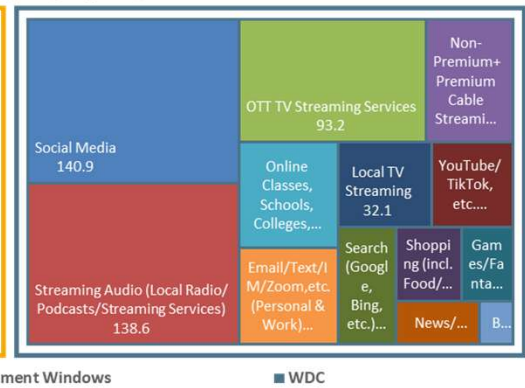
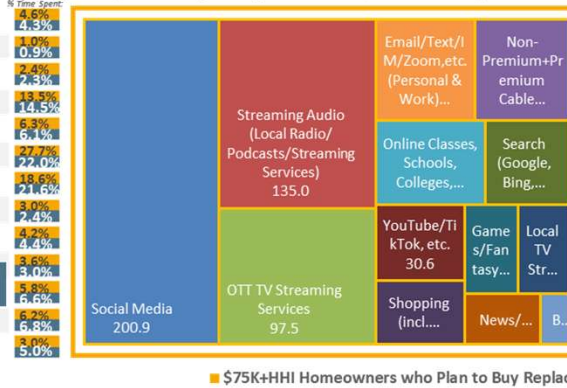
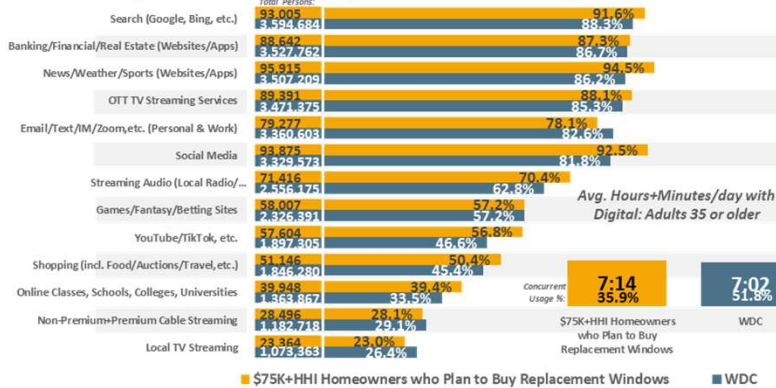
[[[[Household income summaries (HHLI): \$75,000 or more AND Own or rent residence (HHLI): Own] AND Type of dwelling (HHLI): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLI): Replace windows or doors]]



89,143 or 87.8% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Social Media for an average of 184.8 minutes every day representing 32.1% of all time spent daily with Ad-Supported Digital Media.

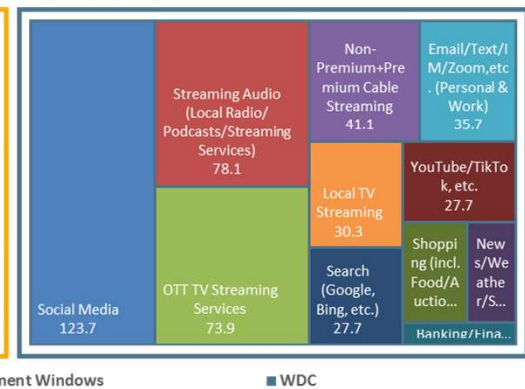
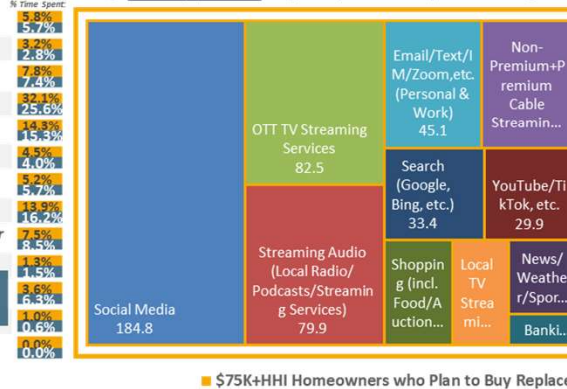
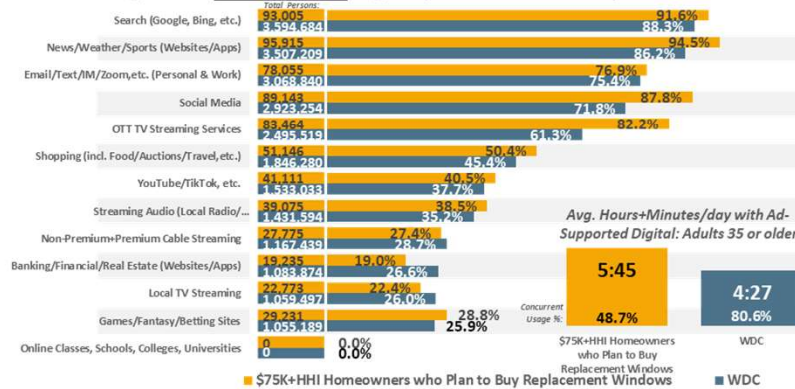
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



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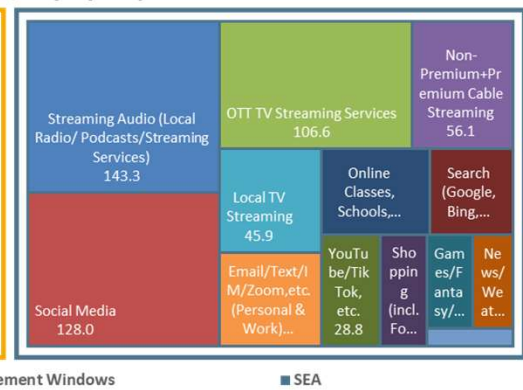
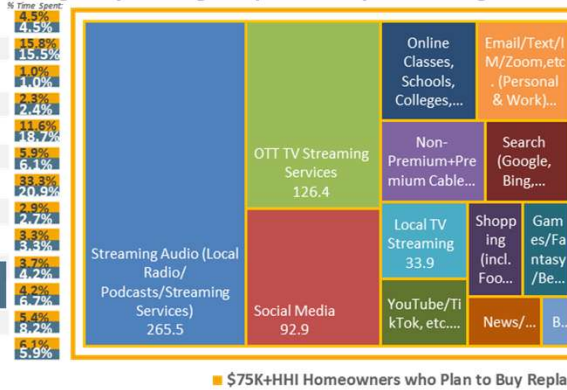
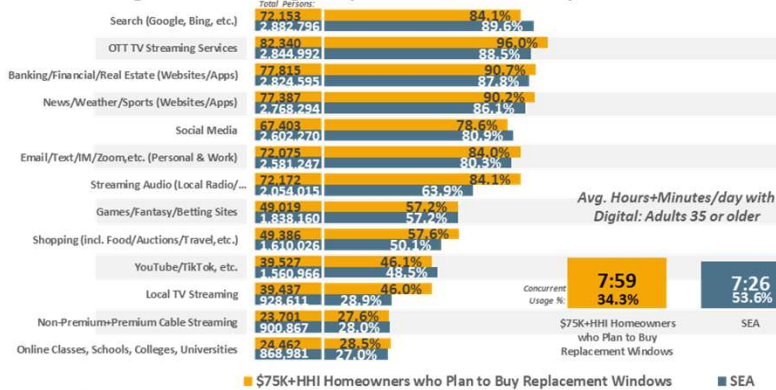
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



62,640 or 73.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Social Media for an average of 85.5 minutes every day representing 15.% of all time spent daily with Ad-Supported Digital Media.

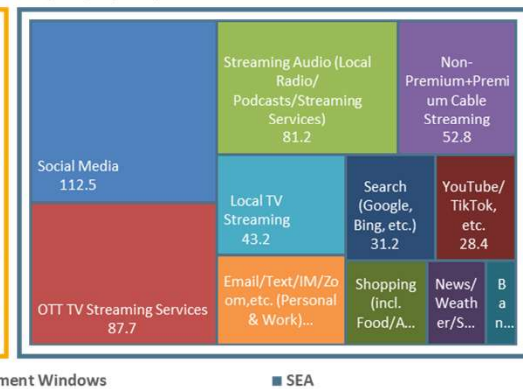
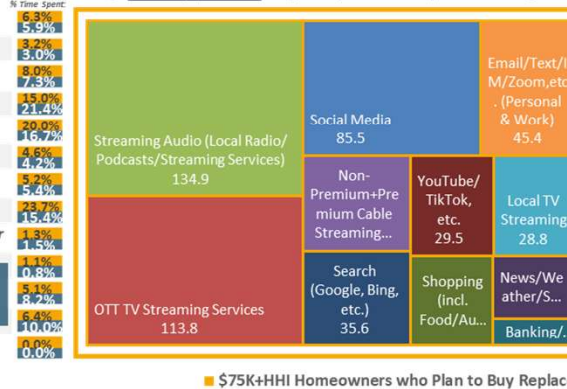
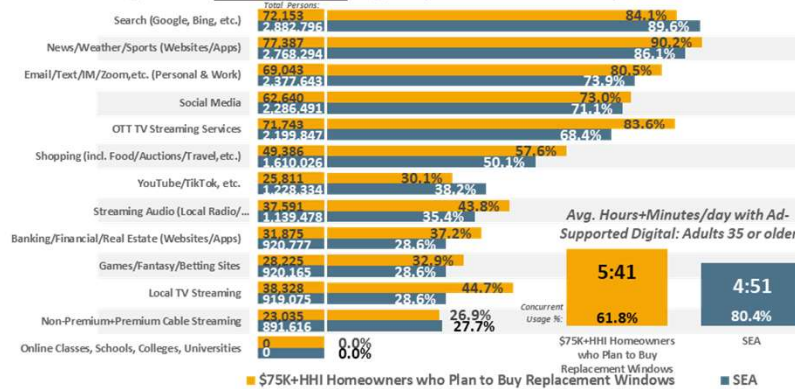
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



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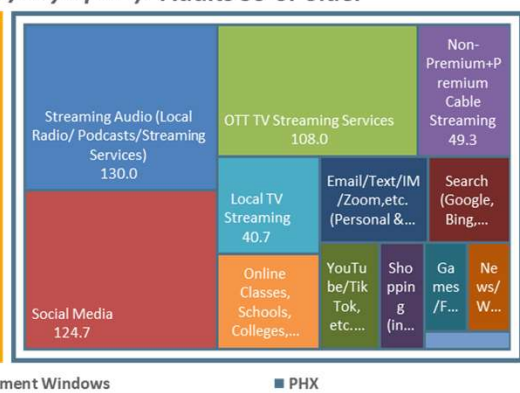
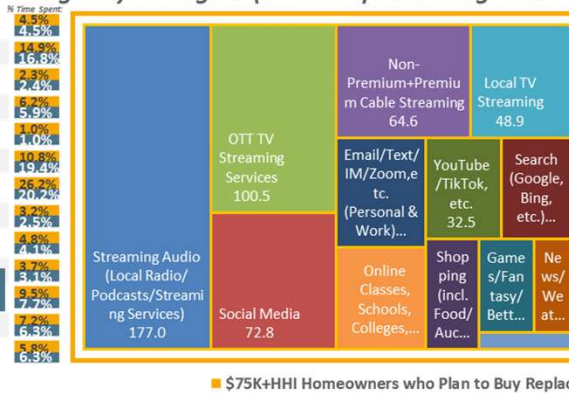
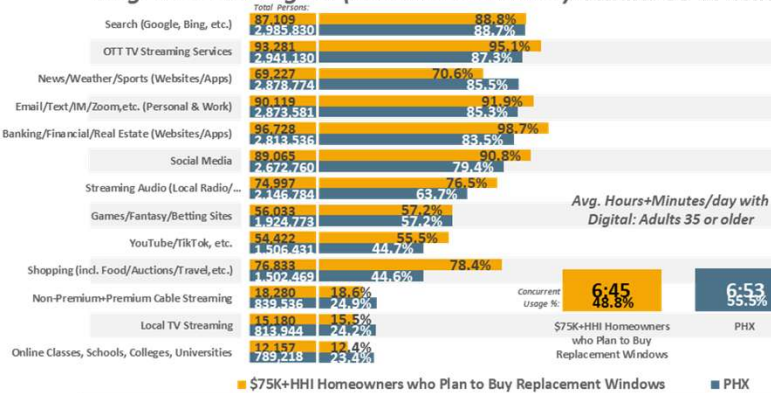
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



86,196 or 87.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Social Media for an average of 67. minutes every day representing 13.4% of all time spent daily with Ad-Supported Digital Media.

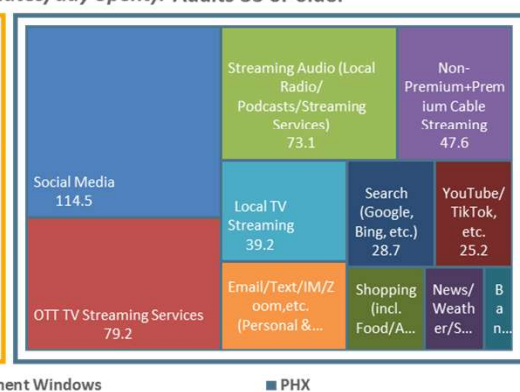
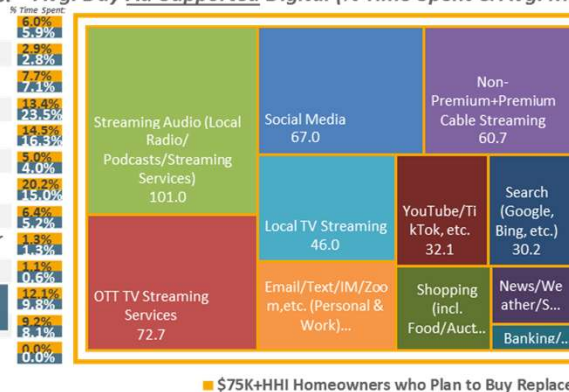
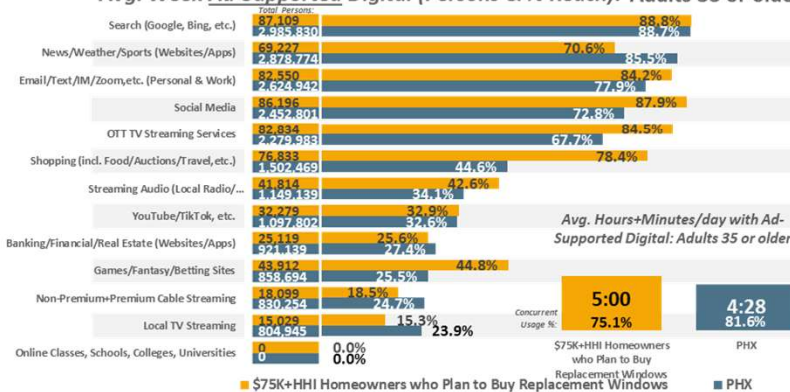
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

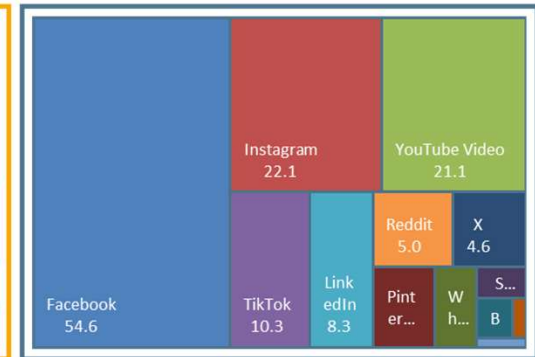
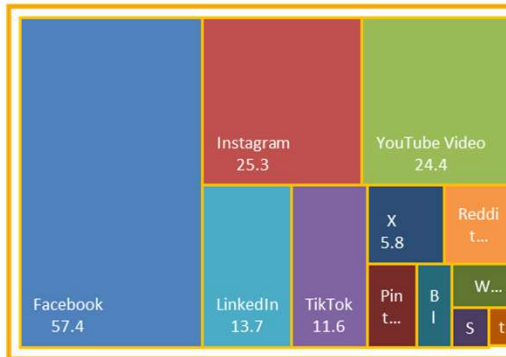
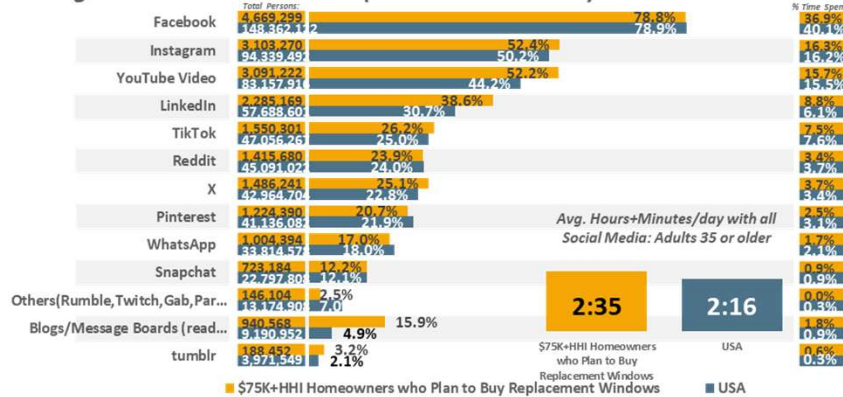
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



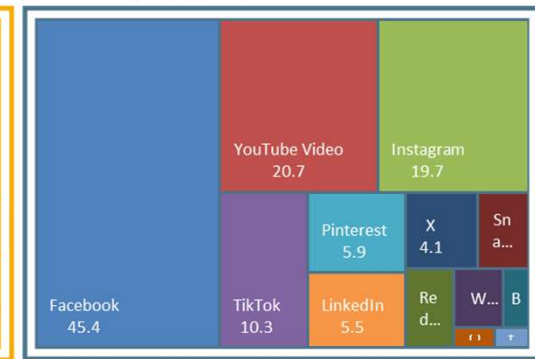
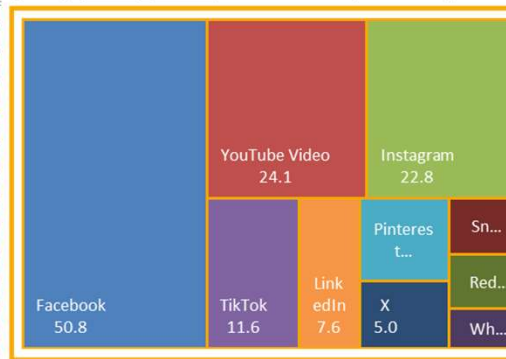
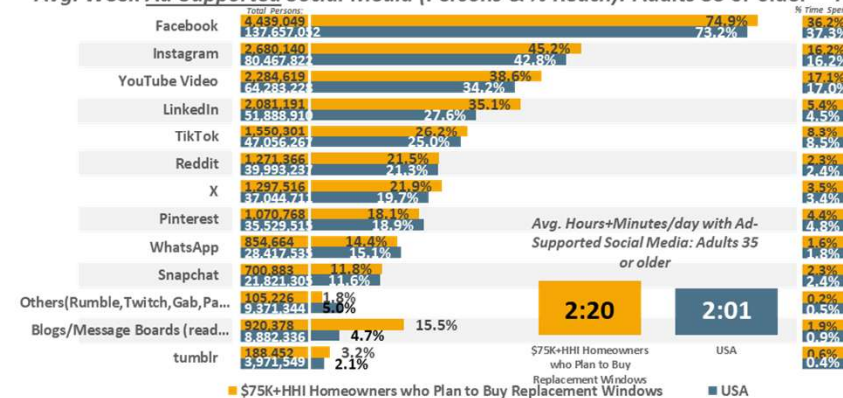


4,439,049 or 74.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 50.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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**



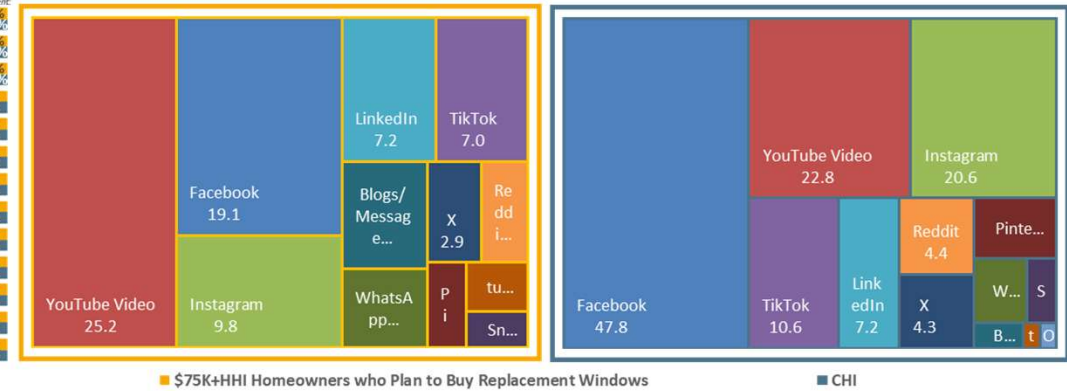
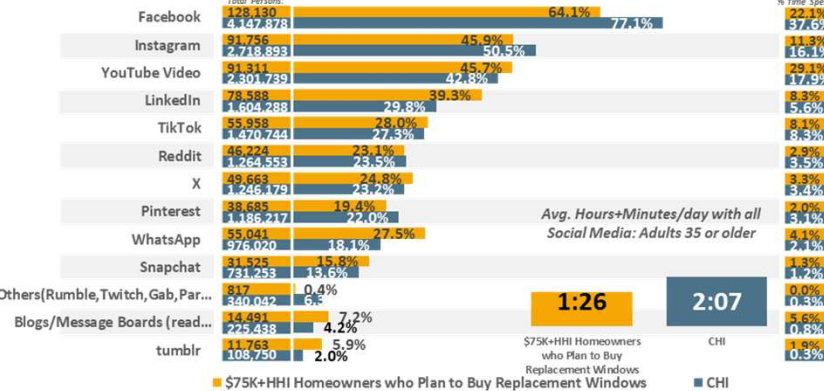
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



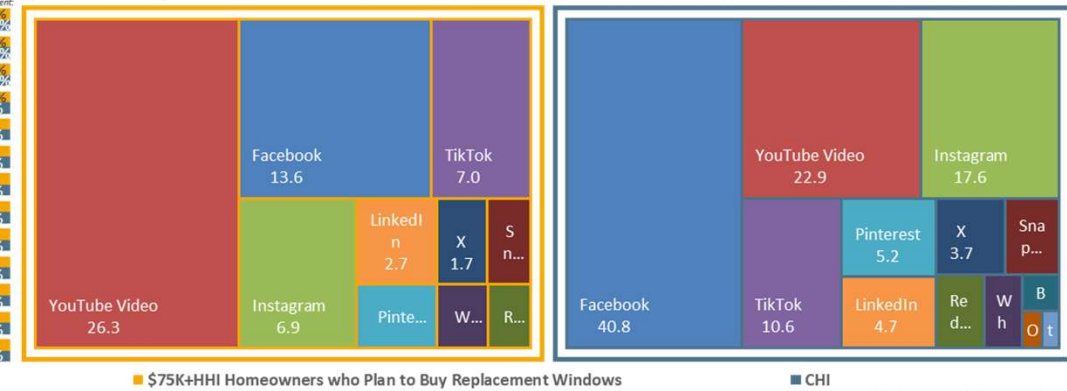
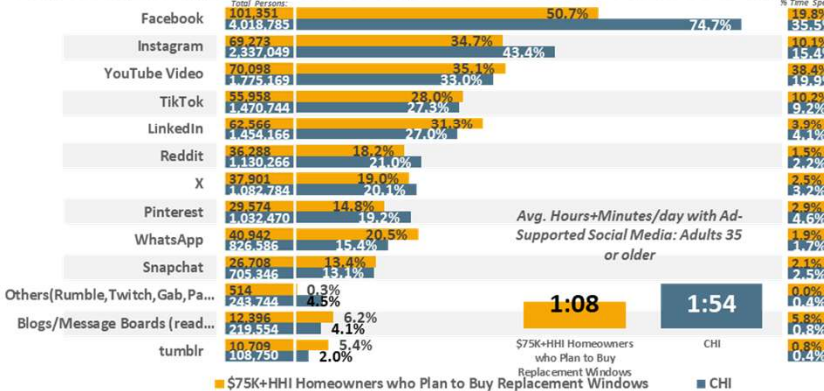


