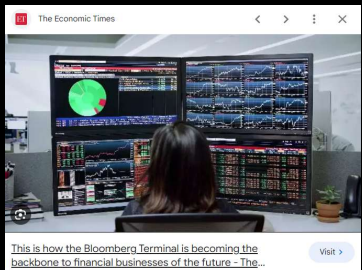


USA+4 More DMAs – P25-64 Single-Family Homeowners who Use a PEST CONTROL Service!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service as of March 31, 2026.



P25-64



The Rollins Family Trusts



Vanguard® BlackRock®

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

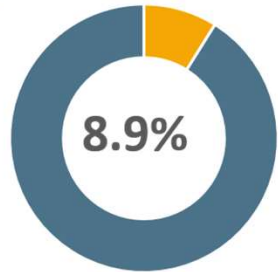
[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]





8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc.
 Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 47.5 years old (6.2% older than average) and have a \$197,171 (56.1% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of USA DMA

Total Persons:
 15,827,662 (Target)
 162,090,010 (Market)



Gender of Target vs. Market: Adults 25 - 64

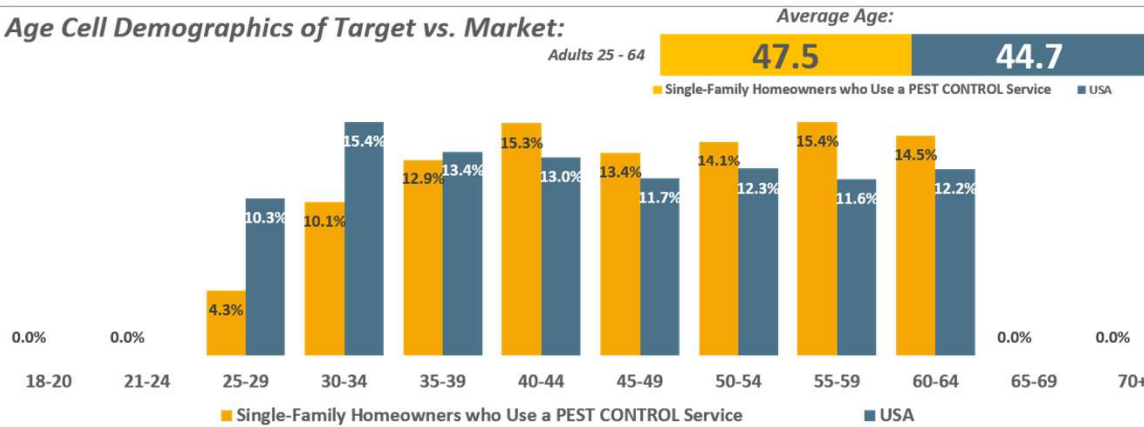
	Men	Men	Women	Women
%M vs. %F:	51.1%	50.2%	48.9%	49.8%
Average Age:	47.1	44.7	48.0	44.8
# Persons:	8,081,516	89,402,216	7,746,146	88,515,455

Ethnicity of Target vs. Market:

White	77.4%	62.4%
Black/African American	5.8%	12.1%
Asian	5.3%	1.2%
Other	0.6%	0.1%
Hispanic	10.9%	17.1%

Single-Family Homeowners who Use a PEST CONTROL Service USA

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	1.8%	15.3%
\$35K-\$50K HHI	2.5%	8.4%
\$50K-\$75K HHI	4.3%	11.3%
\$75K-\$100K HHI	7.0%	12.0%
\$100K-\$150K HHI	18.0%	19.8%
\$150K-\$250K HHI	21.8%	34.6%
\$250K+ HHI	31.7%	11.3%

Avg HHI: \$197,171 (Target) \$126,288 (Market)

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

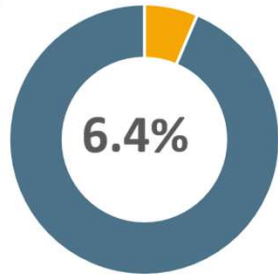
(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service))



6.4% or 161,428 of MSP DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 47.9 years old (6.4% older than average) and have a \$211,643 (66.4% higher than average) annual household income.



Percent of Market: Adults 25 - 64

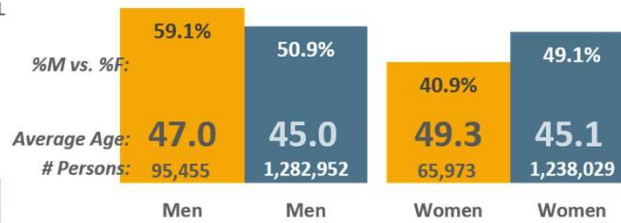


- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of MSP DMA

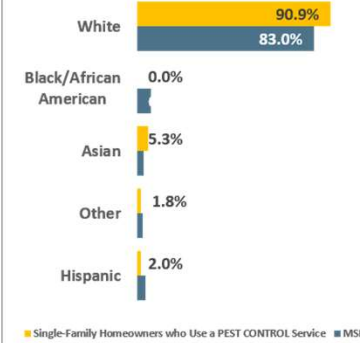
Total Persons:



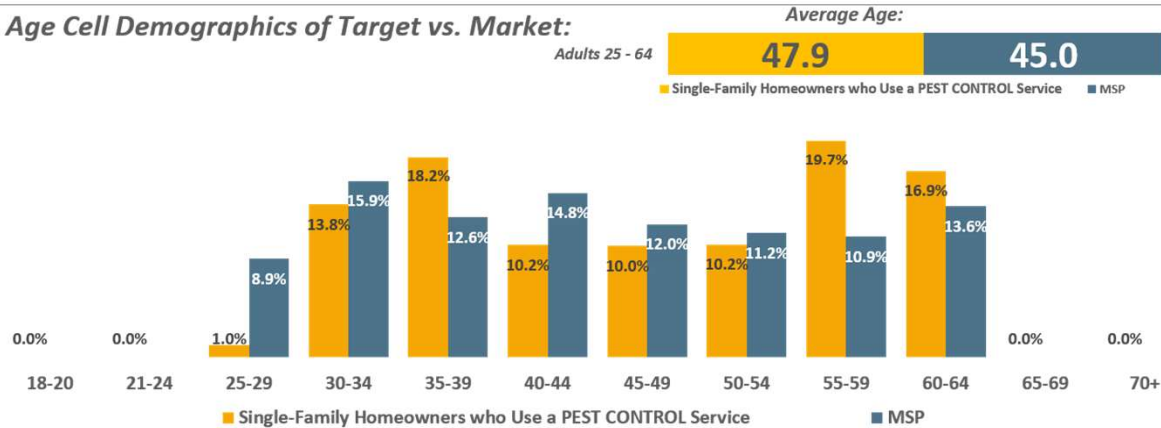
Gender of Target vs. Market: Adults 25 - 64



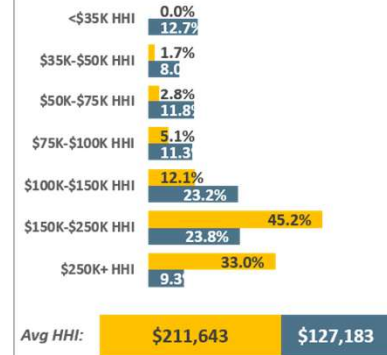
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

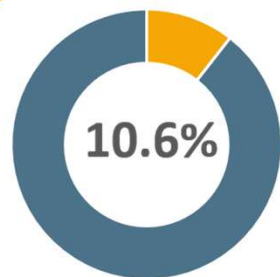




10.6% or 169,623 of STL DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 47.2 years old (4.7% older than average) and have a \$180,399 (61.9% higher than average) annual household income.



Percent of Market: Adults 25 - 64



Total Persons:



- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of STL DMA

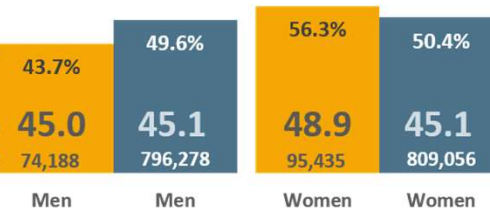


Gender of Target vs. Market: Adults 25 - 64

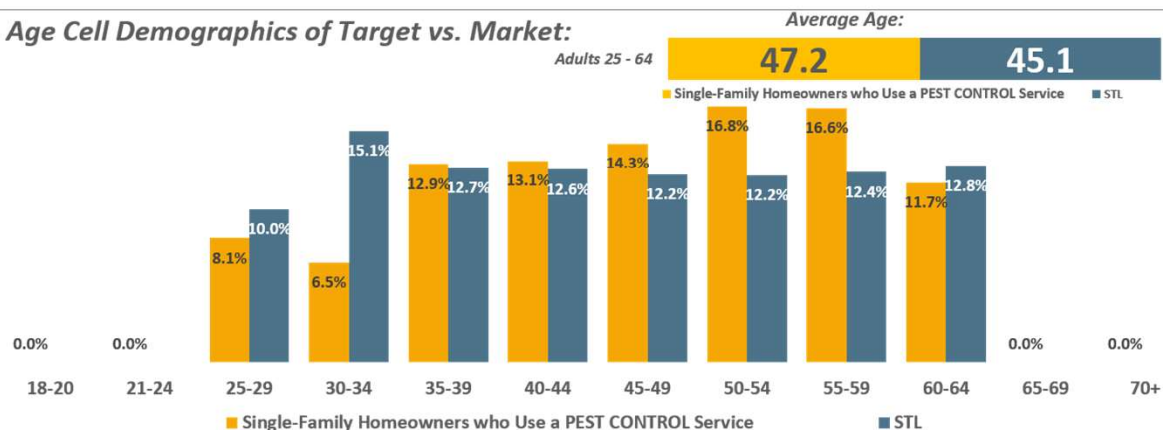
%M vs. %F:

Average Age:

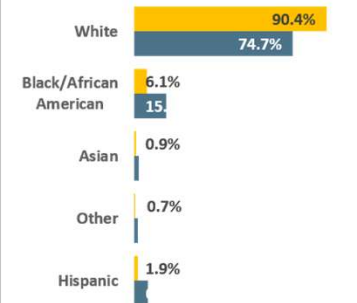
Persons:



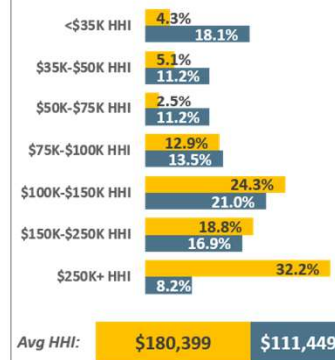
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

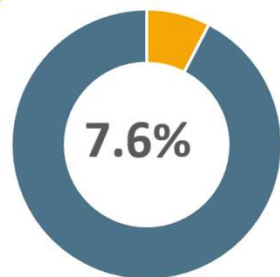




7.6% or 94,687 of CIN DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc.
 Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 47.3 years old (5.4% older than average) and have a \$200,077 (78.% higher than average) annual household income.



Percent of Market: Adults 25 - 64



- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of CIN DMA

Total Persons:

94,687 1,149,281

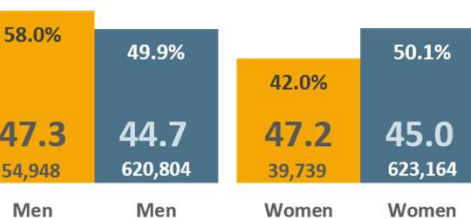


Gender of Target vs. Market: Adults 25 - 64

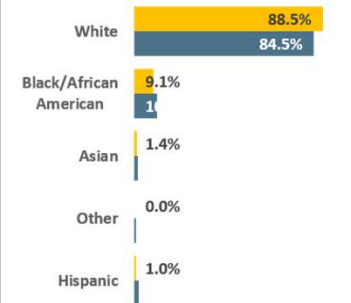
%M vs. %F:

Average Age:

Persons:



Ethnicity of Target vs. Market:



Single-Family Homeowners who Use a PEST CONTROL Service CIN

Age Cell Demographics of Target vs. Market:

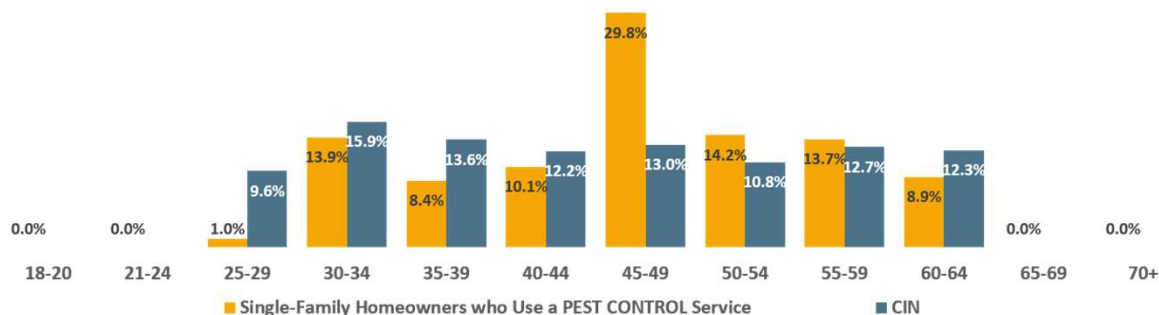
Average Age:

Adults 25 - 64

47.3

44.9

Single-Family Homeowners who Use a PEST CONTROL Service CIN

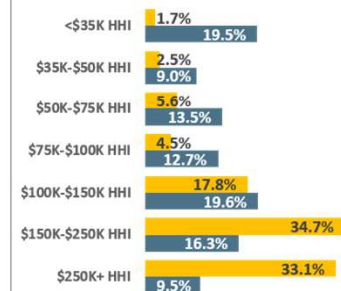


Single-Family Homeowners who Use a PEST CONTROL Service

CIN



HHI of Target vs. Market:

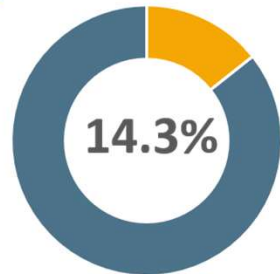


Avg HHI: \$200,077 \$112,423



14.3% or 158,881 of WPB DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc.
 Typical Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 50.8 years old
 (10.3% older than average) and have a \$169,502 (51.8% higher than average) annual household income.

Percent of Market: Adults 25 - 64



- Single-Family Homeowners who Use a PEST CONTROL Service
- Remainder of WPB DMA

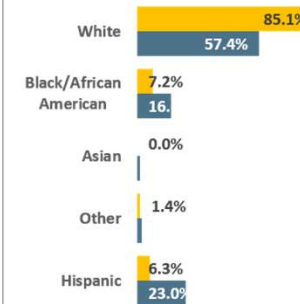
Total Persons:



Gender of Target vs. Market: Adults 25 - 64

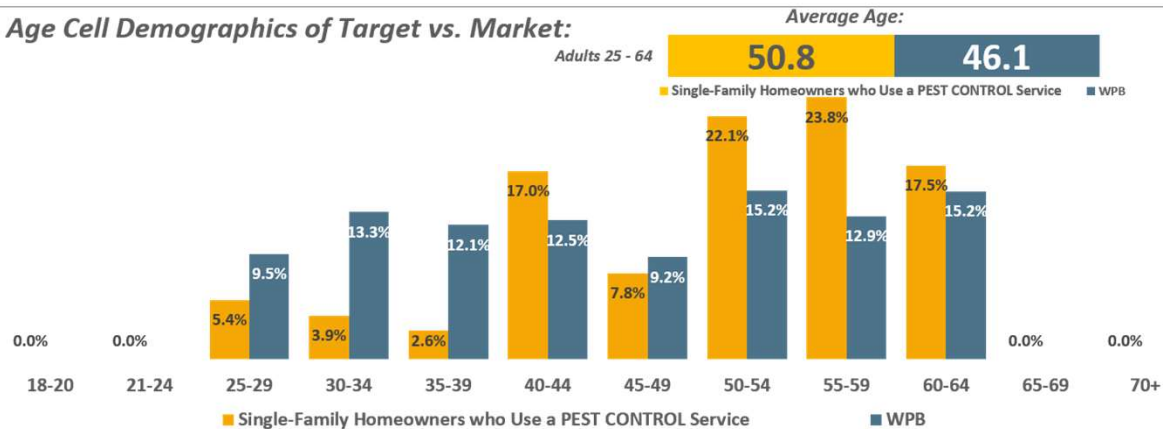
	%M vs. %F	Average Age	# Persons
Men	48.9%	48.5	77,748
Men	49.8%	46.0	552,201
Women	51.1%	53.1	81,133
Women	50.2%	46.2	556,789

Ethnicity of Target vs. Market:

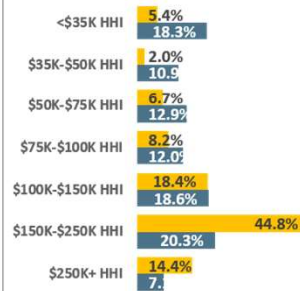


Single-Family Homeowners who Use a PEST CONTROL Service WPB

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



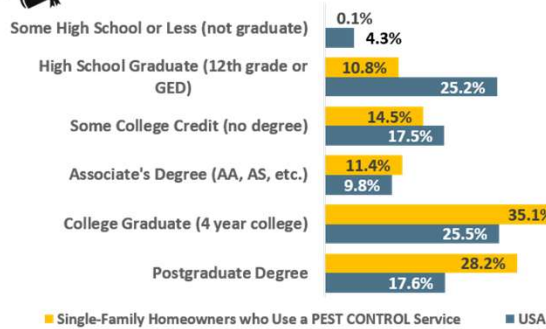
Avg HHI: \$169,502 (Target) vs \$111,665 (Market)



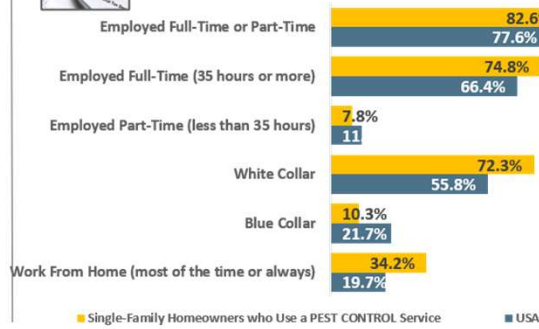
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 46.7% more likely to be a college graduate, 12.6% more likely to work full-time, 47.7% more likely to be married, 7.8% more likely to be a parent of 1 or more children under 18.



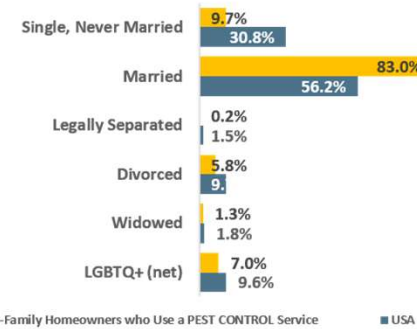
Education Levels: Adults 25 - 64



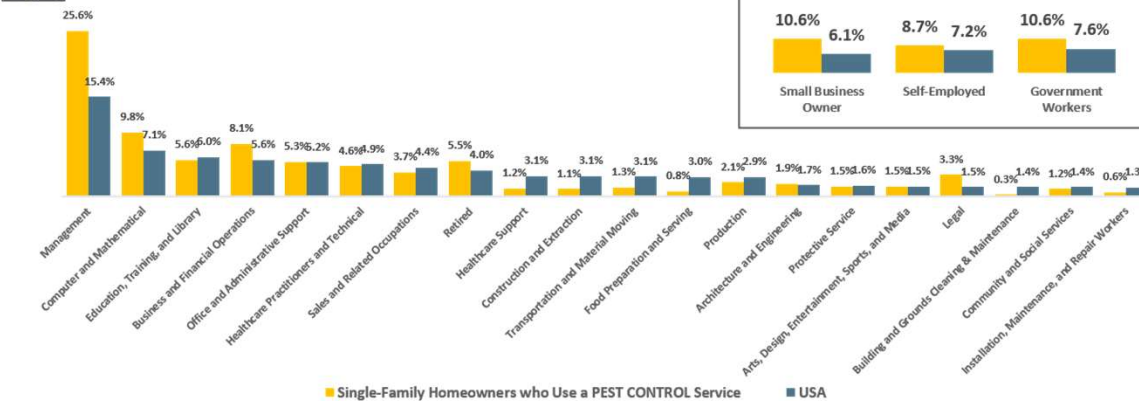
Employment: Adults 25 - 64



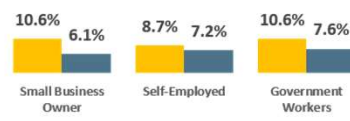
Marital Status: Adults 25 - 64



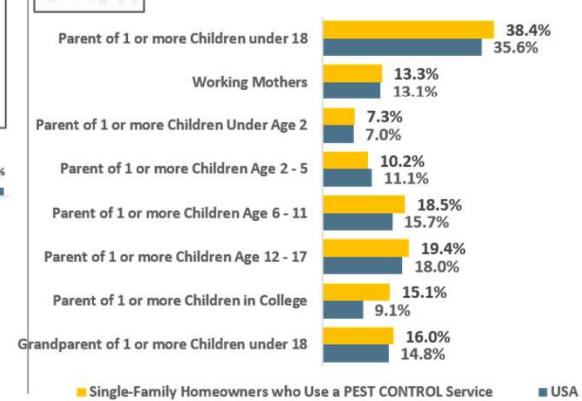
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 25 - 64



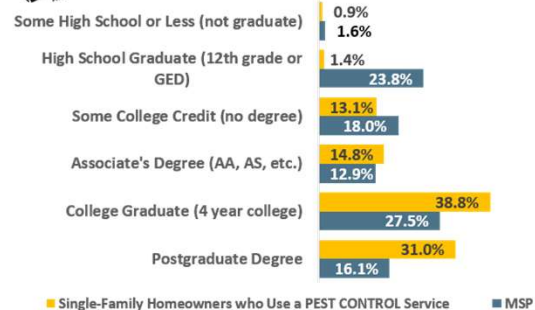
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

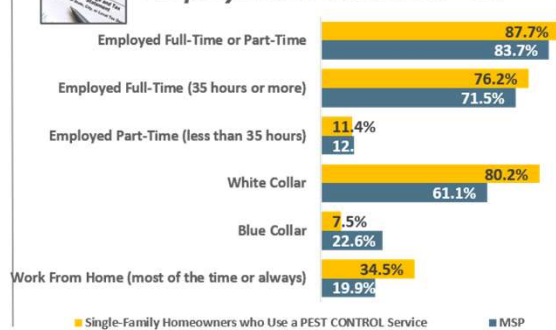


6.4% or 161,428 of MSP DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 60.2% more likely to be a college graduate, 6.6% more likely to work full-time, 53.3% more likely to be married, 9.4% more likely to be a parent of 1 or more children under 18.

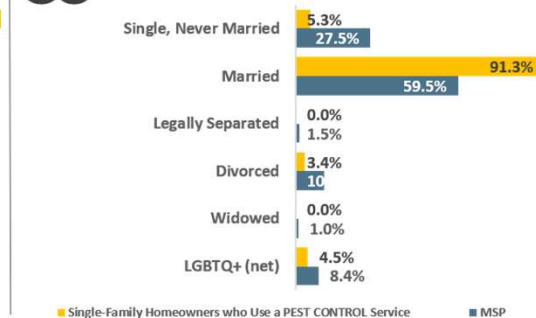
Education Levels: Adults 25 - 64



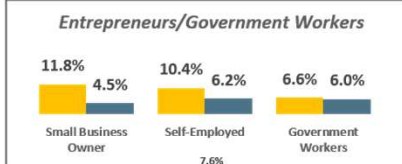
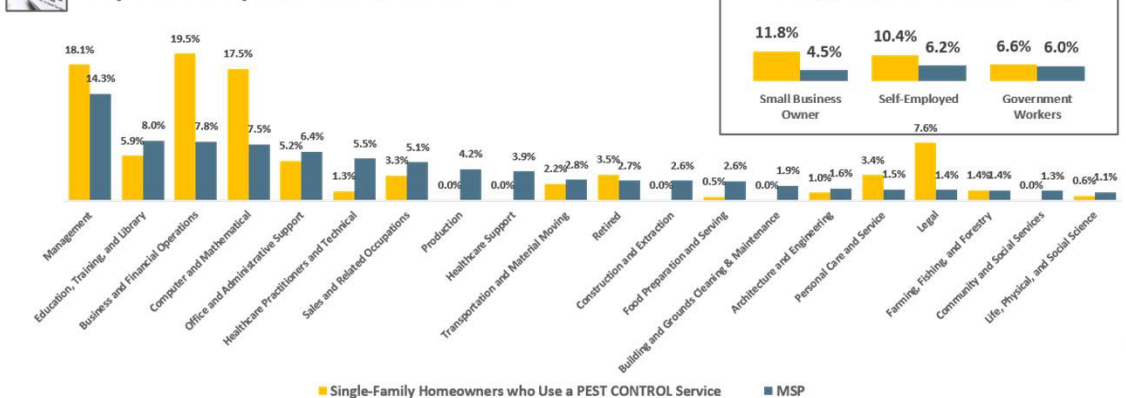
Employment: Adults 25 - 64



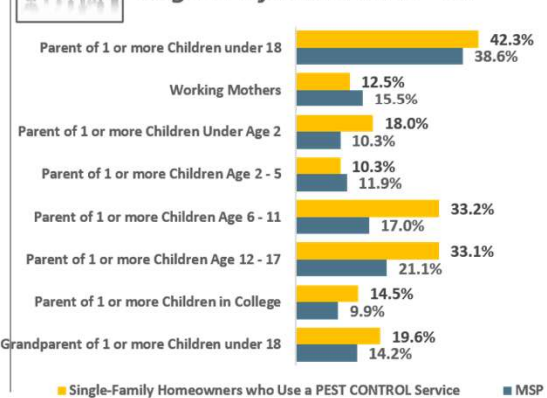
Marital Status: Adults 25 - 64



Top-20 Occupations: Adults 25 - 64



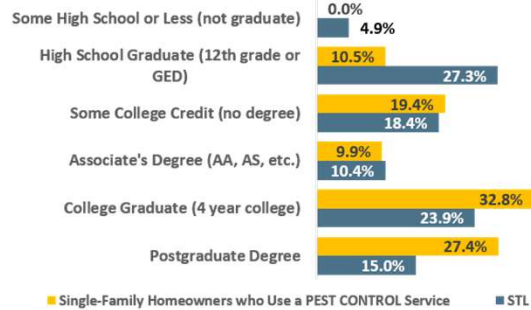
Stage in Life: Adults 25 - 64



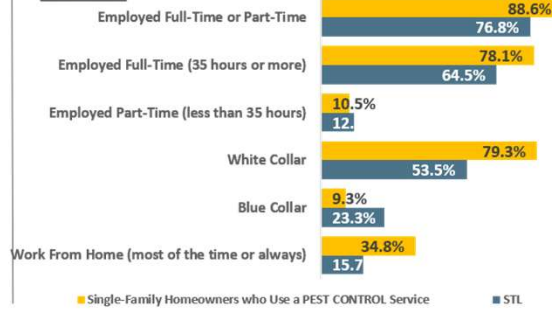


10.6% or 169,623 of STL DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 54.8% more likely to be a college graduate, 21.1% more likely to work full-time, 46.5% more likely to be married, .2% less likely to be a parent of 1 or more children under 18.

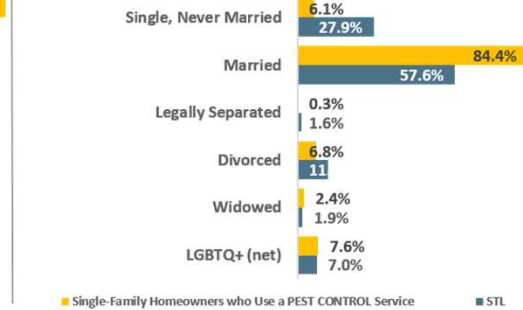
Education Levels: Adults 25 - 64



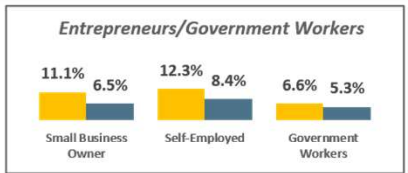
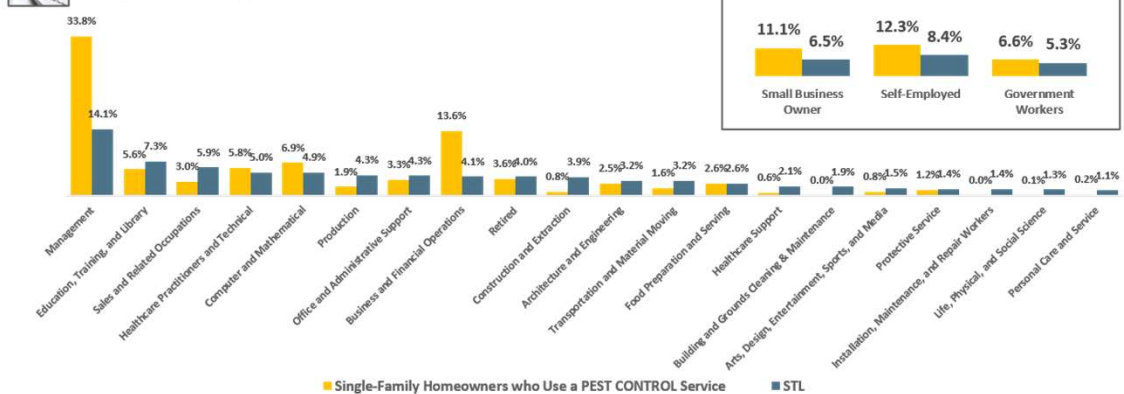
Employment: Adults 25 - 64



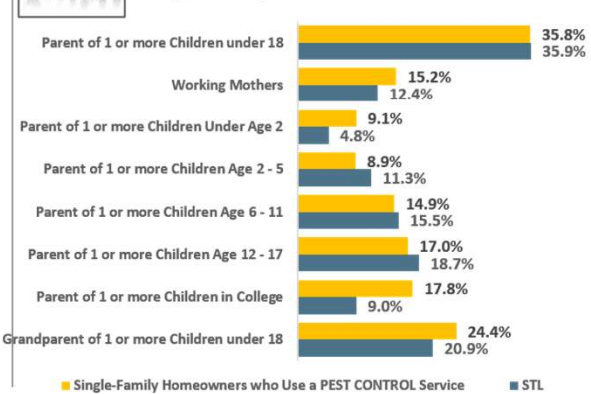
Marital Status: Adults 25 - 64



Top-20 Occupations: Adults 25 - 64



Stage in Life: Adults 25 - 64

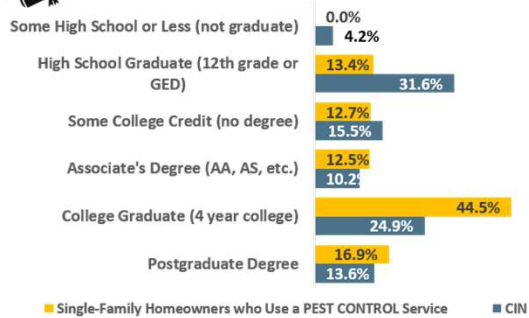




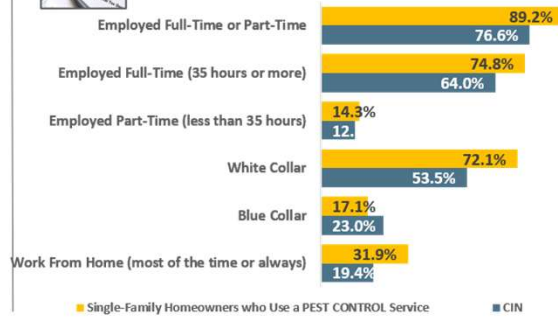
7.6% or 94,687 of CIN DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 59.2% more likely to be a college graduate, 17.% more likely to work full-time, 44.7% more likely to be married, 7.3% less likely to be a parent of 1 or more children under 18.



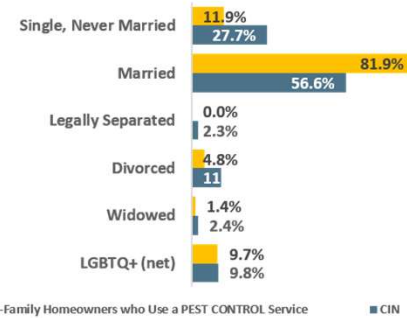
Education Levels: Adults 25 - 64



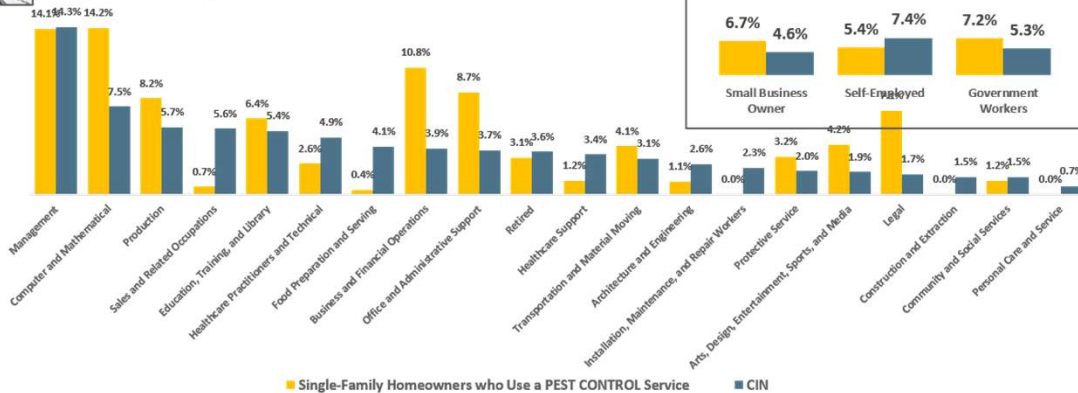
Employment: Adults 25 - 64



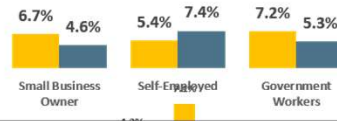
Marital Status: Adults 25 - 64



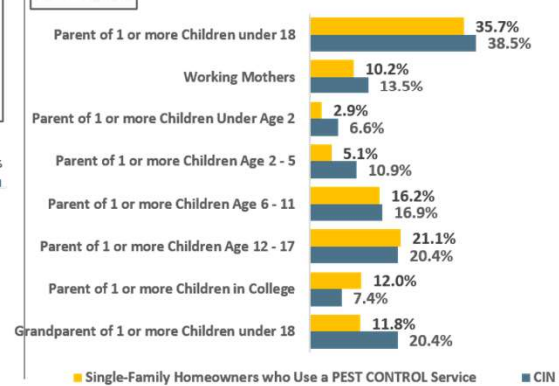
Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Government Workers



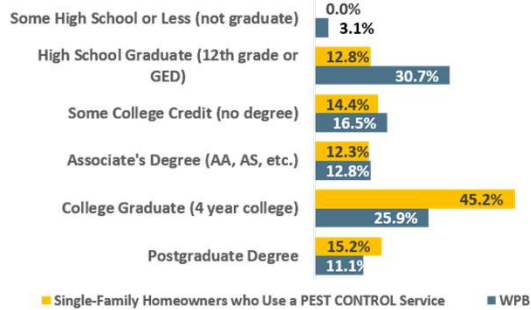
Stage in Life: Adults 25 - 64



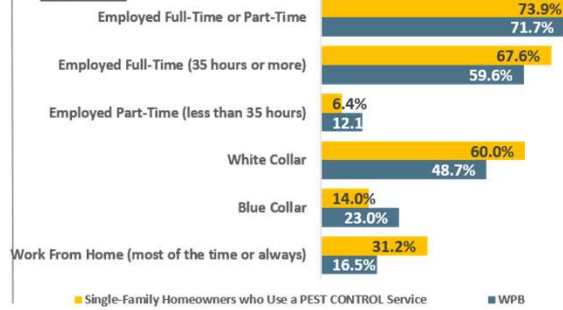


14.3% or 158,881 of WPB DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 63.5% more likely to be a college graduate, 13.4% more likely to work full-time, 52.3% more likely to be married, 2.4% less likely to be a parent of 1 or more children under 18.

