

# USA+4 DMAs – P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months!

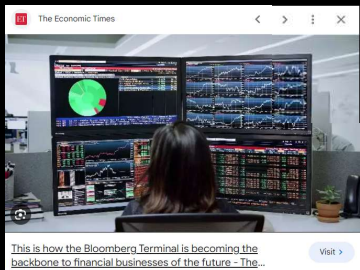
## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months as of March 31, 2026.



## P35+



**CHEMED**  **Vanguard BlackRock**

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

[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more))]





4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 57.1 years old (.6% younger than average) and have a \$166,015 (36.6% higher than average) annual household income.

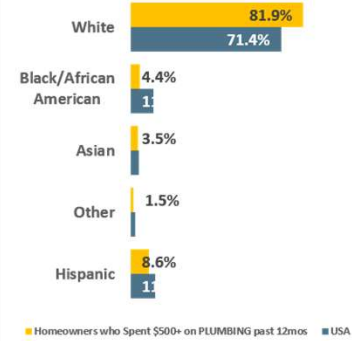
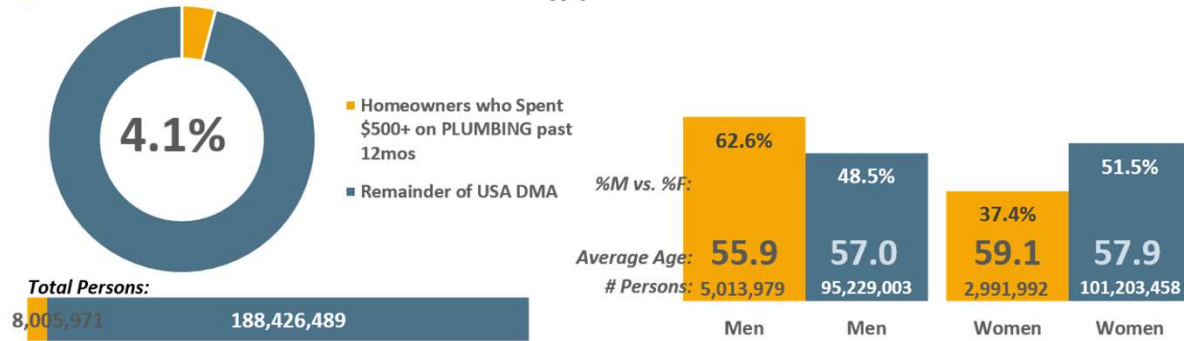


### Percent of Market: Adults 35 or older



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

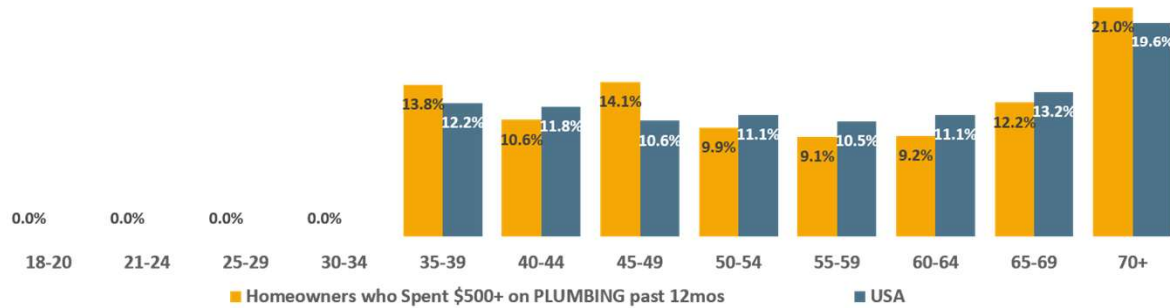
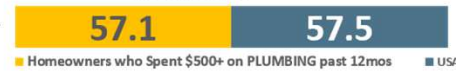
### Ethnicity of Target vs. Market:



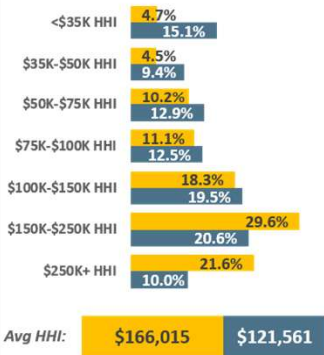
### Age Cell Demographics of Target vs. Market:

#### Average Age:

Adults 35 or older



### HHI of Target vs. Market:







3.6% or 197,608 of CHI DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 59.4 years old (4.4% older than average) and have a \$156,972 (39.7% higher than average) annual household income.

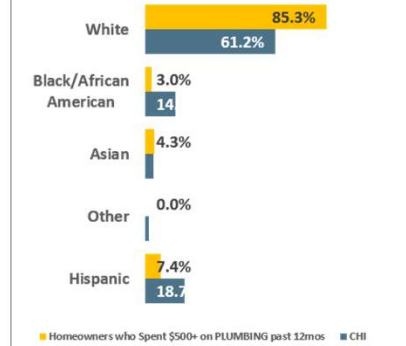
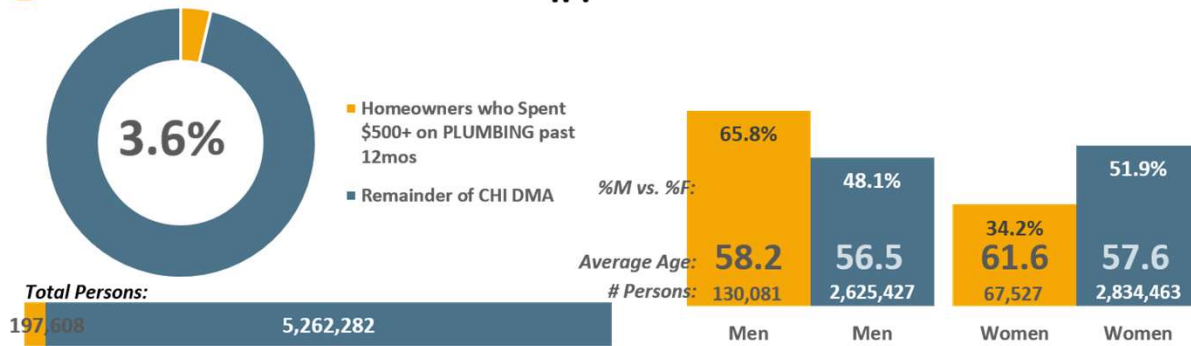


## Percent of Market: Adults 35 or older

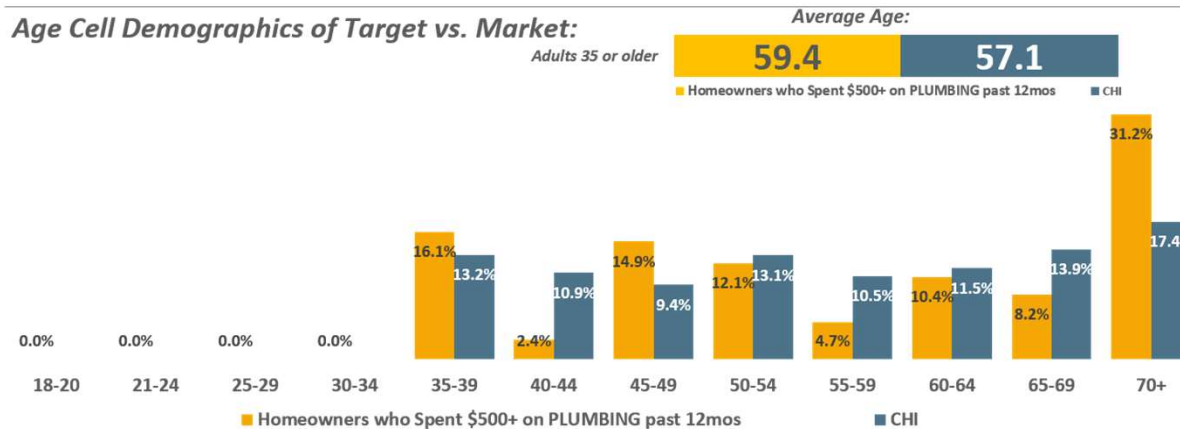


## Gender of Target vs. Market: Adults 35 or older

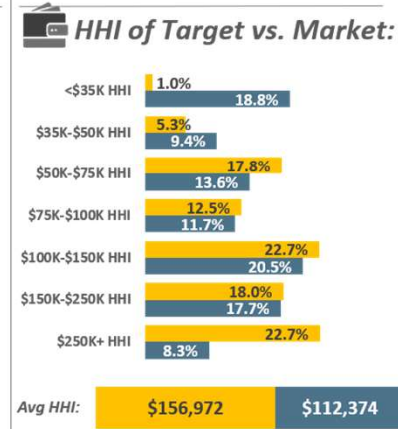
## Ethnicity of Target vs. Market:



## Age Cell Demographics of Target vs. Market:



## HHI of Target vs. Market:





4.6% or 188,266 of WDC DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 56.3 years old (.5% younger than average) and have a \$216,114 (45.2% higher than average) annual household income.

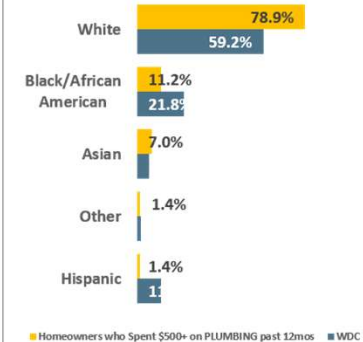
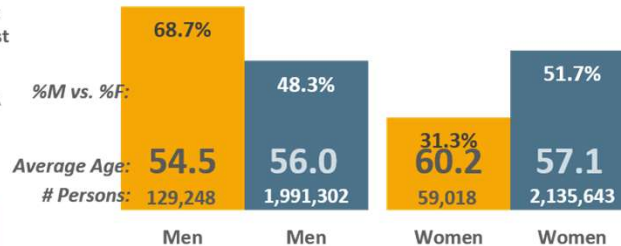
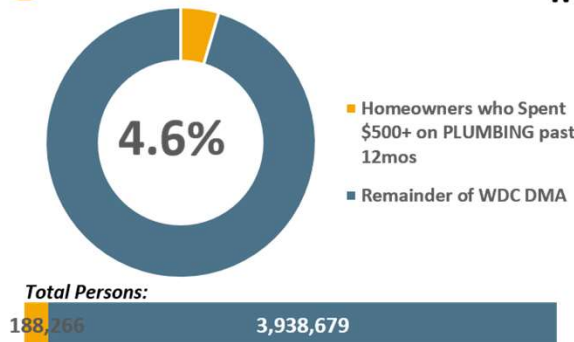


### Percent of Market: Adults 35 or older



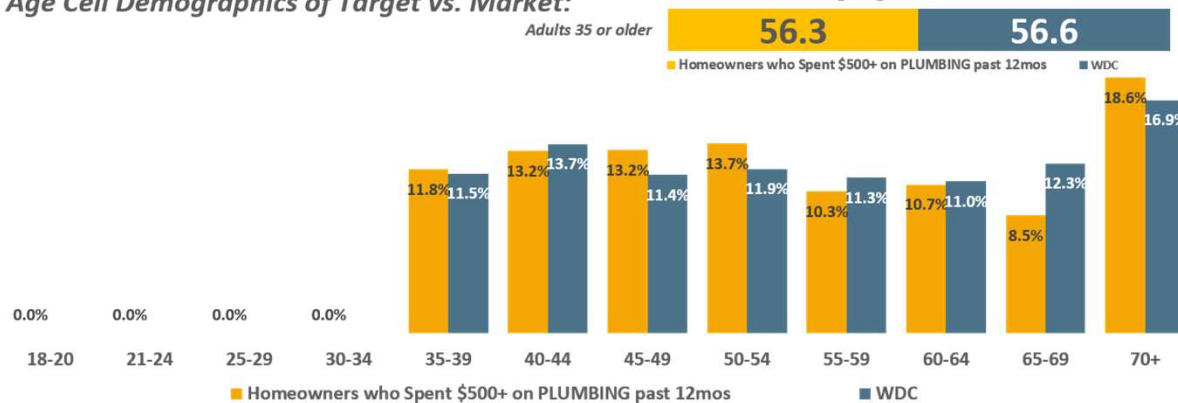
### Gender of Target vs. Market: Adults 35 or older

### Ethnicity of Target vs. Market:

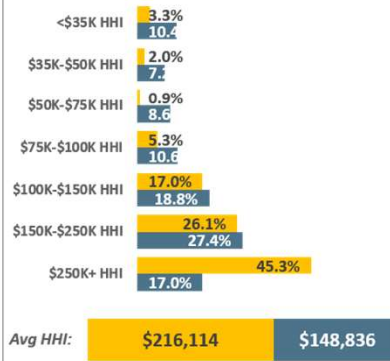


### Age Cell Demographics of Target vs. Market:

#### Average Age:



### HHI of Target vs. Market:





4.8% or 156,141 of SEA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 56. years old (1.2% younger than average) and have a \$149,579 (12.4% higher than average) annual household income.

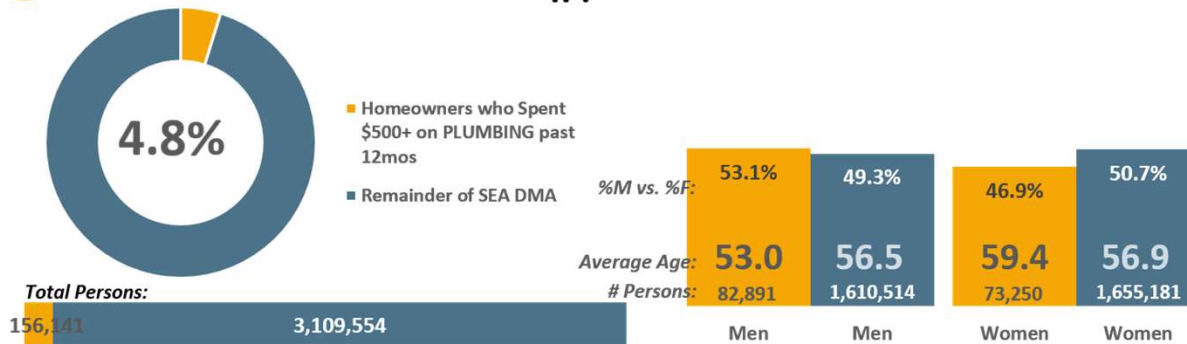


Percent of Market: Adults 35 or older

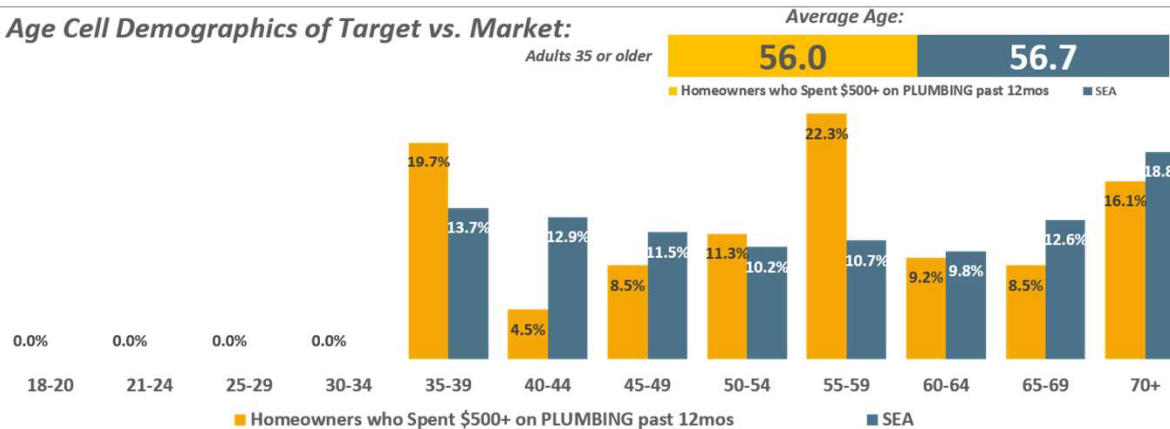


Gender of Target vs. Market: Adults 35 or older

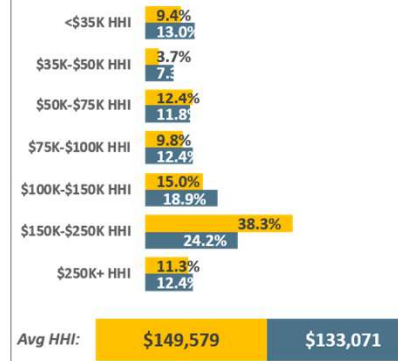
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144  
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]





5.9% or 201,295 of PHX DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Typical Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 54.8 years old (5.7% younger than average) and have a \$173,260 (54.4% higher than average) annual household income.

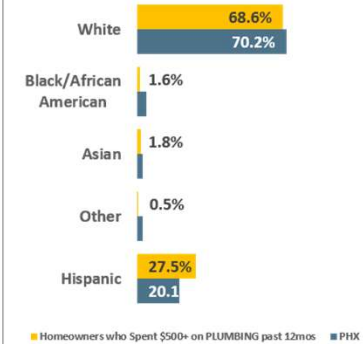
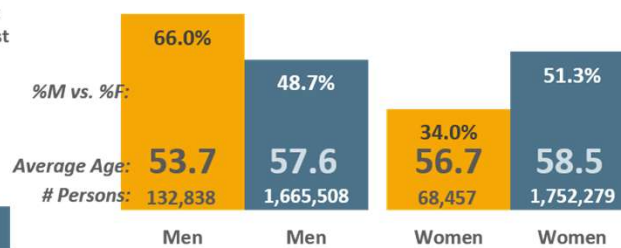
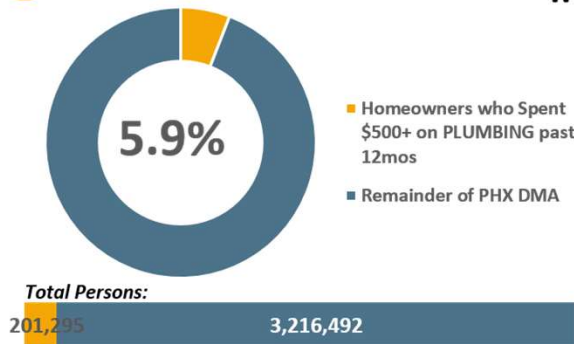


### Percent of Market: Adults 35 or older

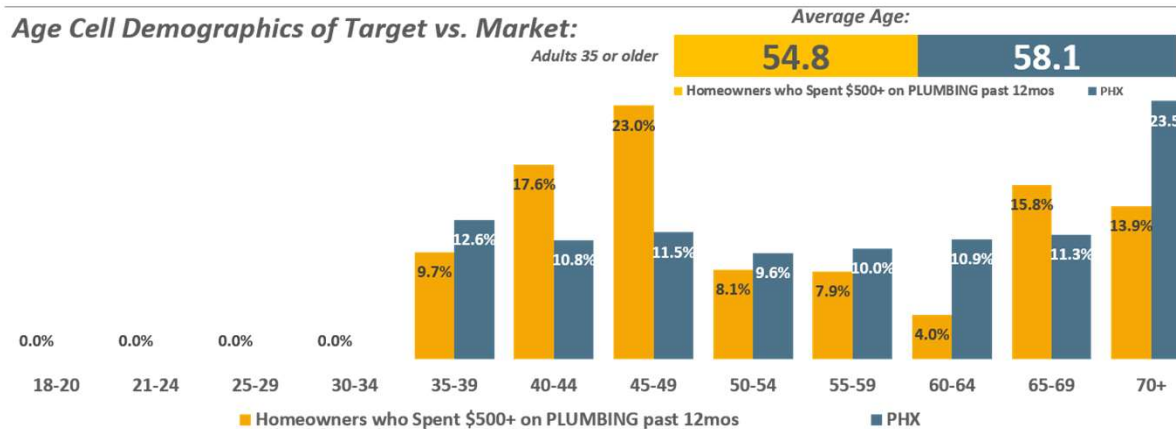


### Gender of Target vs. Market: Adults 35 or older

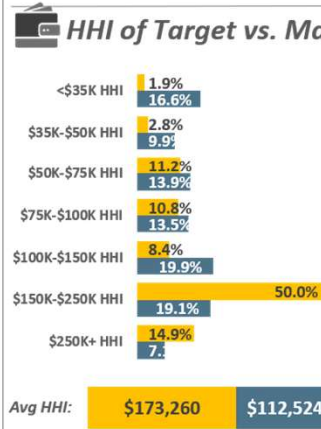
### Ethnicity of Target vs. Market:



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



### HHI of Target vs. Market:

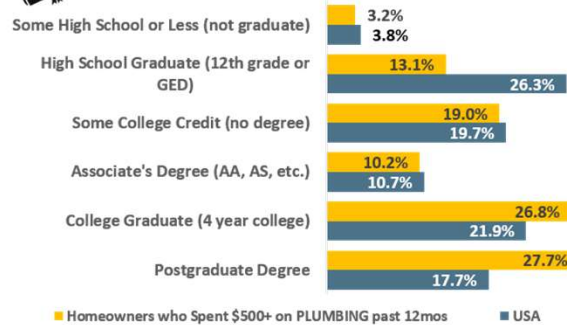




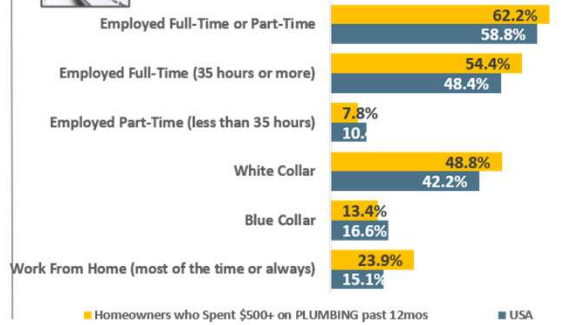
4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past...  
 Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 37.7% more likely to be a college graduate, 12.4% more likely to work full-time, 26.3% more likely to be married, 12.2% less likely to be a grandparent of 1 or more children under 18



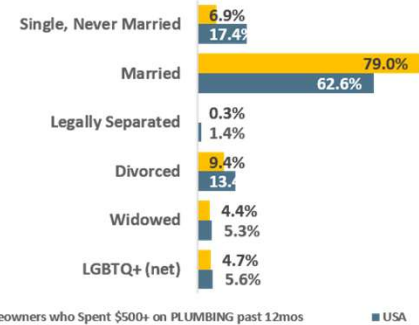
### Education Levels: Adults 35 or older



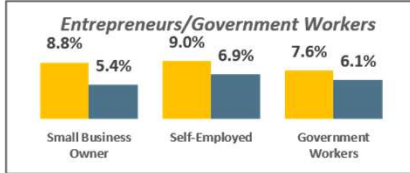
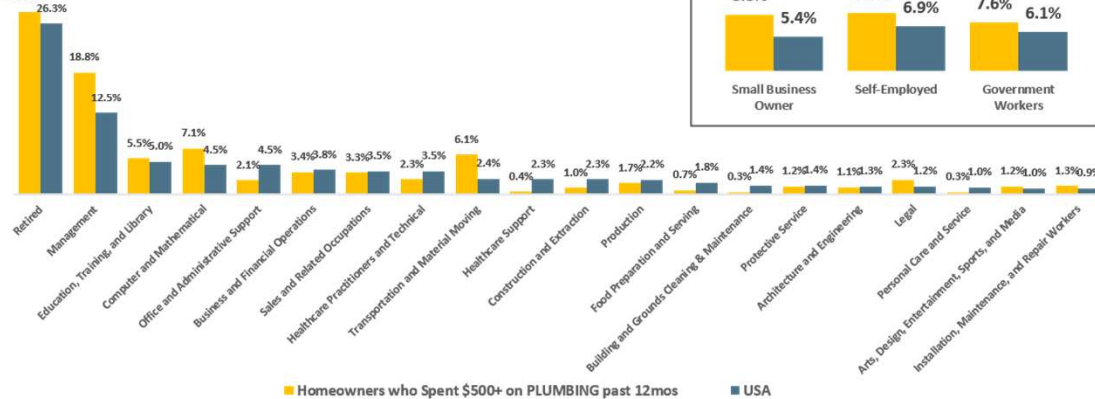
### Employment: Adults 35 or older



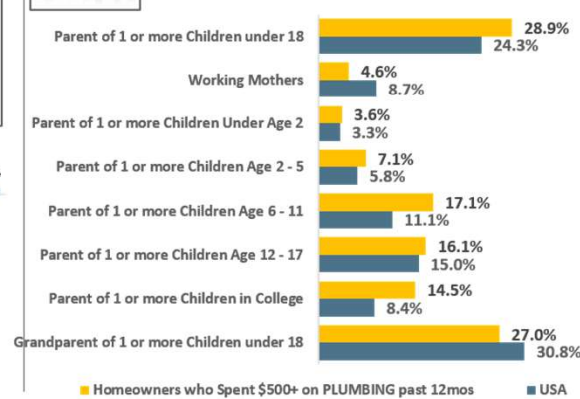
### Marital Status: Adults 35 or older



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



### Stage in Life: Adults 35 or older

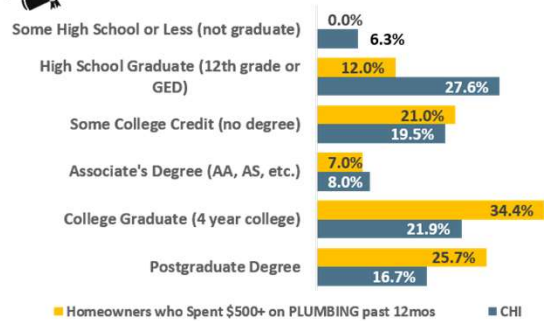




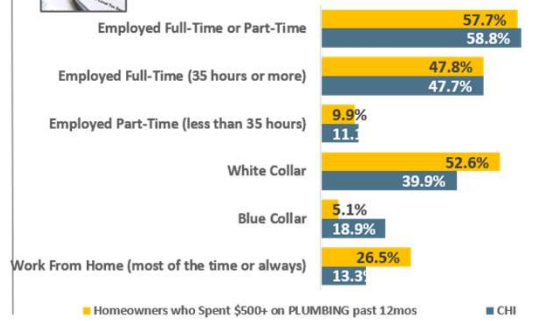
3.6% or 197,608 of CHI DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 55.8% more likely to be a college graduate, .3% more likely to work full-time, 30.5% more likely to be married, 22.4% less likely to be a grandparent of 1 or more children under 18.



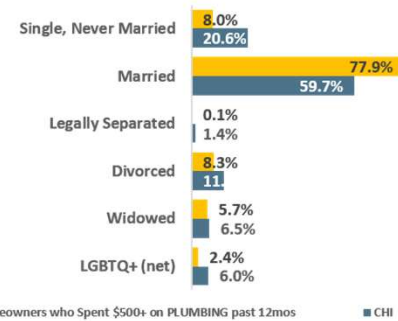
### Education Levels: Adults 35 or older



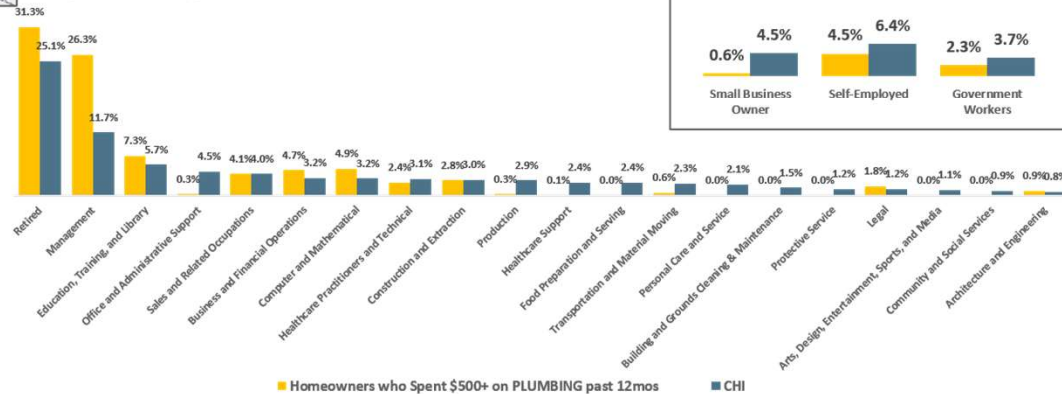
### Employment: Adults 35 or older



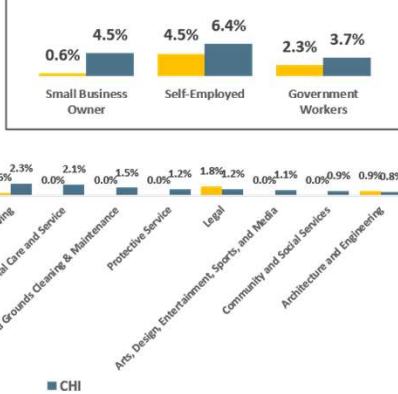
### Marital Status: Adults 35 or older



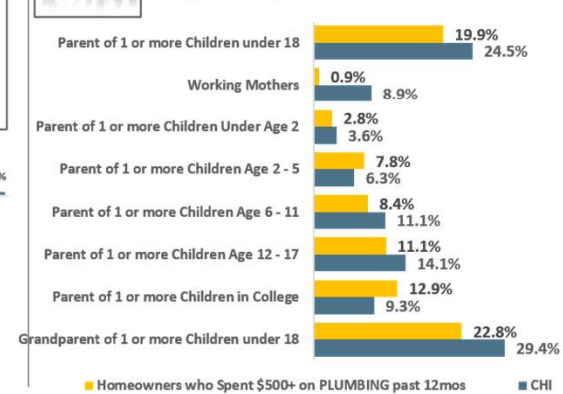
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older



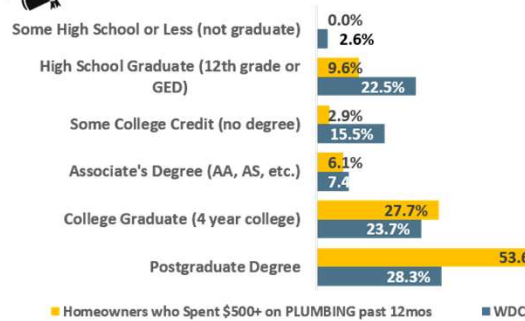




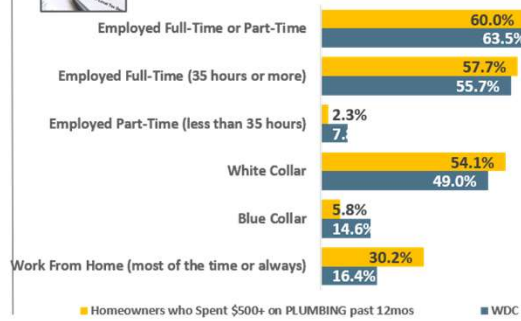
4.6% or 188,266 of WDC DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 56.5% more likely to be a college graduate, 3.5% more likely to work full-time, 36.7% more likely to be married, 3.9% less likely to be a grandparent of 1 or more children under 18.



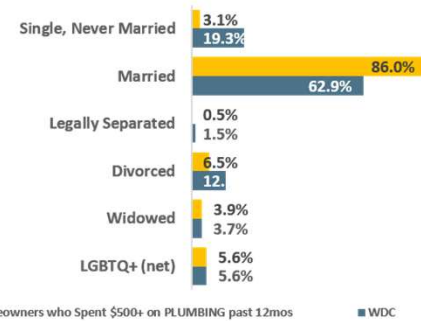
### Education Levels: Adults 35 or older



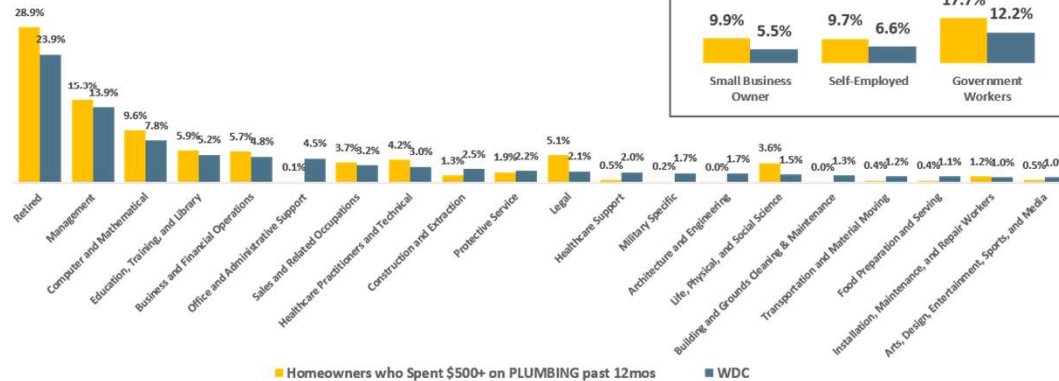
### Employment: Adults 35 or older



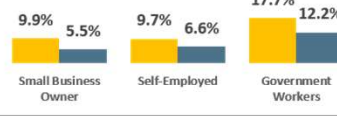
### Marital Status: Adults 35 or older



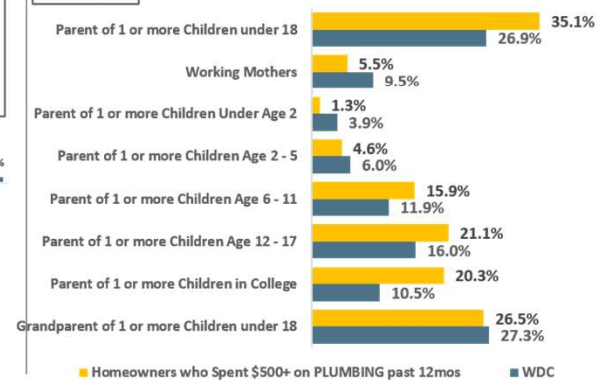
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



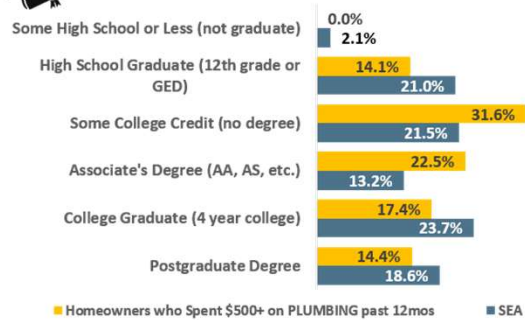
### Stage in Life: Adults 35 or older



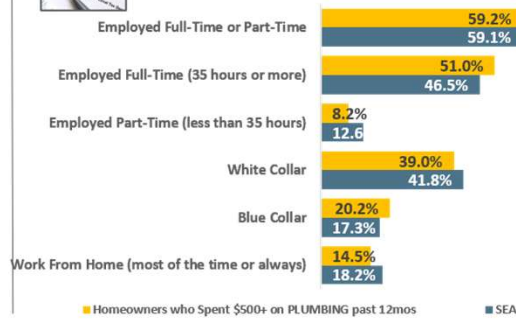


4.8% or 156,141 of SEA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 24.9% less likely to be a college graduate, 9.6% more likely to work full-time, 24.4% more likely to be married, 12.5% less likely to be a grandparent of 1 or more children under 18.

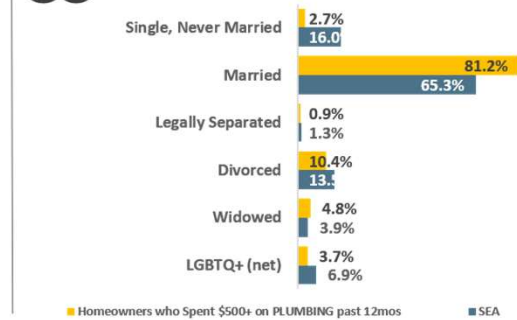
### Education Levels: Adults 35 or older



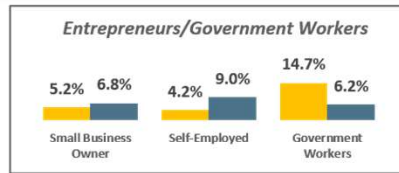
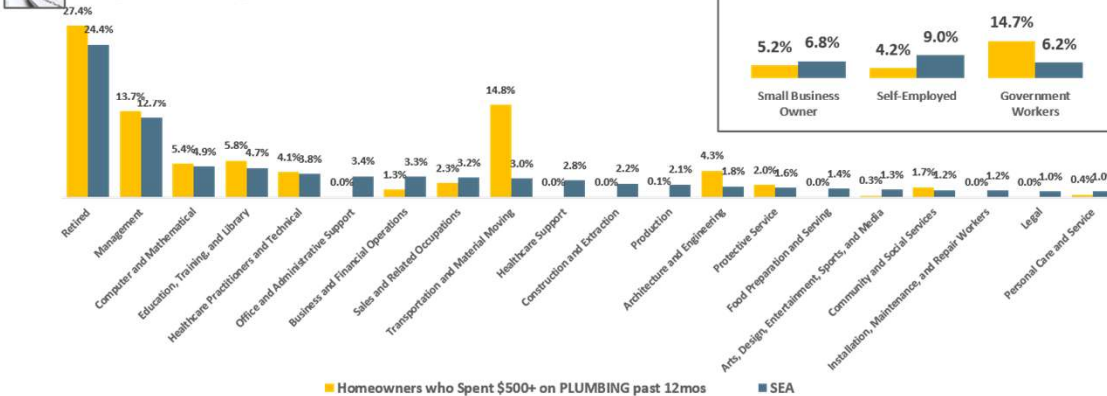
### Employment: Adults 35 or older



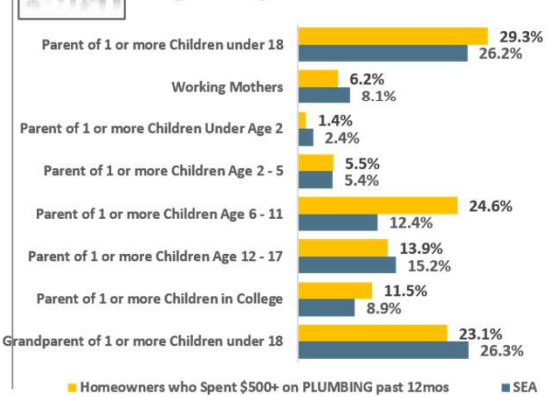
### Marital Status: Adults 35 or older



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



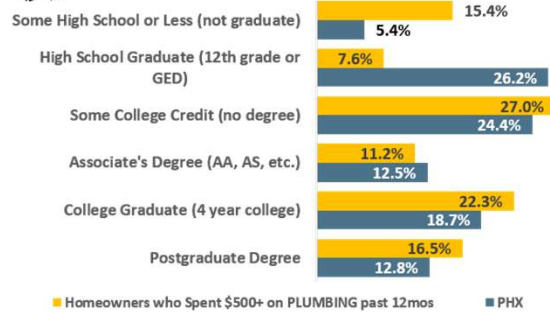
### Stage in Life: Adults 35 or older



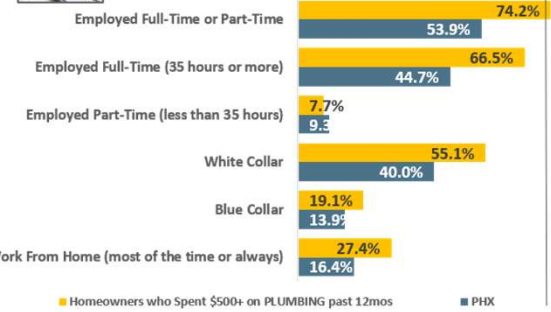


5.9% or 201,295 of PHX DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 23.4% more likely to be a college graduate, 48.9% more likely to work full-time, 31.8% more likely to be married, 16.6% less likely to be a grandparent of 1 or more children under 18

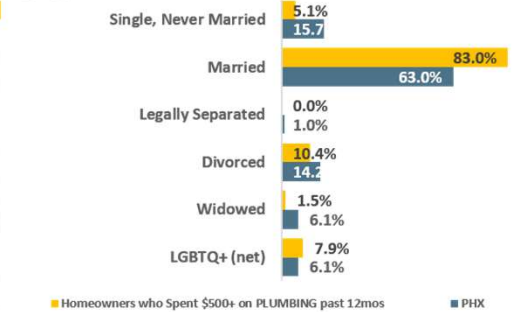
### Education Levels: Adults 35 or older



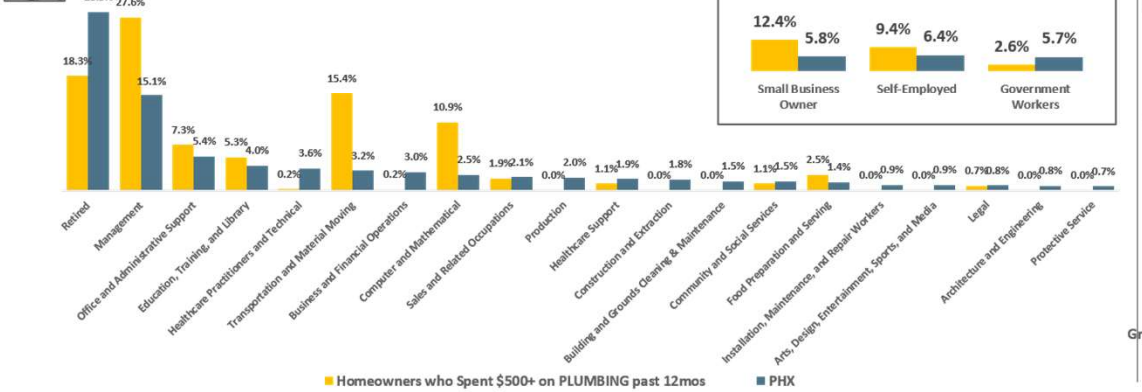
### Employment: Adults 35 or older



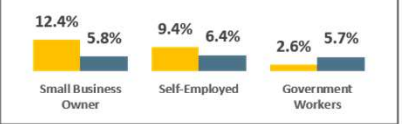
### Marital Status: Adults 35 or older



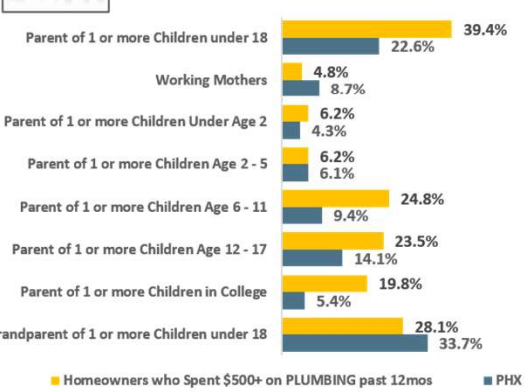
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older

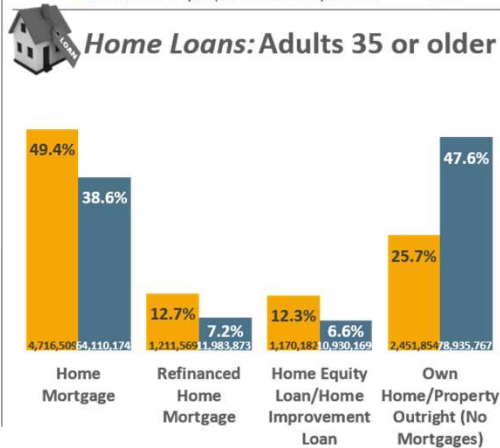
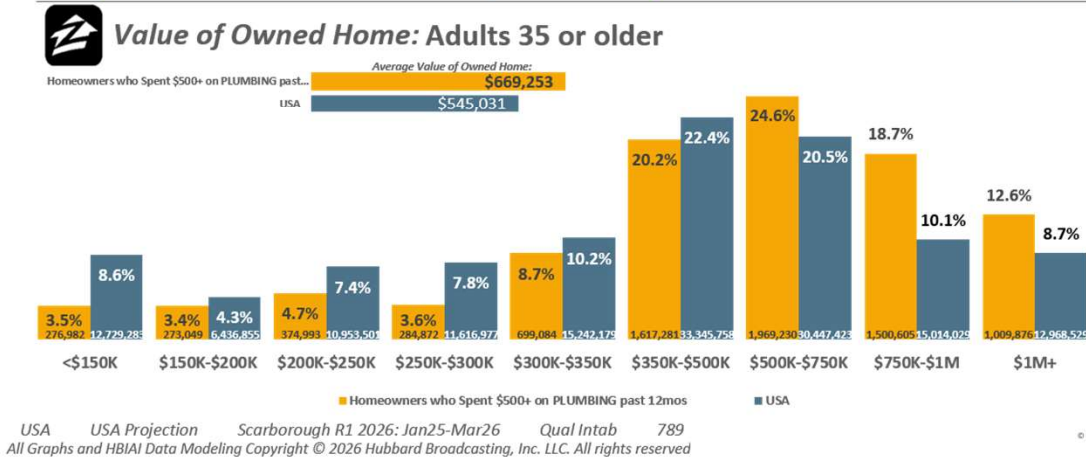
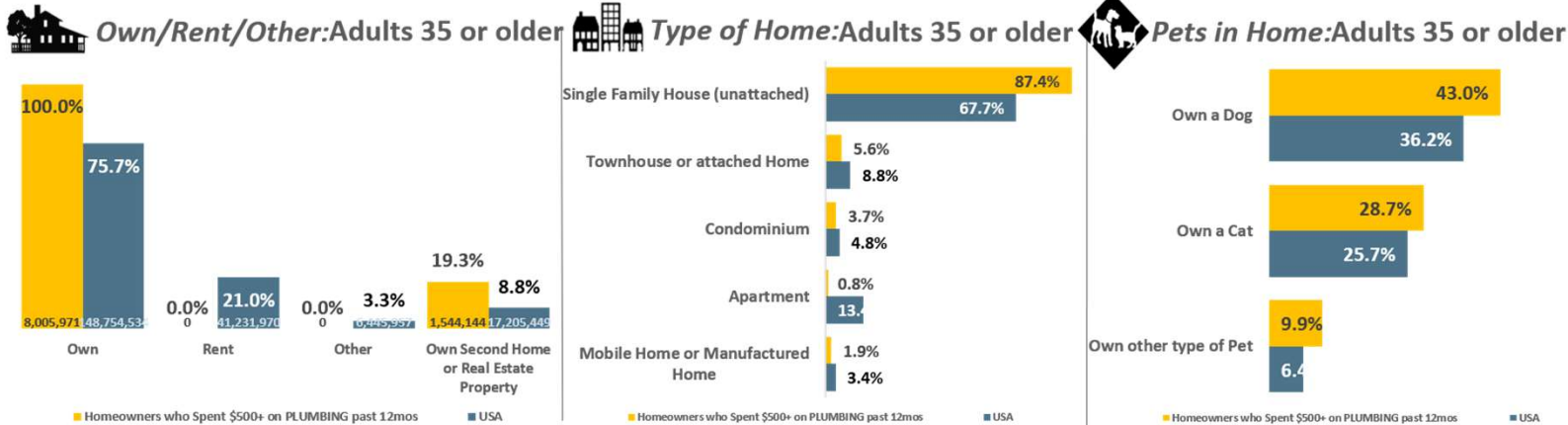


[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]





4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 32.1% more likely to own their home, 22.8% more likely to own a higher valued home, 29.2% more likely to have a single-family home, 18.7% more likely to have a dog.



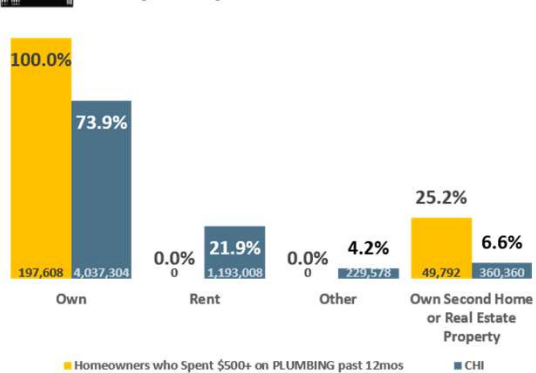
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



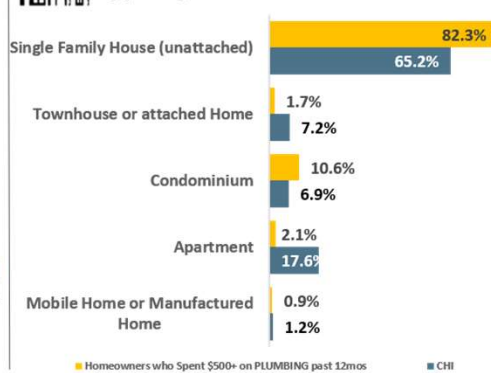
3.6% or 197,608 of CHI DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 35.2% more likely to own their home, 27.% more likely to own a higher valued home, 26.2% more likely to have a single-family home, 30.1% less likely to have a dog.



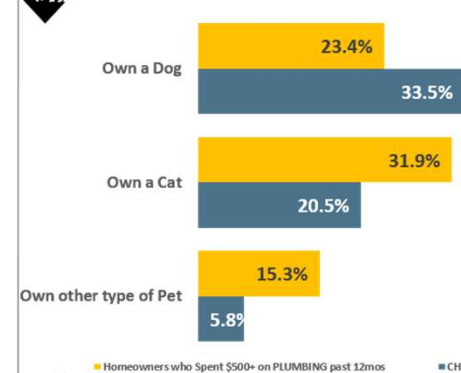
### Own/Rent/Other: Adults 35 or older



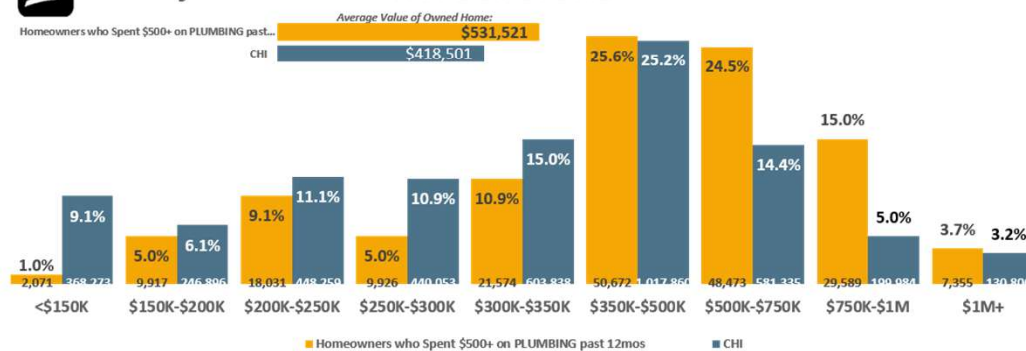
### Type of Home: Adults 35 or older



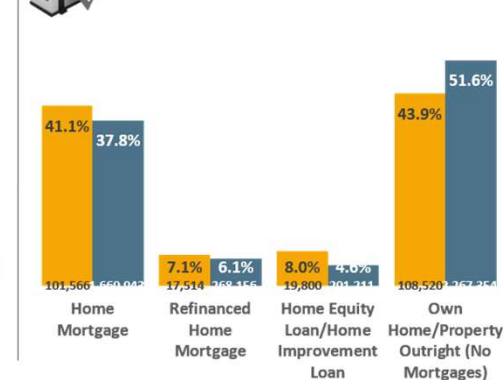
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

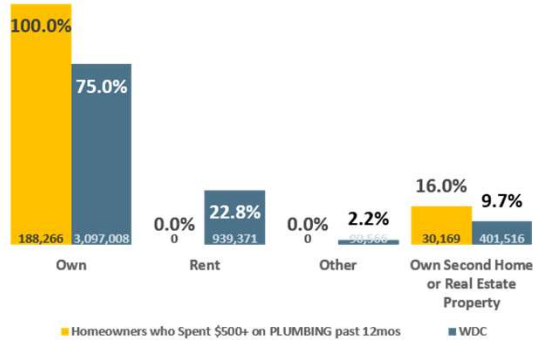




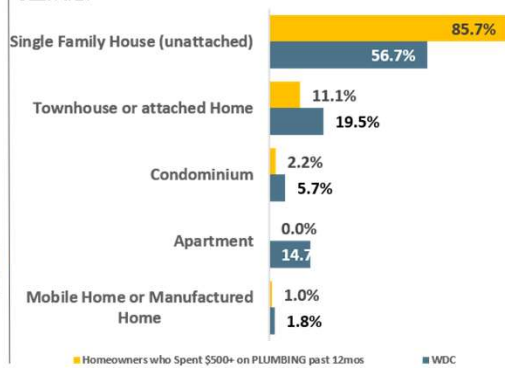
4.6% or 188,266 of WDC DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 33.3% more likely to own their home, 29.6% more likely to own a higher valued home, 51.2% more likely to have a single-family home, 16.2% more likely to have a dog.



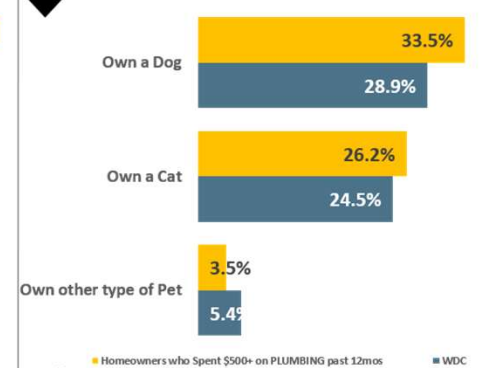
### Own/Rent/Other: Adults 35 or older



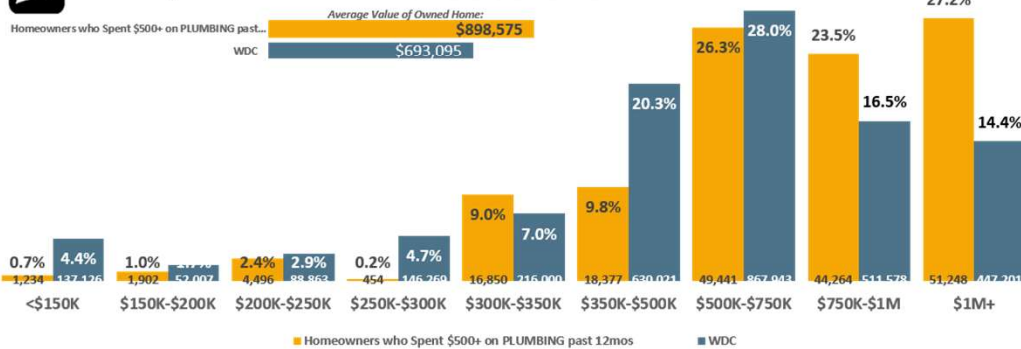
### Type of Home: Adults 35 or older



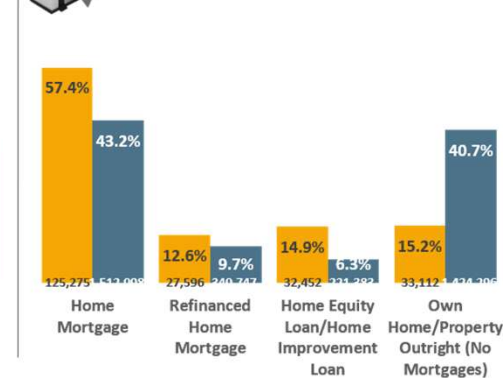
### Pets in Home: Adults 35 or older



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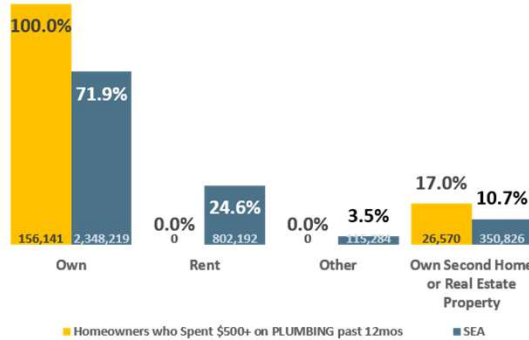




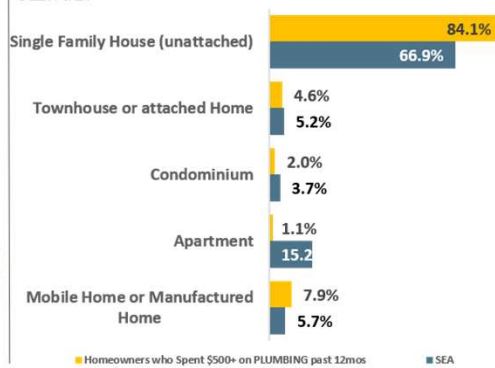
4.8% or 156,141 of SEA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 39.1% more likely to own their home, 5.4% more likely to own a lower valued home, 25.8% more likely to have a single-family home, 63.5% more likely to have a dog.



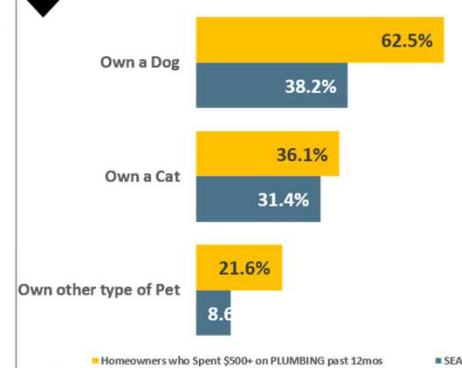
### Own/Rent/Other: Adults 35 or older



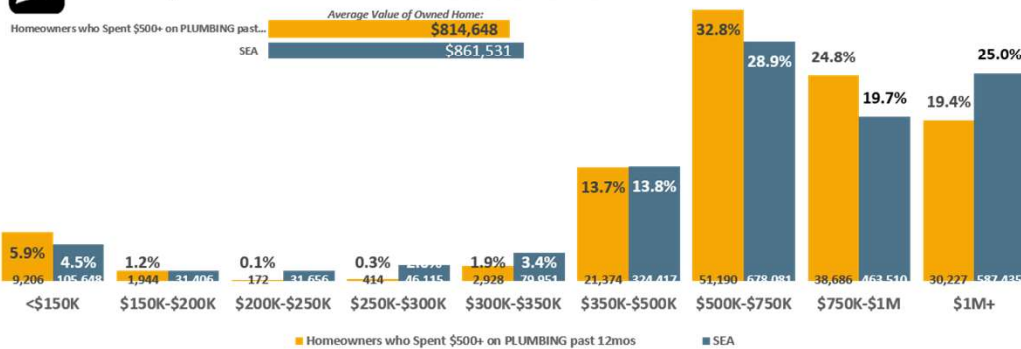
### Type of Home: Adults 35 or older



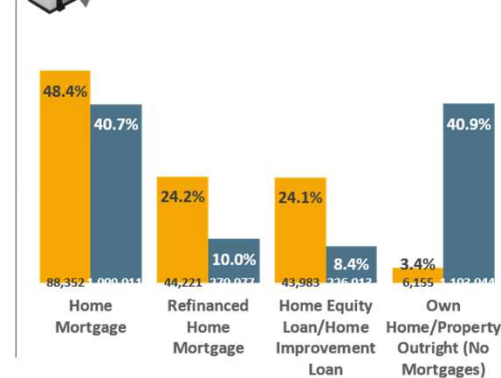
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

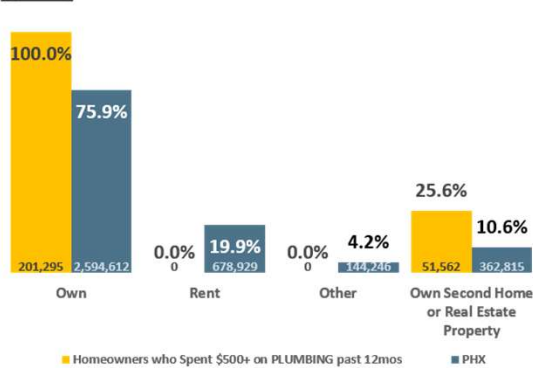




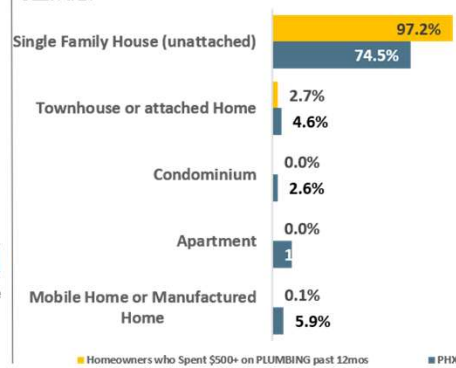
5.9% or 201,295 of PHX DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 31.7% more likely to own their home, 23.2% more likely to own a higher valued home, 30.5% more likely to have a single-family home, 42.2% more likely to have a dog.



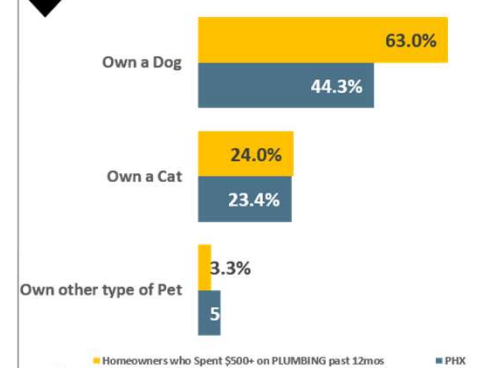
### Own/Rent/Other: Adults 35 or older



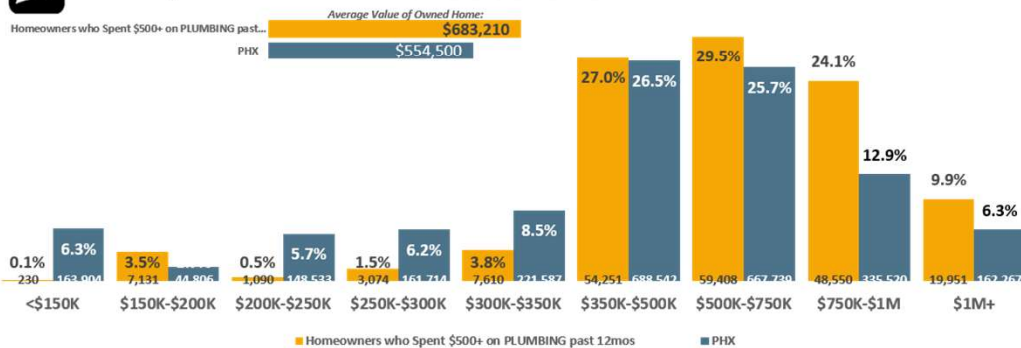
### Type of Home: Adults 35 or older



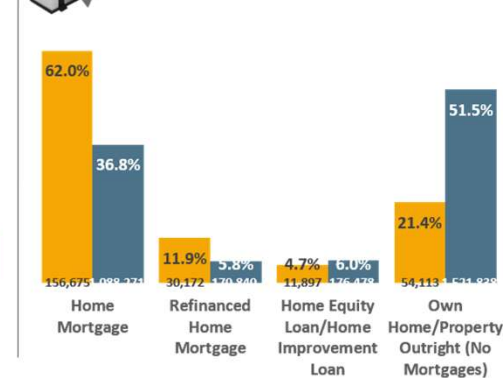
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older

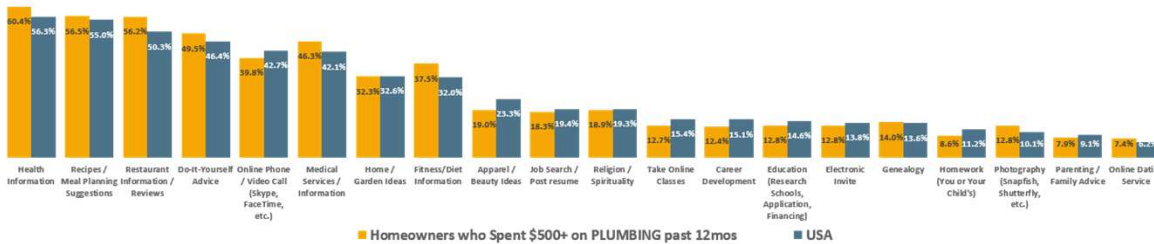




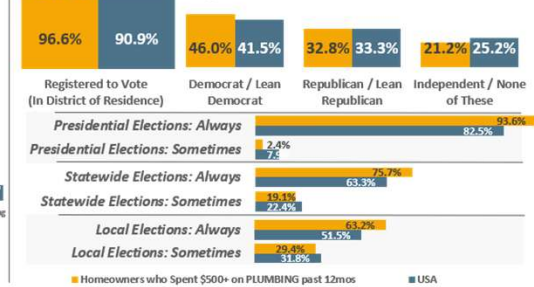
4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 6.7% more likely to look up D-I-Y advice online, 22.6% more likely to always vote in local elections, 14.4% more likely to belong to a gym, 13.8% more likely to fly domestic past yr.



