

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

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35-64 Single-Family Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12 months as of March 31, 2026.**

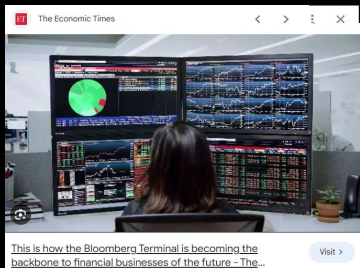


P35-64

Vanguard BlackRock

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

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

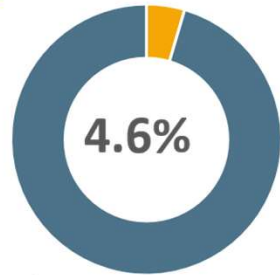




4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 49.4 years old (.5% younger than average) and have a \$139,735 (27.5% higher than average) annual household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



Percent of Market: Adults 35 - 64



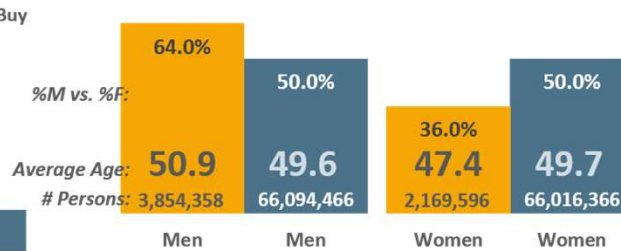
- Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
- Remainder of USA DMAs

Total Persons:

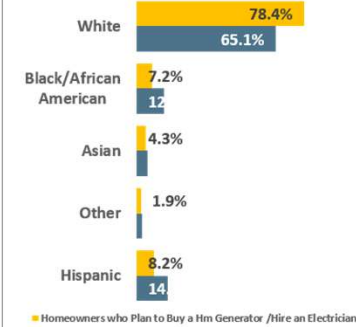
6,023,954 126,086,878



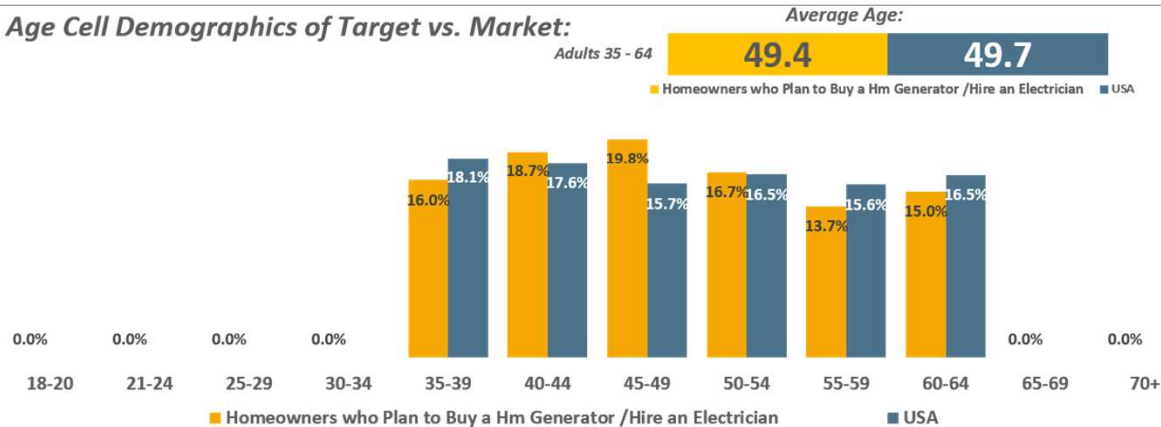
Gender of Target vs. Market: Adults 35 - 64



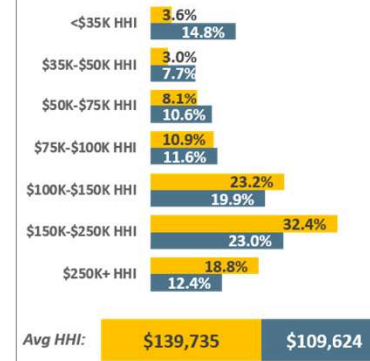
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



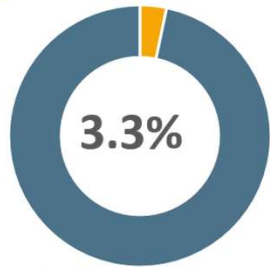
Avg HHI: \$139,735 \$109,624



3.3% or 123,052 of CHI DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 48.5 years old (2.5% younger than average) and have a \$160,721 (32.7% higher than average) annual household income.



Percent of Market: Adults 35 - 64

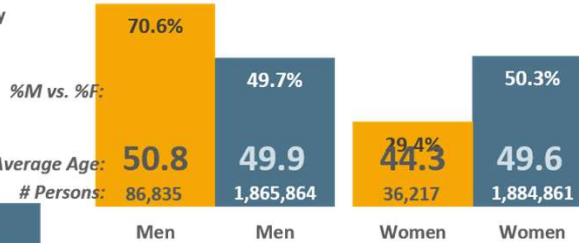


■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
■ Remainder of CHI DMA

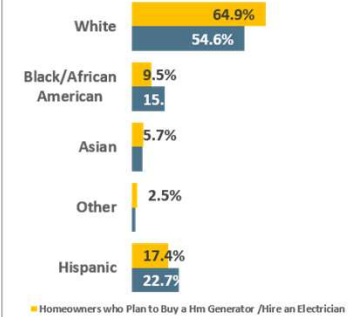
Total Persons:
123,052 3,627,673



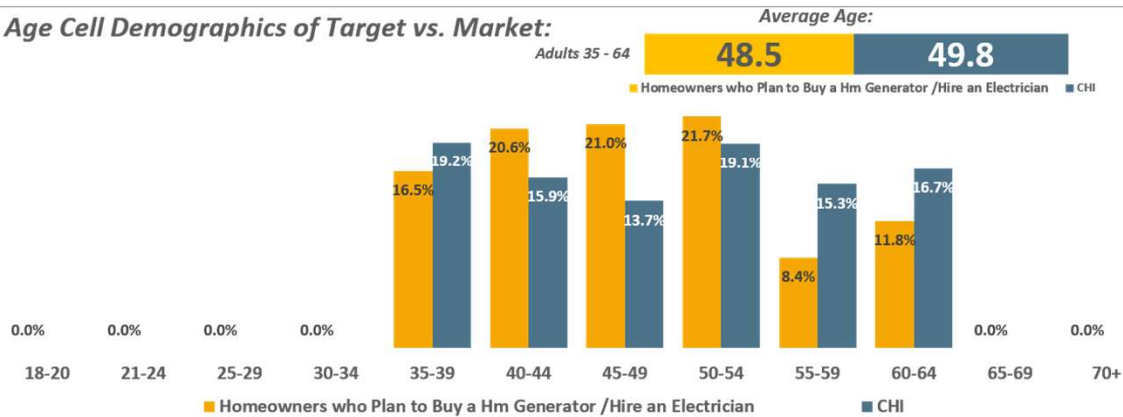
Gender of Target vs. Market: Adults 35 - 64



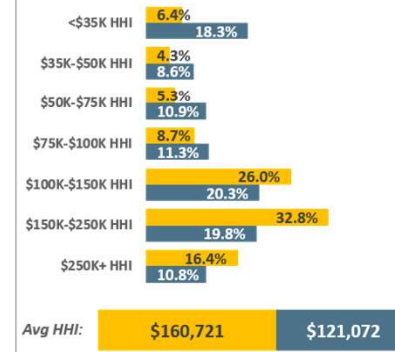
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

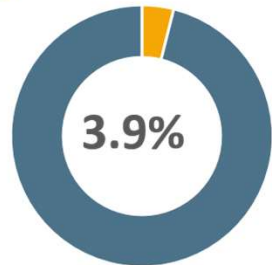




3.9% or 114,569 of WDC DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 49. years old (1.3% younger than average) and have a \$185,455 (18.% higher than average) annual household income.



Percent of Market: Adults 35 - 64



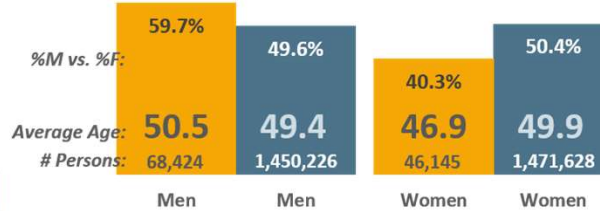
■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
■ Remainder of WDC DMA

Total Persons:

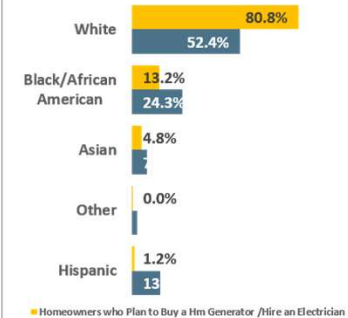
114,569 2,807,285



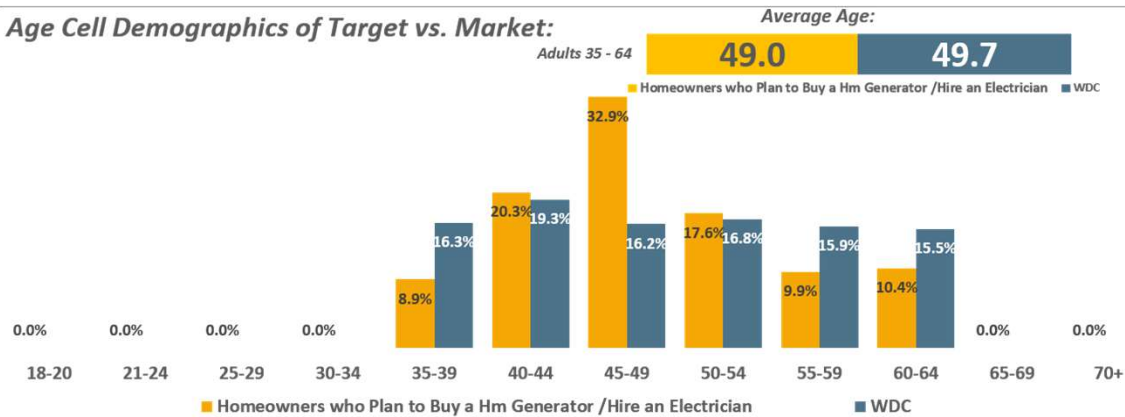
Gender of Target vs. Market: Adults 35 - 64



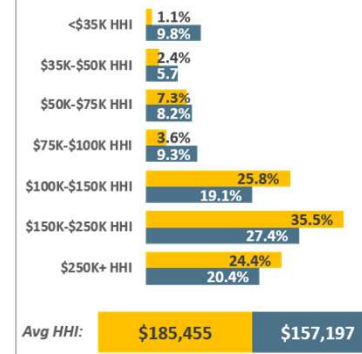
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

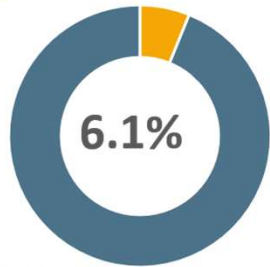




6.1% or 137,586 of SEA DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 50. years old (2.1% older than average) and have a \$185,076 (32.4% higher than average) annual household income.



Percent of Market: Adults 35 - 64



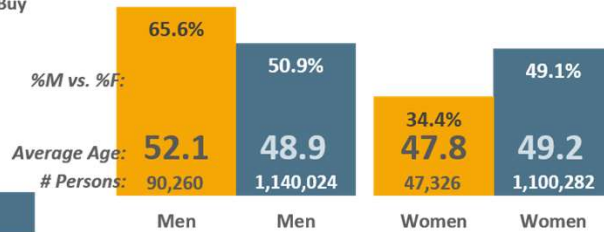
■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician
■ Remainder of SEA DMA

Total Persons:

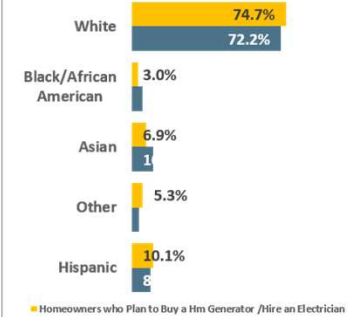
137,586 2,102,720



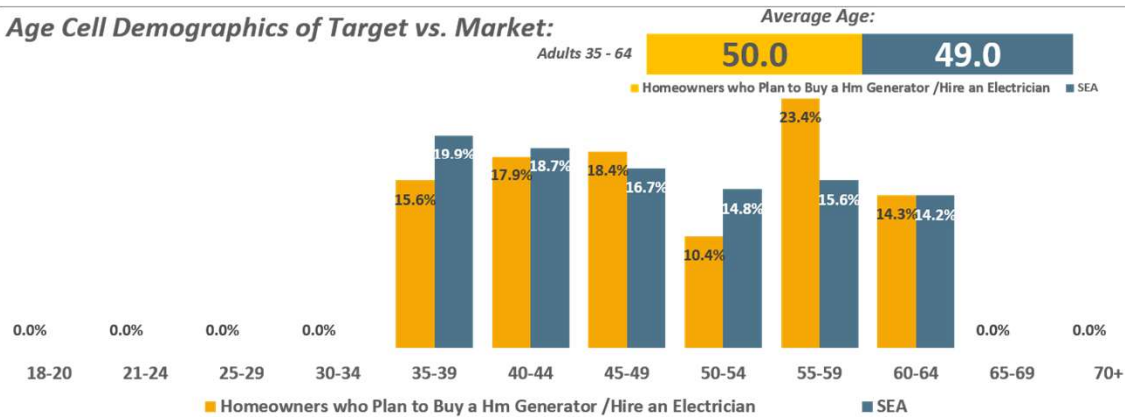
Gender of Target vs. Market: Adults 35 - 64



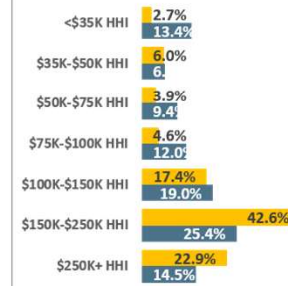
Ethnicity of Target vs. Market:



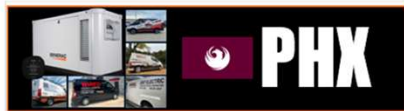
Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



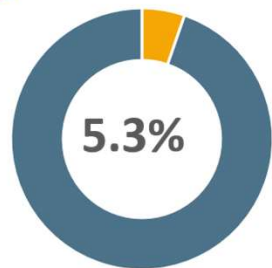
Avg HHI: \$185,076 \$139,812



5.3% or 117,991 of PHX DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Typical Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 48. years old (3.% younger than average) and have a \$154,083 (30.3% higher than average) annual household income.



Percent of Market: Adults 35 - 64



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

Total Persons:

117,991 2,113,062

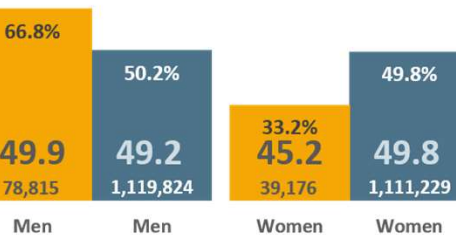


Gender of Target vs. Market: Adults 35 - 64

%M vs. %F:

Average Age:

Persons:



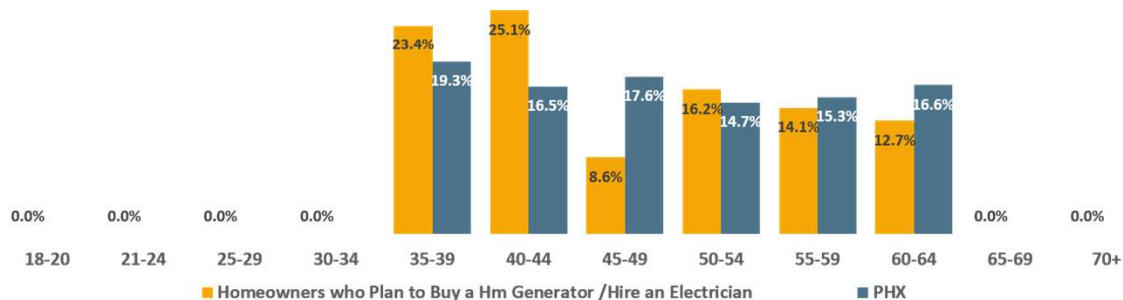
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 - 64

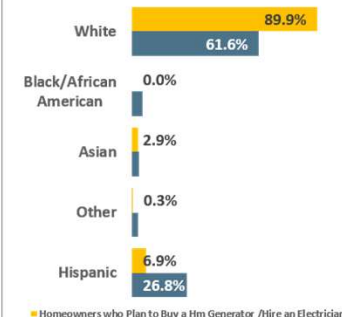


■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ PHX



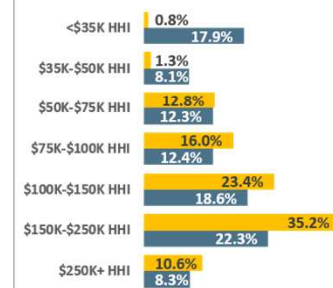
■ Homeowners who Plan to Buy a Hm Generator /Hire an Electrician ■ PHX

Ethnicity of Target vs. Market:



PHX

HHI of Target vs. Market:



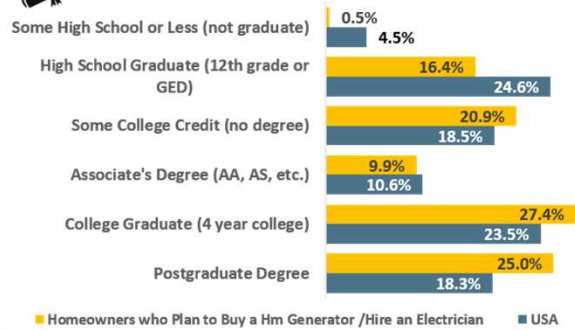
Avg HHI: \$154,083 \$118,237



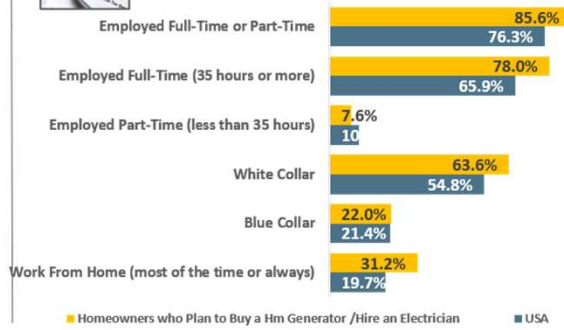
4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 25.2% more likely to be a college graduate, 18.5% more likely to work full-time, 27.3% more likely to be married, 18.6% more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



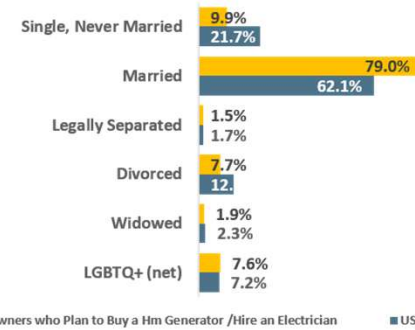
Education Levels: Adults 35 - 64



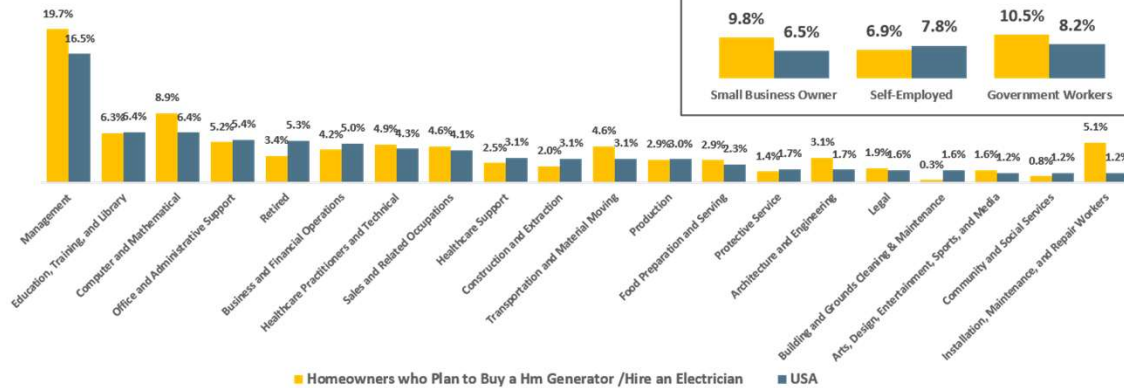
Employment: Adults 35 - 64



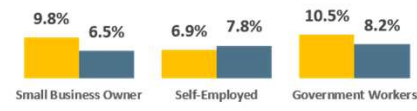
Marital Status: Adults 35 - 64



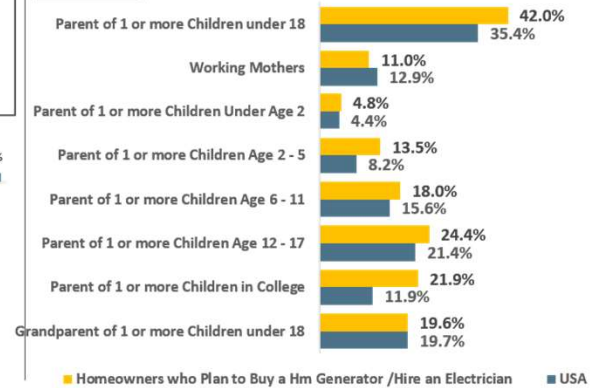
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64



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

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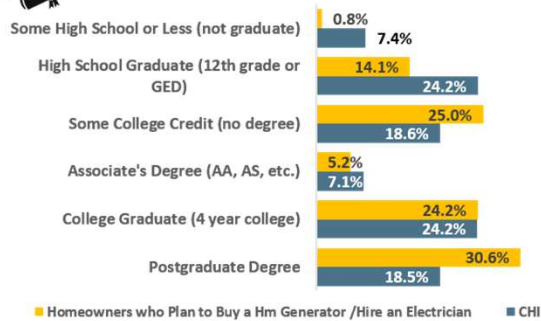
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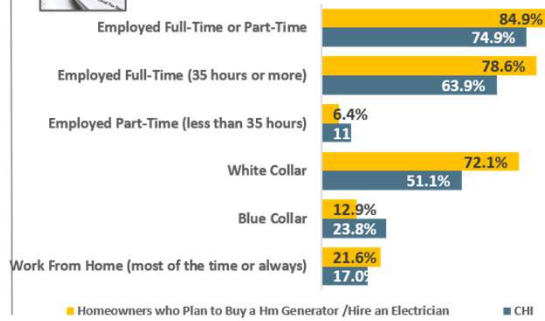
3.3% or 123,052 of CHI DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 28.5% more likely
to be a college graduate, 22.9% more likely to work full-time, 30.7% more likely to be married, 7.2% less
likely to be a grandparent of 1 or more children



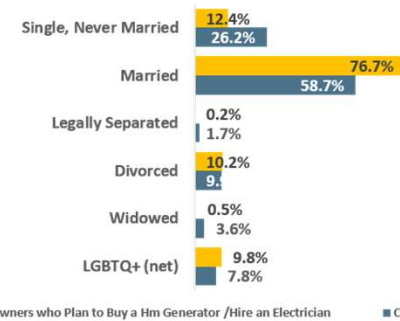
Education Levels: Adults 35 - 64



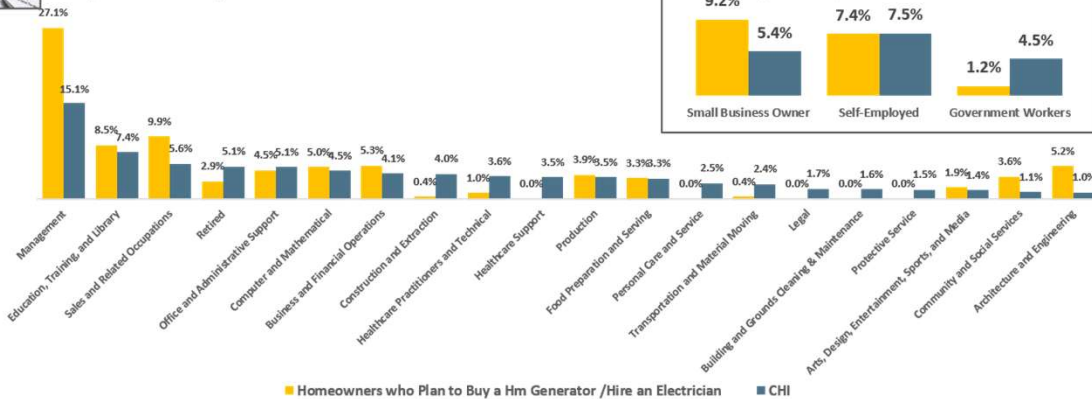
Employment: Adults 35 - 64



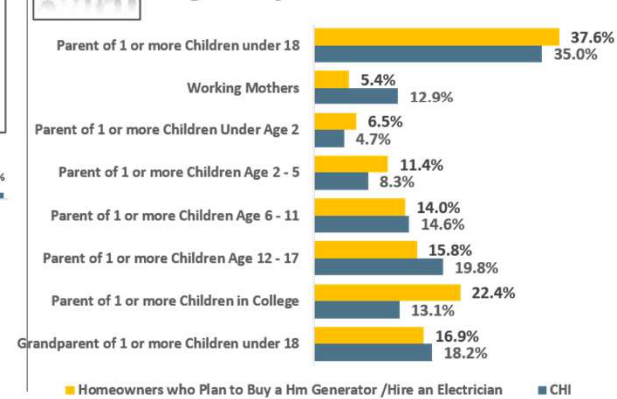
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64

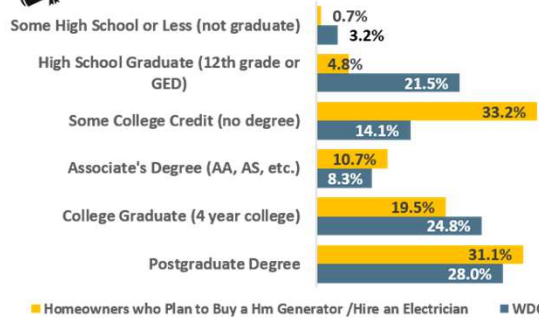




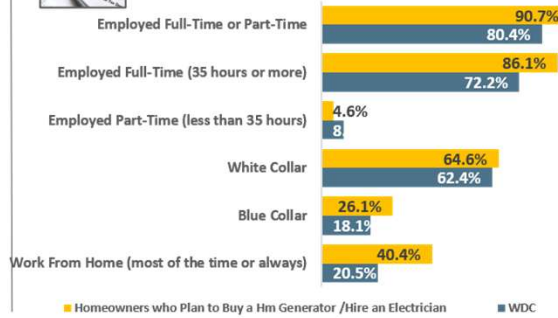
3.9% or 114,569 of WDC DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 4.4% less likely to be a college graduate, 19.3% more likely to work full-time, 21.3% more likely to be married, 29.9% more likely to be a grandparent of 1 or more children



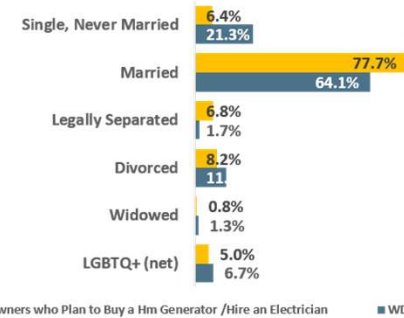
Education Levels: Adults 35 - 64



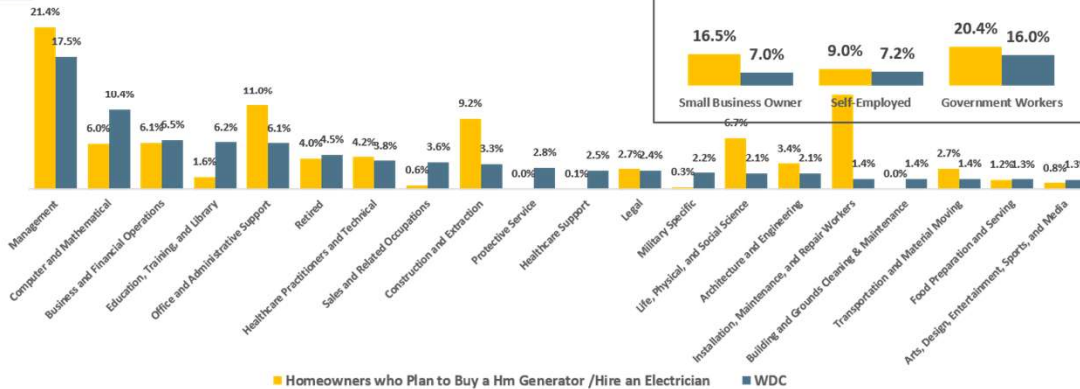
Employment: Adults 35 - 64



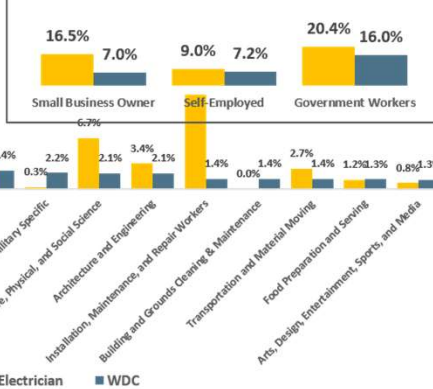
Marital Status: Adults 35 - 64



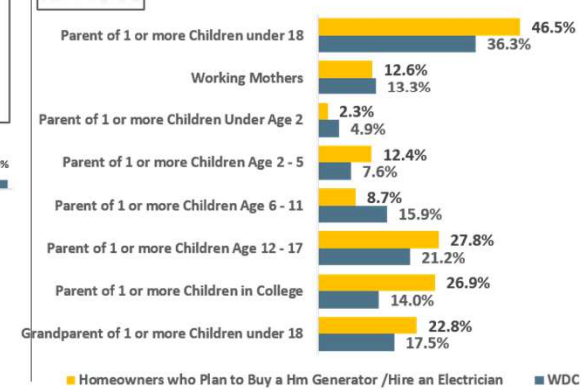
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64

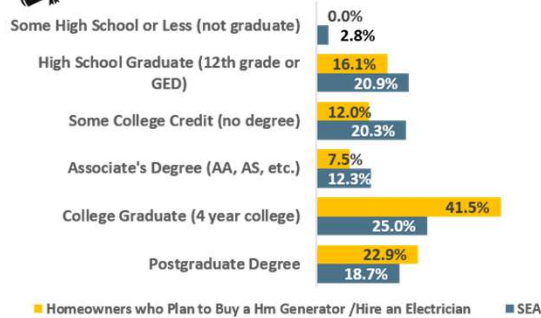




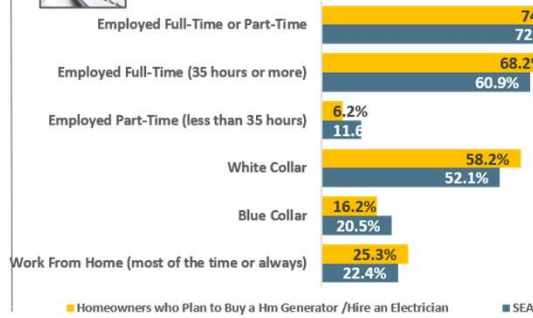
6.1% or 137,586 of SEA DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 47.6% more likely
to be a college graduate, 11.8% more likely to work full-time, 28.1% more likely to be married, 22.8%
less likely to be a grandparent of 1 or more children



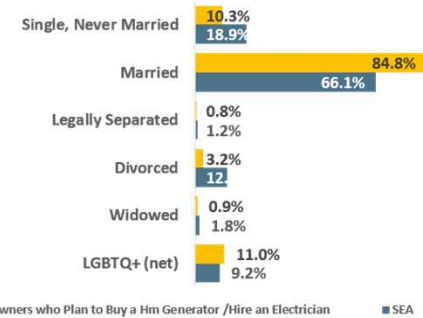
Education Levels: Adults 35 - 64



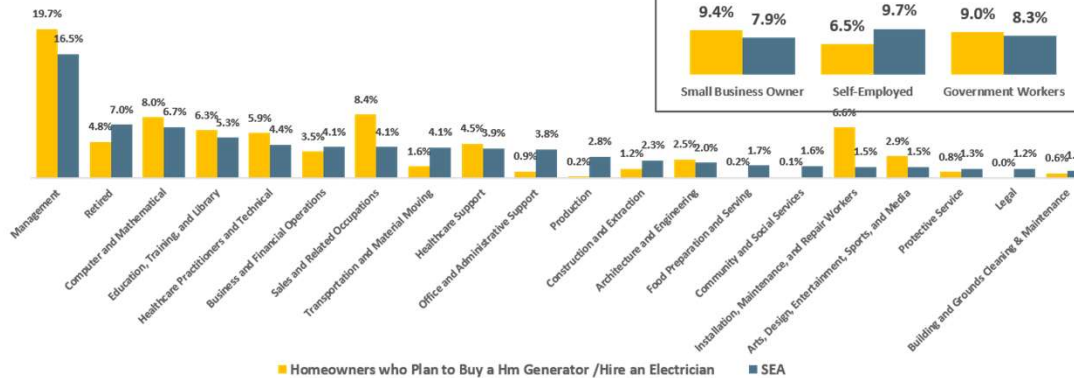
Employment: Adults 35 - 64



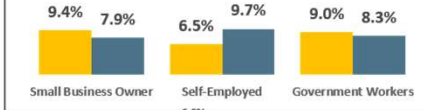
Marital Status: Adults 35 - 64



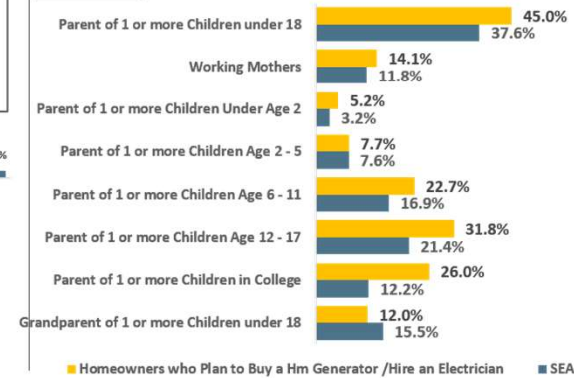
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64

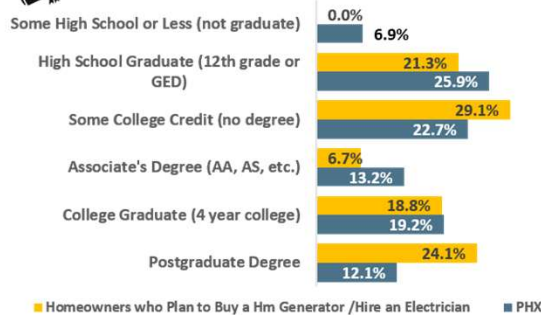




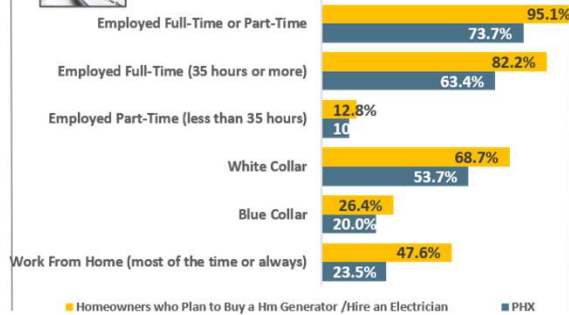
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Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 37.3% more likely
to be a college graduate, 29.6% more likely to work full-time, 31.4% more likely to be married, 24.1%
less likely to be a grandparent of 1 or more children



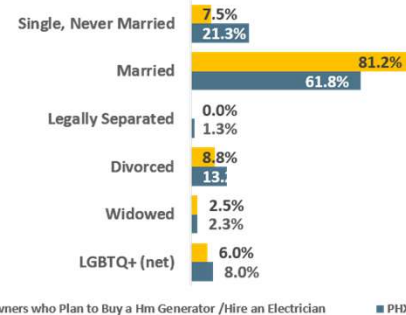
Education Levels: Adults 35 - 64



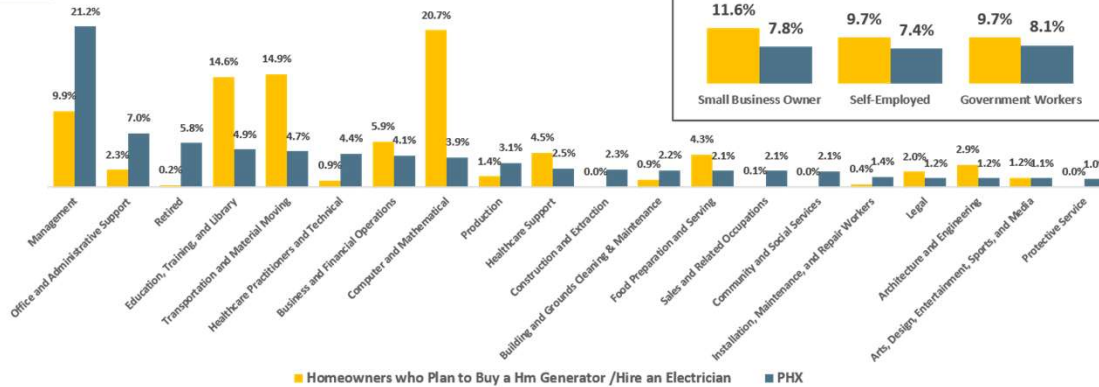
Employment: Adults 35 - 64



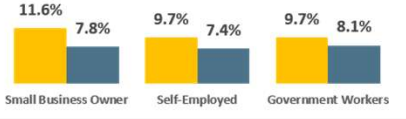
Marital Status: Adults 35 - 64



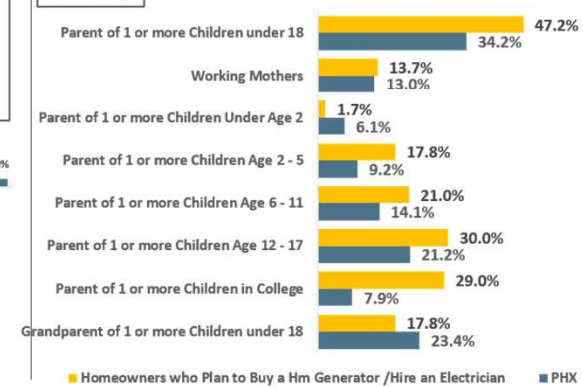
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



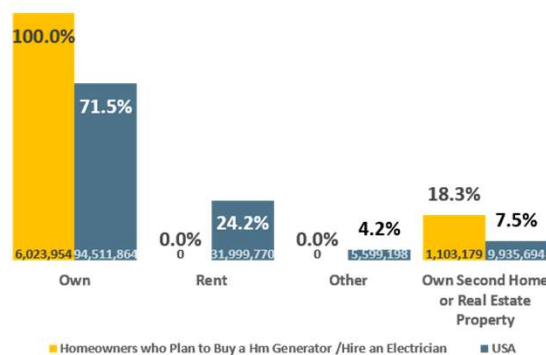
Stage in Life: Adults 35 - 64



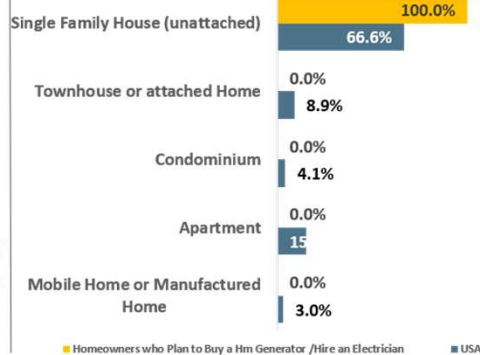


4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 39.8% more likely to own their home, 27.1% more likely to own a higher valued home, 50.2% more likely to have a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

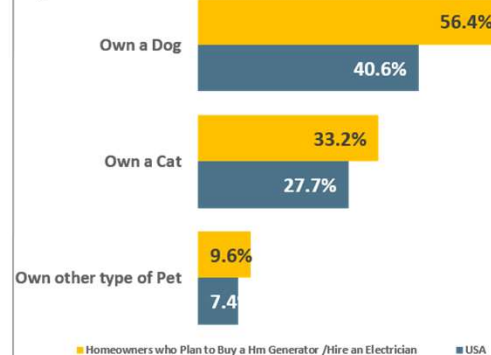
Own/Rent/Other:Adults 35 - 64



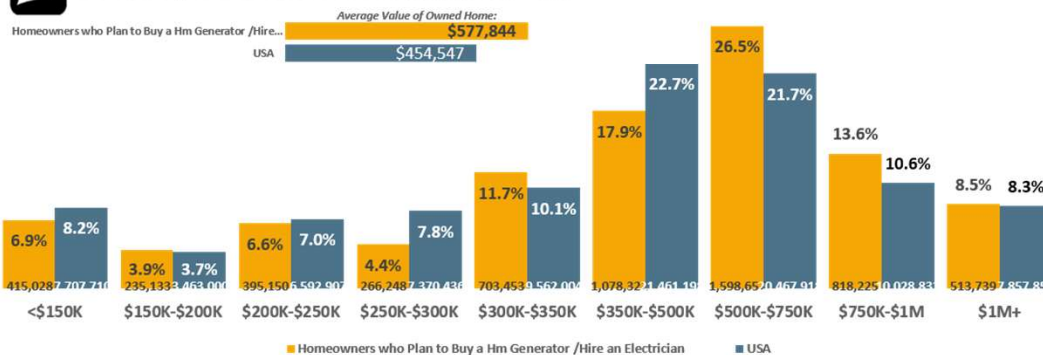
Type of Home:Adults 35 - 64



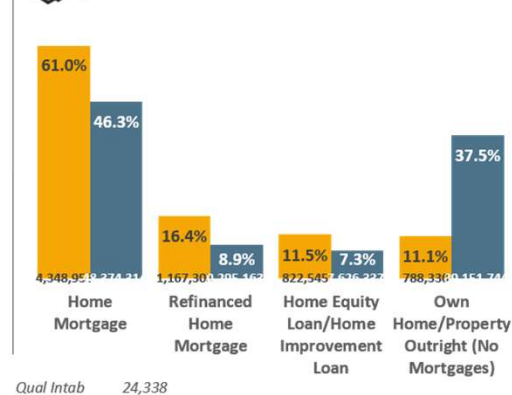
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64

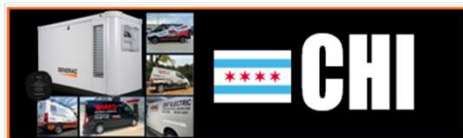


Home Loans: Adults 35 - 64



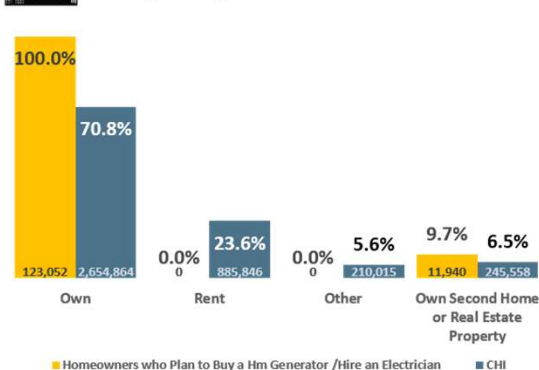
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

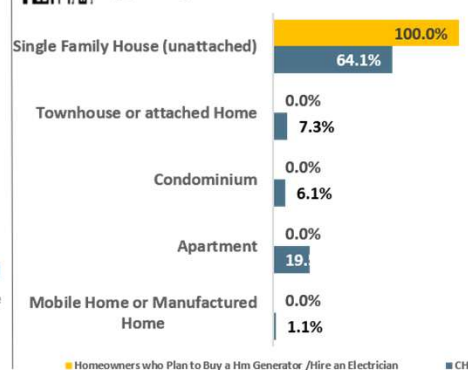


3.3% or 123,052 of CHI DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 41.3% more likely to own their home, 15.5% more likely to own a lower valued home, 56.1% more likely to have a single-family home, 35.2% more likely to have a dog.

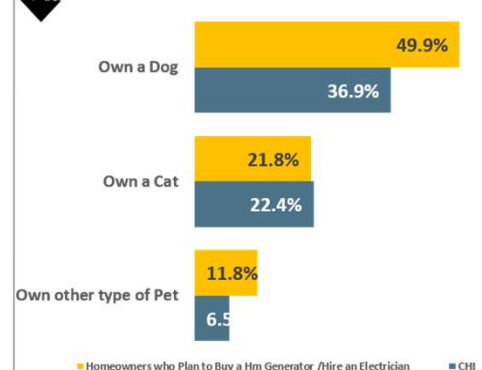
Own/Rent/Other:Adults 35 - 64



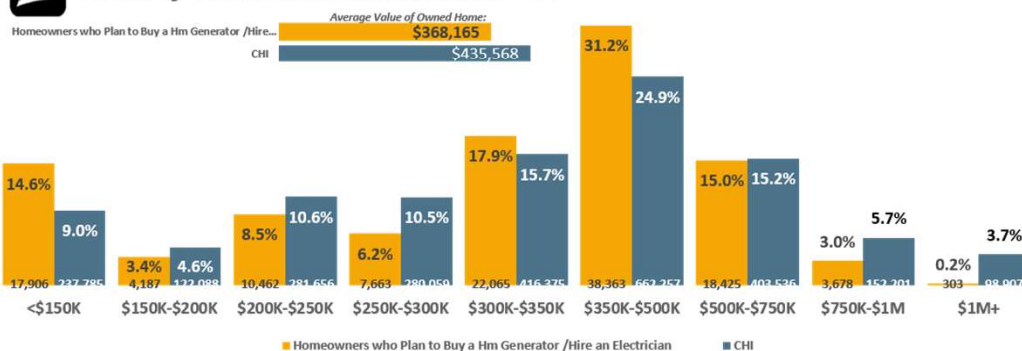
Type of Home:Adults 35 - 64



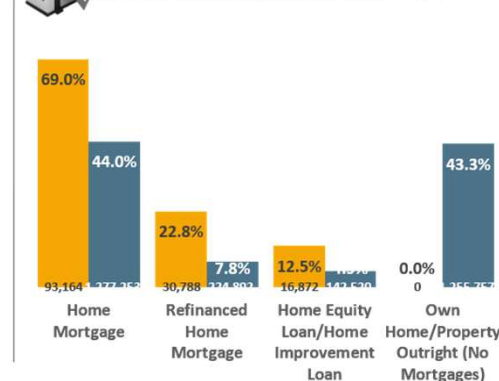
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



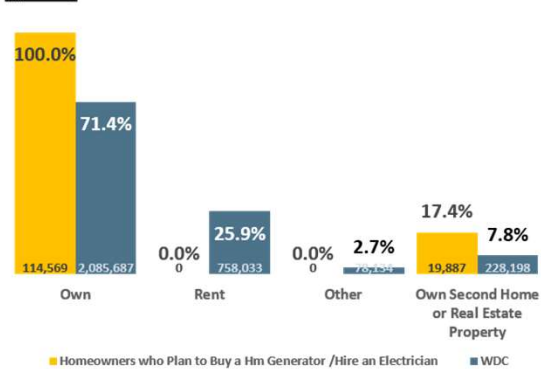
Home Loans: Adults 35 - 64



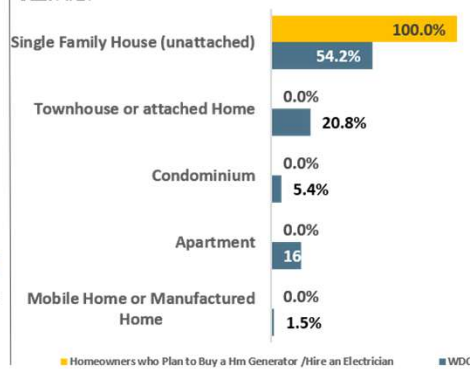


3.9% or 114,569 of WDC DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an... Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 40.1% more likely to own their home, 5% more likely to own a higher valued home, 84.3% more likely to have a single-family home, 66.7% more likely to have a dog.

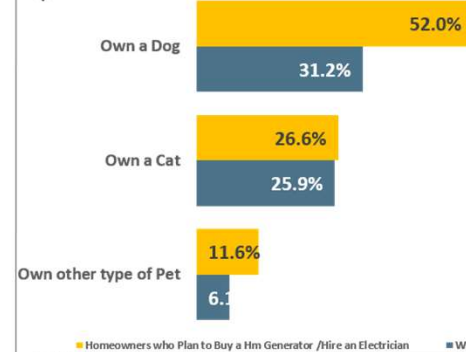
Own/Rent/Other:Adults 35 - 64



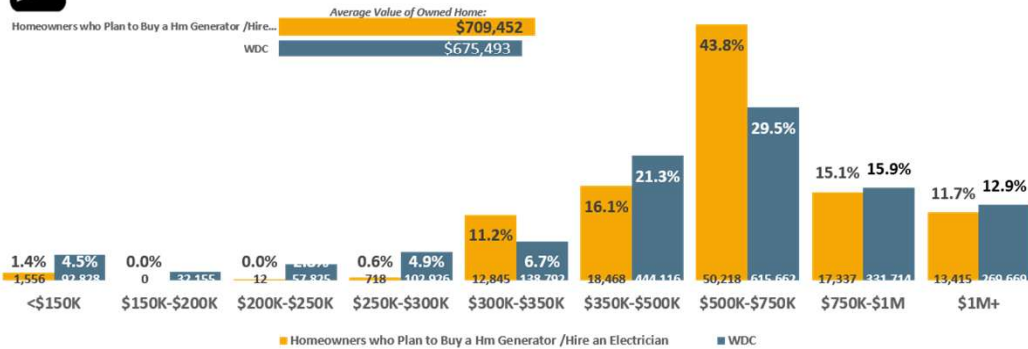
Type of Home:Adults 35 - 64



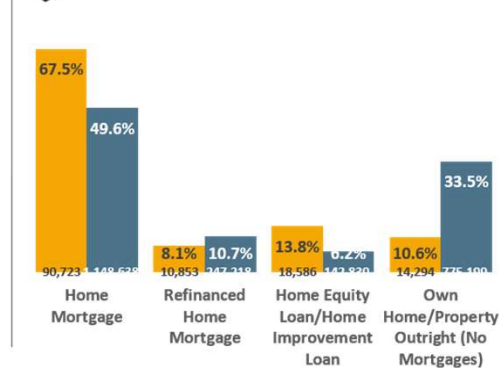
Pets in Home:Adults 35 - 64

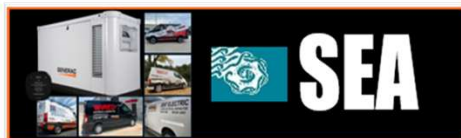


Value of Owned Home: Adults 35 - 64



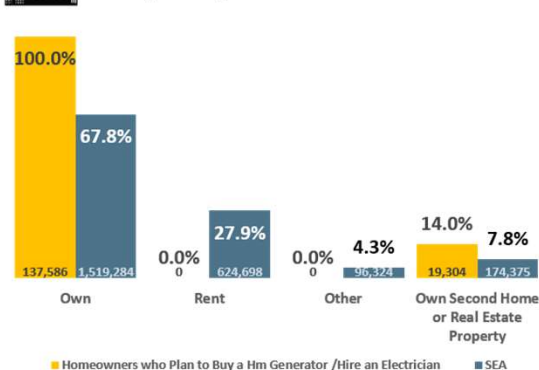
Home Loans: Adults 35 - 64



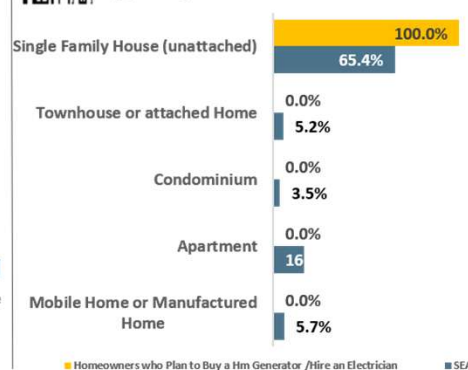


6.1% or 137,586 of SEA DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 47.5% more likely to own their home, 2.4% more likely to own a higher valued home, 52.9% more likely to have a single-family home, 34.4% more likely to have a dog.

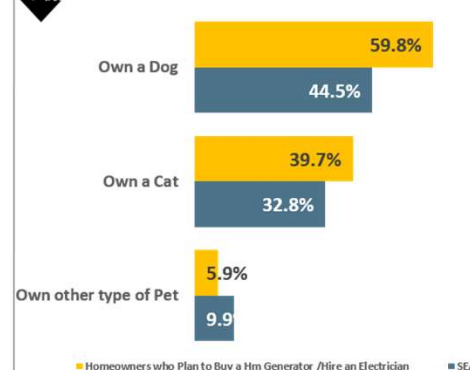
Own/Rent/Other:Adults 35 - 64



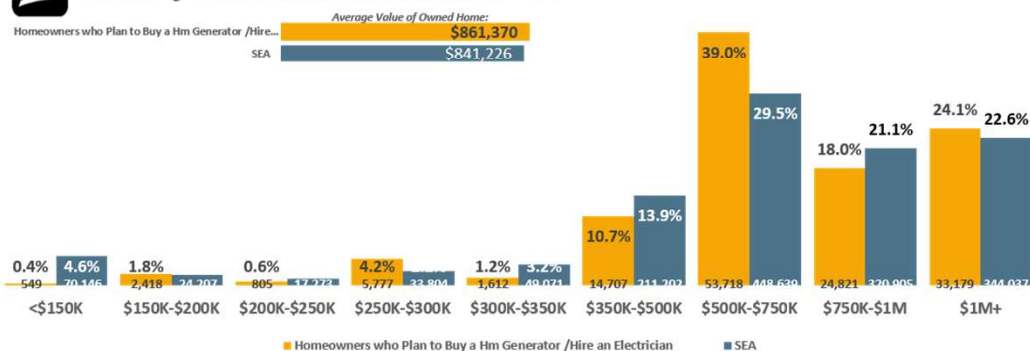
Type of Home:Adults 35 - 64



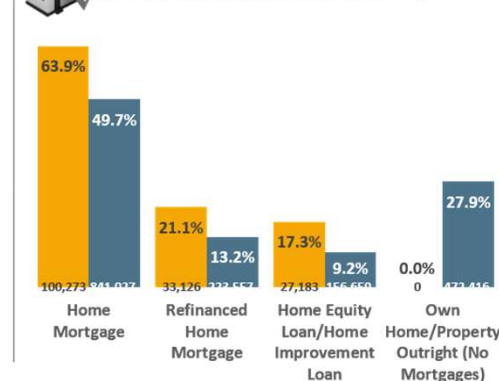
Pets in Home:Adults 35 - 64

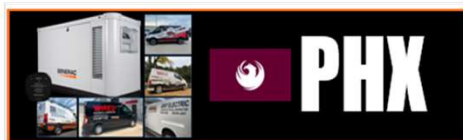


Value of Owned Home: Adults 35 - 64



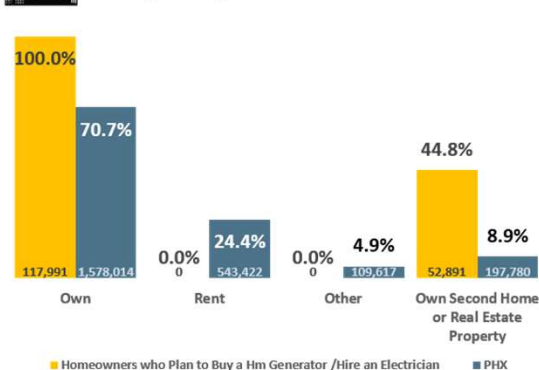
Home Loans: Adults 35 - 64



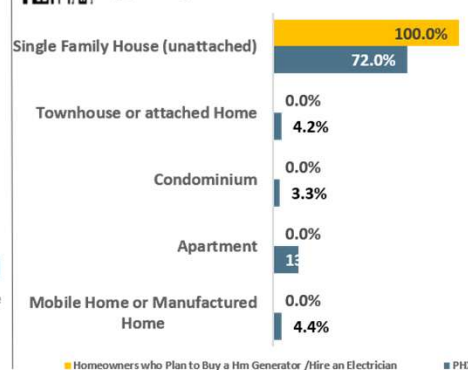


5.3% or 117,991 of PHX DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 41.4% more likely to own their home, 18.9% more likely to own a higher valued home, 38.8% more likely to have a single-family home, 26.6% more likely to have a dog.