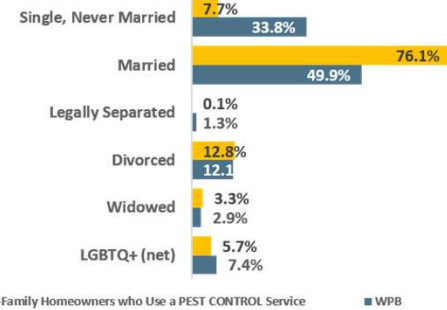
Education Levels: Adults 25 - 64



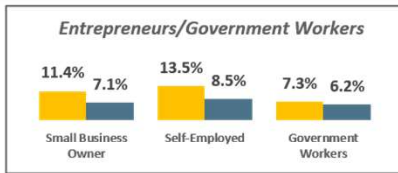
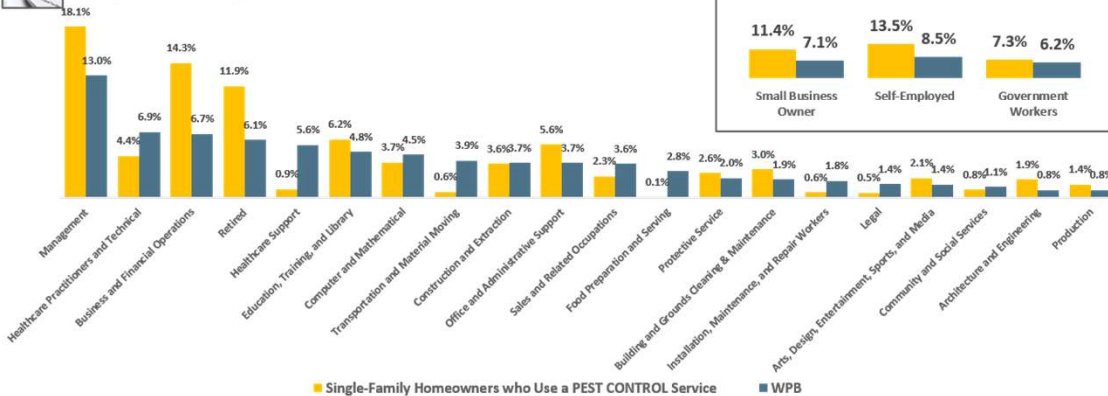
Employment: Adults 25 - 64



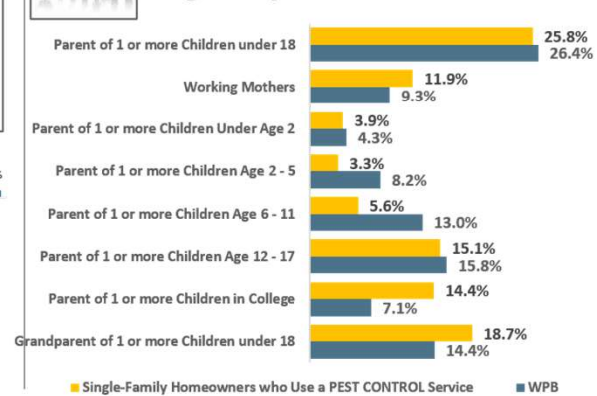
Marital Status: Adults 25 - 64



Top-20 Occupations: Adults 25 - 64



Stage in Life: Adults 25 - 64

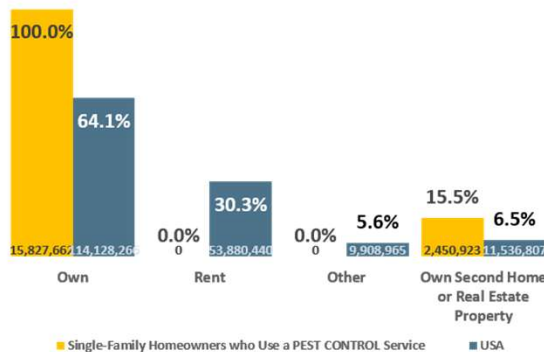




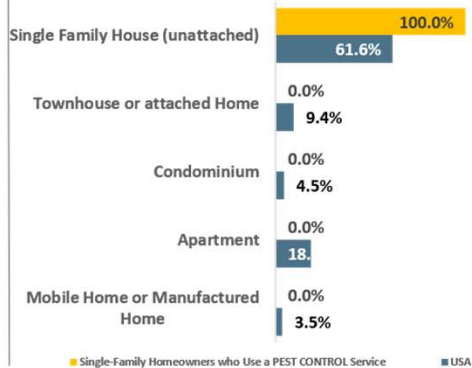
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 55.9% more likely to own their home, 37.4% more likely to own a higher valued home, 62.2% more likely to have a single-family home, 43.1% more likely to have a dog.



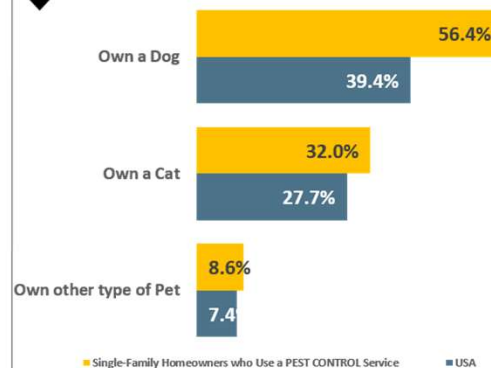
Own/Rent/Other: Adults 25 - 64



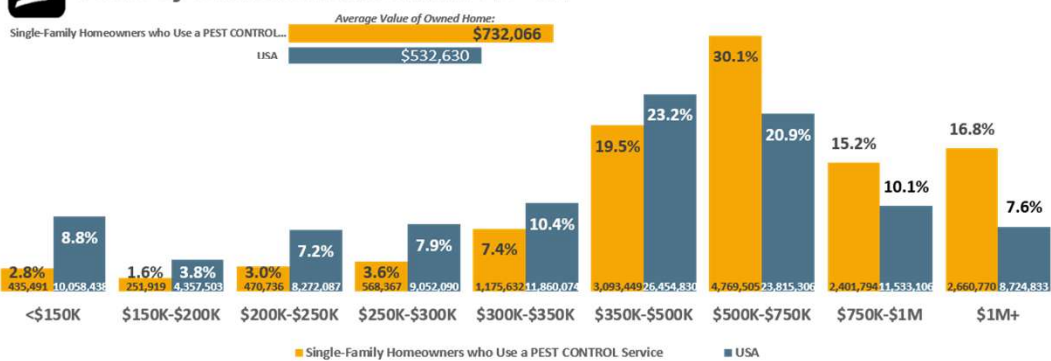
Type of Home: Adults 25 - 64



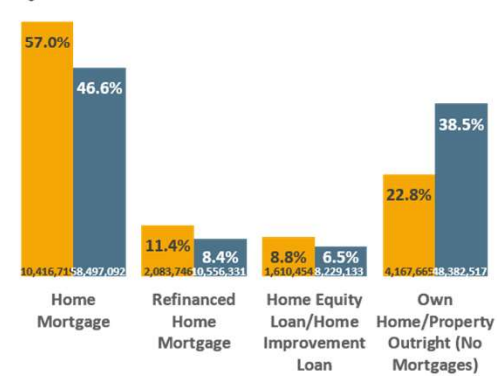
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



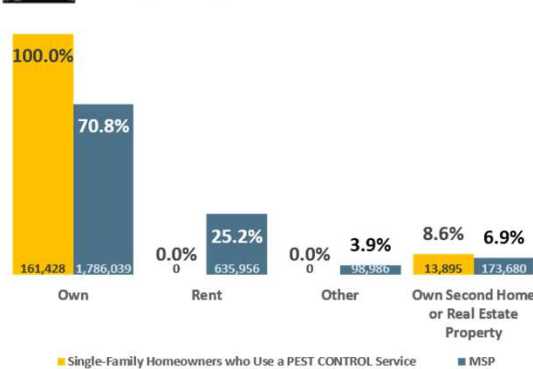
Home Loans: Adults 25 - 64



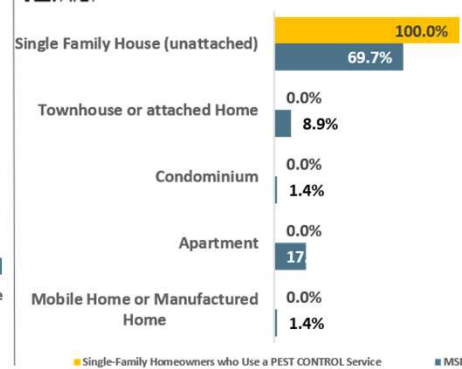


6.4% or 161,428 of MSP DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 41.1% more likely to own their home, 72.% more likely to own a higher valued home, 43.4% more likely to have a single-family home, 43.3% more likely to have a dog.

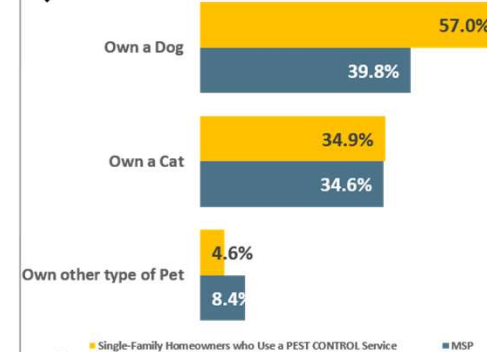
Own/Rent/Other:Adults 25 - 64



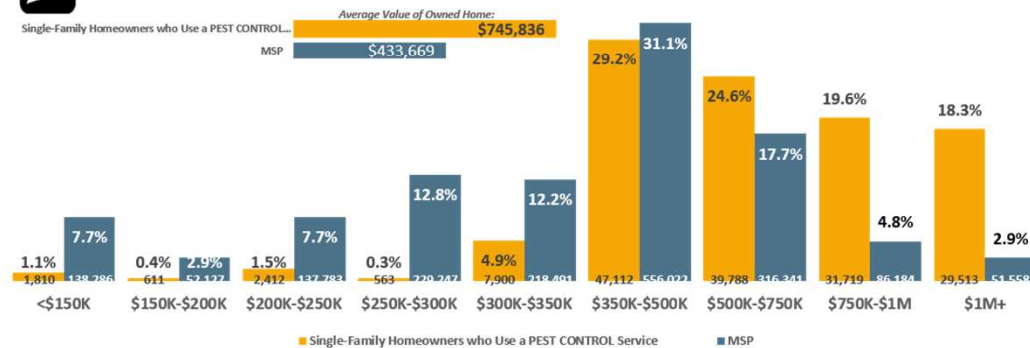
Type of Home:Adults 25 - 64



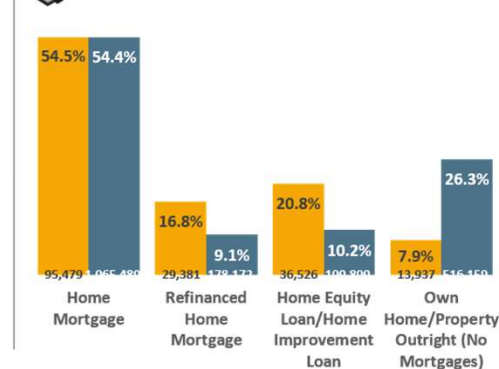
Pets in Home:Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

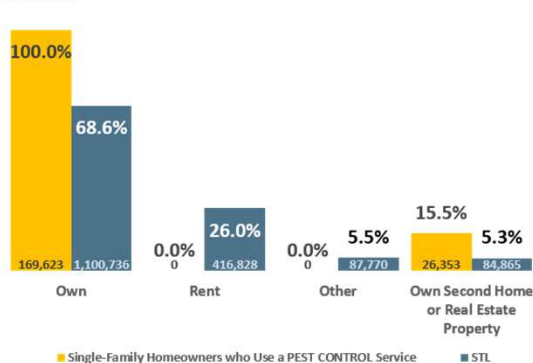




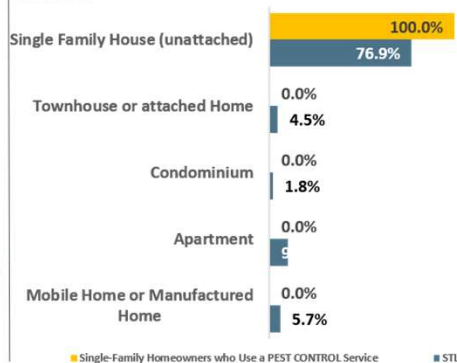
10.6% or 169,623 of STL DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 45.8% more likely to own their home, 40.5% more likely to own a higher valued home, 30.1% more likely to have a single-family home, 55.3% more likely to have a dog.



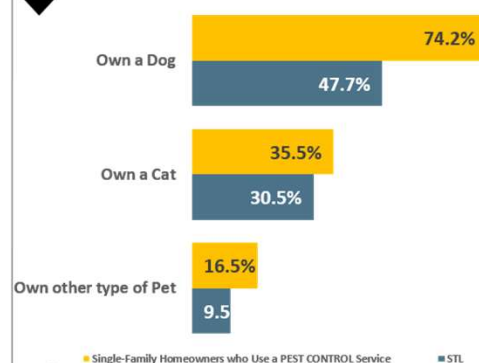
Own/Rent/Other: Adults 25 - 64



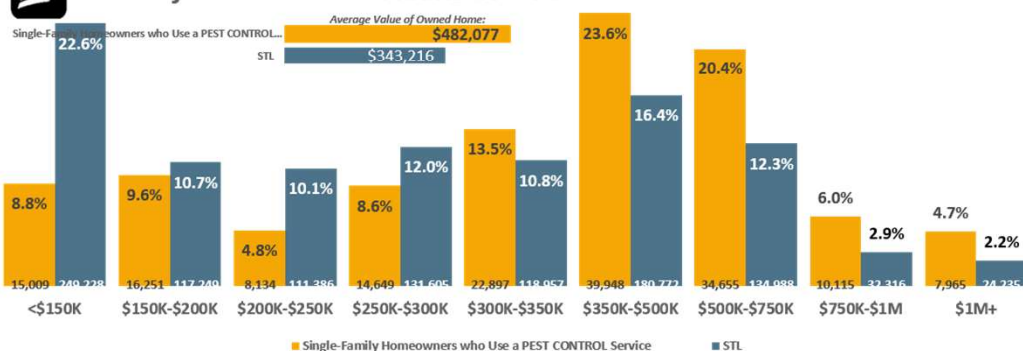
Type of Home: Adults 25 - 64



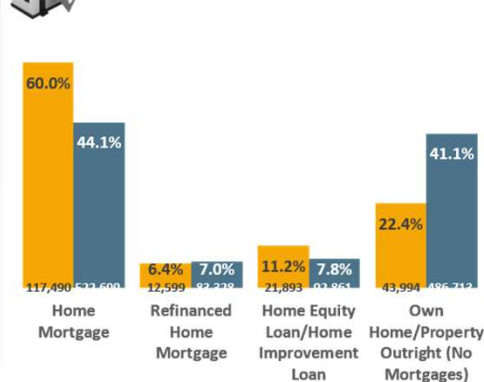
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

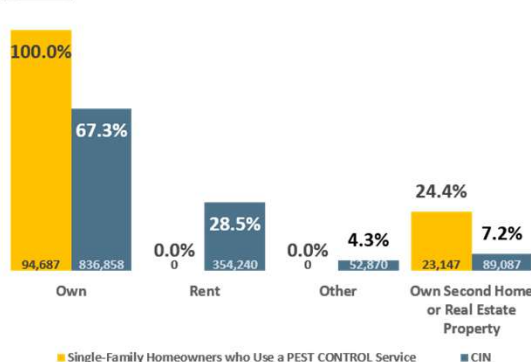




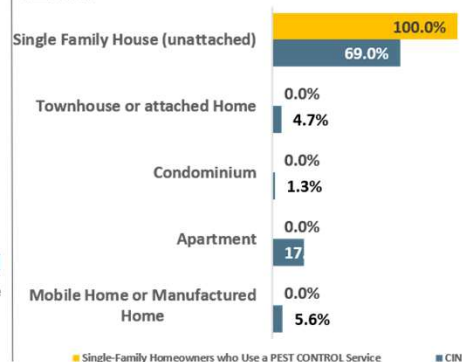
7.6% or 94,687 of CIN DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 48.6% more likely to own their home, 30.8% more likely to own a higher valued home, 44.9% more likely to have a single-family home, 7.5% more likely to have a dog.



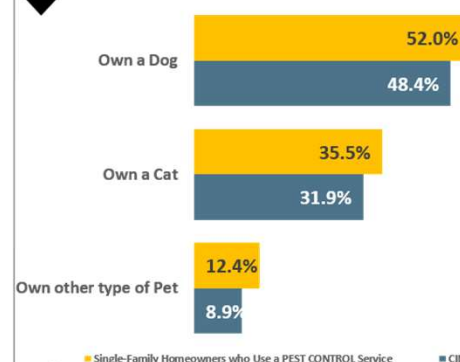
Own/Rent/Other: Adults 25 - 64



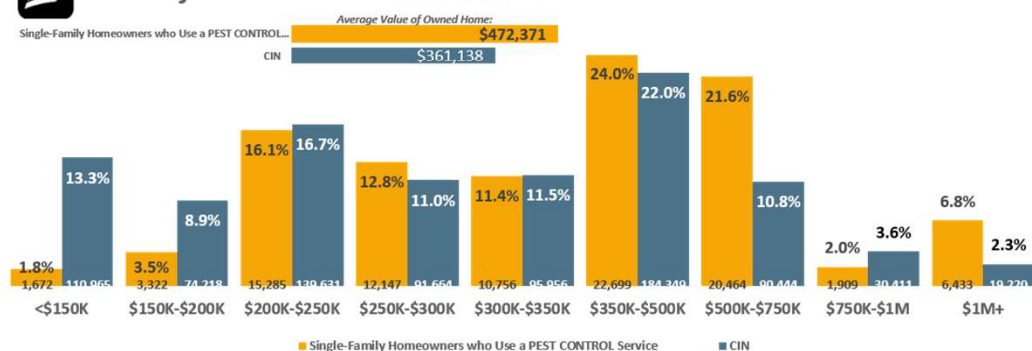
Type of Home: Adults 25 - 64



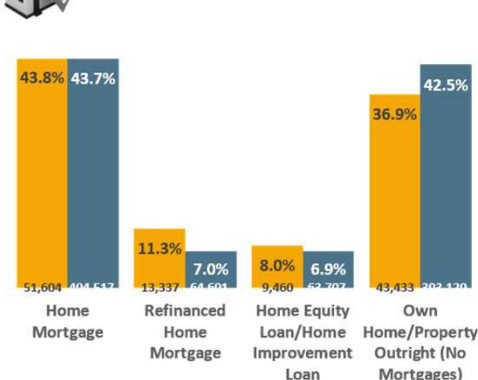
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

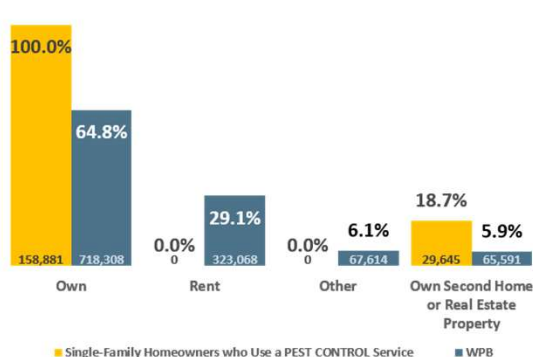




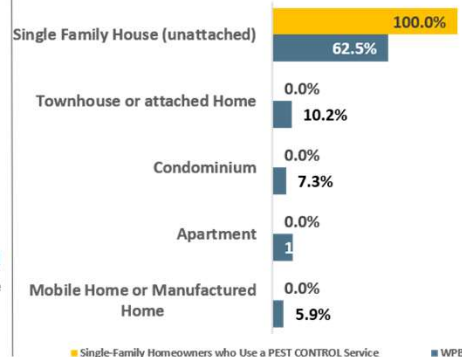
14.3% or 158,881 of WPB DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 54.4% more likely to own their home, 40.5% more likely to own a higher valued home, 59.9% more likely to have a single-family home, 25.4% more likely to have a dog.



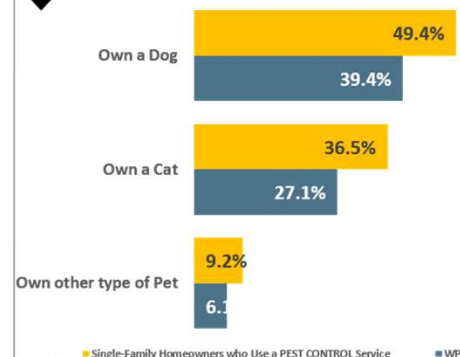
Own/Rent/Other: Adults 25 - 64



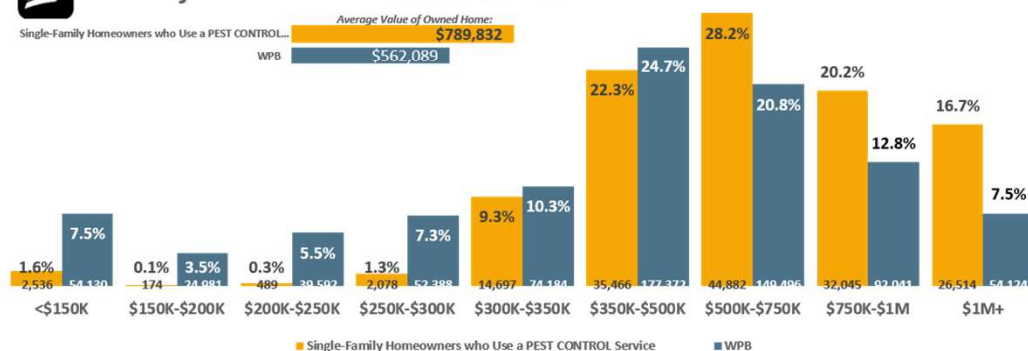
Type of Home: Adults 25 - 64



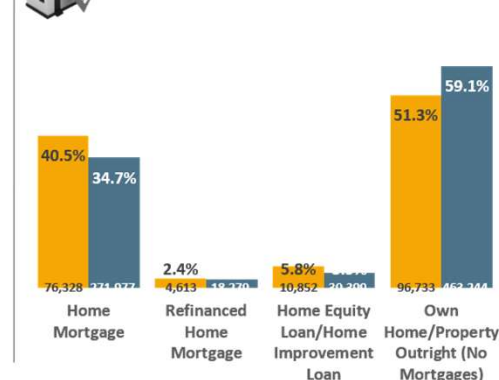
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64

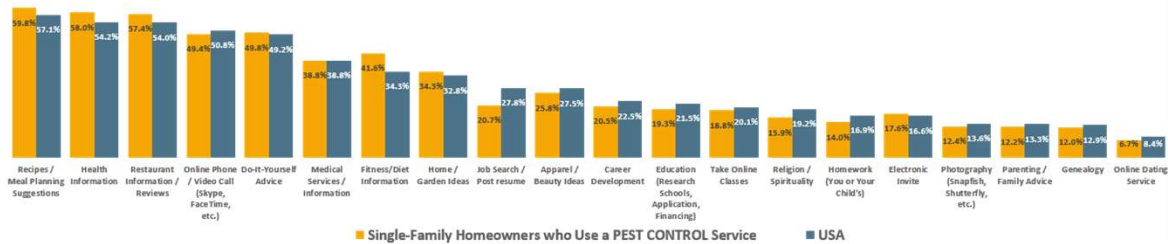




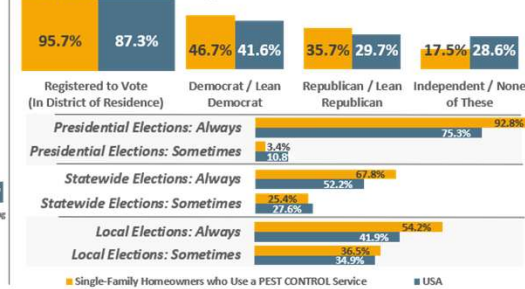
8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 1.2% more likely to look up D-I-Y advice online, 29.3% more likely to always vote in local elections, 27.8% more likely to belong to a gym, 26.5% more likely to fly domestic past y



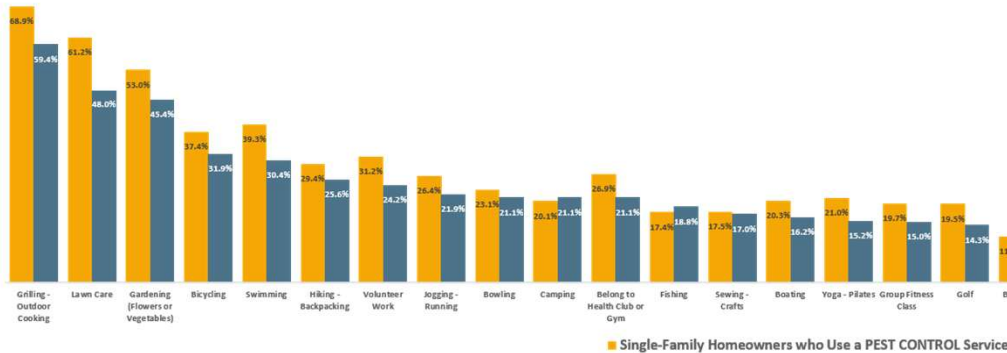
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



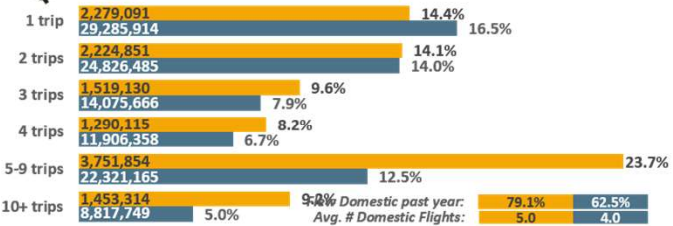
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



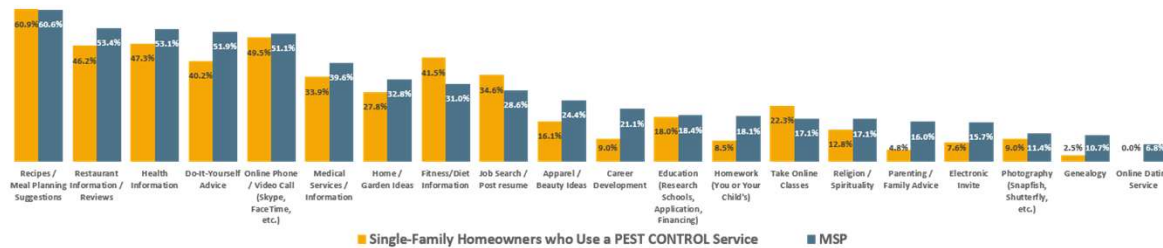
Domestic past year: 79.1%
Avg. # Domestic Flights: 5.0



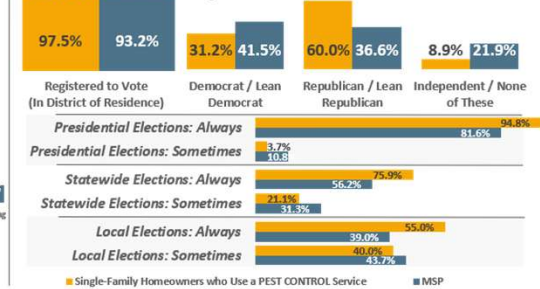
6.4% or 161,428 of MSP DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 22.5% less likely to look up D-I-Y advice online, 41.2% more likely to always vote in local elections, 34.8% more likely to belong to a gym, 25.9% more likely to fly domestic past



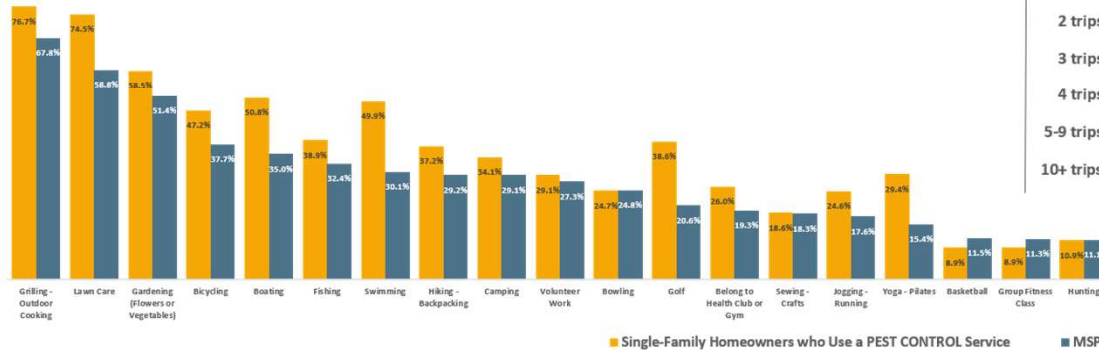
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



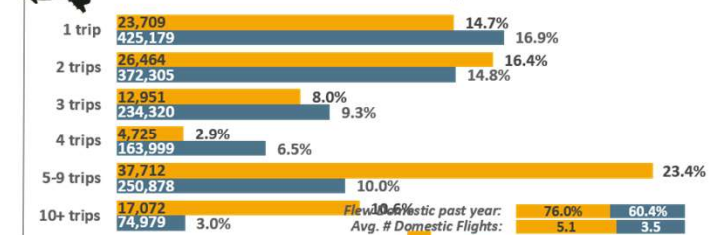
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64



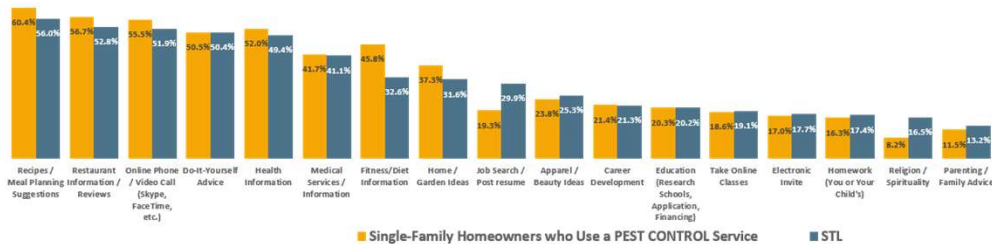
Flew Domestic past year: 76.0% vs 60.4%
Avg. # Domestic Flights: 5.1 vs 3.5



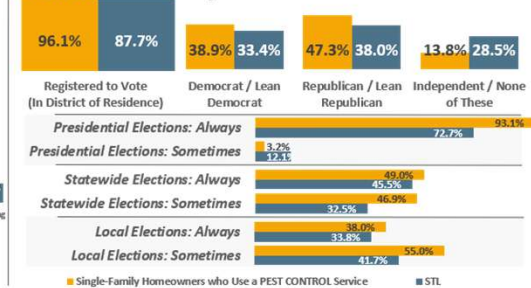
10.6% or 169,623 of STL DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are .2% more likely to look up D-I-Y advice online, 12.5% more likely to always vote in local elections, 14.7% more likely to belong to a gym, 35.4% more likely to fly domestic past yr



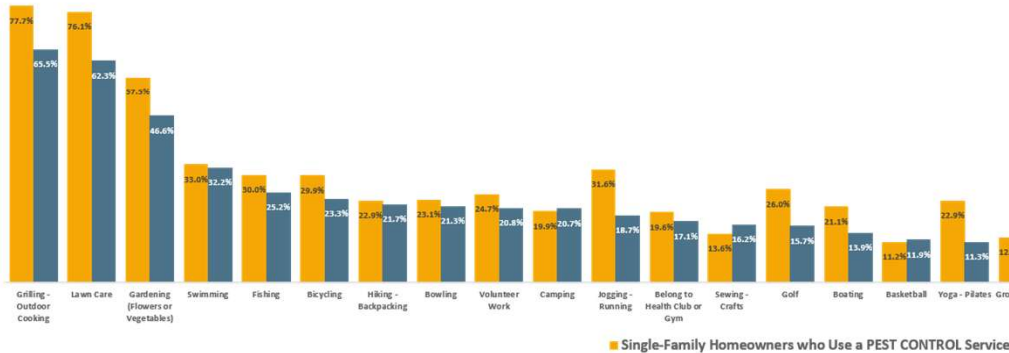
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



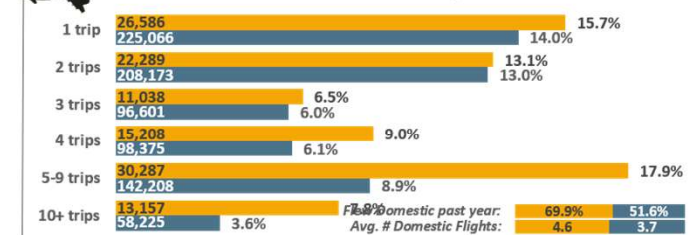
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

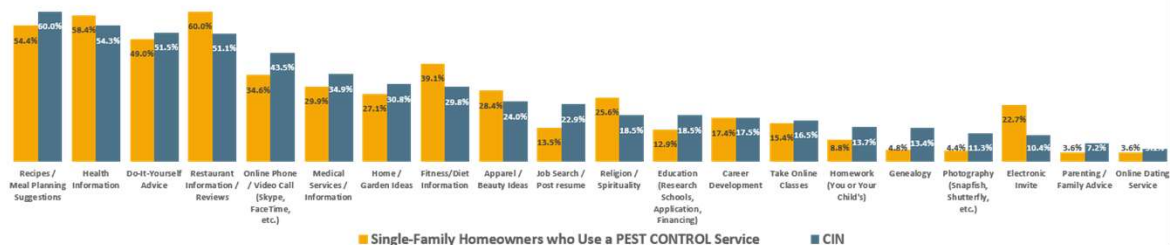




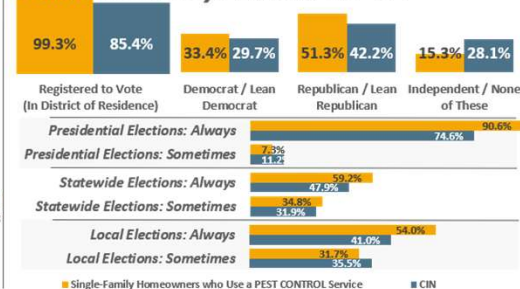
7.6% or 94,687 of CIN DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 4.7% less likely to look up D-I-Y advice online, 31.7% more likely to always vote in local elections, 23.6% more likely to belong to a gym, 51.2% more likely to fly domestic past y



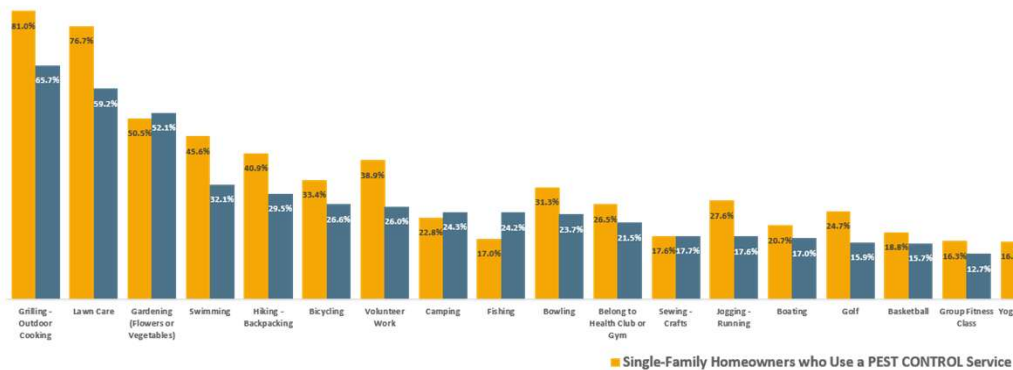
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



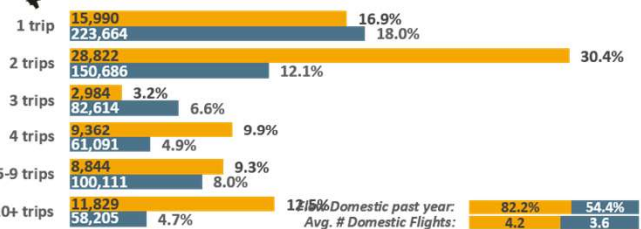
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

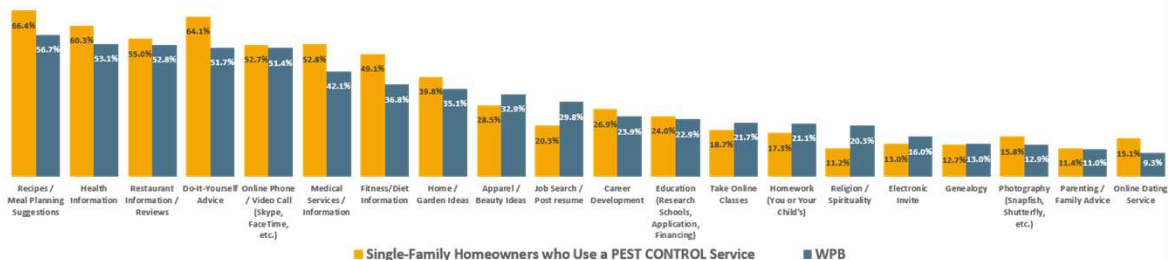




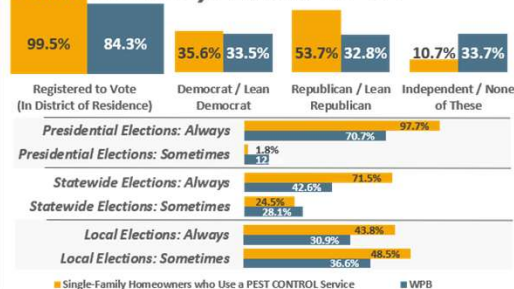
14.3% or 158,881 of WPB DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 24.1% more likely to look up D-I-Y advice online, 41.7% more likely to always vote in local elections, 33.1% more likely to belong to a gym, 15.3% more likely to fly domestic past



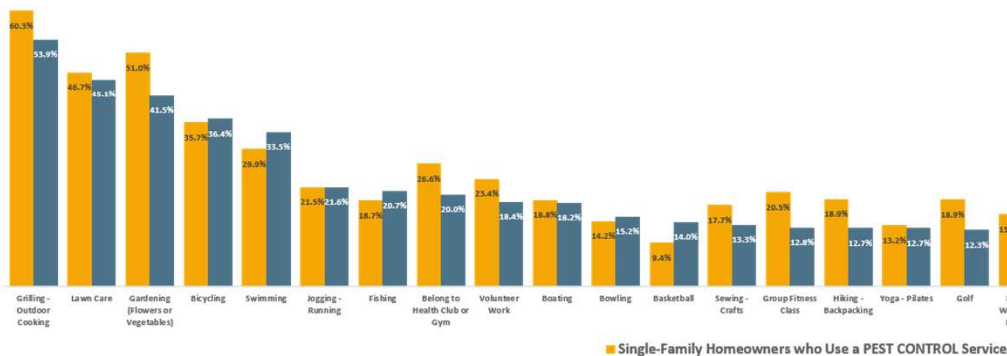
Top-20 past 30-days Online Lifestyle Activities: Adults 25 - 64



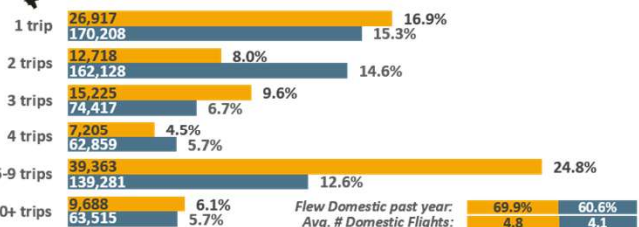
Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activities: Adults 25 - 64



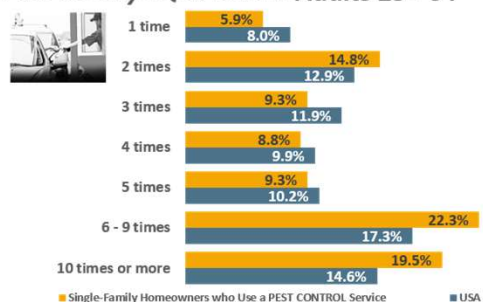
Past 12-months Domestic Airline Trips: Adults 25 - 64



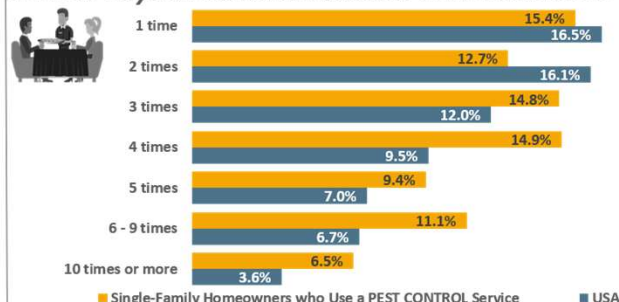


8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 6.2% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 5.9% more likely to use Casinos past yr., 62.5% less likely to smoke cigarettes.