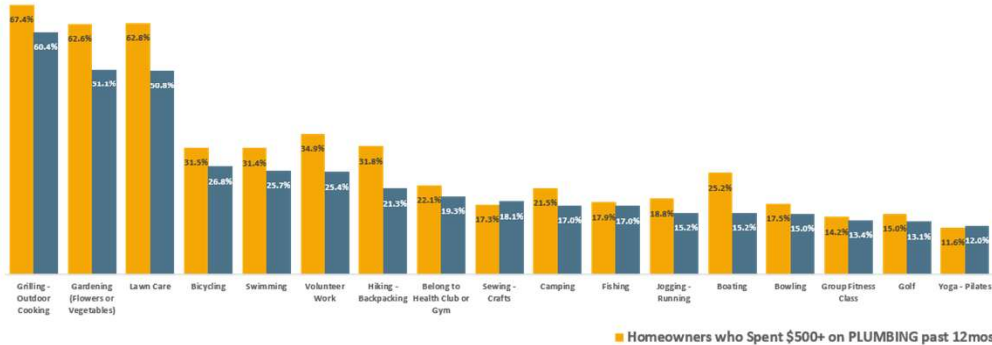
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



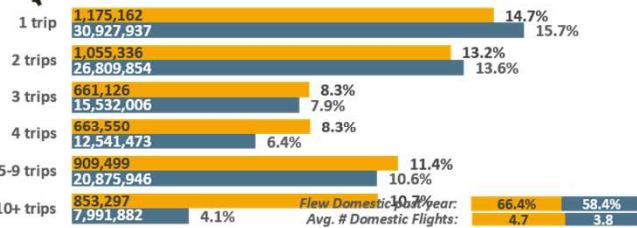
### Political Activity: Adults 35 or older

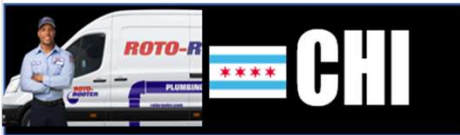


### Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



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

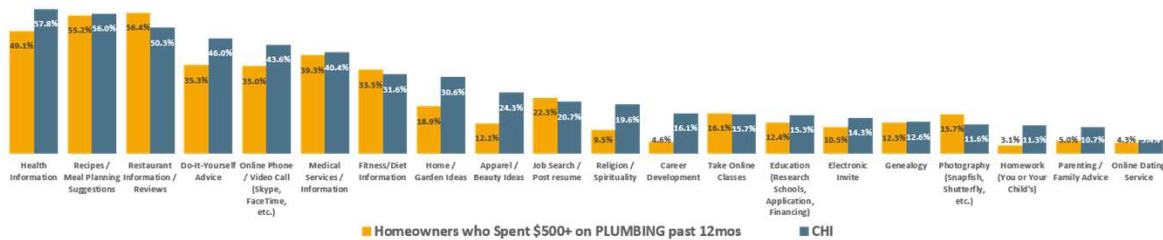




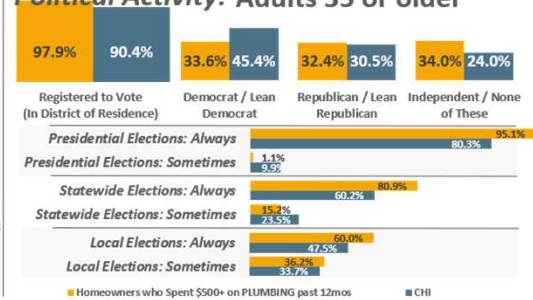
3.6% or 197,608 of CHI DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 23.1% less likely to look up D-I-Y advice online, 26.3% more likely to always vote in local elections, 16.1% more likely to belong to a gym, 18.6% more likely to fly domestic past yr



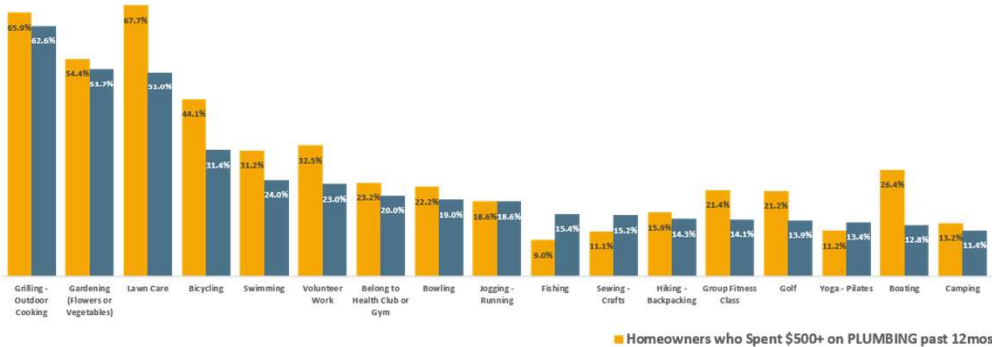
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



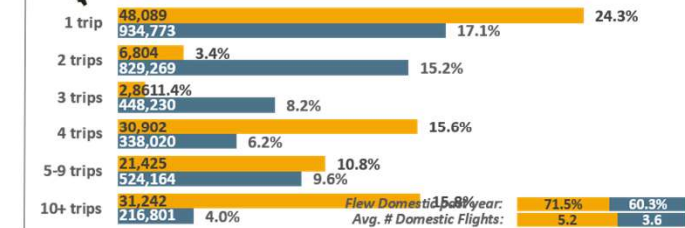
### Political Activity: Adults 35 or older



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



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



Flew Domestic at least once in past 12 months: 71.5% (Homeowners) vs 60.3% (CHI)  
Avg. # Domestic Flights: 5.2 (Homeowners) vs 3.6 (CHI)

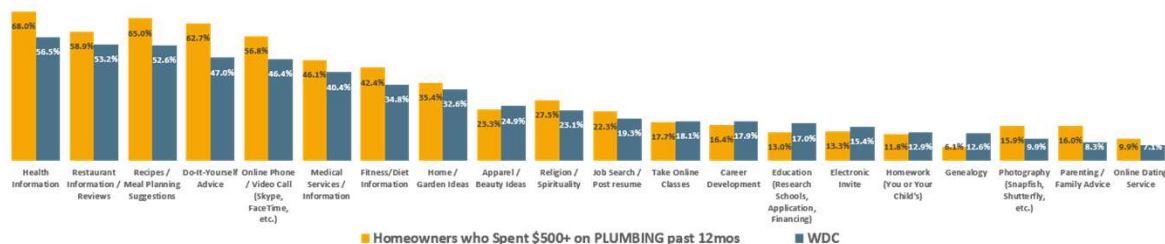




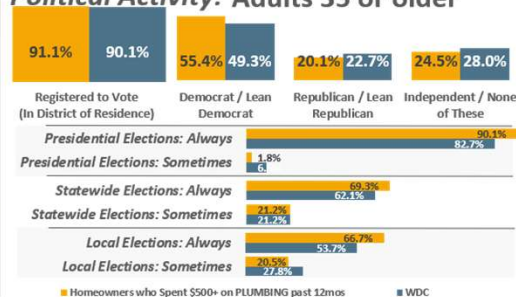
4.6% or 188,266 of WDC DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past... Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 33.3% more likely to look up D-I-Y advice online, 24.2% more likely to always vote in local elections, 54.4% more likely to belong to a gym, 26.5% more likely to fly domestic past yr



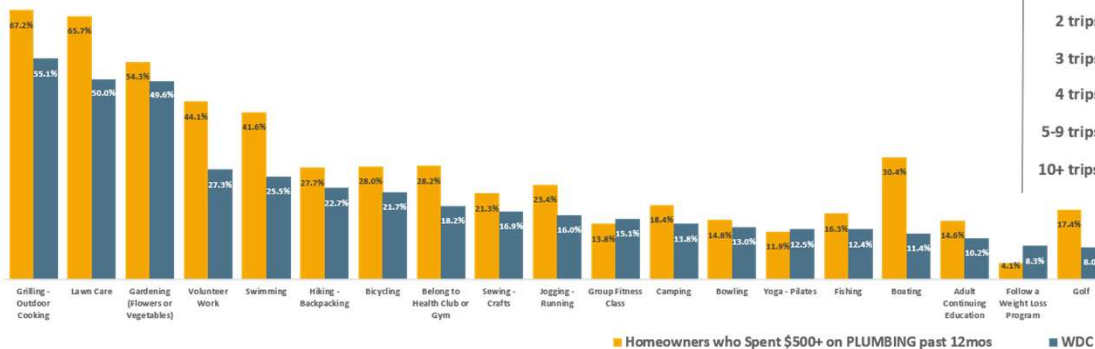
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



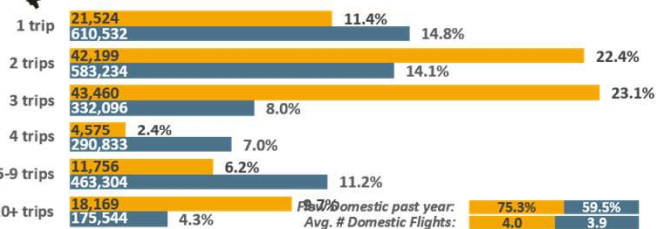
### Political Activity: Adults 35 or older



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



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



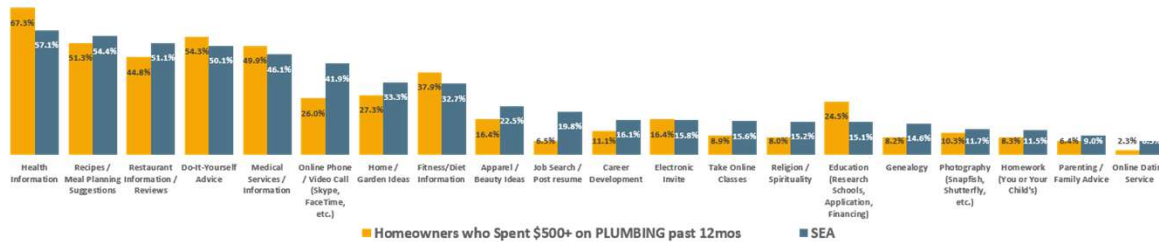
Domestic past year: 75.3% vs 59.5%  
Avg. # Domestic Flights: 4.0 vs 3.9



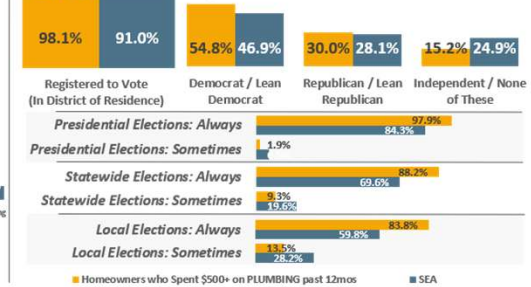
4.8% or 156,141 of SEA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 8.3% more likely to look up D-I-Y advice online, 40.1% more likely to always vote in local elections, 34.% less likely to belong to a gym, 7.7% less likely to fly domestic past yr.



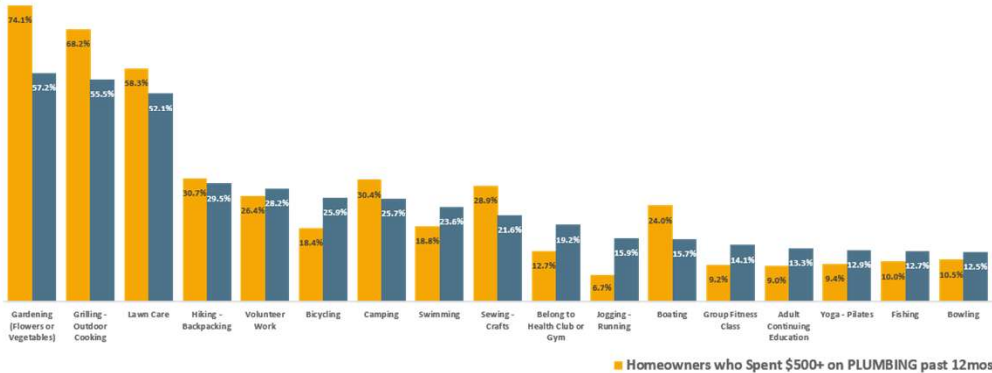
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



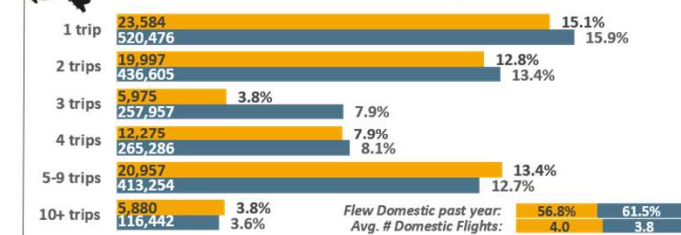
### Political Activity: Adults 35 or older



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



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

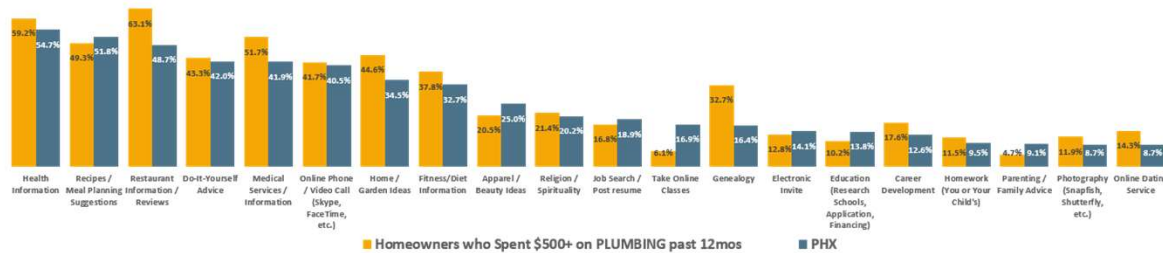




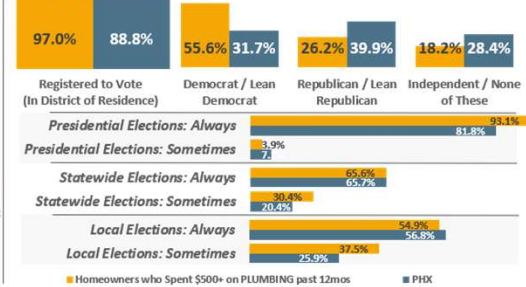
5.9% or 201,295 of PHX DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 3.2% more likely to look up D-I-Y advice online, 3.3% less likely to always vote in local elections, 30.5% less likely to belong to a gym, 3.6% more likely to fly domestic past yr.



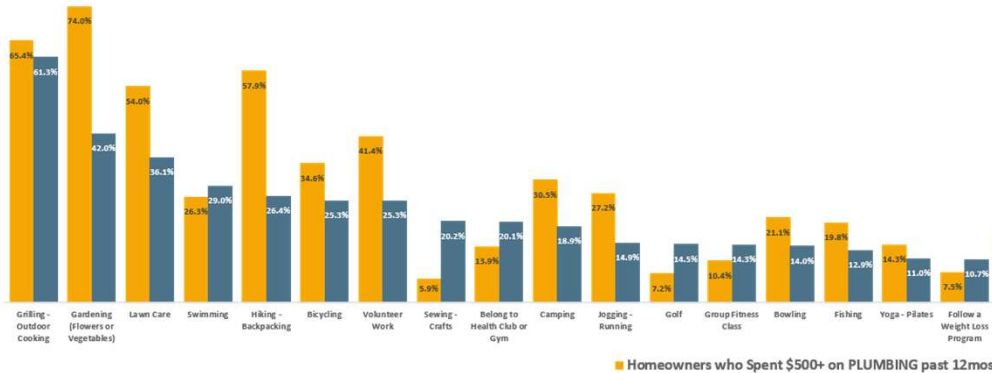
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



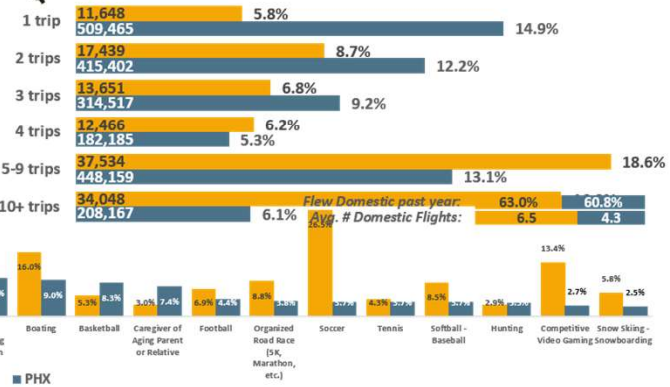
### Political Activity: Adults 35 or older



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



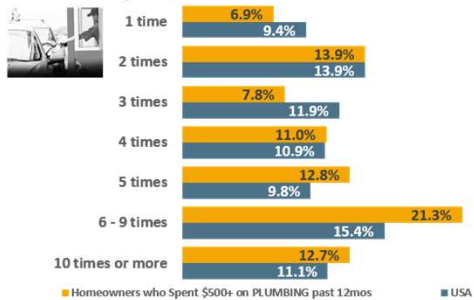
### Past 12-months Domestic Airline Trips: Adults 35 or older





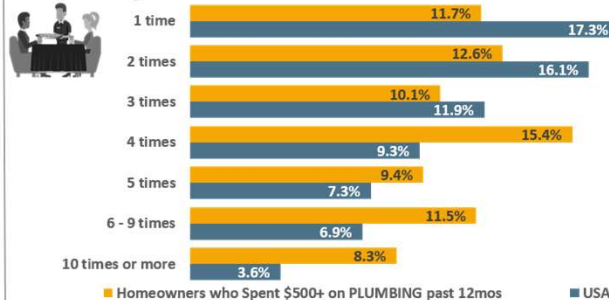
4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 4.9% more likely to use QSRs past mo., 9.3% more likely to use Sit-Down Restaurants past mo., 22.4% less likely to use Casinos past yr., 49.1% less likely to smoke cigarettes.

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



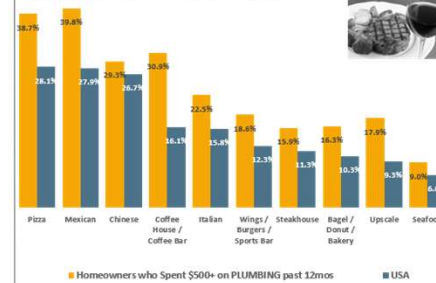
Total Monthly QSR Users:	86.4%	82.3%
Avg. Monthly QSR Meals:	6.0	5.4
	6,915,629	161,710,87

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



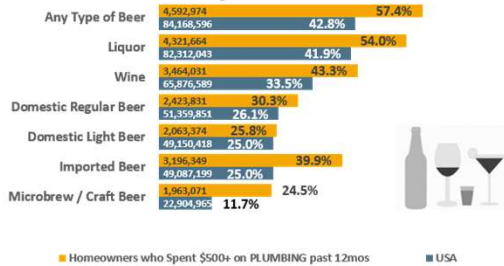
Total Monthly Sit-Down Restaurant Users:	79.1%	72.3%
Avg. Monthly Sit-Down Restaurant Meals:	4.9	3.7
	6,331,589	142,089,686

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



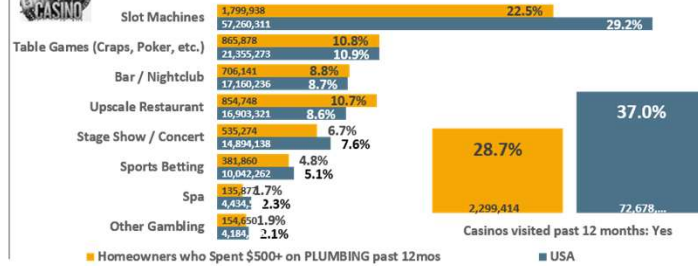
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	23.2%
Homeowners who Spent \$500+ on PLUMBING past 12mos	15.6%
	1,859,141
	30,567,661

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



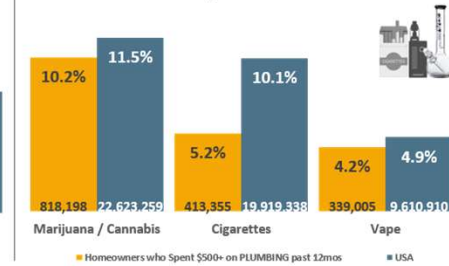
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789  
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



Casinos visited past 12 months: Yes  
2,299,414 72,678,000

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



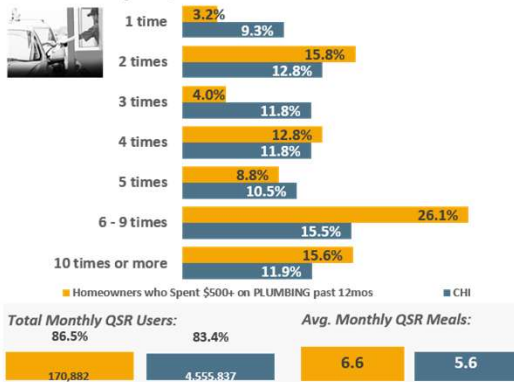
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



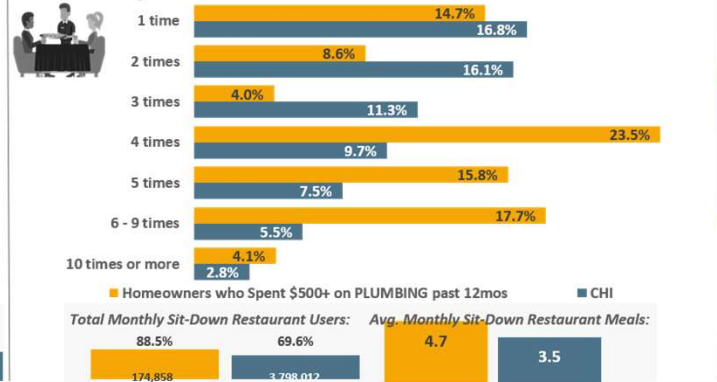


3.6% or 197,608 of CHI DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 3.6% more likely to use QSRs past mo., 27.2% more likely to use Sit-Down Restaurants past mo., 8.1% less likely to use Casinos past yr., 72.3% less likely to smoke cigarettes.

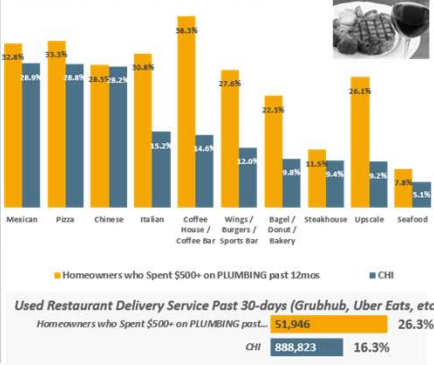
### Past 30-days QSR Users: Adults 35 or older



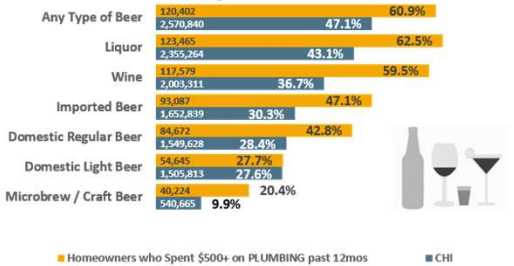
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



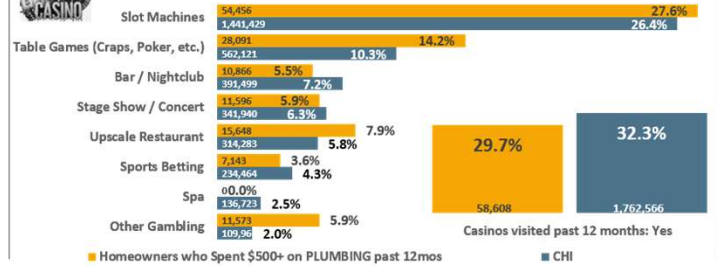
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



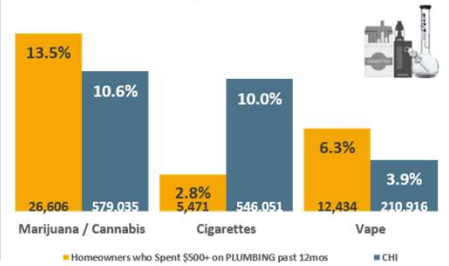
### Drank Past 30-days: Adults 35 or older



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



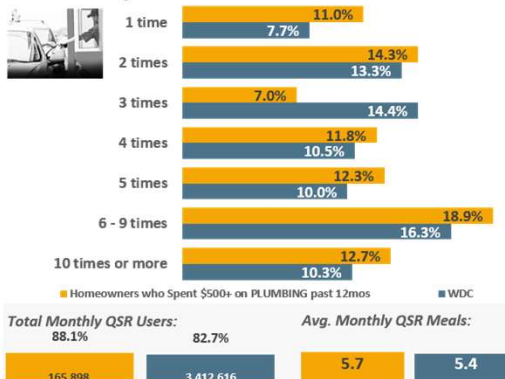
### Used Past 30-days: Adults 35 or older



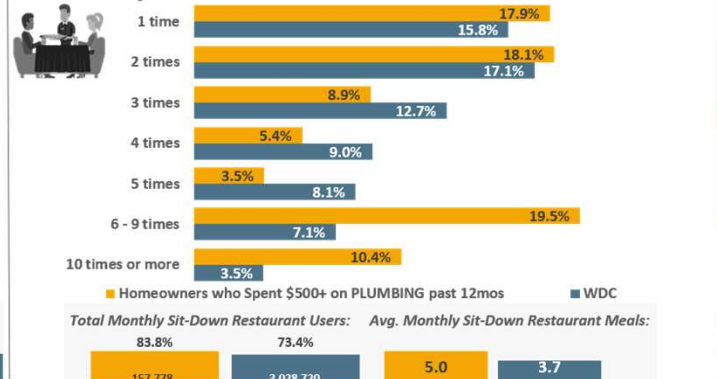


4.6% or 188,266 of WDC DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 6.6% more likely to use QSRs past mo., 14.2% more likely to use Sit-Down Restaurants past mo., 65.2% less likely to use Casinos past yr., 60.9% less likely to smoke cigarettes.

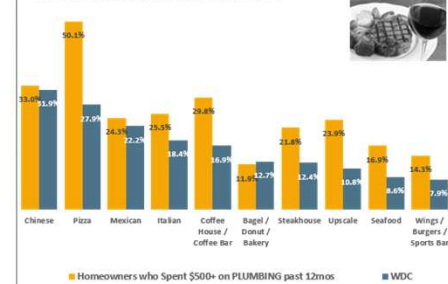
### Past 30-days QSR Users: Adults 35 or older



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

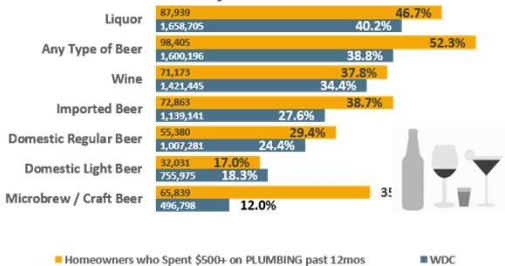


### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

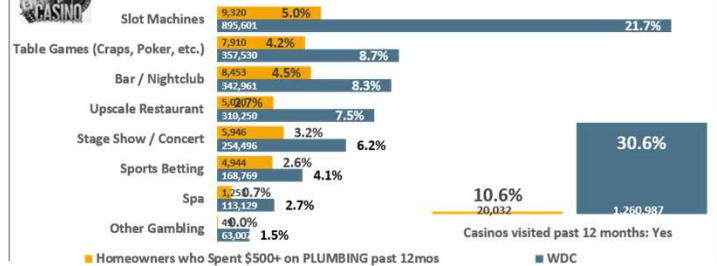


**Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)**  
 Homeowners who Spent \$500+ on PLUMBING past 12mos: 65,150 (34.6%)  
 WDC: 880,640 (21.3%)

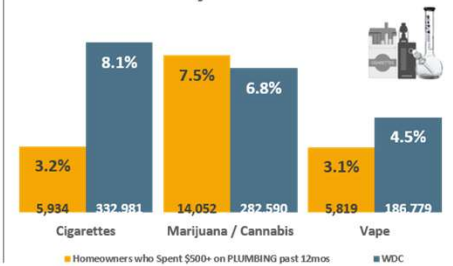
### Drank Past 30-days: Adults 35 or older



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



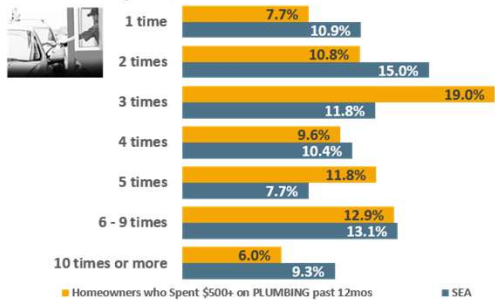
### Used Past 30-days: Adults 35 or older



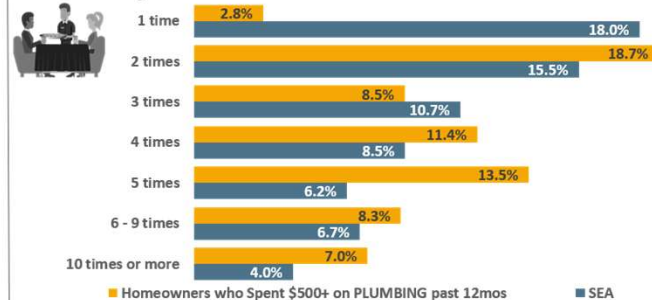


4.8% or 156,141 of SEA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are .2% less likely to use QSRs past mo., 1% more likely to use Sit-Down Restaurants past mo., 13.2% less likely to use Casinos past yr., 42.1% less likely to smoke cigarettes.

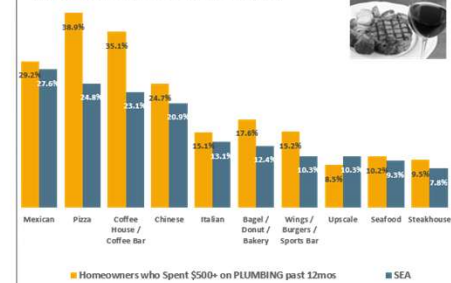
### Past 30-days QSR Users: Adults 35 or older



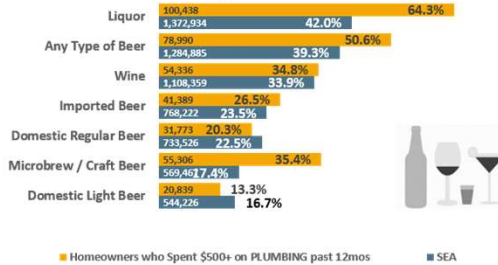
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



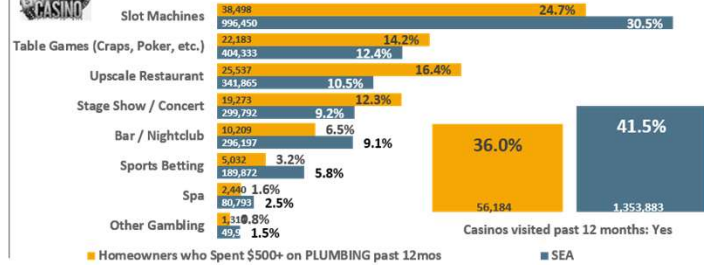
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



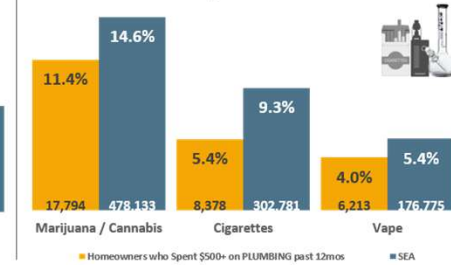
### Drank Past 30-days: Adults 35 or older



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



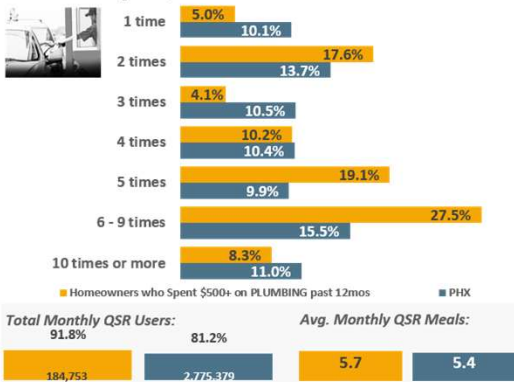
### Used Past 30-days: Adults 35 or older



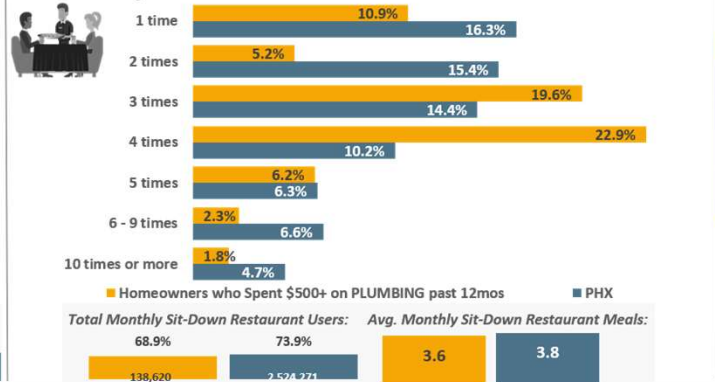


5.9% or 201,295 of PHX DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 13.% more likely to use QSRs past mo., 6.8% less likely to use Sit-Down Restaurants past mo., 50.5% less likely to use Casinos past yr., 56.3% less likely to smoke cigarettes.

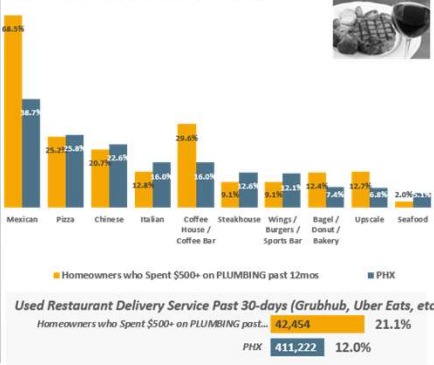
### Past 30-days QSR Users: Adults 35 or older



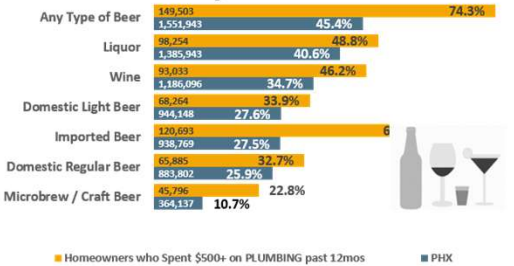
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



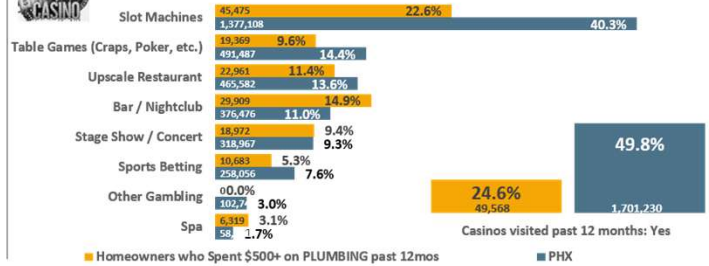
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



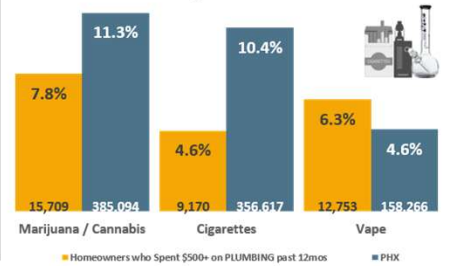
### Drank Past 30-days: Adults 35 or older



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



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



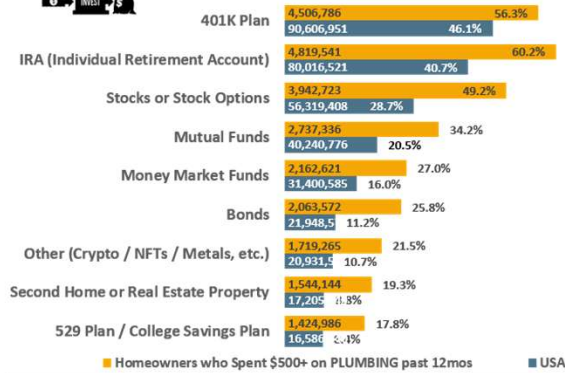




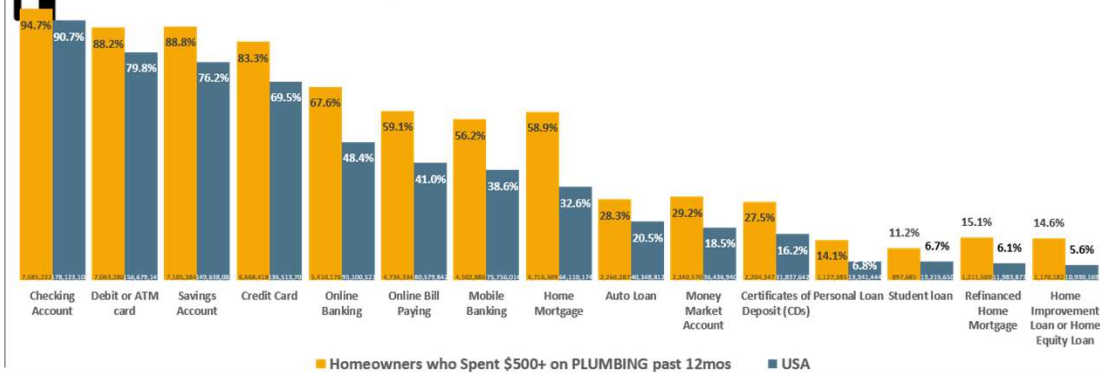
4.1% or 8,005,971 of USA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past...  
 Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 22.% more likely to have a 401K, 37.8% more likely to have an Auto Loan, 98.7% more likely to Invest/Trade Stocks Online, 15.1% more likely to pay with their Debit Card.



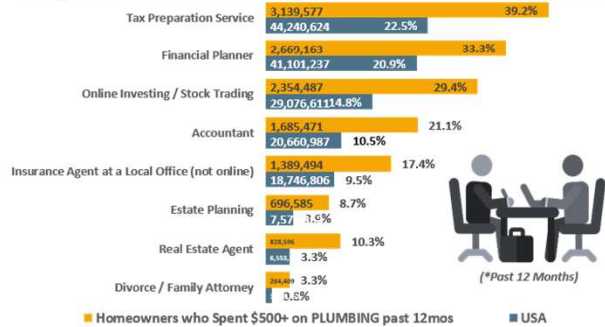
### Investments Owned: Adults 35 or older



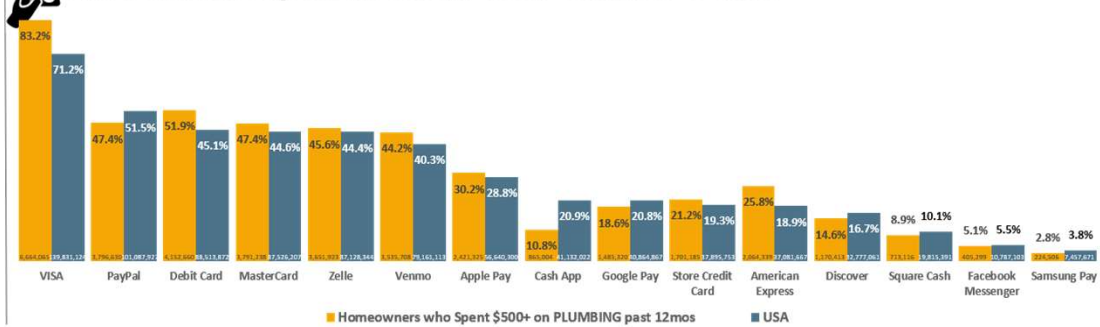
### Financial Services Has and/or Uses: Adults 35 or older



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



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



(\*Past 12 Months)

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789  
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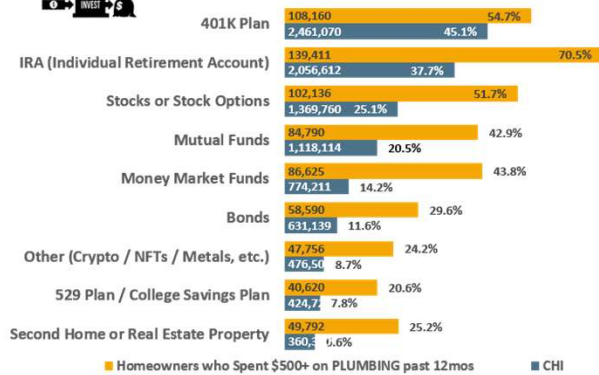
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]



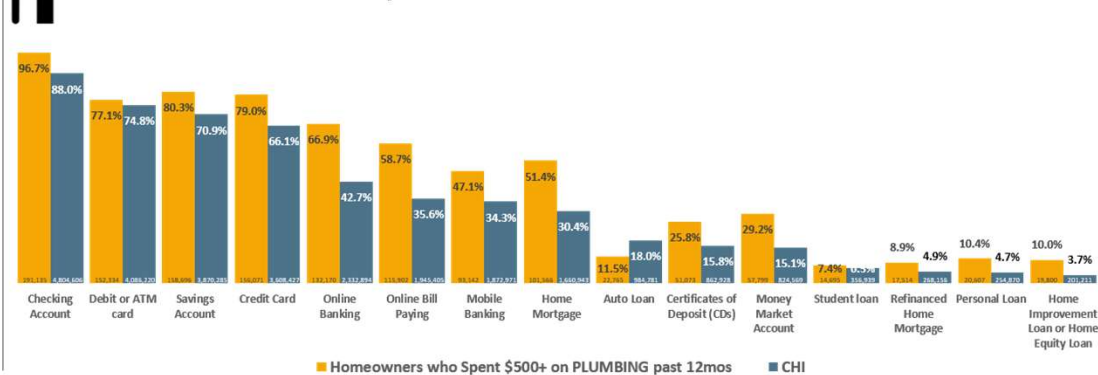
3.6% or 197,608 of CHI DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 21.4% more likely to have a 401K, 36.1% less likely to have an Auto Loan, 109.5% more likely to Invest/Trade Stocks Online, 22.5% less likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



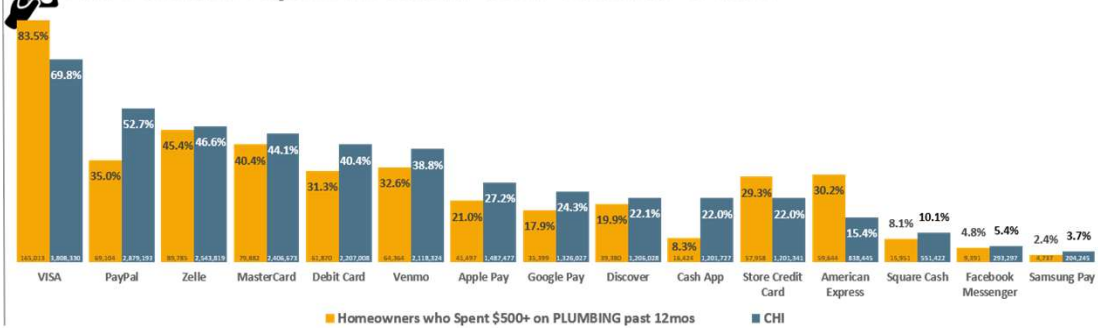
### Financial Services Has and/or Uses: Adults 35 or older



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



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





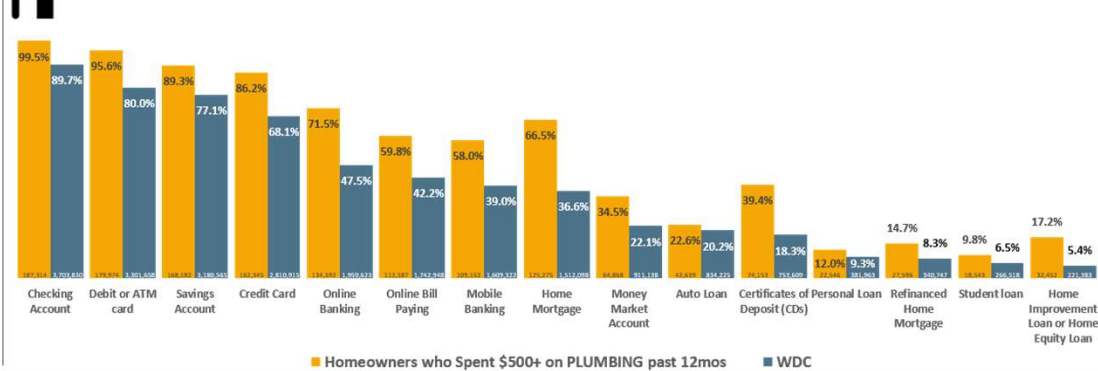
4.6% or 188,266 of WDC DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past...  
 Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 10.4% more likely to have a 401K, 12.% more likely to have an Auto Loan, 105.1% more likely to Invest/Trade Stocks Online, 13.7% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



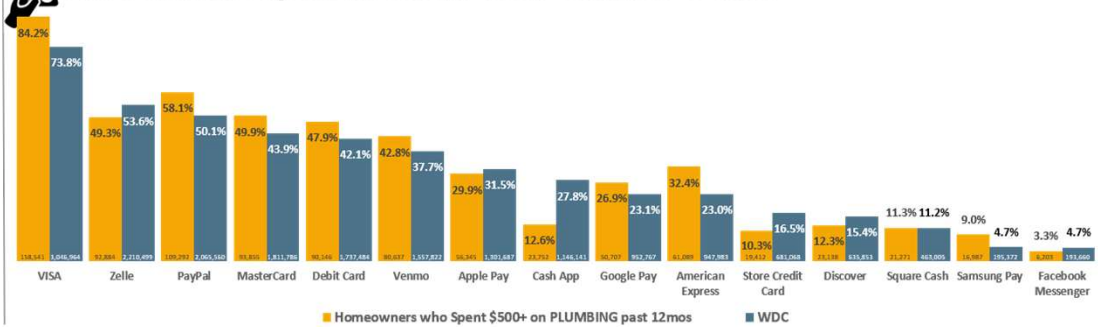
### Financial Services Has and/or Uses: Adults 35 or older



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



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





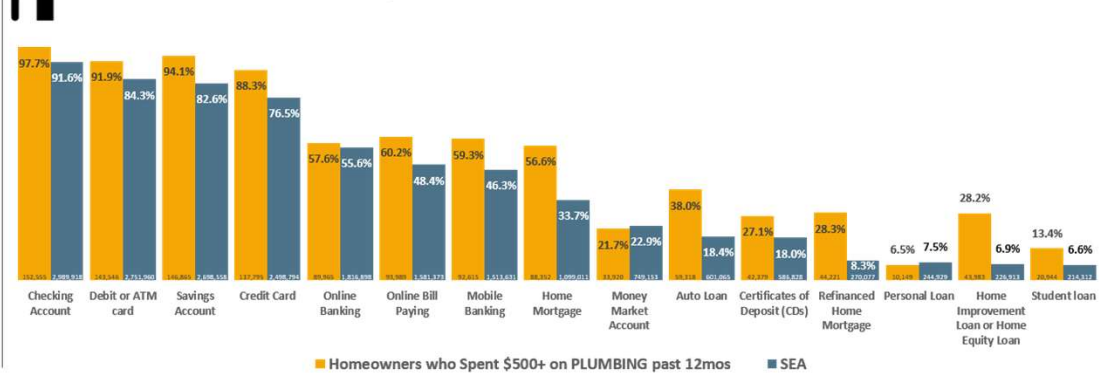
4.8% or 156,141 of SEA DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 28.1% more likely to have a 401K, 106.4% more likely to have an Auto Loan, 108.9% more likely to Invest/Trade Stocks Online, 8.5% more likely to pay with their Debit Card.



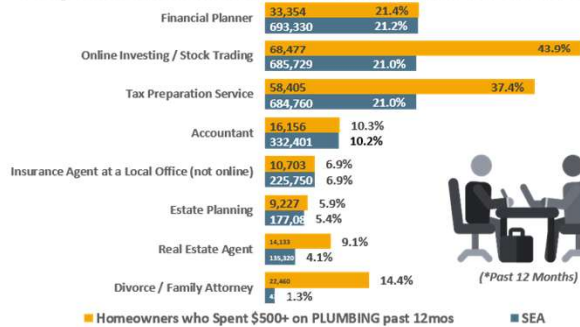
### Investments Owned: Adults 35 or older



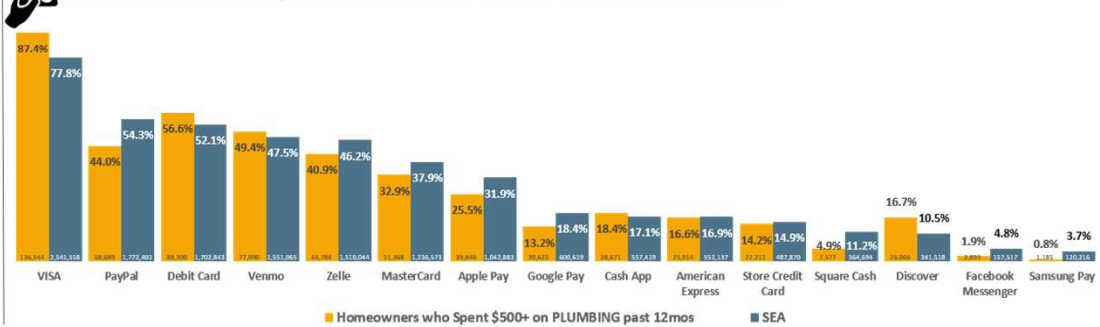
### Financial Services Has and/or Uses: Adults 35 or older



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



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



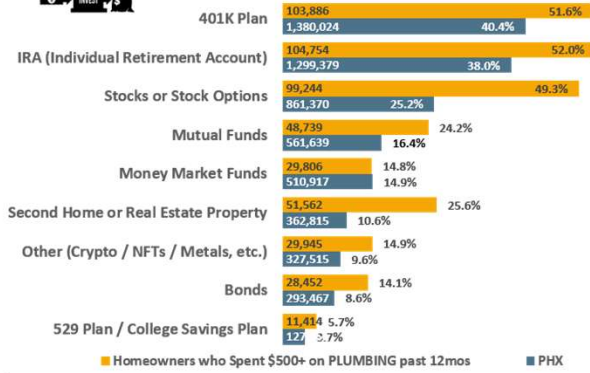




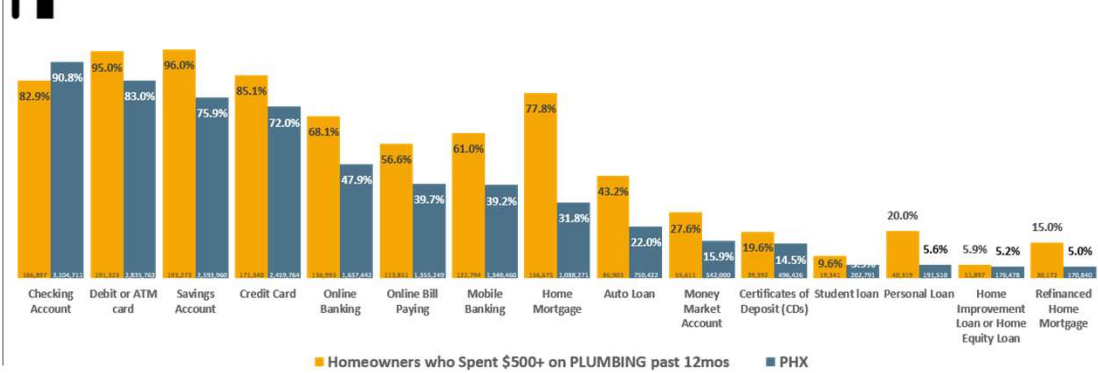
5.9% or 201,295 of PHX DMA Adults 35 or older are Homeowners who Spent \$500+ on PLUMBING past 12mos. Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos are 27.8% more likely to have a 401K, 96.6% more likely to have an Auto Loan, 92.4% more likely to Invest/Trade Stocks Online, 50.1% more likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



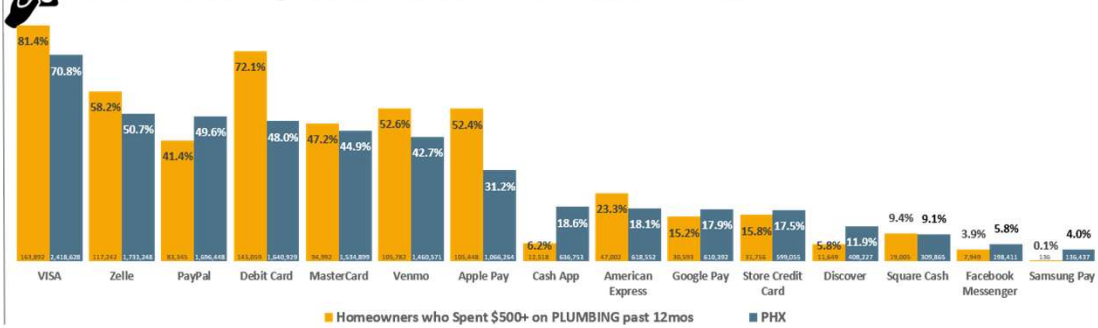
### Financial Services Has and/or Uses: Adults 35 or older



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

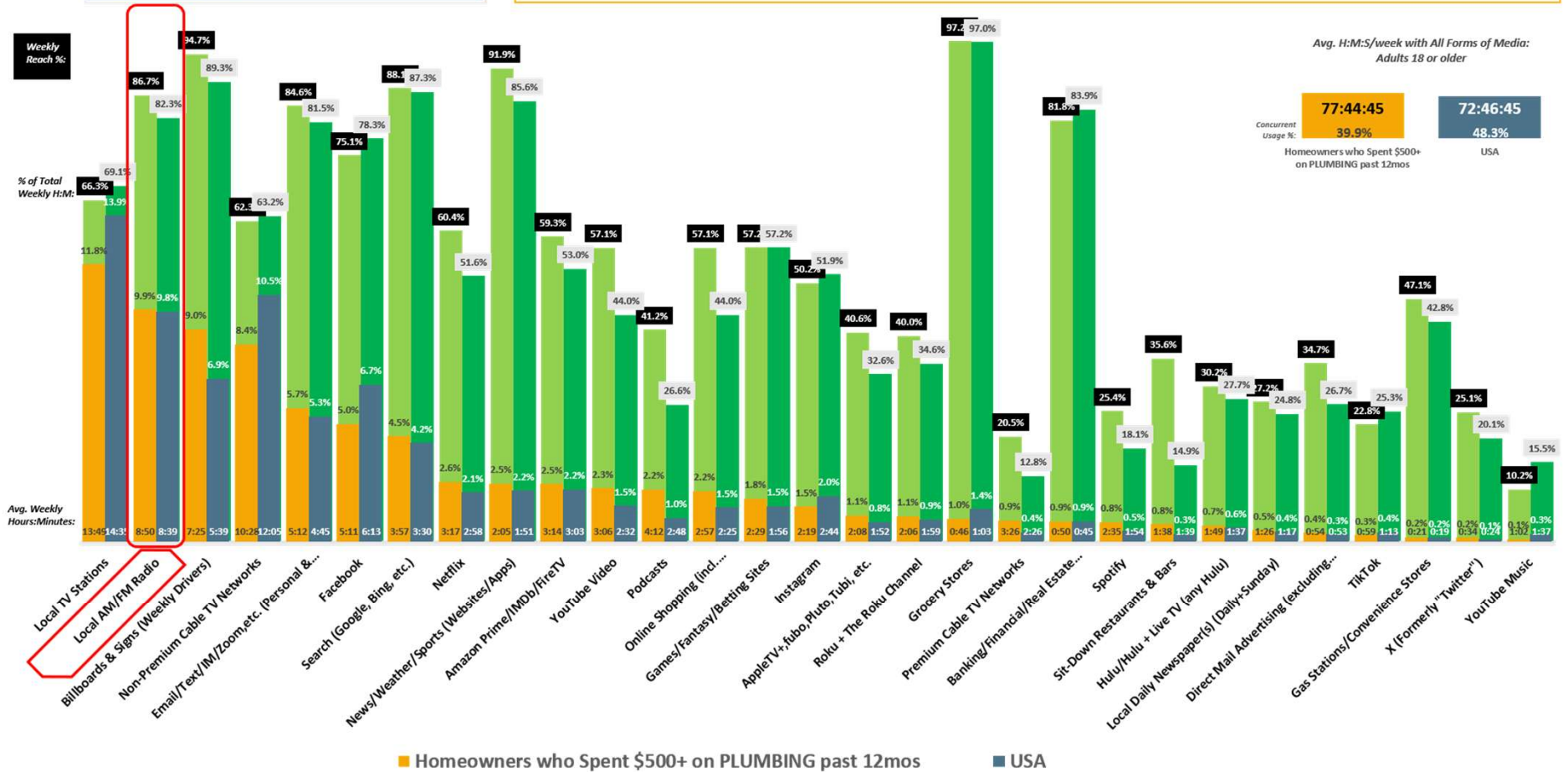


### Past 3-Months Payment Methods Used: Adults 35 or older



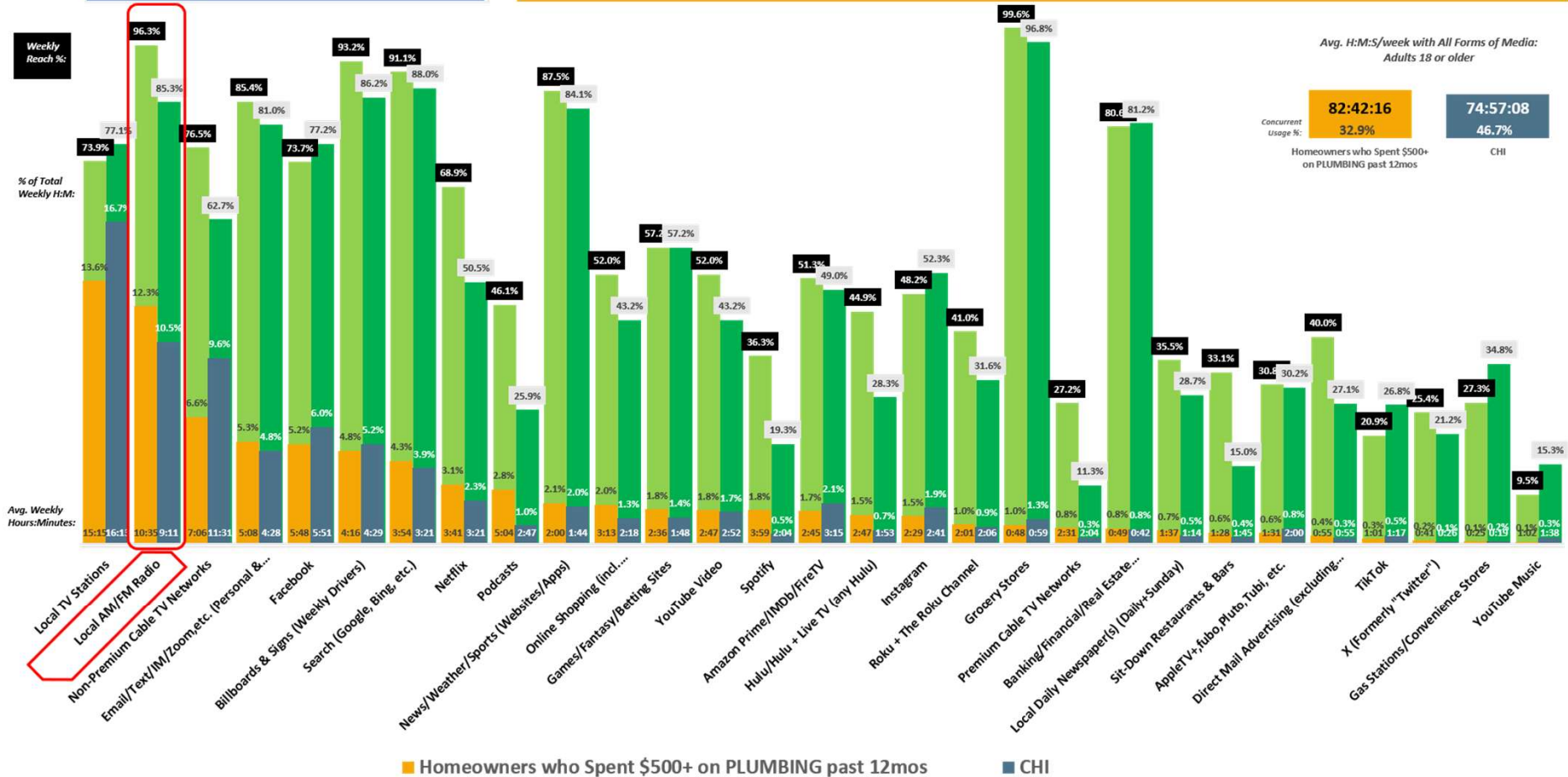


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 5 hours, 44 minutes and 45 seconds each week with All Forms of Media.  
86.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 8 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



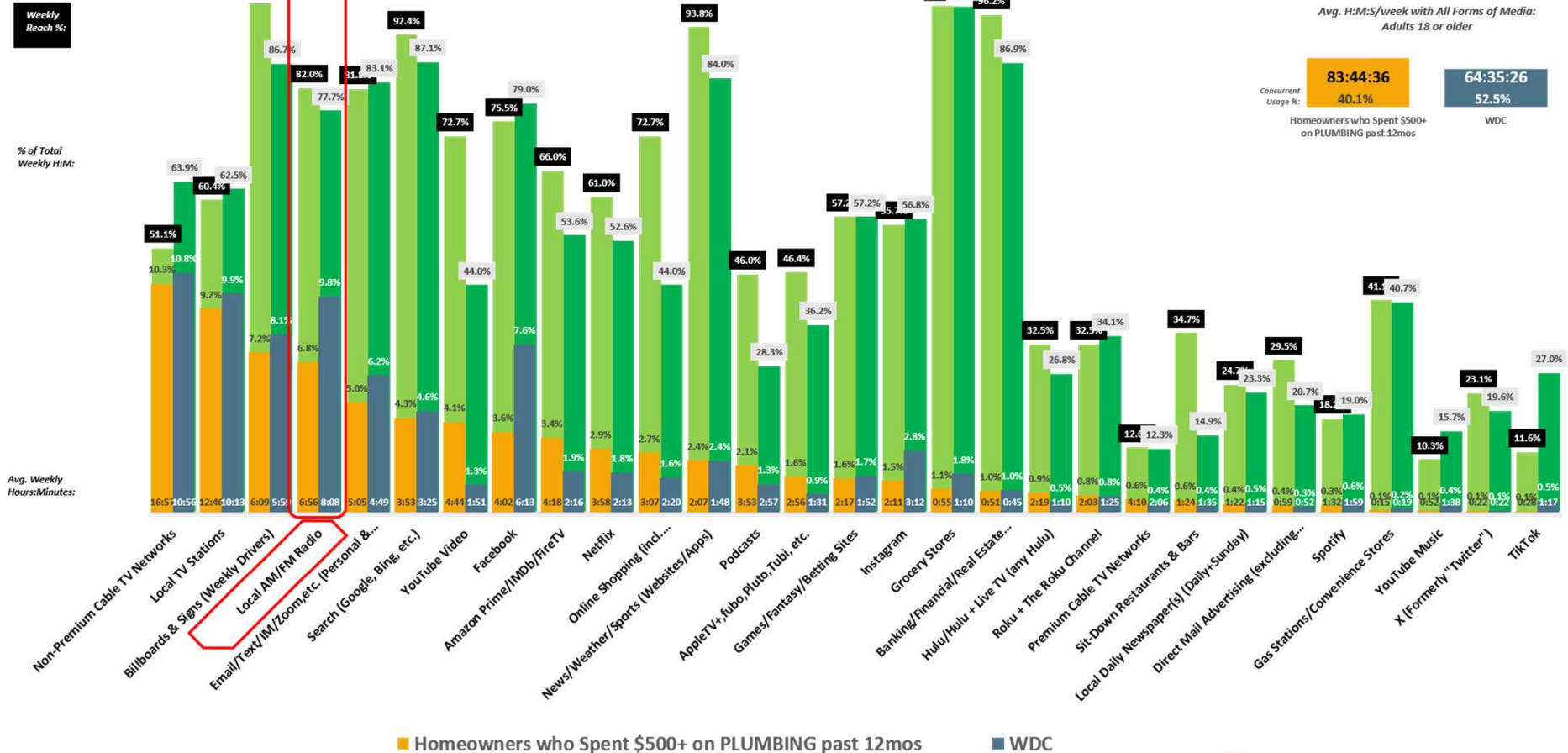


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 10 hours, 42 minutes and 16 seconds each week with All Forms of Media.  
 96.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 10 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 12.3% of total time spent with all forms of Media.





Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 11 hours, 44 minutes and 36 seconds each week with All Forms of Media.  
82.% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 6 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.

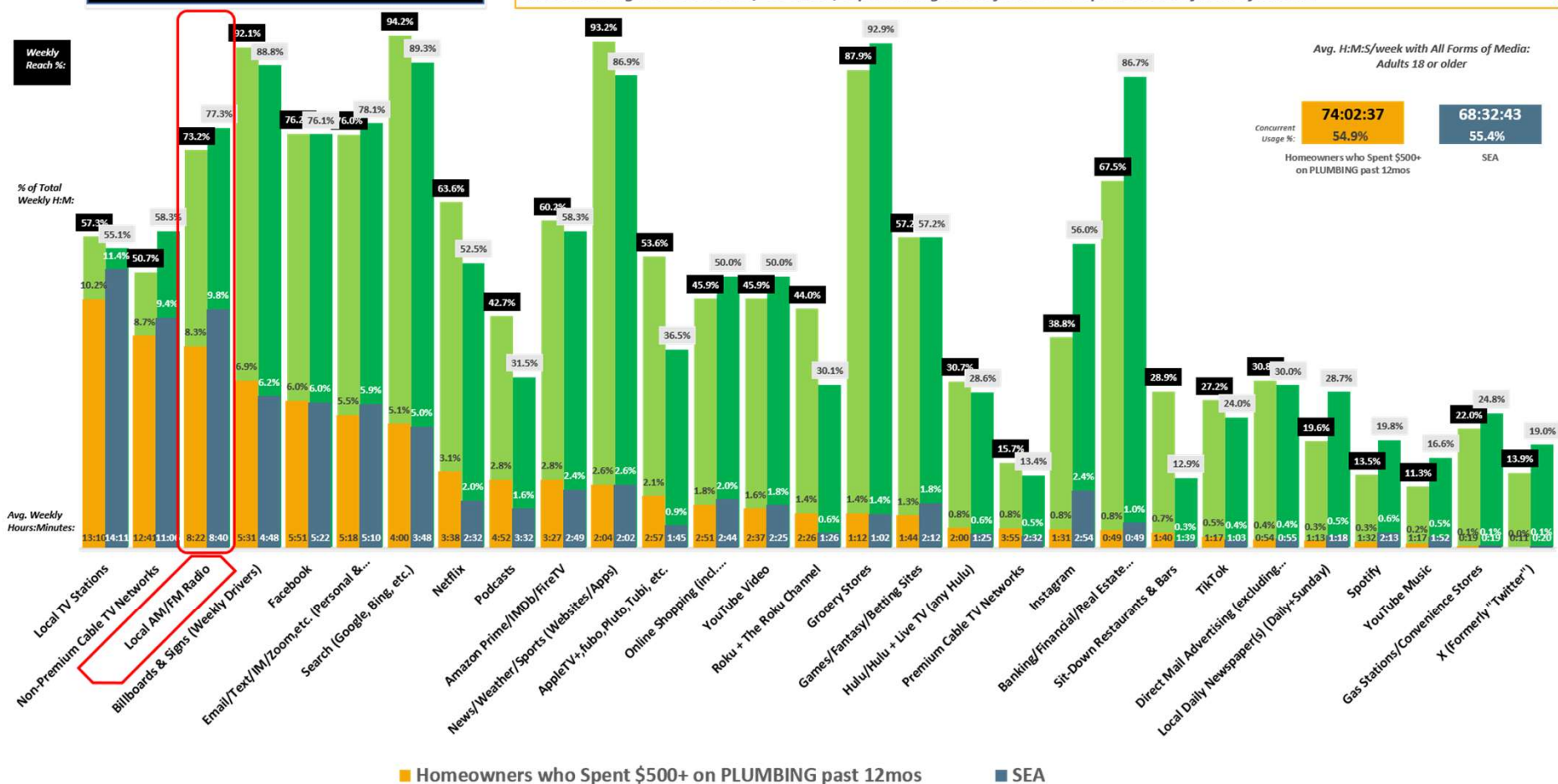


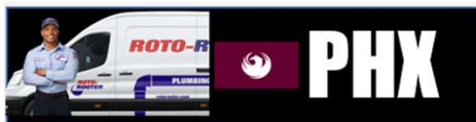




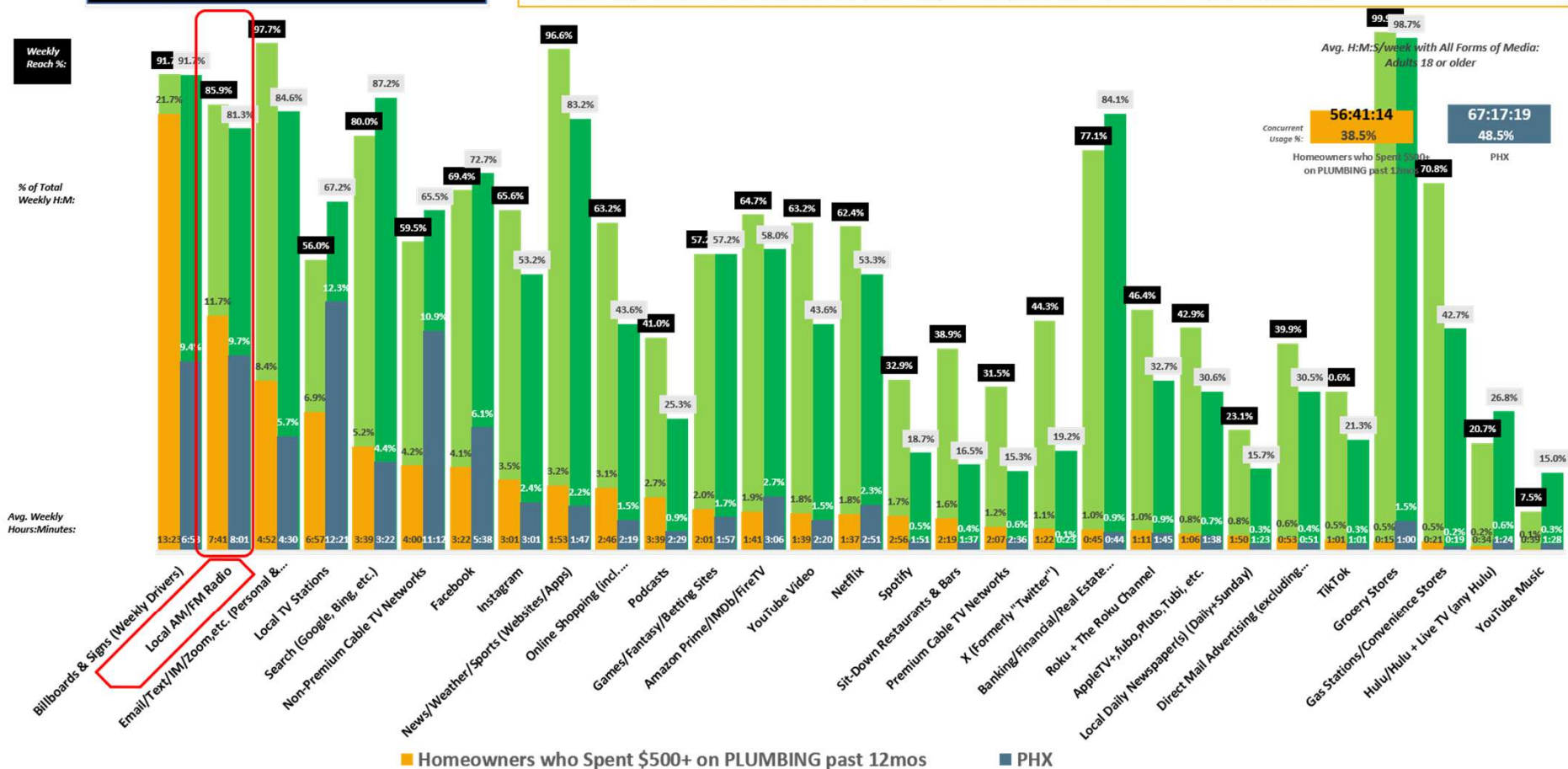
Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 3 days, 2 hours, 2 minutes and 37 seconds each week with All Forms of Media.

73.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



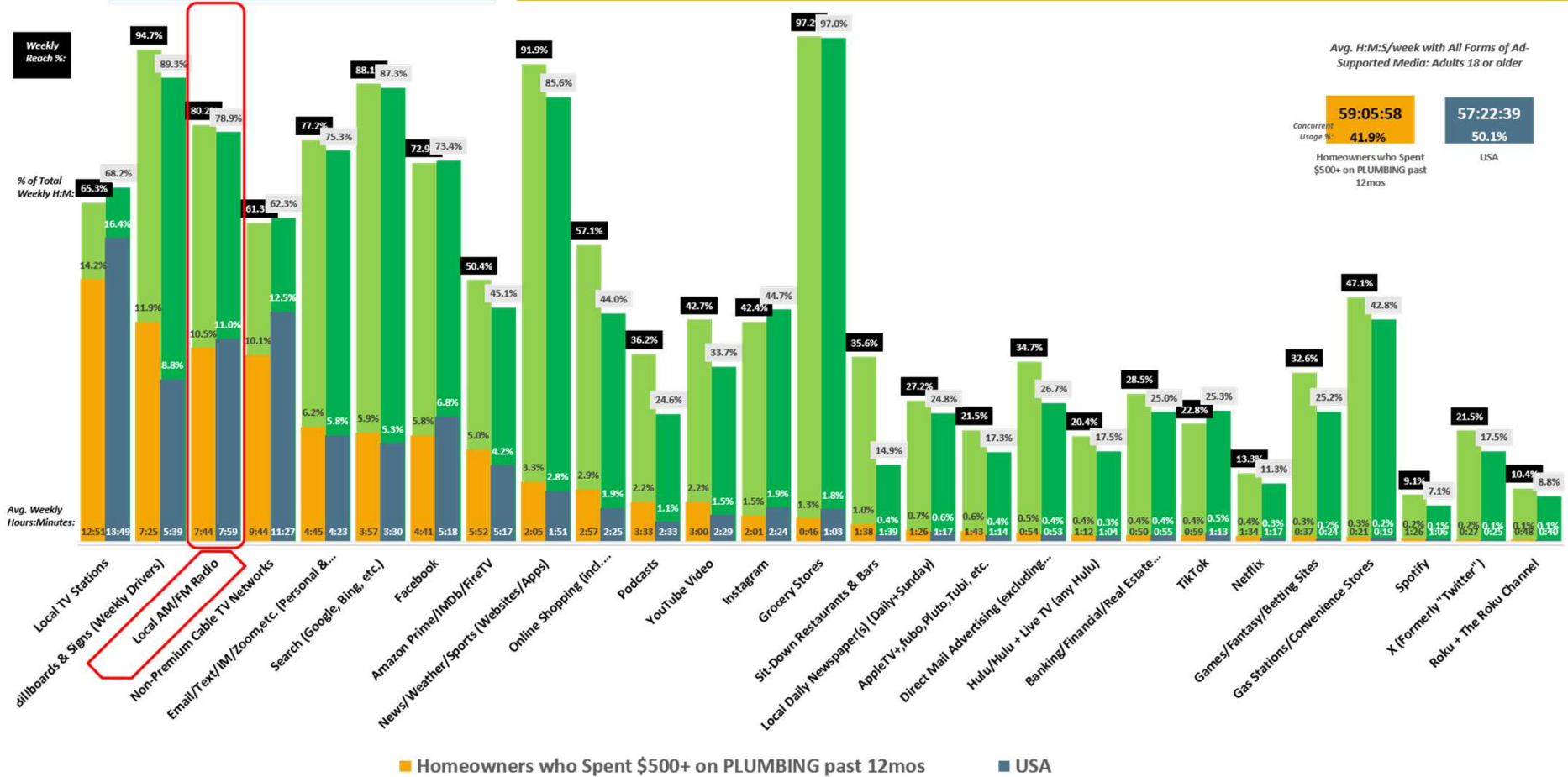


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 2 days, 8 hours, 41 minutes and 14 seconds each week with All Forms of Media.  
 85.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.





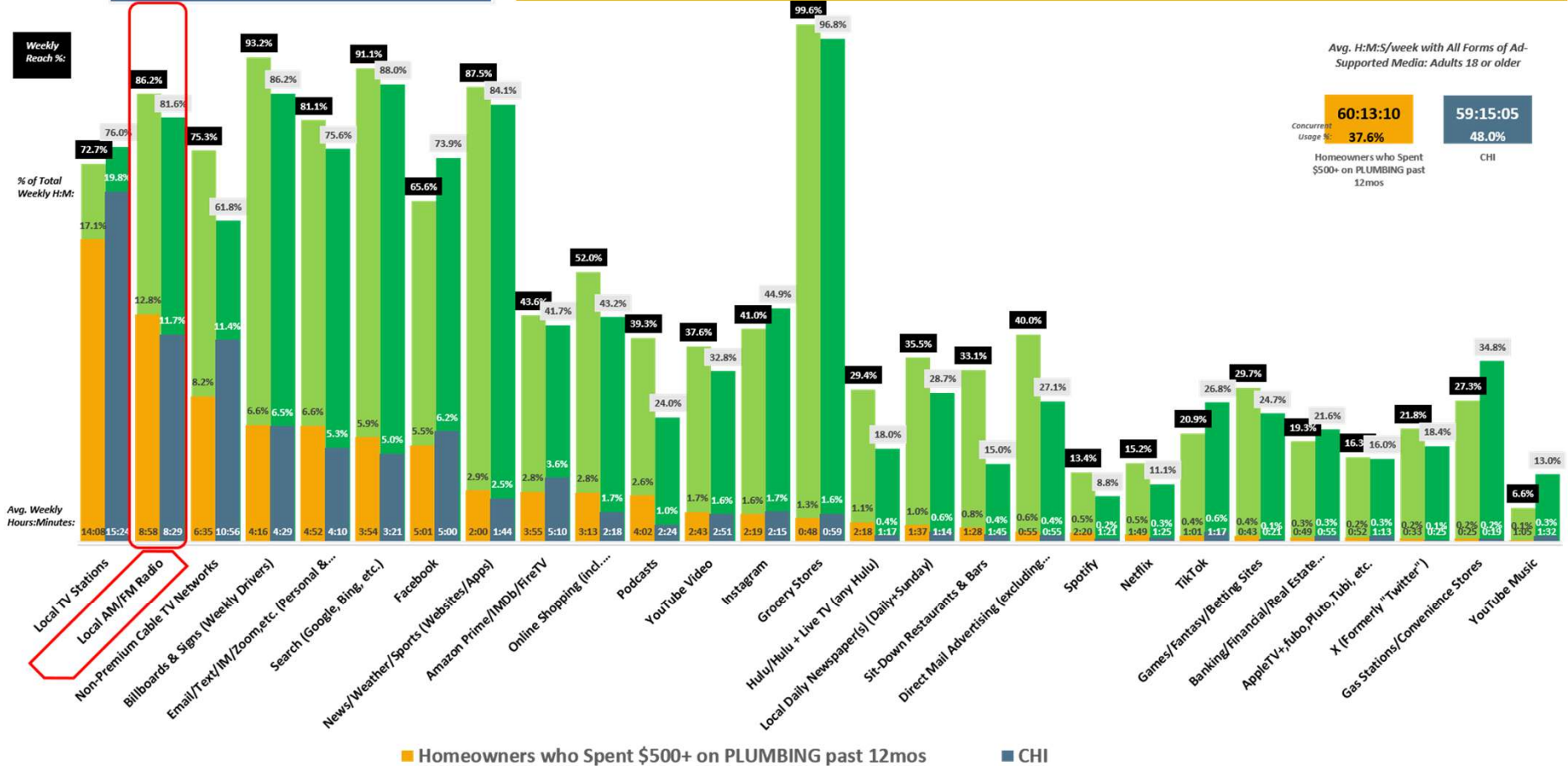
Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 2 days, 11 hours, 5 minutes and 58 seconds each week with All Forms of Ad-Supported Media.  
80.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 2 days, 12 hours, 13 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

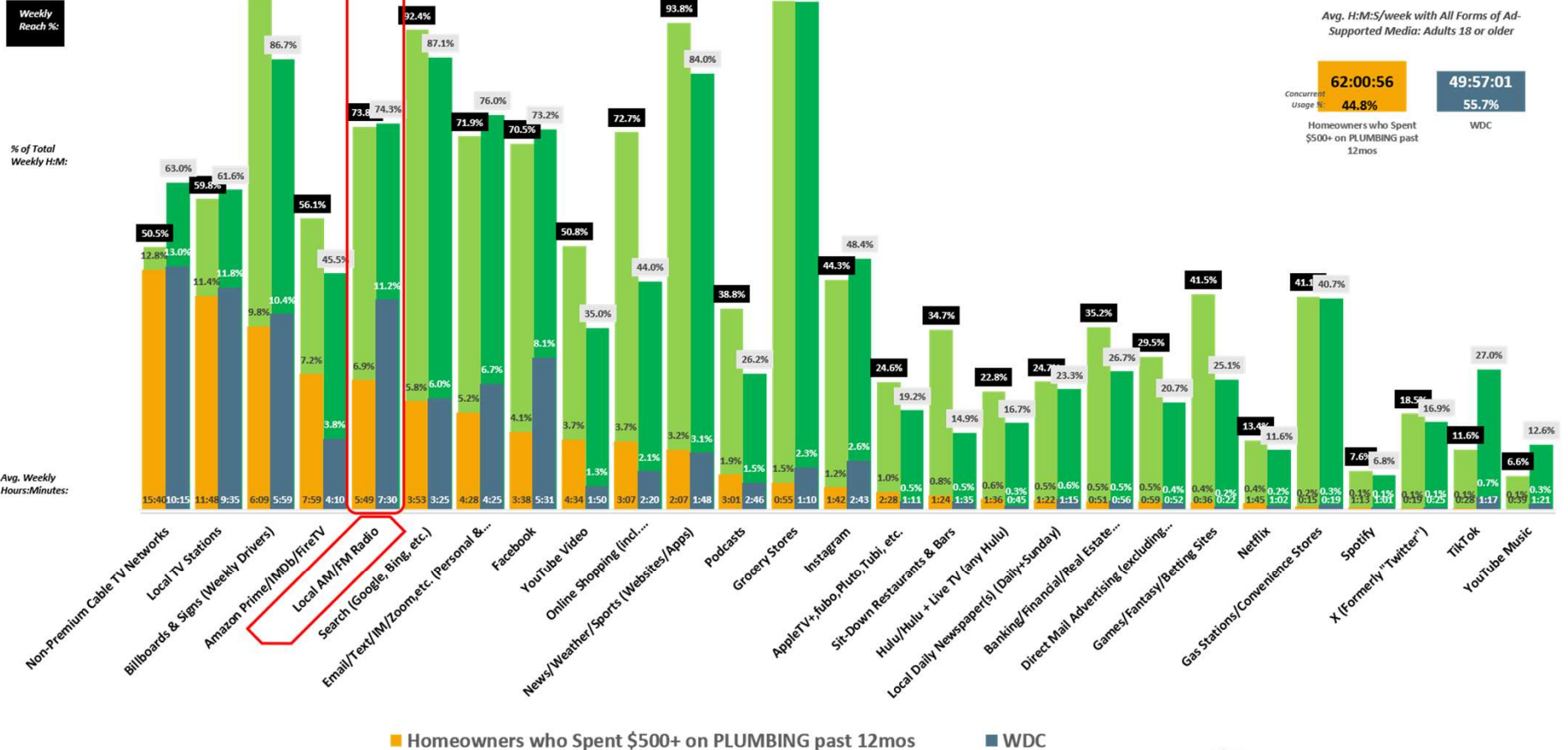
86.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 8 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported Media.







Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 2 days, 14 hours, 0 minutes and 56 seconds each week with All Forms of Ad-Supported Media.  
 73.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 5 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.9% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200  
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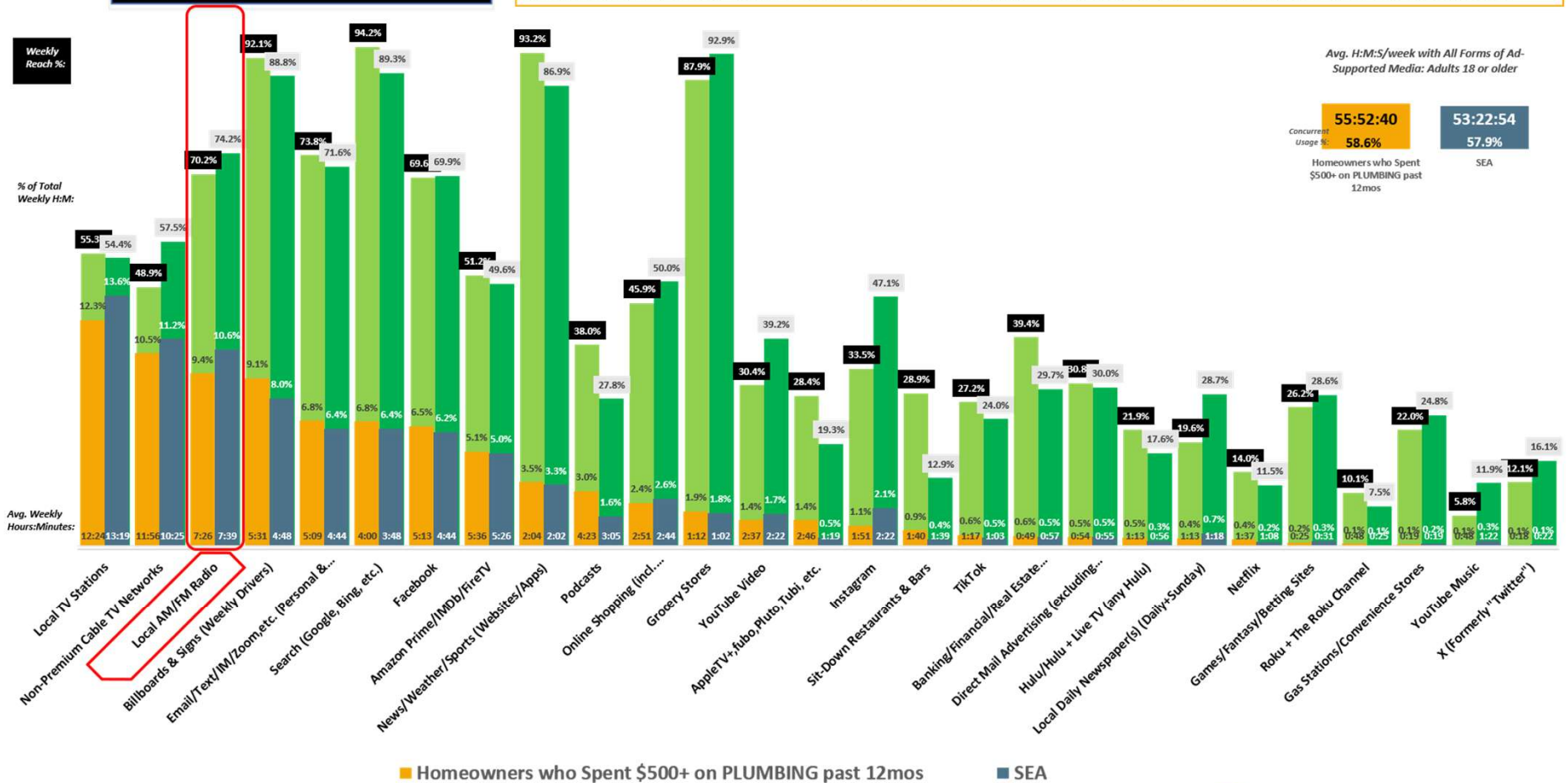
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab

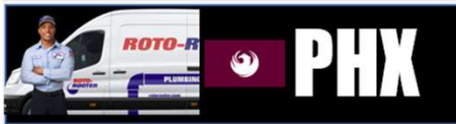


[(Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more)]

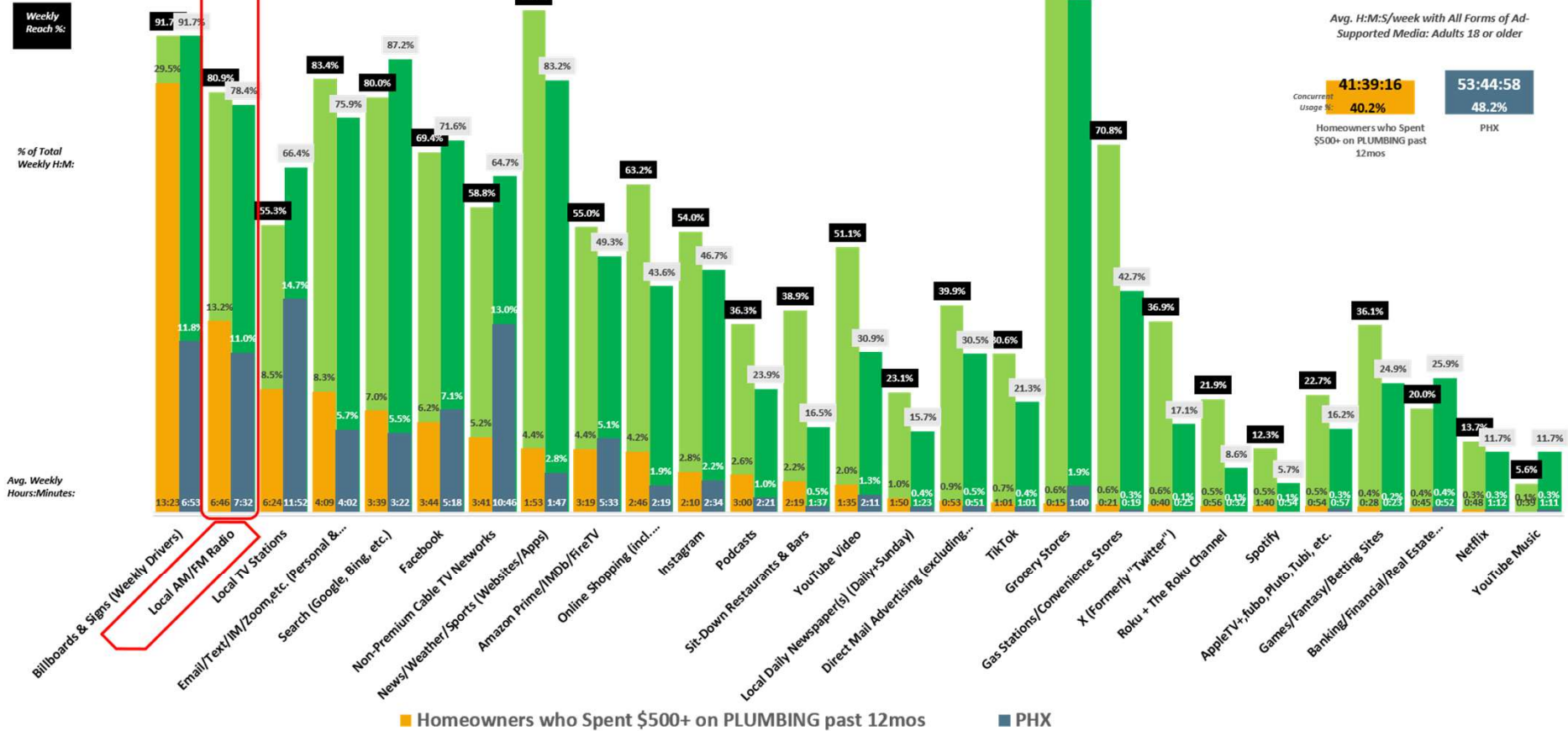


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 2 days, 7 hours, 52 minutes and 40 seconds each week with All Forms of Ad-Supported Media.  
70.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 1 days, 17 hours, 39 minutes and 16 seconds each week with All Forms of Ad-Supported Media.  
 80.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an avg. of 6 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.

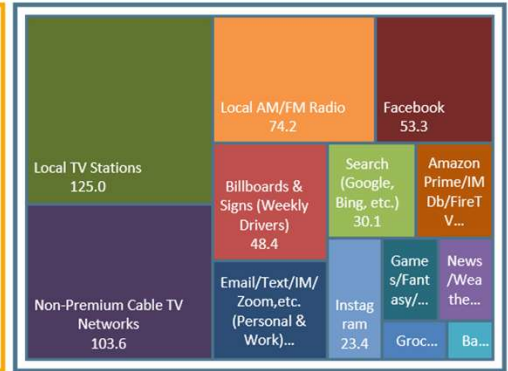
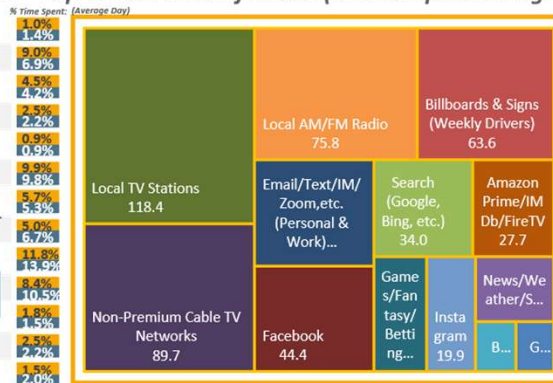
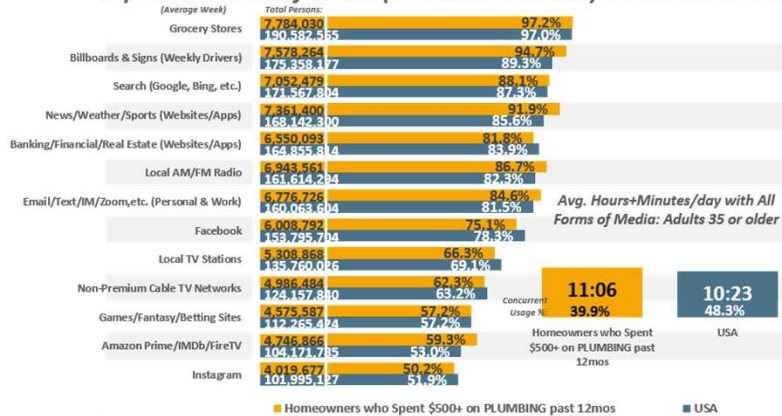




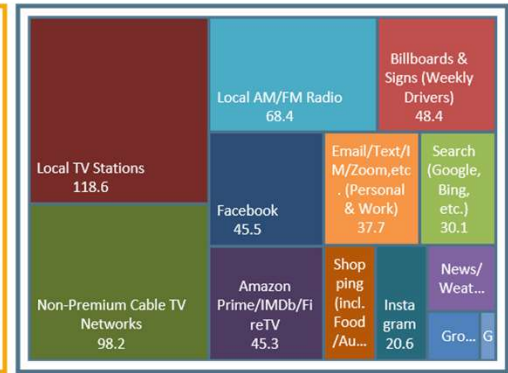
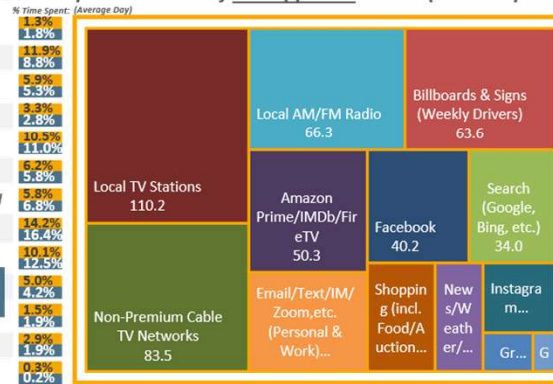
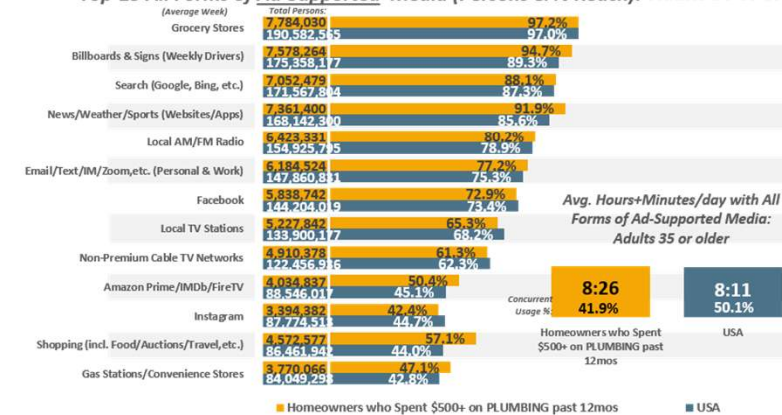


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 8 hours and 26 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 66.3 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789  
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]

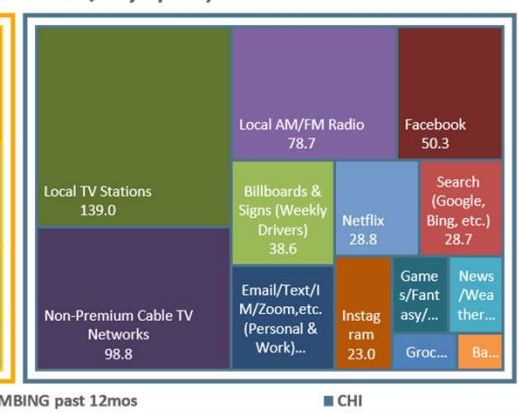
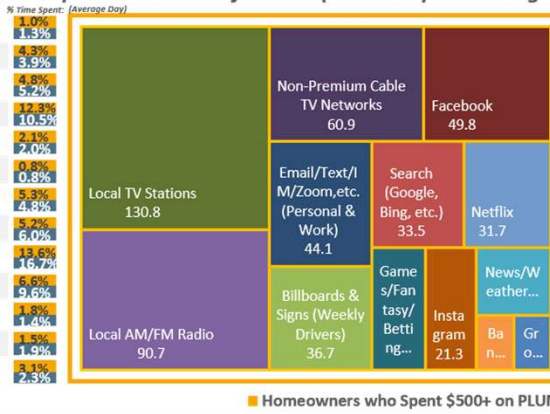
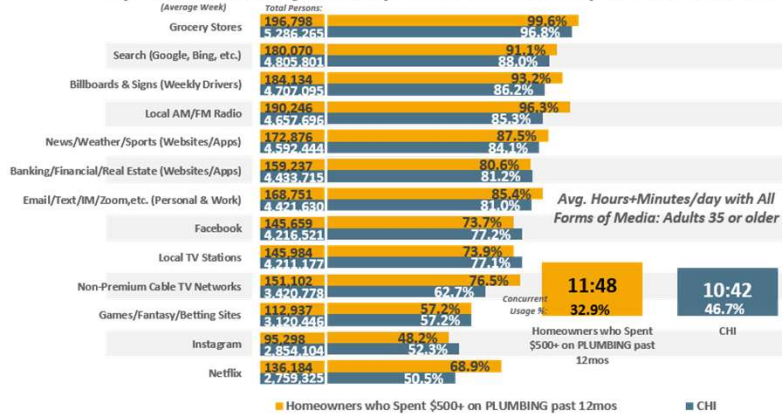




Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 86.2% listen to Local AM/FM Radio for an avg. of 77. minutes/day. (Local Radio delivers 12.8% of Time with Ad-Supported Media.)

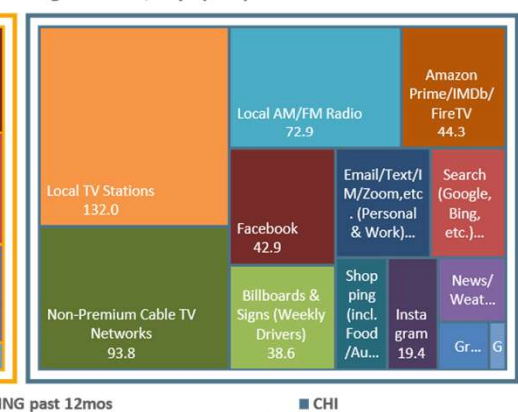
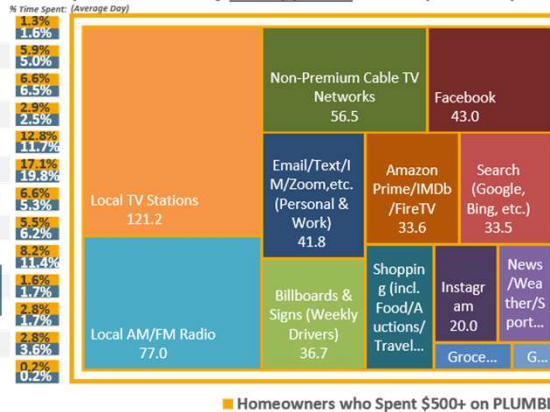
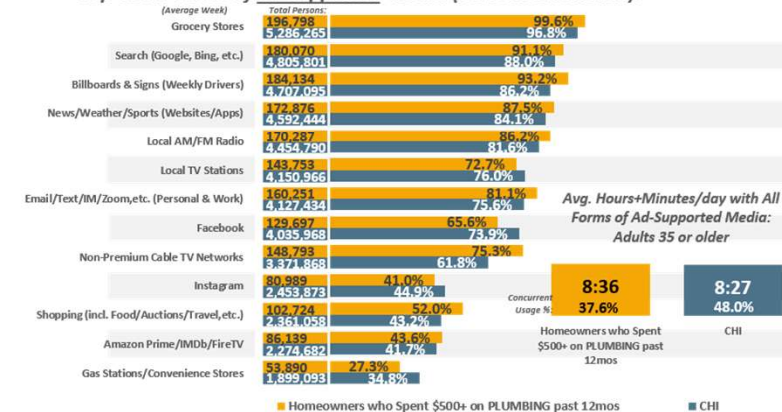
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112  
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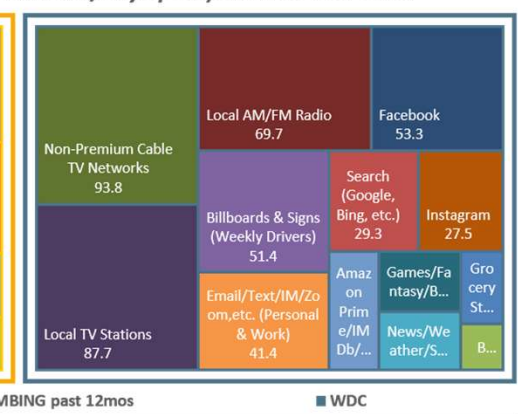
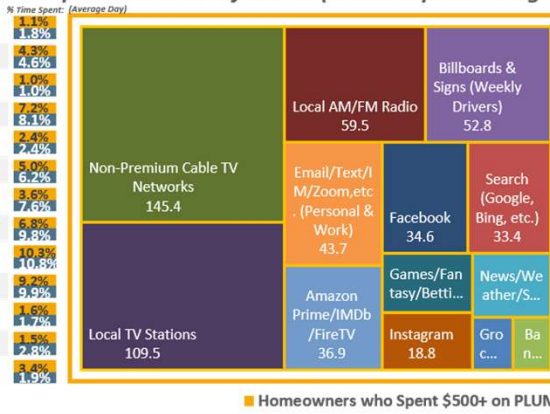
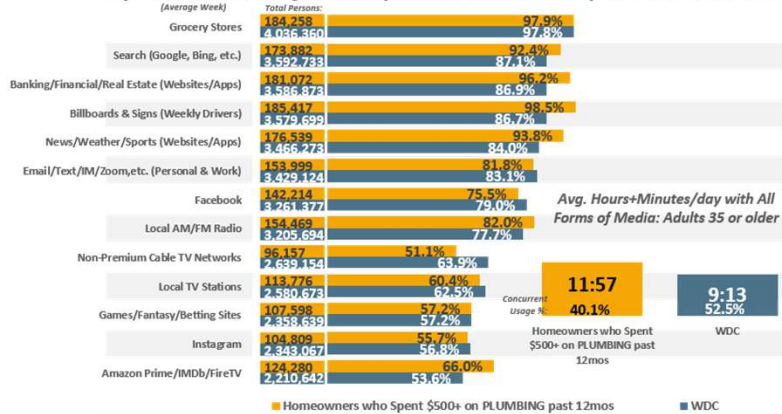
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]



Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 8 hours and 51 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 49.9 minutes/day. (Local Radio delivers 6.9% of Time with Ad-Supported Media.)

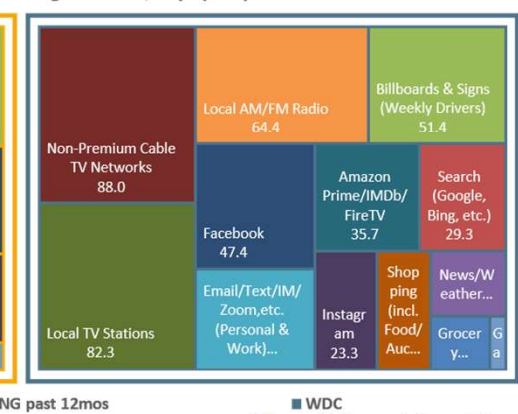
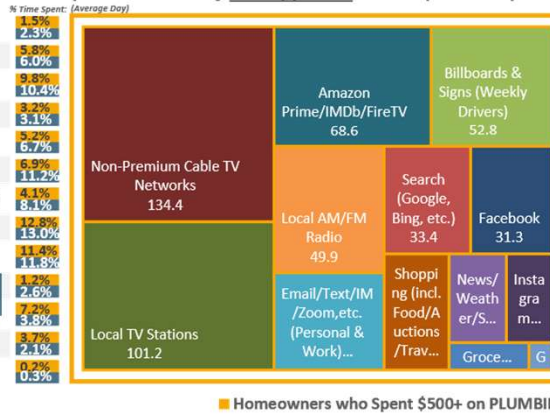
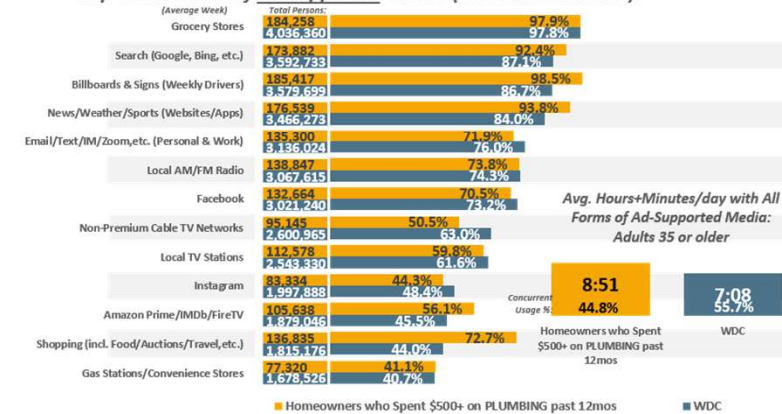
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200  
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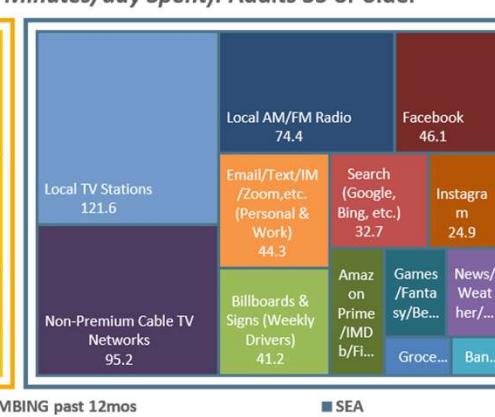
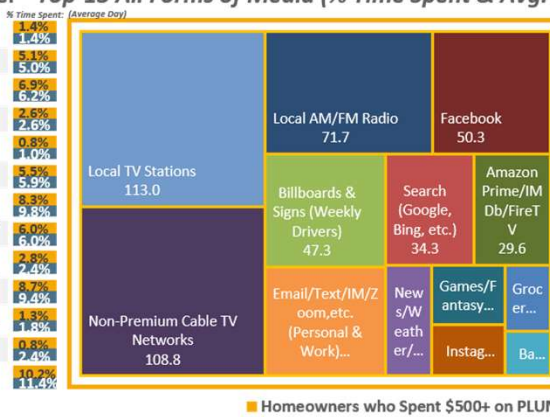
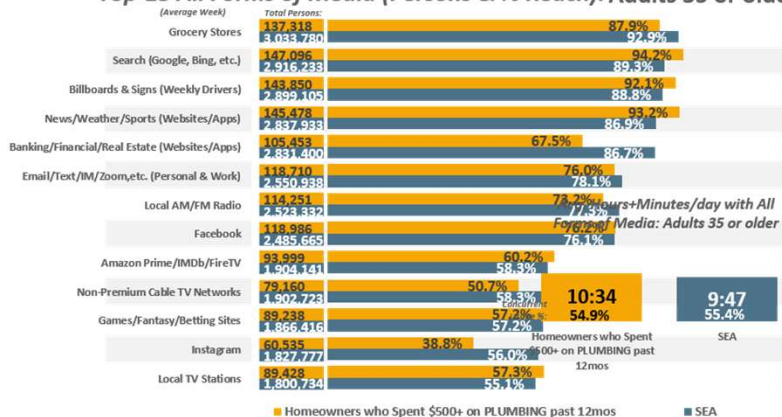
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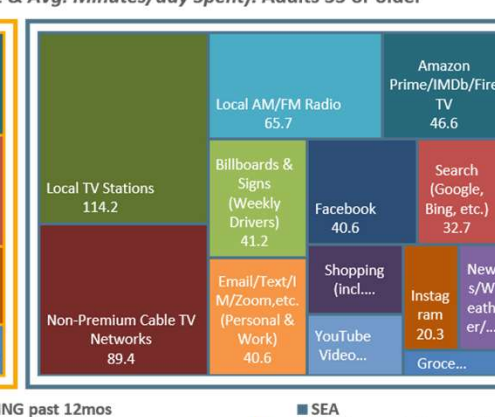
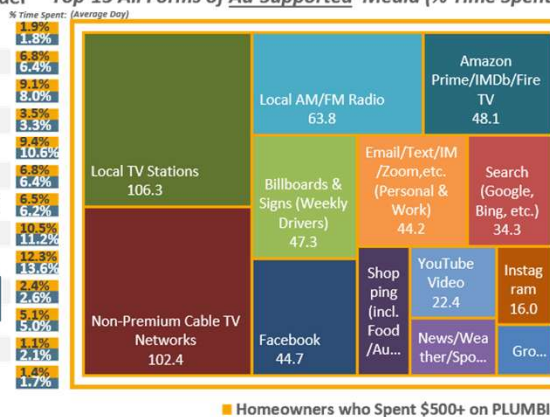
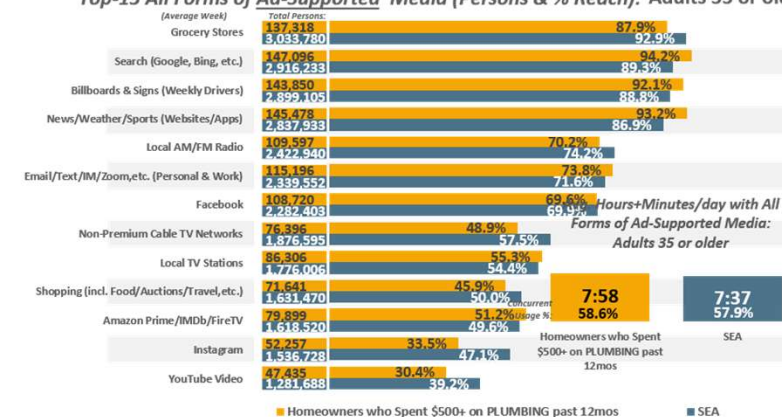


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 70.2% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144  
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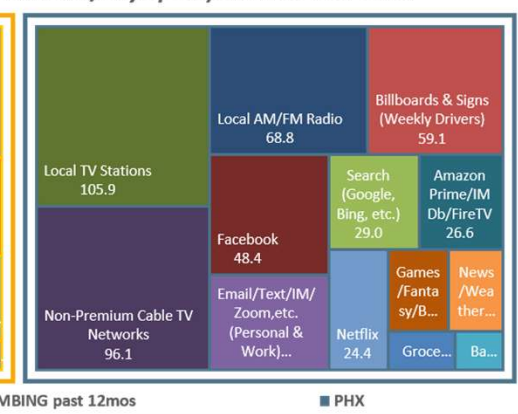
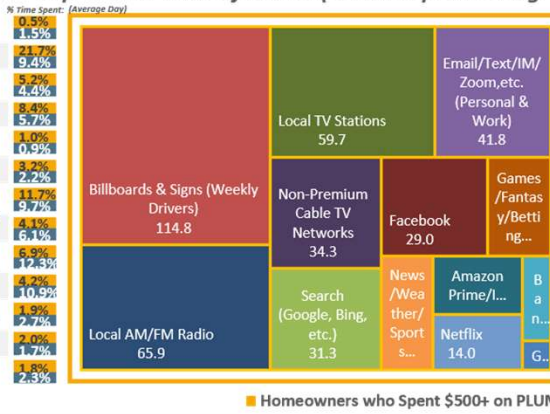
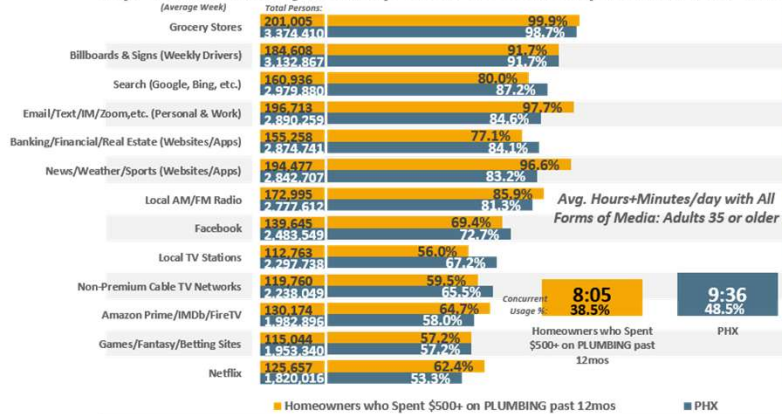
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]

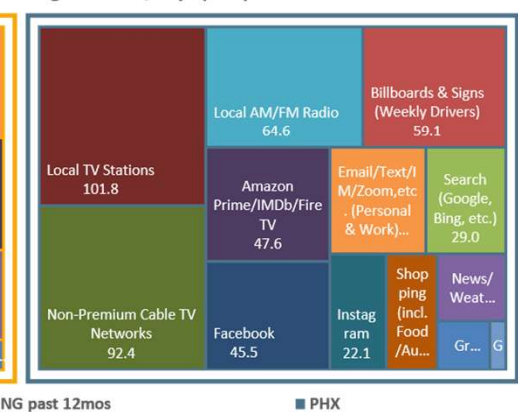
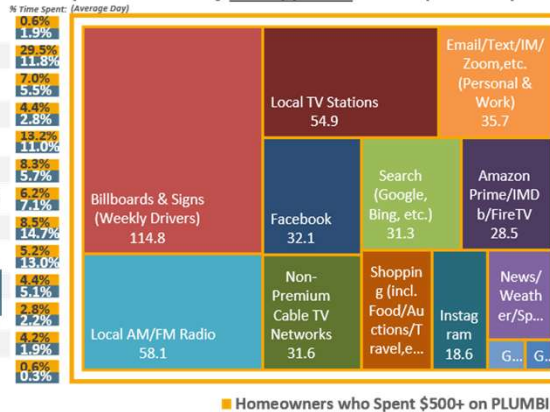
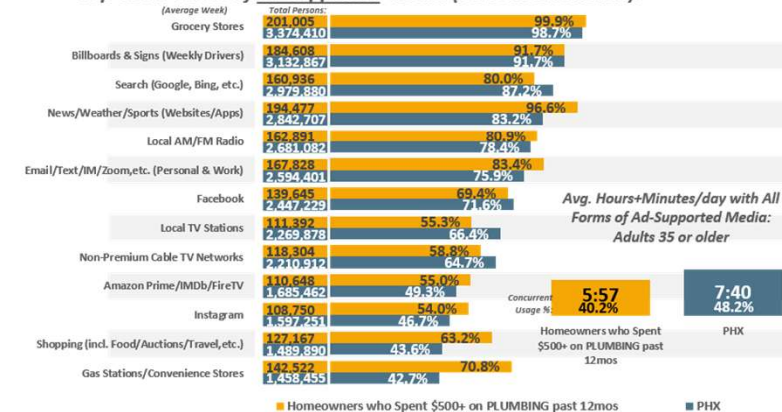


Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 5 hours and 57 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 58.1 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

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



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

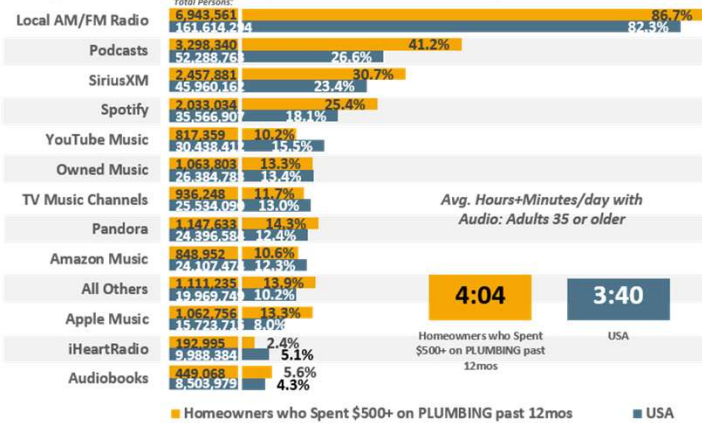




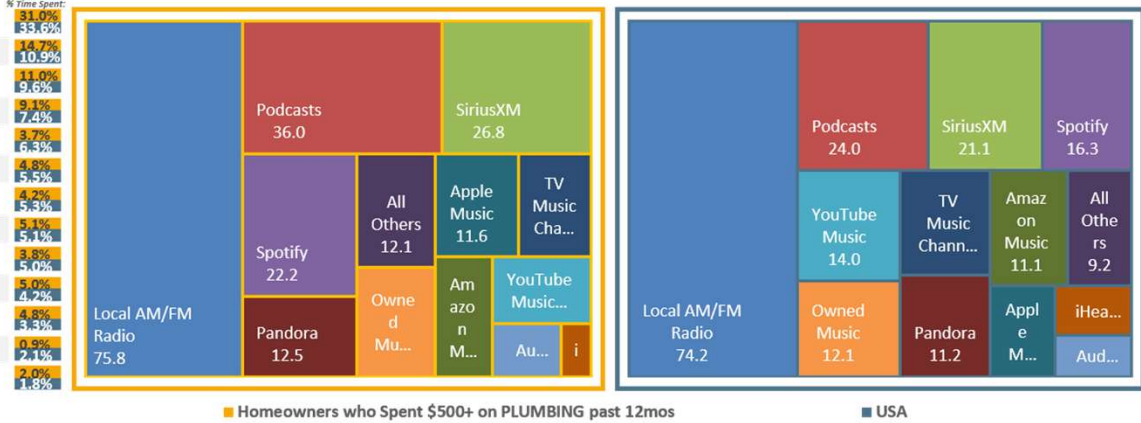


6,423,331 or 80.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

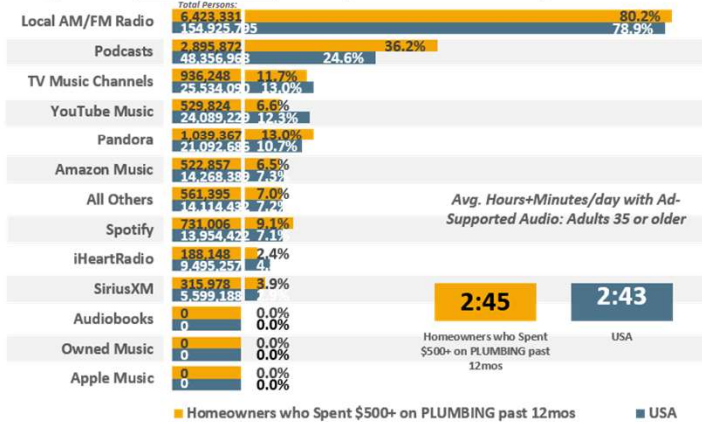
#### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



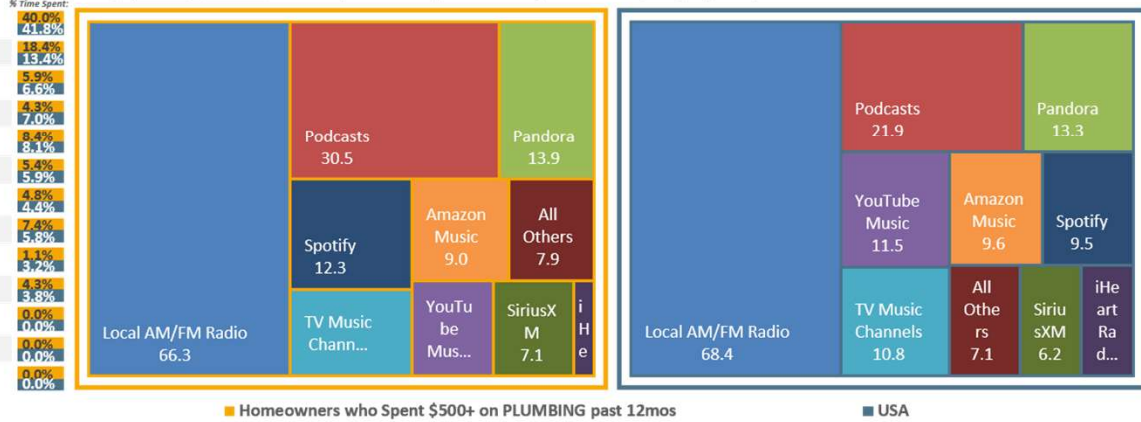
#### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



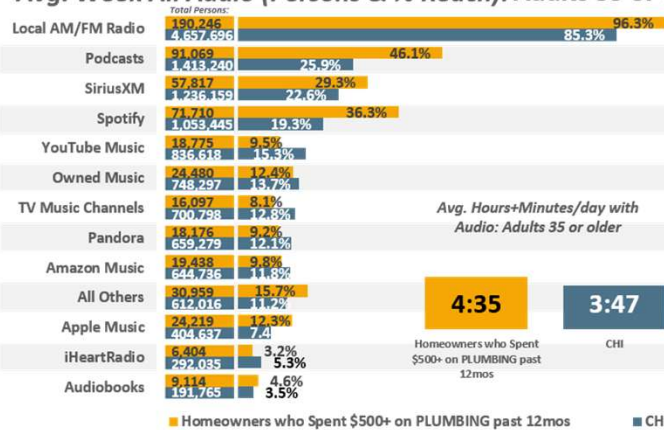
#### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



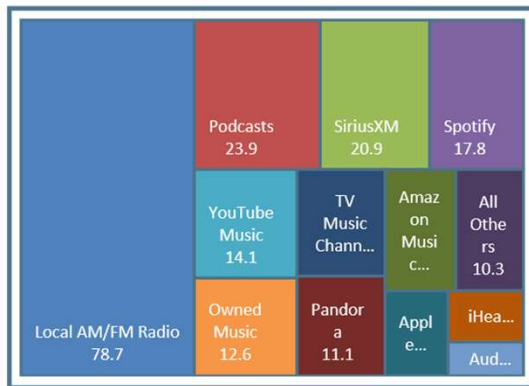
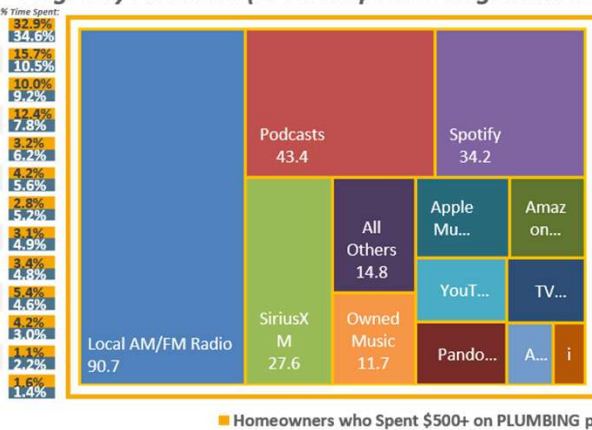


170,287 or 86.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 77. minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

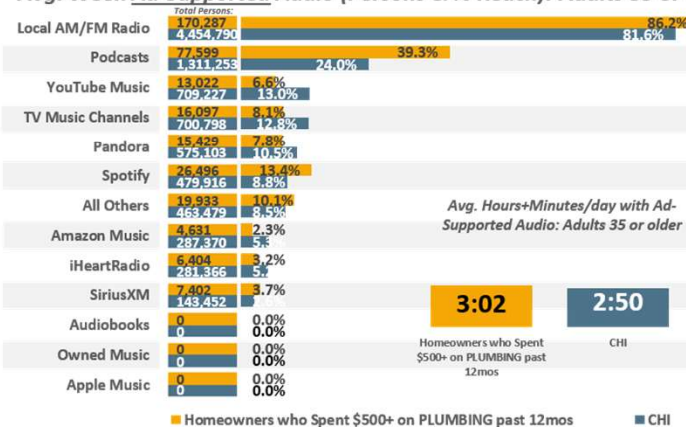
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



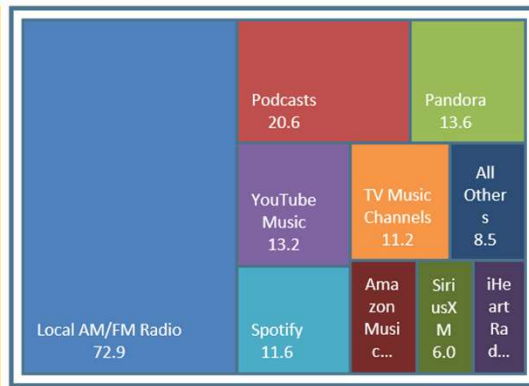
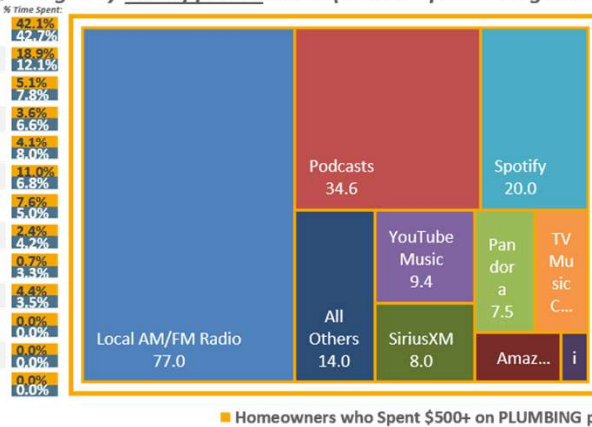
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



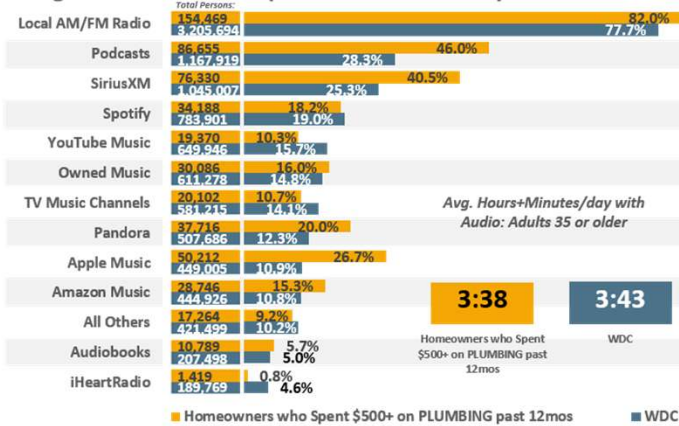
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



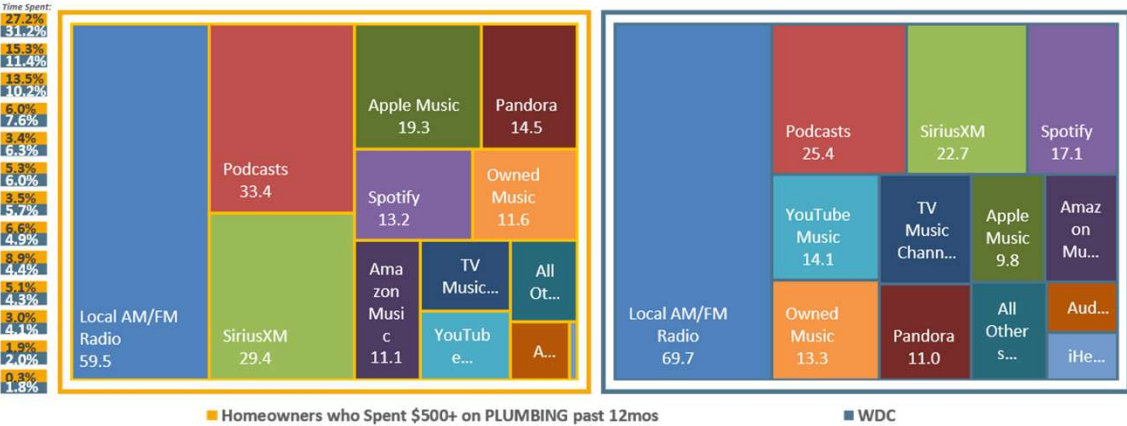


138,847 or 73.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.