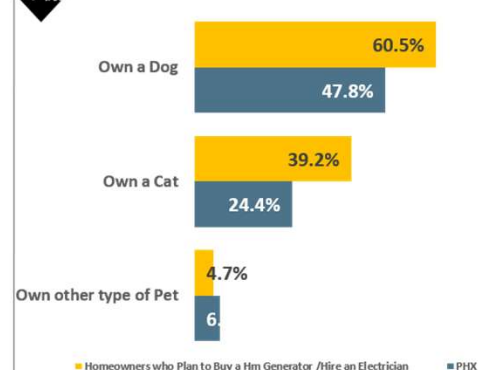
Own/Rent/Other:Adults 35 - 64



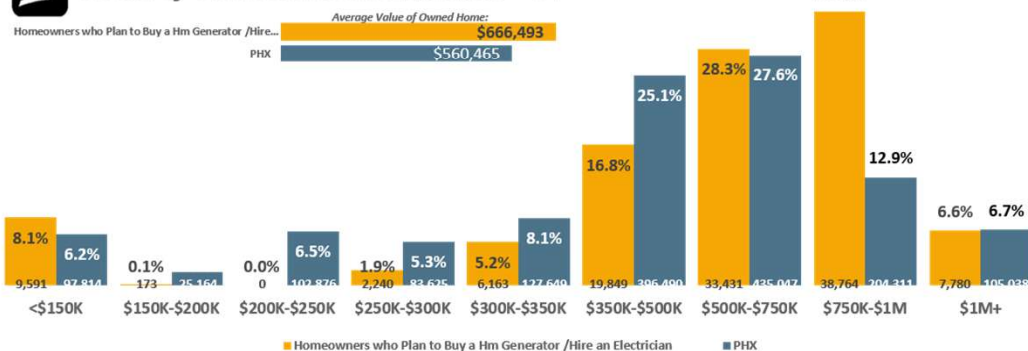
Type of Home:Adults 35 - 64



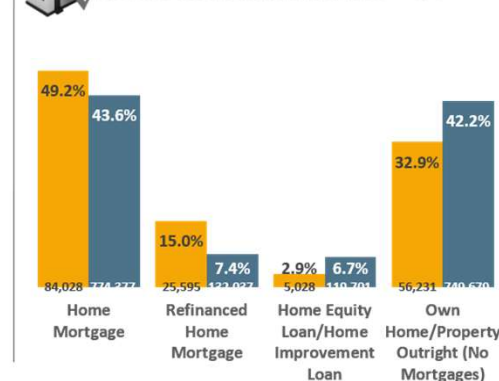
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64

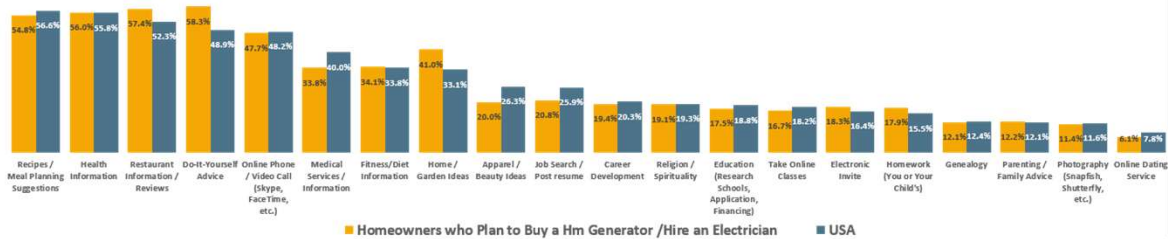




4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 19.4% more likely to look up D-I-Y advice online, 18.7% more likely to always vote in local elections, 25.7% more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

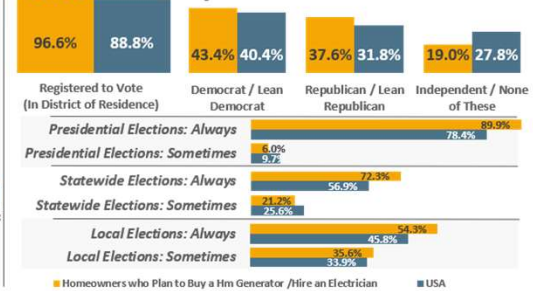


Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



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

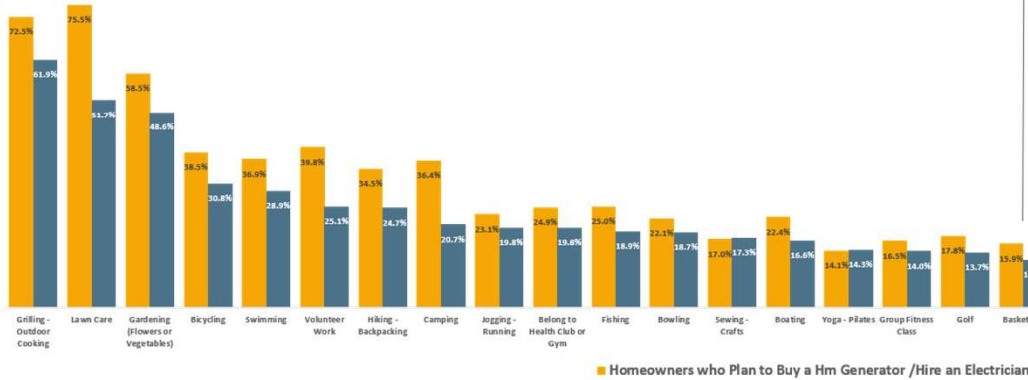
Political Activity: Adults 35 - 64



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



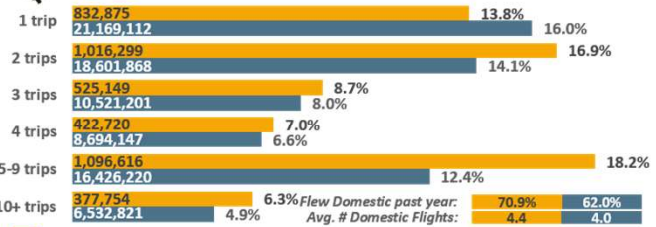
Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



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



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



6.3% Flew Domestic past year: 70.9% 62.0%

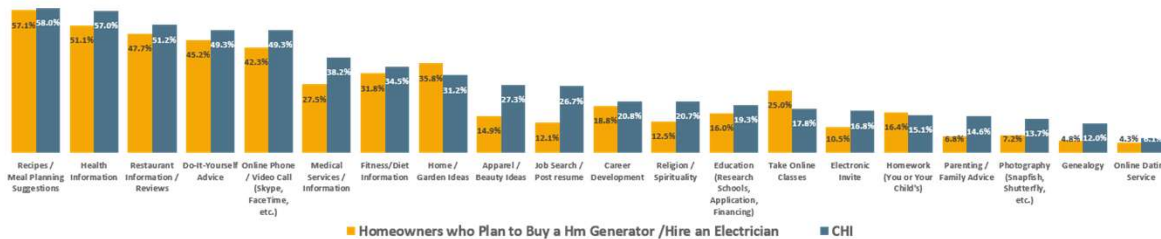
Avg. # Domestic Flights: 4.4 4.0



3.3% or 123,052 of CHI DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 8.4% less likely to look up D-I-Y advice online, 27.9% less likely to always vote in local elections, 36.8% more likely to belong to a gym, 19.8% more likely to fly domestic



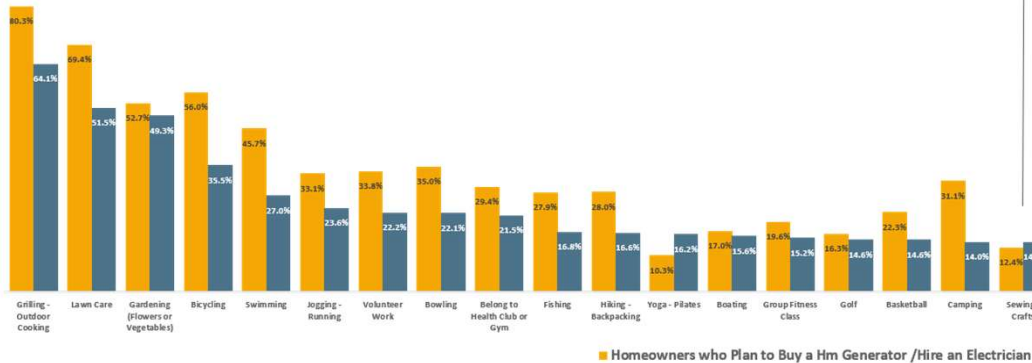
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



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



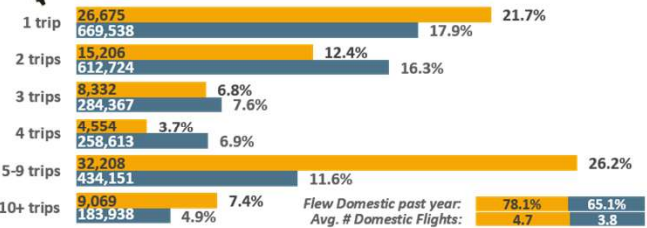
Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



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



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



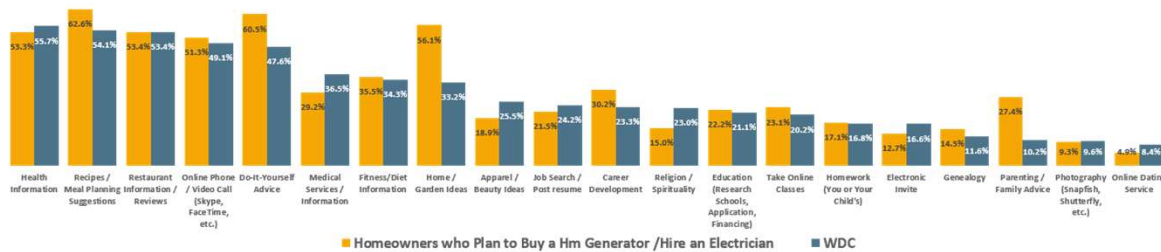
Flew Domestic past year: 78.1% (65.1%)
Avg. # Domestic Flights: 4.7 (3.8)



3.9% or 114,569 of WDC DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 27.3% more likely to look up D-I-Y advice online, 27.6% more likely to always vote in local elections, 39.7% more likely to belong to a gym, 15.5% more likely to fly domestic

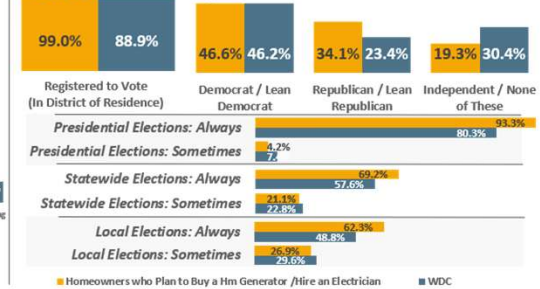


Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



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

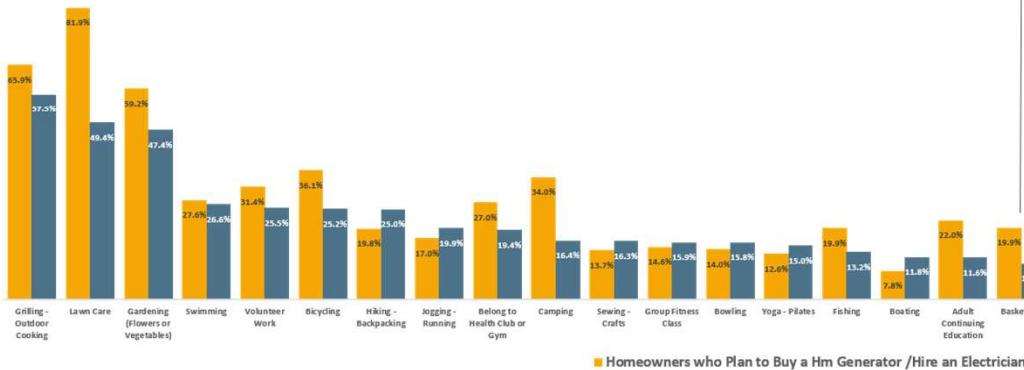
Political Activity: Adults 35 - 64



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



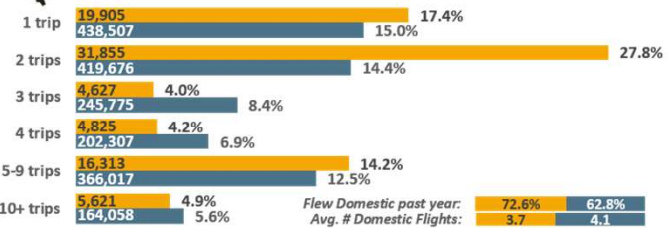
Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



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



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



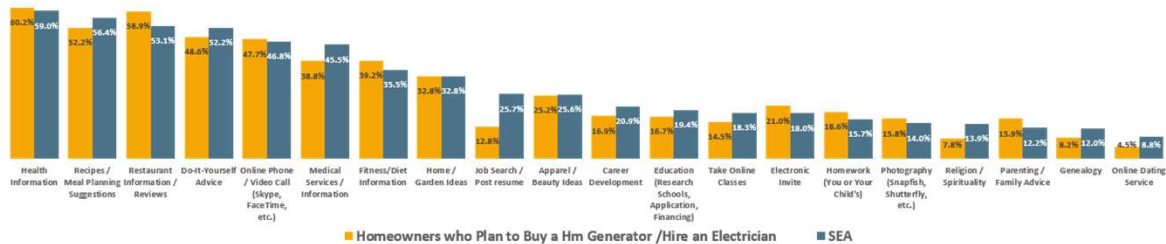
Flew Domestic past year: 72.6%
Avg. # Domestic Flights: 3.7



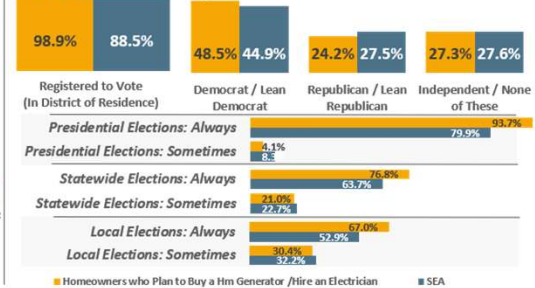
6.1% or 137,586 of SEA DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 7.% less likely to look up D-I-Y advice online, 26.7% more likely to always vote in local elections, 11.7% more likely to belong to a gym, 24.6% more likely to fly domestic



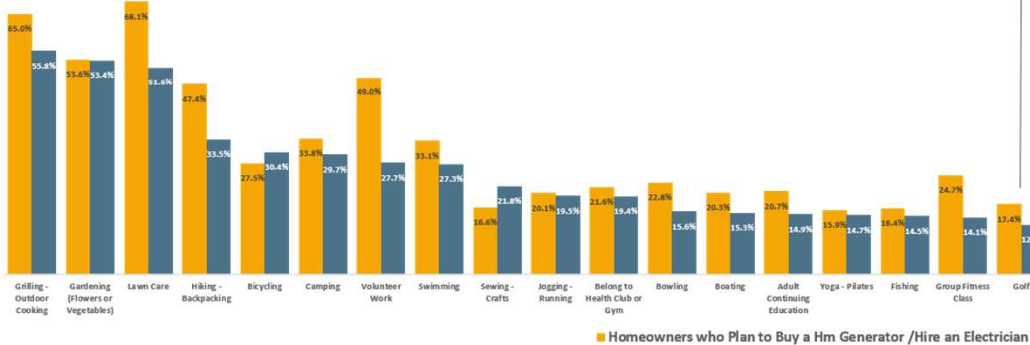
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



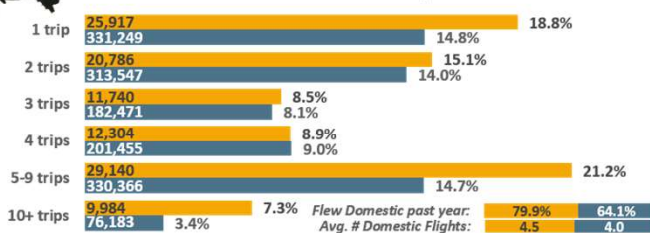
Political Activity: Adults 35 - 64

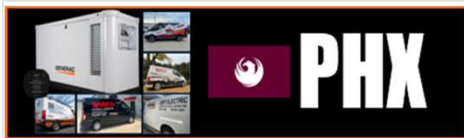


Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



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

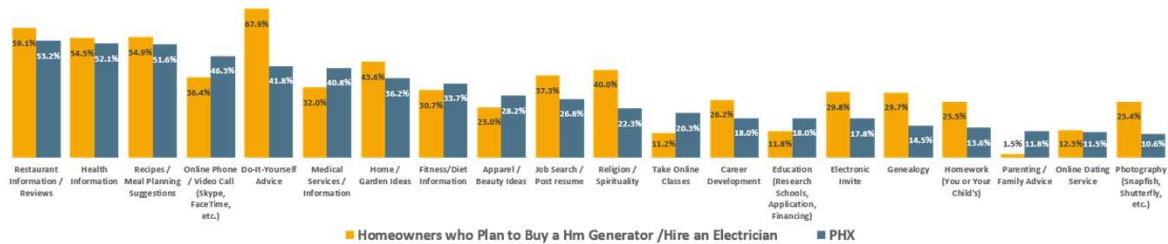




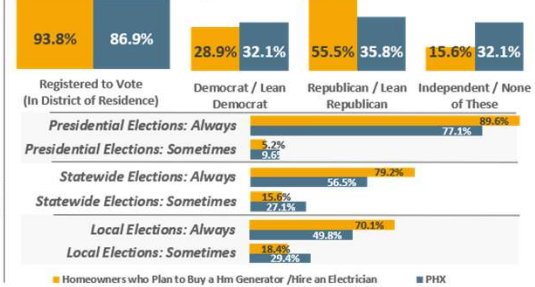
5.3% or 117,991 of PHX DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 62.6% more likely to look up D-I-Y advice online, 40.8% more likely to always vote in local elections, 21.4% less likely to belong to a gym, .5% more likely to fly domestic



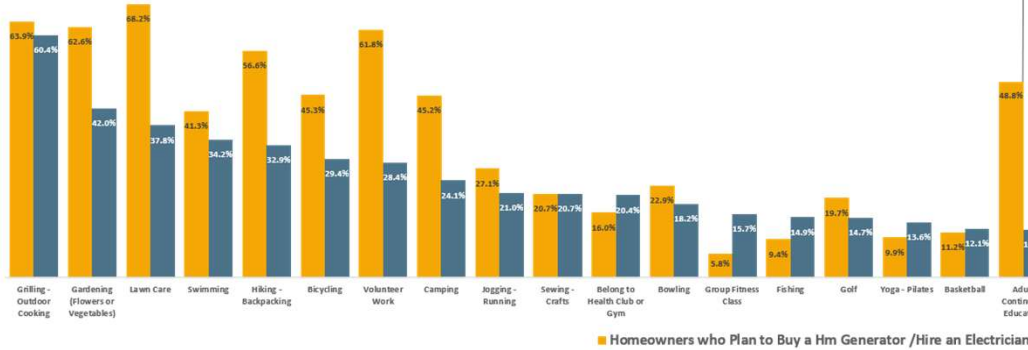
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



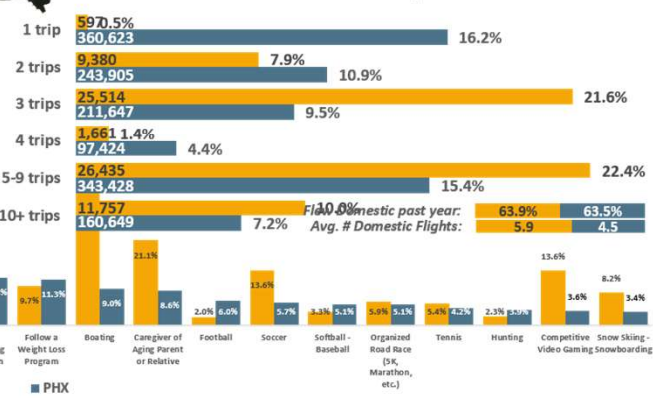
Political Activity: Adults 35 - 64



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



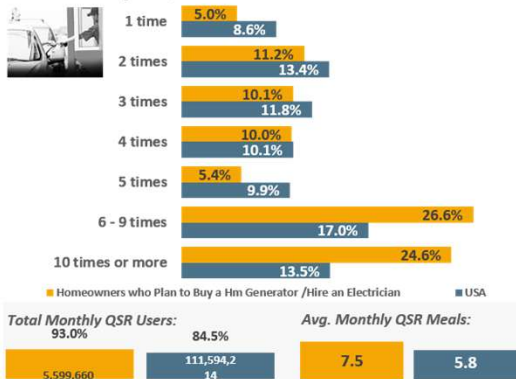
Past 12-months Domestic Airline Trips: Adults 35 - 64



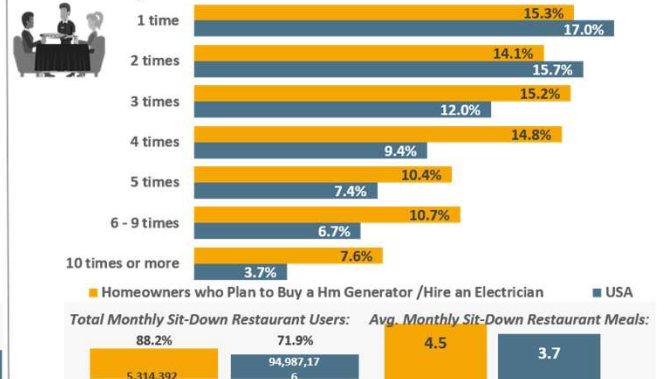


4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 10.% more likely to use QSRs past mo., 22.7% more likely to use Sit-Down Restaurants past mo., 7.5% more likely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

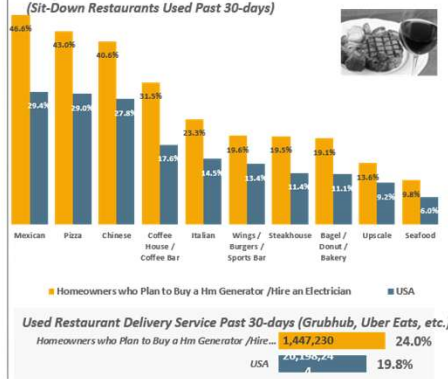
Past 30-days QSR Users: Adults 35 - 64



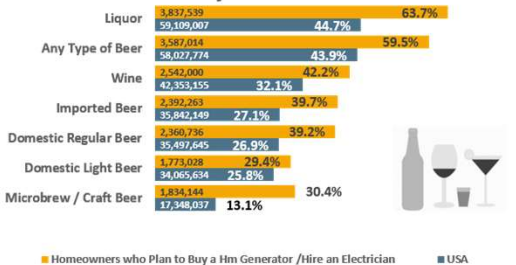
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



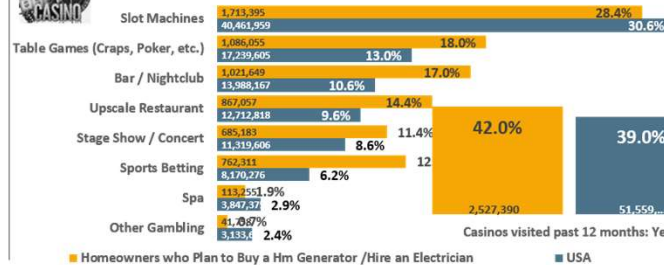
Top-10 Cuisines: Adults 35 - 64



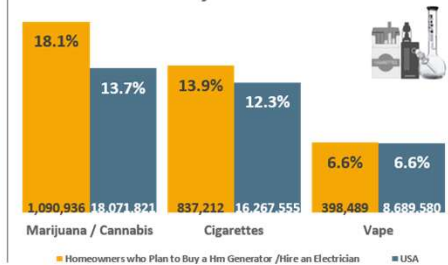
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



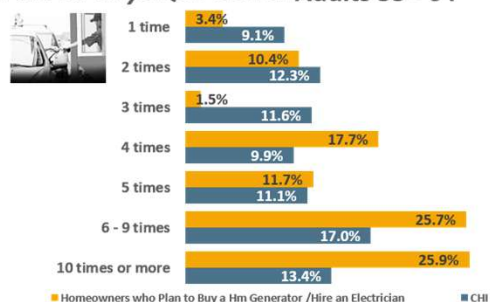
Used Past 30-days: Adults 35 - 64



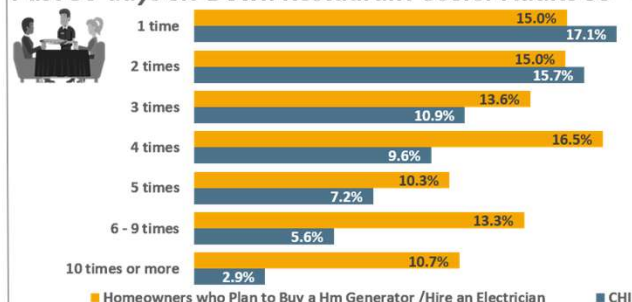


3.3% or 123,052 of CHI DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 14.1% more likely to use QSRs past mo., 36.8% more likely to use Sit-Down Restaurants past mo., 5.8% less likely to use Casinos past yr., 33.4% less likely to smoke cigarett

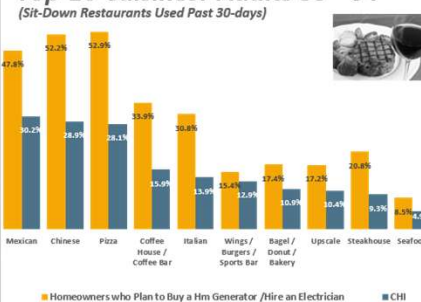
Past 30-days QSR Users: Adults 35 - 64



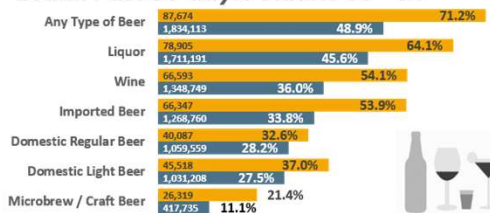
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



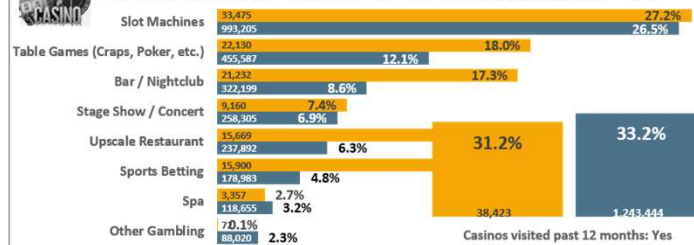
Top-10 Cuisines: Adults 35 - 64



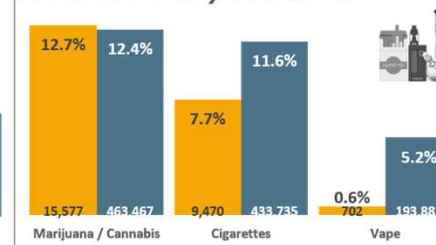
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



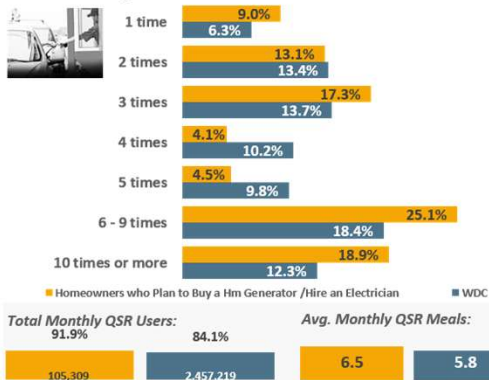
Used Past 30-days: Adults 35 - 64



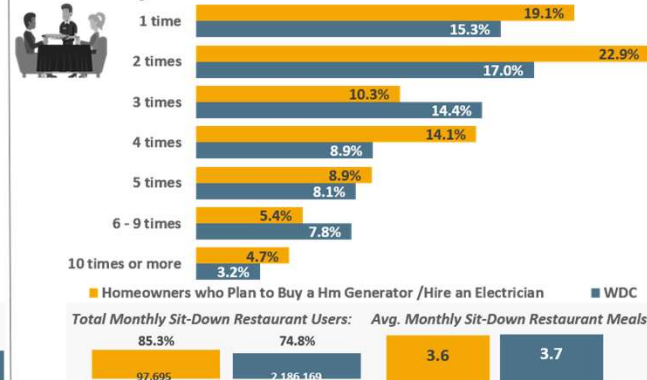


3.9% or 114,569 of WDC DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 9.3% more likely to use QSRs past mo., 14.% more likely to use Sit-Down Restaurants past mo., .3% more likely to use Casinos past yr., 64.3% more likely to smoke cigarettes.

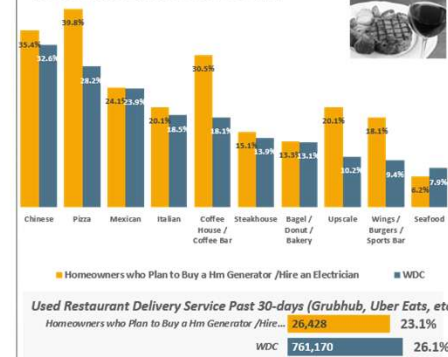
Past 30-days QSR Users: Adults 35 - 64



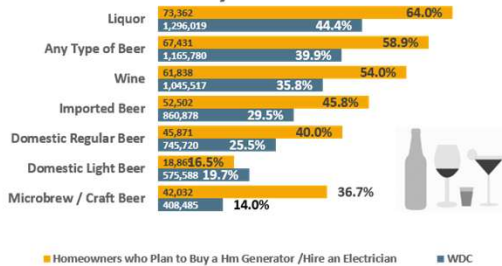
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



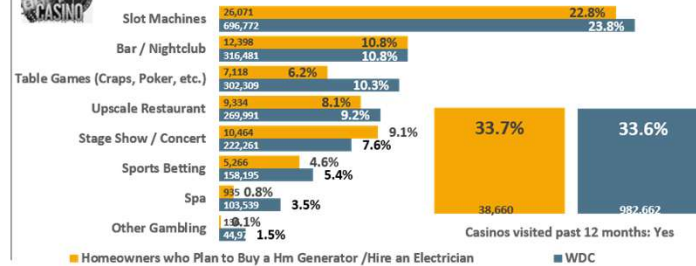
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



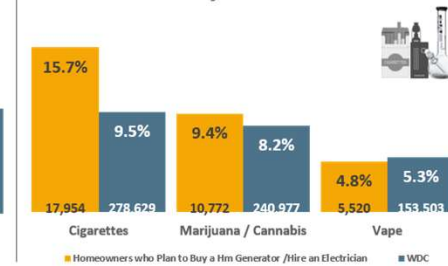
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



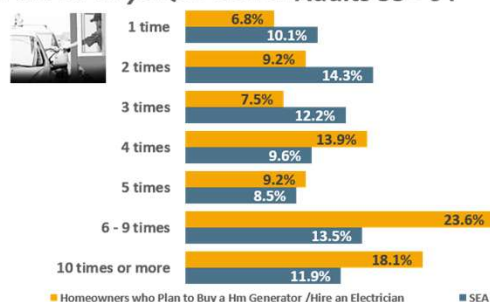
Used Past 30-days: Adults 35 - 64



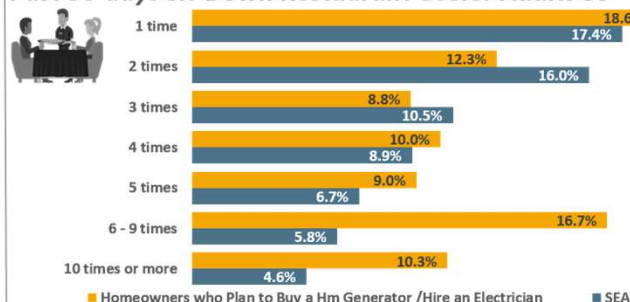


6.1% or 137,586 of SEA DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 10.1% more likely to use QSRs past mo., 22.7% more likely to use Sit-Down Restaurants past mo., 5.3% more likely to use Casinos past yr., 32.2% less likely to smoke cigarett

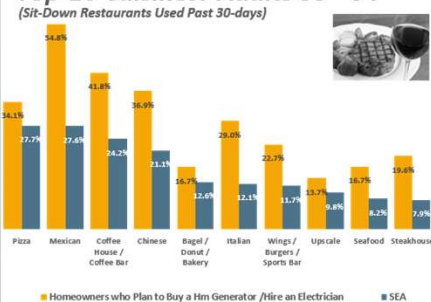
Past 30-days QSR Users: Adults 35 - 64



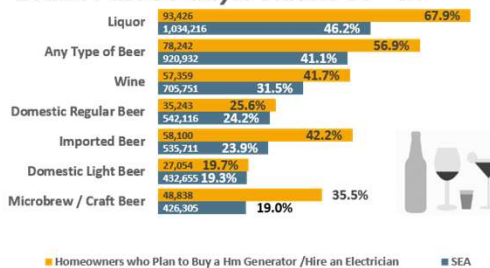
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



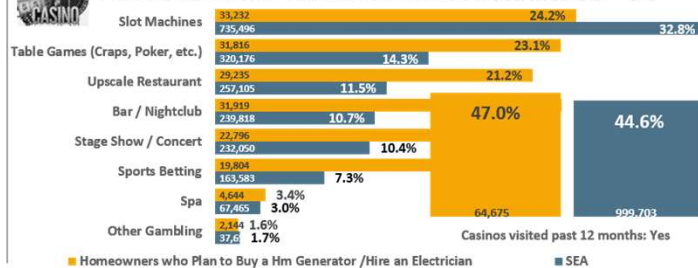
Top-10 Cuisines: Adults 35 - 64



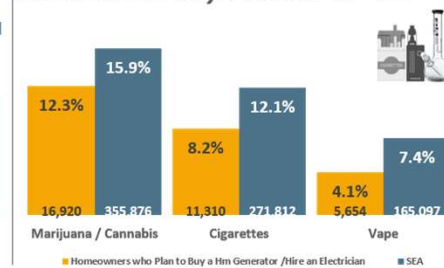
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



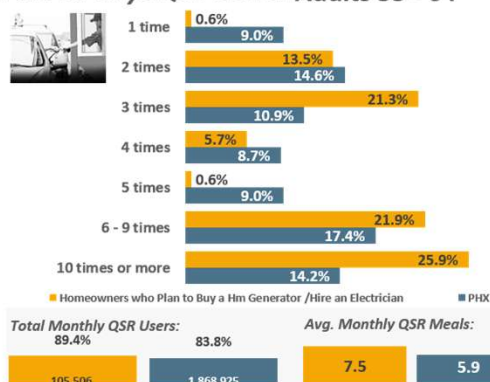
Used Past 30-days: Adults 35 - 64



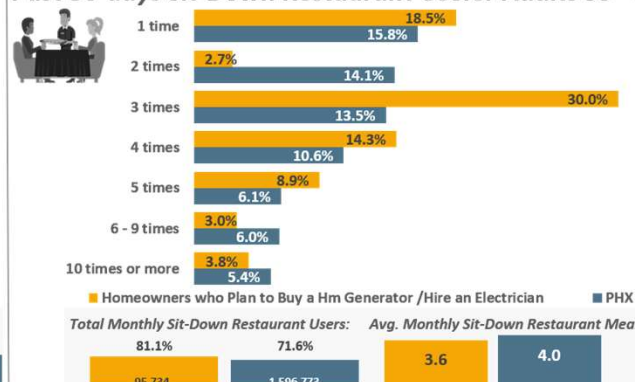


5.3% or 117,991 of PHX DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 6.7% more likely to use QSRs past mo., 13.4% more likely to use Sit-Down Restaurants past mo., 8.4% less likely to use Casinos past yr., 68.8% less likely to smoke cigarettes

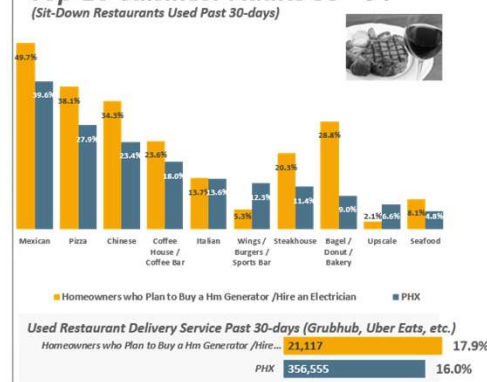
Past 30-days QSR Users: Adults 35 - 64



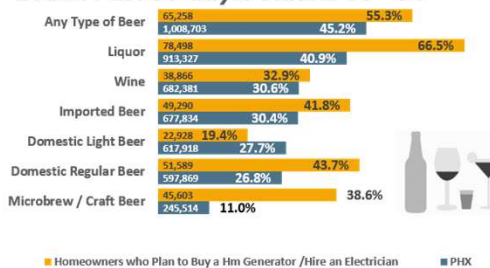
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



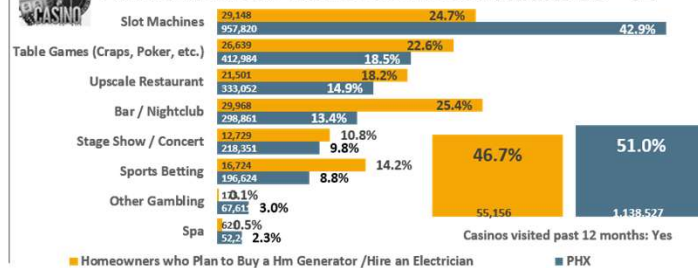
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



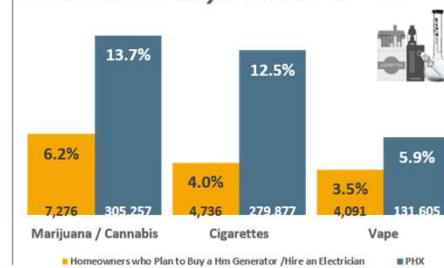
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



Used Past 30-days: Adults 35 - 64

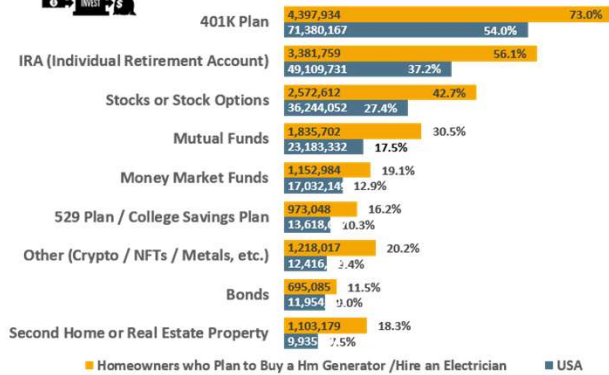




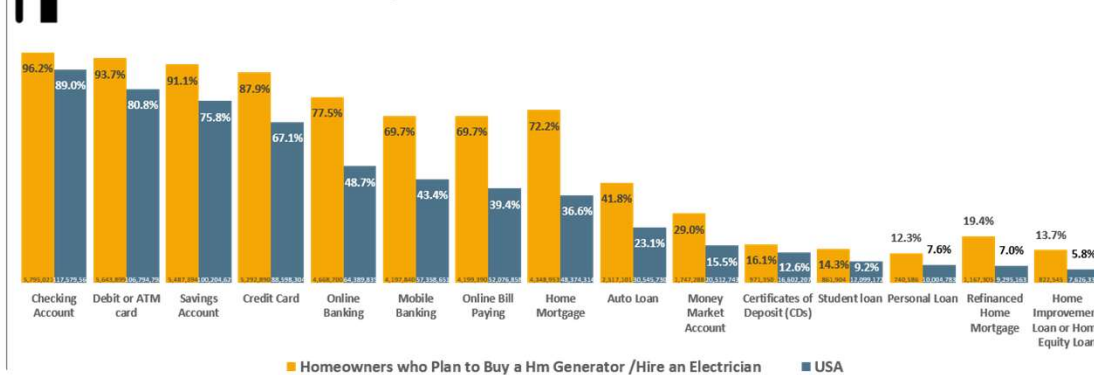
4.6% or 6,023,954 of USA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an Electrician. Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 35.1% more likely to have a 401K, 80.7% more likely to have an Auto Loan, 102.3% more likely to Invest/Trade Stocks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



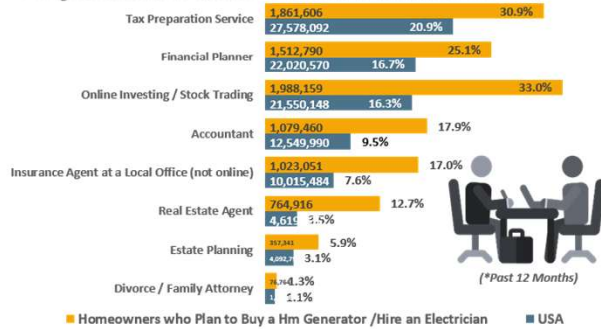
Investments Owned: Adults 35 - 64



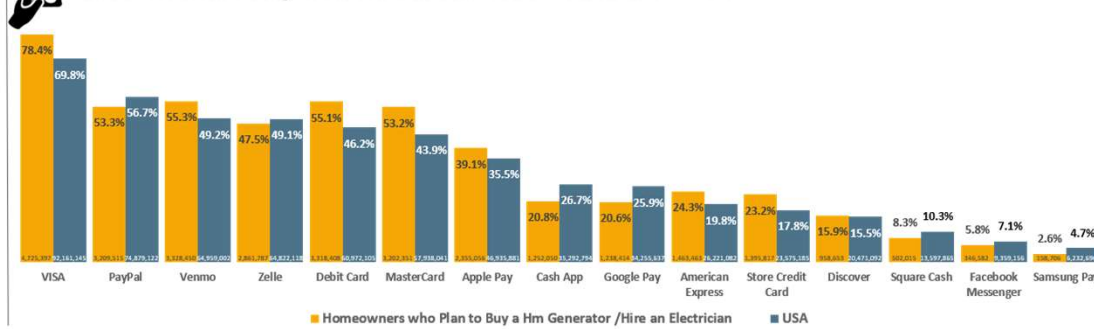
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



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

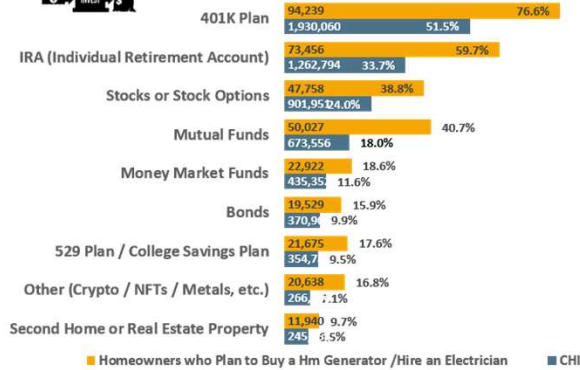




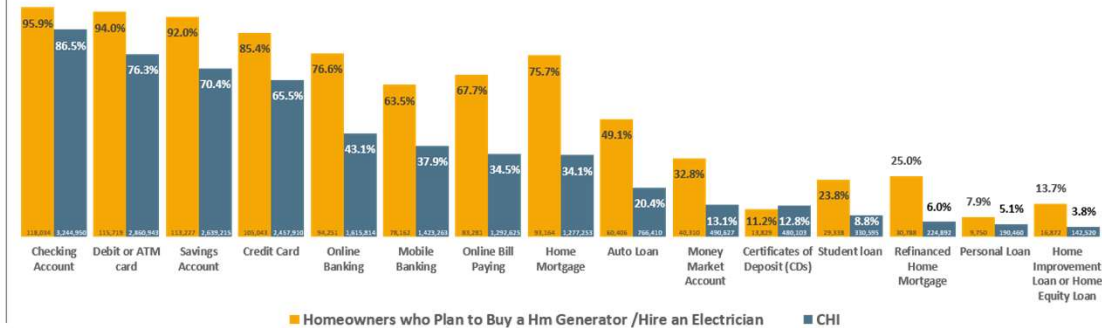
3.3% or 123,052 of CHI DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 48.8% more likely to have a 401K, 140.2% more likely to have an Auto Loan, 115.4% more likely to Invest/Trade Stocks Online, 20.7% more likely to pay with their Debit Card.



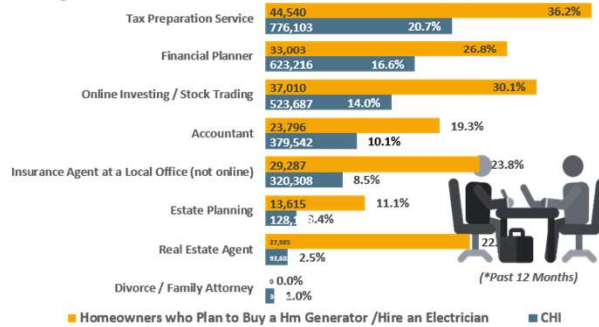
Investments Owned: Adults 35 - 64



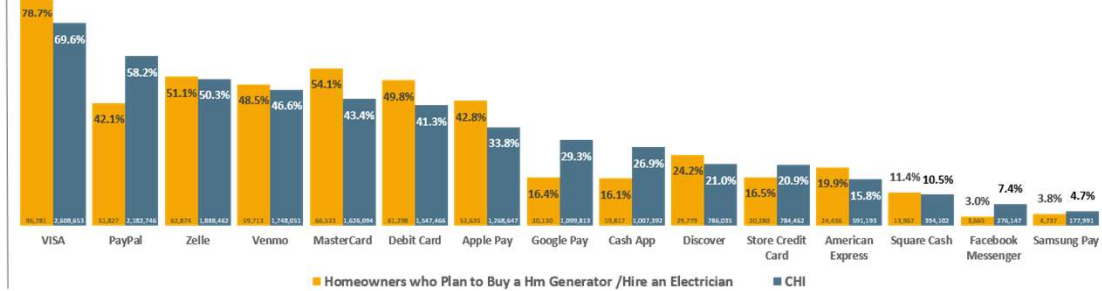
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



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

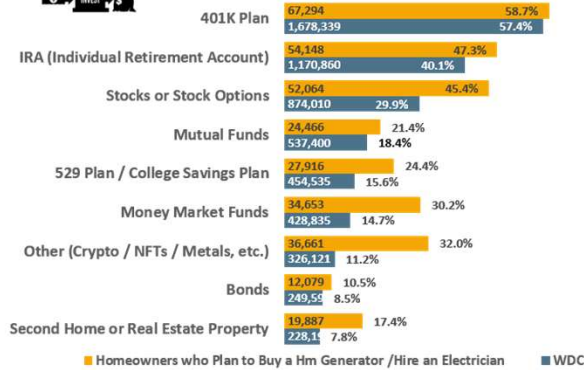




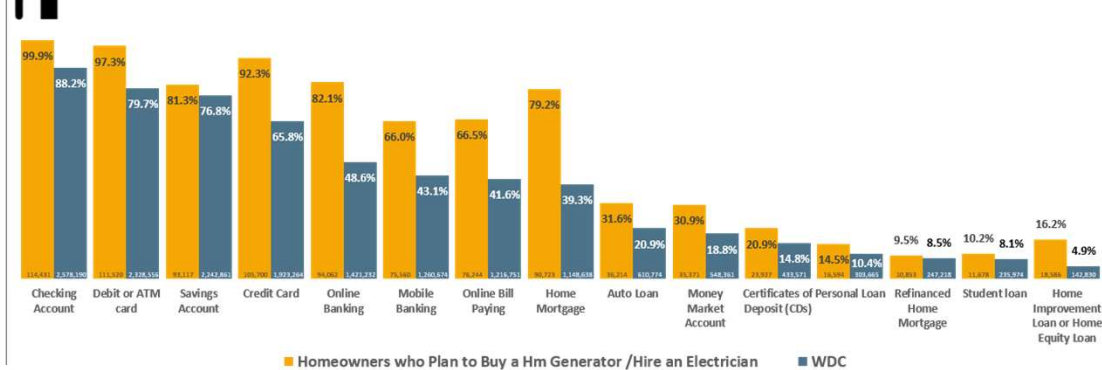
3.9% or 114,569 of WDC DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 2.3% more likely to have a 401K, 51.2% more likely to have an Auto Loan, 119.8% more likely to Invest/Trade Stocks Online, 18.4% more likely to pay with their Debit Card.



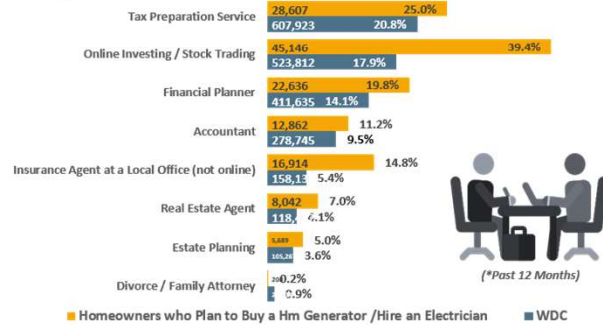
Investments Owned: Adults 35 - 64



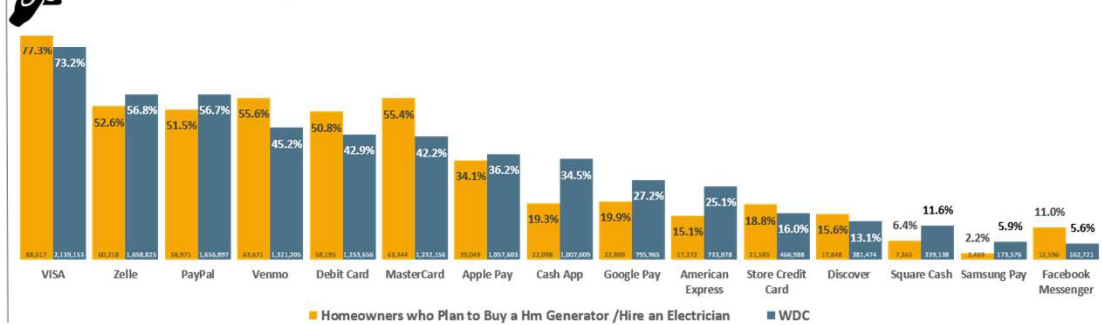
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64

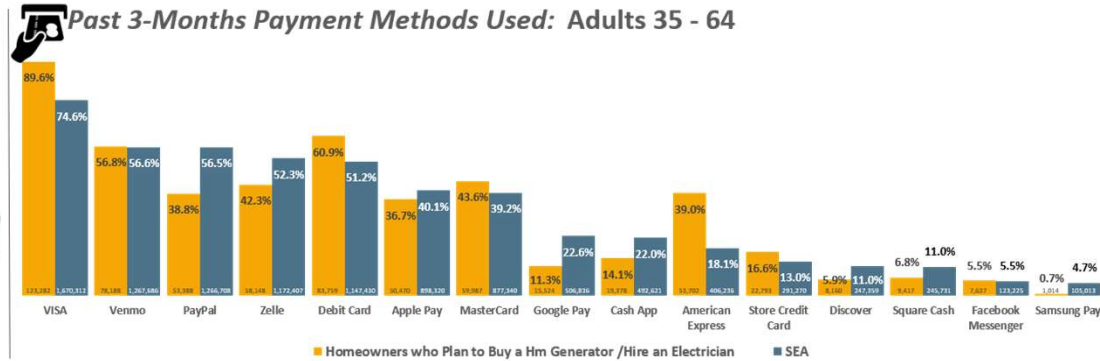
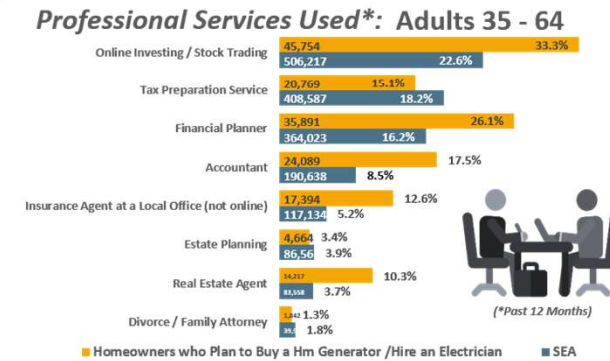
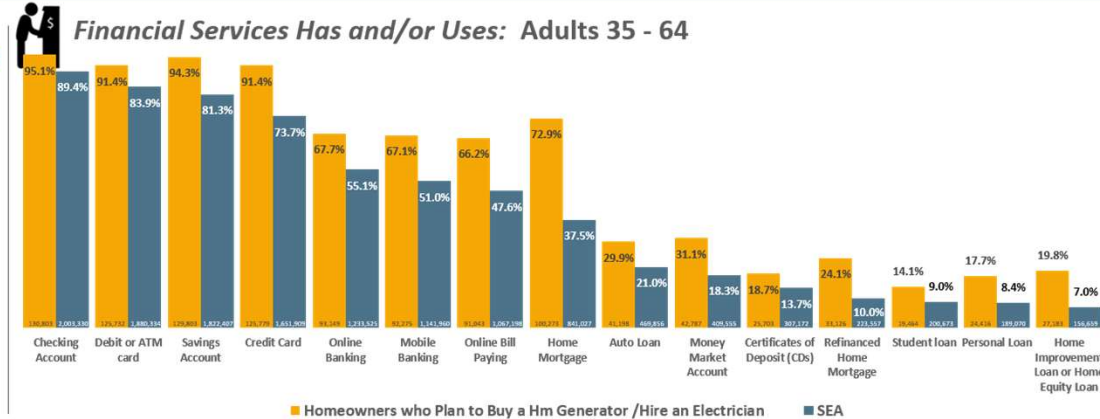
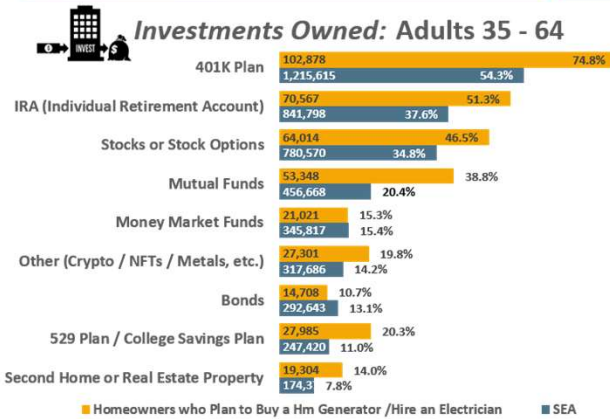


Past 3-Months Payment Methods Used: Adults 35 - 64



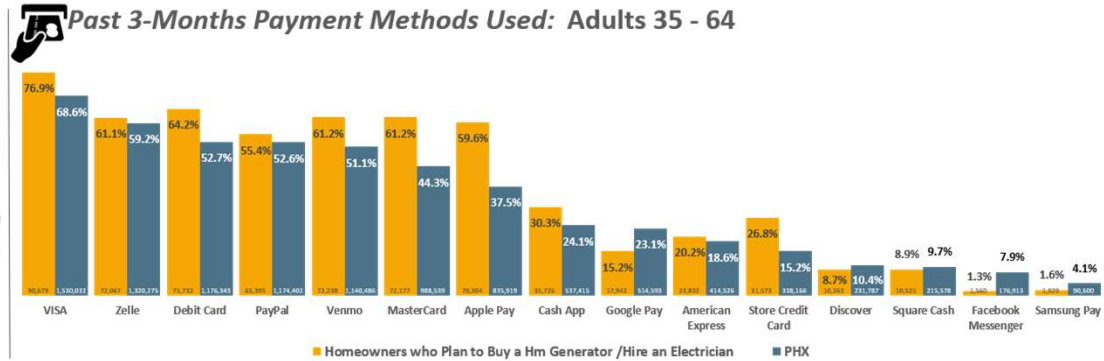
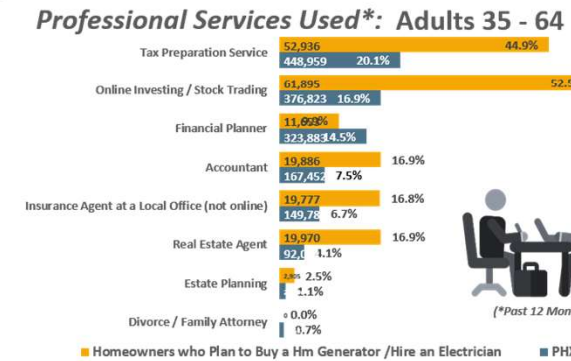
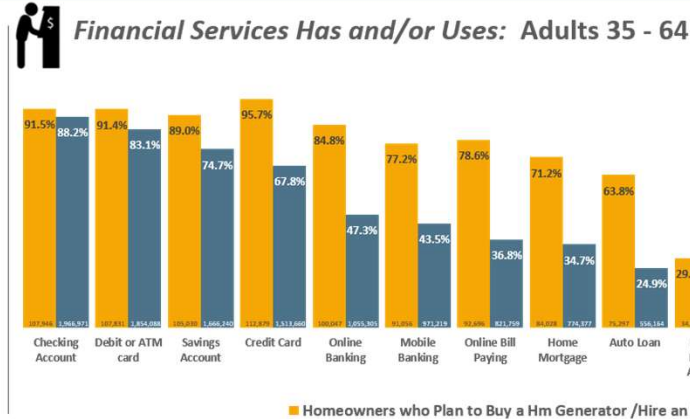
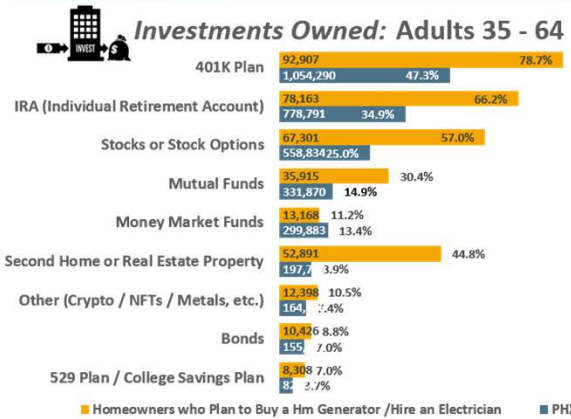


6.1% or 137,586 of SEA DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 37.8% more likely to have a 401K, 42.8% more likely to have an Auto Loan, 47.2% more likely to Invest/Trade Stocks Online, 18.9% more likely to pay with their Debit Card.



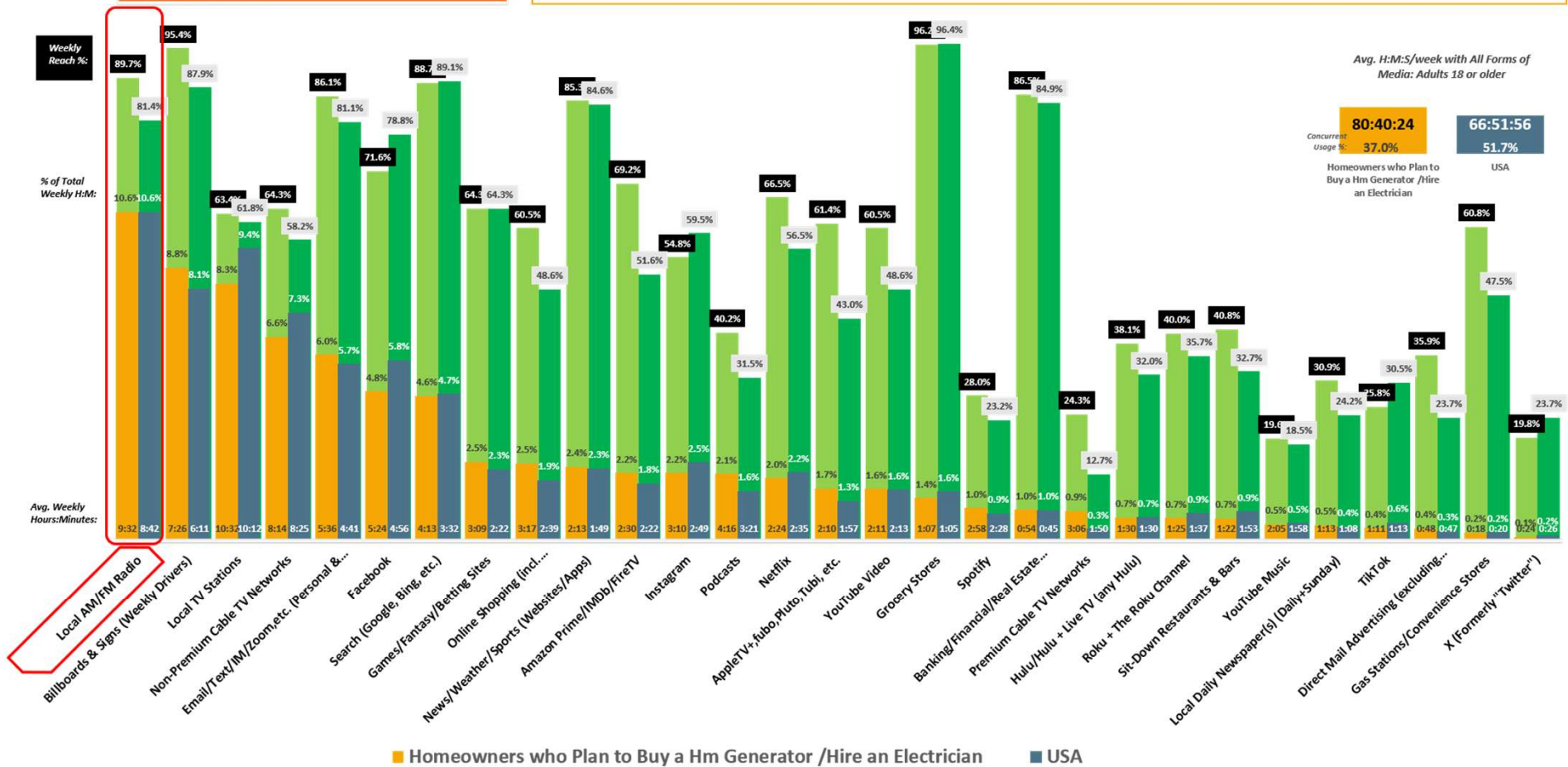


5.3% or 117,991 of PHX DMA Adults 35 - 64 are Homeowners who Plan to Buy a Hm Generator /Hire an...
 Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician are 66.6% more likely to have a 401K, 156.% more likely to have an Auto Loan, 210.6% more likely to Invest/Trade Stocks Online, 21.7% more likely to pay with their Debit Card.



