

USA+4 More DMAs – P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service!

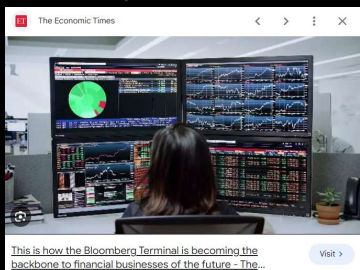
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service** in the next 12 months as of **March 31, 2026.**



P35+



The Bates Family (Private) 🇵🇷

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

[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]





3.0% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 56.4 years old (1.8% younger than average) and have a \$138,246 (13.7% higher than average) annual household income.

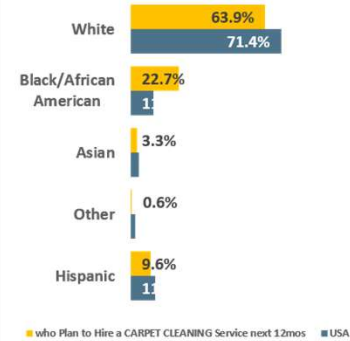
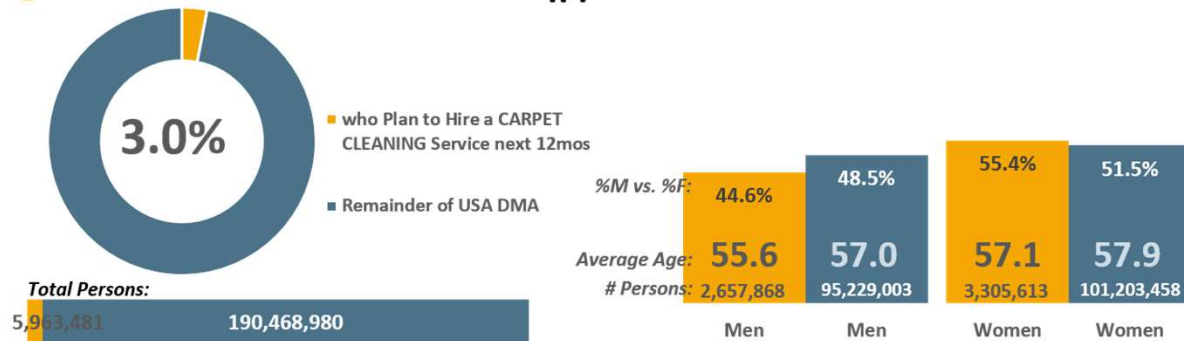


Percent of Market: Adults 35 or older

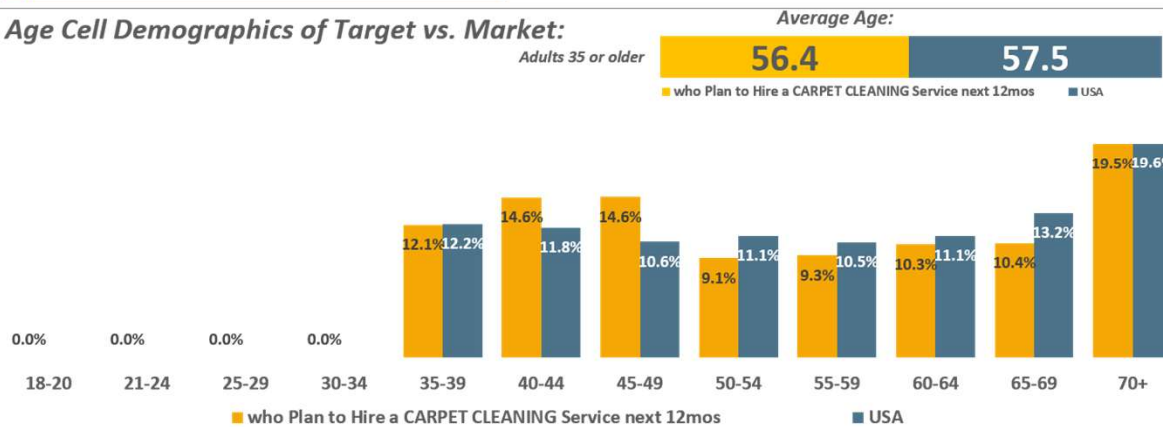


Gender of Target vs. Market: Adults 35 or older

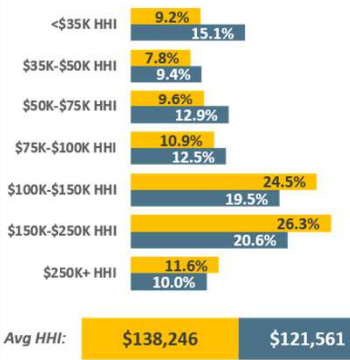
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





4.0% or 112,712 of MSP DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 57.9 years old (.6% older than average) and have a \$136,552 (14.2% higher than average) annual household income.

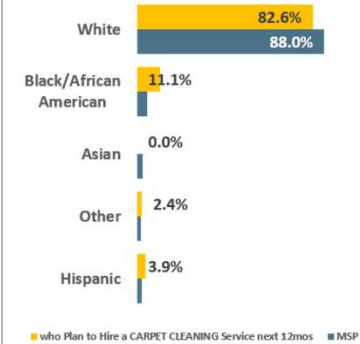
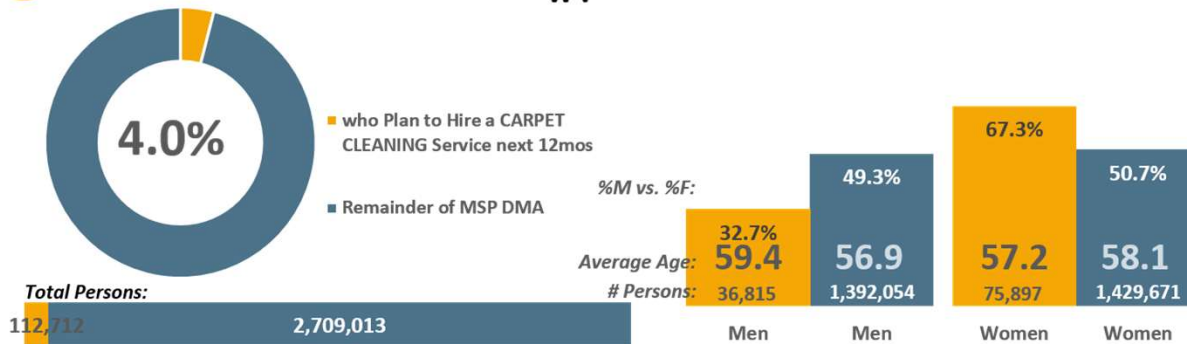


Percent of Market: Adults 35 or older

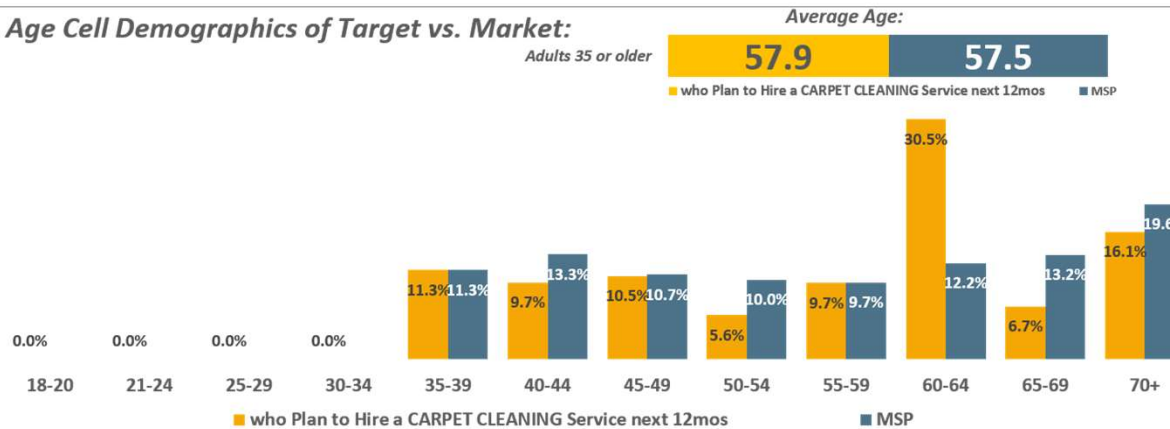


Gender of Target vs. Market: Adults 35 or older

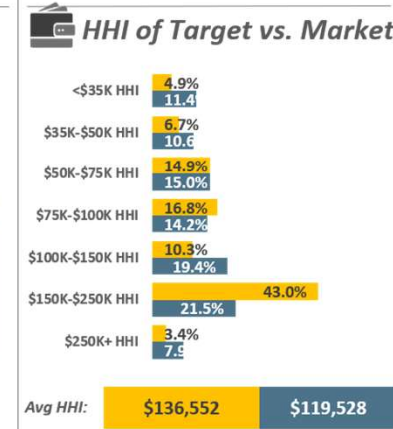
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





3.2% or 58,049 of STL DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 56.3 years old (2.7% younger than average) and have a \$167,545 (53.% higher than average) annual household income.

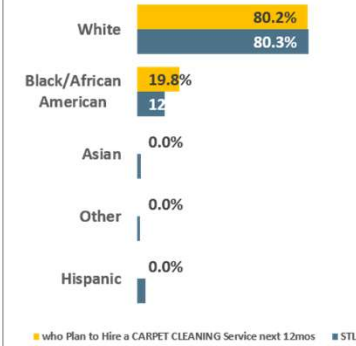
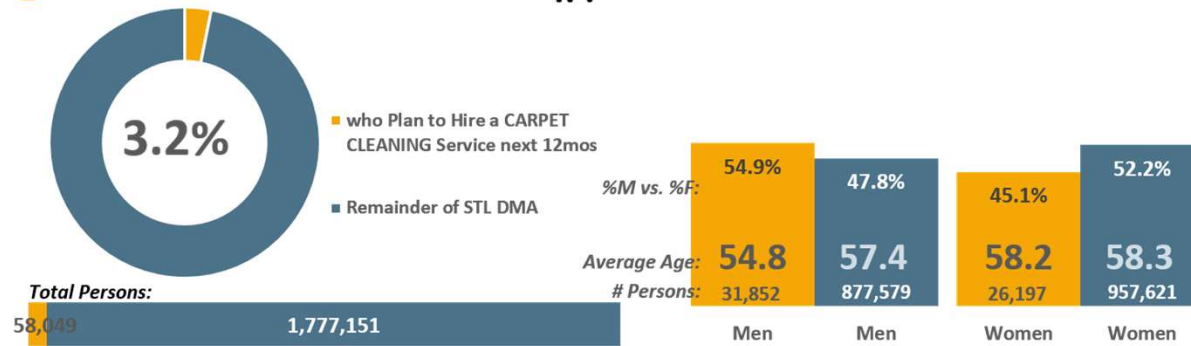


Percent of Market: Adults 35 or older

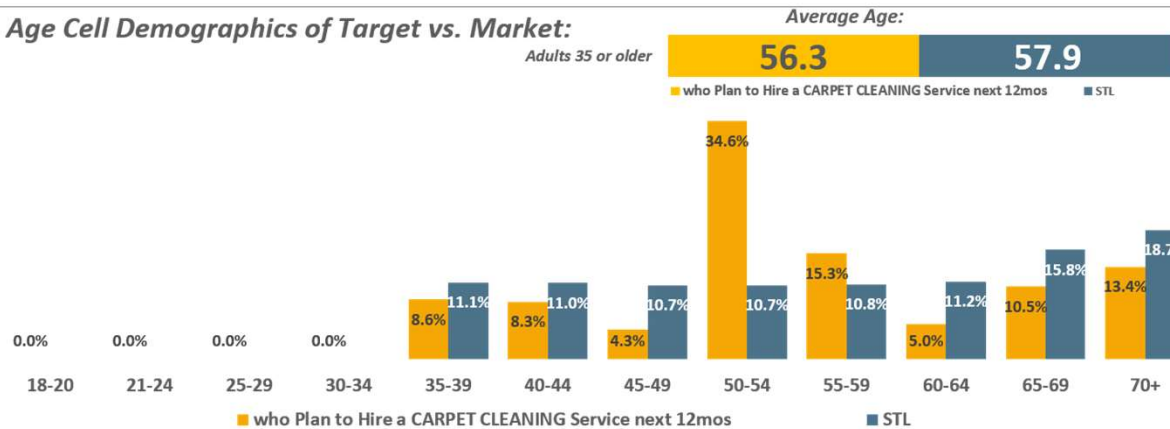


Gender of Target vs. Market: Adults 35 or older

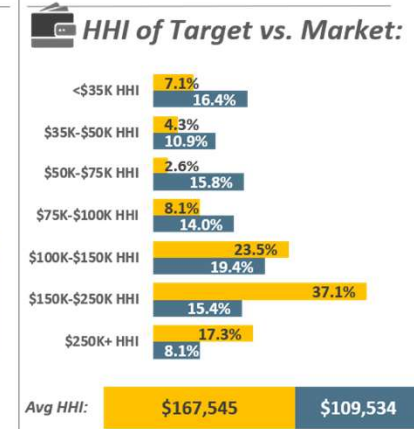
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.6% or 36,479 of CIN DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 62.5 years old (8.6% older than average) and have a \$119,584 (12.5% higher than average) annual household income.

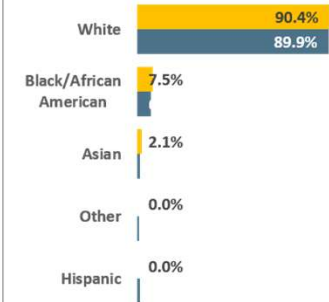
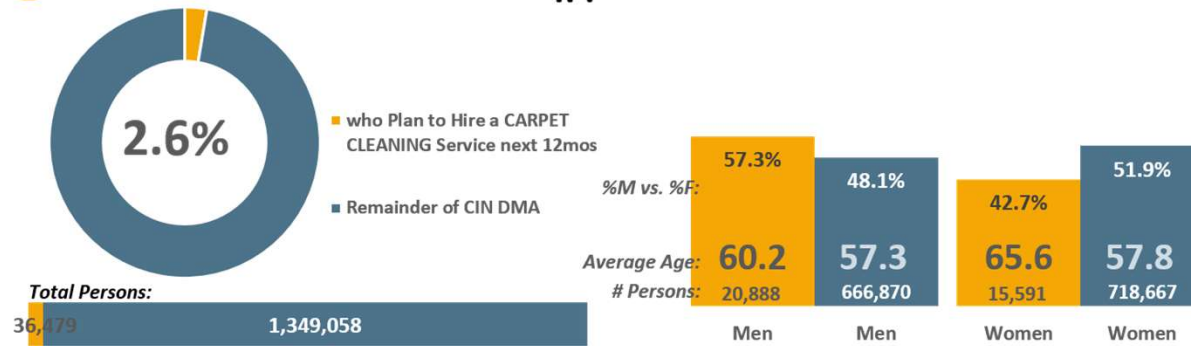


Percent of Market: Adults 35 or older

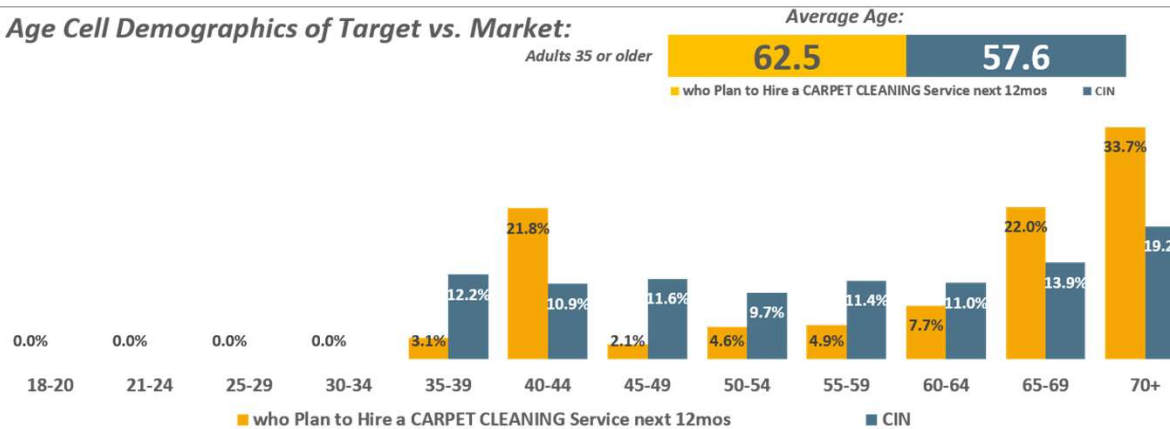


Gender of Target vs. Market: Adults 35 or older

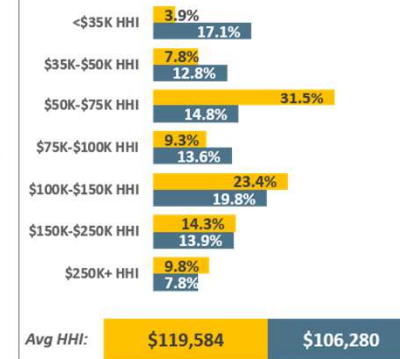
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



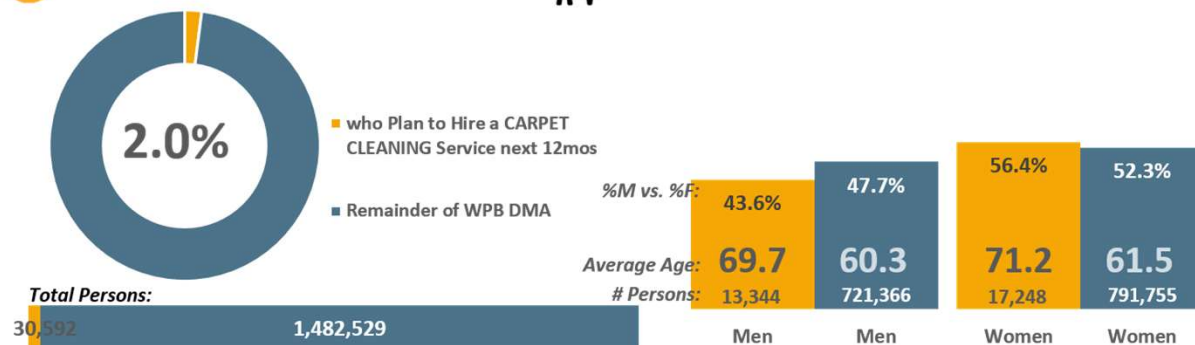
HHI of Target vs. Market:



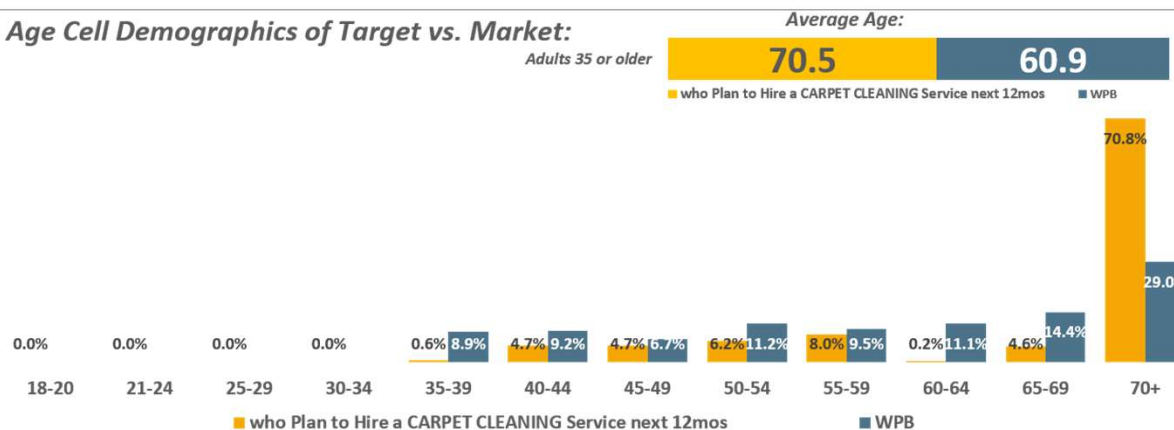


2.0% or 30,592 of WPB DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Typical Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 70.5 years old
 (15.8% older than average) and have a \$124,788 (15.3% higher than average) annual household income.

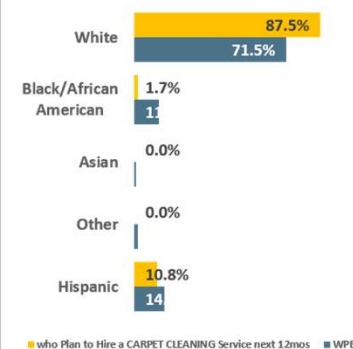
Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



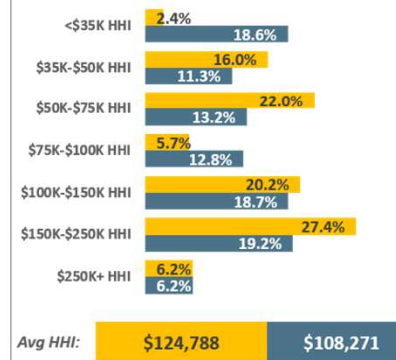
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

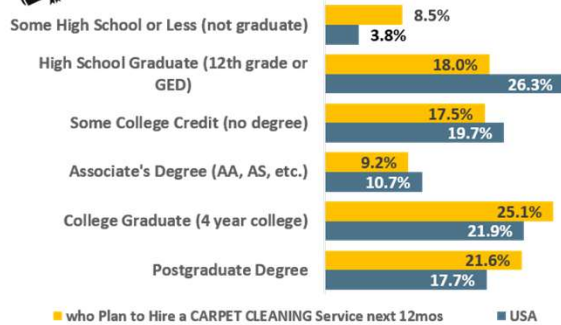




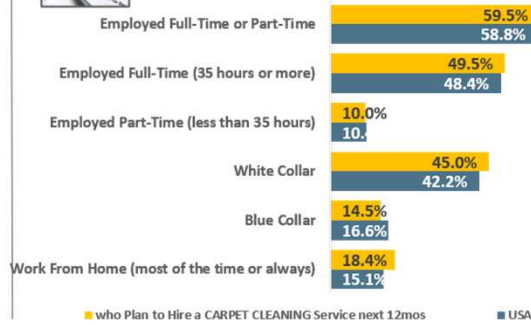
3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 17.9% more likely to be a college graduate, 2.3% more likely to work full-time, 8.9% more likely to be married, 2.9% more likely to be a grandparent of 1 or more children under 1



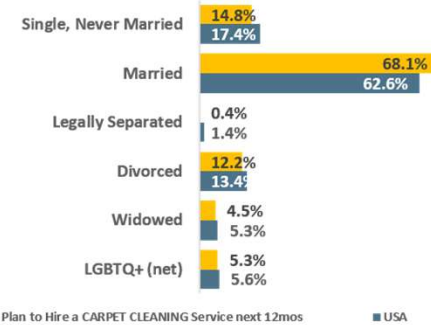
Education Levels: Adults 35 or older



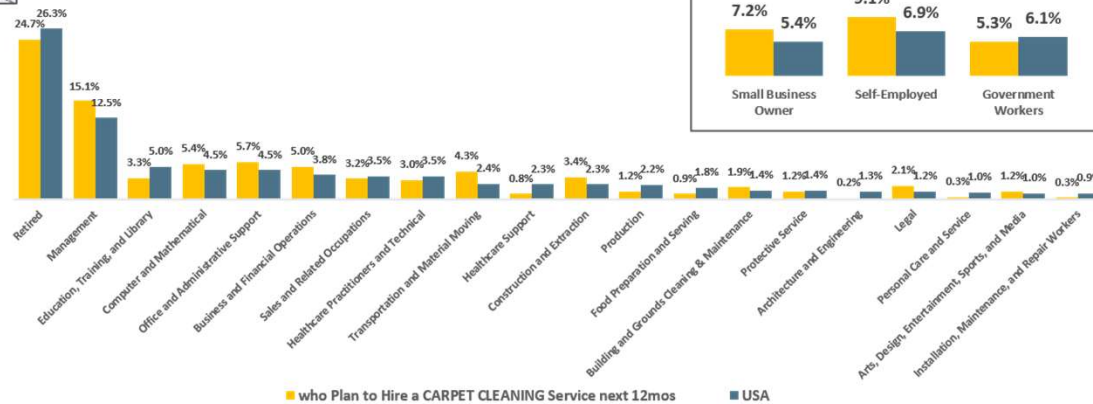
Employment: Adults 35 or older



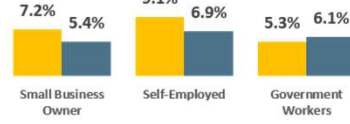
Marital Status: Adults 35 or older



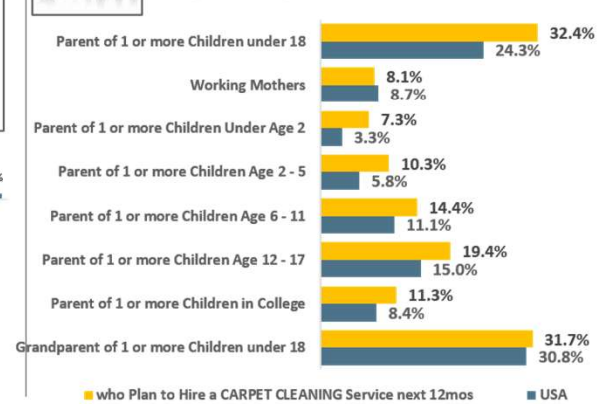
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

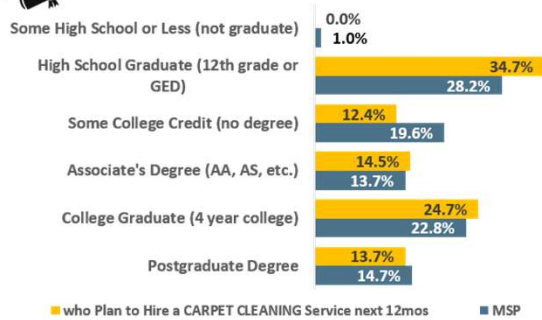




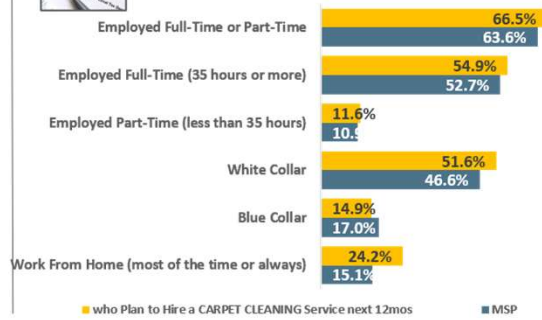
4.4% or 112,712 of MSP DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 2.4% more likely to be a college graduate, 4.1% more likely to work full-time, 6.5% more likely to be married, 4.1% less likely to be a grandparent of 1 or more children under 18



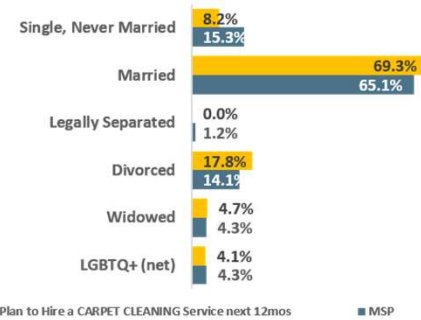
Education Levels: Adults 35 or older



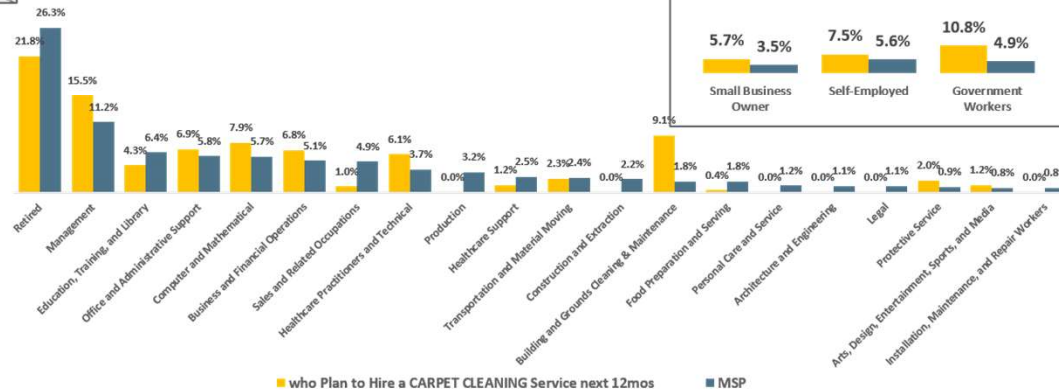
Employment: Adults 35 or older



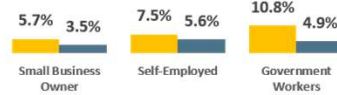
Marital Status: Adults 35 or older



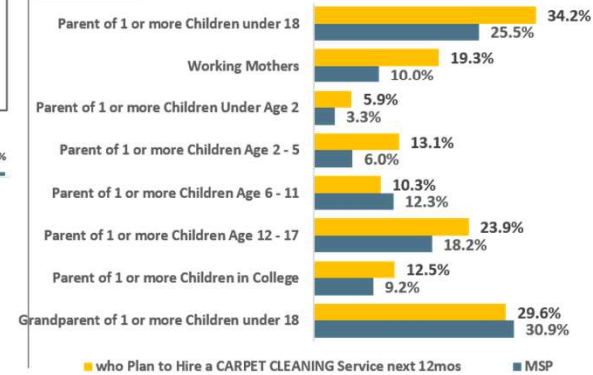
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

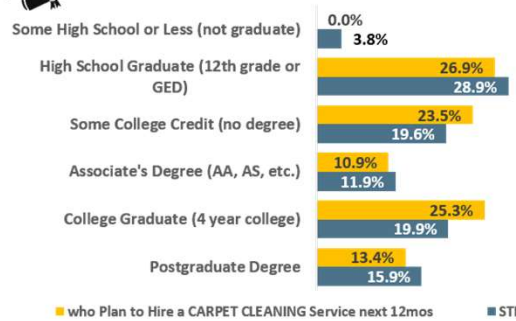




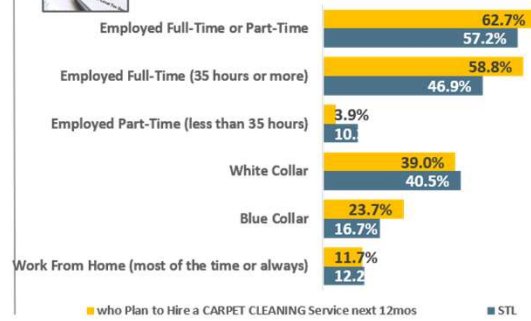
3.2% or 58,049 of STL DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 8.3% more likely to be a college graduate, 25.3% more likely to work full-time, 6.7% more likely to be married, 9.1% less likely to be a grandparent of 1 or more children under 1



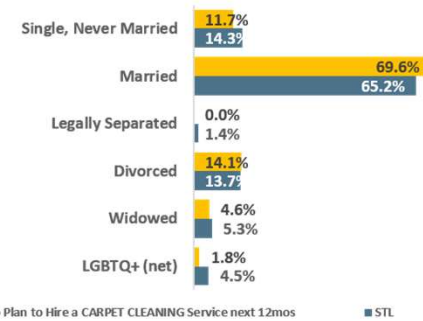
Education Levels: Adults 35 or older



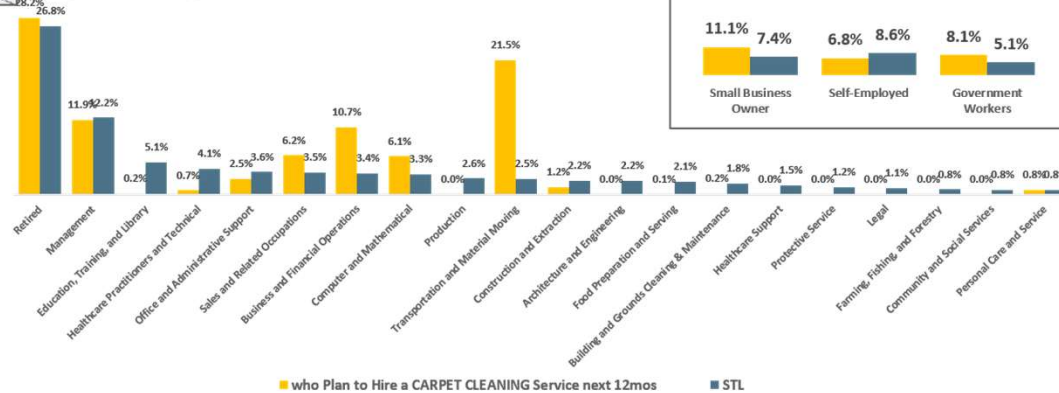
Employment: Adults 35 or older



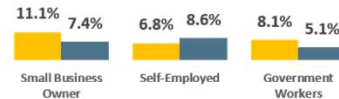
Marital Status: Adults 35 or older



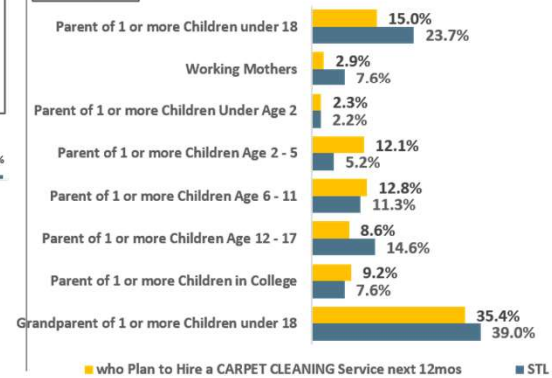
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



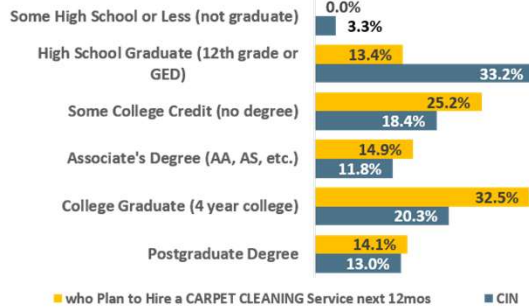
Stage in Life: Adults 35 or older



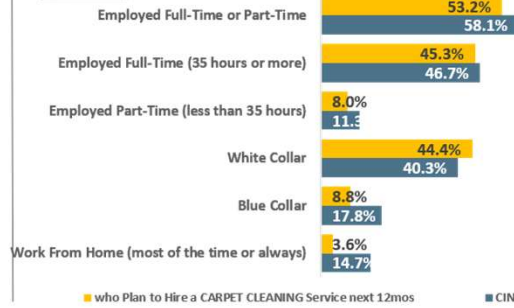


2.6% or 36,479 of CIN DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 39.7% more likely to be a college graduate, 3.2% less likely to work full-time, 31.1% more likely to be married, 5.2% more likely to be a grandparent of 1 or more children under

Education Levels: Adults 35 or older



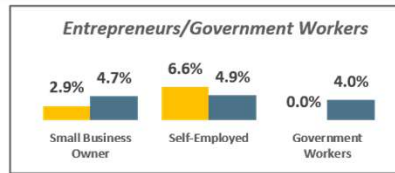
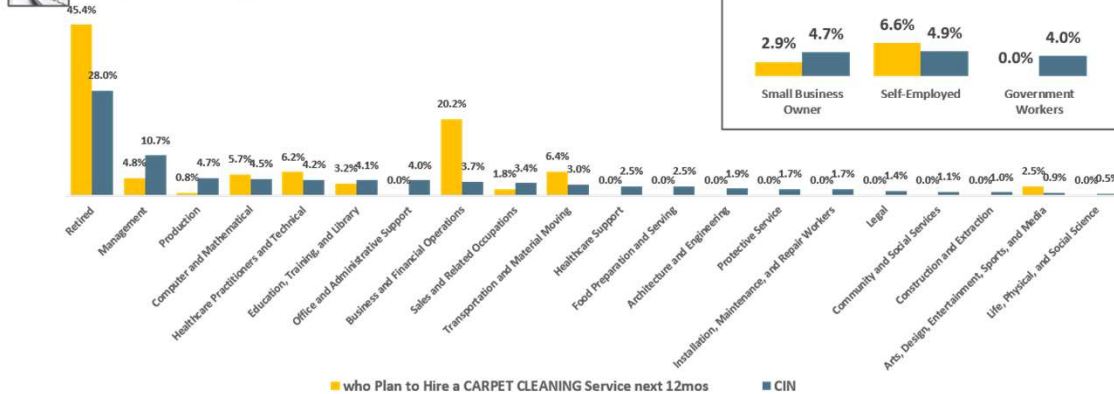
Employment: Adults 35 or older



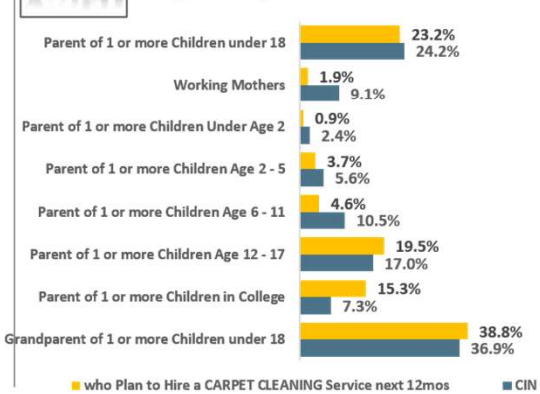
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

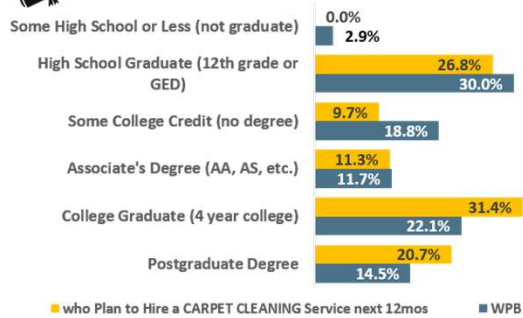




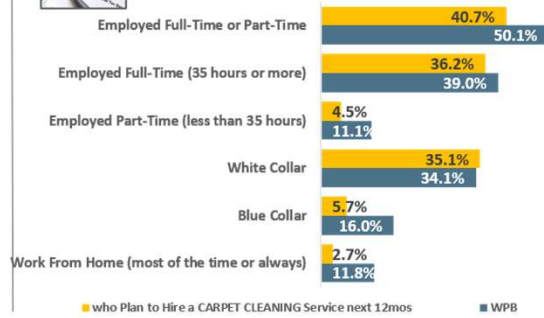
2.2% or 30,592 of WPB DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 42.3% more likely to be a college graduate, 7.1% less likely to work full-time, 32.7% more likely to be married, 2.5% more likely to be a grandparent of 1 or more children under



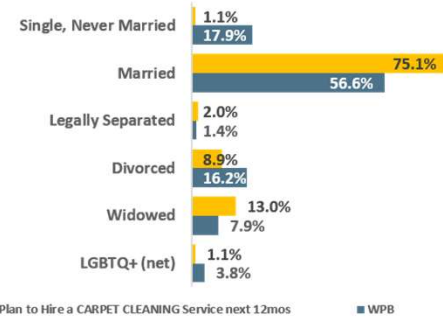
Education Levels: Adults 35 or older



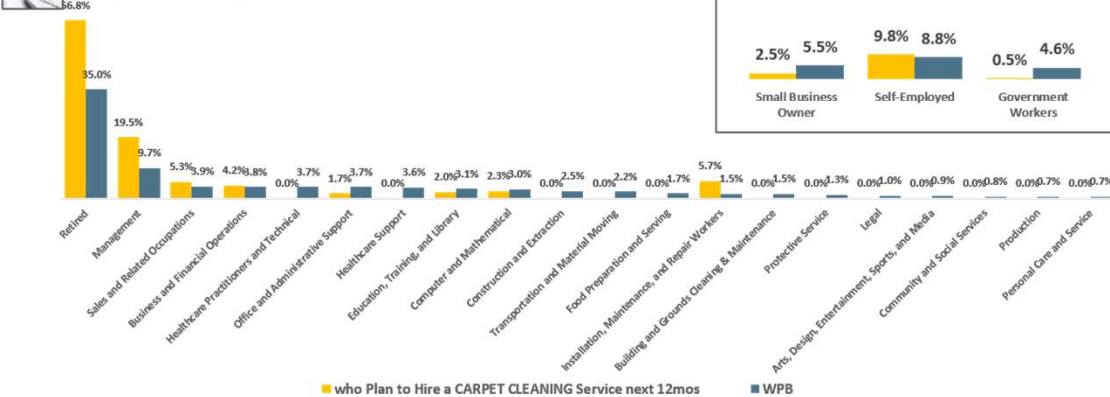
Employment: Adults 35 or older



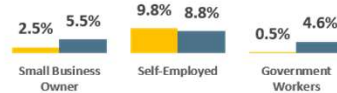
Marital Status: Adults 35 or older



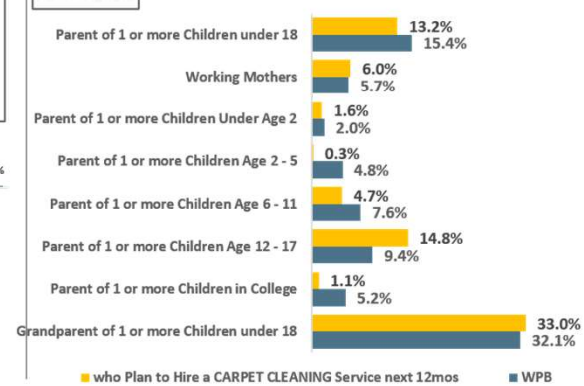
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



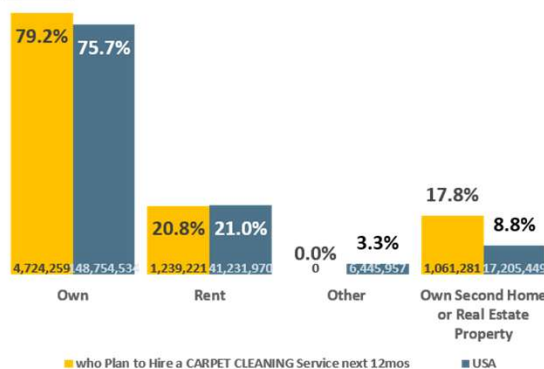
Stage in Life: Adults 35 or older



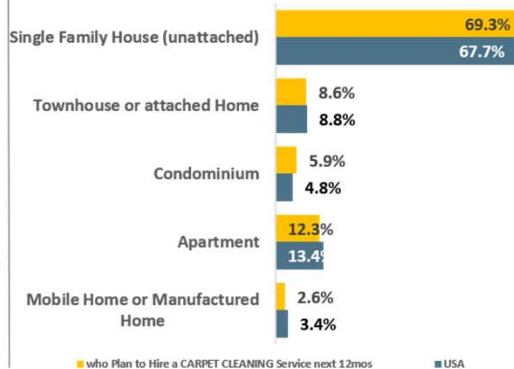


3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 4.6% more likely to own their home, 12.3% more likely to own a higher valued home, 2.4% more likely to have a single-family home, 14.7% more likely to have a dog.

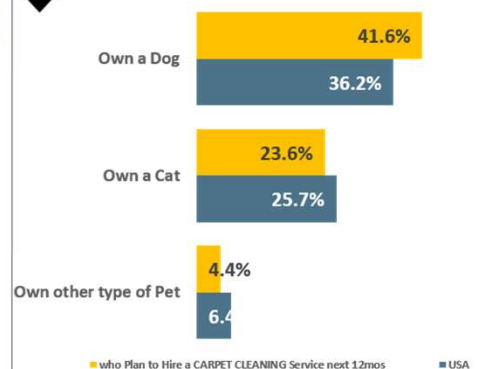
Own/Rent/Other: Adults 35 or older



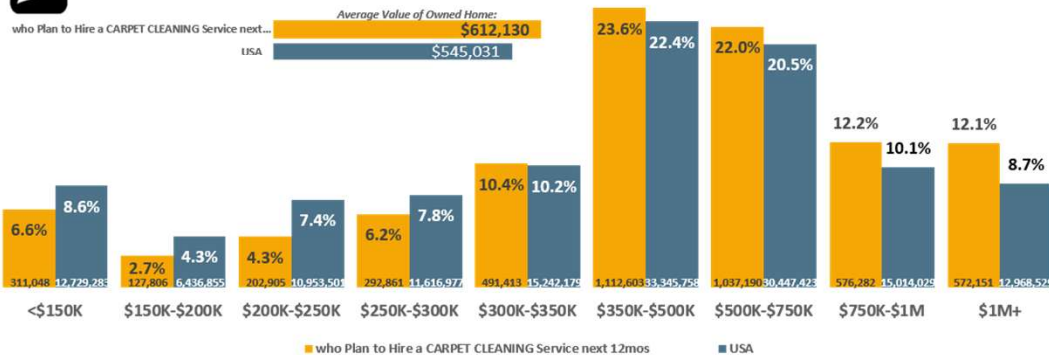
Type of Home: Adults 35 or older



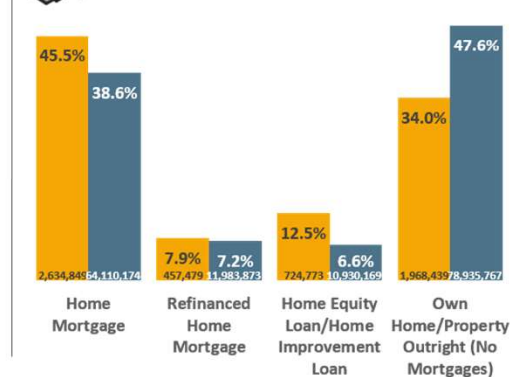
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

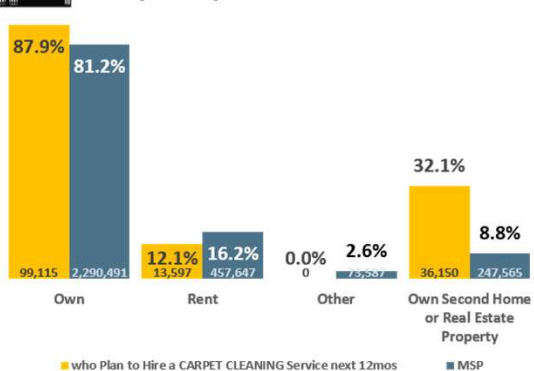




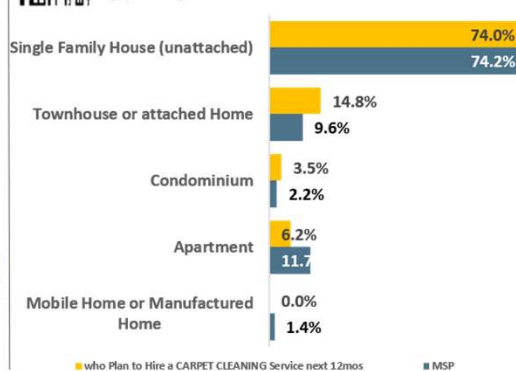
4.4% or 112,712 of MSP DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 8.3% more likely to own their home, 14.3% more likely to own a higher valued home, .2% less likely to have a single-family home, 40.9% more likely to have a dog.



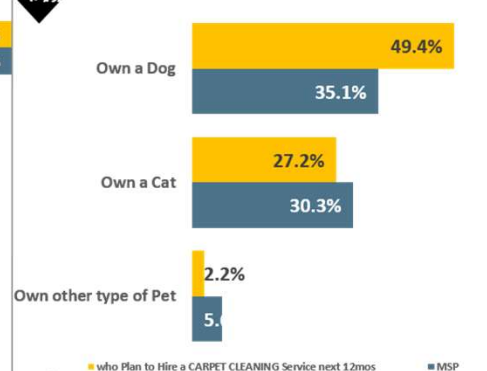
Own/Rent/Other: Adults 35 or older



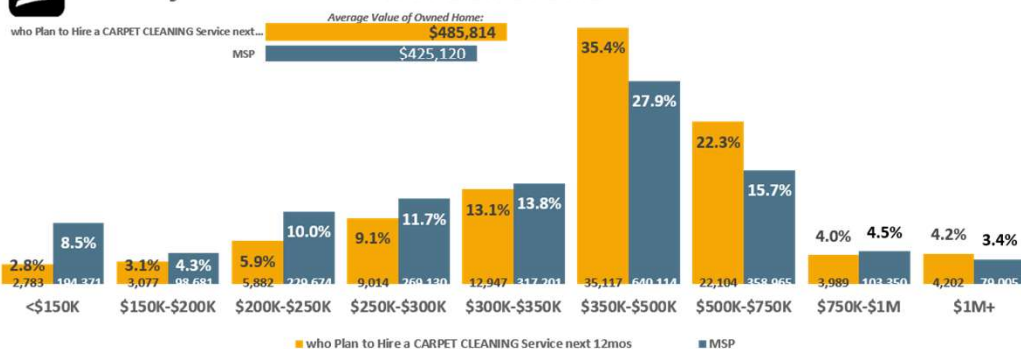
Type of Home: Adults 35 or older



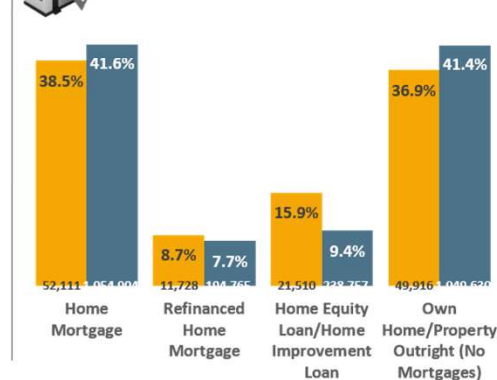
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

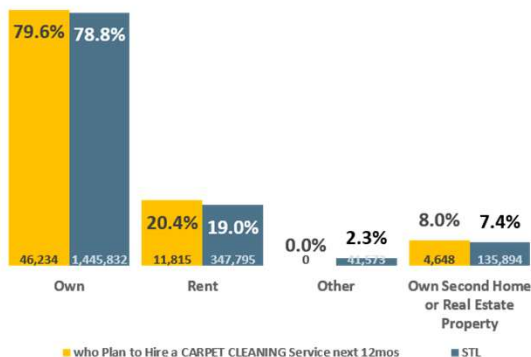




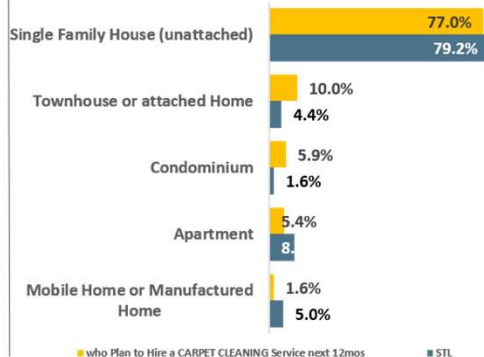
3.2% or 58,049 of STL DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 1.1% more likely to own their home, 57.7% more likely to own a higher valued home, 2.8% less likely to have a single-family home, 13.6% more likely to have a dog.



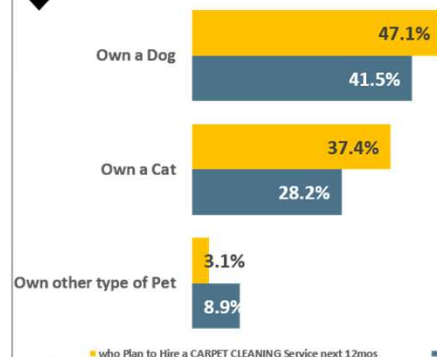
Own/Rent/Other: Adults 35 or older



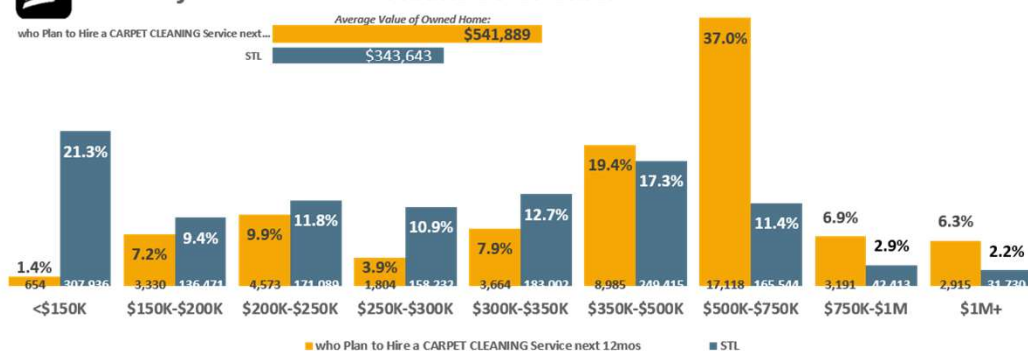
Type of Home: Adults 35 or older



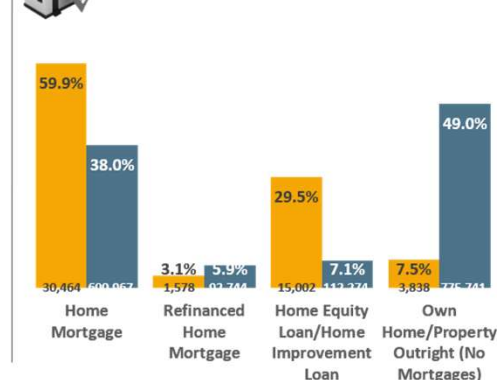
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

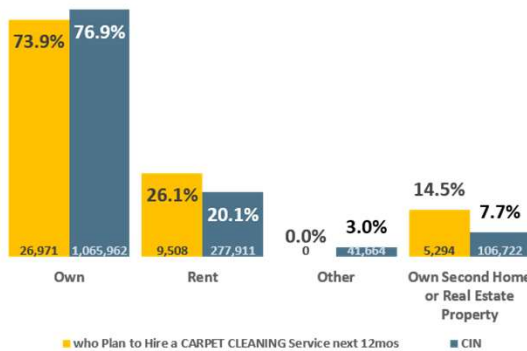




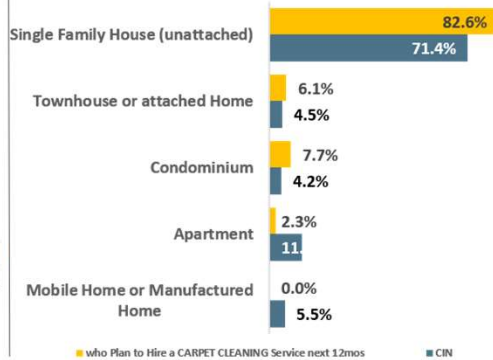
2.6% or 36,479 of CIN DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 3.9% less likely to own their home, 14.6% more likely to own a higher valued home, 15.6% more likely to have a single-family home, 23.4% more likely to have a dog.



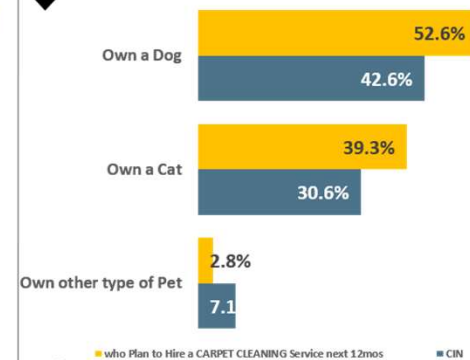
Own/Rent/Other: Adults 35 or older



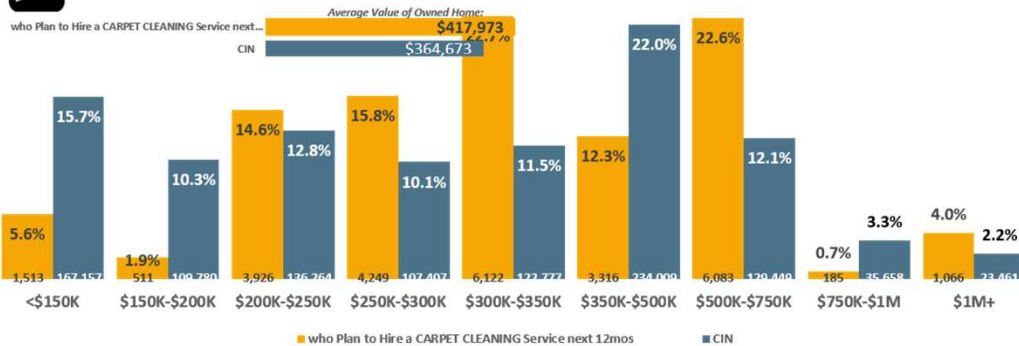
Type of Home: Adults 35 or older



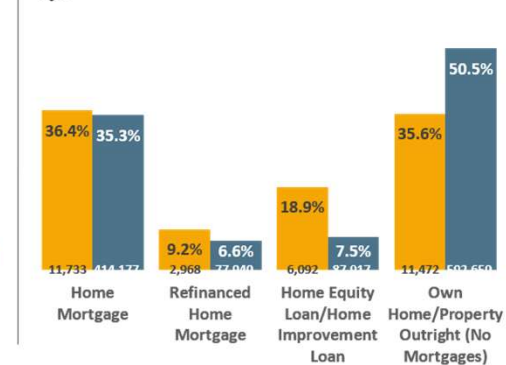
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

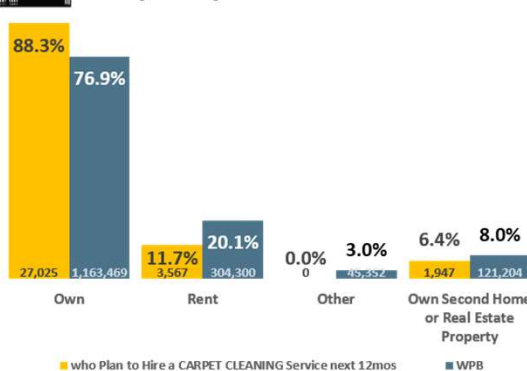




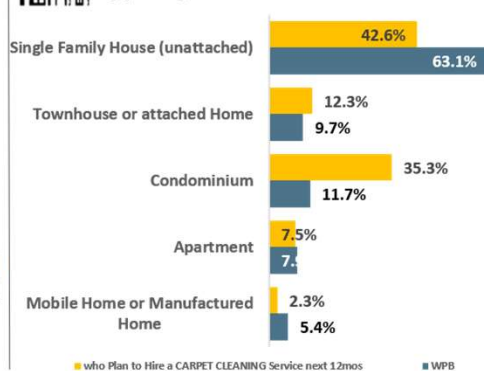
2.2% or 30,592 of WPB DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos. Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 14.9% more likely to own their home, 17.7% more likely to own a higher valued home, 32.6% less likely to have a single-family home, 29.7% less likely to have a dog.



