

USA+4 More DMAs – P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos!

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 P35-64 Single-Family Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12 months as of March 31, 2026.**



USA

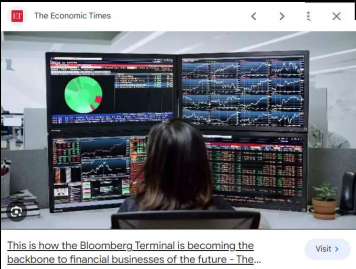
MSP

STL

CIN

WPB

P35-64



Vanguard BlackRock

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



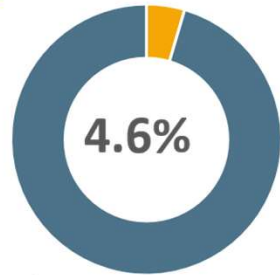
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 49.4 years old (.5% younger than average) and have a \$139,735 (27.5% higher than average) annual household income.



Percent of Market: Adults 35 - 64



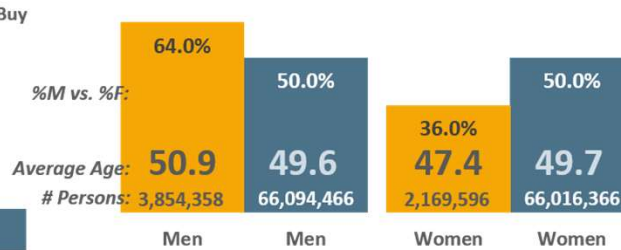
- Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
- Remainder of USA DMAs

Total Persons:

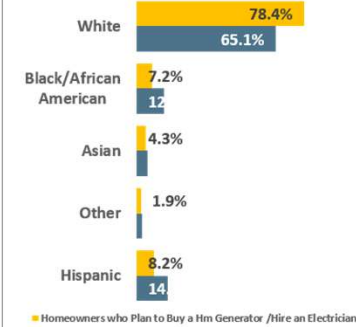
6,023,954 126,086,878



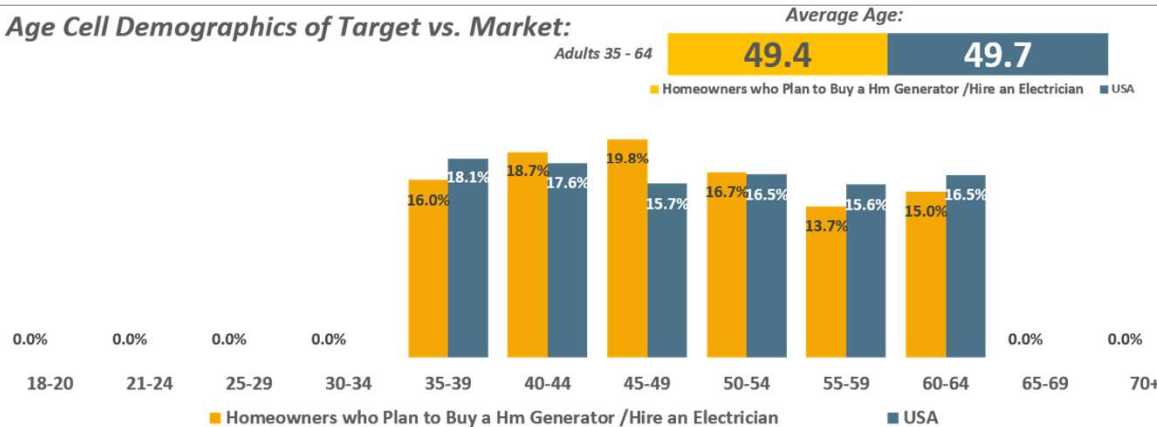
Gender of Target vs. Market: Adults 35 - 64



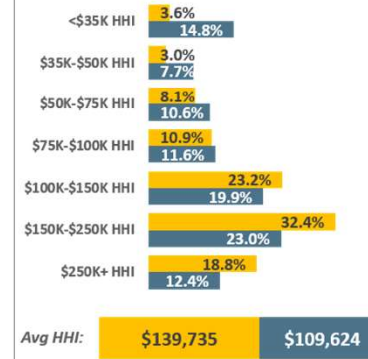
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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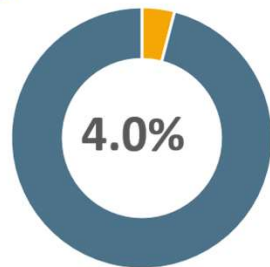
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4.0% or 76,518 of MSP DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 51.7 years old (3.9% older than average) and have a \$173,053 (30.1% higher than average) annual household income.



Percent of Market: Adults 35 - 64



■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
■ Remainder of MSP DMA

Total Persons:

76,518 1,819,164



Gender of Target vs. Market: Adults 35 - 64

%M vs. %F:

Average Age:

Persons:

Gender	Homeowners who Plan to Buy a Hm Generator /Hire an Electrician	Remainder of MSP DMA
Men	35.4% 48.1 27,102	50.8% 49.7 962,856
Women	64.6% 52.6 49,416	49.2% 49.8 932,826

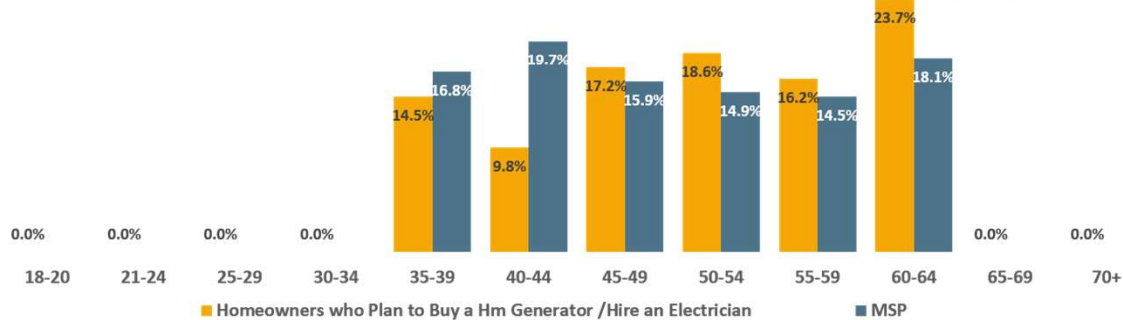
Age Cell Demographics of Target vs. Market:

Average Age:

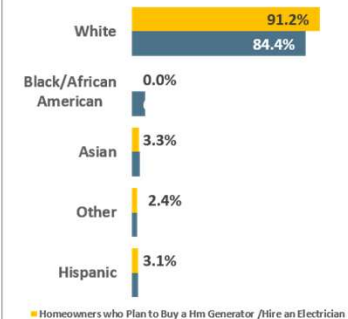
Adults 35 - 64

51.7 49.7

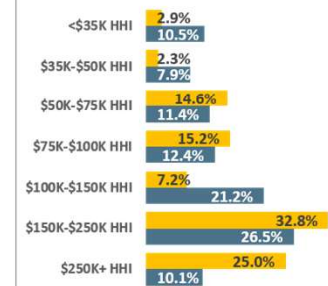
■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ MSP



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



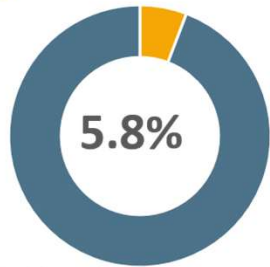
Avg HHI: \$173,053 \$133,001



5.8% or 69,580 of STL DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 48.5 years old (3.1% younger than average) and have a \$129,481 (6.6% higher than average) annual household income.



Percent of Market: Adults 35 - 64

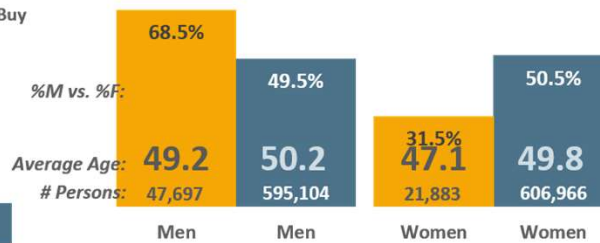


■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
■ Remainder of STL DMA

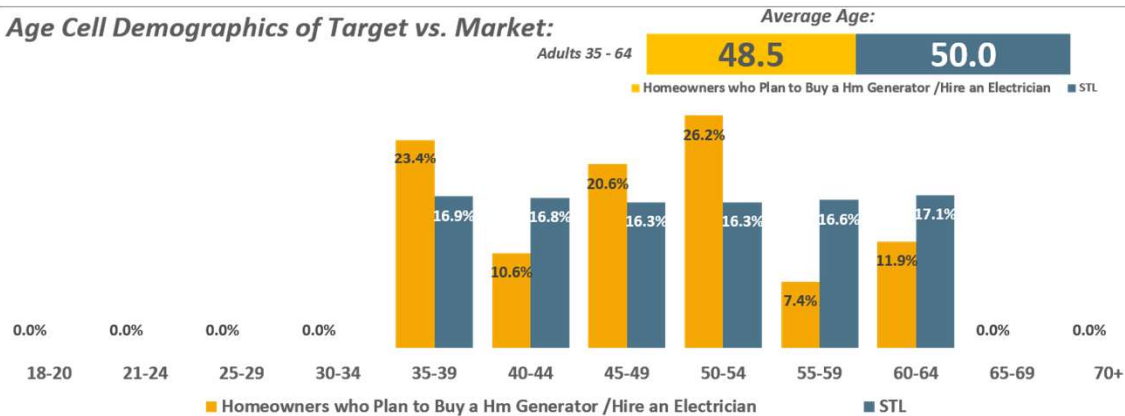
Total Persons:
69,580 1,132,490



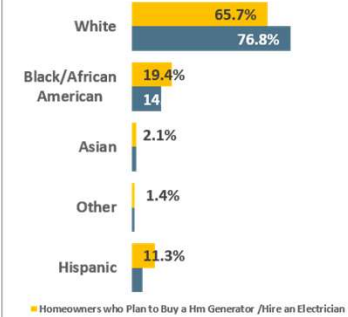
Gender of Target vs. Market: Adults 35 - 64



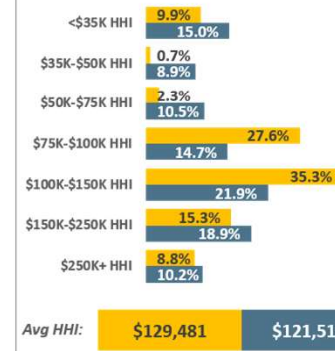
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

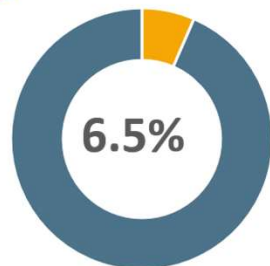




6.5% or 60,332 of CIN DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 51.6 years old (3.6% older than average) and have a \$161,610 (36.5% higher than average) annual household income.



Percent of Market: Adults 35 - 64



■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
■ Remainder of CIN DMA

Total Persons:

60,332 865,764

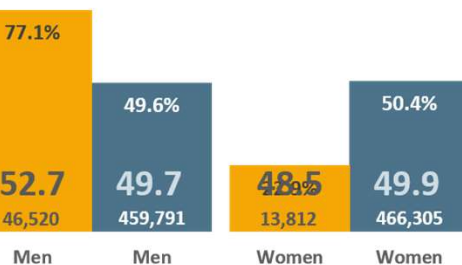


Gender of Target vs. Market: Adults 35 - 64

%M vs. %F:

Average Age:

Persons:



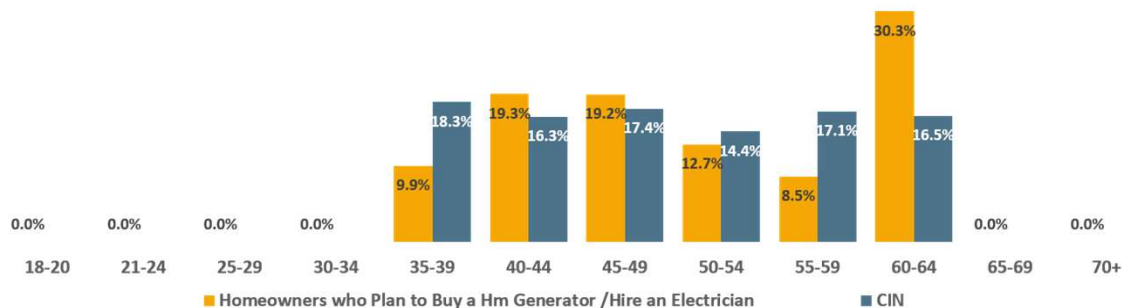
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 - 64

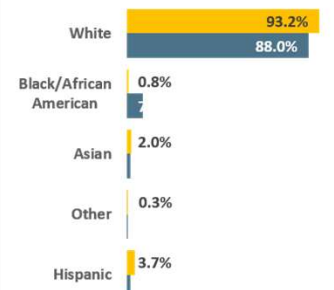


■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ CIN



■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ CIN

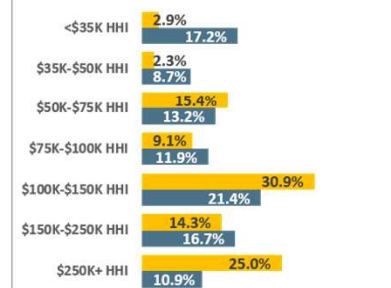
Ethnicity of Target vs. Market:



■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician



HHI of Target vs. Market:



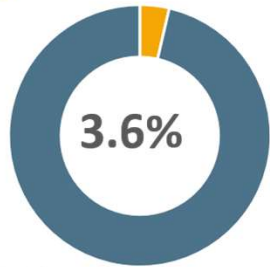
Avg HHI: \$161,610 \$118,407



3.6% or 31,036 of WPB DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 49.4 years old (2.6% younger than average) and have a \$163,572 (45.3% higher than average) annual household income.



Percent of Market: Adults 35 - 64



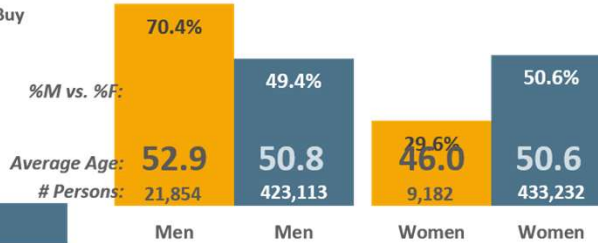
■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
■ Remainder of WPB DMA

Total Persons:

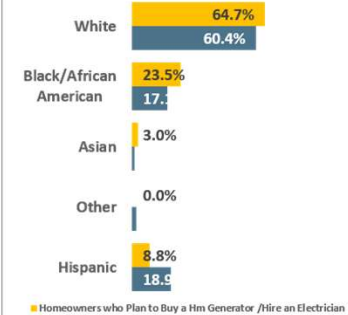
31,036 825,309



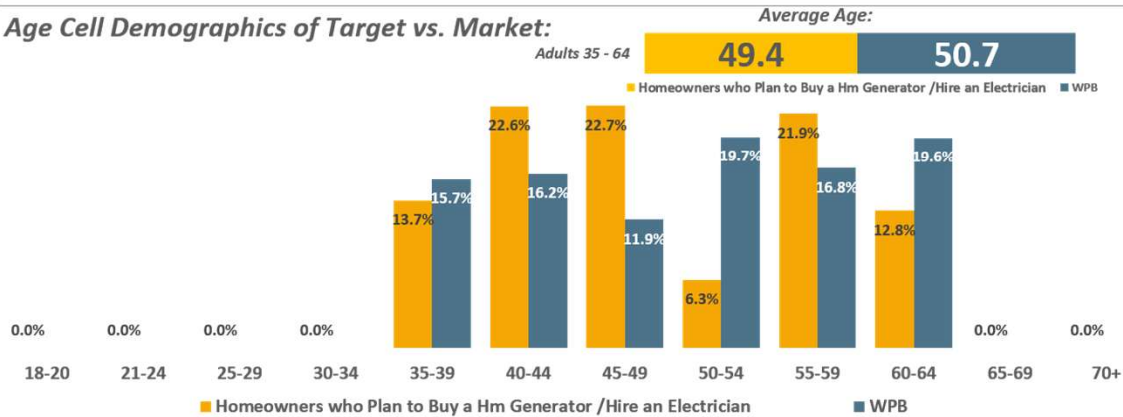
Gender of Target vs. Market: Adults 35 - 64



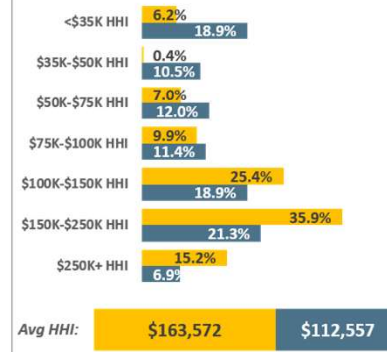
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 86
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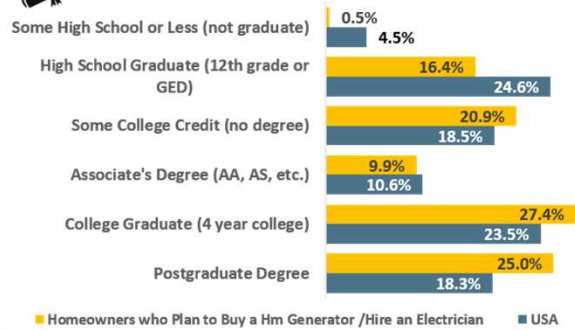
(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))



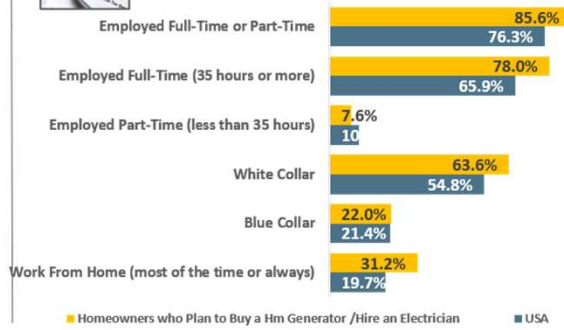
4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 25.2% more likely to be a college graduate, 18.5% more likely to work full-time, 27.3% more likely to be married, 18.6% more likely to be a parent of 1 or more children unde



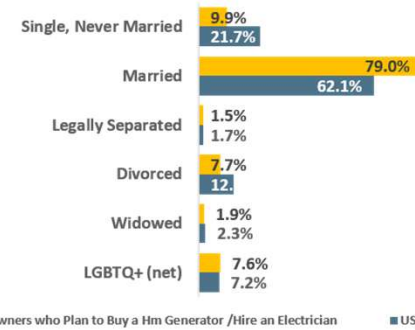
Education Levels: Adults 35 - 64



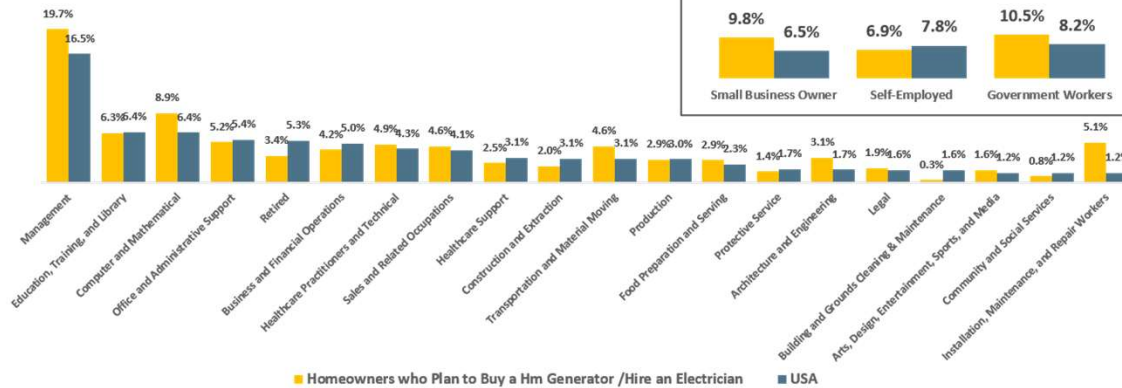
Employment: Adults 35 - 64



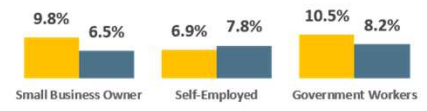
Marital Status: Adults 35 - 64



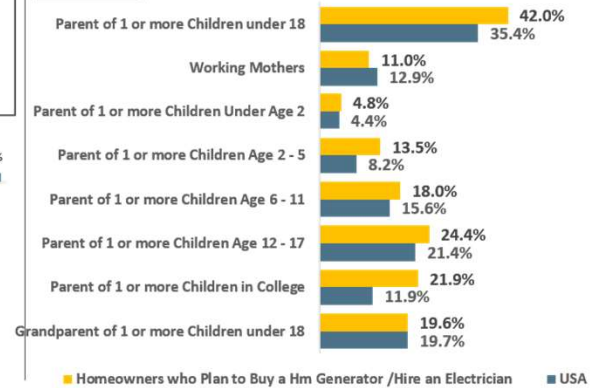
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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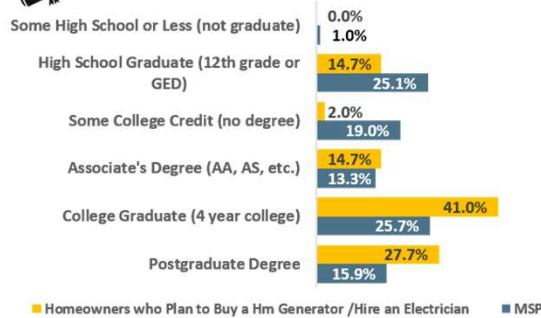
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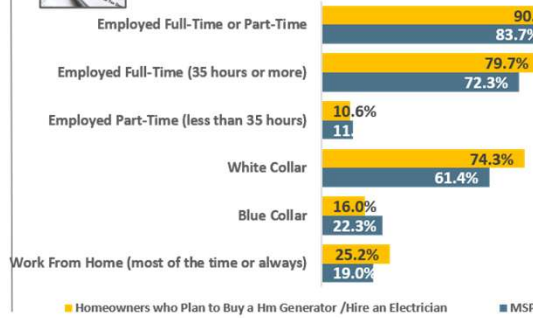
4.4% or 76,518 of MSP DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 65.1% more likely to be a college graduate, 10.3% more likely to work full-time, 23.3% more likely to be married, 26.3% more likely to be a grandparent of 1 or more children



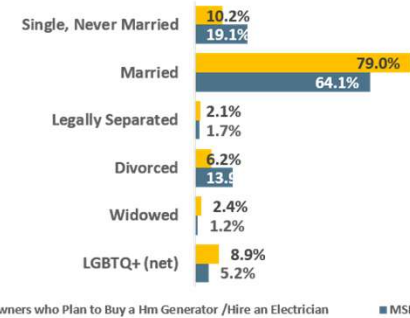
Education Levels: Adults 35 - 64



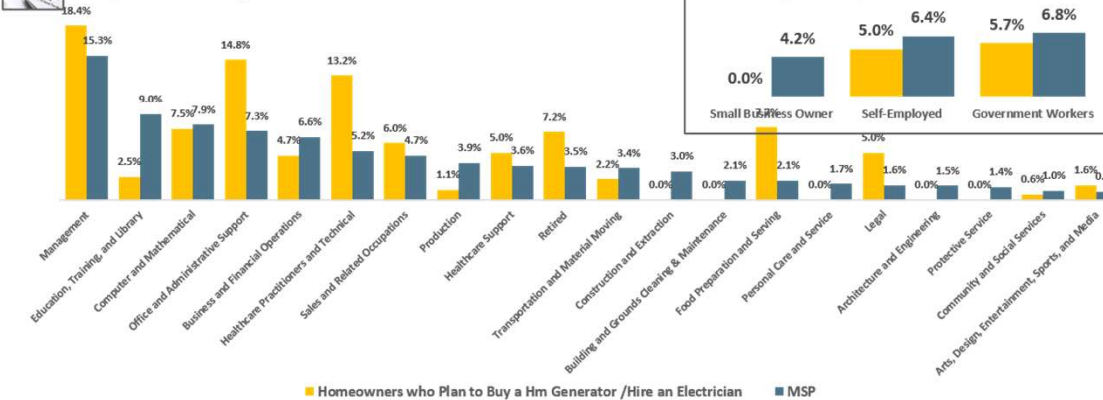
Employment: Adults 35 - 64



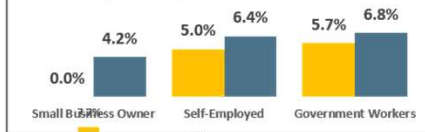
Marital Status: Adults 35 - 64



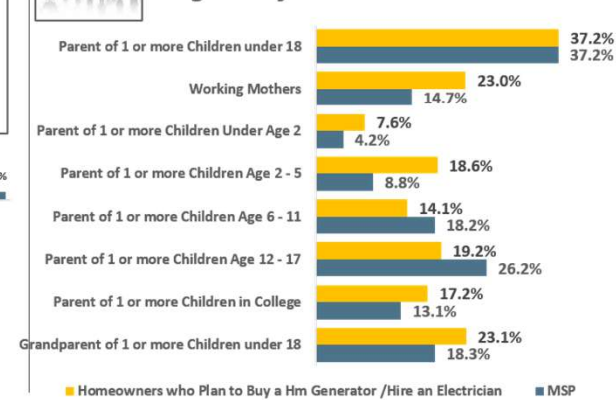
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64

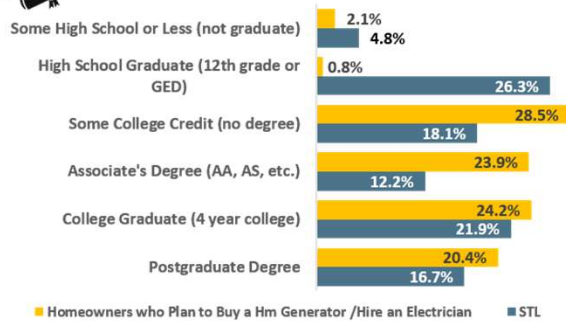




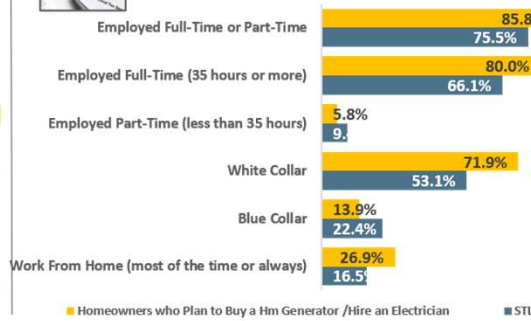
5.8% or 69,580 of STL DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 15.8% more likely
 to be a college graduate, 21.1% more likely to work full-time, 21.7% more likely to be married, 4.2% more
 likely to be a grandparent of 1 or more children u



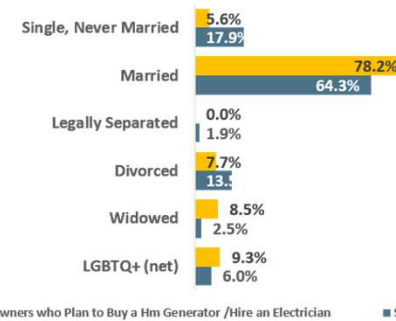
Education Levels: Adults 35 - 64



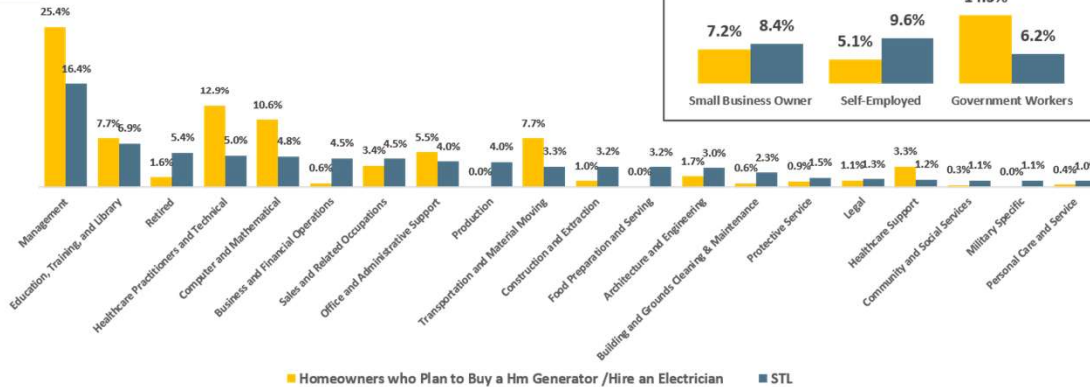
Employment: Adults 35 - 64



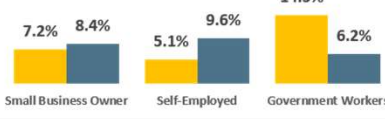
Marital Status: Adults 35 - 64



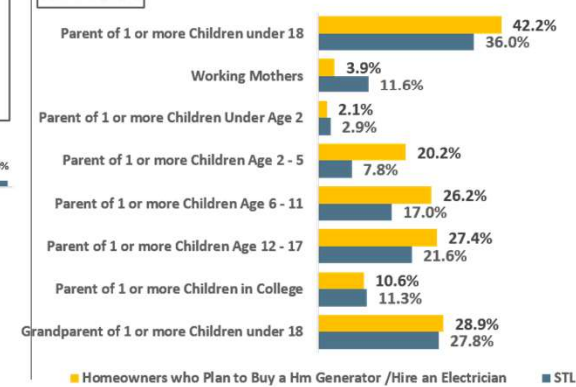
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64

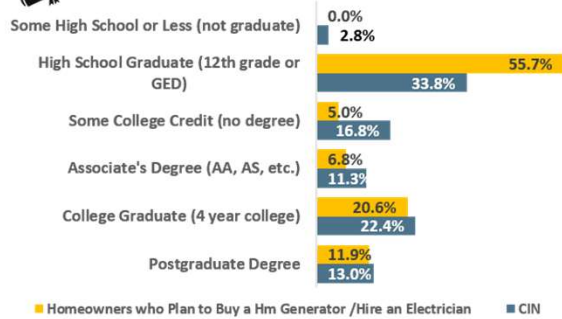




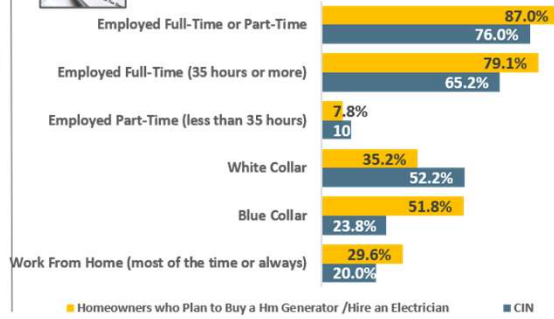
6.5% or 60,332 of CIN DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an... Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 7.9% less likely to be a college graduate, 21.4% more likely to work full-time, 23.6% more likely to be married, 9.3% more likely to be a grandparent of 1 or more children u



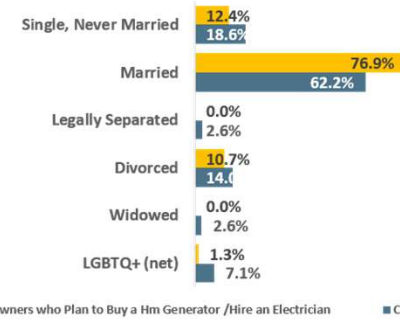
Education Levels: Adults 35 - 64



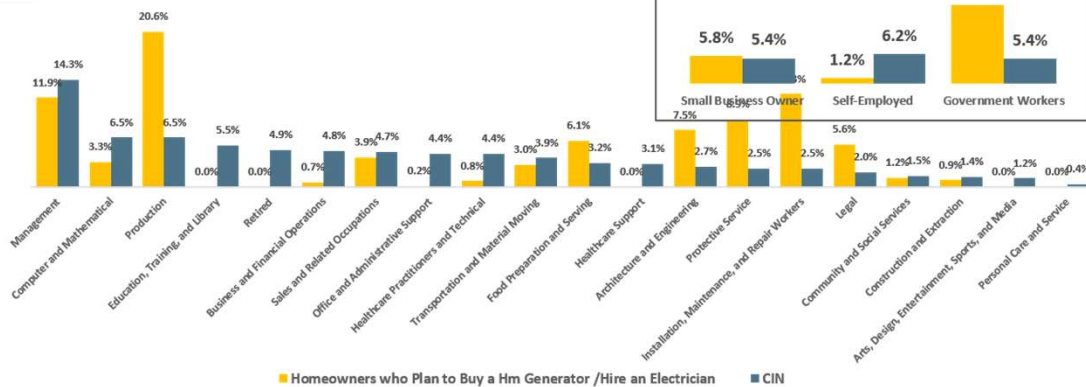
Employment: Adults 35 - 64



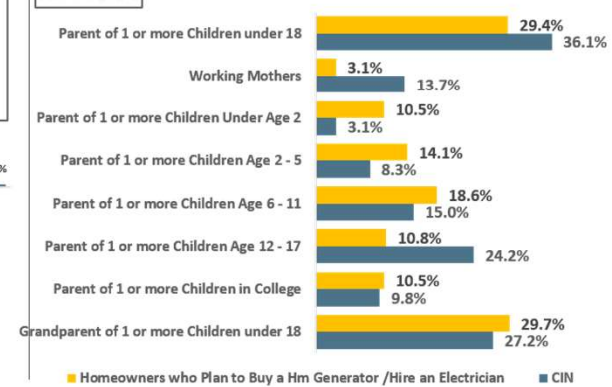
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64

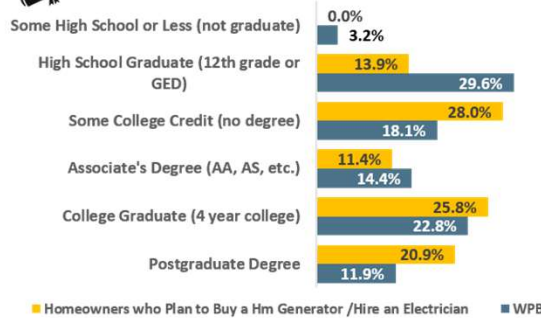




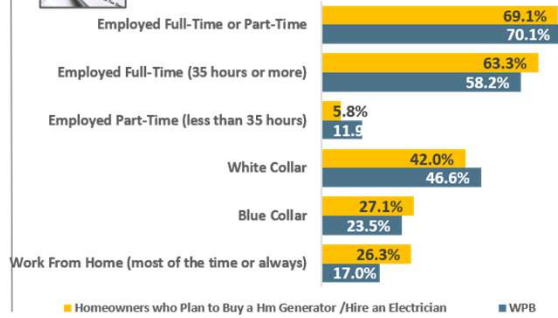
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 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 34.5% more likely
 to be a college graduate, 8.7% more likely to work full-time, 23.1% more likely to be married, 39.9% less
 likely to be a grandparent of 1 or more children



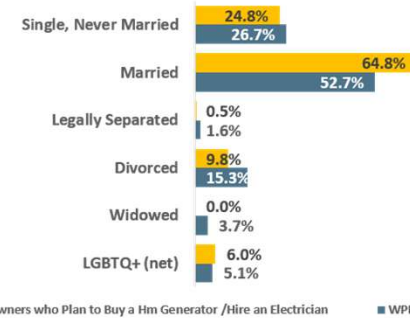
Education Levels: Adults 35 - 64



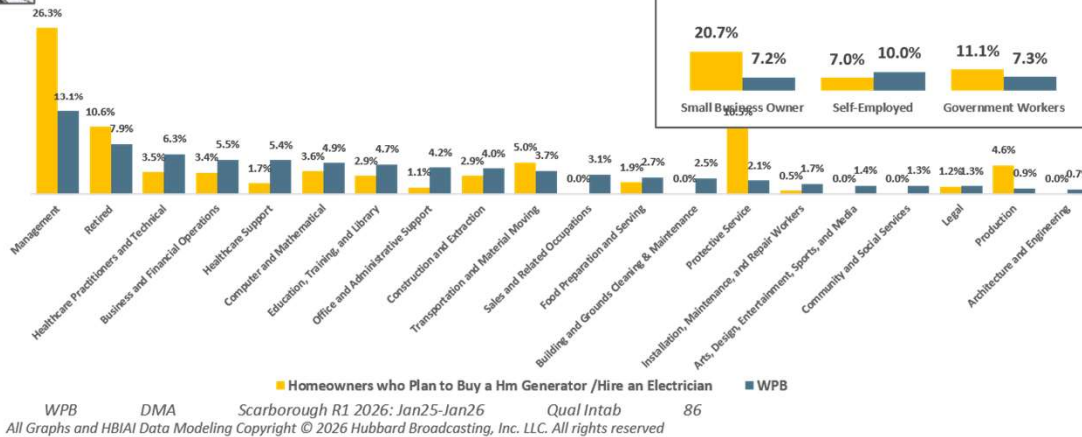
Employment: Adults 35 - 64



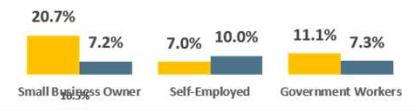
Marital Status: Adults 35 - 64



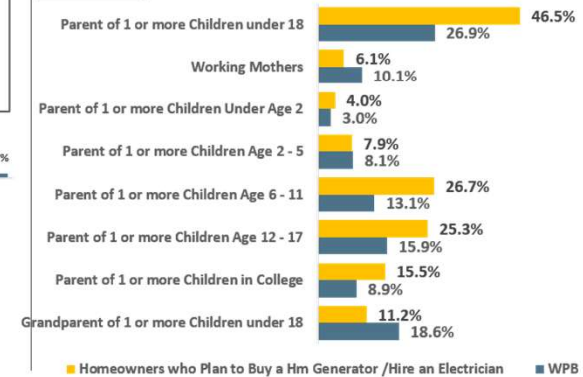
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



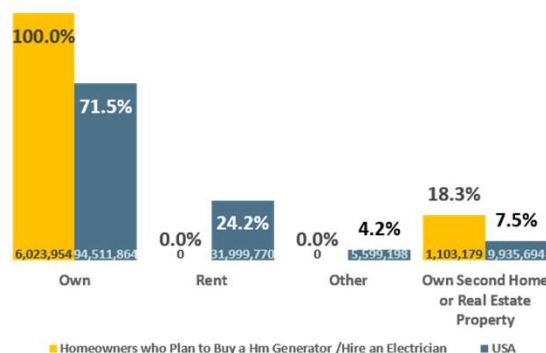
Stage in Life: Adults 35 - 64



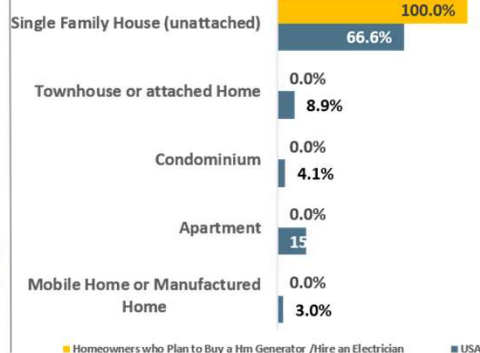


4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 39.8% more likely to own their home, 27.1% more likely to own a higher valued home, 50.2% more likely to have a single-family home, 39.2% more likely to have a dog.

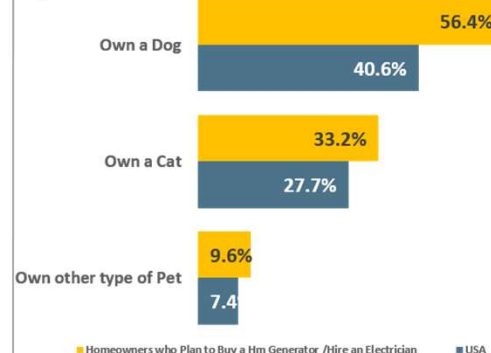
Own/Rent/Other:Adults 35 - 64



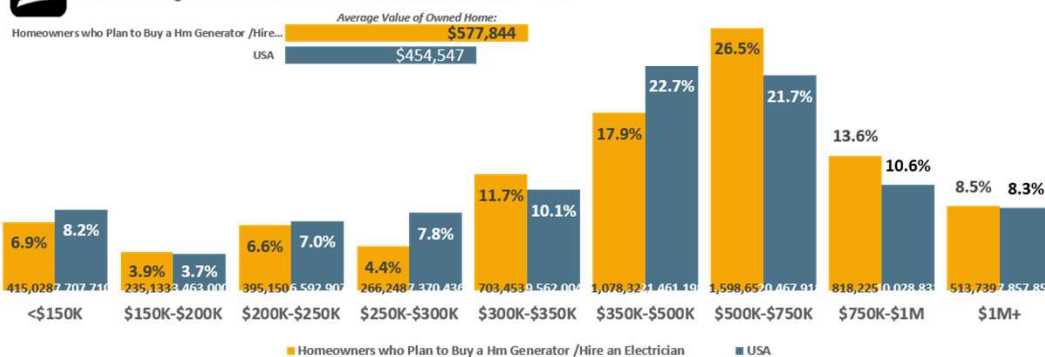
Type of Home:Adults 35 - 64



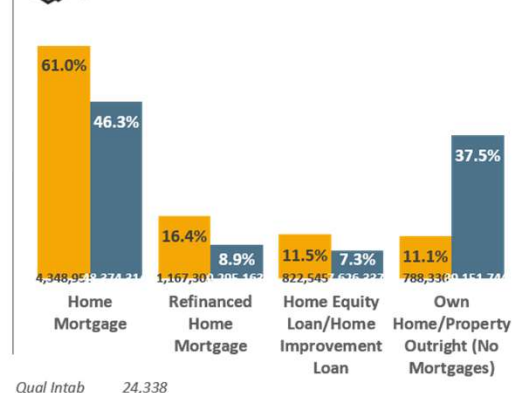
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



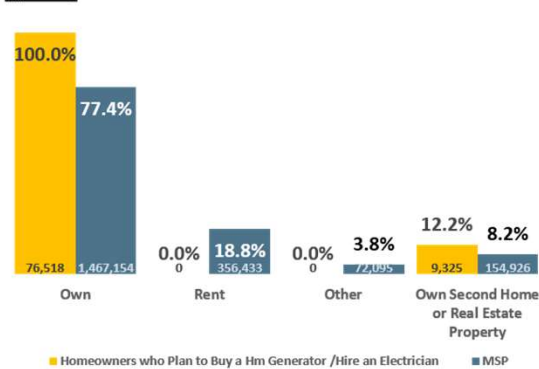
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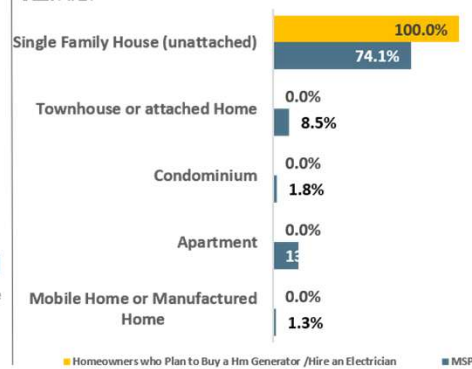


4.4% or 76,518 of MSP DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 29.2% more likely to own their home, 10.6% more likely to own a higher valued home, 35.5% more likely to have a single-family home, .4% more likely to have a dog.

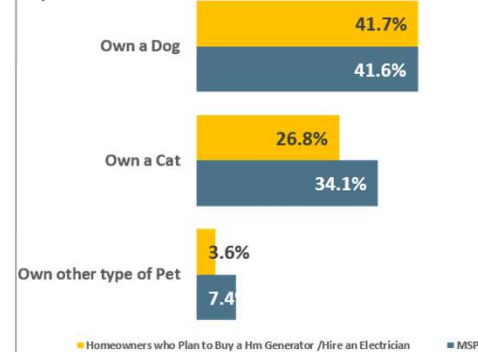
Own/Rent/Other:Adults 35 - 64



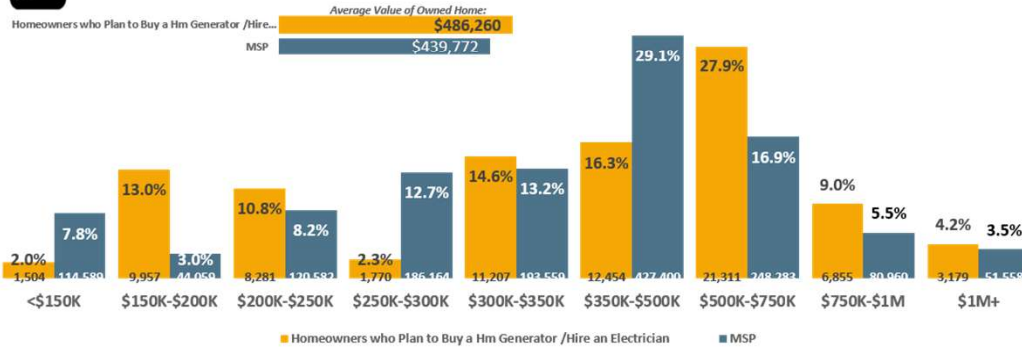
Type of Home:Adults 35 - 64



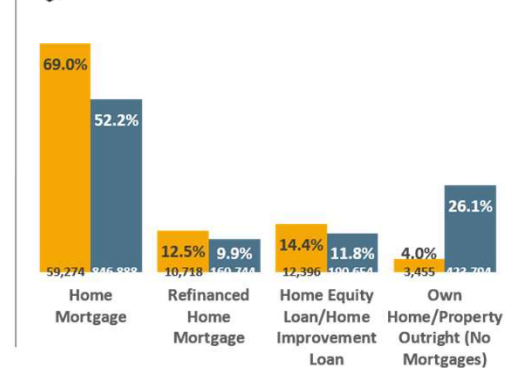
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



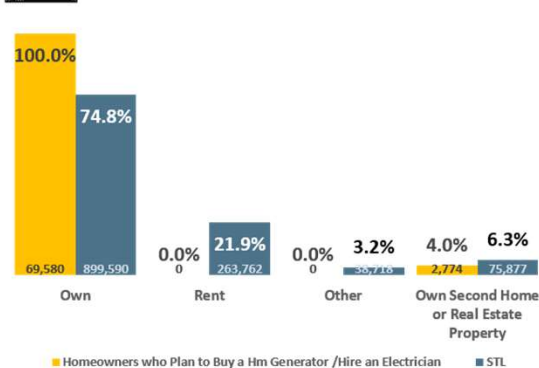
Home Loans: Adults 35 - 64



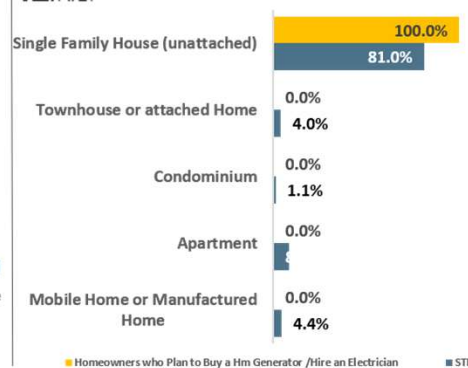


5.8% or 69,580 of STL DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 33.6% more likely to own their home, 21.8% more likely to own a lower valued home, 23.4% more likely to have a single-family home, 33.2% more likely to have a dog.

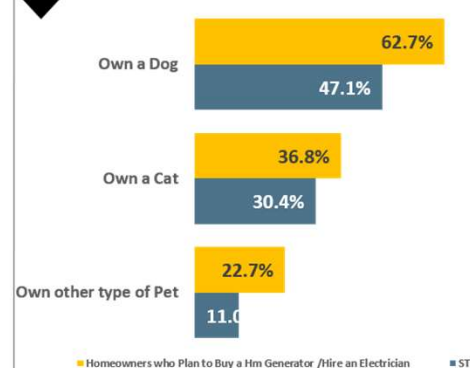
Own/Rent/Other:Adults 35 - 64



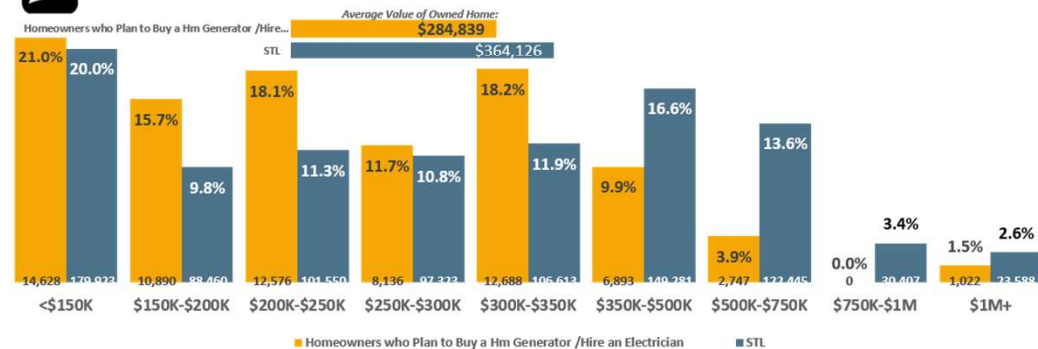
Type of Home:Adults 35 - 64



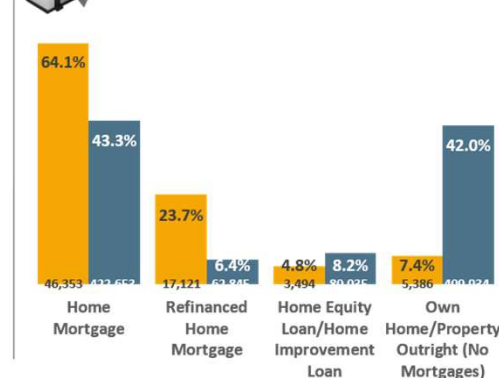
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



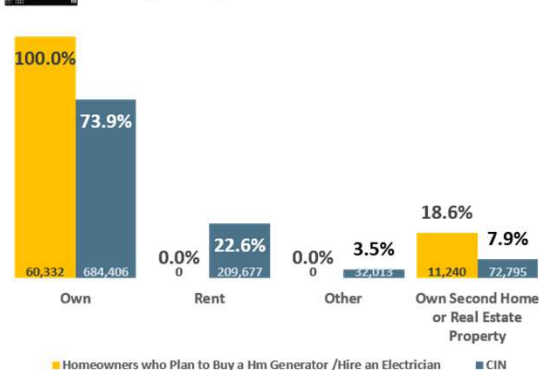
Home Loans:Adults 35 - 64



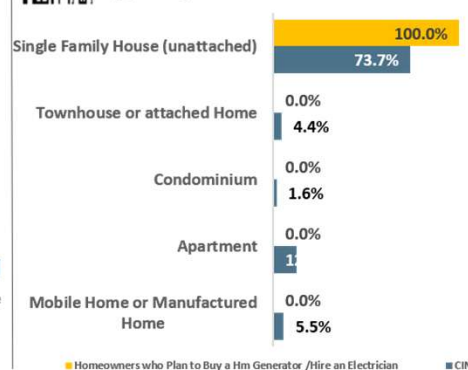


6.5% or 60,332 of CIN DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 35.3% more likely to own their home, 6.2% more likely to own a higher valued home, 35.6% more likely to have a single-family home, 51.7% more likely to have a dog.

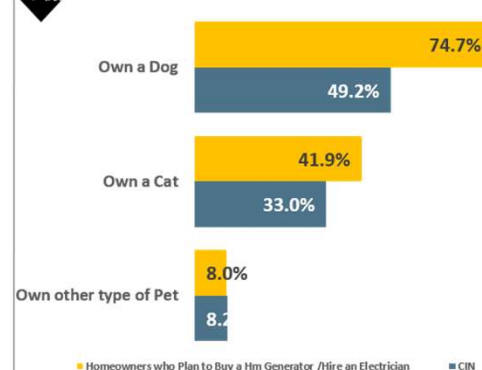
Own/Rent/Other:Adults 35 - 64



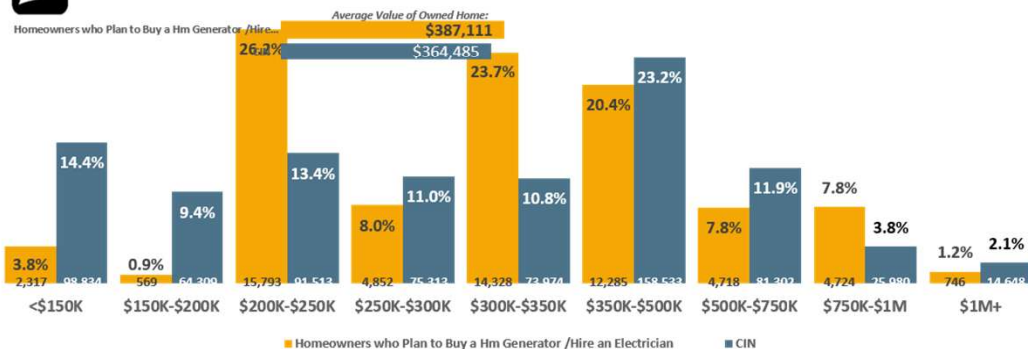
Type of Home:Adults 35 - 64



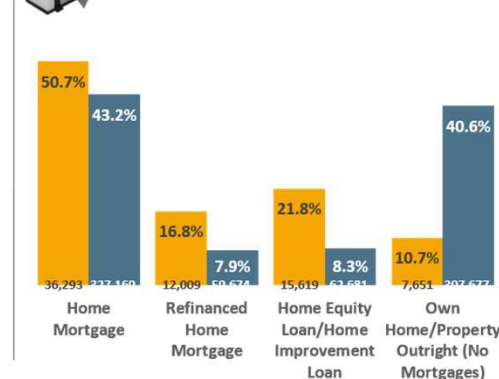
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



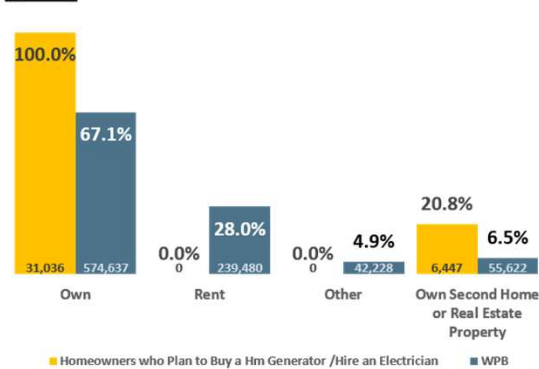
Home Loans: Adults 35 - 64



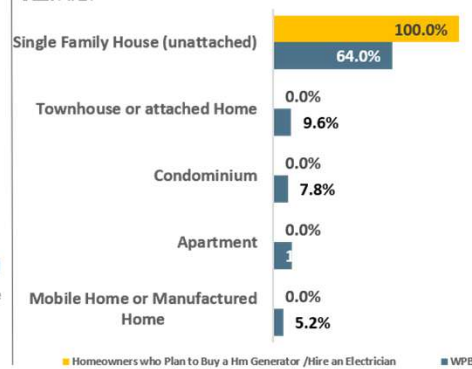


3.6% or 31,036 of WPB DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 49.% more likely to own their home, .9% more likely to own a higher valued home, 56.3% more likely to have a single-family home, 43.5% more likely to have a dog.

