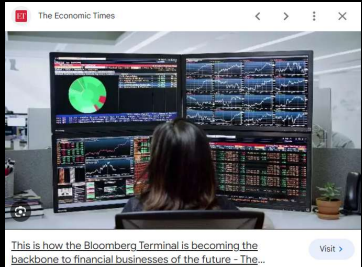


USA+4 More DMAs – P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months as of March 31, 2026.**



P35+

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 Major stores bought past 3 months: The Home Depot]]





40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 59.1 years old (2.9% older than average) and have a \$148,461 (22.1% higher than average) annual household income.

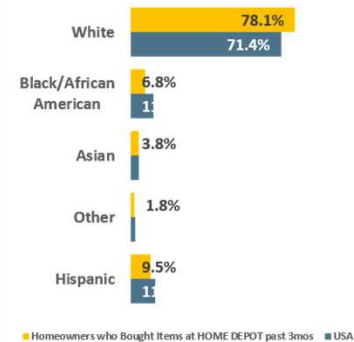
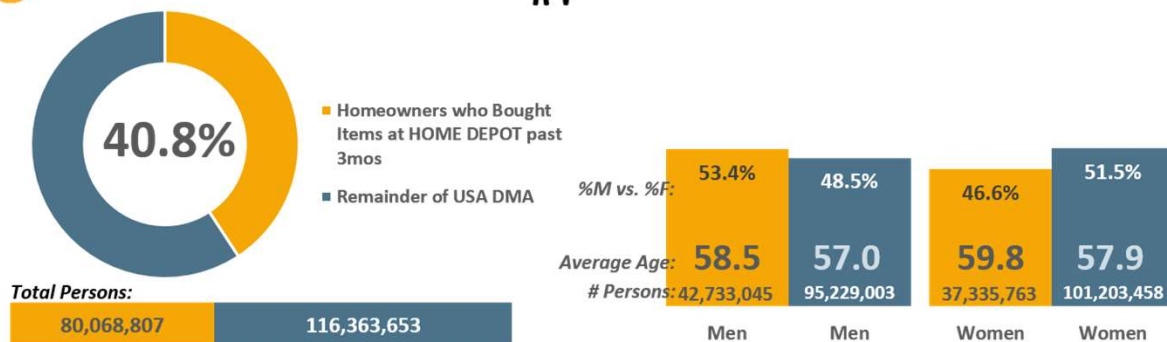


Percent of Market: Adults 35 or older

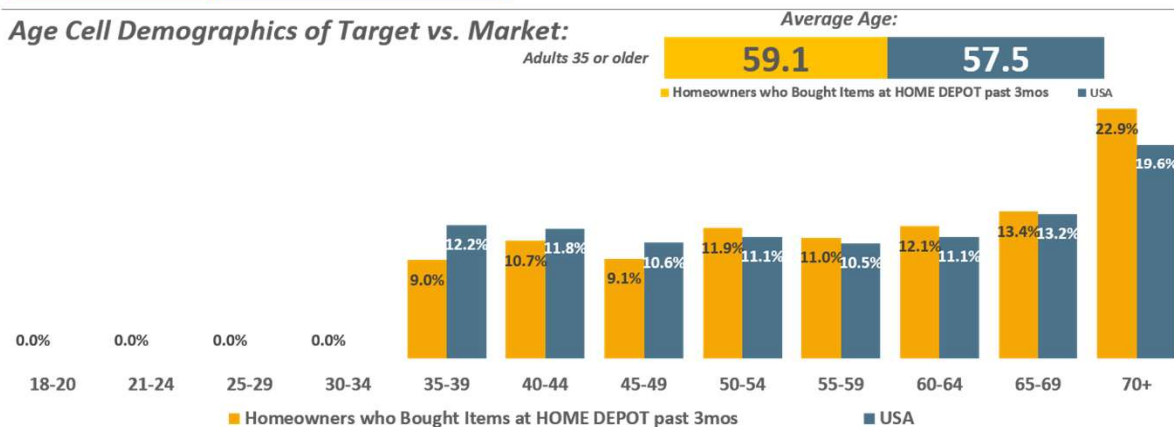


Gender of Target vs. Market: Adults 35 or older

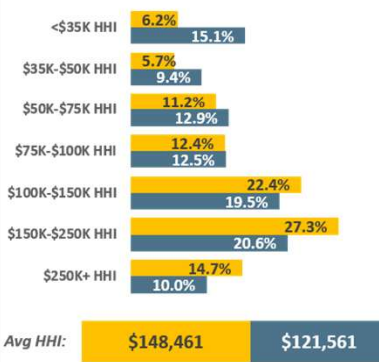
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



35.4% or 999,115 of MSP DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos.
 Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 57.3 years old
 (.3% younger than average) and have a \$147,871 (23.7% higher than average) annual household income.

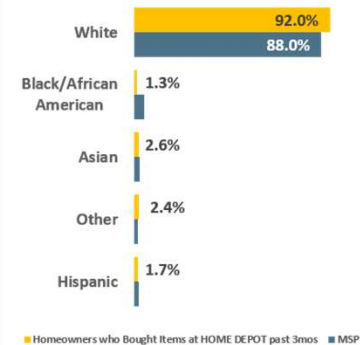
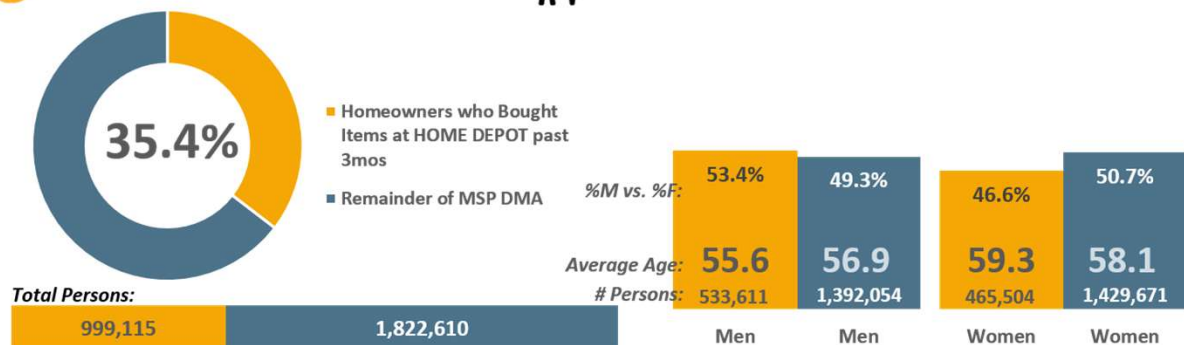


Percent of Market: Adults 35 or older

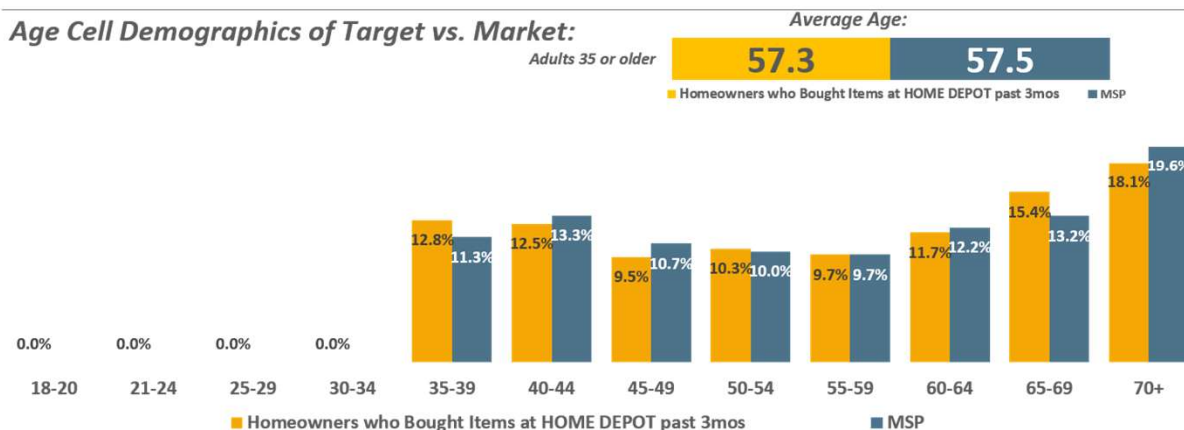


Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





37.8% or 693,249 of STL DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos.
 Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 58.5 years old
 (1.1% older than average) and have a \$137,766 (25.8% higher than average) annual household income.

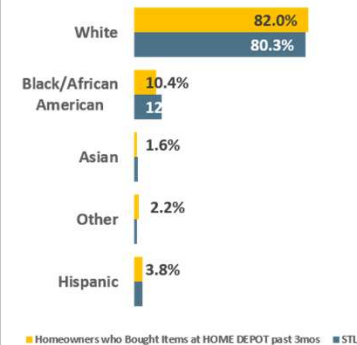
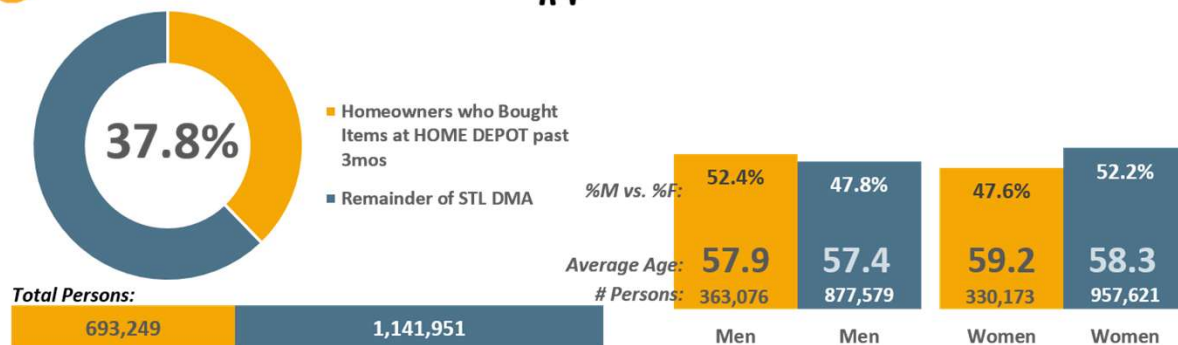


Percent of Market: Adults 35 or older

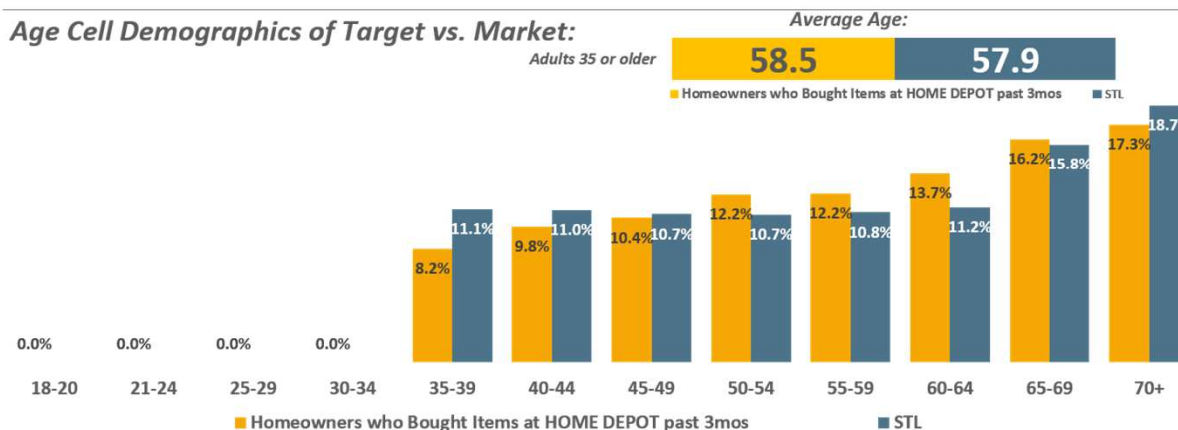


Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





40.3% or 557,781 of CIN DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos.
 Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 59.1 years old
 (2.6% older than average) and have a \$140,239 (32.% higher than average) annual household income.

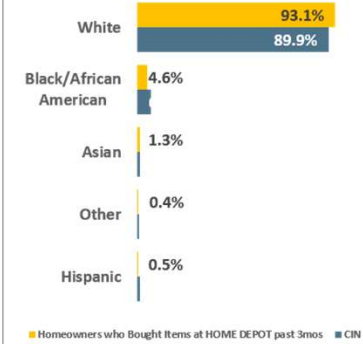
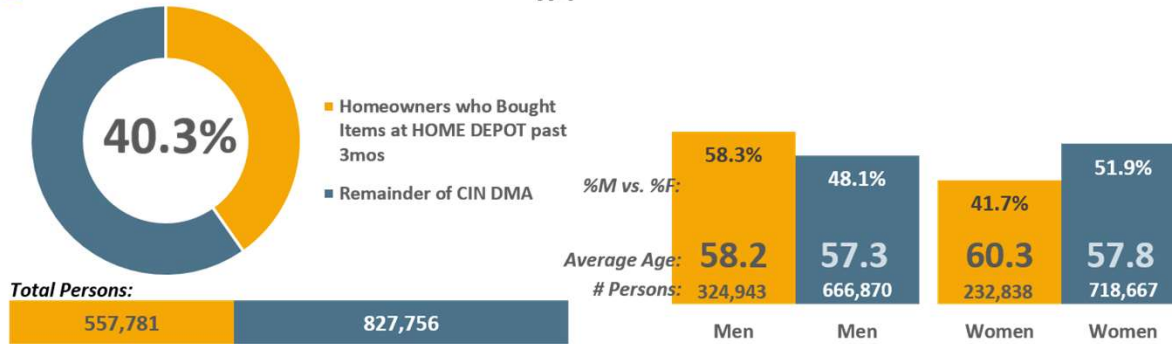


Percent of Market: Adults 35 or older

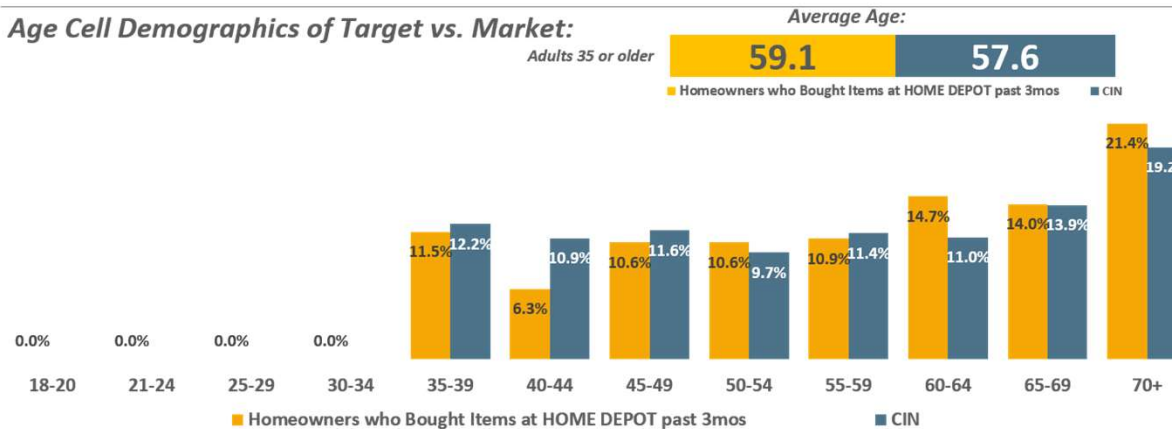


Gender of Target vs. Market: Adults 35 or older

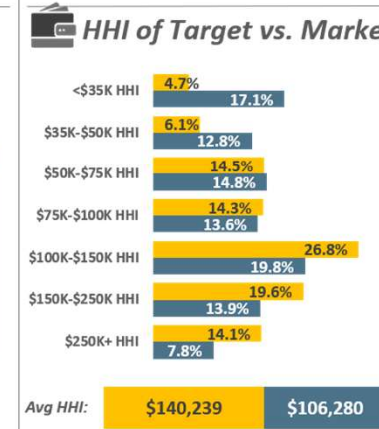
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



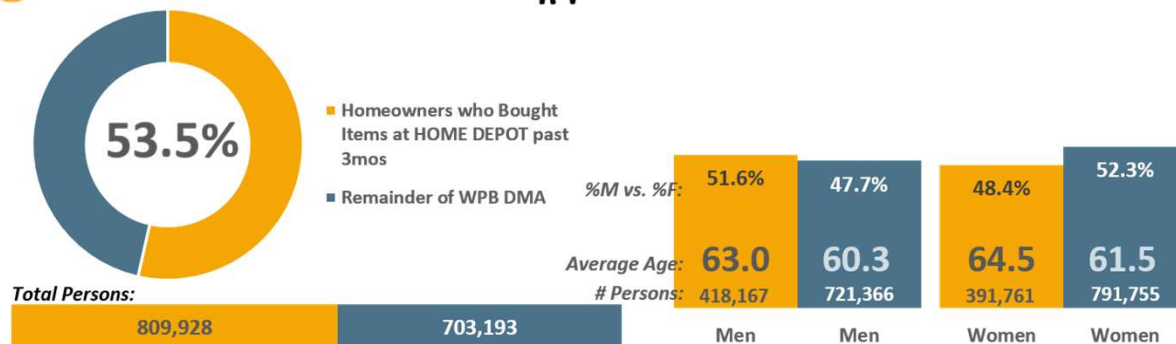
HHI of Target vs. Market:



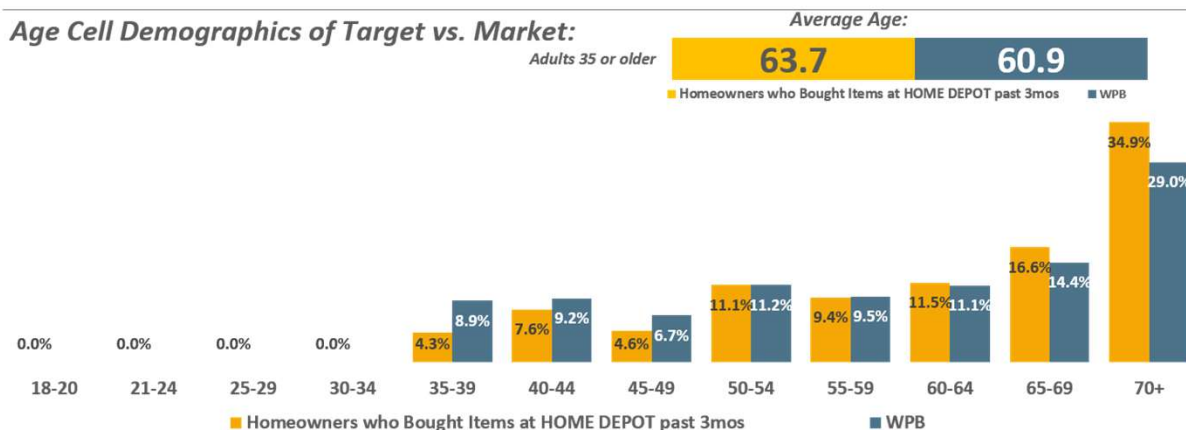


53.5% or 809,928 of WPB DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos.
 Typical Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 63.7 years old
 (4.6% older than average) and have a \$119,073 (10.% higher than average) annual household income.

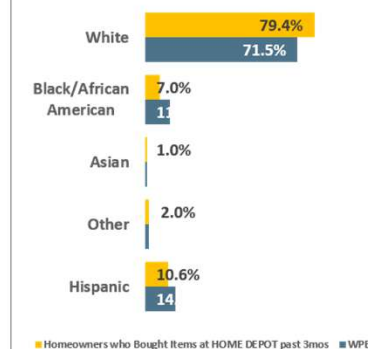
Percent of Market: Adults 35 or older **Gender of Target vs. Market: Adults 35 or older**



Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

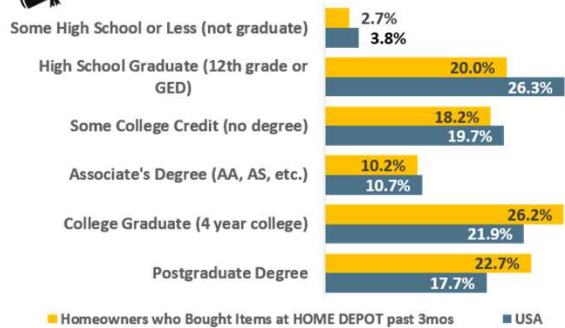




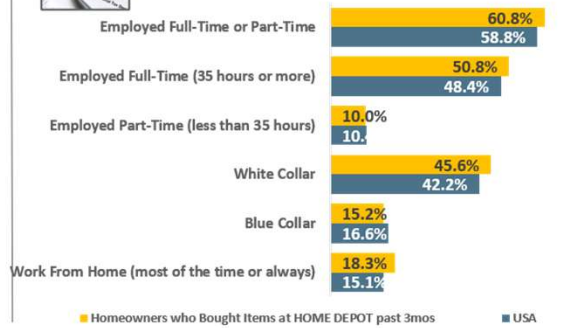
40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 23.4% more likely to be a college graduate, 4.9% more likely to work full-time, 22.% more likely to be married, 7.2% more likely to be a grandparent of 1 or more children under 18.



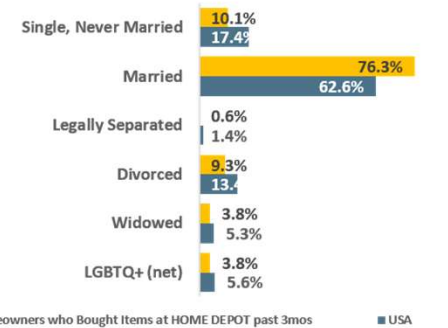
Education Levels: Adults 35 or older



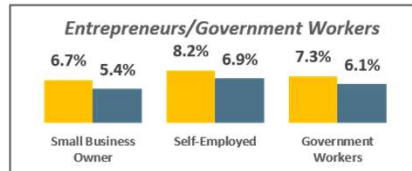
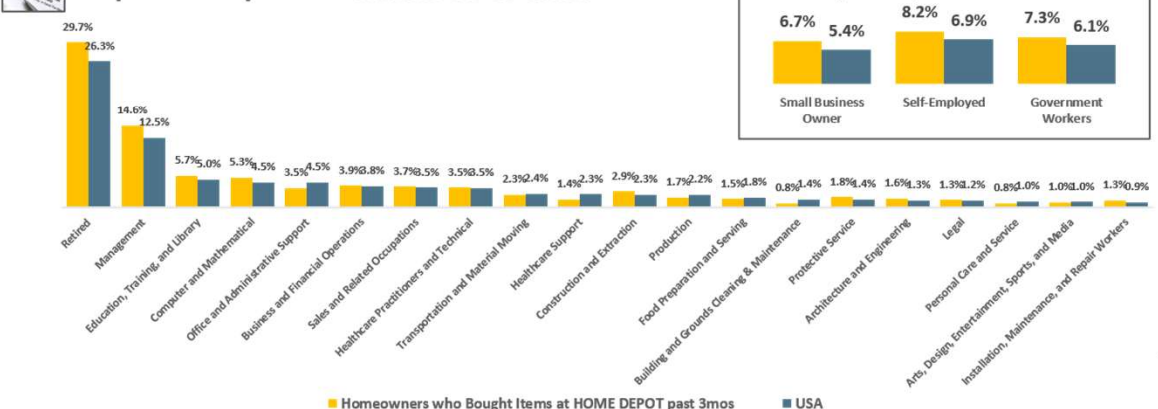
Employment: Adults 35 or older



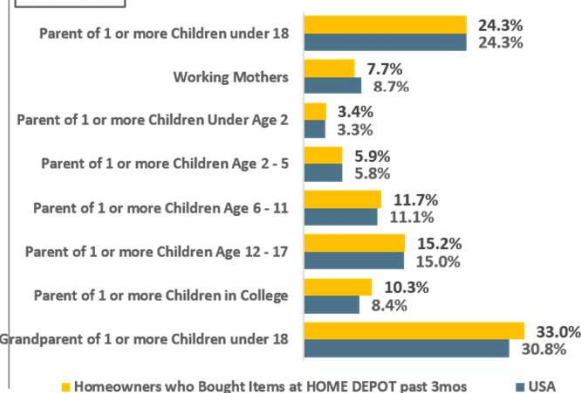
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older



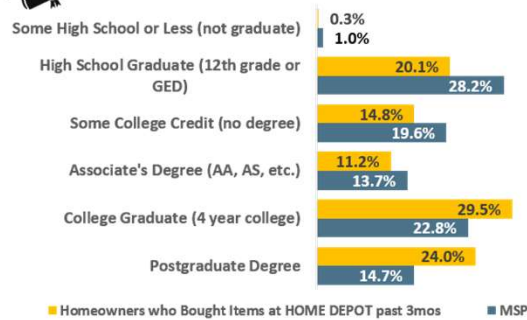
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

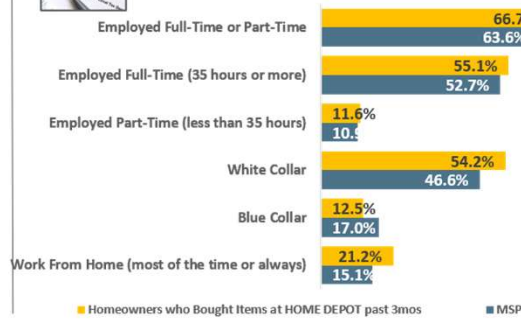


35.4% or 999,115 of MSP DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 42.7% more likely to be a college graduate, 4.5% more likely to work full-time, 13.2% more likely to be married, 4.5% less likely to be a grandparent of 1 or more children under 18

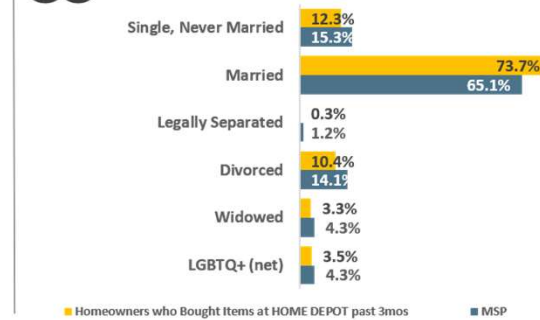
Education Levels: Adults 35 or older



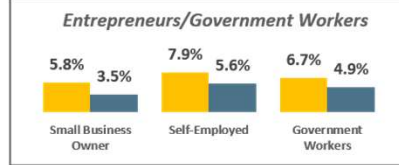
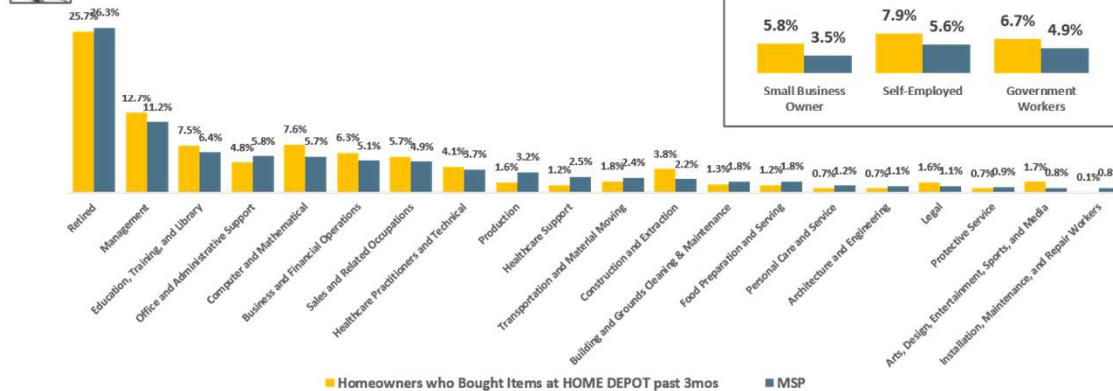
Employment: Adults 35 or older



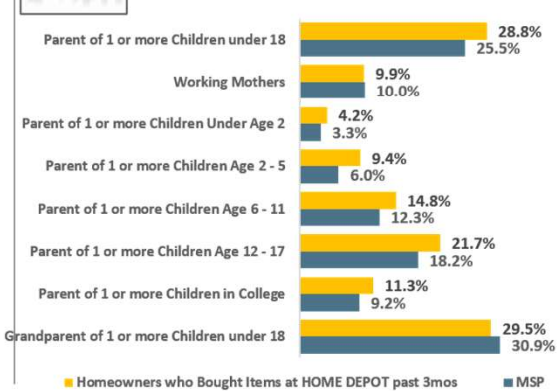
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

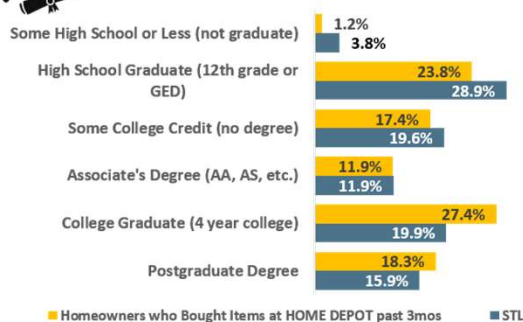




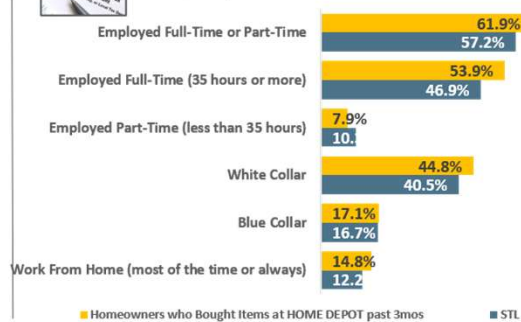
37.8% or 693,249 of STL DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 27.8% more likely to be a college graduate, 14.9% more likely to work full-time, 19.3% more likely to be married, 2.7% less likely to be a grandparent of 1 or more children under 1



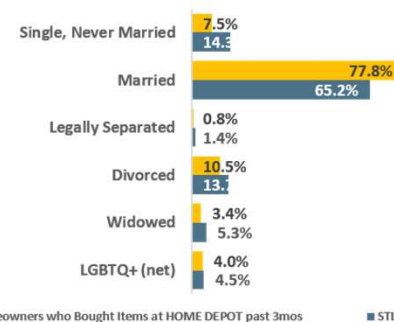
Education Levels: Adults 35 or older



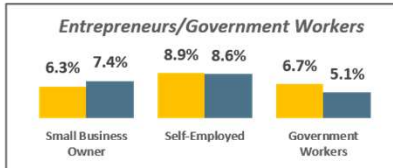
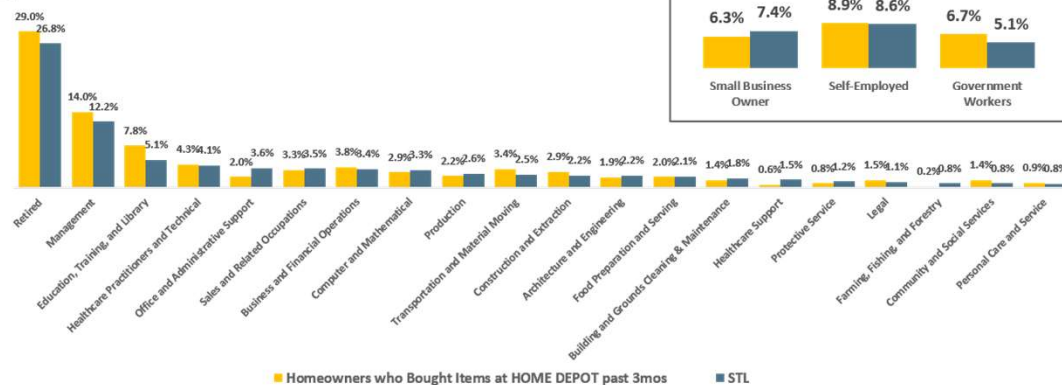
Employment: Adults 35 or older



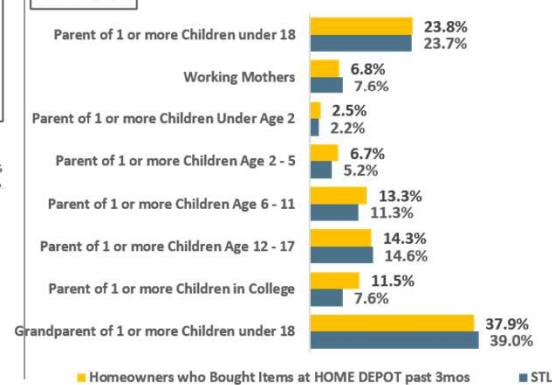
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

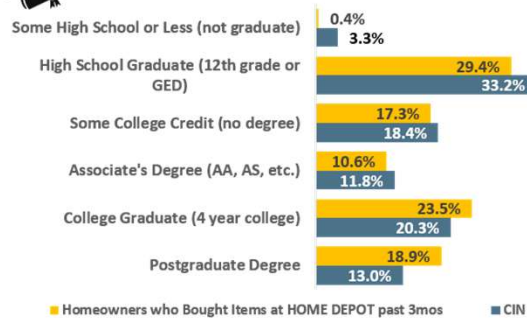




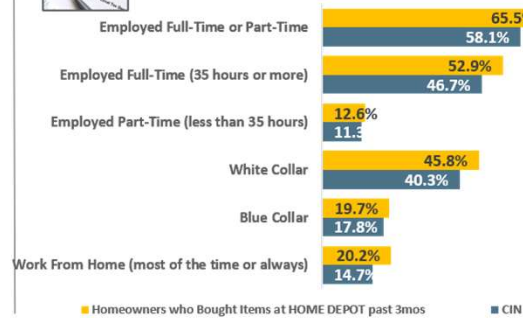
40.3% or 557,781 of CIN DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 27.1% more likely to be a college graduate, 13.2% more likely to work full-time, 23.% more likely to be married, .3% more likely to be a grandparent of 1 or more children under 18.



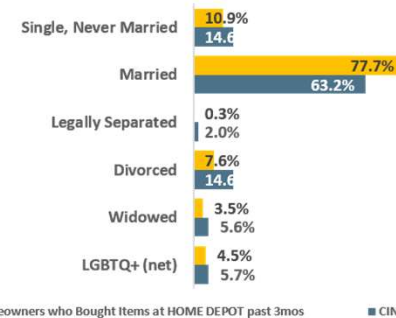
Education Levels: Adults 35 or older



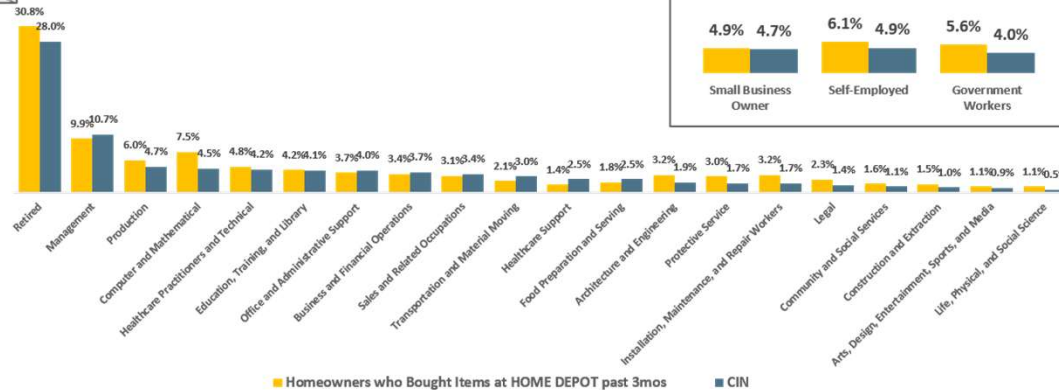
Employment: Adults 35 or older



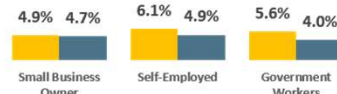
Marital Status: Adults 35 or older



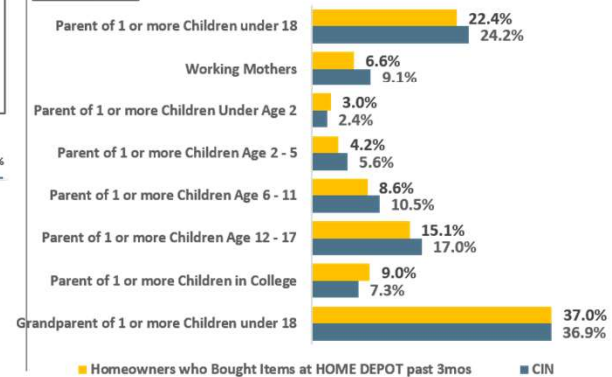
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

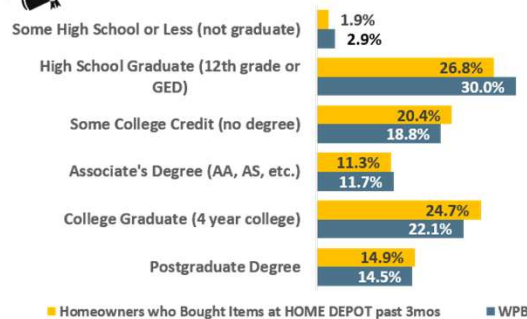




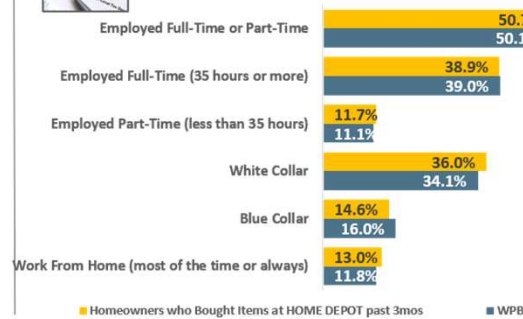
53.5% or 809,928 of WPB DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 8.2% more likely to be a college graduate, .2% less likely to work full-time, 19.1% more likely to be married, 17.6% more likely to be a grandparent of 1 or more children under 18.



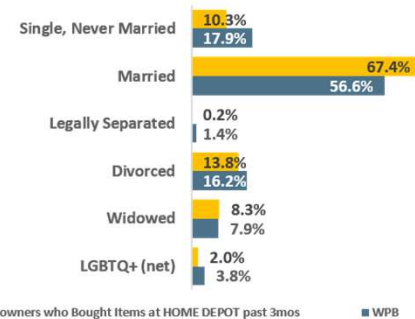
Education Levels: Adults 35 or older



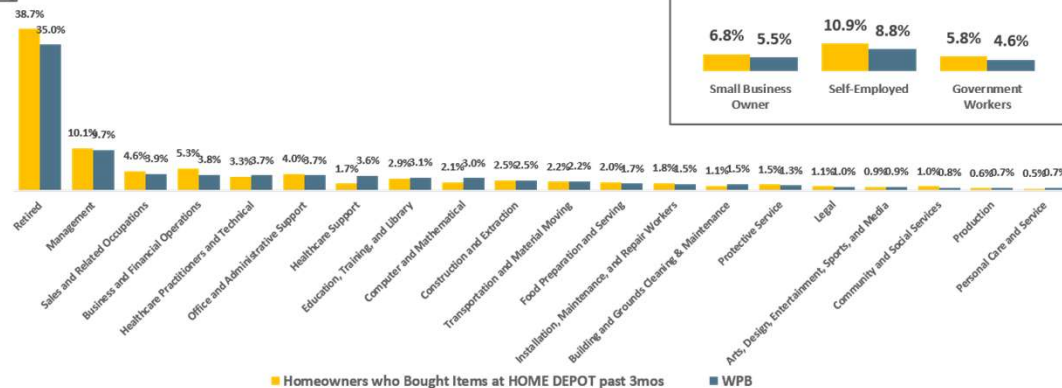
Employment: Adults 35 or older



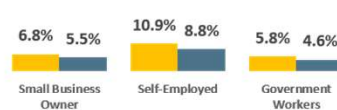
Marital Status: Adults 35 or older



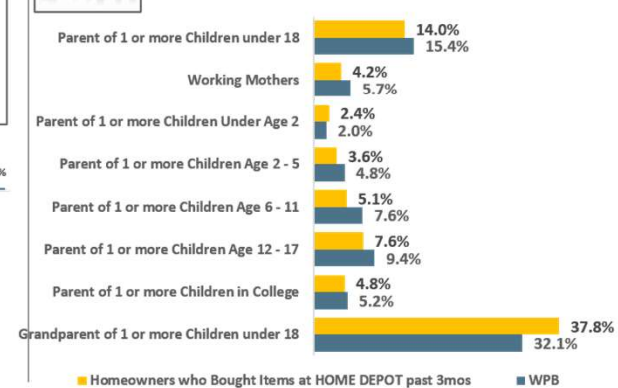
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



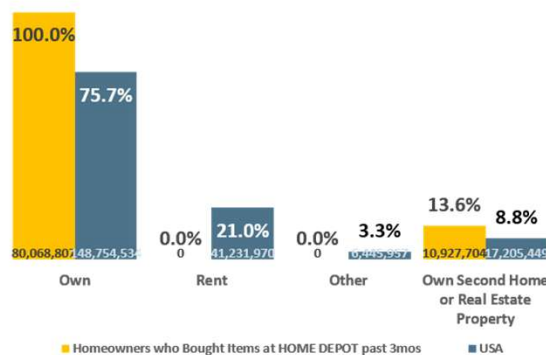
Stage in Life: Adults 35 or older



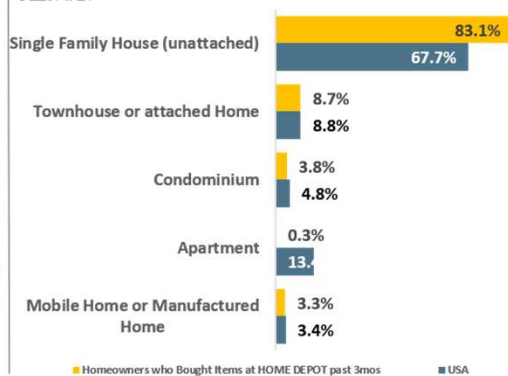


40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 32.1% more likely to own their home, 8.8% more likely to own a higher valued home, 22.8% more likely to have a single-family home, 18.5% more likely to have a dog.

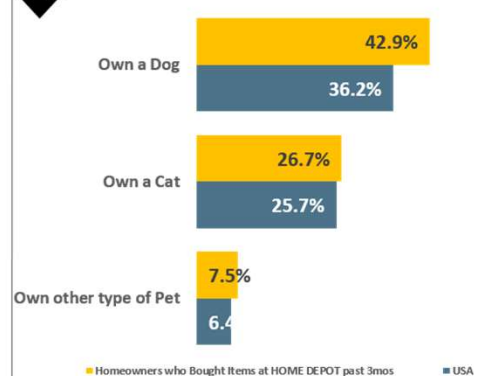
Own/Rent/Other: Adults 35 or older



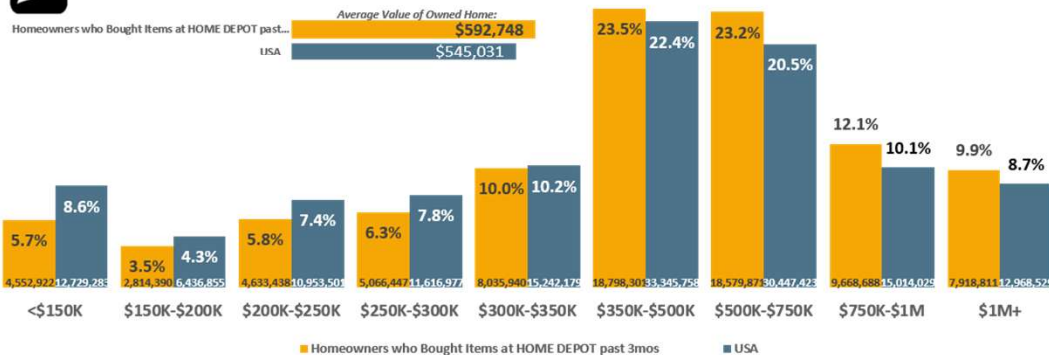
Type of Home: Adults 35 or older



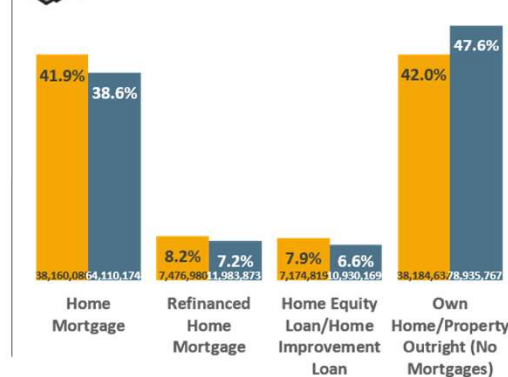
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

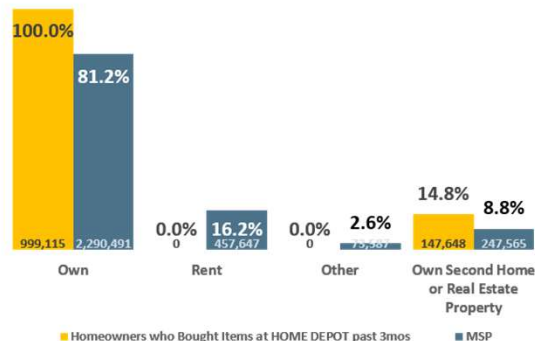




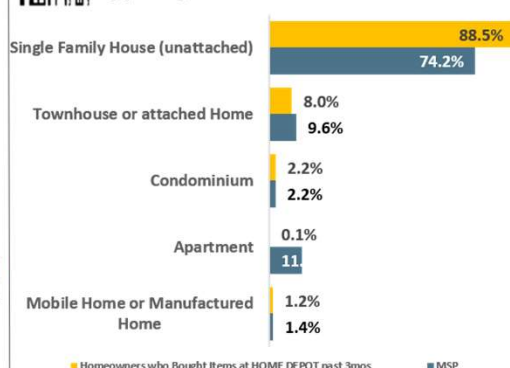
35.4% or 999,115 of MSP DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 23.2% more likely to own their home, 11.6% more likely to own a higher valued home, 19.3% more likely to have a single-family home, 8.1% more likely to have a dog.



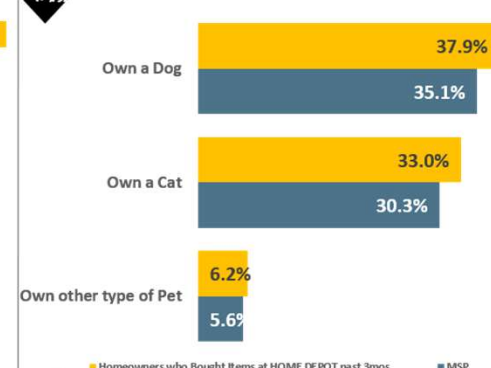
Own/Rent/Other: Adults 35 or older



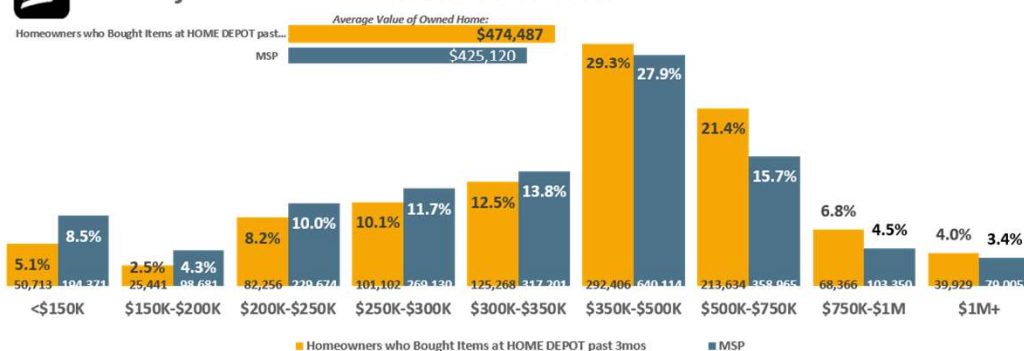
Type of Home: Adults 35 or older



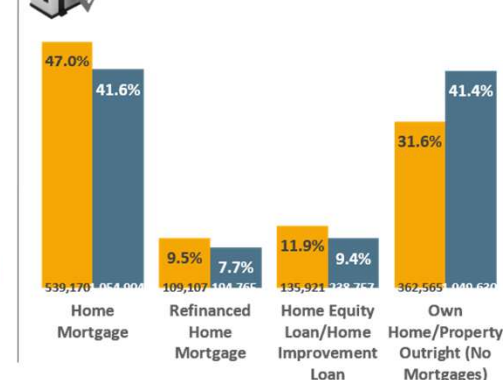
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

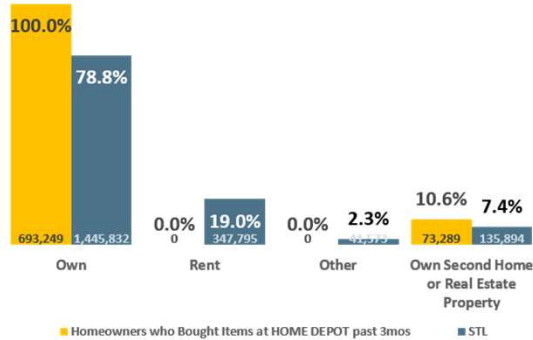




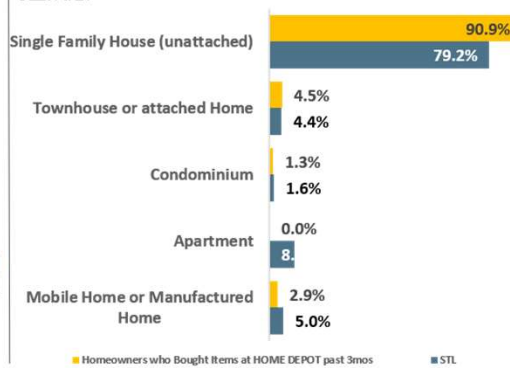
37.8% or 693,249 of STL DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 26.9% more likely to own their home, 11.3% more likely to own a higher valued home, 14.8% more likely to have a single-family home, 20.8% more likely to have a dog.



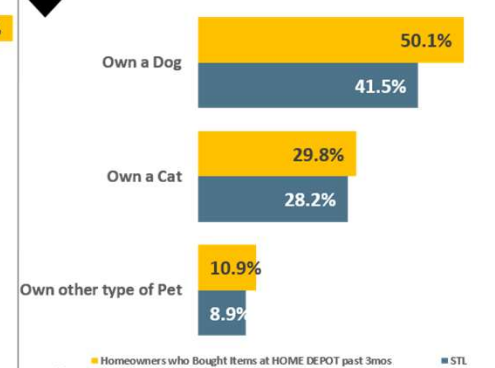
Own/Rent/Other: Adults 35 or older



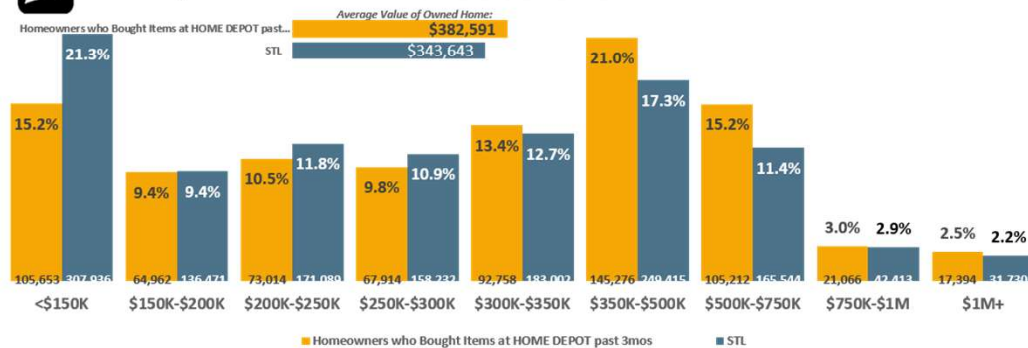
Type of Home: Adults 35 or older



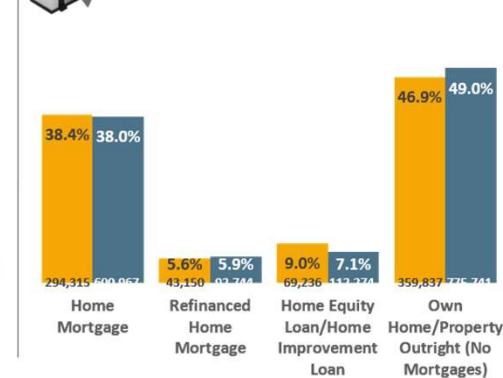
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

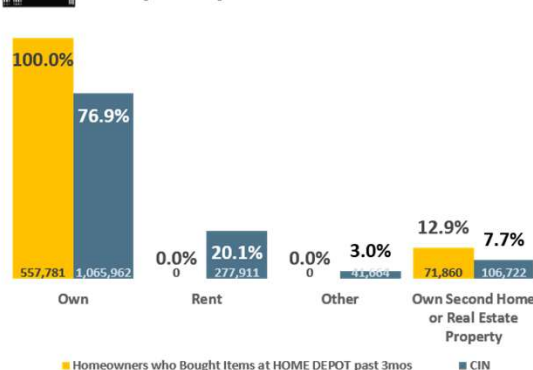




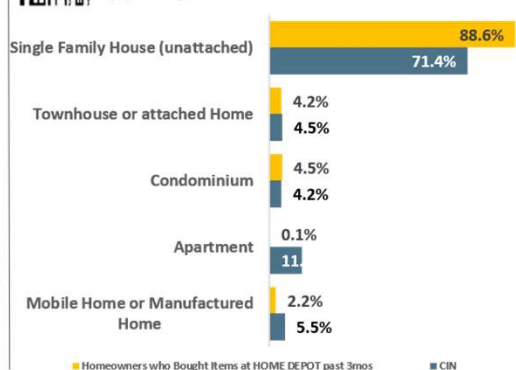
40.3% or 557,781 of CIN DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 30.% more likely to own their home, 12.7% more likely to own a higher valued home, 24.1% more likely to have a single-family home, 10.4% more likely to have a dog.



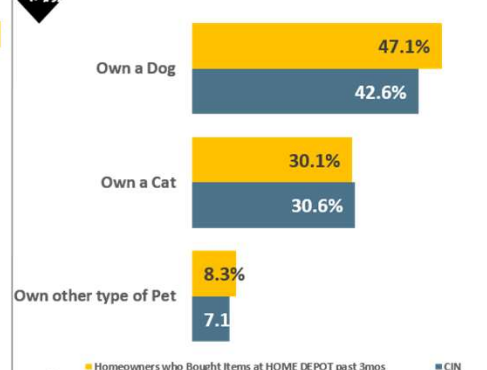
Own/Rent/Other: Adults 35 or older



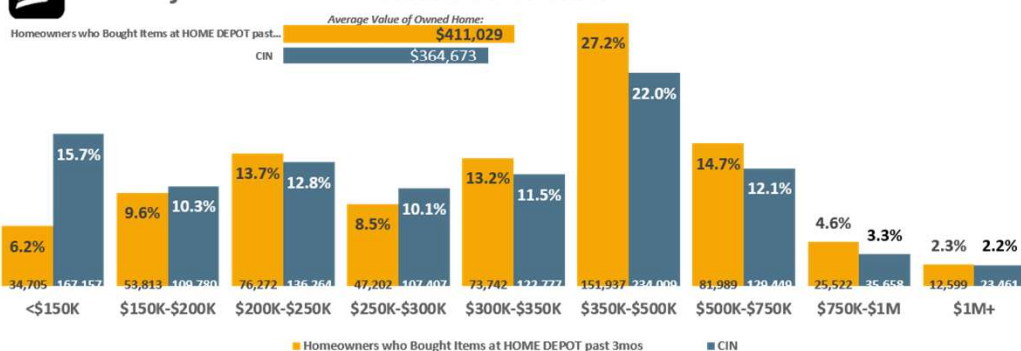
Type of Home: Adults 35 or older



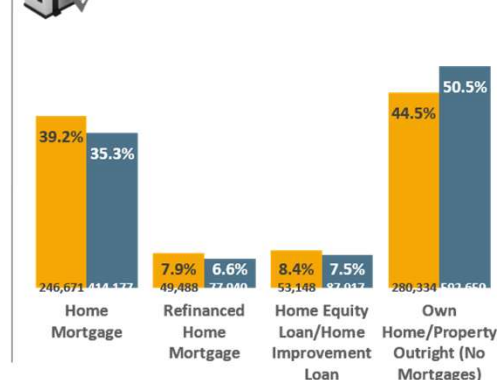
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

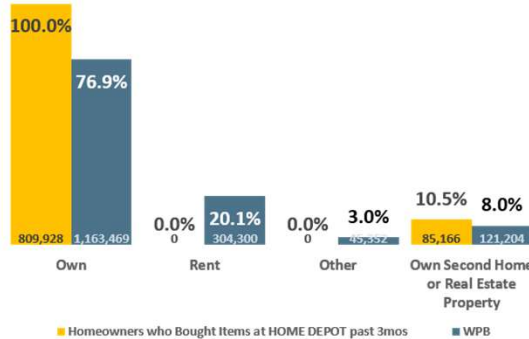




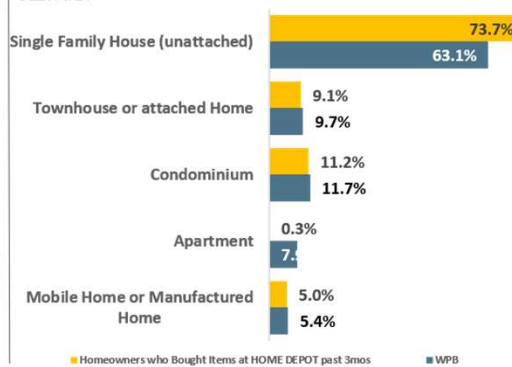
53.5% or 809,928 of WPB DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 30.1% more likely to own their home, 2.7% more likely to own a higher valued home, 16.8% more likely to have a single-family home, 14.3% more likely to have a dog.



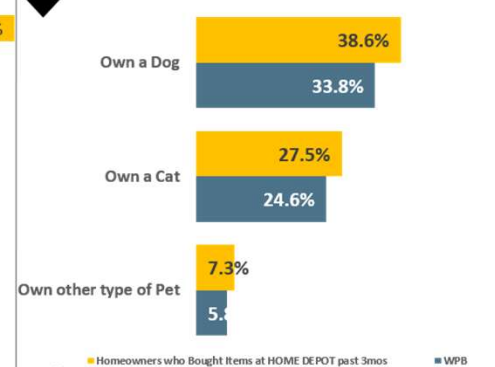
Own/Rent/Other: Adults 35 or older



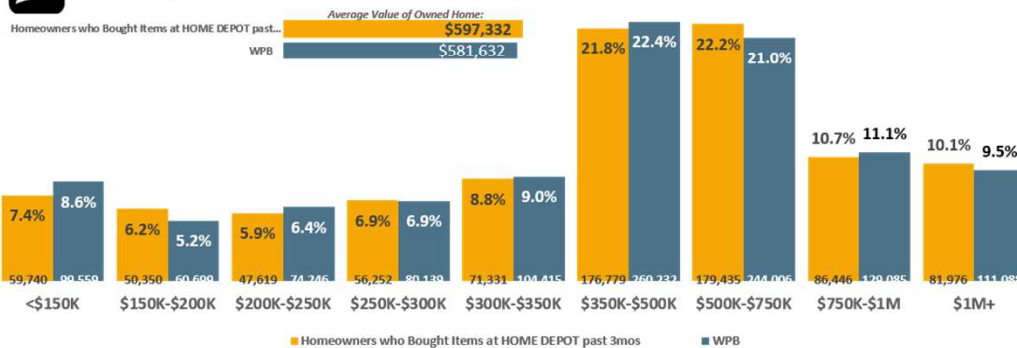
Type of Home: Adults 35 or older



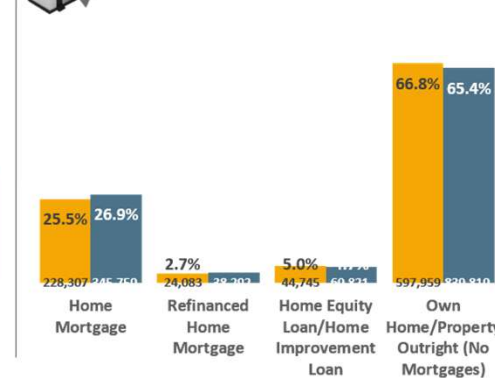
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

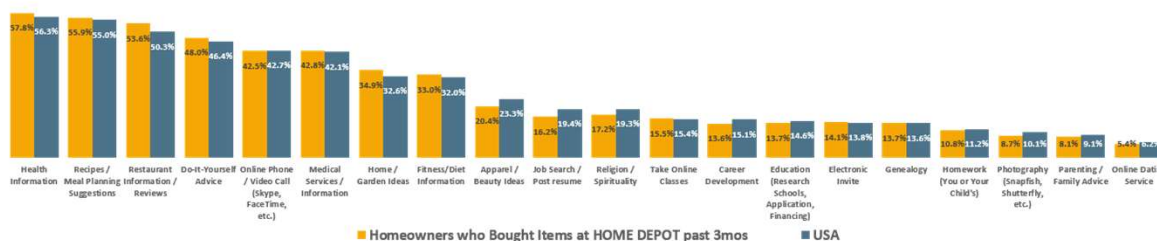




40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 3.3% more likely to look up D-I-Y advice online, 12.4% more likely to always vote in local elections, 18.2% more likely to belong to a gym, 13.8% more likely to fly domestic past y

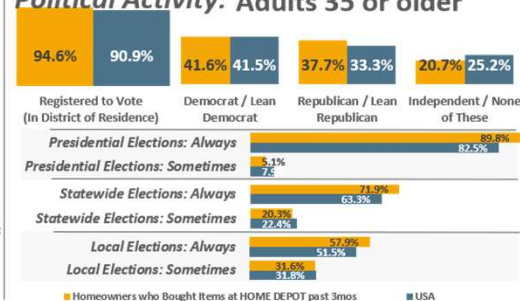


Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



■ Homeowners who Bought Items at HOME DEPOT past 3mos ■ USA

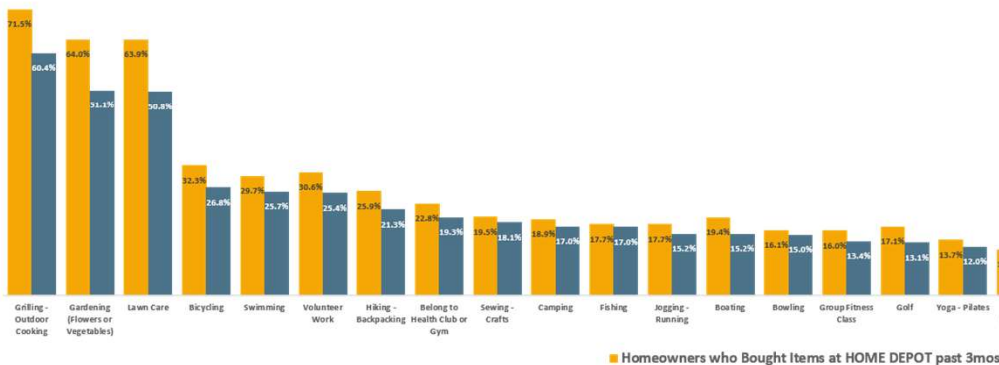
Political Activity: Adults 35 or older



■ Homeowners who Bought Items at HOME DEPOT past 3mos ■ USA



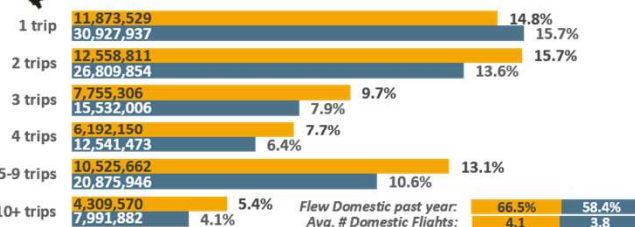
Top-30 past 12-months Active Lifestyle Activites: Adults 35 or older



■ Homeowners who Bought Items at HOME DEPOT past 3mos ■ USA



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

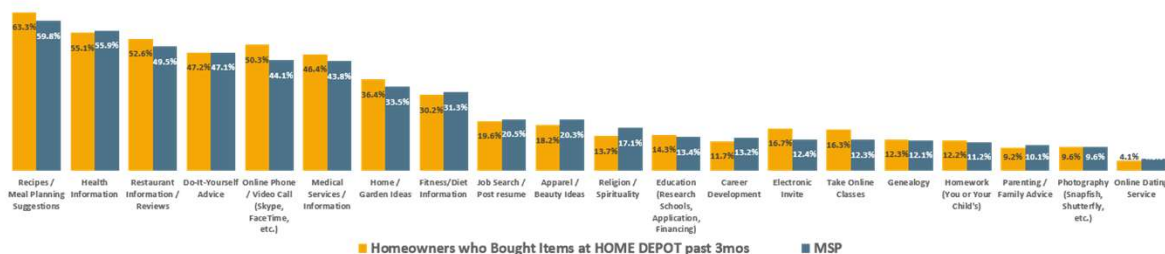




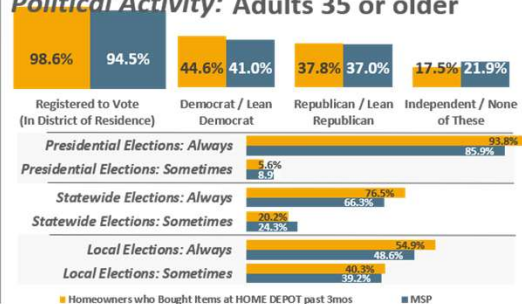
35.4% or 999,115 of MSP DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past...
 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are .1% more likely to look up D-I-Y advice online, 12.9% more likely to always vote in local elections, 28.8% more likely to belong to a gym, 23.1% more likely to fly domestic past yr



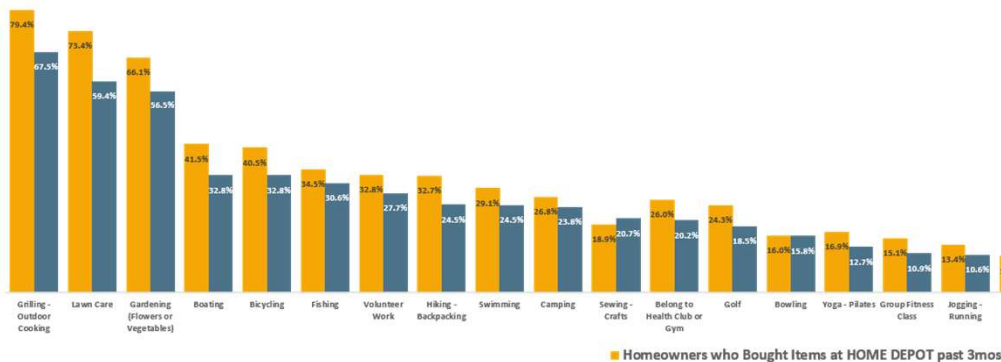
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



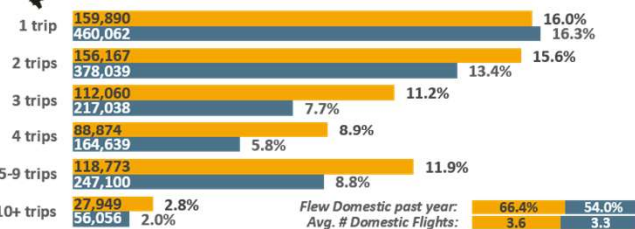
Political Activity: Adults 35 or older



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



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

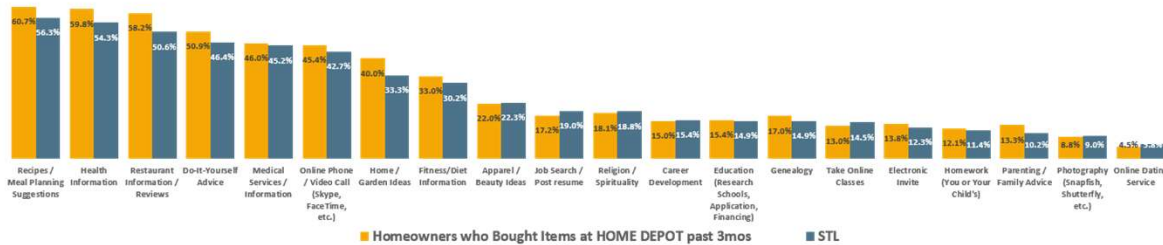




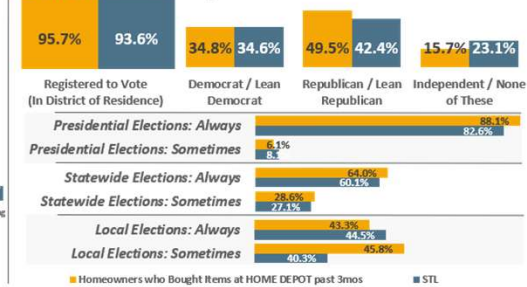
37.8% or 693,249 of STL DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 9.6% more likely to look up D-I-Y advice online, 2.7% less likely to always vote in local elections, 17.1% more likely to belong to a gym, 19.9% more likely to fly domestic past yr



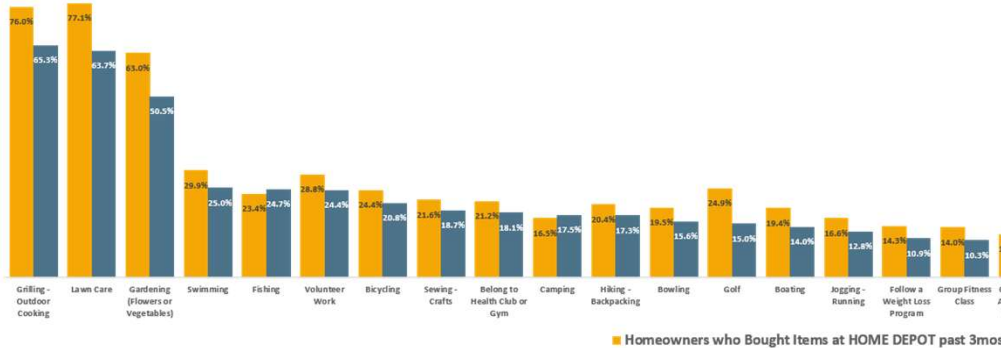
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



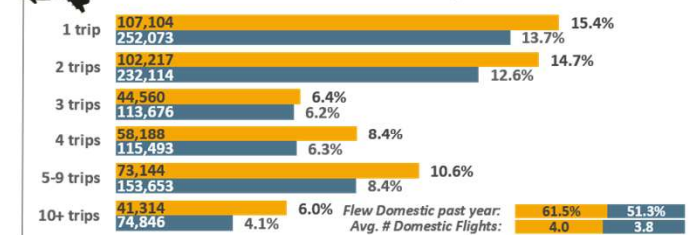
Political Activity: Adults 35 or older



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



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

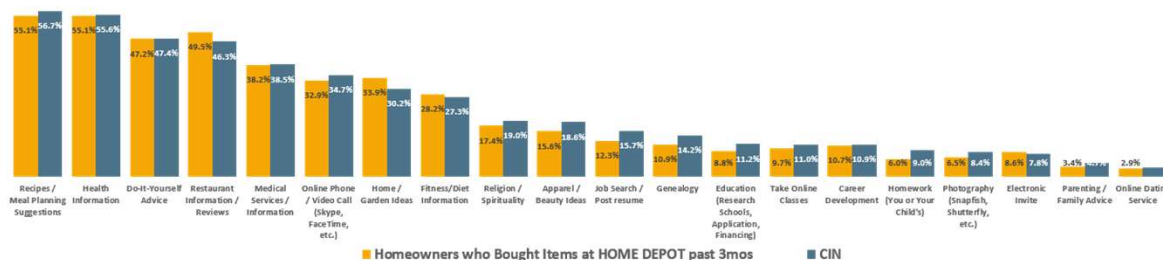




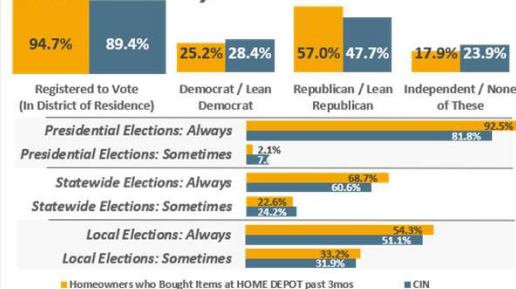
40.3% or 557,781 of CIN DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are .4% less likely to look up D-I-Y advice online, 6.3% more likely to always vote in local elections, 31.5% more likely to belong to a gym, 24.4% more likely to fly domestic past yr.