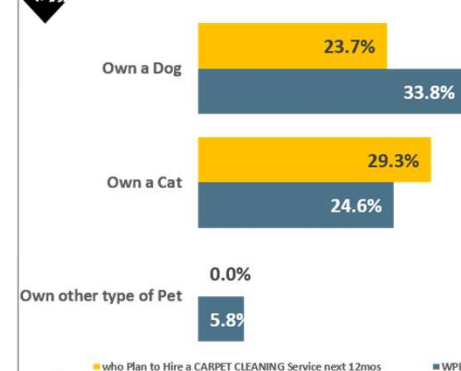
Own/Rent/Other: Adults 35 or older



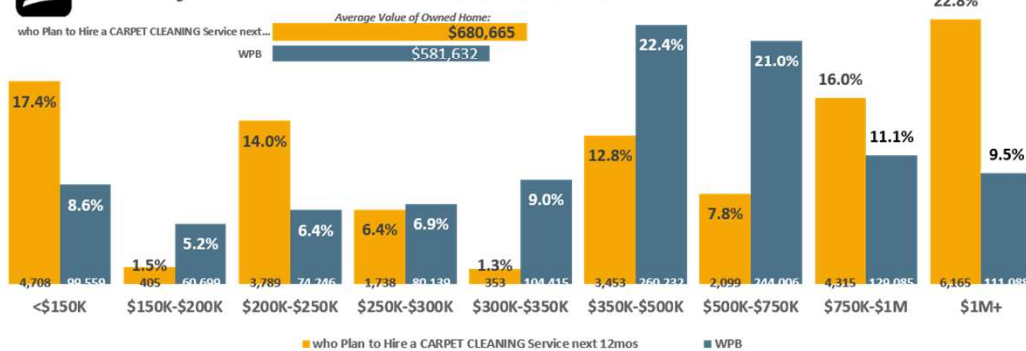
Type of Home: Adults 35 or older



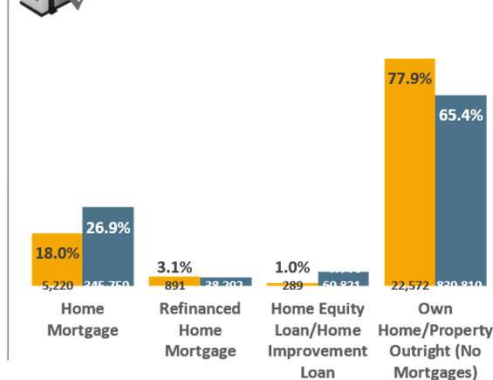
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

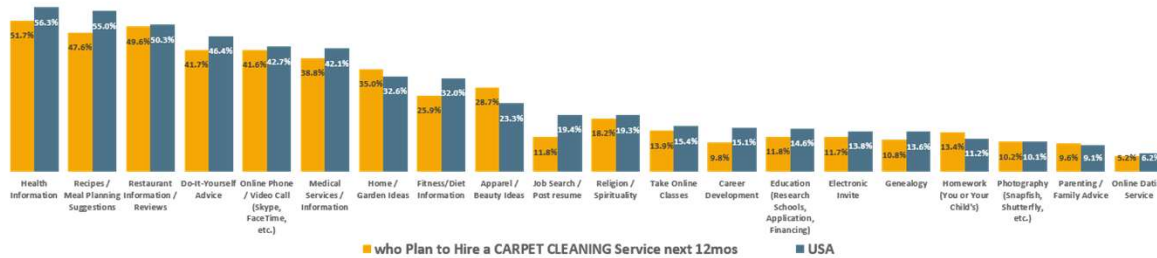




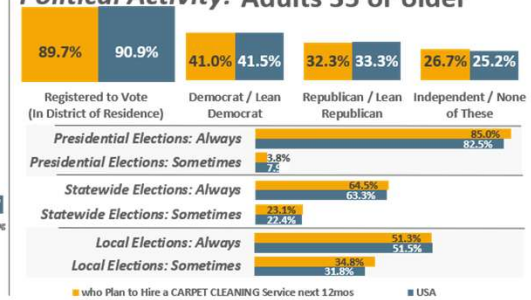
3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 10.1% less likely to look up D-I-Y advice online, .5% less likely to always vote in local elections, 49.9% more likely to belong to a gym, 25.1% more likely to fly domestic past y



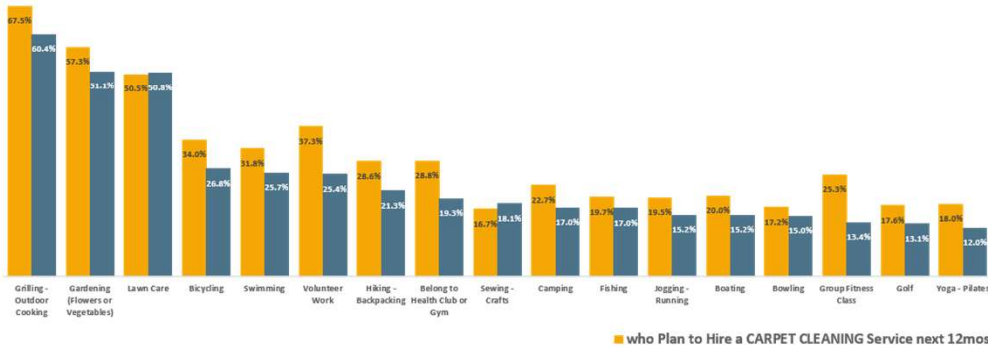
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



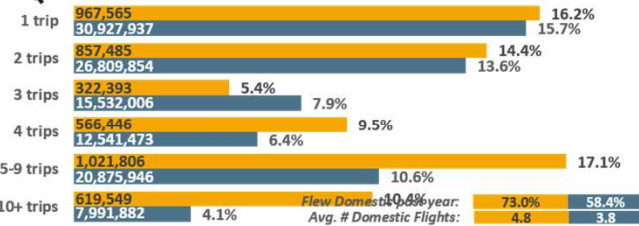
Political Activity: Adults 35 or older



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



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

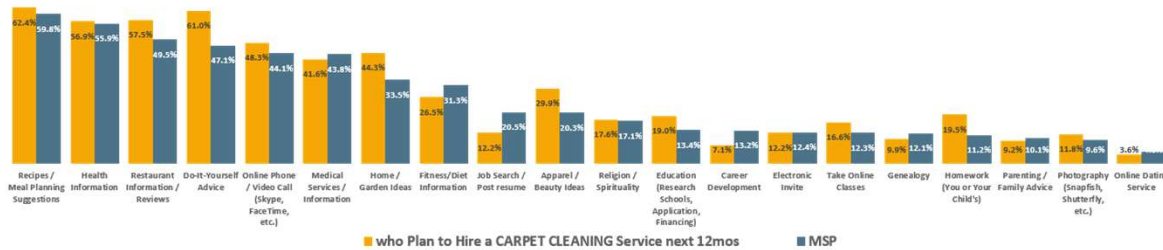




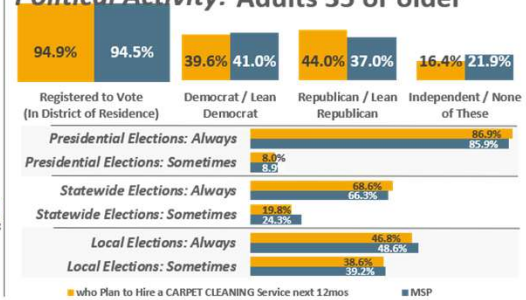
4.4% or 112,712 of MSP DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 29.5% more likely to look up D-I-Y advice online, 3.7% less likely to always vote in local elections, 53.3% more likely to belong to a gym, 31.2% more likely to fly domestic past



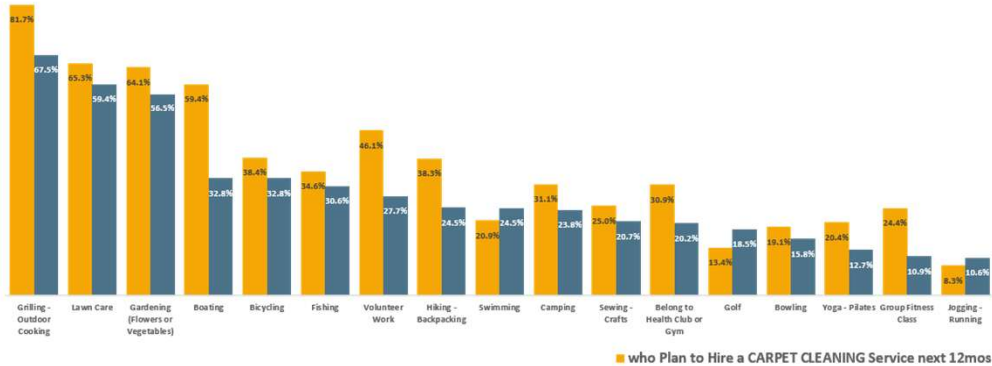
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



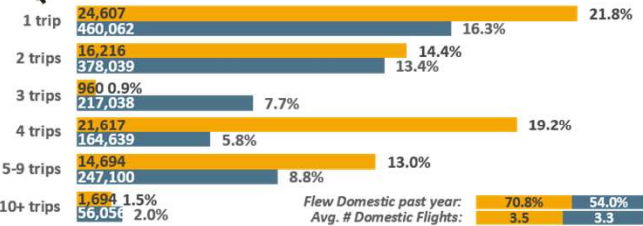
Political Activity: Adults 35 or older



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



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

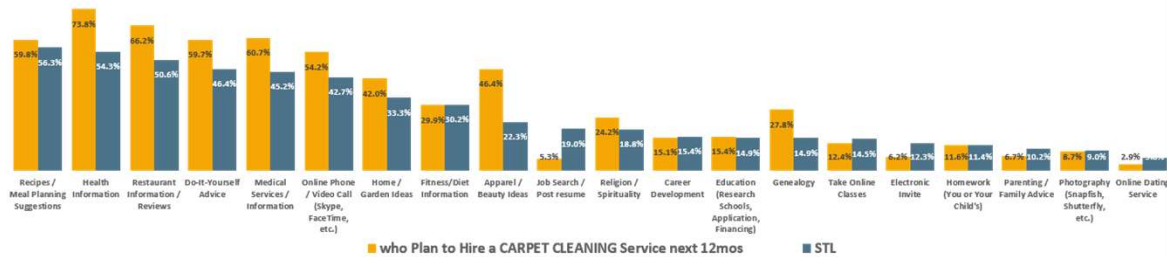




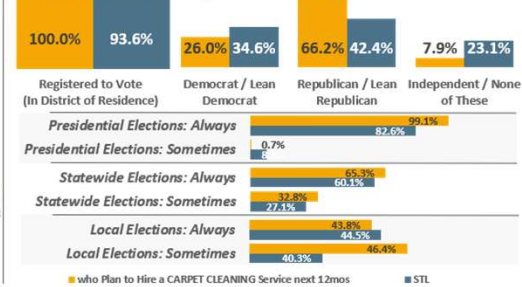
3.2% or 58,049 of STL DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 28.7% more likely to look up D-I-Y advice online, 1.5% less likely to always vote in local elections, 12.2% more likely to belong to a gym, 60.9% more likely to fly domestic past



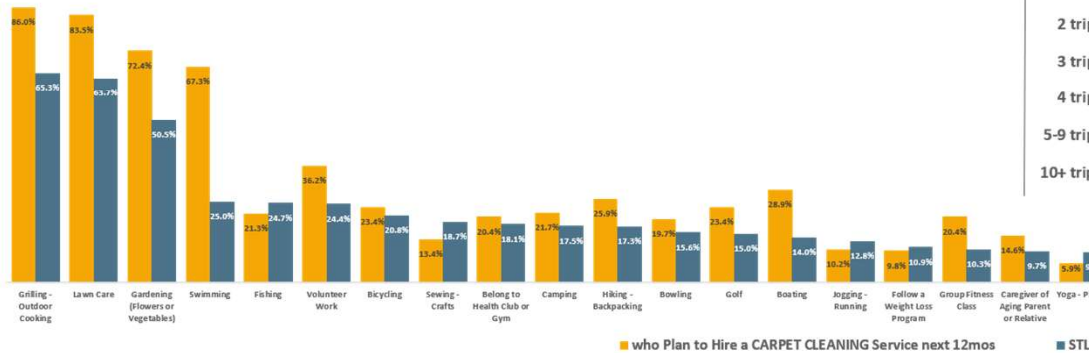
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



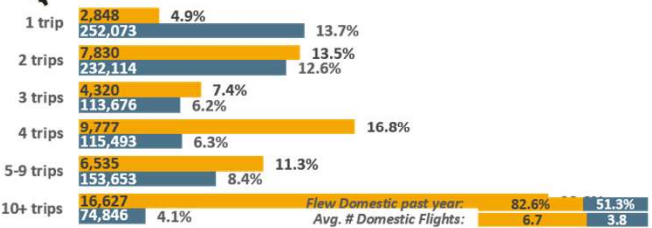
Political Activity: Adults 35 or older



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



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

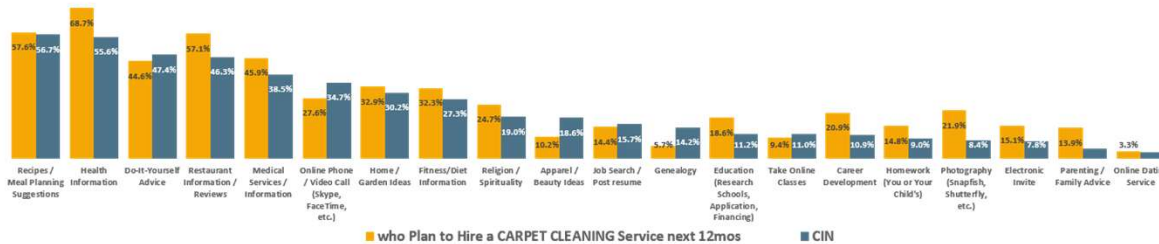




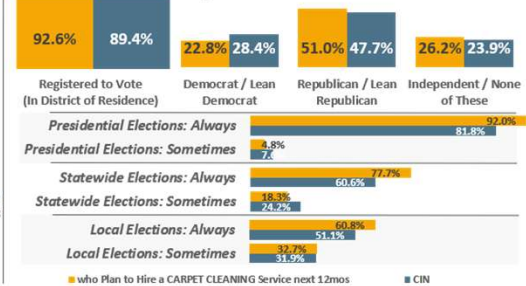
2.6% or 36,479 of CIN DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 5.9% less likely to look up D-I-Y advice online, 18.9% more likely to always vote in local elections, 107.3% more likely to belong to a gym, 60.1% more likely to fly domestic pas



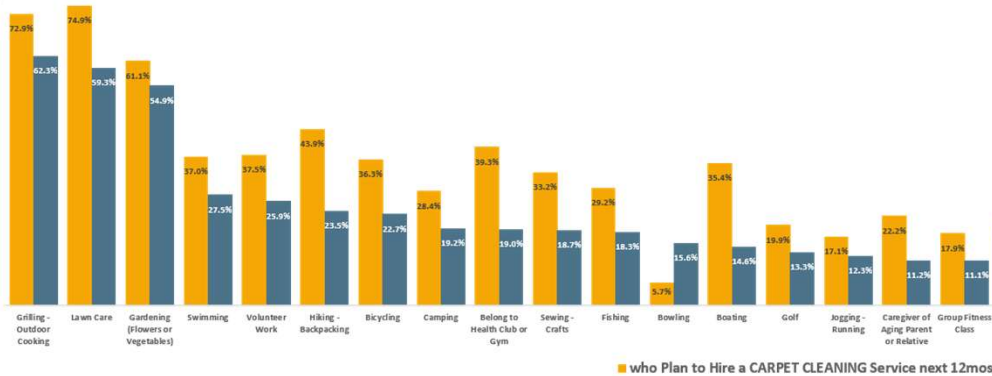
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



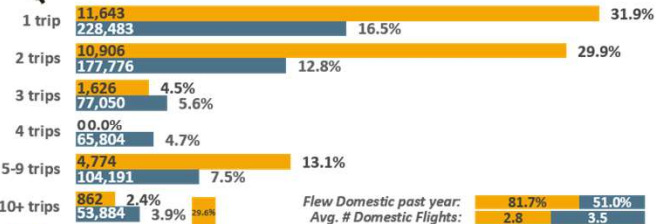
Political Activity: Adults 35 or older



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



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

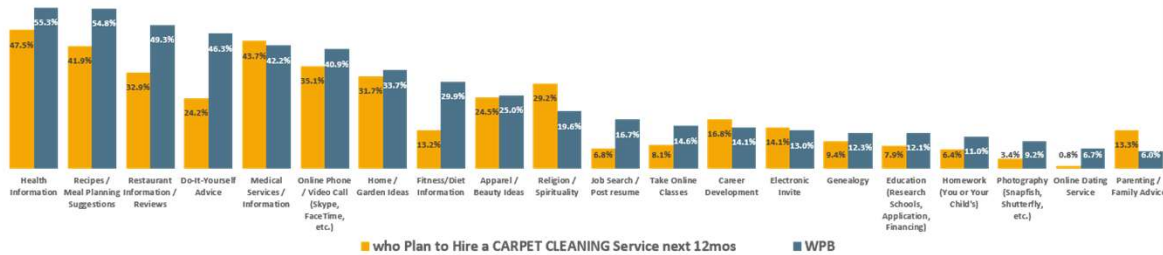




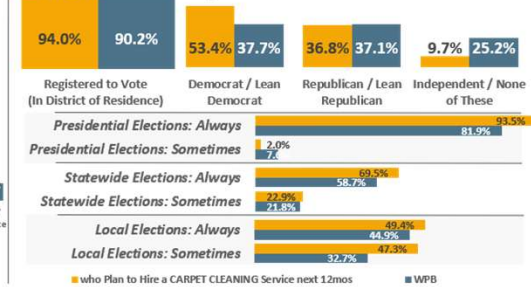
2.2% or 30,592 of WPB DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 47.7% less likely to look up D-I-Y advice online, 10.2% more likely to always vote in local elections, 45.5% more likely to belong to a gym, 34.4% more likely to fly domestic pas



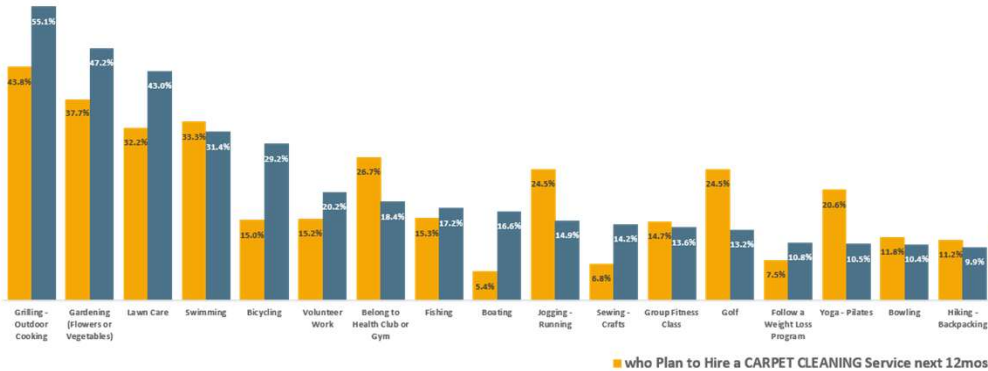
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



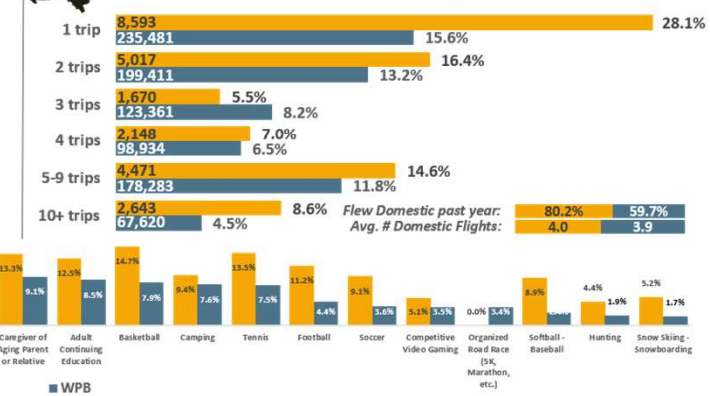
Political Activity: Adults 35 or older



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



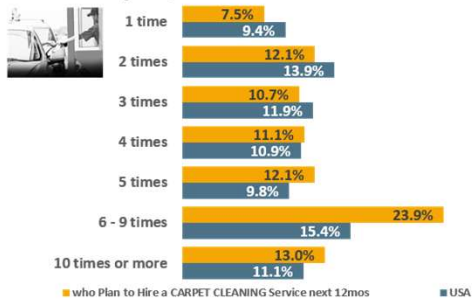
Past 12-months Domestic Airline Trips: Adults 35 or older



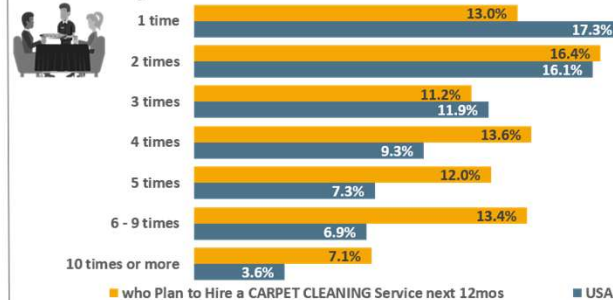


3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 9.8% more likely to use QSRs past mo., 19.9% more likely to use Sit-Down Restaurants past mo., 35.8% more likely to use Casinos past yr., 9.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older

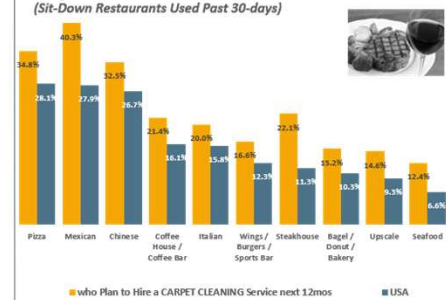


Past 30-days Sit-Down Restaurant Users: Adults 35 or older

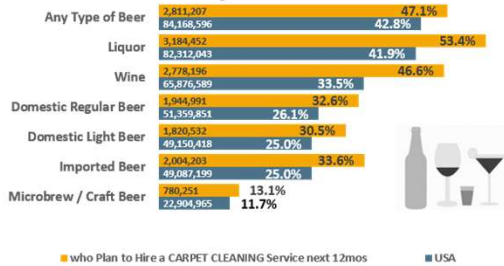


Top-10 Cuisines: Adults 35 or older

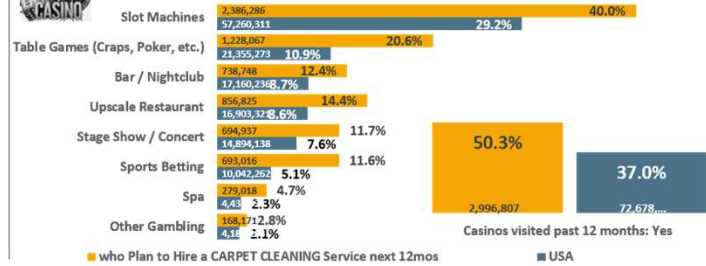
(Sit-Down Restaurants Used Past 30-days)



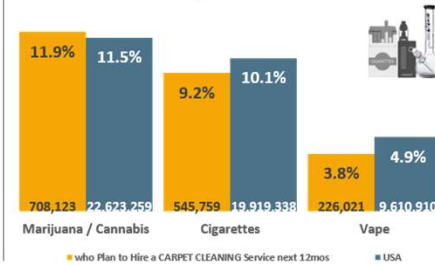
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



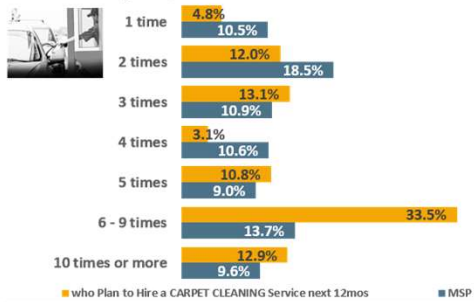
Used Past 30-days: Adults 35 or older





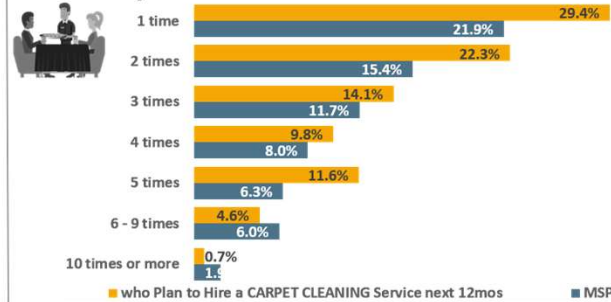
4.4% or 112,712 of MSP DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 9.4% more likely to use QSRs past mo., 30.1% more likely to use Sit-Down Restaurants past mo., 23.8% more likely to use Casinos past yr., 15.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



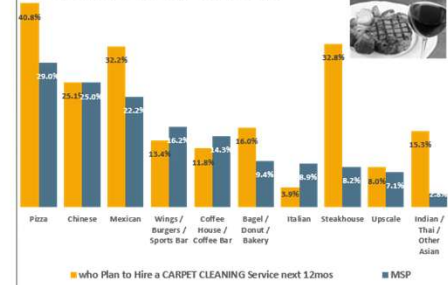
Total Monthly QSR Users: 90.2%
 Avg. Monthly QSR Meals: 6.4

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



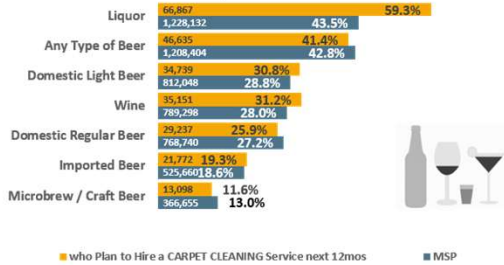
Total Monthly Sit-Down Restaurant Users: 92.6%
 Avg. Monthly Sit-Down Restaurant Meals: 2.8

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

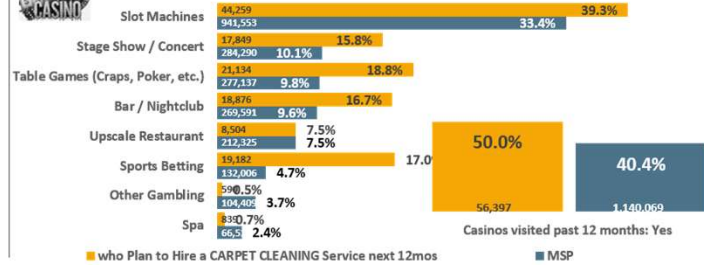


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Hire a CARPET CLEANING Service next 12mos: 21,715 (19.3%)
 MSP: 279,125 (9.9%)

Drank Past 30-days: Adults 35 or older

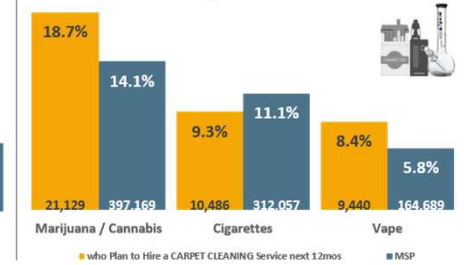


Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes
 56,397 (50.0%)
 146,009 (40.4%)

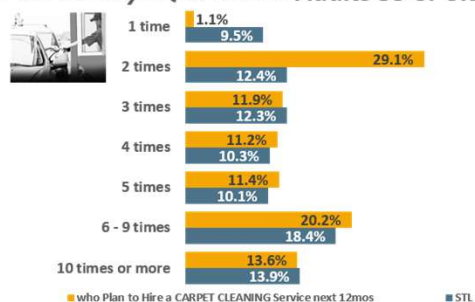
Used Past 30-days: Adults 35 or older



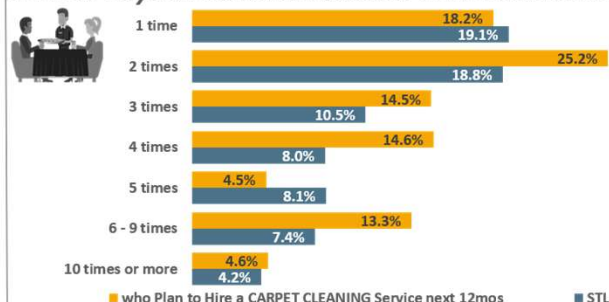


3.2% or 58,049 of STL DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 13.4% more likely to use QSRs past mo., 24.5% more likely to use Sit-Down Restaurants past mo., 16.% more likely to use Casinos past yr., 21.6% less likely to smoke cigarettes.

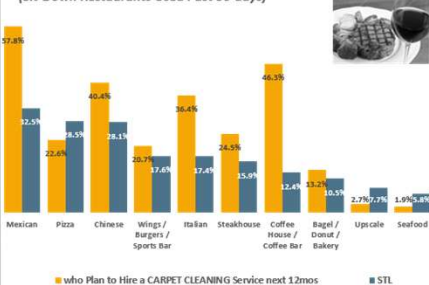
Past 30-days QSR Users: Adults 35 or older



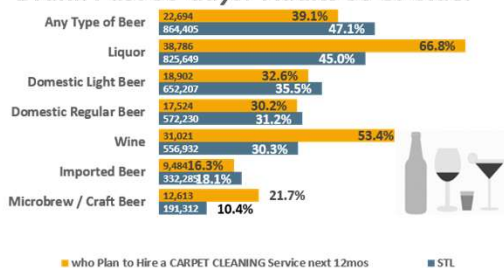
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



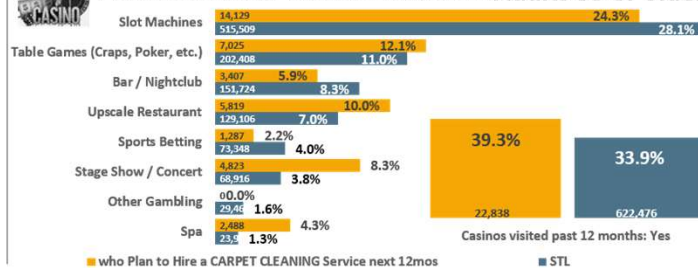
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



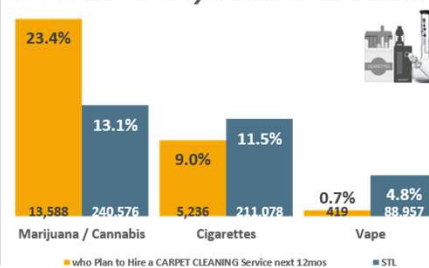
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



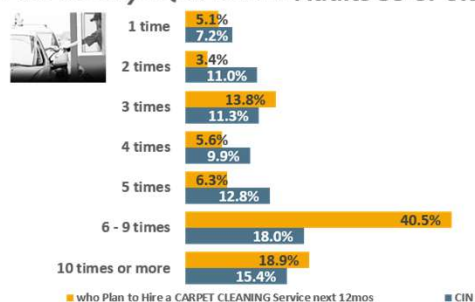
Used Past 30-days: Adults 35 or older



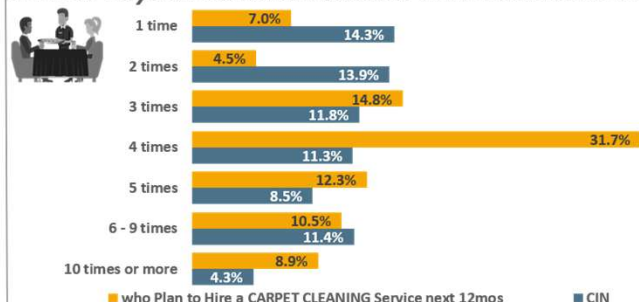


2.6% or 36,479 of CIN DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 9.4% more likely to use QSRs past mo., 18.8% more likely to use Sit-Down Restaurants past mo., 22.3% more likely to use Casinos past yr., 39.9% more likely to smoke cigarettes.

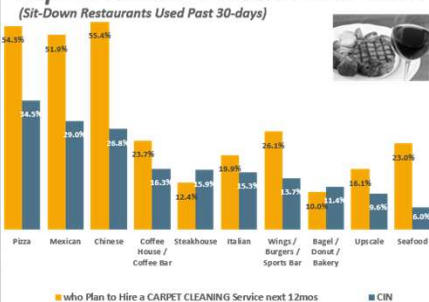
Past 30-days QSR Users: Adults 35 or older



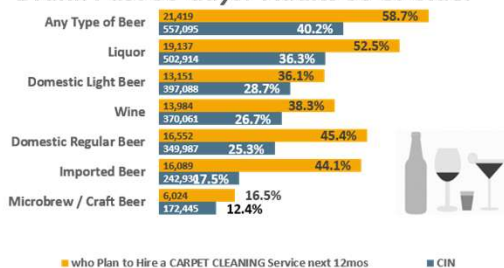
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



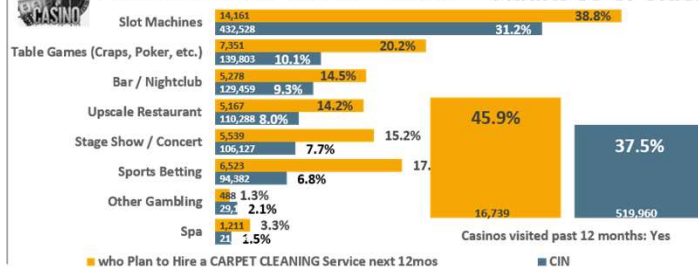
Top-10 Cuisines: Adults 35 or older



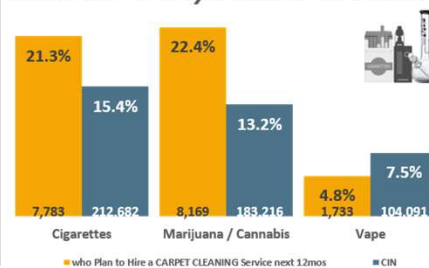
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



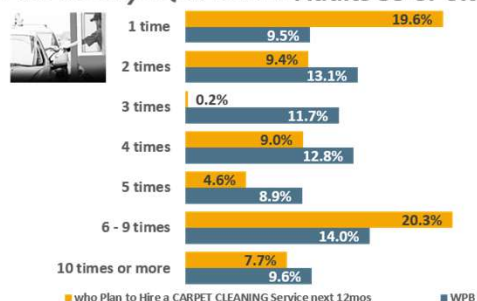
Used Past 30-days: Adults 35 or older





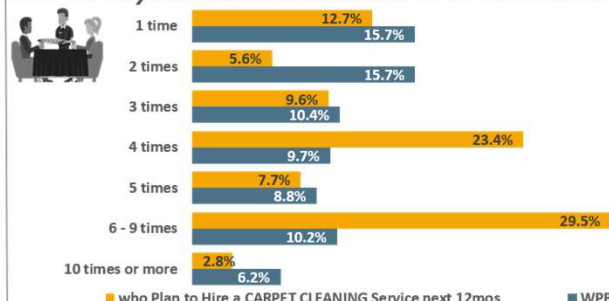
2.2% or 30,592 of WPB DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 10.9% less likely to use QSRs past mo., 19.% more likely to use Sit-Down Restaurants past mo., 57.% more likely to use Casinos past yr., 5.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



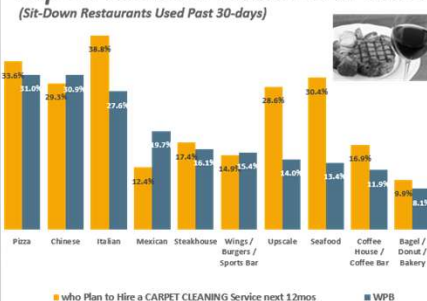
Total Monthly QSR Users: 70.9% (21,689) vs 79.6% (1,204,476)
 Avg. Monthly QSR Meals: 5.2 vs 5.2

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



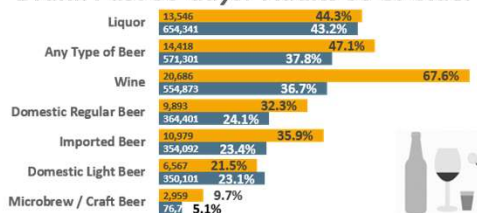
Total Monthly Sit-Down Restaurant Users: 91.3% (27,939) vs 76.8% (1,161,421)
 Avg. Monthly Sit-Down Restaurant Meals: 4.9 vs 4.3

Top-10 Cuisines: Adults 35 or older



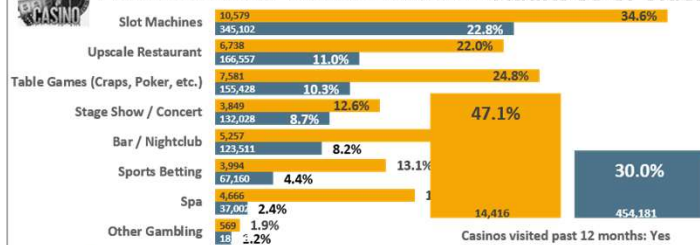
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Hire a CARPET CLEANING Service next 12mos: 5,916 (19.3%) vs WPB: 247,743 (16.4%)

Drank Past 30-days: Adults 35 or older



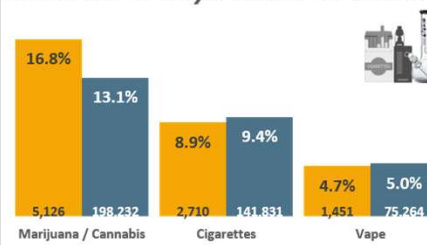
who Plan to Hire a CARPET CLEANING Service next 12mos vs WPB

Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes (14,416) vs No (454,181)

Used Past 30-days: Adults 35 or older



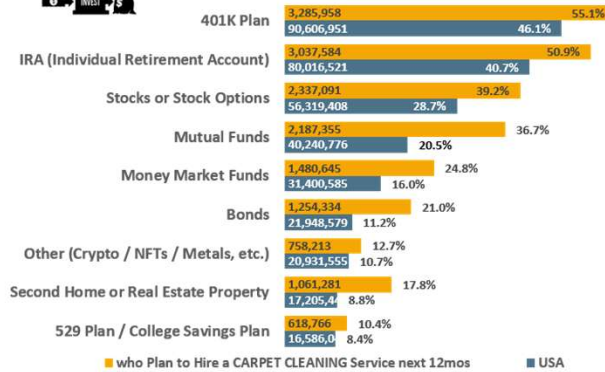
who Plan to Hire a CARPET CLEANING Service next 12mos vs WPB



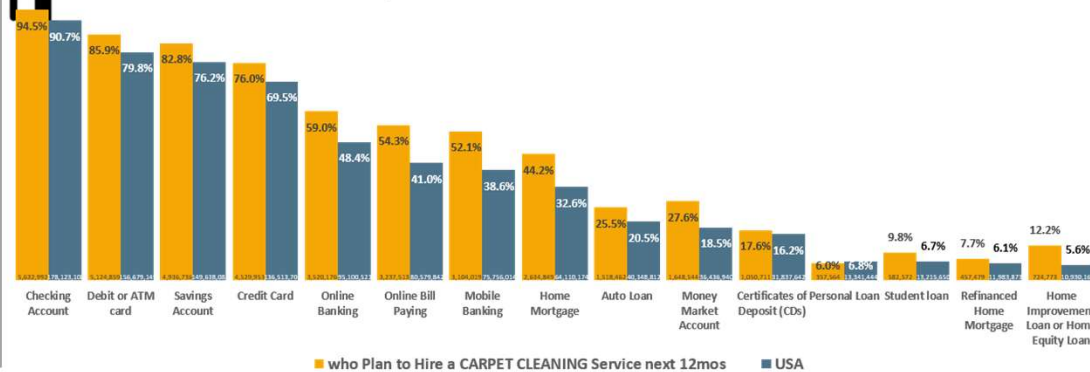
3.3% or 5,963,481 of USA DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 19.5% more likely to have a 401K, 24.% more likely to have an Auto Loan, 29.4% more likely to Invest/Trade Stocks Online, 3.6% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



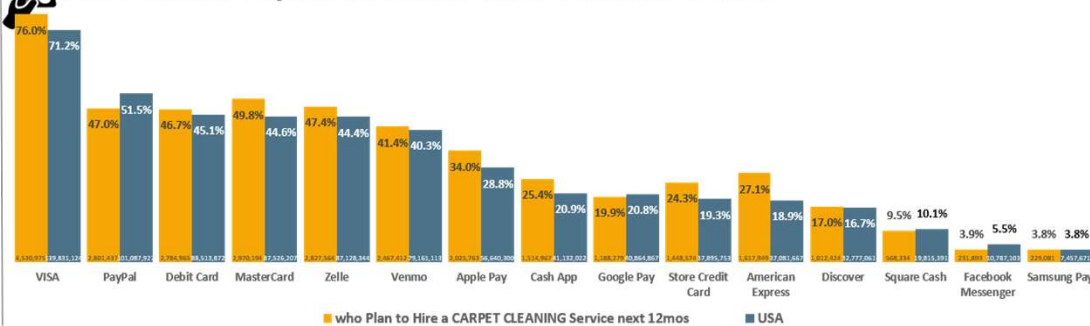
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

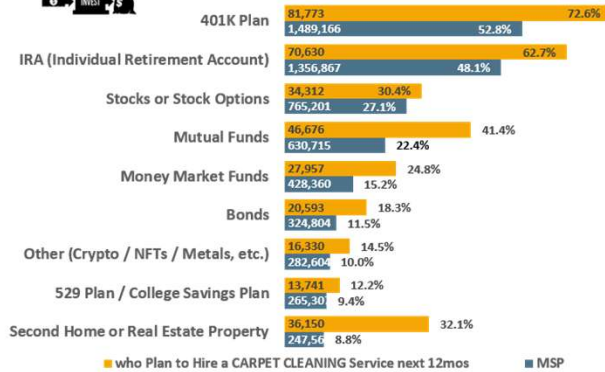




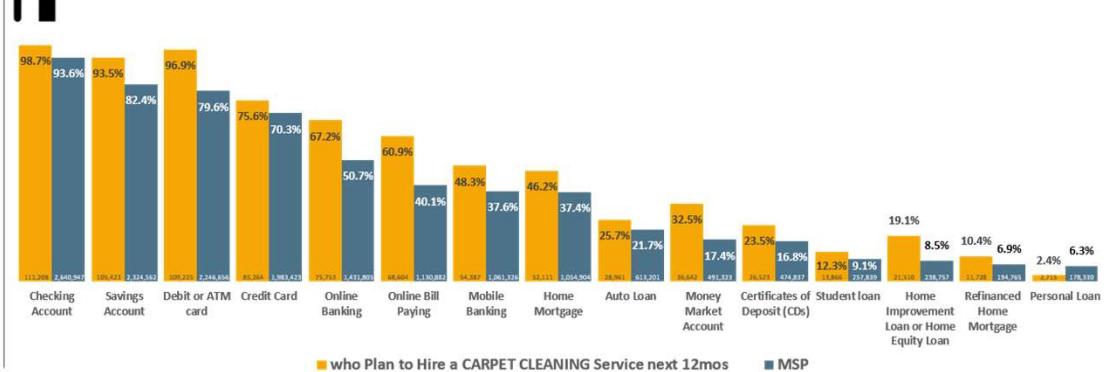
4.4% or 112,712 of MSP DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 37.5% more likely to have a 401K, 18.2% more likely to have an Auto Loan, 40.2% less likely to Invest/Trade Stocks Online, 27.7% more likely to pay with their Debit Card.



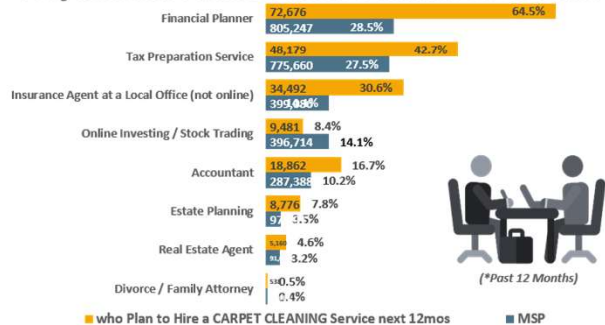
Investments Owned: Adults 35 or older



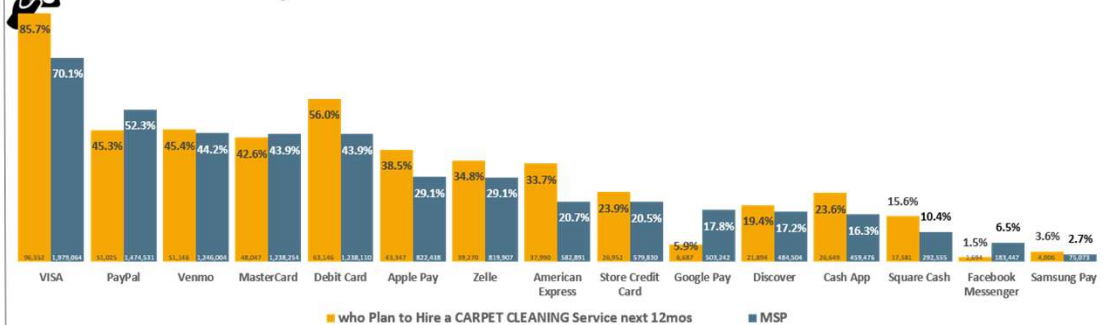
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





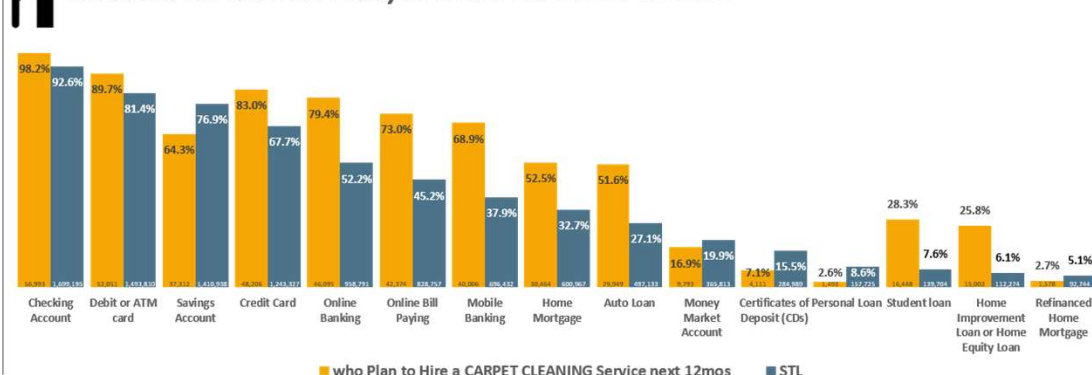
3.2% or 58,049 of STL DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 6.4% less likely to have a 401K, 90.5% more likely to have an Auto Loan, 10.9% less likely to Invest/Trade Stocks Online, 13.4% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



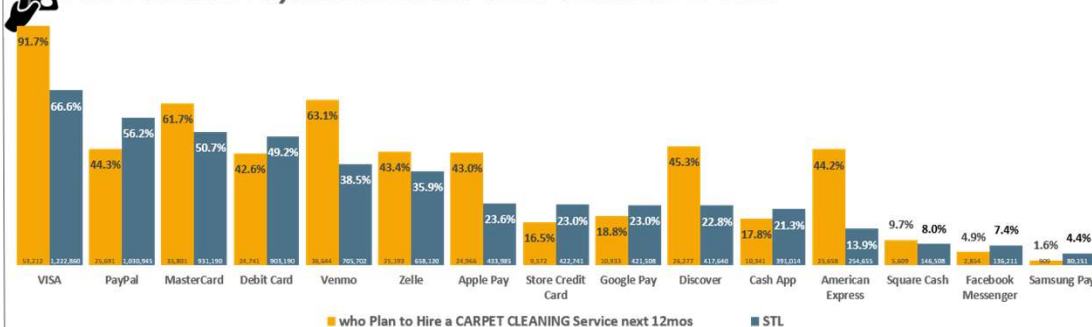
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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





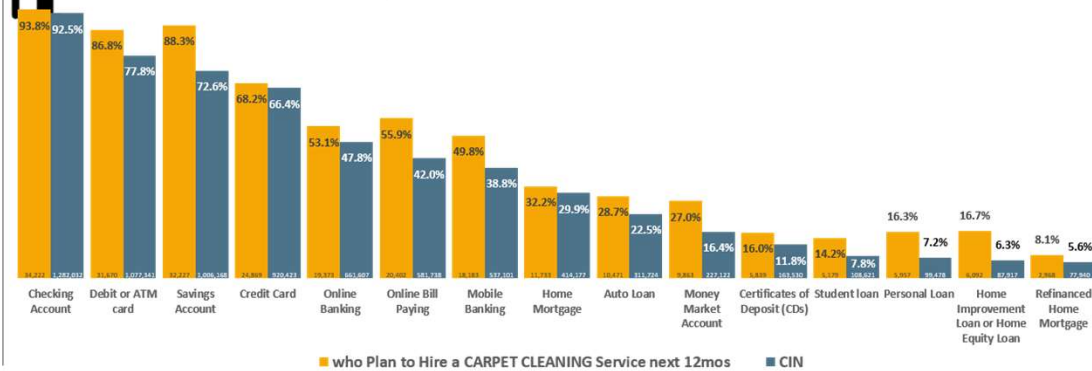
2.6% or 36,479 of CIN DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 21.5% more likely to have a 401K, 27.6% more likely to have an Auto Loan, 36.% more likely to Invest/Trade Stocks Online, 5.8% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



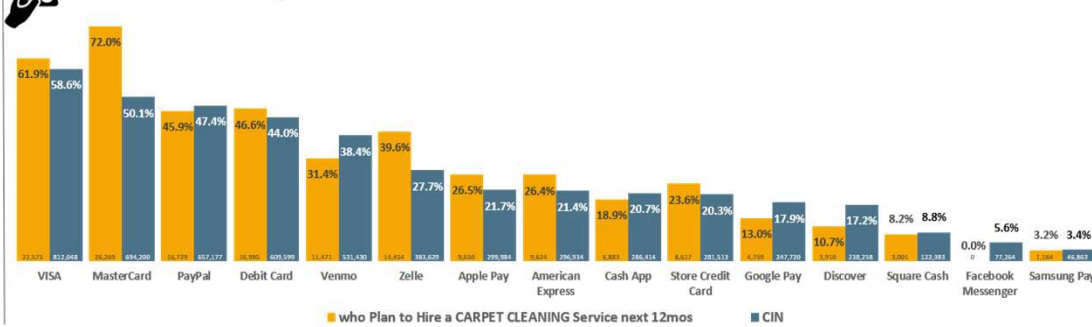
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

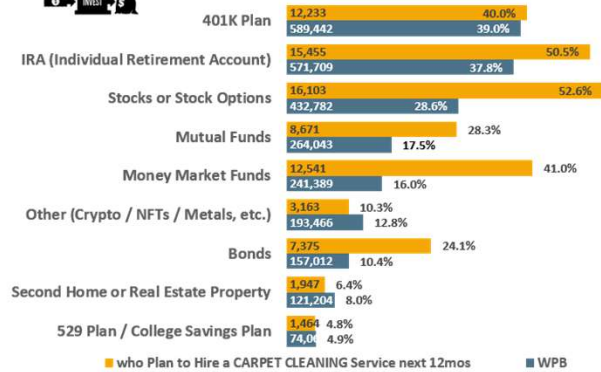




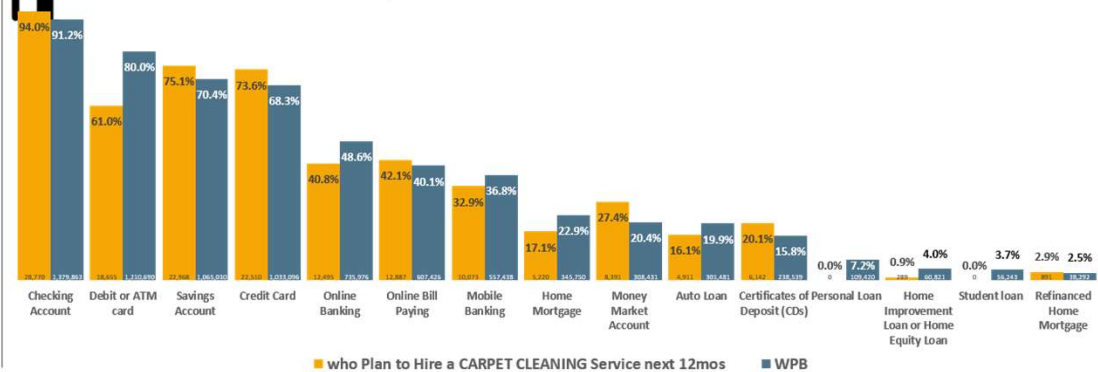
2.1% or 30,592 of WPB DMA Adults 35 or older Plan to Hire a CARPET CLEANING Service next 12mos.
 Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos are 2.6% more likely to have a 401K, 19.4% less likely to have an Auto Loan, 139.1% more likely to Invest/Trade Stocks Online, 58.2% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



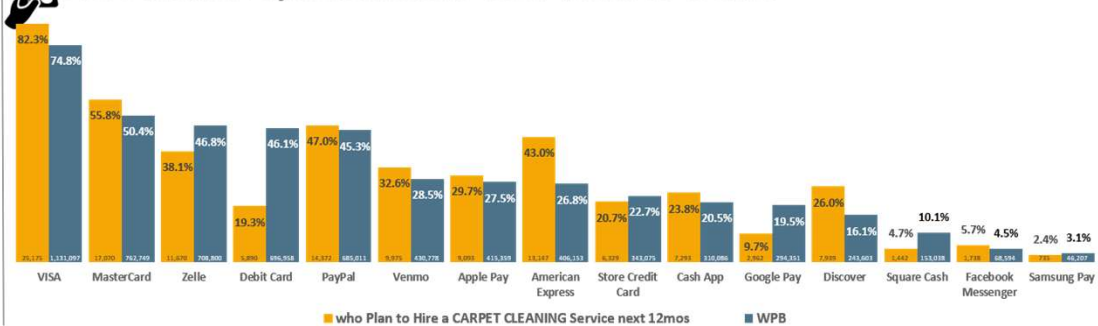
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

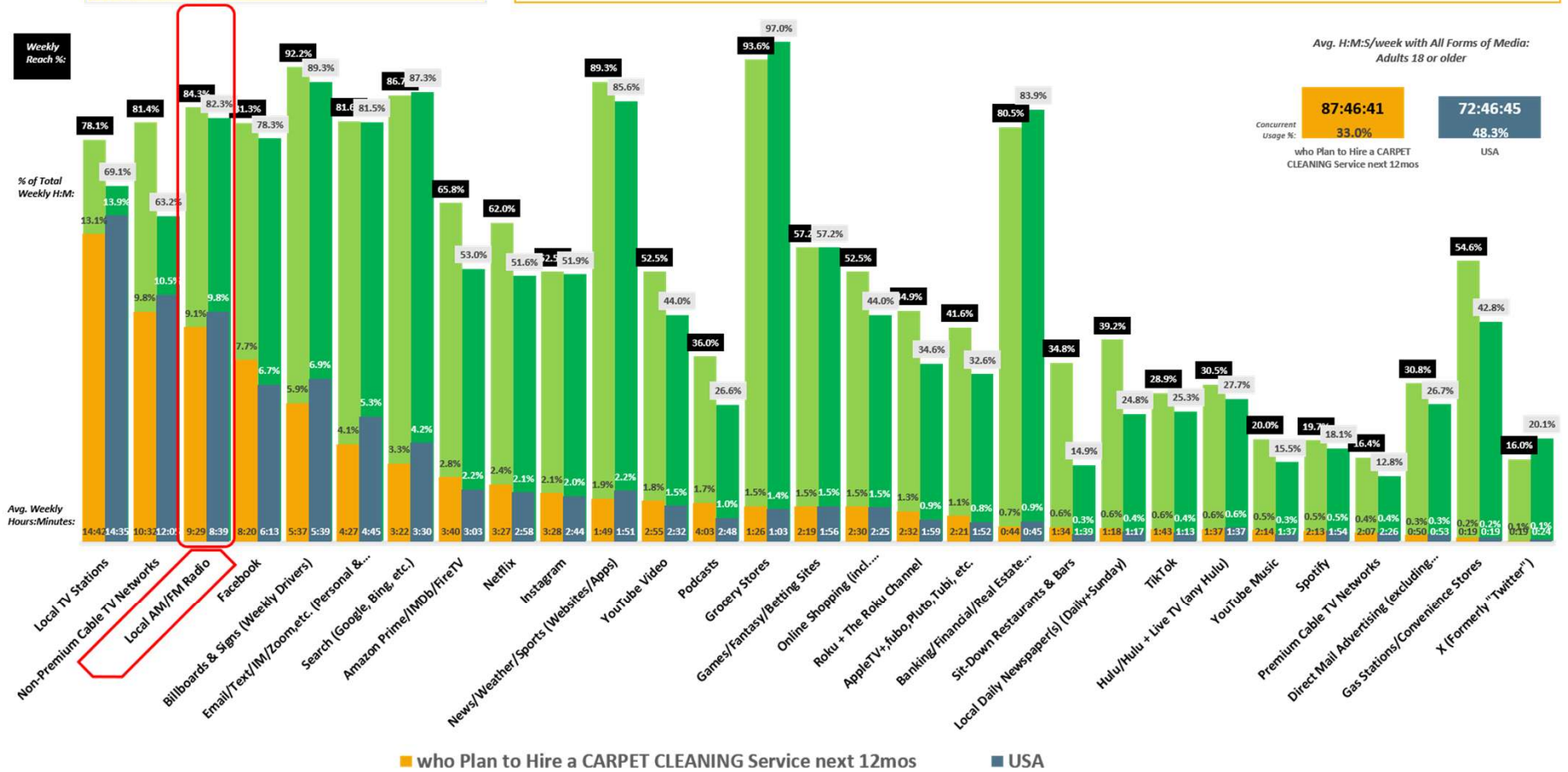


Past 3-Months Payment Methods Used: Adults 35 or older





Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 3 days, 15 hours, 46 minutes and 41 seconds each week with All Forms of Media.
 84.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 9 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.

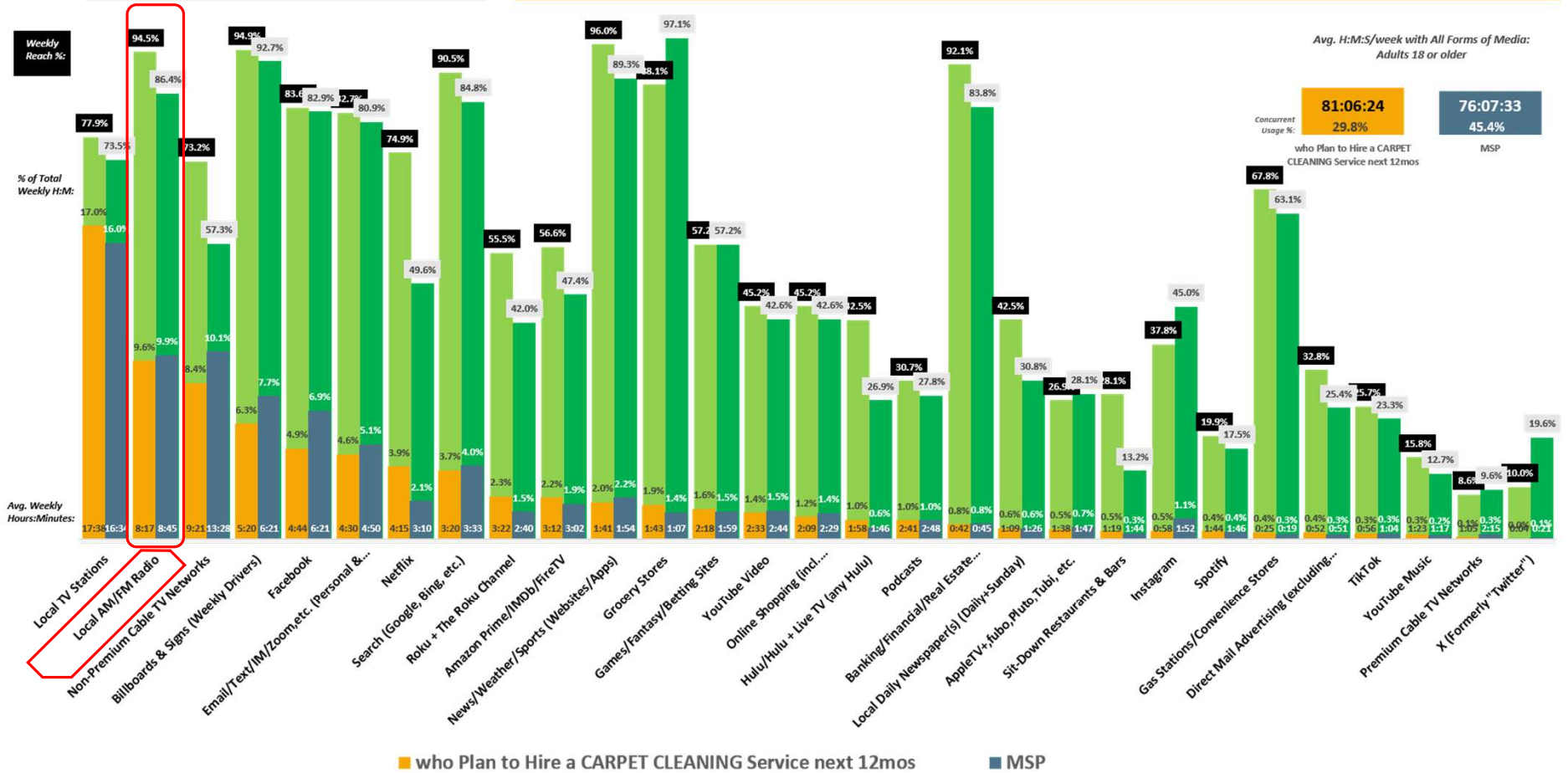


Avg. H:M:S/week with All Forms of Media: Adults 18 or older

87:46:41	72:46:45
33.0%	48.3%
who Plan to Hire a CARPET CLEANING Service next 12mos	USA

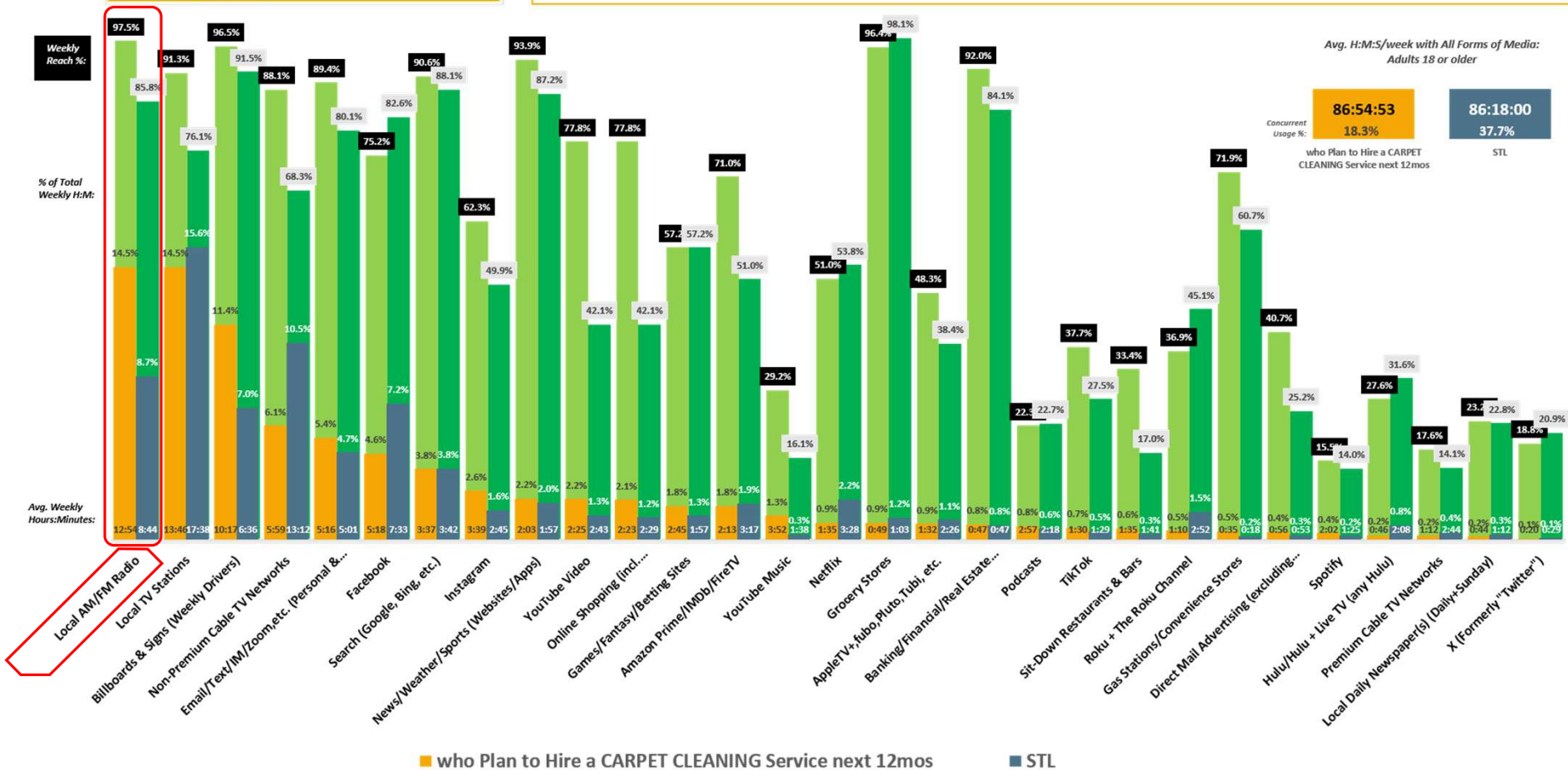


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 3 days, 9 hours, 6 minutes and 24 seconds each week with All Forms of Media.
 94.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 8 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



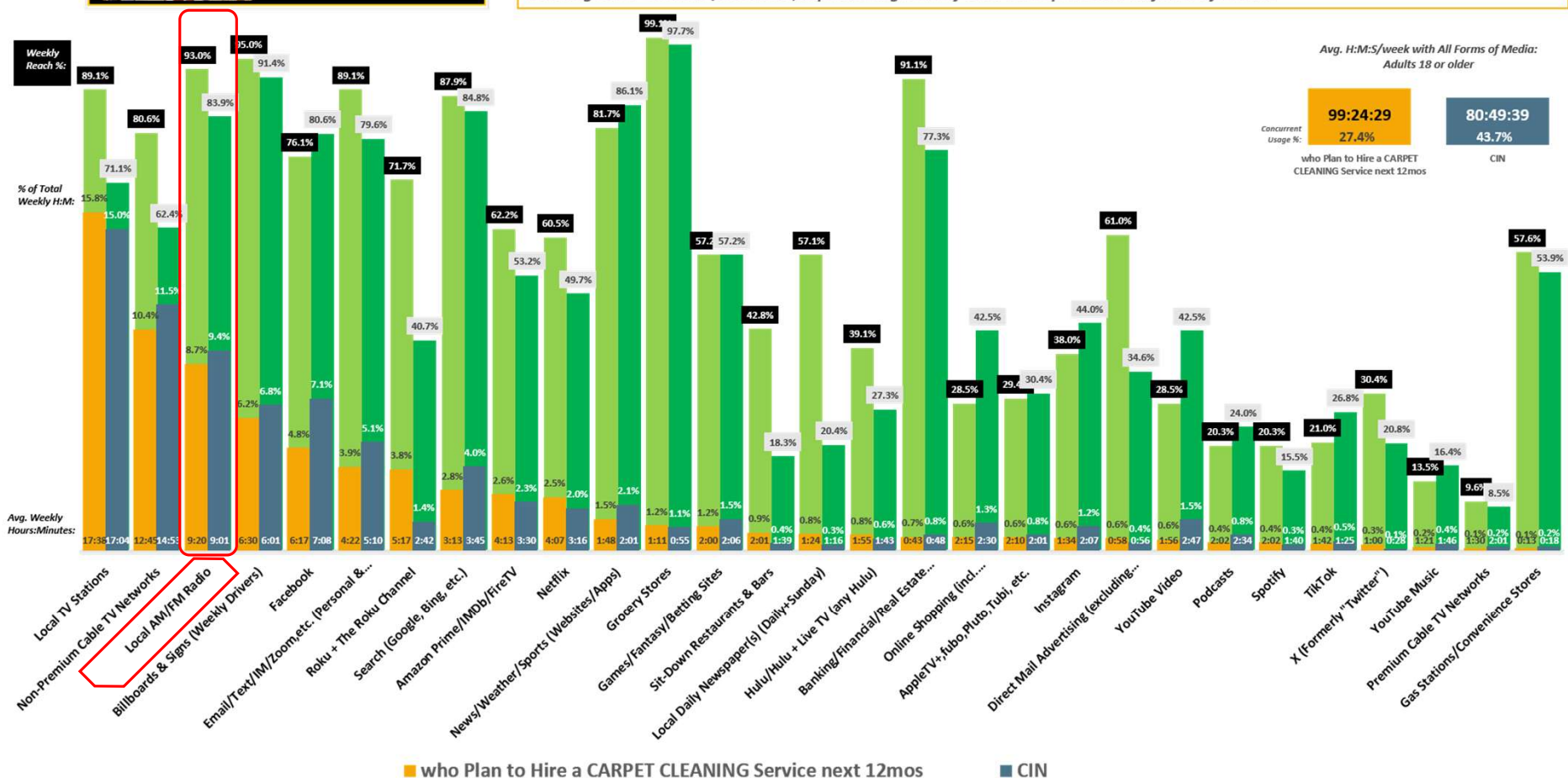


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 3 days, 14 hours, 54 minutes and 53 seconds each week with All Forms of Media.
 97.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 12 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 14.5% of total time spent with all forms of Media.



