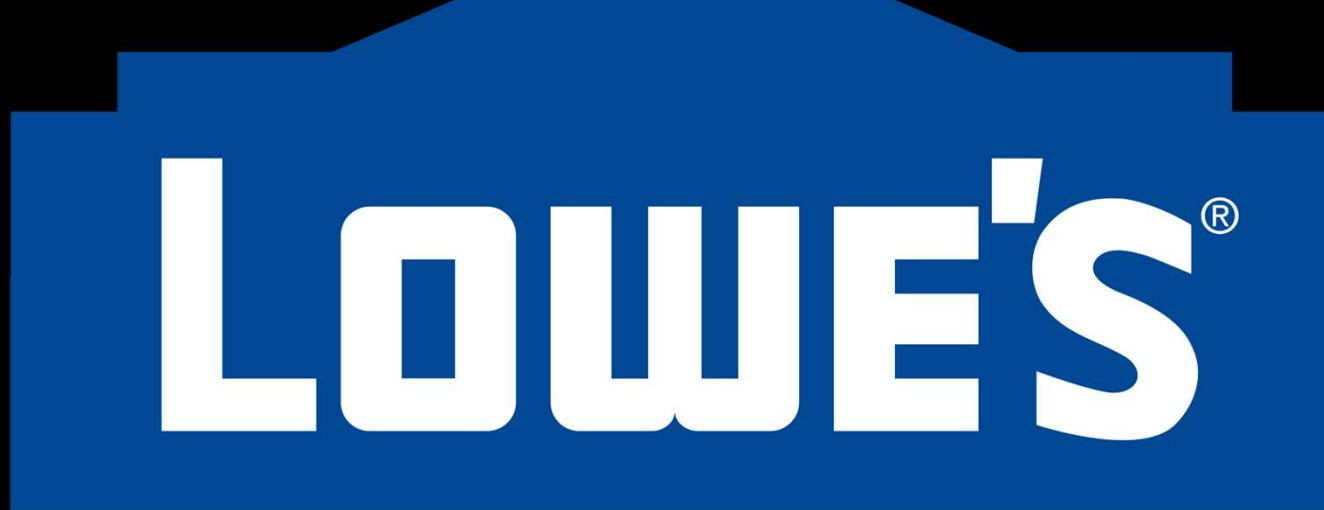


USA+4 More DMAs – P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months!

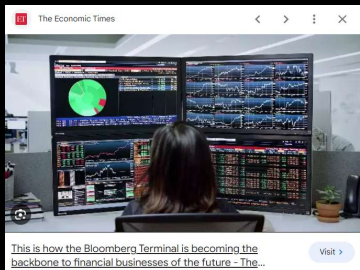
Complete Demographic & Media Use Profiles



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



P35+



Vanguard BlackRock

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

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]





25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 59.2 years old (3.1% older than average) and have a \$147,846 (21.6% higher than average) annual household income.

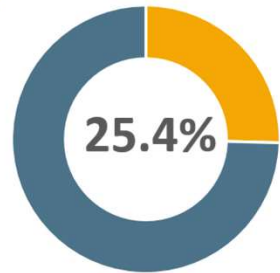


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



■ Homeowners who Bought Items at LOWE'S past 3mos
■ Remainder of USA DMA

Total Persons:

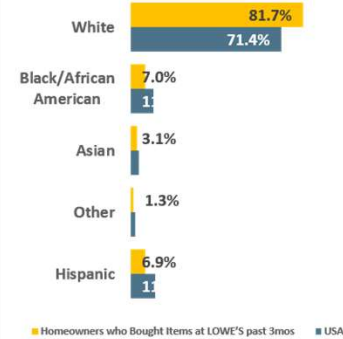
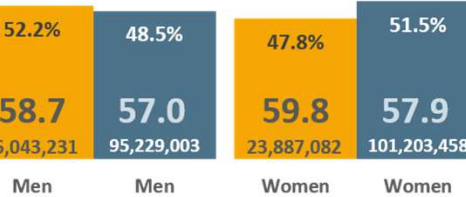
49,930,314

146,502,147

%M vs. %F:

Average Age:

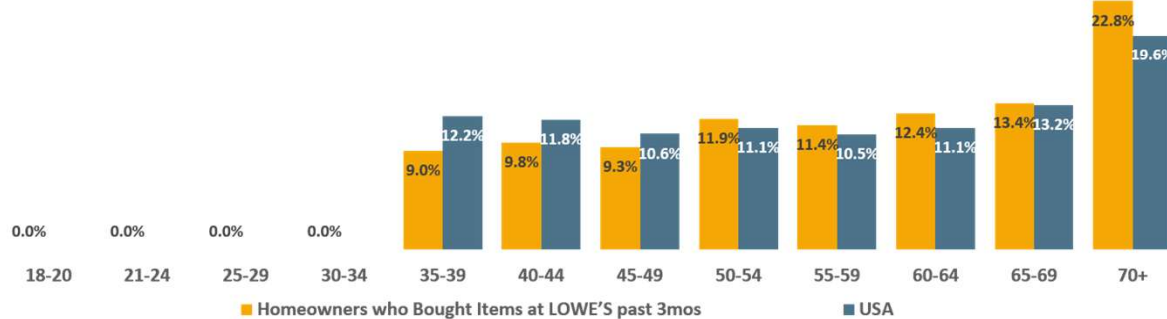
Persons:



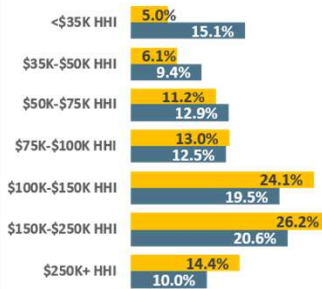
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



HHI of Target vs. Market:



Avg HHI:

\$147,846

\$121,561

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



10.6% or 298,745 of MSP DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 57.7 years old (.2% older than average) and have a \$160,336 (34.1% higher than average) annual household income.

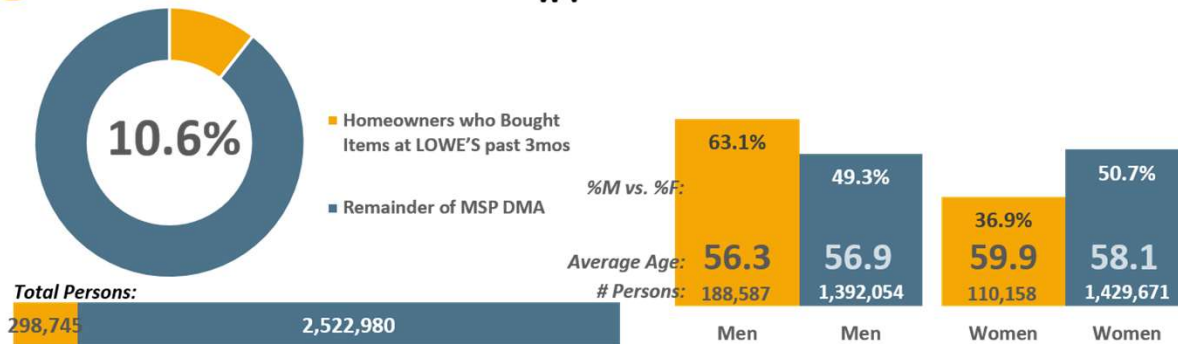


Percent of Market: Adults 35 or older

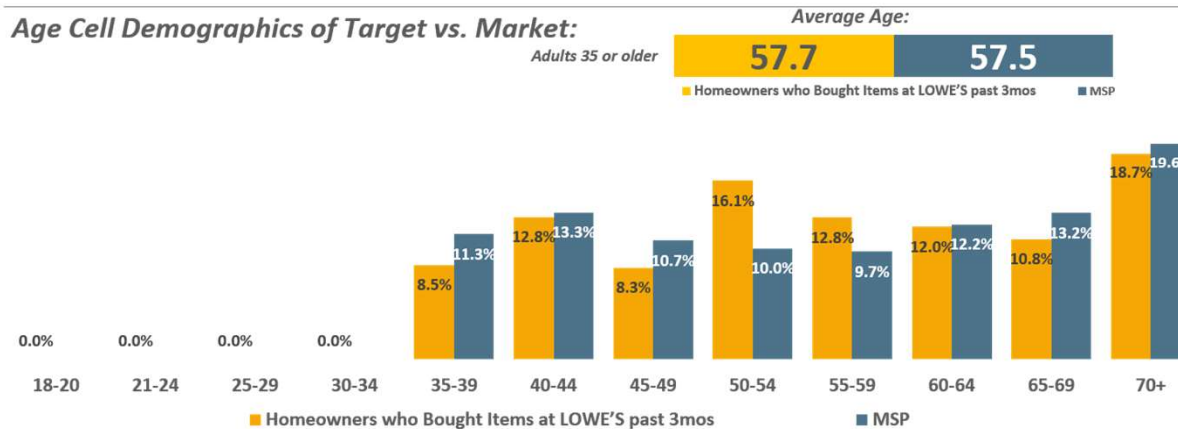


Gender of Target vs. Market: Adults 35 or older

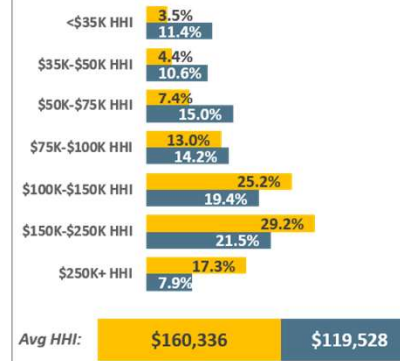
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





37.4% or 686,513 of STL DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 58.9 years old (1.7% older than average) and have a \$136,764 (24.9% higher than average) annual household income.

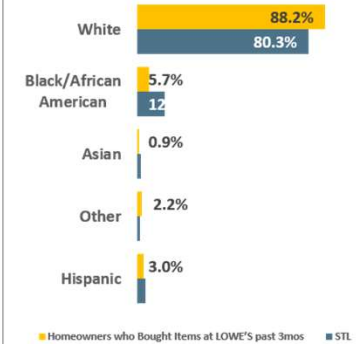
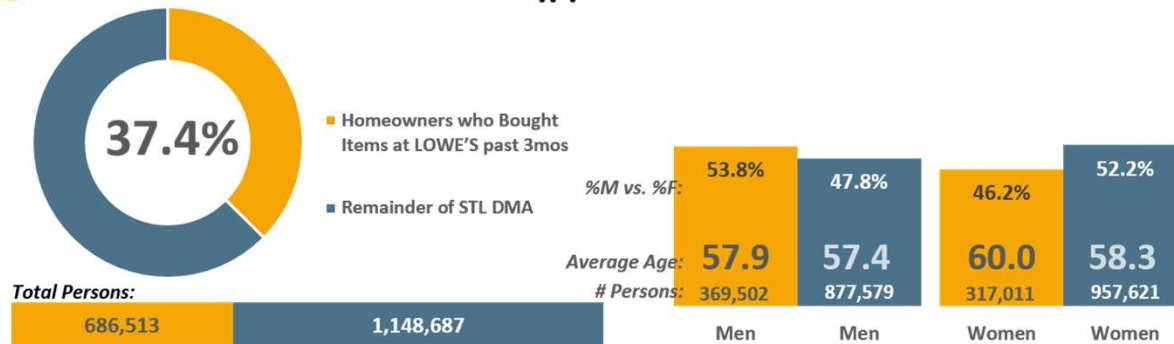


Percent of Market: Adults 35 or older

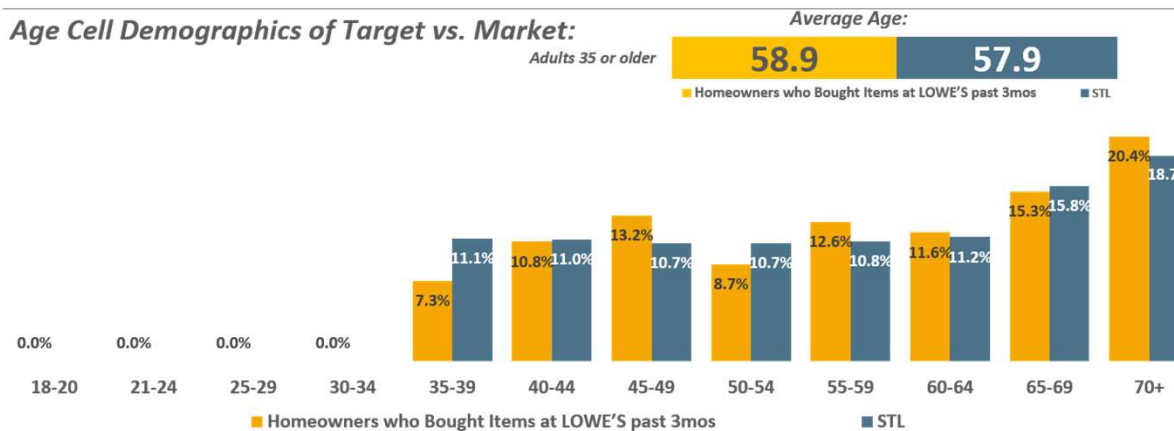


Gender of Target vs. Market: Adults 35 or older

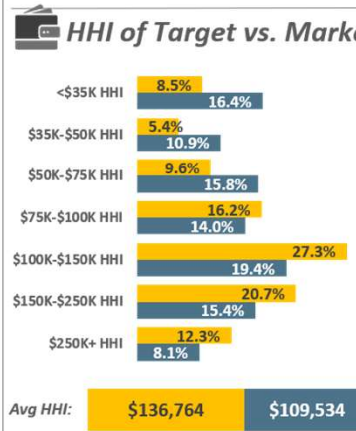
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 662
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



38.8% or 538,087 of CIN DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 60. years old (4.3% older than average) and have a \$128,931 (21.3% higher than average) annual household income.

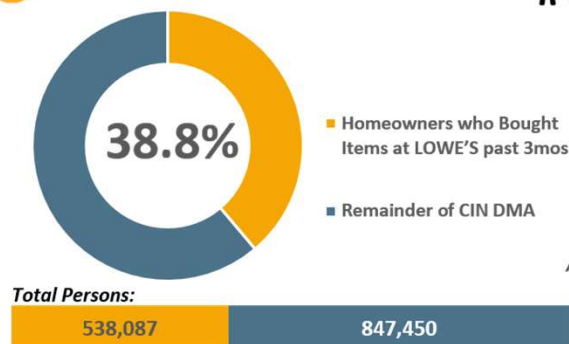


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

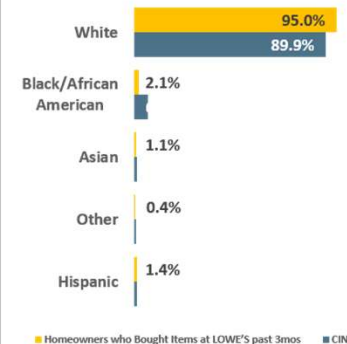
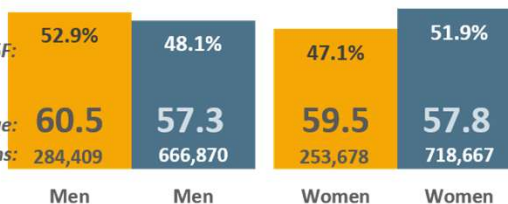
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

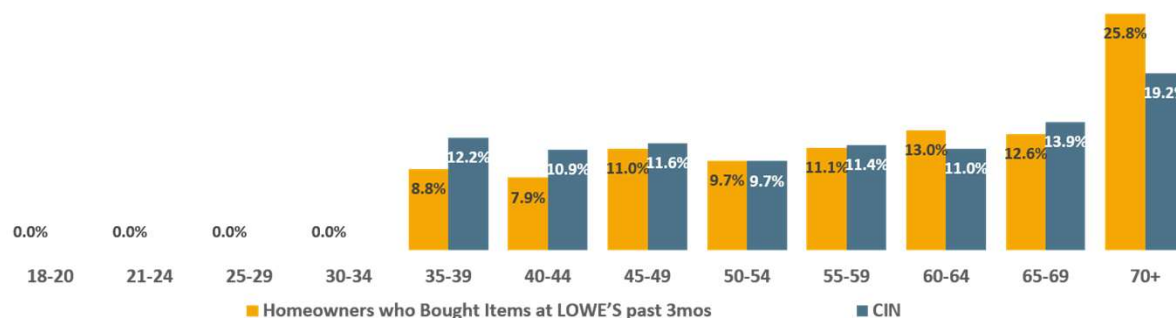
Persons:



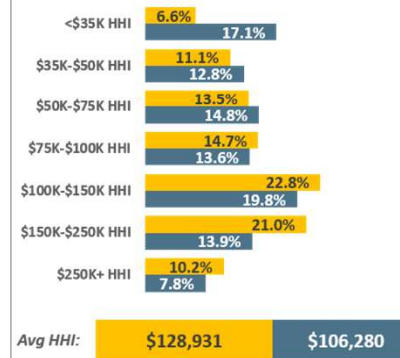
Age Cell Demographics of Target vs. Market:

Adults 35 or older

Average Age:



HHI of Target vs. Market:





27.4% or 414,773 of WPB DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Typical Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 64.3 years old (5.5% older than average) and have a \$121,505 (12.2% higher than average) annual household income.

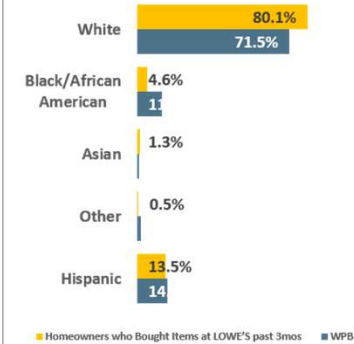
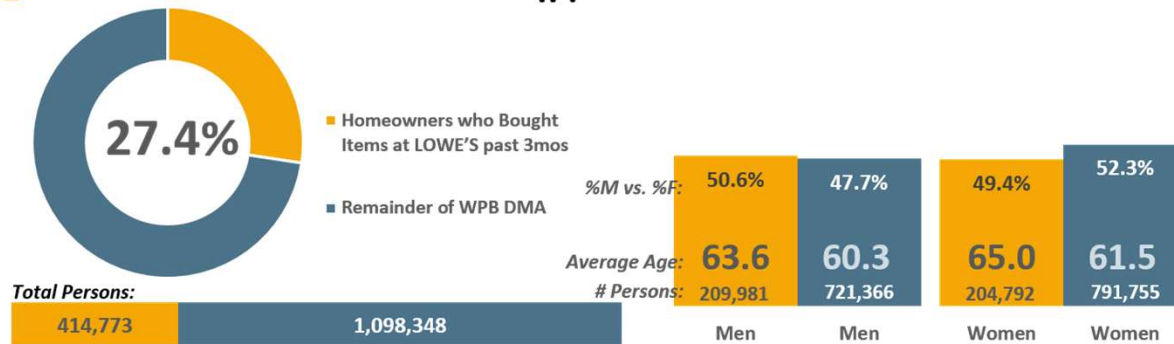


Percent of Market: Adults 35 or older

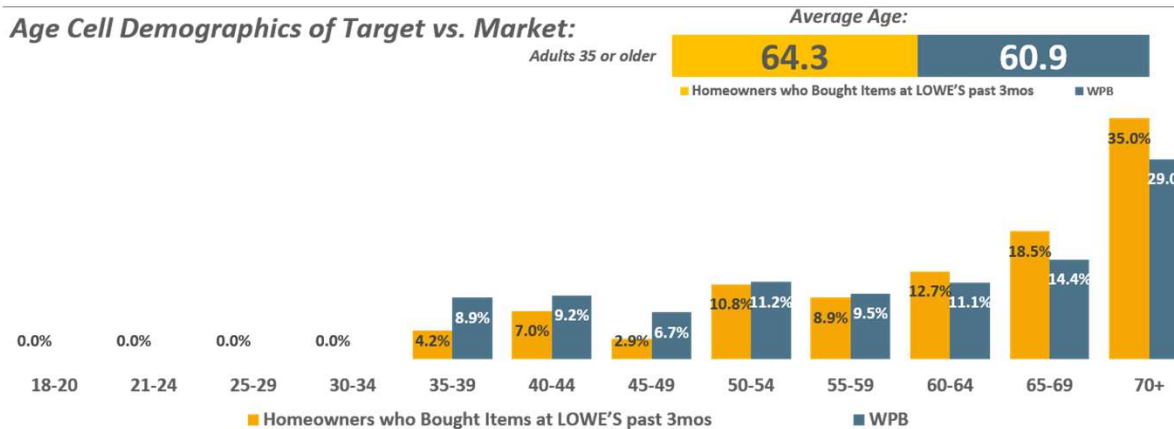


Gender of Target vs. Market: Adults 35 or older

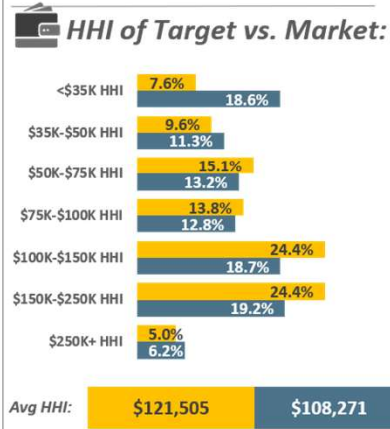
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

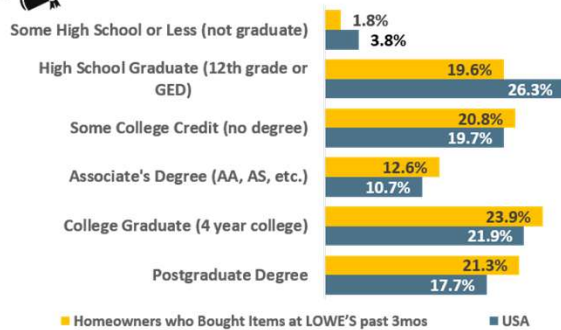




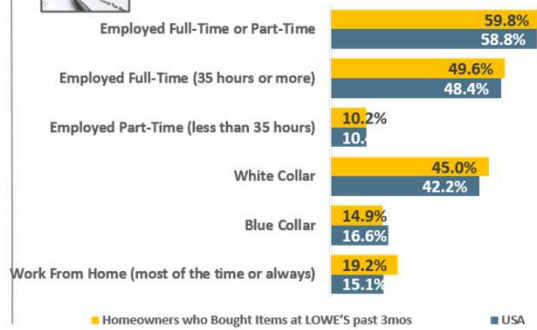
25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past... Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 14.1% more likely to be a college graduate, 2.5% more likely to work full-time, 24.1% more likely to be married, 12.5% more likely to be a grandparent of 1 or more children under 18.



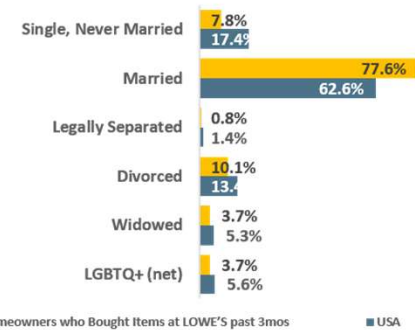
Education Levels: Adults 35 or older



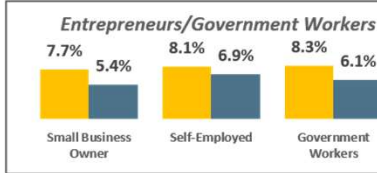
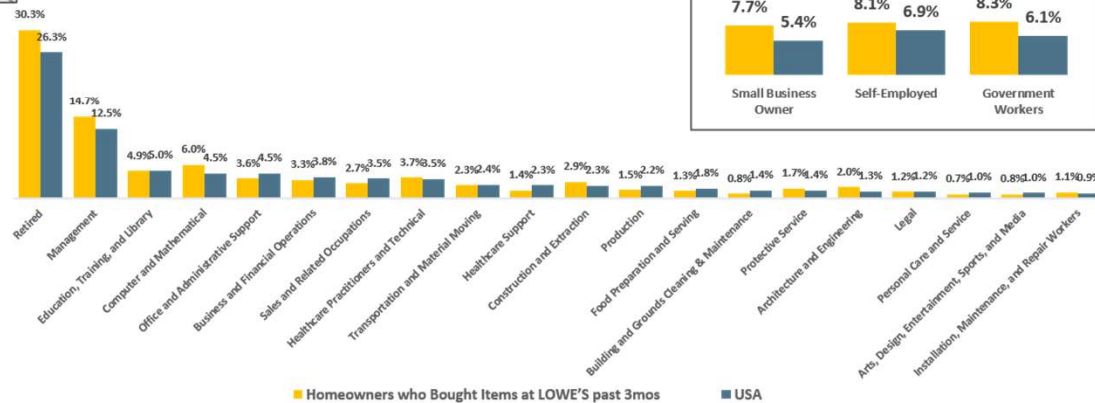
Employment: Adults 35 or older



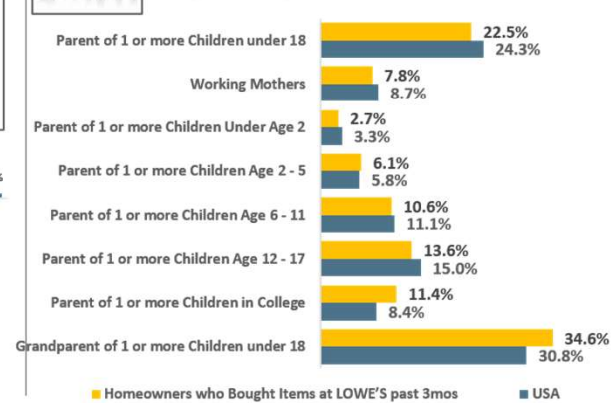
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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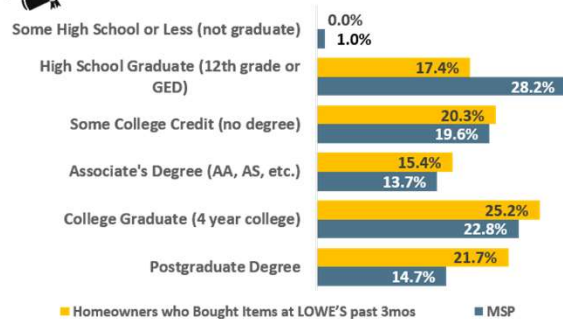
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



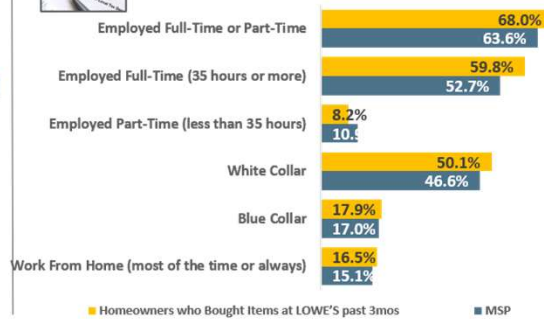
10.6% or 298,745 of MSP DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 25.% more likely to be a college graduate, 13.5% more likely to work full-time, 26.5% more likely to be married, 5.2% less likely to be a grandparent of 1 or more children under 18.



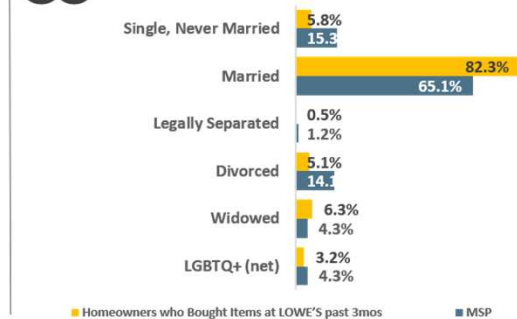
Education Levels: Adults 35 or older



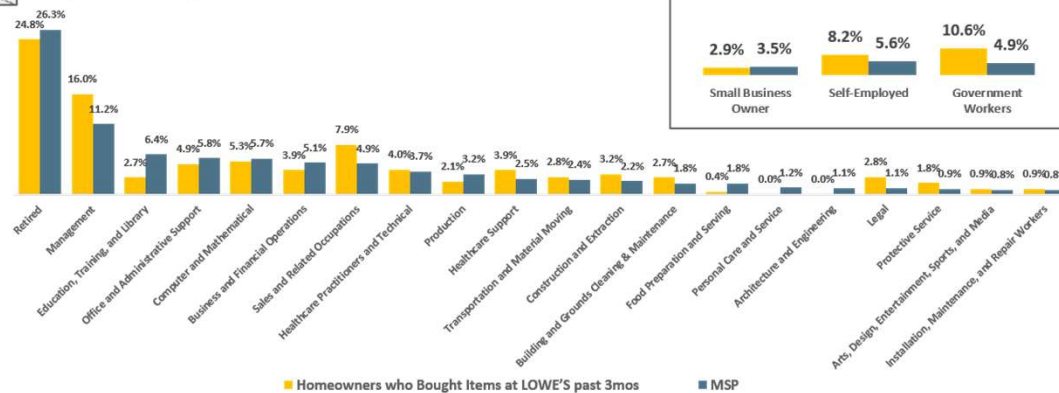
Employment: Adults 35 or older



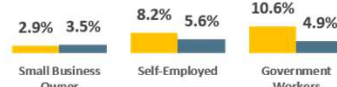
Marital Status: Adults 35 or older



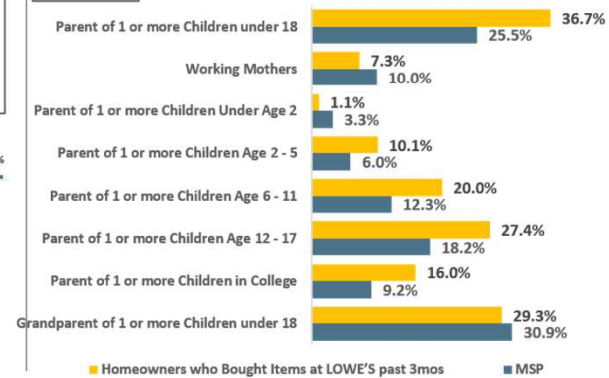
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

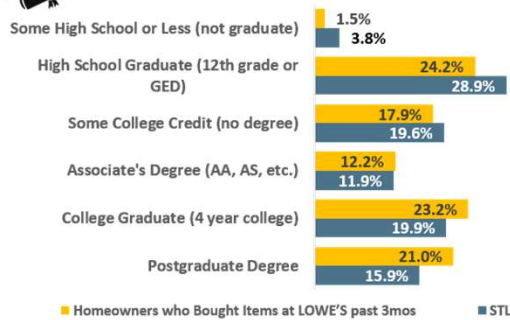




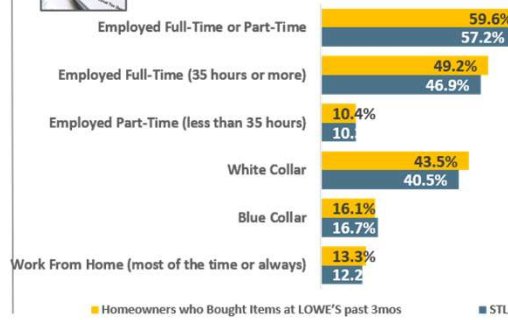
37.4% or 686,513 of STL DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 23.5% more likely to be a college graduate, 4.8% more likely to work full-time, 25.9% more likely to be married, 4.4% more likely to be a grandparent of 1 or more children under 18.



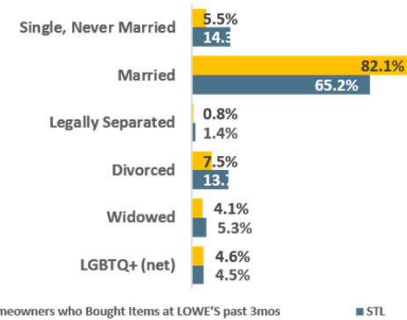
Education Levels: Adults 35 or older



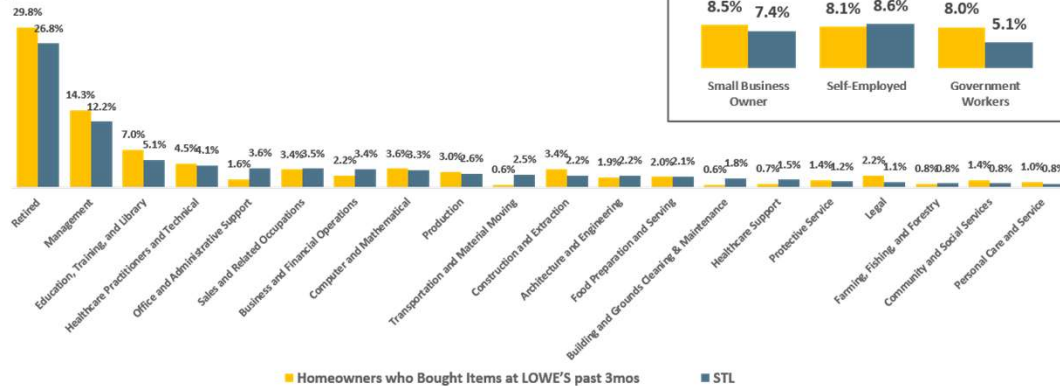
Employment: Adults 35 or older



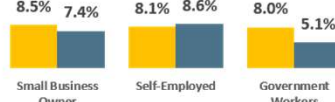
Marital Status: Adults 35 or older



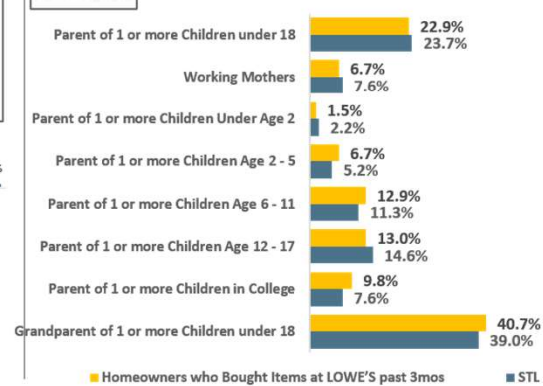
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

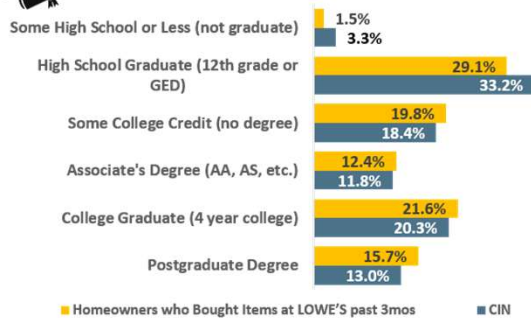




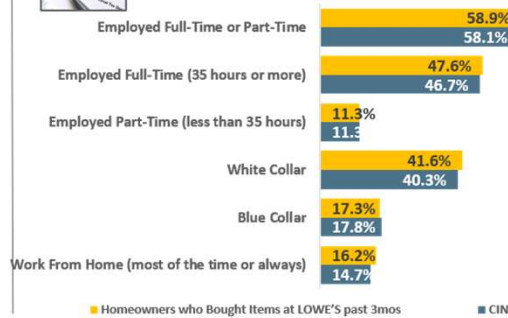
38.8% or 538,087 of CIN DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 11.8% more likely to be a college graduate, 1.9% more likely to work full-time, 22.3% more likely to be married, 6.4% more likely to be a grandparent of 1 or more children under 18.



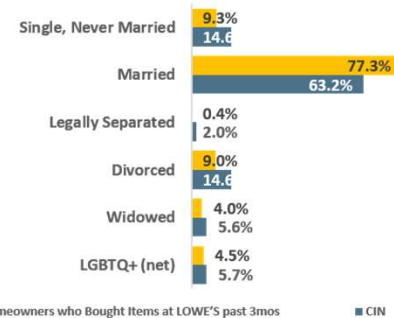
Education Levels: Adults 35 or older



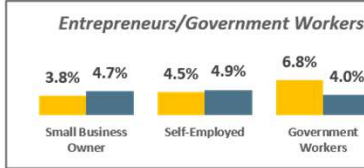
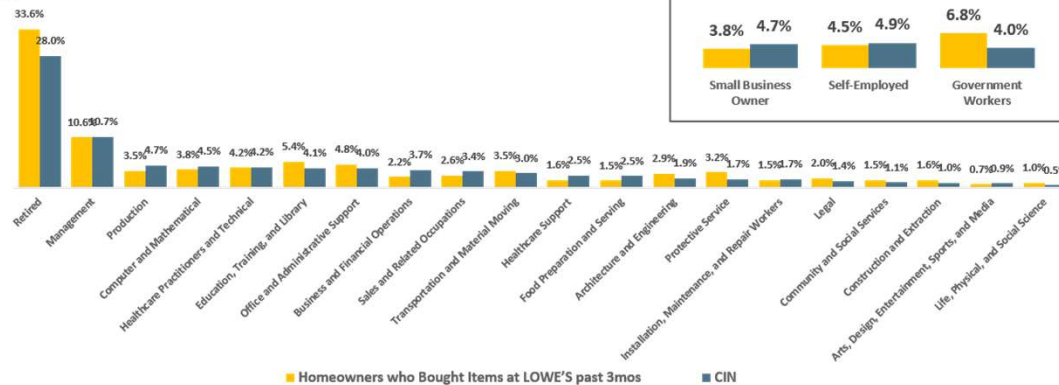
Employment: Adults 35 or older



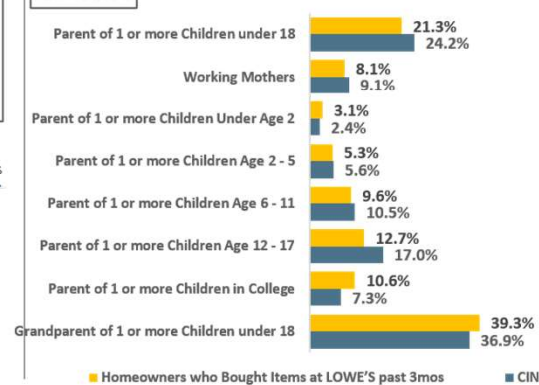
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

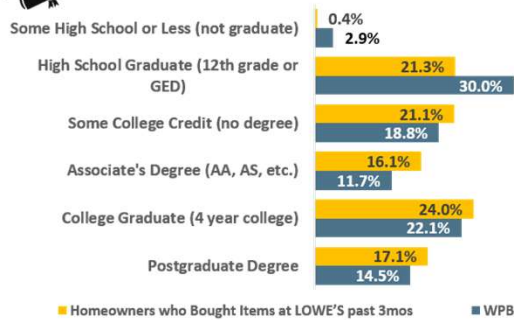




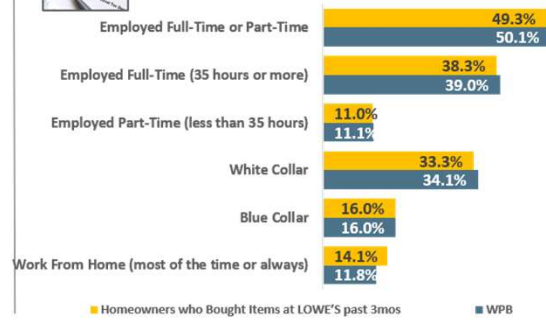
27.4% or 414,773 of WPB DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 12.3% more likely to be a college graduate, 1.8% less likely to work full-time, 26.3% more likely to be married, 6.1% more likely to be a grandparent of 1 or more children under 18.



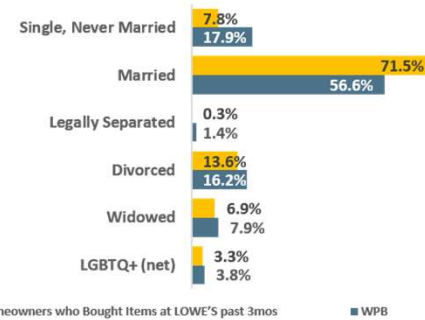
Education Levels: Adults 35 or older



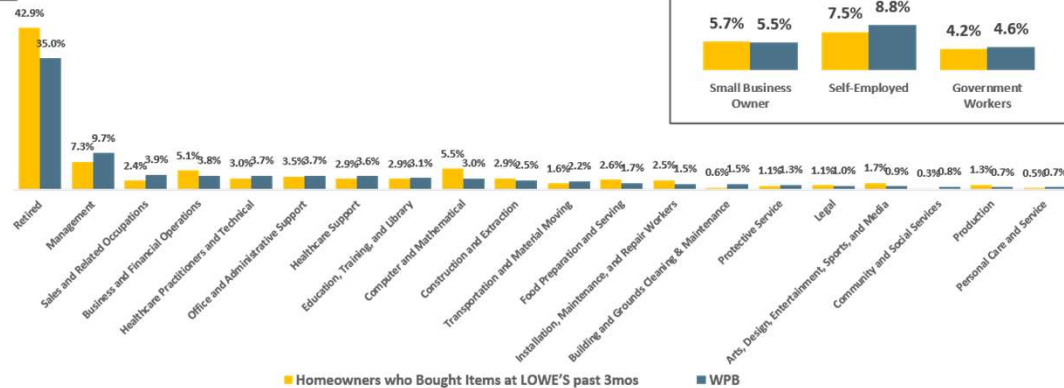
Employment: Adults 35 or older



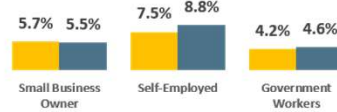
Marital Status: Adults 35 or older



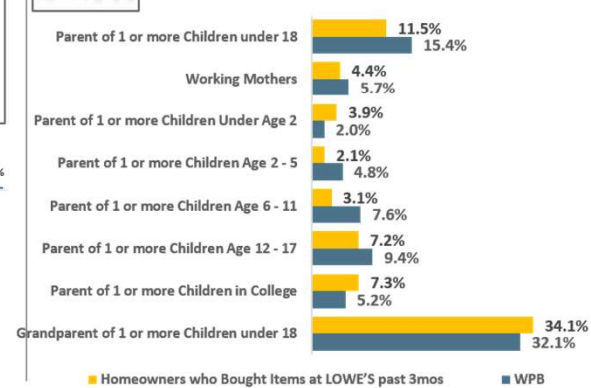
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

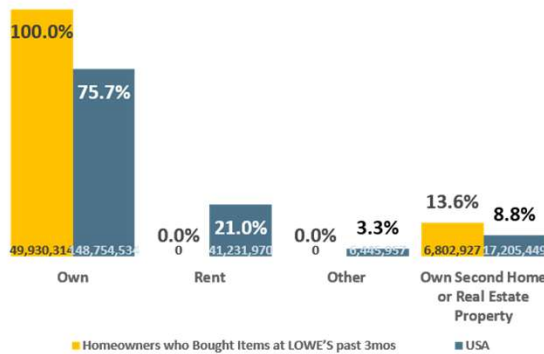




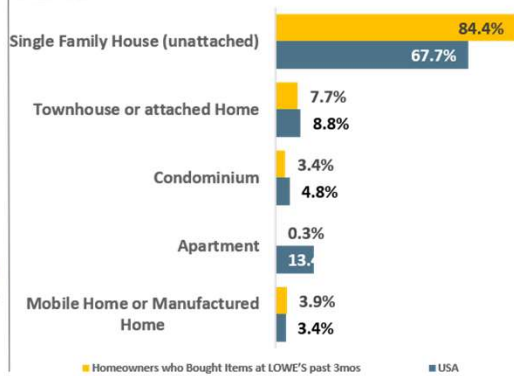
25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 32.1% more likely to own their home, 7.5% more likely to own a higher valued home, 24.7% more likely to have a single-family home, 26.4% more likely to have a dog.



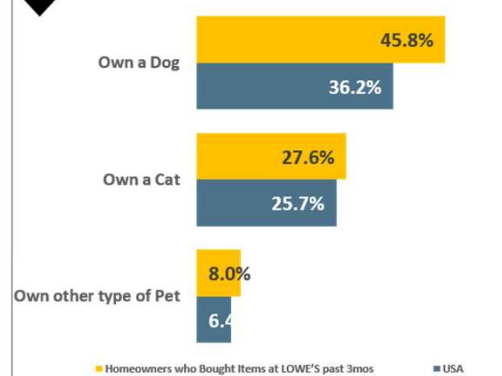
Own/Rent/Other: Adults 35 or older



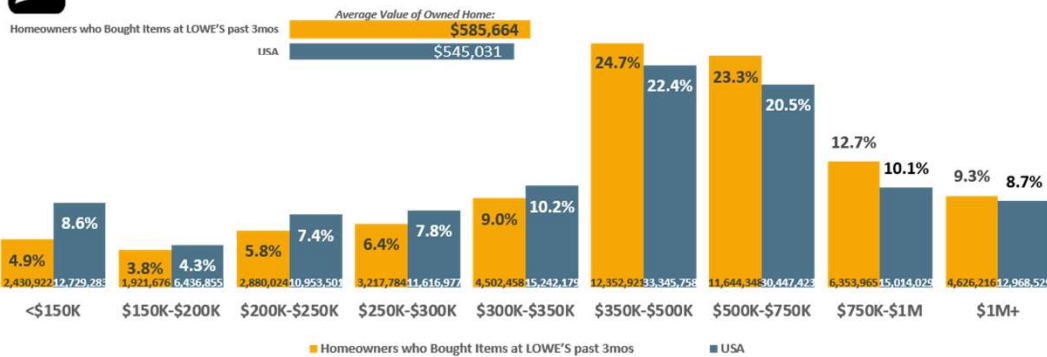
Type of Home: Adults 35 or older



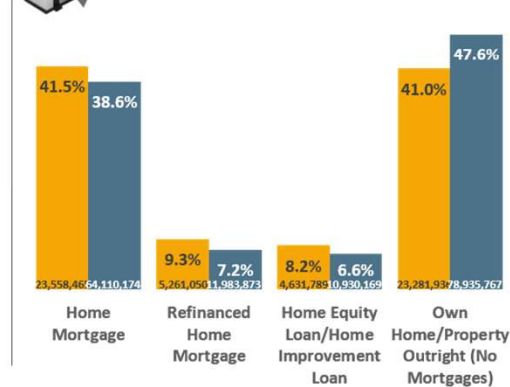
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

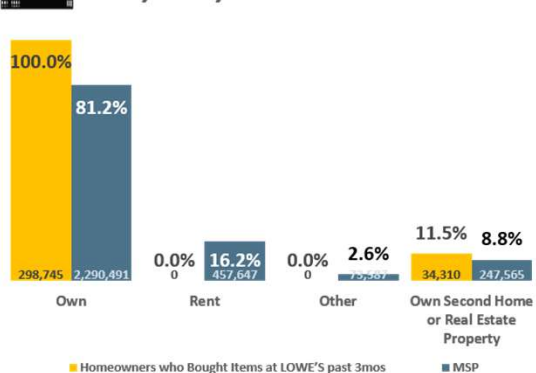




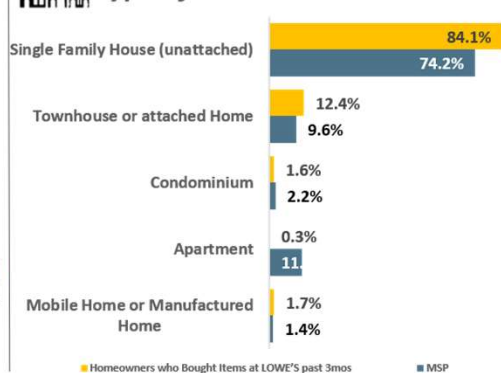
10.6% or 298,745 of MSP DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 23.2% more likely to own their home, 23.% more likely to own a higher valued home, 13.3% more likely to have a single-family home, 21.6% more likely to have a dog.



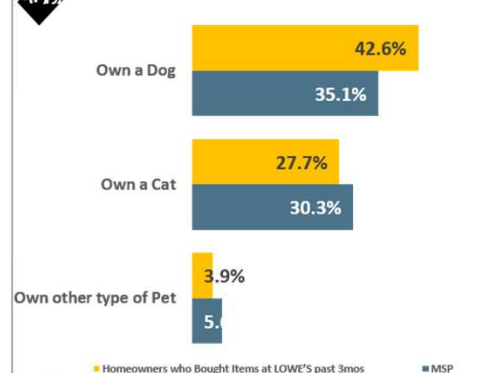
Own/Rent/Other: Adults 35 or older



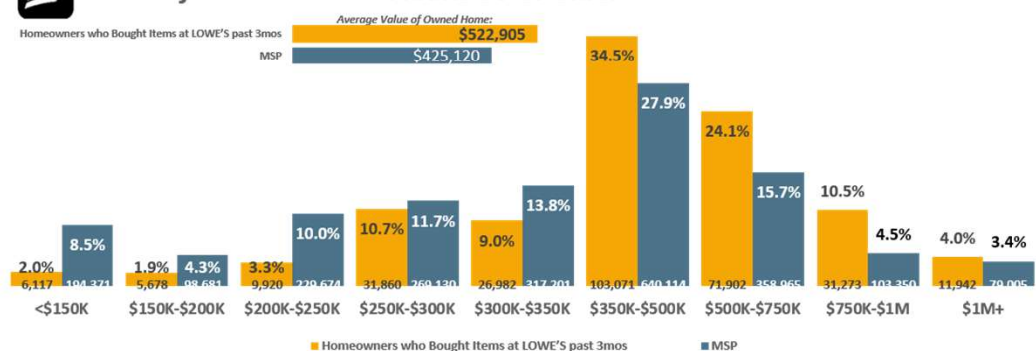
Type of Home: Adults 35 or older



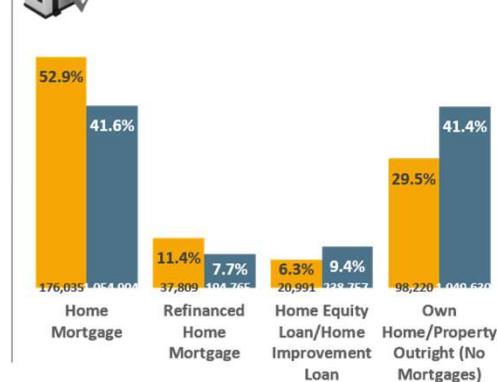
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

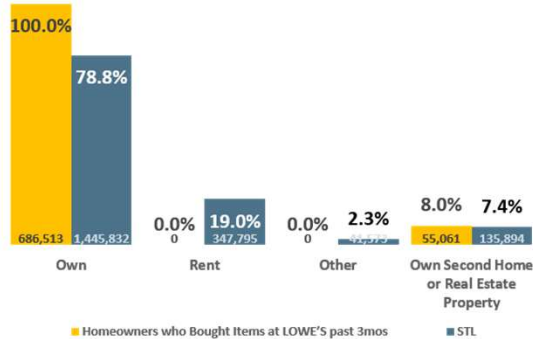




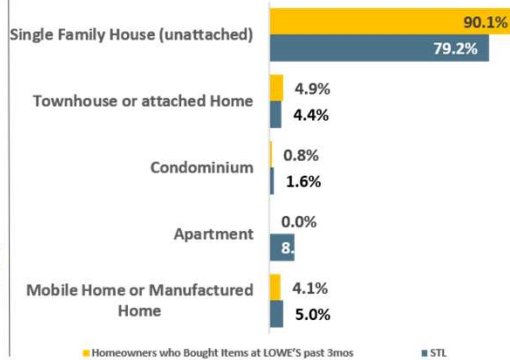
37.4% or 686,513 of STL DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 26.9% more likely to own their home, 13.5% more likely to own a higher valued home, 13.8% more likely to have a single-family home, 18.9% more likely to have a dog.



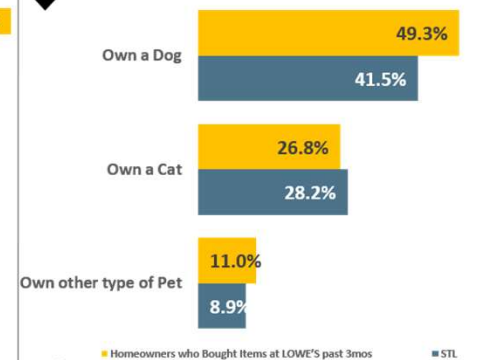
Own/Rent/Other: Adults 35 or older



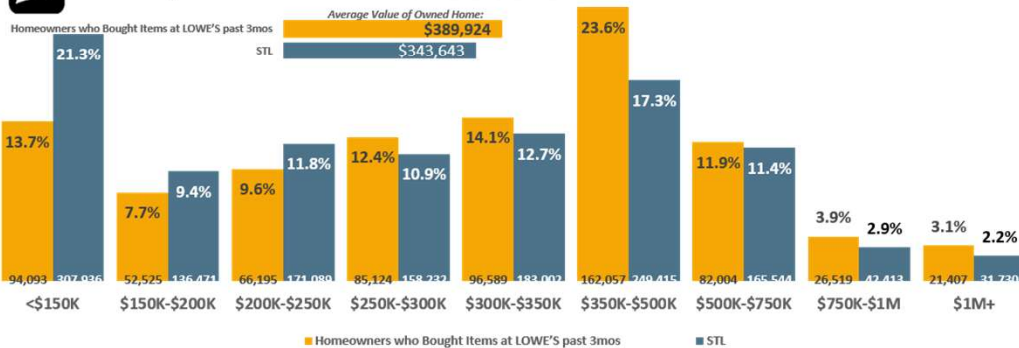
Type of Home: Adults 35 or older



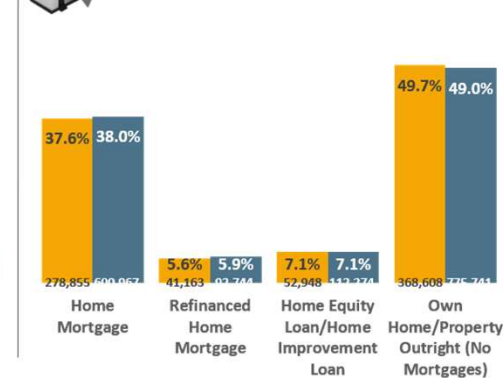
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

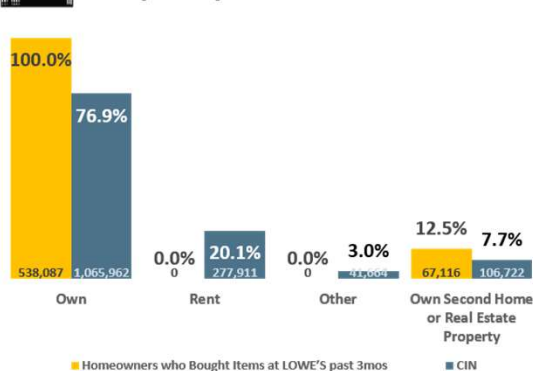




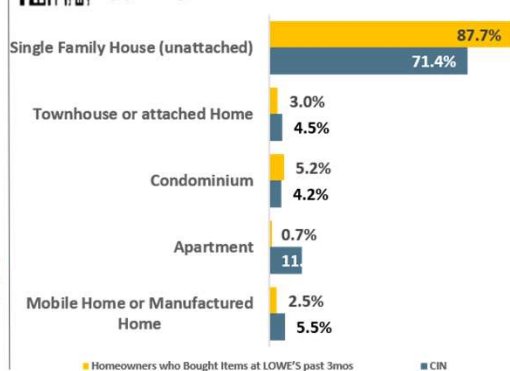
38.8% or 538,087 of CIN DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 30.% more likely to own their home, 2.1% more likely to own a higher valued home, 22.7% more likely to have a single-family home, 18.8% more likely to have a dog.



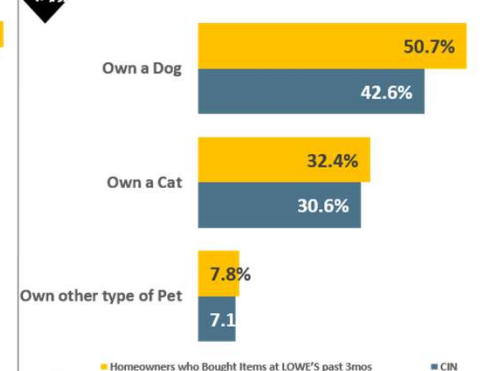
Own/Rent/Other: Adults 35 or older



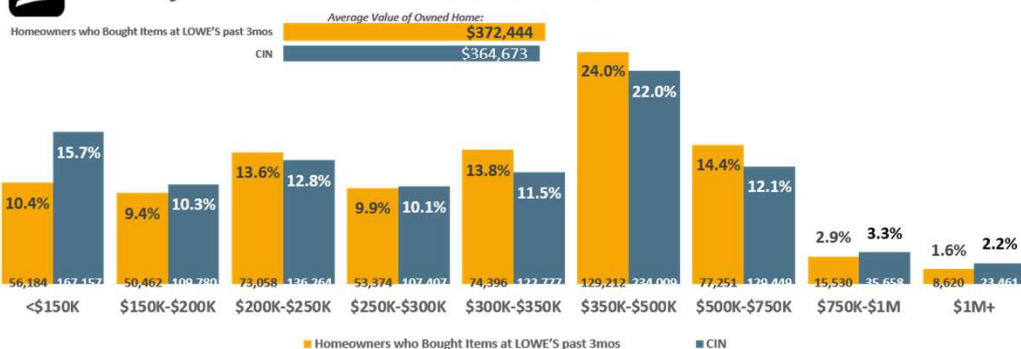
Type of Home: Adults 35 or older



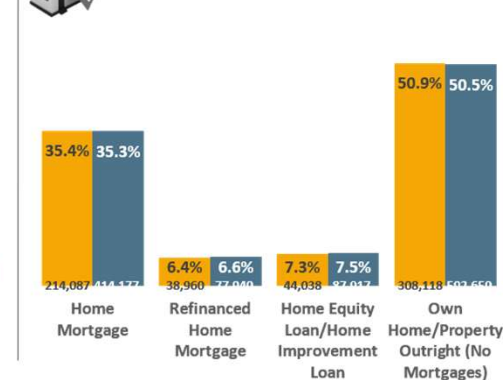
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

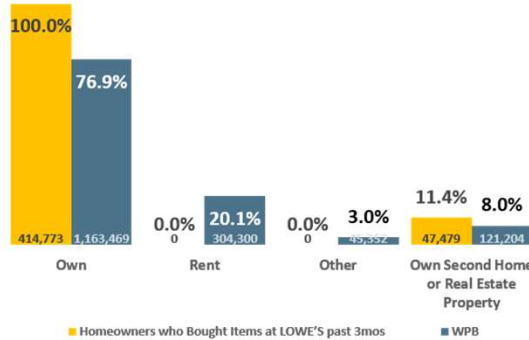




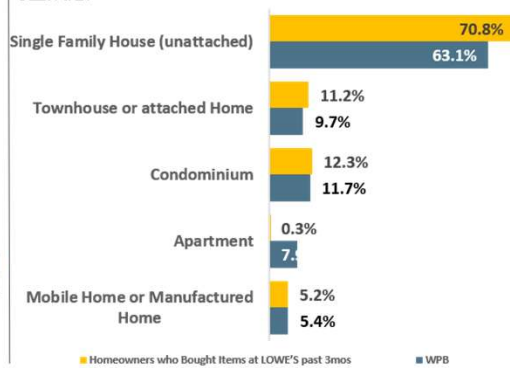
27.4% or 414,773 of WPB DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 30.1% more likely to own their home, 6.5% more likely to own a lower valued home, 12.2% more likely to have a single-family home, 15.7% more likely to have a dog.



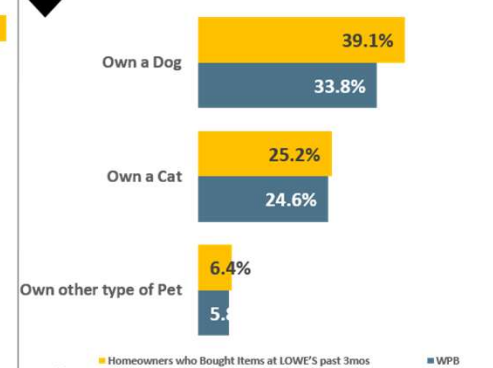
Own/Rent/Other: Adults 35 or older



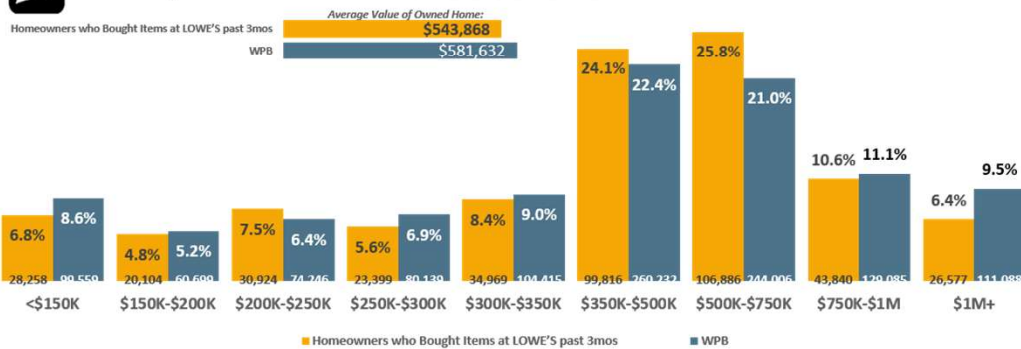
Type of Home: Adults 35 or older



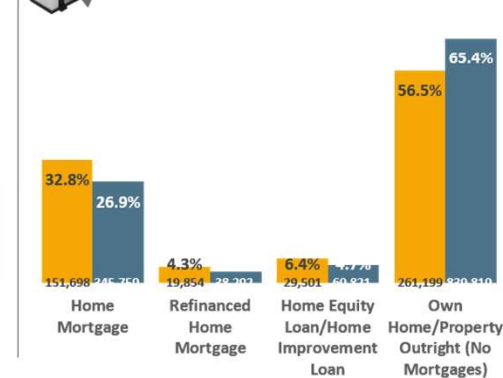
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

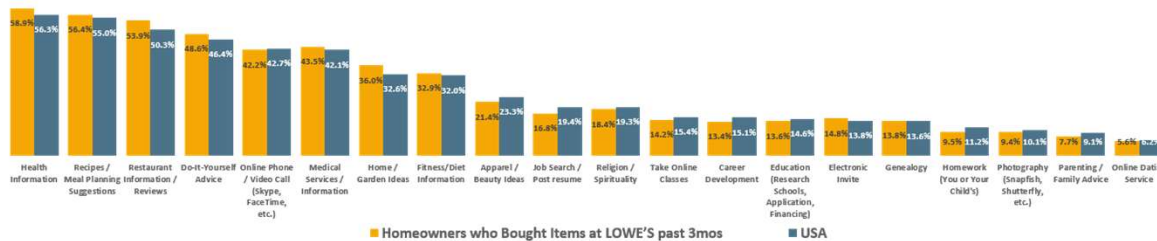




25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 4.7% more likely to look up D-I-Y advice online, 17.6% more likely to always vote in local elections, 23.4% more likely to belong to a gym, 9.9% more likely to fly domestic past yr.



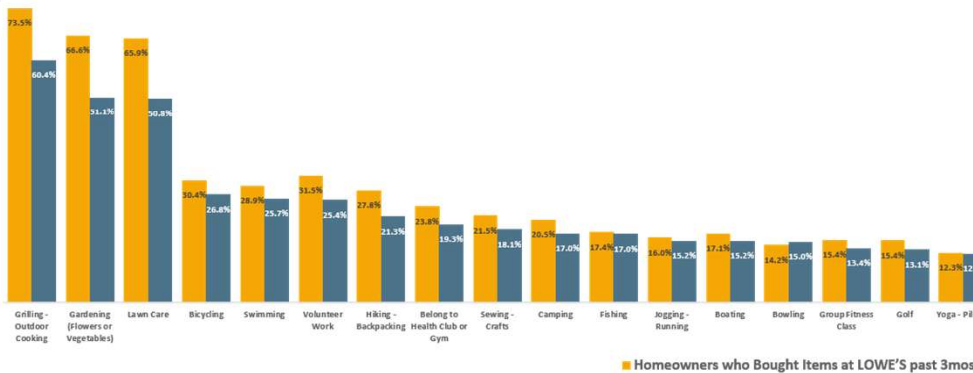
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



■ Homeowners who Bought Items at LOWE'S past 3mos ■ USA

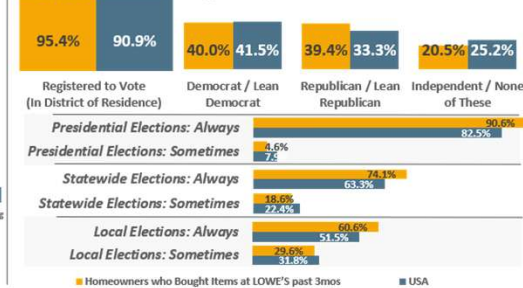


Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



■ Homeowners who Bought Items at LOWE'S past 3mos ■ USA

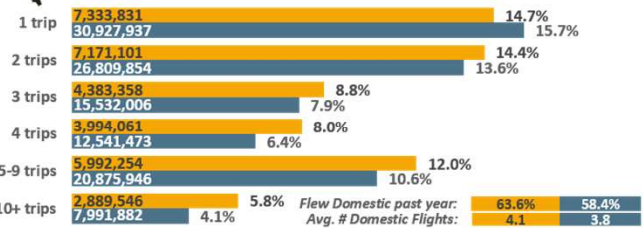
Political Activity: Adults 35 or older



■ Homeowners who Bought Items at LOWE'S past 3mos ■ USA



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

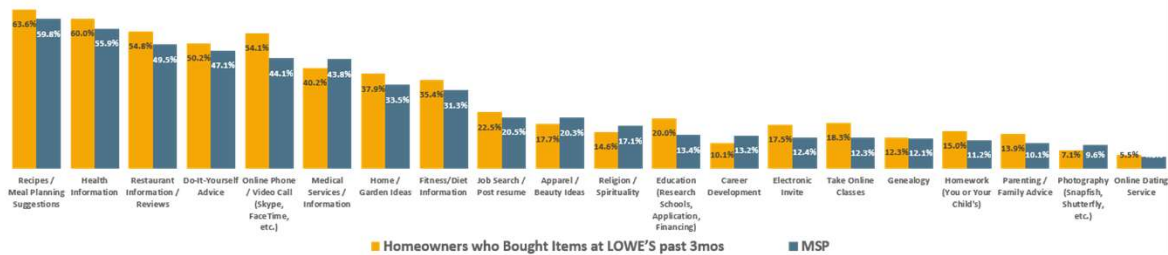




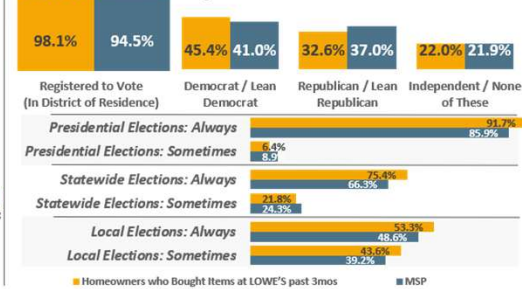
10.6% or 298,745 of MSP DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 6.5% more likely to look up D-I-Y advice online, 9.7% more likely to always vote in local elections, 35.5% more likely to belong to a gym, 32.3% more likely to fly domestic past yr.