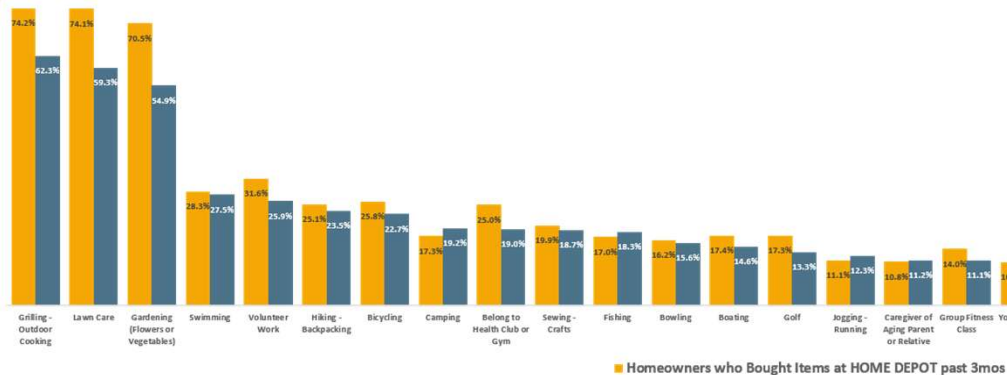
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



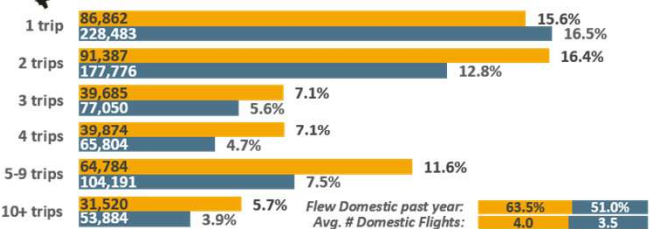
Political Activity: Adults 35 or older



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



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

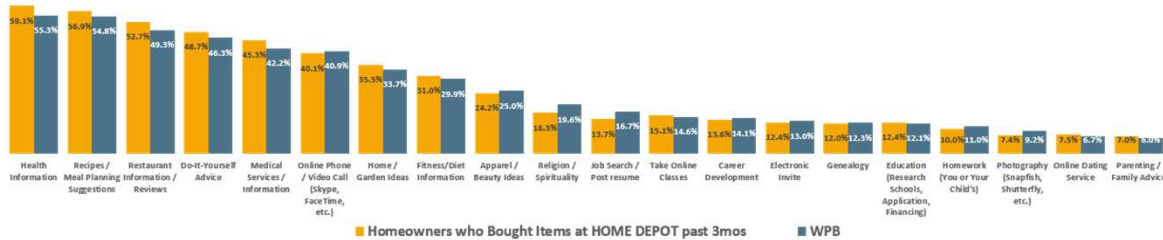




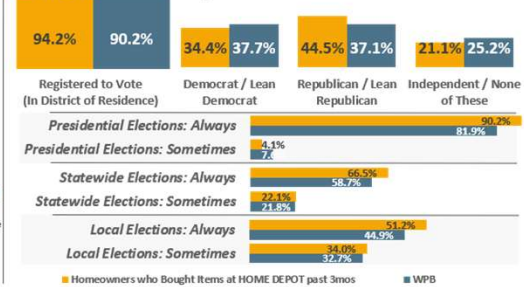
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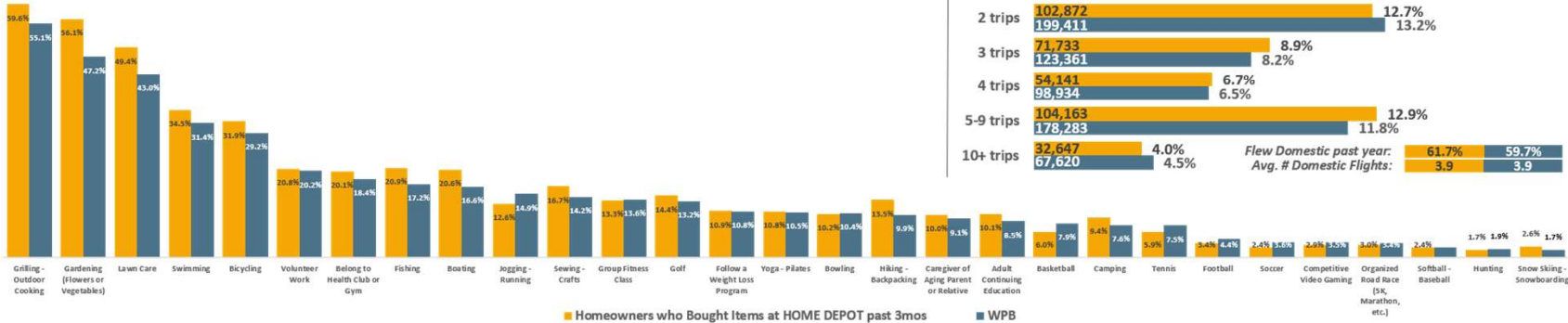
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



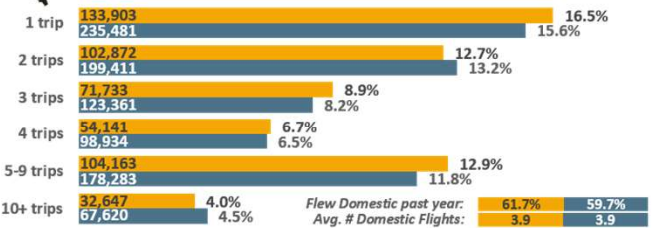
Political Activity: Adults 35 or older



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



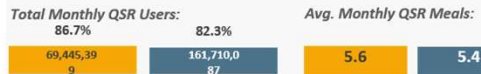
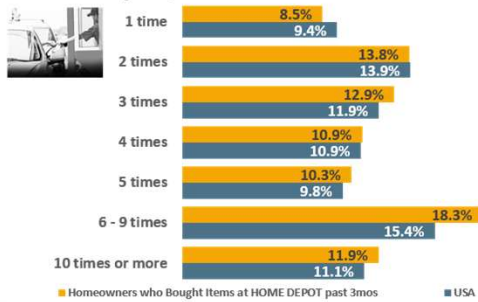
Past 12-months Domestic Airline Trips: Adults 35 or older



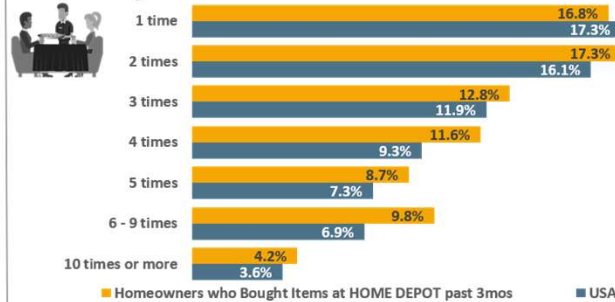


40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 5.4% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., .1% more likely to use Casinos past yr., 35.1% less likely to smoke cigarettes.

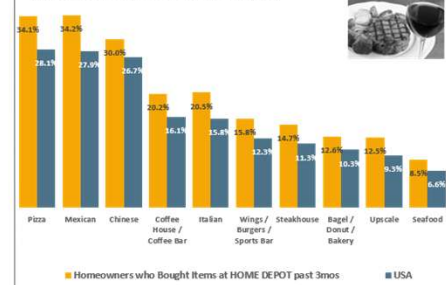
Past 30-days QSR Users: Adults 35 or older



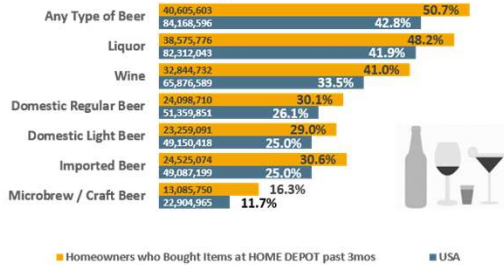
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



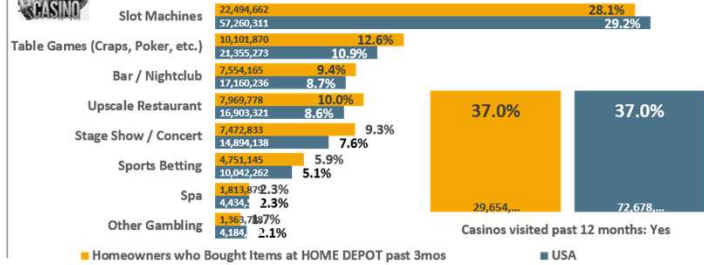
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



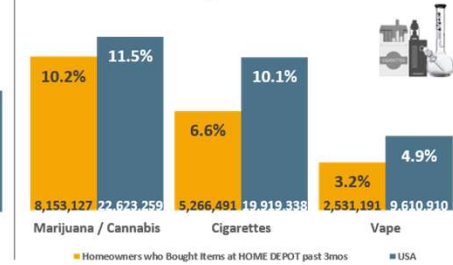
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



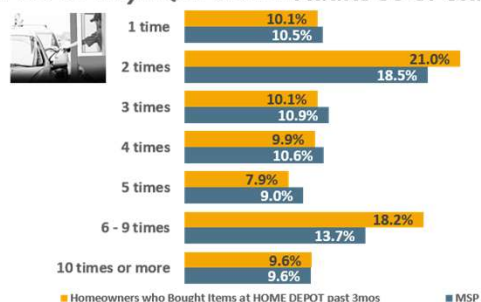
Used Past 30-days: Adults 35 or older





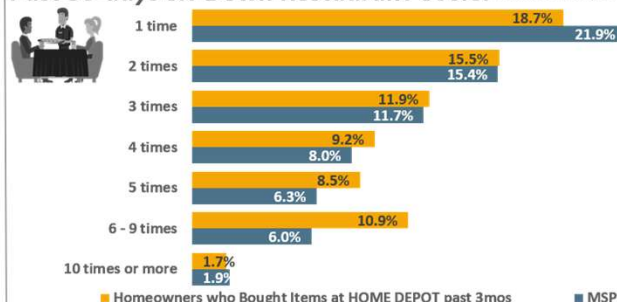
35.4% or 999,115 of MSP DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 4.8% more likely to use QSRs past mo., 7.4% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 32.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



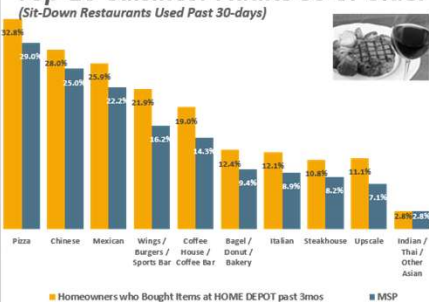
Total Monthly QSR Users: 86.7% (Home Depot) vs 82.7% (MSP)
Avg. Monthly QSR Meals: 5.1 (Home Depot) vs 5.0 (MSP)

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



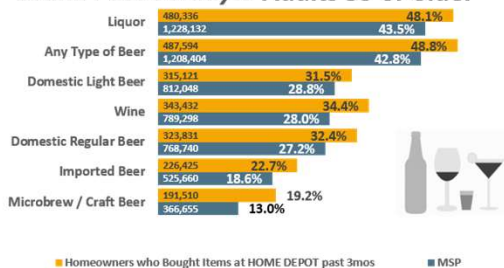
Total Monthly Sit-Down Restaurant Users: 76.4% (Home Depot) vs 71.2% (MSP)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 (Home Depot) vs 3.2 (MSP)

Top-10 Cuisines: Adults 35 or older

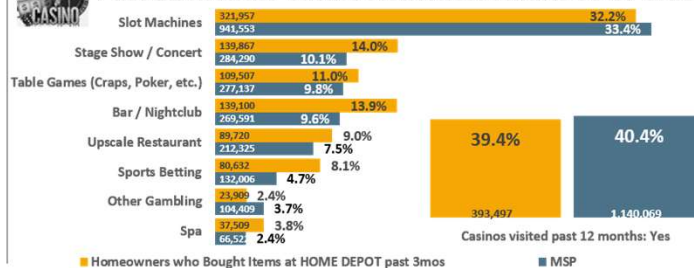


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): 98,119 (Home Depot) vs 279,125 (MSP)
Homeowners who Bought Items at HOME DEPOT past 3mos: 9.8% vs 9.9%

Drank Past 30-days: Adults 35 or older

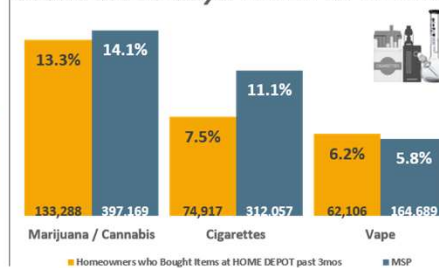


Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes
 393,497 (39.4%) vs 1,000,000 (40.4%)

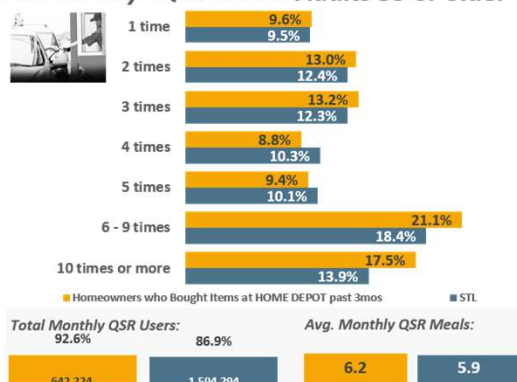
Used Past 30-days: Adults 35 or older



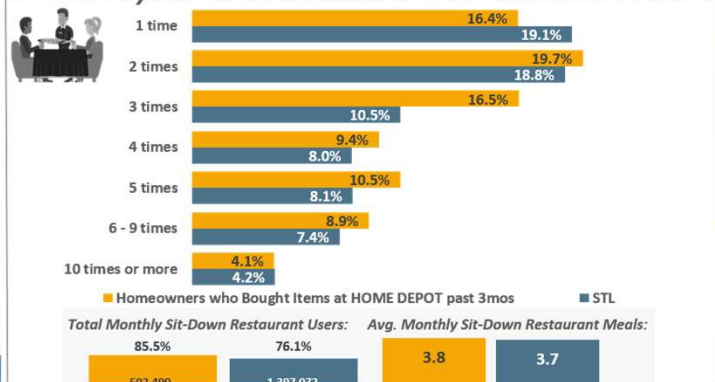


37.8% or 693,249 of STL DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 6.6% more likely to use QSRs past mo., 12.3% more likely to use Sit-Down Restaurants past mo., 4.4% less likely to use Casinos past yr., 34.6% less likely to smoke cigarettes.

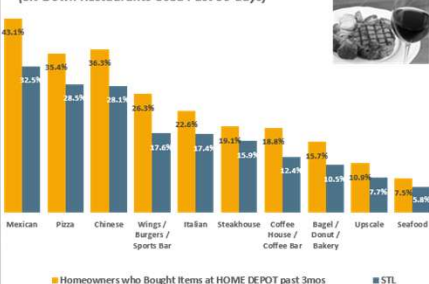
Past 30-days QSR Users: Adults 35 or older



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

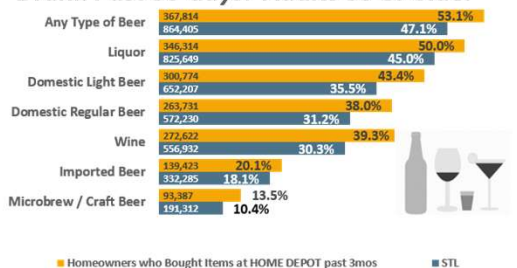


Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

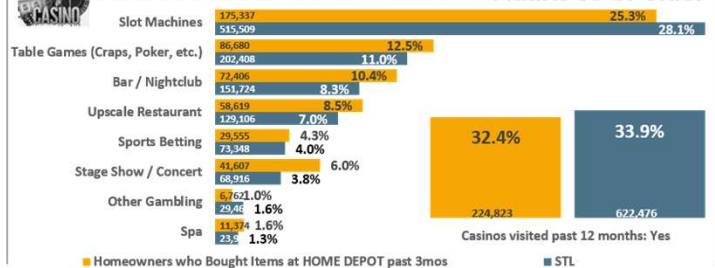


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 Homeowners who Bought Items at HOME DEPOT past 3mos: 96,172 (13.9%)
 STL: 257,312 (14.0%)

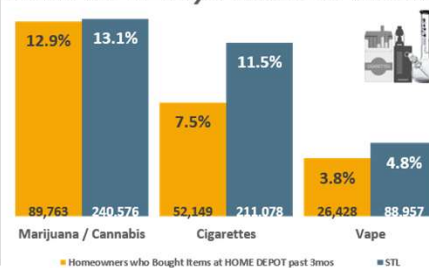
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



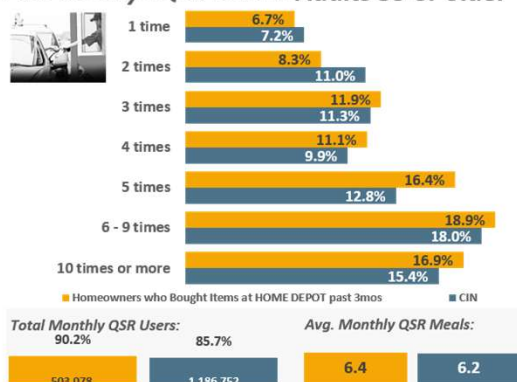
Used Past 30-days: Adults 35 or older



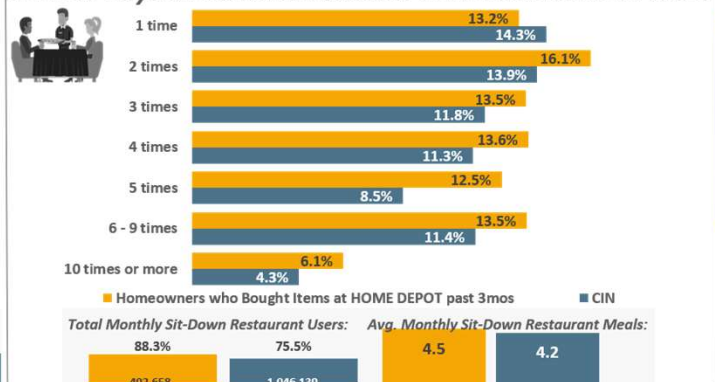


40.3% or 557,781 of CIN DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 5.3% more likely to use QSRs past mo., 17.% more likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., 43.% less likely to smoke cigarettes.

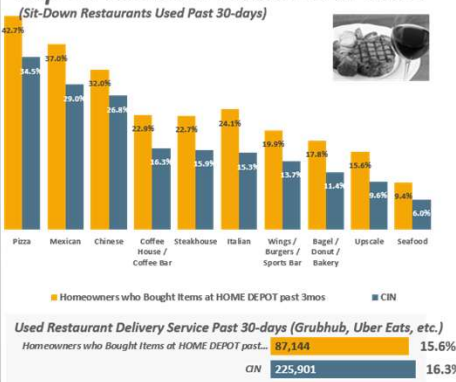
Past 30-days QSR Users: Adults 35 or older



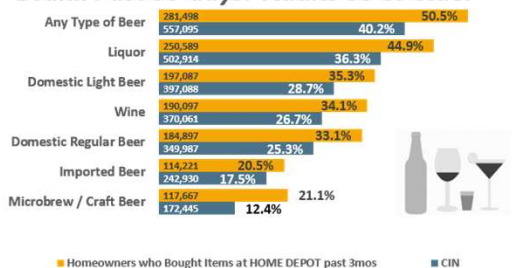
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



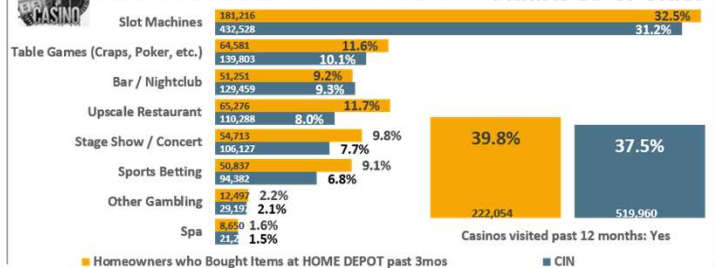
Top-10 Cuisines: Adults 35 or older



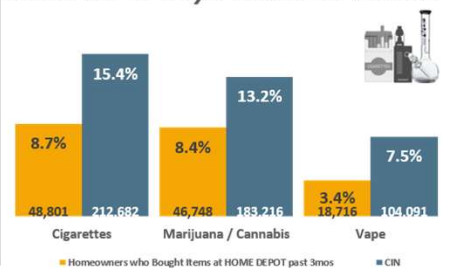
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older



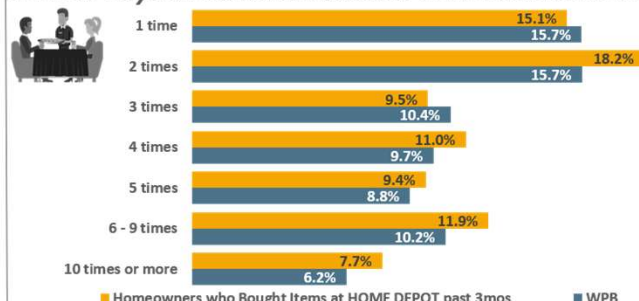


53.5% or 809,928 of WPB DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past 3mos. Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 3.4% more likely to use QSRs past mo., 8% more likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past yr., 35.3% less likely to smoke cigarettes.

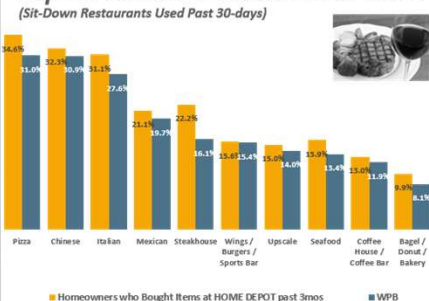
Past 30-days QSR Users: Adults 35 or older



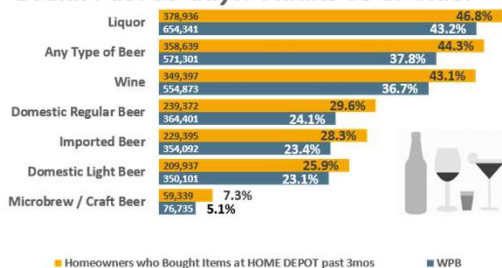
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



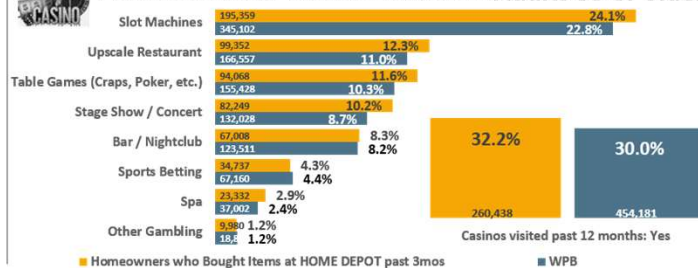
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



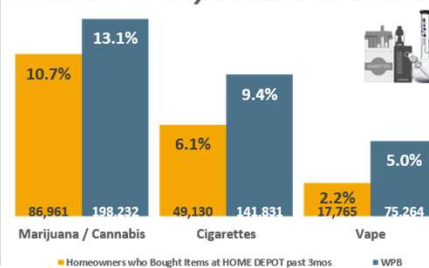
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

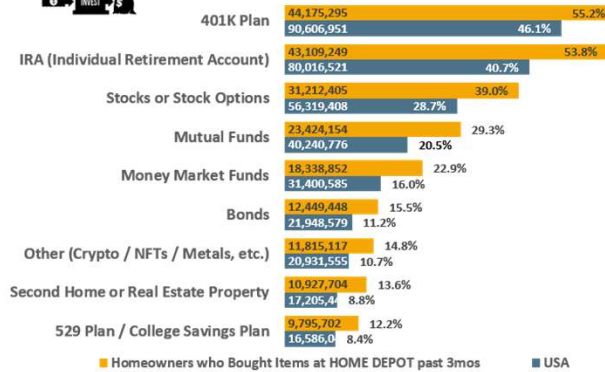




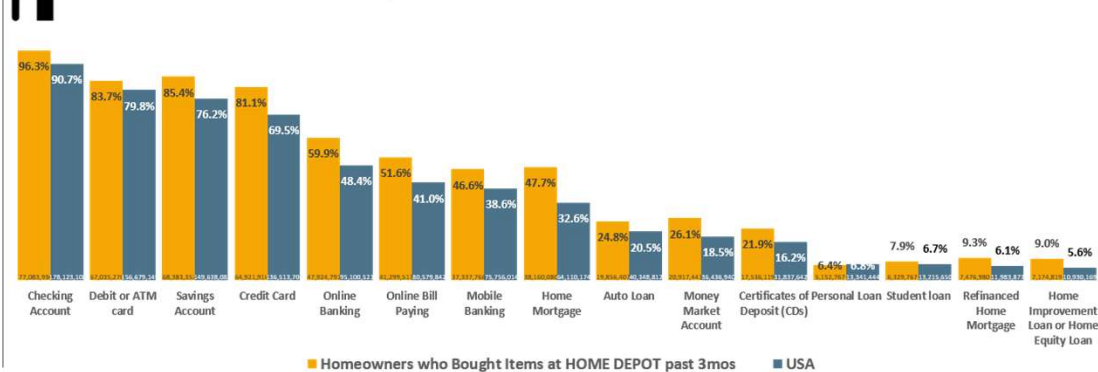
40.8% or 80,068,807 of USA DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 19.6% more likely to have a 401K, 20.7% more likely to have an Auto Loan, 37.7% more likely to Invest/Trade Stocks Online, 5.8% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



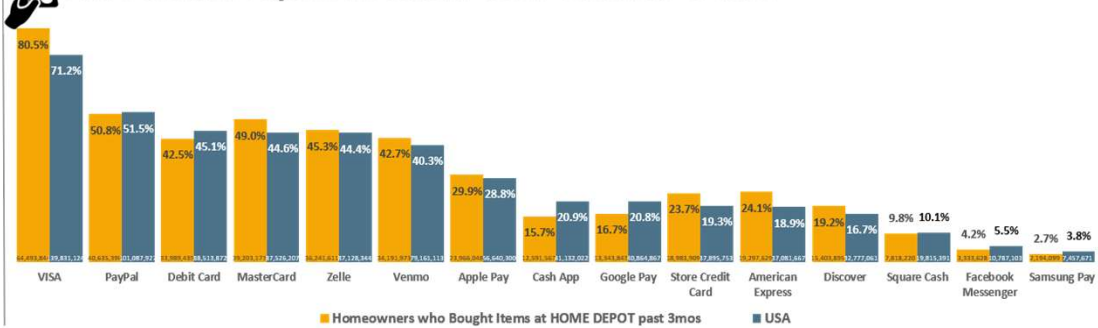
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





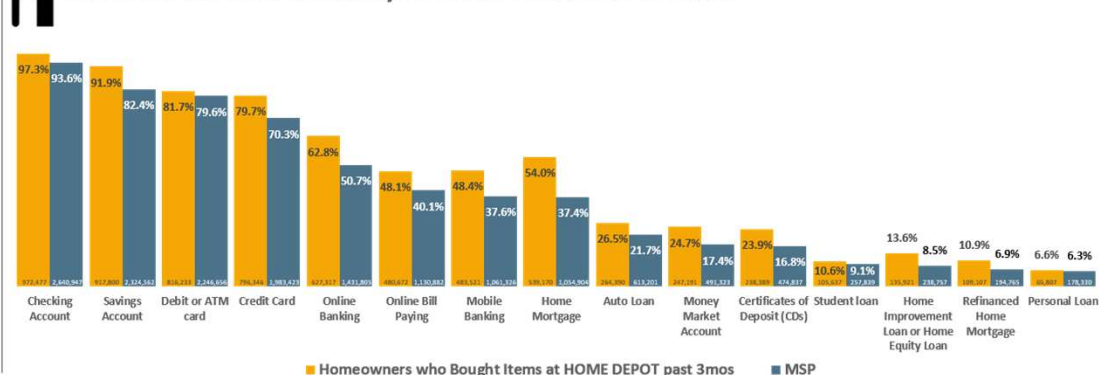
35.4% or 999,115 of MSP DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 18.6% more likely to have a 401K, 21.8% more likely to have an Auto Loan, 50.6% more likely to Invest/Trade Stocks Online, 15.6% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



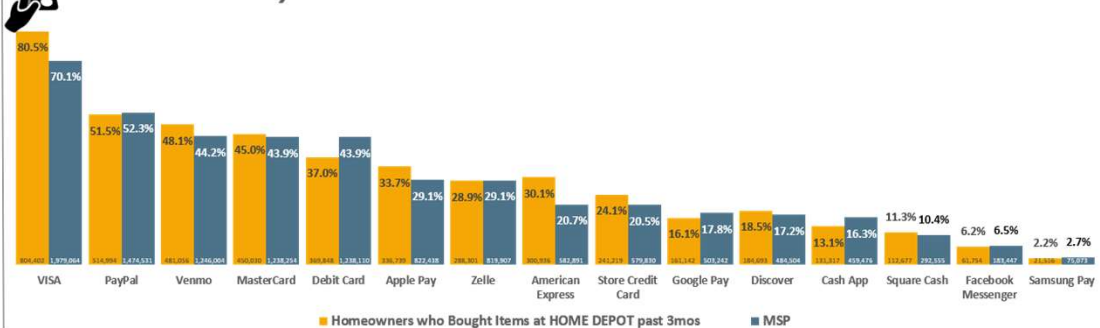
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

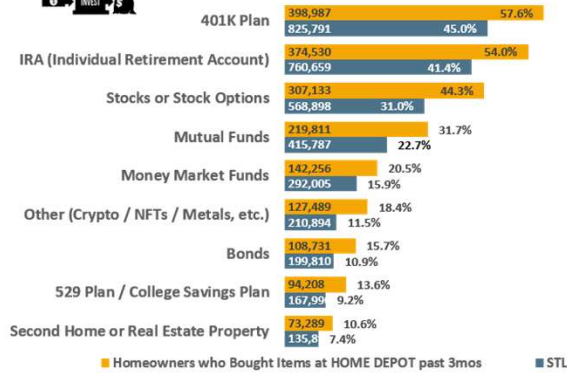




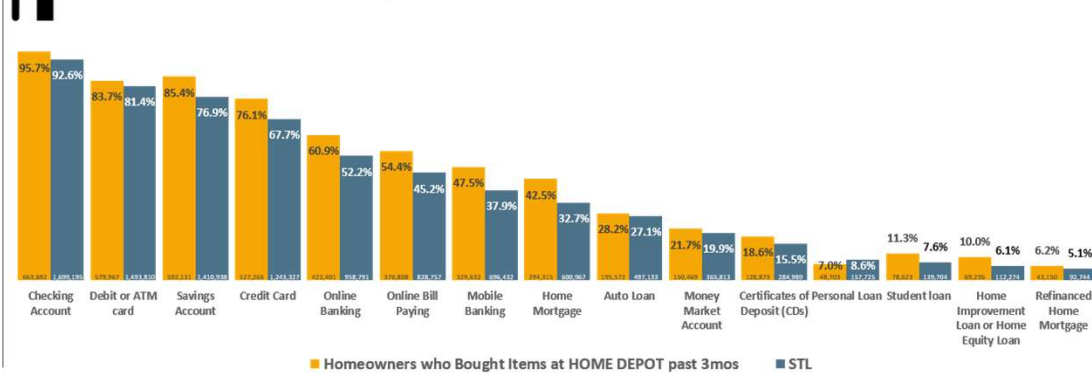
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 Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 27.9% more likely to have a 401K, 4.1% more likely to have an Auto Loan, 22.6% more likely to Invest/Trade Stocks Online, 3.3% less likely to pay with their Debit Card.



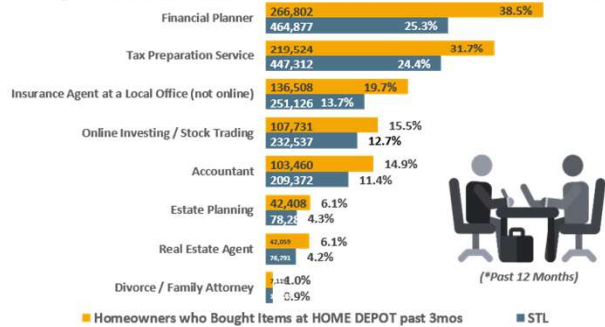
Investments Owned: Adults 35 or older



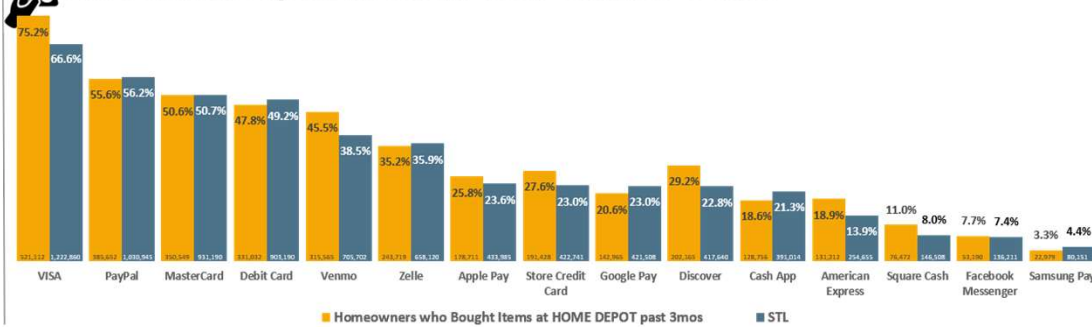
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

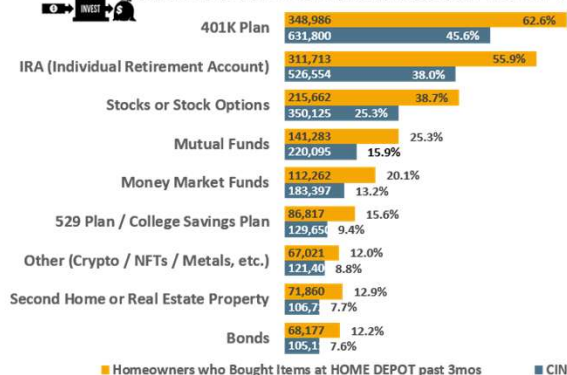




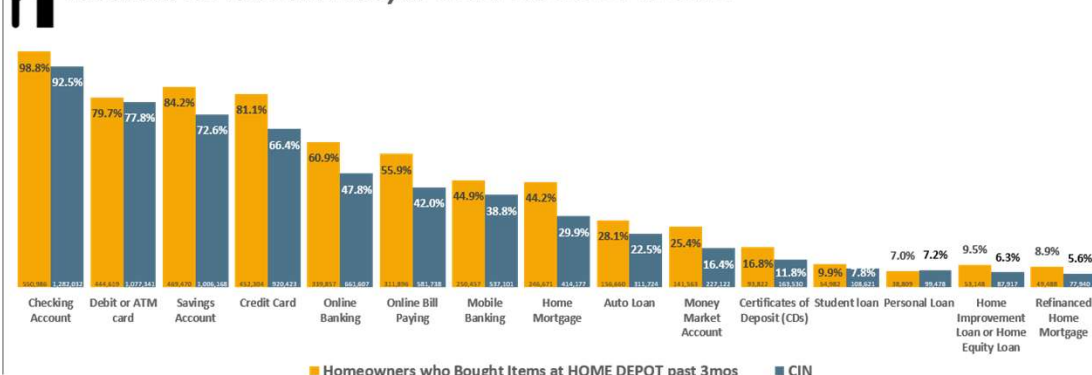
40.3% or 557,781 of CIN DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 37.2% more likely to have a 401K, 24.8% more likely to have an Auto Loan, 55.3% more likely to Invest/Trade Stocks Online, 10.7% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



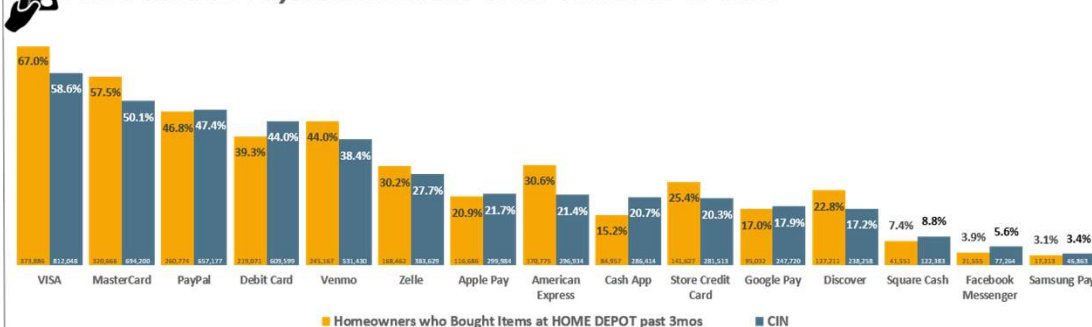
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





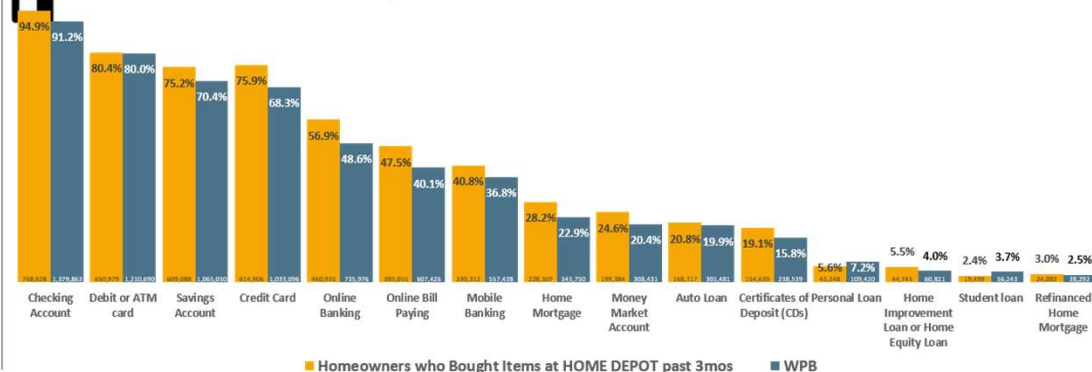
53.5% or 809,928 of WPB DMA Adults 35 or older are Homeowners who Bought Items at HOME DEPOT past... Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos are 2.9% more likely to have a 401K, 4.6% more likely to have an Auto Loan, 26.% more likely to Invest/Trade Stocks Online, 5.8% less likely to pay with their Debit Card.



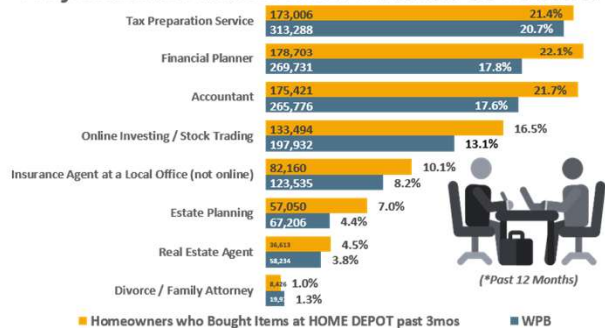
Investments Owned: Adults 35 or older



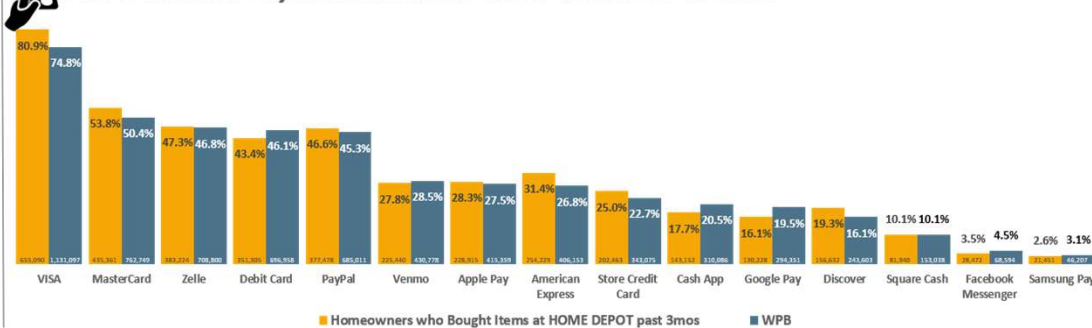
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



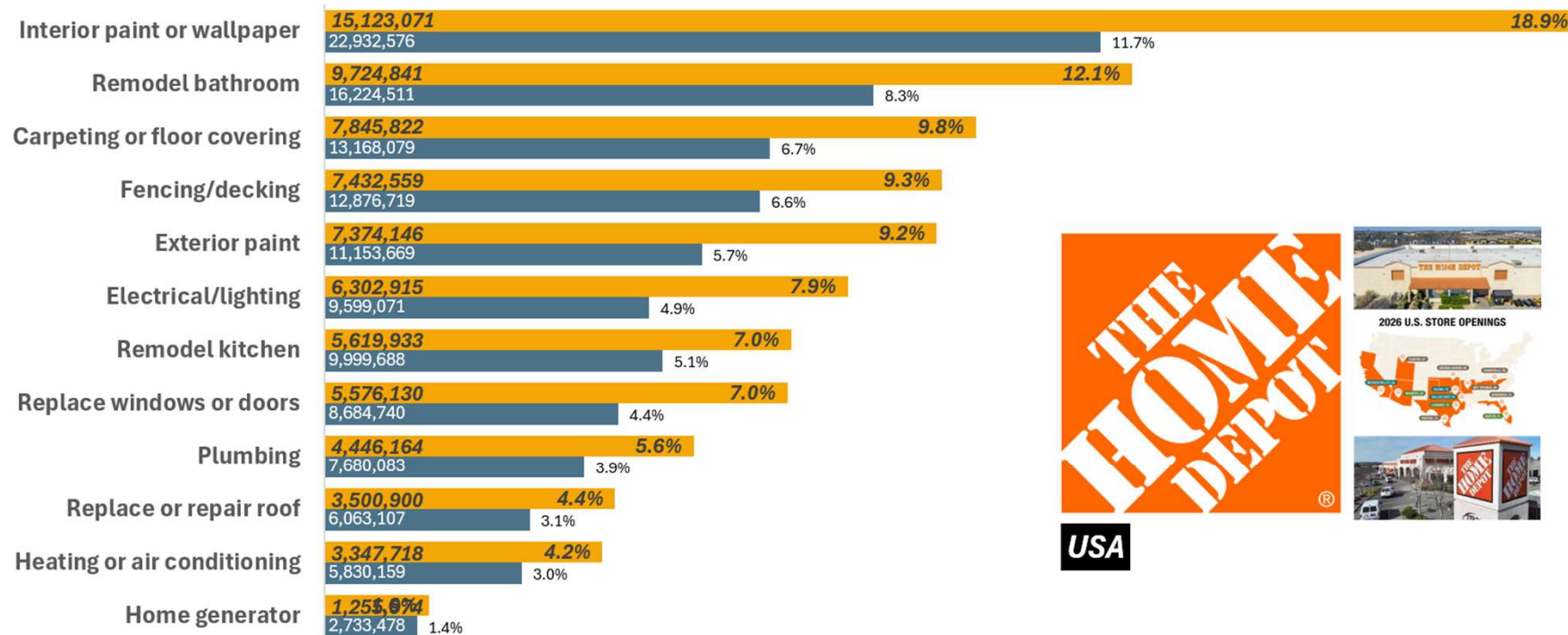
Past 3-Months Payment Methods Used: Adults 35 or older





"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

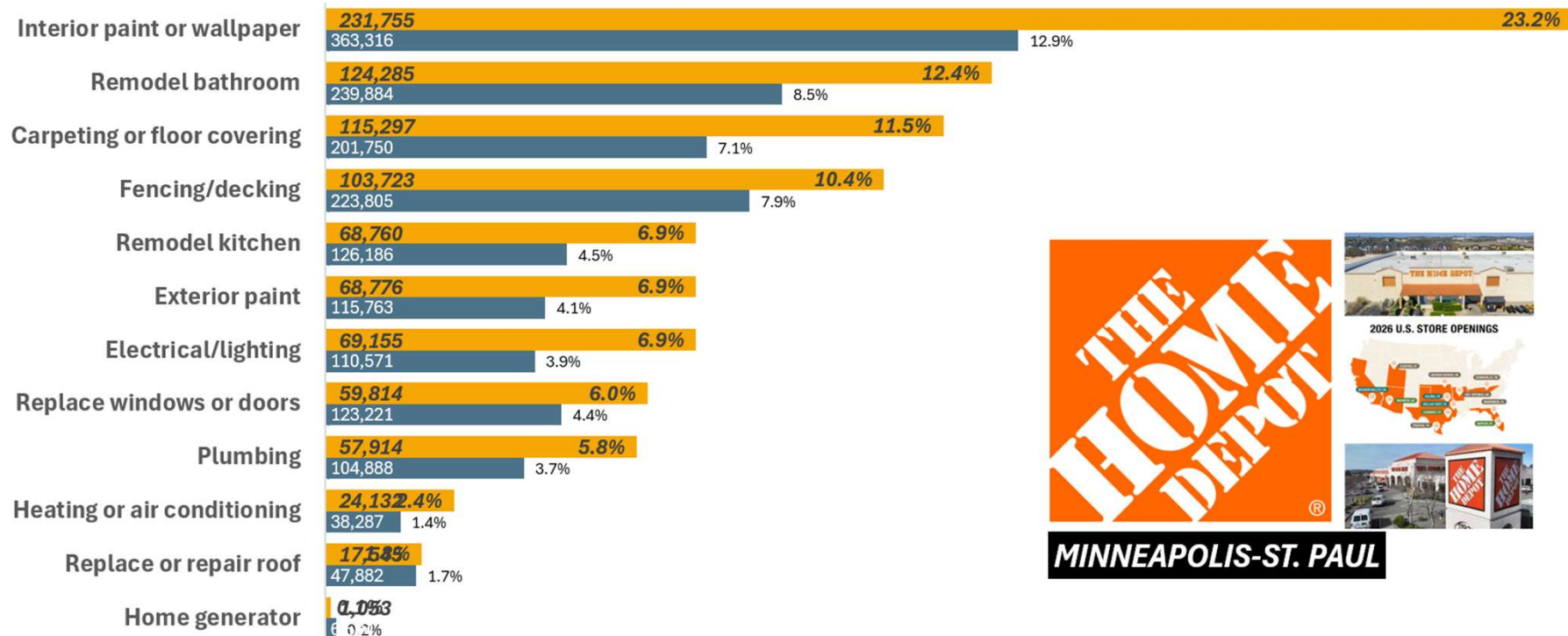
■ P35+ USA (Home Improvements Planned next 12 months)





"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



MINNEAPOLIS-ST. PAUL



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

■ P35+ MINNEAPOLIS-ST. PAUL (Home Improvements Planned next 12 months)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 563

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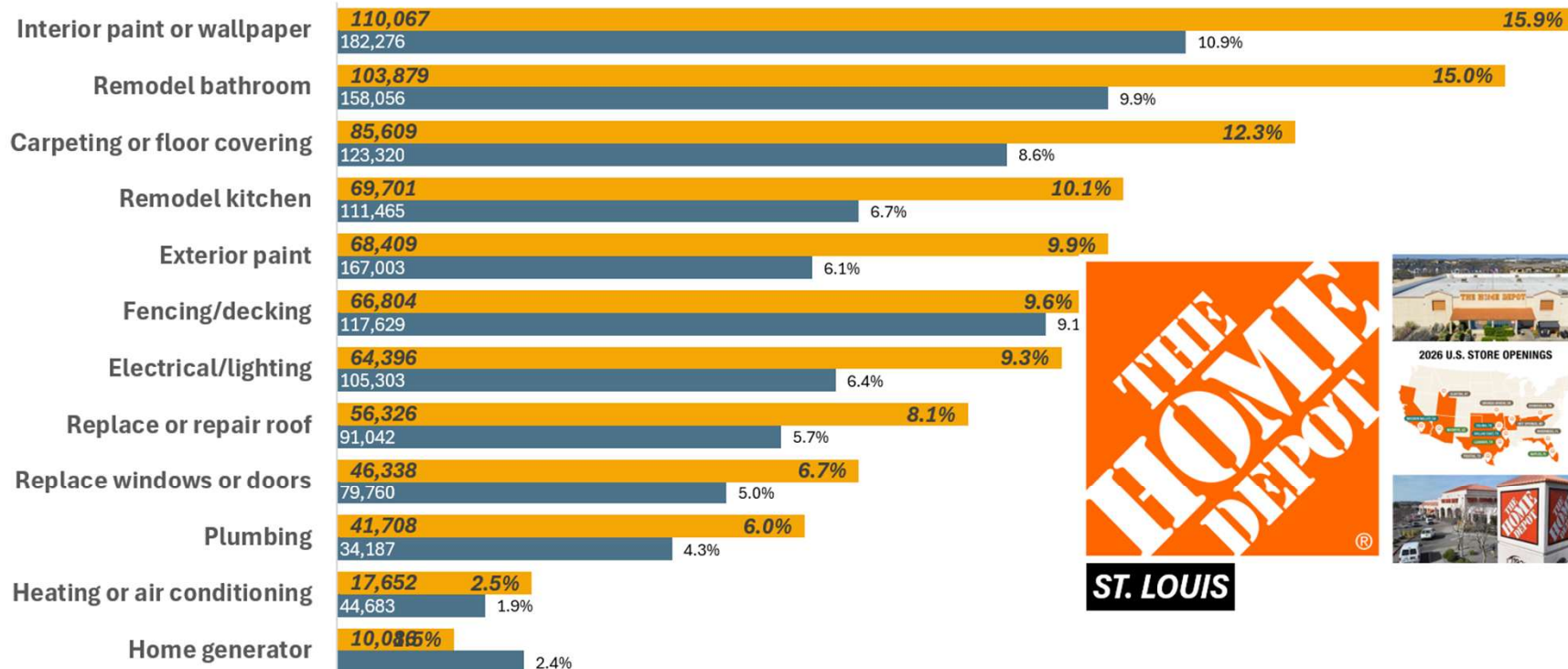
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

■ P35+ ST. LOUIS (Home Improvements Planned next 12 months)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 629

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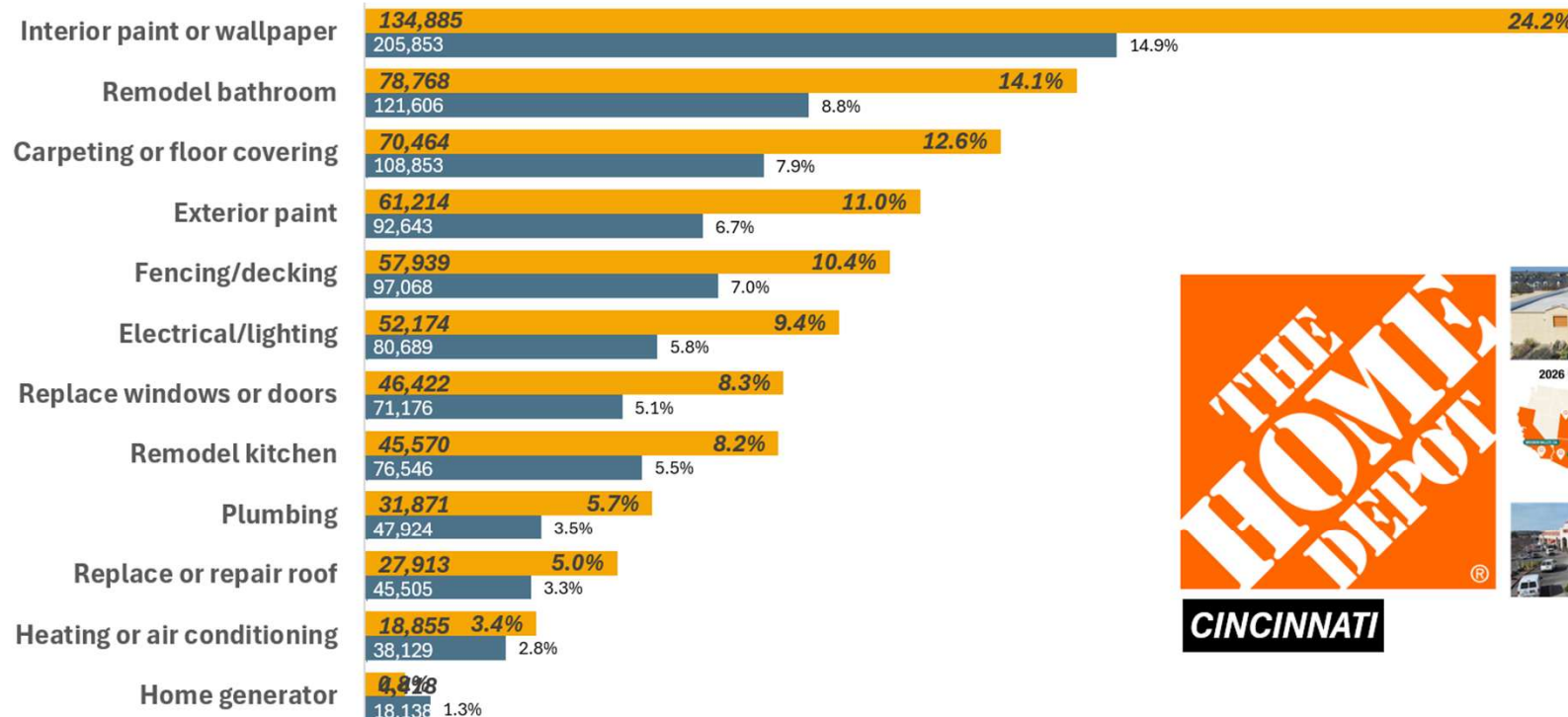
soefa.ai Share of Everything for Anything ®

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

■ P35+ CINCINNATI (Home Improvements Planned next 12 months)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 581
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Home Improvements Planned next 12 months)



Interior paint or wallpaper



Exterior paint



Remodel bathroom



Carpeting or floor covering



Electrical/lighting



Replace windows or doors



Fencing/decking



Remodel kitchen



Plumbing



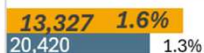
Heating or air conditioning



Replace or repair roof



Home generator



■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Home Improvements Planned next 12 months)

■ P35+ WEST PALM BEACH-BOCA RATON (Home Improvements Planned next 12 months)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 1129

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WEST PALM BEACH-BOCA RATON

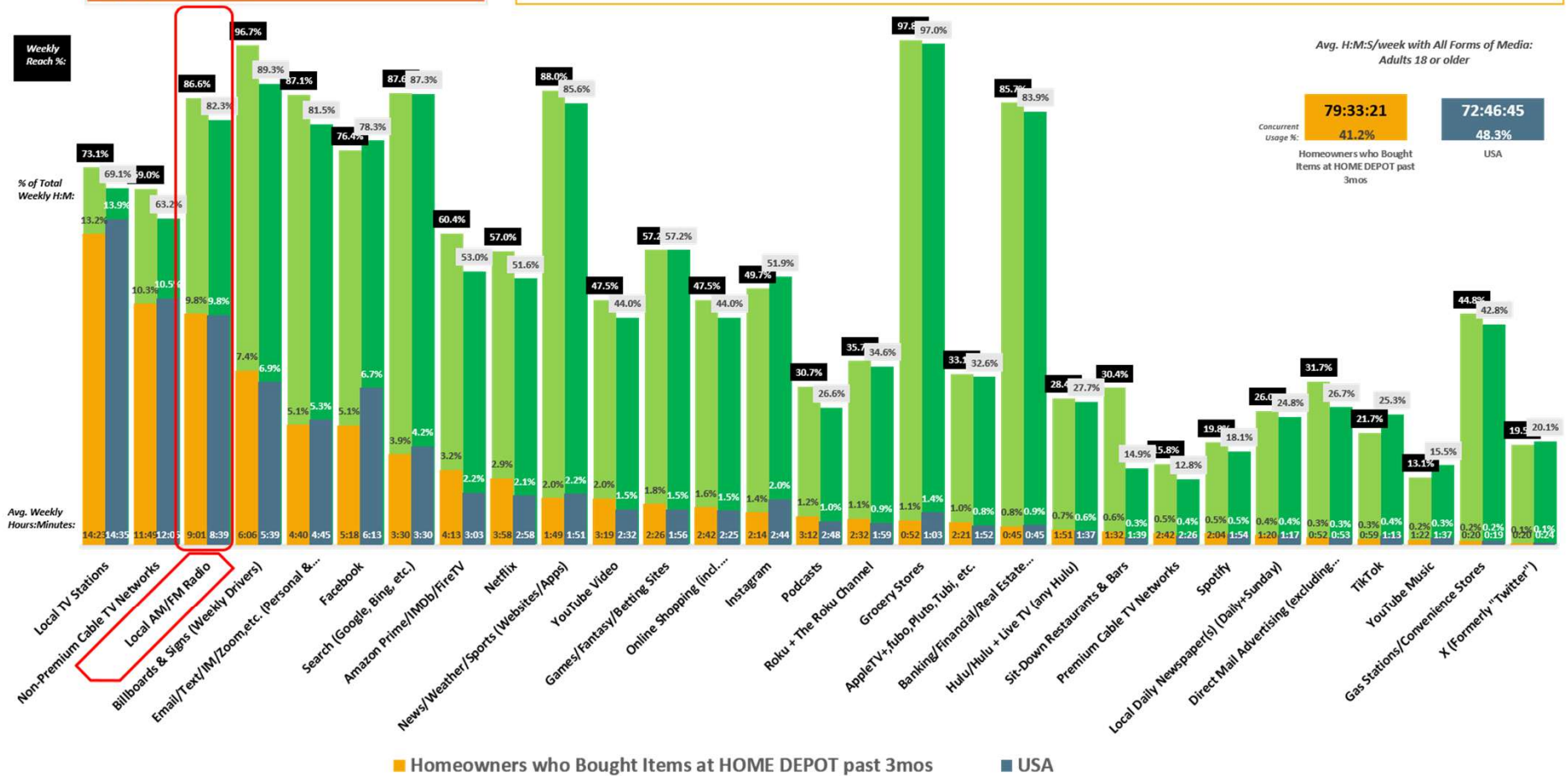


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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

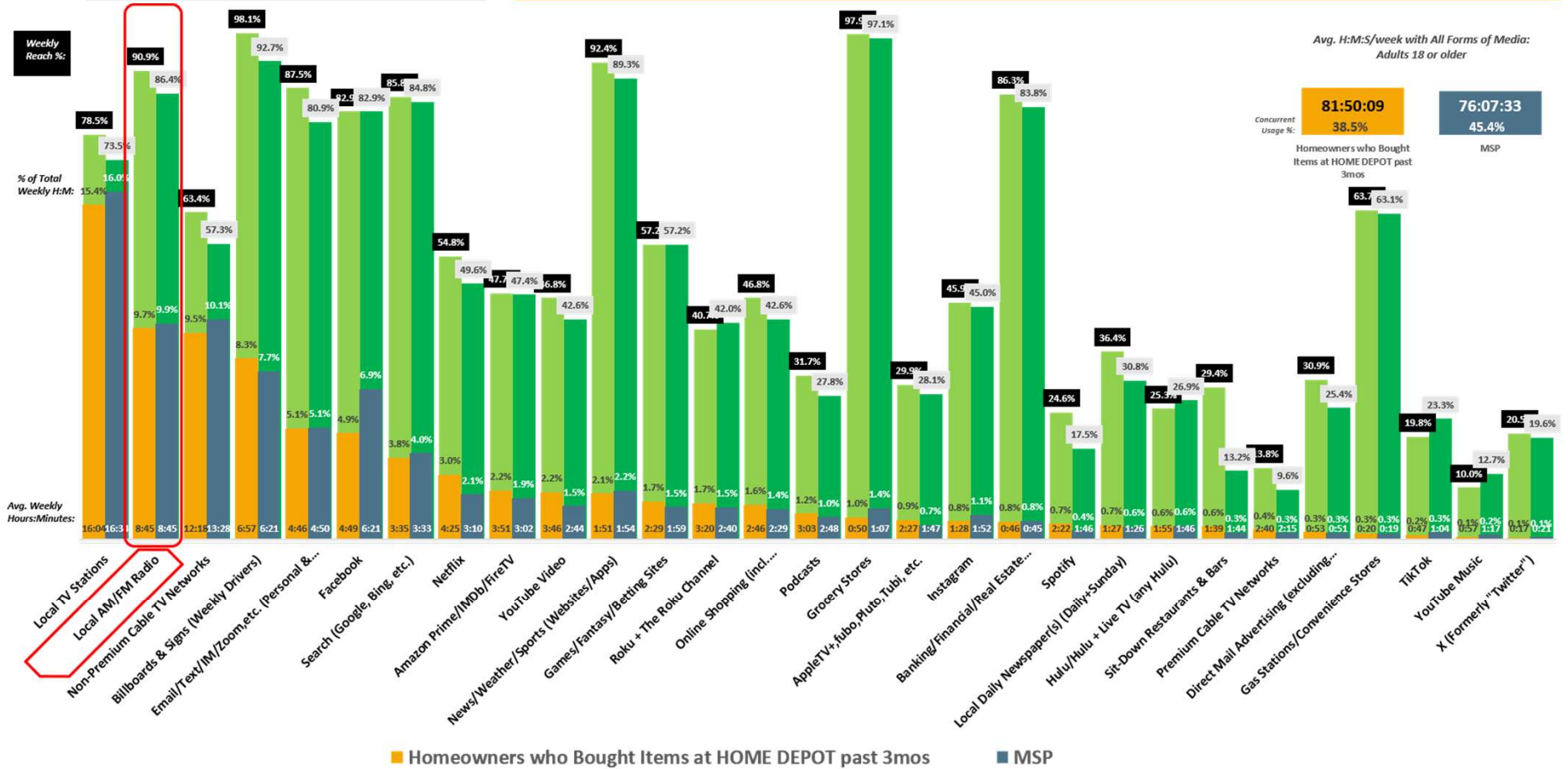


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 7 hours, 33 minutes and 21 seconds each week with All Forms of Media.
 86.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 9 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.