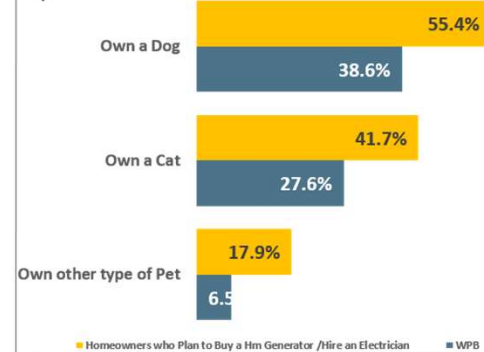
Own/Rent/Other:Adults 35 - 64



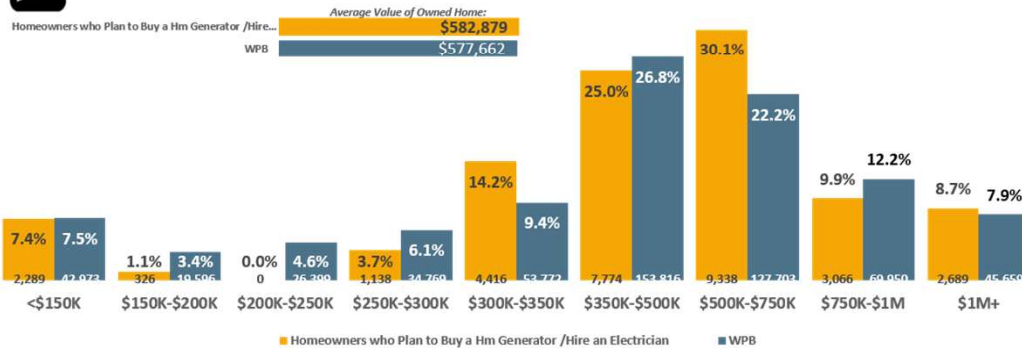
Type of Home:Adults 35 - 64



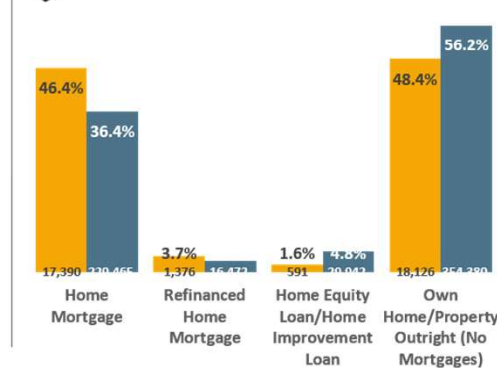
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64

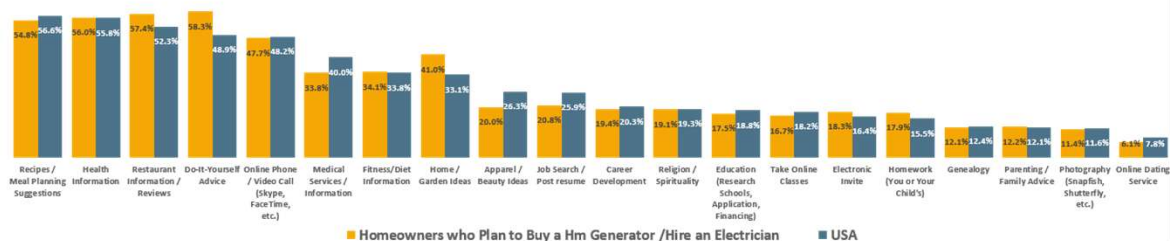




4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 19.4% more likely to look up D-I-Y advice online, 18.7% more likely to always vote in local elections, 25.7% more likely to belong to a gym, 14.3% more likely to fly domestic

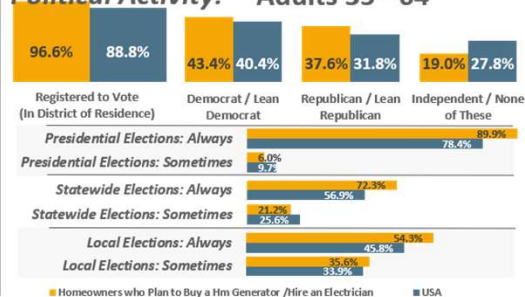


Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ USA

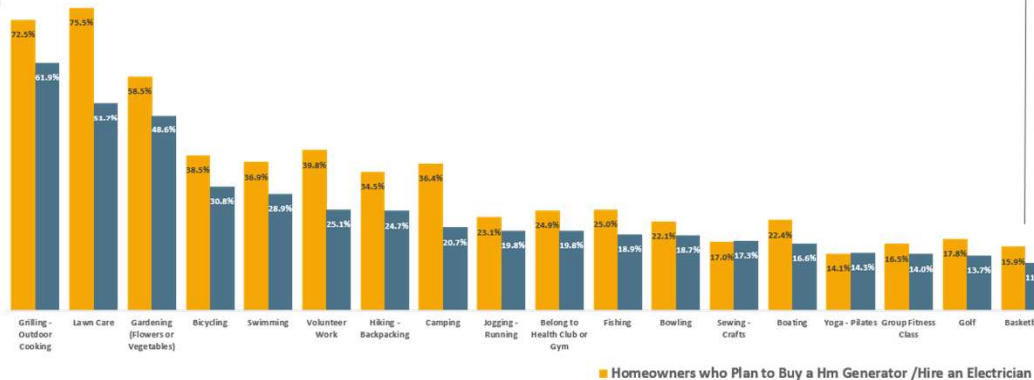
Political Activity: Adults 35 - 64



■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ USA



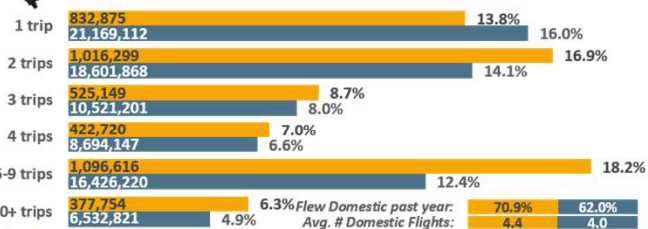
Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ USA



Past 12-months Domestic Airline Trips: Adults 35 - 64



6.3% Flew Domestic past year: 70.9% 62.0%

Avg. # Domestic Flights: 4.4 4.0

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

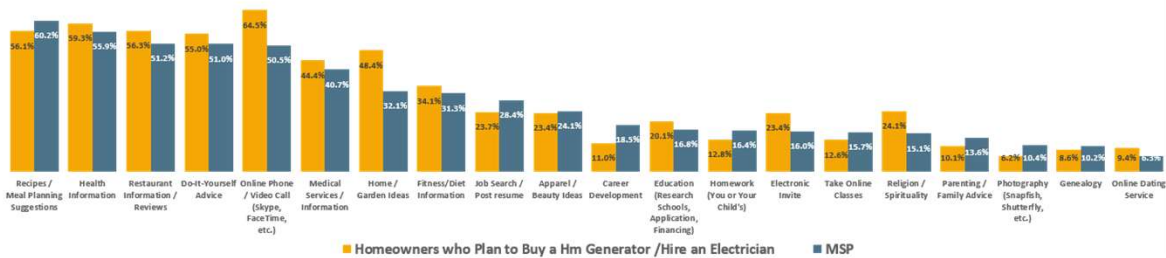
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



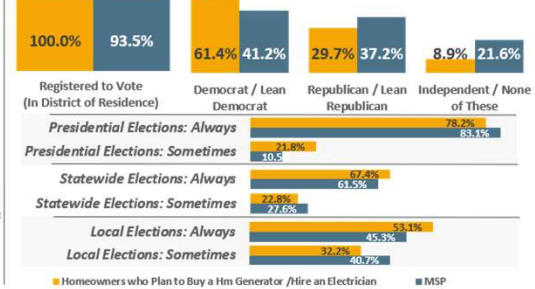
4.4% or 76,518 of MSP DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 8.8% more likely to look up D-I-Y advice online, 17.2% more likely to always vote in local elections, 51.3% more likely to belong to a gym, 20.1% more likely to fly domestic



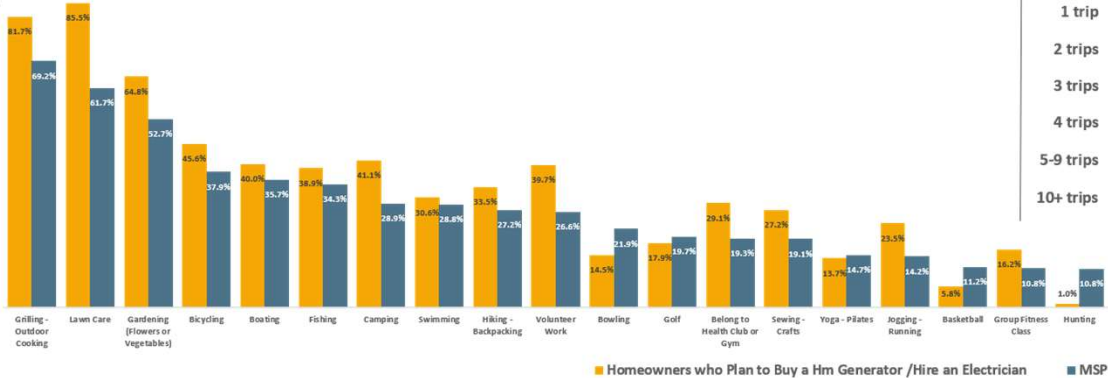
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



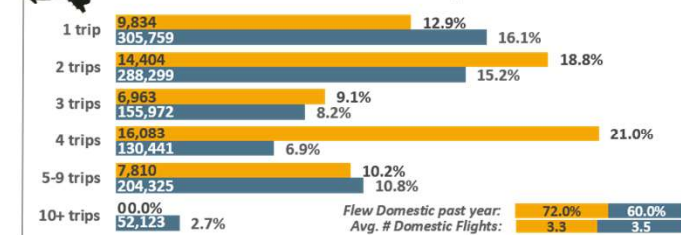
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

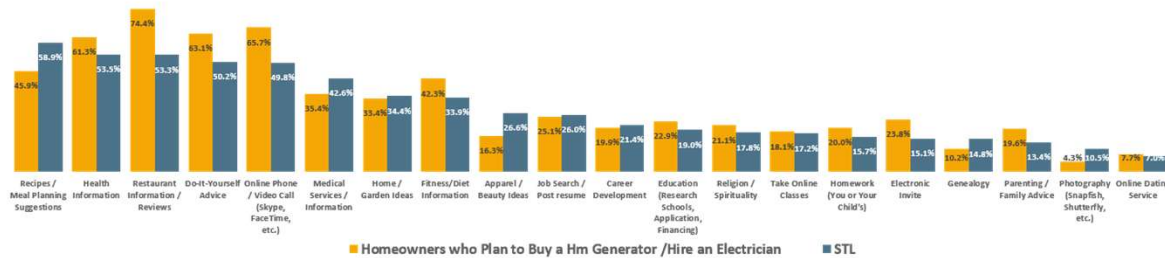




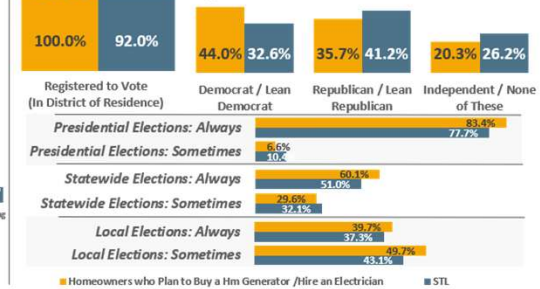
5.8% or 69,580 of STL DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 25.6% more likely to look up D-I-Y advice online, 6.5% more likely to always vote in local elections, 37.9% more likely to belong to a gym, 3.3% less likely to fly domestic



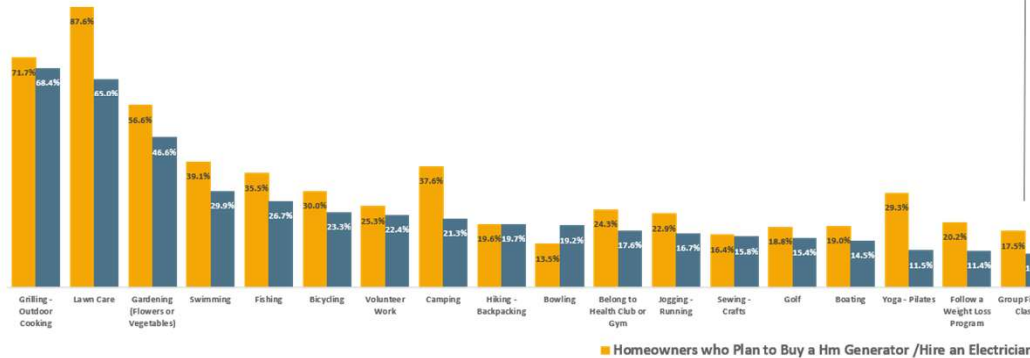
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



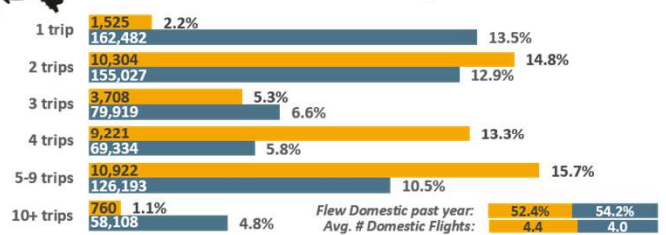
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

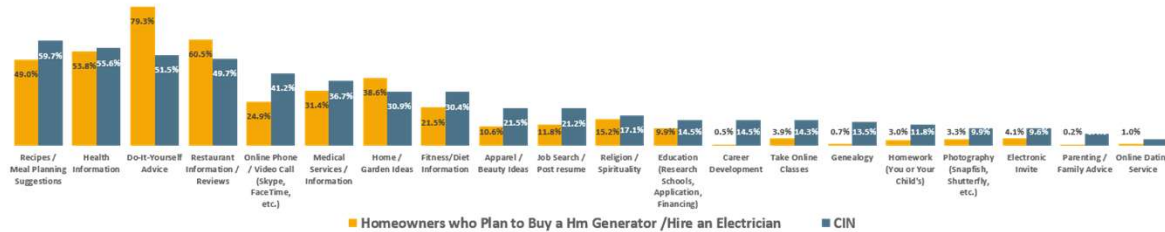




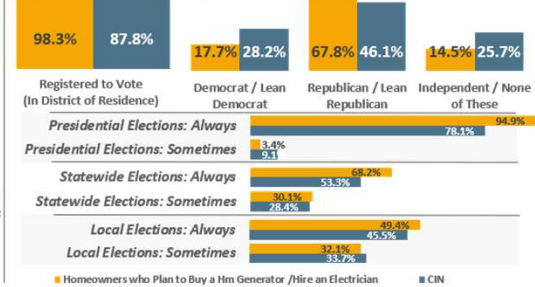
6.5% or 60,332 of CIN DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 54.% more likely to look up D-I-Y advice online, 8.5% more likely to always vote in local elections, 6.2% more likely to belong to a gym, 12.7% more likely to fly domestic p



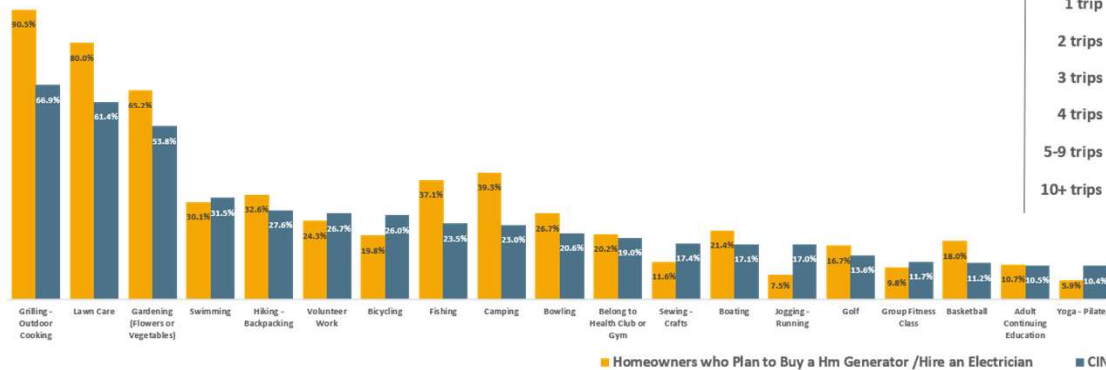
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



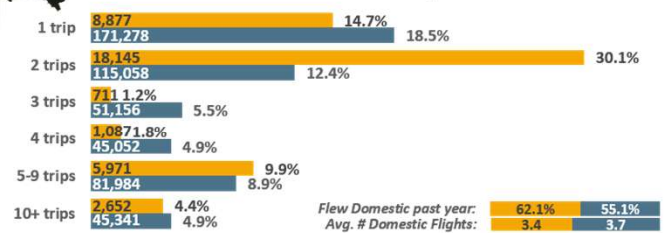
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

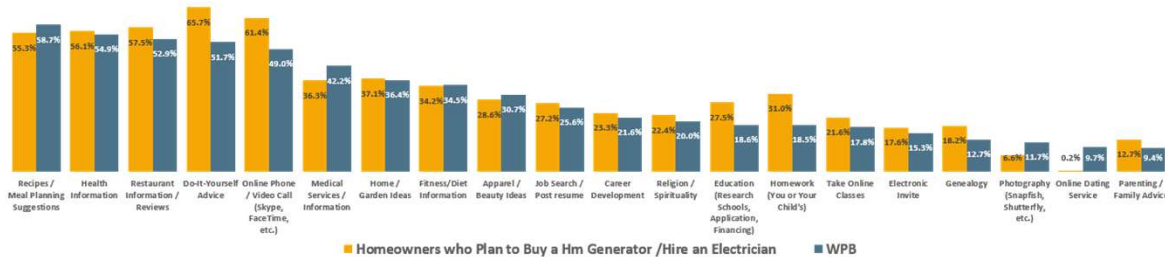




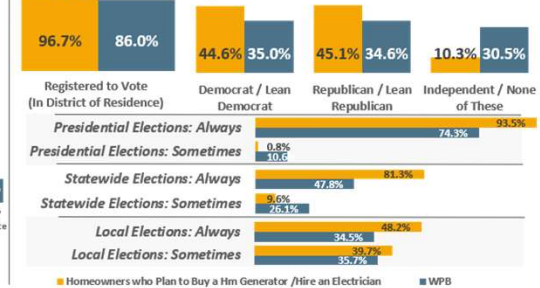
3.6% or 31,036 of WPB DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 26.9% more likely to look up D-I-Y advice online, 39.8% more likely to always vote in local elections, 155.7% more likely to belong to a gym, 34.% more likely to fly domesti



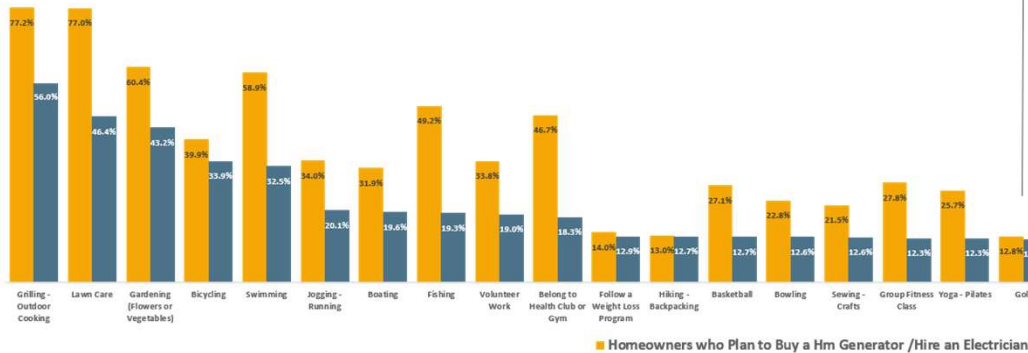
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



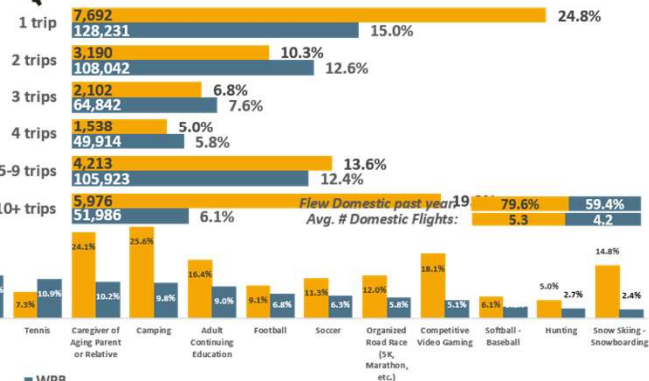
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



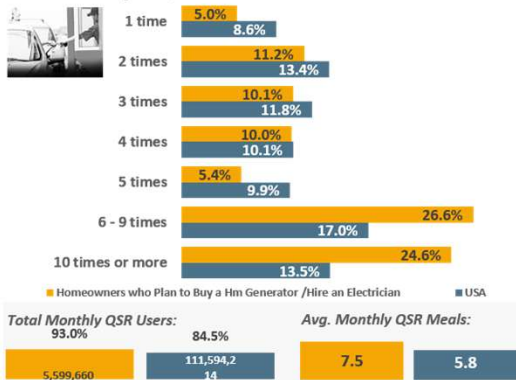
Past 12-months Domestic Airline Trips: Adults 35 - 64



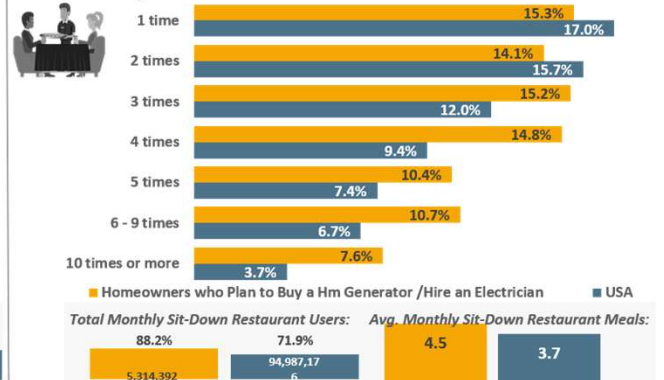


4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 10.% more likely to use QSRs past mo., 22.7% more likely to use Sit-Down Restaurants past mo., 7.5% more likely to use Casinos past yr., 12.9% more likely to smoke cigarette

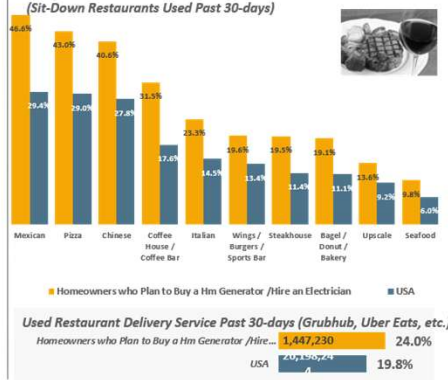
Past 30-days QSR Users: Adults 35 - 64



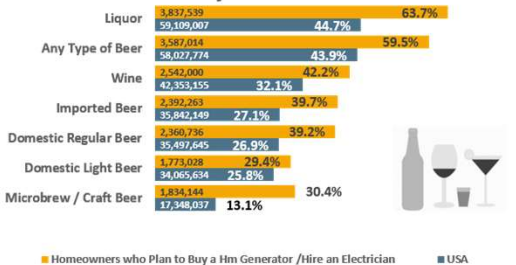
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



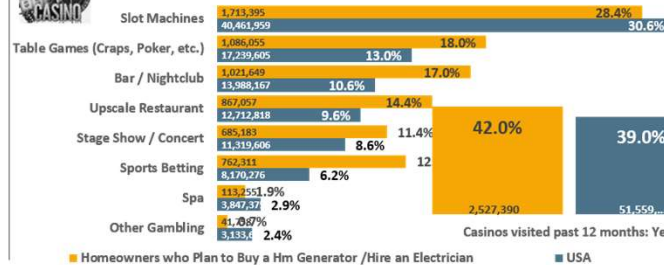
Top-10 Cuisines: Adults 35 - 64



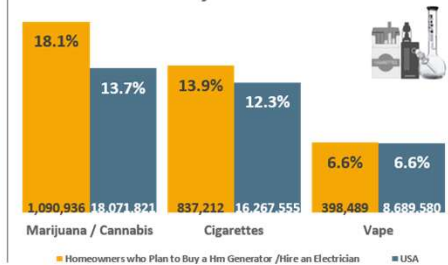
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



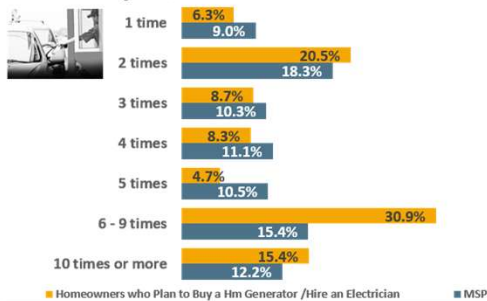
Used Past 30-days: Adults 35 - 64



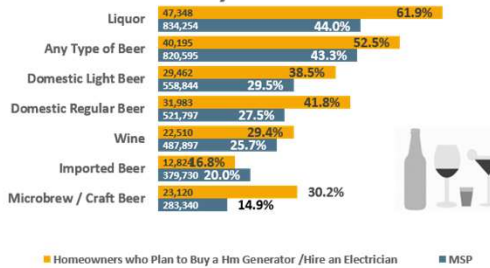


4.4% or 76,518 of MSP DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 9.6% more likely to use QSRs past mo., 28.1% more likely to use Sit-Down Restaurants past mo., 17.9% more likely to use Casinos past yr., 63.5% less likely to smoke cigarett

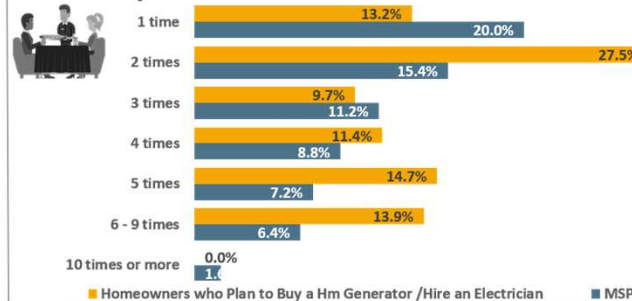
Past 30-days QSR Users: Adults 35 - 64



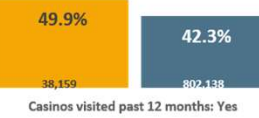
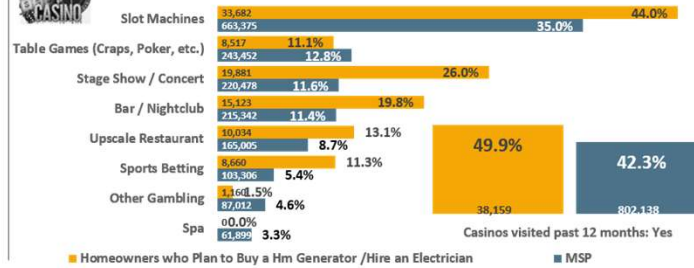
Drank Past 30-days: Adults 35 - 64



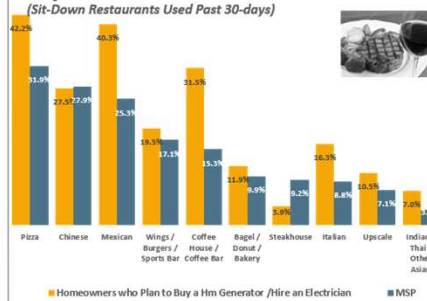
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



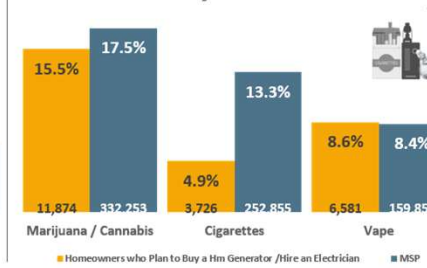
Past 12 months Casino Activities: Adults 35 - 64



Top-10 Cuisines: Adults 35 - 64



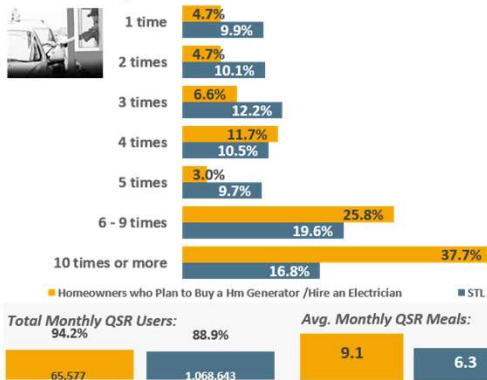
Used Past 30-days: Adults 35 - 64



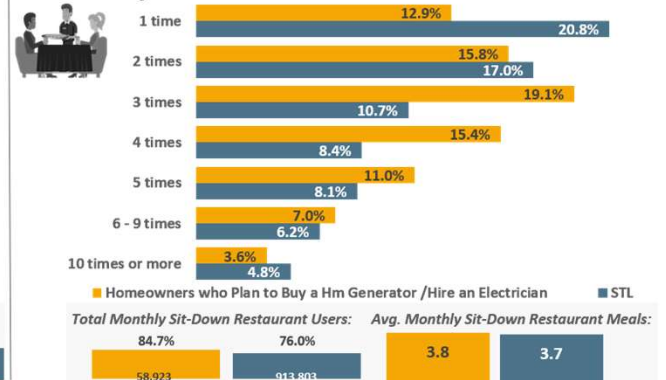


5.8% or 69,580 of STL DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 6.% more likely to use QSRs past mo., 11.4% more likely to use Sit-Down Restaurants past mo., 2.8% more likely to use Casinos past yr., 32.4% less likely to smoke cigarettes

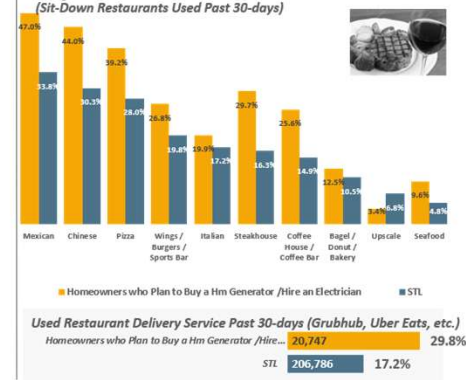
Past 30-days QSR Users: Adults 35 - 64



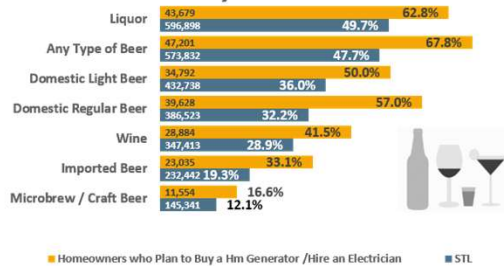
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



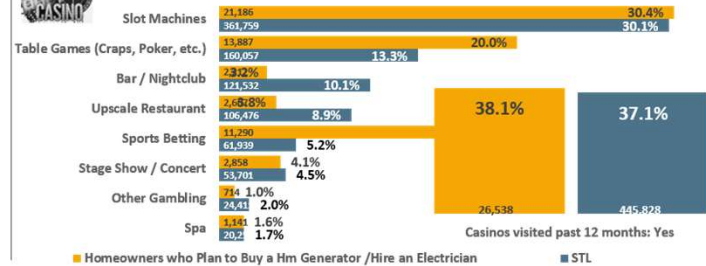
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



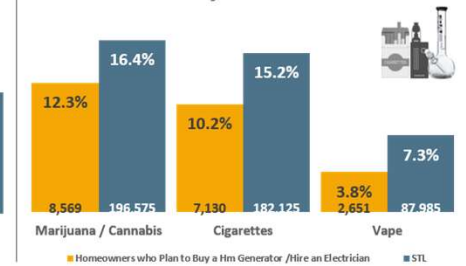
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



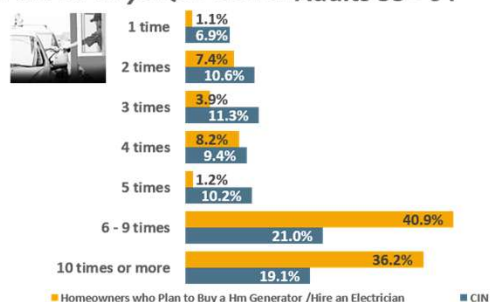
Used Past 30-days: Adults 35 - 64



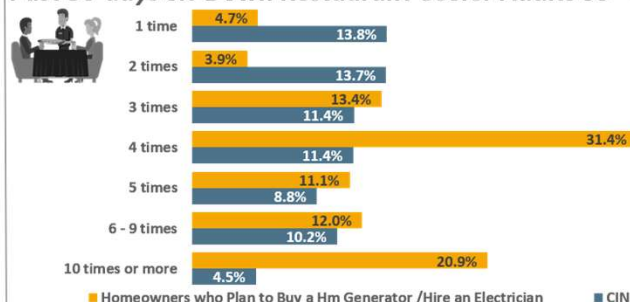


6.5% or 60,332 of CIN DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 11.9% more likely to use QSRs past mo., 32.% more likely to use Sit-Down Restaurants past mo., 23.5% more likely to use Casinos past yr., 69.% less likely to smoke cigarette

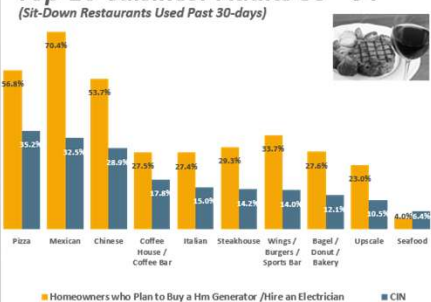
Past 30-days QSR Users: Adults 35 - 64



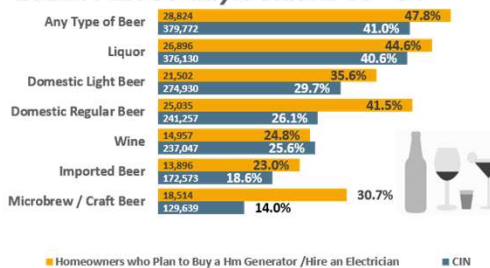
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



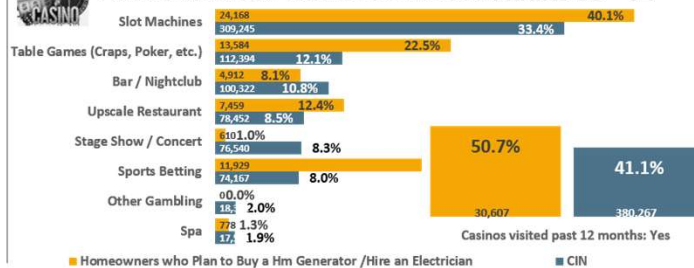
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



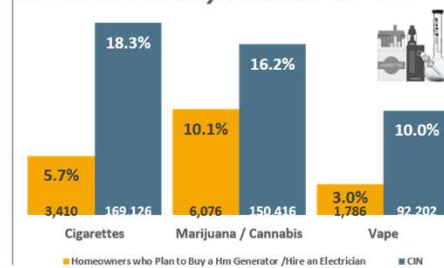
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



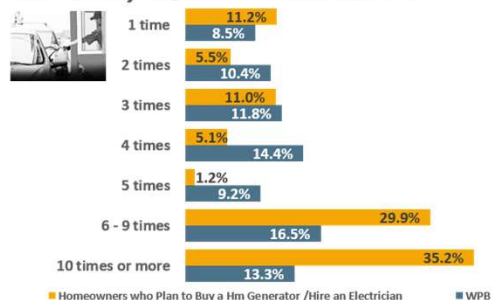
Used Past 30-days: Adults 35 - 64



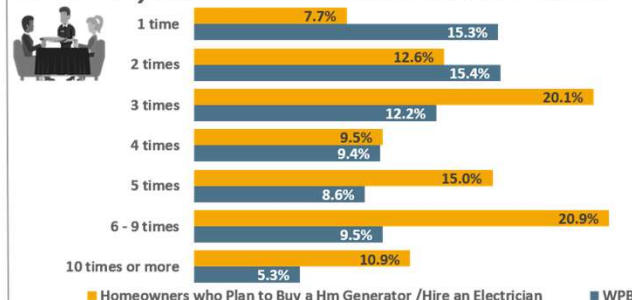


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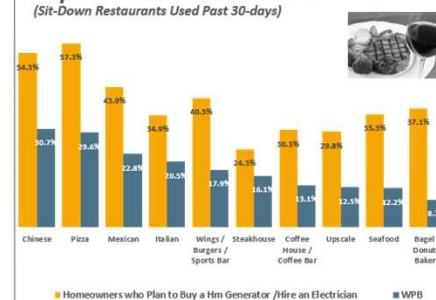
Past 30-days QSR Users: Adults 35 - 64



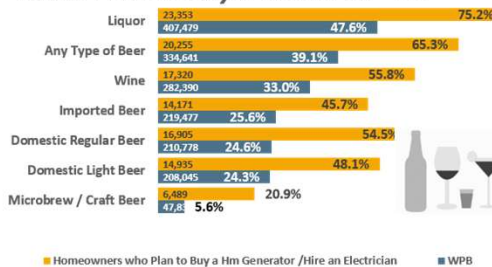
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



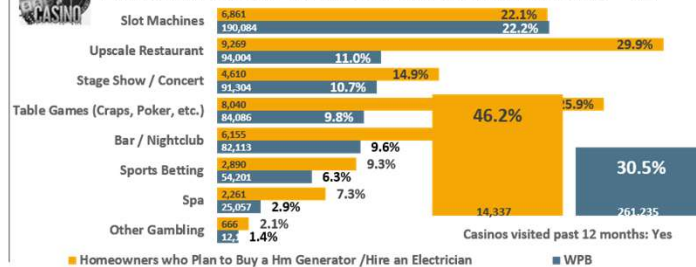
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



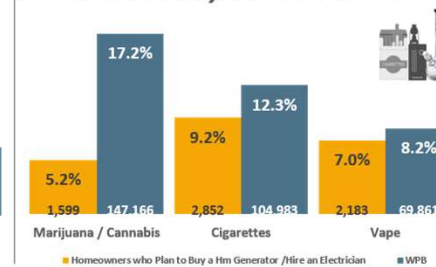
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



Used Past 30-days: Adults 35 - 64

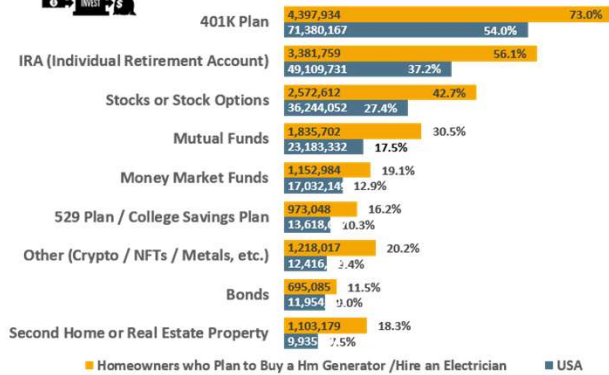




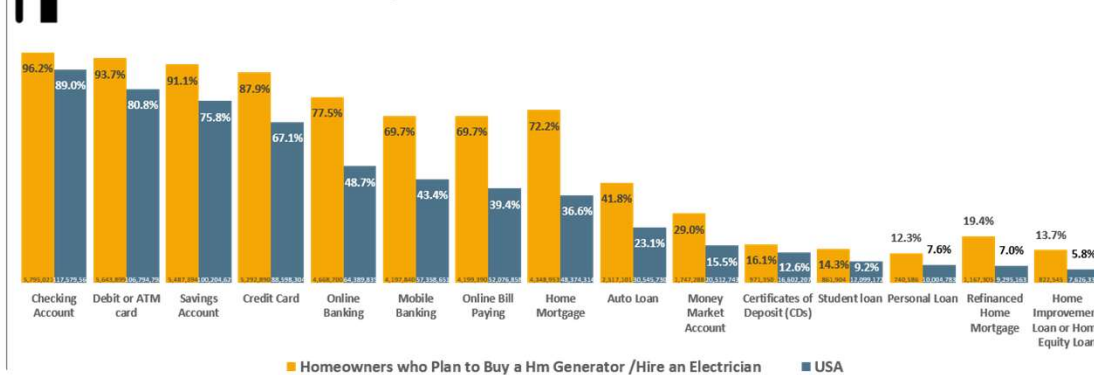
4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 35.1% more likely to have a 401K, 80.7% more likely to have an Auto Loan, 102.3% more likely to Invest/Trade Stocks Online, 19.4% more likely to pay with their Debit Card.



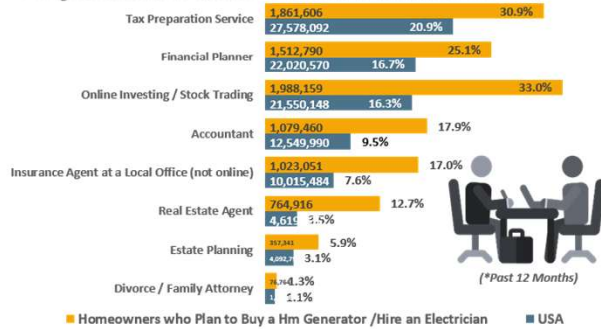
Investments Owned: Adults 35 - 64



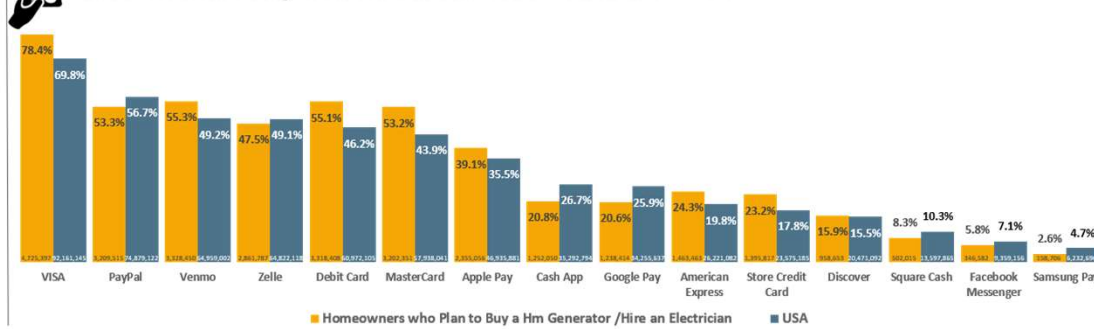
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64

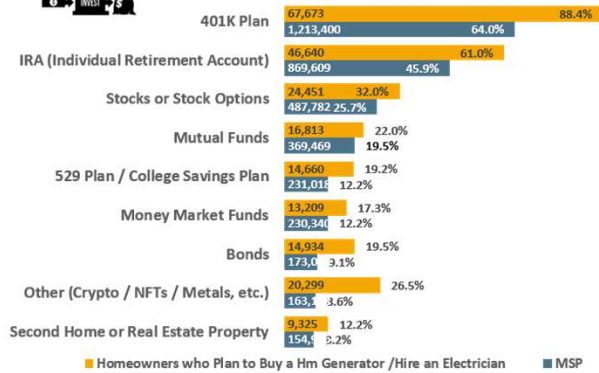




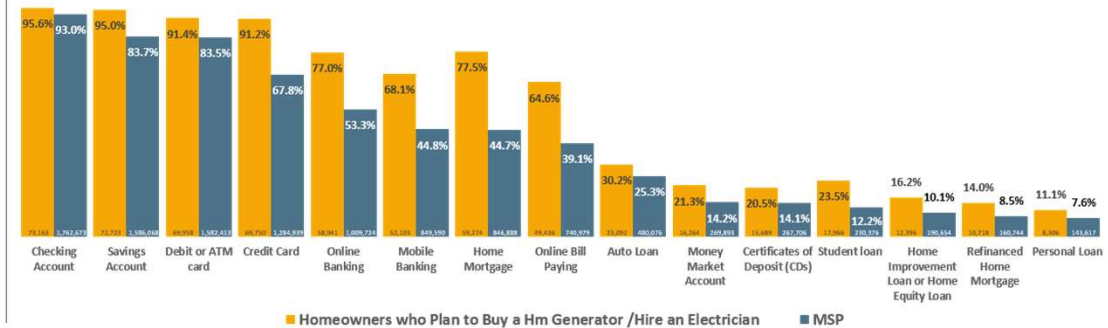
4.4% or 76,518 of MSP DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 38.2% more likely to have a 401K, 19.2% more likely to have an Auto Loan, 69.2% more likely to Invest/Trade Stocks Online, 2.7% more likely to pay with their Debit Card.



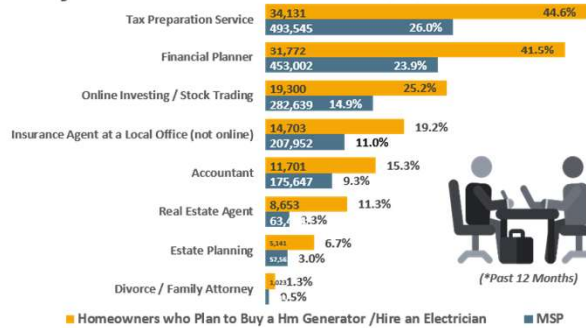
Investments Owned: Adults 35 - 64



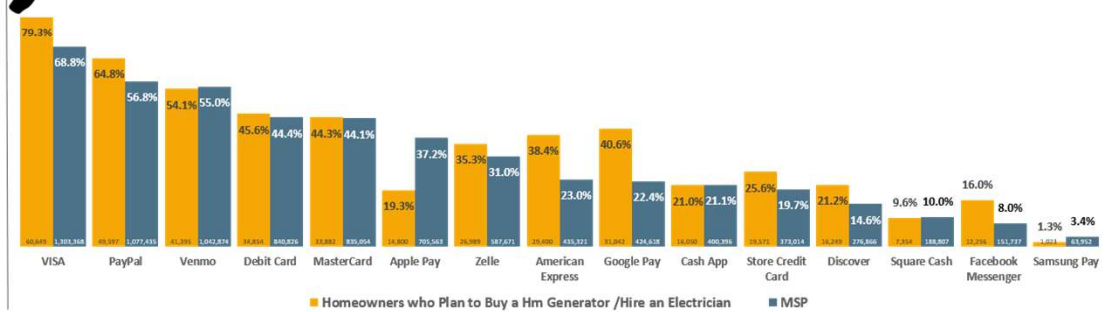
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64

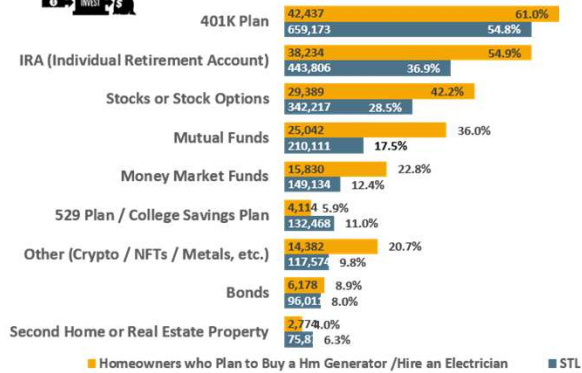




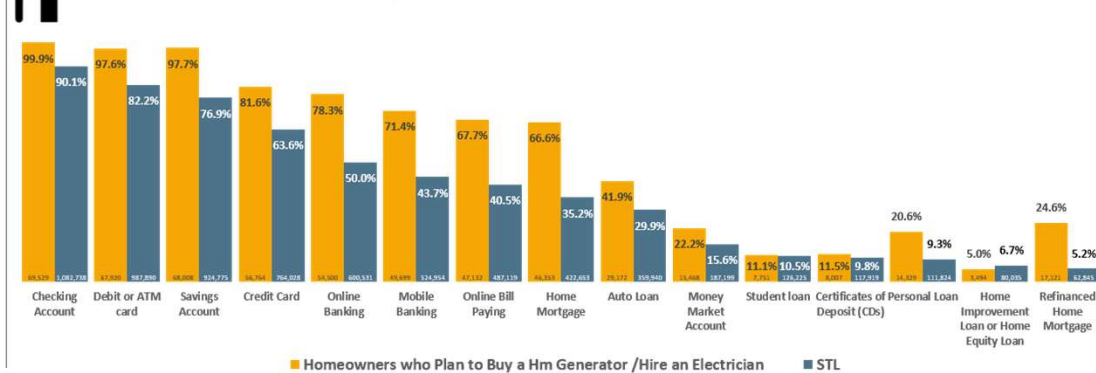
5.8% or 69,580 of STL DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 11.2% more likely to have a 401K, 40.% more likely to have an Auto Loan, 79.7% more likely to Invest/Trade Stocks Online, 10.% less likely to pay with their Debit Card.



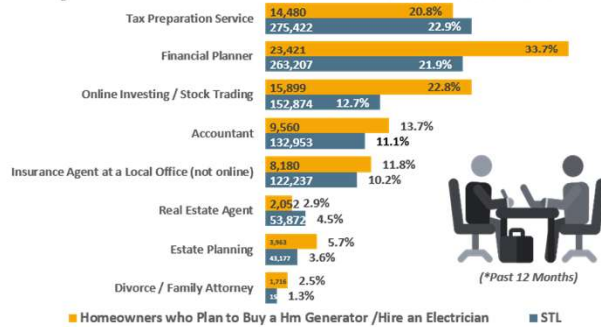
Investments Owned: Adults 35 - 64



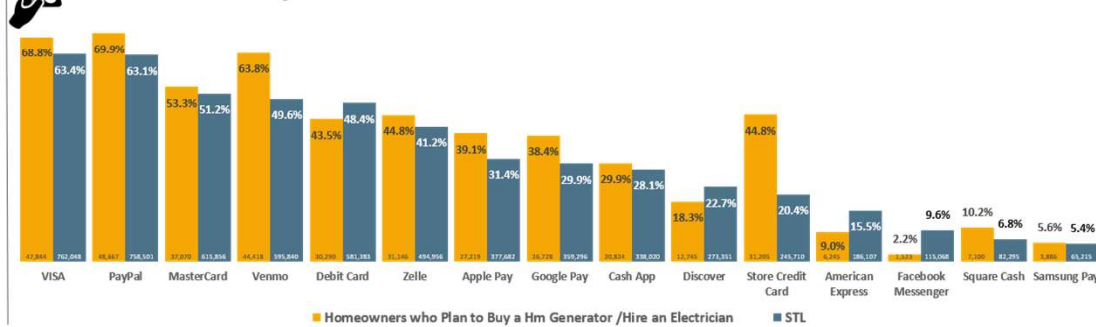
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64

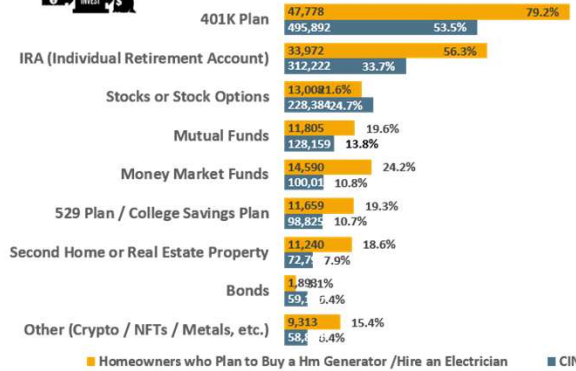




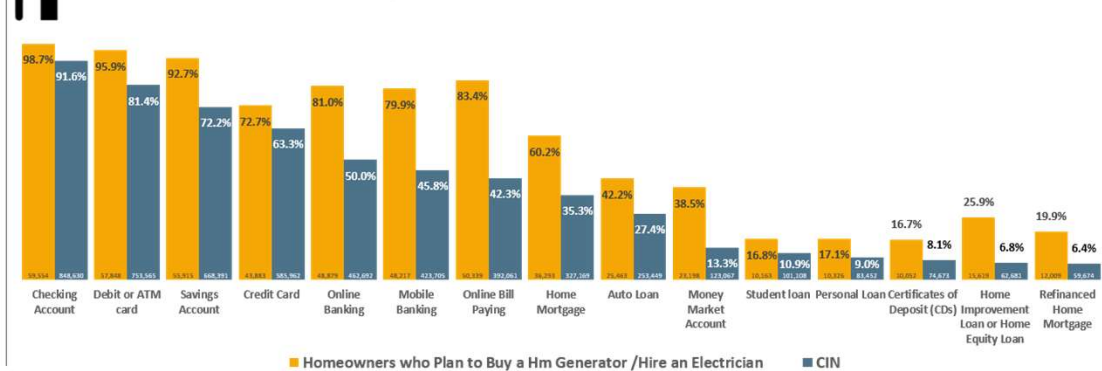
6.5% or 60,332 of CIN DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an... Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 47.9% more likely to have a 401K, 54.2% more likely to have an Auto Loan, 2.6% more likely to Invest/Trade Stocks Online, 43.7% more likely to pay with their Debit Card.



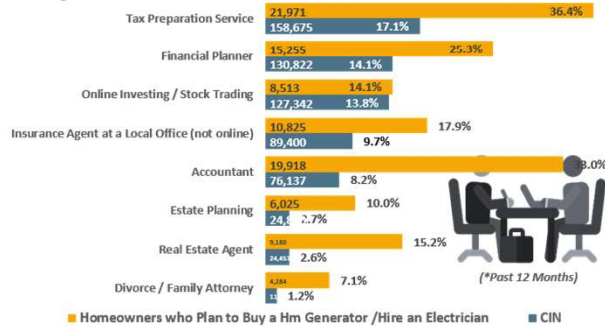
Investments Owned: Adults 35 - 64



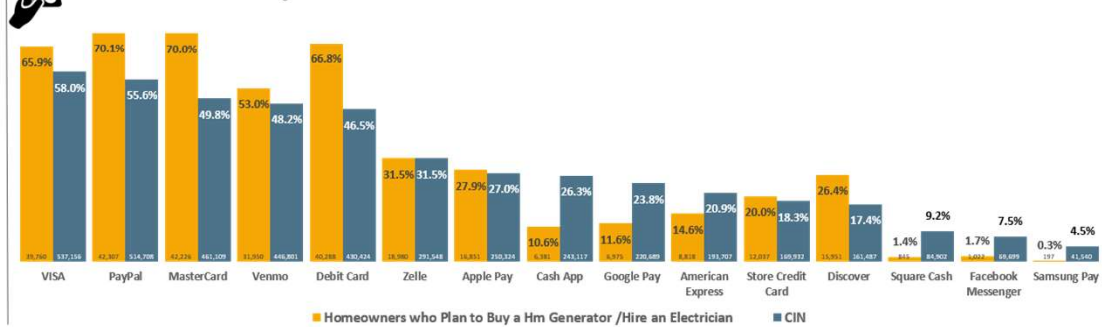
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64

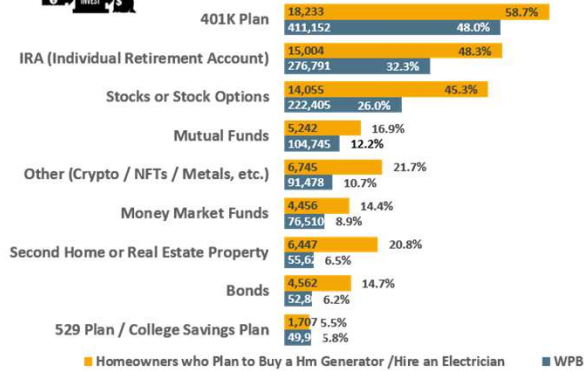




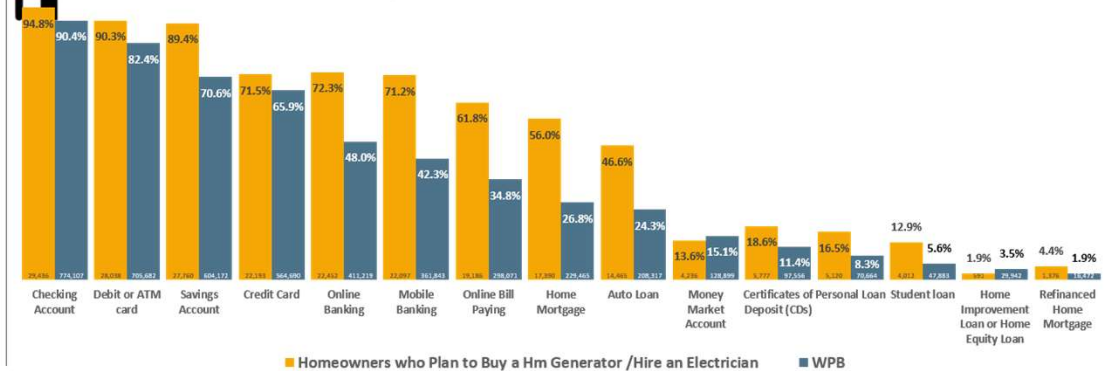
3.6% or 31,036 of WPB DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 22.4% more likely to have a 401K, 91.6% more likely to have an Auto Loan, 74.8% more likely to Invest/Trade Stocks Online, 19.4% more likely to pay with their Debit Card.



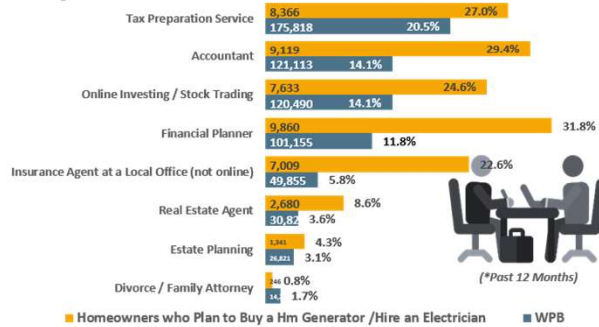
Investments Owned: Adults 35 - 64



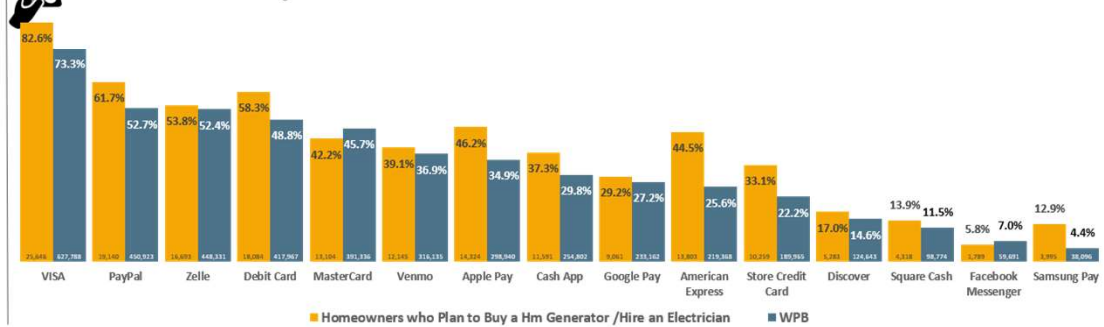
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64

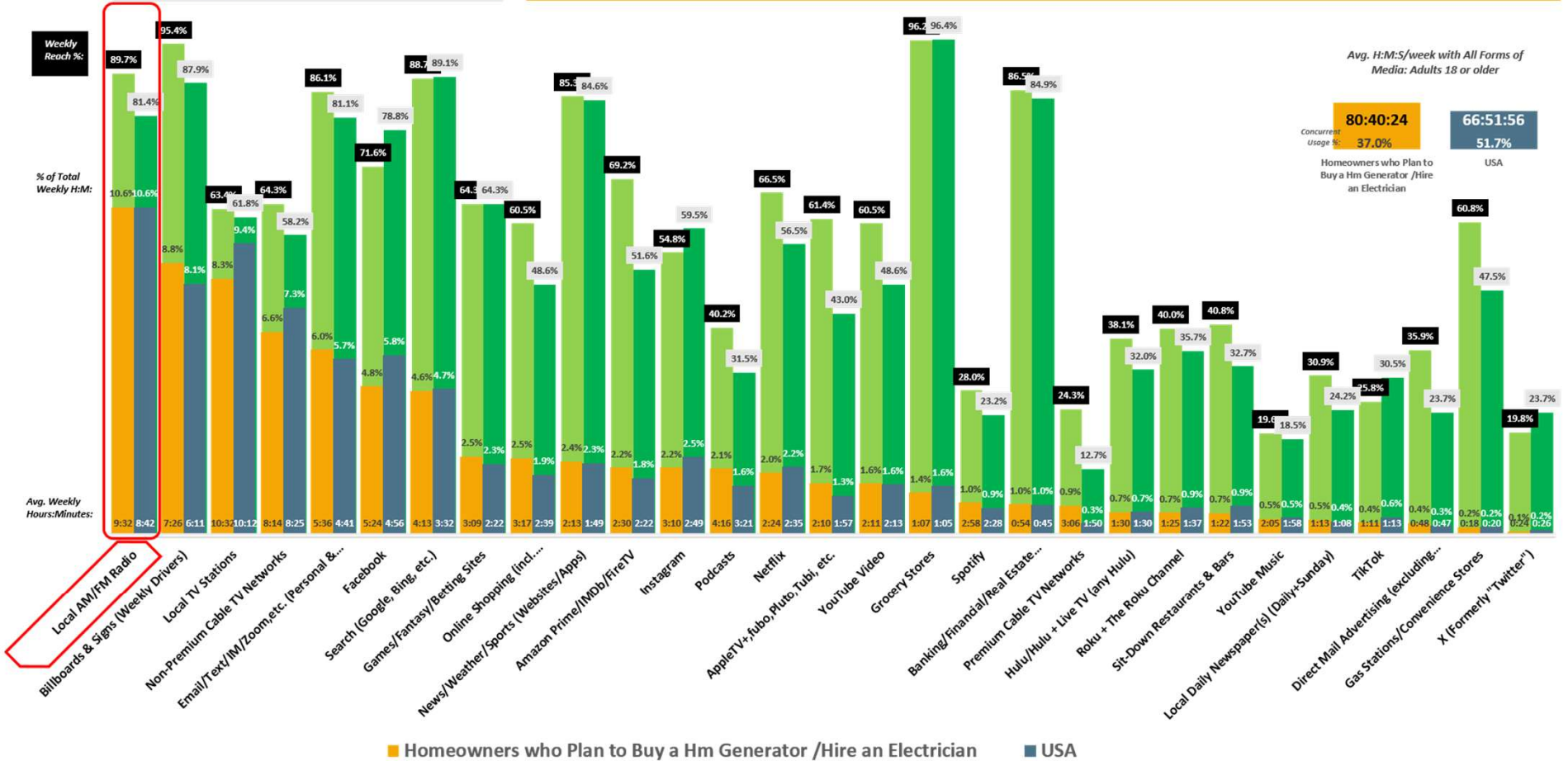


Past 3-Months Payment Methods Used: Adults 35 - 64



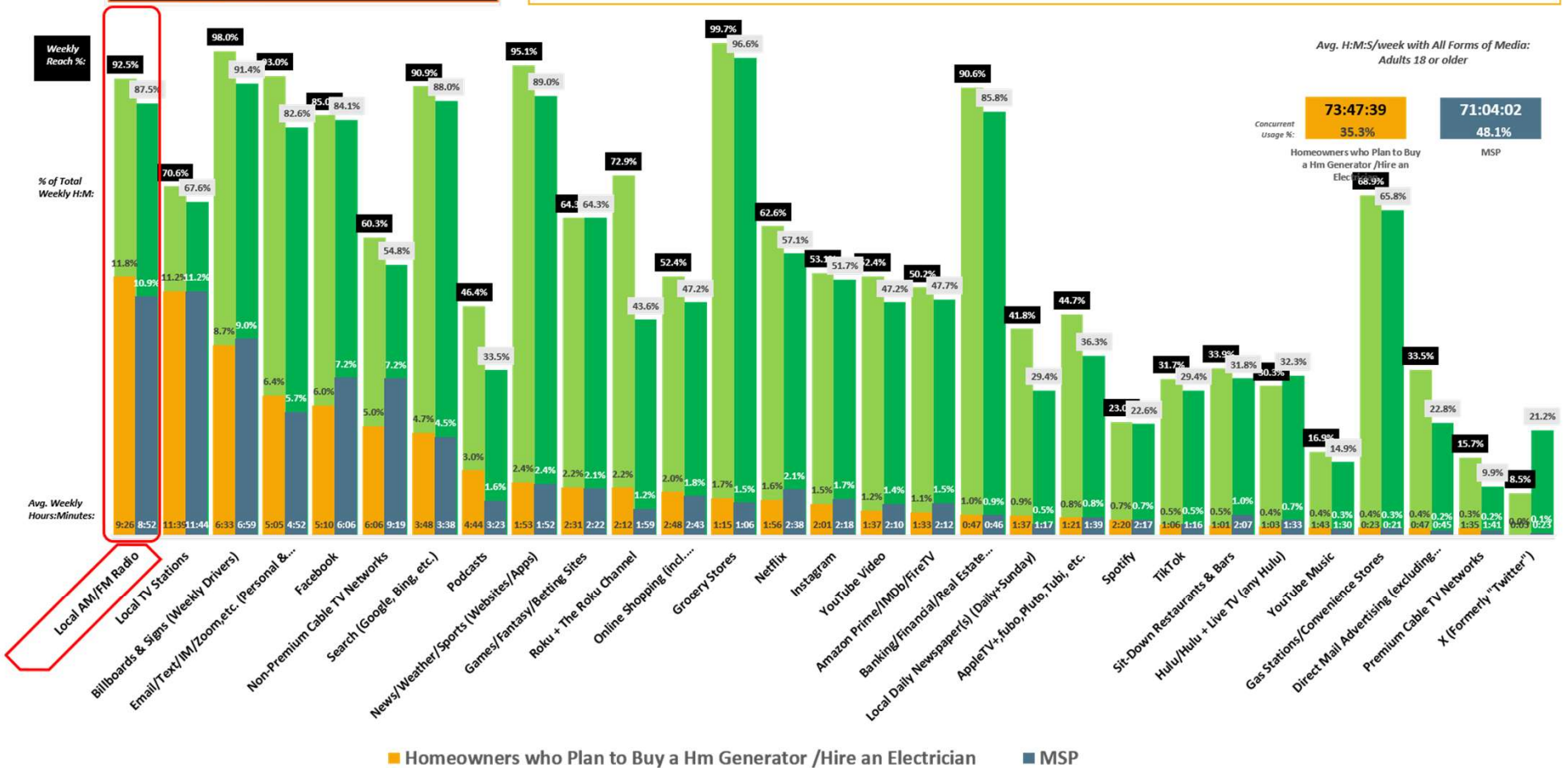


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 8 hours, 40 minutes and 24 seconds each week with All Forms of Media.
89.7% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 9 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



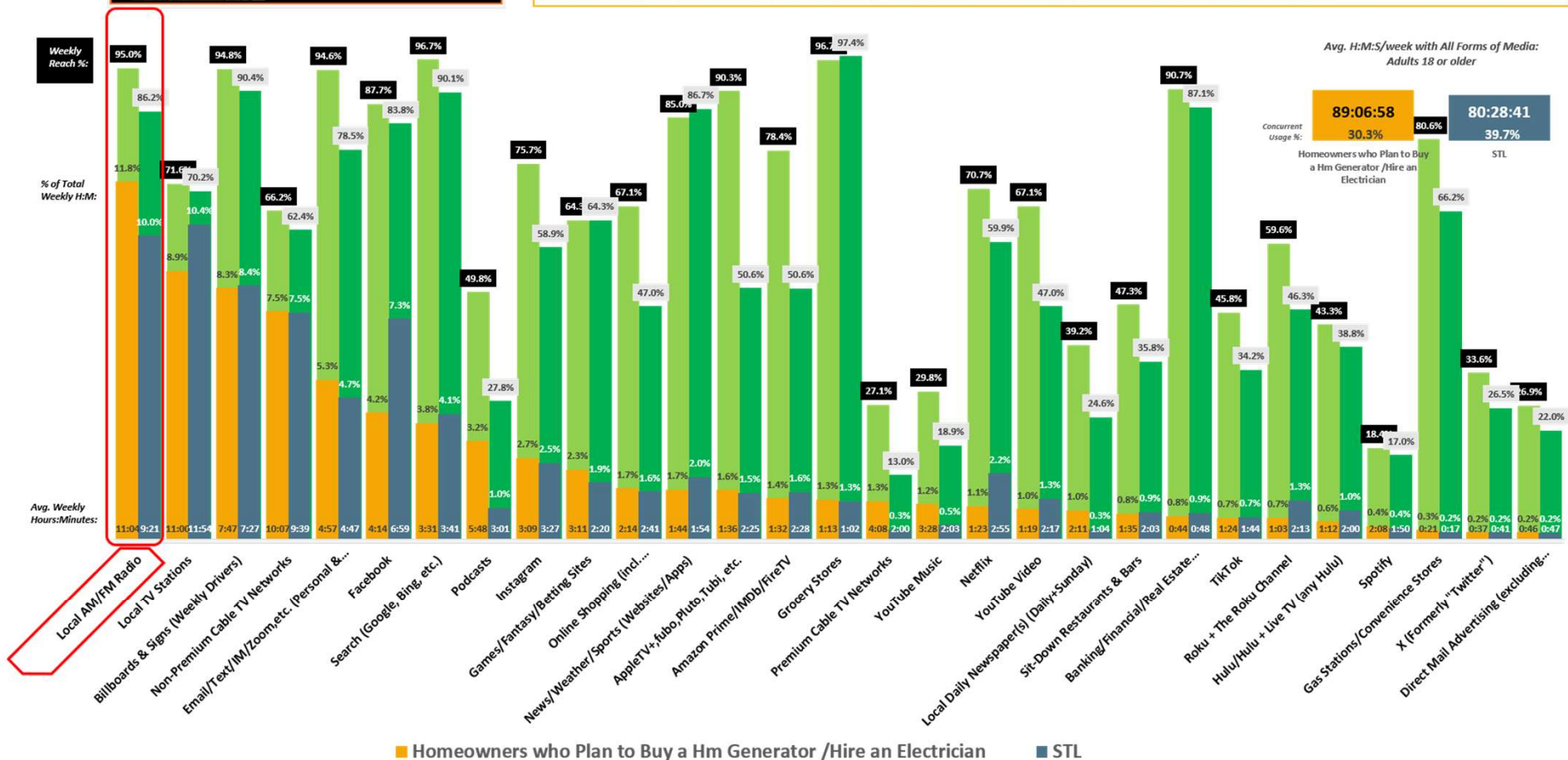


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 1 hours, 47 minutes and 39 seconds each week with All Forms of Media.
 92.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 9 hours and 26 minutes each week listening to All Local AM/FM Radio, representing 11.8% of total time spent with all forms of Media.