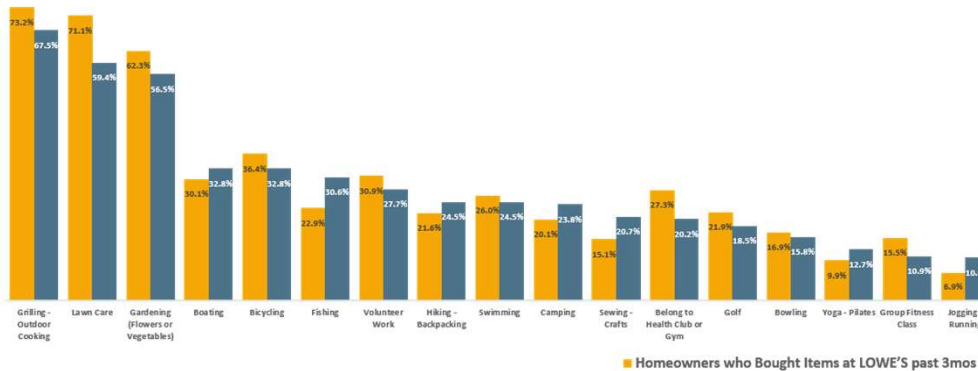
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



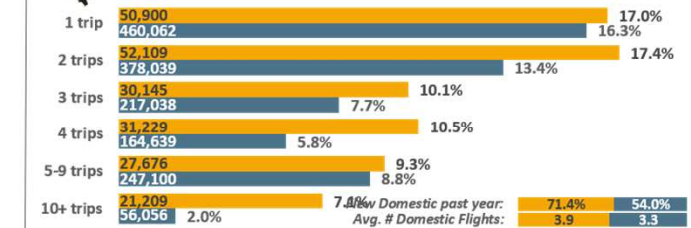
Political Activity: Adults 35 or older



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



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

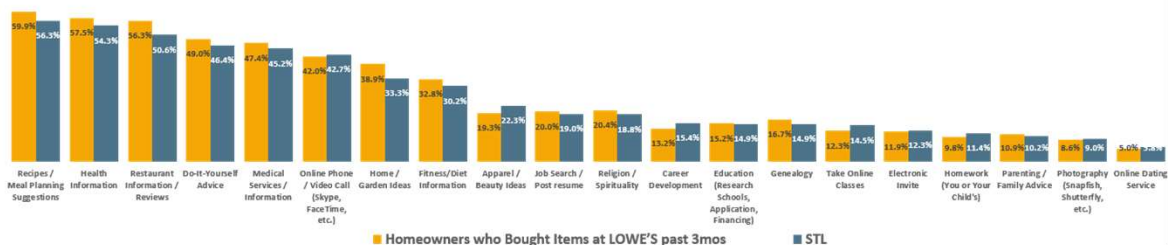




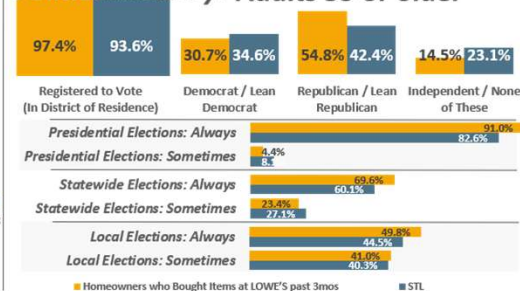
37.4% or 686,513 of STL DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 5.6% more likely to look up D-I-Y advice online, 11.8% more likely to always vote in local elections, 26.8% more likely to belong to a gym, 11.8% more likely to fly domestic past yr.



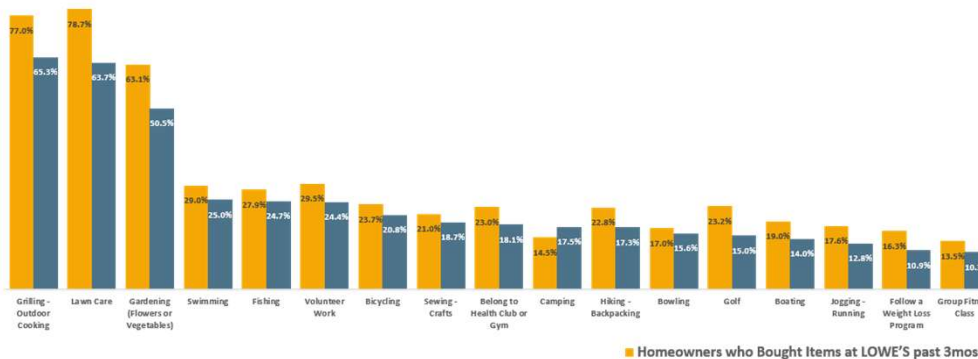
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



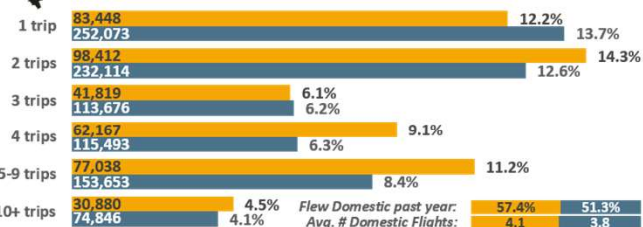
Political Activity: Adults 35 or older



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



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

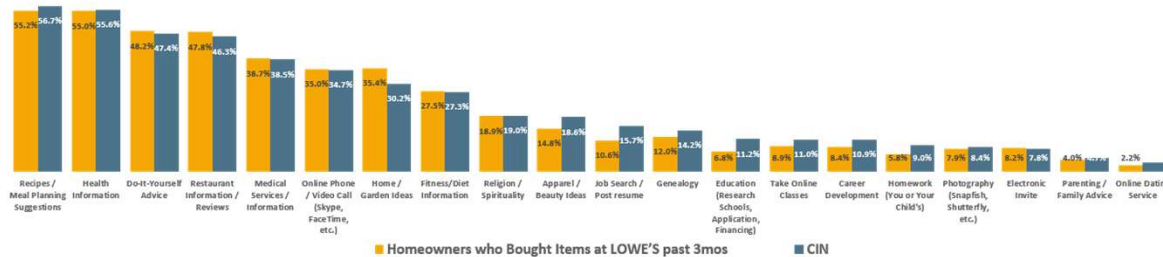




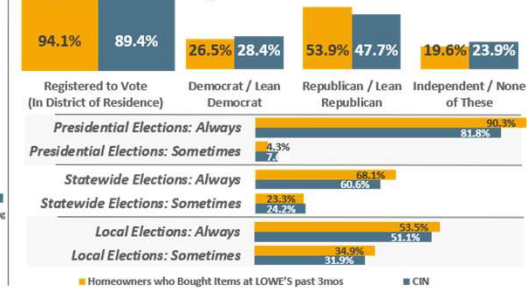
38.8% or 538,087 of CIN DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 1.7% more likely to look up D-I-Y advice online, 4.7% more likely to always vote in local elections, 14.6% more likely to belong to a gym, 15.6% more likely to fly domestic past yr.



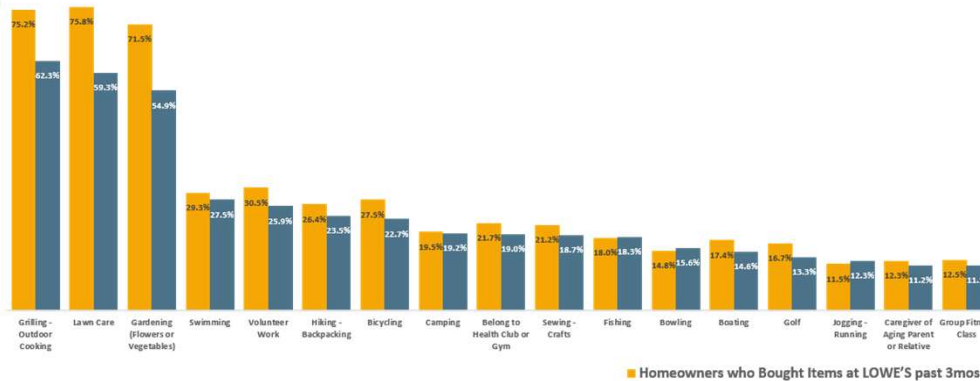
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



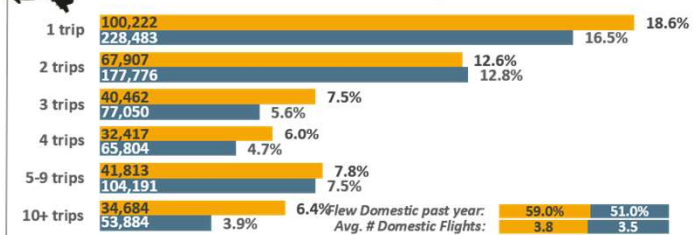
Political Activity: Adults 35 or older



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



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

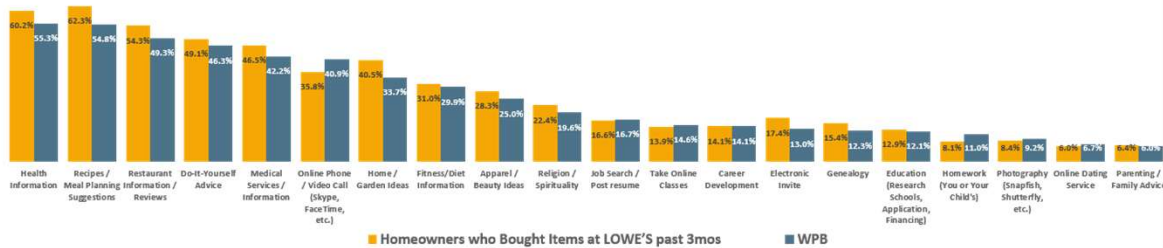




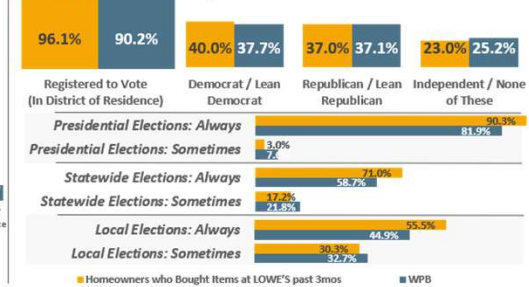
27.4% or 414,773 of WPB DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 6.1% more likely to look up D-I-Y advice online, 23.7% more likely to always vote in local elections, 39.6% more likely to belong to a gym, 7.1% more likely to fly domestic past yr.



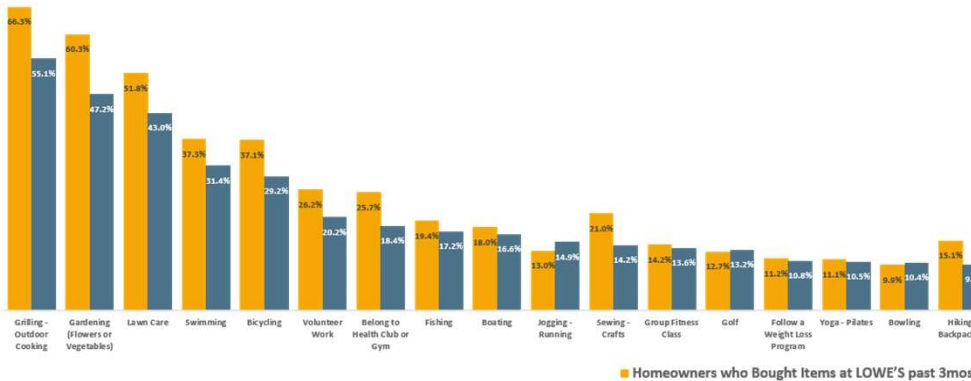
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



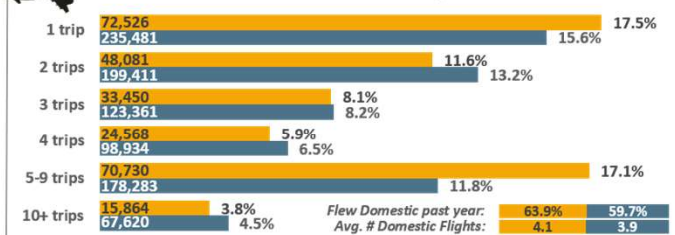
Political Activity: Adults 35 or older



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



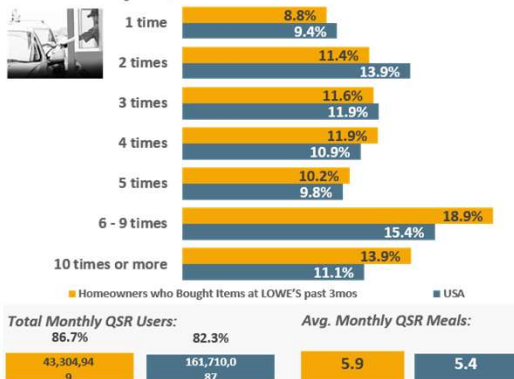
Past 12-months Domestic Airline Trips: Adults 35 or older



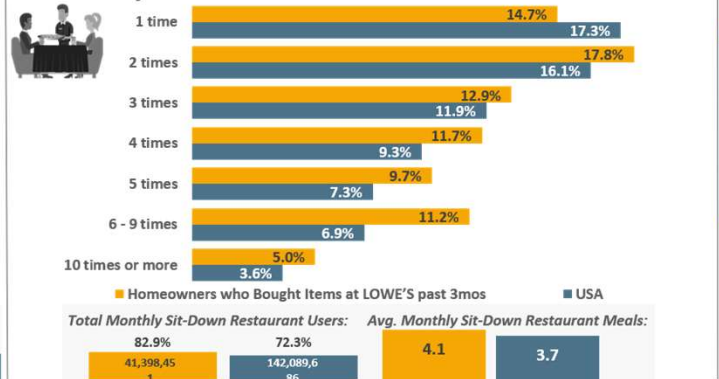


25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 5.4% more likely to use QSRs past mo., 14.6% more likely to use Sit-Down Restaurants past mo., 2.5% less likely to use Casinos past yr., 44.8% less likely to smoke cigarettes.

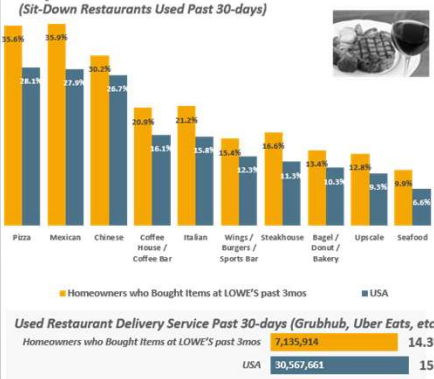
Past 30-days QSR Users: Adults 35 or older



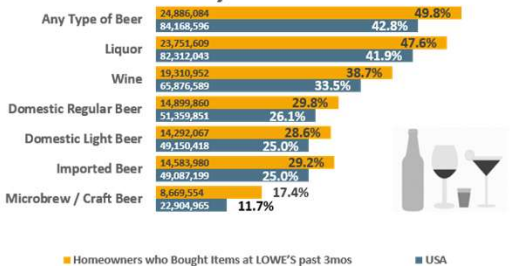
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



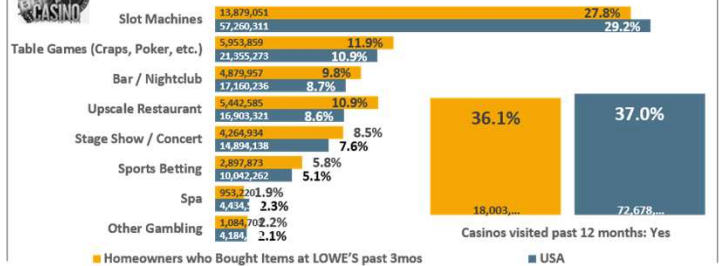
Top-10 Cuisines: Adults 35 or older



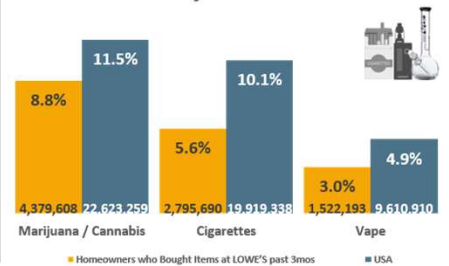
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



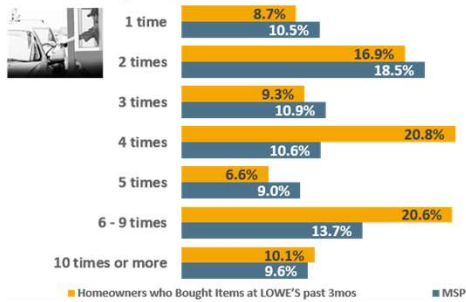
Used Past 30-days: Adults 35 or older





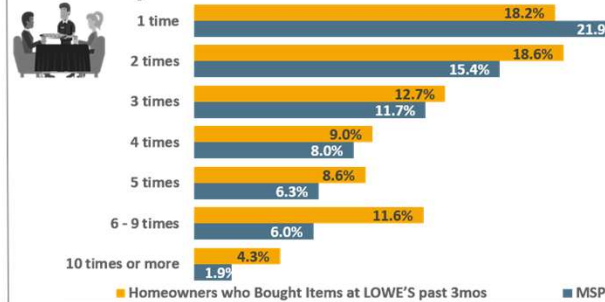
10.6% or 298,745 of MSP DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 12.4% more likely to use QSRs past mo., 16.6% more likely to use Sit-Down Restaurants past mo., 26.6% less likely to use Casinos past yr., 57.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



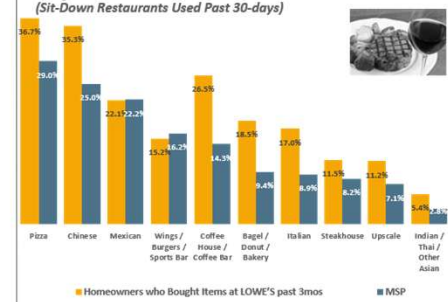
Total Monthly QSR Users: 93.0%
Avg. Monthly QSR Meals: 5.3

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



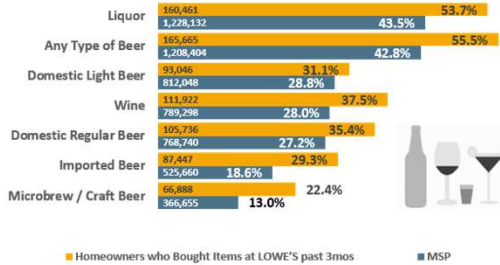
Total Monthly Sit-Down Restaurant Users: 83.0%
Avg. Monthly Sit-Down Restaurant Meals: 3.9

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



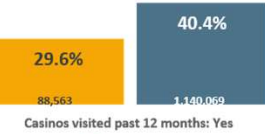
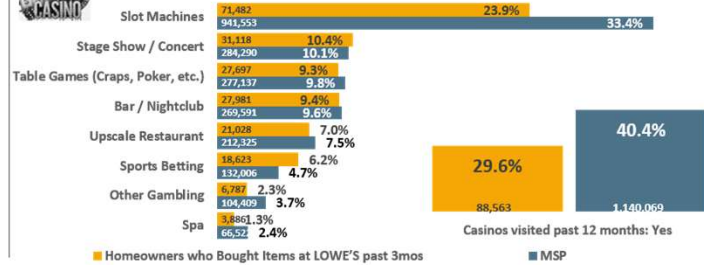
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
Homeowners who Bought Items at LOWE'S past 3mos: 27,764 (9.3%)
MSP: 279,125 (9.9%)

Drank Past 30-days: Adults 35 or older

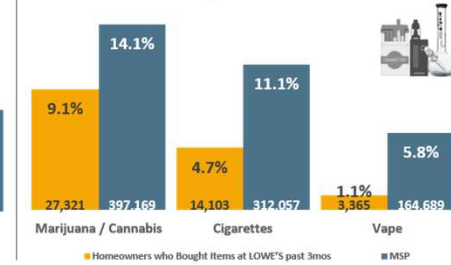


MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 193
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Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

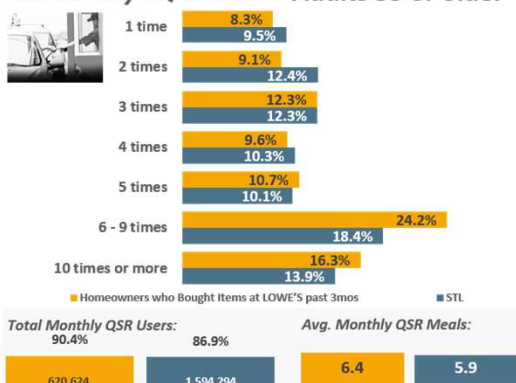


[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

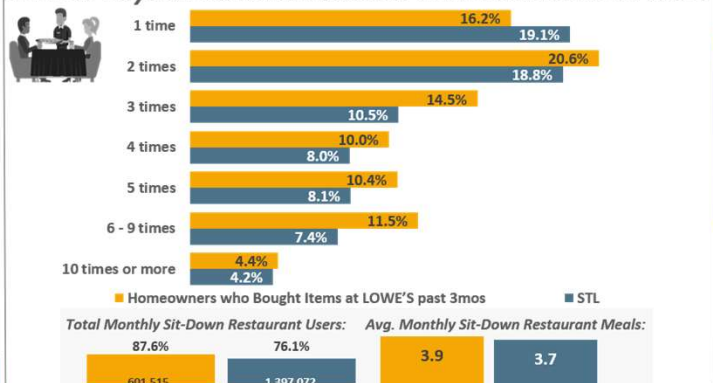


37.4% or 686,513 of STL DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 4.1% more likely to use QSRs past mo., 15.1% more likely to use Sit-Down Restaurants past mo., 3.4% less likely to use Casinos past yr., 56.4% less likely to smoke cigarettes.

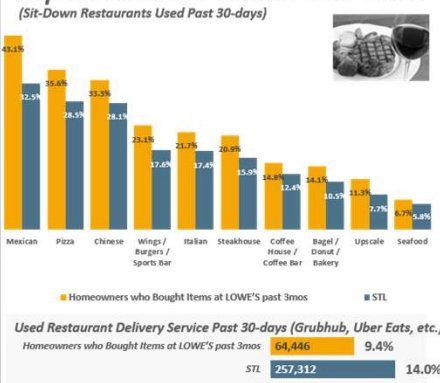
Past 30-days QSR Users: Adults 35 or older



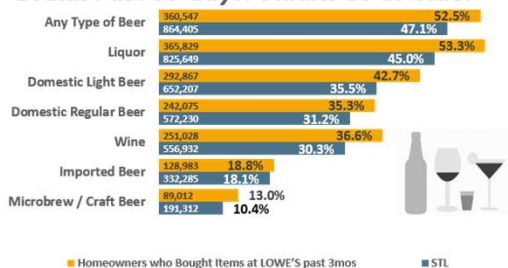
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



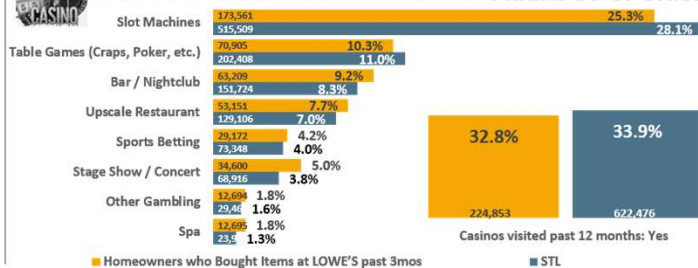
Top-10 Cuisines: Adults 35 or older



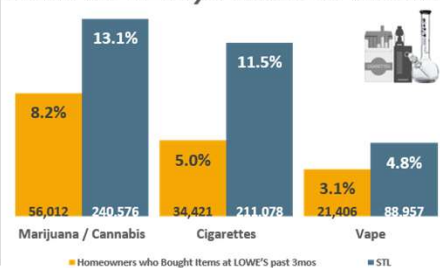
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



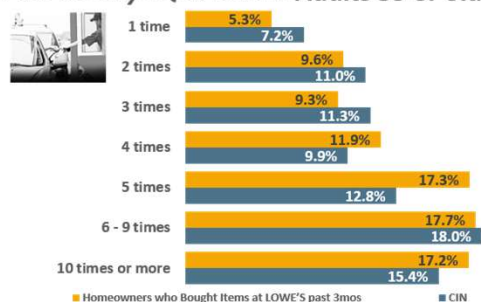
Used Past 30-days: Adults 35 or older





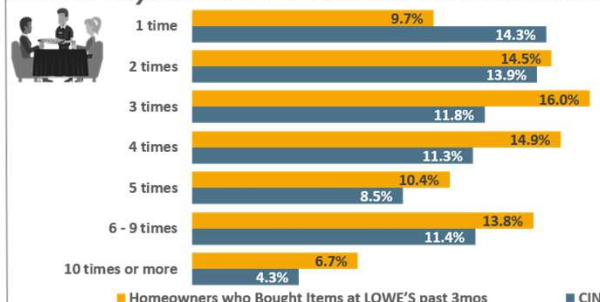
38.8% or 538,087 of CIN DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 3.1% more likely to use QSRs past mo., 13.8% more likely to use Sit-Down Restaurants past mo., 2.3% less likely to use Casinos past yr., 62.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



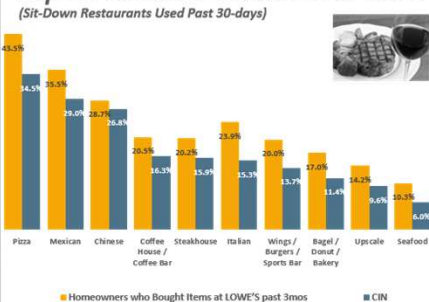
Total Monthly QSR Users: 88.3% (Homeowners) vs 85.7% (CIN)
Avg. Monthly QSR Meals: 6.5 (Homeowners) vs 6.2 (CIN)

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



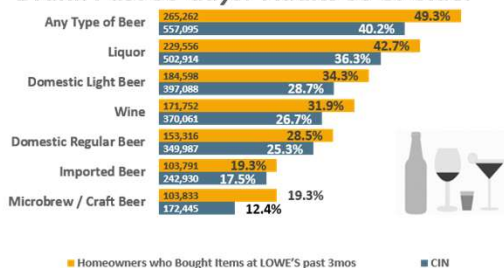
Total Monthly Sit-Down Restaurant Users: 85.9% (Homeowners) vs 75.5% (CIN)
Avg. Monthly Sit-Down Restaurant Meals: 4.7 (Homeowners) vs 4.2 (CIN)

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



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 Homeowners who Bought Items at LOWE'S past 3mos: 76,438 (14.2%)
 CIN: 225,901 (16.3%)

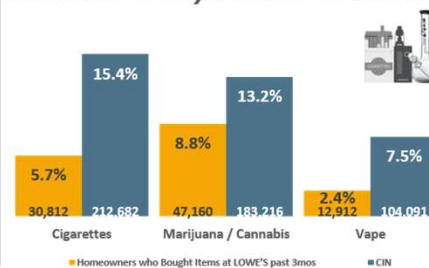
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



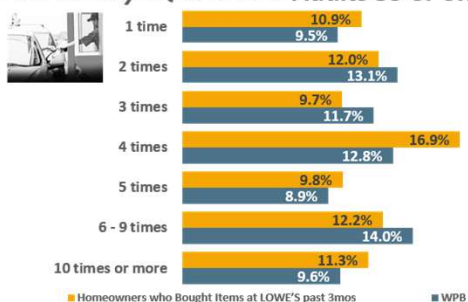
Used Past 30-days: Adults 35 or older





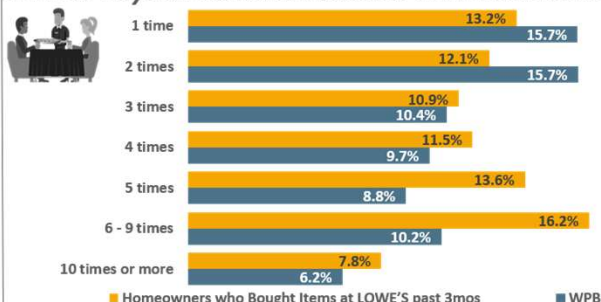
27.4% or 414,773 of WPB DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 4.% more likely to use QSRs past mo., 11.1% more likely to use Sit-Down Restaurants past mo., 13.7% more likely to use Casinos past yr., 13.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



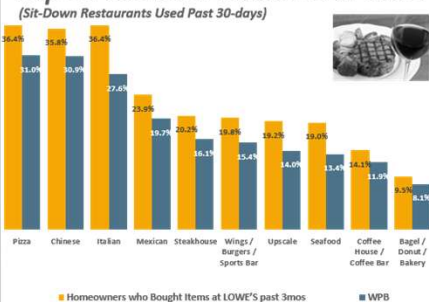
Total Monthly QSR Users: 82.8%
Avg. Monthly QSR Meals: 5.3

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



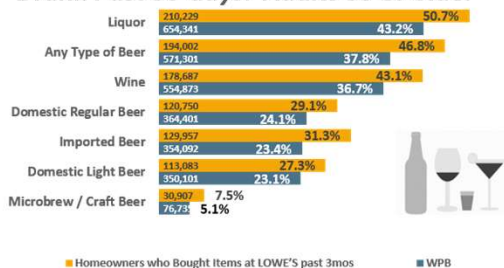
Total Monthly Sit-Down Restaurant Users: 85.3%
Avg. Monthly Sit-Down Restaurant Meals: 4.9

Top-10 Cuisines: Adults 35 or older

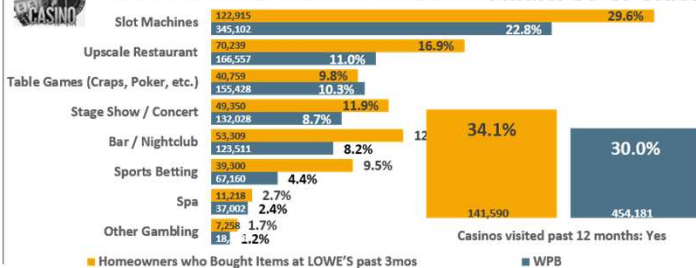


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
Homeowners who Bought Items at LOWE'S past 3mos: 64,985
WPB: 247,743

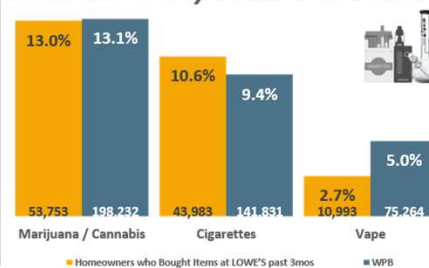
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

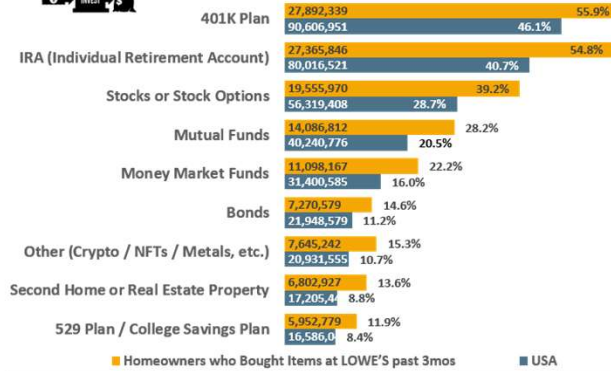




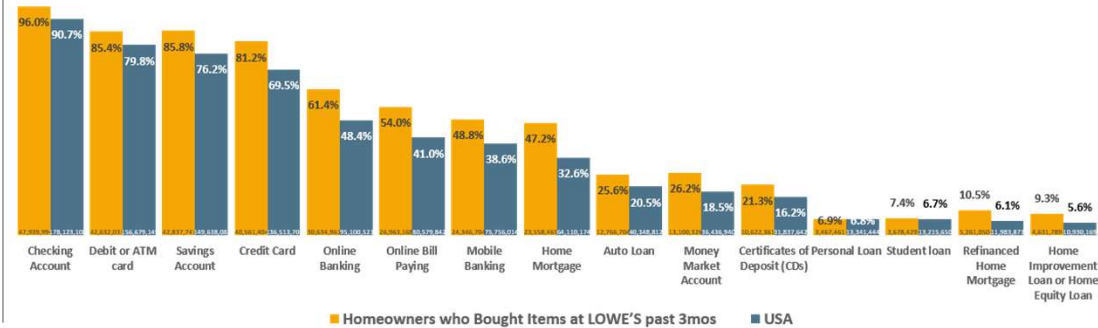
25.4% or 49,930,314 of USA DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 21.1% more likely to have a 401K, 24.5% more likely to have an Auto Loan, 40.2% more likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



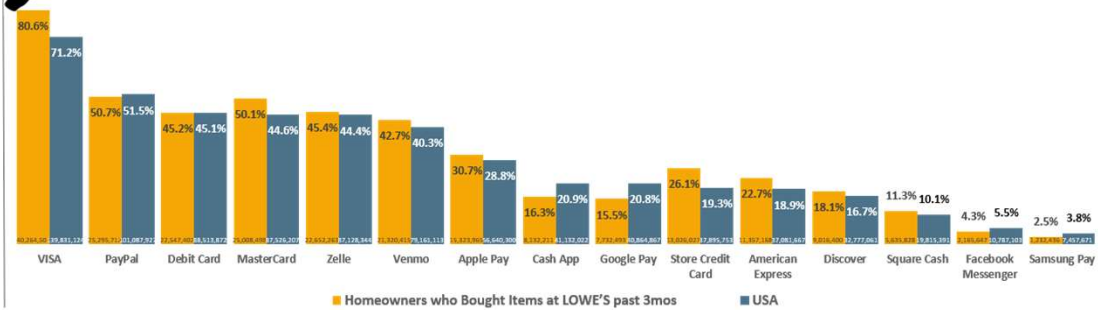
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

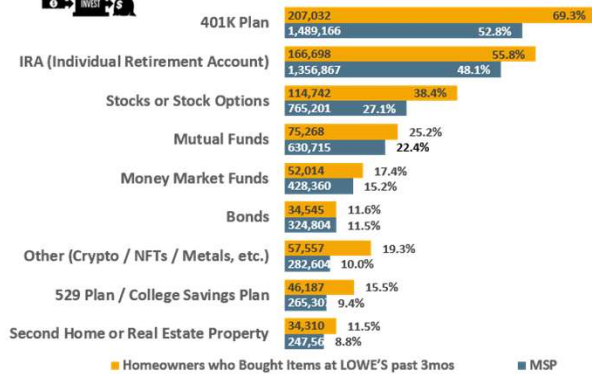




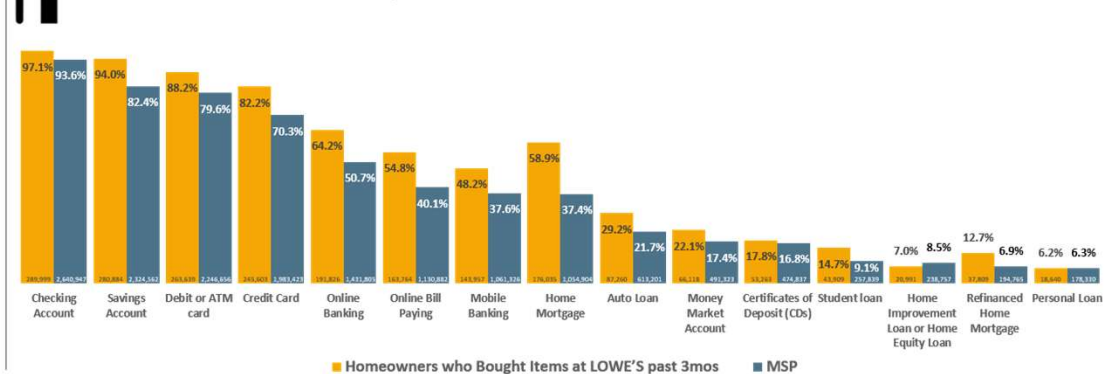
10.6% or 298,745 of MSP DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 31.3% more likely to have a 401K, 34.4% more likely to have an Auto Loan, 50.5% more likely to Invest/Trade Stocks Online, 16.1% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



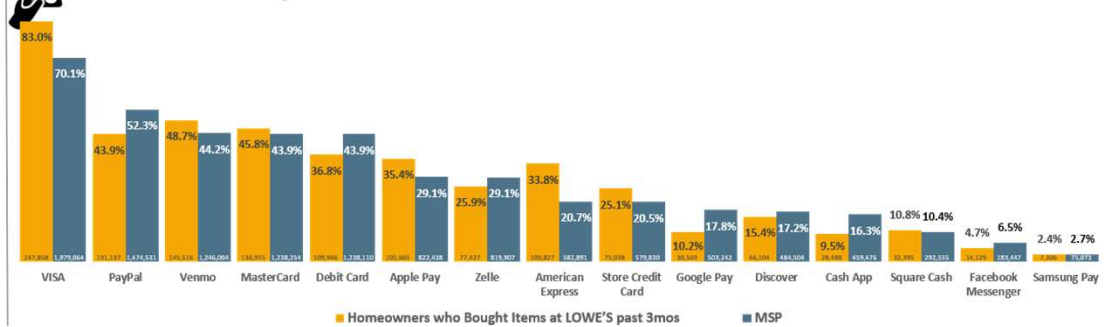
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

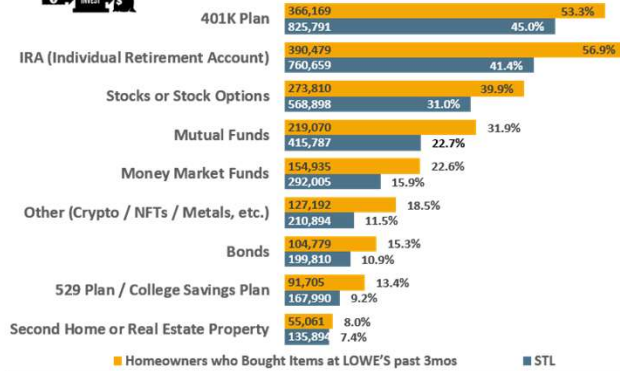




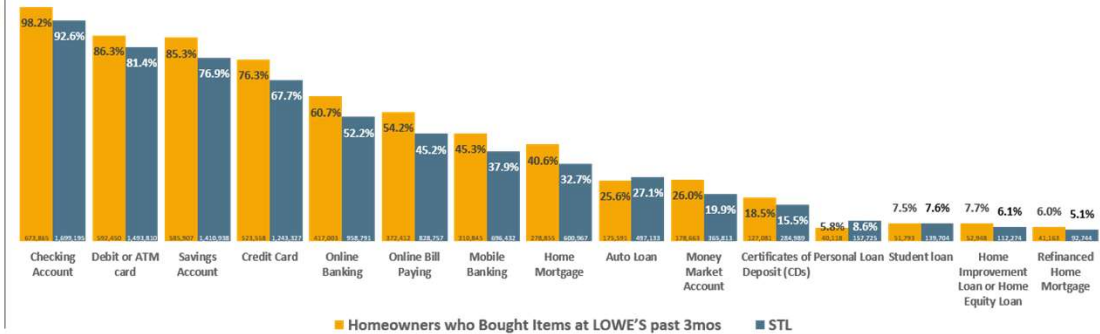
37.4% or 686,513 of STL DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 18.5% more likely to have a 401K, 5.6% less likely to have an Auto Loan, 33.4% more likely to Invest/Trade Stocks Online, 2.2% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



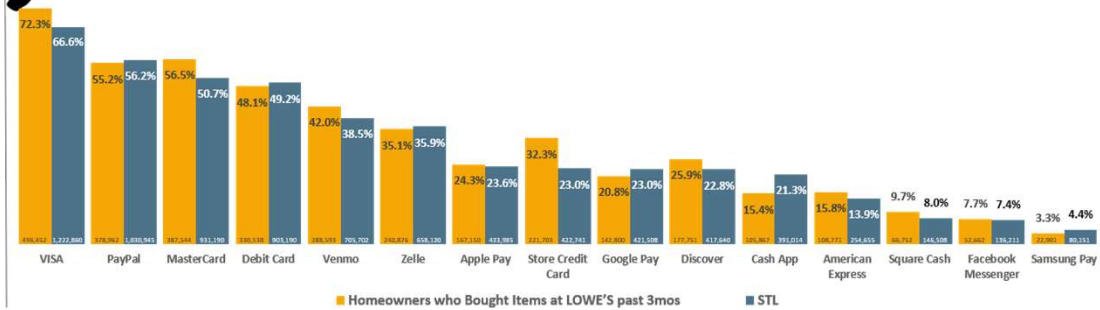
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





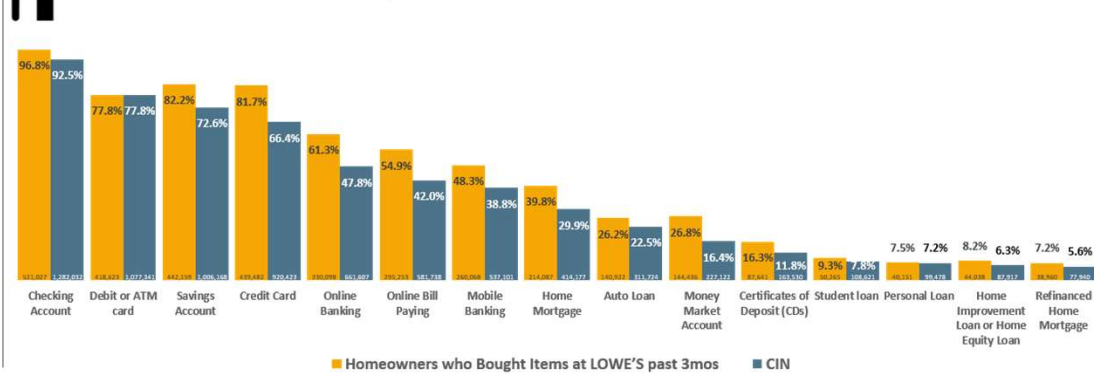
38.8% or 538,087 of CIN DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 22.% more likely to have a 401K, 16.4% more likely to have an Auto Loan, 56.8% more likely to Invest/Trade Stocks Online, 7.2% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



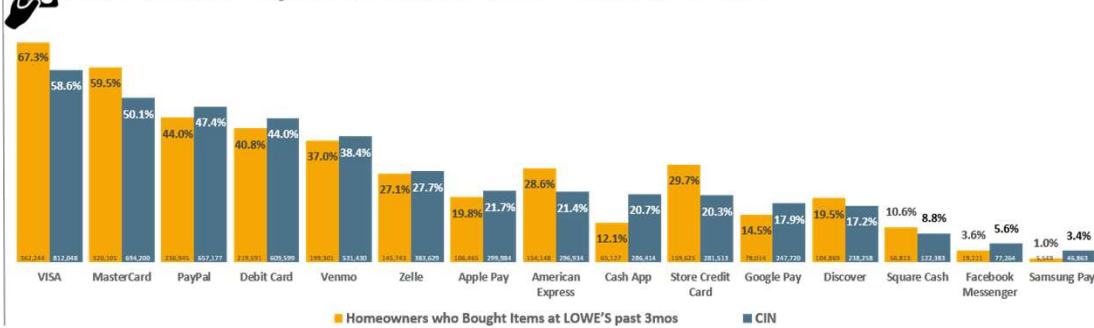
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





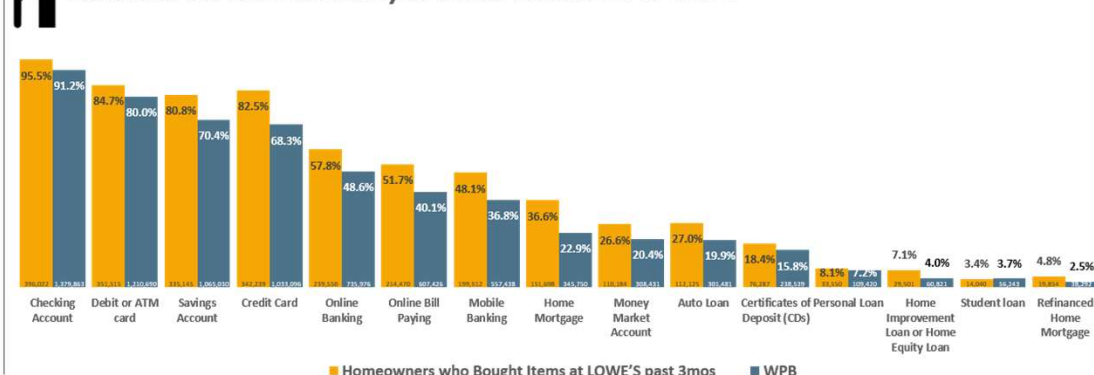
27.4% or 414,773 of WPB DMA Adults 35 or older are Homeowners who Bought Items at LOWE'S past 3mos. Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos are 4.9% more likely to have a 401K, 35.7% more likely to have an Auto Loan, 27.2% more likely to Invest/Trade Stocks Online, 3.5% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



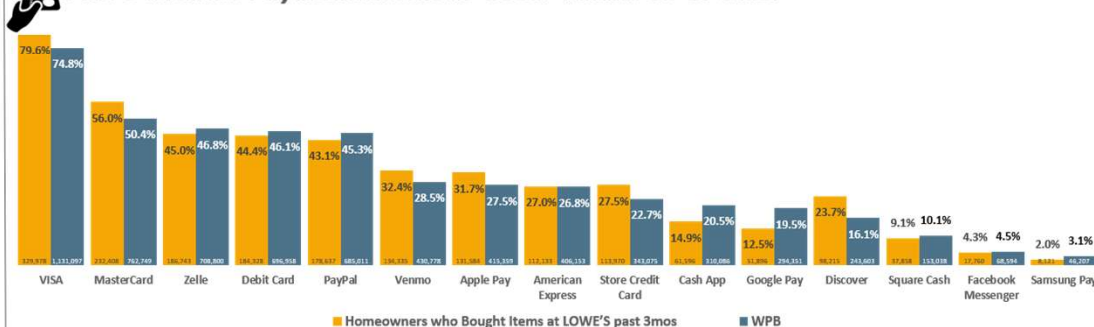
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



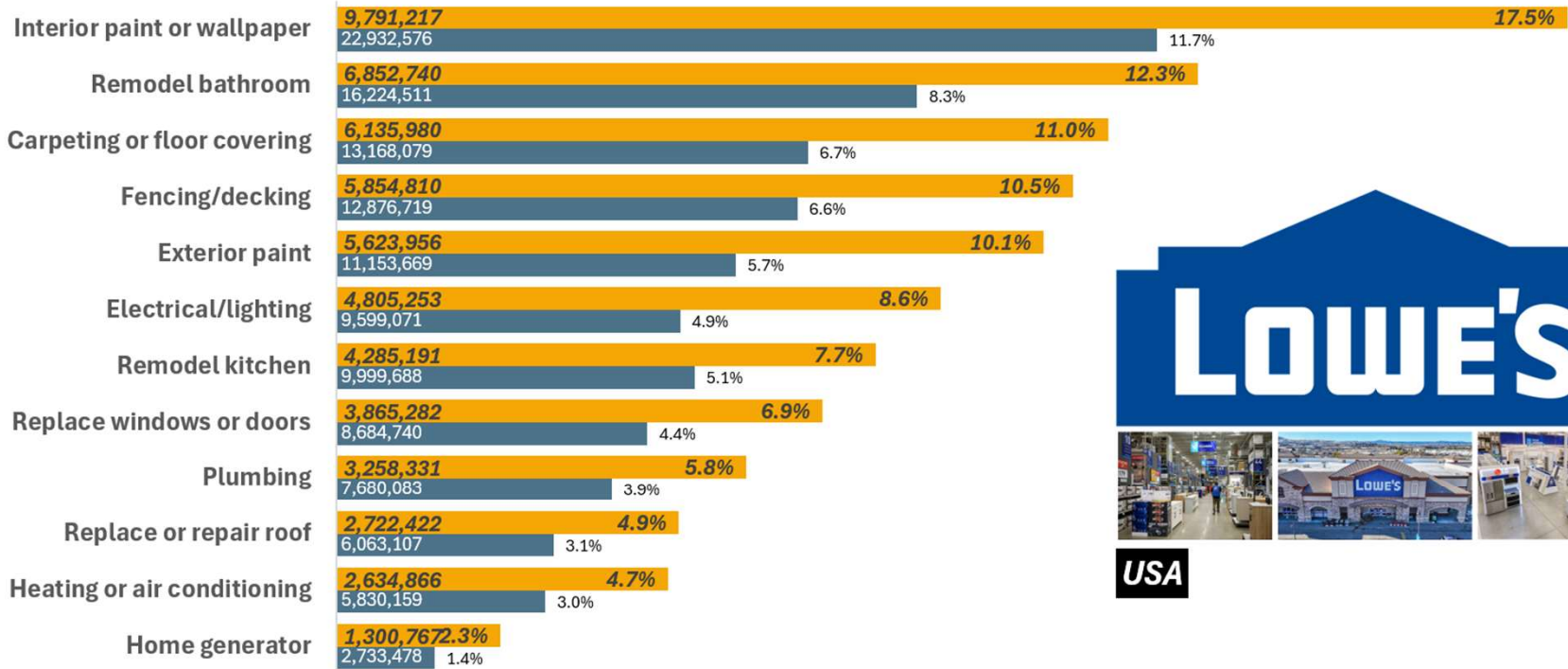
Past 3-Months Payment Methods Used: Adults 35 or older





"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

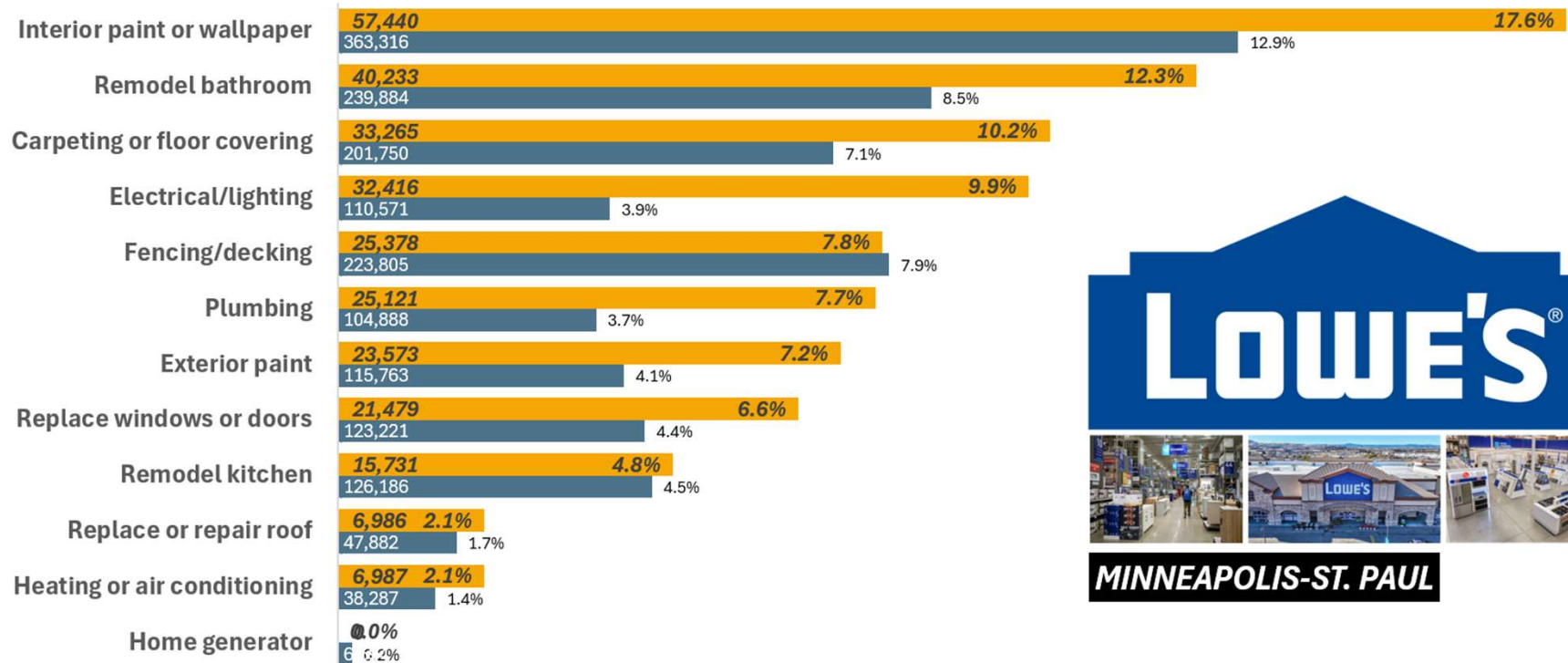


[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



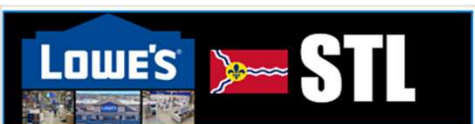
■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 187
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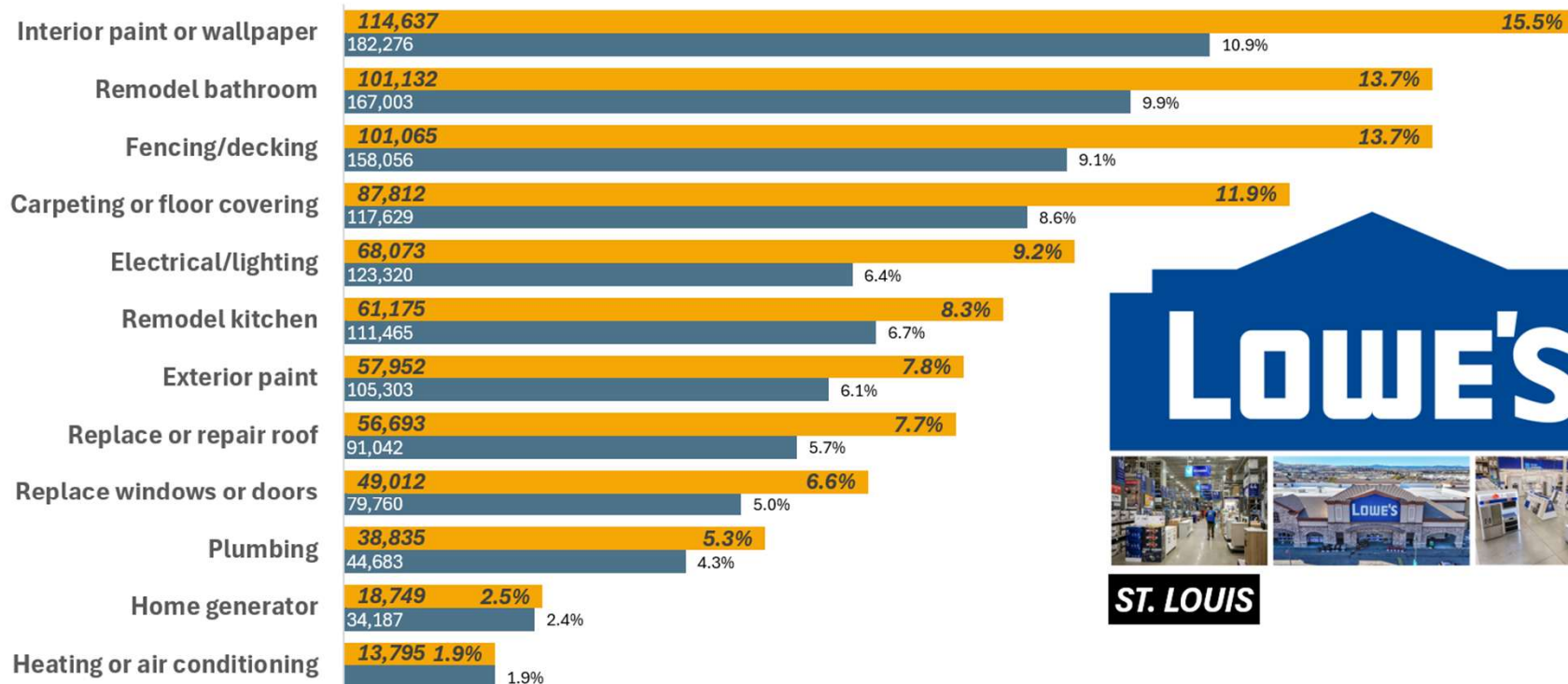
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 642
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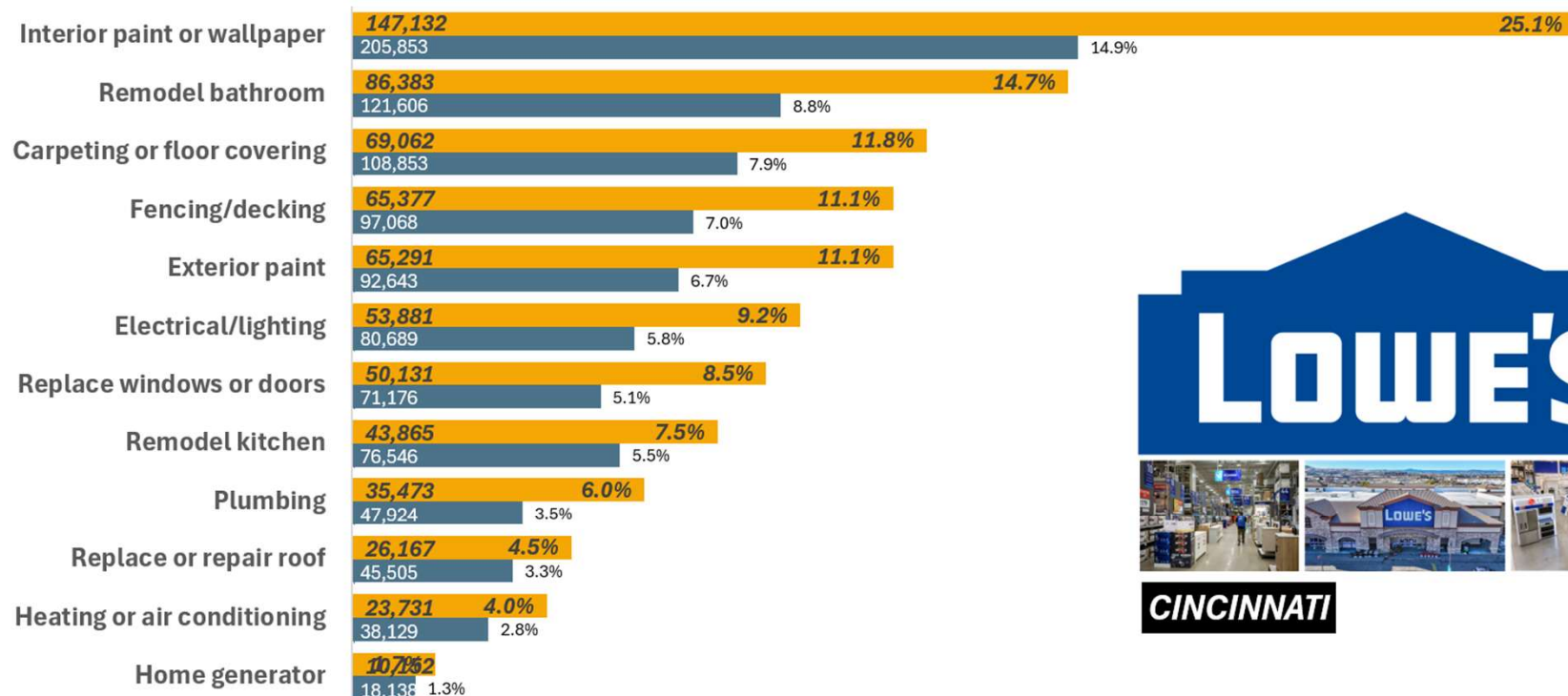
soefa.ai Share of Everything for Anything ®

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

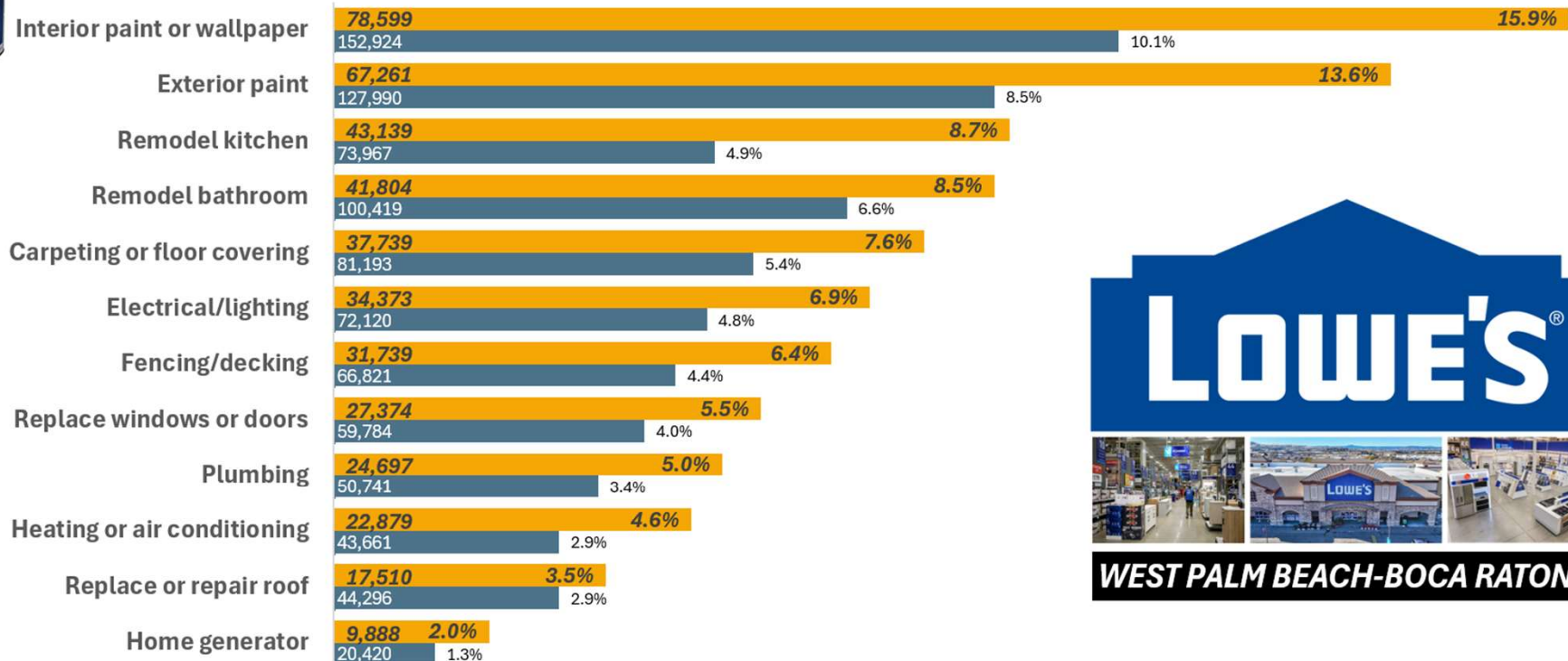
■ P35+ CINCINNATI (Home Improvements Planned next 12 months)





"Home Improvements Planned"

P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)



■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Home Improvements Planned next 12 months)

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

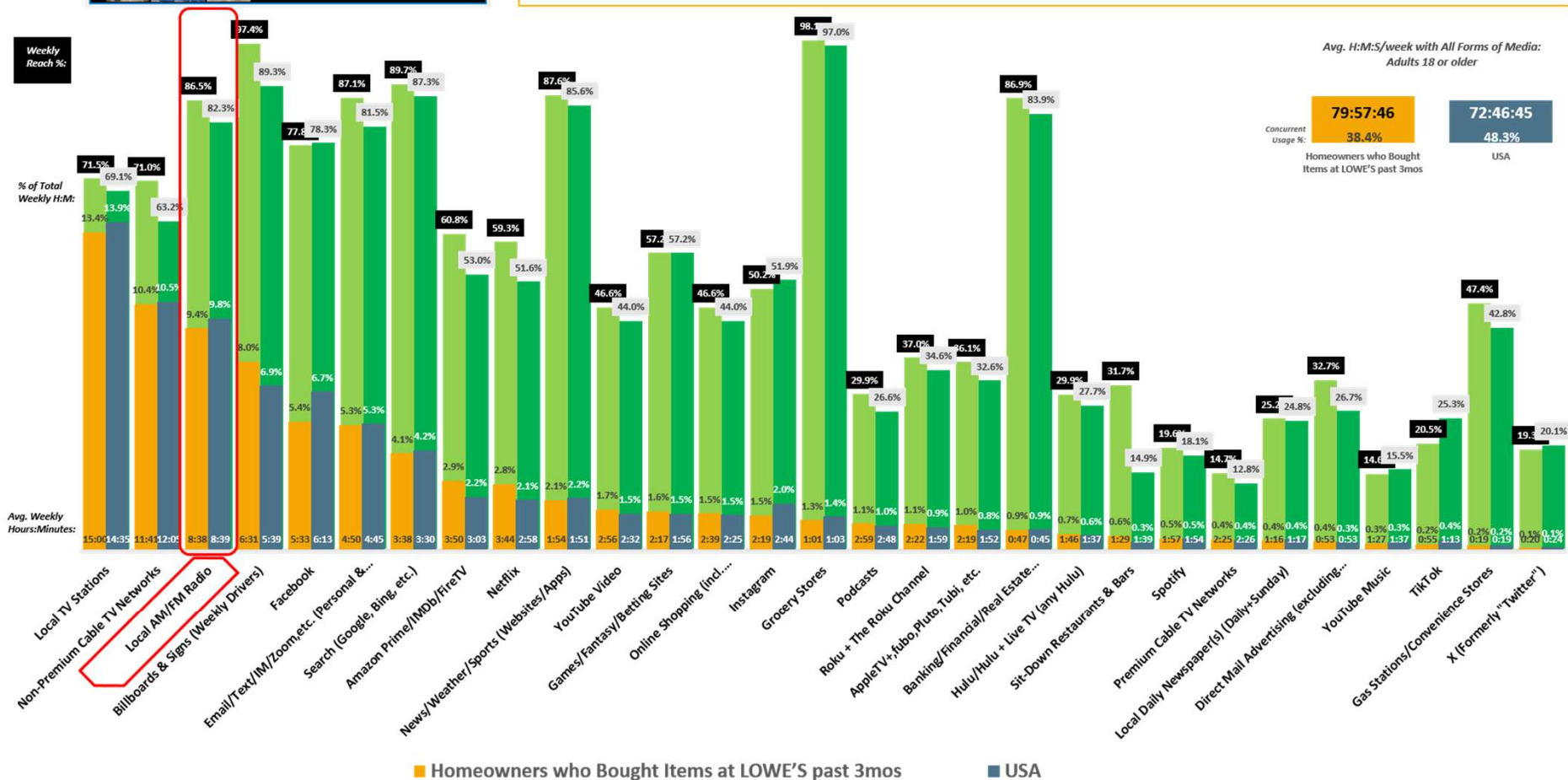
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 694
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 7 hours, 57 minutes and 46 seconds each week with All Forms of Media.
 86.5% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



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

Concurrent Usage %	79:57:46	72:46:45
	38.4%	48.3%
	Homeowners who Bought Items at LOWE'S past 3mos	USA

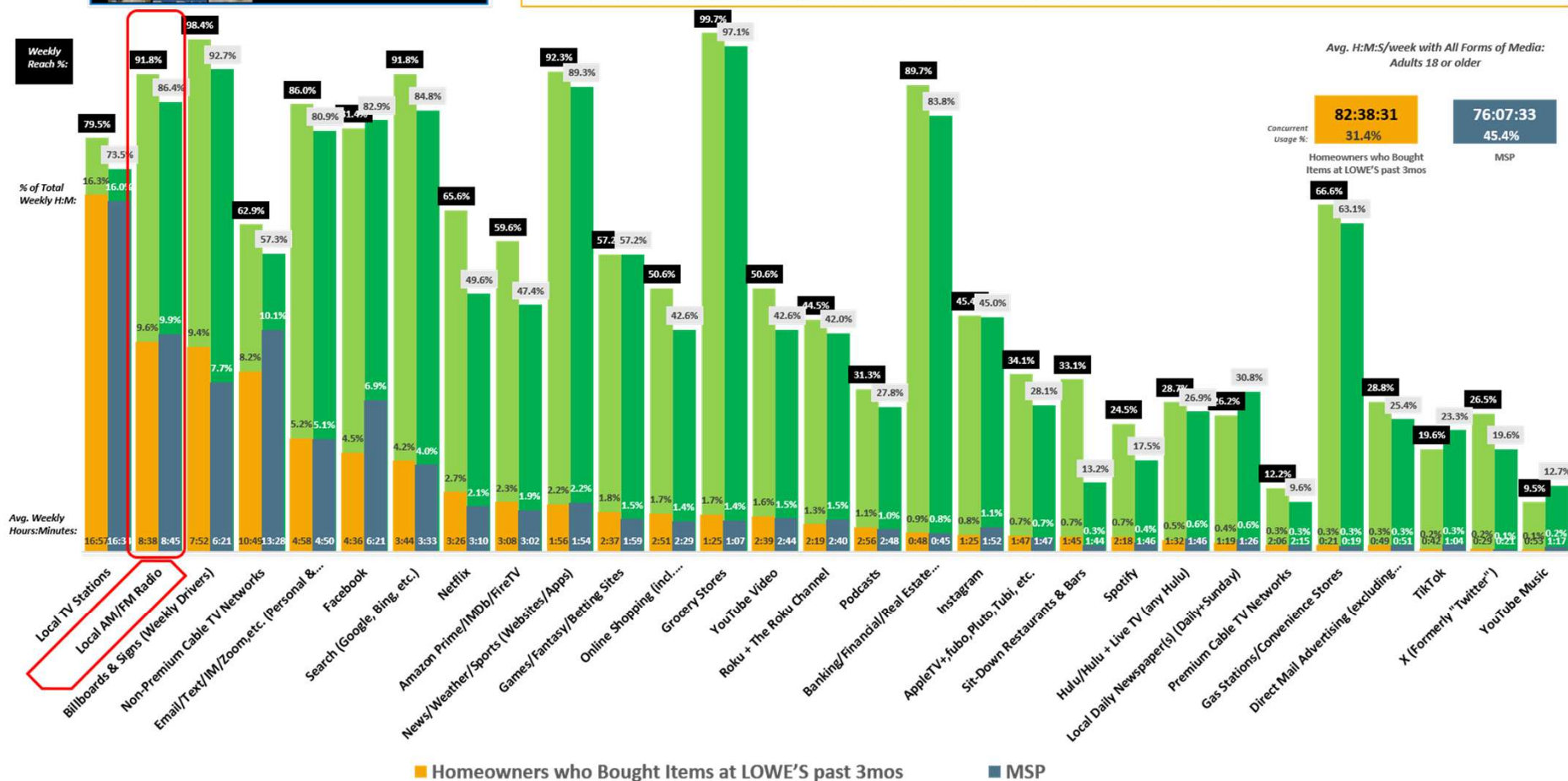


Share of Everything
 for Anything.