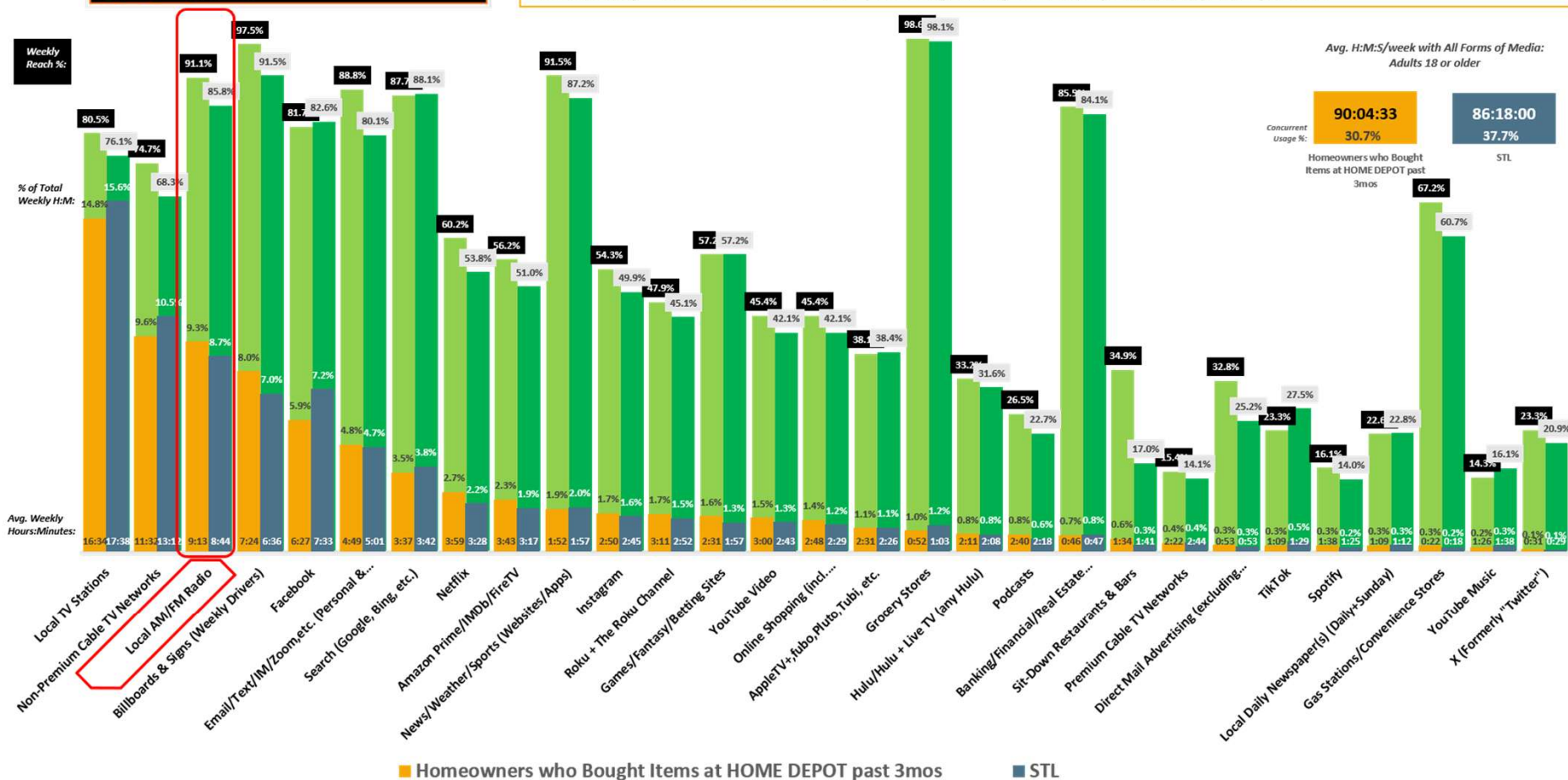
Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 9 hours, 50 minutes and 9 seconds each week with All Forms of Media.
 90.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.





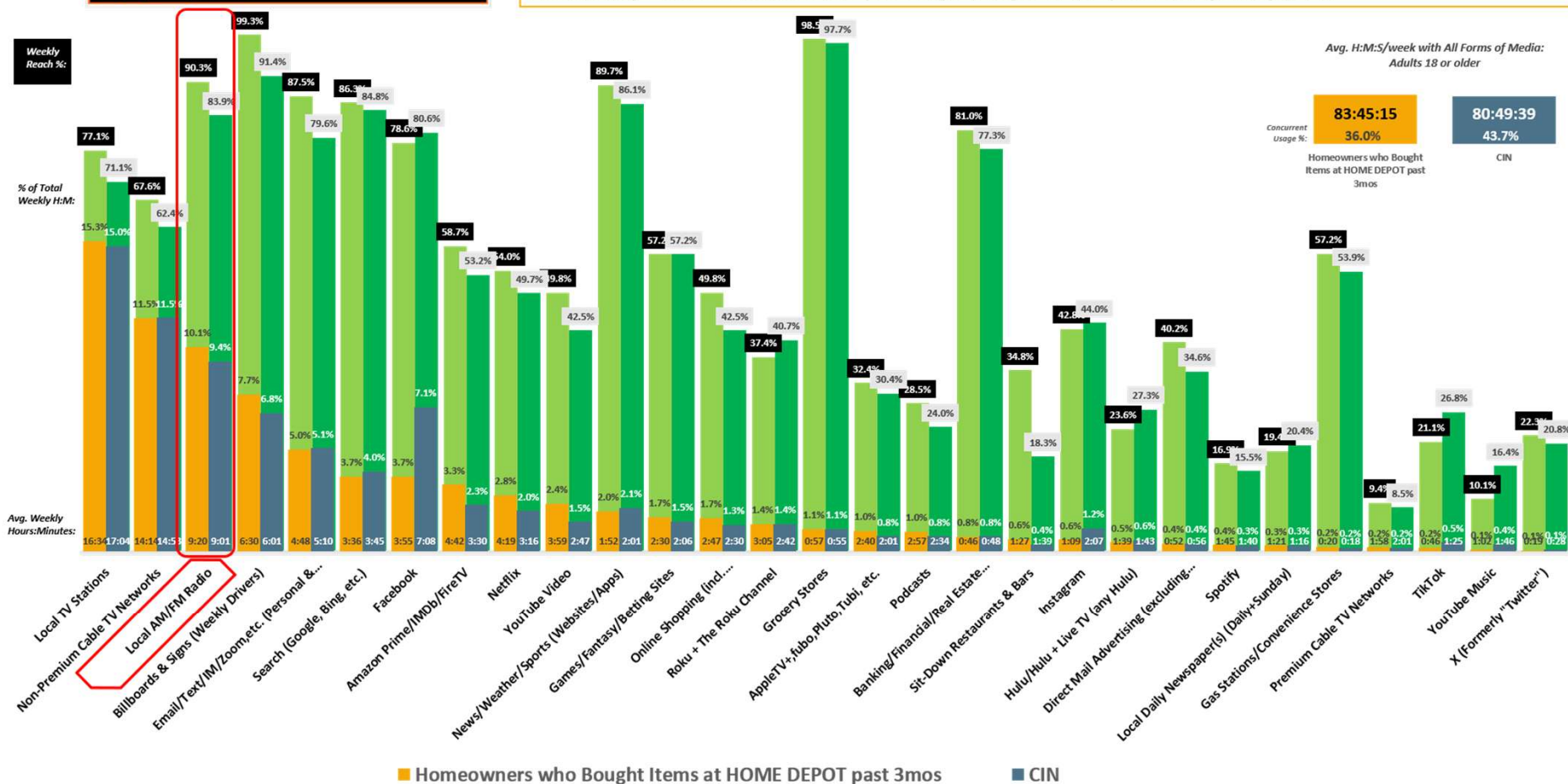
Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 18 hours, 4 minutes and 33 seconds each week with All Forms of Media.

91.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



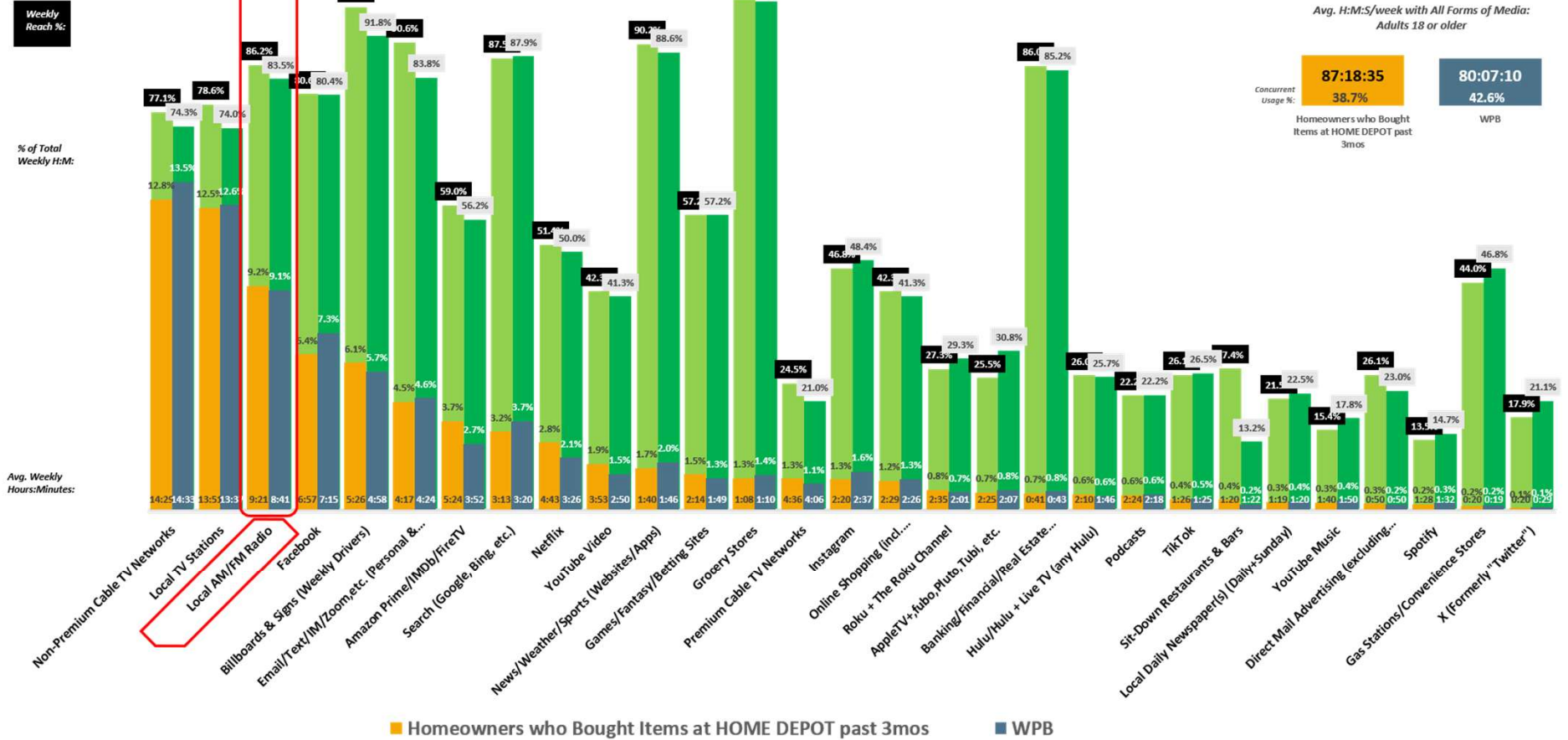


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 11 hours, 45 minutes and 15 seconds each week with All Forms of Media.
 90.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 9 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



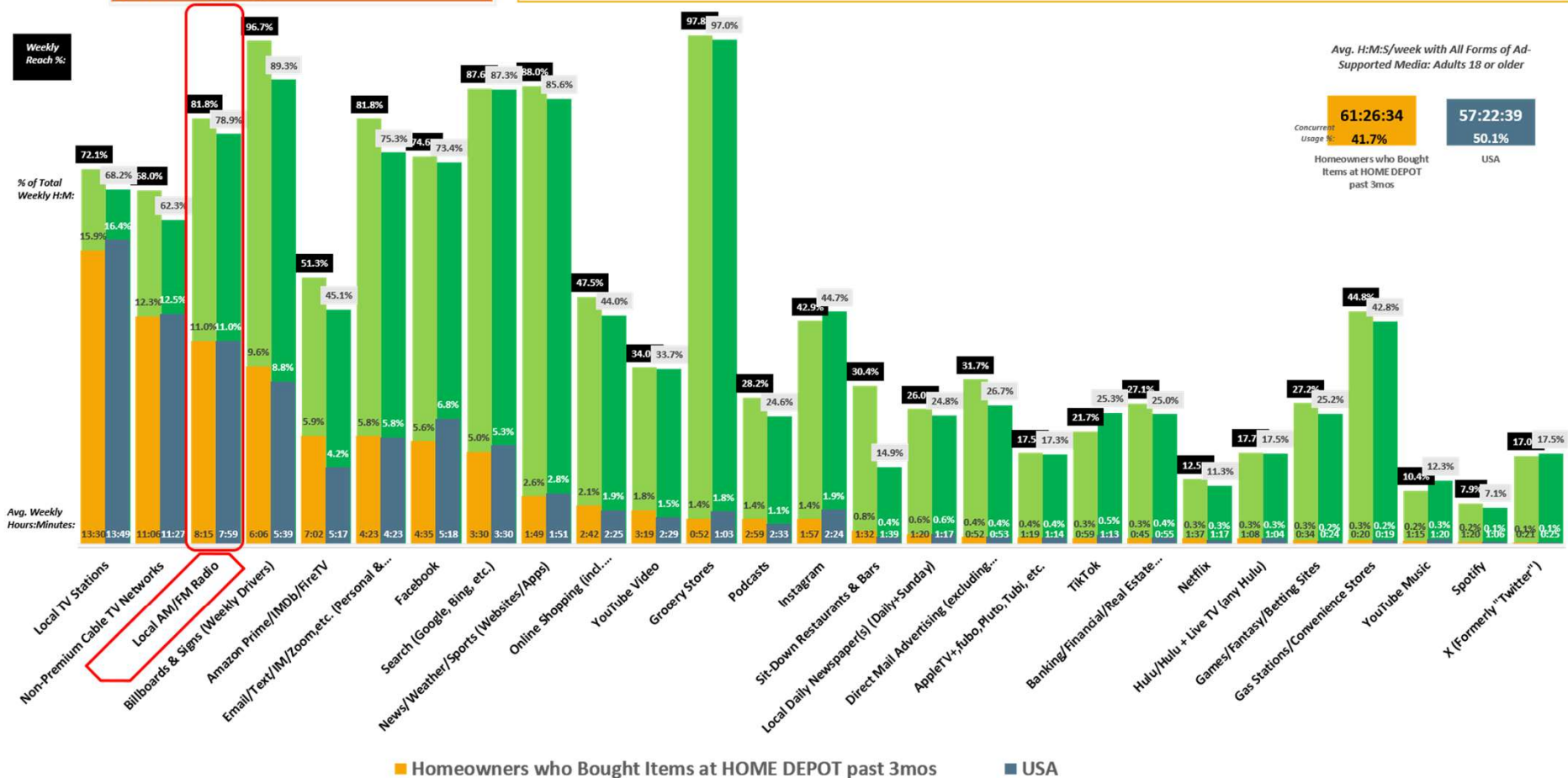


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 3 days, 15 hours, 18 minutes and 35 seconds each week with All Forms of Media.
 86.2% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 9 hours and 21 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



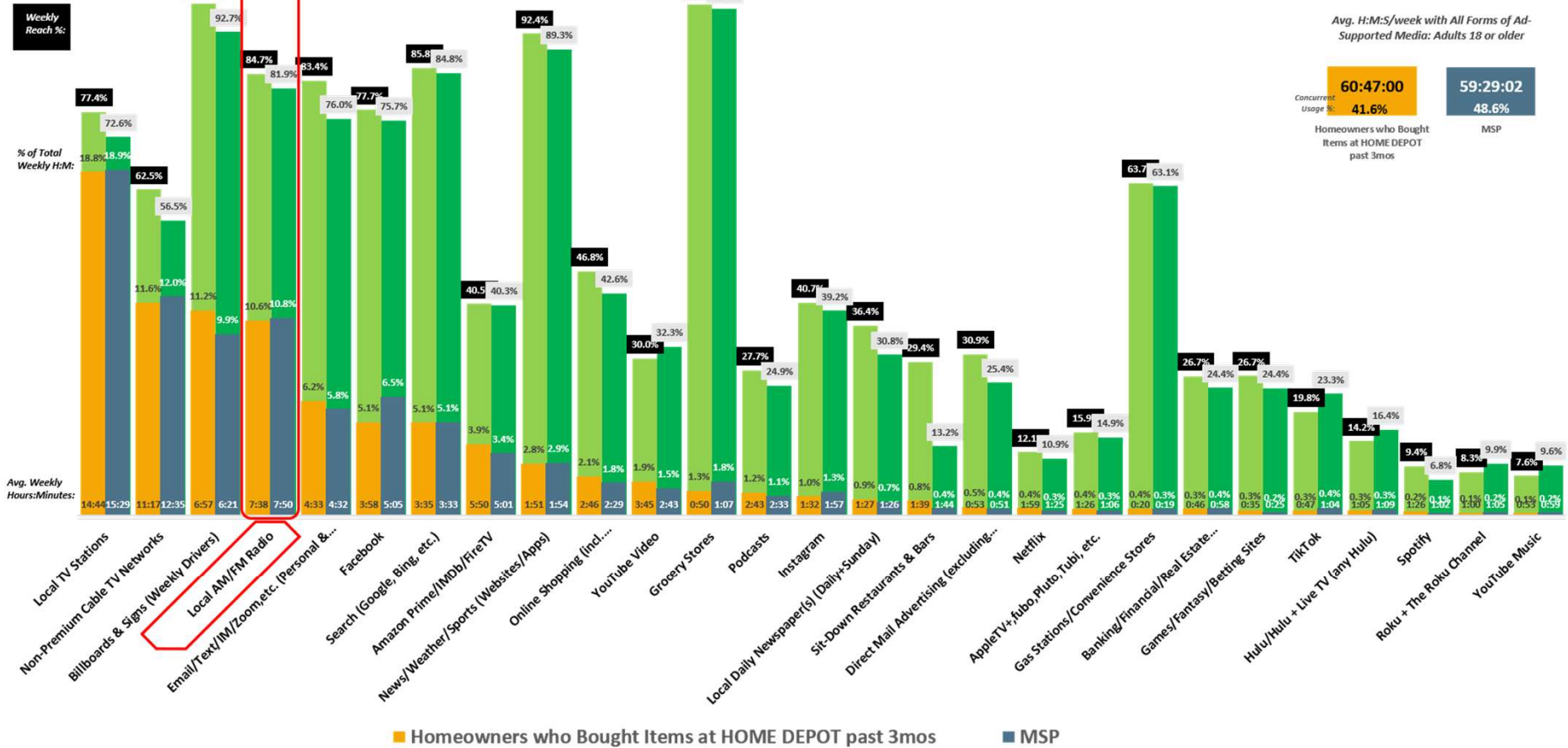


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 13 hours, 26 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 81.8% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 12 hours, 47 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
84.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 7 hours and 38 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.

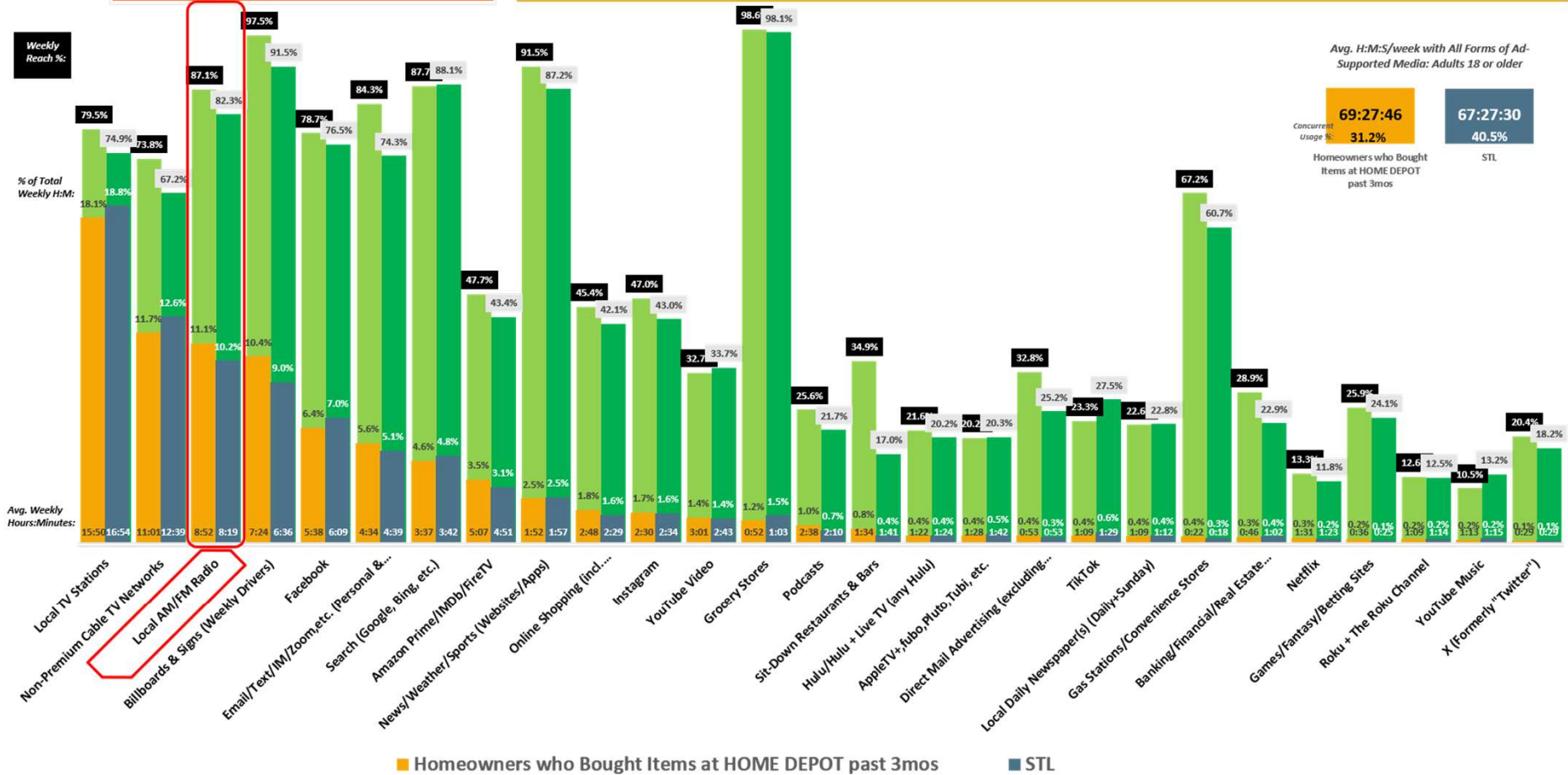


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	60:47:00	59:29:02
Homeowners who Bought Items at HOME DEPOT past 3mos	41.6%	48.6%
MSP		

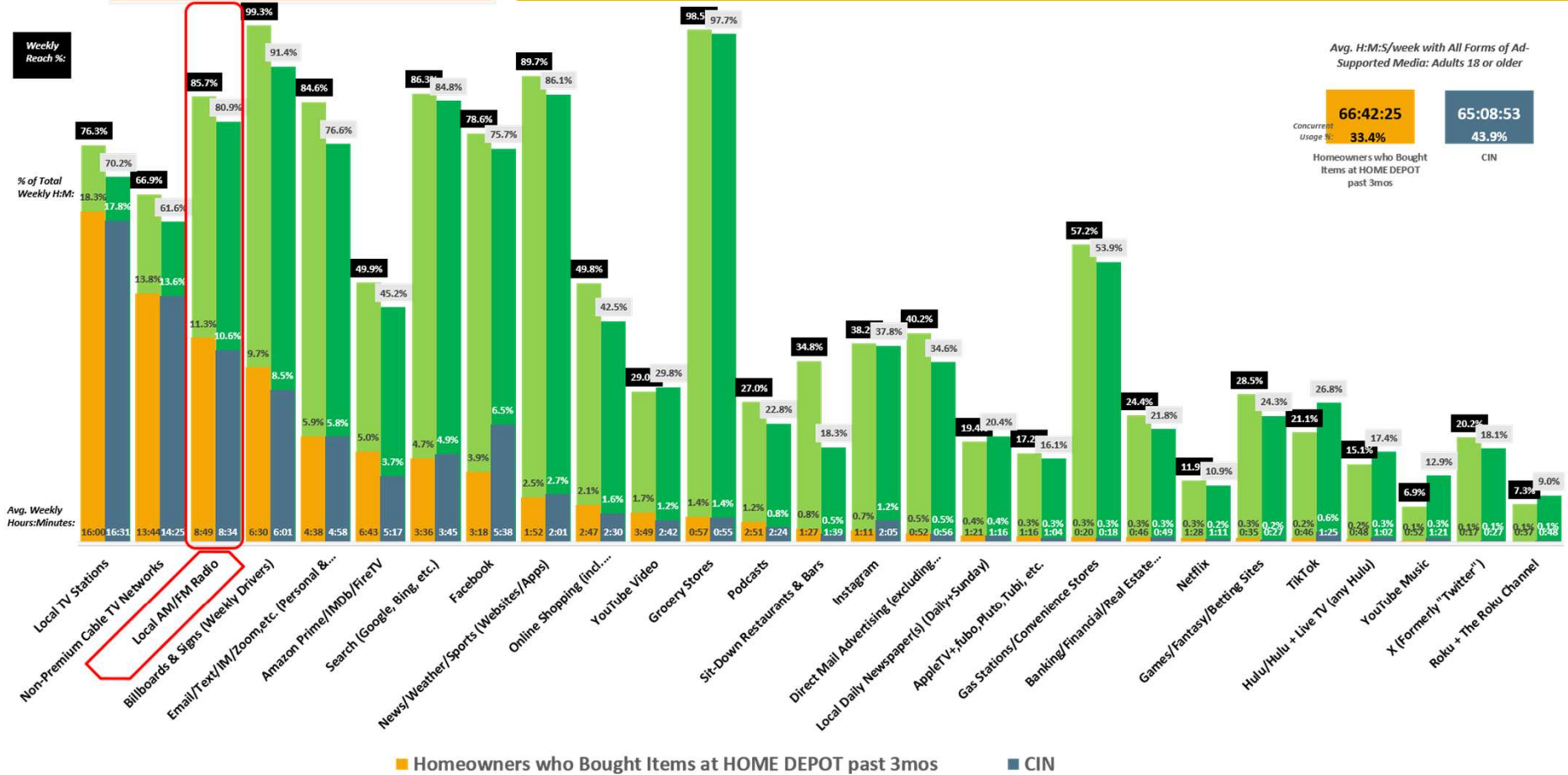


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 21 hours, 27 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
 87.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 8 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 18 hours, 42 minutes and 25 seconds each week with All Forms of Ad-Supported Media.
 85.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 8 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Media.



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

66:42:25
 Concurrent Usage %: 33.4%

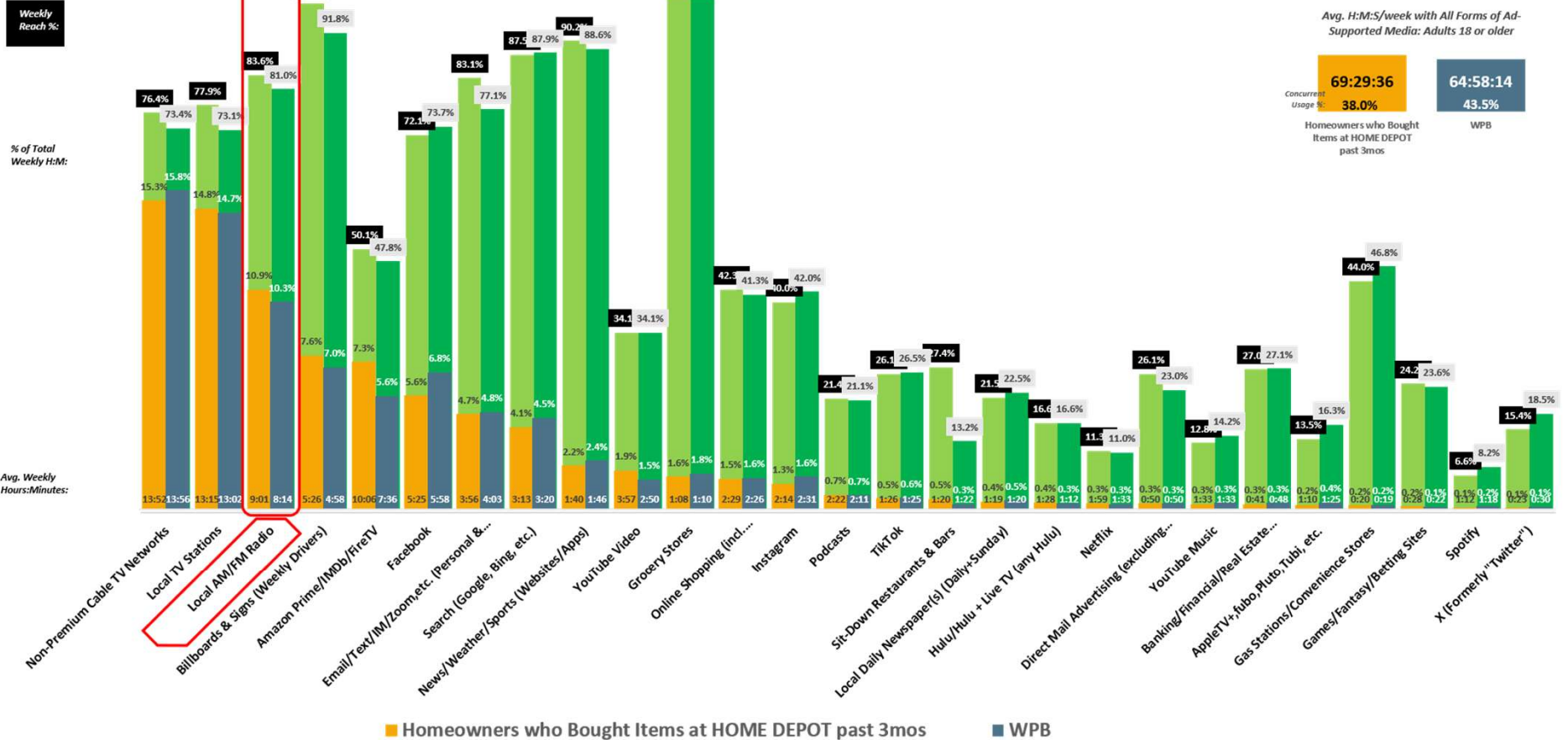
65:08:53
 43.9%

Homeowners who Bought Items at HOME DEPOT past 3mos

CIN



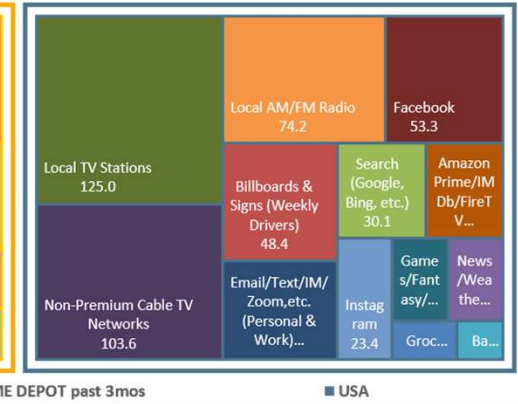
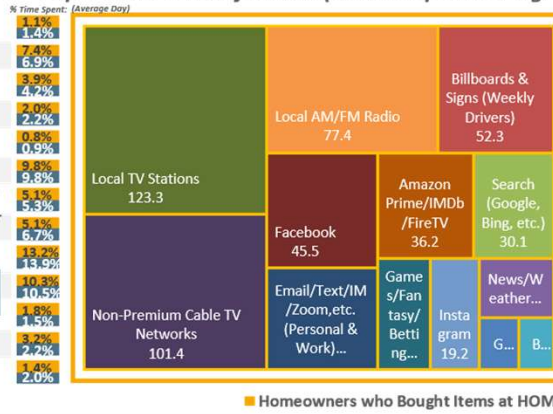
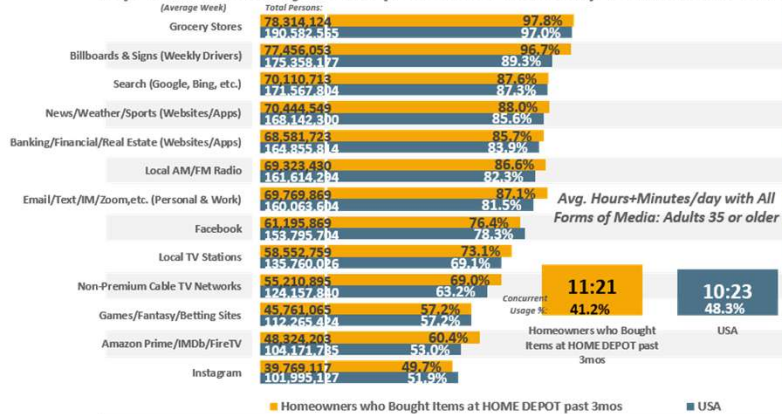
Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 2 days, 21 hours, 29 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
 83.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an avg. of 9 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



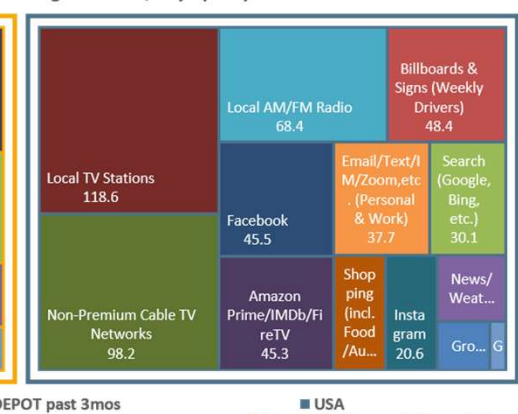
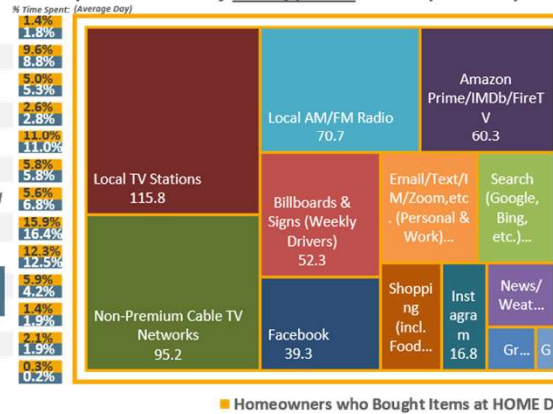
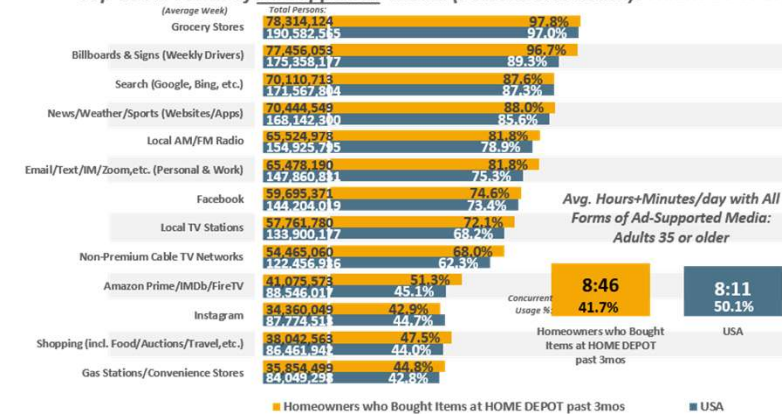


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 70.7 minutes/day. (Local Radio delivers 11.% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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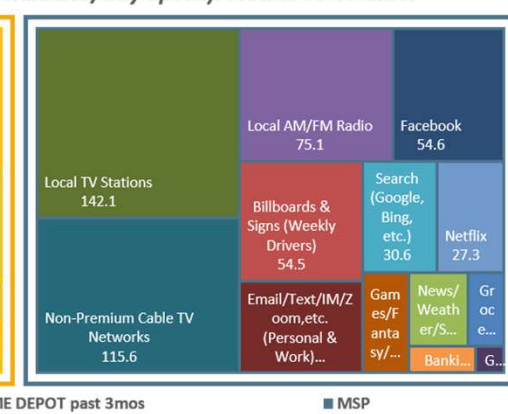
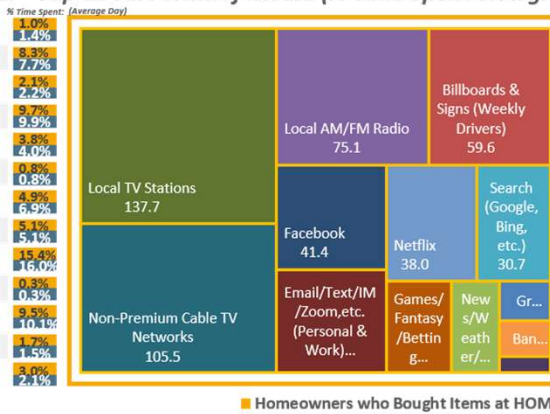
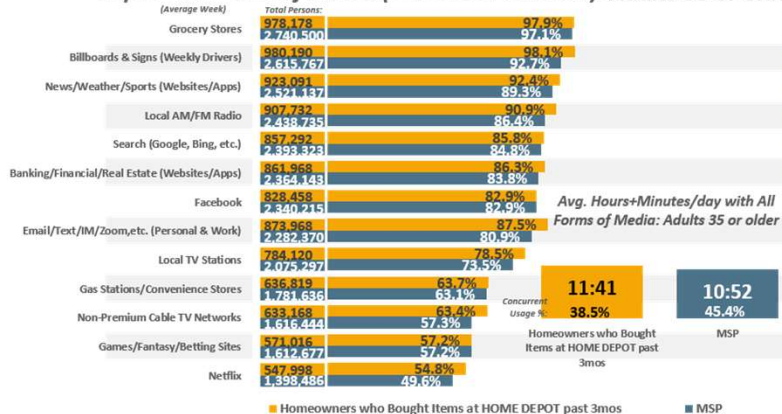
[[Own or rent residence (HHLHD): Own AND Major stores bought past 3 months: The Home Depot]]



Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 65.4 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

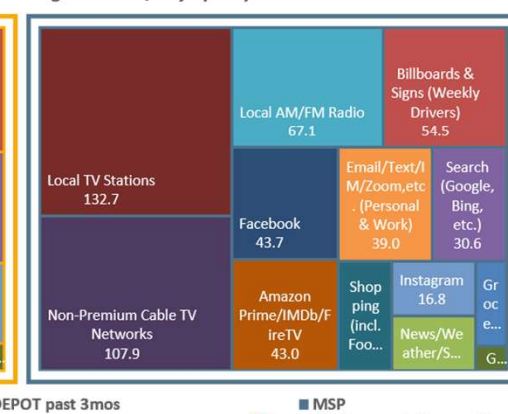
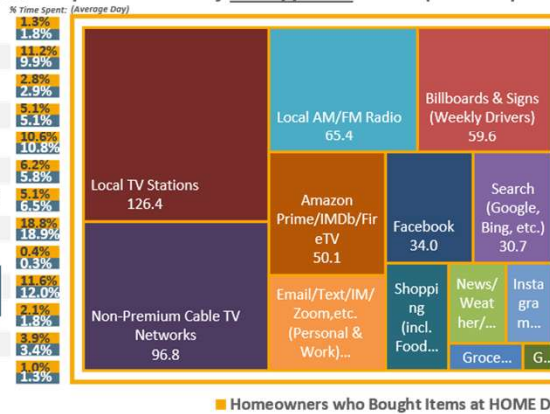
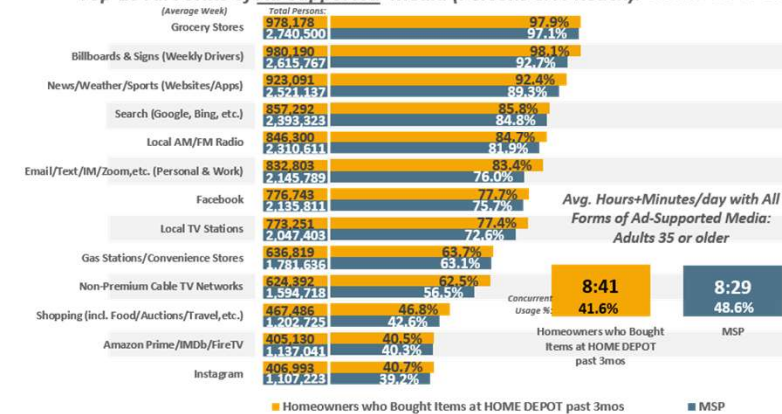
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 563
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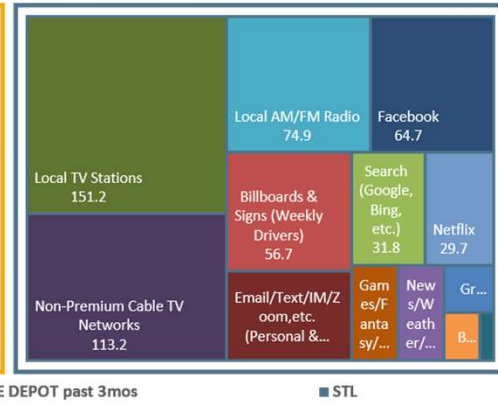
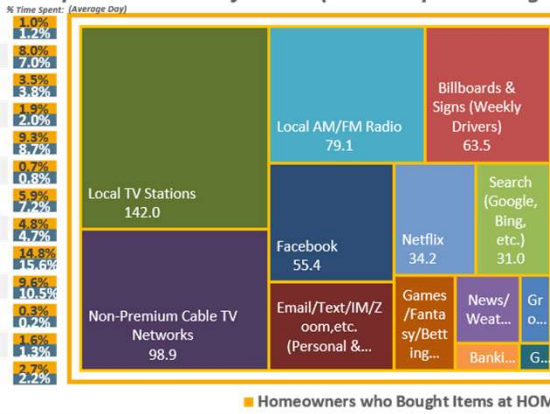
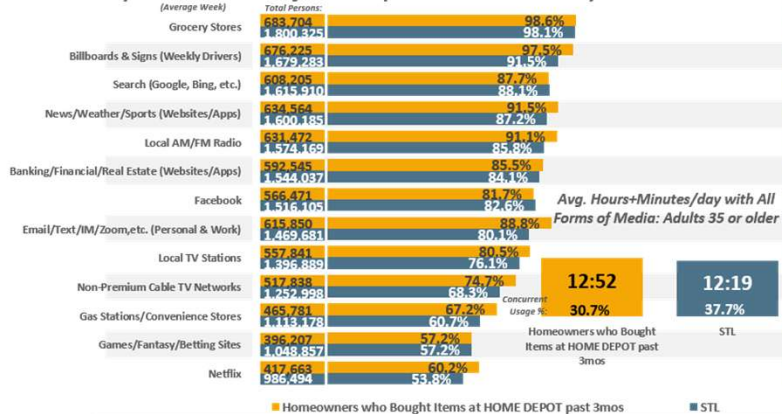
[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]



Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 9 hours and 55 minutes each day with All Forms of Ad-Supported Media. 87.1% listen to Local AM/FM Radio for an avg. of 76.1 minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

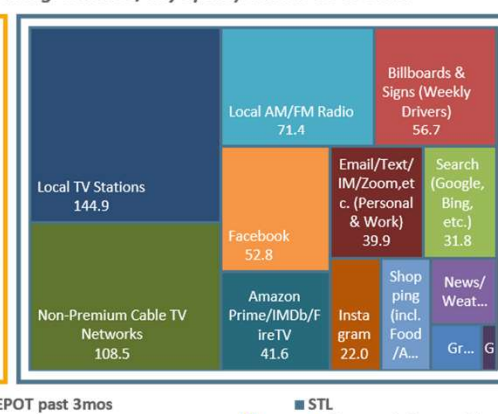
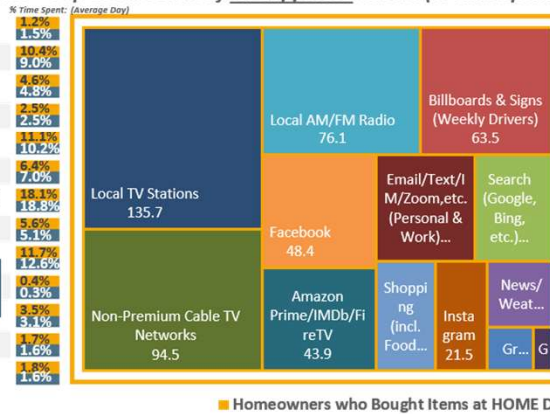
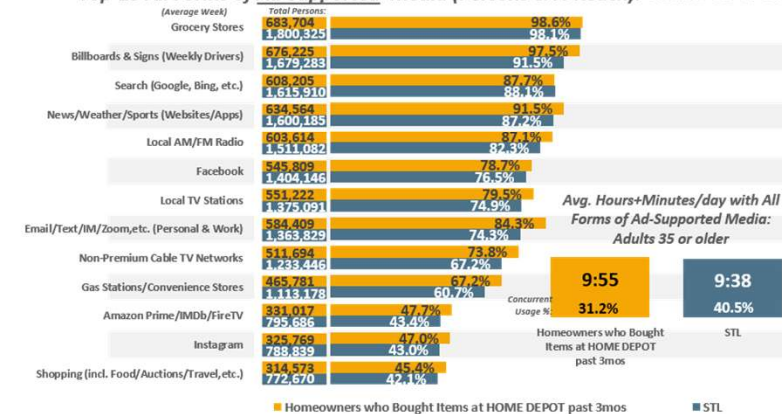
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

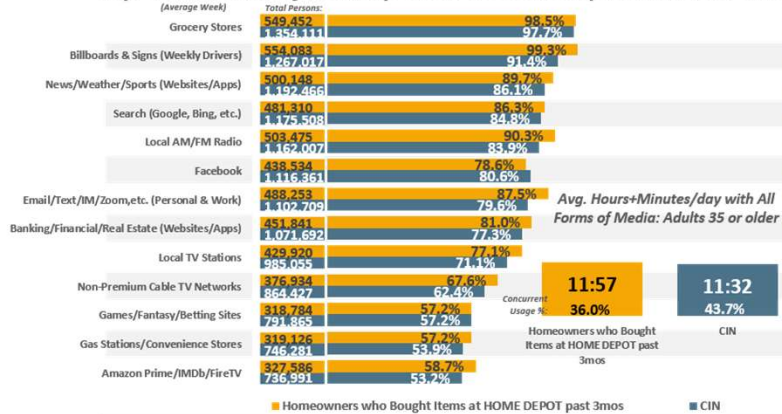
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



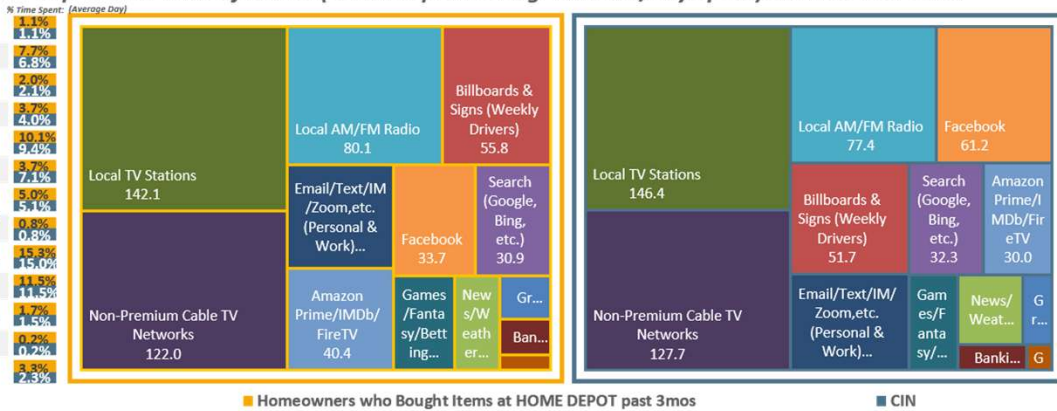


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 9 hours and 31 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 75.6 minutes/day. (Local Radio delivers 11.3% of Time with Ad-Supported Media.)

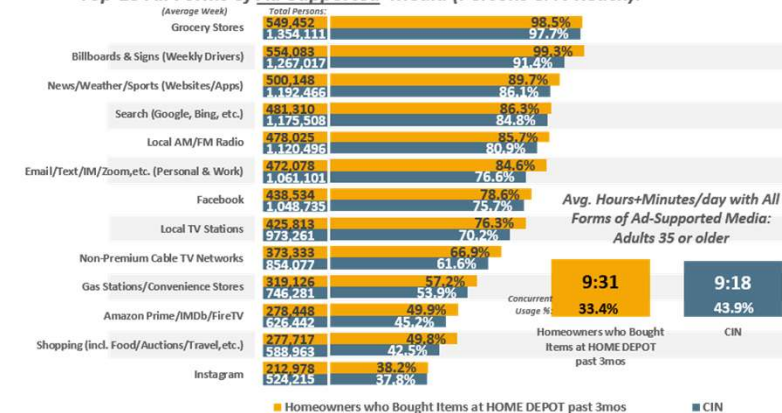
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



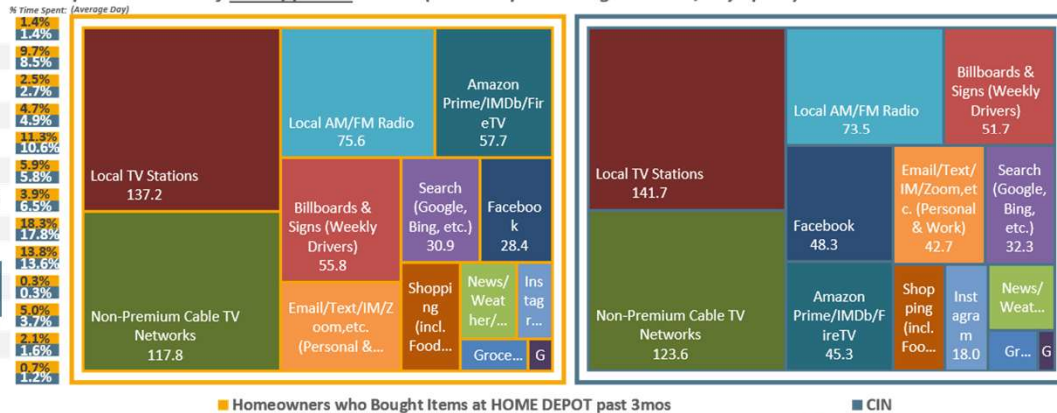
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



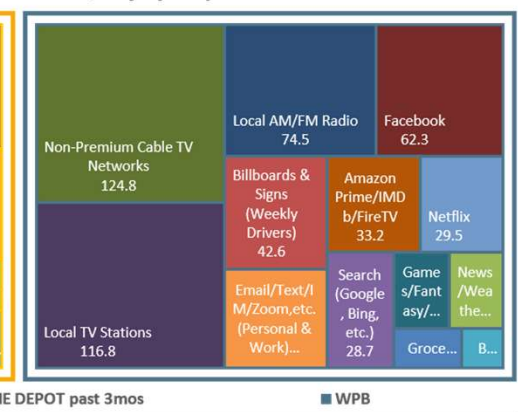
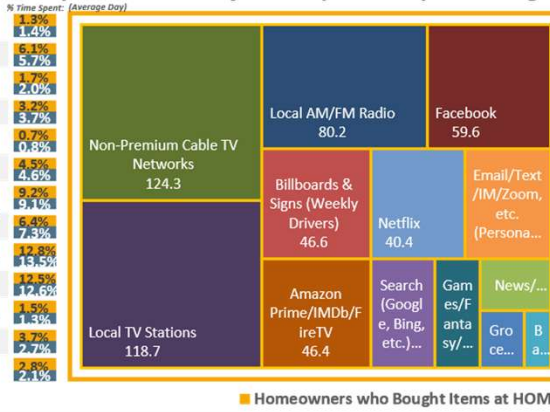
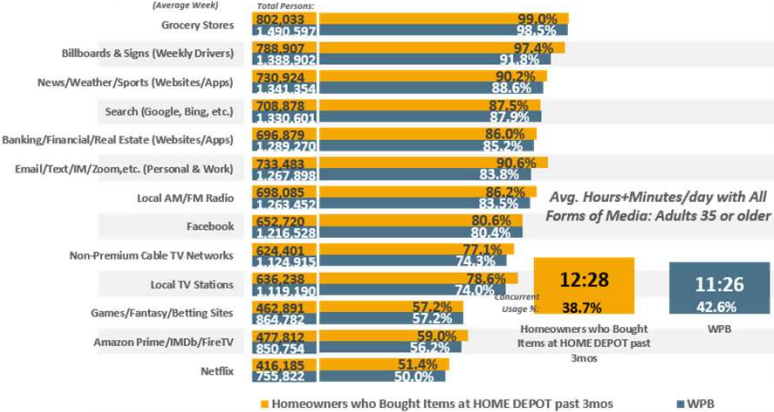
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



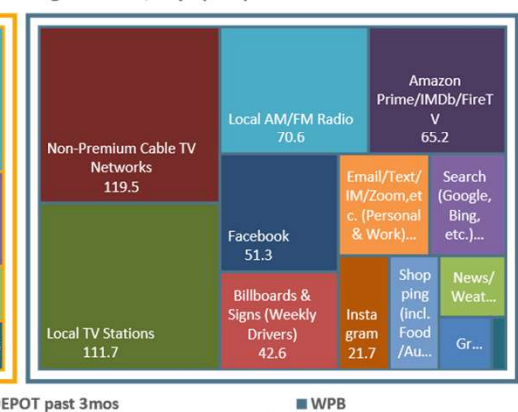
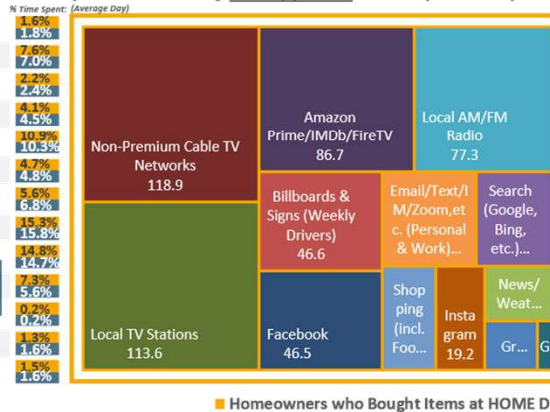
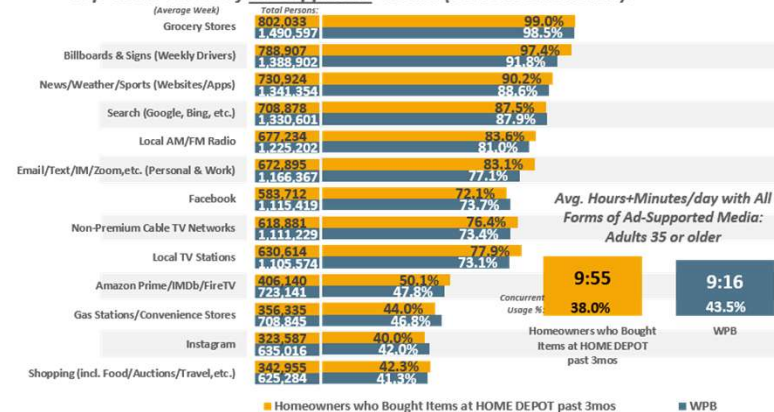


Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 9 hours and 55 minutes each day with All Forms of Ad-Supported Media. 83.6% listen to Local AM/FM Radio for an avg. of 77.3 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

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**



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,129
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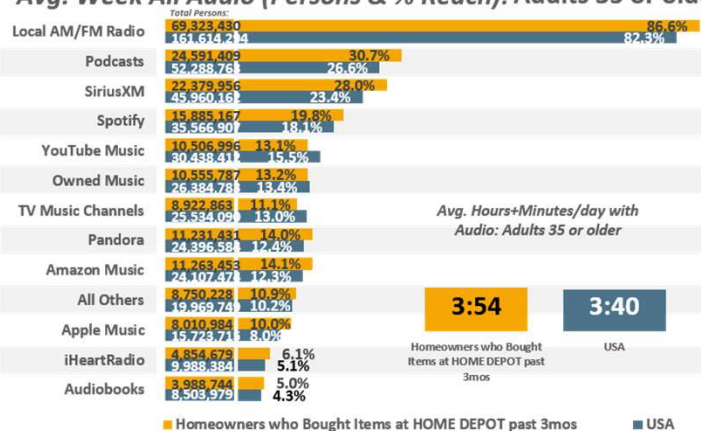
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]

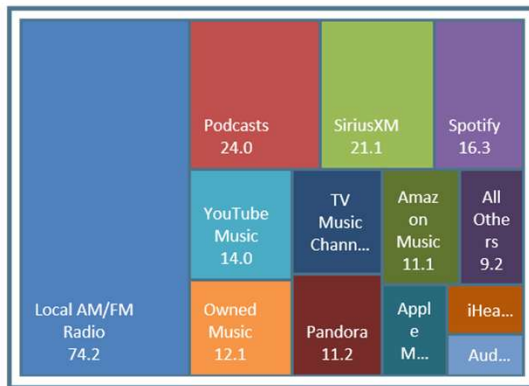
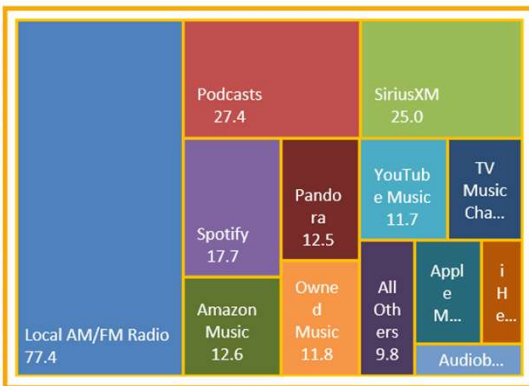


65,524,978 or 81.8% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.