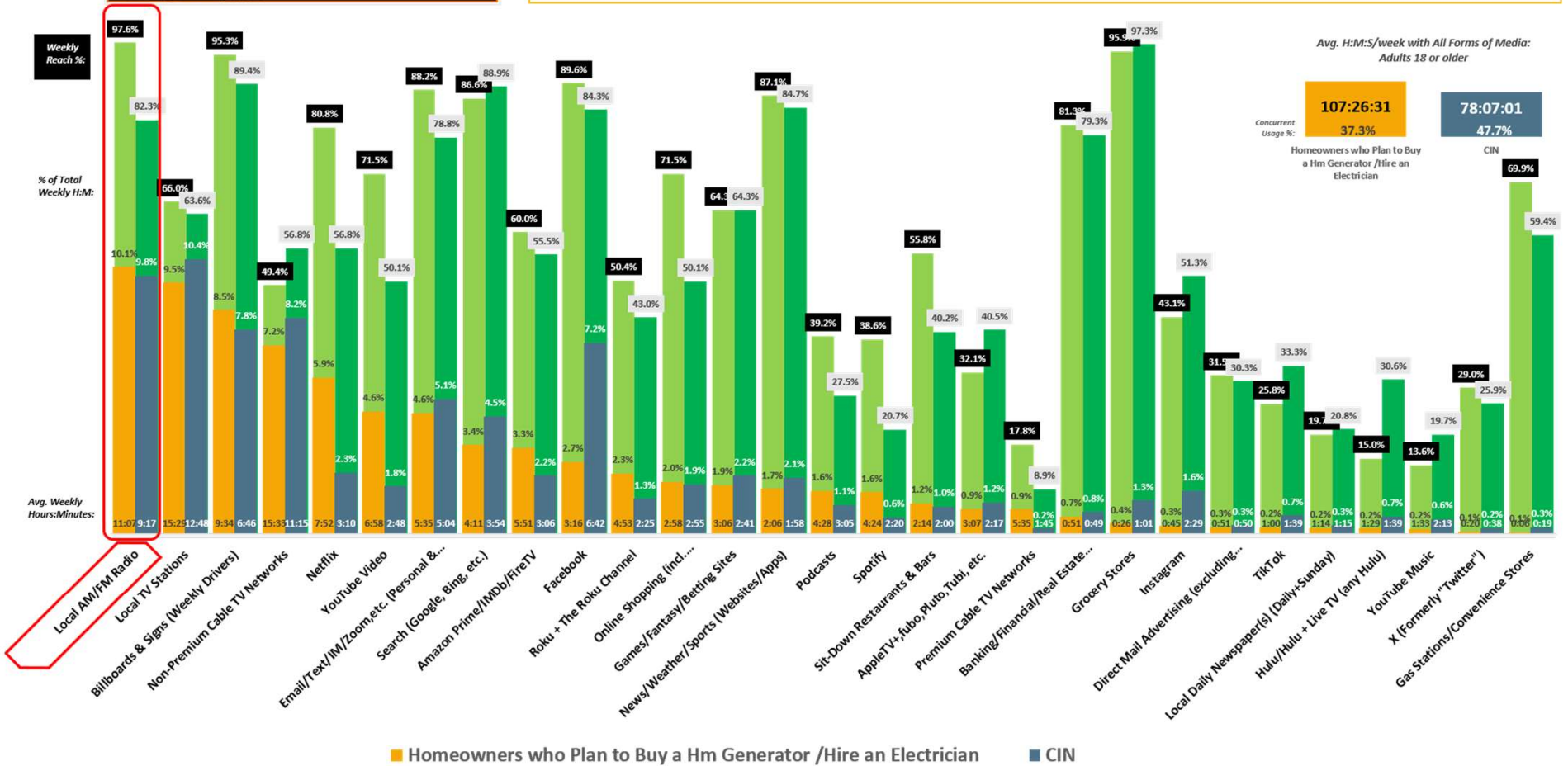


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 17 hours, 6 minutes and 58 seconds each week with All Forms of Media.
95.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 11 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 11.8% of total time spent with all forms of Media.





Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 4 days, 11 hours, 26 minutes and 31 seconds each week with All Forms of Media.
97.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 11 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



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

107:26:31
37.3%

Homeowners who Plan to Buy
a Hm Generator /Hire an
Electrician

78:07:01
47.7%

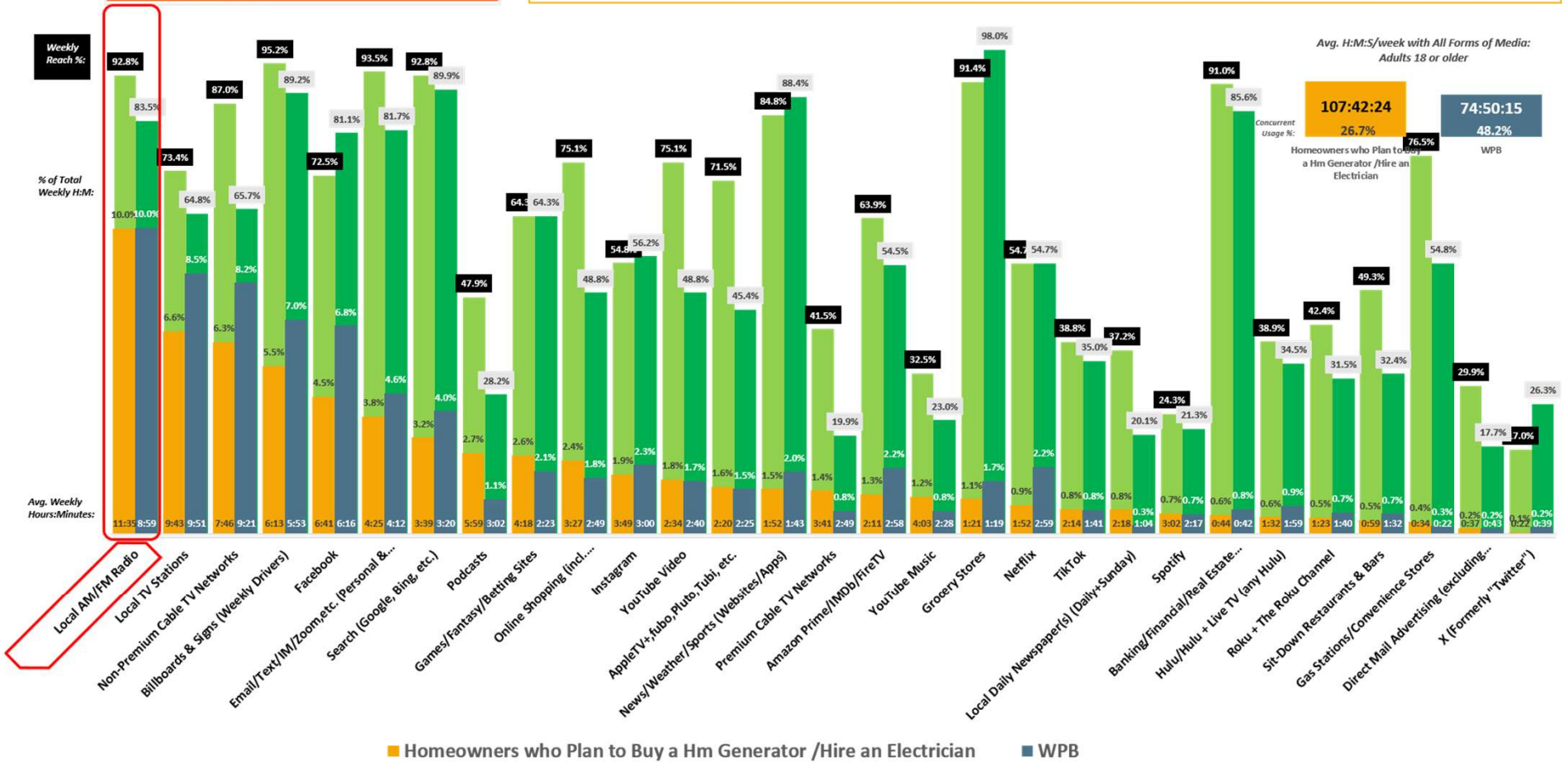
CIN

Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

CIN

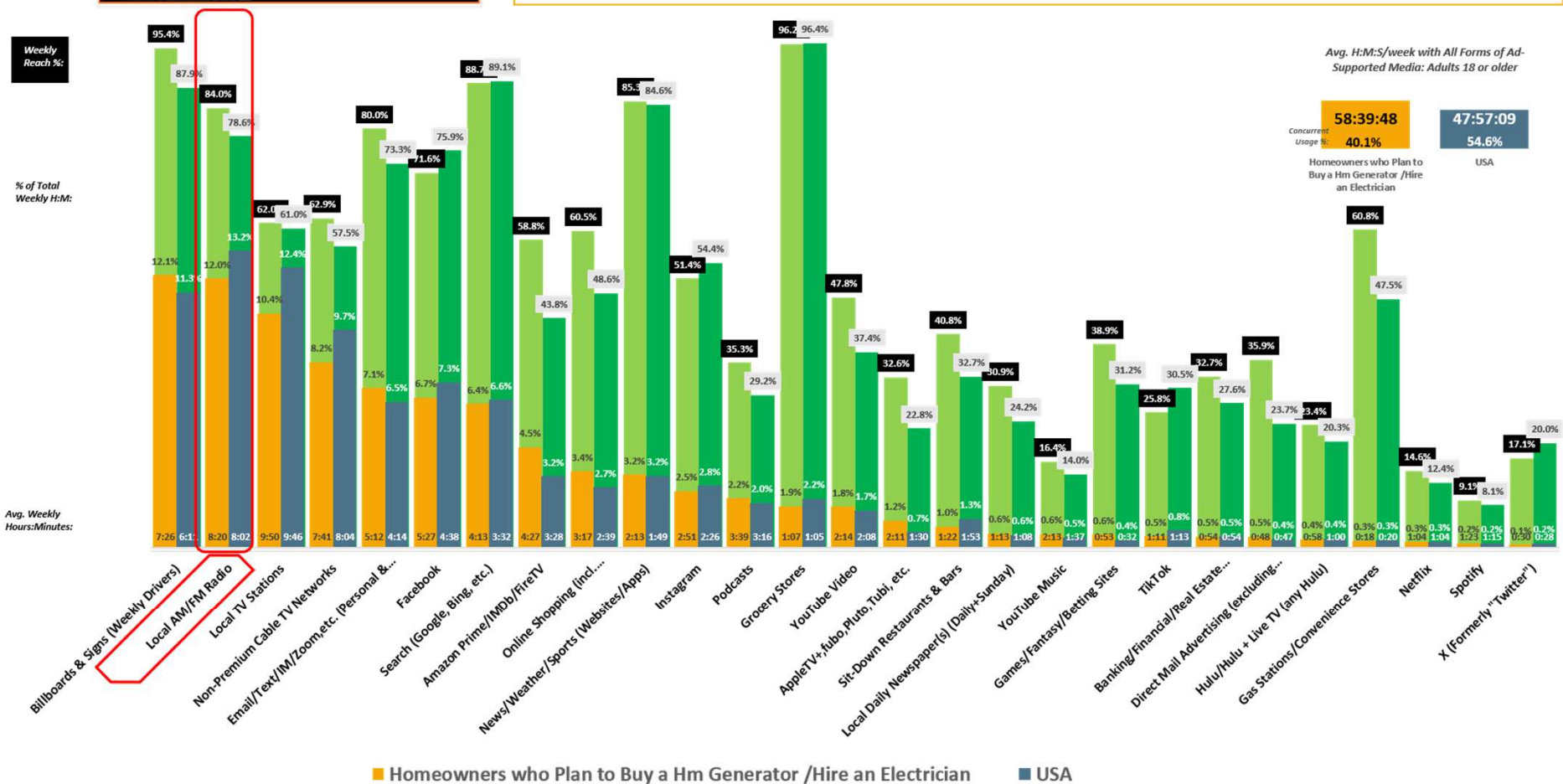


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 4 days, 11 hours, 42 minutes and 24 seconds each week with All Forms of Media.
 92.8% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 11 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 10.0% of total time spent with all forms of Media.



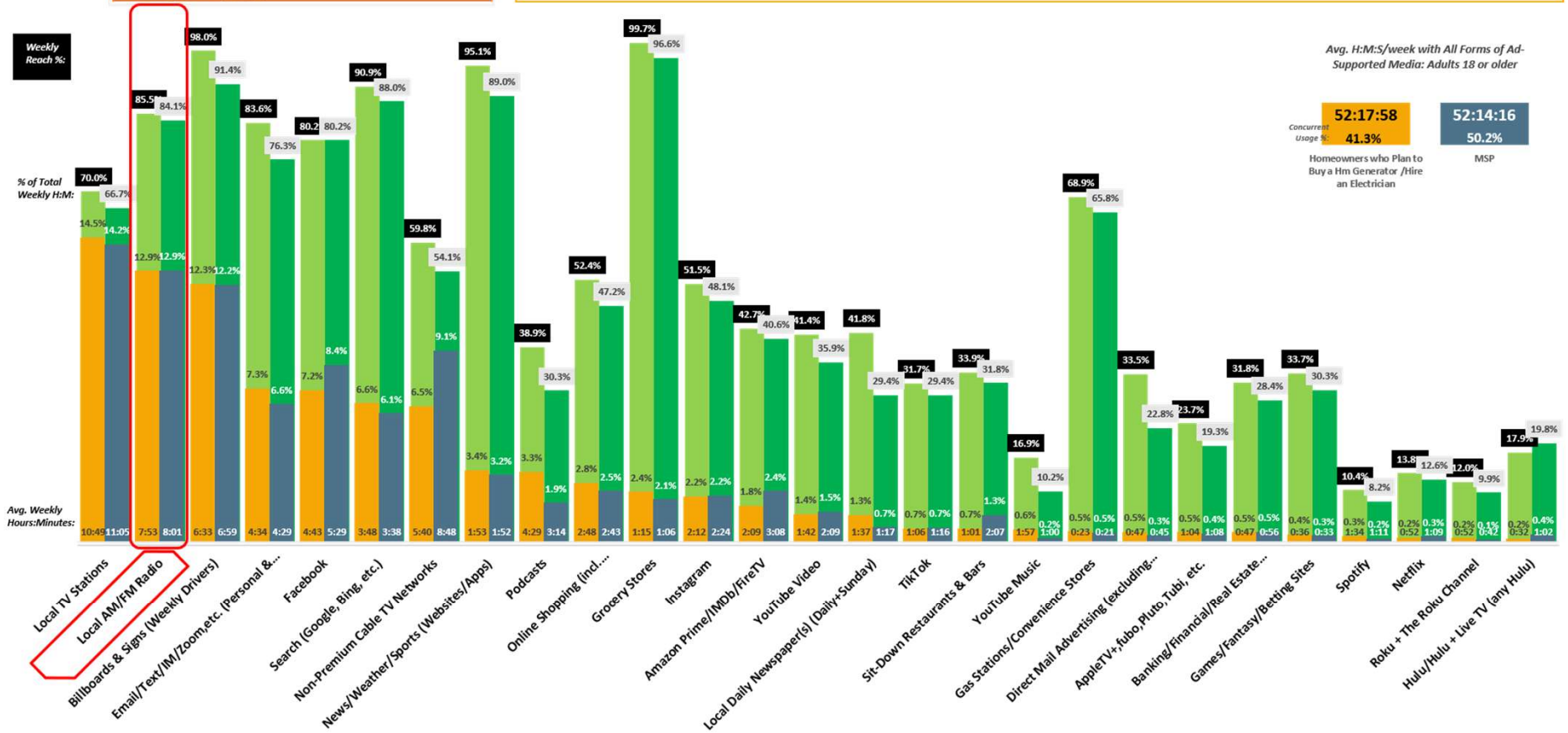


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 2 days, 10 hours, 39 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
84.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 8 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Media



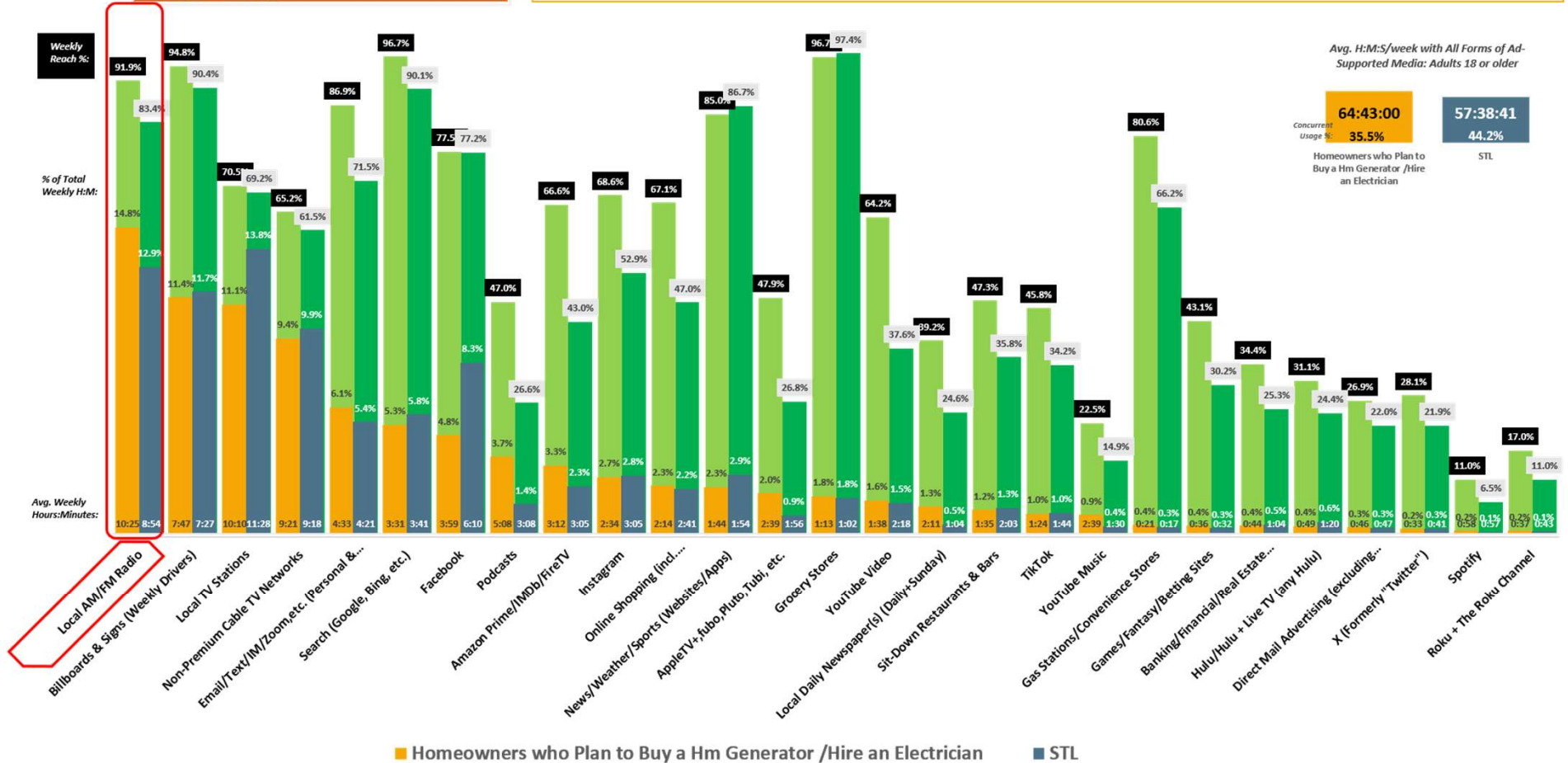


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 2 days, 4 hours, 17 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
85.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 7 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Med





Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 2 days, 16 hours, 43 minutes and 0 seconds each week with All Forms of Ad-Supported Media.
 91.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 10 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.8% of total time spent with all forms of Ad-Supported Me



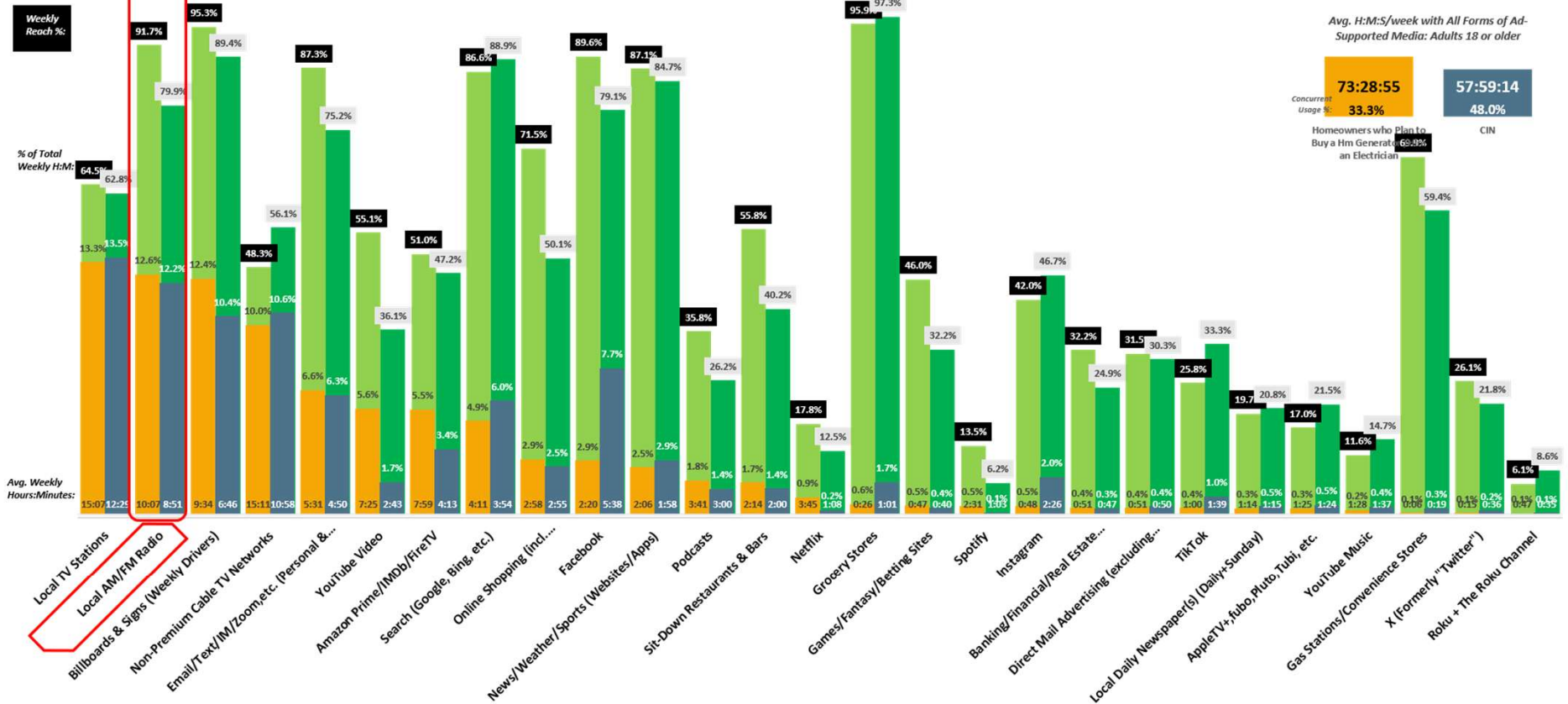
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Homeowners who Plan to Buy a Hm Generator /Hire an Electrician	STL
64:43:00	57:38:41
35.5%	44.2%

■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ STL



Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 1 hours, 28 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
91.7% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 10 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Med



Homeowners who Plan to Buy a Hm Generator /Hire an Electrician CIN

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

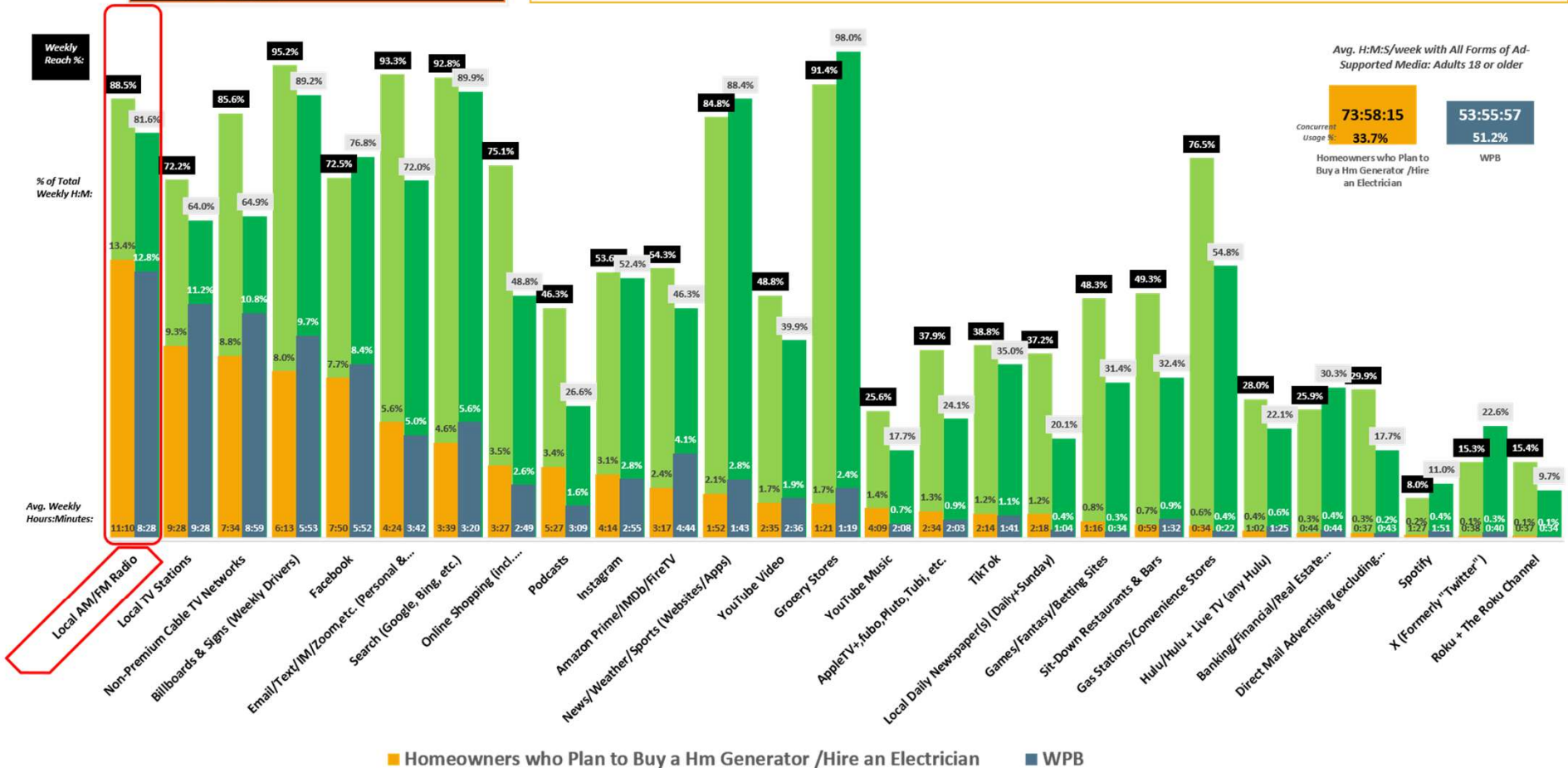


Share of Everything for Anything.

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



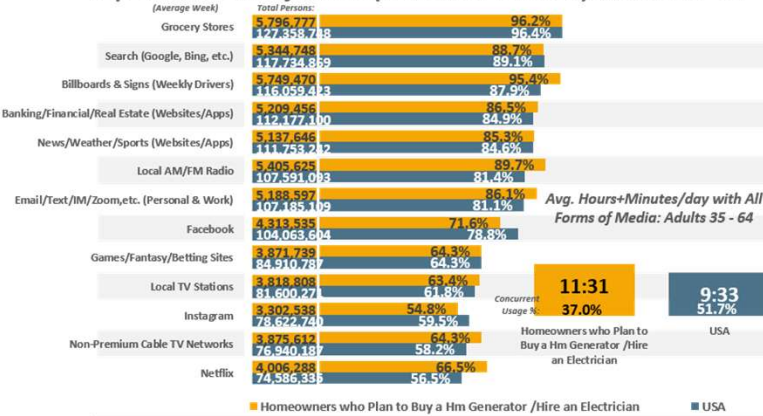
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 1 hours, 58 minutes and 15 seconds each week with All Forms of Ad-Supported Media.
 88.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 11 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.4% of total time spent with all forms of Ad-Supported Me



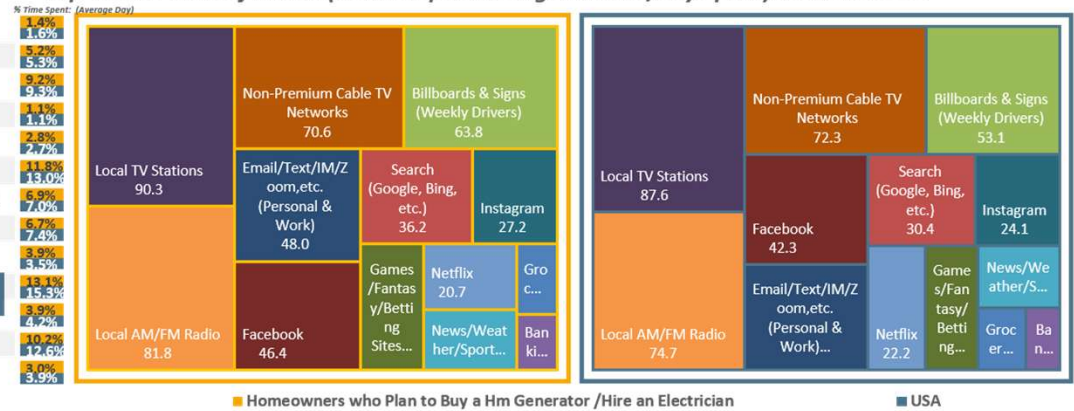


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 71.6 minutes/day. (Local Radio delivers 12.% of Time with Ad-Supported Media.)

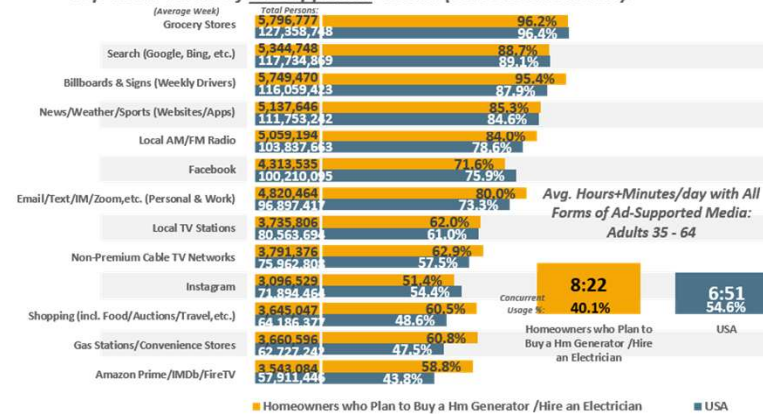
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



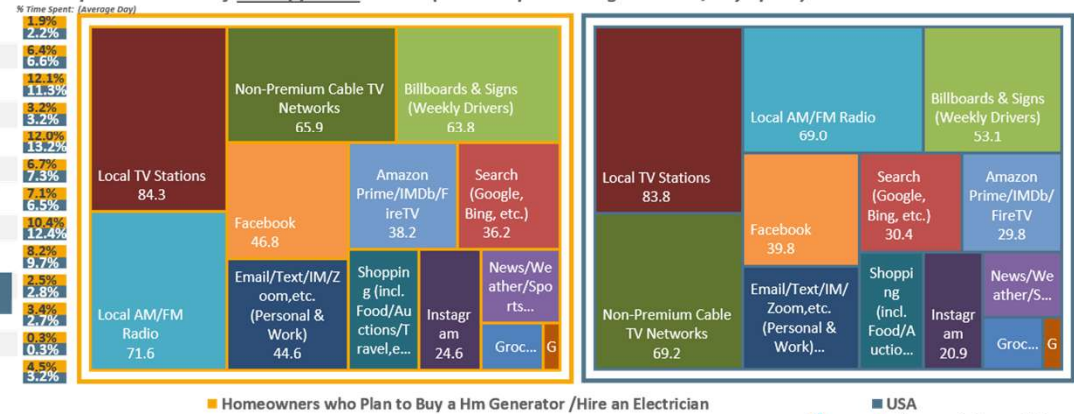
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

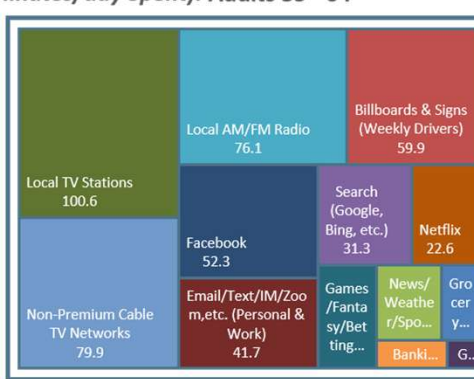
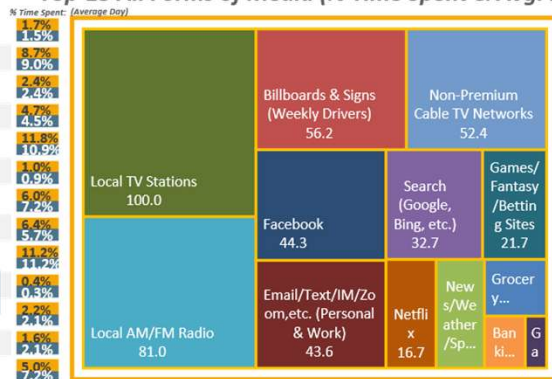
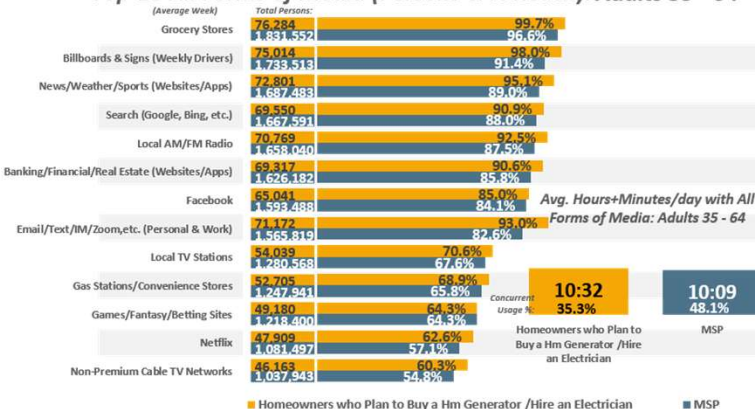




Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 7 hours and 28 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 67.6 minutes/day. (Local Radio delivers 12.9% of Time with Ad-Supported Media.)

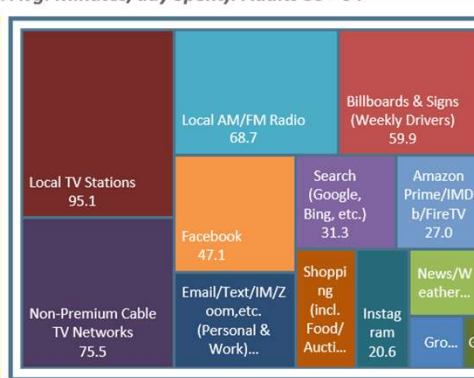
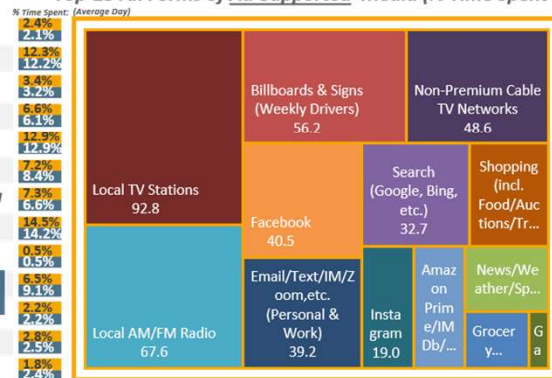
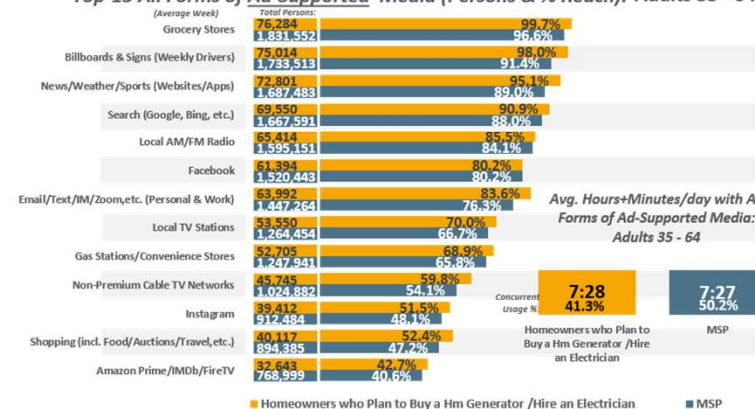
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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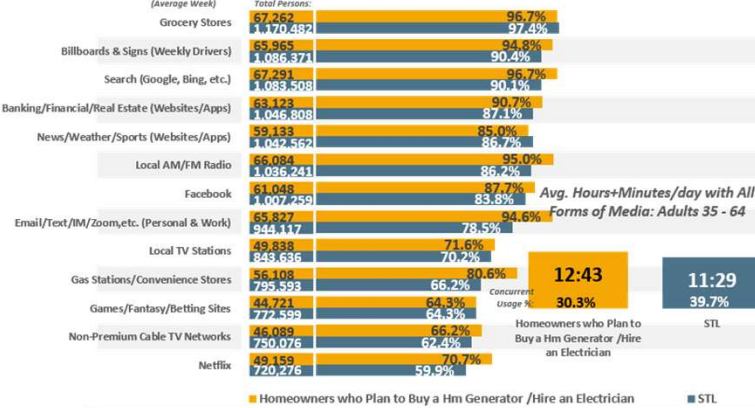
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

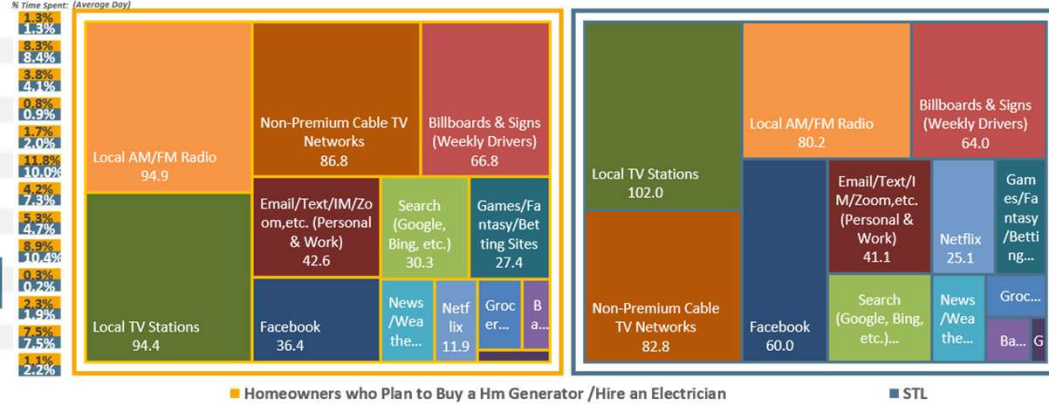


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 9 hours and 14 minutes each day with All Forms of Ad-Supported Media. 91.9% listen to Local AM/FM Radio for an avg. of 89.4 minutes/day.(Local Radio delivers 14.8% of Time with Ad-Supported Media.)

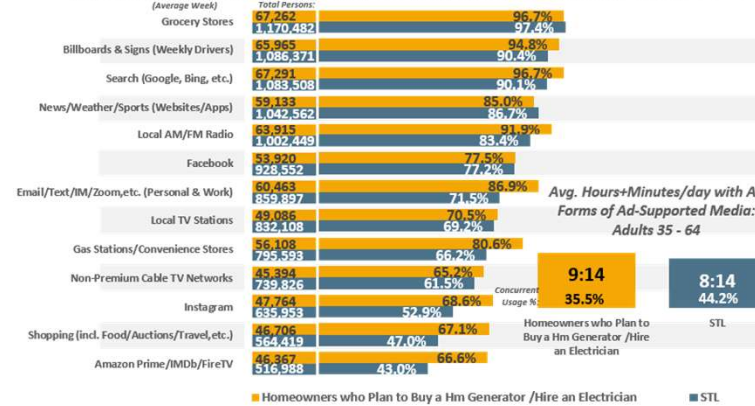
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



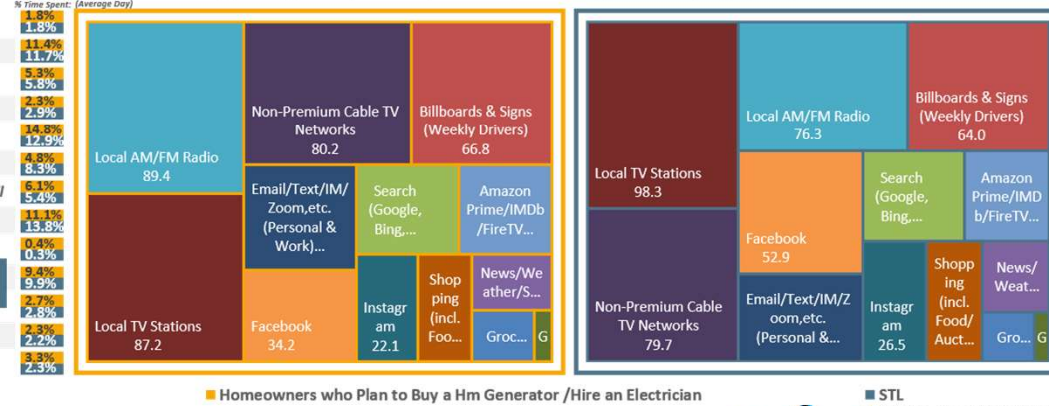
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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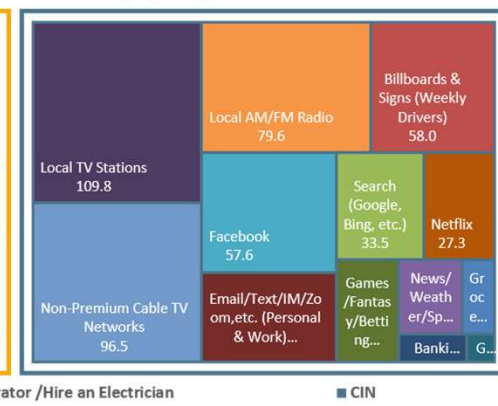
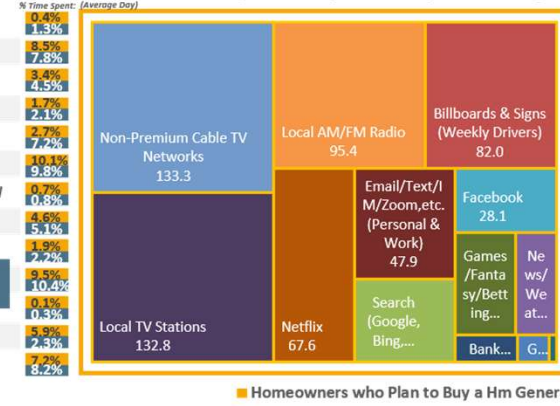
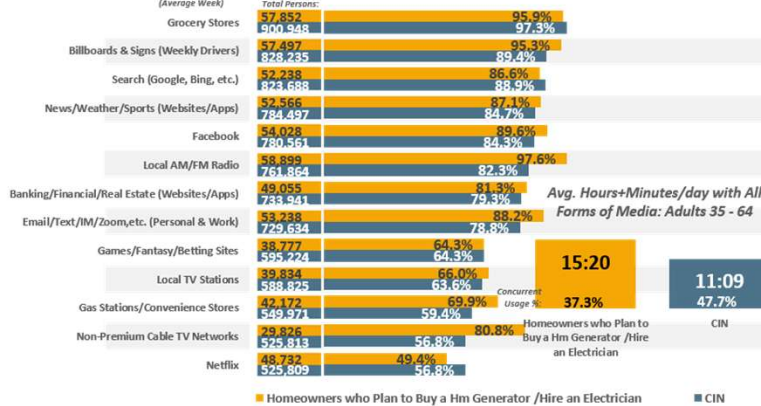
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]]



Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 10 hours and 29 minutes each day with All Forms of Ad-Supported Media. 91.7% listen to Local AM/FM Radio for an avg. of 86.8 minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

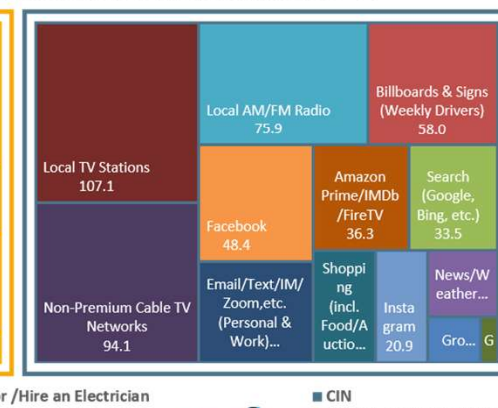
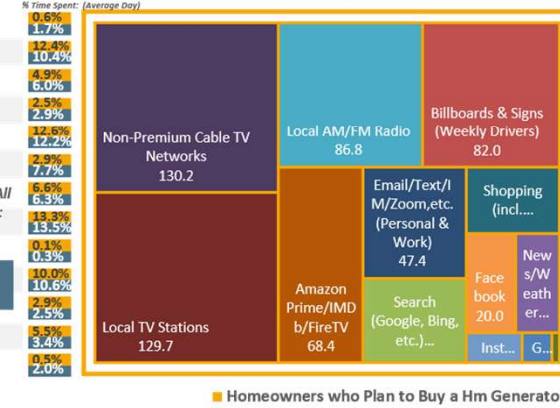
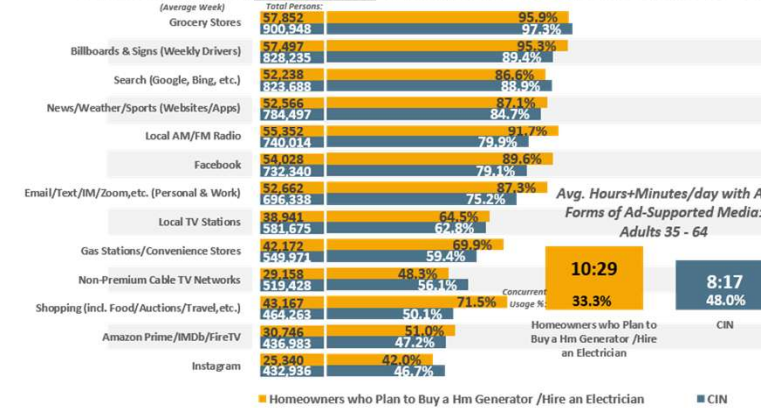
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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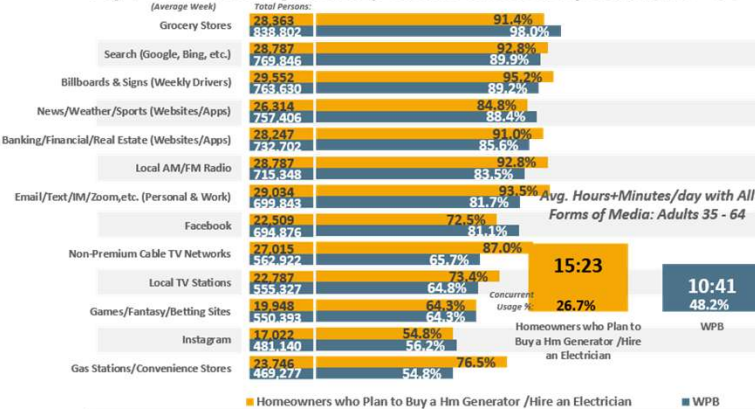
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

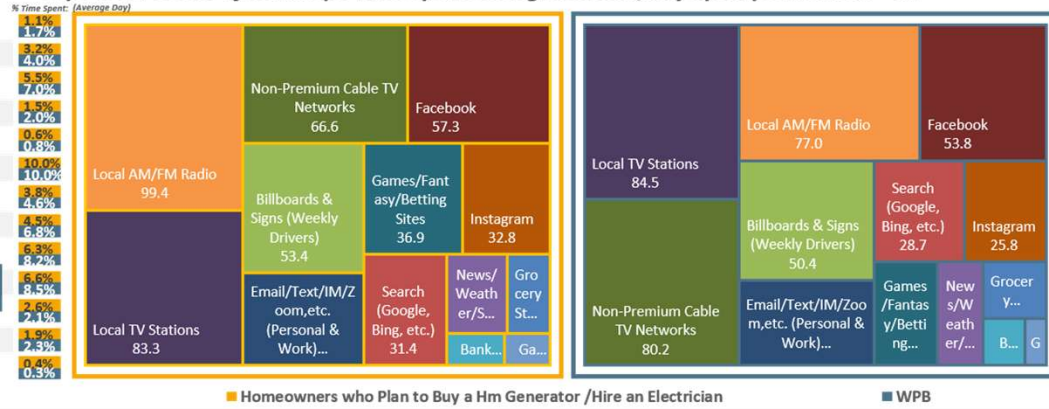


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 10 hours and 34 minutes each day with All Forms of Ad-Supported Media. 88.5% listen to Local AM/FM Radio for an avg. of 95.8 minutes/day.(Local Radio delivers 13.4% of Time with Ad-Supported Media.)

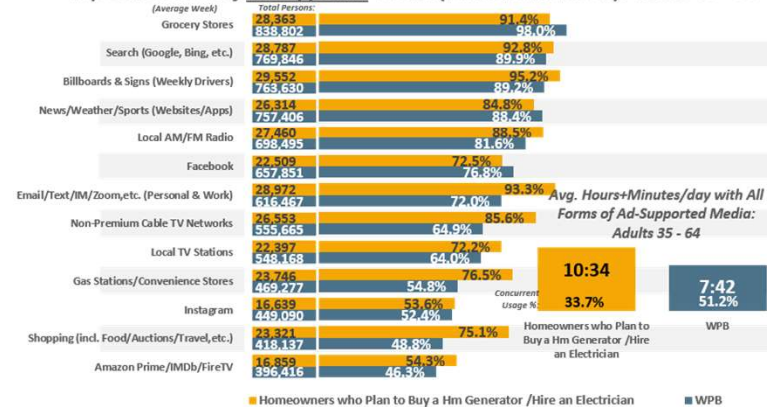
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



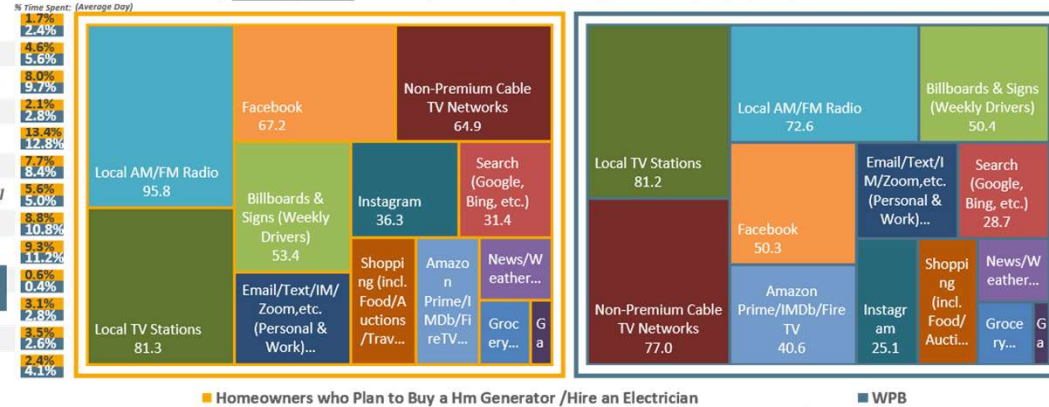
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 86
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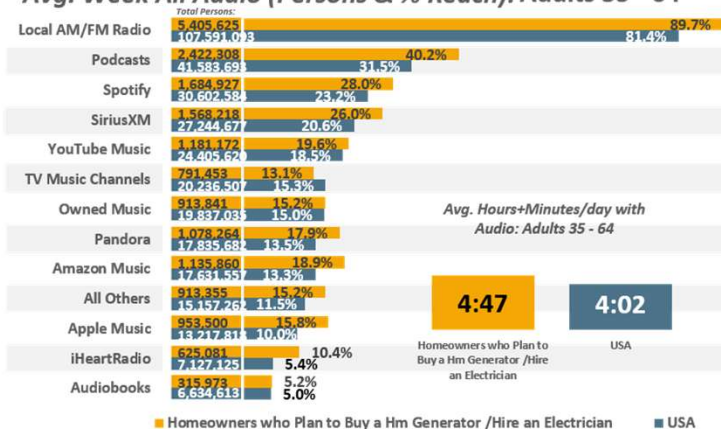
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

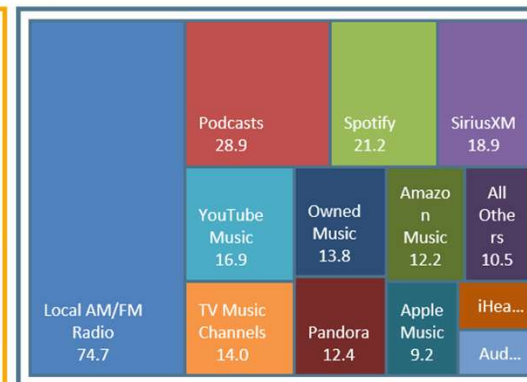
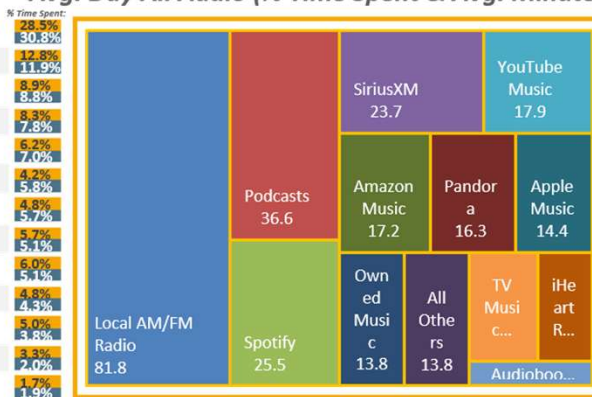


5,059,194 or 84.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

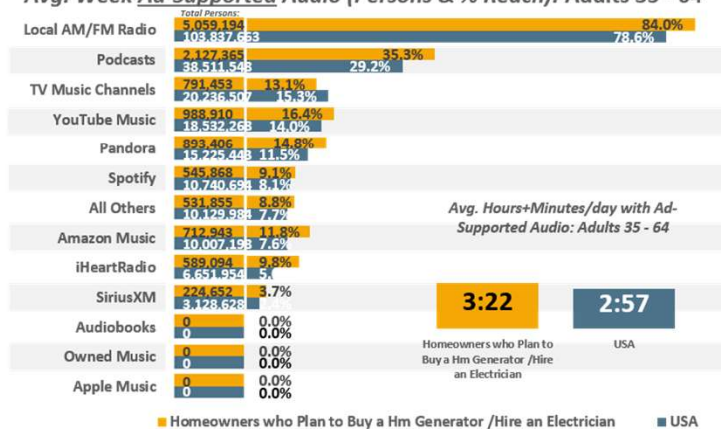
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



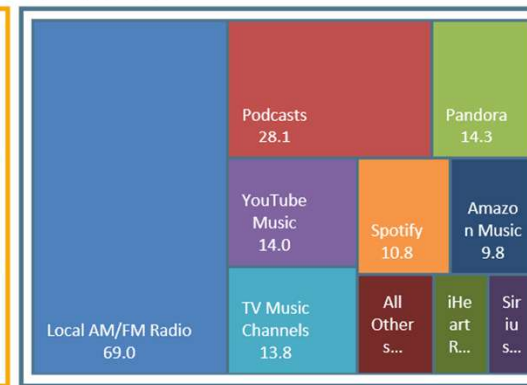
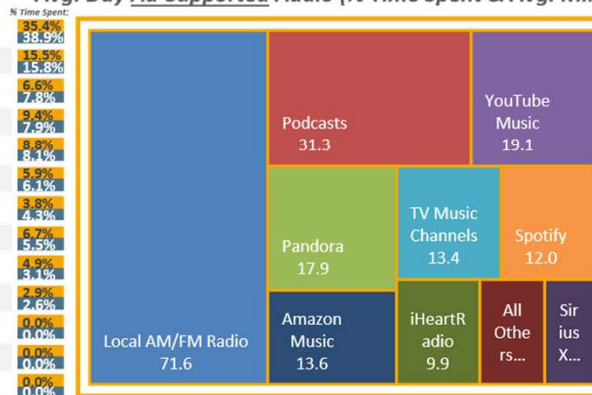
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



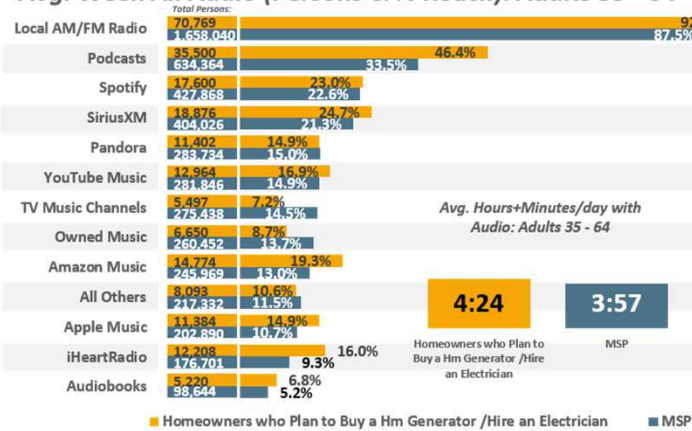
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



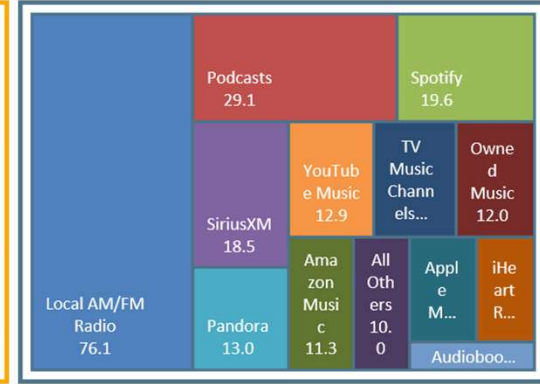
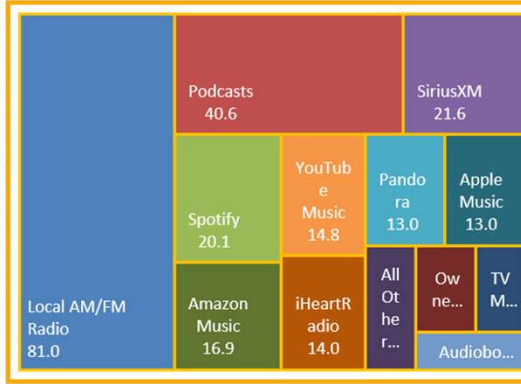


65,414 or 85.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

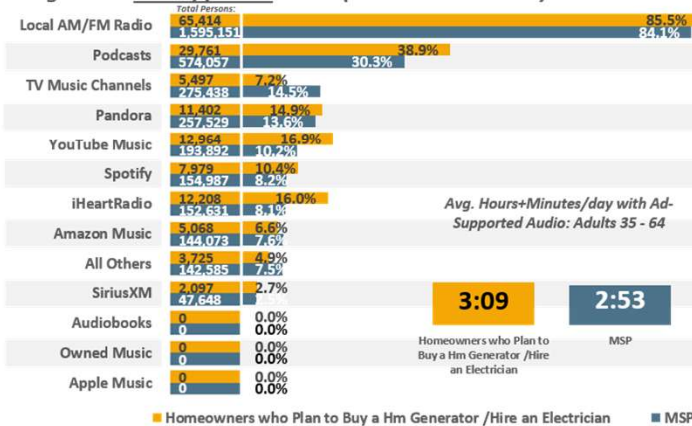
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



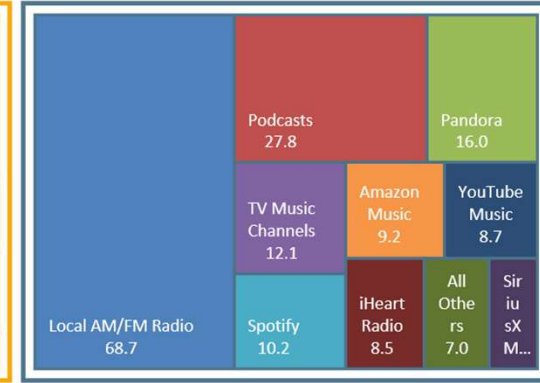
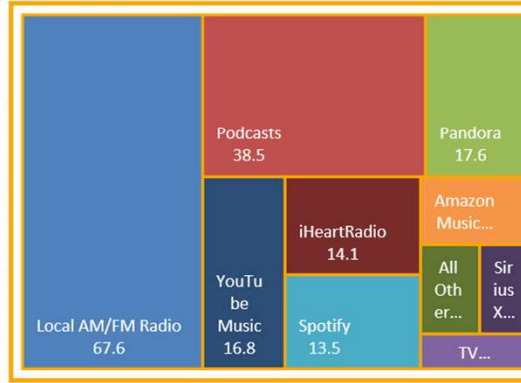
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



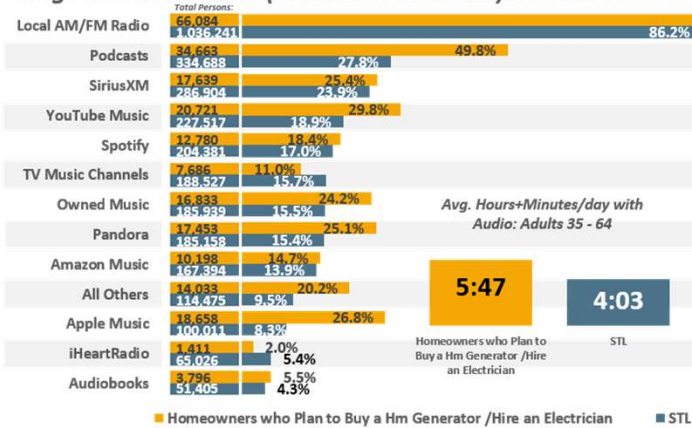
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



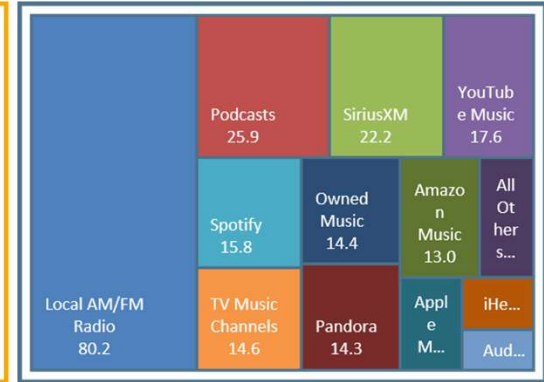
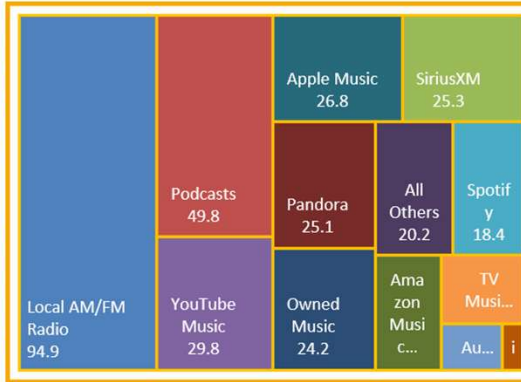


63,915 or 91.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 89.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

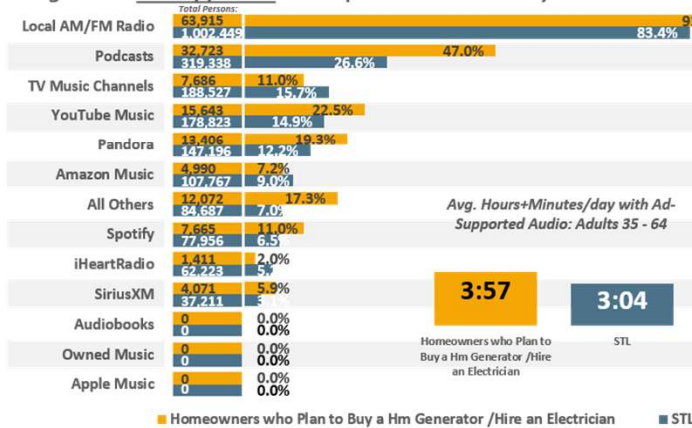
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



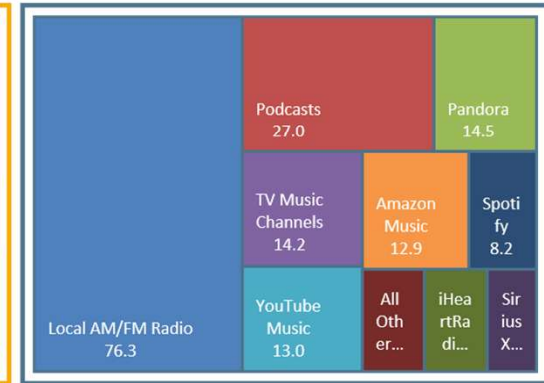
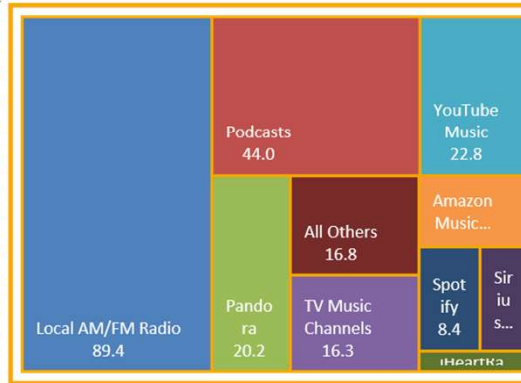
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



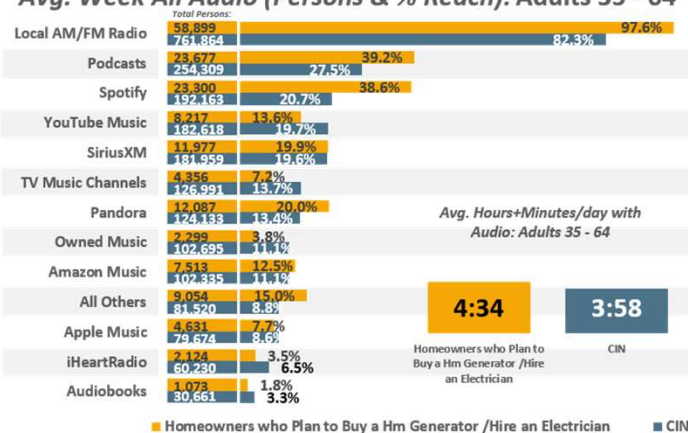
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



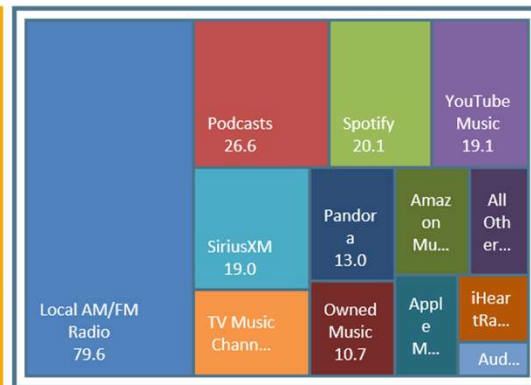
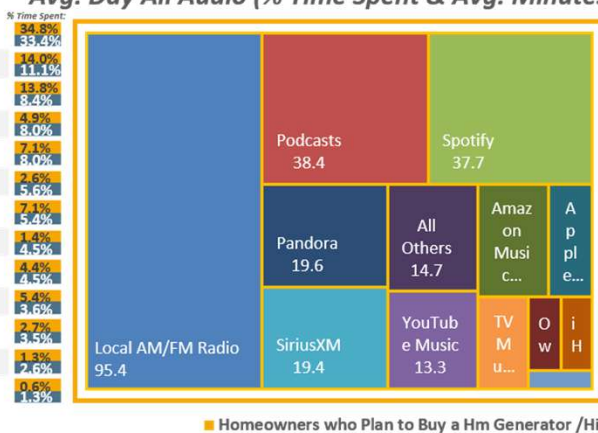


55,352 or 91.7% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 86.8 minutes every day representing 41.0% of all time spent daily with Ad-Supported Audio.