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 10 hours, 38 minutes and 31 seconds each week with All Forms of Media.
 91.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 38 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



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

Concurrent
 Usage %:

Homeowners who Bought
 Items at LOWE'S past 3mos

82:38:31
 31.4%

MSP

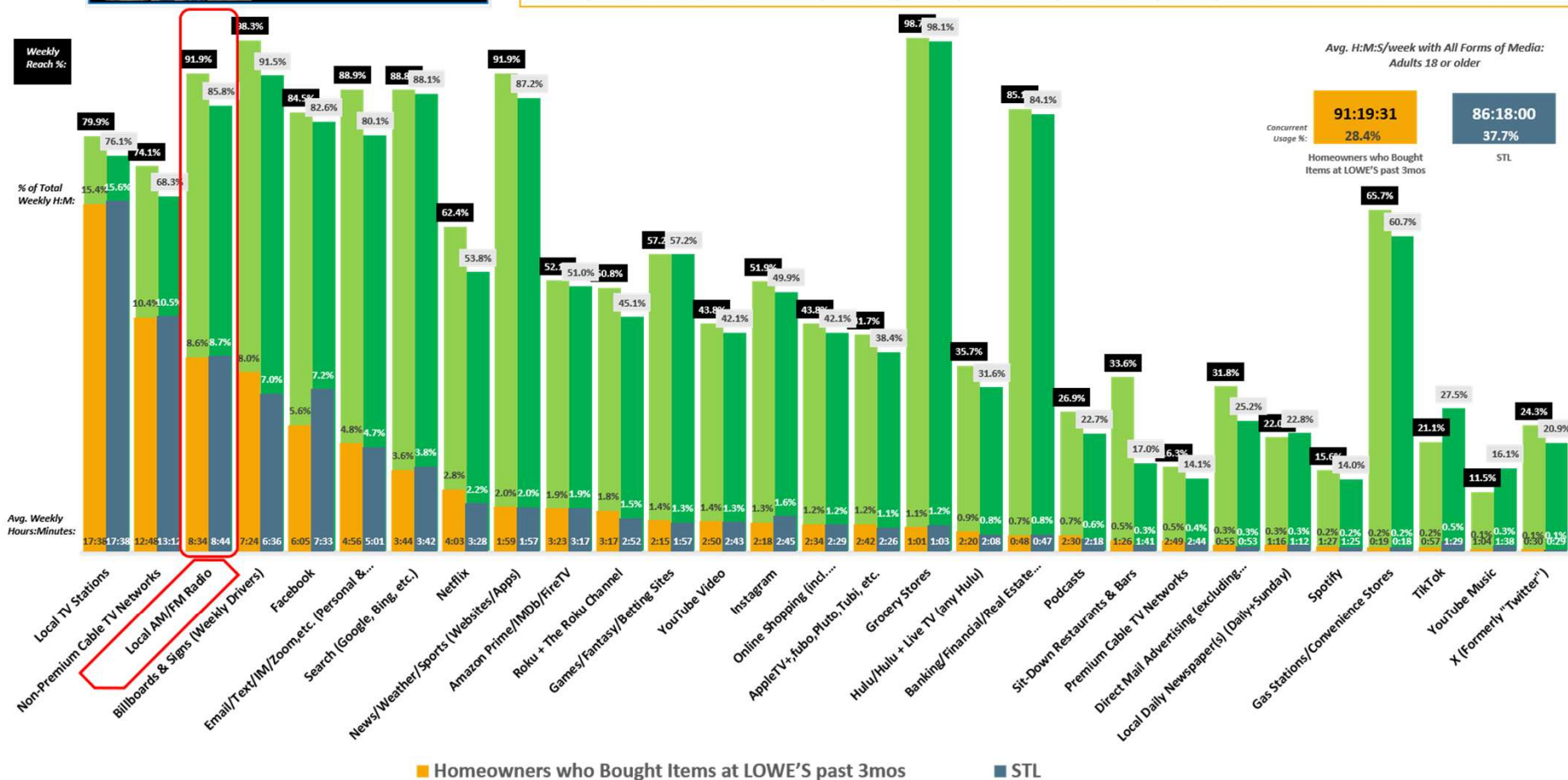
76:07:33
 45.4%

Homeowners who Bought Items at LOWE'S past 3mos

MSP



Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 19 hours, 19 minutes and 31 seconds each week with All Forms of Media.
 91.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.

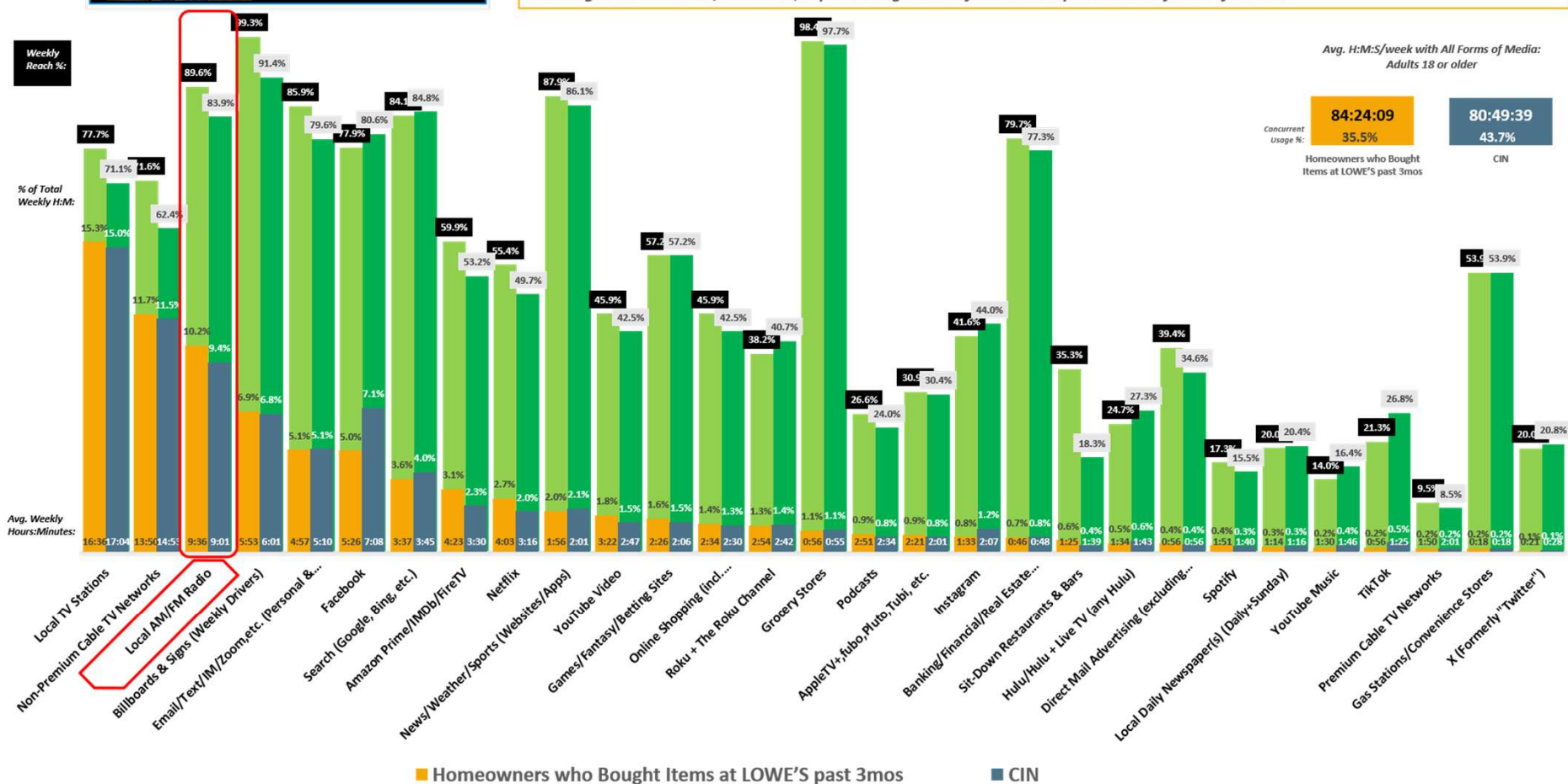


Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %:
91:19:31
 28.4%
 Homeowners who Bought Items at LOWE'S past 3mos
86:18:00
 37.7%
 STL

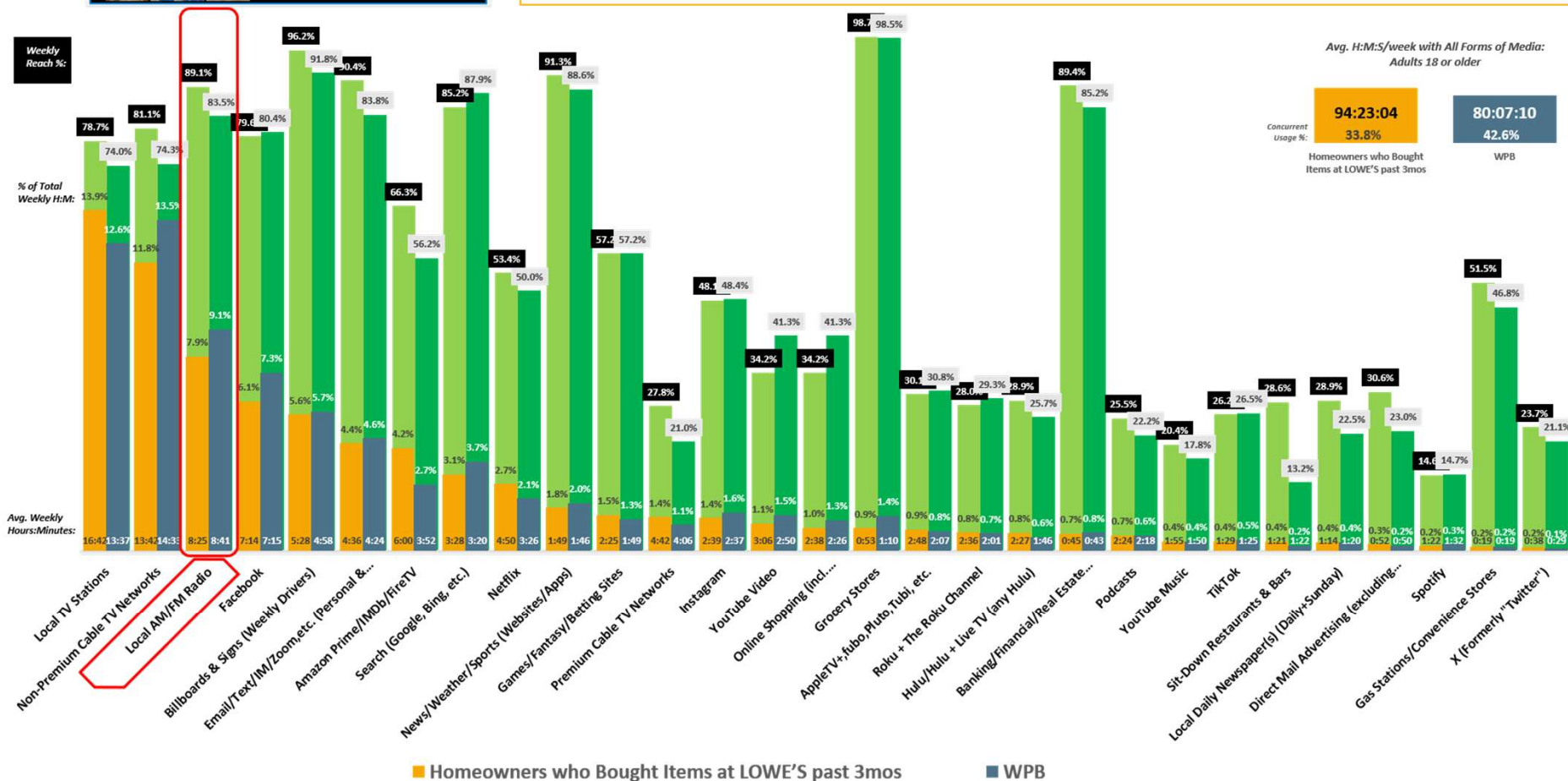


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 12 hours, 24 minutes and 9 seconds each week with All Forms of Media.
 89.6% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 9 hours and 36 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



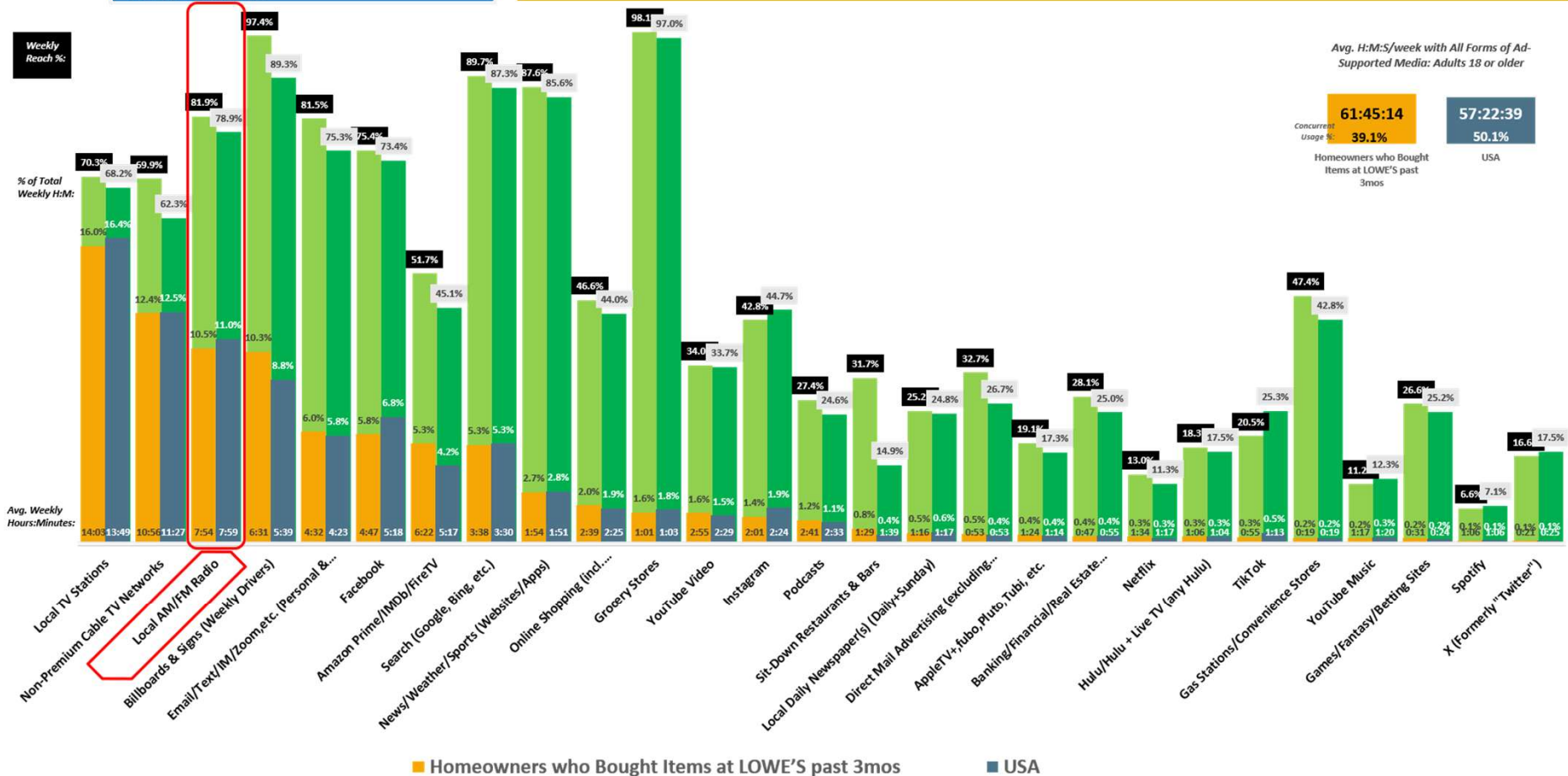


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 22 hours, 23 minutes and 4 seconds each week with All Forms of Media.
 89.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



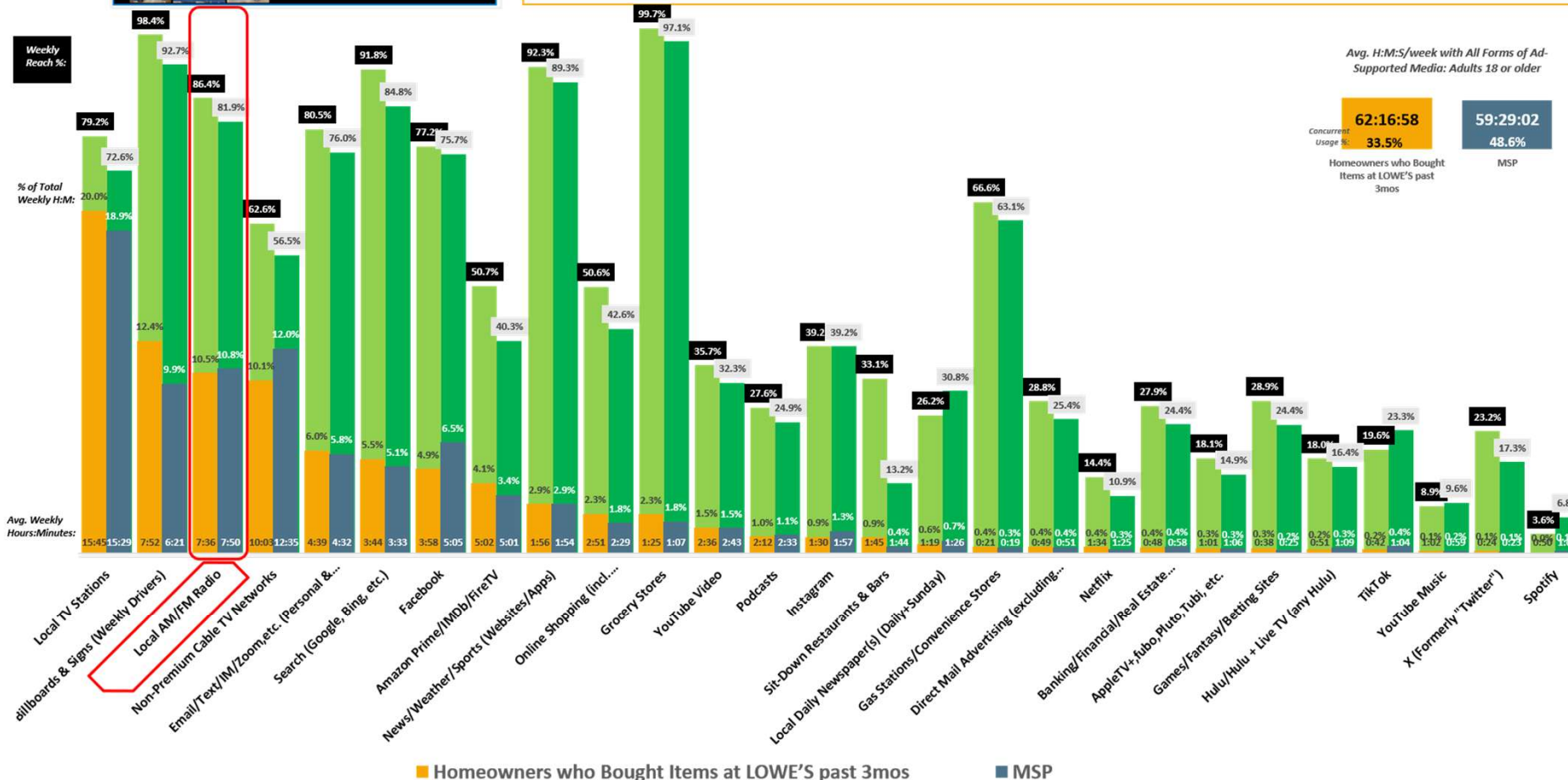


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 13 hours, 45 minutes and 14 seconds each week with All Forms of Ad-Supported Media.
 81.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 14 hours, 16 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
86.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.

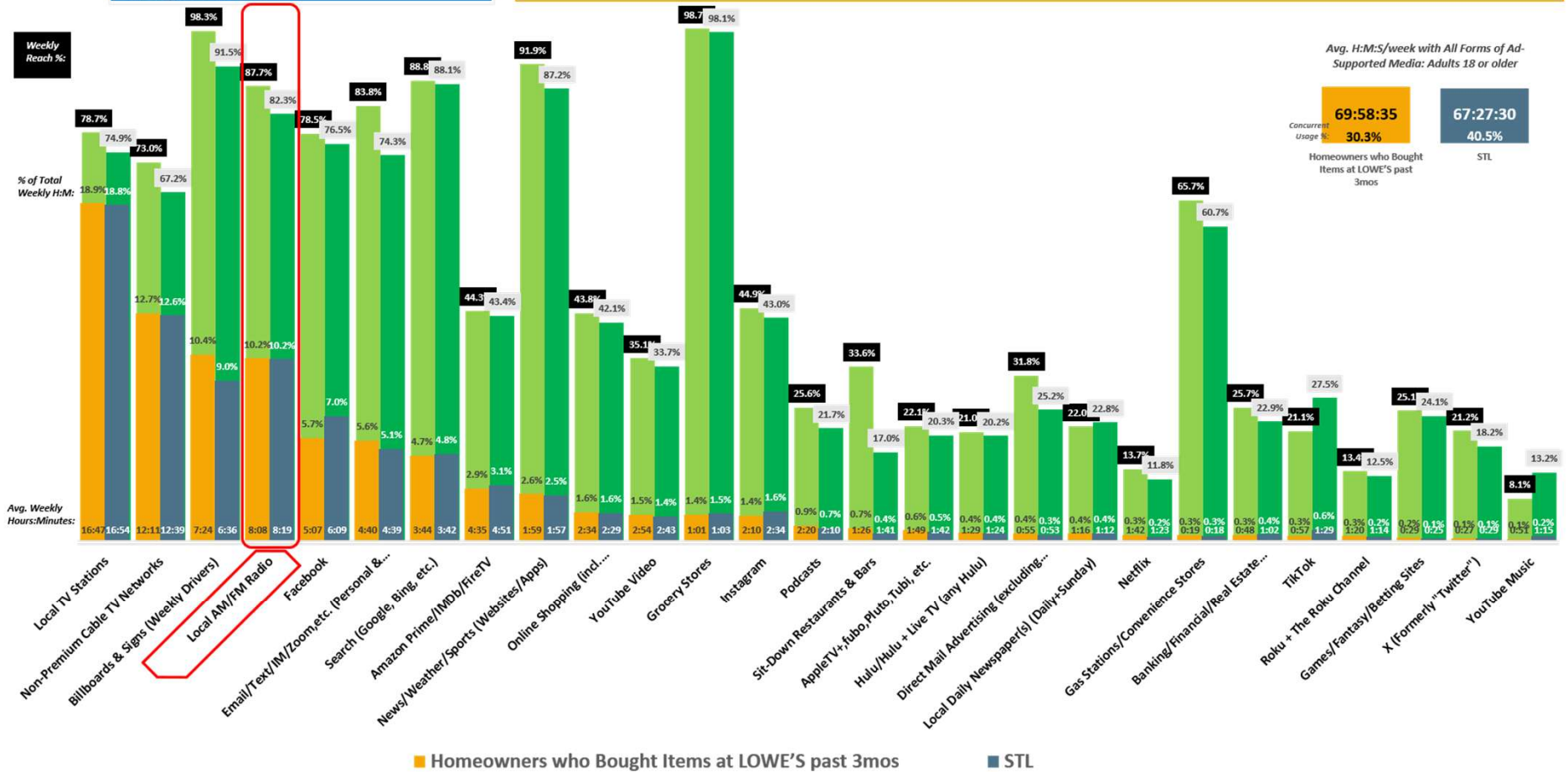


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	62:16:58	59:29:02
Homeowners who Bought Items at LOWE'S past 3mos	33.5%	48.6%
		MSP



Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 21 hours, 58 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
87.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.



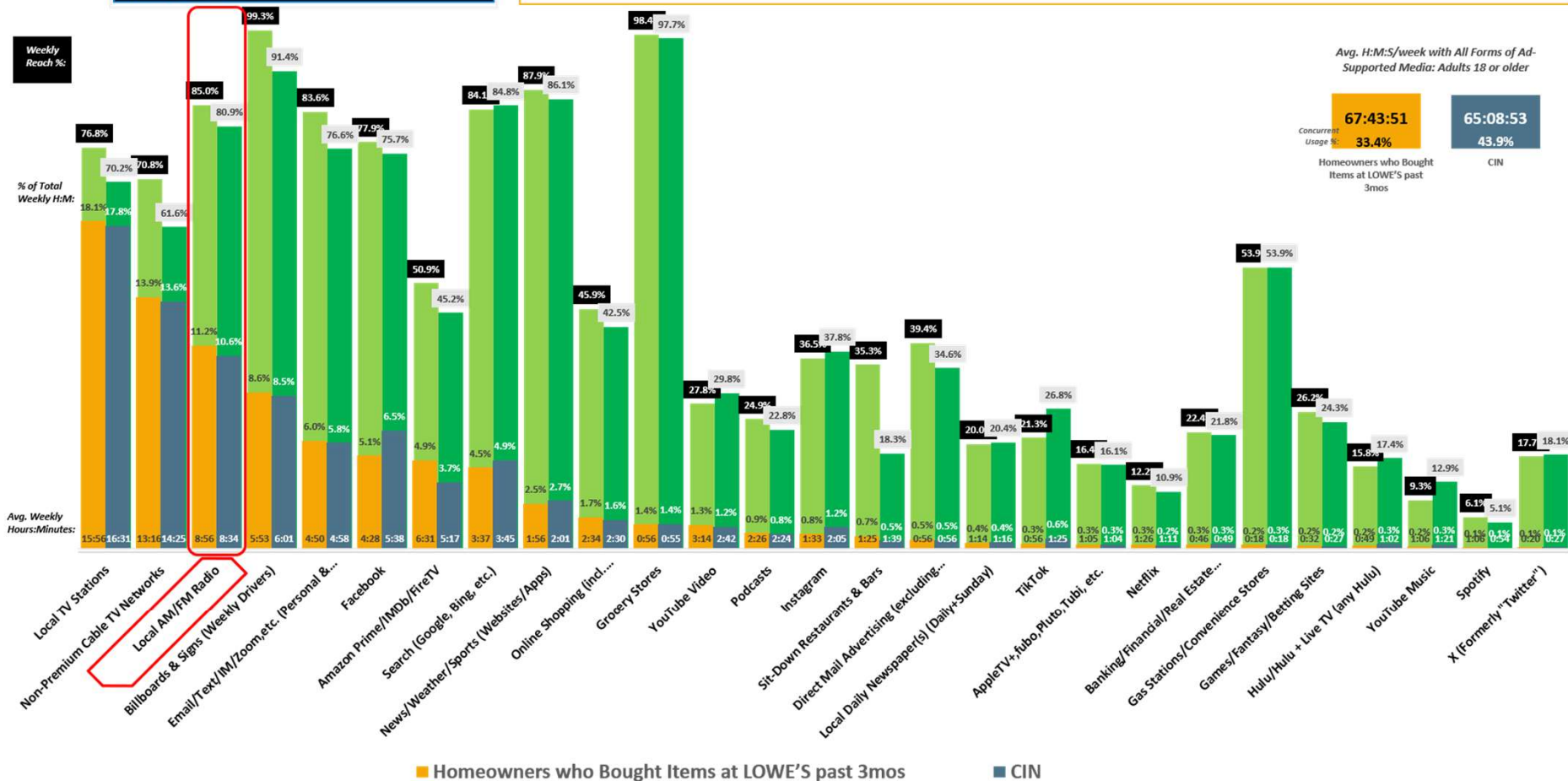
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %: 69:58:35 (30.3%)
Homeowners who Bought Items at LOWE'S past 3mos

STL: 67:27:30 (40.5%)

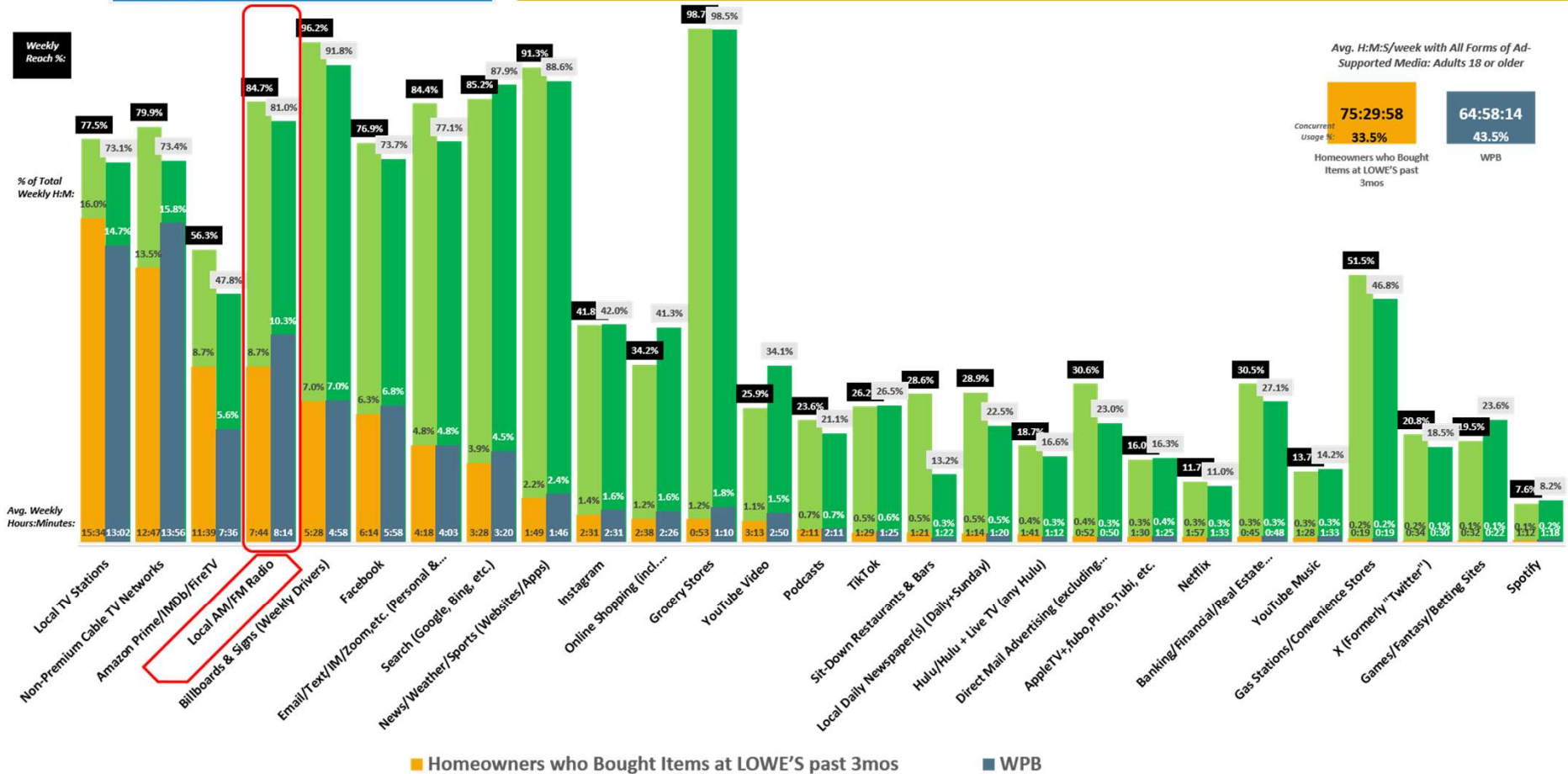


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 2 days, 19 hours, 43 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 85.% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 8 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 3 days, 3 hours, 29 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 84.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.7% of total time spent with all forms of Ad-Supported Media.



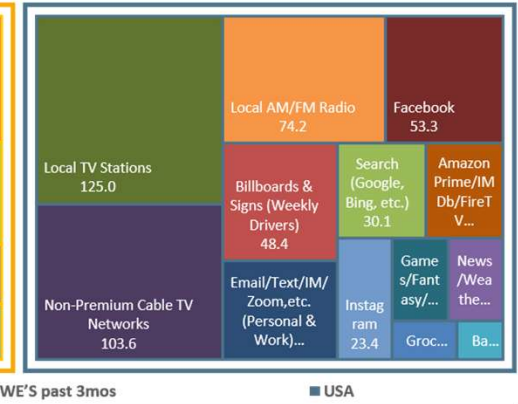
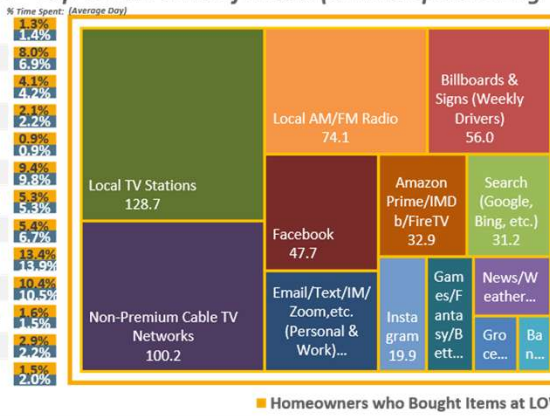
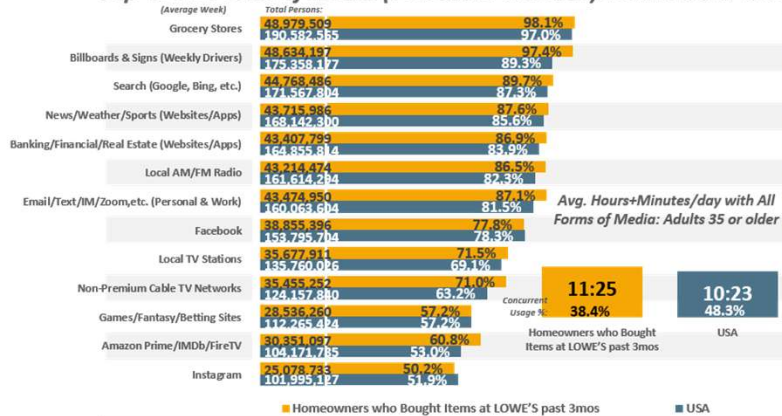
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

Concurrent Usage %	75:29:58	64:58:14
Homeowners who Bought Items at LOWE'S past 3mos	33.5%	43.5%

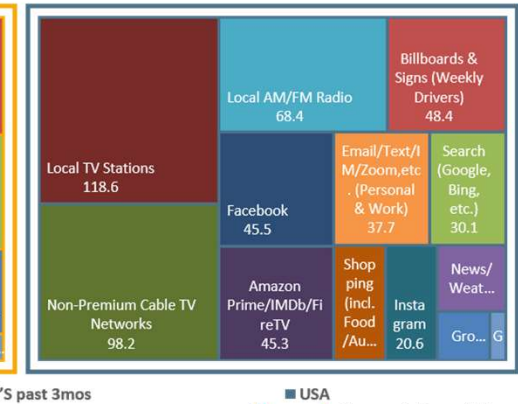
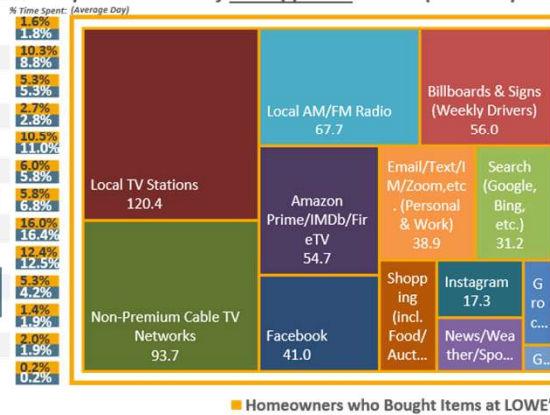
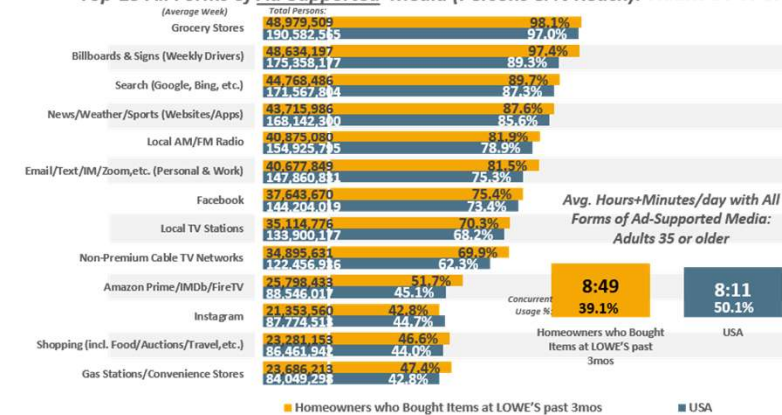


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 81.9% listen to Local AM/FM Radio for an avg. of 67.7 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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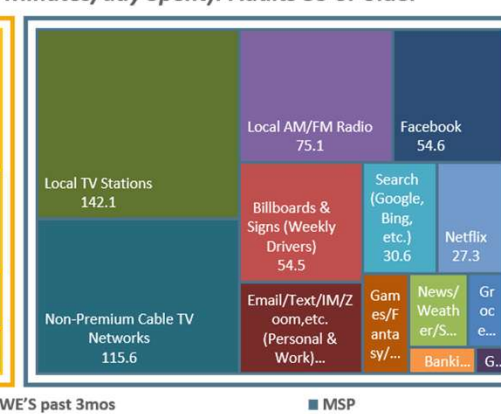
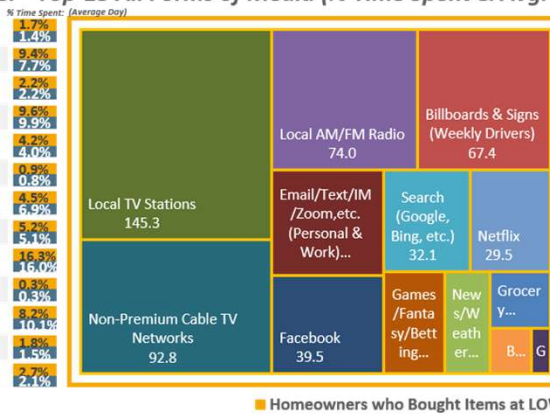
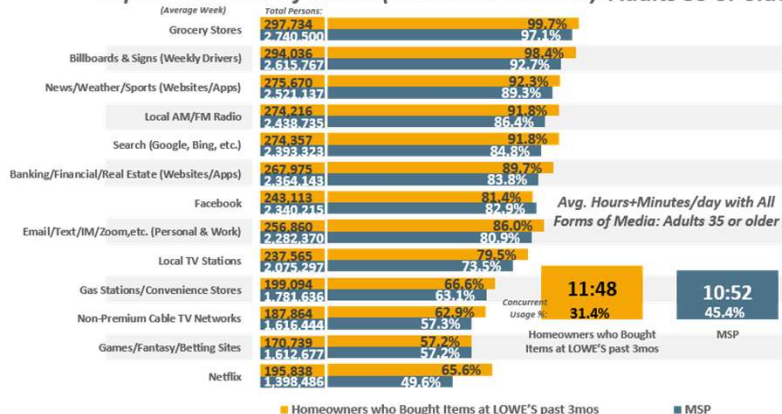
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

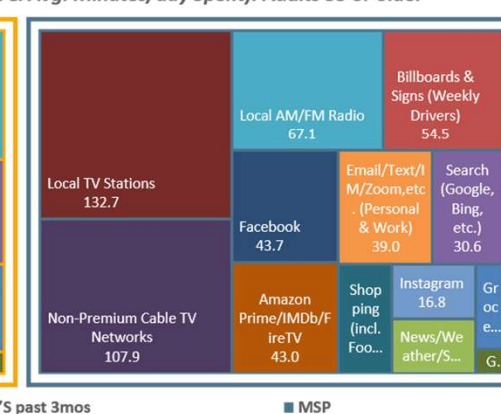
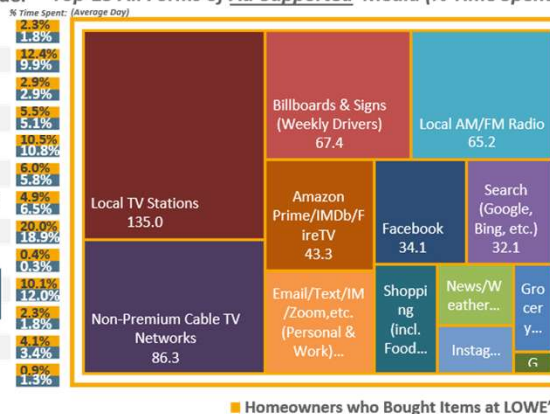
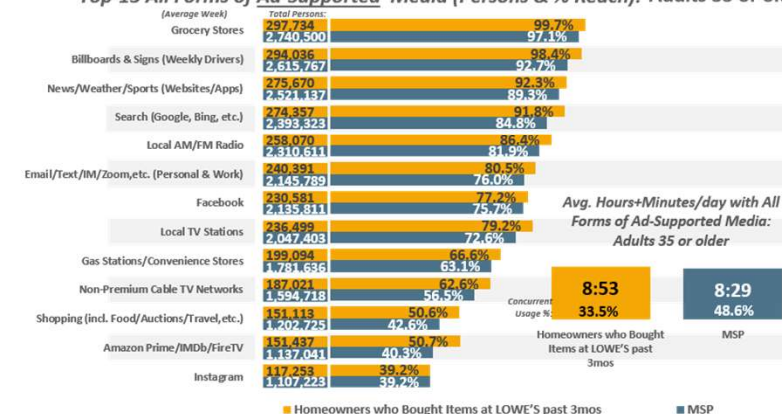


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 86.4% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 193
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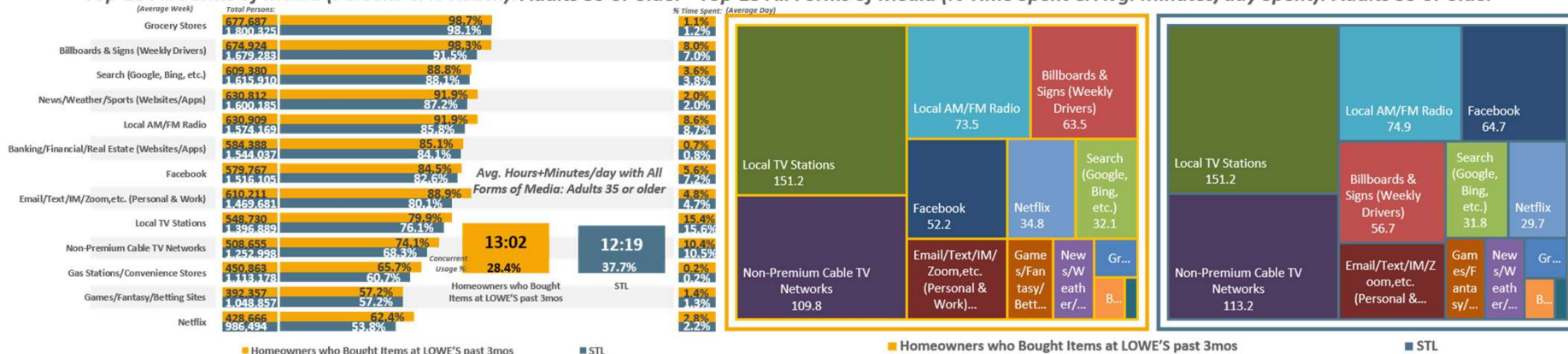
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

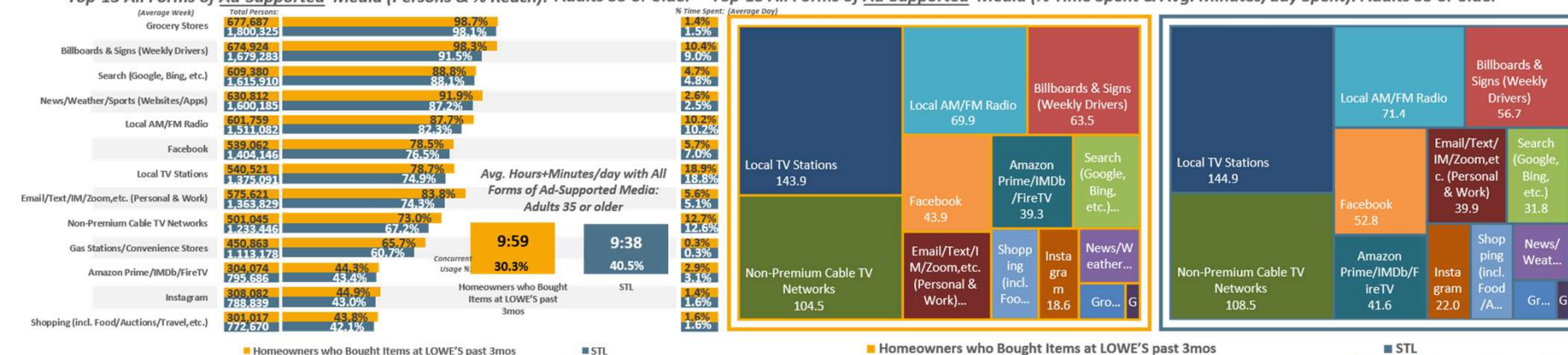


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 9 hours and 59 minutes each day with All Forms of Ad-Supported Media. 87.7% listen to Local AM/FM Radio for an avg. of 69.9 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 662
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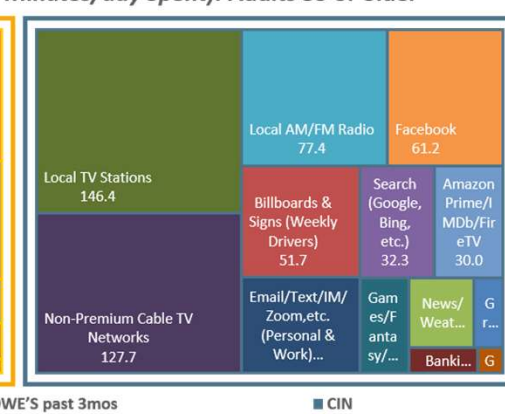
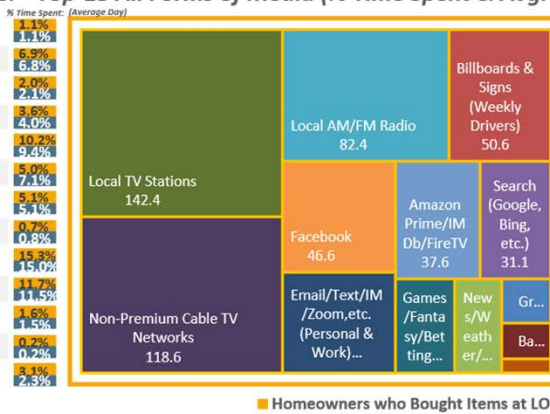
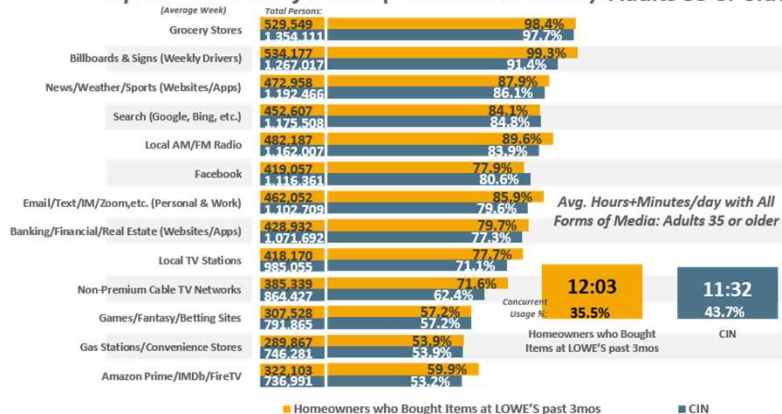
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

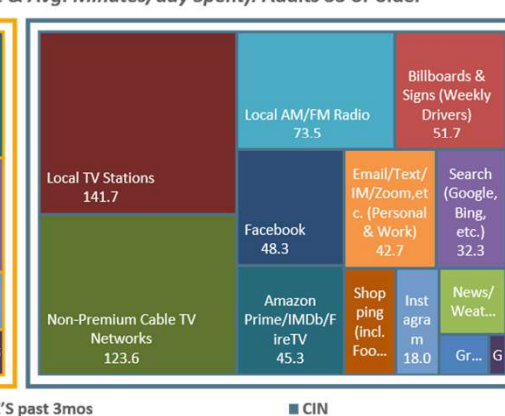
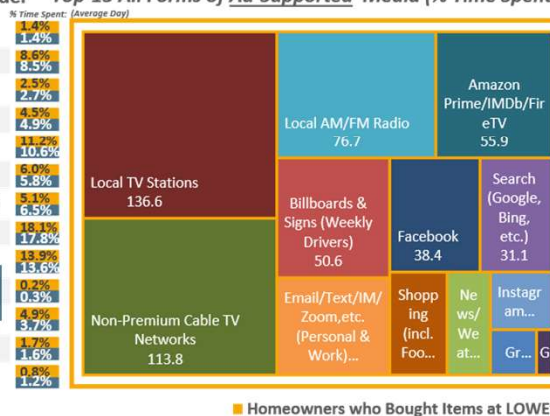
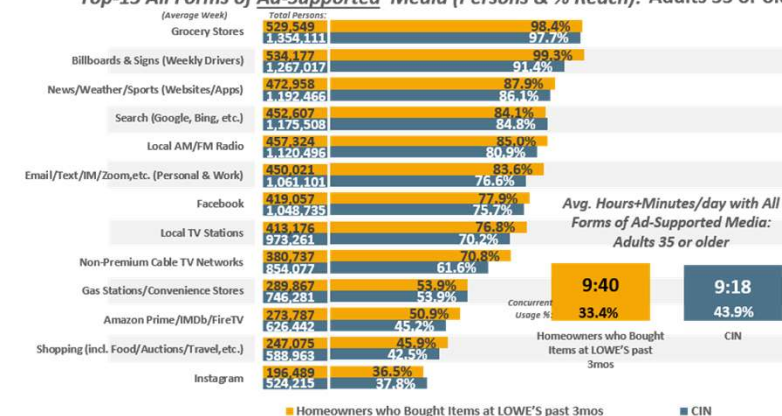


Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 9 hours and 40 minutes each day with All Forms of Ad-Supported Media. 85.% listen to Local AM/FM Radio for an avg. of 76.7 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 656
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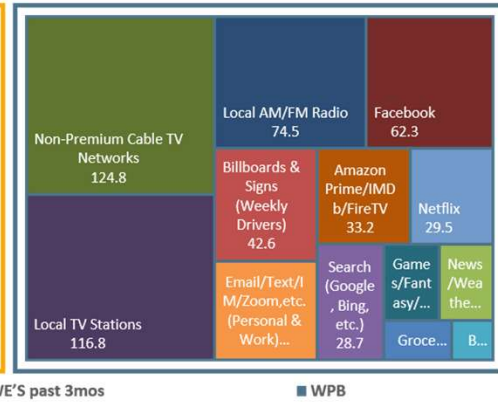
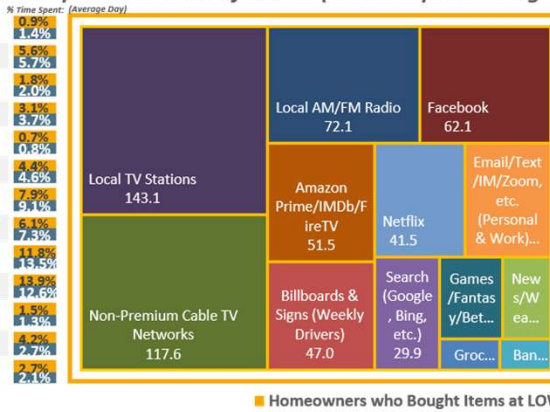
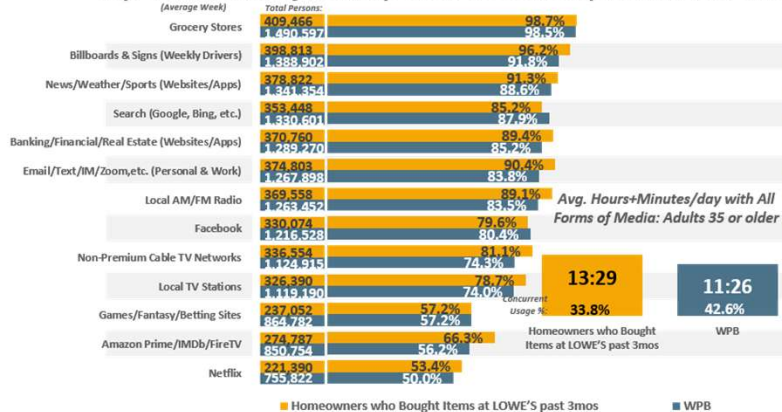
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 10 hours and 47 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. (Local Radio delivers 8.7% of Time with Ad-Supported Media.)