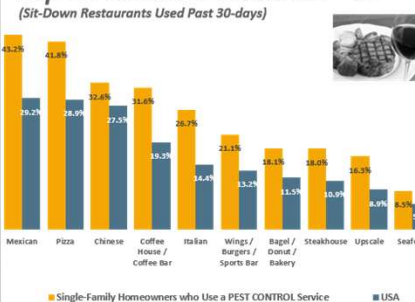
Past 30-days QSR Users: Adults 25 - 64



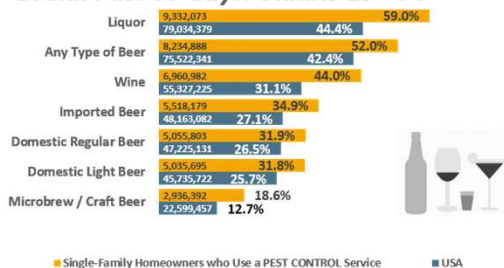
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



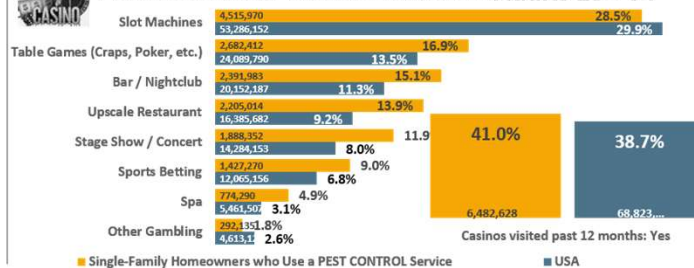
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



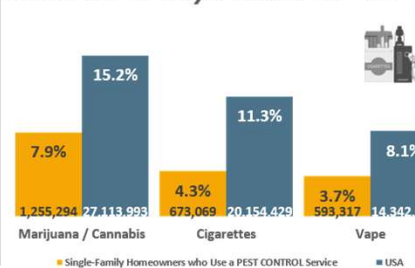
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



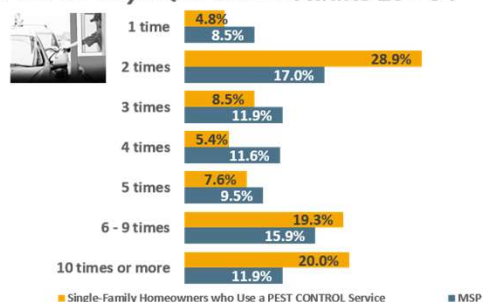
Used Past 30-days: Adults 25 - 64



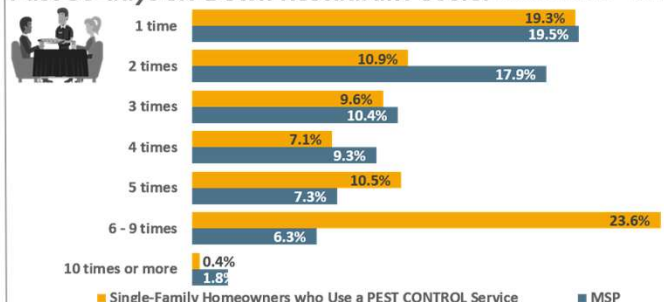


6.4% or 161,428 of MSP DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 9.6% more likely to use QSRs past mo., 12.6% more likely to use Sit-Down Restaurants past mo., 21.1% more likely to use Casinos past yr., 9.2% less likely to smoke cigarettes.

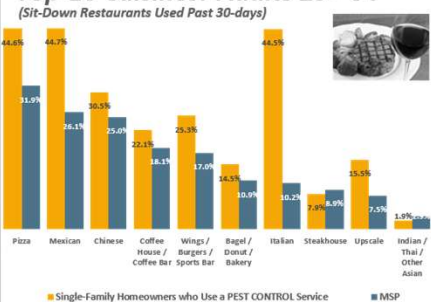
Past 30-days QSR Users: Adults 25 - 64



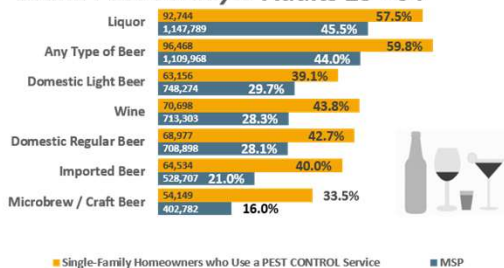
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



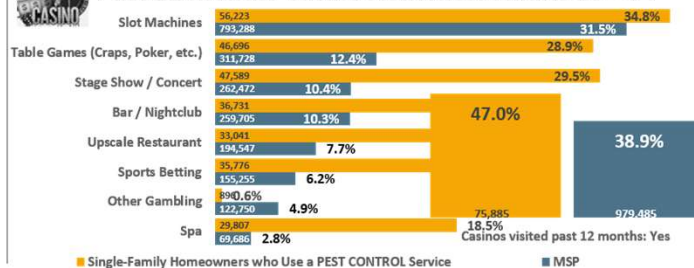
Top-10 Cuisines: Adults 25 - 64



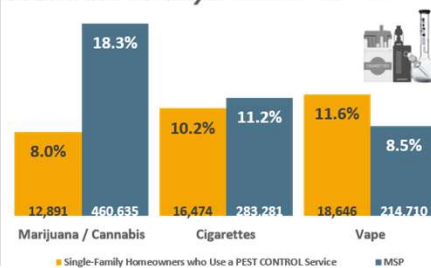
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



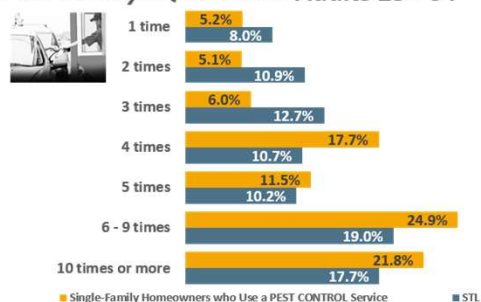
Used Past 30-days: Adults 25 - 64



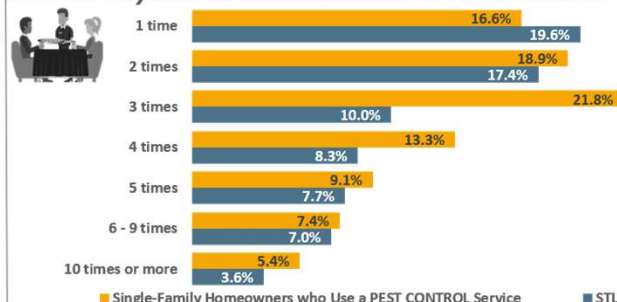


10.6% or 169,623 of STL DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 3.4% more likely to use QSRs past mo., 25.5% more likely to use Sit-Down Restaurants past mo., 14.4% more likely to use Casinos past yr., 72.3% less likely to smoke cigarettes.

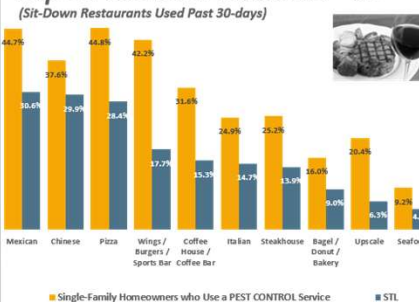
Past 30-days QSR Users: Adults 25 - 64



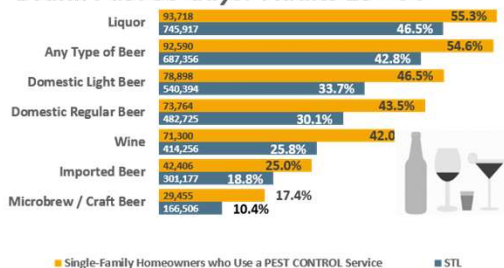
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



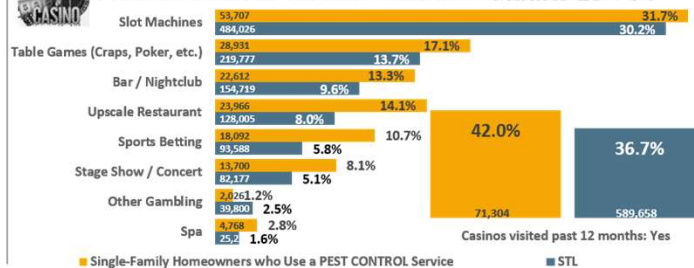
Top-10 Cuisines: Adults 25 - 64



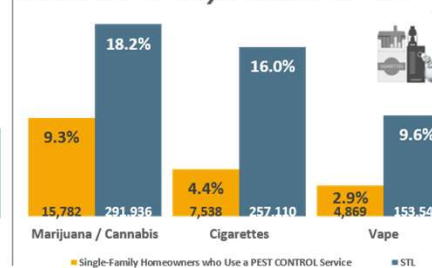
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



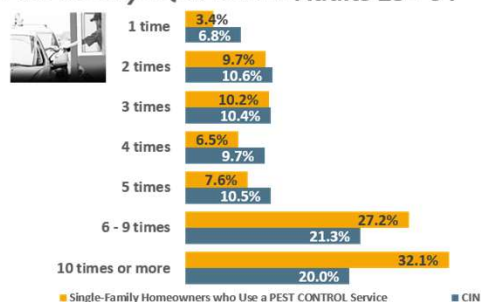
Used Past 30-days: Adults 25 - 64



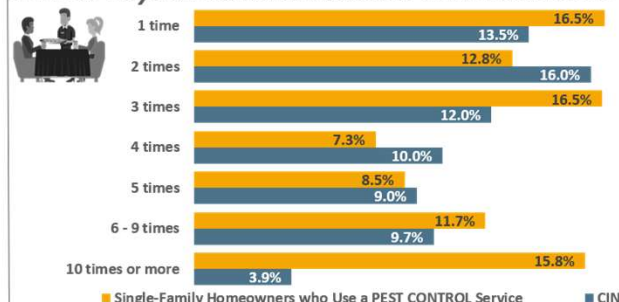


7.6% or 94,687 of CIN DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 8.3% more likely to use QSRs past mo., 20.4% more likely to use Sit-Down Restaurants past mo., 5.7% less likely to use Casinos past yr., 75.1% less likely to smoke cigarettes.

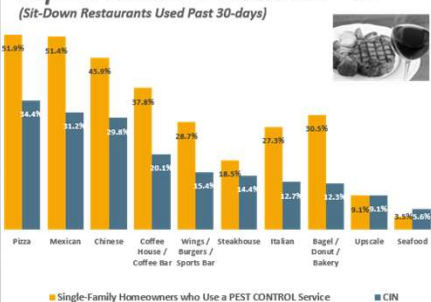
Past 30-days QSR Users: Adults 25 - 64



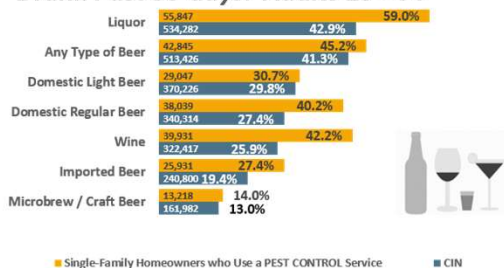
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



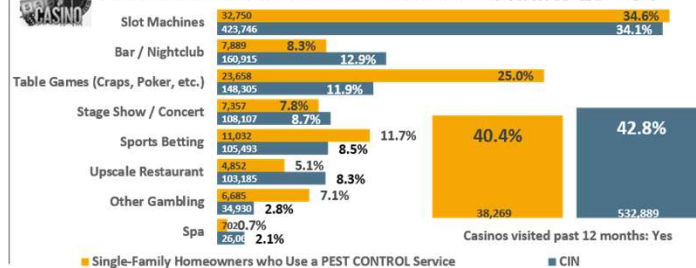
Top-10 Cuisines: Adults 25 - 64 (Sit-Down Restaurants Used Past 30-days)



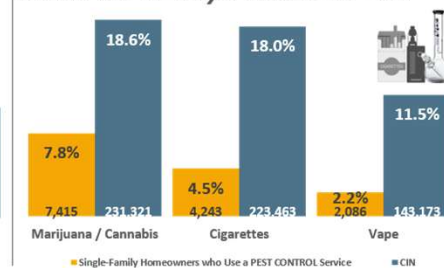
Drank Past 30-days: Adults 25 - 64



Past 12 months Casino Activities: Adults 25 - 64



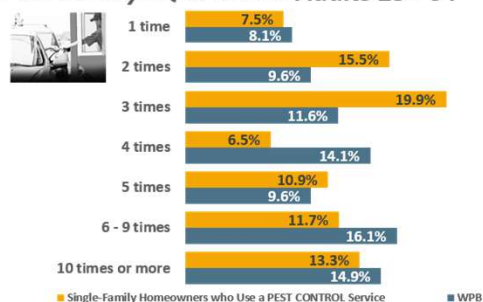
Used Past 30-days: Adults 25 - 64



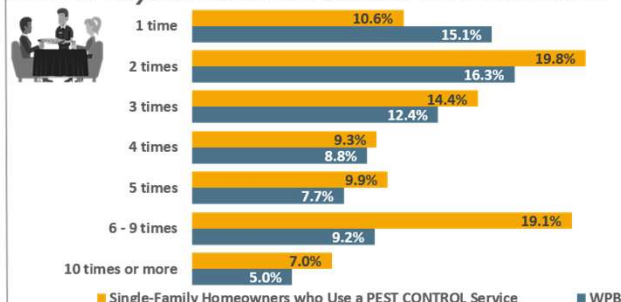


14.3% or 158,881 of WPB DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 1.6% more likely to use QSRs past mo., 21.1% more likely to use Sit-Down Restaurants past mo., 3.4% more likely to use Casinos past yr., 83.9% less likely to smoke cigarettes.

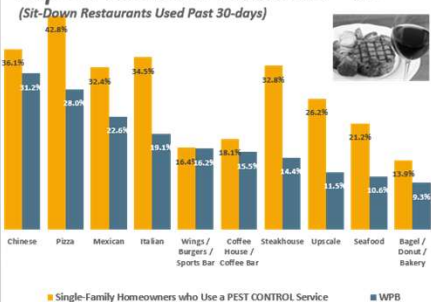
Past 30-days QSR Users: Adults 25 - 64



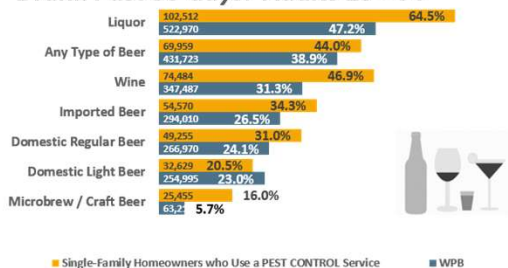
Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



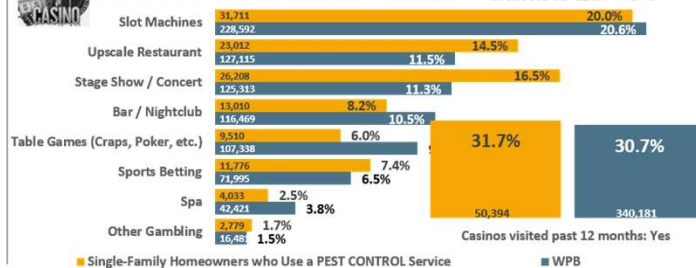
Top-10 Cuisines: Adults 25 - 64



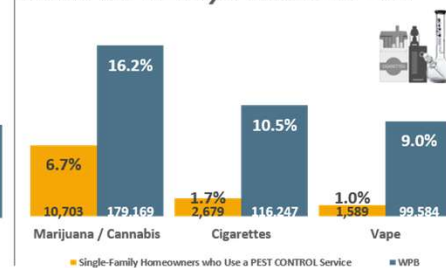
Drank Past 30-days: Adults 25 - 64

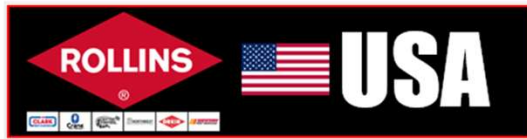


Past 12 months Casino Activities: Adults 25 - 64

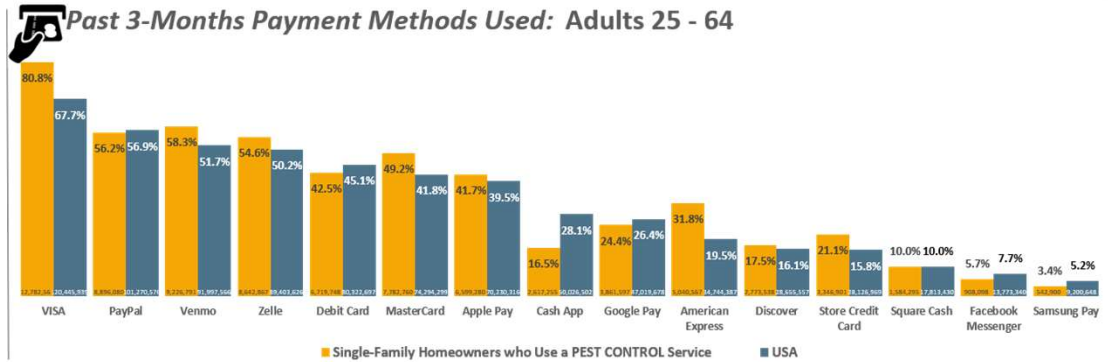
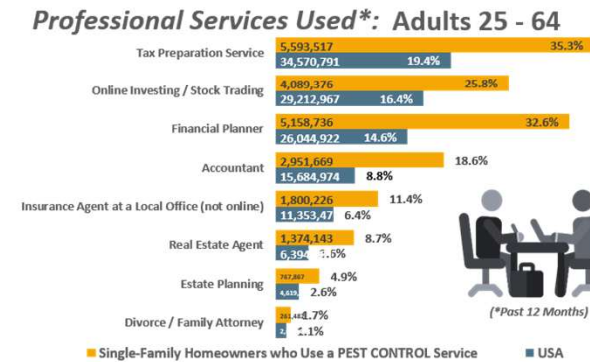
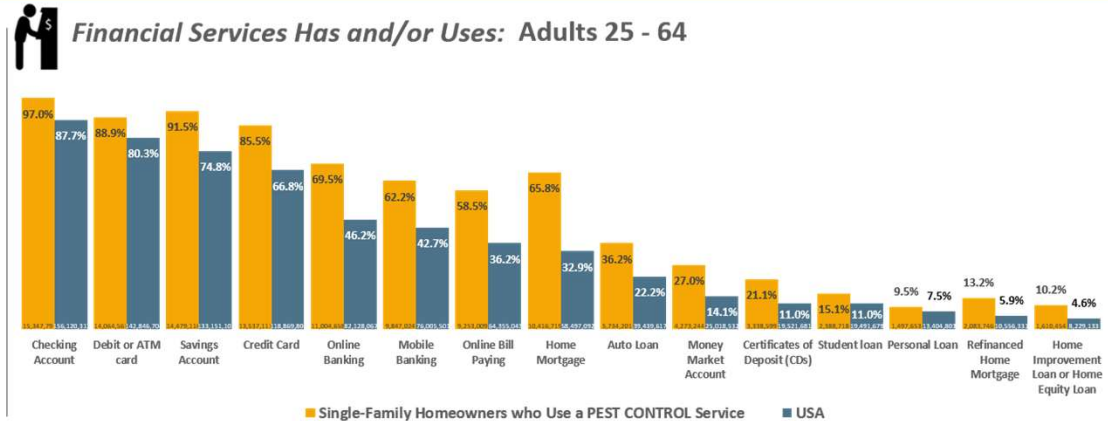
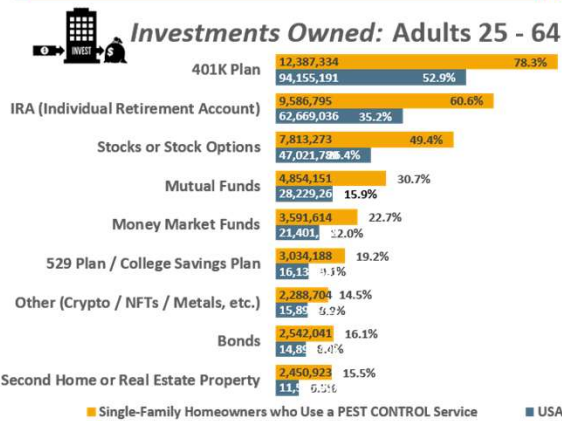


Used Past 30-days: Adults 25 - 64





8.9% or 15,827,662 of USA DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 47.9% more likely to have a 401K, 63.4% more likely to have an Auto Loan, 57.4% more likely to Invest/Trade Stocks Online, 6% less likely to pay with their Debit Card.

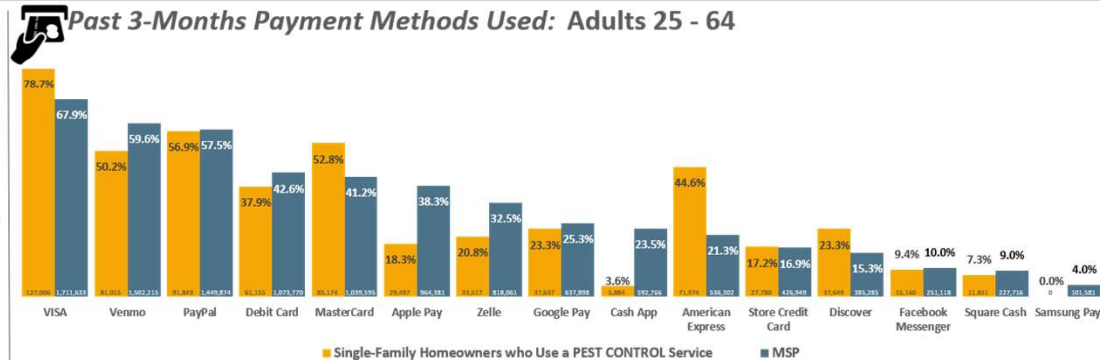
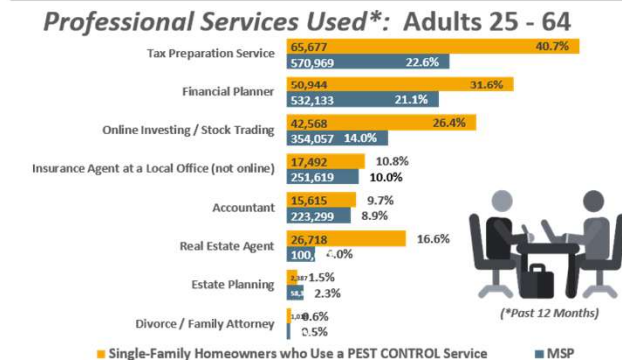
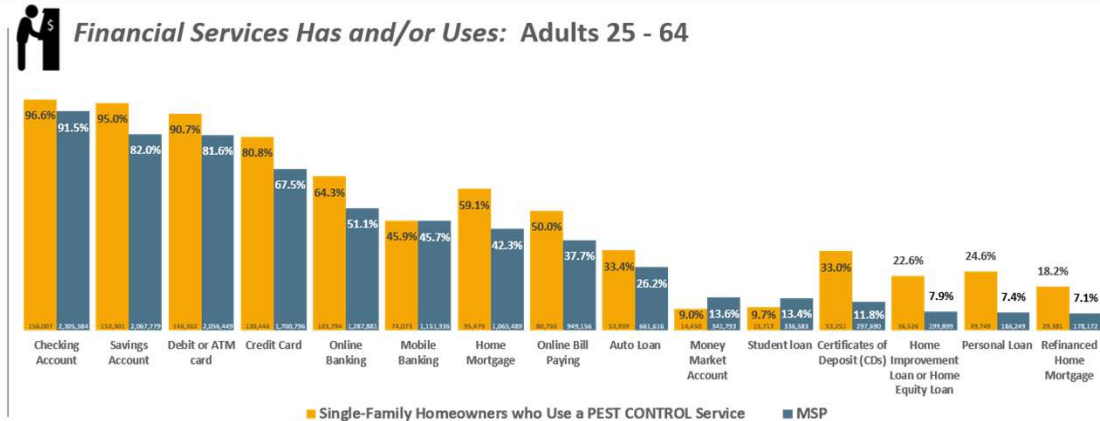
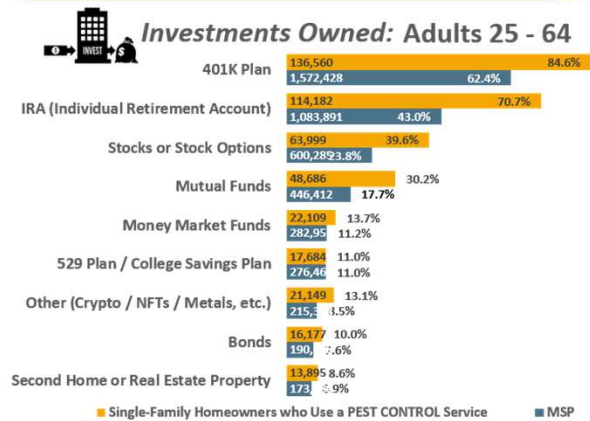


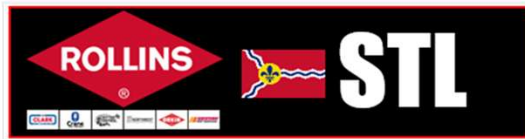
USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]

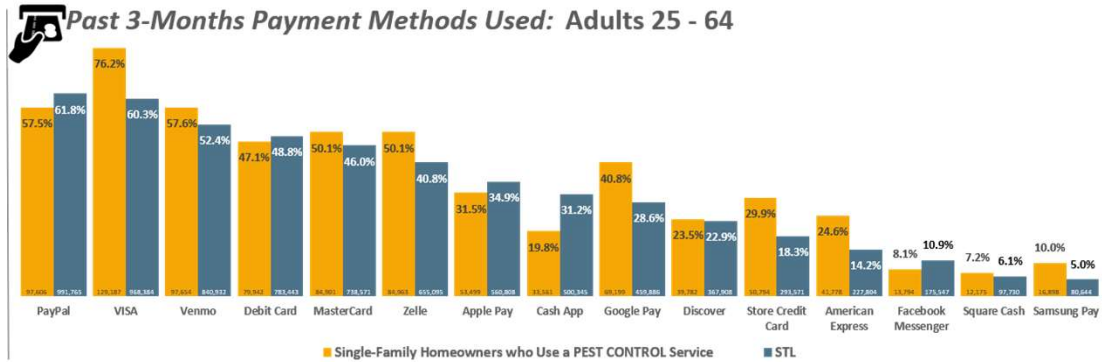
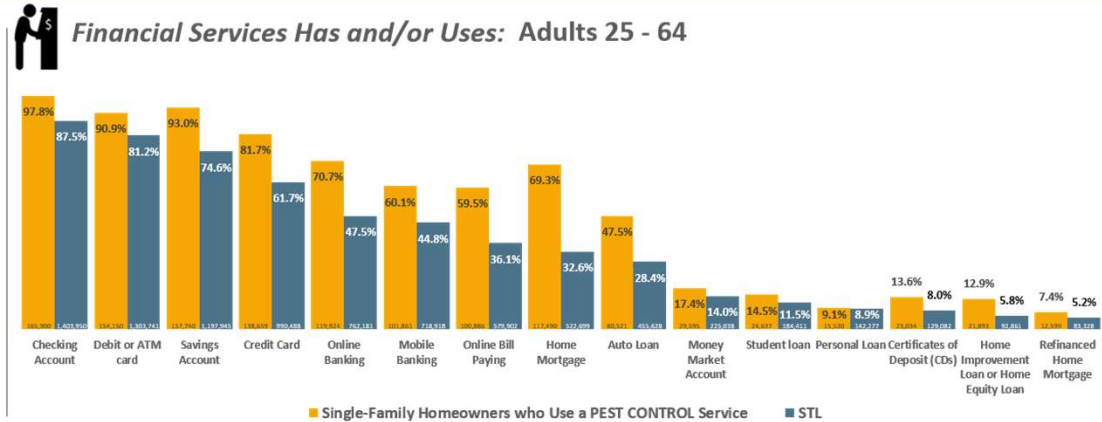
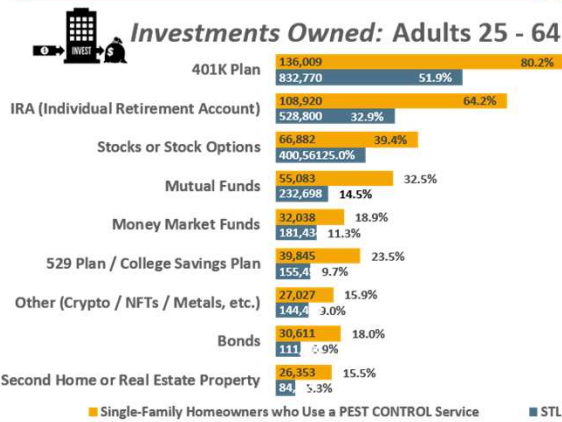


6.4% or 161,428 of MSP DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 35.6% more likely to have a 401K, 27.3% more likely to have an Auto Loan, 87.8% more likely to Invest/Trade Stocks Online, 11.1% less likely to pay with their Debit Card.



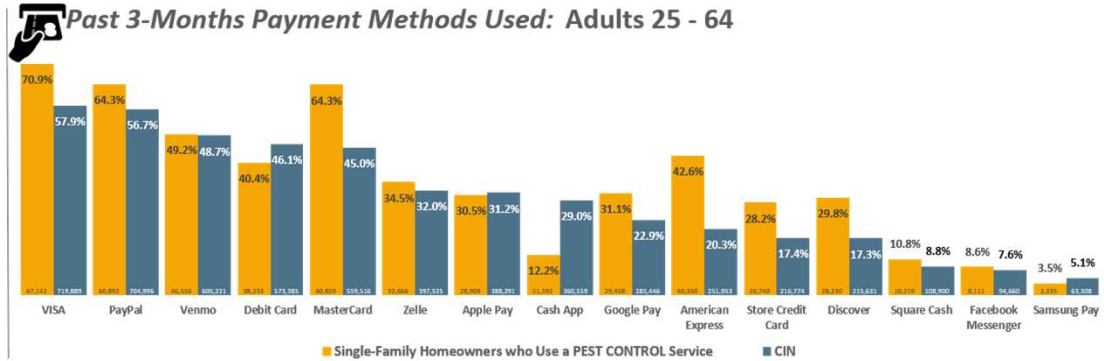
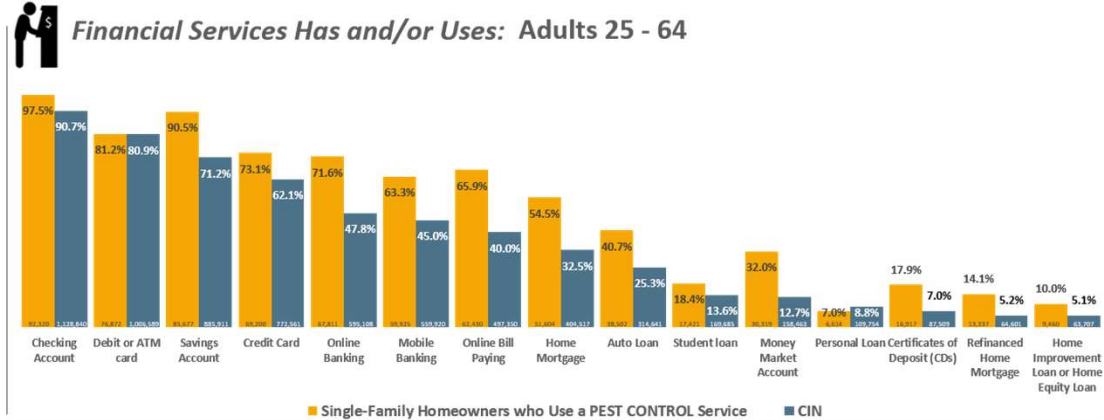
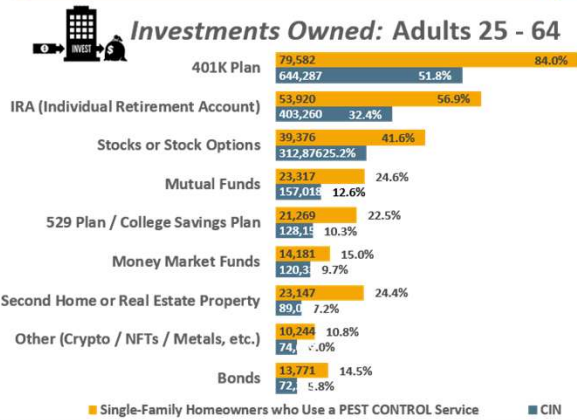


10.6% or 169,623 of STL DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 54.6% more likely to have a 401K, 67.3% more likely to have an Auto Loan, 64.2% more likely to Invest/Trade Stocks Online, 3.4% less likely to pay with their Debit Card.





7.6% or 94,687 of CIN DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 62.3% more likely to have a 401K, 60.8% more likely to have an Auto Loan, 32.7% more likely to Invest/Trade Stocks Online, 12.4% less likely to pay with their Debit Card.

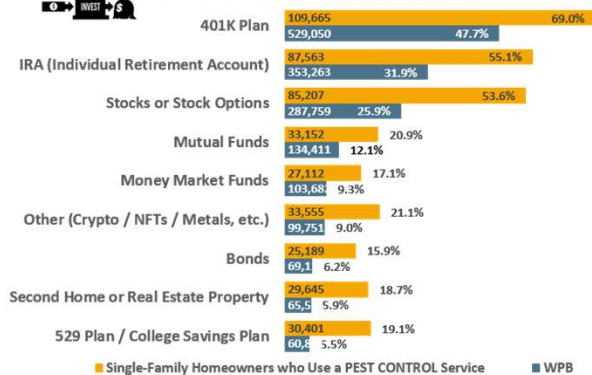




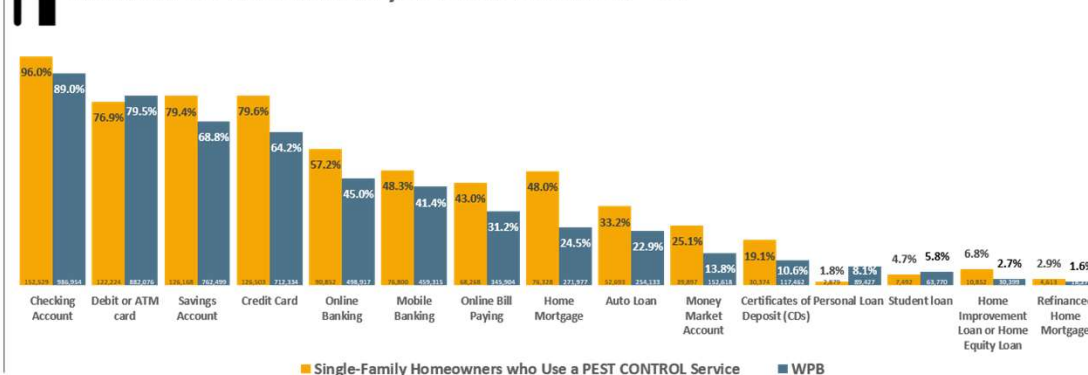
14.3% or 158,881 of WPB DMA Adults 25 - 64 are Single-Family Homeowners who Use a PEST CONTROL Svc. Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service are 44.7% more likely to have a 401K, 44.7% more likely to have an Auto Loan, 111.% more likely to Invest/Trade Stocks Online, 35.8% less likely to pay with their Debit Card.