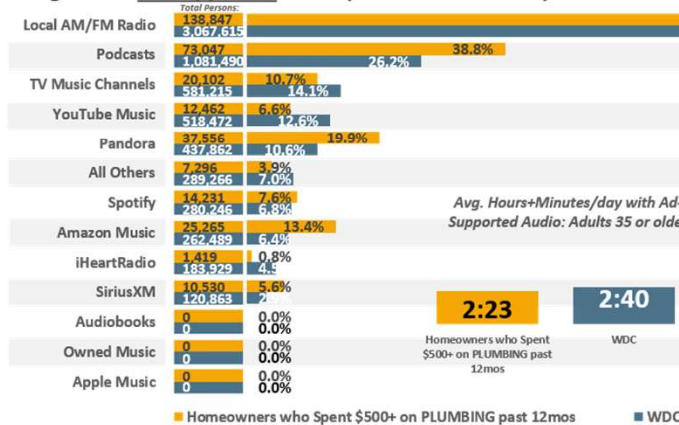
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



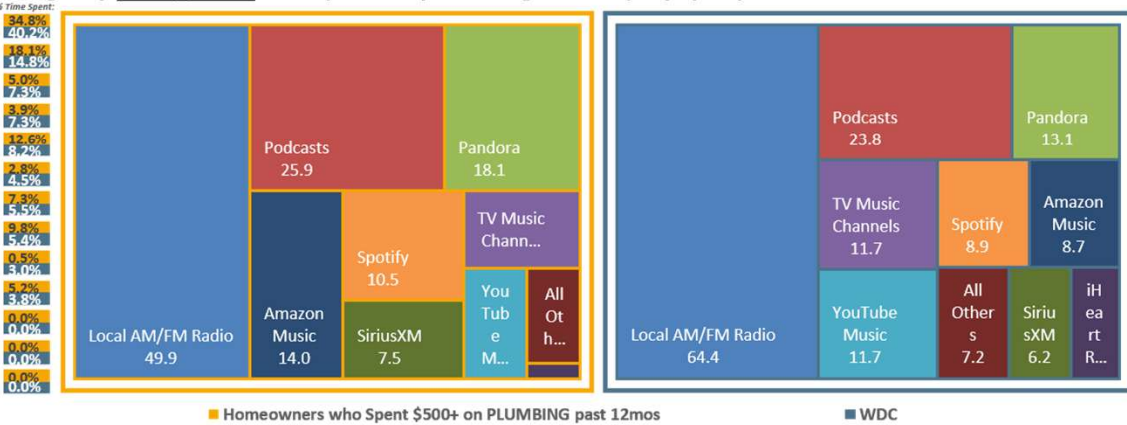
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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



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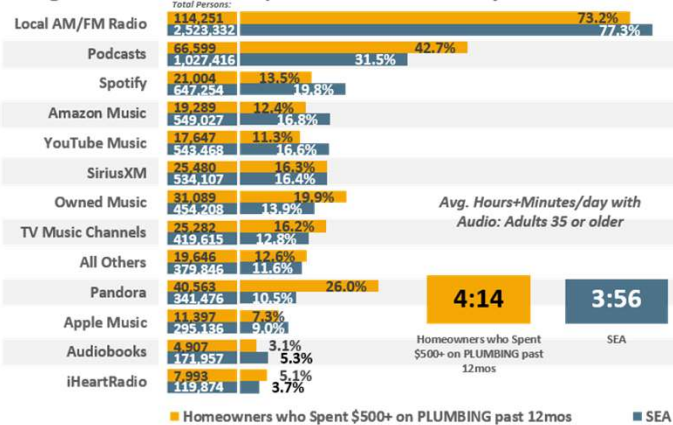
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



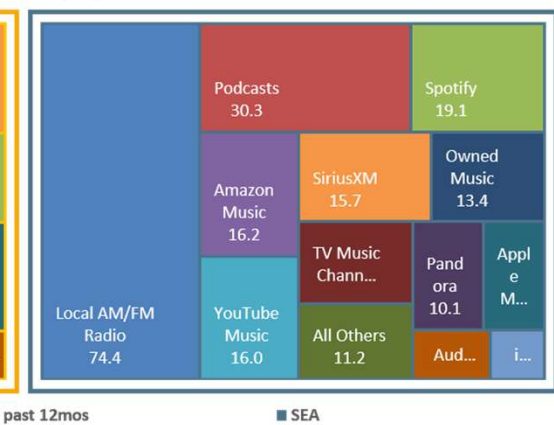
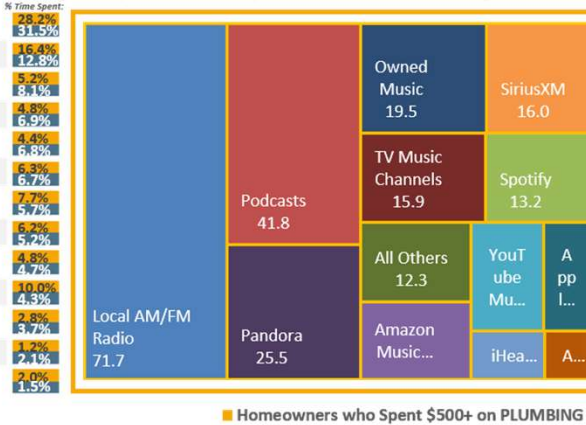


109,597 or 70.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.

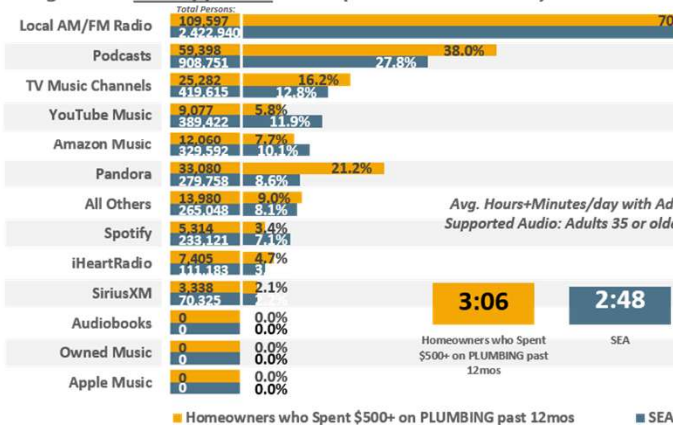
### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



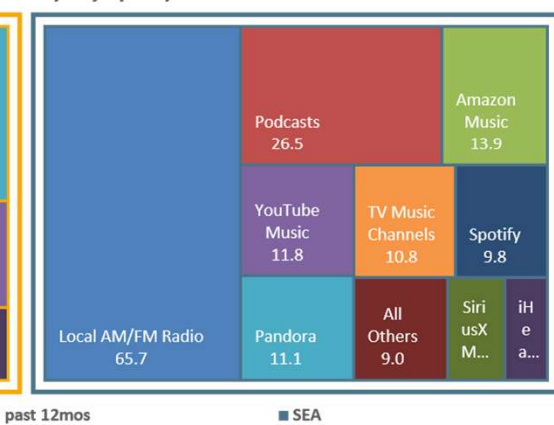
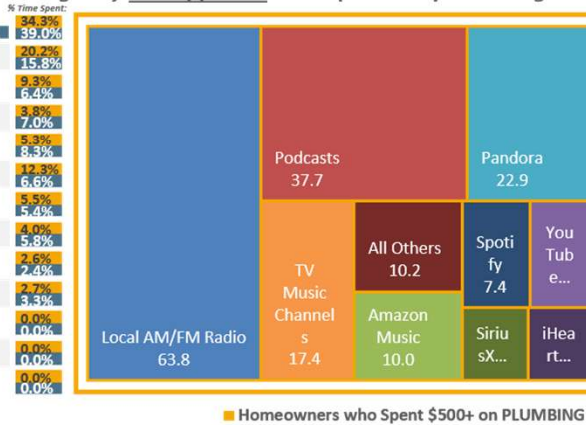
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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

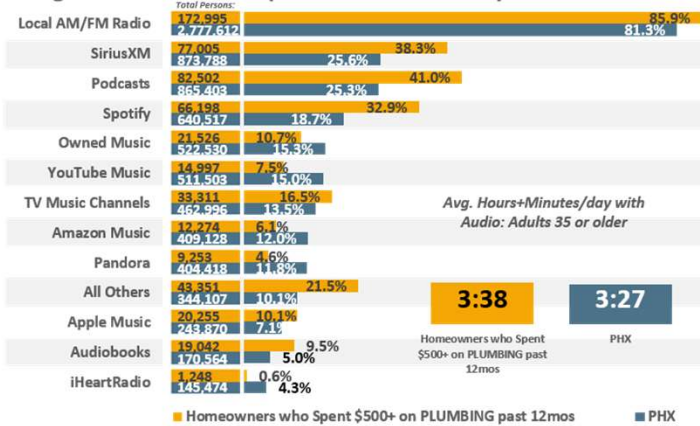




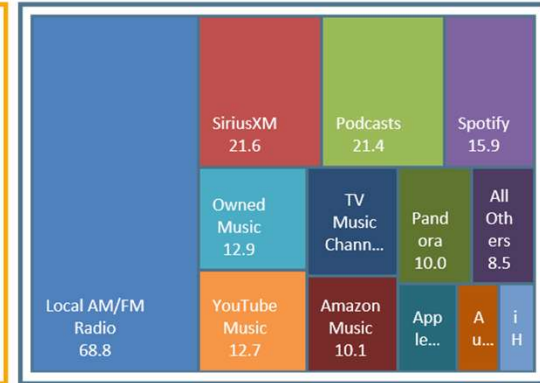
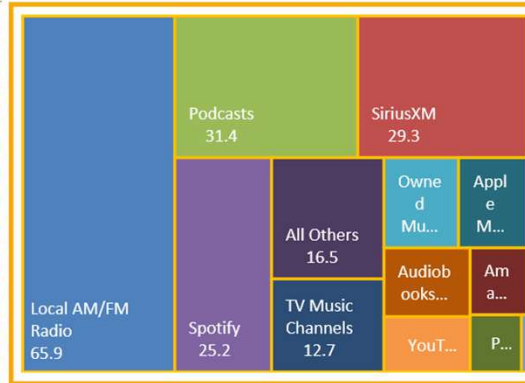


162,891 or 80.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

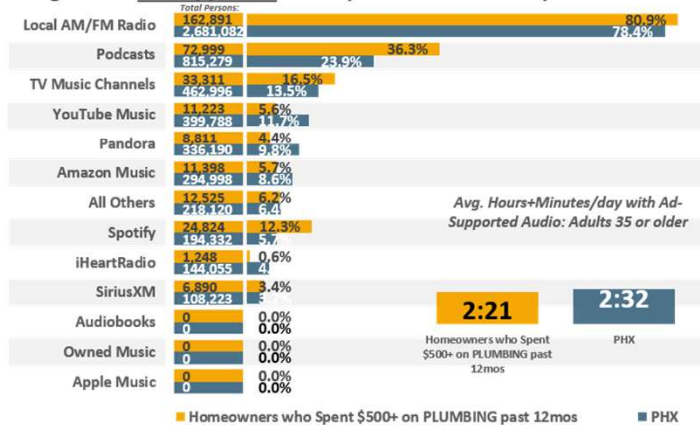
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



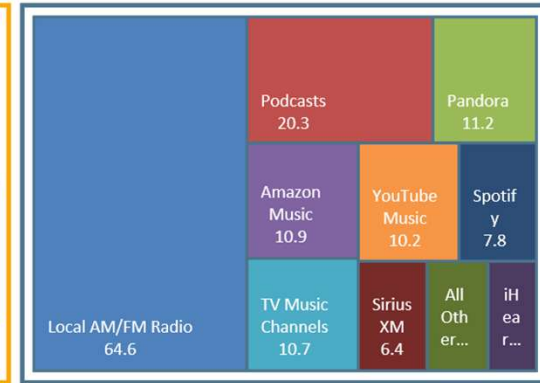
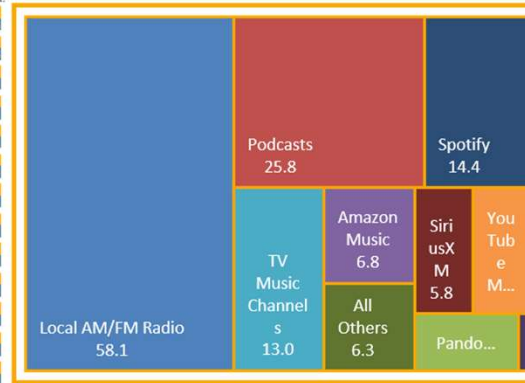
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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

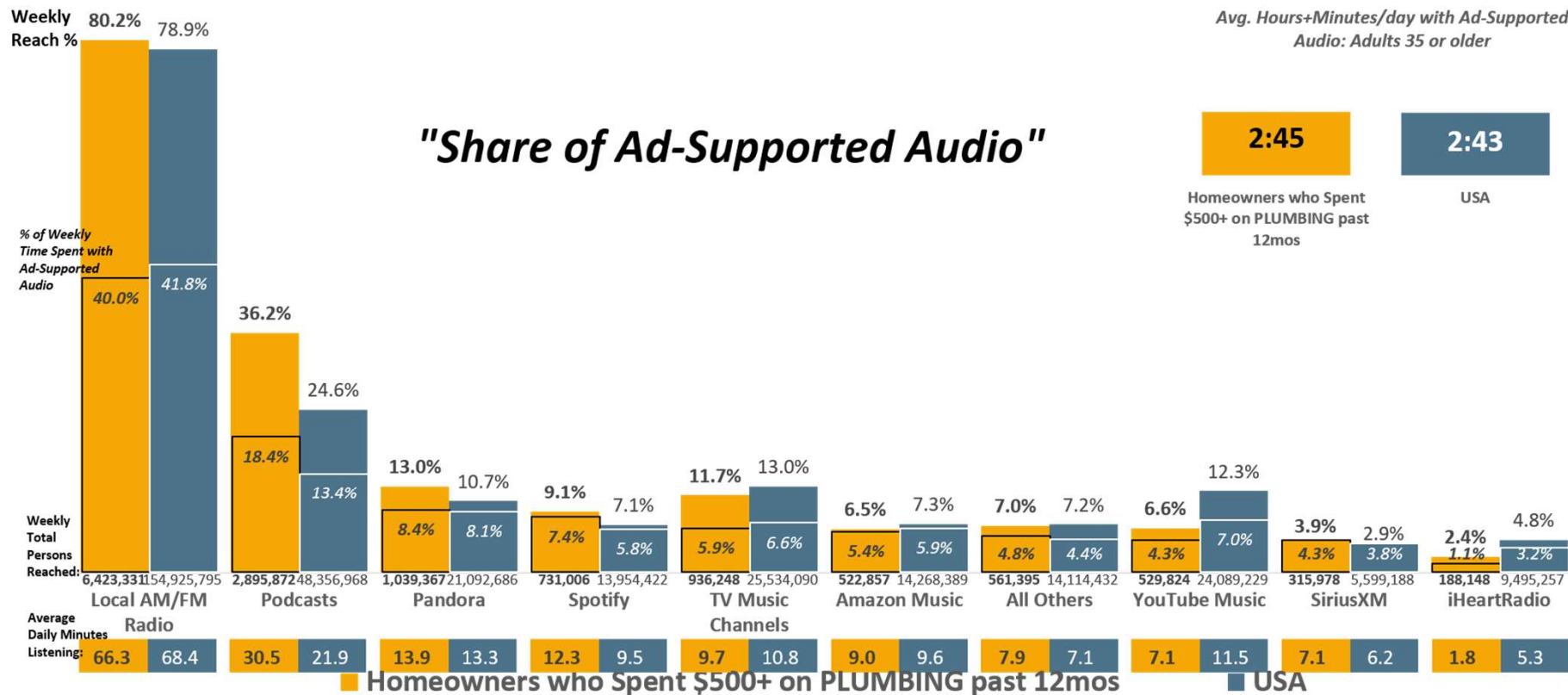


**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





6,423,331 or 80.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 66.3 minutes every day representing 40.% of all time spent daily with Ad-Supported Audio.



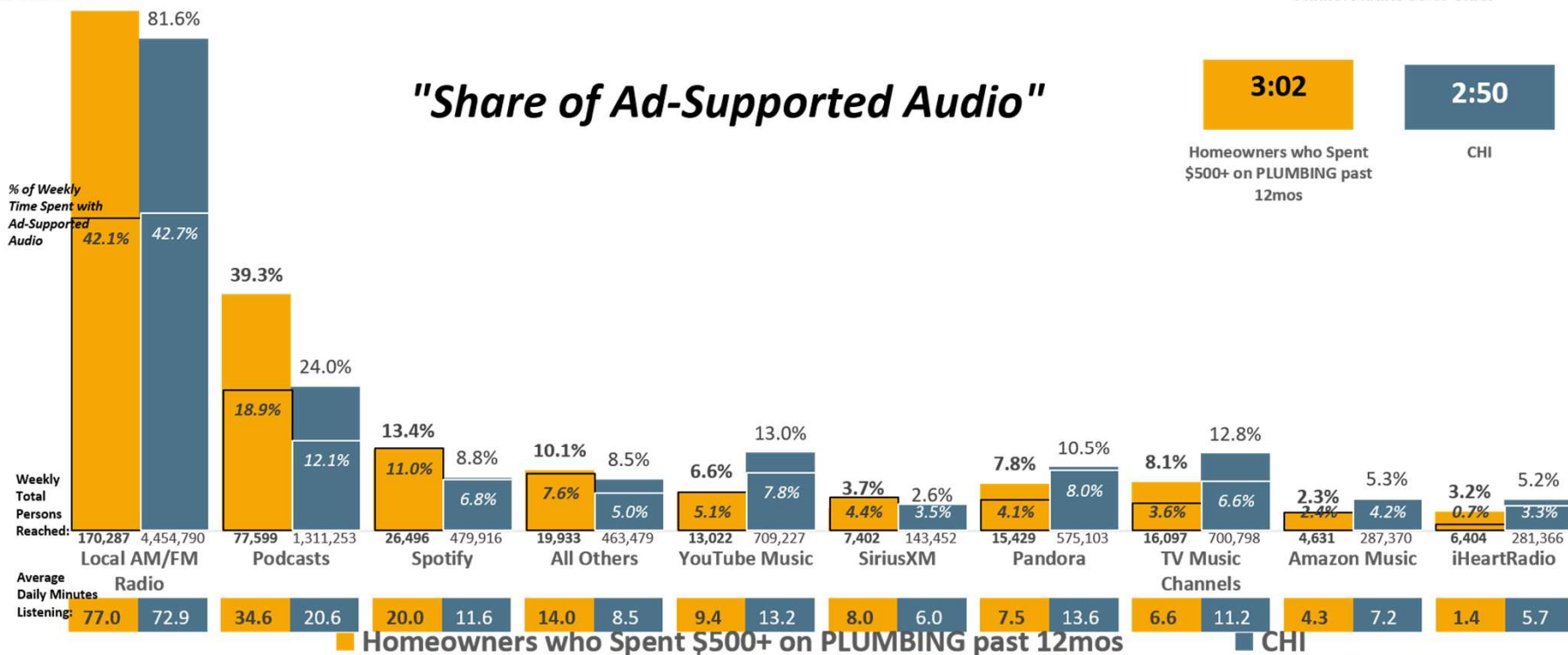


170,287 or 86.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 77. minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

Weekly  
Reach % 86.2%

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

## "Share of Ad-Supported Audio"



3:02

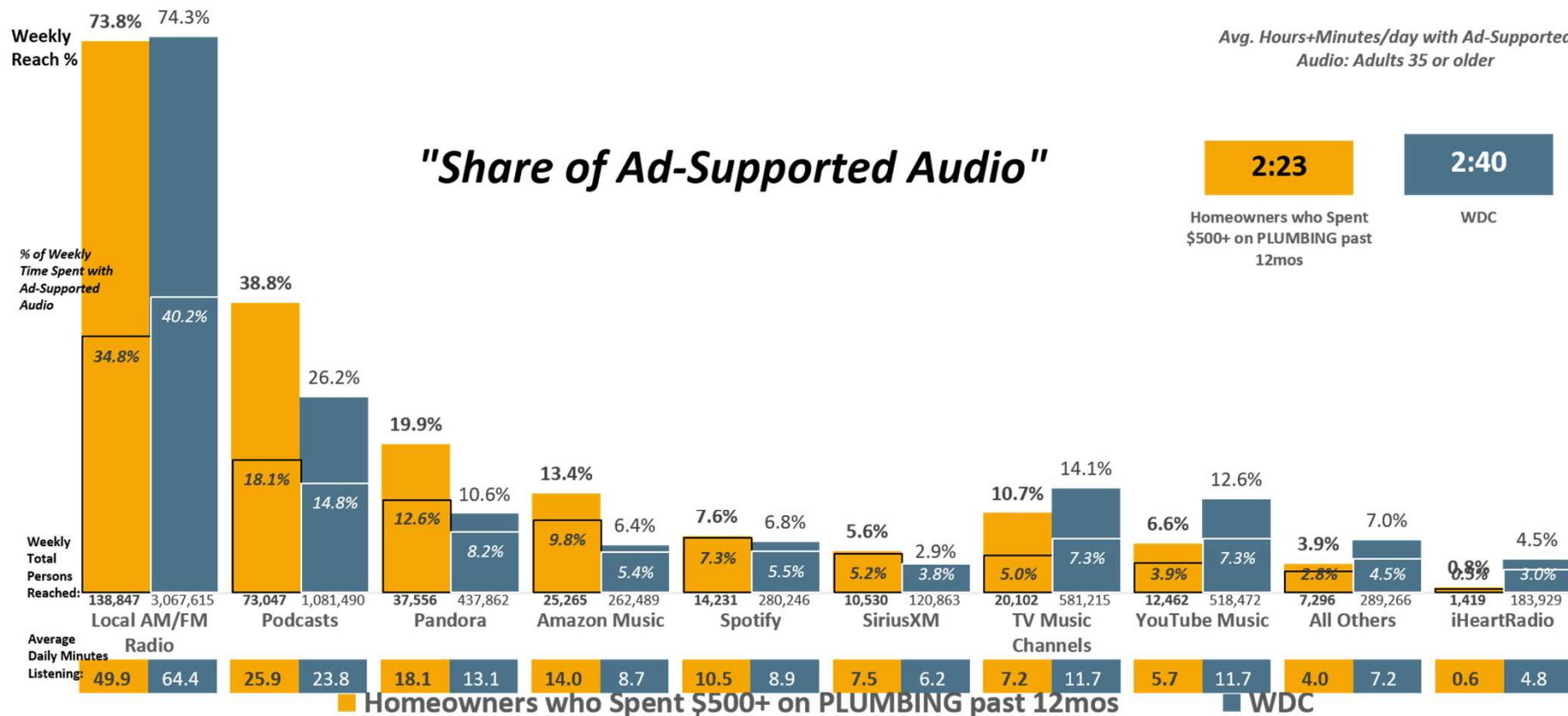
2:50

Homeowners who Spent  
\$500+ on PLUMBING past  
12mos

CHI



138,847 or 73.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 49.9 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.



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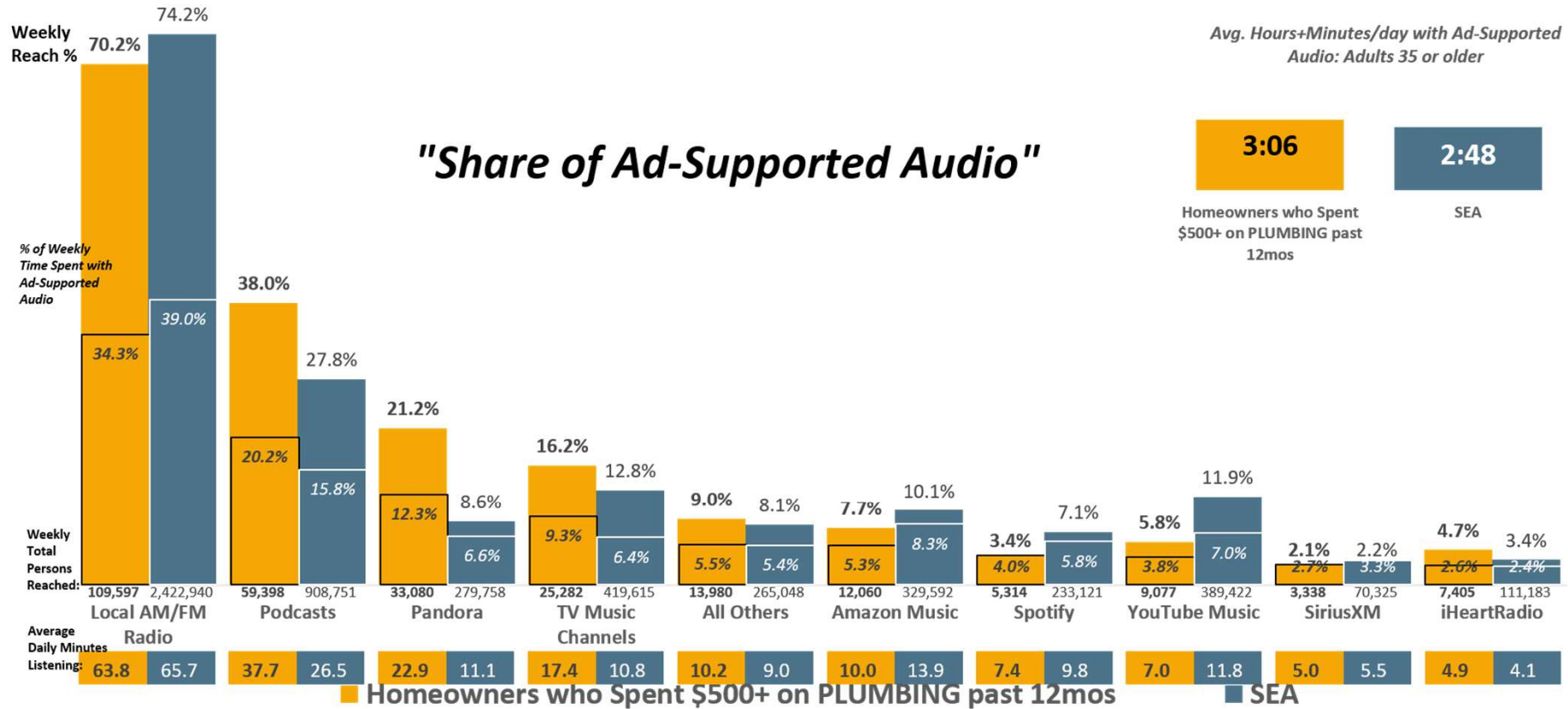
soefa.ai Share of Everything for Anything

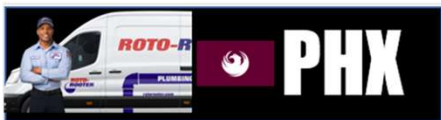
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]]



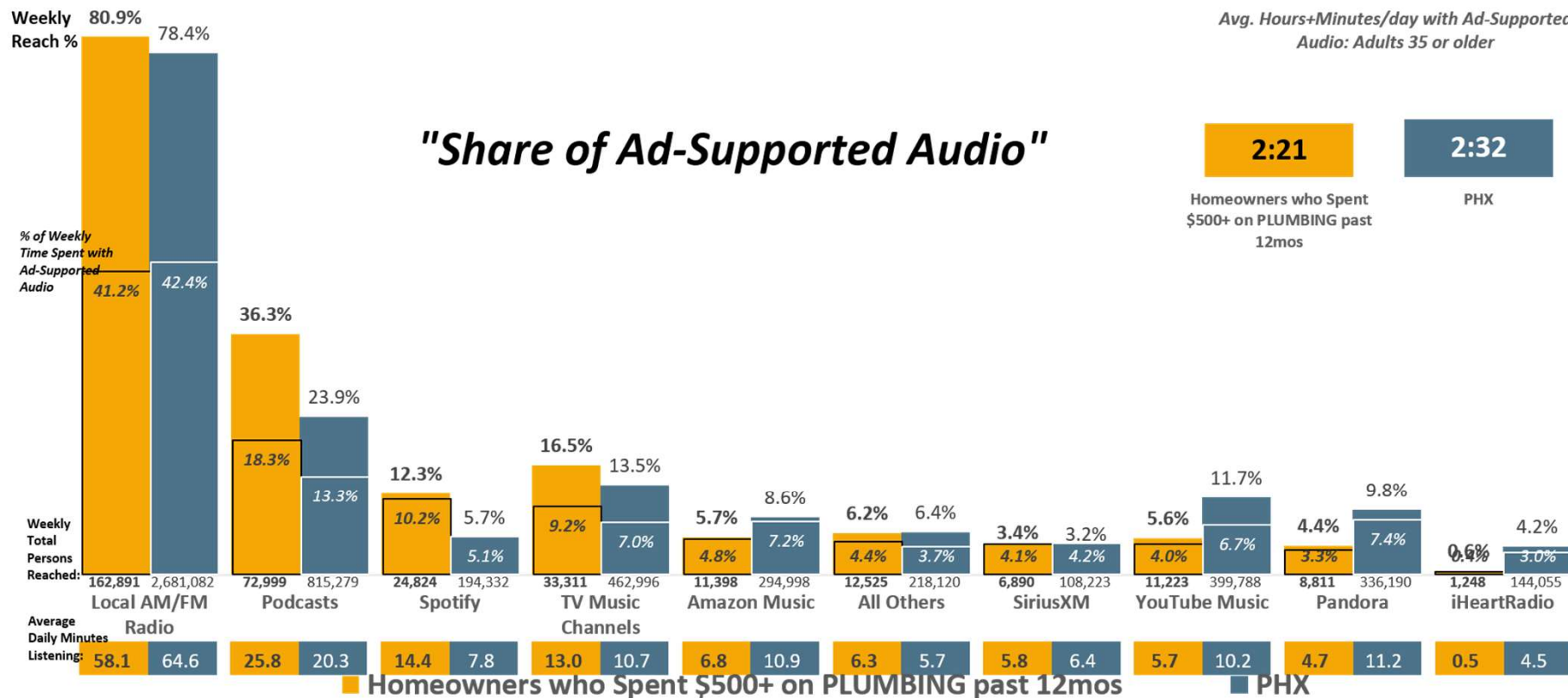


109,597 or 70.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Audio.





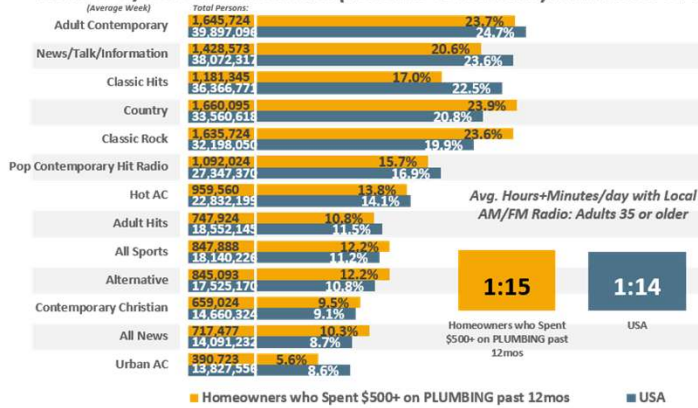
162,891 or 80.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 58.1 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.



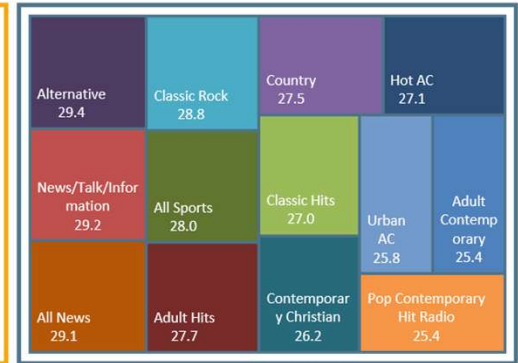
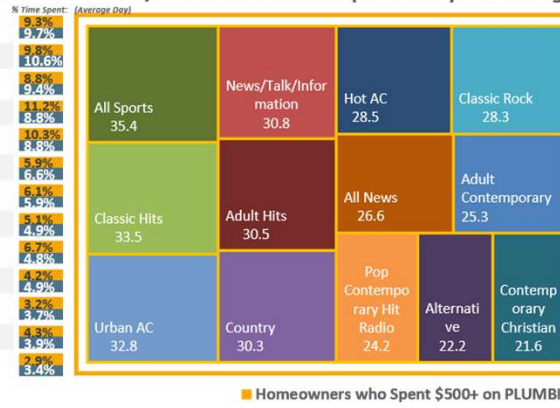


6,423,331 or 80.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Classic Hits, and Pop Contemporary Hit Radio.

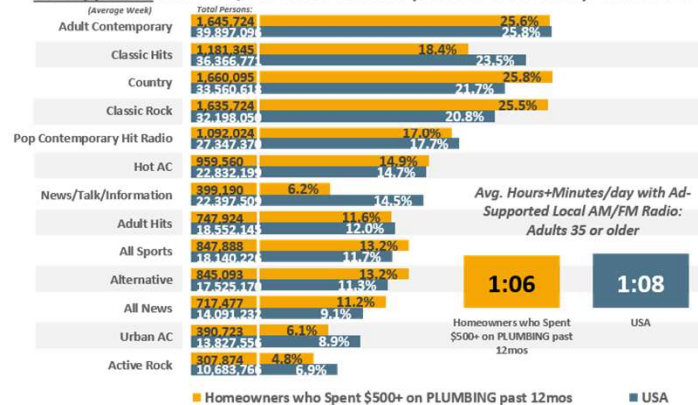
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



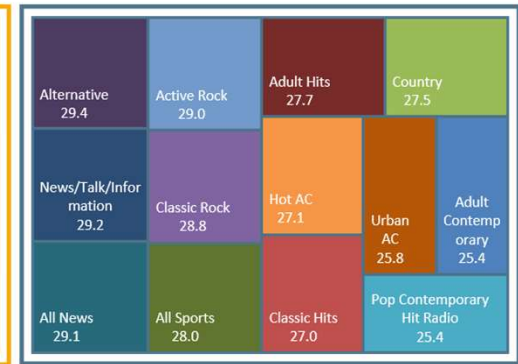
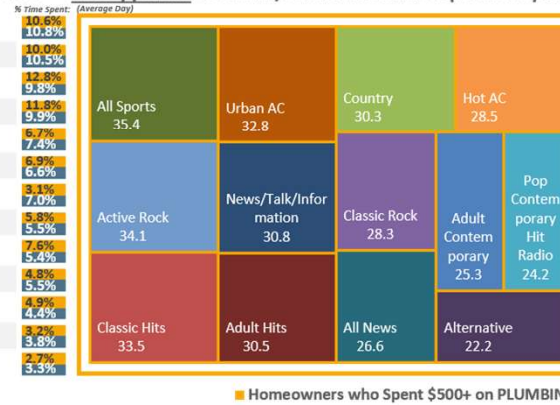
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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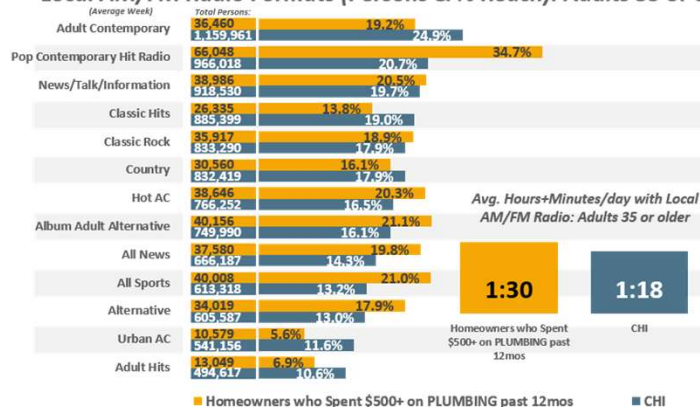
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]



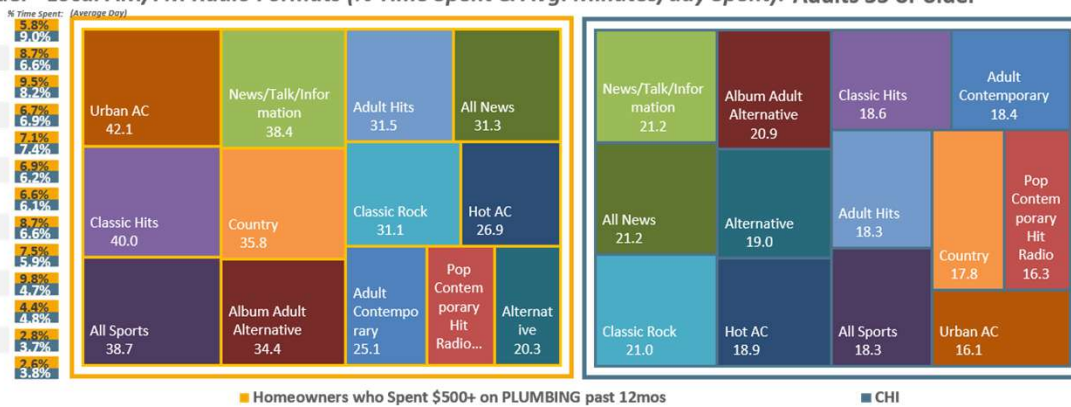


170,287 or 86.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Album Adult Alternative, All Sports, Hot AC, and All News.

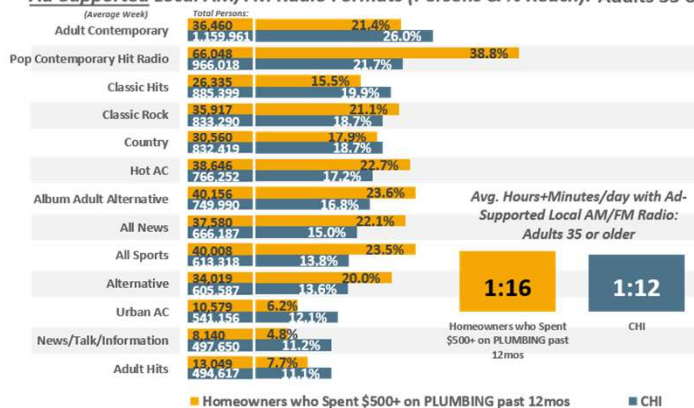
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



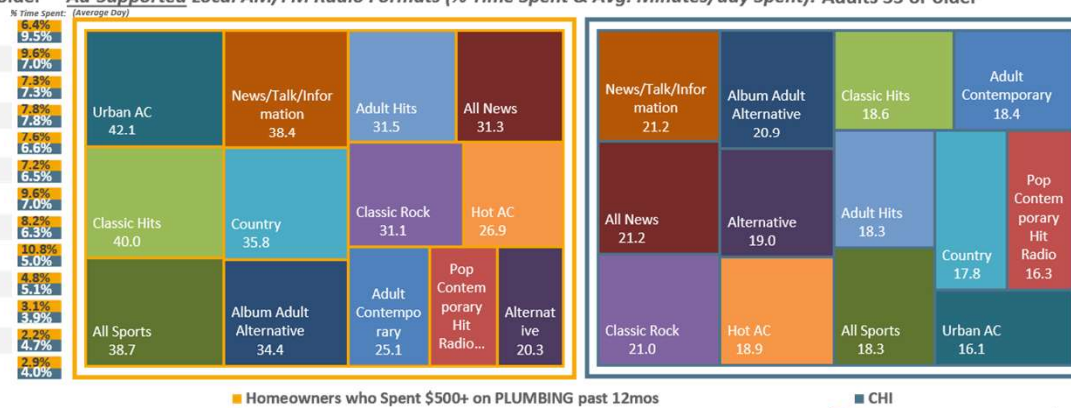
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

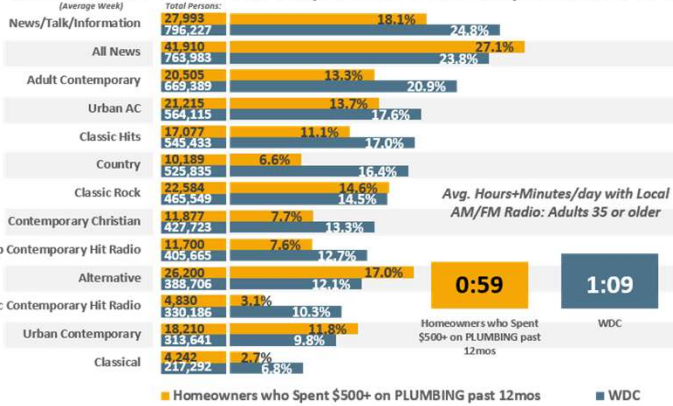




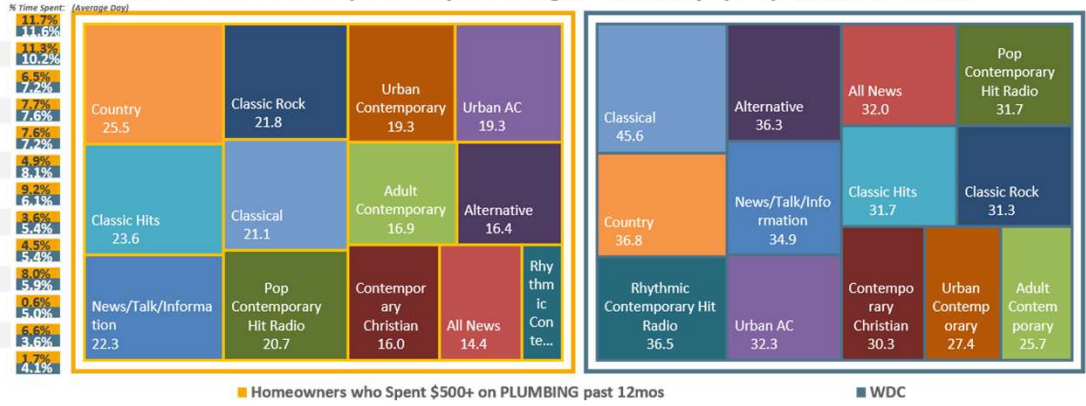


138,847 or 73.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Alternative, Classic Rock, Urban AC, and Adult Contemporary.

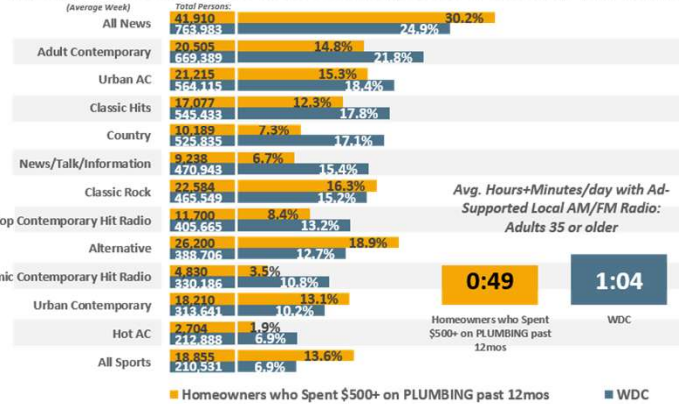
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



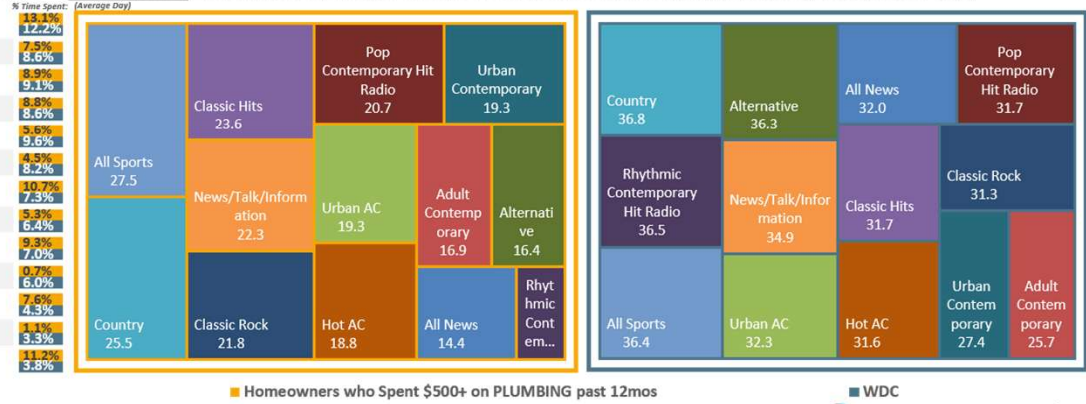
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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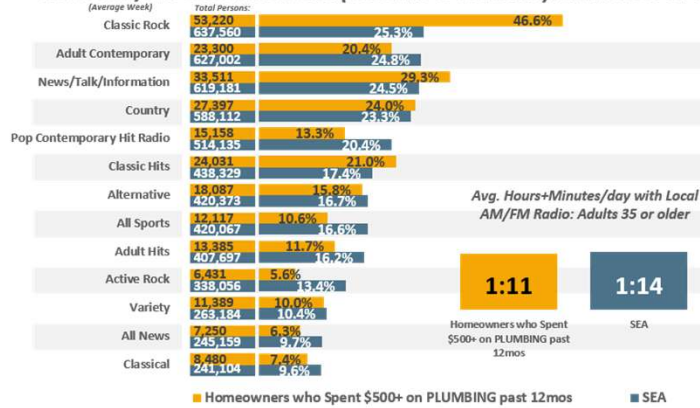
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]

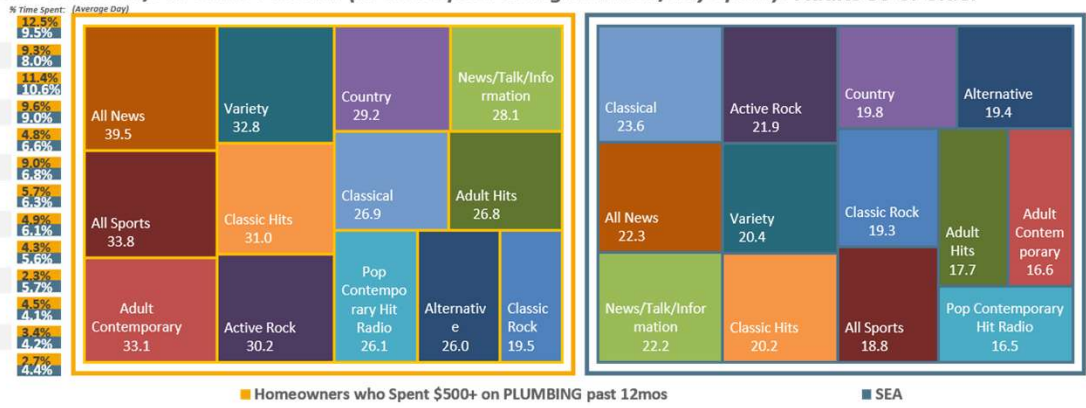


109,597 or 70.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Country, Classic Hits, Adult Contemporary, and Alternative.

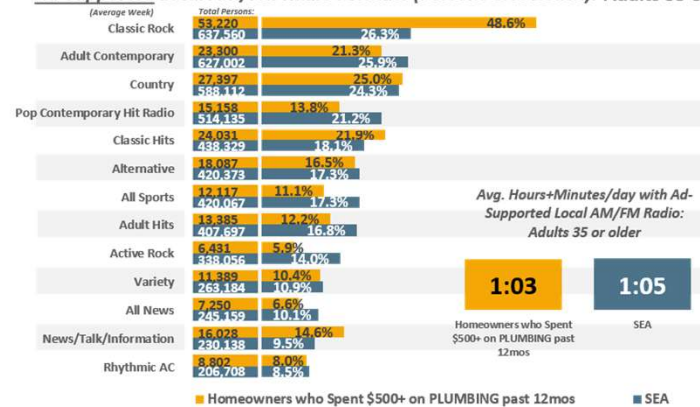
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



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



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



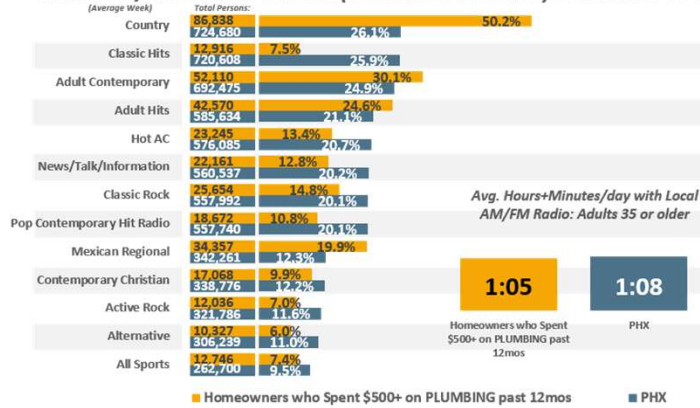
### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



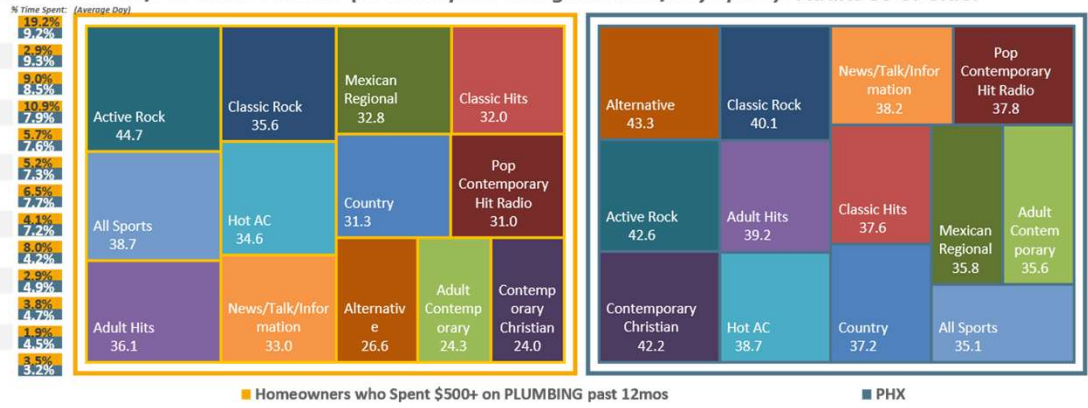


162,891 or 80.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Adult Hits, Mexican Regional, and Spanish Adult Hits.

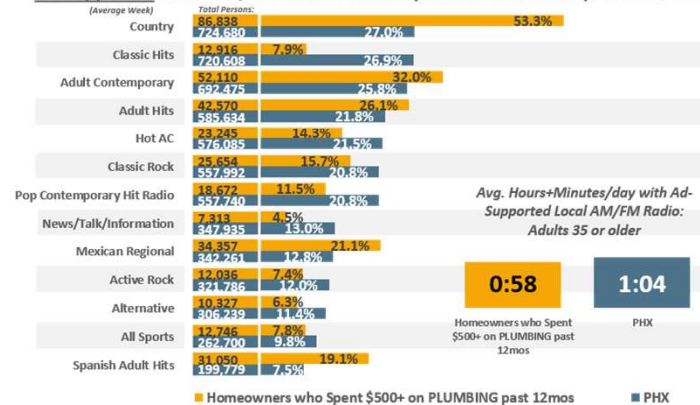
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



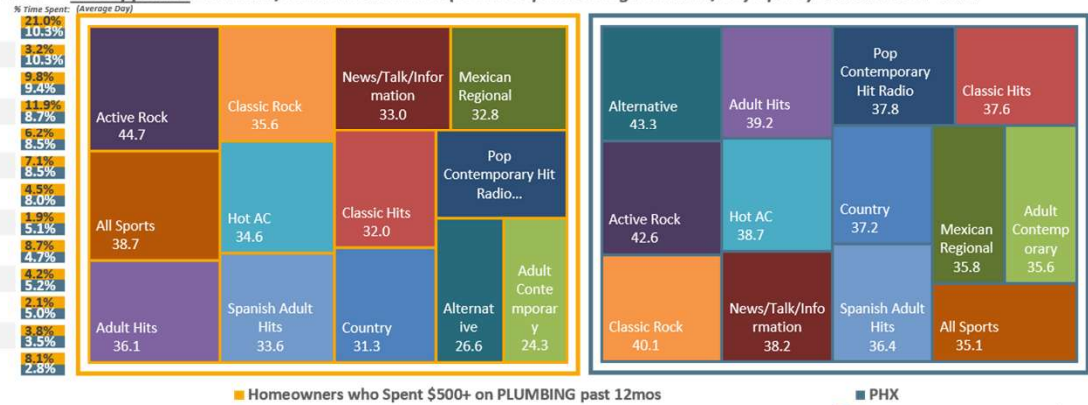
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



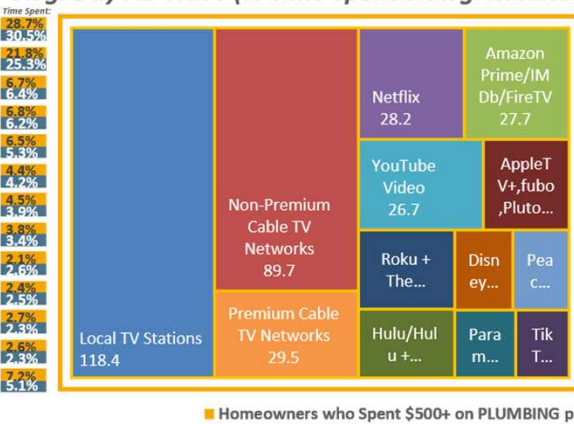
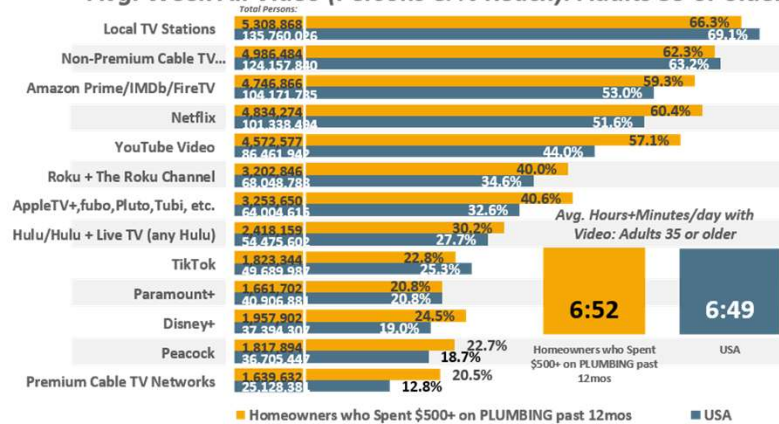




5,227,842 or 65.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

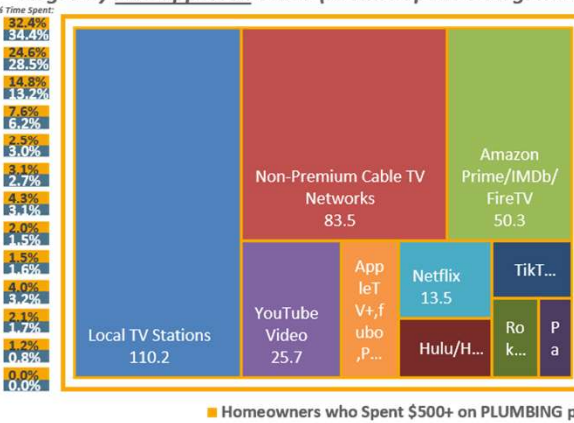
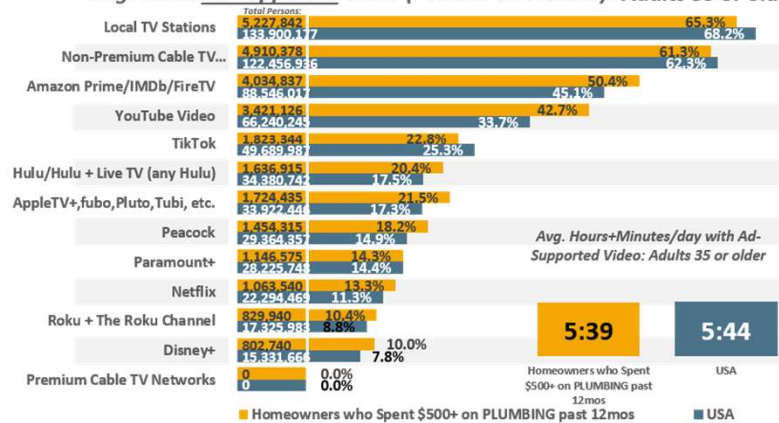
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]

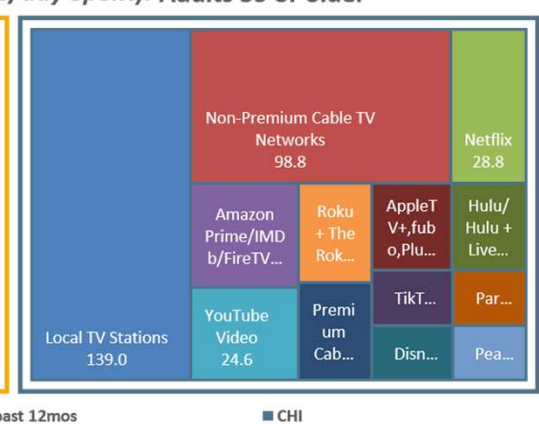
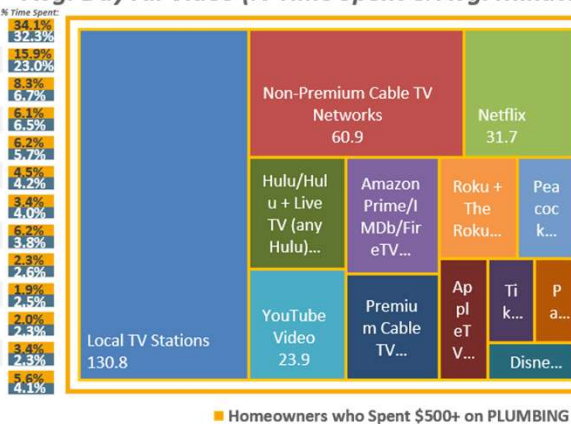
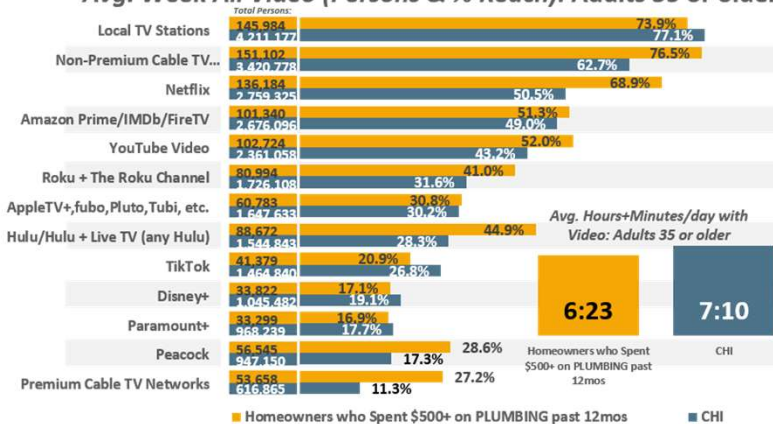




143,753 or 72.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 121.2 minutes every day representing 39.6% of all time spent daily with Ad-Supported Video.