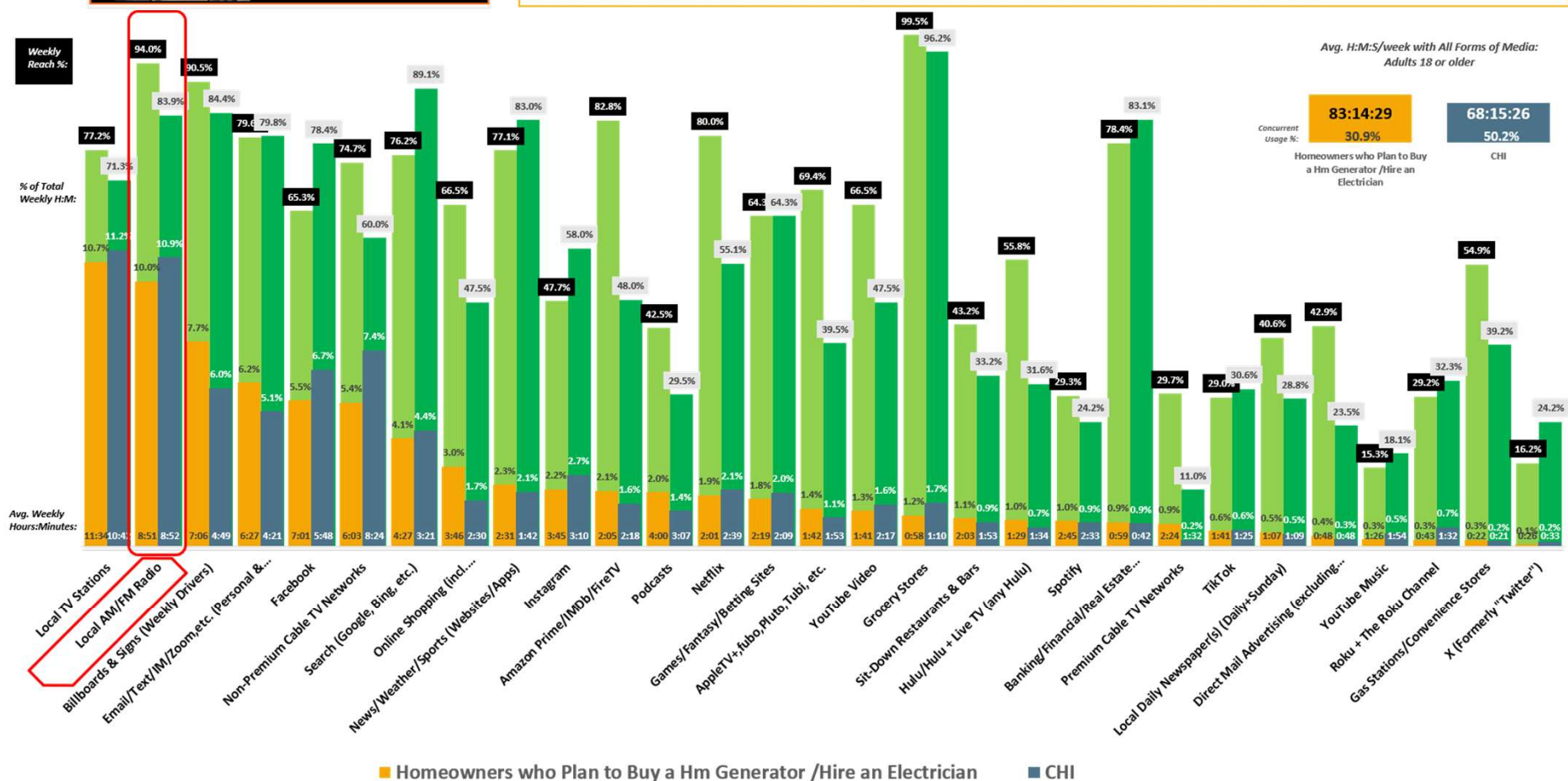


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 8 hours, 40 minutes and 24 seconds each week with All Forms of Media.
89.7% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 9 hours and 32 minutes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



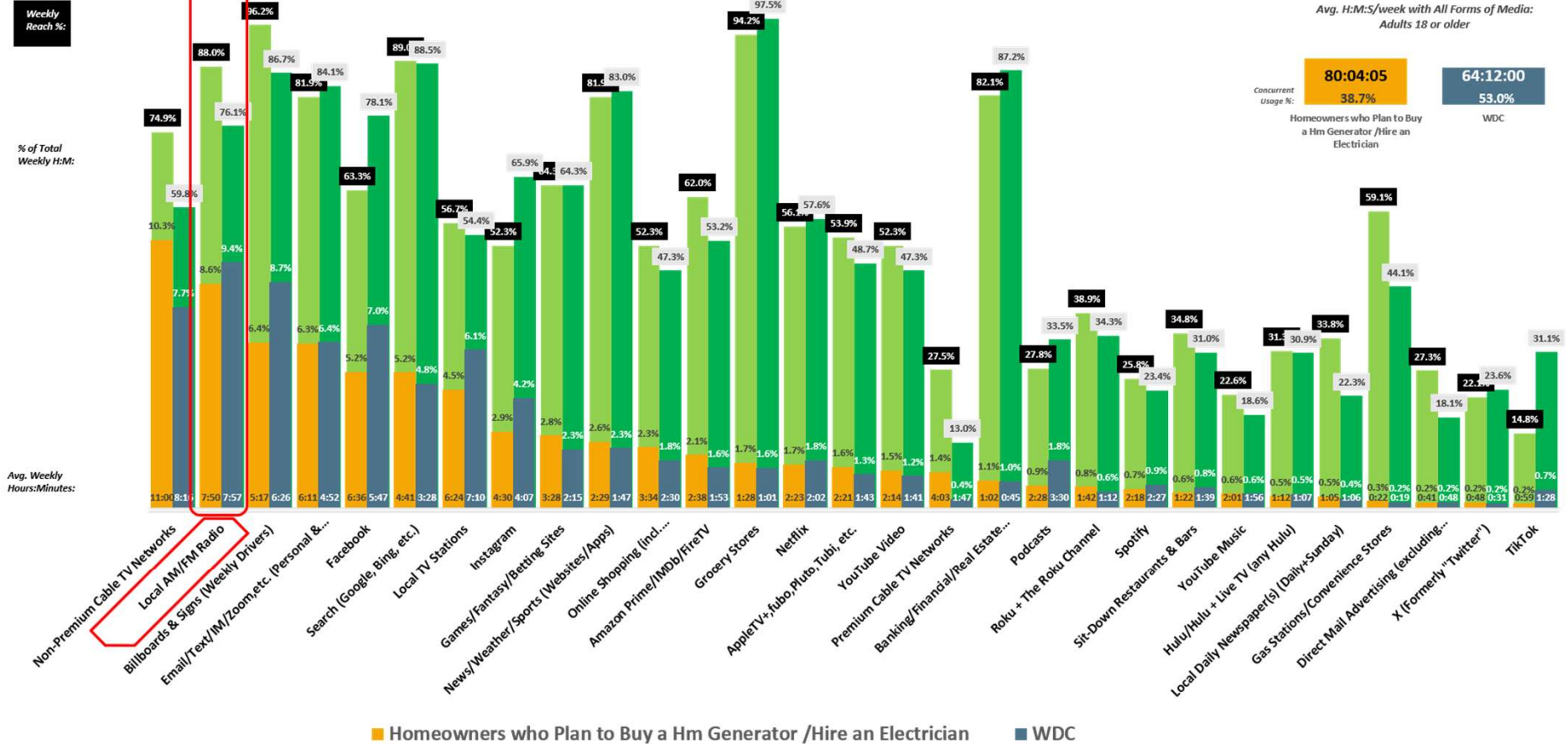


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 11 hours, 14 minutes and 29 seconds each week with All Forms of Media.
 94.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 8 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



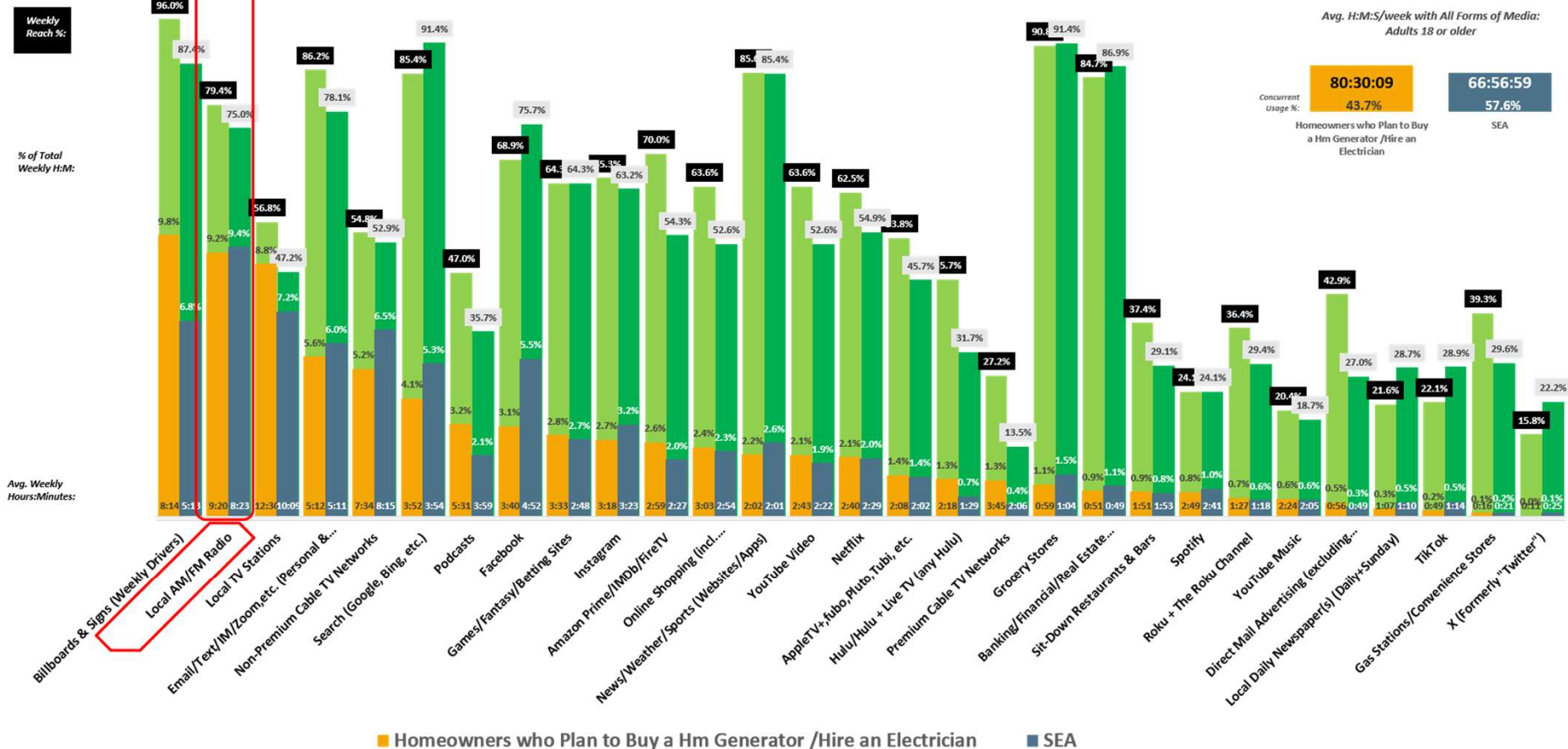


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 8 hours, 4 minutes and 5 seconds each week with All Forms of Media.
 88.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 7 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



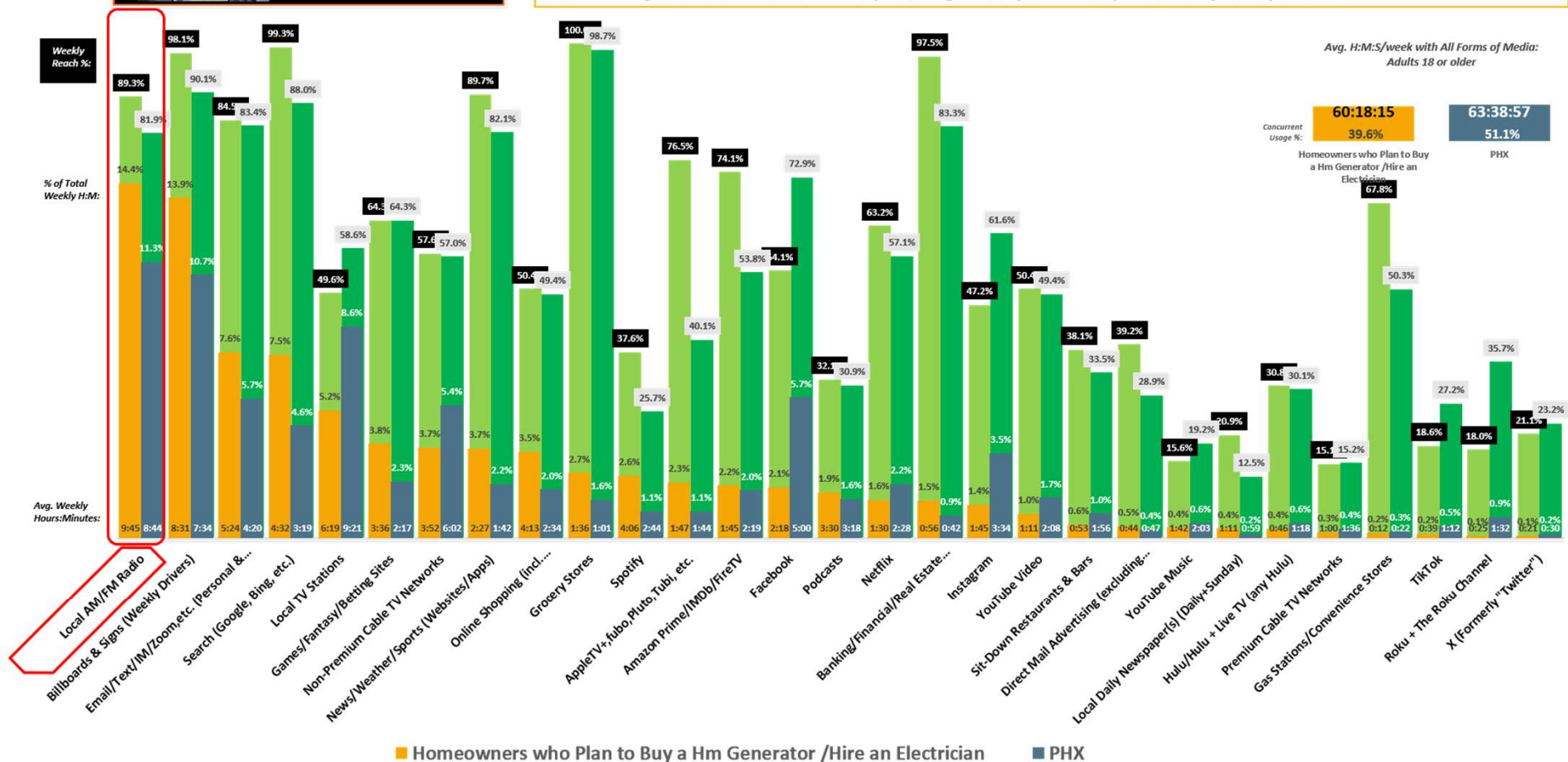


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 3 days, 8 hours, 30 minutes and 9 seconds each week with All Forms of Media.
79.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 9 hours and 20 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



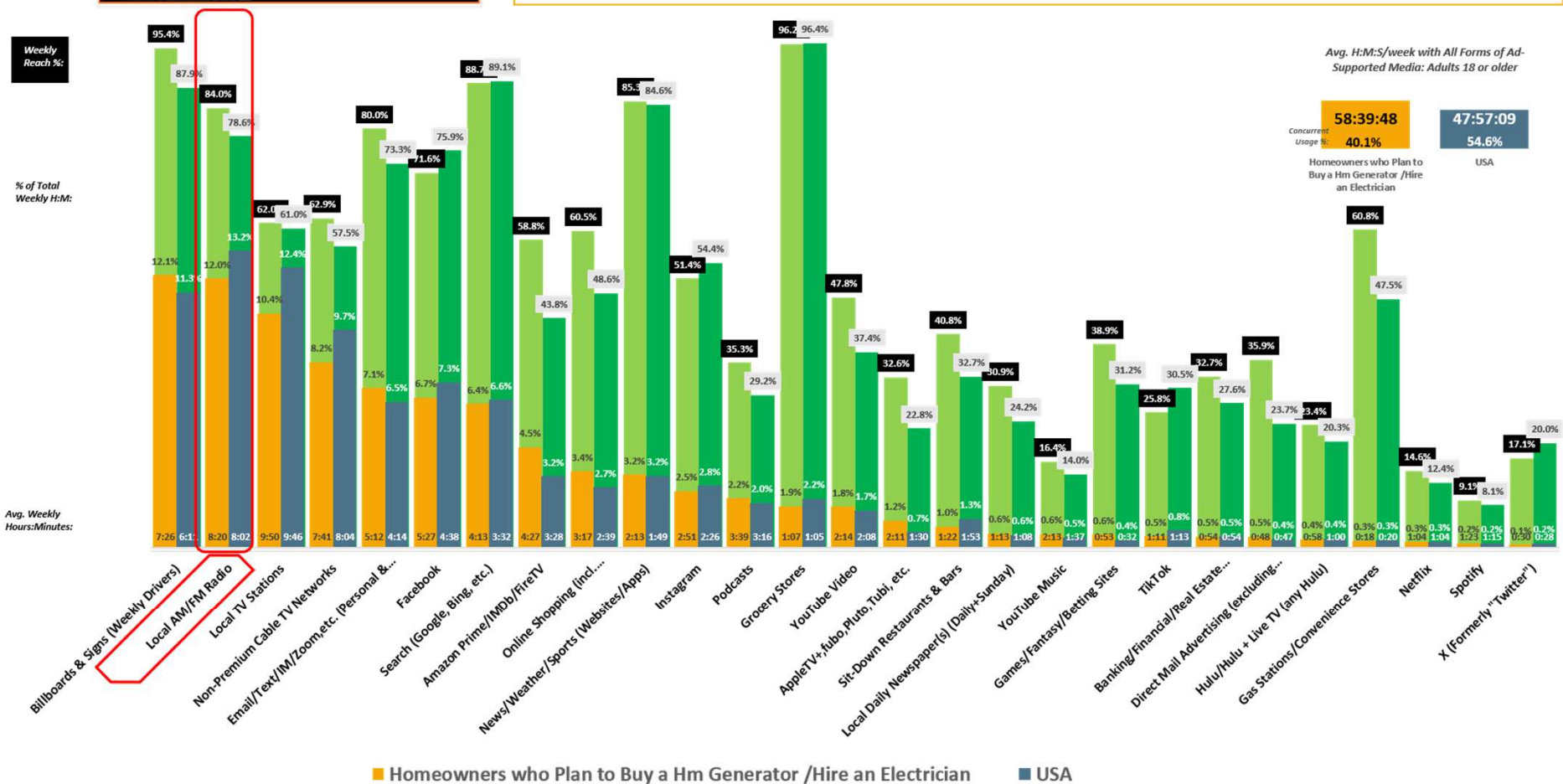


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 2 days, 12 hours, 18 minutes and 15 seconds each week with All Forms of Media.
89.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 9 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 14.4% of total time spent with all forms of Media.



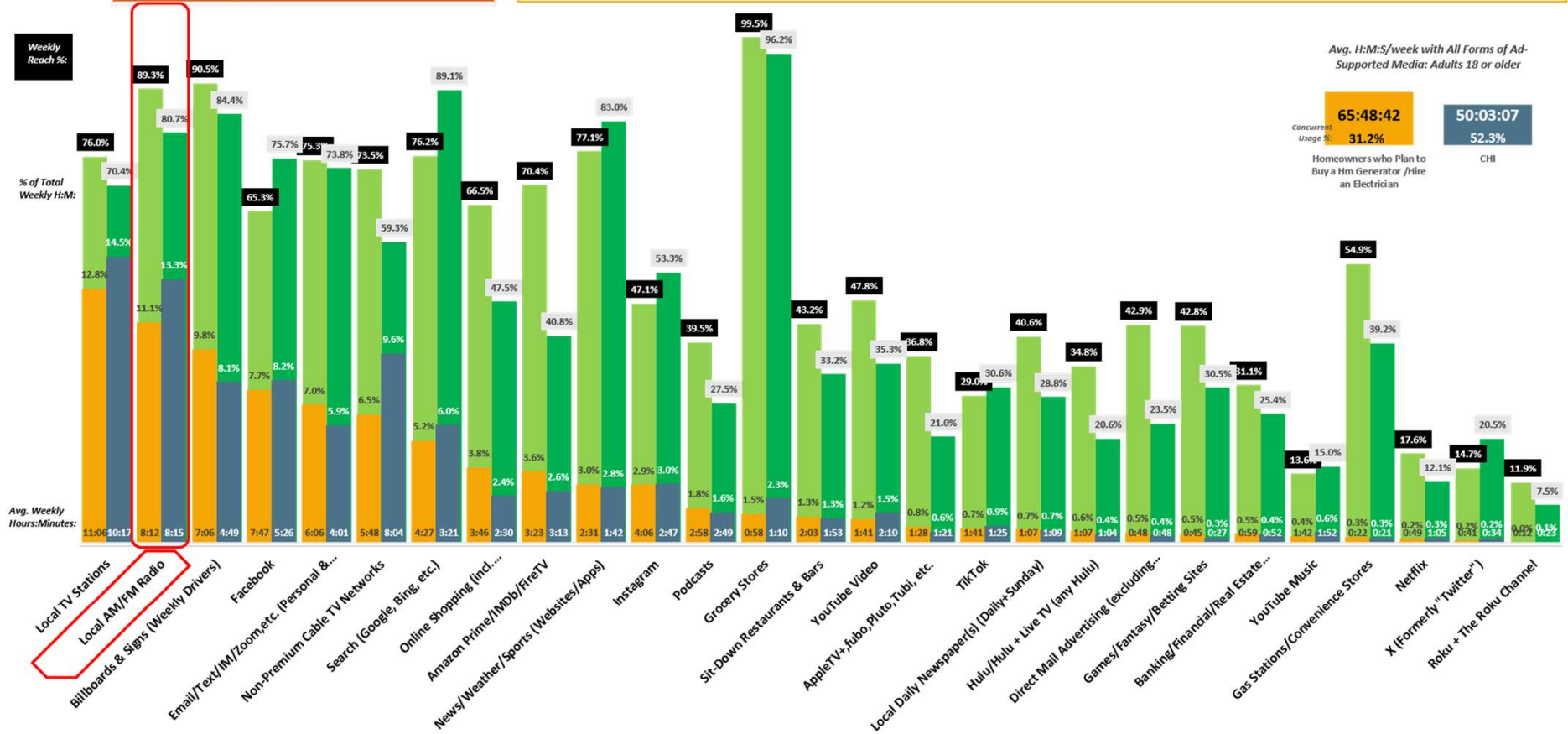


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 2 days, 10 hours, 39 minutes and 48 seconds each week with All Forms of Ad-Supported Media.
84.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 8 hours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





Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 2 days, 17 hours, 48 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
89.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 8 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Med



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

65:48:42
Concurrent Usage %: 31.2%

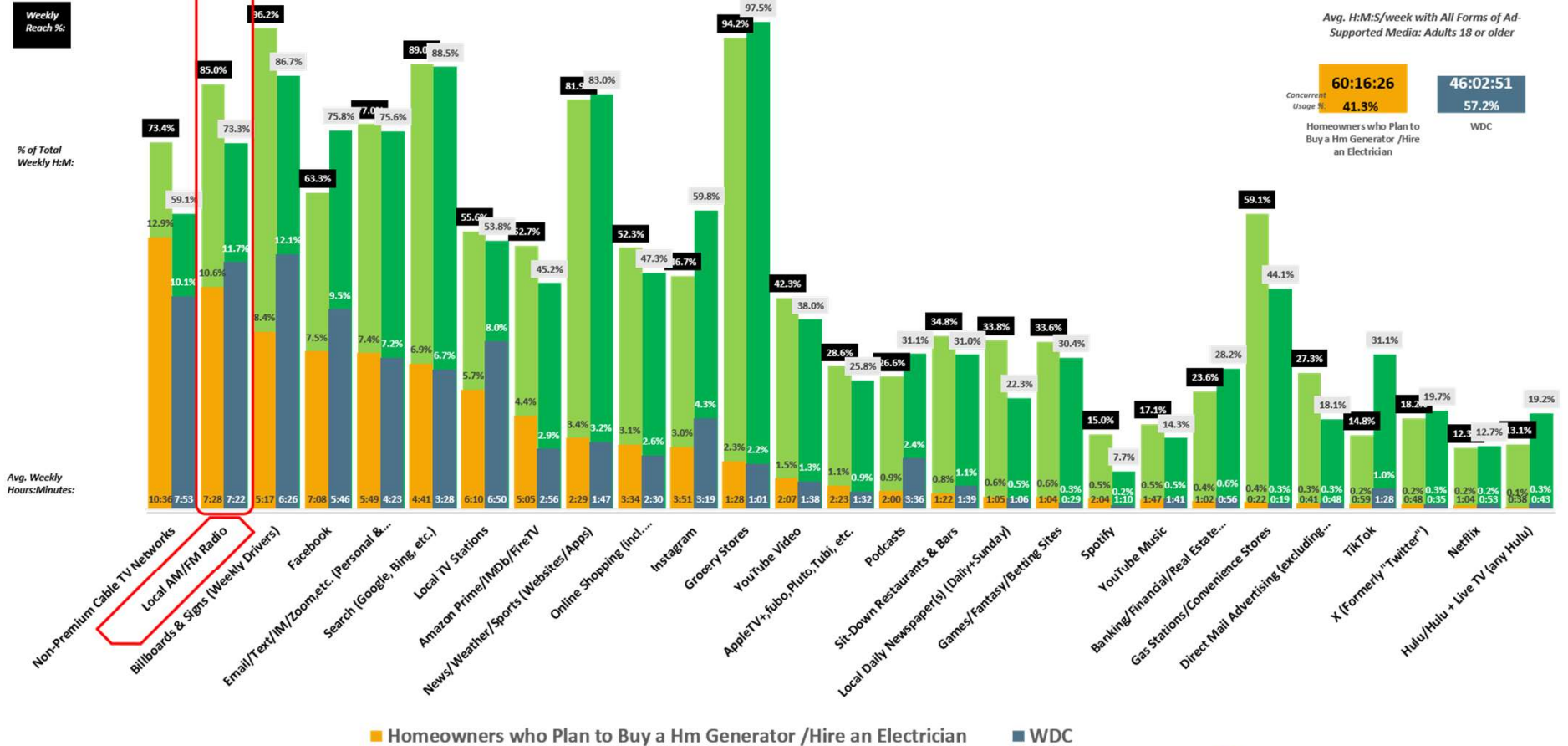
50:03:07
CHI

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

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

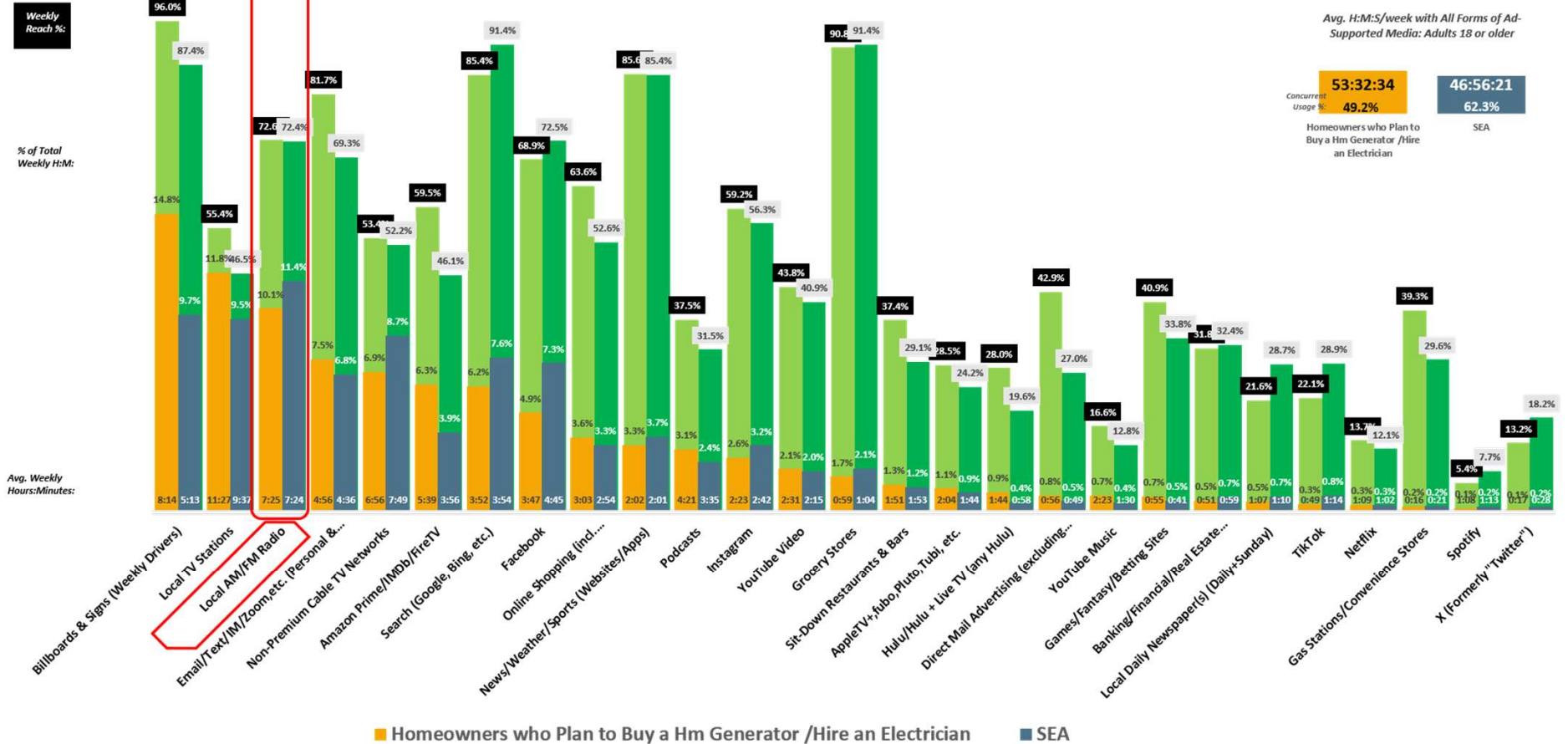


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 2 days, 12 hours, 16 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
 85.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 7 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Medi



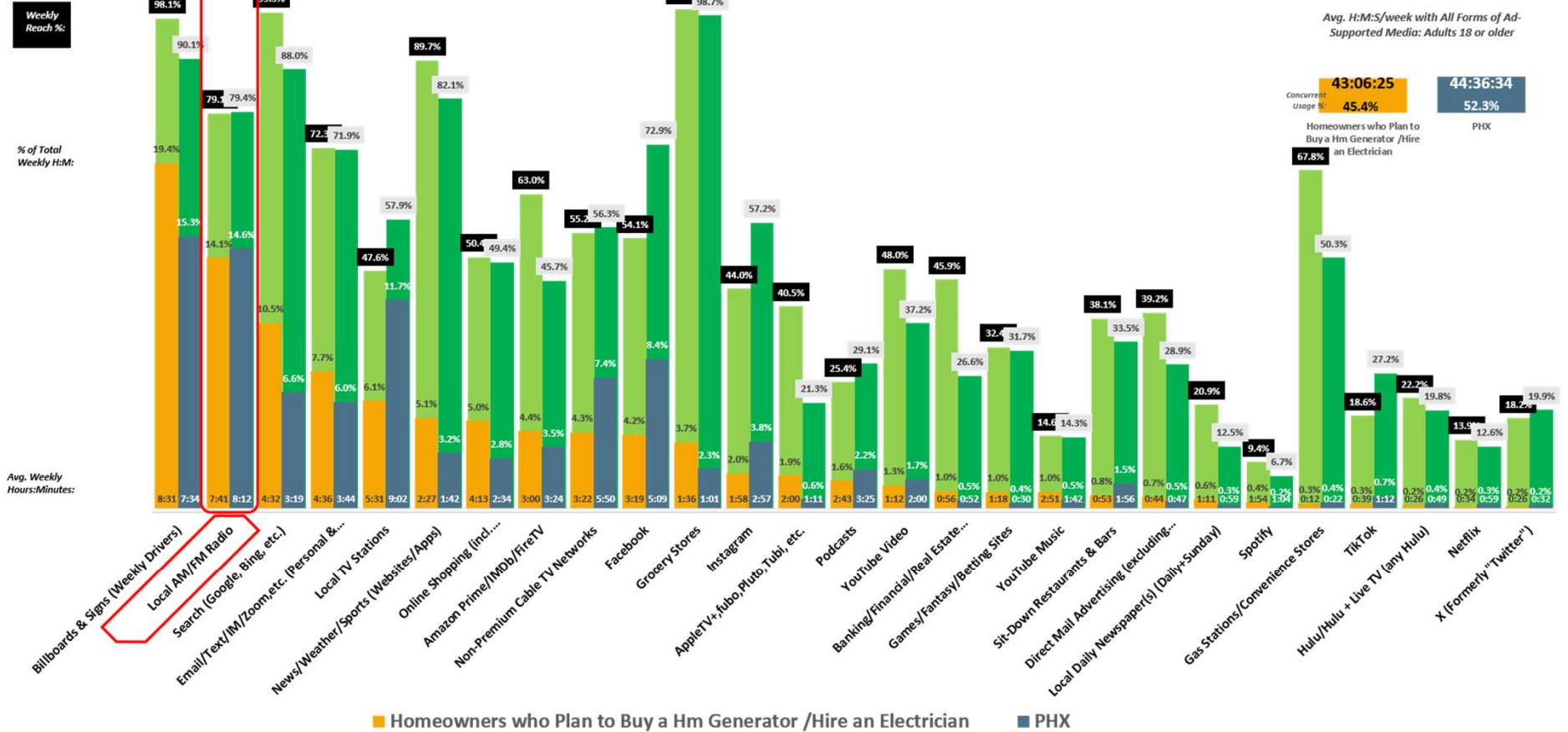


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 2 days, 5 hours, 32 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
72.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.1% of total time spent with all forms of Ad-Supported Med





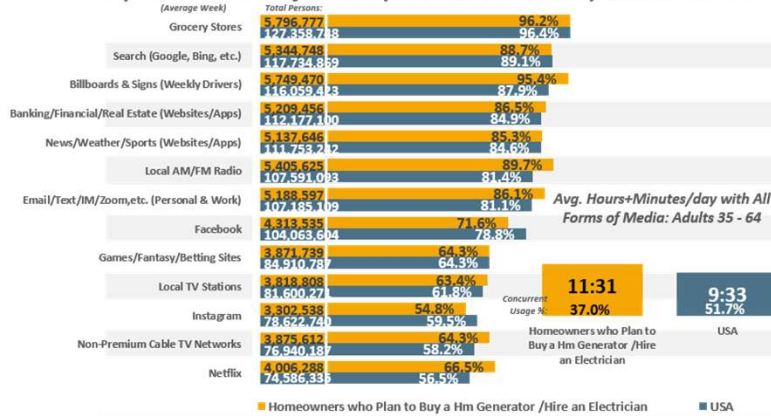
Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 1 days, 19 hours, 6 minutes and 25 seconds each week with All Forms of Ad-Supported Media.
79.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an avg. of 7 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.1% of total time spent with all forms of Ad-Supported Med



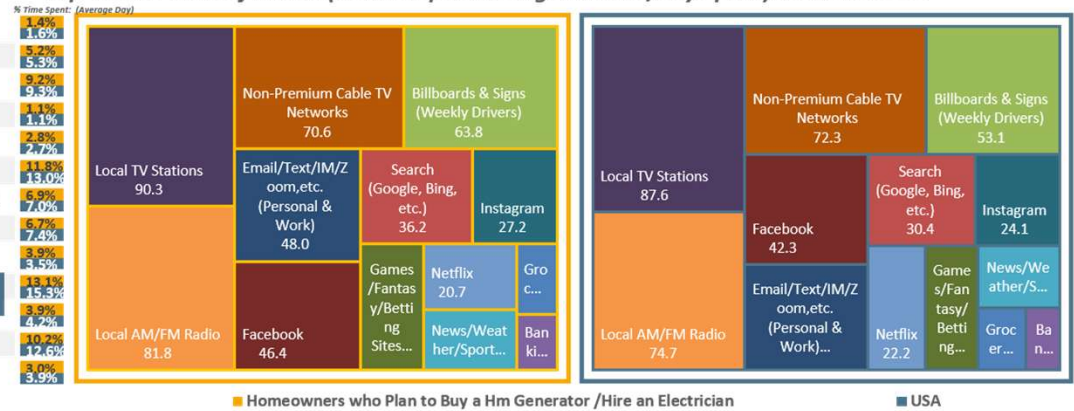


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 8 hours and 22 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 71.6 minutes/day. (Local Radio delivers 12.% of Time with Ad-Supported Media.)

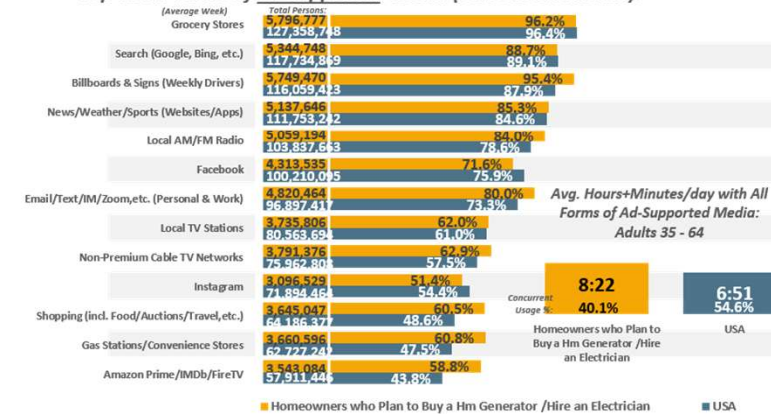
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



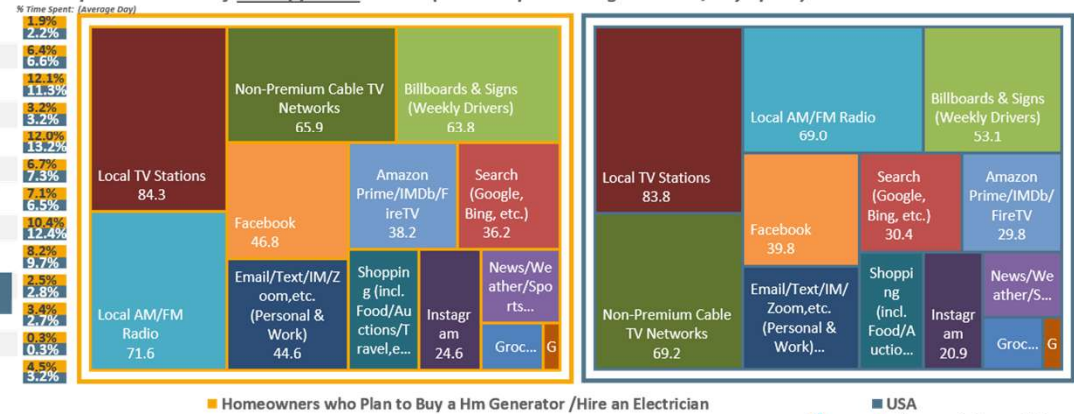
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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

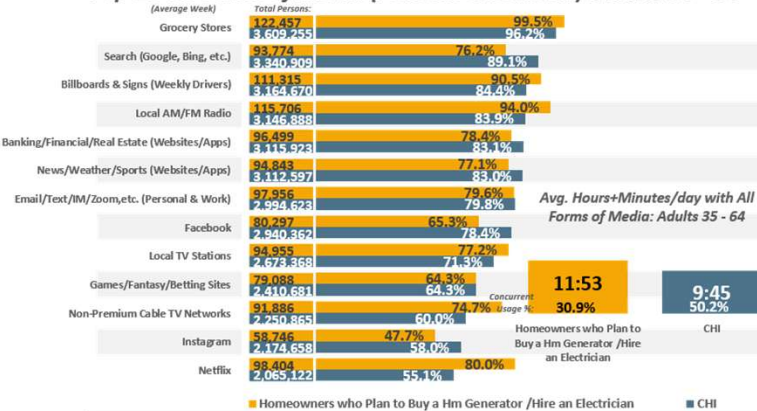
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

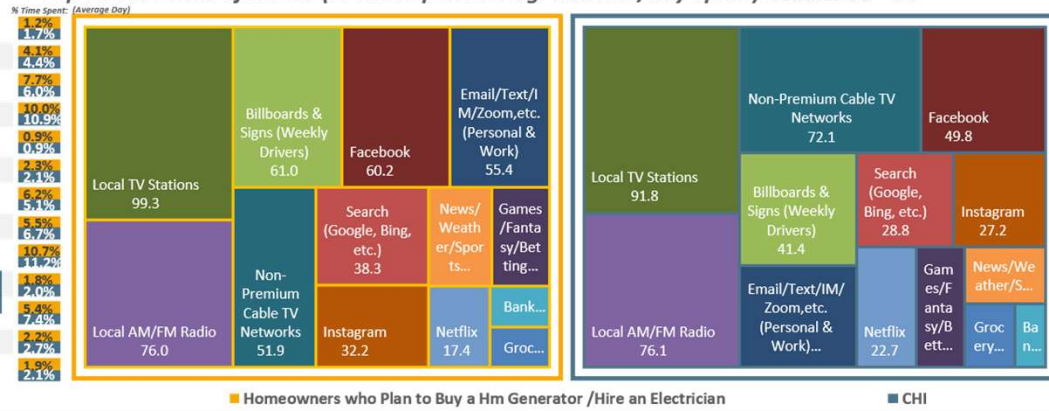


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 9 hours and 24 minutes each day with All Forms of Ad-Supported Media. 89.3% listen to Local AM/FM Radio for an avg. of 70.3 minutes/day.(Local Radio delivers 11.1% of Time with Ad-Supported Media.)

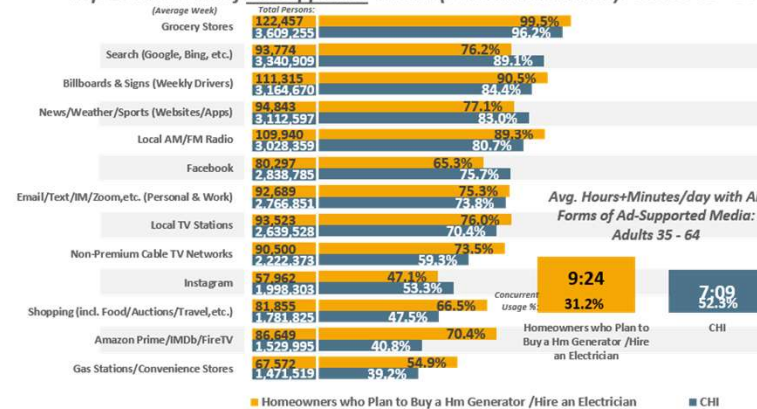
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



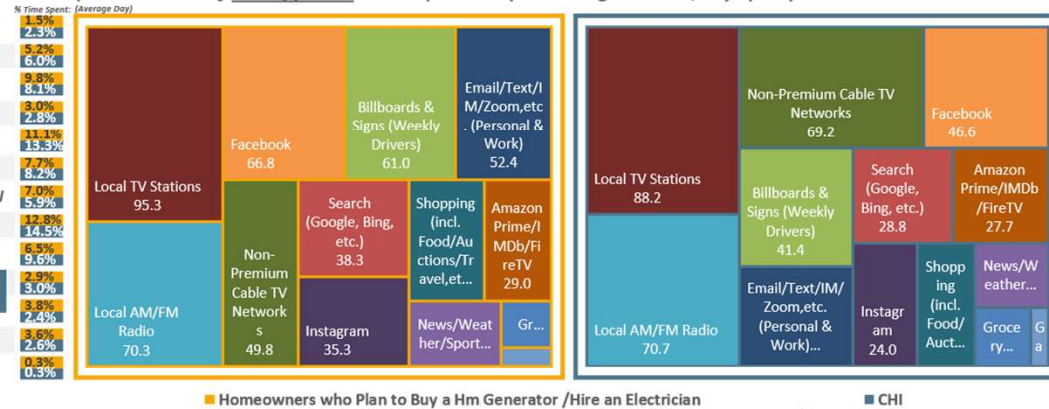
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 138
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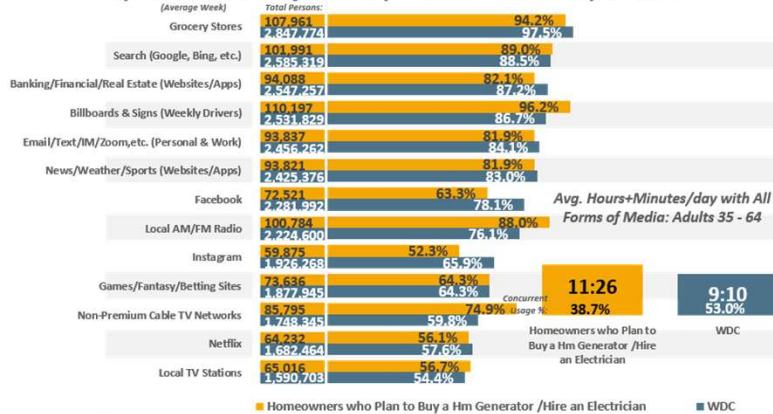
soefa.ai Share of Everything for Anything

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

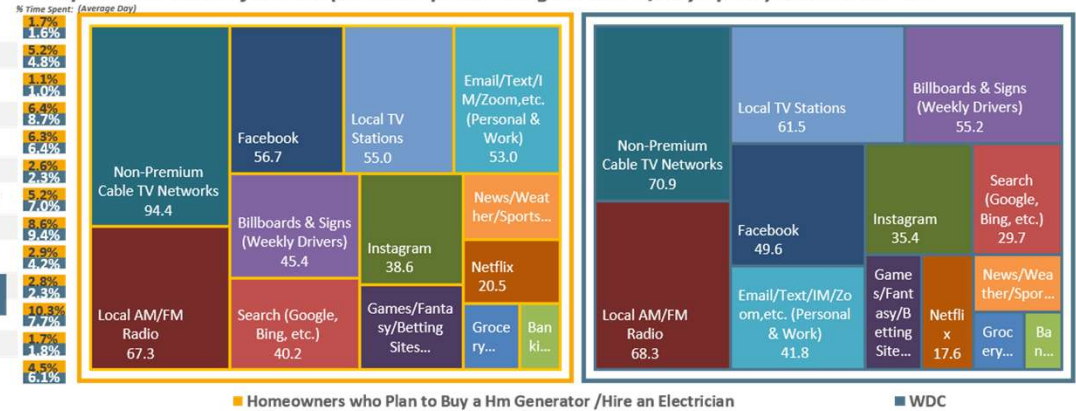


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 8 hours and 36 minutes each day with All Forms of Ad-Supported Media. 85.% listen to Local AM/FM Radio for an avg. of 64.1 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

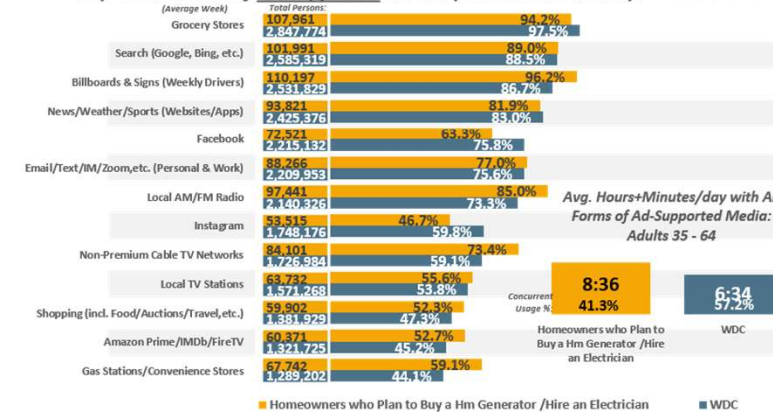
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



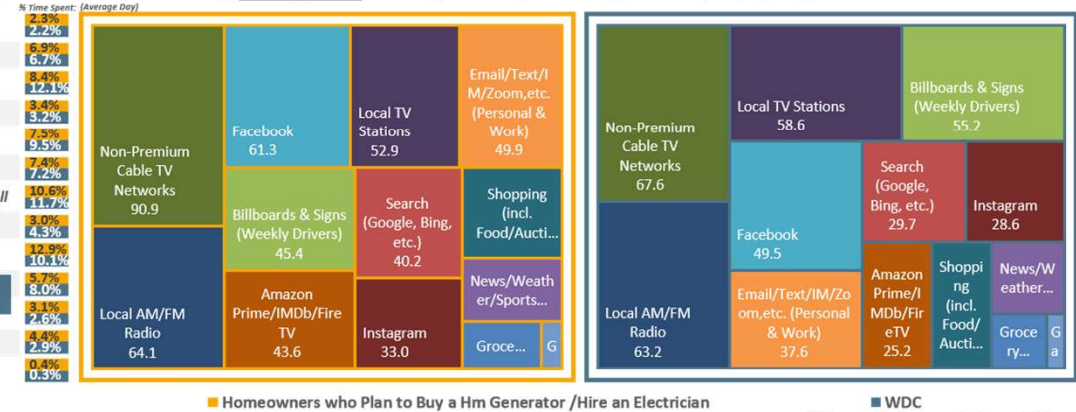
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 193
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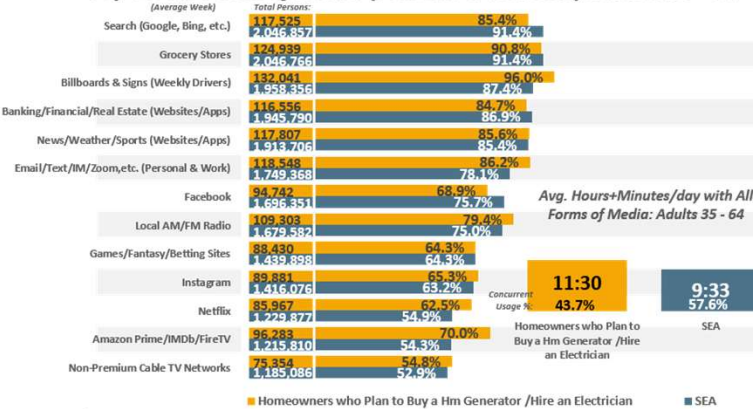
soefa.ai Share of Everything for Anything

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

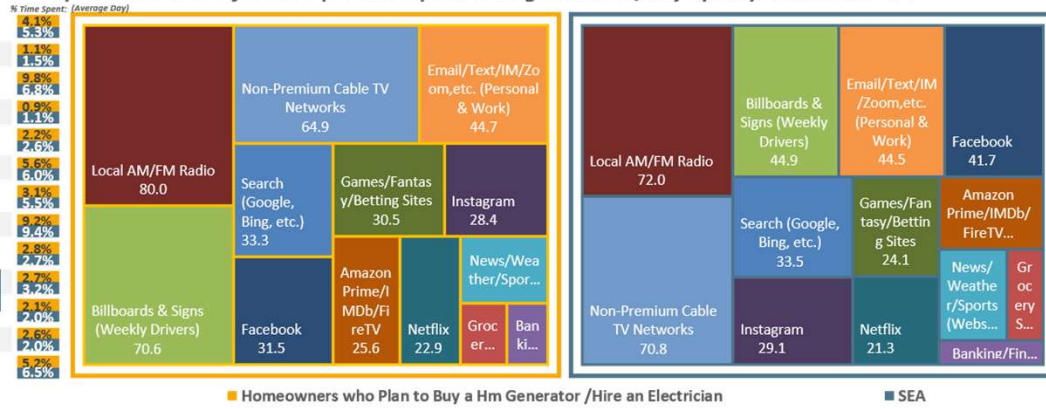


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 7 hours and 38 minutes each day with All Forms of Ad-Supported Media. 72.6% listen to Local AM/FM Radio for an avg. of 63.6 minutes/day. (Local Radio delivers 10.1% of Time with Ad-Supported Media.)

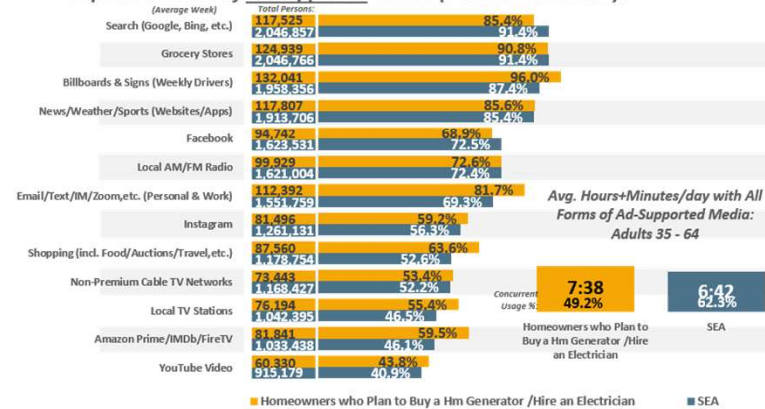
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



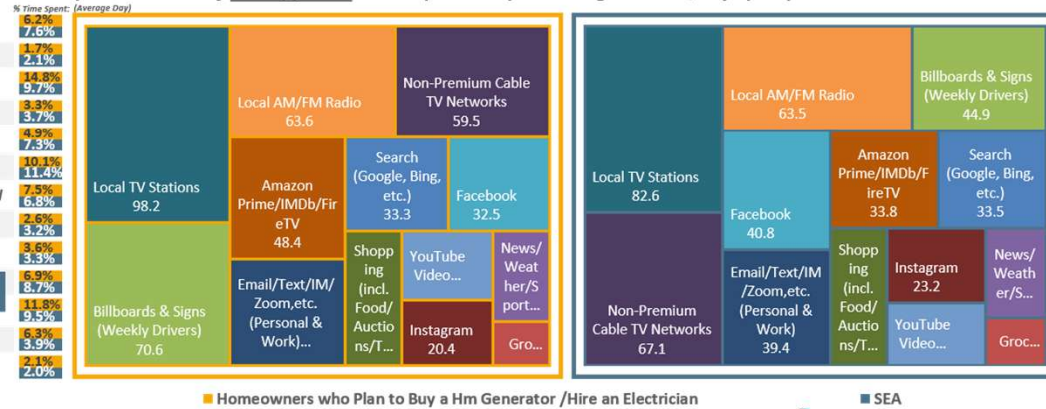
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 192
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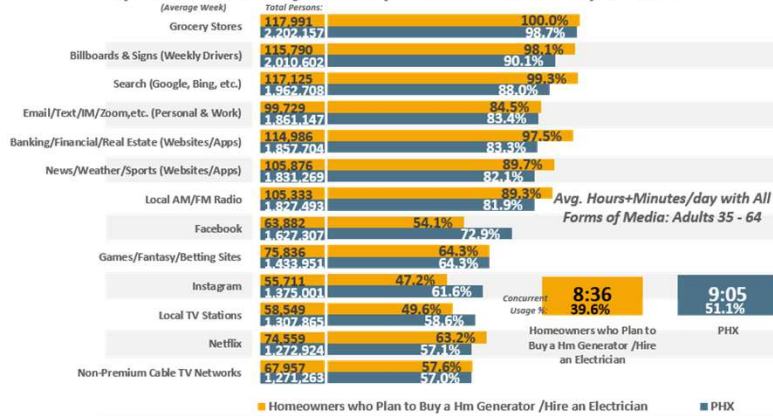
soefa.ai Share of Everything for Anything

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

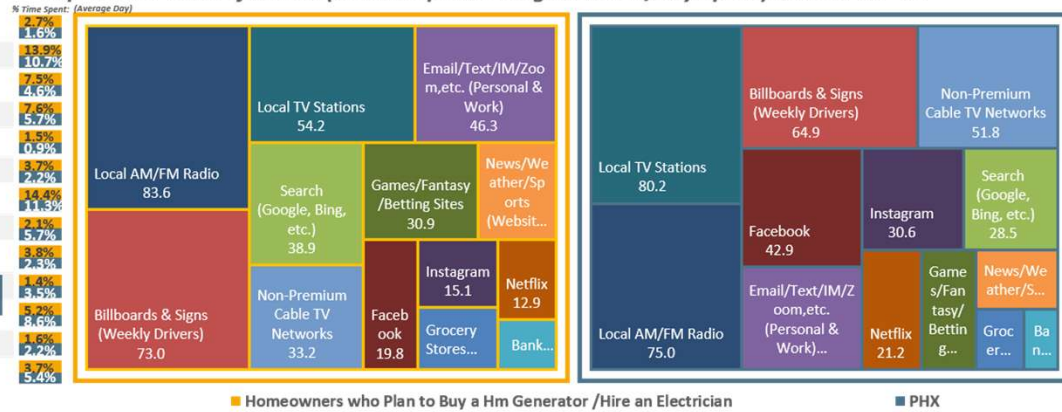


Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 6 hours and 9 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. (Local Radio delivers 14.1% of Time with Ad-Supported Media.)

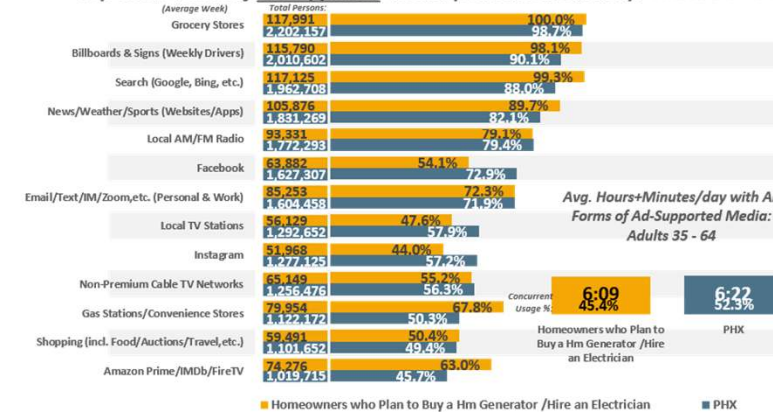
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



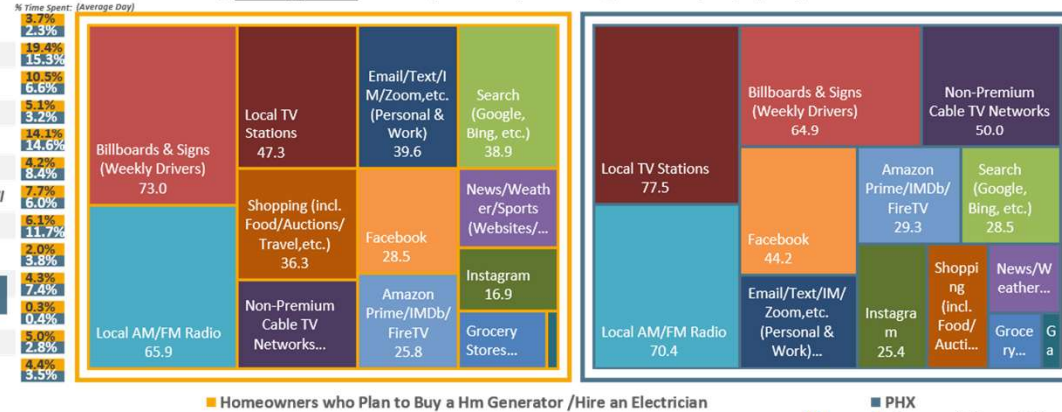
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 89
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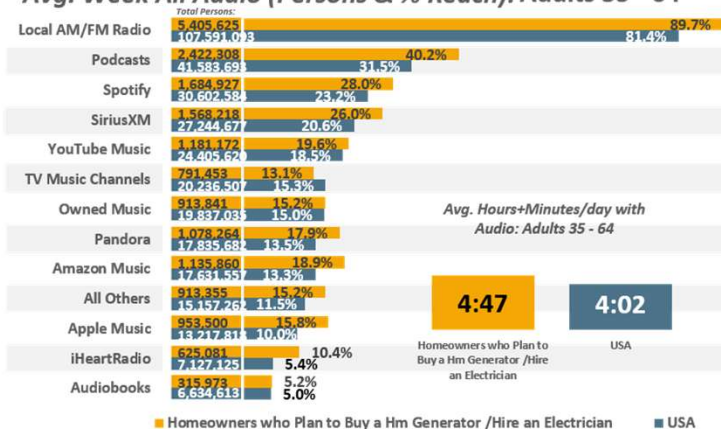
soefa.ai Share of Everything for Anything

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

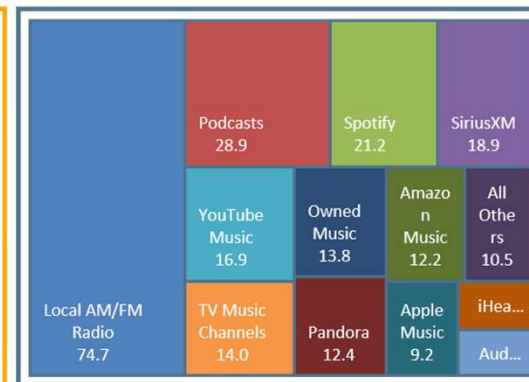
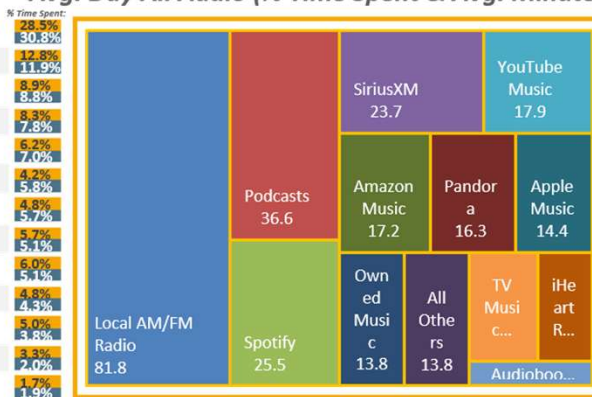


5,059,194 or 84.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

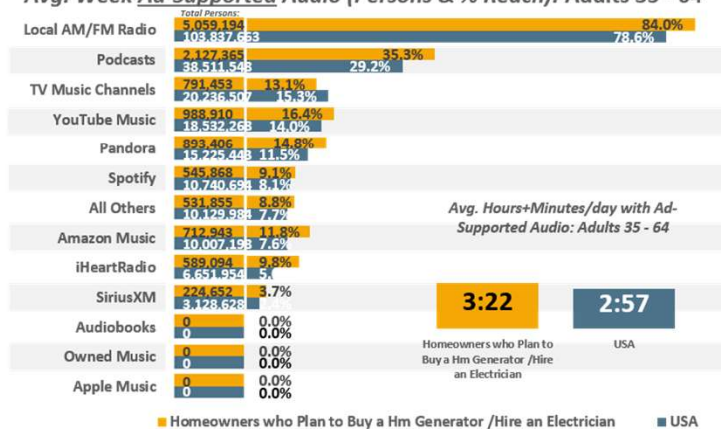
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



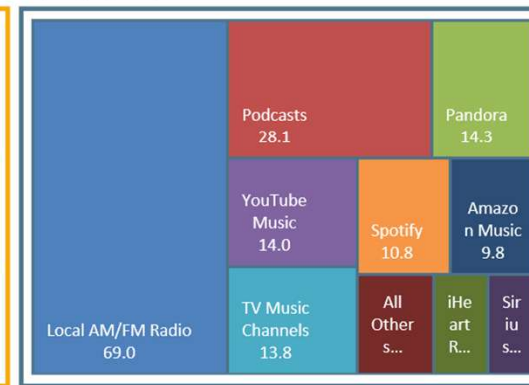
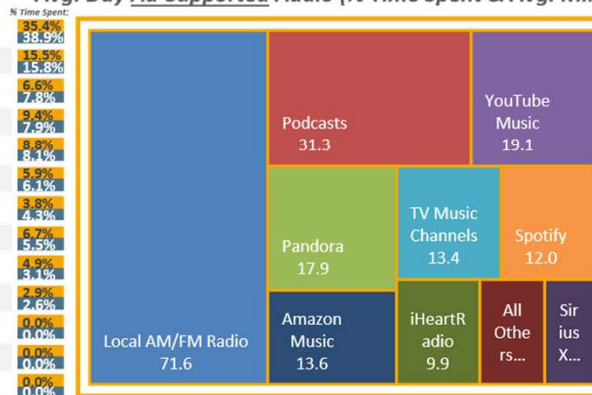
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



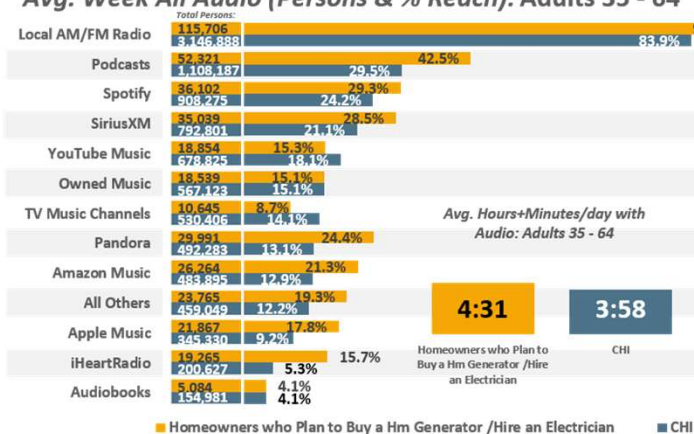
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



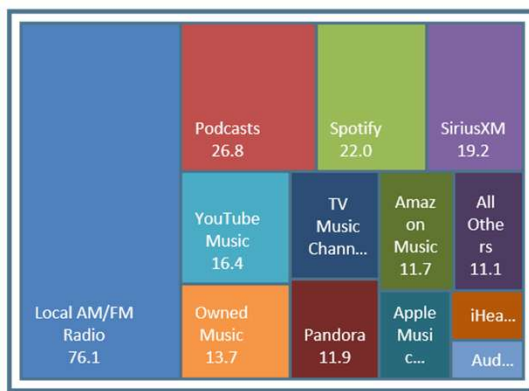
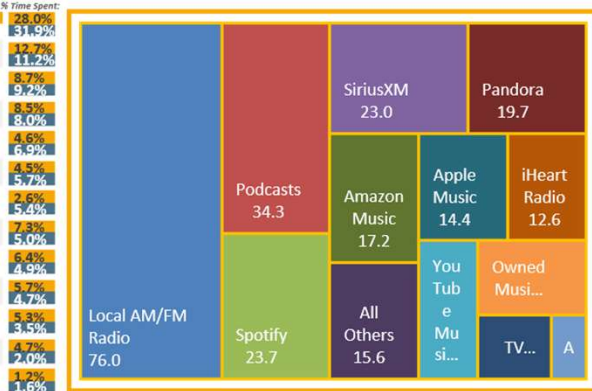


109,940 or 89.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.

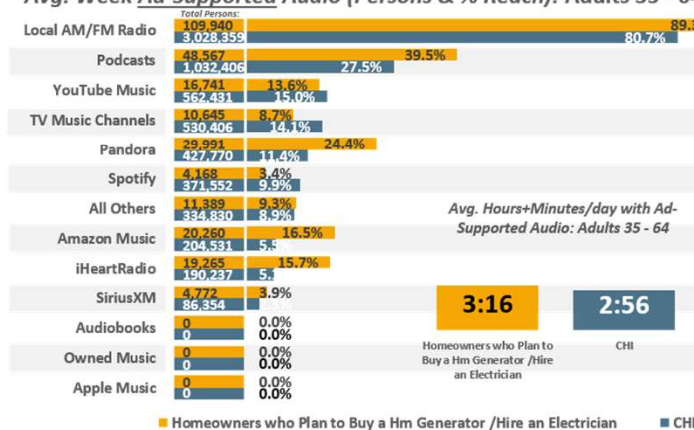
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



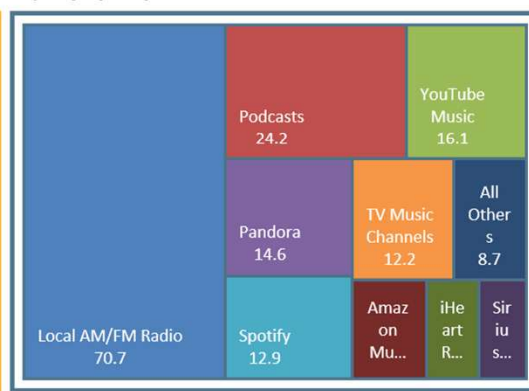
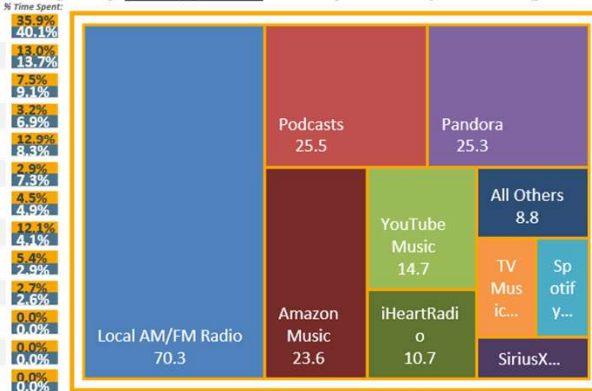
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



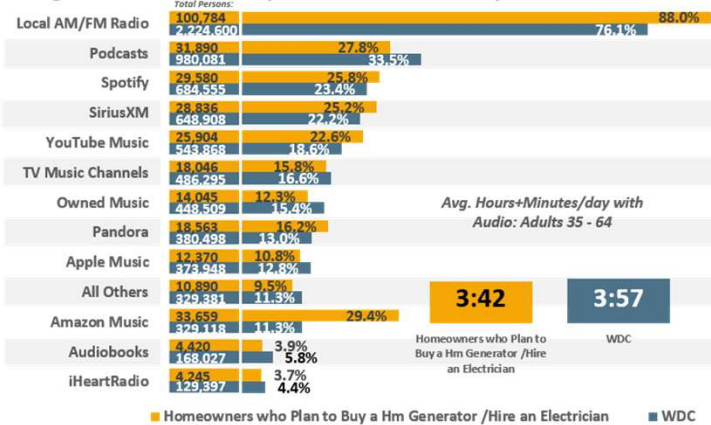
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



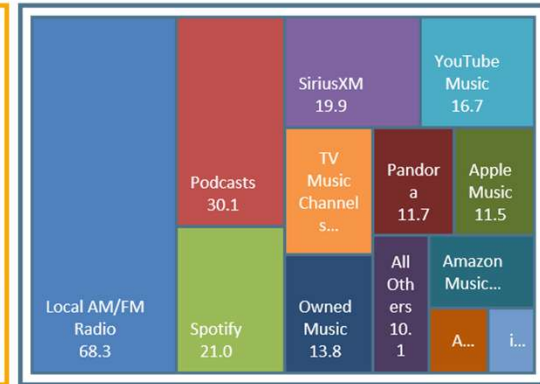
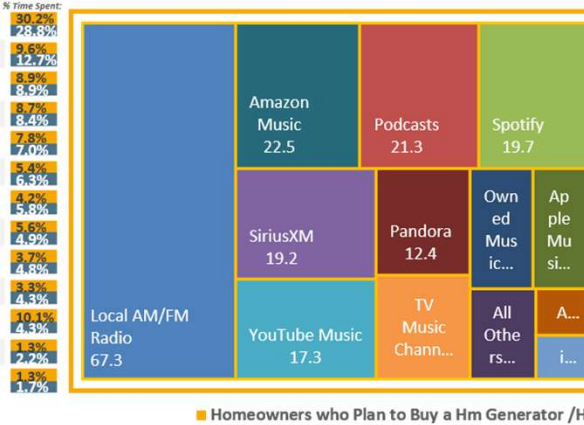


97,441 or 85.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

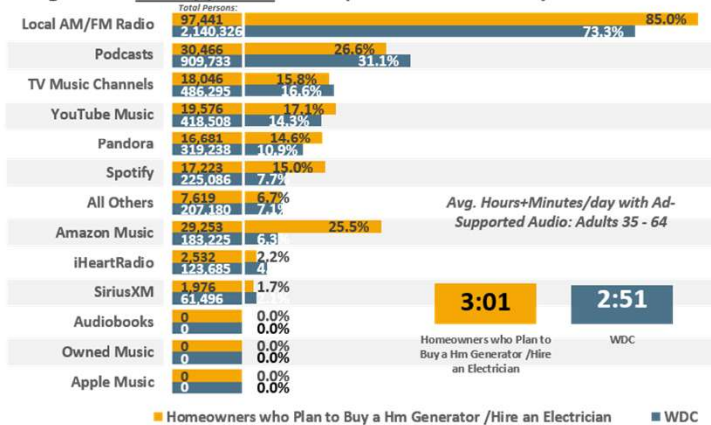
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



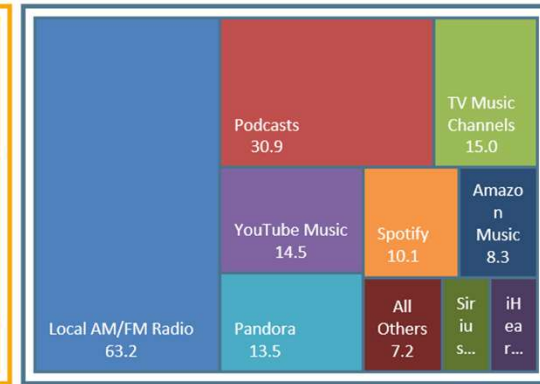
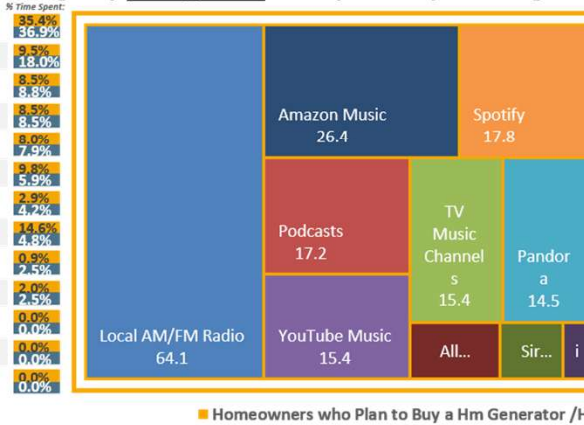
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



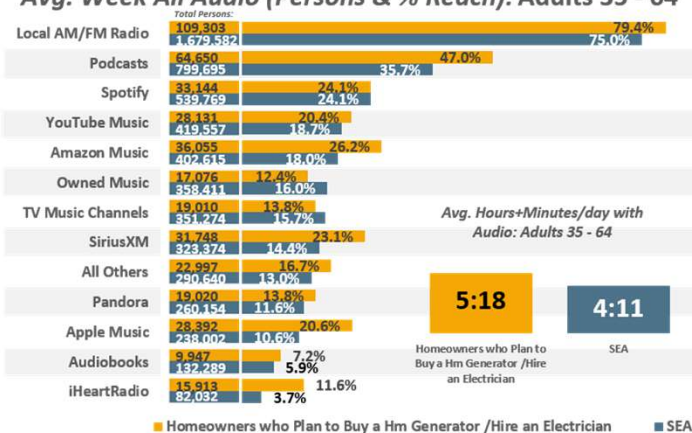
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



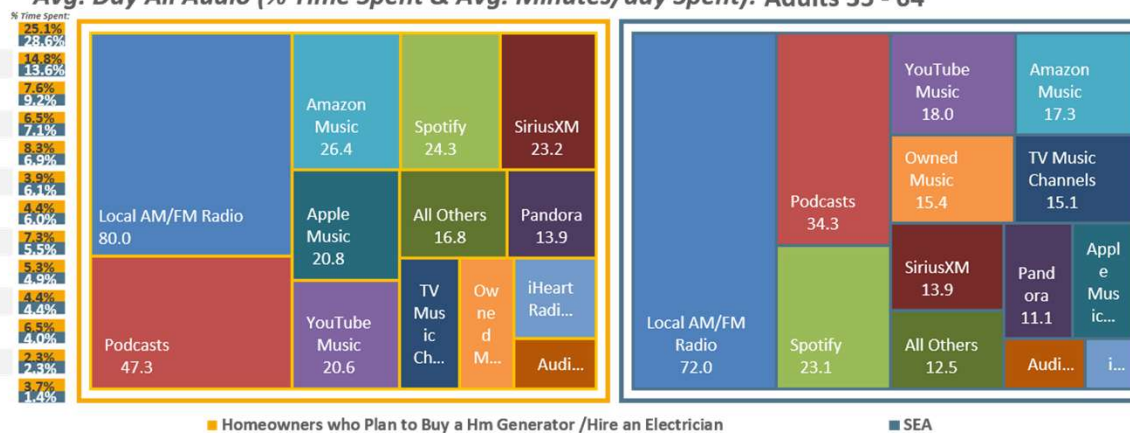


99,929 or 72.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 30.8% of all time spent daily with Ad-Supported Audio.