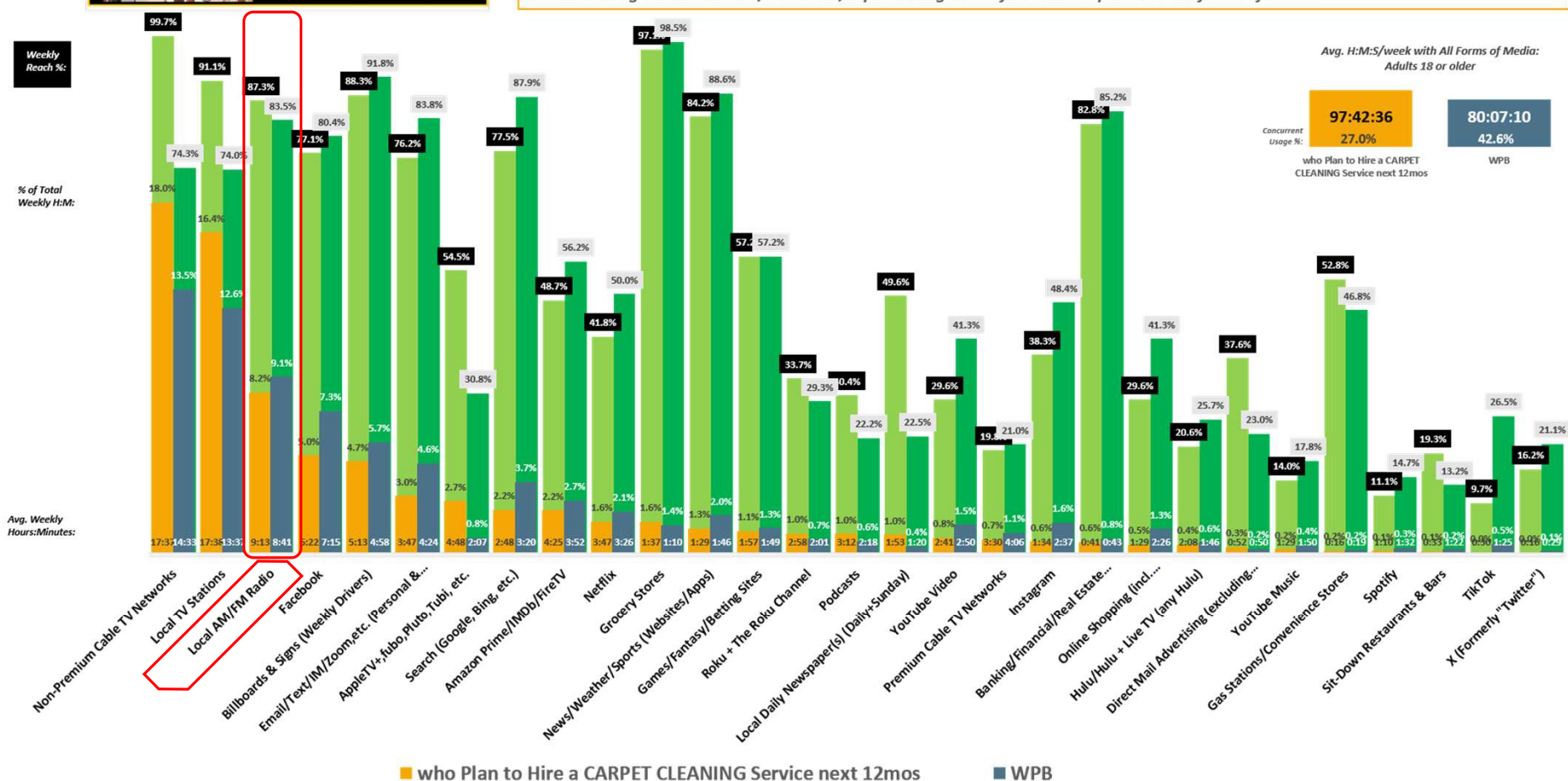


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 4 days, 3 hours, 24 minutes and 29 seconds each week with All Forms of Media.
 93.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 9 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



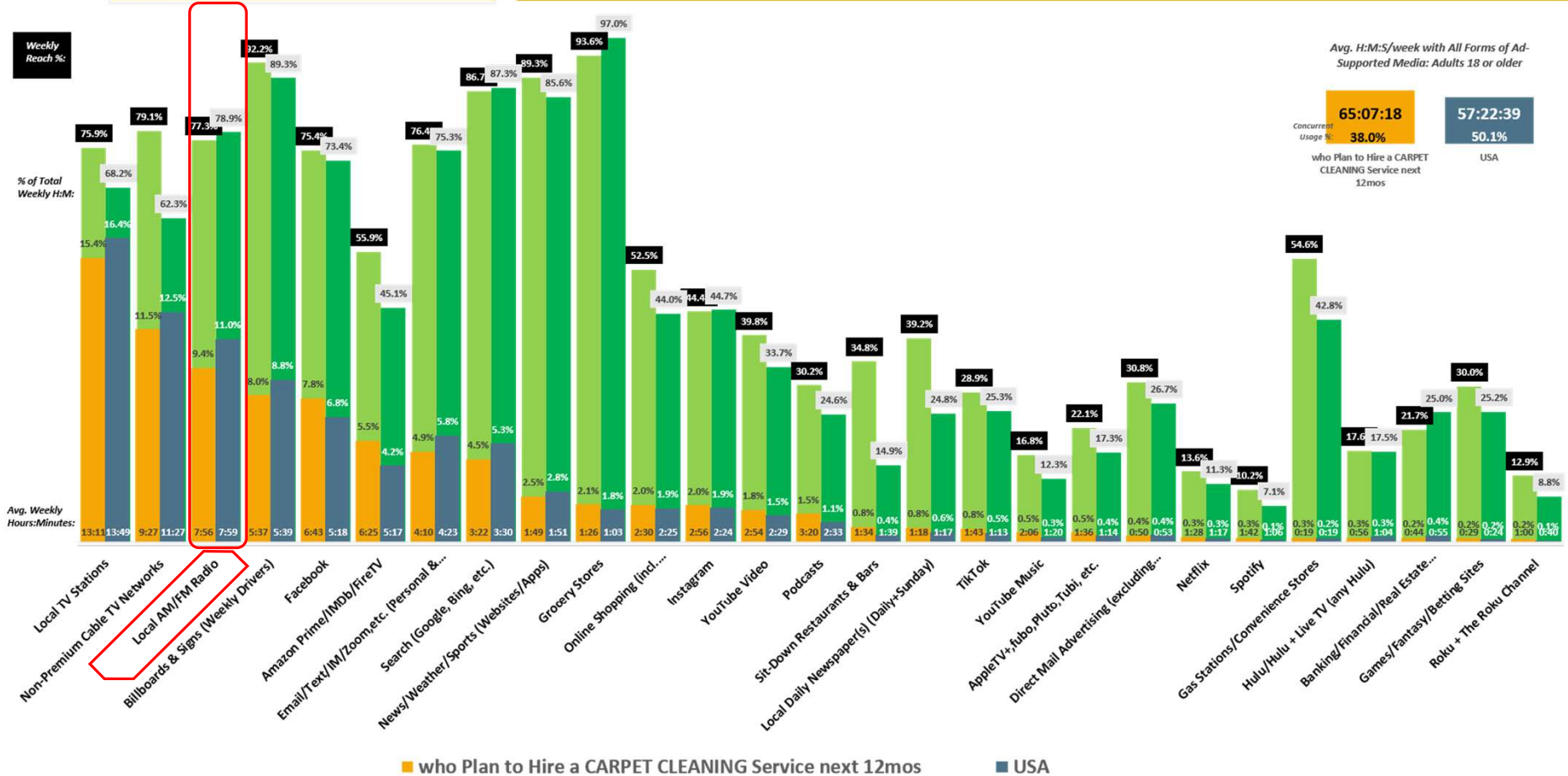


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 4 days, 1 hours, 42 minutes and 36 seconds each week with All Forms of Media.
87.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 9 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.





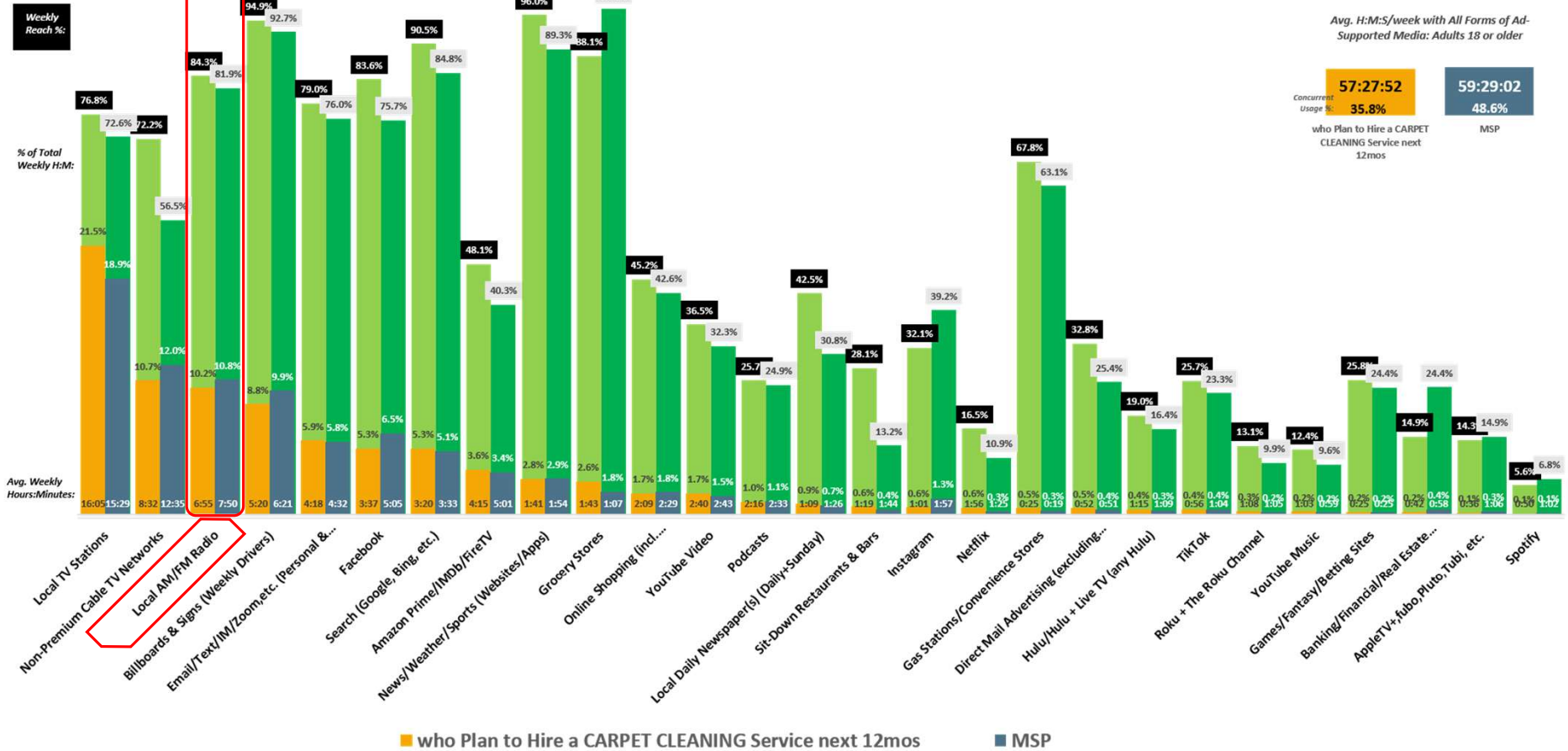
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 17 hours, 7 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 77.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 9 hours, 27 minutes and 52 seconds each week with All Forms of Ad-Supported Media.

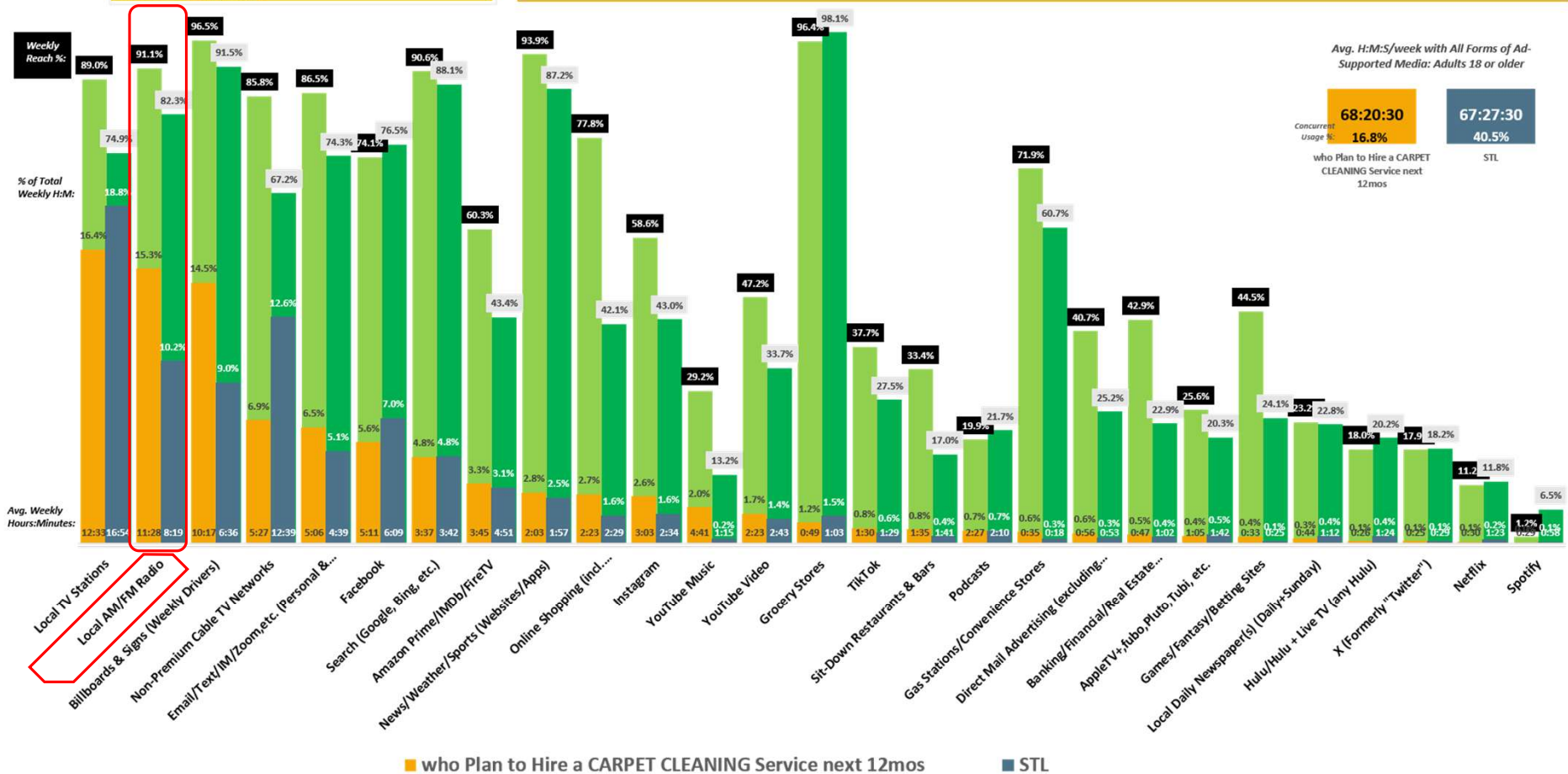
84.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 6 hours and 55 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.2% of total time spent with all forms of Ad-Supported Media.





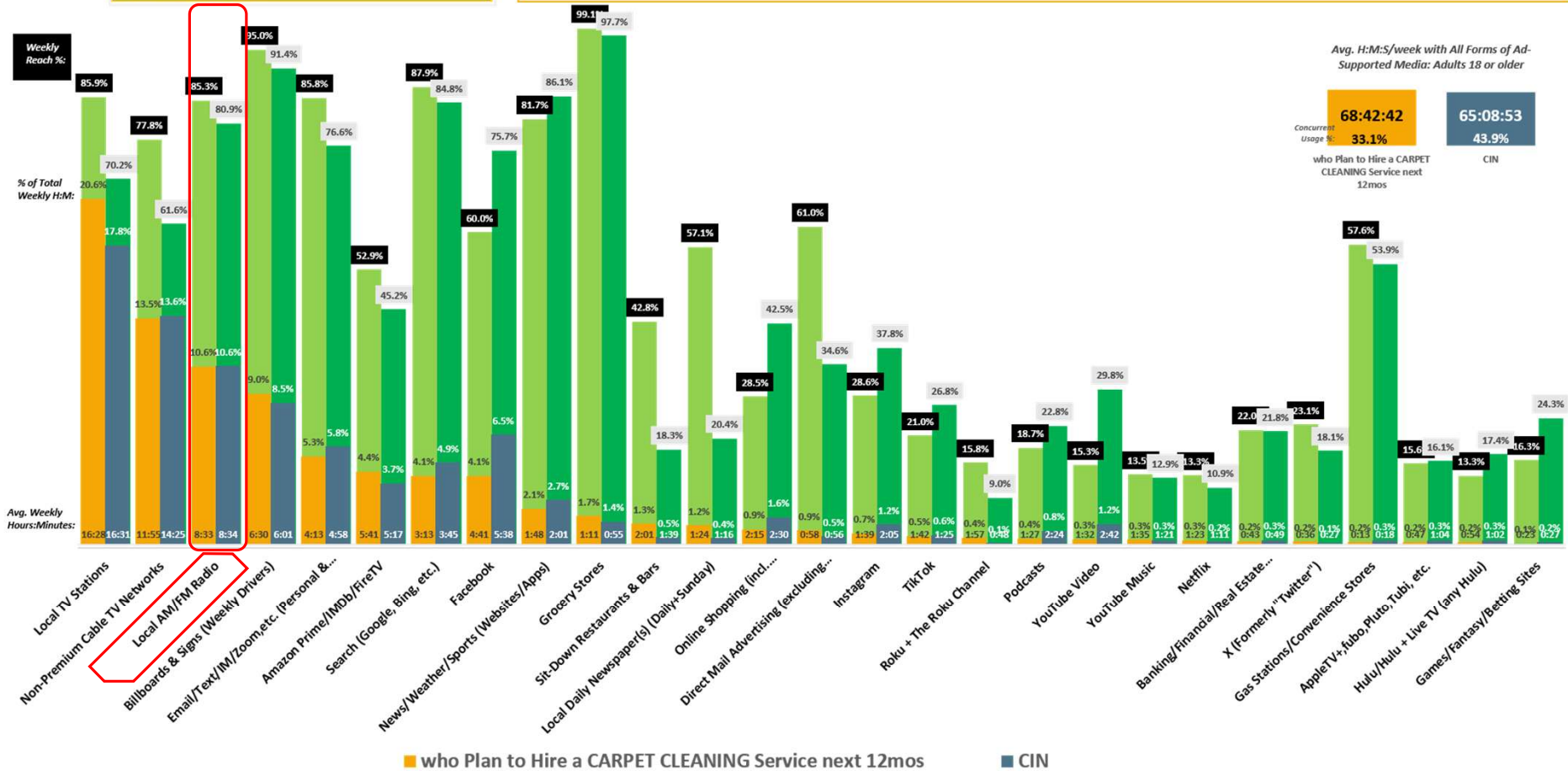
Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 20 hours, 20 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

91.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 11 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.3% of total time spent with all forms of Ad-Supported Media.



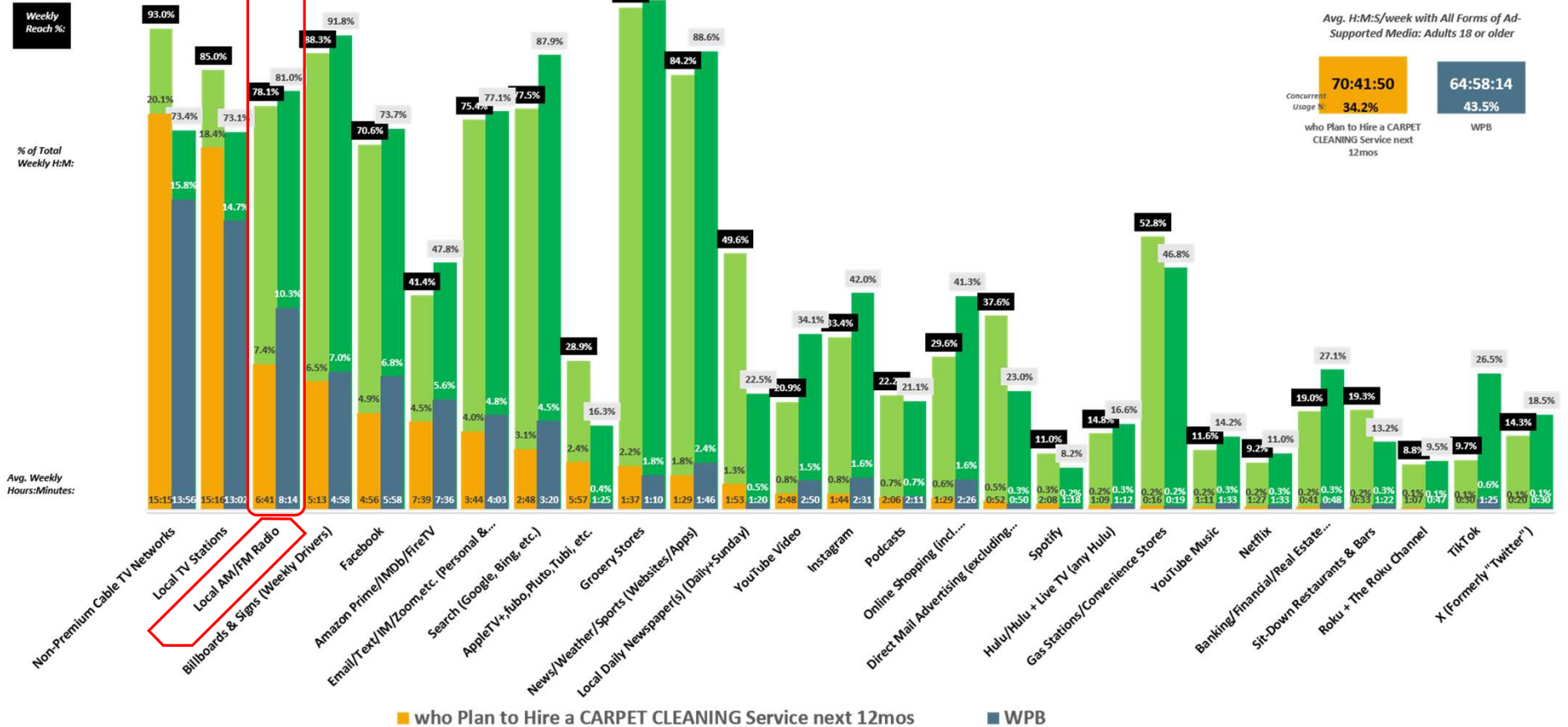


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 20 hours, 42 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
 85.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 8 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 2 days, 22 hours, 41 minutes and 50 seconds each week with All Forms of Ad-Supported Media.
 78.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an avg. of 6 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.4% of total time spent with all forms of Ad-Supported Media.





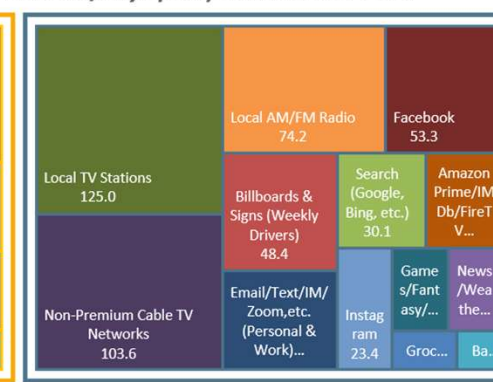
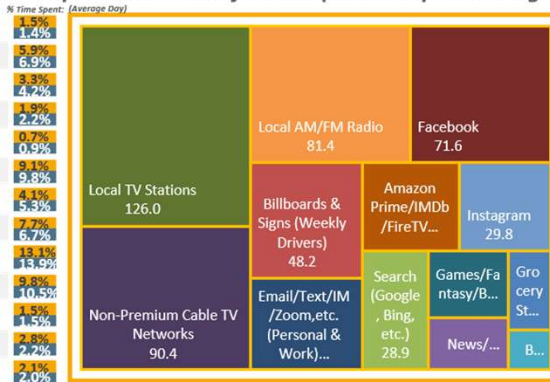
	(Average Week)	Total Persons:	
Grocery Stores	5,581,134	93.6%	
Boards & Signs (Weekly Drivers)	5,497,089	92.2%	
Search (Google, Bing, etc.)	5,170,600	86.7%	
Weather/Sports (Websites/Apps)	5,325,291	89.3%	
Local Real Estate (Websites/Apps)	4,800,743	80.5%	
Local AM/FM Radio	5,029,569	84.3%	
Zoom, etc. (Personal & Work)	4,867,961	81.6%	
Facebook	4,849,501	81.3%	
Local TV Stations	4,654,651	78.1%	
Non-Premium Cable TV Networks	4,854,745	81.4%	
Games/Fantasy/Betting Sites	3,408,259	57.2%	
Amazon Prime/IMDb/FireTV	3,321,175	56.8%	
Instagram	3,013,951	51.9%	

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

12:32
33.0%

10:23
48.3%

who Plan to Hire a CARPET CLEANING Service next 12mos



(Average Week)	Total Persons:	who Plan to Hire a CARPET CLEANING Service next 12mos	USA
Grocery Stores	5,581,134	93.6%	97.0%
Billboards & Signs (Weekly Drivers)	5,497,049	92.2%	89.3%
Search (Google, Bing, etc.)	5,170,600	86.7%	87.4%
News/Weather/Sports (Websites/Apps)	5,325,291	89.3%	85.6%
Local AM/FM Radio	4,607,223	77.3%	78.9%
Text/IM/Zoom, etc. (Personal & Work)	4,555,954	76.4%	75.5%
Facebook	4,493,669	75.4%	76.8%
Local TV Stations	4,349,784	75.9%	68.4%
Non-Premium Cable TV Networks	4,718,252	79.1%	67.4%
Amazon Prime/IMDb/FirTV	3,332,999	55.9%	45.1%
Instagram	2,646,228	44.4%	44.7%
Streaming (Food/Auctions/Travel), etc.	3,127,878	52.5%	44.0%
Gas Stations/Convenience Stores	3,254,316	54.6%	42.4%

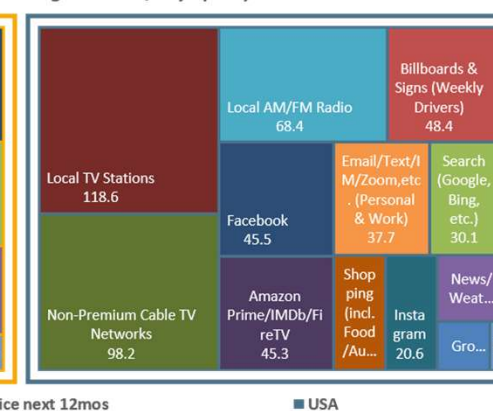
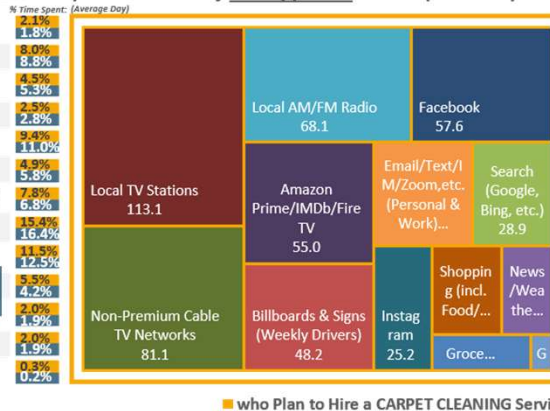
Avg. Hours+Minutes/day with All Forms of Ad-Supported Media: Adults 35 or older

9:18
38.0%

8:11
50.1%

who Plan to Hire a CARPET CLEANING Service next 12mos

USA



■ USA
soefa.ai Share of Everything
for Anything ®

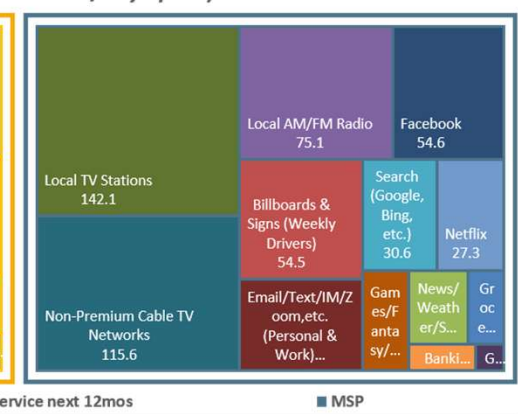
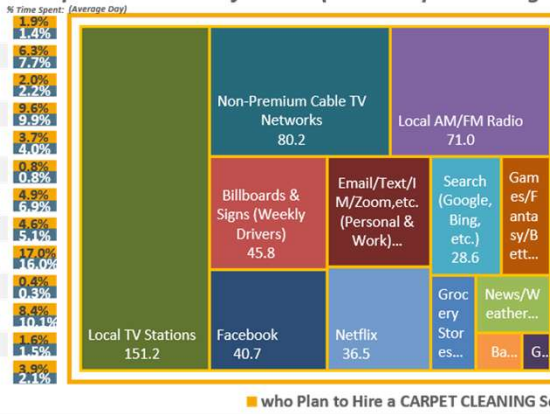
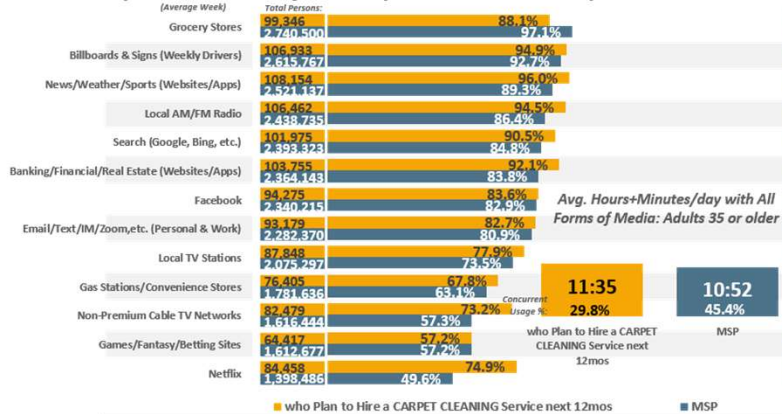
((Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service))



Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 8 hours and 12 minutes each day with All Forms of Ad-Supported Media. 84.3% listen to Local AM/FM Radio for an avg. of 59.3 minutes/day. (Local Radio delivers 10.2% of Time with Ad-Supported Media.)

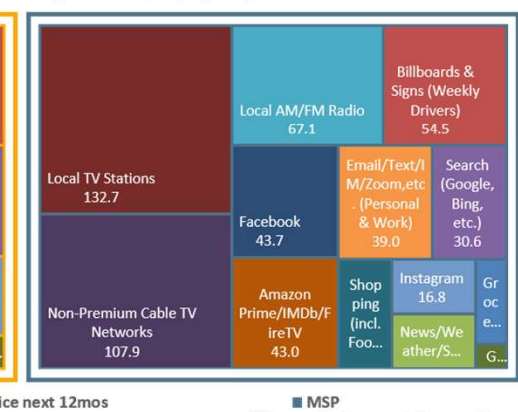
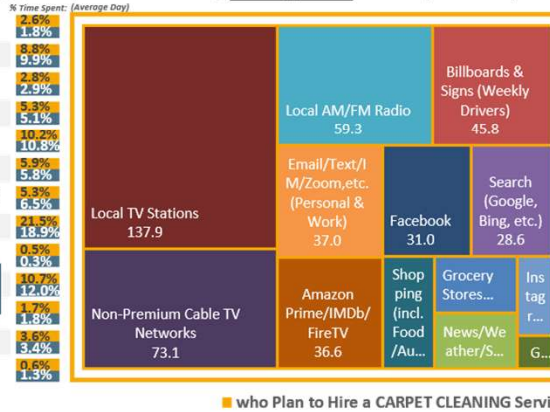
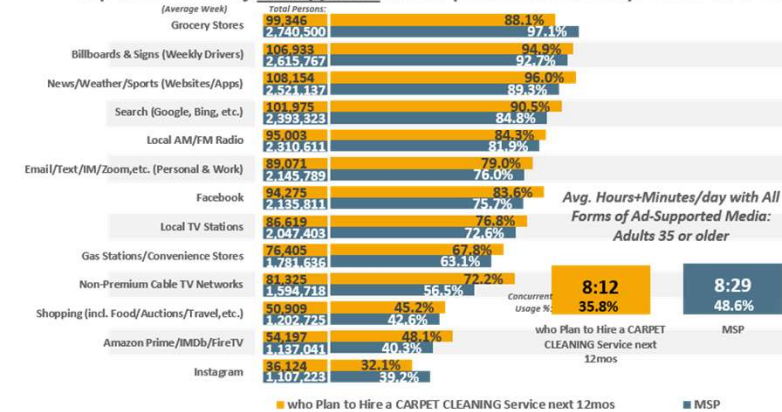
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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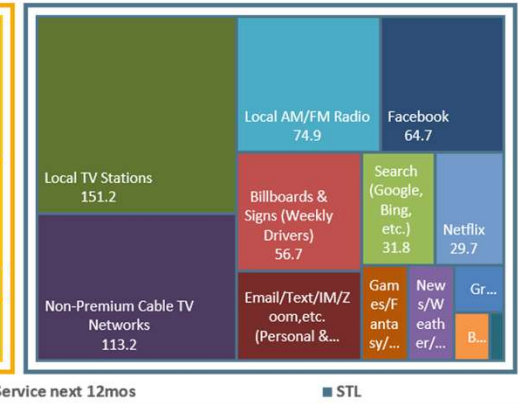
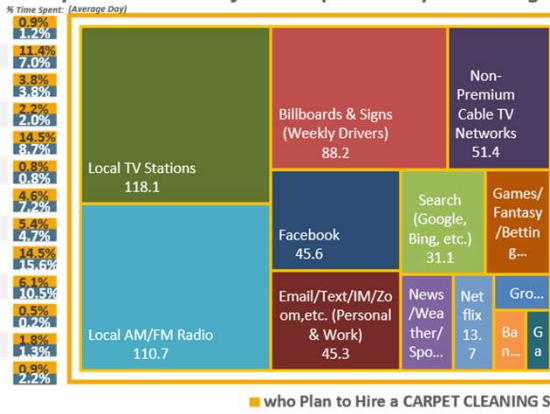
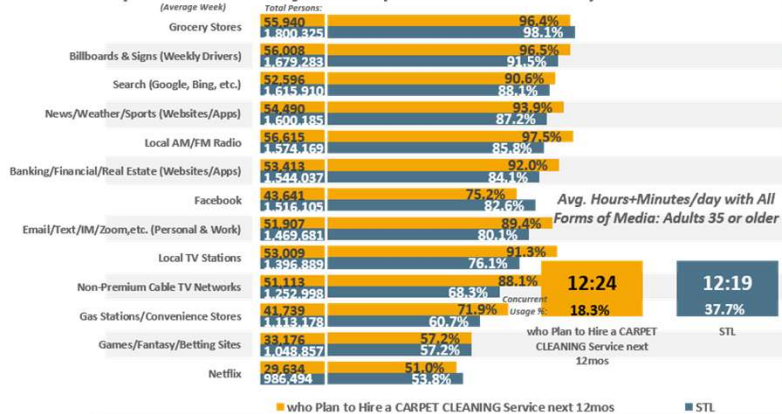
[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 9 hours and 45 minutes each day with All Forms of Ad-Supported Media. 91.1% listen to Local AM/FM Radio for an avg. of 98.3 minutes/day. (Local Radio delivers 15.3% of Time with Ad-Supported Media.)

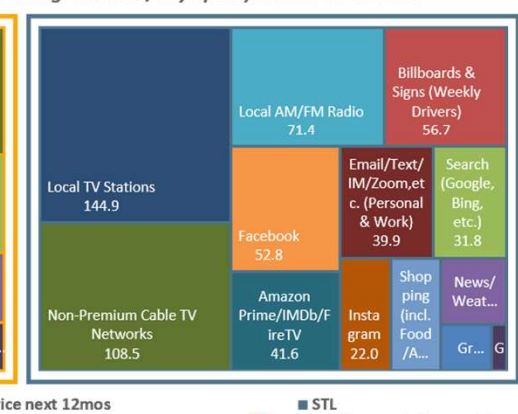
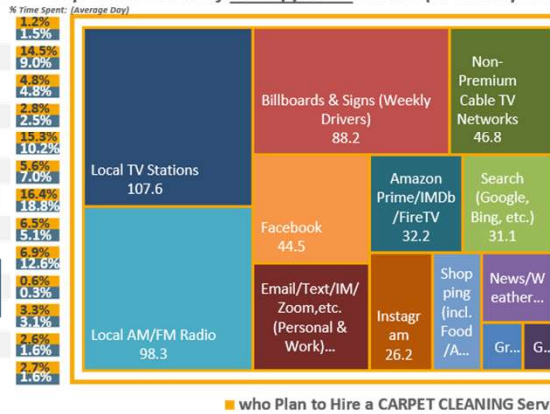
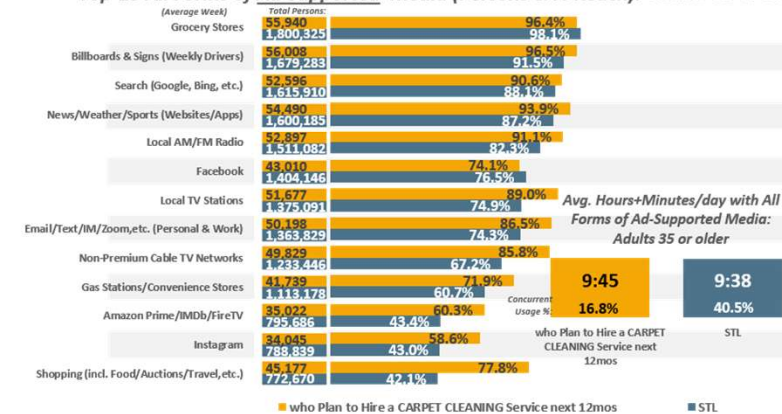
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

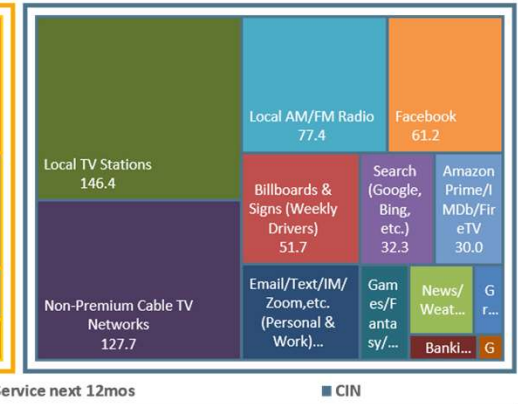
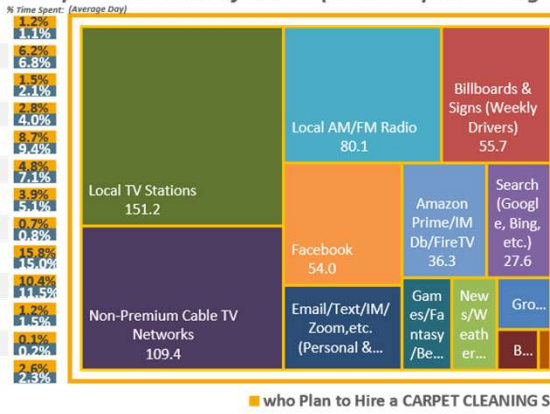
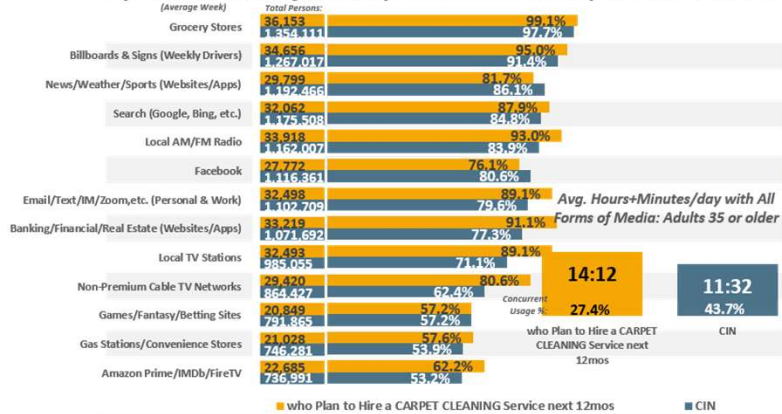
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



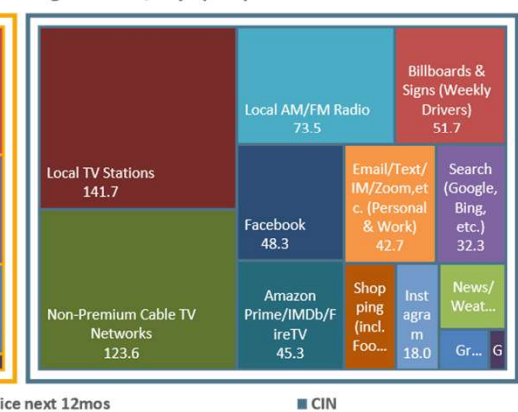
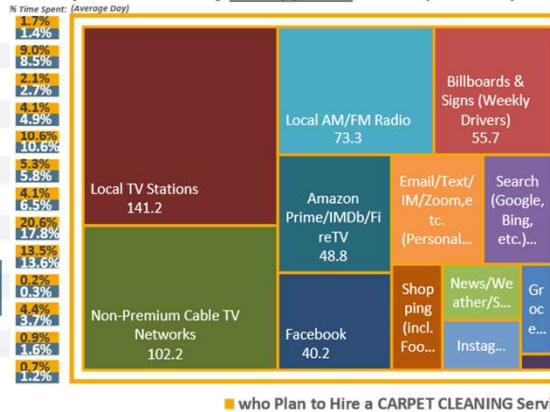
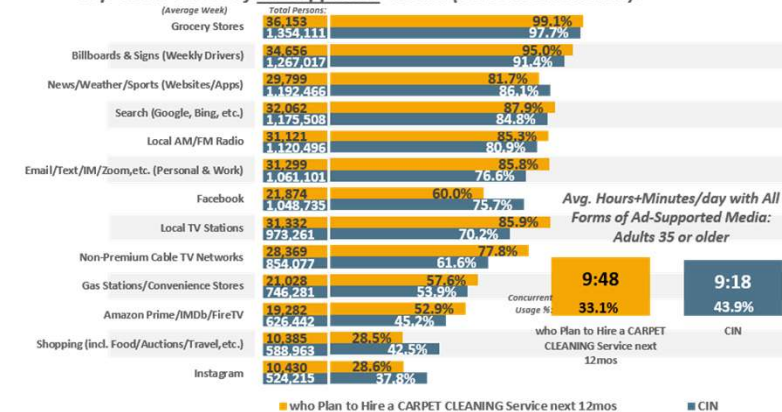


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 9 hours and 48 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 73.3 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

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



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



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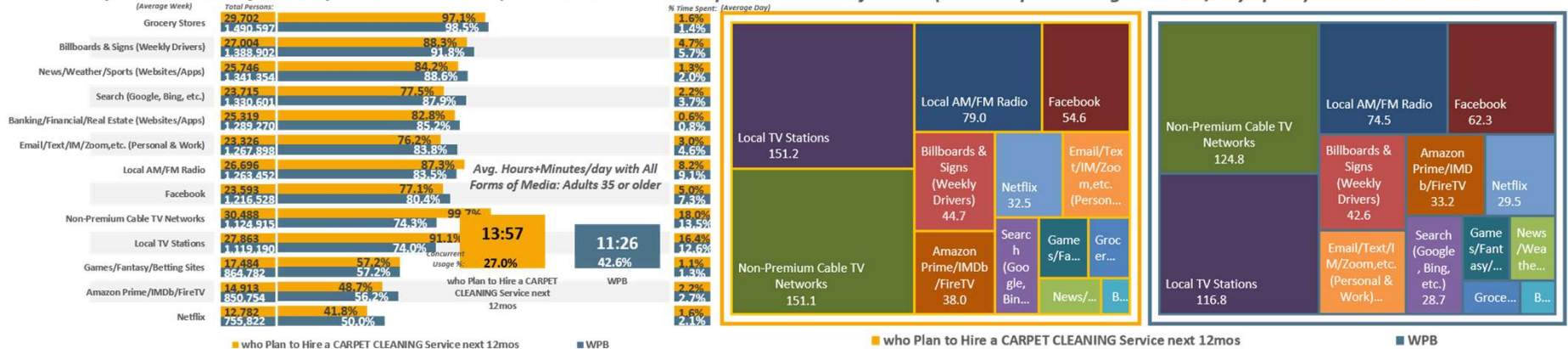
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

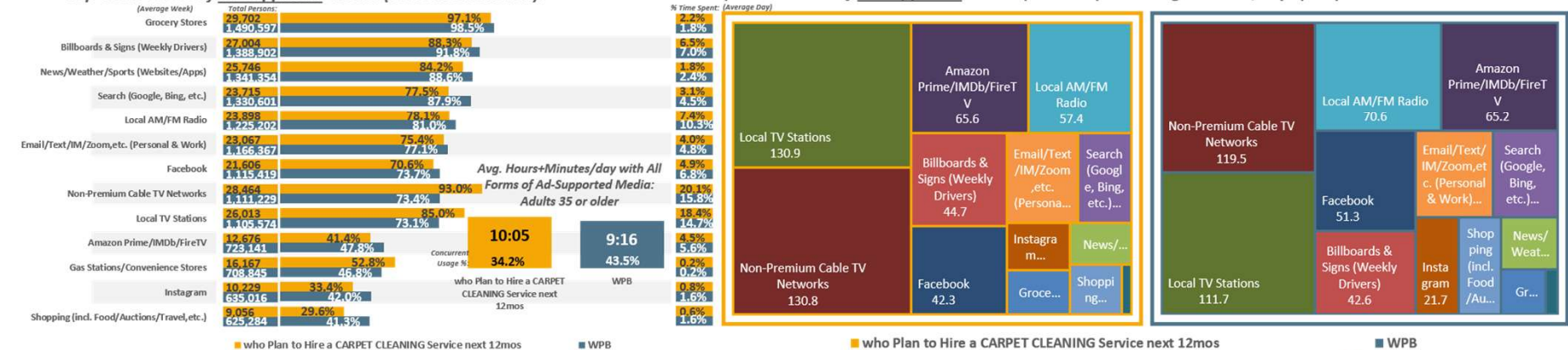


Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 10 hours and 5 minutes each day with All Forms of Ad-Supported Media. 78.1% listen to Local AM/FM Radio for an avg. of 57.4 minutes/day. (Local Radio delivers 7.4% of Time with Ad-Supported Media.)

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



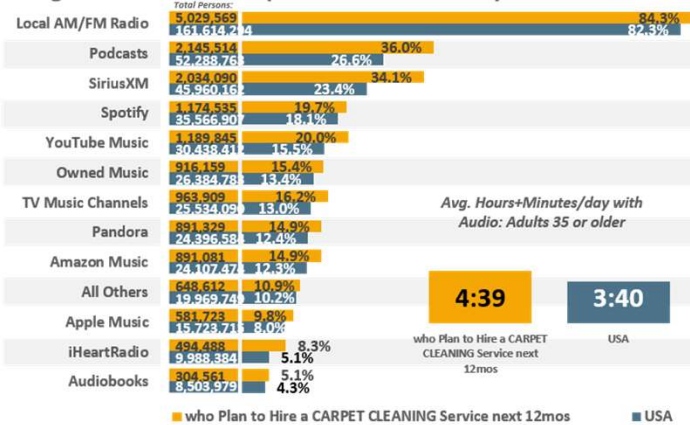
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



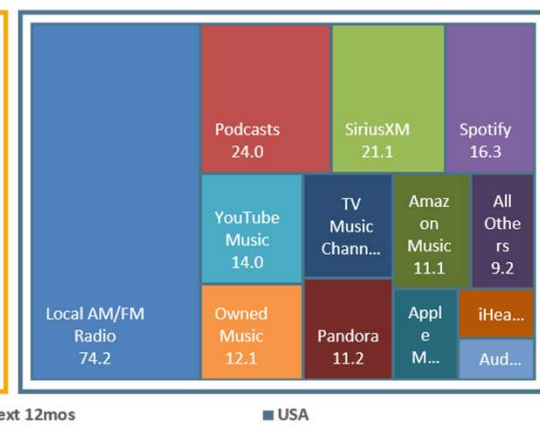
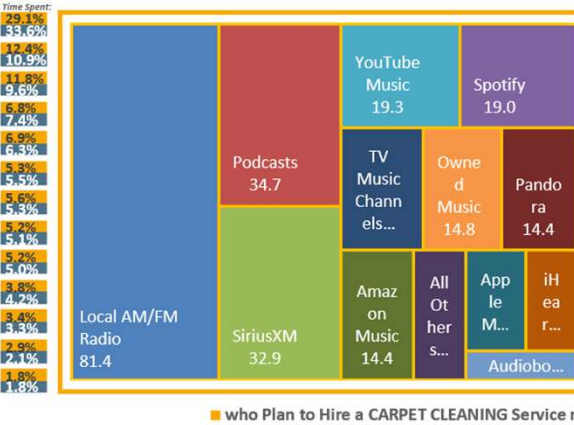


4,607,223 or 77.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

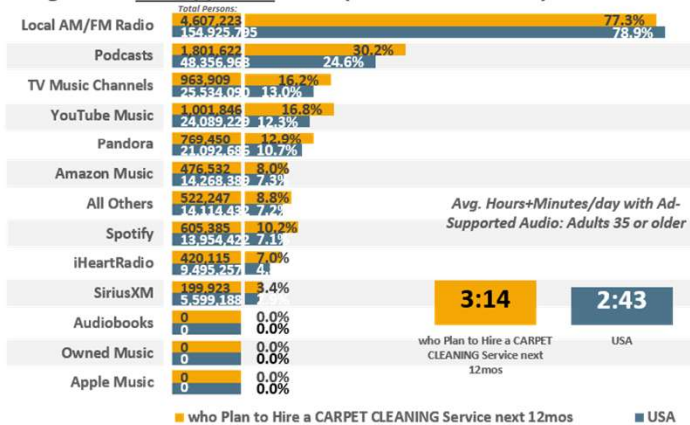
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



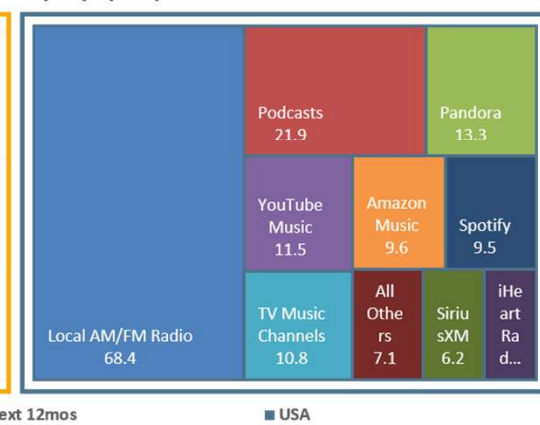
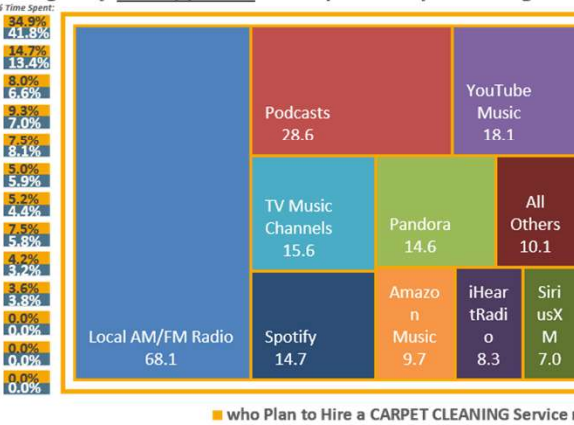
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



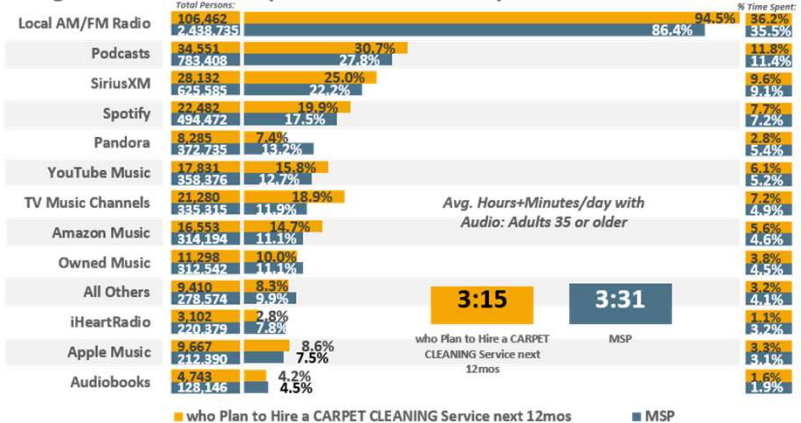
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



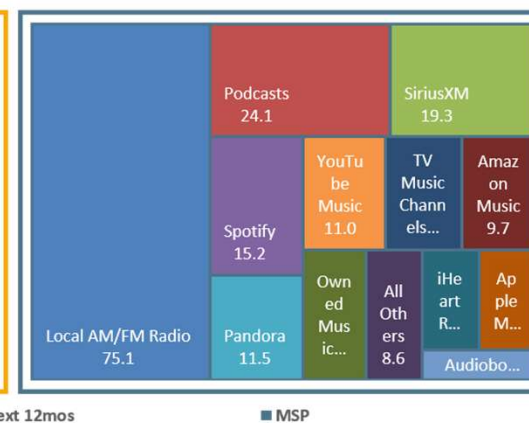
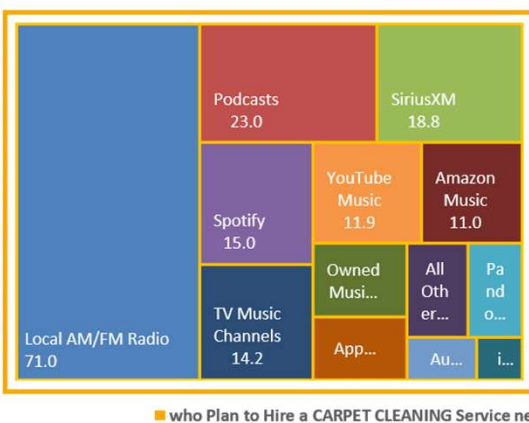


95,003 or 84.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

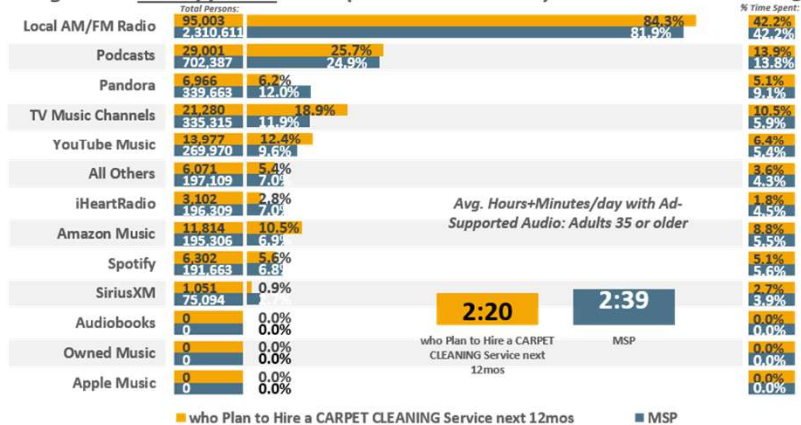
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



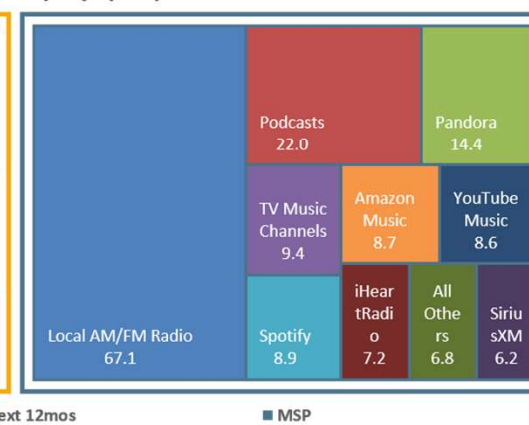
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

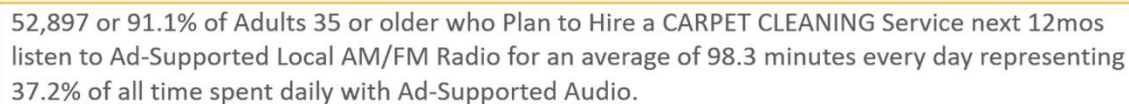


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older

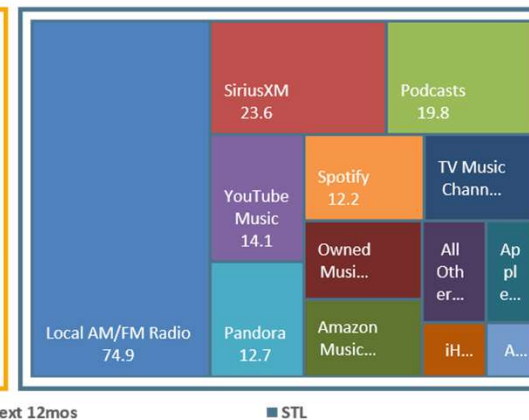
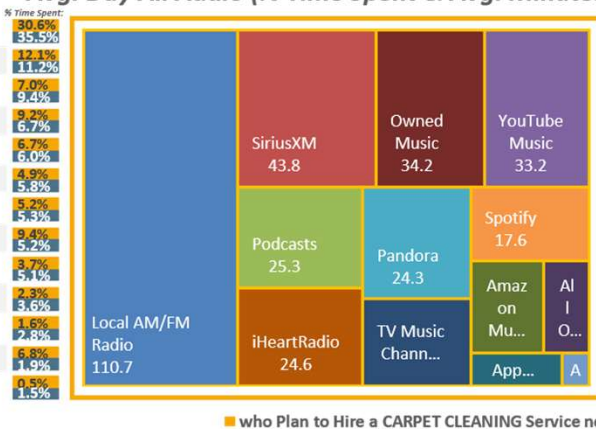


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

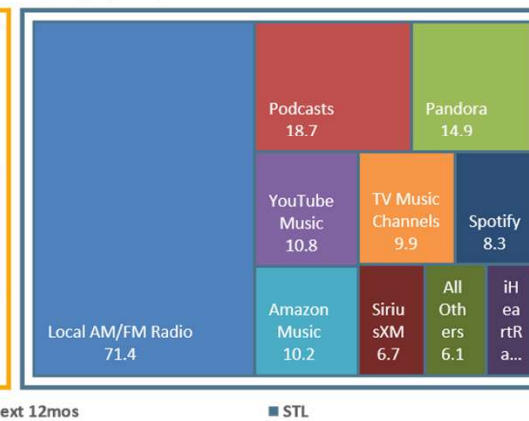




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



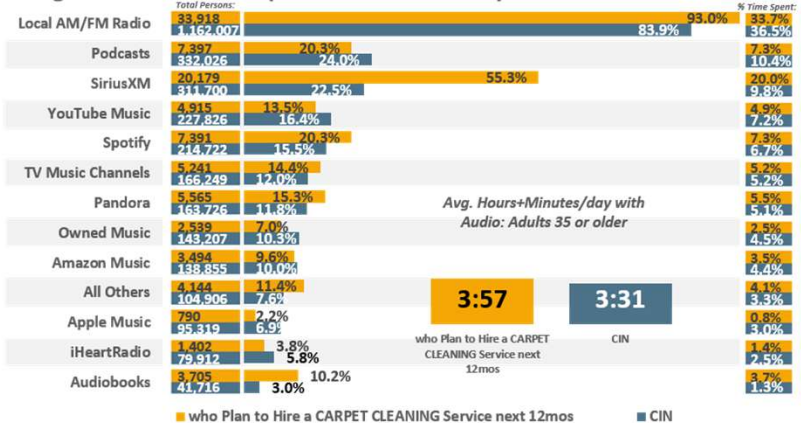
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for Anything

[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

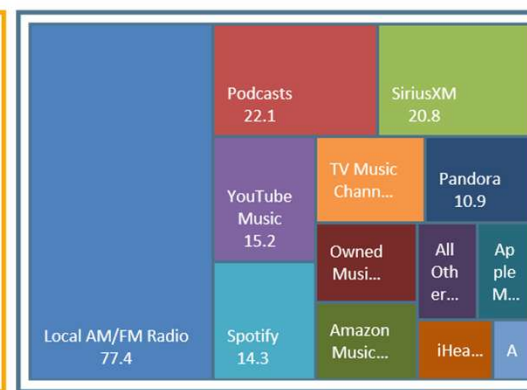
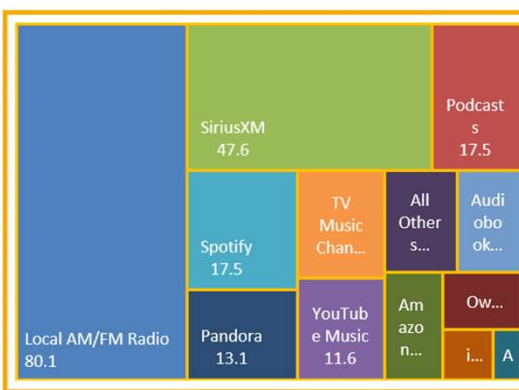


31,121 or 85.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.