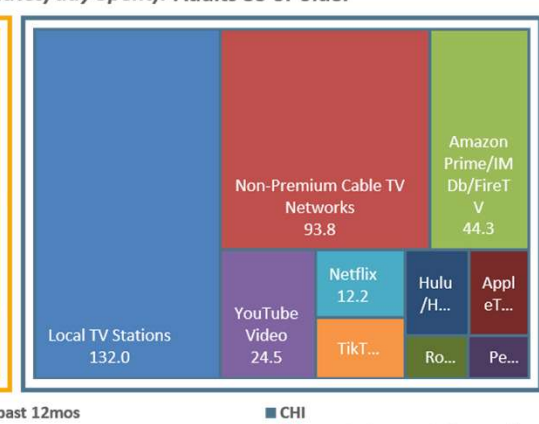
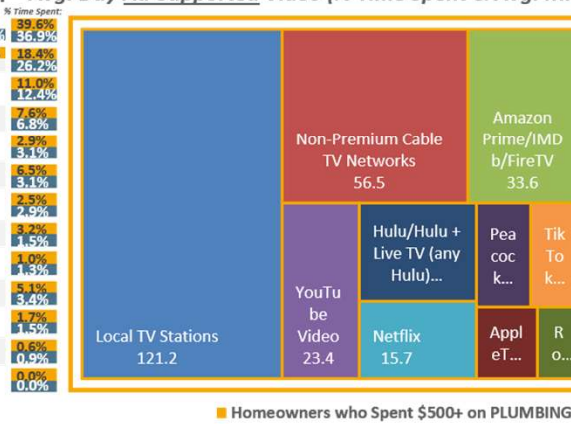
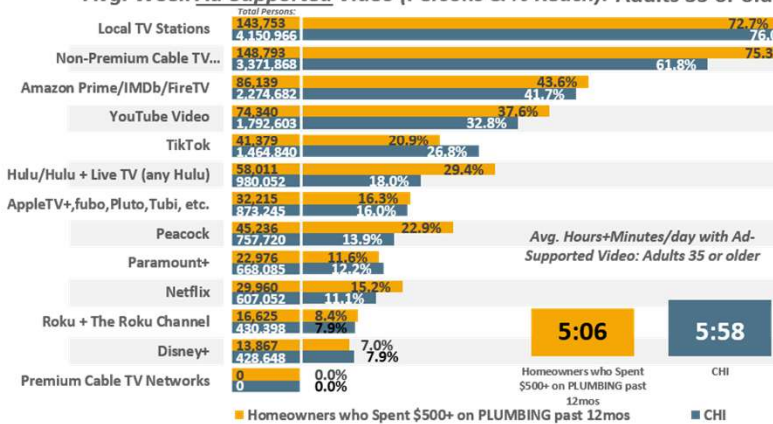
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

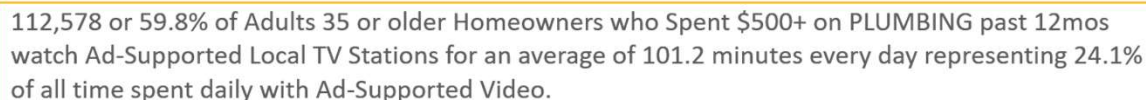
**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



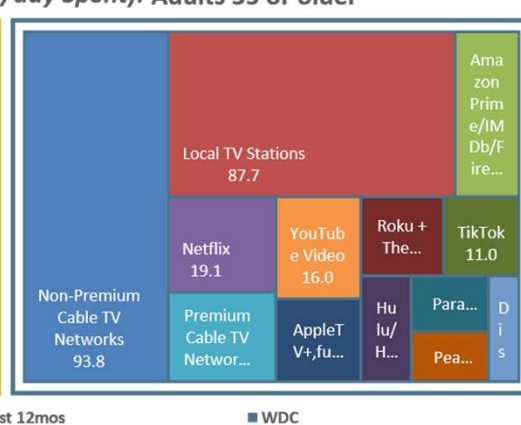
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112  
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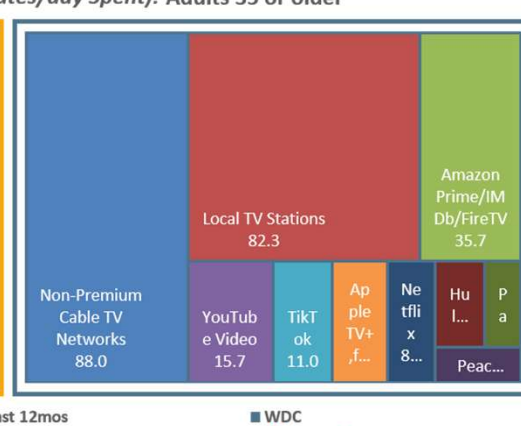
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**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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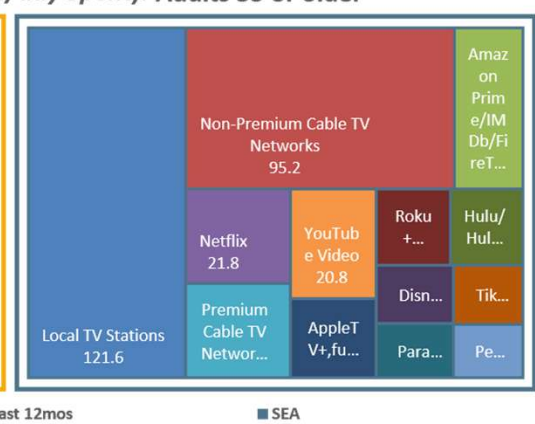
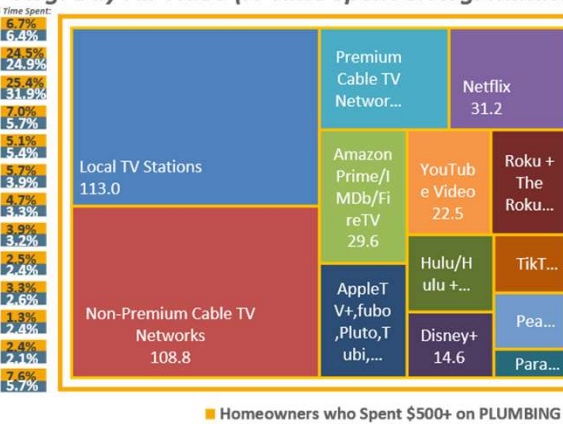
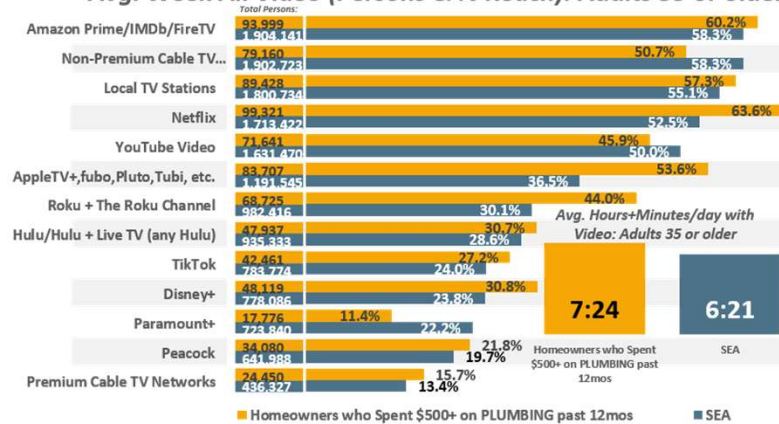
(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more))



86,306 or 55.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 106.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

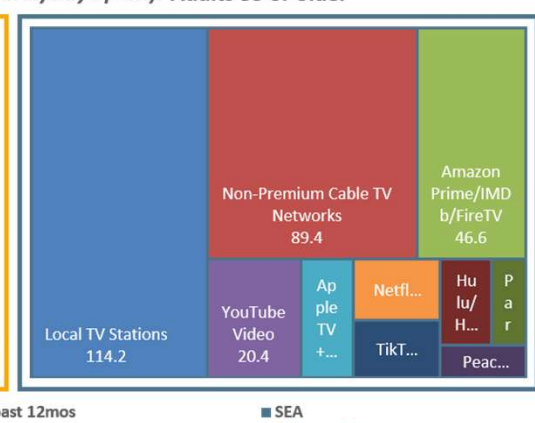
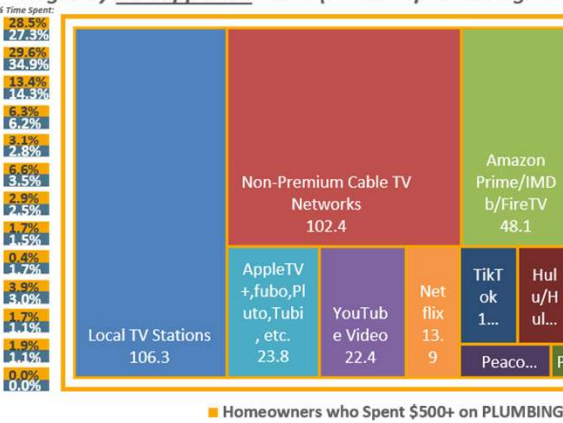
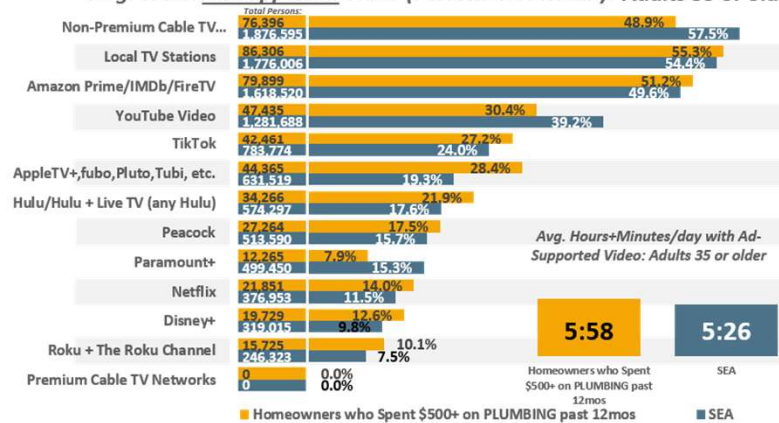
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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

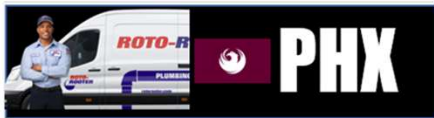


SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144  
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]

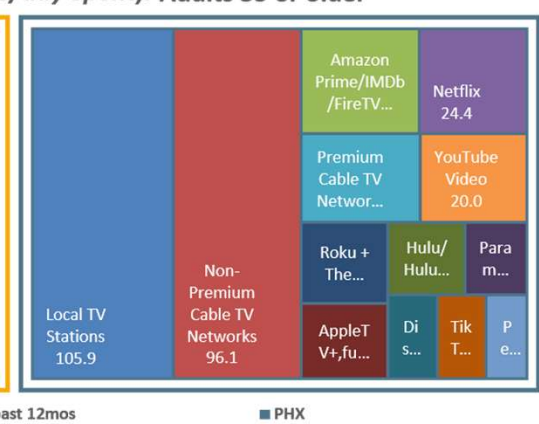
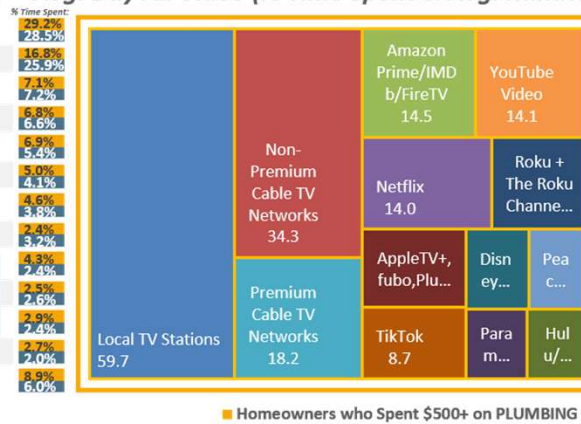
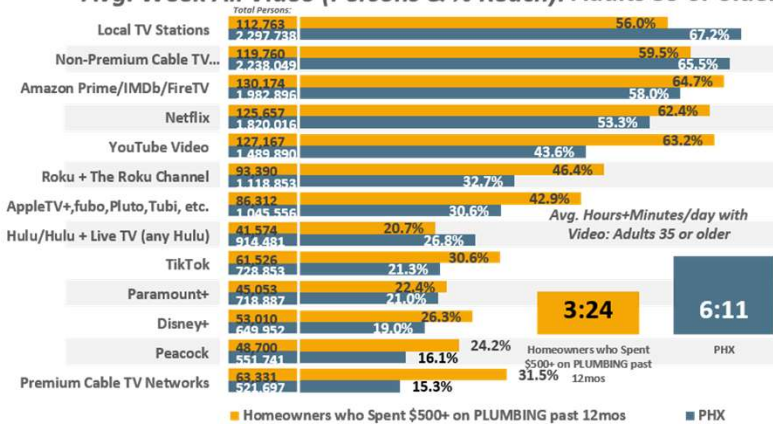




111,392 or 55.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 54.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

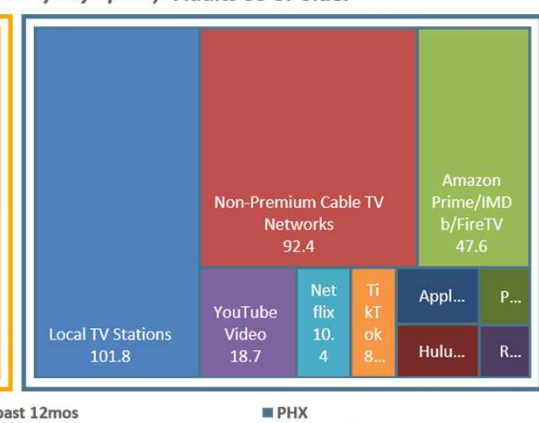
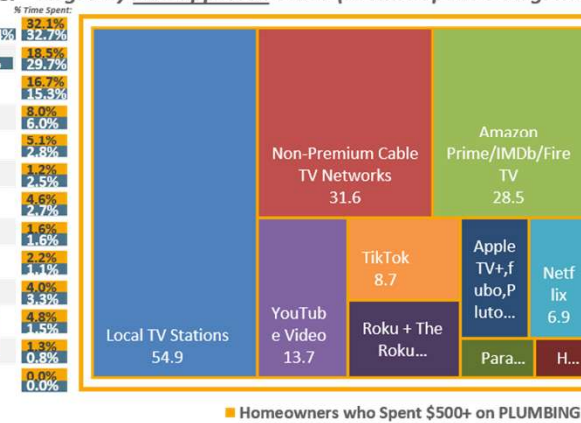
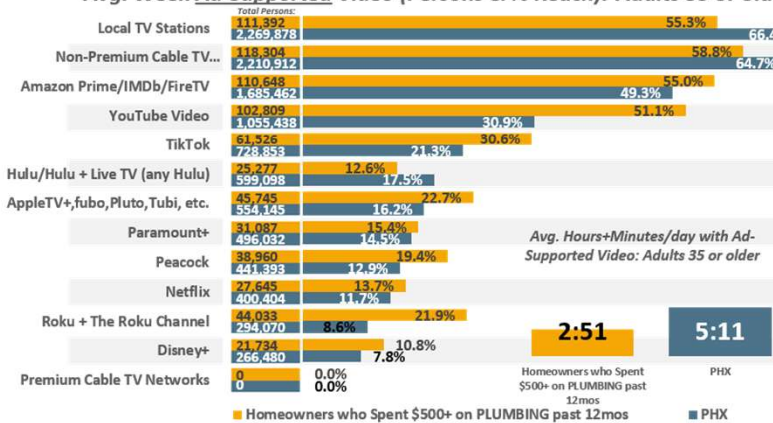
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 85  
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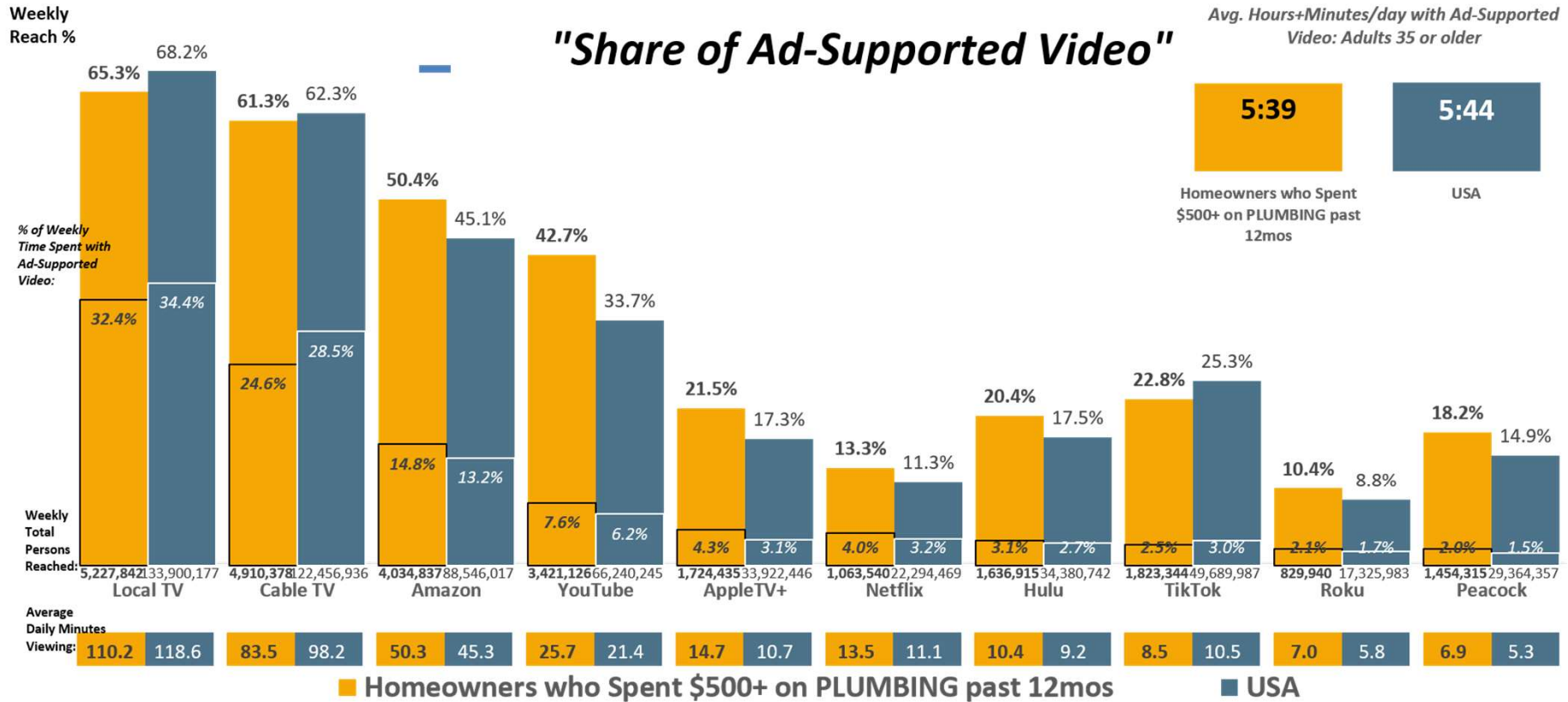
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



5,227,842 or 65.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 110.2 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

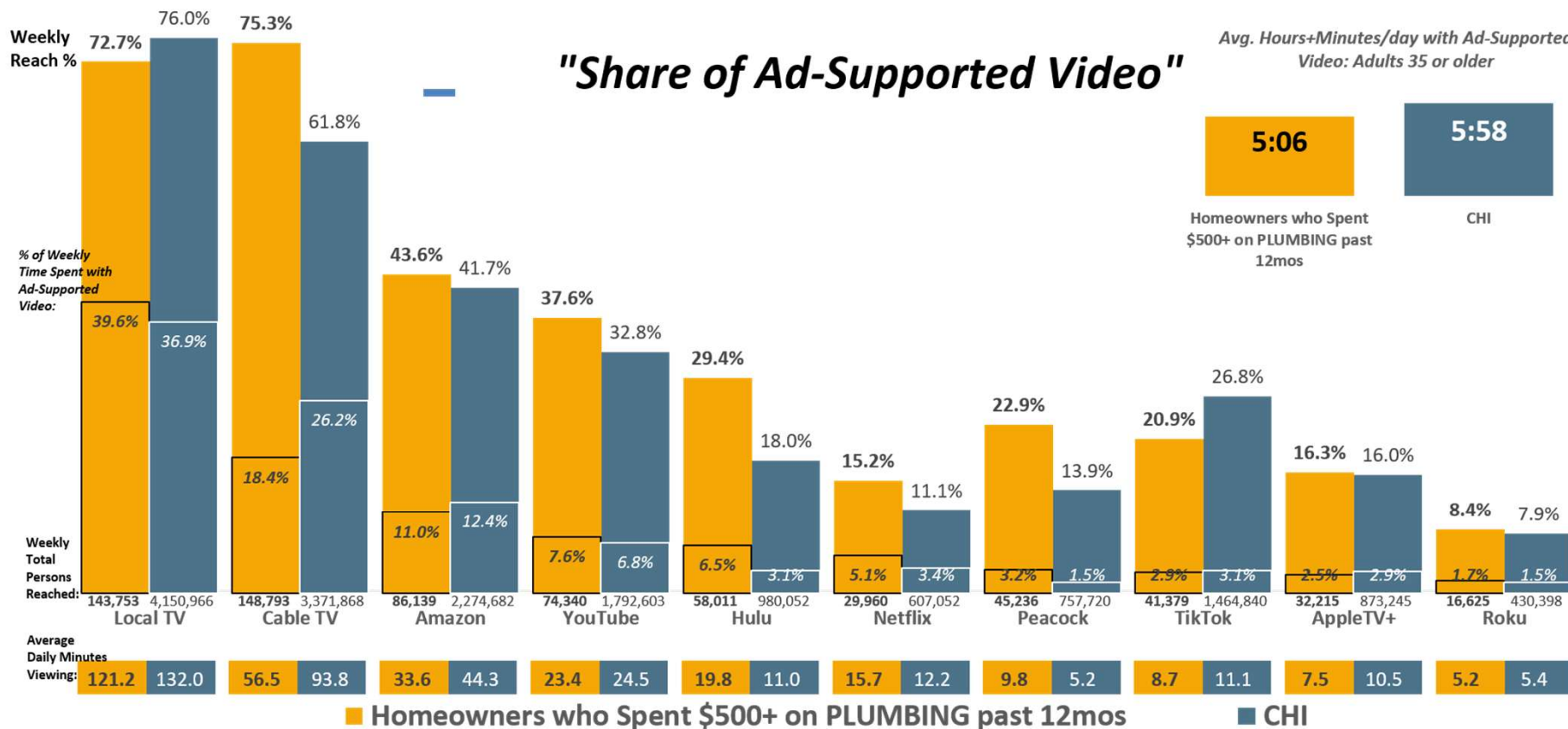
## "Share of Ad-Supported Video"





143,753 or 72.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 121.2 minutes every day representing 39.6% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

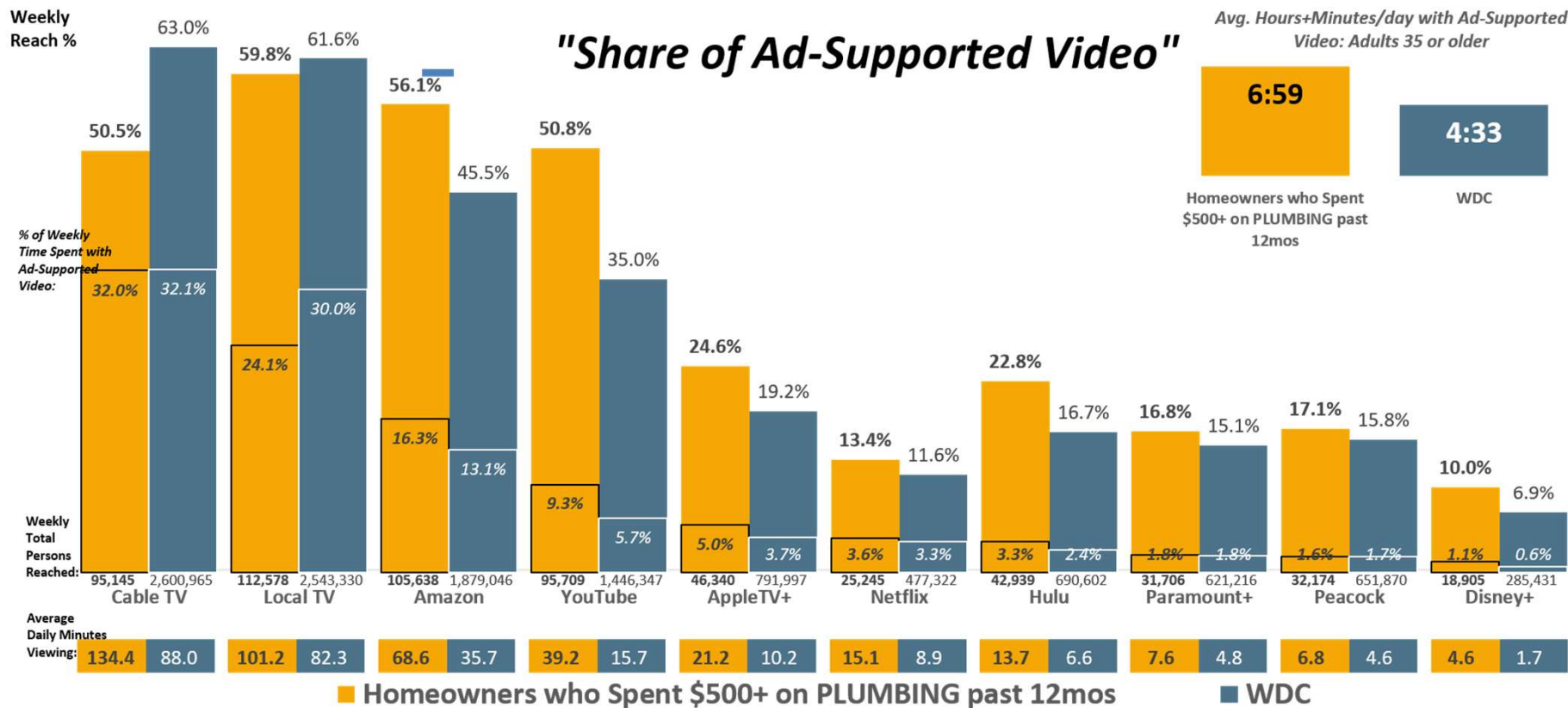






112,578 or 59.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 101.2 minutes every day representing 24.1% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



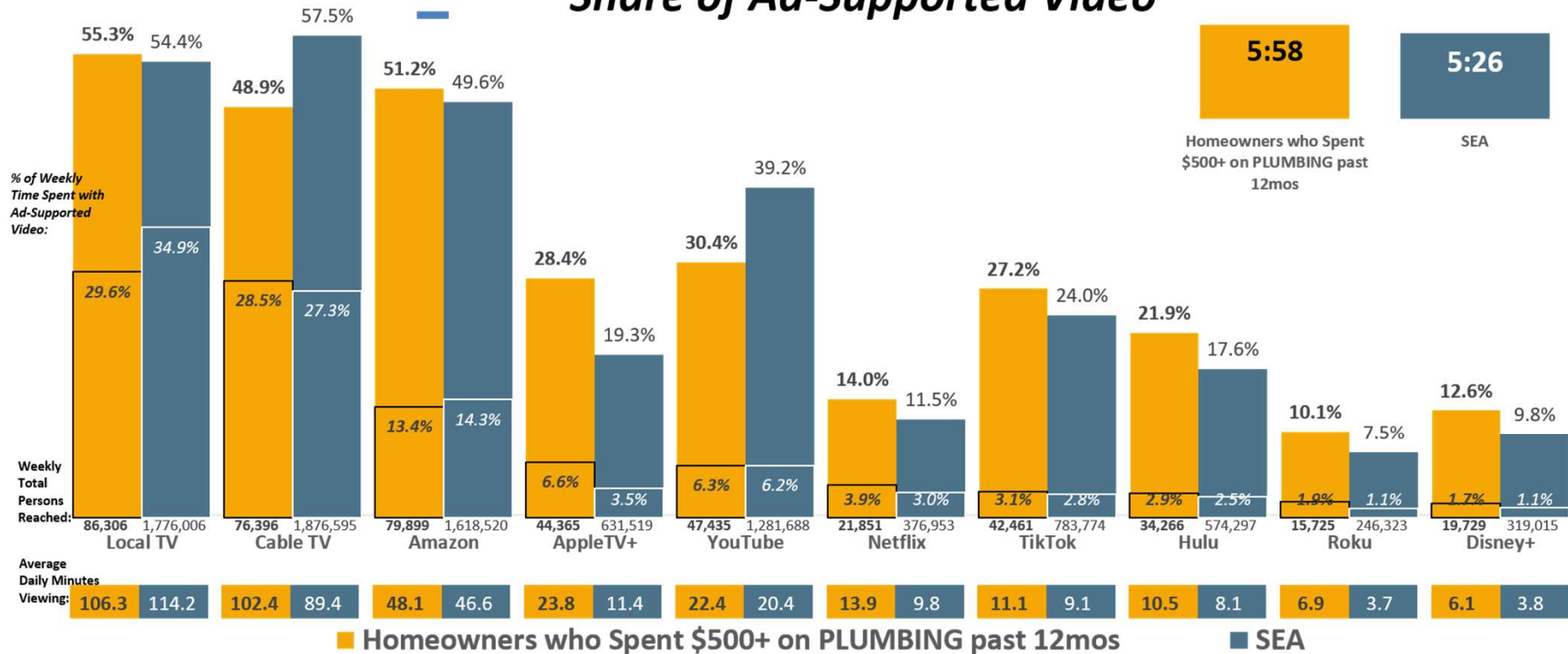


86,306 or 55.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 106.3 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

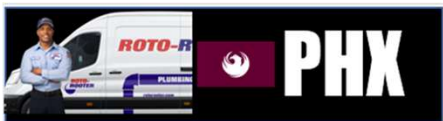
## "Share of Ad-Supported Video"

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



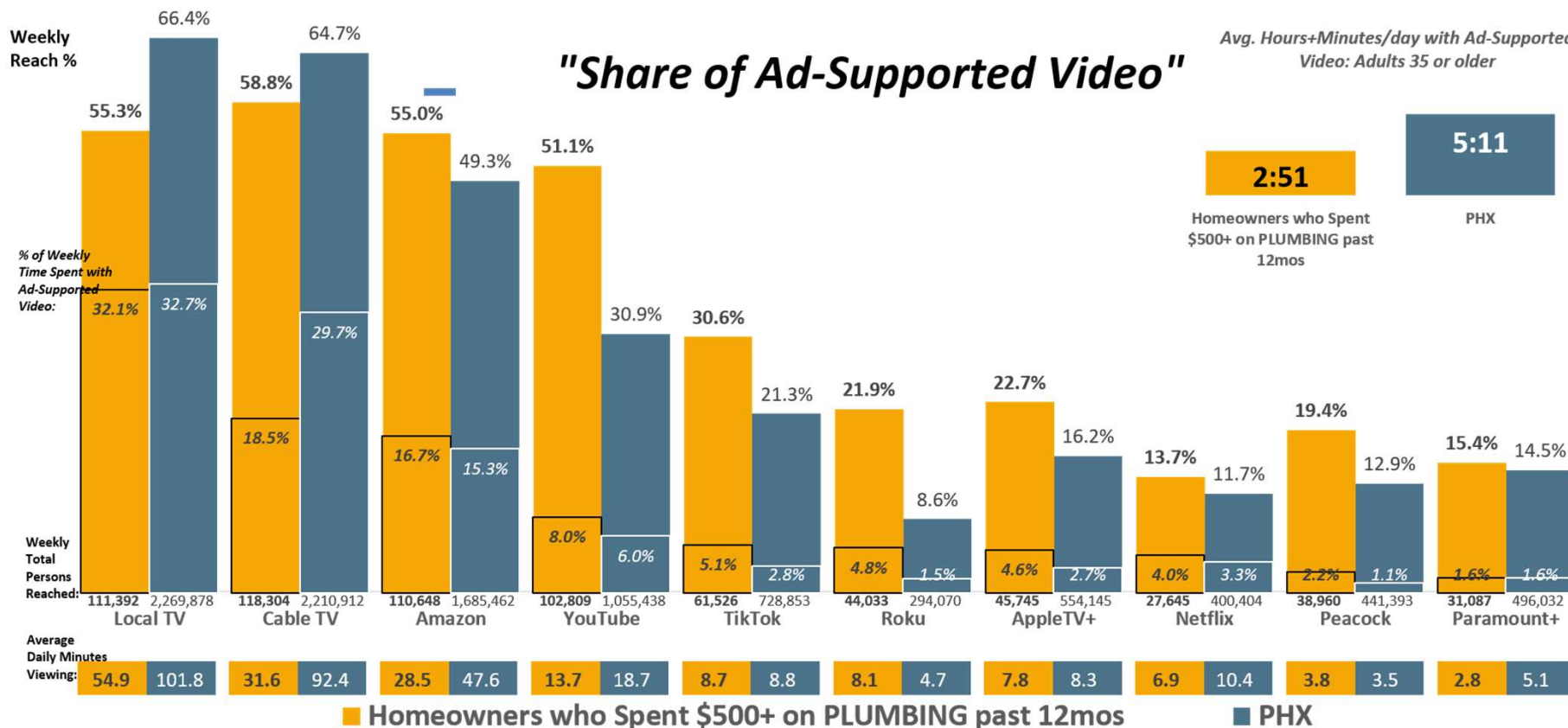
**5:58**  
Homeowners who Spent  
\$500+ on PLUMBING past  
12mos

**5:26**  
SEA



111,392 or 55.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations for an average of 54.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"

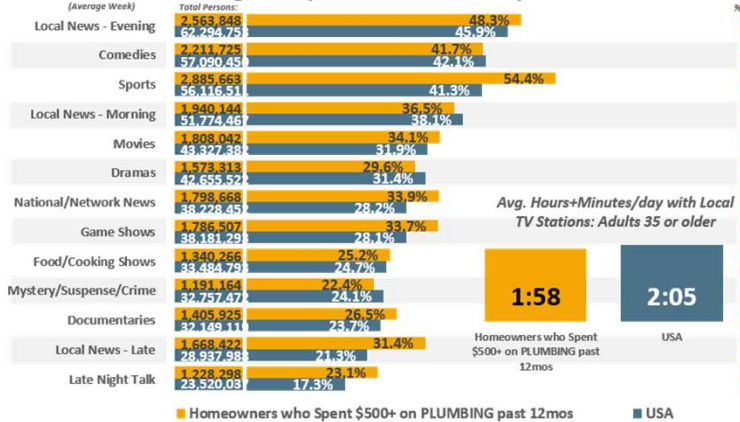




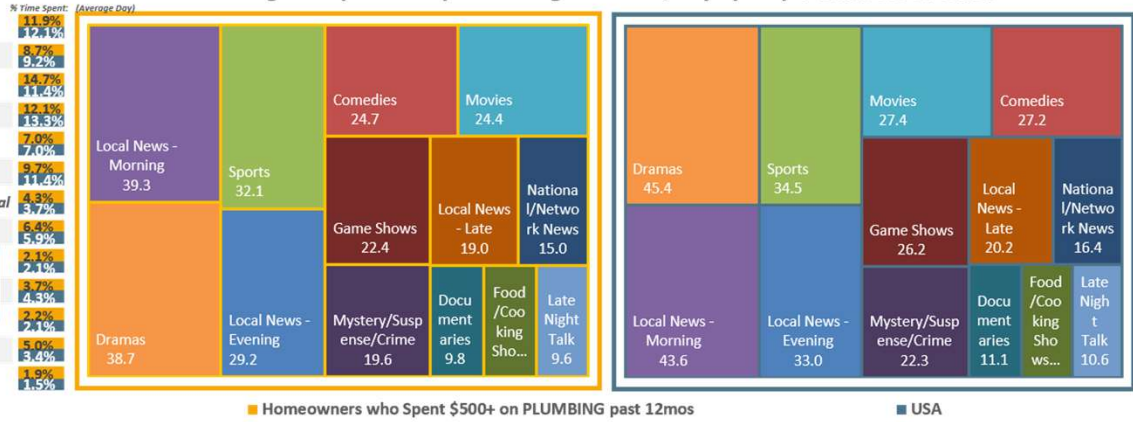


5,227,842 or 65.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

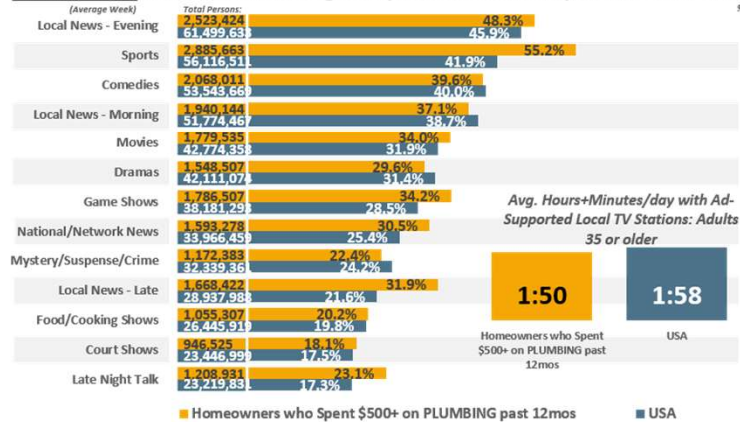
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



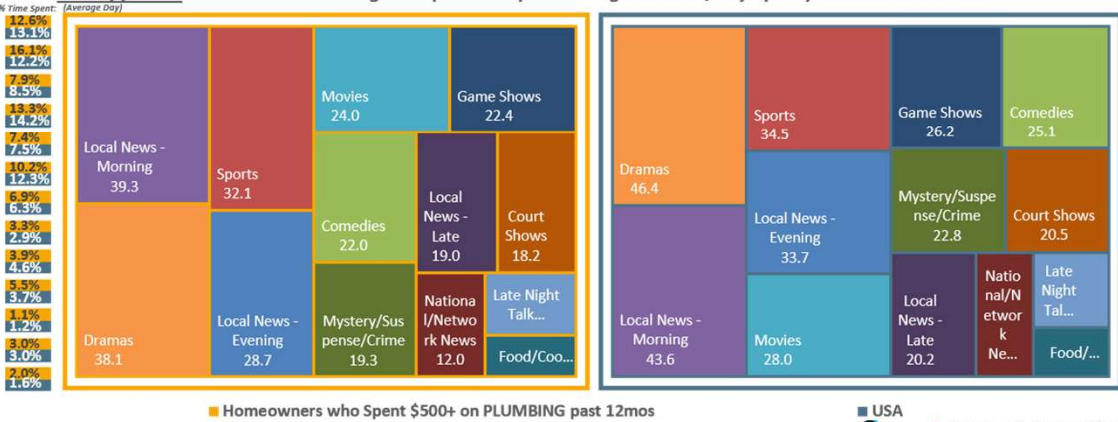
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



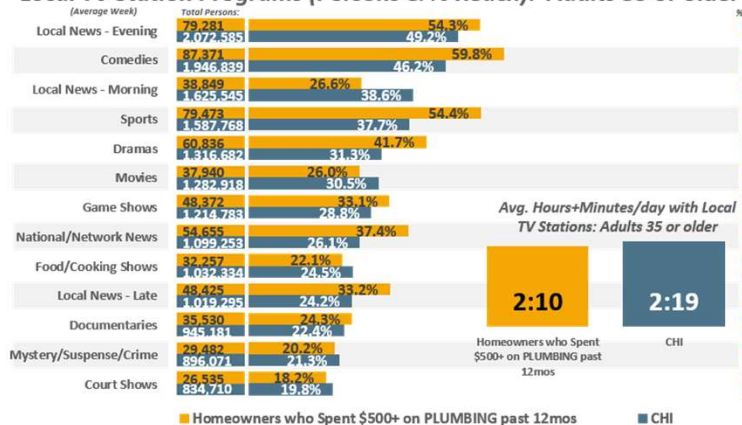
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



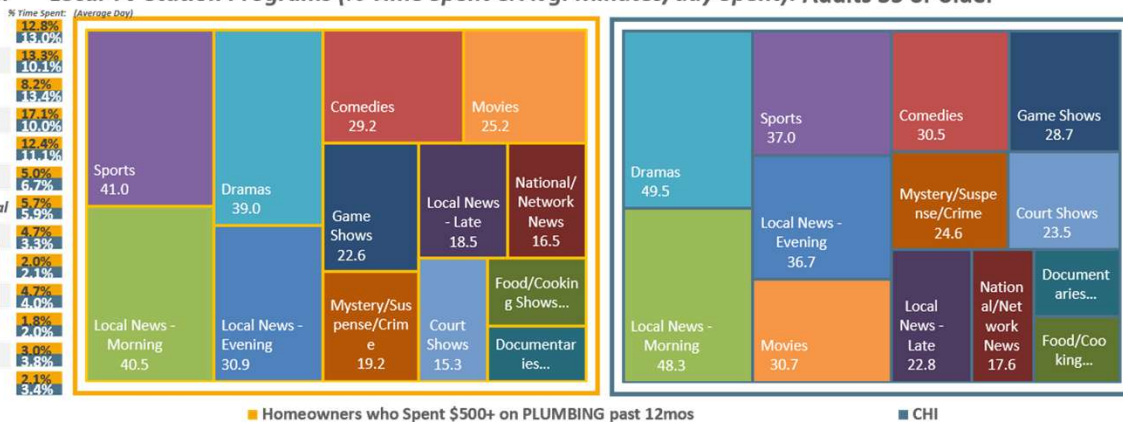


143,753 or 72.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Dramas, Local News - Late, and Game Shows.

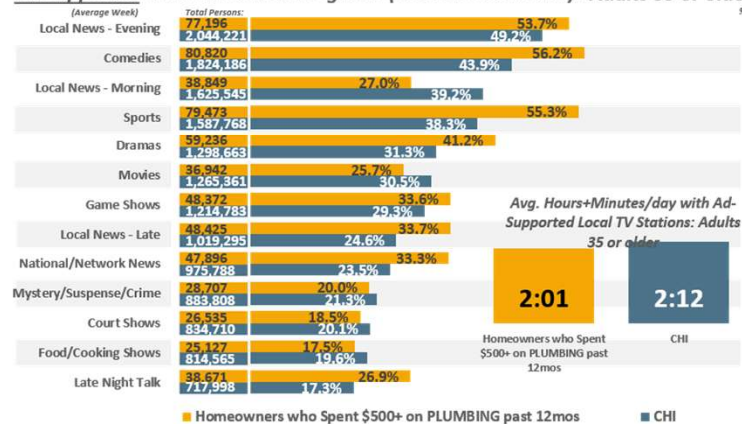
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



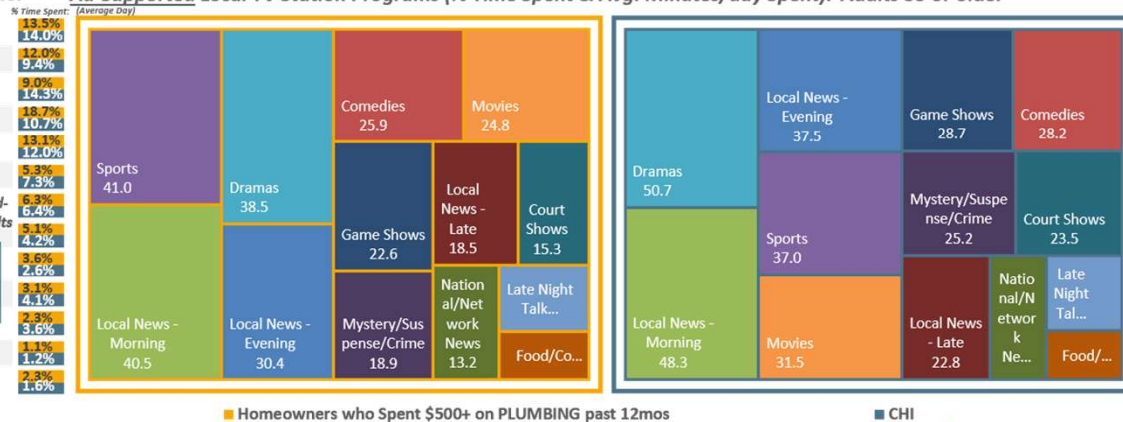
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**

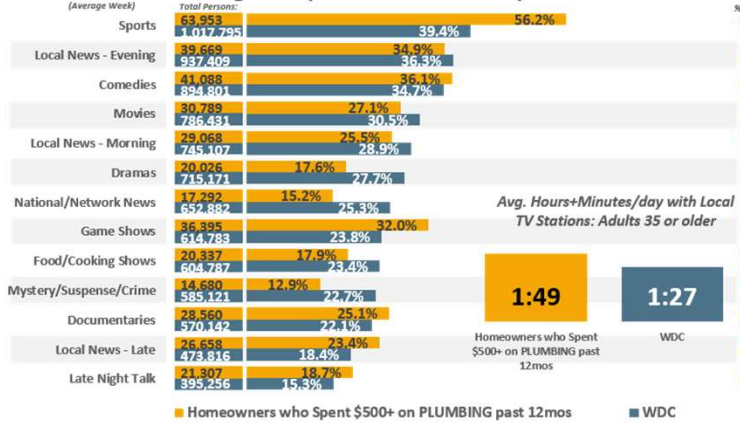




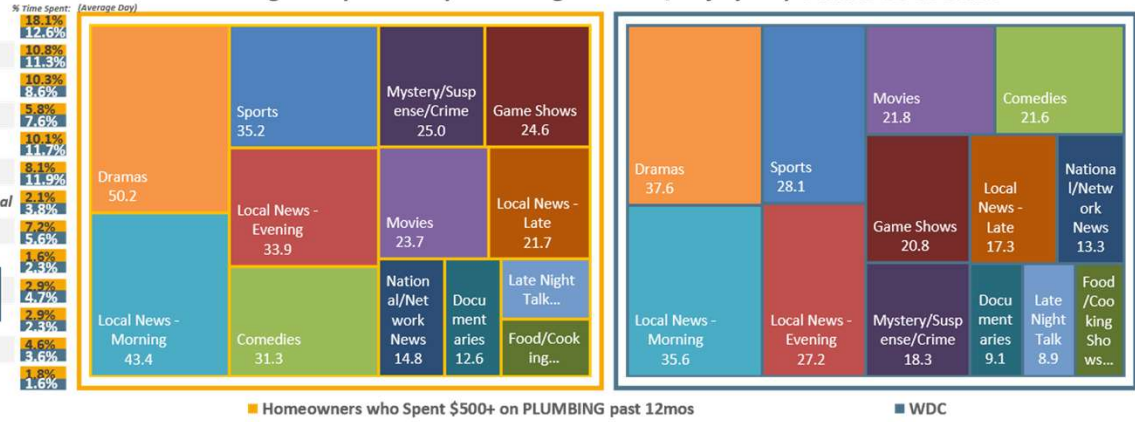


112,578 or 59.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Game Shows, Movies, and Local News - Morning.

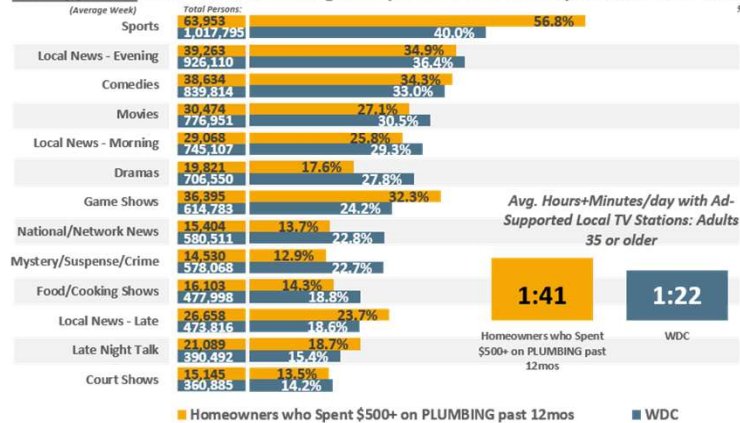
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



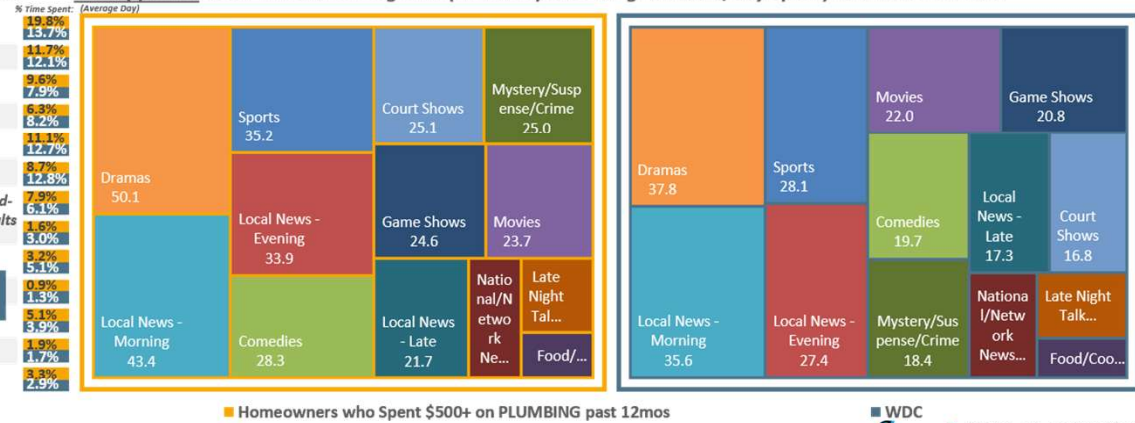
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200  
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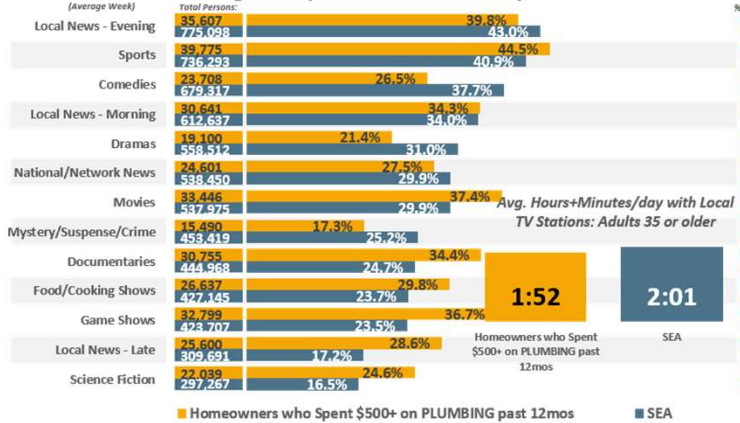
[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more]]



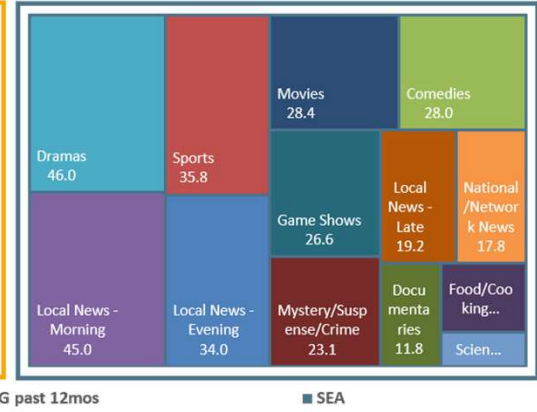
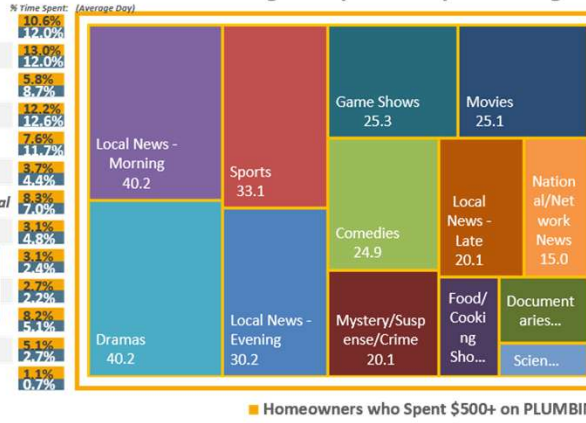


86,306 or 55.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Game Shows, Movies, Local News - Morning, and Late Night Talk.

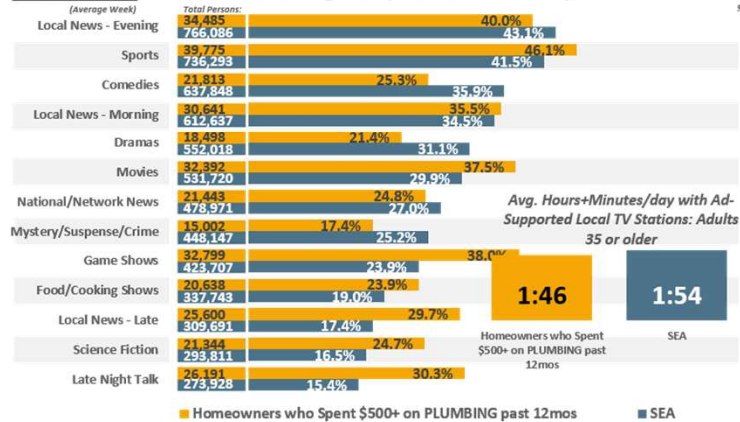
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



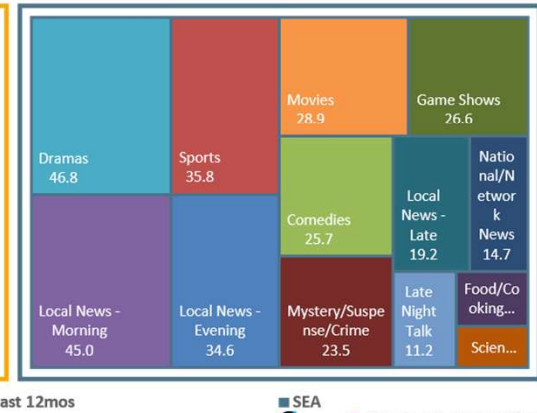
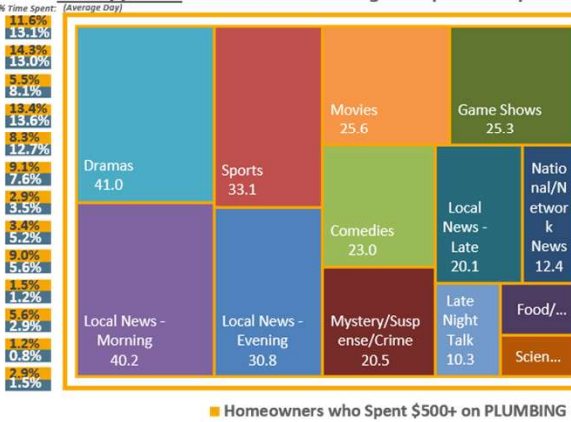
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**

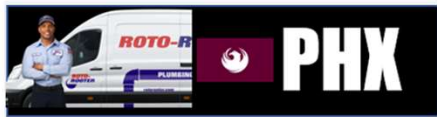


**Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older**



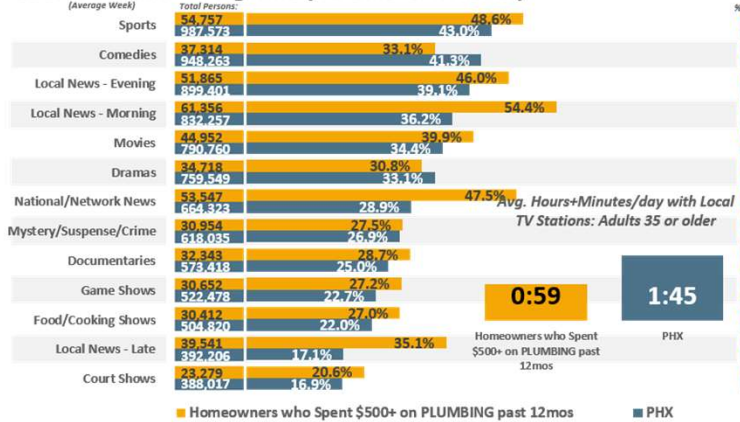
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



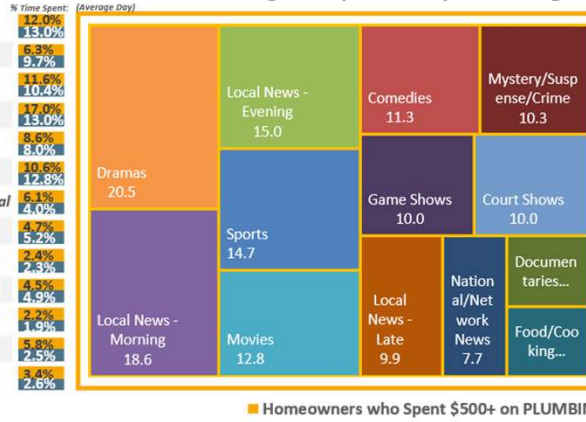


111,392 or 55.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, National/Network News, Movies, and Local News - Late.

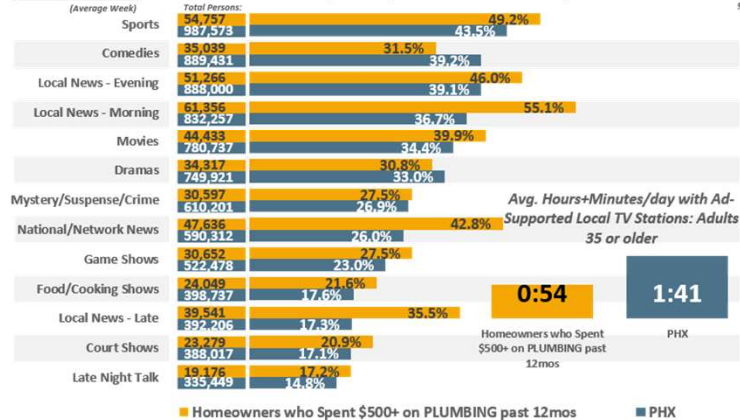
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



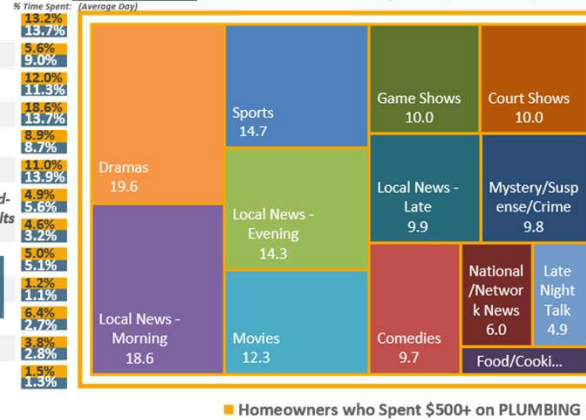
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



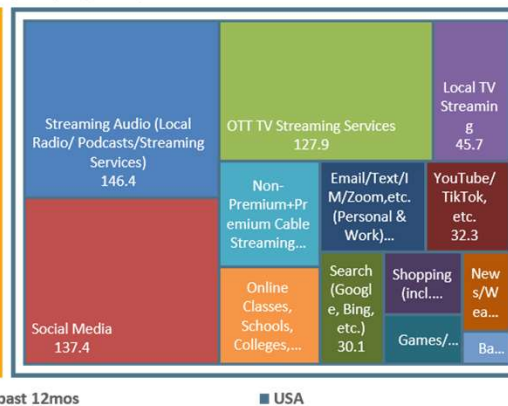
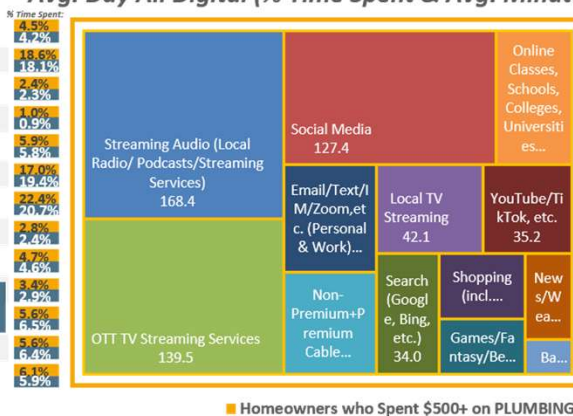
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



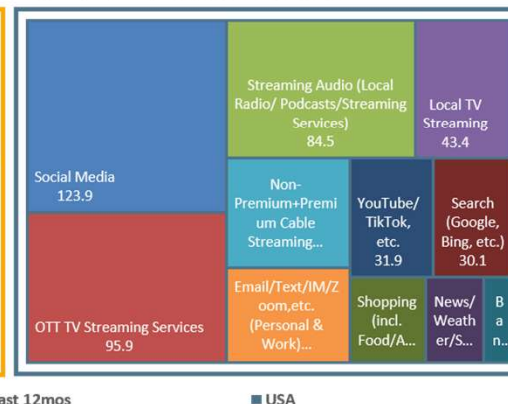
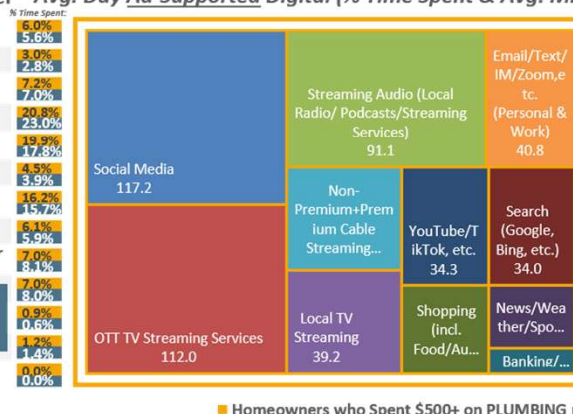




**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



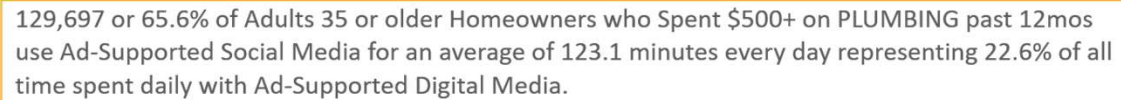
**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent):** Adults 35 or older



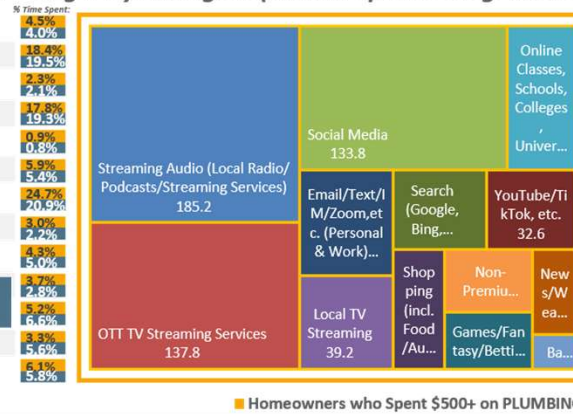
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((Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)))

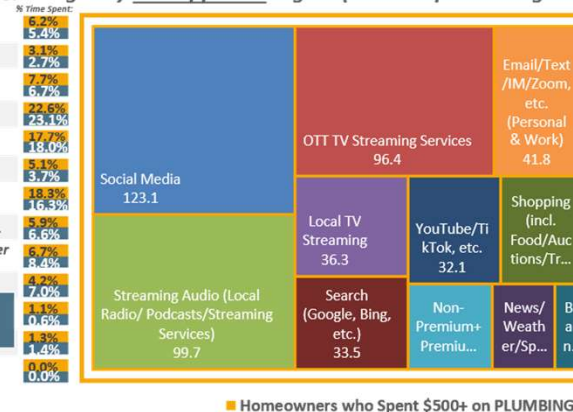




**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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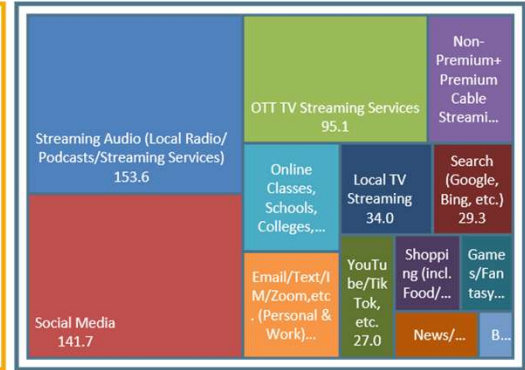
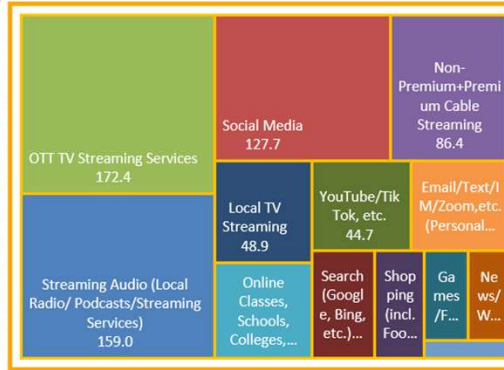
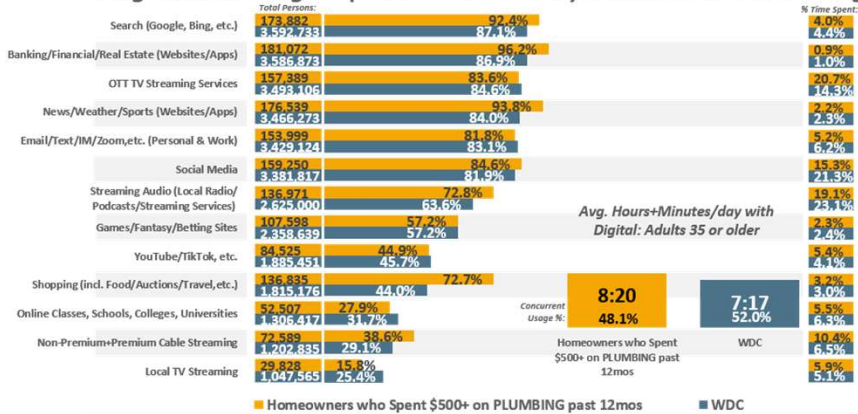
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



132,664 or 70.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Social Media for an average of 117.5 minutes every day representing 18.3% of all time spent daily with Ad-Supported Digital Media.