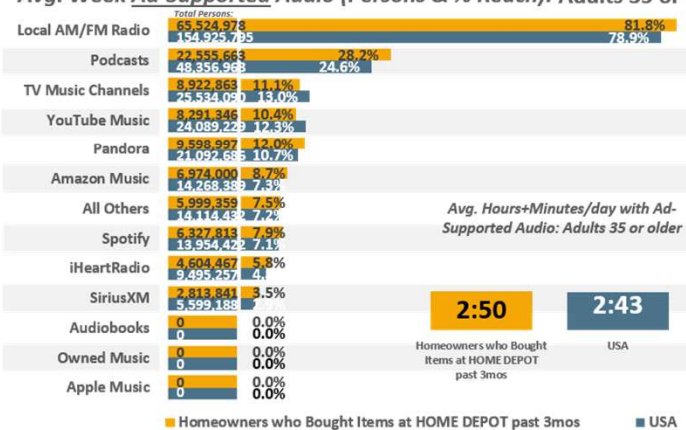
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



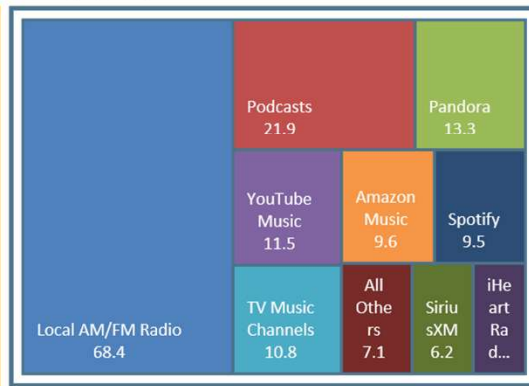
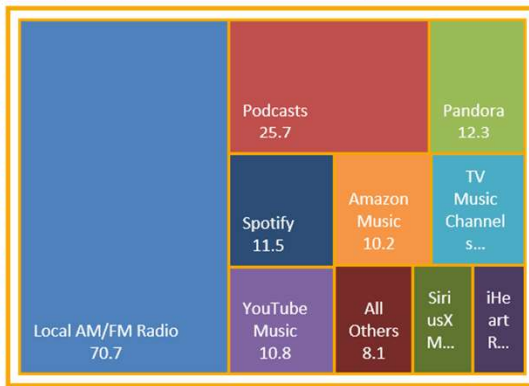
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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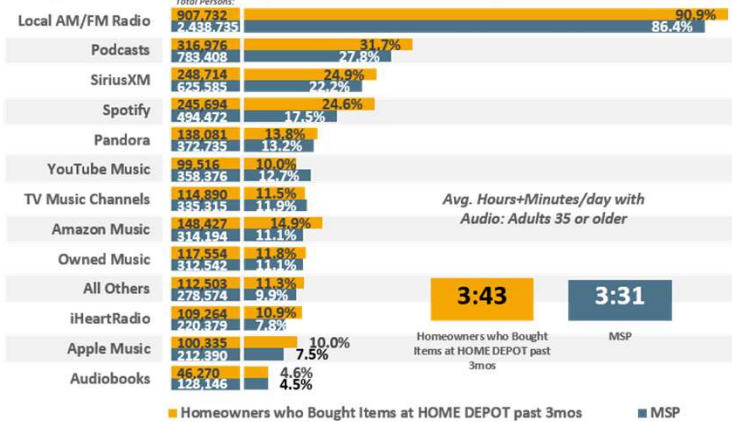
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[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]

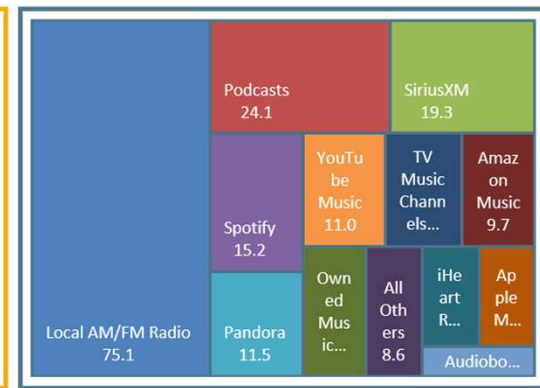
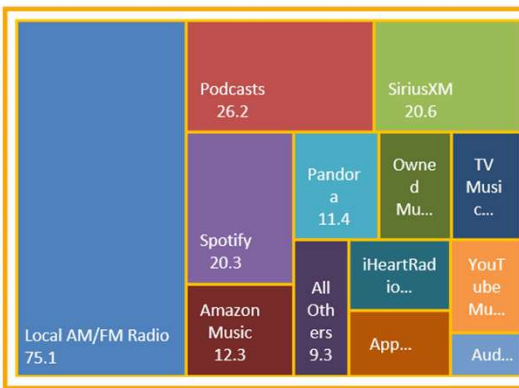


846,300 or 84.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

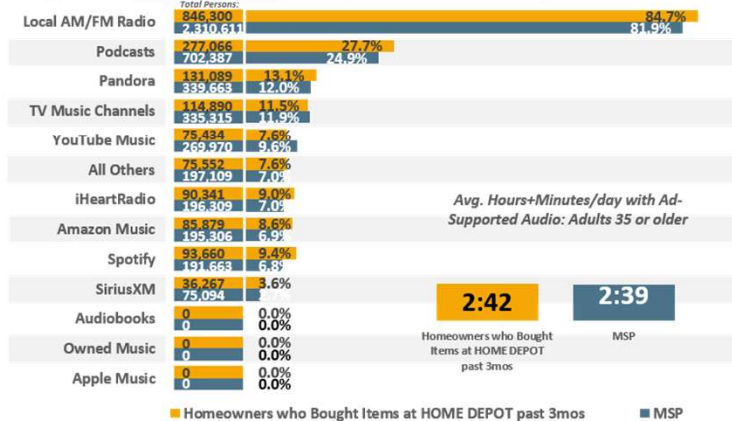
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



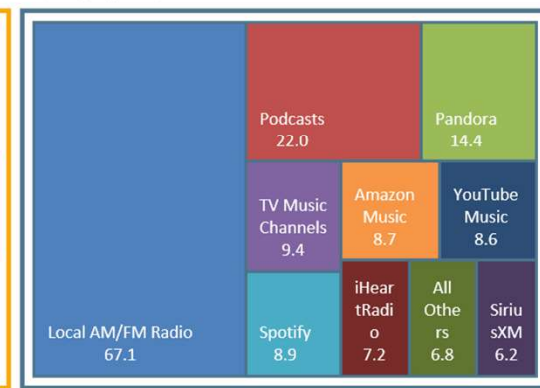
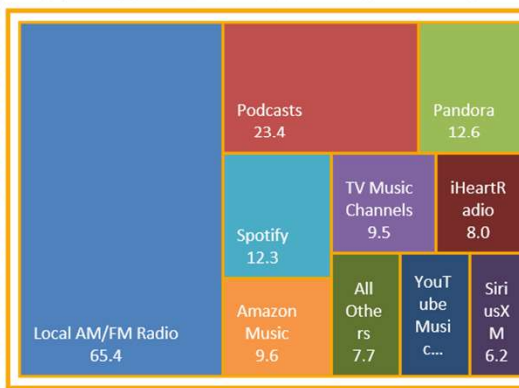
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



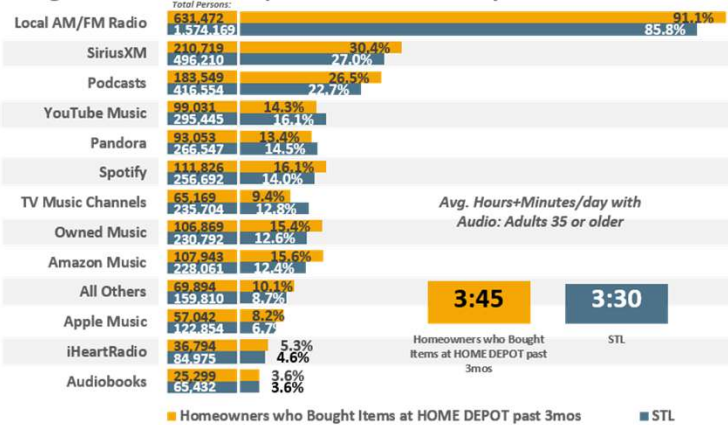
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



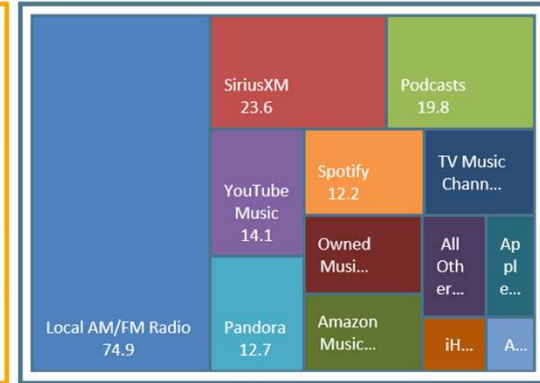
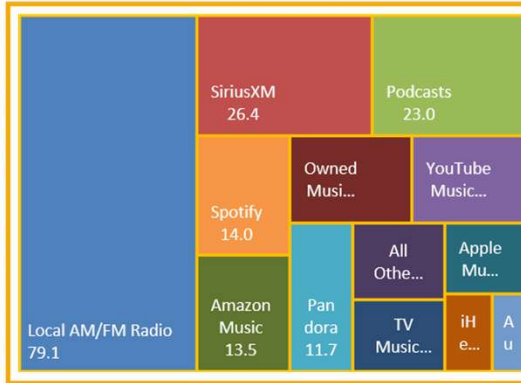


603,614 or 87.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76.1 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.

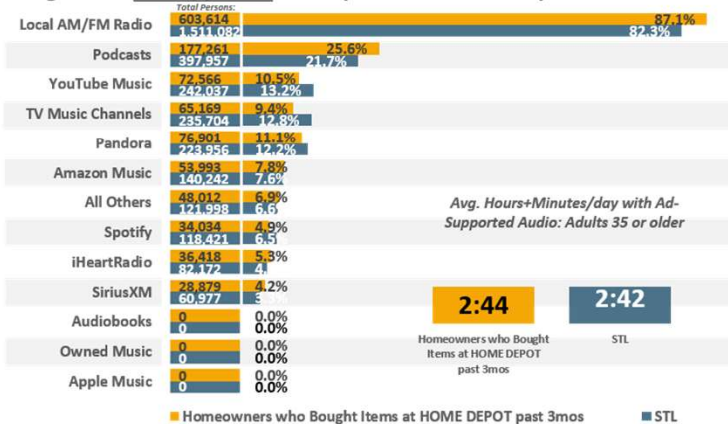
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



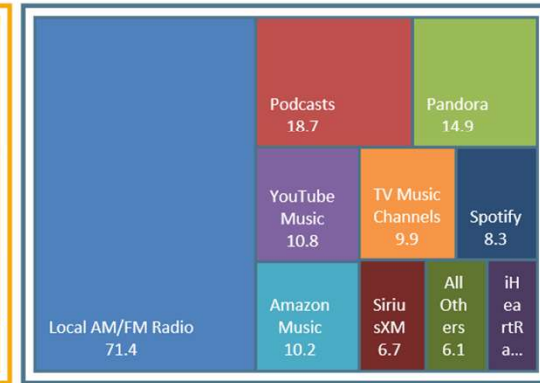
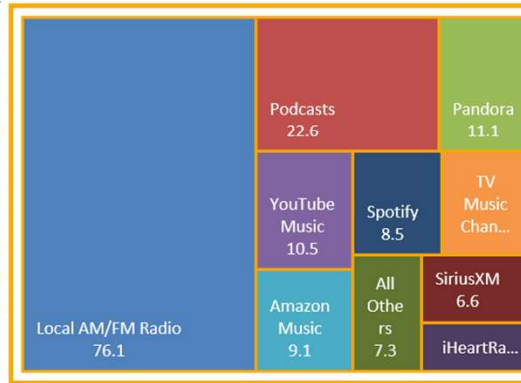
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



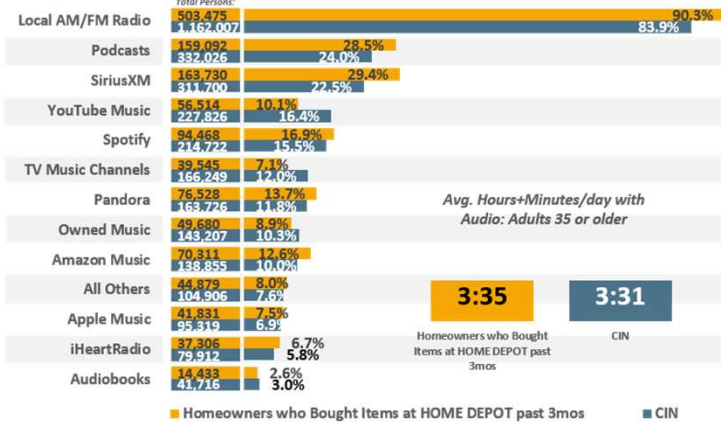
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



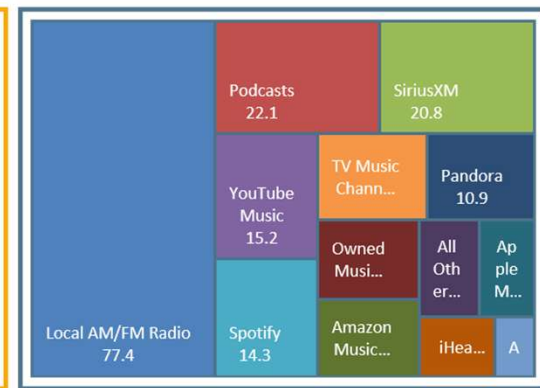
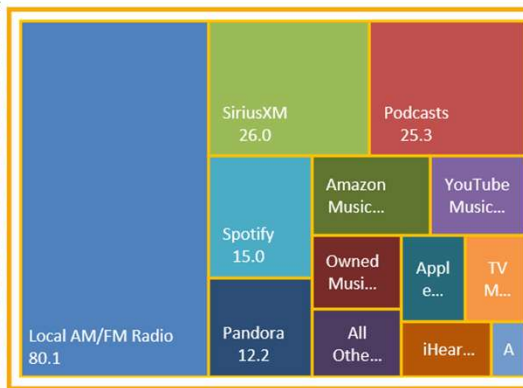


478,025 or 85.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 75.6 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

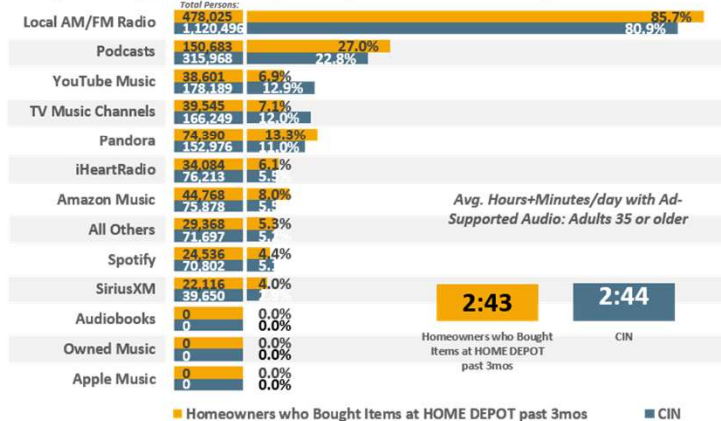
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



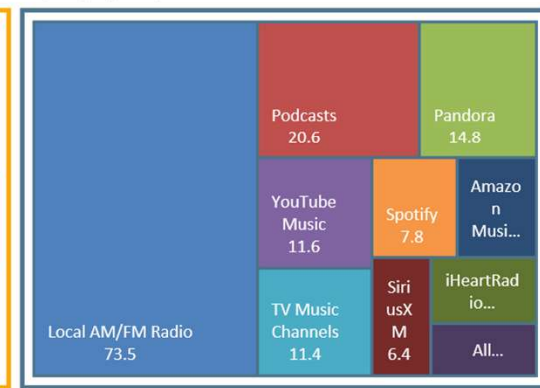
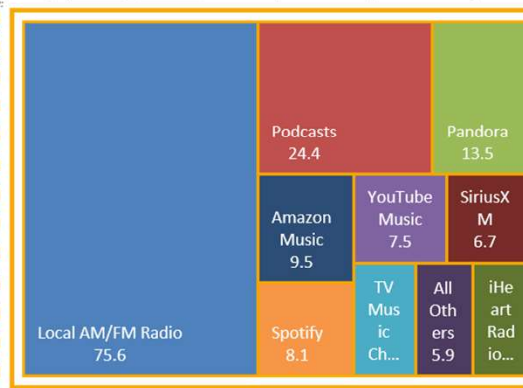
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



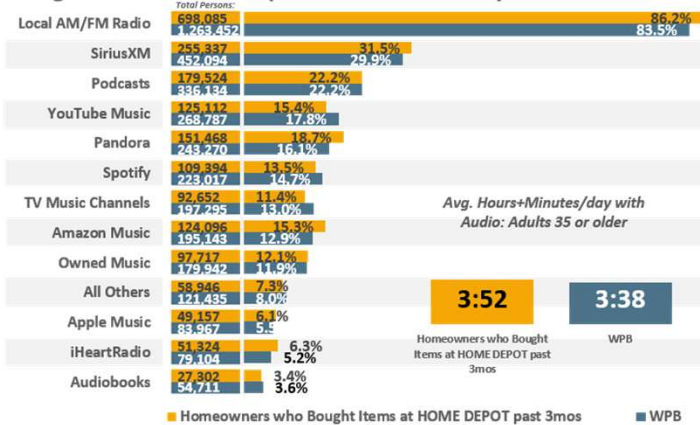
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



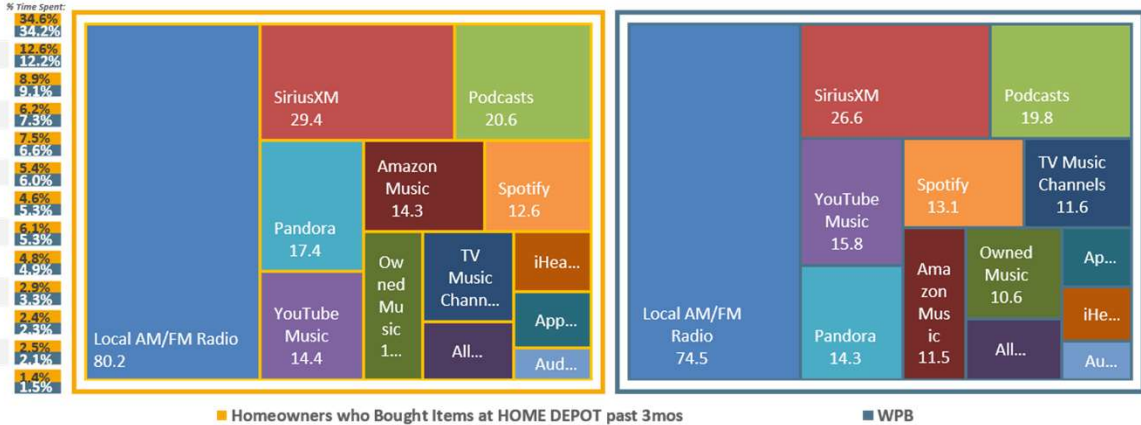


677,234 or 83.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 77.3 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

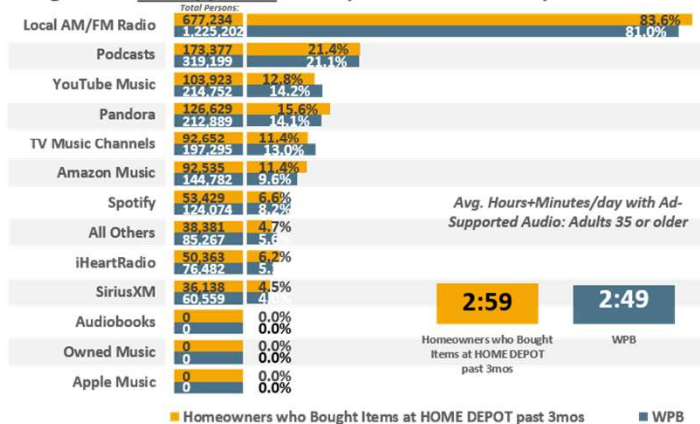
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



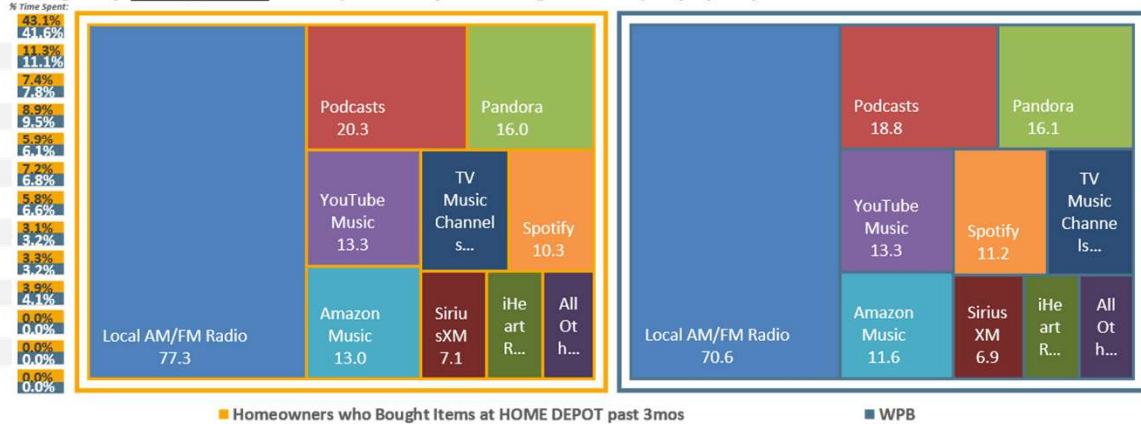
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

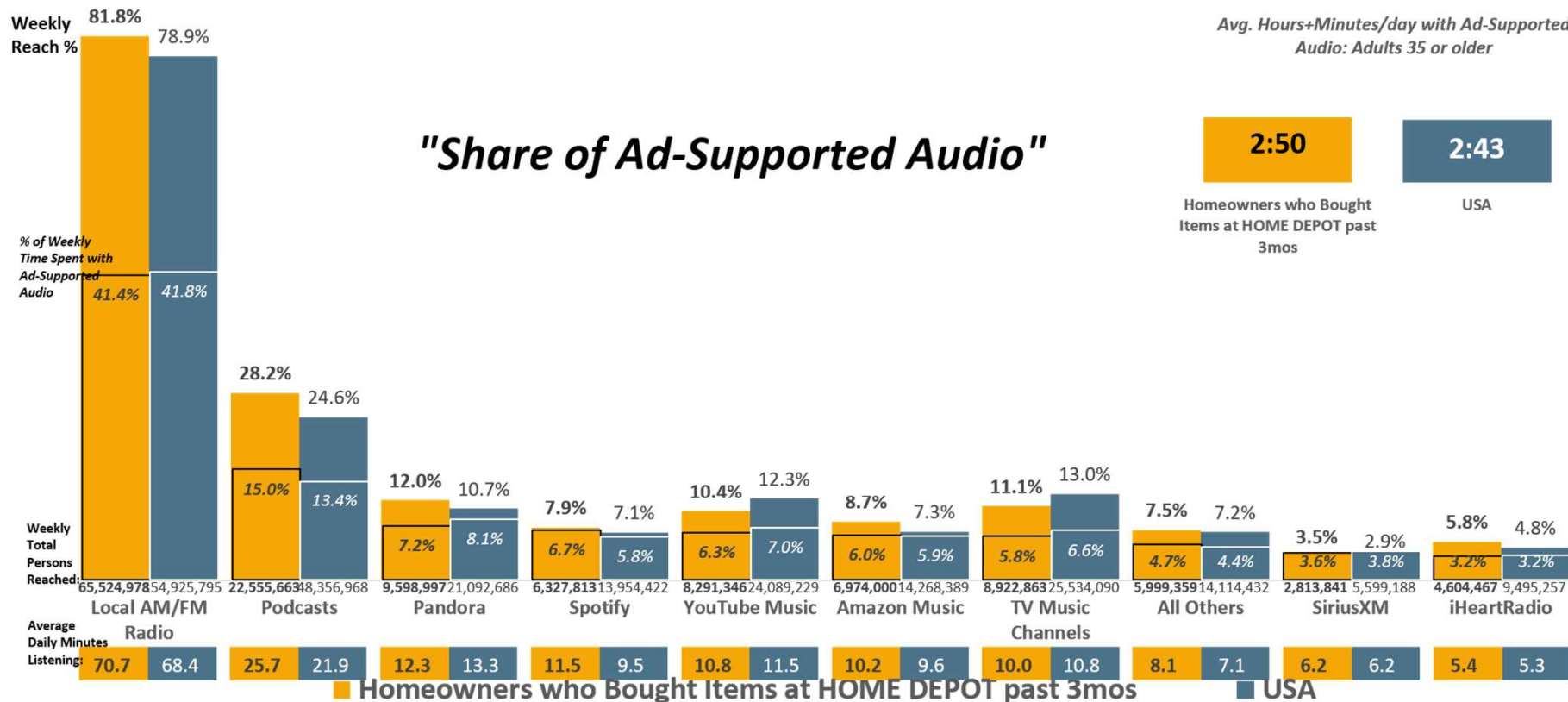


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



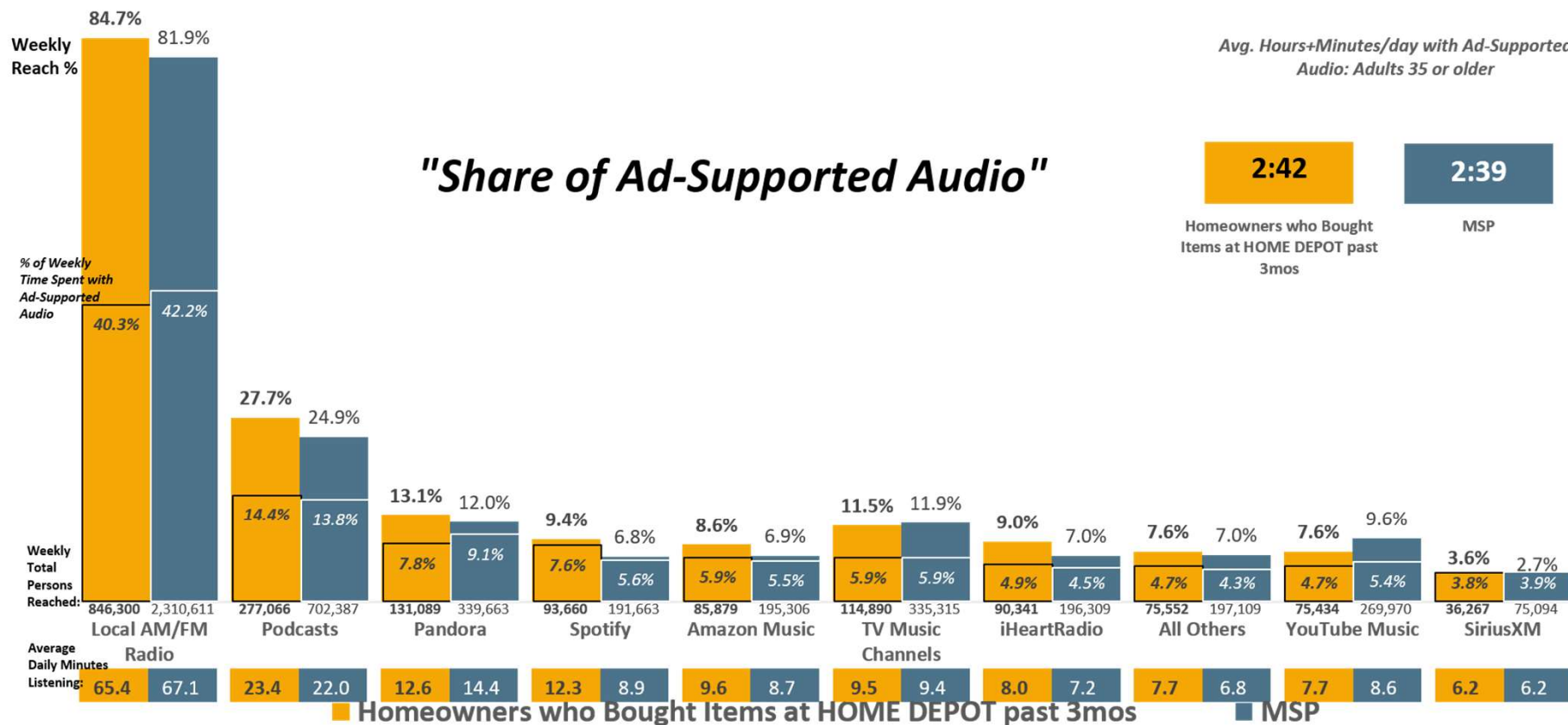


65,524,978 or 81.8% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 70.7 minutes every day representing 41.4% of all time spent daily with Ad-Supported Audio.





846,300 or 84.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 65.4 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.



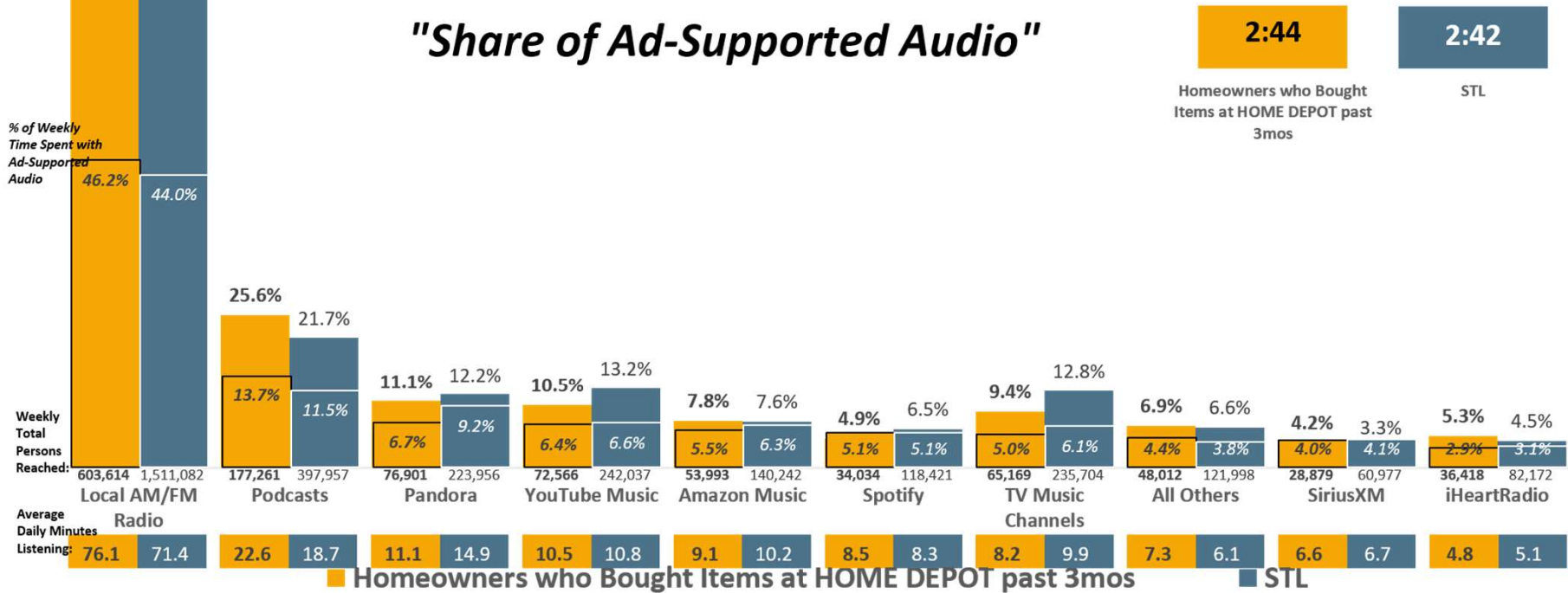


603,614 or 87.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76.1 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 87.1%

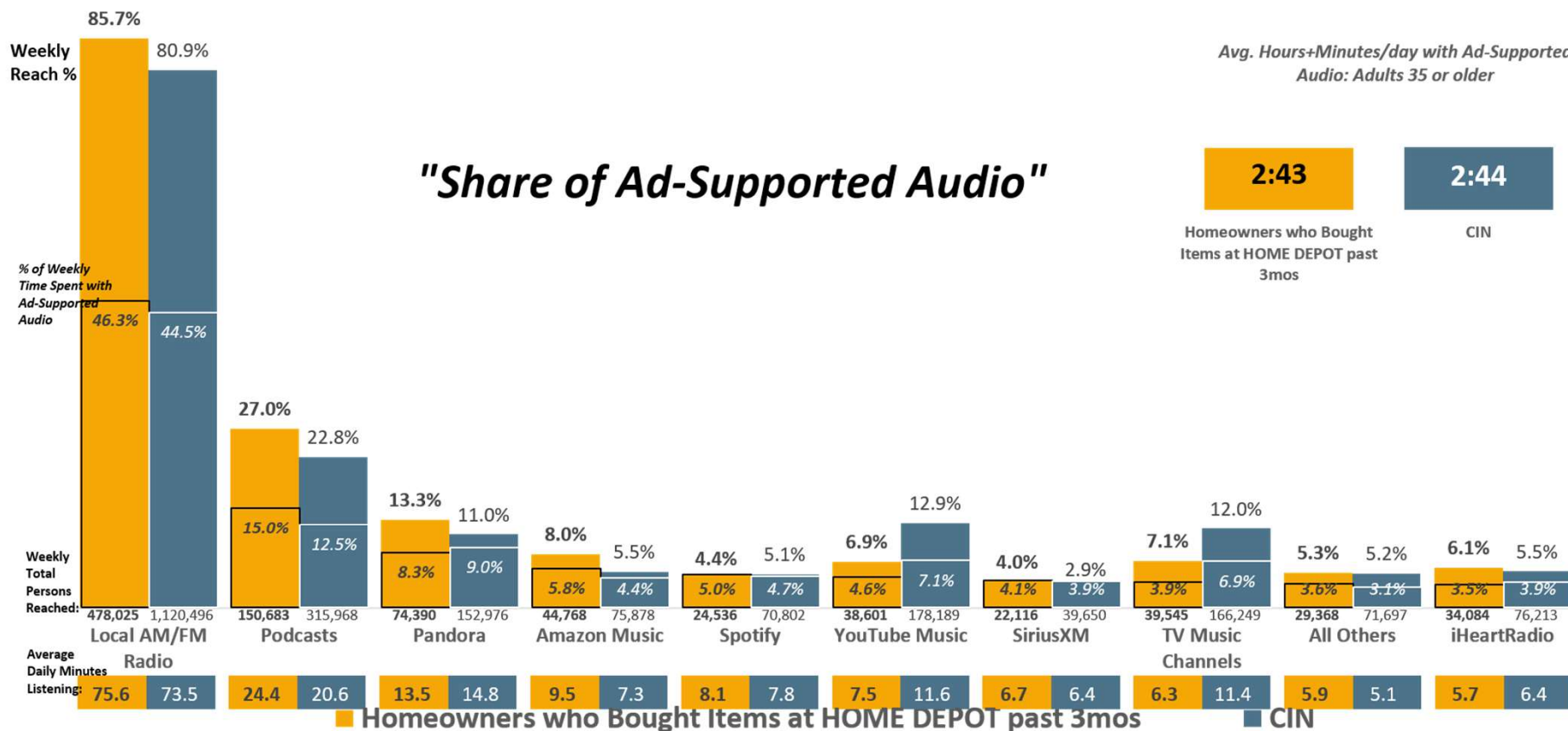
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

"Share of Ad-Supported Audio"



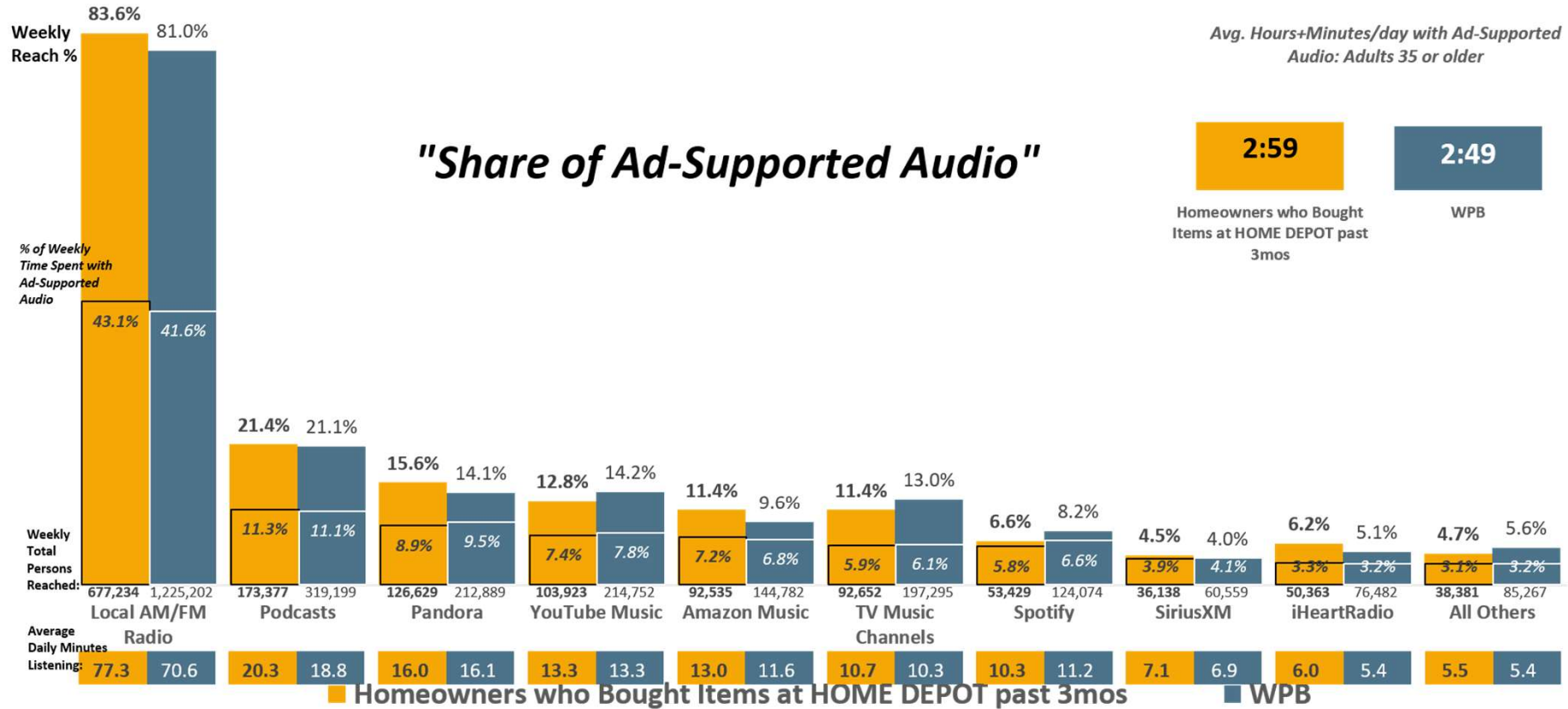


478,025 or 85.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 75.6 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.





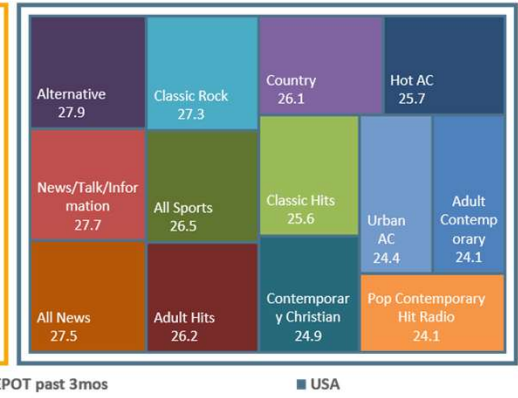
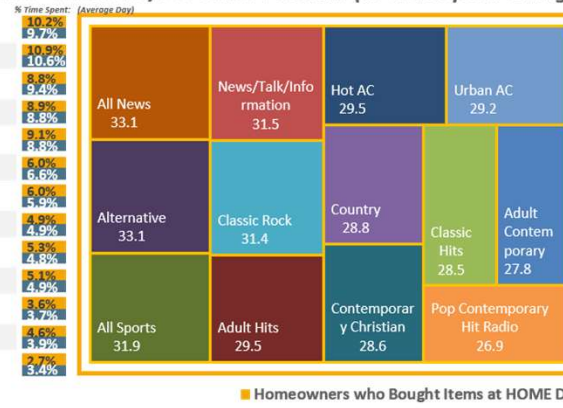
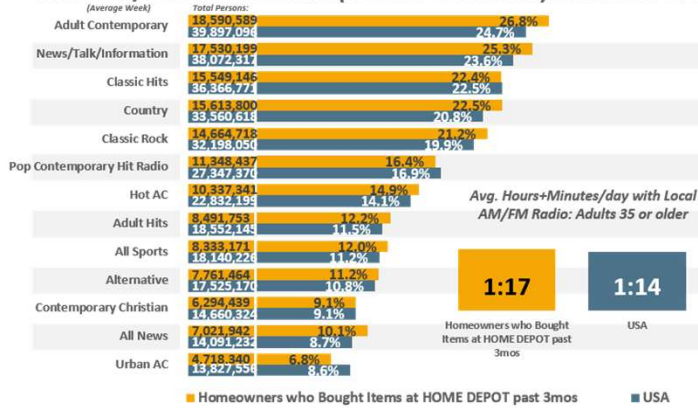
677,234 or 83.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 77.3 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



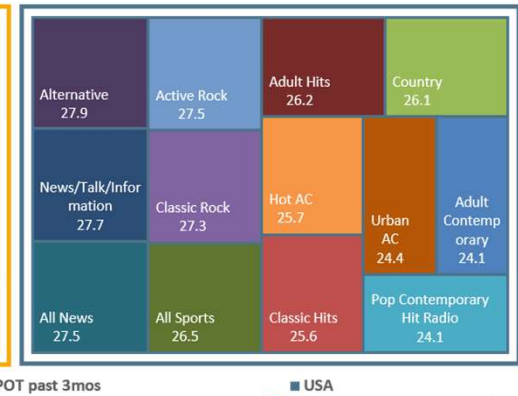
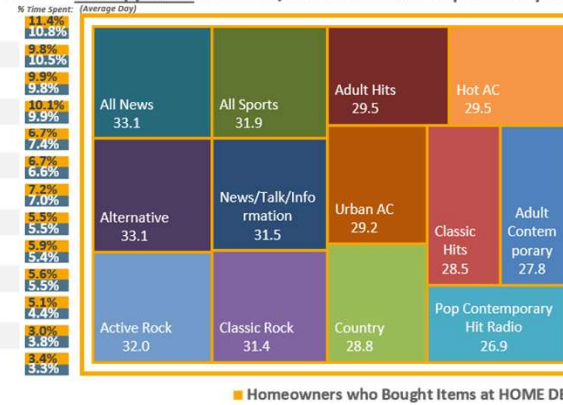
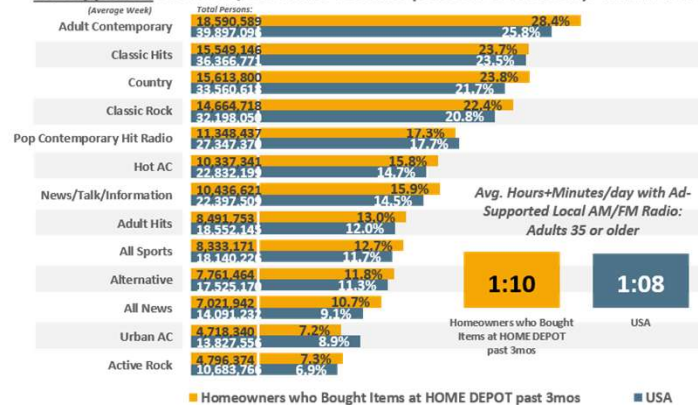


65,524,978 or 81.8% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Pop Contemporary Hit Radio.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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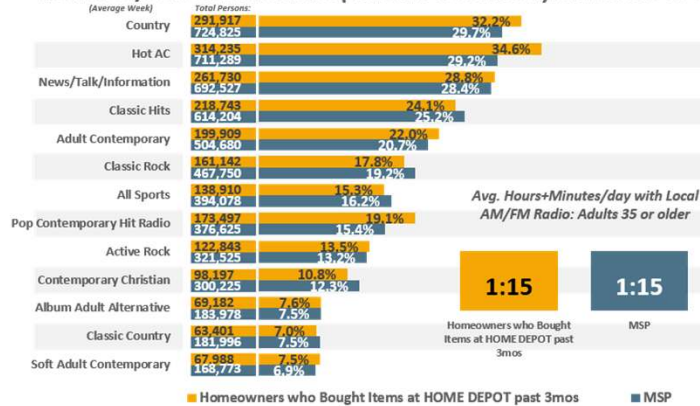
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

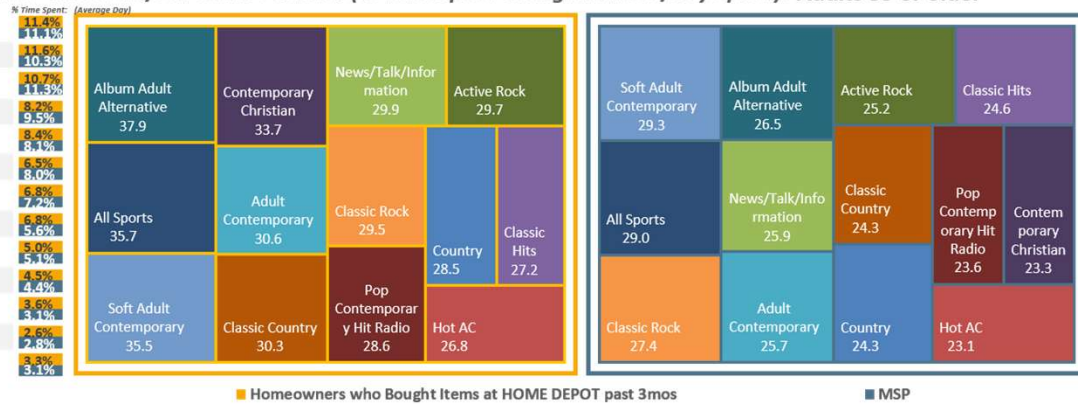


846,300 or 84.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Adult Contemporary, and Pop Contemporary Hit Radio.

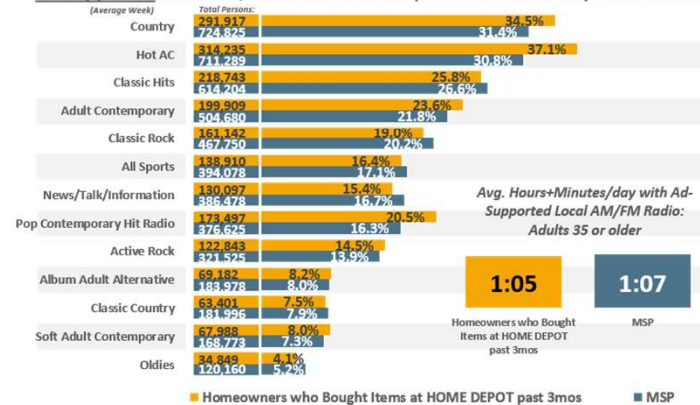
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



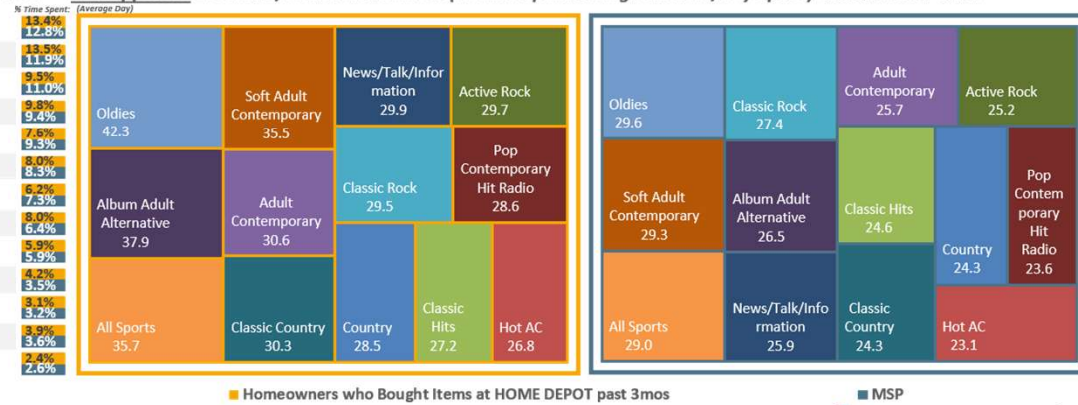
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



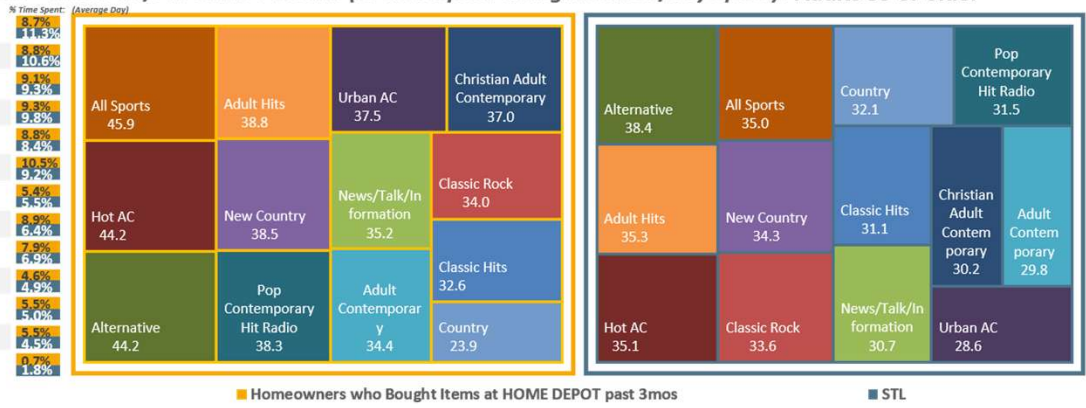
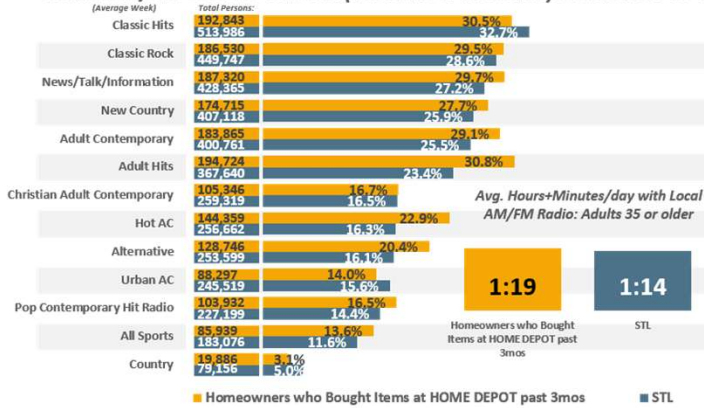
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



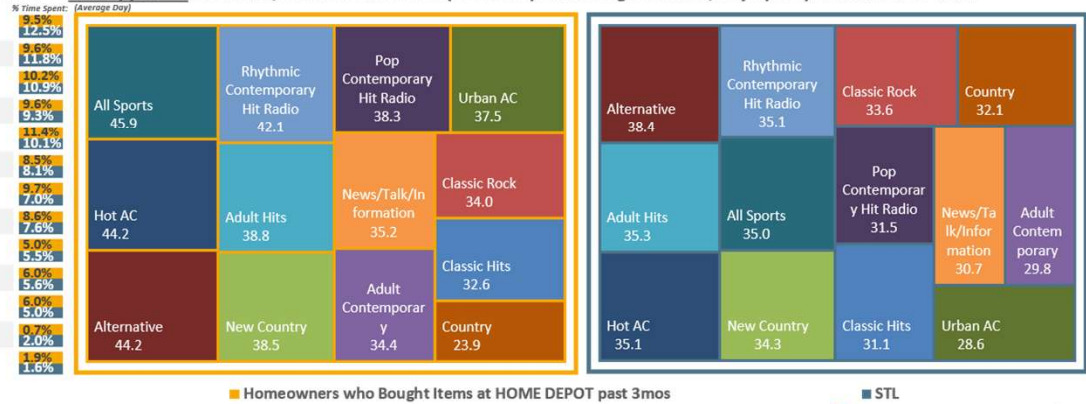
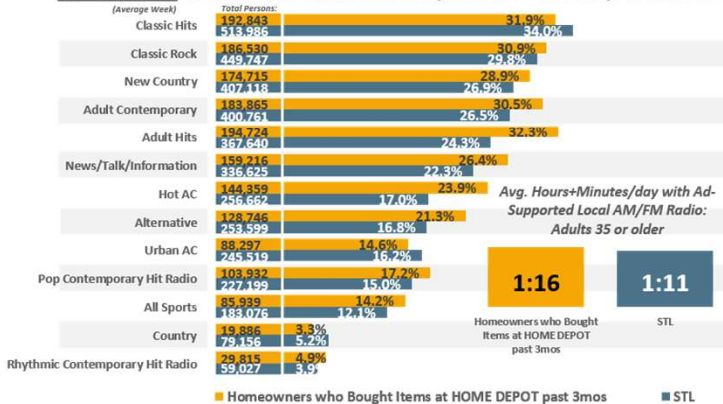


603,614 or 87.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, Classic Rock, Adult Contemporary, and New Country.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 629
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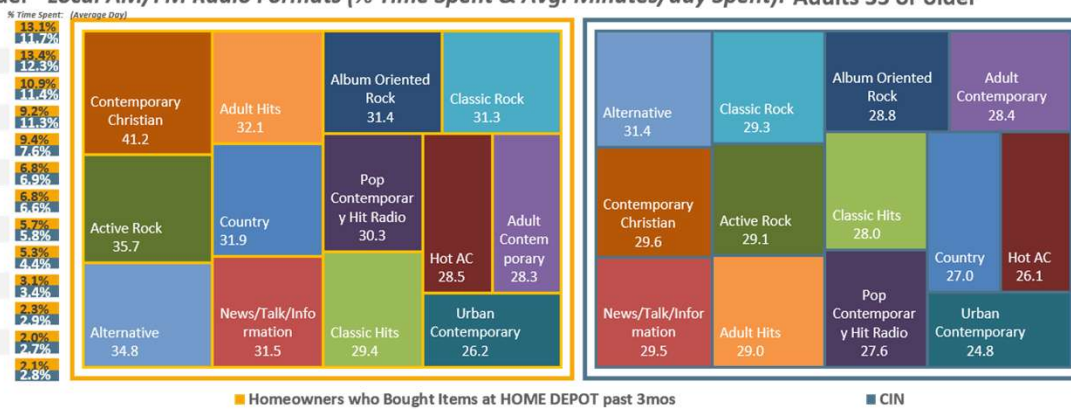
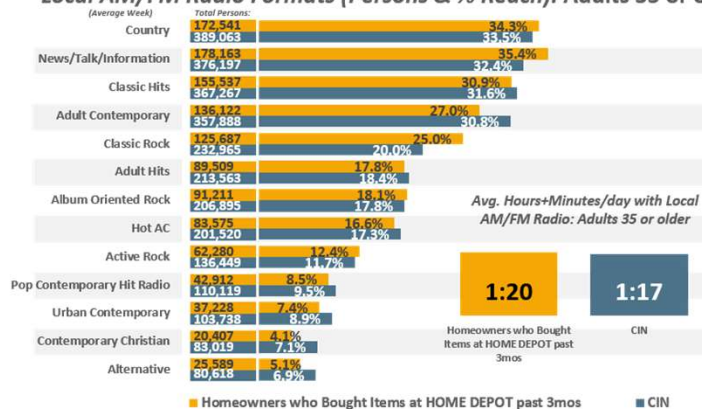
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

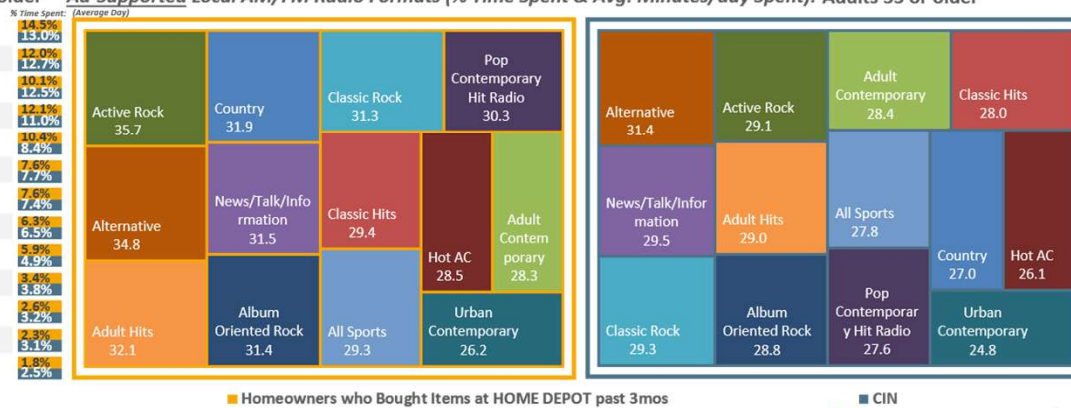
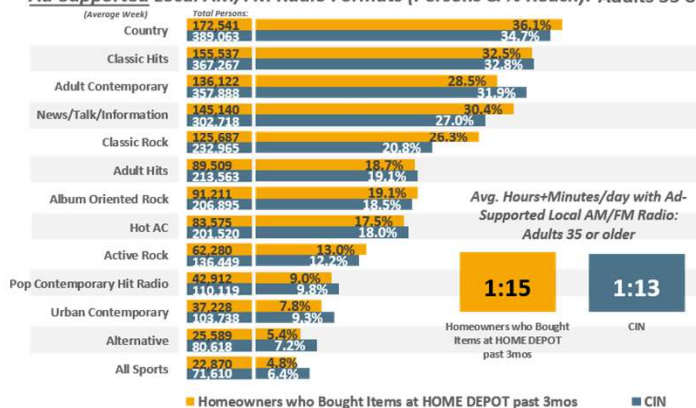


478,025 or 85.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, News/Talk/Information, Adult Contemporary, and Classic Rock.

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



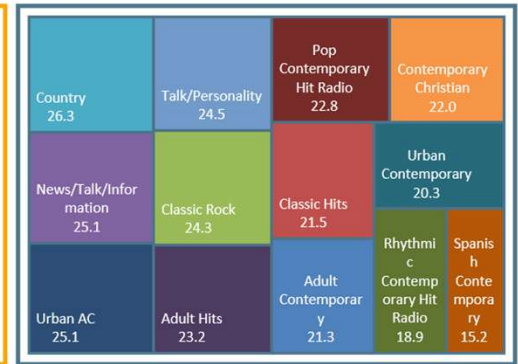
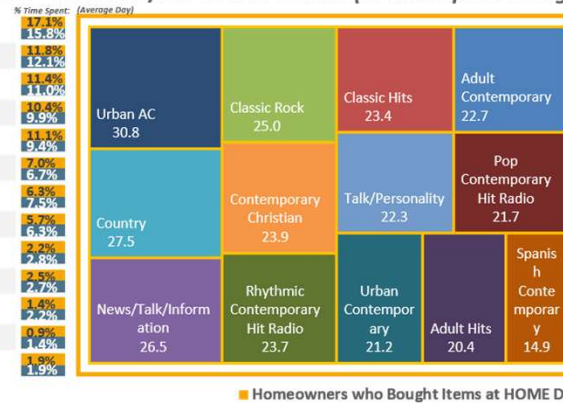
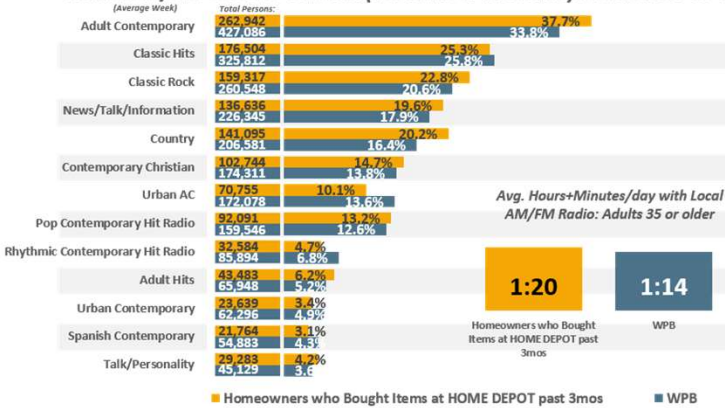
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



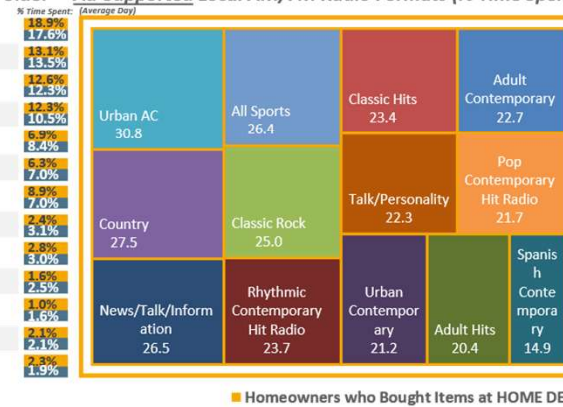
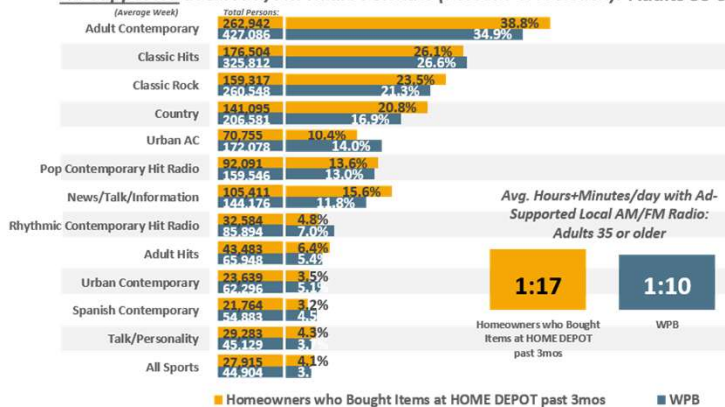


677,234 or 83.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and News/Talk/Information.