70,098 or 35.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported YouTube Video for an average of 26.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

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**

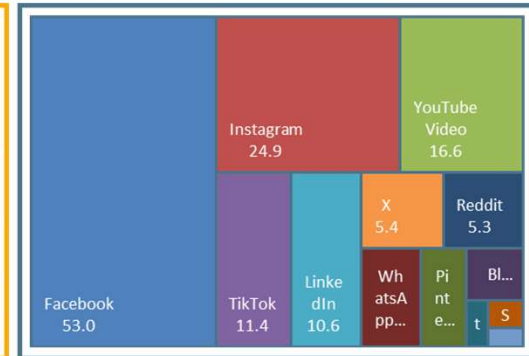
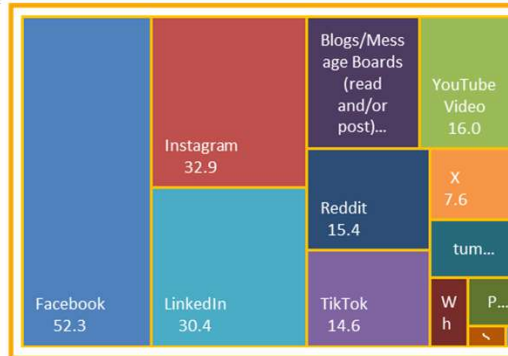
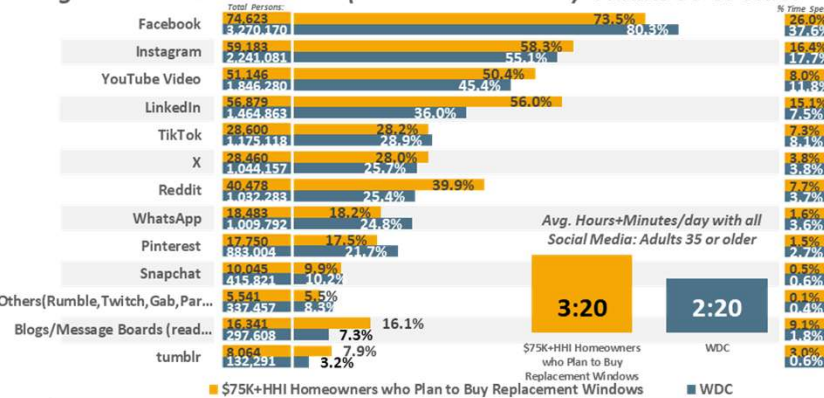


[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

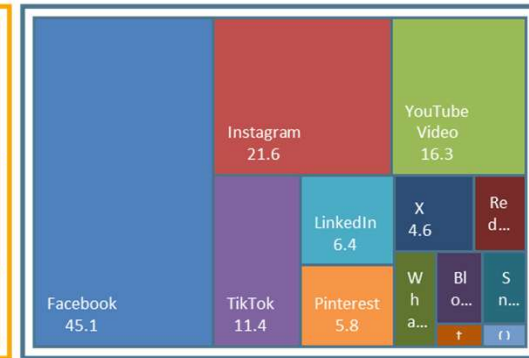
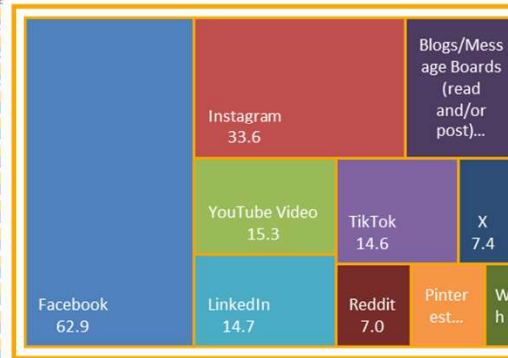
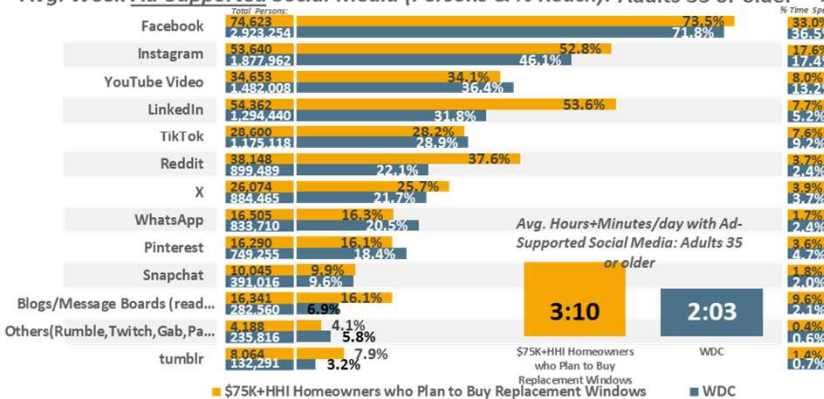


74,623 or 73.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 62.9 minutes every day representing 33.0% of all time spent daily with Ad-Supported Social Media.

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



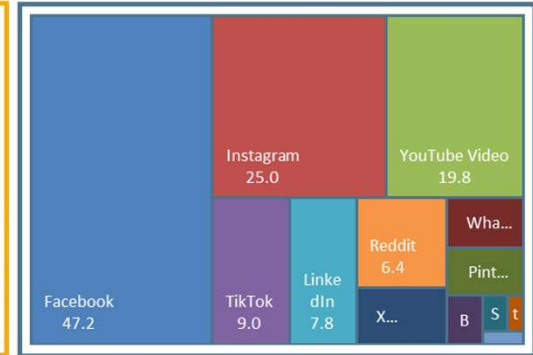
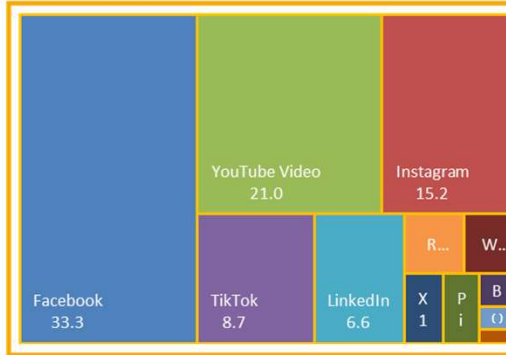
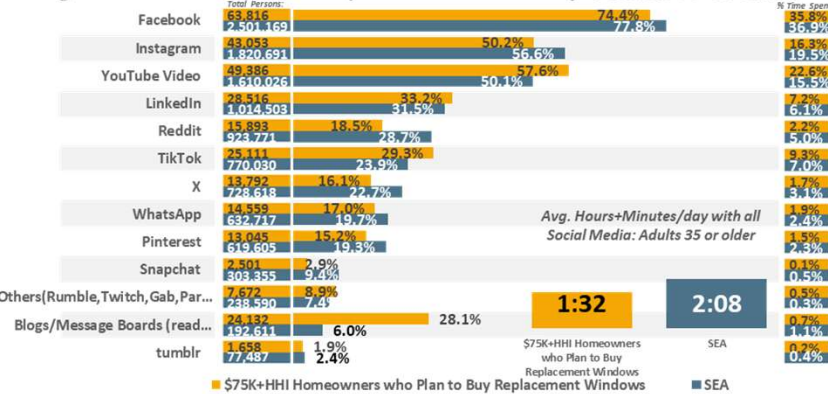
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



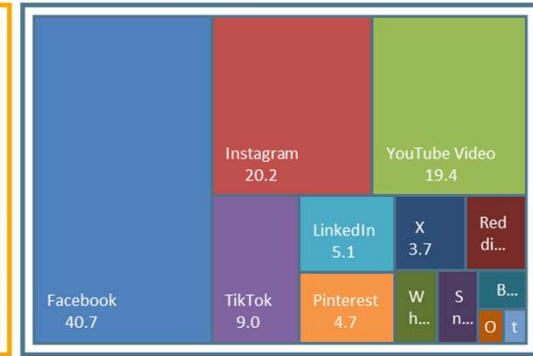
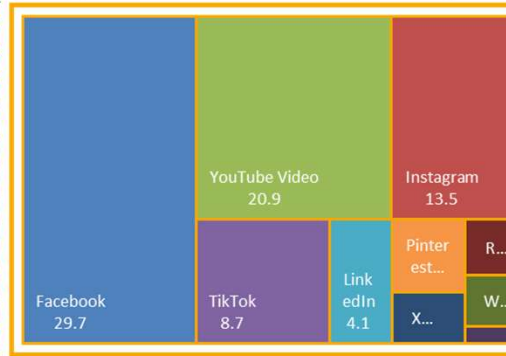
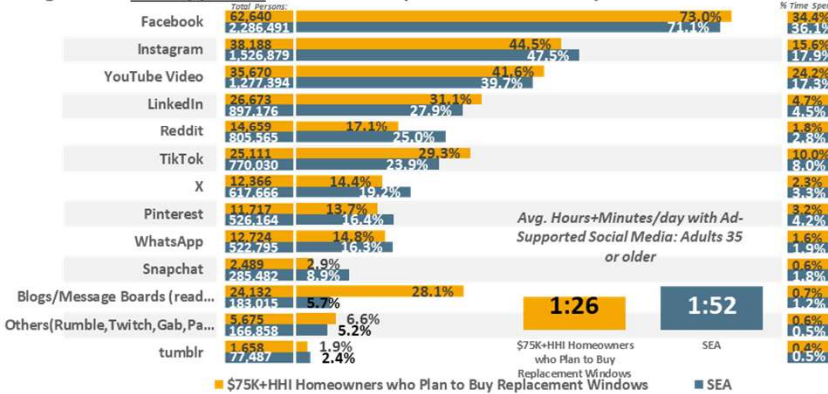


62,640 or 73.% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 29.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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**



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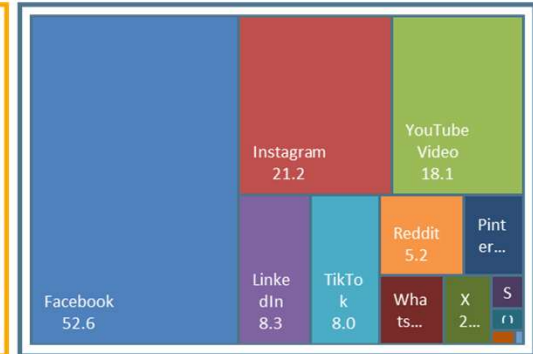
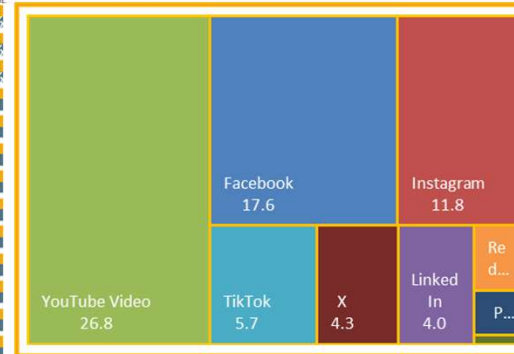
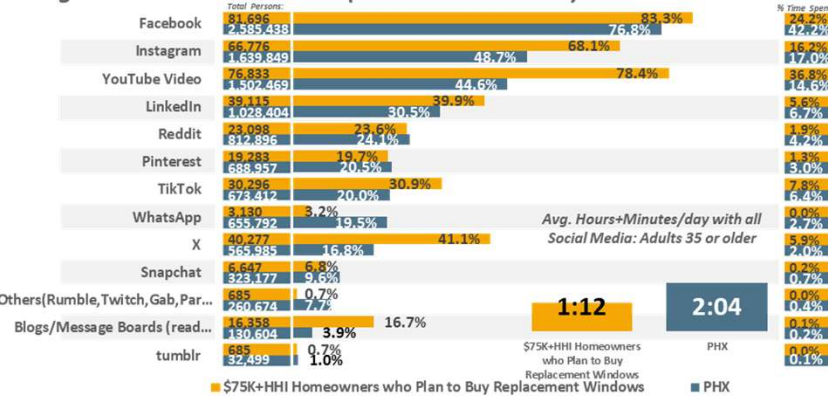
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[[[(Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own) AND Type of dwelling (HHLD): Single family house (unattached)) AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

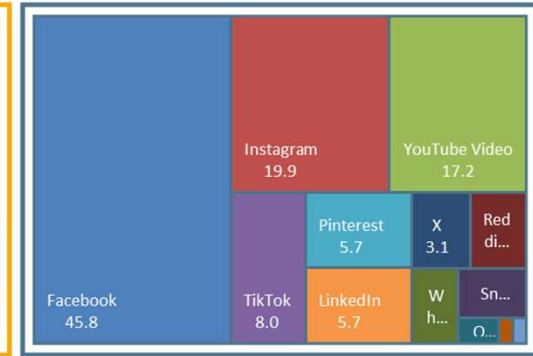
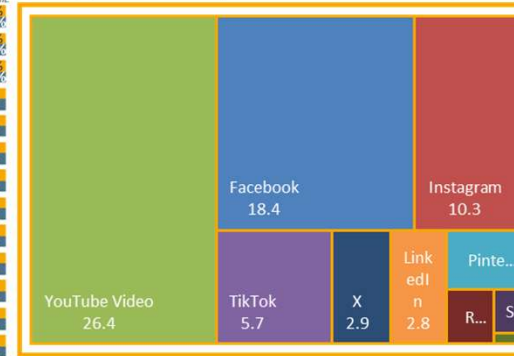
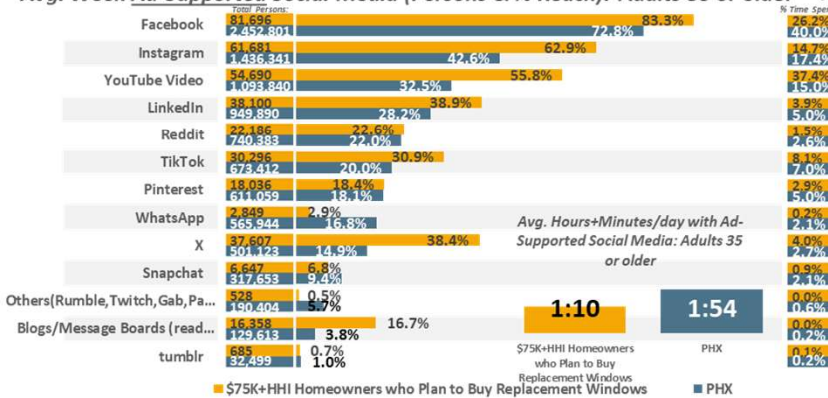


54,690 or 55.8% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported YouTube Video for an average of 26.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.

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



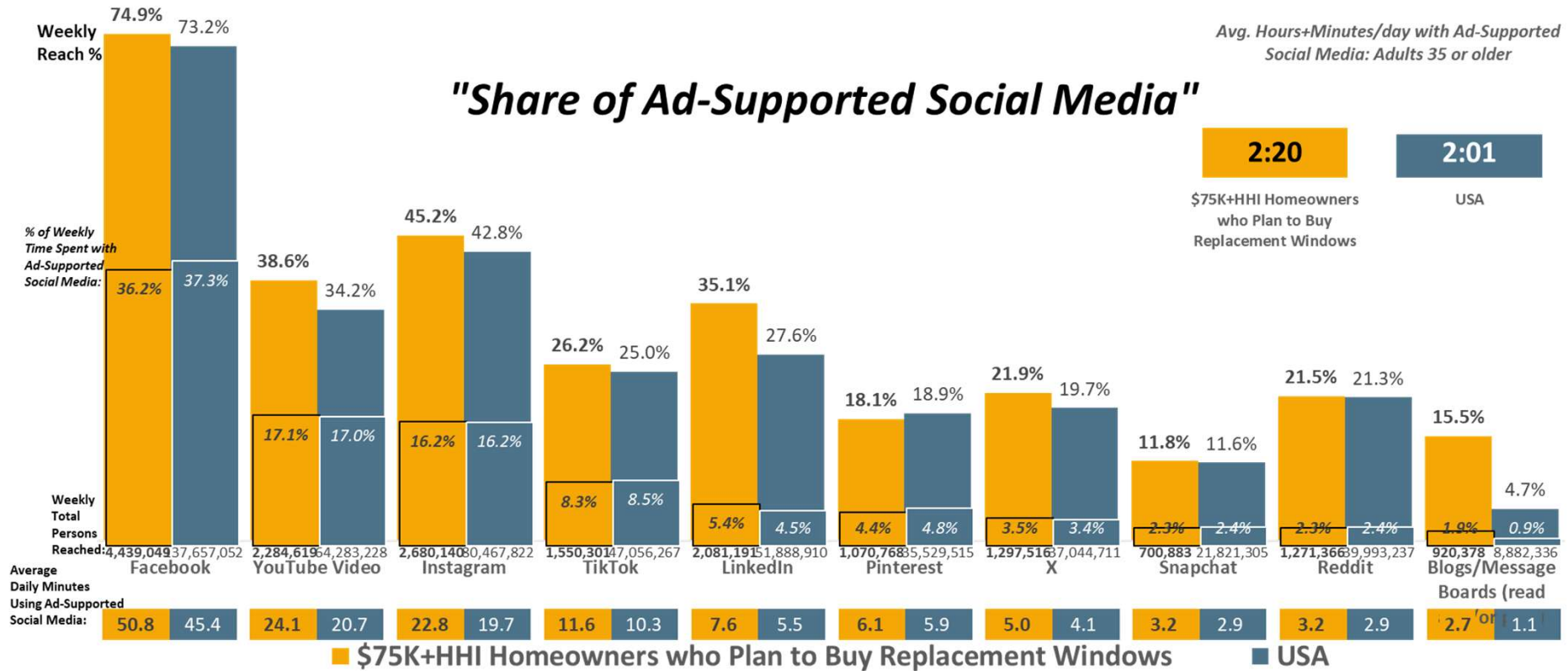
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





4,439,049 or 74.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 50.8 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691
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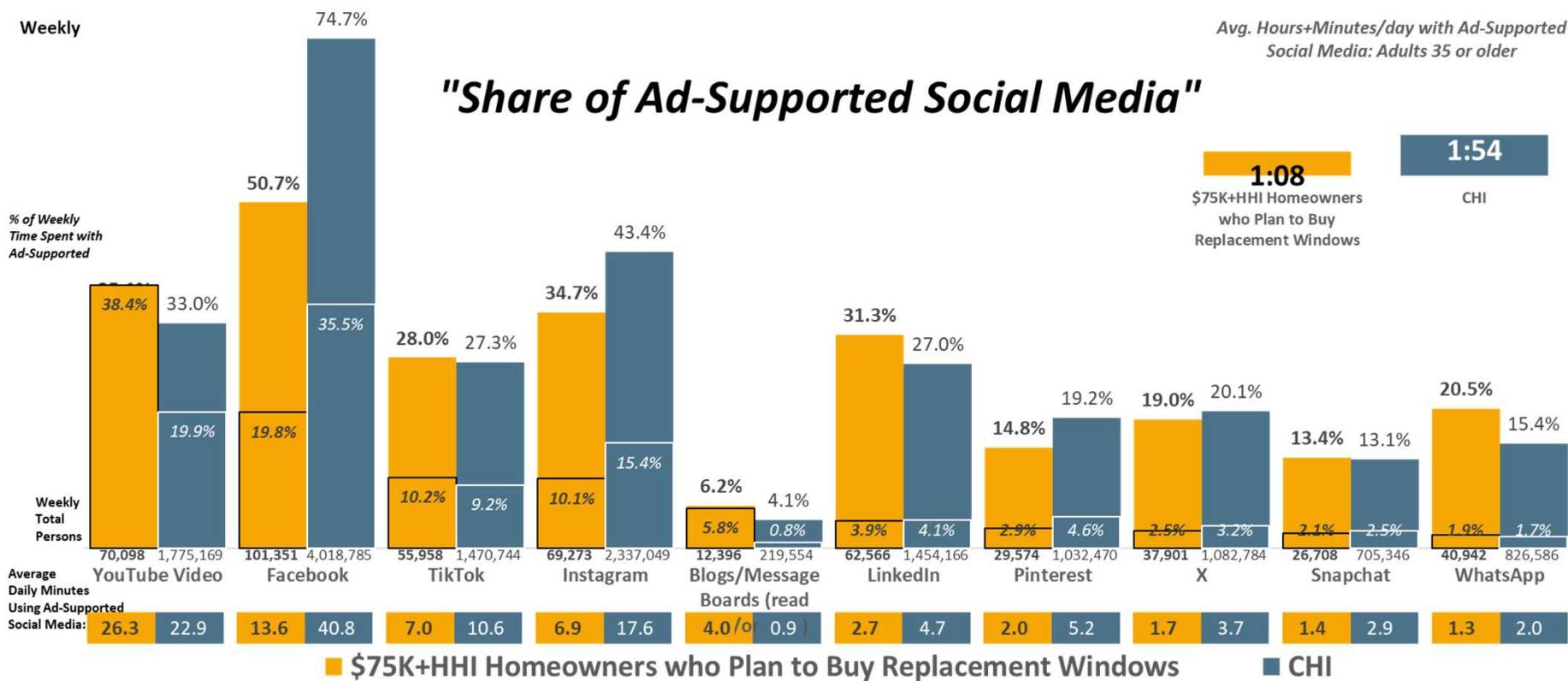
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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[[[Household income summaries (HHLD): \$75,000 or more AND 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]]



70,098 or 35.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported YouTube Video for an average of 26.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 117
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