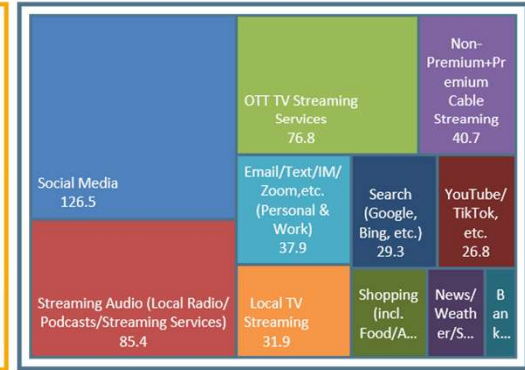
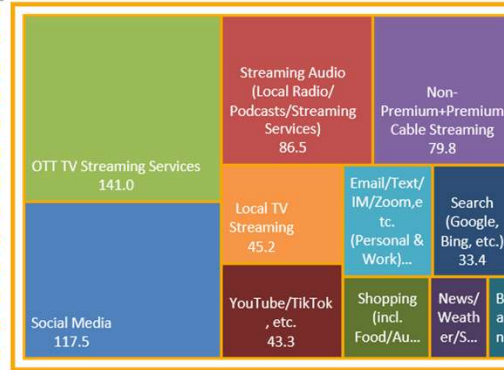
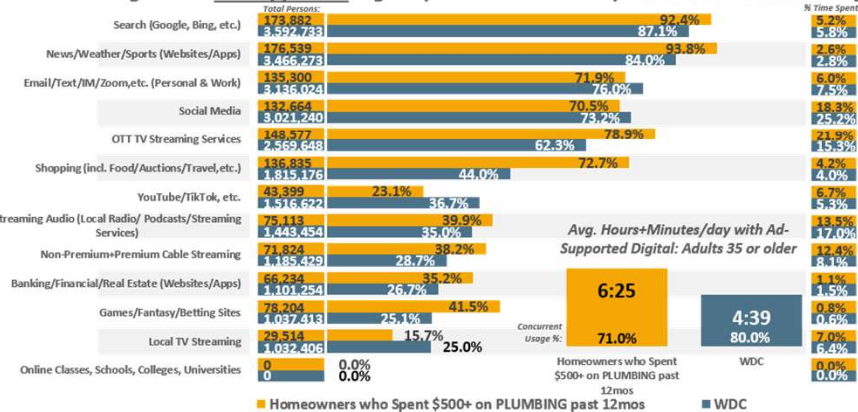
### Avg. Week All Digital (Persons & % Reach): Adults 35 or older

### 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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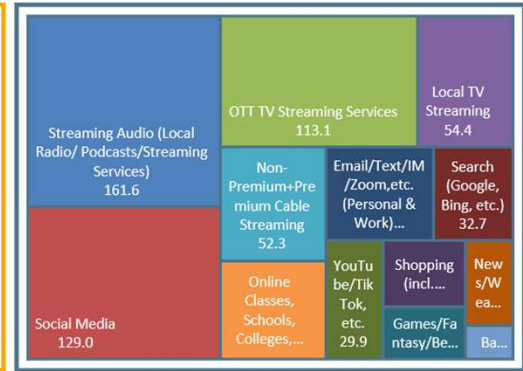
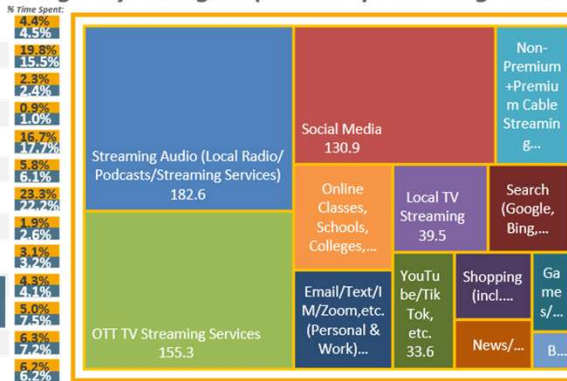
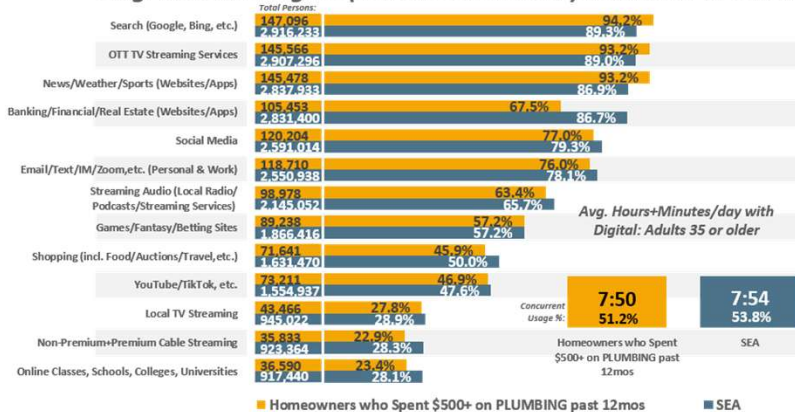




108,720 or 69.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Social Media for an average of 120.4 minutes every day representing 20.2% of all time spent daily with Ad-Supported Digital Media.

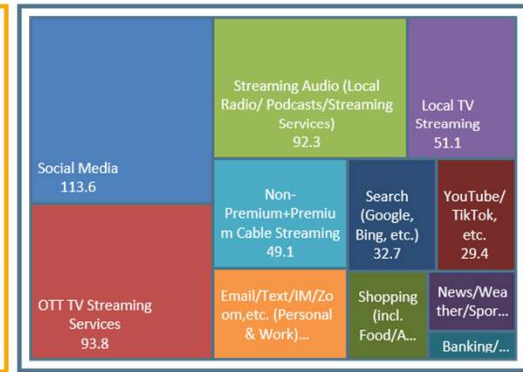
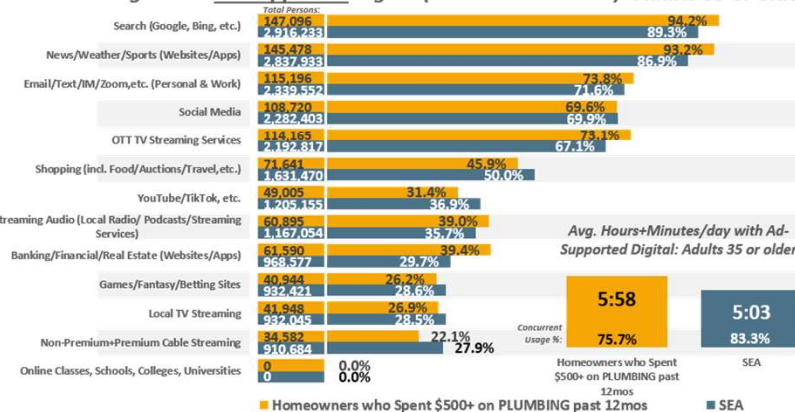
### Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144  
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[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more]]

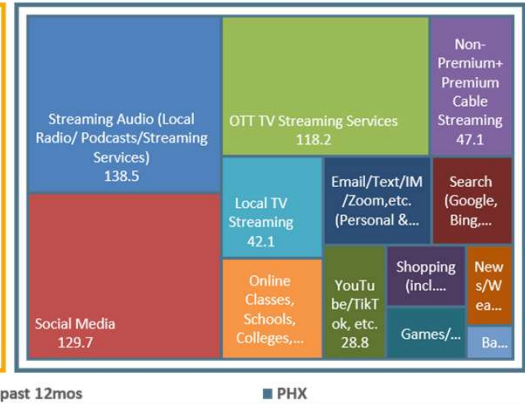
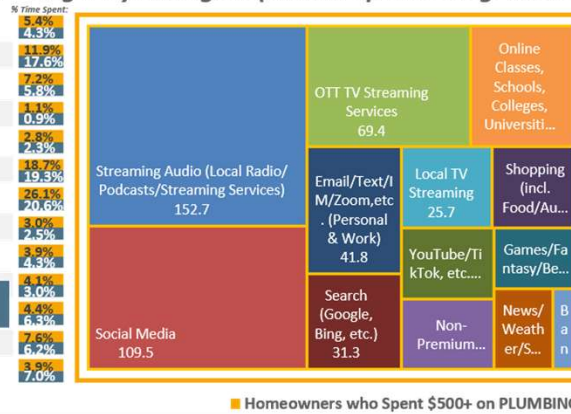
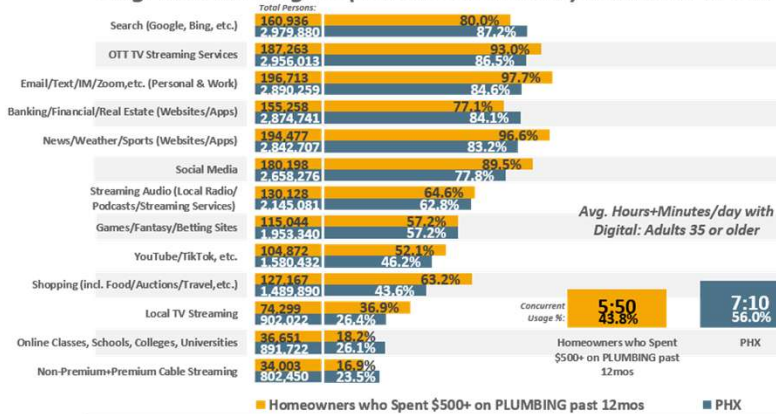




155,513 or 77.3% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Social Media for an average of 100.8 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

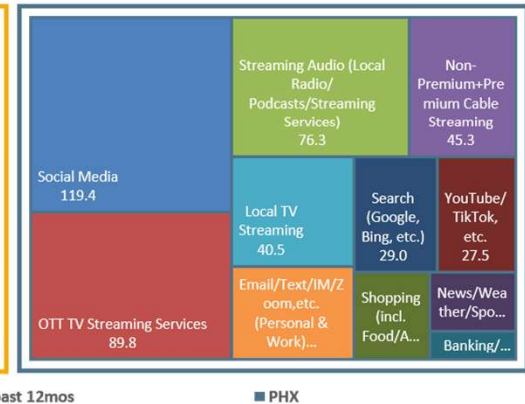
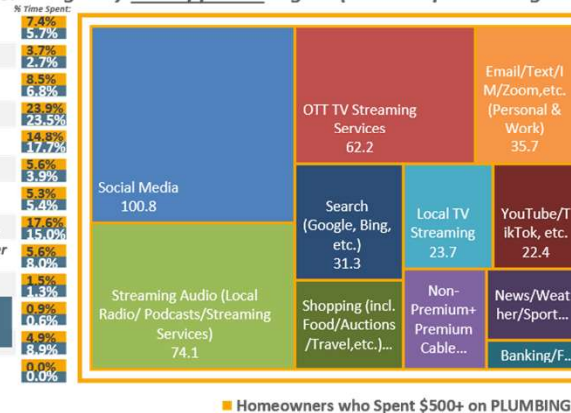
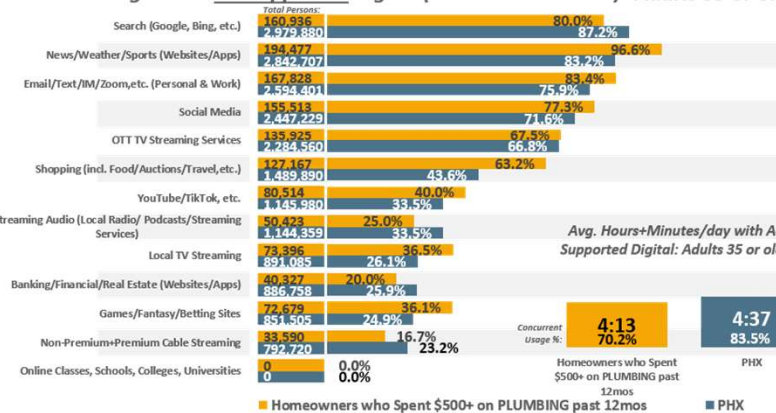
### Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 85  
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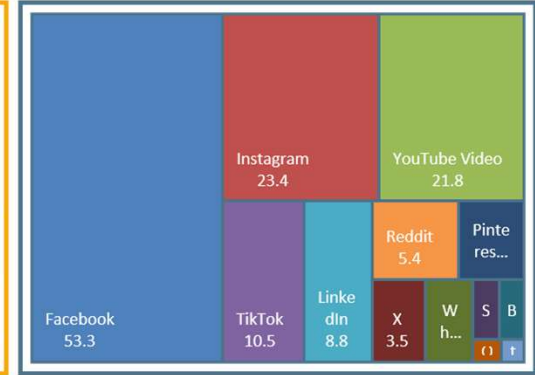
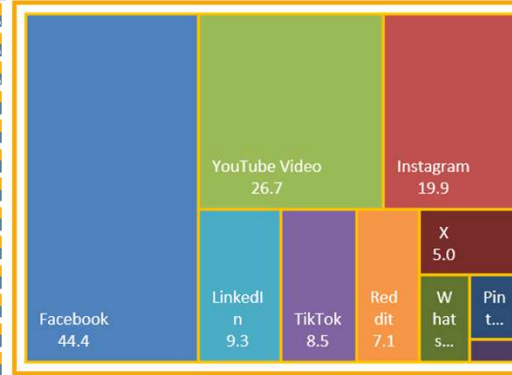
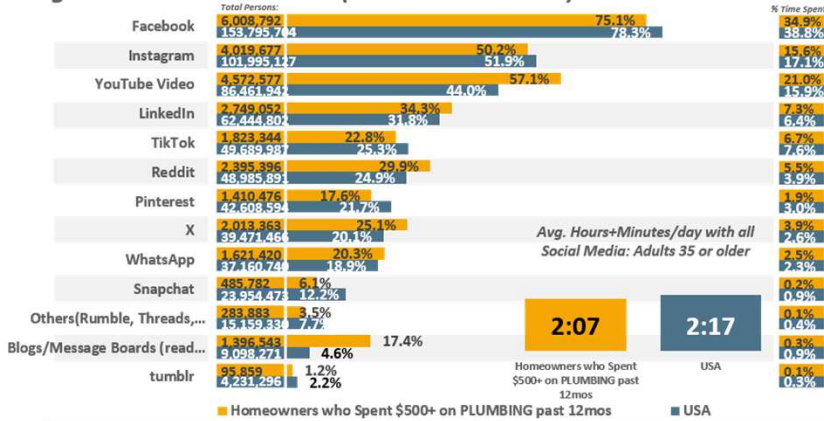
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]

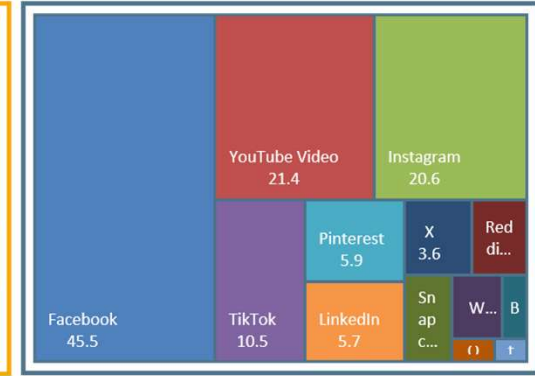
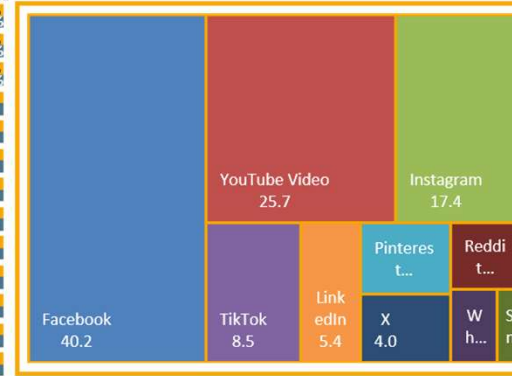
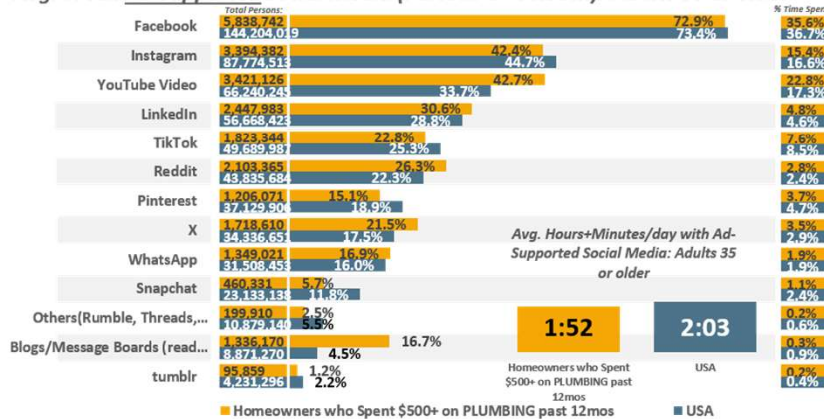


5,838,742 or 72.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

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



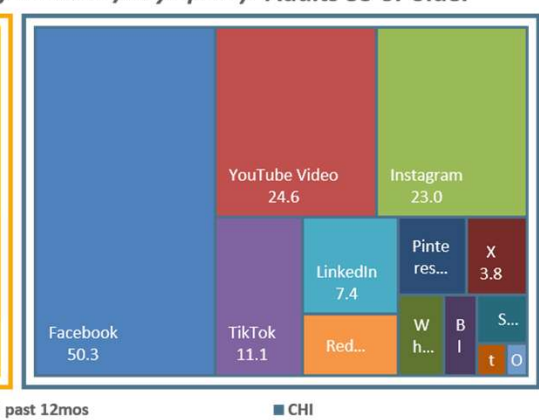
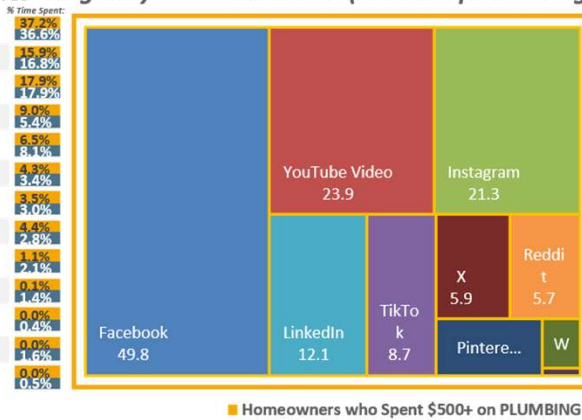
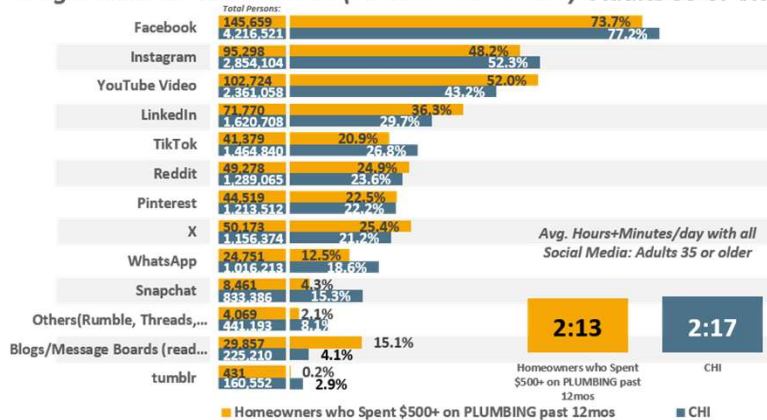
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



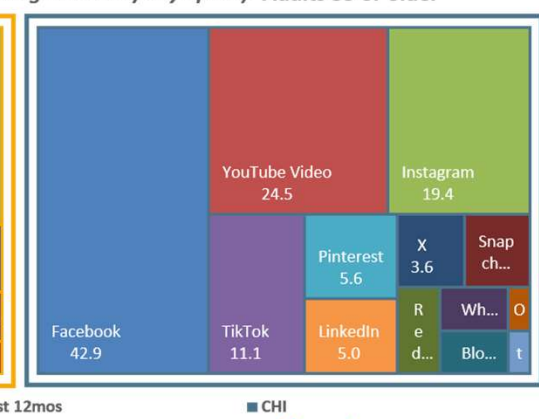
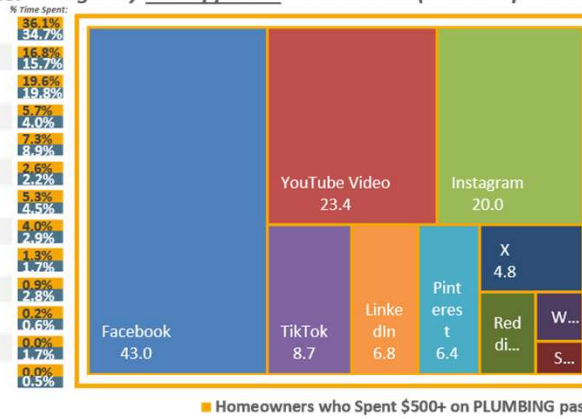
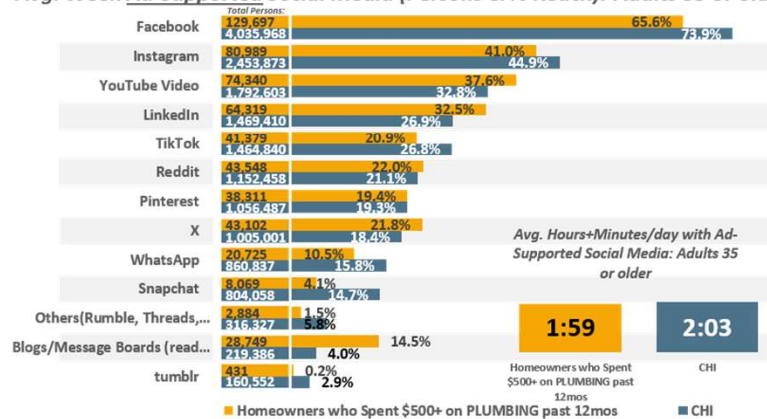


129,697 or 65.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 43. minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

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



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

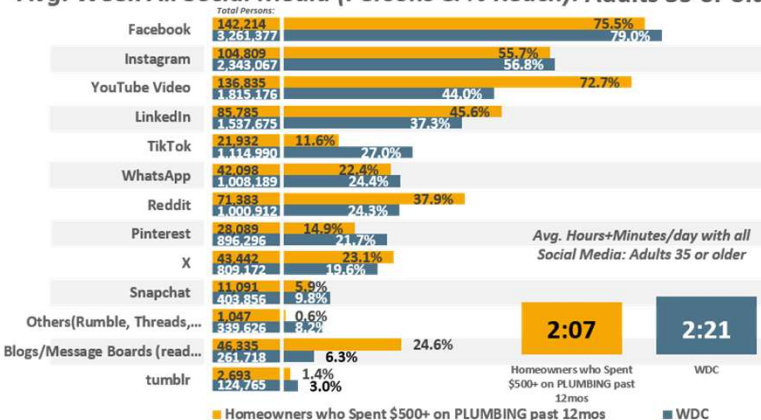




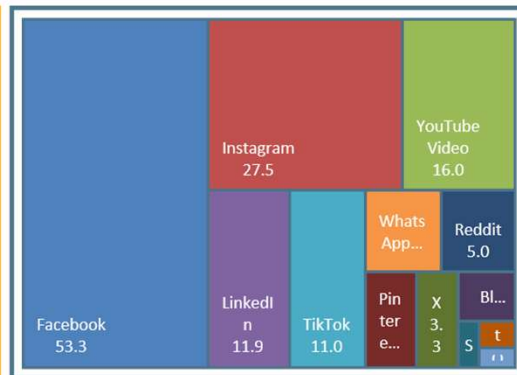
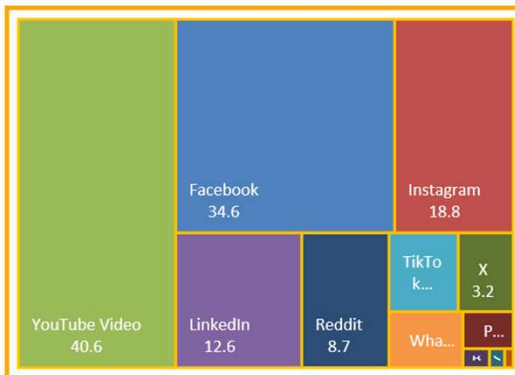


95,709 or 50.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported YouTube Video for an average of 39.2 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

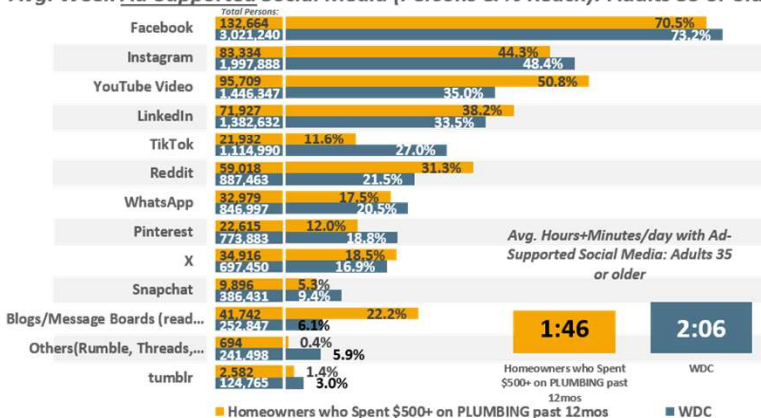
**Avg. Week All Social Media (Persons & % Reach): Adults 35 or older**



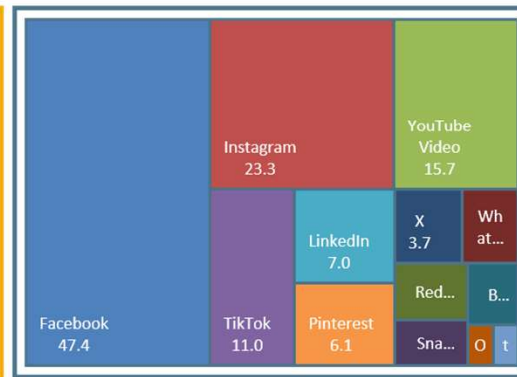
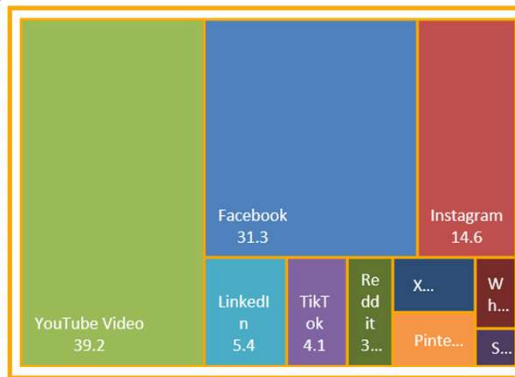
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



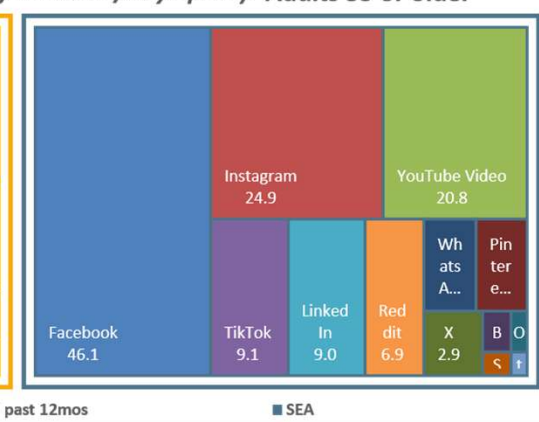
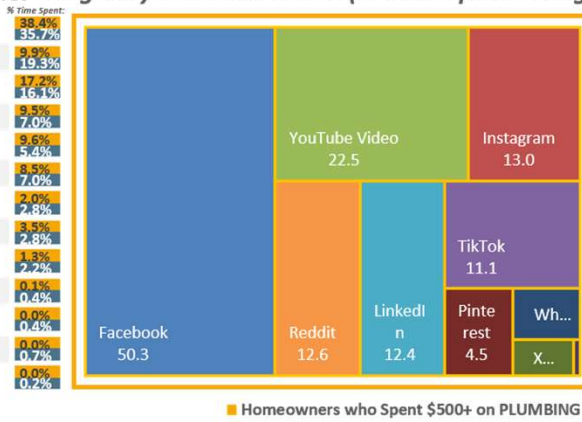
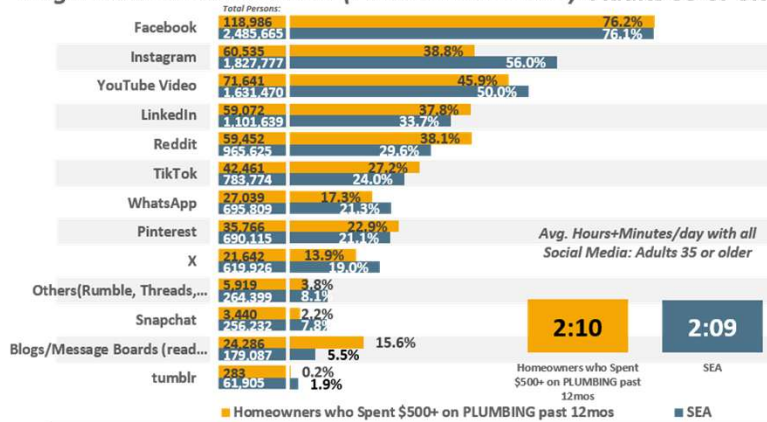
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



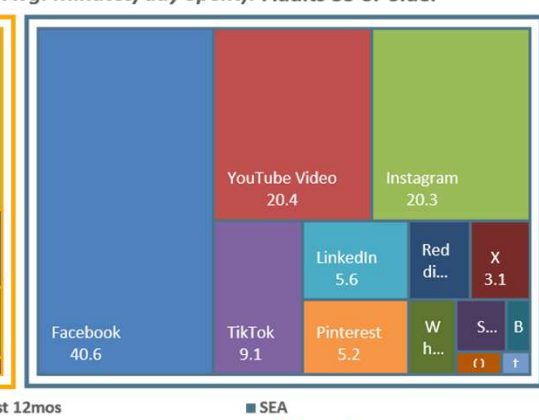
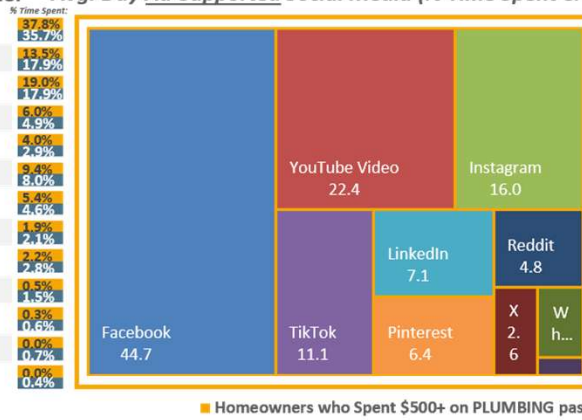
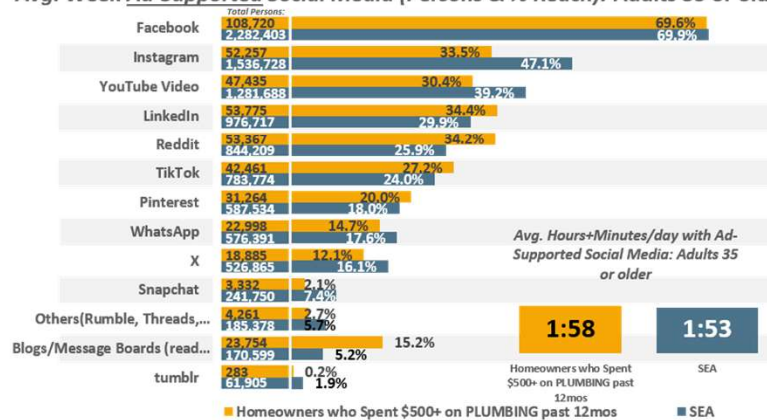


108,720 or 69.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 44.7 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

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



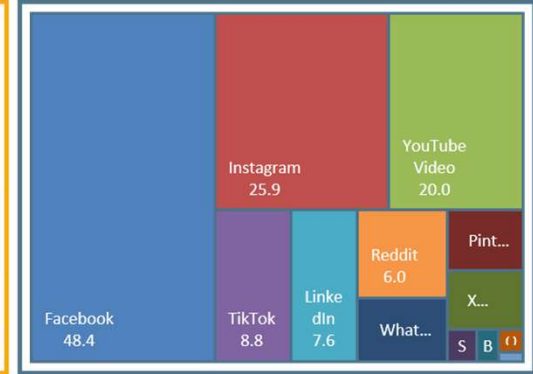
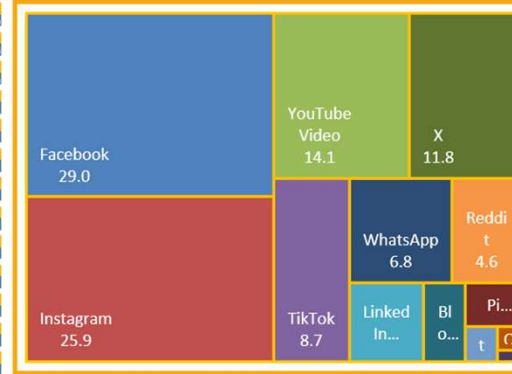
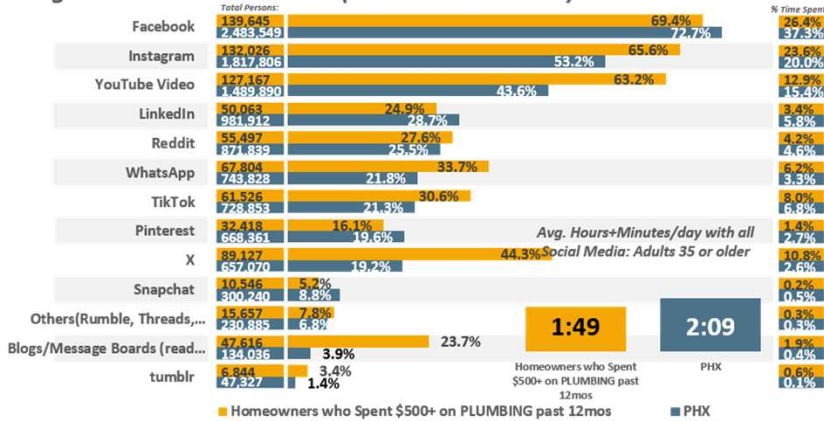
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



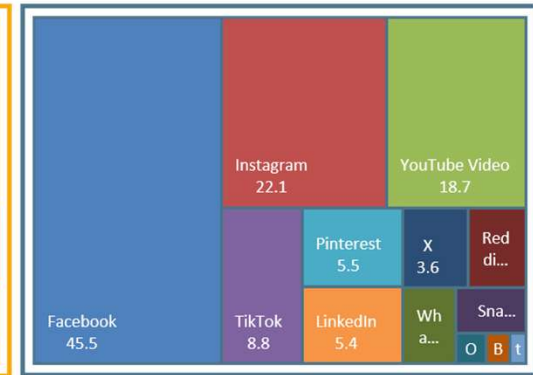
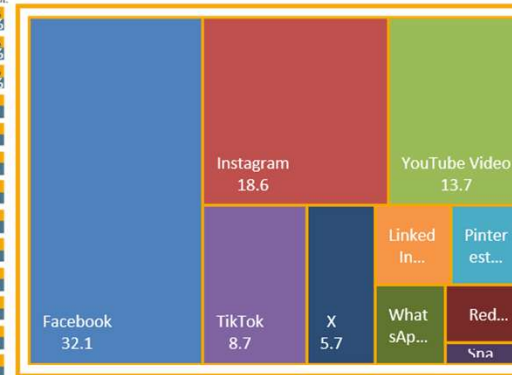
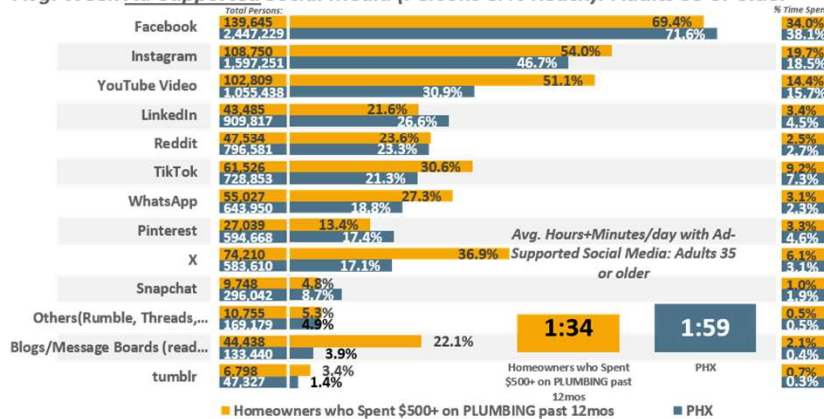


139,645 or 69.4% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 32.1 minutes every day representing 34.0% of all time spent daily with Ad-Supported Social Media.

**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**

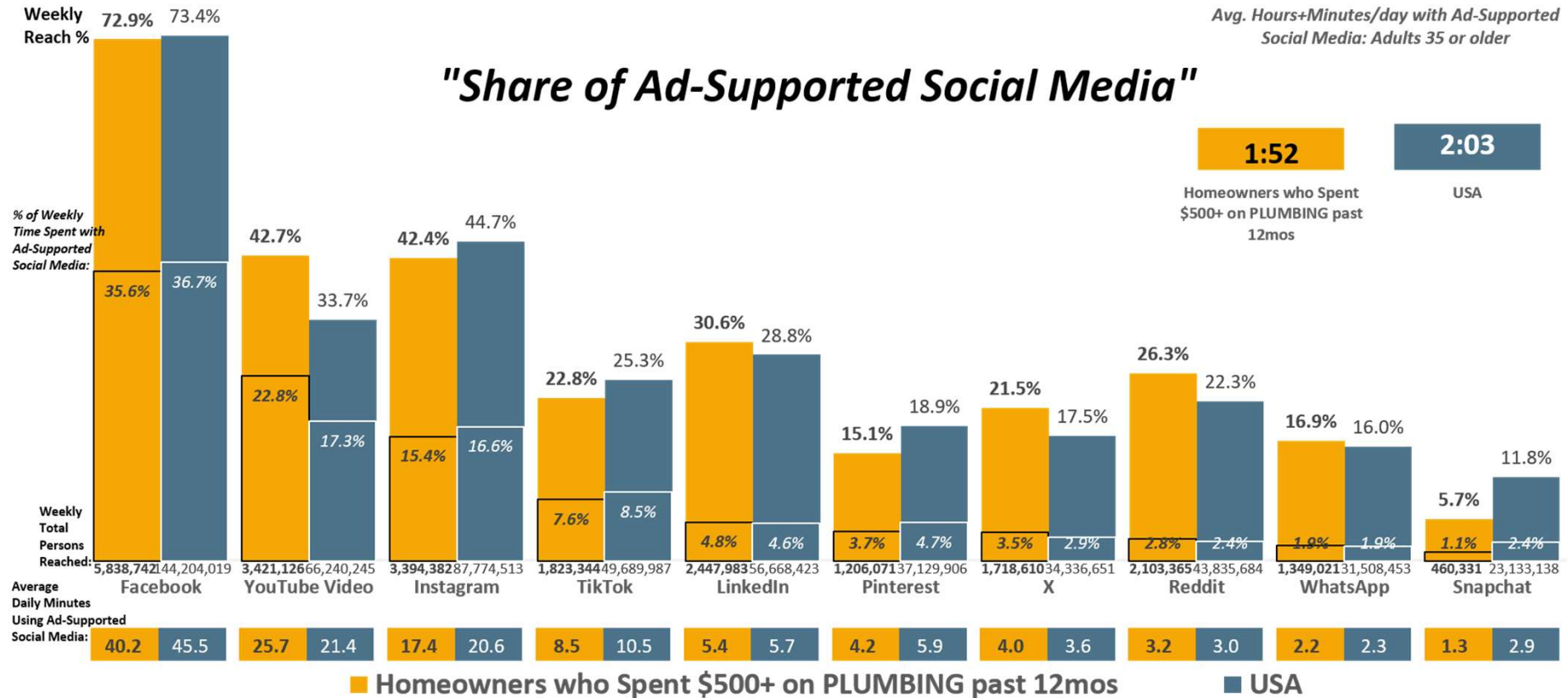






5,838,742 or 72.9% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 40.2 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789 Scarborough R1 2026: Jan25-Mar26  
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USA Projection Scarborough R1 2026: Jan25-Mar26

Qual Intab 24,338

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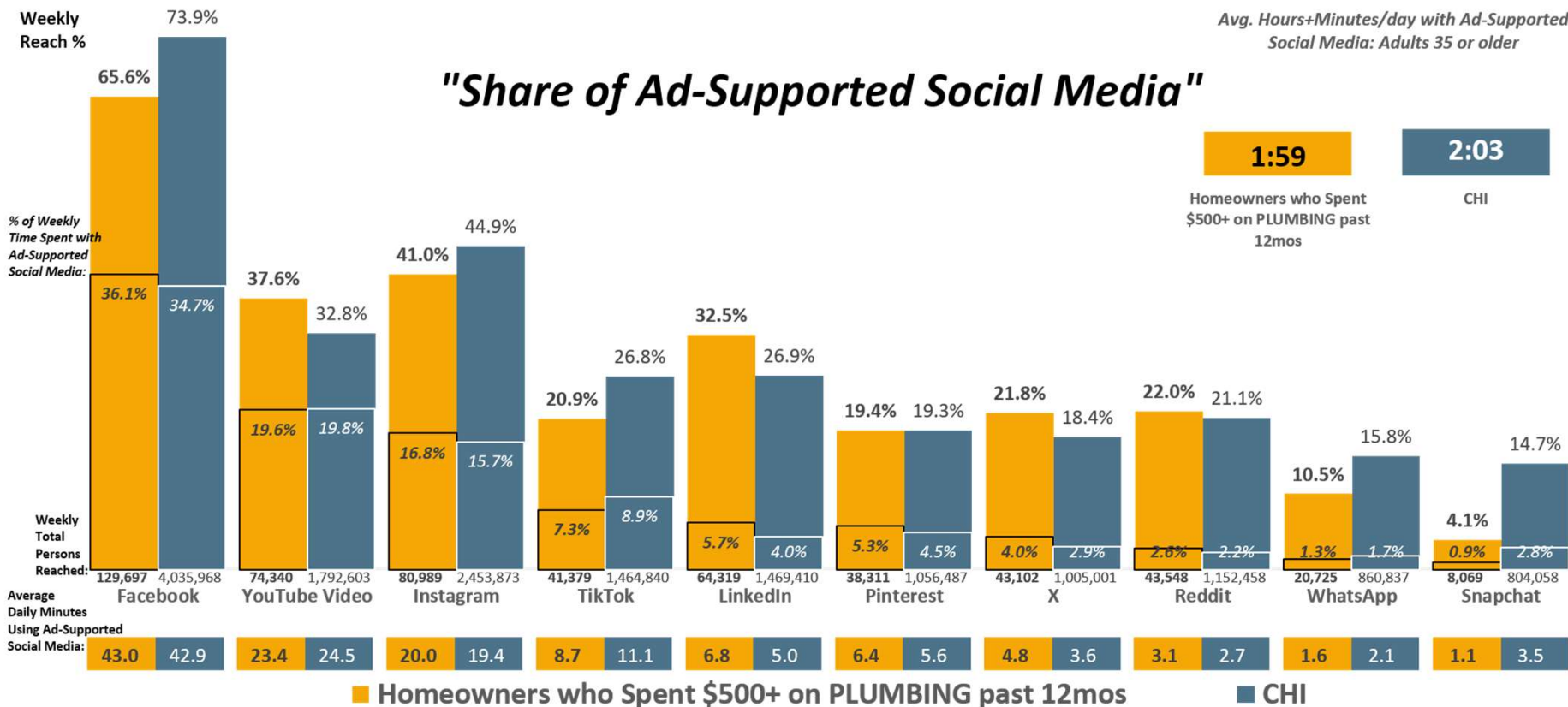
Share of Everything for Anything

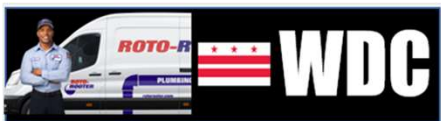
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



129,697 or 65.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 43. minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

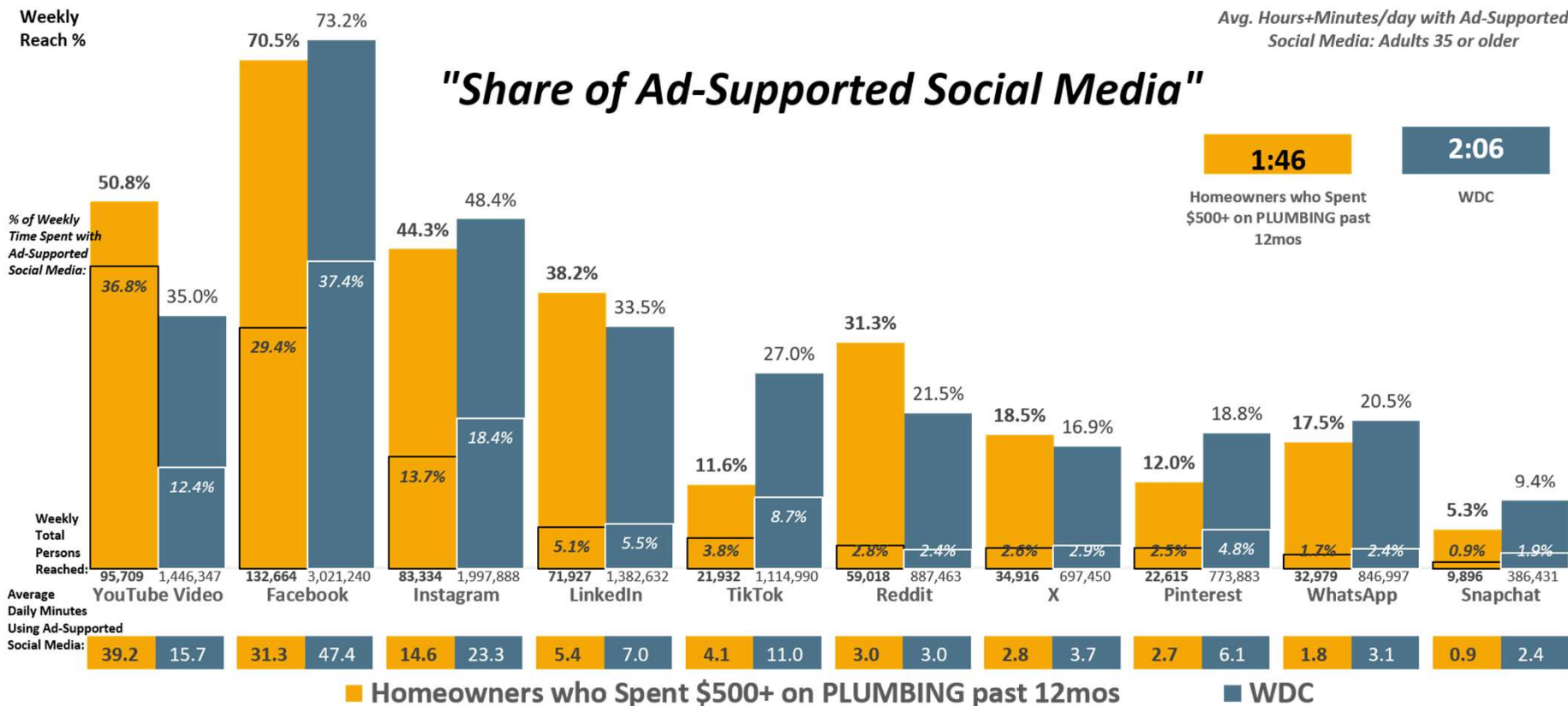
## "Share of Ad-Supported Social Media"





95,709 or 50.8% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported YouTube Video for an average of 39.2 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]]



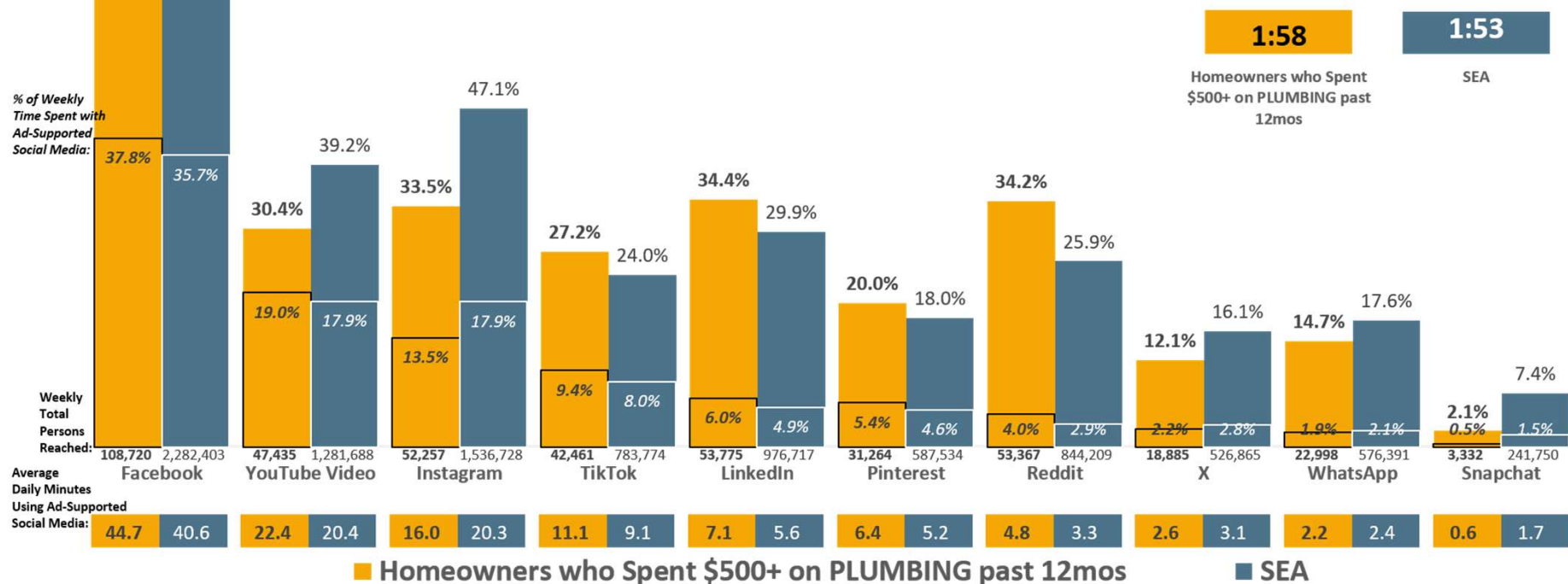


108,720 or 69.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 44.7 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

Weekly  
Reach % 69.6% 69.9%

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

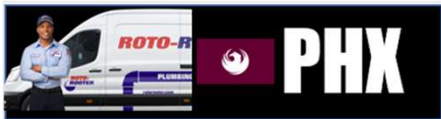
## "Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887  
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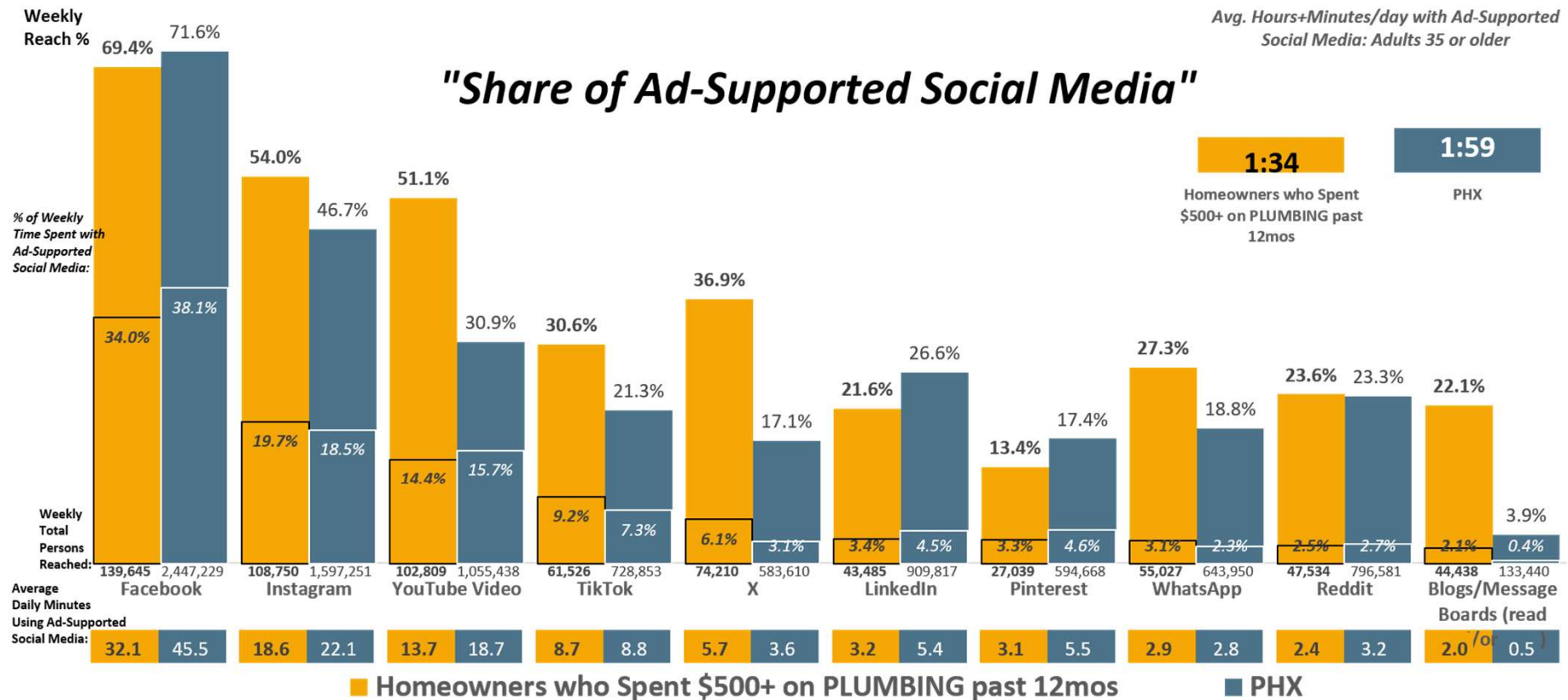
soefa.ai Share of Everything  
for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



139,645 or 69.4% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos use Ad-Supported Facebook for an average of 32.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

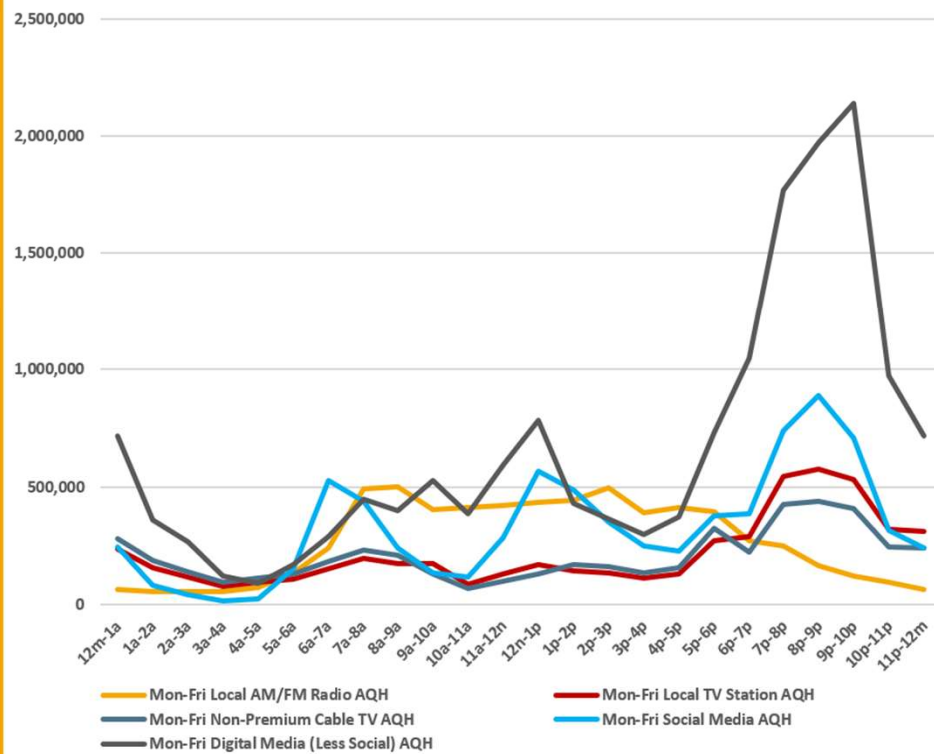
## "Share of Ad-Supported Social Media"



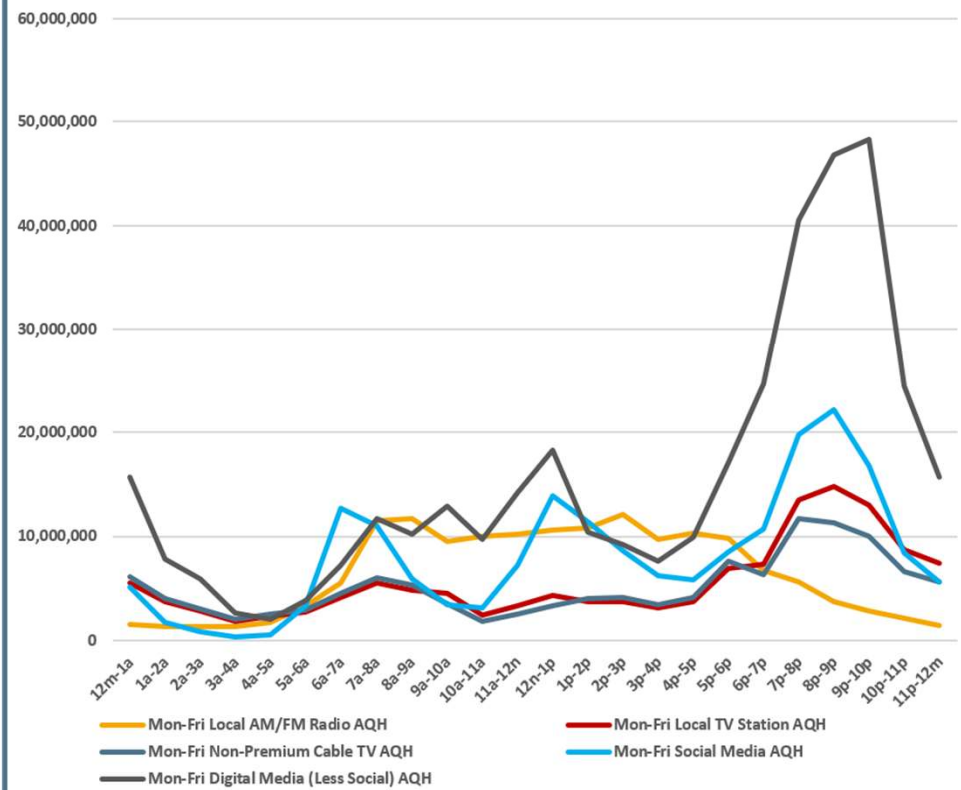


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 512,416;  
Local Radio: 408,299; Social Media: 337,026; Non-Prem. Cable: 170,512; Local TV: 165,934  
reaching Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



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

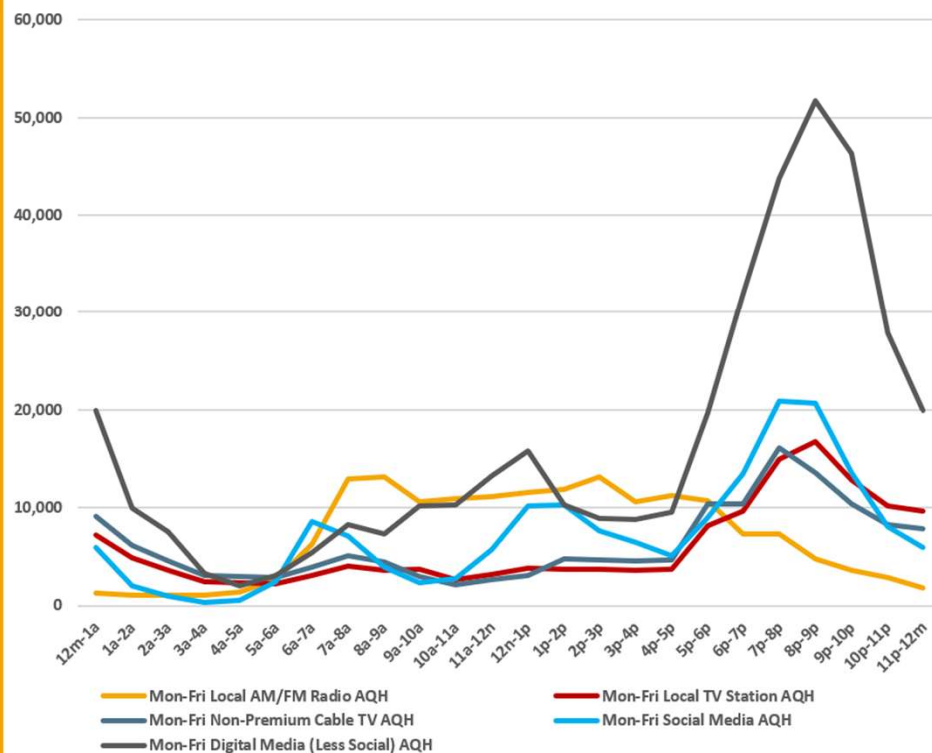




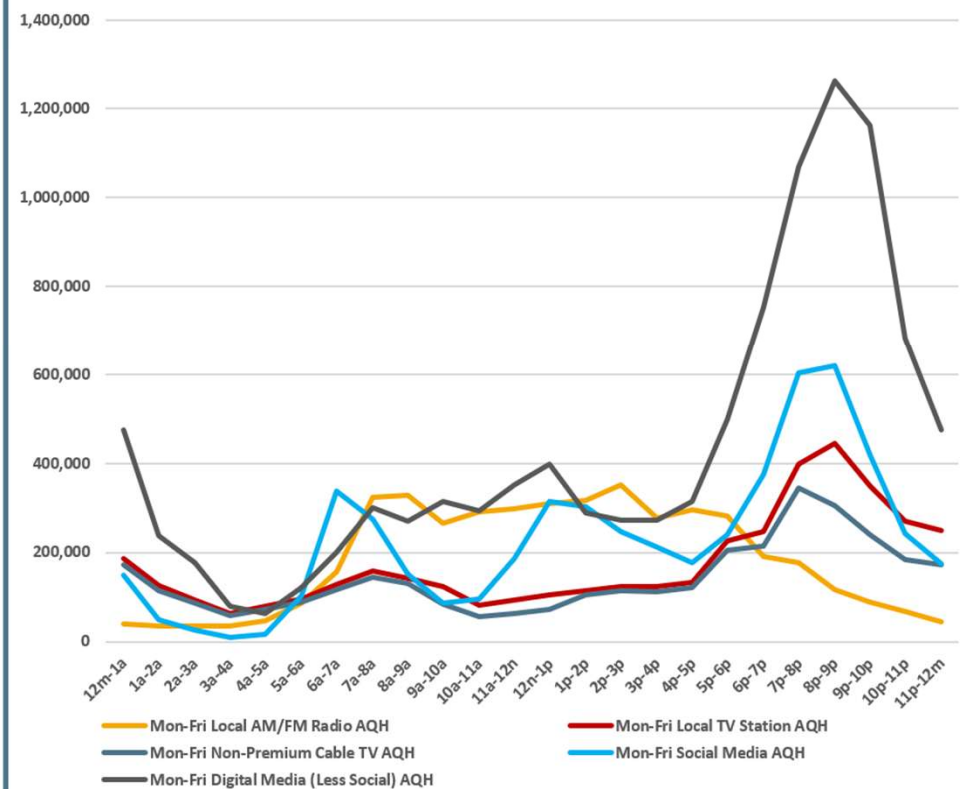


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,291;  
Local Radio: 10,876; Social Media: 7,110; Non-Prem. Cable: 4,911; Local TV: 4,363  
reaching Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



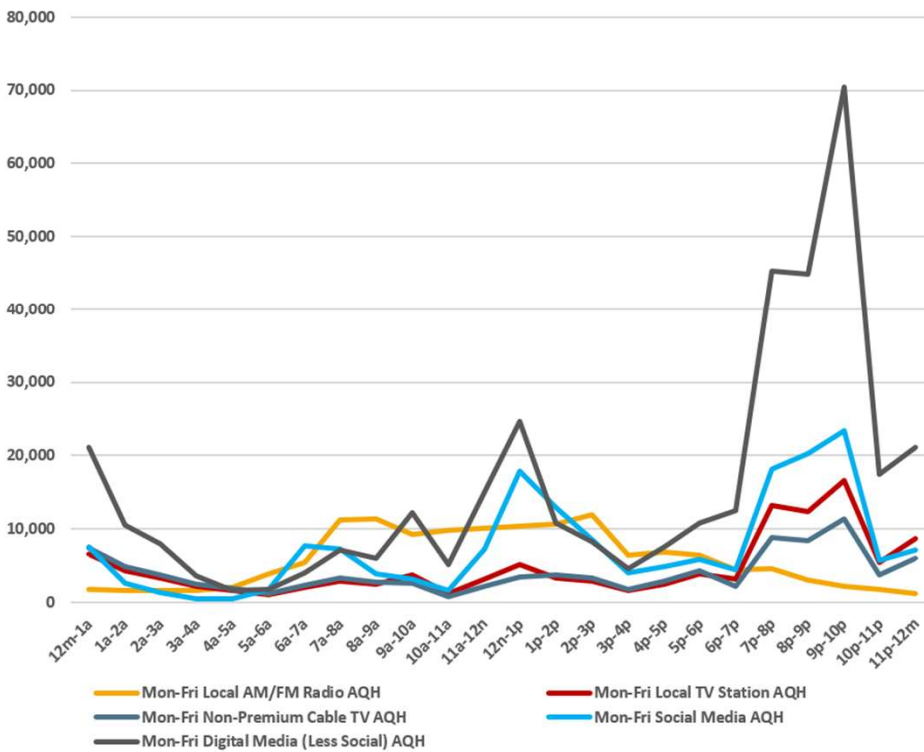
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**CHI Metro Area Adults 35 or older**