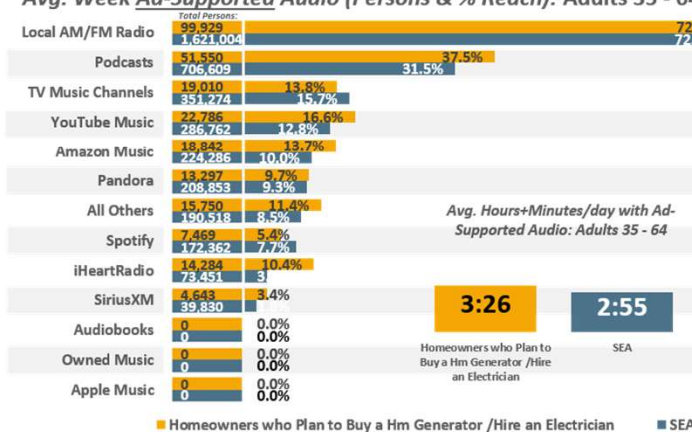
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



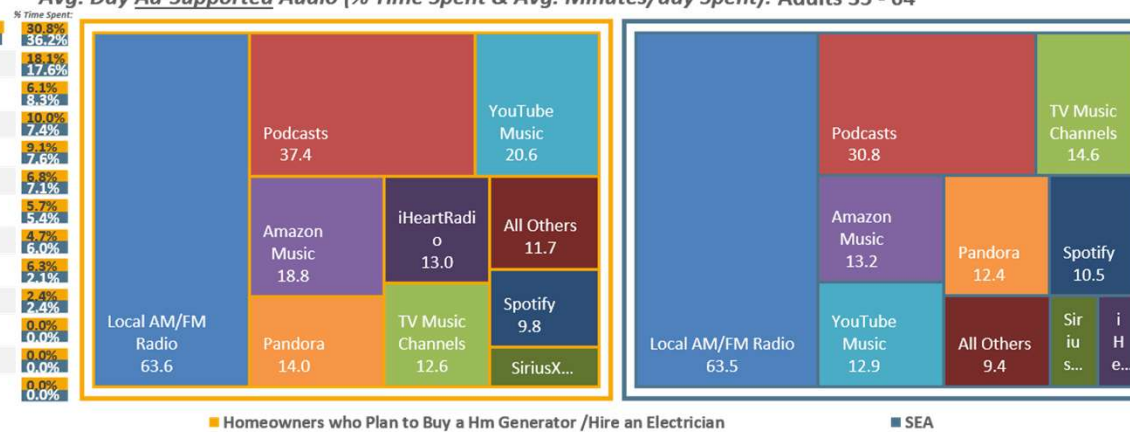
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



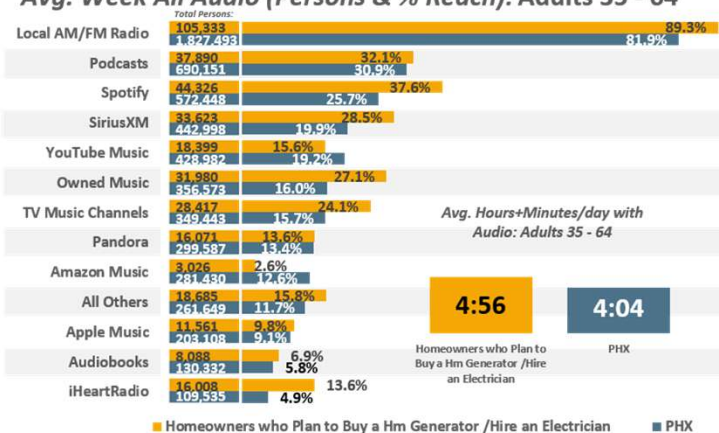
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



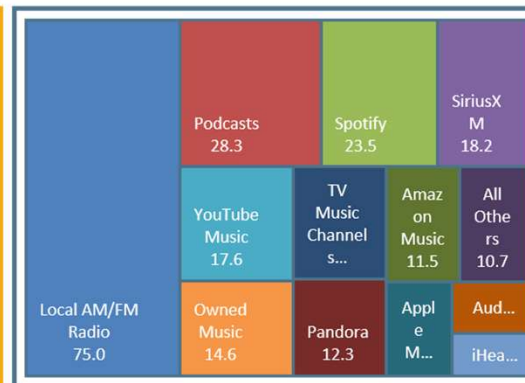
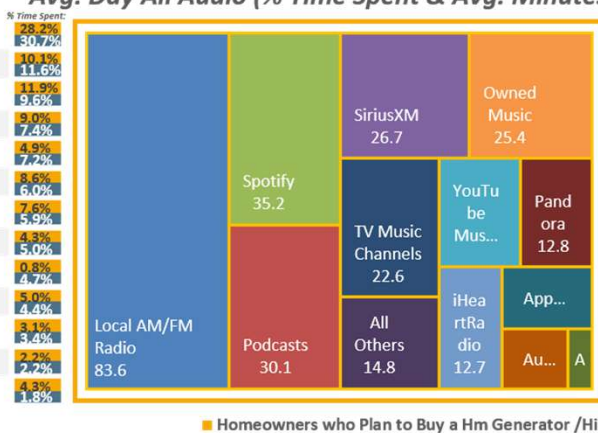


93,331 or 79.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.

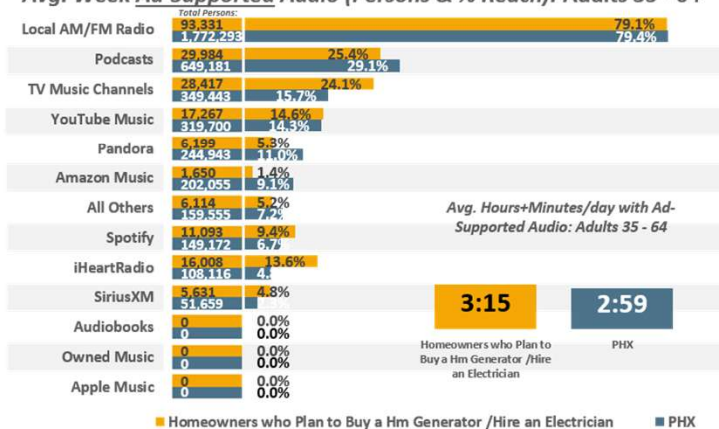
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



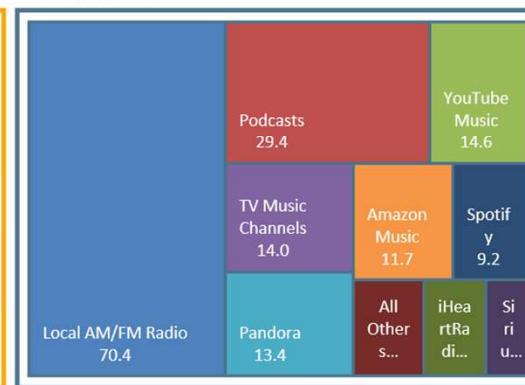
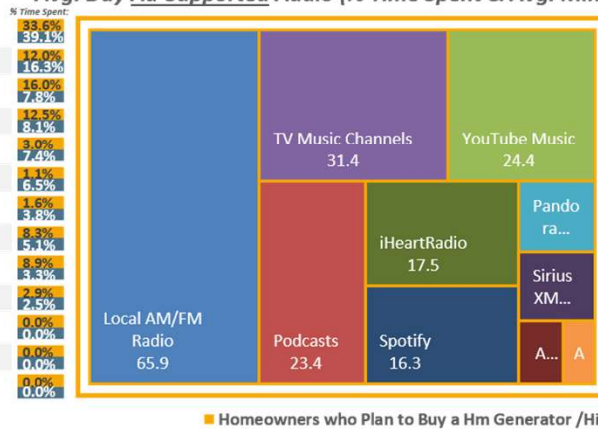
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

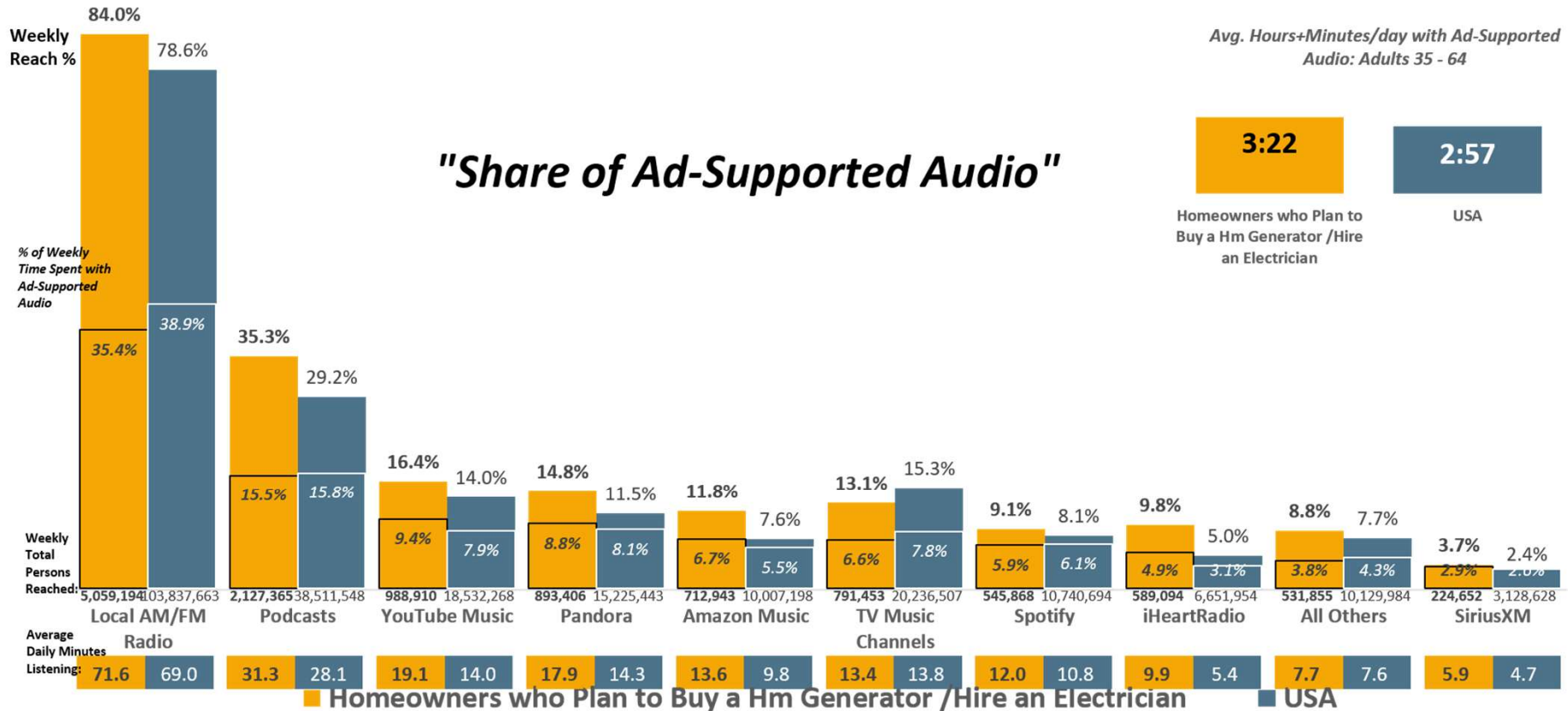


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



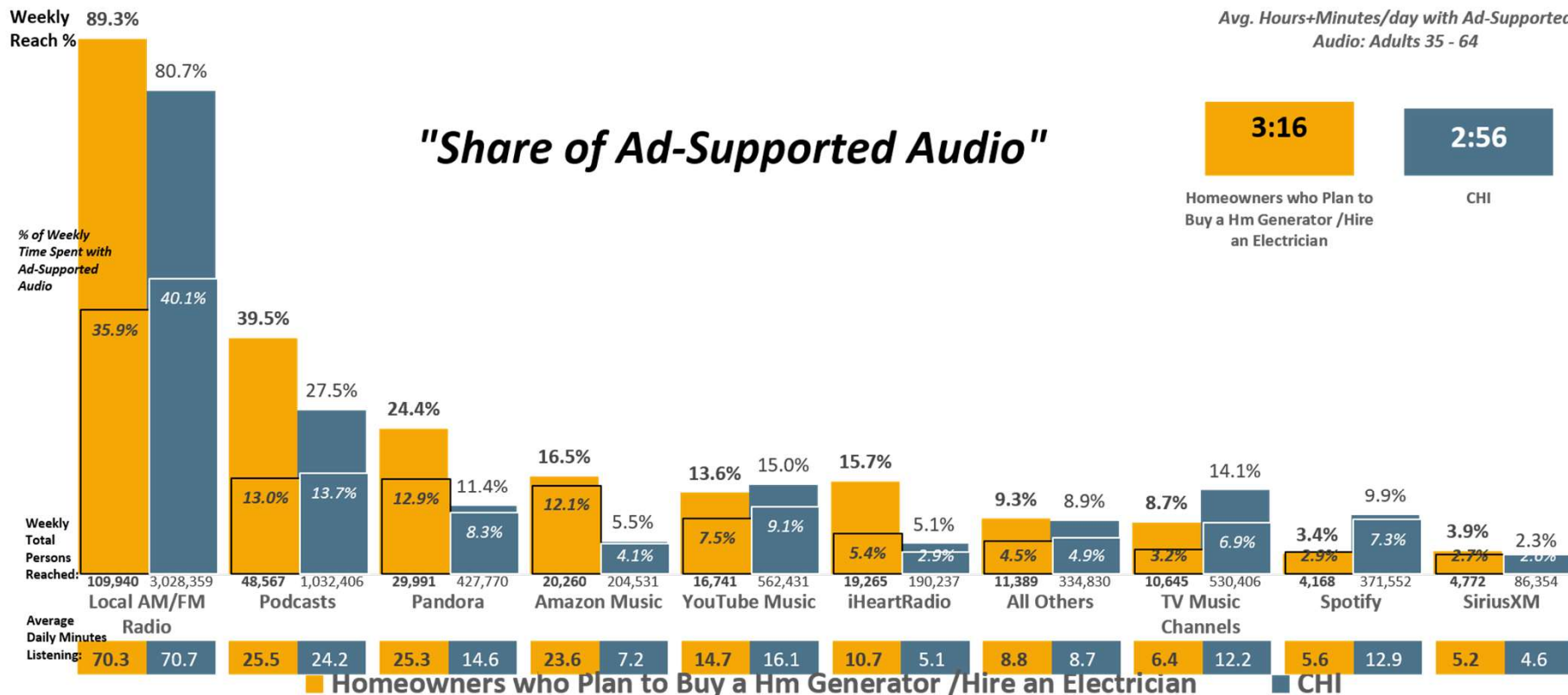


5,059,194 or 84.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 71.6 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



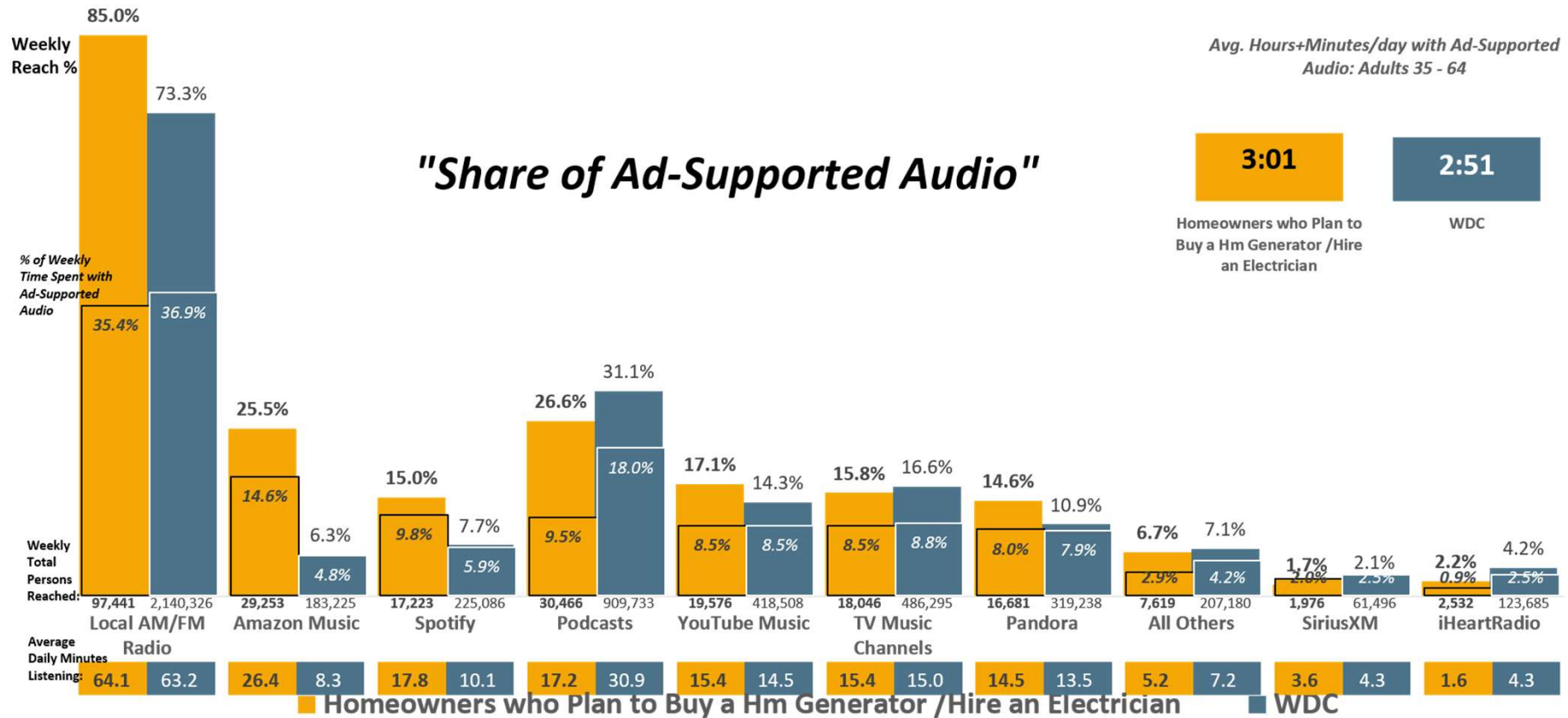


109,940 or 89.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 70.3 minutes every day representing 35.9% of all time spent daily with Ad-Supported Audio.



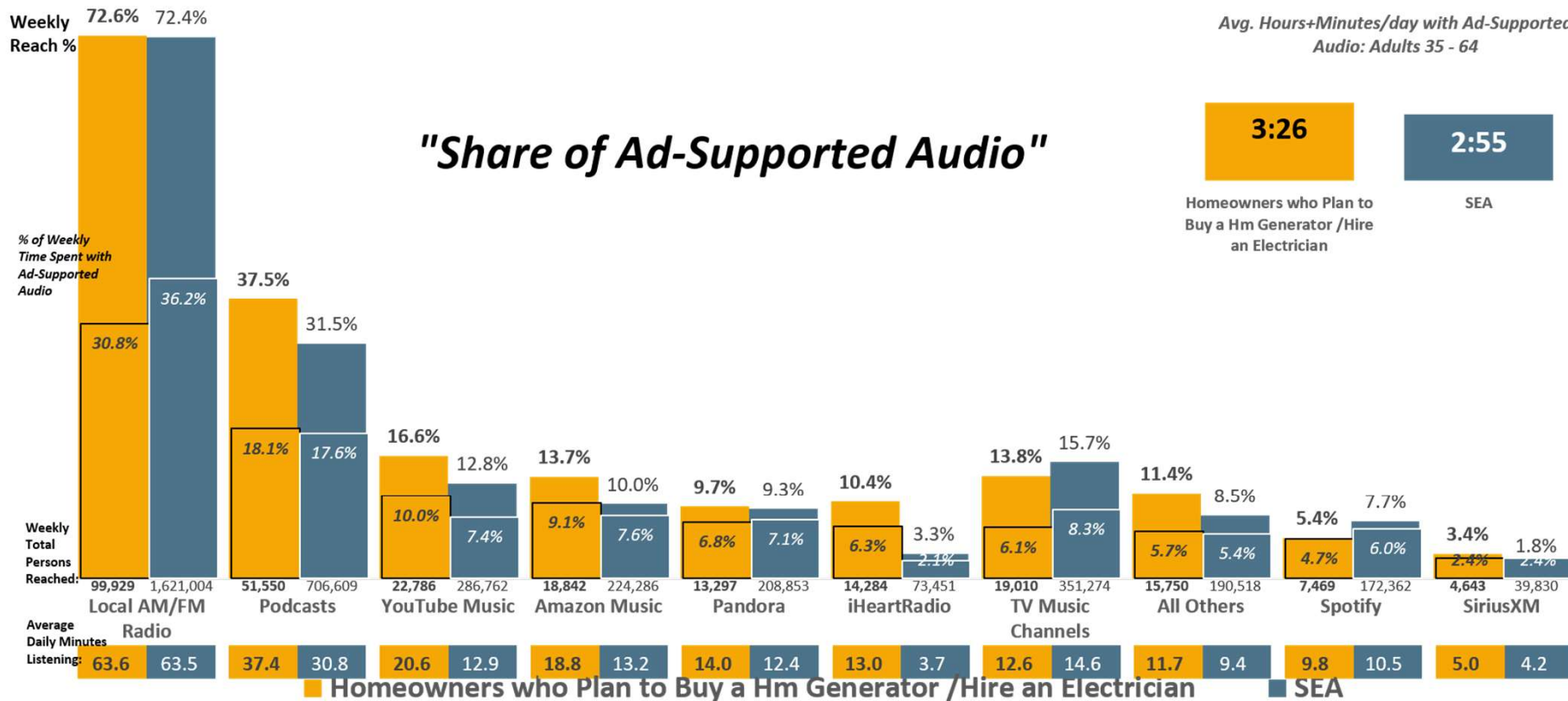


97,441 or 85.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 64.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



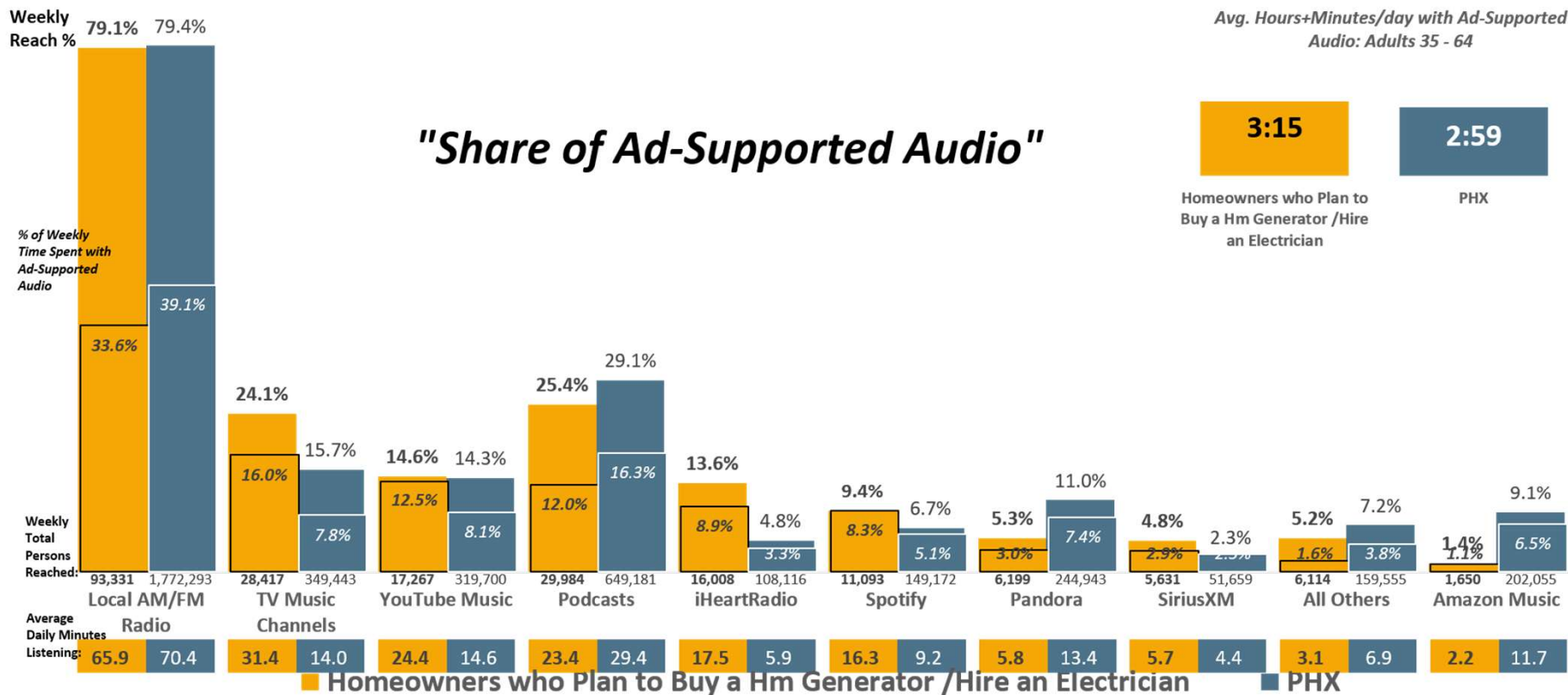


99,929 or 72.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 63.6 minutes every day representing 30.8% of all time spent daily with Ad-Supported Audio.





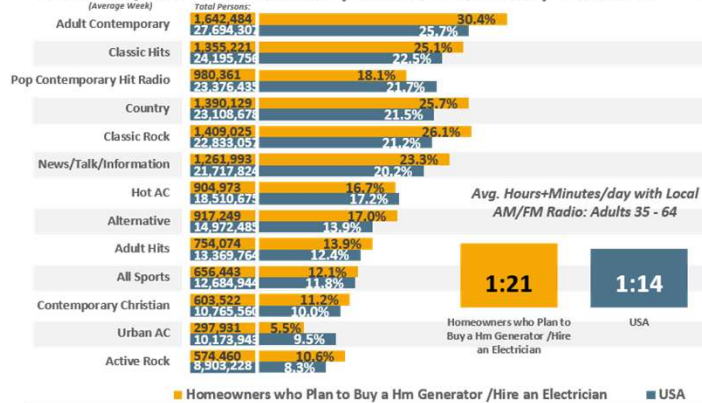
93,331 or 79.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 33.6% of all time spent daily with Ad-Supported Audio.



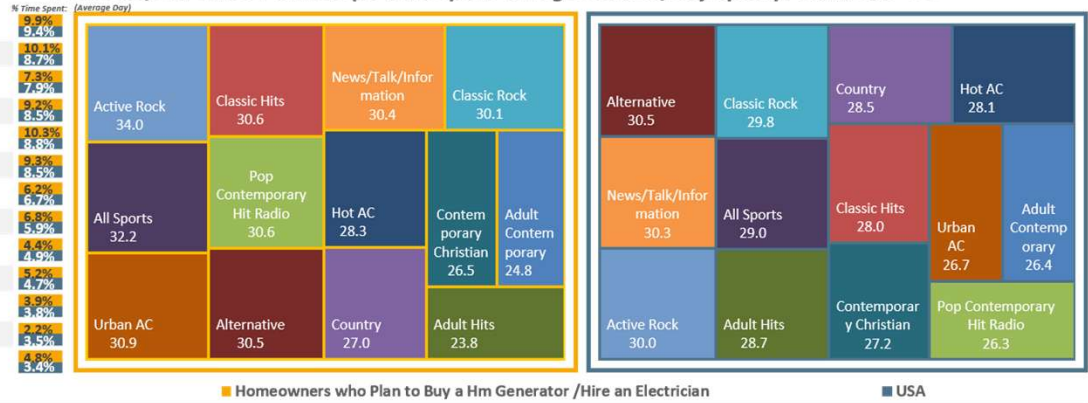


5,059,194 or 84.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Country, Classic Hits, and Pop Contemporary Hit Radio.

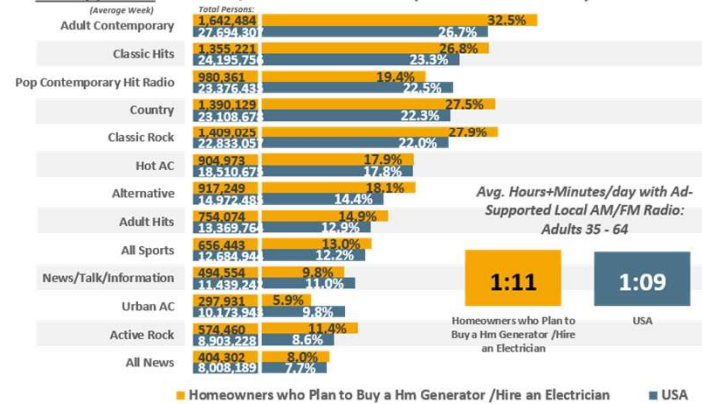
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



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



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



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



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

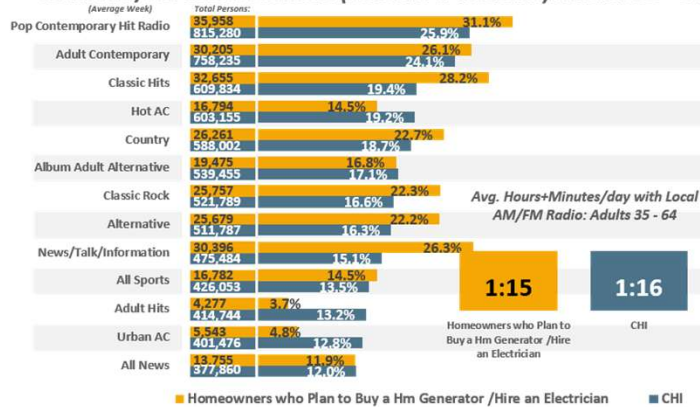
soefa.ai Share of Everything for Anything

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

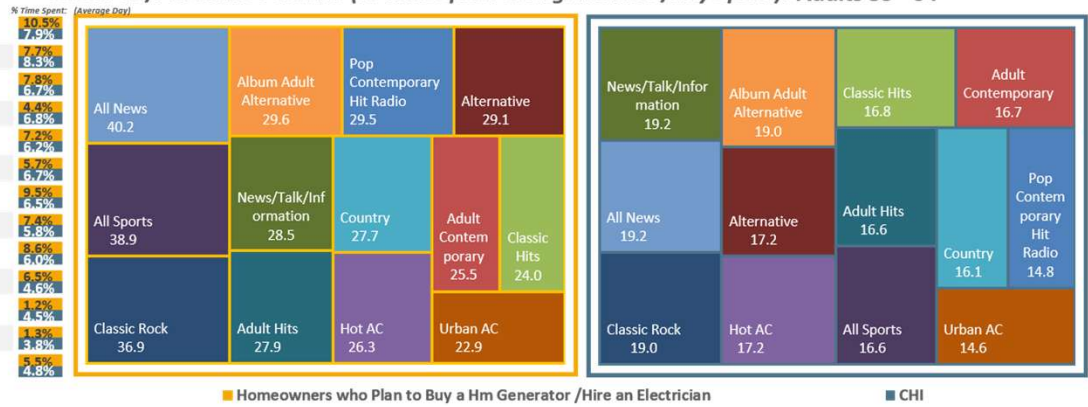


109,940 or 89.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Adult Contemporary, Country, and Classic Rock.

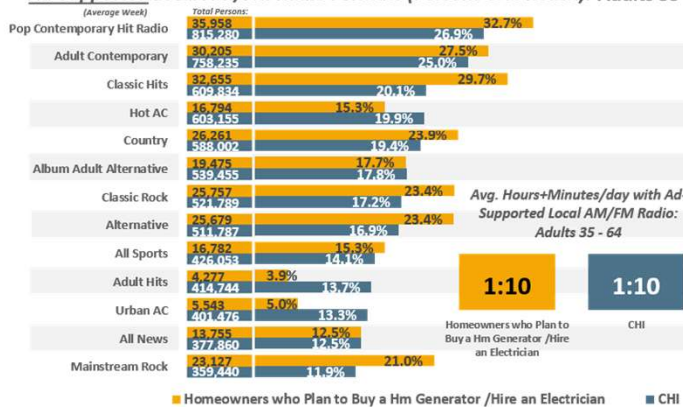
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



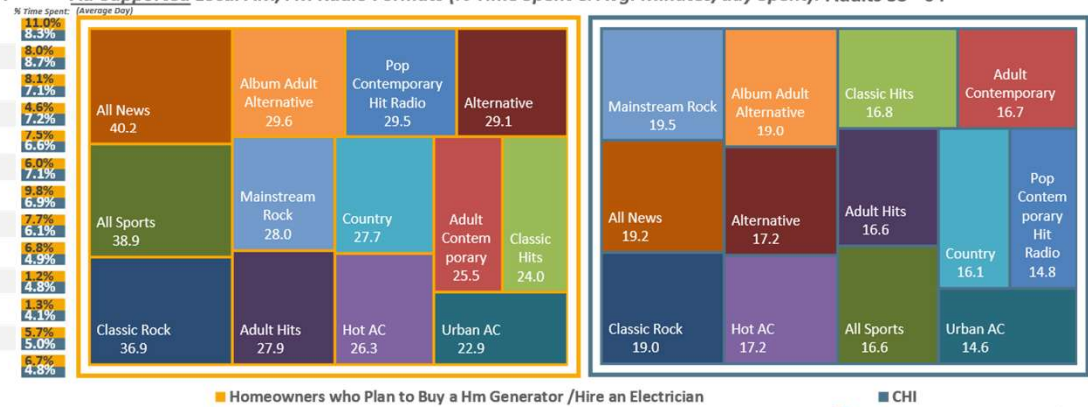
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 138
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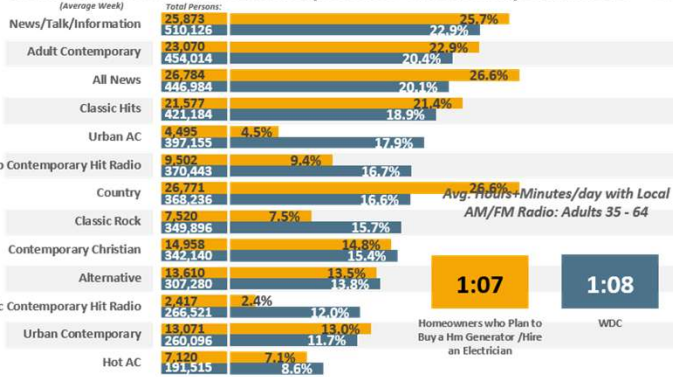
soefa.ai Share of Everything for Anything

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

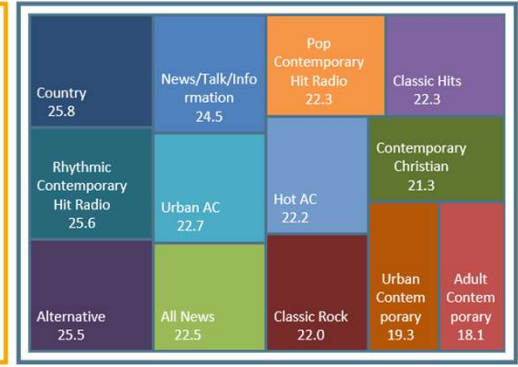
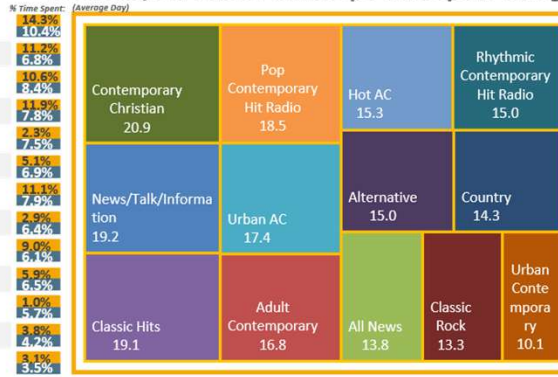


97,441 or 85.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All News, Country, Adult Contemporary, Classic Hits, and News/Talk/Information.

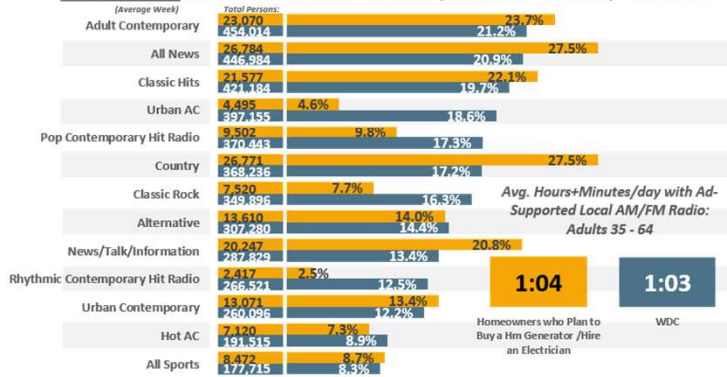
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



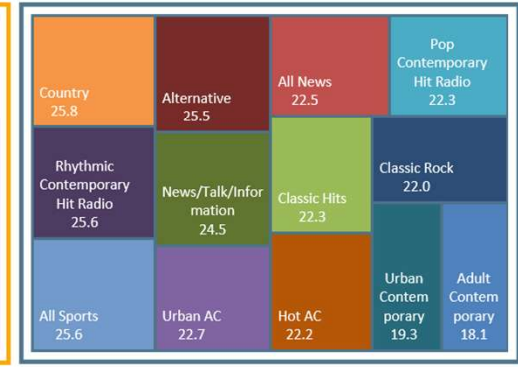
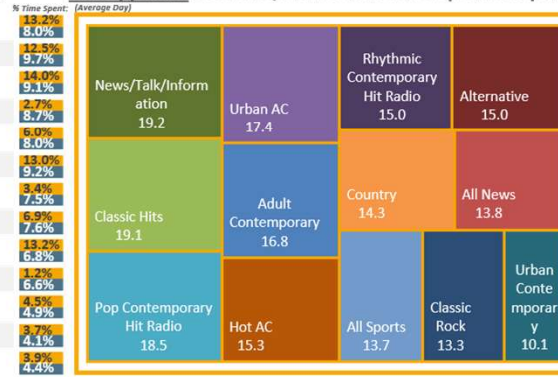
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 193
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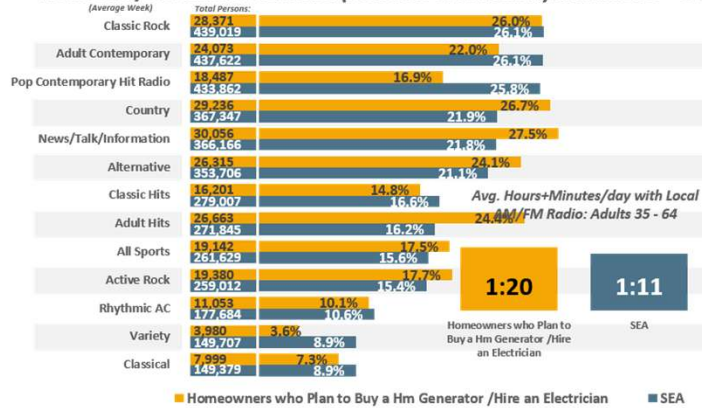
soefa.ai Share of Everything for Anything

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



99,929 or 72.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Adult Hits, Alternative, and Adult Contemporary.

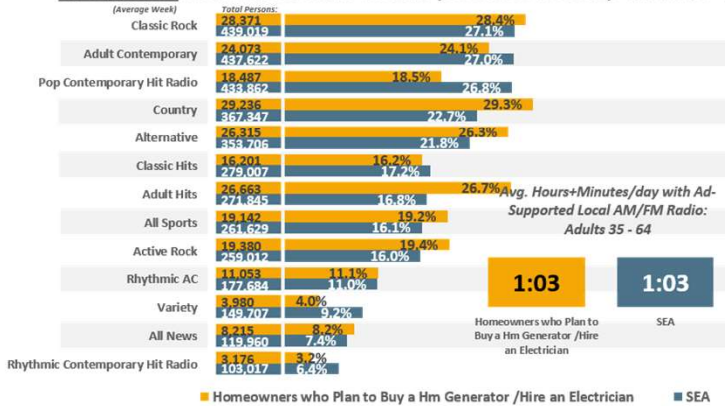
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



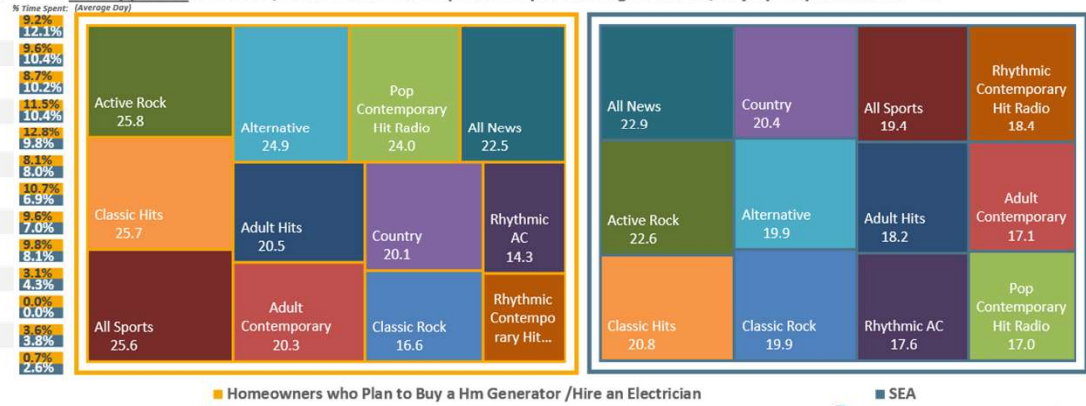
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 192
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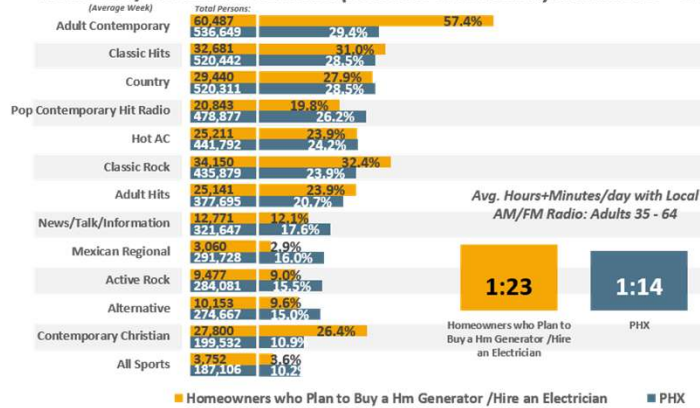
soefa.ai Share of Everything for Anything

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

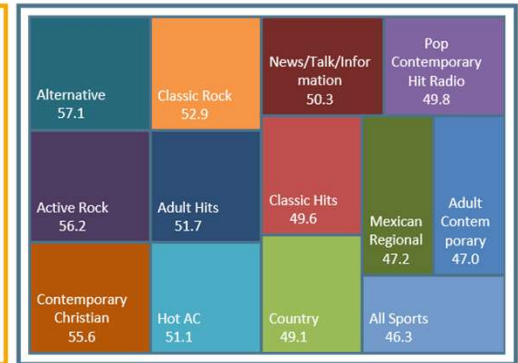
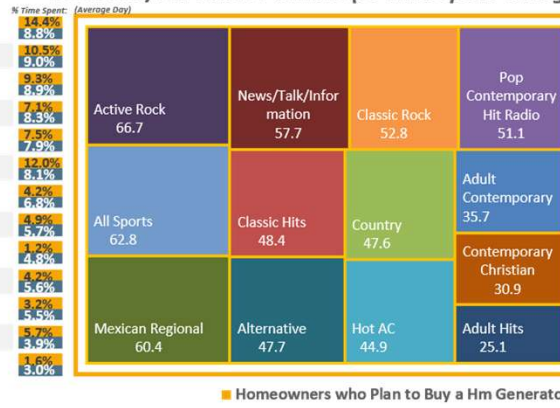


93,331 or 79.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and Hot AC.

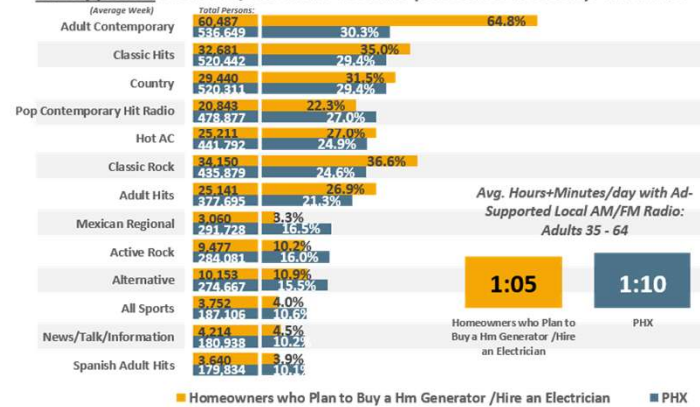
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



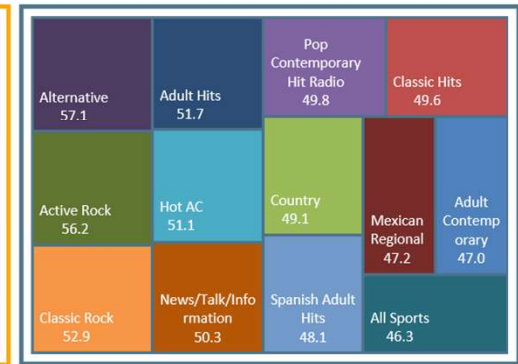
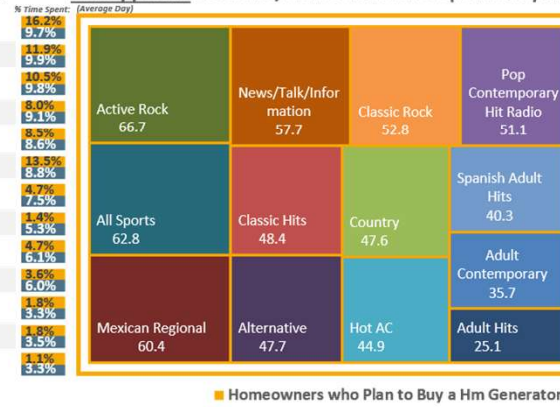
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 89
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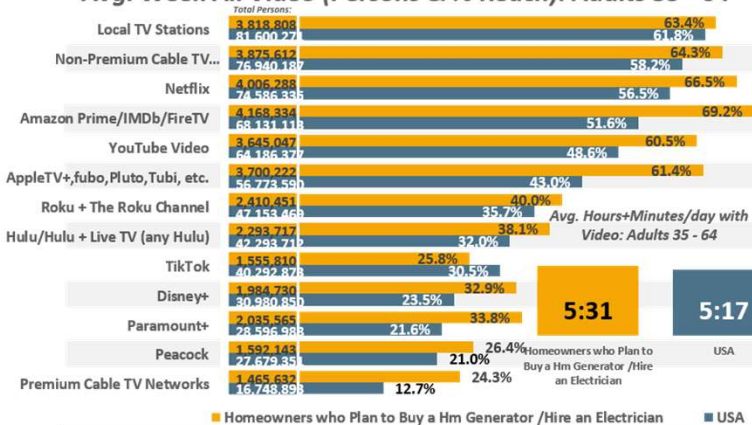
soefa.ai Share of Everything for Anything

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

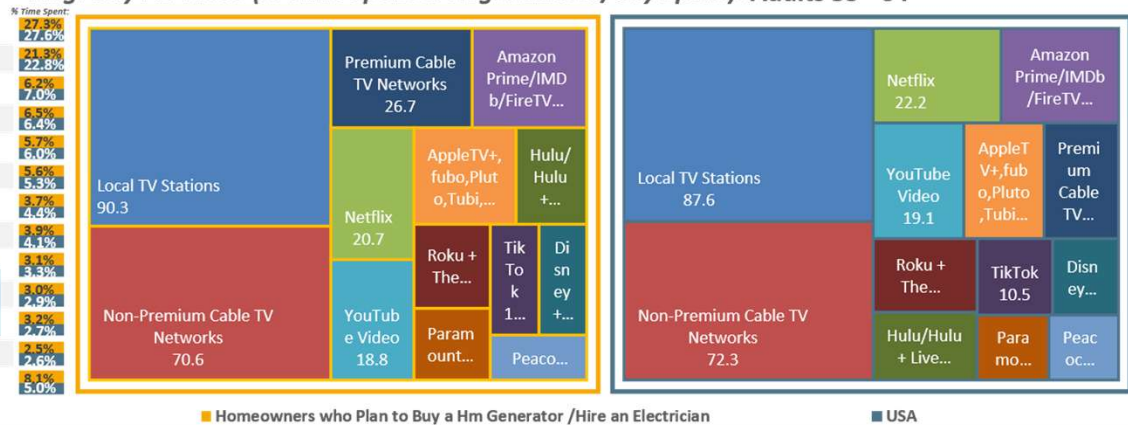


3,735,806 or 62.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 84.3 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

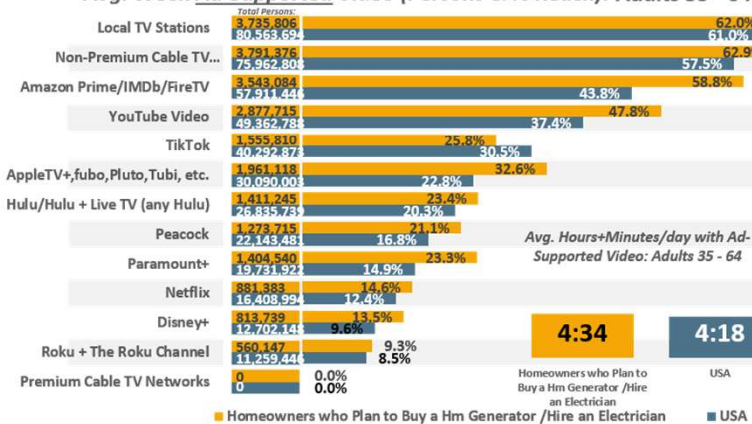
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



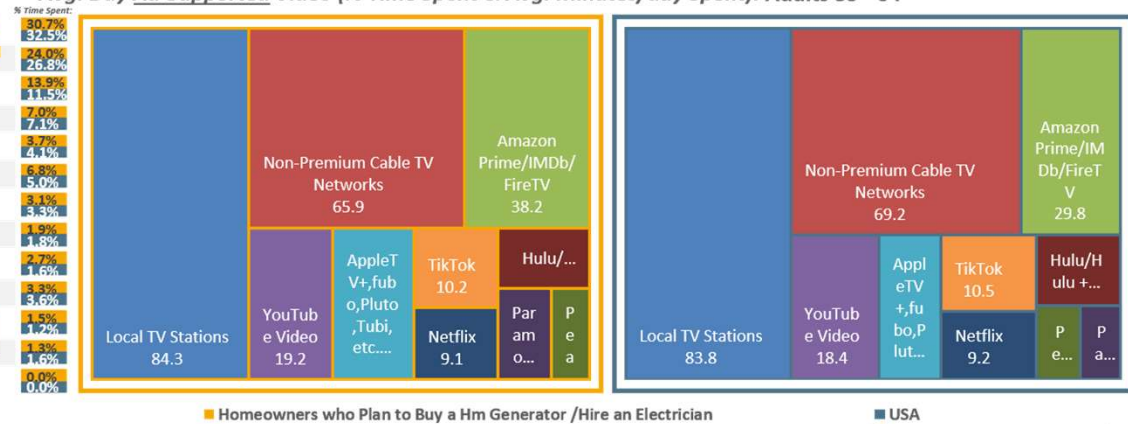
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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

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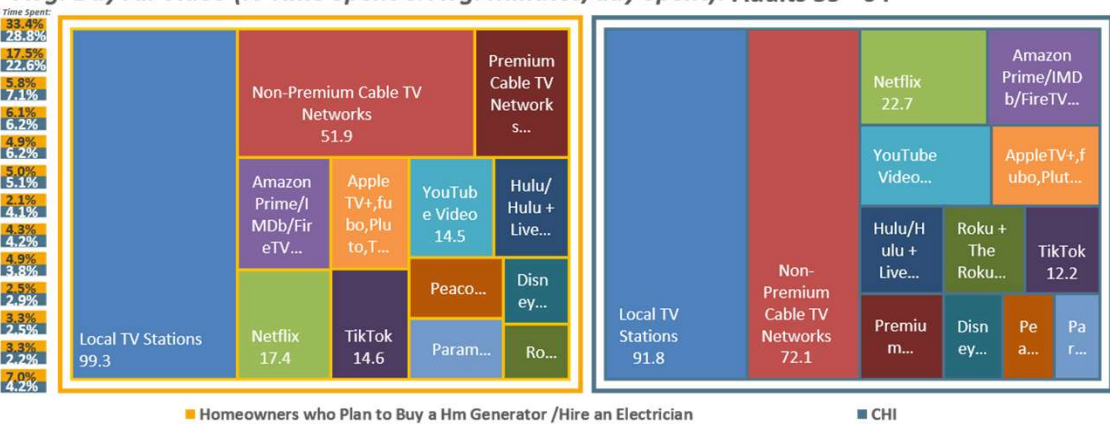
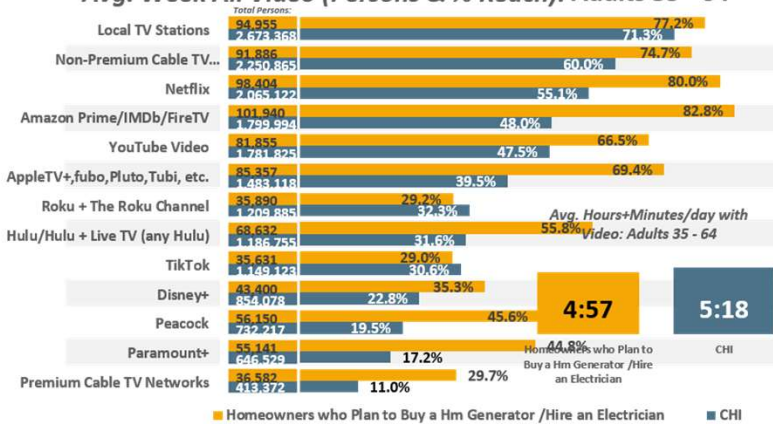
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



93,523 or 76.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 95.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.

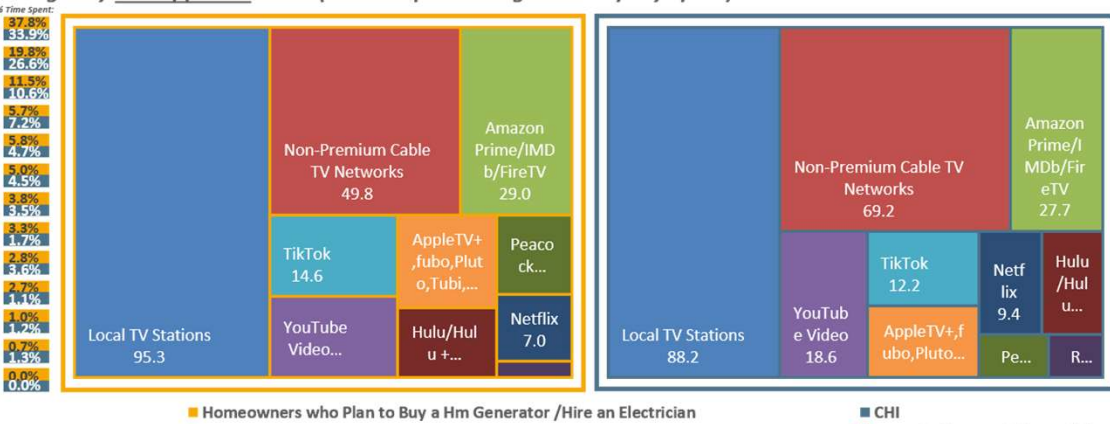
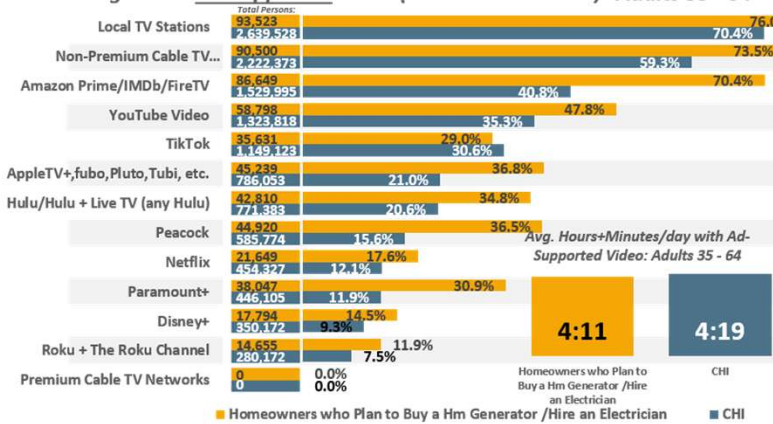
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



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

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



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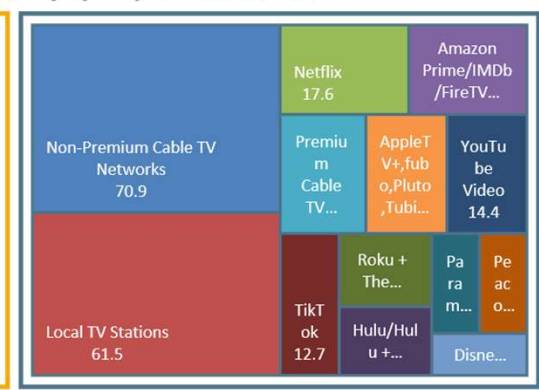
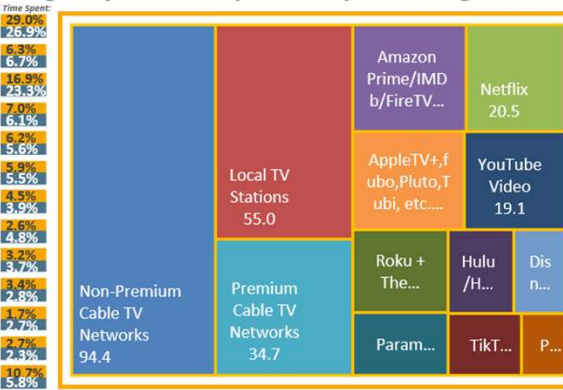
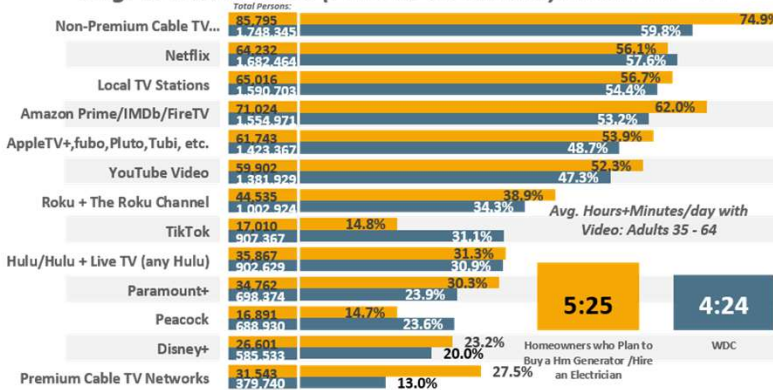
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



63,732 or 55.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 52.9 minutes every day representing 19.8% of all time spent daily with Ad-Supported Video.