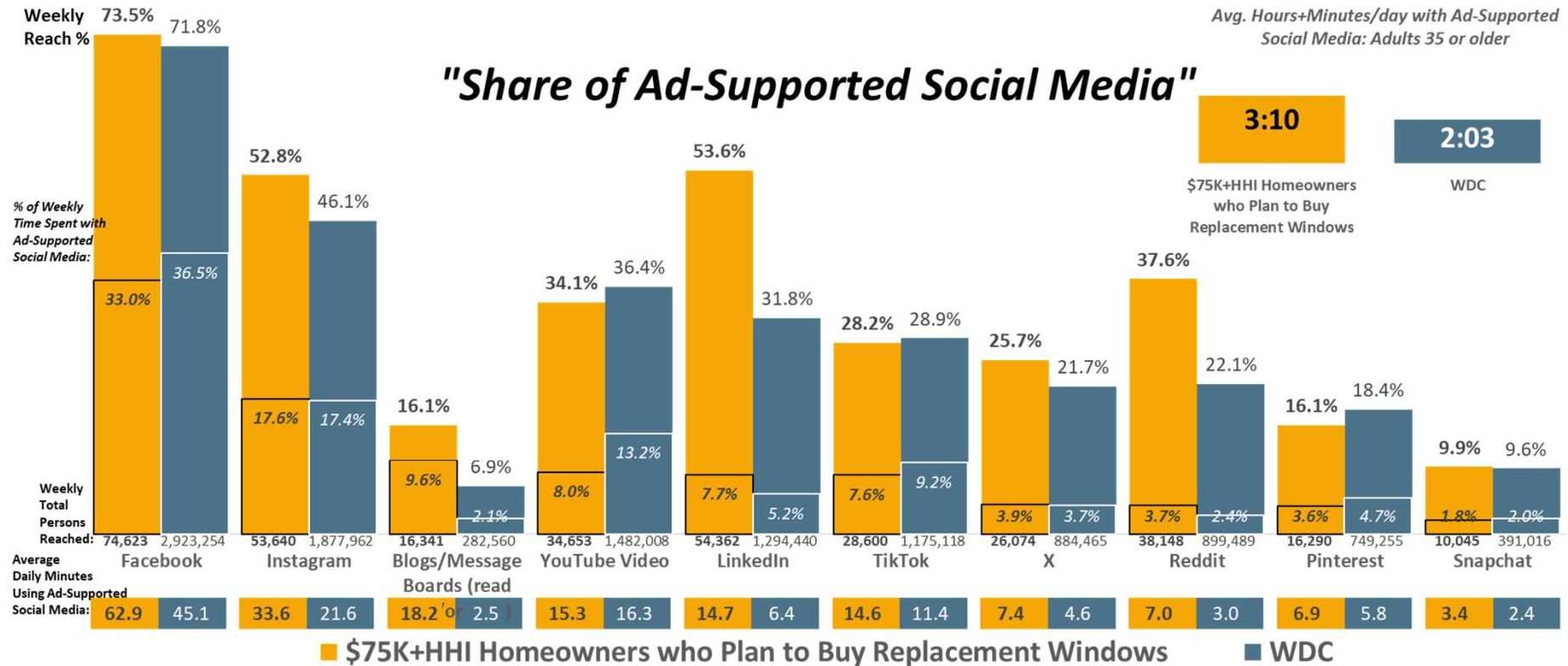
soefa.ai Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND 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]]



74,623 or 73.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 62.9 minutes every day representing 33.0% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 145 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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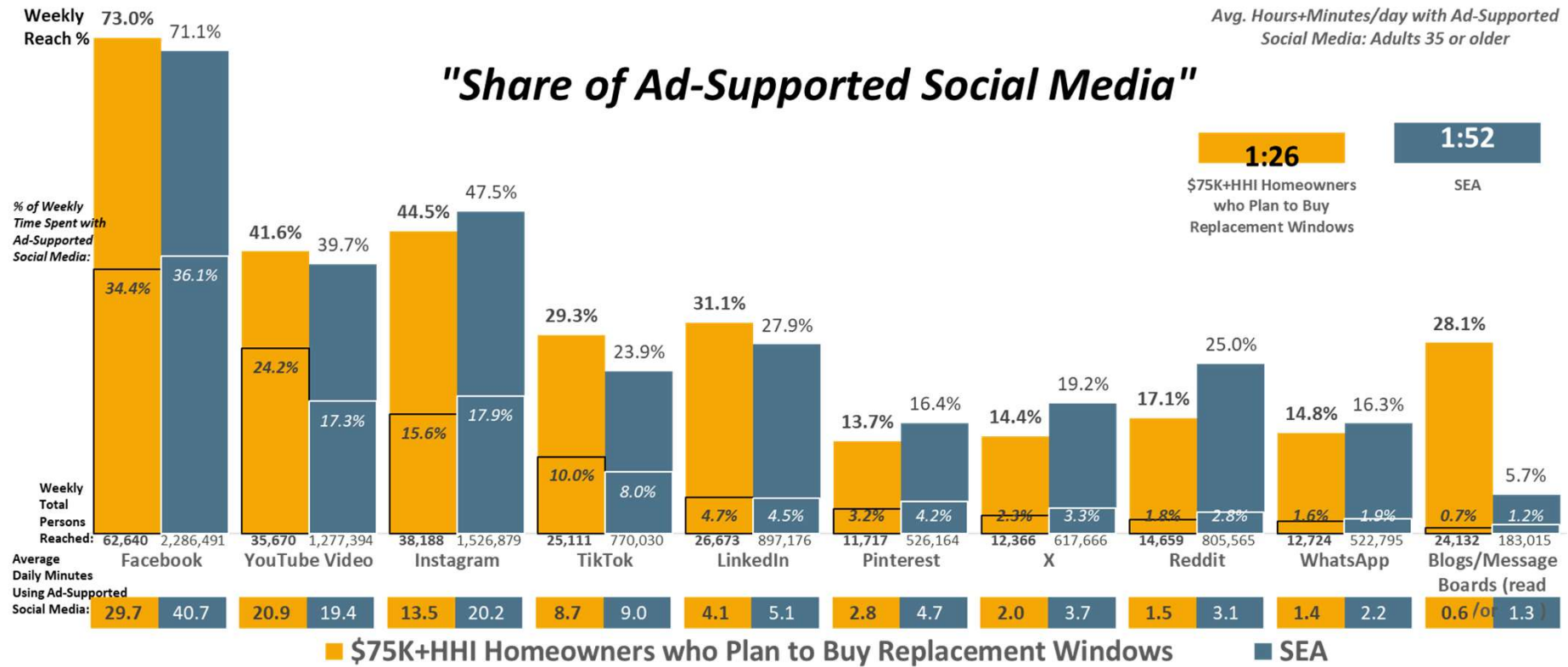
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



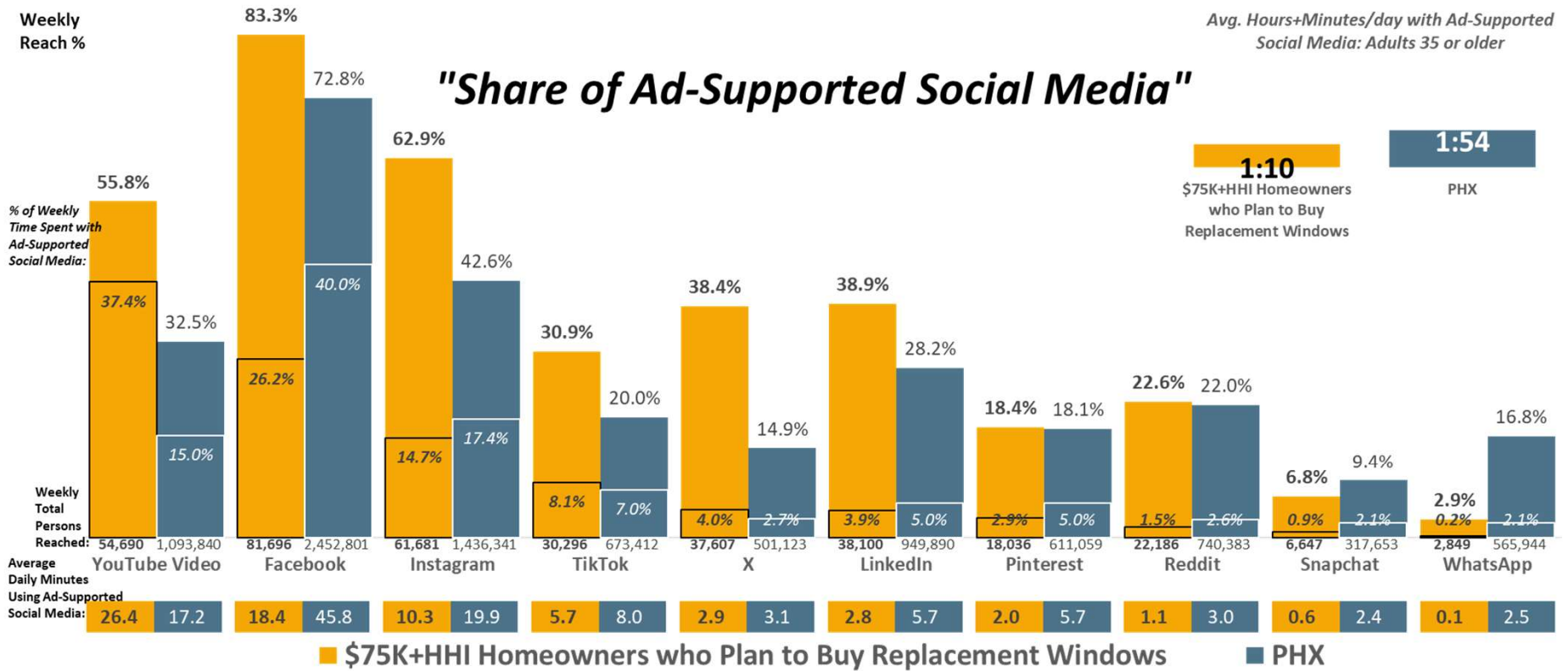
62,640 or 73.0% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported Facebook for an average of 29.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





54,690 or 55.8% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows use Ad-Supported YouTube Video for an average of 26.4 minutes every day representing 37.4% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 55
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

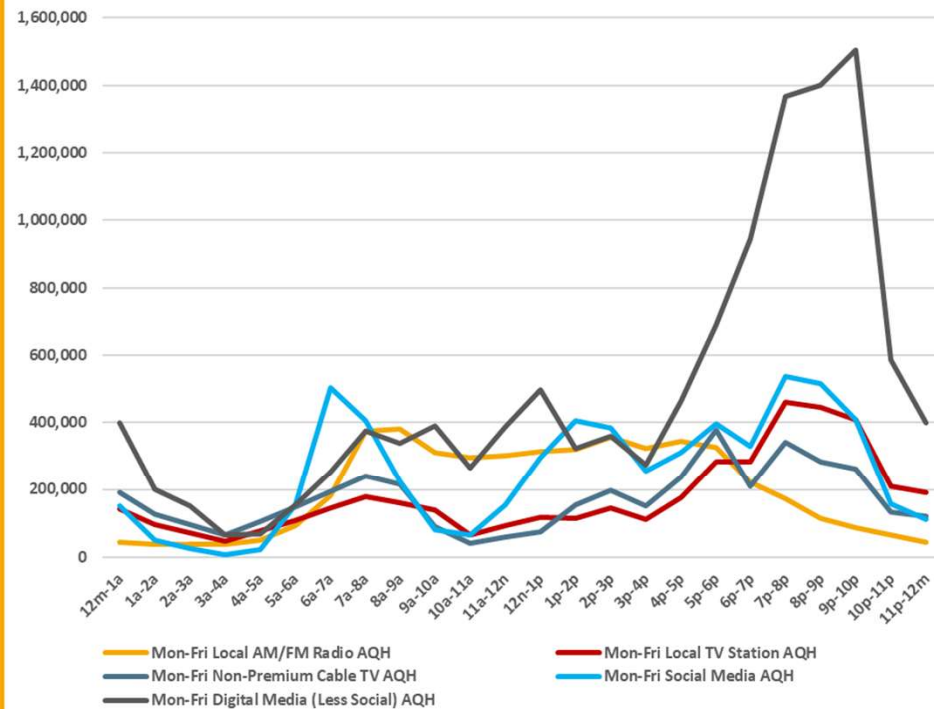
soefa.ai Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND 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]]

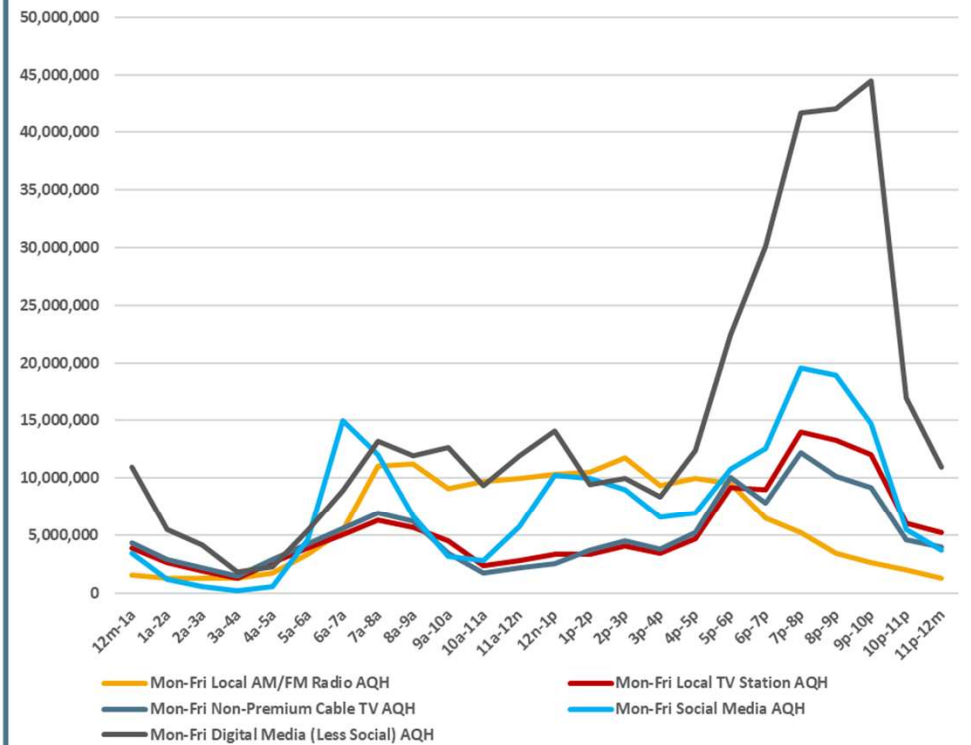


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 427,263;
Local Radio: 311,752; Social Media: 293,093; Non-Prem. Cable: 172,011; Local TV: 154,741
reaching Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacem

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy
Replacement Windows



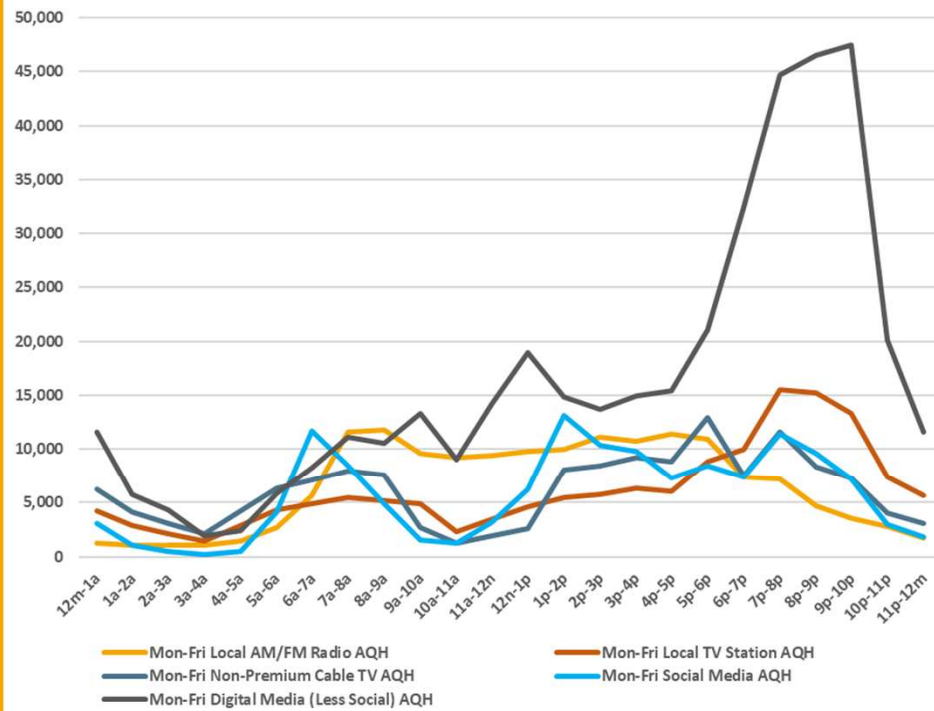
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 35 or older



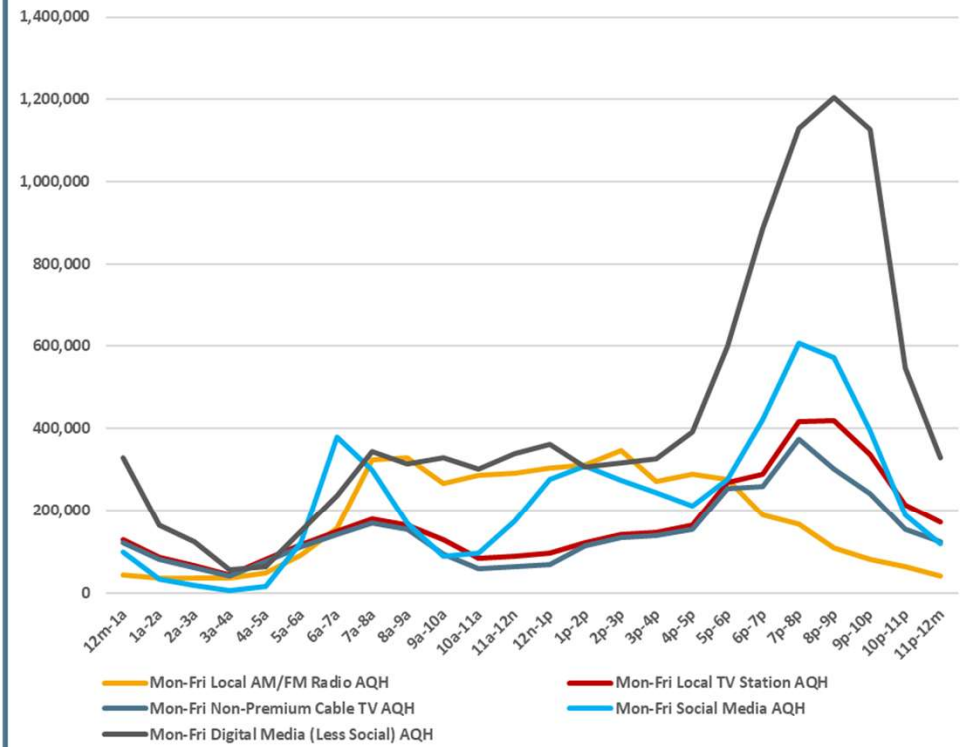


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,195; Local Radio: 9,875; Social Media: 7,190; Non-Prem. Cable: 6,603; Local TV: 5,620 reaching Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windo

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy
Replacement Windows*



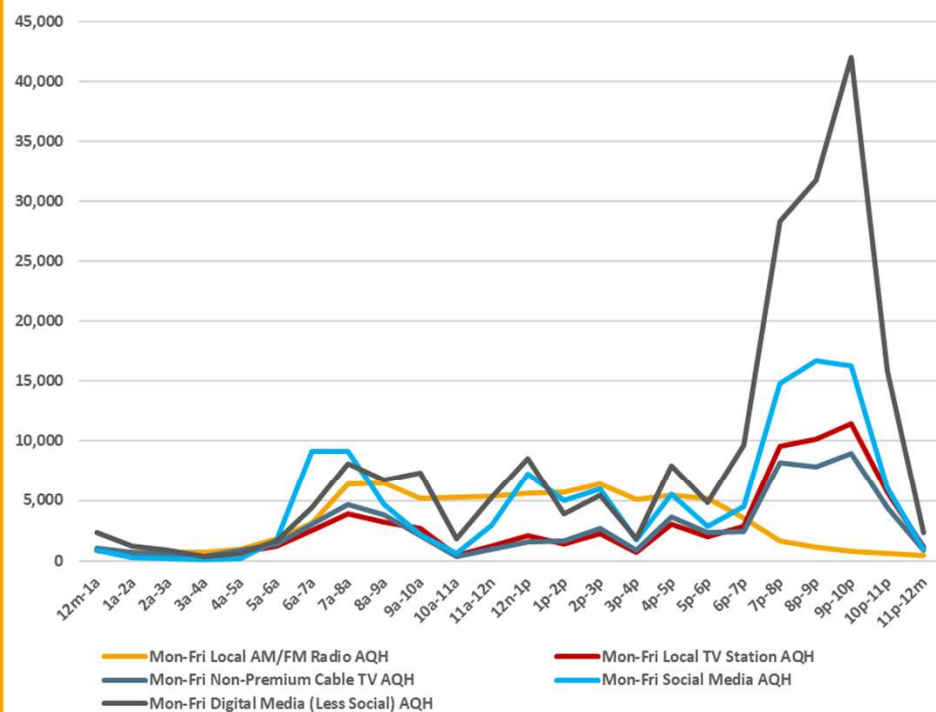
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 or older*



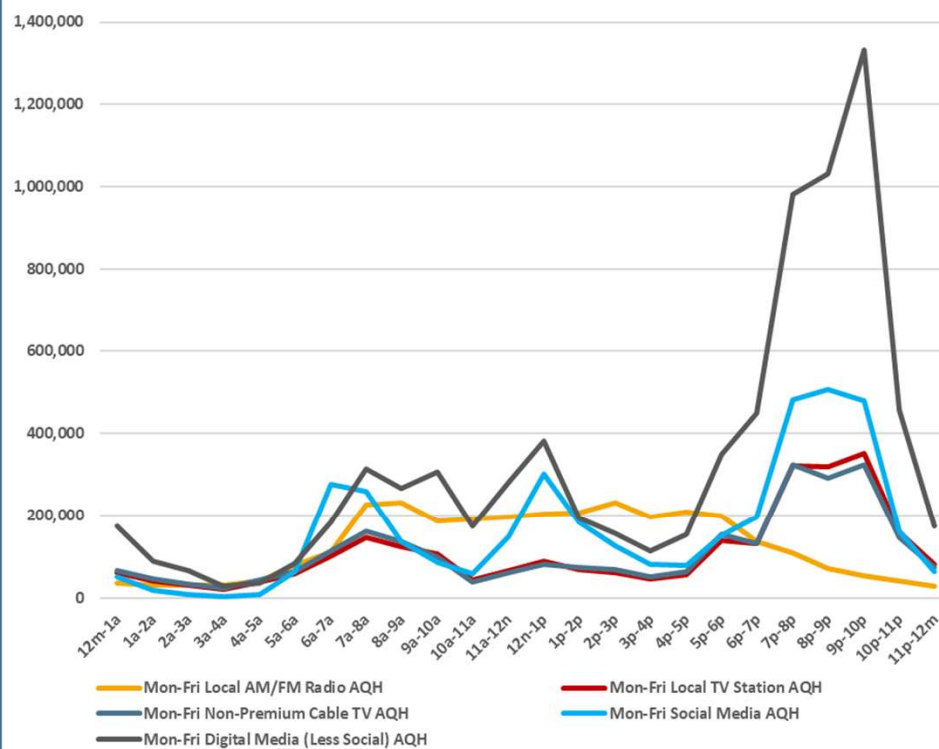


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,820; Local Radio: 5,287; Social Media: 4,723; Non-Prem. Cable: 2,309; Local TV: 2,174 reaching Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Window