Investments Owned: Adults 25 - 64



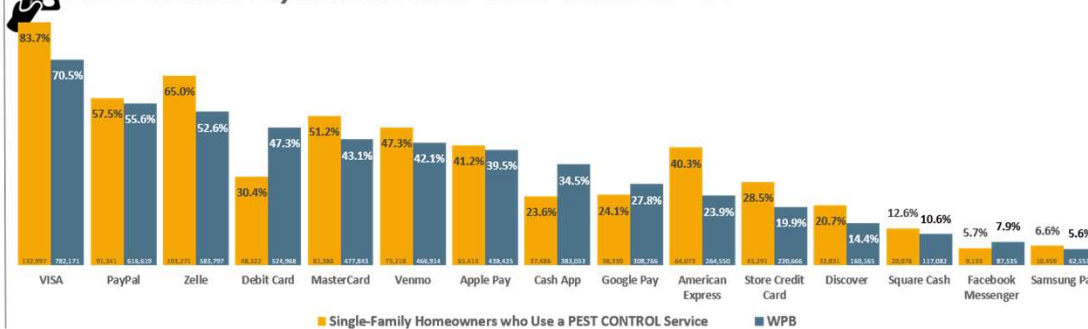
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used*: Adults 25 - 64

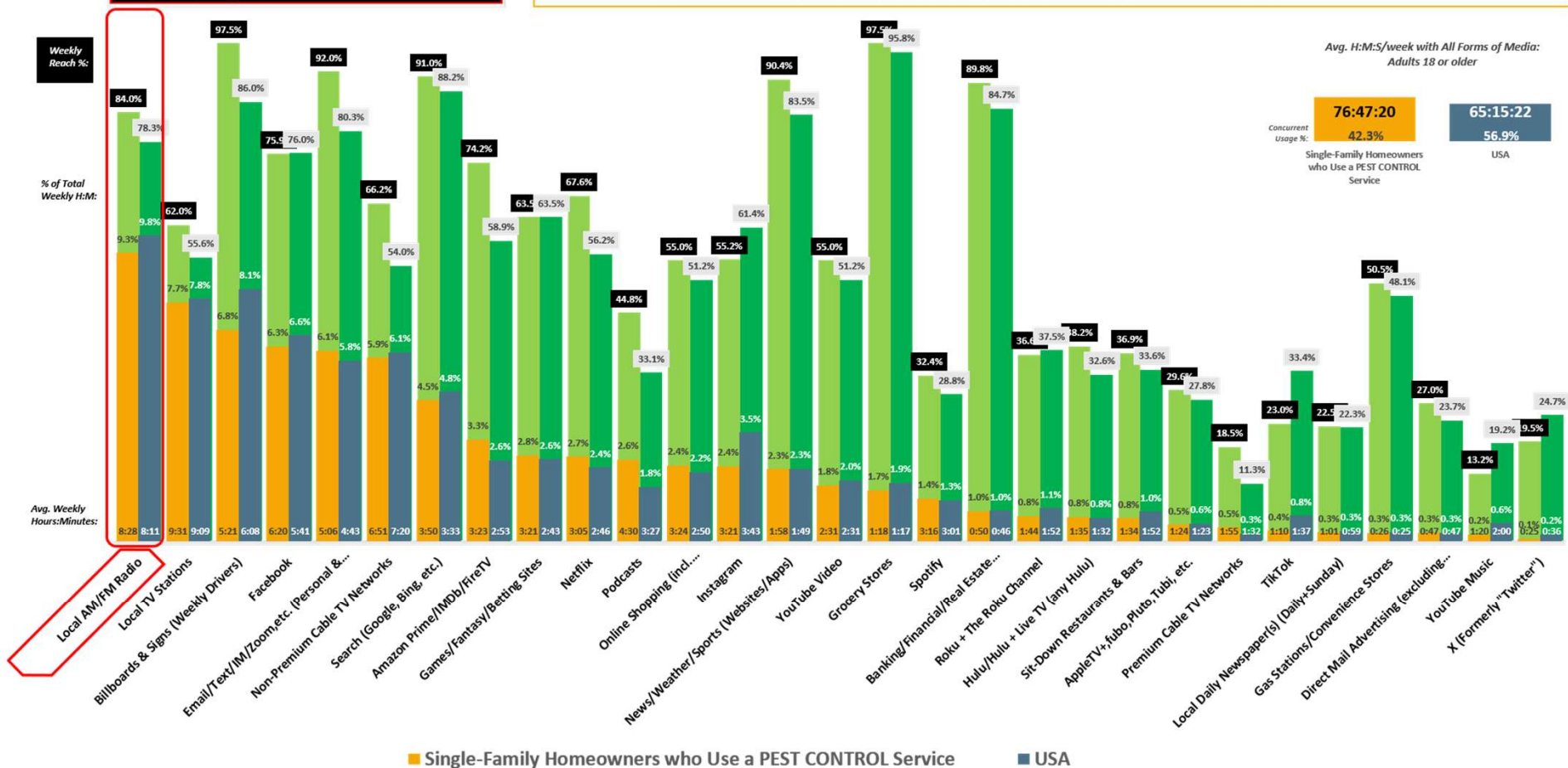


Past 3-Months Payment Methods Used: Adults 25 - 64



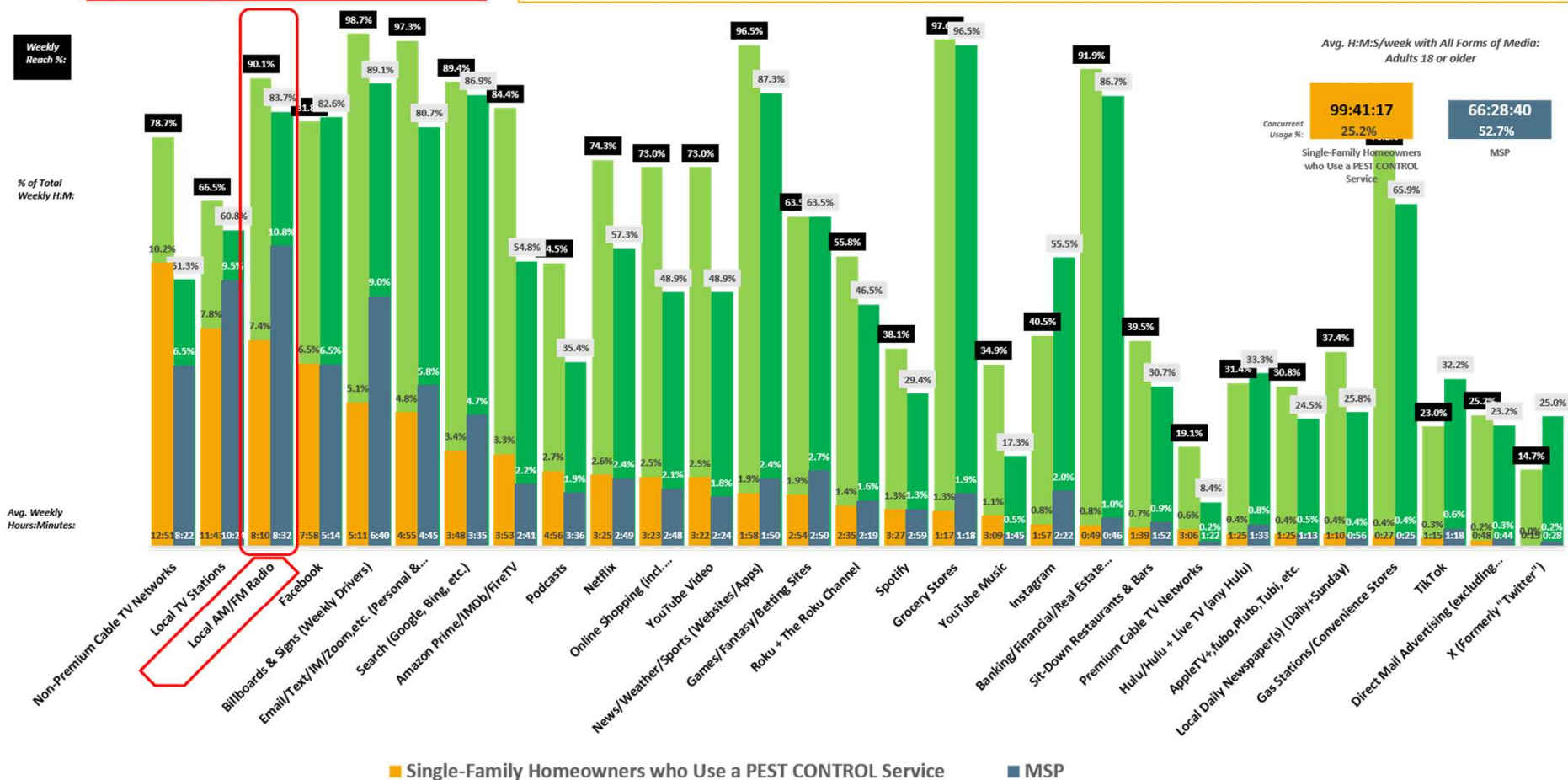


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 3 days, 4 hours, 47 minutes and 20 seconds each week with All Forms of Media.
 84.0% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 8 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



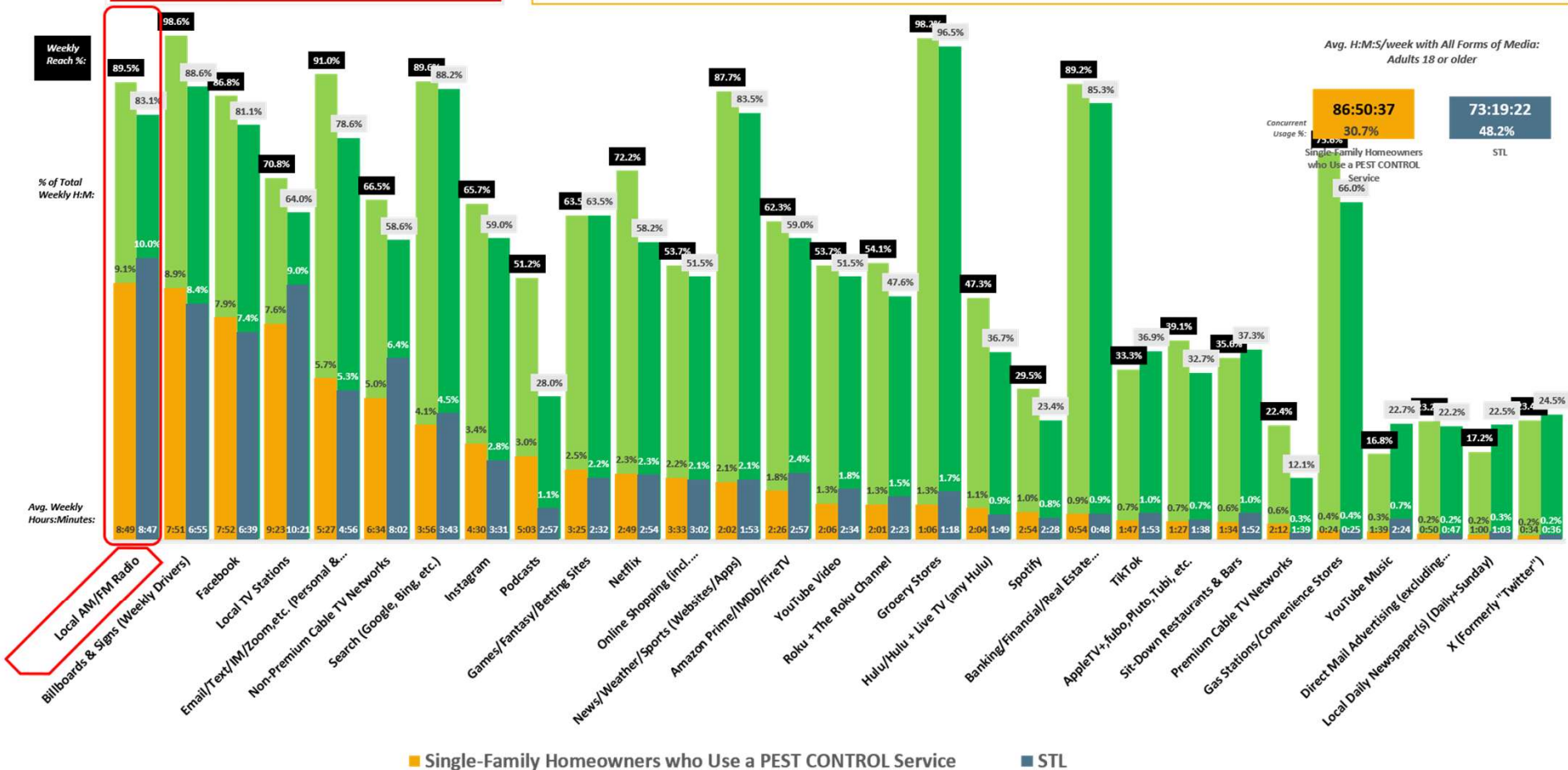


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 4 days, 3 hours, 41 minutes and 17 seconds each week with All Forms of Media.
 90.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 8 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



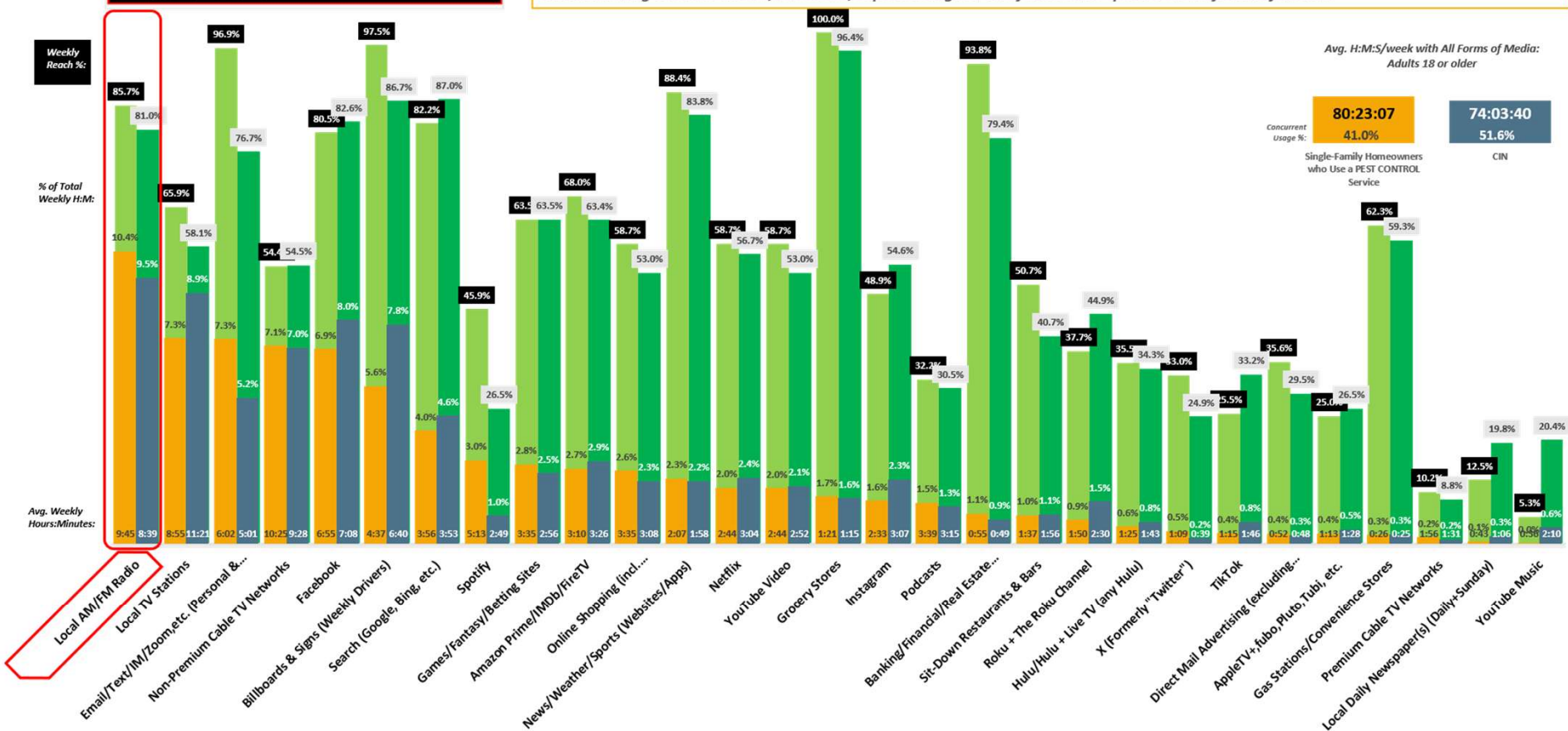


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 3 days, 14 hours, 50 minutes and 37 seconds each week with All Forms of Media.
 89.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.





Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 3 days, 8 hours, 23 minutes and 7 seconds each week with All Forms of Media.
 85.7% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 9 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



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

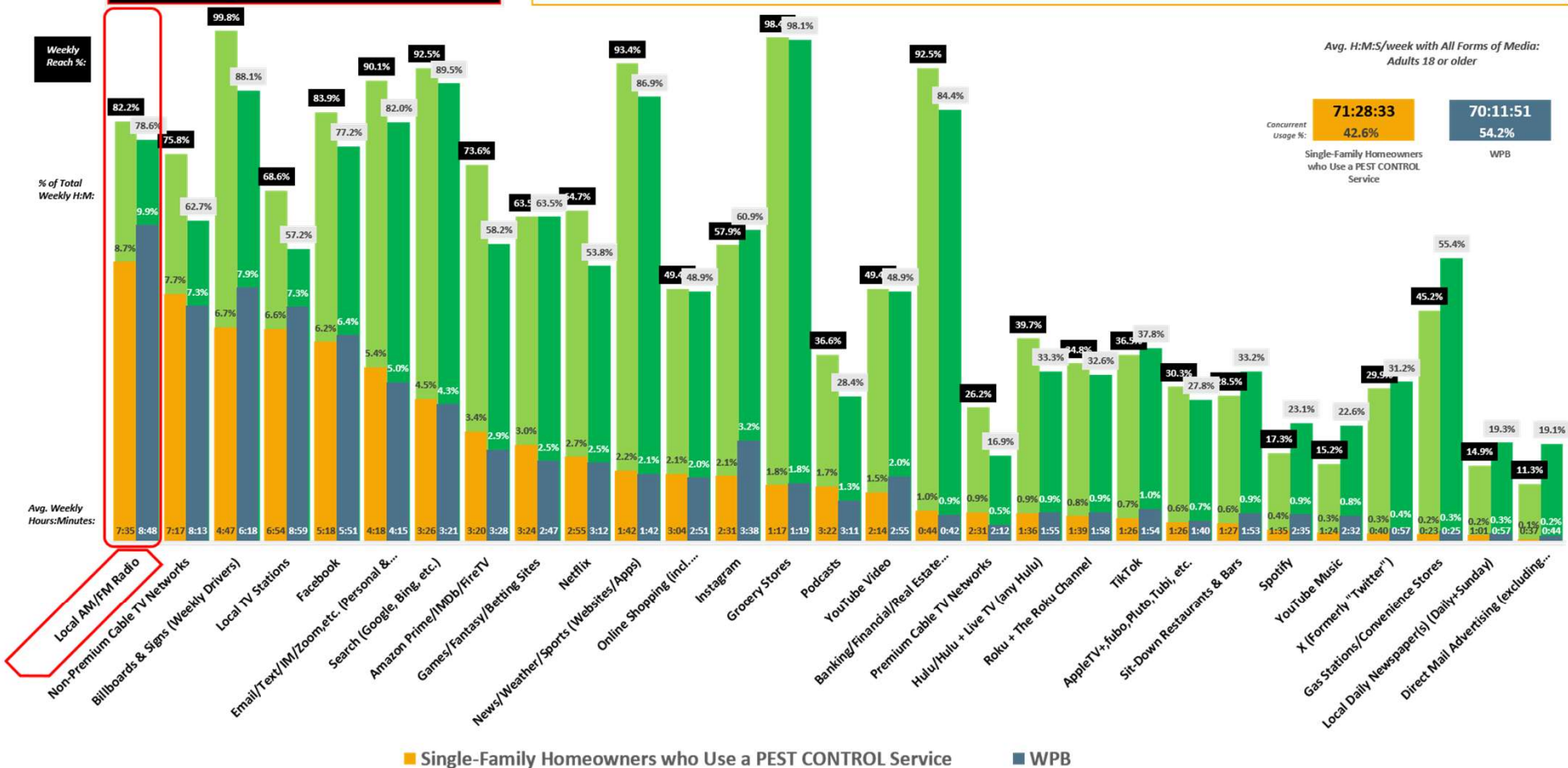
Single-Family Homeowners who Use a PEST CONTROL Service	CIN
80:23:07	74:03:40
41.0%	51.6%

■ Single-Family Homeowners who Use a PEST CONTROL Service ■ CIN





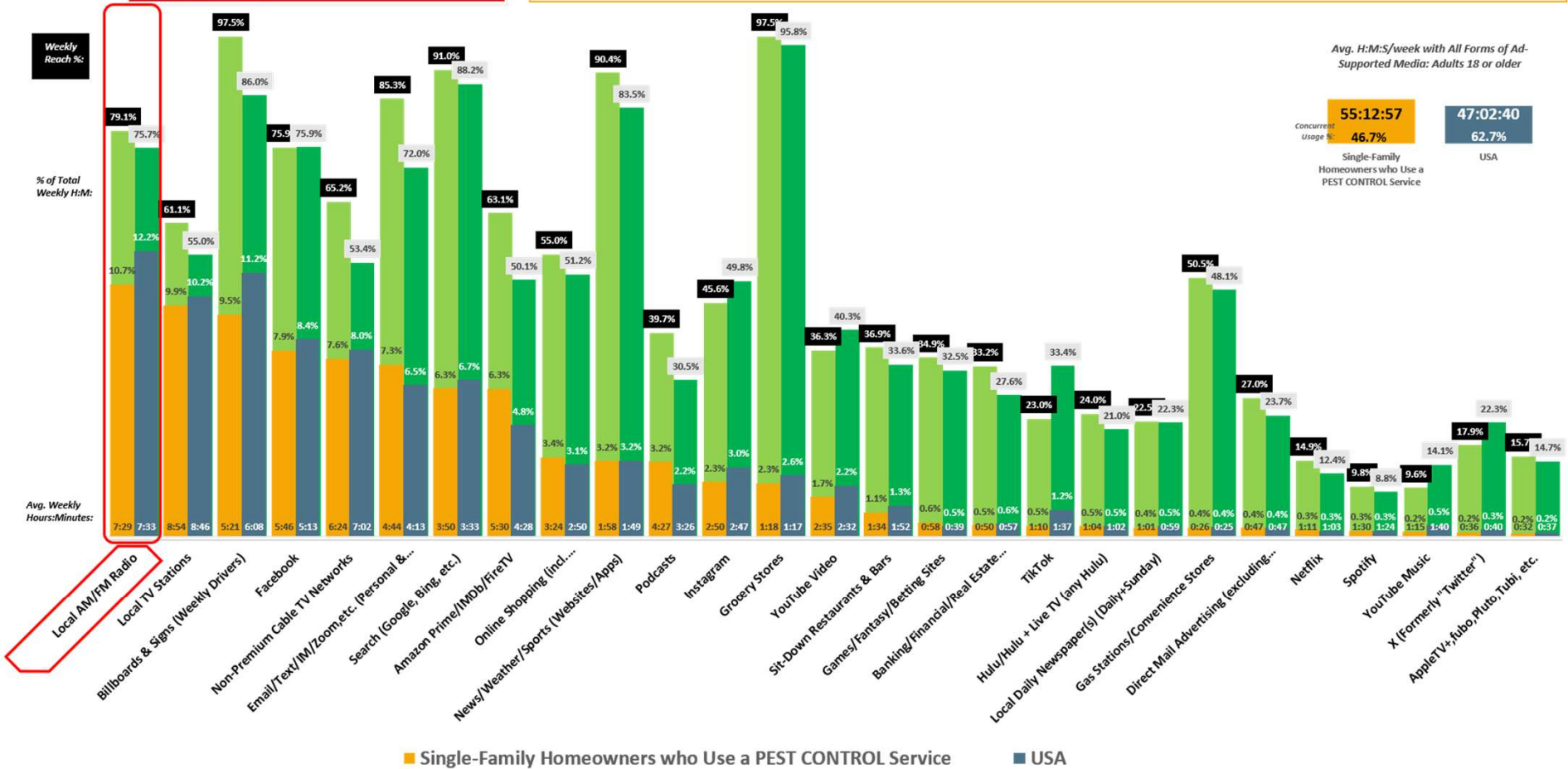
Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 23 hours, 28 minutes and 33 seconds each week with All Forms of Media.
 82.2% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 7 hours and 35 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



Single-Family Homeowners who Use a PEST CONTROL Service WPB

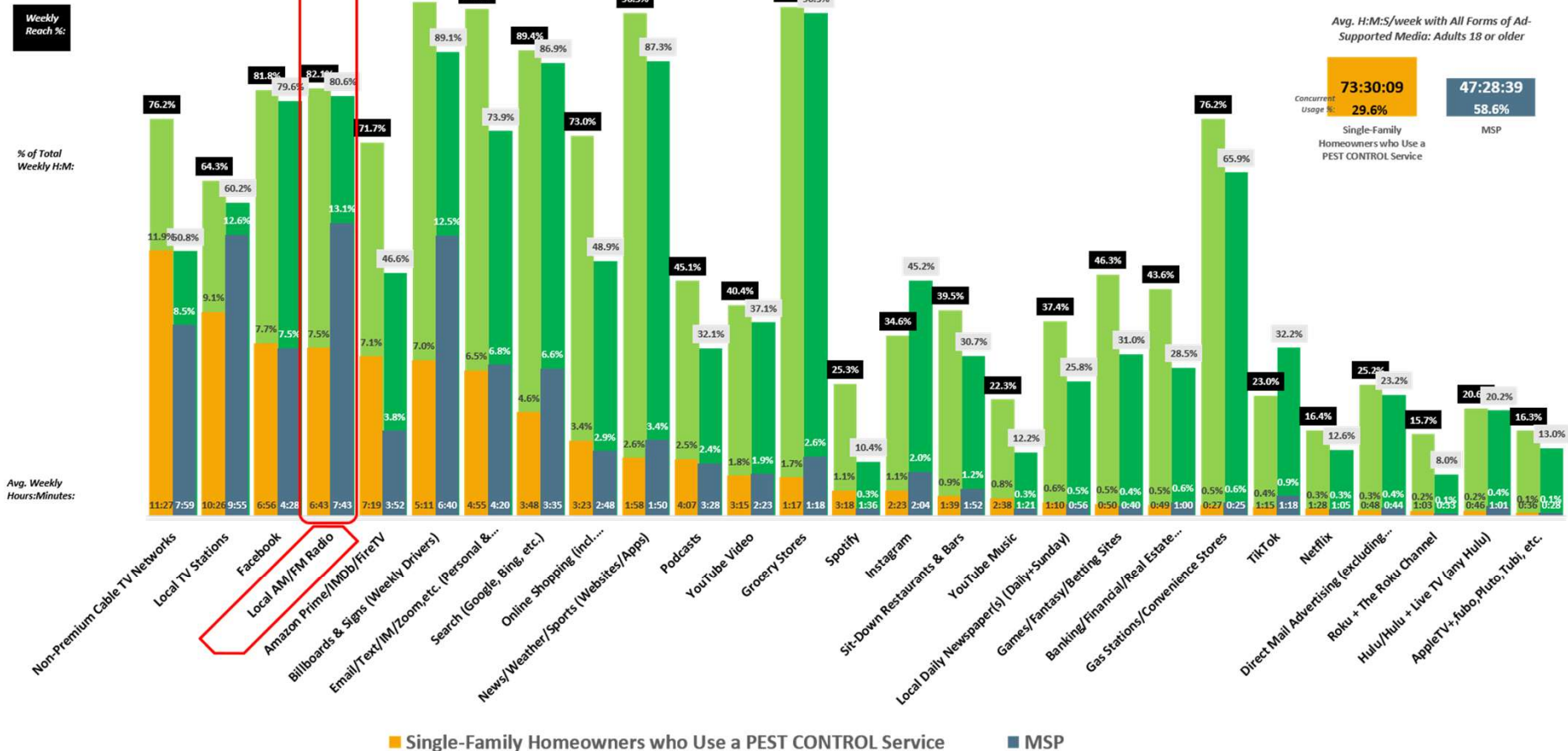


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 7 hours, 12 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 3 days, 1 hours, 30 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 82.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 6 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.5% of total time spent with all forms of Ad-Supported Media.



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

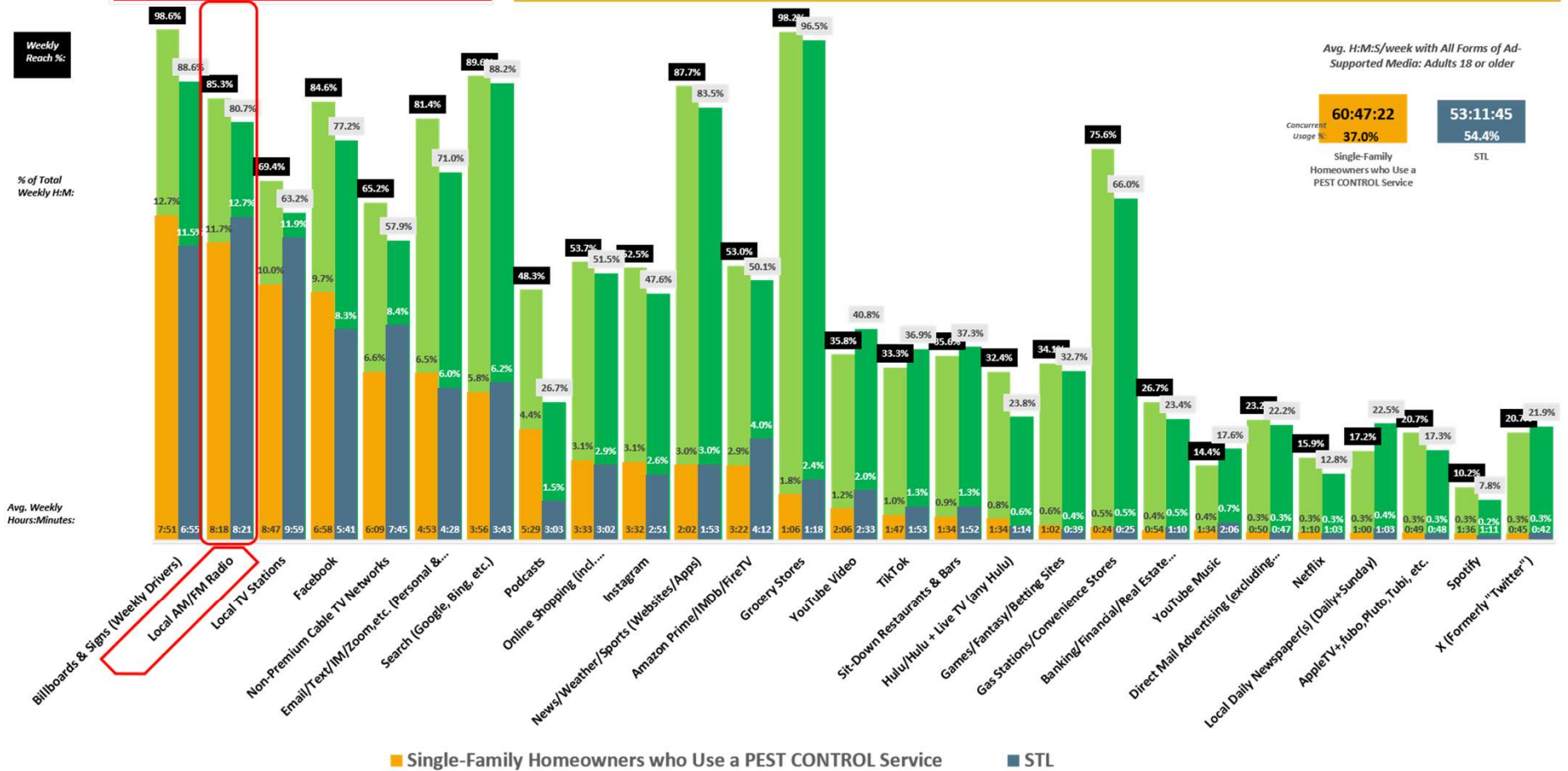
73:30:09
Concurrent Usage %: 29.6%

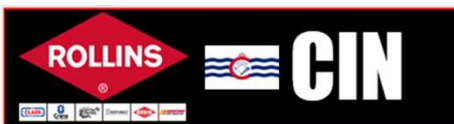
47:28:39
MSP

Single-Family Homeowners who Use a PEST CONTROL Service

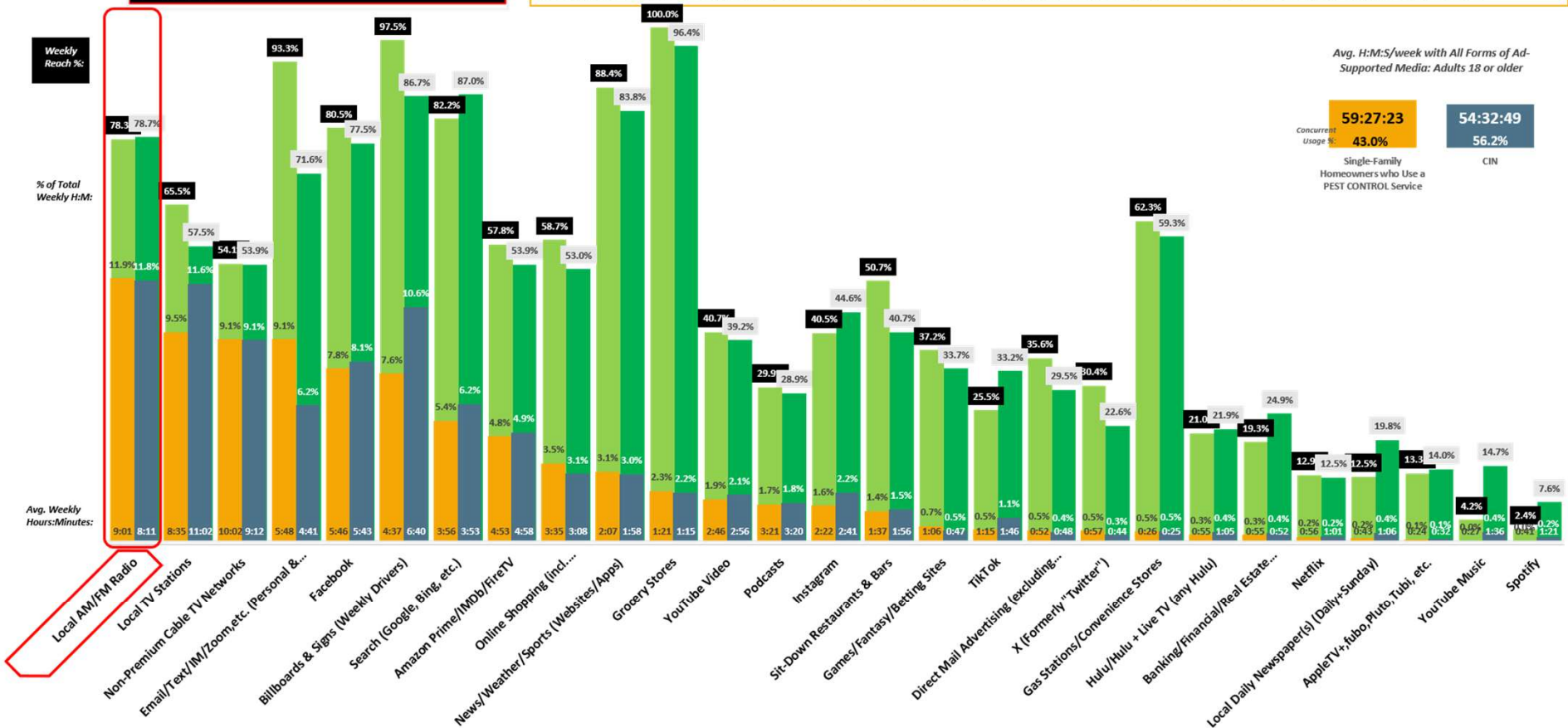


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 12 hours, 47 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 85.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 8 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



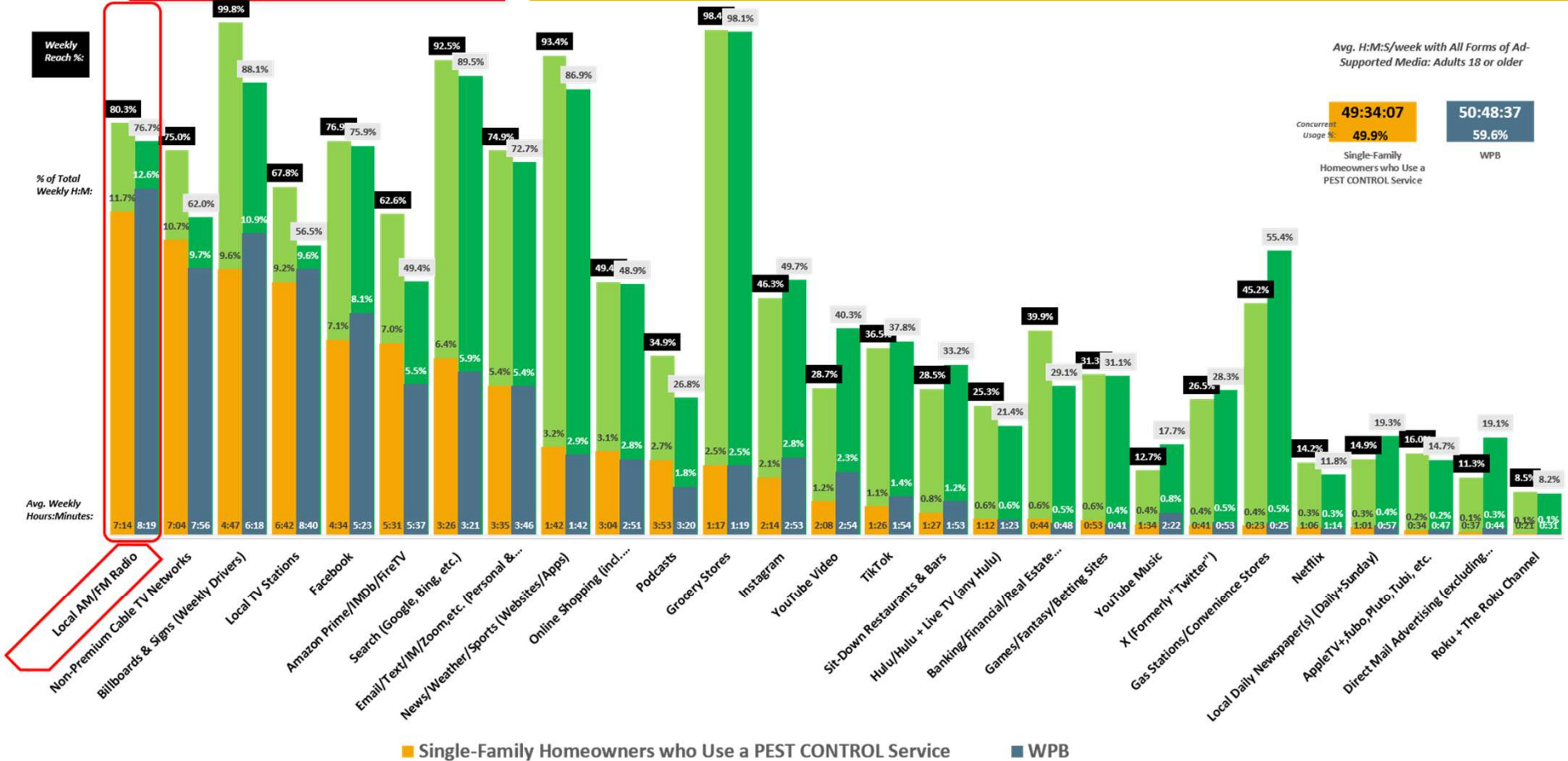


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 11 hours, 27 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
78.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 9 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.





Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 2 days, 1 hours, 34 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 80.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an avg. of 7 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 49.9%

Single-Family Homeowners who Use a PEST CONTROL Service

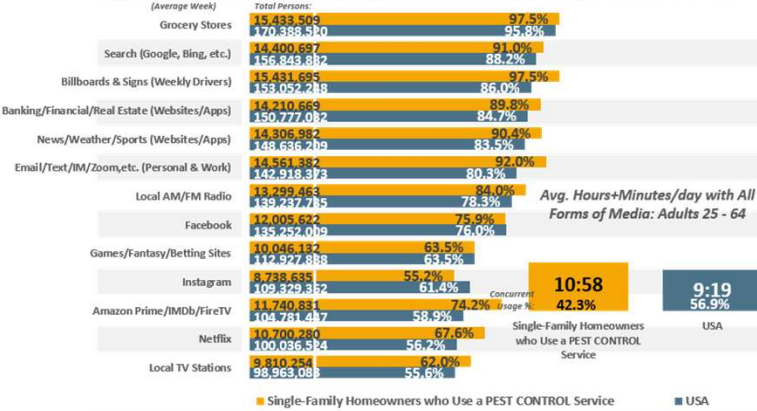
WPB: 50:48:37, 59.6%

Single-Family Homeowners who Use a PEST CONTROL Service WPB

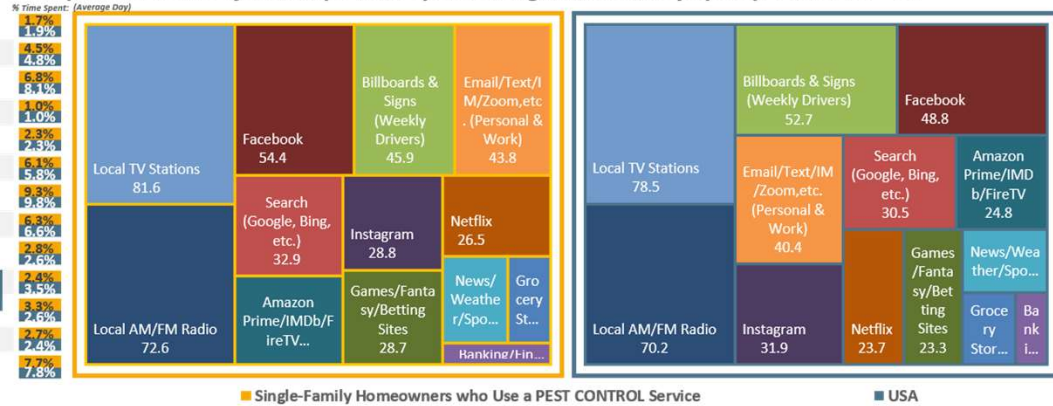


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 7 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.1% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

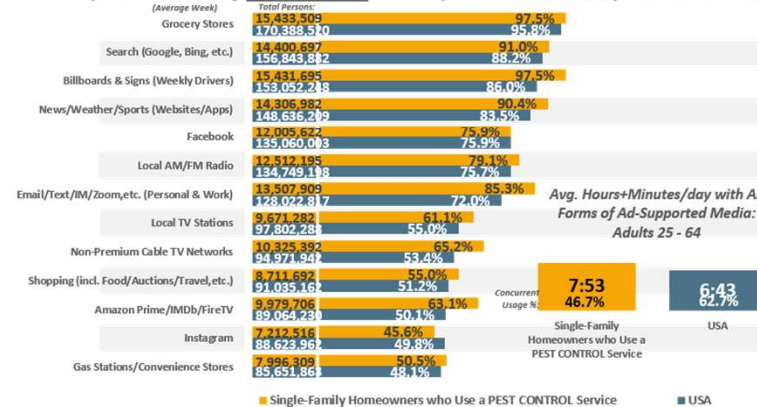
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



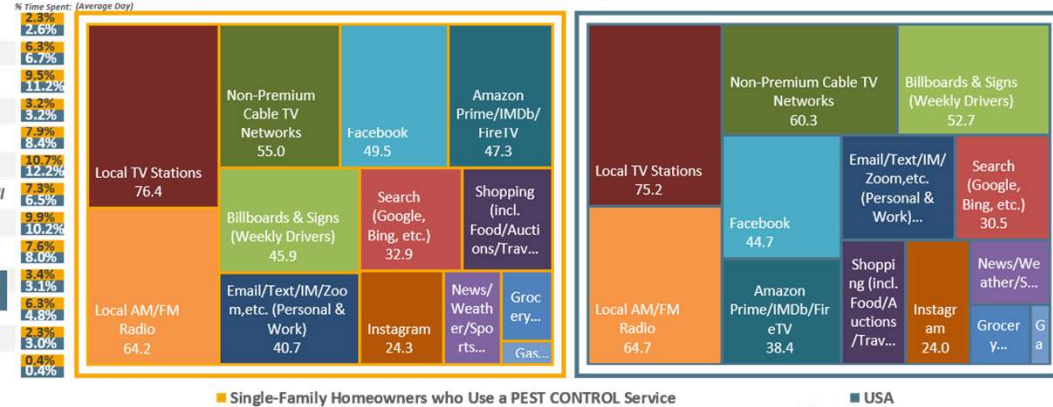
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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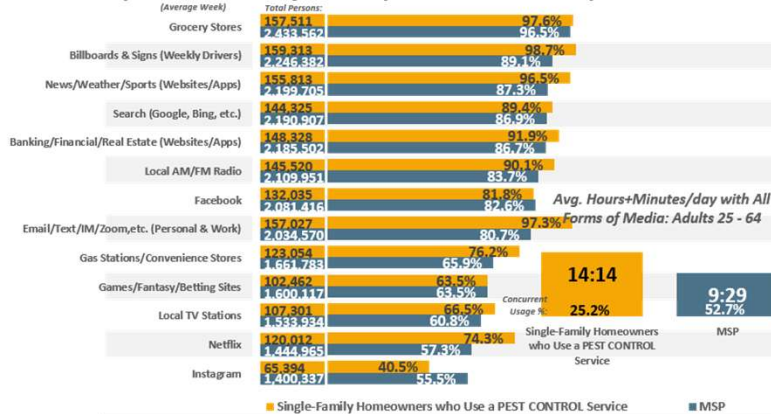
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

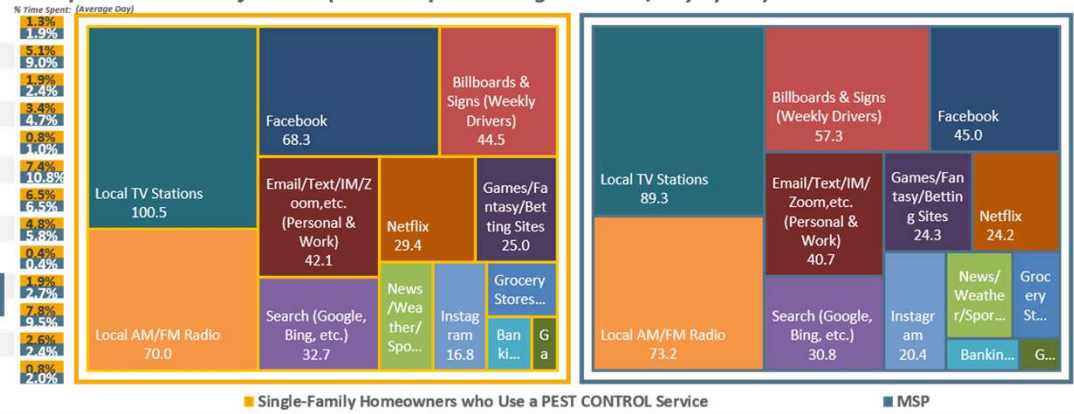


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 10 hours and 30 minutes each day with All Forms of Ad-Supported Media. 82.1% listen to Local AM/FM Radio for an avg. of 57.7 minutes/day. (Local Radio delivers 7.5% of Time with Ad-Supported Media.)

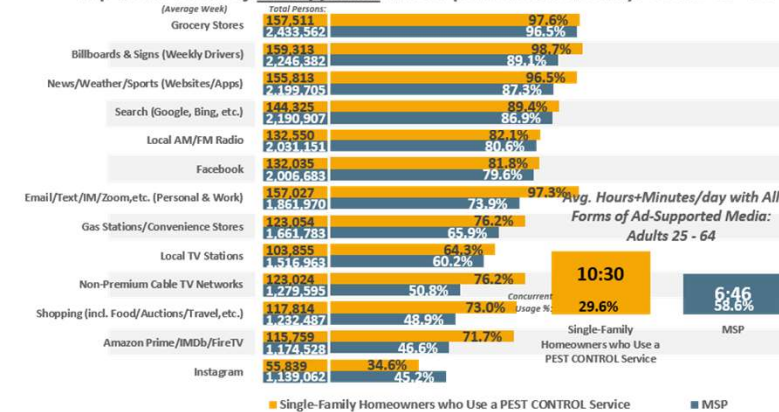
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



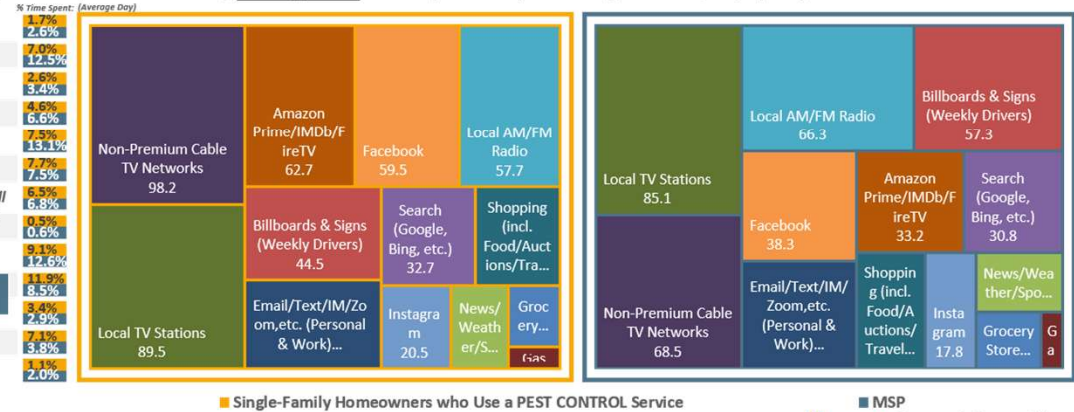
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117
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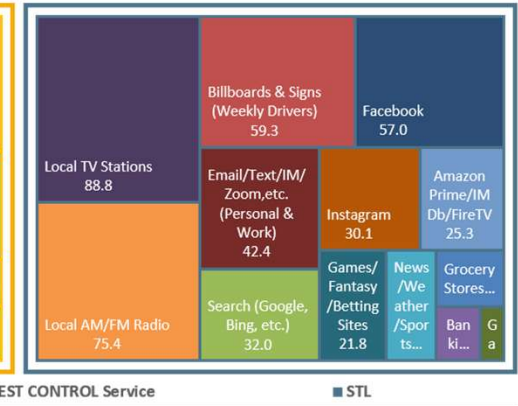
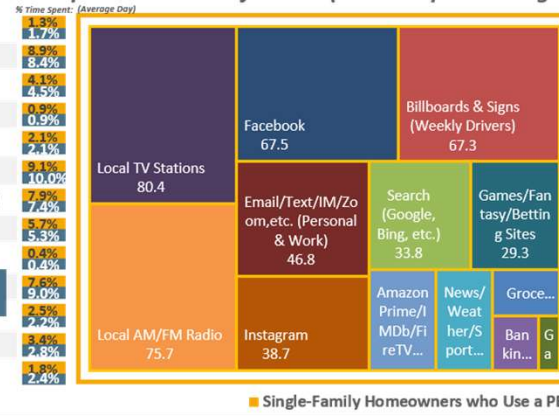
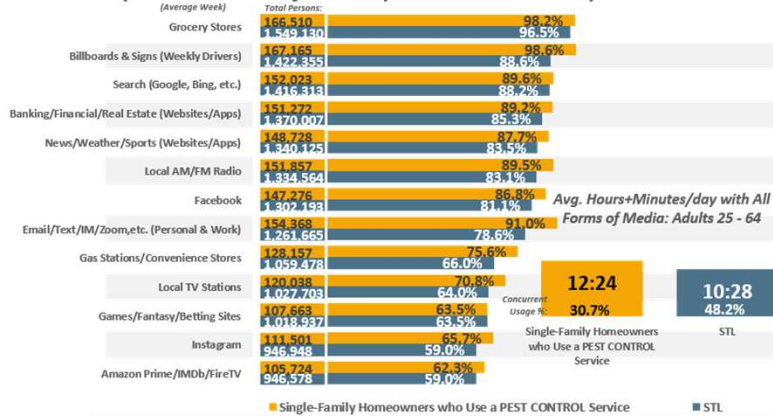
[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)] AND Items/services household currently has (HHL): Pest control service)]



Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 8 hours and 41 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 71.2 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

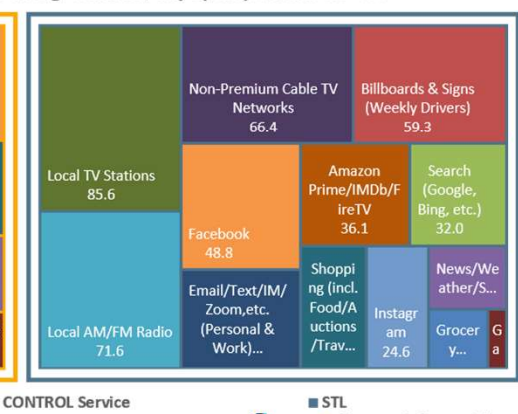
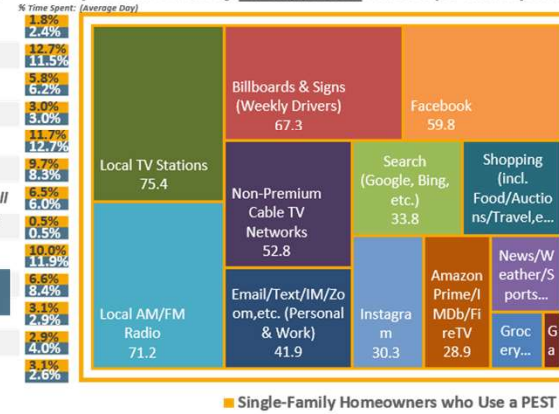
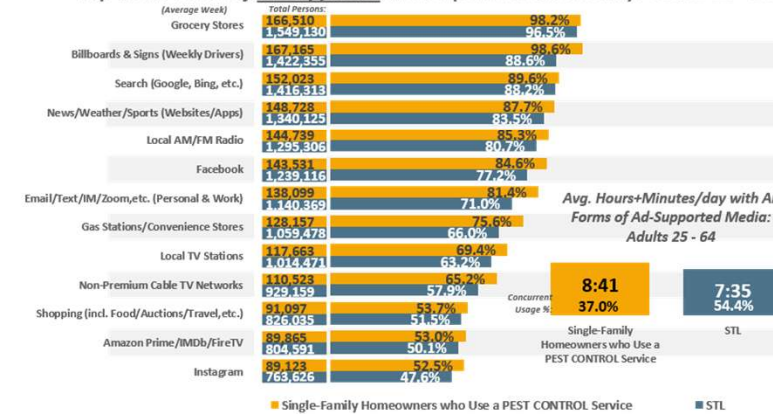
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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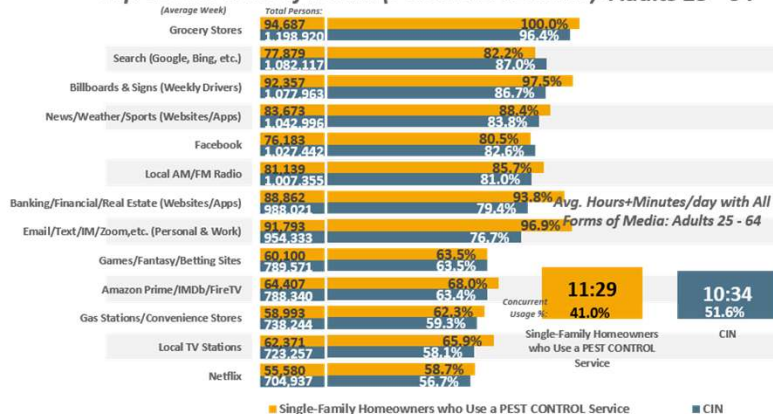
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

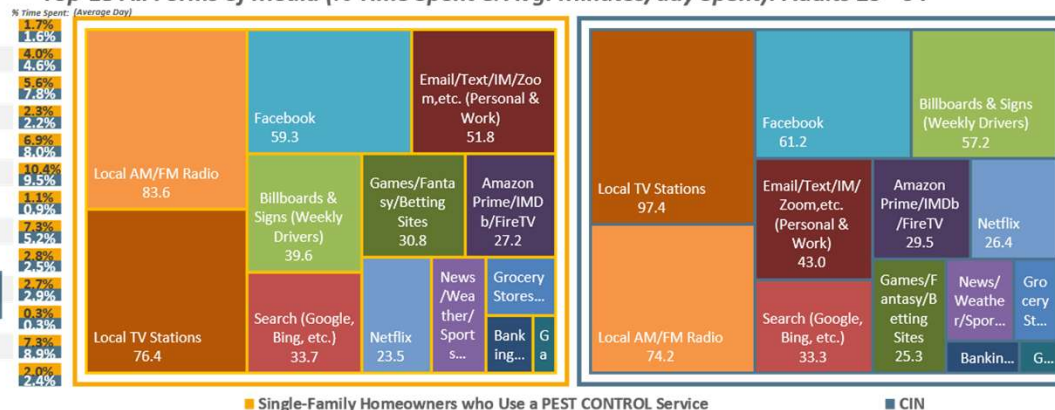


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 8 hours and 29 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 77.4 minutes/day. (Local Radio delivers 11.9% of Time with Ad-Supported Media.)

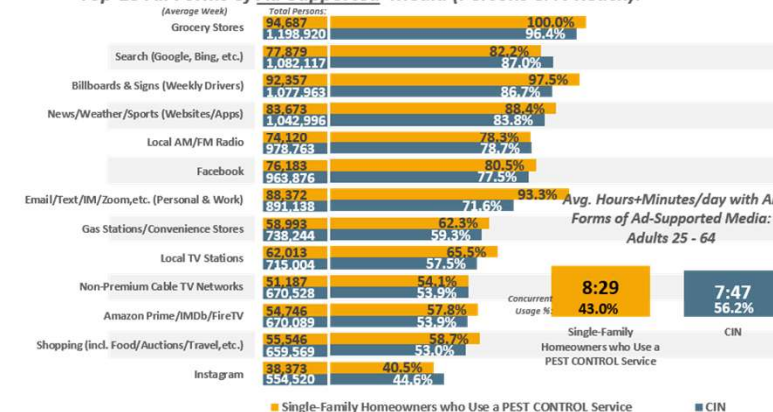
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



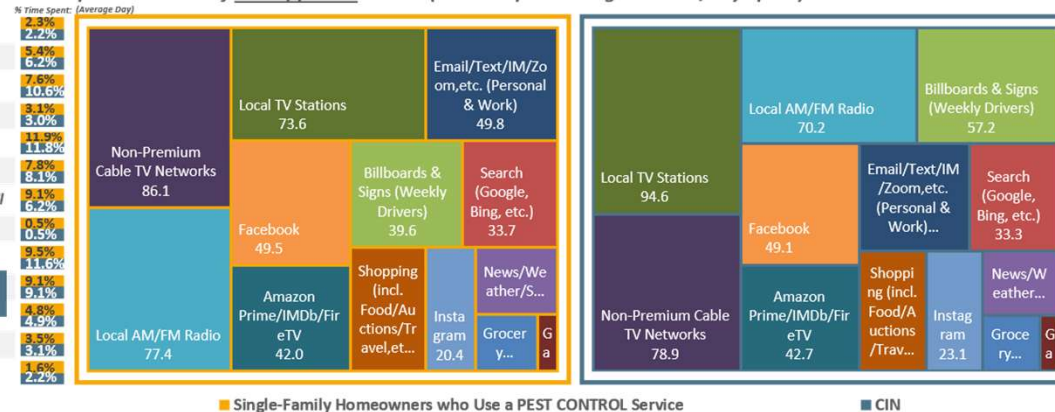
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 166
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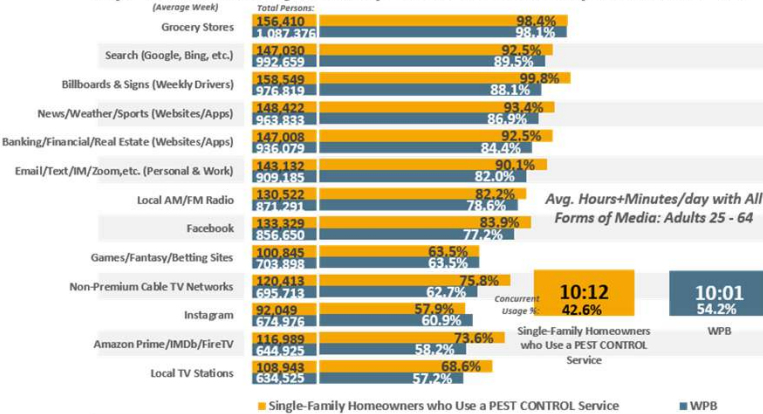
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]

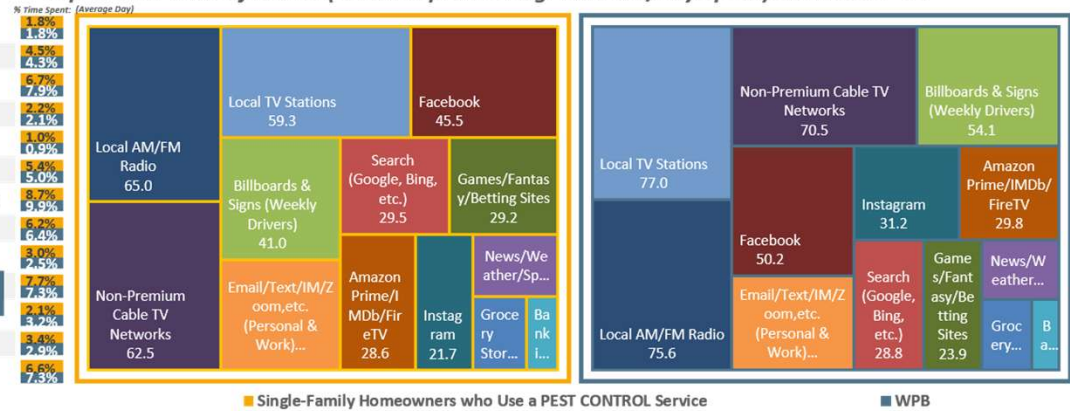


Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 62.1 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

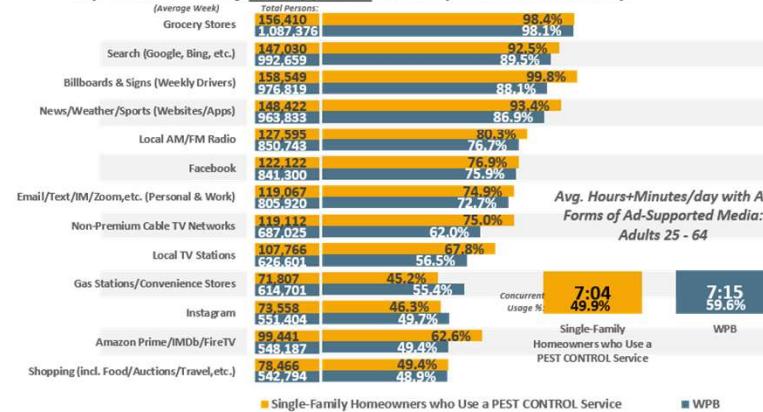
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



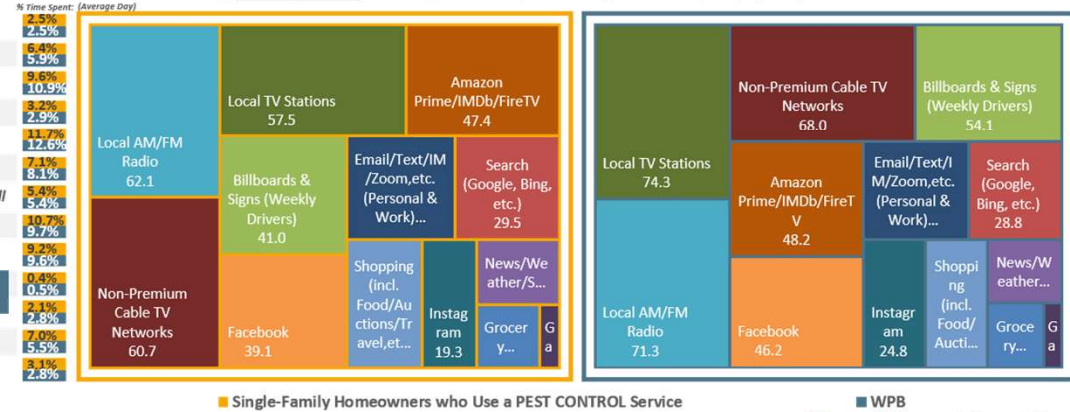
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 446
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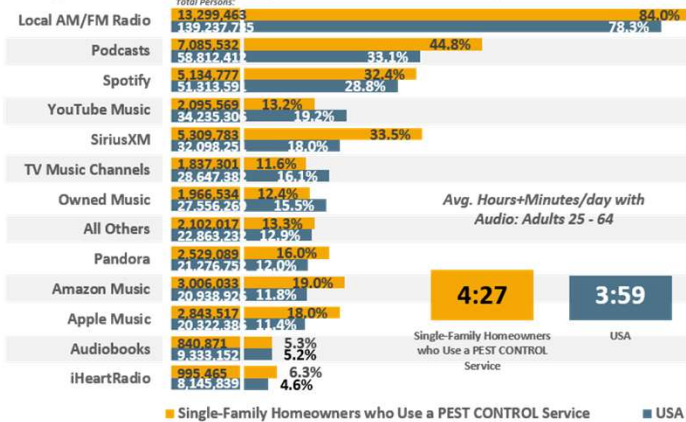
soefa.ai Share of Everything for Anything

[[(Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]

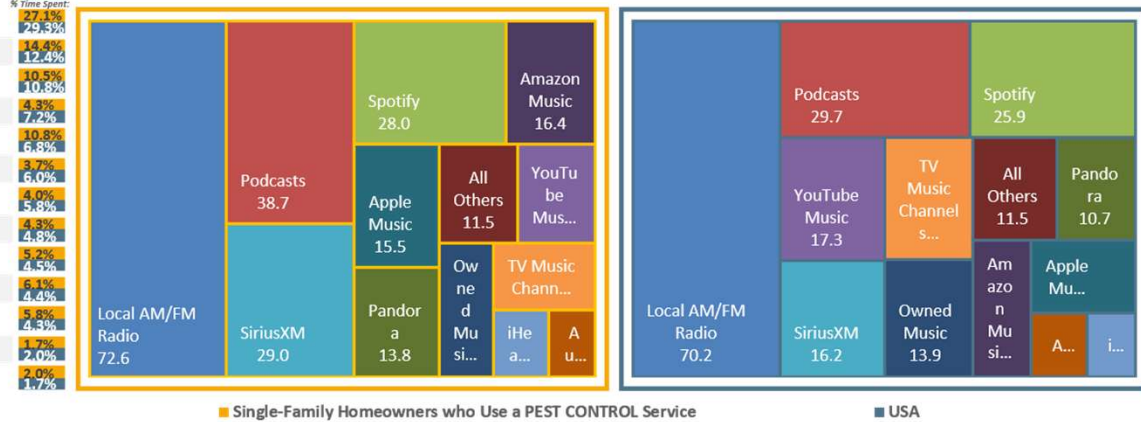


12,512,195 or 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

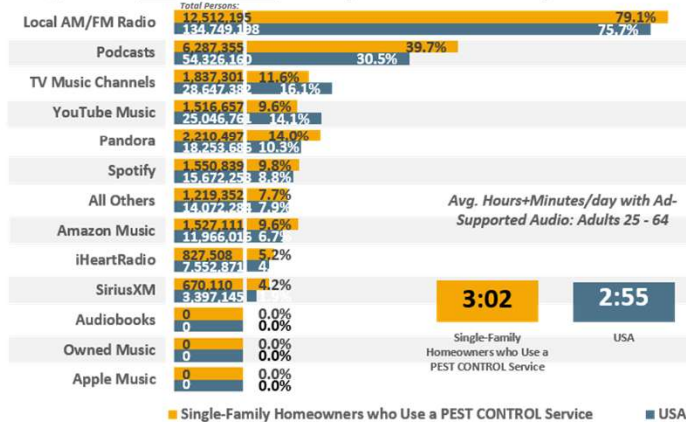
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



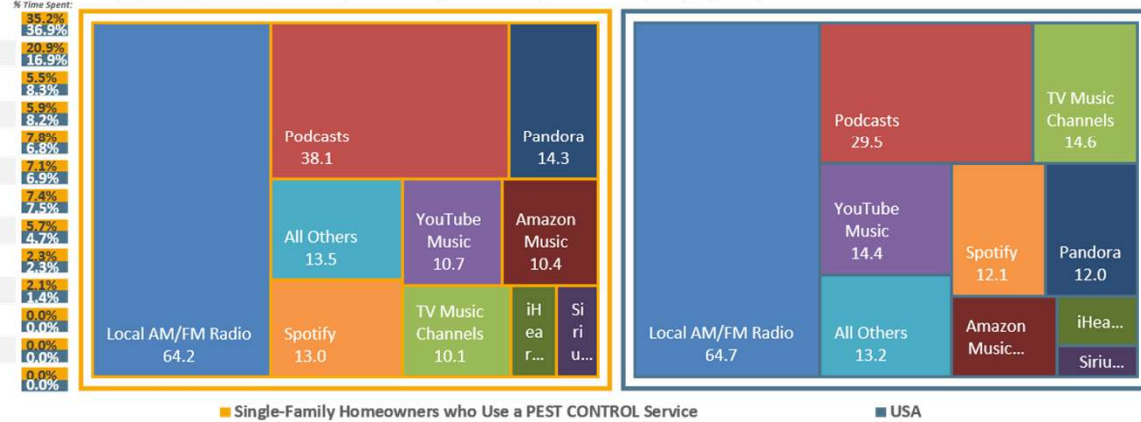
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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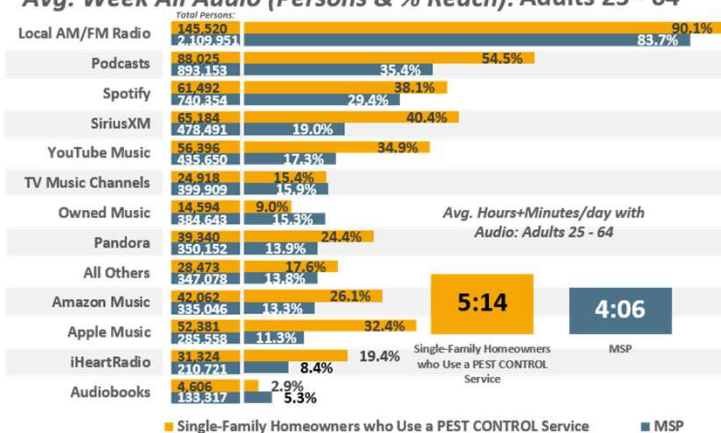
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

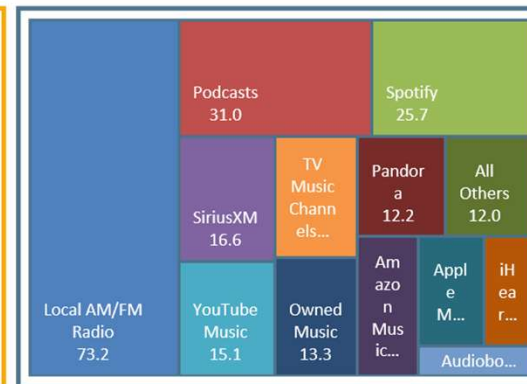
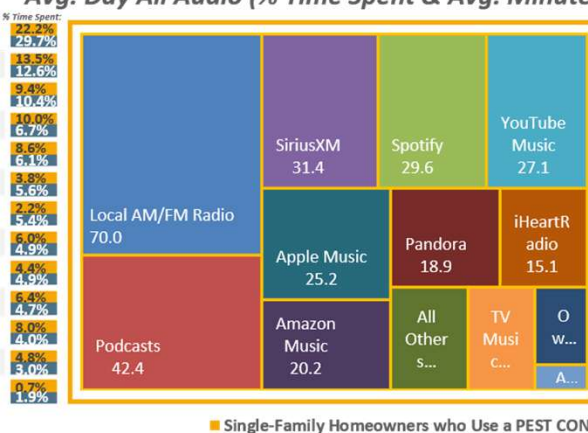


132,550 or 82.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 25.3% of all time spent daily with Ad-Supported Audio.

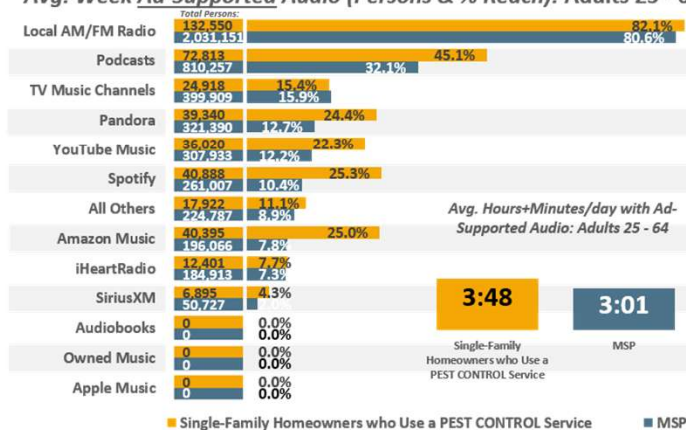
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



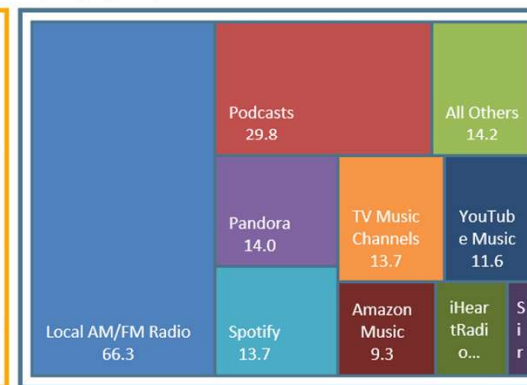
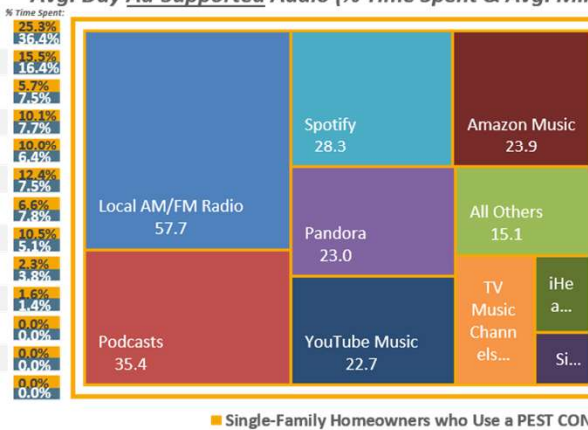
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



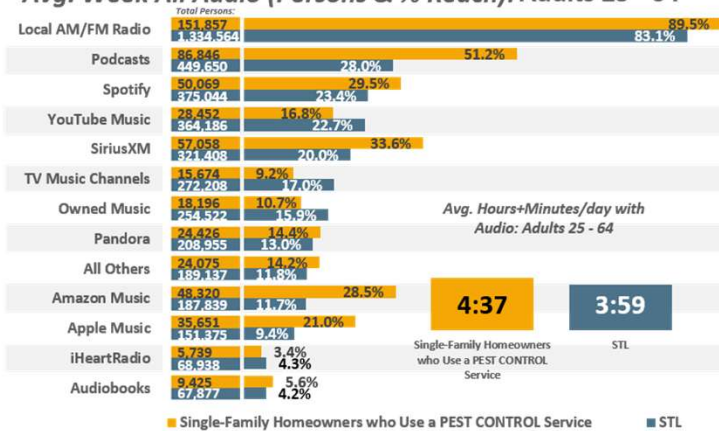
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



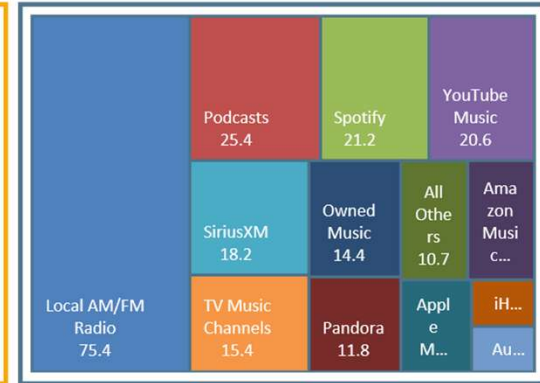
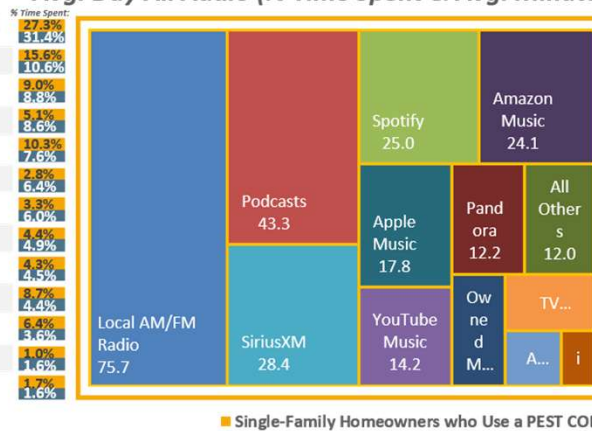


144,739 or 85.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.