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,129
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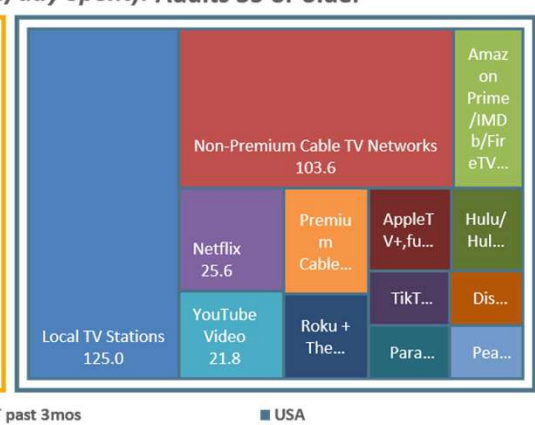
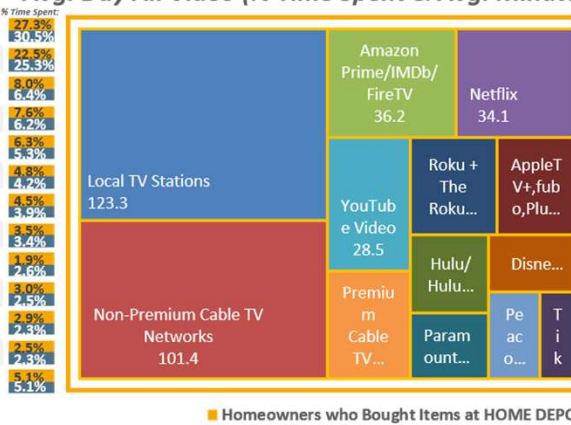
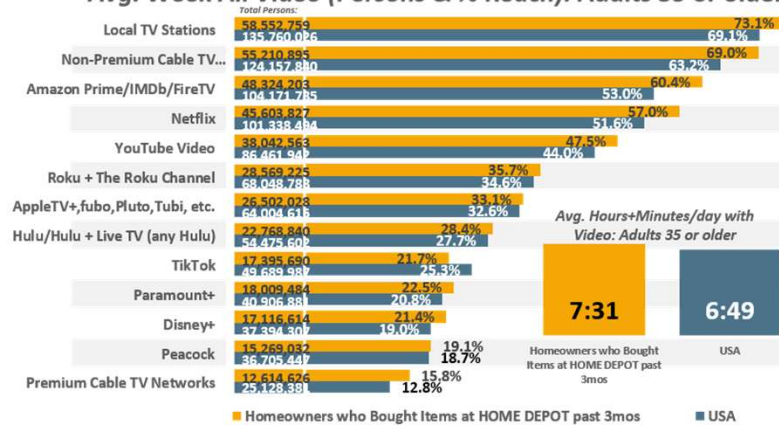
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



57,761,780 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 115.8 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

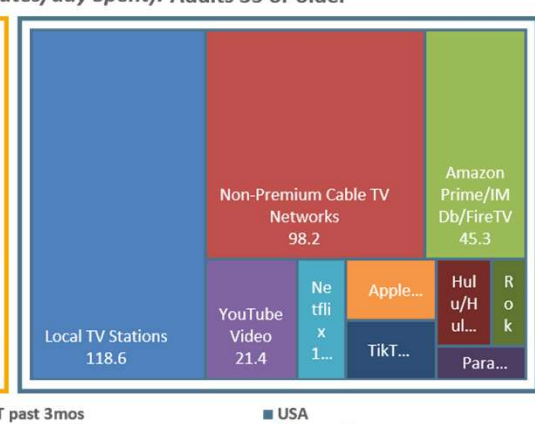
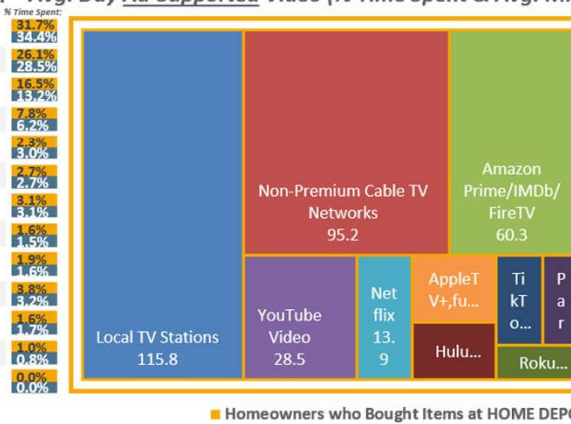
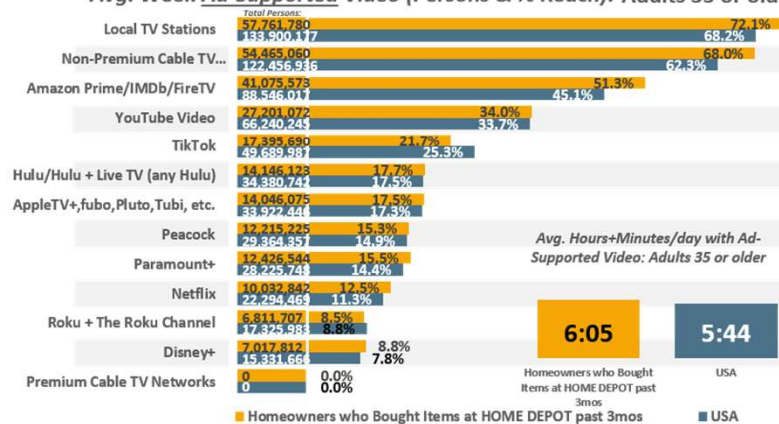
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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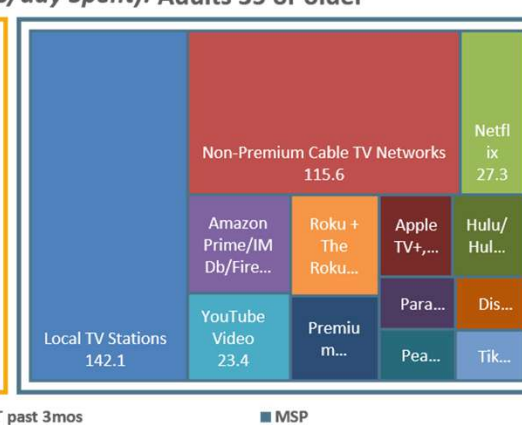
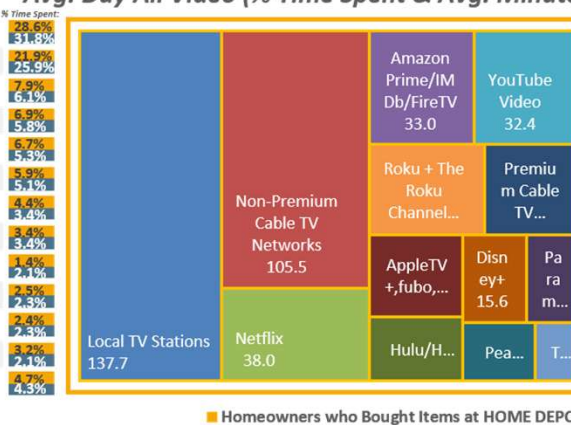
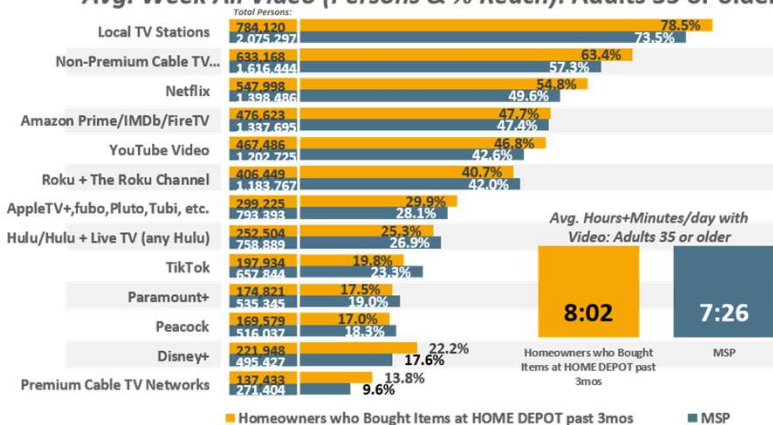
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



773,251 or 77.4% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 126.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

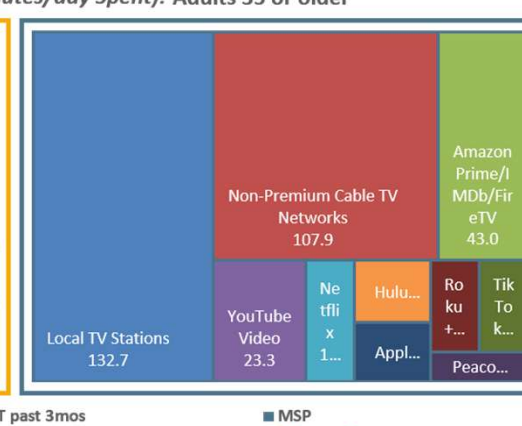
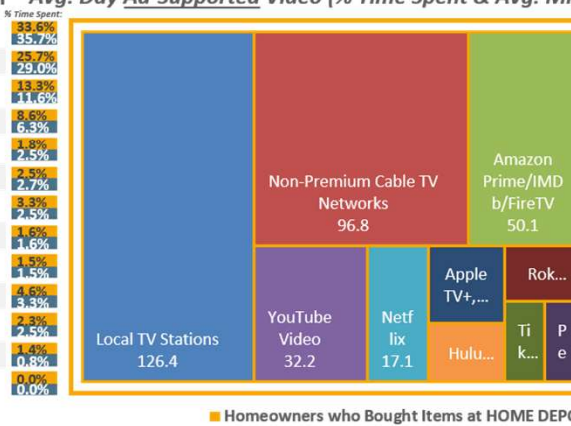
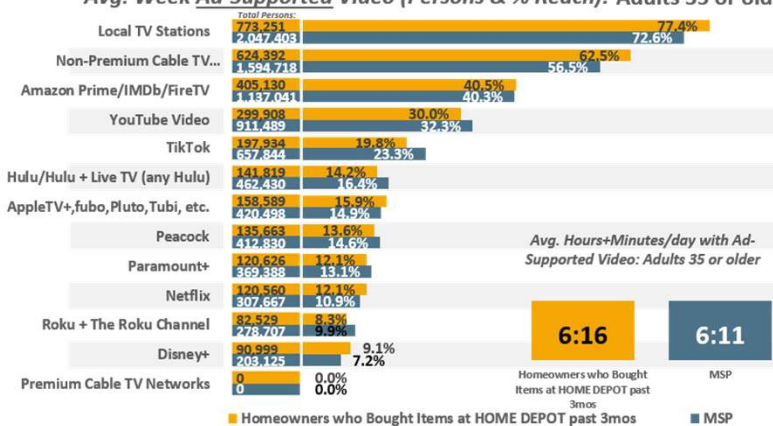
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 563
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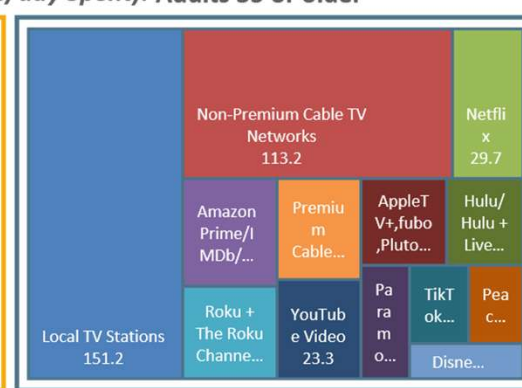
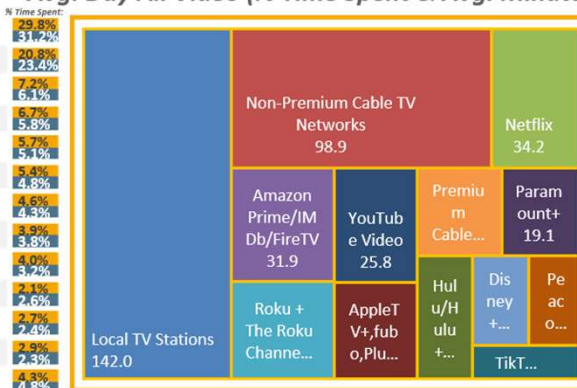
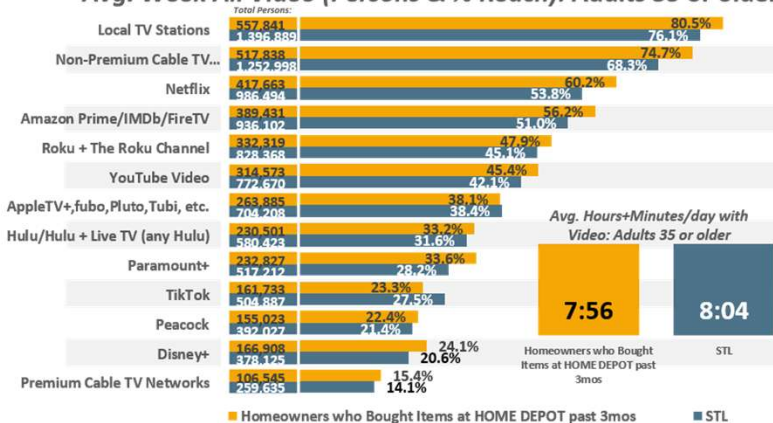
[[Own or rent residence (HHLHD): Own AND Major stores bought past 3 months: The Home Depot]]



551,222 or 79.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 135.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

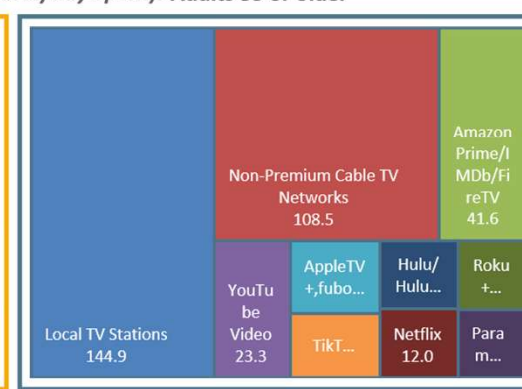
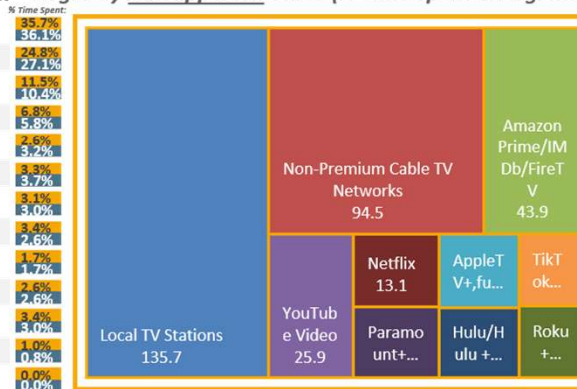
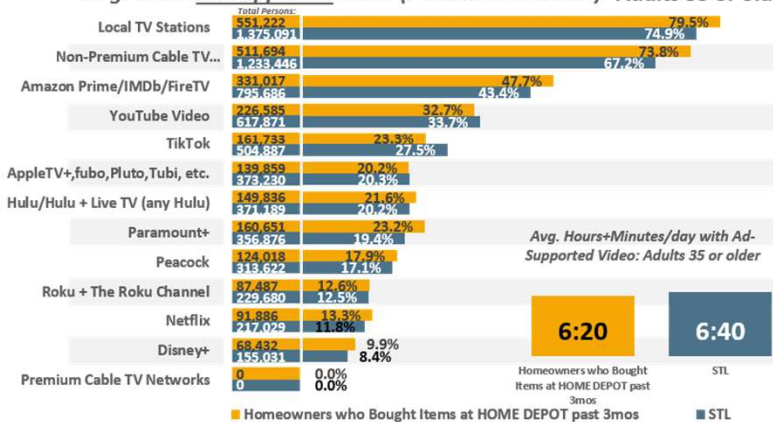
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 629
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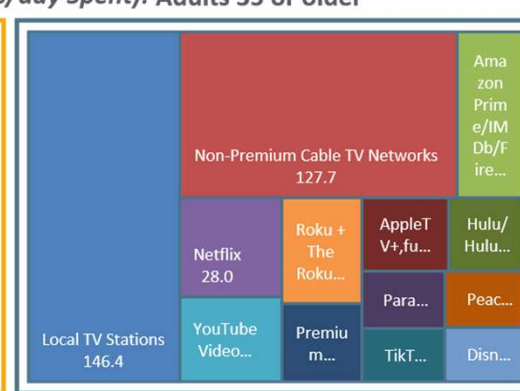
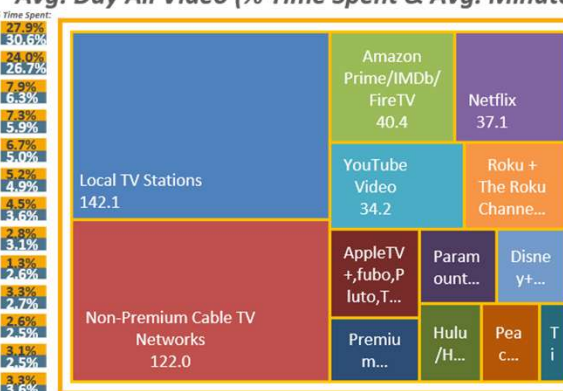
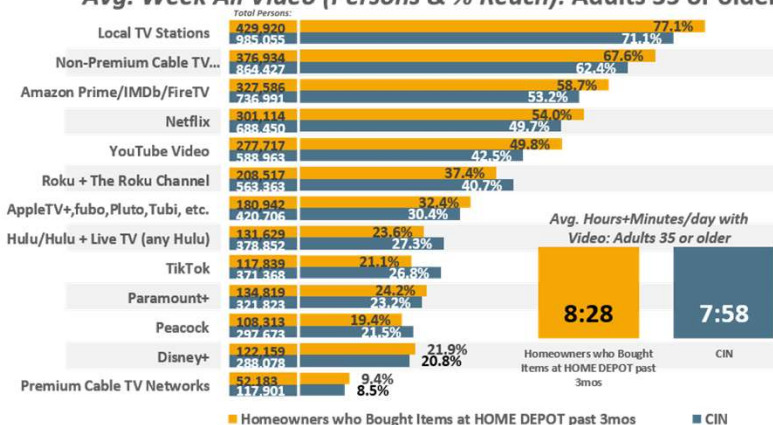
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



425,813 or 76.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 137.2 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

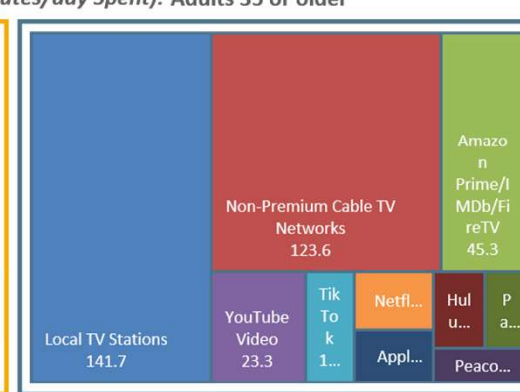
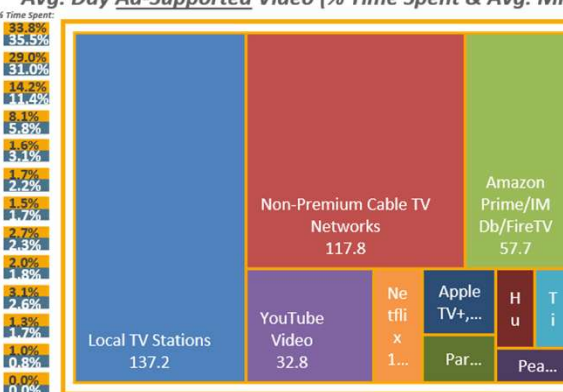
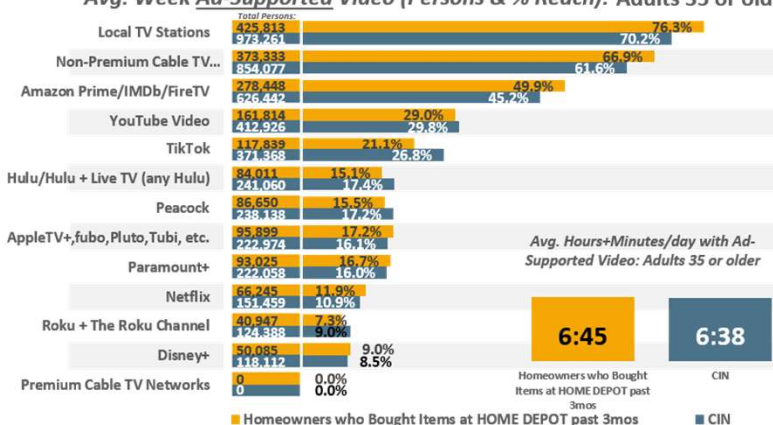
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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

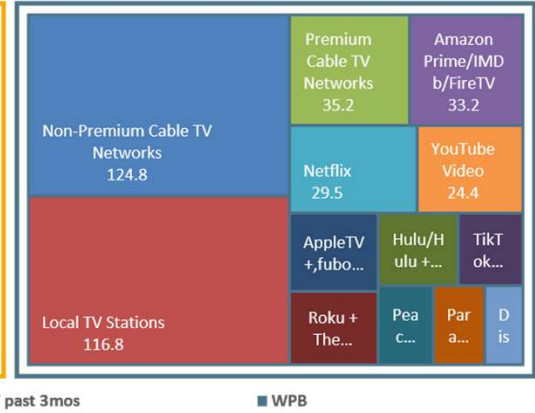
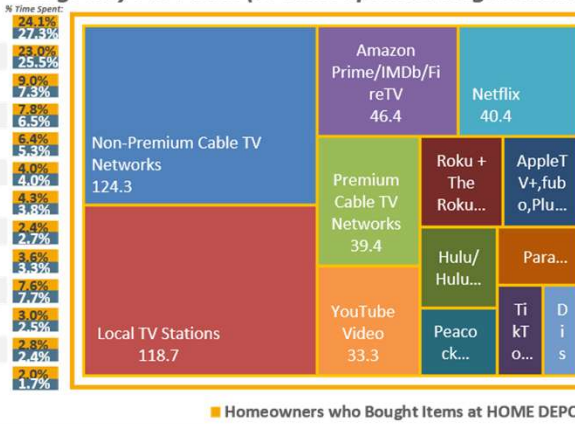
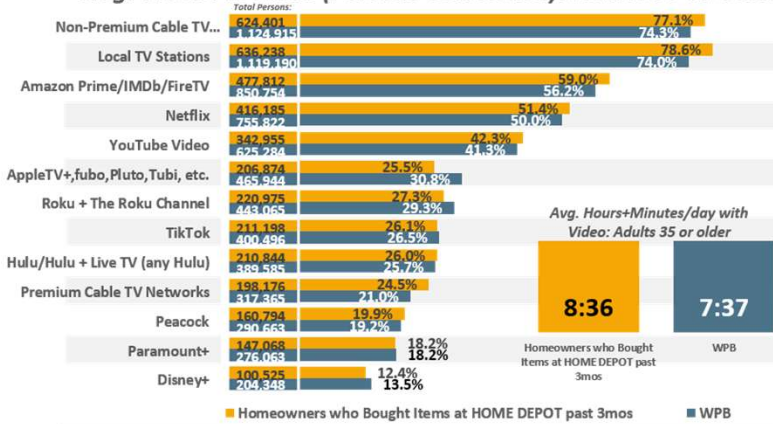




630,614 or 77.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 113.6 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

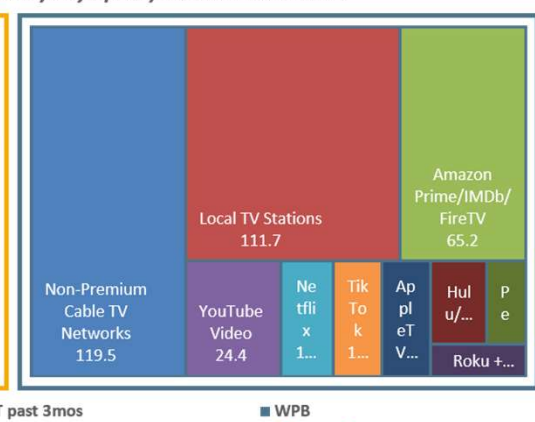
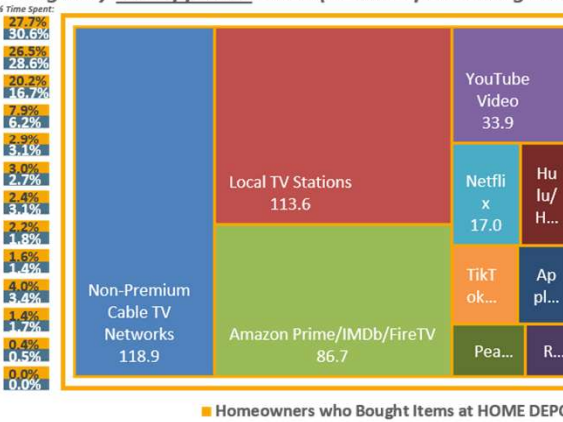
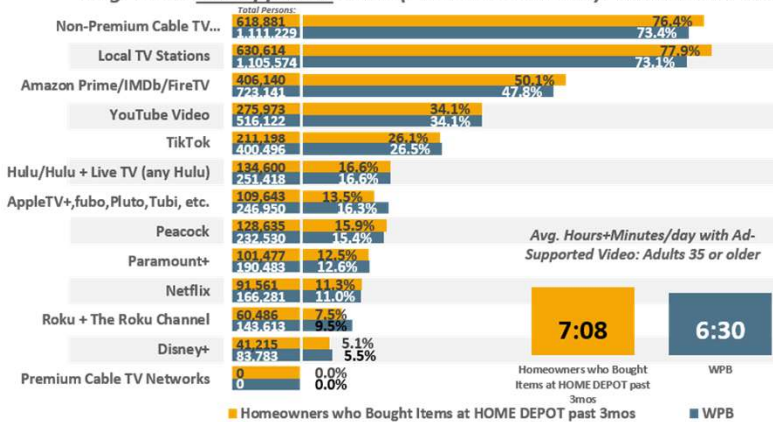
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,129
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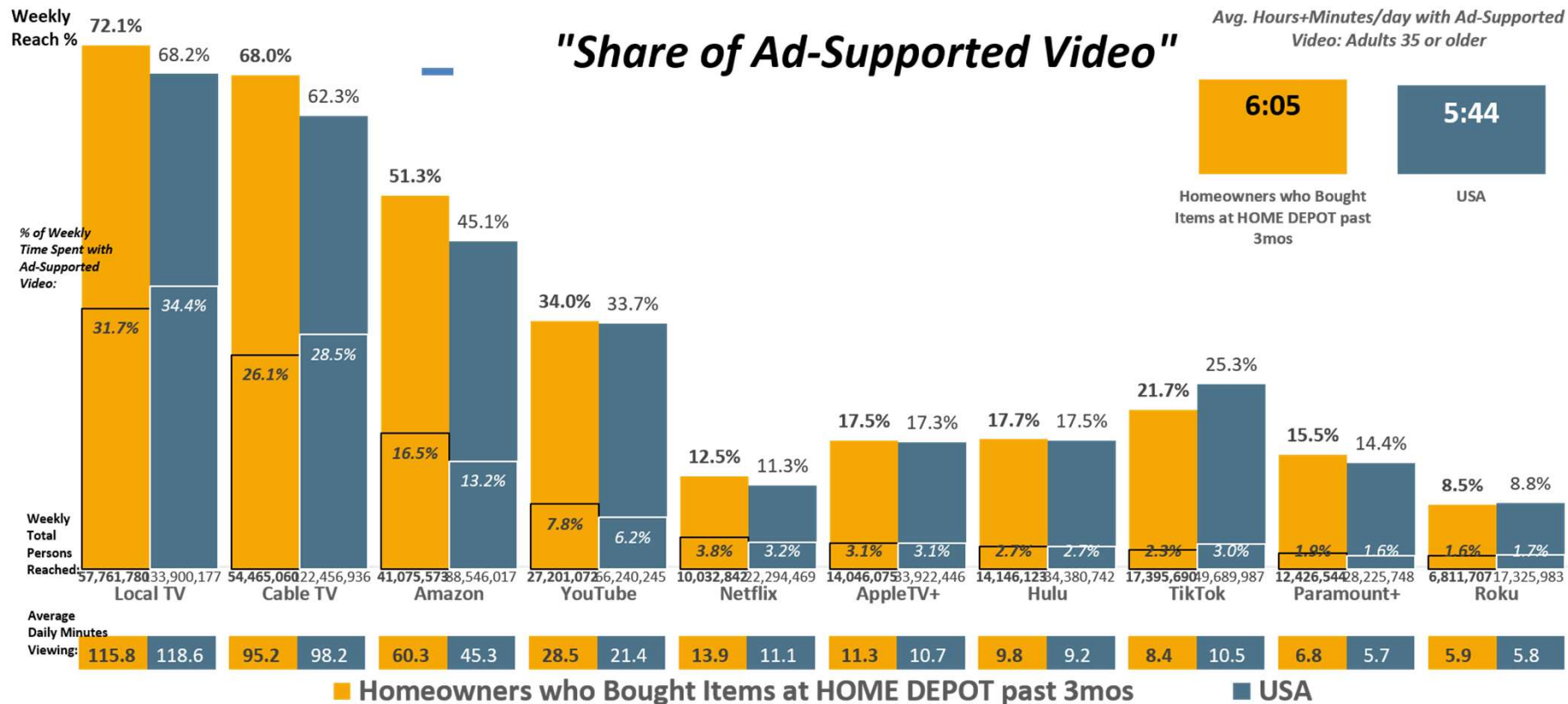
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



57,761,780 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 115.8 minutes every day representing 31.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

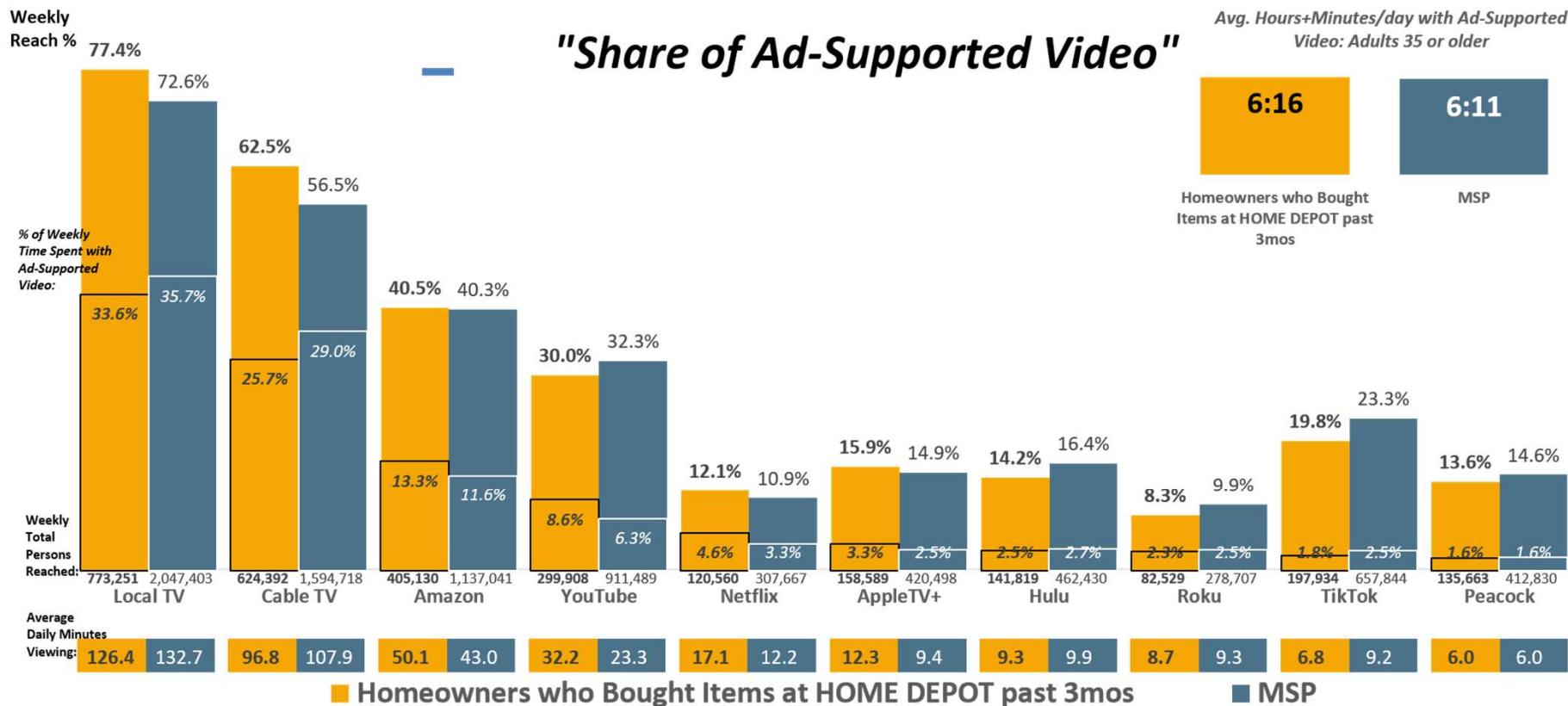
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



773,251 or 77.4% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 126.4 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 563 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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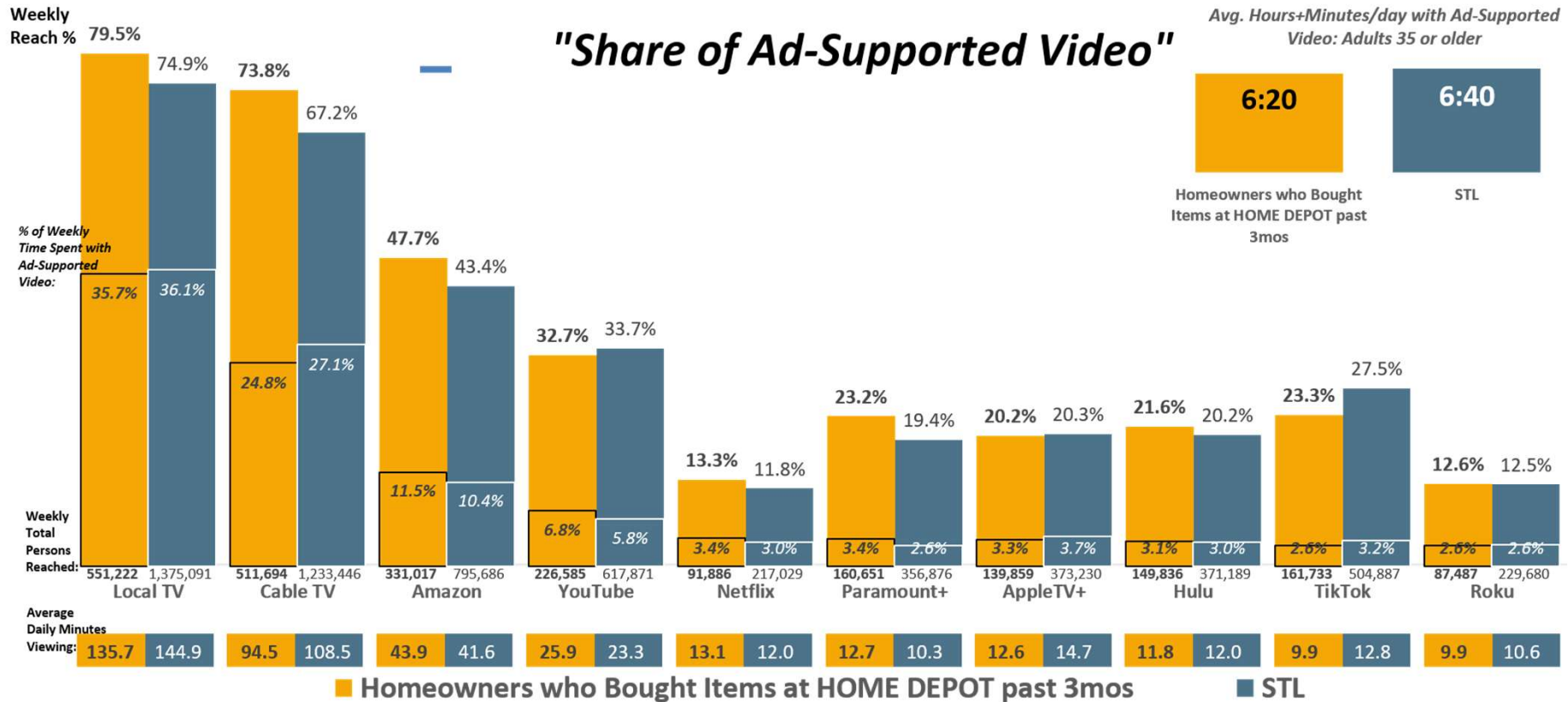
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



551,222 or 79.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 135.7 minutes every day representing 35.7% of all time spent daily with Ad-Supported Video.

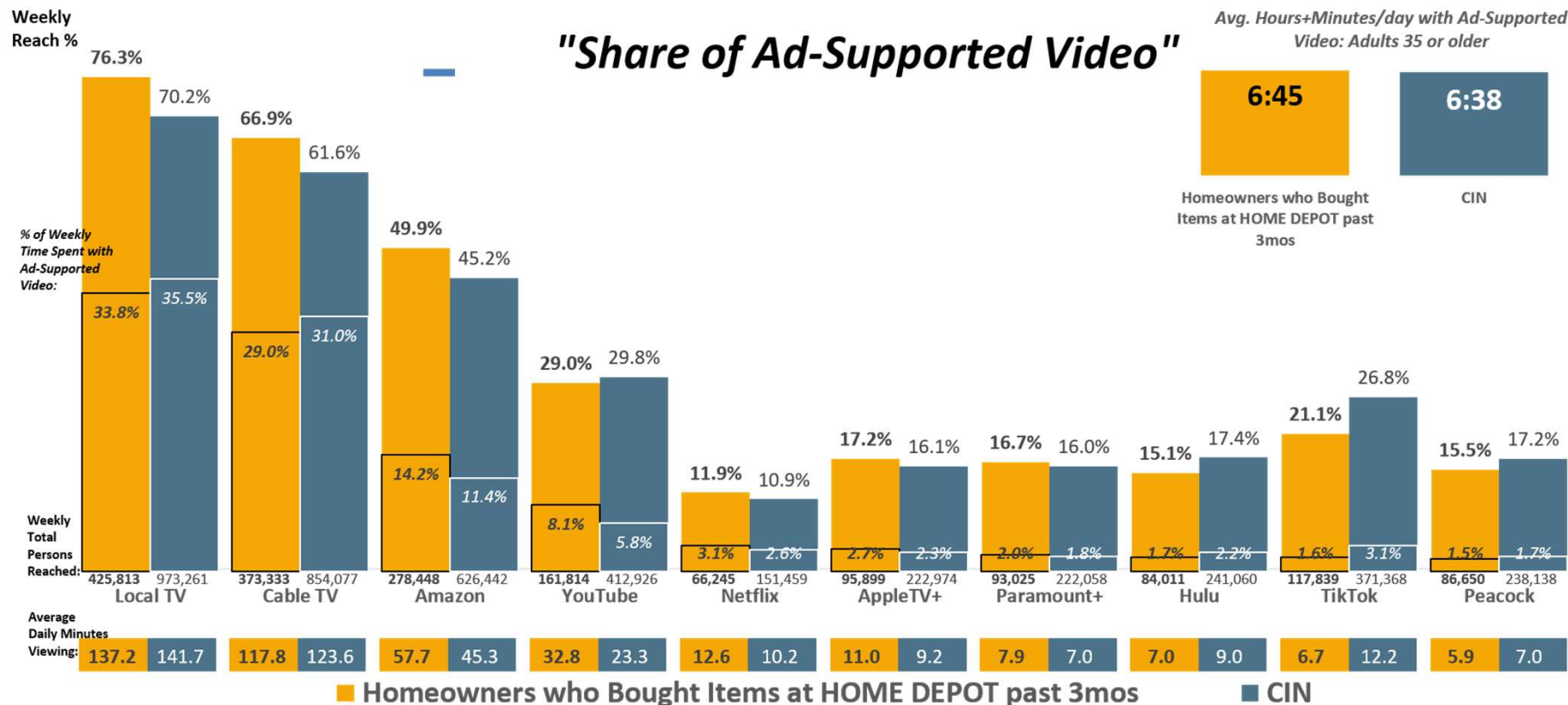
"Share of Ad-Supported Video"





425,813 or 76.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 137.2 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 581
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

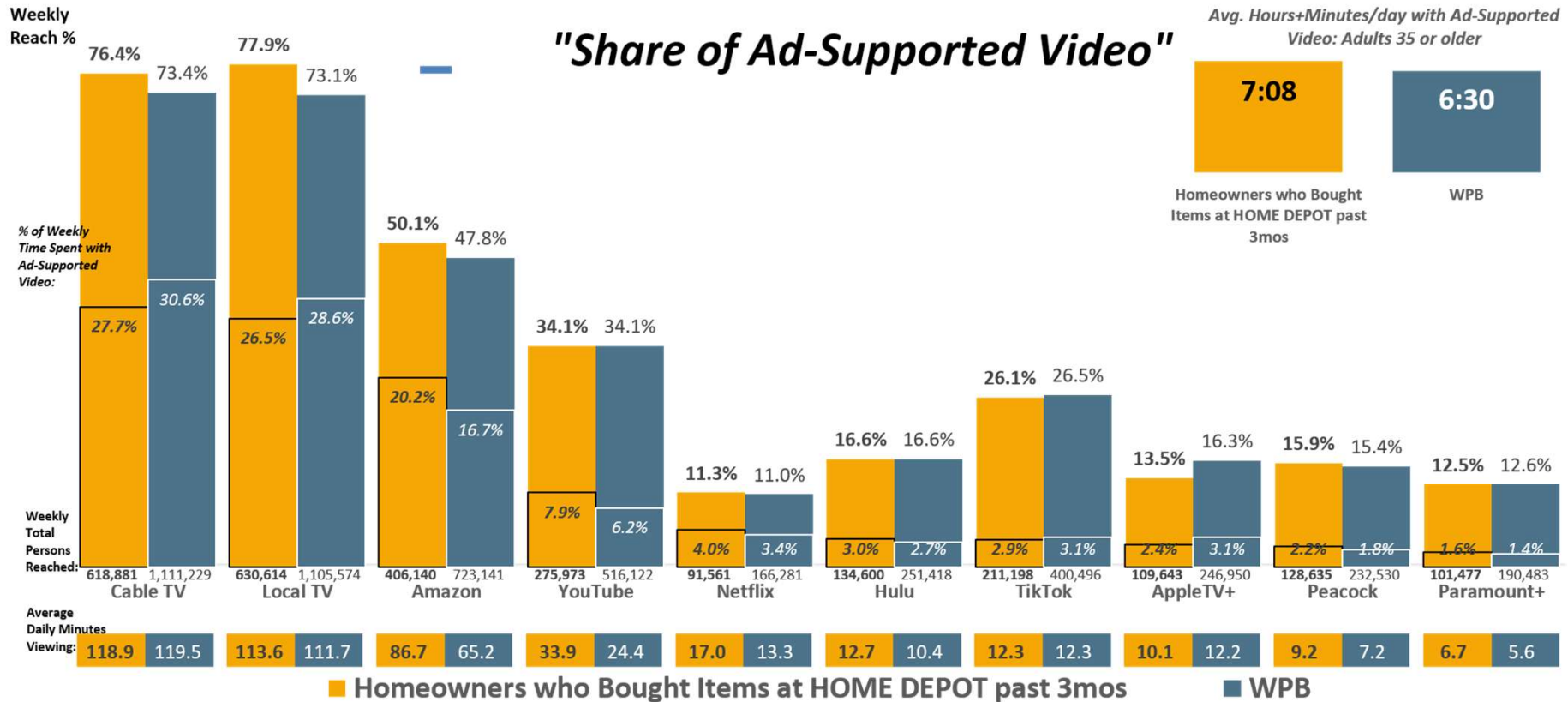
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



630,614 or 77.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations for an average of 113.6 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

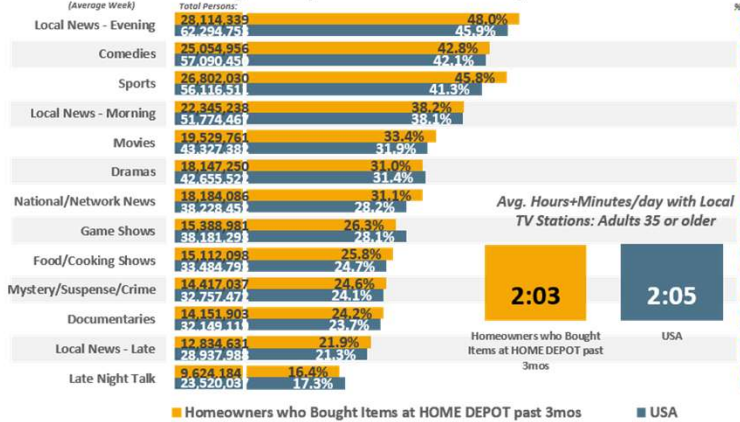
"Share of Ad-Supported Video"



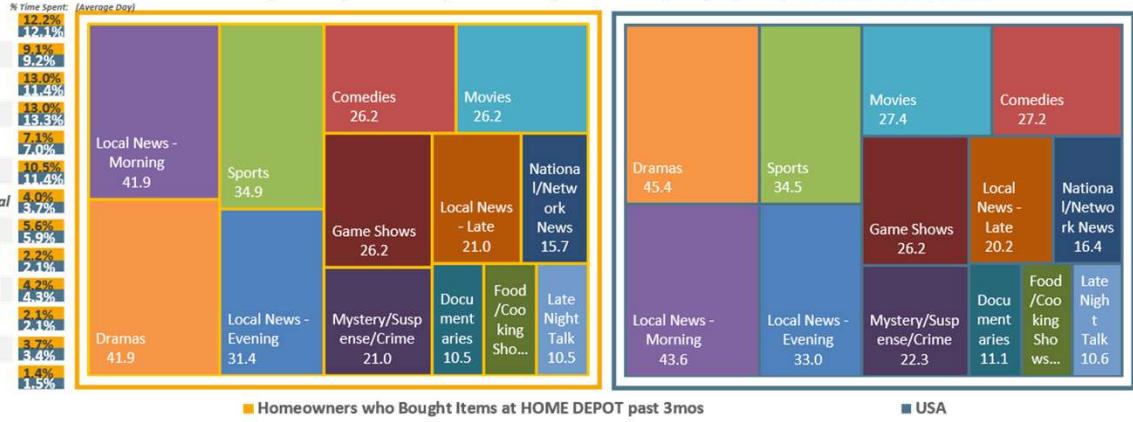


57,761,780 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

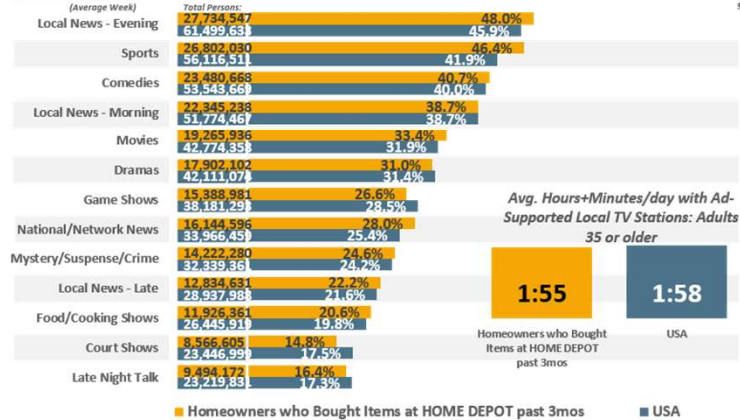
Local TV Station Programs (Persons & % Reach): Adults 35 or older



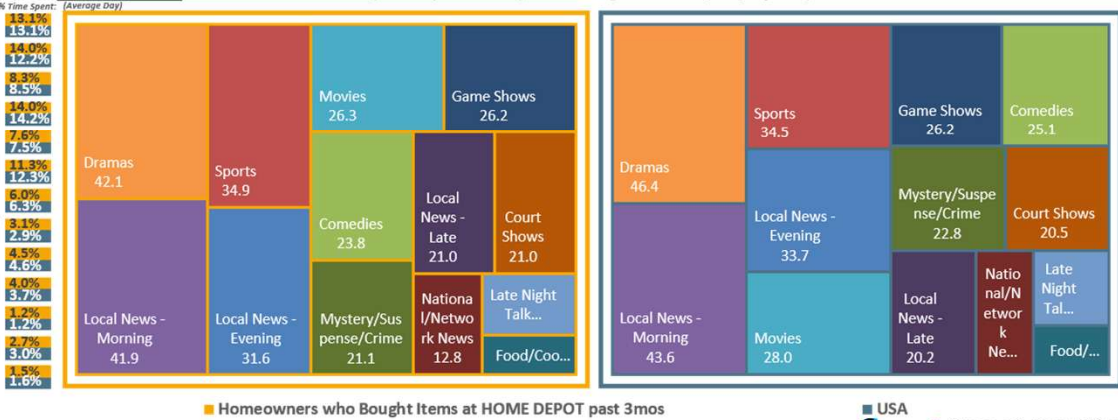
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



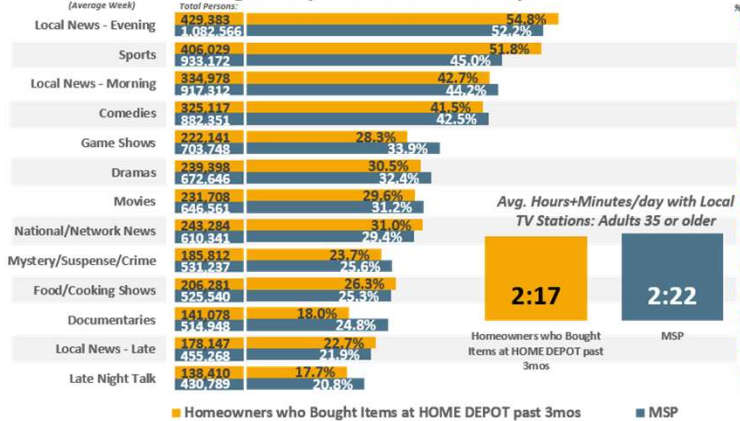
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



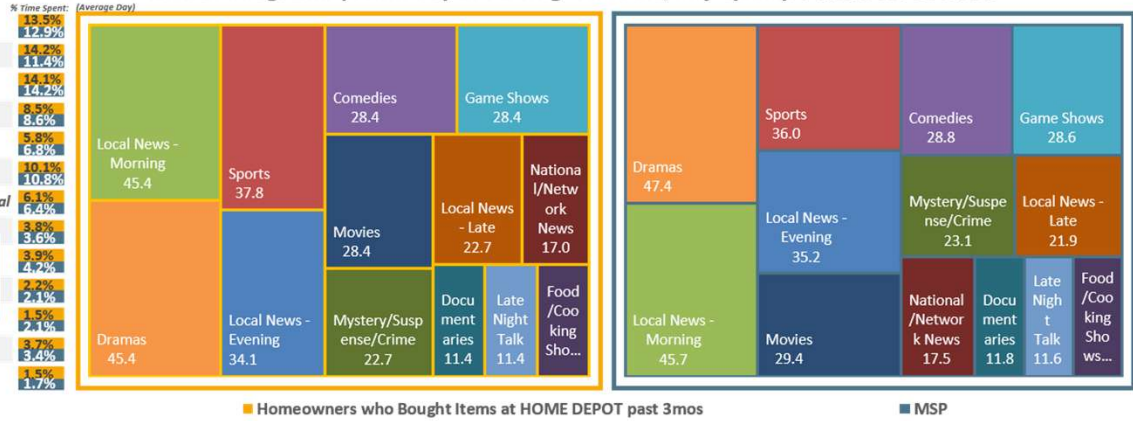


773,251 or 77.4% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Dramas, and Movies.

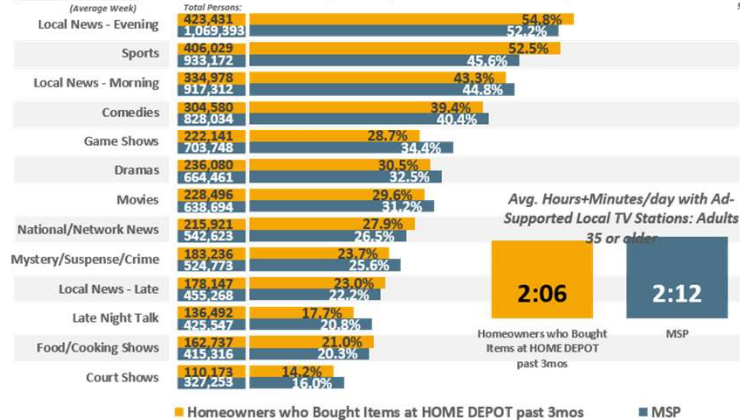
Local TV Station Programs (Persons & % Reach): Adults 35 or older



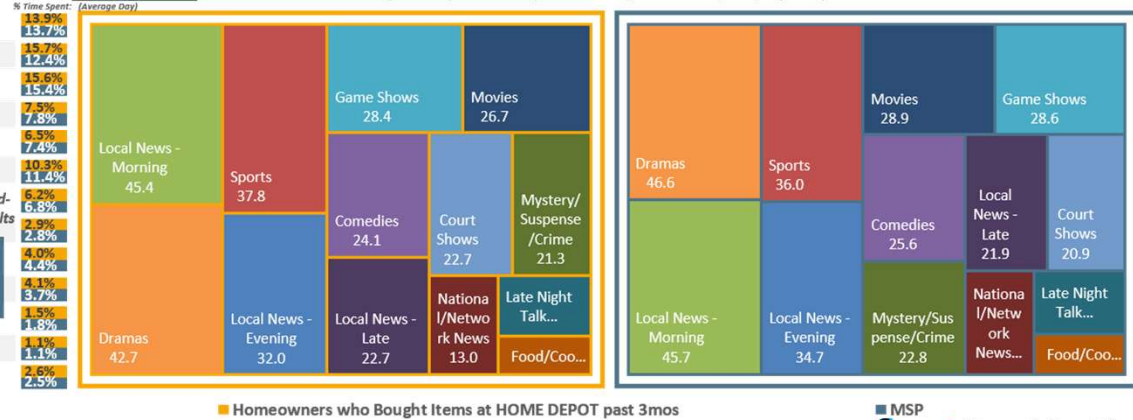
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 563
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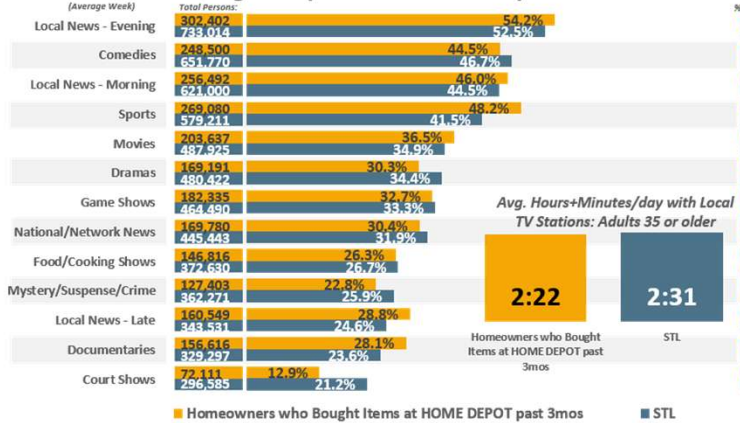
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[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]

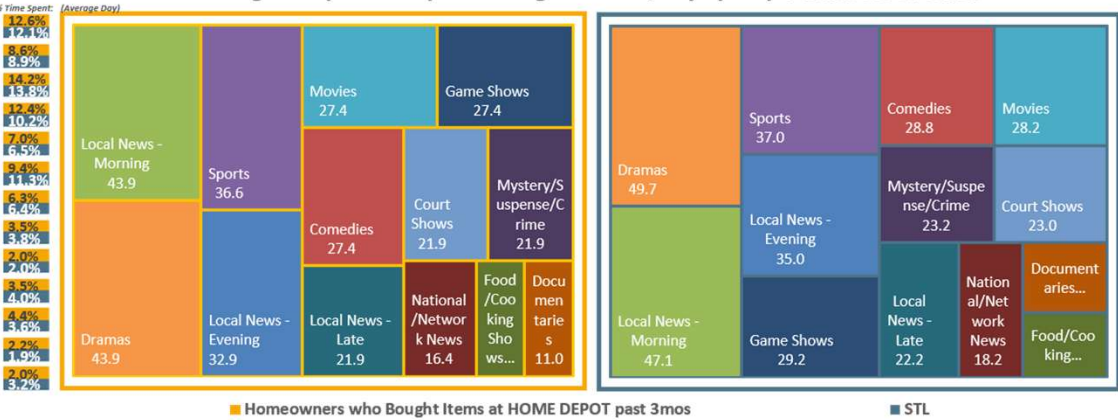


551,222 or 79.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

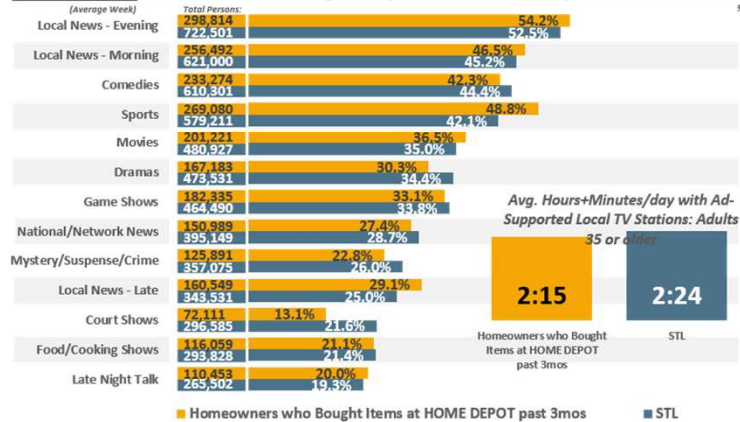
Local TV Station Programs (Persons & % Reach): Adults 35 or older



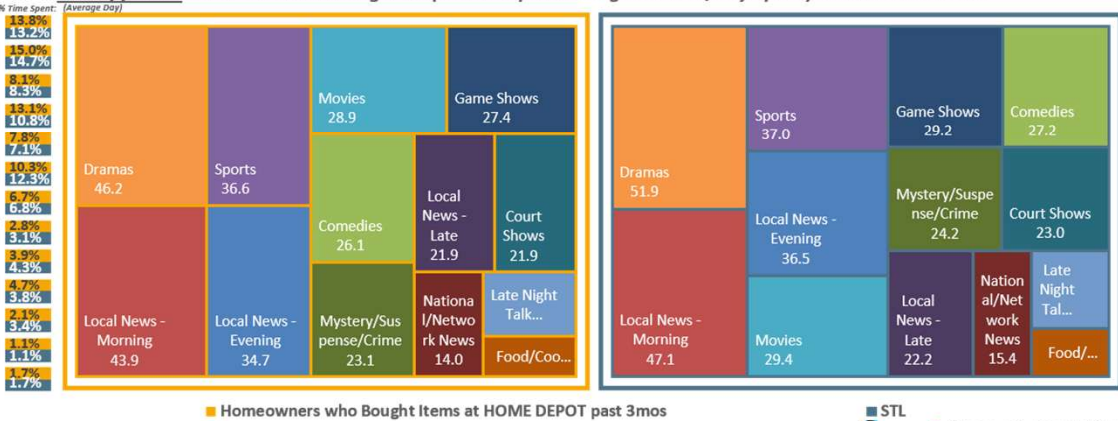
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



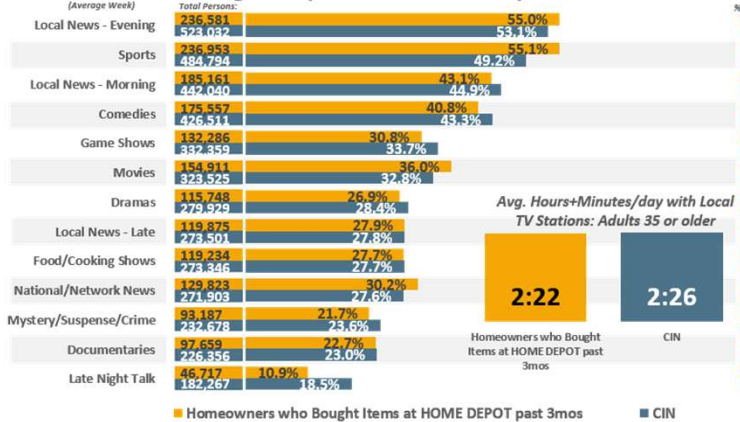
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



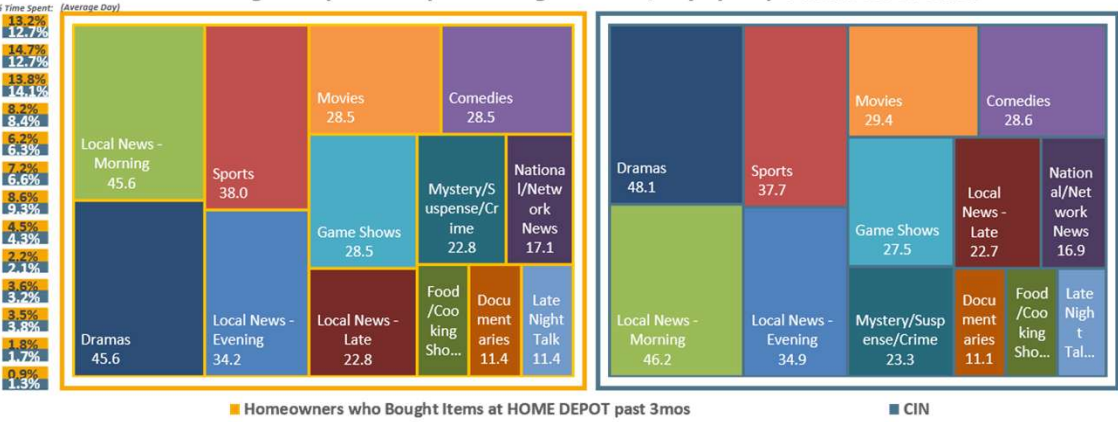


425,813 or 76.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Game Shows.

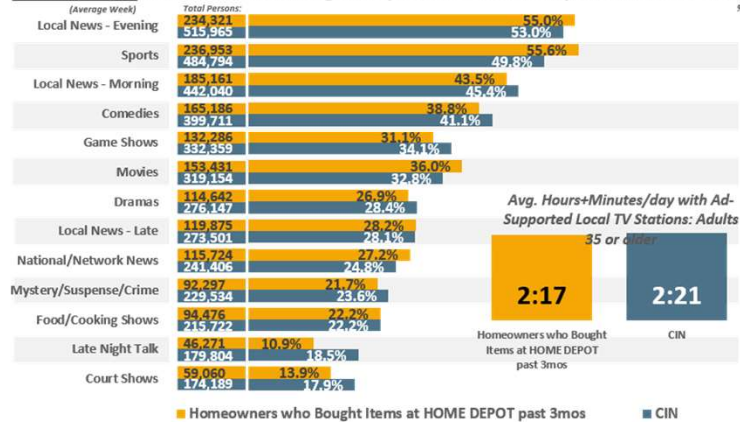
Local TV Station Programs (Persons & % Reach): Adults 35 or older



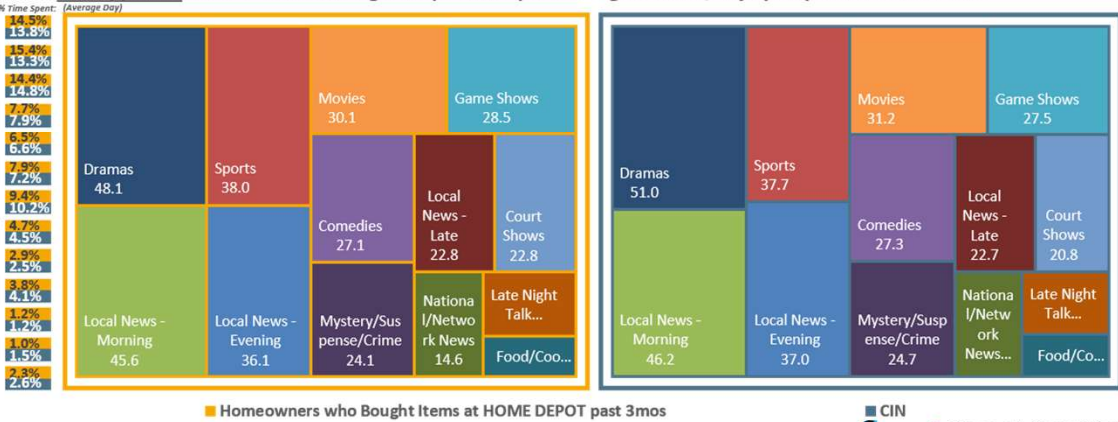
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



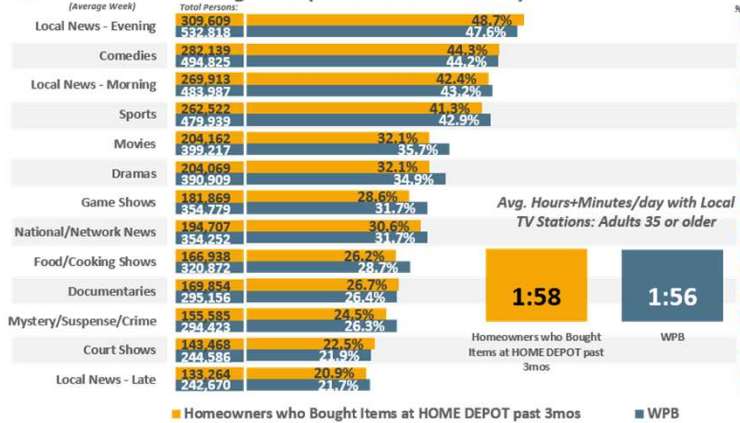
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



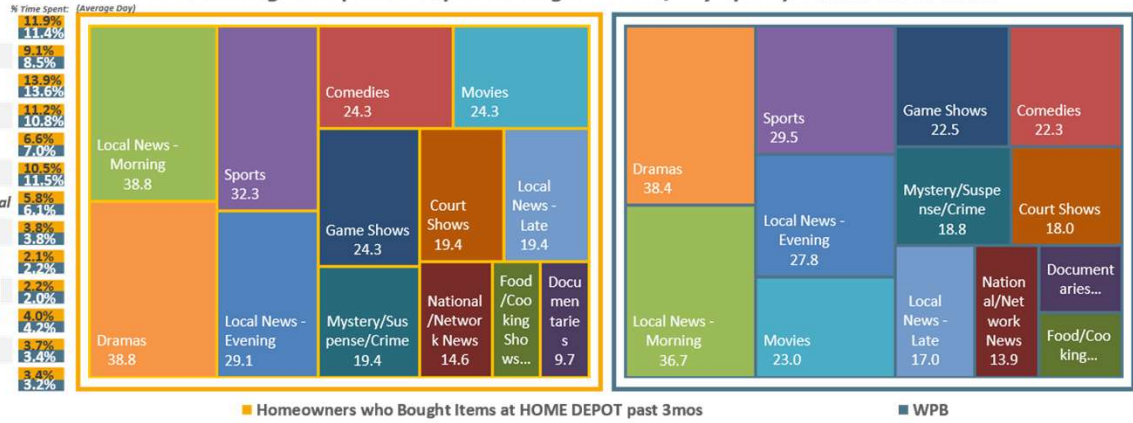


630,614 or 77.9% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Movies, and Dramas.

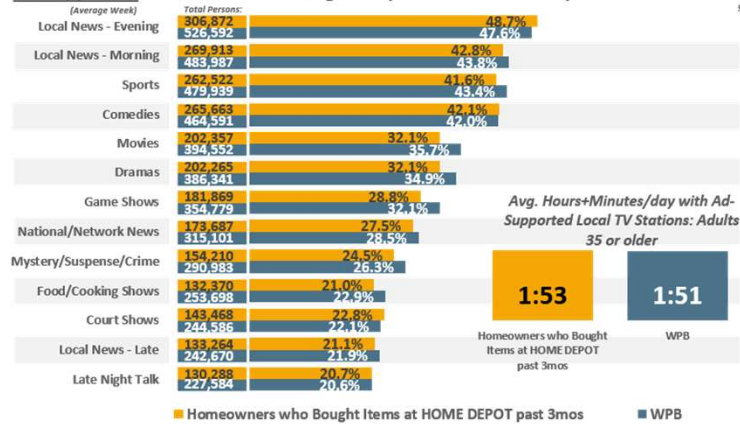
Local TV Station Programs (Persons & % Reach): Adults 35 or older



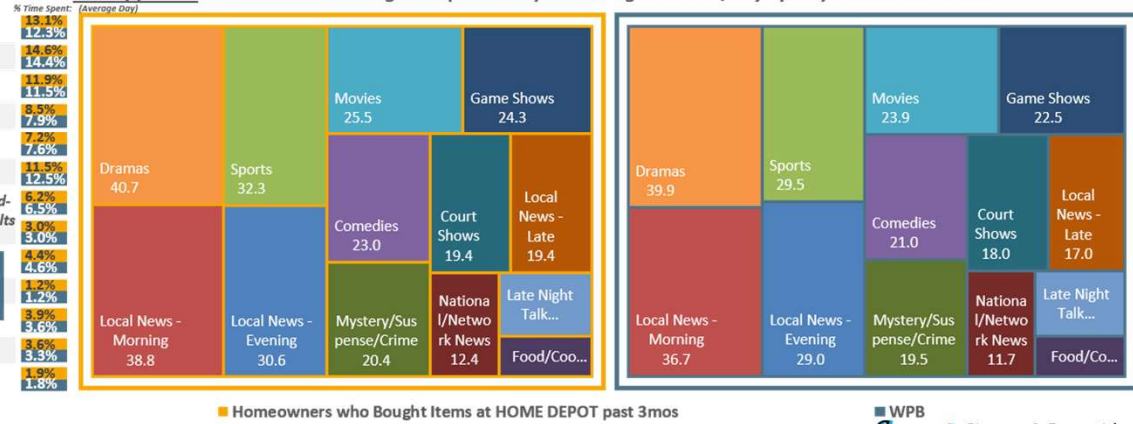
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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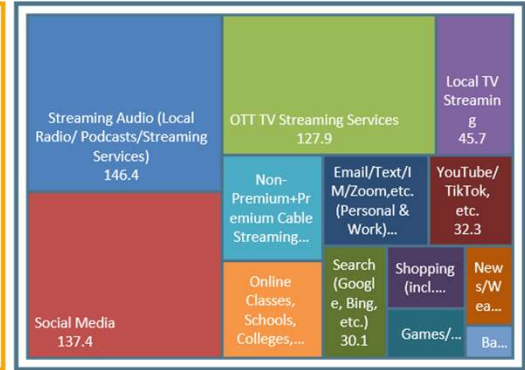
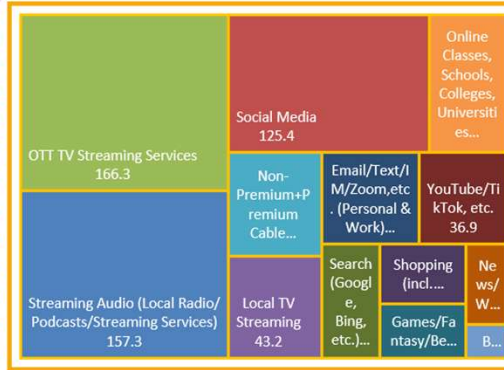
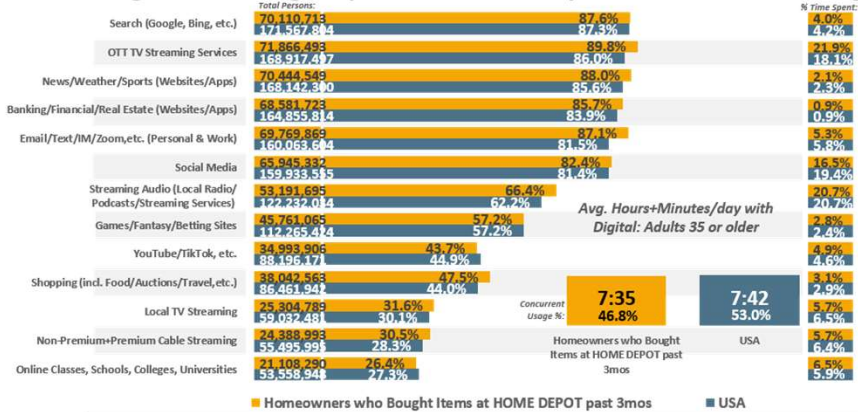
[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: The Home Depot]]



59,695,371 or 74.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Social Media for an average of 115.4 minutes every day representing 20.6% of all time spent daily with Ad-Supported Digital Media.