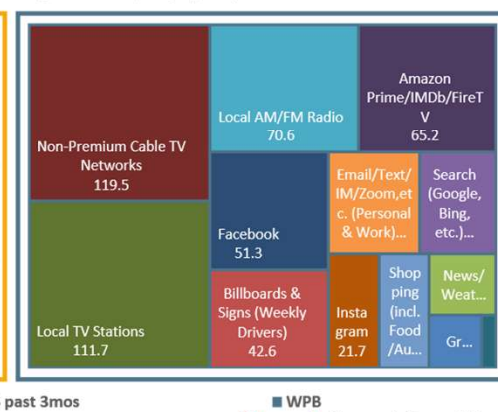
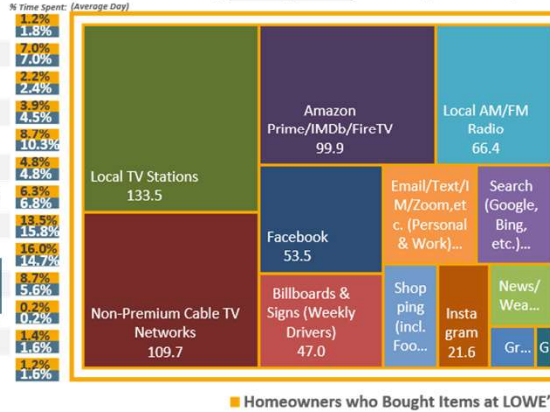
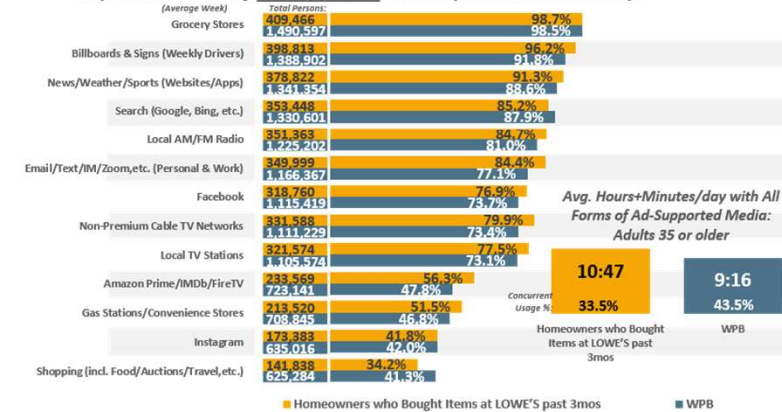
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 644
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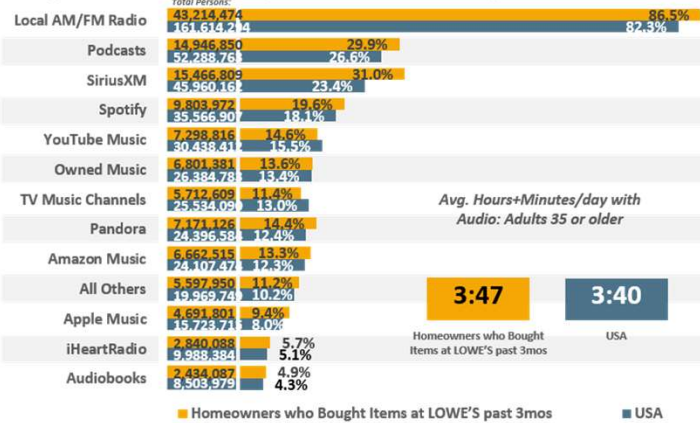
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

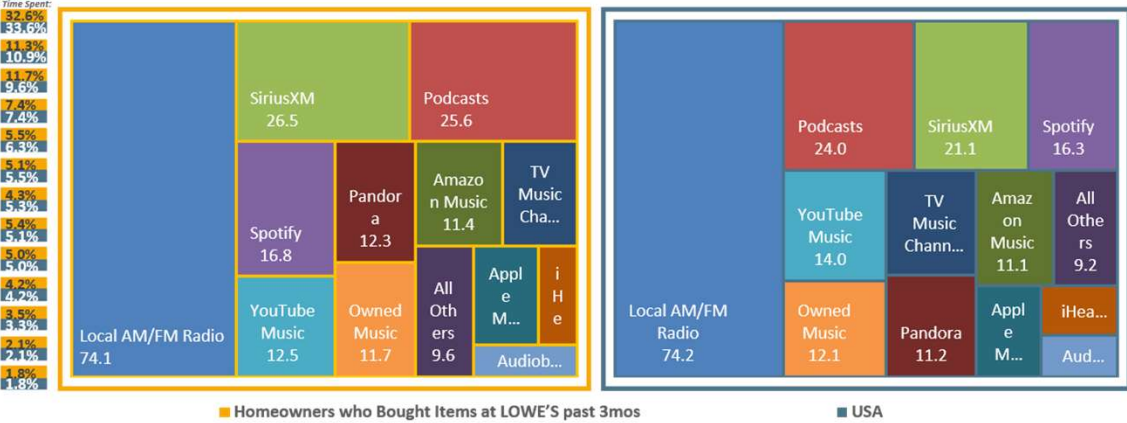


40,875,080 or 81.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

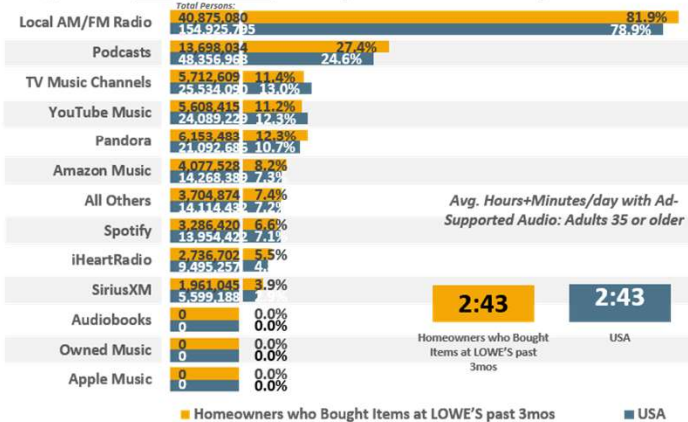
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



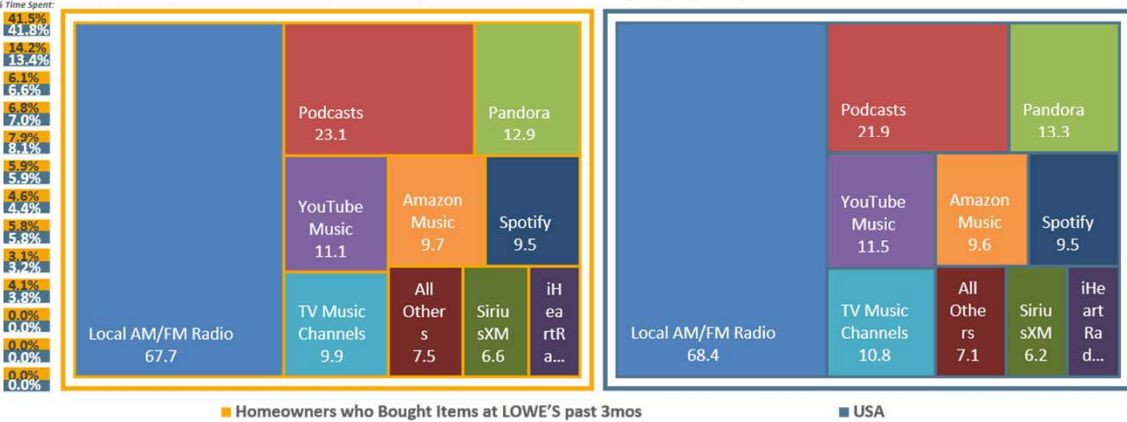
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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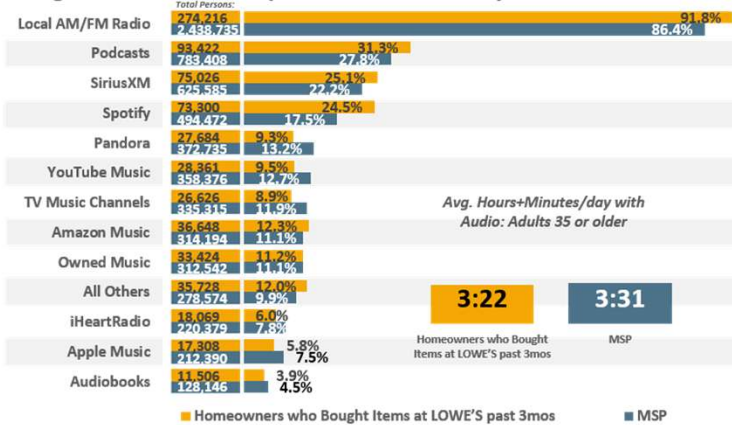
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

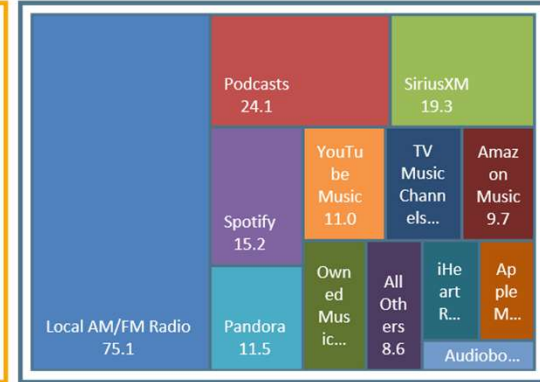
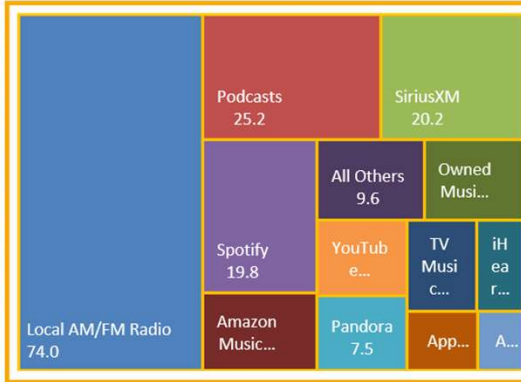


258,070 or 86.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.

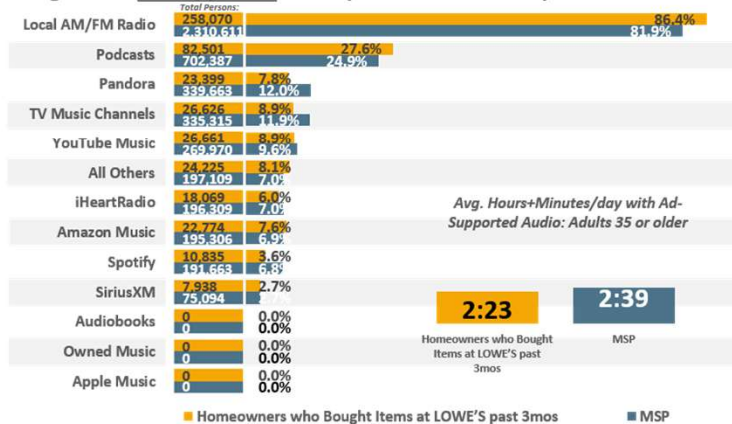
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



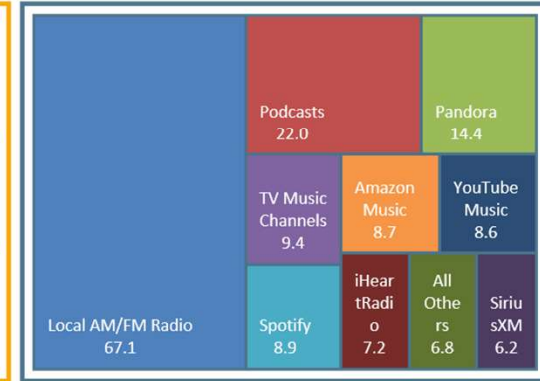
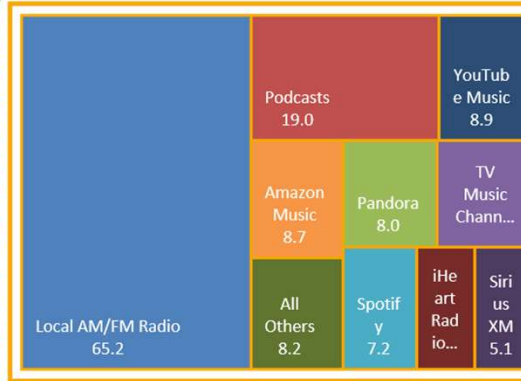
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



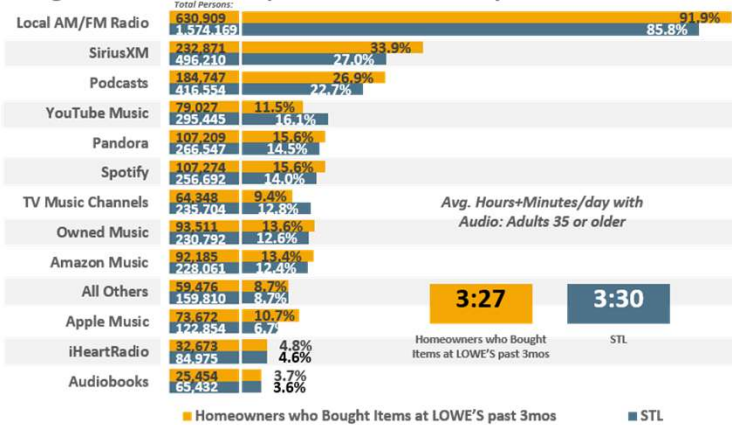
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



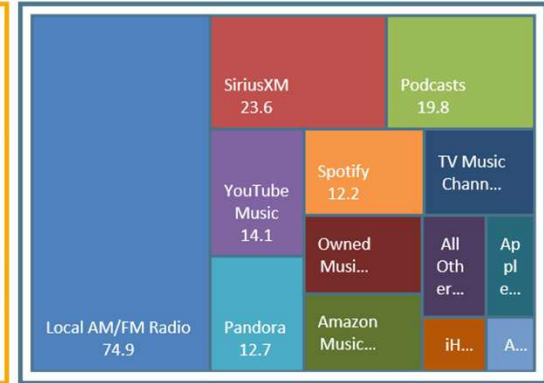
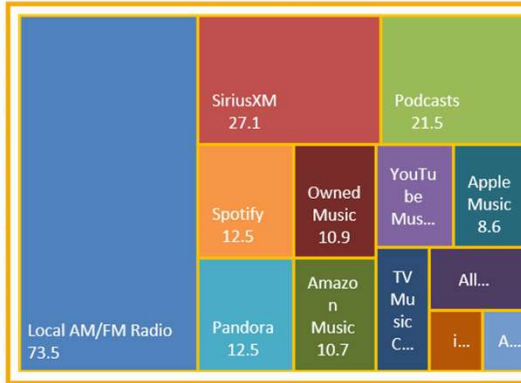


601,759 or 87.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

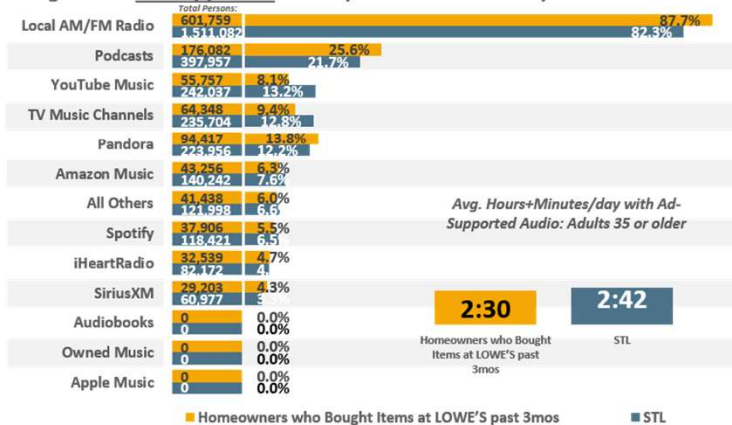
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



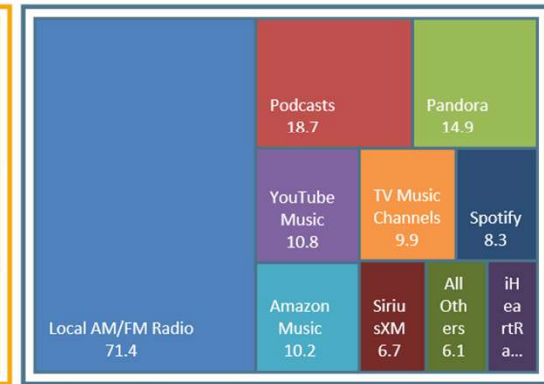
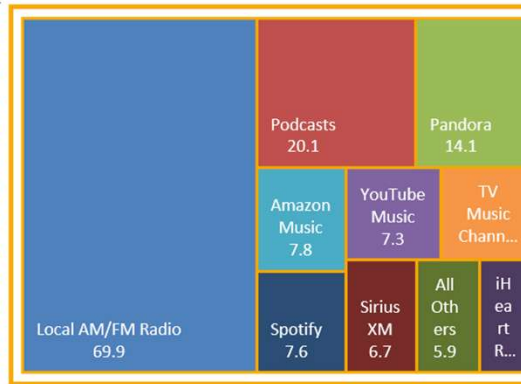
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



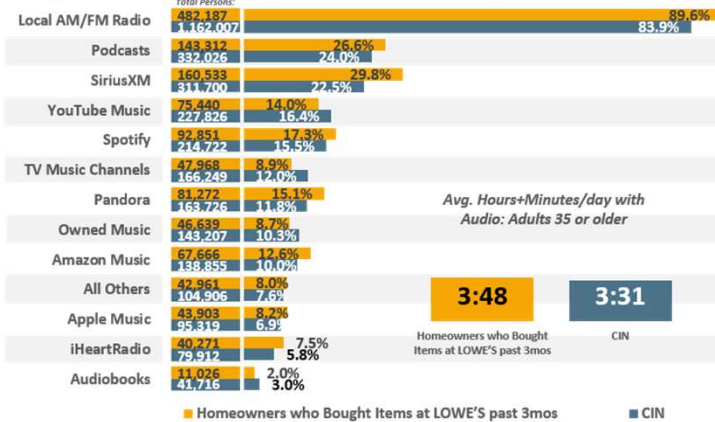
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



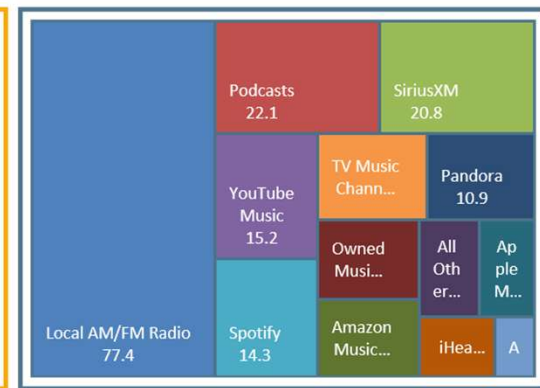
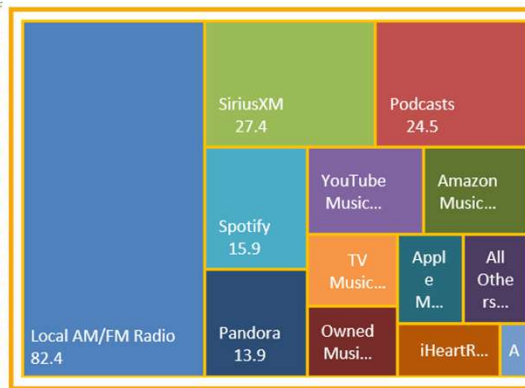


457,324 or 85.% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76.7 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.

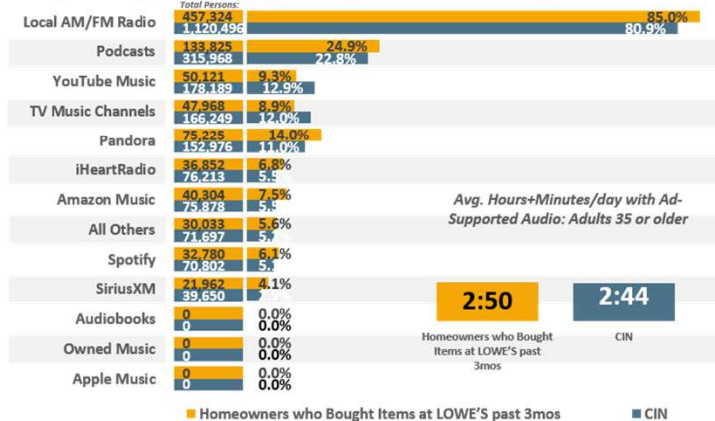
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



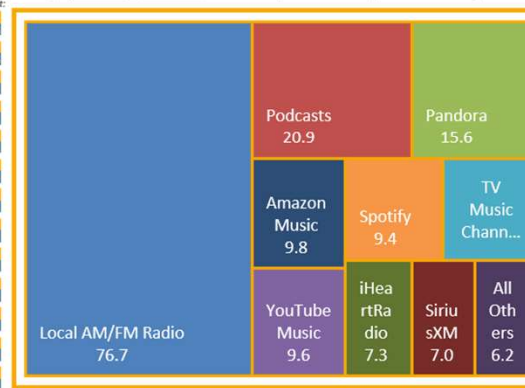
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



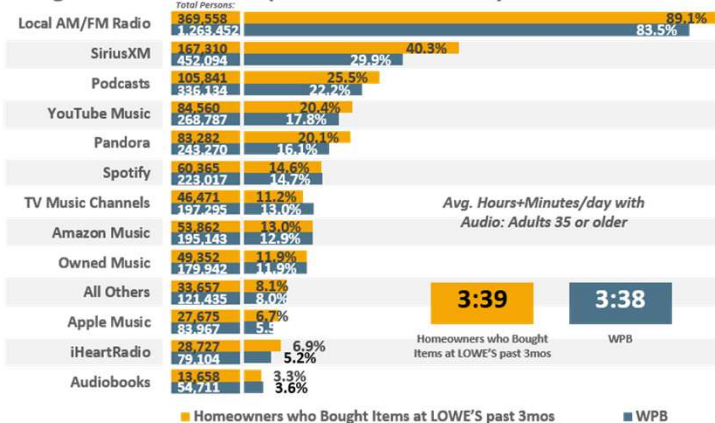
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



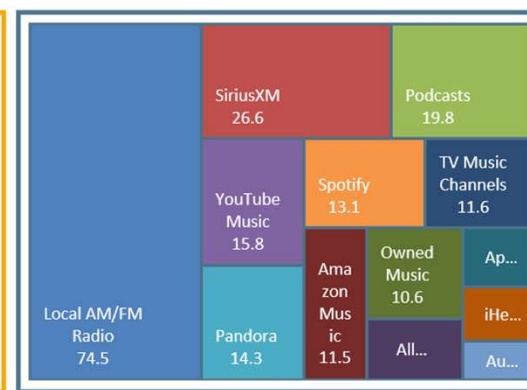
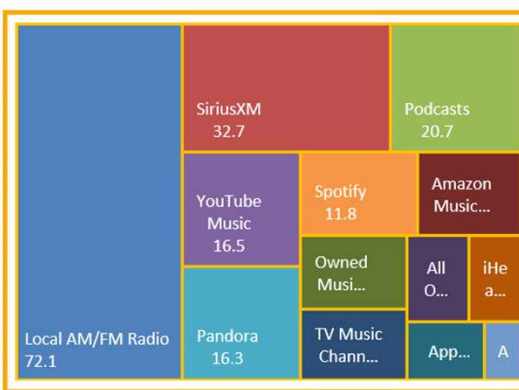


351,363 or 84.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

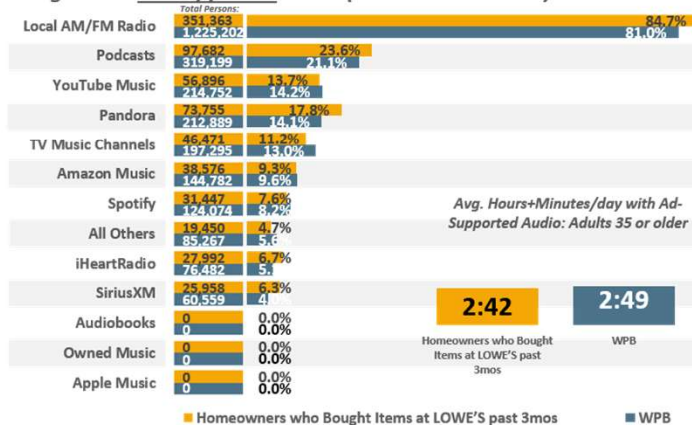
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



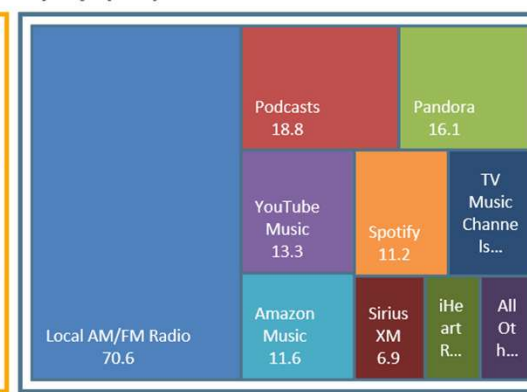
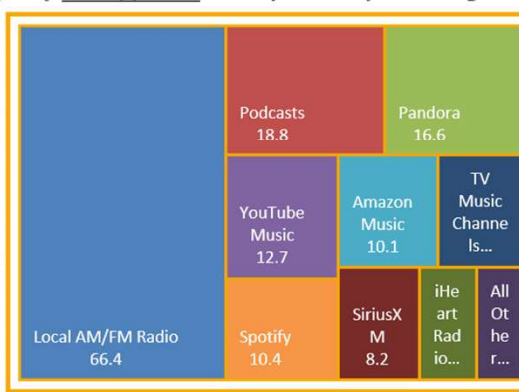
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

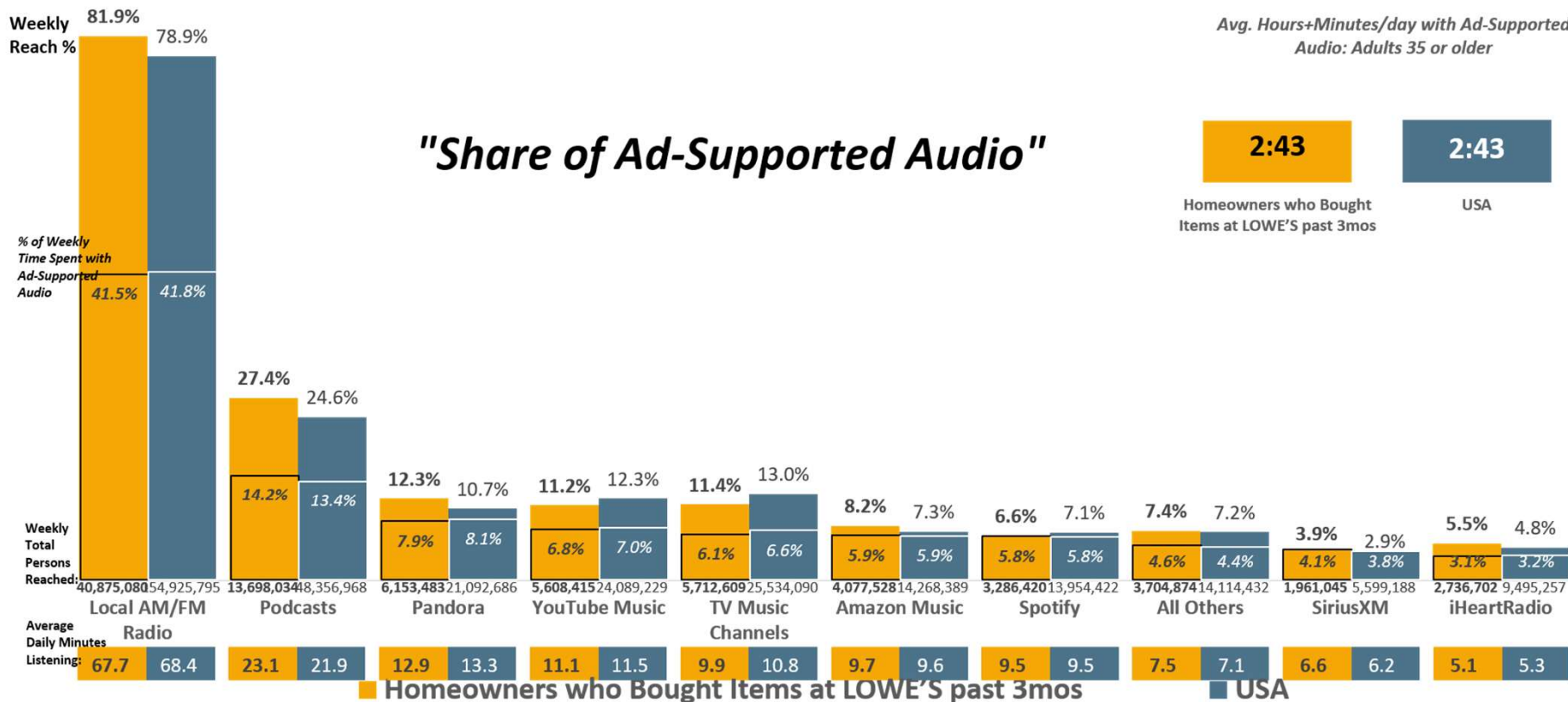


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



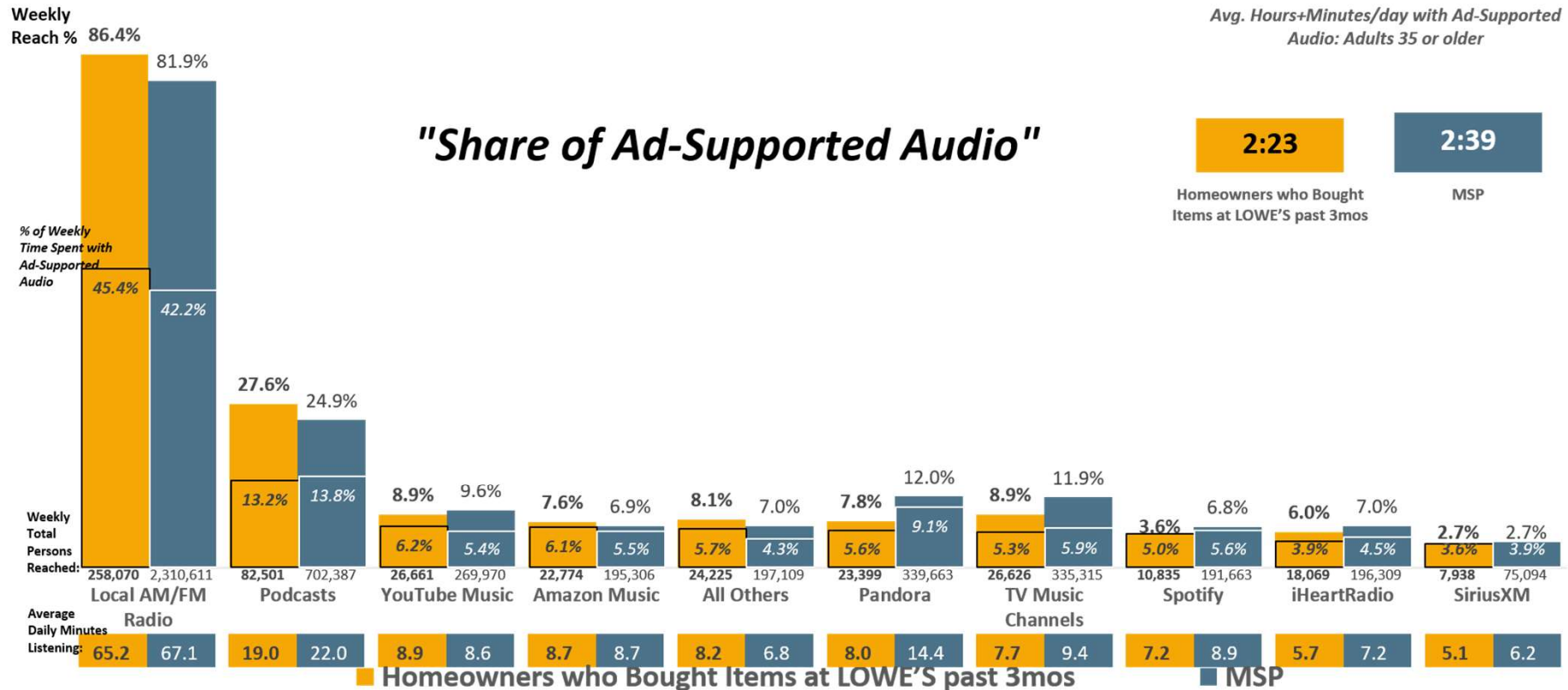


40,875,080 or 81.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 67.7 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



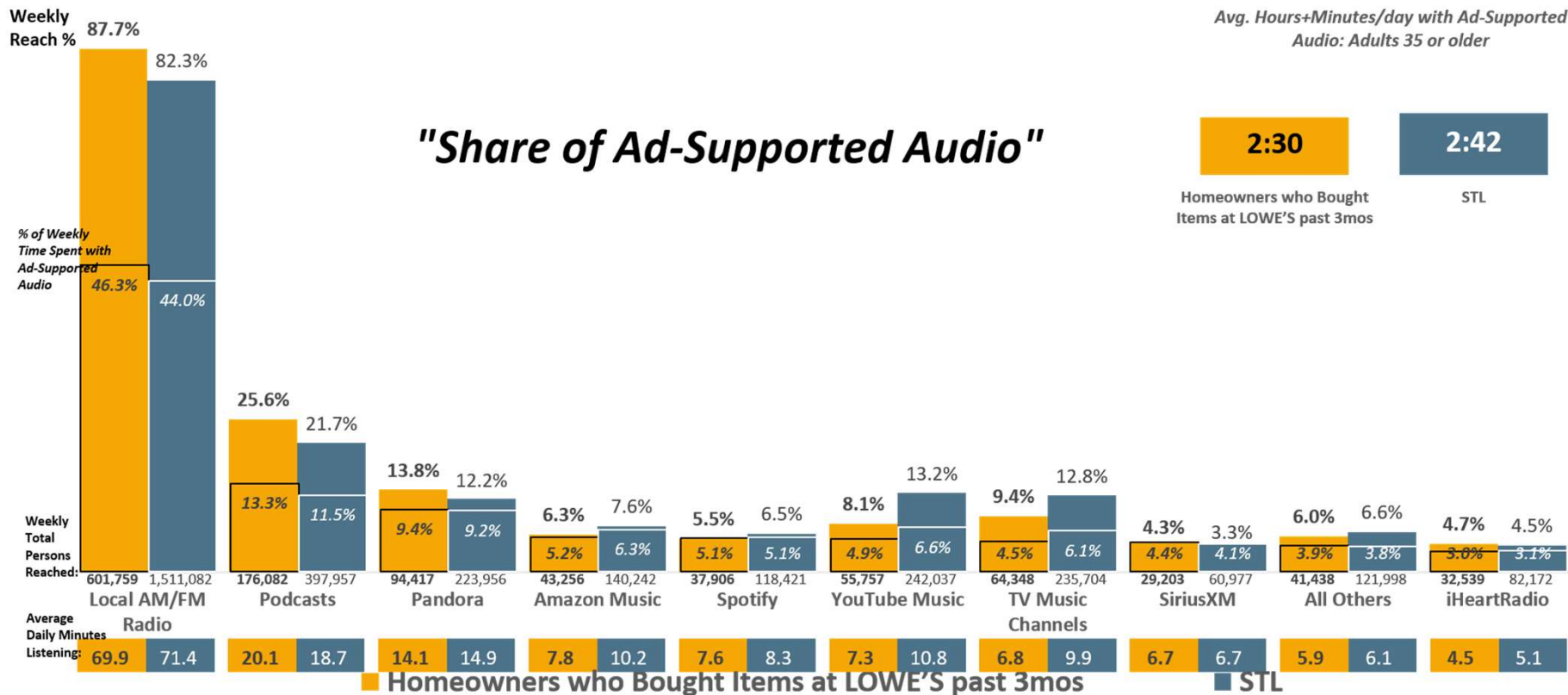


258,070 or 86.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.



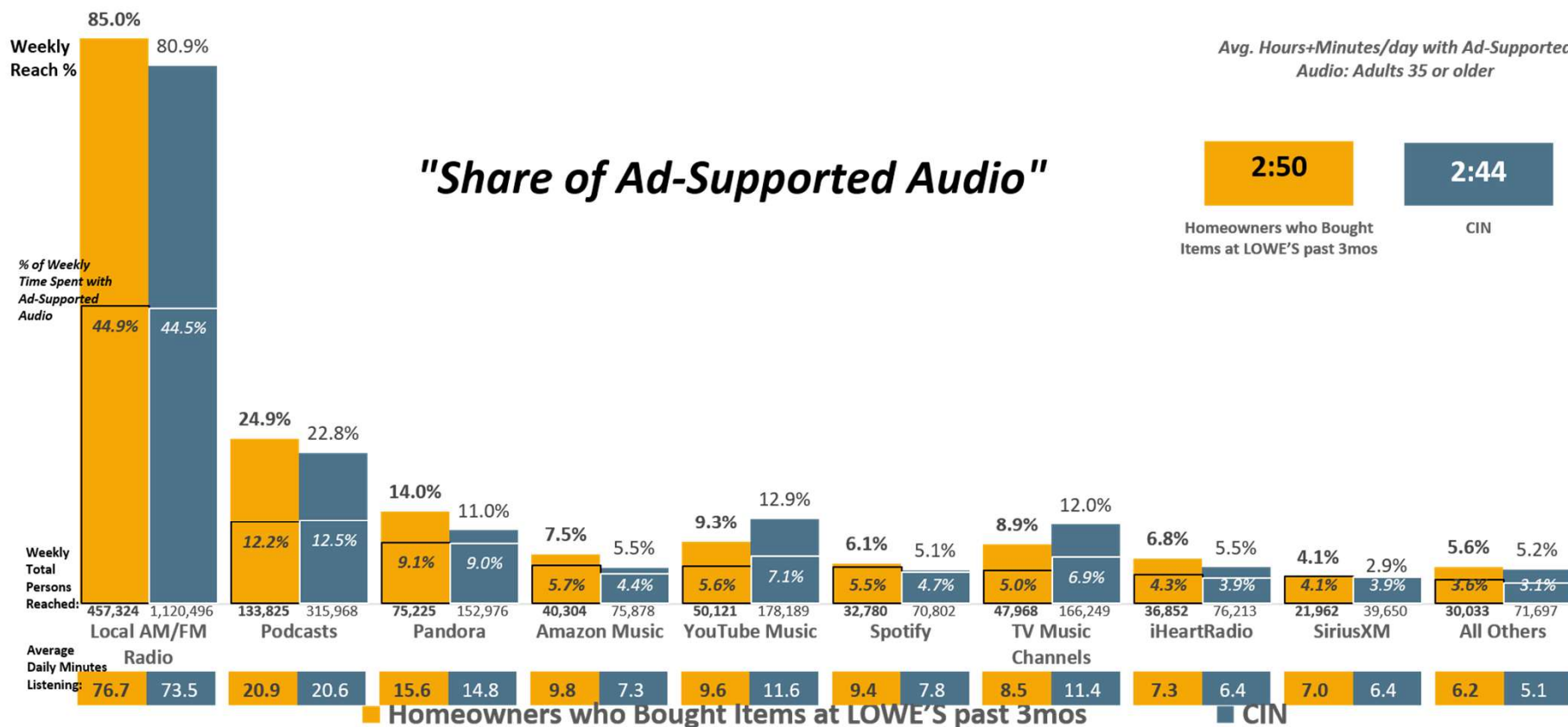


601,759 or 87.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 69.9 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.



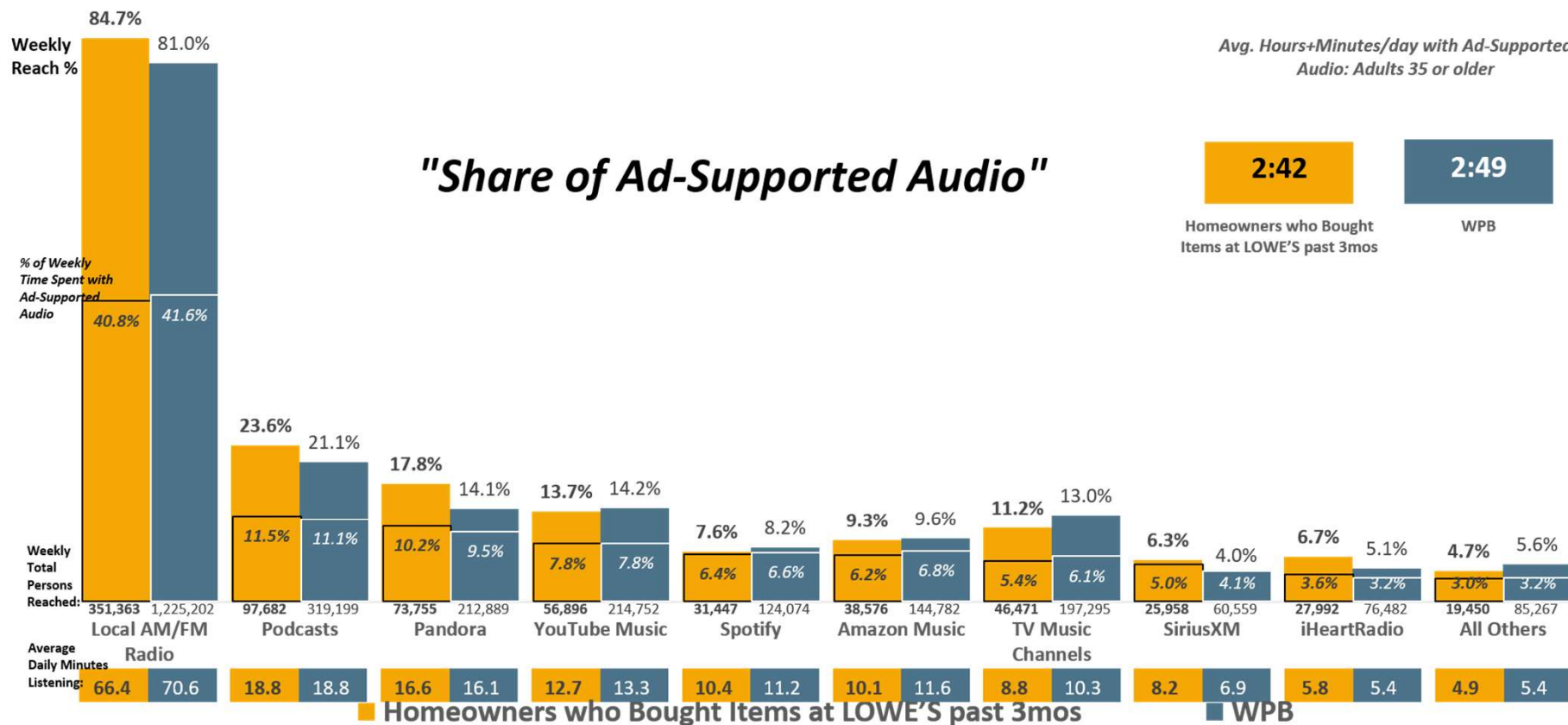


457,324 or 85.0% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 76.7 minutes every day representing 44.9% of all time spent daily with Ad-Supported Audio.





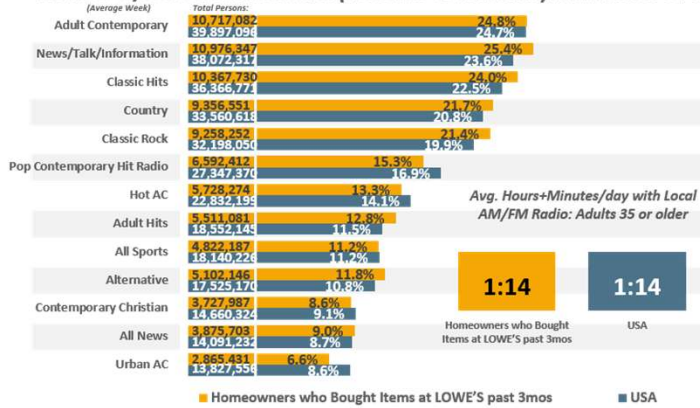
351,363 or 84.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



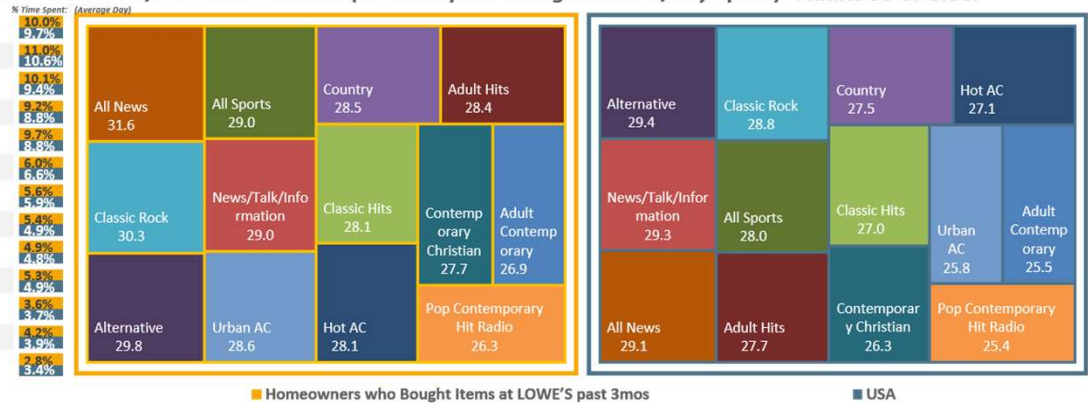


40,875,080 or 81.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

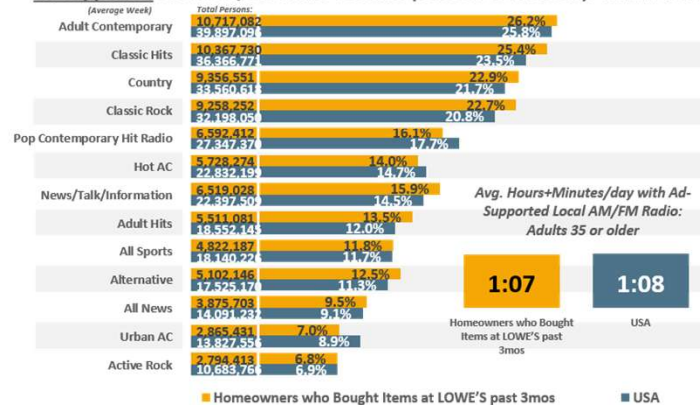
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



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



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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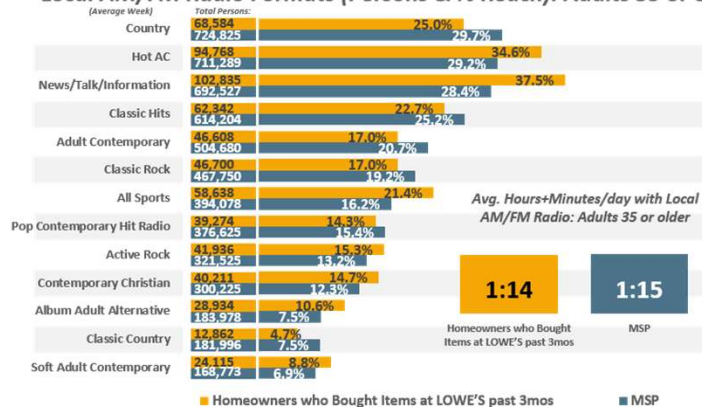
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

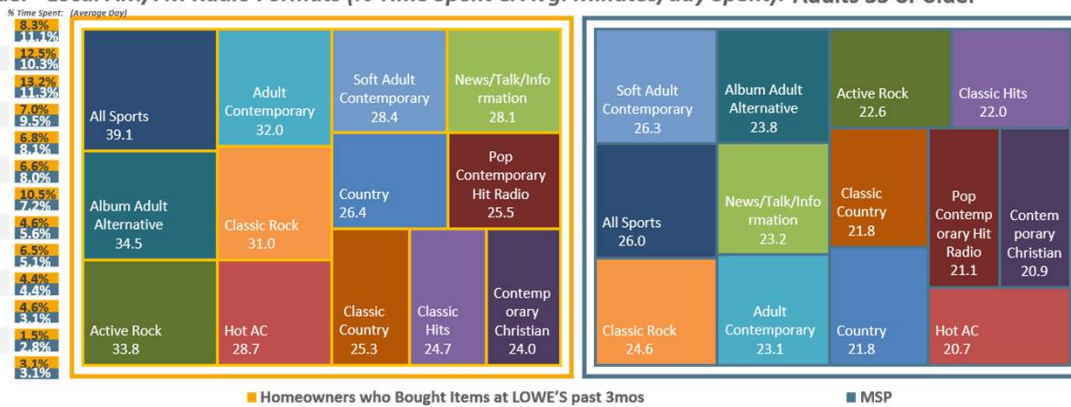


258,070 or 86.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, News/Talk/Information, Classic Hits, and All Sports.

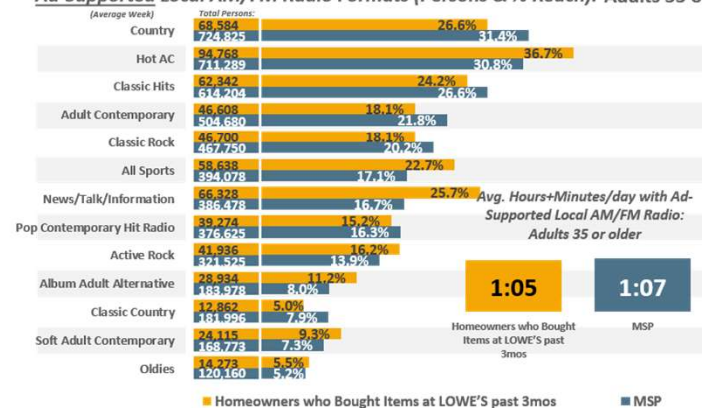
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



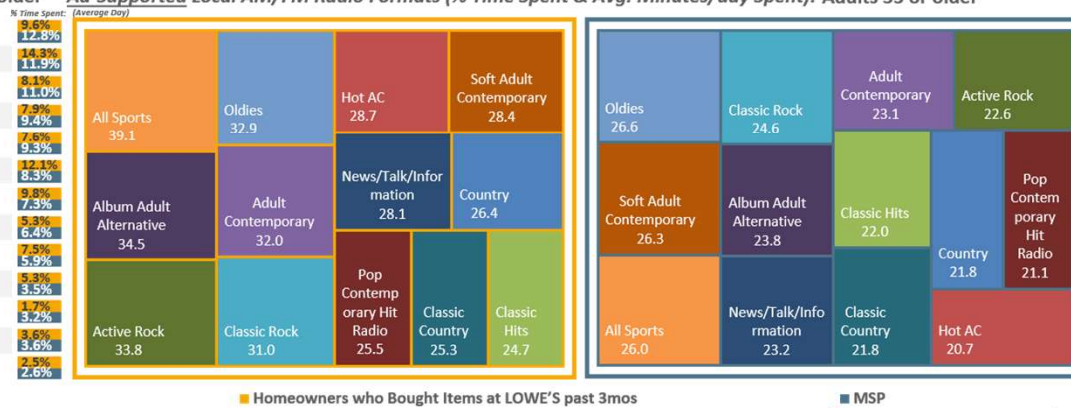
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 193
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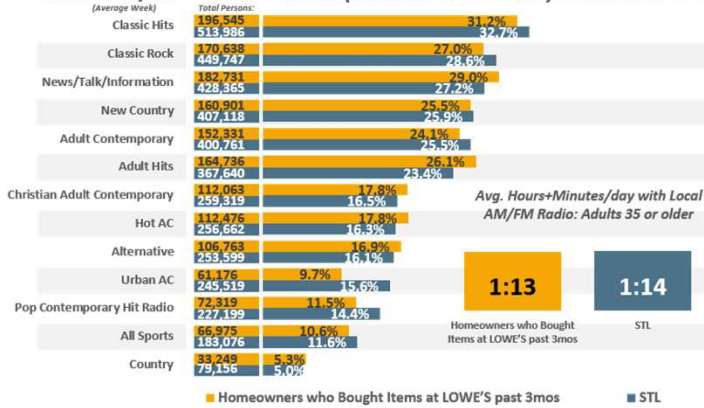
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

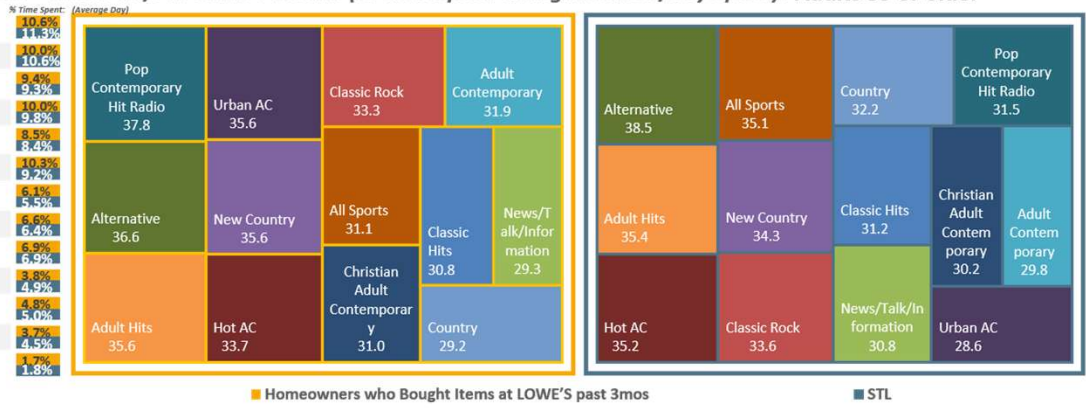


601,759 or 87.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, Adult Hits, New Country, and Adult Contemporary.

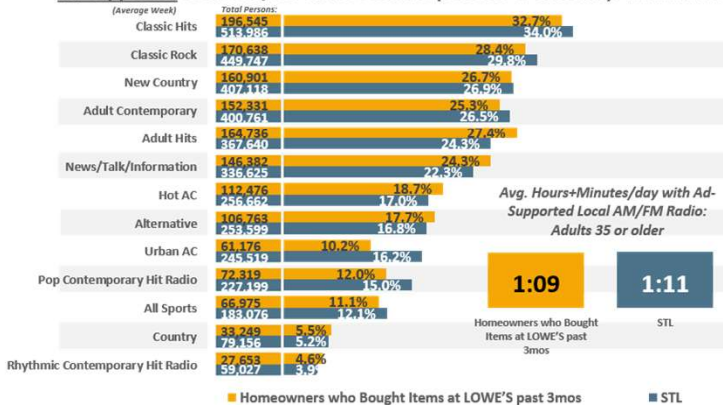
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



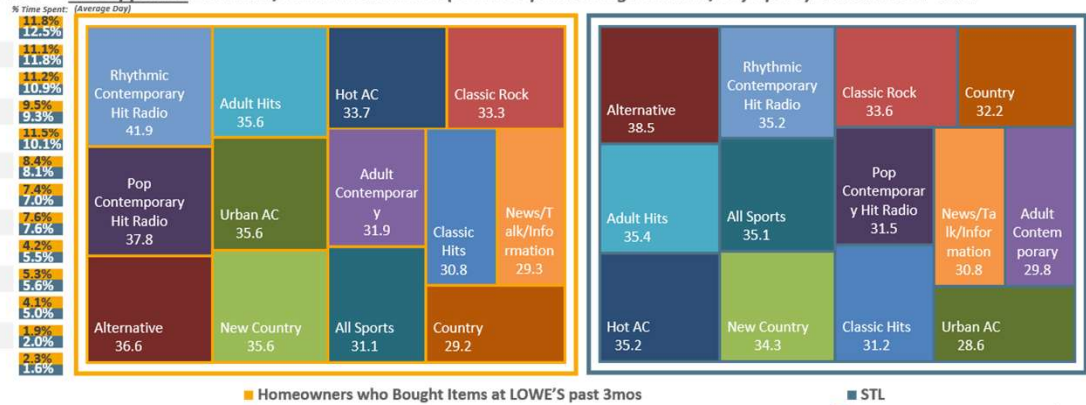
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 662
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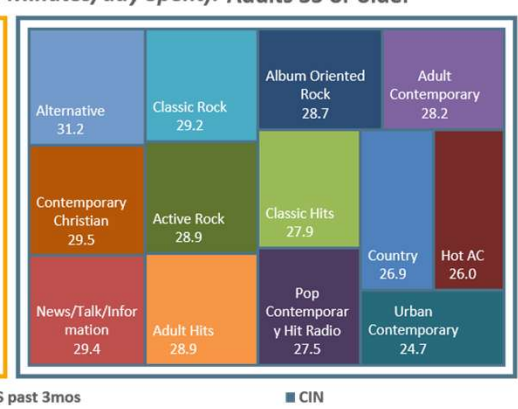
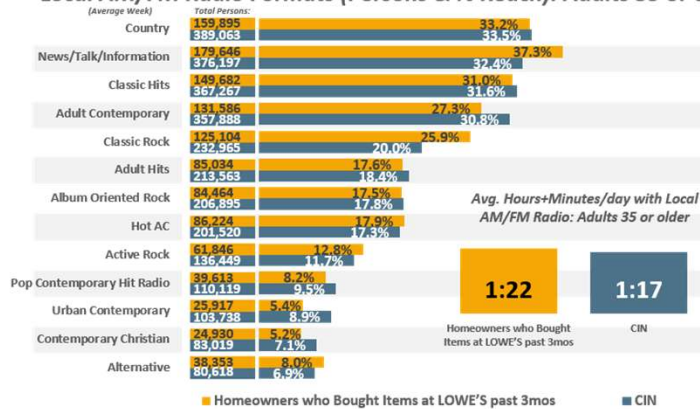
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

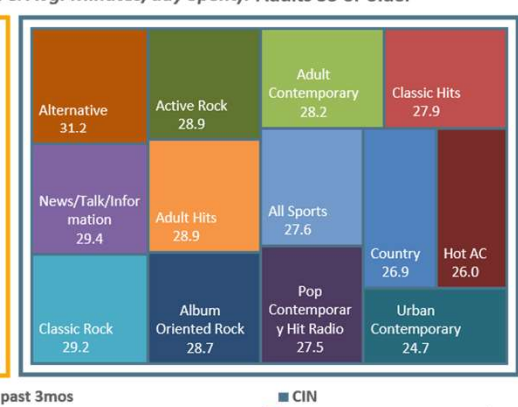
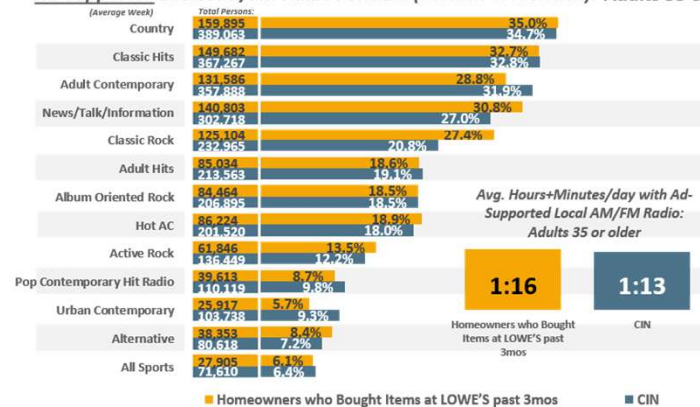


457,324 or 85.% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, News/Talk/Information, Adult Contemporary, and Classic Rock.

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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 656
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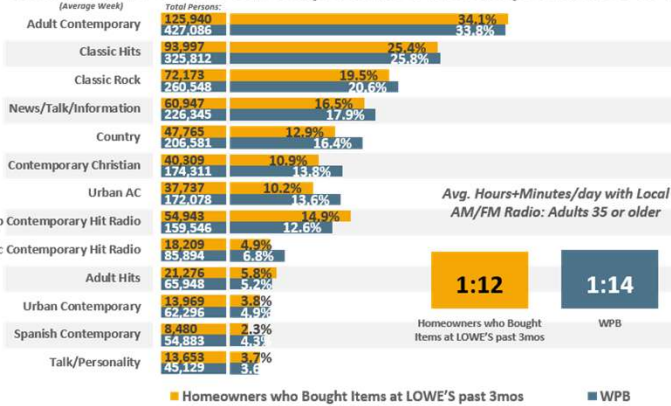
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



351,363 or 84.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

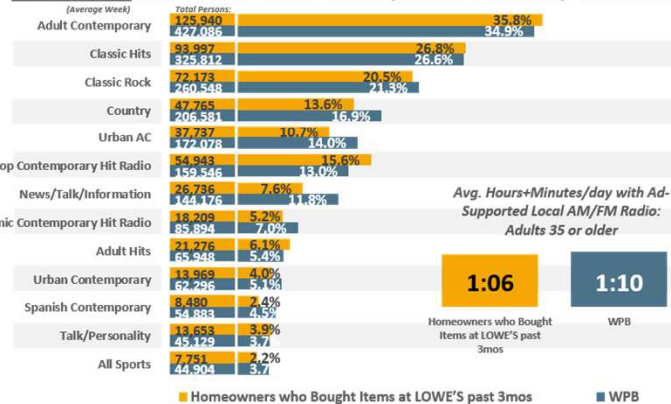
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



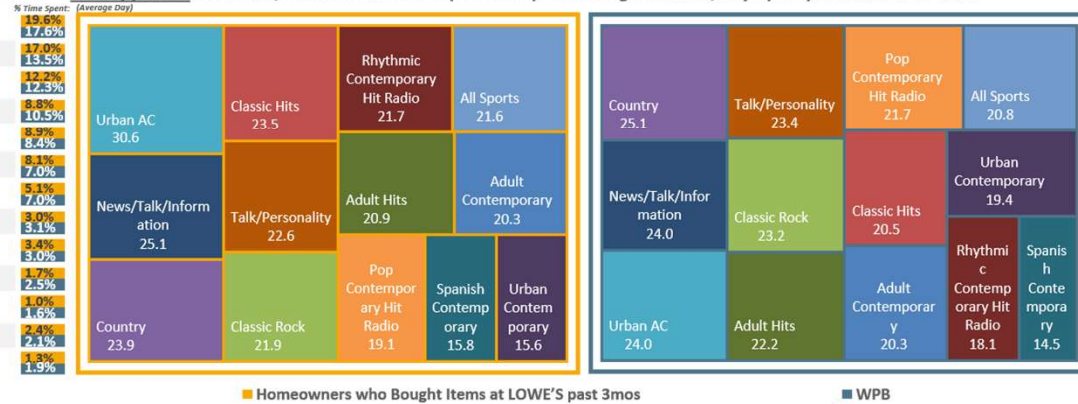
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

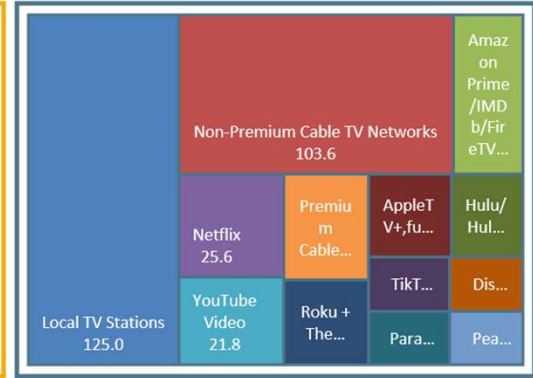
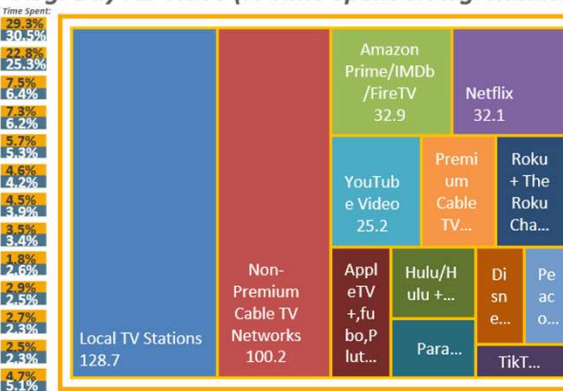
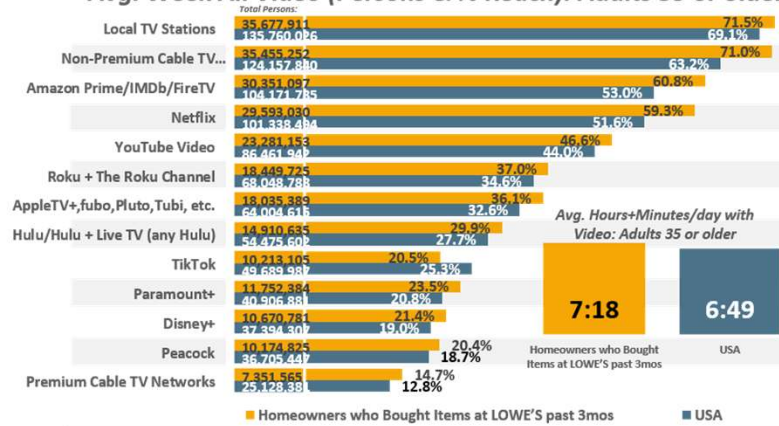




35,114,776 or 70.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 120.4 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

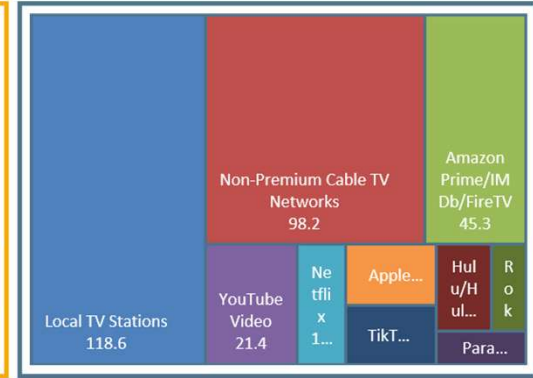
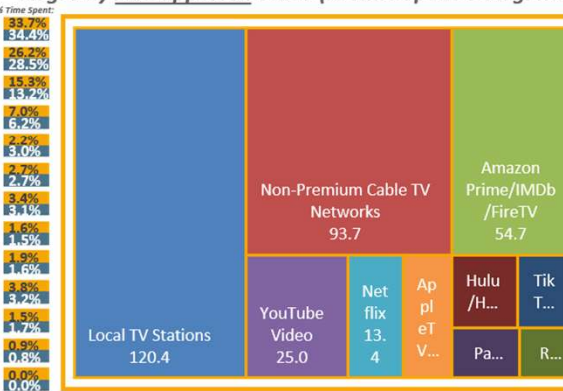
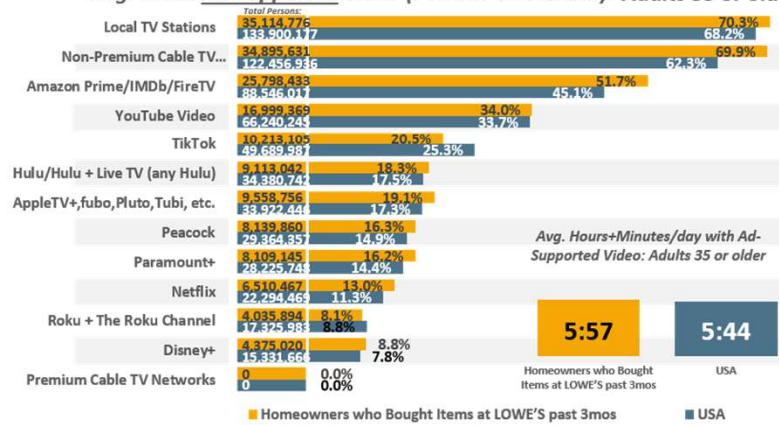
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



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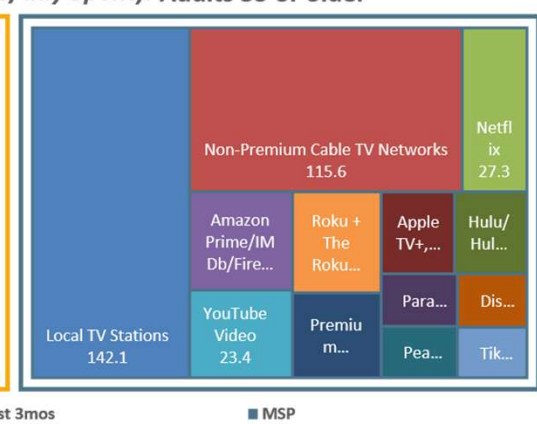
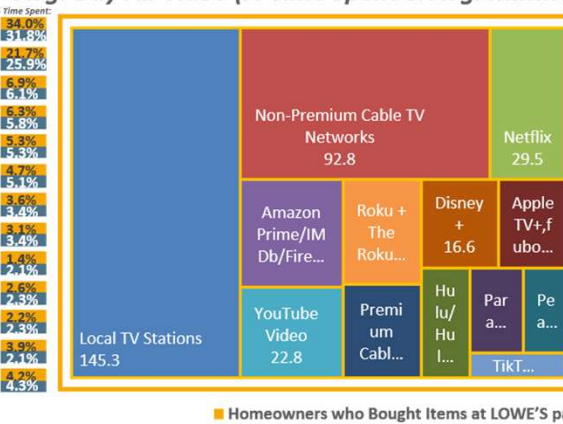
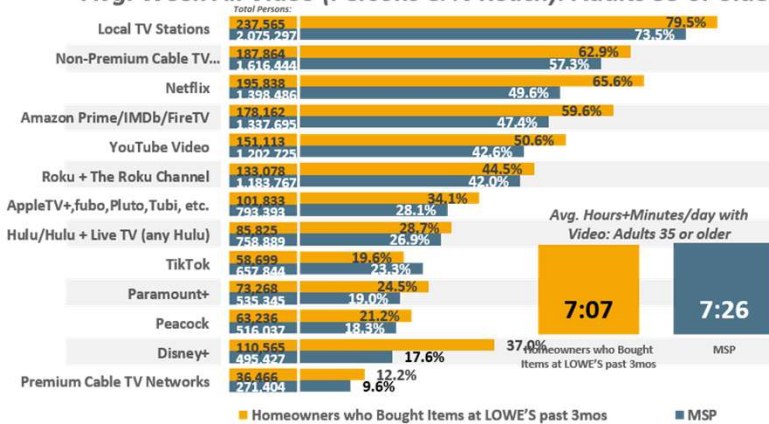
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



236,499 or 79.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 135. minutes every day representing 39.1% of all time spent daily with Ad-Supported Video.