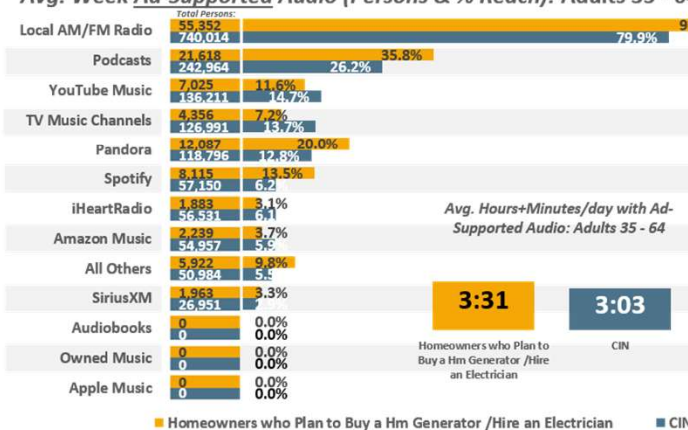
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



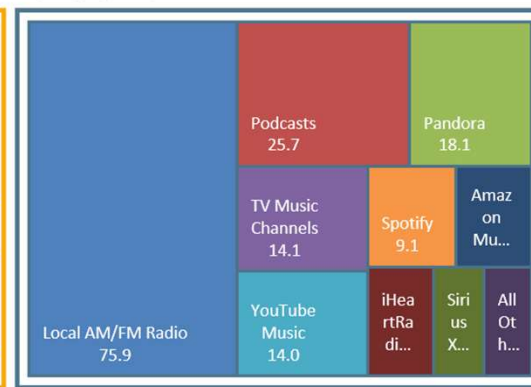
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

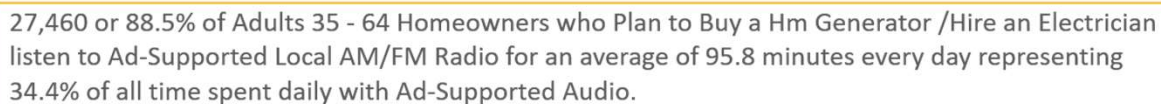


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64

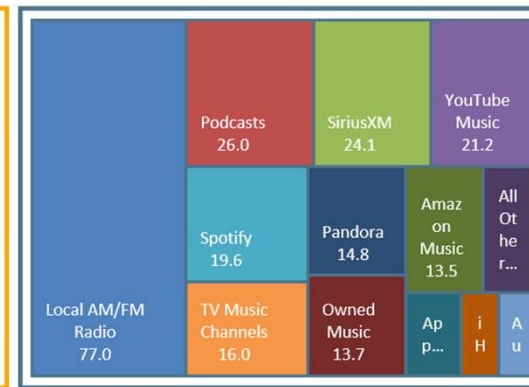
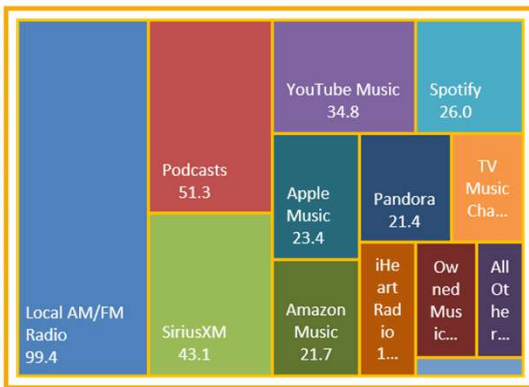


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

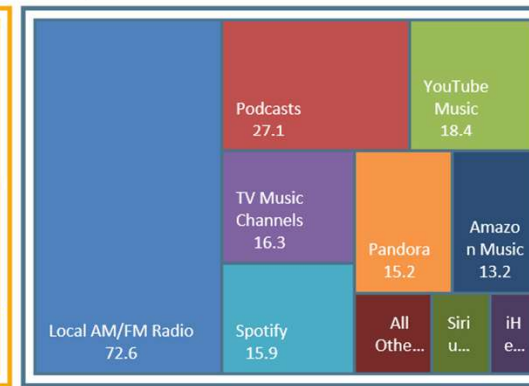
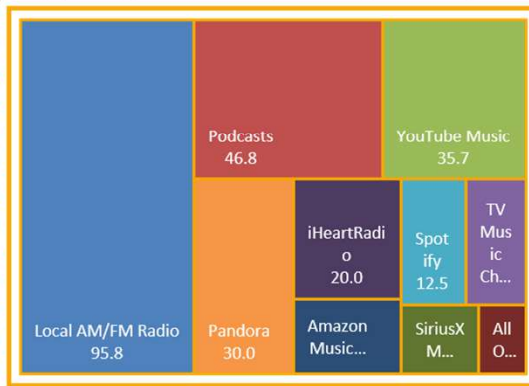




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

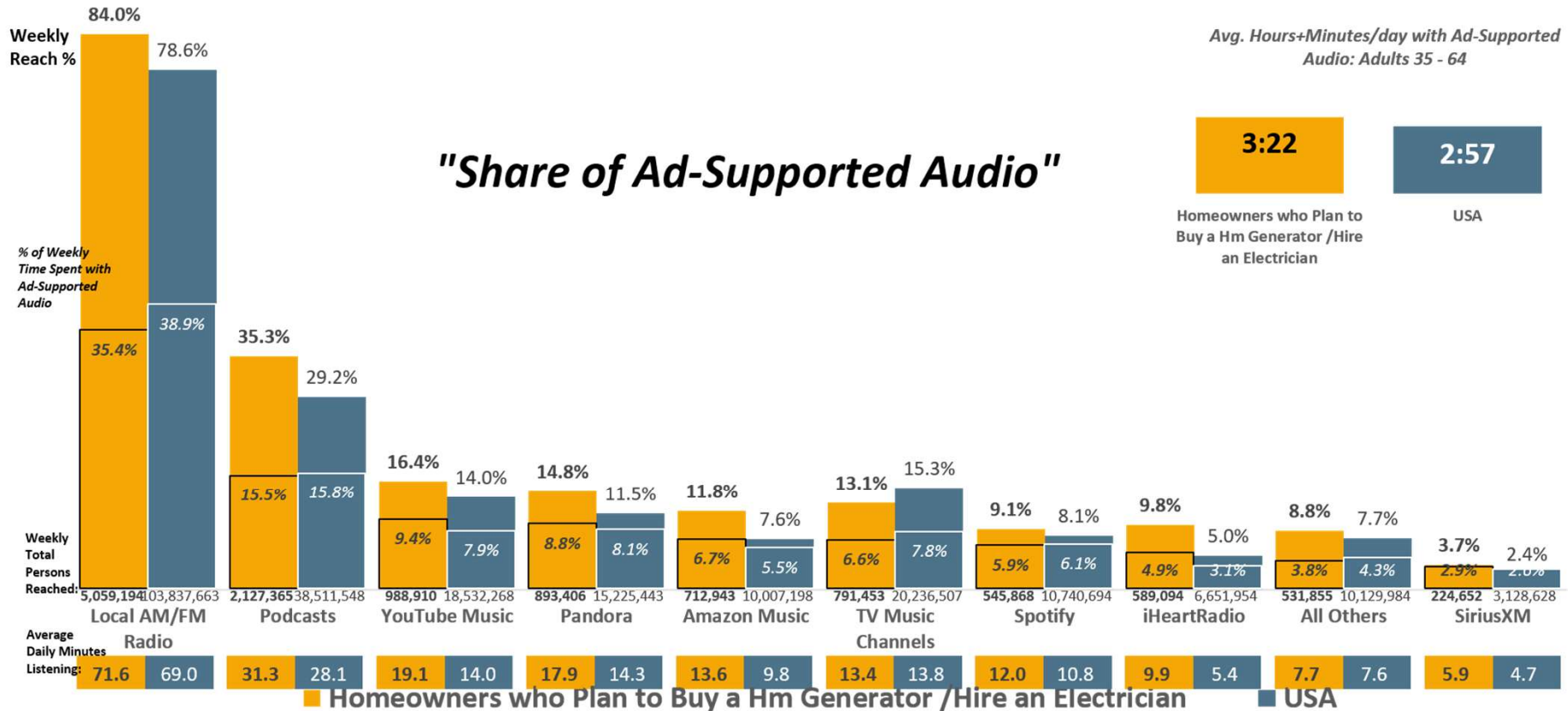


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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))

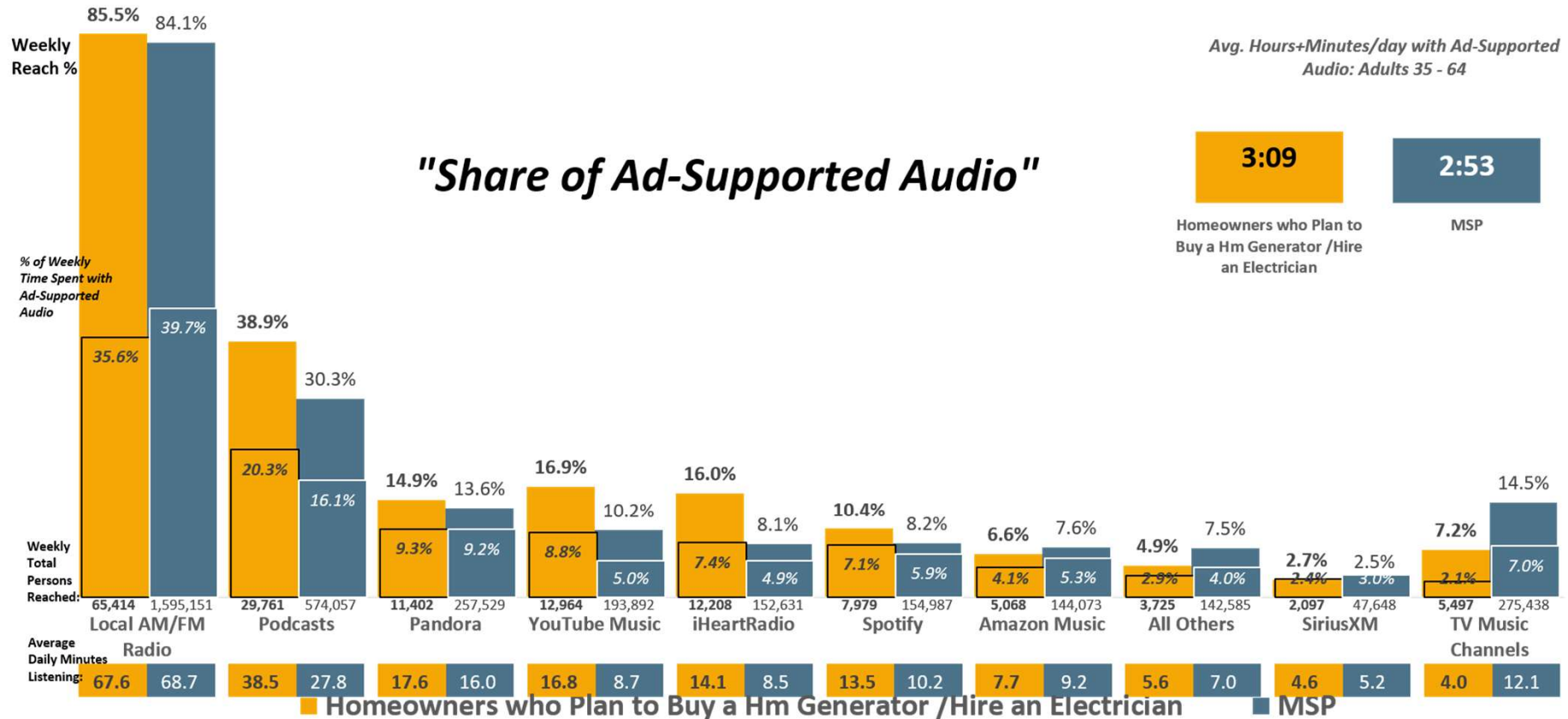


5,059,194 or 84.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



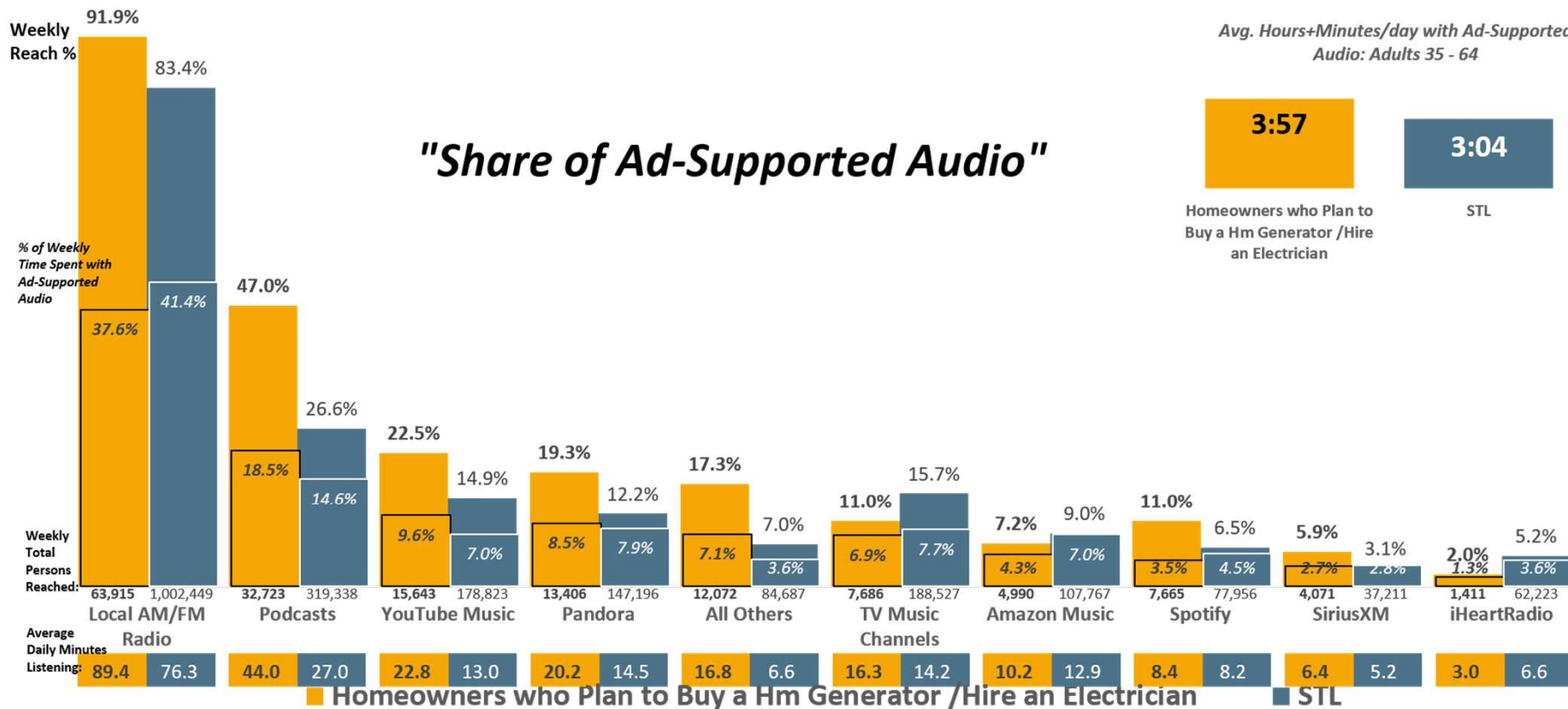


65,414 or 85.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 67.6 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.





63,915 or 91.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 89.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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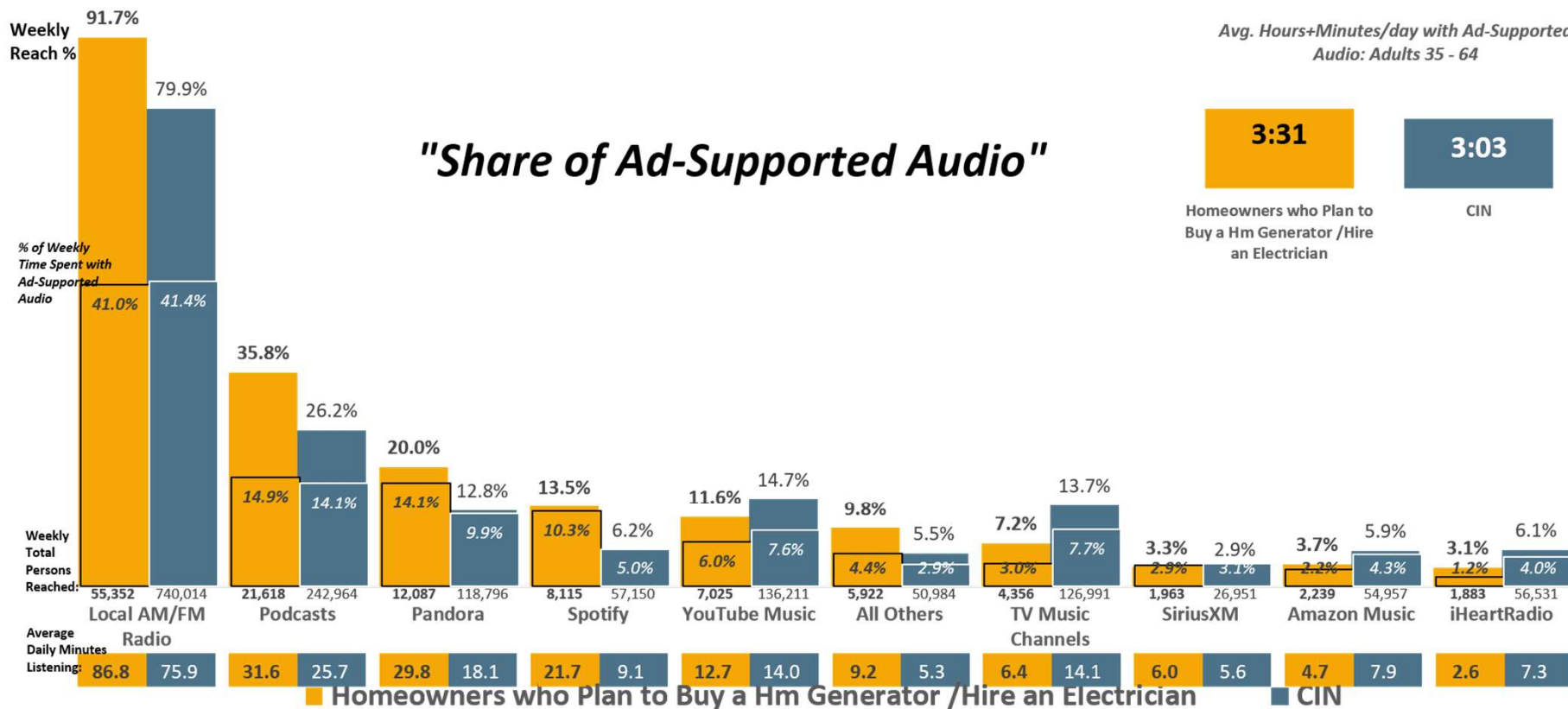
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))

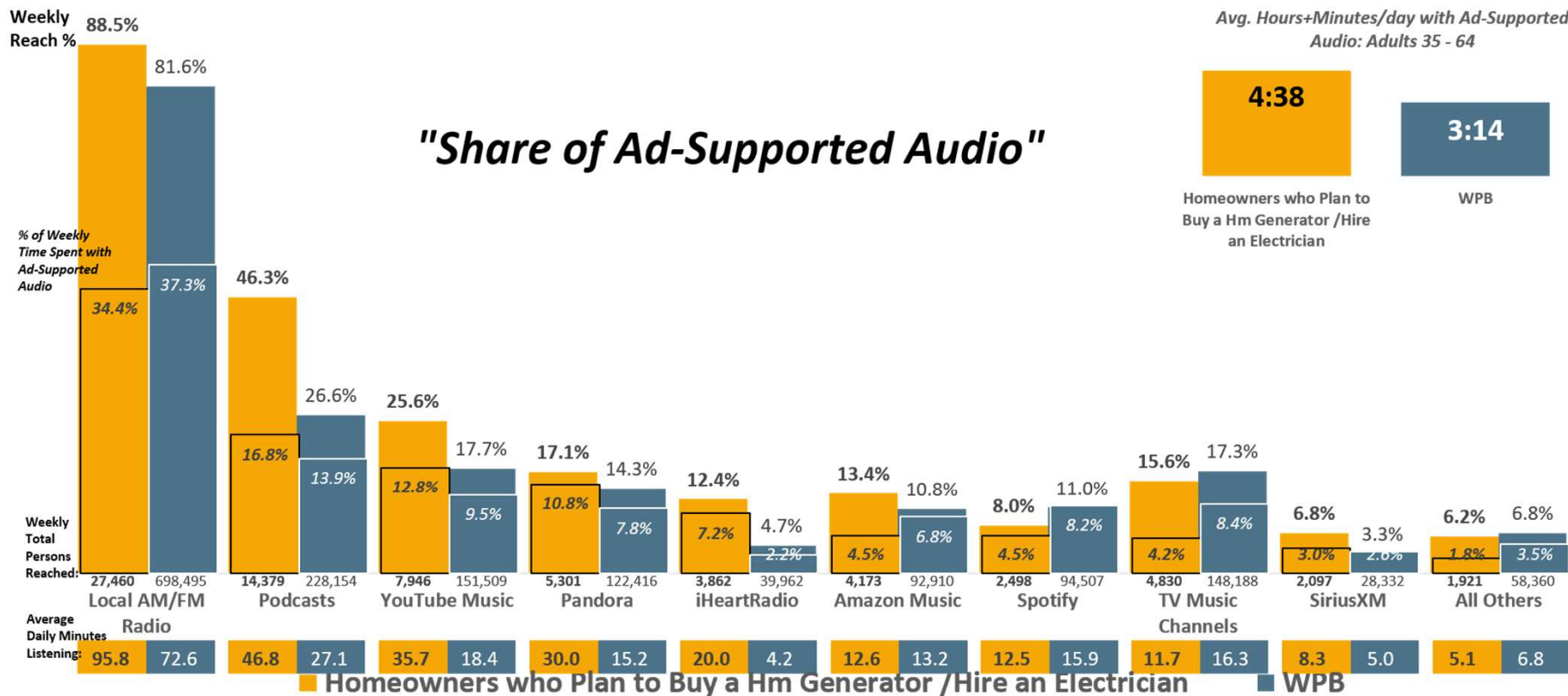


55,352 or 91.7% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 86.8 minutes every day representing 41.% of all time spent daily with Ad-Supported Audio.





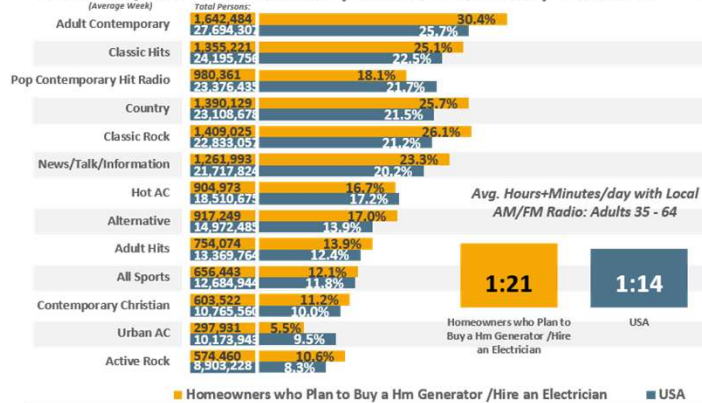
27,460 or 88.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 95.8 minutes every day representing 34.4% of all time spent daily with Ad-Supported Audio.



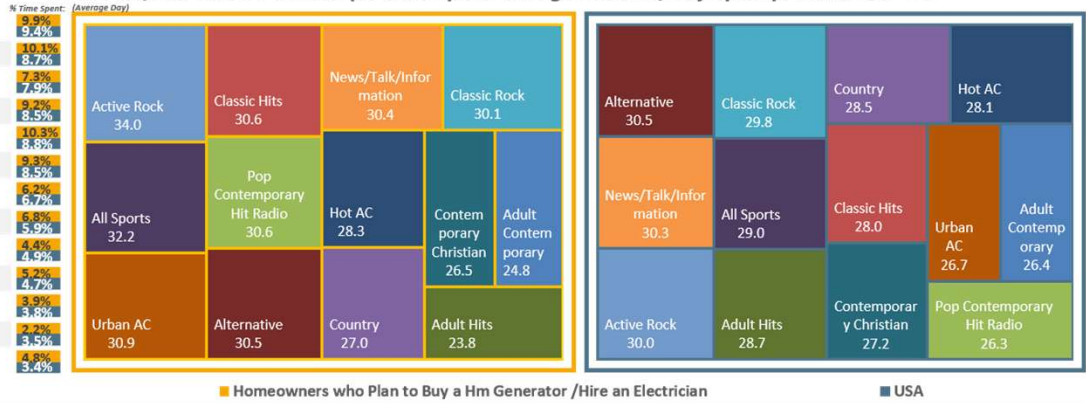


5,059,194 or 84.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Classic Hits, and Pop Contemporary Hit Radio.

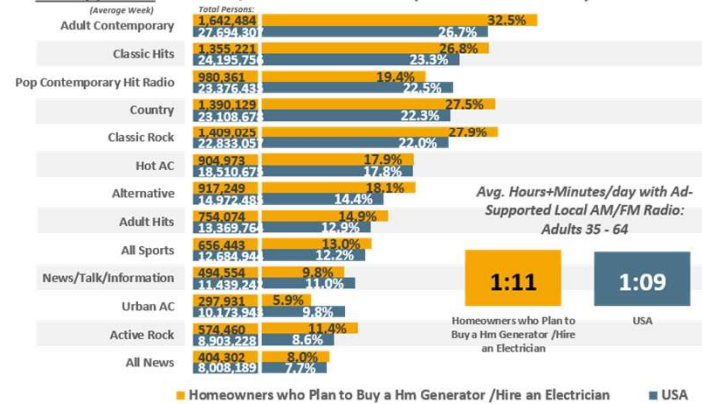
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

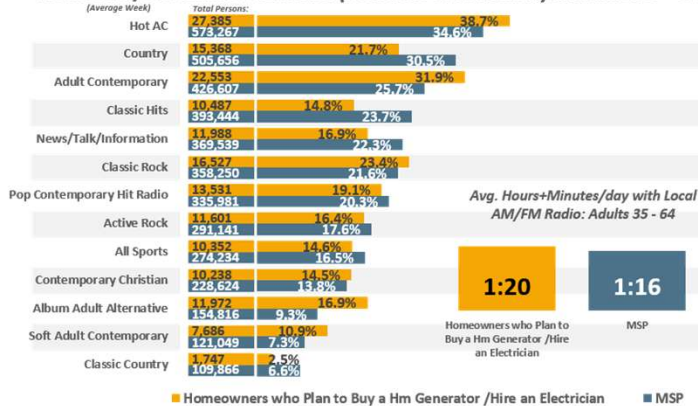
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

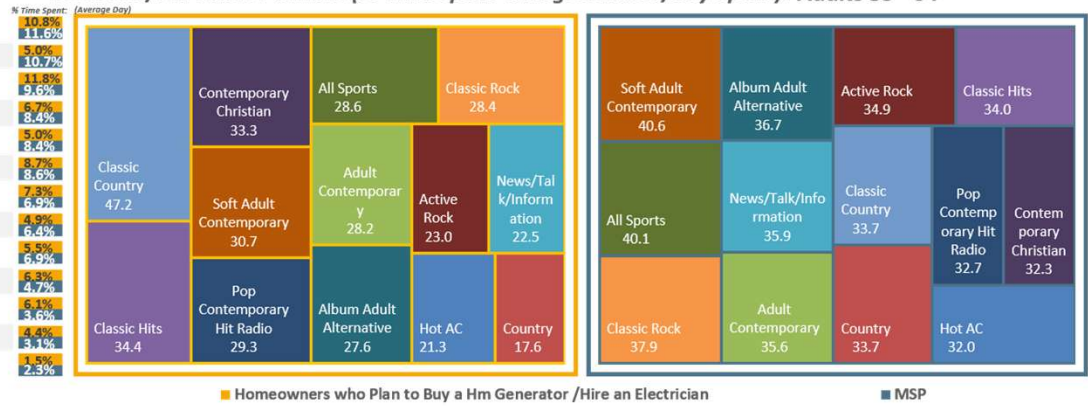


65,414 or 85.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Classic Rock, Country, and Pop Contemporary Hit Radio.

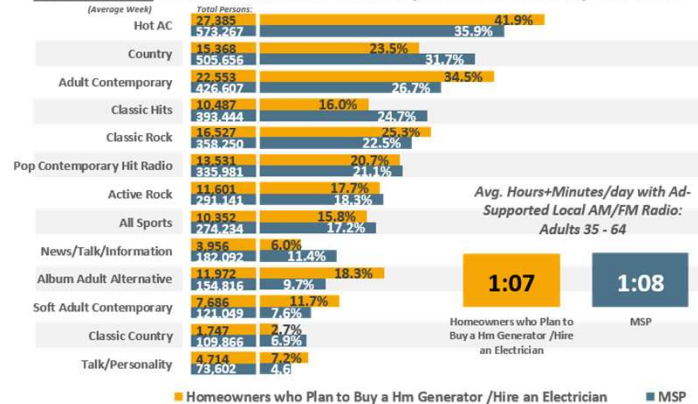
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



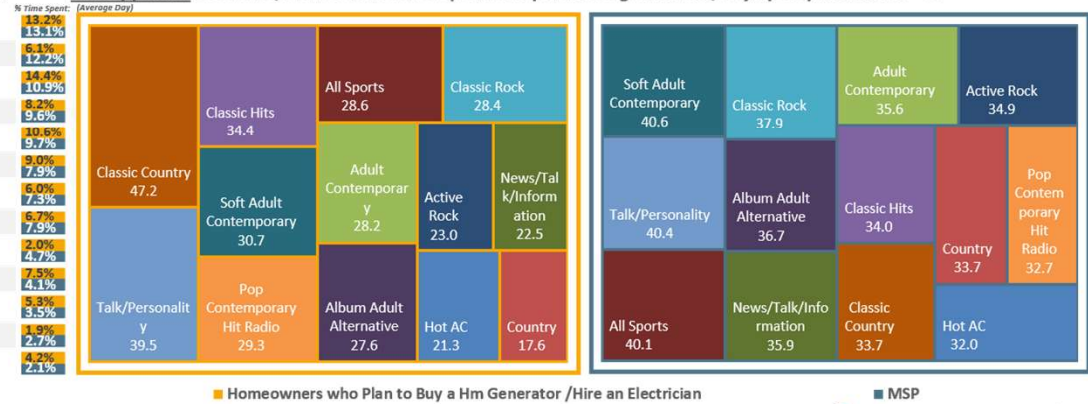
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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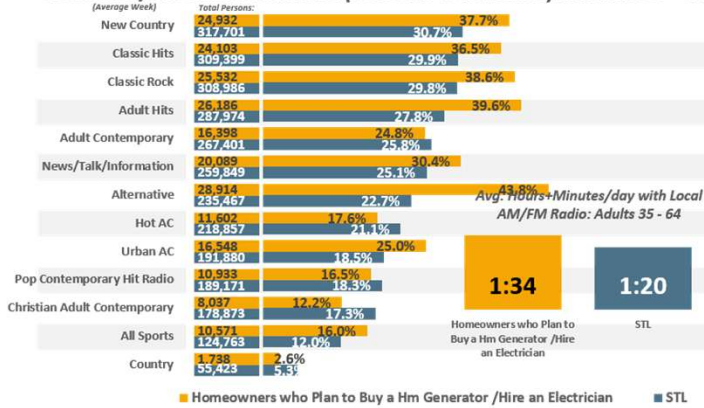
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



63,915 or 91.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Hits, Classic Rock, New Country, and Classic Hits.

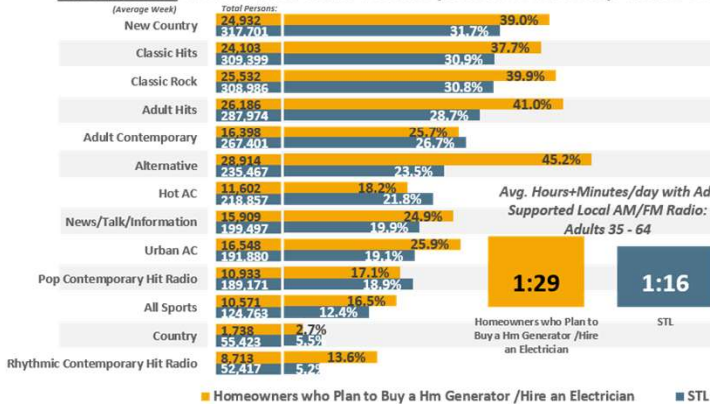
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



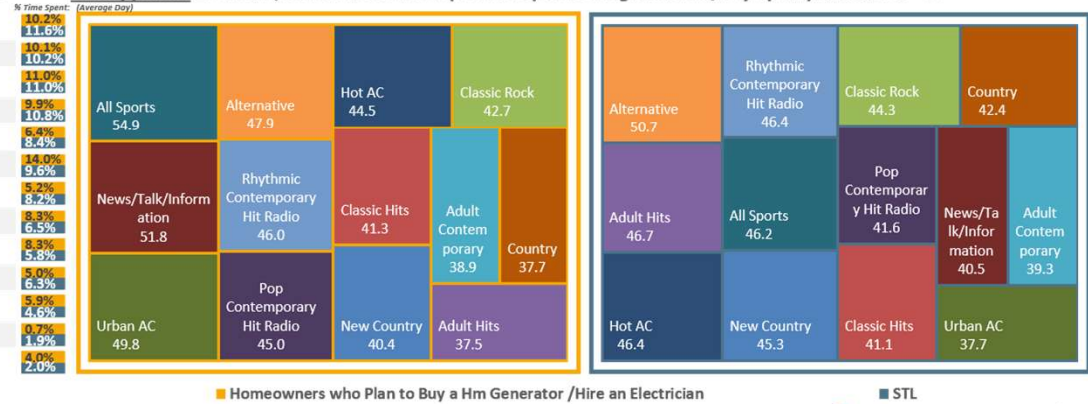
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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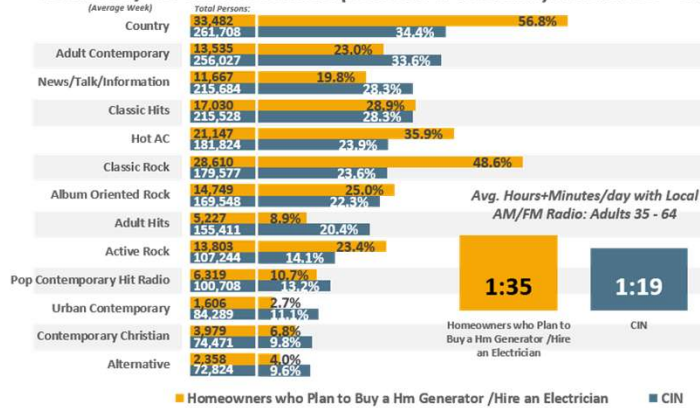
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]]

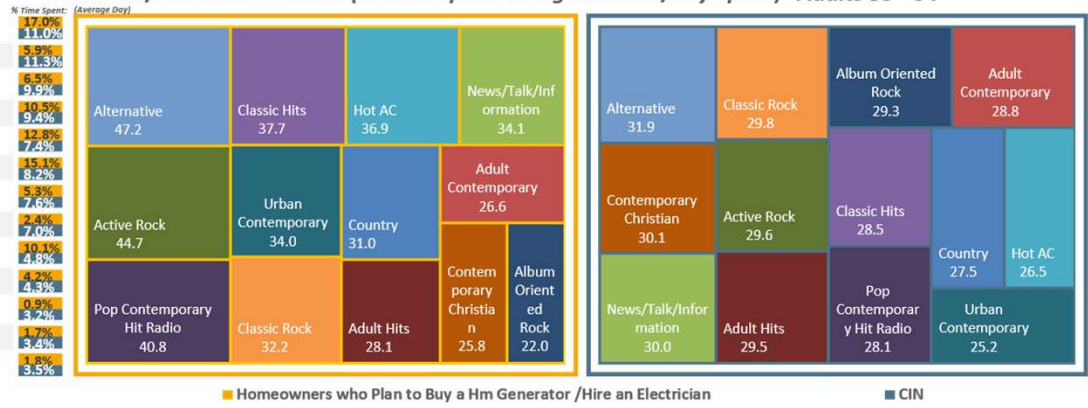


55,352 or 91.7% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Hot AC, Classic Hits, and Album Oriented Rock.

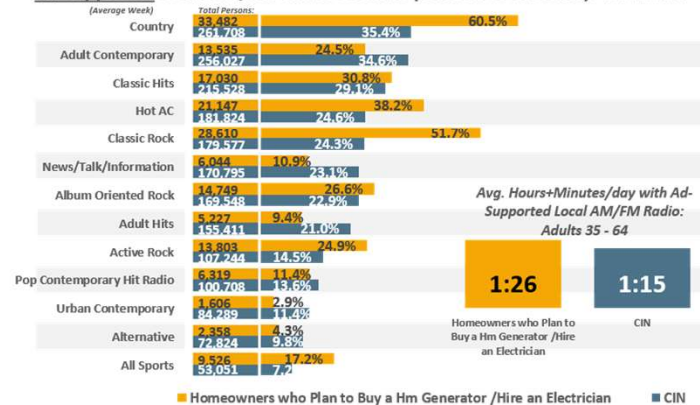
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



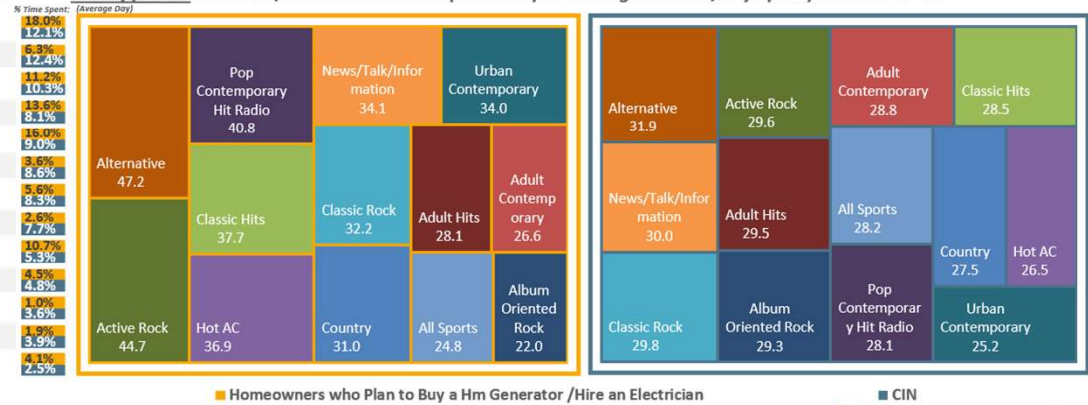
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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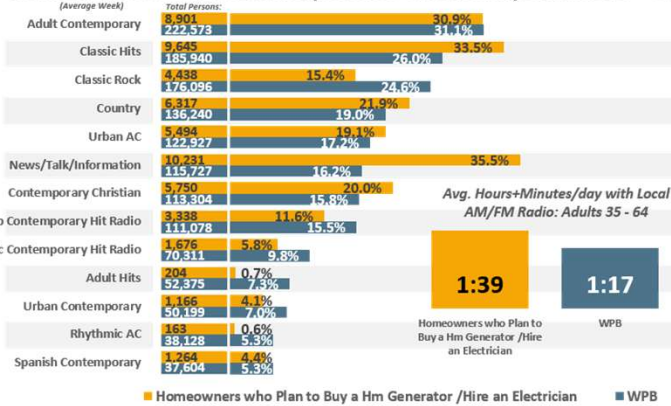
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

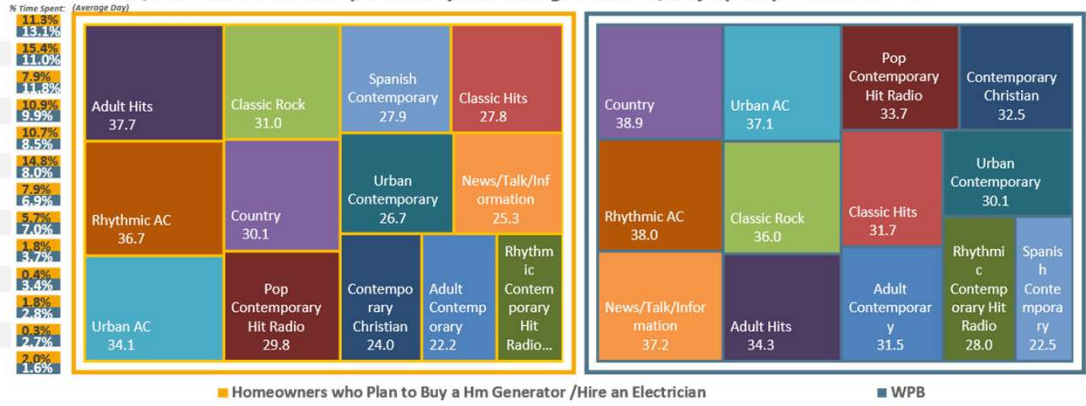


27,460 or 88.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, News/Talk/Information, Adult Contemporary, Country, and Urban AC.

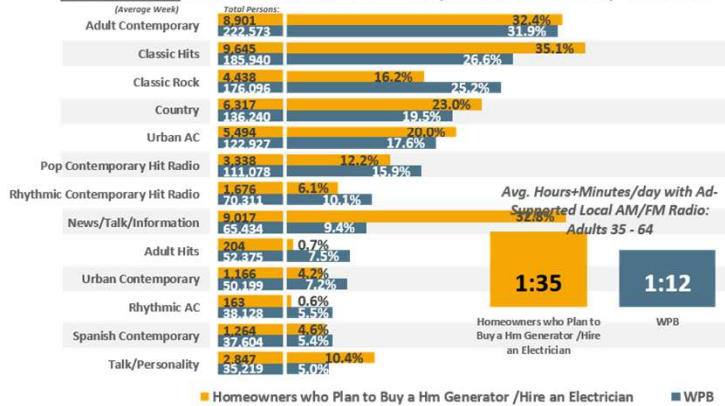
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



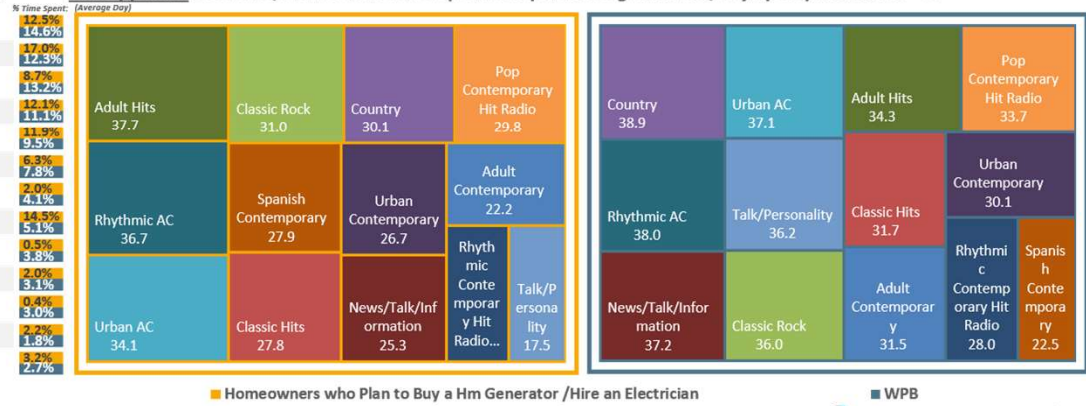
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 86
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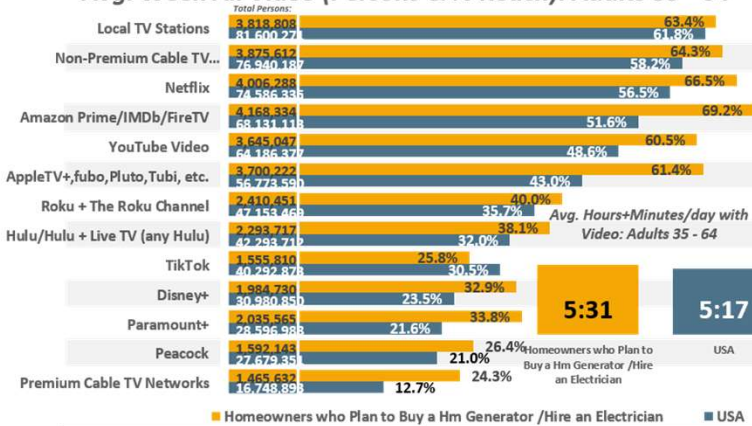
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

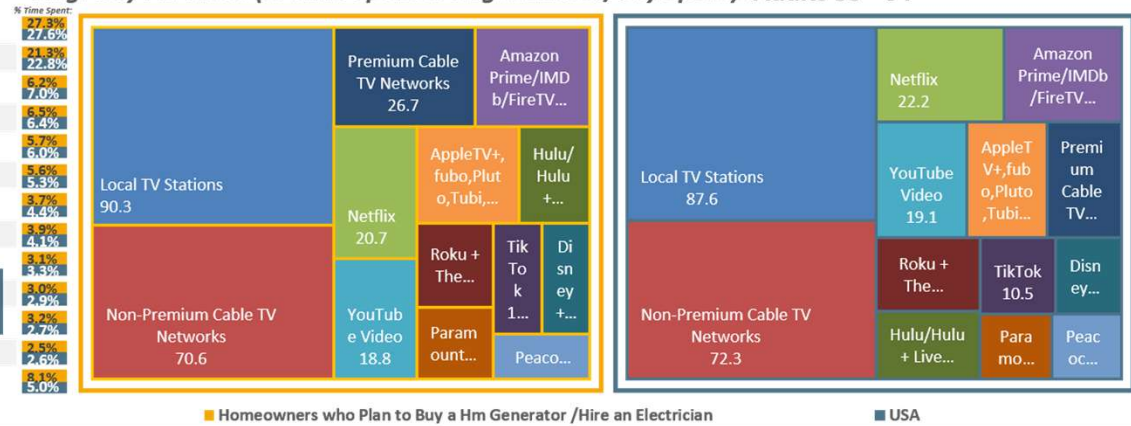


3,735,806 or 62.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 84.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

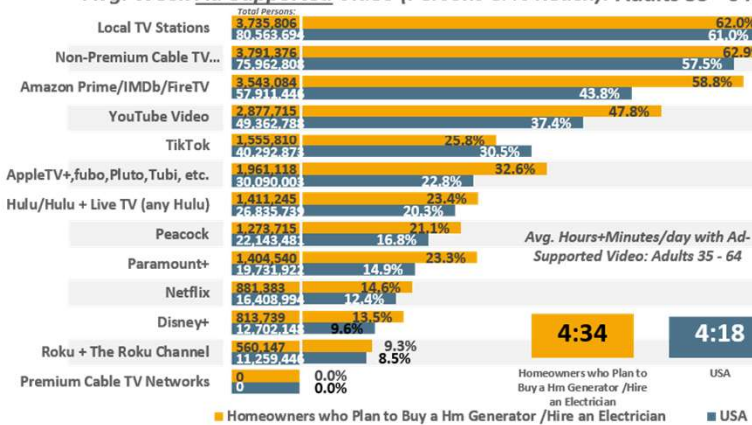
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



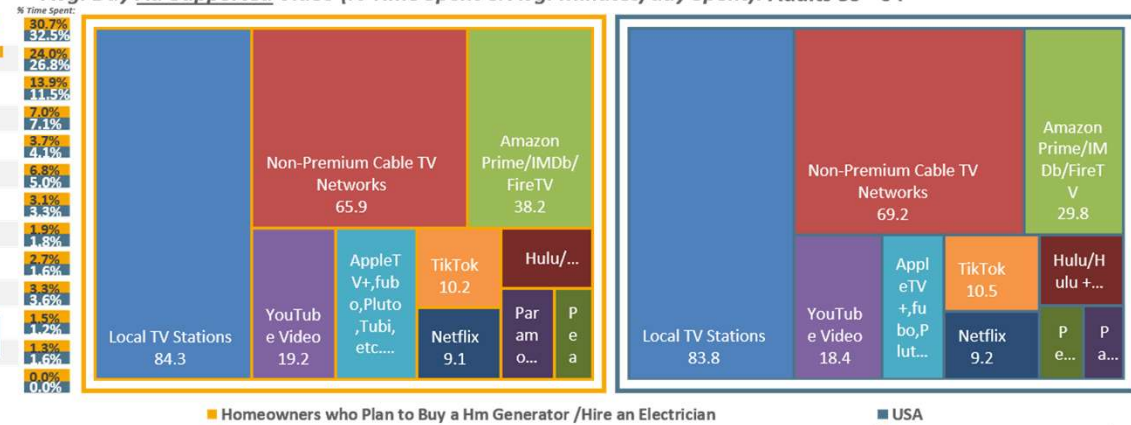
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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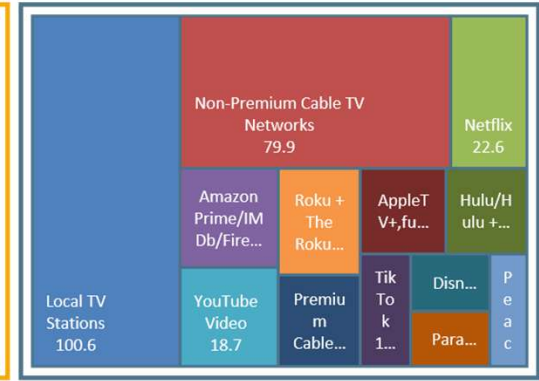
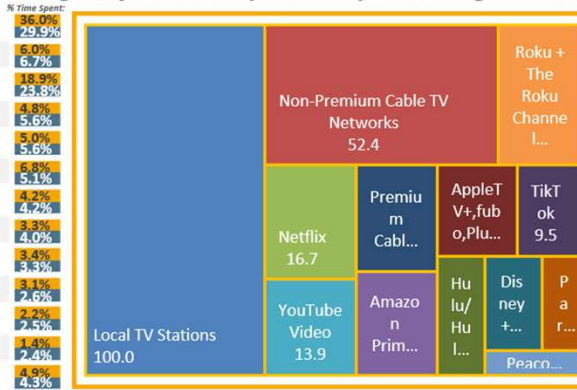
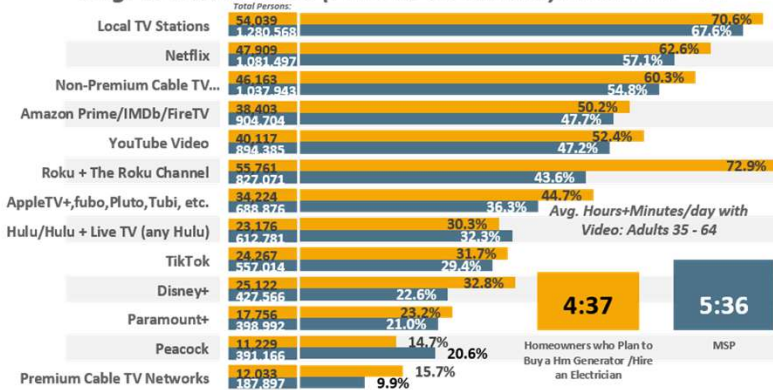
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



53,550 or 70.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 41.9% of all time spent daily with Ad-Supported Video.