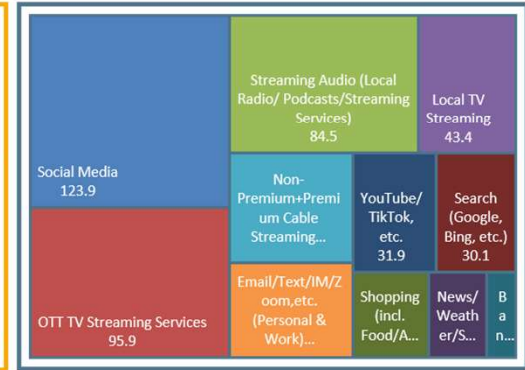
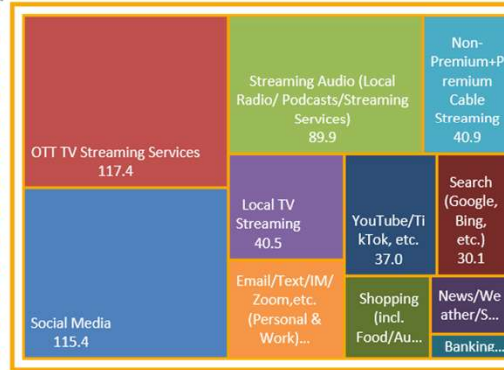
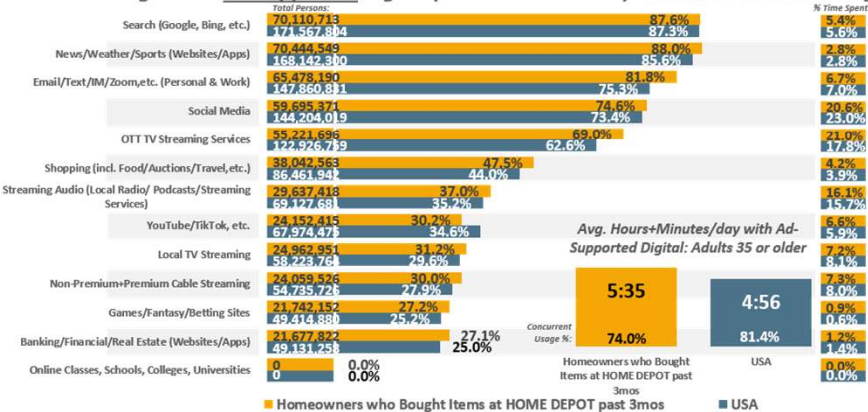
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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Homeowners who Bought Items at HOME DEPOT past 3mos

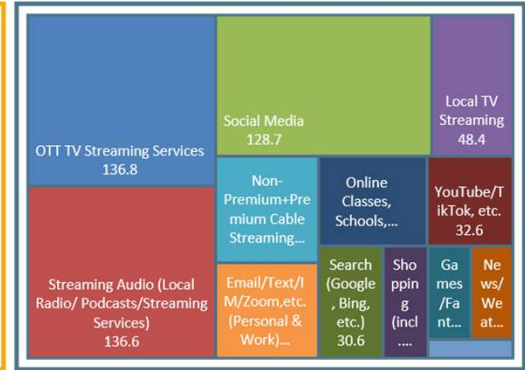
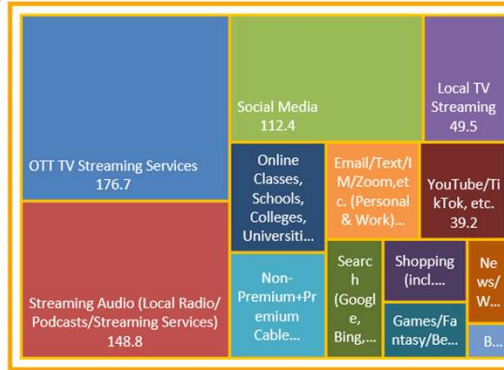
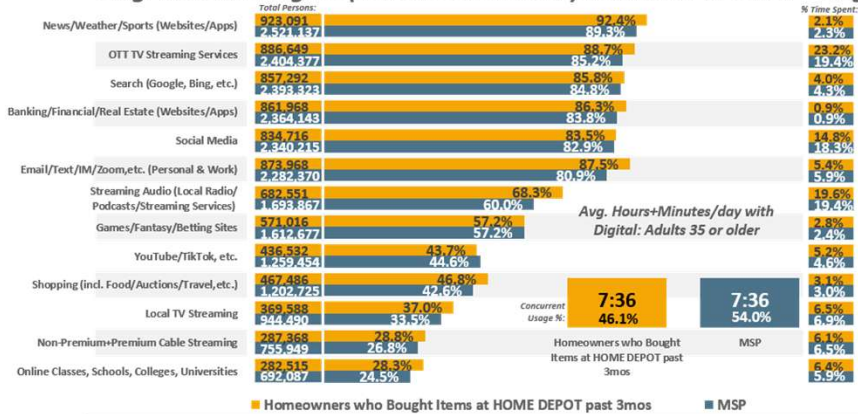
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

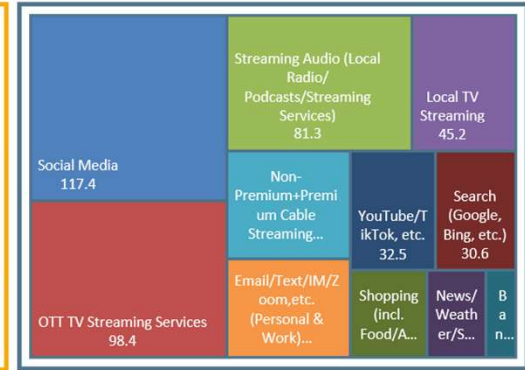
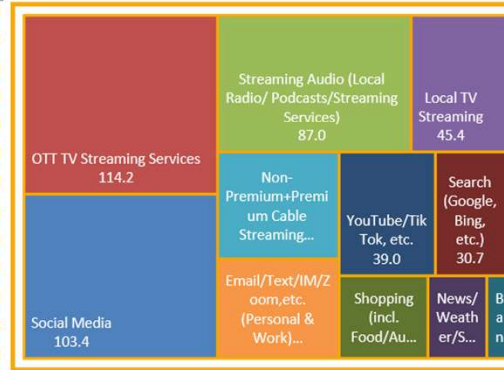
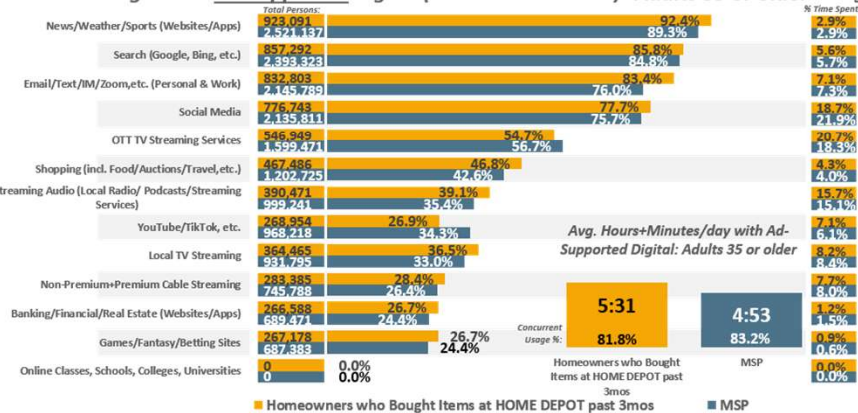


776,743 or 77.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Social Media for an average of 103.4 minutes every day representing 18.7% of all time spent daily with Ad-Supported Digital Media.

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**

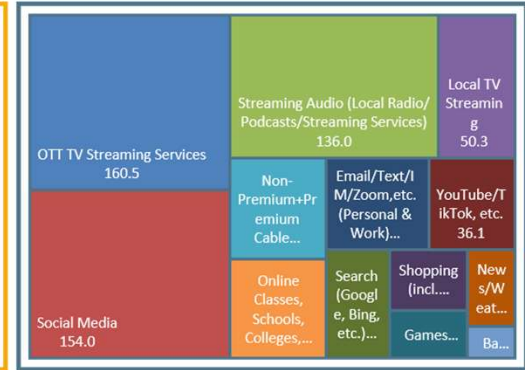
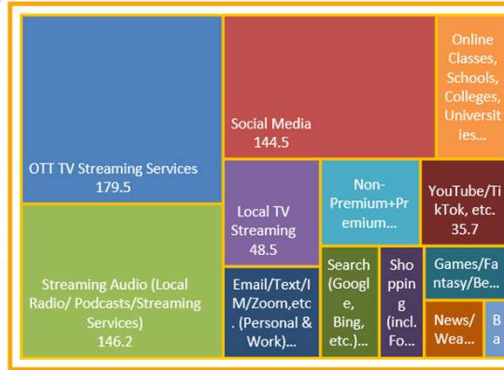
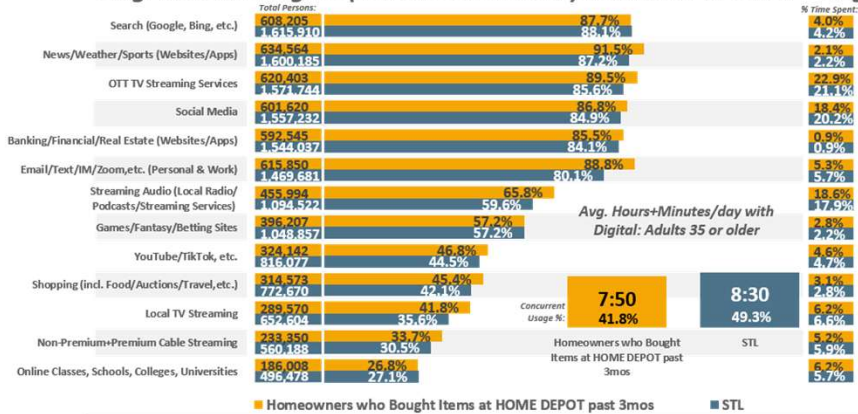




545,809 or 78.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Social Media for an average of 132.9 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

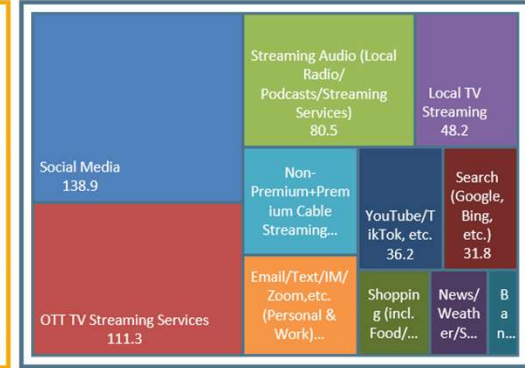
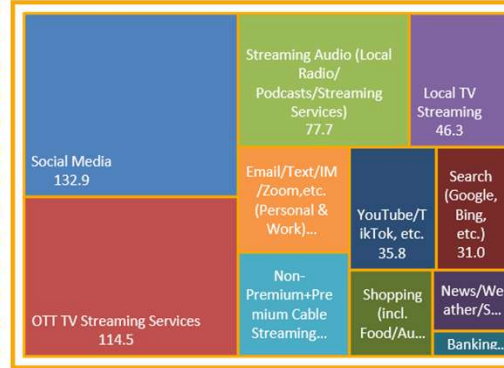
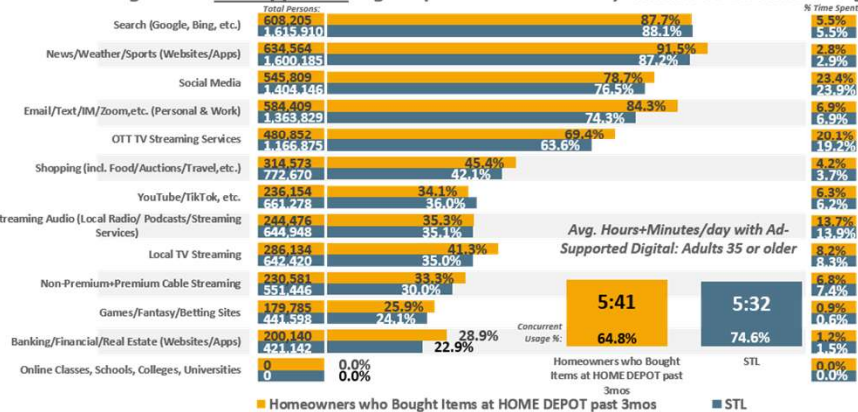
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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

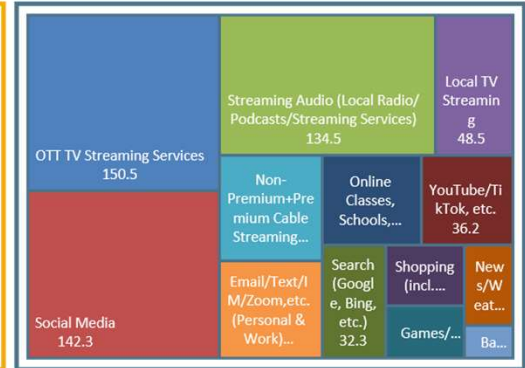
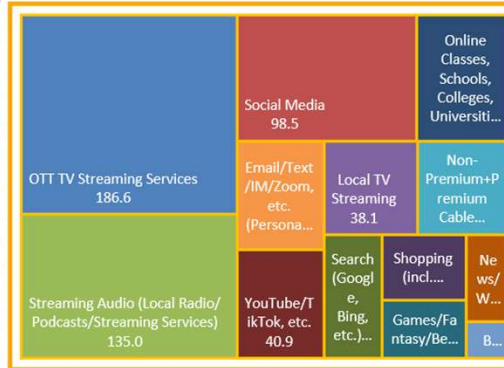
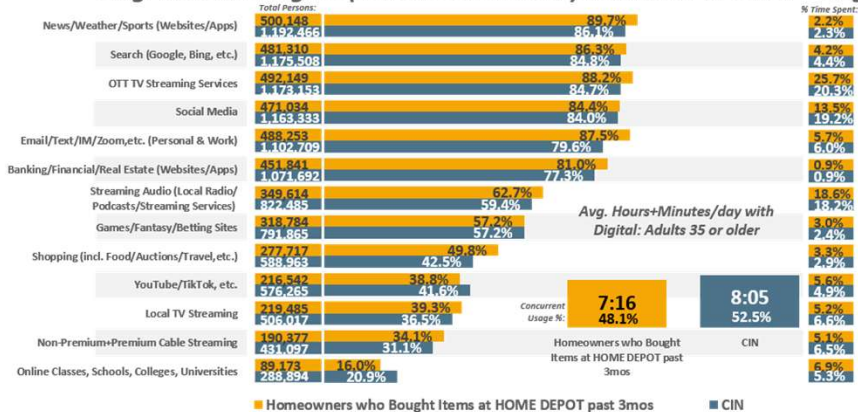




440,419 or 79.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Social Media for an average of 90.6 minutes every day representing 17.6% of all time spent daily with Ad-Supported Digital Media.

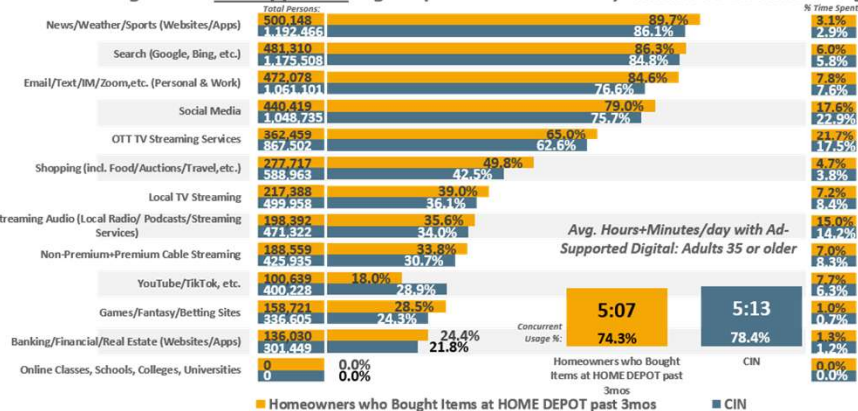
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 581
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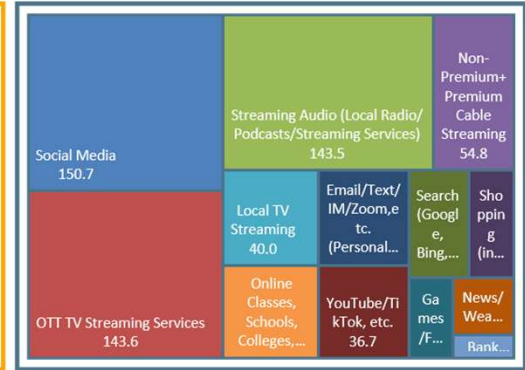
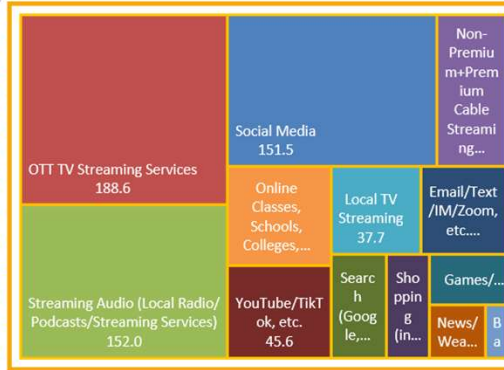
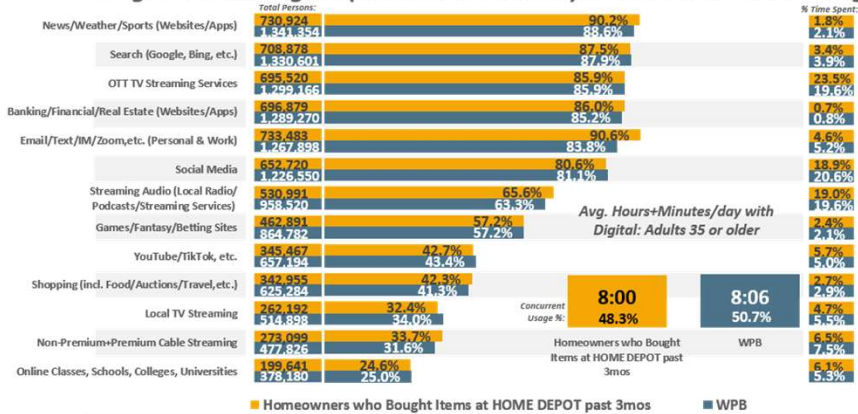
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



583,712 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Social Media for an average of 139.4 minutes every day representing 22.5% of all time spent daily with Ad-Supported Digital Media.

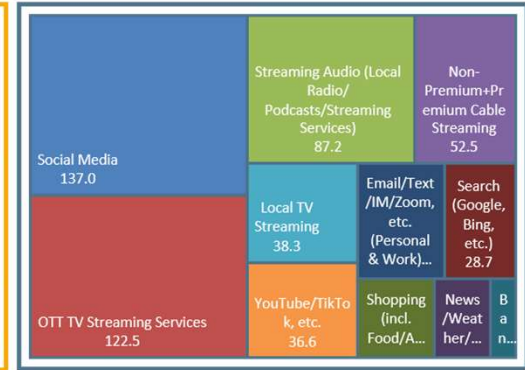
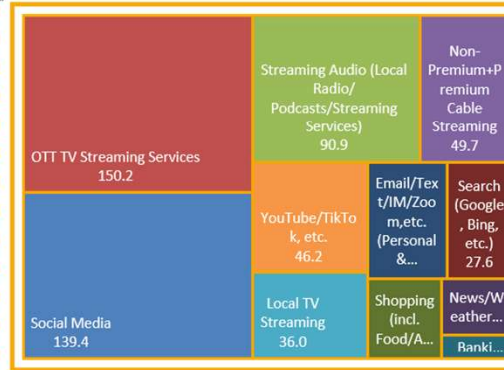
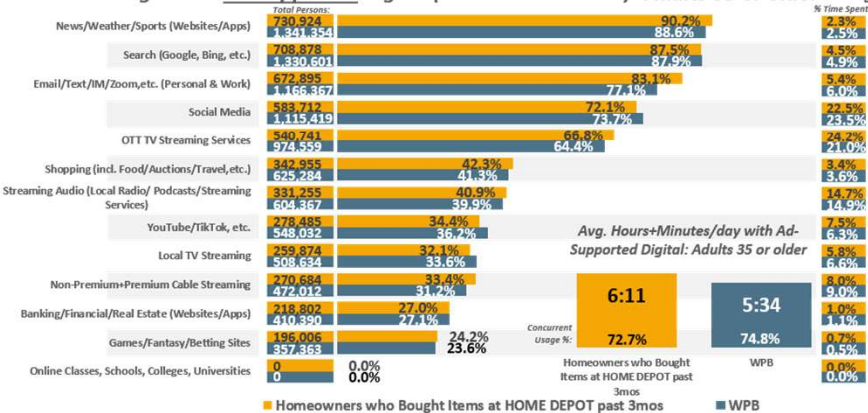
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,129
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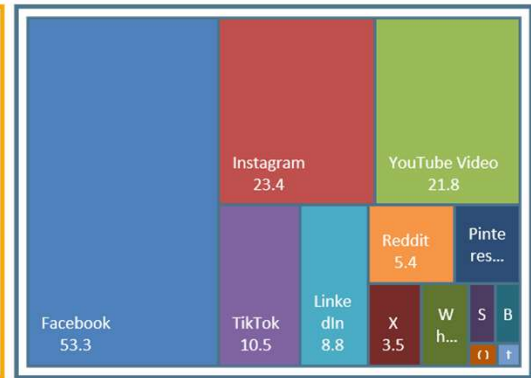
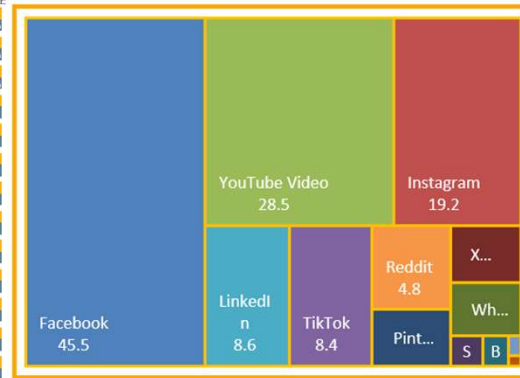
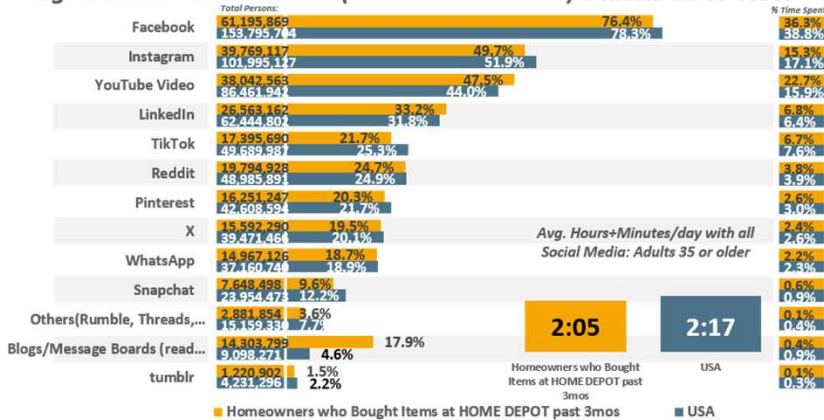
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

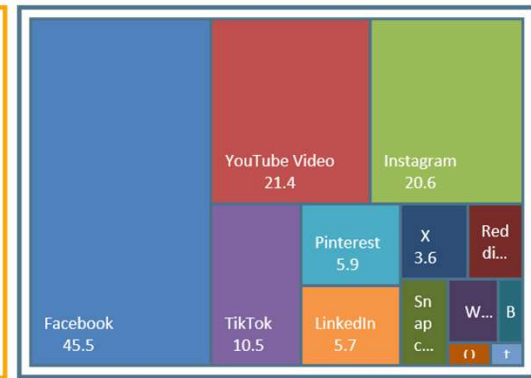
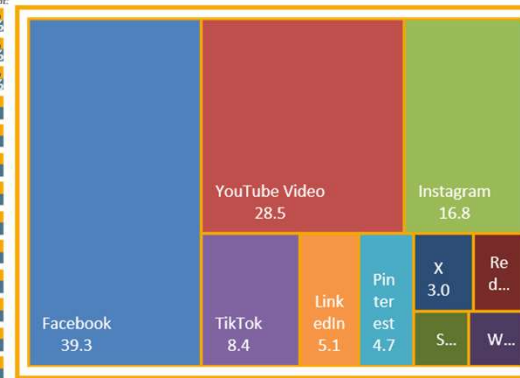
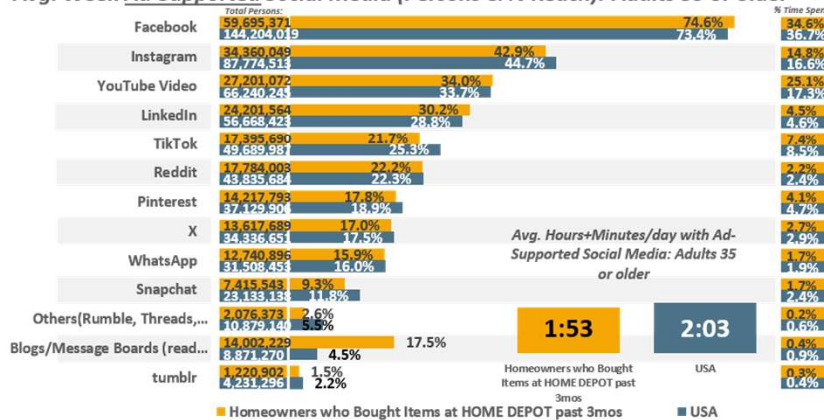


59,695,371 or 74.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 39.3 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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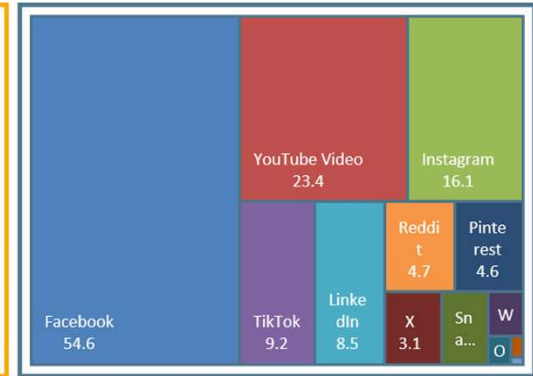
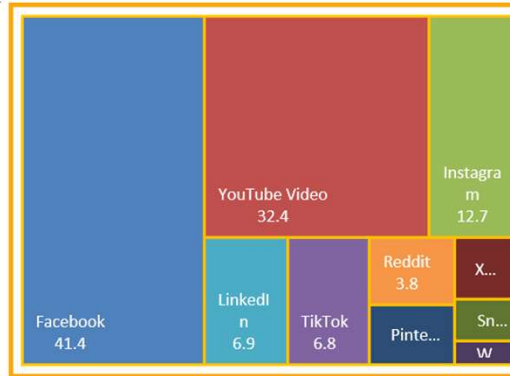
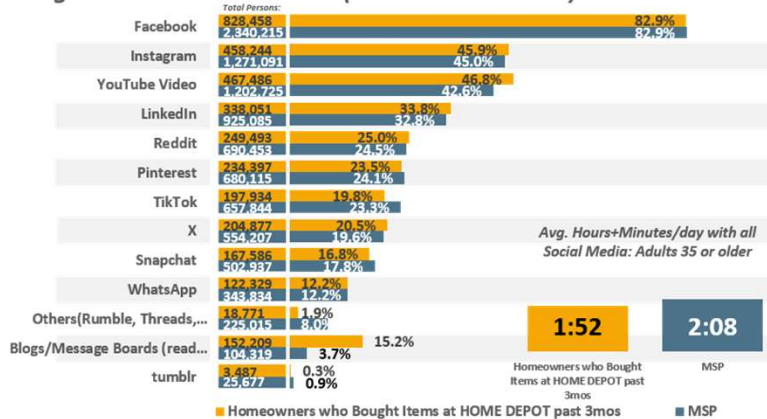
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

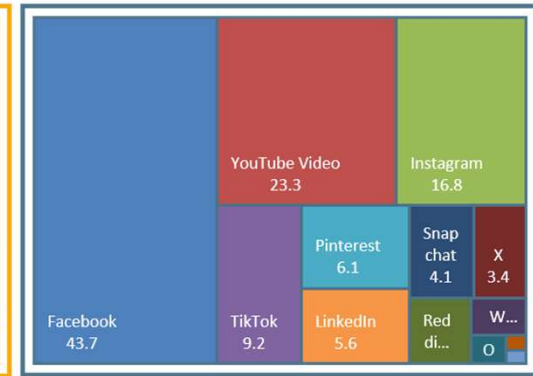
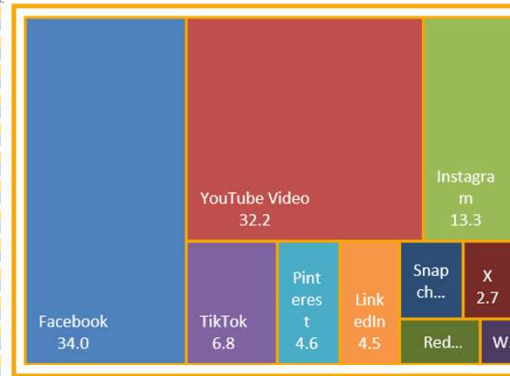
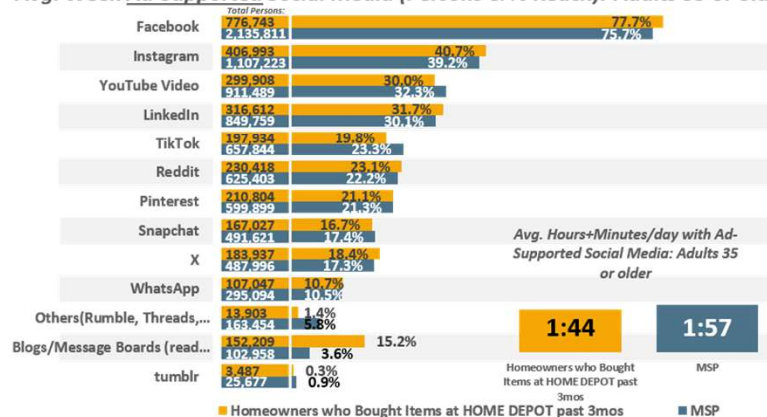


776,743 or 77.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 34. minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

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**



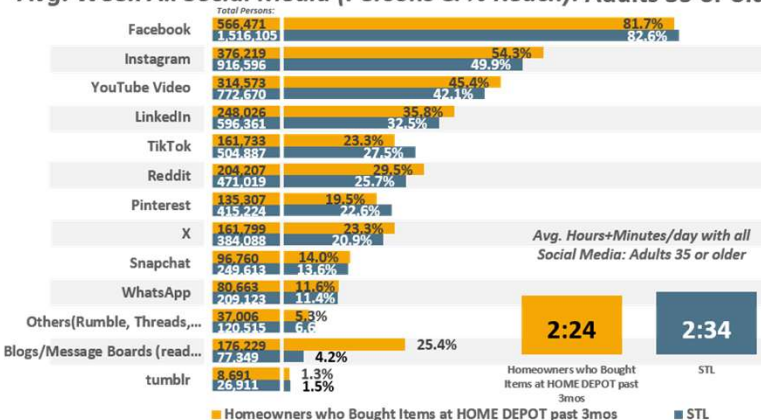
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



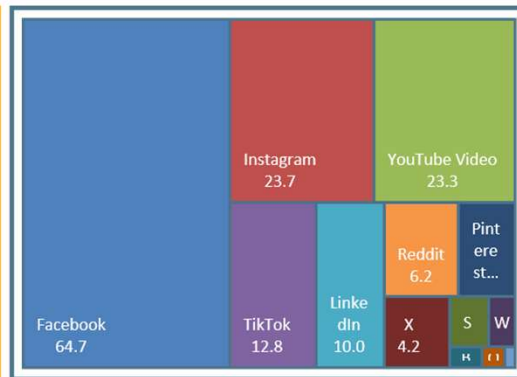
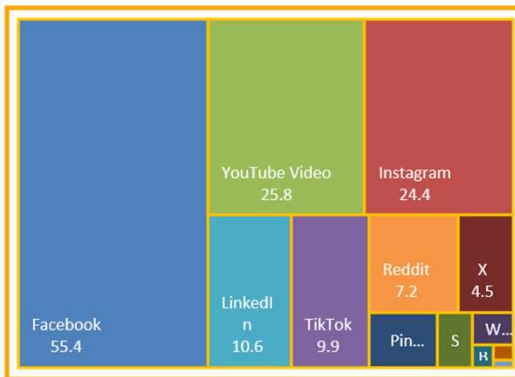


545,809 or 78.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 48.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

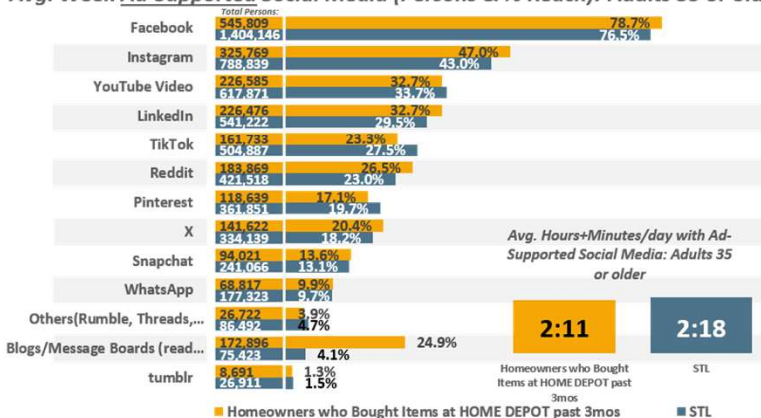
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



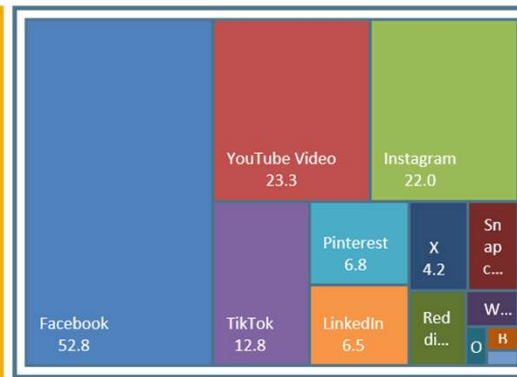
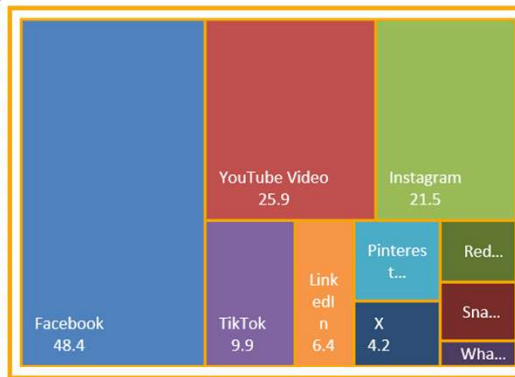
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



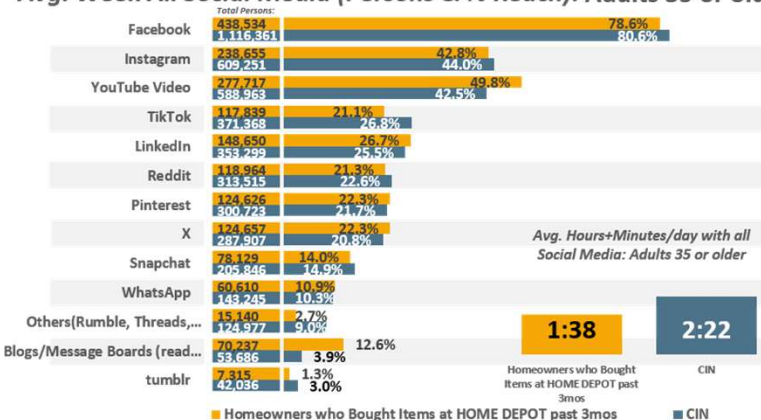
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



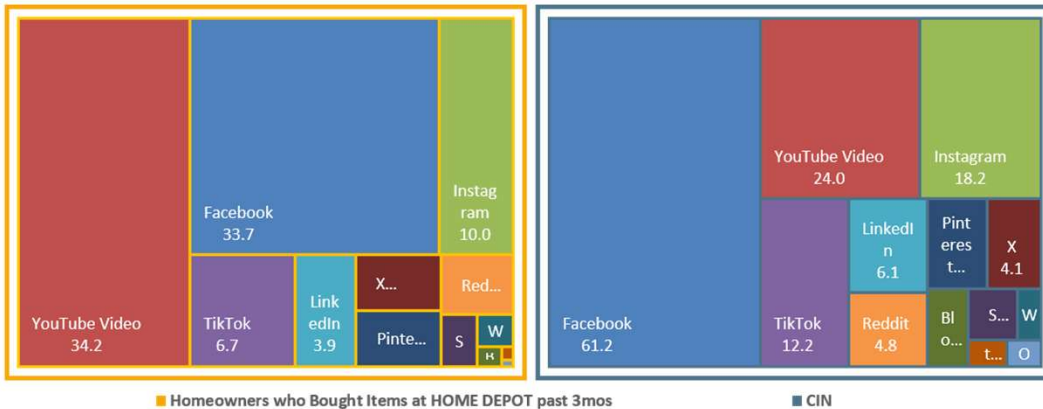


161,814 or 29.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported YouTube Video for an average of 32.8 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

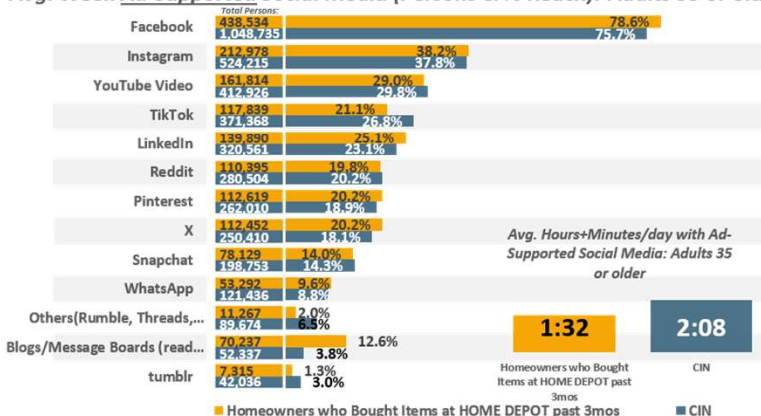
Avg. Week All Social Media (Persons & % Reach): Adults 35 or older



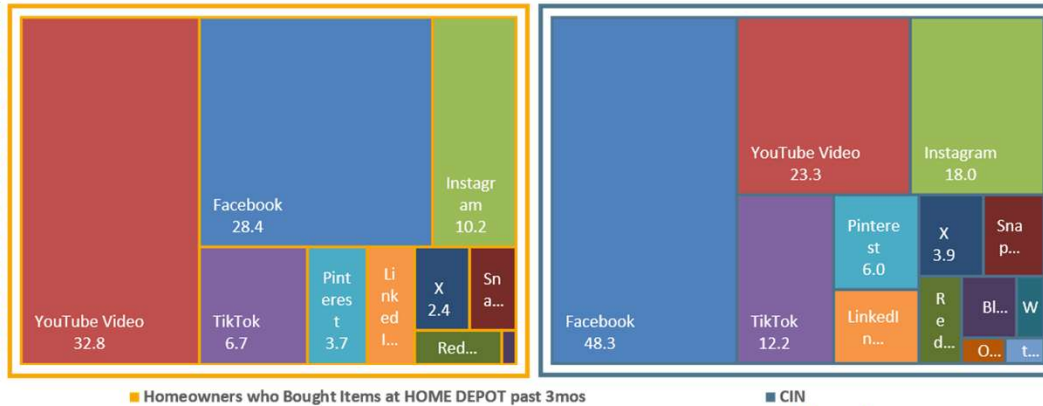
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



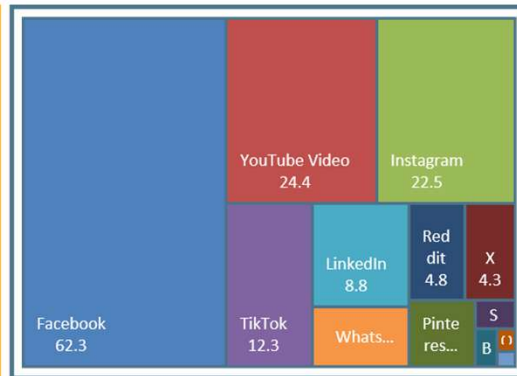
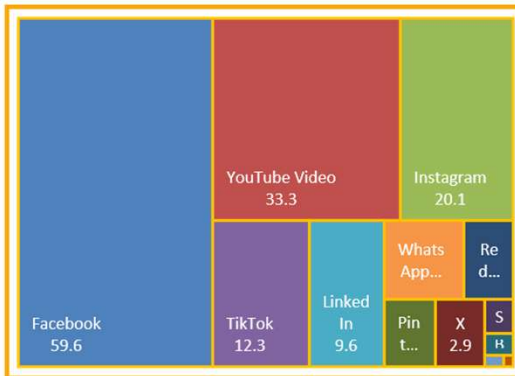
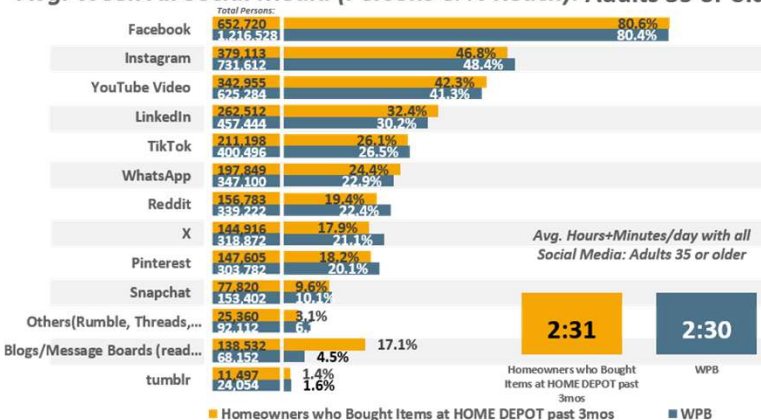
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



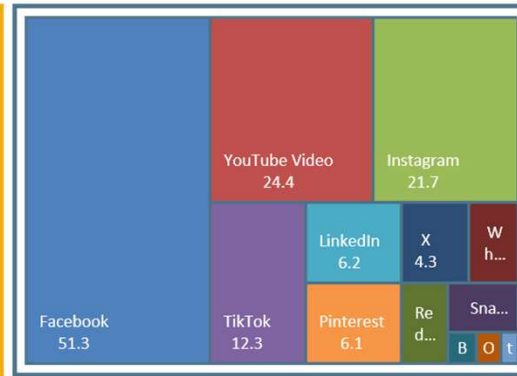
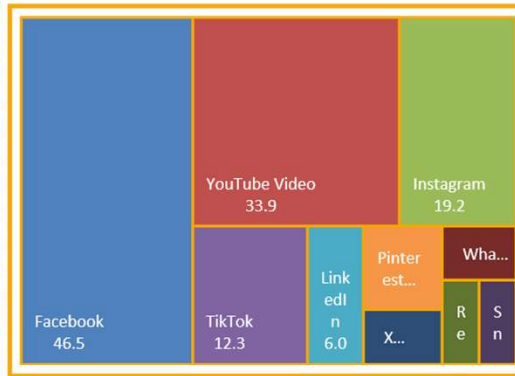
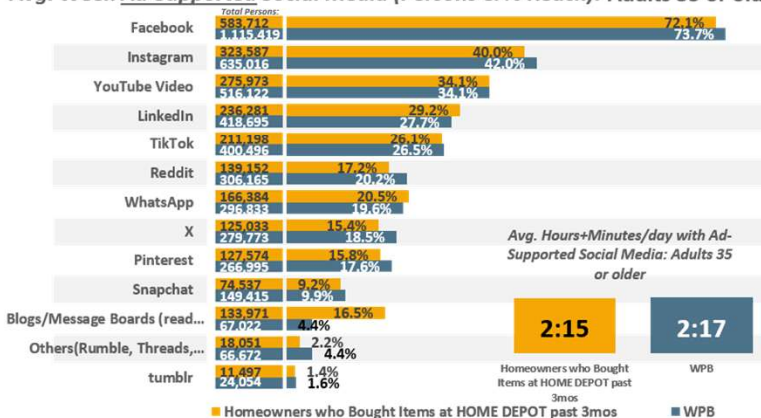


583,712 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 46.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,129
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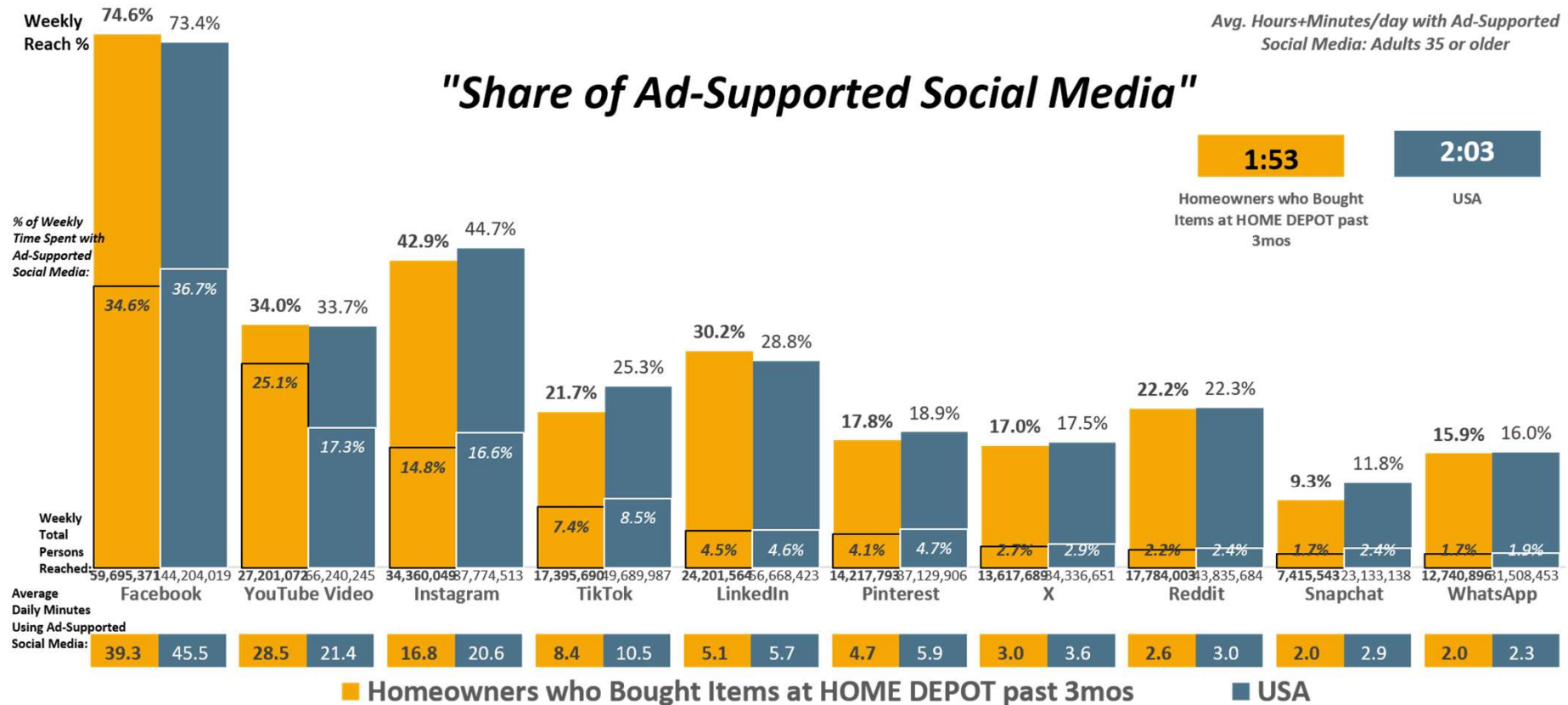
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



59,695,371 or 74.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 39.3 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

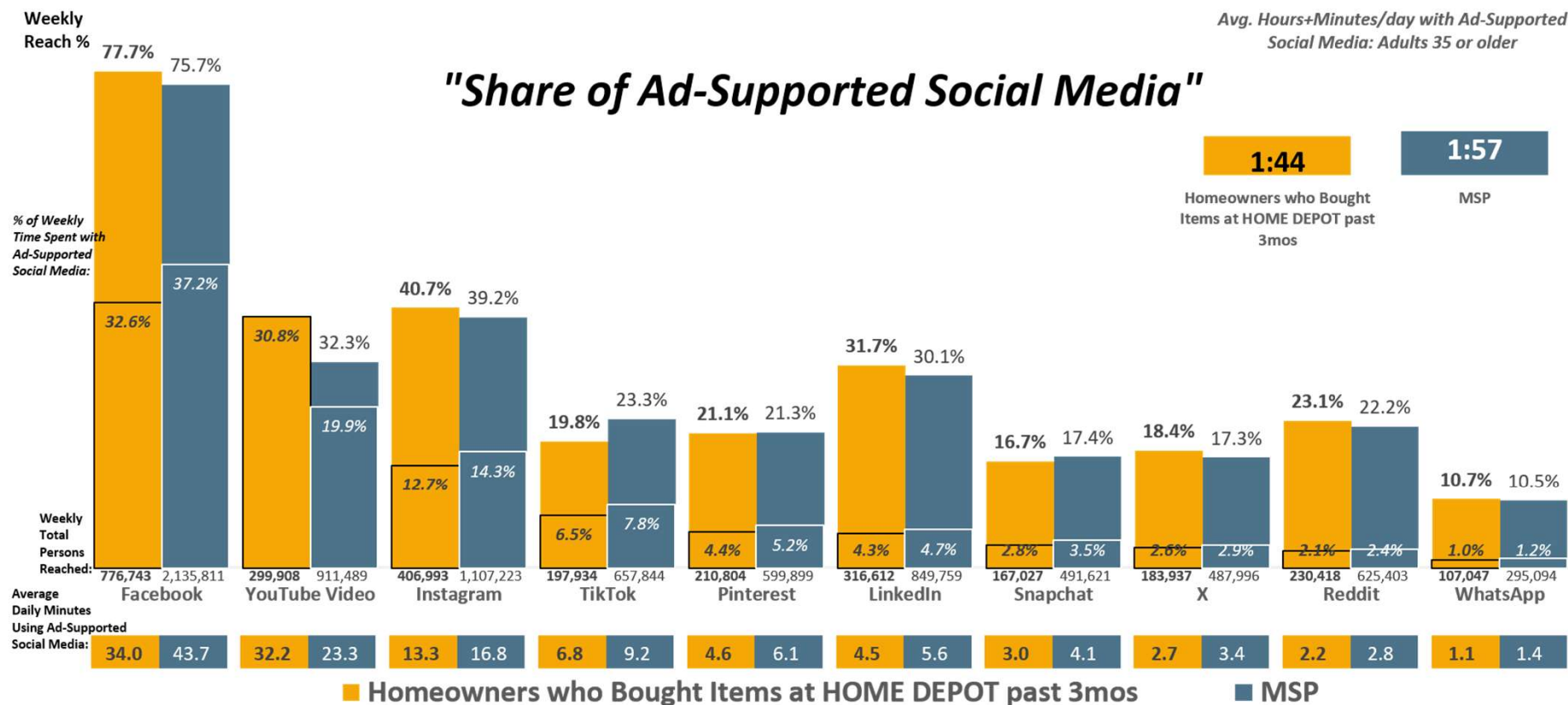
"Share of Ad-Supported Social Media"





776,743 or 77.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 34. minutes every day representing 32.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 563 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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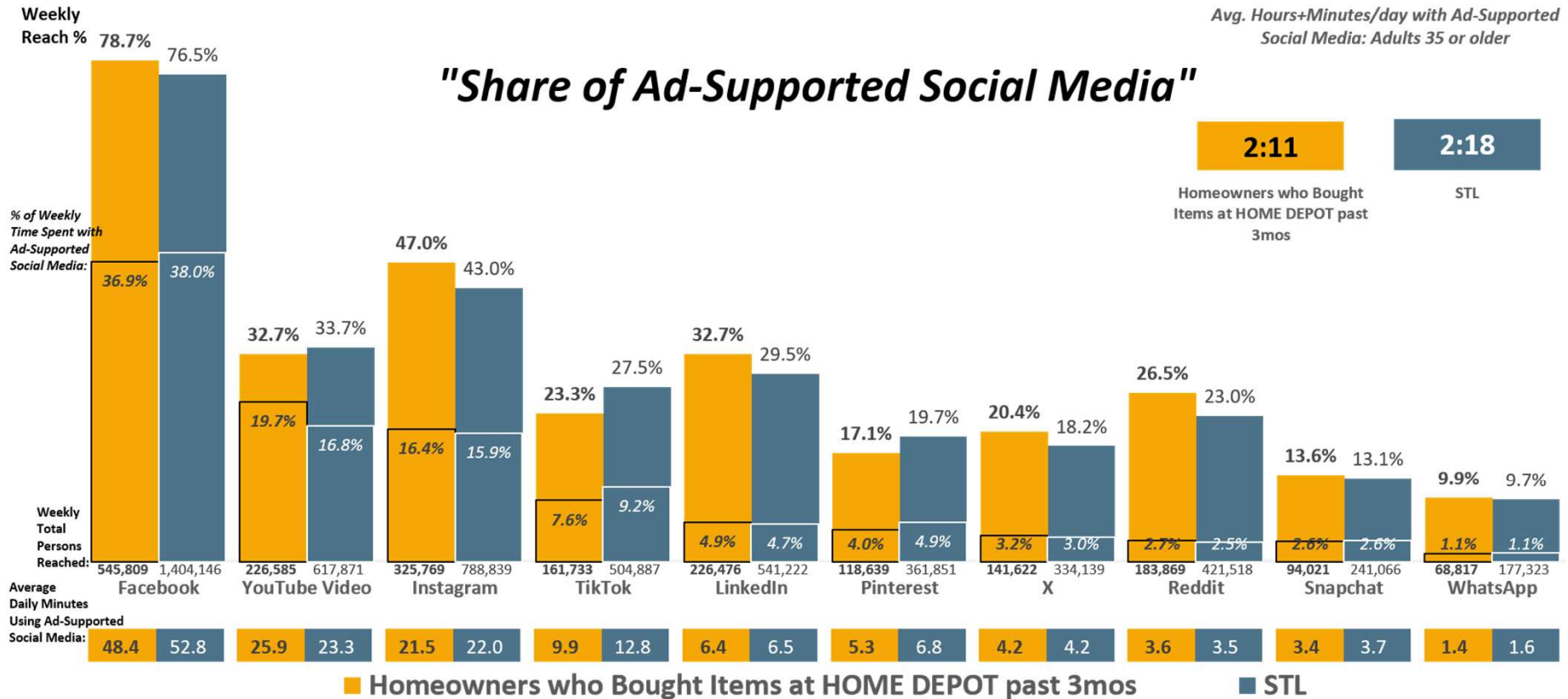
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



545,809 or 78.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 48.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

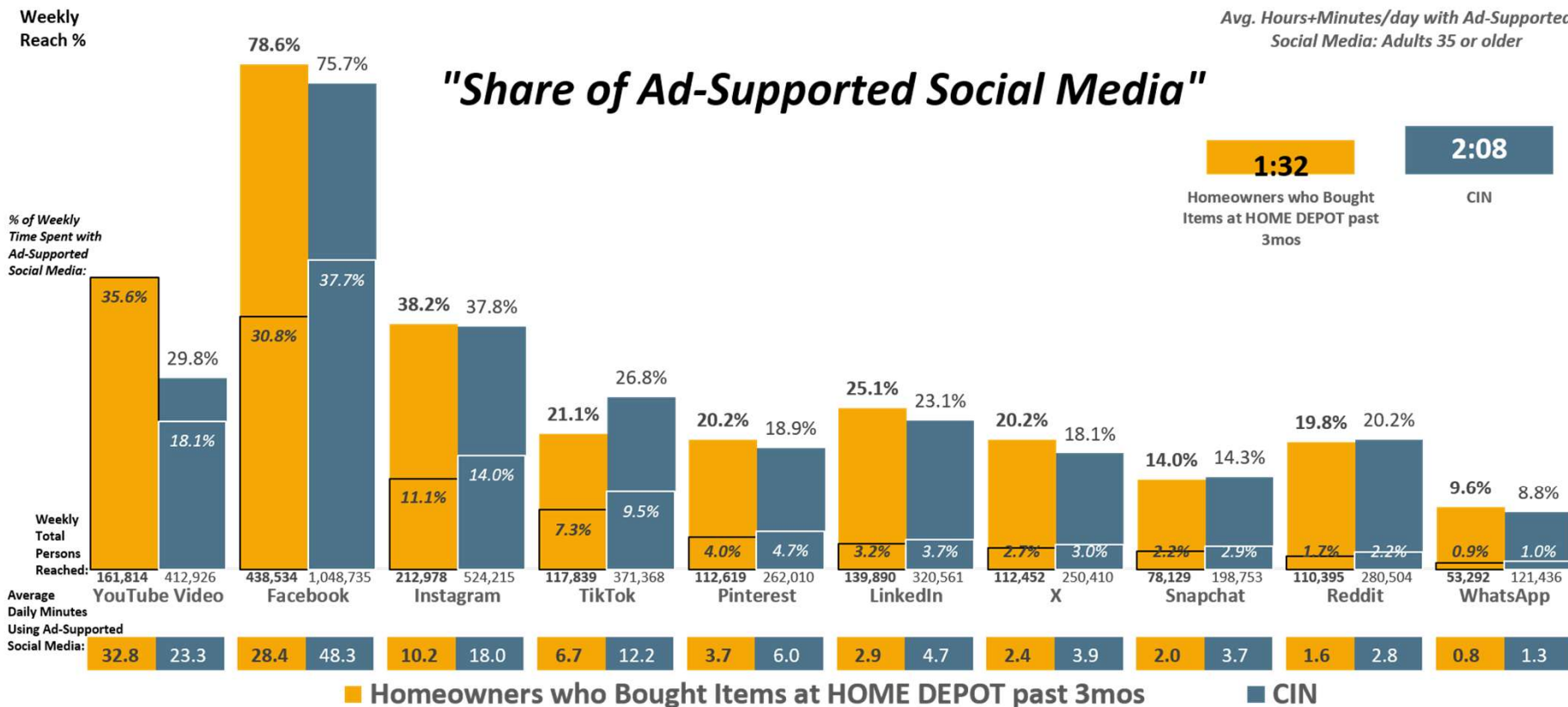
"Share of Ad-Supported Social Media"





161,814 or 29.% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported YouTube Video for an average of 32.8 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

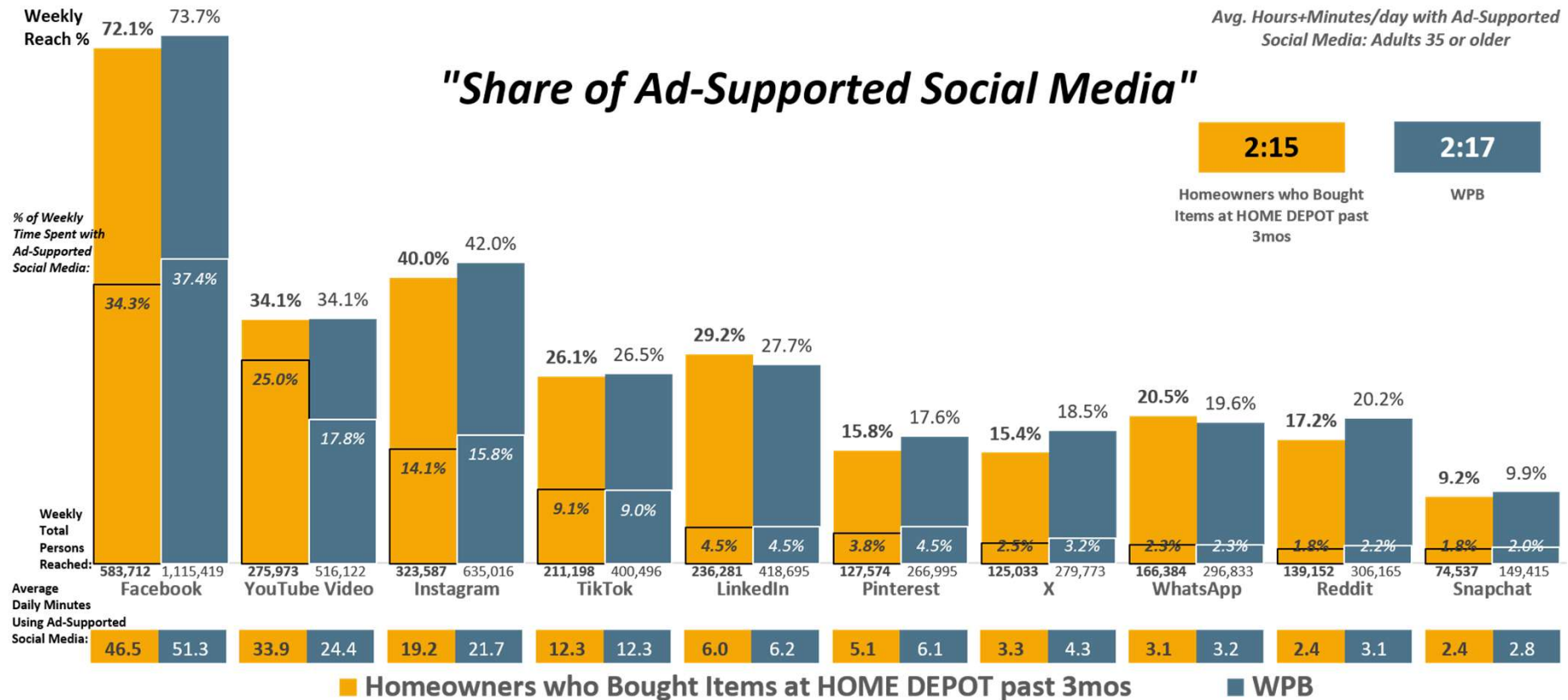
"Share of Ad-Supported Social Media"





583,712 or 72.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos use Ad-Supported Facebook for an average of 46.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

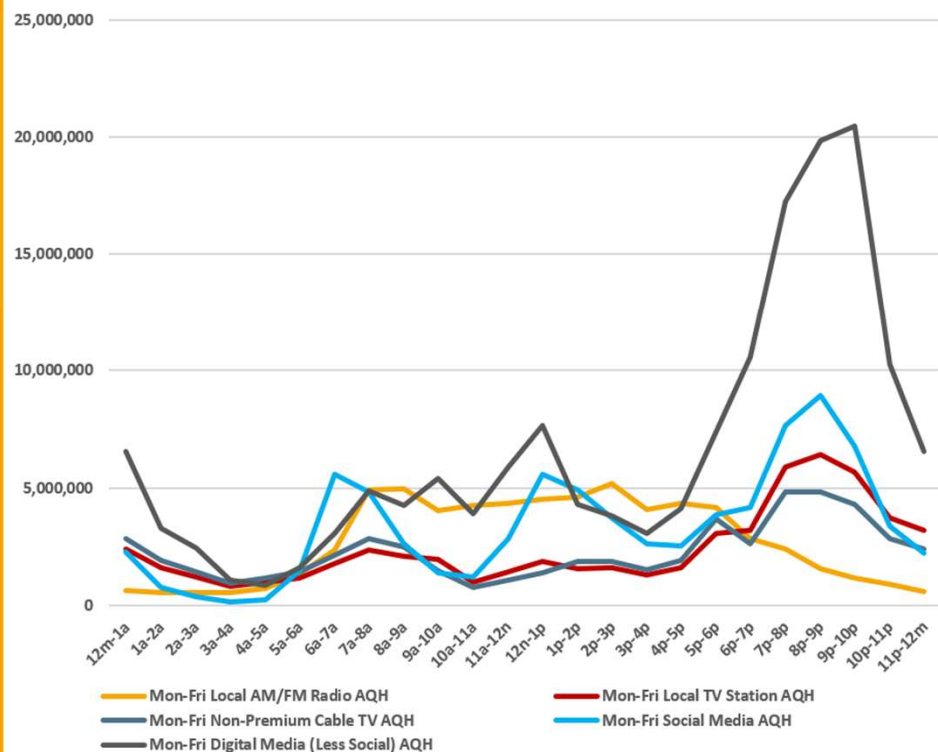
"Share of Ad-Supported Social Media"