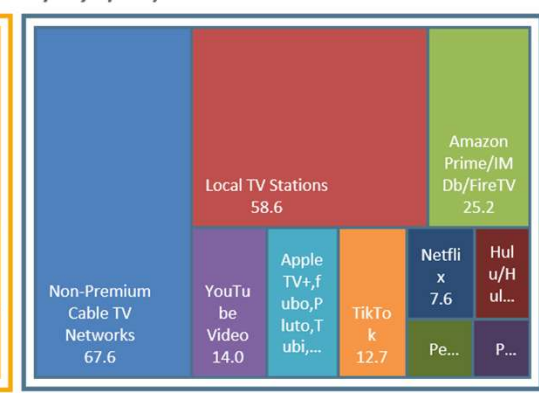
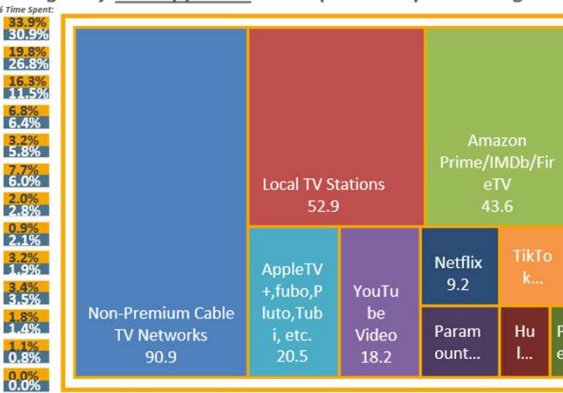
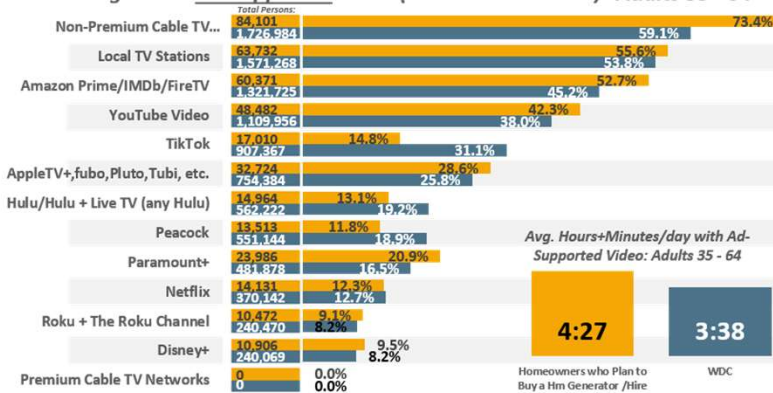
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 193
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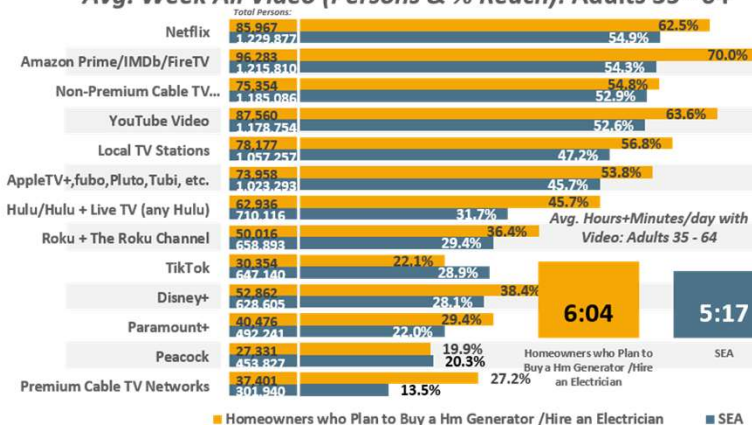
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

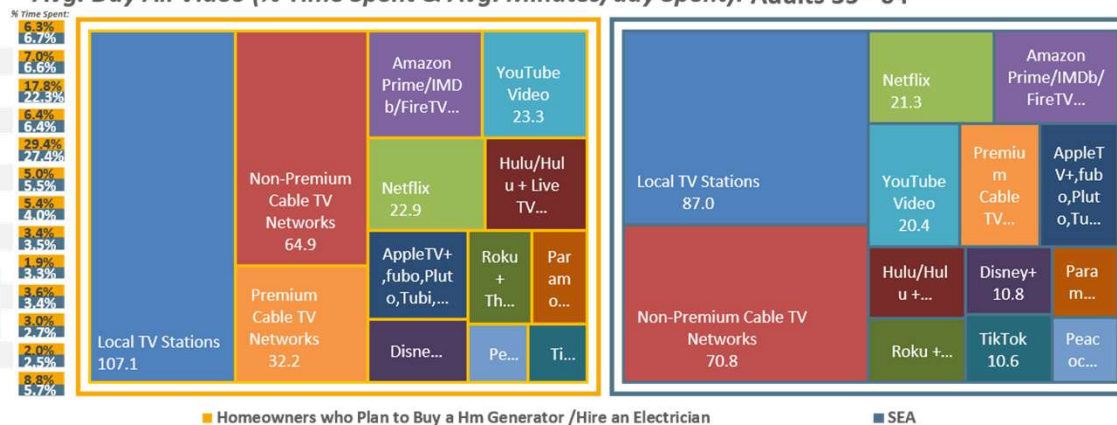


76,194 or 55.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 98.2 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

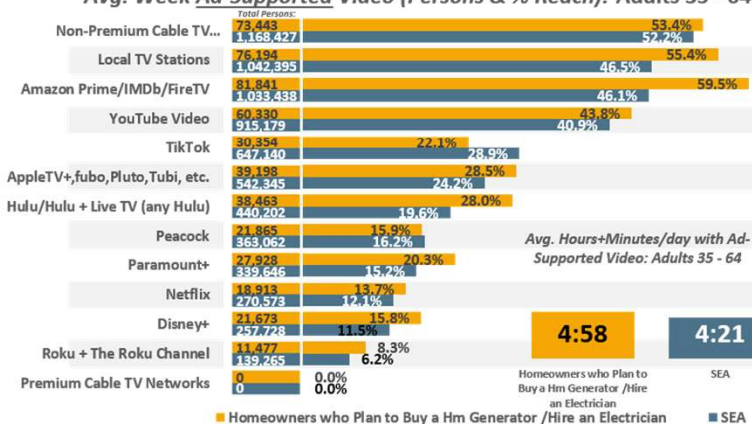
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



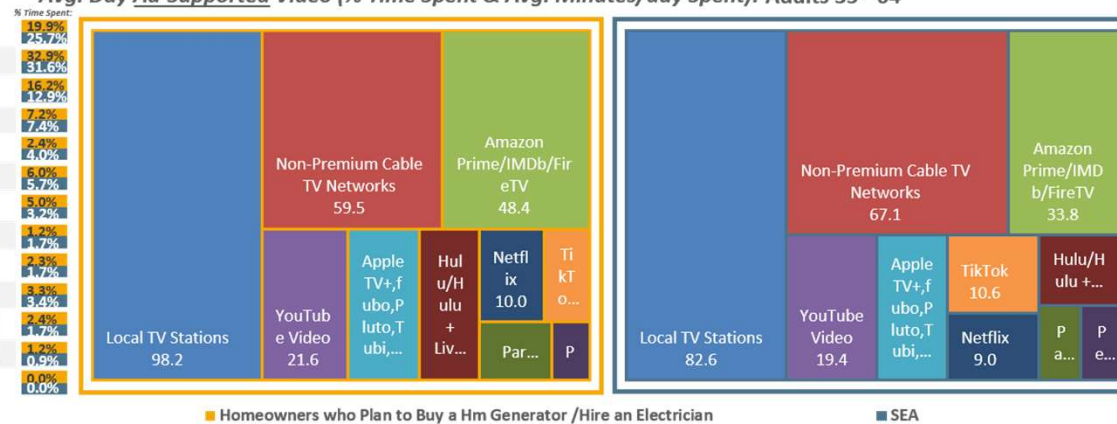
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 192
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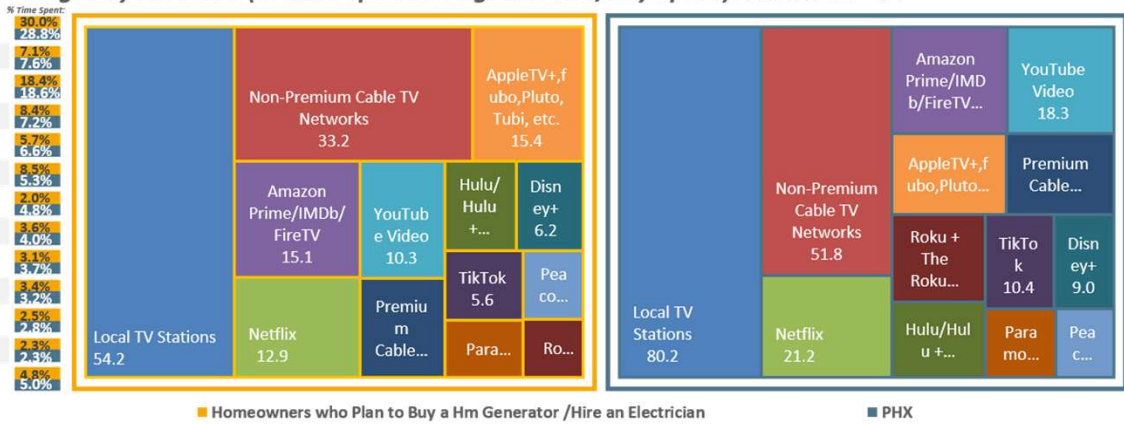
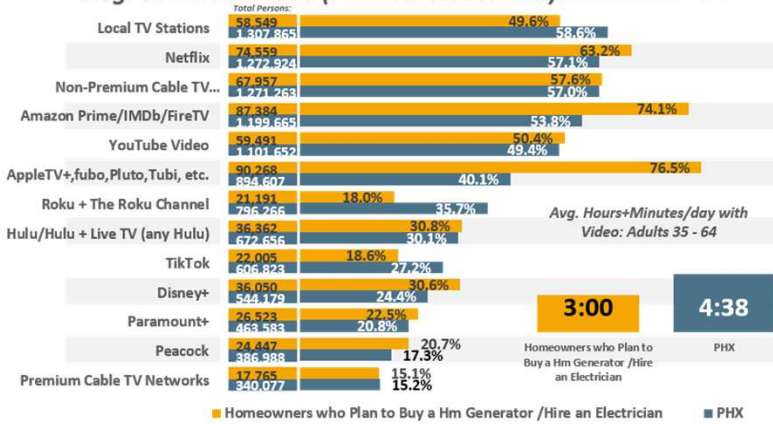
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56,129 or 47.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 47.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

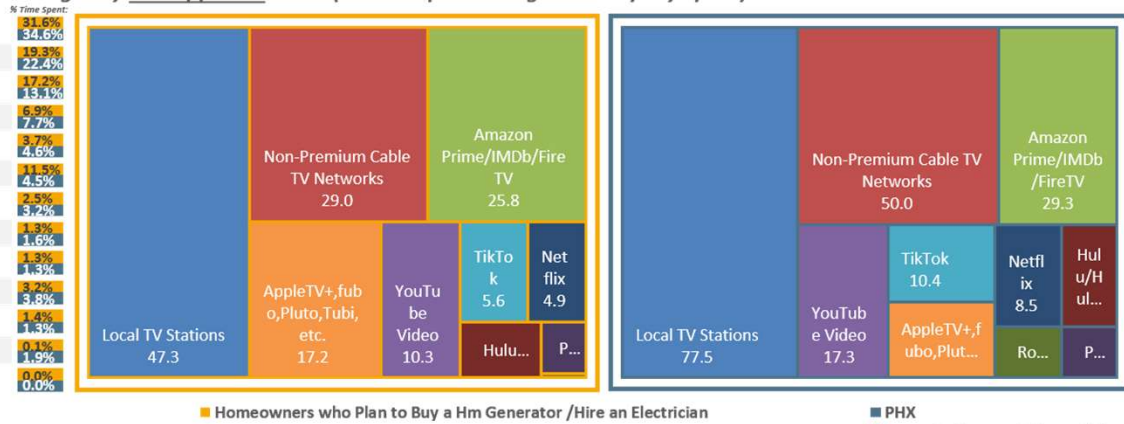
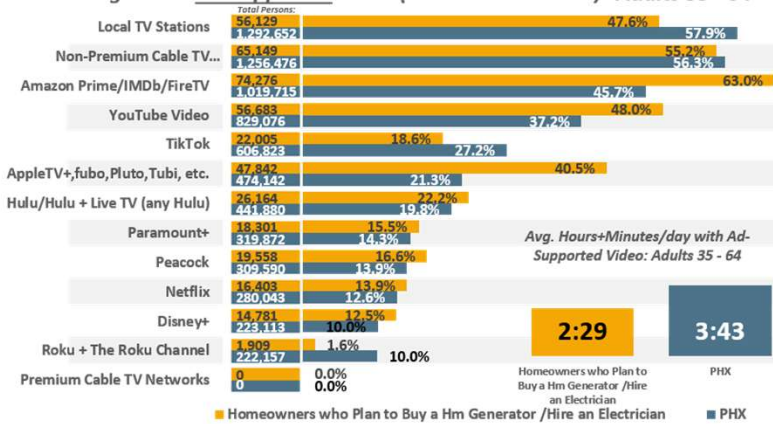
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 89
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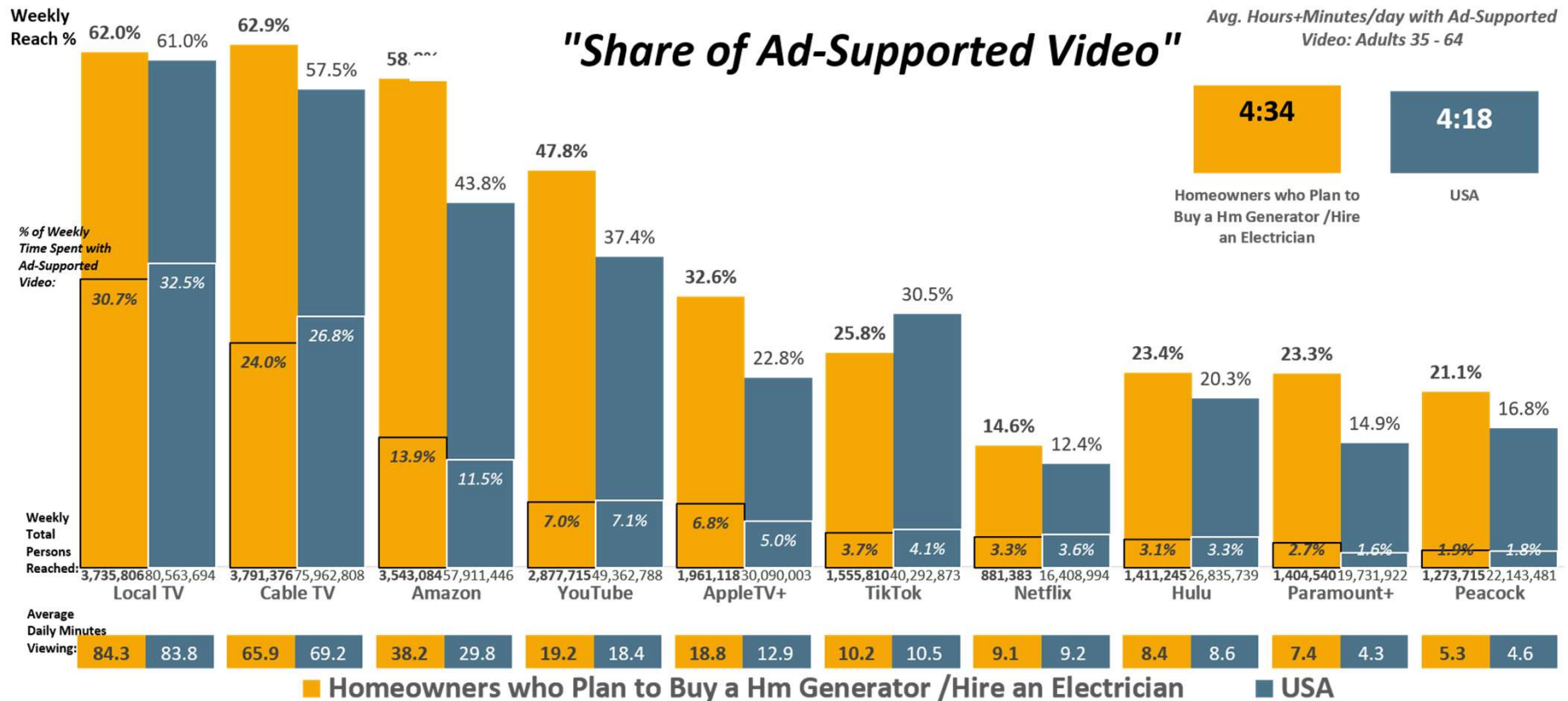
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



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

"Share of Ad-Supported Video"



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

4:34
Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

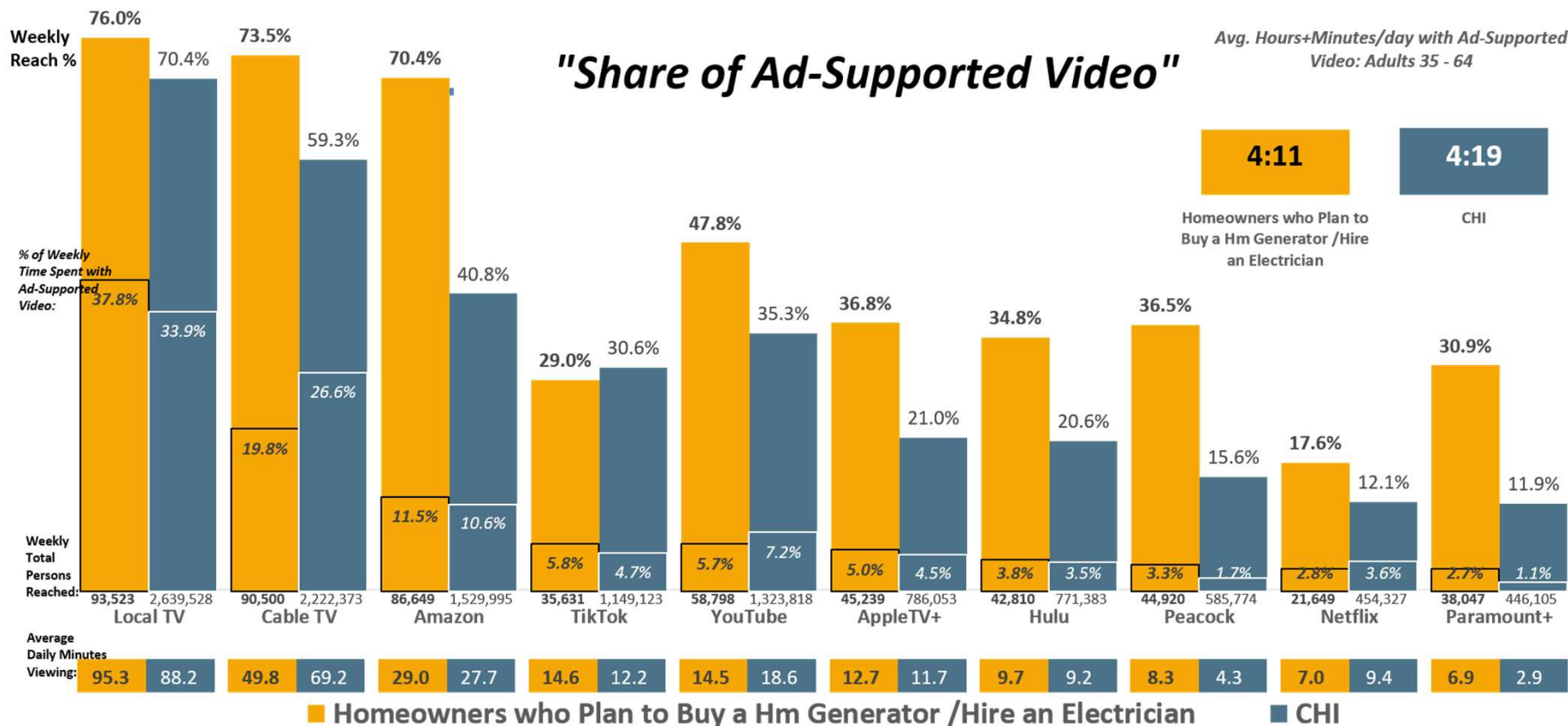
4:18
USA

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



93,523 or 76.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 95.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

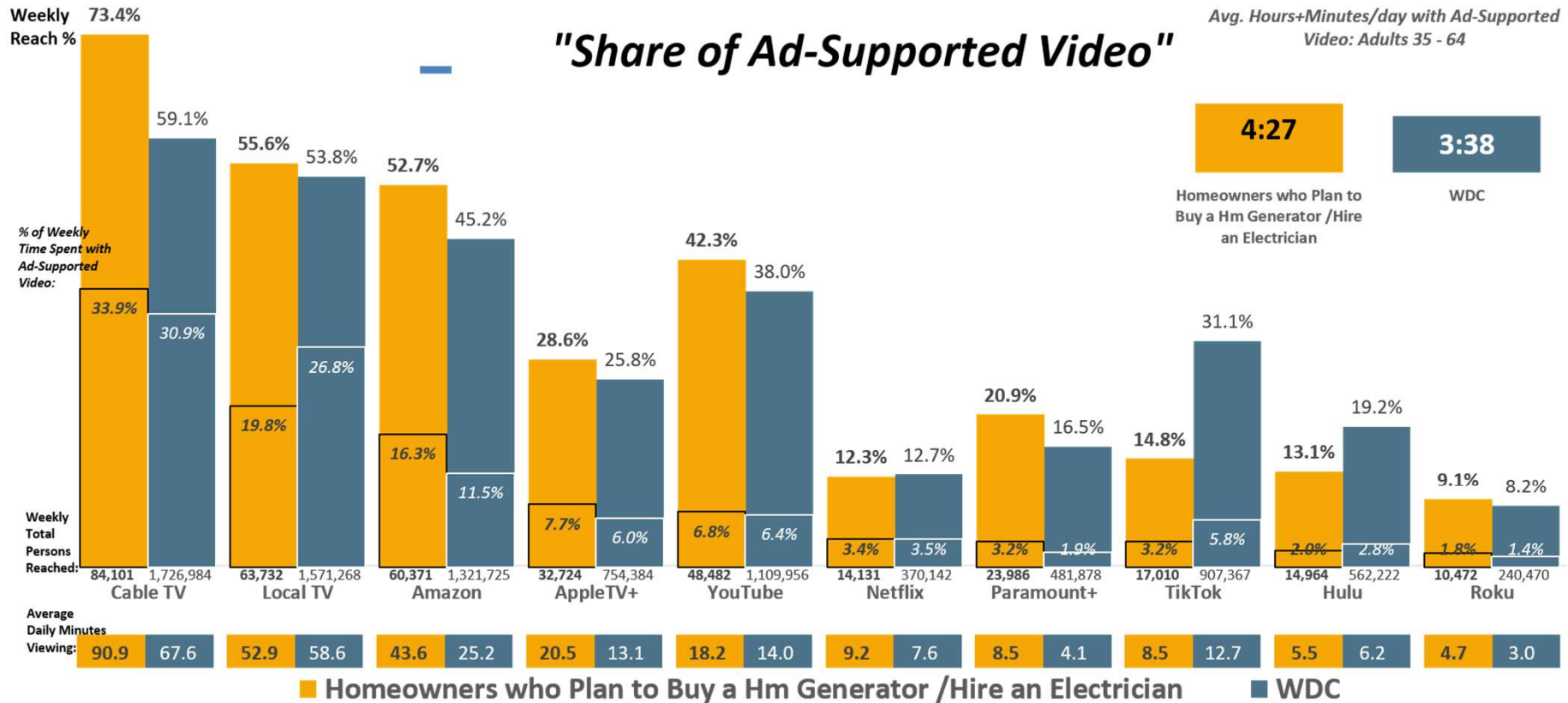
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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))



63,732 or 55.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 52.9 minutes every day representing 19.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 193 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))

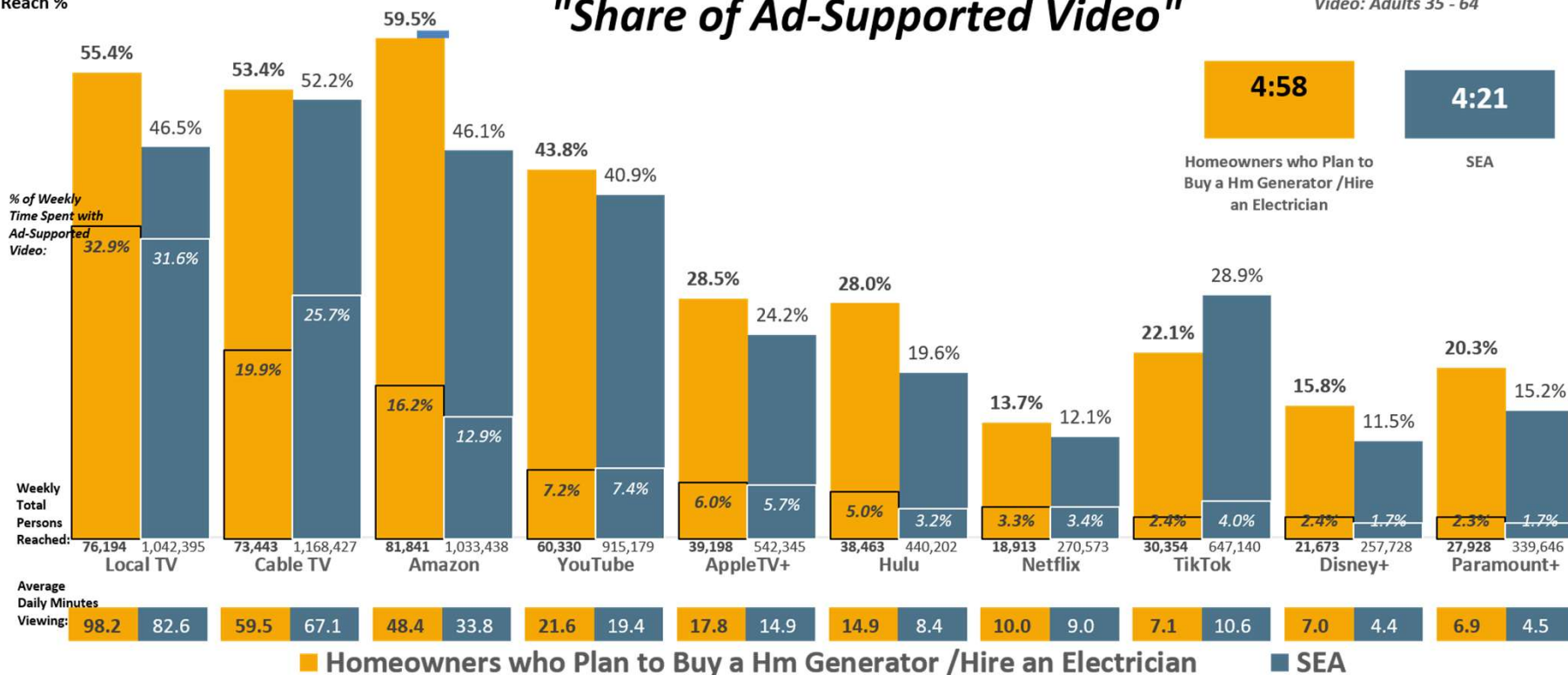


76,194 or 55.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 98.2 minutes every day representing 32.9% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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

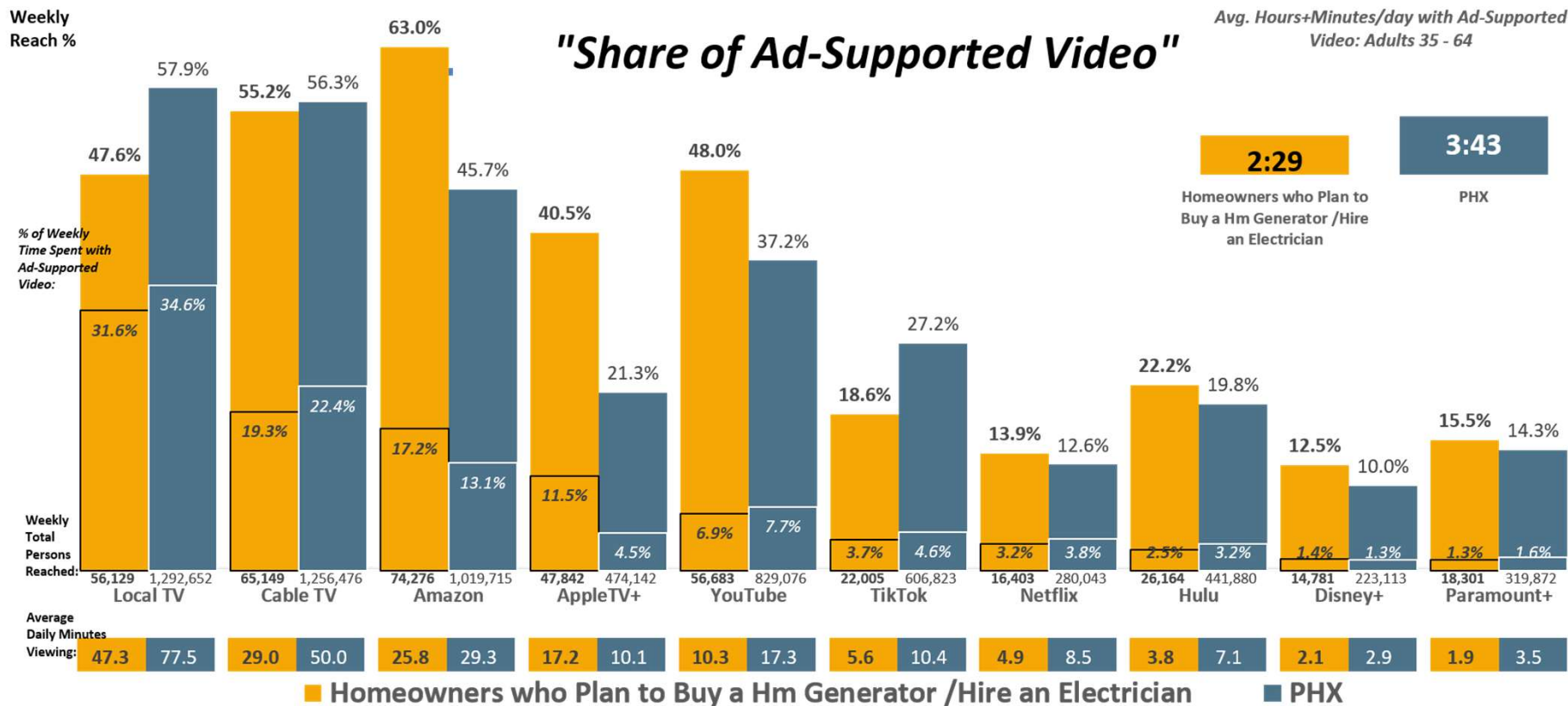


4:58
Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

4:21
SEA



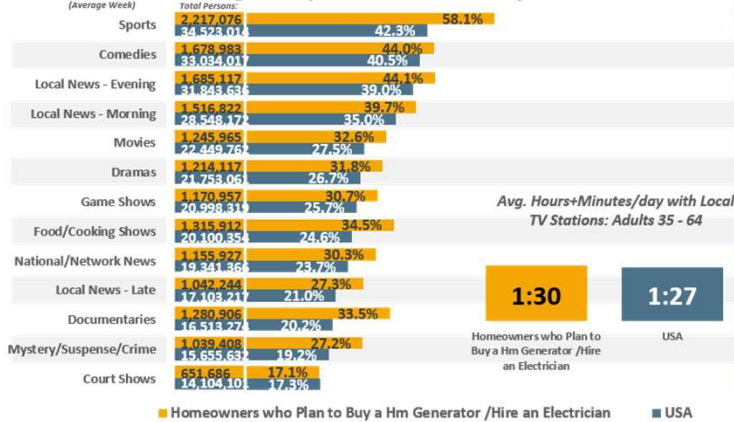
56,129 or 47.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations for an average of 47.3 minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.



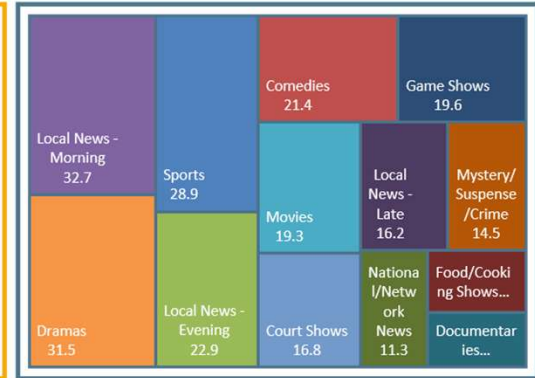
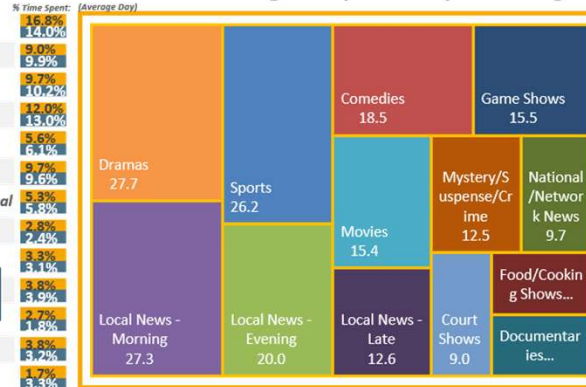


3,735,806 or 62.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Movies, and Dramas.

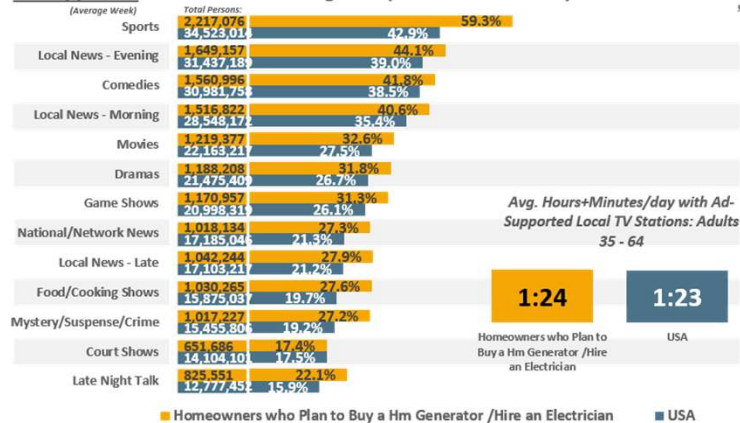
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



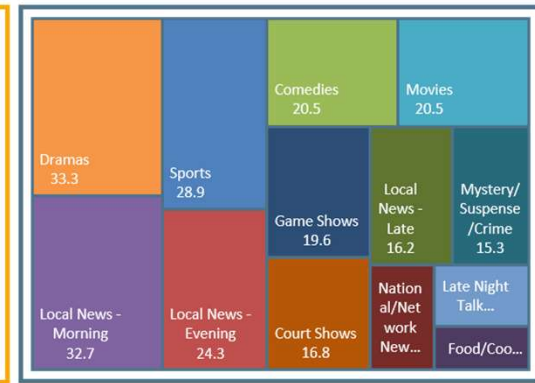
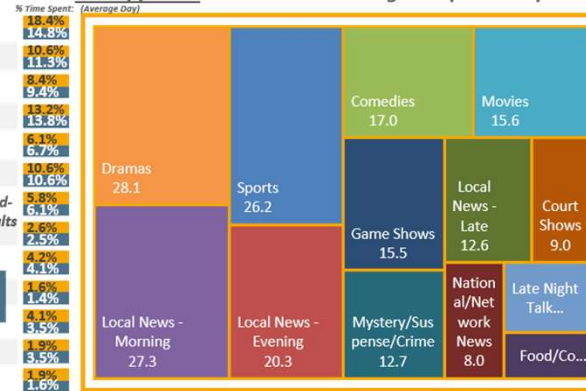
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



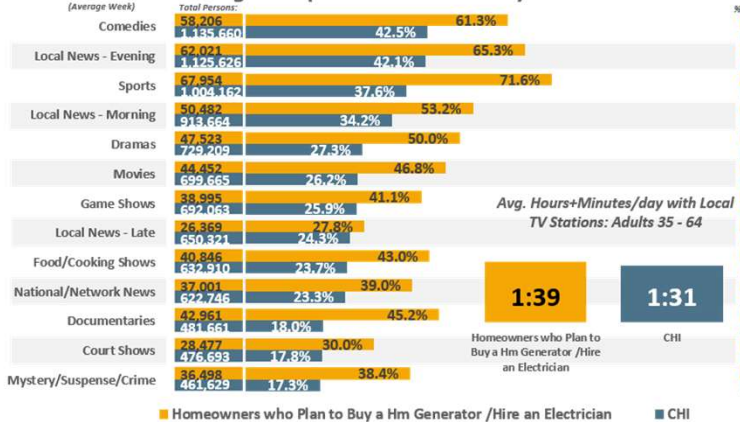
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



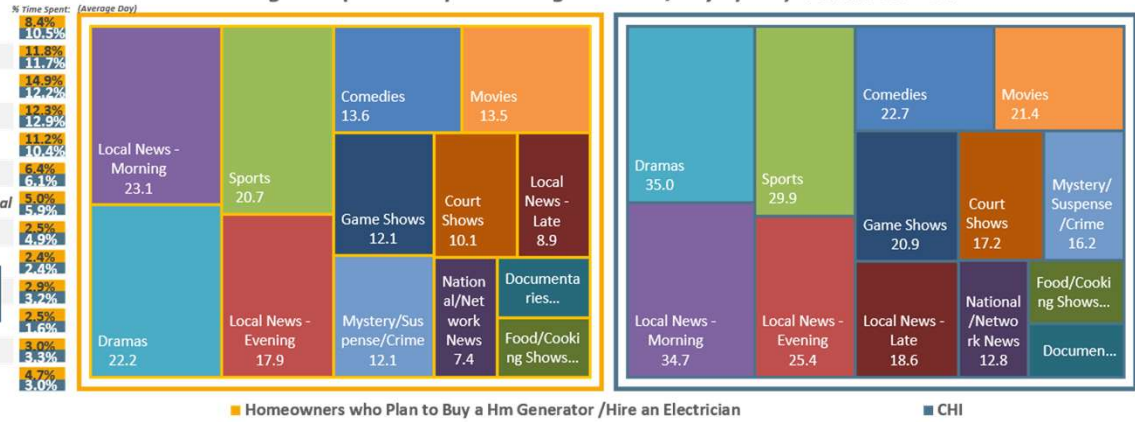


93,523 or 76.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Movies.

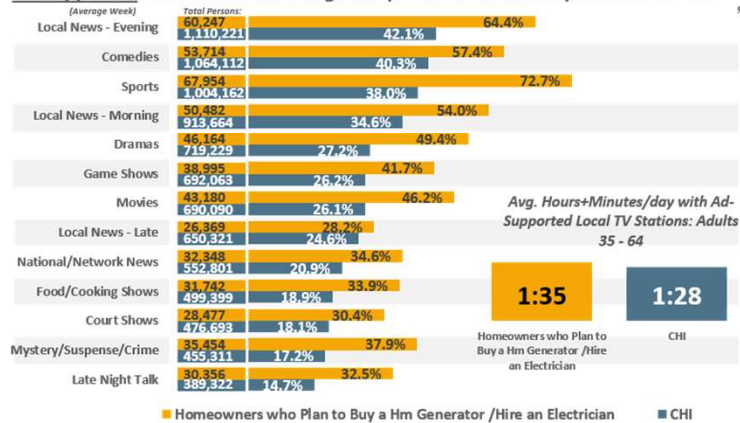
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



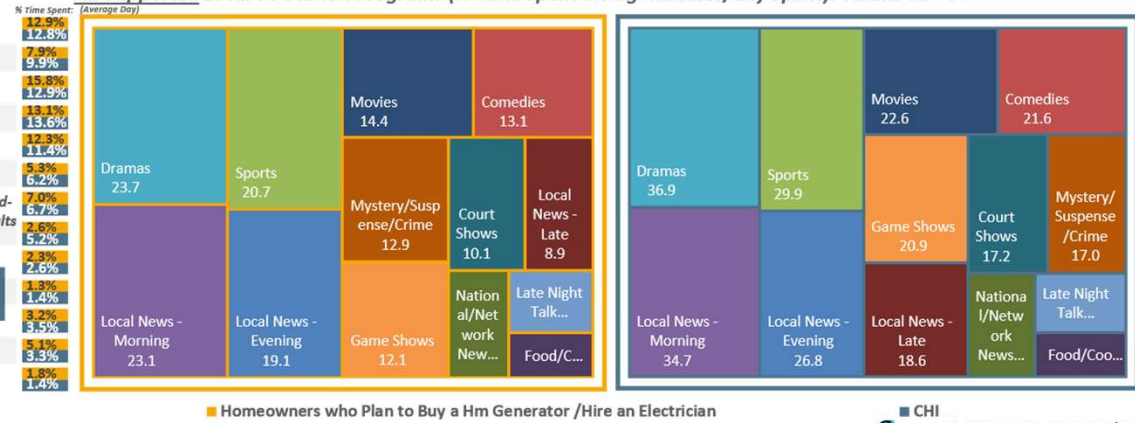
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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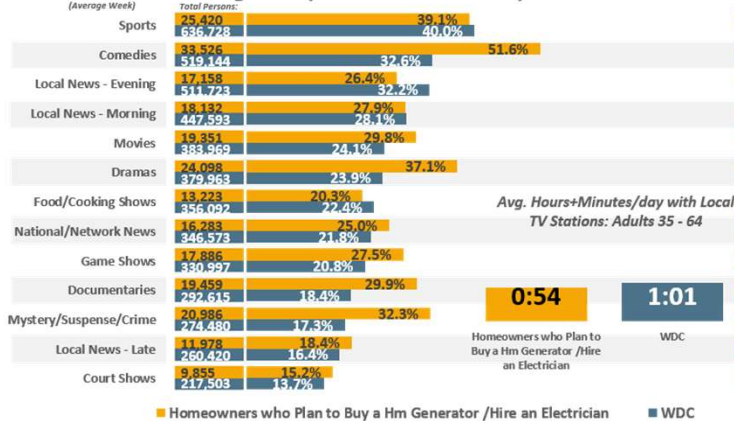
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

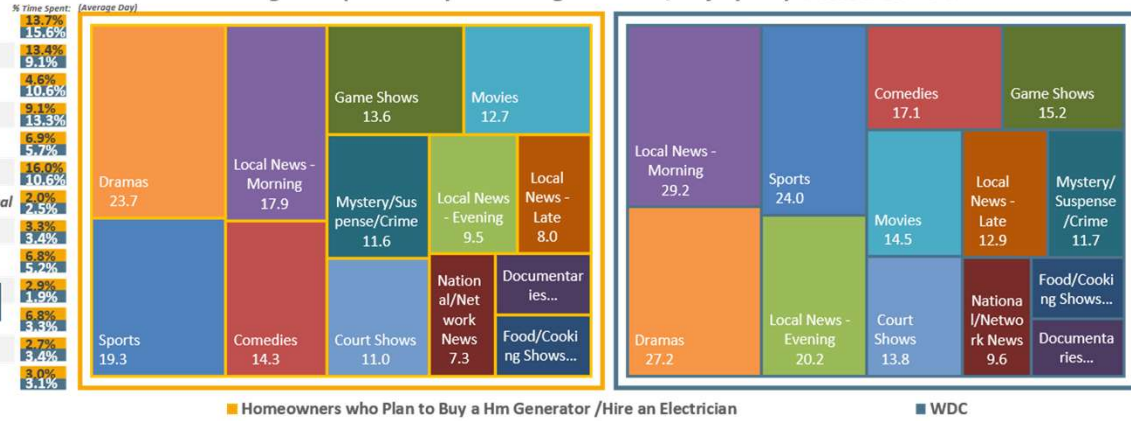


63,732 or 55.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Dramas, Mystery/Suspense/Crime, Movies, and Local News - Morning.

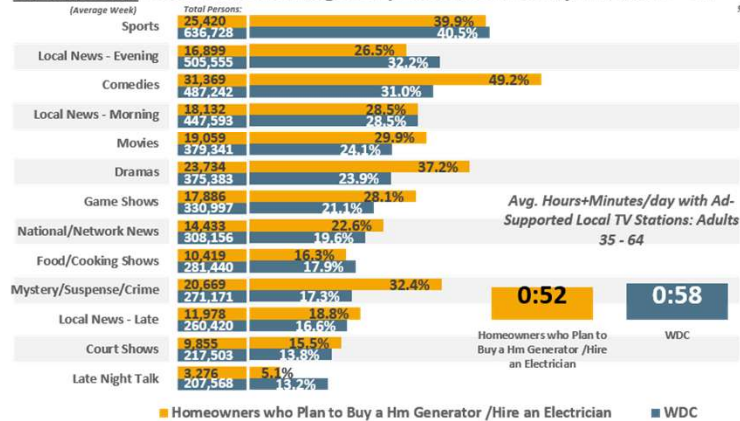
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



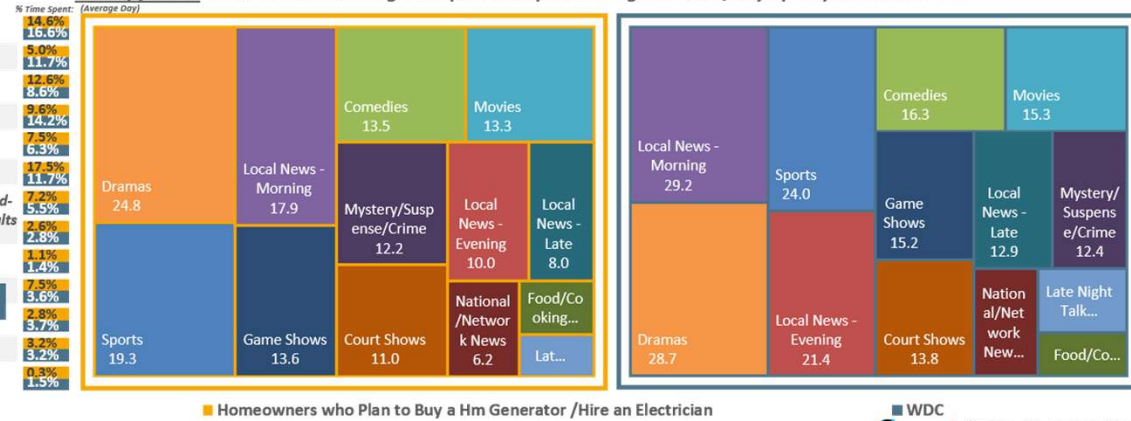
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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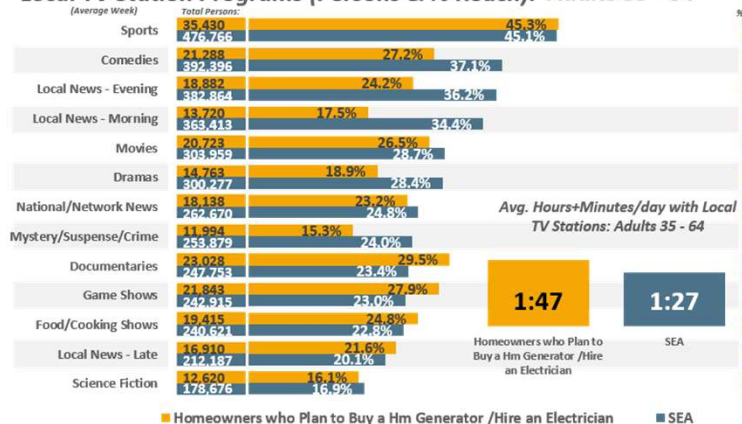
WDC
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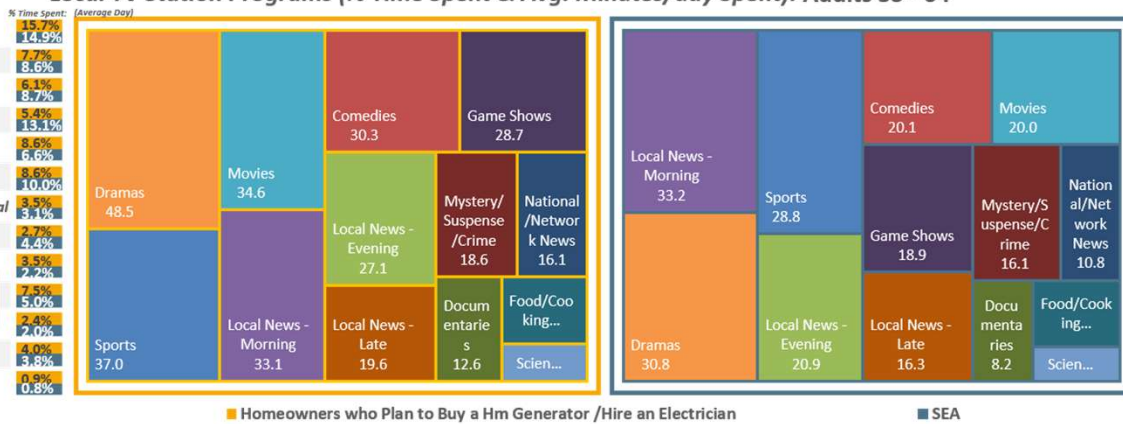


76,194 or 55.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Movies, Comedies, Local News - Evening, and Local News - Late.

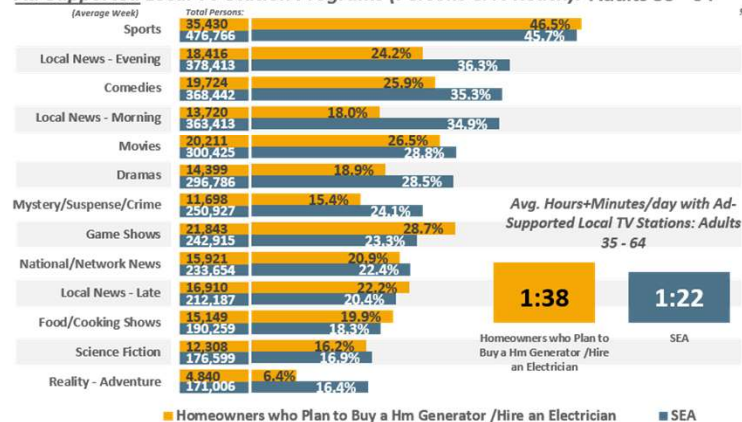
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



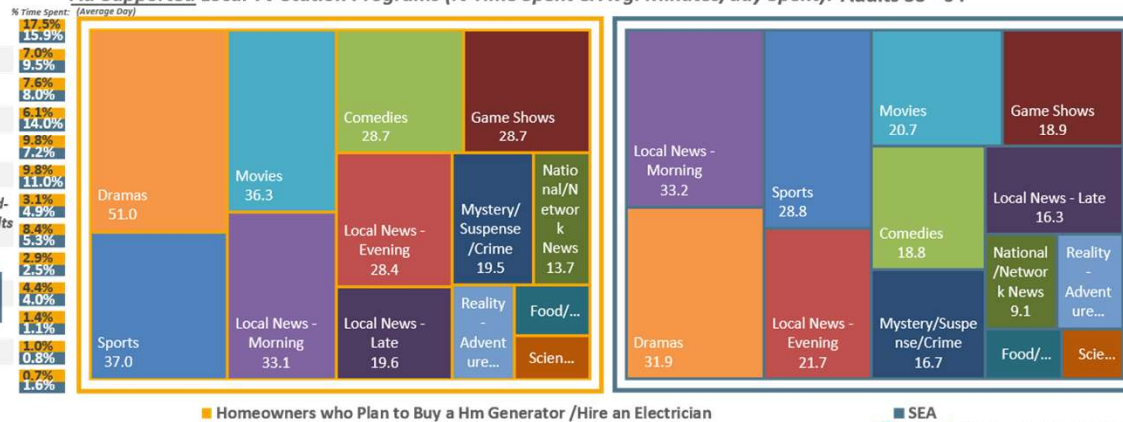
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



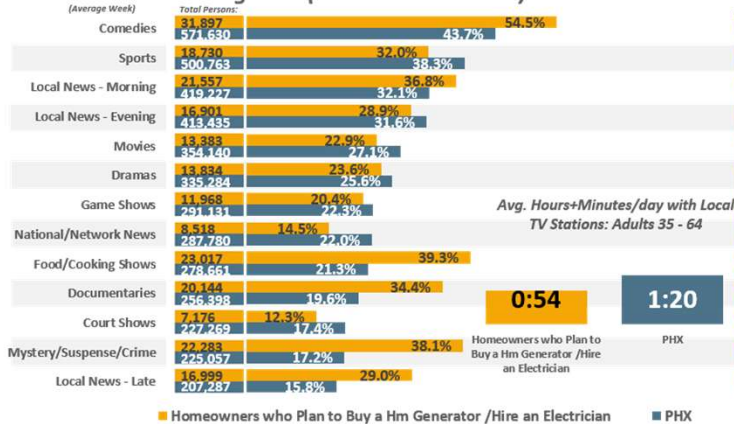
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



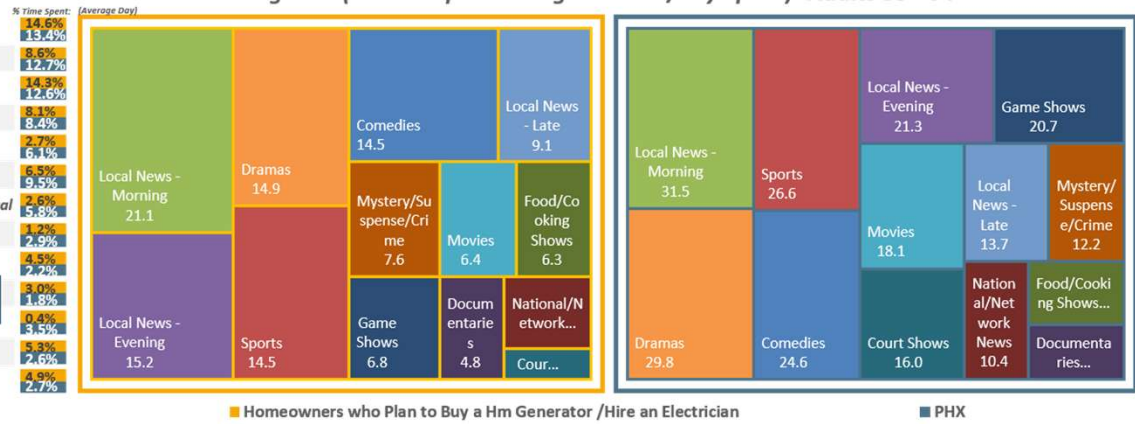


56,129 or 47.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Mystery/Suspense/Crime, Local News - Morning, Sports, Food/Cooking Shows, and Local New

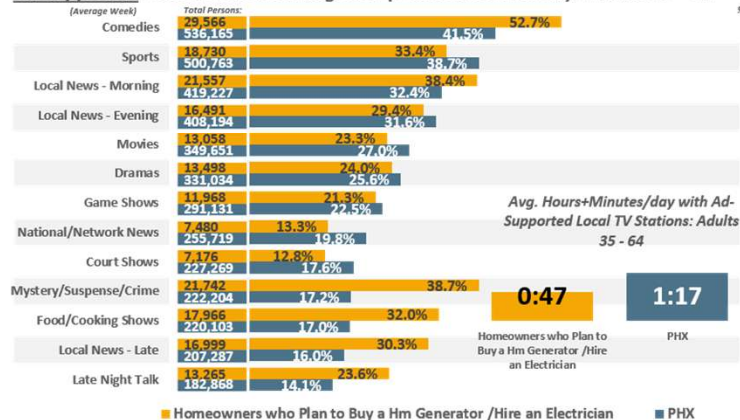
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



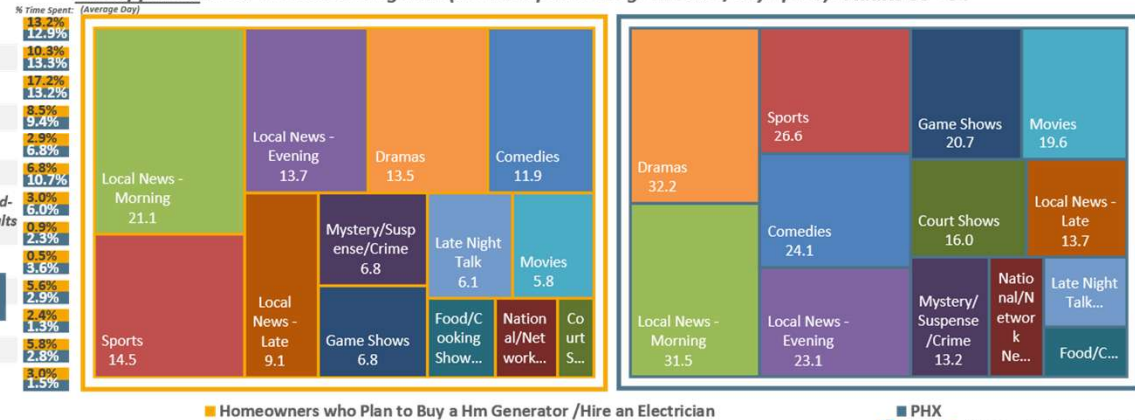
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



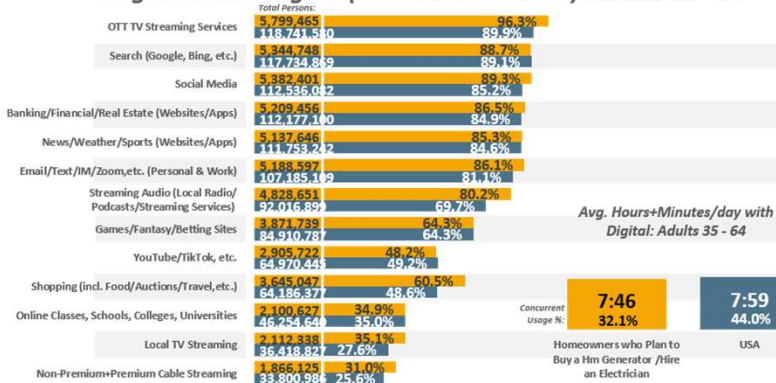
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





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

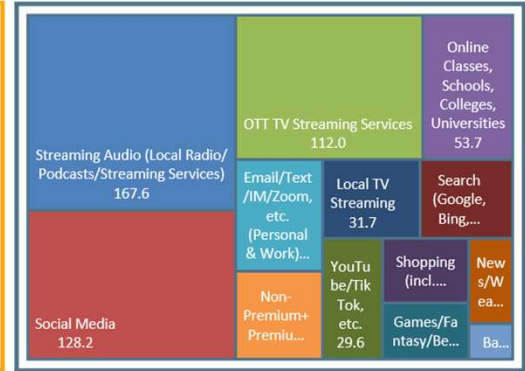
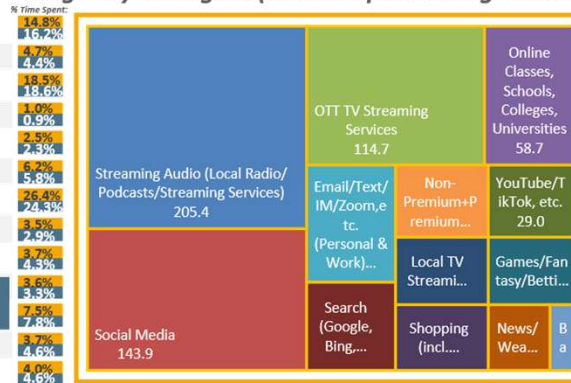
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



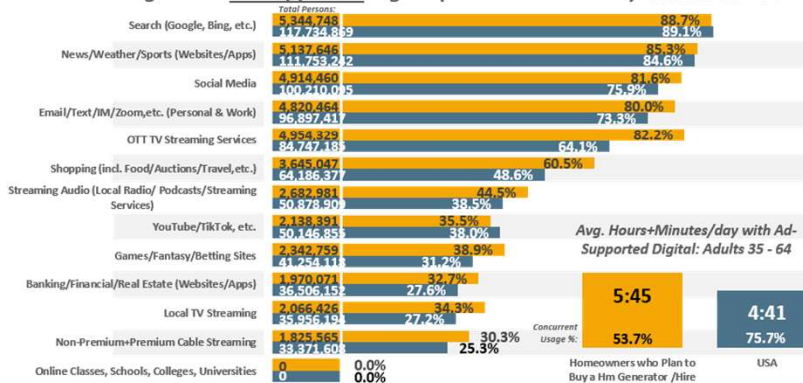
Avg. Hours+Minutes/day with Digital: Adults 35 - 64



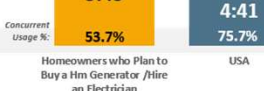
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



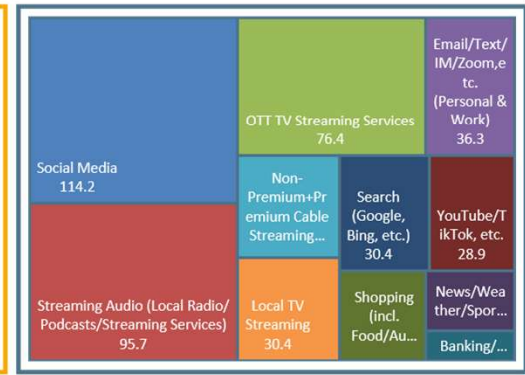
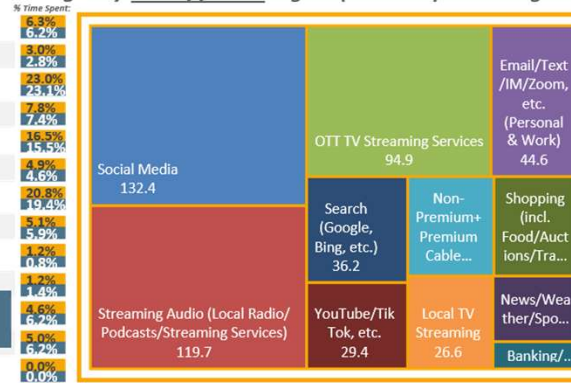
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



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



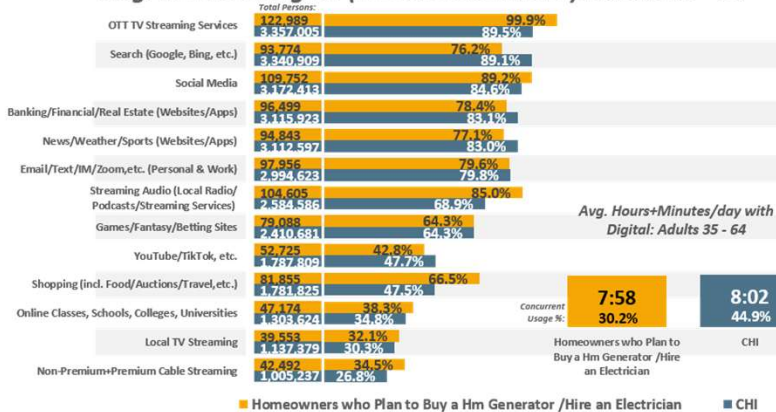
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



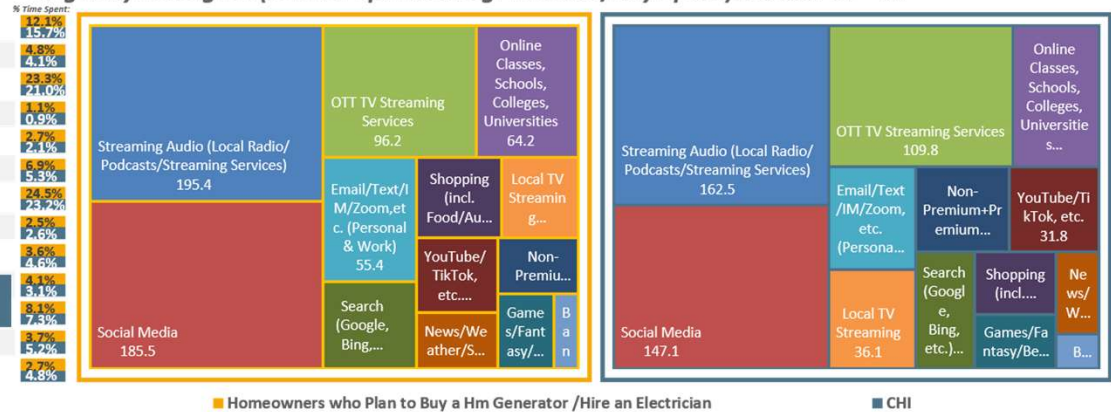


105,451 or 85.7% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Social Media for an average of 170.6 minutes every day representing 28.4% of all time spent daily with Ad-Supported Digital Media.