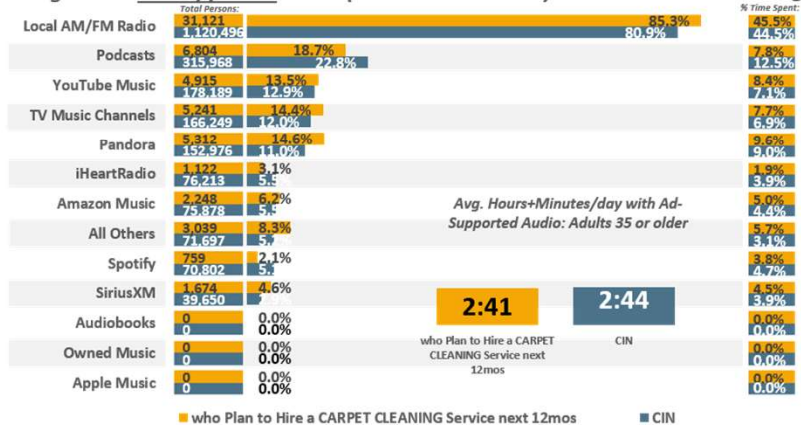
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



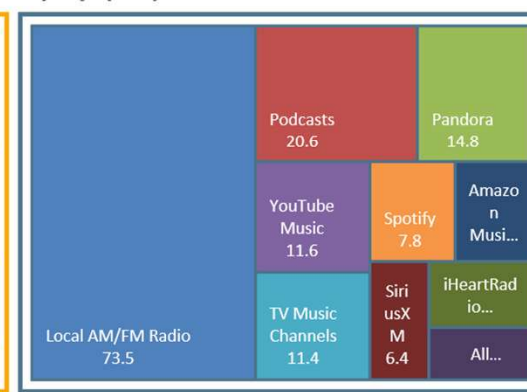
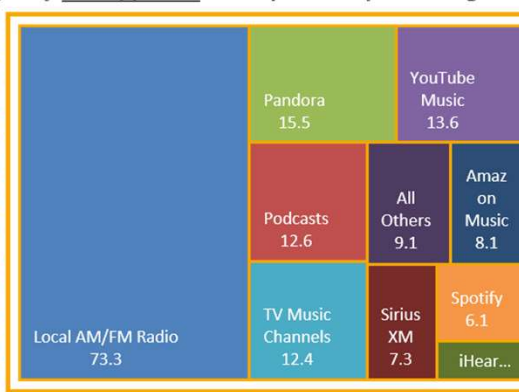
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



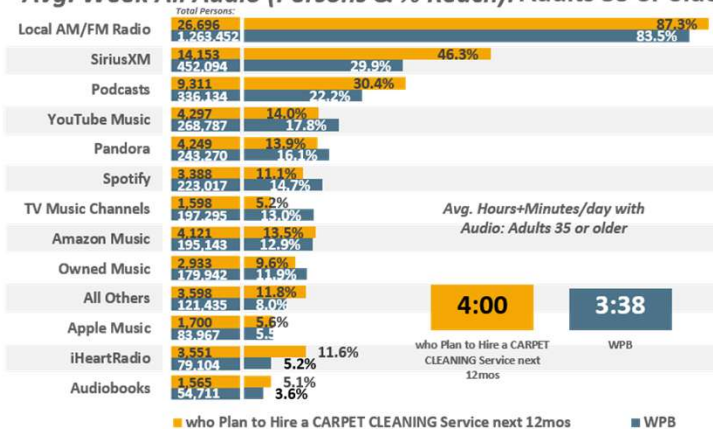
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



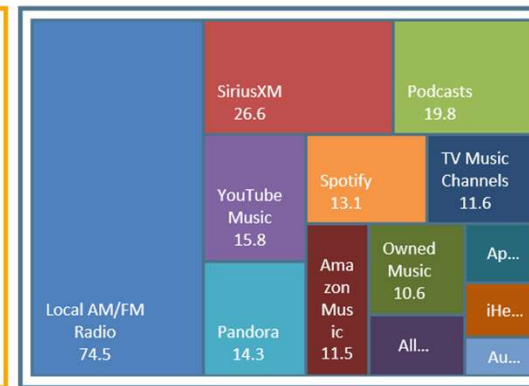
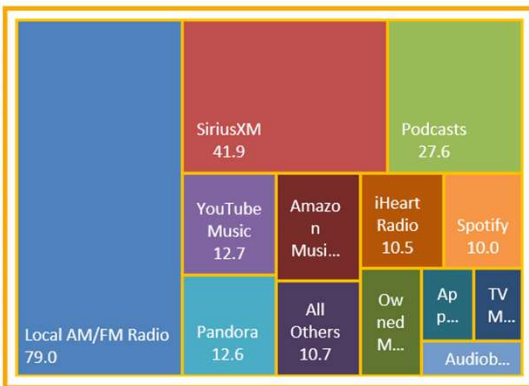


23,898 or 78.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

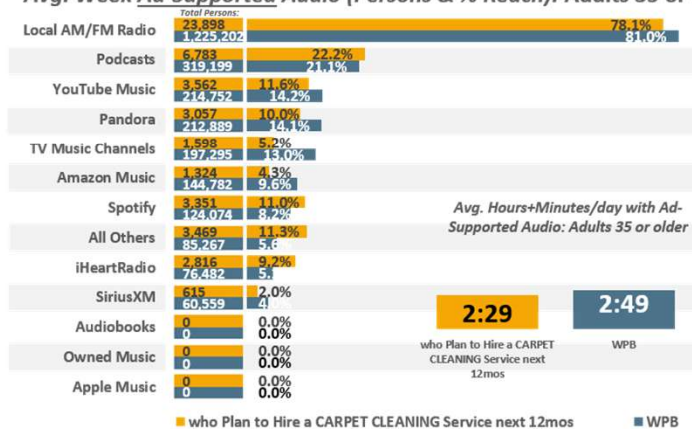
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



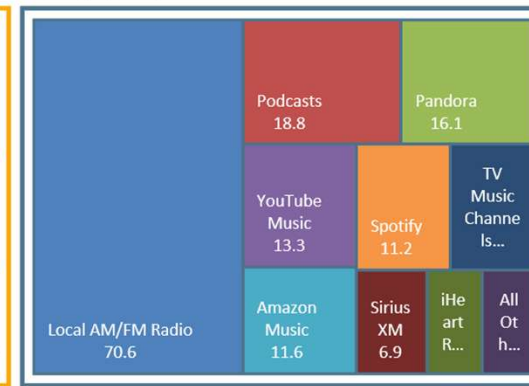
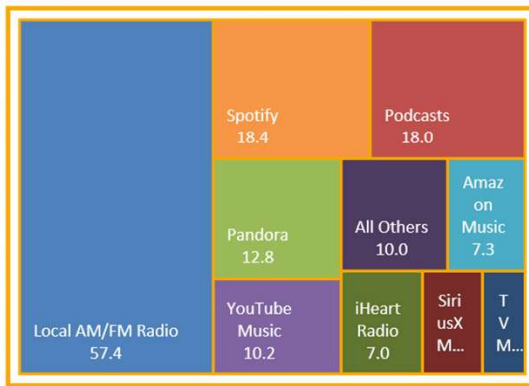
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

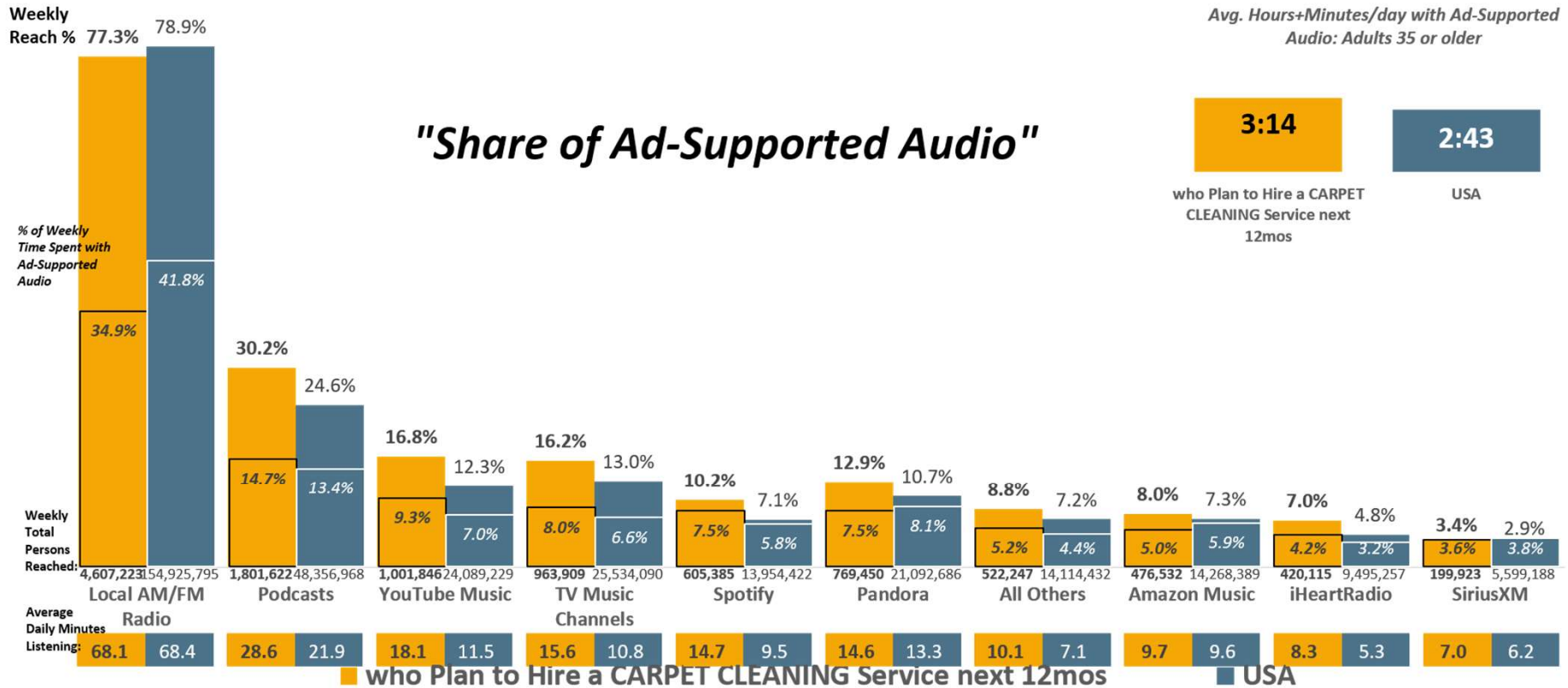


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



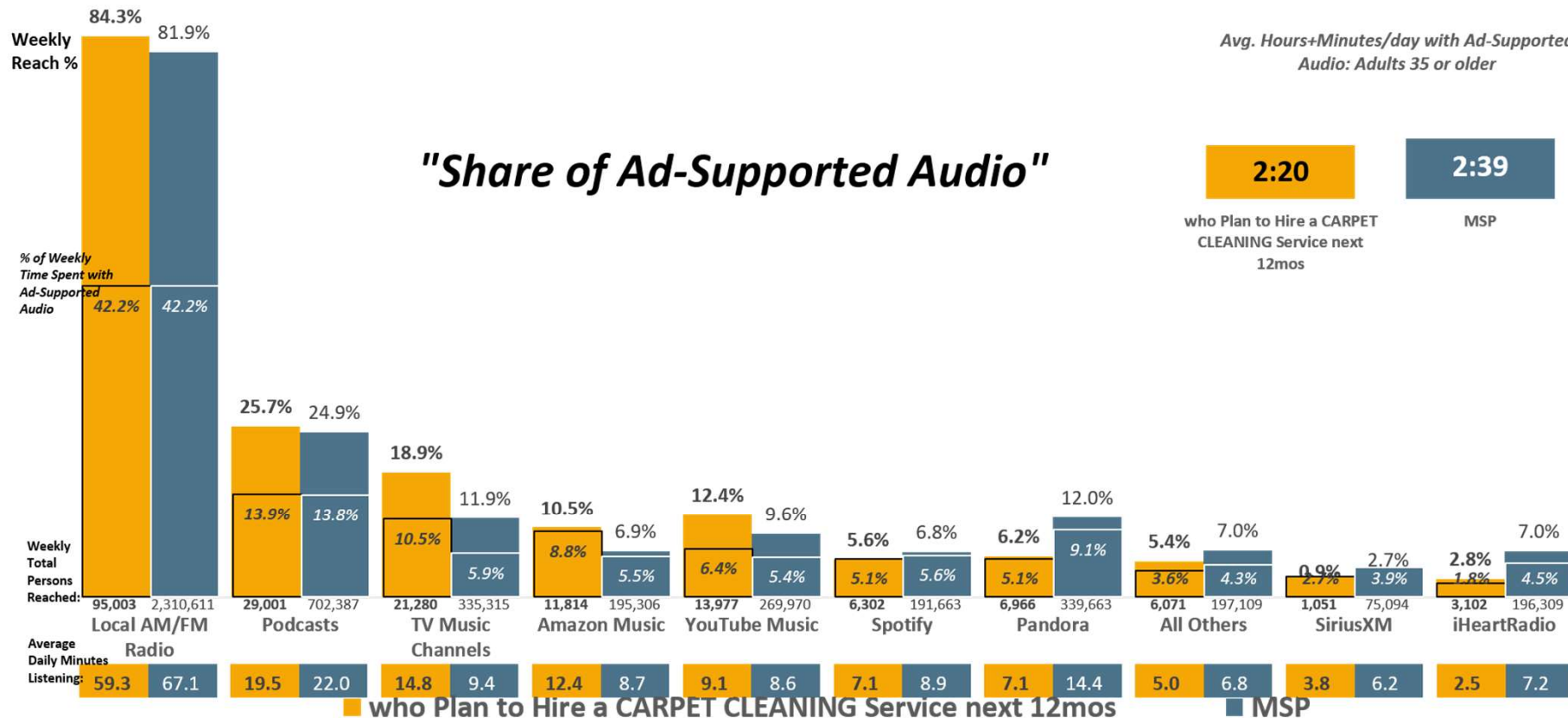


4,607,223 or 77.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 68.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



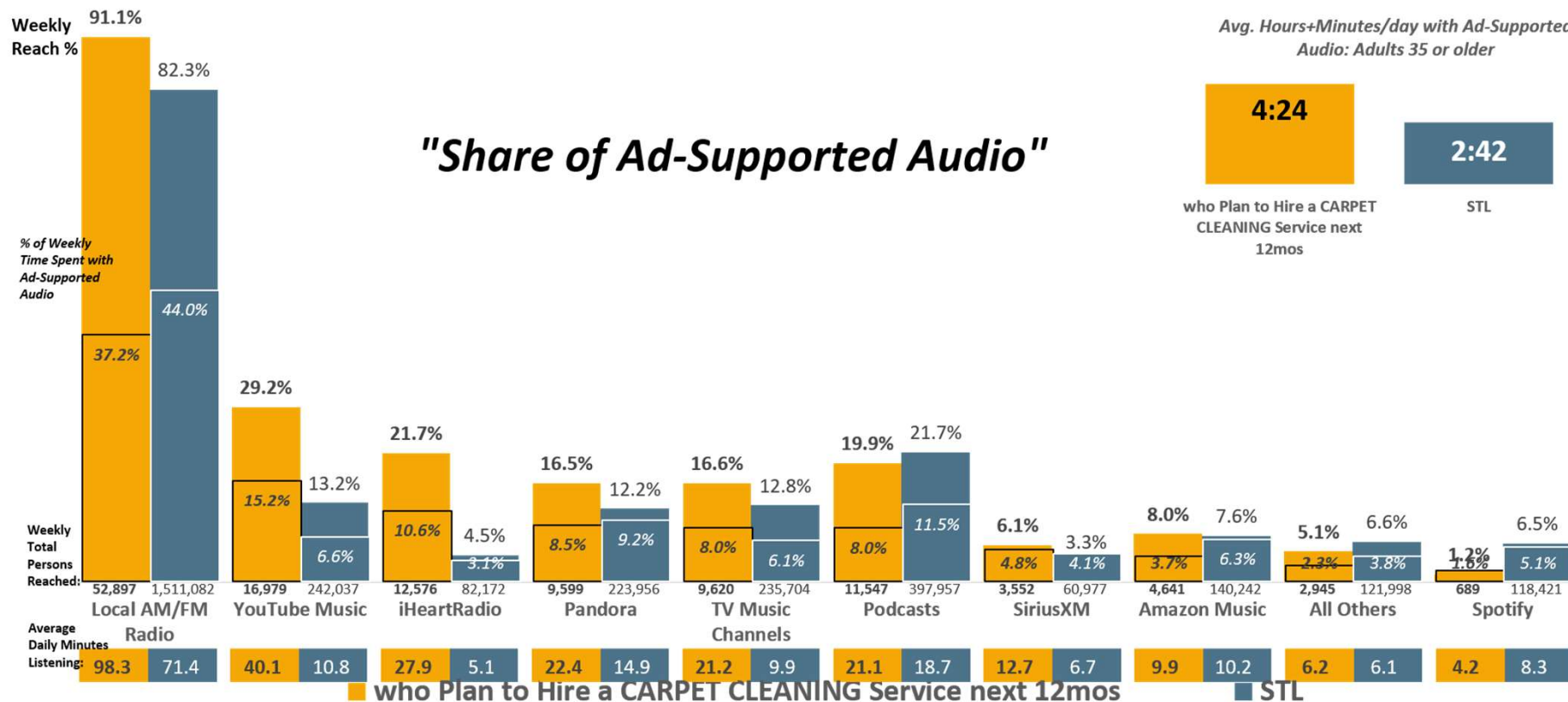


95,003 or 84.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 59.3 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



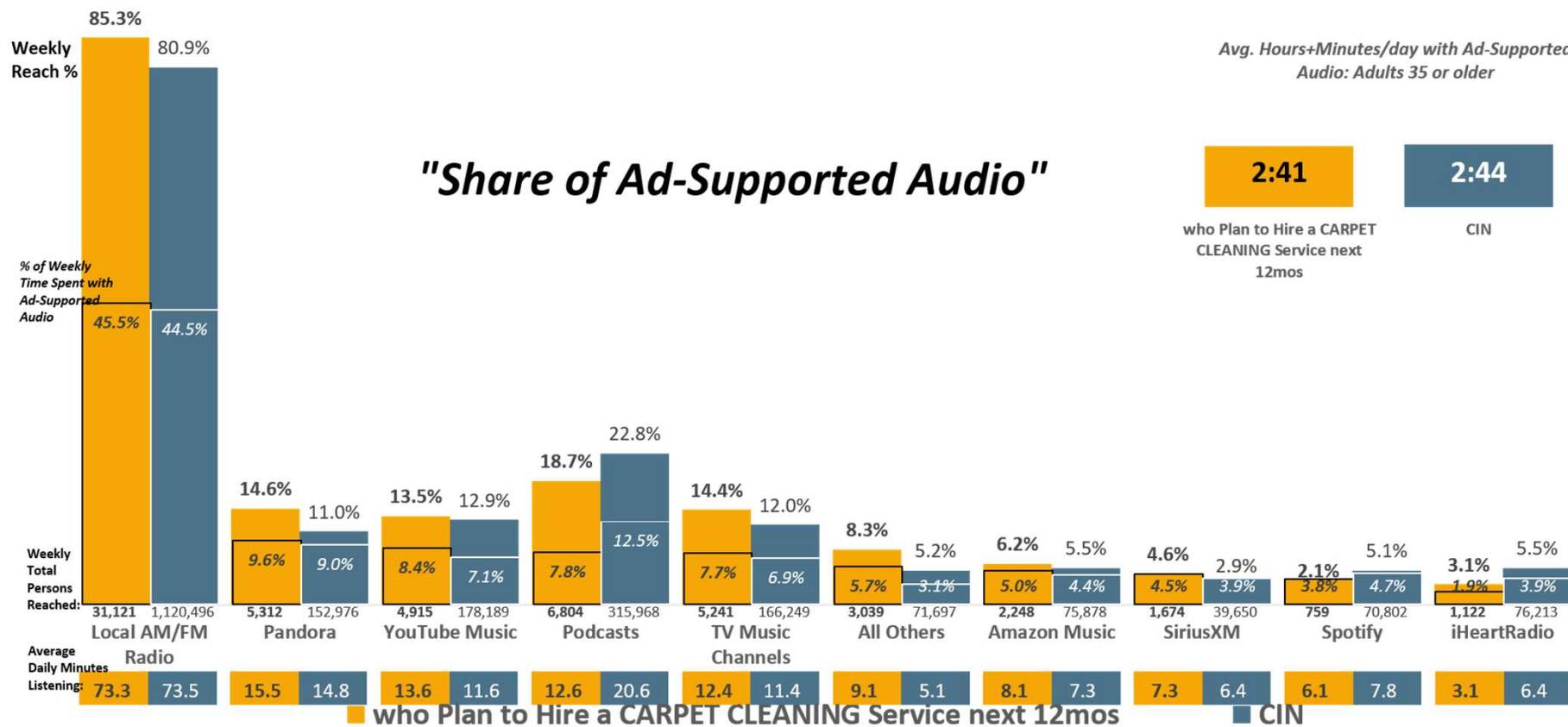


52,897 or 91.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 98.3 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



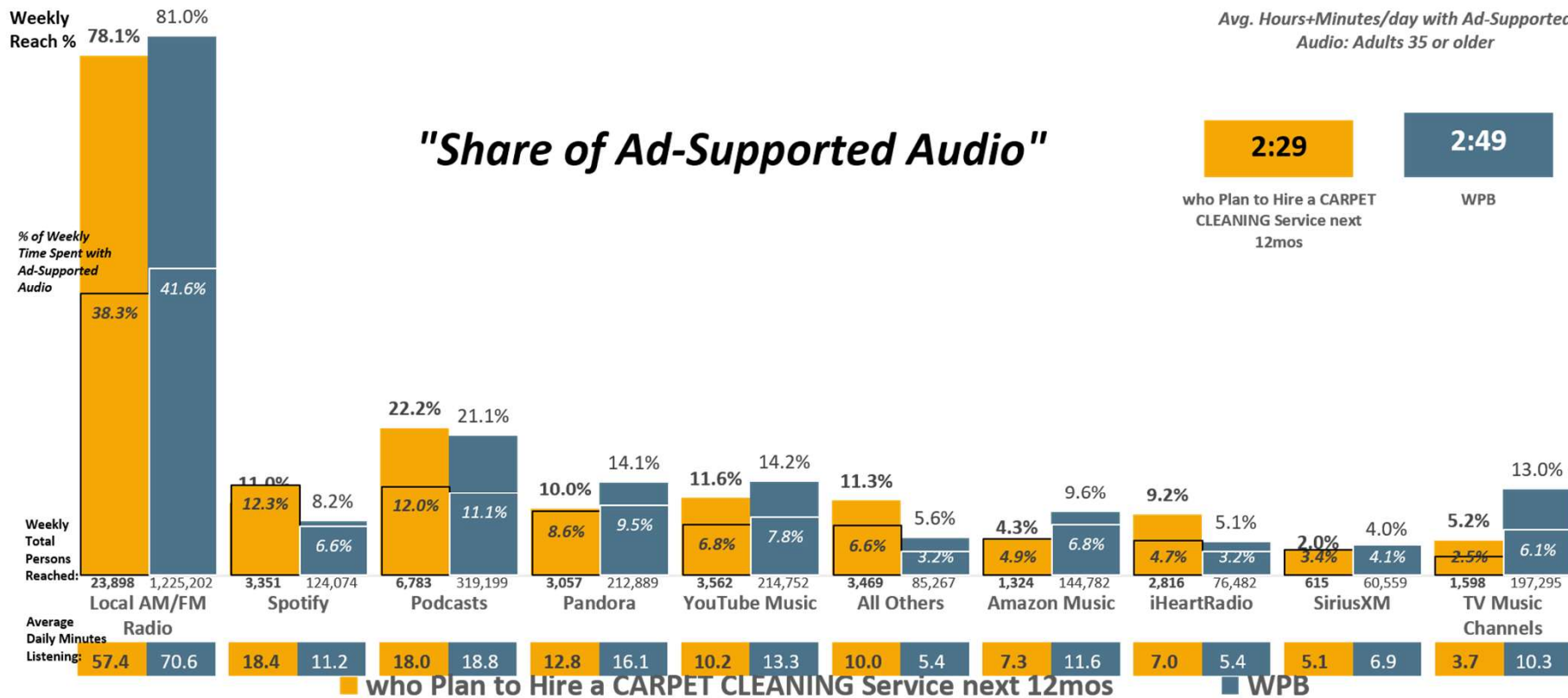


31,121 or 85.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.





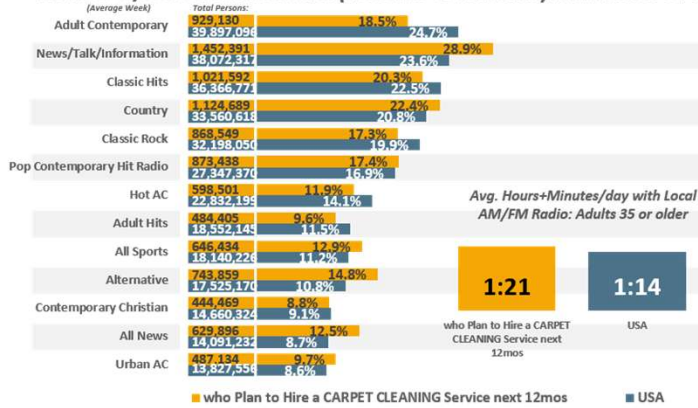
23,898 or 78.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 57.4 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



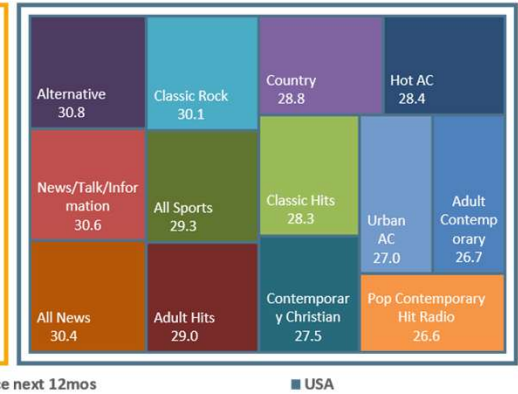


4,607,223 or 77.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Pop Contemporary Hit Radio, and Classic Rock.

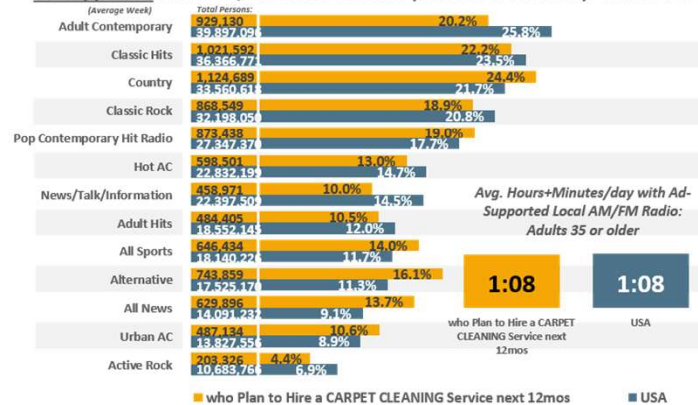
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



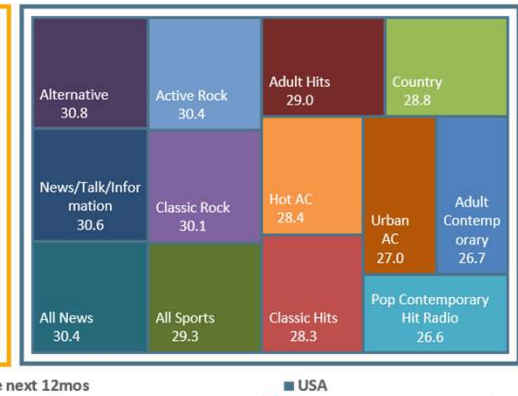
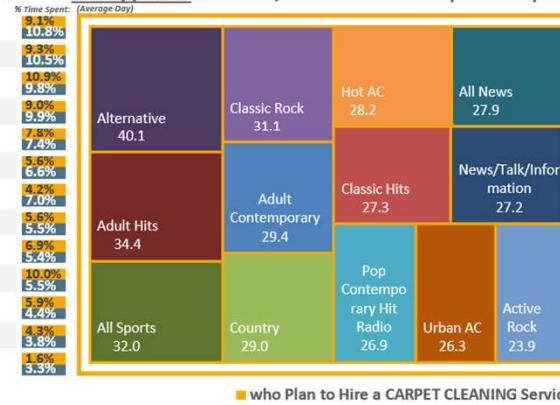
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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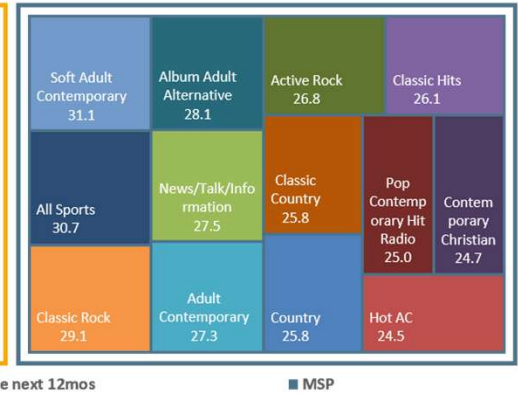
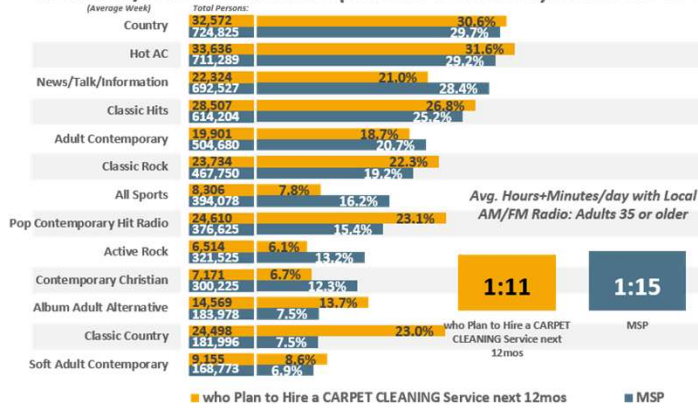
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

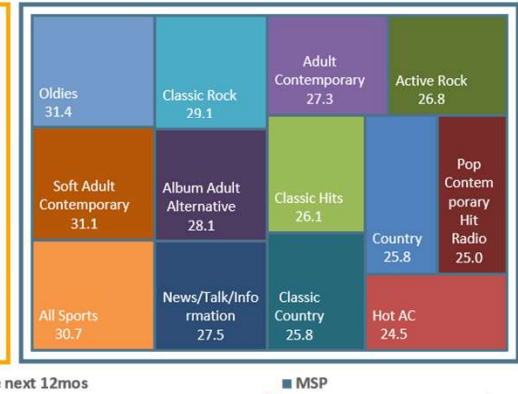
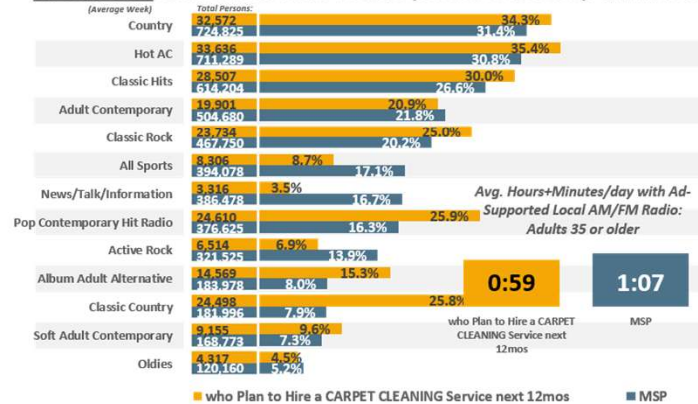


95,003 or 84.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Pop Contemporary Hit Radio, and Classic Country.

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**



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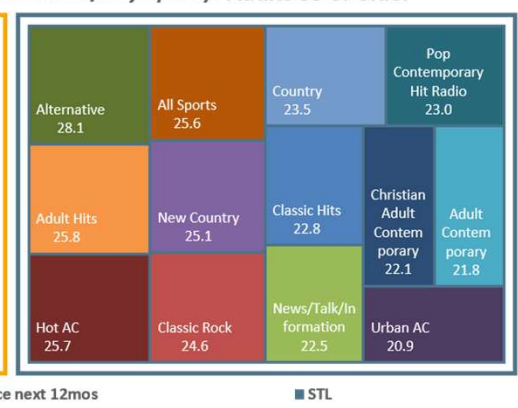
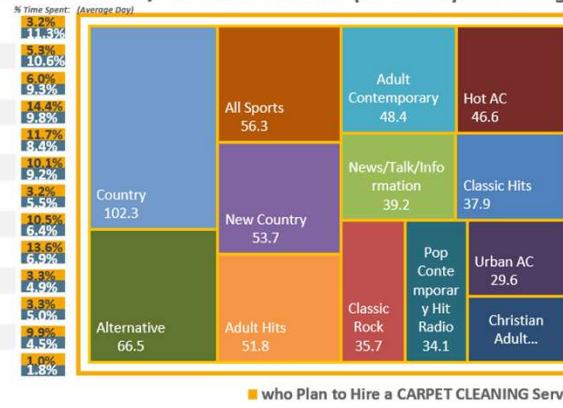
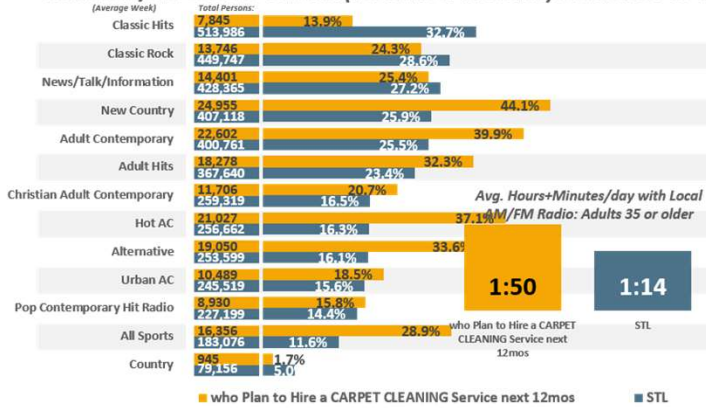
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

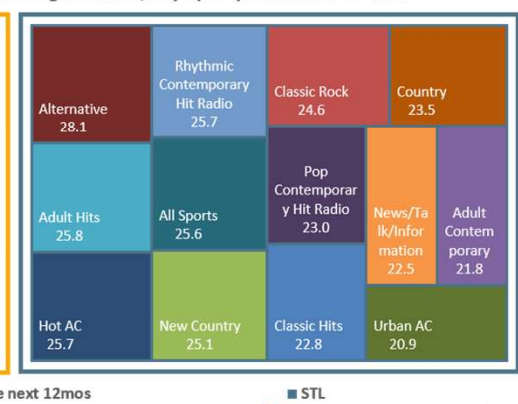
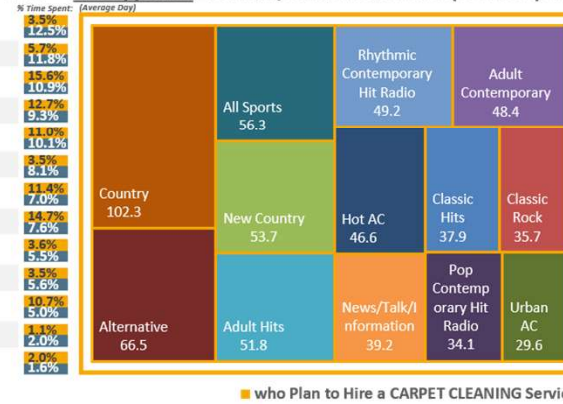
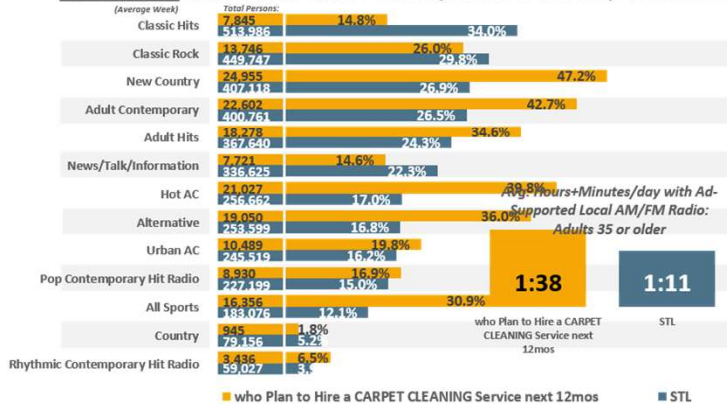


52,897 or 91.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Contemporary, Hot AC, Alternative, and Adult Hits.

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



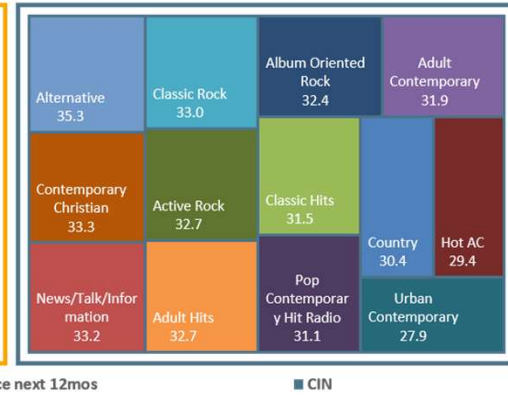
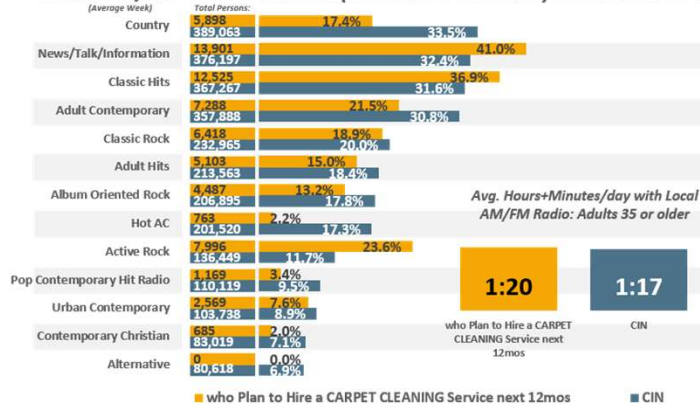
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



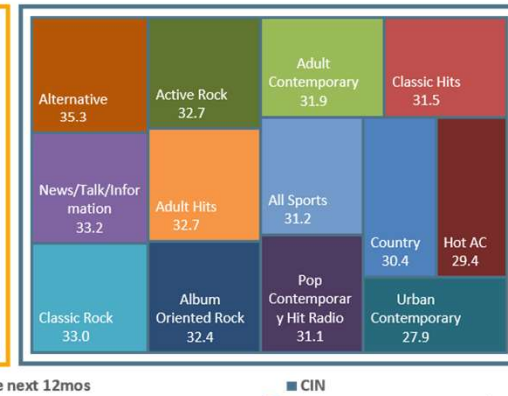
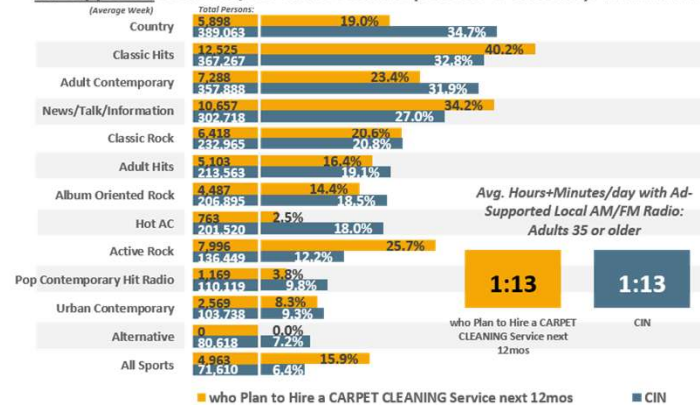


31,121 or 85.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, News/Talk/Information, Active Rock, Adult Contemporary, and Classic Rock.

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**

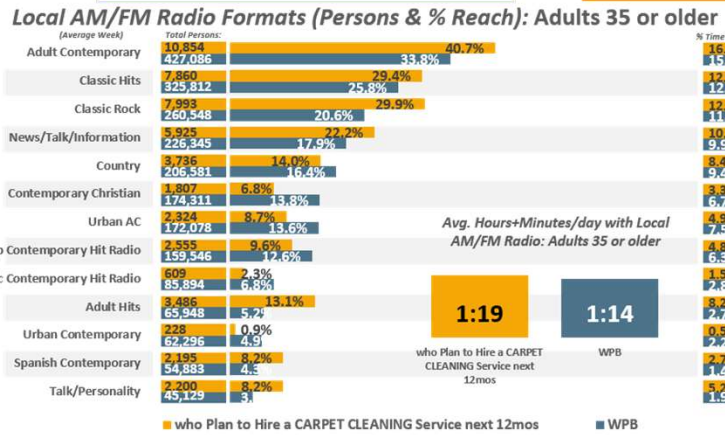


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





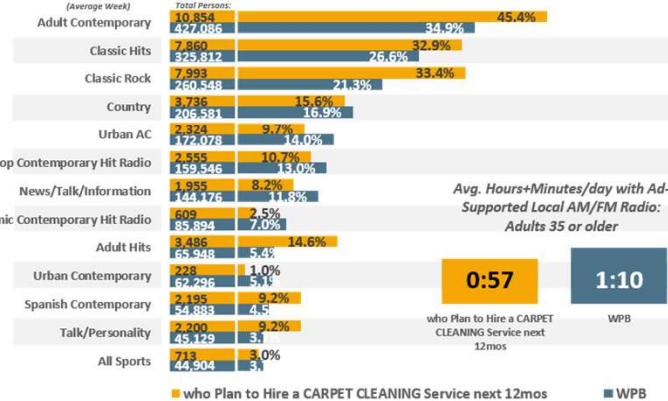
23,898 or 78.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and Adult Hits.



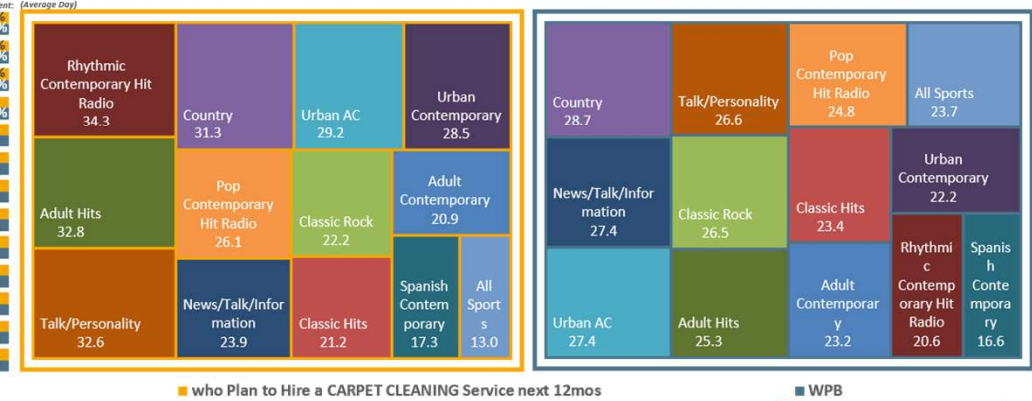
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

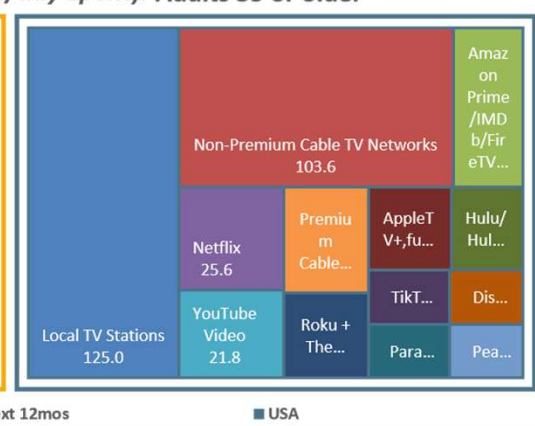
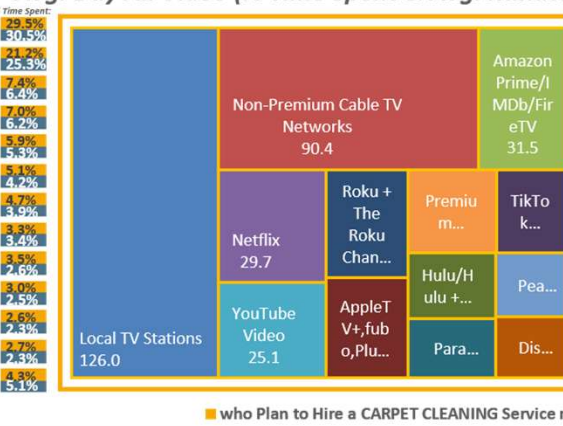
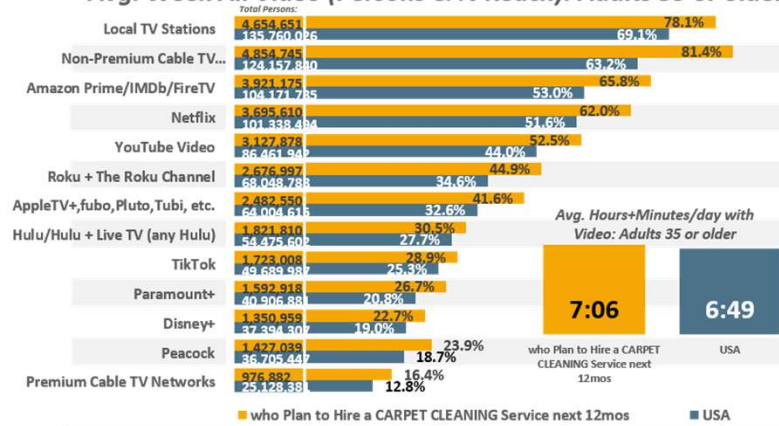




4,523,794 or 75.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 113.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

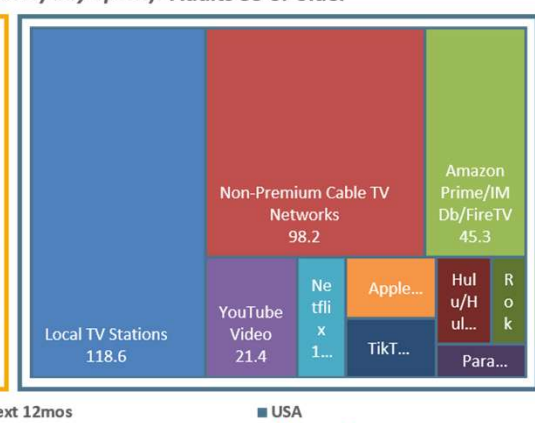
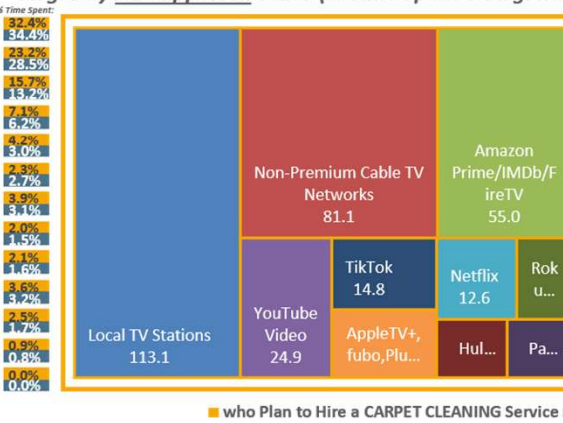
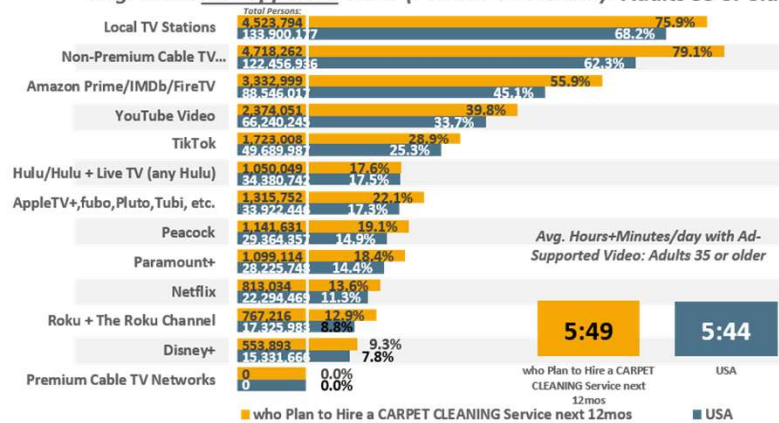
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



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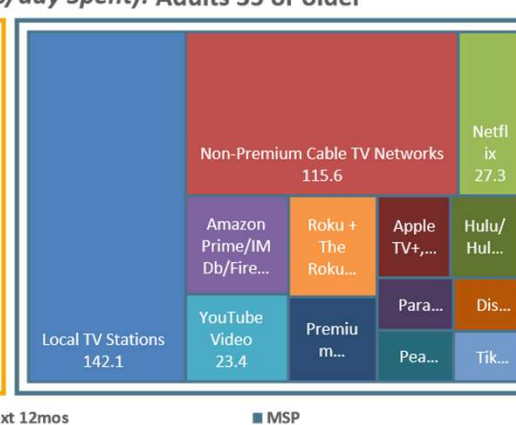
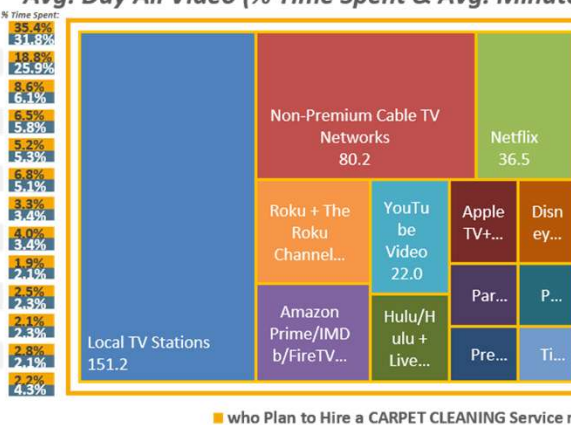
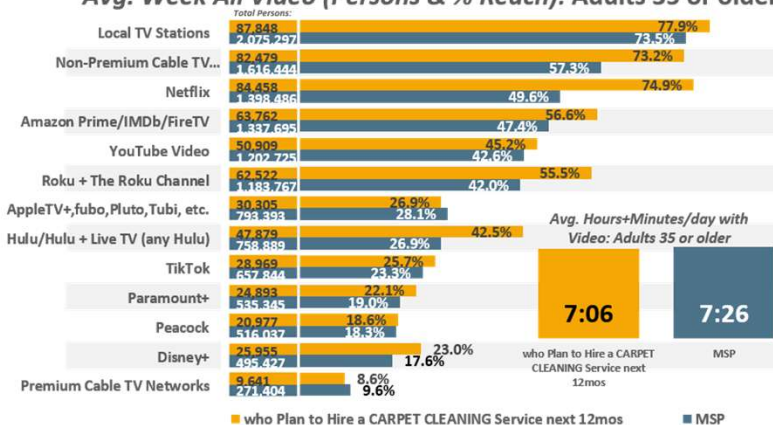
[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



86,619 or 76.8% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 137.9 minutes every day representing 41.5% of all time spent daily with Ad-Supported Video.

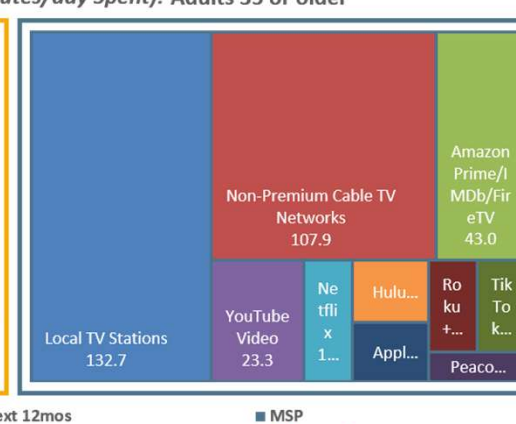
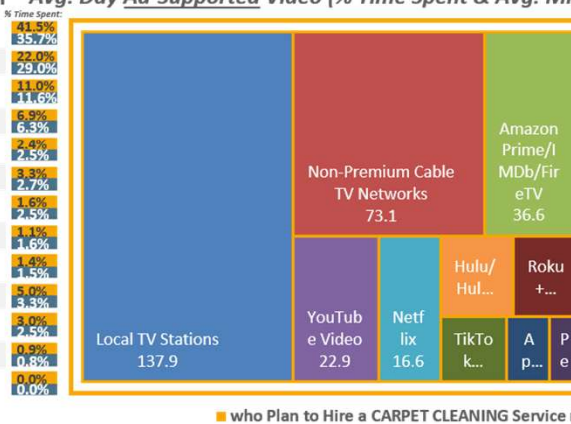
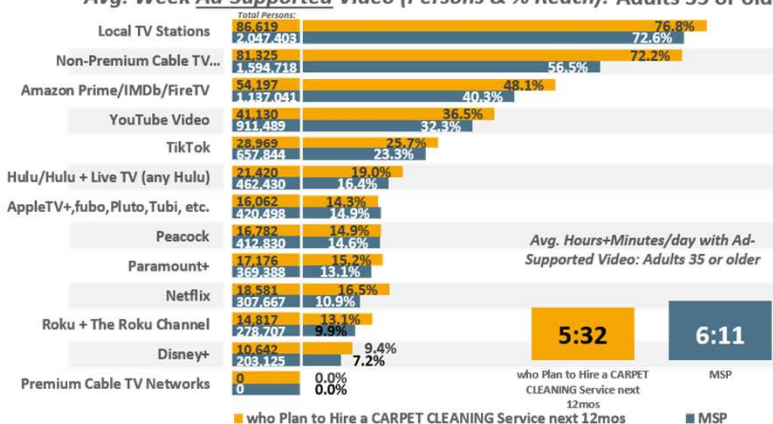
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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

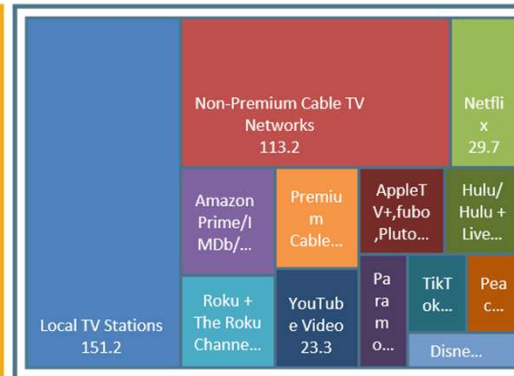
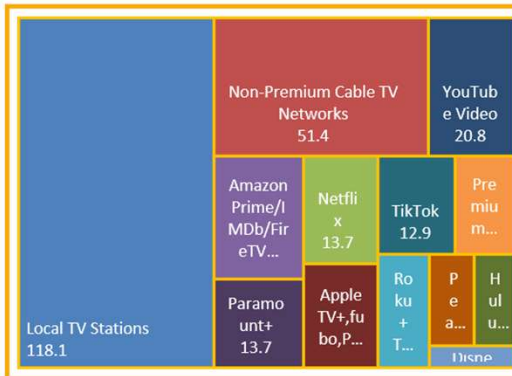
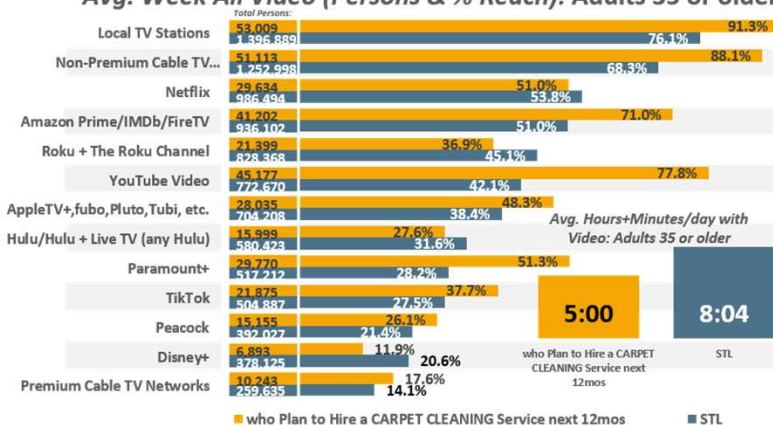




51,677 or 89.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 107.6 minutes every day representing 42.% of all time spent daily with Ad-Supported Video.

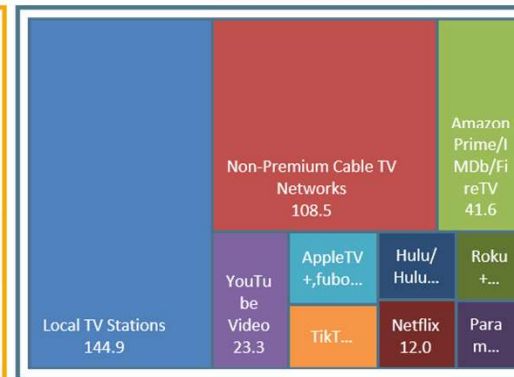
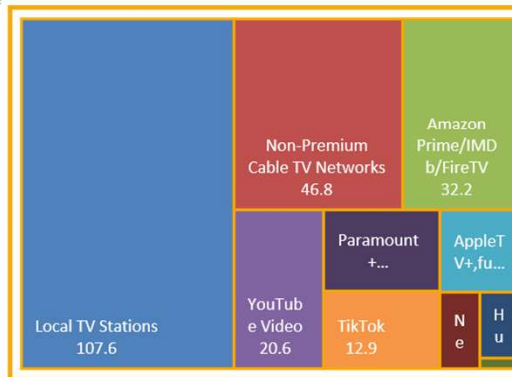
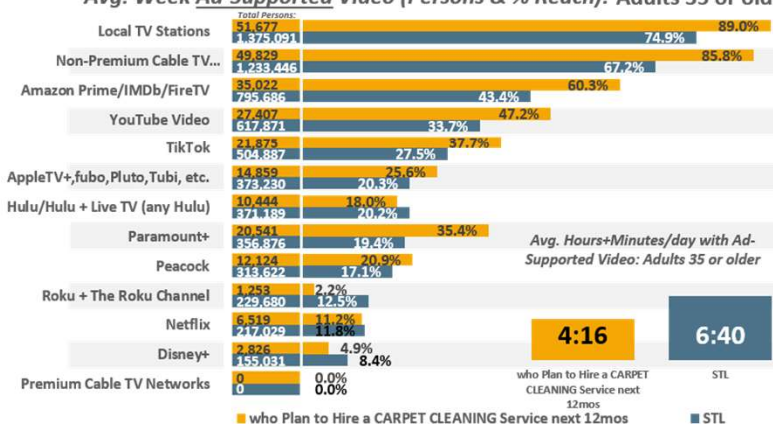
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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

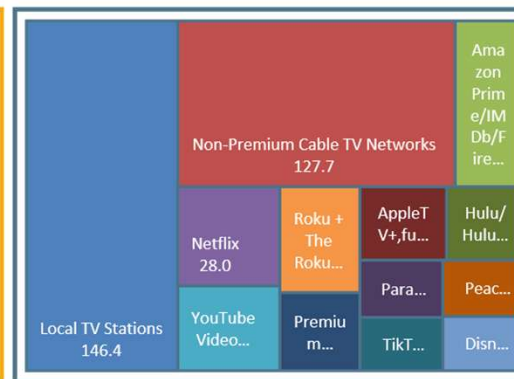
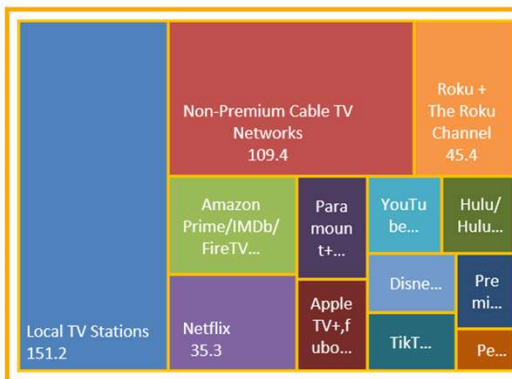
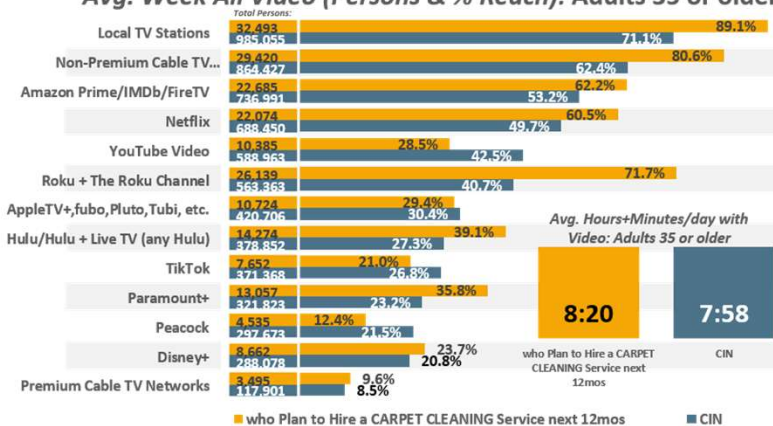




31,332 or 85.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 141.2 minutes every day representing 37.0% of all time spent daily with Ad-Supported Video.