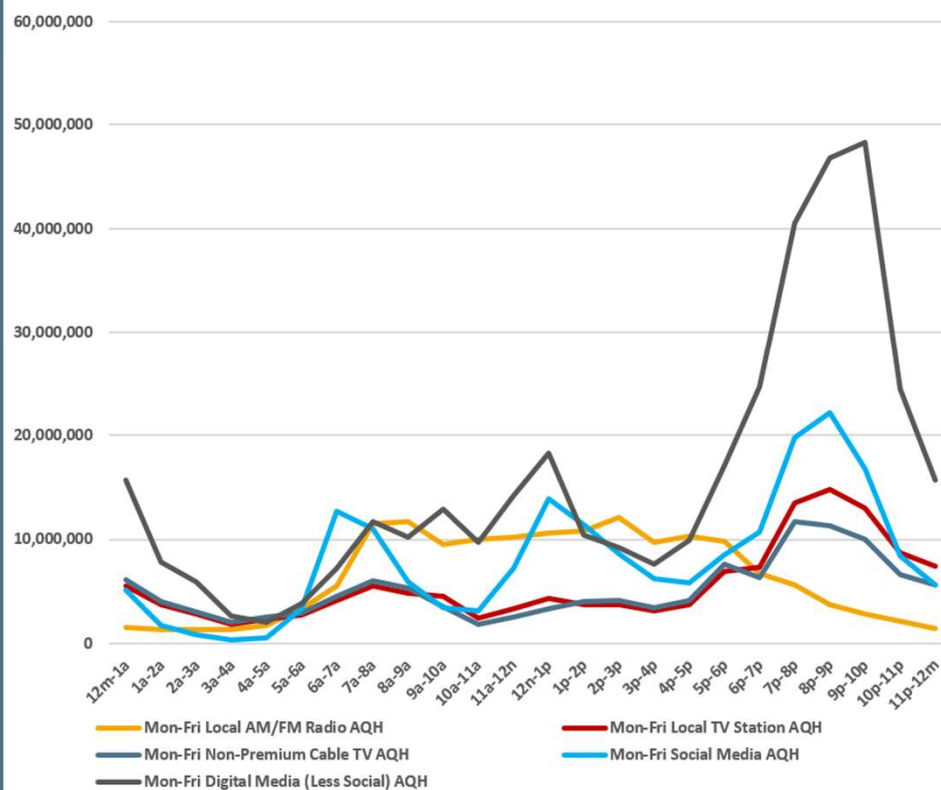


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,258,255;
Local Radio: 4,203,391; Social Media: 3,524,573; Non-Prem. Cable: 1,968,964; Local TV:
1,903,894 reaching Adults 35 or older Homeowners who Bought Items at HOM

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



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



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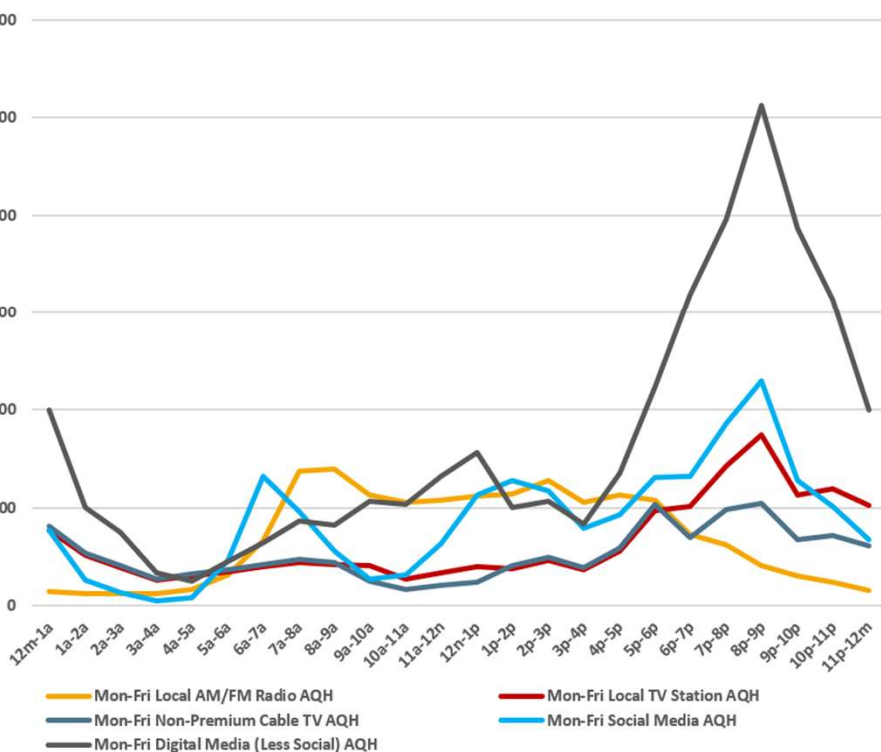
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

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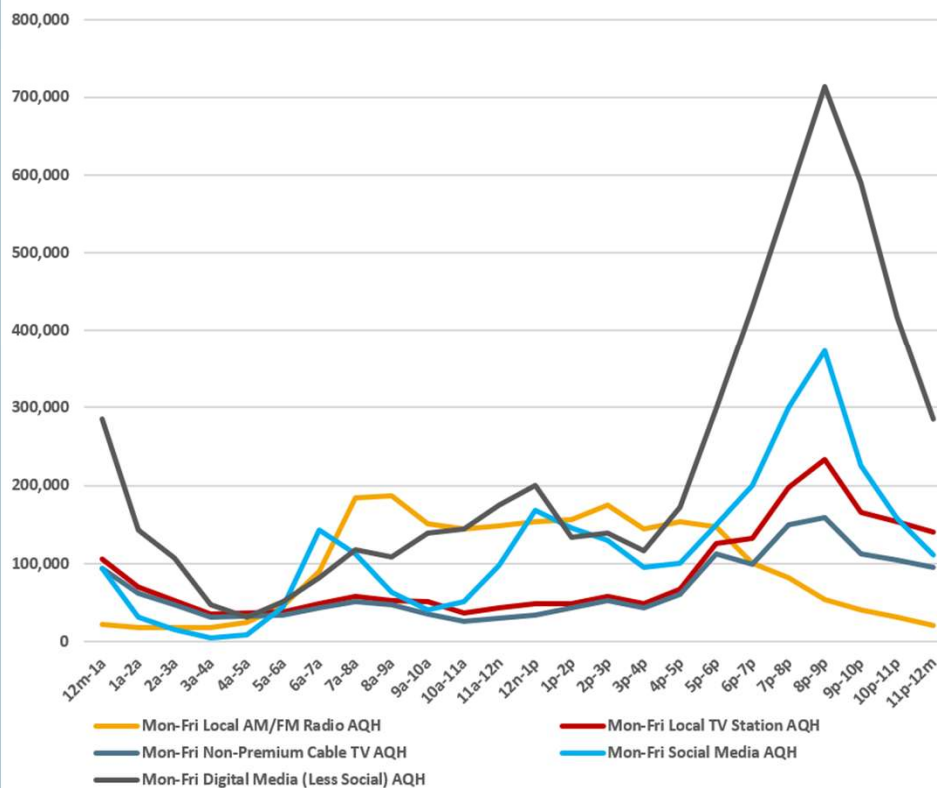


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 65,358; Local Radio: 54,633; Social Media: 46,027; Local TV: 24,675; Non-Prem. Cable: 22,191 reaching Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



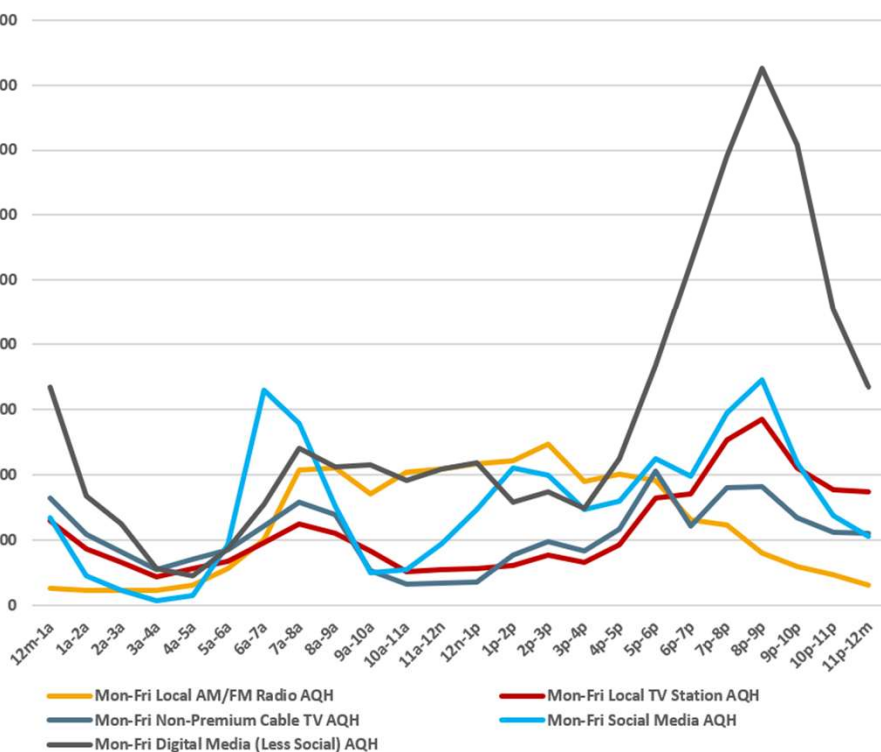
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 35 or older



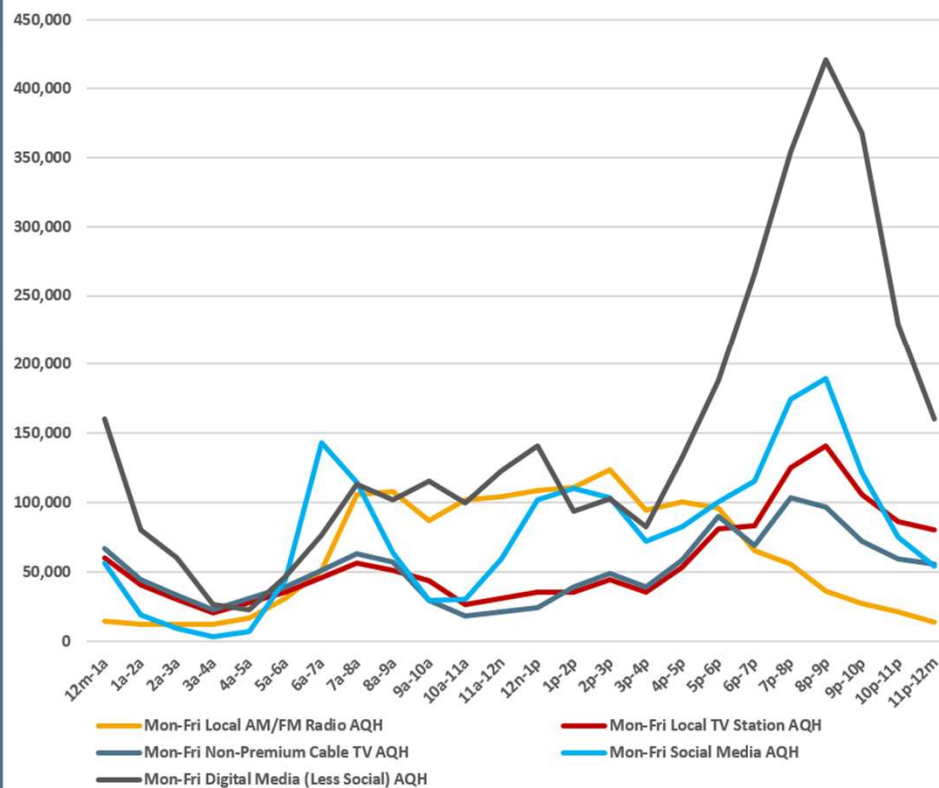


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 46,736; Local Radio: 38,410; Social Media: 34,490; Non-Prem. Cable: 19,638; Local TV: 18,606 reaching Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



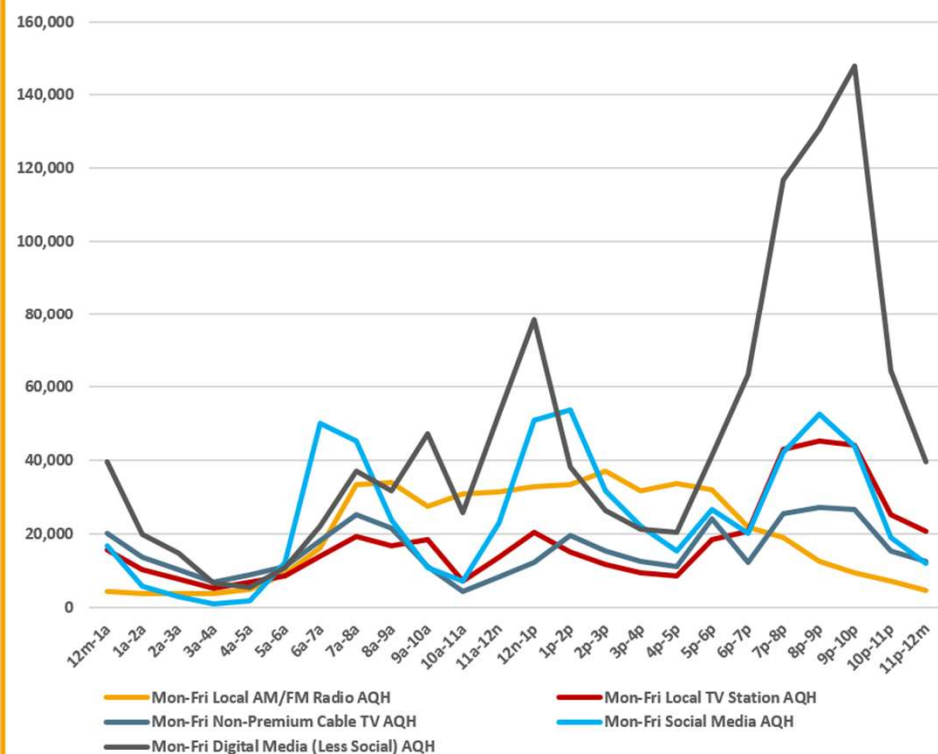
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 35 or older



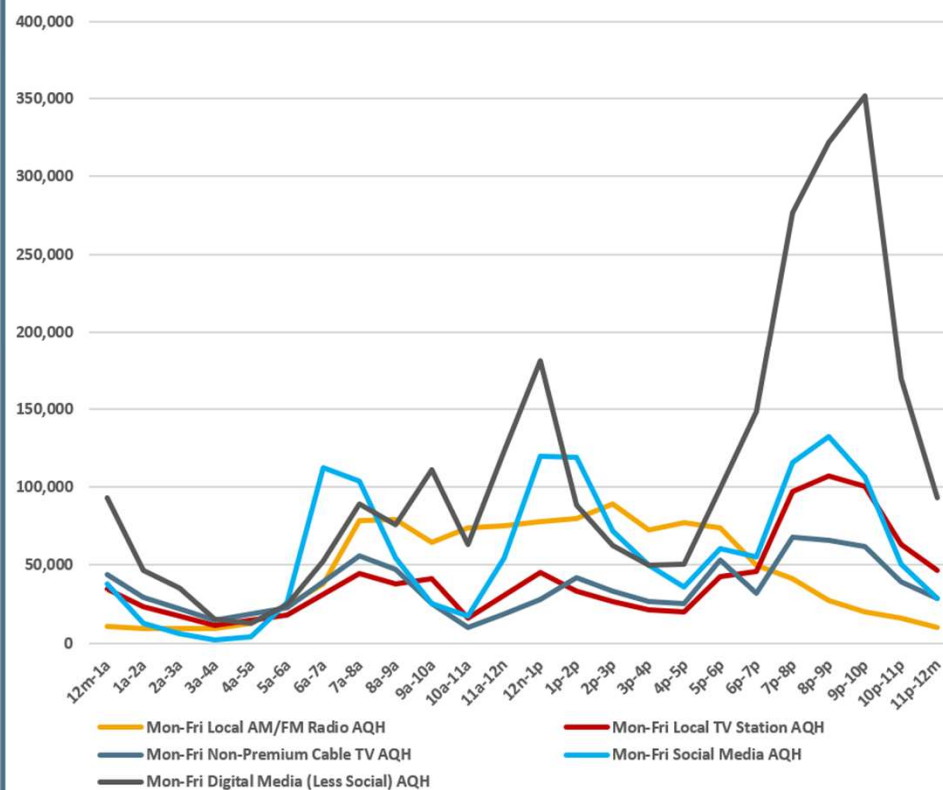


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,964; Local Radio: 30,472; Social Media: 29,265; Non-Prem. Cable: 15,059; Local TV: 14,878 reaching Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



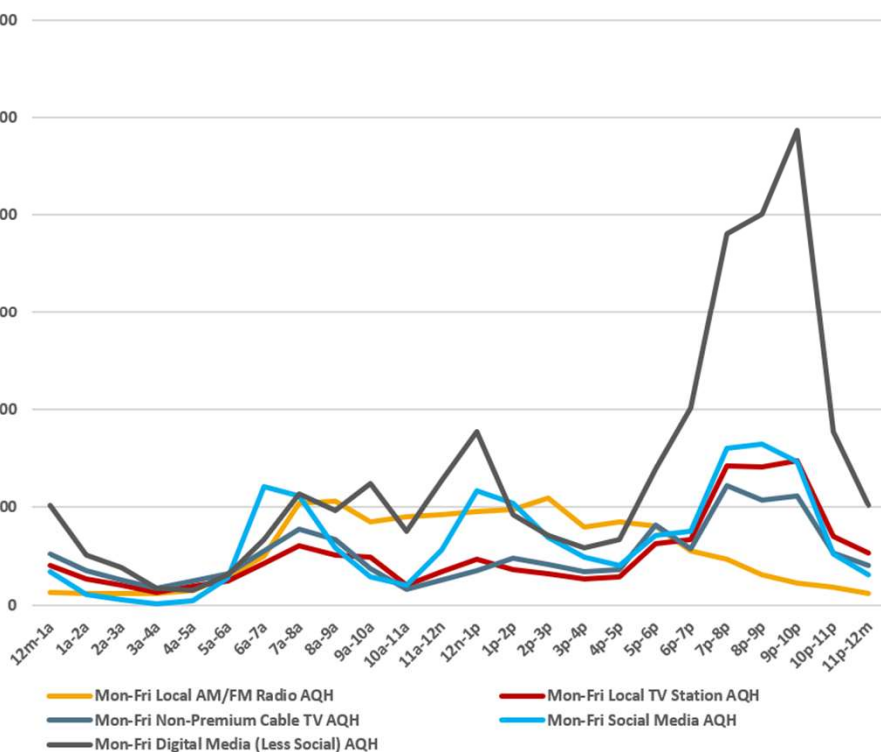
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 35 or older



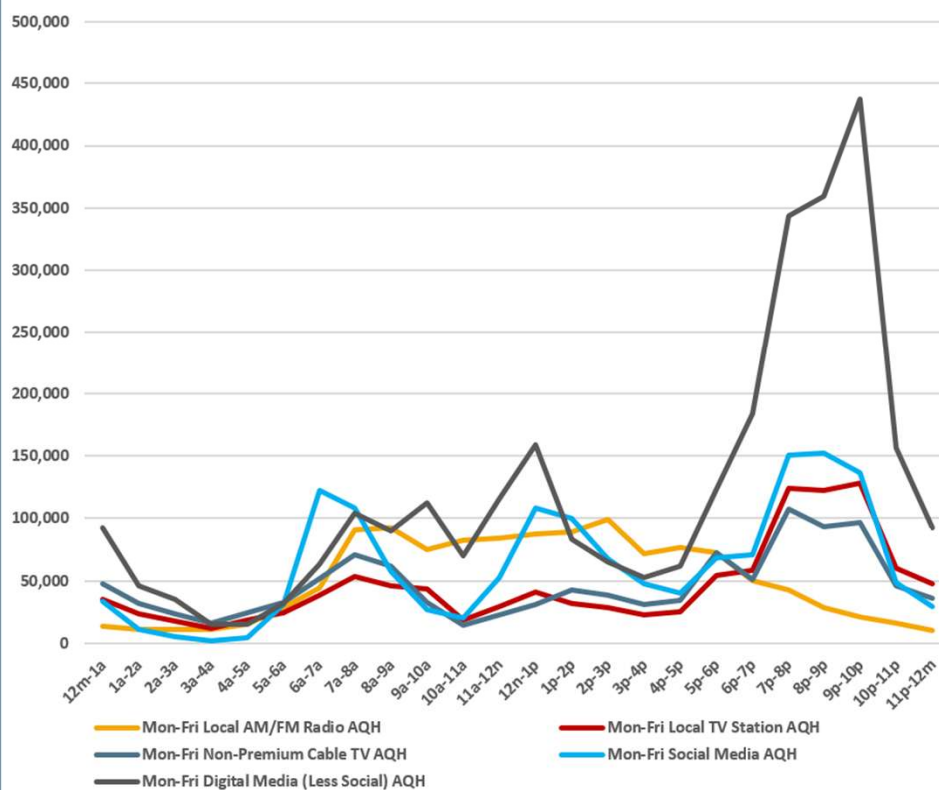


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 54,393; Local Radio: 43,560; Social Media: 35,483; Non-Prem. Cable: 23,628; Local TV: 21,543 reaching Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3m

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older Homeowners who Bought Items at HOME
DEPOT past 3mos



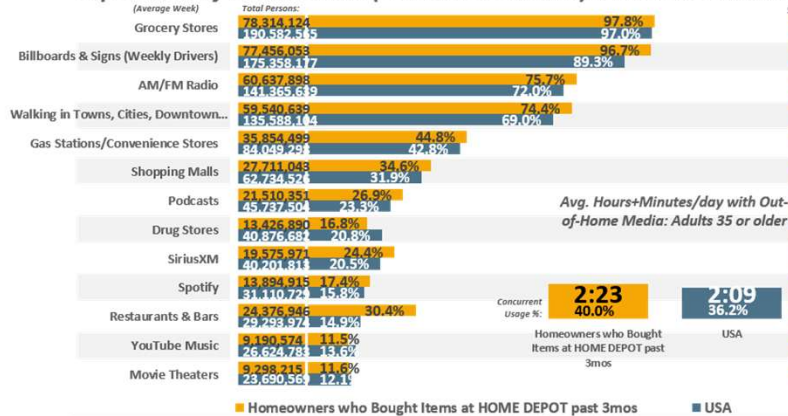
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 35 or older



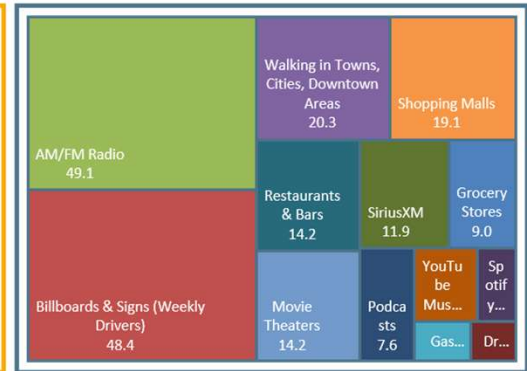
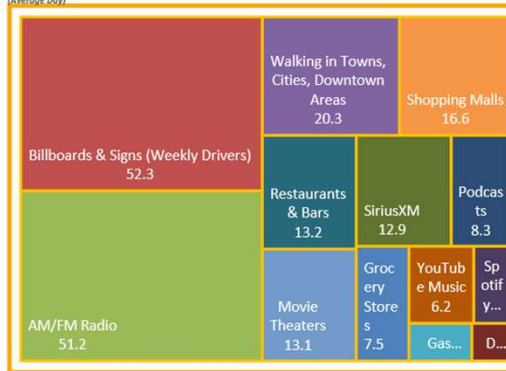


77,456,053 or 96.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 52.3 minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 46.8 minutes/day

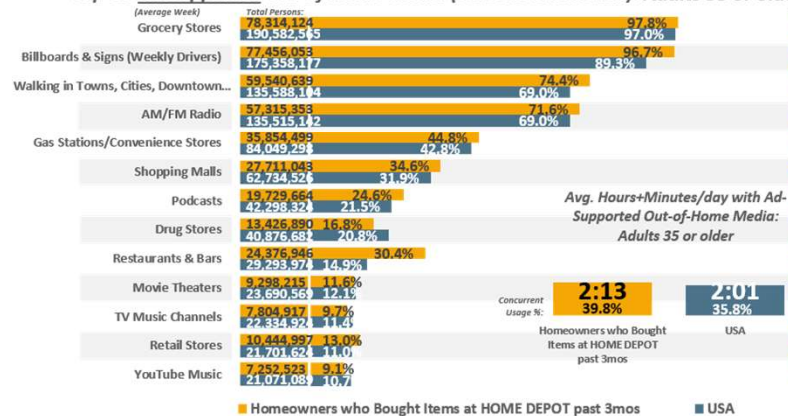
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



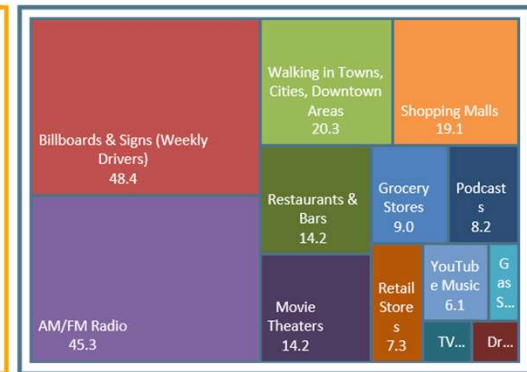
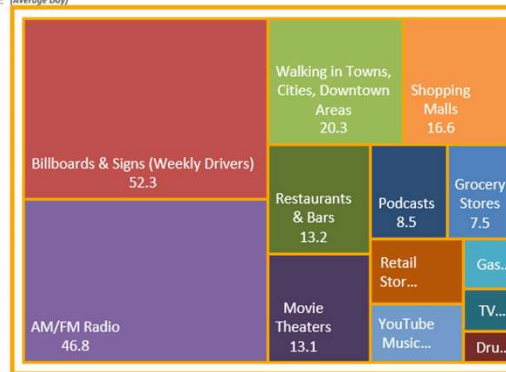
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812
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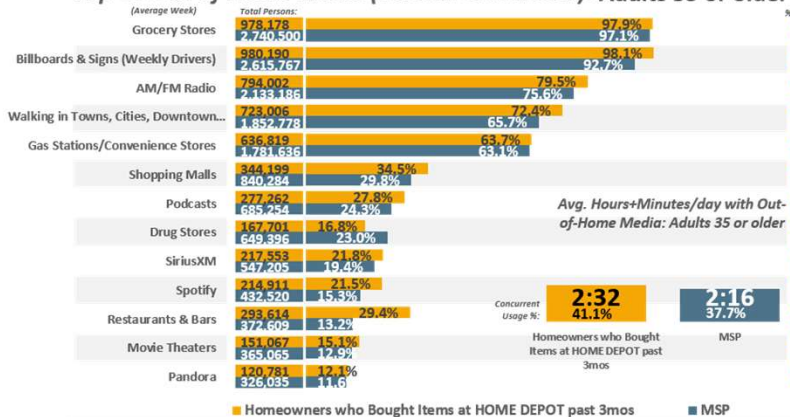
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

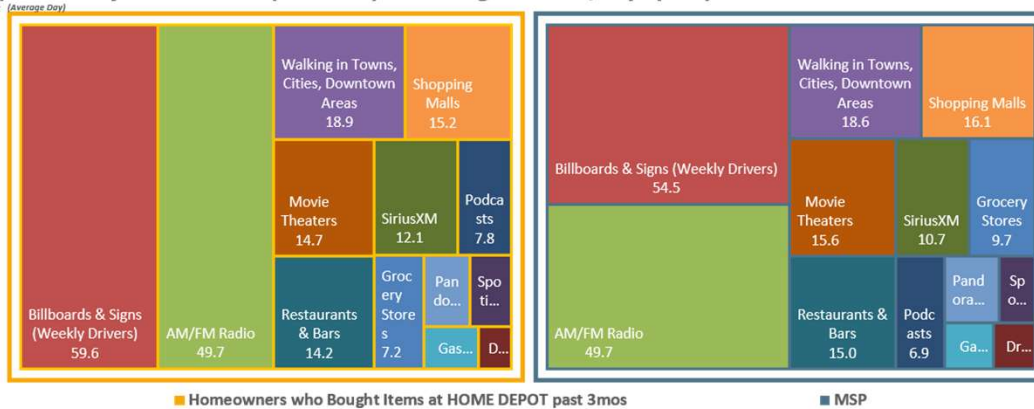


980,190 or 98.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 59.6 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 43.3 minutes/day.

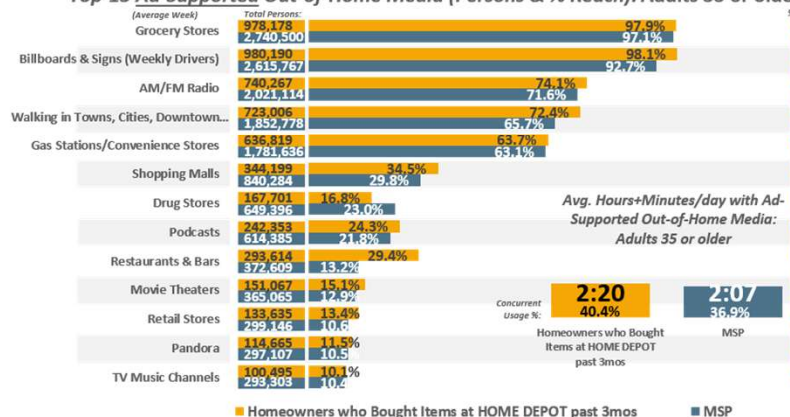
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



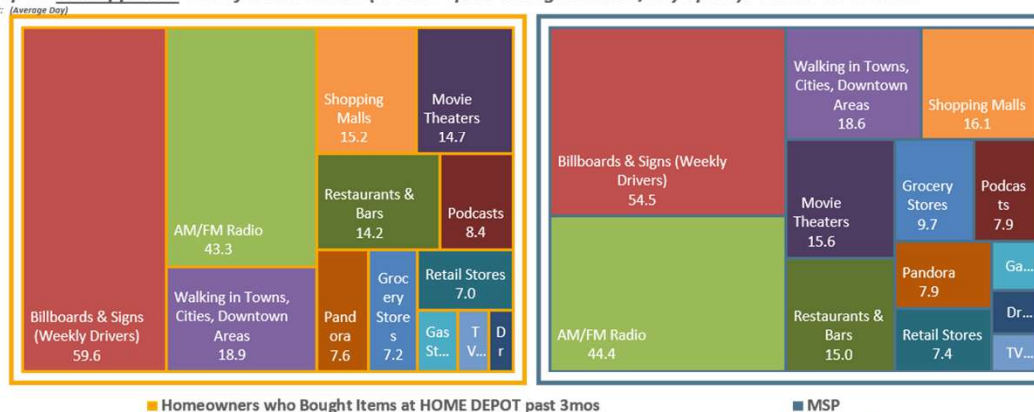
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

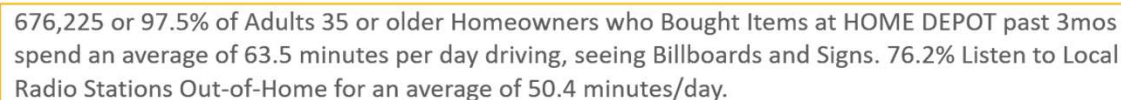


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 or older

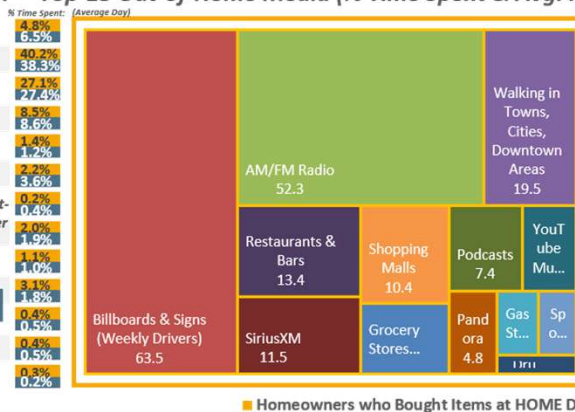


Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

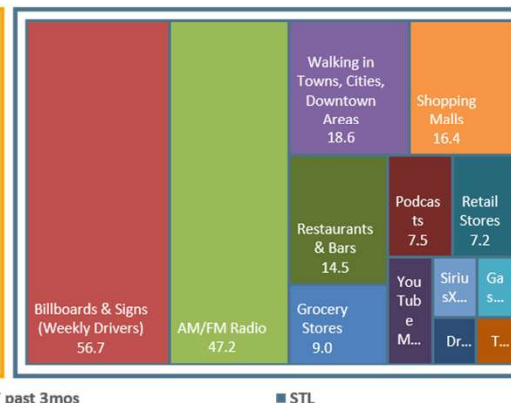




Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



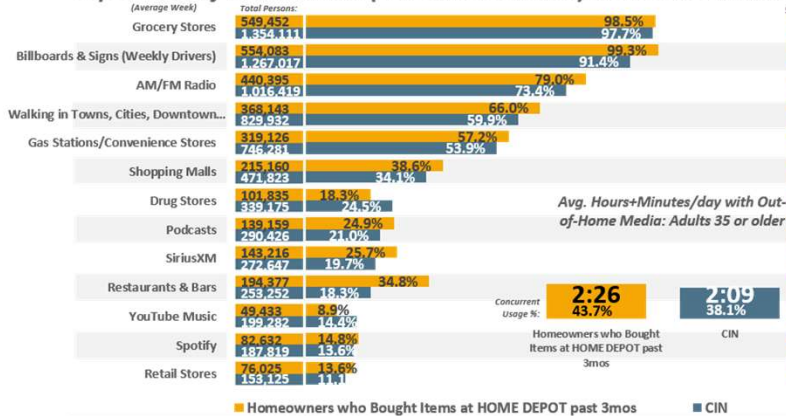
■ STL
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for Anything ®

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot)]

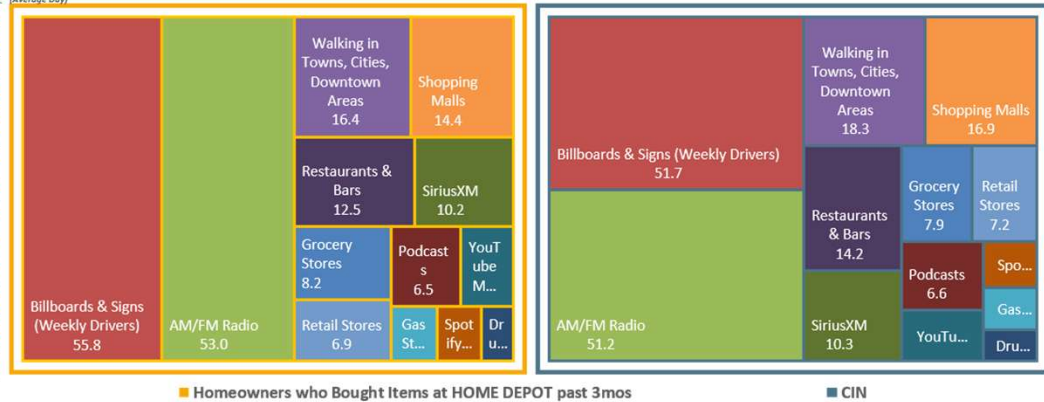


554,083 or 99.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 55.8 minutes per day driving, seeing Billboards and Signs. 75.% Listen to Local Radio Stations Out-of-Home for an average of 50. minutes/day.

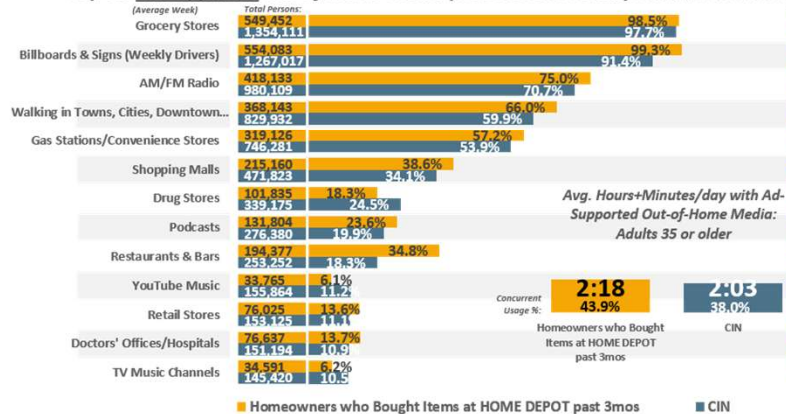
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



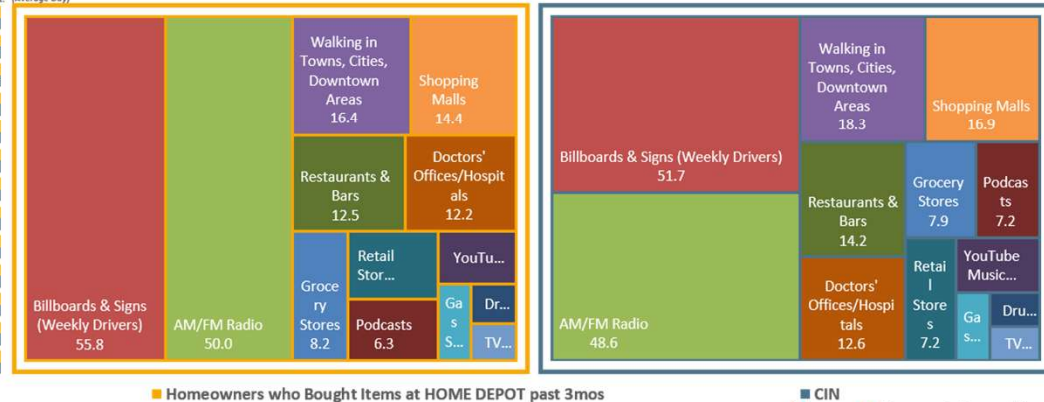
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



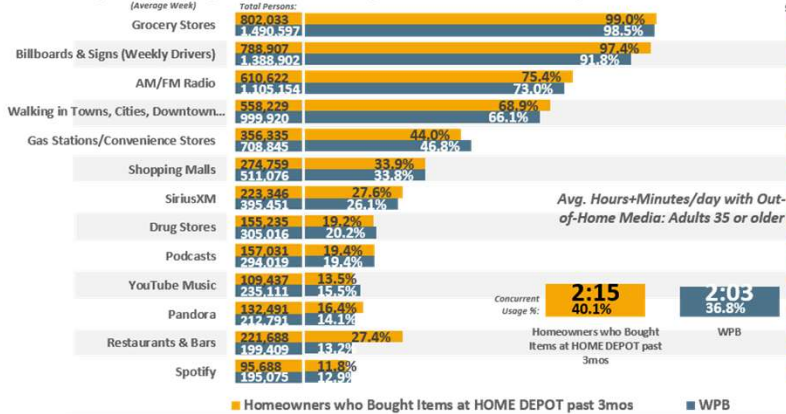
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



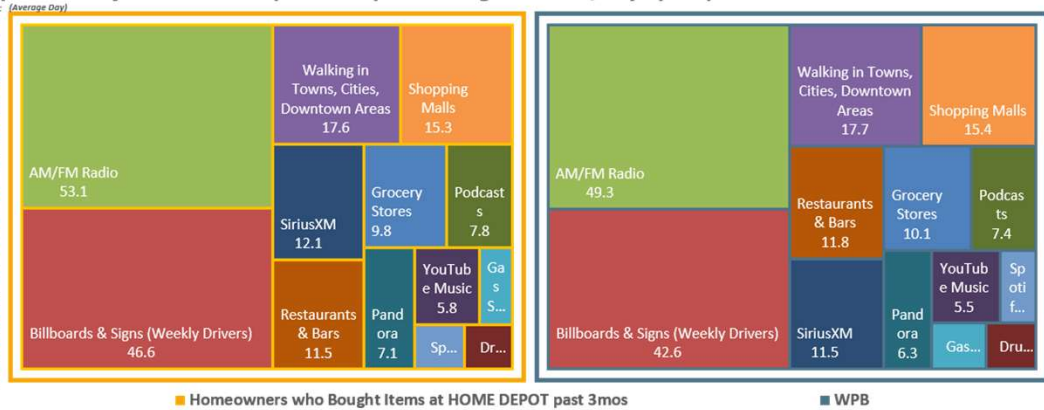


788,907 or 97.4% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 46.6 minutes per day driving, seeing Billboards and Signs. 73.1% Listen to Local Radio Stations Out-of-Home for an average of 51.2 minutes/day.

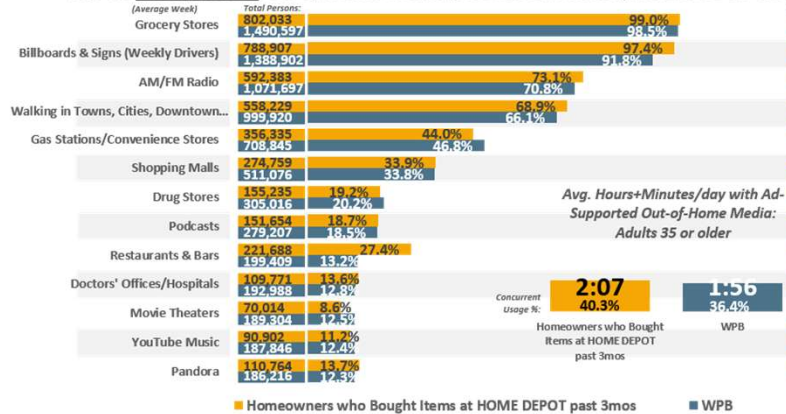
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



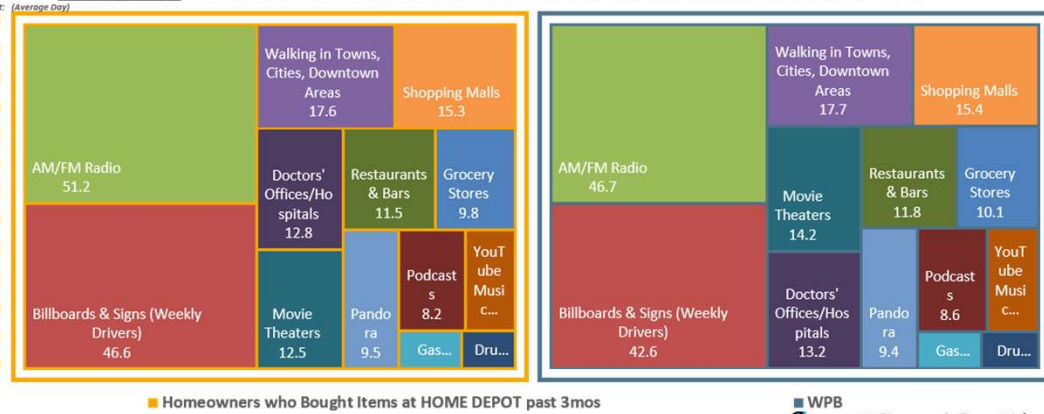
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,129
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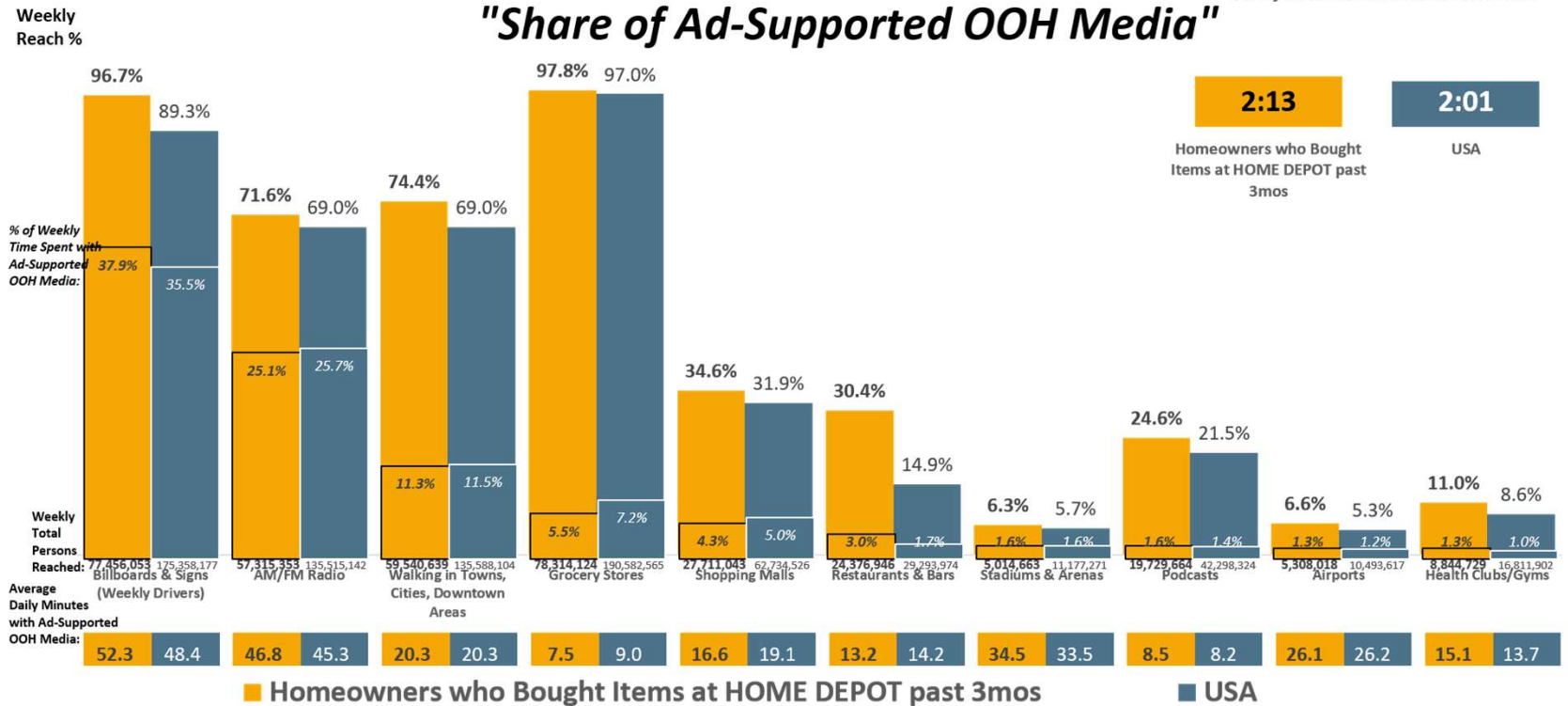
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



77,456,053 or 96.7% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 52.3 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 7,812 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 Major stores bought past 3 months: The Home Depot}}

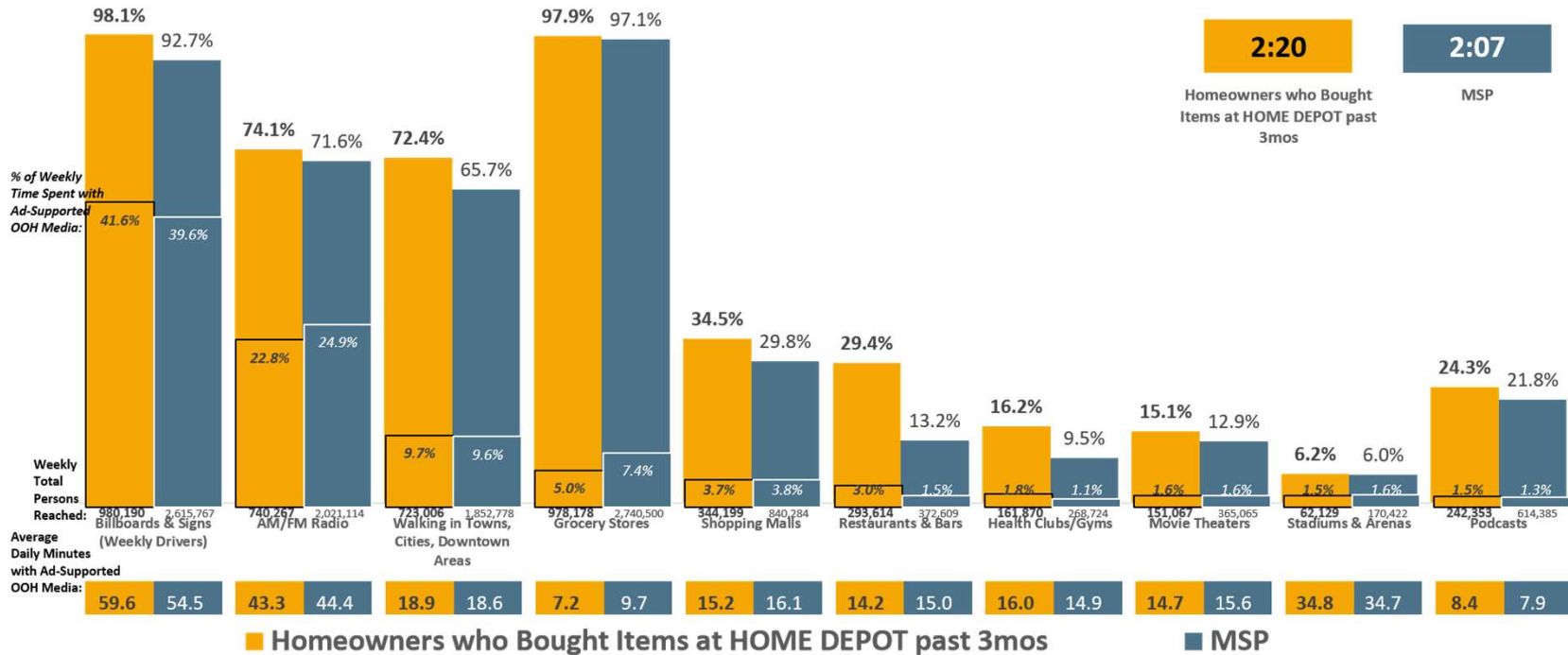


980,190 or 98.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 59.6 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 563 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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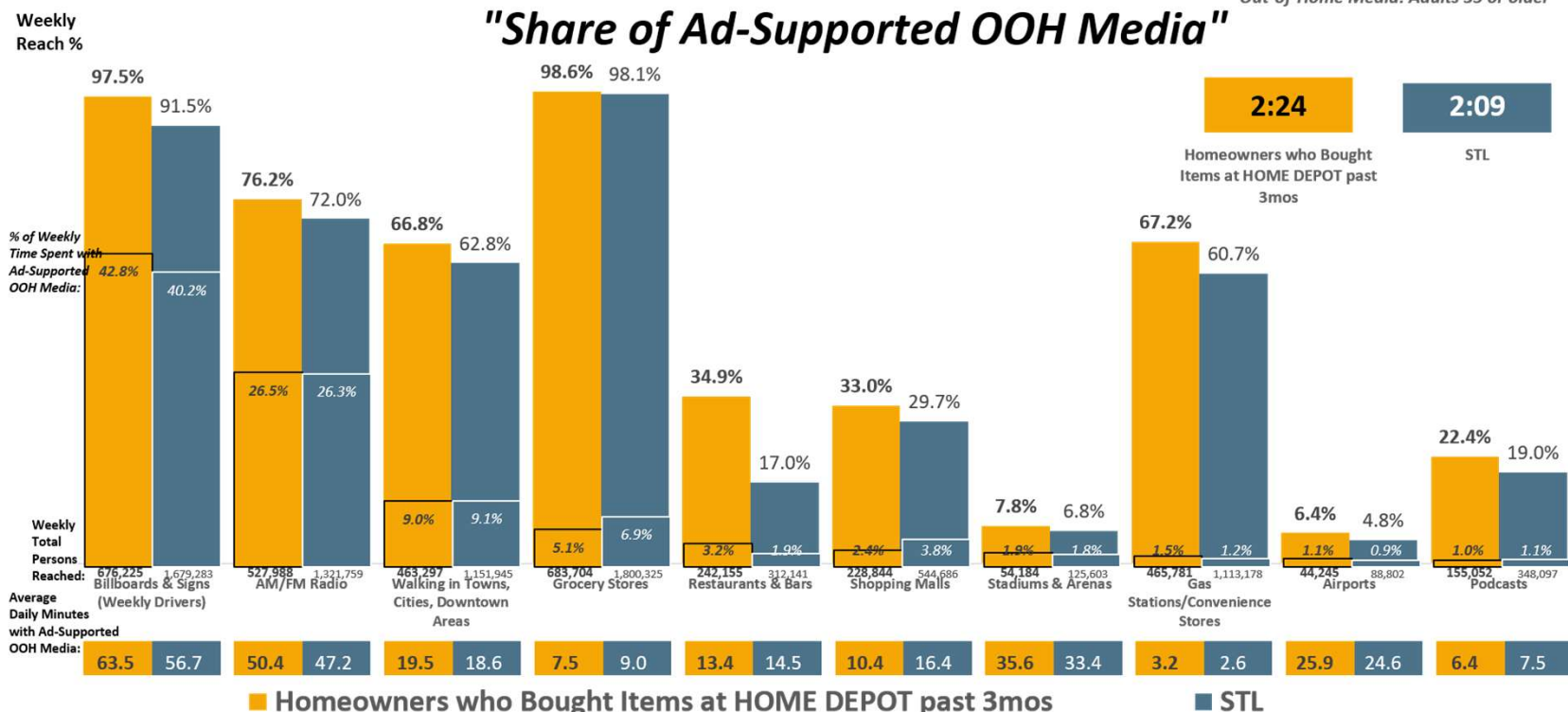
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[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot)]



676,225 or 97.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 63.5 minutes per day driving, seeing Billboards and Signs representing 42.8% 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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 629
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

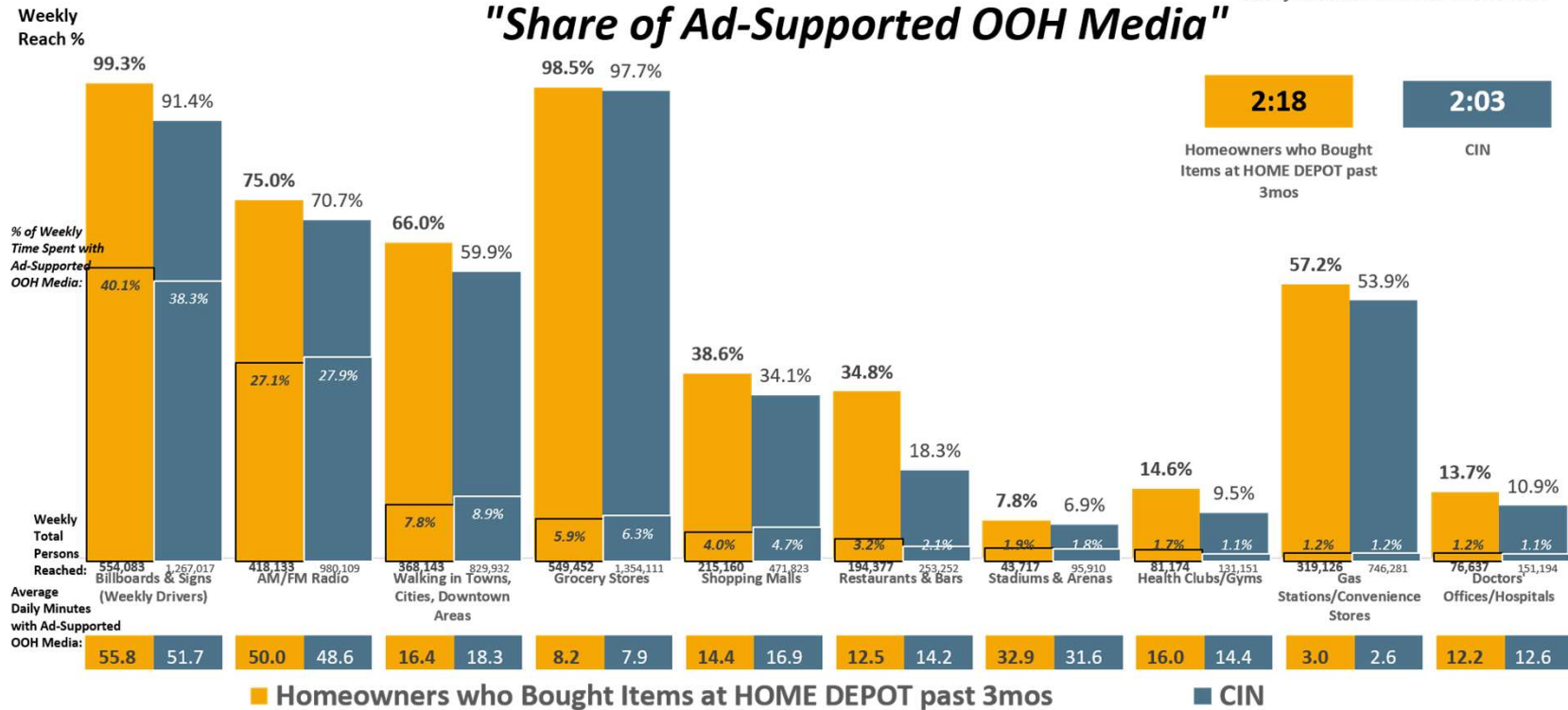
soefa.ai Share of Everything for Anything

{{Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot}}



554,083 or 99.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 55.8 minutes per day driving, seeing Billboards and Signs representing 40.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



2:18

Homeowners who Bought Items at HOME DEPOT past 3mos

2:03

CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 581
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

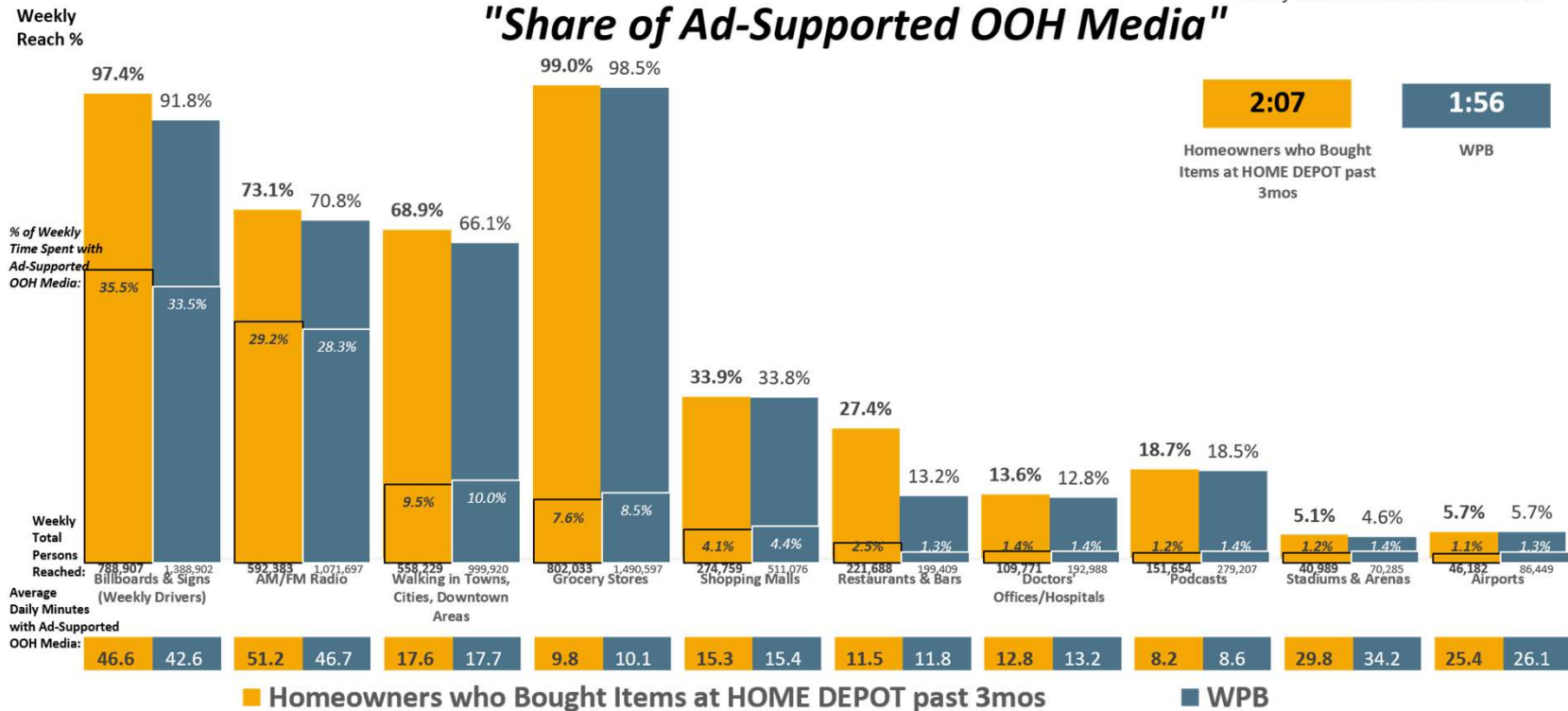
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{{Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot}}



788,907 or 97.4% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 46.6 minutes per day driving, seeing Billboards and Signs representing 35.5% 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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 1,129 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

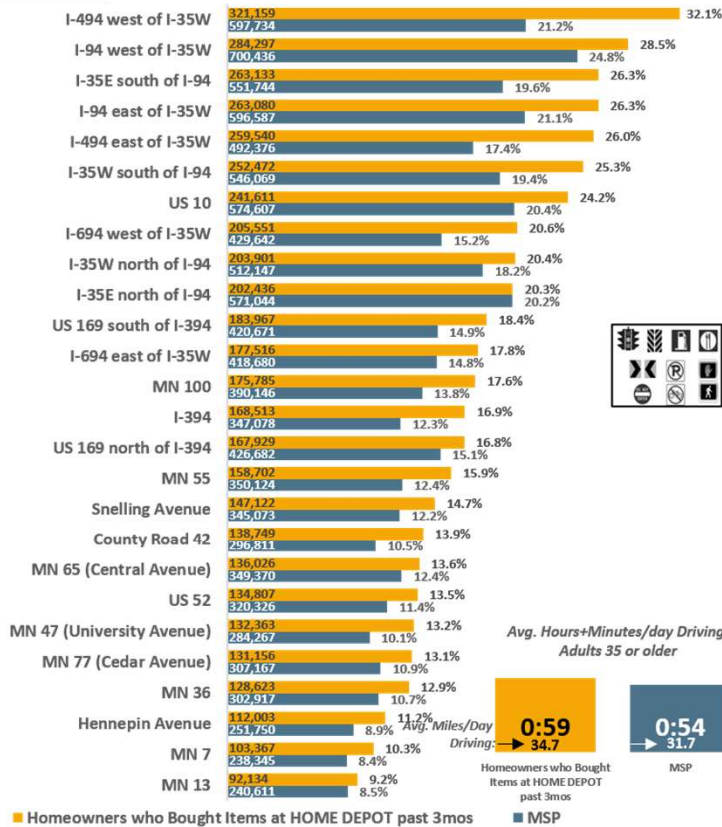
soefa.ai Share of Everything for Anything

{{Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot}}

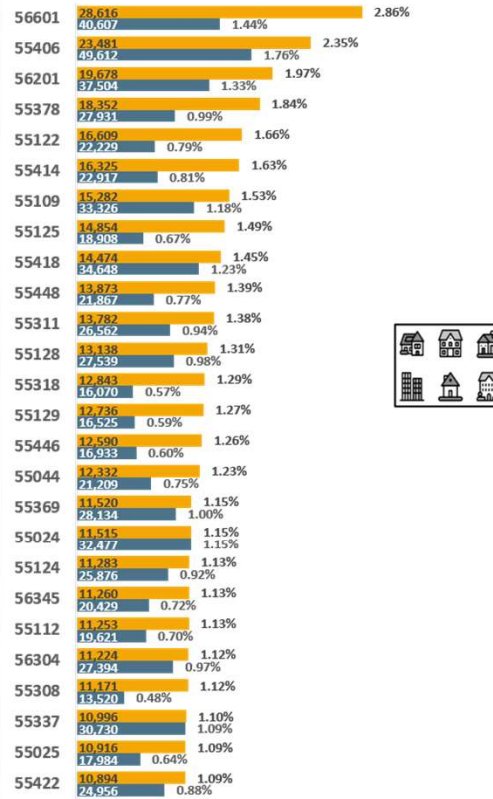


980,190 or 98.1% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 59.6 minutes per day driving an average of 34.7 miles each day and are 51.7% more likely to use I-494 west of I-35W than the Metro average.