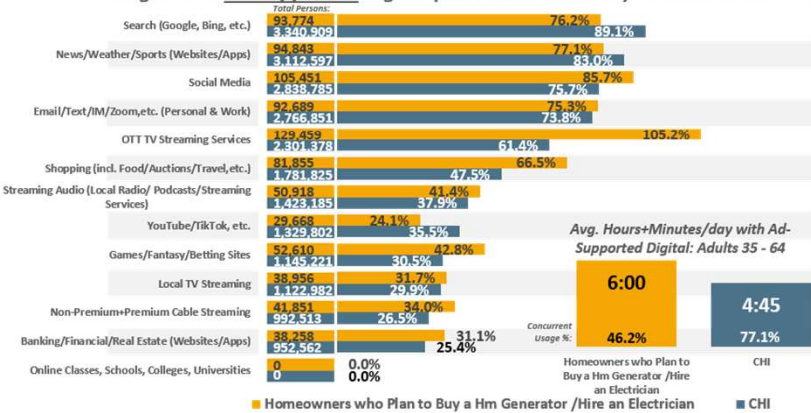
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



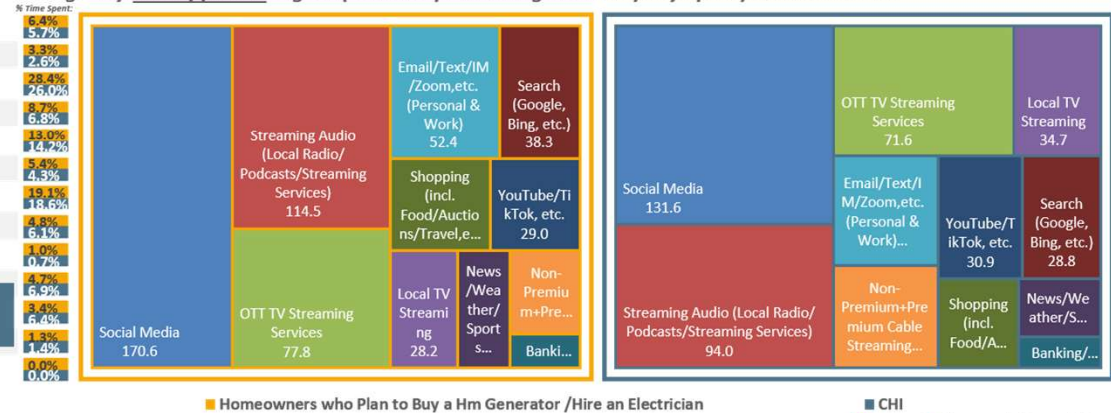
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



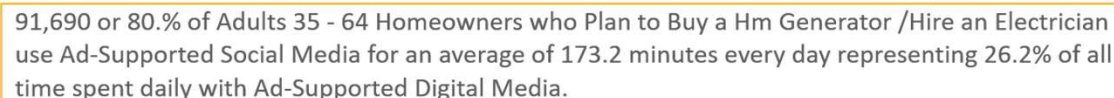
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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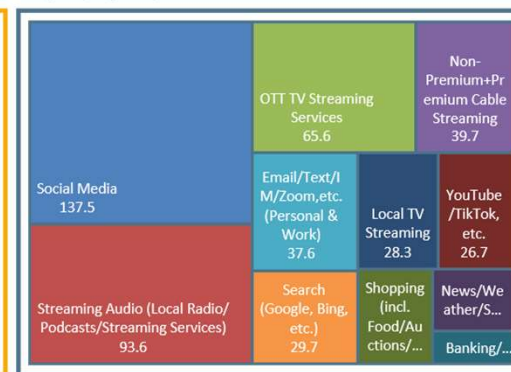
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Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



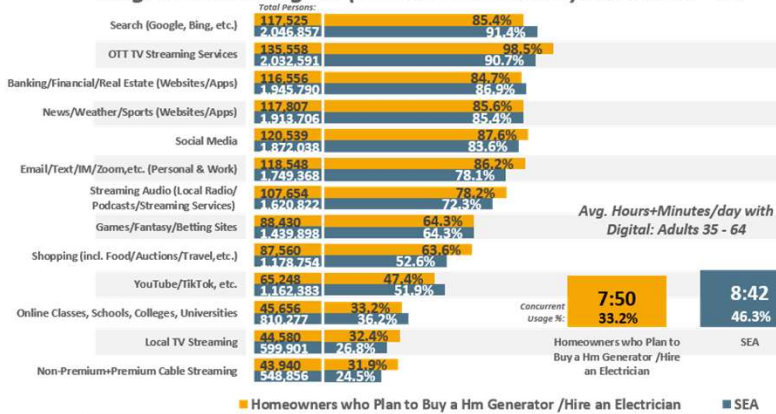
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(((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHL): Home generator OR Type of home improvement plan to do next 12 months (HHL): Electrical/lighting)))

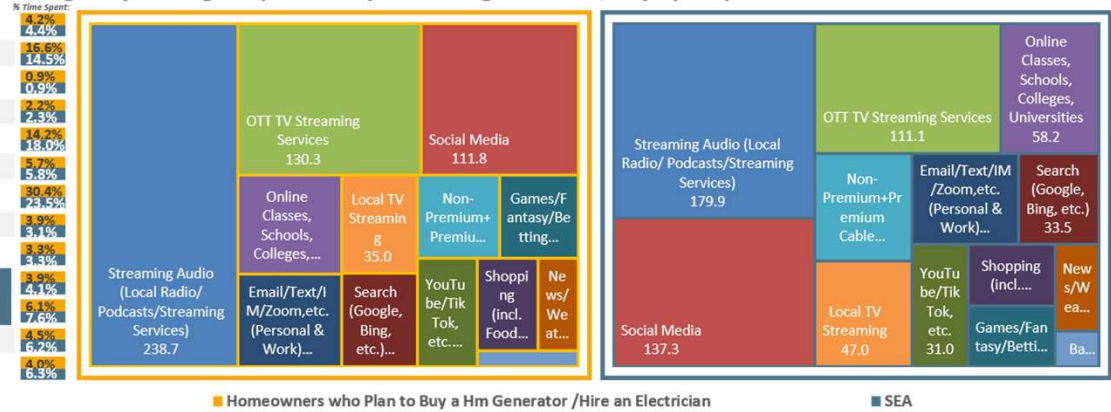


106,431 or 77.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Social Media for an average of 102.9 minutes every day representing 17.9% of all time spent daily with Ad-Supported Digital Media.

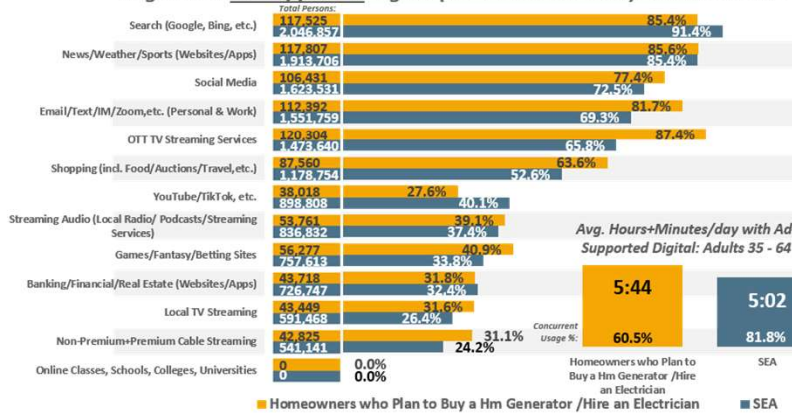
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



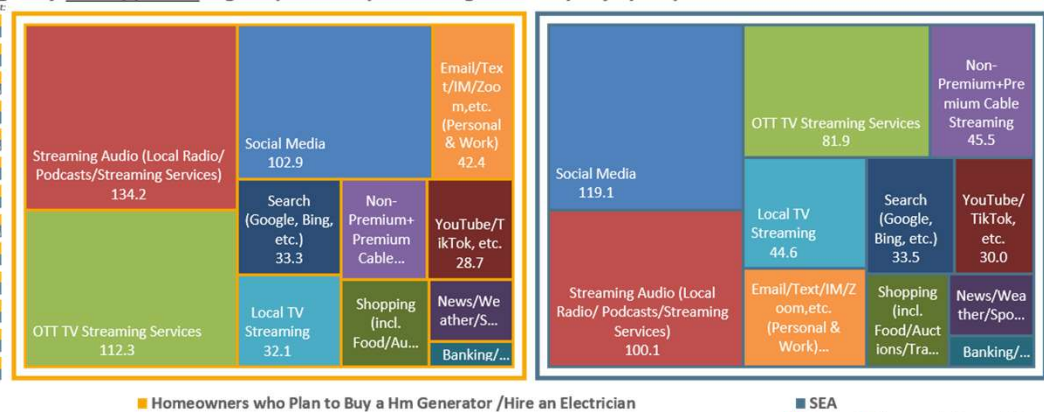
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 192
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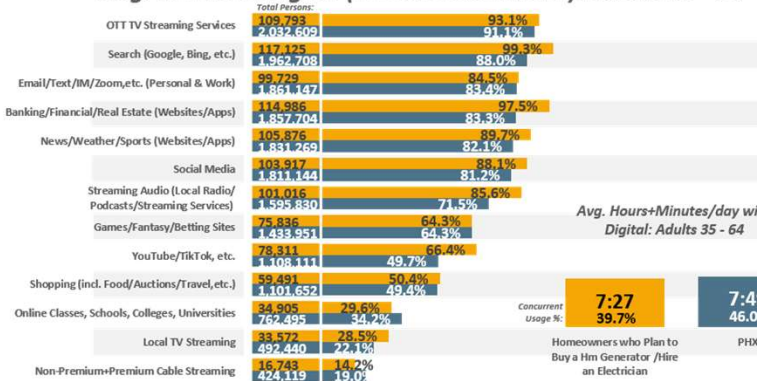
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



94,396 or 80.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Social Media for an average of 95.6 minutes every day representing 19.2% of all time spent daily with Ad-Supported Digital Media.

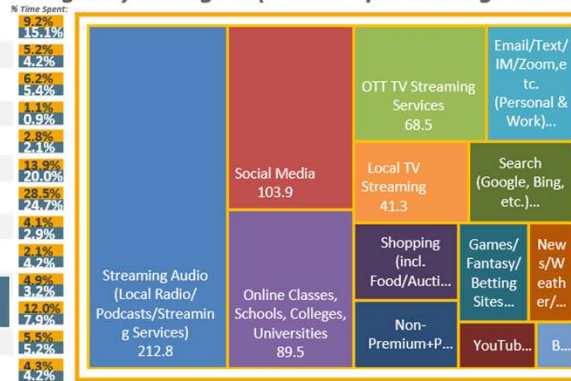
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



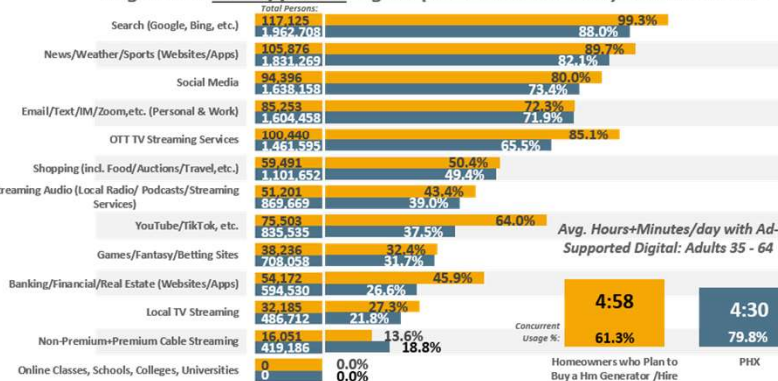
Avg. Hours+Minutes/day with Digital: Adults 35 - 64



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



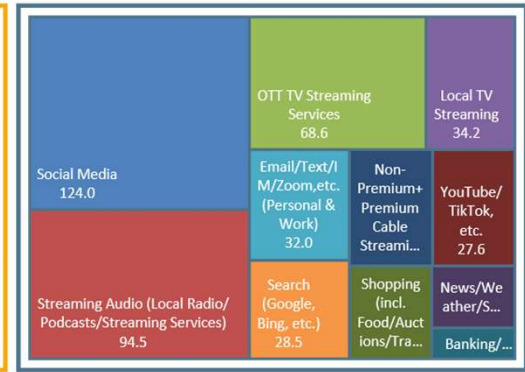
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



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



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



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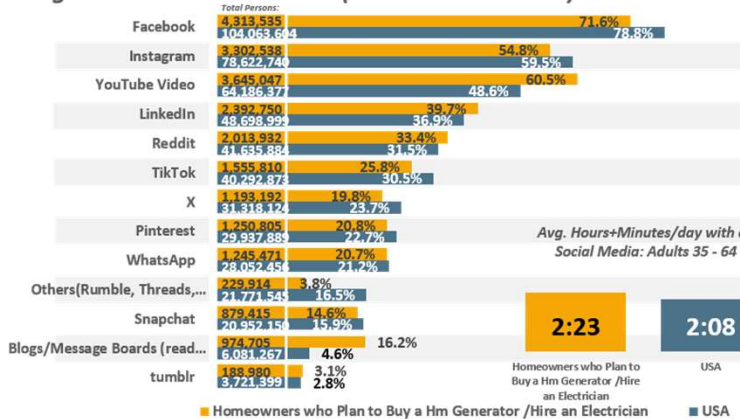
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

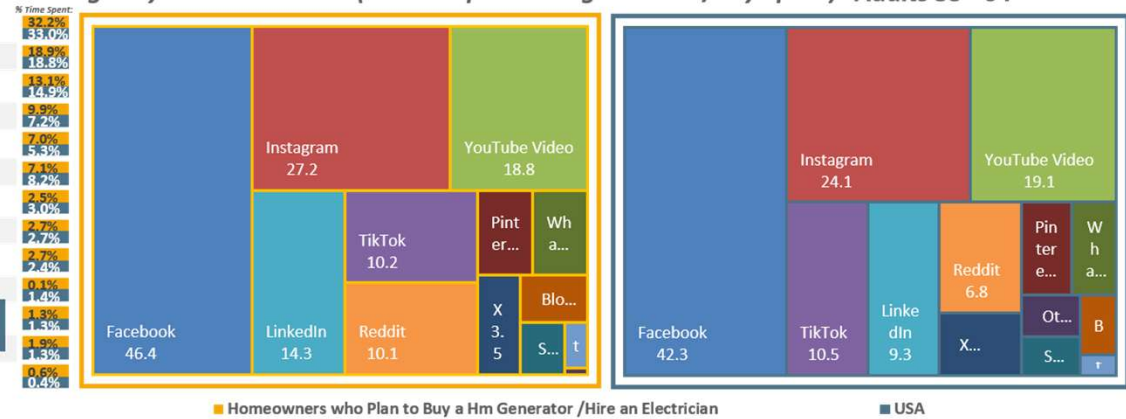


4,313,535 or 71.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 46.8 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

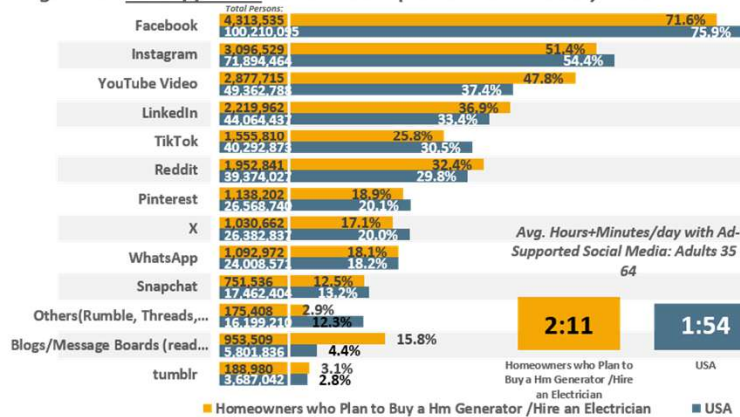
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



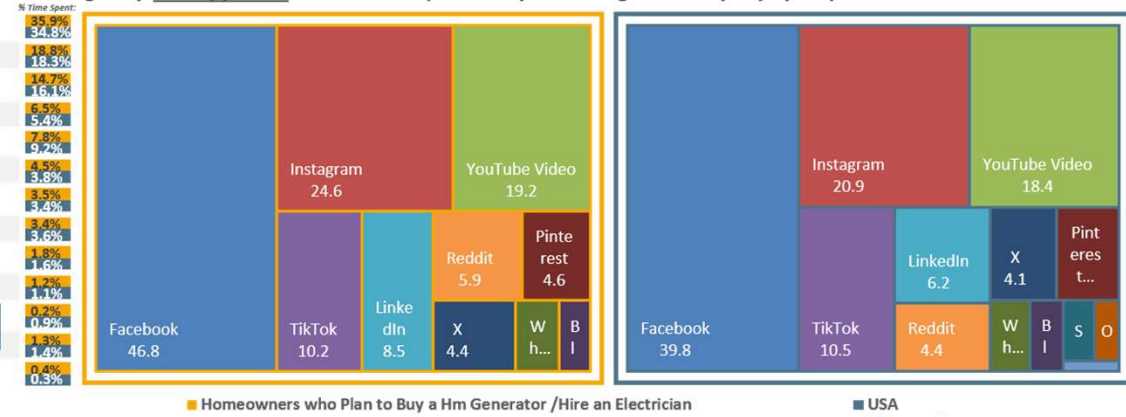
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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

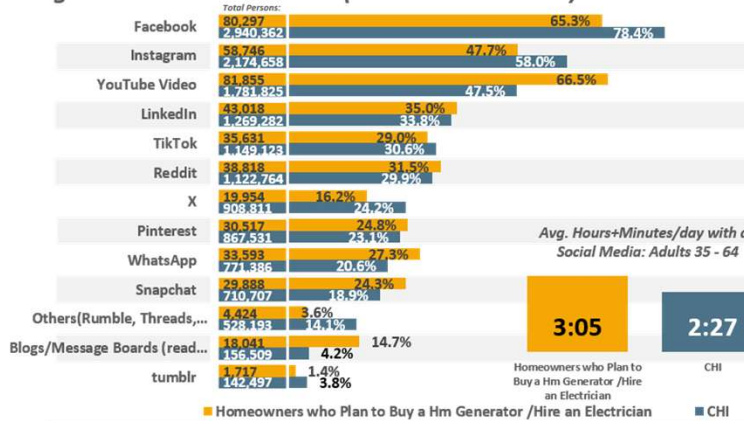
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

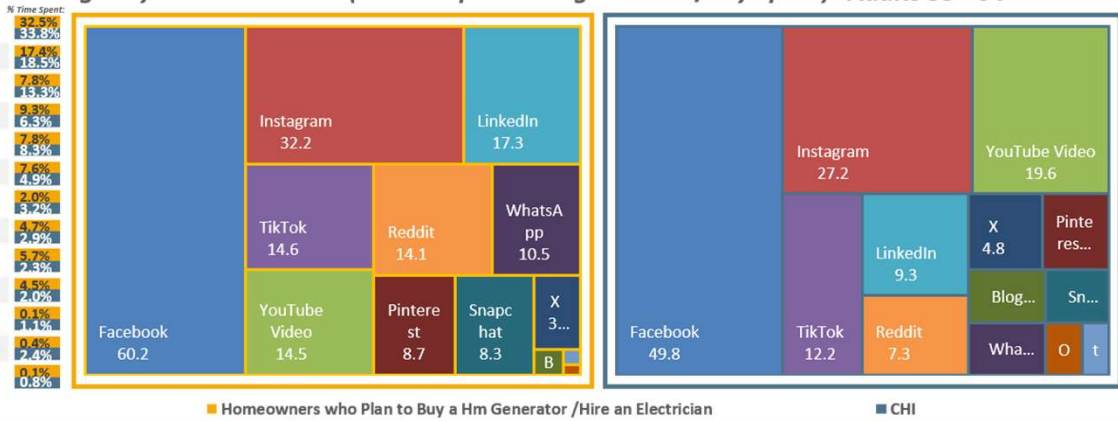


80,297 or 65.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 66.8 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

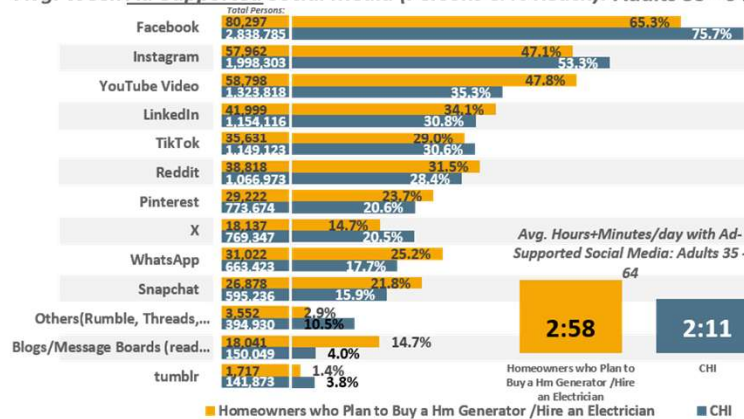
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



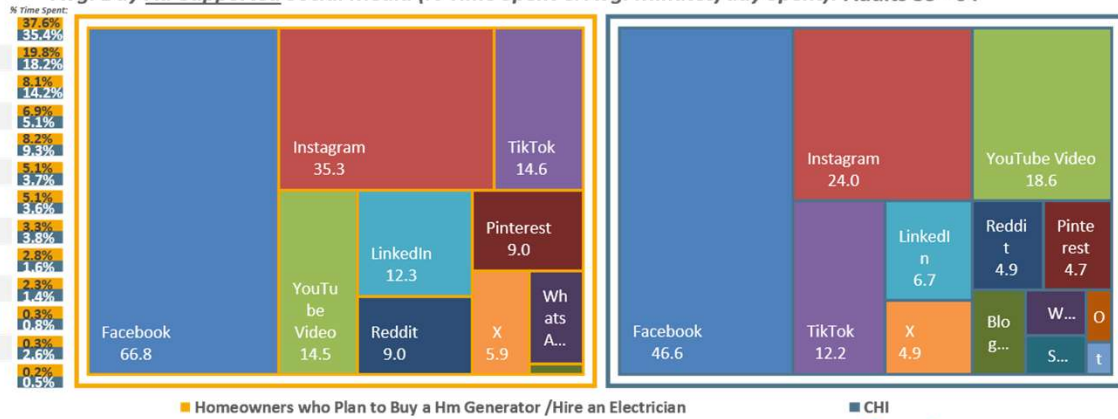
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



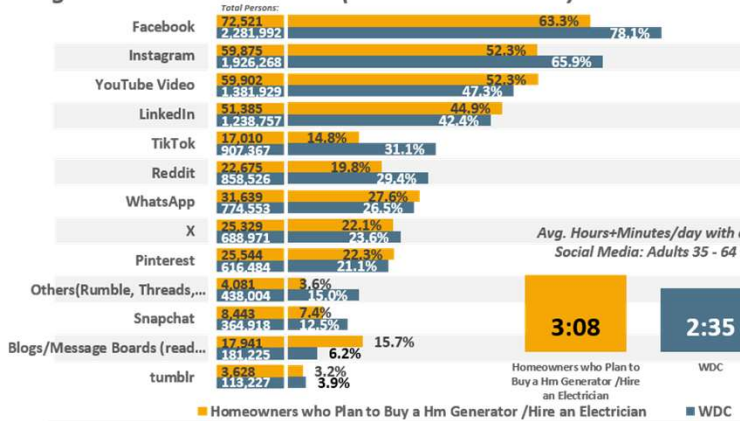
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



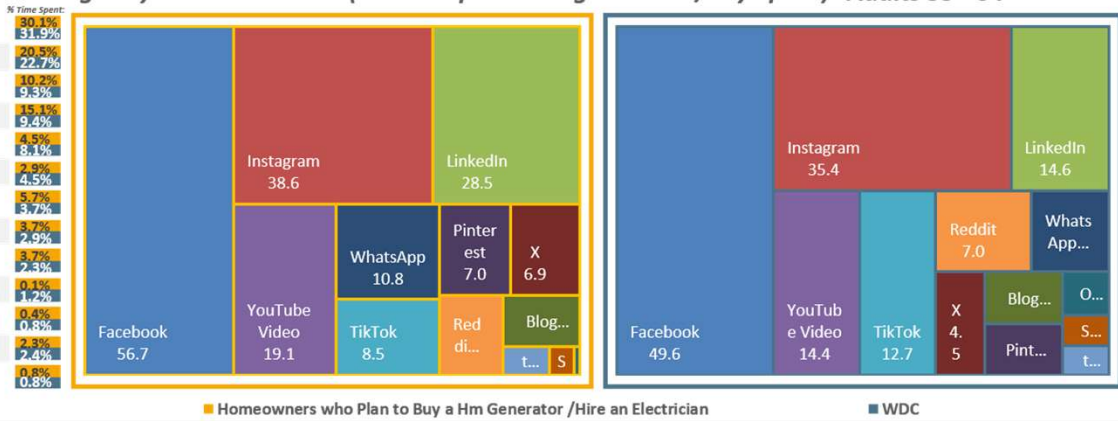


72,521 or 63.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 61.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

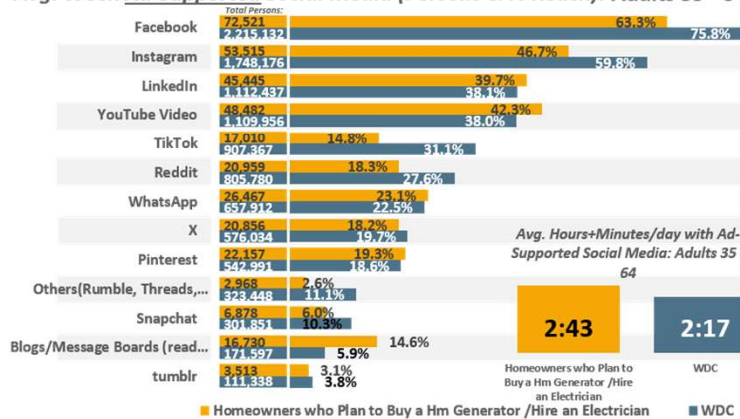
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



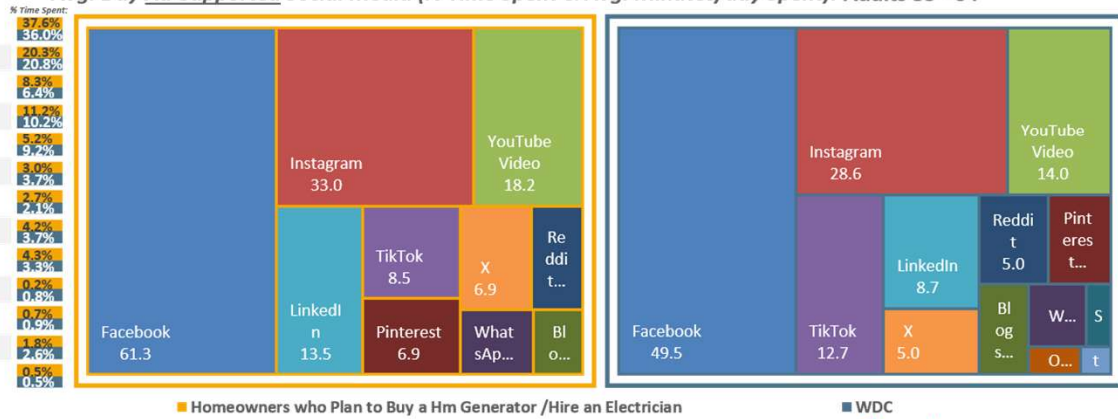
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 193
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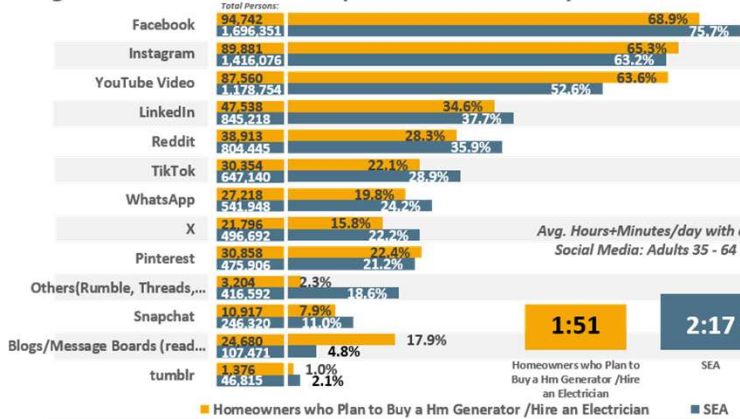
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

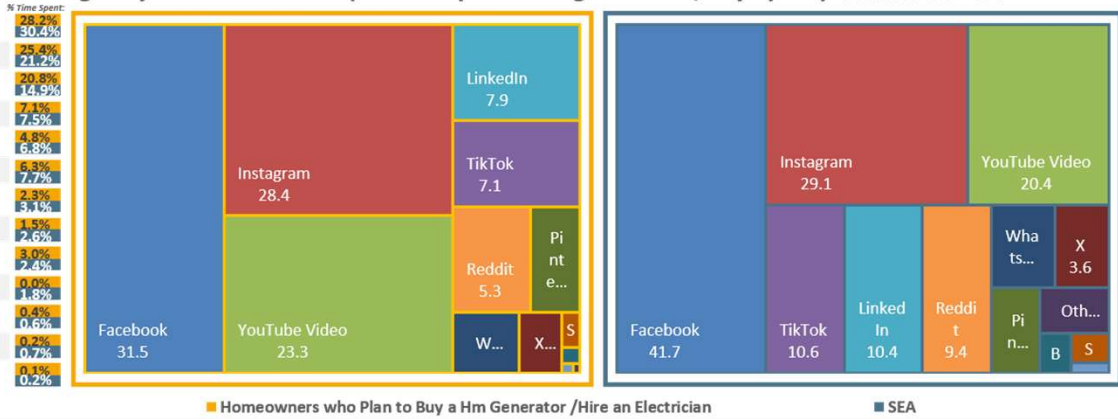


94,742 or 68.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 32.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

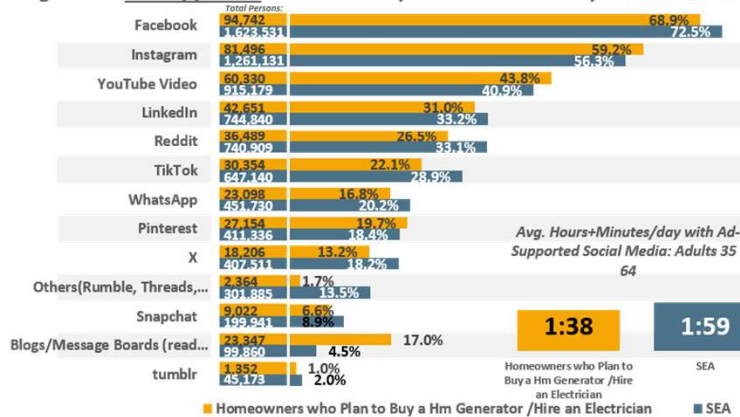
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



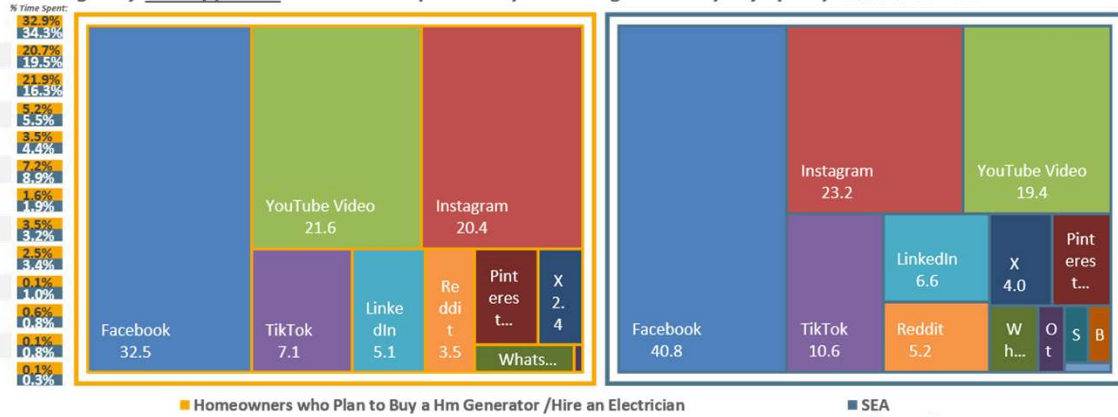
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



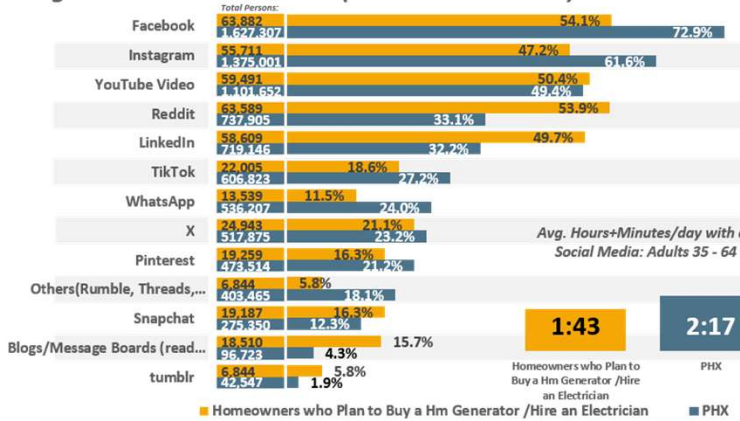
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



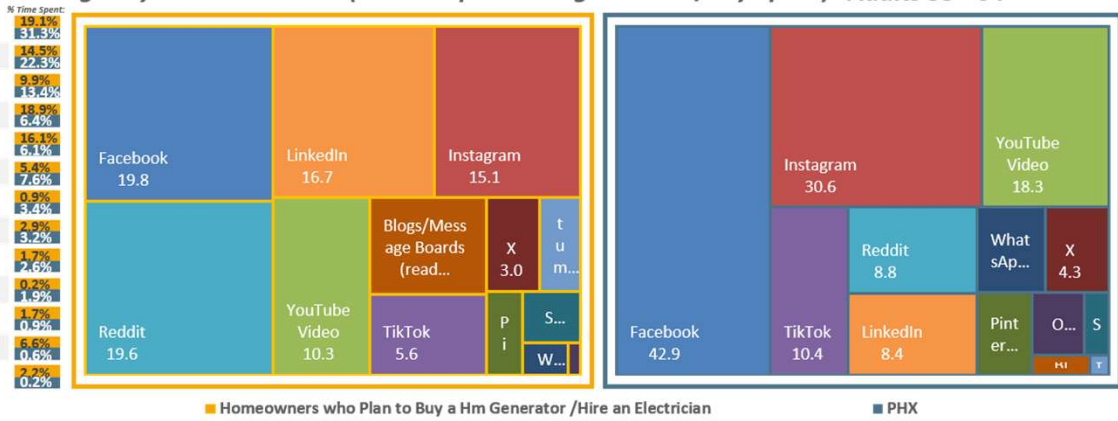


63,882 or 54.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 28.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

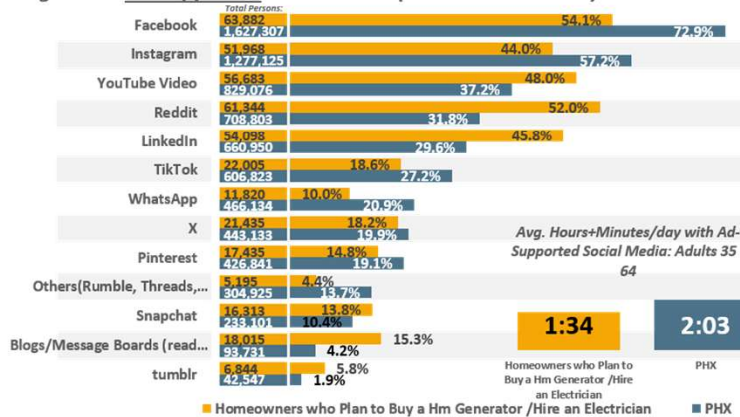
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



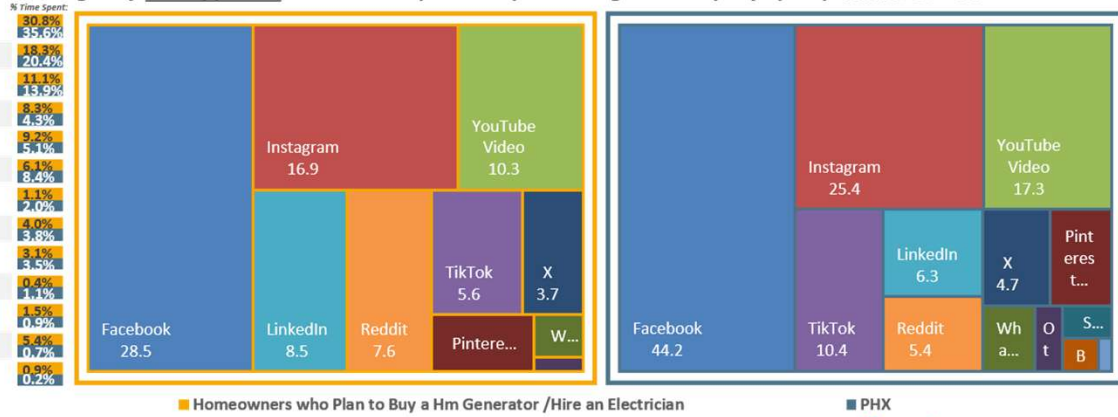
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 89
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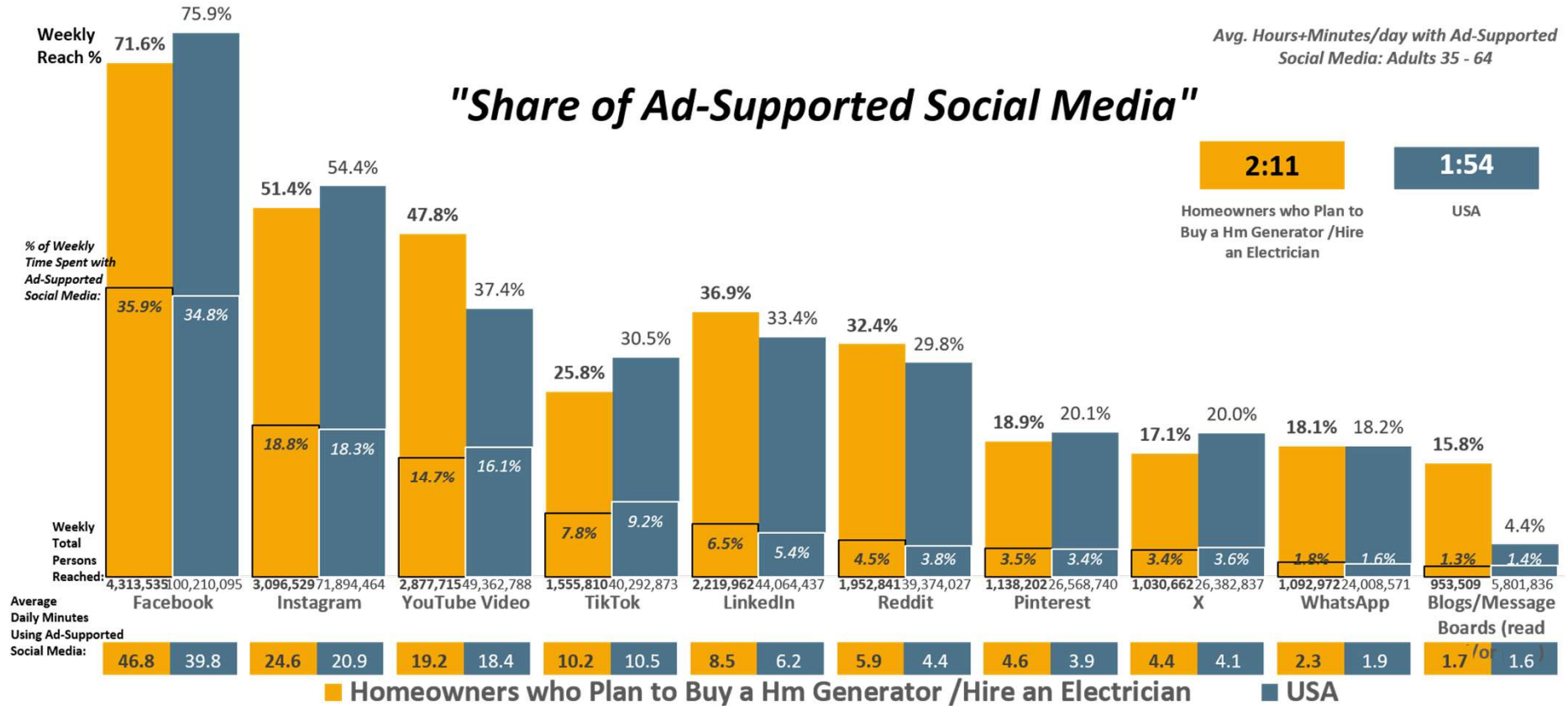
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



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

"Share of Ad-Supported Social Media"

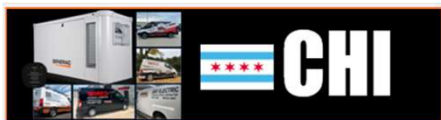


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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

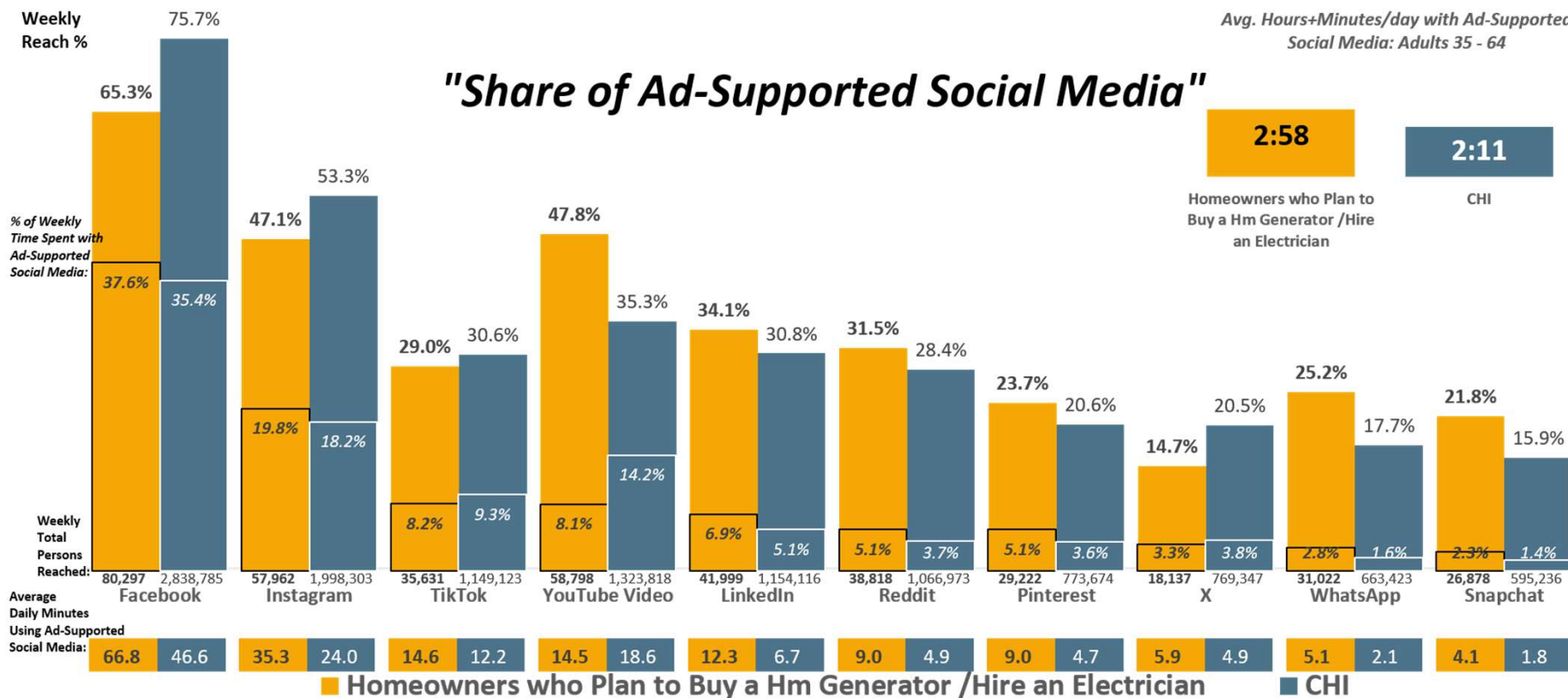
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80,297 or 65.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 66.8 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

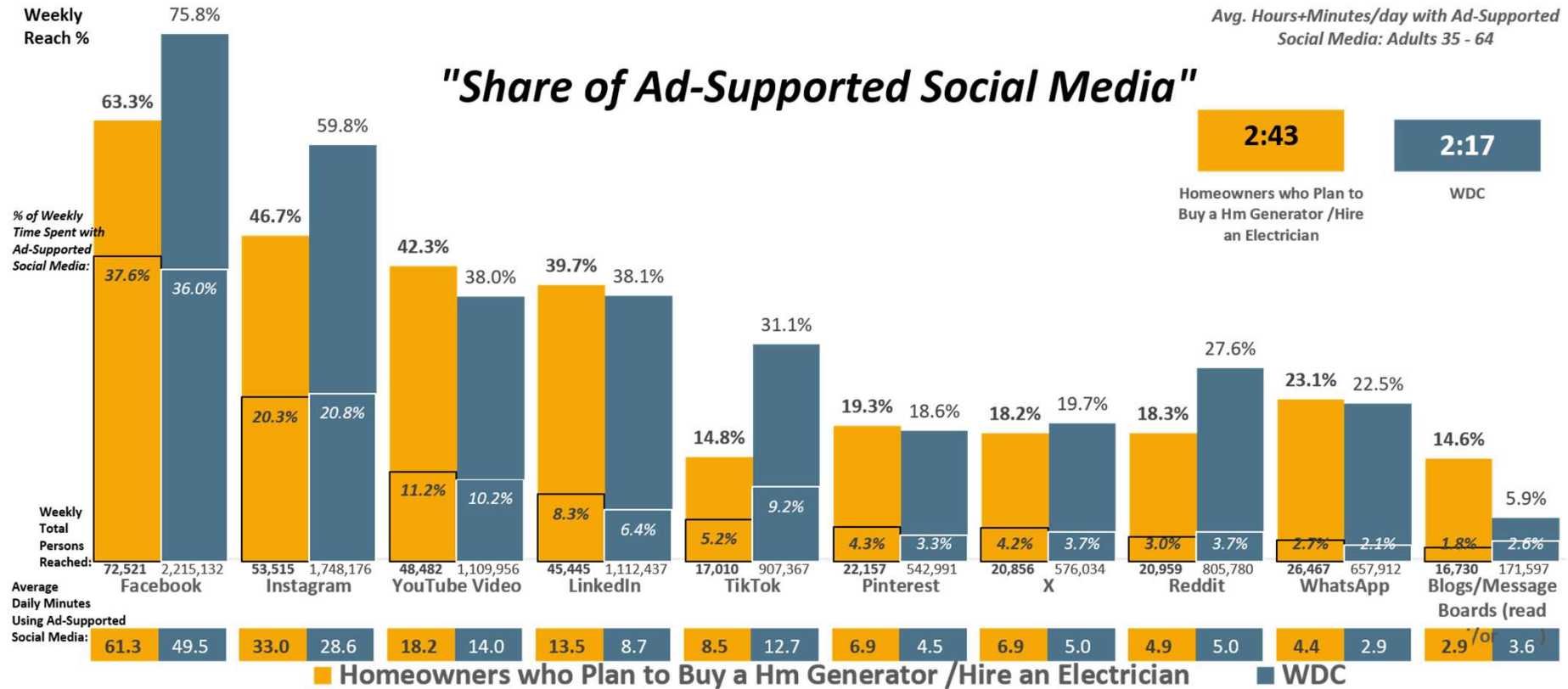
"Share of Ad-Supported Social Media"





72,521 or 63.3% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 61.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 193 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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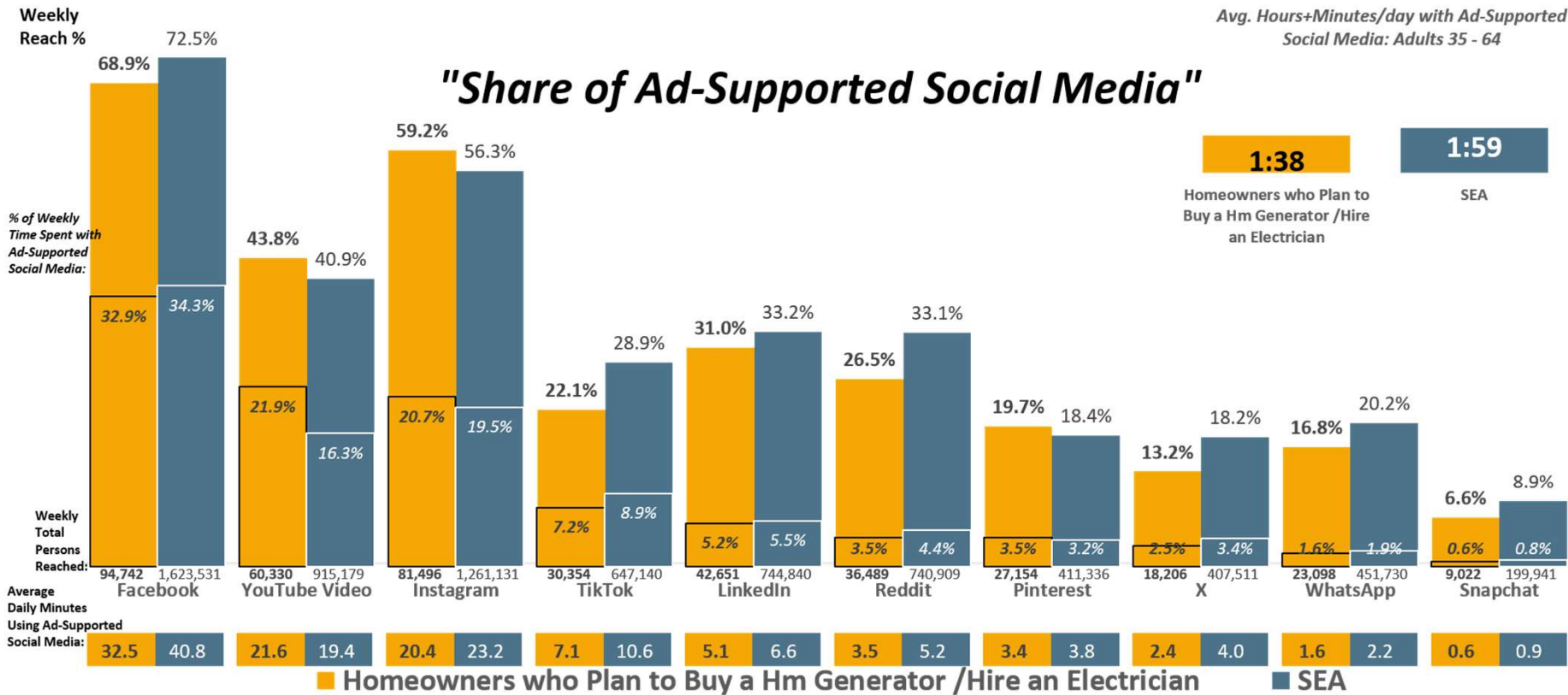
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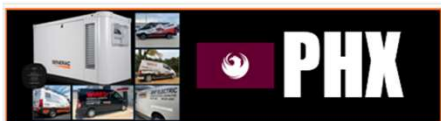
(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))



94,742 or 68.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 32.5 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

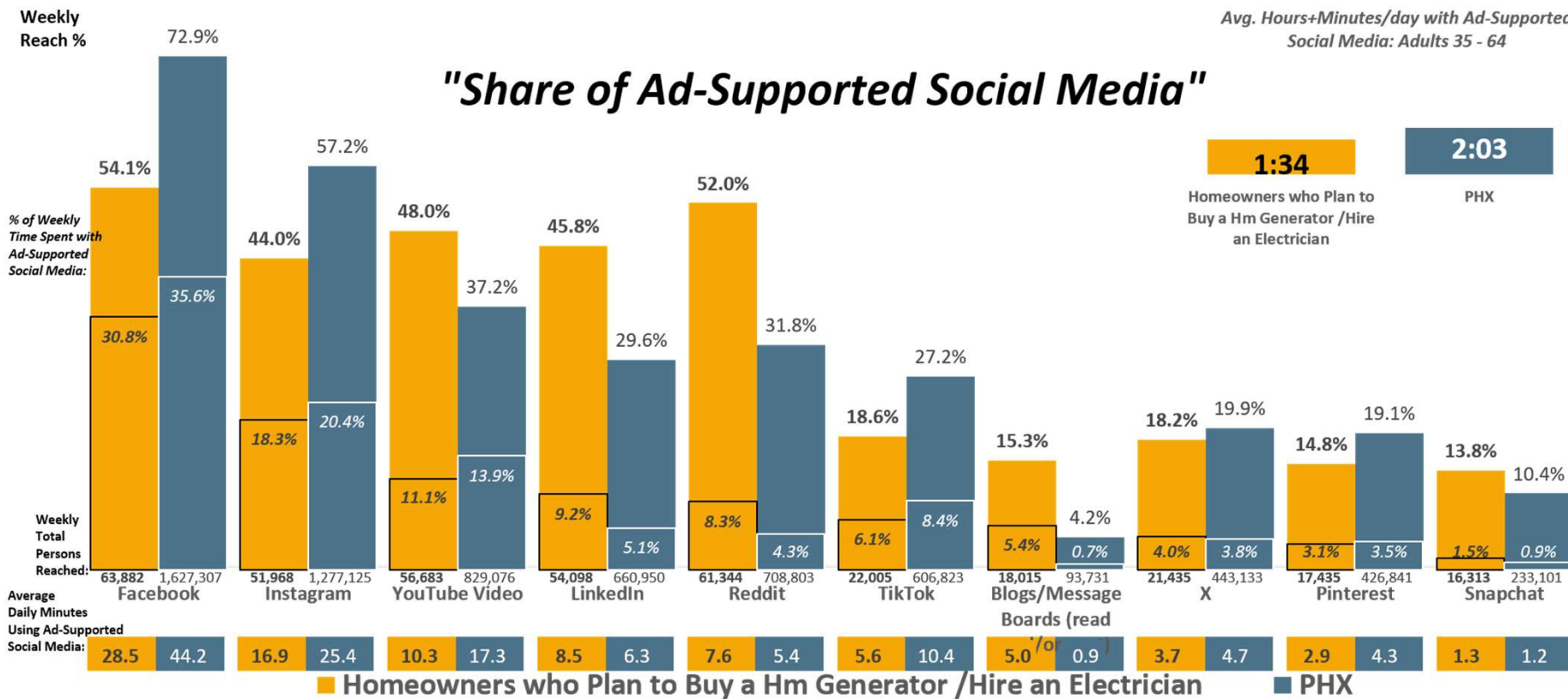
"Share of Ad-Supported Social Media"





63,882 or 54.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician use Ad-Supported Facebook for an average of 28.5 minutes every day representing 30.8% of all time spent daily with Ad-Supported Social Media.