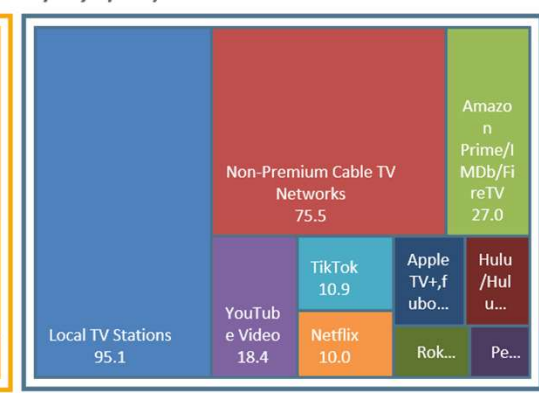
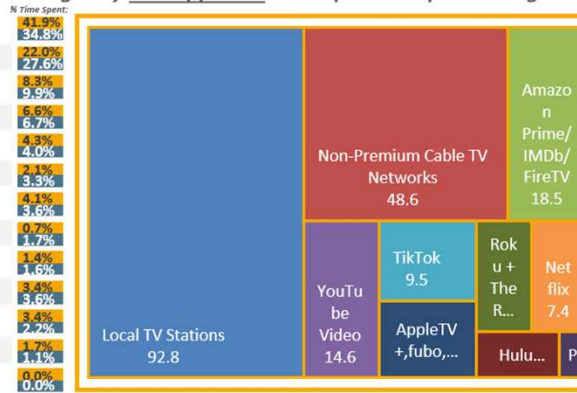
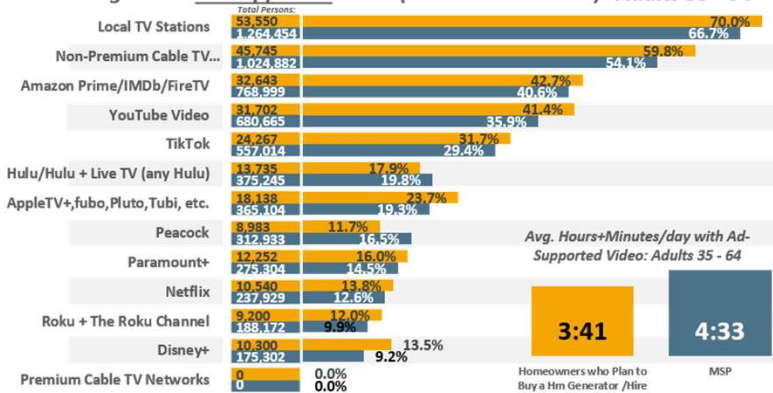
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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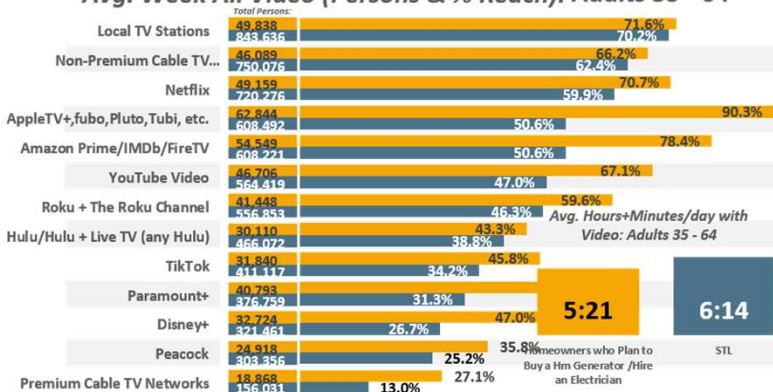
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

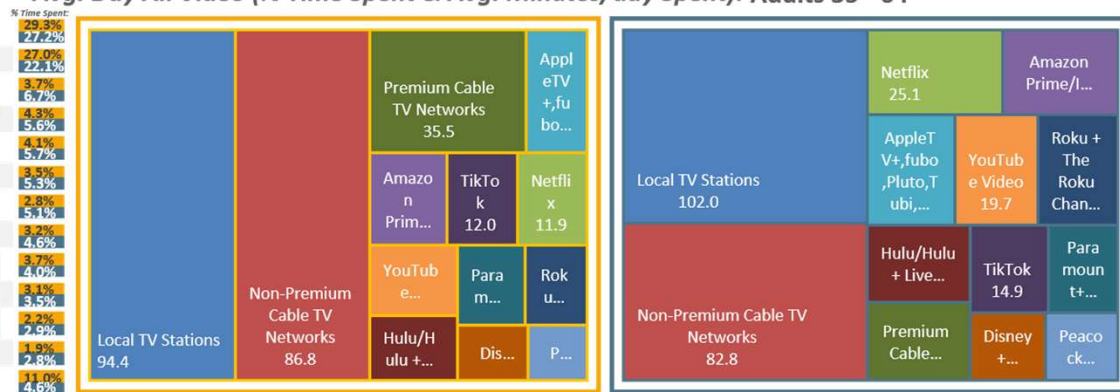


49,086 or 70.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

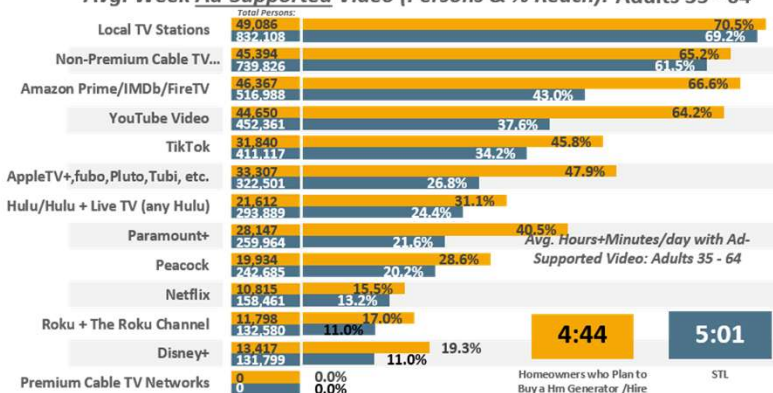
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



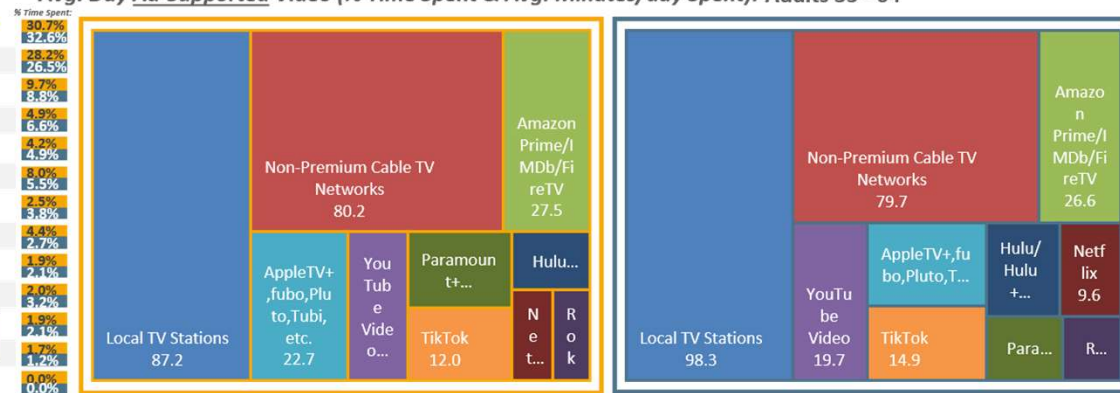
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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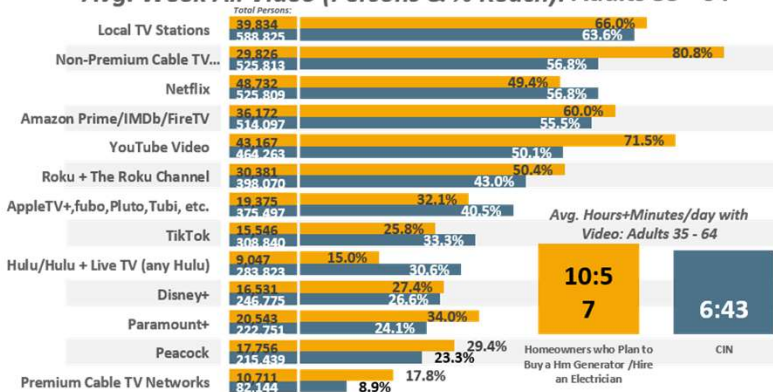
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

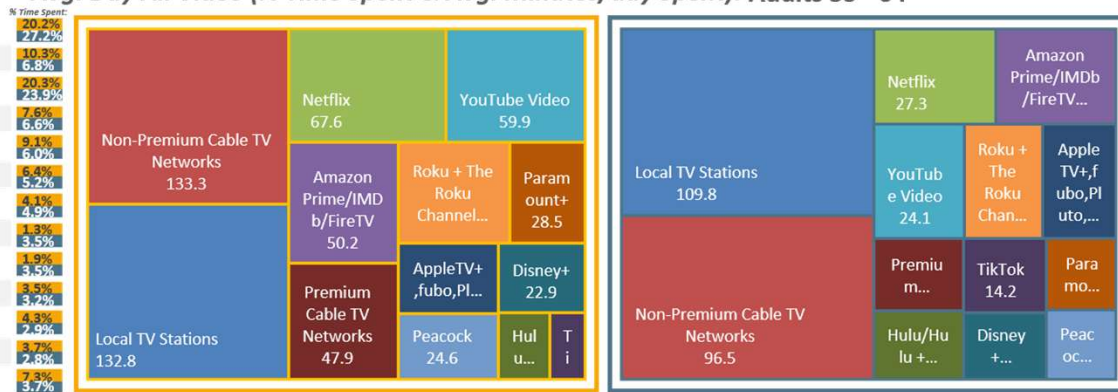


38,941 or 64.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 129.7 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

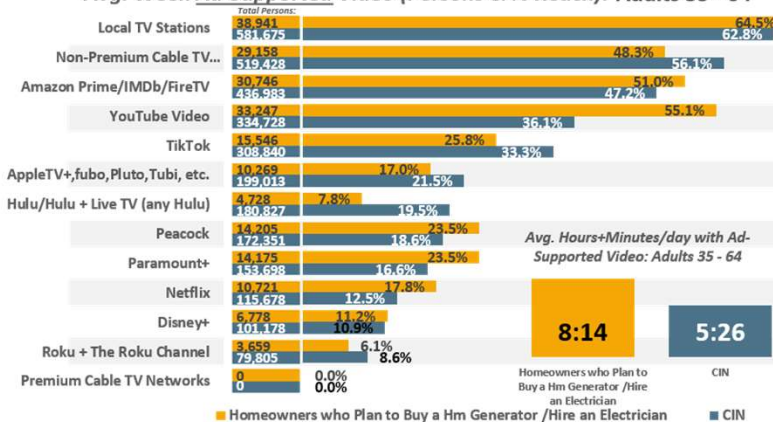
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



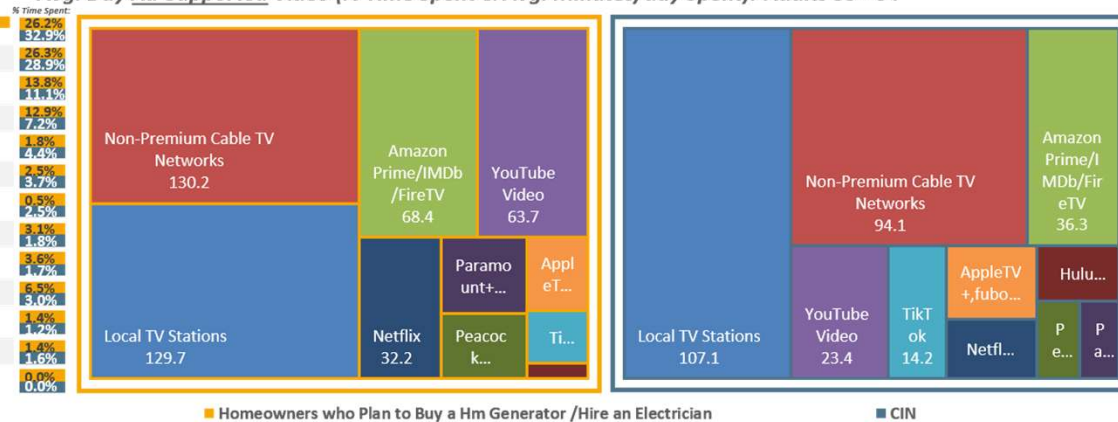
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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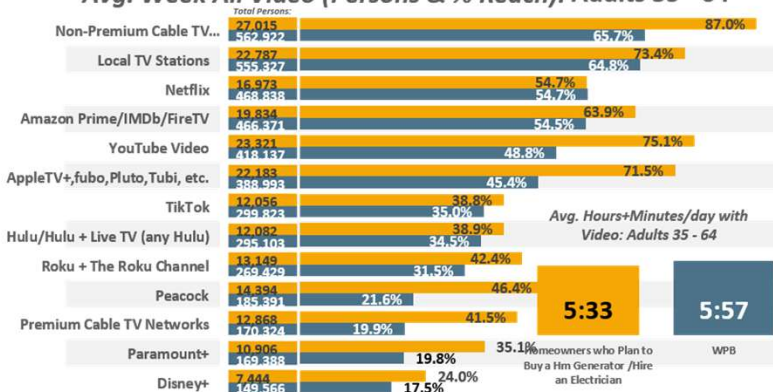
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

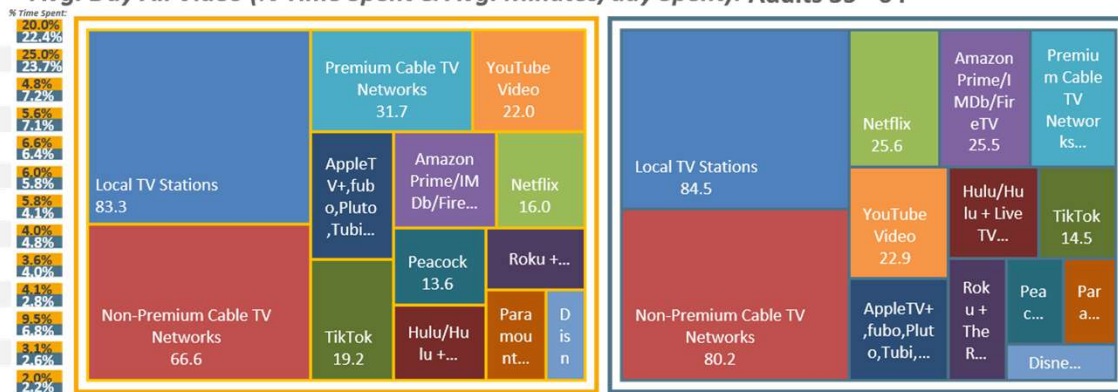


22,397 or 72.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 81.3 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

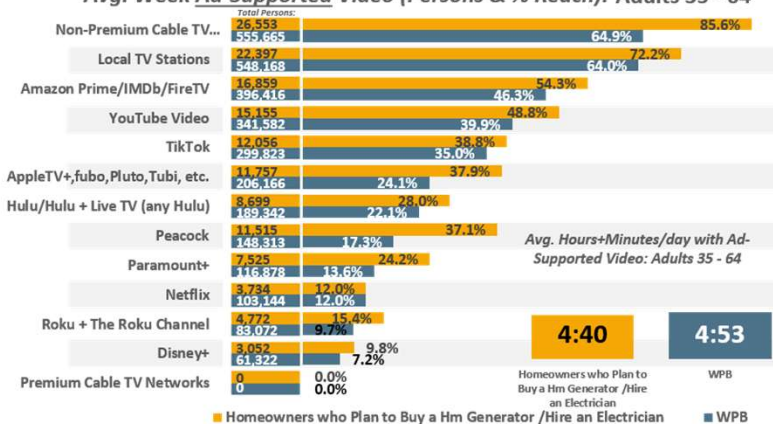
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



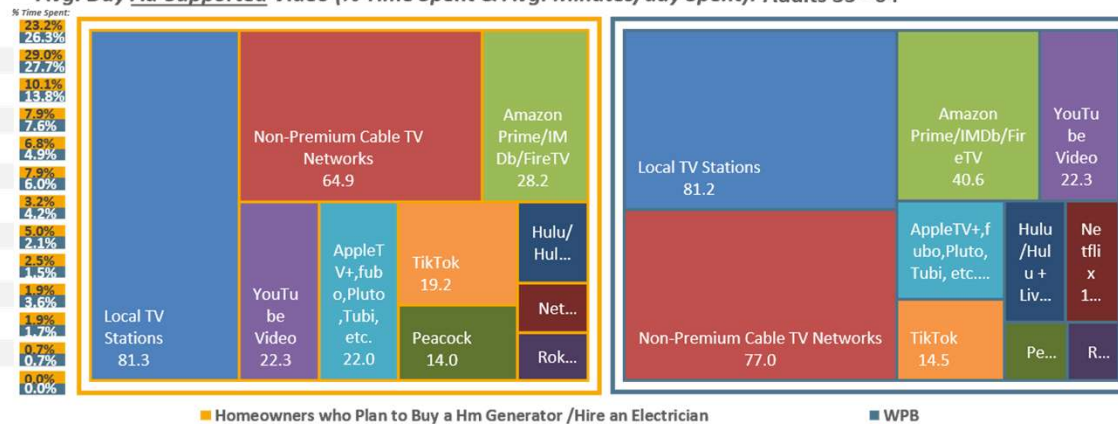
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 86
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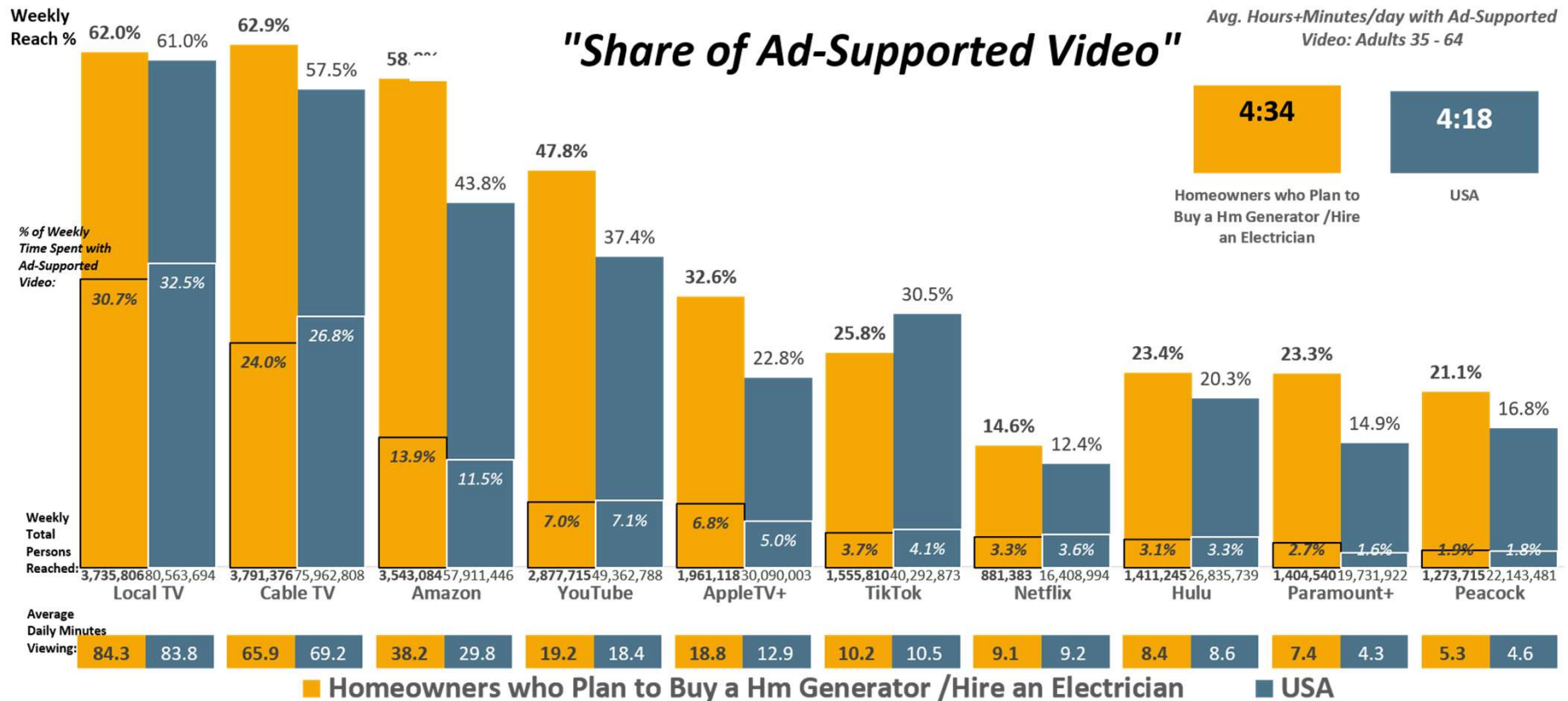
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



3,735,806 or 62.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 84.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

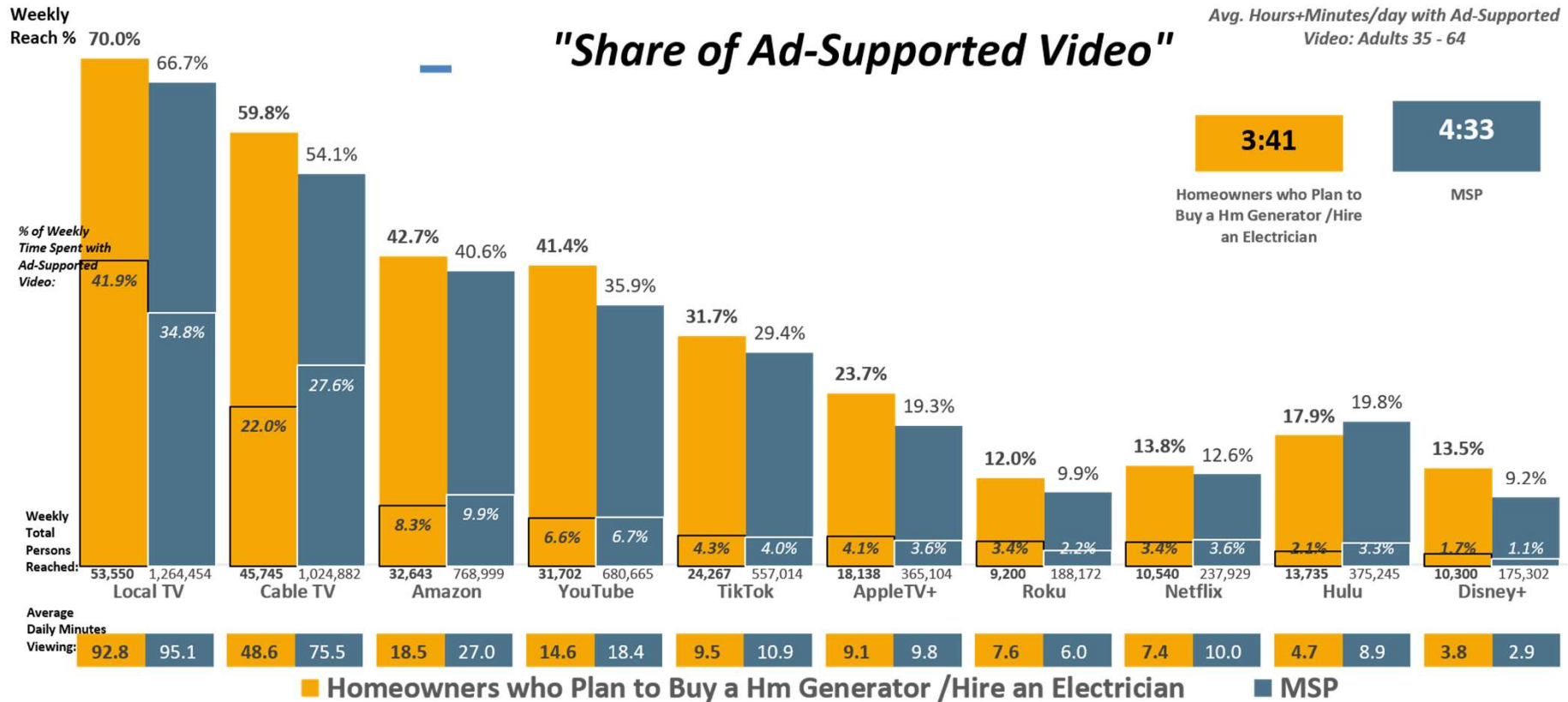
"Share of Ad-Supported Video"

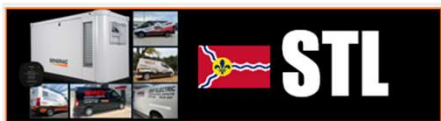




53,550 or 70.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 92.8 minutes every day representing 41.9% of all time spent daily with Ad-Supported Video.

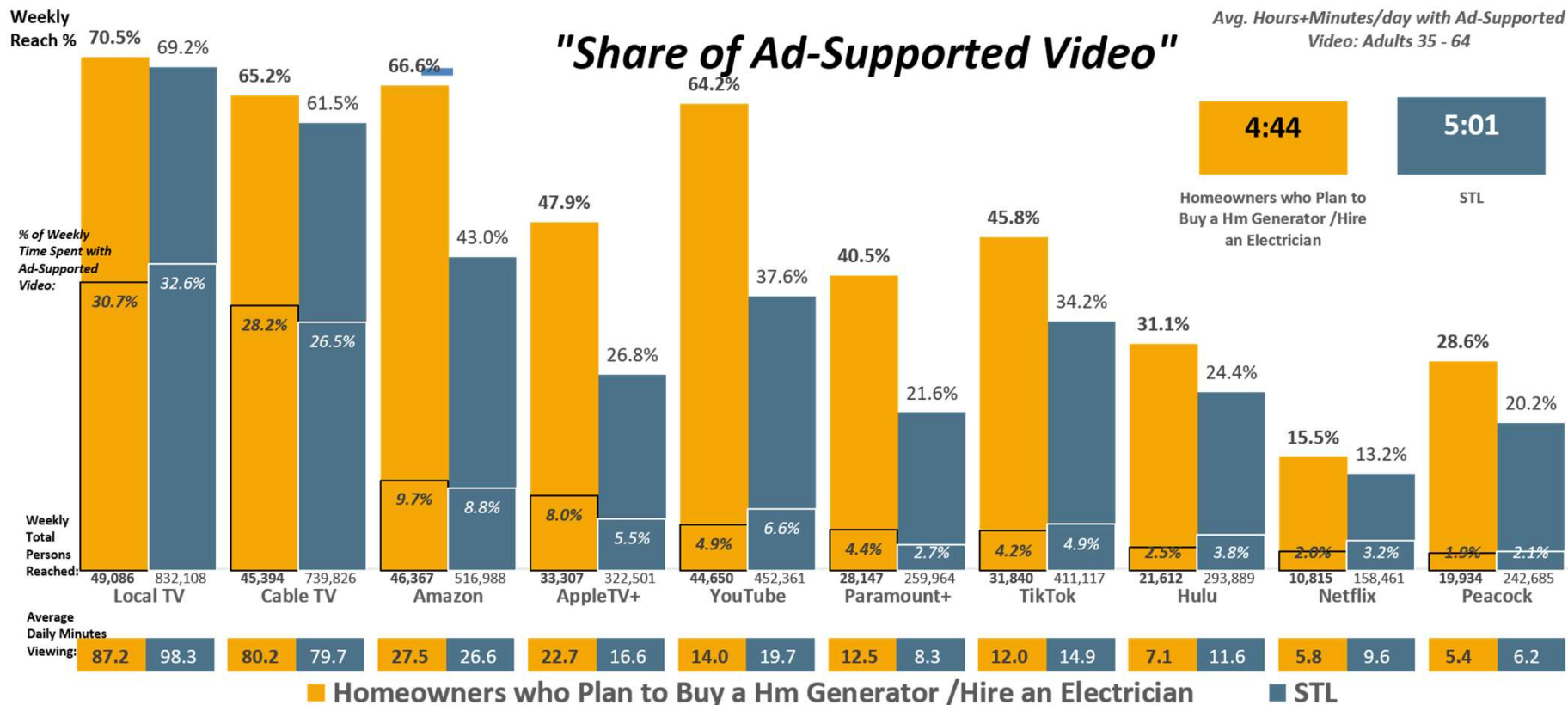
"Share of Ad-Supported Video"





49,086 or 70.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 87.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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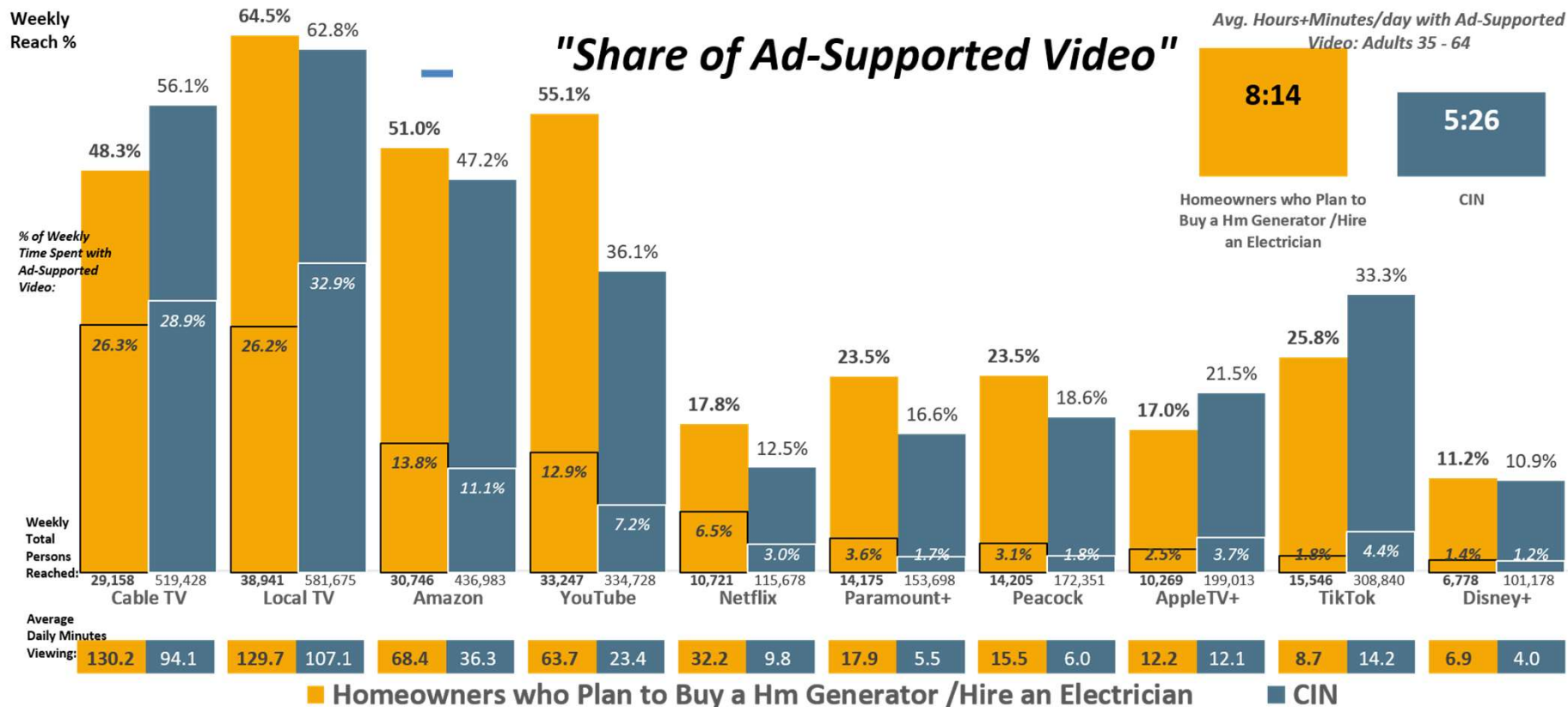
ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))



38,941 or 64.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 129.7 minutes every day representing 26.2% of all time spent daily with Ad-Supported Video.

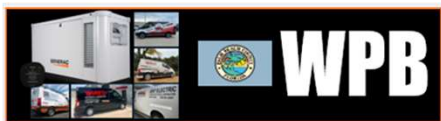


CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

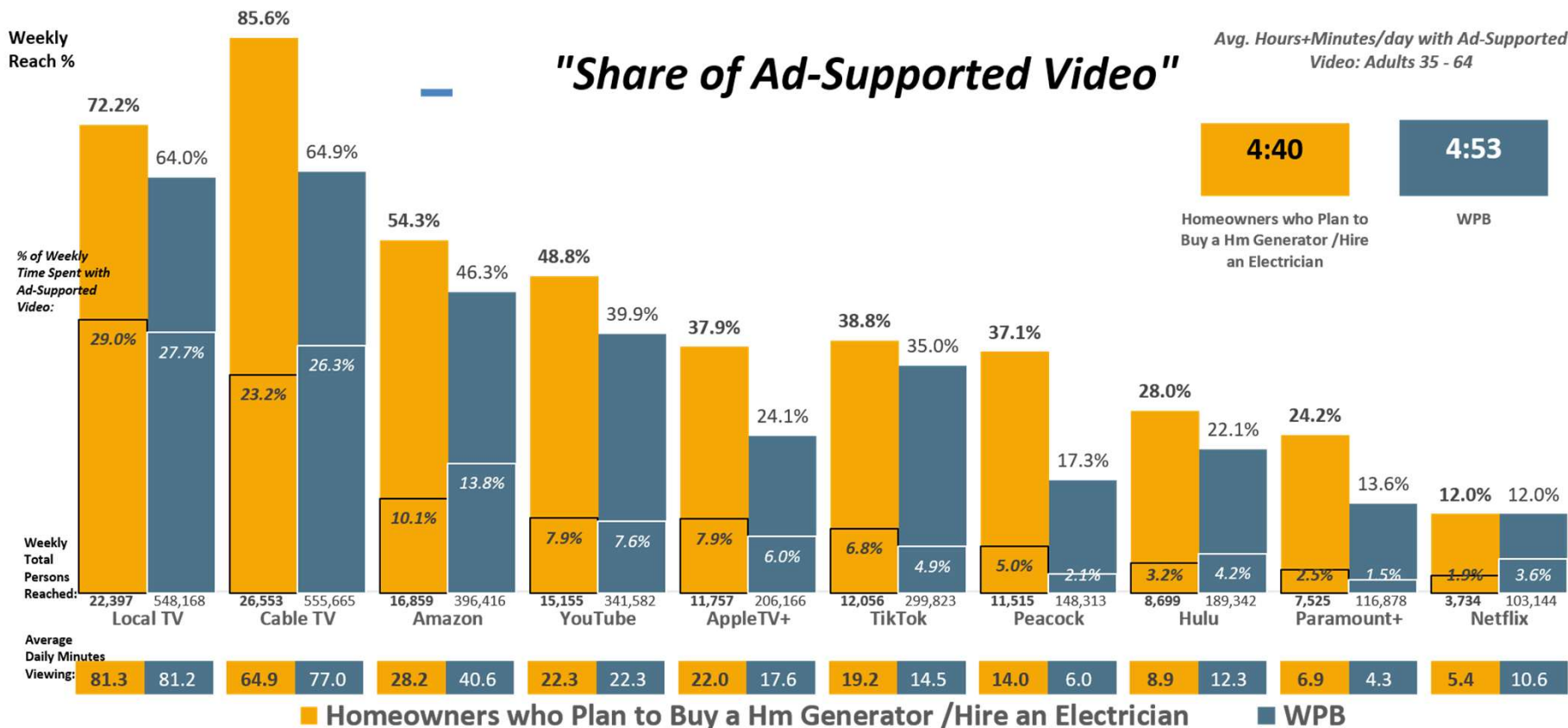
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



22,397 or 72.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 81.3 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

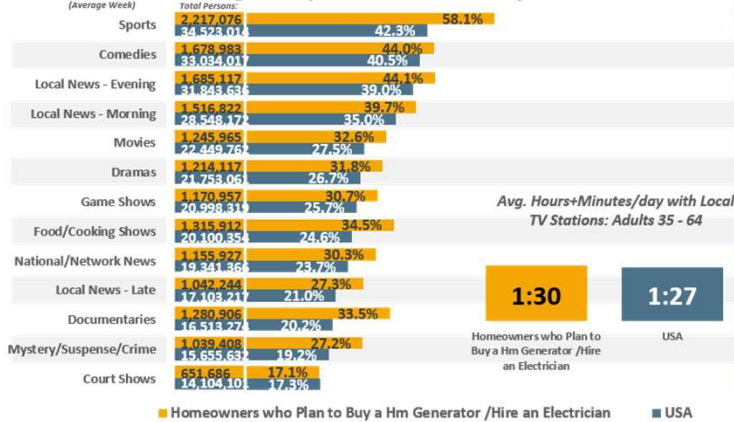
"Share of Ad-Supported Video"



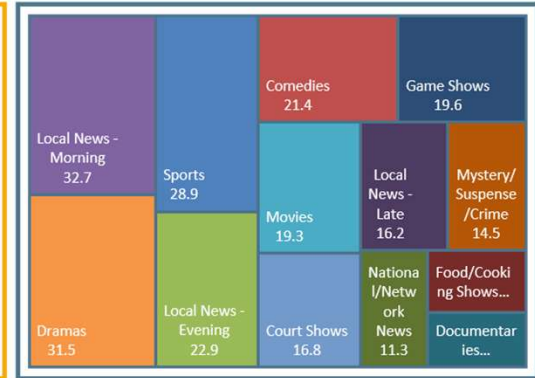
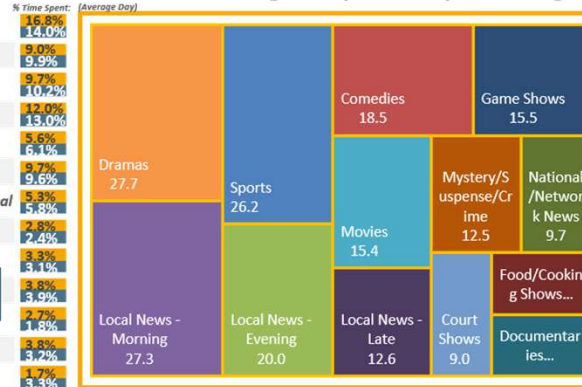


3,735,806 or 62.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

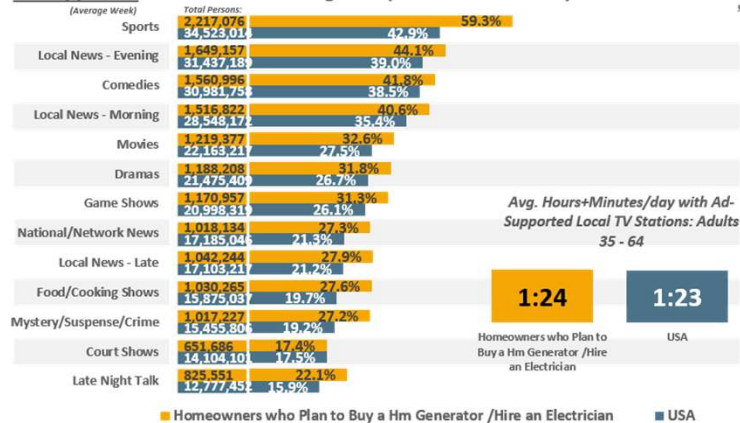
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



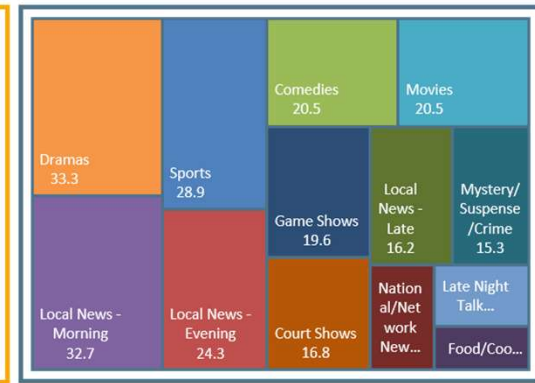
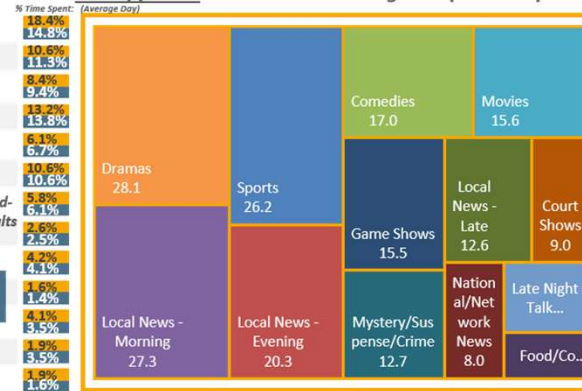
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

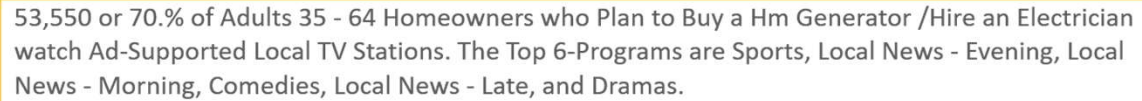


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

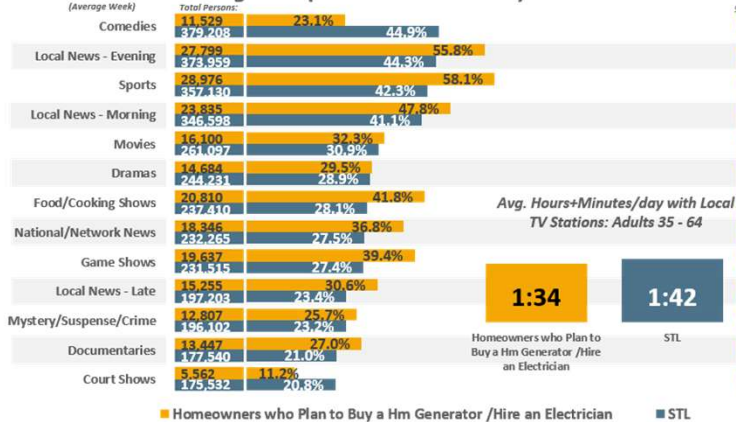




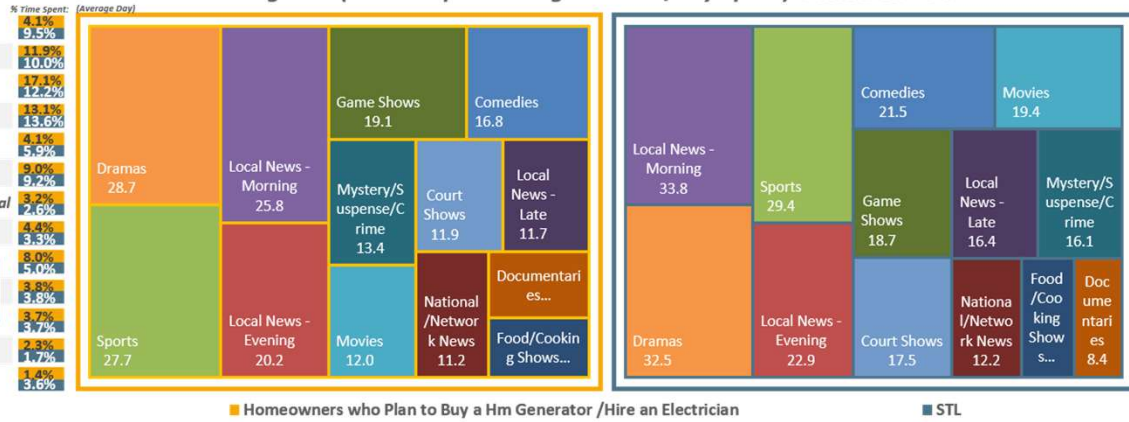


49,086 or 70.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, Food/Cooking Shows, and National/

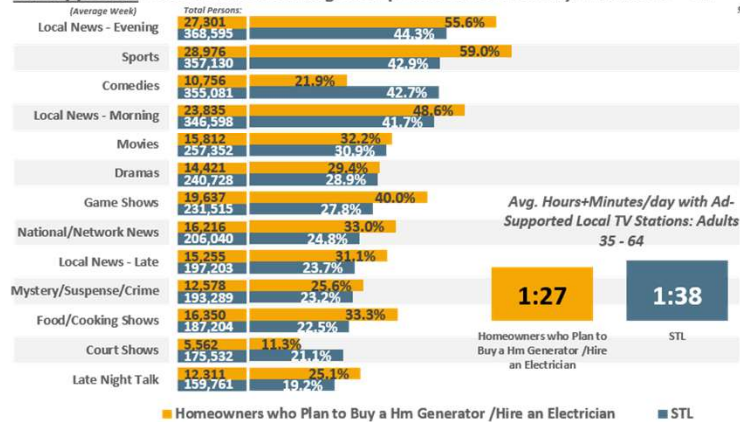
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



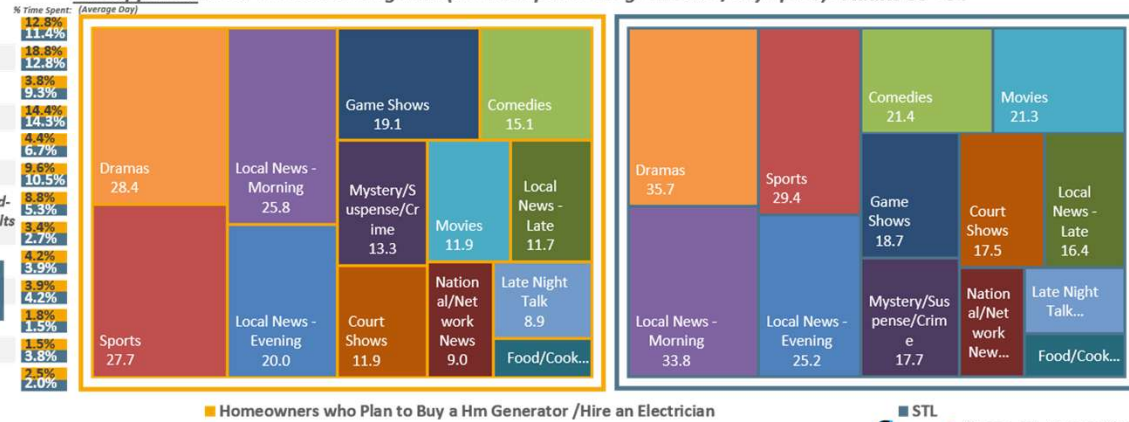
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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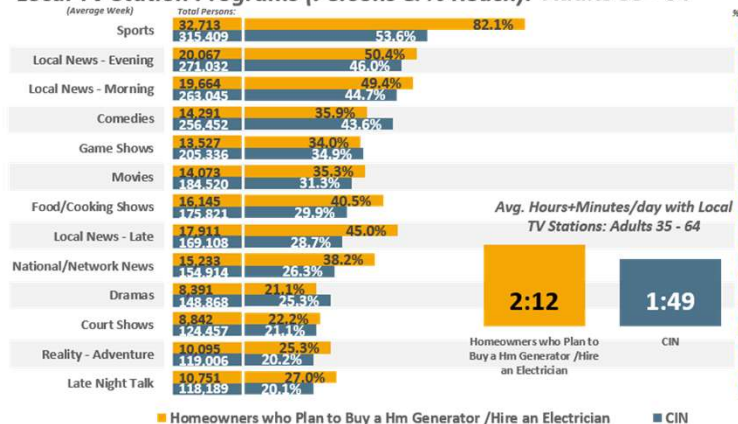
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

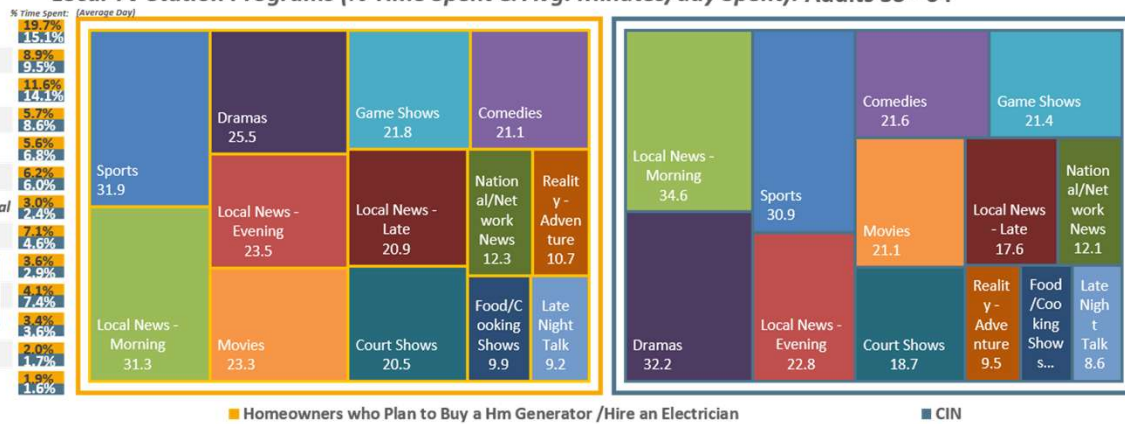


38,941 or 64.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Local News - Late, Movies, and Game Shows.

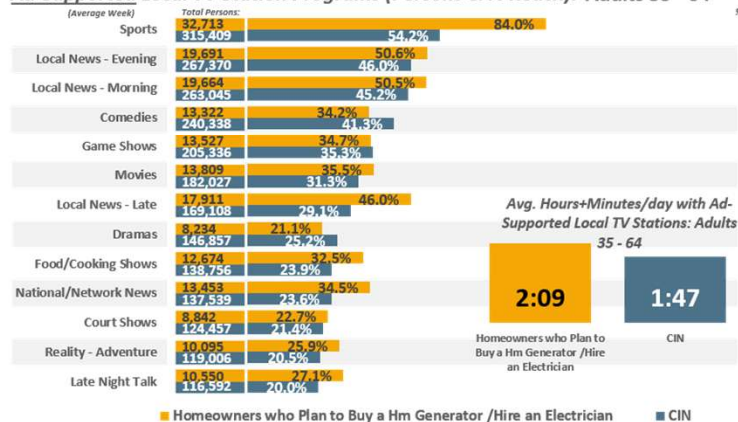
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



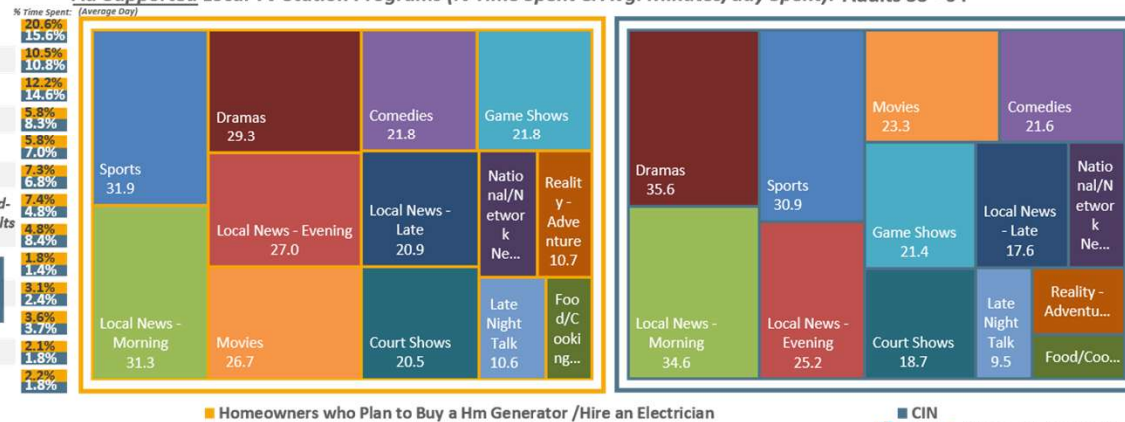
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

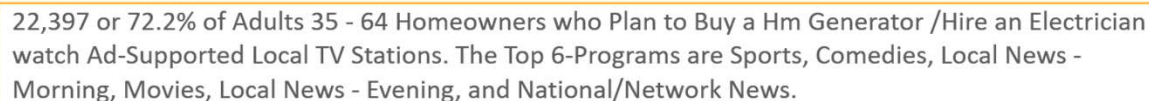


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64

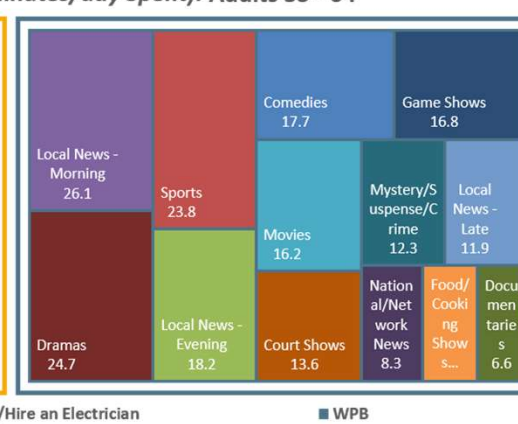
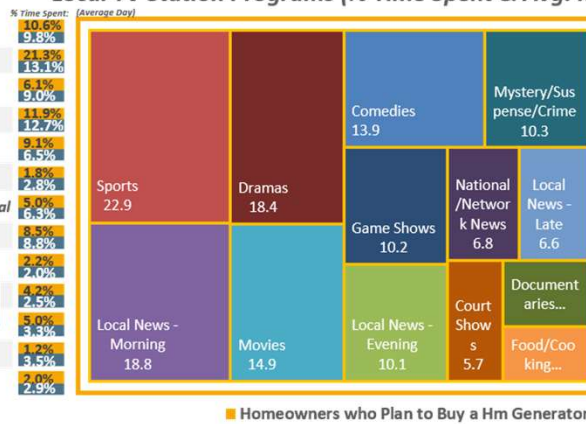


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

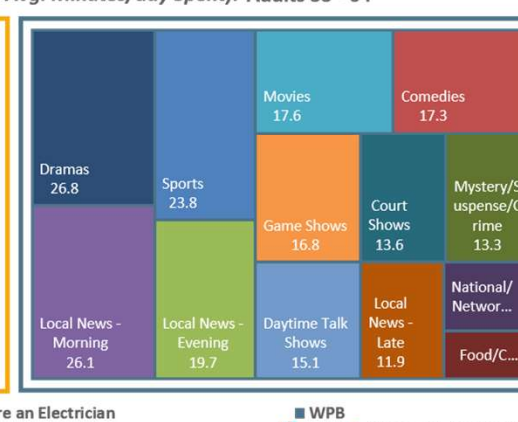
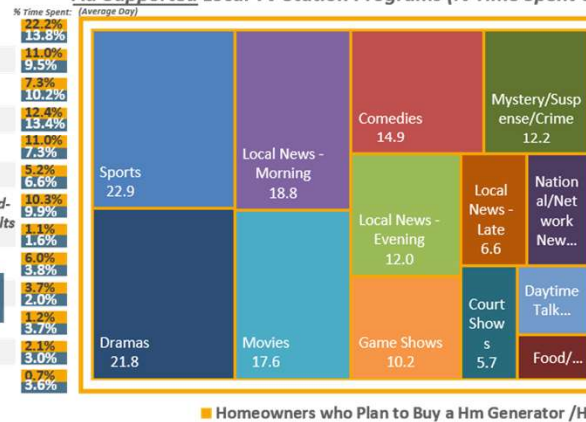




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



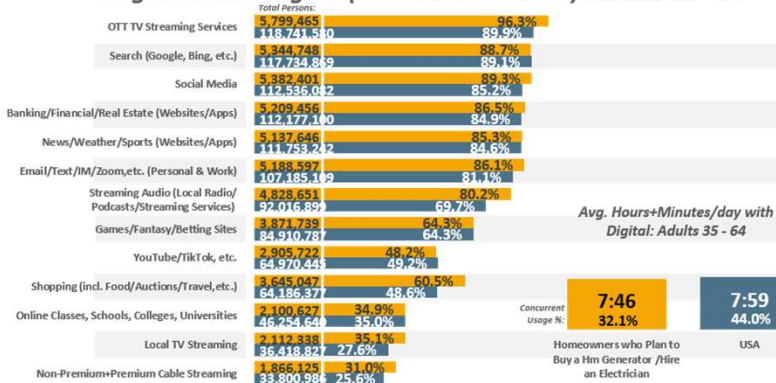
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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))



4,914,460 or 81.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Social Media for an average of 132.4 minutes every day representing 23.0% of all time spent daily with Ad-Supported Digital Media.

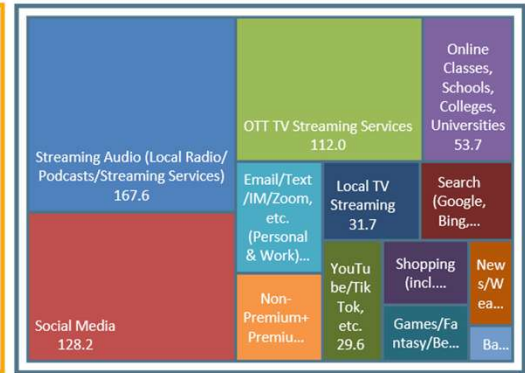
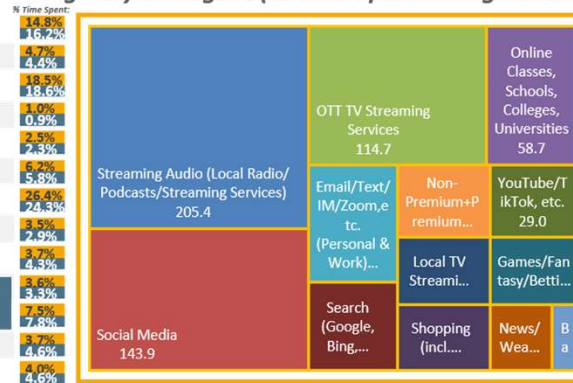
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



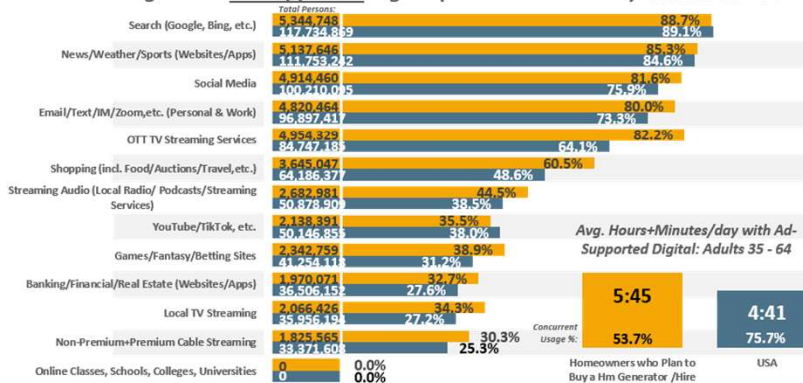
Avg. Hours+Minutes/day with Digital: Adults 35 - 64



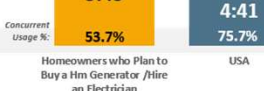
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



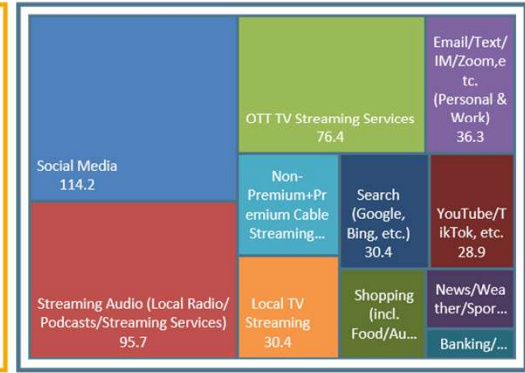
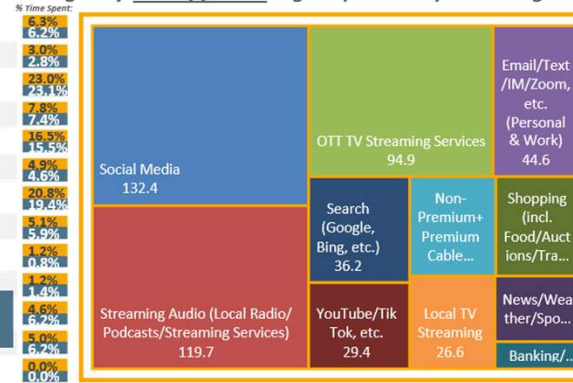
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64

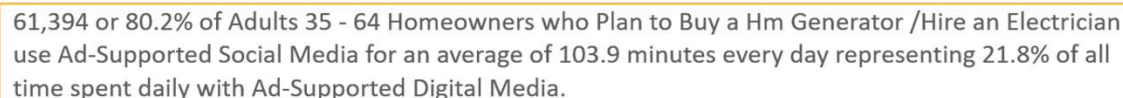


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 35 - 64

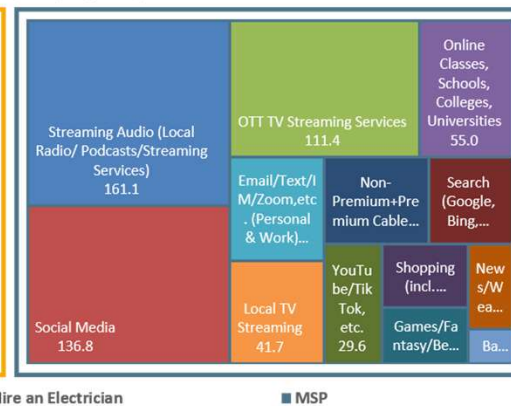
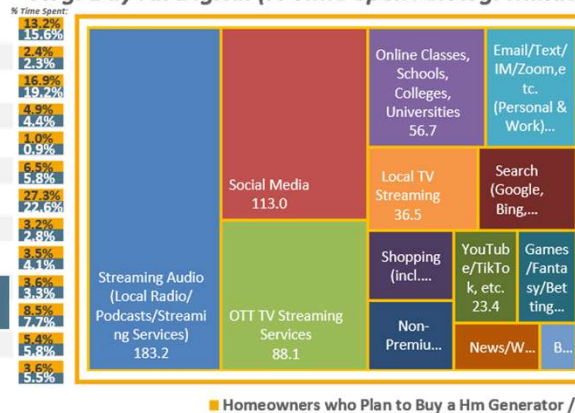


Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

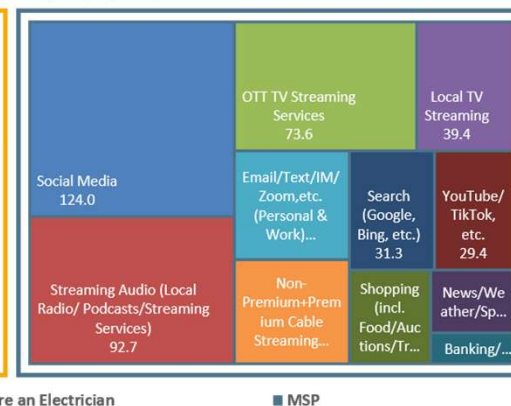
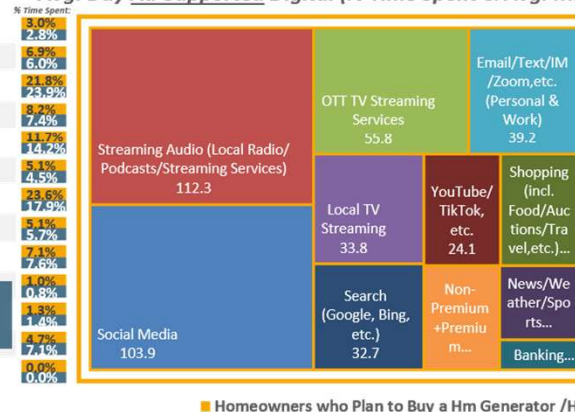




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

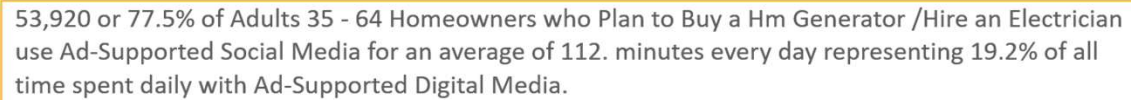


Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

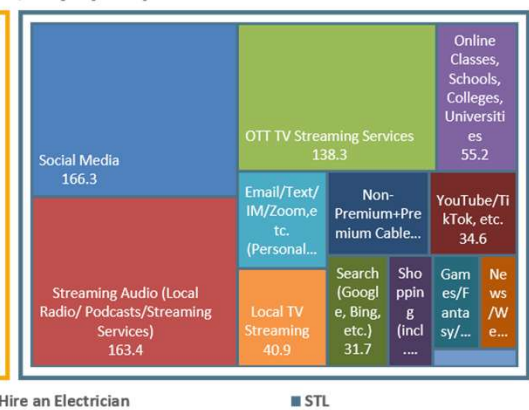
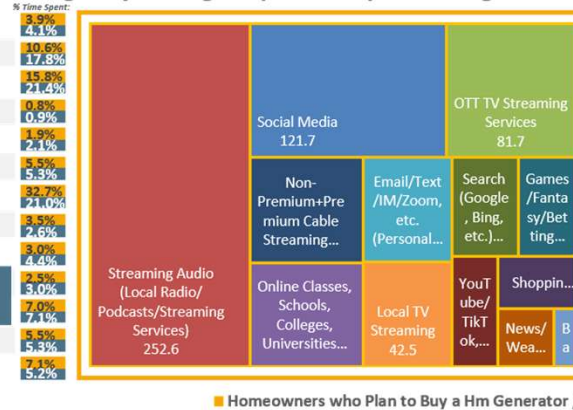


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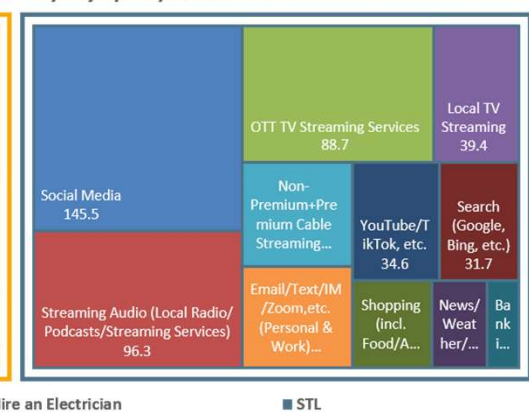
(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



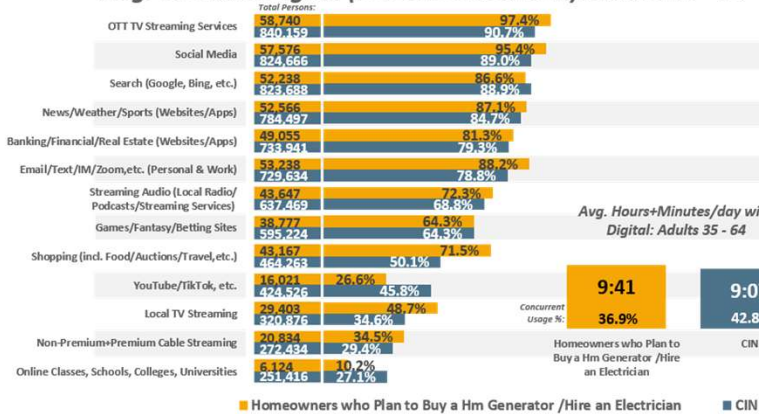
■ STL
soefa.ai Share of Everything
for Anything.