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows*



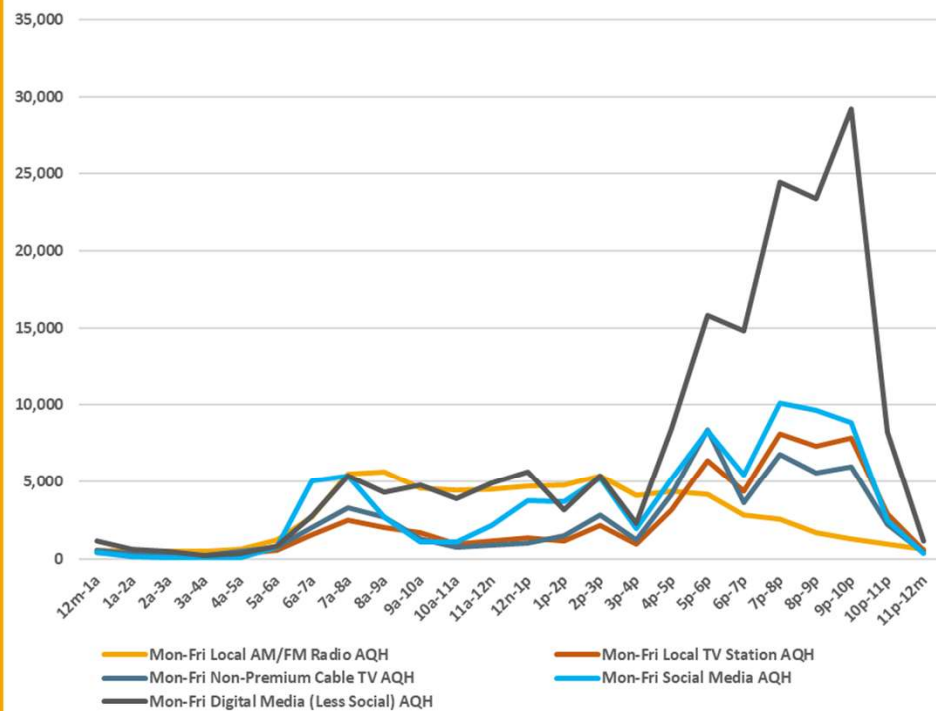
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 35 or older*



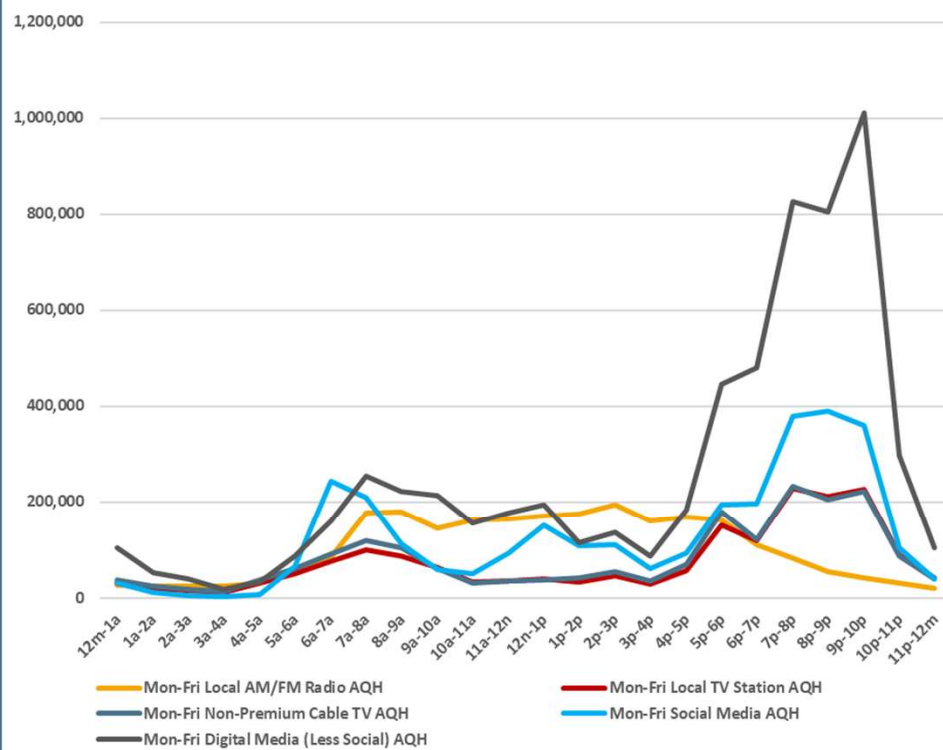


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,271; Local Radio: 4,421; Social Media: 3,919; Non-Prem. Cable: 2,581; Local TV: 2,252 reaching Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Window

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy
Replacement Windows*



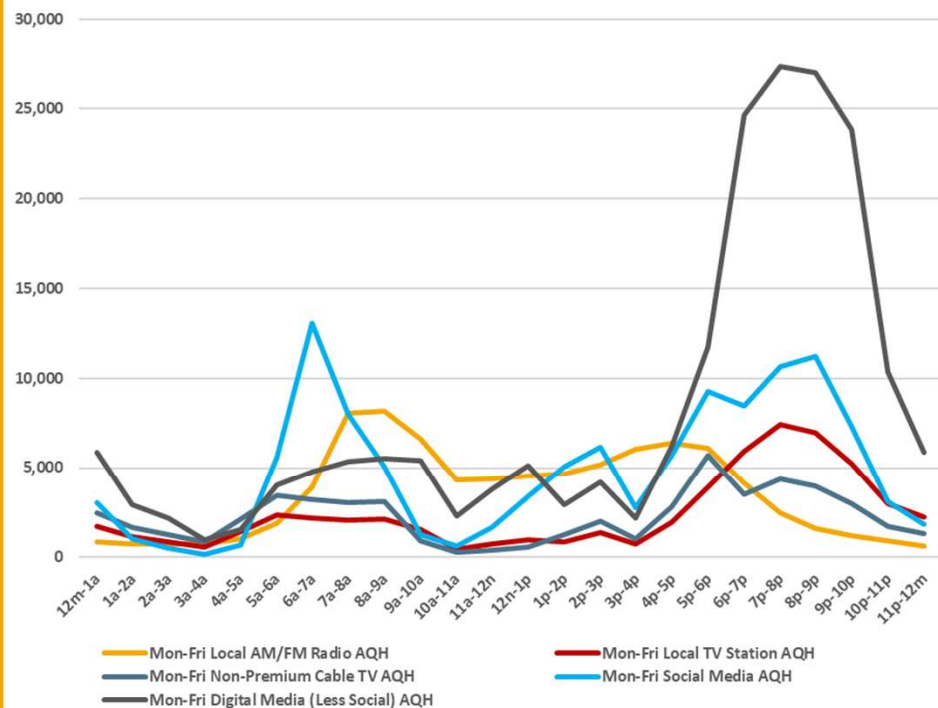
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 35 or older*



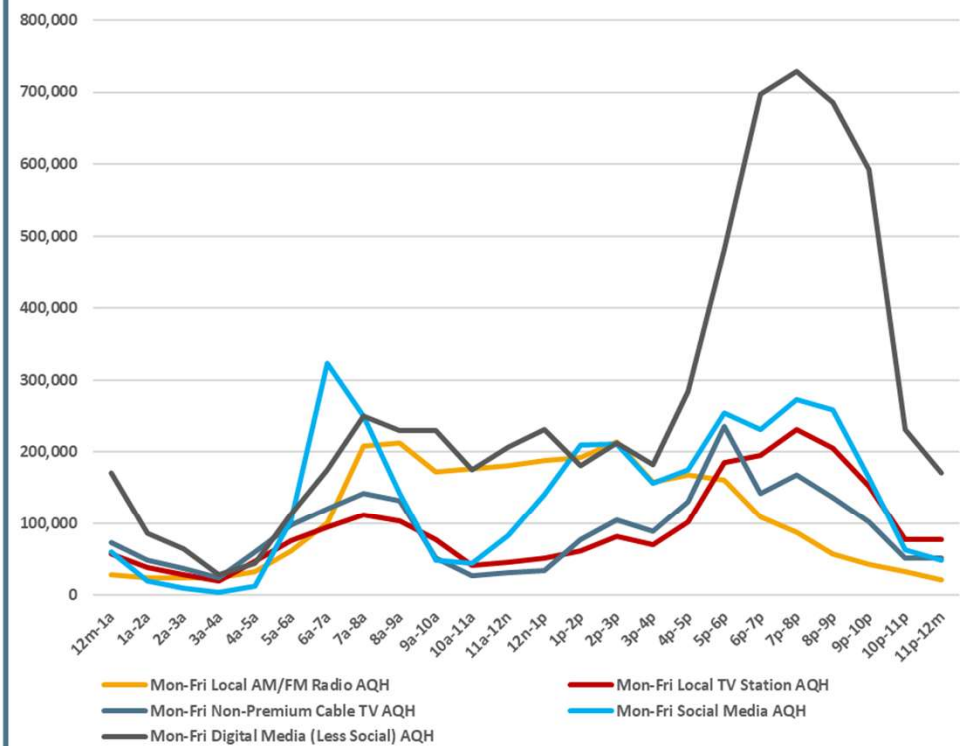


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,469; Local Radio: 5,576; Social Media: 5,424; Non-Prem. Cable: 2,136; Local TV: 1,910 reaching Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Window

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older \$75K+HHI Homeowners who Plan to Buy
Replacement Windows*



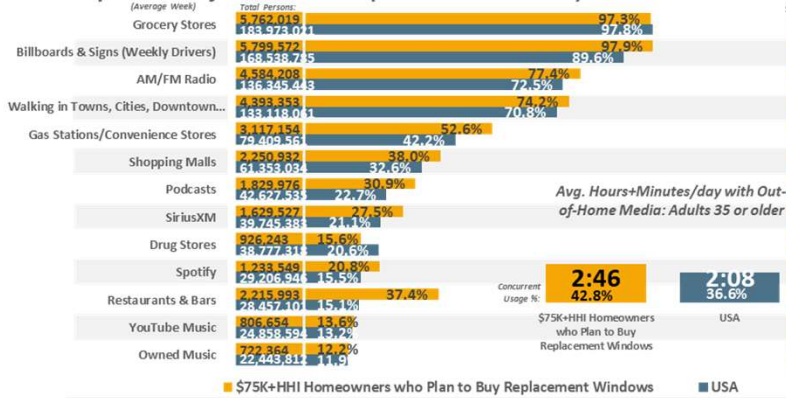
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 35 or older*



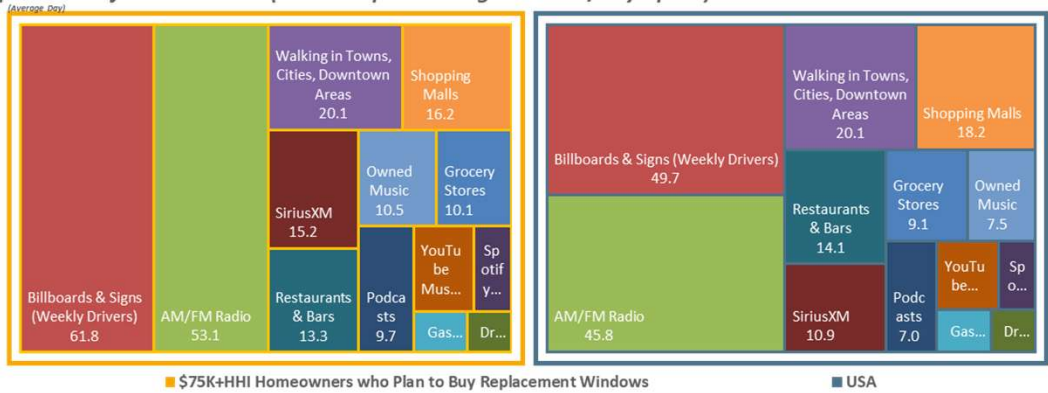


5,799,572 or 97.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 61.8 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minutes

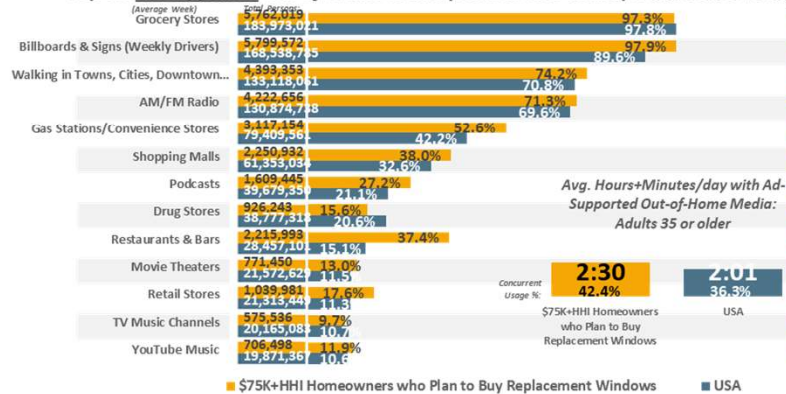
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



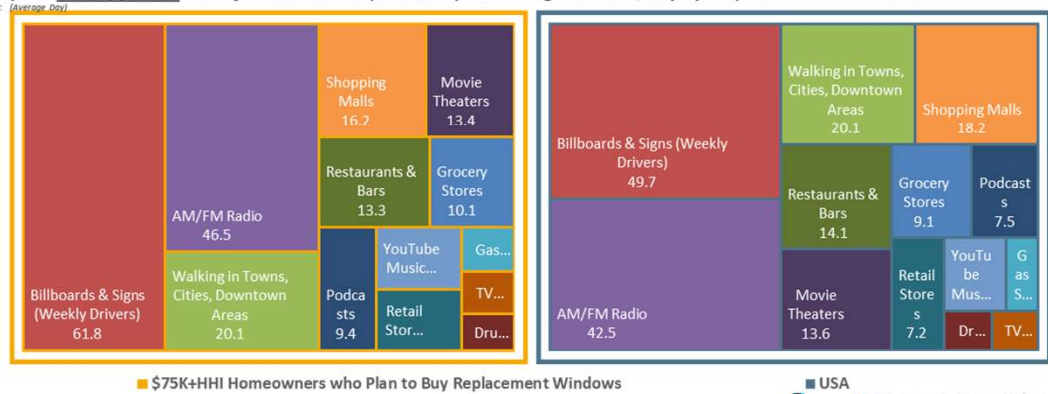
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



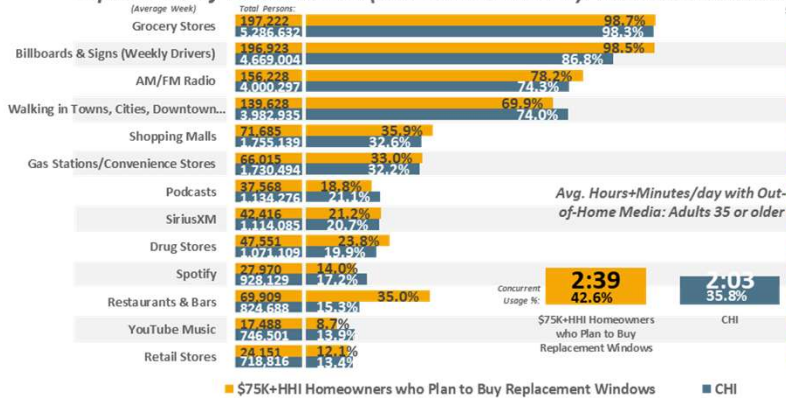
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



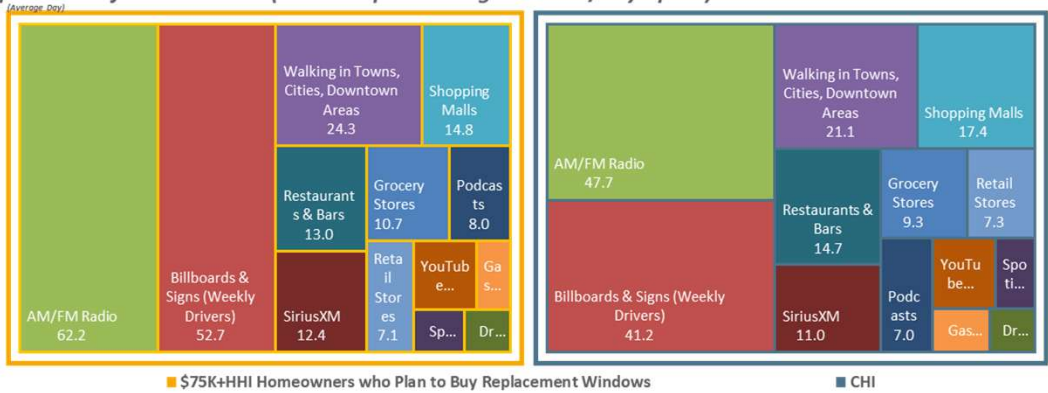


196,923 or 98.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 52.7 minutes per day driving, seeing Billboards and Signs. 68.6% Listen to Local Radio Stations Out-of-Home for an average of 51. minutes/day

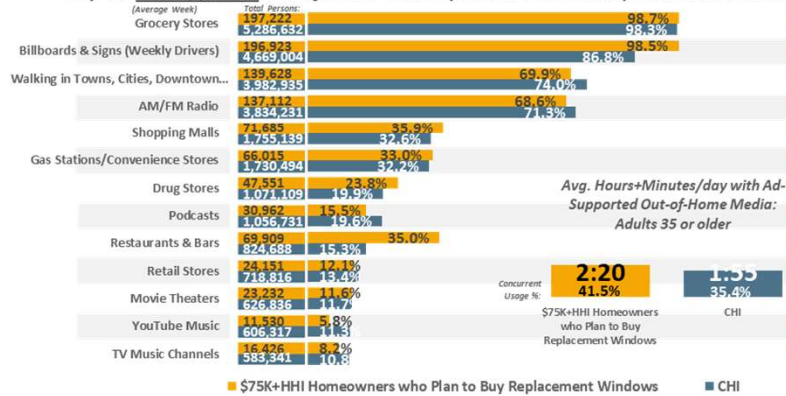
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



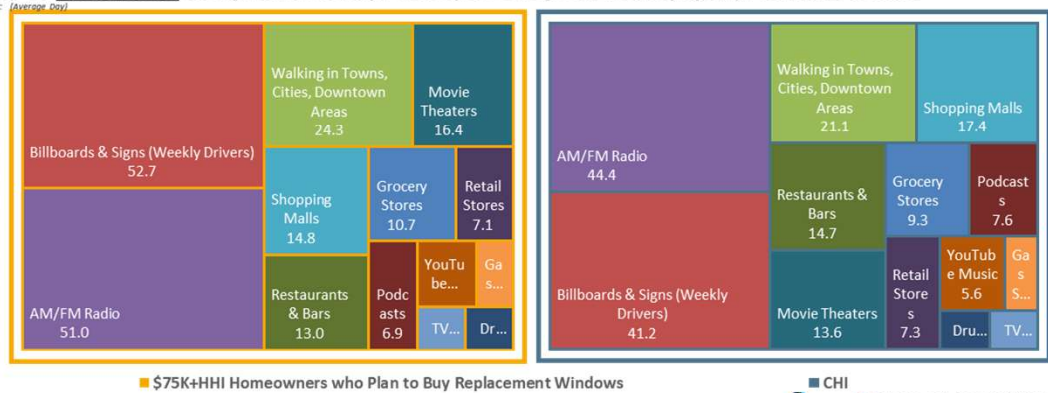
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 117
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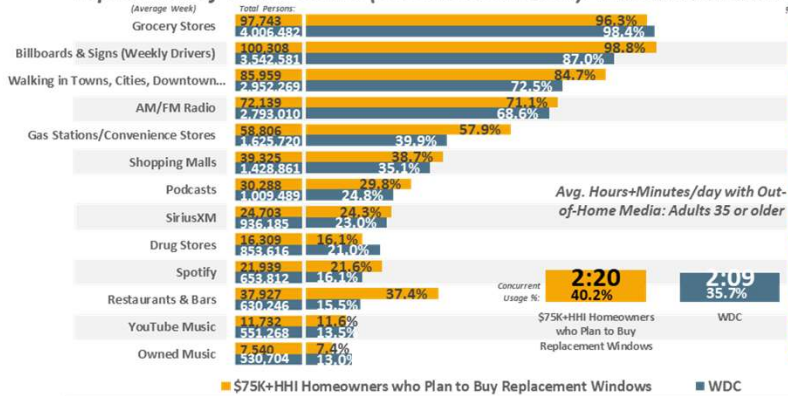
soefa.ai Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND 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]]

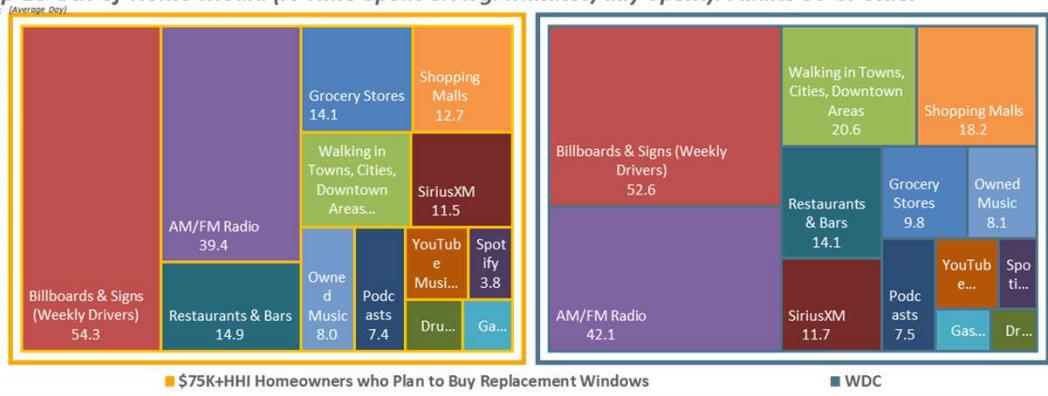


100,308 or 98.8% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 54.3 minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 37. minutes/da

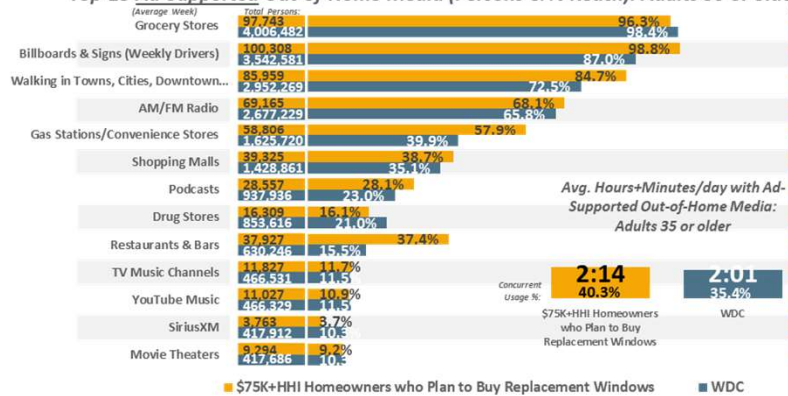
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



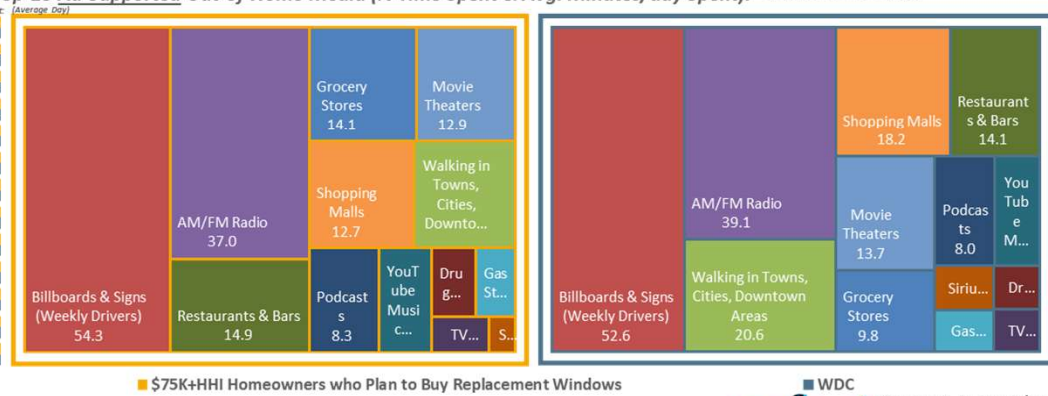
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