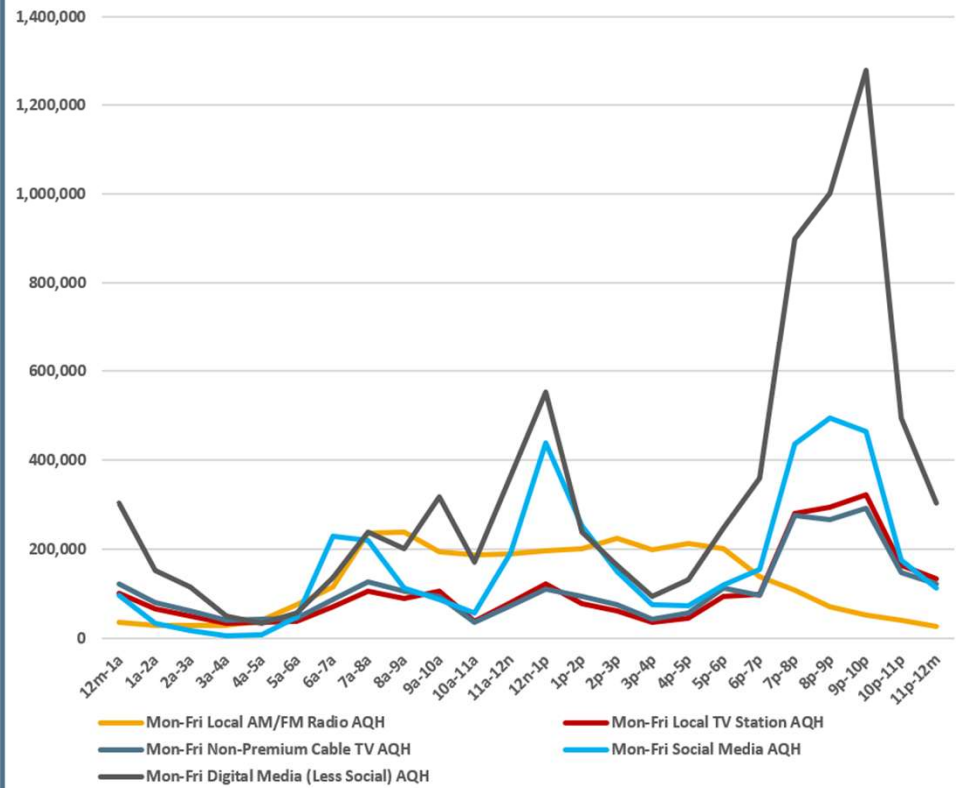


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,879; Local Radio: 8,766; Social Media: 6,863; Local TV: 2,897; Non-Prem. Cable: 2,723 reaching Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



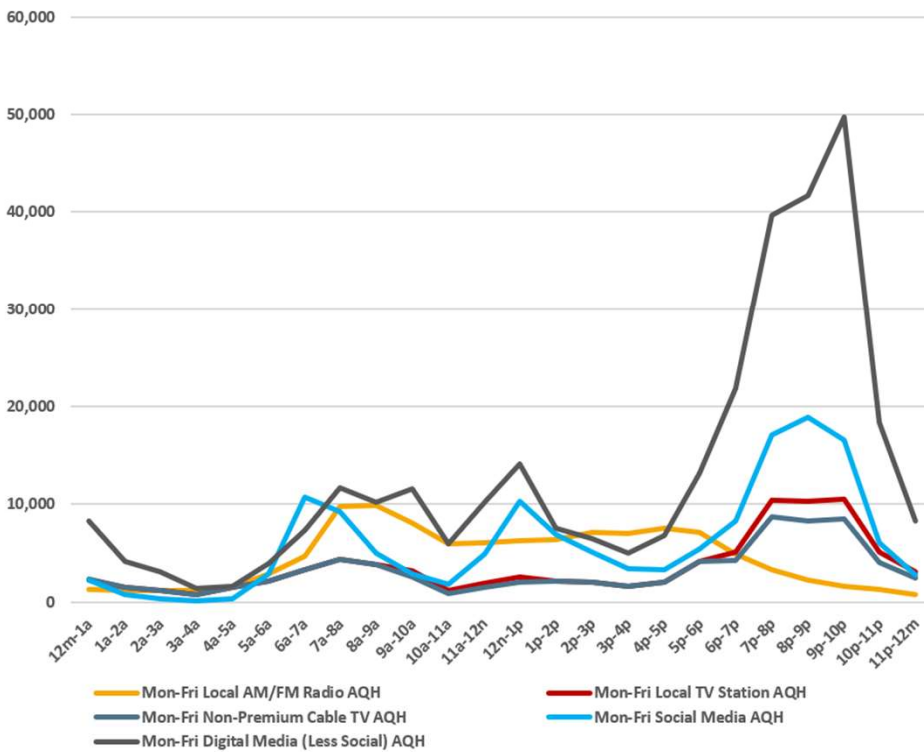
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**WDC Metro Area Adults 35 or older**



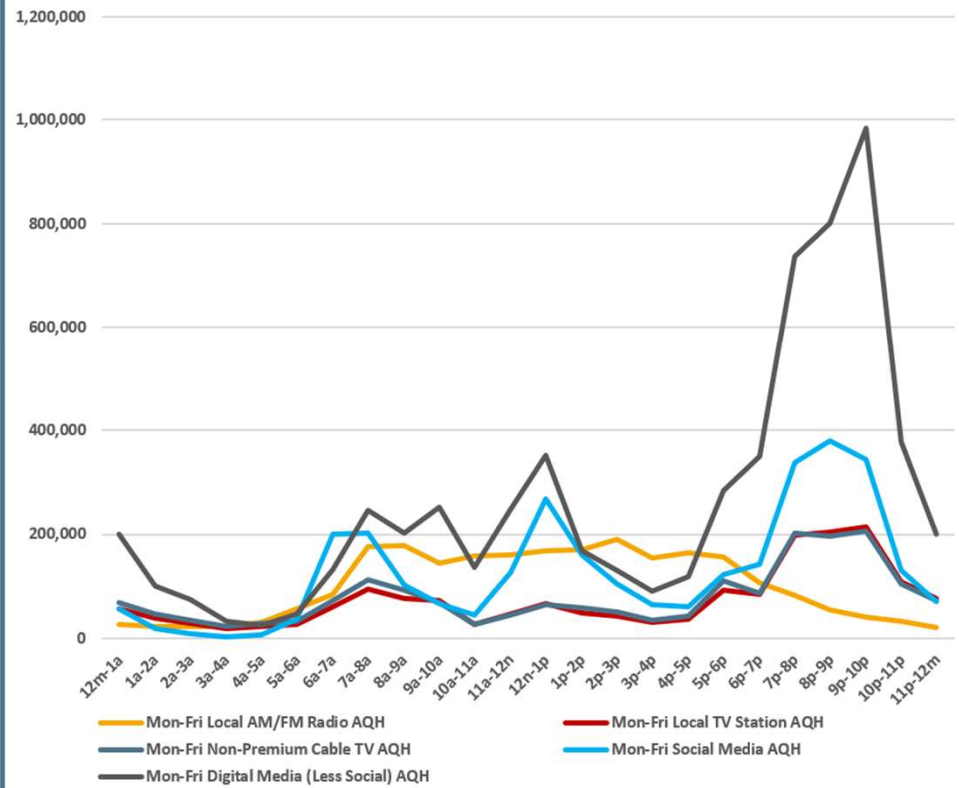


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,150;  
Local Radio: 7,003; Social Media: 5,961; Local TV: 2,874; Non-Prem. Cable: 2,684 reaching  
Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



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

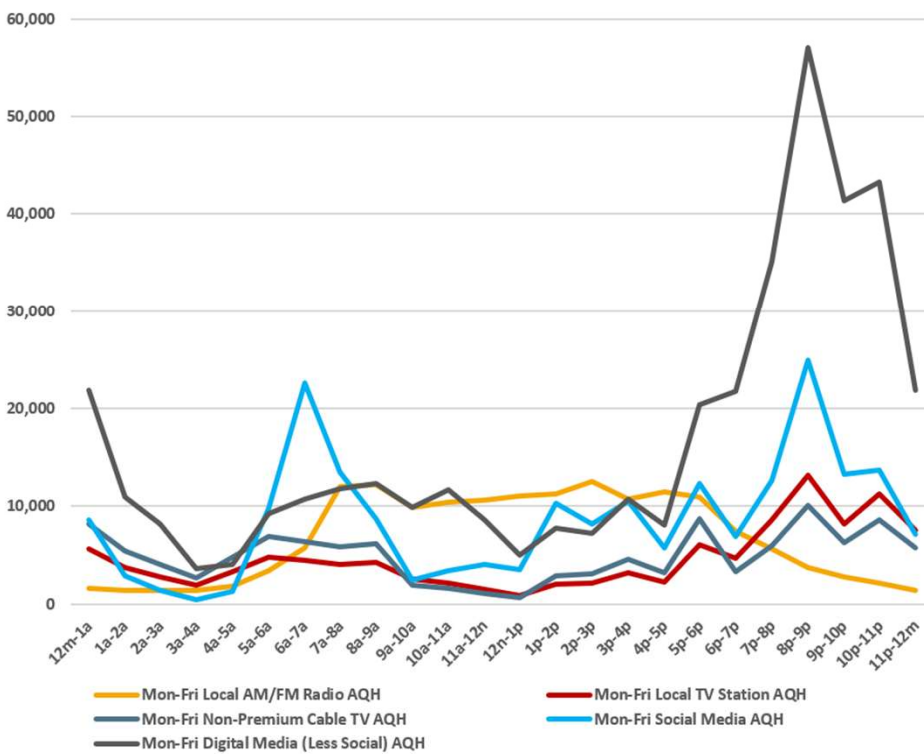




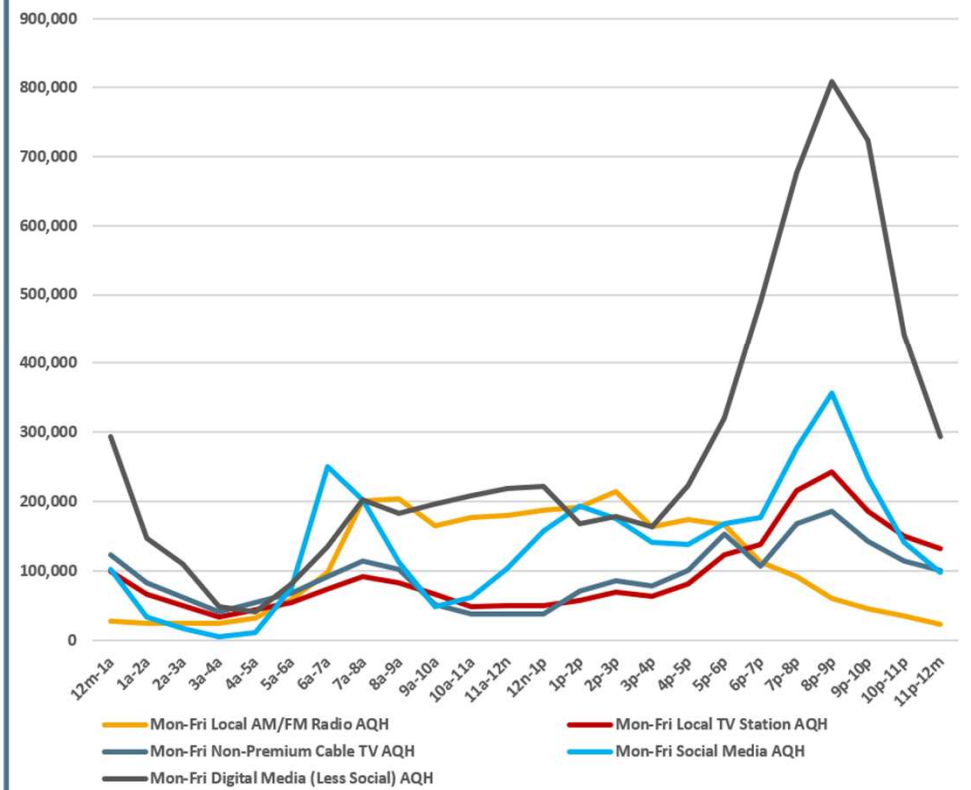


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,233;  
Local Radio: 10,475; Social Media: 8,627; Non-Prem. Cable: 3,812; Local TV: 3,096  
reaching Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**Adults 35 or older Homeowners who Spent \$500+ on**  
**PLUMBING past 12mos**



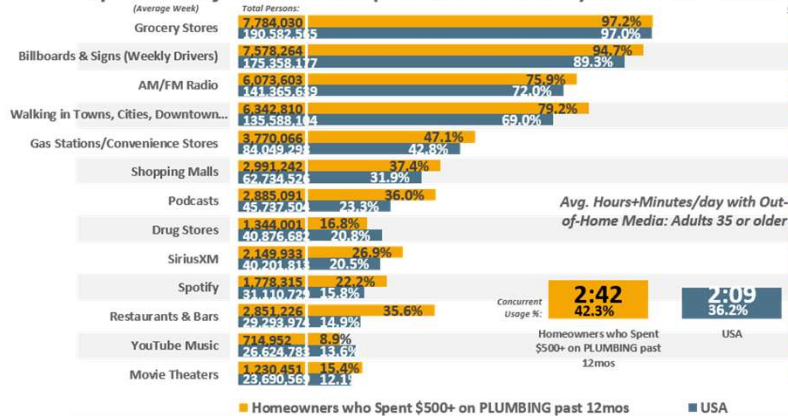
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)**  
**PHX Metro Area Adults 35 or older**



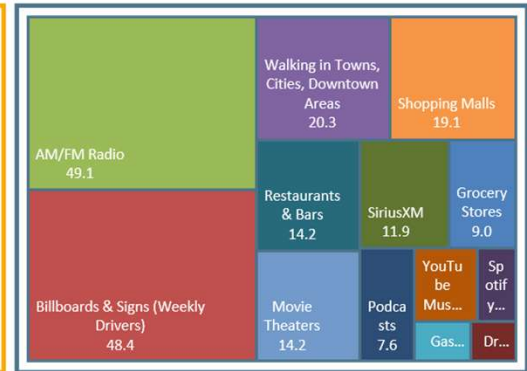
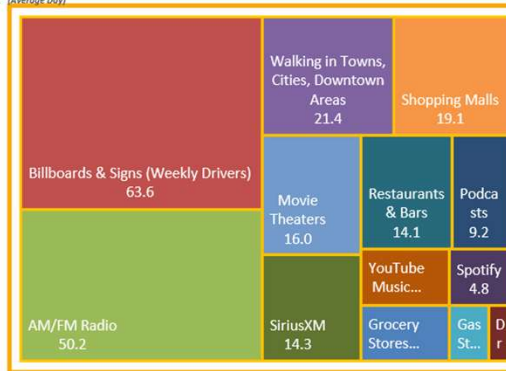


7,578,264 or 94.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 63.6 minutes per day driving, seeing Billboards and Signs. 70.2% Listen to Local Radio Stations Out-of-Home for an average of 43.9 minutes/day.

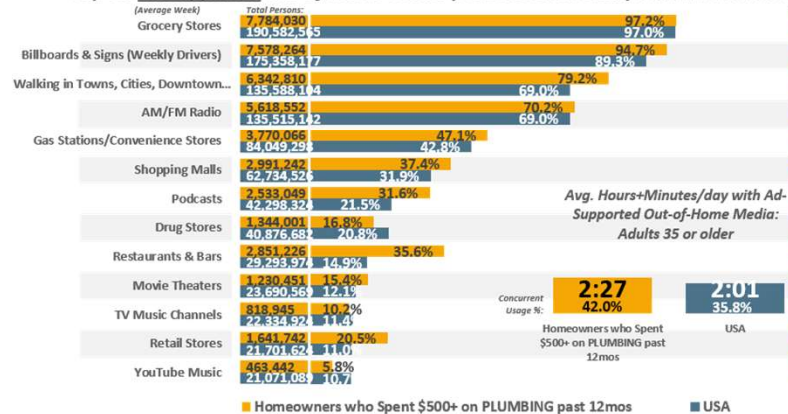
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



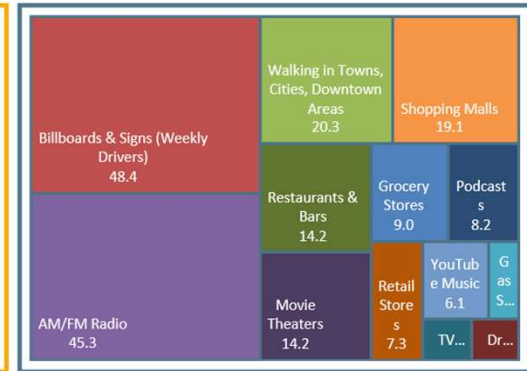
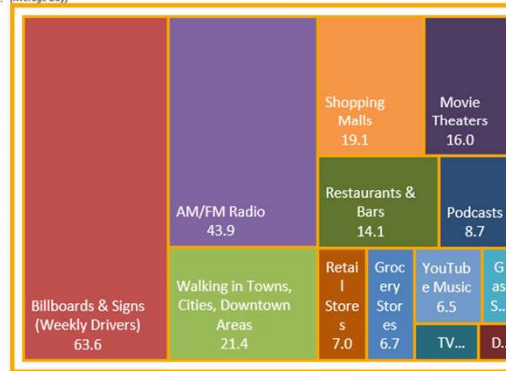
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789  
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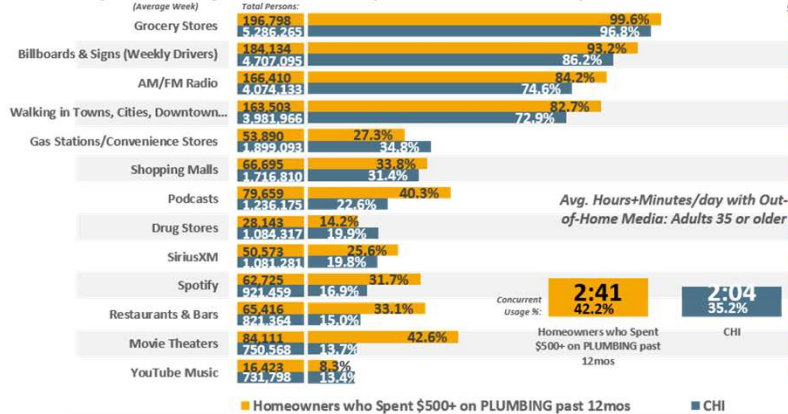
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]

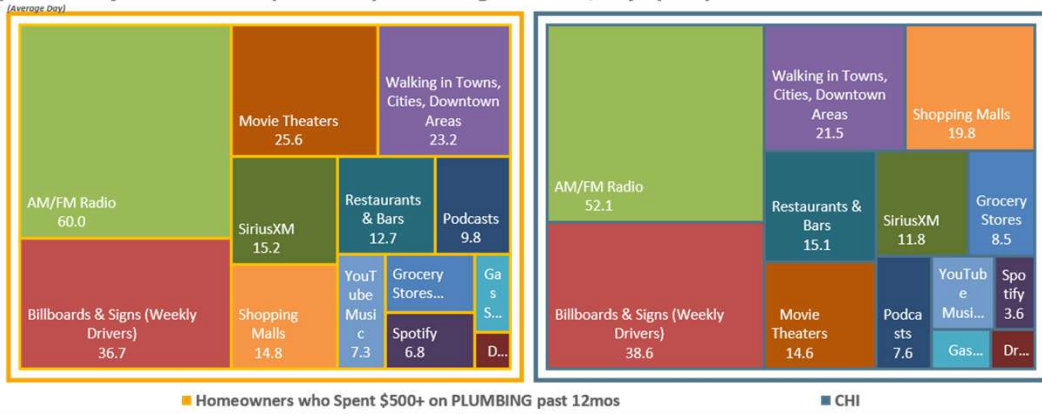


184,134 or 93.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 36.7 minutes per day driving, seeing Billboards and Signs. 75.4% Listen to Local Radio Stations Out-of-Home for an average of 50.9 minutes/day.

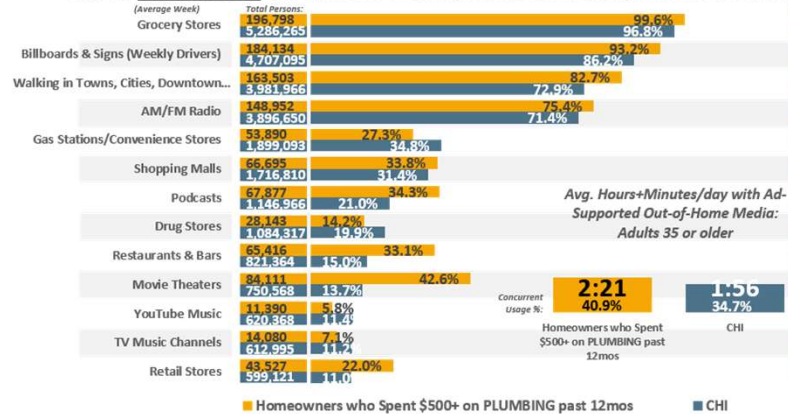
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



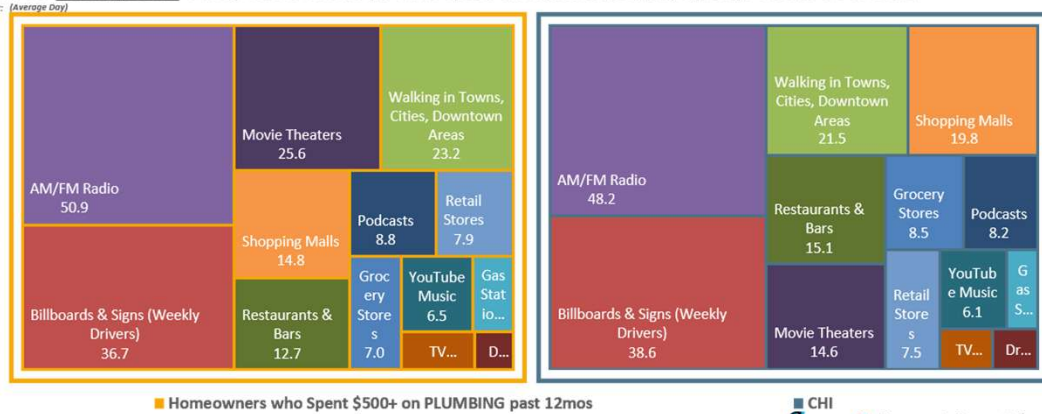
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112  
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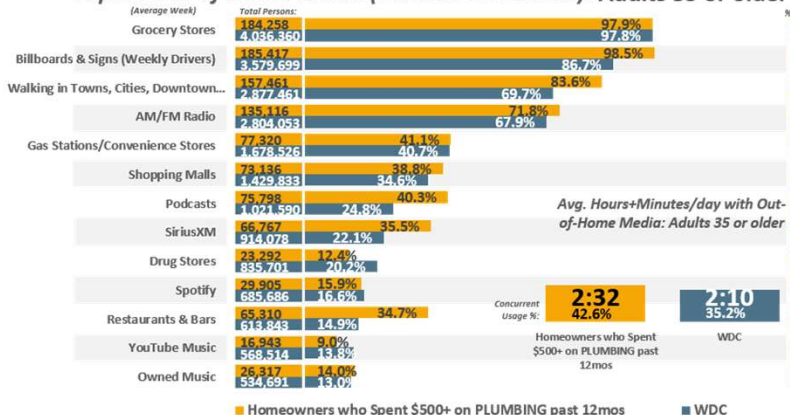
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more]]]



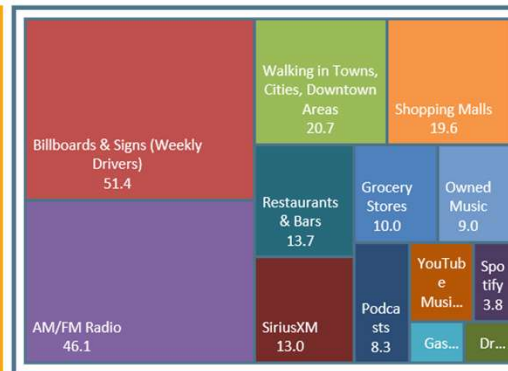
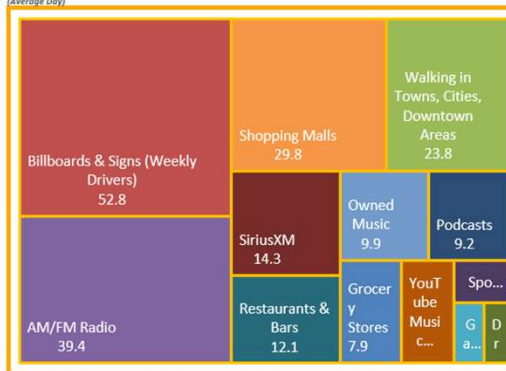


185,417 or 98.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 52.8 minutes per day driving, seeing Billboards and Signs. 64.5% Listen to Local Radio Stations Out-of-Home for an average of 33. minutes/day.

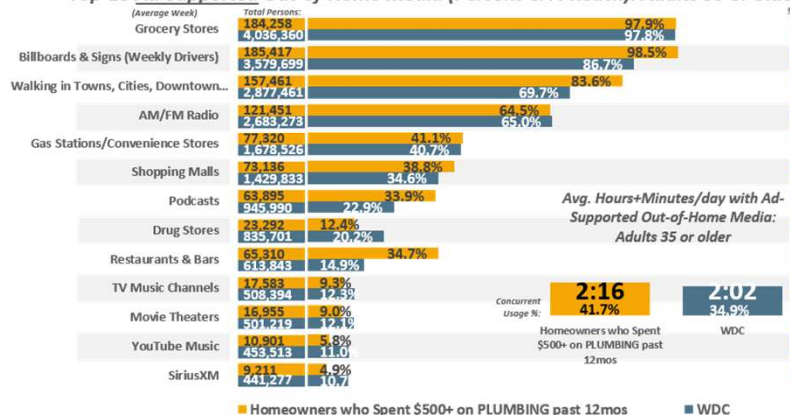
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older**



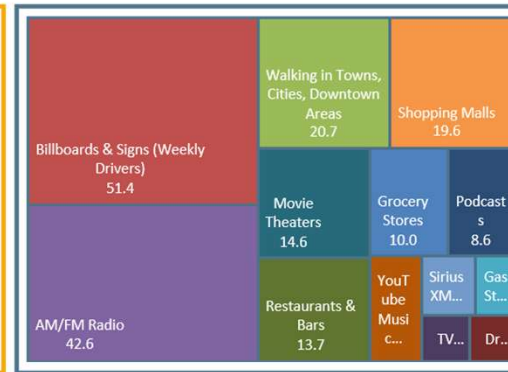
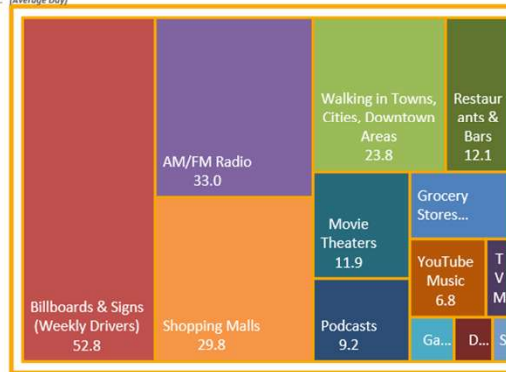
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



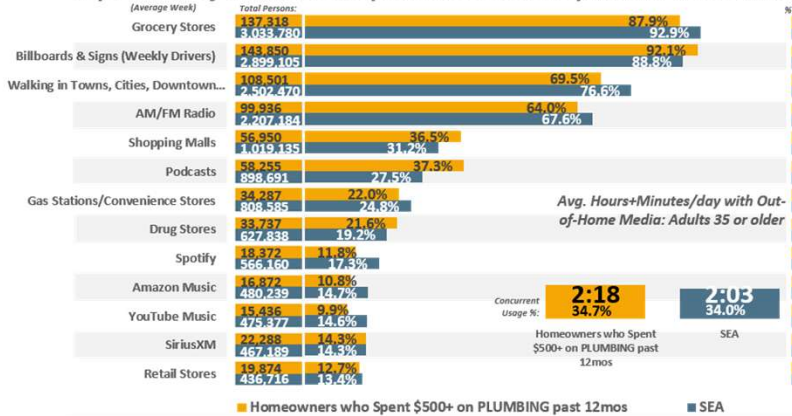
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



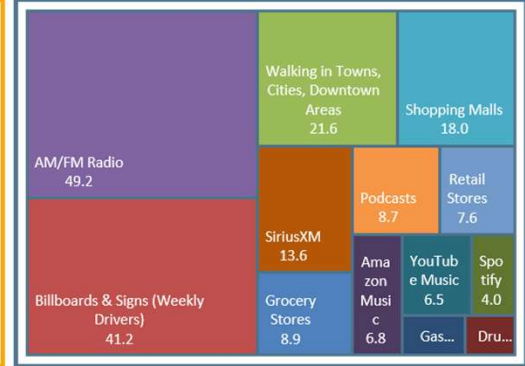
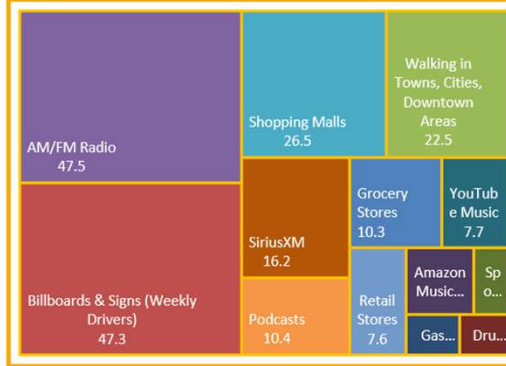


143,850 or 92.1% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 47.3 minutes per day driving, seeing Billboards and Signs. 61.4% Listen to Local Radio Stations Out-of-Home for an average of 42.2 minutes/day.

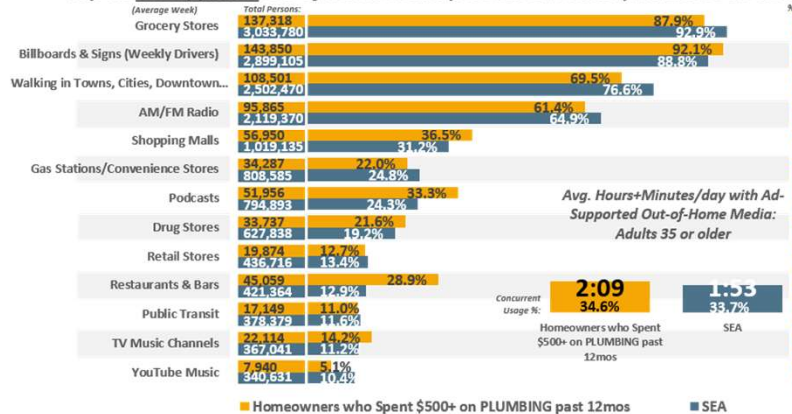
**Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older**



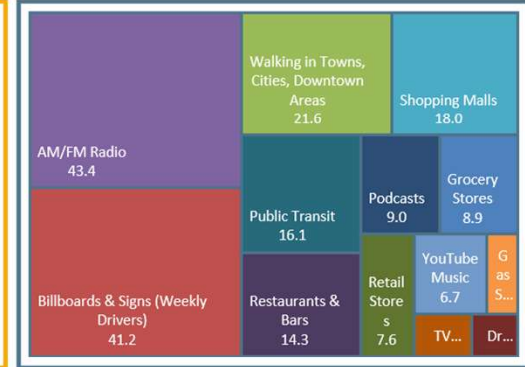
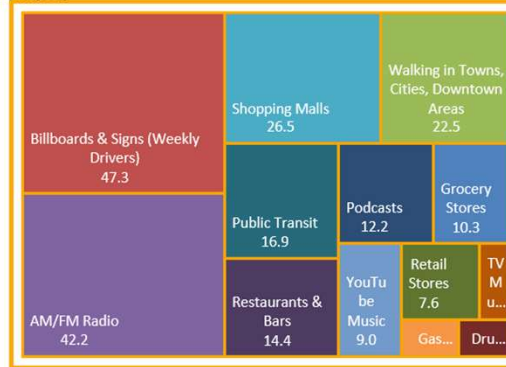
**Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



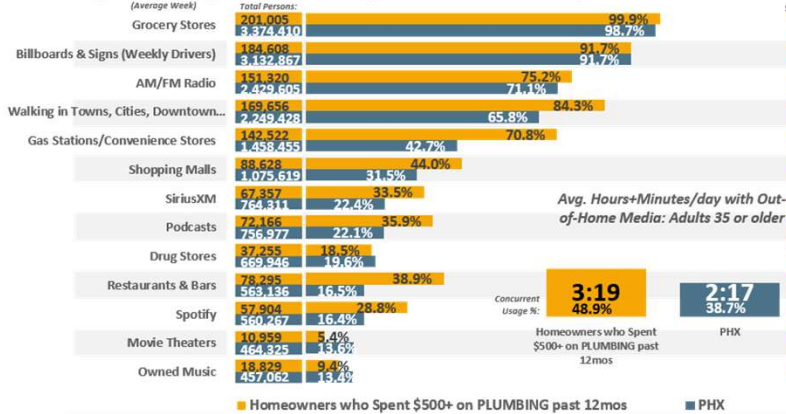
**Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



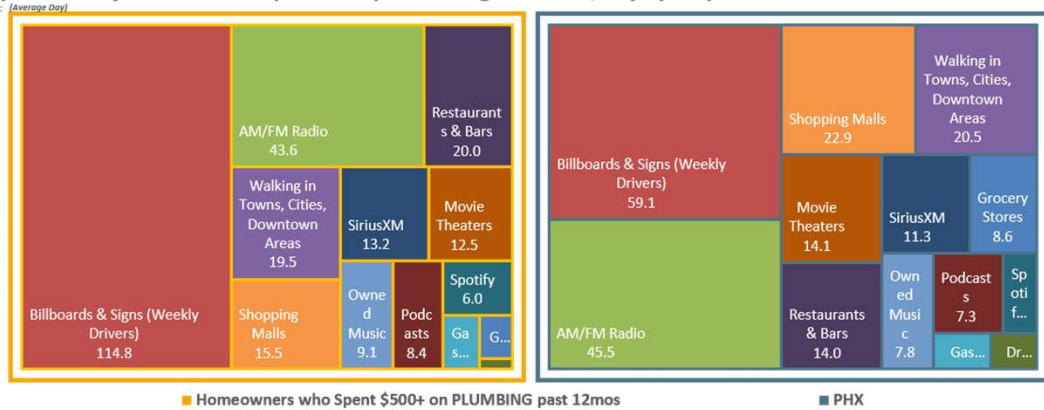


184,608 or 91.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 114.8 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minutes/day.

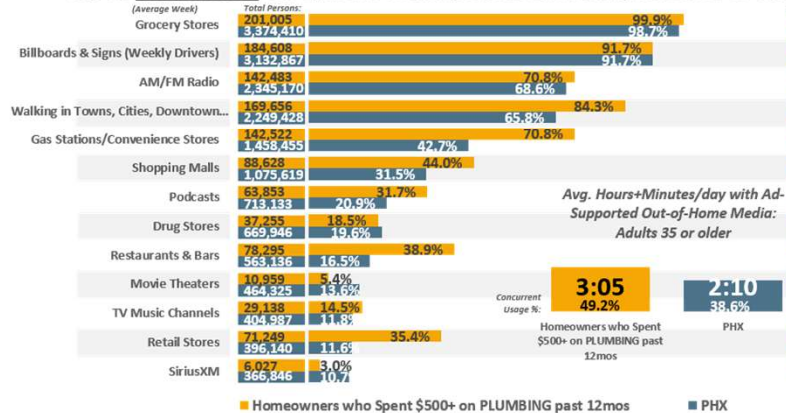
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



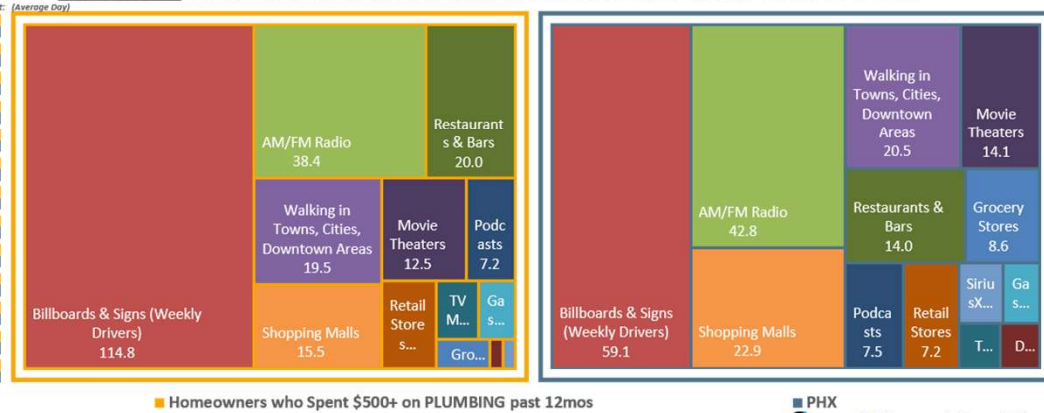
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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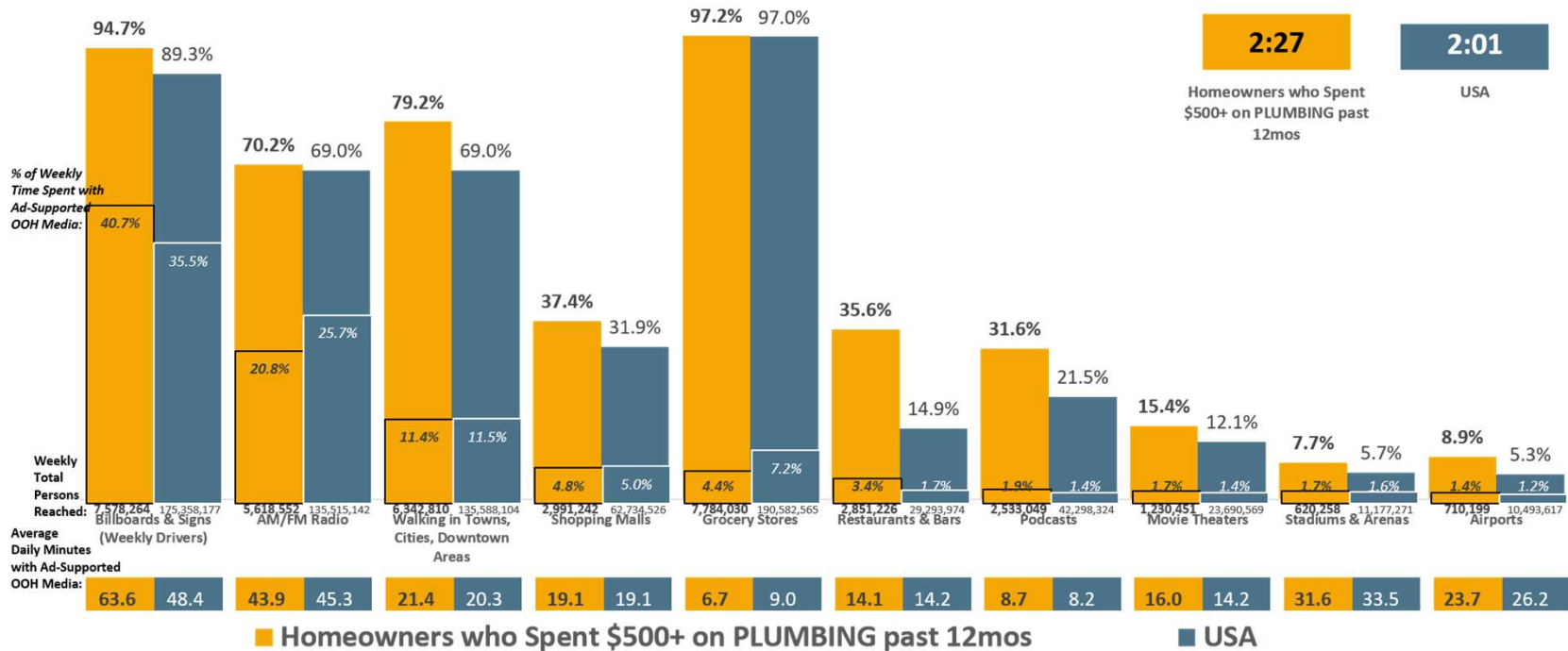


7,578,264 or 94.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 63.6 minutes per day driving, seeing Billboards and Signs representing 40.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338  
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[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more))]

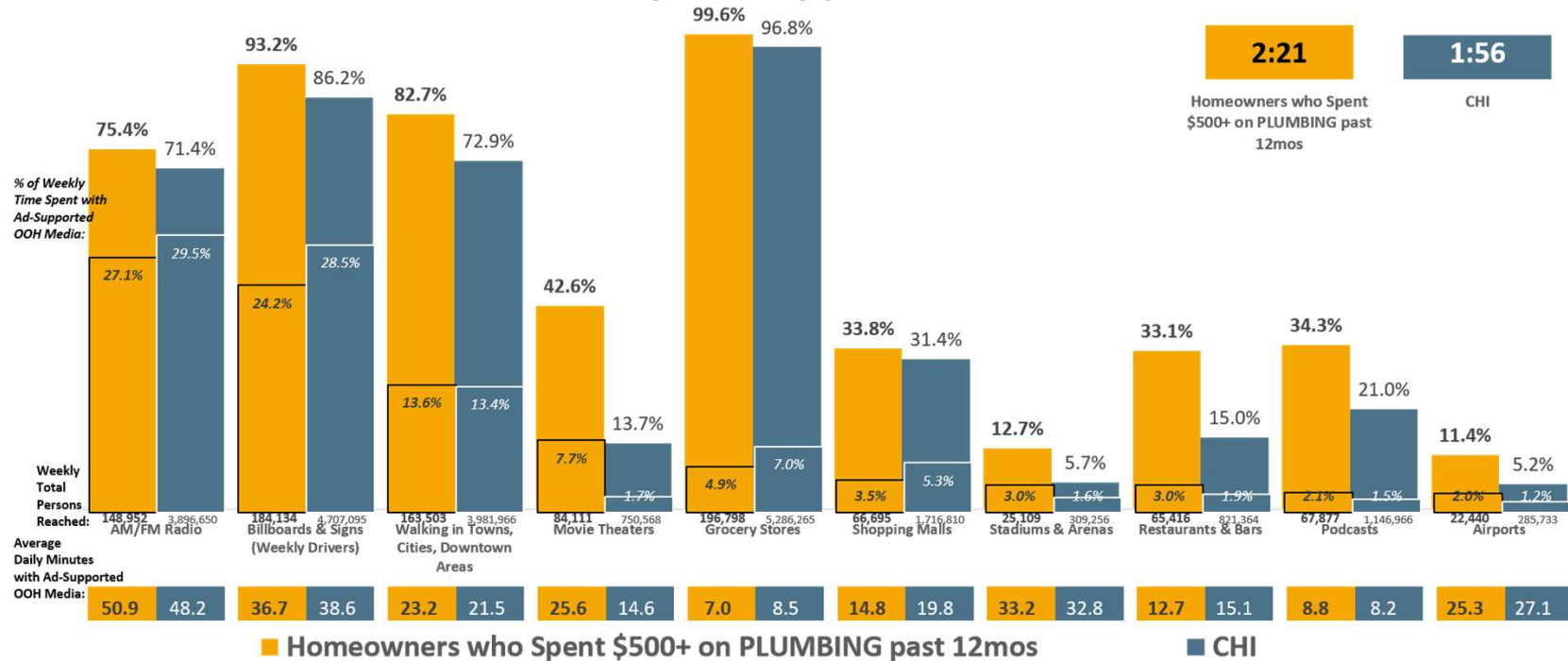


184,134 or 93.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 36.7 minutes per day driving, seeing Billboards and Signs representing 24.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112  
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]

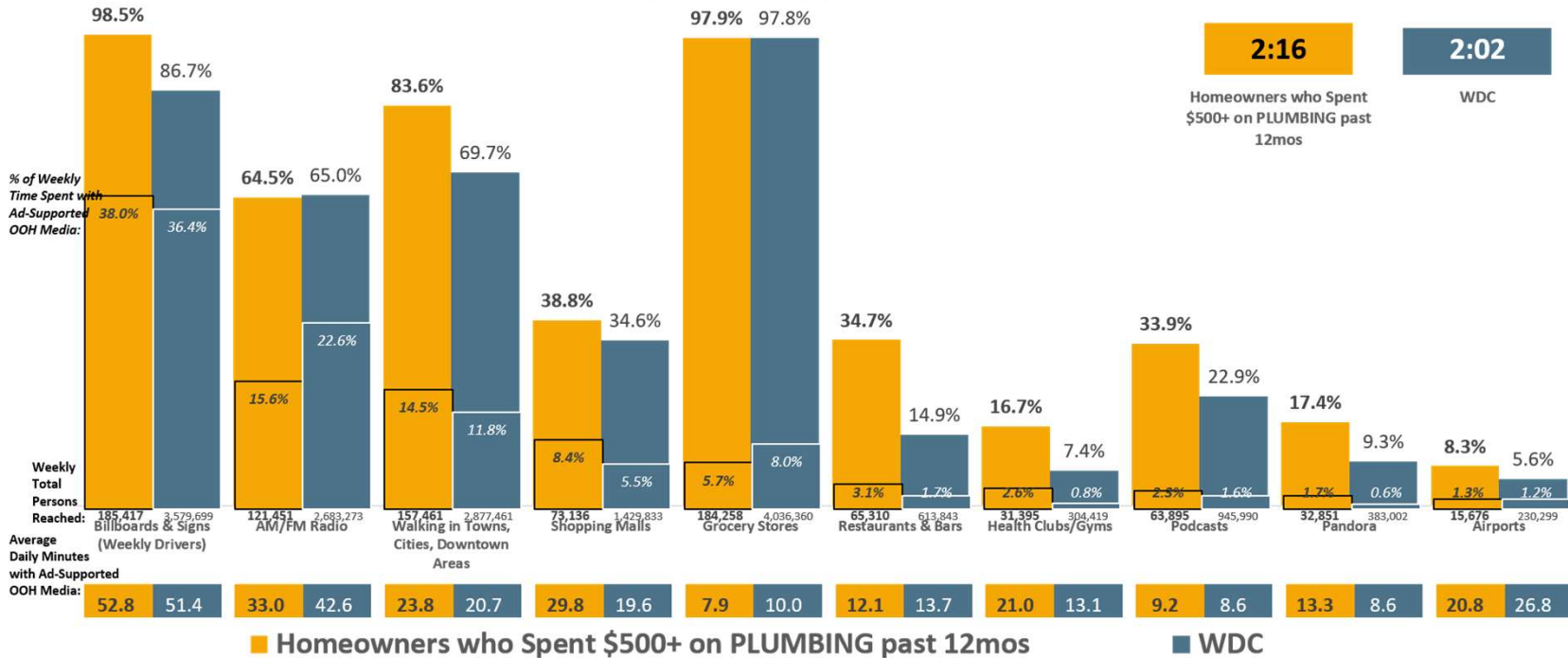


185,417 or 98.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 52.8 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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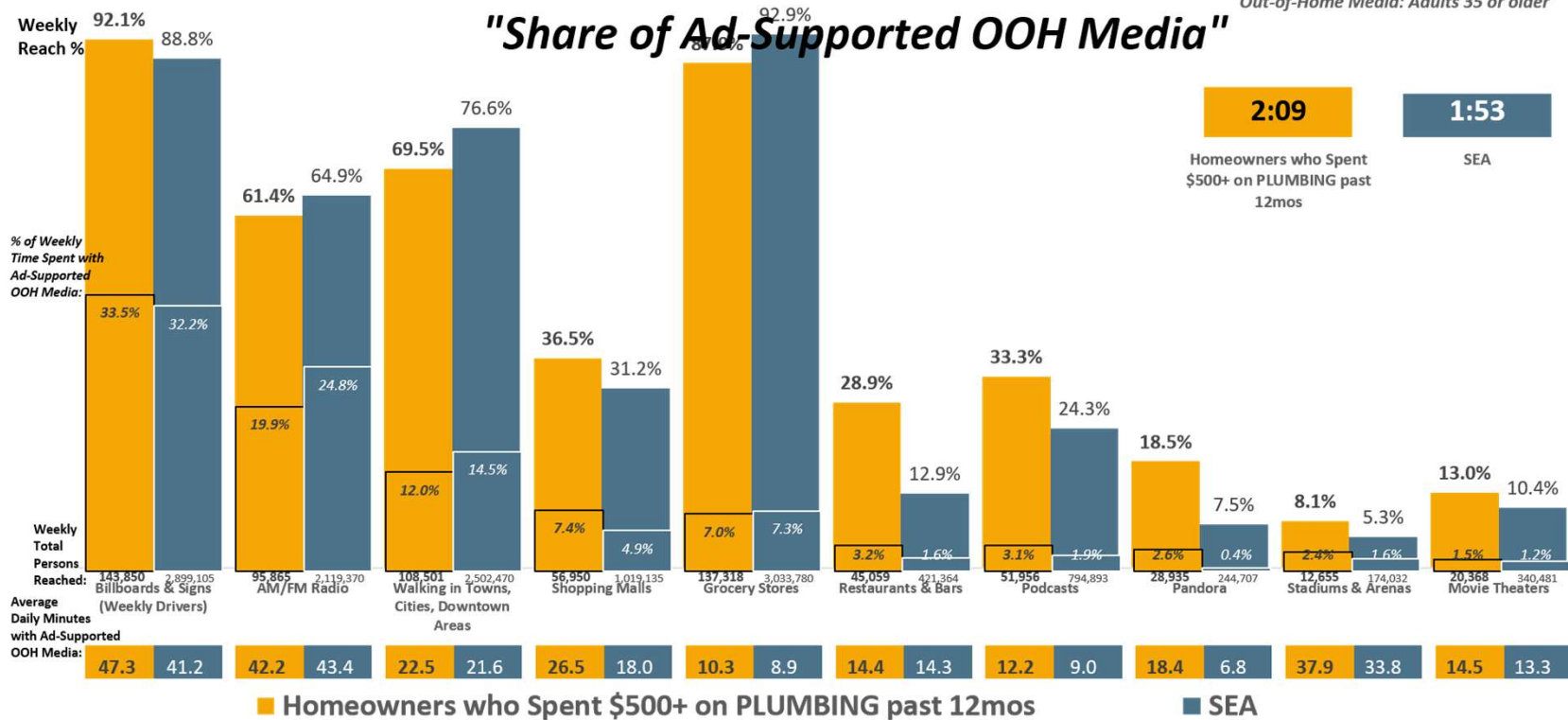
[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]





143,850 or 92.1% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 47.3 minutes per day driving, seeing Billboards and Signs representing 33.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]

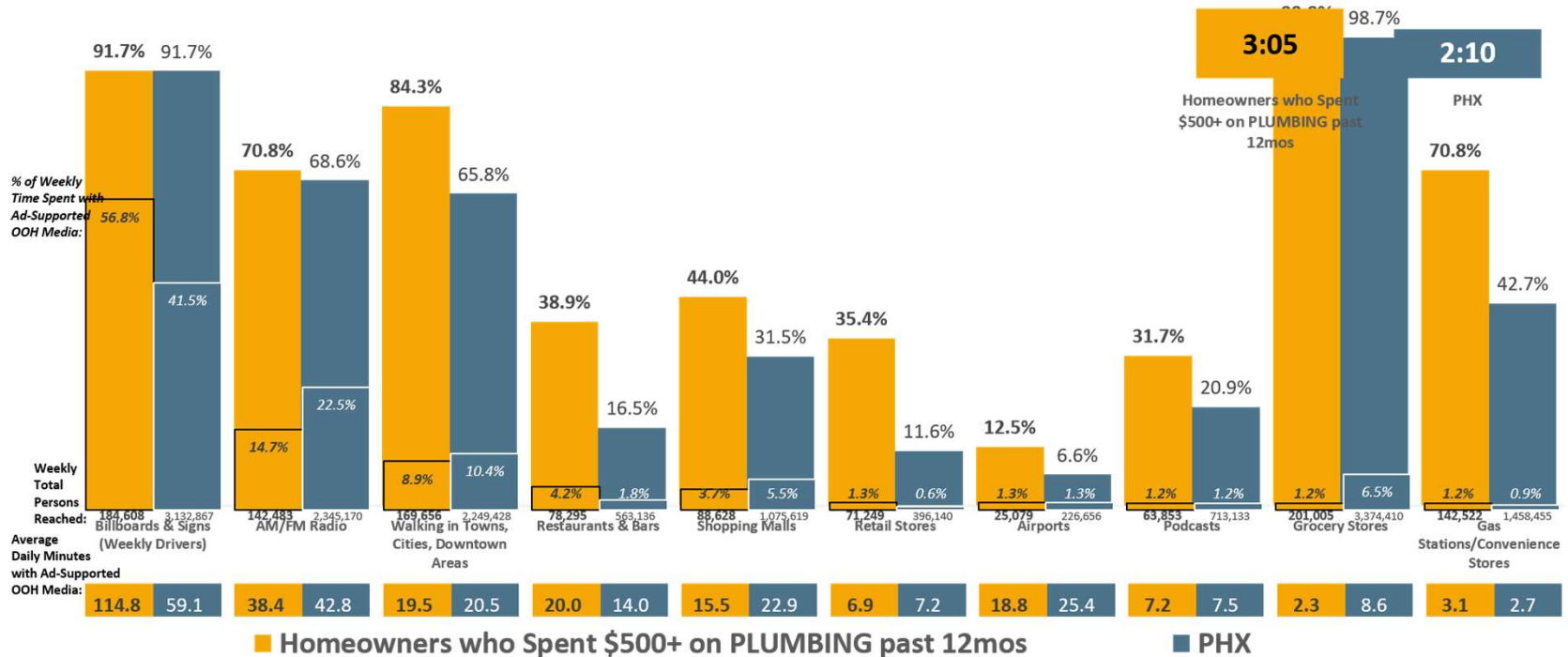


184,608 or 91.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 114.8 minutes per day driving, seeing Billboards and Signs representing 56.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 85  
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

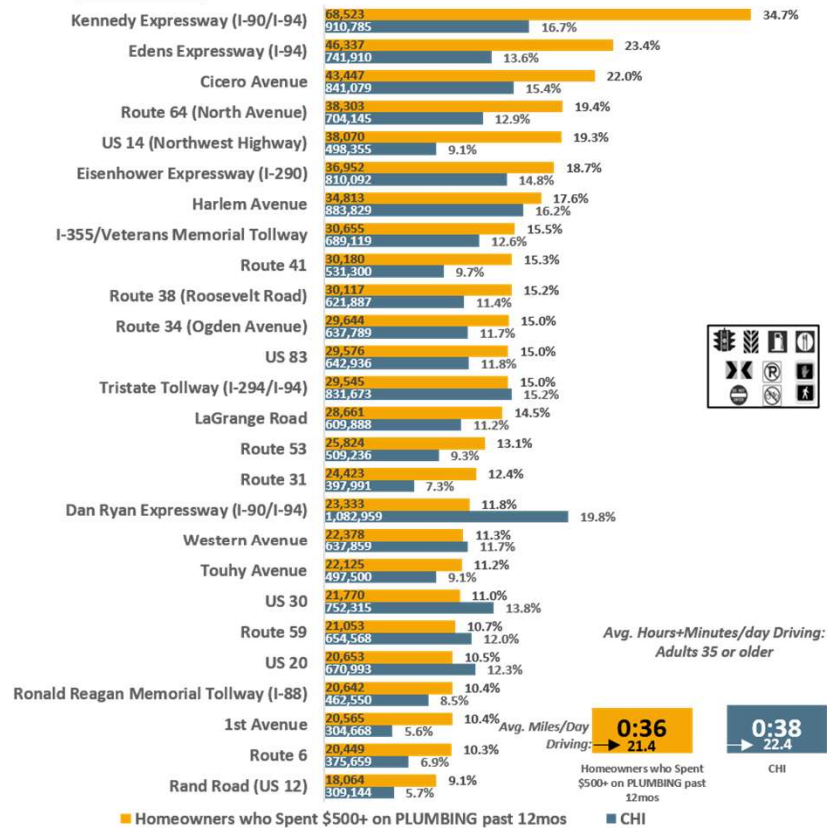
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]

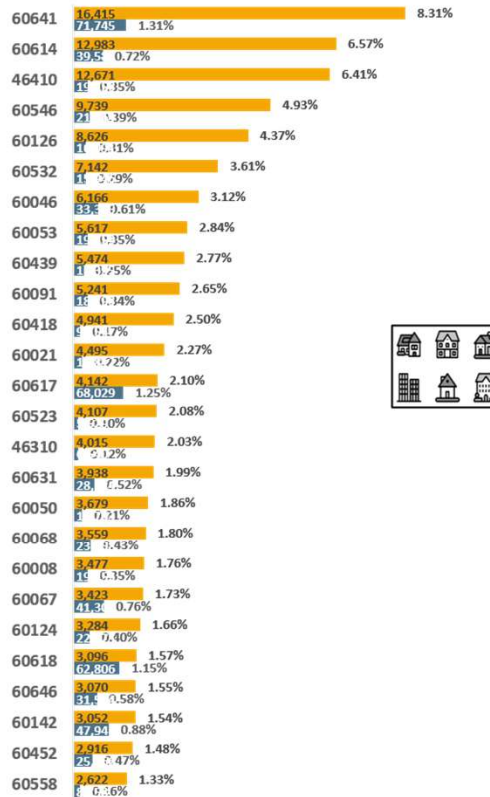


184,134 or 93.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 36.7 minutes per day driving an average of 21.4 miles each day and are 111.1% more likely to use US 14 (Northwest Highway) than the Metro average.

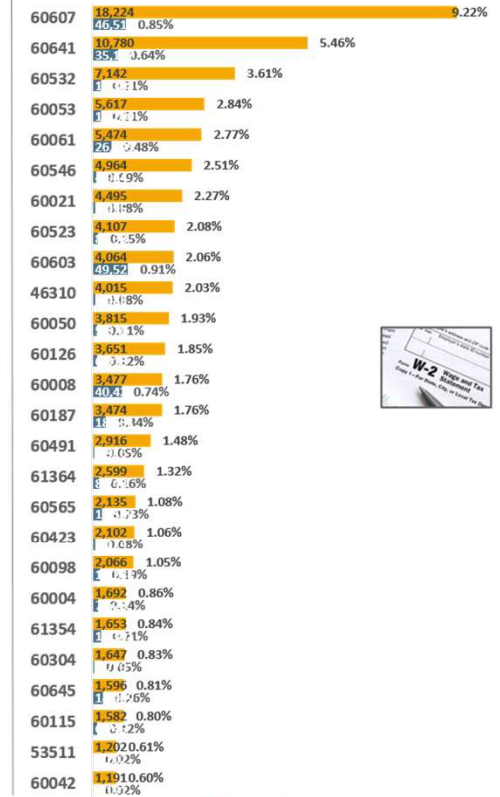
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



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



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

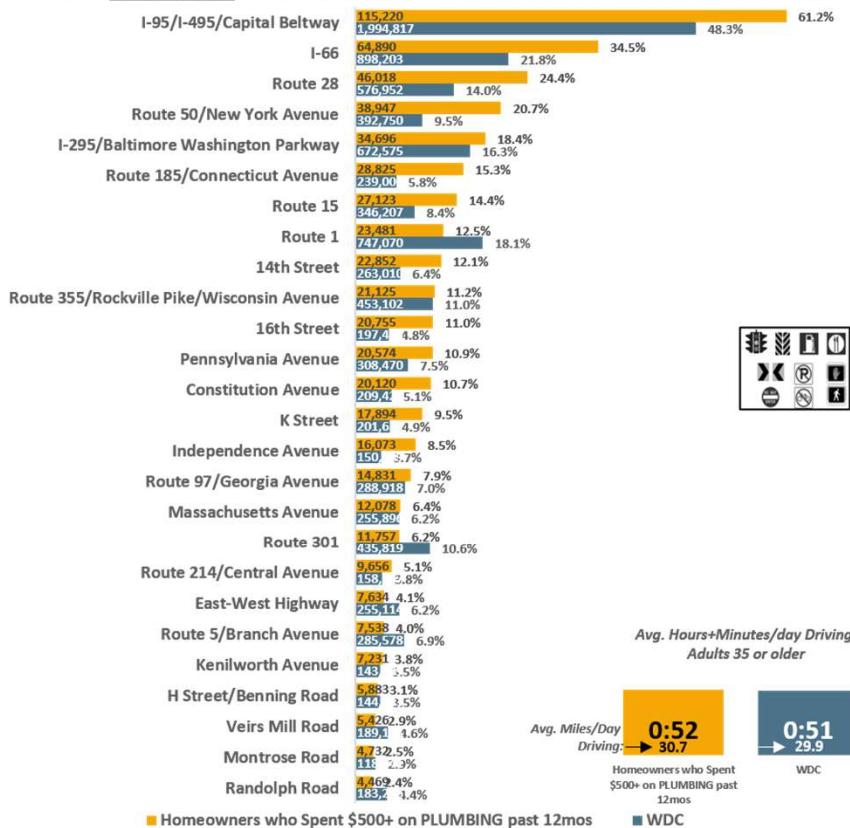






185,417 or 98.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 52.8 minutes per day driving an average of 30.7 miles each day and are 164.4% more likely to use Route 185/Connecticut Avenue than the Metro average

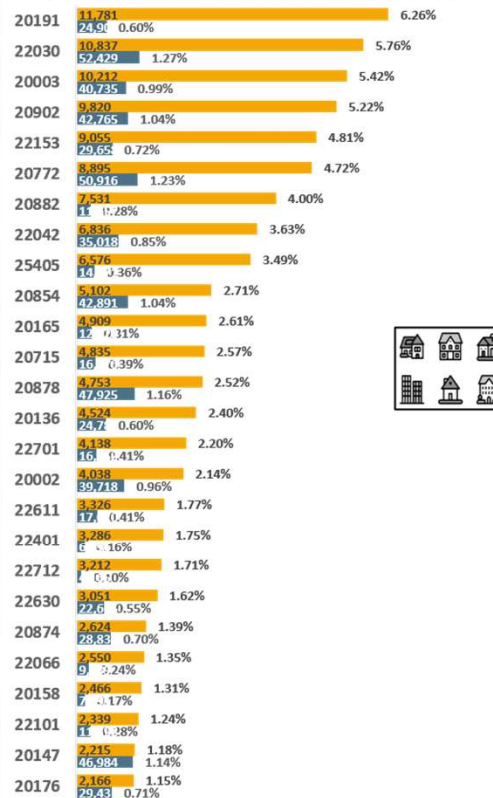
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



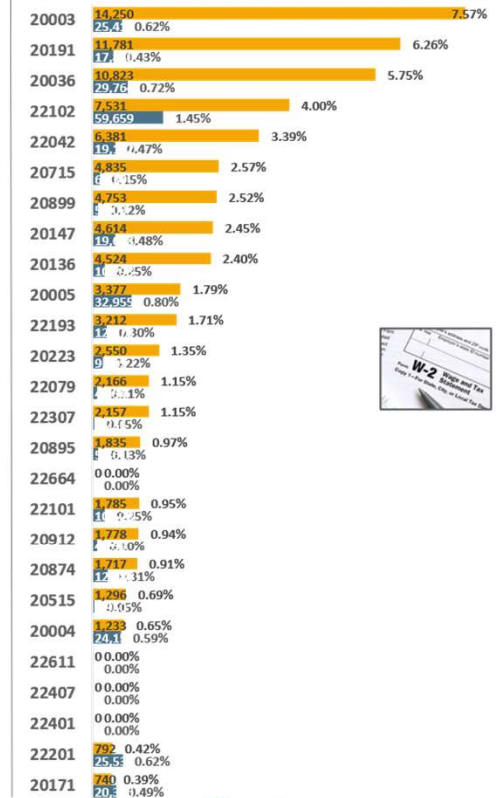
Avg. Hours+Minutes/day Driving:  
Adults 35 or older



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



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

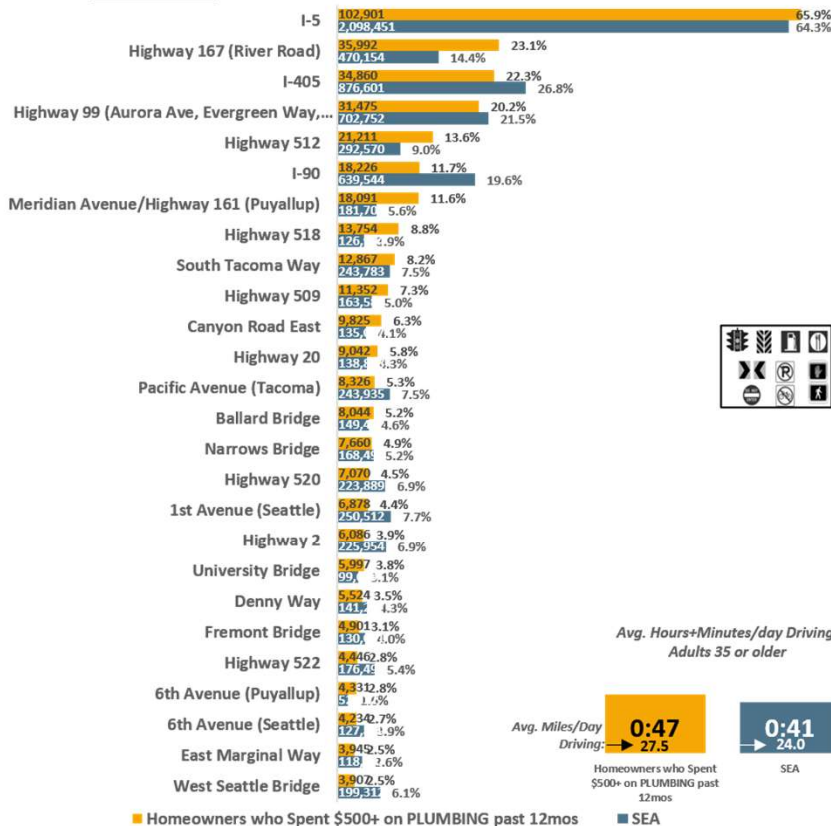


soefa.ai Share of Everything for Anything

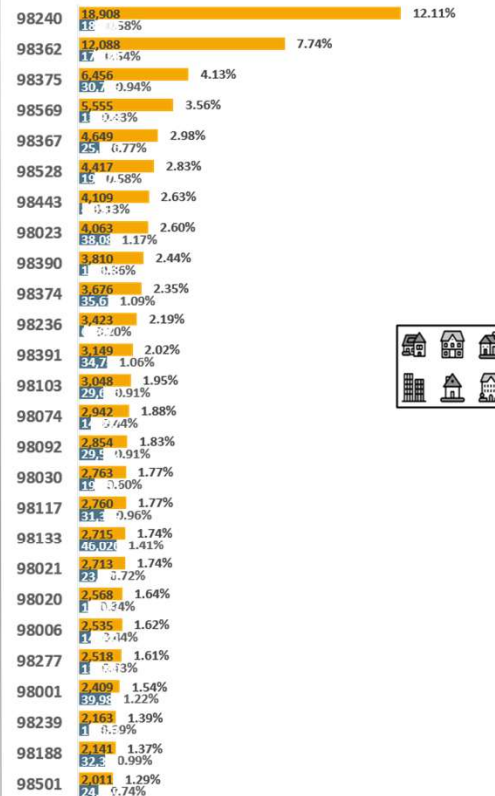


143,850 or 92.1% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 47.3 minutes per day driving an average of 27.5 miles each day and are 126.6% more likely to use Highway 518 than the Metro average.