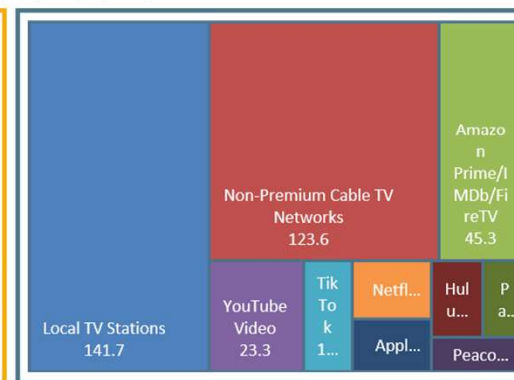
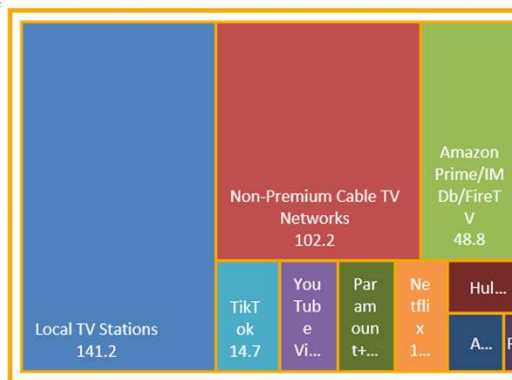
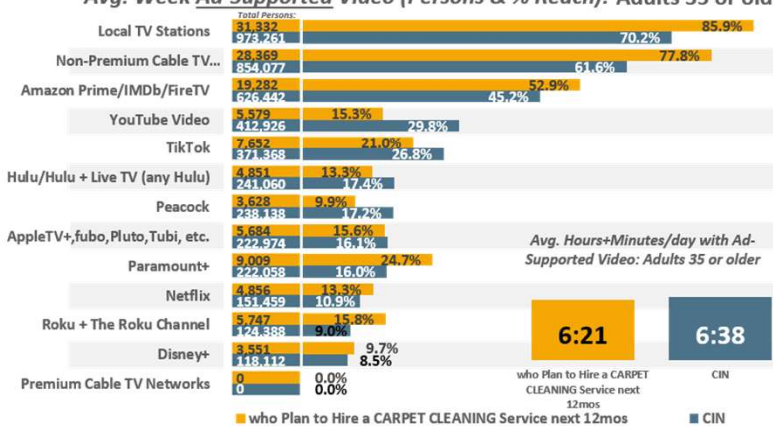
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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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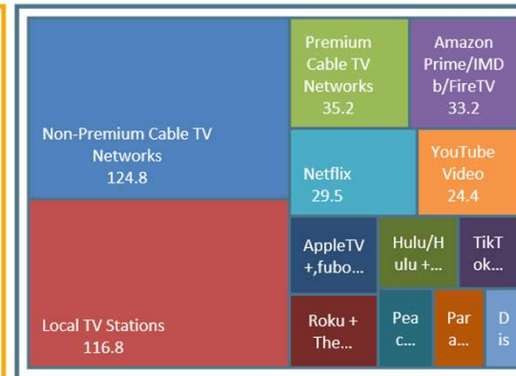
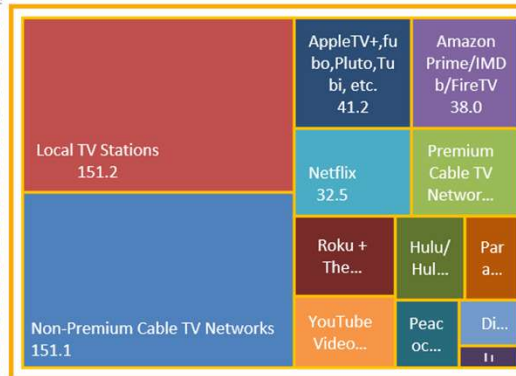
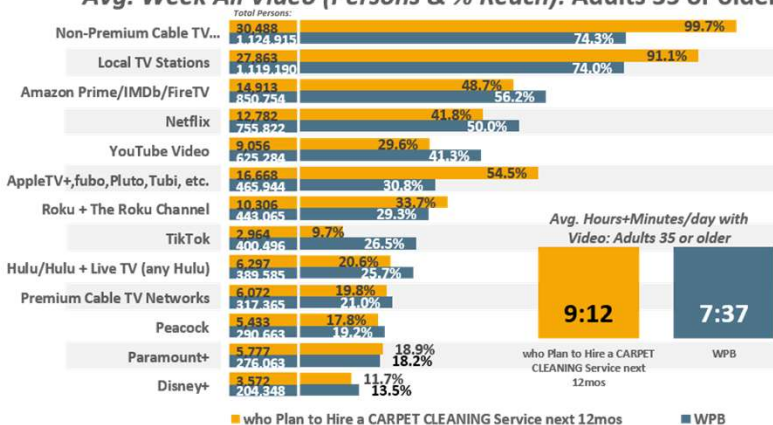
[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



26,013 or 85.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 130.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

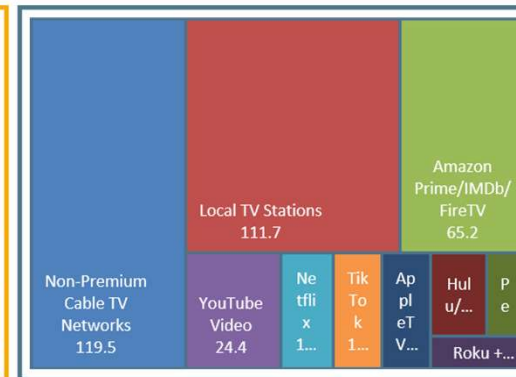
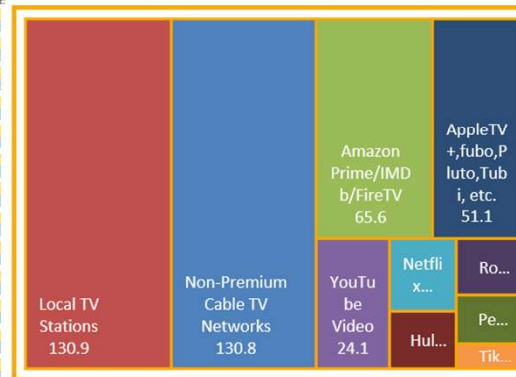
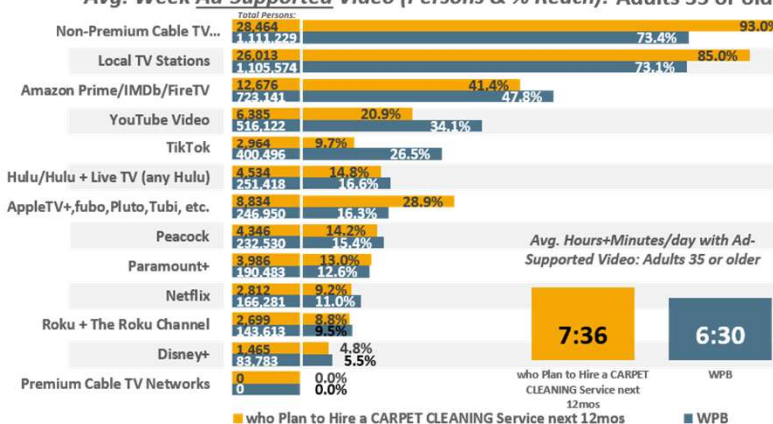
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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

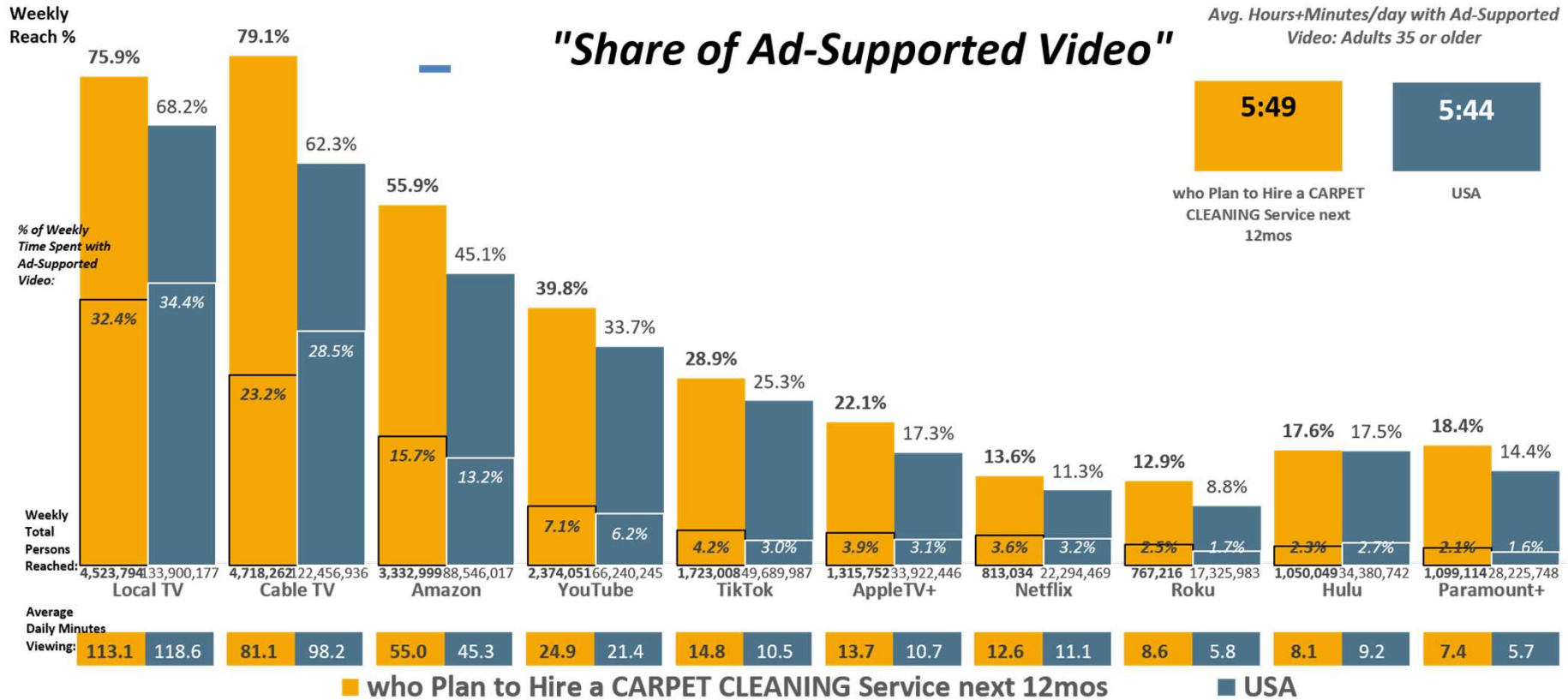
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





4,523,794 or 75.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 113.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

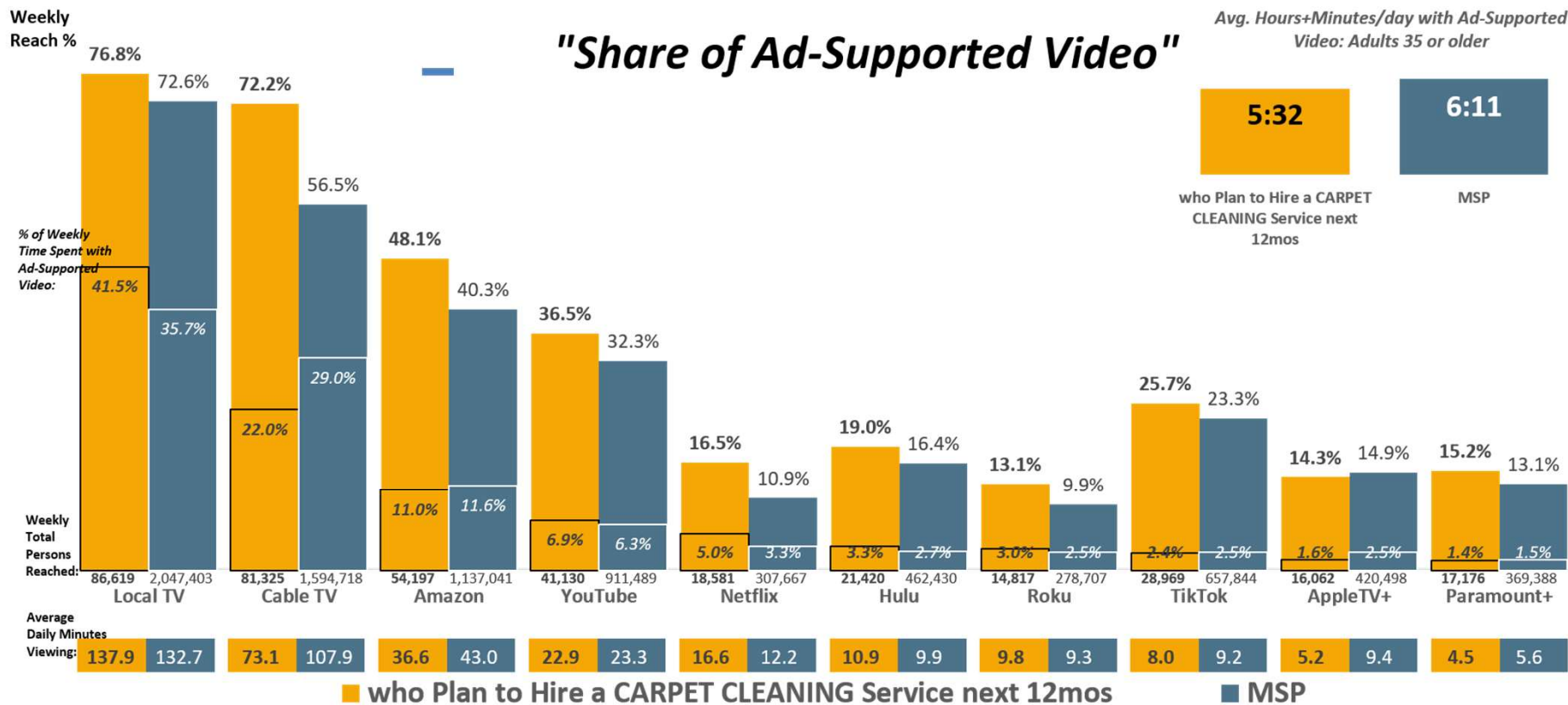
"Share of Ad-Supported Video"





86,619 or 76.8% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 137.9 minutes every day representing 41.5% of all time spent daily with Ad-Supported Video.

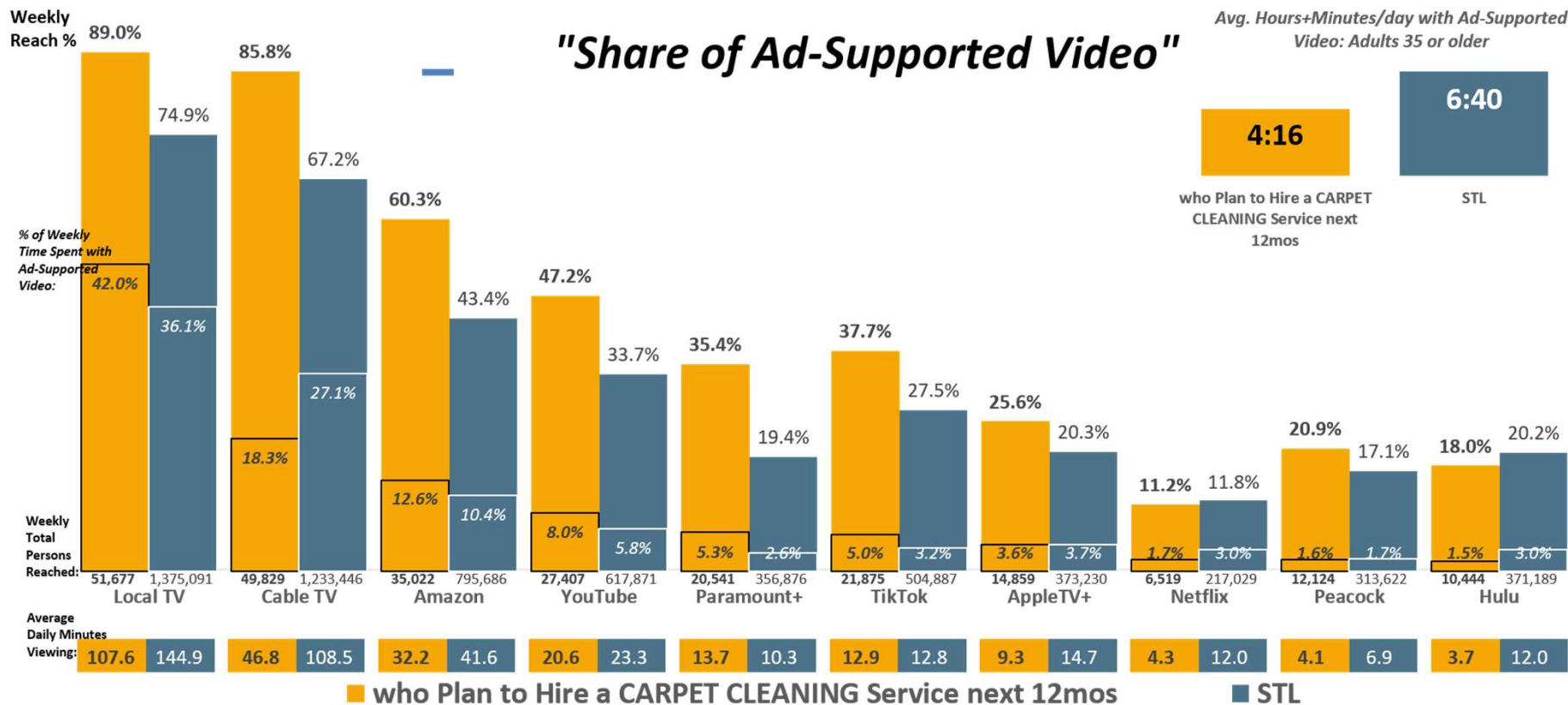
"Share of Ad-Supported Video"





51,677 or 89.0% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 107.6 minutes every day representing 42.0% of all time spent daily with Ad-Supported Video.

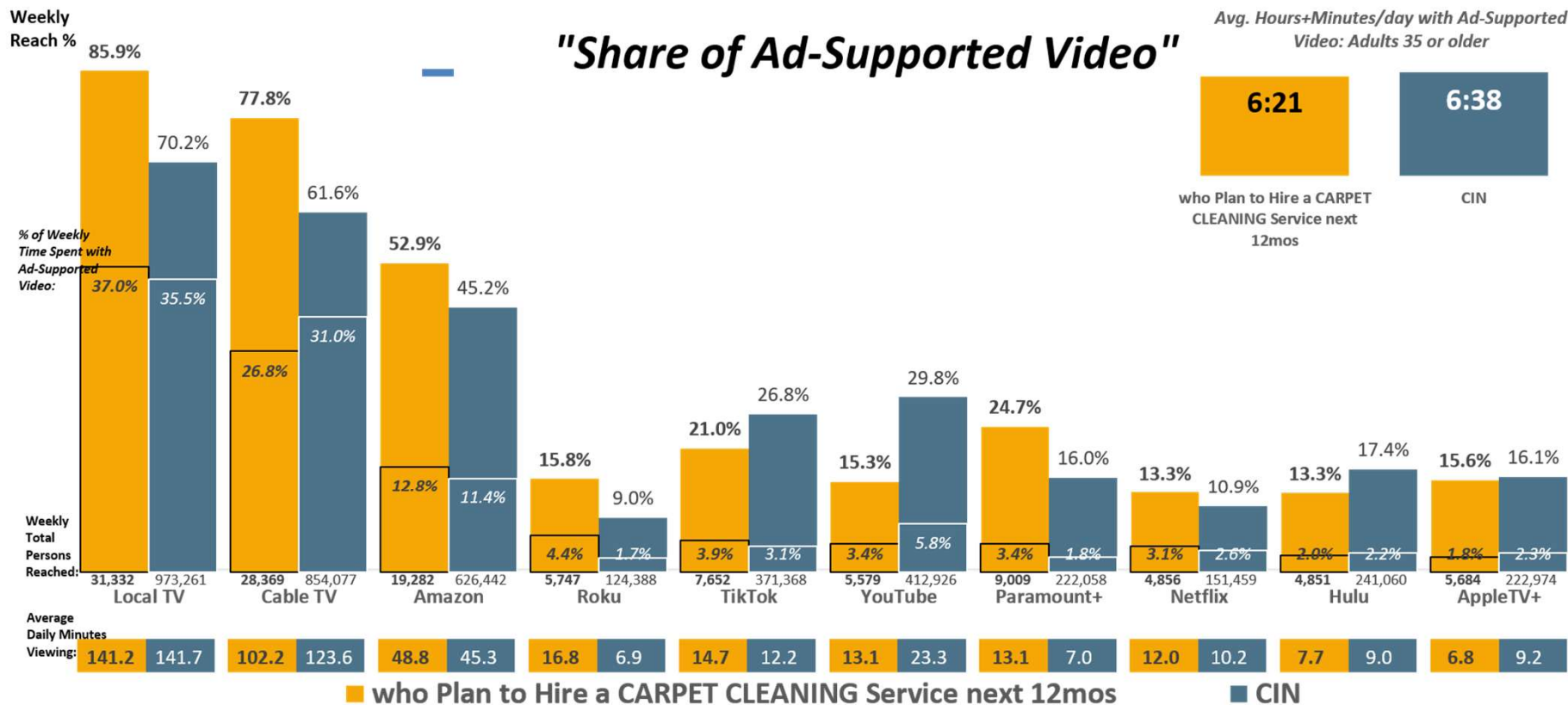
"Share of Ad-Supported Video"





31,332 or 85.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 141.2 minutes every day representing 37.0% of all time spent daily with Ad-Supported Video.

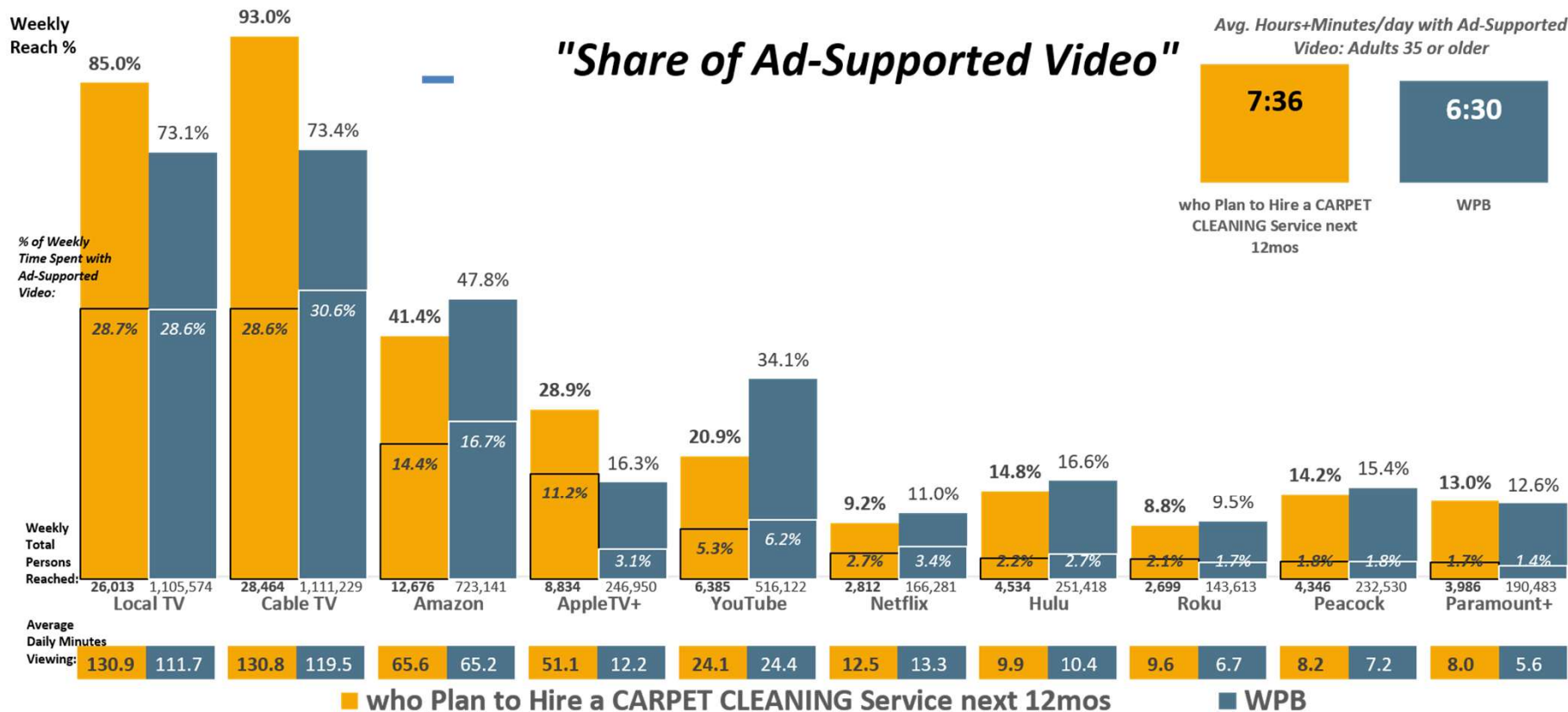
"Share of Ad-Supported Video"





26,013 or 85.0% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations for an average of 130.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Video.

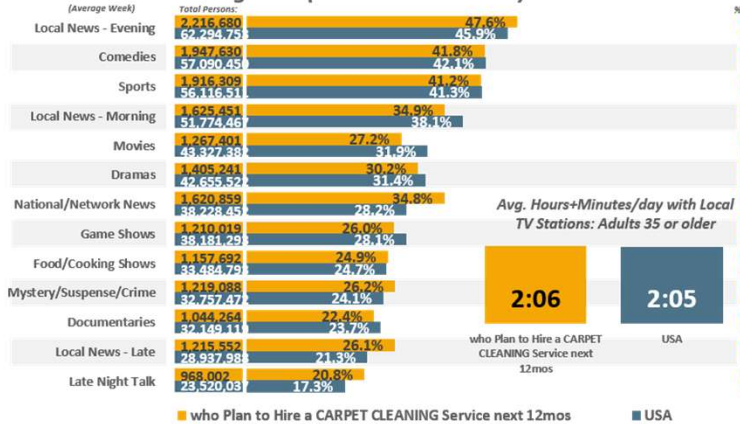
"Share of Ad-Supported Video"



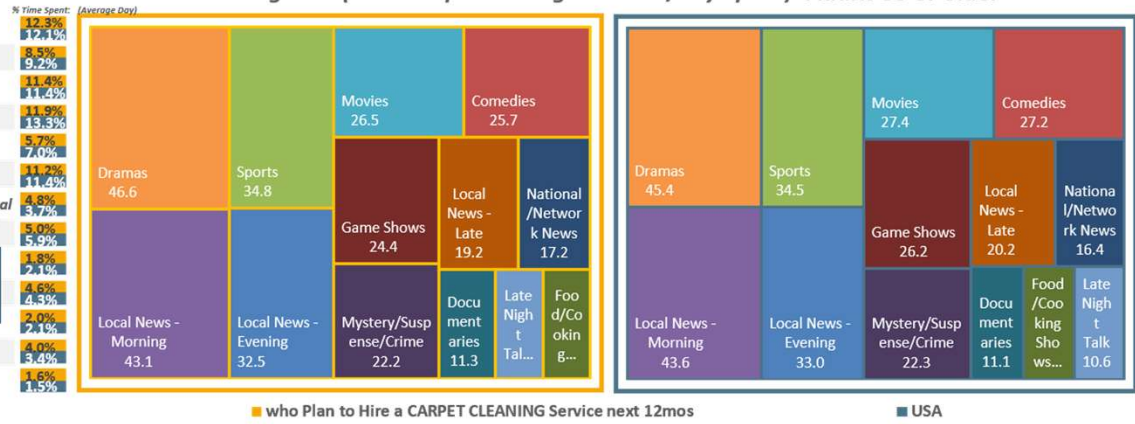


4,523,794 or 75.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, National/Network News, and Dramas.

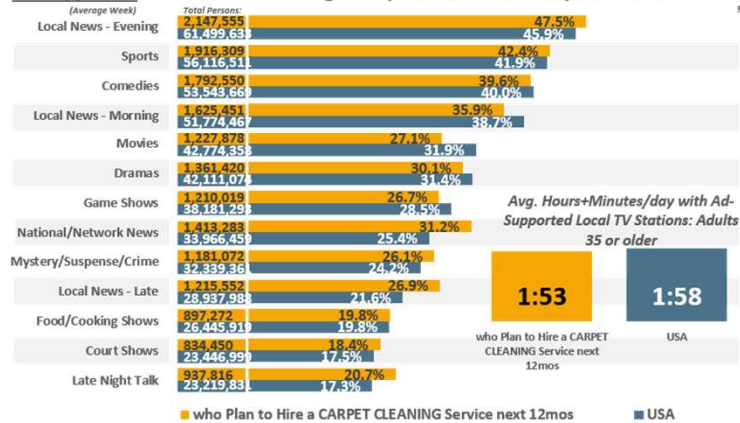
Local TV Station Programs (Persons & % Reach): Adults 35 or older



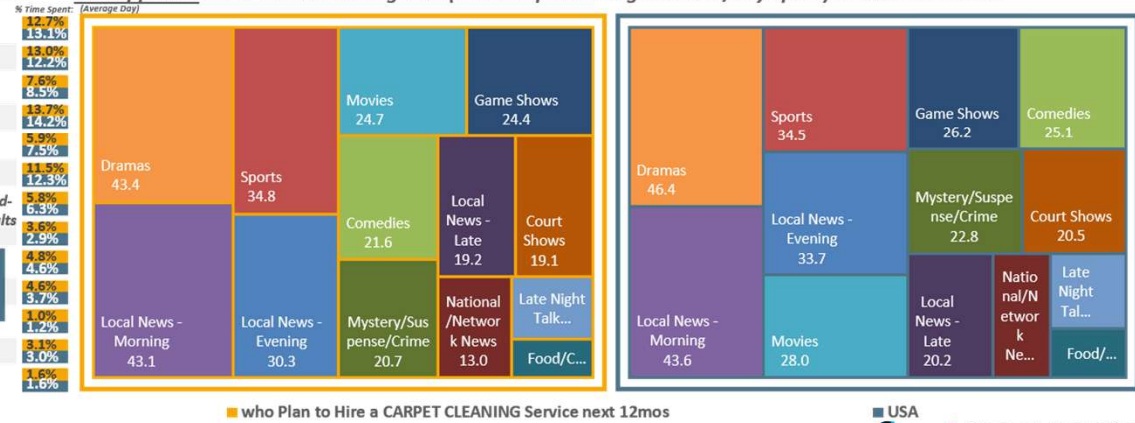
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



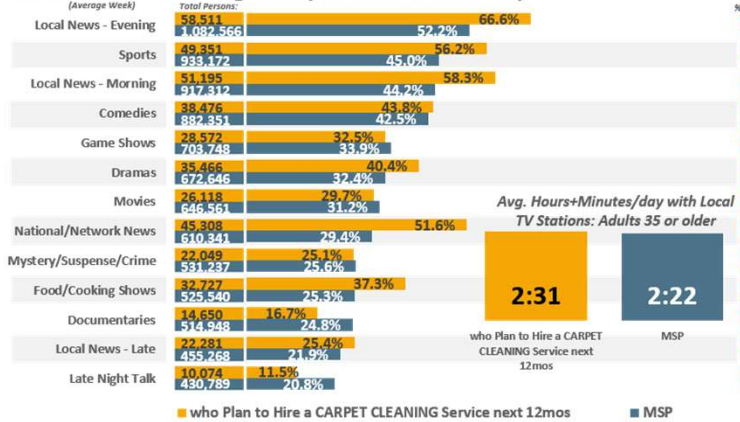
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



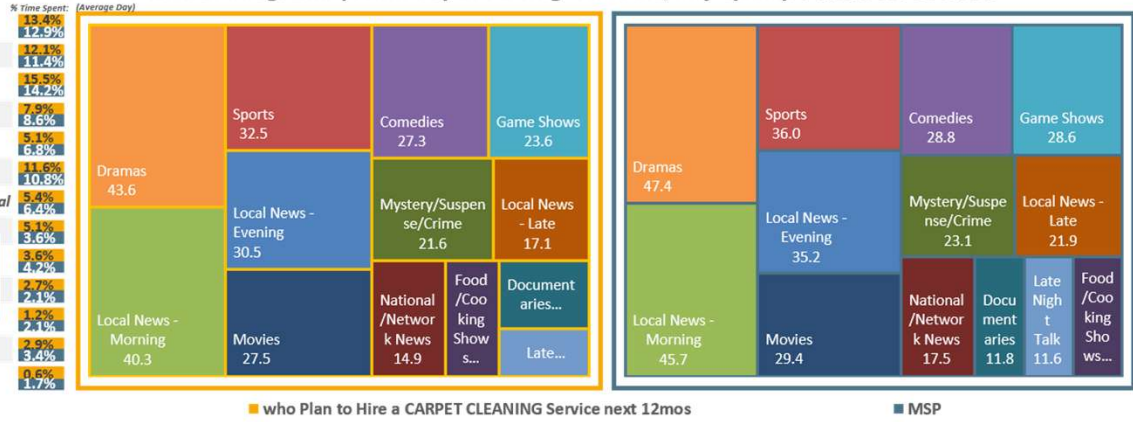


86,619 or 76.8% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, National/Network News, Comedies, and Dramas.

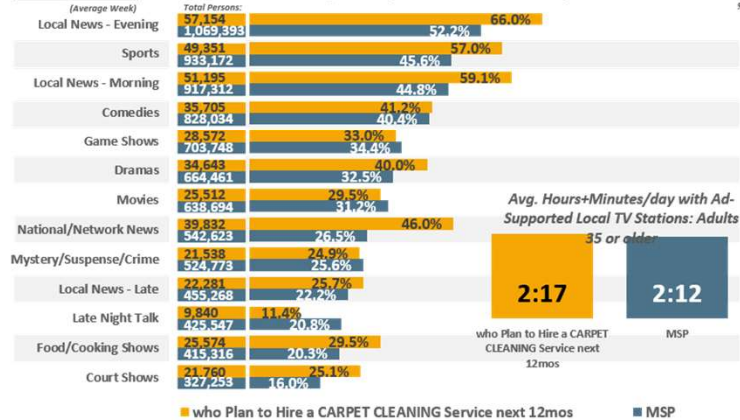
Local TV Station Programs (Persons & % Reach): Adults 35 or older



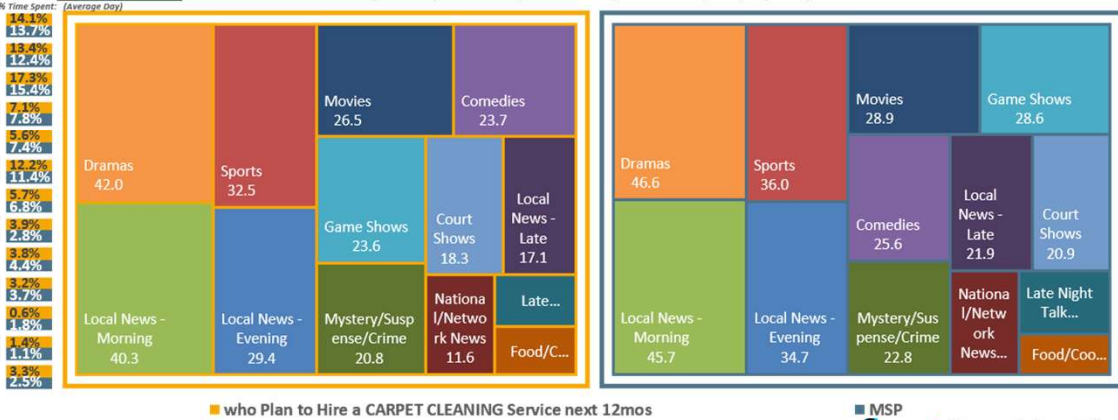
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



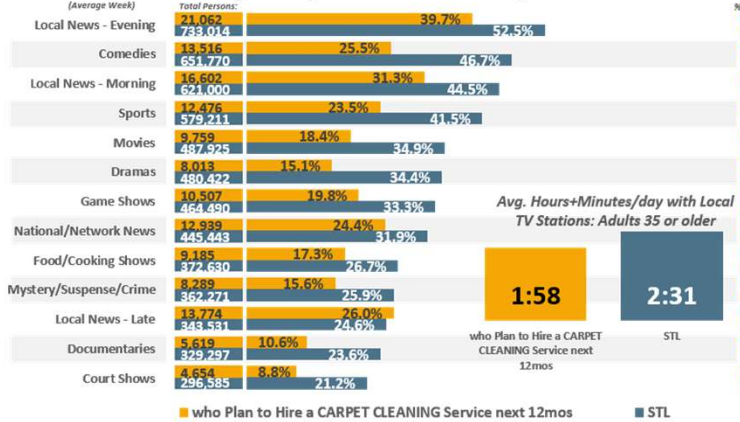
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



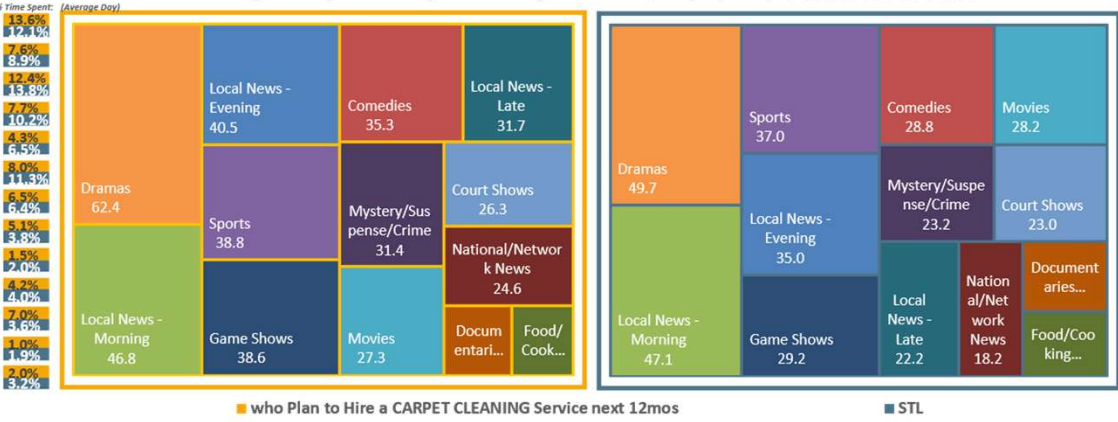


51,677 or 89.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Local News - Late, Sports, Comedies, and National/Network N

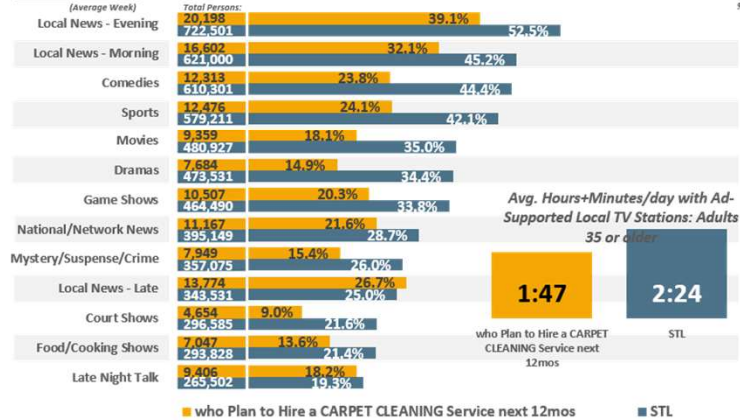
Local TV Station Programs (Persons & % Reach): Adults 35 or older



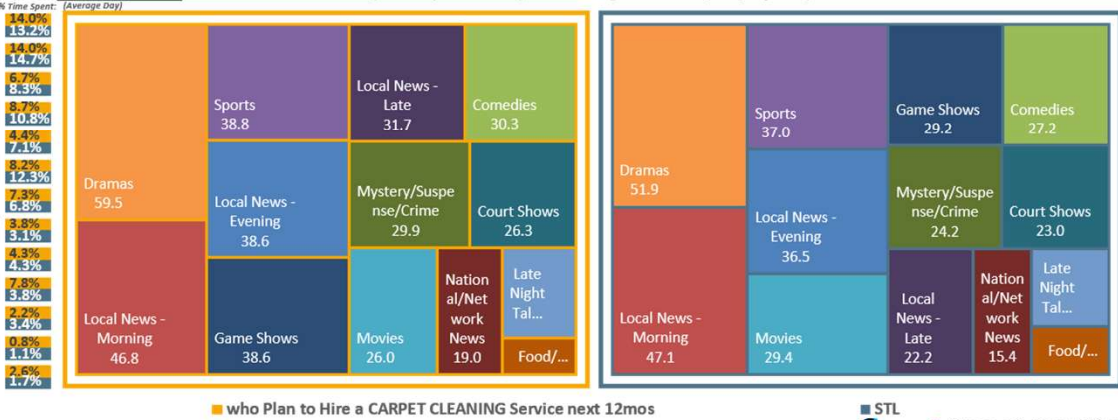
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



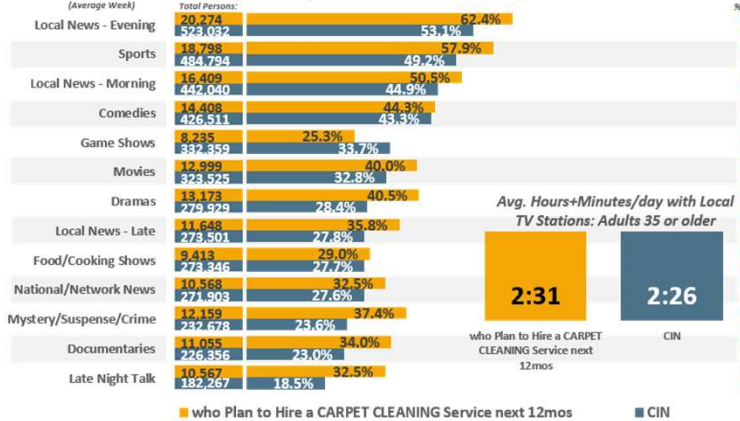
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



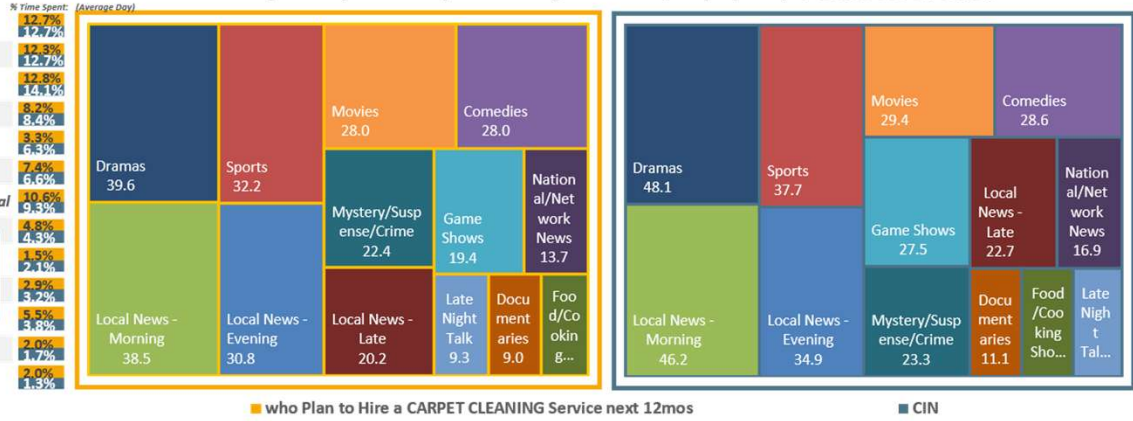


31,332 or 85.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Dramas, and Movies.

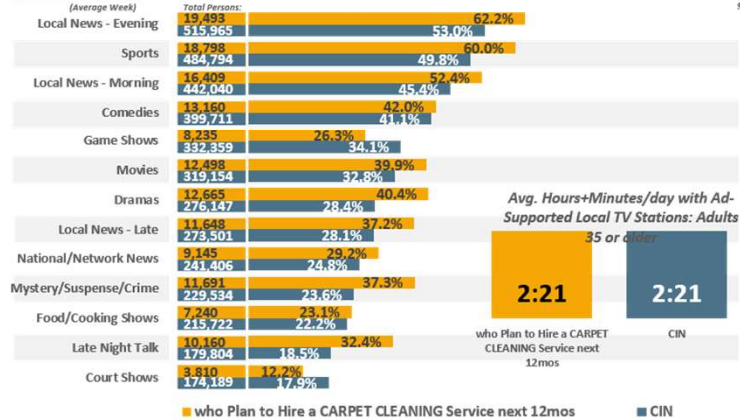
Local TV Station Programs (Persons & % Reach): Adults 35 or older



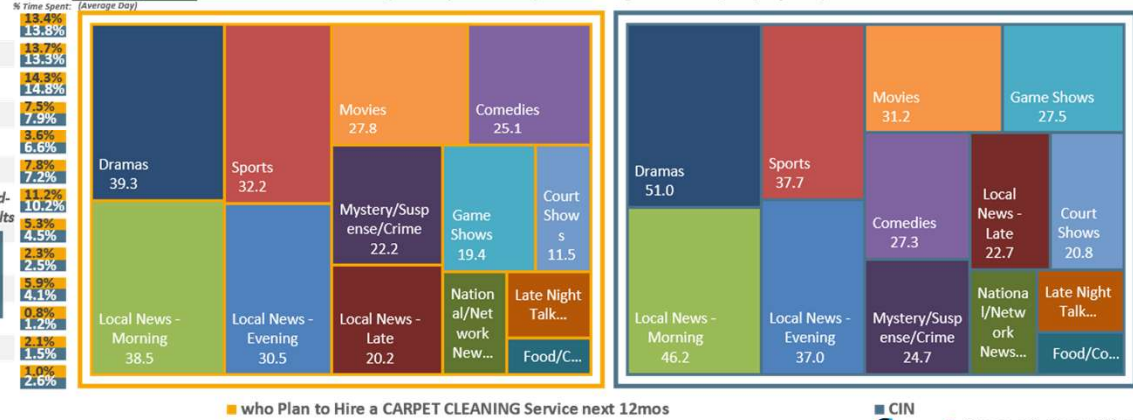
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



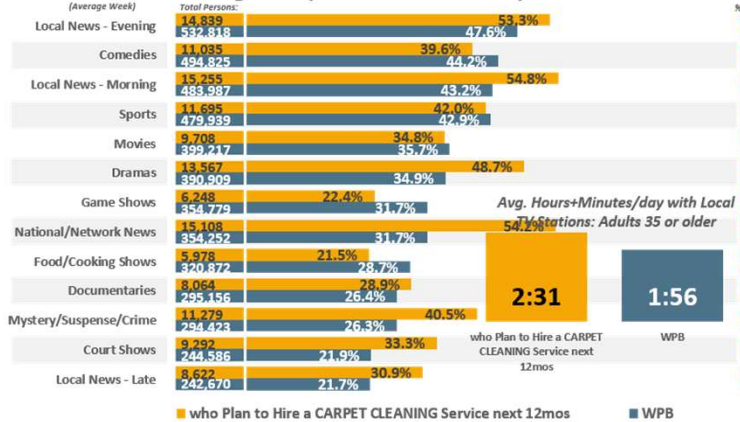
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



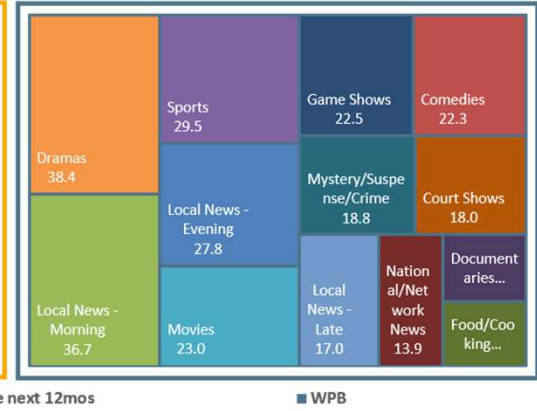
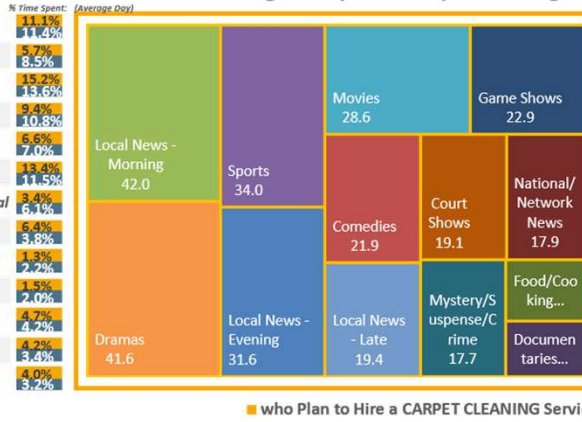


26,013 or 85.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, National/Network News, Dramas, Sports, and Late Night Talk.

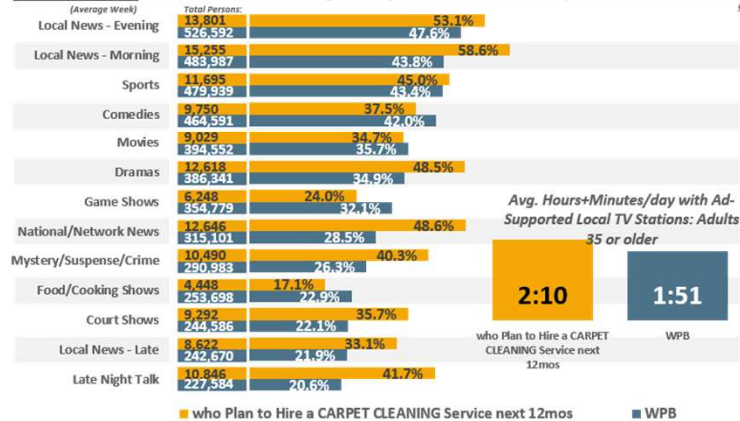
Local TV Station Programs (Persons & % Reach): Adults 35 or older



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



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



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

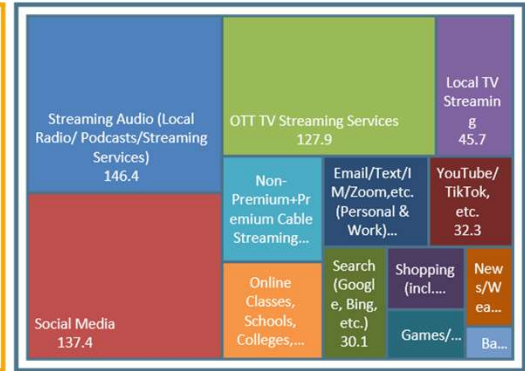
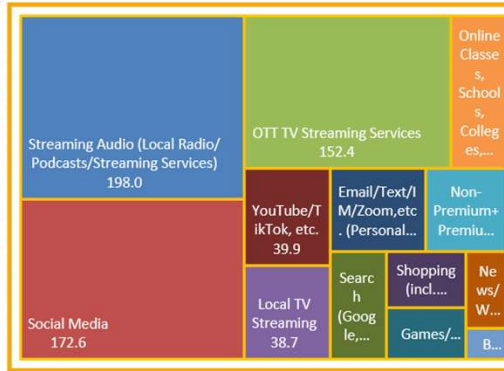
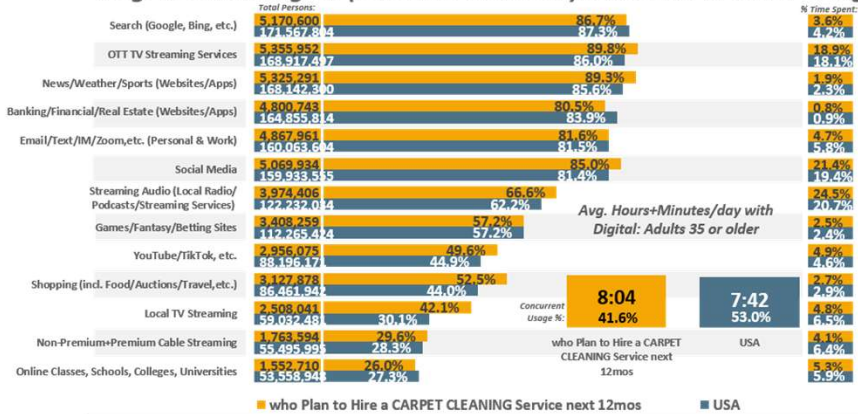




4,493,669 or 75.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Social Media for an average of 158.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

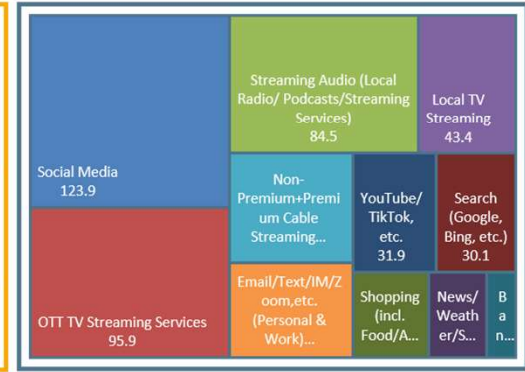
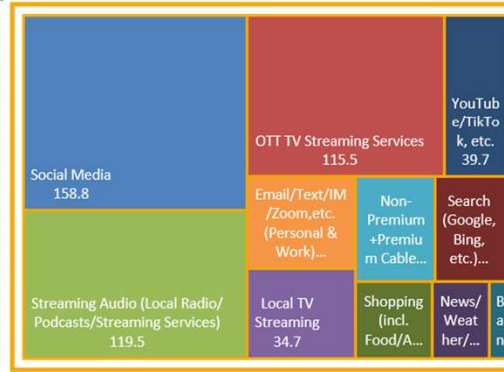
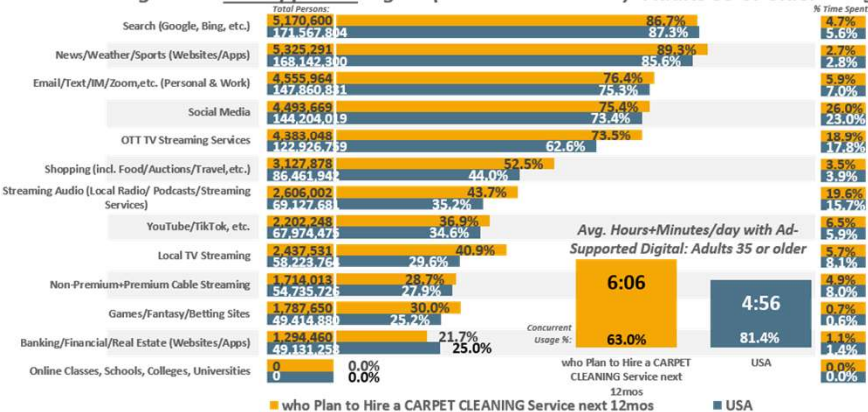
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

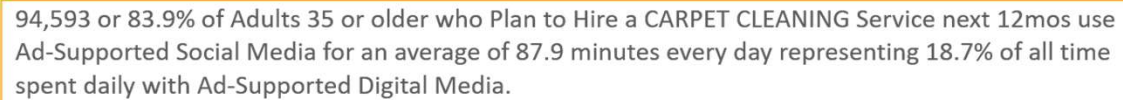
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



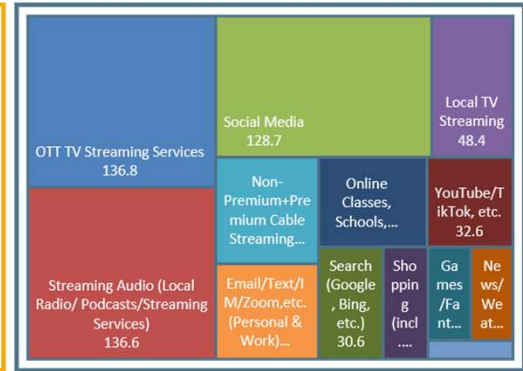
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 734
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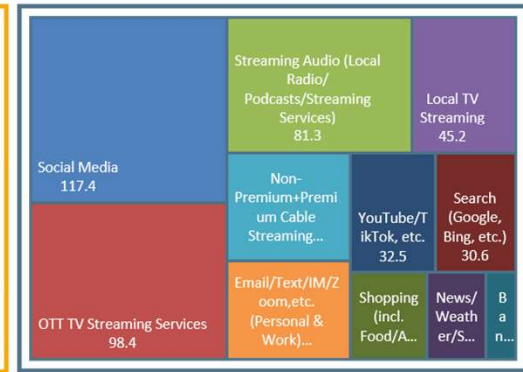
[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



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

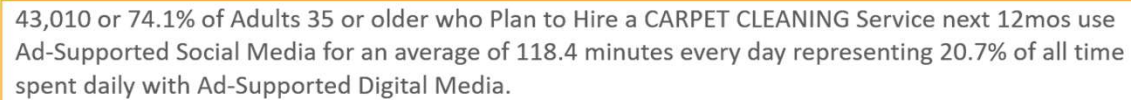


Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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(((Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service))



Activity	Total Persons:	Hours/Day	% Time Spent
Search (Google, Bing, etc.)	52,596	90.6%	3.9%
Weather/News (Websites/Apps)	54,480	89.9%	4.2%
OTT TV Streaming Services	55,930	96.3%	2.2%
Social Media	43,641	75.2%	11.0%
Real Estate (Websites/Apps)	53,413	92.0%	16.3%
Zoom, etc. (Personal & Work)	51,907	89.4%	20.2%
Streaming Audio [Local Radio/Podcasts/Streaming Services]	48,695	84.2%	0.8%
Games/Fantasy/Betting Sites	39,176	57.2%	0.9%
YouTube/TikTok, etc.	35,594	61.3%	5.7%
Food/Auctions/Travel, etc.	45,177	77.8%	31.8%
Local TV Streaming	22,879	39.4%	31.8%
Premium Cable Streaming	15,187	26.1%	3.8%
Schools, Colleges, Universities	496,478	27.1%	7.8%

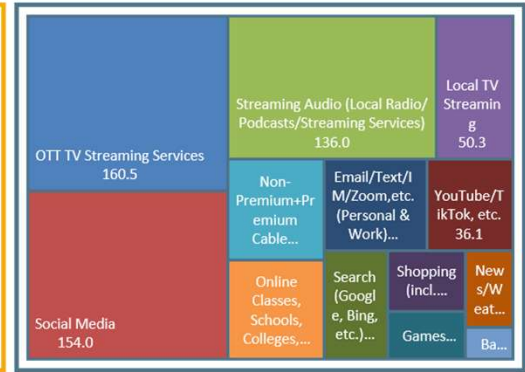
Avg. Hours+Minutes/day with Digital: Adults 35 or older

7:54
36.8%

8:30
49.3%

Concurrent Usage:

who Plan to Hire a CARPET CLEANING Service next 12mos



Category	Total Persons:	who Plan to Hire a CARPET CLEANING Service next 12mos	STL	% Time Spent
Search (Google, Bing, etc.)	52,596	80.6%	5.4%	5.4%
Weather/News (Websites/Apps)	54,499	88.1%	5.5%	2.6%
Weather/Sports (Websites/Apps)	1,600,185	87.7%	83.9%	2.5%
Social Media	43,010	74.1%	20.7%	23.5%
Amazon, etc. (Personal & Work)	50,198	86.5%	7.7%	6.9%
OTT TV Streaming Services	1,363,829	74.3%	12.0%	19.2%
Food/Auctions/Travel, etc.)	45,466	78.3%	3.6%	3.7%
Local Food/Auctions/Travel, etc.)	45,477	77.8%	5.9%	5.9%
YouTube/TikTok, etc.	17,824	30.7%	18.4%	18.4%
Local Radio/ Podcasts/Streaming Services)	551,978	51.0%	26.8%	8.6%
Local TV Streaming	35,603	61.3%	8.6%	8.6%
Local TV Streaming	22,304	38.4%	4.5%	7.4%
Local TV Streaming	642,420	35.0%	0.7%	10.6%
Local TV Streaming	12,789	22.0%	4.5%	7.4%
Local TV Streaming	551,446	30.0%	0.7%	10.6%
Games/Fantasy/Betting Sites	25,820	44.5%	1.0%	14.5%
Real Estate (Websites/Apps)	24,876	22.9%	0.0%	0.0%
Schools, Colleges, Universities	0	0.0%	0.0%	0.0%



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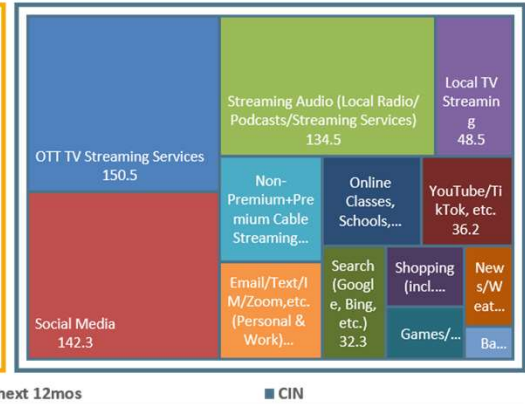
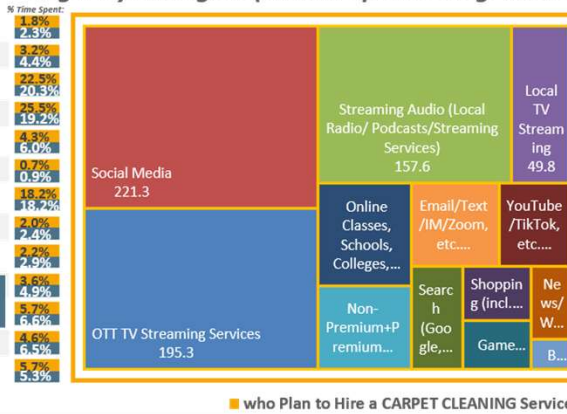
[[Own or rent residence (HHL): Own OR Own or rent residence (HHL): Rent] AND Items/services HHL plans to buy in next 12 months (HHL): Carpet cleaning service]]



21,874 or 60.0% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Social Media for an average of 203.6 minutes every day representing 33.1% of all time spent daily with Ad-Supported Digital Media.