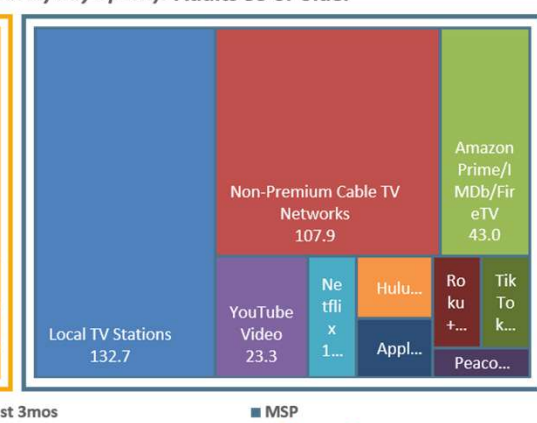
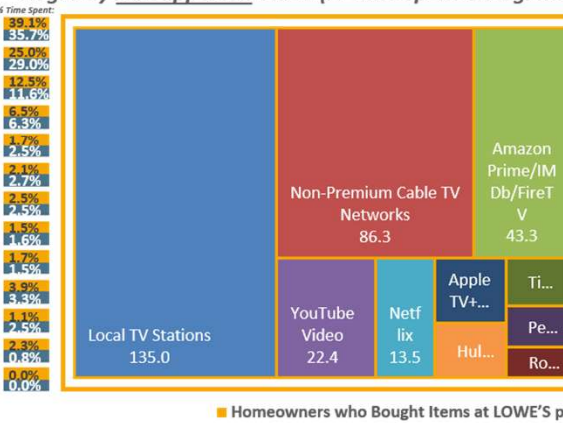
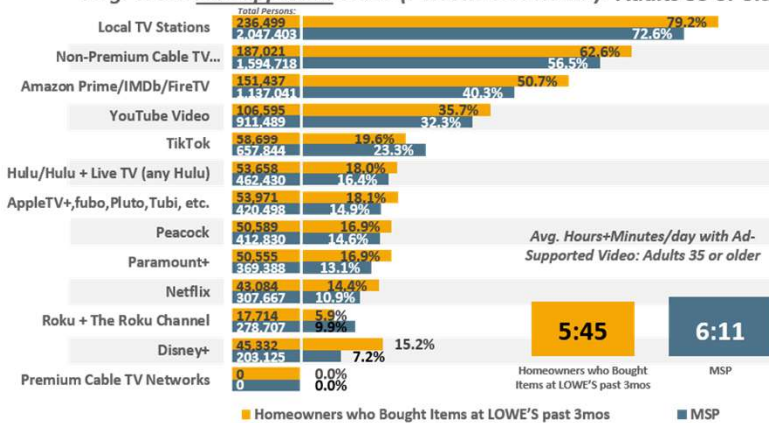
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 193
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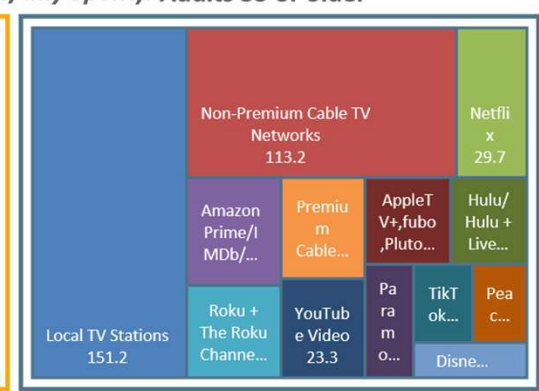
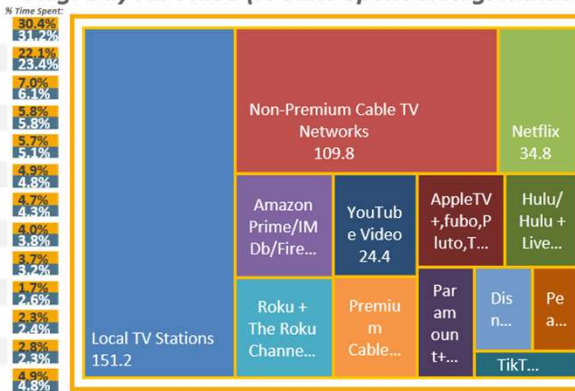
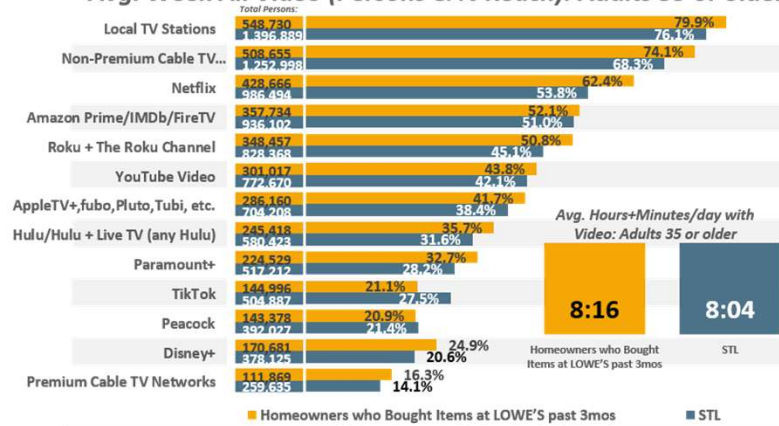
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



540,521 or 78.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 143.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.

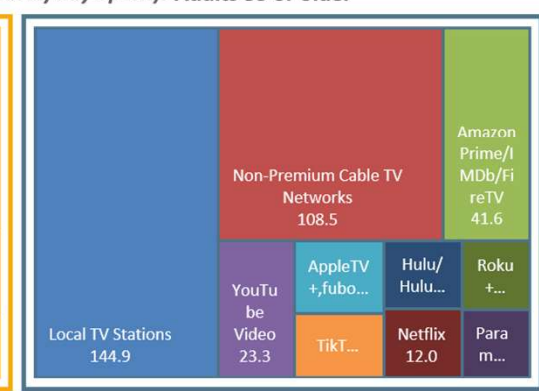
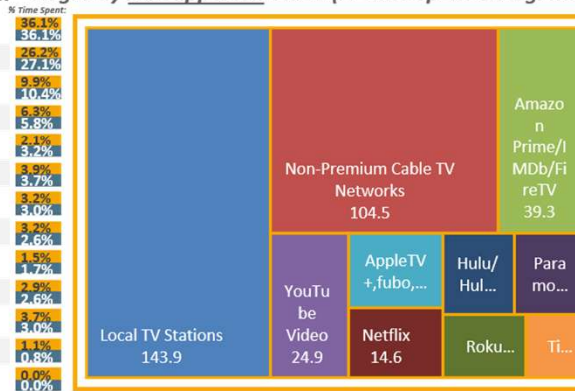
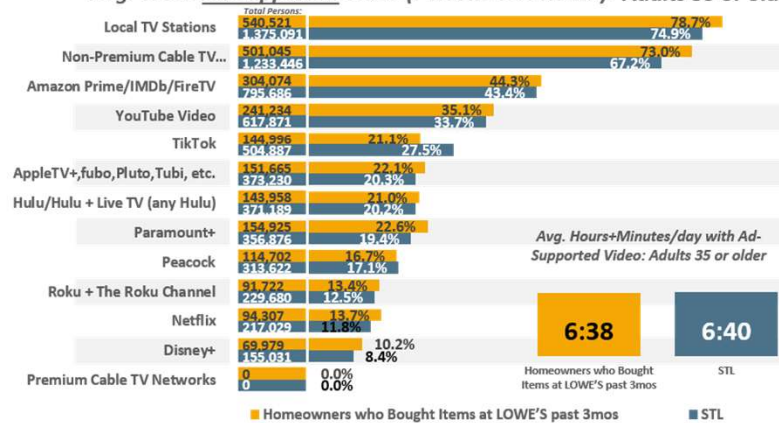
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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

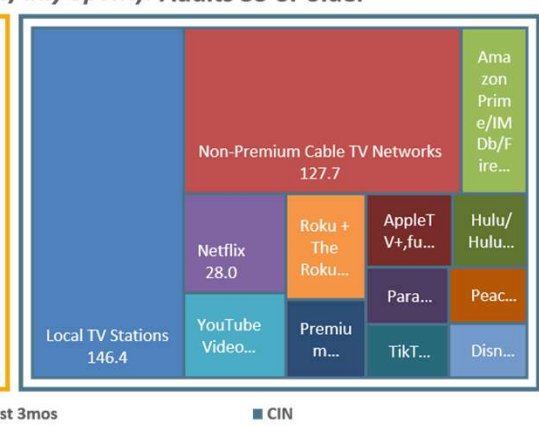
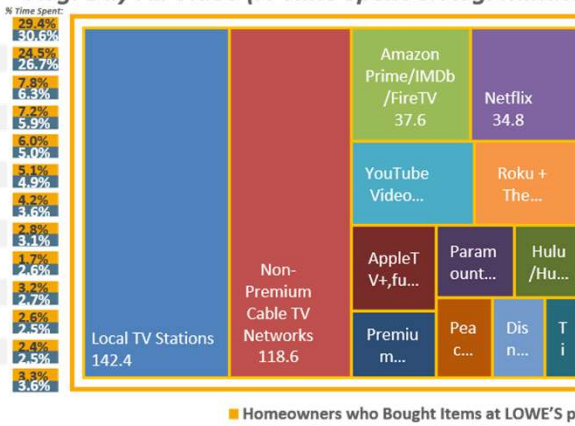
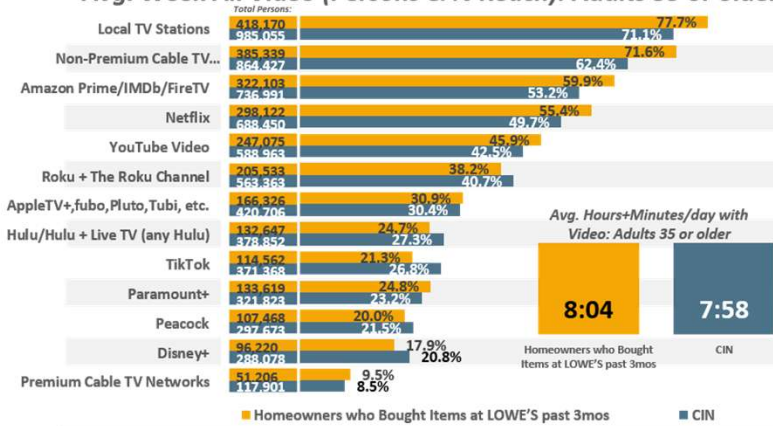




413,176 or 76.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 136.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

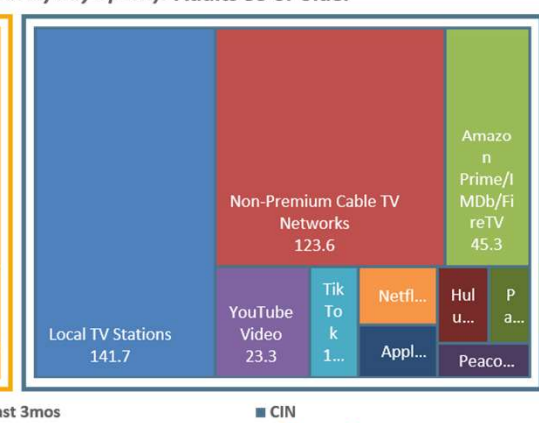
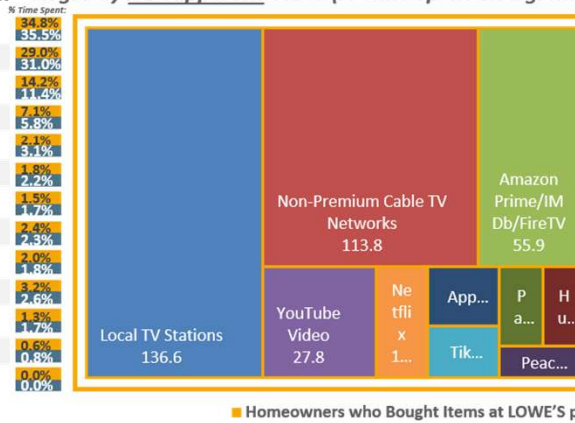
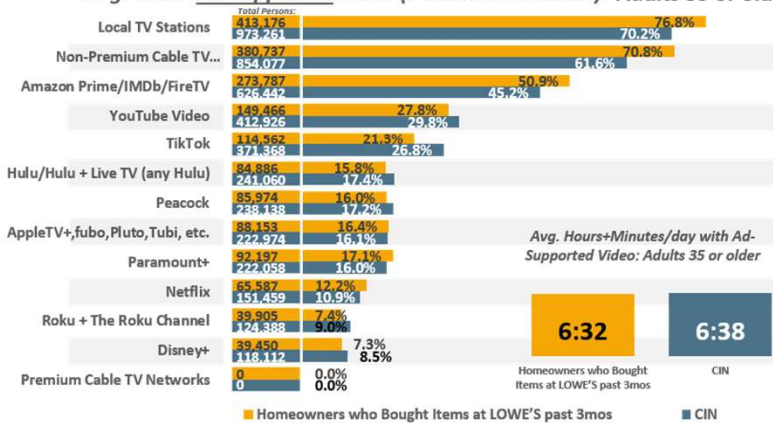
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 656
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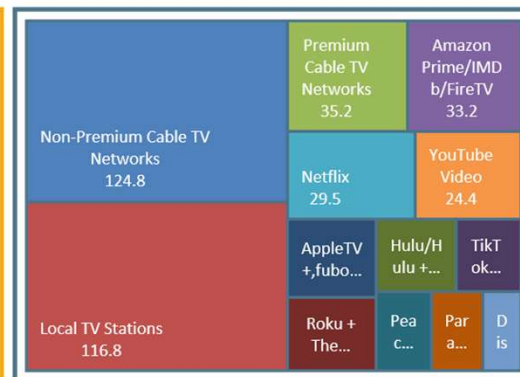
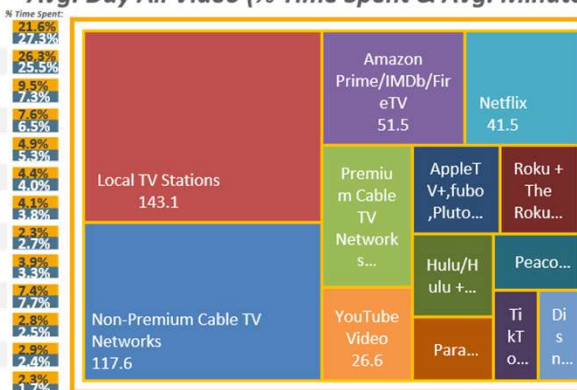
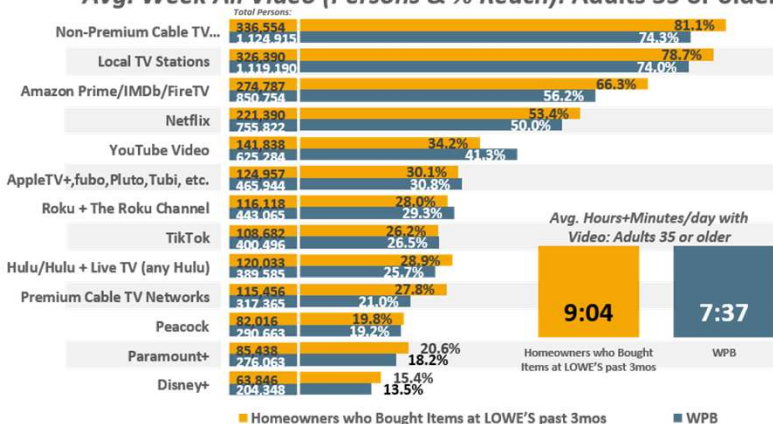
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



321,574 or 77.5% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 133.5 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

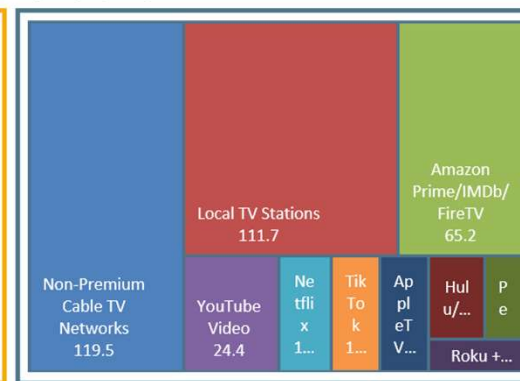
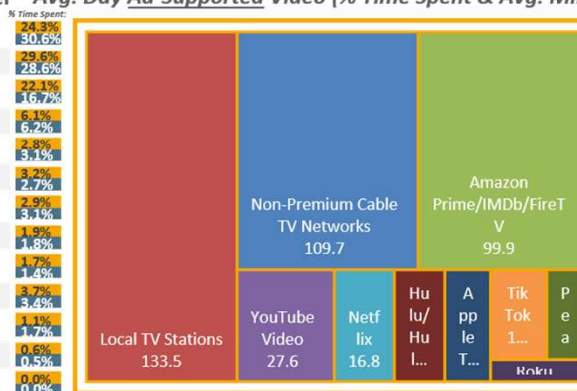
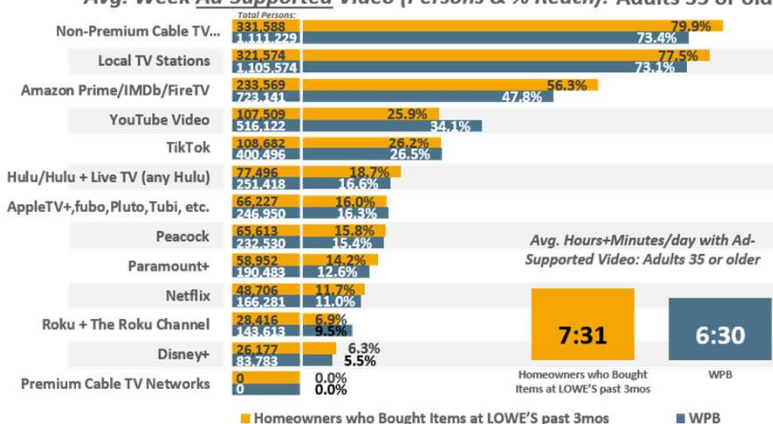
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

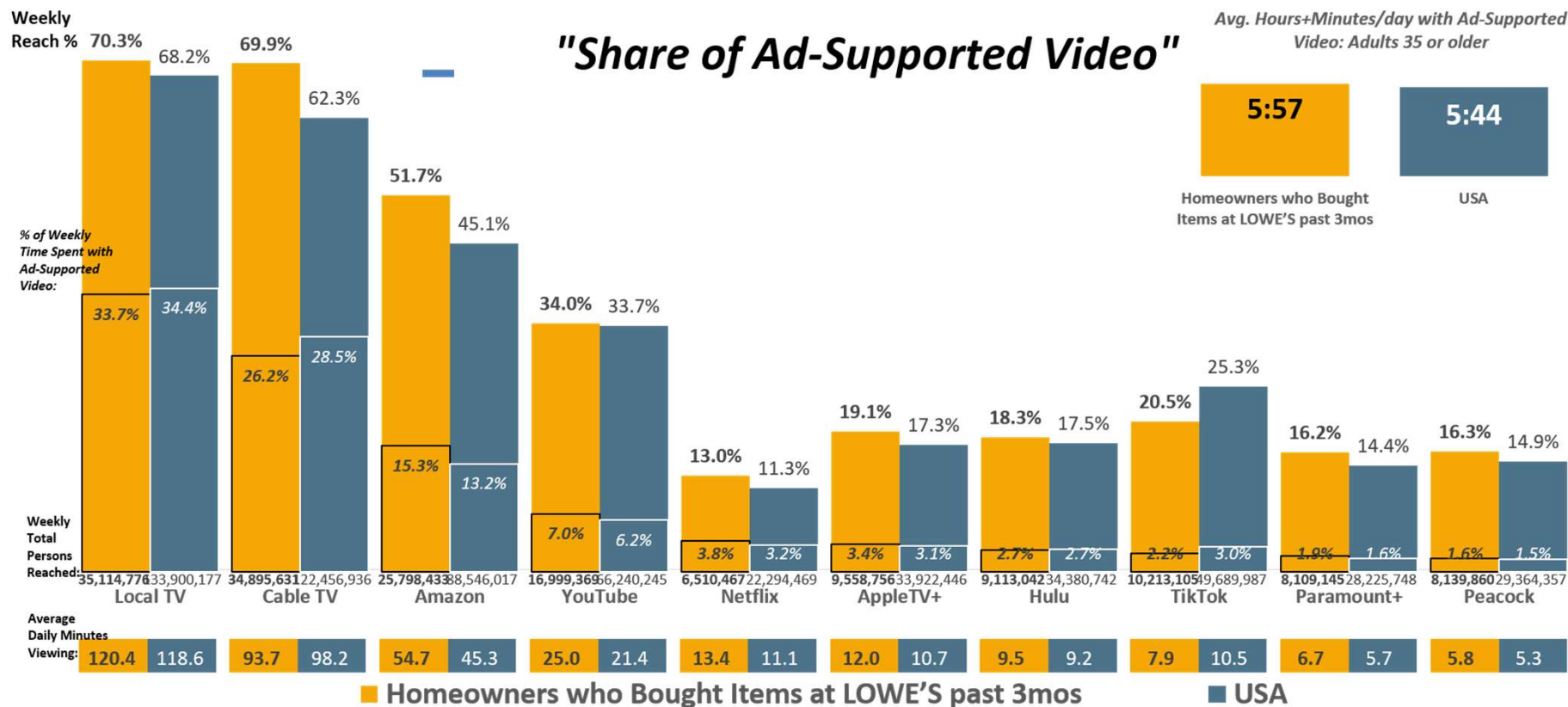
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





35,114,776 or 70.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 120.4 minutes every day representing 33.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

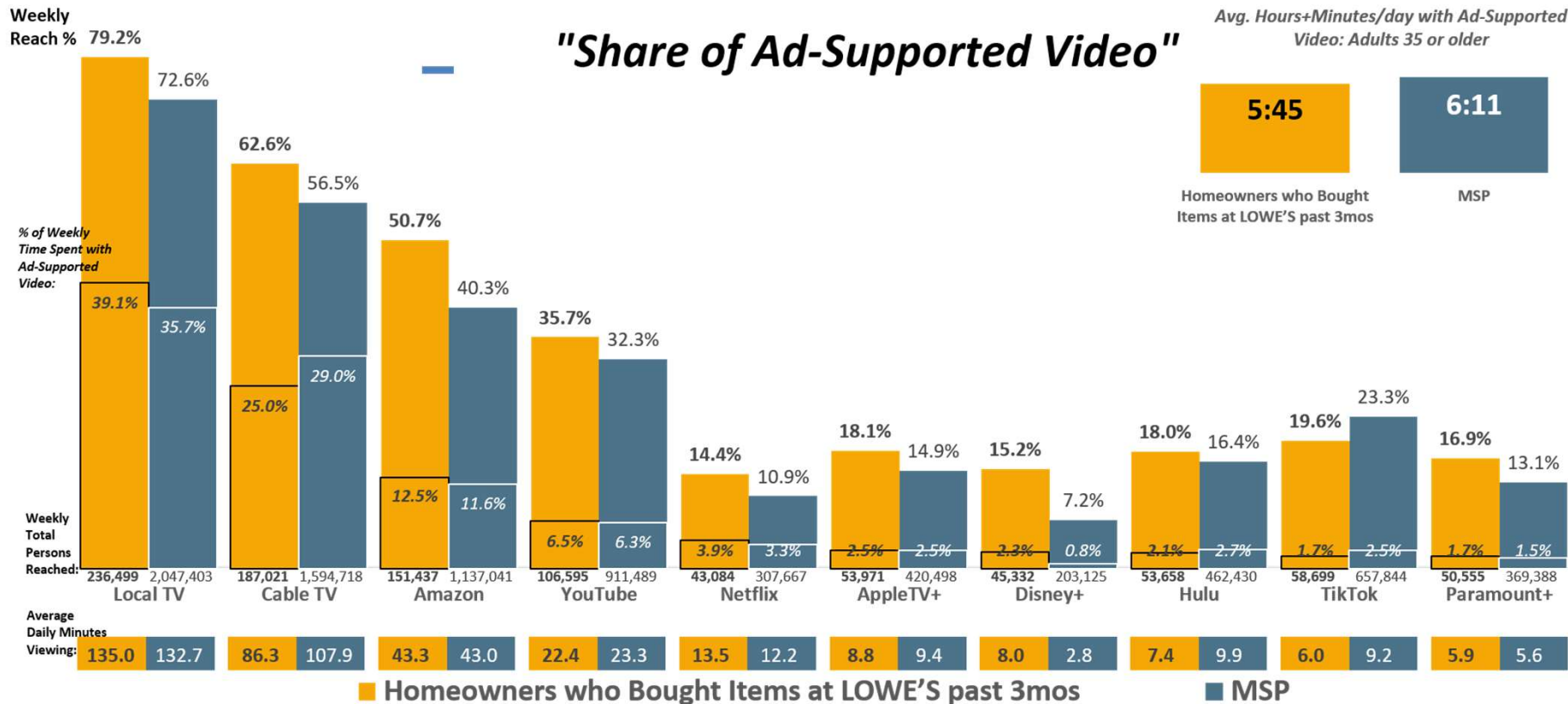
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



236,499 or 79.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 135. minutes every day representing 39.1% of all time spent daily with Ad-Supported Video.

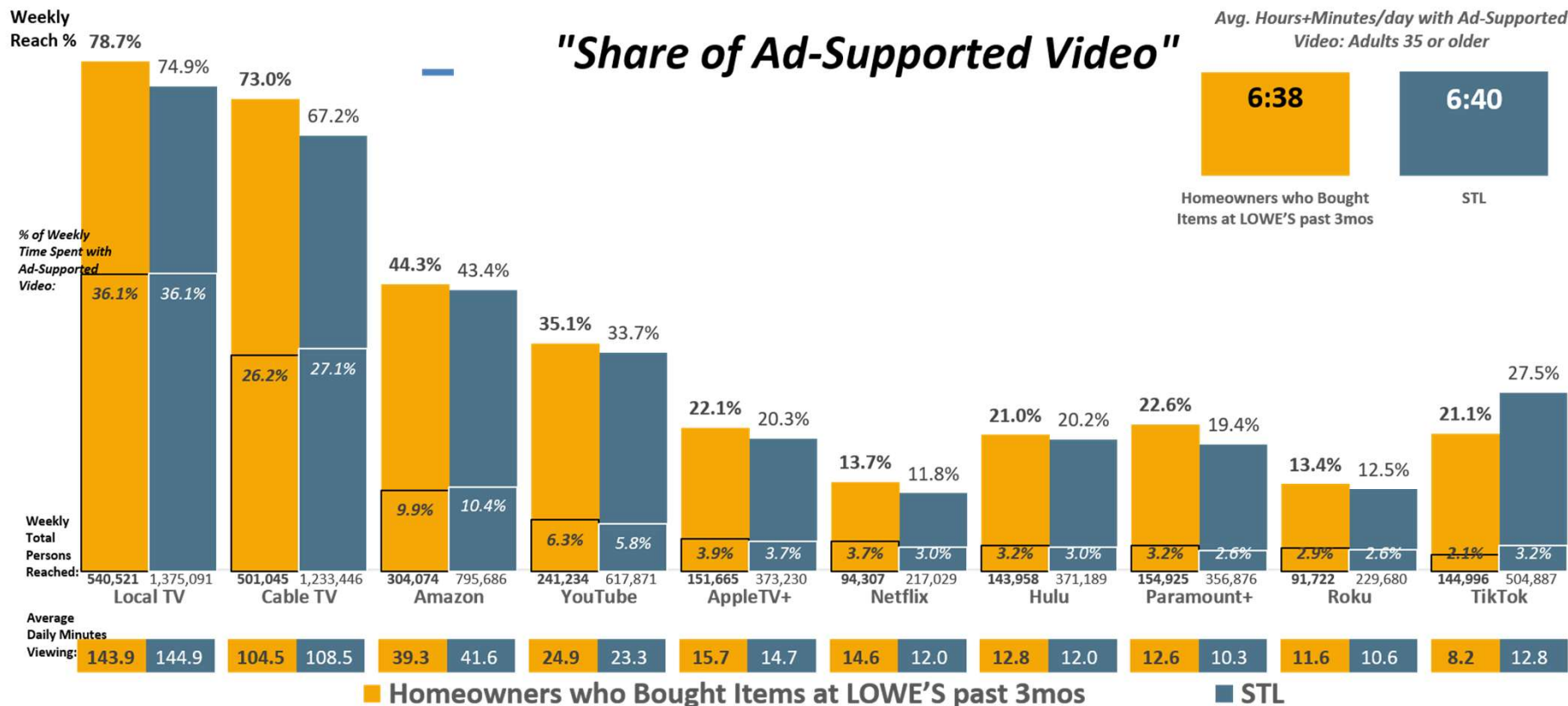
"Share of Ad-Supported Video"





540,521 or 78.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 143.9 minutes every day representing 36.1% of all time spent daily with Ad-Supported Video.

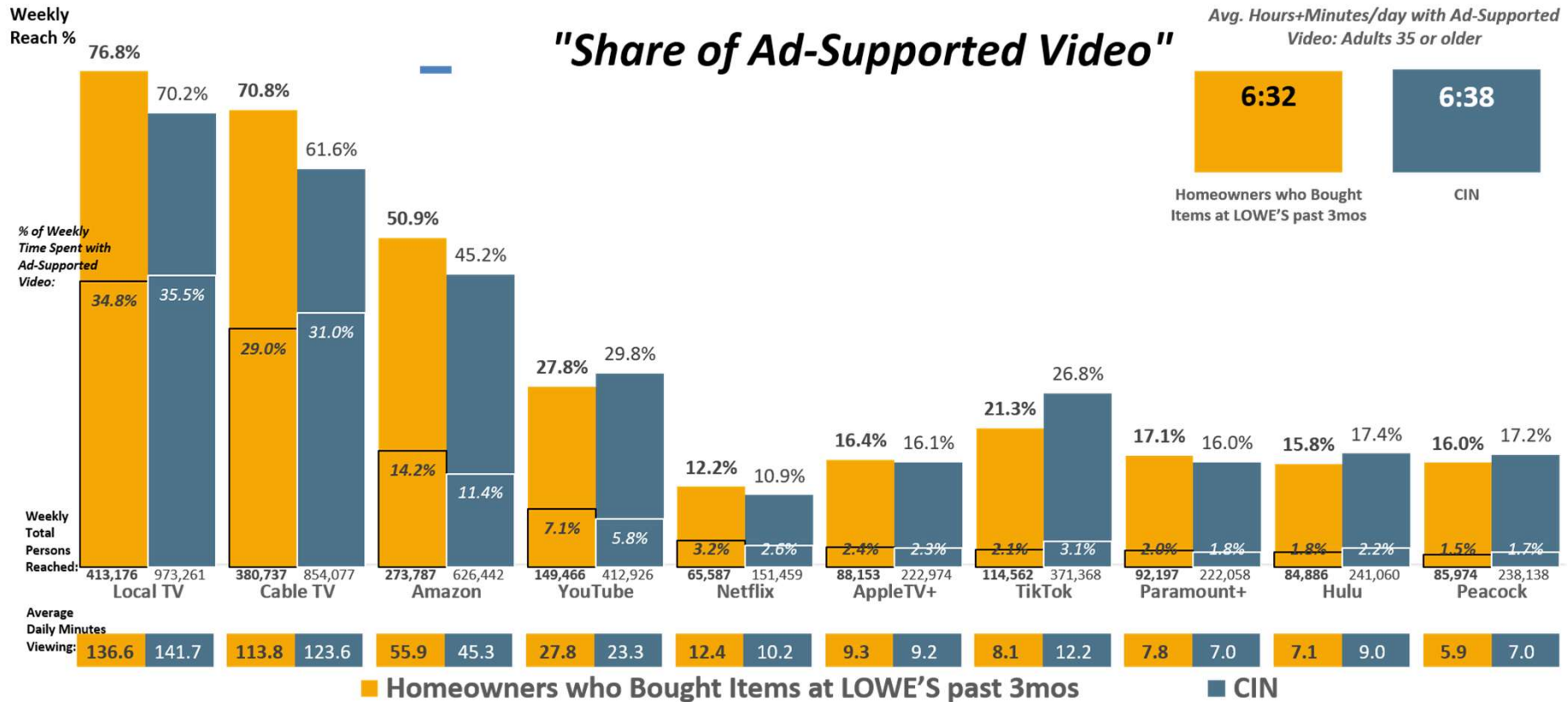
"Share of Ad-Supported Video"





413,176 or 76.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 136.6 minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

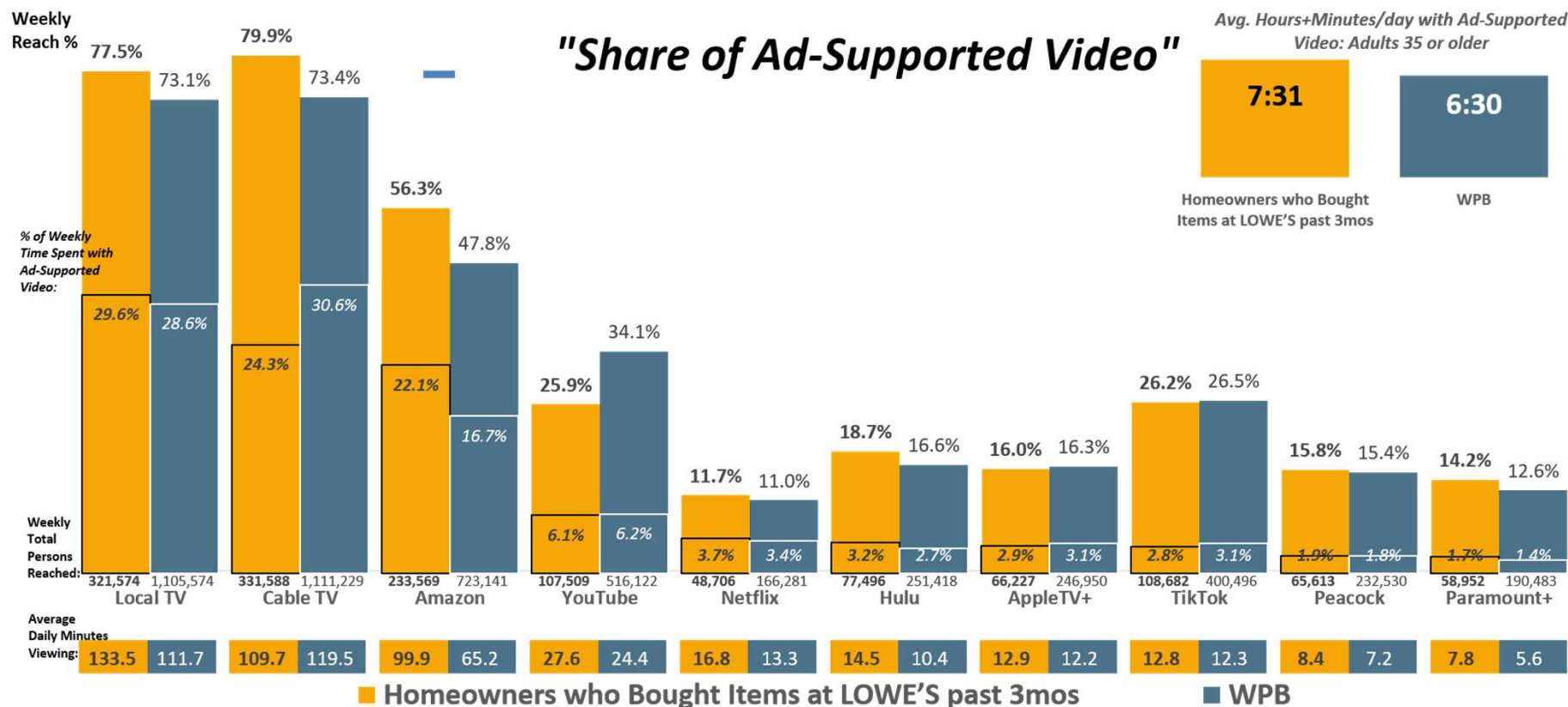
"Share of Ad-Supported Video"





321,574 or 77.5% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations for an average of 133.5 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

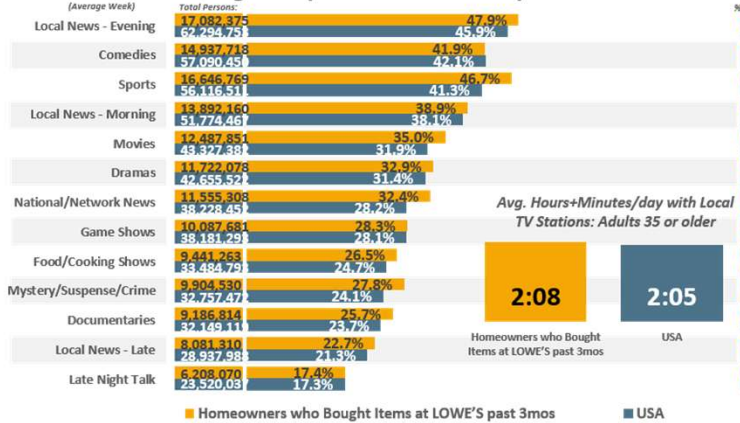
"Share of Ad-Supported Video"



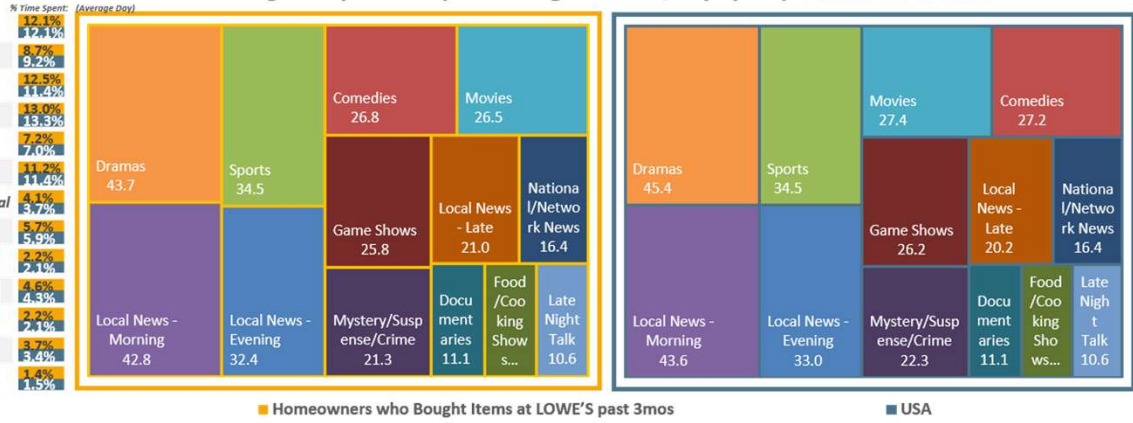


35,114,776 or 70.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

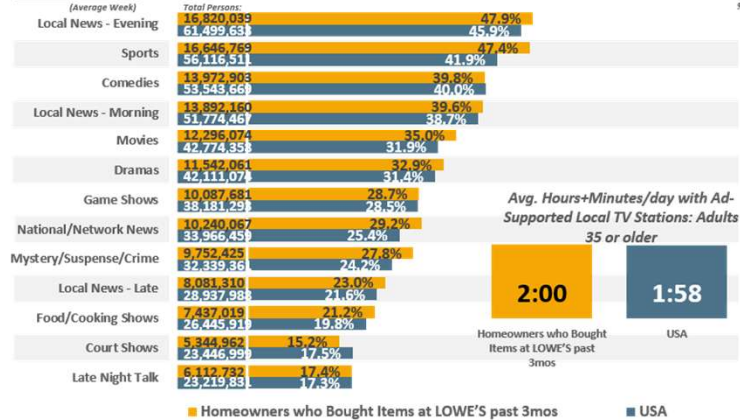
Local TV Station Programs (Persons & % Reach): Adults 35 or older



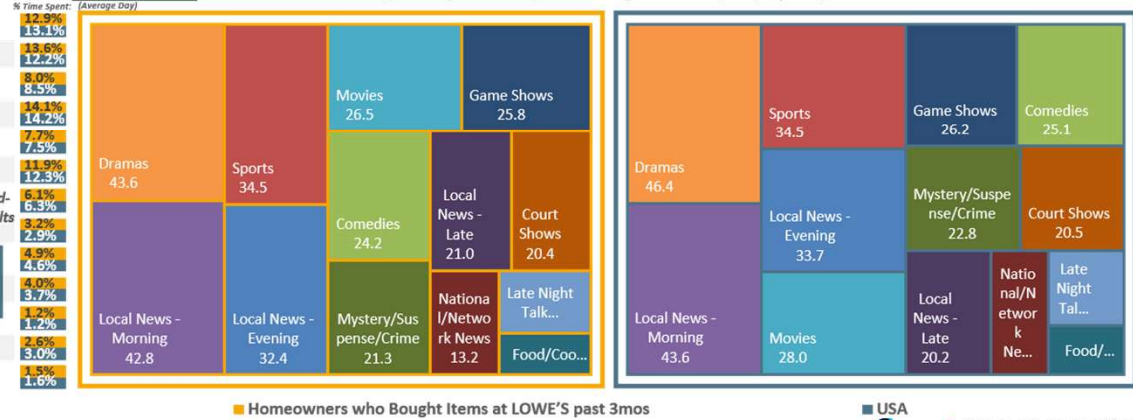
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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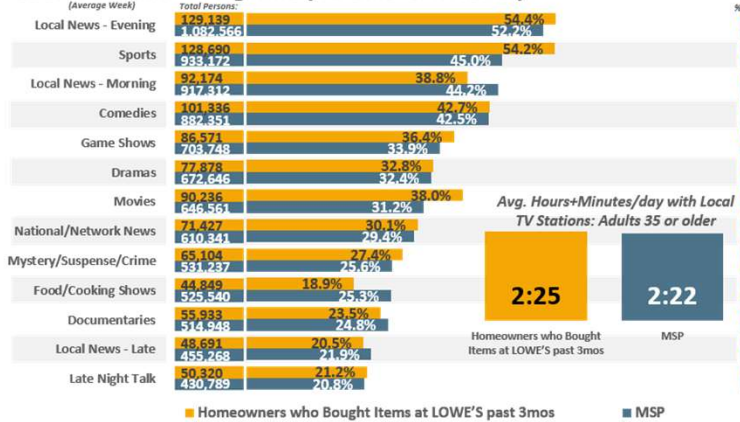
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

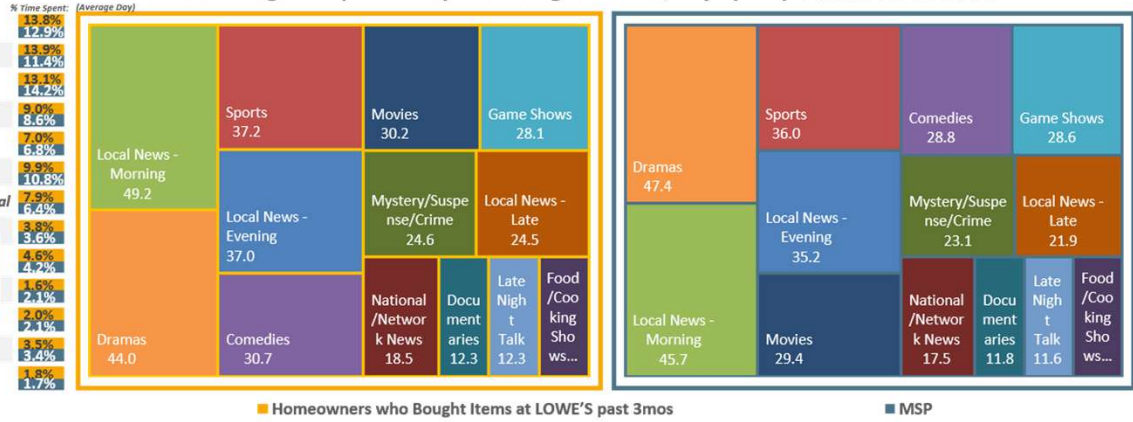


236,499 or 79.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Game Shows.

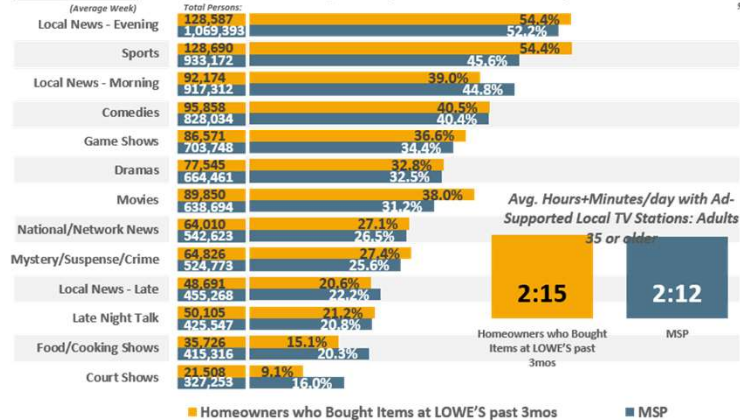
Local TV Station Programs (Persons & % Reach): Adults 35 or older



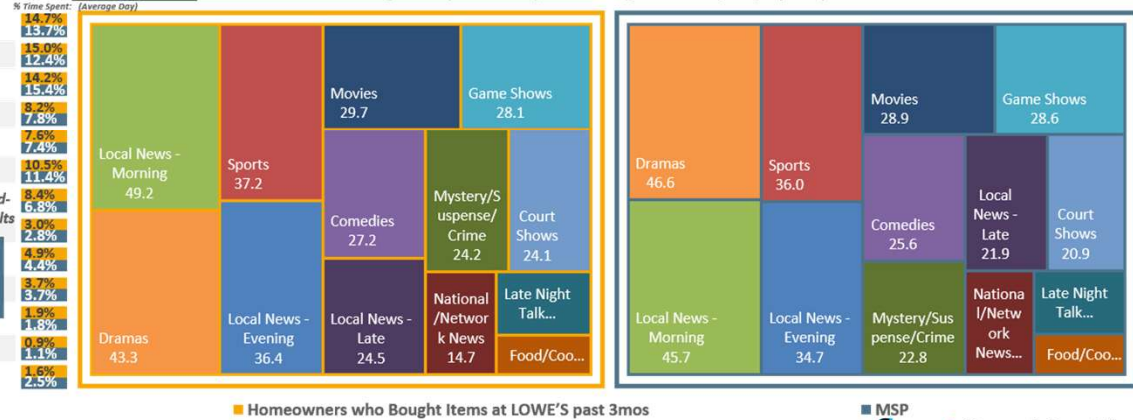
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



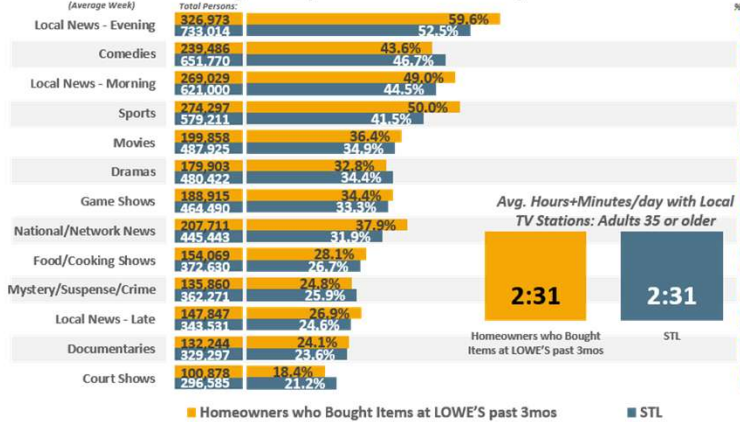
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



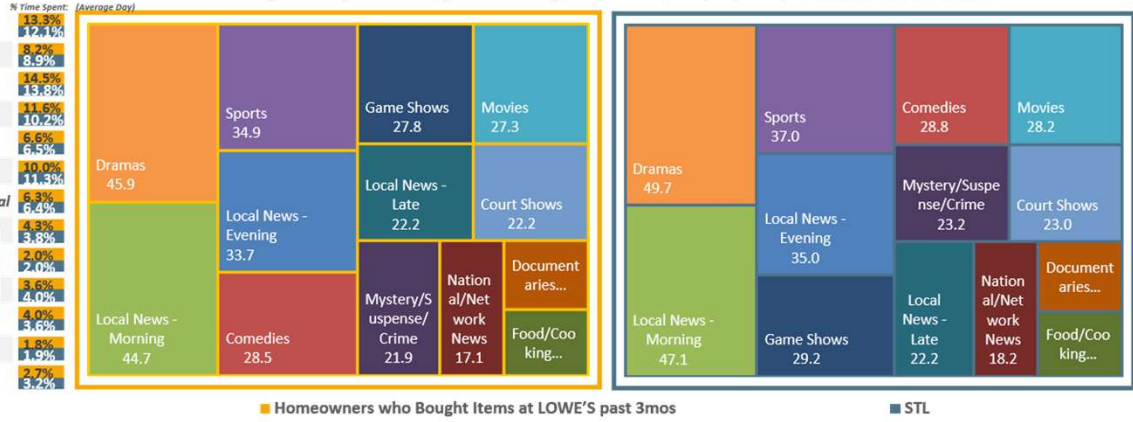


540,521 or 78.7% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

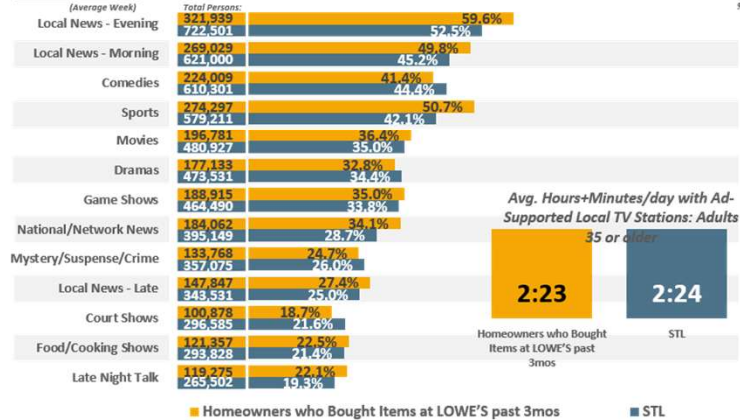
Local TV Station Programs (Persons & % Reach): Adults 35 or older



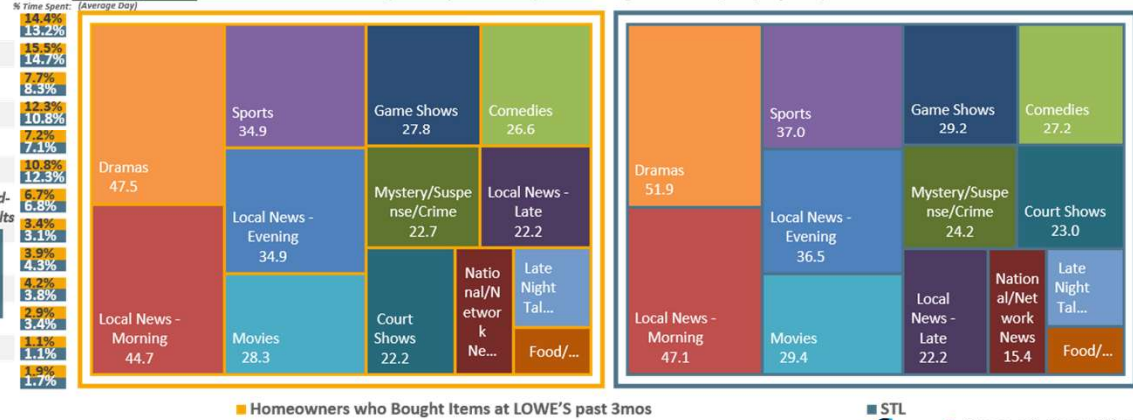
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



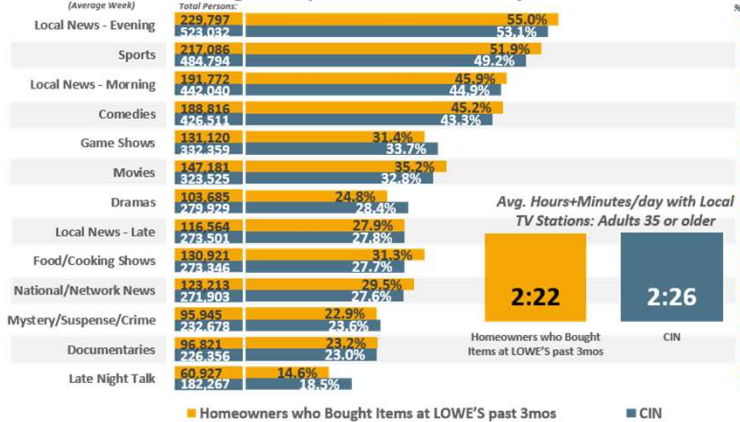
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



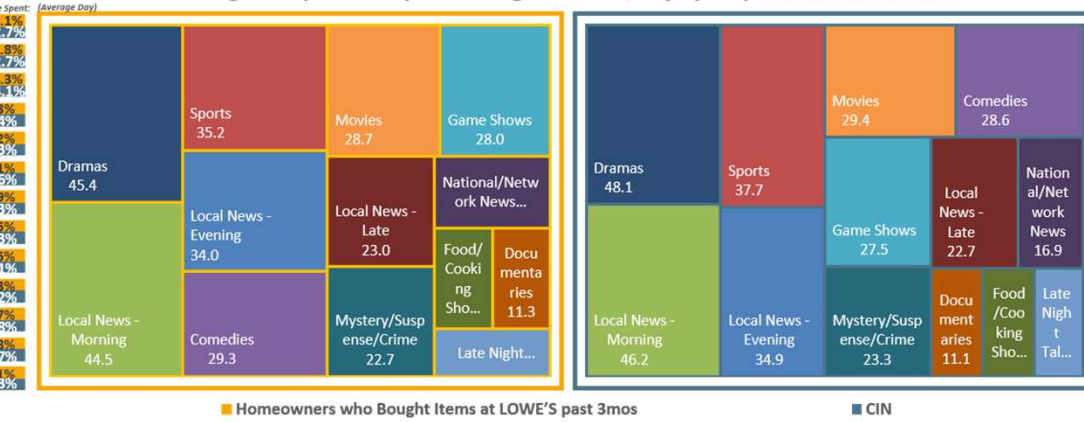


413,176 or 76.8% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Game Shows.

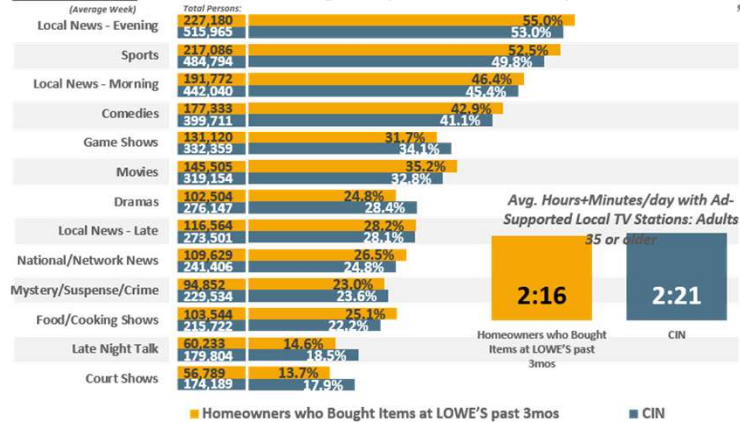
Local TV Station Programs (Persons & % Reach): Adults 35 or older



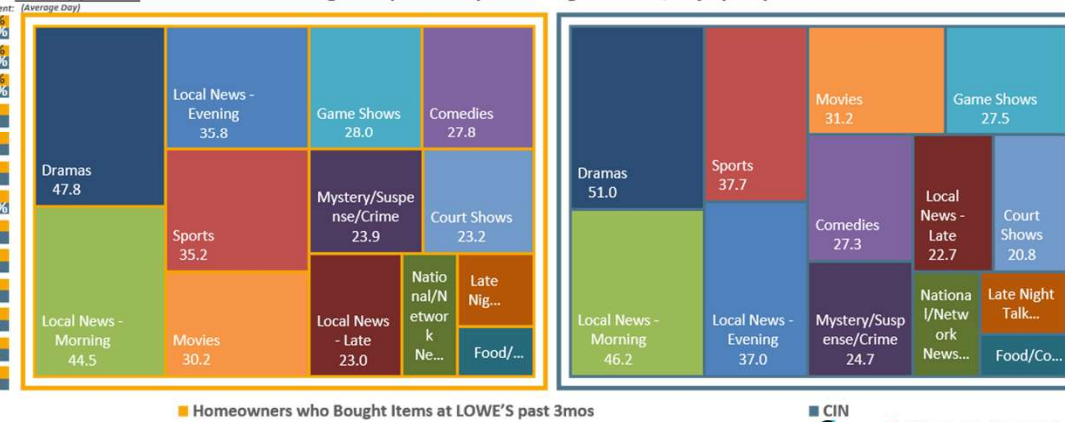
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



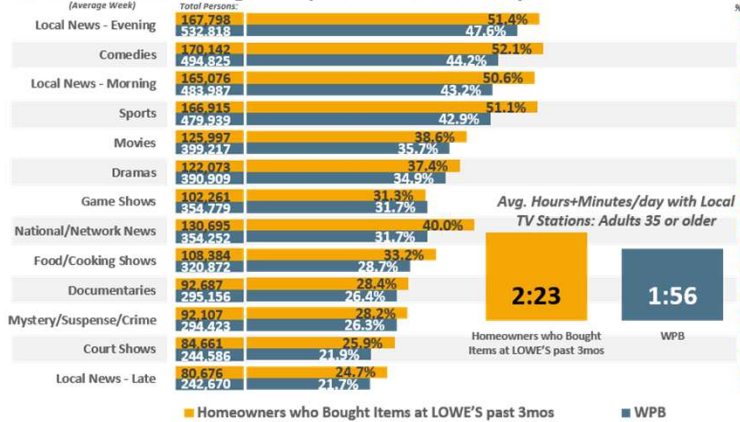
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



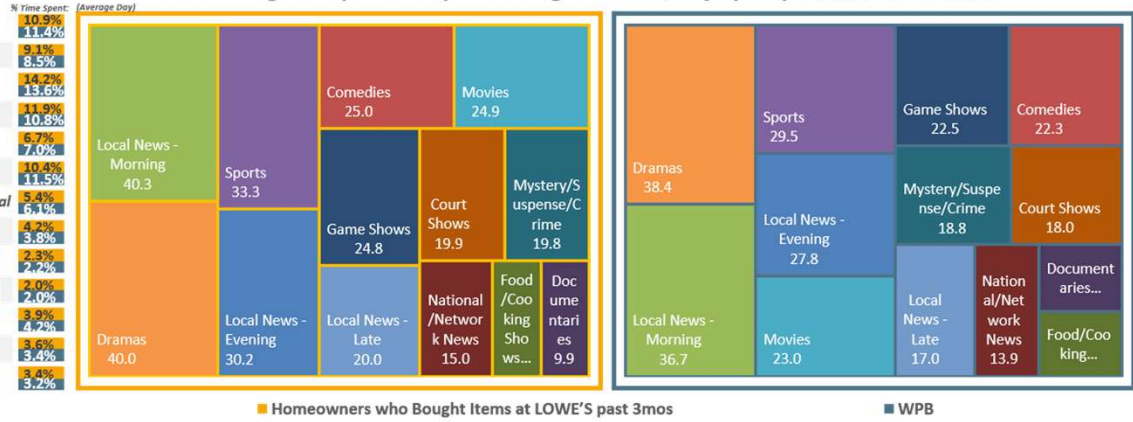


321,574 or 77.5% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

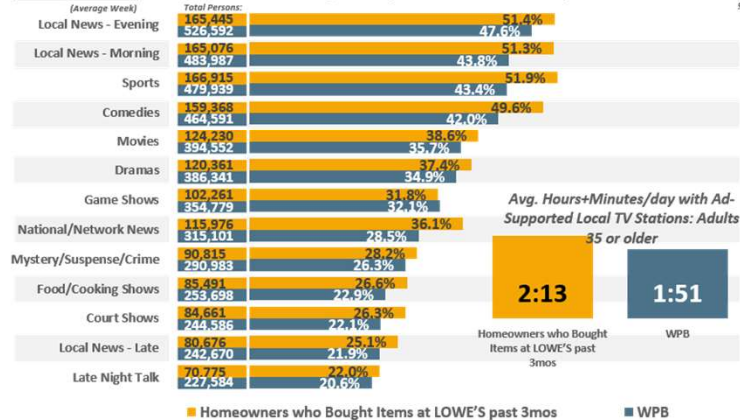
Local TV Station Programs (Persons & % Reach): Adults 35 or older



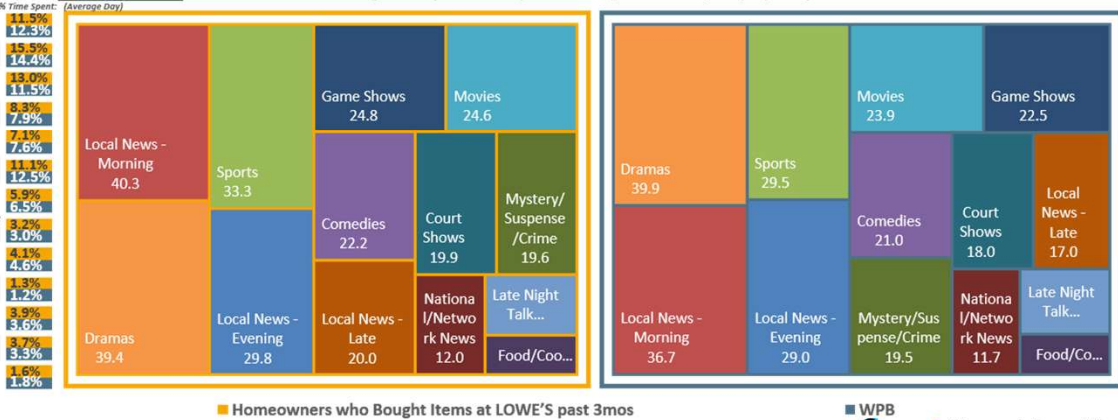
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

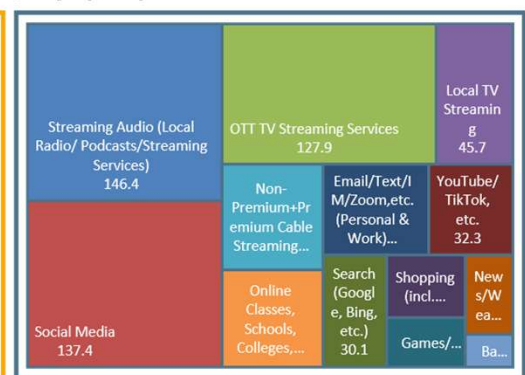
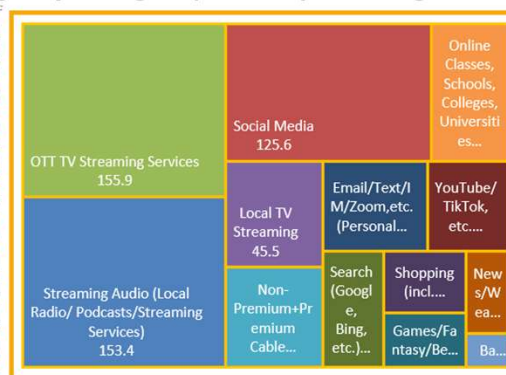
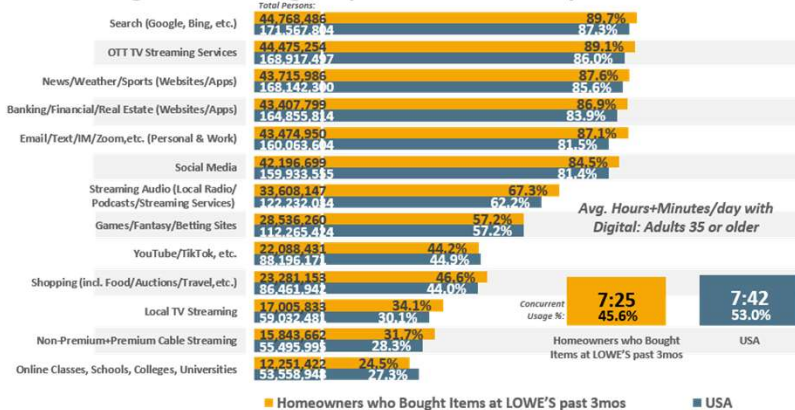




37,643,670 or 75.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 115.5 minutes every day representing 21.1% of all time spent daily with Ad-Supported Digital Media.