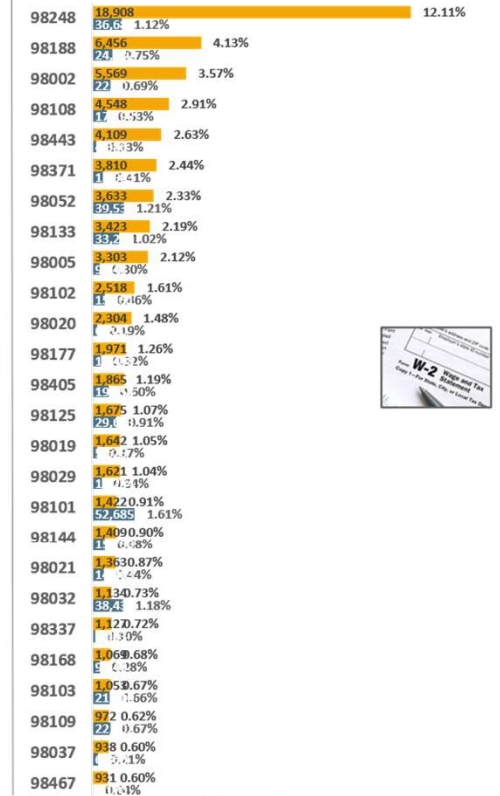
#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



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



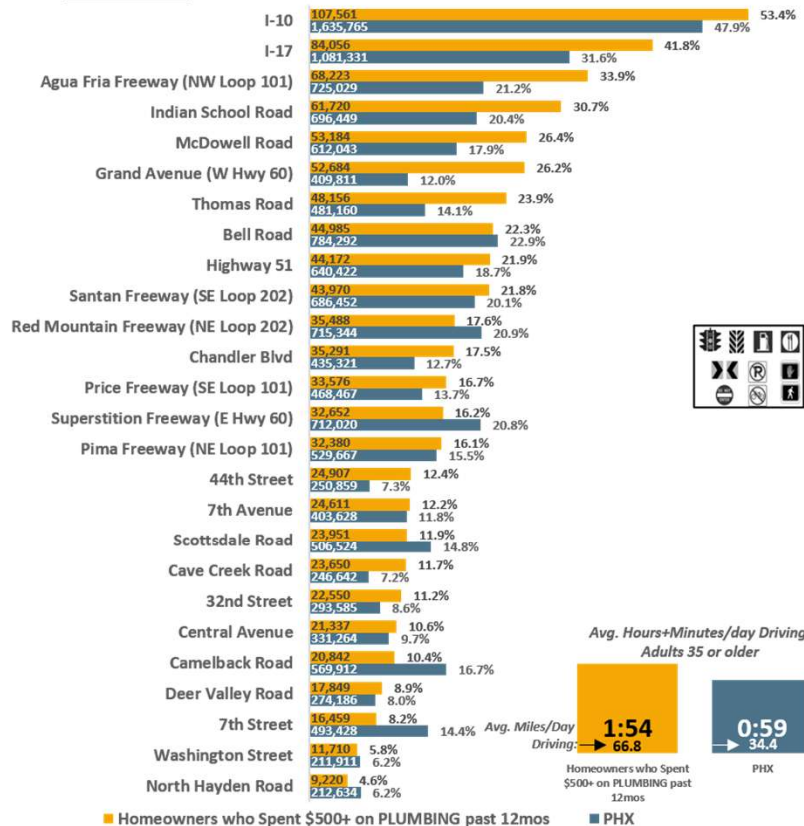
#### Top-26 Employment Zip Codes: Adults 35 or older



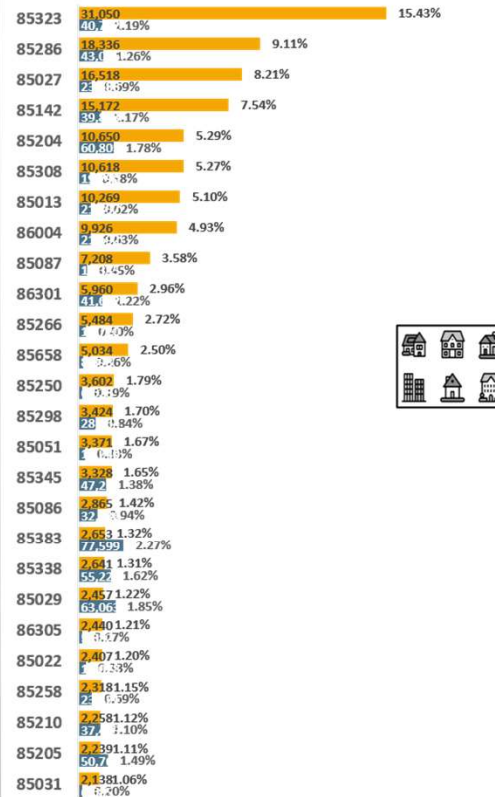


184,608 or 91.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos spend an average of 114.8 minutes per day driving an average of 66.8 miles each day and are 118.3% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

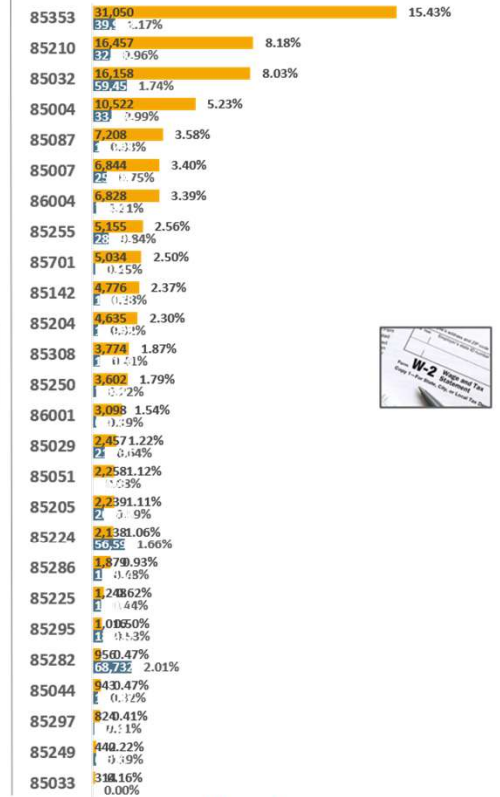
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



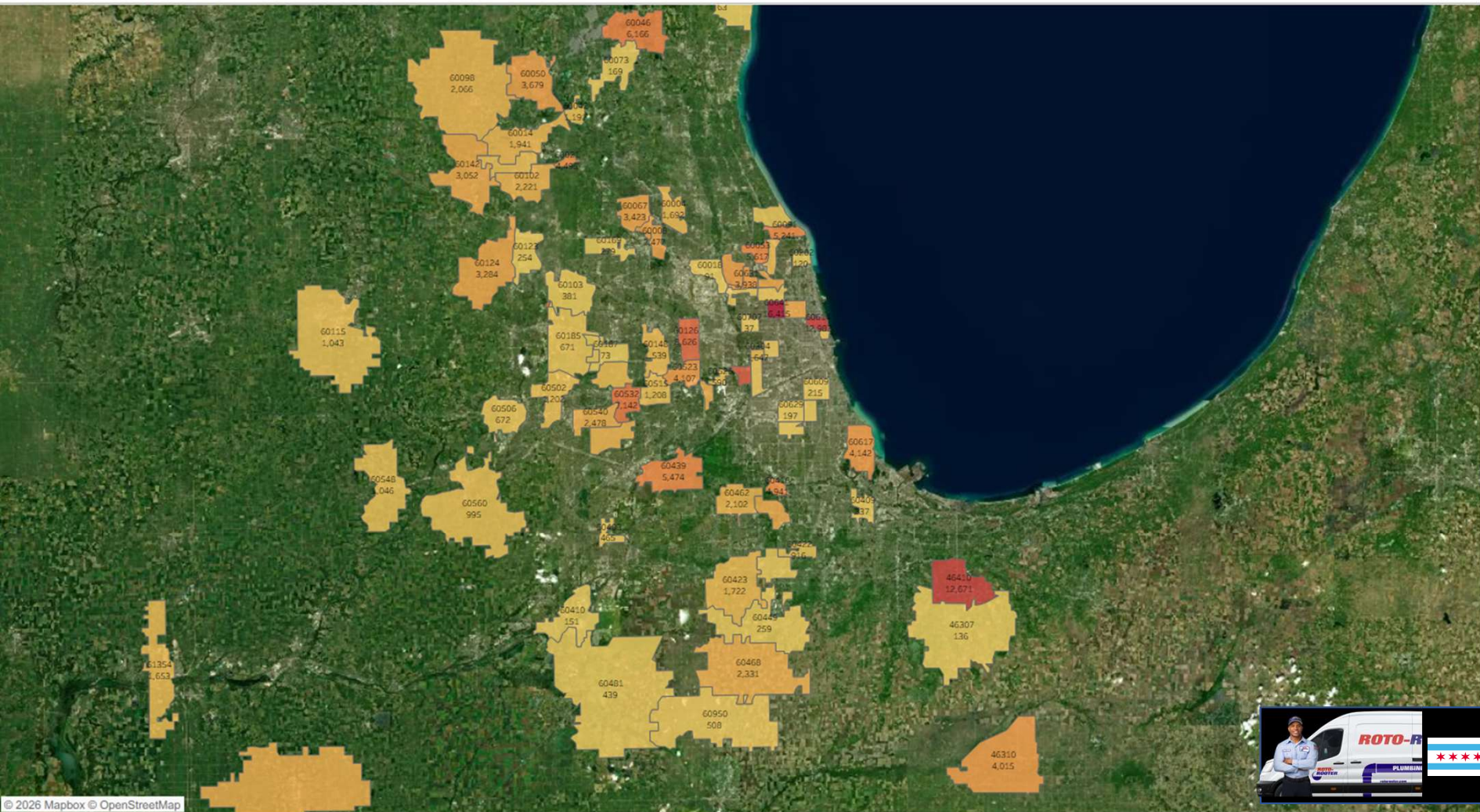
Top-26 Employment Zip Codes: Adults 35 or older



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Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos)



SUM(Adults 35 or olde...



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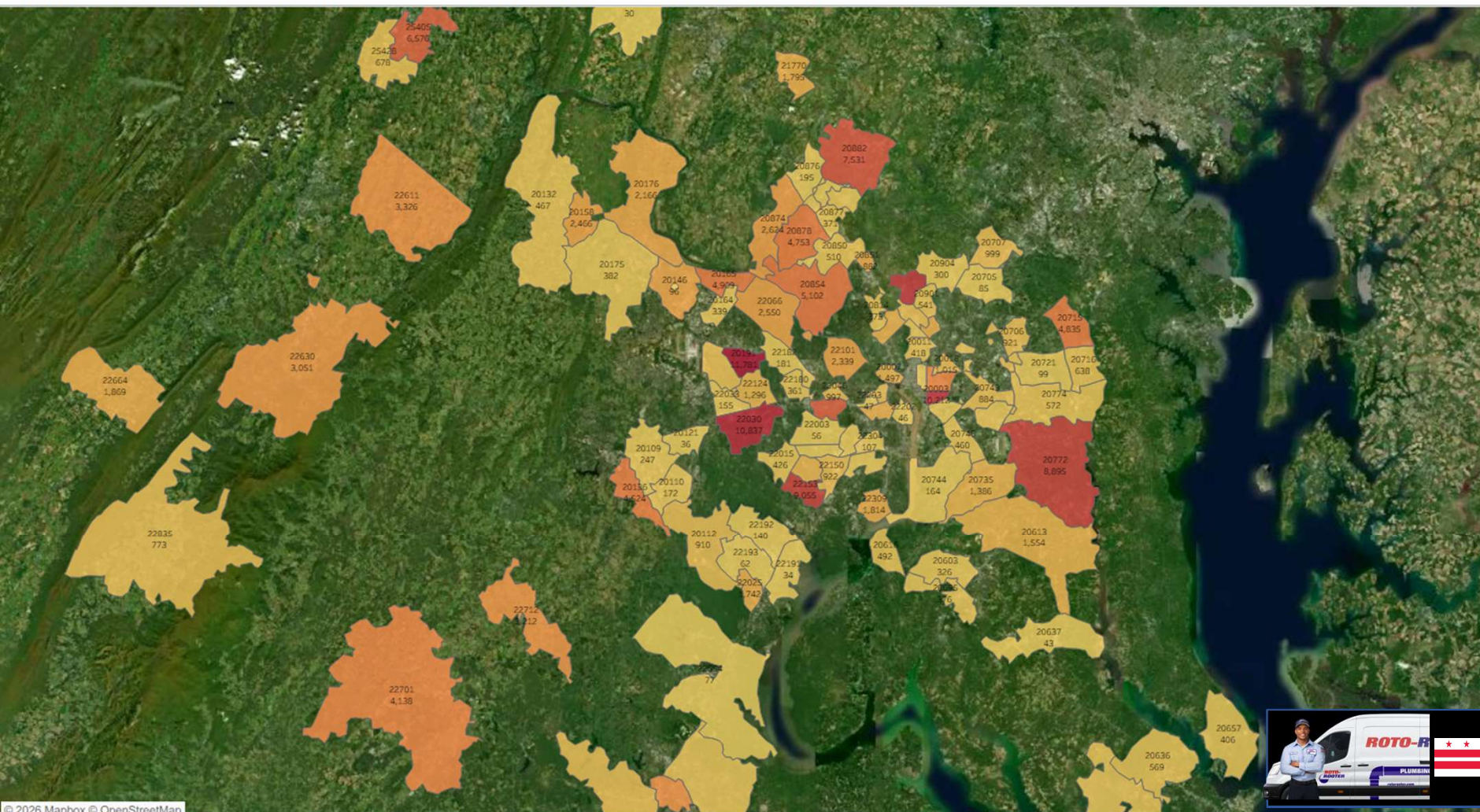
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112  
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos)



SUM(Adults 35 or olde...



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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 200

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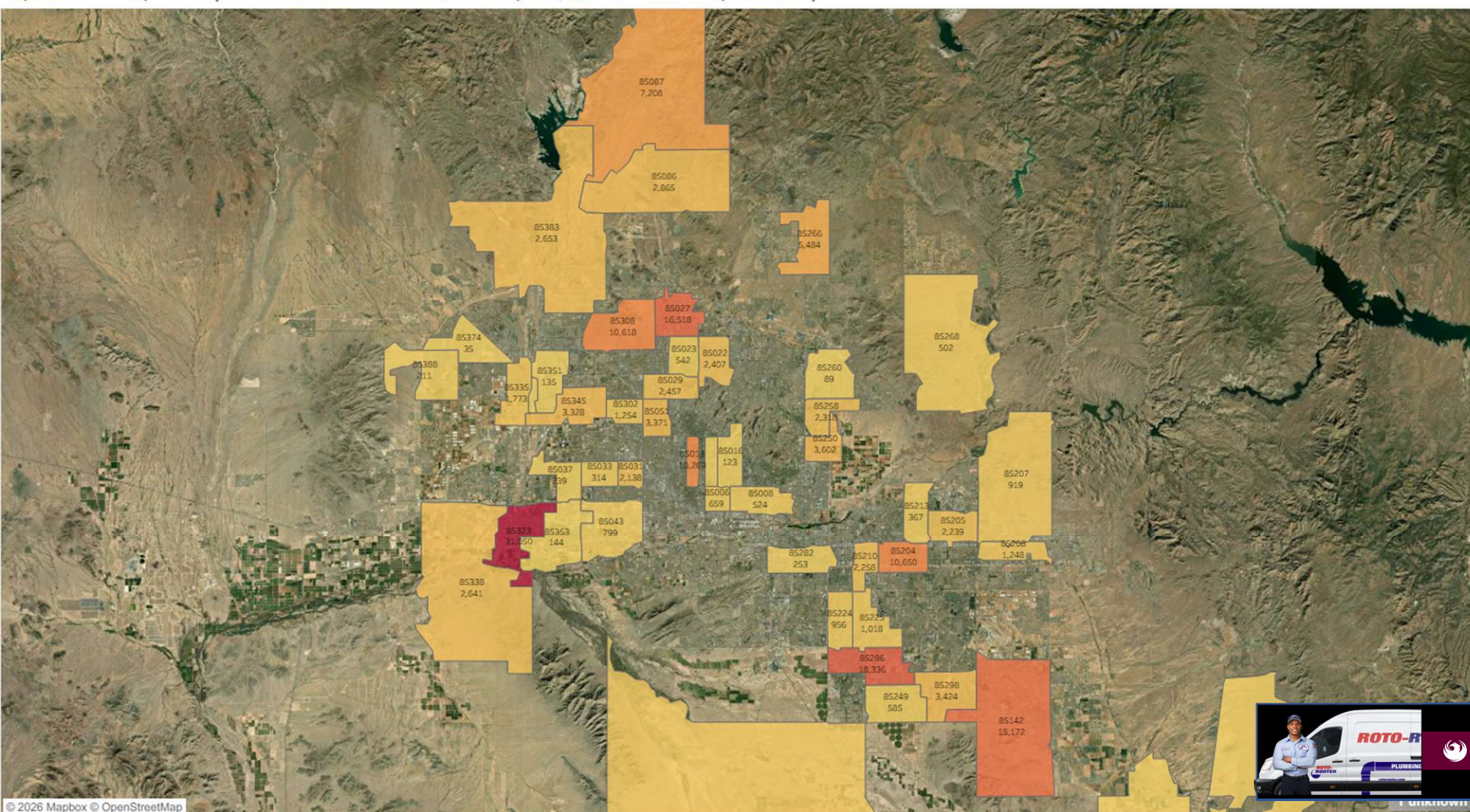
[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]







Top Residential Zip Codes: (Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos)



SUM: (Adults 35 or old...



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 85

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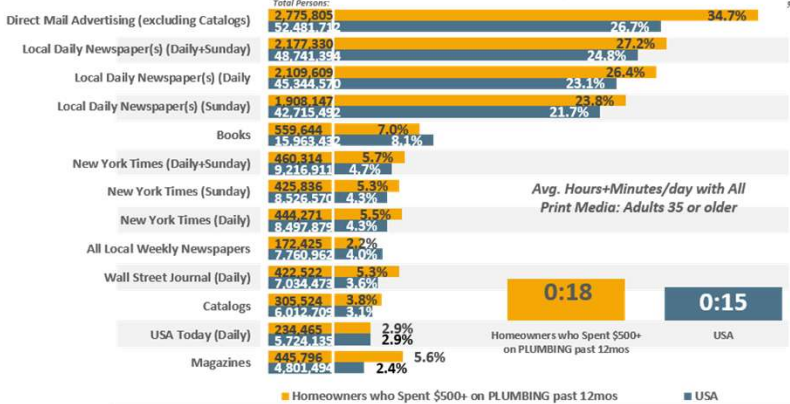
[(Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]



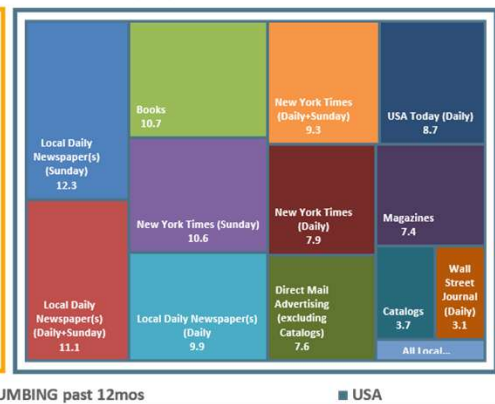
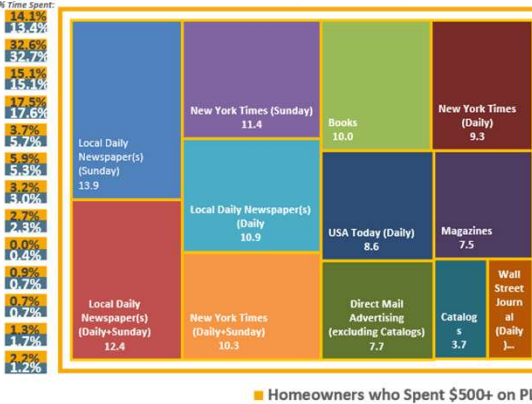


2,177,330 or 27.2% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

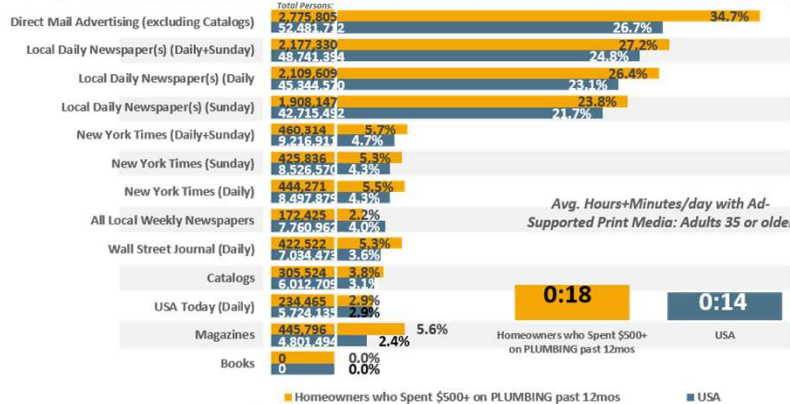
### Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



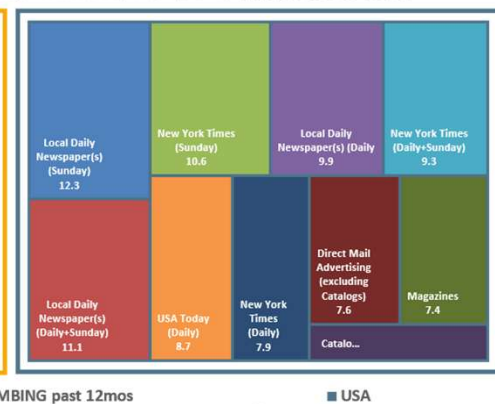
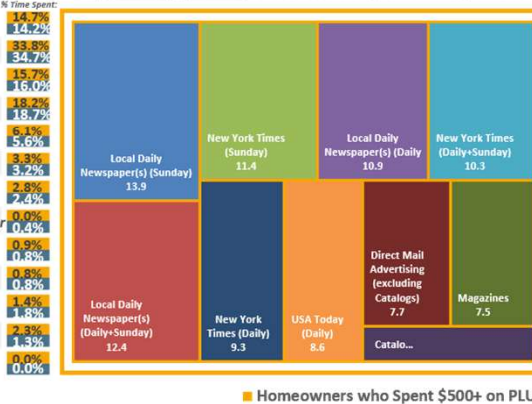
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 789  
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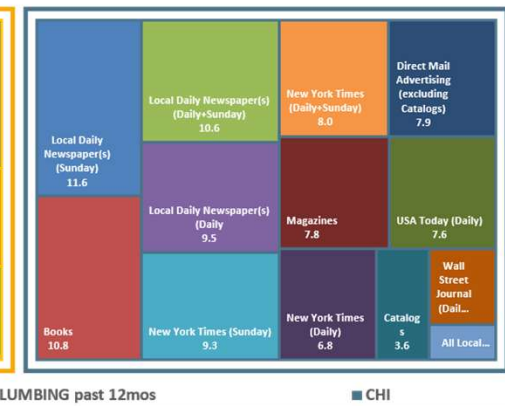
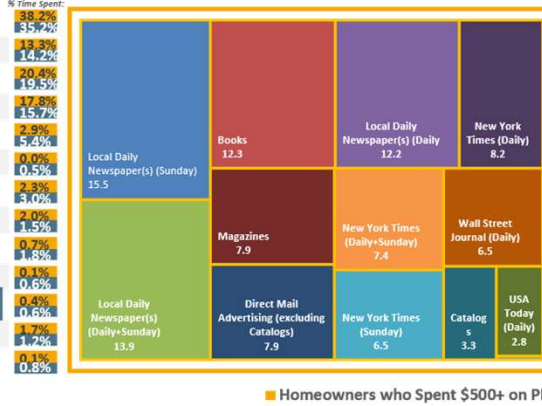
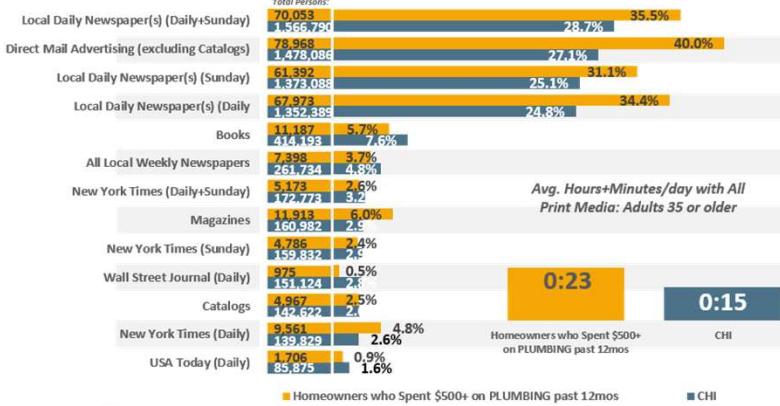
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[[Own or rent residence (HHL): Own AND (Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHL): Plumbing:\$5,000 or more]]

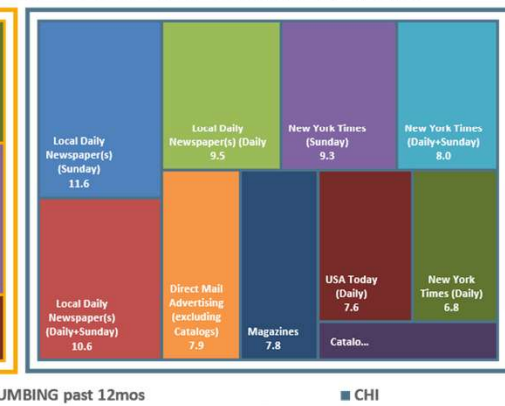
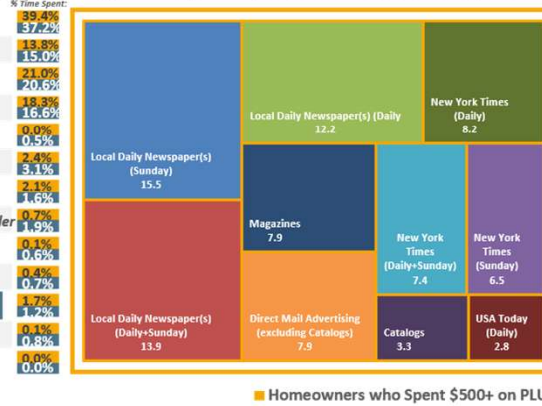
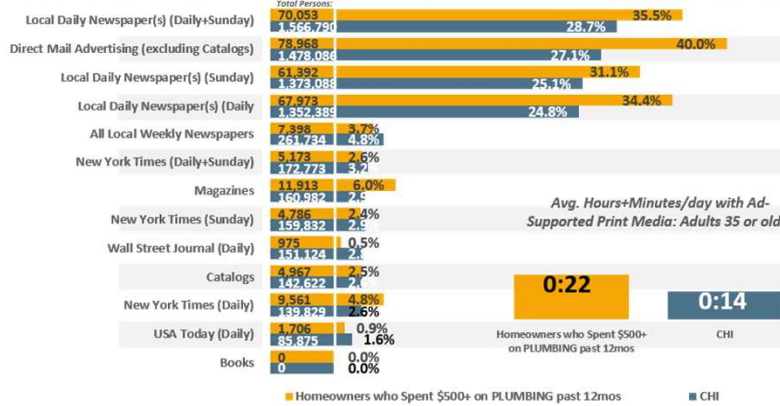


70,053 or 35.5% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.9 minutes every day representing 39.4% of all time spent daily with All forms of Print Media.

**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**

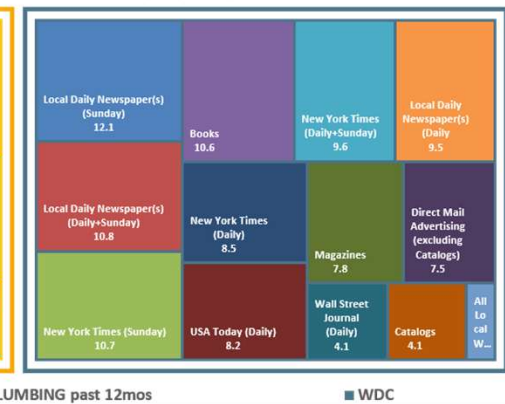
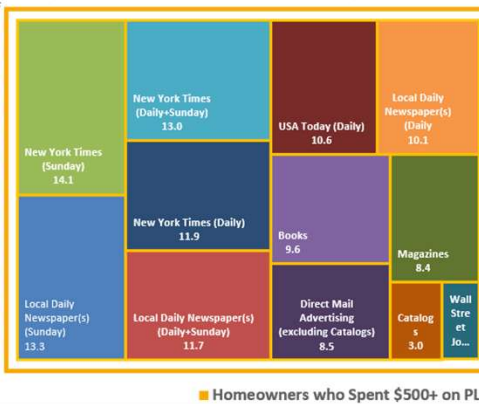
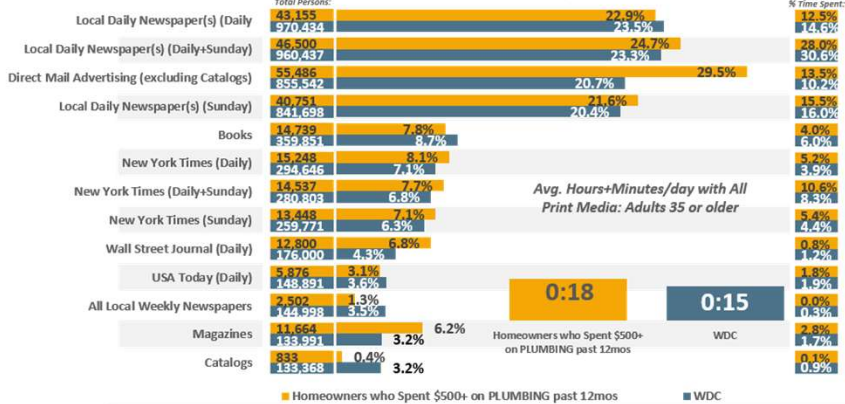




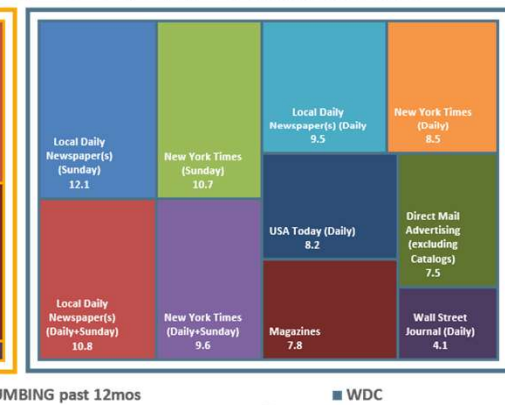
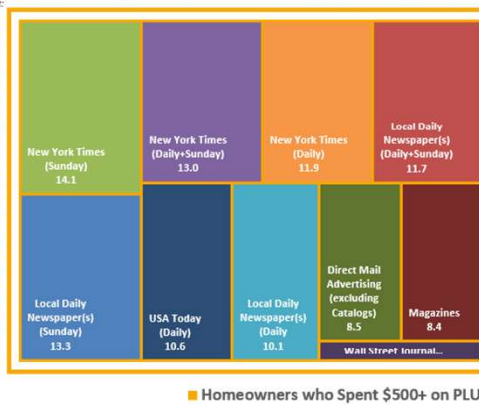
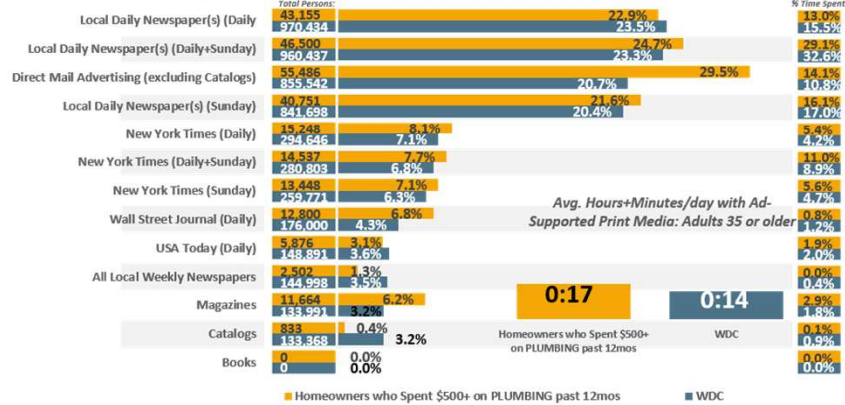


46,500 or 24.7% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

**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**



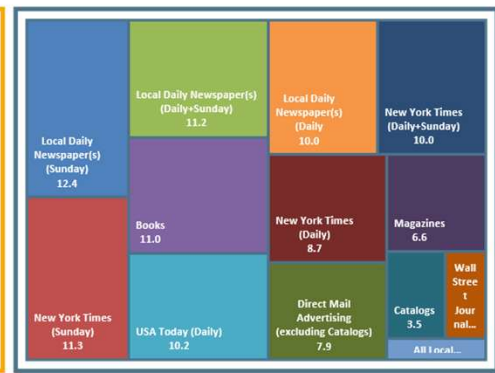
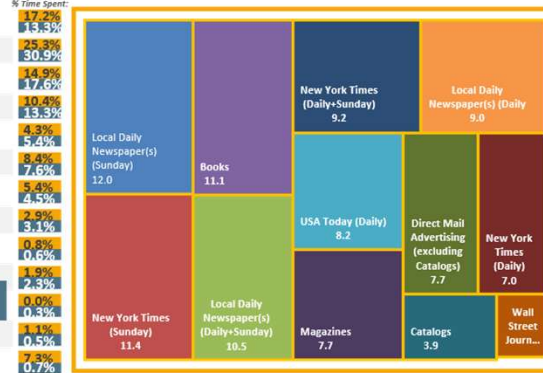
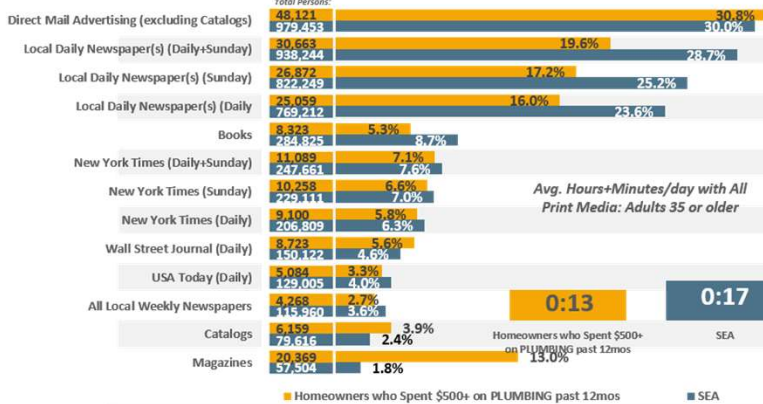
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



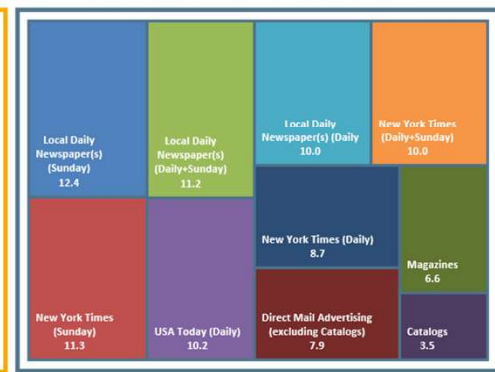
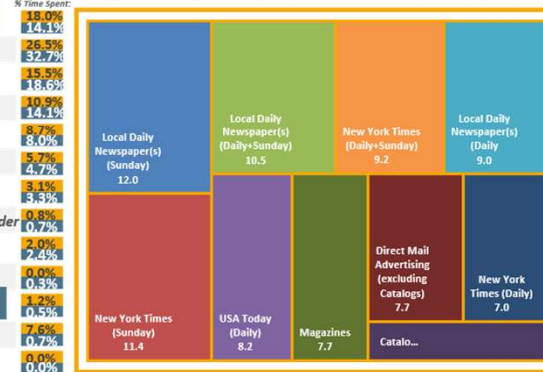
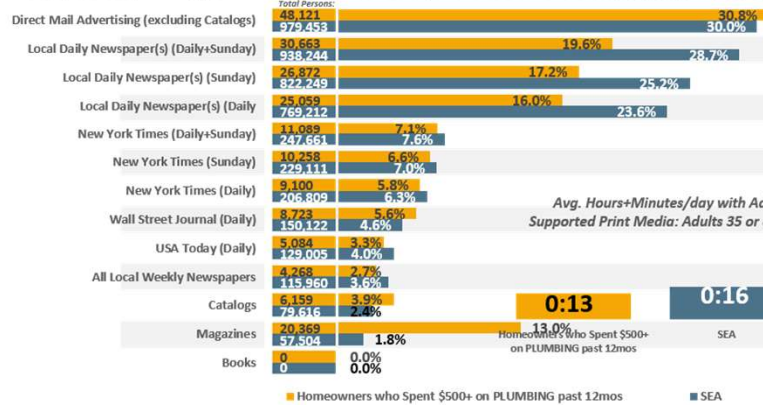


30,663 or 19.6% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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



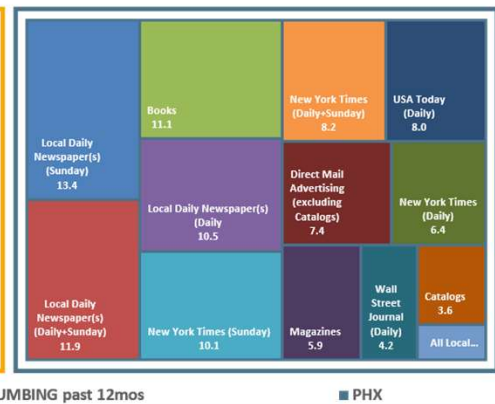
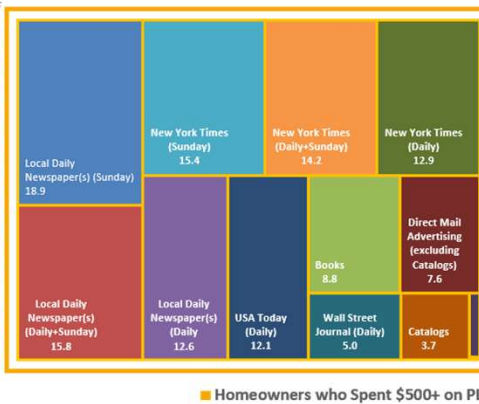
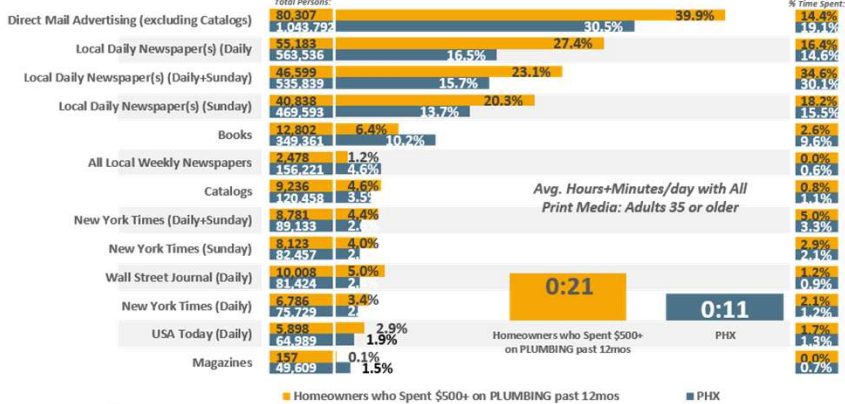
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



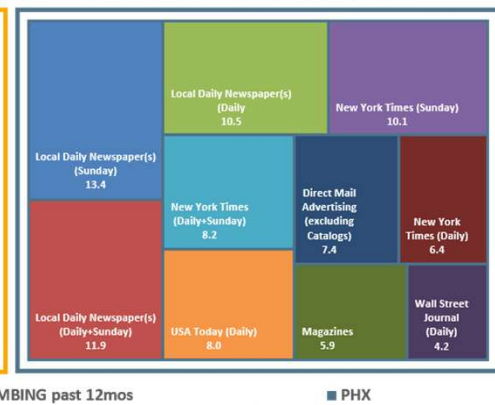
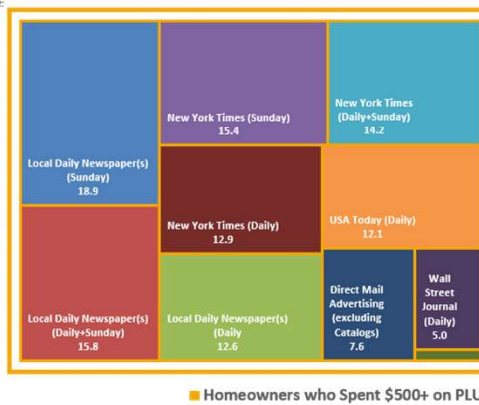
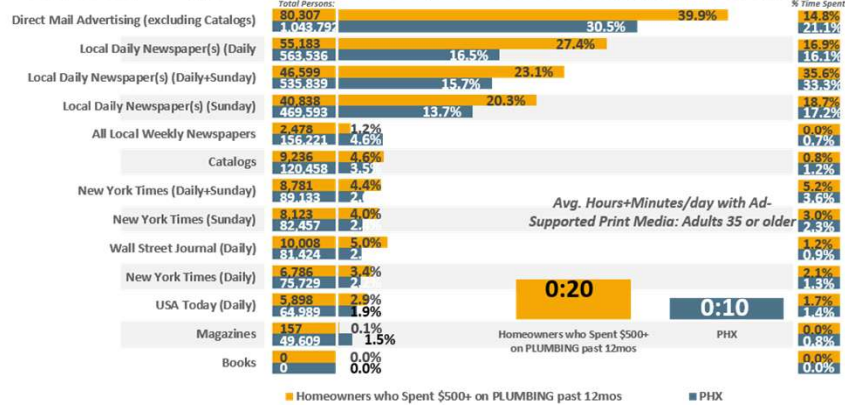


46,599 or 23.1% of Adults 35 or older Homeowners who Spent \$500+ on PLUMBING past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.8 minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

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



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

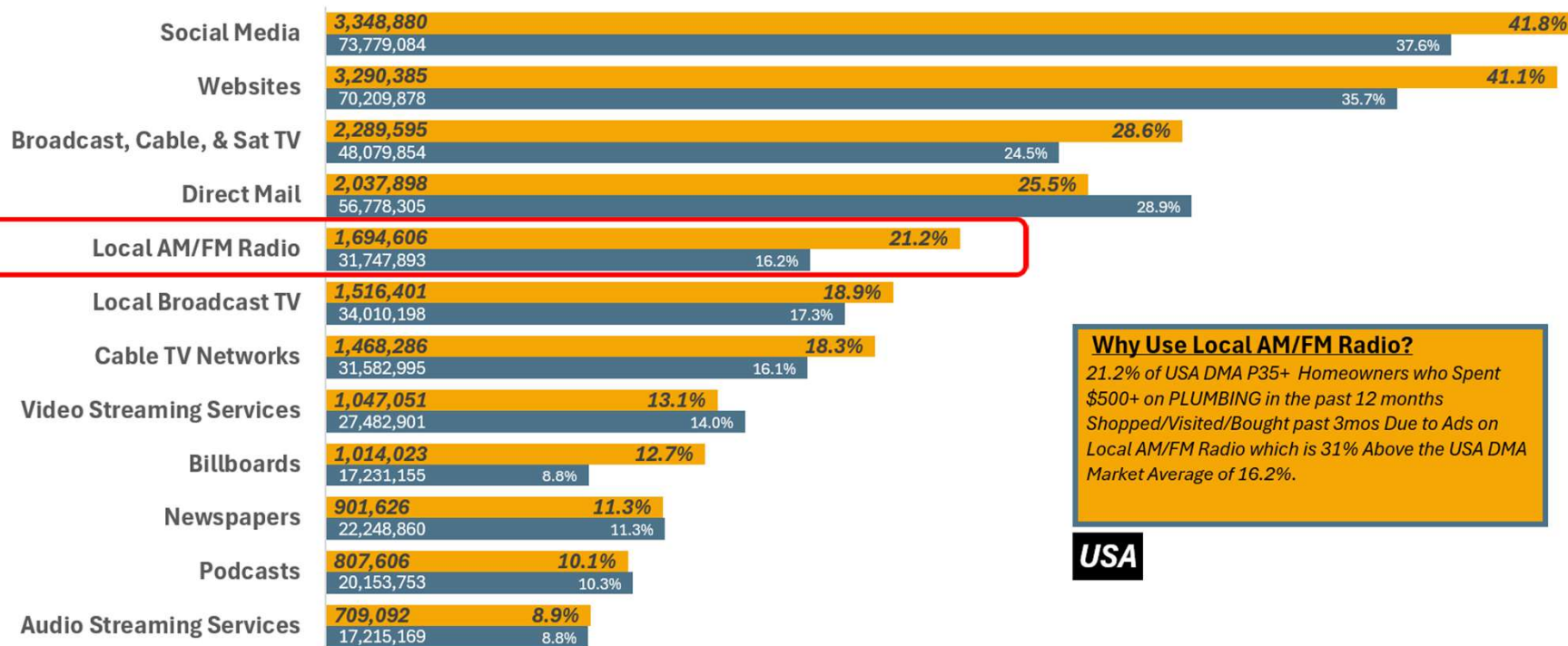






## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

21.2% of USA DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 31% Above the USA DMA Market Average of 16.2%.

USA

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 684  
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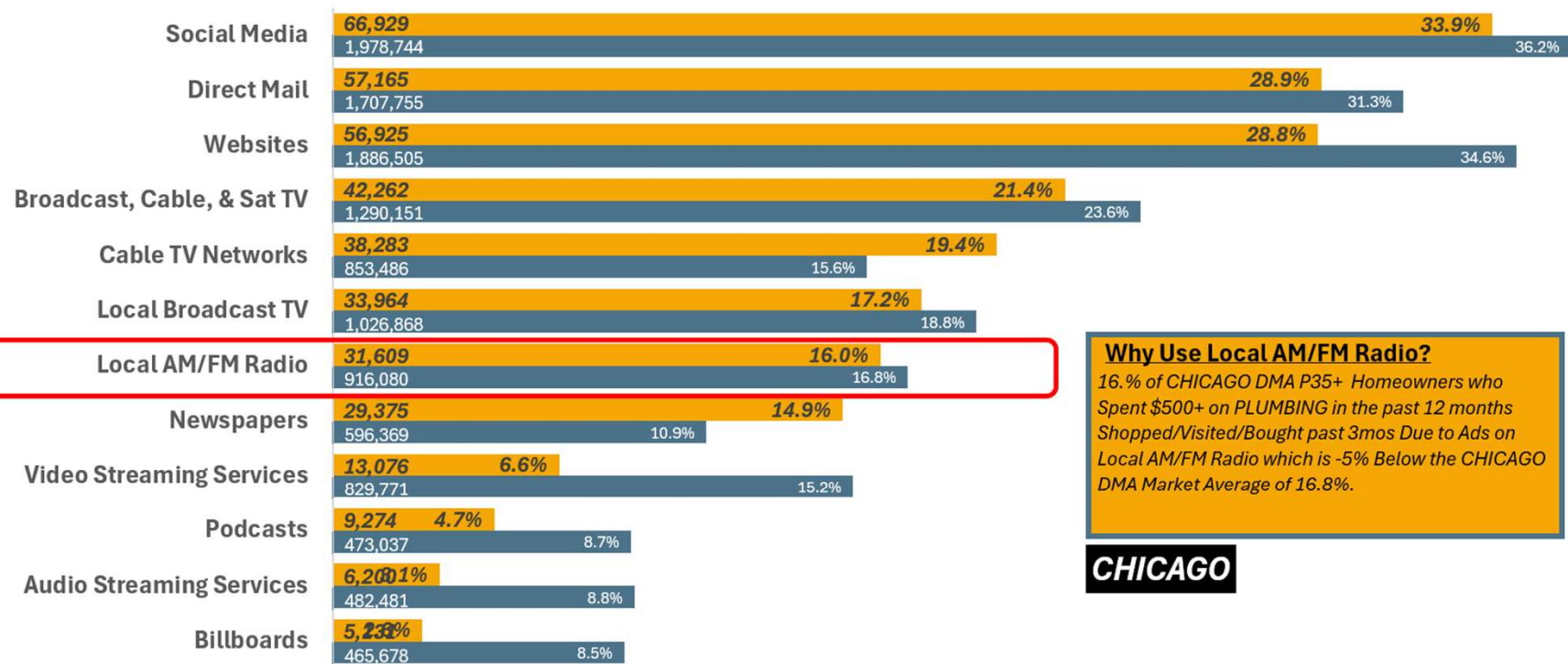
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

16. % of CHICAGO DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the CHICAGO DMA Market Average of 16.8%.

**CHICAGO**

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 97  
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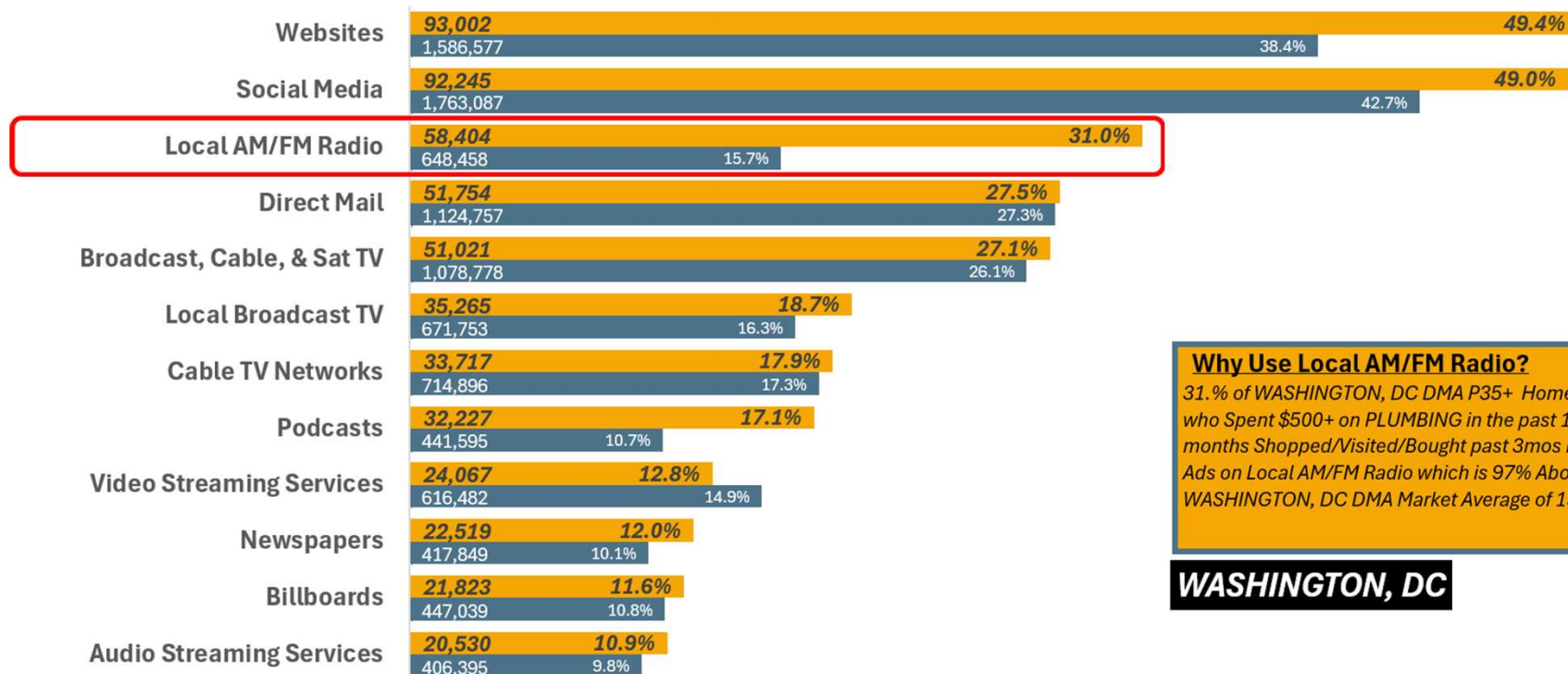
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

31. % of WASHINGTON, DC DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 97% Above the WASHINGTON, DC DMA Market Average of 15.7%.

**WASHINGTON, DC**

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

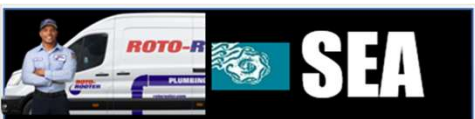
■ P35+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 166  
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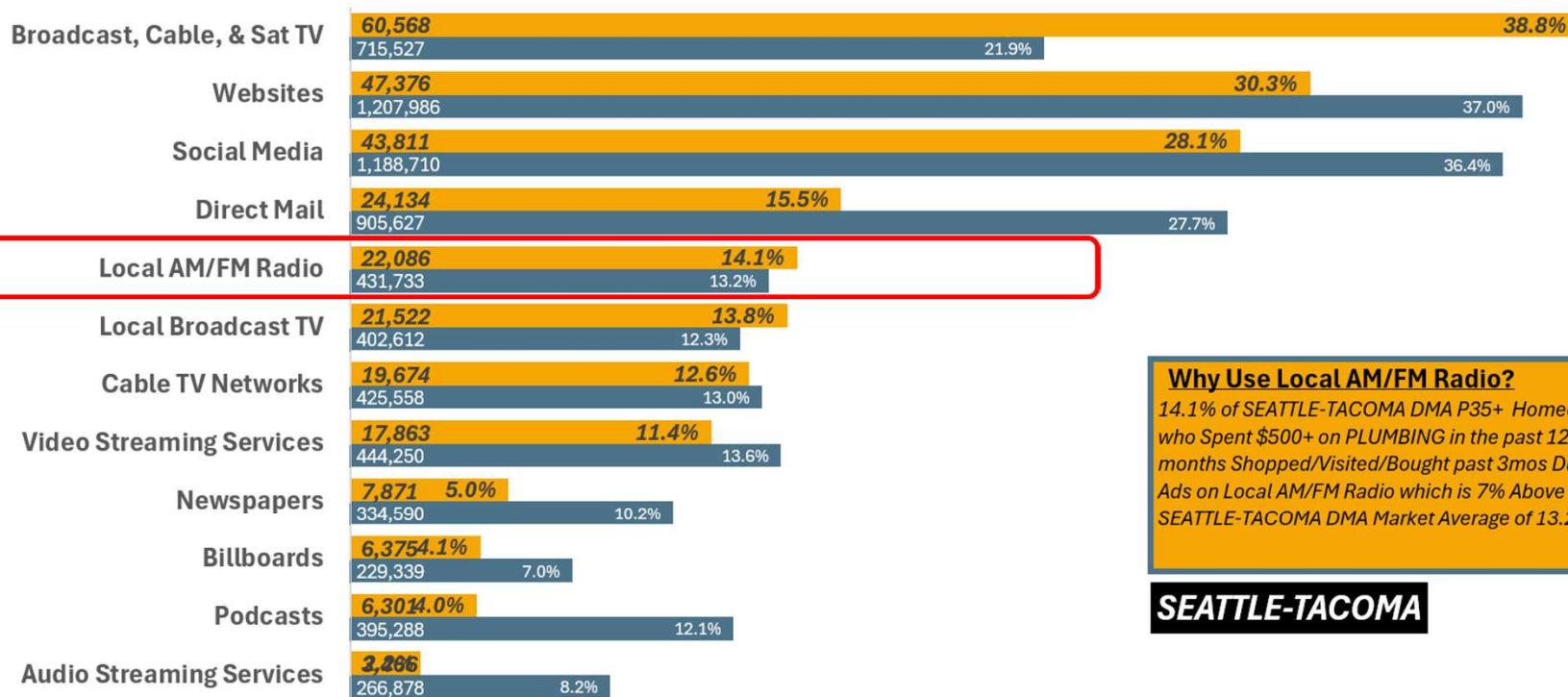
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## "Advertising Actions"

P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

14.1% of SEATTLE-TACOMA DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the SEATTLE-TACOMA DMA Market Average of 13.2%.

**SEATTLE-TACOMA**

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months (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 R1 2026: Mar25-Mar26 Qual Intab: 129  
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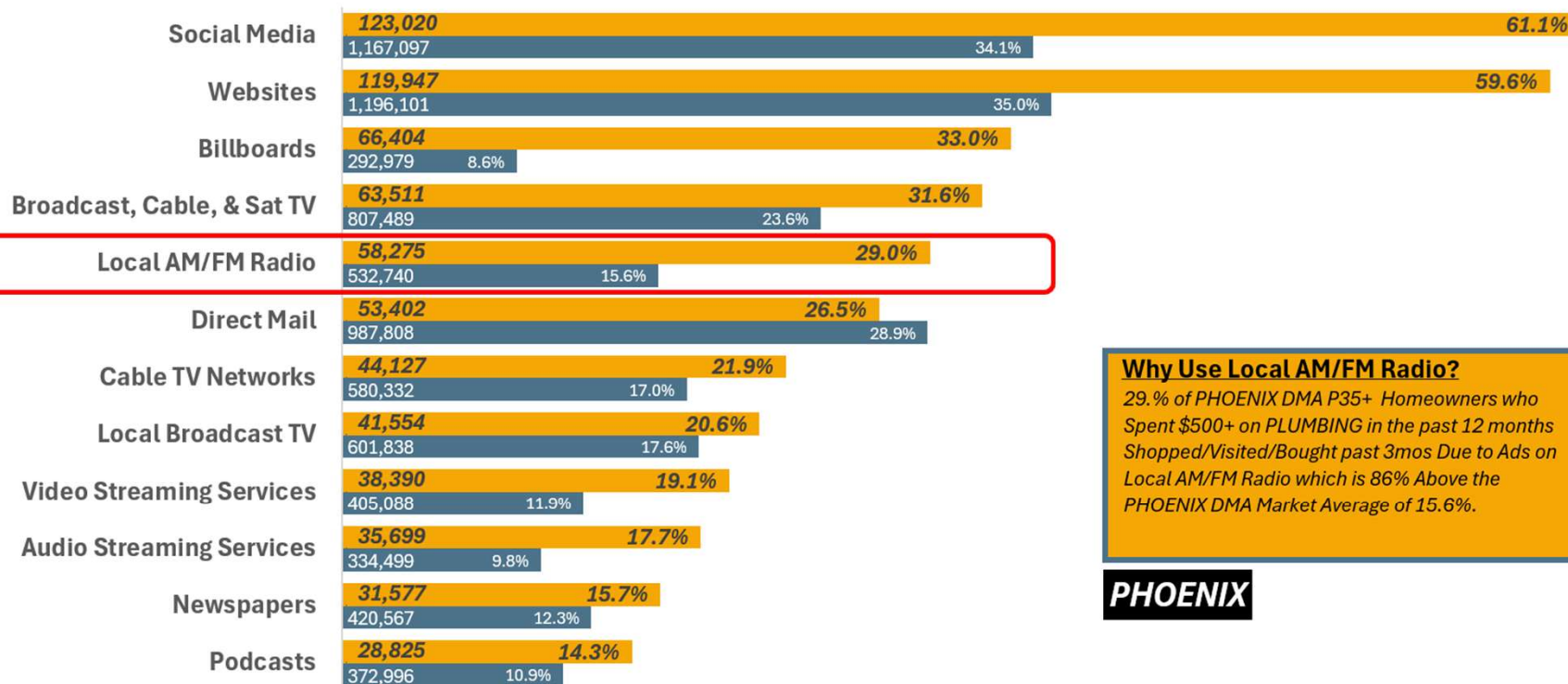
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[[Own or rent residence (HHLD): Own AND (Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$500 - \$4,999 OR Type of home improvement done past 12 mo (amt spent) (HHLD): Plumbing:\$5,000 or more)]]



## "Advertising Actions"

**P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months  
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



### Why Use Local AM/FM Radio?

29.% of PHOENIX DMA P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 86% Above the PHOENIX DMA Market Average of 15.6%.

**PHOENIX**

■ P35+ Homeowners who Spent \$500+ on PLUMBING in the past 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 73  
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