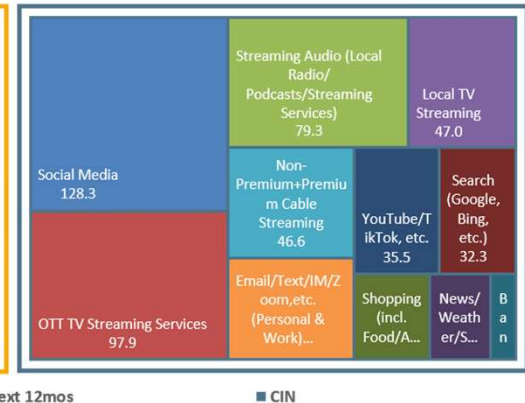
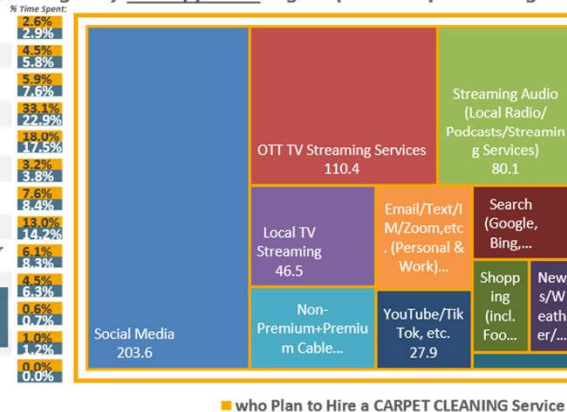
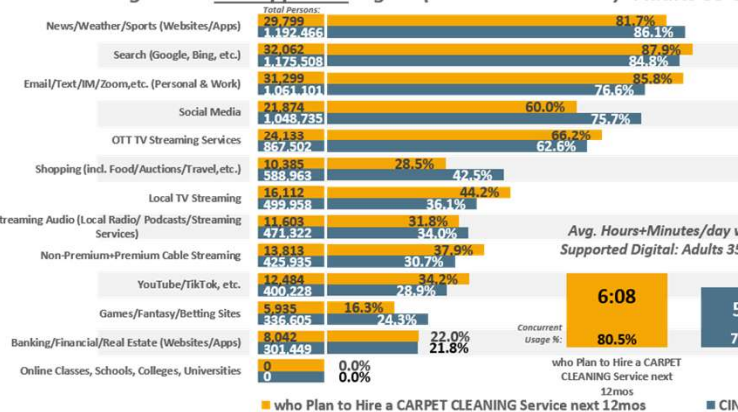
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

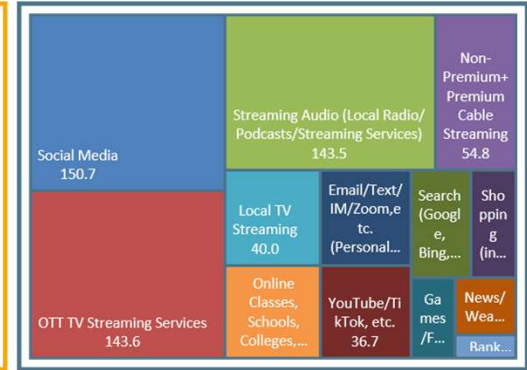
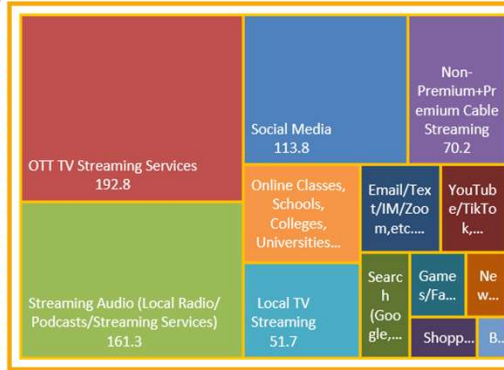
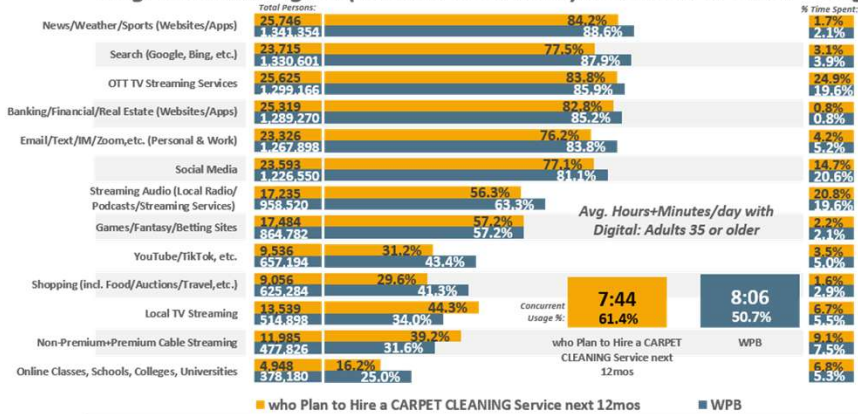




21,606 or 70.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Social Media for an average of 104.7 minutes every day representing 18.% of all time spent daily with Ad-Supported Digital Media.

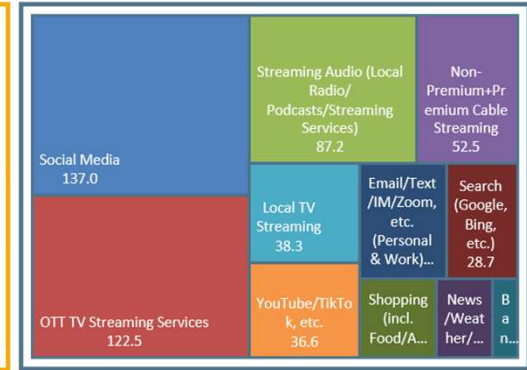
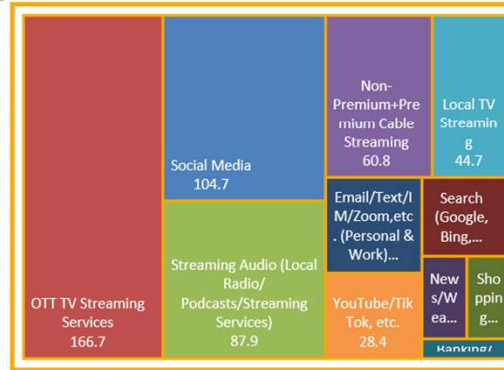
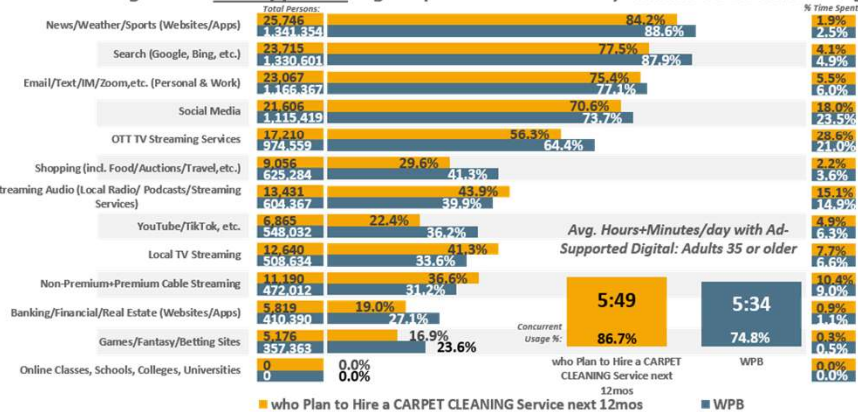
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51
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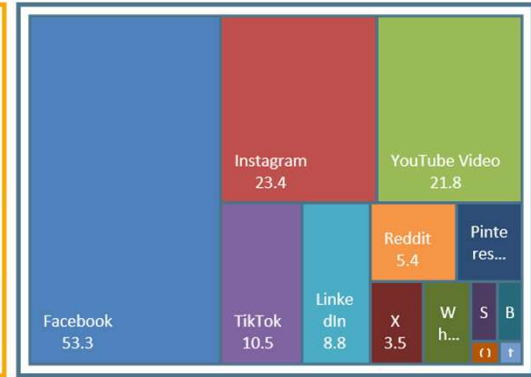
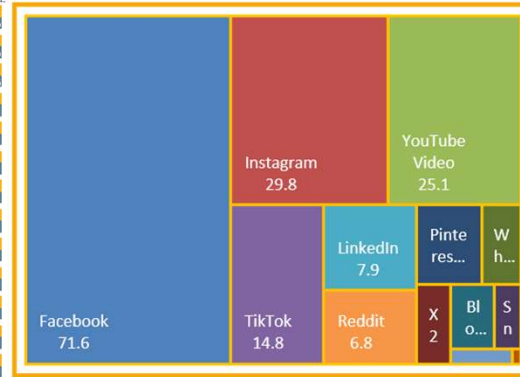
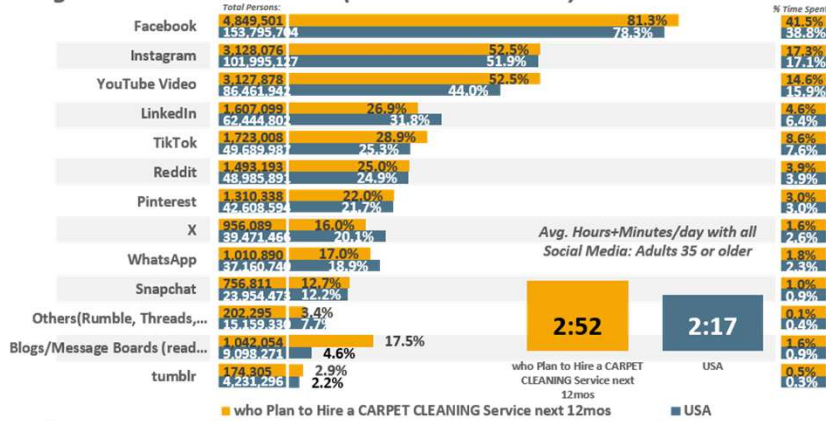
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[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

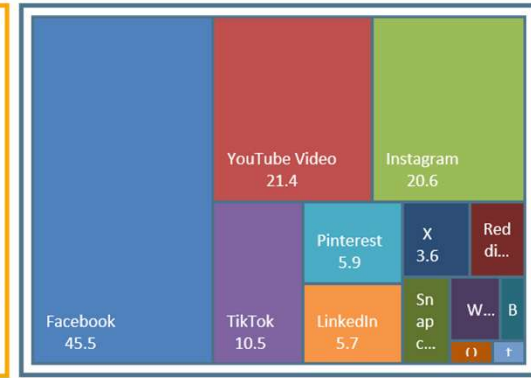
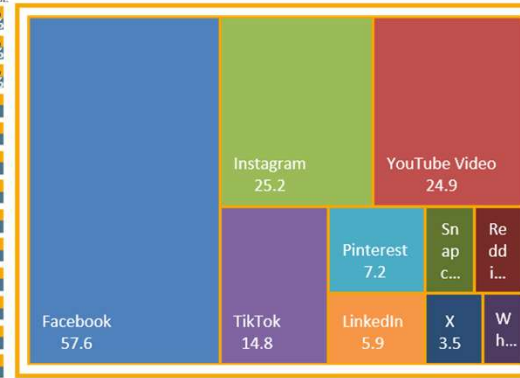


4,493,669 or 75.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 57.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

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**



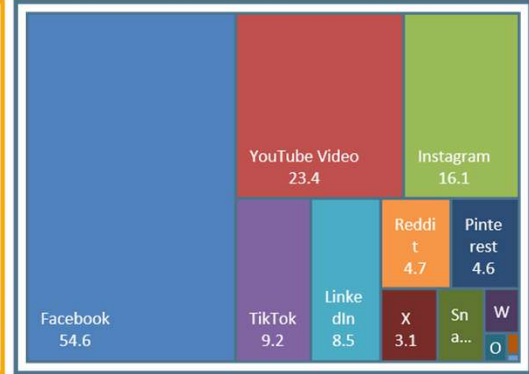
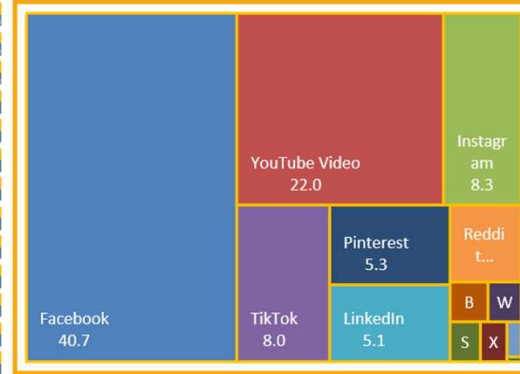
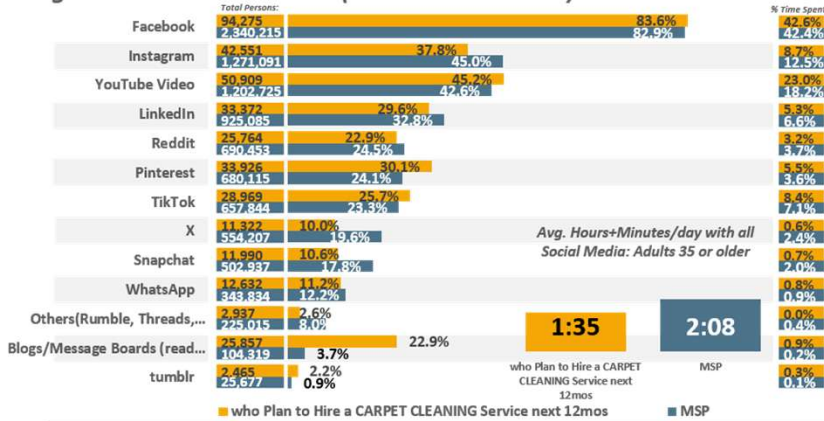
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



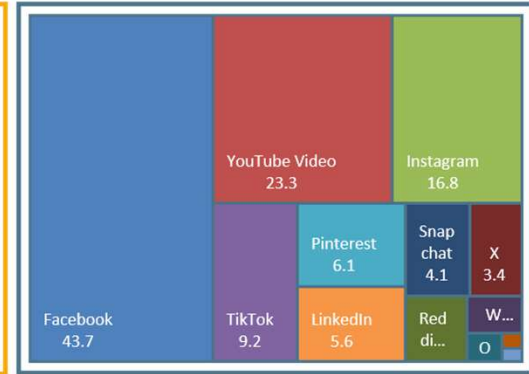
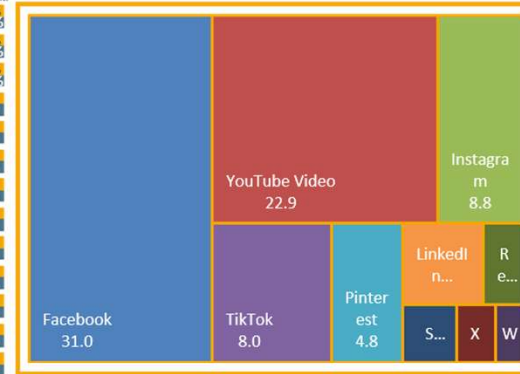


94,275 or 83.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 31. minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

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**



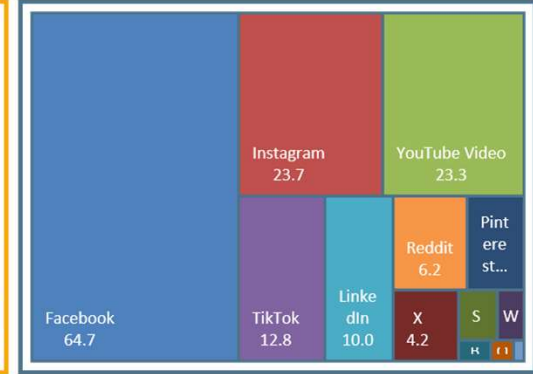
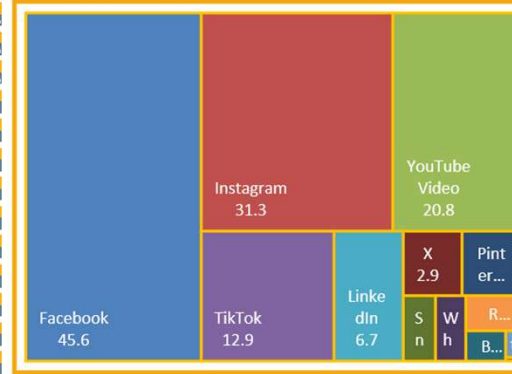
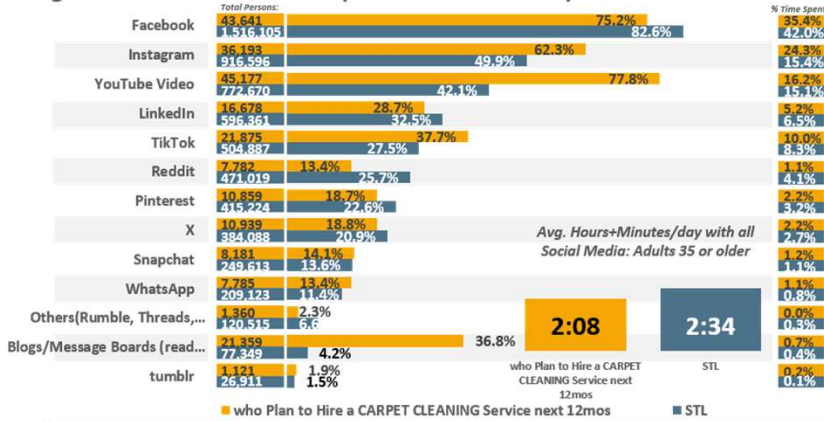
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



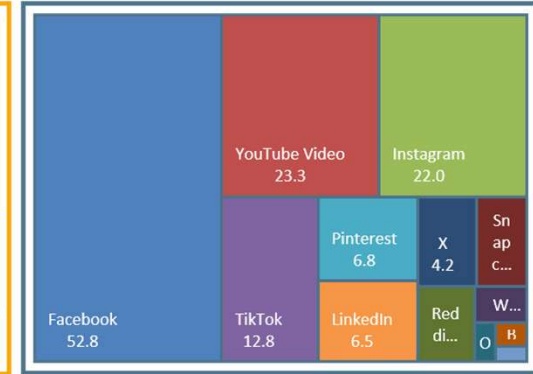
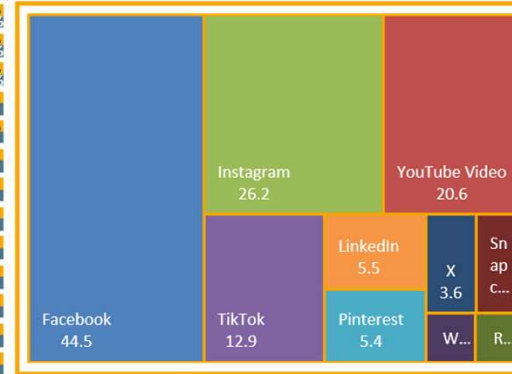
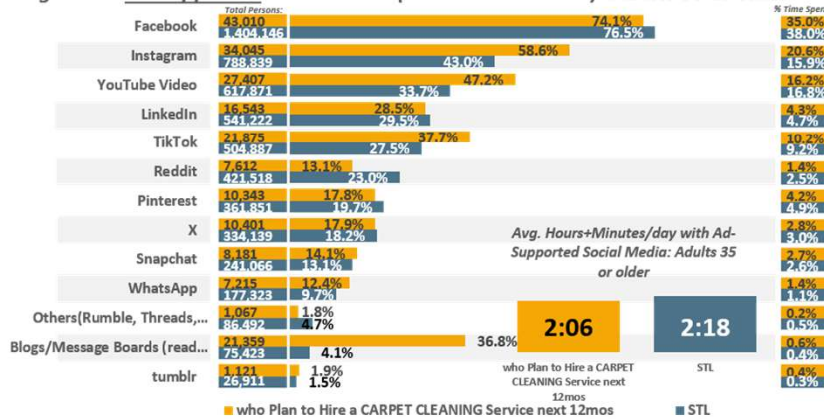


43,010 or 74.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 44.5 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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



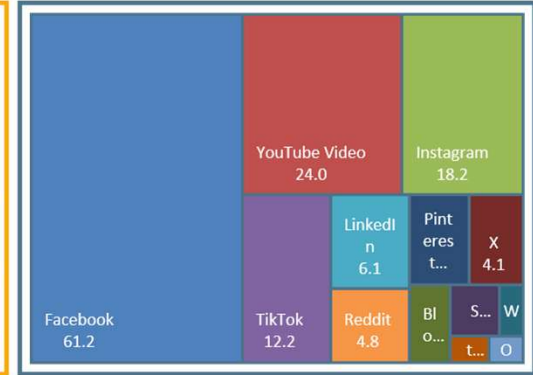
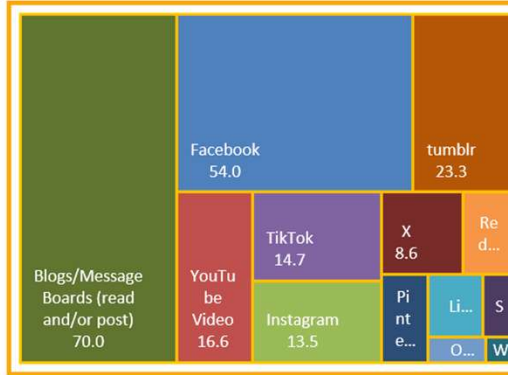
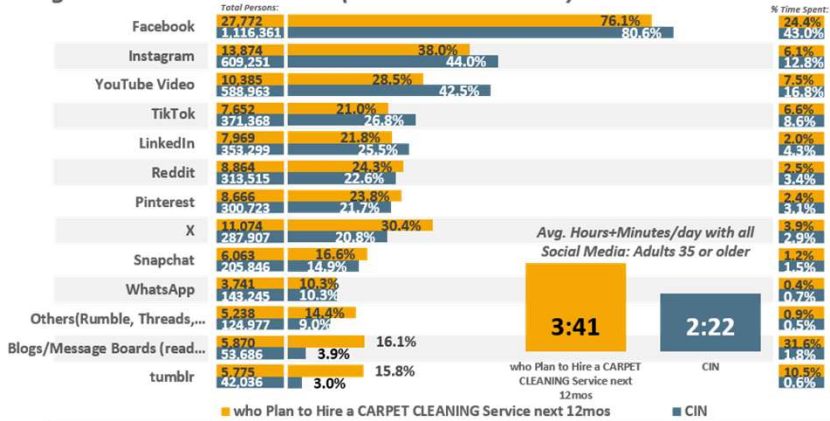
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



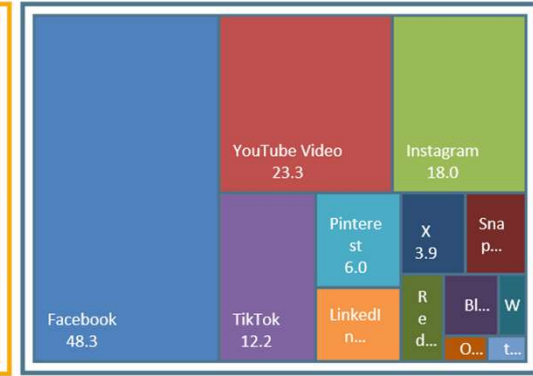
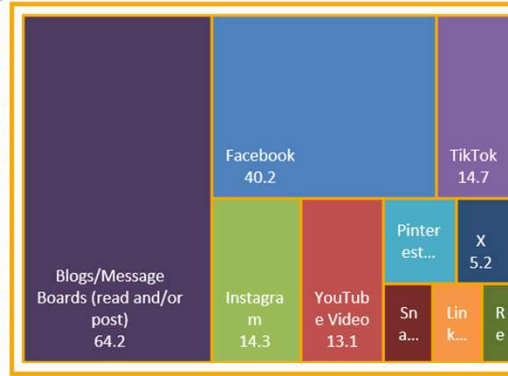


5,000 or 13.7% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 64.2 minutes every day representing 36.8% of all time spent daily with Ad-Supported Socia

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**



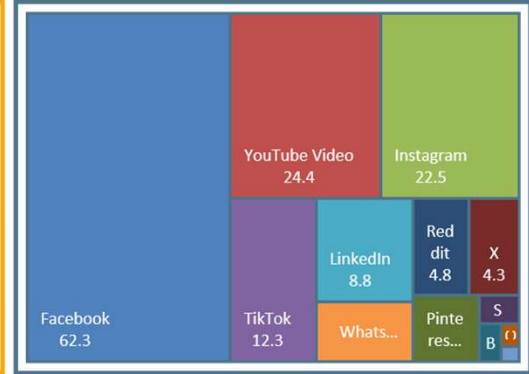
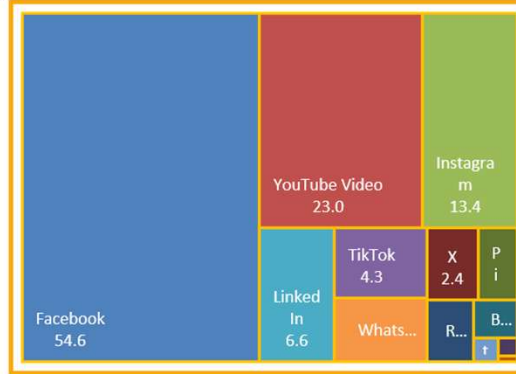
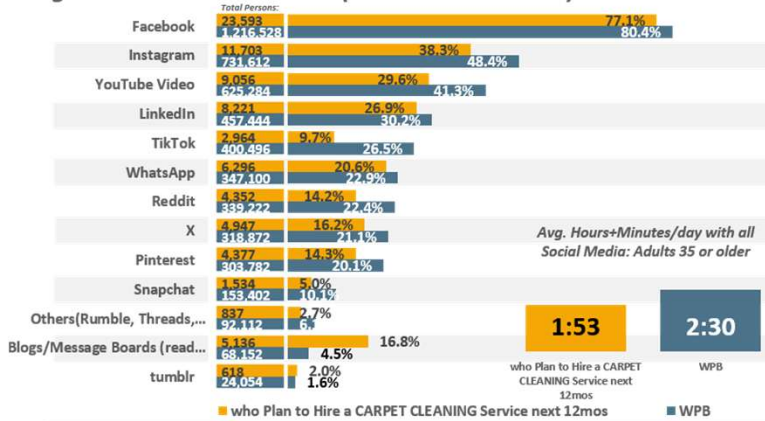
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



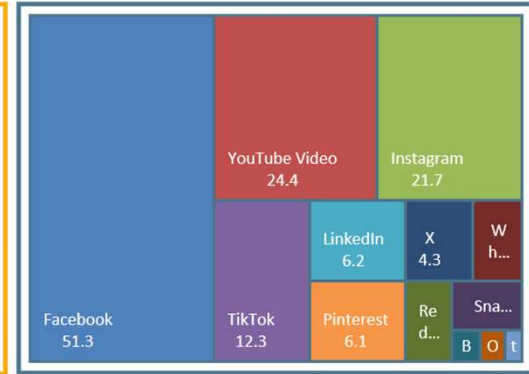
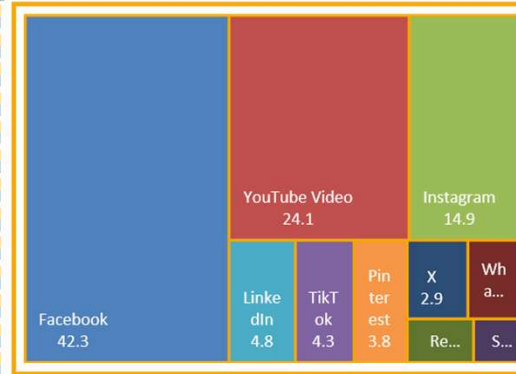
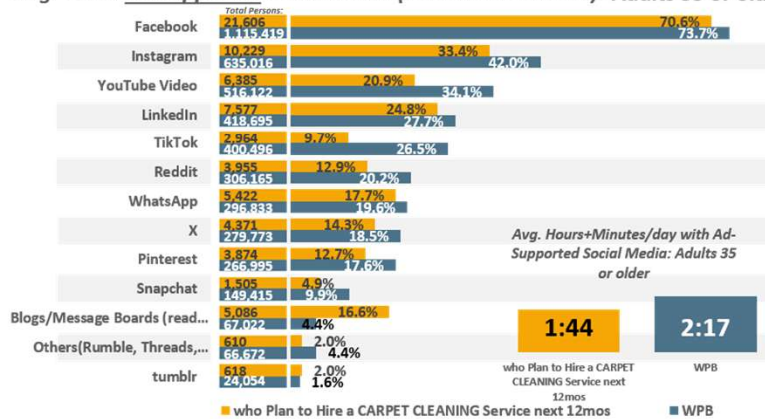


21,606 or 70.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 42.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Social Media.

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**



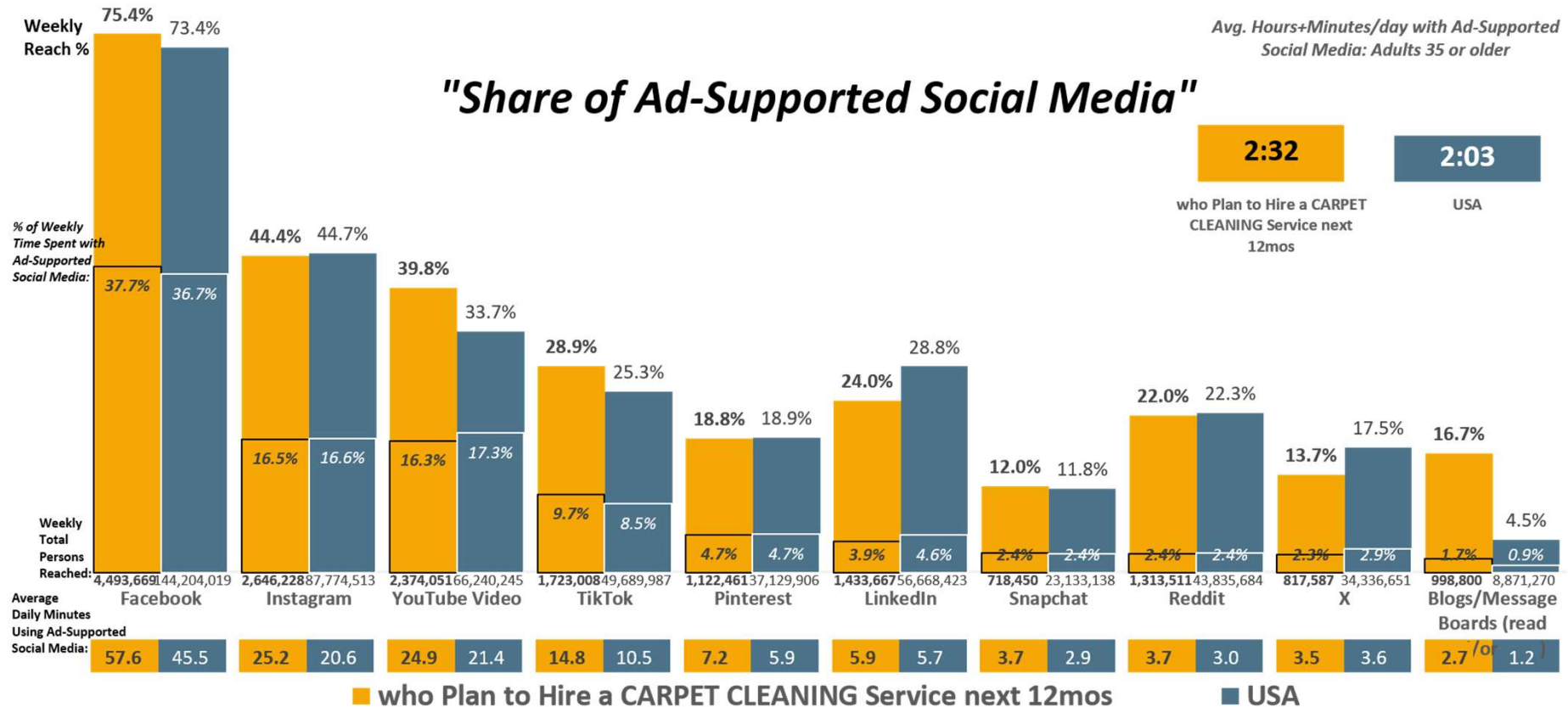
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





4,493,669 or 75.4% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 57.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

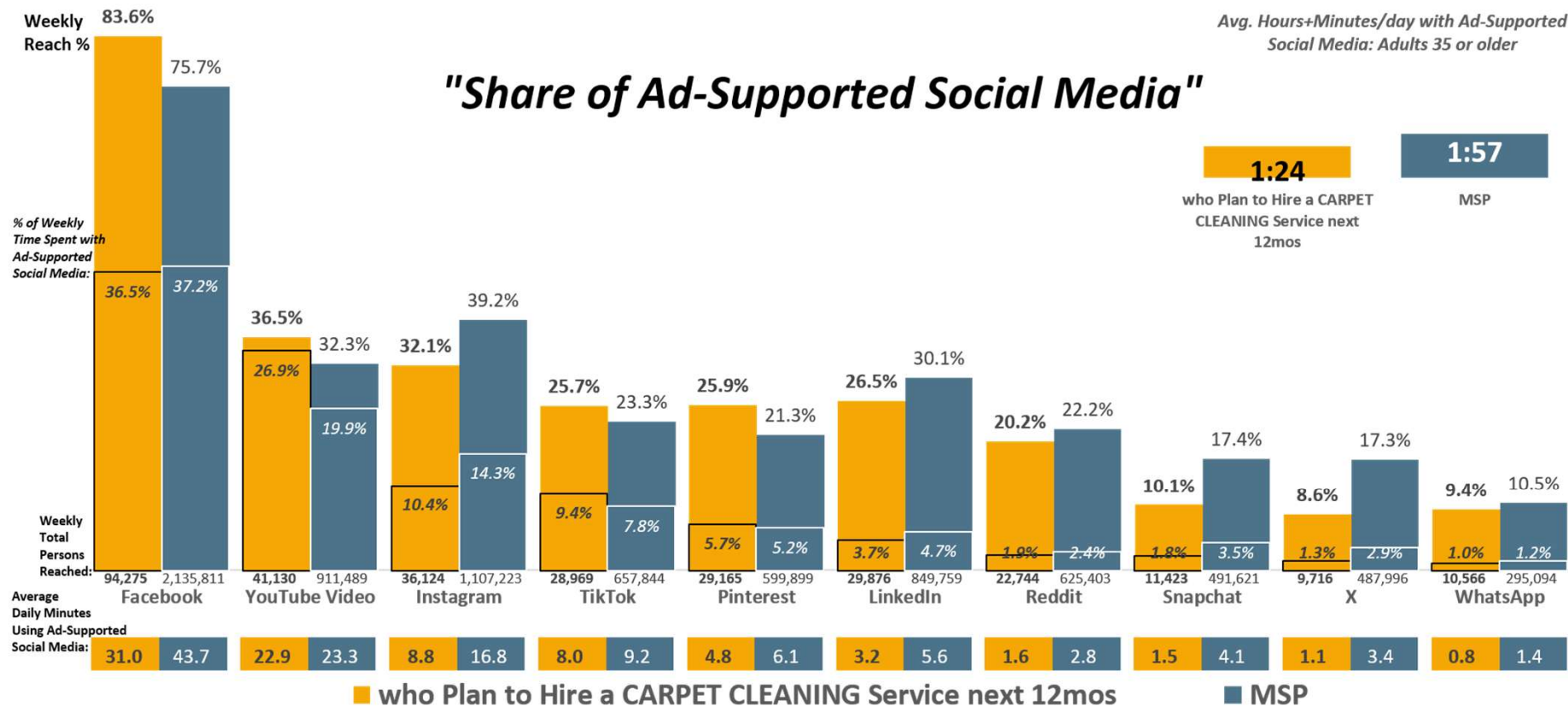
"Share of Ad-Supported Social Media"





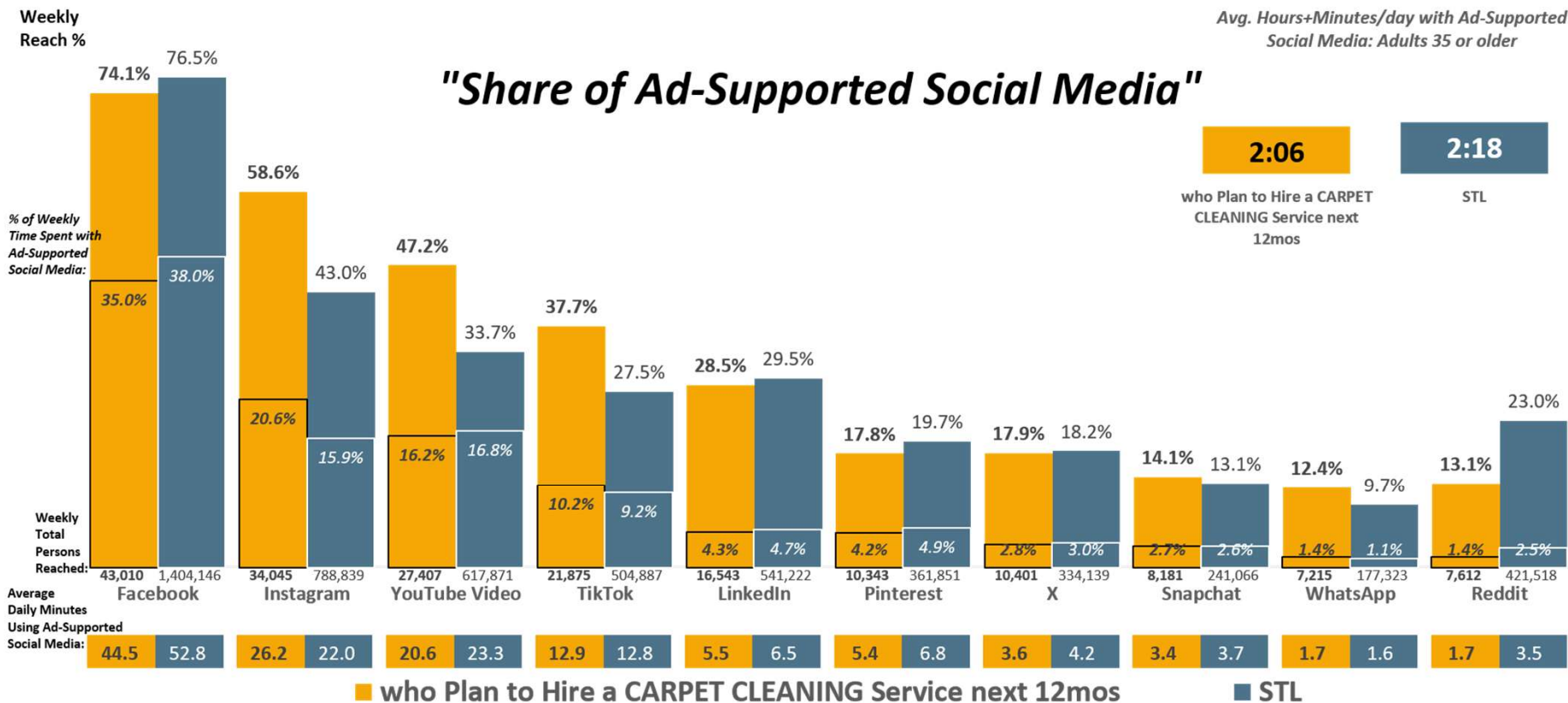
94,275 or 83.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 31. minutes every day representing 36.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





43,010 or 74.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 44.5 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



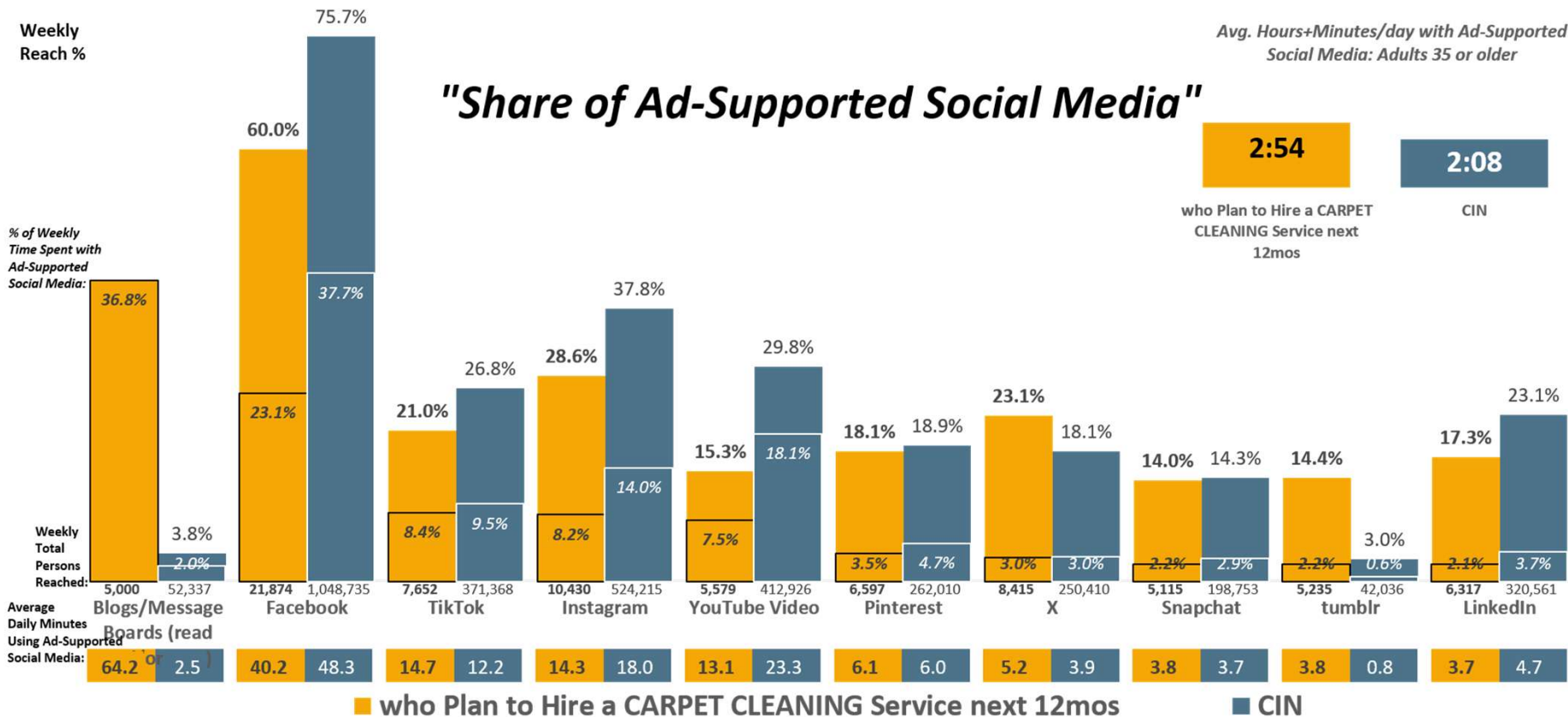
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 55 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956
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soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



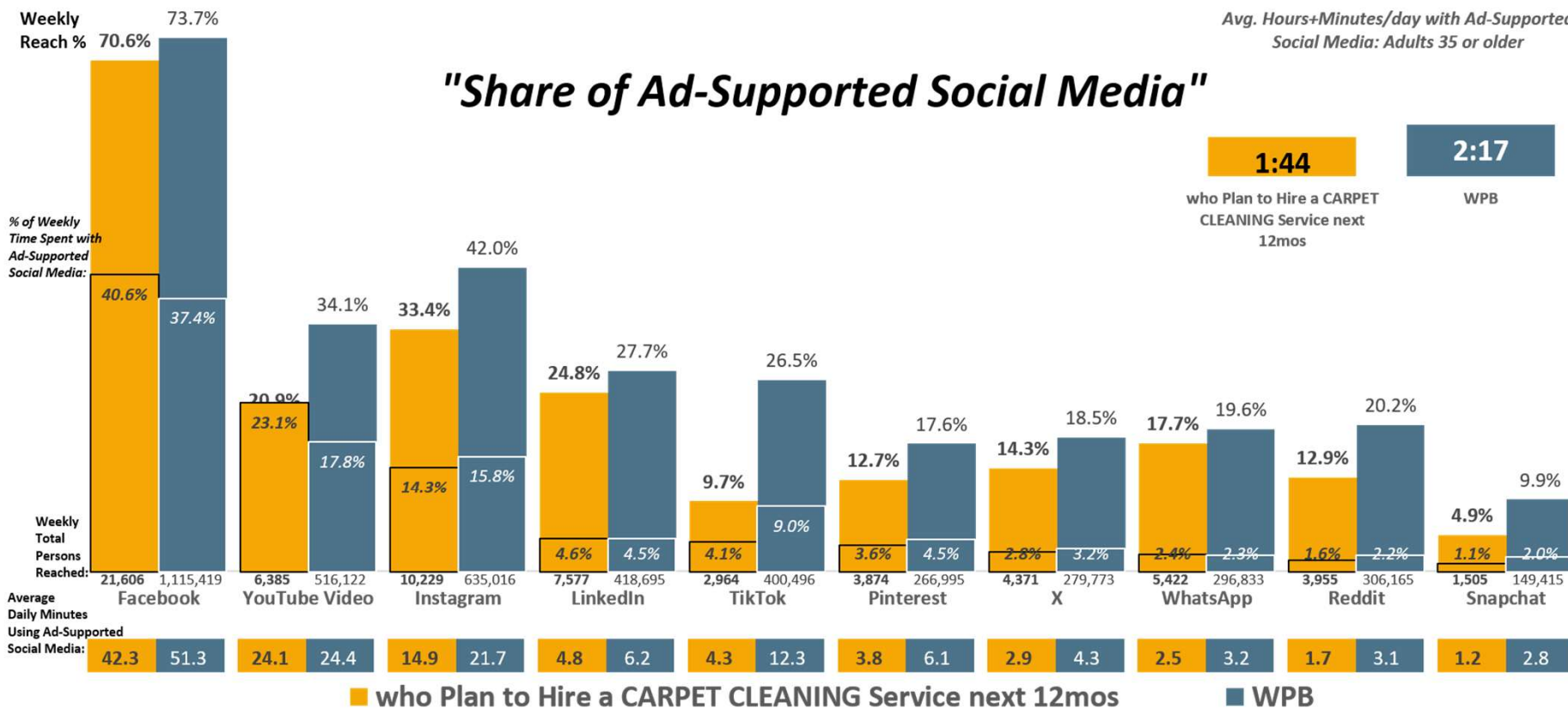
5,000 or 13.7% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 64.2 minutes every day representing 36.8% of all time spent daily with Ad-Supported Social Media





21,606 or 70.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos use Ad-Supported Facebook for an average of 42.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Social Media.

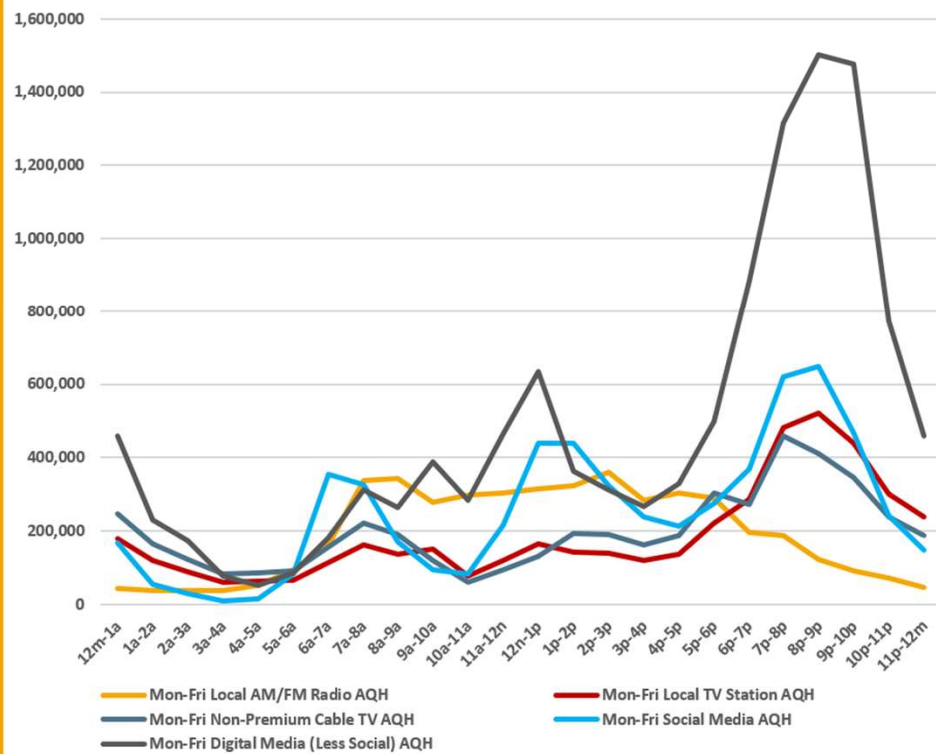
"Share of Ad-Supported Social Media"



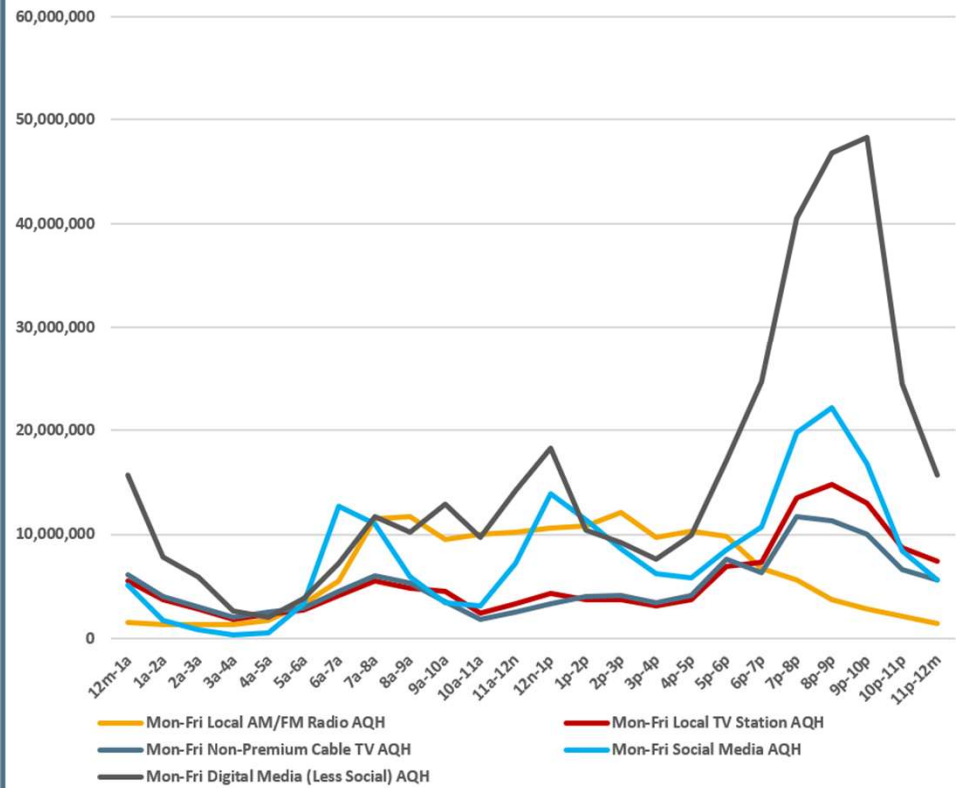


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 398,448;
Local Radio: 291,235; Social Media: 272,120; Non-Prem. Cable: 175,745; Local TV: 151,395
reaching Adults 35 or older who Plan to Hire a CARPET CLEANING Service n

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Hire a CARPET CLEANING
Service next 12mos



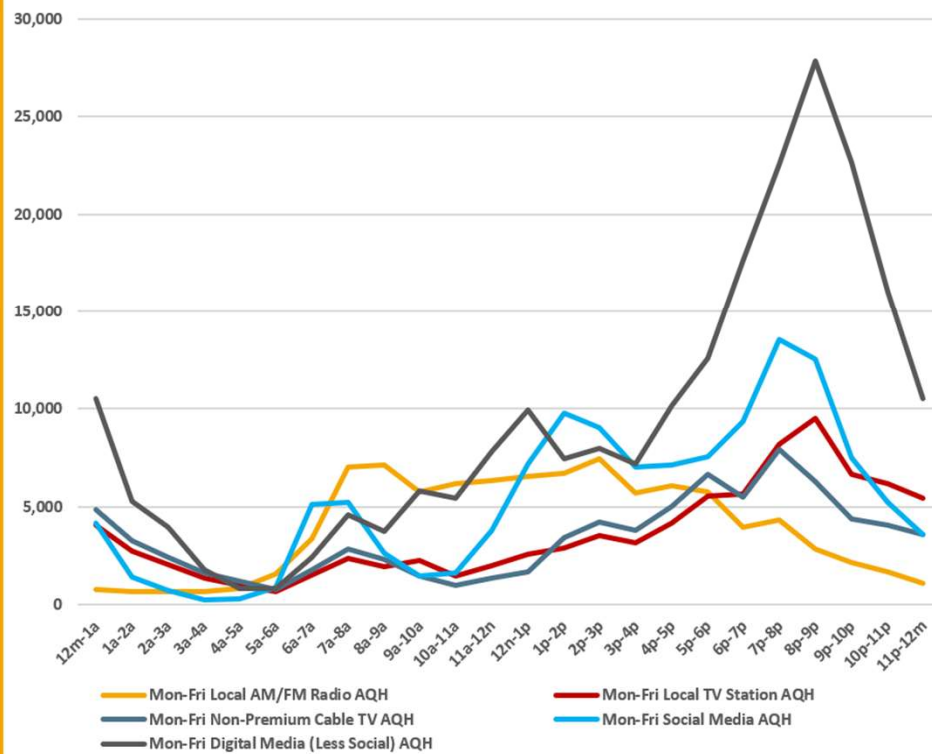
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 35 or older



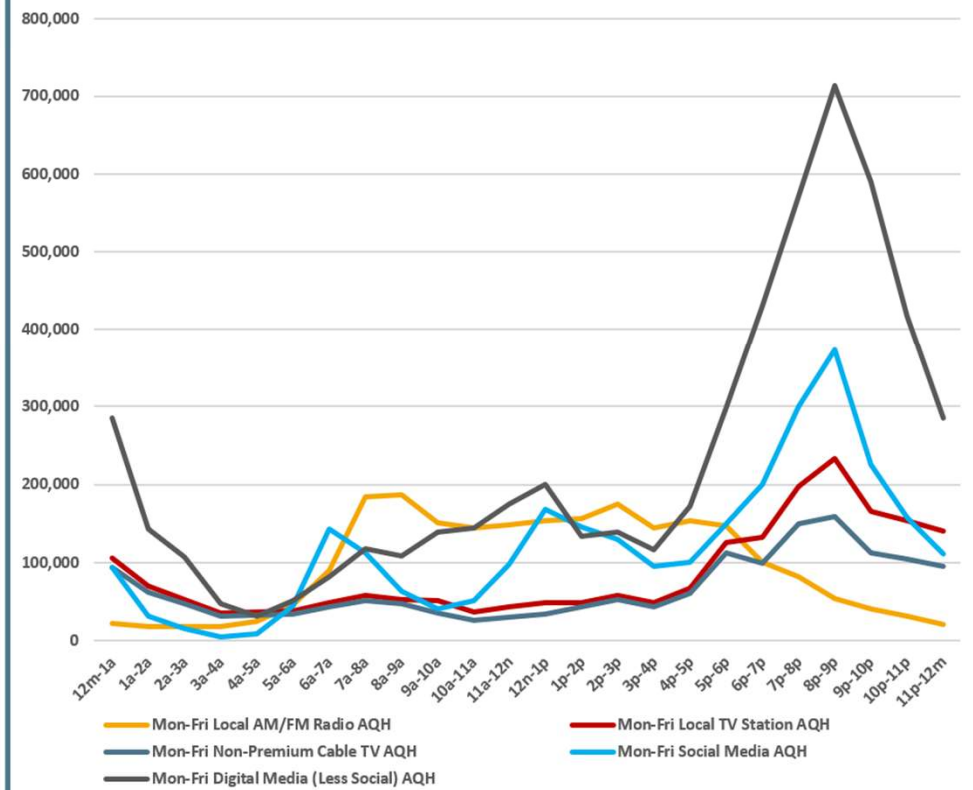


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,898; Local Radio: 5,991; Social Media: 5,909; Non-Prem. Cable: 3,148; Local TV: 2,993 reaching Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Hire a CARPET CLEANING
Service next 12mos



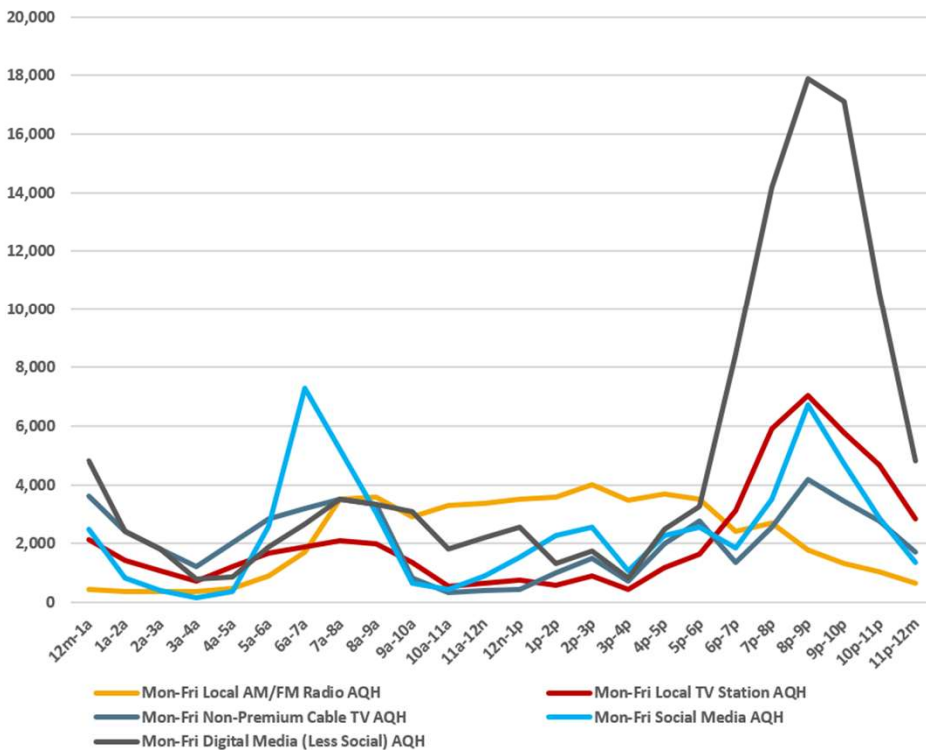
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 35 or older



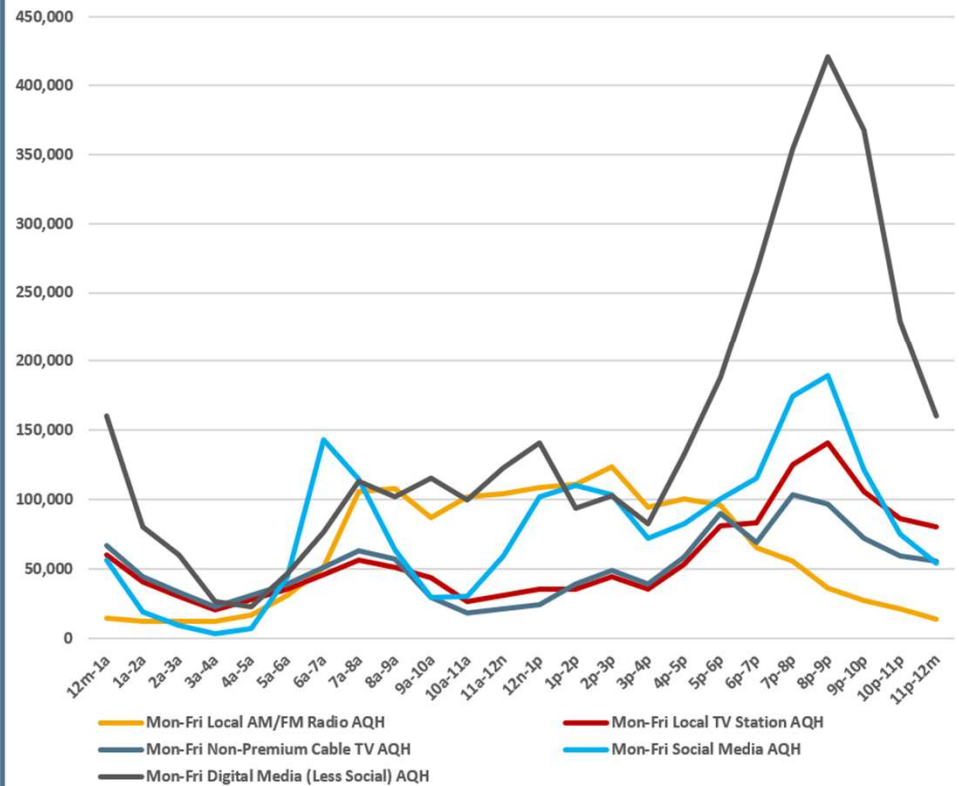


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 3,271; All Other Digital Media: 2,862; Social Media: 2,434; Non-Prem. Cable: 1,638; Local TV: 1,317 reaching Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Hire a CARPET CLEANING
Service next 12mos