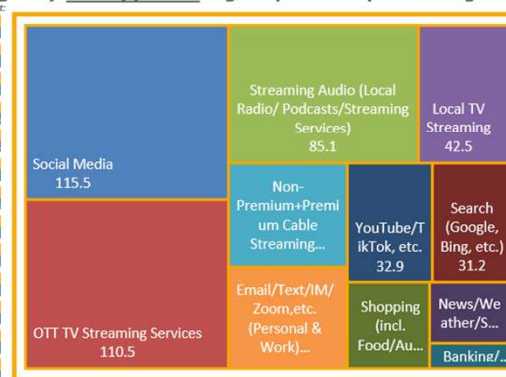
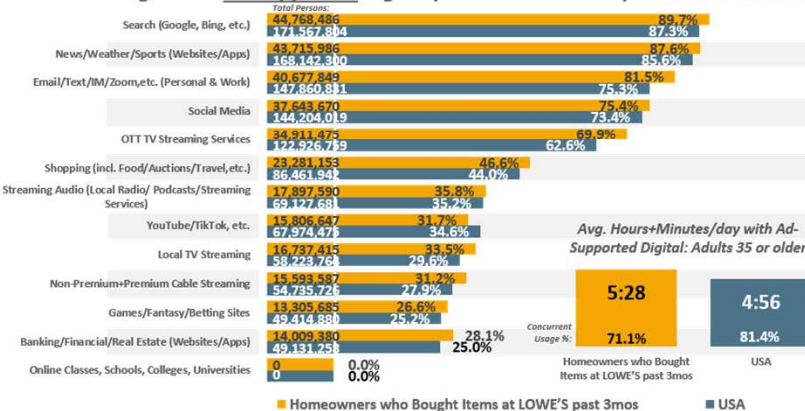
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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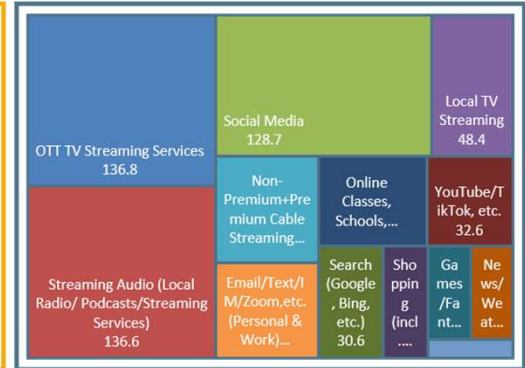
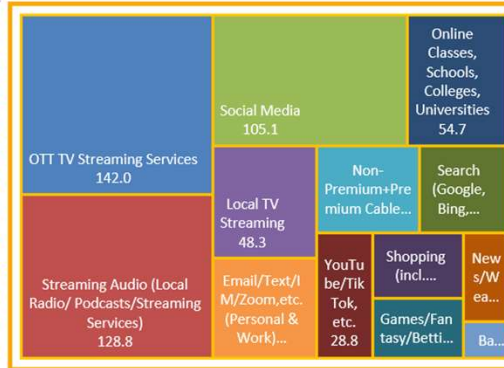
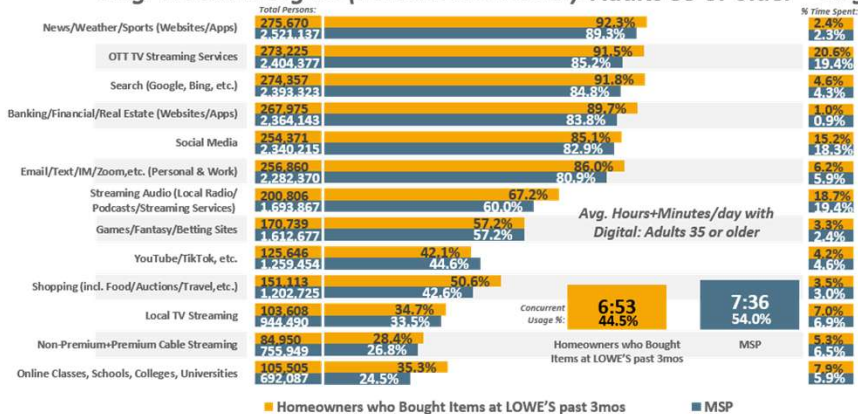
[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



230,581 or 77.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 96.7 minutes every day representing 19.5% of all time spent daily with Ad-Supported Digital Media.

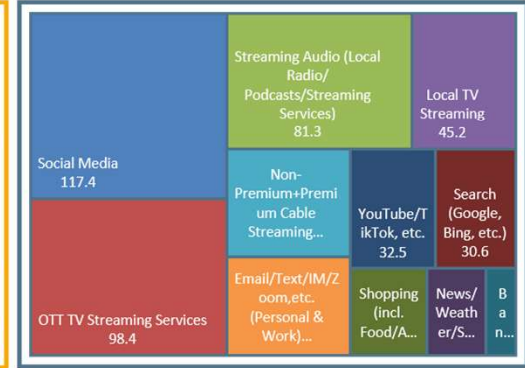
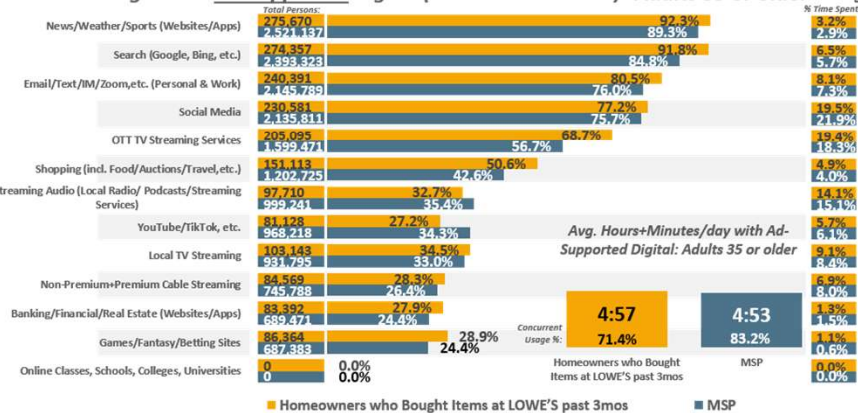
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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

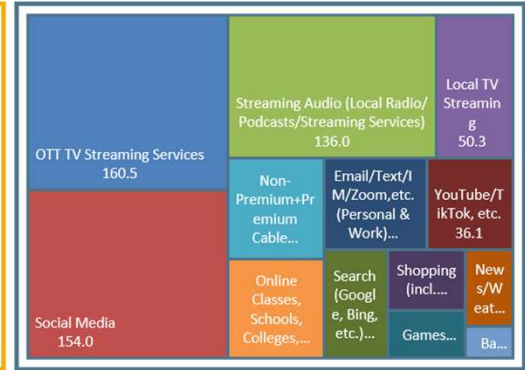
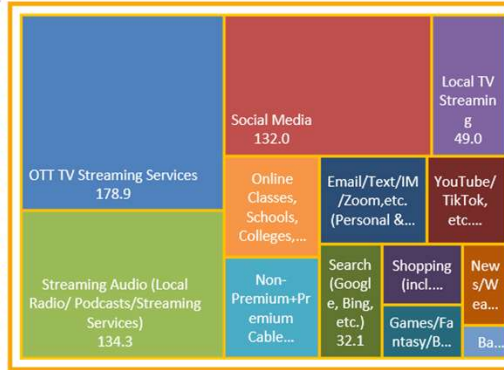
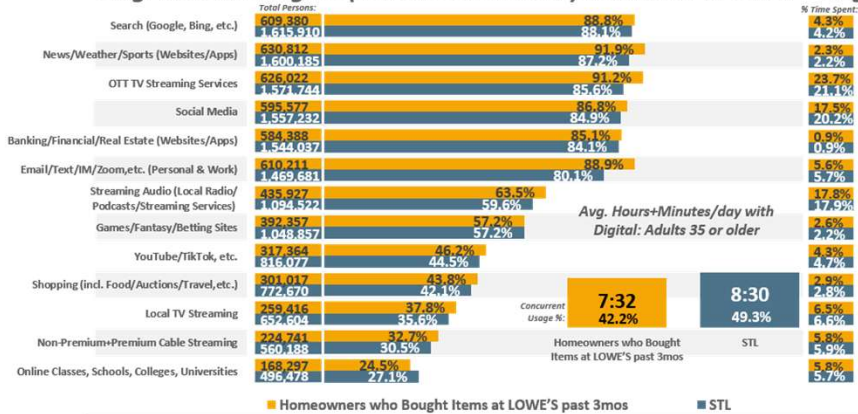




539,062 or 78.5% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 121.4 minutes every day representing 22.% of all time spent daily with Ad-Supported Digital Media.

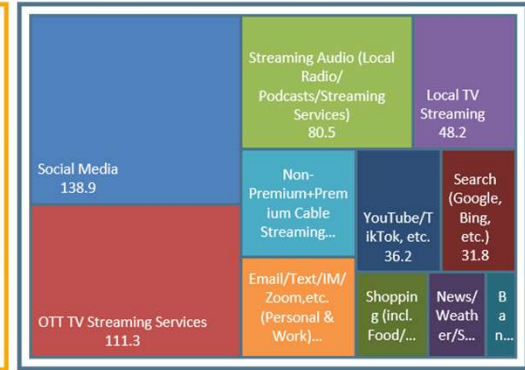
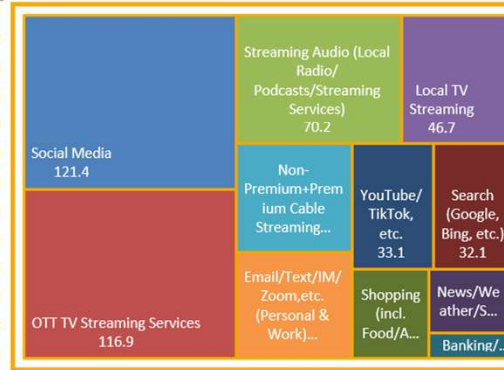
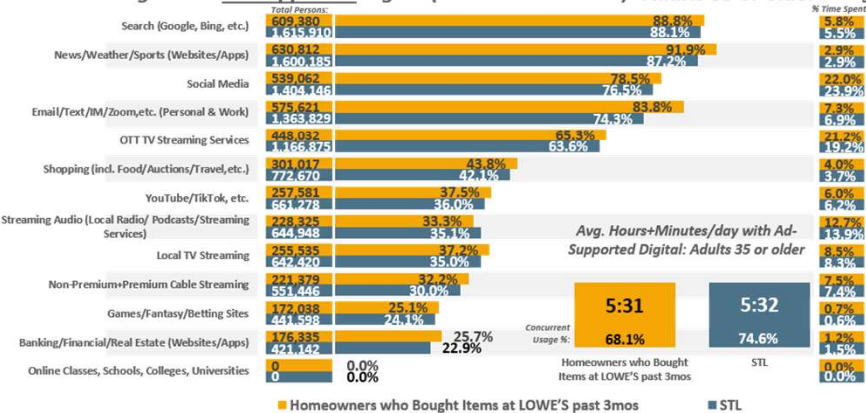
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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

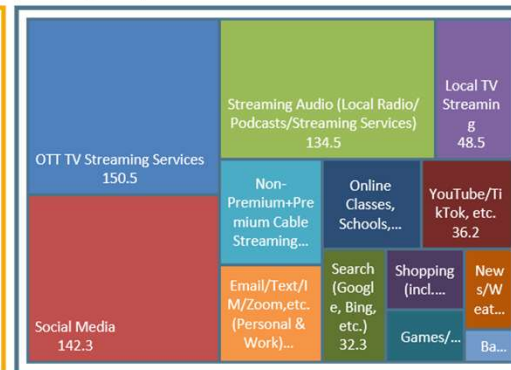
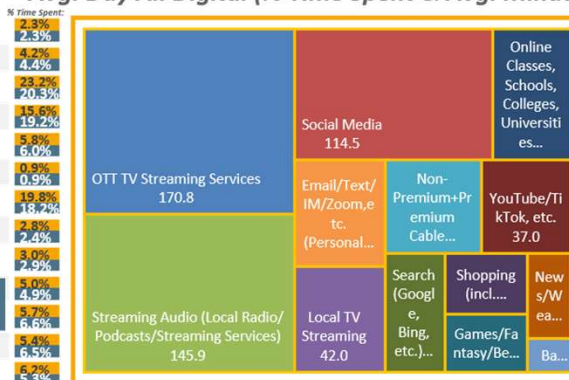
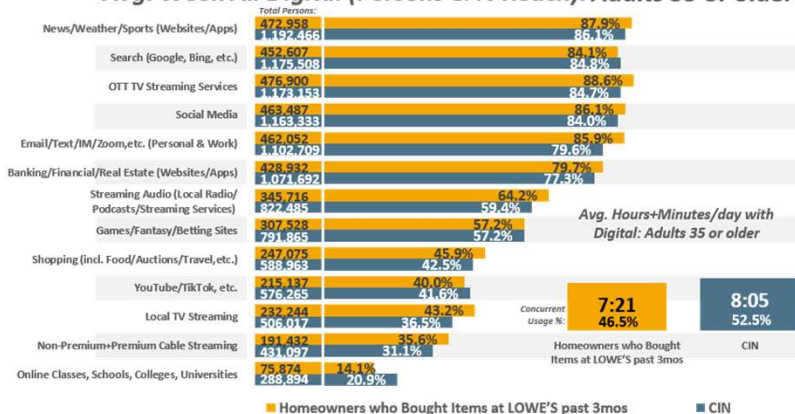




425,890 or 79.1% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 105.3 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

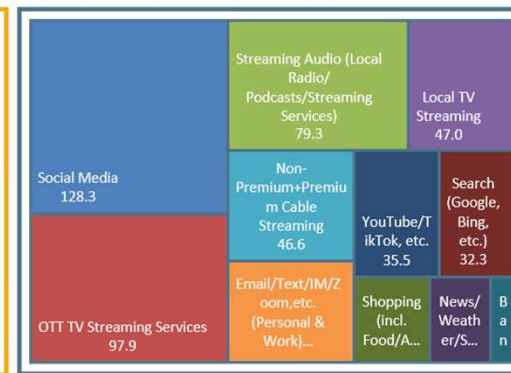
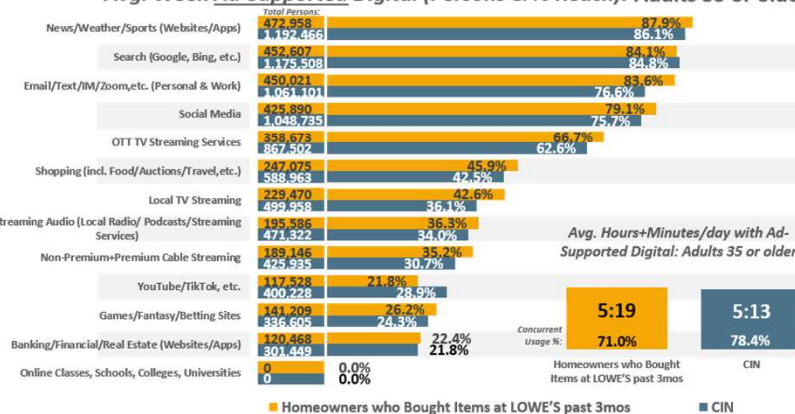
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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

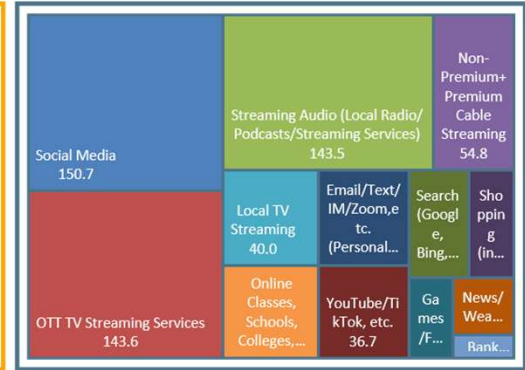
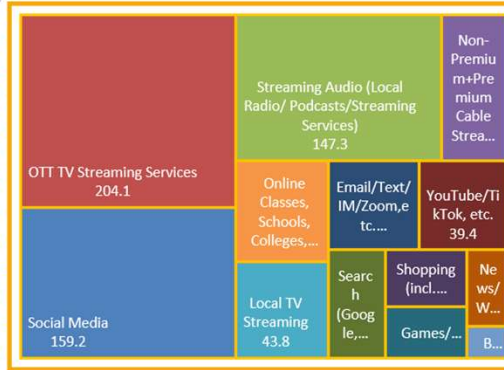
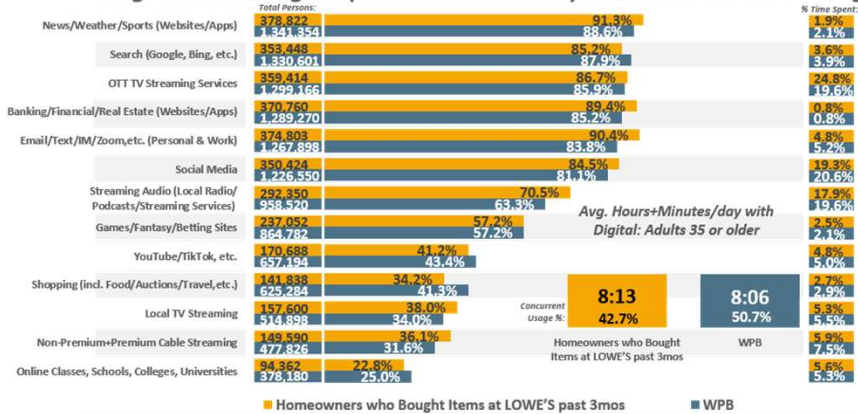




318,760 or 76.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Social Media for an average of 146.4 minutes every day representing 22.8% of all time spent daily with Ad-Supported Digital Media.

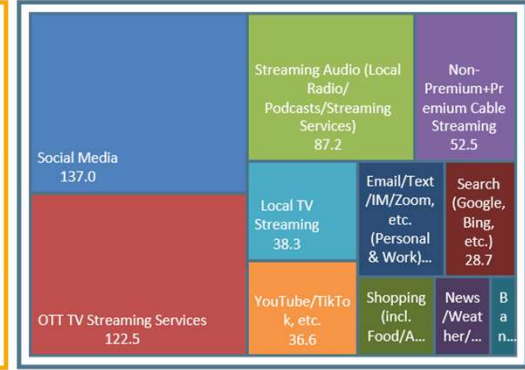
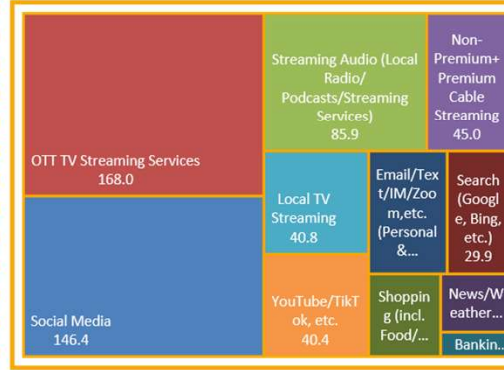
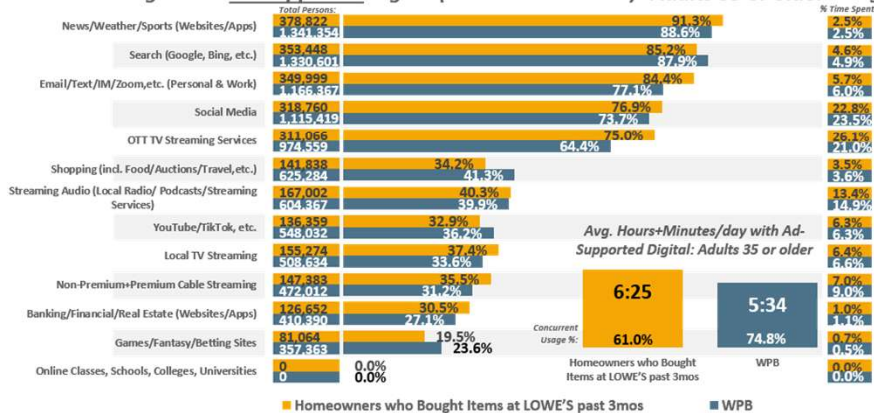
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

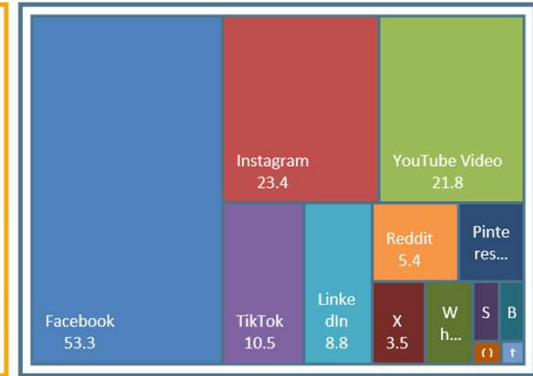
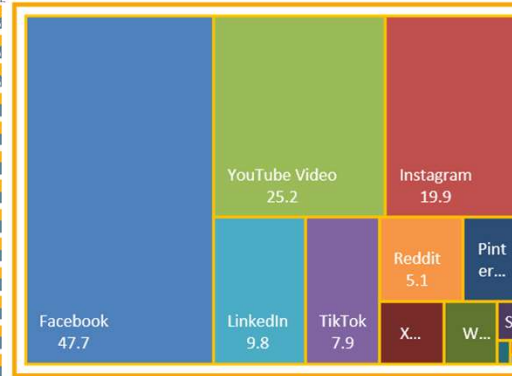
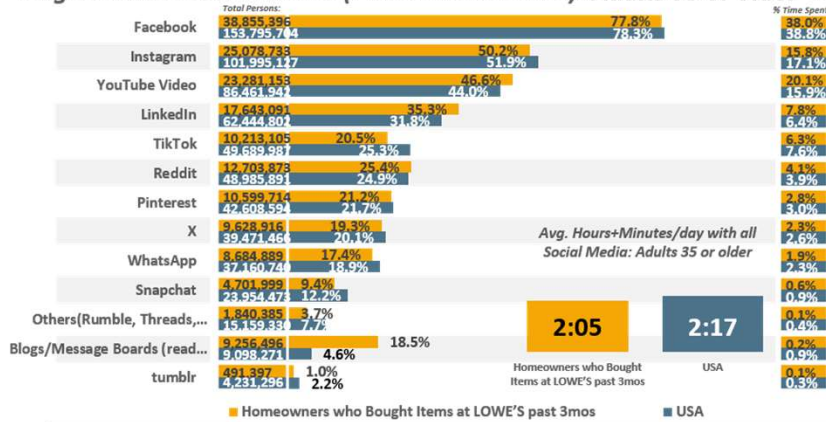
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



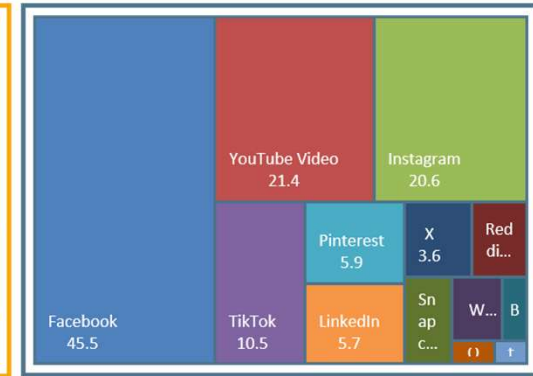
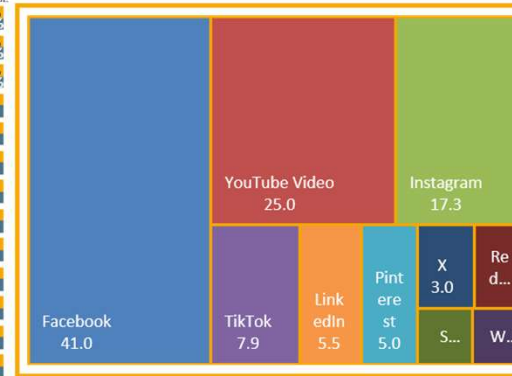
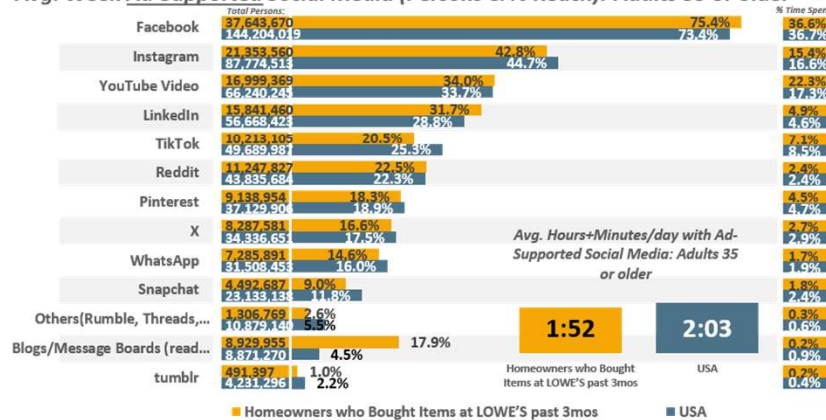


37,643,670 or 75.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 41. minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

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



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



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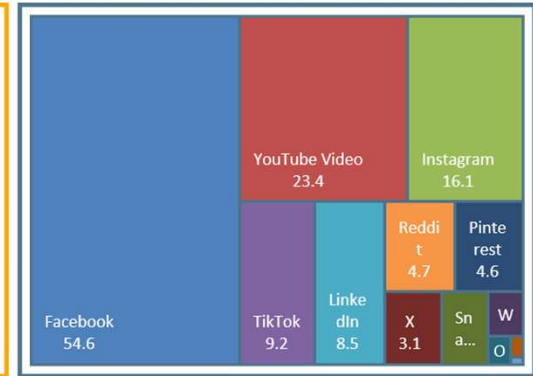
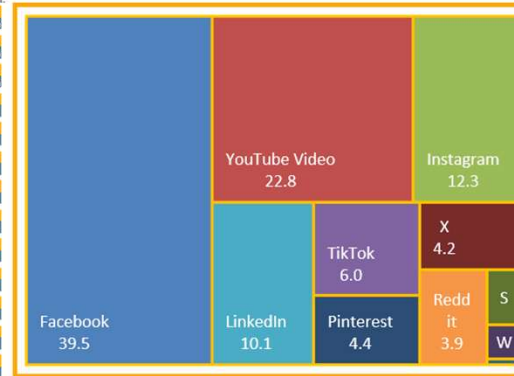
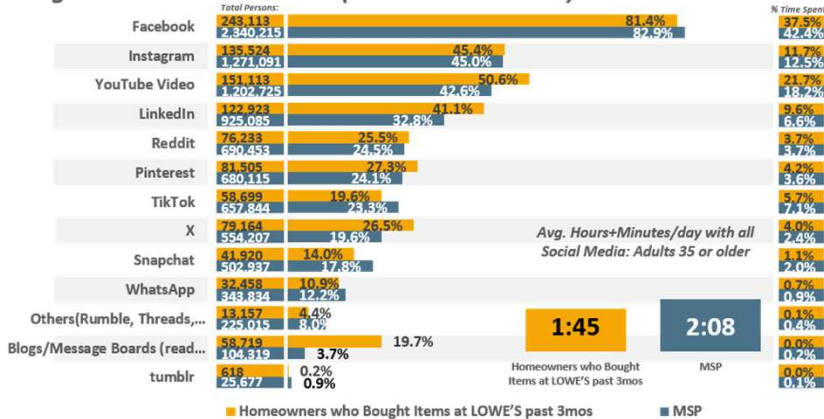
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

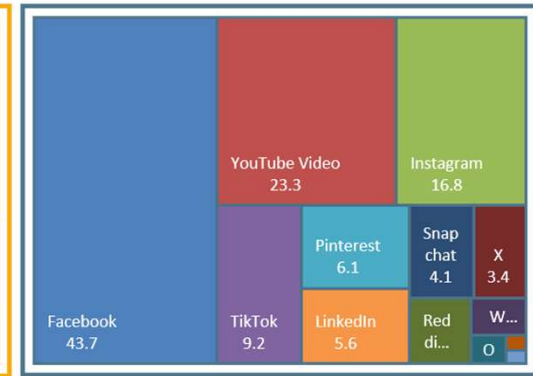
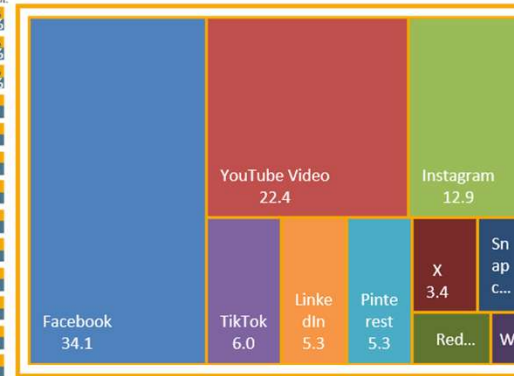
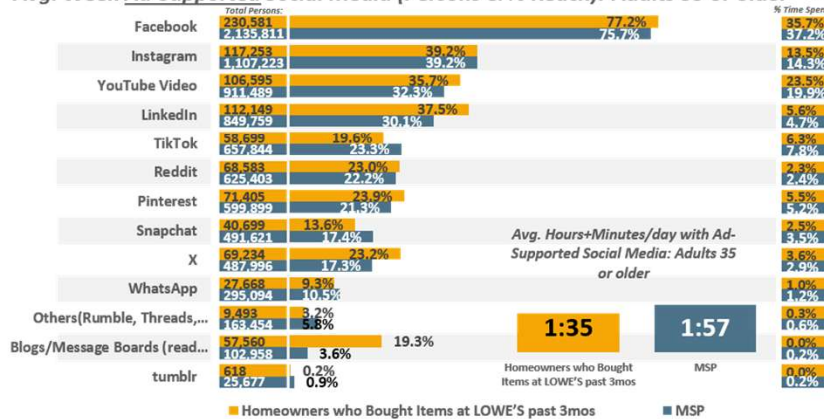


230,581 or 77.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 34.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

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



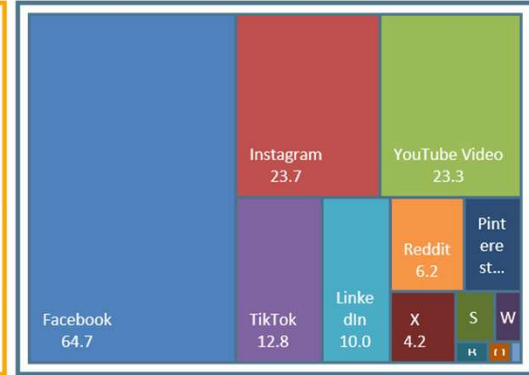
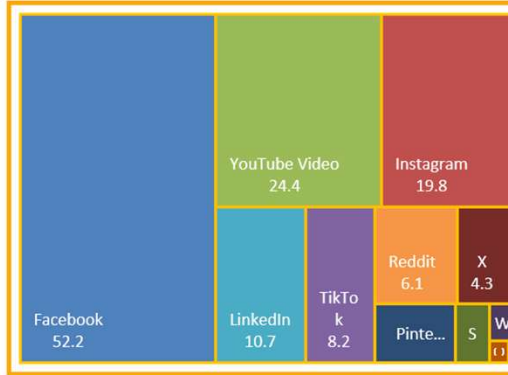
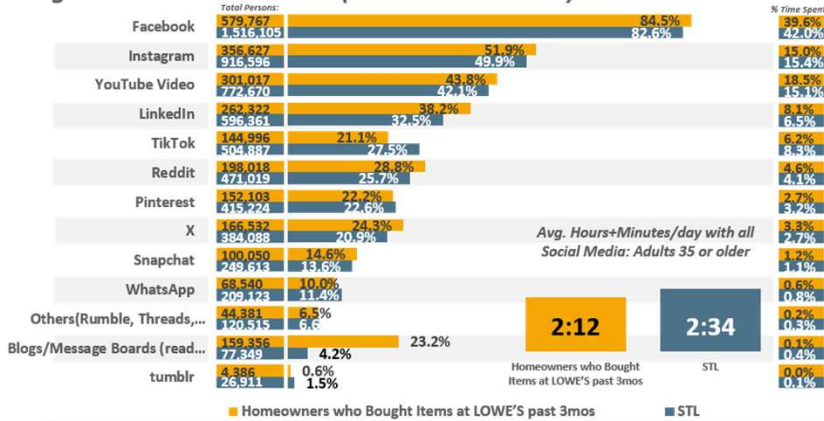
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



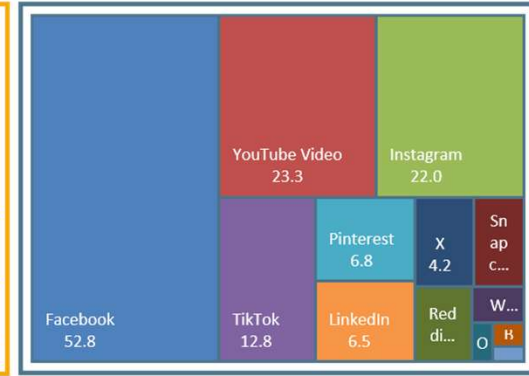
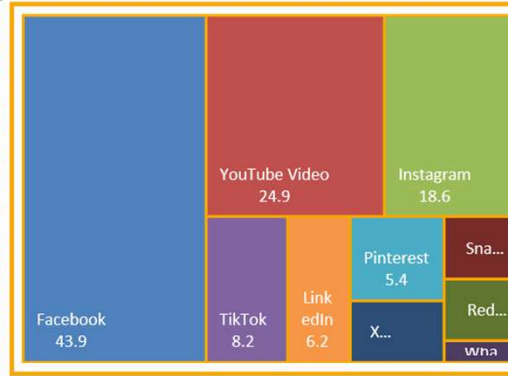
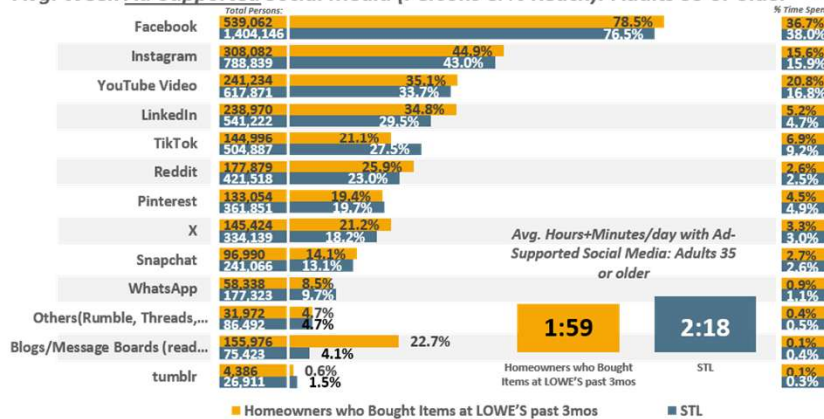


539,062 or 78.5% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 43.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

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



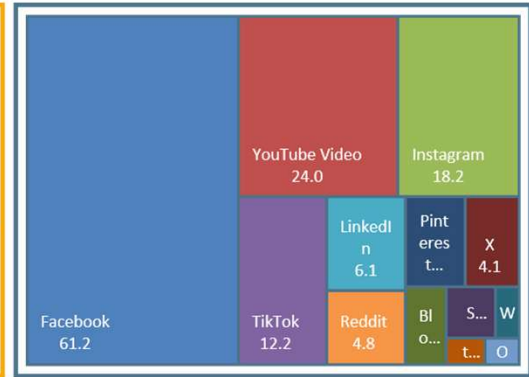
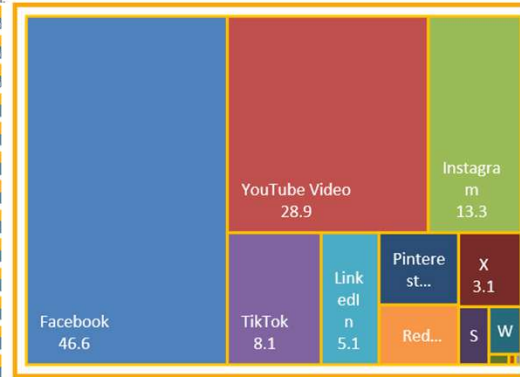
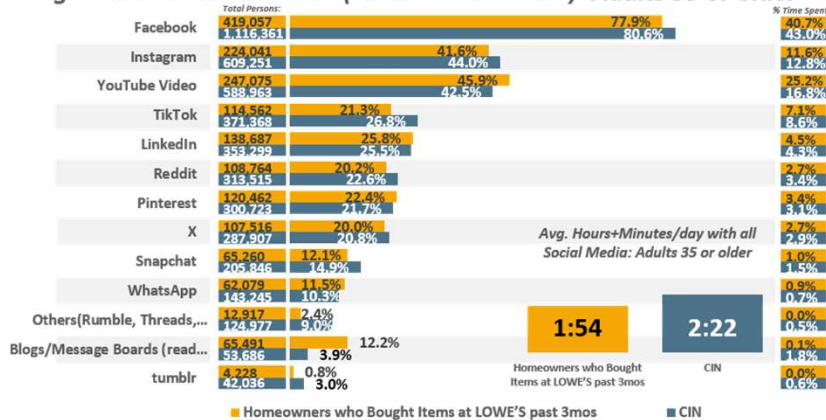
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



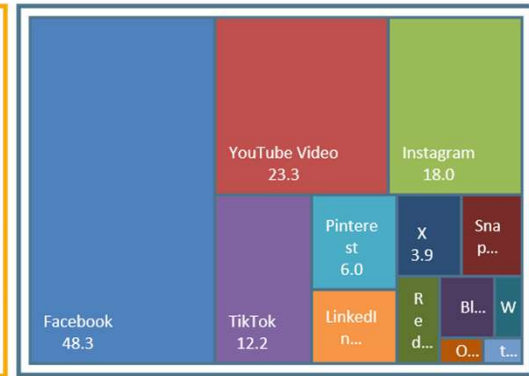
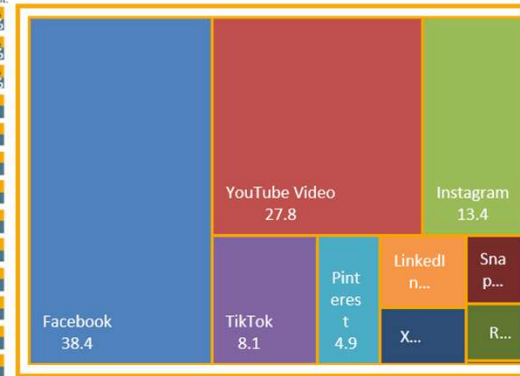
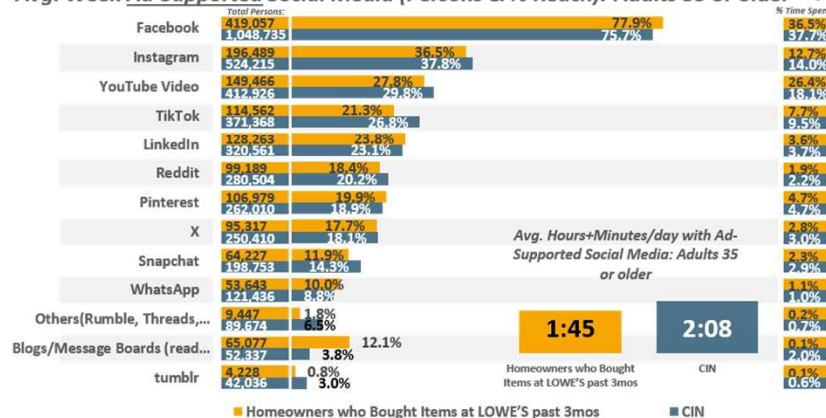


419,057 or 77.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 38.4 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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



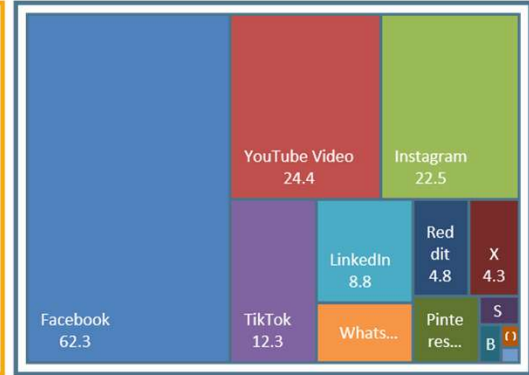
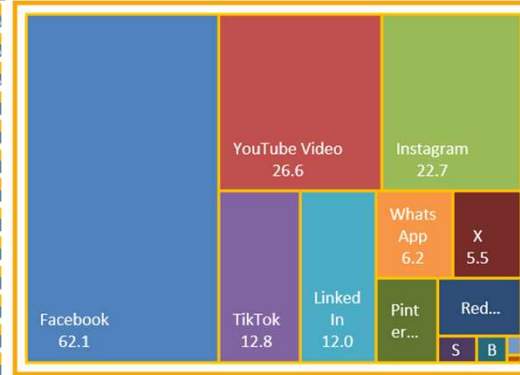
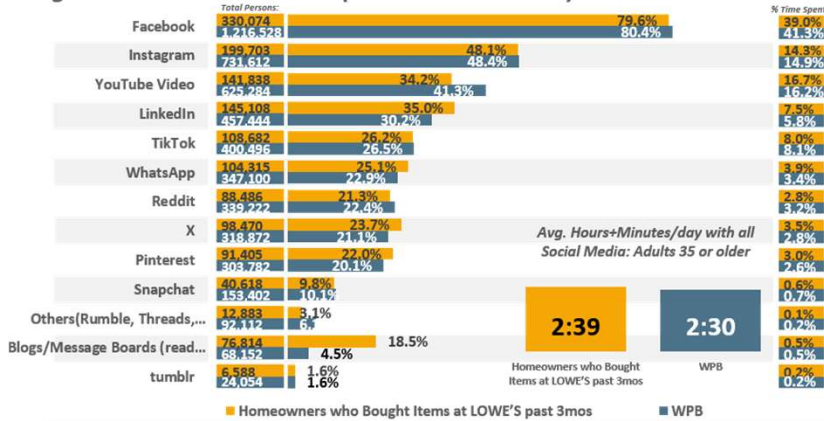
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



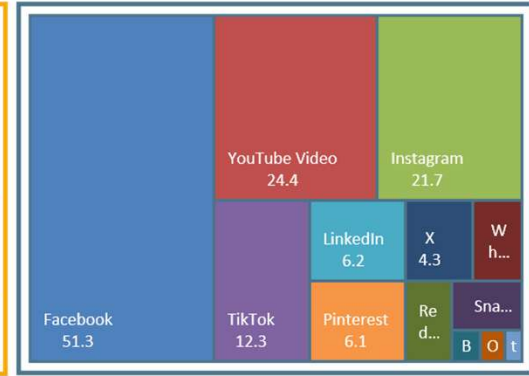
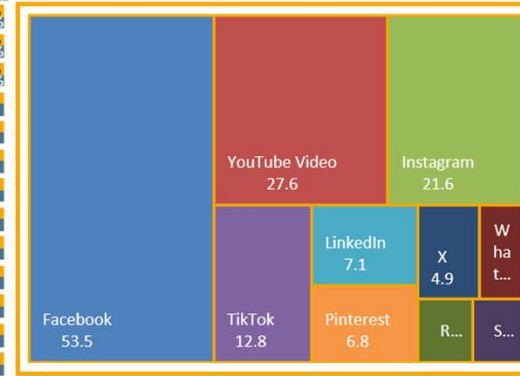
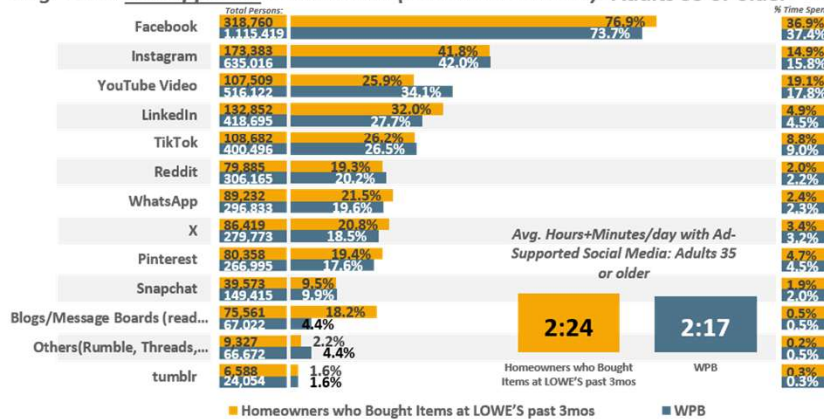


318,760 or 76.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 53.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

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



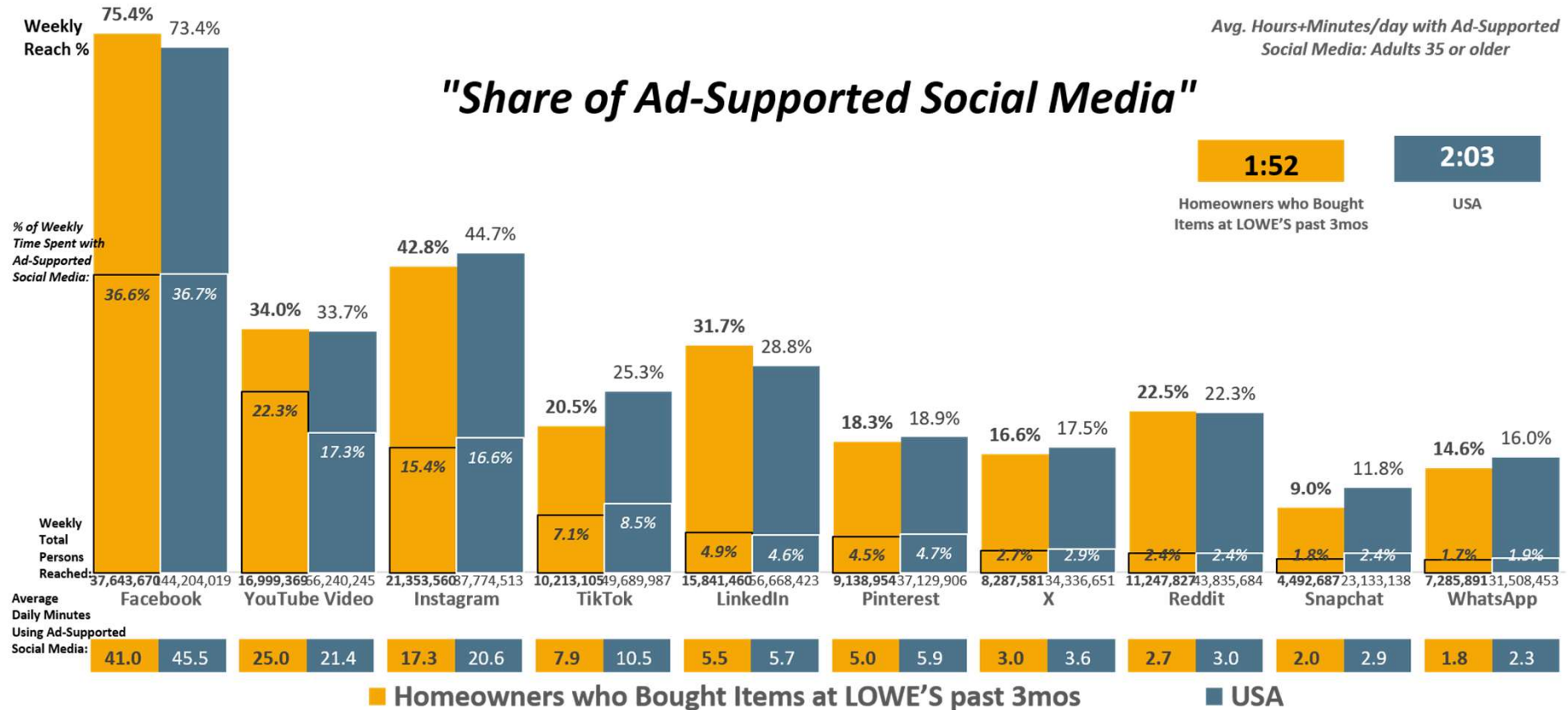
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





37,643,670 or 75.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 41. minutes every day representing 36.6% of all time spent daily with Ad-Supported Social Media.

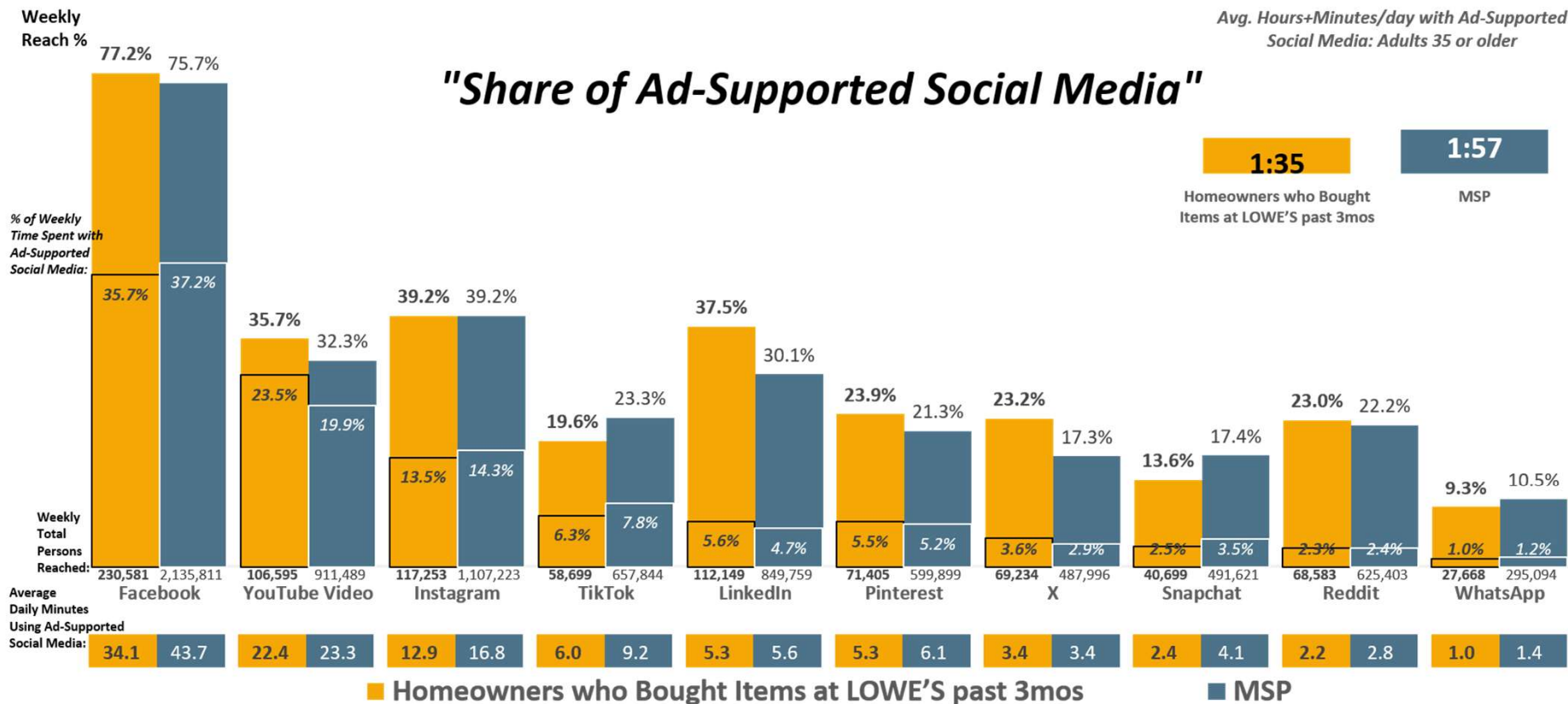
"Share of Ad-Supported Social Media"





230,581 or 77.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 34.1 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 193 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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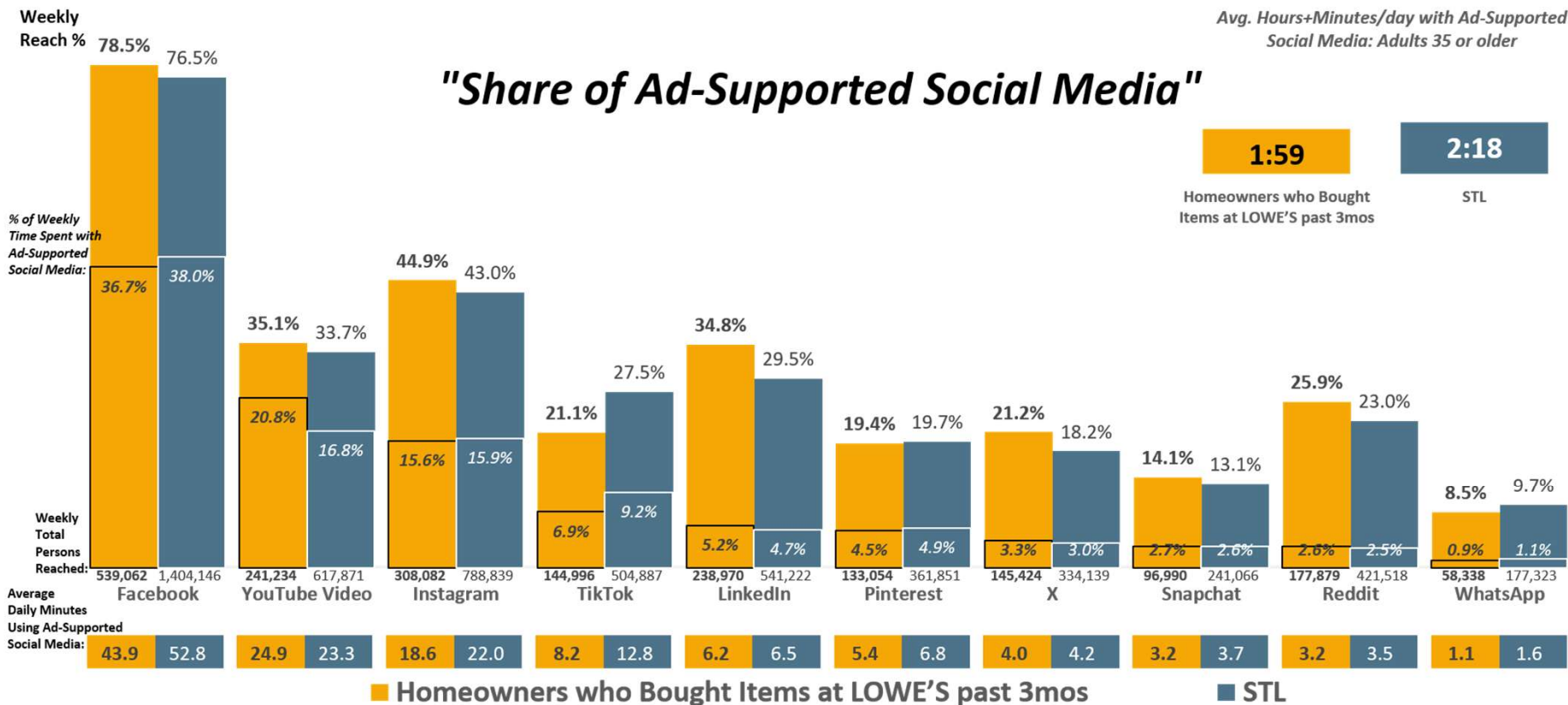
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: Lowe's]]



539,062 or 78.5% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 43.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 662
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

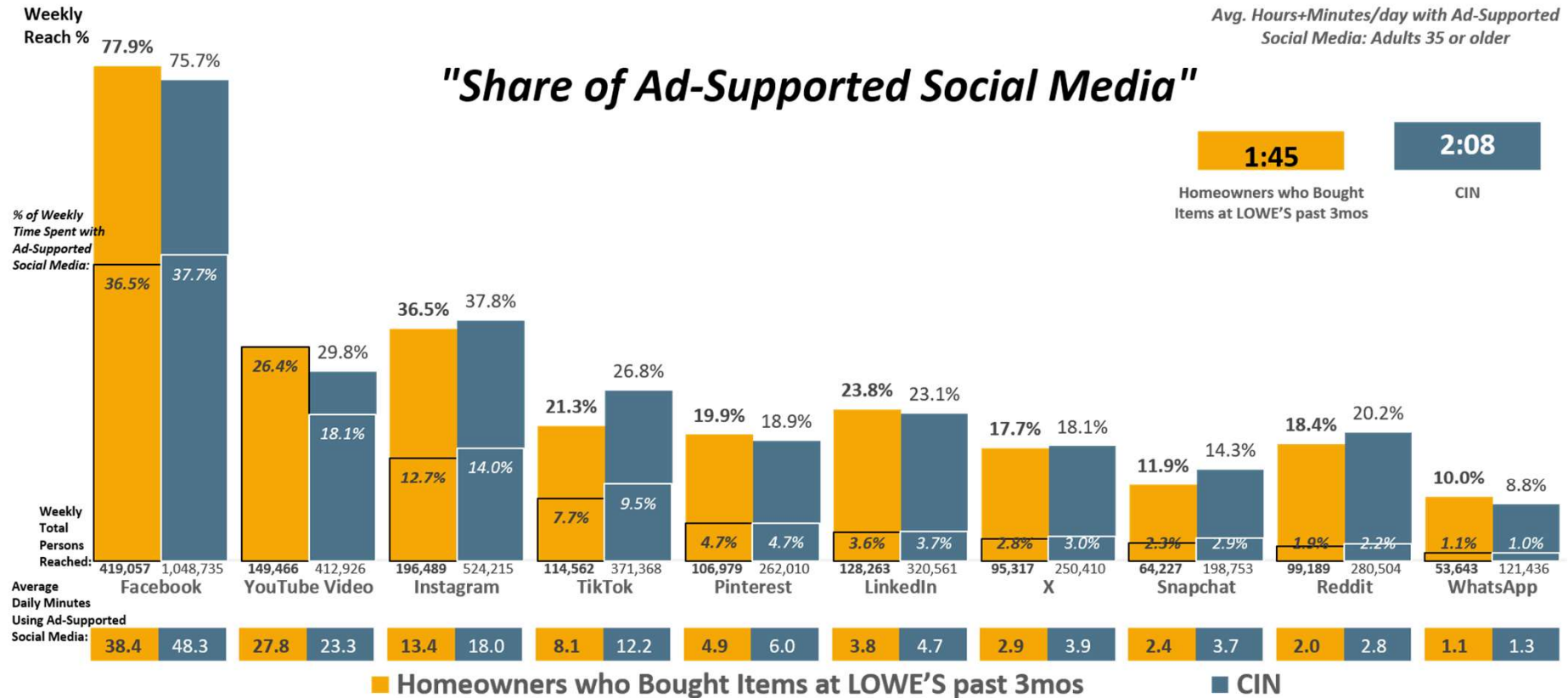
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



419,057 or 77.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 38.4 minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

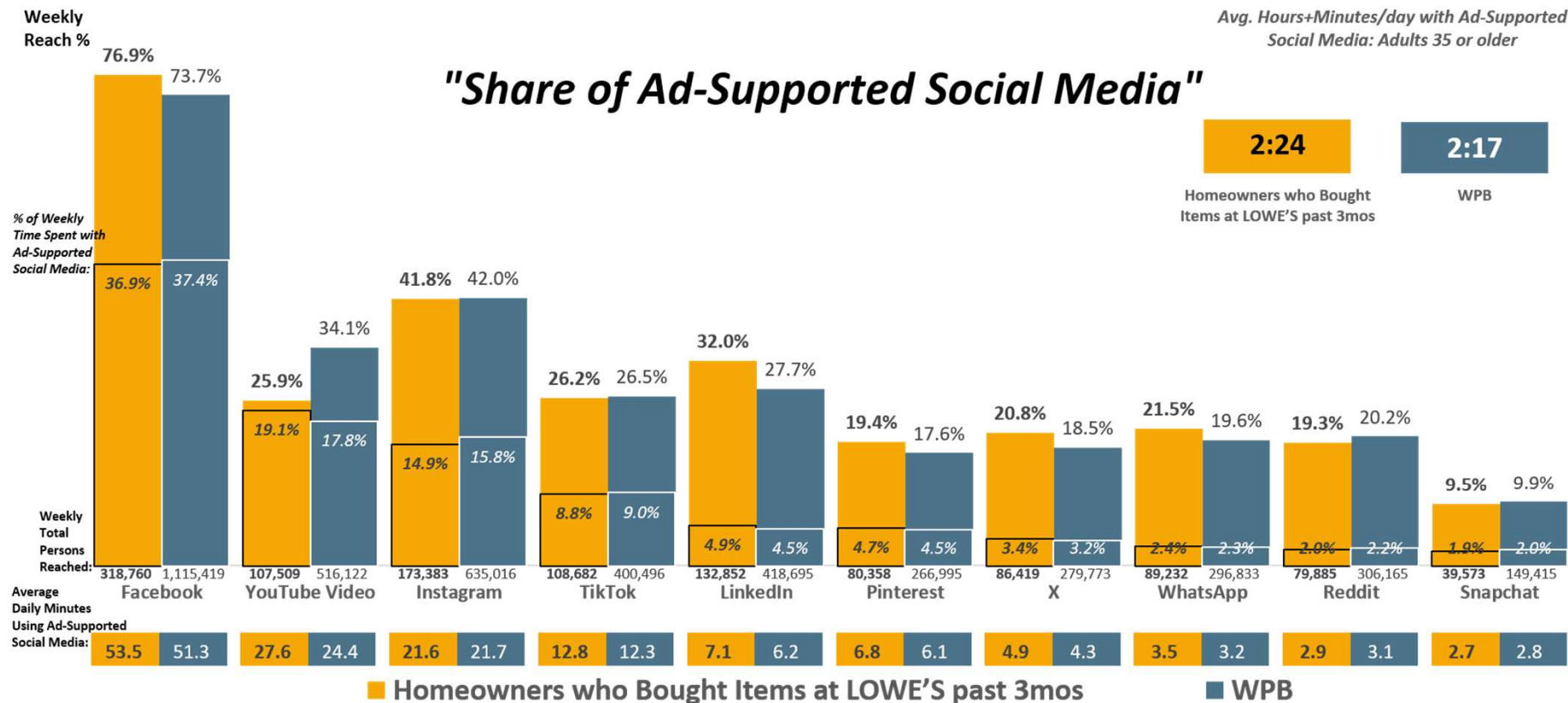
"Share of Ad-Supported Social Media"





318,760 or 76.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos use Ad-Supported Facebook for an average of 53.5 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

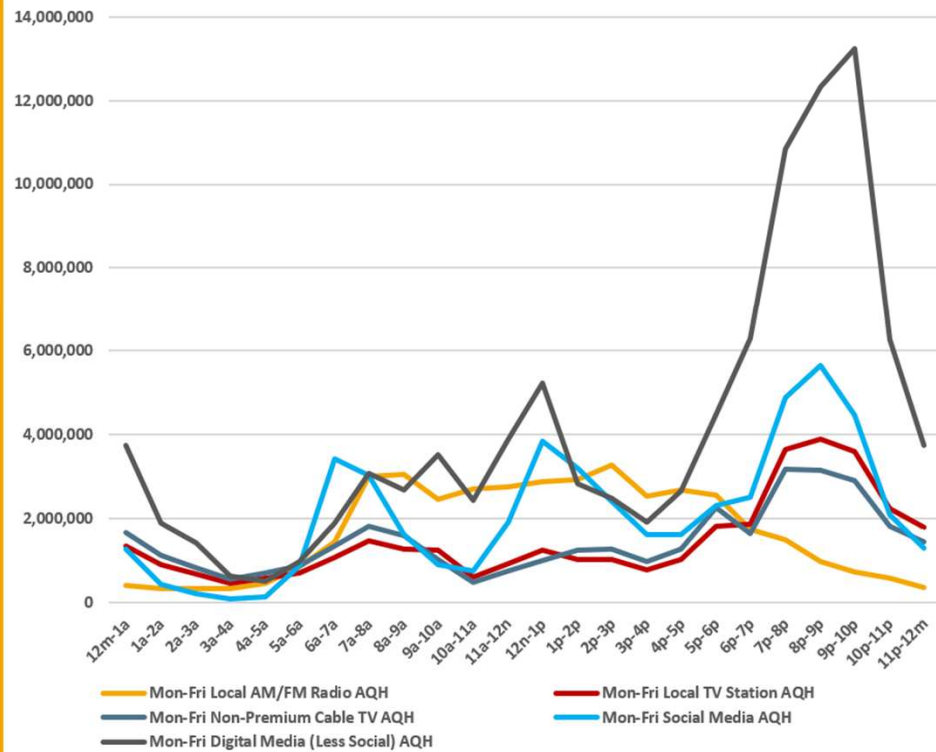
"Share of Ad-Supported Social Media"



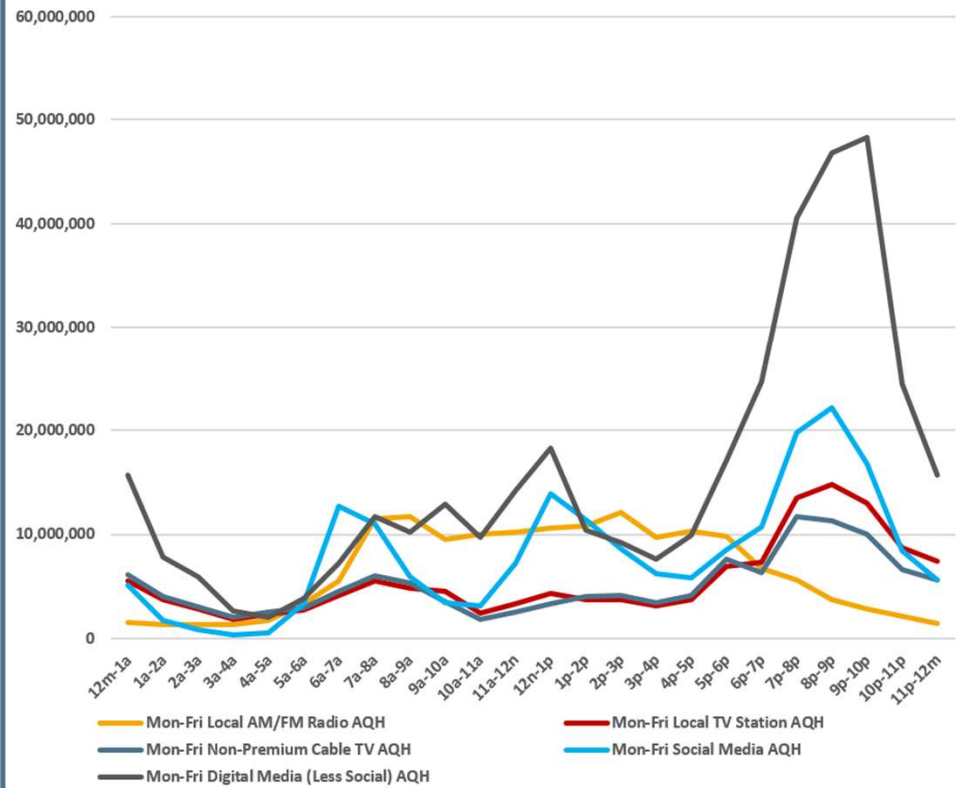


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,335,680;
Local Radio: 2,616,877; Social Media: 2,238,650; Non-Prem. Cable: 1,280,398; Local TV:
1,180,144 reaching Adults 35 or older Homeowners who Bought Items at LOW

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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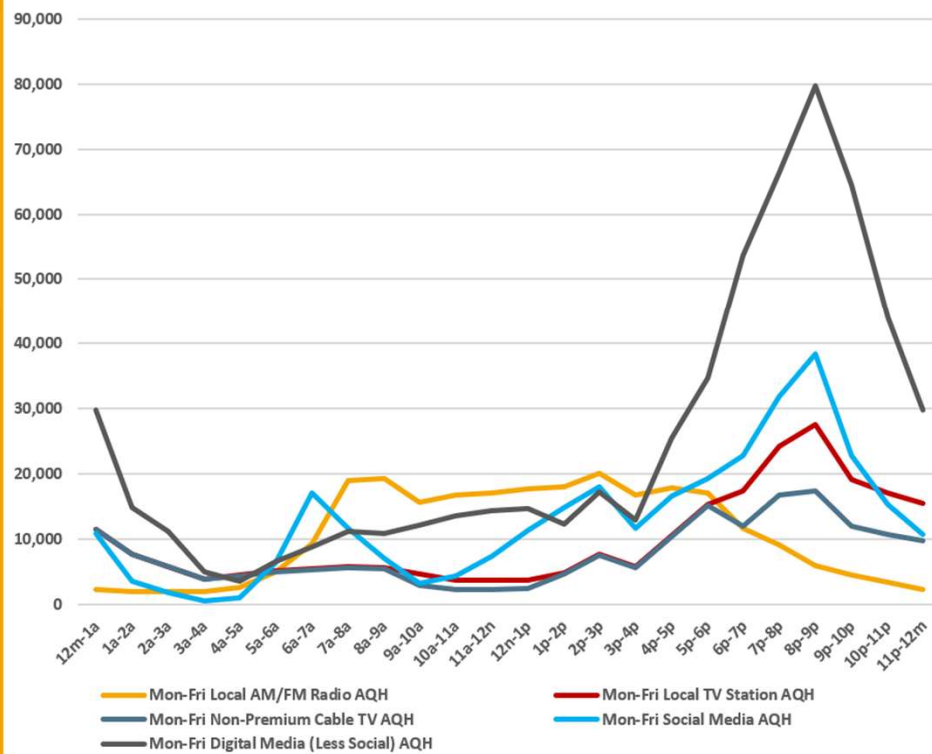
[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]

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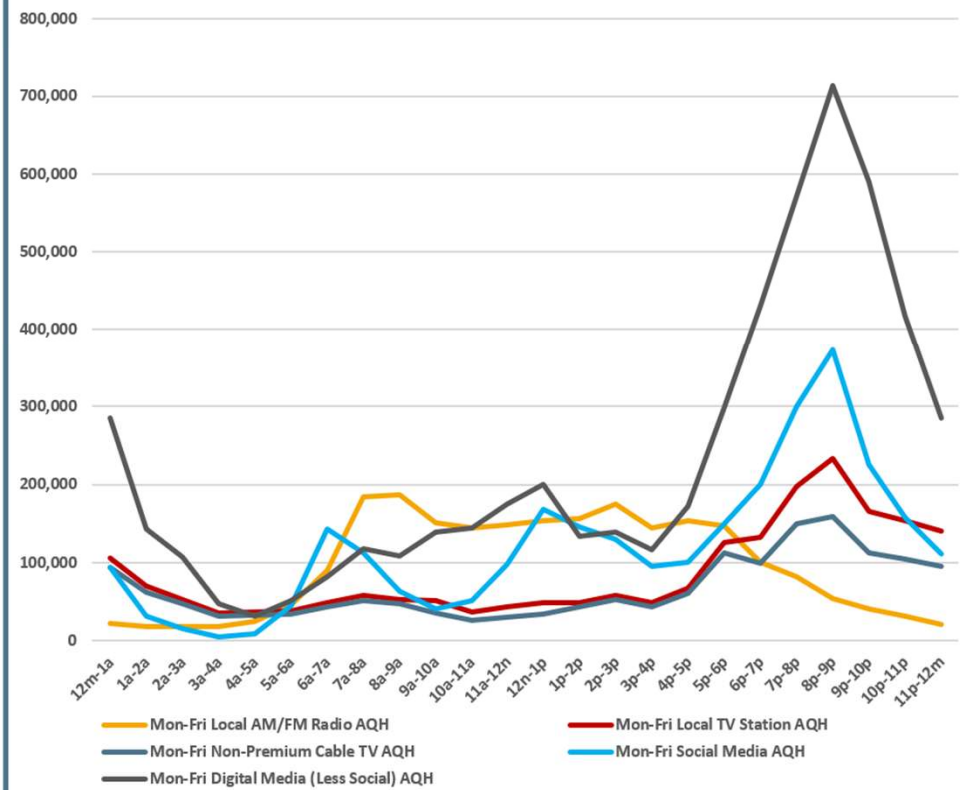


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,610; Local Radio: 16,665; Social Media: 12,722; Local TV: 7,258; Non-Prem. Cable: 6,328 reaching Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos.