(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))

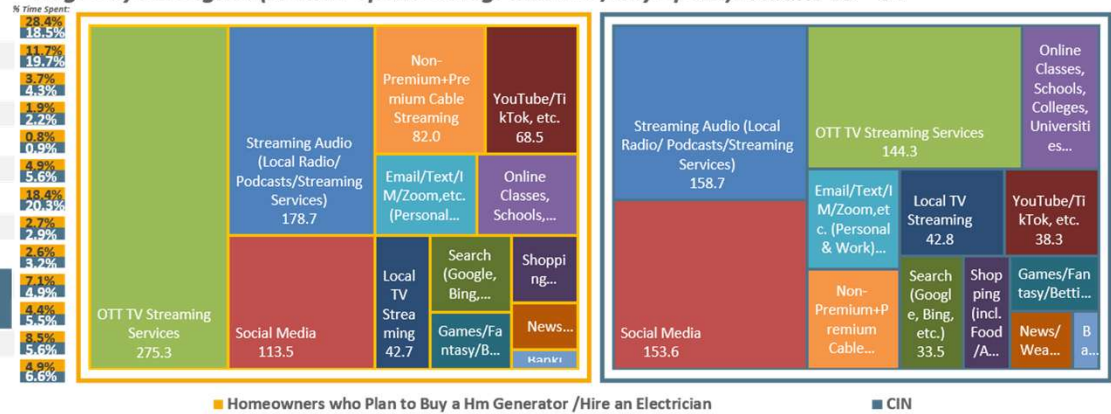


54,605 or 90.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Social Media for an average of 104.4 minutes every day representing 14.6% of all time spent daily with Ad-Supported Digital Media.

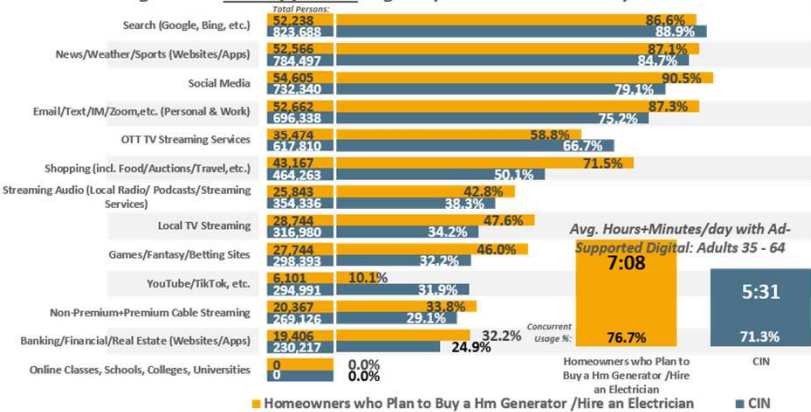
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



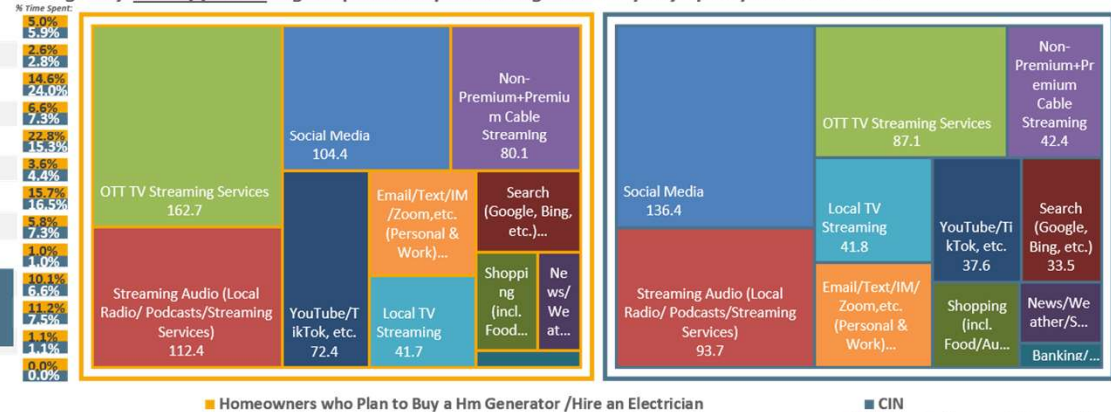
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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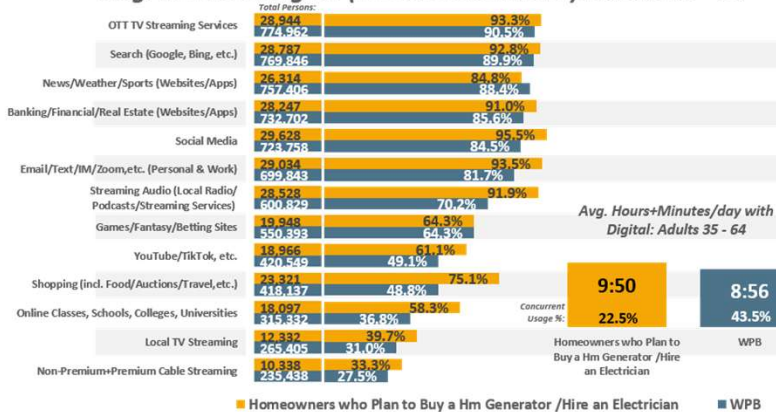
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



28,203 or 90.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Social Media for an average of 193.8 minutes every day representing 26.7% of all time spent daily with Ad-Supported Digital Media.

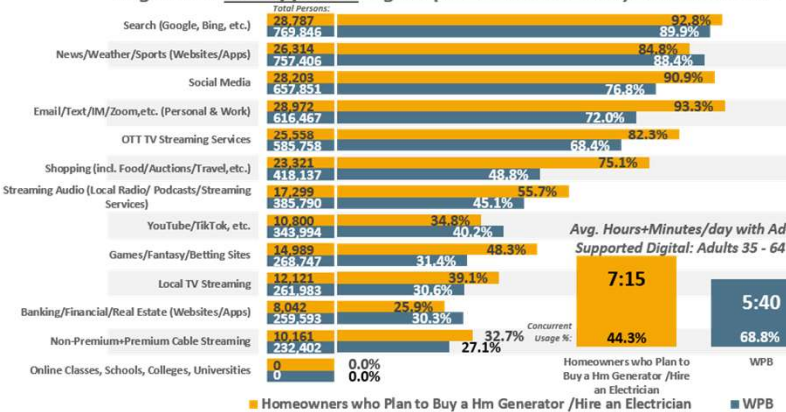
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



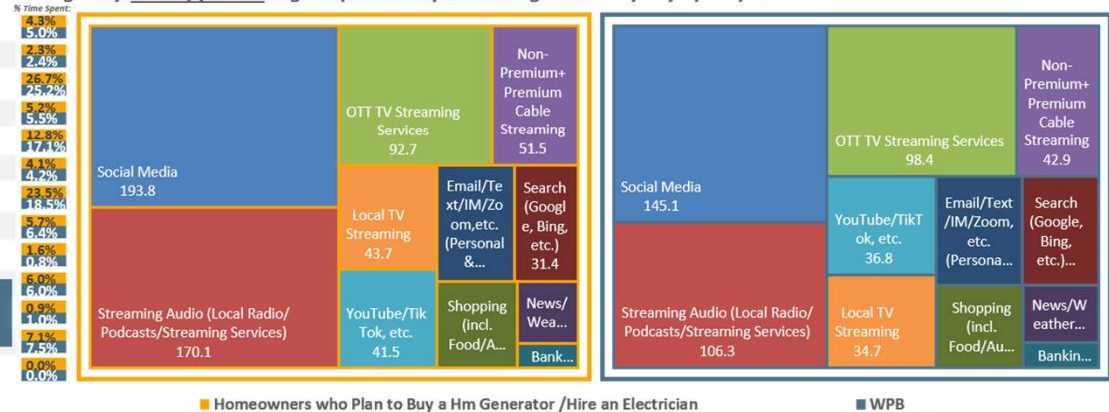
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 86
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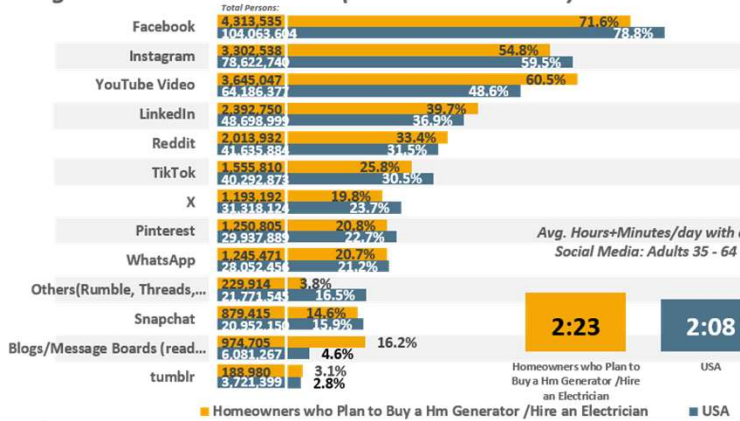
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]]

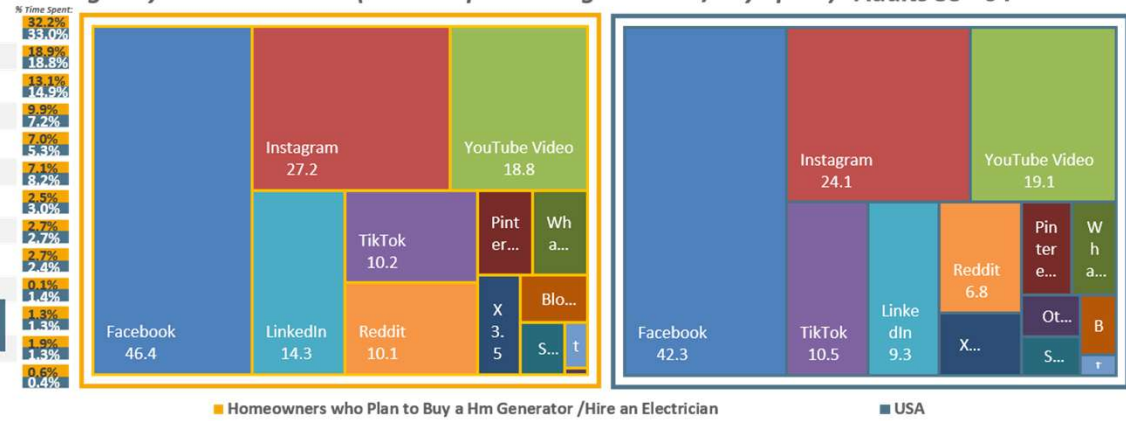


4,313,535 or 71.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 46.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

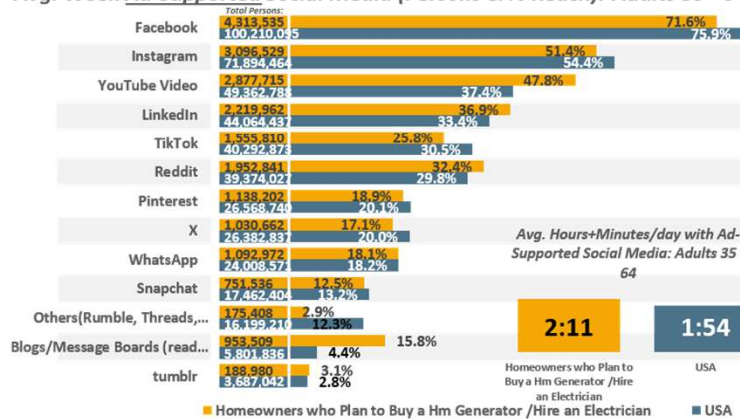
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



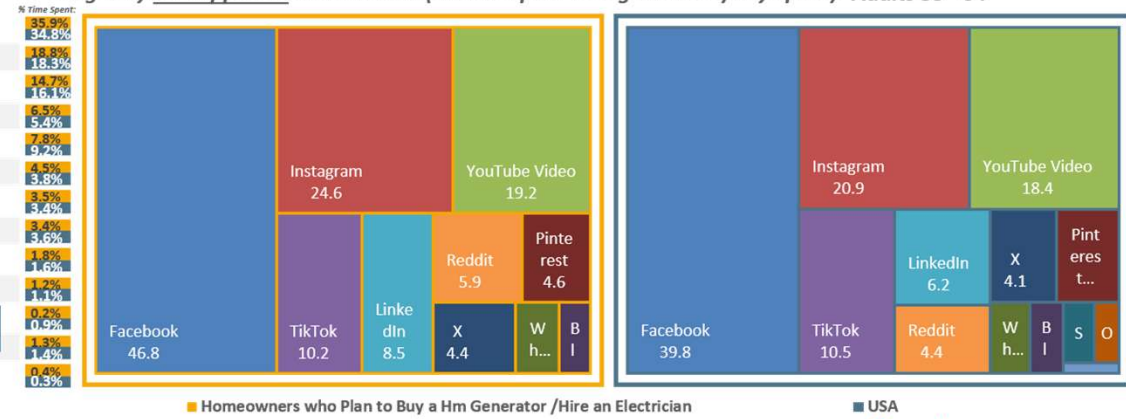
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

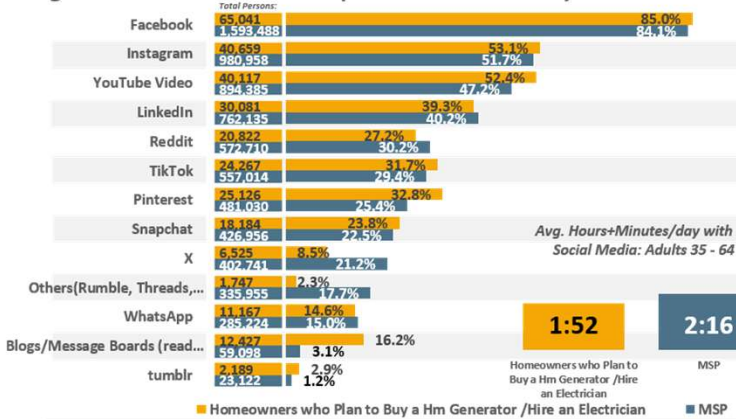
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

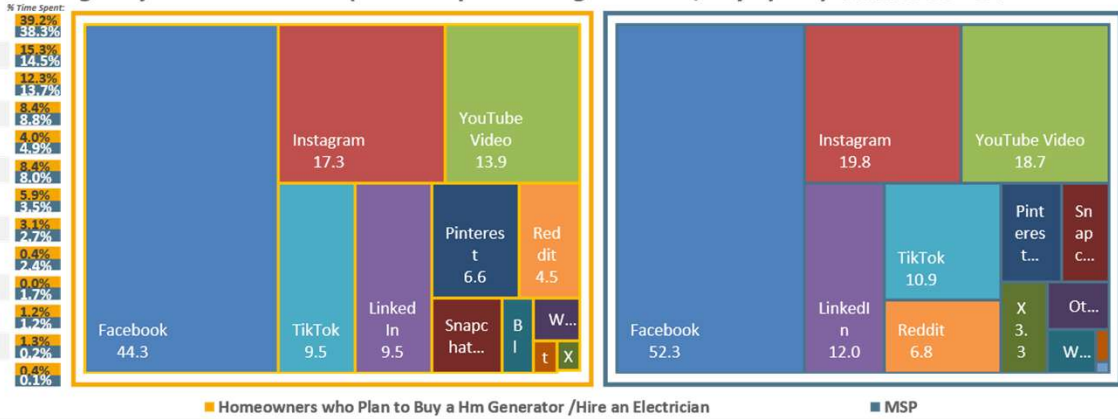


61,394 or 80.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 40.5 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

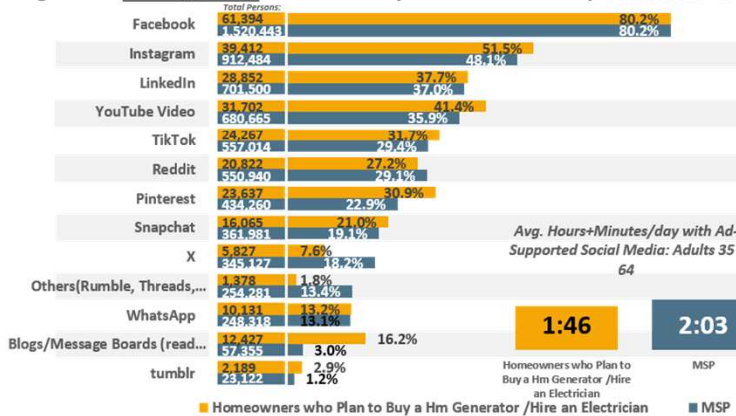
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



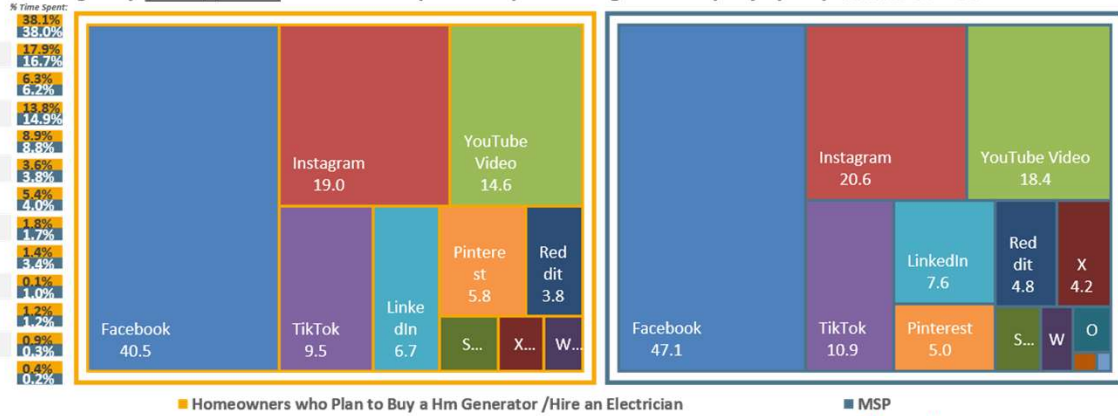
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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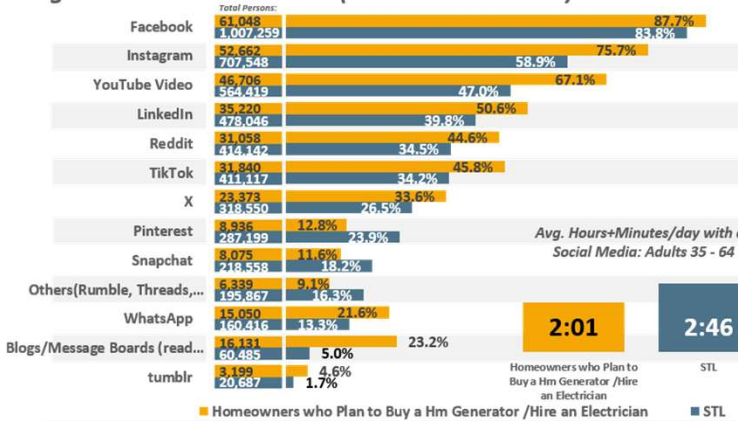
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

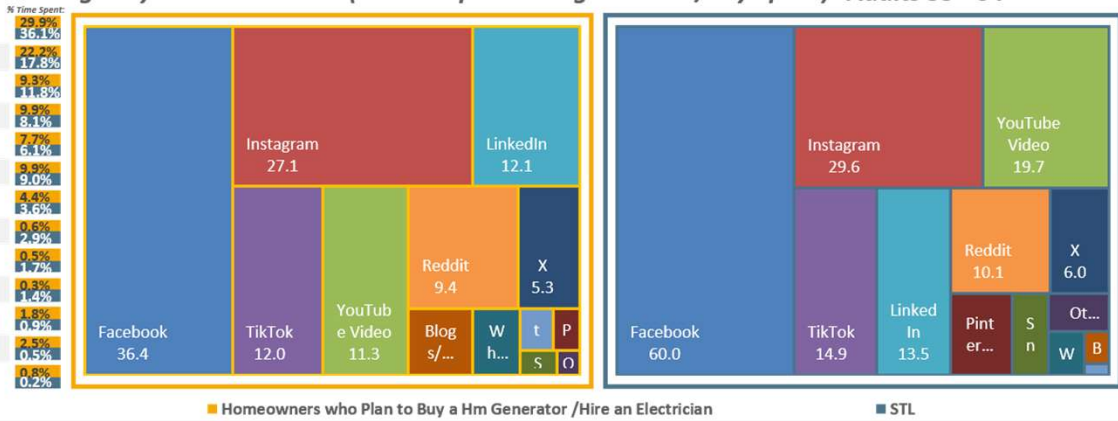


53,920 or 77.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 34.2 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.

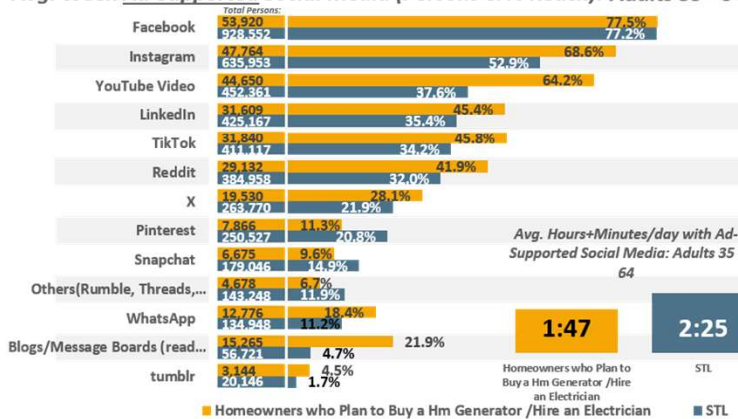
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



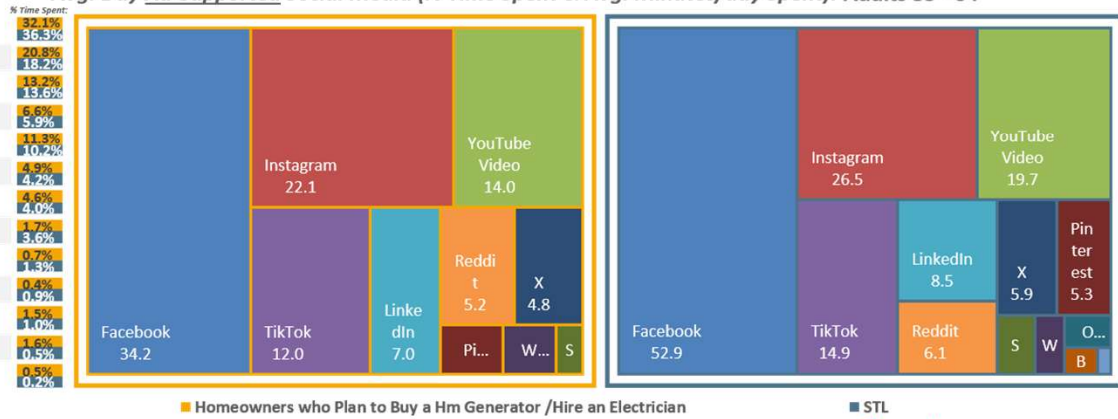
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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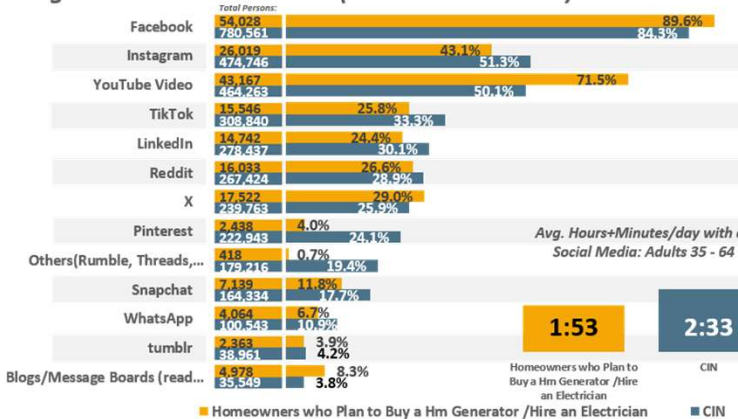
soefa.ai Share of Everything for Anything .

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

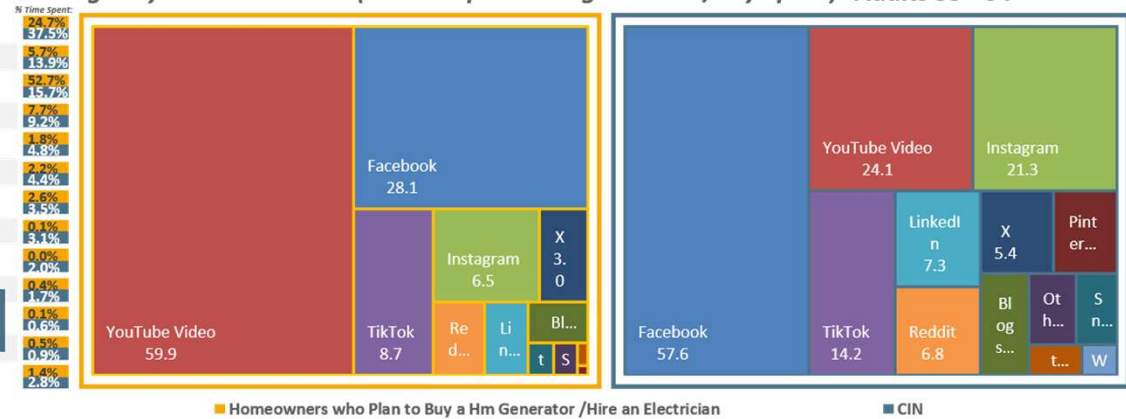


33,247 or 55.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported YouTube Video for an average of 63.7 minutes every day representing 59.7% of all time spent daily with Ad-Supported Social Media.

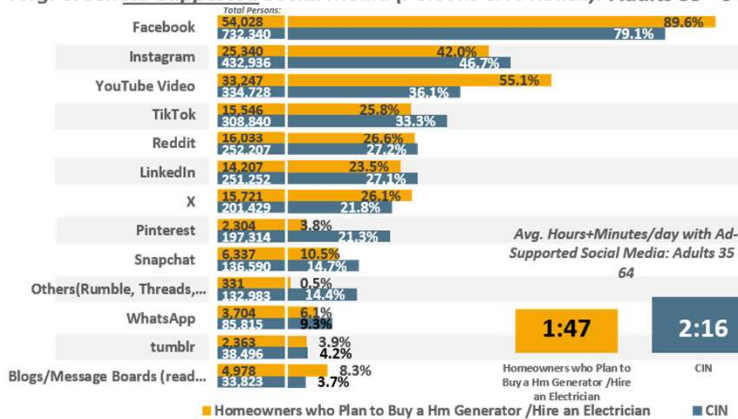
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



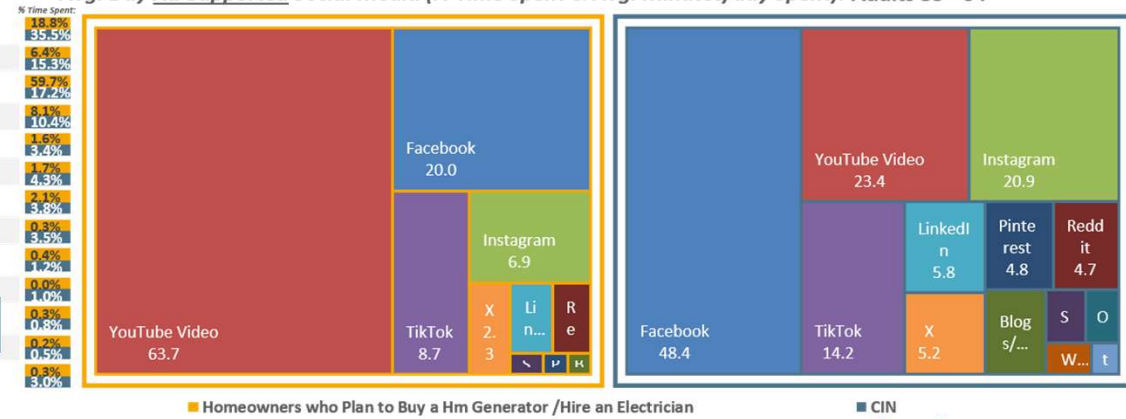
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



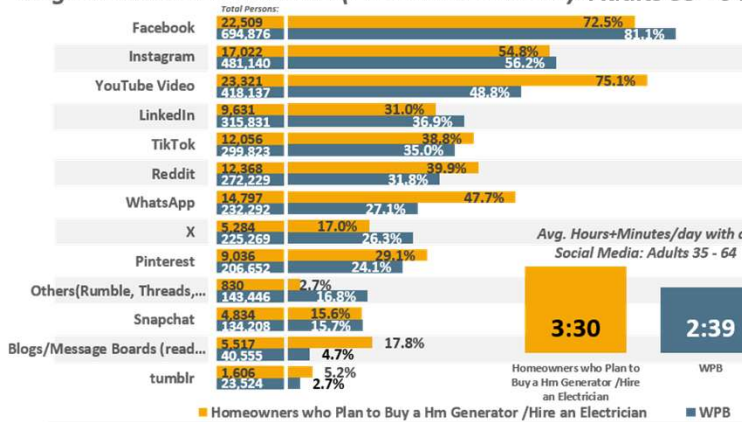
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



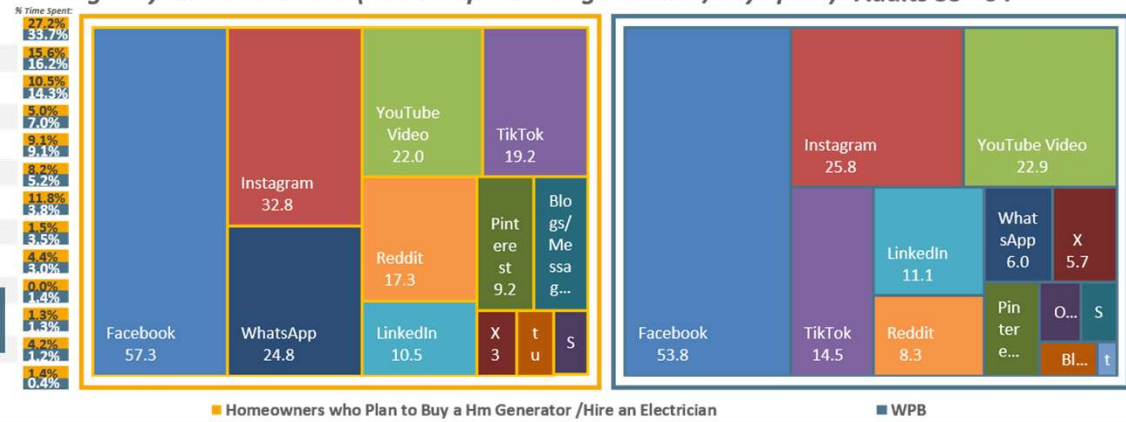


22,509 or 72.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 67.2 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

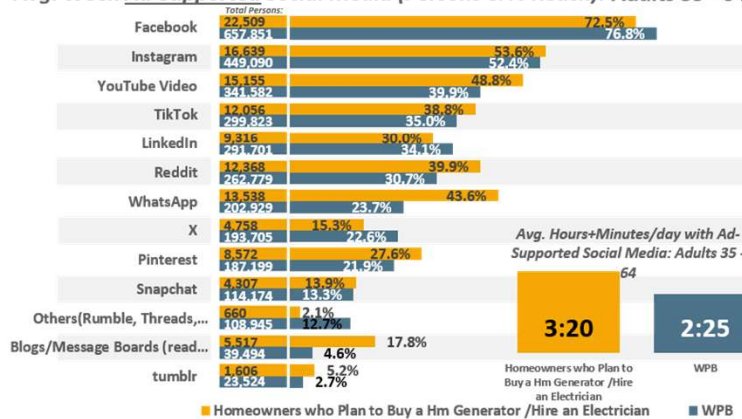
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



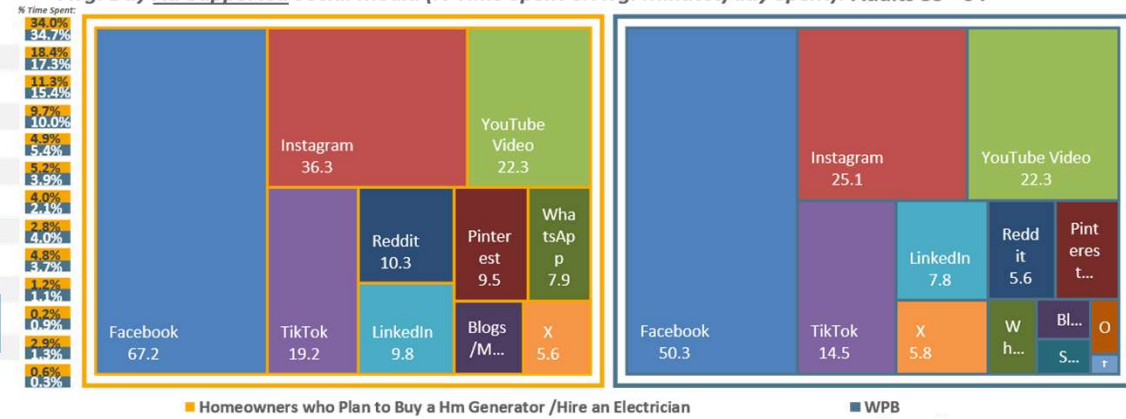
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 86
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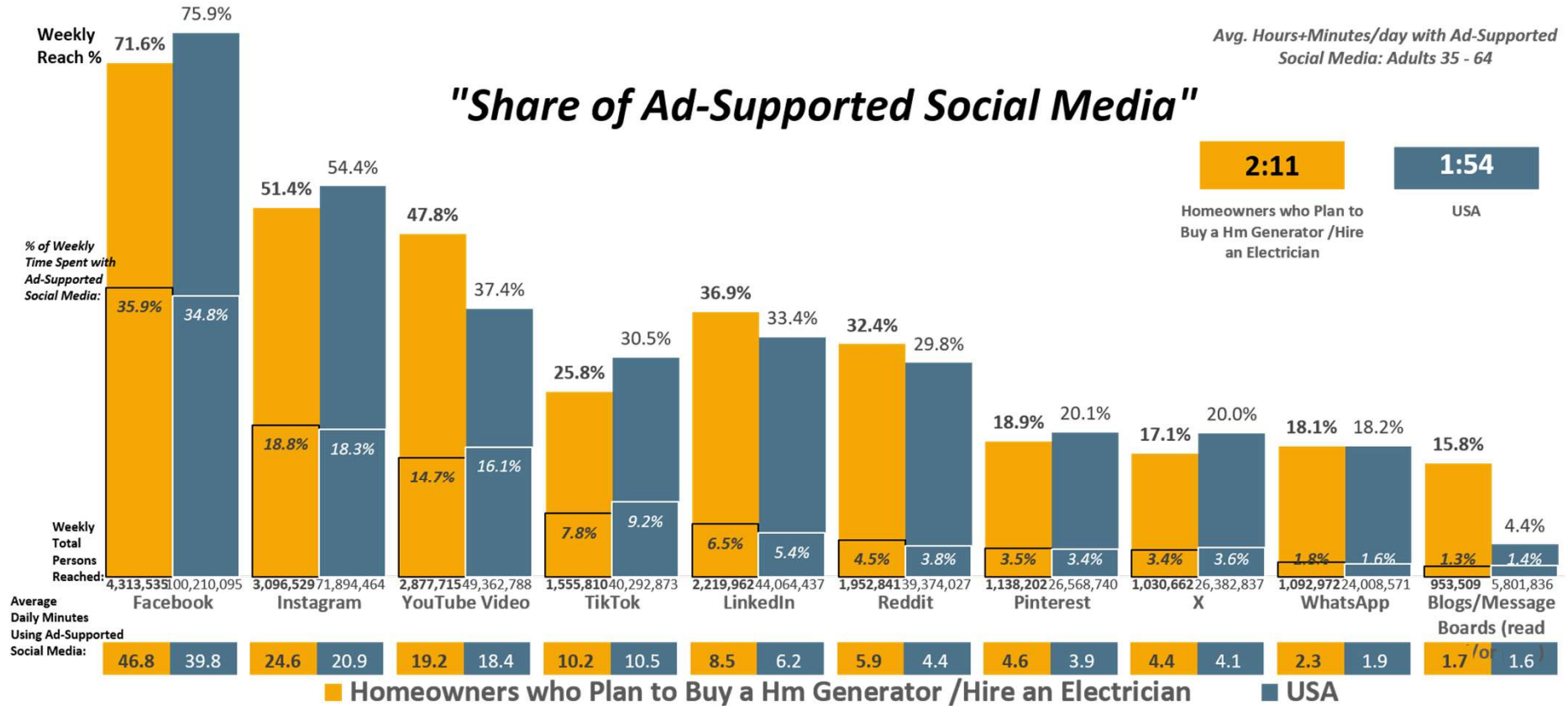
soefa.ai Share of Everything for Anything .

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



4,313,535 or 71.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 46.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

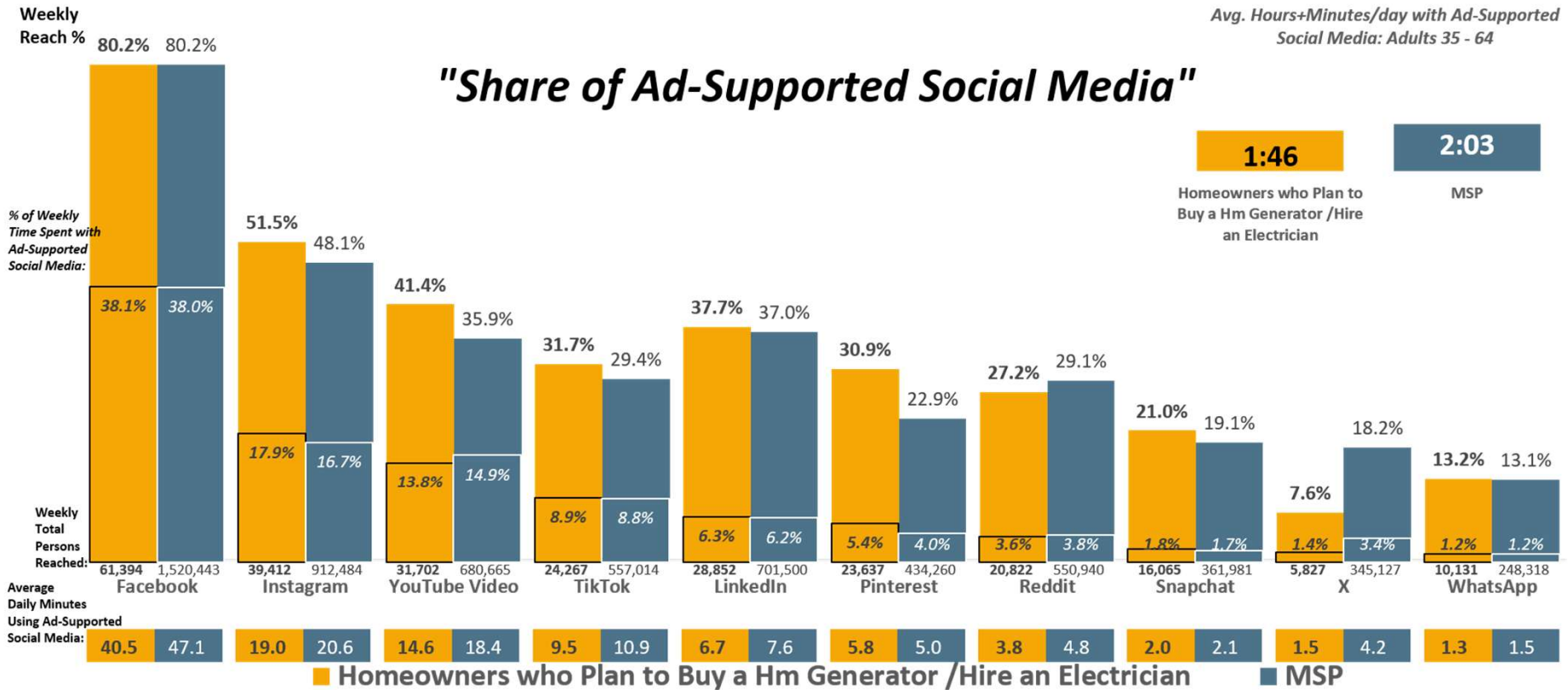
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



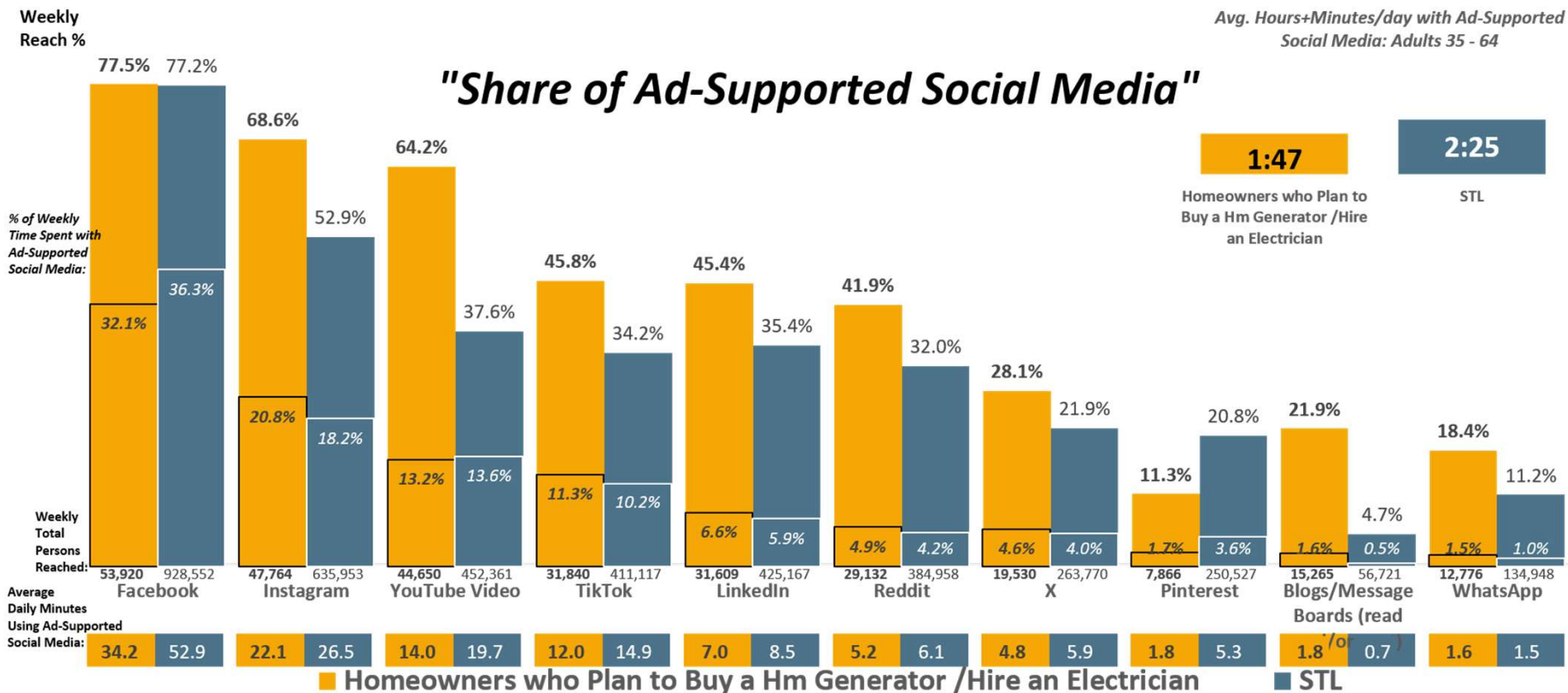
61,394 or 80.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 40.5 minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





53,920 or 77.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 34.2 minutes every day representing 32.1% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))



33,247 or 55.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported YouTube Video for an average of 63.7 minutes every day representing 59.7% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

Avg. Hours+Minutes/day with Ad-Supported
Social Media: Adults 35 - 64

"Share of Ad-Supported Social Media"

% of Weekly
Time Spent with
Ad-Supported
Social Media:

Weekly
Total
Persons
Reached:

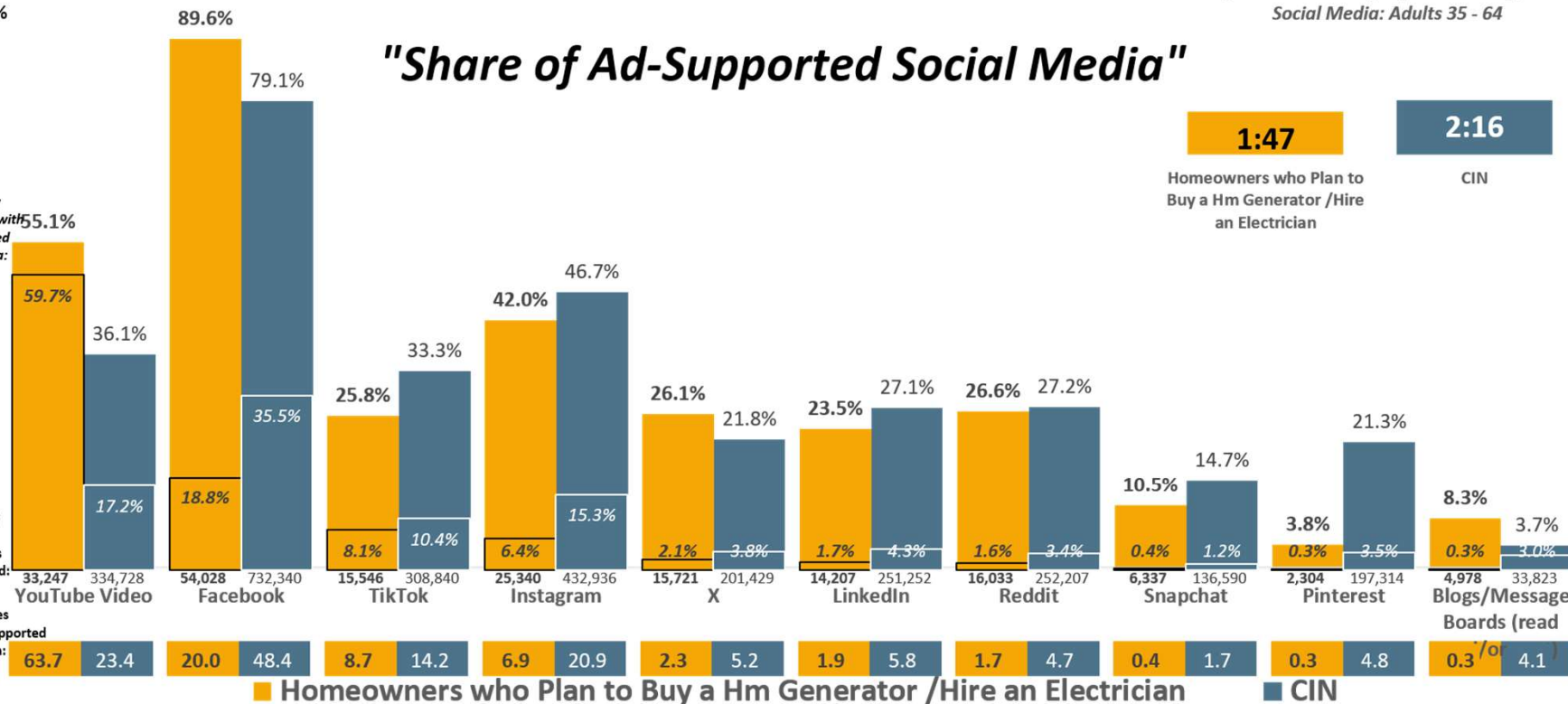
Average
Daily Minutes
Using Ad-Supported
Social Media:

1:47

2:16

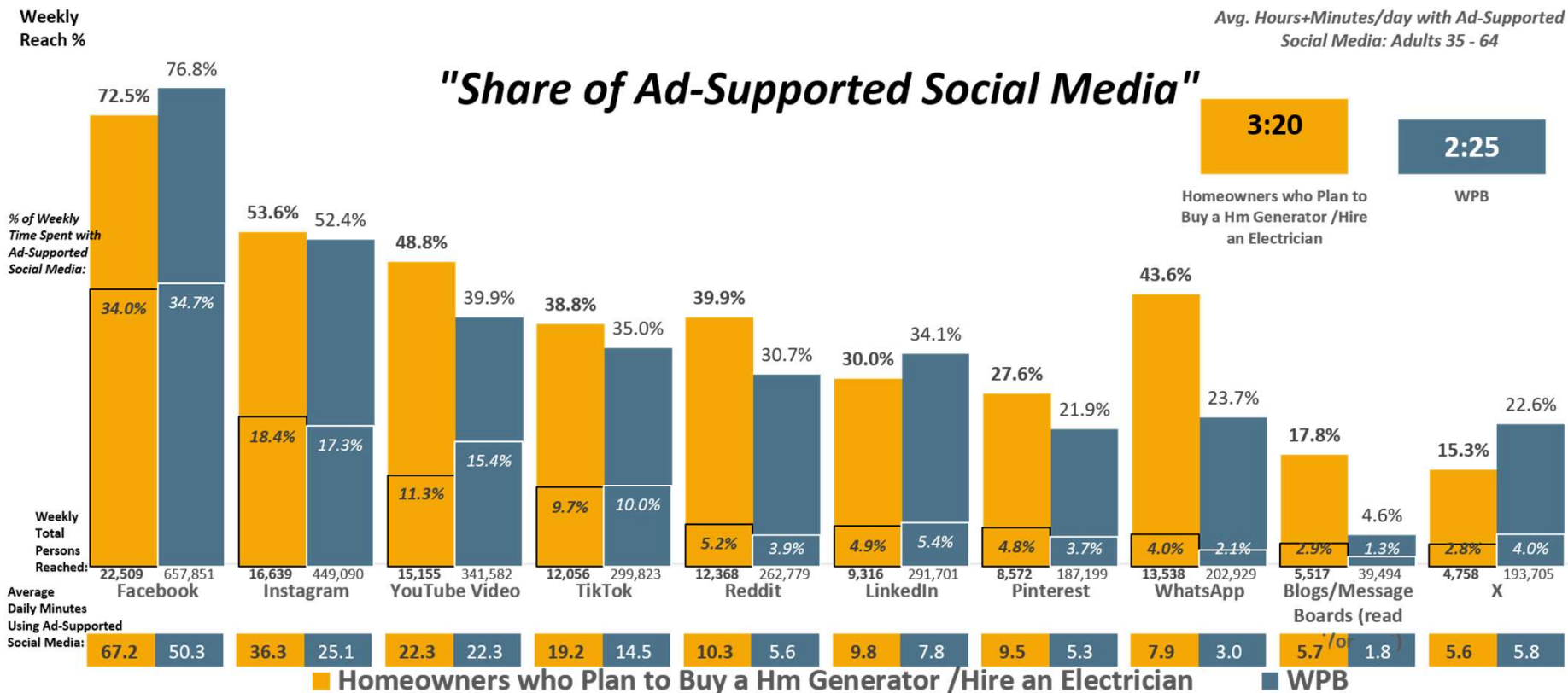
Homeowners who Plan to
Buy a Hm Generator /Hire
an Electrician

CIN





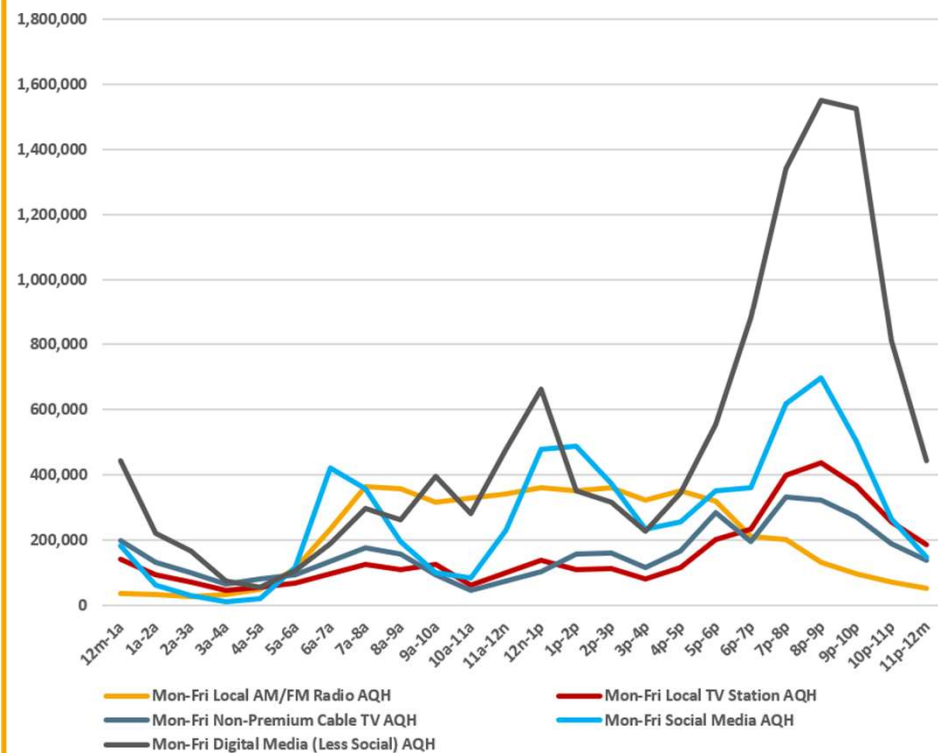
22,509 or 72.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 67.2 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.