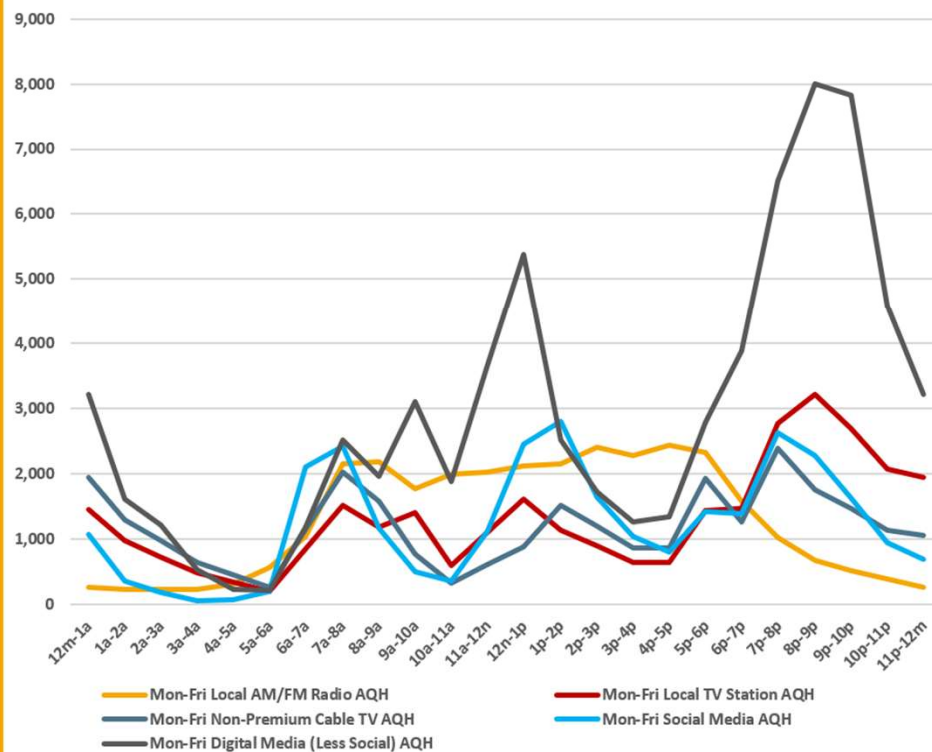
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 35 or older



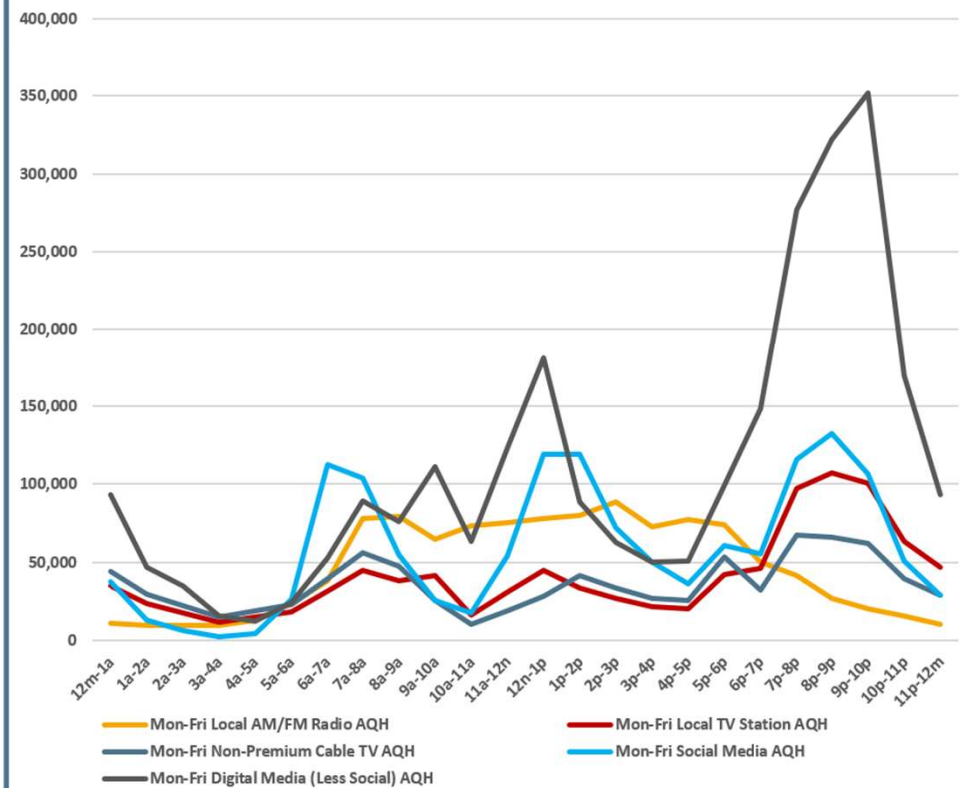


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,554; Local Radio: 2,034; Social Media: 1,479; Non-Prem. Cable: 1,152; Local TV: 1,115 reaching Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Hire a CARPET CLEANING
Service next 12mos



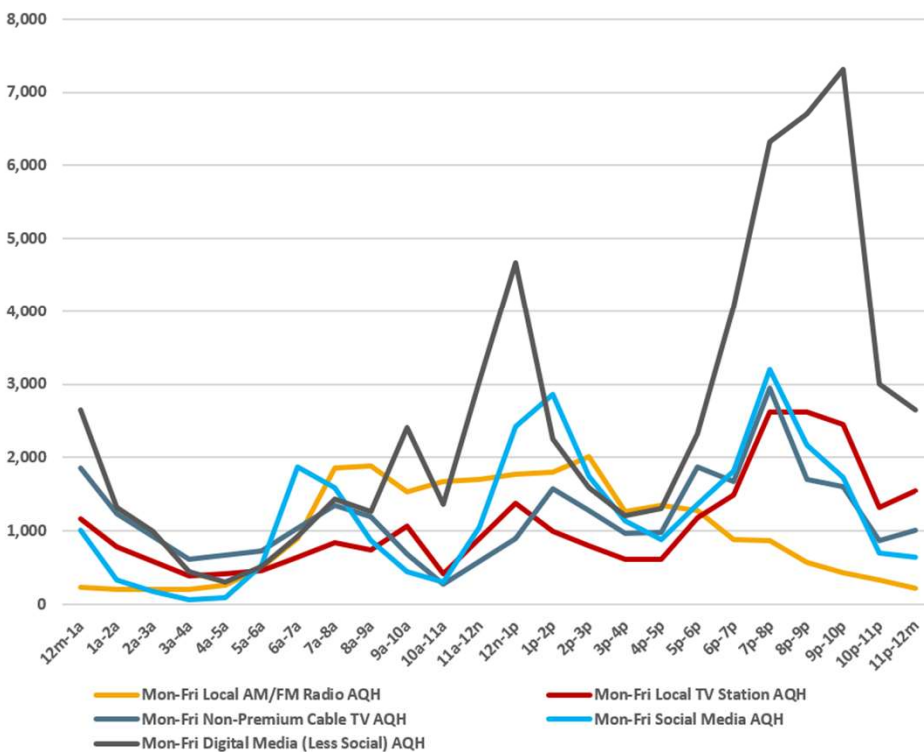
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 35 or older



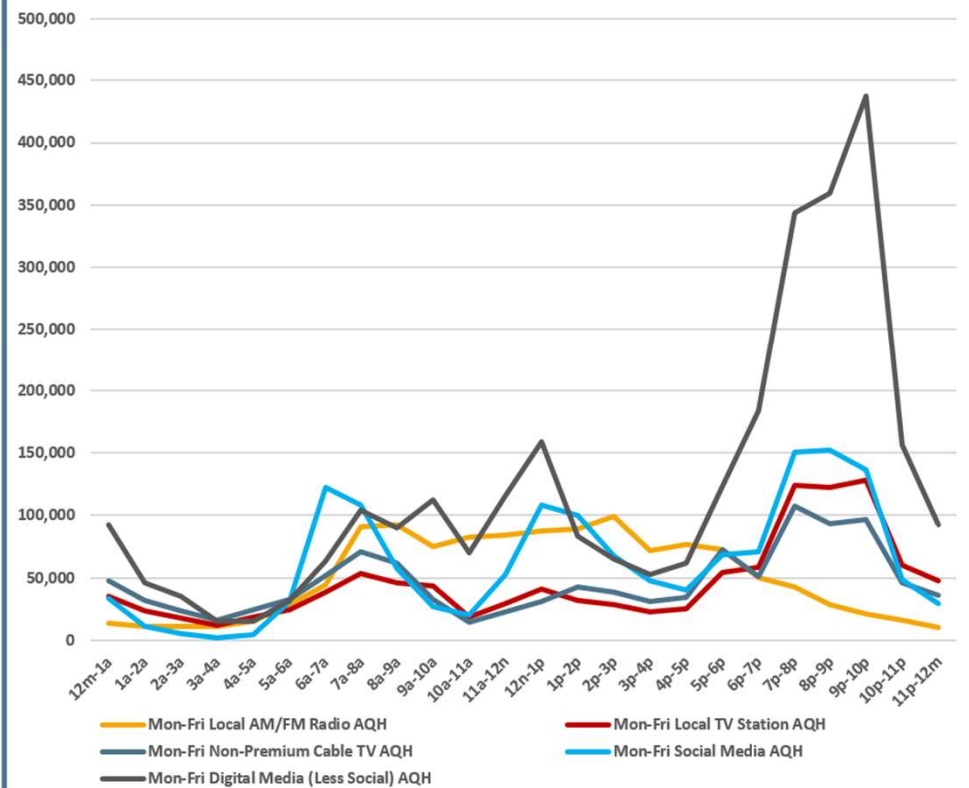


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,142; Local Radio: 1,529; Social Media: 1,410; Non-Prem. Cable: 1,102; Local TV: 896 reaching Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Hire a CARPET CLEANING
Service next 12mos



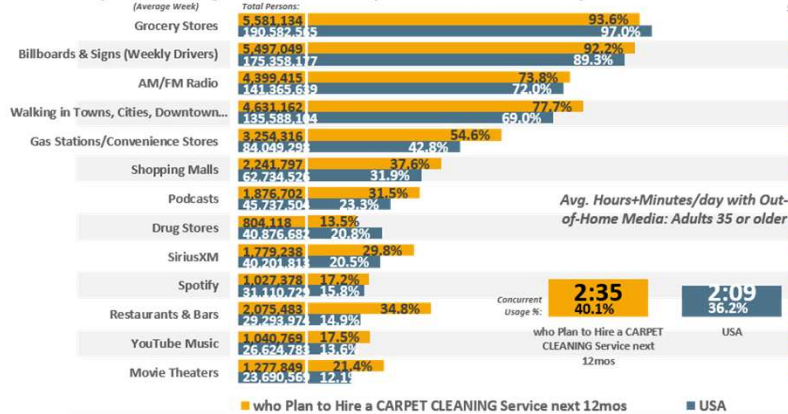
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 35 or older



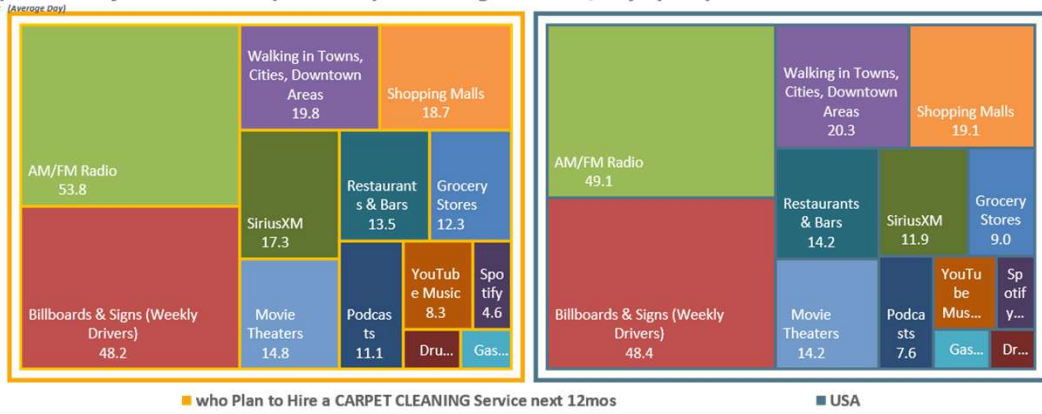


5,497,049 or 92.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 48.2 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 45. minutes/day

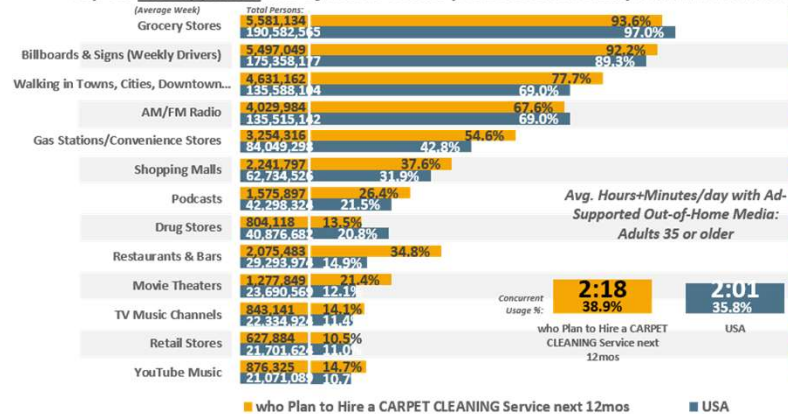
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



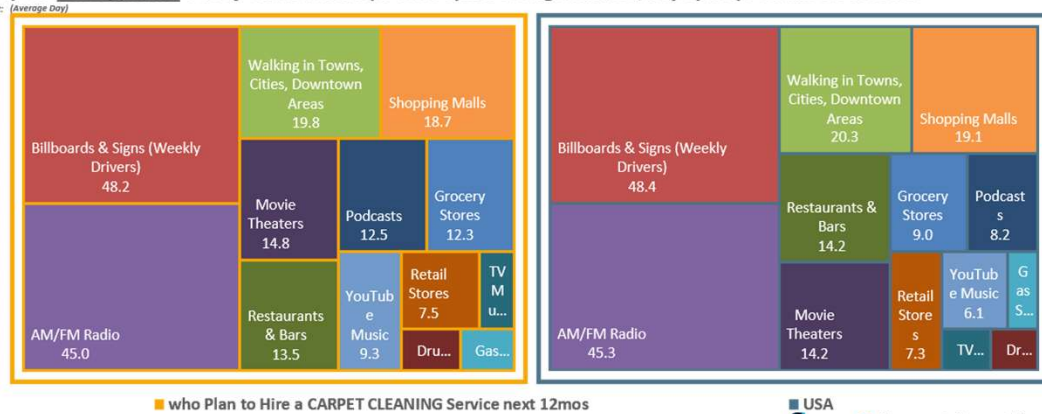
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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 734
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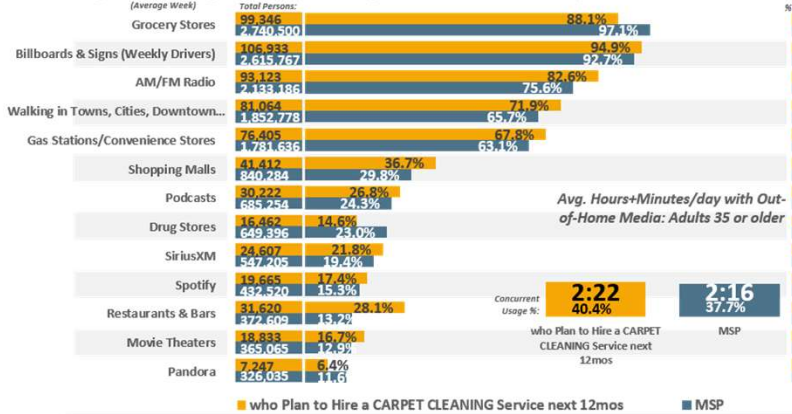
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

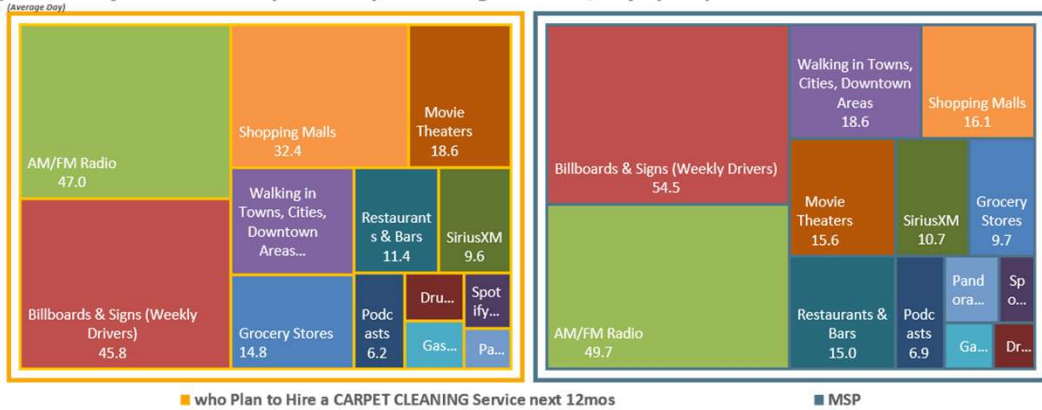


106,933 or 94.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 39.2 minutes/day

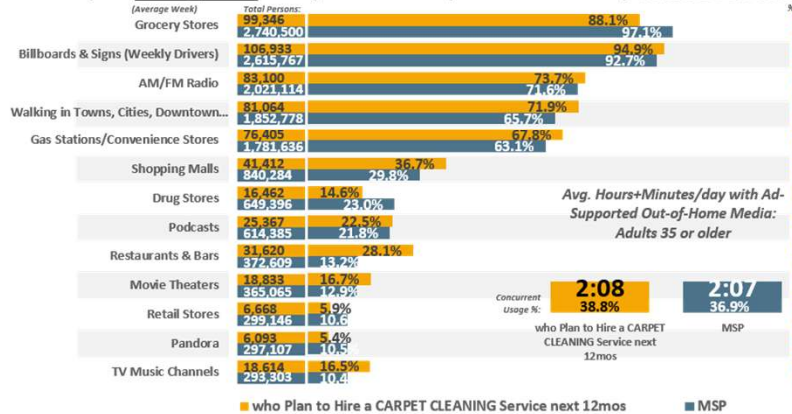
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



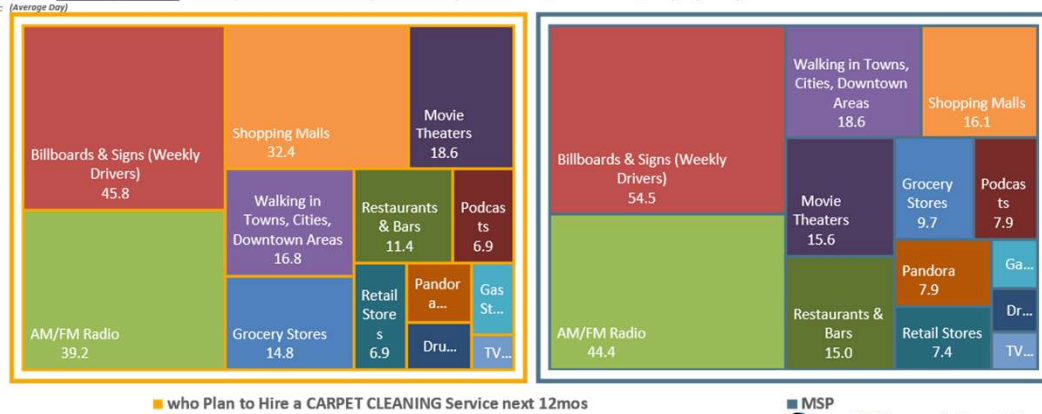
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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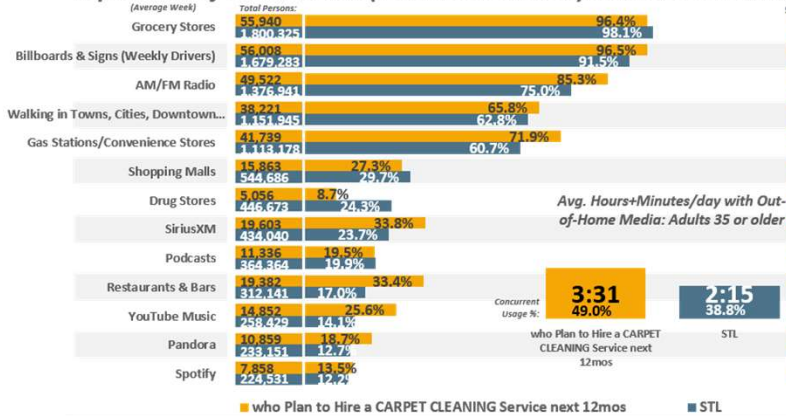
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

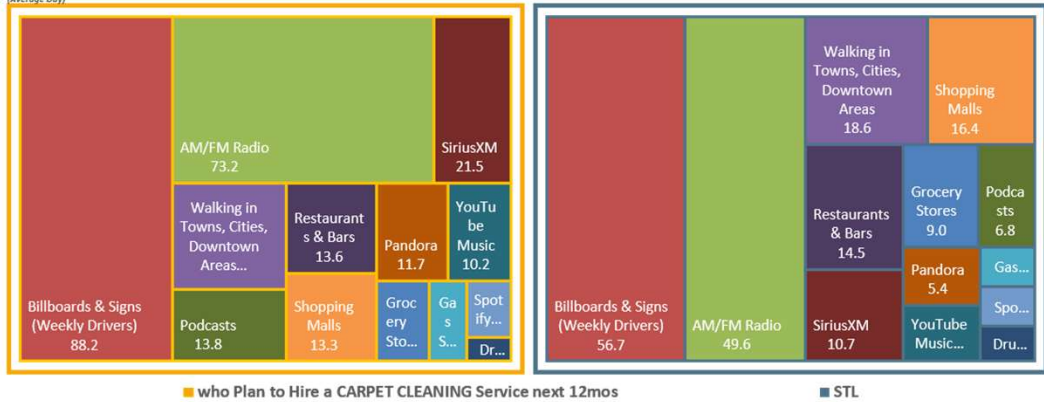


56,008 or 96.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 88.2 minutes per day driving, seeing Billboards and Signs. 79.7% Listen to Local Radio Stations Out-of-Home for an average of 65. minutes/day.

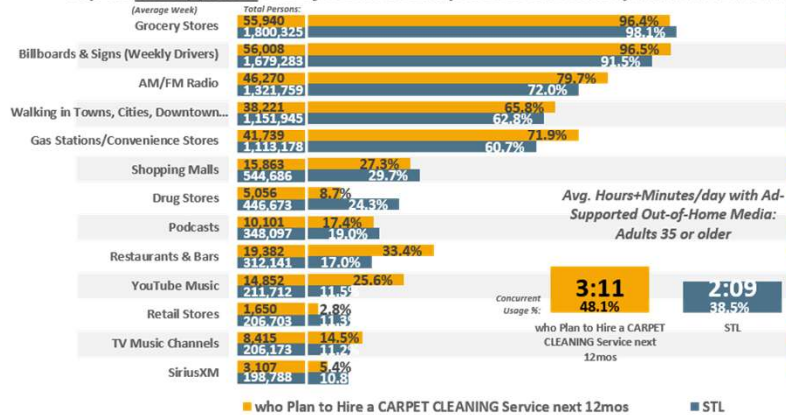
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



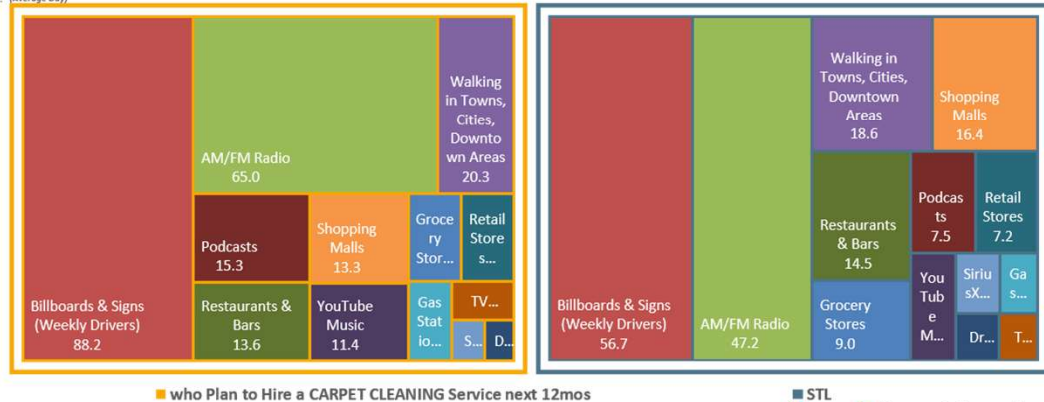
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



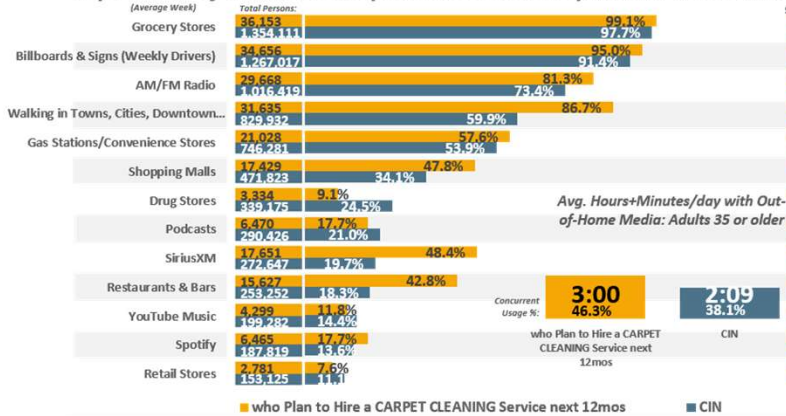
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



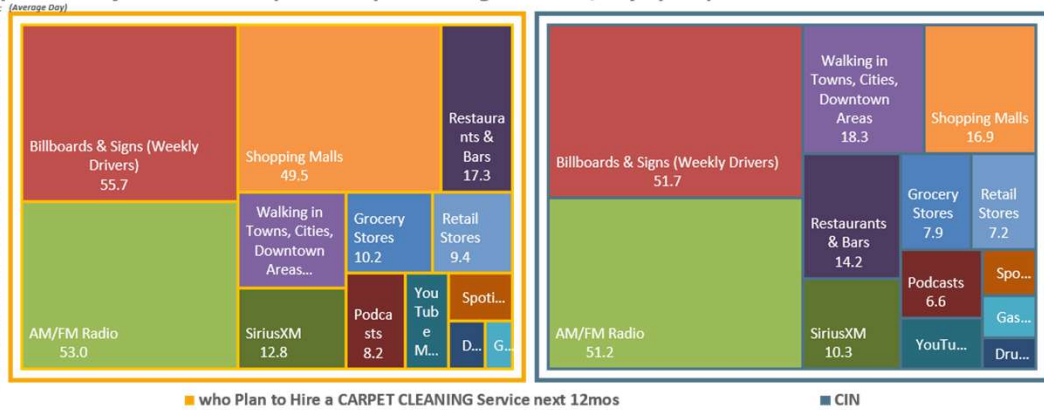


34,656 or 95.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 55.7 minutes per day driving, seeing Billboards and Signs. 74.6% Listen to Local Radio Stations Out-of-Home for an average of 48.5 minutes/day.

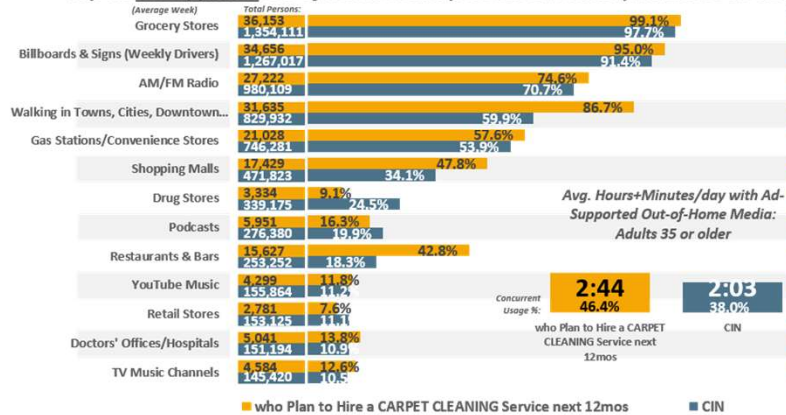
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



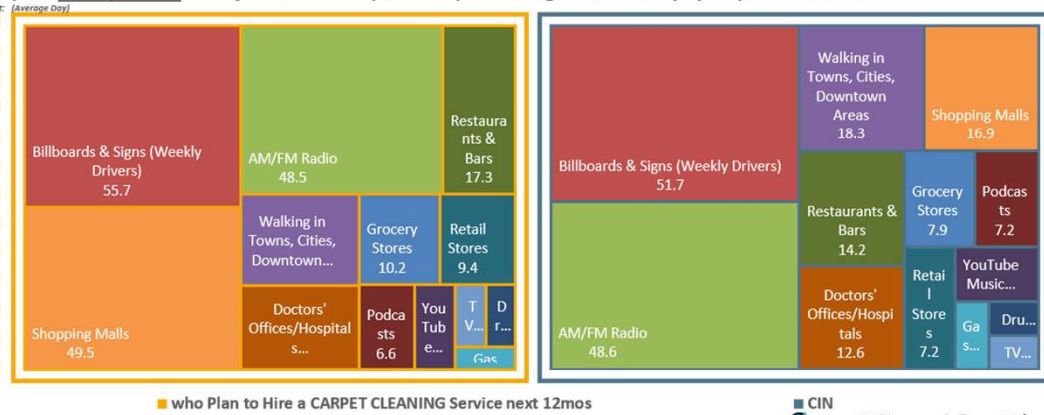
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 64
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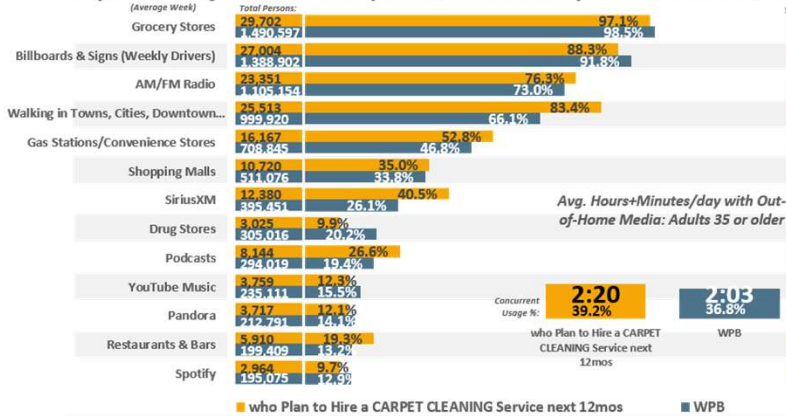
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

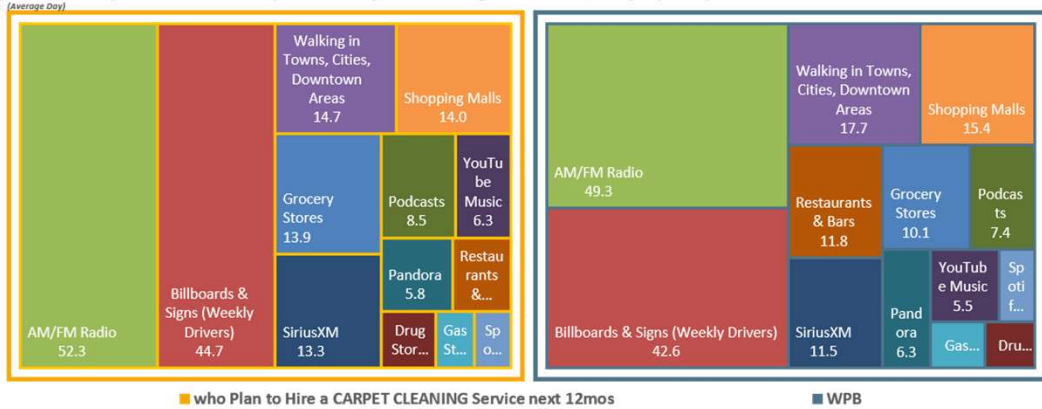


27,004 or 88.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 44.7 minutes per day driving, seeing Billboards and Signs. 68.3% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/day.

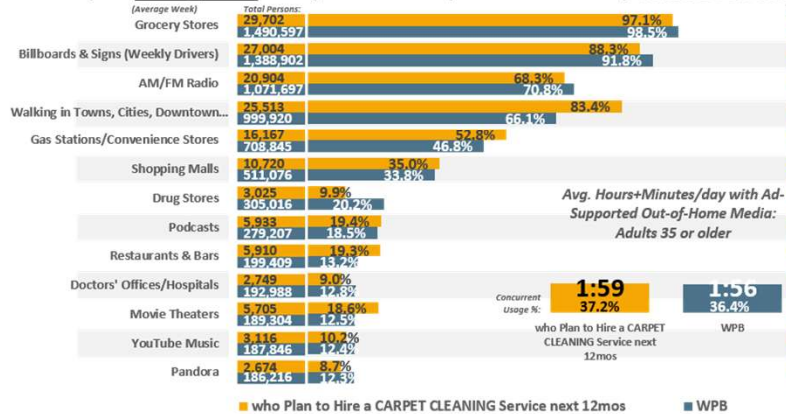
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



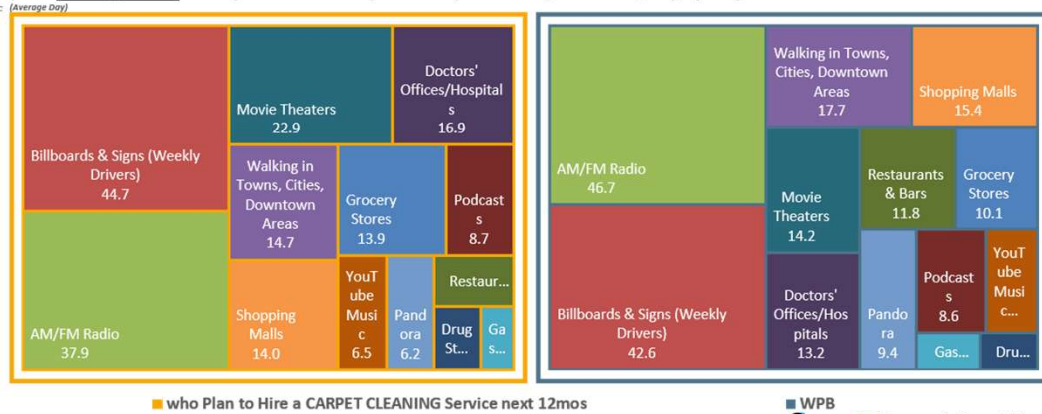
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



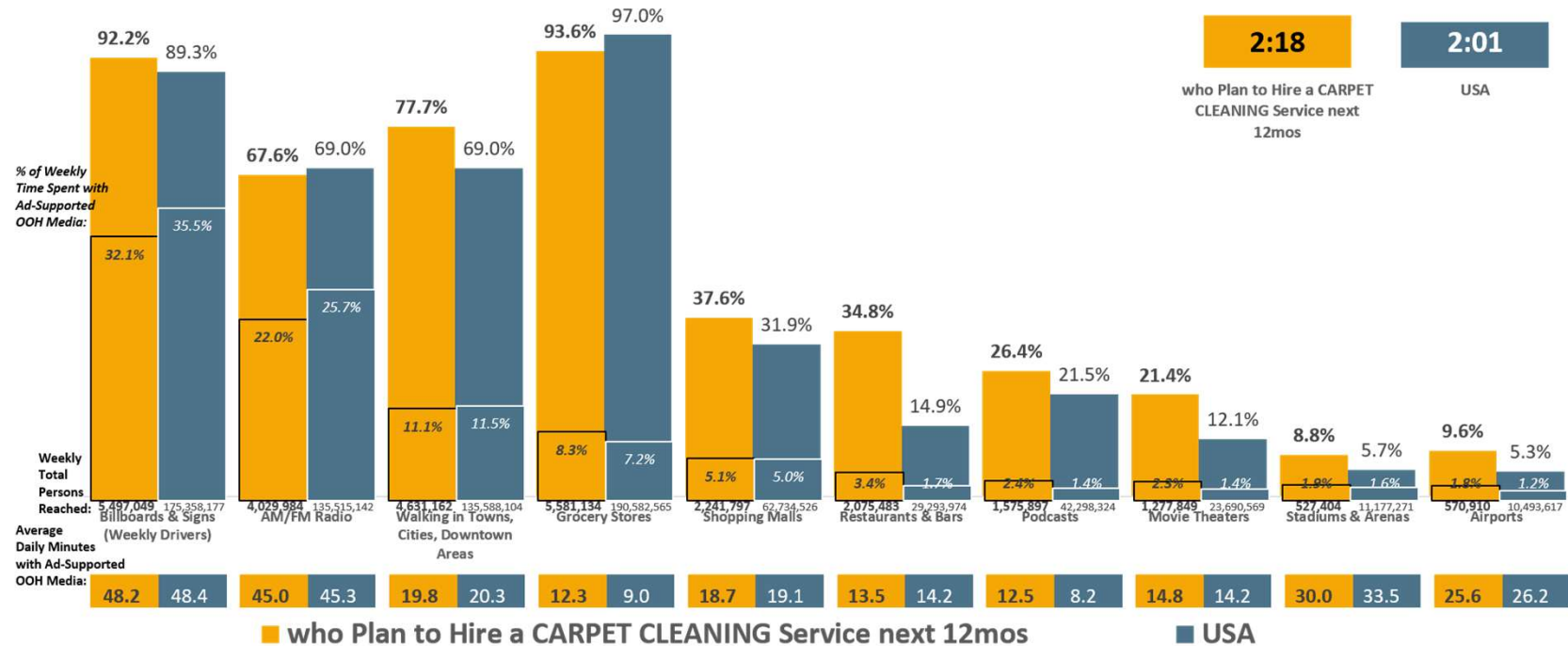


5,497,049 or 92.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 48.2 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 734 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 OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

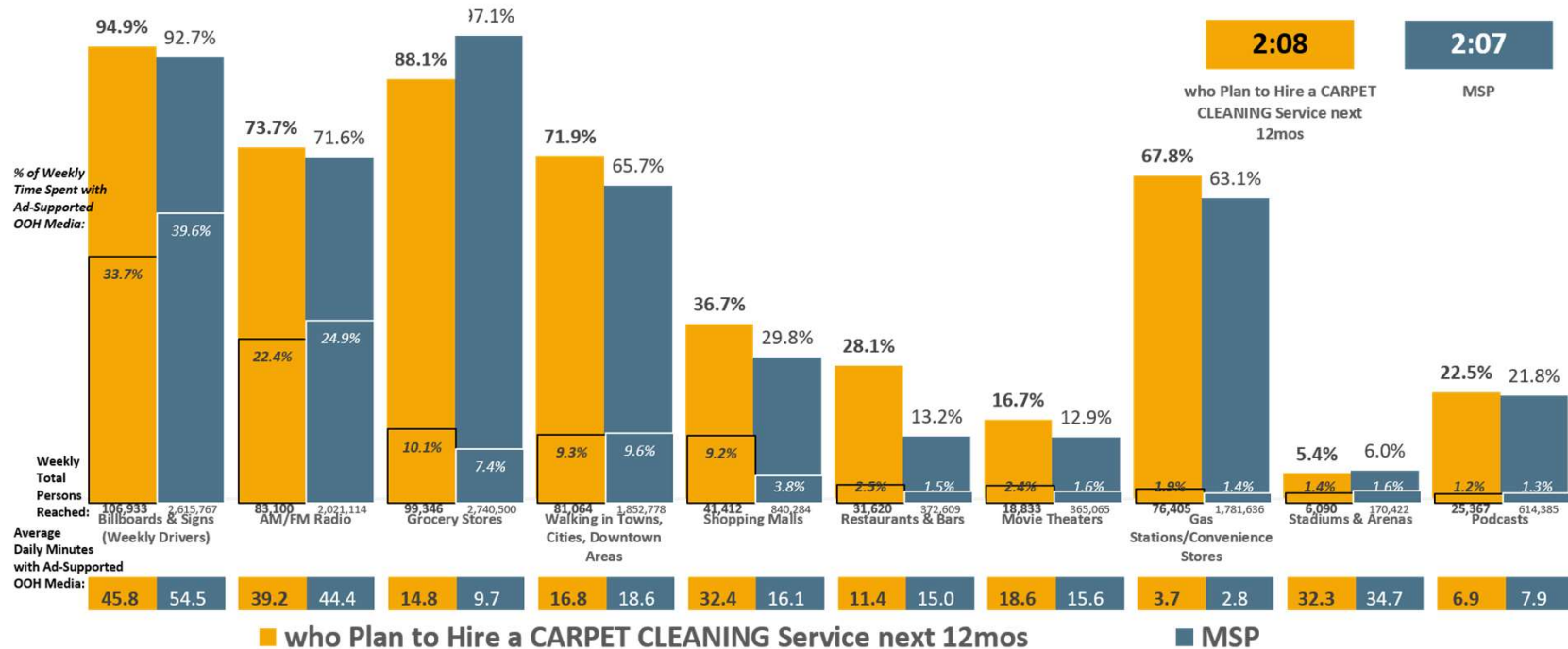


106,933 or 94.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 45.8 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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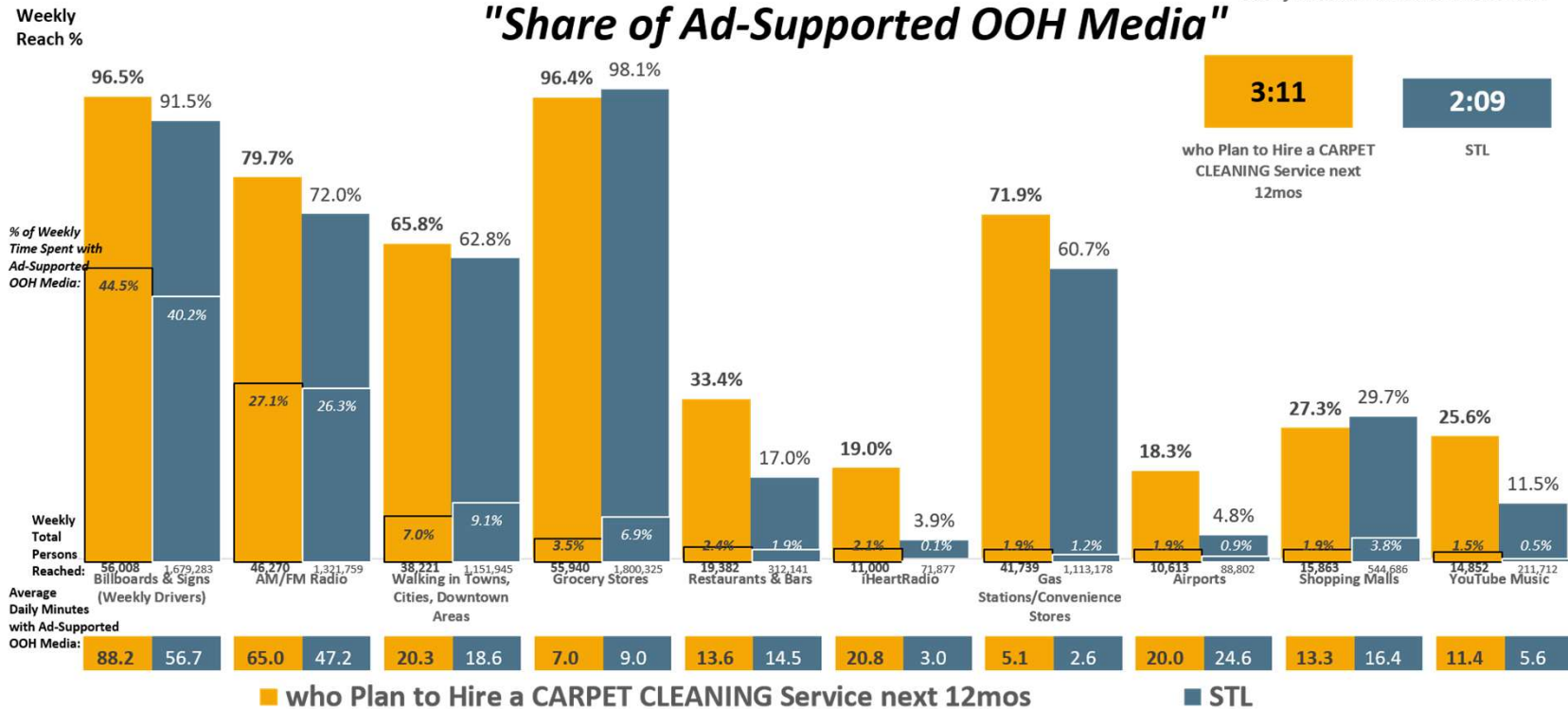
soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service))



56,008 or 96.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 88.2 minutes per day driving, seeing Billboards and Signs representing 44.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 55
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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{{(Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service}}

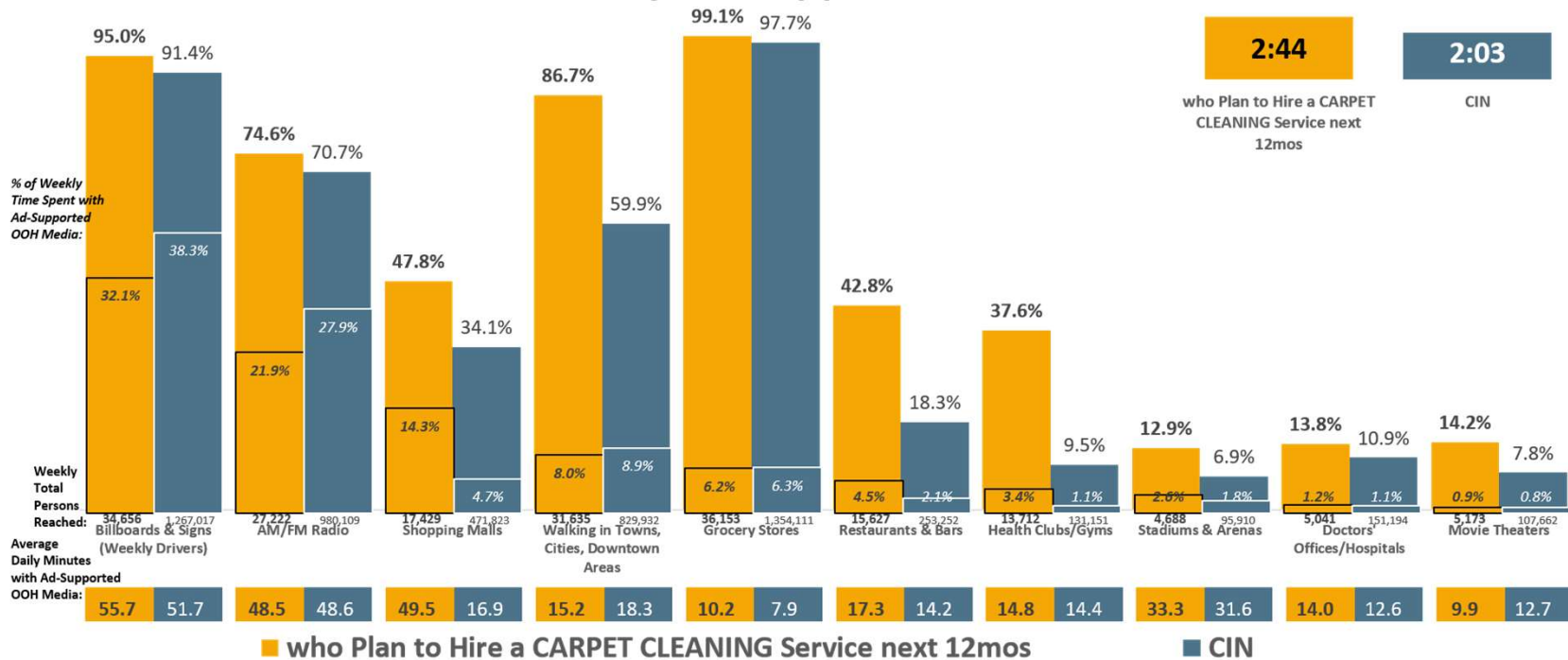


34,656 or 95.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 55.7 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 64
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

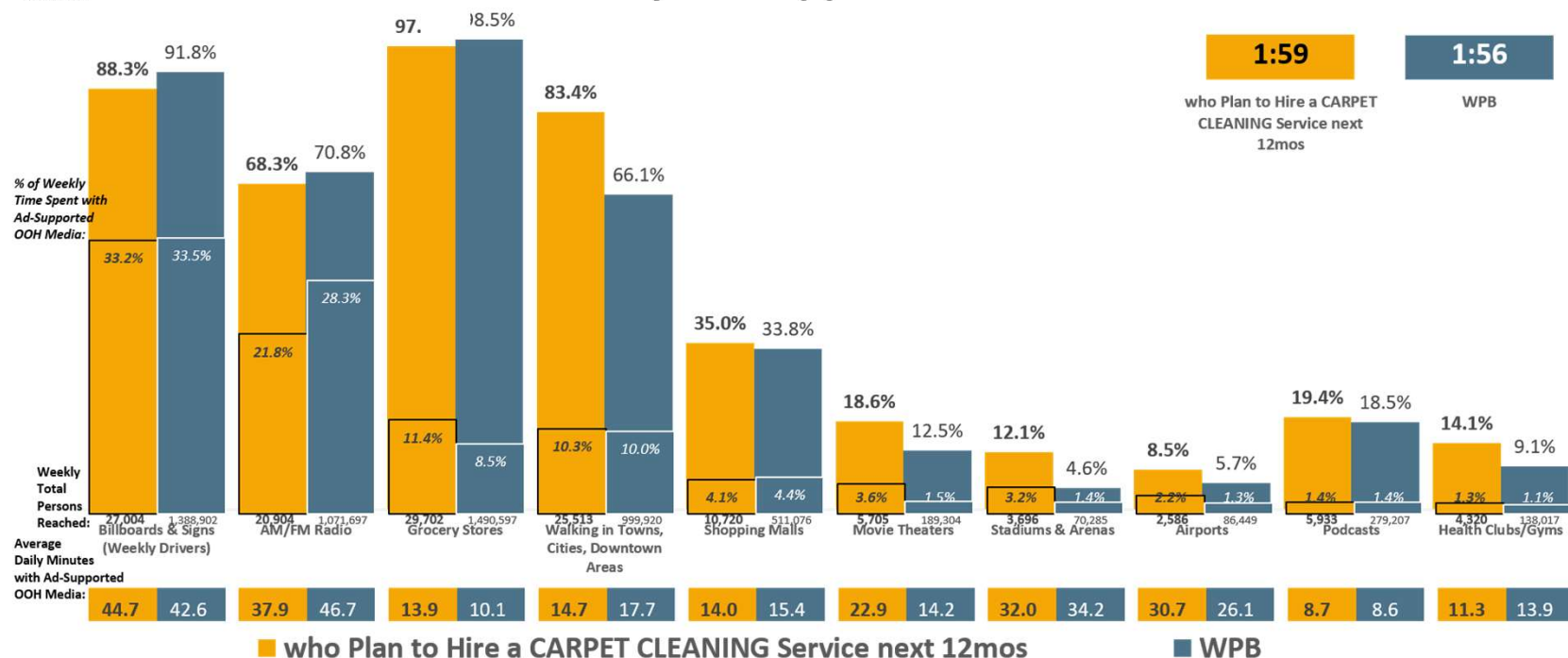


27,004 or 88.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 44.7 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:59

who Plan to Hire a CARPET CLEANING Service next 12mos

1:56

WFPB

WFPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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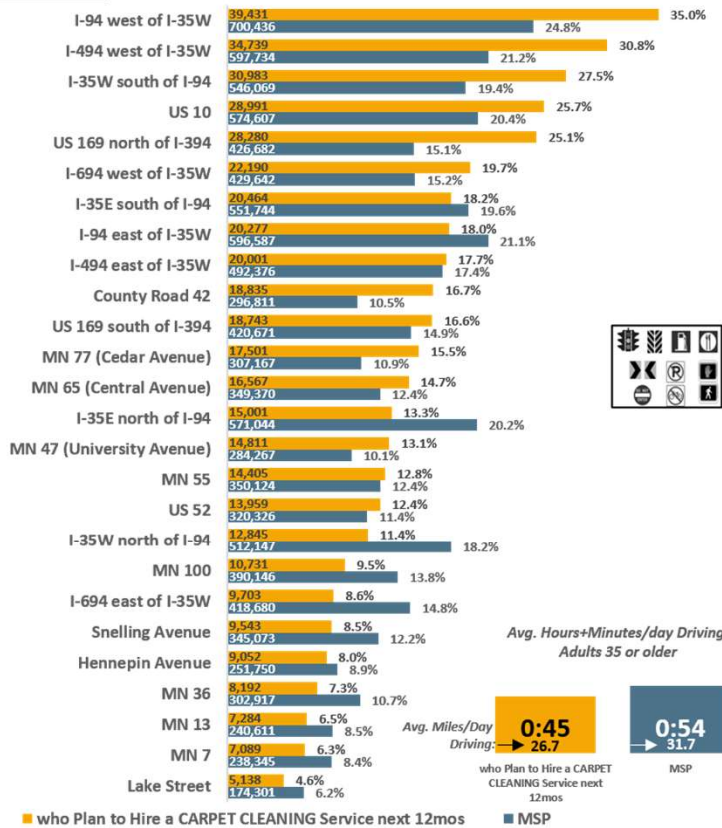
soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service))

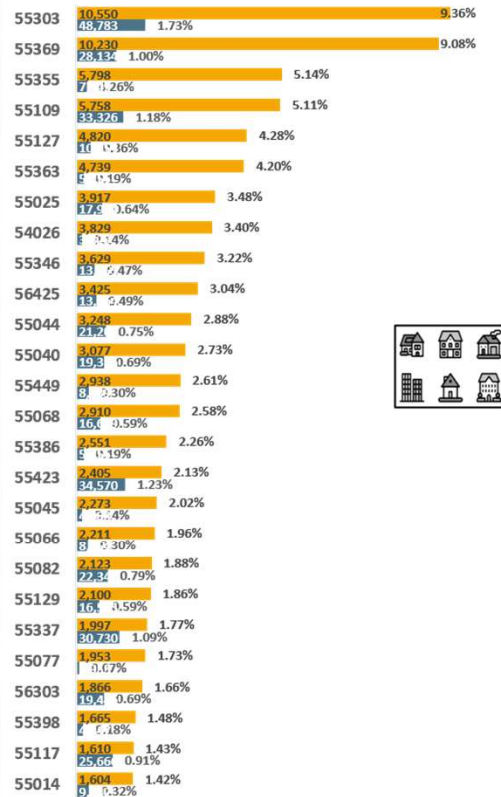


106,933 or 94.9% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 45.8 minutes per day driving an average of 26.7 miles each day and are 65.9% more likely to use US 169 north of I-394 than the Metro average.

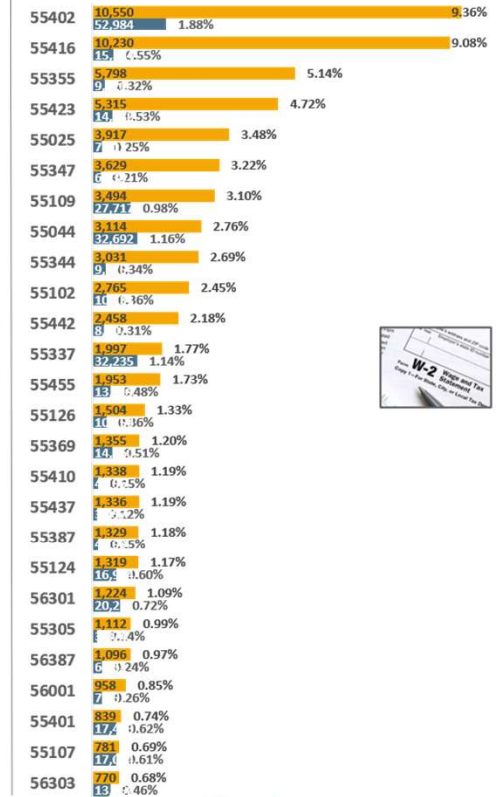
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



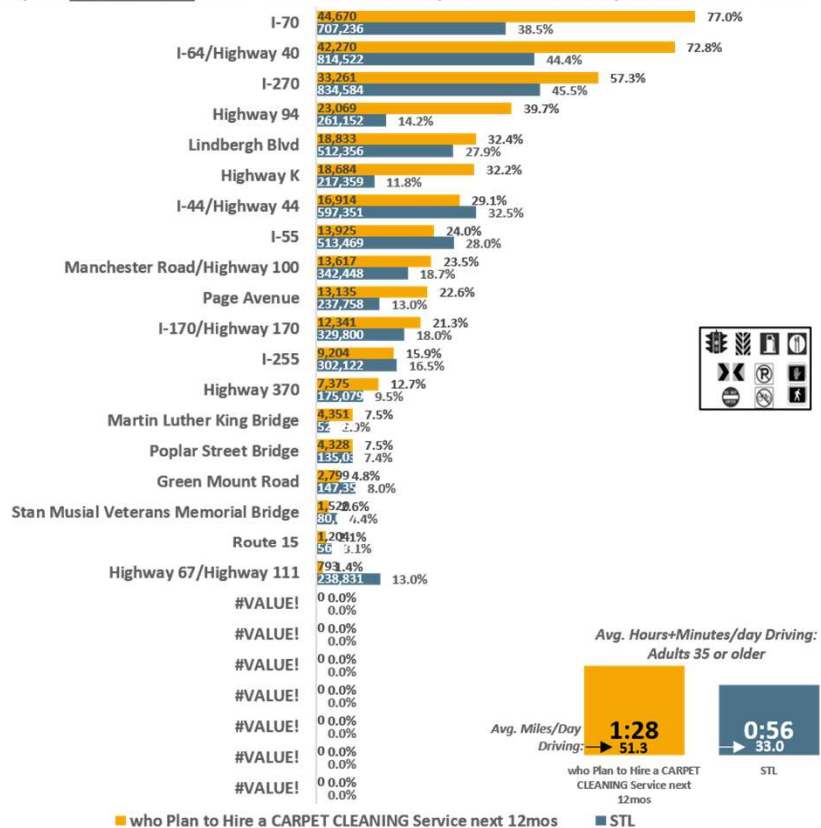
Top-26 Employment Zip Codes: Adults 35 or older



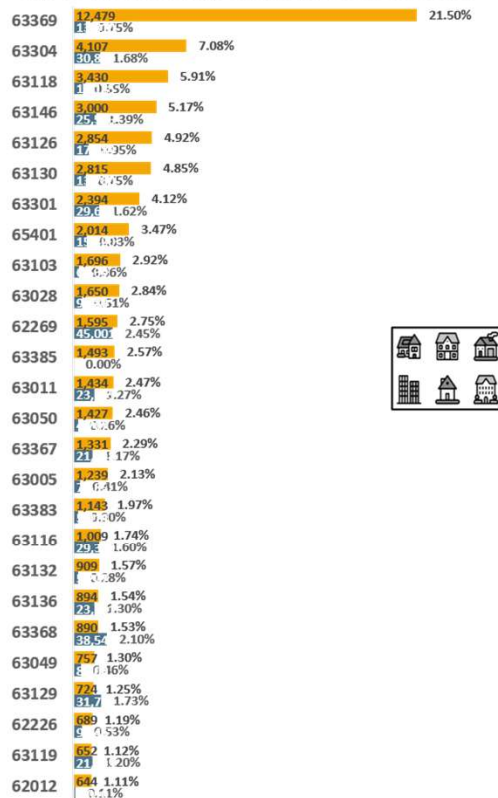


56,008 or 96.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 88.2 minutes per day driving an average of 51.3 miles each day and are 179.3% more likely to use Highway 94 than the Metro average.

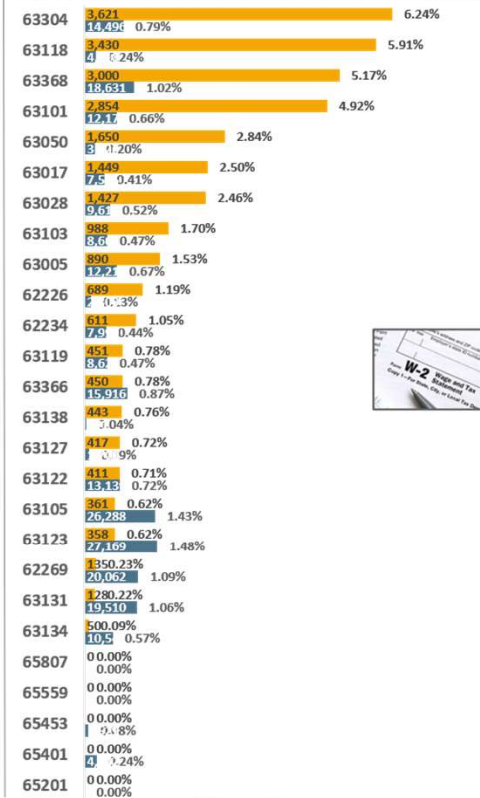
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



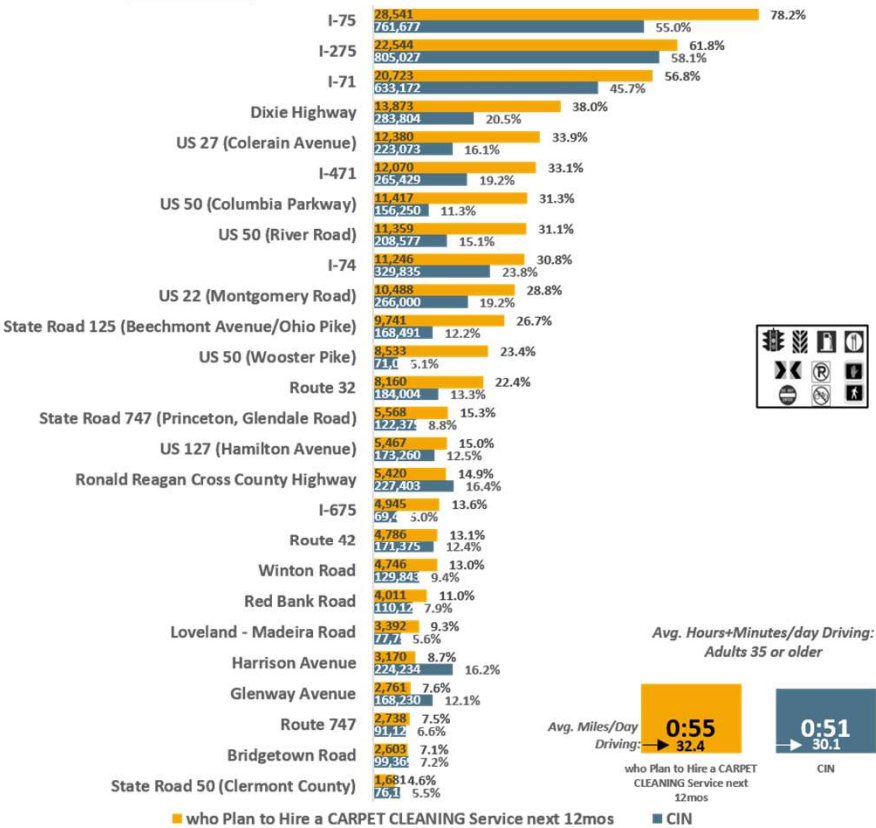
Top-26 Employment Zip Codes: Adults 35 or older





34,656 or 95.% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 55.7 minutes per day driving an average of 32.4 miles each day and are 356.1% more likely to use US 50 (Wooster Pike) than the Metro average.