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



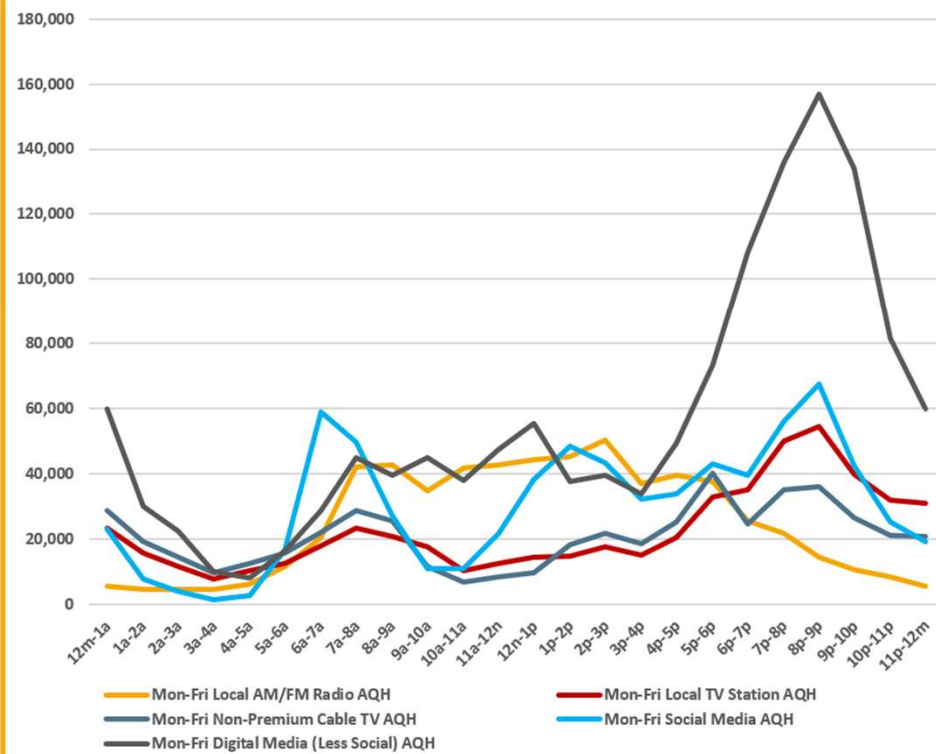
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 35 or older**



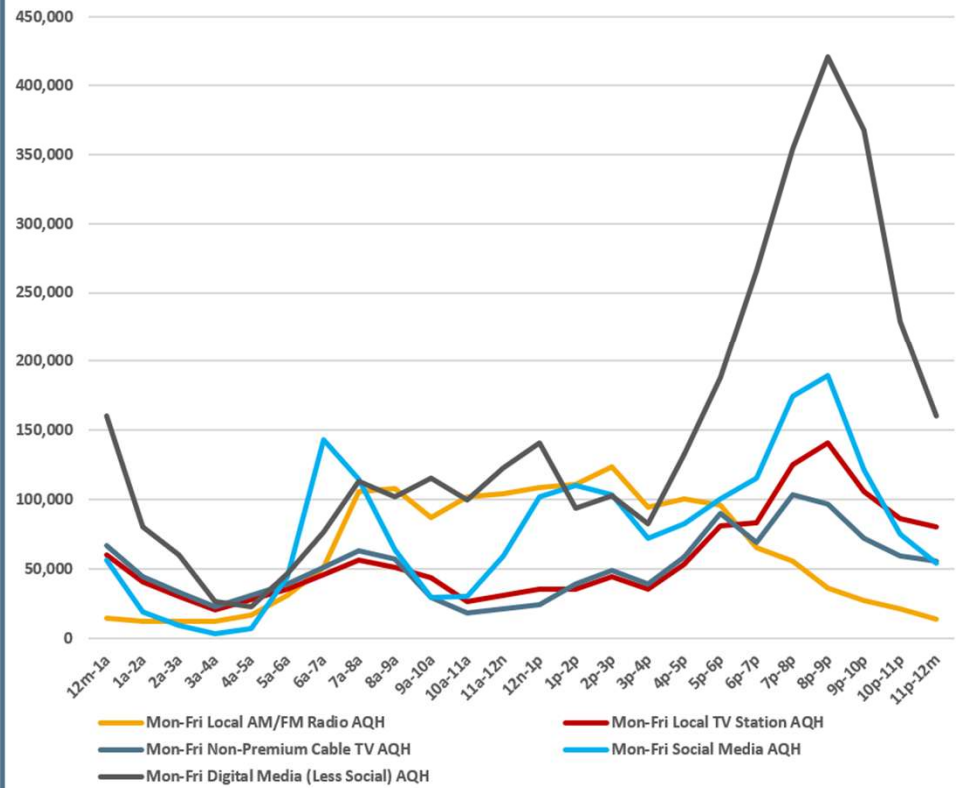


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,333; Local Radio: 38,784; Social Media: 35,175; Non-Prem. Cable: 20,111; Local TV: 19,415 reaching Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos.

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



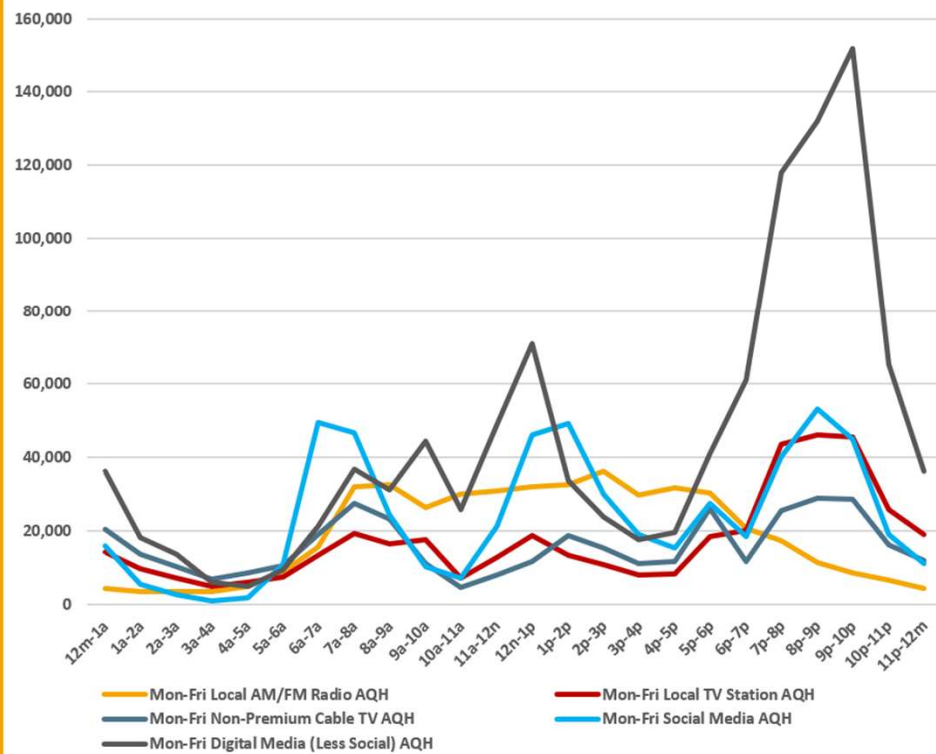
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 35 or older**



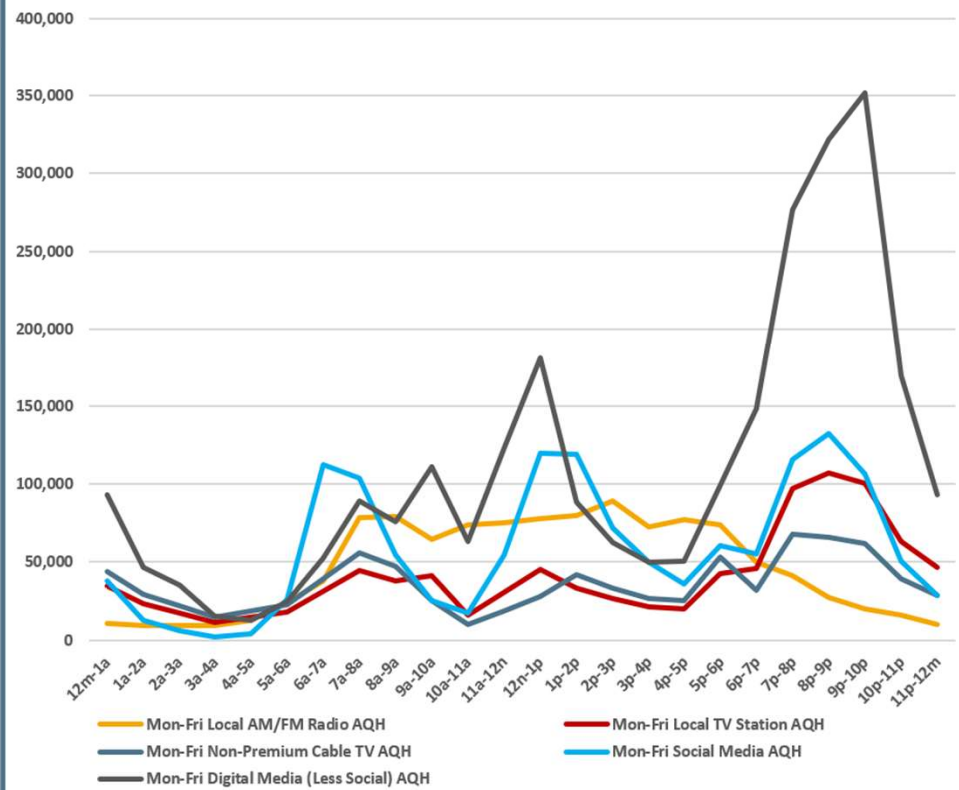


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,692; Local Radio: 29,272; Social Media: 28,060; Non-Prem. Cable: 15,362; Local TV: 14,145 reaching Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos.

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



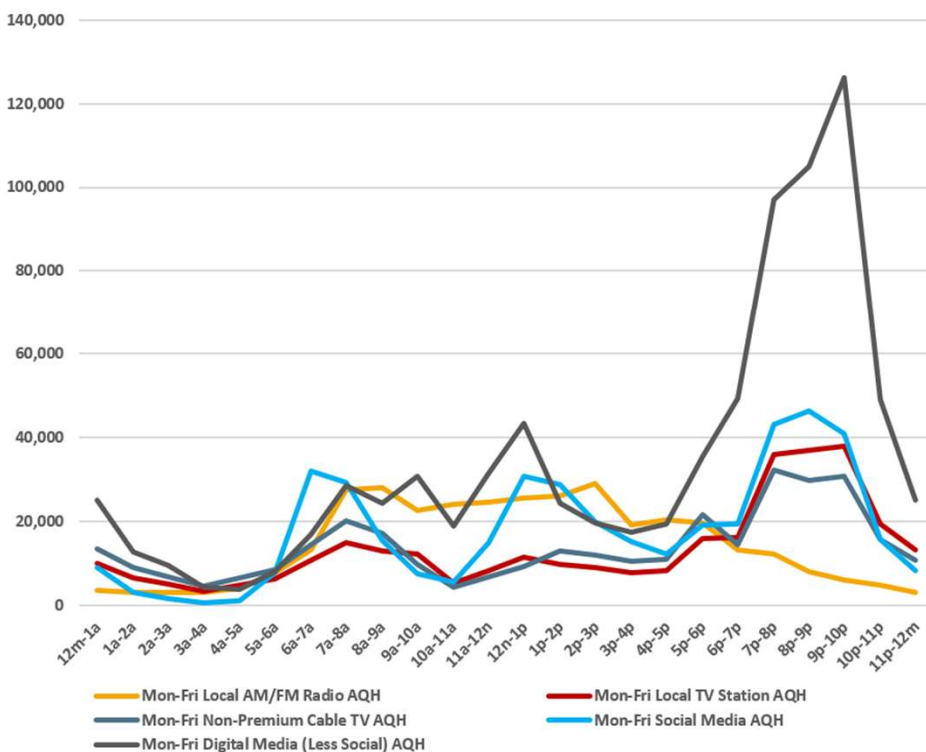
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 35 or older**



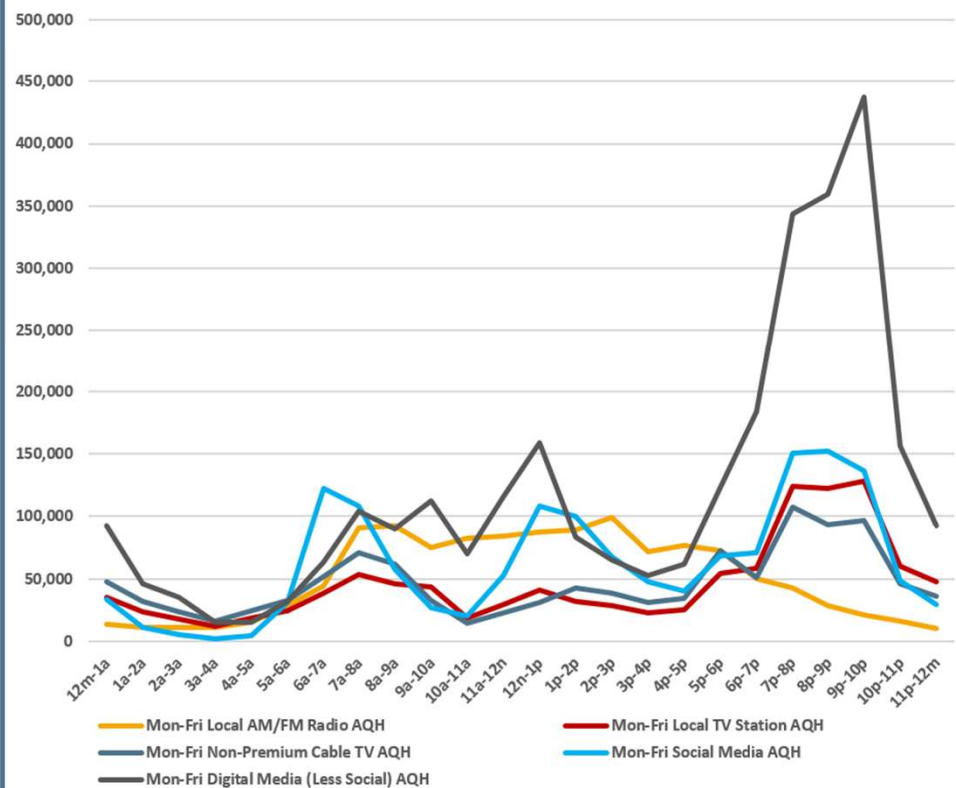


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,694; Local Radio: 22,509; Social Media: 19,243; Non-Prem. Cable: 12,624; Local TV: 10,935 reaching Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos.

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



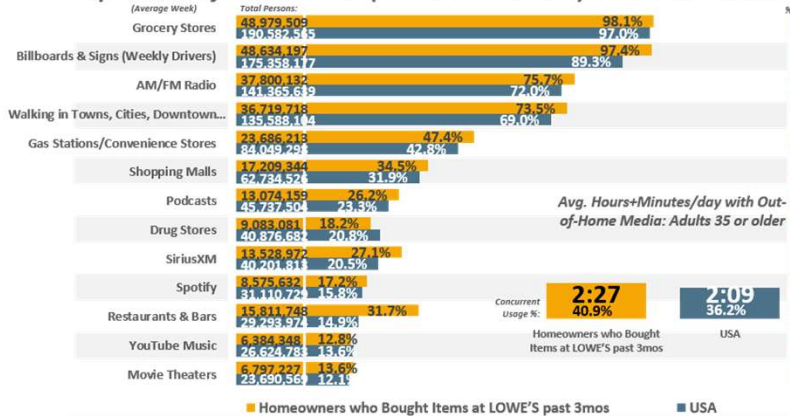
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 35 or older**



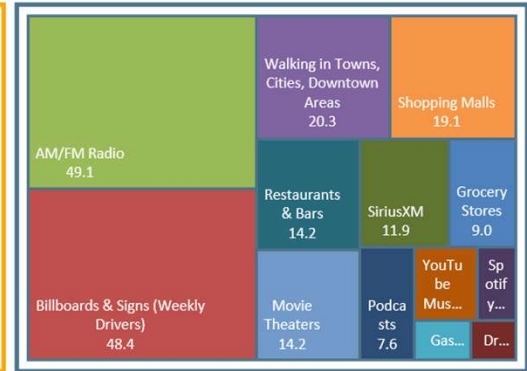
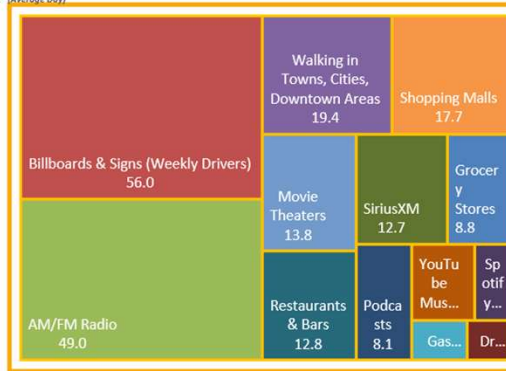


48,634,197 or 97.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 56. minutes per day driving, seeing Billboards and Signs. 71.6% Listen to Local Radio Stations Out-of-Home for an average of 44.8 minutes/day.

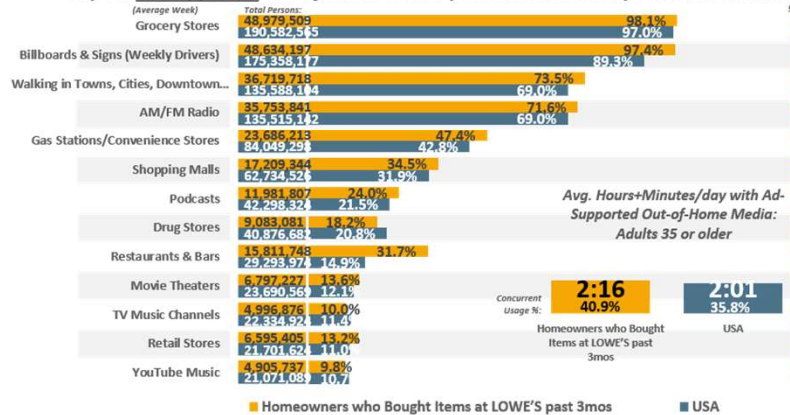
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



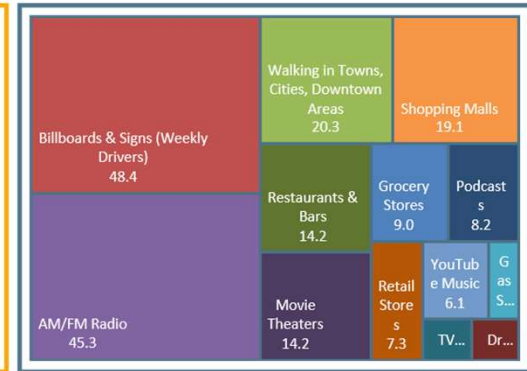
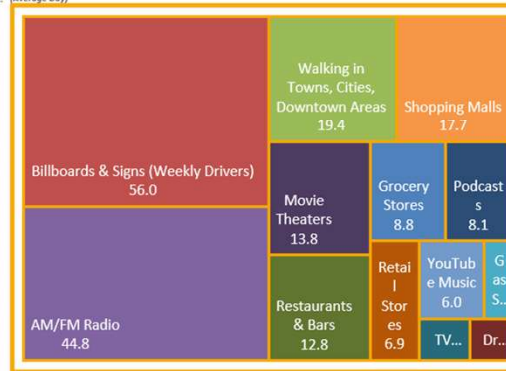
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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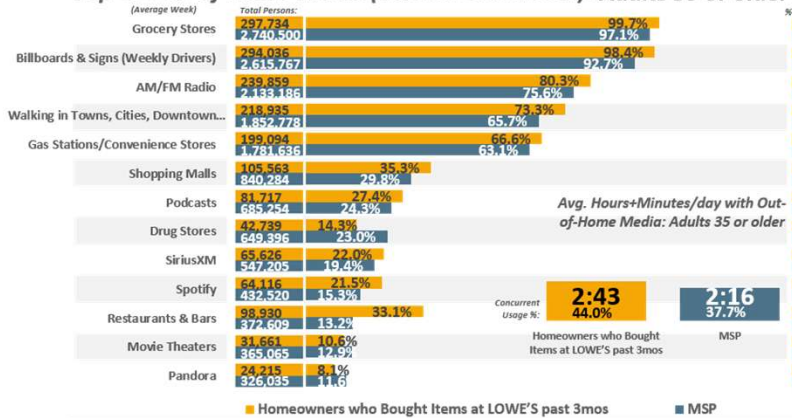
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

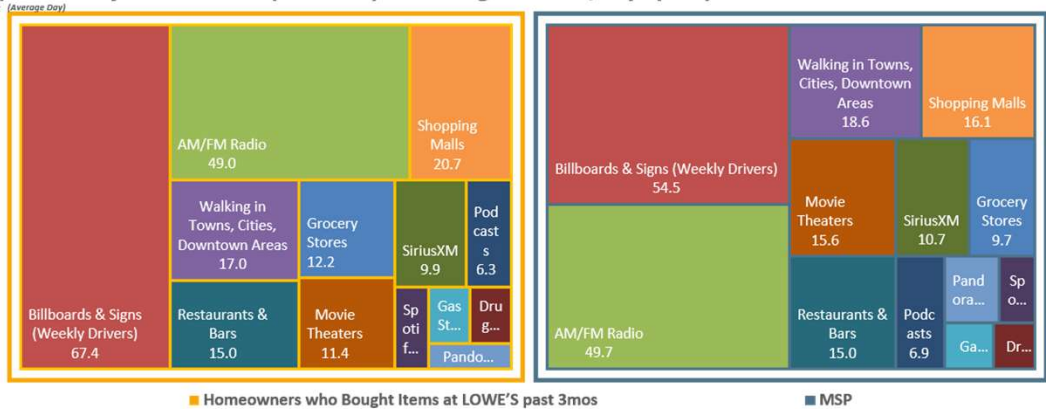


294,036 or 98.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 67.4 minutes per day driving, seeing Billboards and Signs. 75.6% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/day.

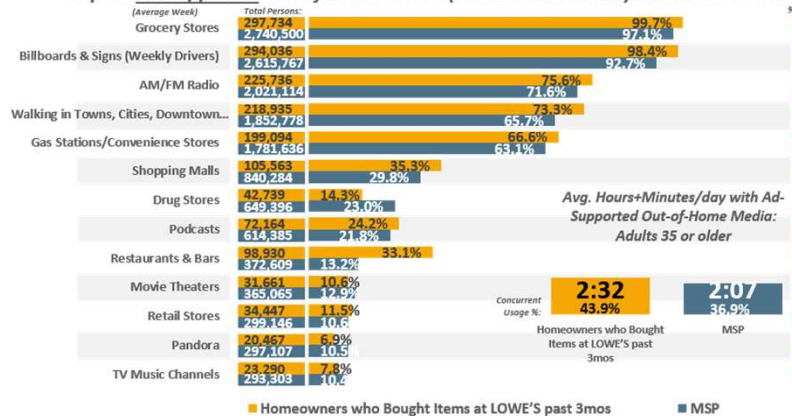
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



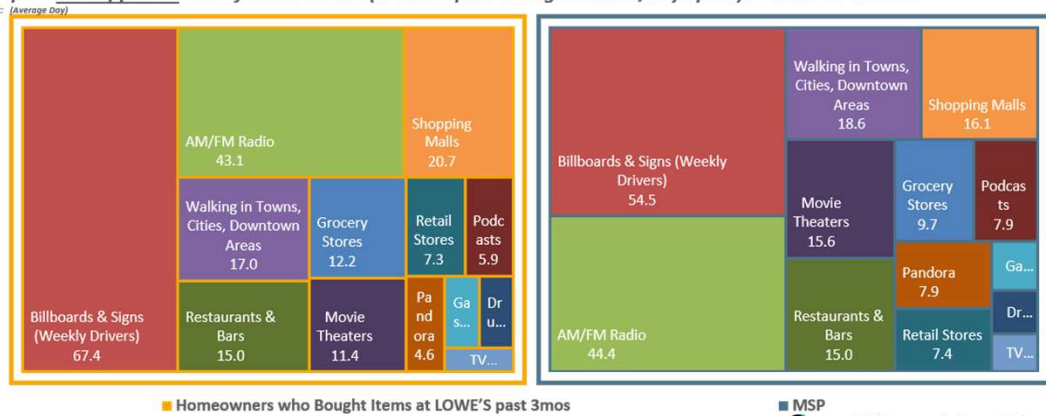
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



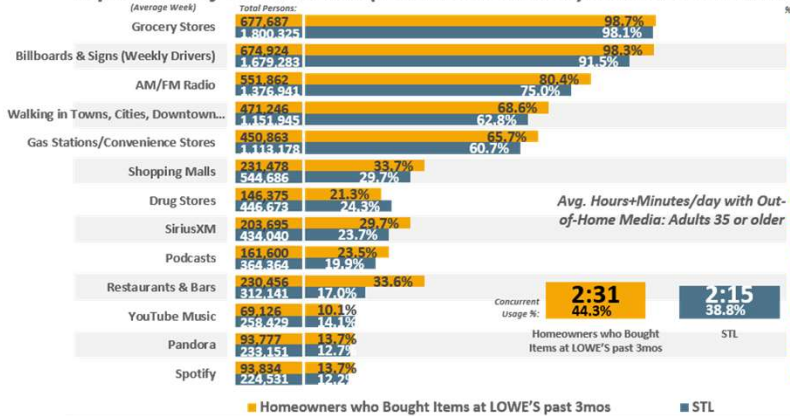
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





674,924 or 98.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 63.5 minutes per day driving, seeing Billboards and Signs. 76.7% Listen to Local Radio Stations Out-of-Home for an average of 46.2 minutes/day.

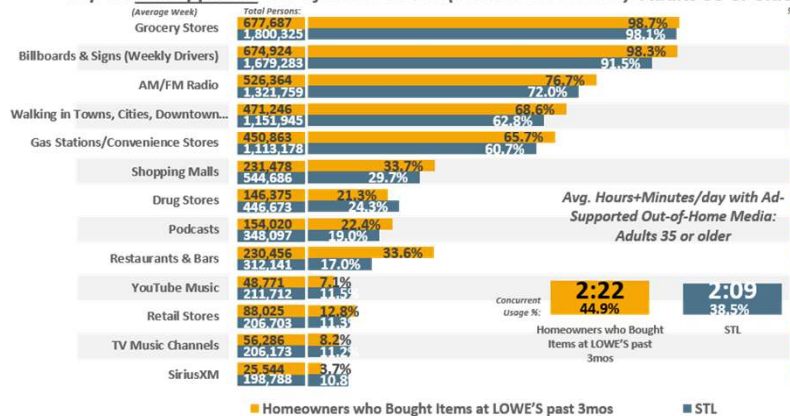
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



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



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



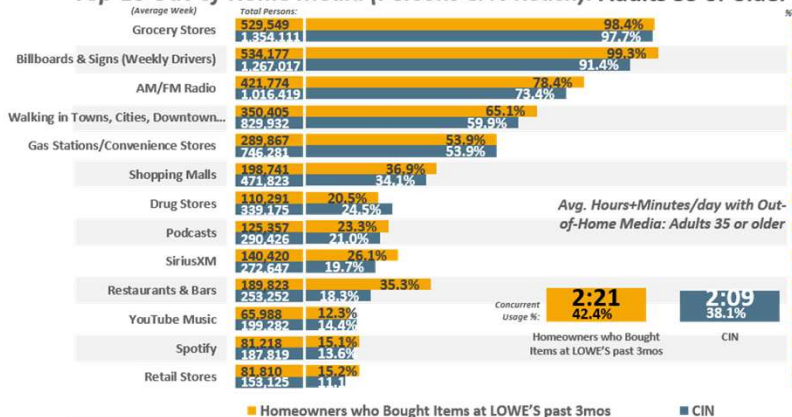
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



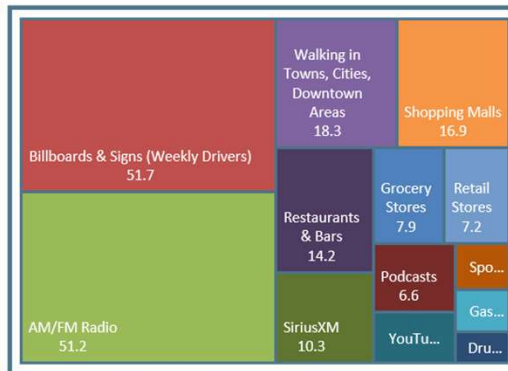
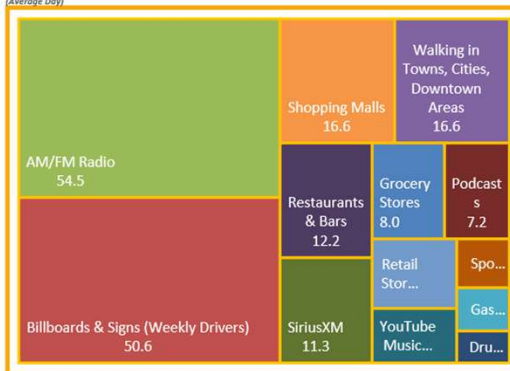


534,177 or 99.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 50.6 minutes per day driving, seeing Billboards and Signs. 74.3% Listen to Local Radio Stations Out-of-Home for an average of 50.7 minutes/day.

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



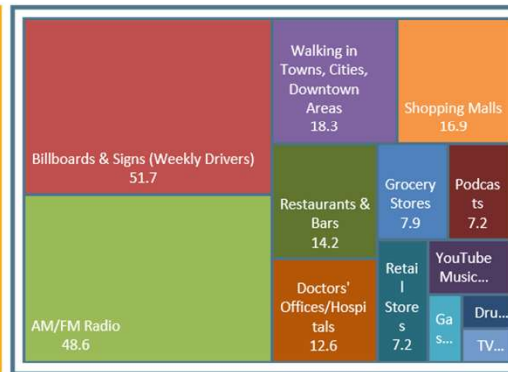
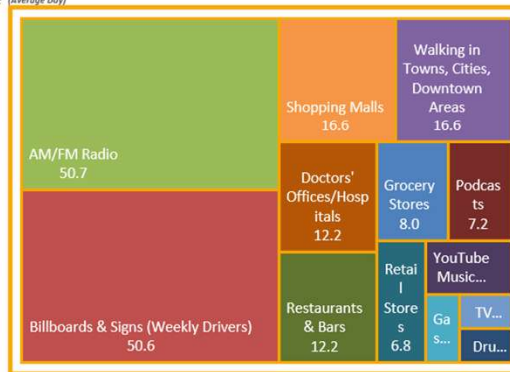
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



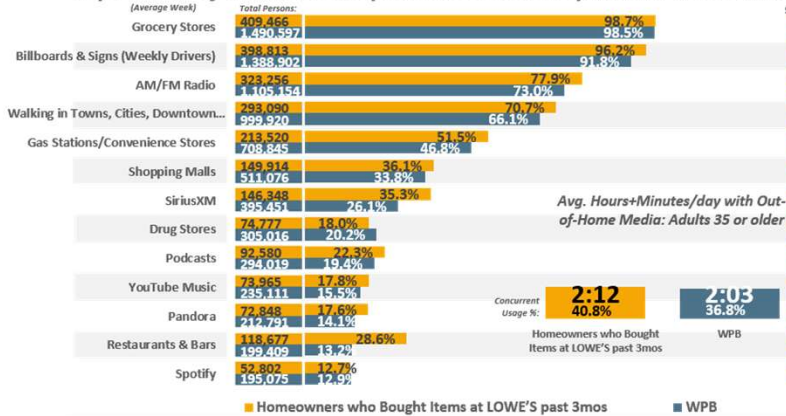
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



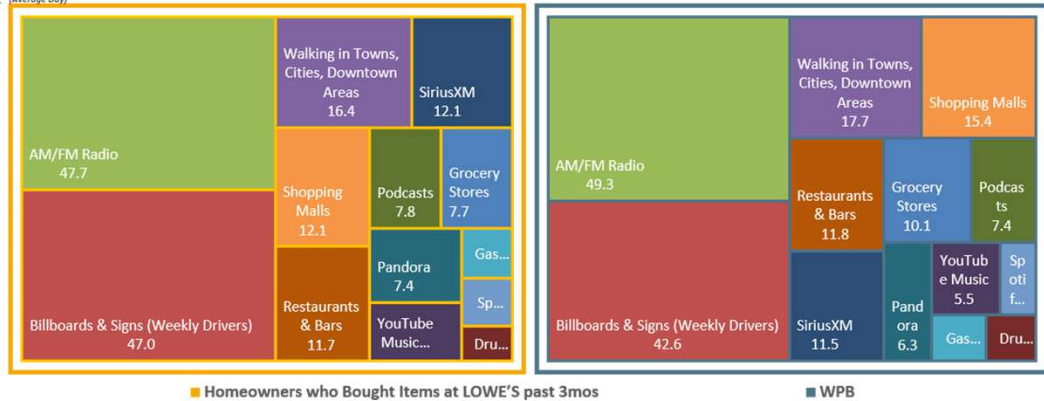


398,813 or 96.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 47. minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 43.9 minutes/day.

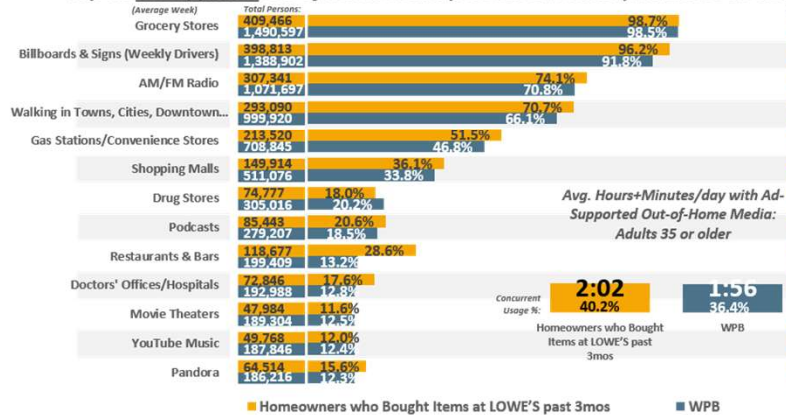
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



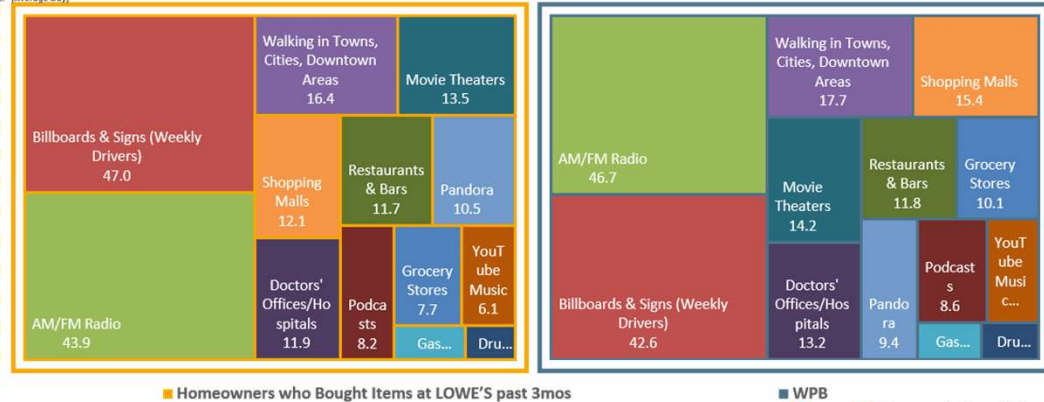
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 644
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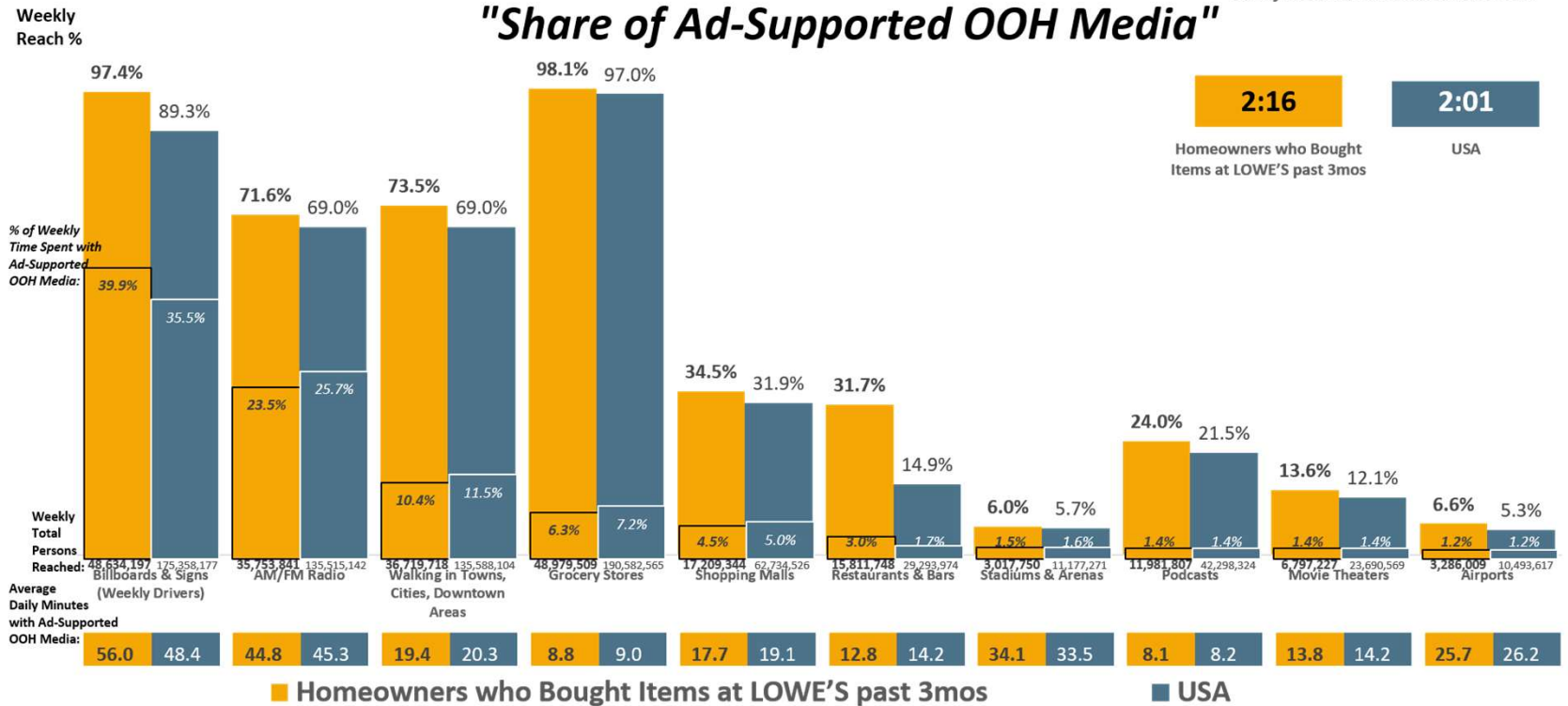
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



48,634,197 or 97.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 56. minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

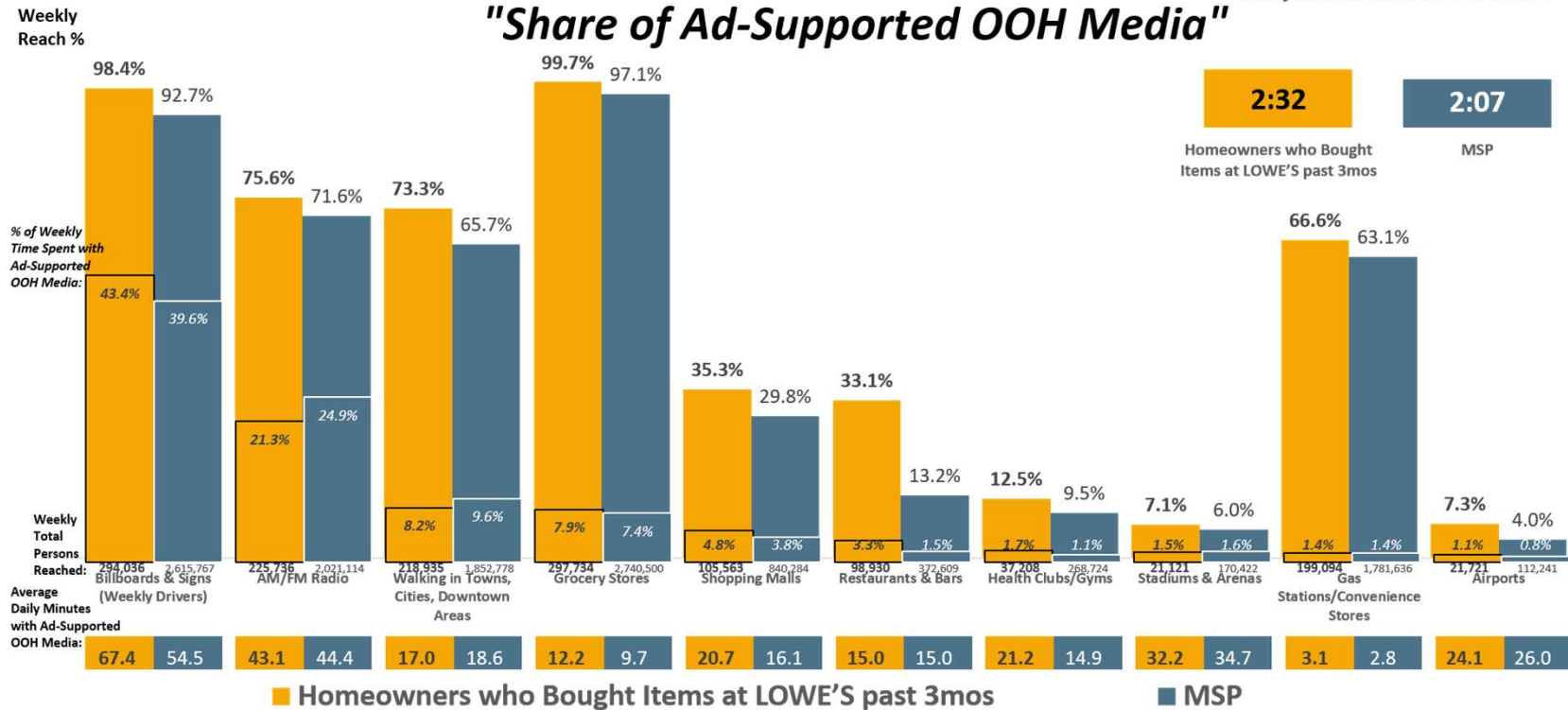
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]



294,036 or 98.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 67.4 minutes per day driving, seeing Billboards and Signs representing 43.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 193 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

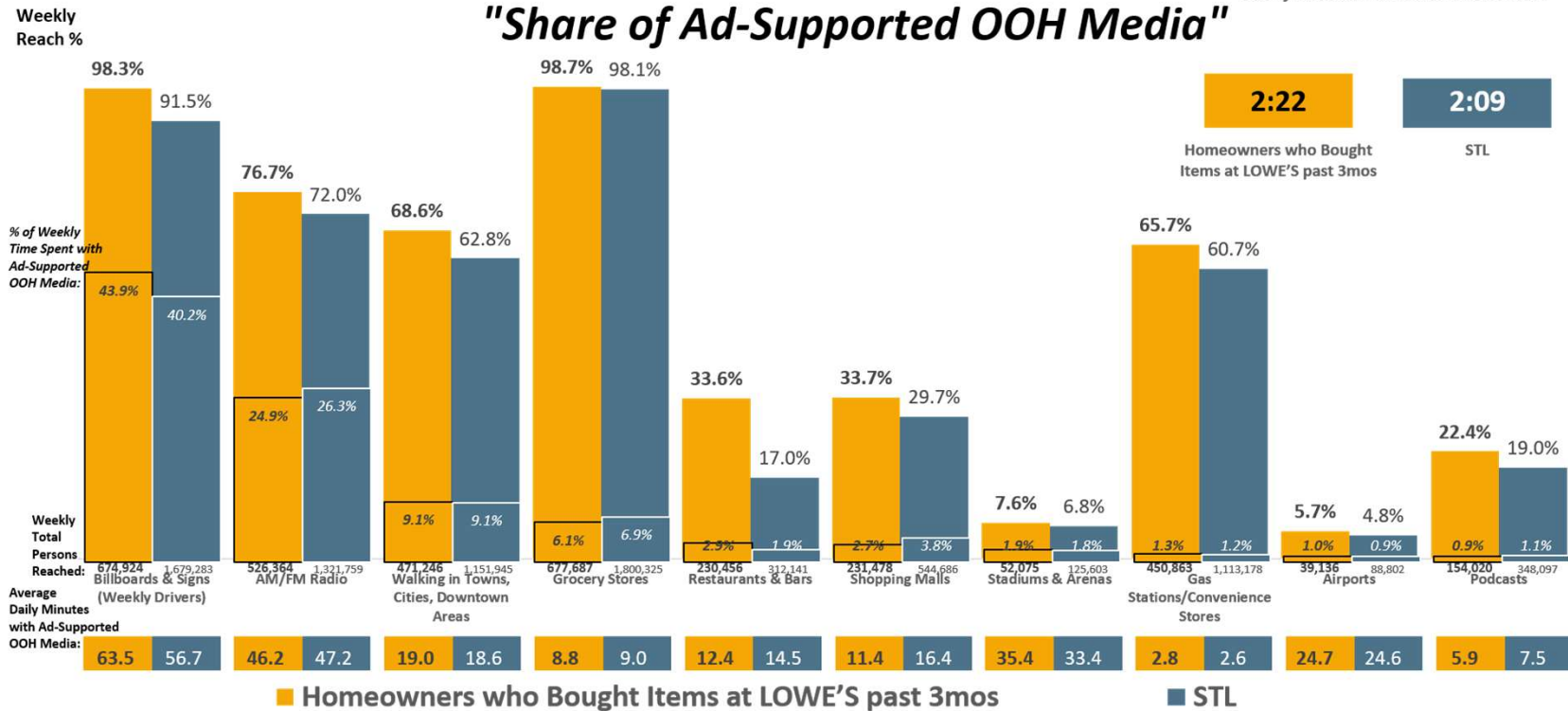
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]



674,924 or 98.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 63.5 minutes per day driving, seeing Billboards and Signs representing 43.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 662
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

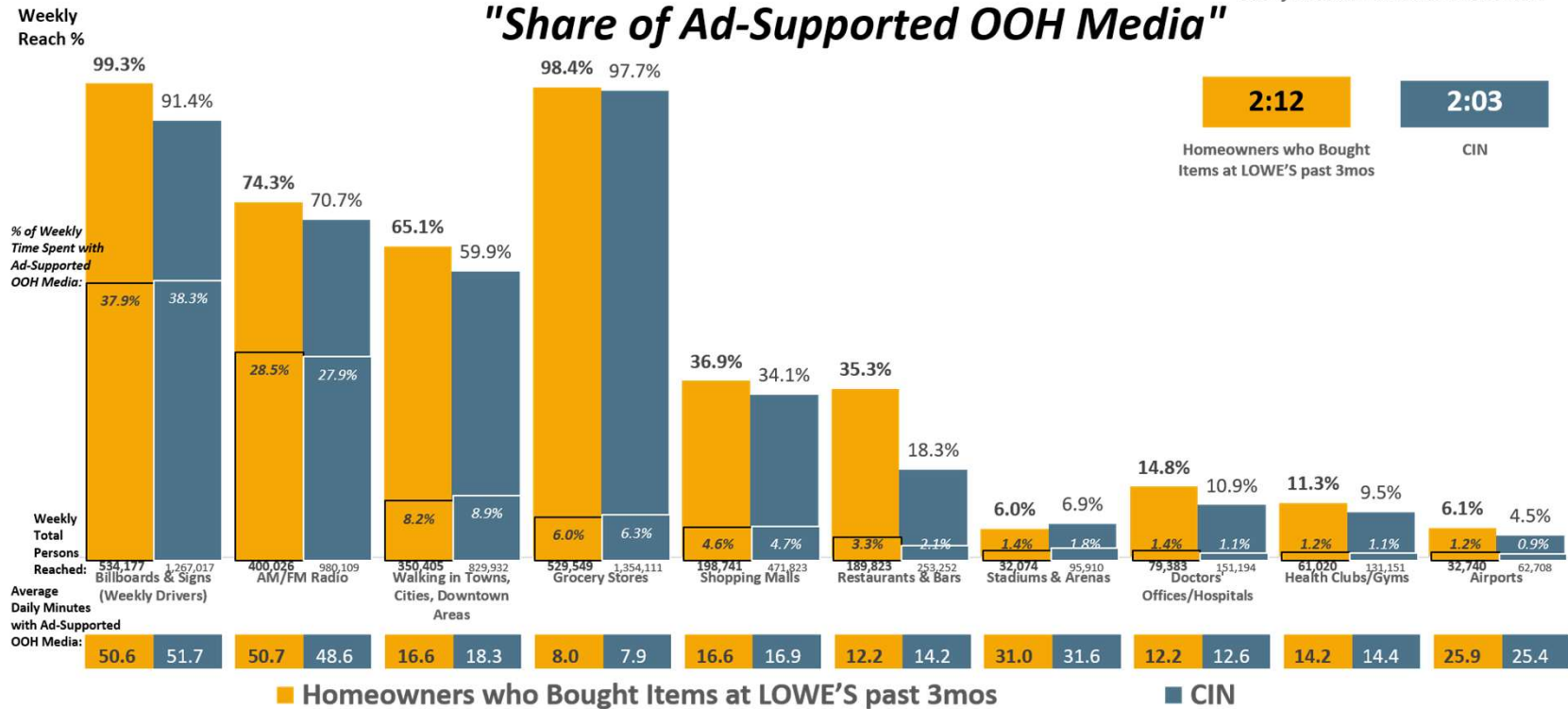
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]



534,177 or 99.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 50.6 minutes per day driving, seeing Billboards and Signs representing 37.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



2:12

Homeowners who Bought Items at LOWE'S past 3mos

2:03

CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 656
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

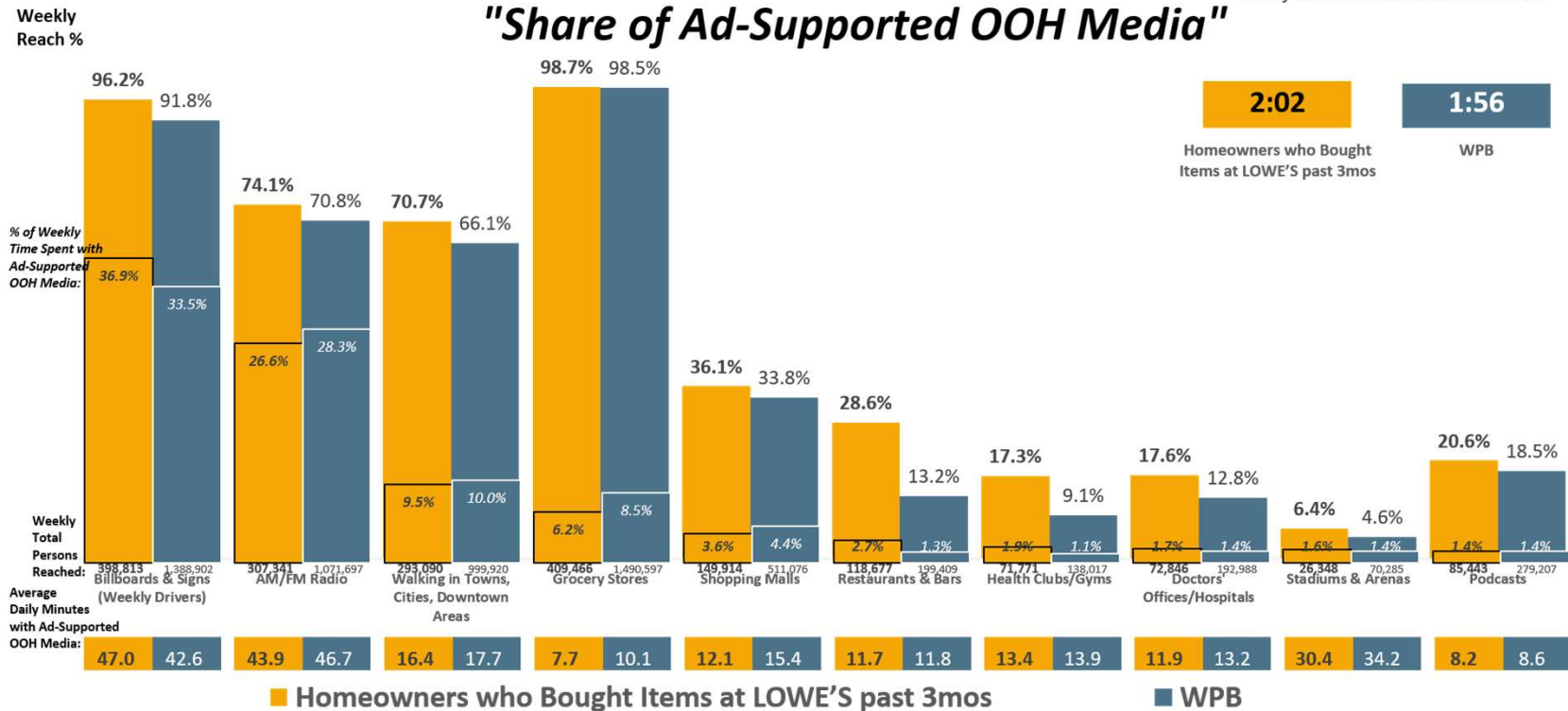
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]



398,813 or 96.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 47. minutes per day driving, seeing Billboards and Signs representing 36.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 644 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

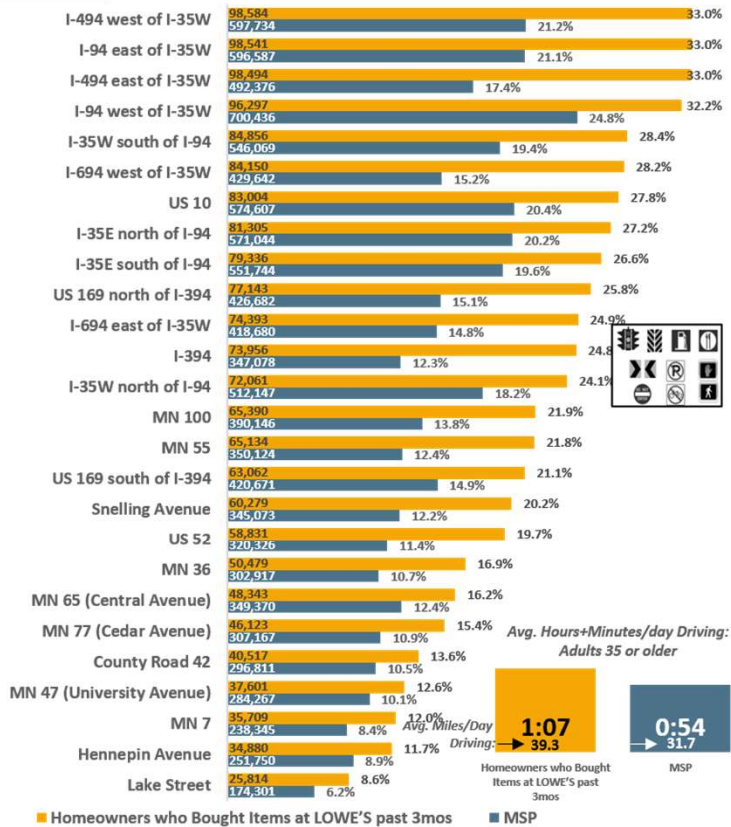
soefa.ai Share of Everything for Anything

[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]

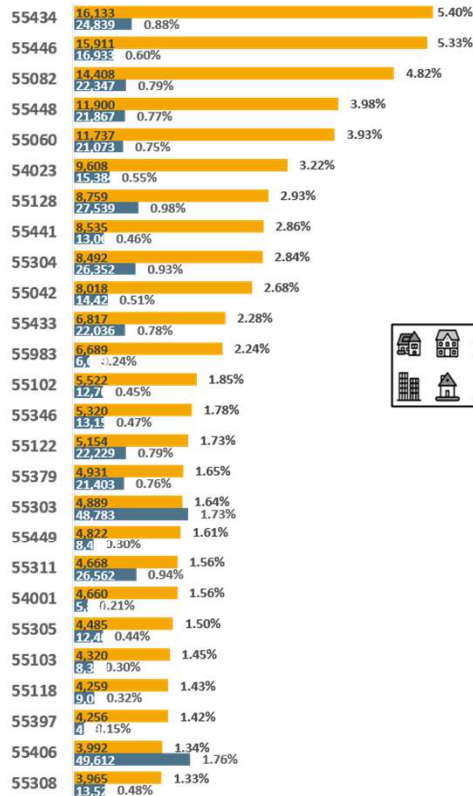


294,036 or 98.4% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 67.4 minutes per day driving an average of 39.3 miles each day and are 101.3% more likely to use I-394 than the Metro average.