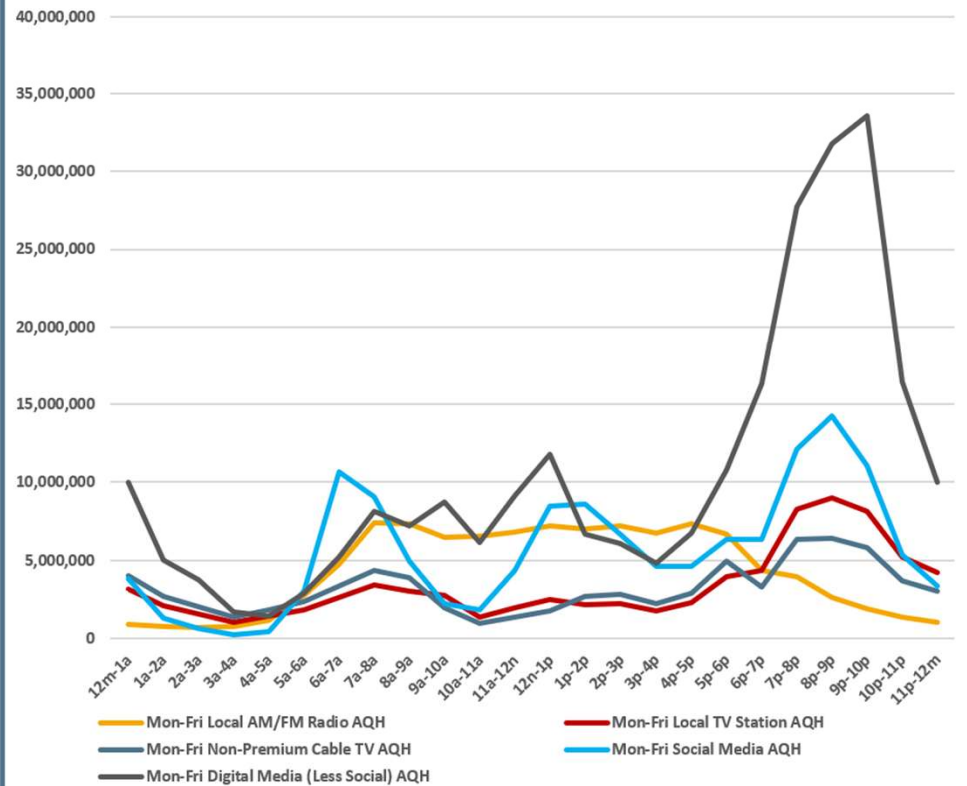


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 402,995;
Local Radio: 324,222; Social Media: 302,210; Non-Prem. Cable: 143,497; Local TV: 124,288
reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 Homeowners who Plan to Buy a Hm
Generator /Hire an Electrician



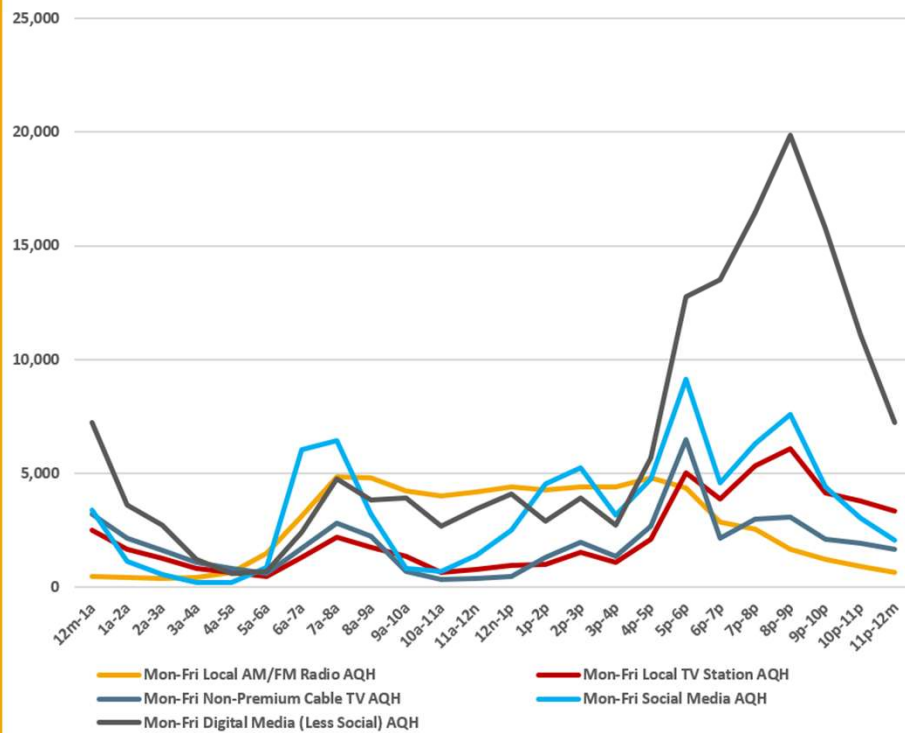
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64



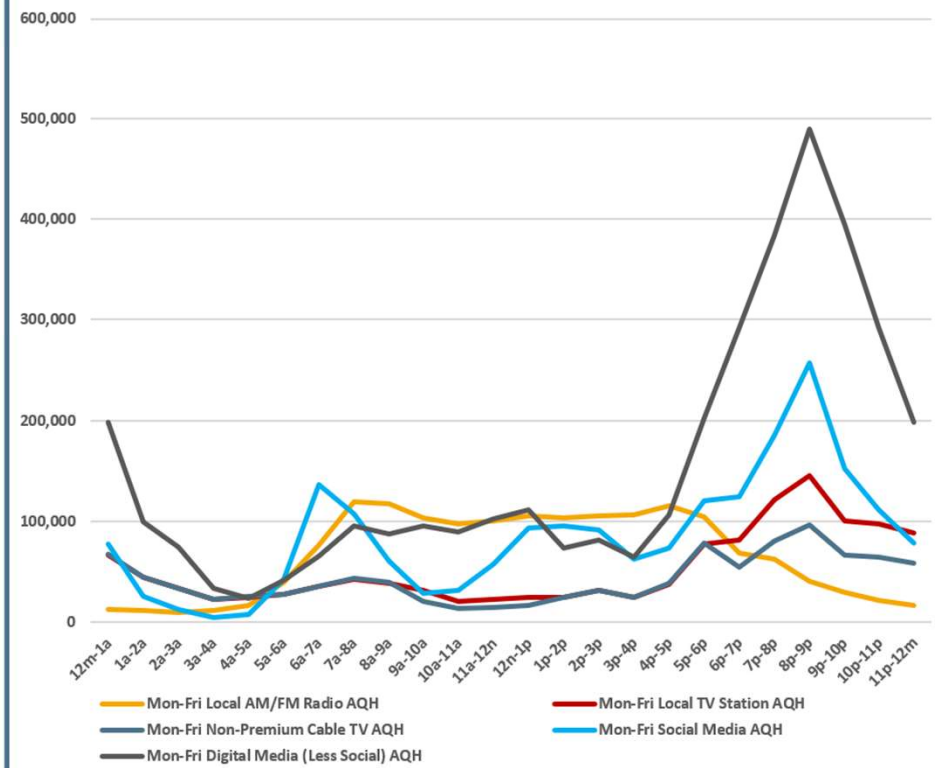


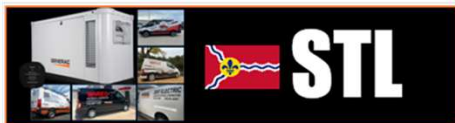
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,125; Local Radio: 4,202; Social Media: 4,038; Non-Prem. Cable: 1,891; Local TV: 1,813 reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician



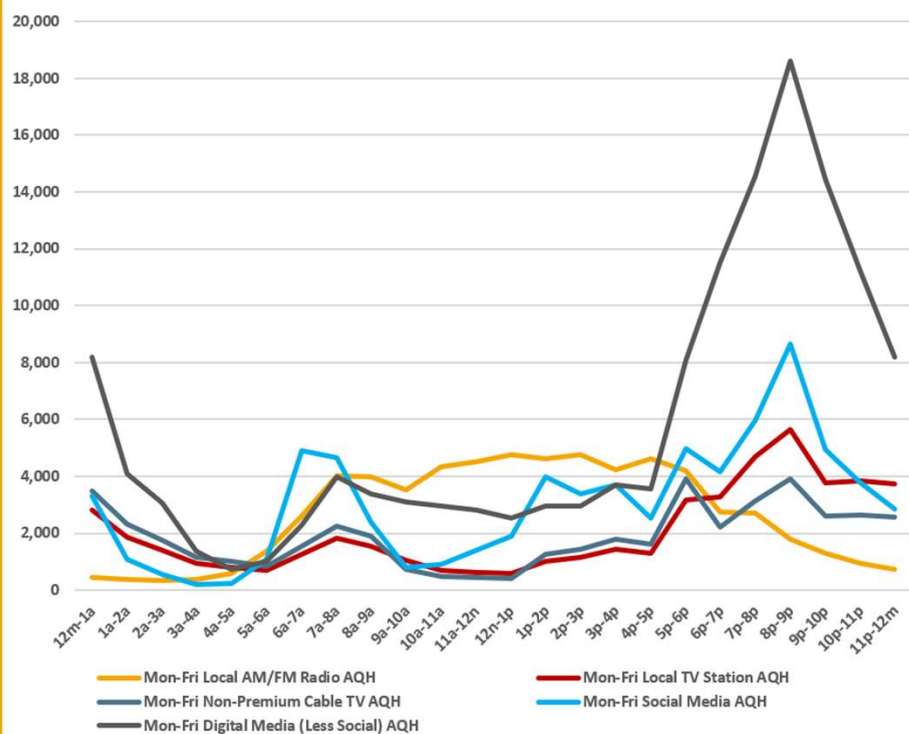
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 35 - 64



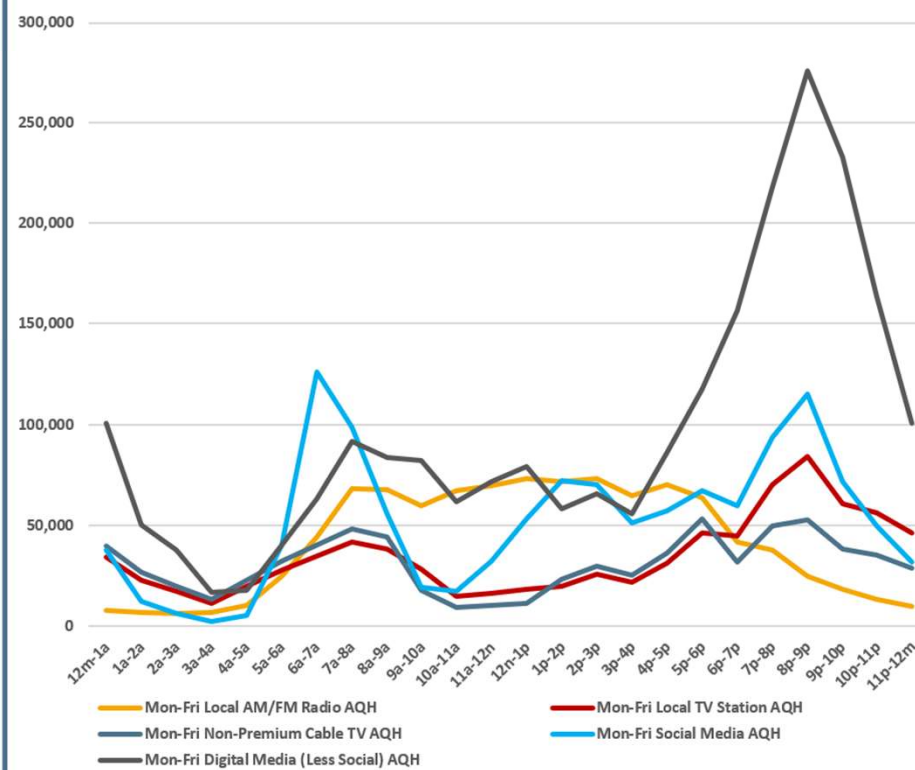


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,134; Local Radio: 4,068; Social Media: 3,052; Non-Prem. Cable: 1,537; Local TV: 1,456 reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician



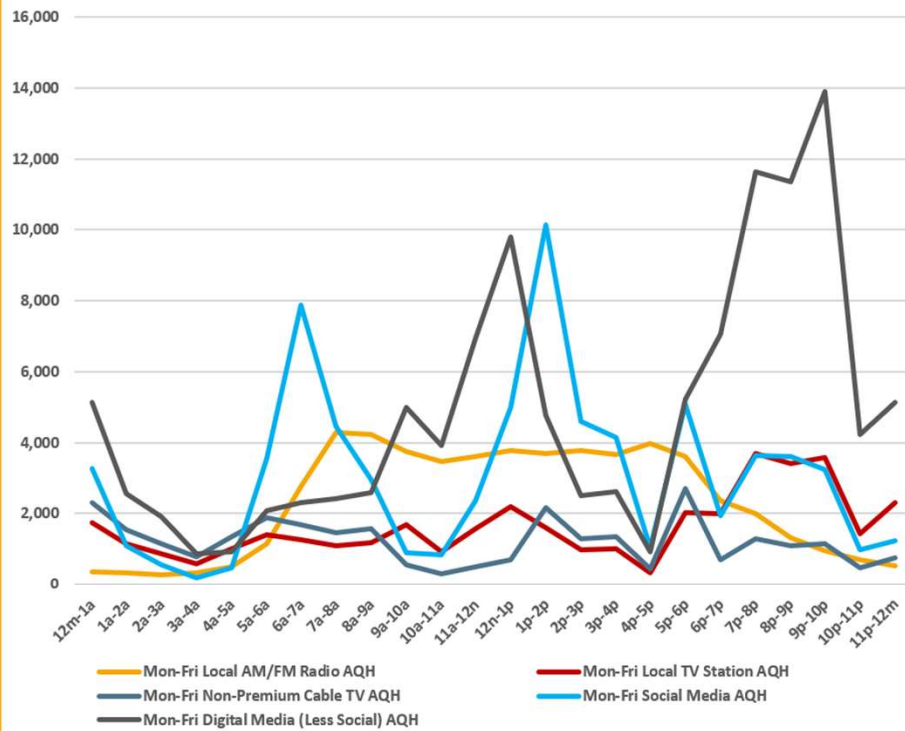
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 35 - 64



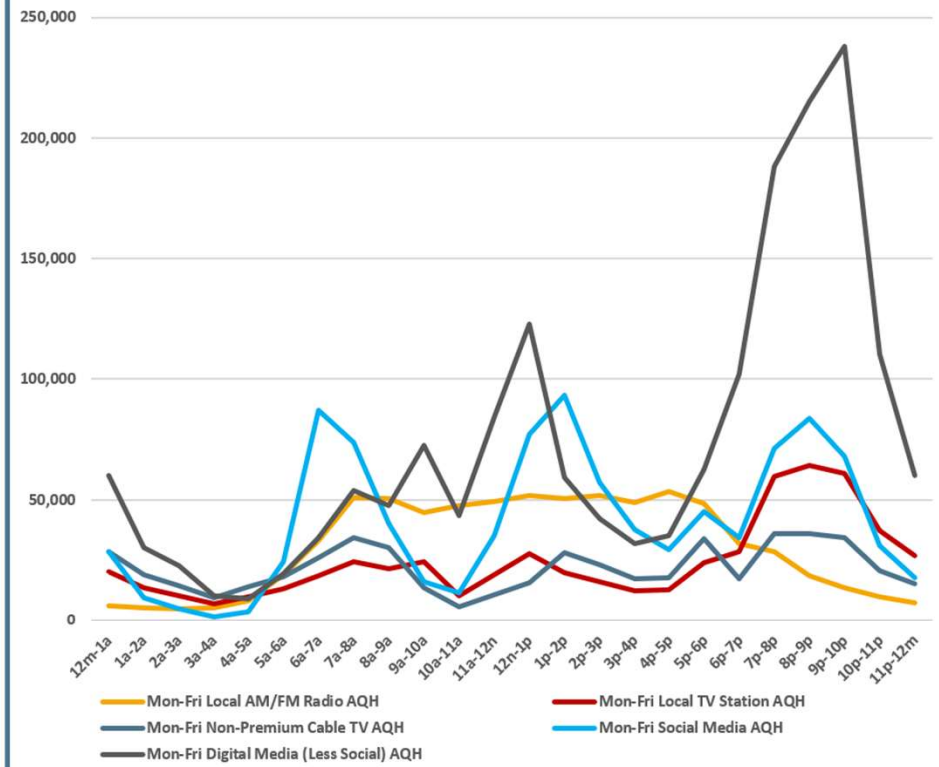


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,312;
Social Media: 3,950; Local Radio: 3,612; Local TV: 1,369; Non-Prem. Cable: 1,184 reaching
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electri

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 Homeowners who Plan to Buy a Hm
Generator /Hire an Electrician



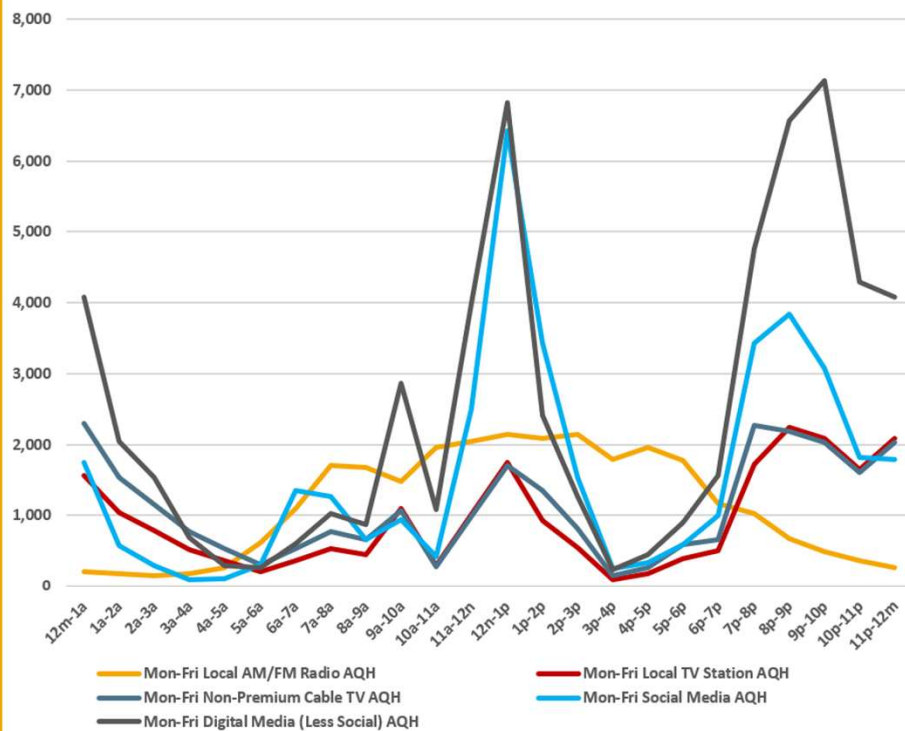
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 35 - 64



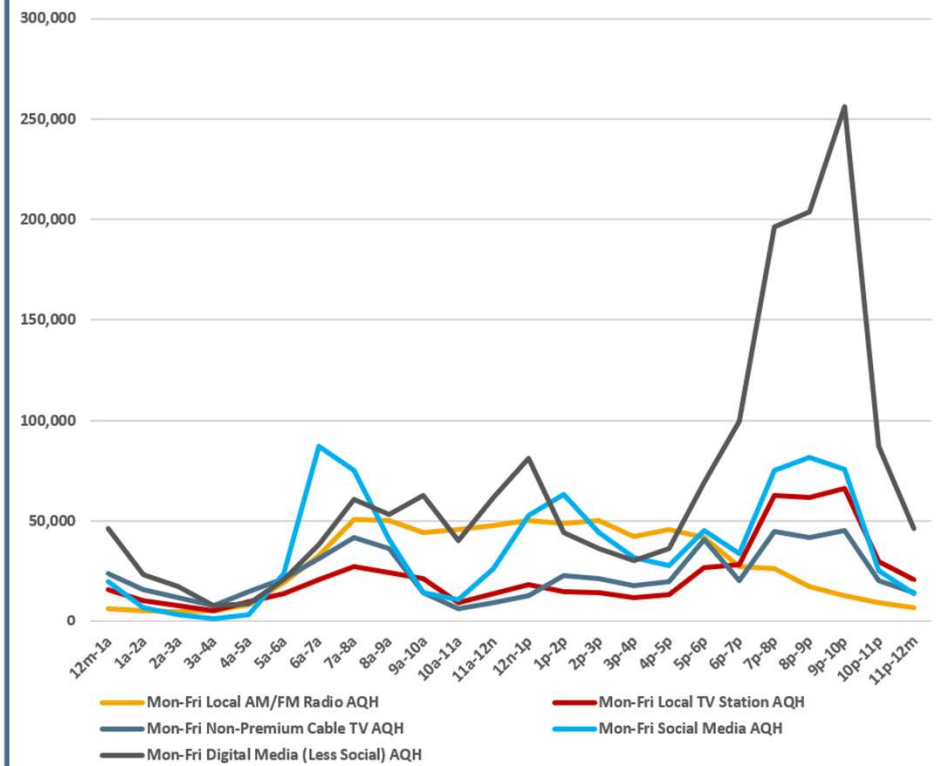


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,850; Local Radio: 1,772; Social Media: 1,593; Non-Prem. Cable: 757; Local TV: 626 reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician



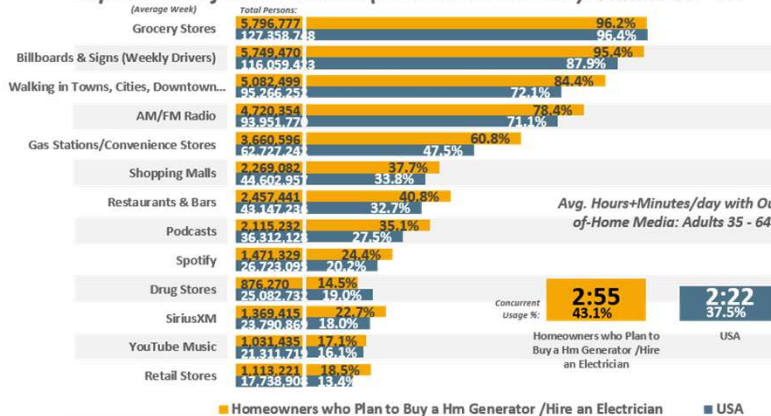
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 35 - 64



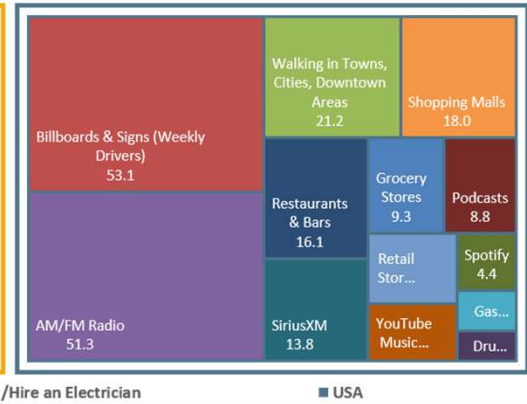
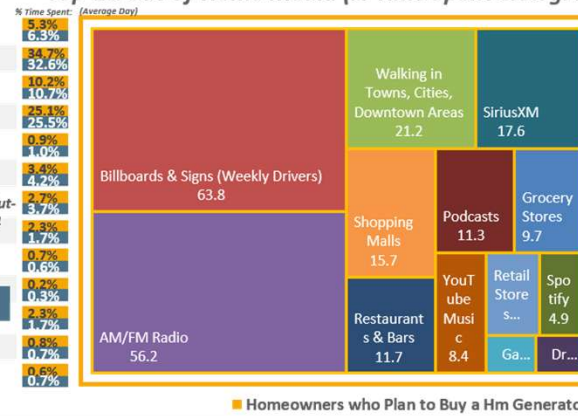


5,749,470 or 95.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 63.8 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 49.2 minu

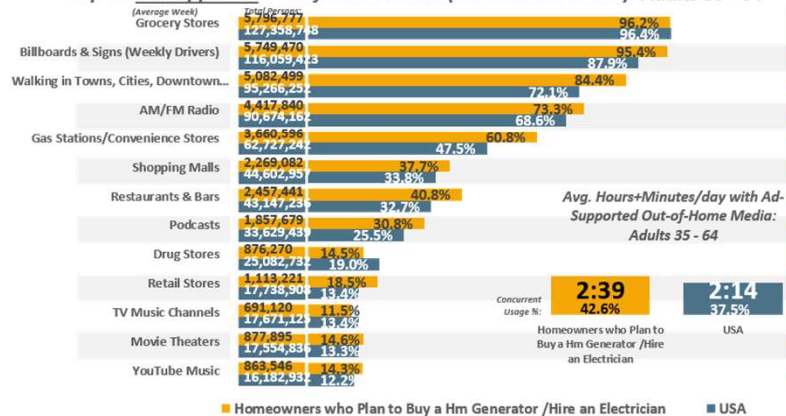
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



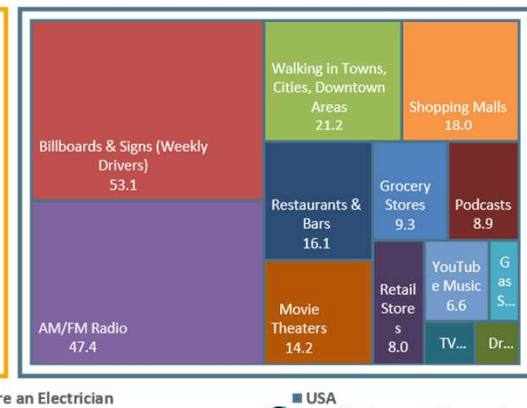
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

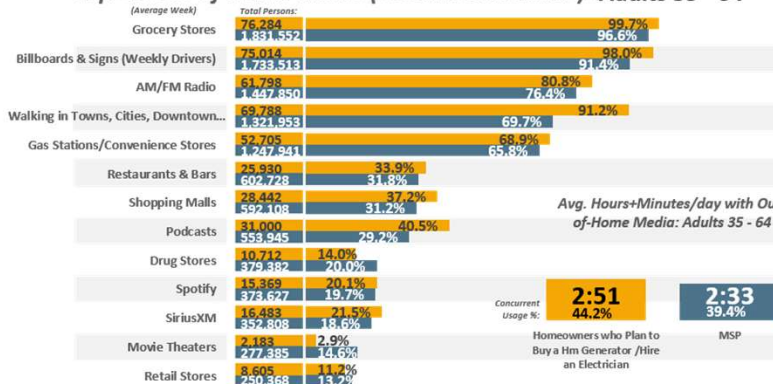
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

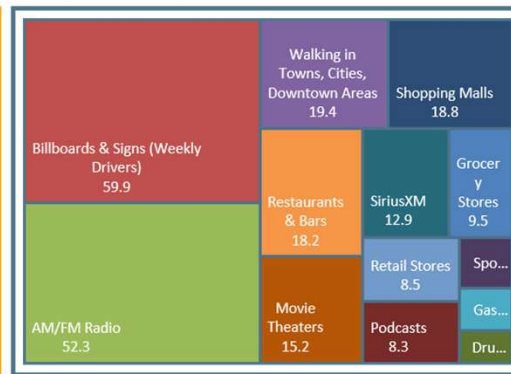
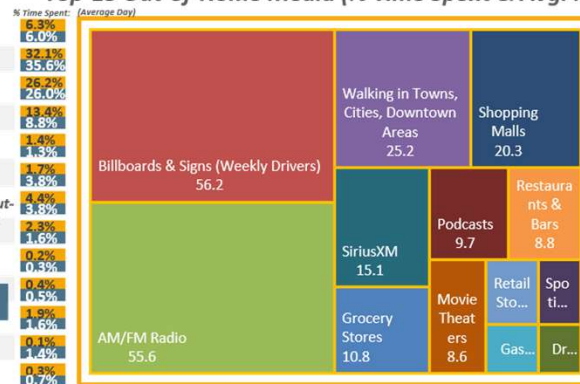


75,014 or 98.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 56.2 minutes per day driving, seeing Billboards and Signs. 74.7% Listen to Local Radio Stations Out-of-Home for an average of 46.5 minutes/

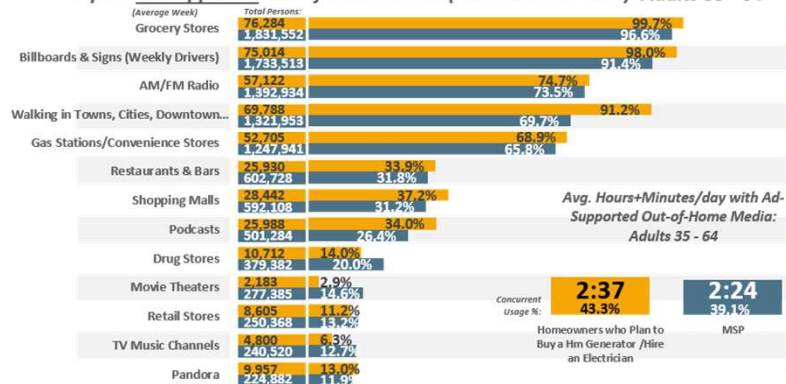
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



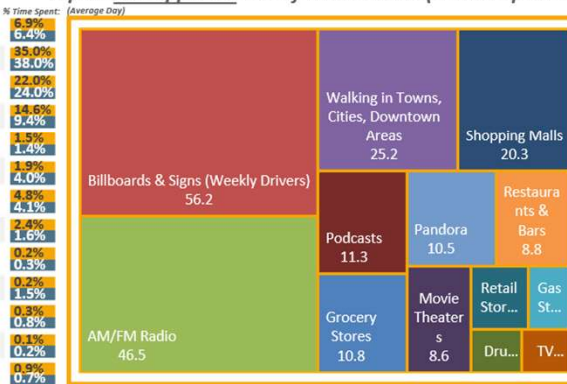
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67
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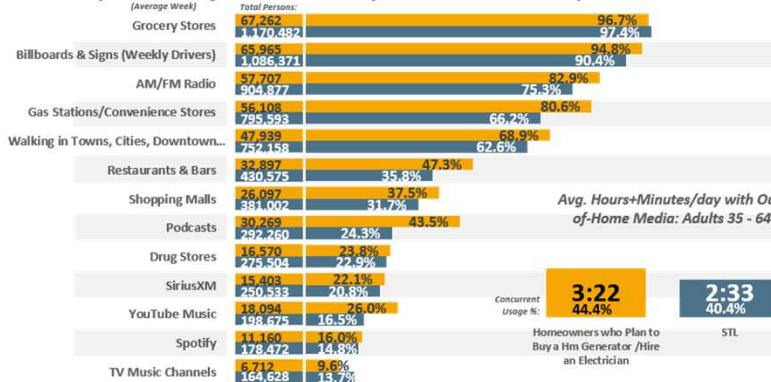
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]]

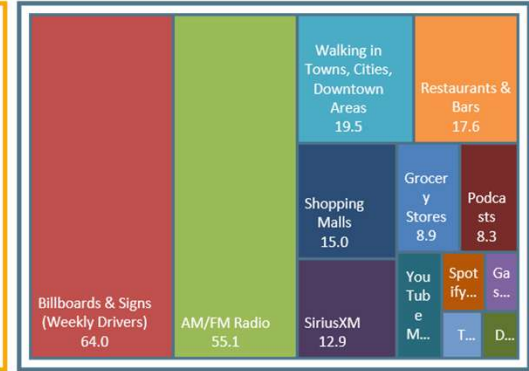
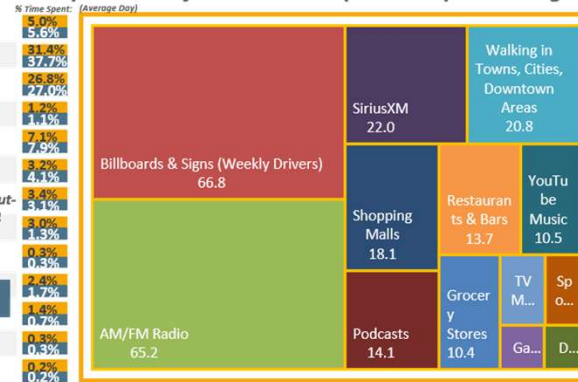


65,965 or 94.8% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 66.8 minutes per day driving, seeing Billboards and Signs. 80.2% Listen to Local Radio Stations Out-of-Home for an average of 61.4 minutes

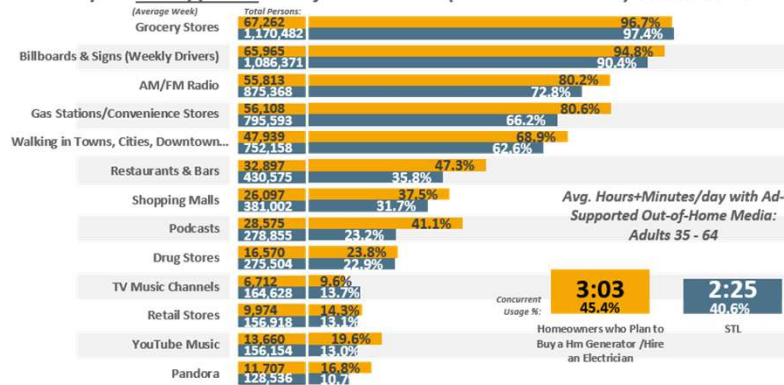
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



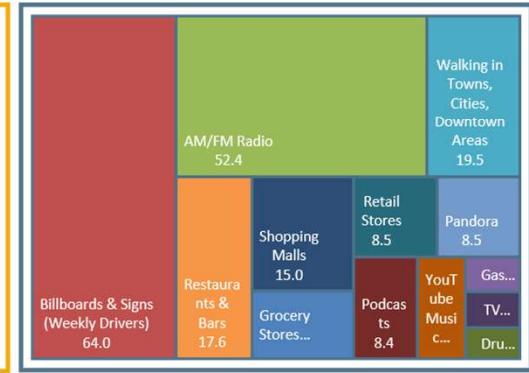
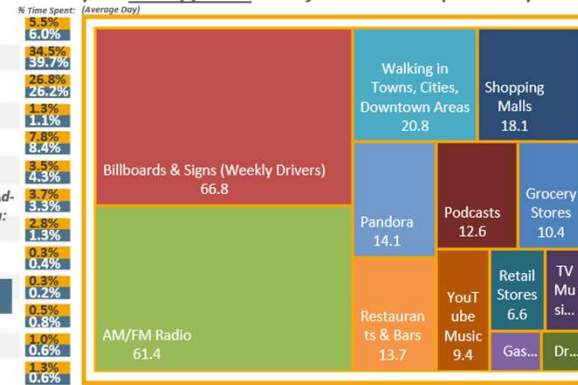
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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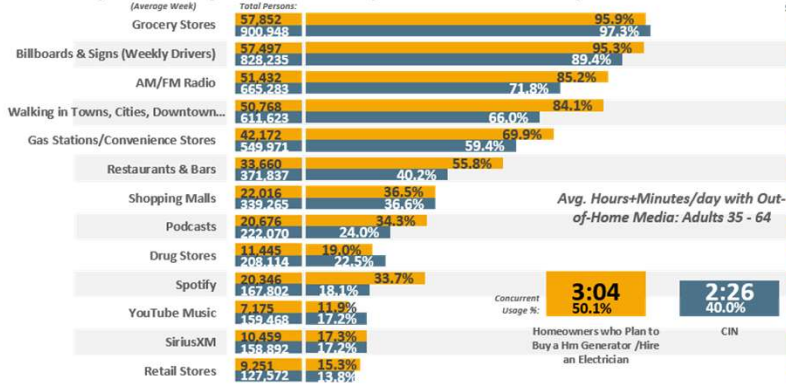
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

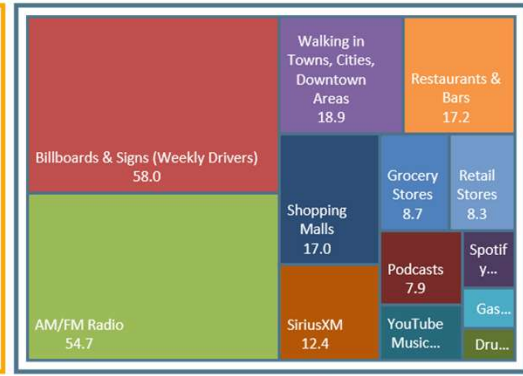
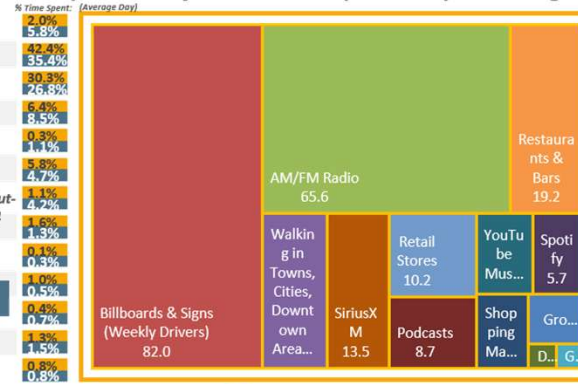


57,497 or 95.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 82. minutes per day driving, seeing Billboards and Signs. 80.1% Listen to Local Radio Stations Out-of-Home for an average of 59.7 minutes/

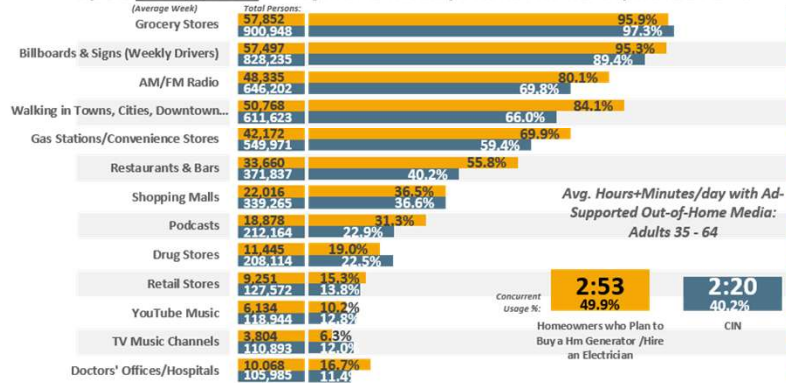
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



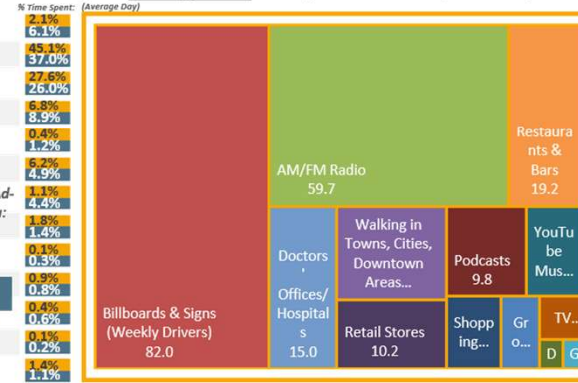
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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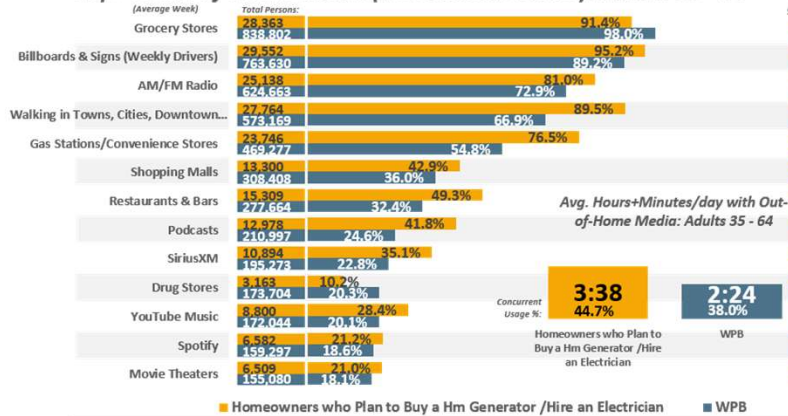
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

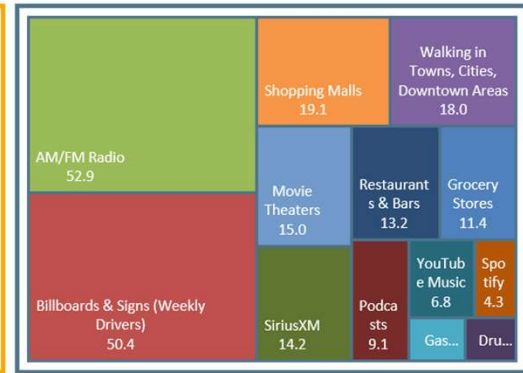
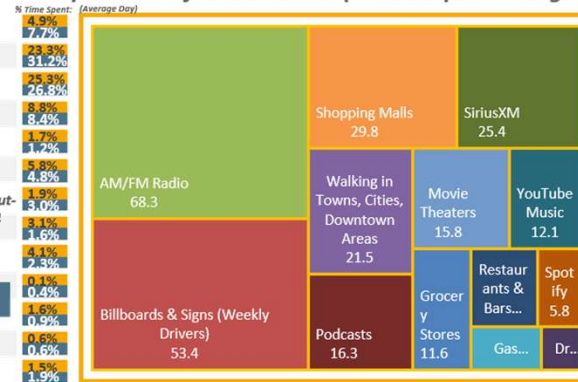


29,552 or 95.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 53.4 minutes per day driving, seeing Billboards and Signs. 77.3% Listen to Local Radio Stations Out-of-Home for an average of 65.8 minutes

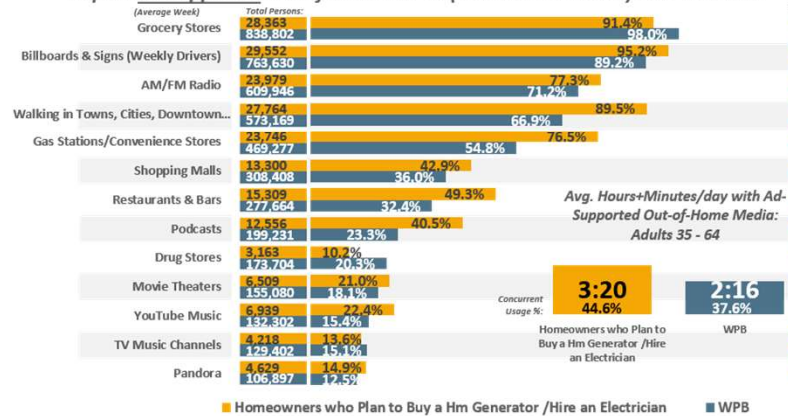
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



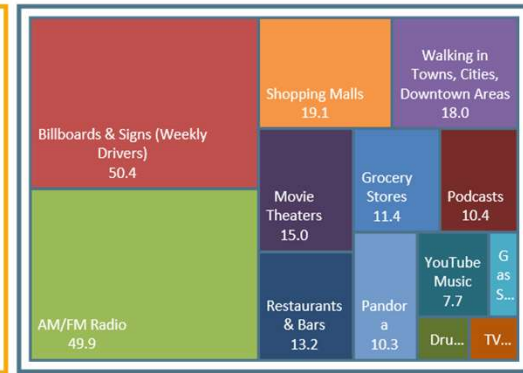
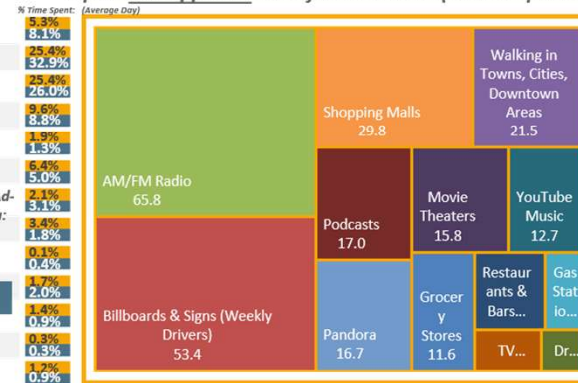
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



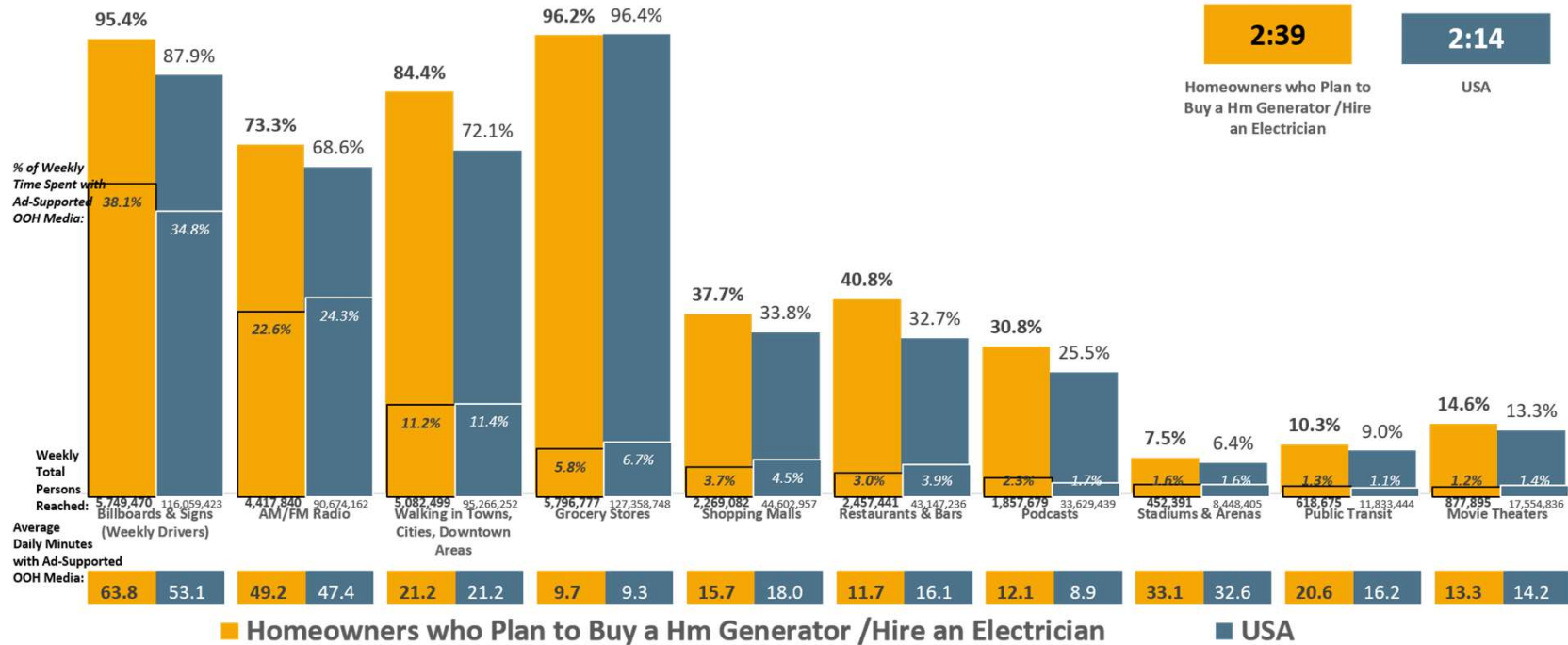


5,749,470 or 95.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 63.8 minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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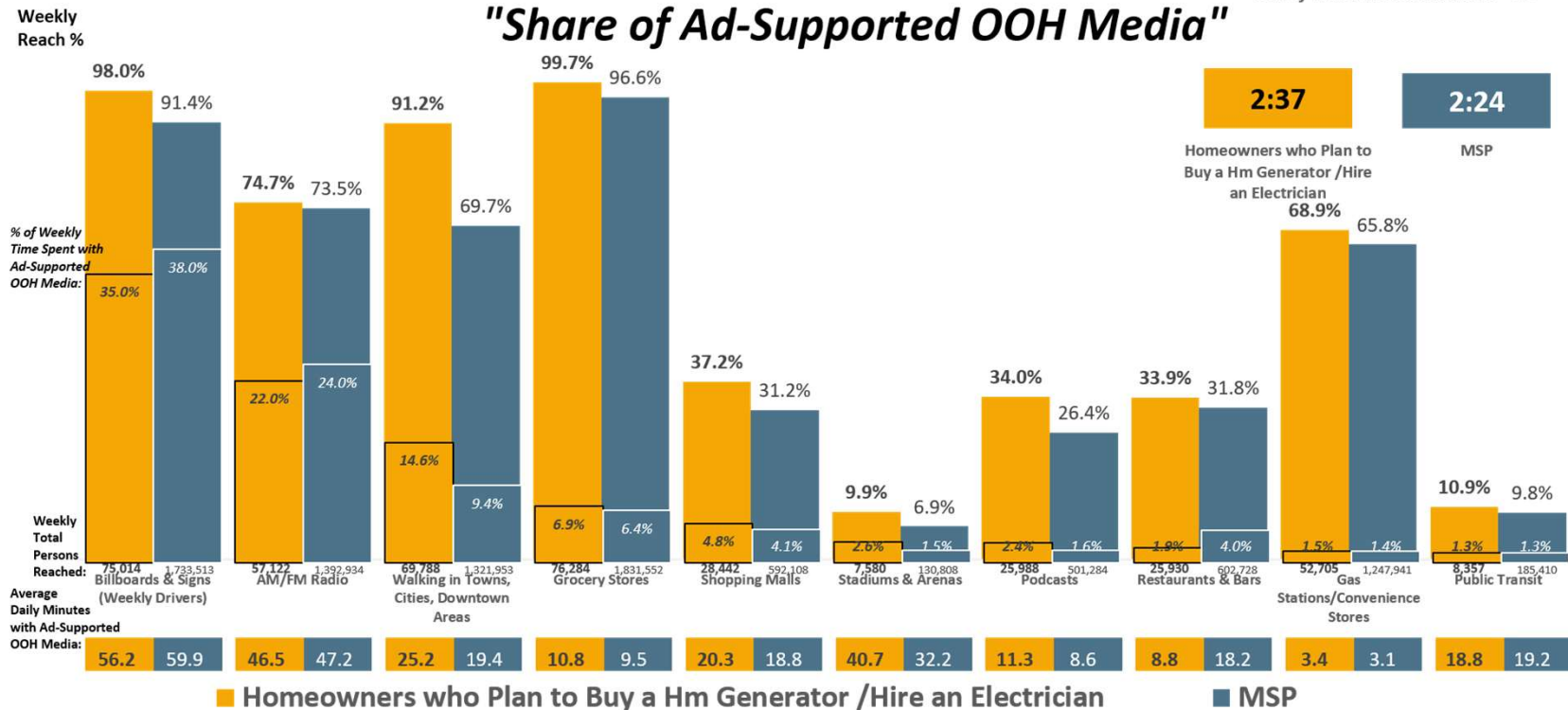
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



75,014 or 98.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 56.2 minutes per day driving, seeing Billboards and Signs representing 35.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached))) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))

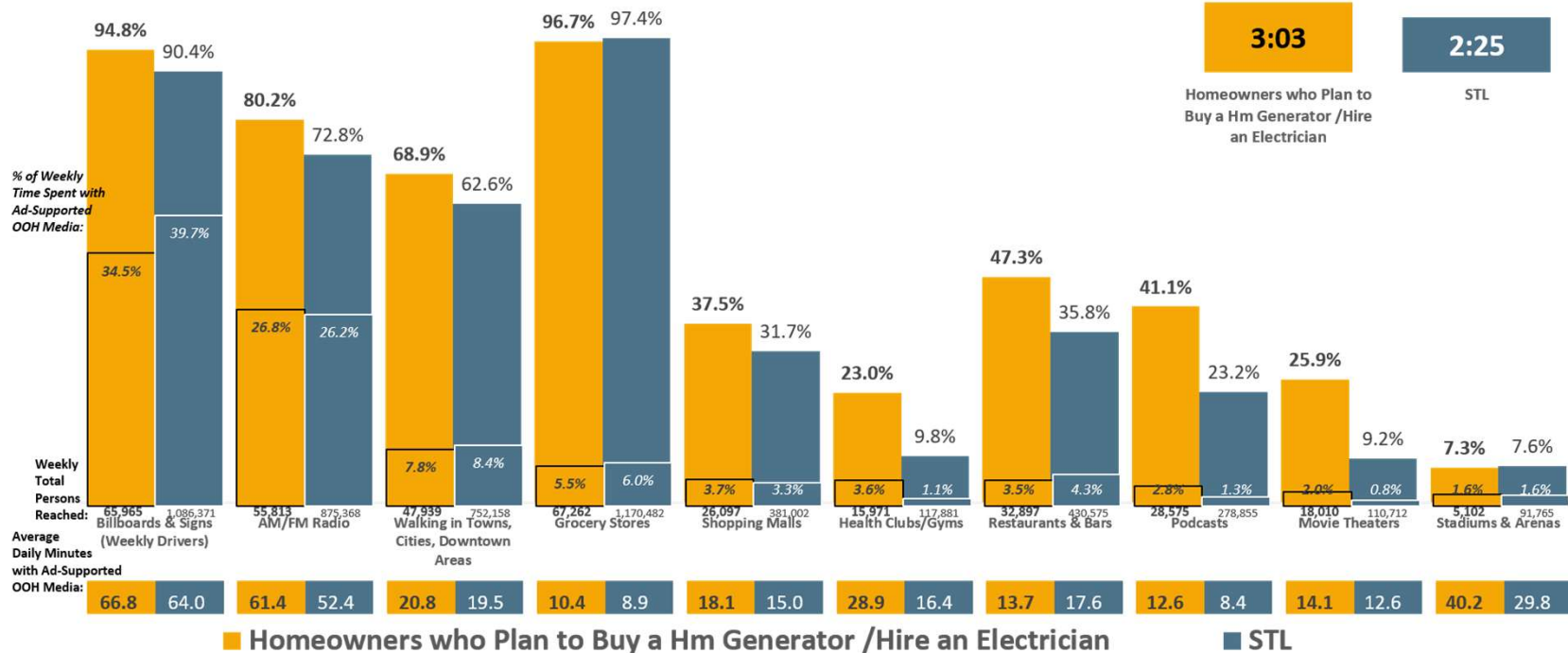


65,965 or 94.8% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 66.8 minutes per day driving, seeing Billboards and Signs representing 34.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:03
Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

2:25
STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 100
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))

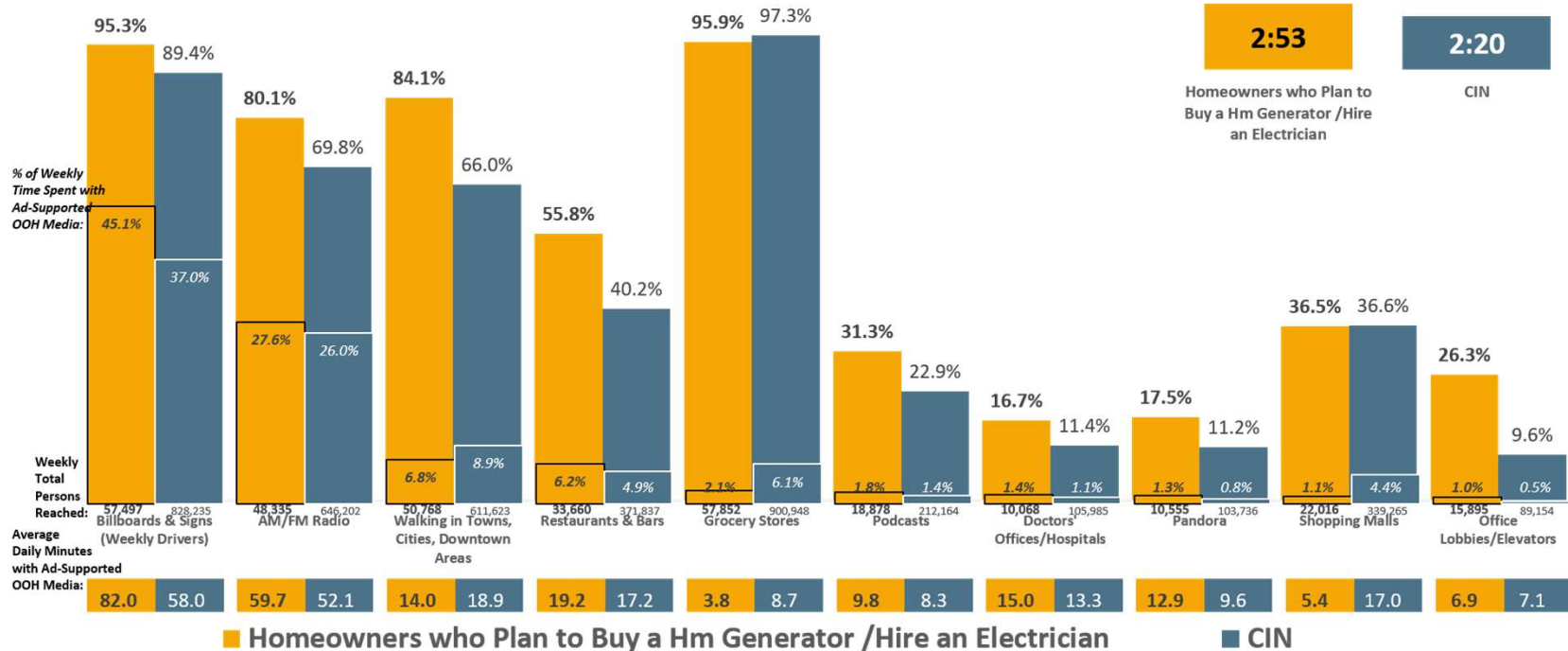


57,497 or 95.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 82. minutes per day driving, seeing Billboards and Signs representing 45.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 35 - 64

Weekly
Reach %

"Share of Ad-Supported OOH Media"



2:53

Homeowners who Plan to
Buy a Hm Generator /Hire
an Electrician

2:20

CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 88
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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for Anything

{{(Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)}}

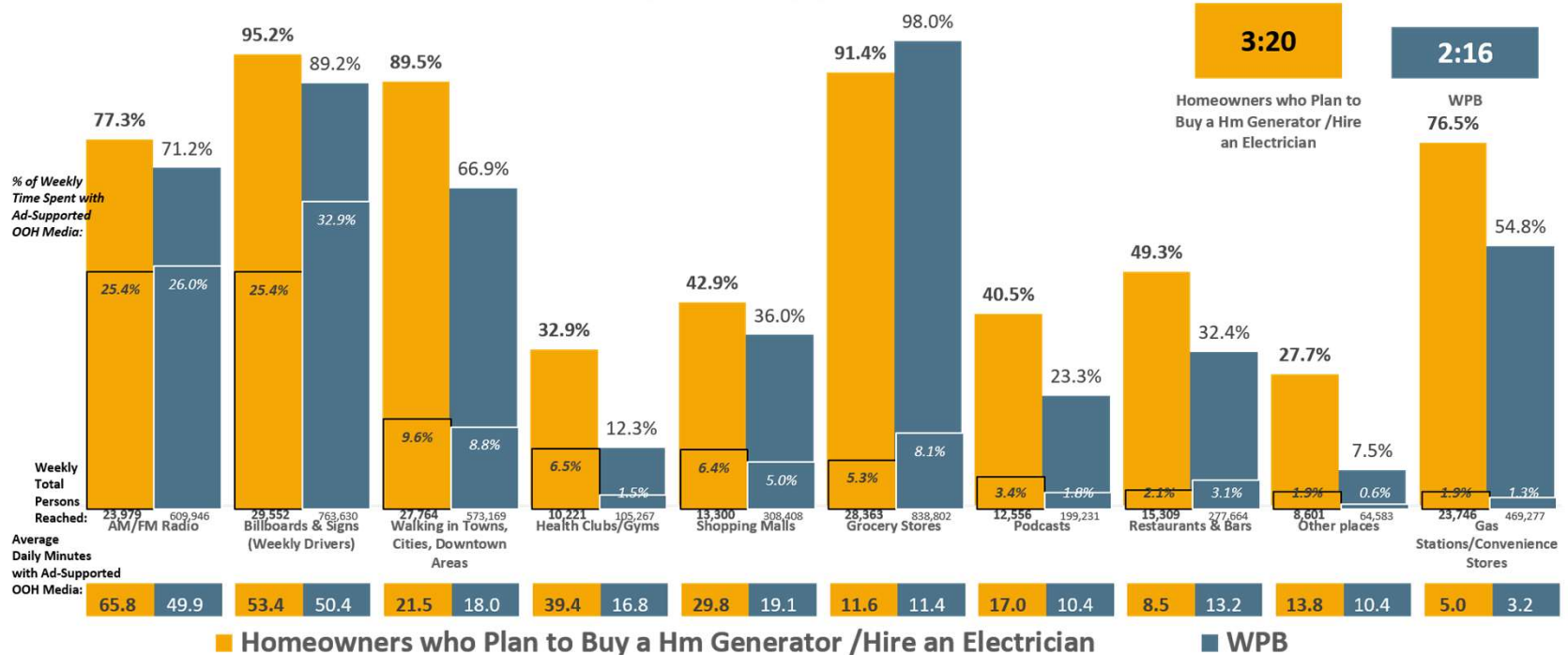


29,552 or 95.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 53.4 minutes per day driving, seeing Billboards and Signs representing 25.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:20
Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

2:16
WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 86 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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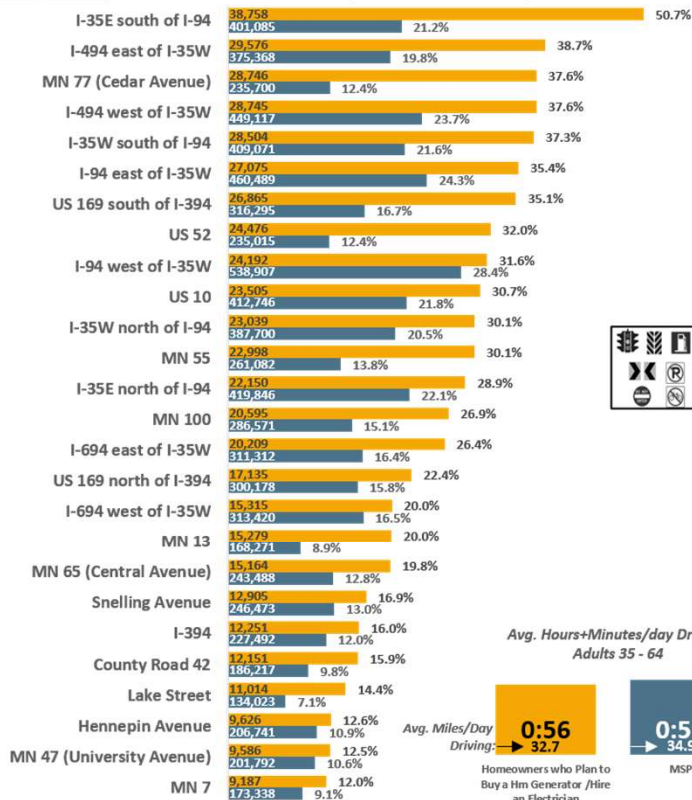
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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached))) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))



75,014 or 98.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 56.2 minutes per day driving an average of 32.7 miles each day and are 202.1% more likely to use MN 77 (Cedar Avenue) than the Metro averag

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64

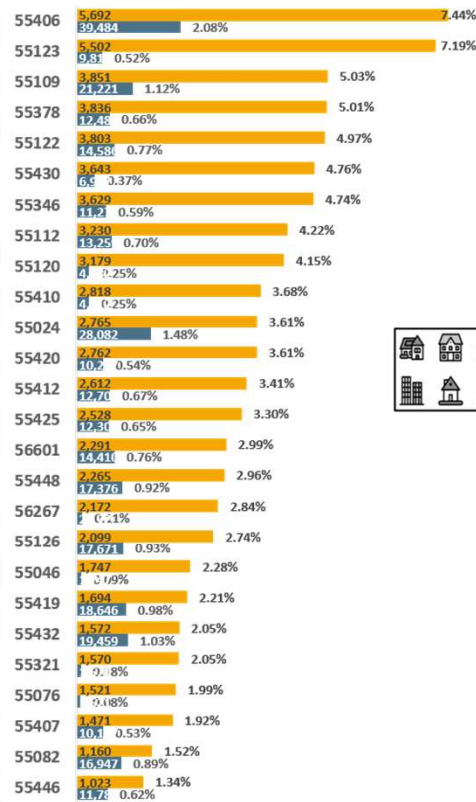


Avg. Hours+Minutes/day Driving:
Adults 35 - 64

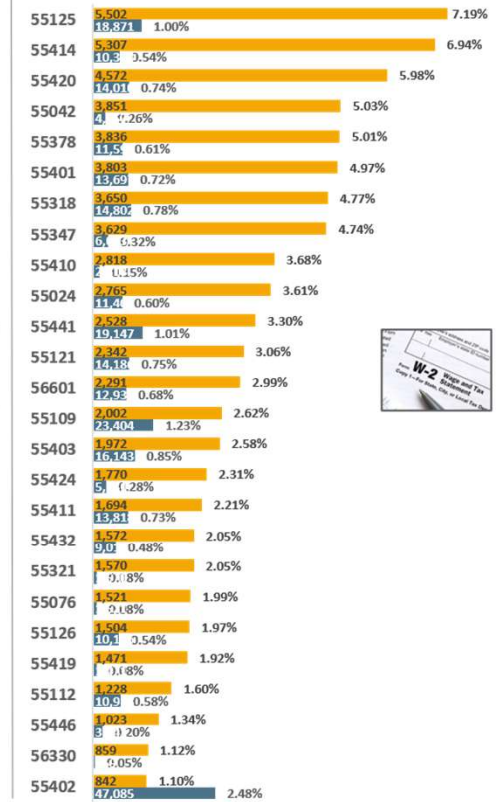


■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ MSP

Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64

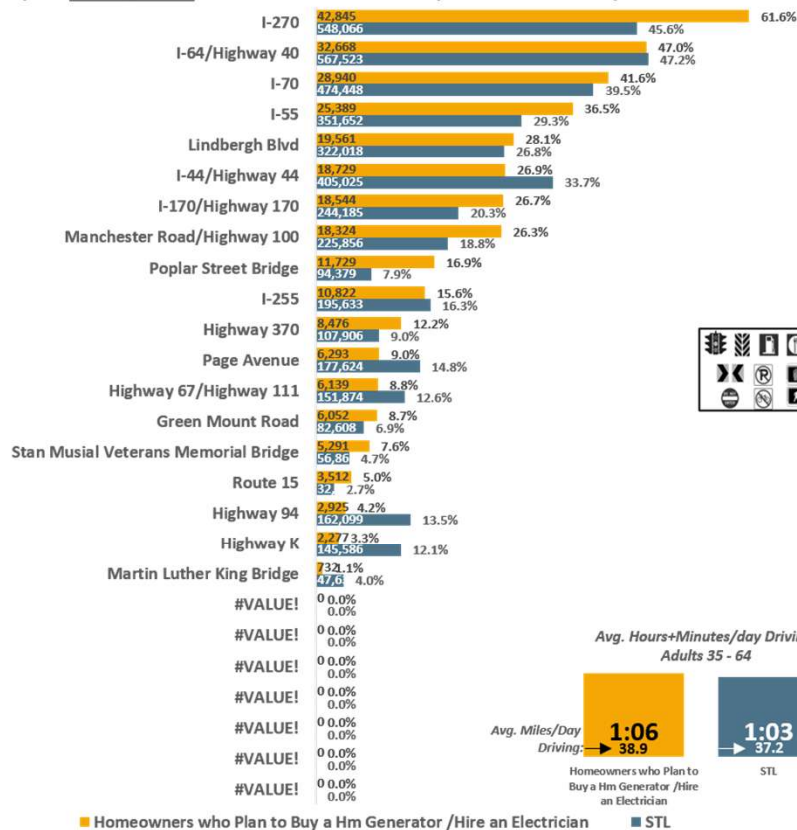


soefa.ai Share of Everything for Anything

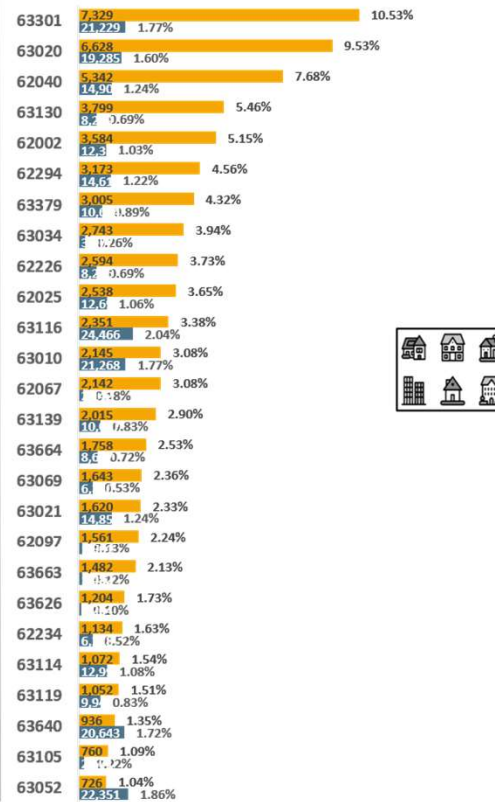


65,965 or 94.8% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 66.8 minutes per day driving an average of 38.9 miles each day and are 114.7% more likely to use Poplar Street Bridge than the Metro avera

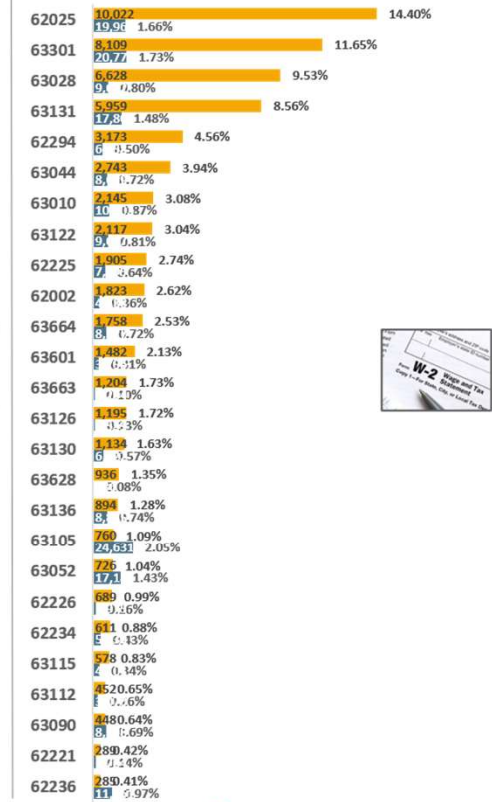
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



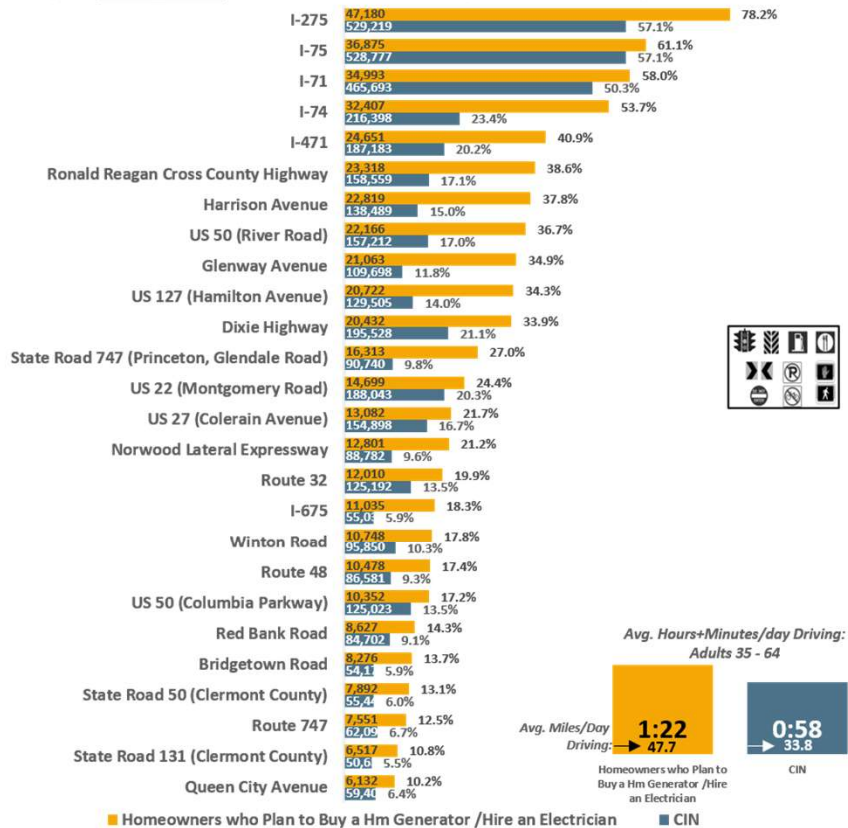
Top-26 Employment Zip Codes: Adults 35 - 64



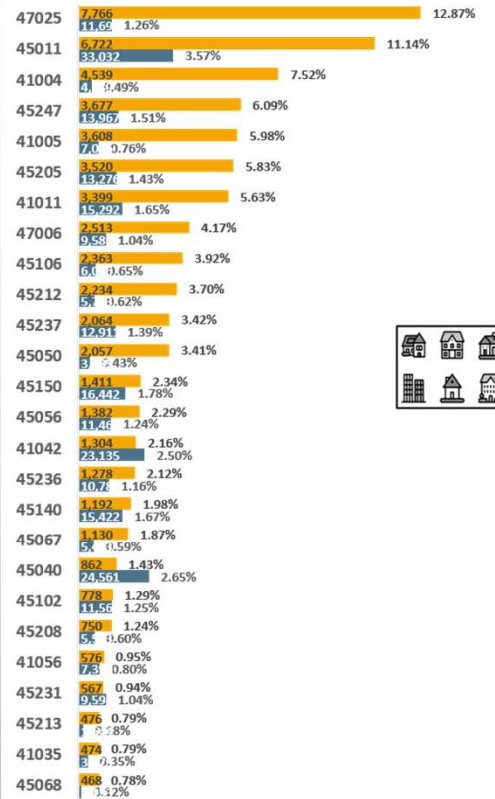


57,497 or 95.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 82. minutes per day driving an average of 47.7 miles each day and are 207.8% more likely to use I-675 than the Metro average.