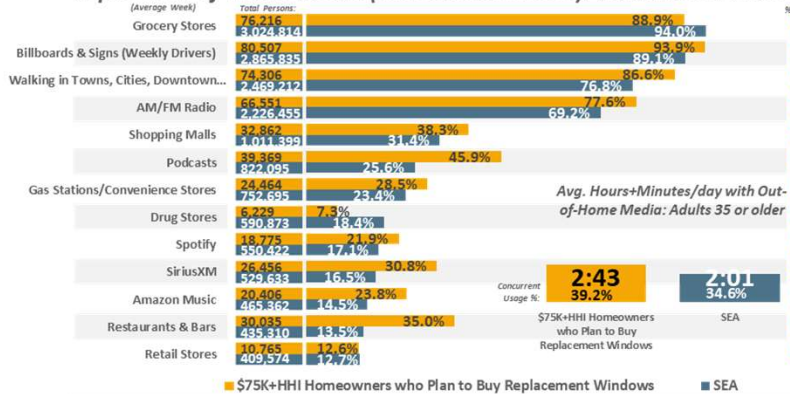
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



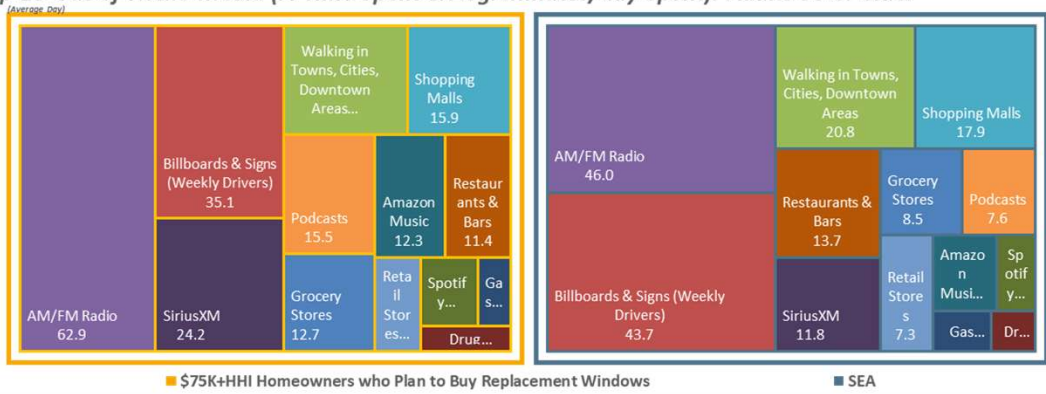


80,507 or 93.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 35.1 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 44.7 minutes/da

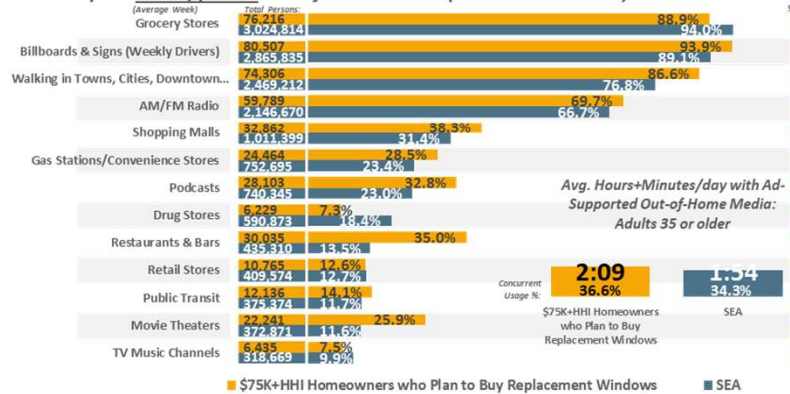
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



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



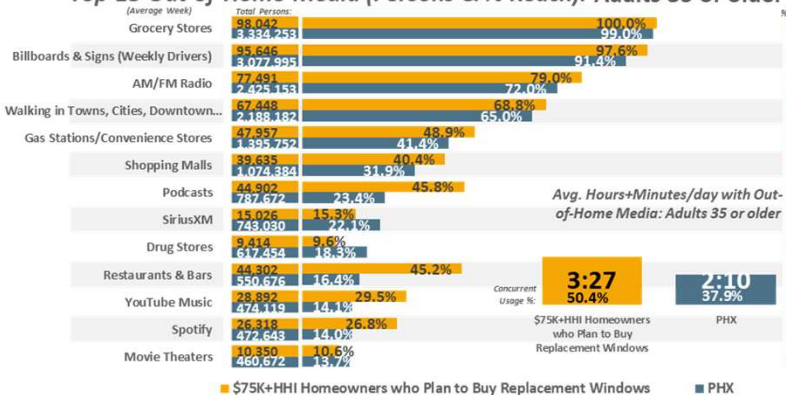
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



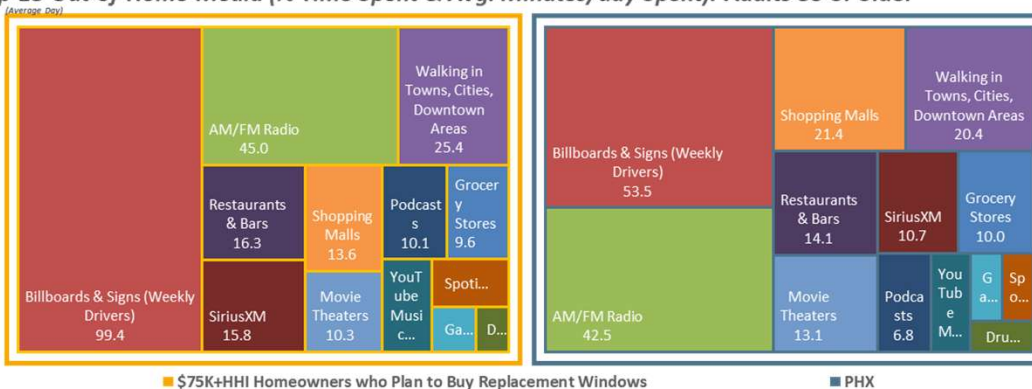


95,646 or 97.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 99.4 minutes per day driving, seeing Billboards and Signs. 76.1% Listen to Local Radio Stations Out-of-Home for an average of 42.8 minutes/day

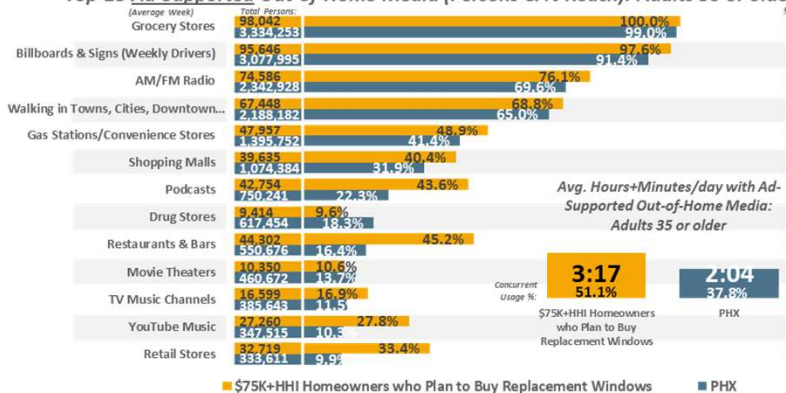
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



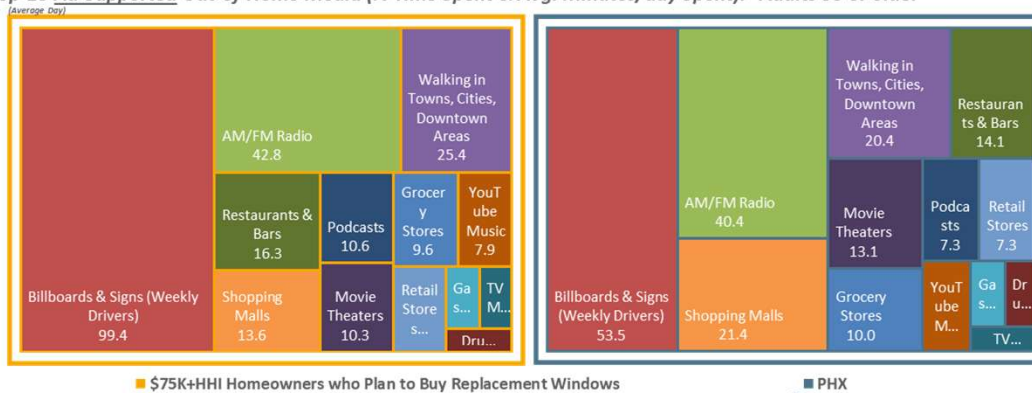
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 55
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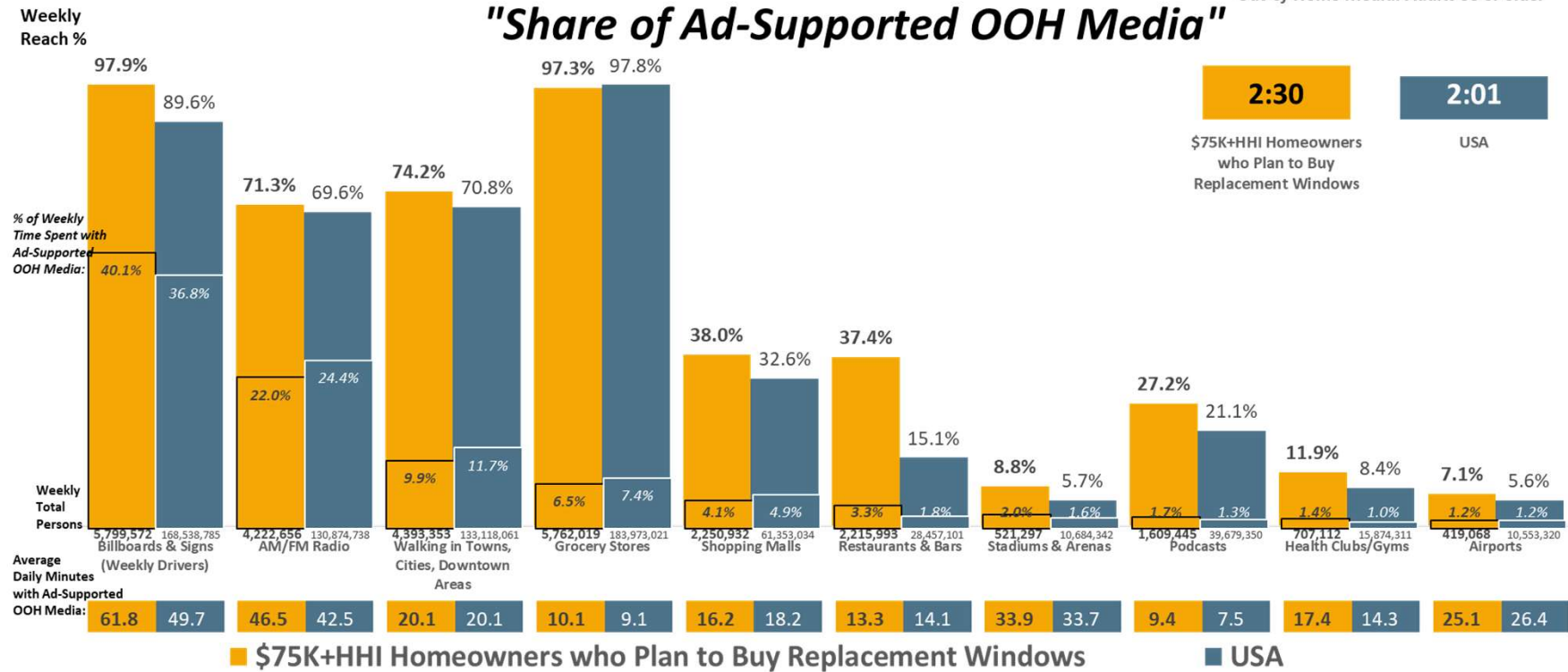
PHX
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



5,799,572 or 97.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 61.8 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

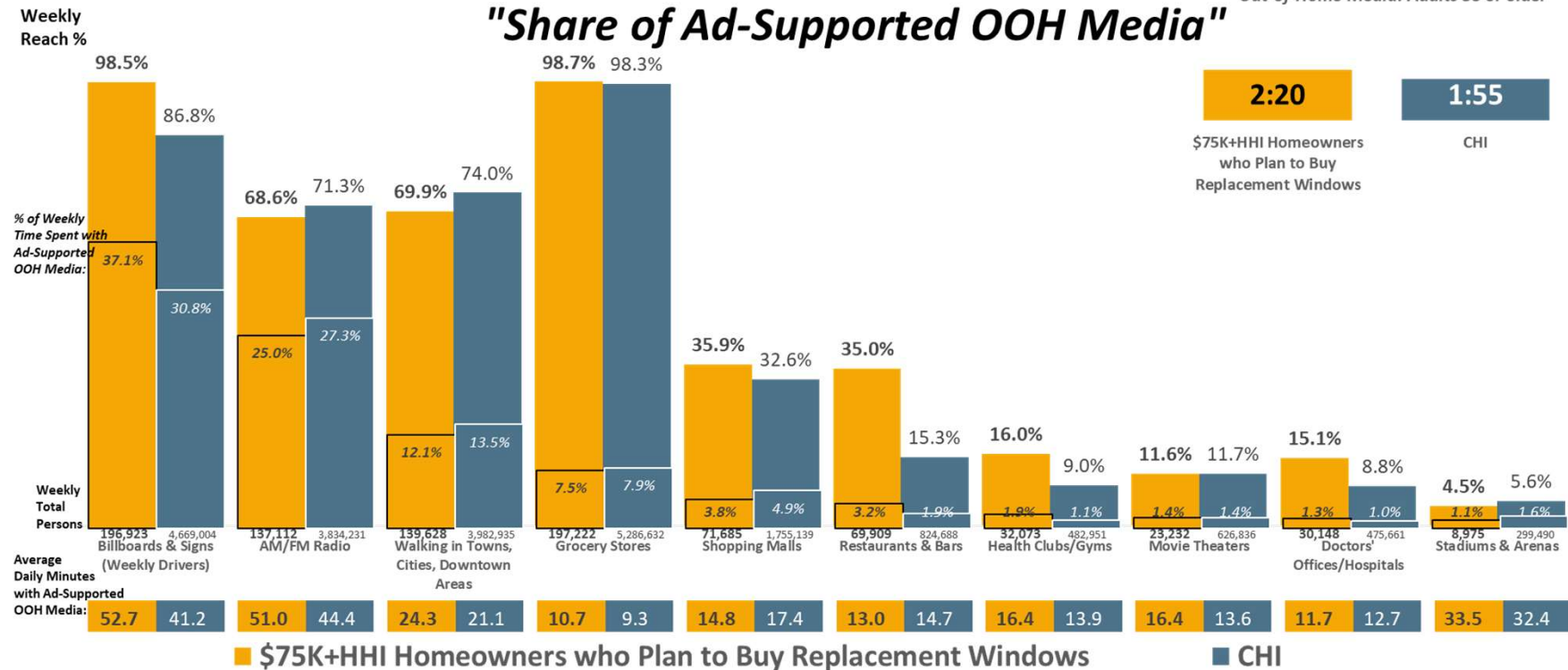
soefa.ai Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND 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]]



196,923 or 98.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 52.7 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 117
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186
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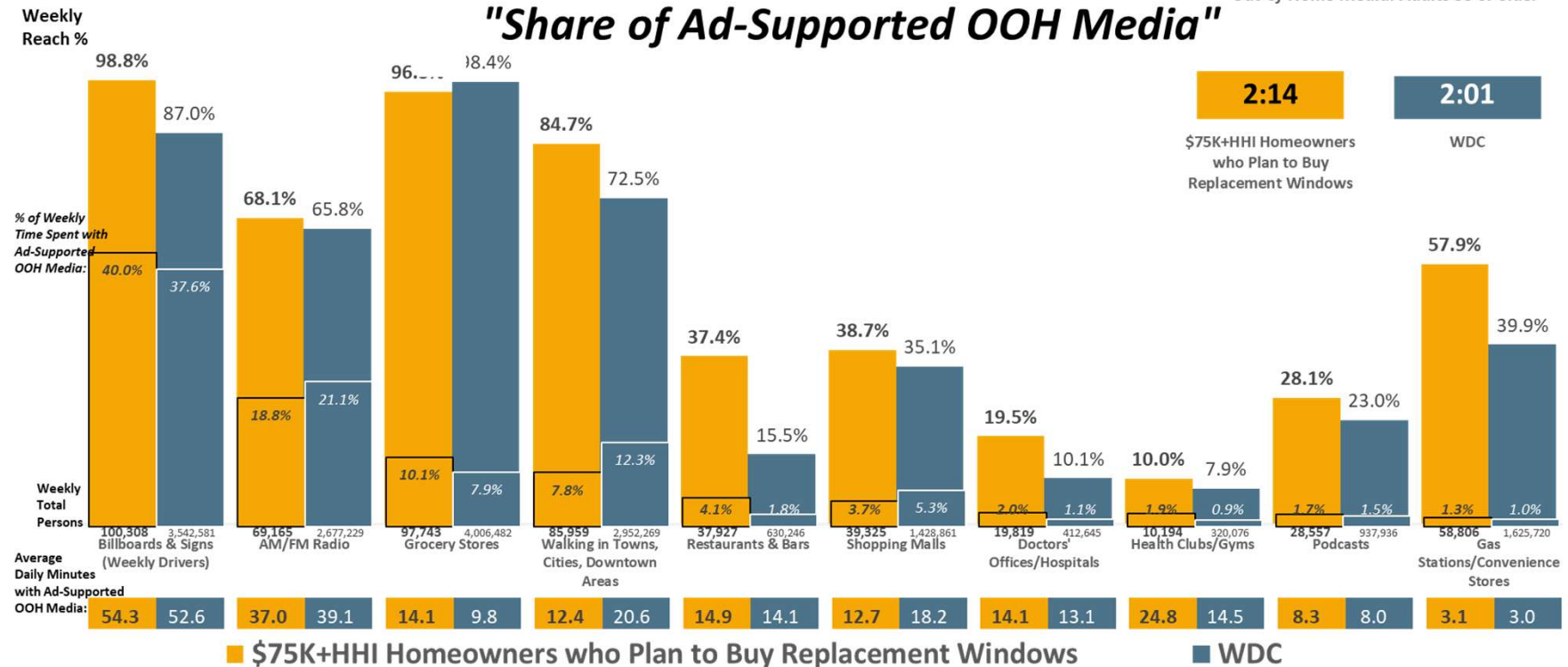
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



100,308 or 98.8% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 54.3 minutes per day driving, seeing Billboards and Signs representing 40.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 145 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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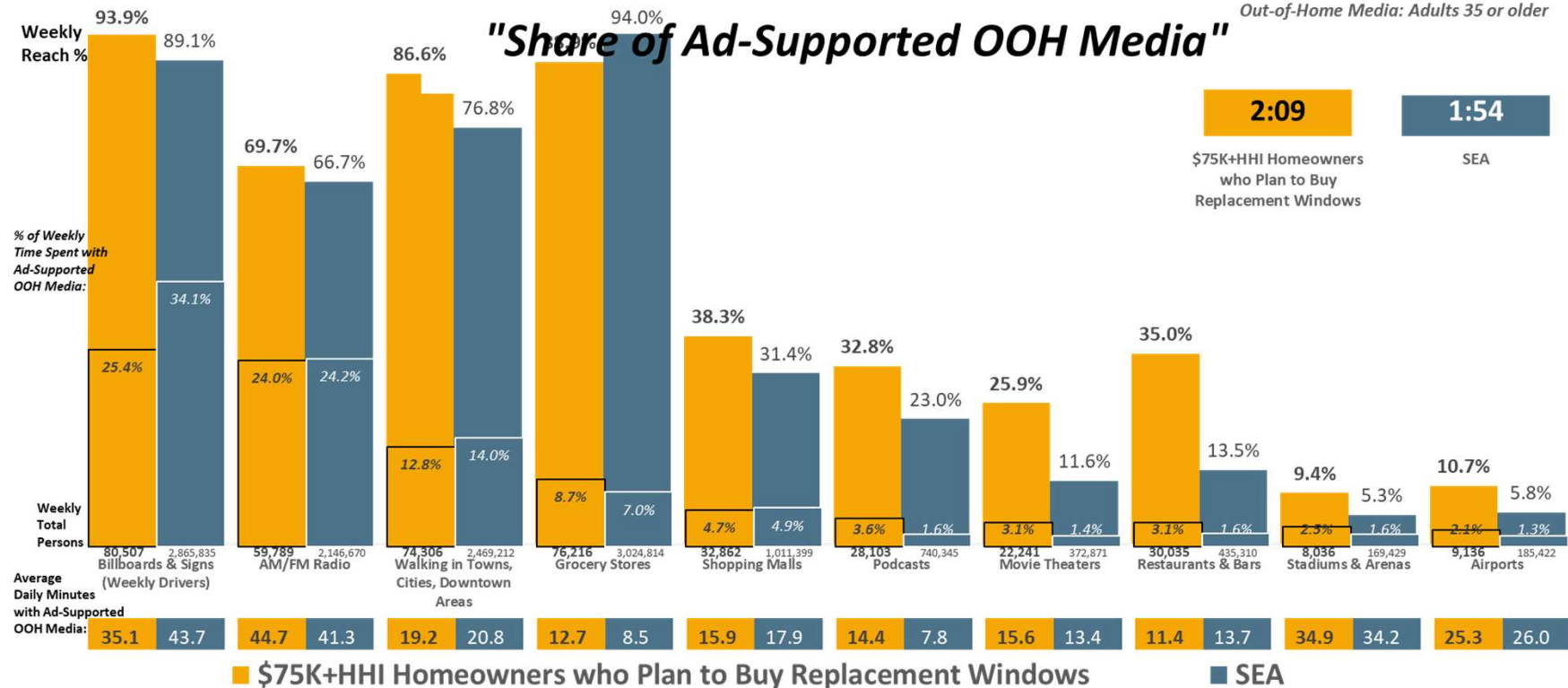
soefa.ai Share of Everything for Anything

[[[Household income summaries (HHLD): \$75,000 or more AND 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]]