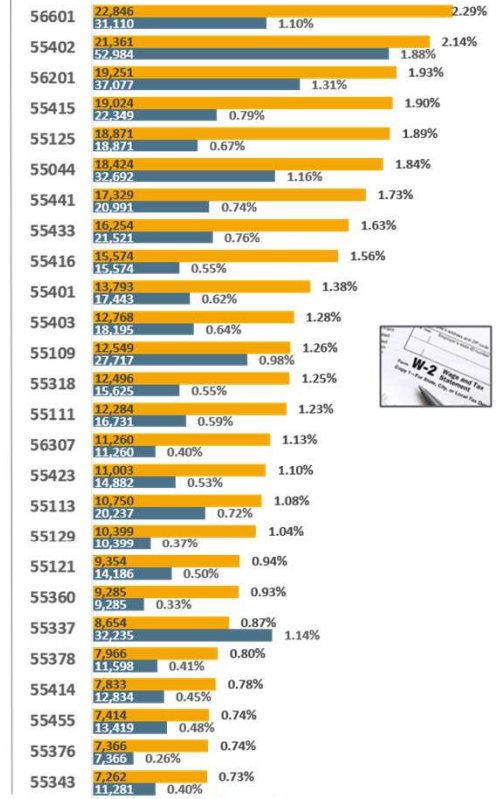
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



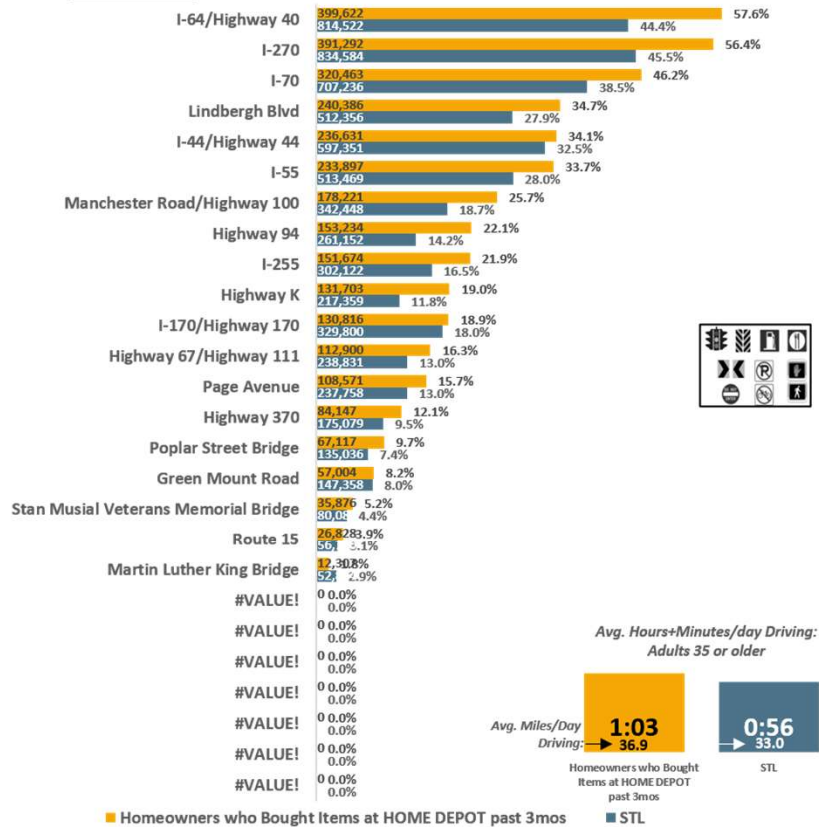
Top-26 Employment Zip Codes: Adults 35 or older



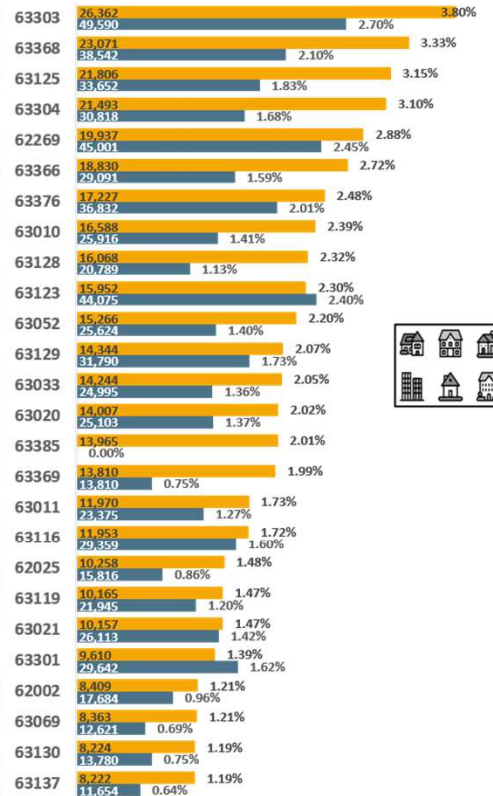


676,225 or 97.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 63.5 minutes per day driving an average of 36.9 miles each day and are 60.4% more likely to use Highway K than the Metro average.

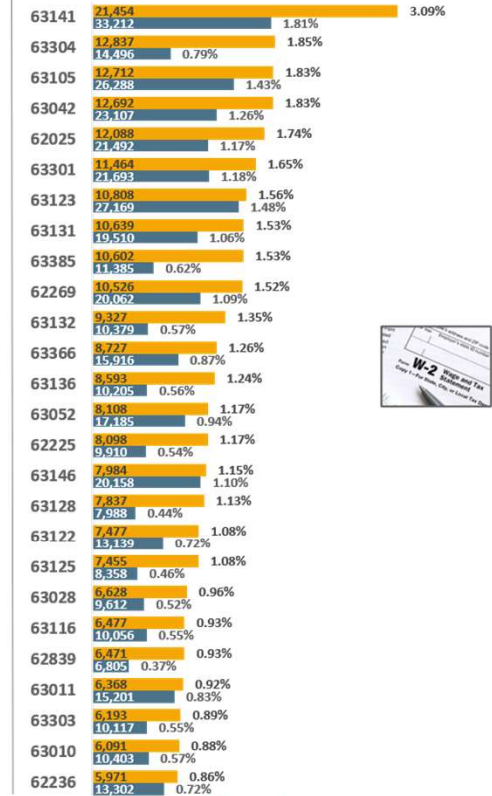
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

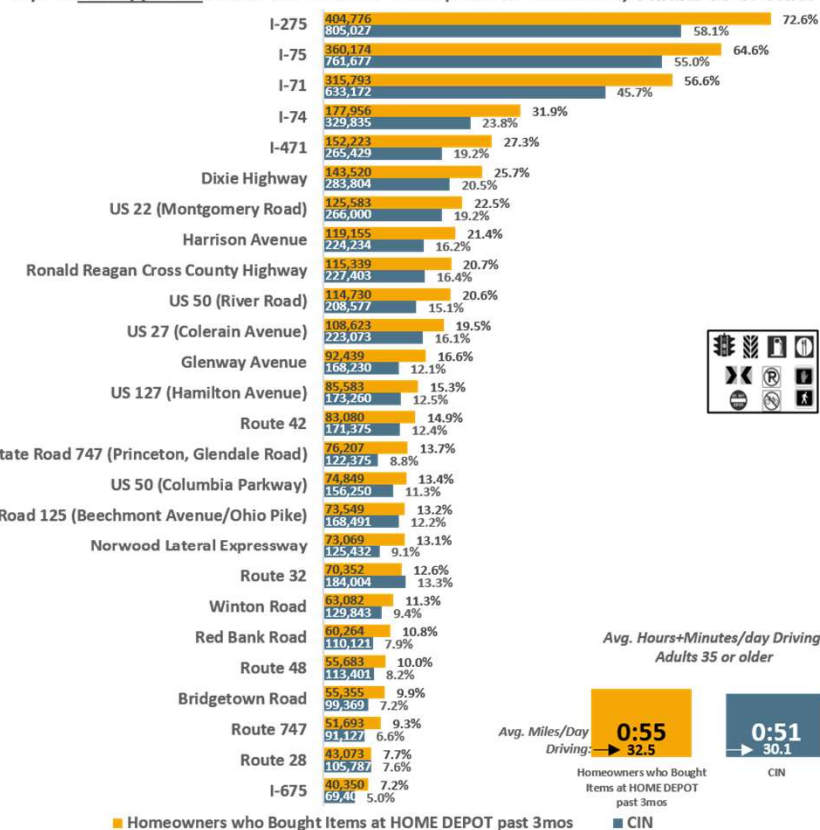


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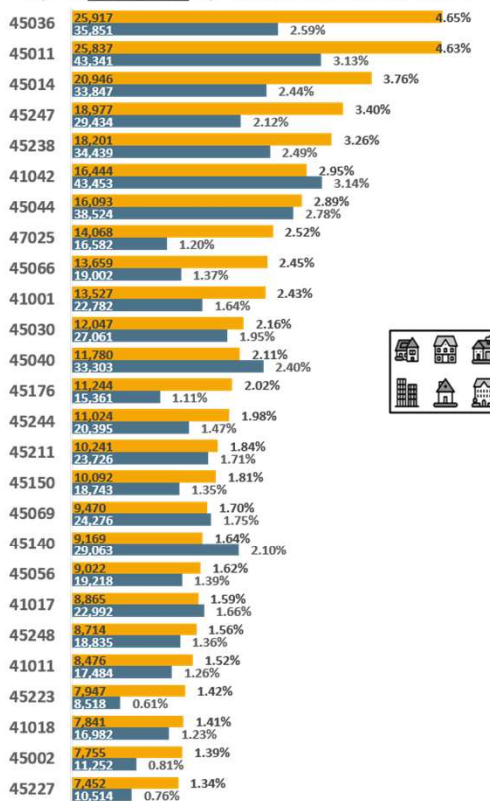


554,083 or 99.3% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 55.8 minutes per day driving an average of 32.5 miles each day and are 54.7% more likely to use State Road 747 (Princeton, Glendale Road) than t

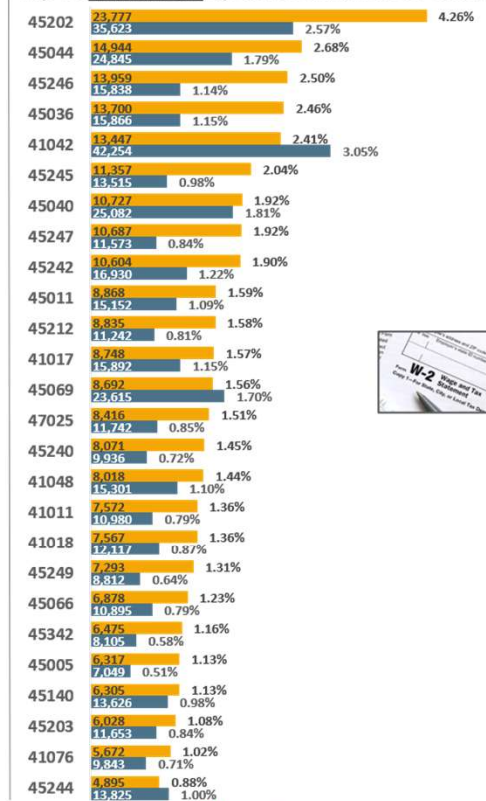
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



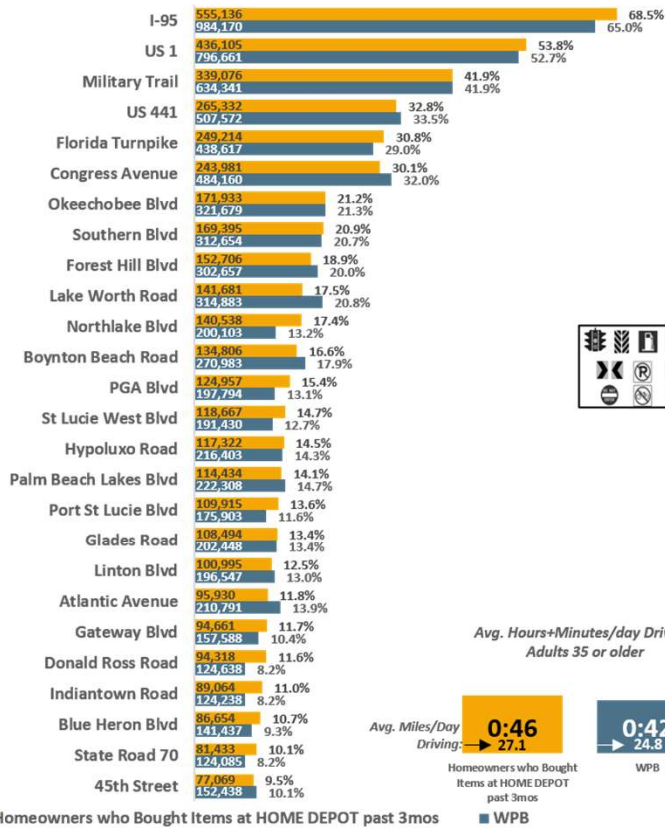
Top-26 Employment Zip Codes: Adults 35 or older





788,907 or 97.4% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos spend an average of 46.6 minutes per day driving an average of 27.1 miles each day and are 31.2% more likely to use Northlake Blvd than the Metro average.

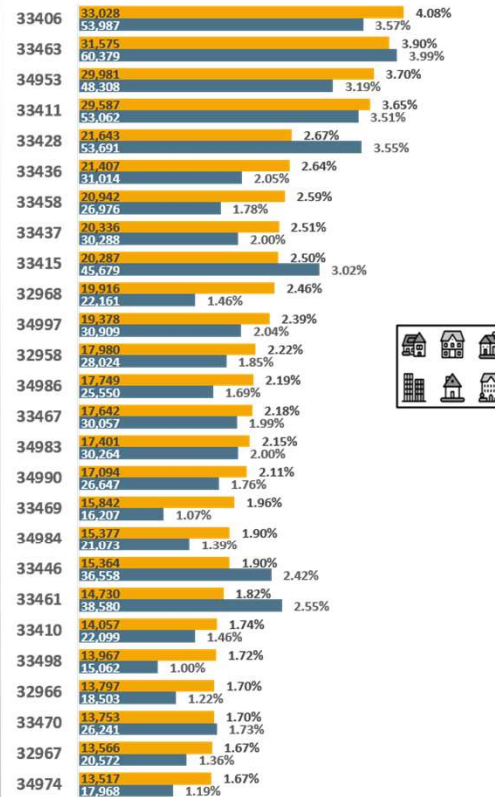
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



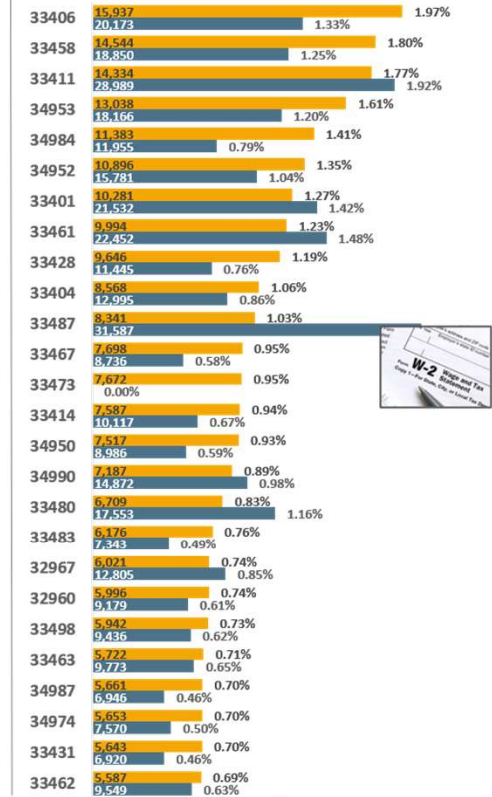
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older

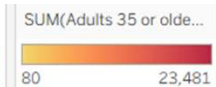
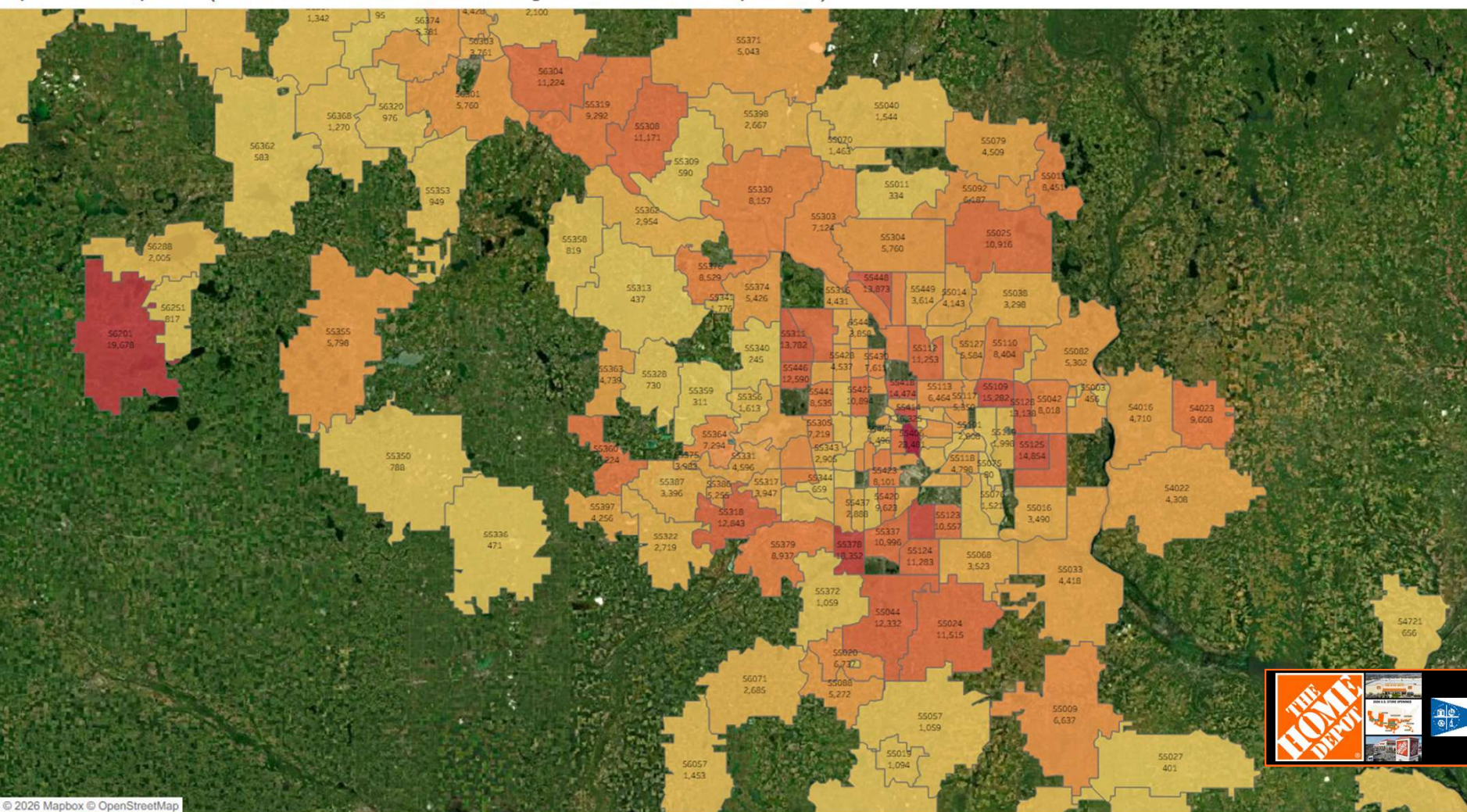


Top-26 Employment Zip Codes: Adults 35 or older

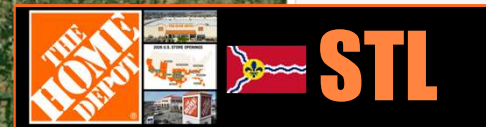
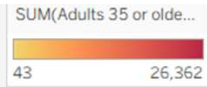
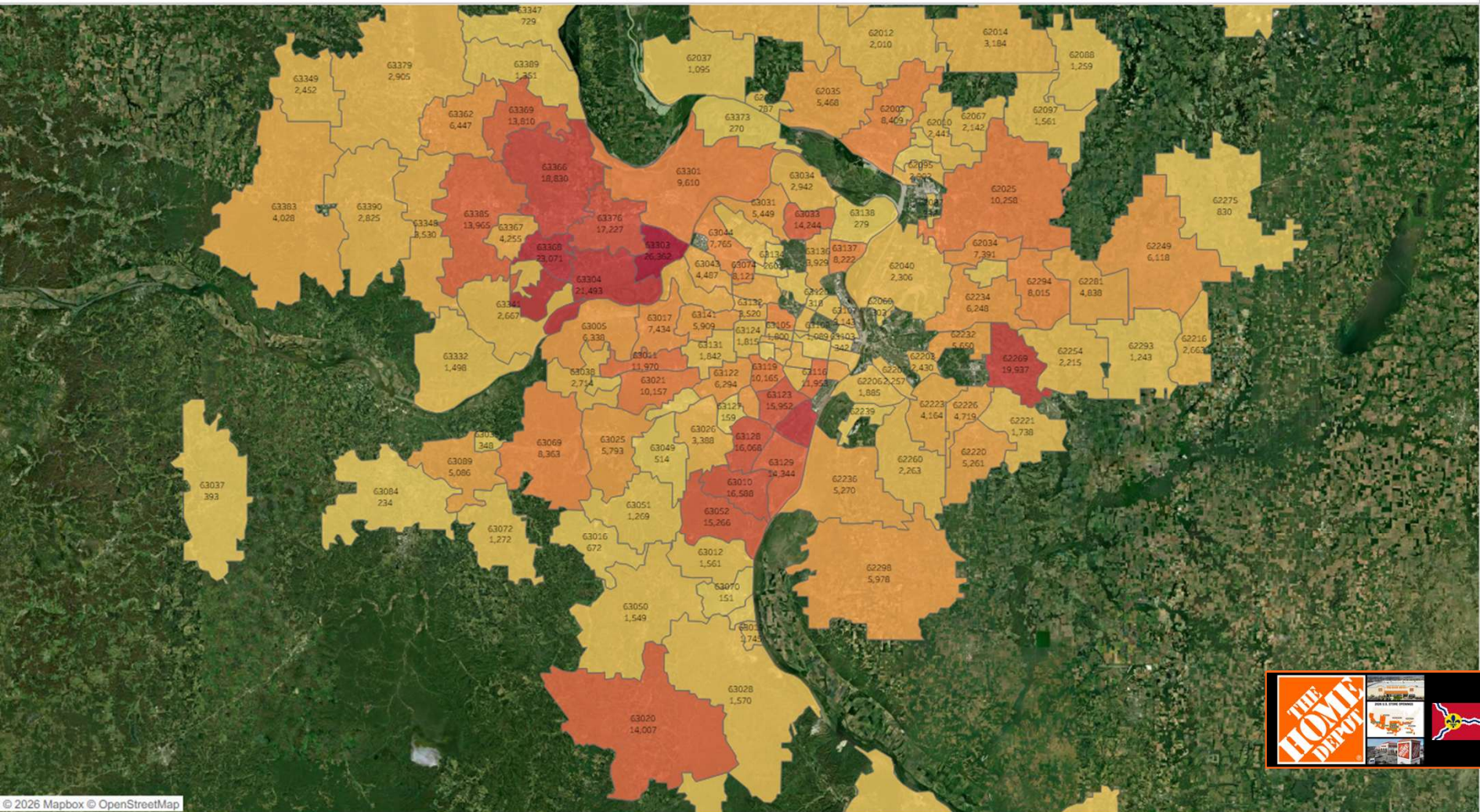


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Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos)



Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos)



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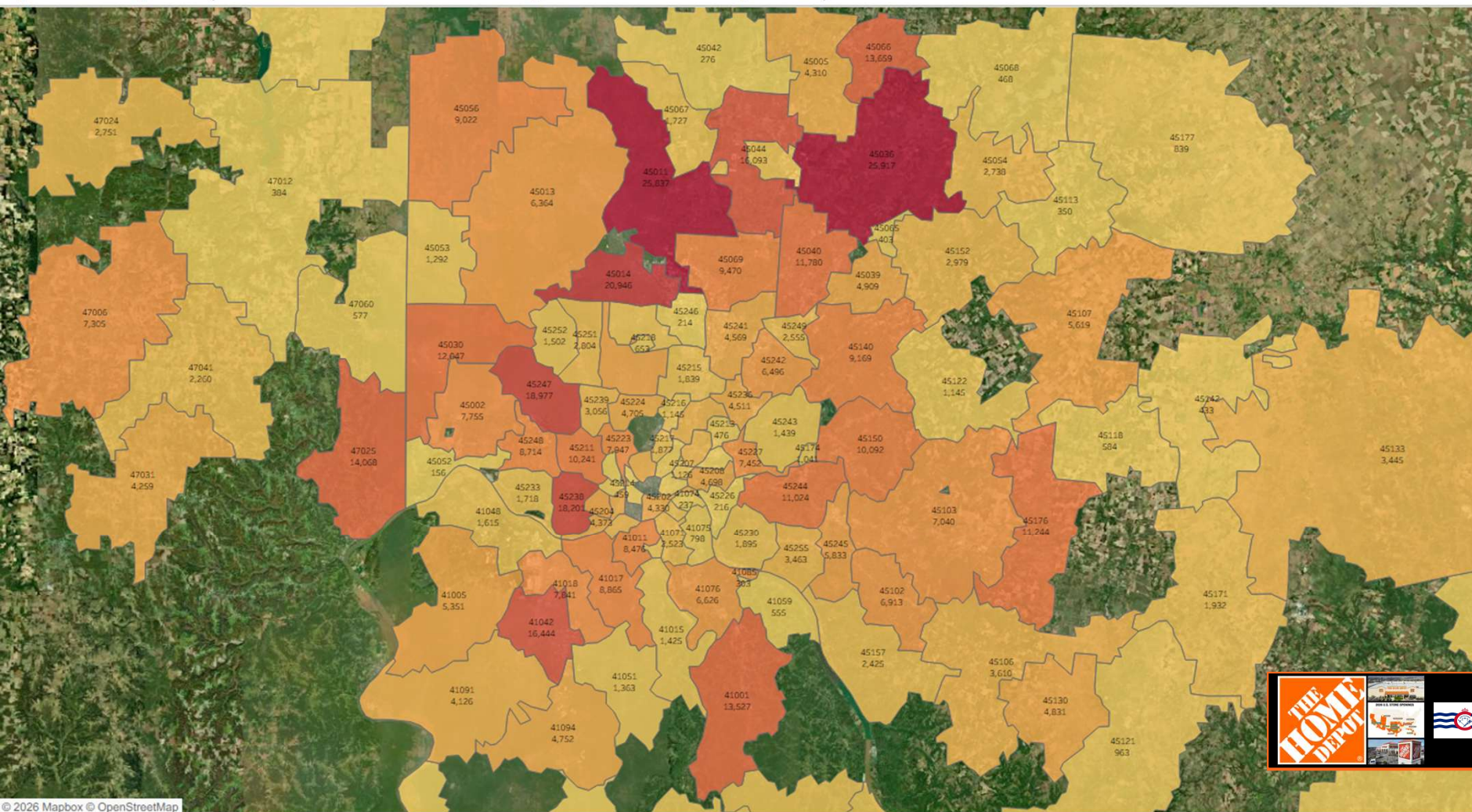
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 629

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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

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Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos)



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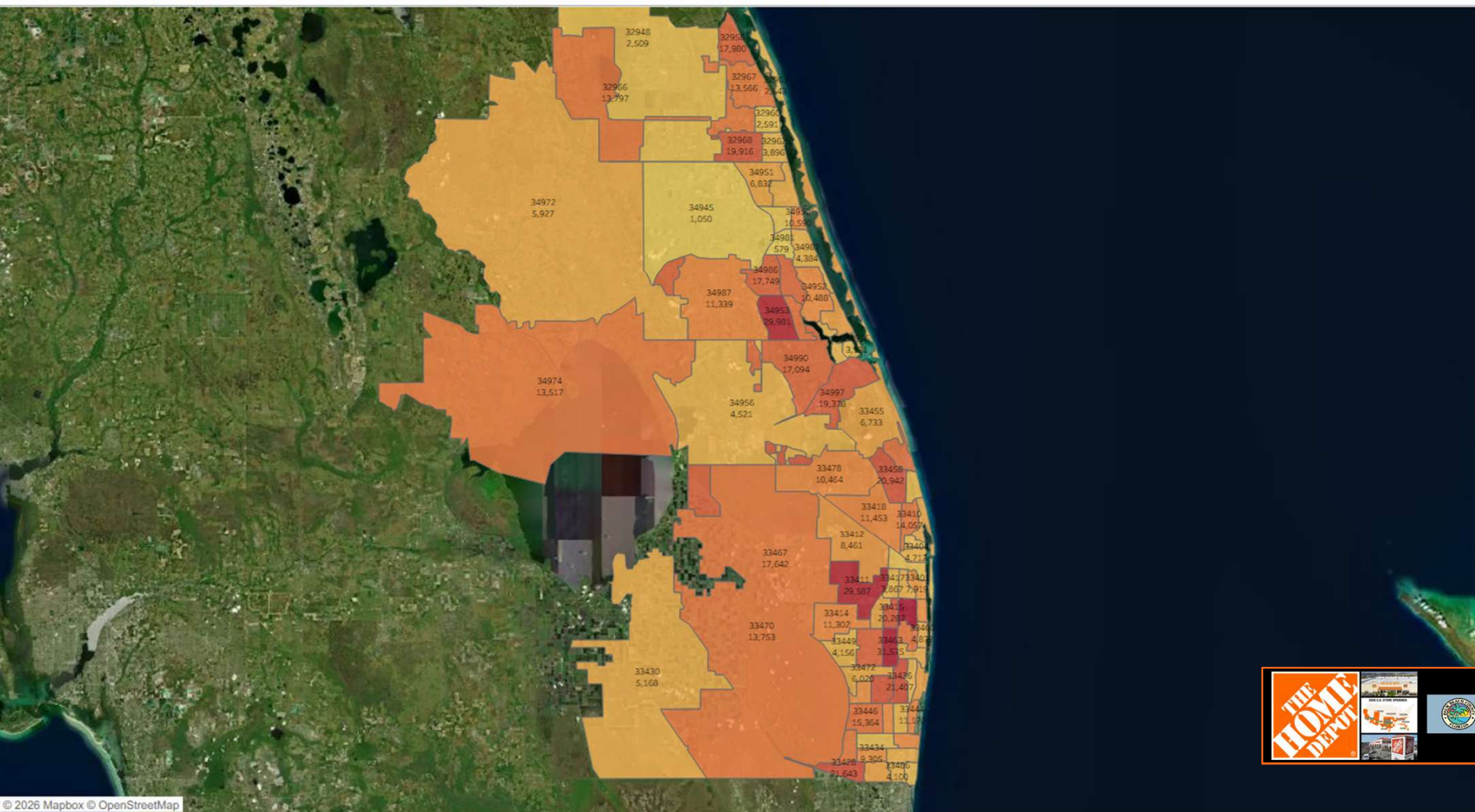
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 581

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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]

Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos)



SUM(Adults 35 or olde...

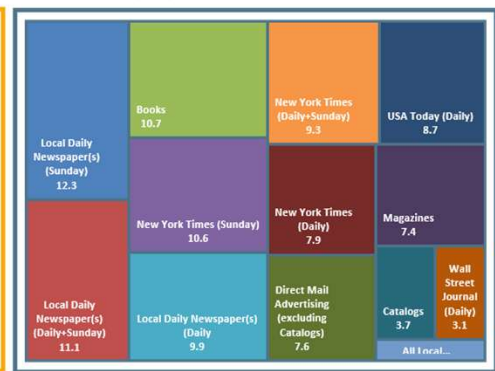
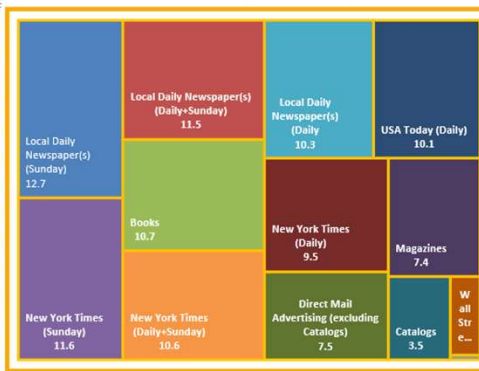
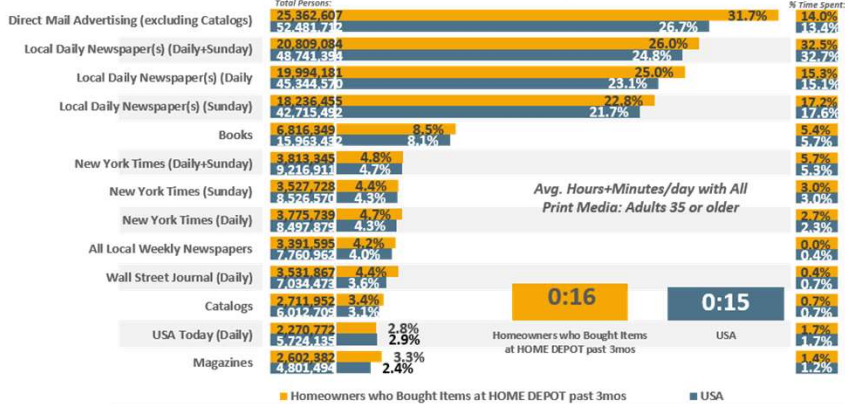


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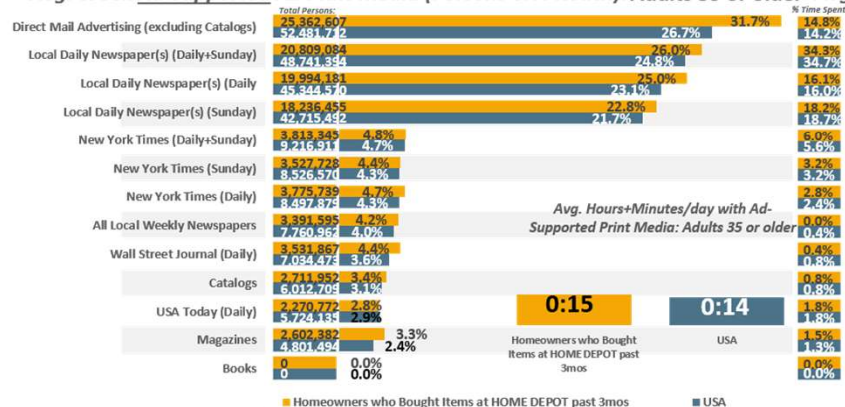


20,809,084 or 26.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

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



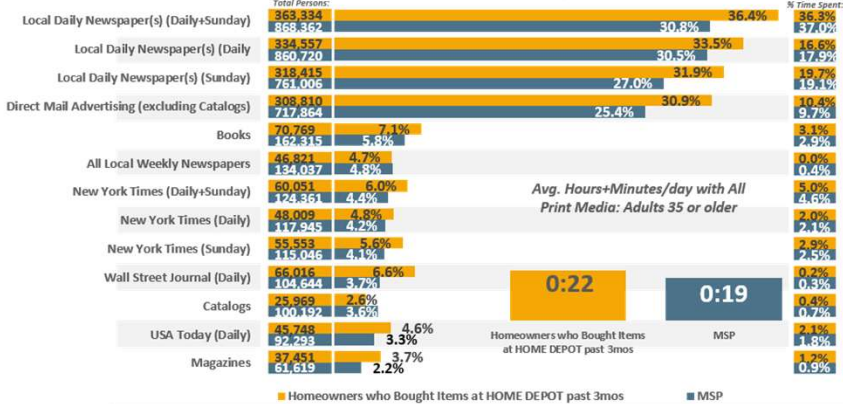
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





363,334 or 36.4% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.6 minutes every day representing 37.4% 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**

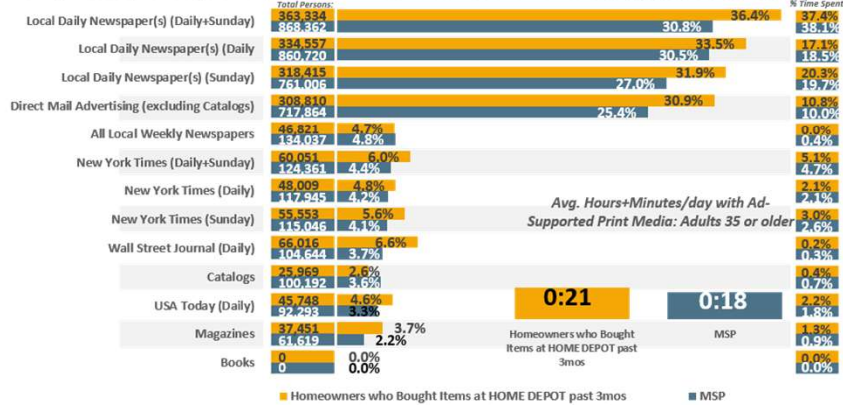


Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

0:22
0:19

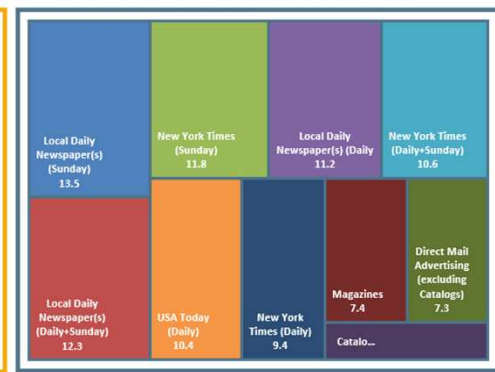
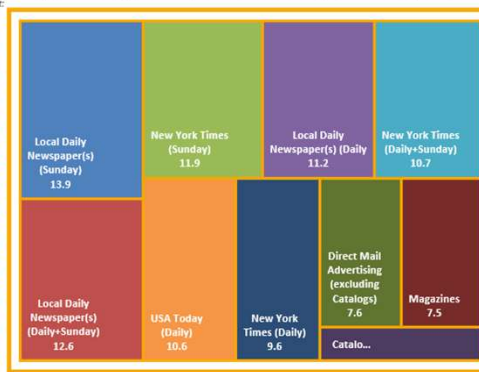


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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

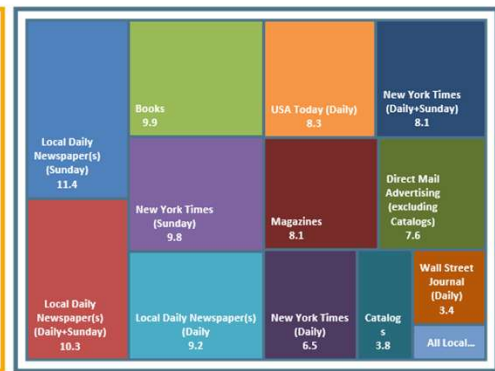
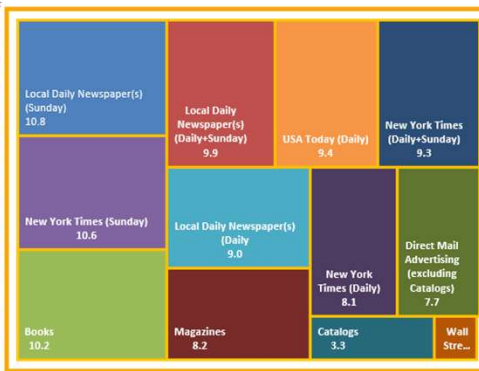
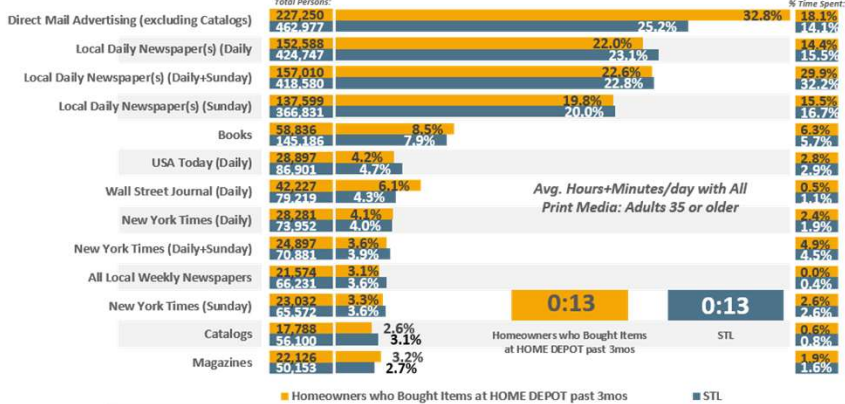
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0:18



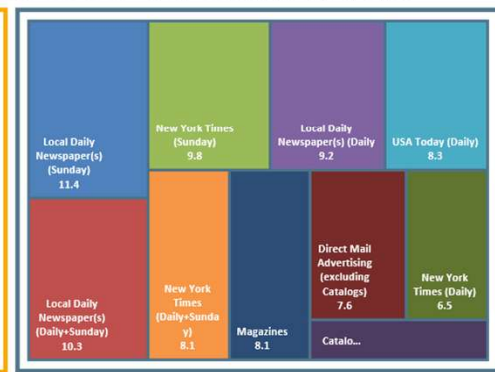
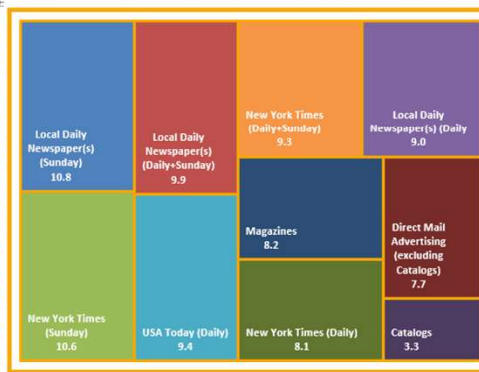
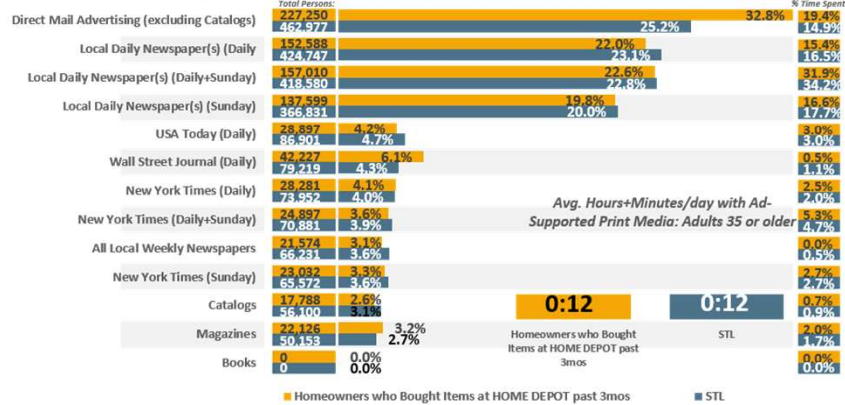


157,010 or 22.6% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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



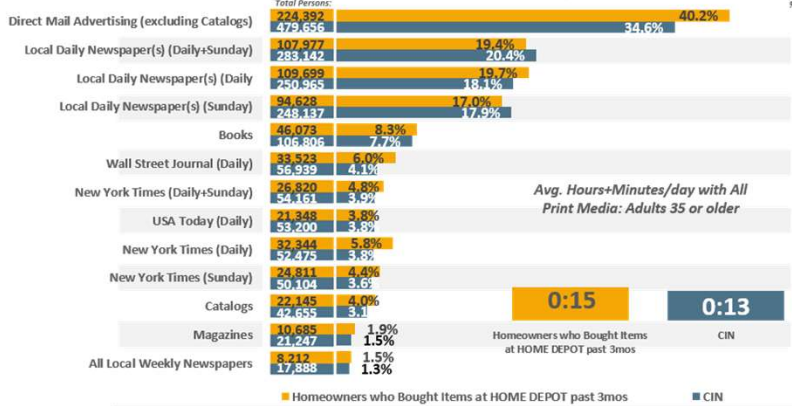
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





107,977 or 19.4% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.7 minutes every day representing 29.8% of all time spent daily with All forms of Print Media.

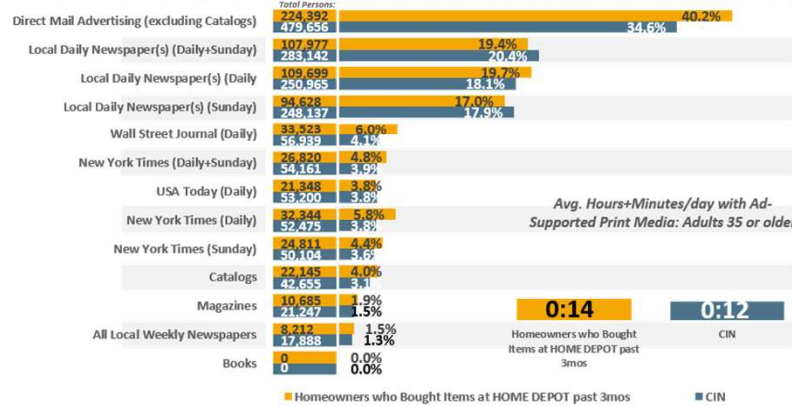
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



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



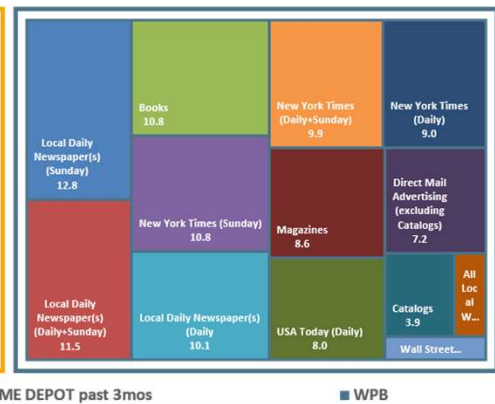
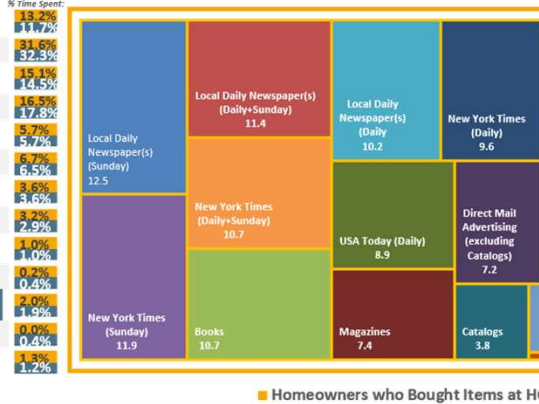
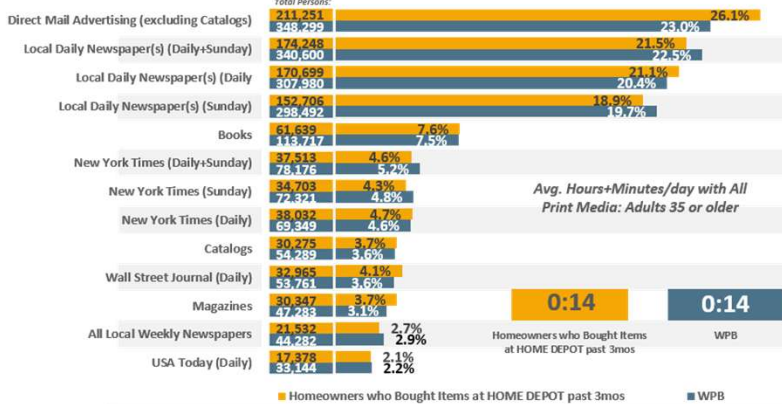
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



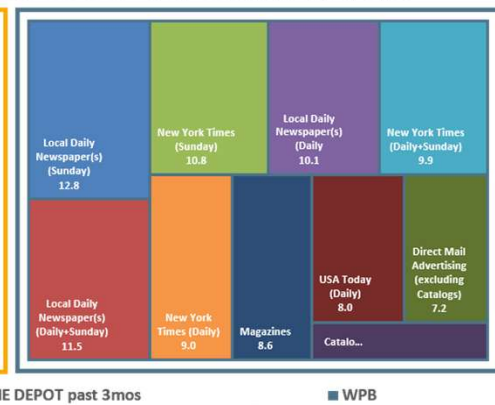
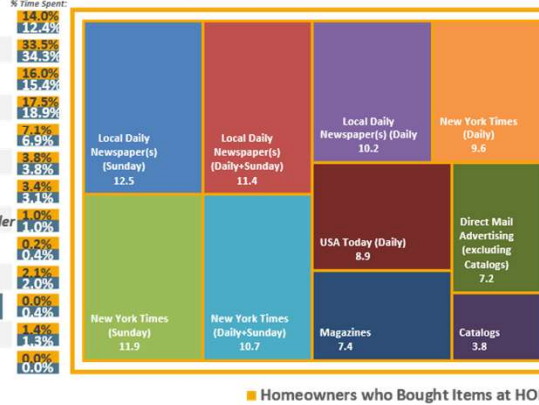
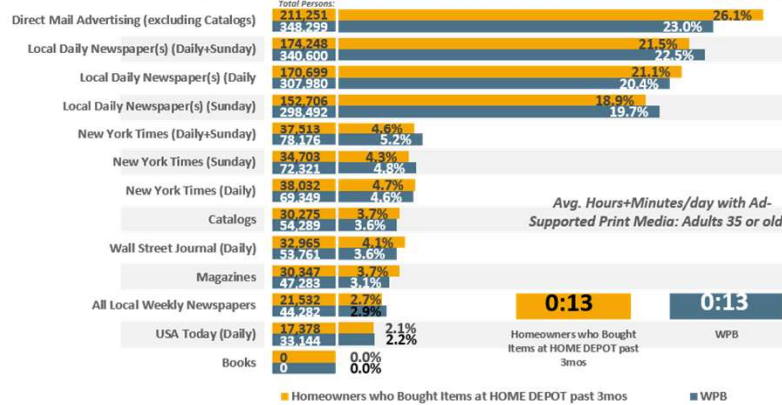


174,248 or 21.5% of Adults 35 or older Homeowners who Bought Items at HOME DEPOT past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 33.5% of all time spent daily with All forms of Print Media.

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**



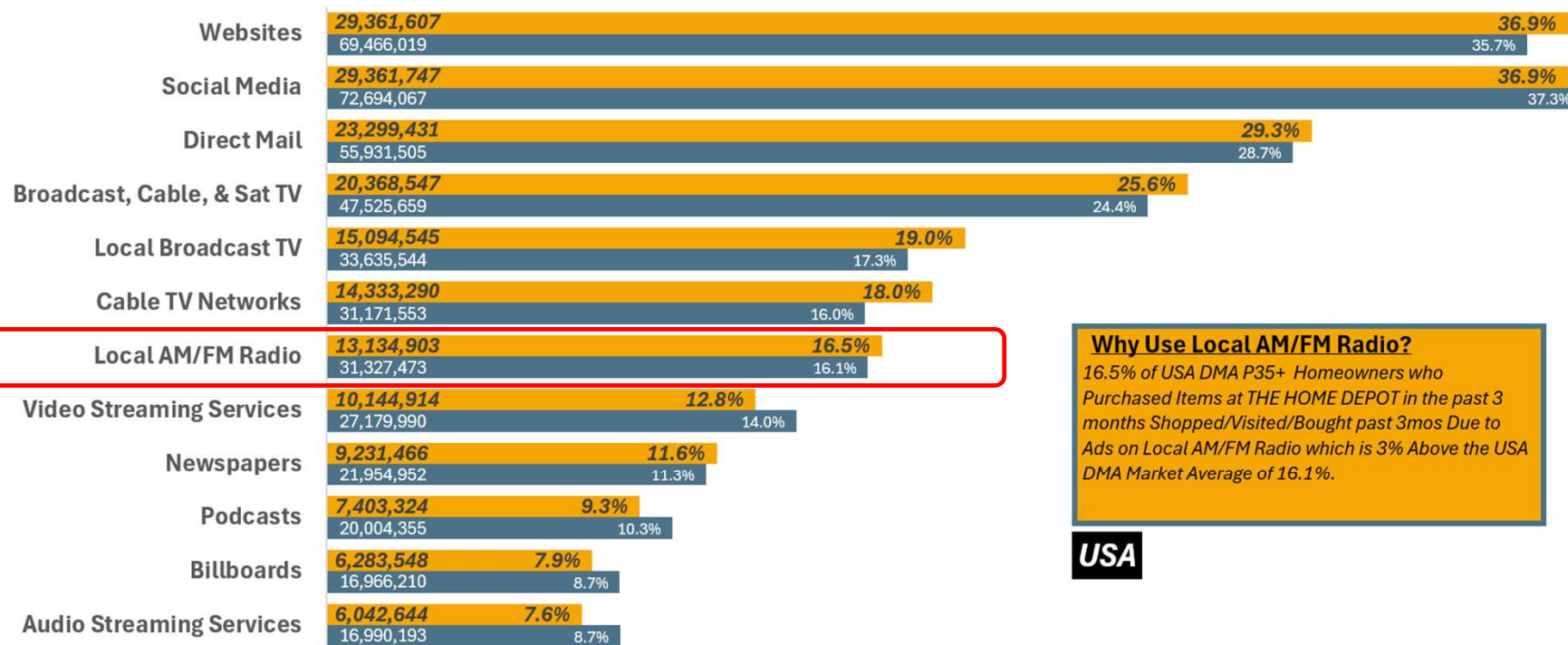
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16.5% of USA DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 16.1%.

USA

■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 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: 7811
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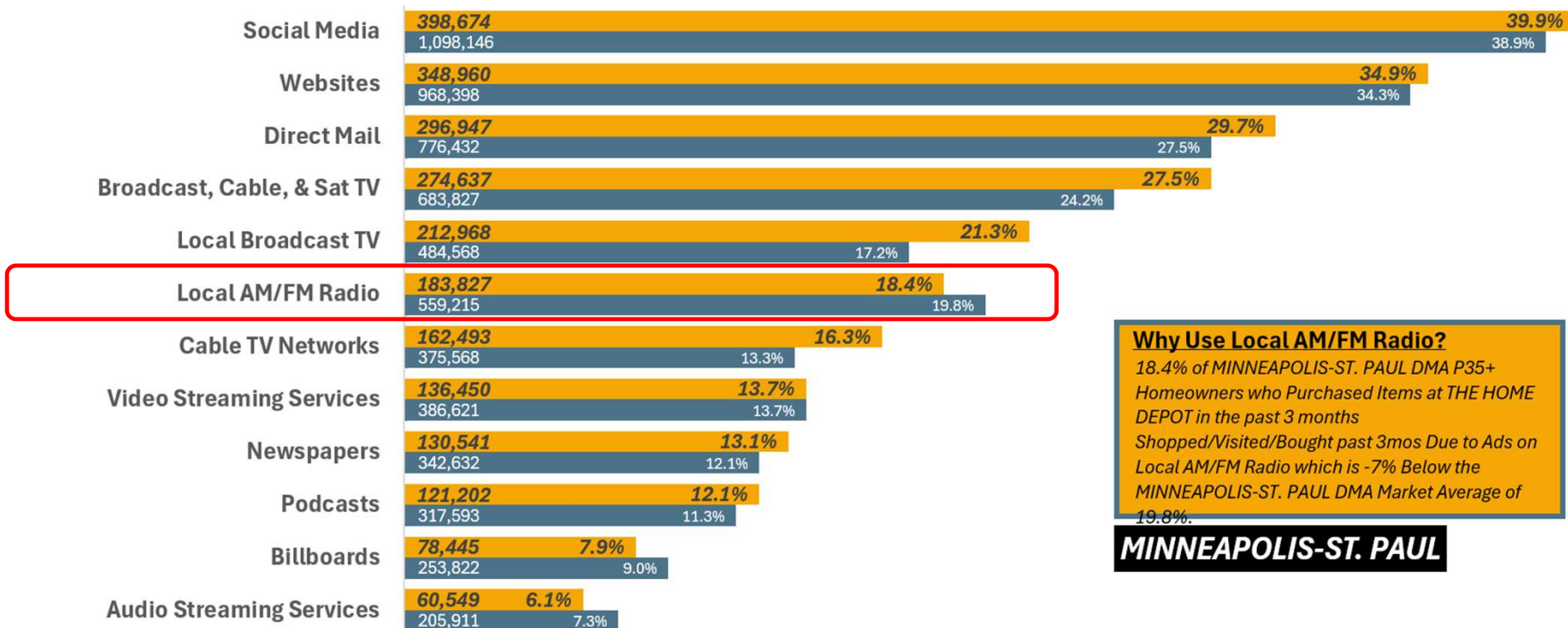
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

18.4% of MINNEAPOLIS-ST. PAUL DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 19.8%.

MINNEAPOLIS-ST. PAUL

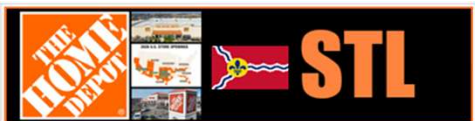
■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 563
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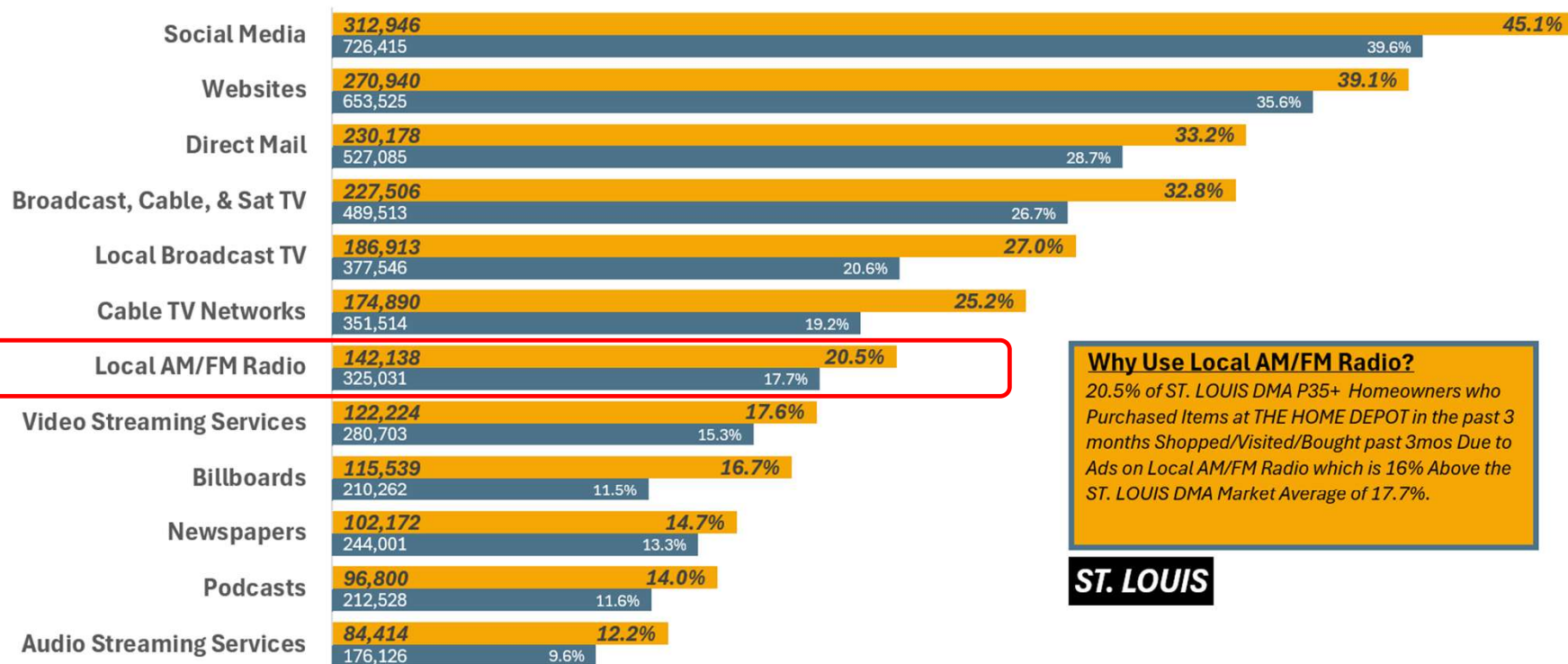
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

20.5% of ST. LOUIS DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the ST. LOUIS DMA Market Average of 17.7%.

ST. LOUIS

■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 629
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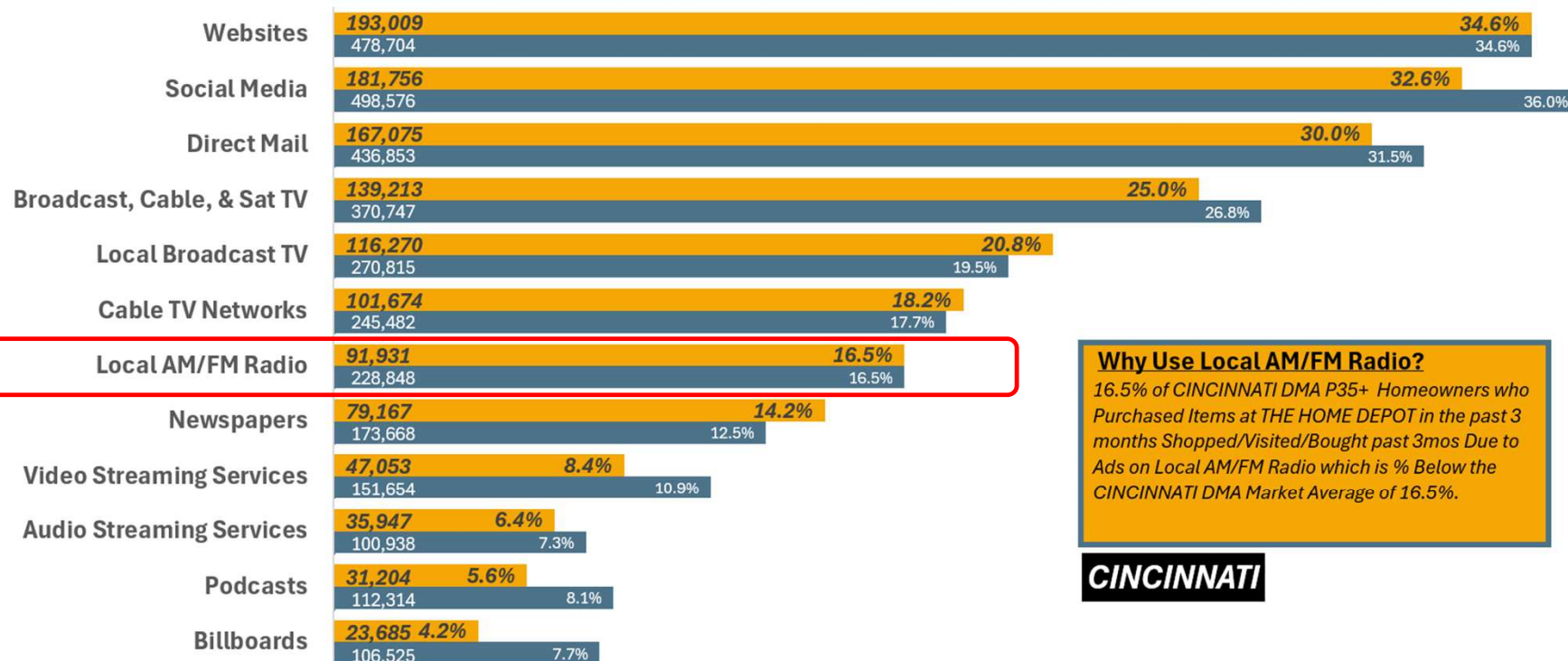
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Advertising Actions"

**P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

16.5% of CINCINNATI DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the CINCINNATI DMA Market Average of 16.5%.

CINCINNATI

■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 581
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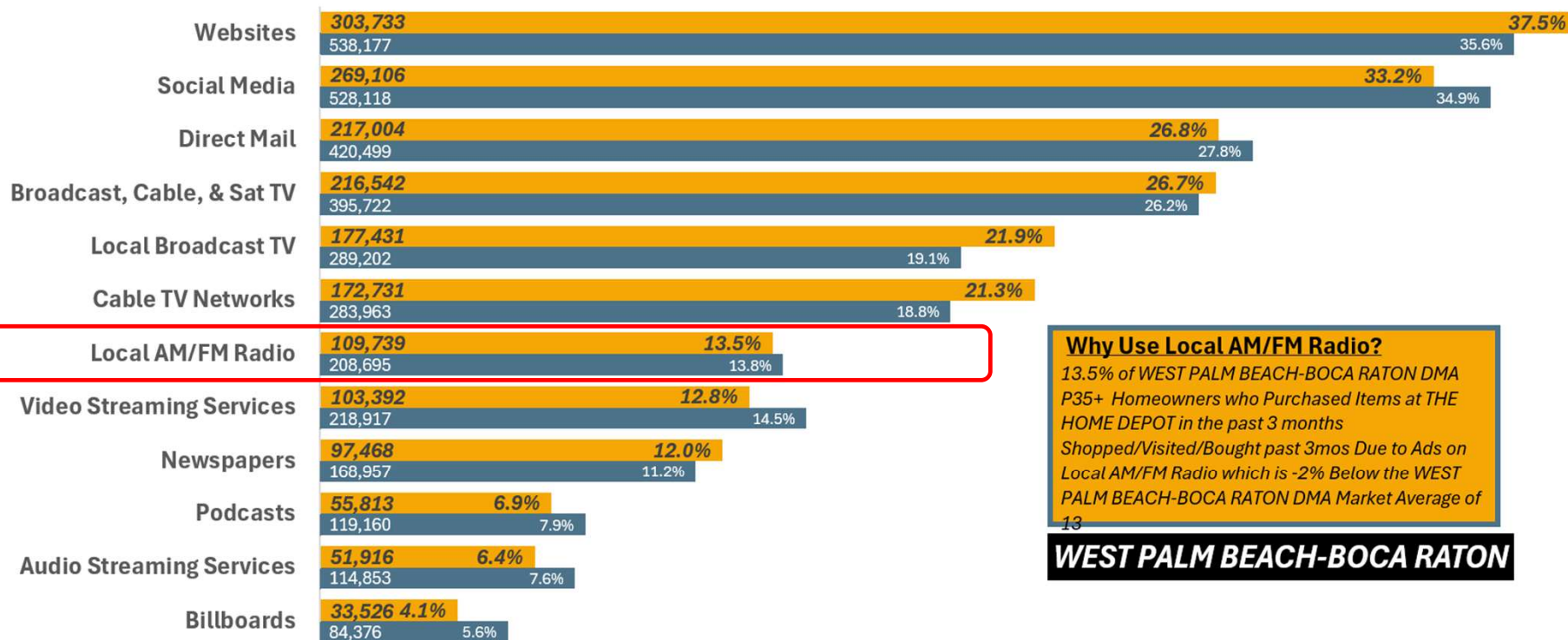
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]



"Advertising Actions"

P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.5% of WEST PALM BEACH-BOCA RATON DMA P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13

WEST PALM BEACH-BOCA RATON

■ P35+ Homeowners who Purchased Items at THE HOME DEPOT in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 1129

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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: The Home Depot]]