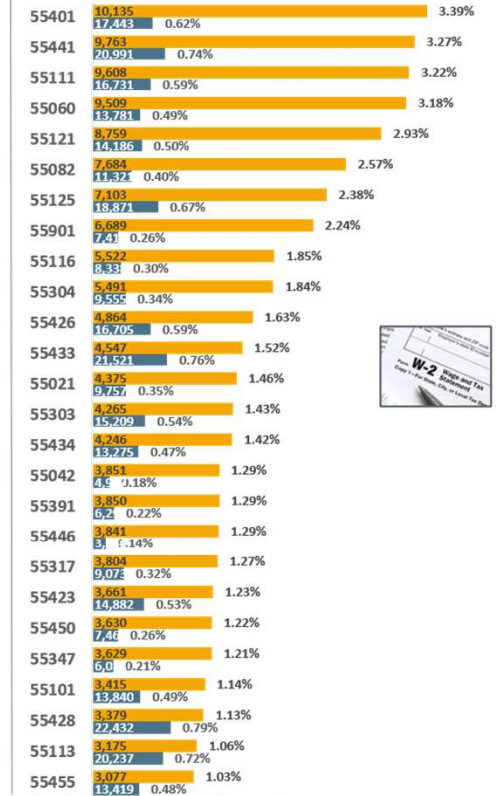
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



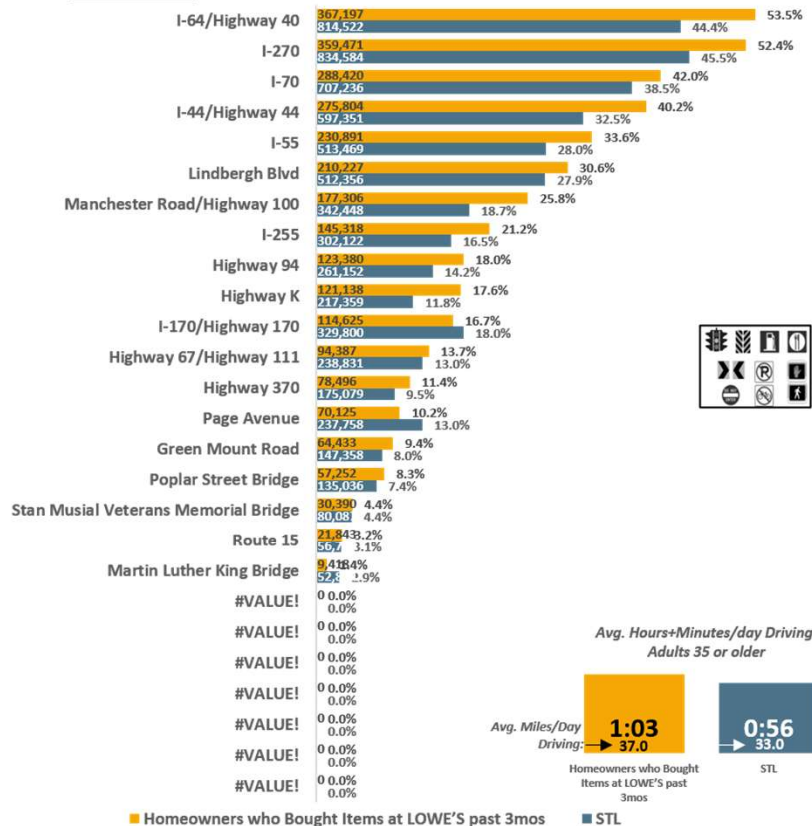
Top-26 Employment Zip Codes: Adults 35 or older



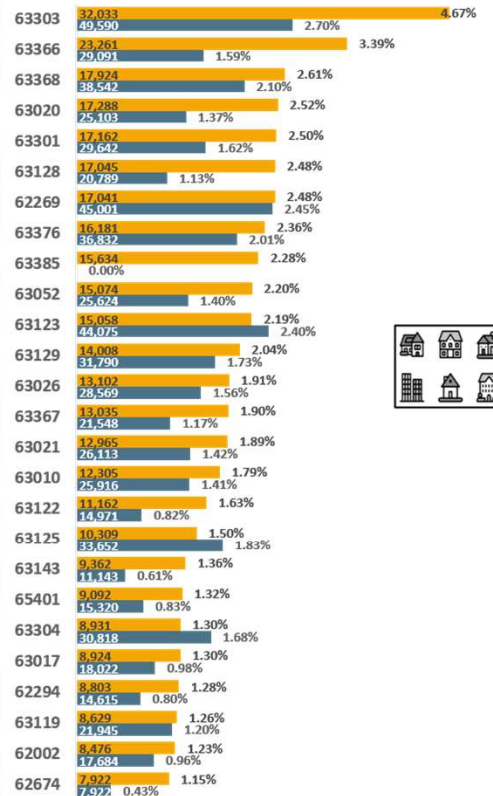


674,924 or 98.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 63.5 minutes per day driving an average of 37. miles each day and are 49.% more likely to use Highway K than the Metro average.

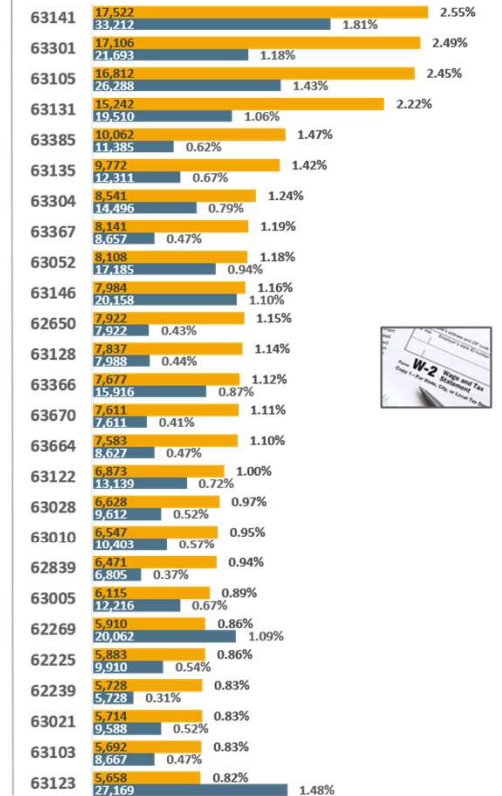
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



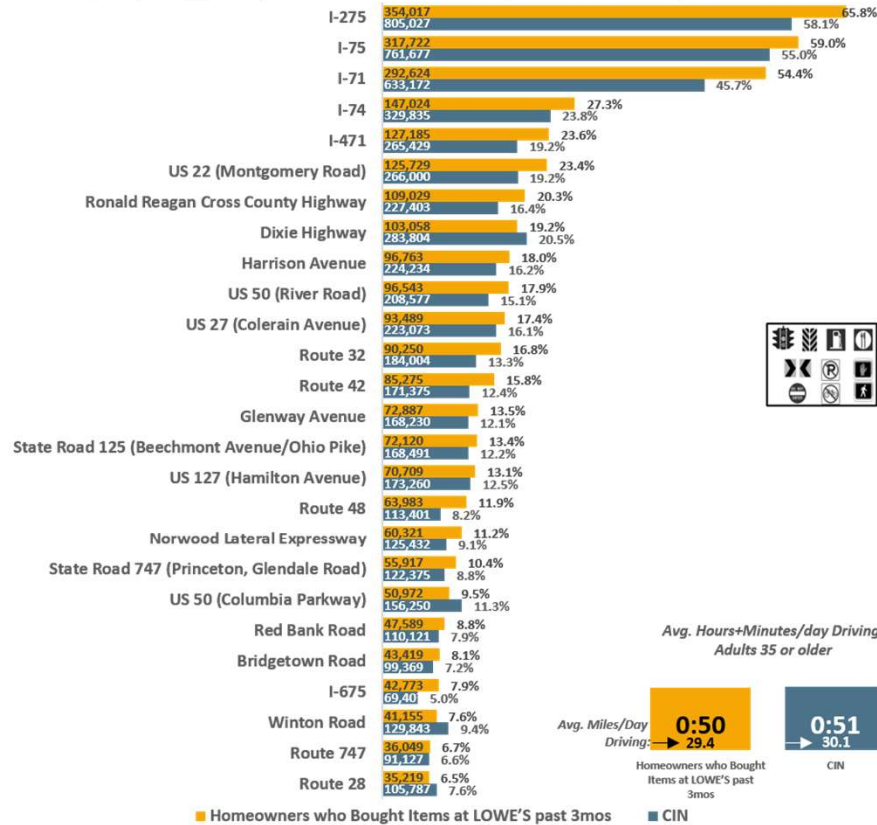
Top-26 Employment Zip Codes: Adults 35 or older





534,177 or 99.3% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 50.6 minutes per day driving an average of 29.4 miles each day and are 45.3% more likely to use Route 48 than the Metro average.

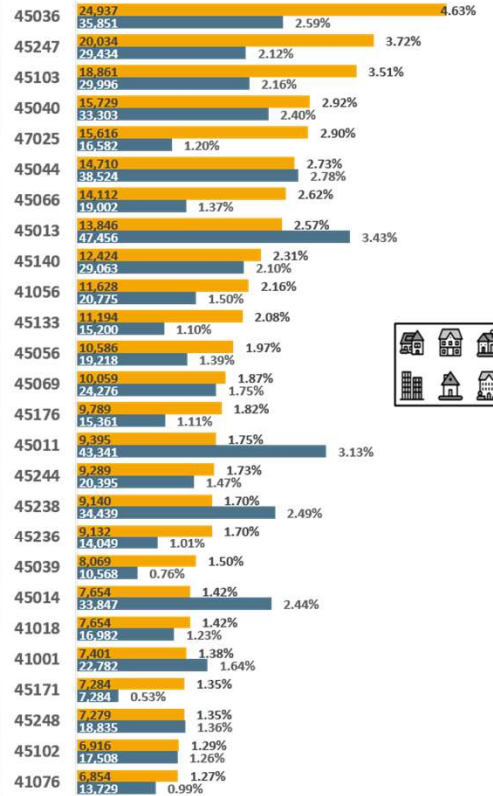
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



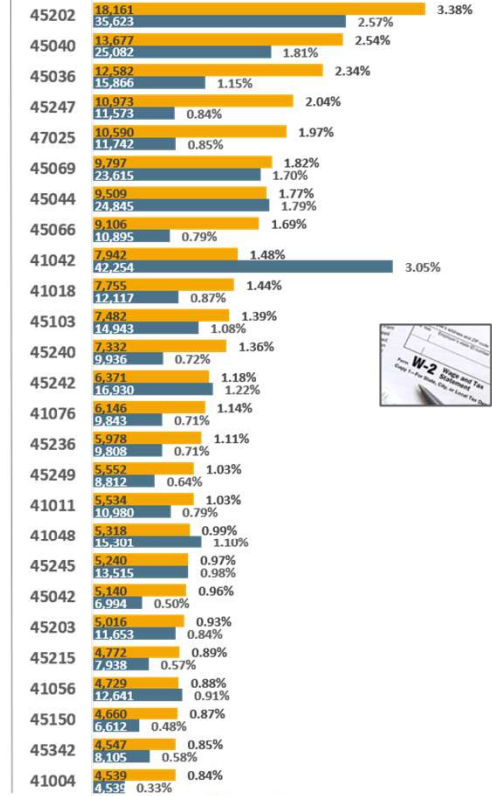
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

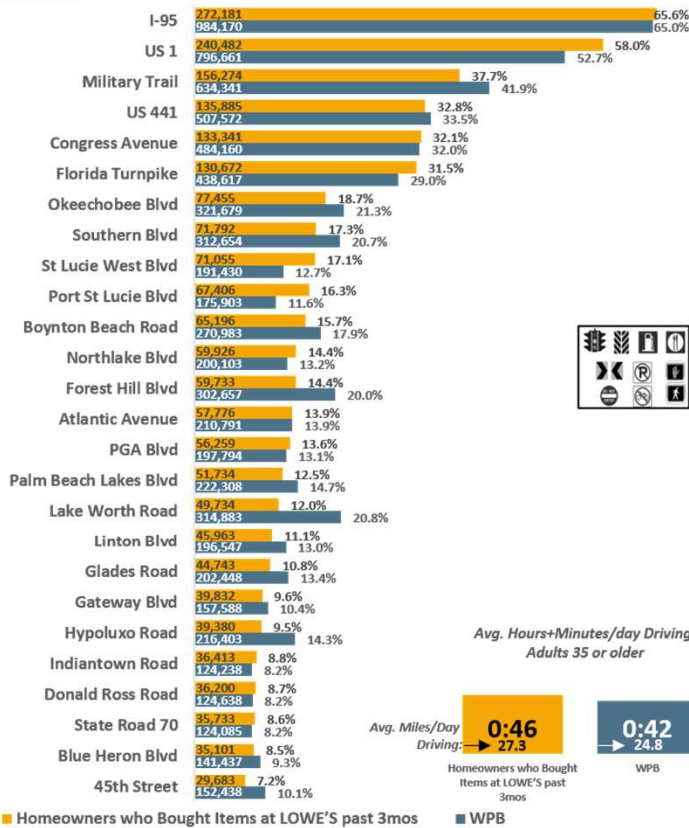


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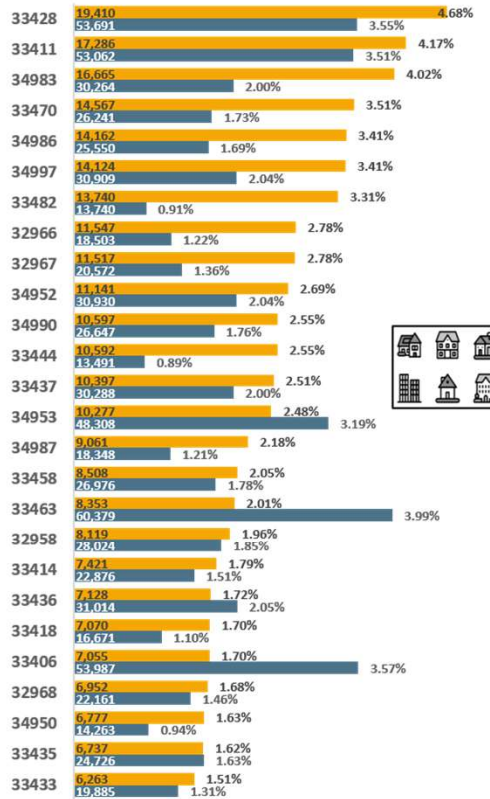


398,813 or 96.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos spend an average of 47. minutes per day driving an average of 27.3 miles each day and are 39.8% more likely to use Port St Lucie Blvd than the Metro average.

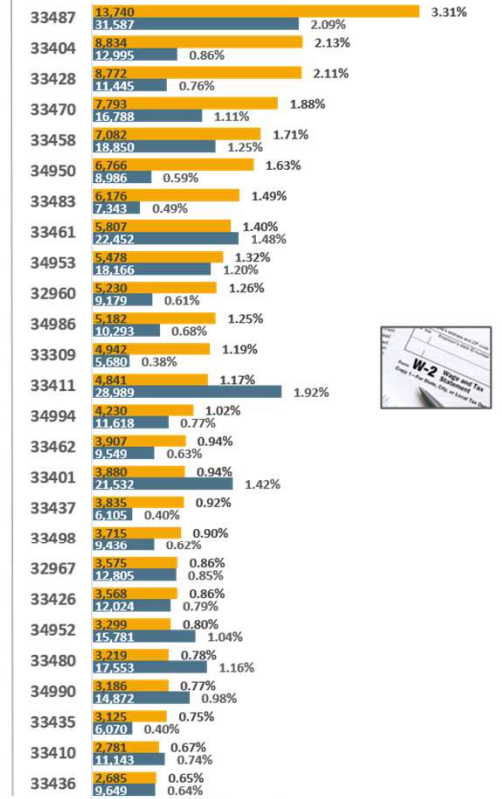
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



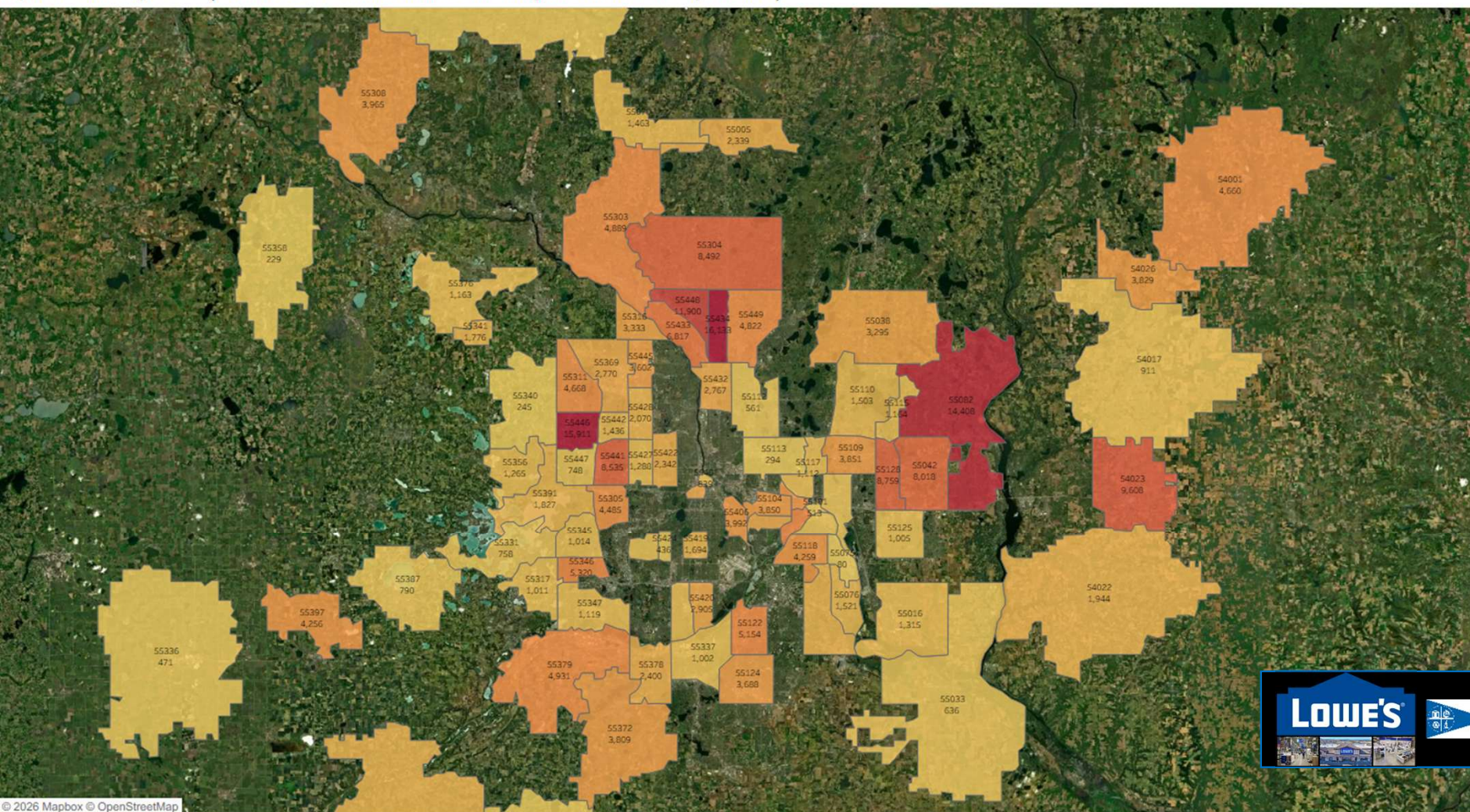
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos)



SUM(Adults 35 or olde...



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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 193

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[[Own or rent residence (HHL): Own AND Major stores bought past 3 months: Lowe's]]

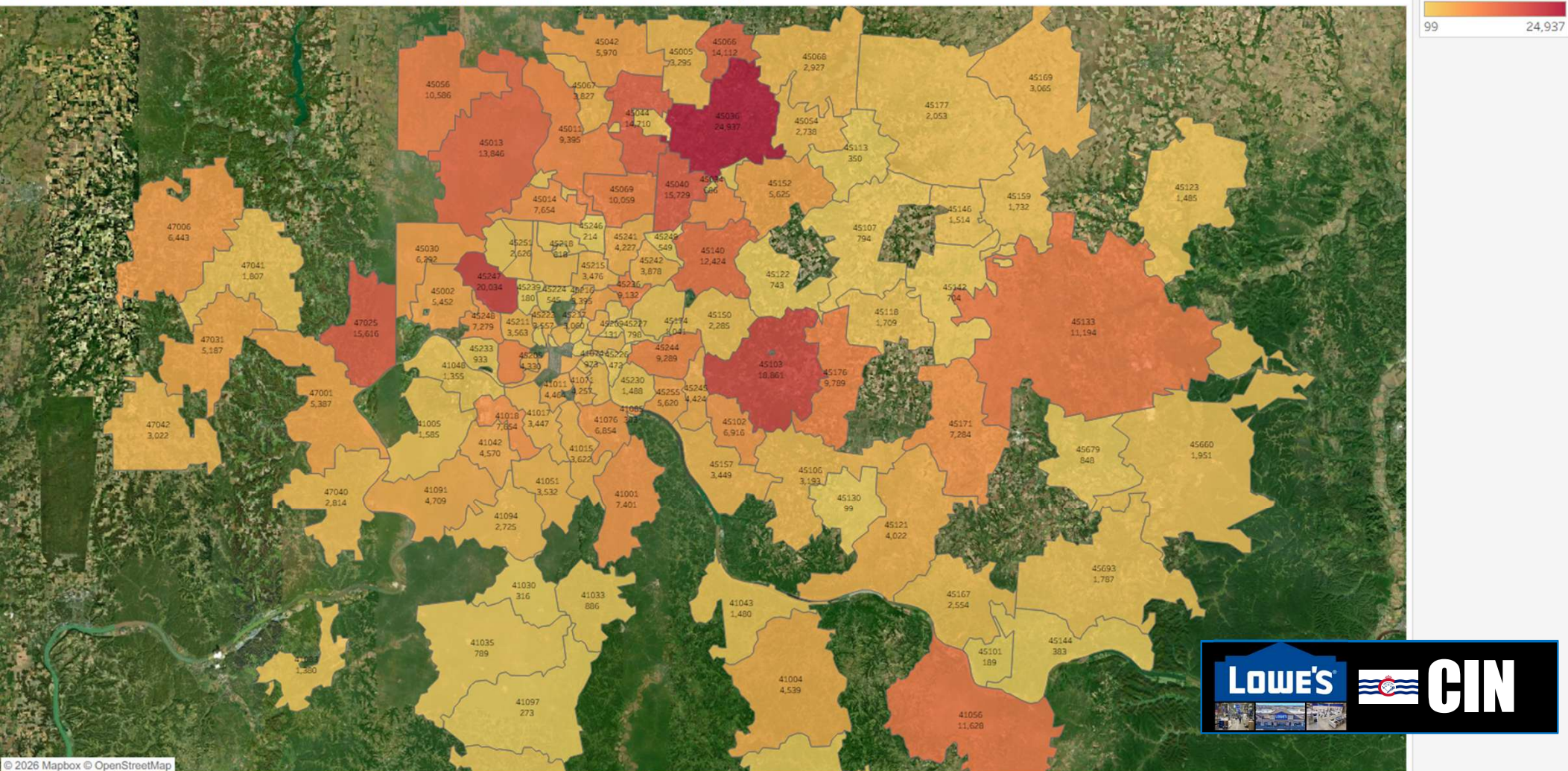
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for Anything ®

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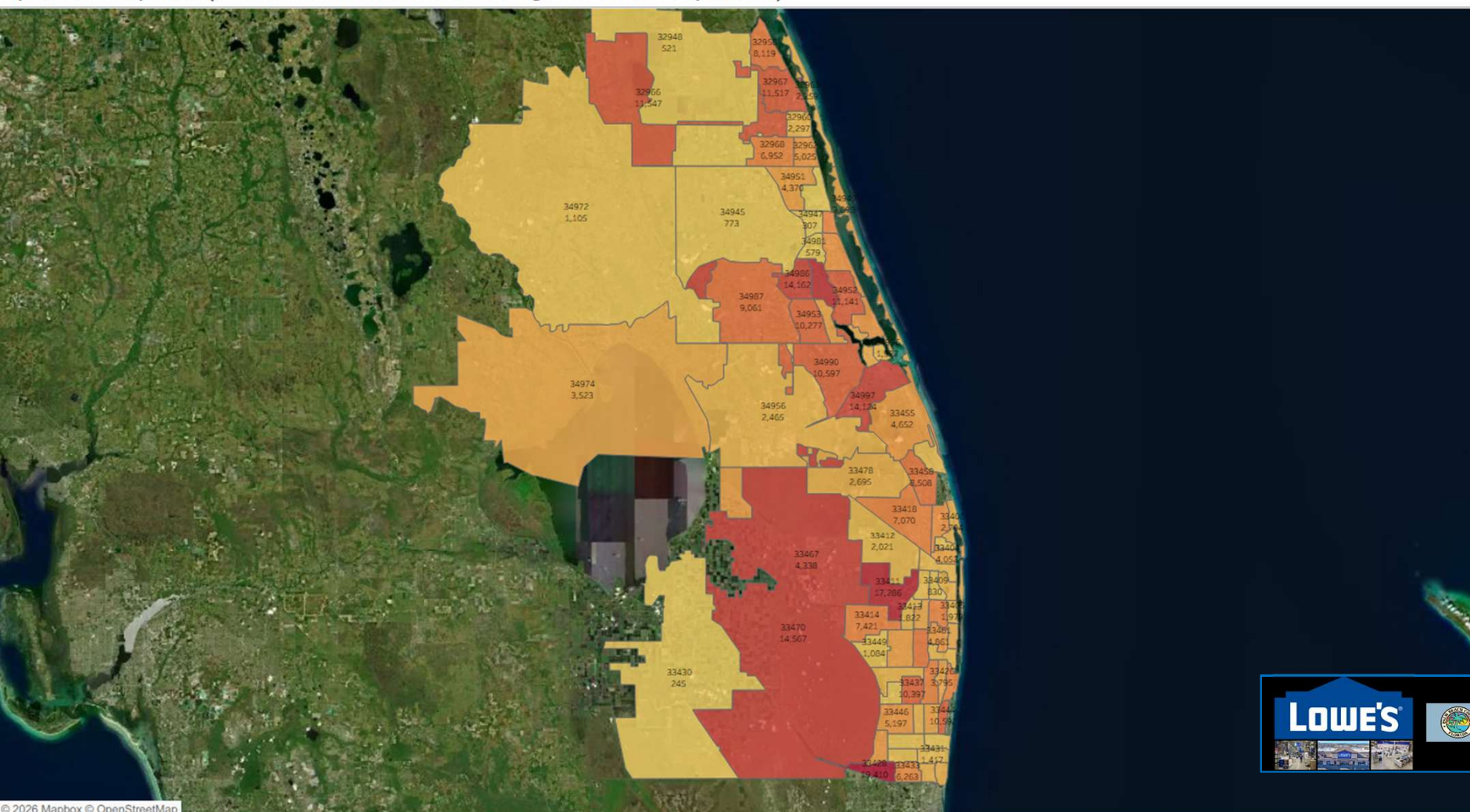
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 656

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[(Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's)]

Top Residential Zip Codes: (Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos)



SUM(Adults 35 or olde...



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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 644

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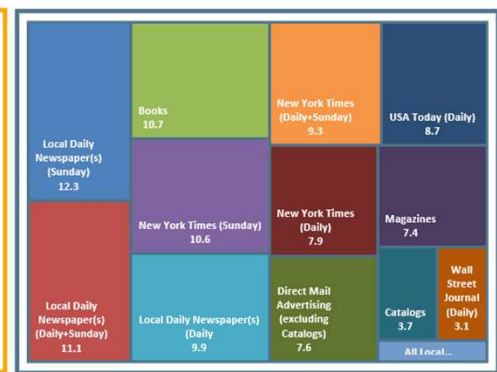
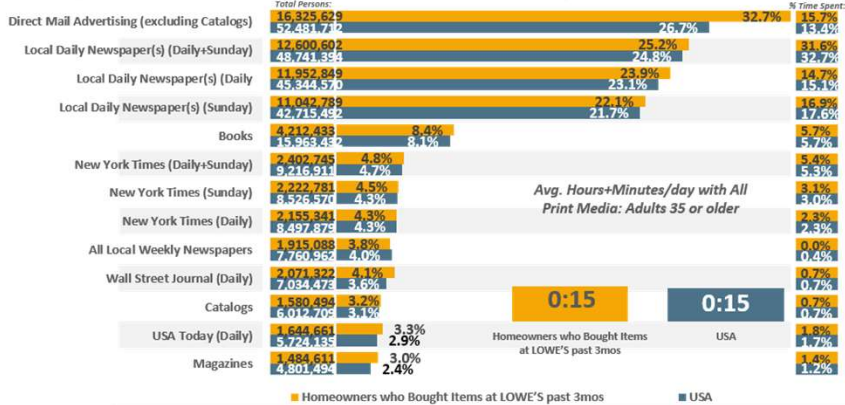
soefa.ai Share of Everything for Anything ®

[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

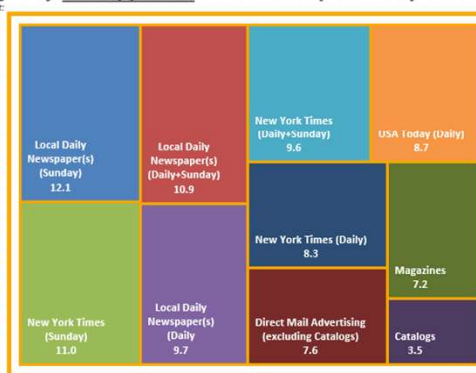
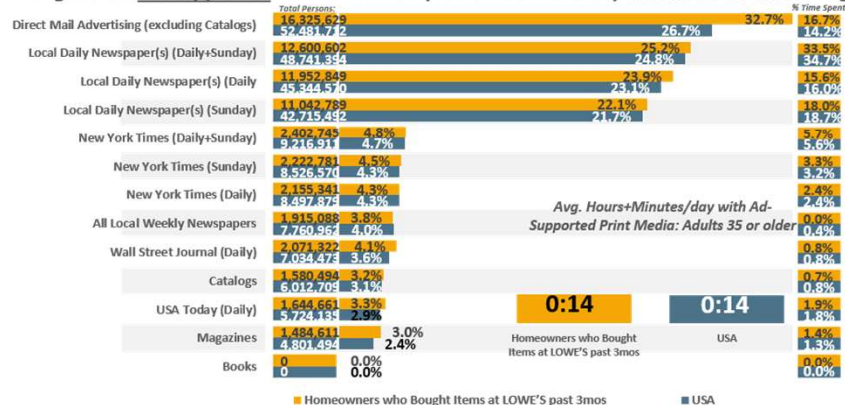


12,600,602 or 25.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 33.5% of all time spent daily with All forms of Print Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 5,934
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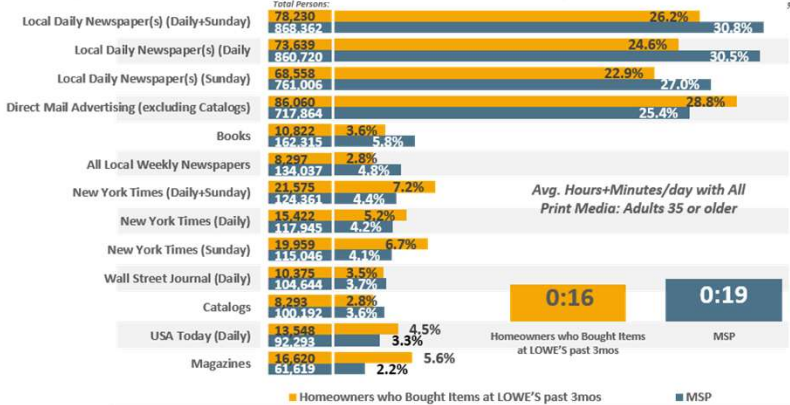
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

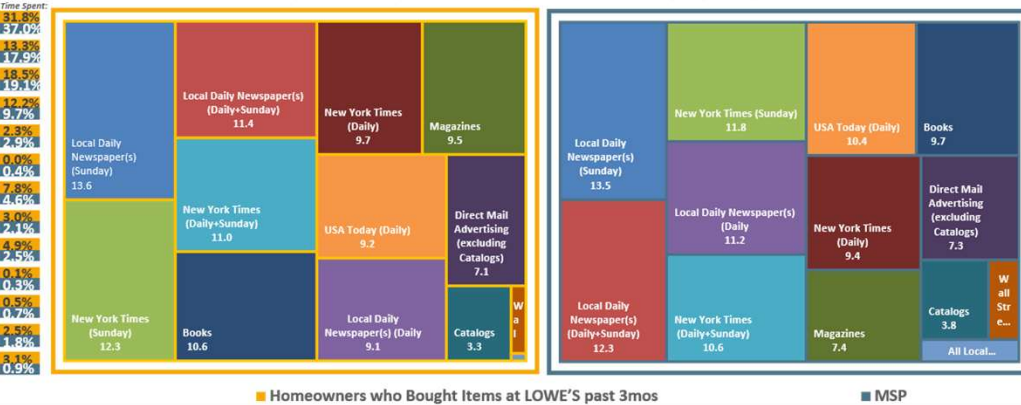


78,230 or 26.2% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.4 minutes every day representing 32.5% of all time spent daily with All forms of Print Media.

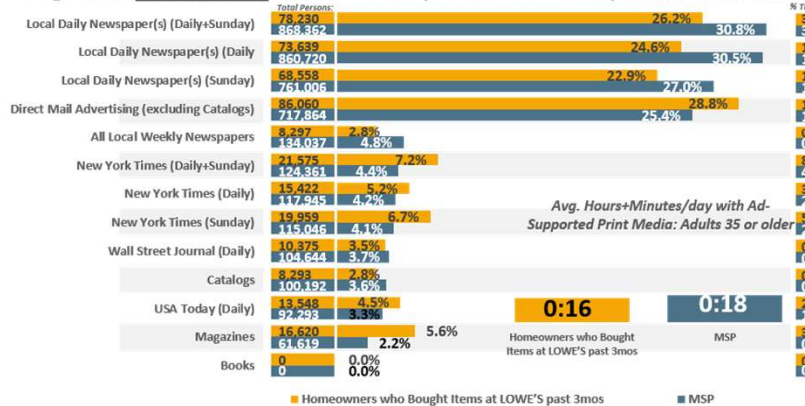
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



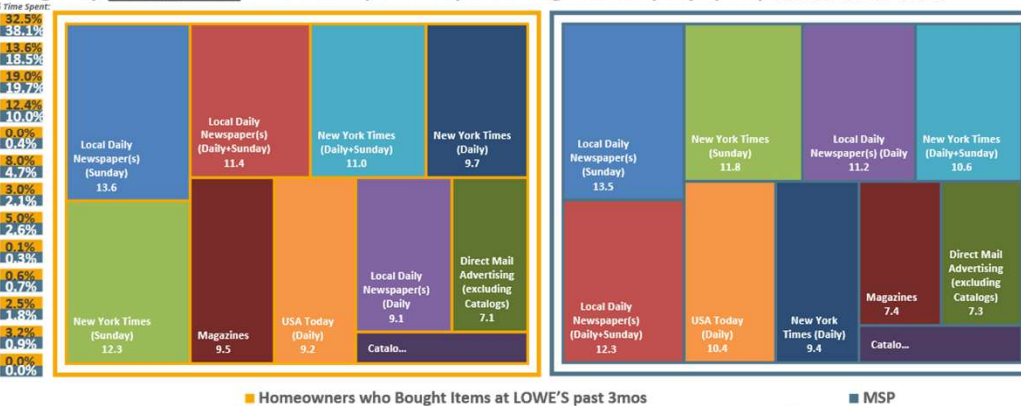
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



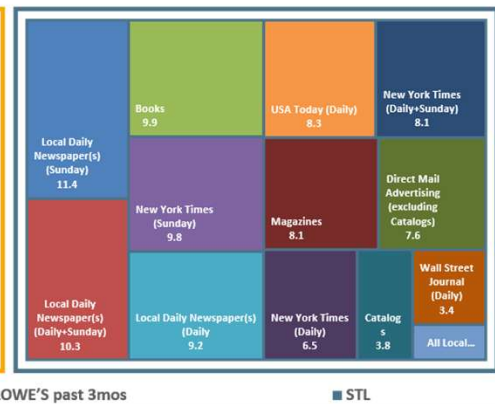
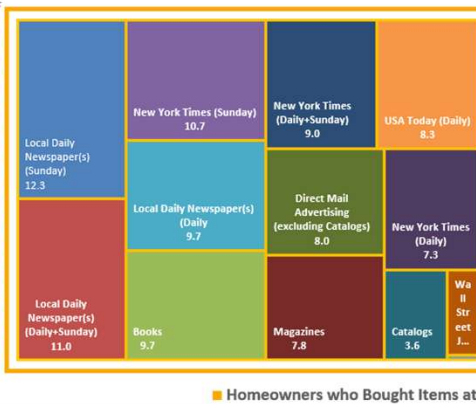
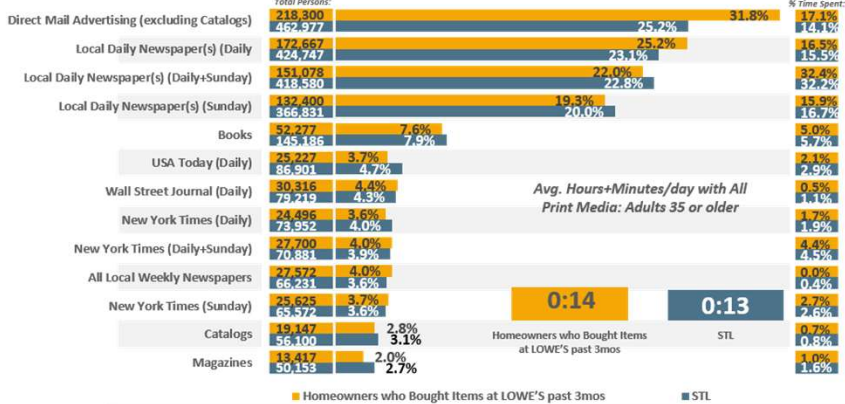
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



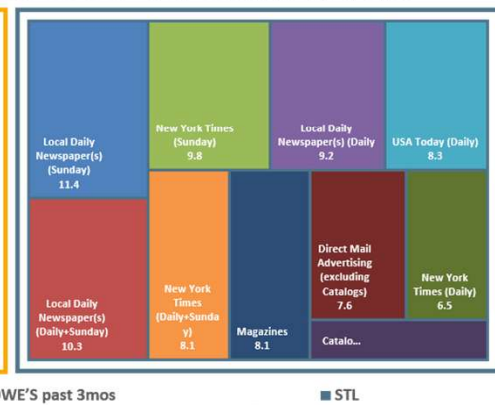
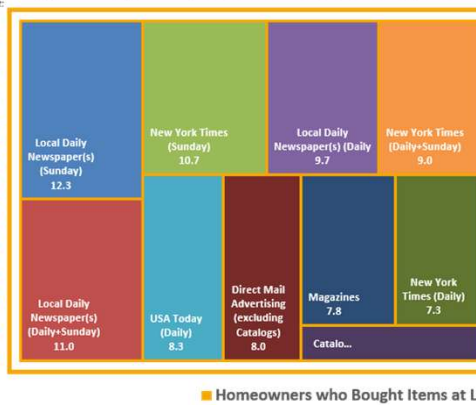
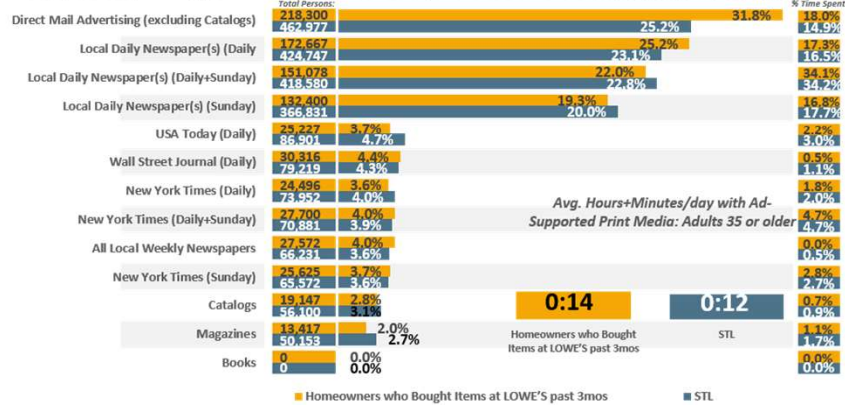


151,078 or 22.% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 34.1% of all time spent daily with All forms of Print Media.

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



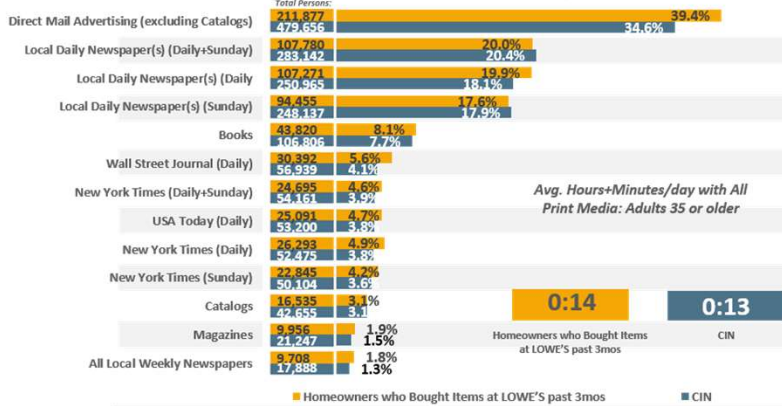
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





107,780 or 20.0% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

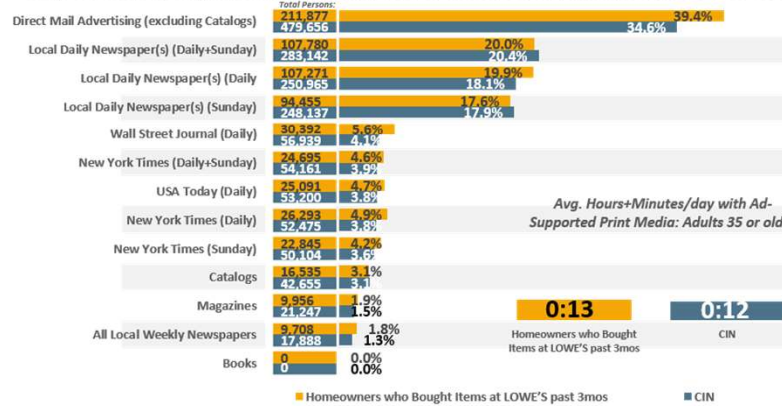
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



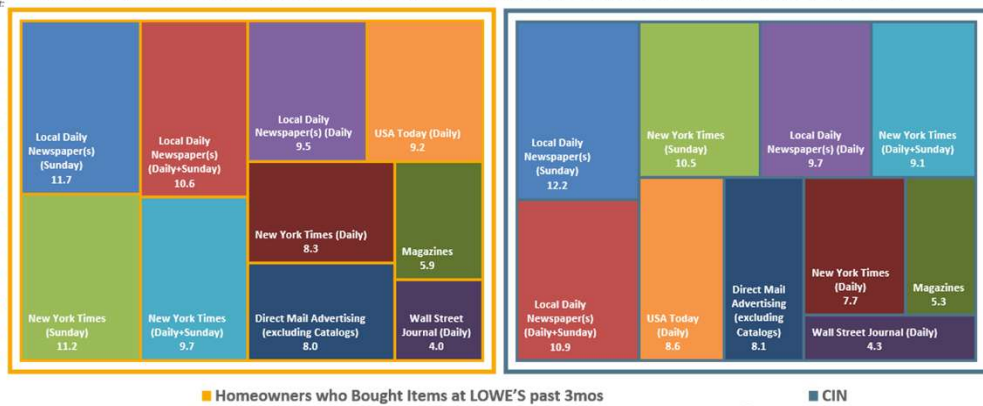
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 656
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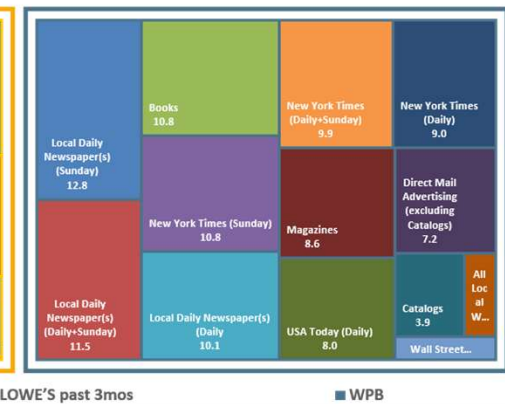
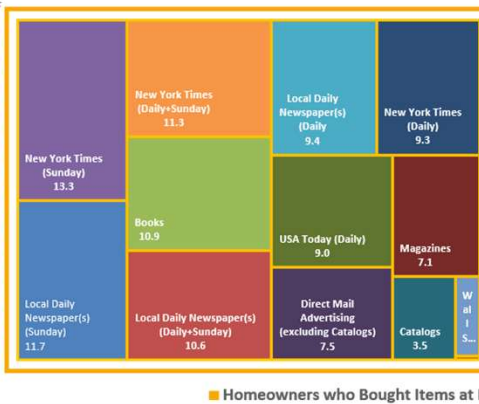
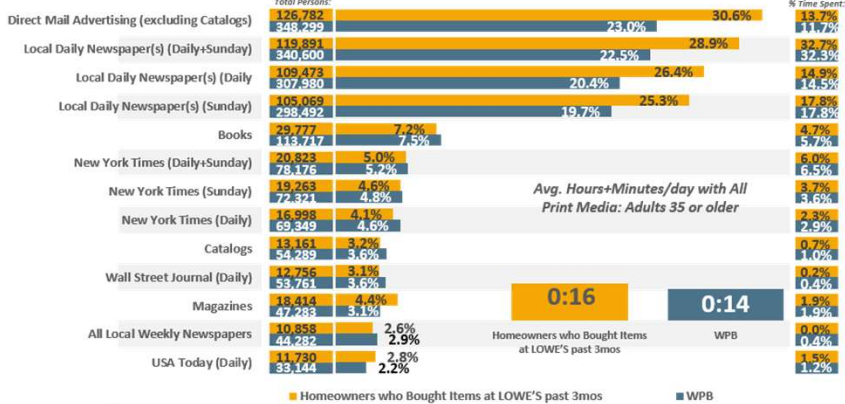
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]

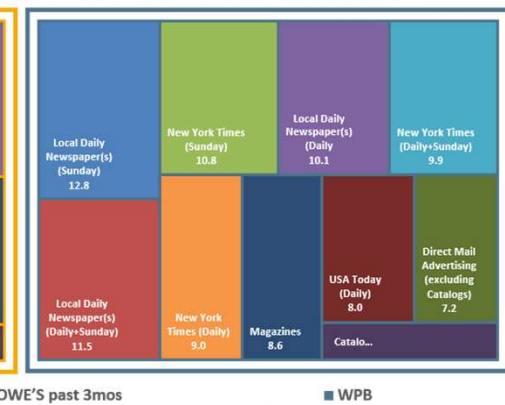
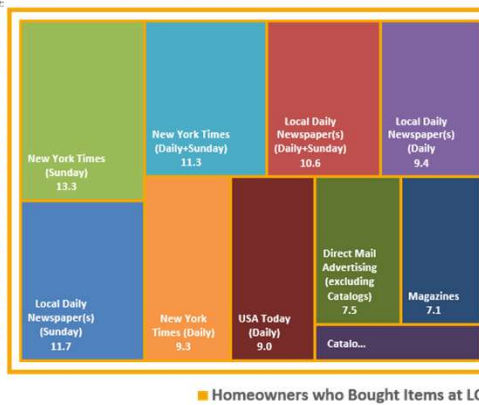
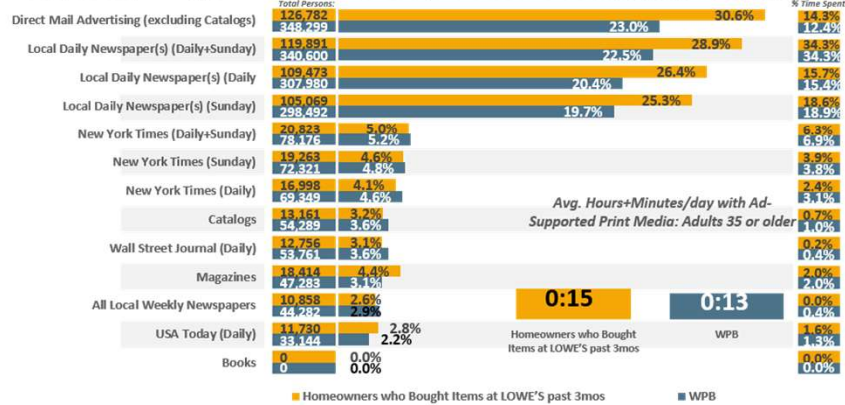


119,891 or 28.9% of Adults 35 or older Homeowners who Bought Items at LOWE'S past 3mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

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



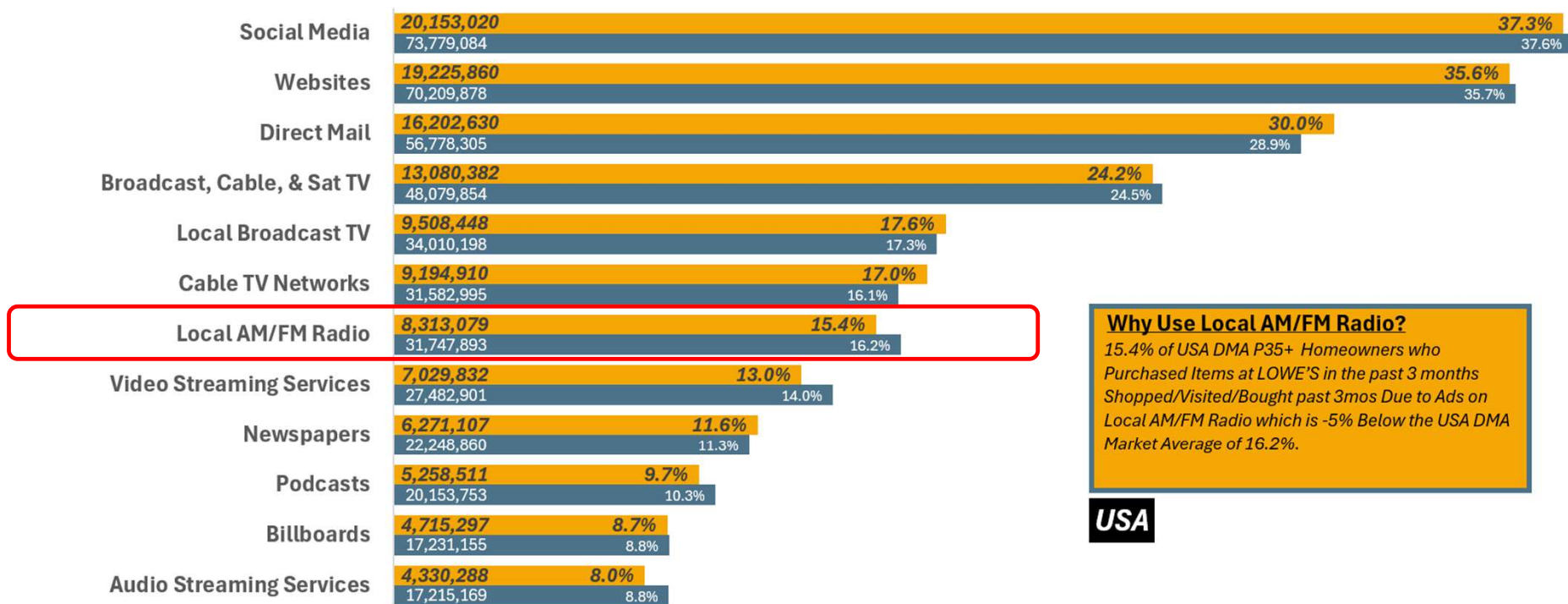
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?
15.4% of USA DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Market Average of 16.2%.



■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P35+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5788
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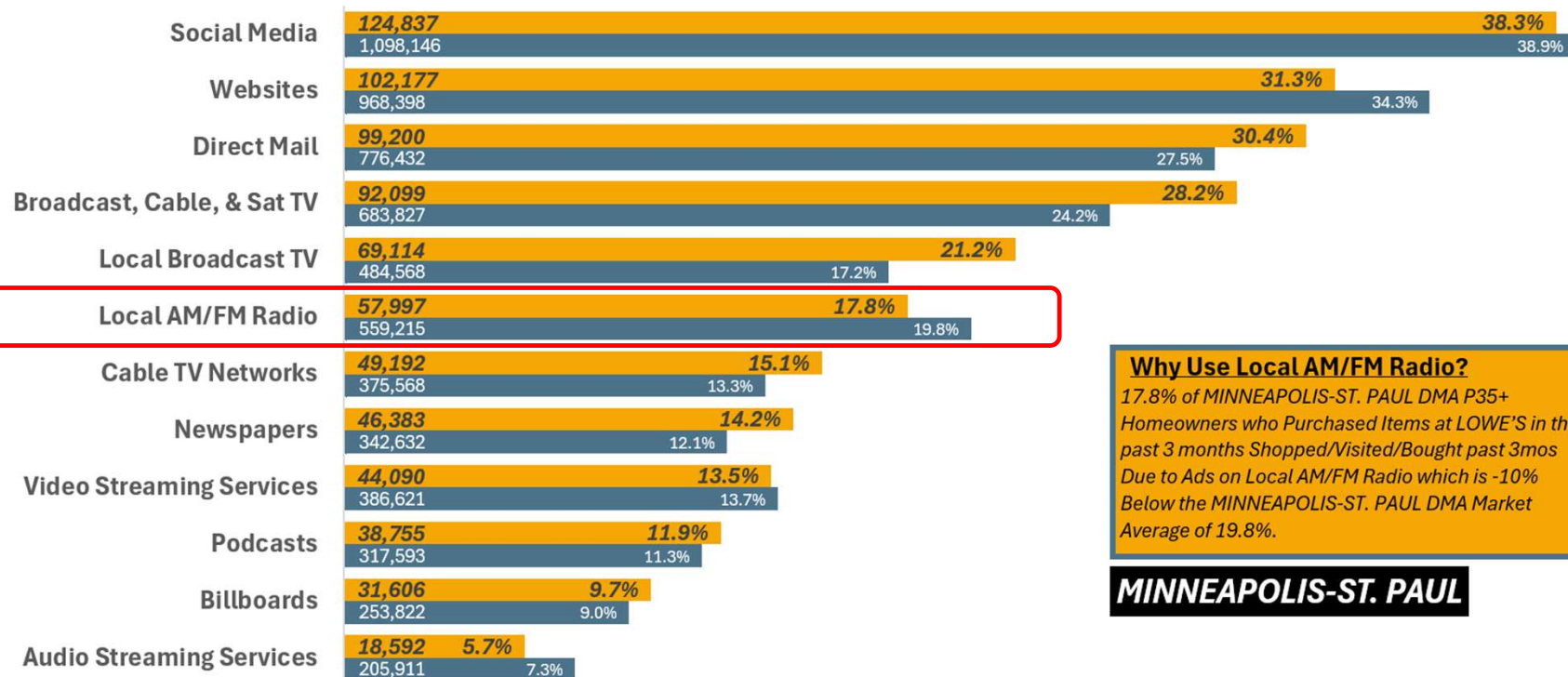
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.8% of MINNEAPOLIS-ST. PAUL DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 19.8%.

MINNEAPOLIS-ST. PAUL

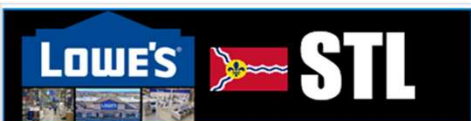
■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 187
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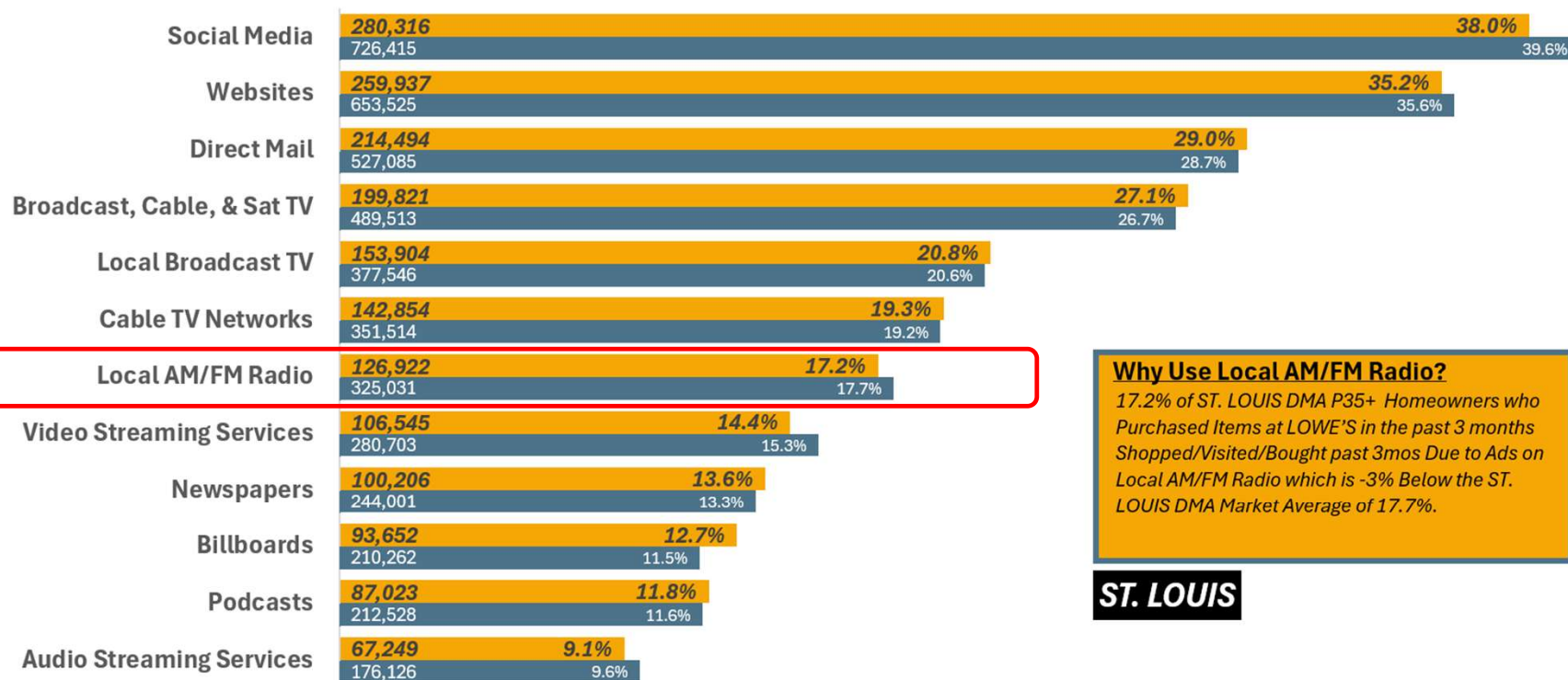
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.2% of ST. LOUIS DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the ST. LOUIS DMA Market Average of 17.7%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 642
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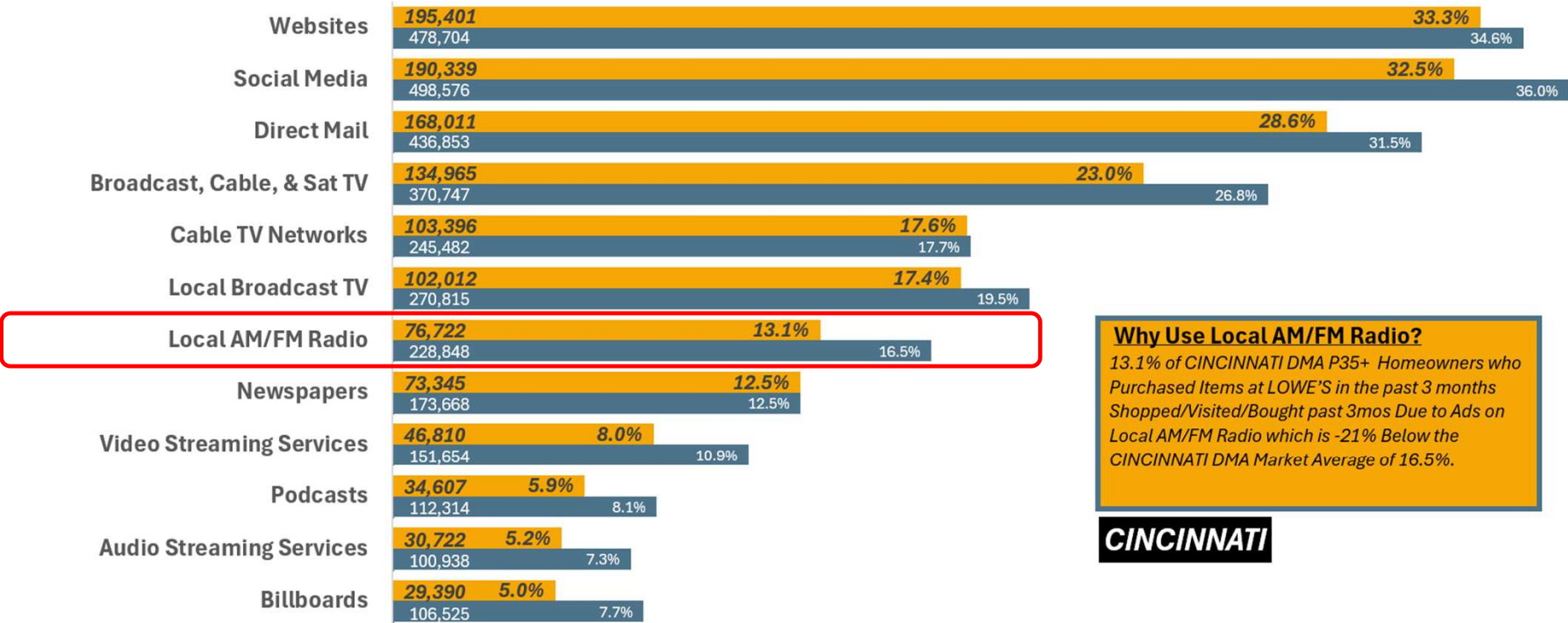
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?
13.1% of CINCINNATI DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the CINCINNATI DMA Market Average of 16.5%.



■ P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P35+ CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

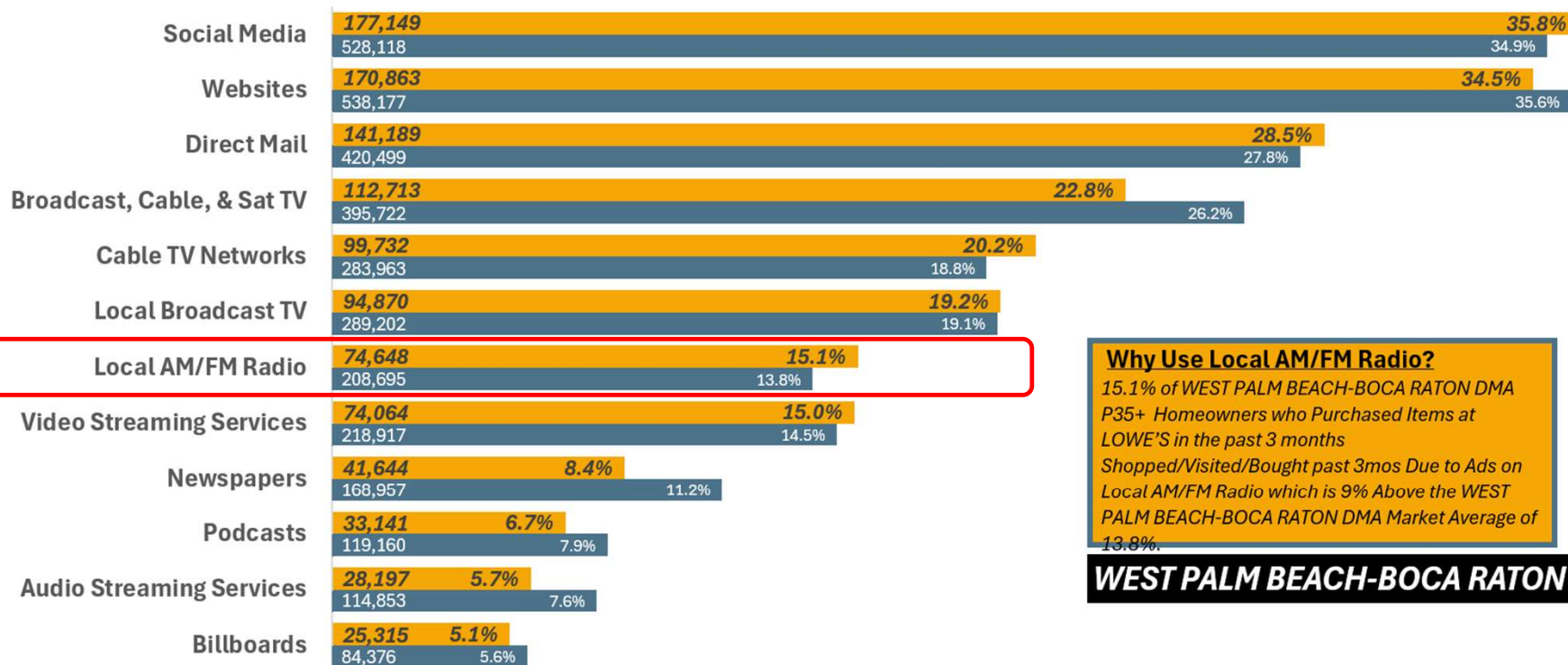
CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 642
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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.1% of WEST PALM BEACH-BOCA RATON DMA P35+ Homeowners who Purchased Items at LOWE'S in the past 3 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 9% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.8%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 694

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[[Own or rent residence (HHLD): Own AND Major stores bought past 3 months: Lowe's]]