80,507 or 93.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 35.1 minutes per day driving, seeing Billboards and Signs representing 25.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 107 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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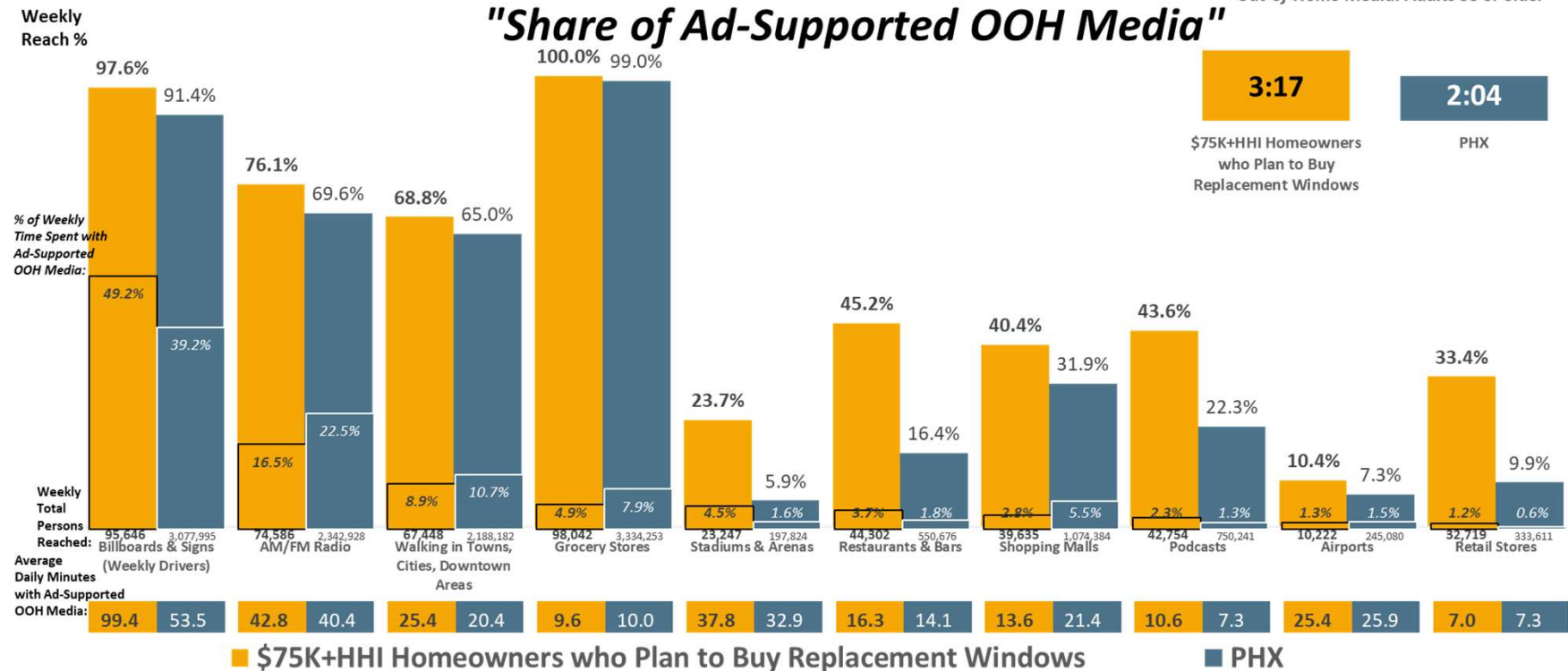
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



95,646 or 97.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 99.4 minutes per day driving, seeing Billboards and Signs representing 49.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



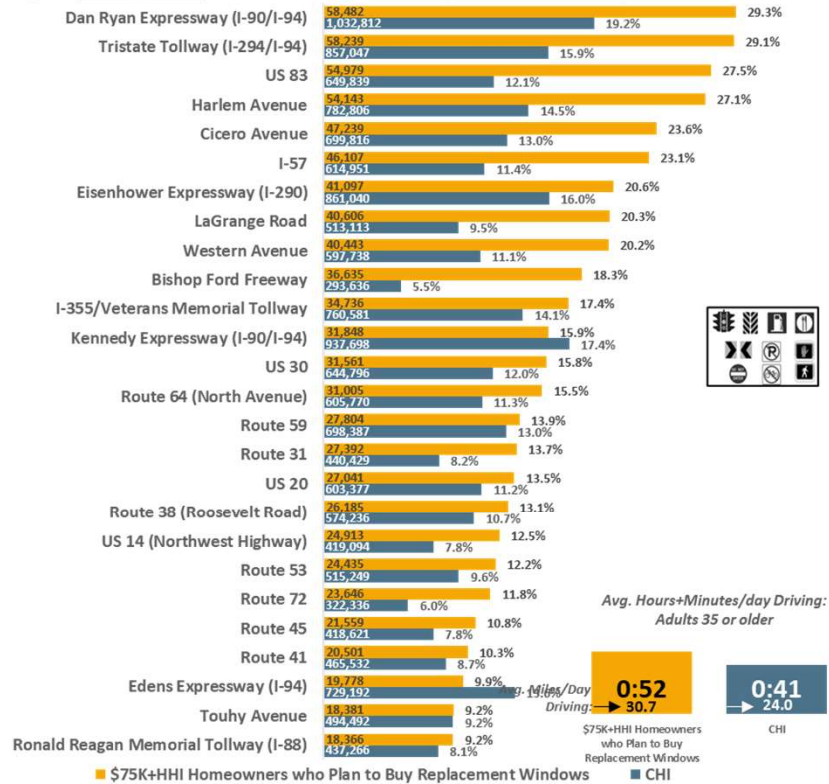
3:17
\$75K+HHI Homeowners who Plan to Buy Replacement Windows

2:04
PHX



196,923 or 98.5% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 52.7 minutes per day driving an average of 30.7 miles each day and are 235.8% more likely to use Bishop Ford Freeway than the Metro average.

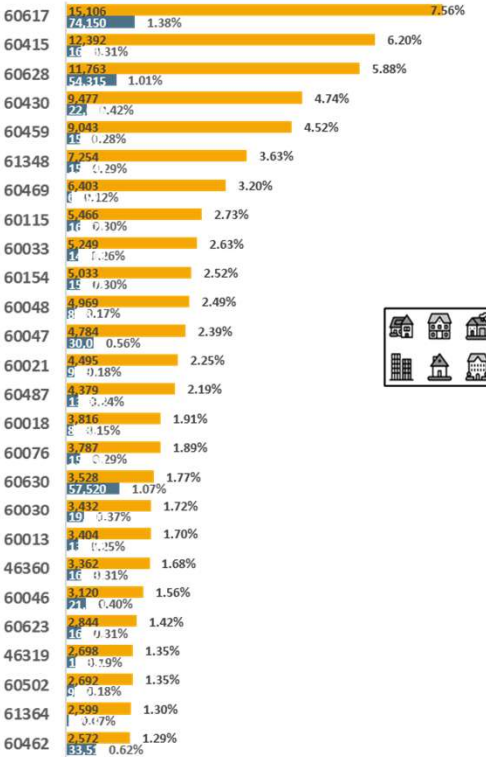
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



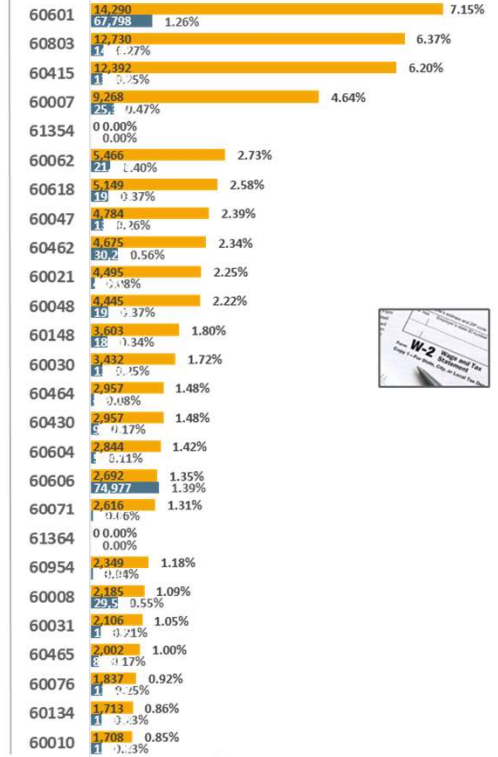
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

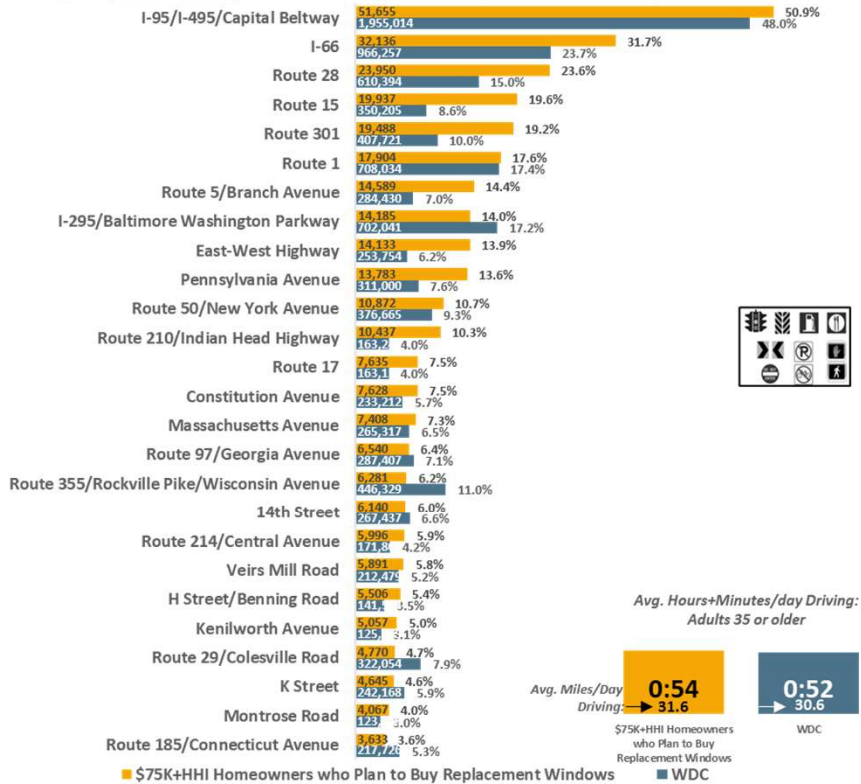


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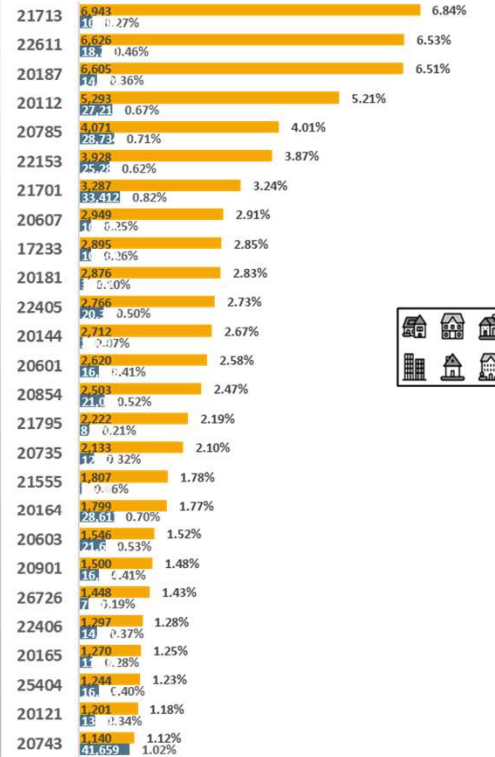


100,308 or 98.8% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 54.3 minutes per day driving an average of 31.6 miles each day and are 156.4% more likely to use Route 210/Indian Head Highway than the Metr

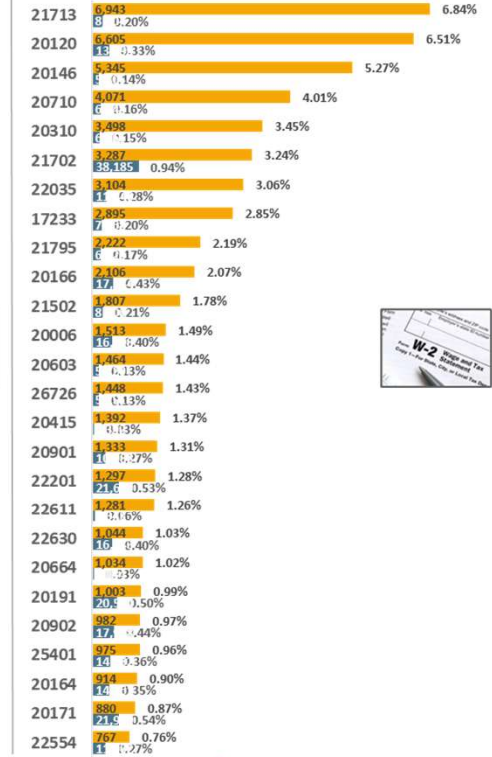
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



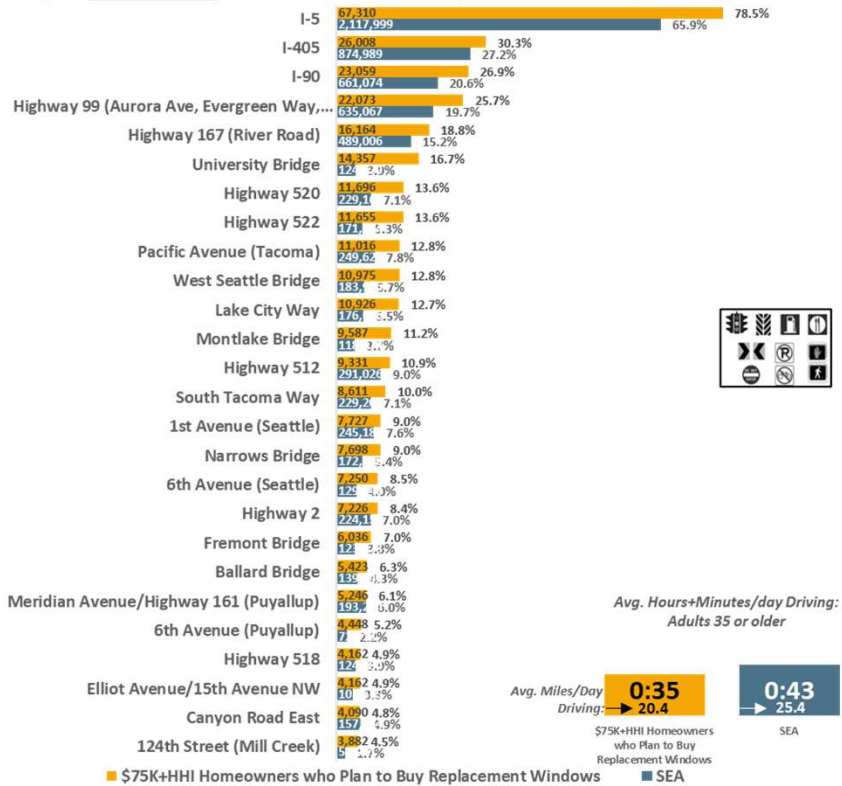
Top-26 Employment Zip Codes: Adults 35 or older





80,507 or 93.9% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 35.1 minutes per day driving an average of 20.4 miles each day and are 333.5% more likely to use University Bridge than the Metro average.

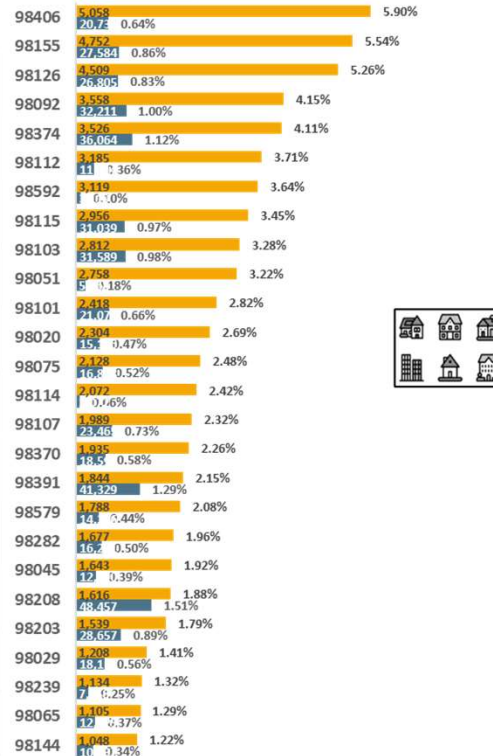
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



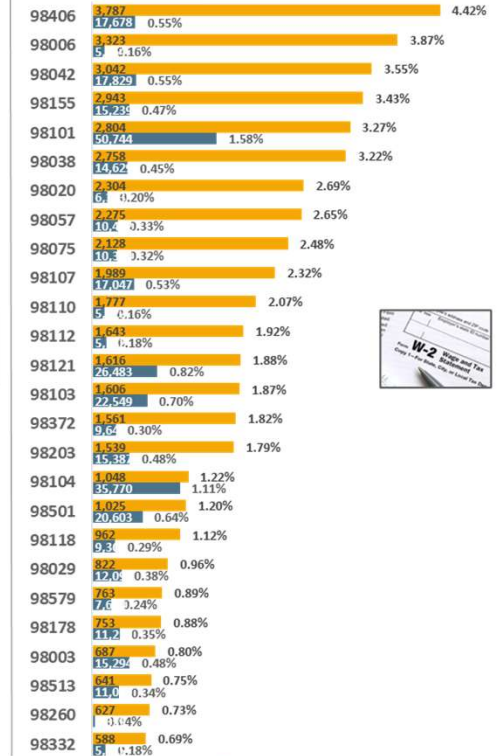
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

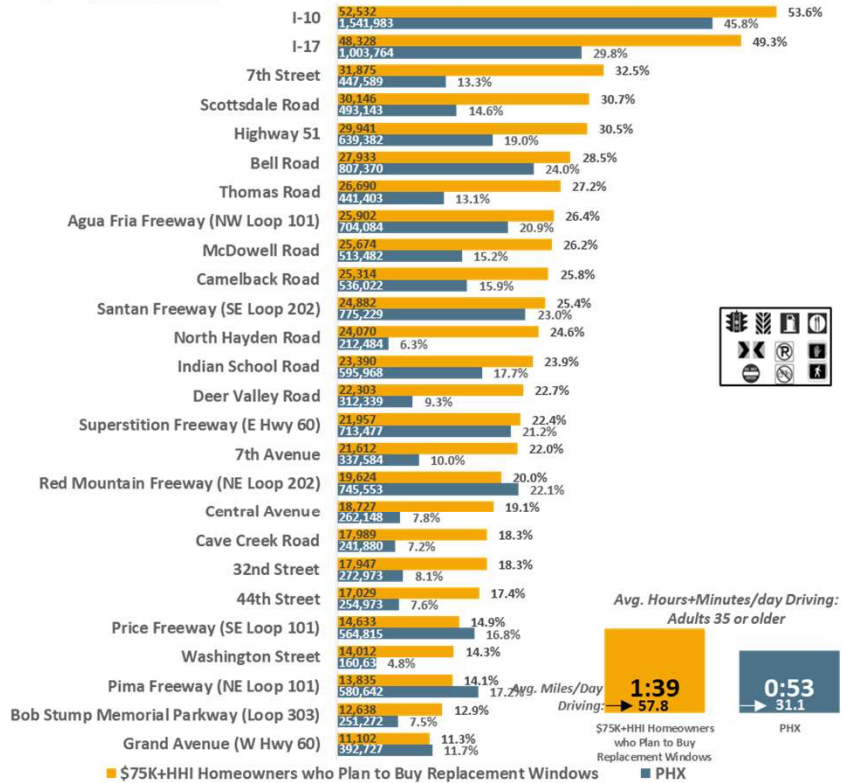


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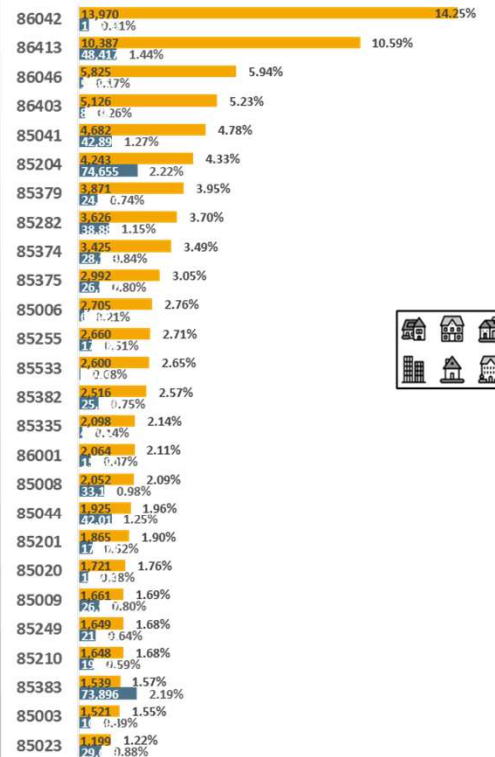


95,646 or 97.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows spend an average of 99.4 minutes per day driving an average of 57.8 miles each day and are 289.1% more likely to use North Hayden Road than the Metro average.

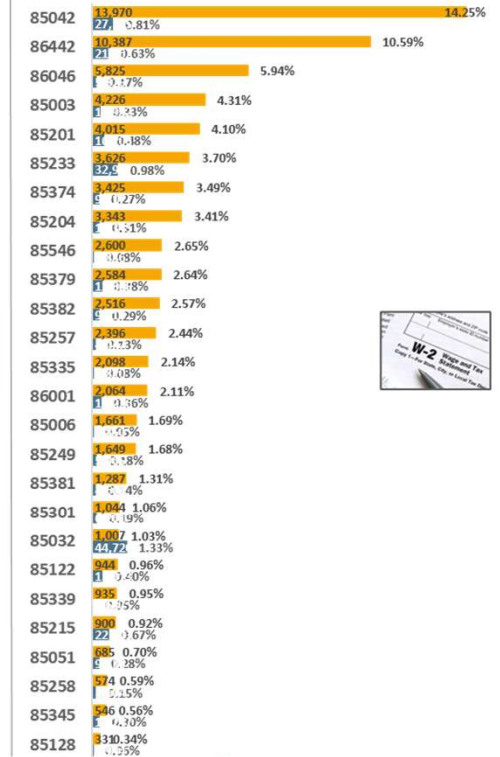
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



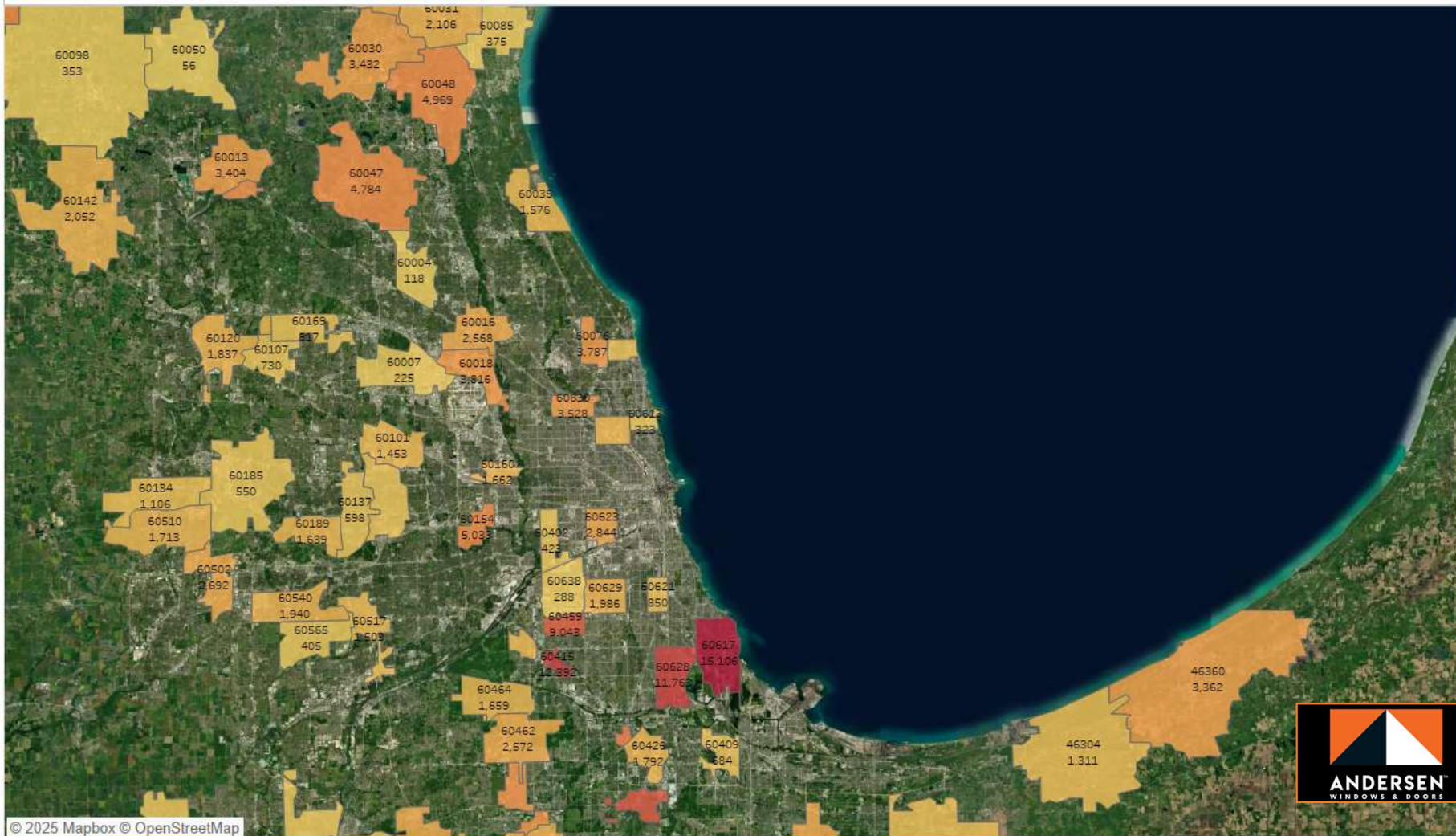
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows)



SUM(Adults 35 or older ...)