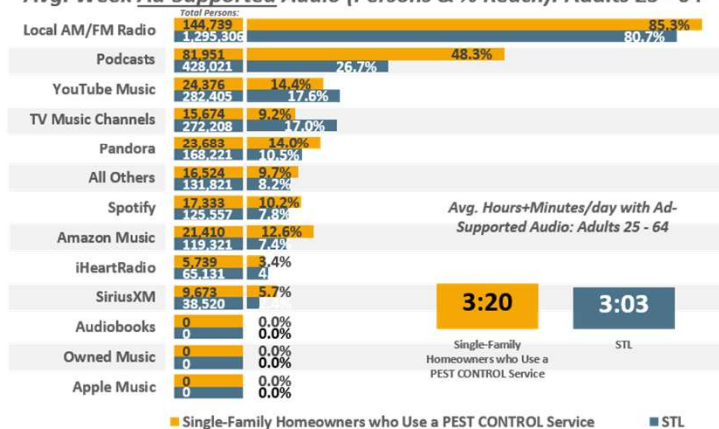
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



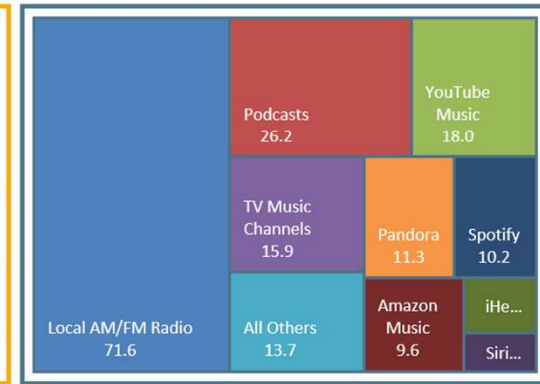
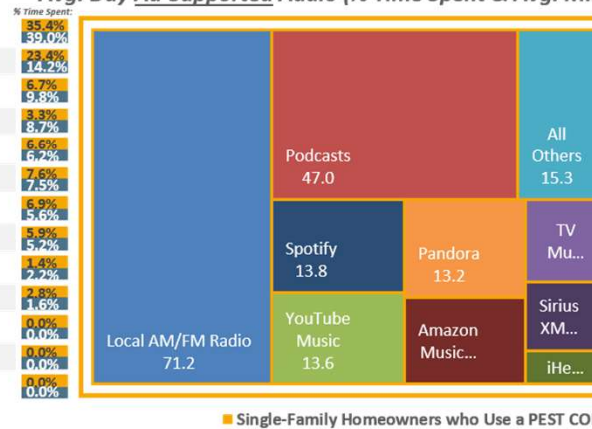
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



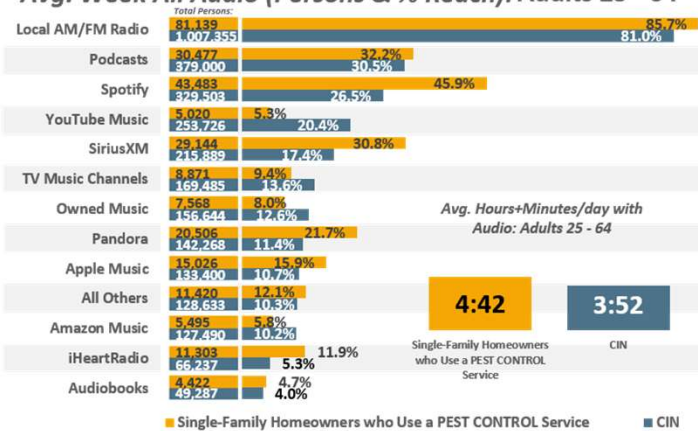
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



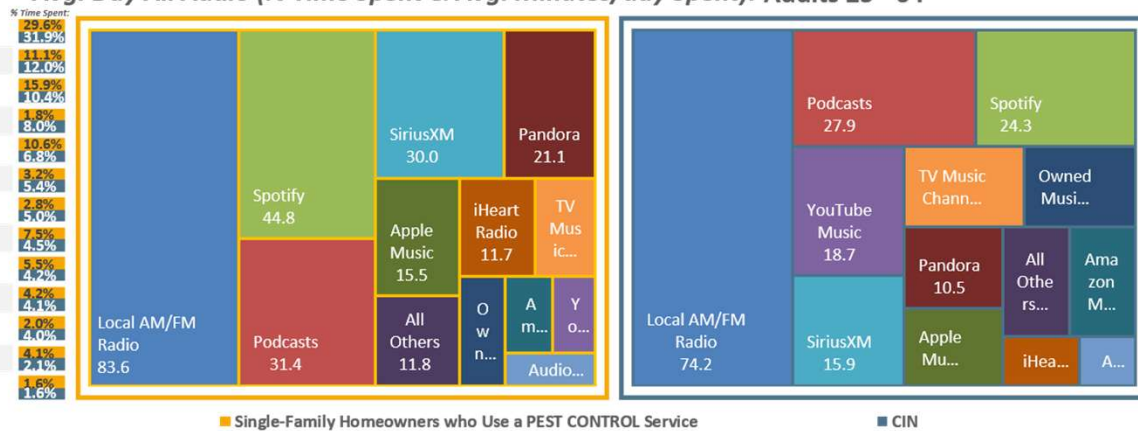


74,120 or 78.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 77.4 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

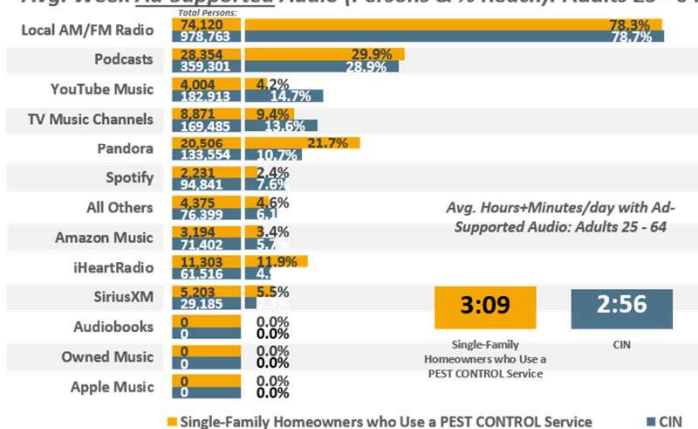
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



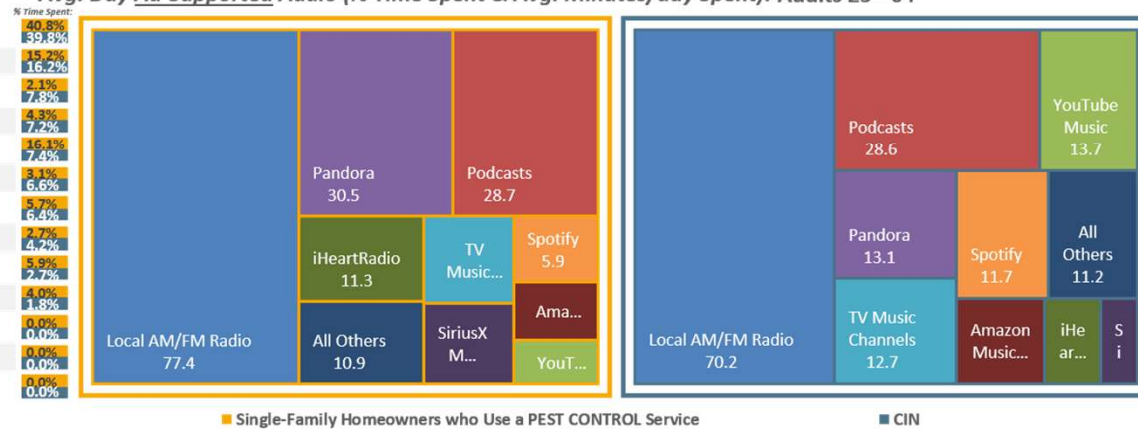
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



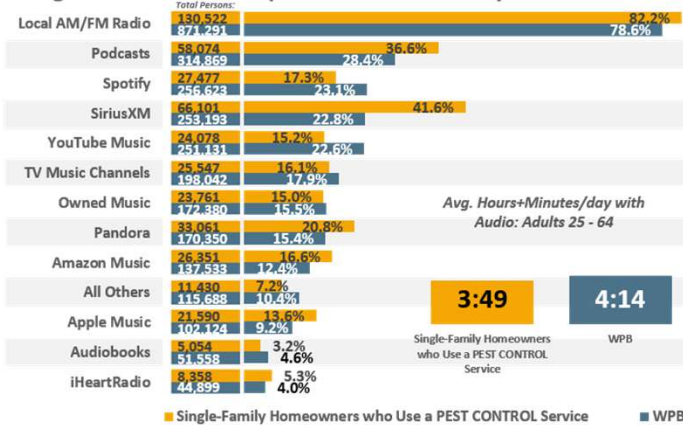
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



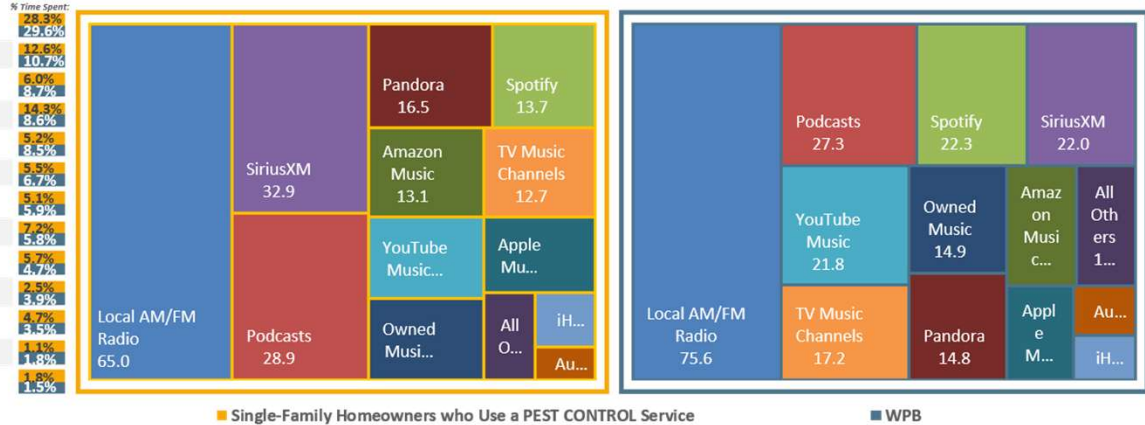


127,595 or 80.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.

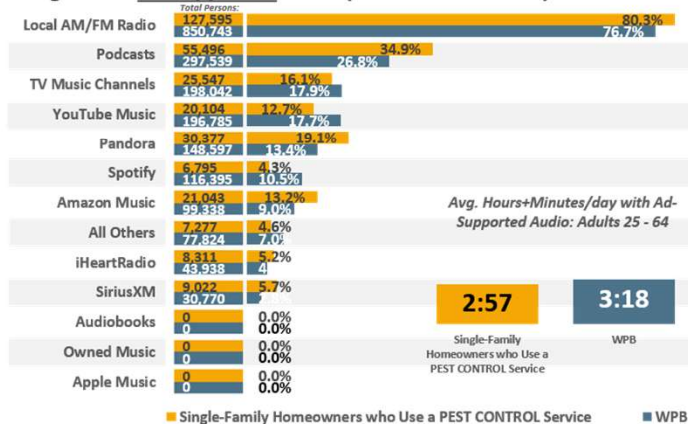
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



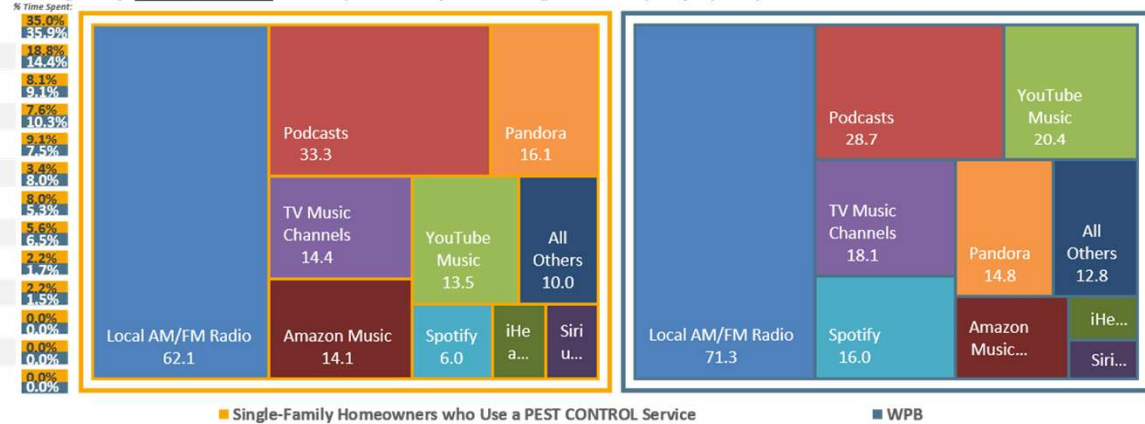
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64

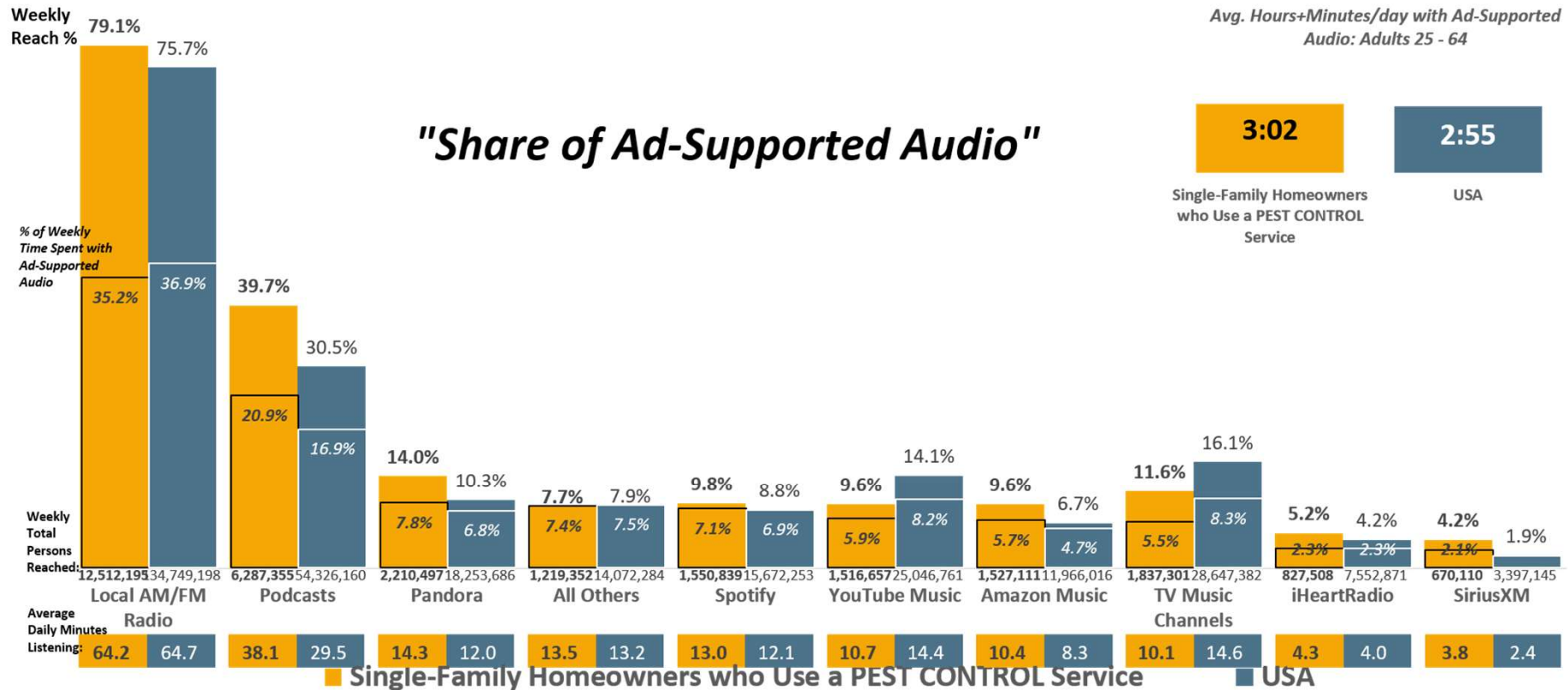


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



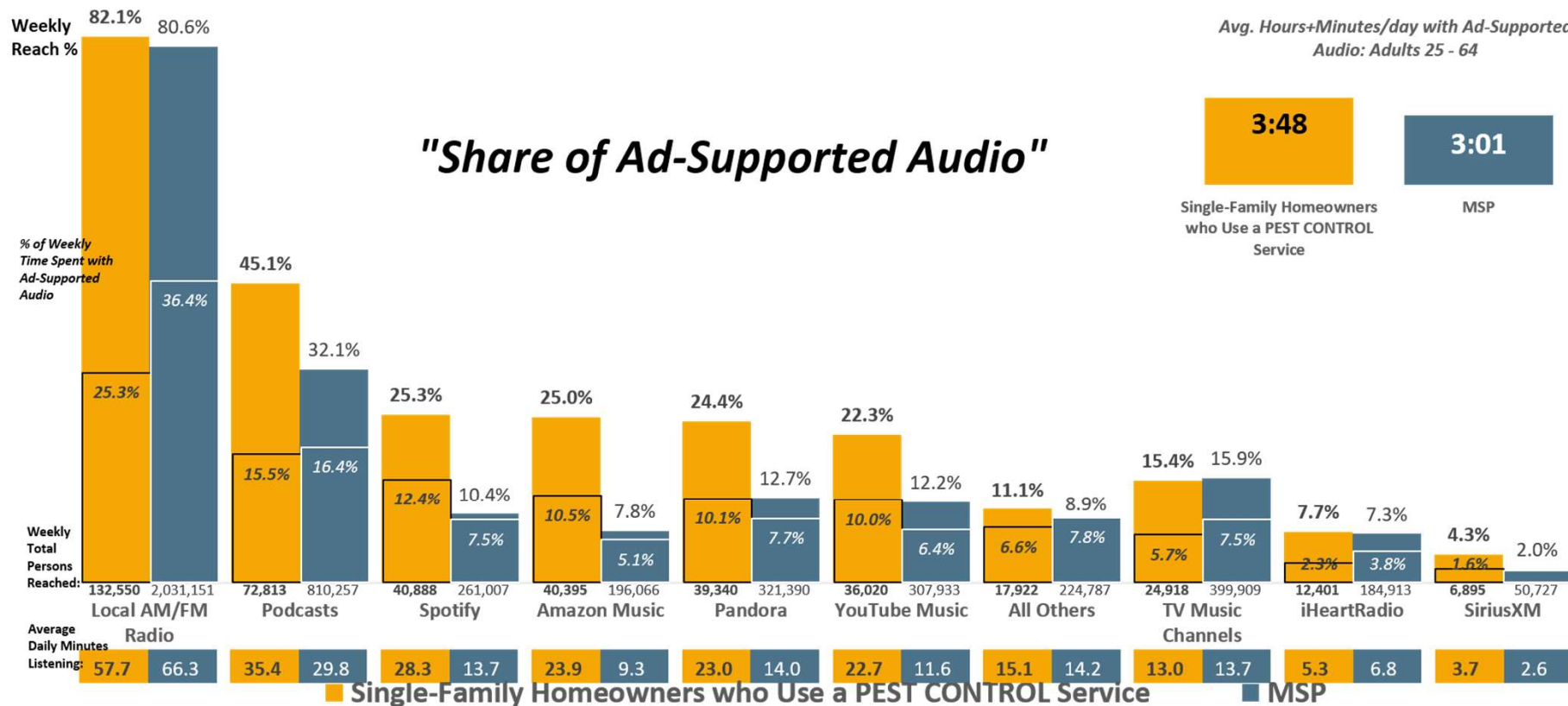


12,512,195 or 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



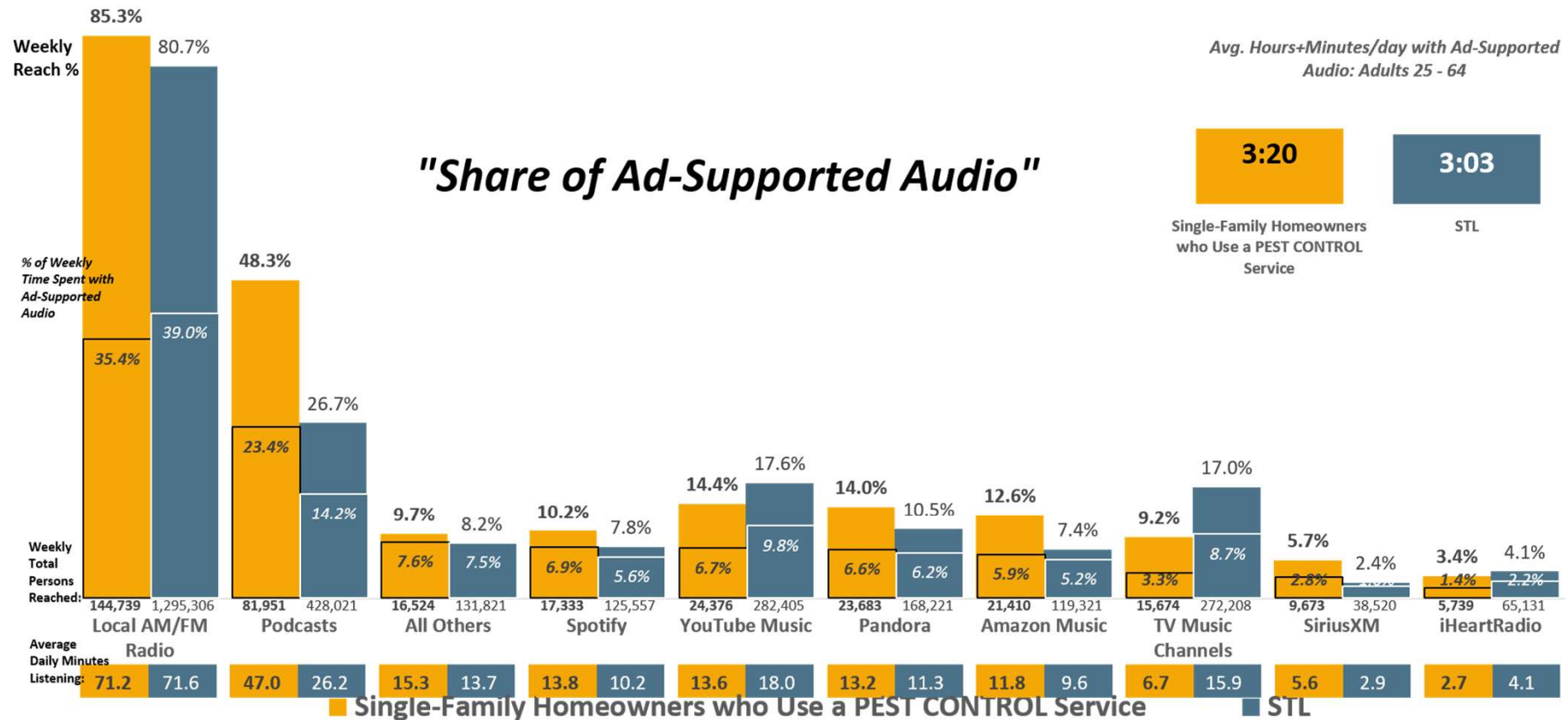


132,550 or 82.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 57.7 minutes every day representing 25.3% of all time spent daily with Ad-Supported Audio.



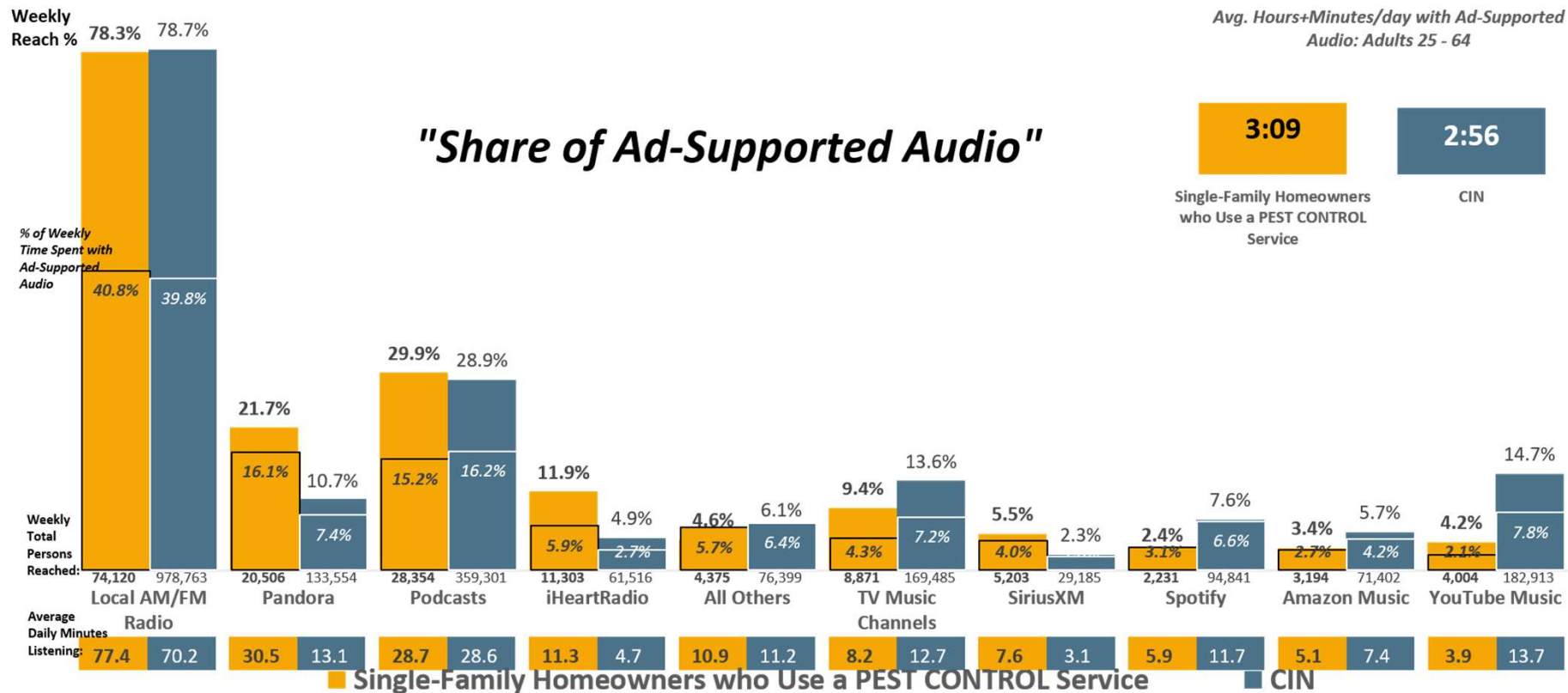


144,739 or 85.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 71.2 minutes every day representing 35.4% of all time spent daily with Ad-Supported Audio.



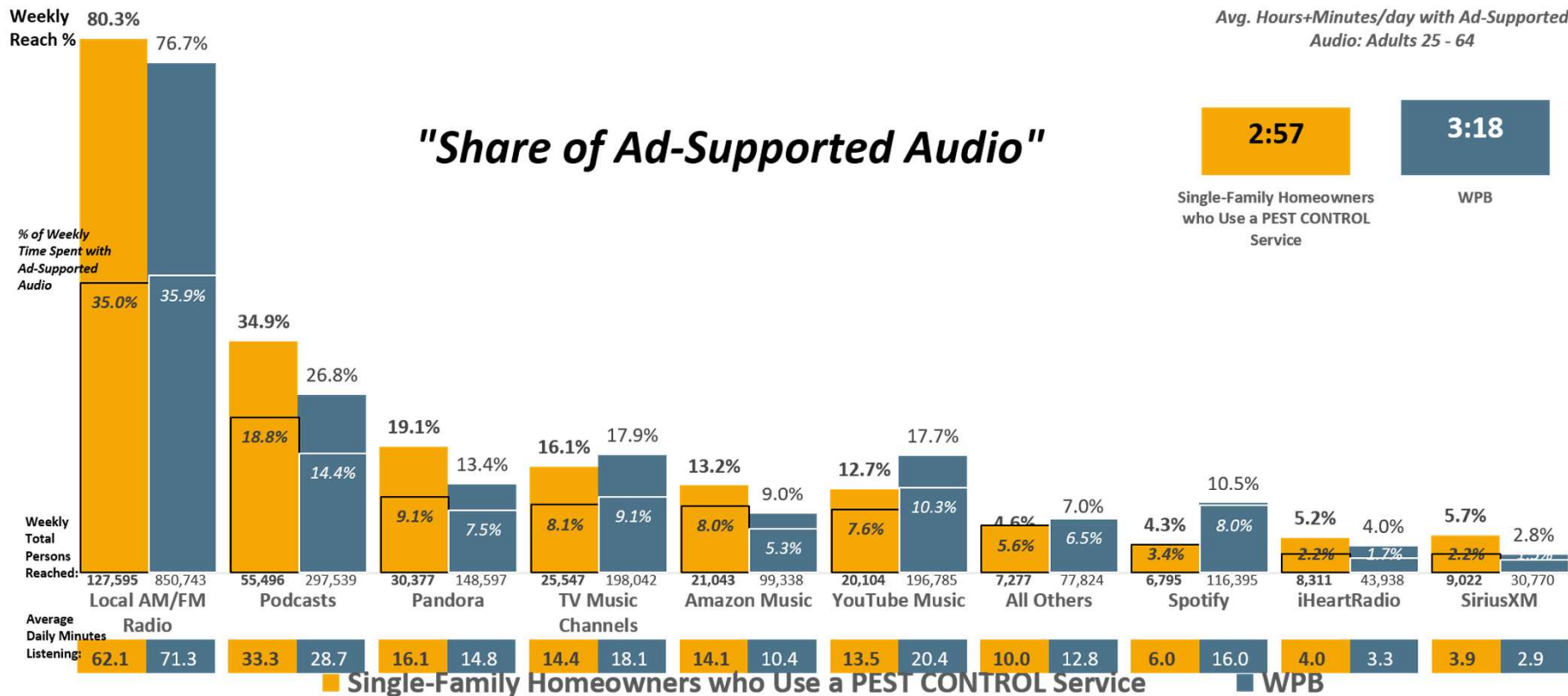


74,120 or 78.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 77.4 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.





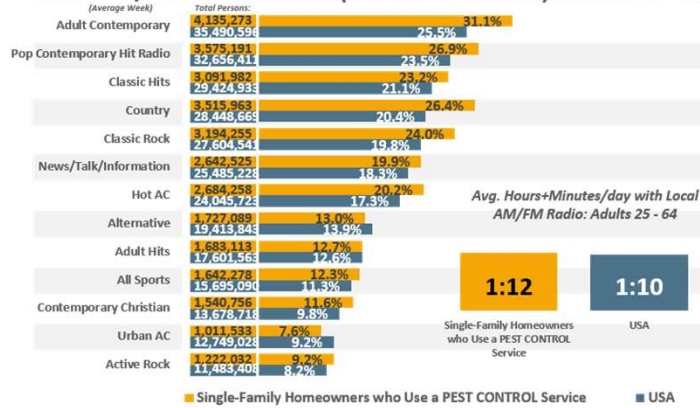
127,595 or 80.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio for an average of 62.1 minutes every day representing 35.0% of all time spent daily with Ad-Supported Audio.



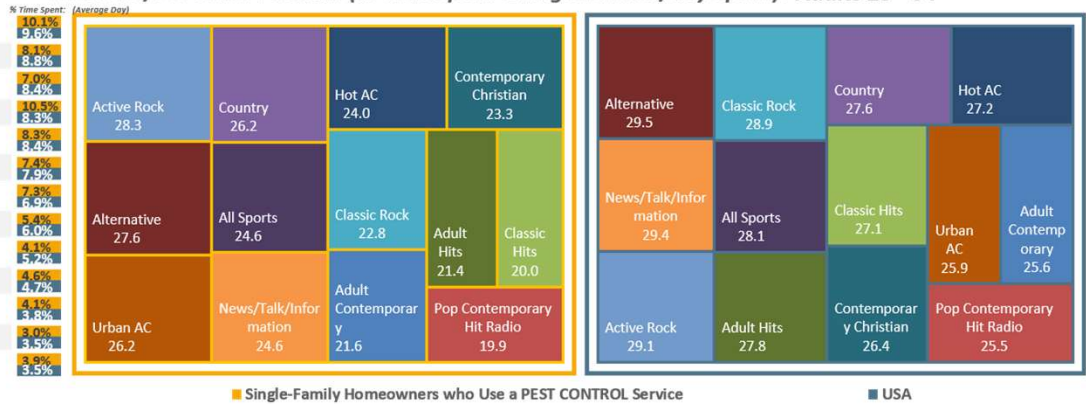


12,512,195 or 79.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Rock, and Classic Hits.

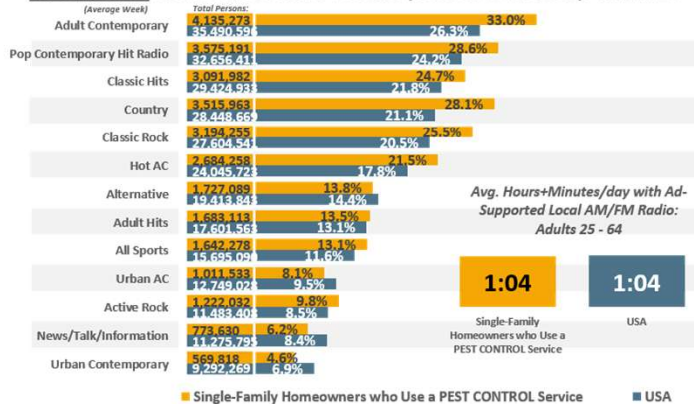
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



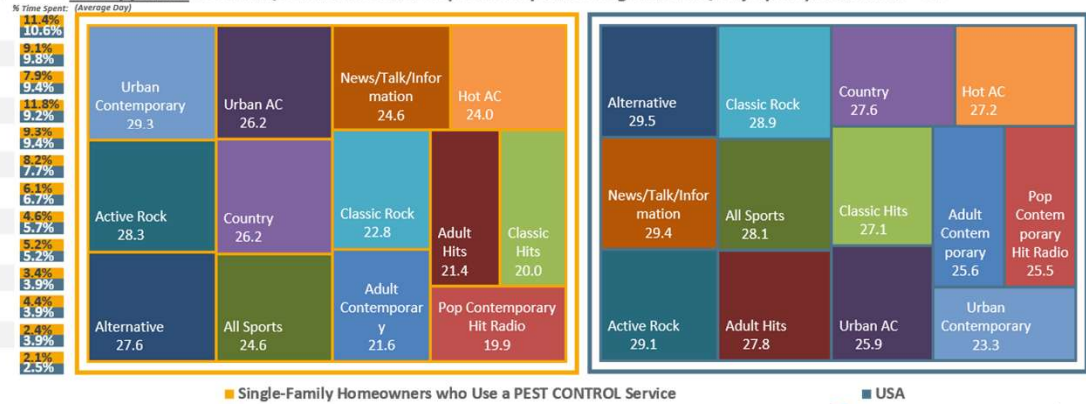
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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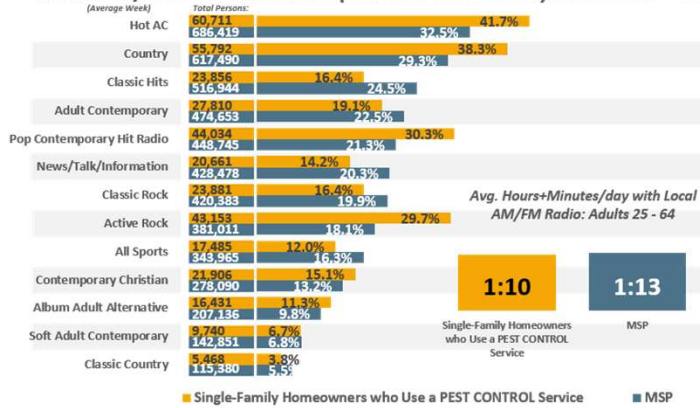
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[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

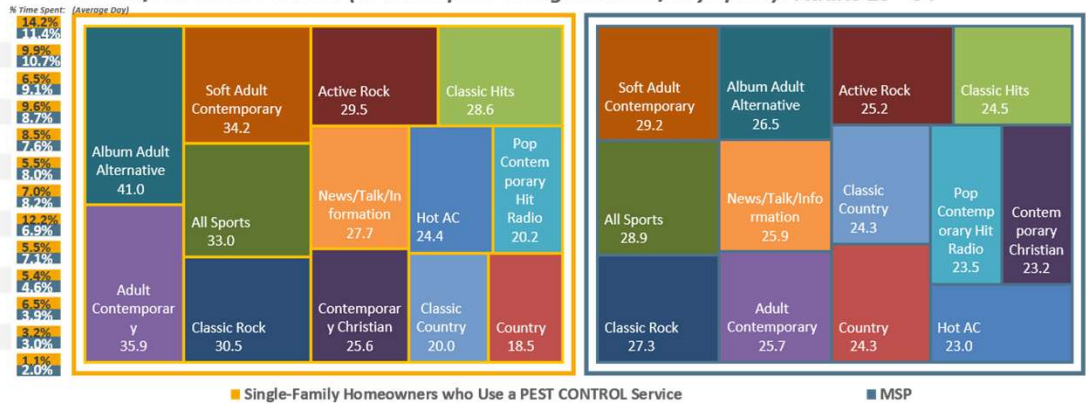


132,550 or 82.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Active Rock, and Adult Contemporary.