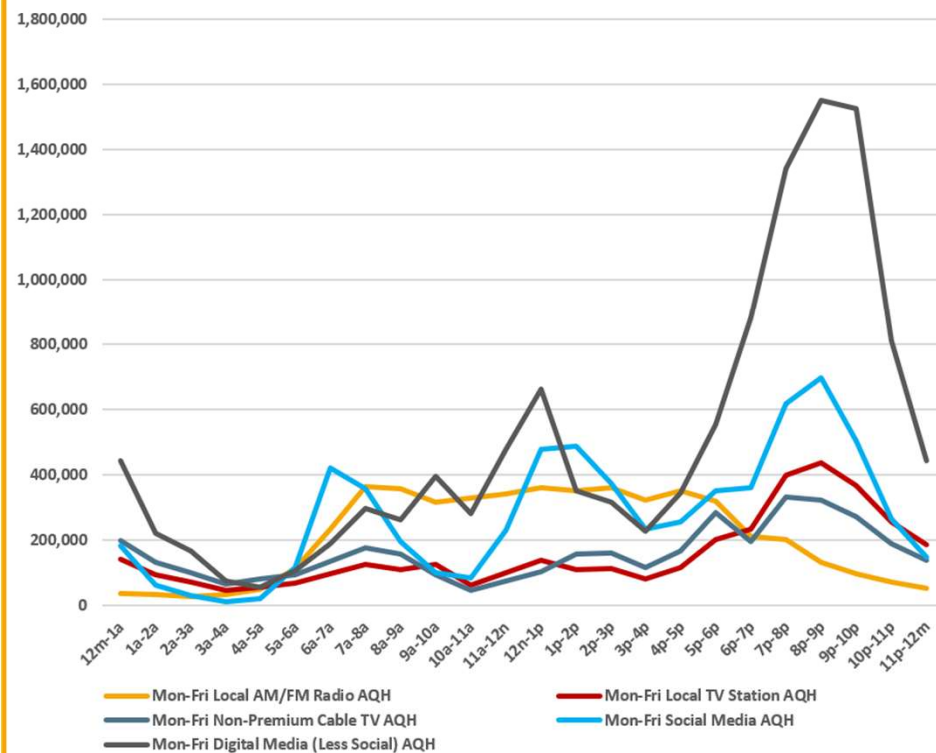
"Share of Ad-Supported Social Media"



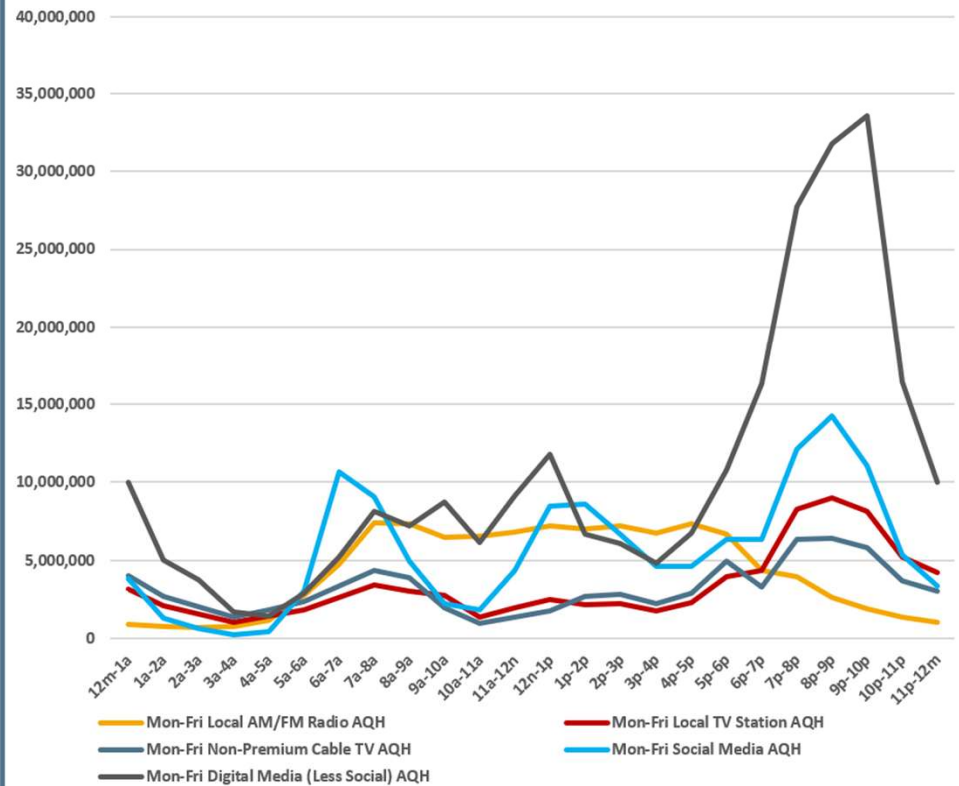


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 402,995;
Local Radio: 324,222; Social Media: 302,210; Non-Prem. Cable: 143,497; Local TV: 124,288
reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire

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



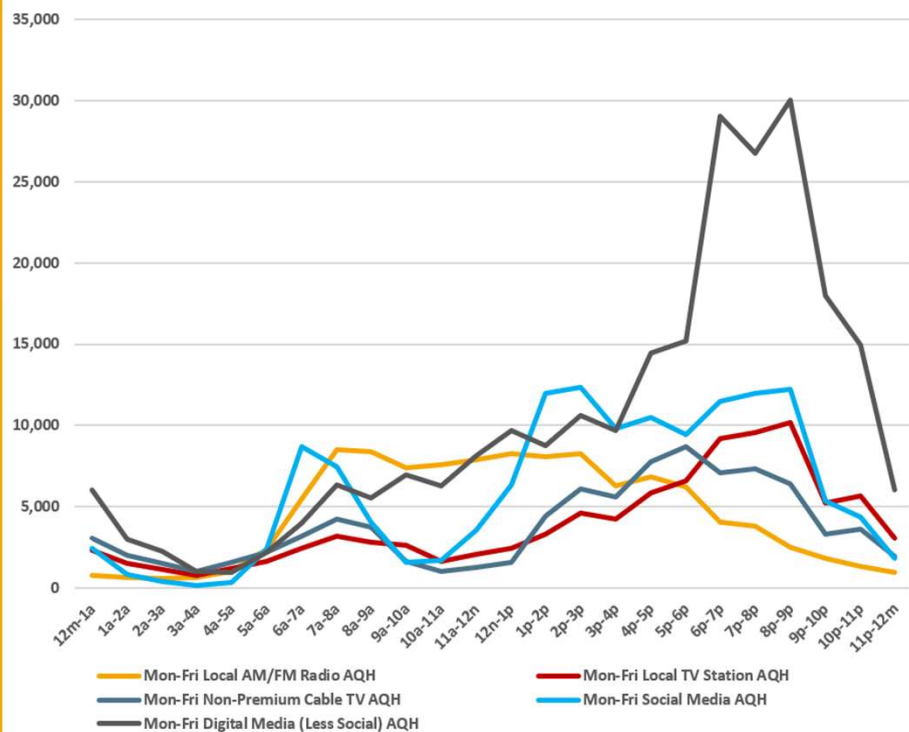
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64



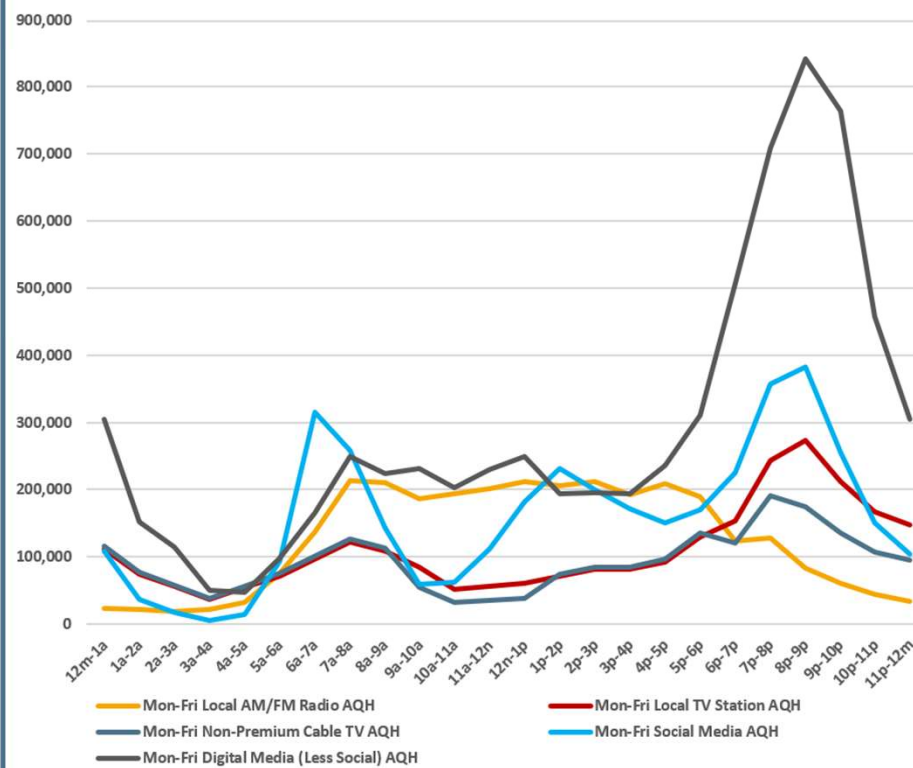


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,367; Social Media: 7,616; Local Radio: 7,180; Non-Prem. Cable: 4,342; Local TV: 3,936 reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electr

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



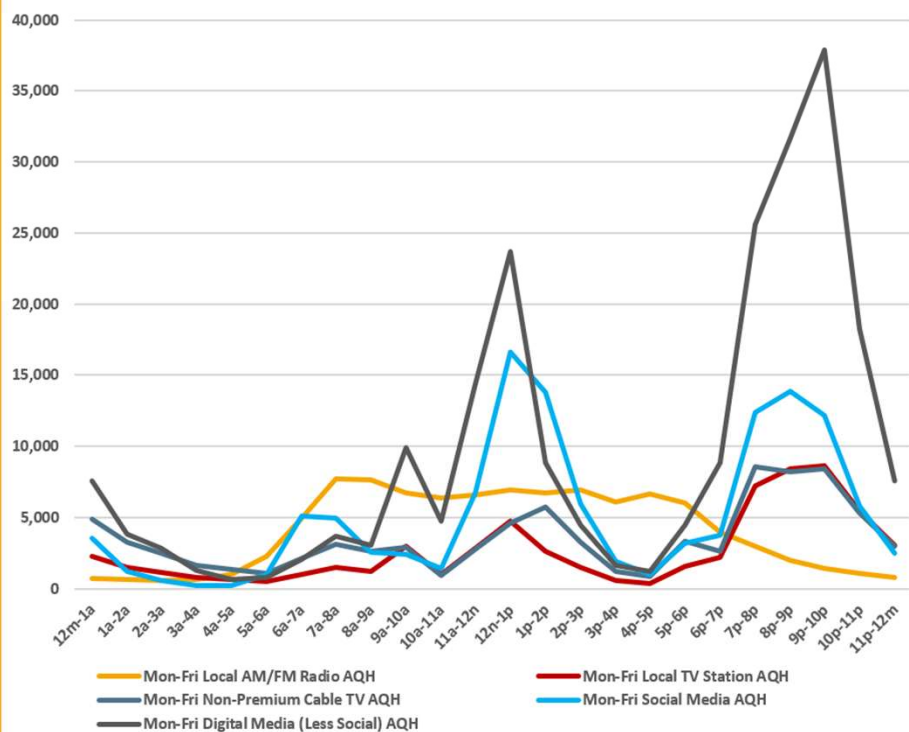
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 - 64



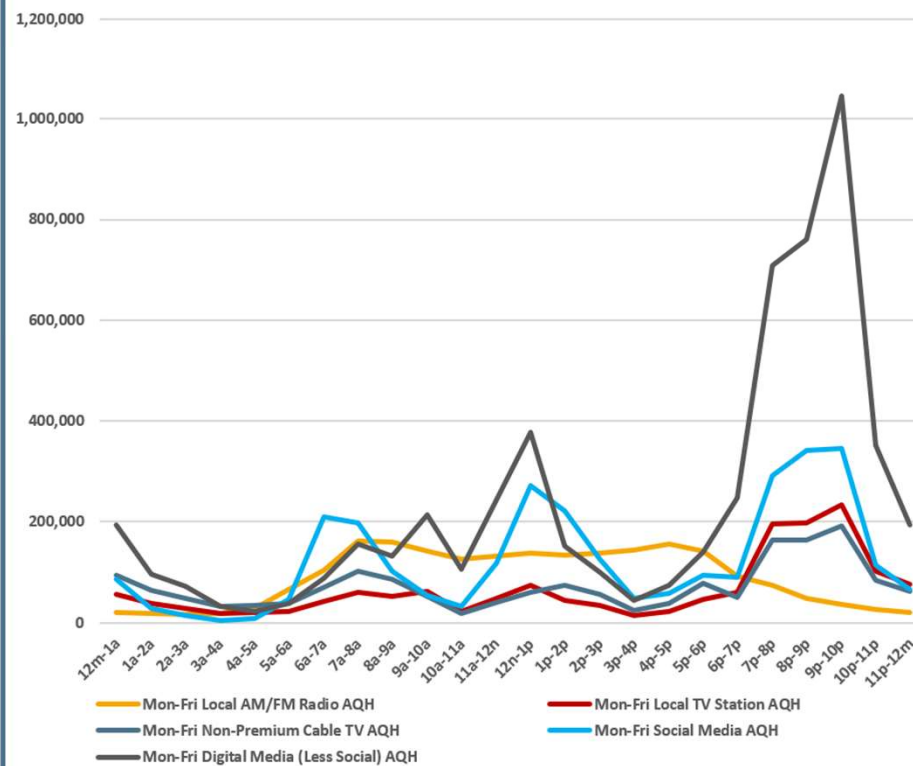


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,992; Local Radio: 6,418; Social Media: 5,336; Non-Prem. Cable: 2,773; Local TV: 1,853 reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electri

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



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



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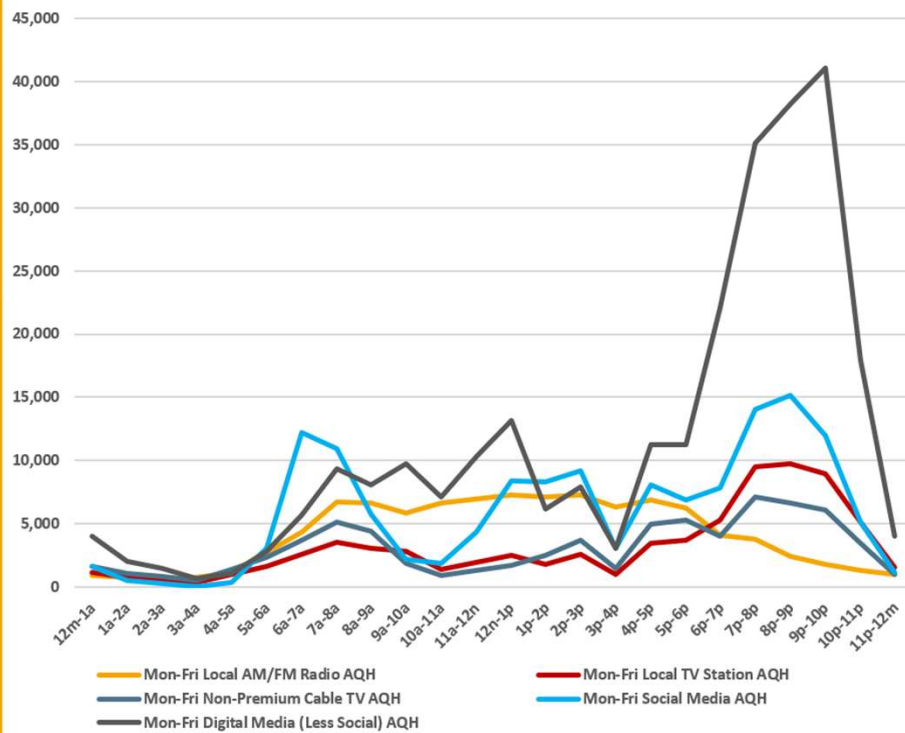
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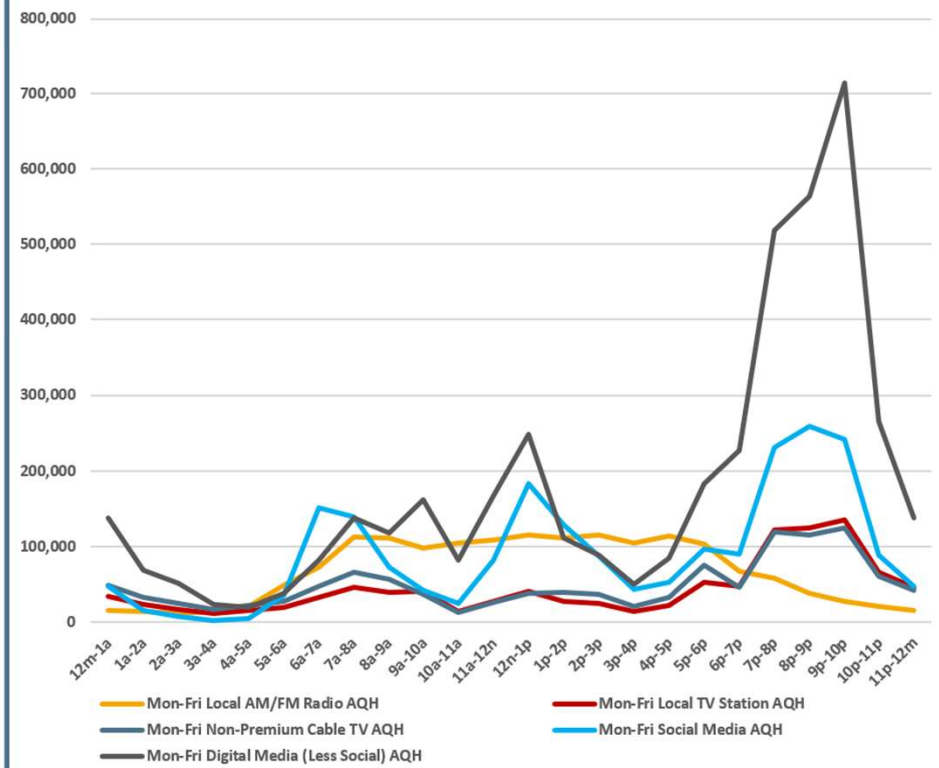


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,642; Social Media: 6,859; Local Radio: 6,345; Non-Prem. Cable: 3,165; Local TV: 2,755 reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electri

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



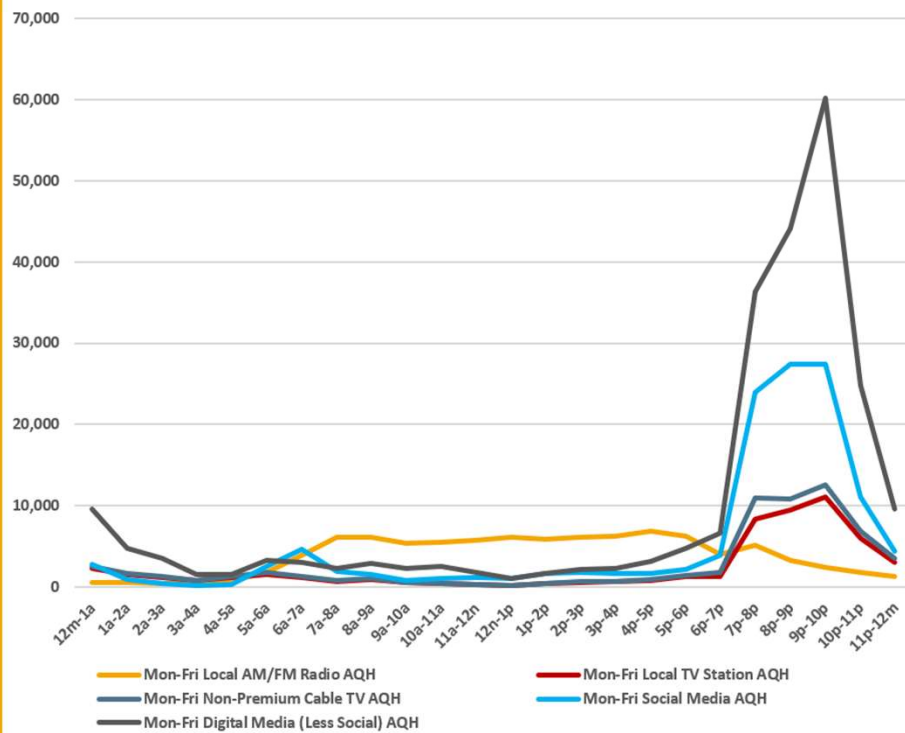
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 35 - 64



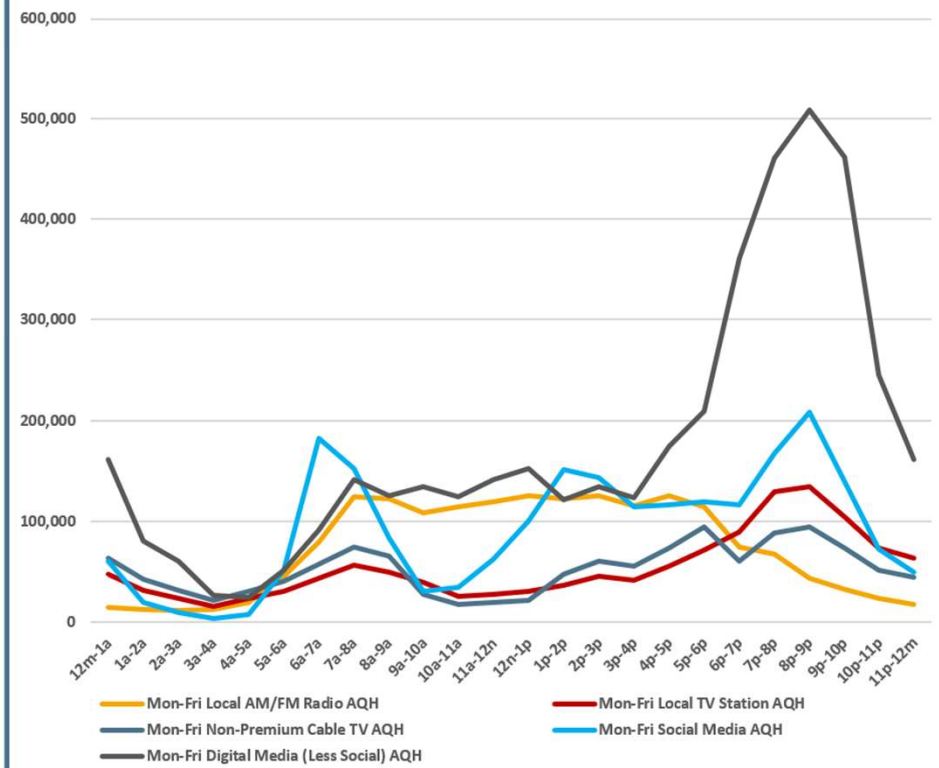


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,732; All Other Digital Media: 2,813; Social Media: 1,922; Non-Prem. Cable: 830; Local TV: 725 reaching Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

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



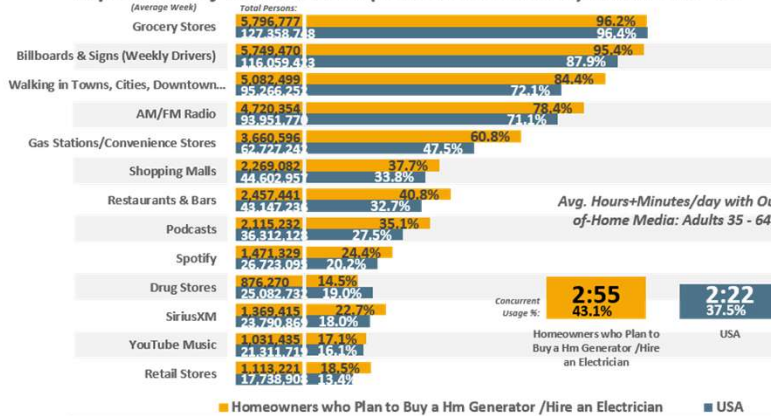
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 35 - 64



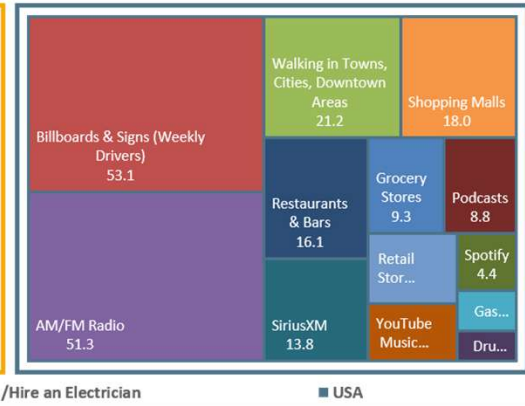
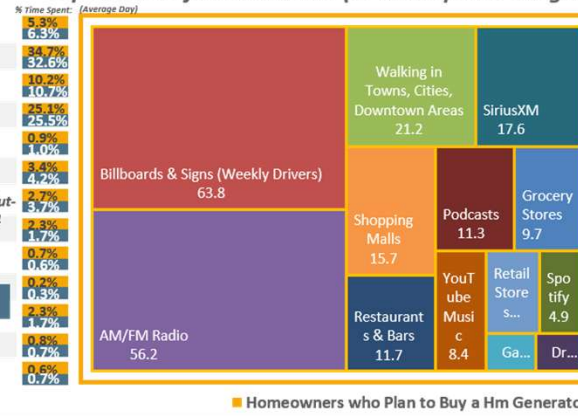


5,749,470 or 95.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 63.8 minutes per day driving, seeing Billboards and Signs. 73.3% Listen to Local Radio Stations Out-of-Home for an average of 49.2 minu

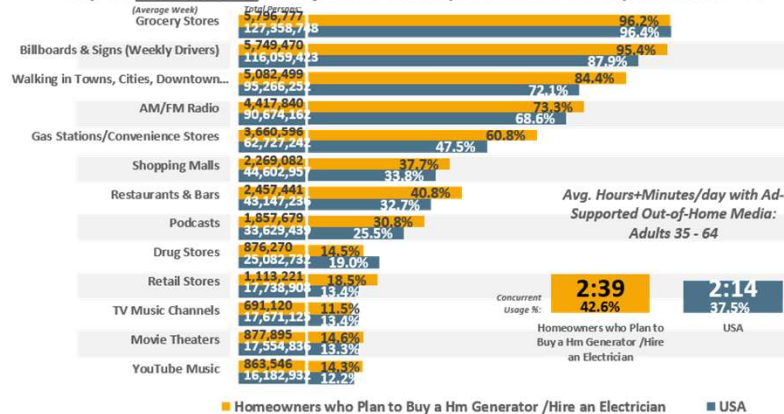
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



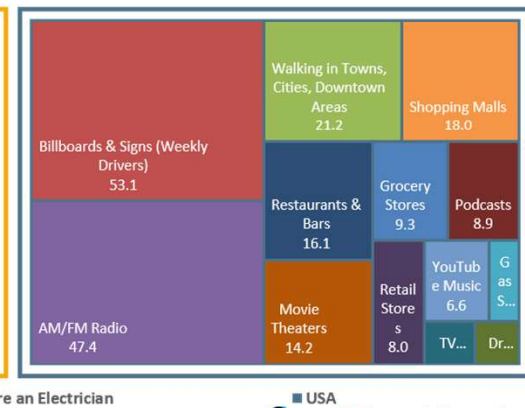
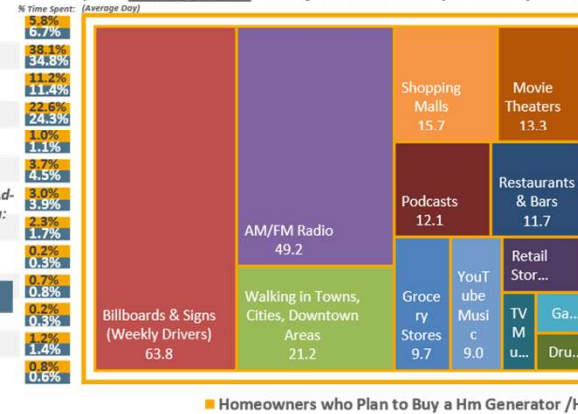
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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

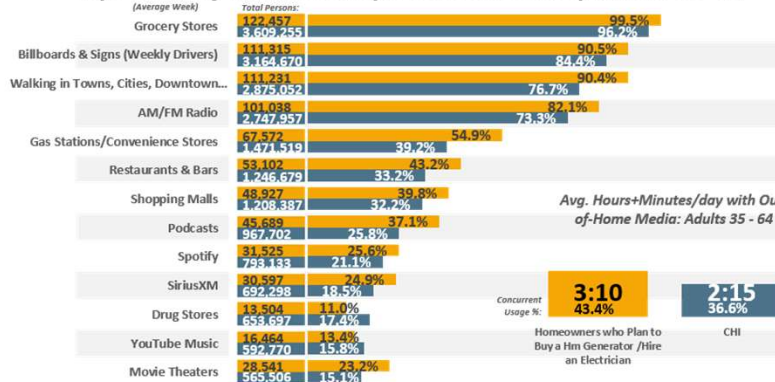
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

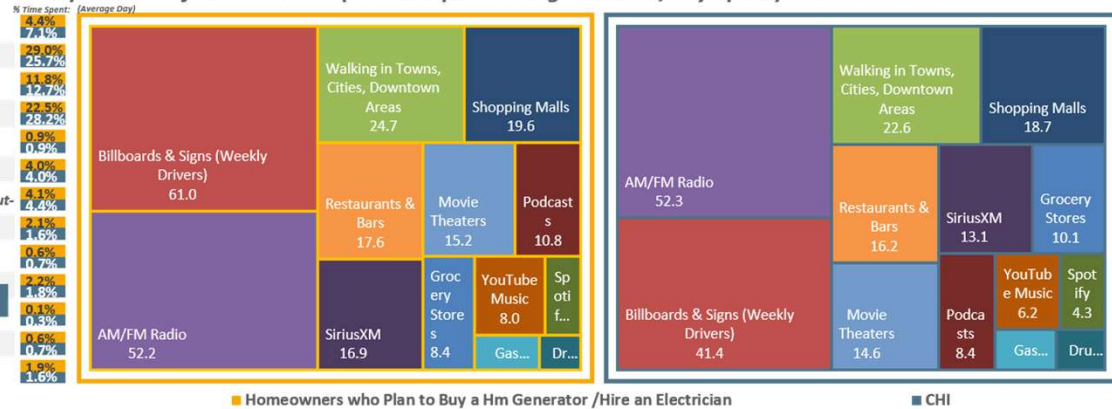


111,315 or 90.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 61. minutes per day driving, seeing Billboards and Signs. 78.% Listen to Local Radio Stations Out-of-Home for an average of 48.3 minutes/

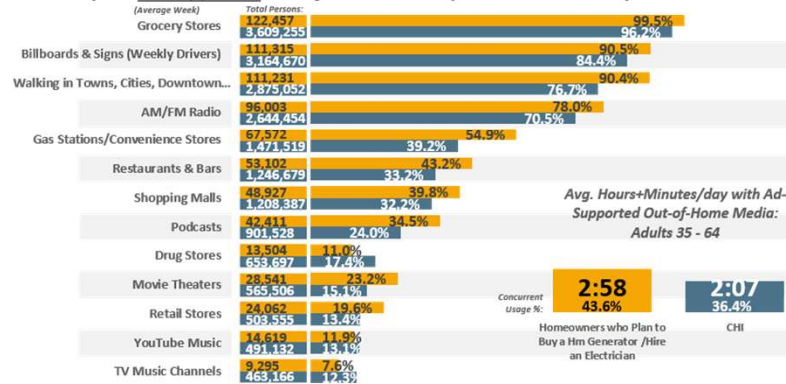
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



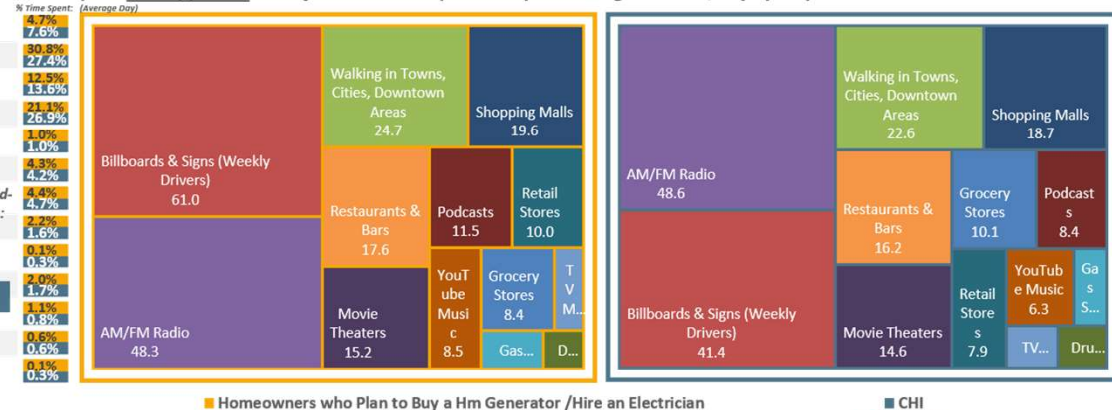
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 138
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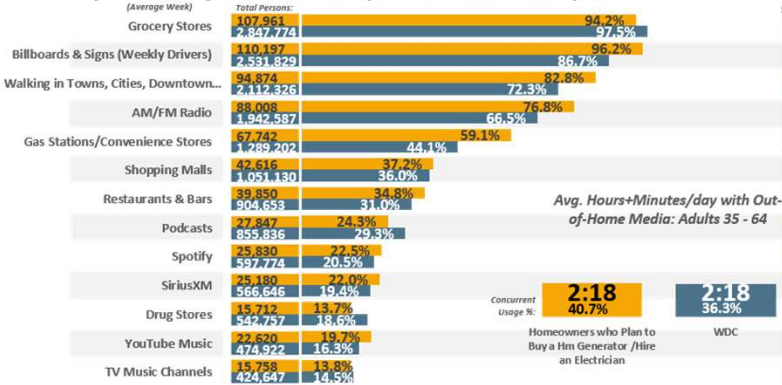
soefa.ai Share of Everything for Anything

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

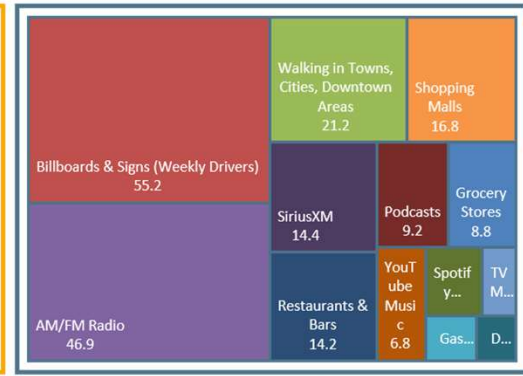
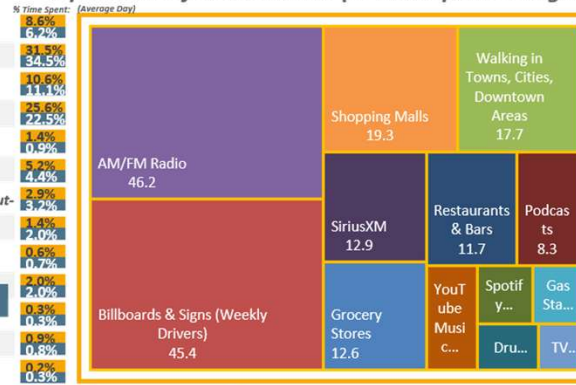


110,197 or 96.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 45.4 minutes per day driving, seeing Billboards and Signs. 74.3% Listen to Local Radio Stations Out-of-Home for an average of 44. minutes

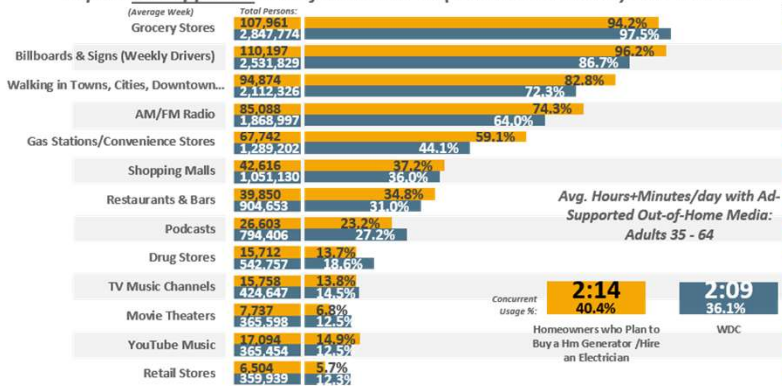
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



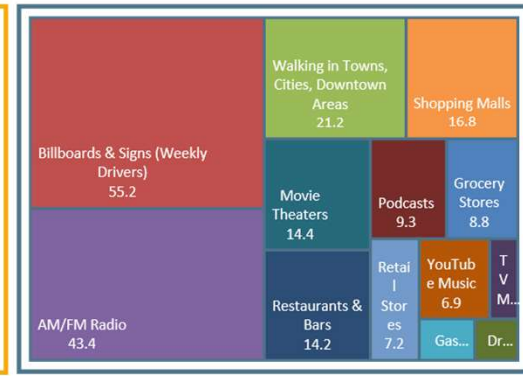
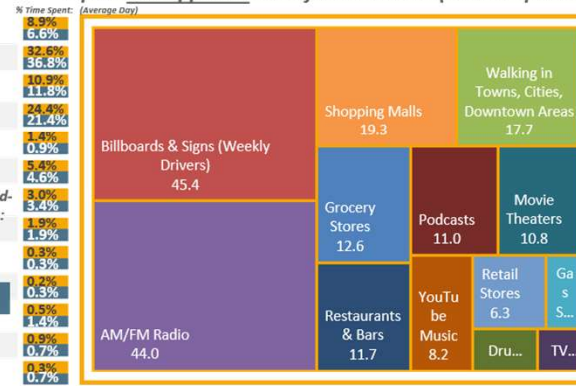
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 193
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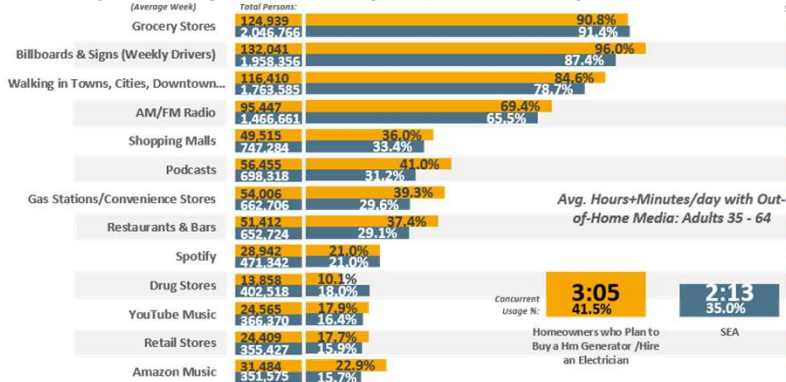
soefa.ai Share of Everything for Anything

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

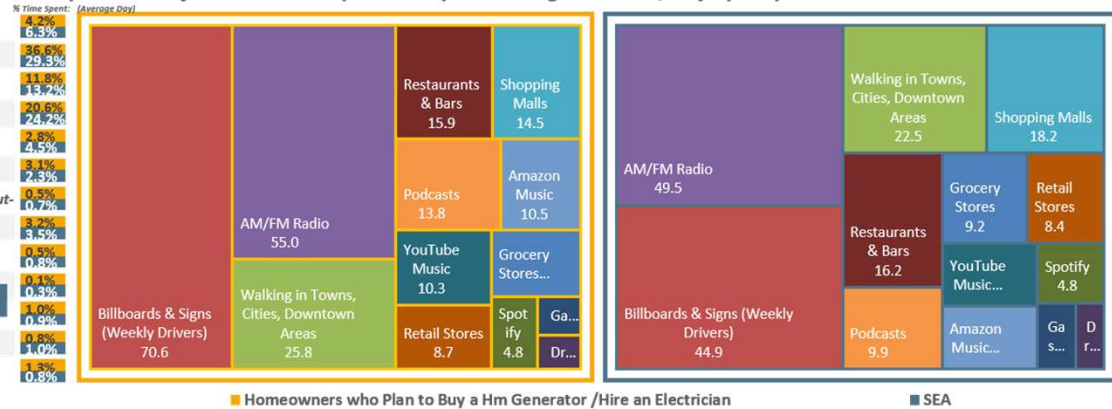


132,041 or 96.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 63.4% Listen to Local Radio Stations Out-of-Home for an average of 43.7 minutes

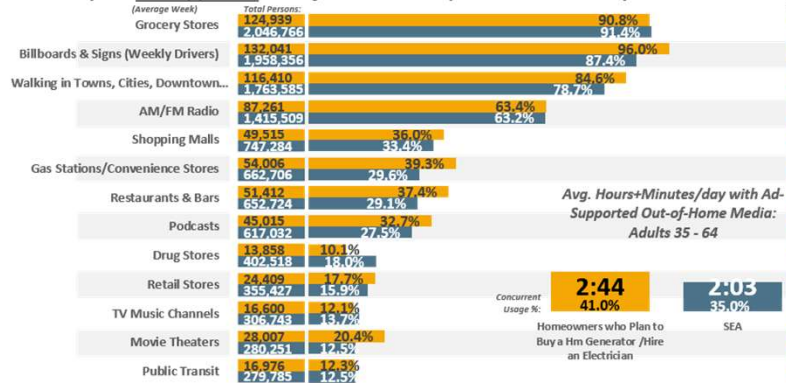
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



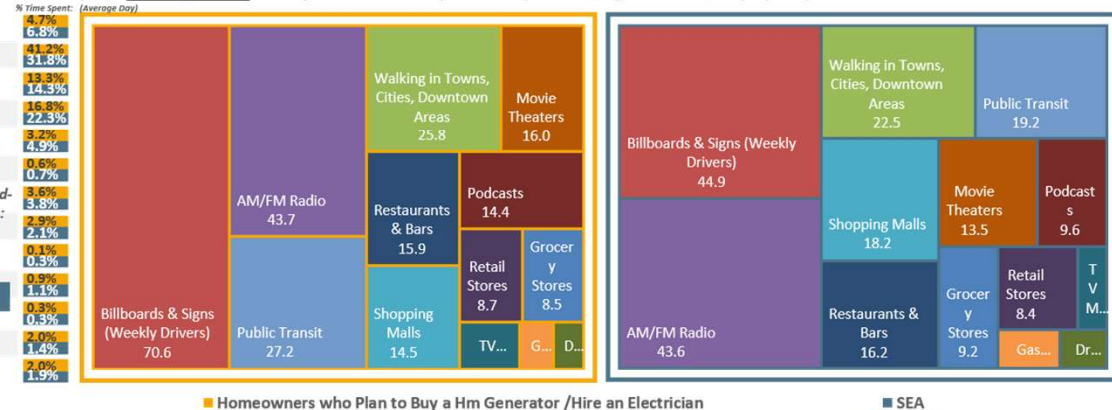
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



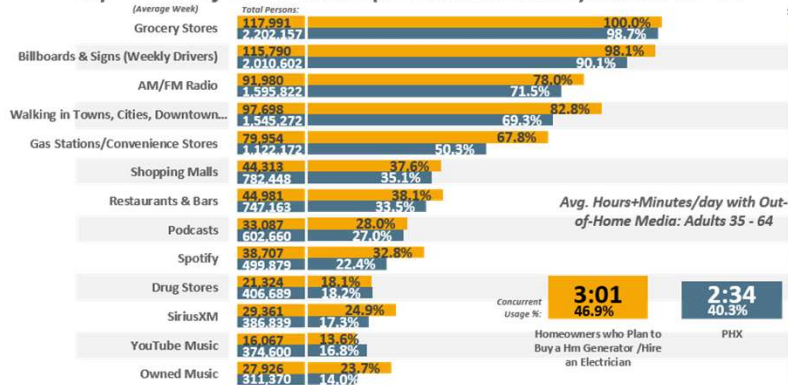
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



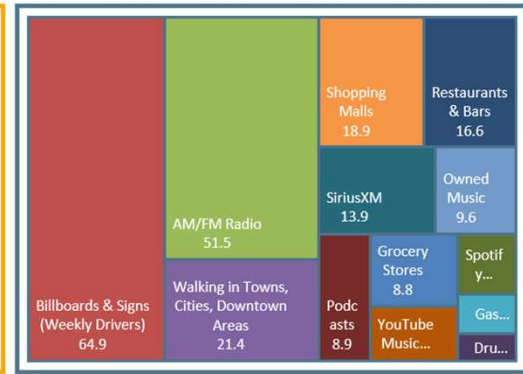
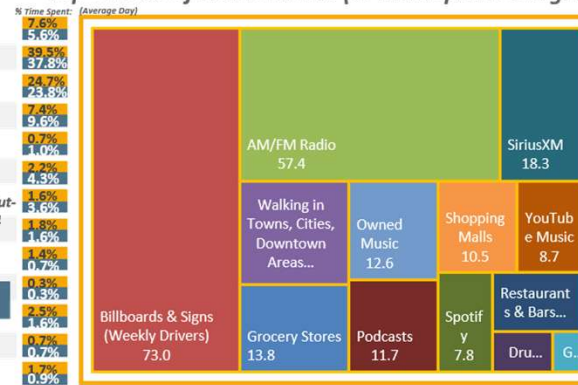


115,790 or 98.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 73. minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minutes

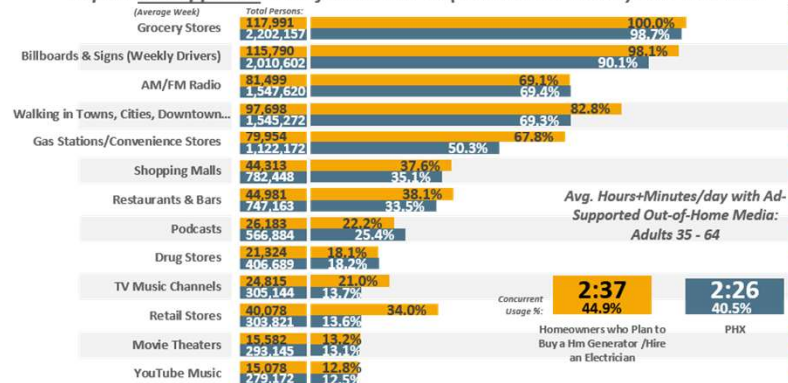
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



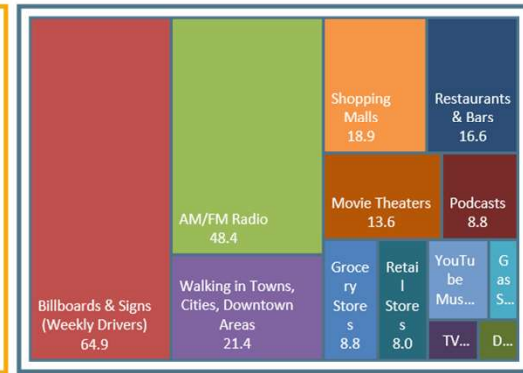
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



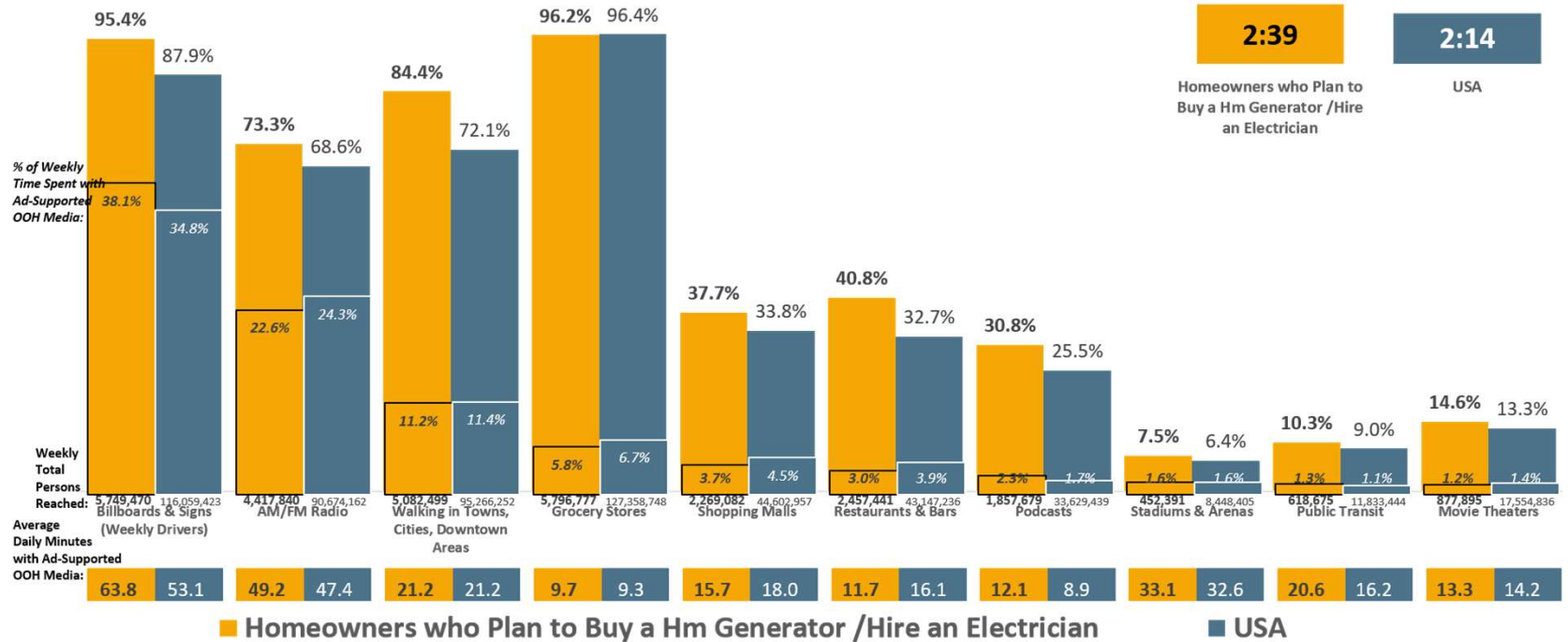


5,749,470 or 95.4% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 63.8 minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 953
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]

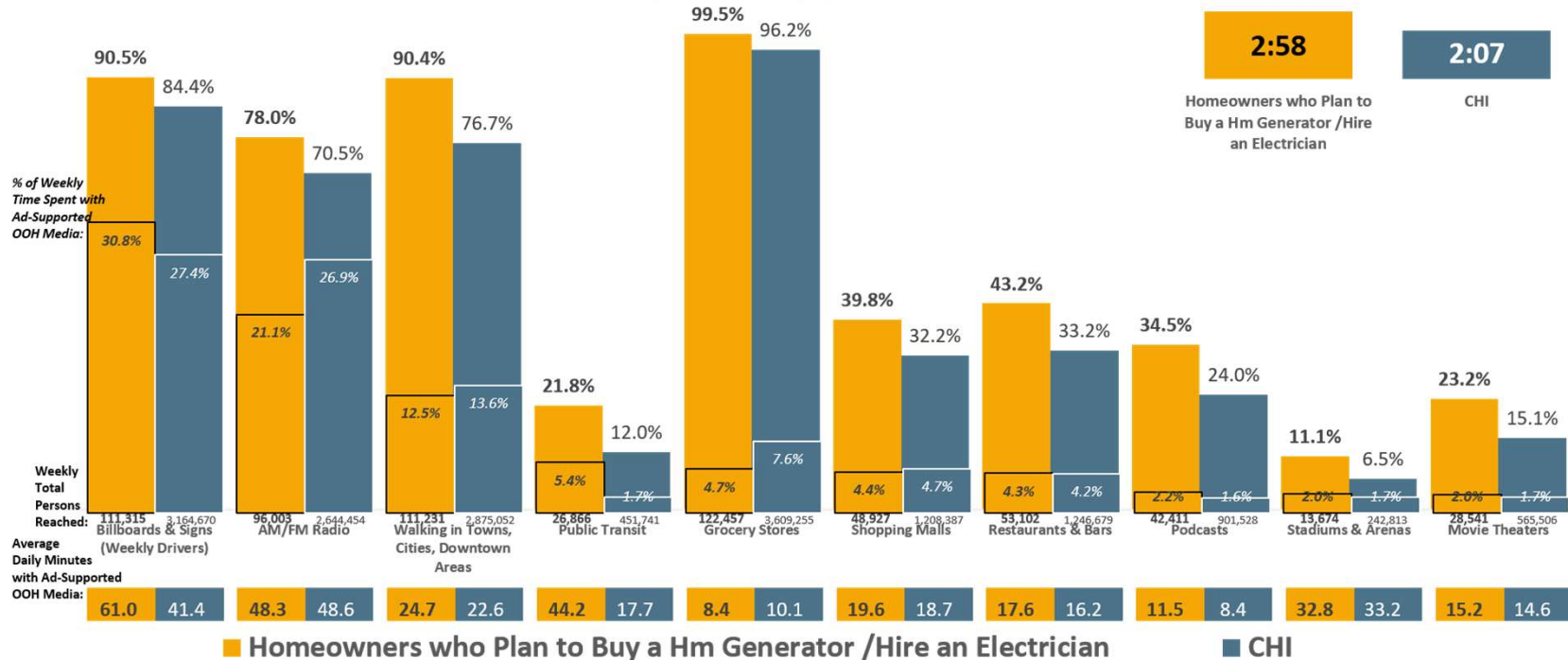


111,315 or 90.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 61. minutes per day driving, seeing Billboards and Signs representing 30.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:58
Homeowners who Plan to Buy a Hm Generator /Hire an Electrician

2:07
CHI

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 138
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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

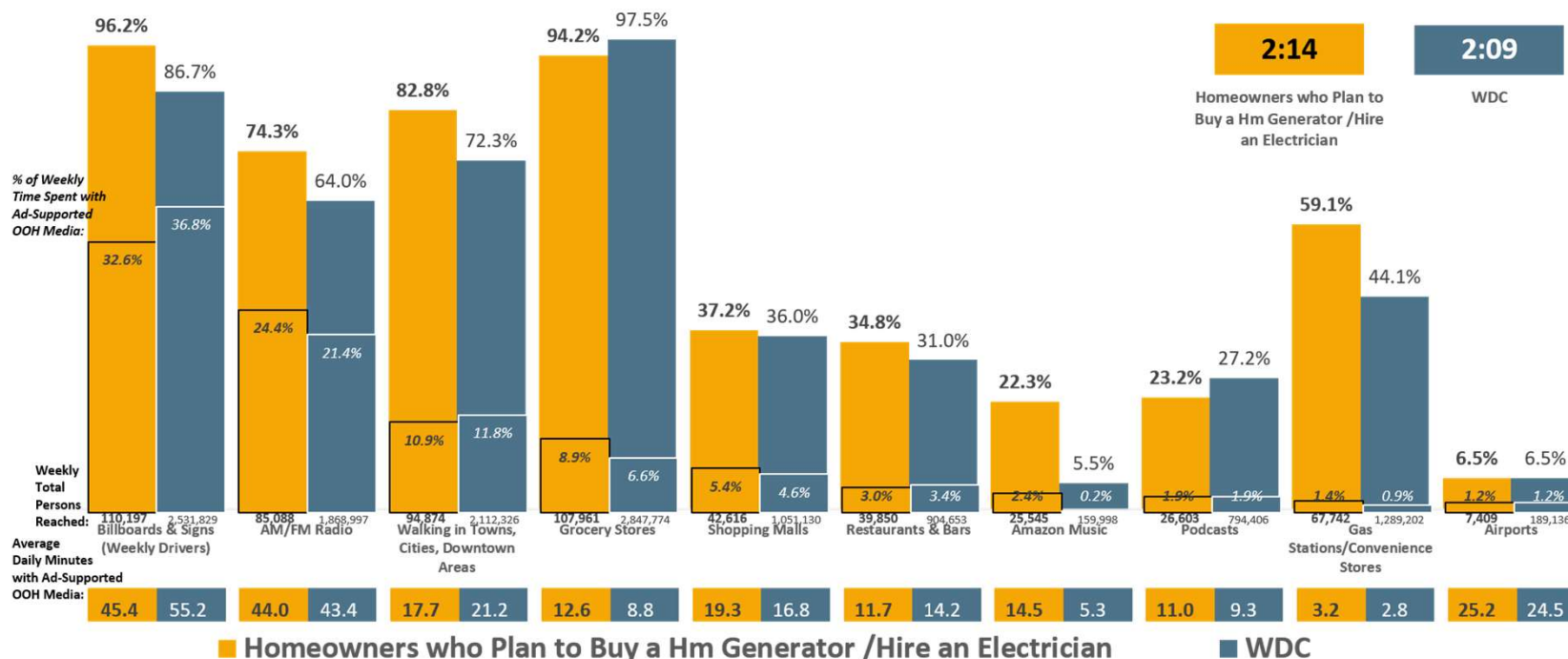


110,197 or 96.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 45.4 minutes per day driving, seeing Billboards and Signs representing 32.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:14

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

2:09

WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 193 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)))

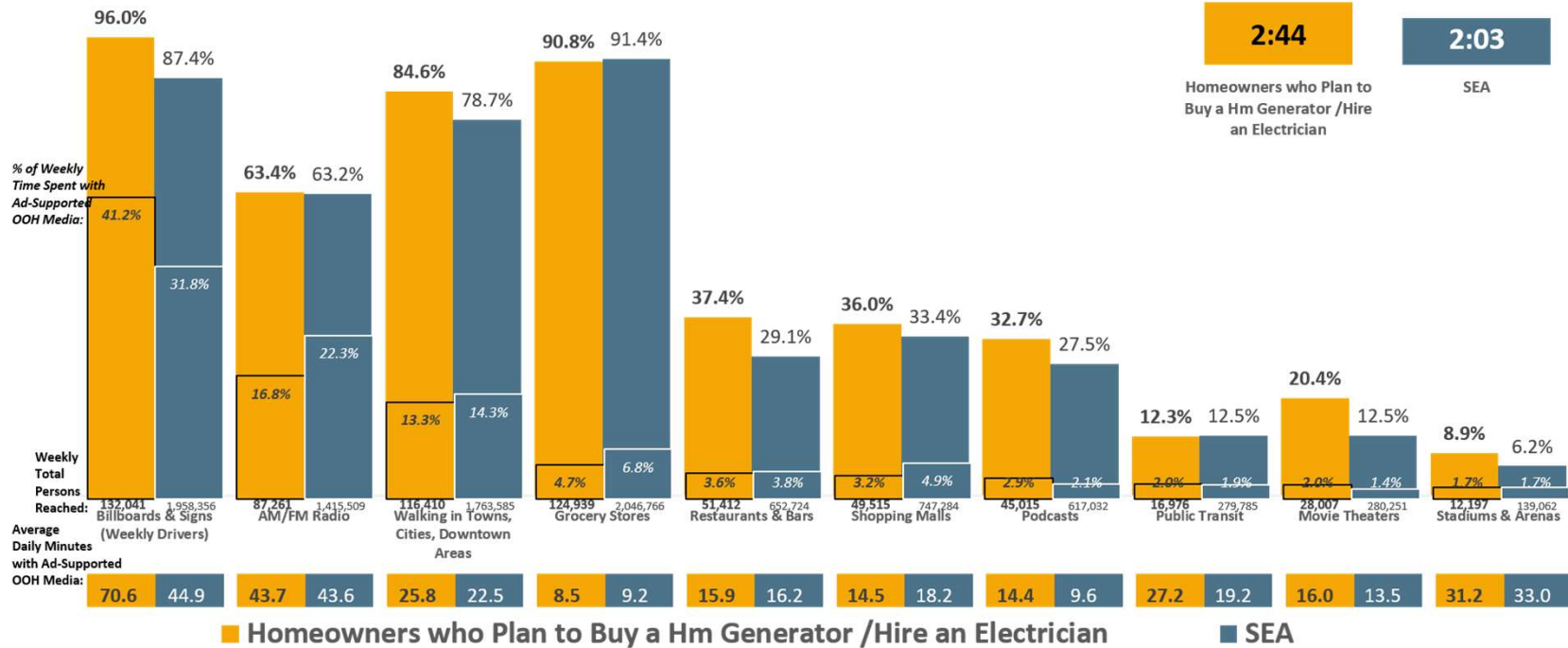


132,041 or 96.0% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 70.6 minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

SEA

2:44

2:03

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 192 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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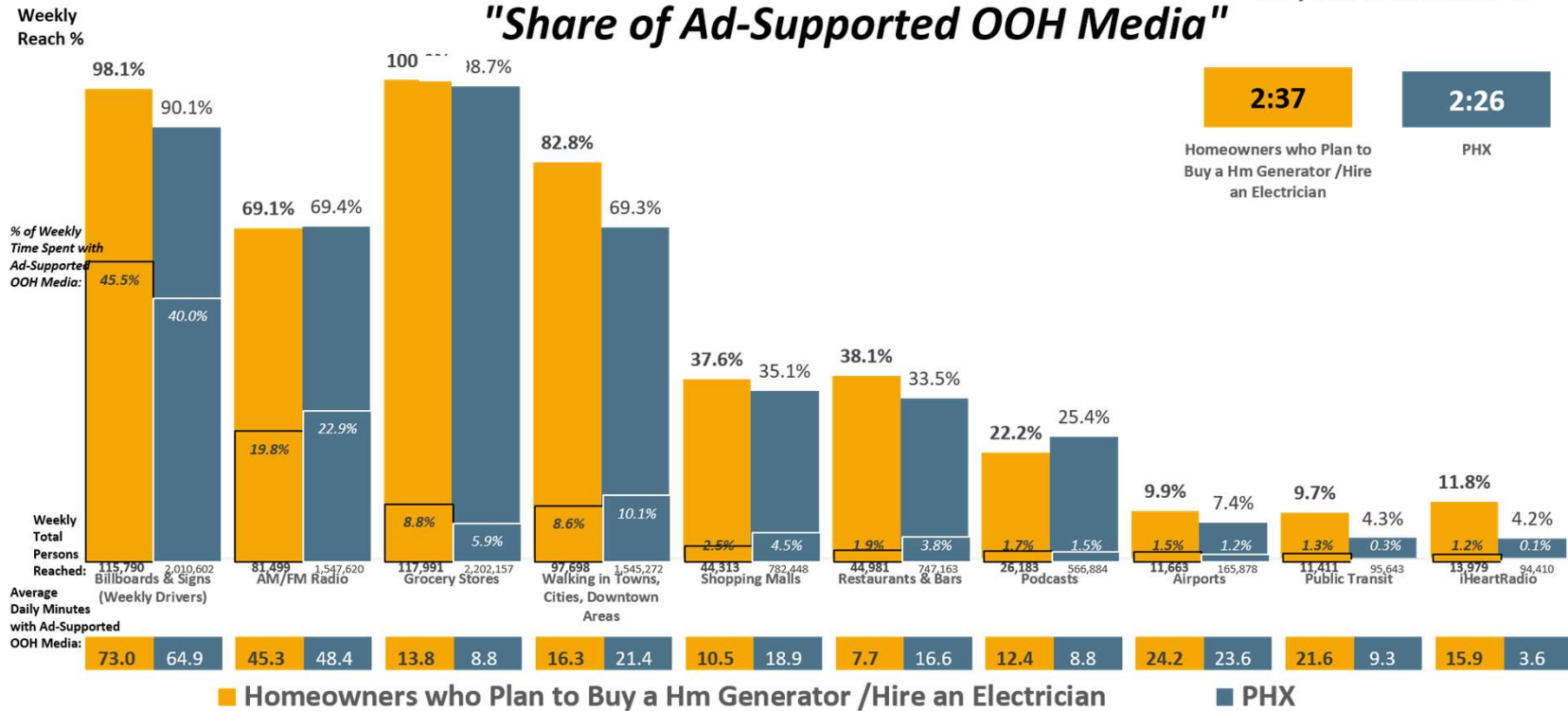
soefa.ai Share of Everything for Anything

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



115,790 or 98.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 73. minutes per day driving, seeing Billboards and Signs representing 45.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 89
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

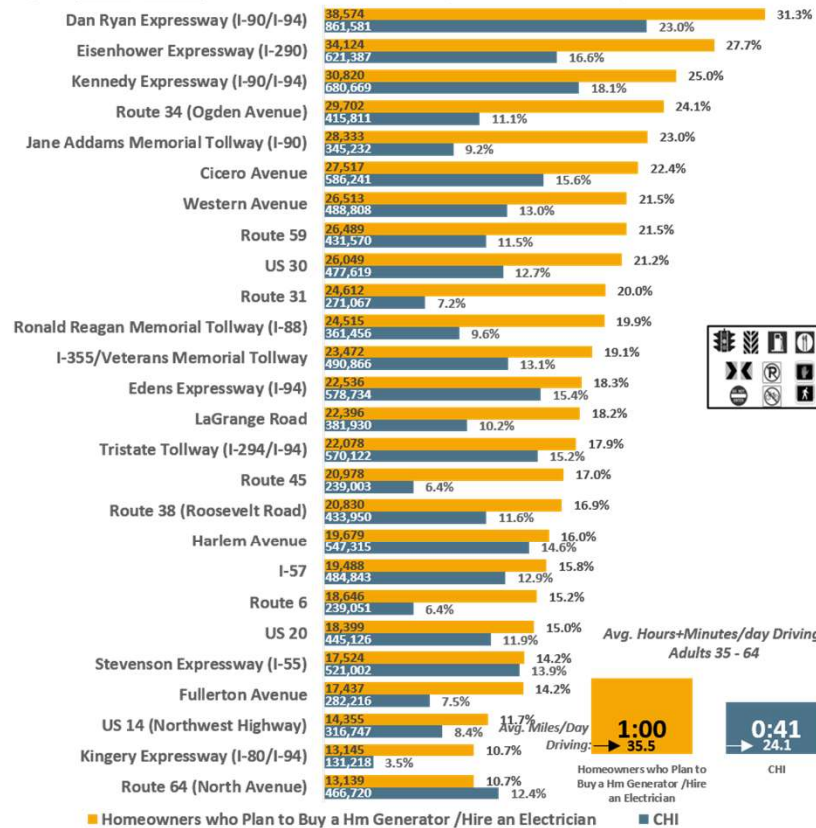
soefa.ai Share of Everything for Anything

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

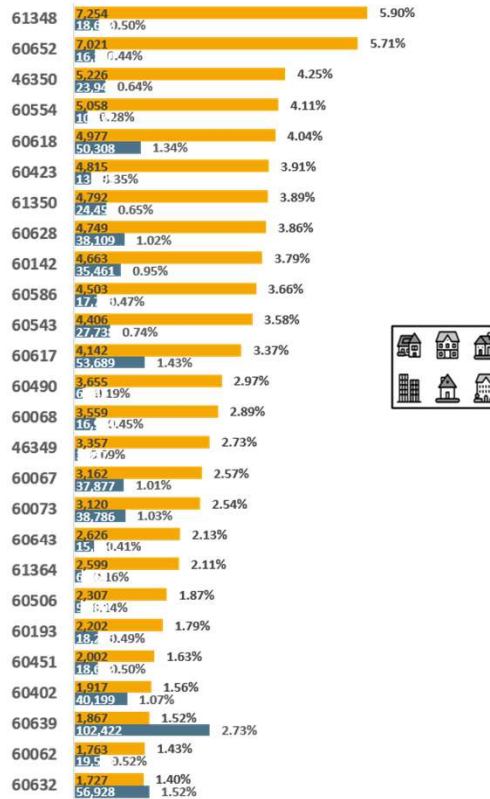


111,315 or 90.5% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 61. minutes per day driving an average of 35.5 miles each day and are 176.8% more likely to use Route 31 than the Metro average.

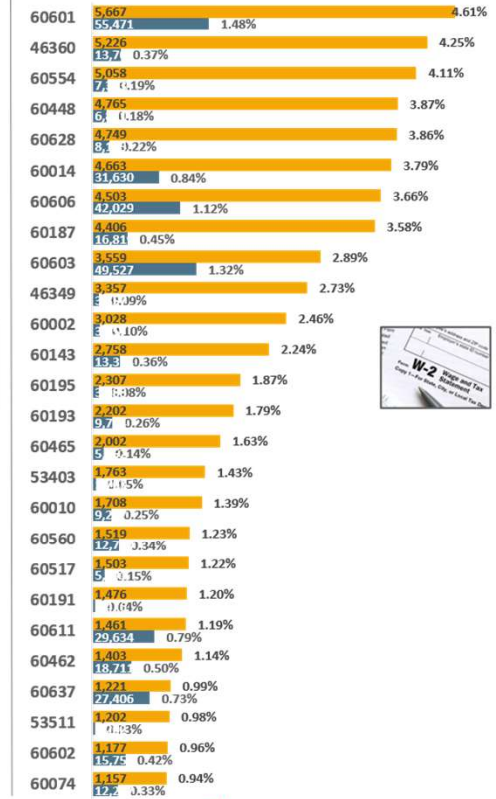
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



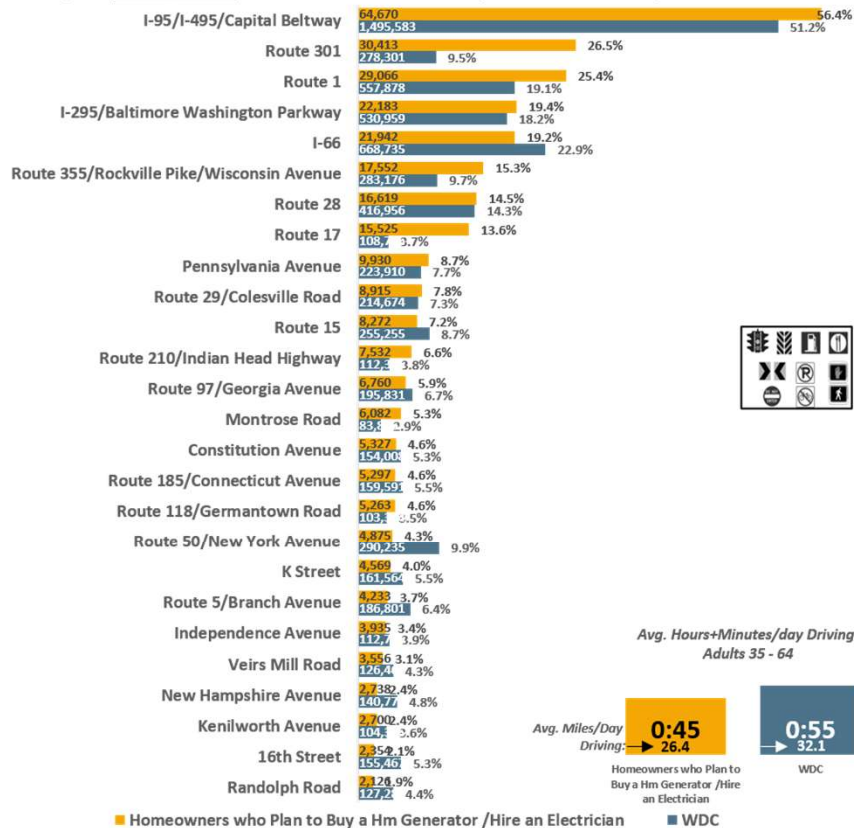
Top-26 Employment Zip Codes: Adults 35 - 64



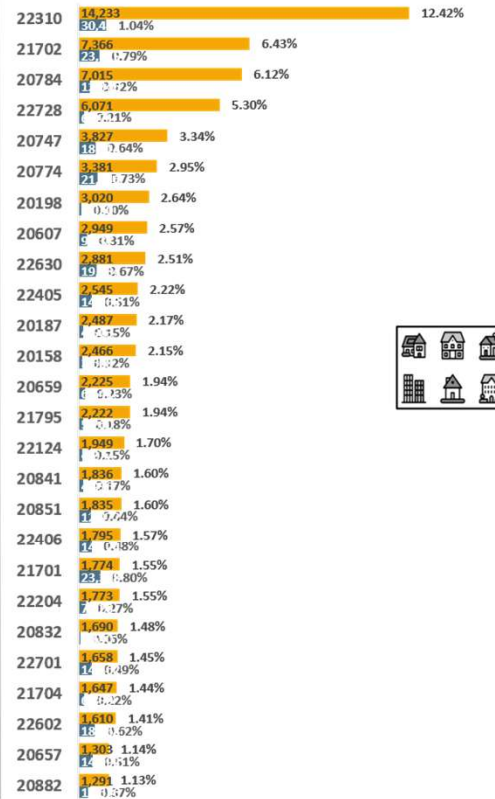


110,197 or 96.2% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 45.4 minutes per day driving an average of 26.4 miles each day and are 264.2% more likely to use Route 17 than the Metro average.