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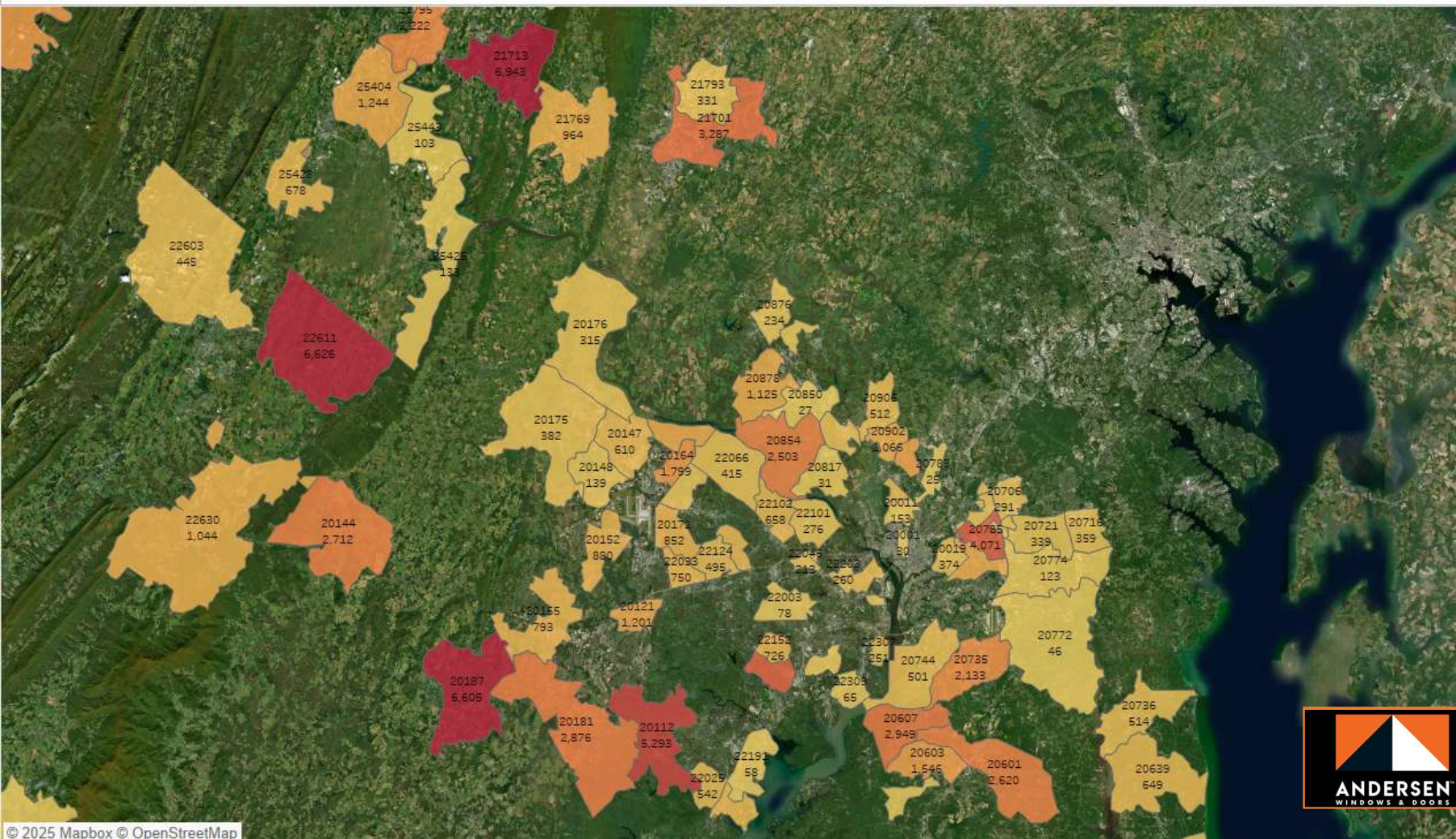
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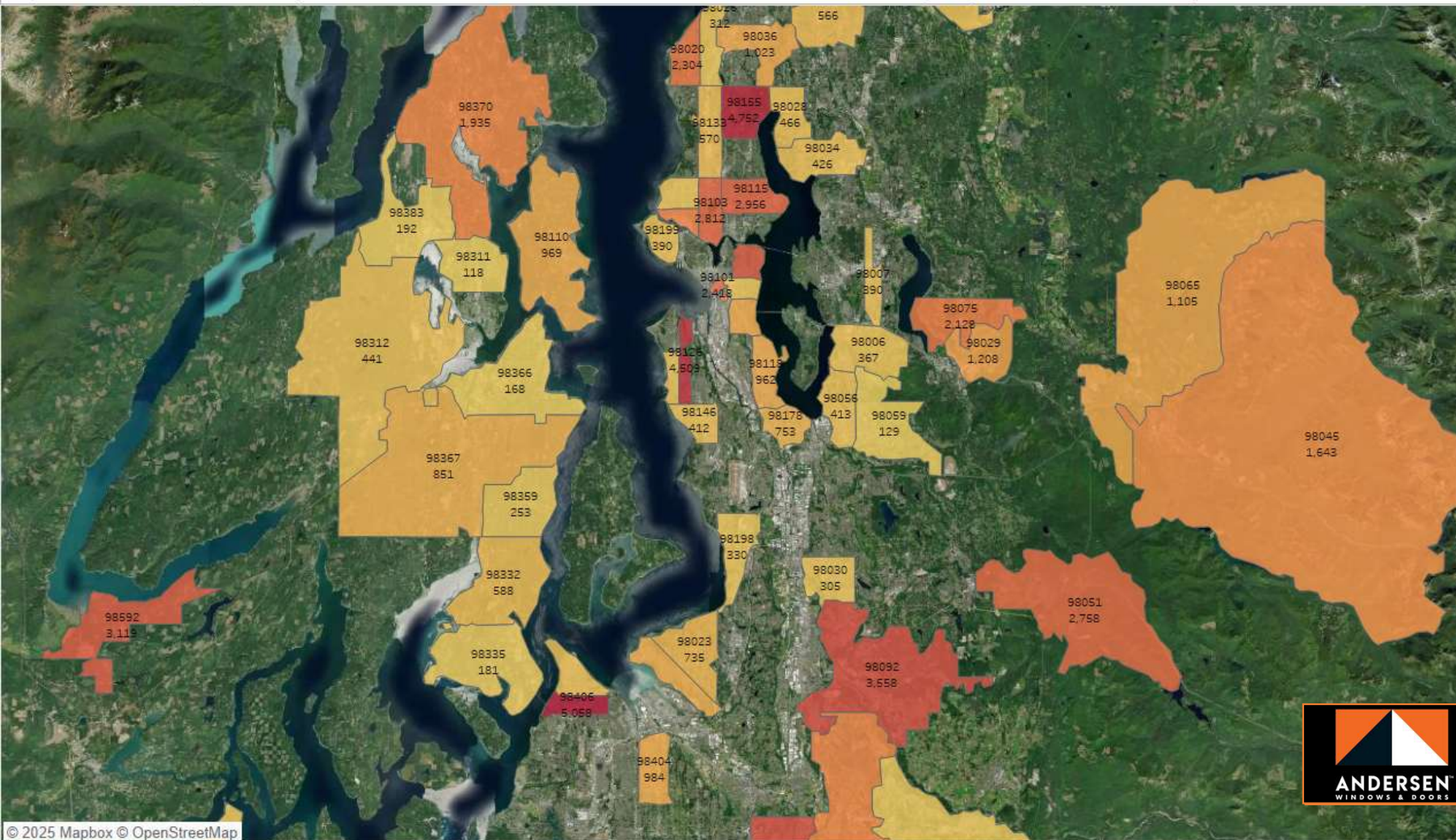
[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

Top Residential Zip Codes: (Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows)

SUM(Adults 35 or older ...



Top Residential Zip Codes: (Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows)



SUM(Adults 35 or older ...



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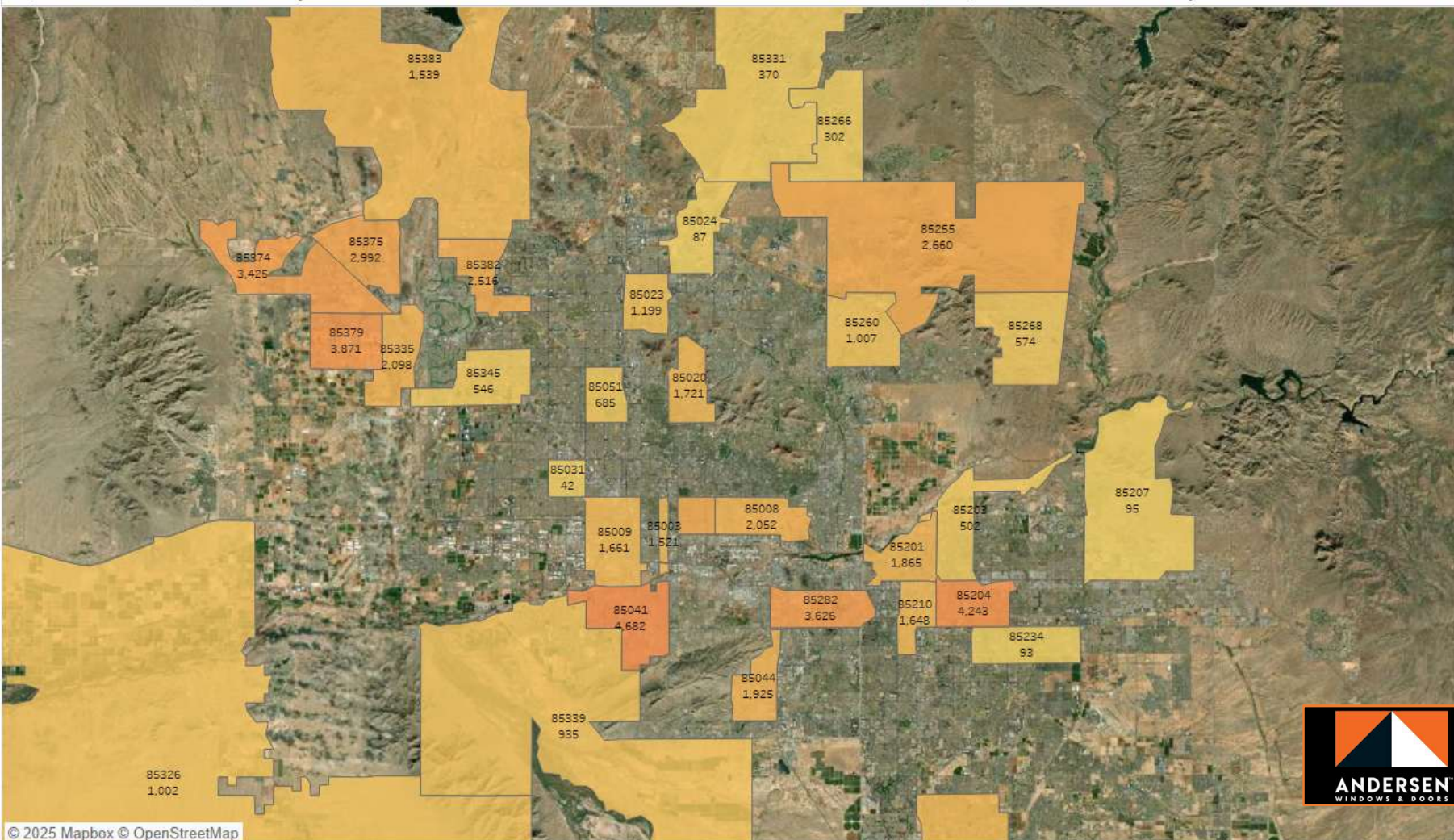
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 107
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

Top Residential Zip Codes: (Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows)

SUM(Adults 35 or older ...



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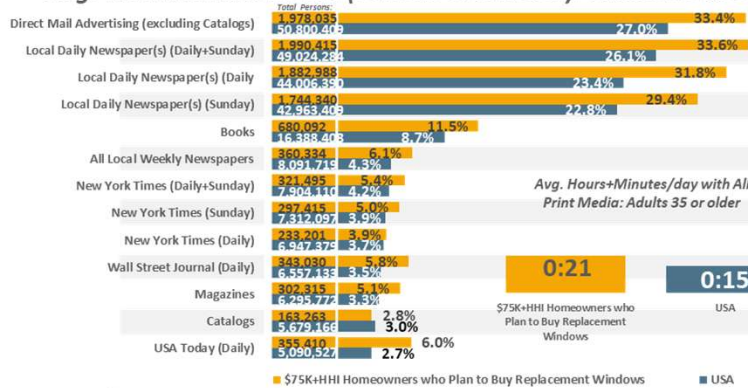
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



1,990,415 or 33.6% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.9 minutes every day representing 36.2% of all time spent daily with All forms of Print Medi

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

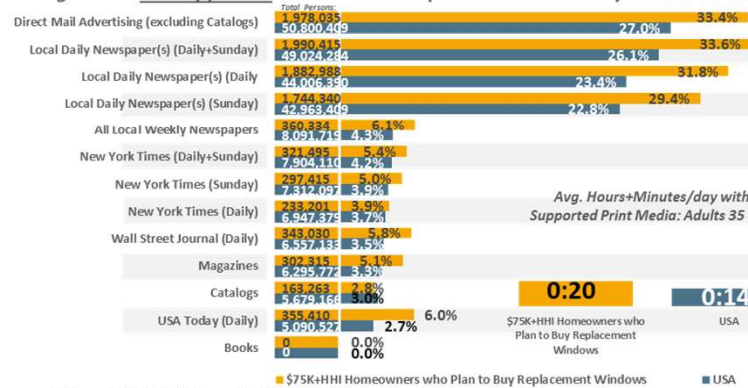


Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

0:21

0:15

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

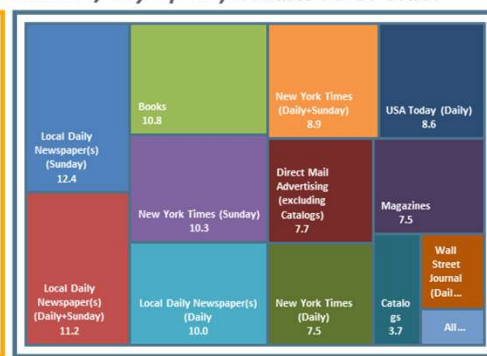
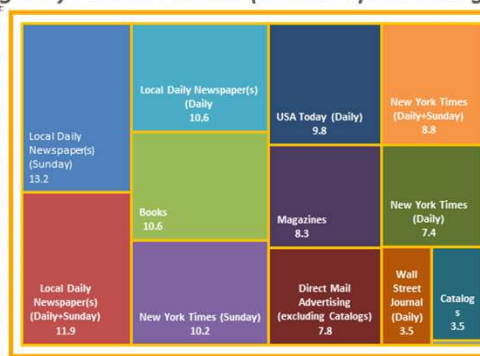


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older

0:20

0:14

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



\$75K+HHI Homeowners who Plan to Buy Replacement Windows

USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 691
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USA Projection

Scarborough R2 2025: Sep24-Aug25

Qual Intab

25,507

\$75K+HHI Homeowners who Plan to Buy Replacement Windows

USA

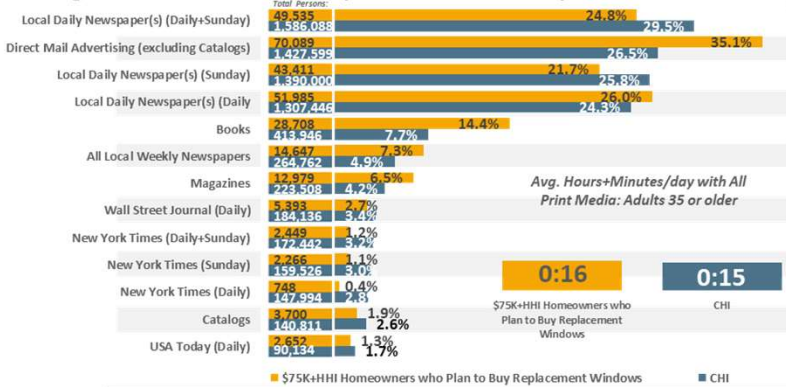
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]

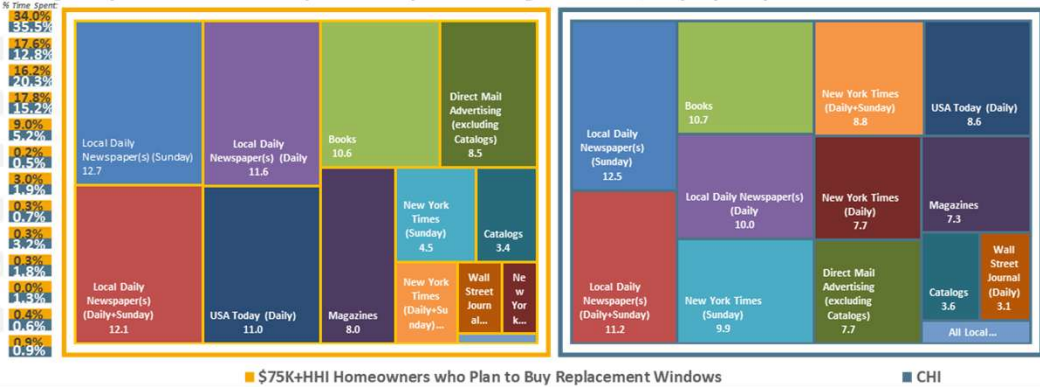


49,535 or 24.8% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 37.3% of all time spent daily with All forms of Print Media.

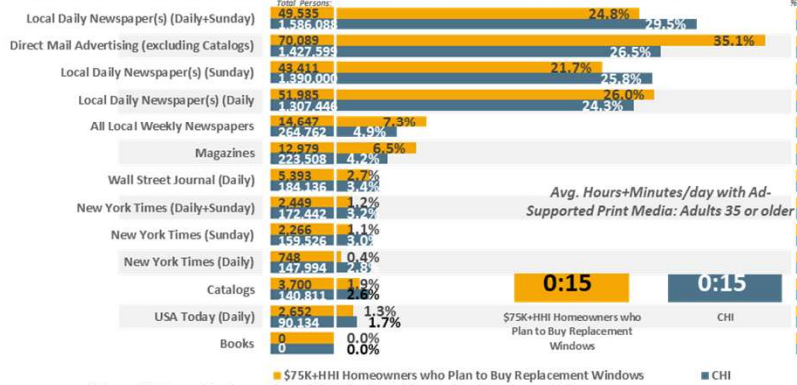
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



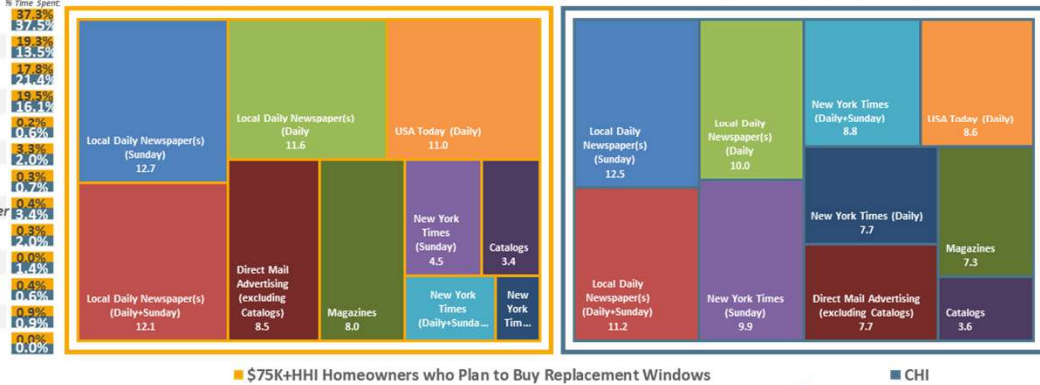
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



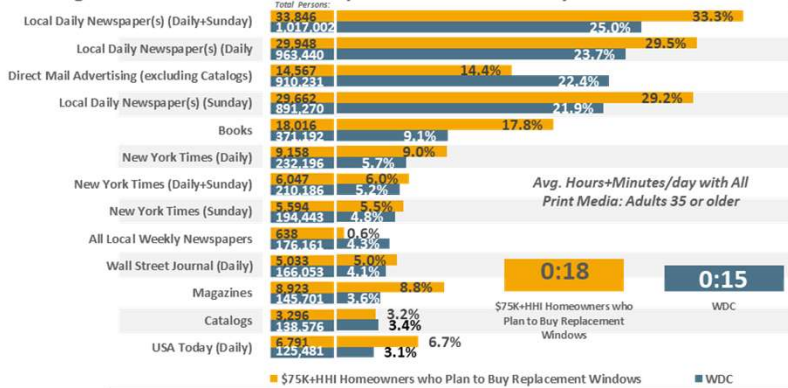
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



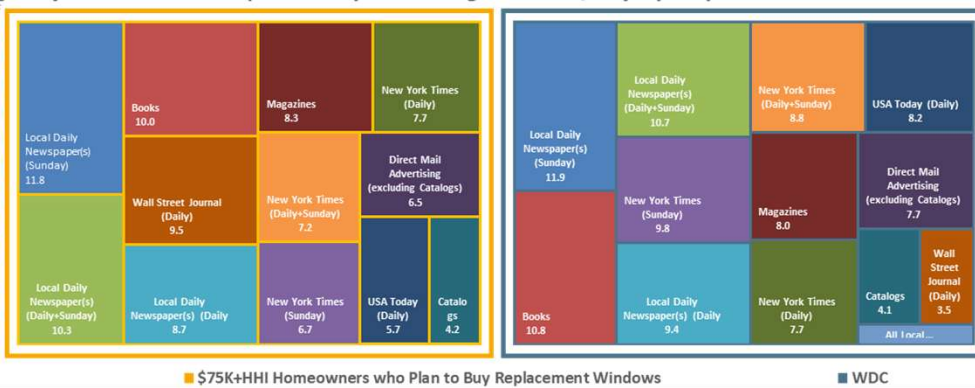


33,846 or 33.3% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 35.8% of all time spent daily with All forms of Print Media.