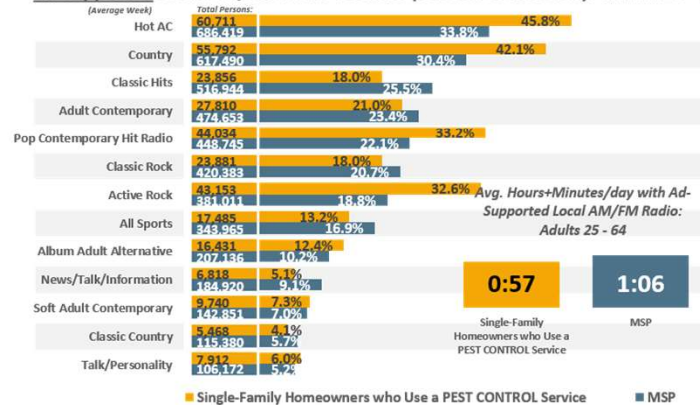
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



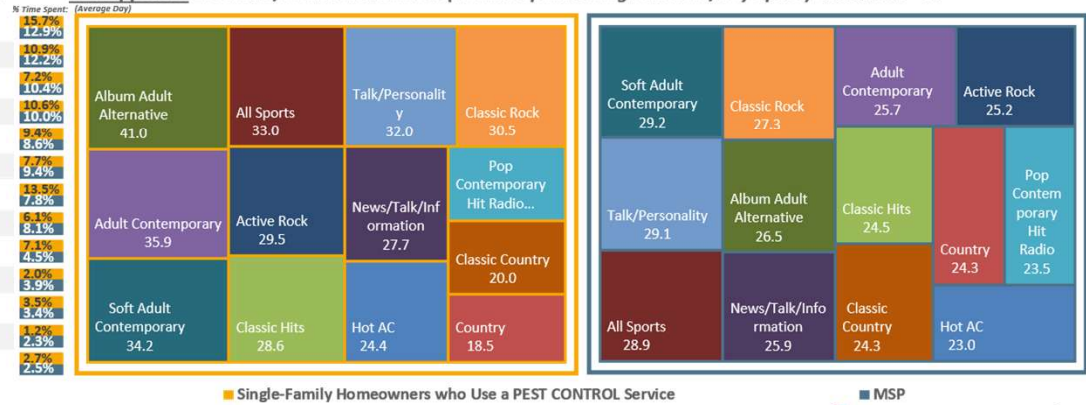
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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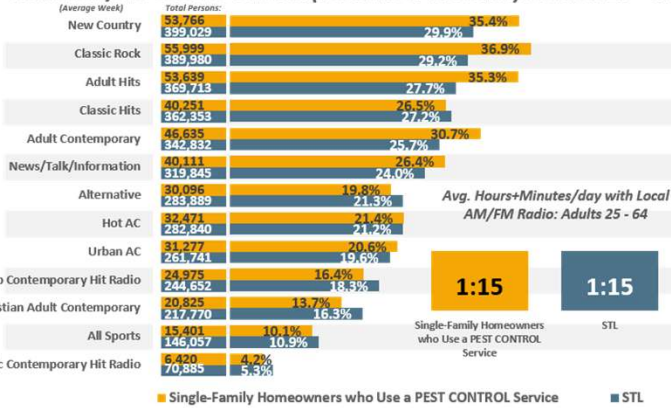
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]

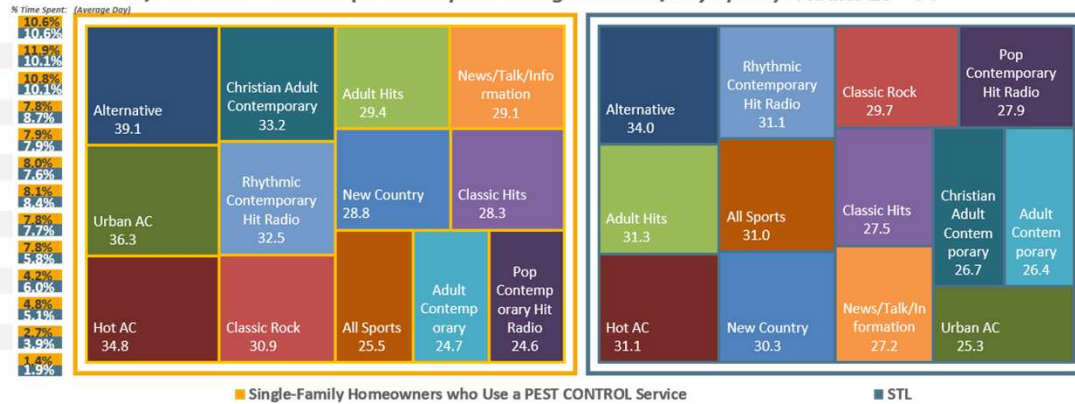


144,739 or 85.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, Adult Hits, Adult Contemporary, and Classic Hits.

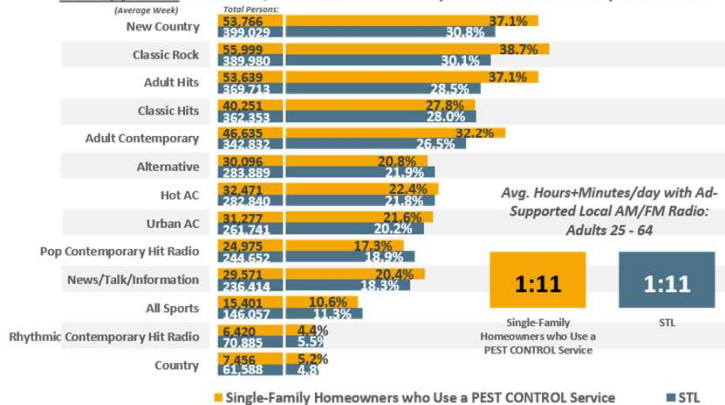
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



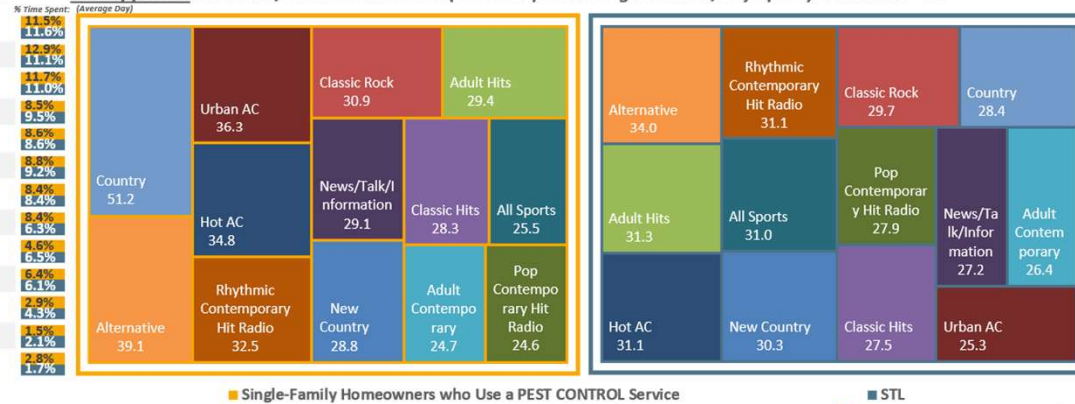
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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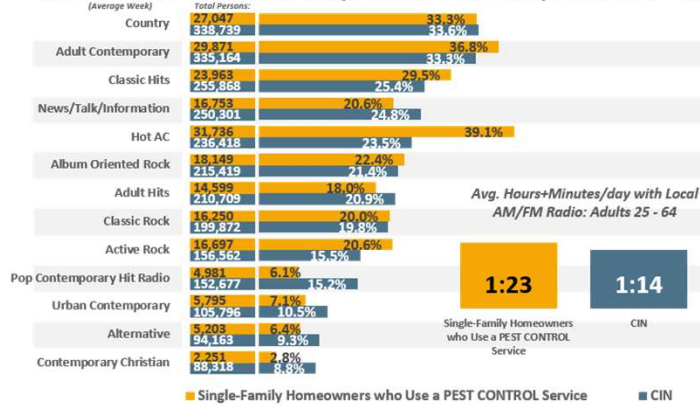
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

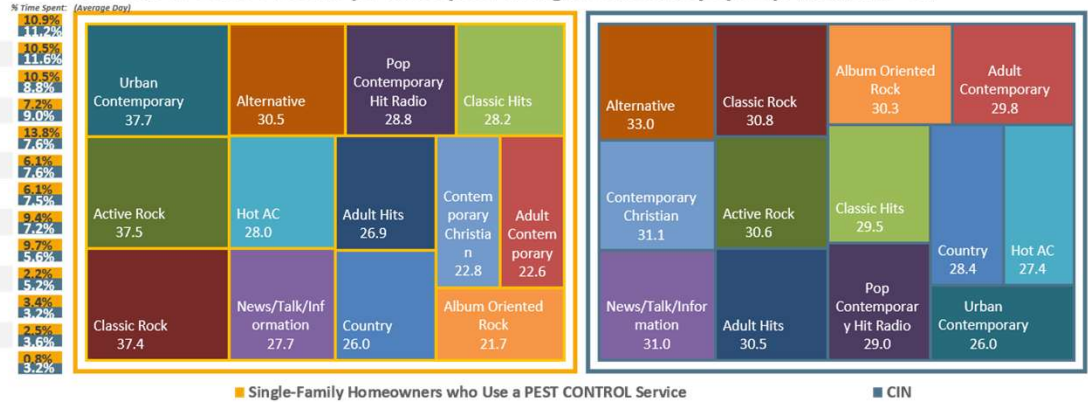


74,120 or 78.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Country, Classic Hits, and Album Oriented Rock.

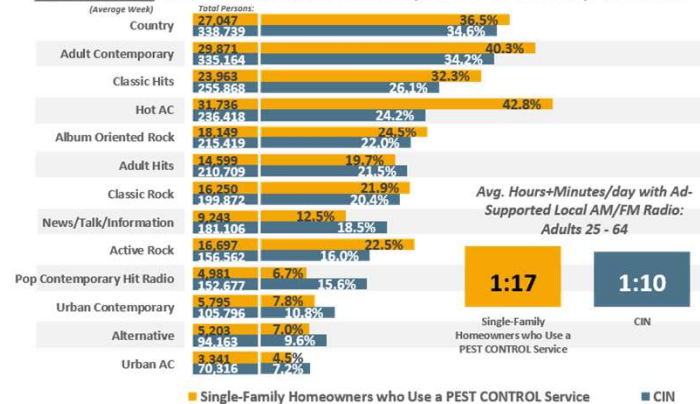
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



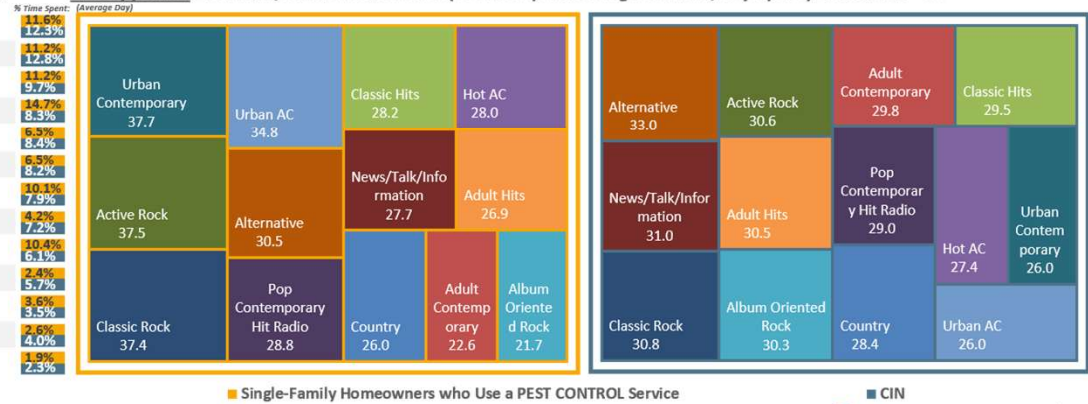
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



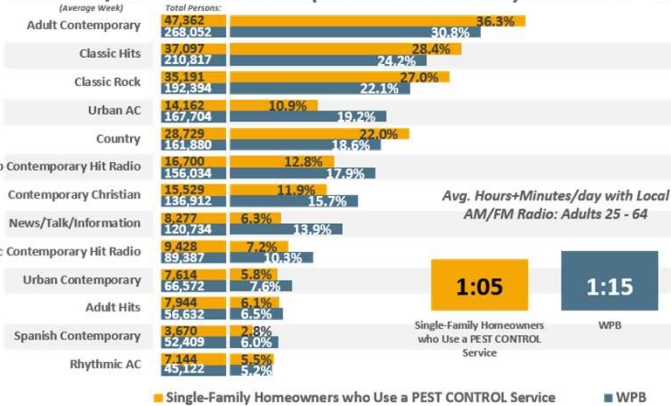
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



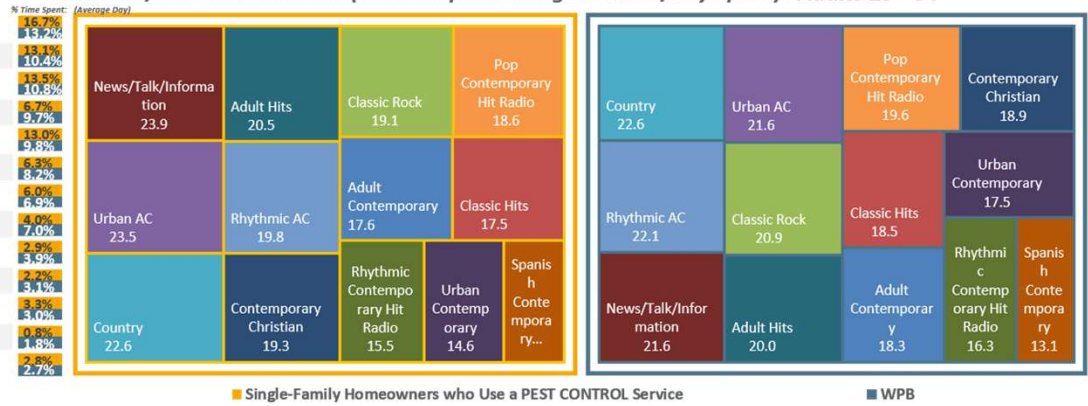


127,595 or 80.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

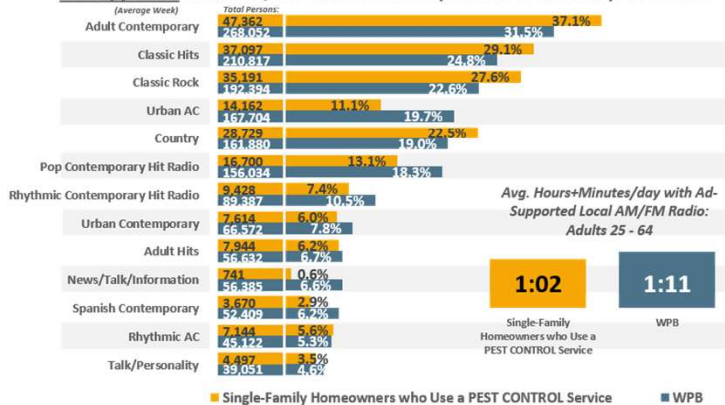
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



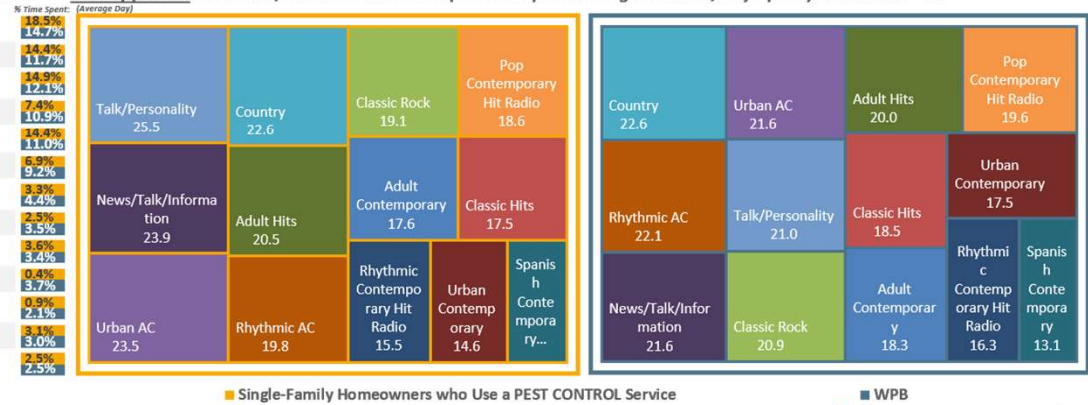
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

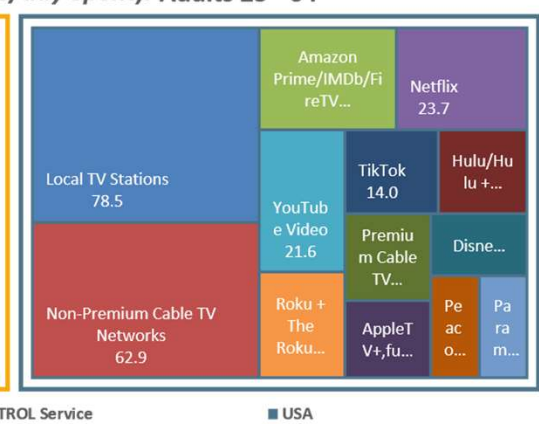
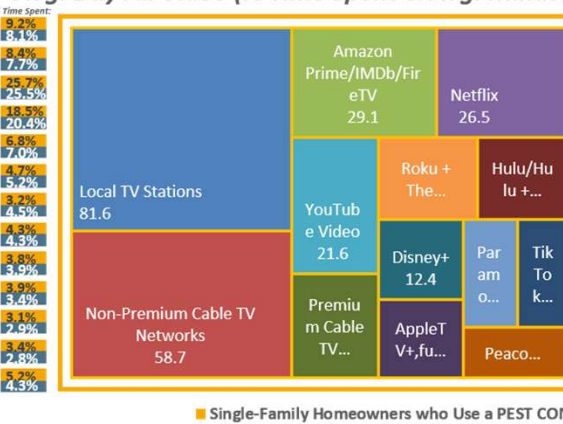
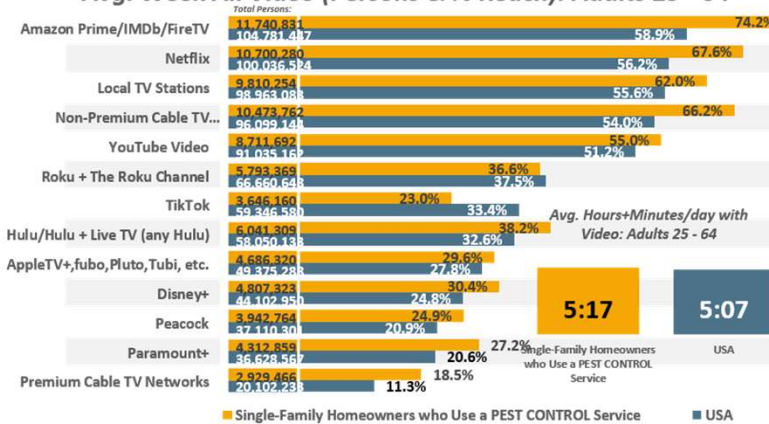




9,671,282 or 61.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 76.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

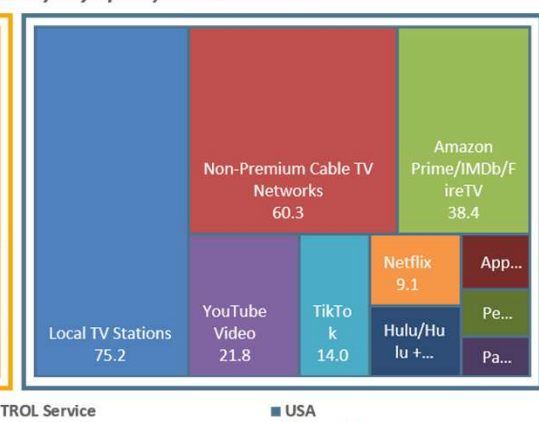
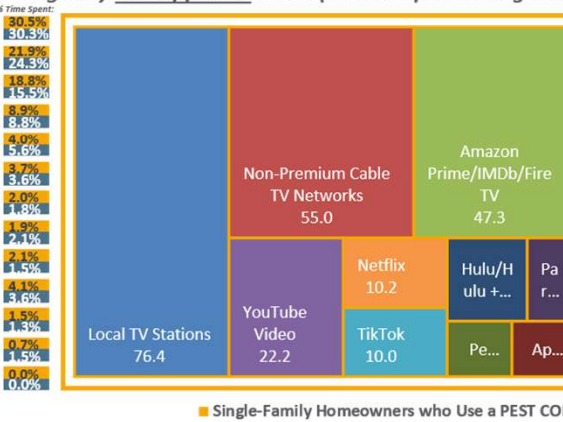
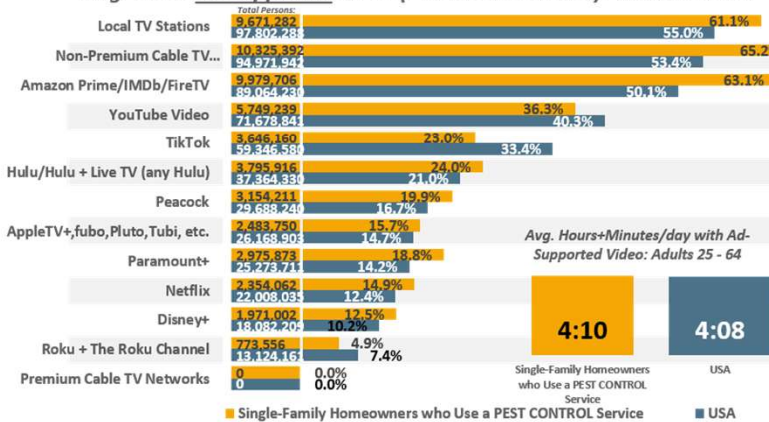
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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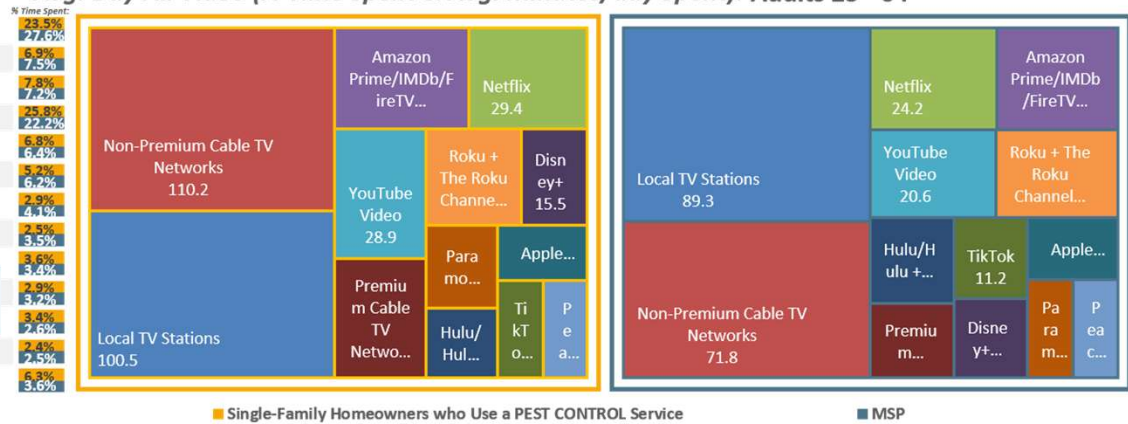
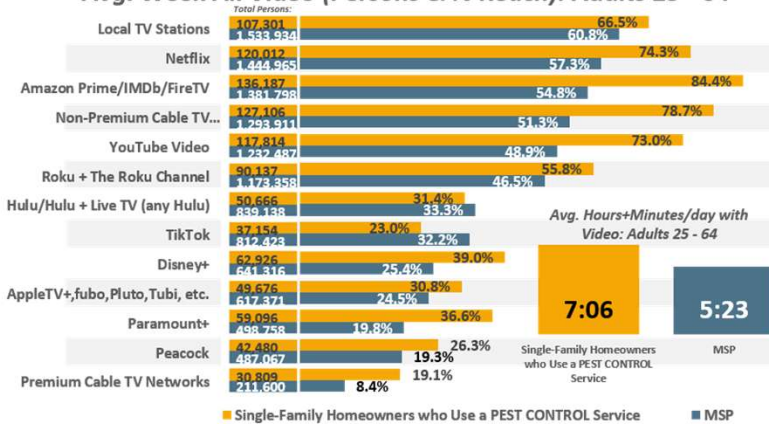
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



103,855 or 64.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 89.5 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

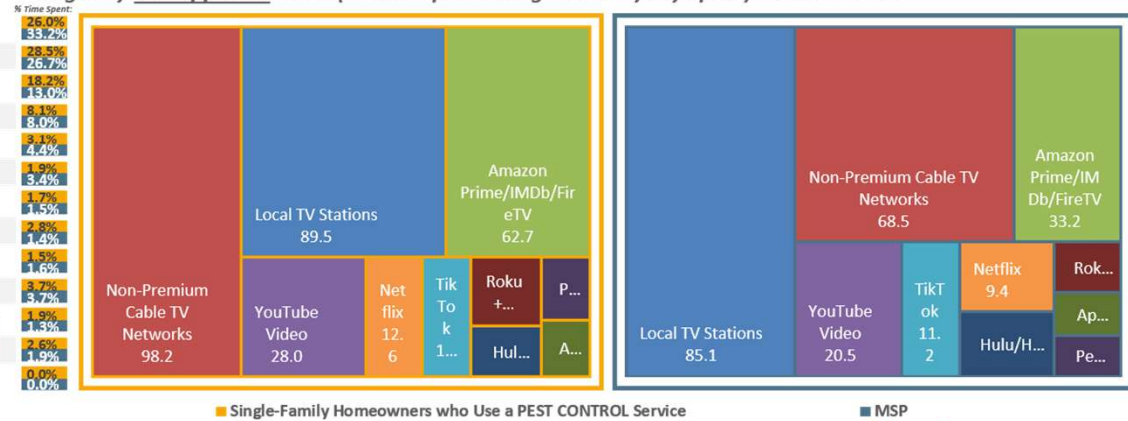
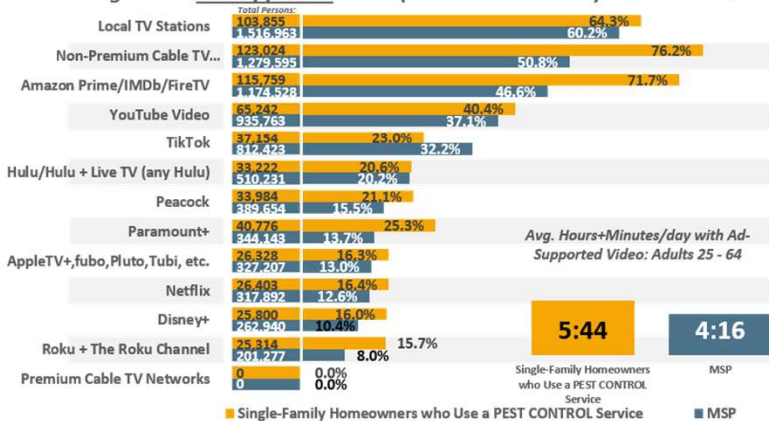
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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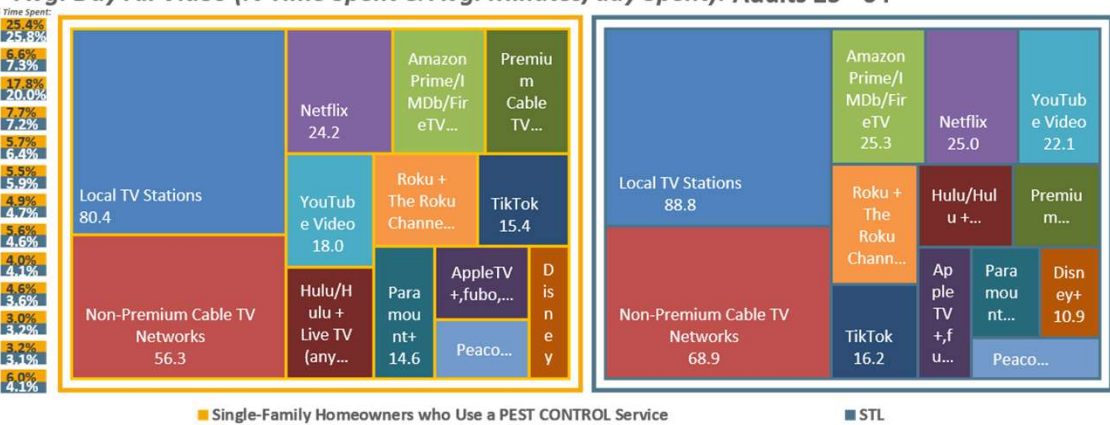
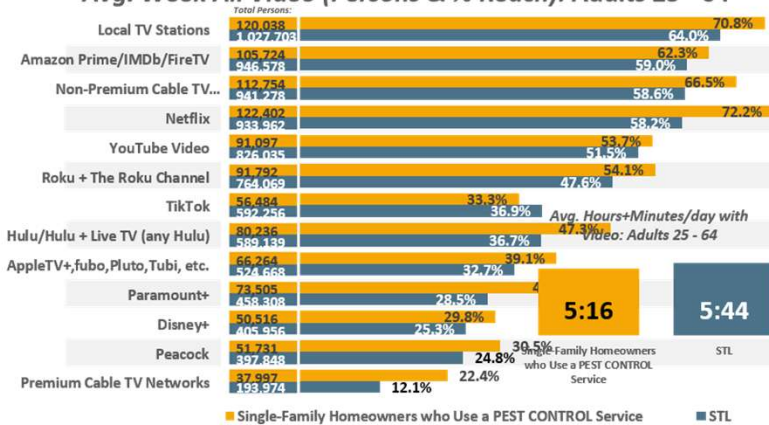
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]



117,663 or 69.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 75.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

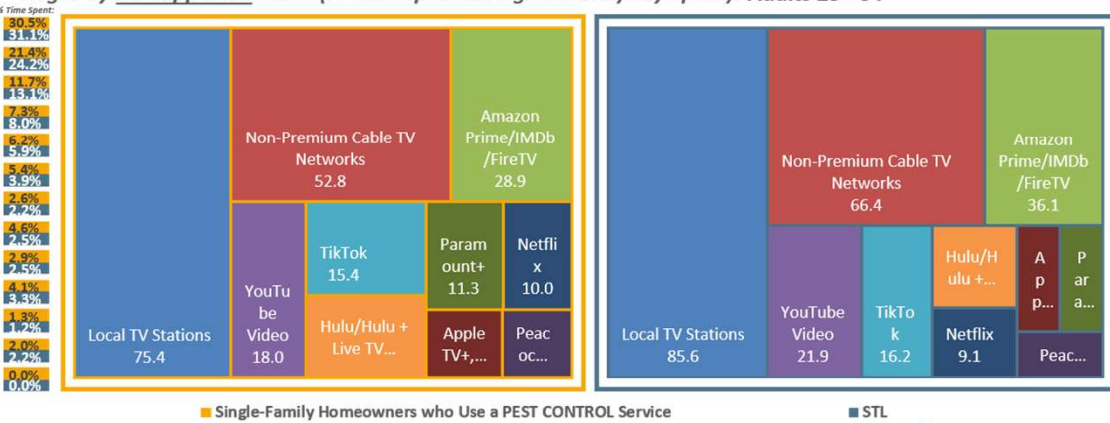
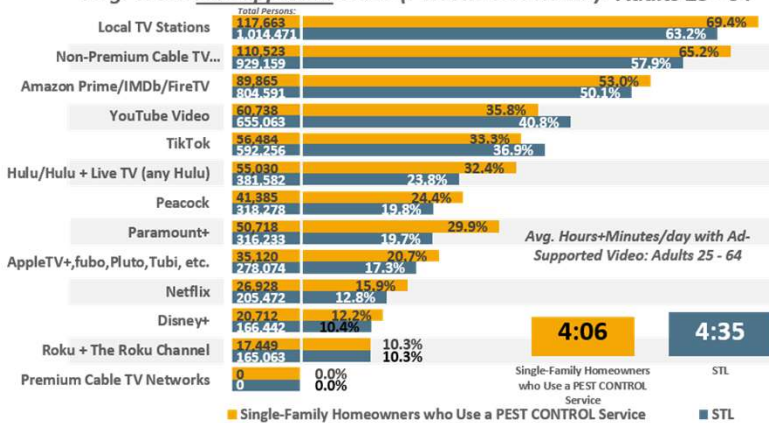
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



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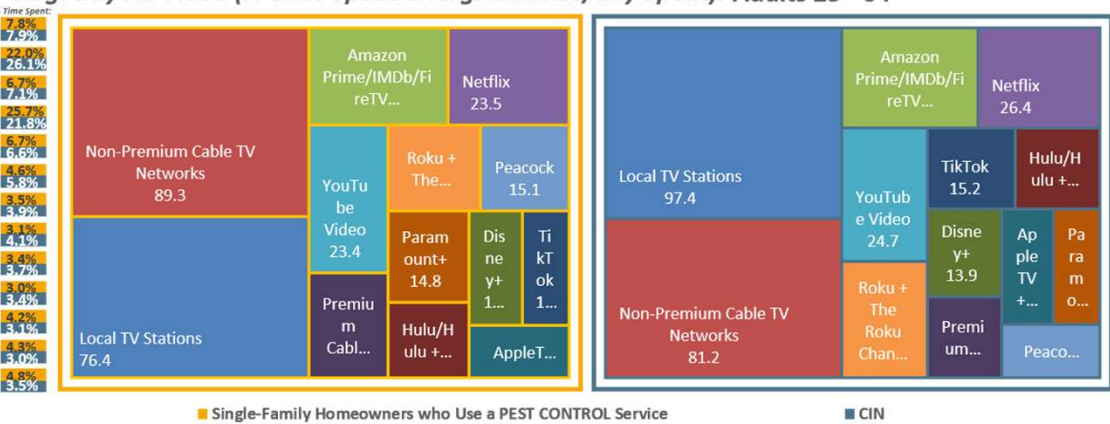
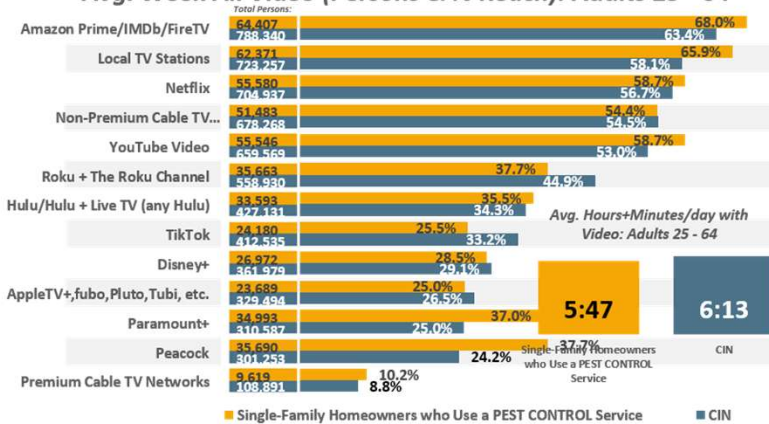
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



62,013 or 65.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 26.0% of all time spent daily with Ad-Supported Video.

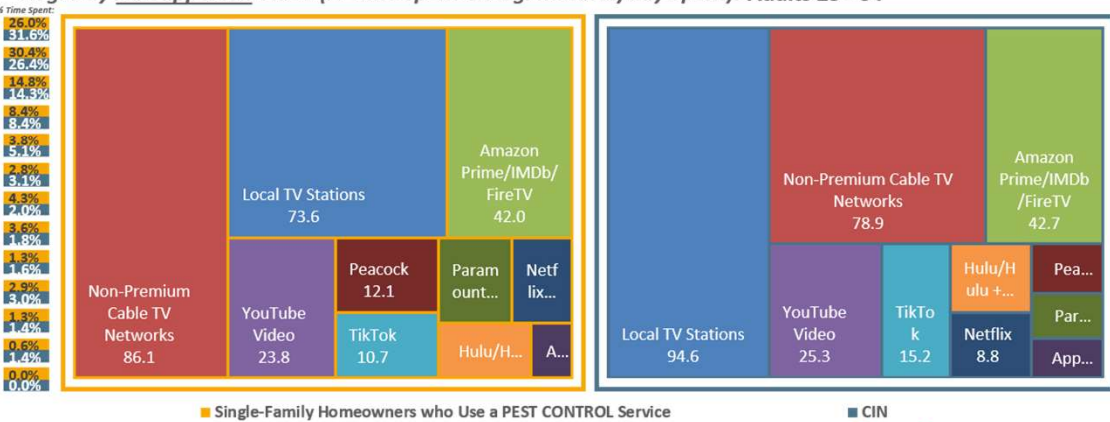
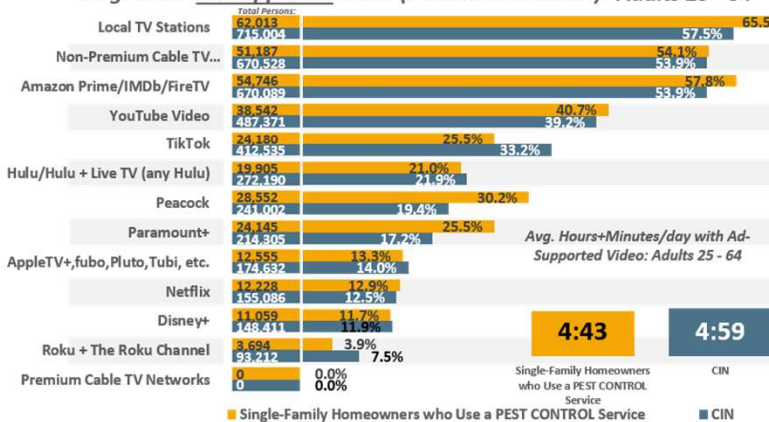
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 166
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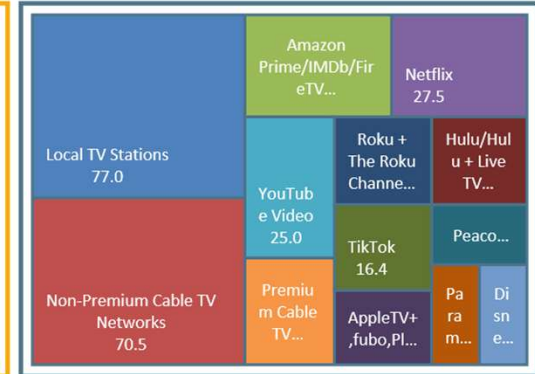
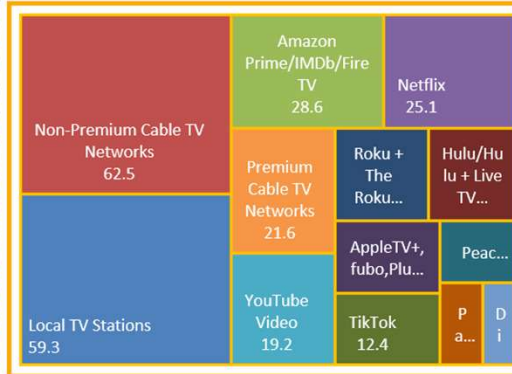
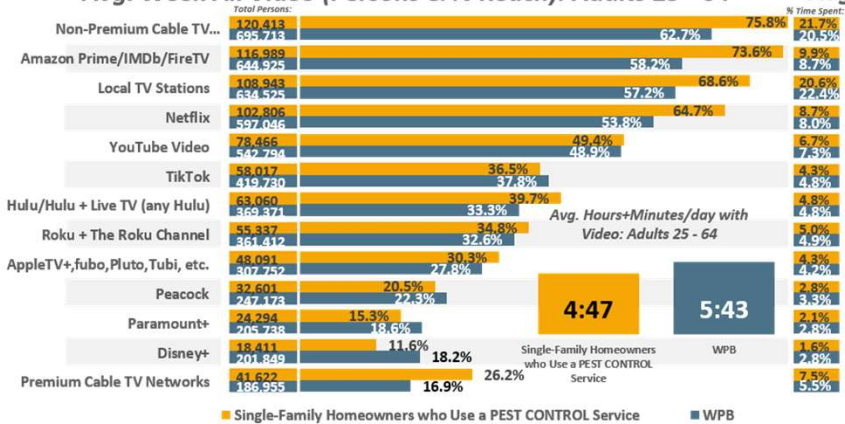
[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



107,766 or 67.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 57.5 minutes every day representing 25.0% of all time spent daily with Ad-Supported Video.