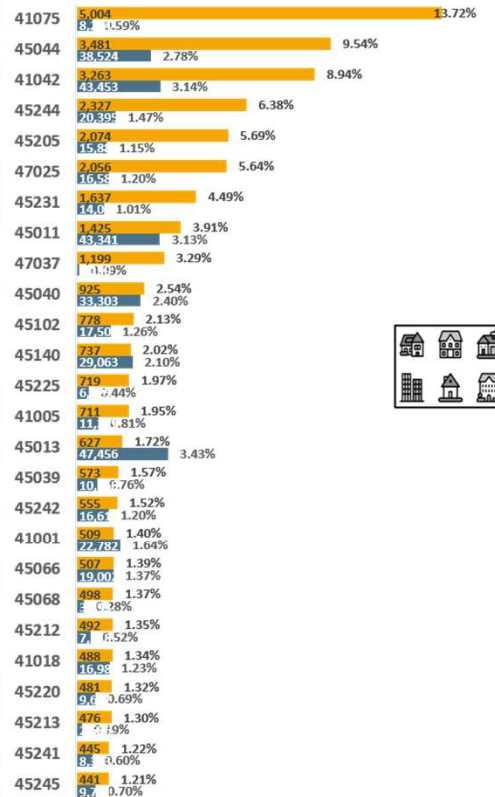
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



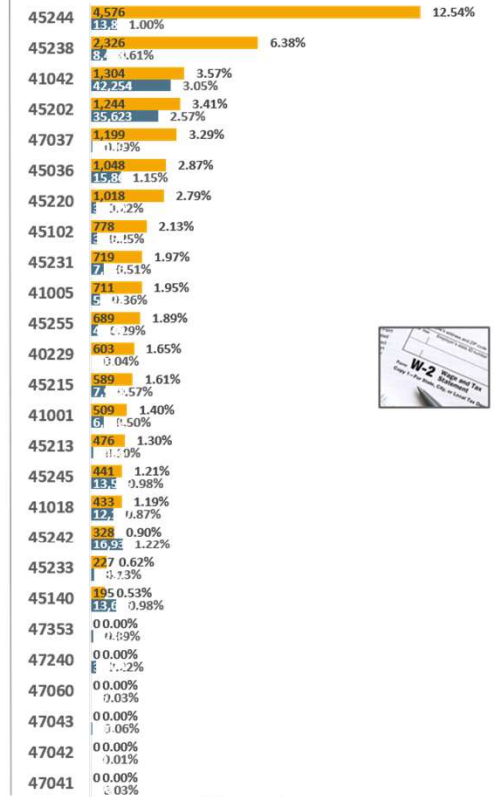
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



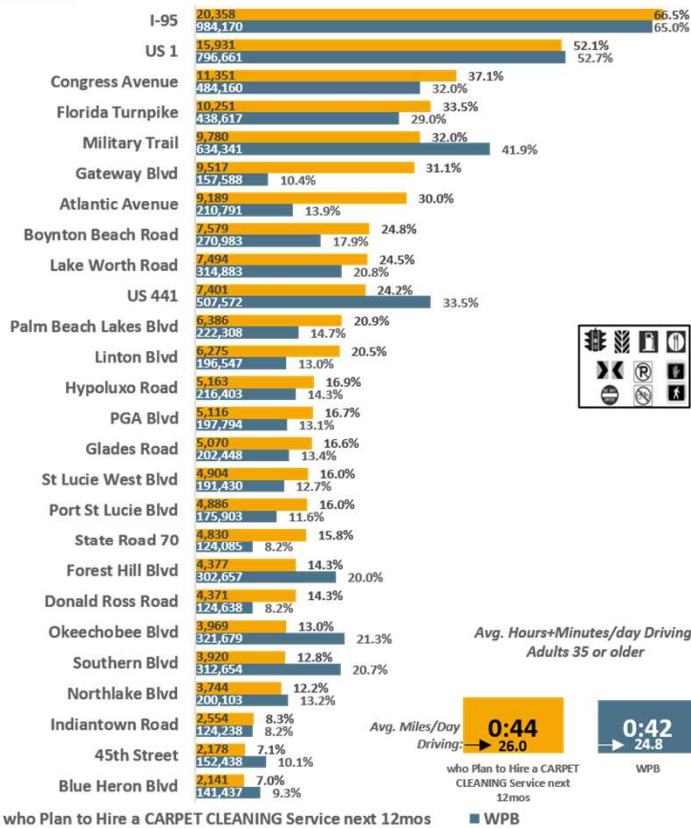
Top-26 Employment Zip Codes: Adults 35 or older



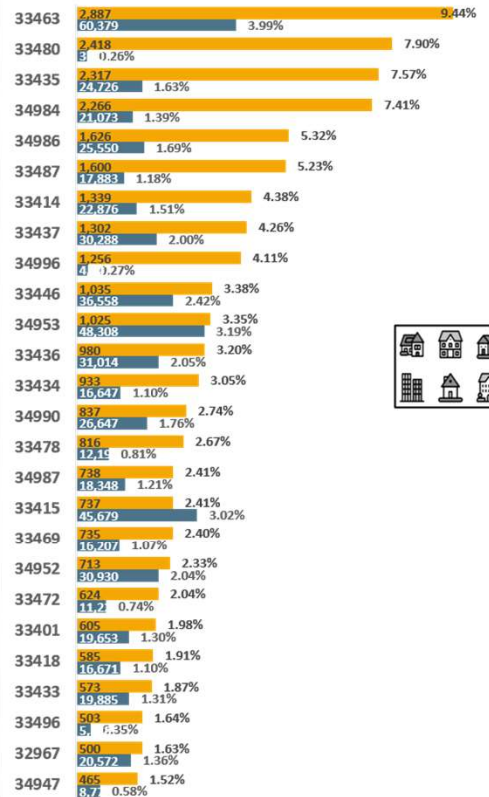


27,004 or 88.3% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos spend an average of 44.7 minutes per day driving an average of 26. miles each day and are 198.7% more likely to use Gateway Blvd than the Metro average.

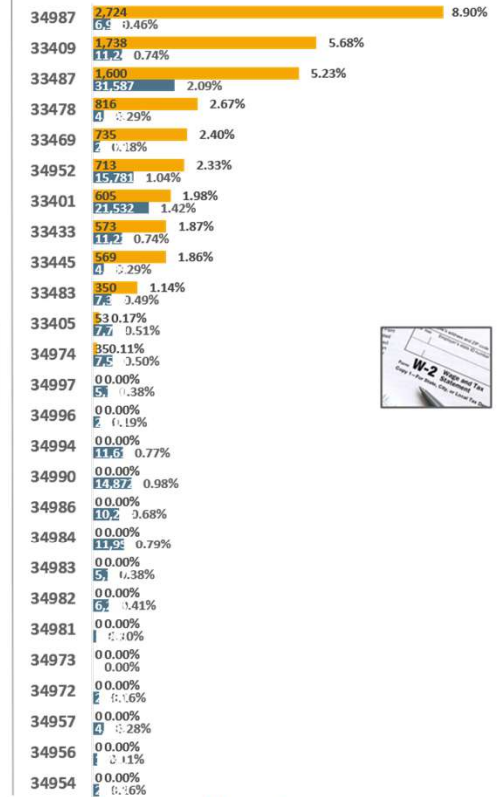
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



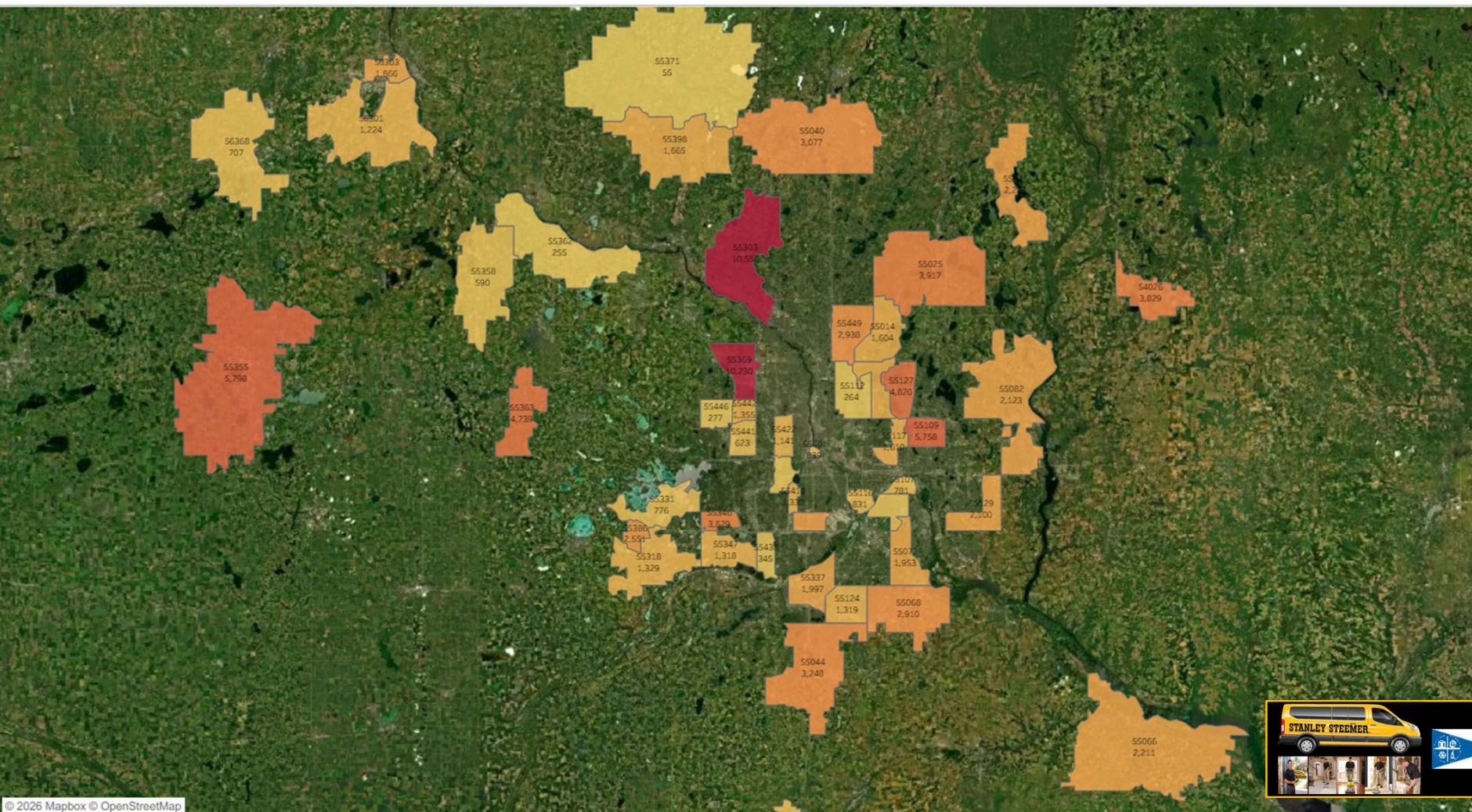
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: SUM(Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)



SUM(Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)

55 10,550



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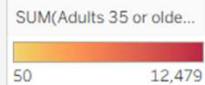
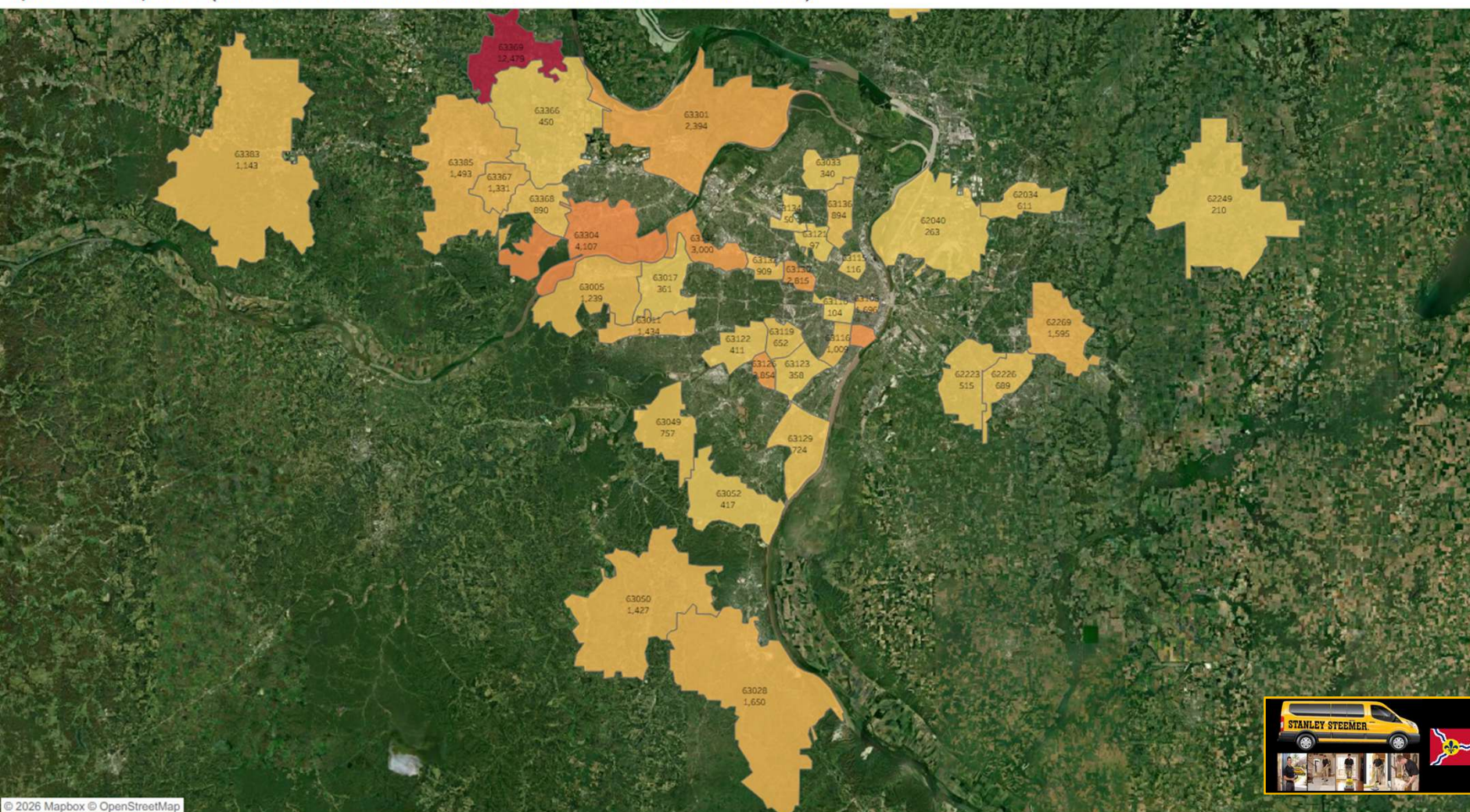
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 67

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[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

Top Residential Zip Codes: (Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)



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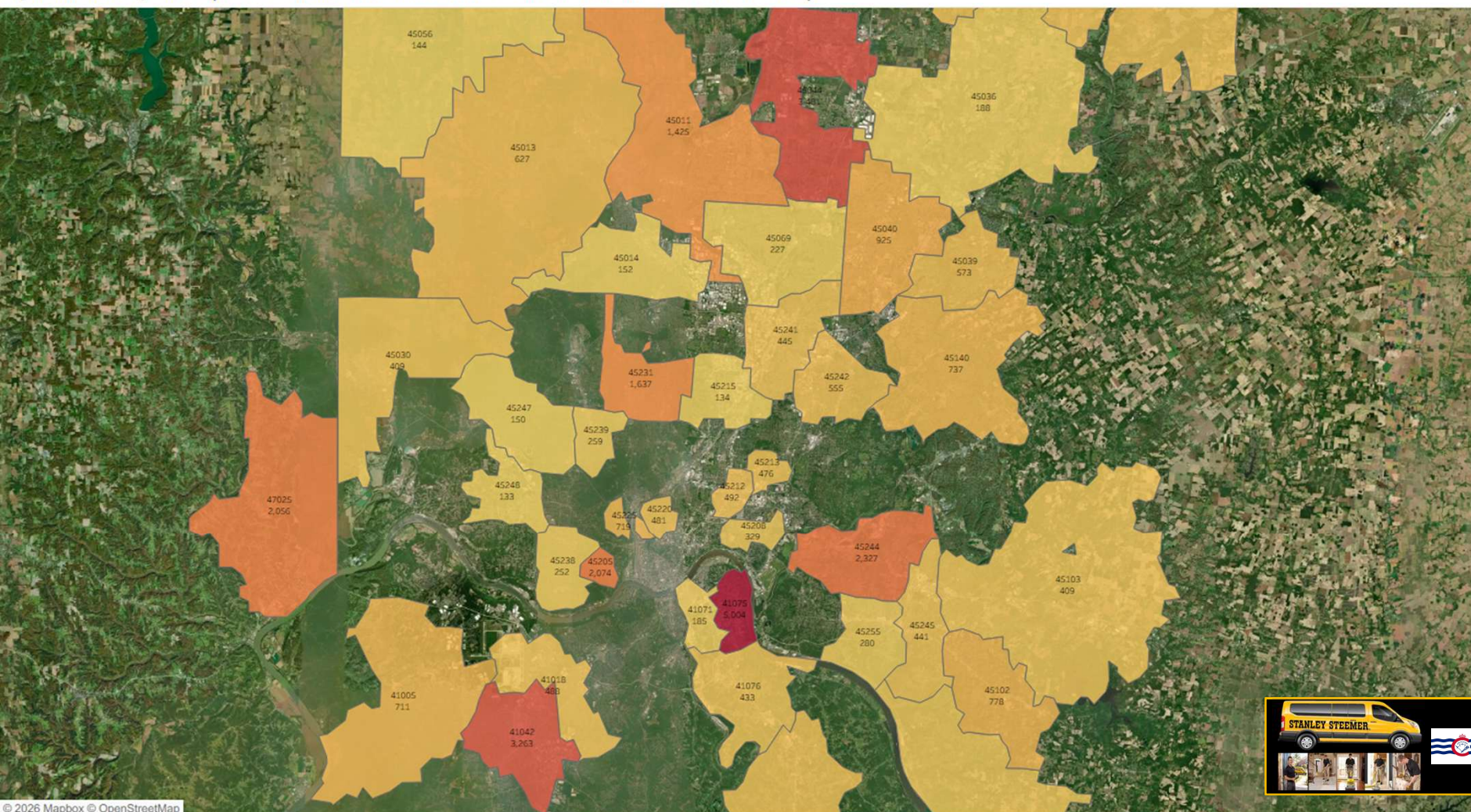
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 55

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[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

Top Residential Zip Codes: (Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)



SUM(Adults 35 or olde...



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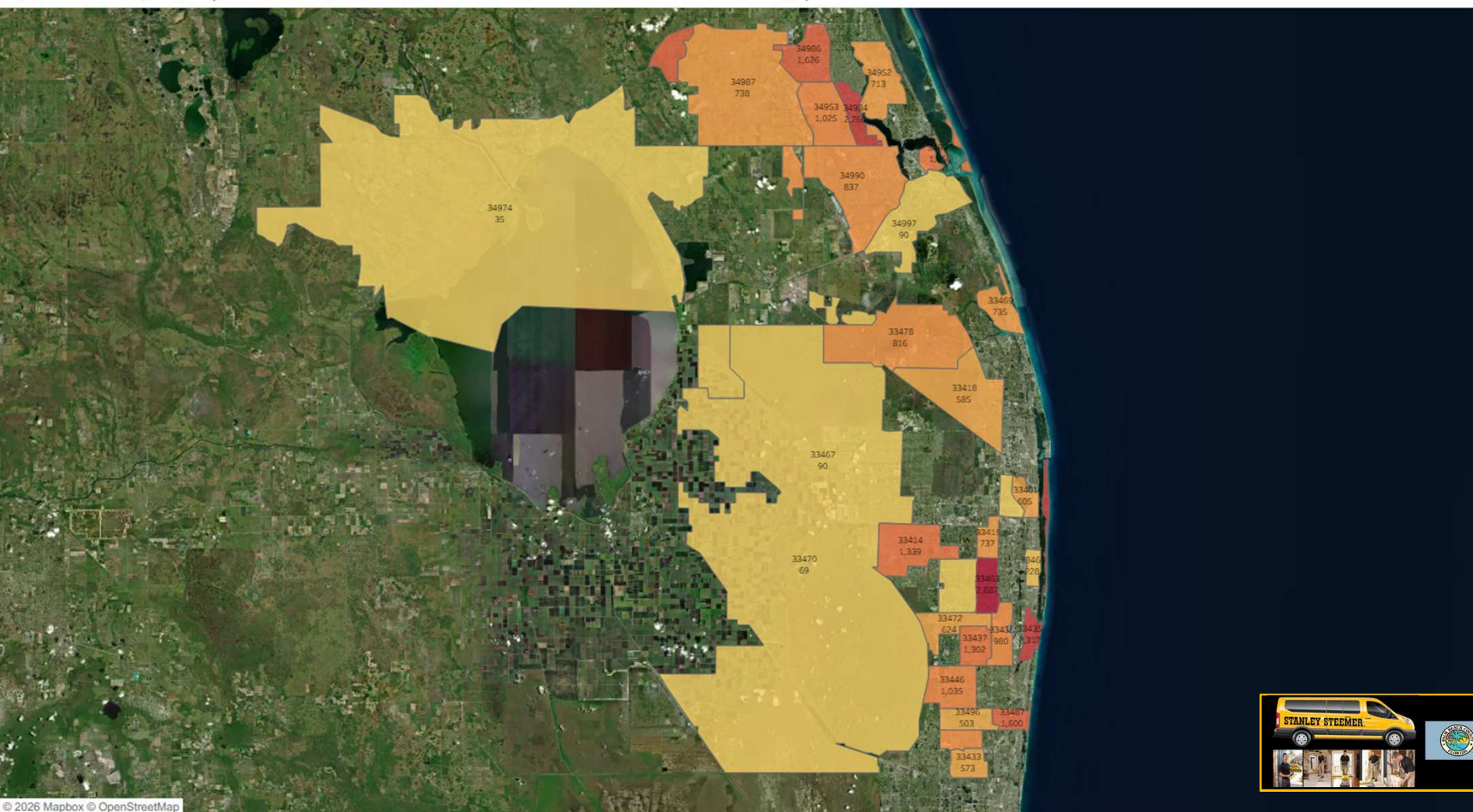
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 64

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[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

Top Residential Zip Codes: (Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos)



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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51
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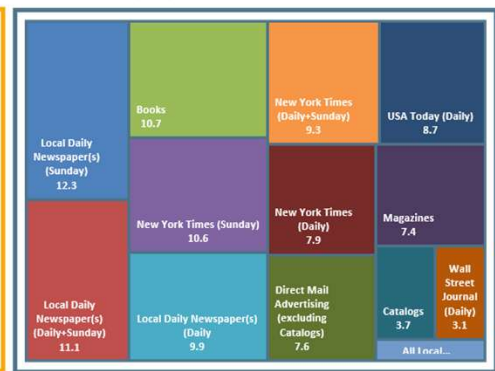
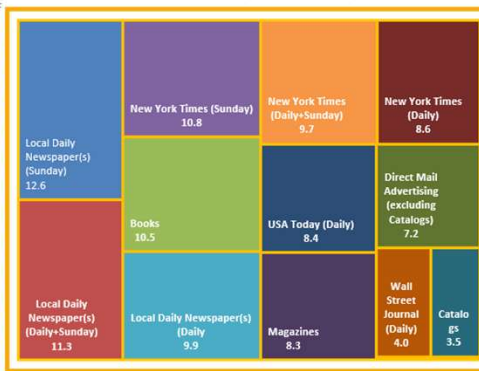
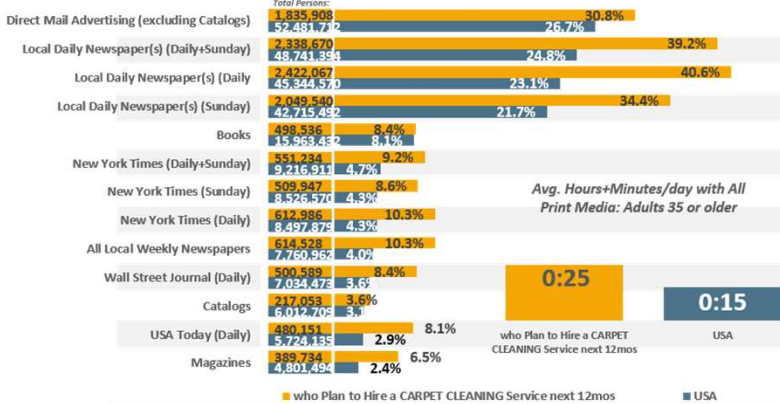
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent] AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]

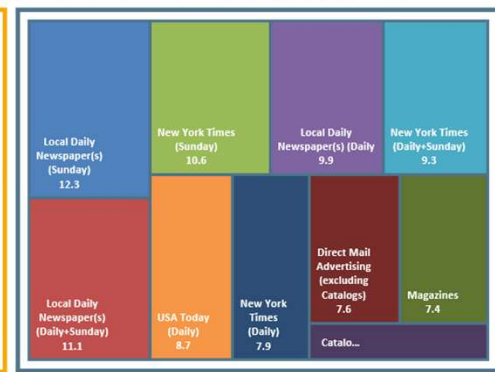
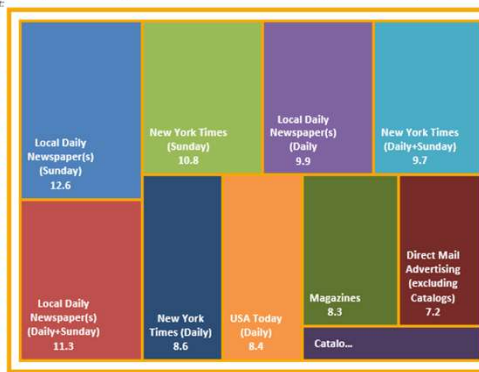
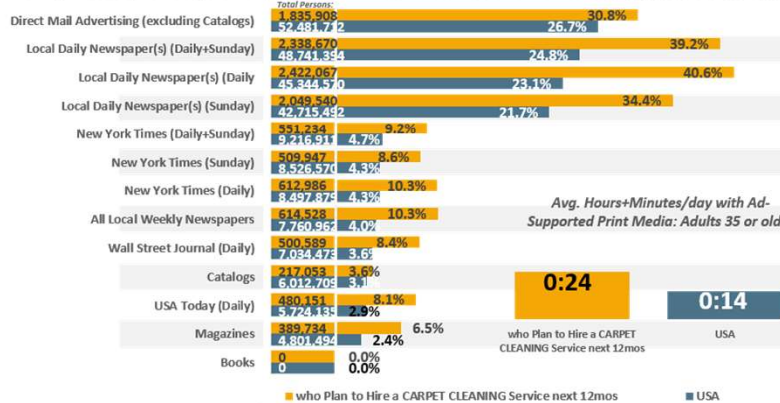


2,338,670 or 39.2% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 34.5% of all time spent daily with All forms of Print Media.

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**



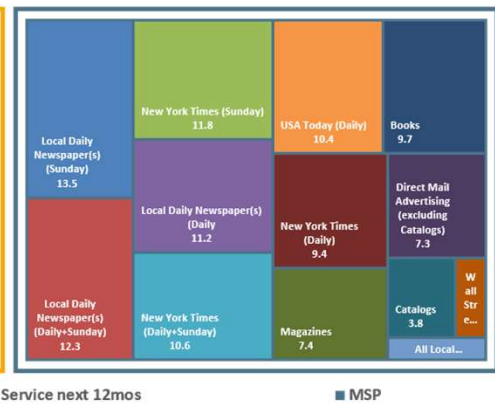
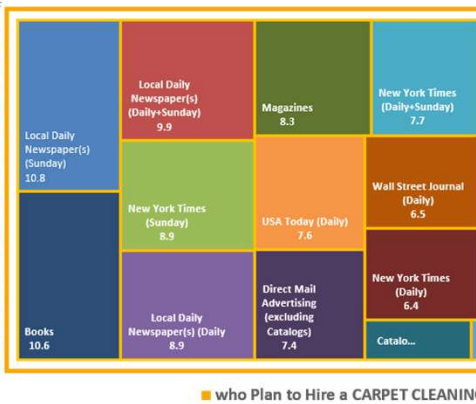
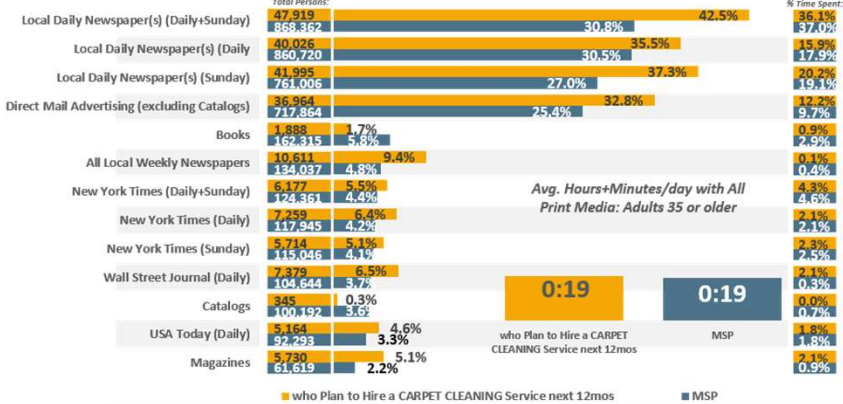
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



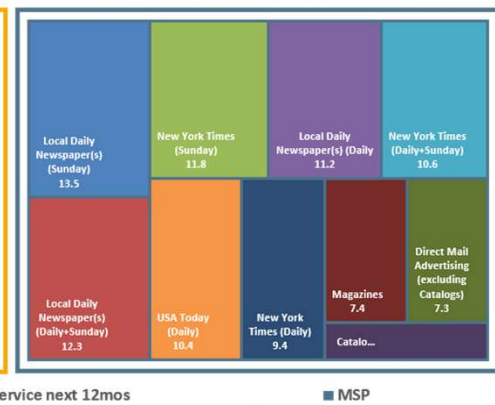
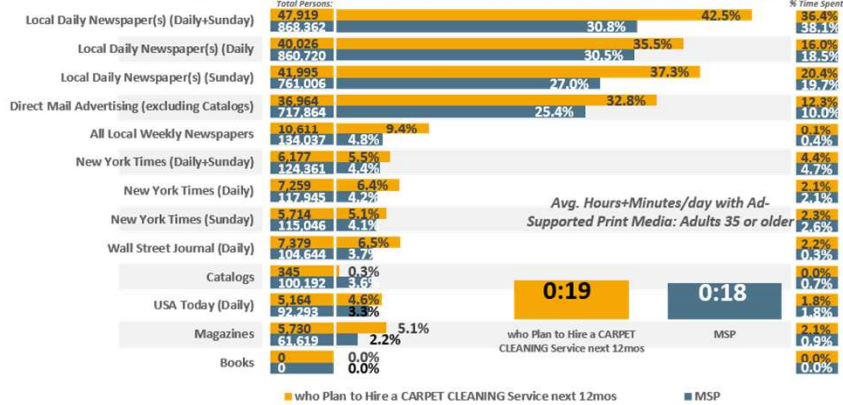


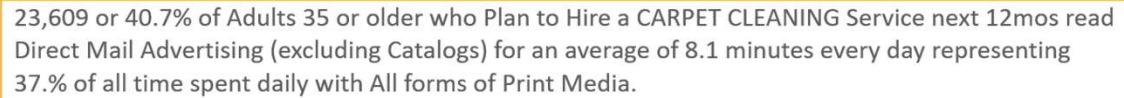
47,919 or 42.5% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 36.4% of all time spent daily with All forms of Print Media.

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



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





Category	Hours	Minutes	% of Total	Time Spent
Direct Mail Advertising (excluding Catalogs)	23,609	467,577	40.7%	35.1%
Local Daily Newspaper(s) (Daily)	12,692	424,747	21.9%	17.5%
Local Daily Newspaper(s) (Daily+Sunday)	19,487	410,830	23.2%	29.5%
Local Daily Newspaper(s) (Sunday)	11,820	366,831	20.0%	17.0%
Books	1,056	145,186	1.8%	2.2%
USA Today (Daily)	1,103	85,601	1.9%	0.6%
Wall Street Journal (Daily)	87	79,219	0.2%	0.0%
New York Times (Daily)	451	73,952	0.8%	0.1%
New York Times (Daily+Sunday)	52	20,831	0.2%	0.1%
All Local Weekly Newspapers	4,826	66,231	7.3%	0.8%
New York Times (Sunday)	85	65,472	0.1%	0.0%
Catalogs	861	56,400	1.5%	0.5%
Magazines	862	50,153	1.5%	0.5%

■ who Plan to Hire a CARPET CLEANING Service next 12mos
 ■ STL

0:09

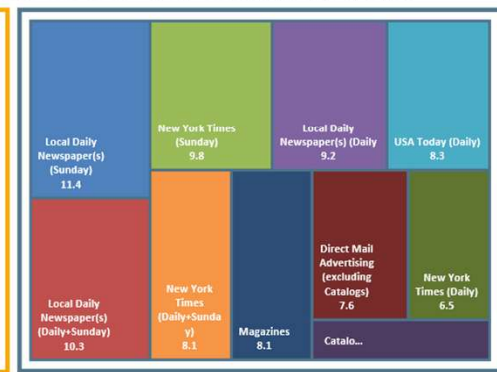
who Plan to Hire a CARPET CLEANING Service next 12mos

0:13

STL



Media Type	Total Persons:	who Plan to Hire a CARPET CLEANING Service next 12mos	STL	Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older
Direct Mail Advertising (excluding Catalogs)	23,699 4,674,977	25.2%	40.7%	37.0% 14.5%
Local Daily Newspaper(s) (Daily)	12,692 4,674,747	21.9%	74.1%	12.8% 16.5%
Local Daily Newspaper(s) (Daily+Sunday)	15,497 4,674,810	23.2%	74.4%	30.2% 17.4%
Local Daily Newspaper(s) (Sunday)	11,820 366,891	20.4%	20.0%	17.4% 17.7%
USA Today (Daily)	1,103 86,901	1.9%	4.7%	0.6% 3.0%
Wall Street Journal (Daily)	97 72,219	0.2%	0.3%	0.0% 1.6%
New York Times (Daily)	451 78,952	0.8%	4.0%	0.1% 2.0%
New York Times (Daily+Sunday)	92 70,881	0.2%	3.9%	0.1% 4.7%
All Local Weekly Newspapers	4,220 5,923	7.3%	3.5%	0.3% 0.6%
New York Times (Sunday)	88 65,572	0.1%	3.3%	0.0% 2.7%
Catalogs	861 56,100	1.5%	3.1%	0.5% 0.9%
Magazines	862 5,013	1.5%	2.7%	1.0% 1.6%
Books	0 0	0.0%	0.0%	0.0% 0.0%

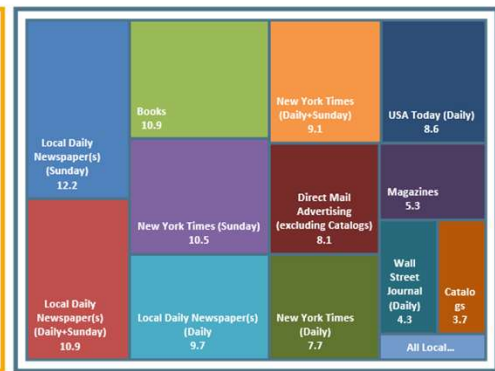
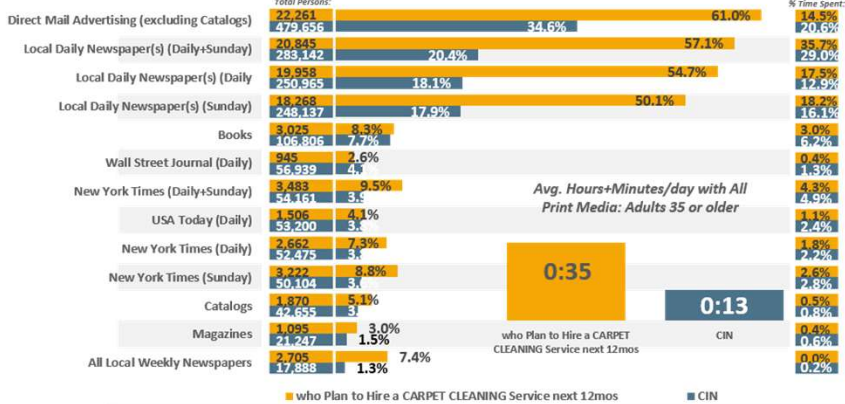


[[Own or rent residence (HHL): Own OR Own or rent residence (HHL): Rent] AND Items/services HHL plans to buy in next 12 months (HHL): Carpet cleaning service]]

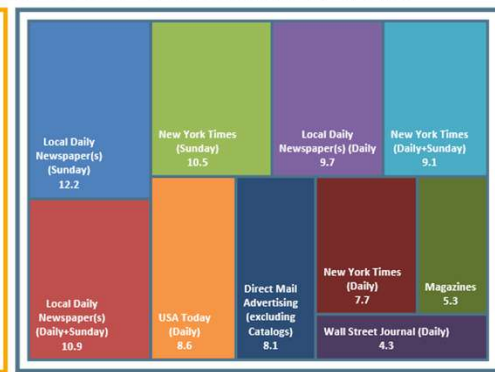
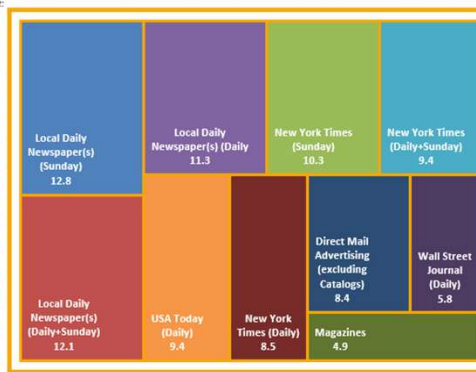
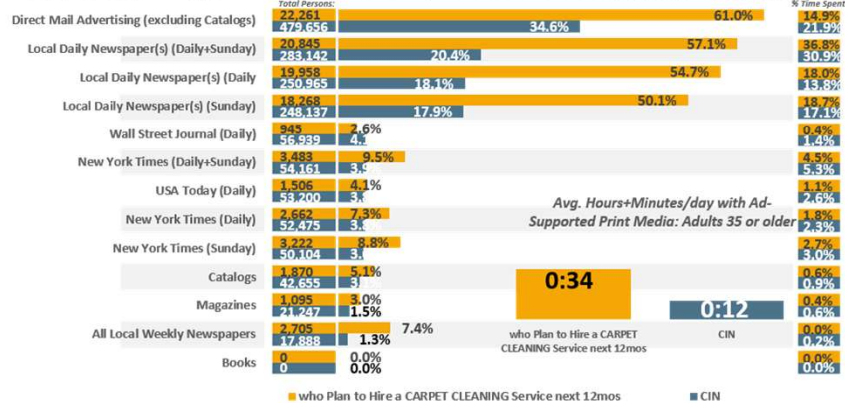


20,845 or 57.1% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.1 minutes every day representing 36.8% of all time spent daily with All forms of Print Media.

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



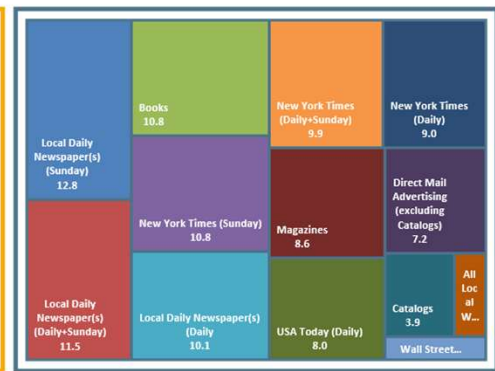
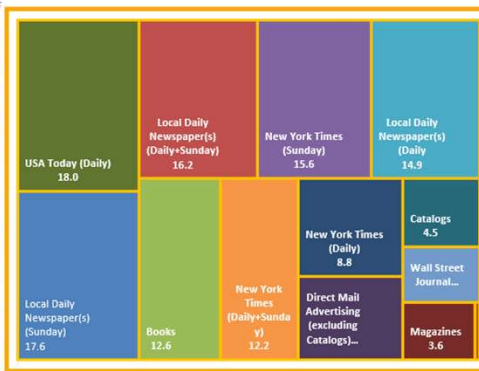
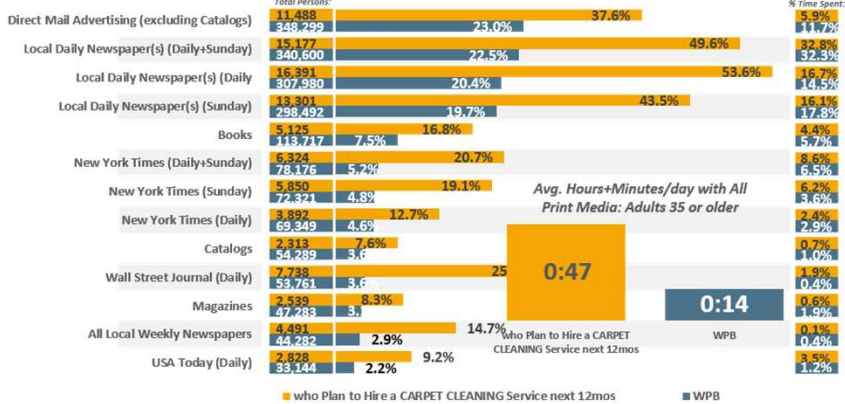
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



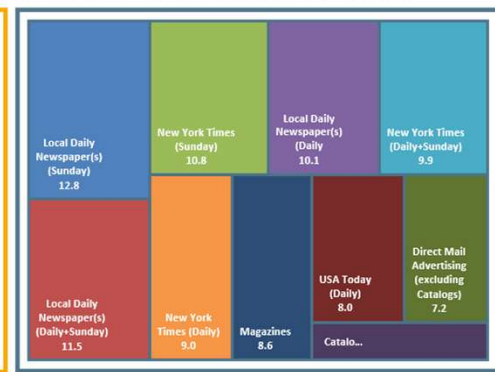
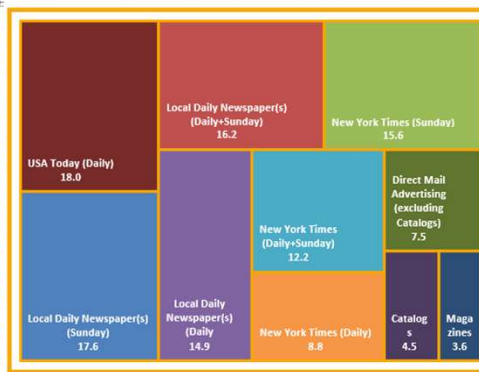
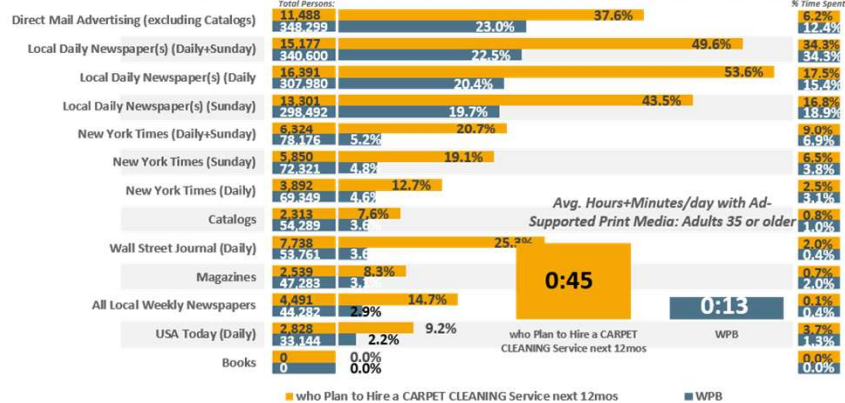


15,177 or 49.6% of Adults 35 or older who Plan to Hire a CARPET CLEANING Service next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 16.2 minutes every day representing 34.3% of all time spent daily with All forms of Print Media.

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**



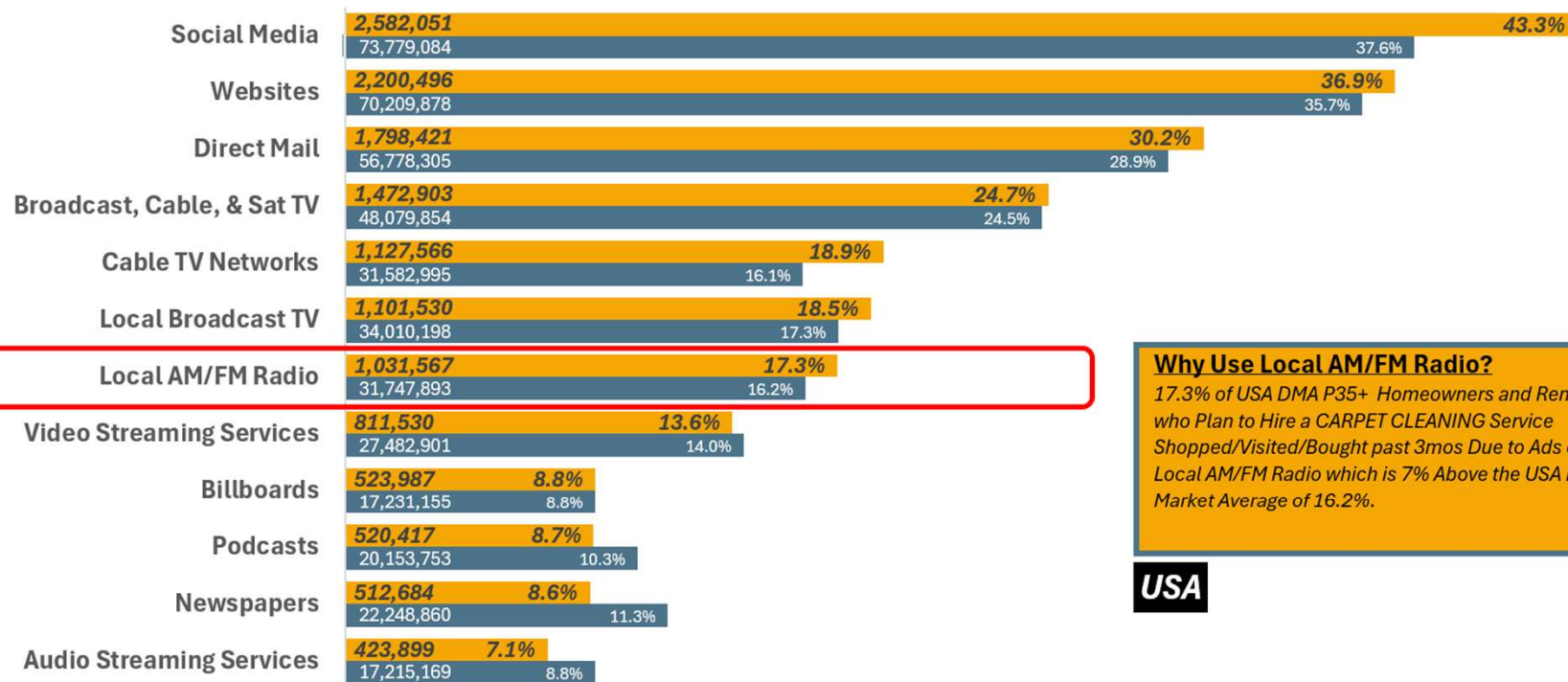
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.3% of USA DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 7% Above the USA DMA Market Average of 16.2%.

USA

■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (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: 605
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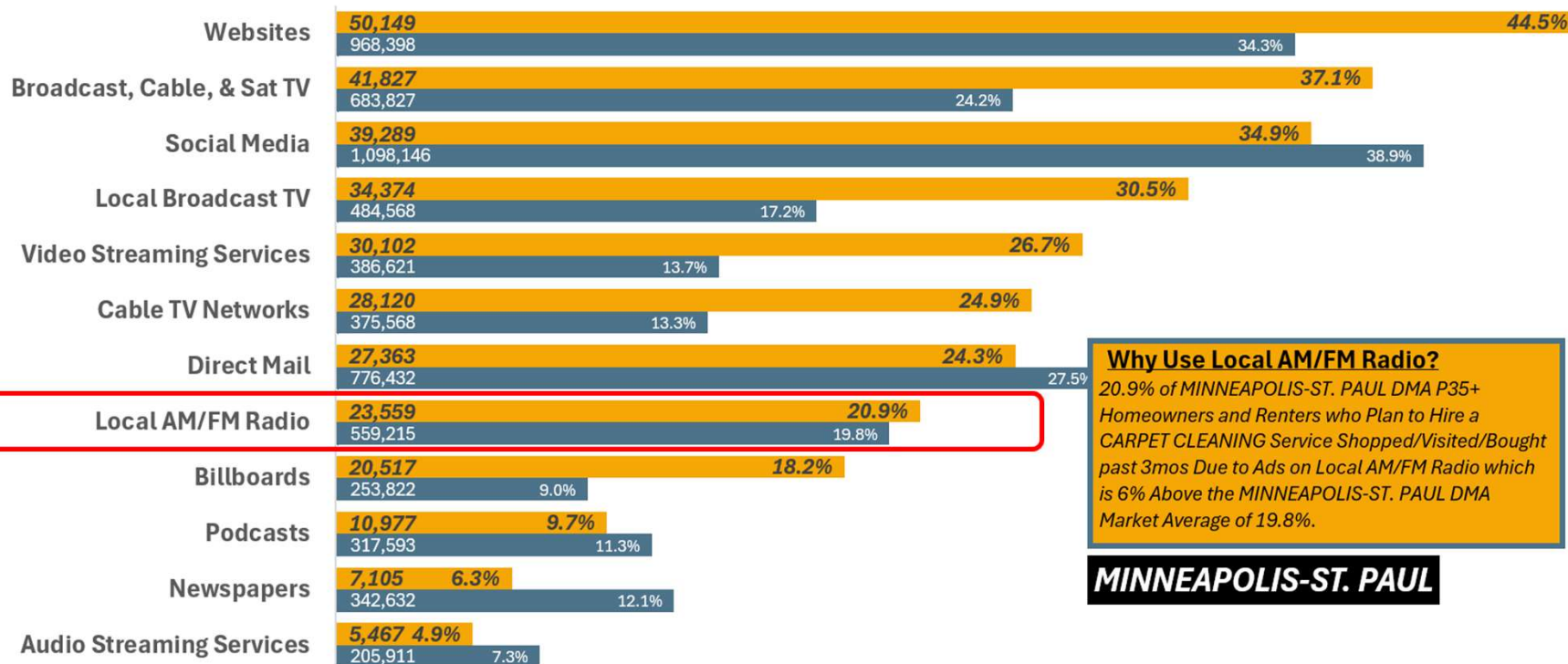
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[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



"Advertising Actions"

P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.9% of MINNEAPOLIS-ST. PAUL DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 6% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 19.8%.

MINNEAPOLIS-ST. PAUL

■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (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: 60
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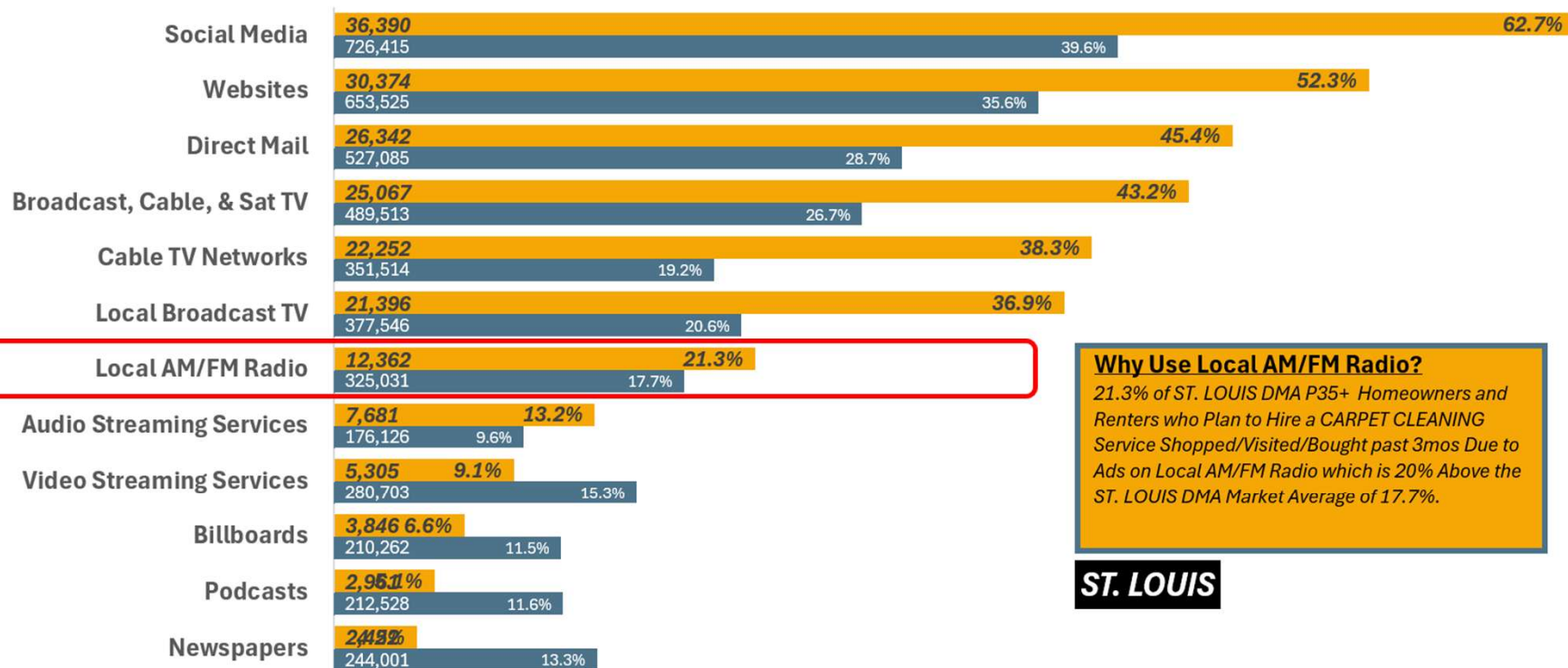
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



"Advertising Actions"

P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.3% of ST. LOUIS DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the ST. LOUIS DMA Market Average of 17.7%.

ST. LOUIS

■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (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: 48
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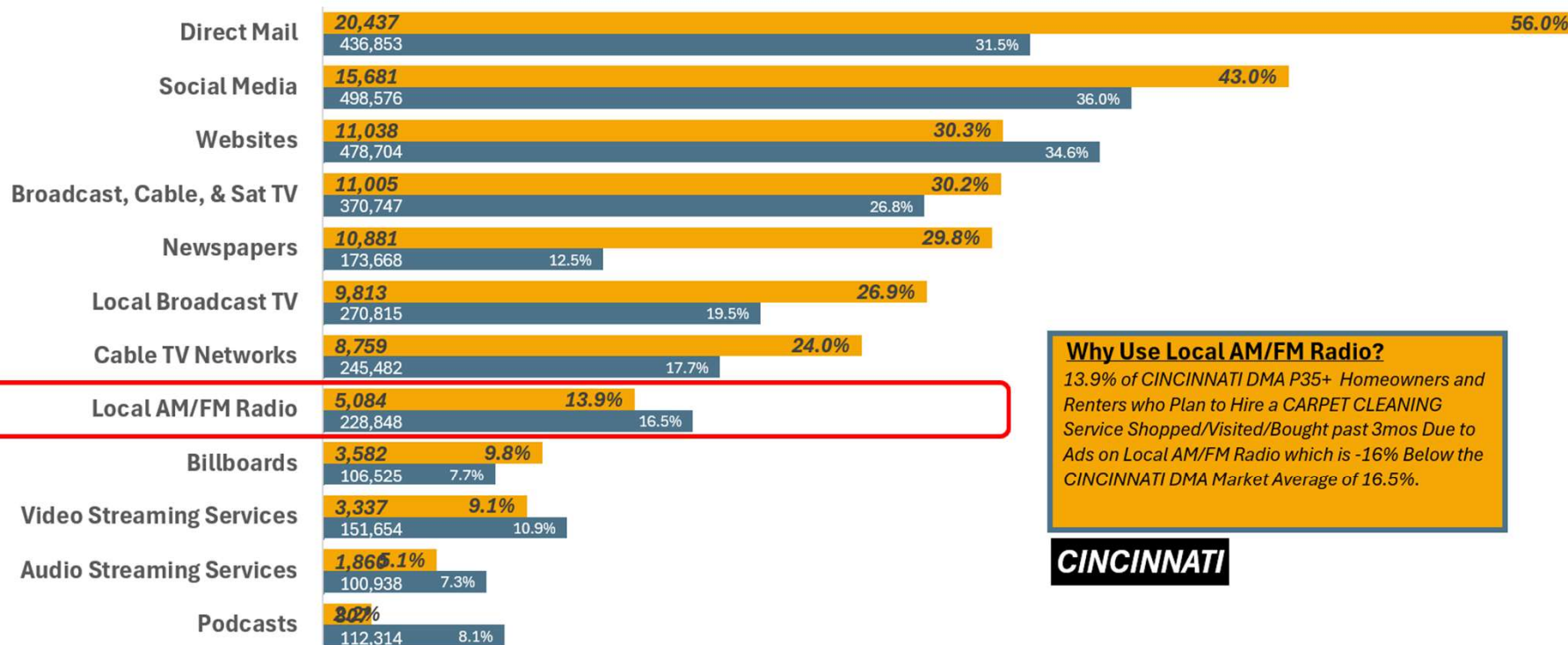
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[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



"Advertising Actions"

P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.9% of CINCINNATI DMA P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -16% Below the CINCINNATI DMA Market Average of 16.5%.

CINCINNATI

■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (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: 54
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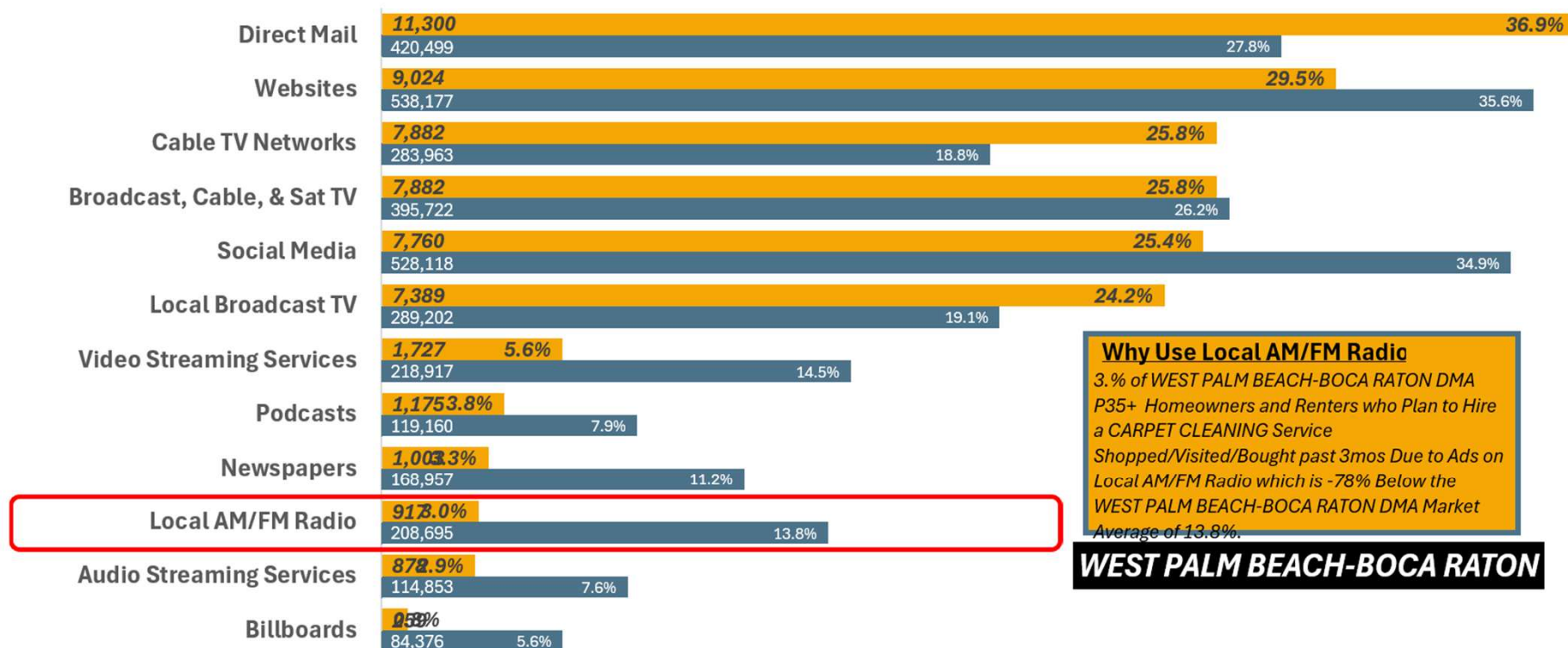
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[[([Own or rent residence (HHLD): Own OR Own or rent residence (HHLD): Rent) AND Items/services HHLD plans to buy in next 12 months (HHLD): Carpet cleaning service]]



"Advertising Actions"

P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

3. % of WEST PALM BEACH-BOCA RATON DMA
P35+ Homeowners and Renters who Plan to Hire
a CARPET CLEANING Service
Shopped/Visited/Bought past 3mos Due to Ads on
Local AM/FM Radio which is -78% Below the
WEST PALM BEACH-BOCA RATON DMA Market
Average of 13.8%.

WEST PALM BEACH-BOCA RATON

■ P35+ Homeowners and Renters who Plan to Hire a CARPET CLEANING Service (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 RI 2026: Jan25-Jan26 Qual Intab: 46

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