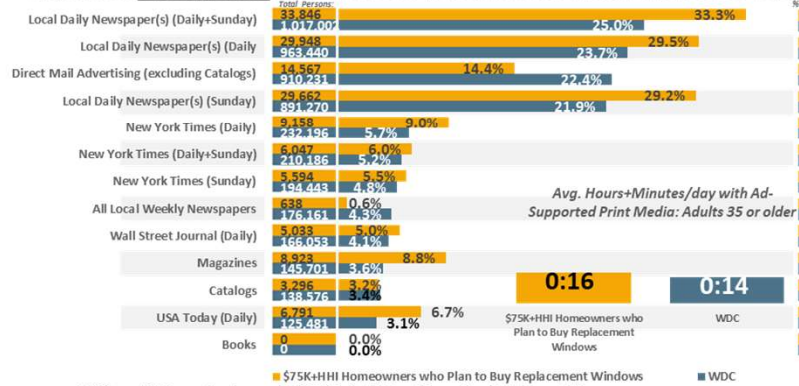
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



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



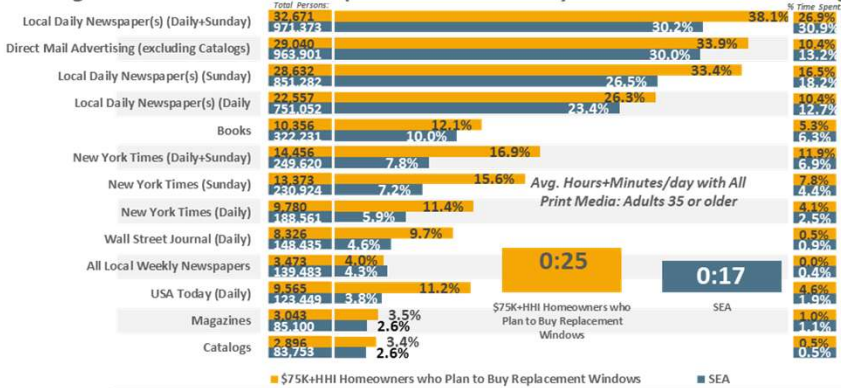
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





32,671 or 38.1% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

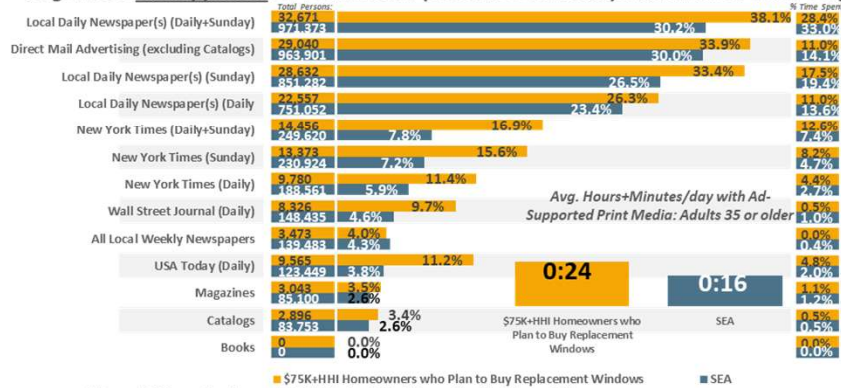
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



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



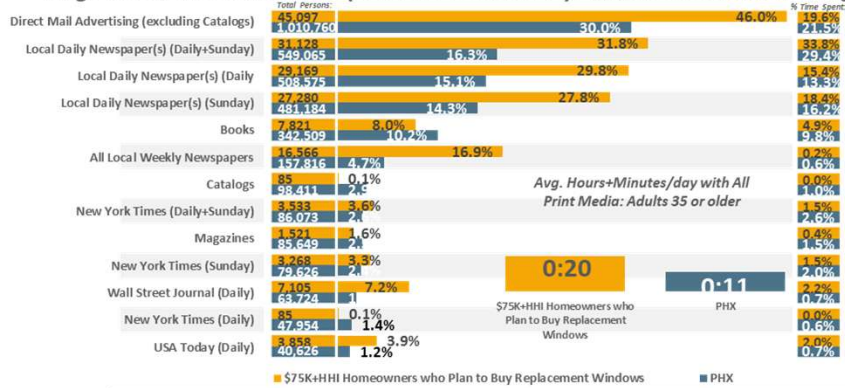
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





31,128 or 31.8% of Adults 35 or older \$75K+HHI Homeowners who Plan to Buy Replacement Windows read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

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



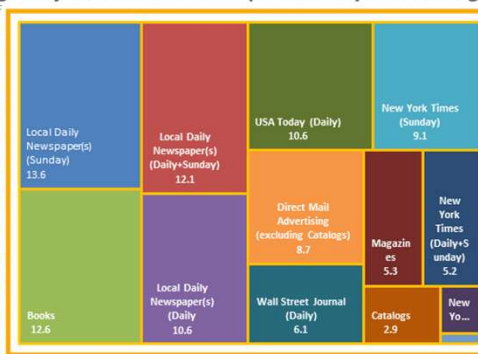
Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

0:20 PHX

0:11

\$75K+HHI Homeowners who Plan to Buy Replacement Windows

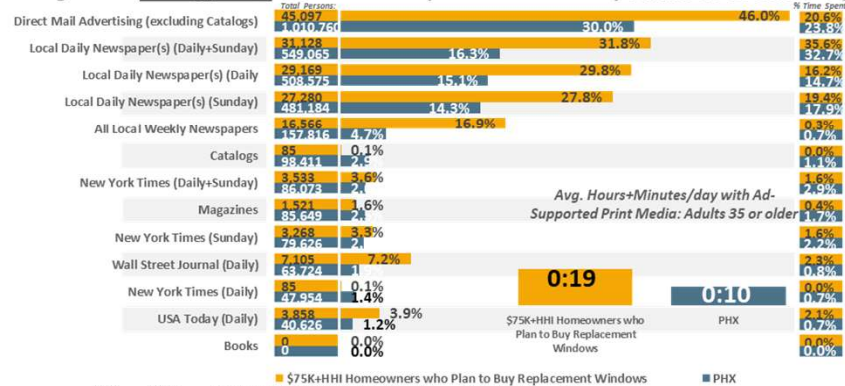
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



\$75K+HHI Homeowners who Plan to Buy Replacement Windows

PHX

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



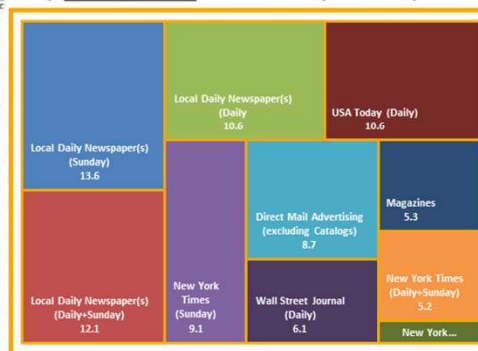
Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older

0:19 PHX

0:10

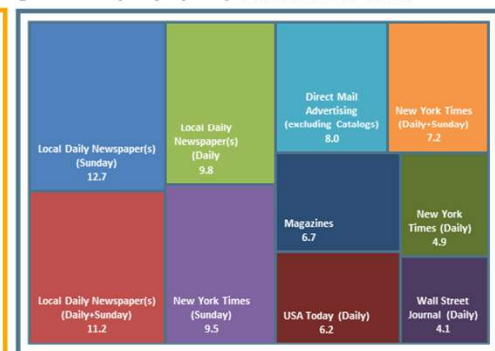
\$75K+HHI Homeowners who Plan to Buy Replacement Windows

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



\$75K+HHI Homeowners who Plan to Buy Replacement Windows

PHX

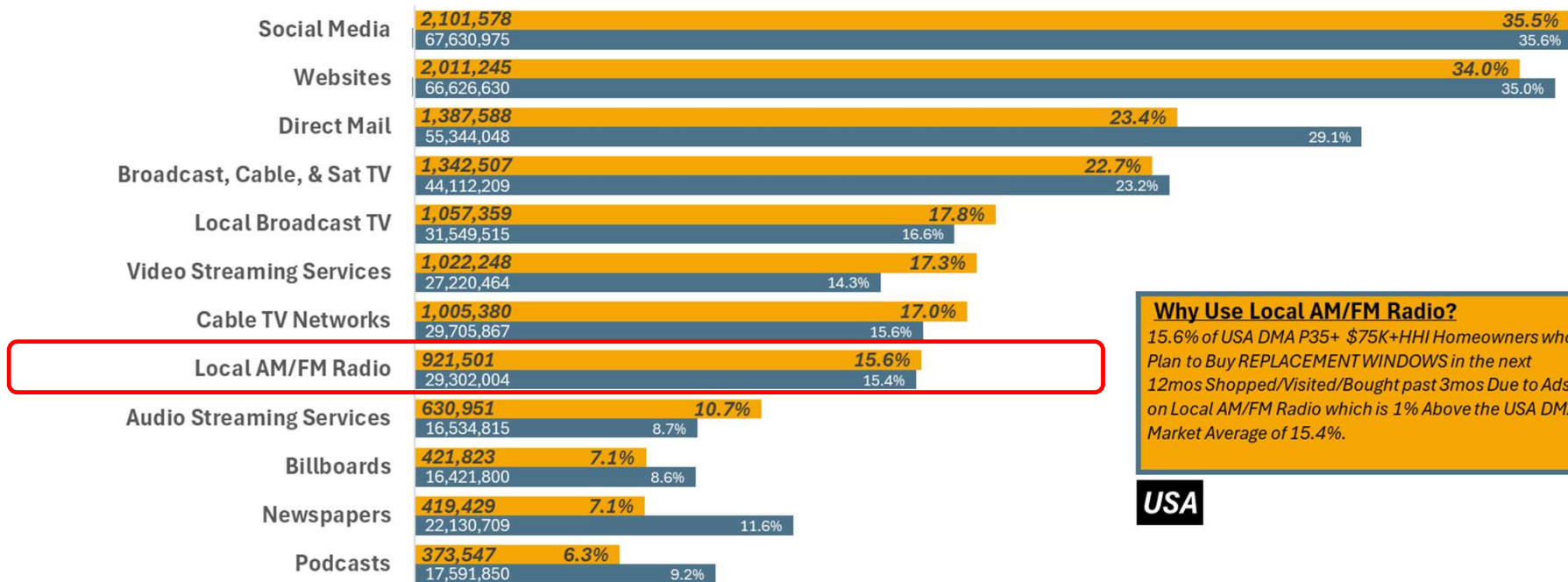


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"Advertising Actions"

P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
15.6% of USA DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the USA DMA Market Average of 15.4%.

USA

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 597
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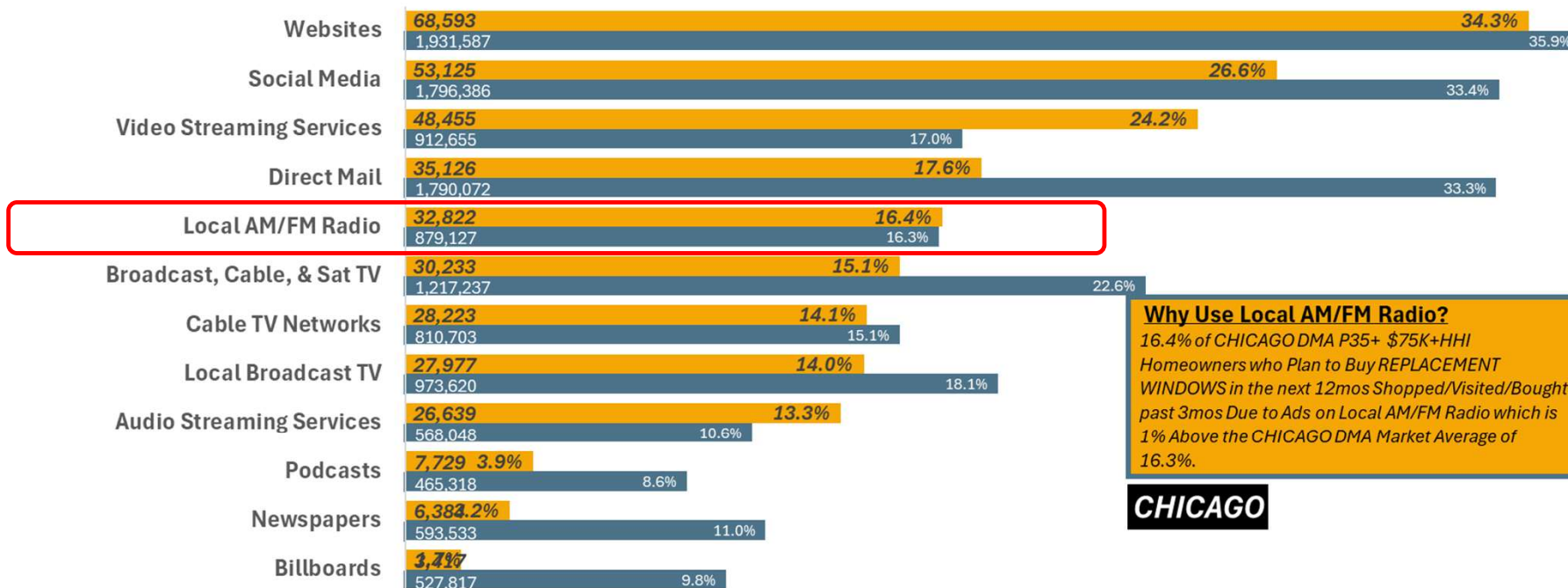
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



"Advertising Actions"

P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
16.4% of CHICAGO DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CHICAGO DMA Market Average of 16.3%.

CHICAGO

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 97
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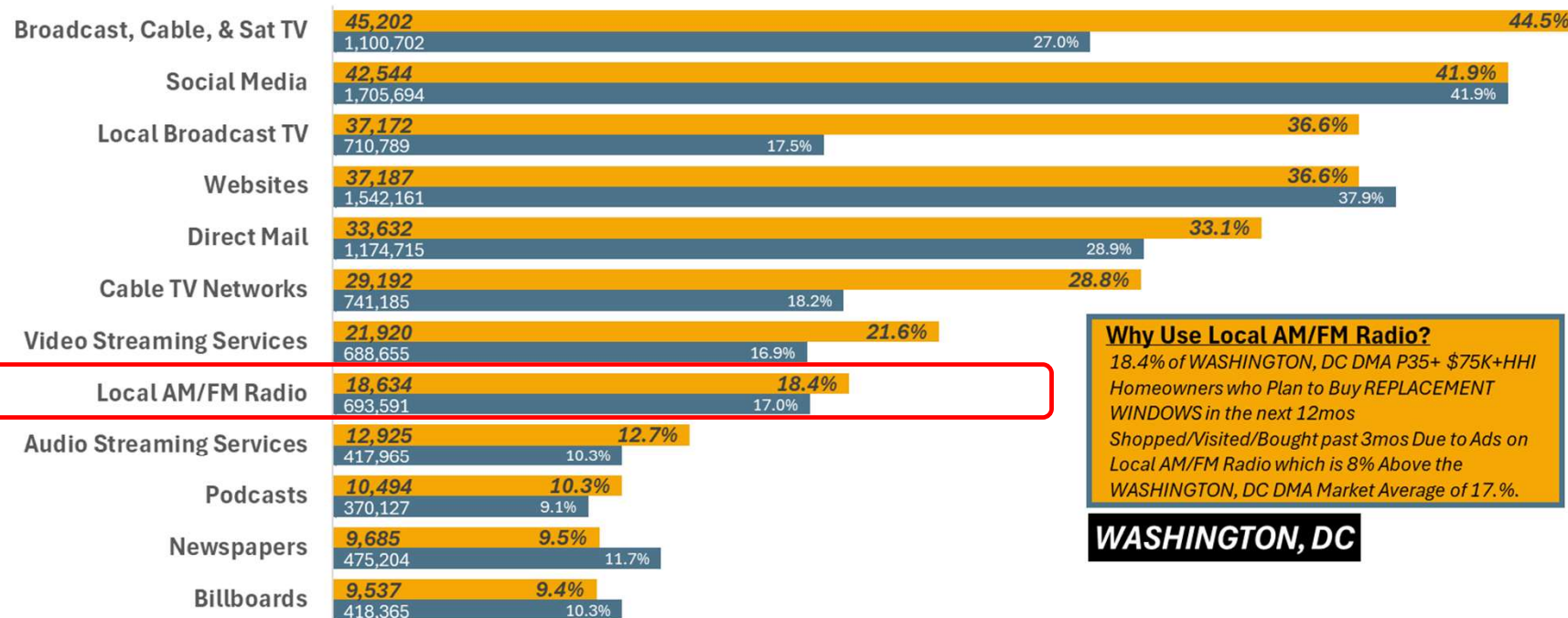
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



"Advertising Actions"

P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.4% of WASHINGTON, DC DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the WASHINGTON, DC DMA Market Average of 17.0%.

WASHINGTON, DC

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 124
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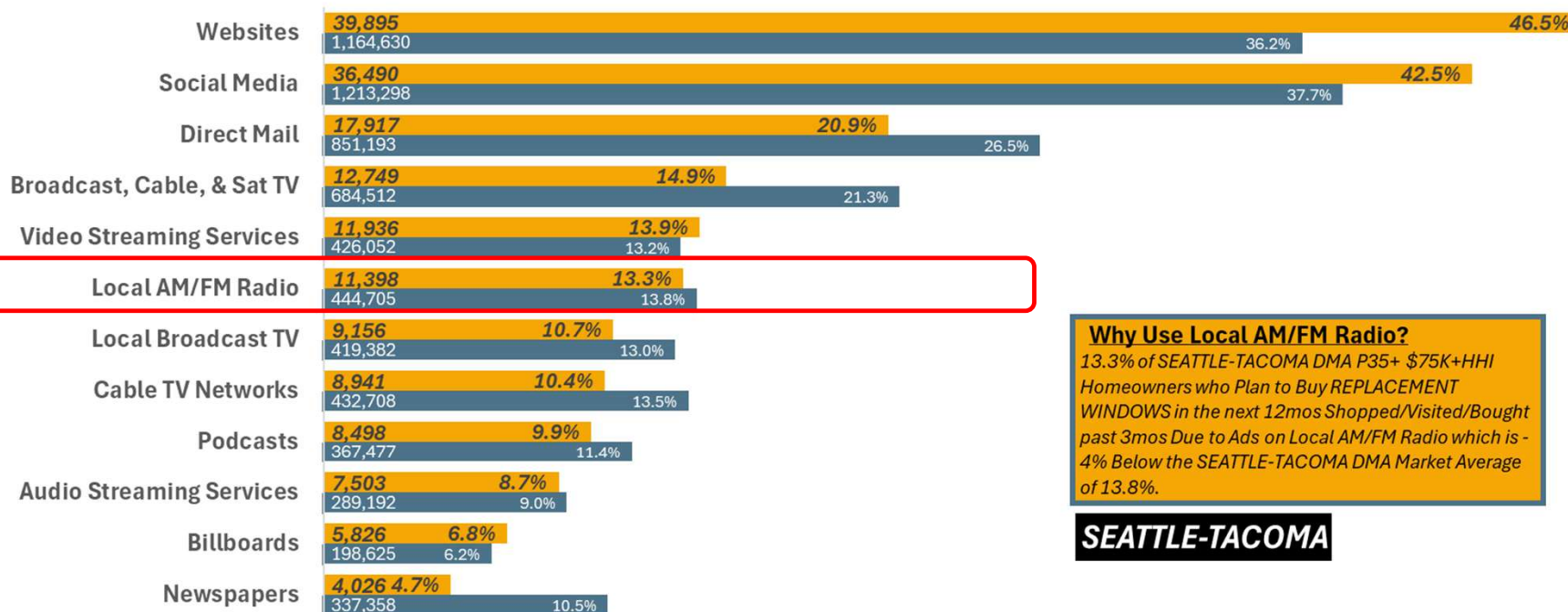
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



"Advertising Actions"

P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.3% of SEATTLE-TACOMA DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 4% Below the SEATTLE-TACOMA DMA Market Average of 13.8%.

SEATTLE-TACOMA

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 93
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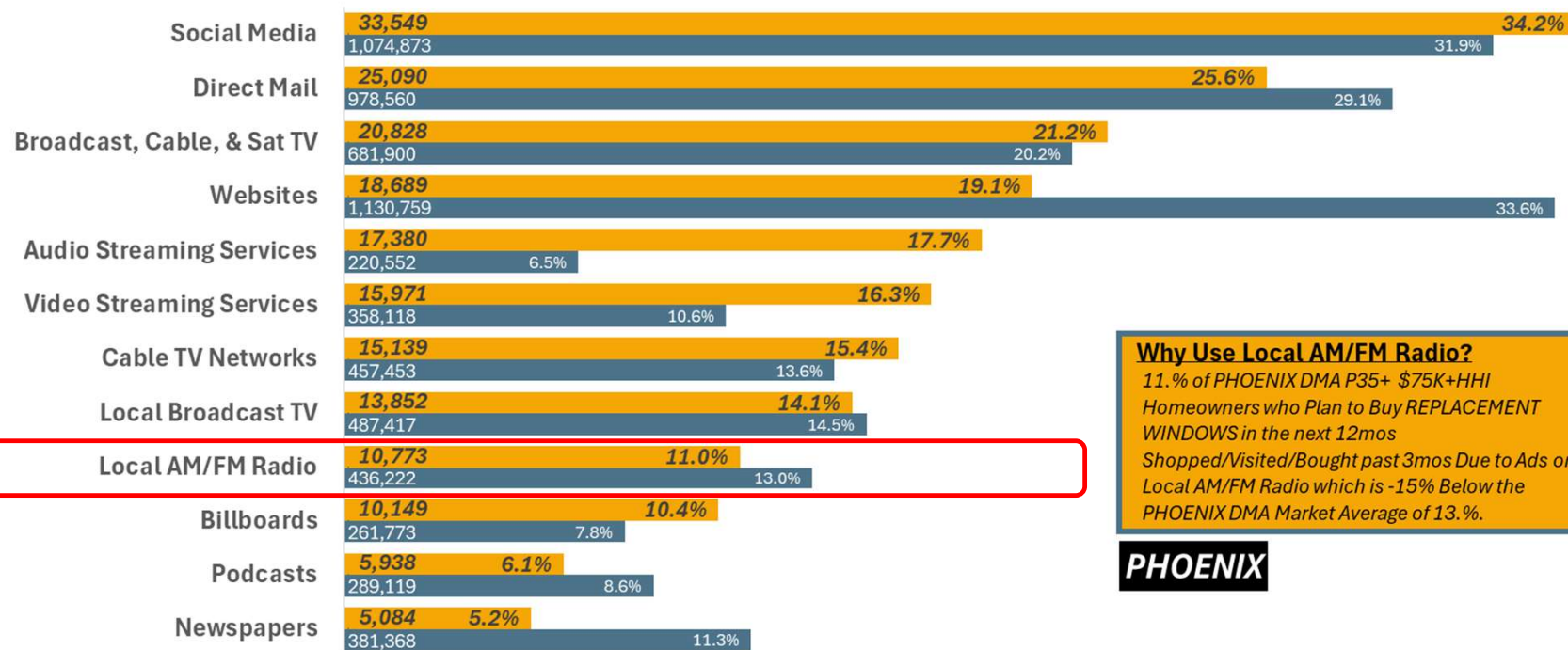
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[[[Household income summaries (HHLD): \$75,000 or more AND Own or rent residence (HHLD): Own] AND Type of dwelling (HHLD): Single family house (unattached)] AND Type of home improvement plan to do next 12 months (HHLD): Replace windows or doors]]



"Advertising Actions"

P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.% of PHOENIX DMA P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the PHOENIX DMA Market Average of 13.%.

PHOENIX

■ P35+ \$75K+HHI Homeowners who Plan to Buy REPLACEMENT WINDOWS in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 47
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[[[Household income summaries (HHLD): \$75,000 or more AND 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]]