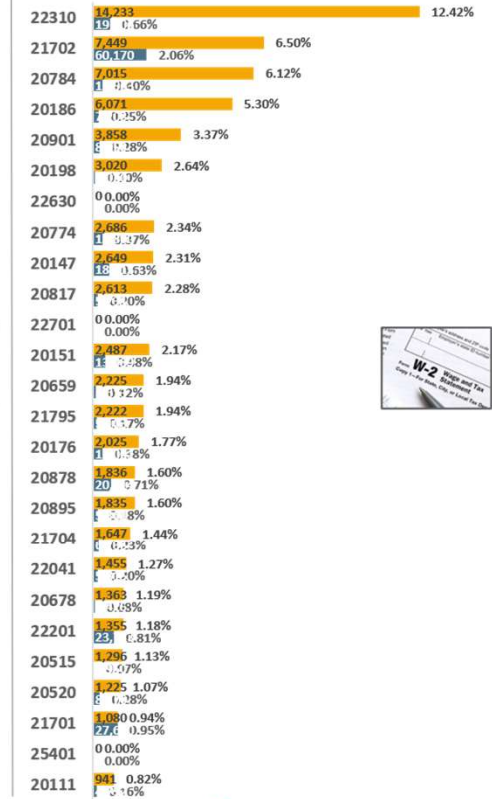
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



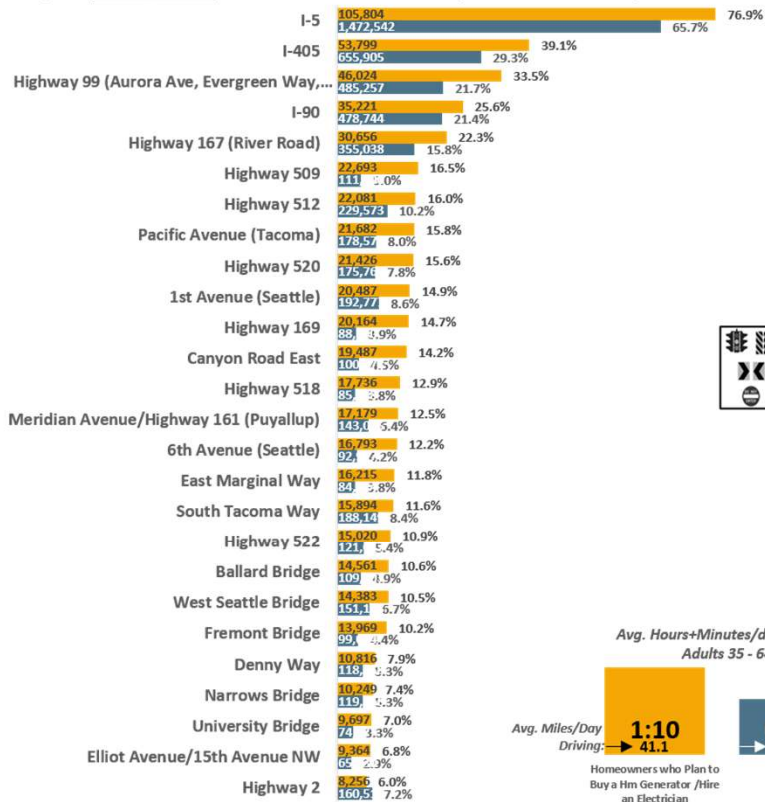
Top-26 Employment Zip Codes: Adults 35 - 64





132,041 or 96.% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 70.6 minutes per day driving an average of 41.1 miles each day and are 273.% more likely to use Highway 169 than the Metro average.

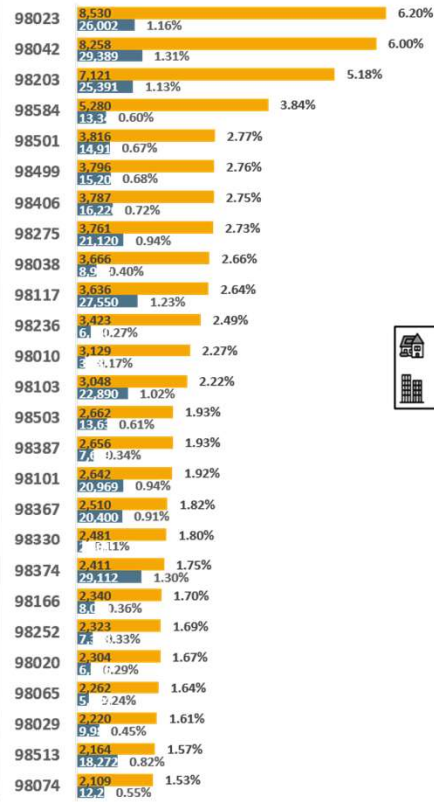
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



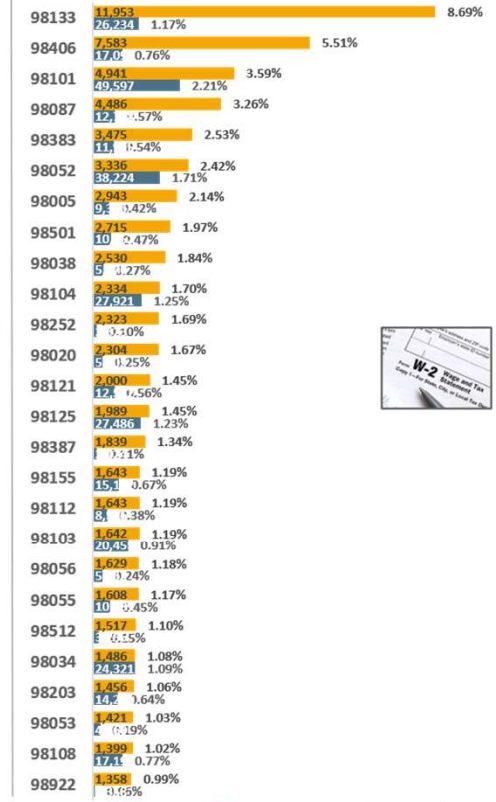
Avg. Hours+Minutes/day Driving:
Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64

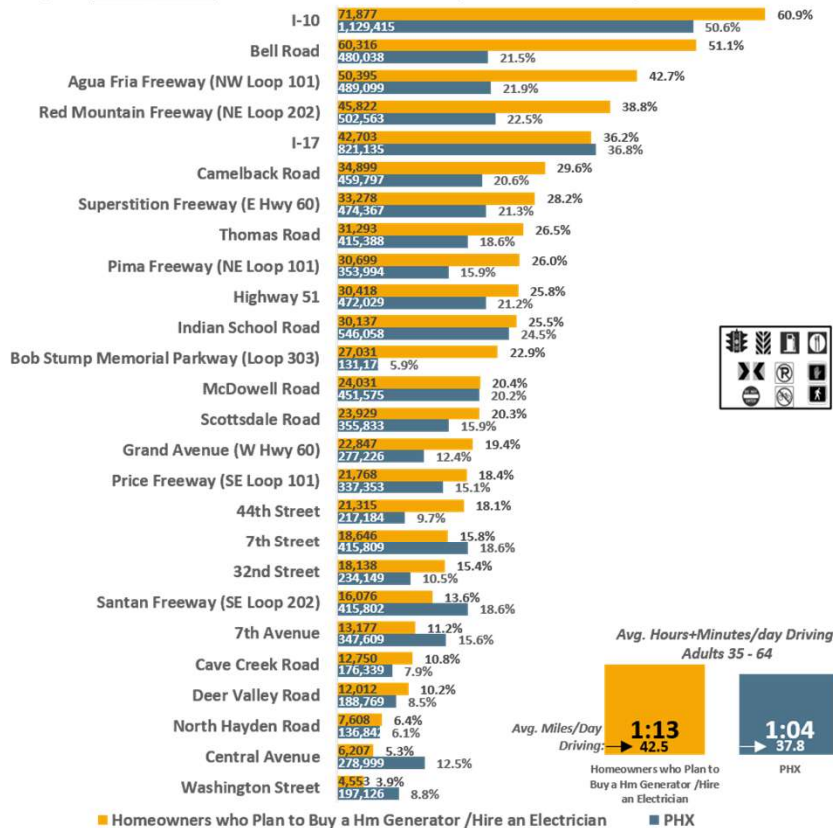


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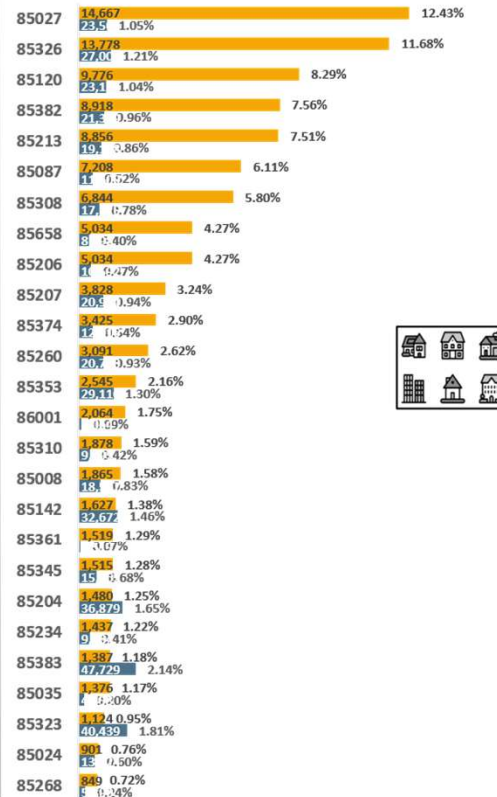


115,790 or 98.1% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician spend an average of 73. minutes per day driving an average of 42.5 miles each day and are 289.6% more likely to use Bob Stump Memorial Parkway (Loop 303) tha

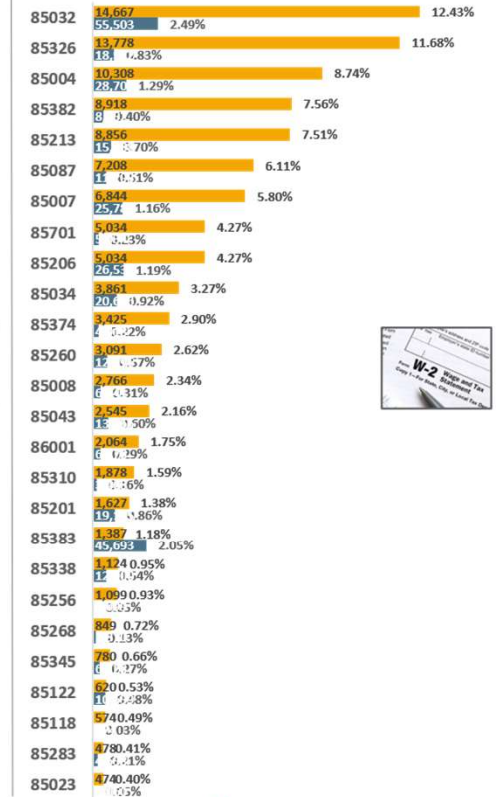
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64

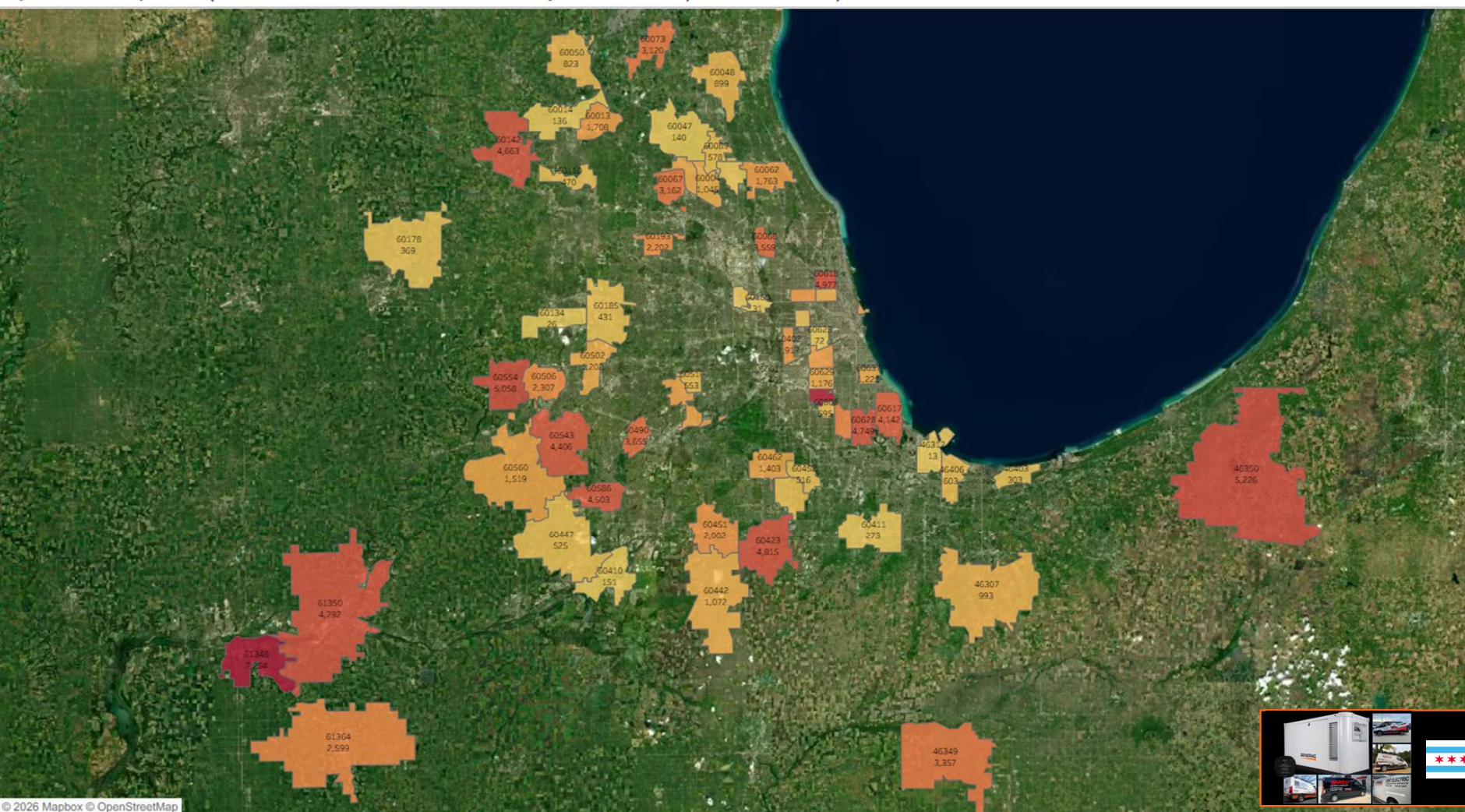


Top-26 Employment Zip Codes: Adults 35 - 64



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



SUM(Adults 35 - 64 Ho...
13 7,254



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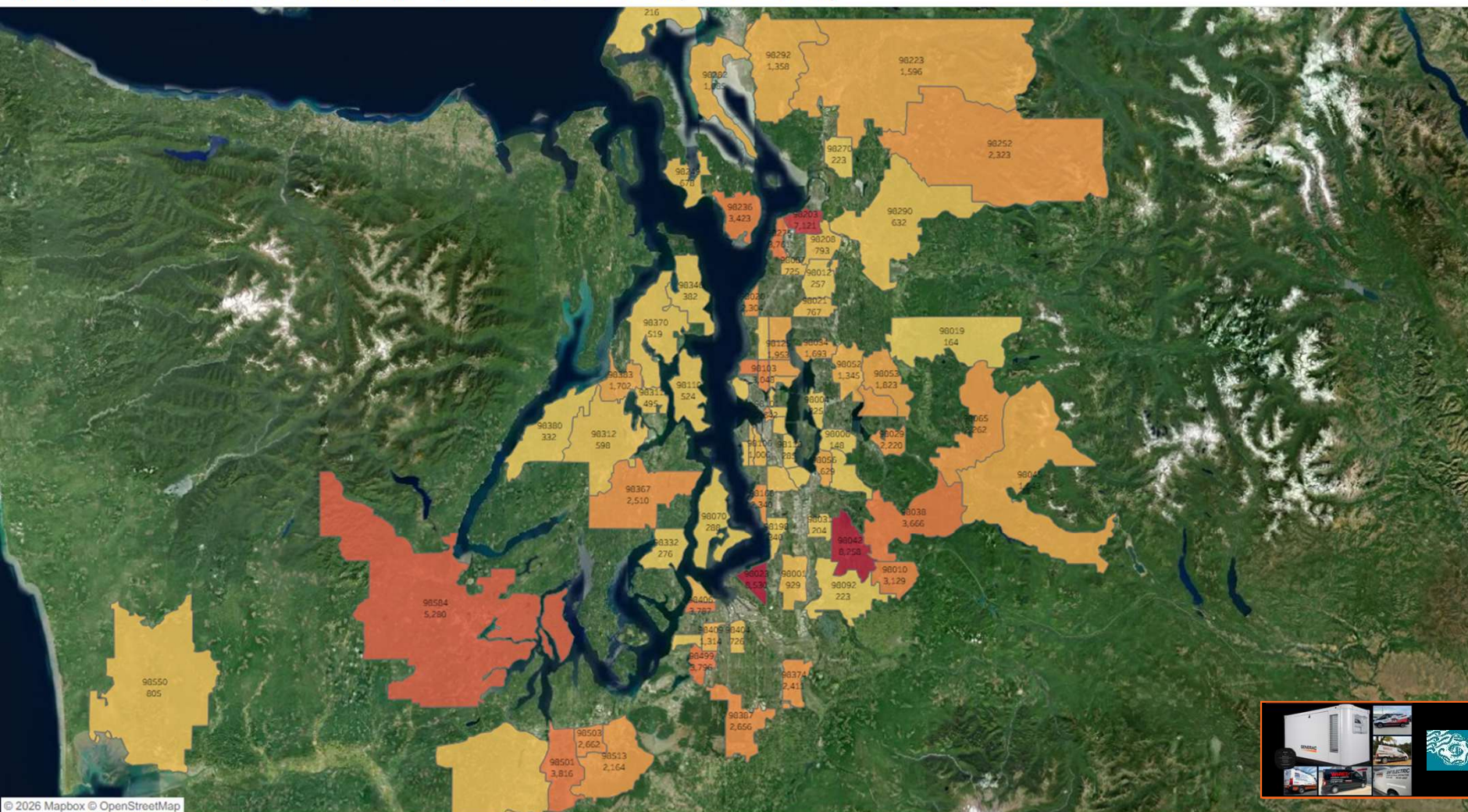
soefa.ai Share of Everything for Anything

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

▼



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



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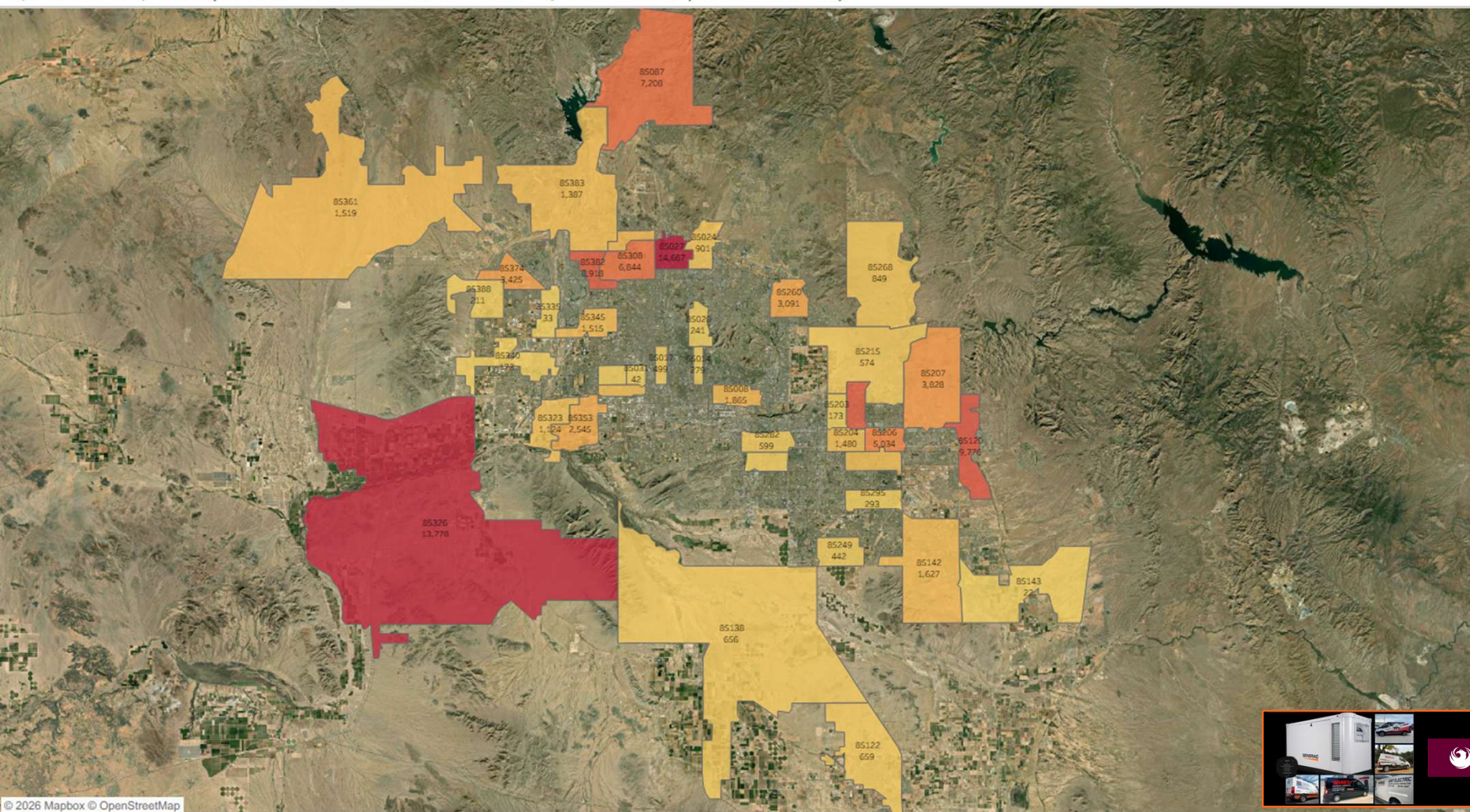
SEA DIMA Scarborough R1 2025: Mar25-Mar25 Qual Intab
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192

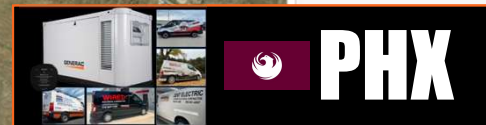
soefa.ai Share of Everything for Anything

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

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



SUM(Adults 35 - 64 Ho...

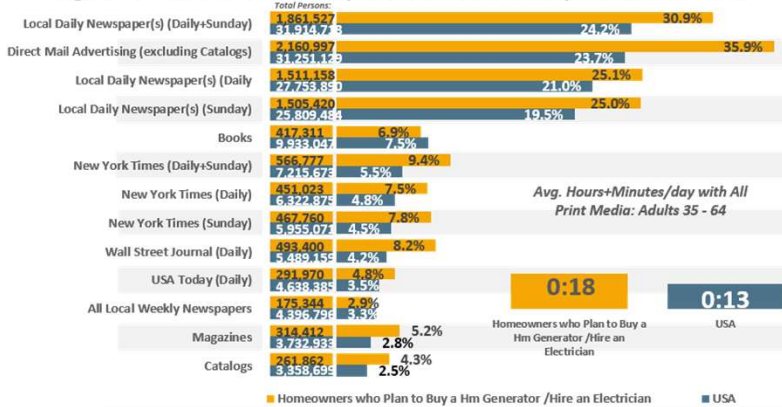


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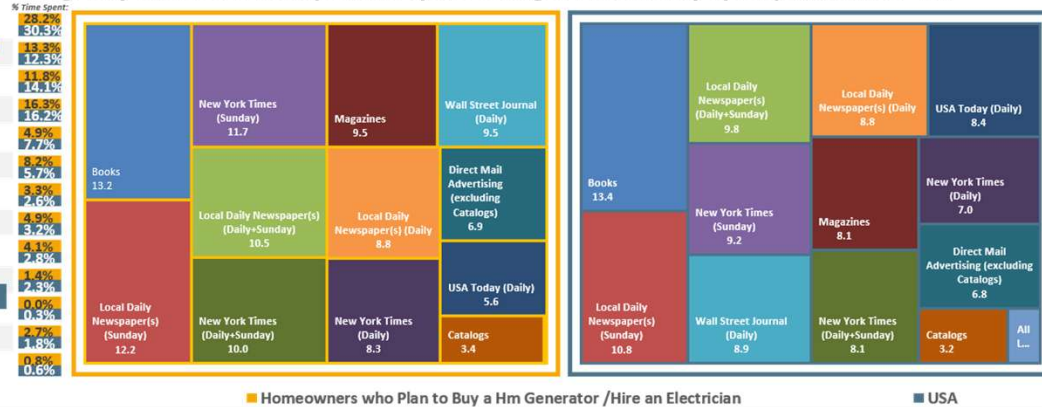


1,861,527 or 30.9% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 29.6% of all time spent daily with All forms of Print M

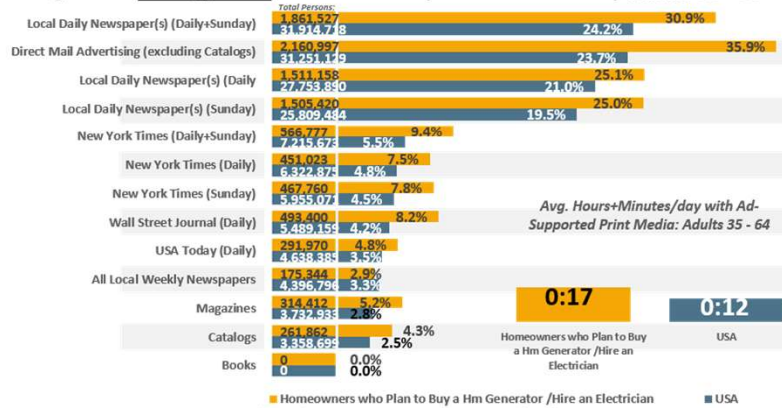
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



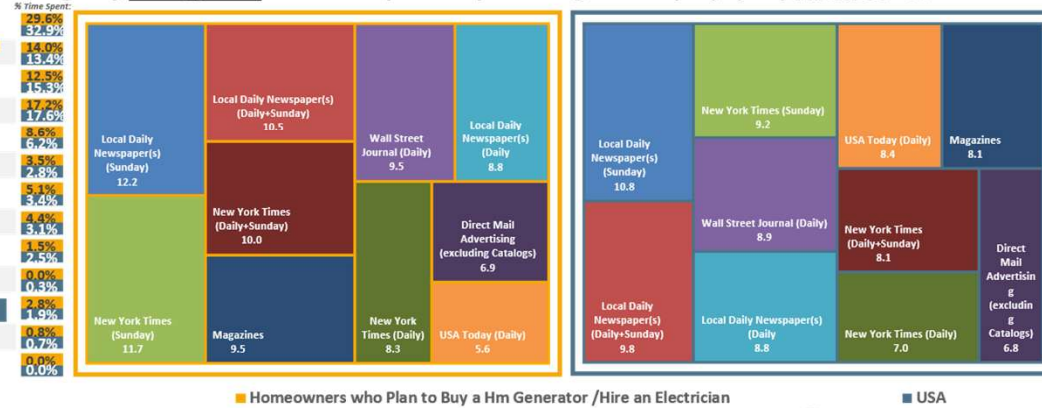
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



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

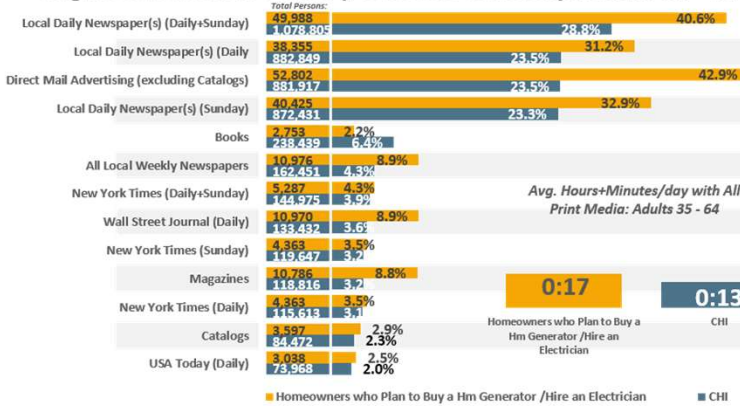
soefa.ai Share of Everything for Anything

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

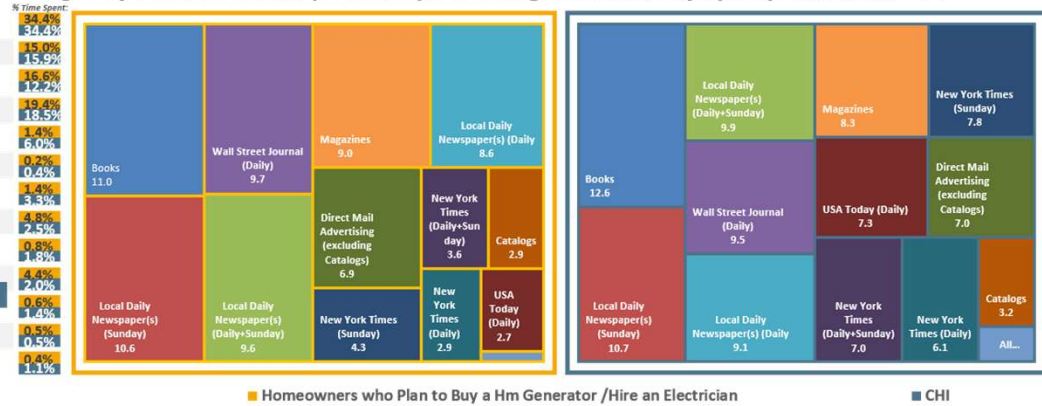


49,988 or 40.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 34.9% of all time spent daily with All forms of Print Media

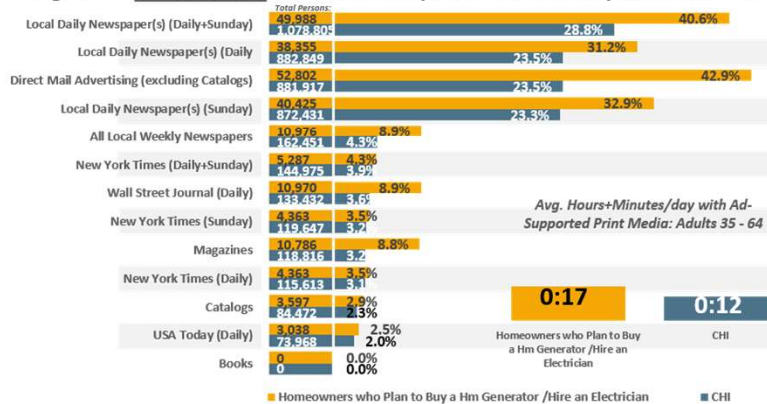
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



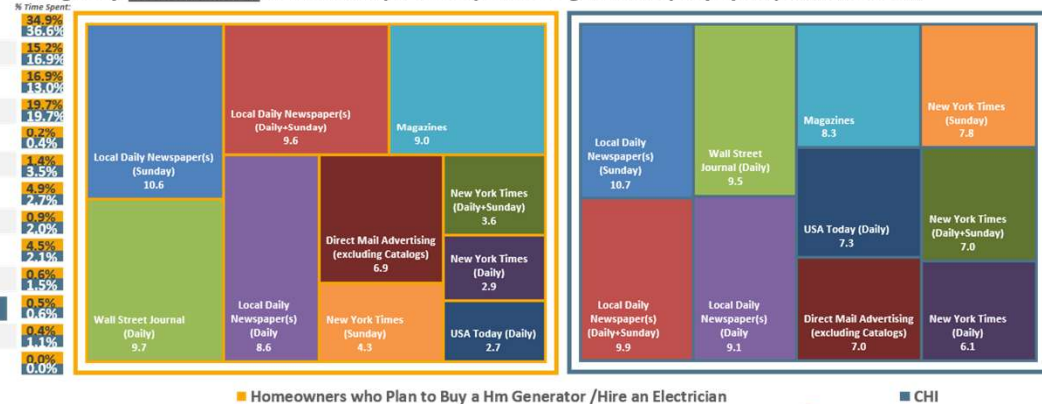
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



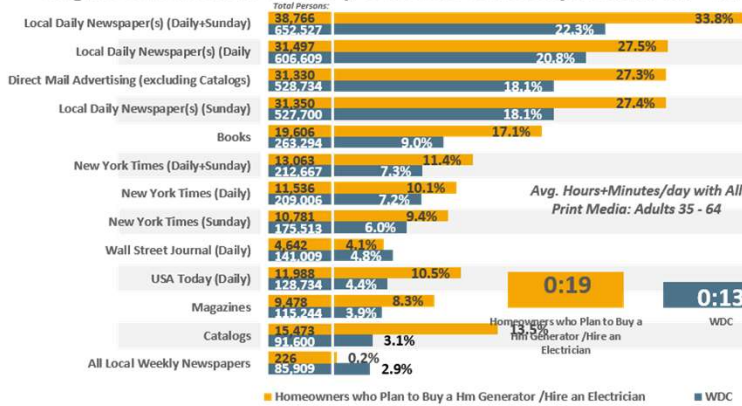
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



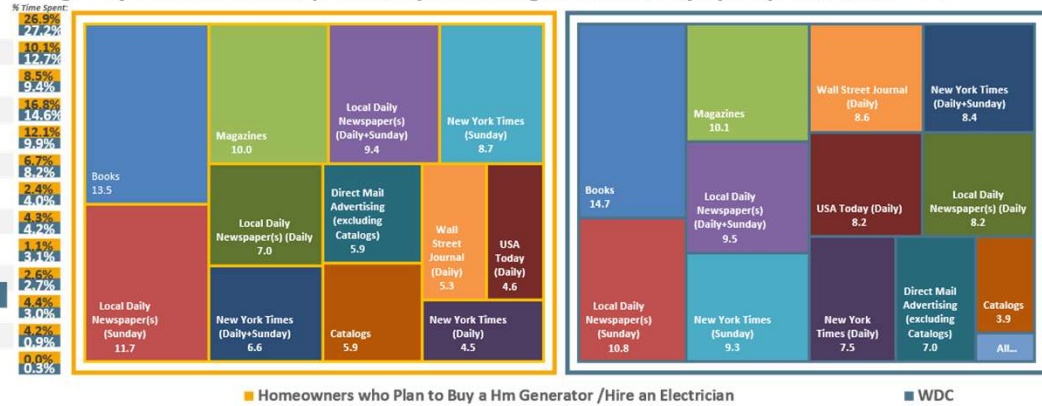


38,766 or 33.8% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 30.7% of all time spent daily with All forms of Print Media

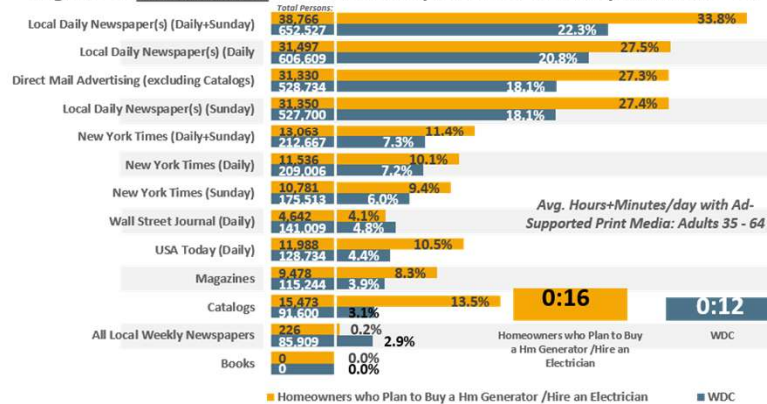
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



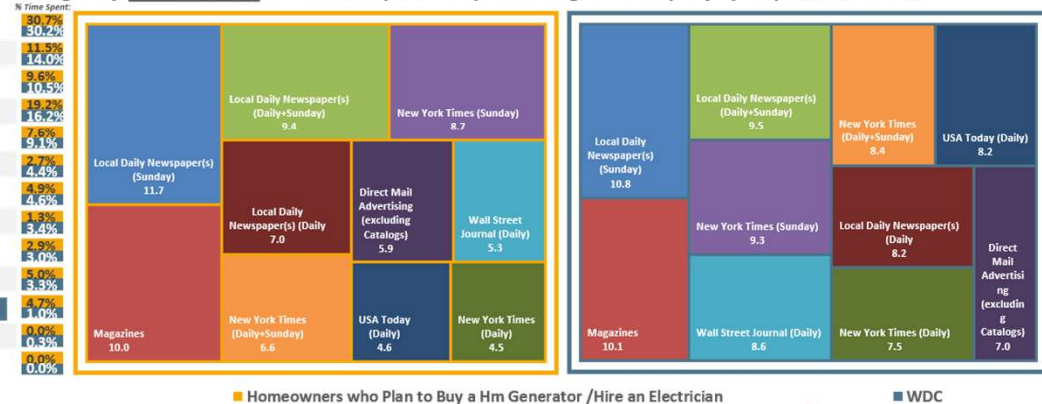
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



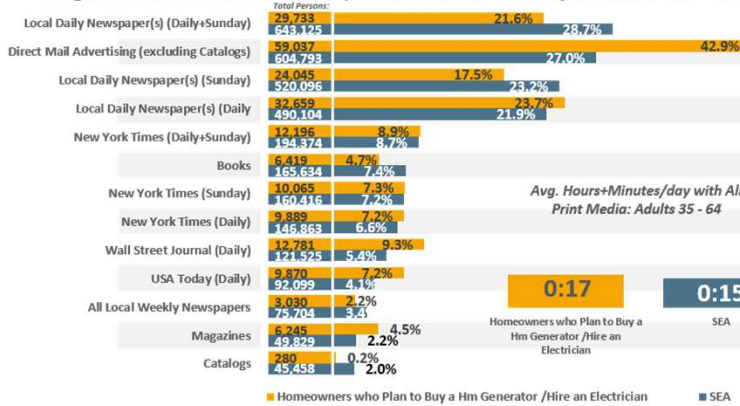
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



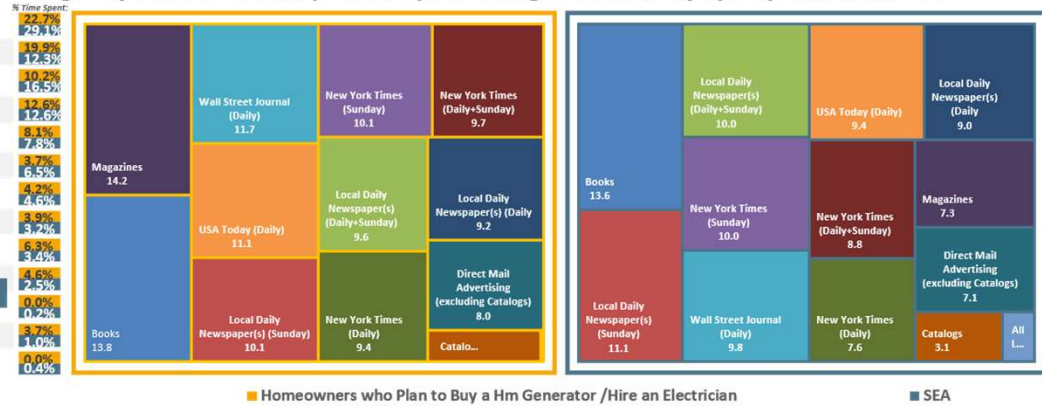


29,733 or 21.6% of Adults 35 - 64 Homeowners who Plan to Buy a Hm Generator /Hire an Electrician read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 23.6% of all time spent daily with All forms of Print Media

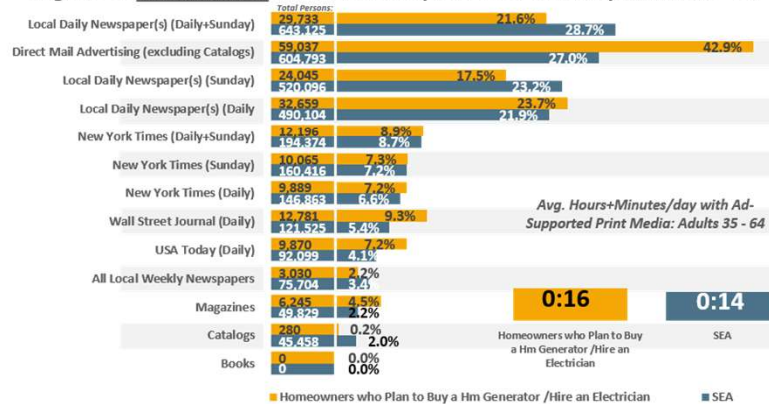
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



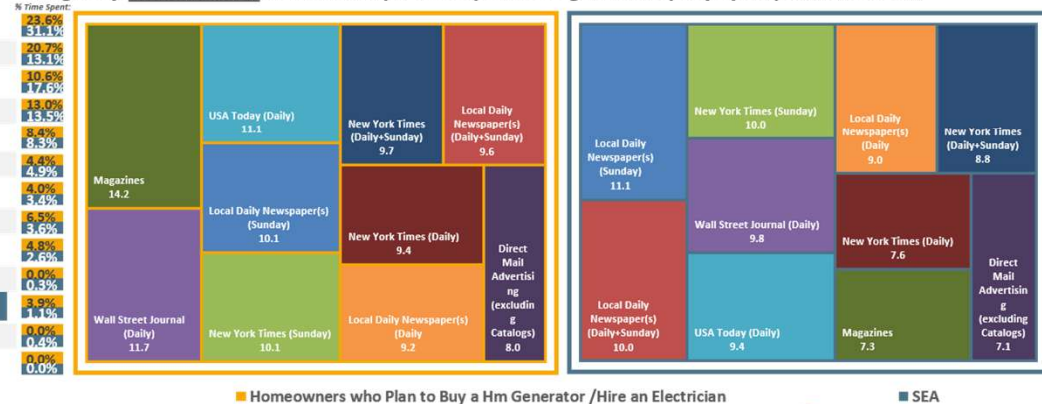
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

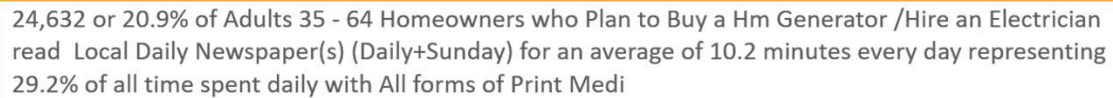


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64

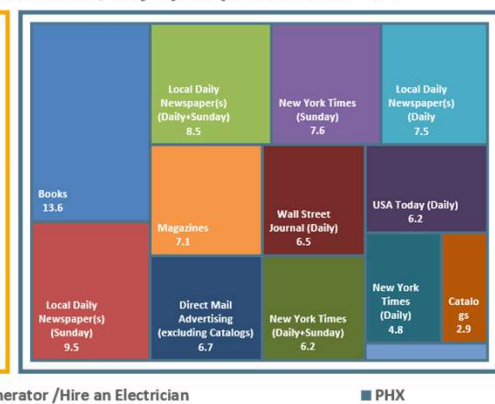
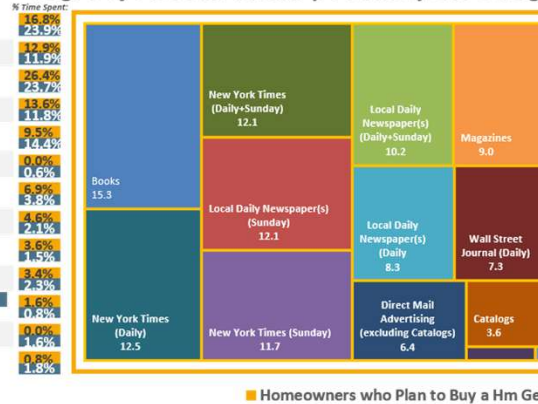


Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

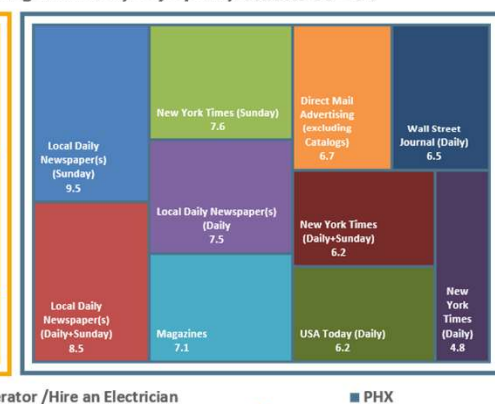




Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

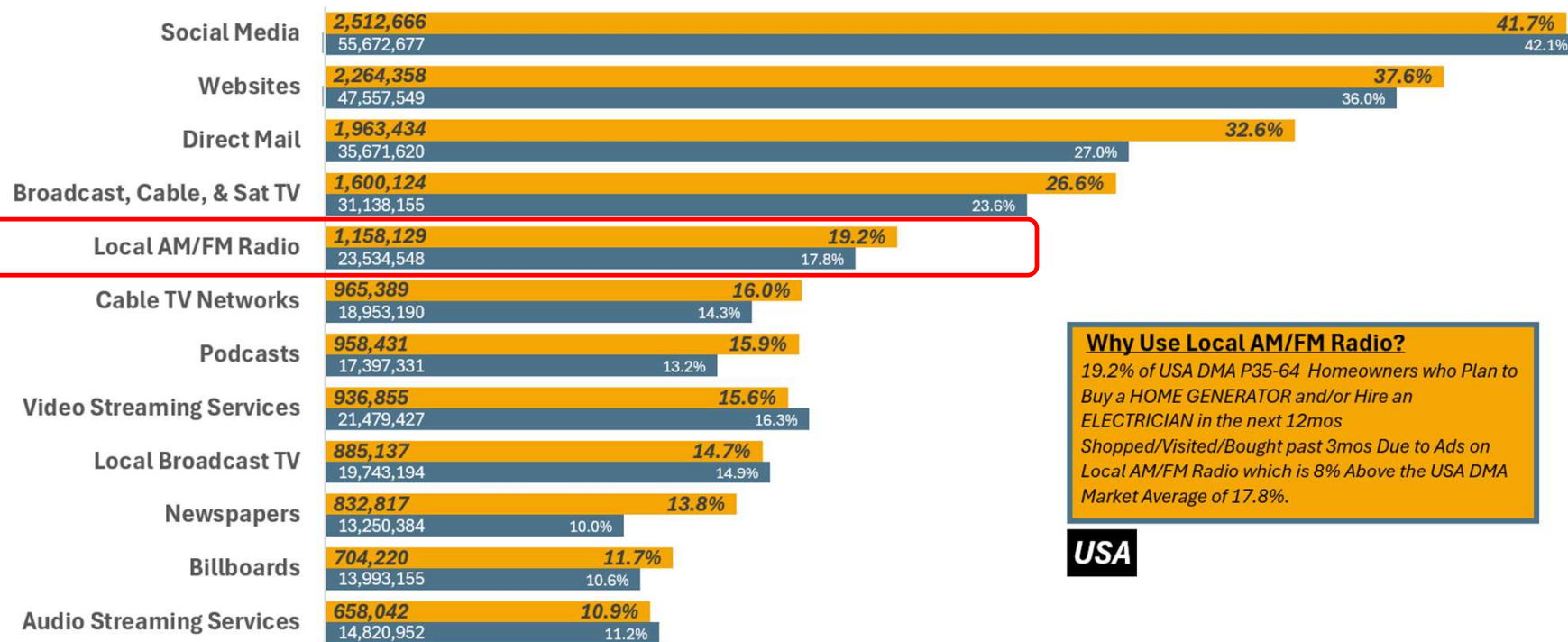


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"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

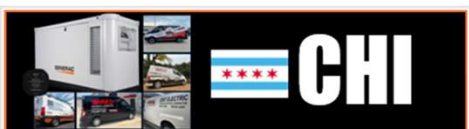
■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

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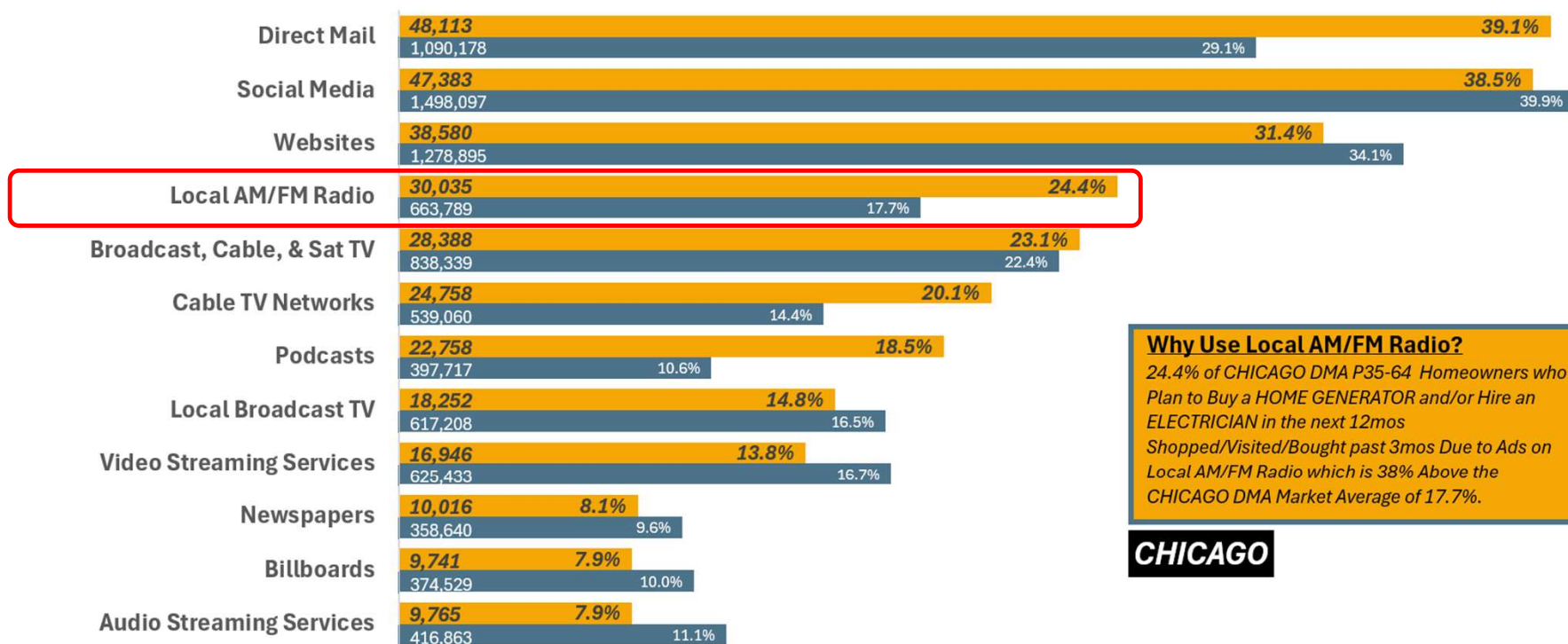
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?
 24.4% of CHICAGO DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 38% Above the CHICAGO DMA Market Average of 17.7%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 73
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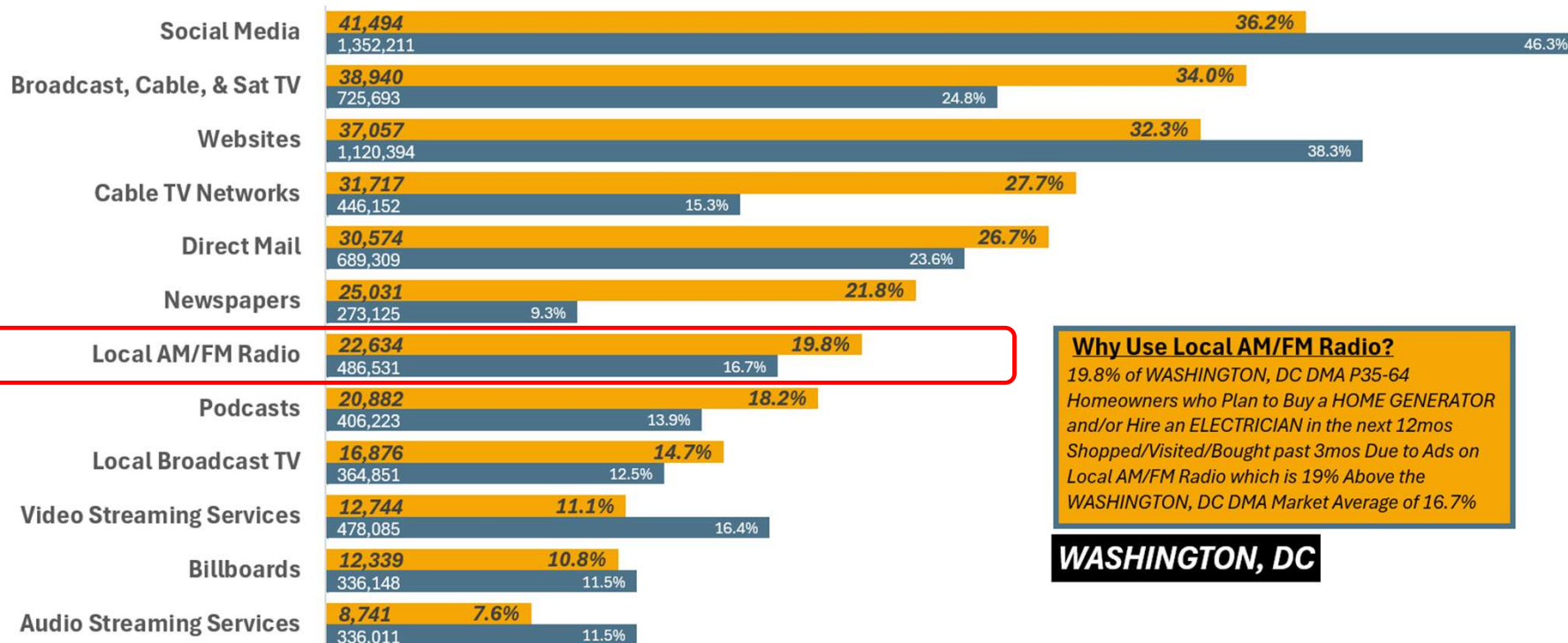
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.8% of WASHINGTON, DC DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the WASHINGTON, DC DMA Market Average of 16.7%

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 140

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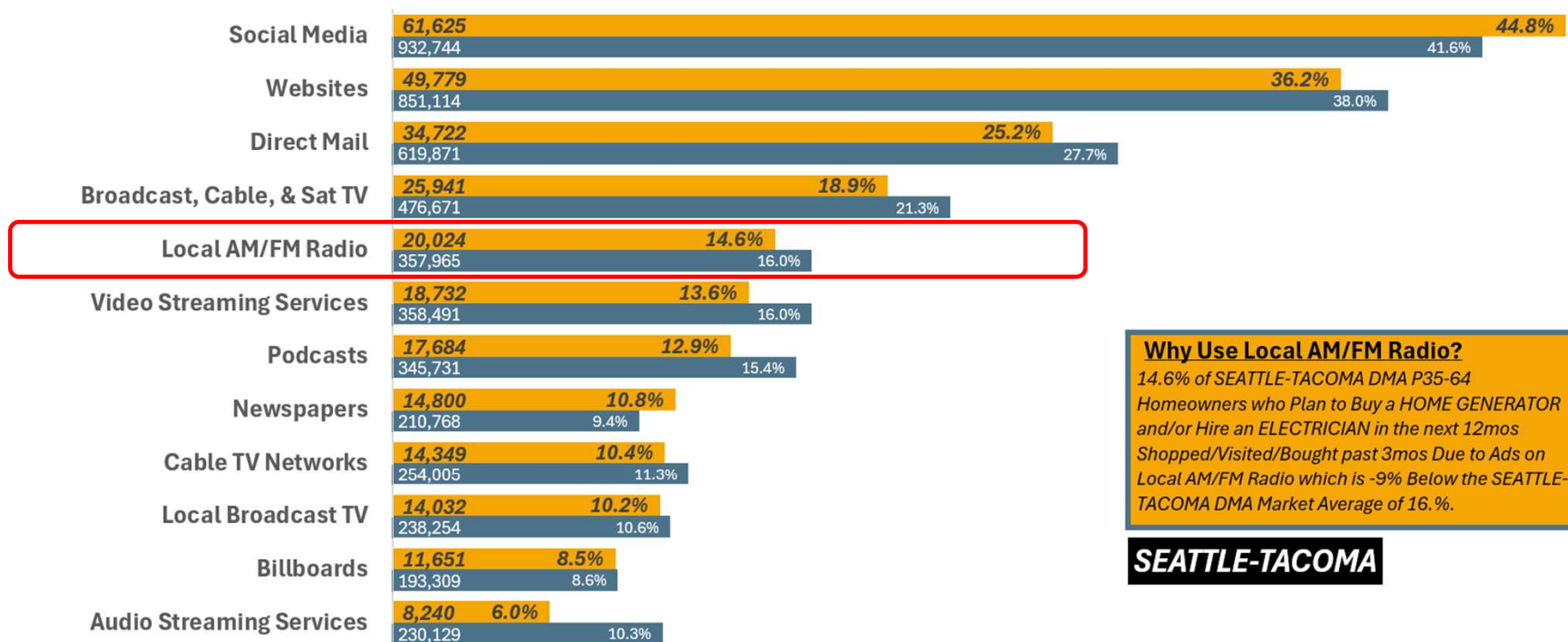
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.6% of SEATTLE-TACOMA DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the SEATTLE-TACOMA DMA Market Average of 16.0%.

SEATTLE-TACOMA

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

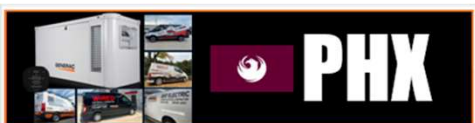
■ P35-64 SEATTLE-TACOMA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 127

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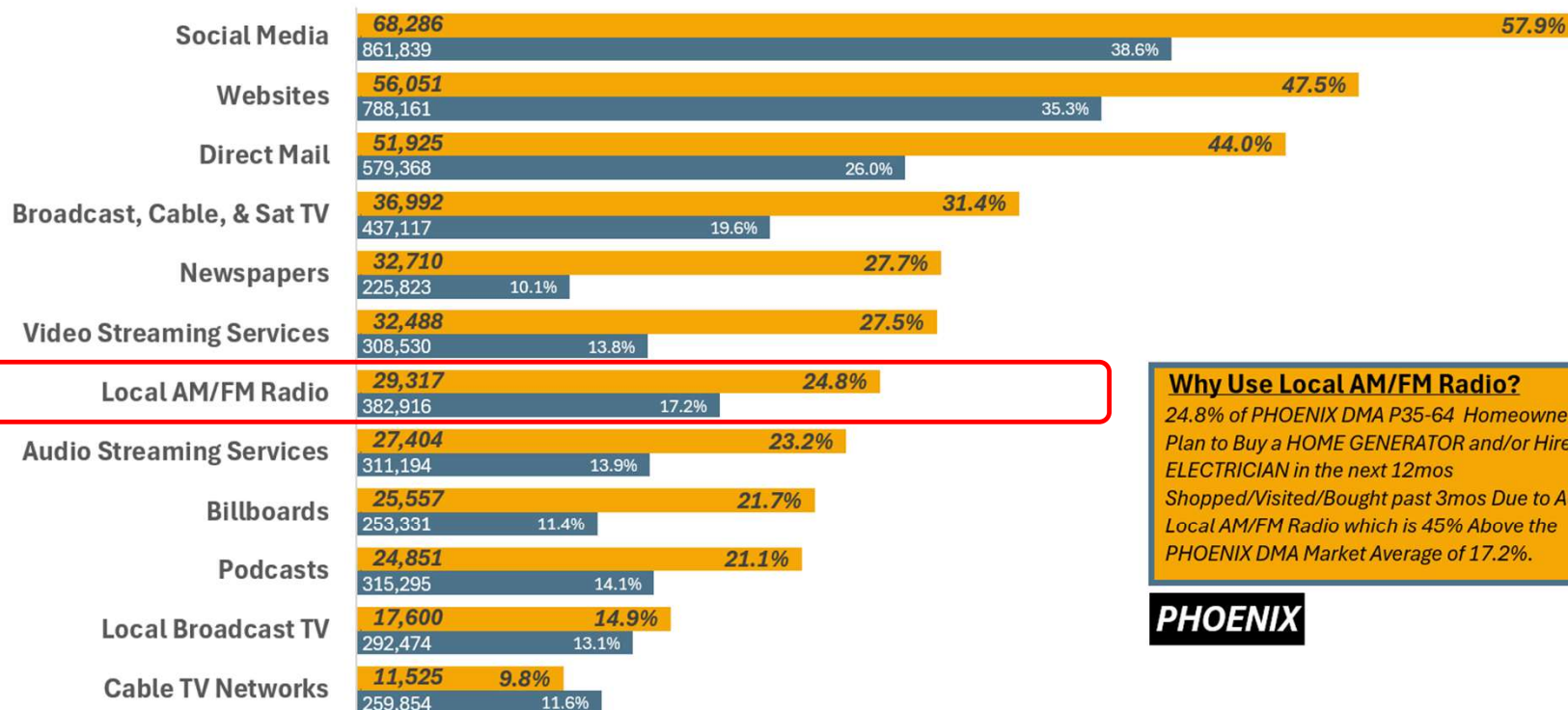
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND (Type of home improvement plan to do next 12 months (HHLD): Home generator OR Type of home improvement plan to do next 12 months (HHLD): Electrical/lighting)]]



"Advertising Actions"

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



Why Use Local AM/FM Radio?

24.8% of PHOENIX DMA P35-64 Homeowners who Plan to Buy a HOME GENERATOR and/or Hire an ELECTRICIAN in the next 12mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 45% Above the PHOENIX DMA Market Average of 17.2%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 56

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