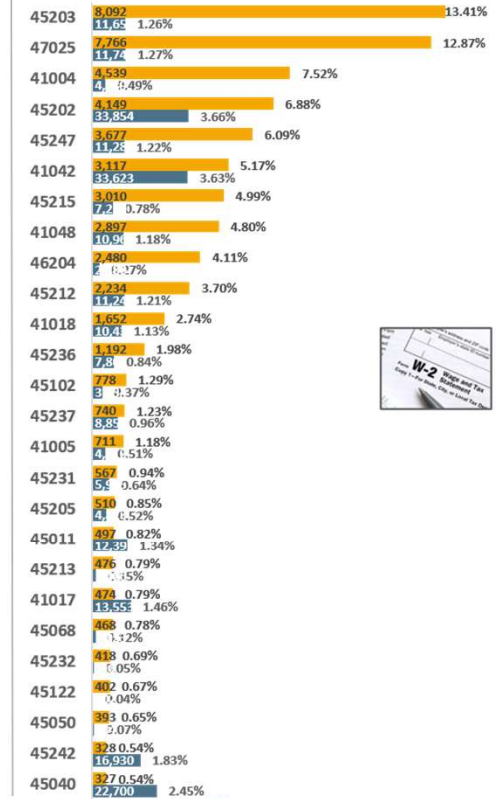
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



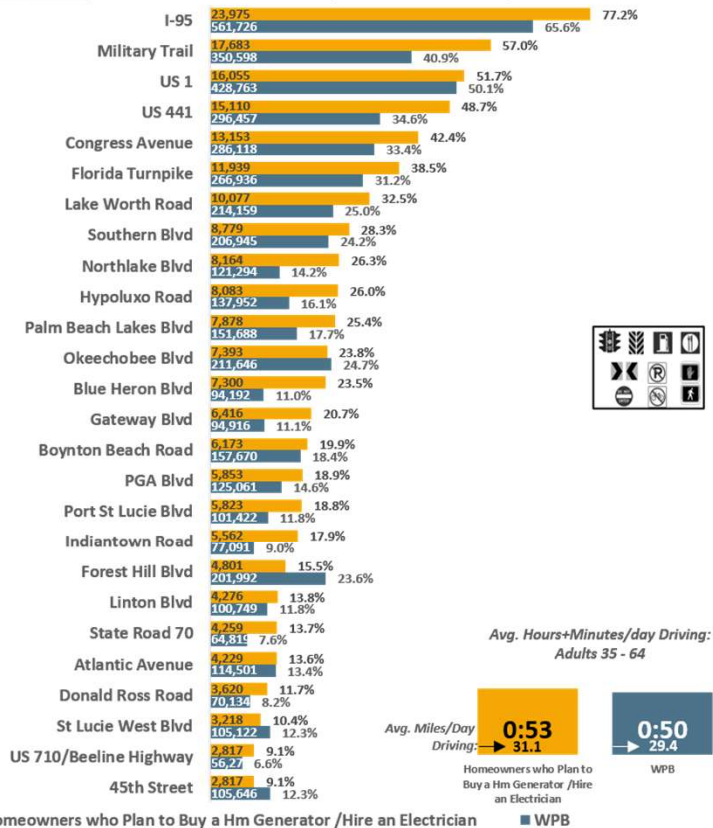
Top-26 Employment Zip Codes: Adults 35 - 64



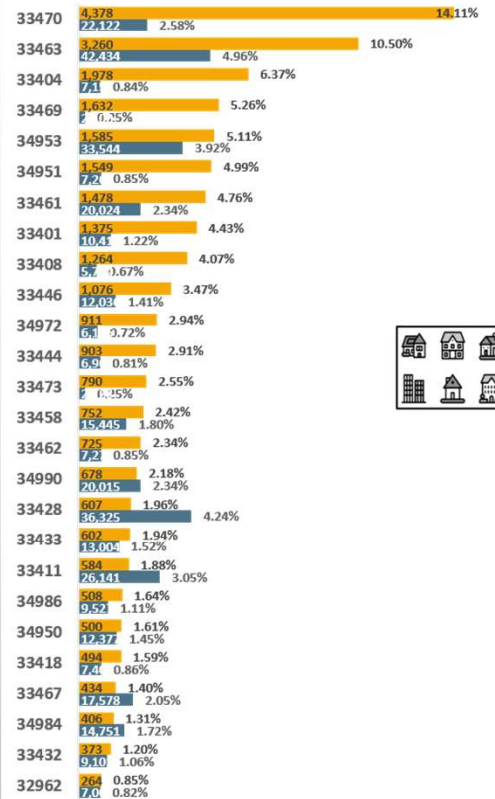


29,552 or 95.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 53.4 minutes per day driving an average of 31.1 miles each day and are 113.8% more likely to use Blue Heron Blvd than the Metro average.

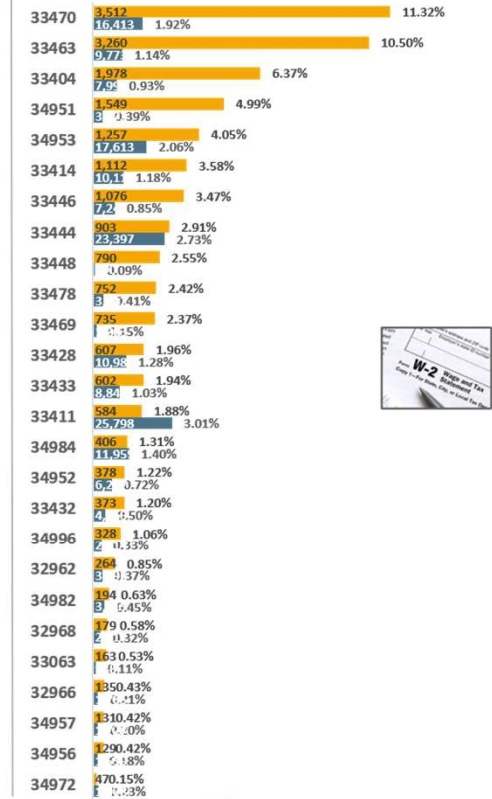
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



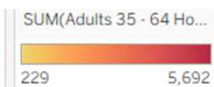
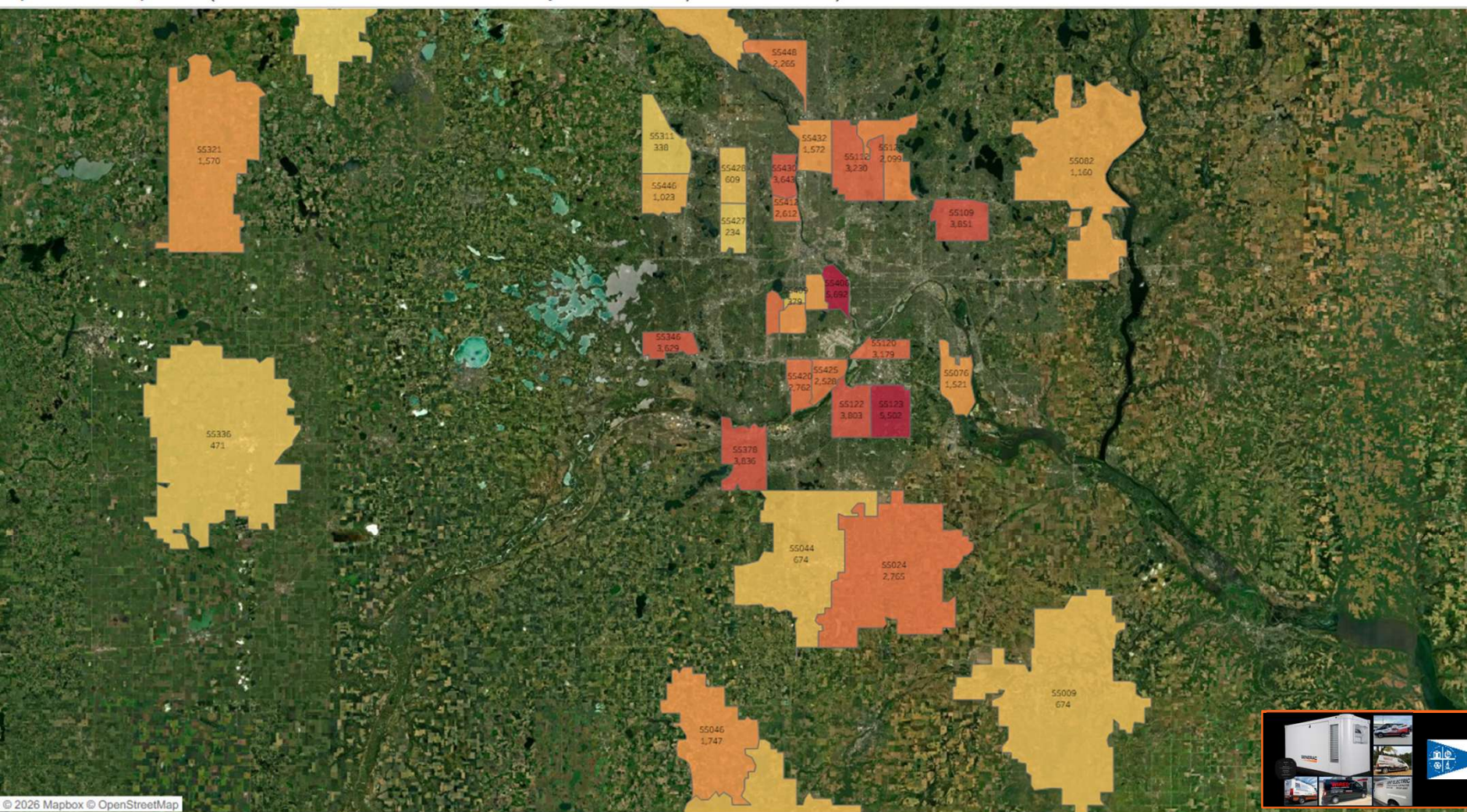
Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64



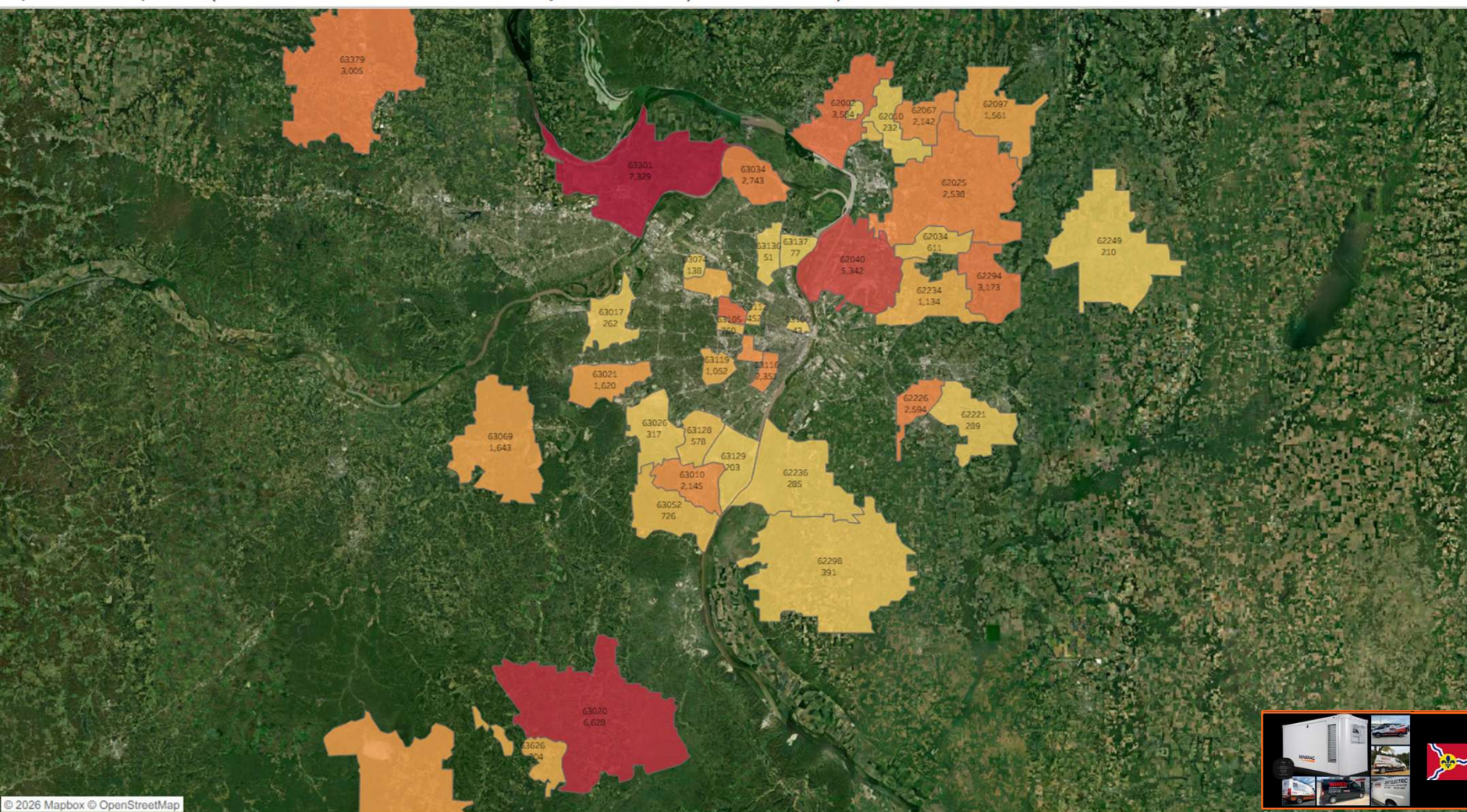
Top Residential Zip Codes: (Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician)



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Top Residential Zip Codes: (Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician)



SUM(Adults 35 - 64 Ho...
43 7,329



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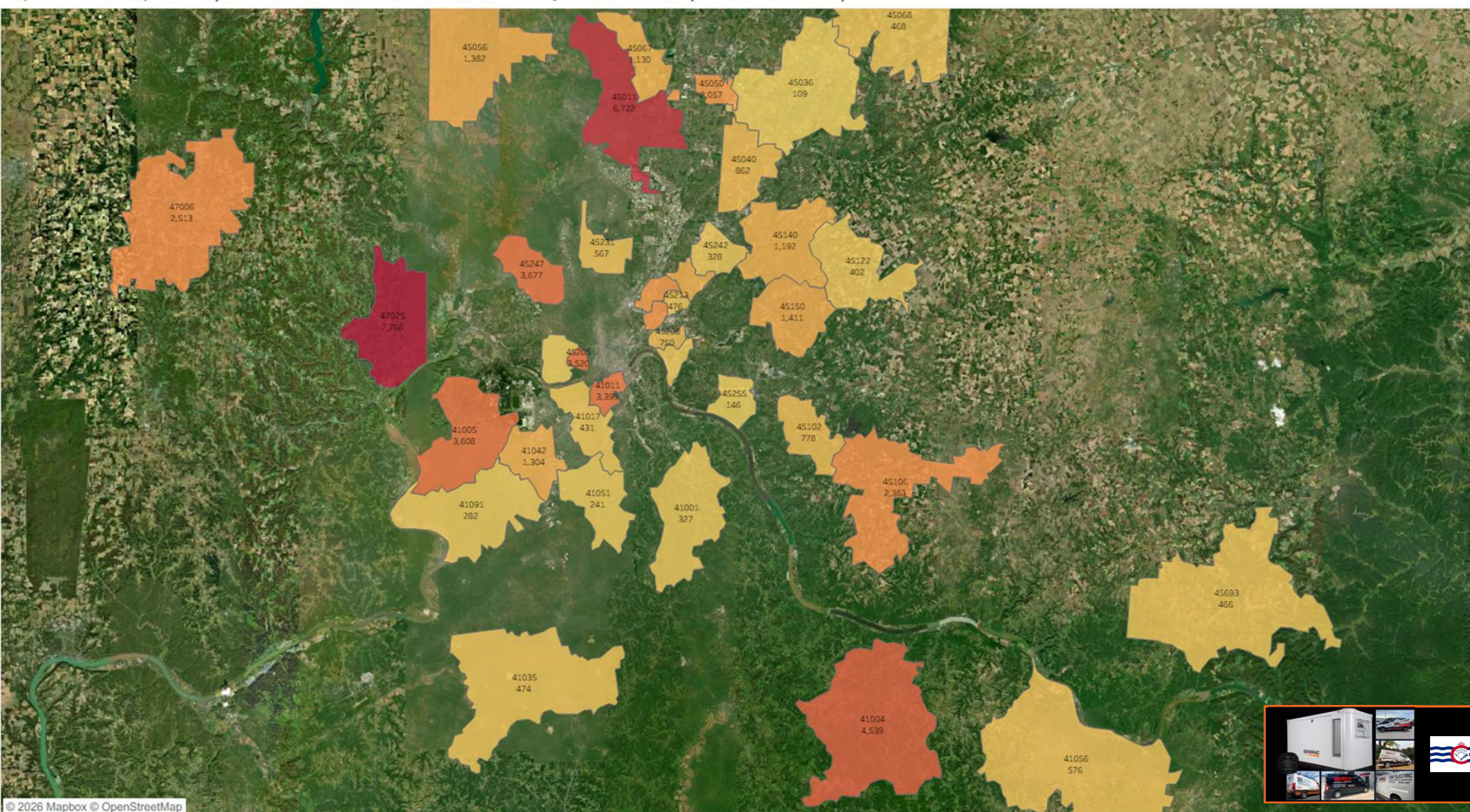
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
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100

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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

Top Residential Zip Codes: (Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician)



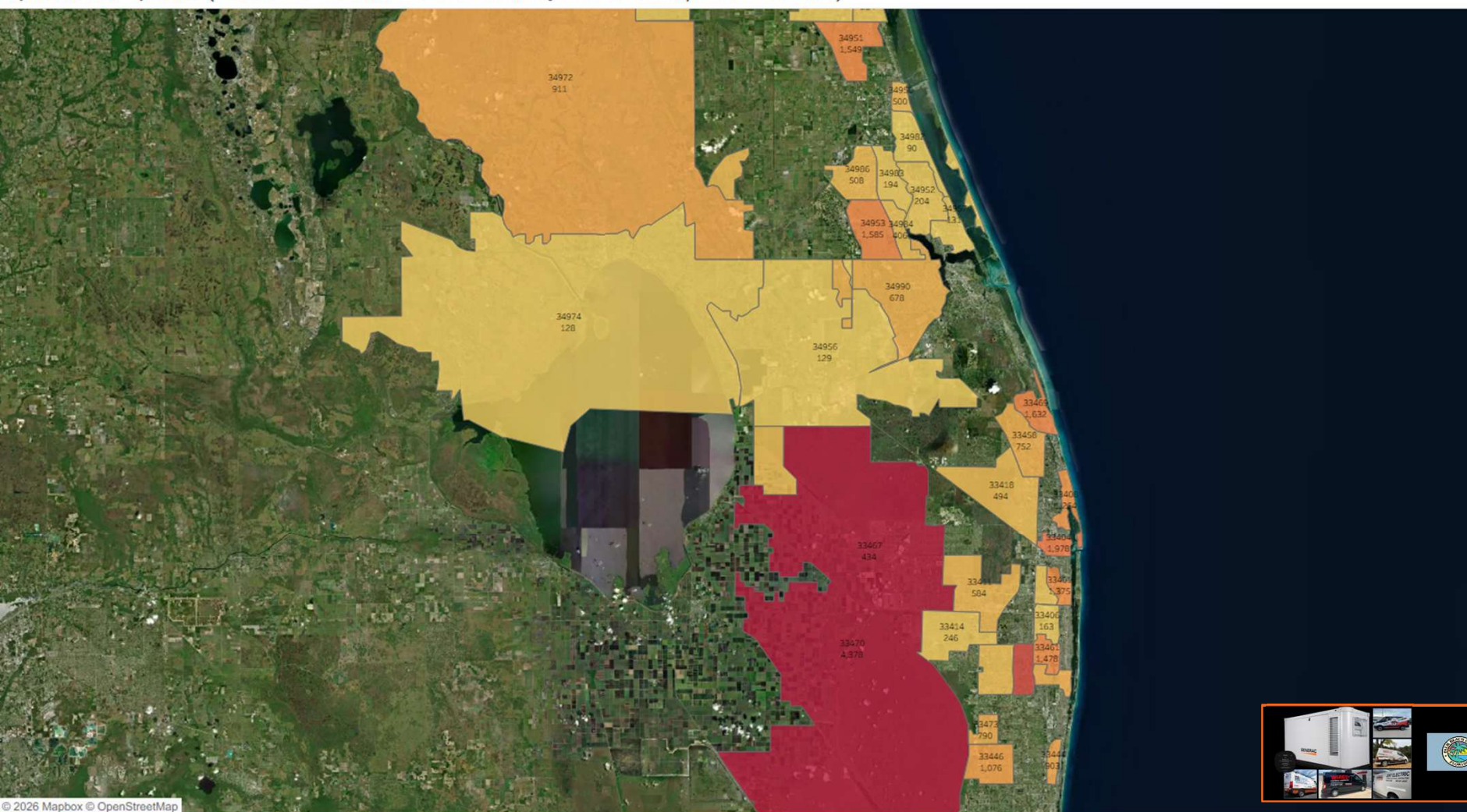
SUM(Adults 35 - 64 Ho...



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Top Residential Zip Codes: (Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator/Hire an Electrician)



SUM(Adults 35 - 64 Ho...



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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab
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86

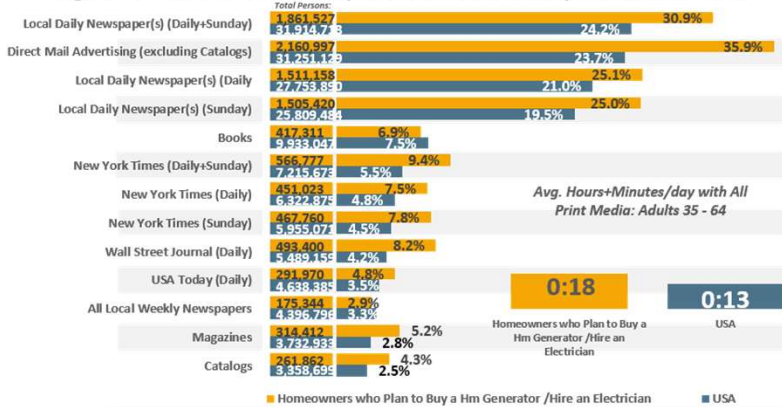
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for Anything ®

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

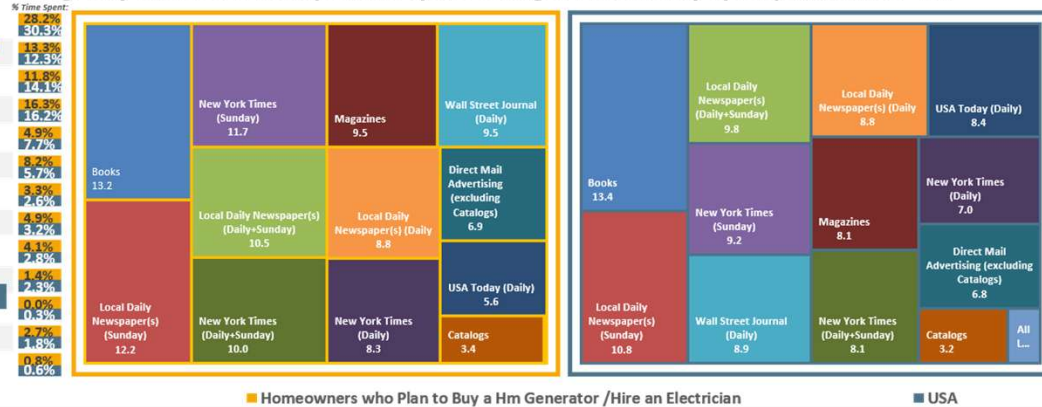


1,861,527 or 30.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 29.6% of all time spent daily with All forms of Print M

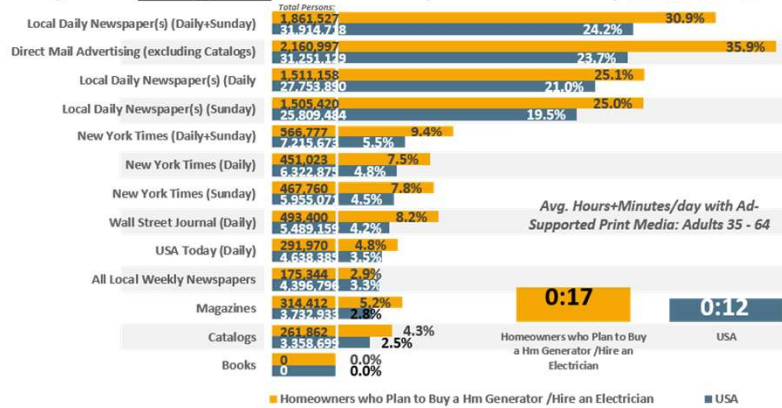
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



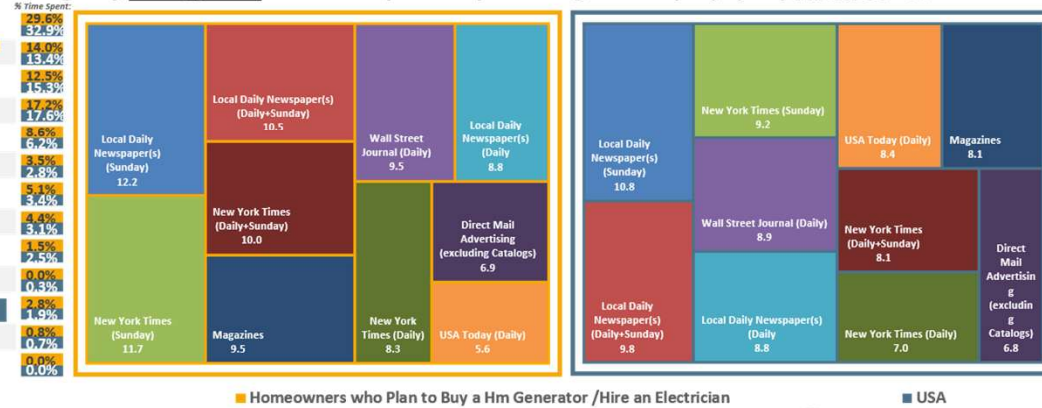
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



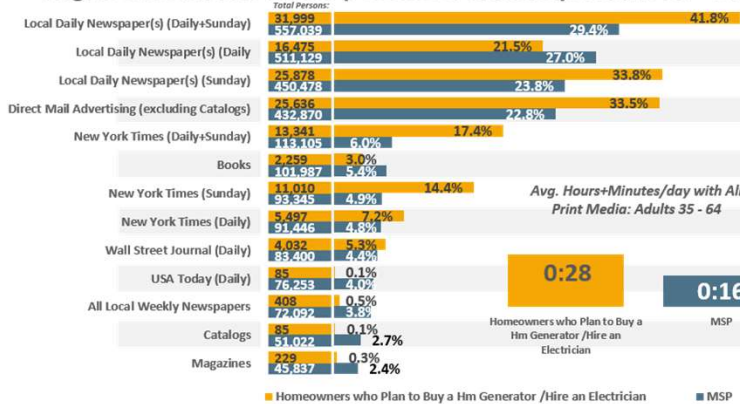
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



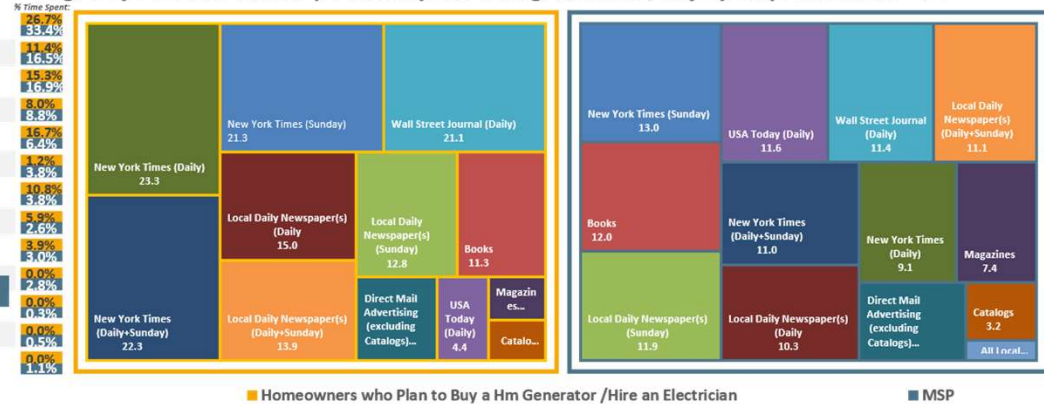


31,999 or 41.8% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.9 minutes every day representing 27.0% of all time spent daily with All forms of Print Media

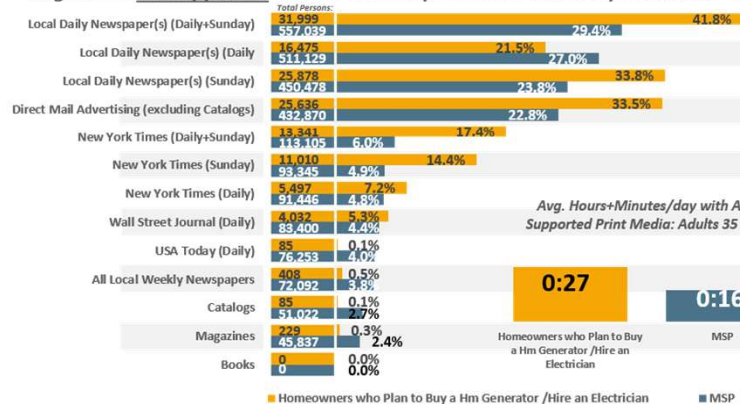
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



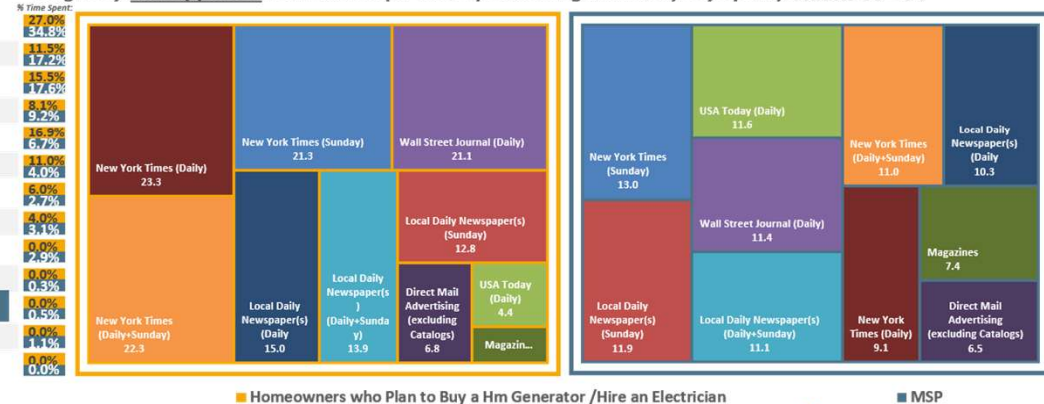
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



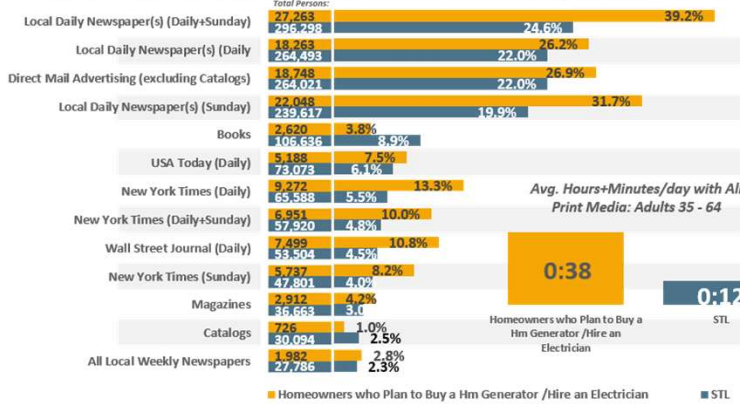
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





27,263 or 39.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.8 minutes every day representing 28.8% of all time spent daily with All forms of Print Medi

Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Hours+Minutes/day with All Print Media: Adults 35 - 64

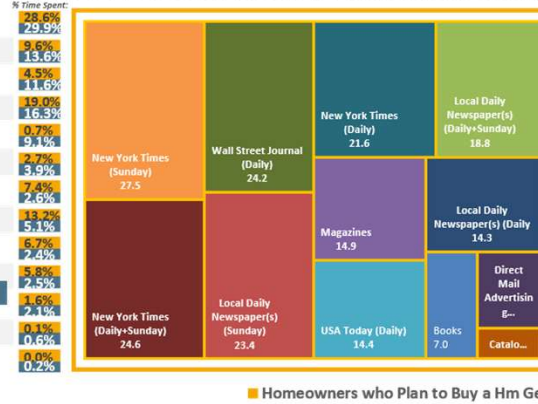
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Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

STL

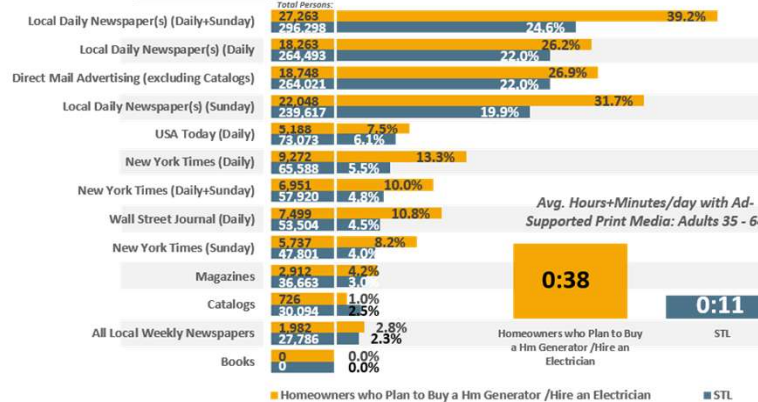
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

STL

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 - 64

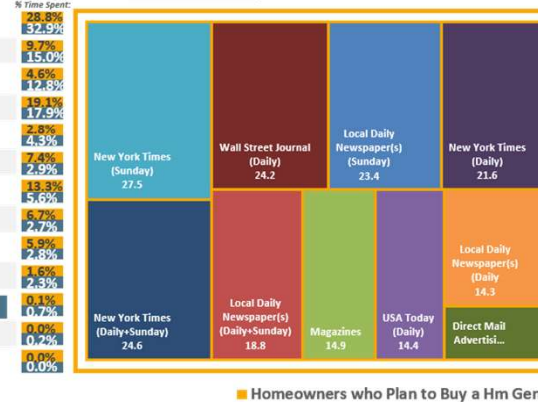
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Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

STL

Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
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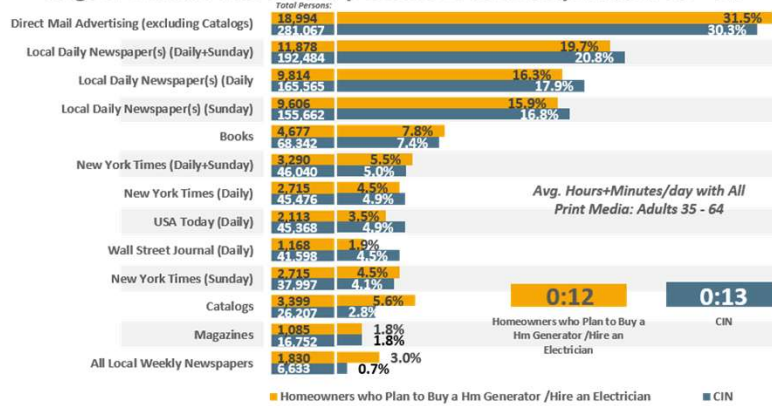
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

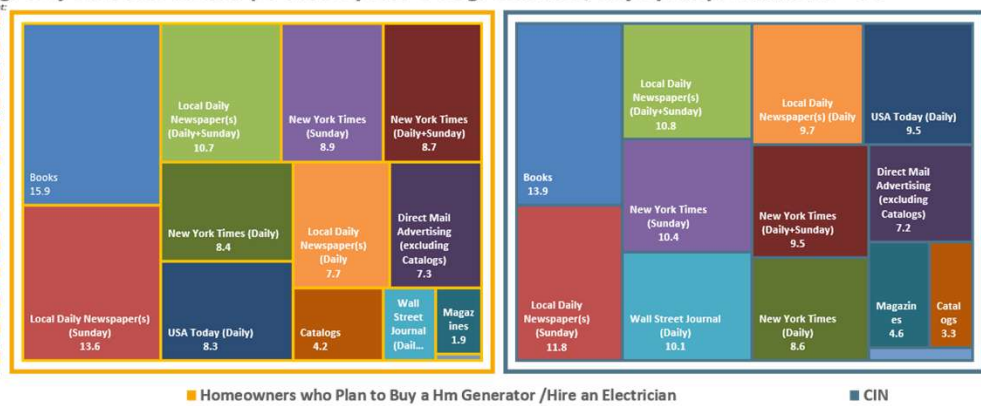


11,878 or 19.7% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 30.2% of all time spent daily with All forms of Print Medi

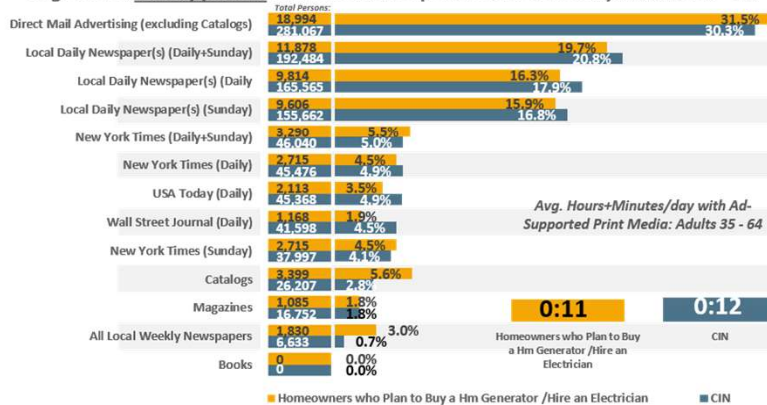
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



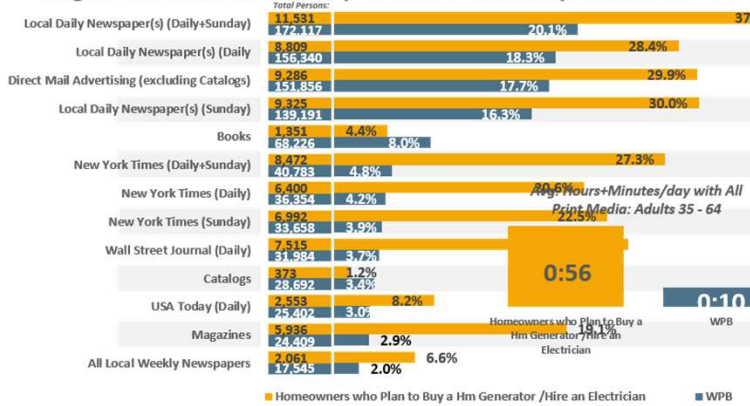
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





11,531 or 37.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 19.8 minutes every day representing 20.8% of all time spent daily with All forms of Print Medi

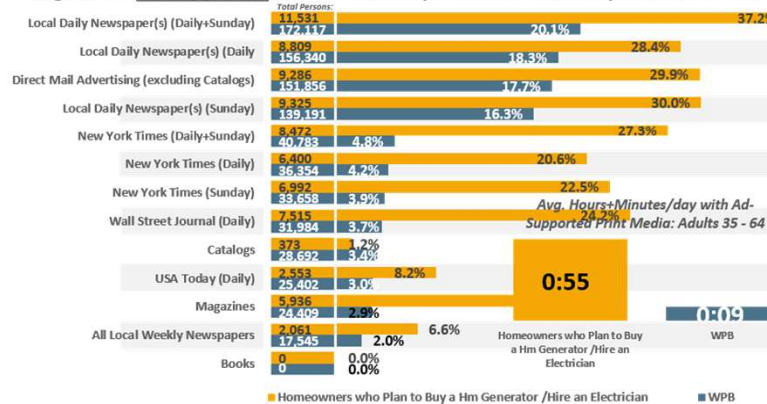
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



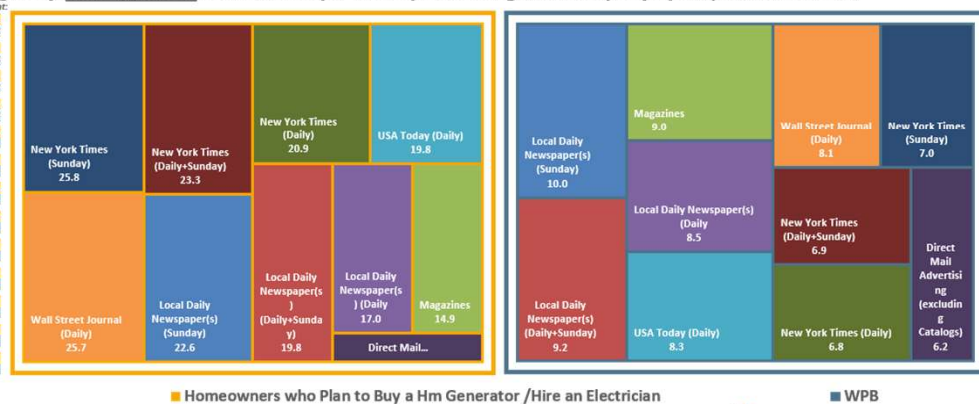
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



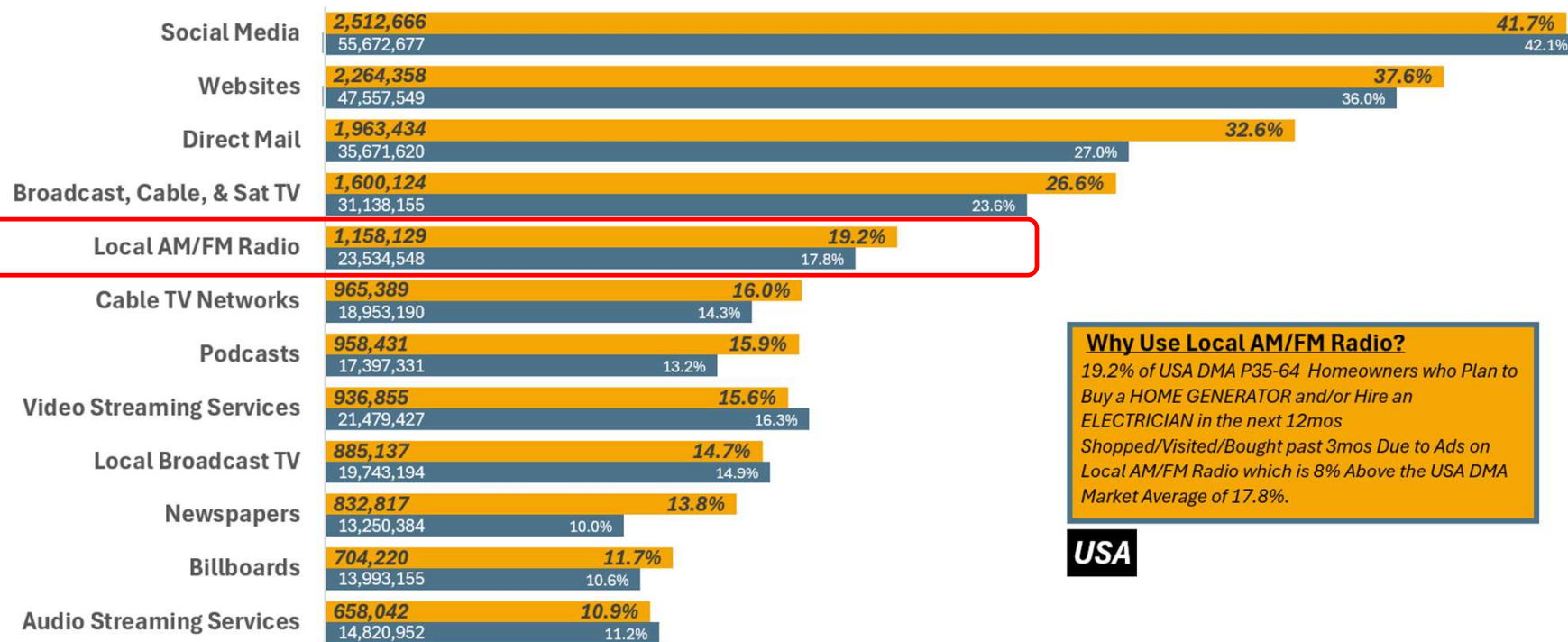
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





"Advertising Actions"

P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.2% of USA DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 17.8%.

USA

■ P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 593

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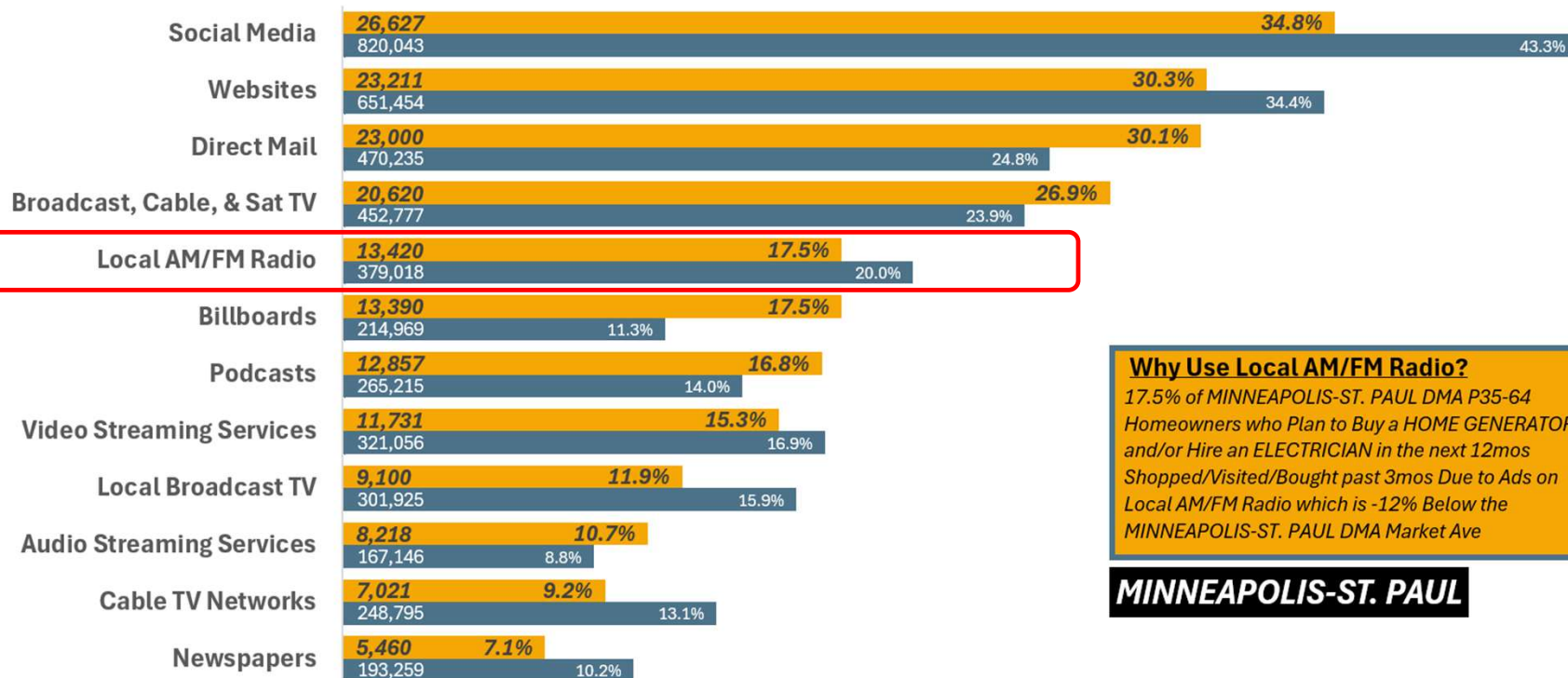
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



"Advertising Actions"

P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.5% of MINNEAPOLIS-ST. PAUL DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the MINNEAPOLIS-ST. PAUL DMA Market Ave

MINNEAPOLIS-ST. PAUL

■ P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 44

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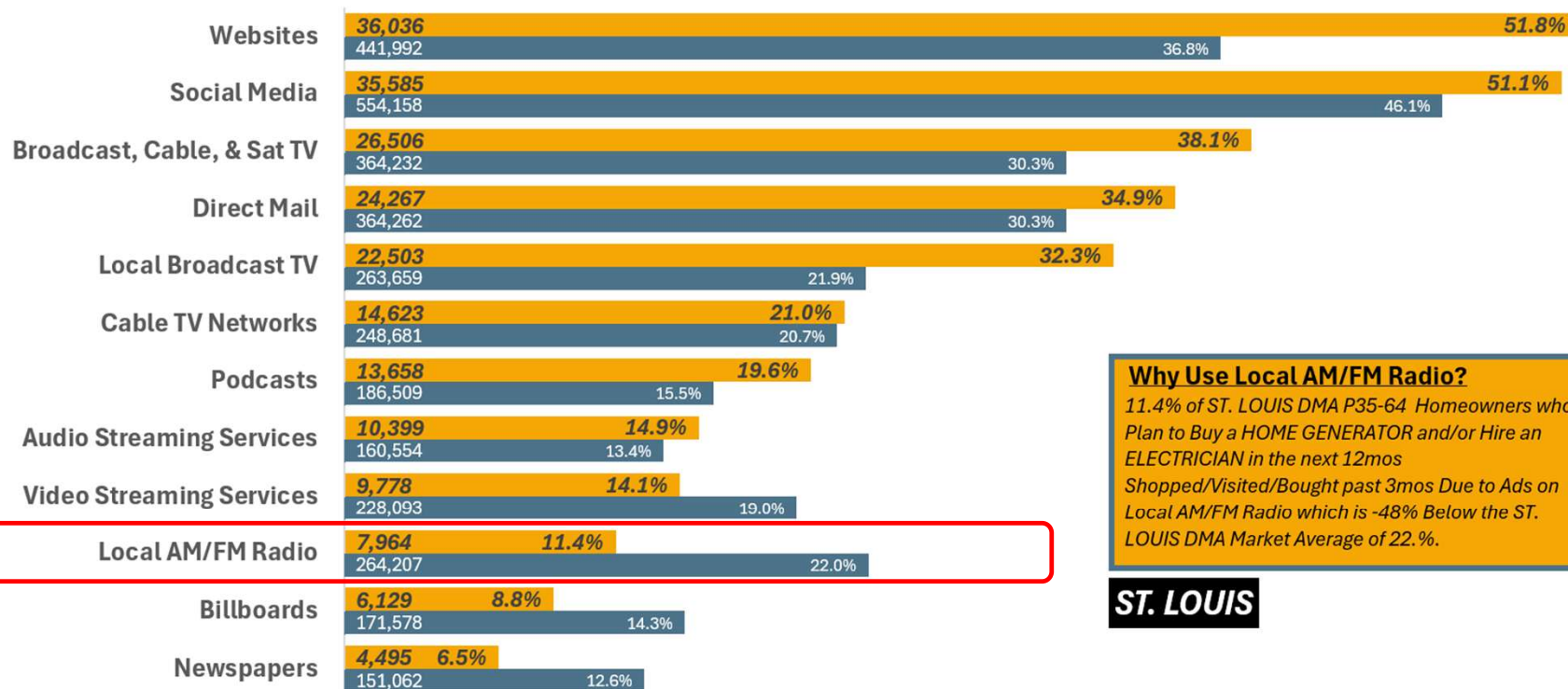
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



"Advertising Actions"

P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.4% of ST. LOUIS DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -48% Below the ST. LOUIS DMA Market Average of 22.0%.

ST. LOUIS

■ P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 58
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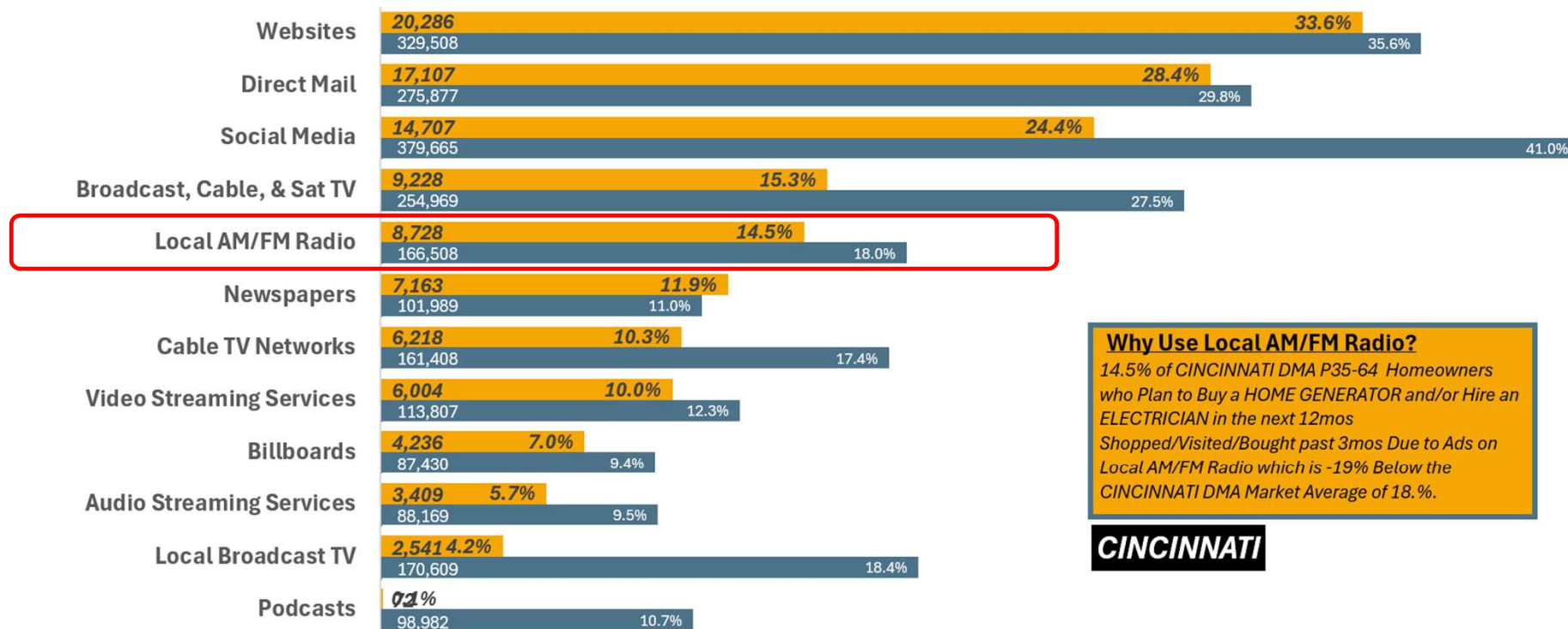
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



"Advertising Actions"

P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.5% of CINCINNATI DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -19% Below the CINCINNATI DMA Market Average of 18.0%.

CINCINNATI

■ P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 45
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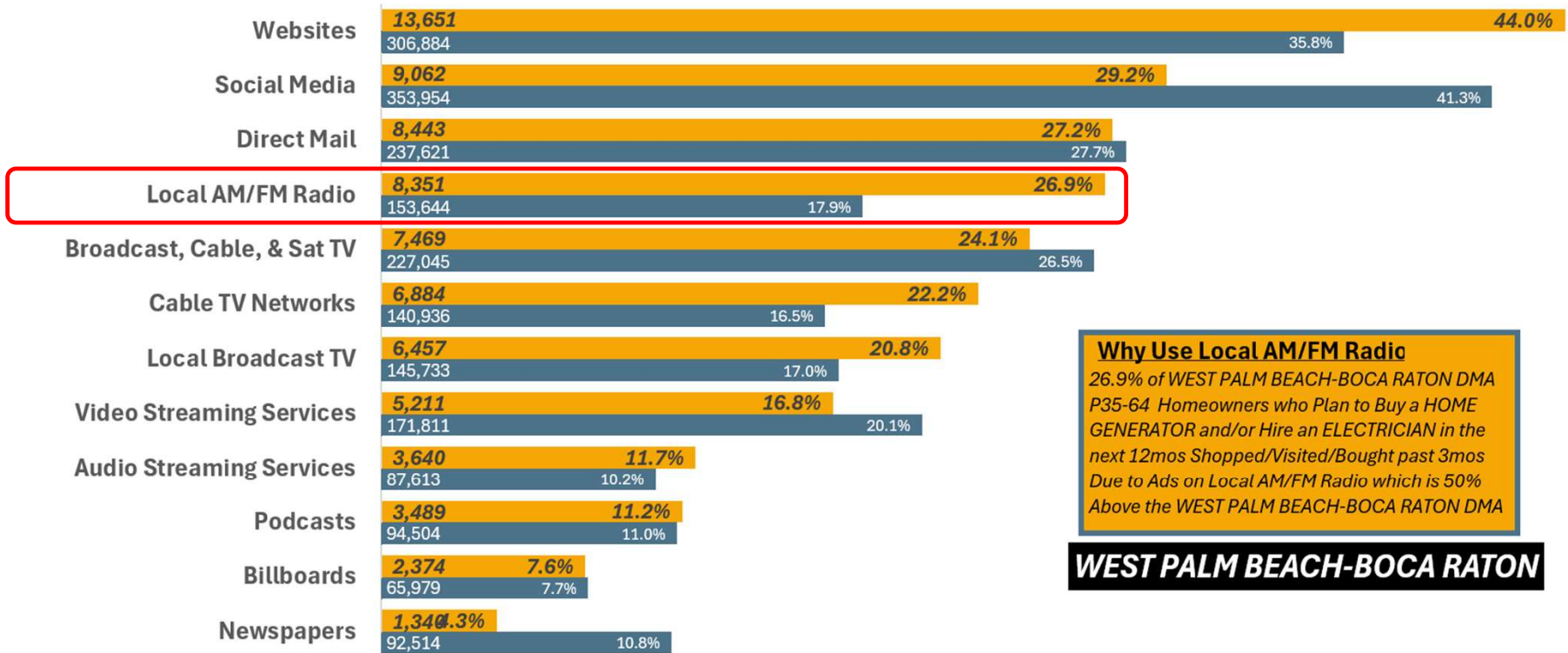
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



"Advertising Actions"

P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

26.9% of WEST PALM BEACH-BOCA RATON DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 50% Above the WEST PALM BEACH-BOCA RATON DMA

WEST PALM BEACH-BOCA RATON

■ P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough RI 2026: Jan25-Jan26 Qual Intab: 50

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