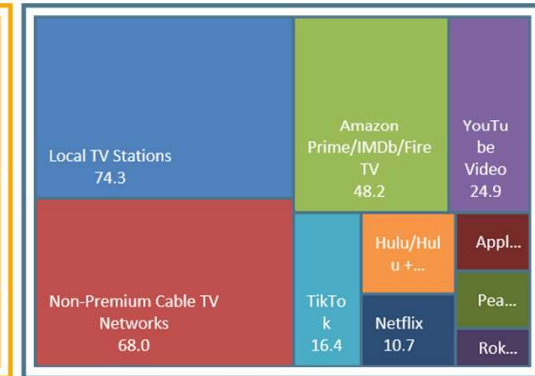
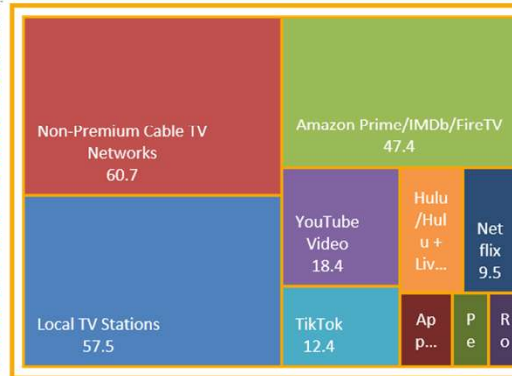
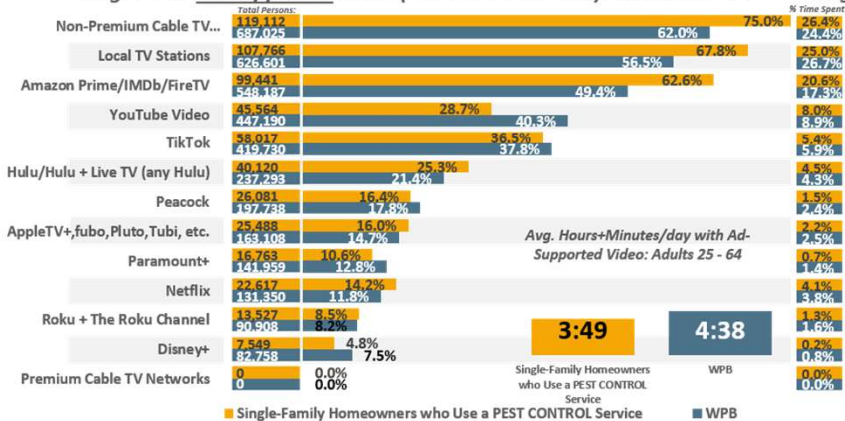
Avg. Week All Video (Persons & % Reach): Adults 25 - 64

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 446
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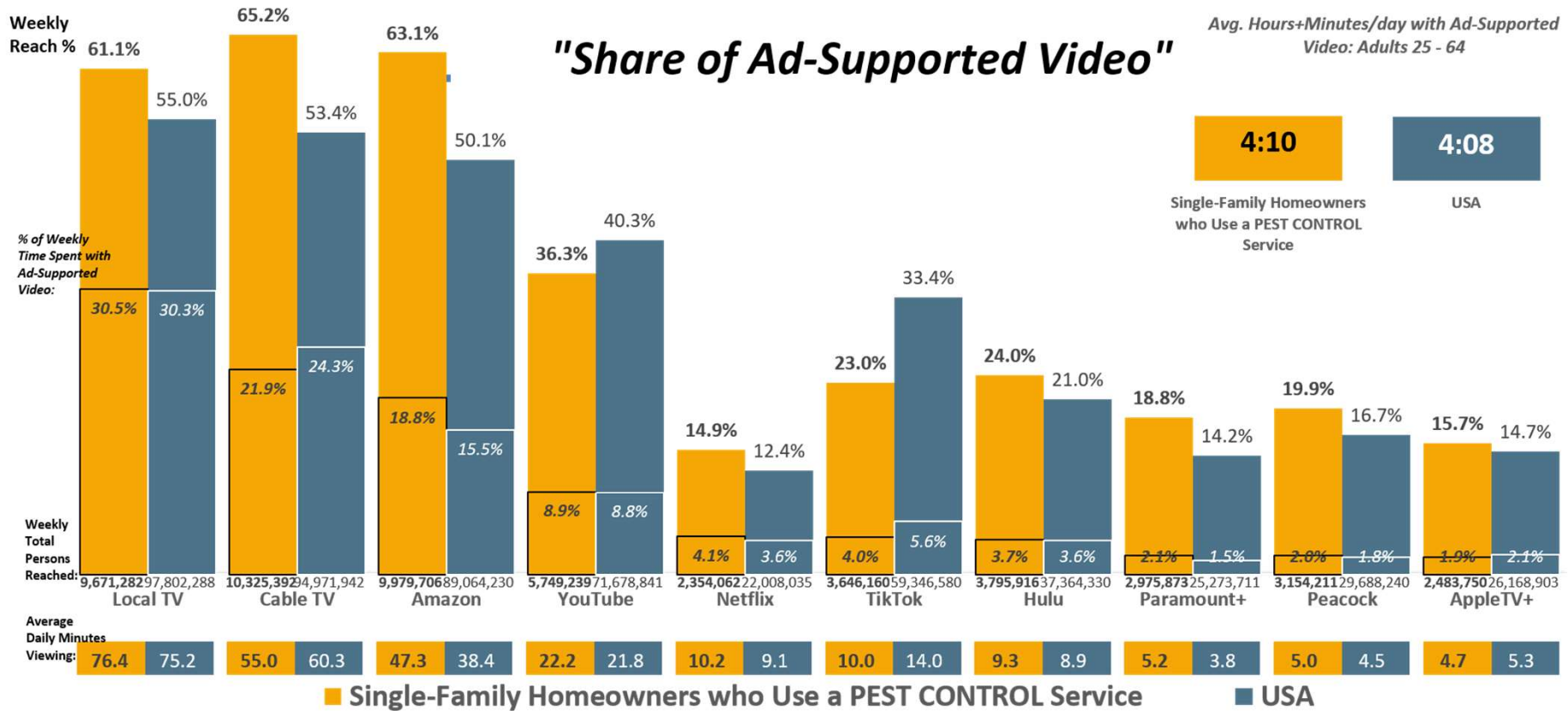
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



9,671,282 or 61.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 76.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

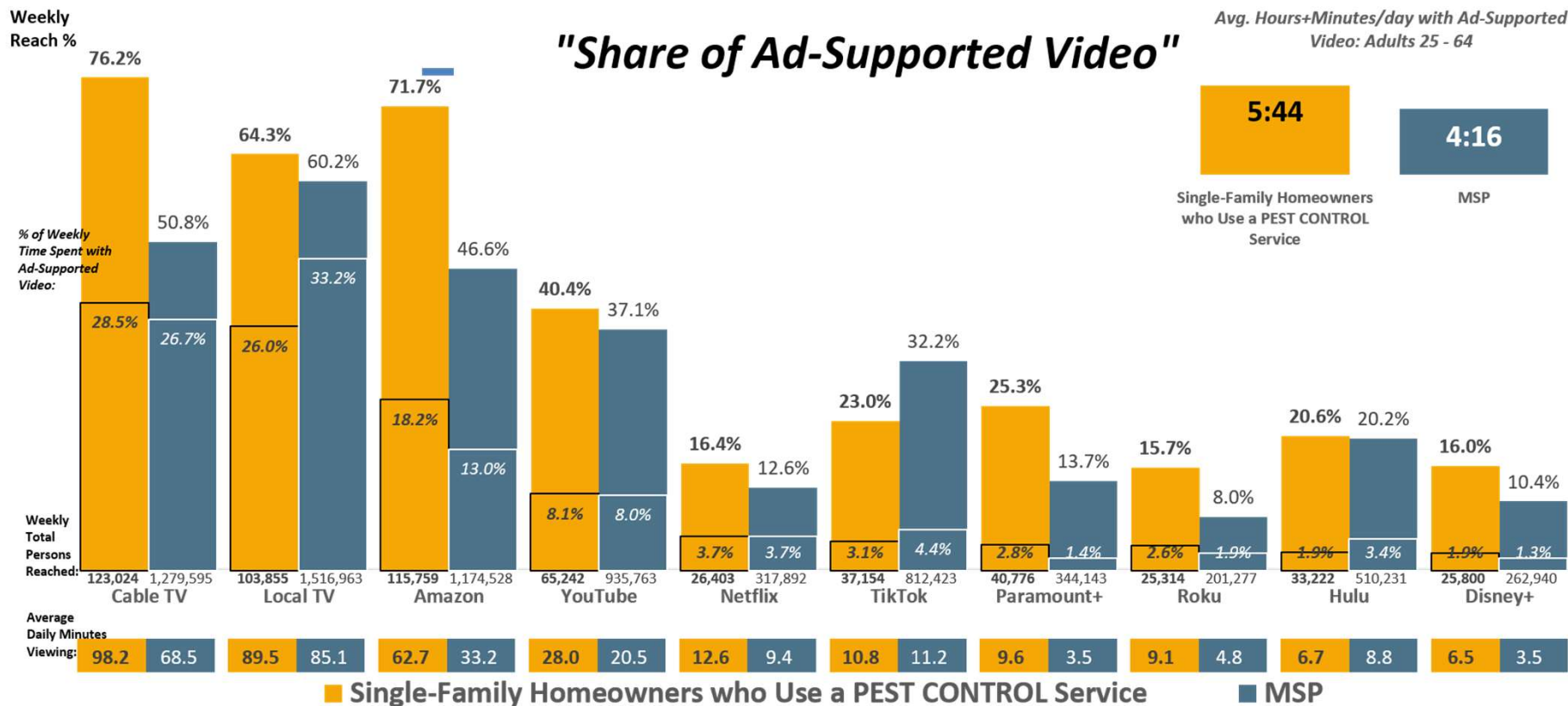
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



103,855 or 64.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 89.5 minutes every day representing 26.0% of all time spent daily with Ad-Supported Video.

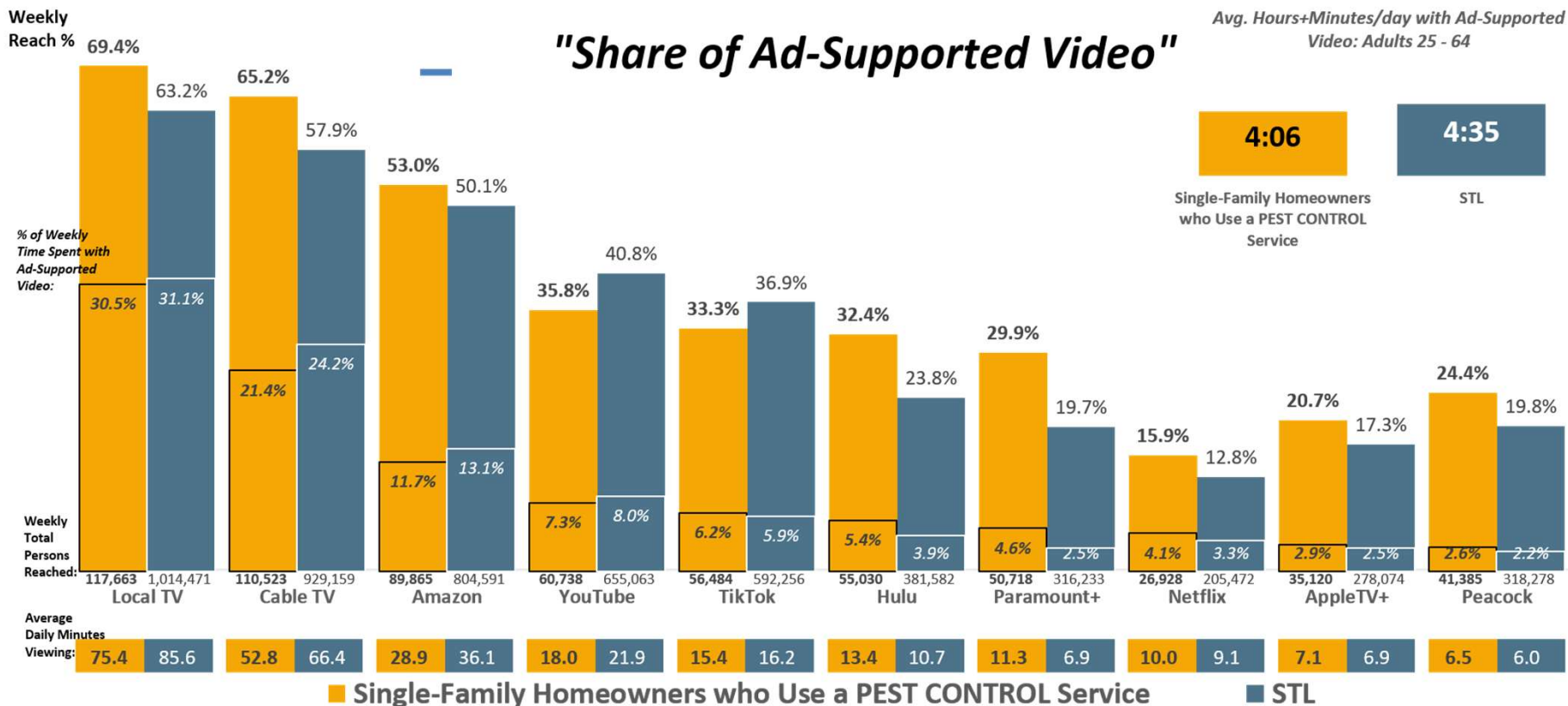
"Share of Ad-Supported Video"





117,663 or 69.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 75.4 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

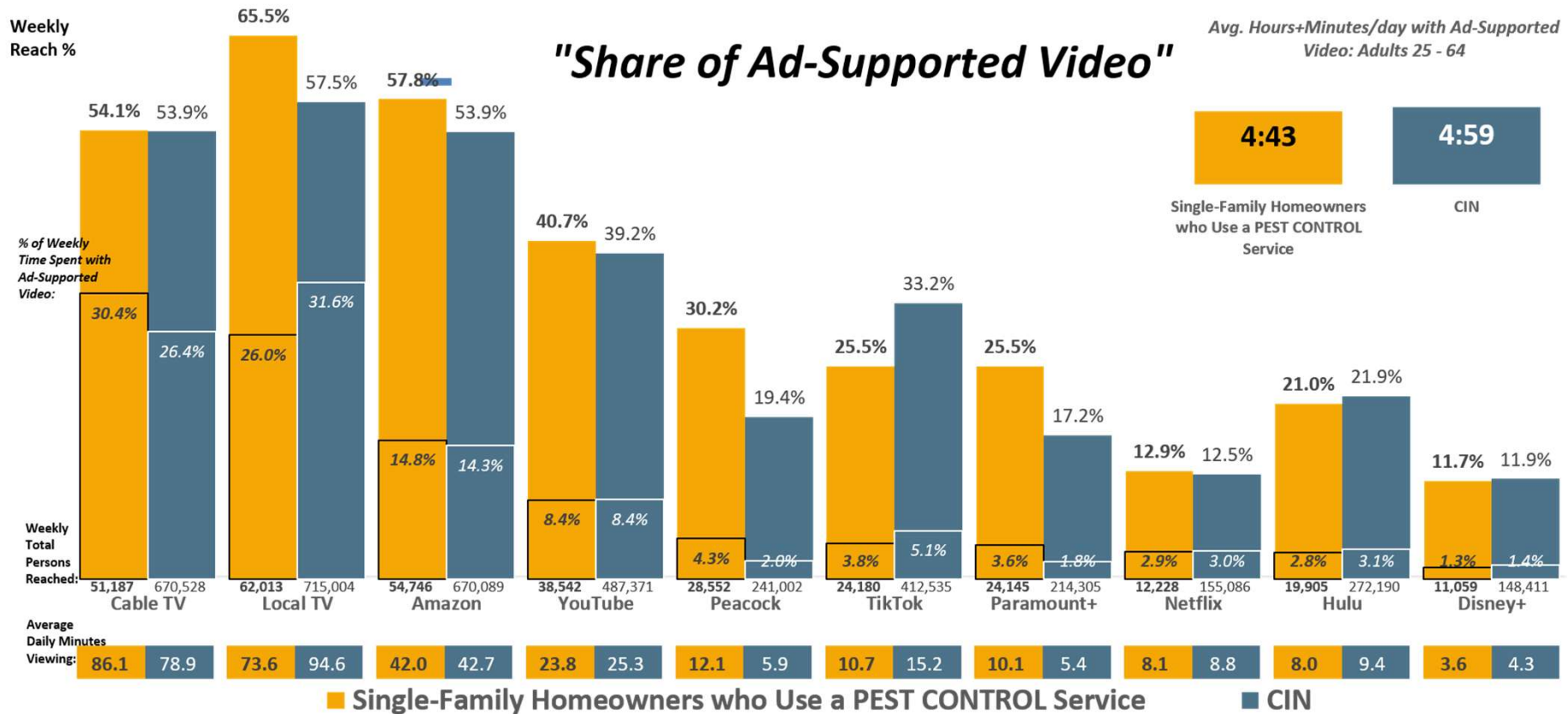
"Share of Ad-Supported Video"





62,013 or 65.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 73.6 minutes every day representing 26.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

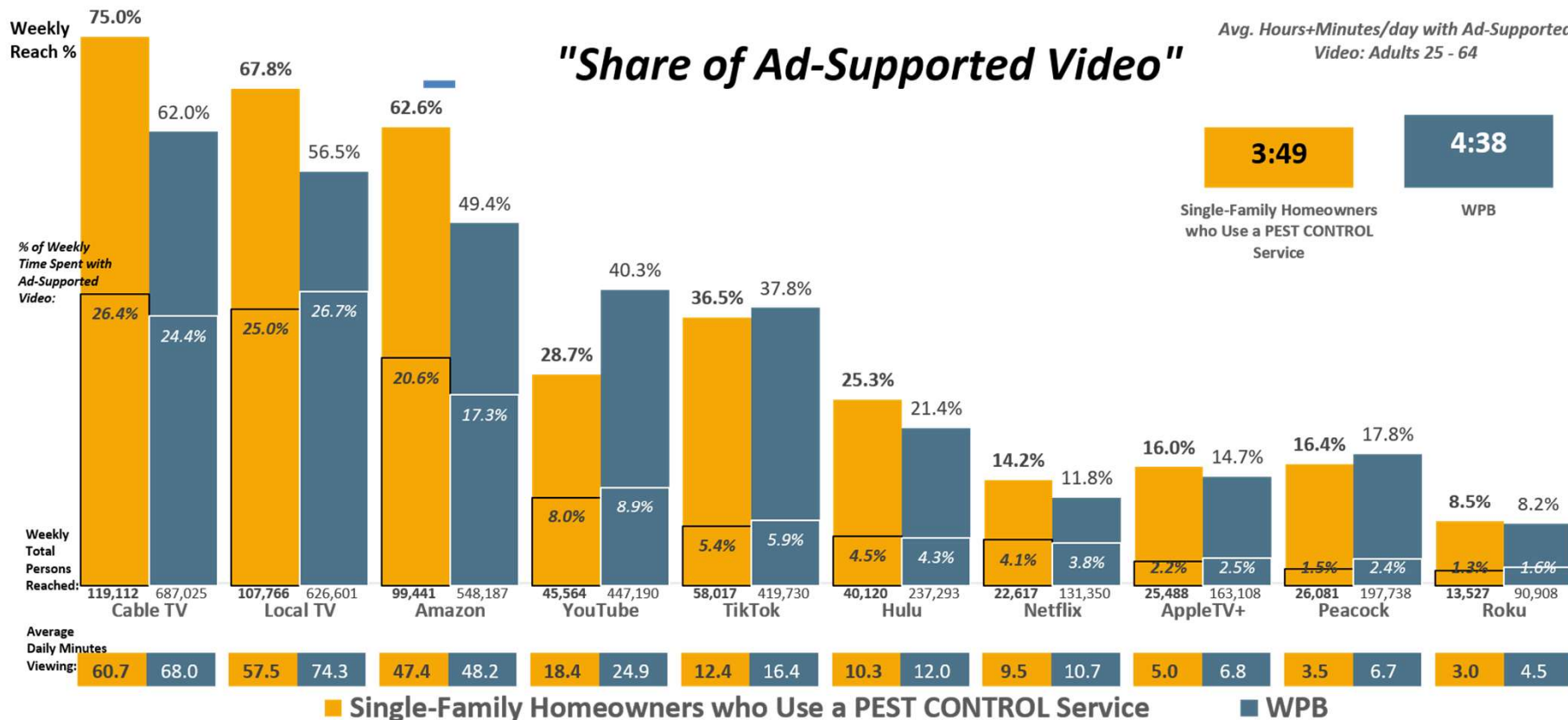
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



107,766 or 67.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations for an average of 57.5 minutes every day representing 25.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



Avg. Hours+Minutes/day with Ad-Supported Video: Adults 25 - 64

3:49

Single-Family Homeowners who Use a PEST CONTROL Service

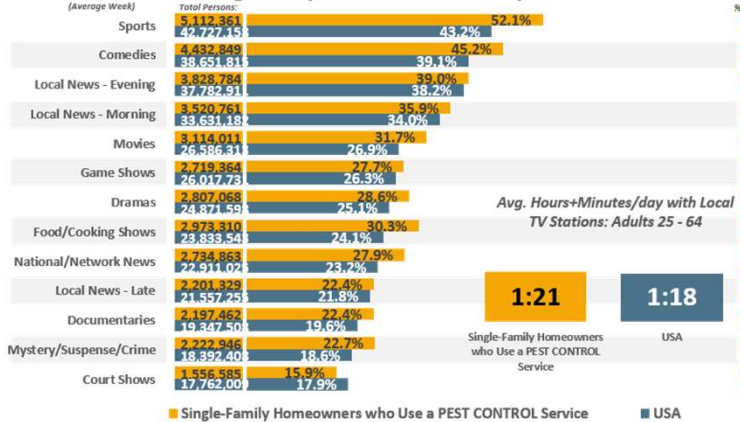
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WPB

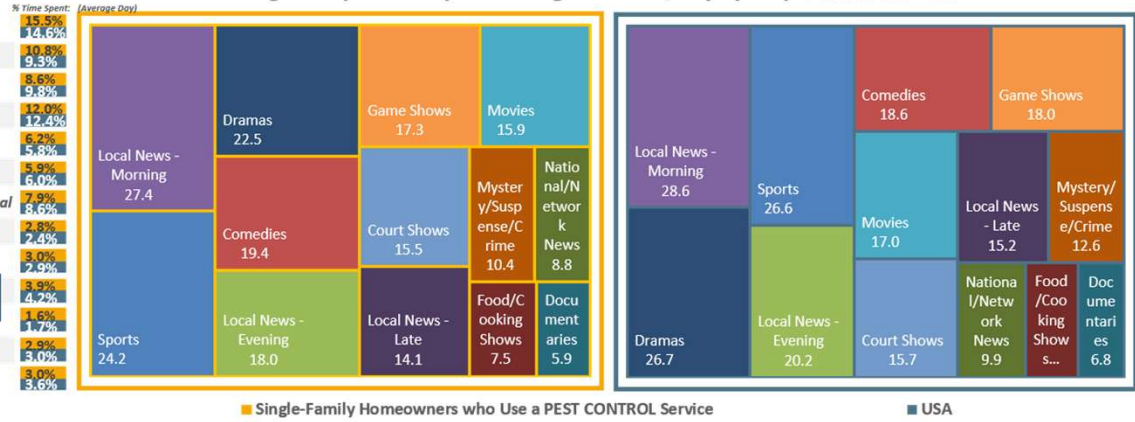


9,671,282 or 61.1% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

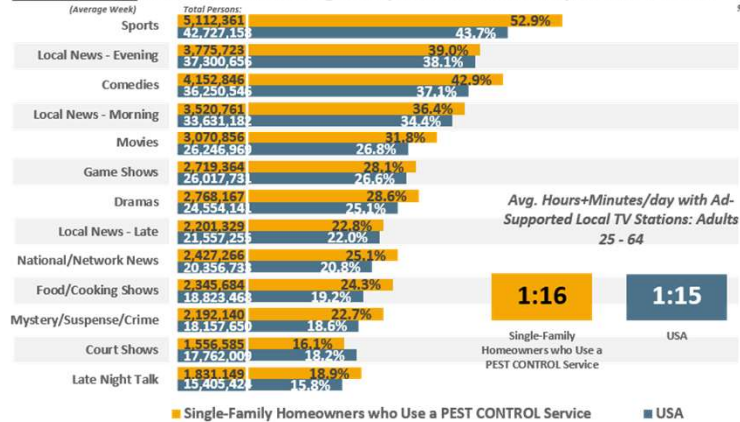
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



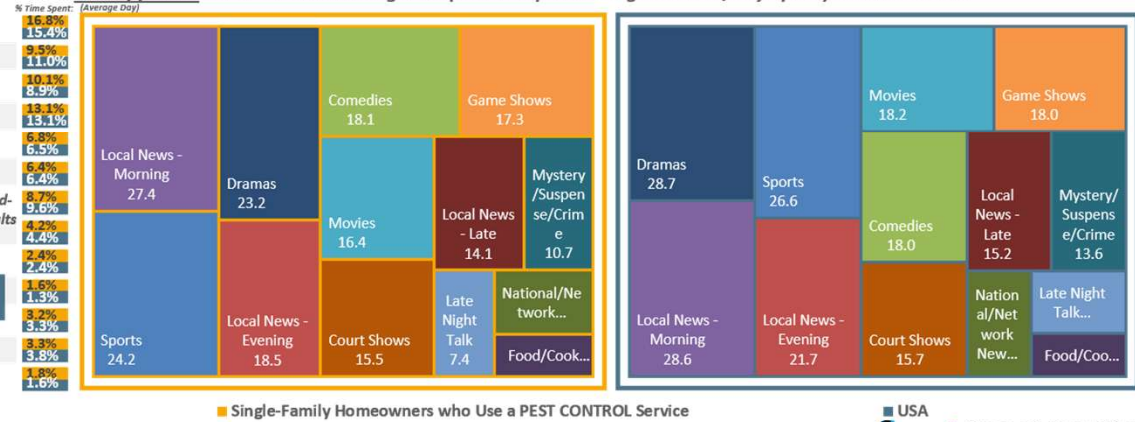
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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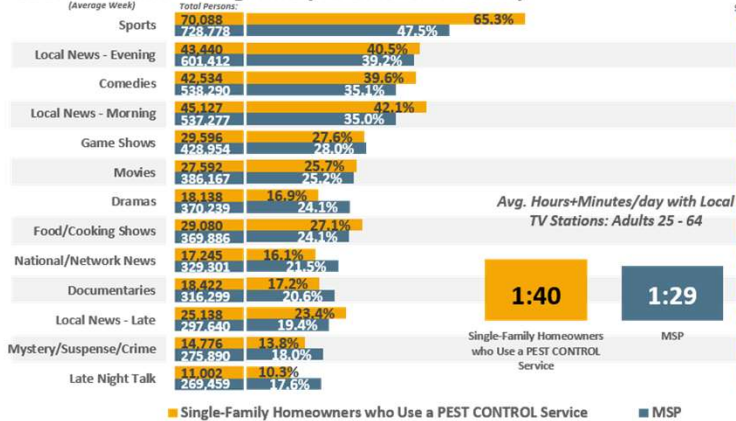
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]

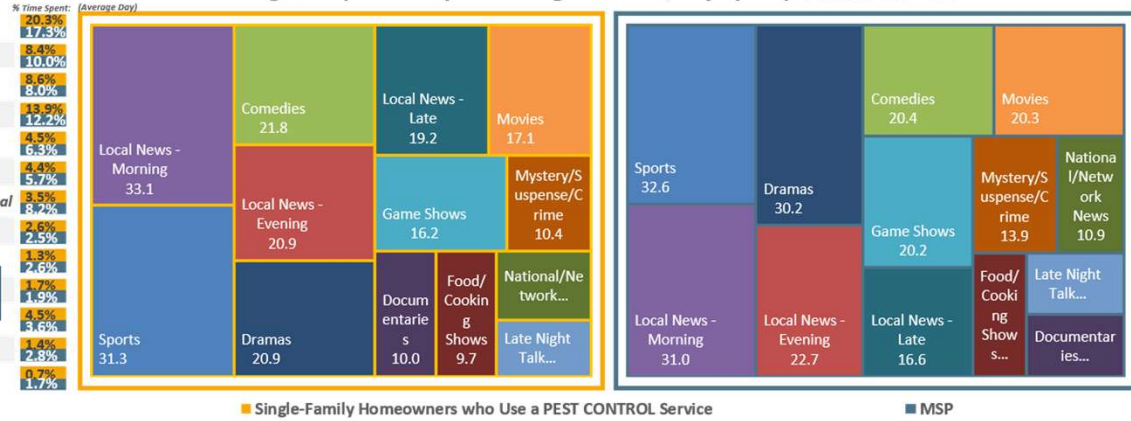


103,855 or 64.3% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Game Shows, and Court Shows.

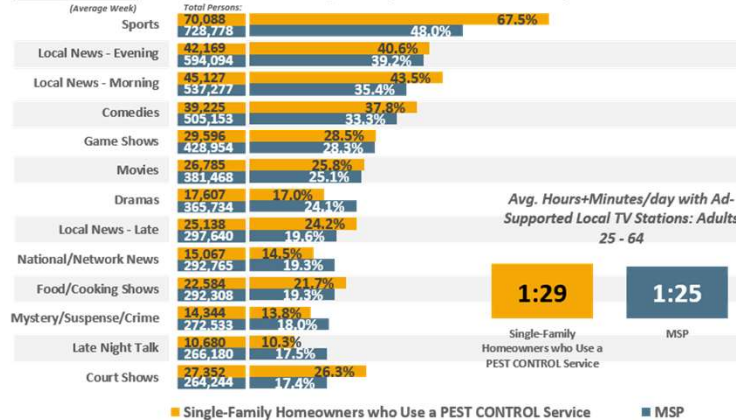
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



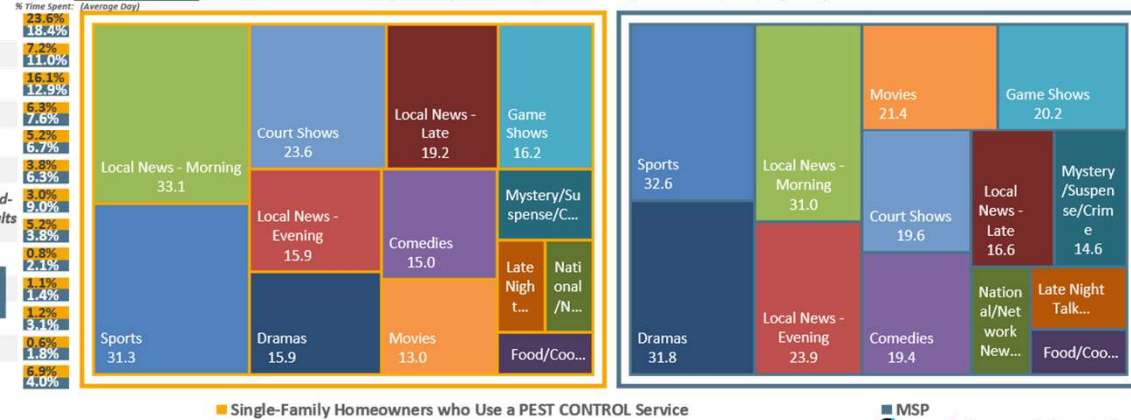
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



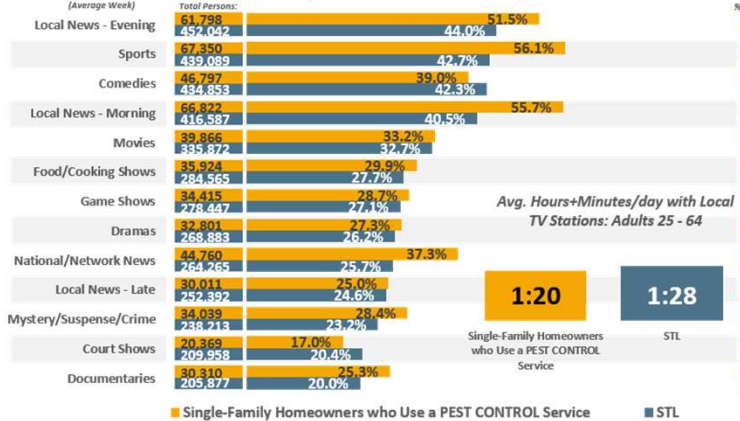
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



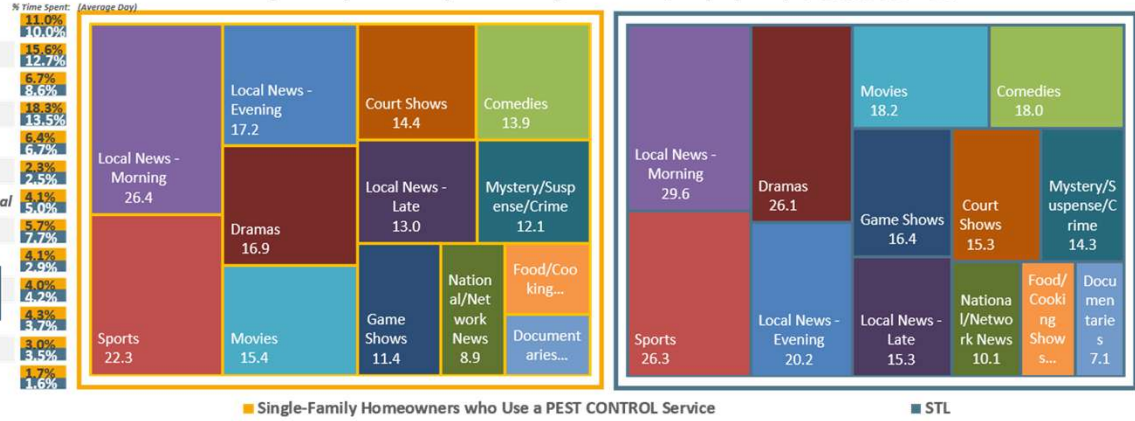


117,663 or 69.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, National/Network News, and Movies.

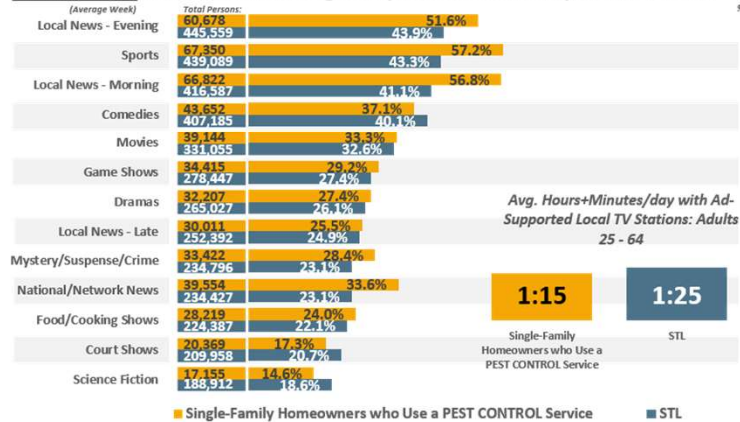
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



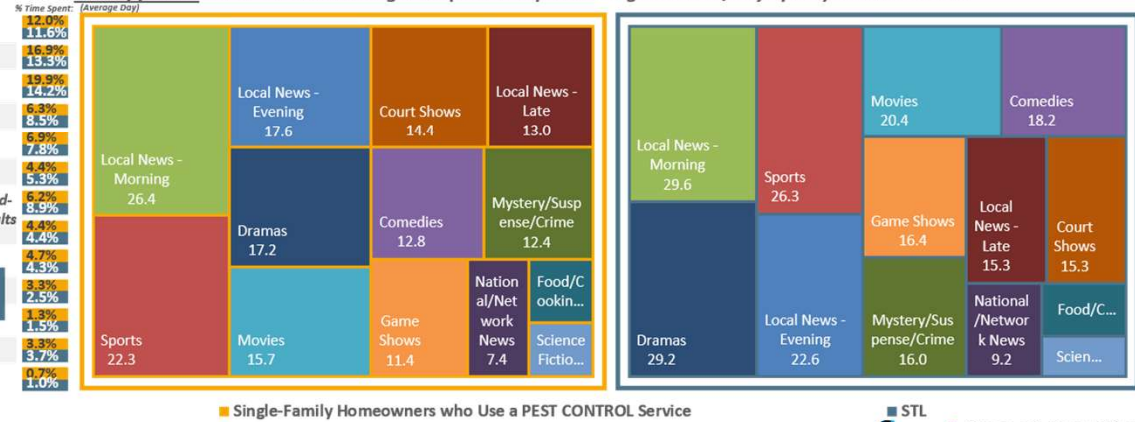
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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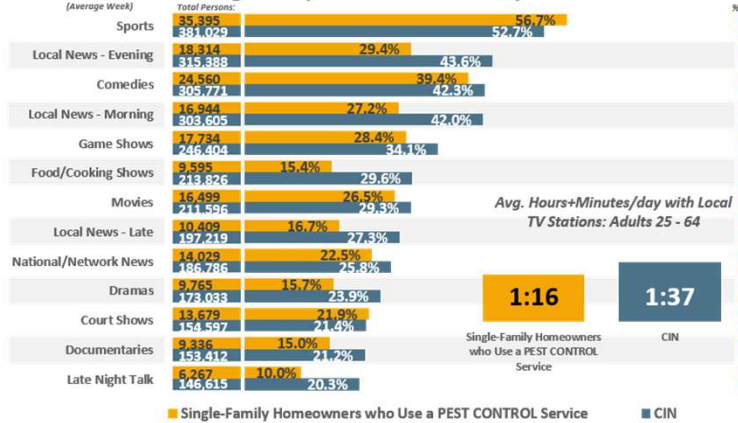
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

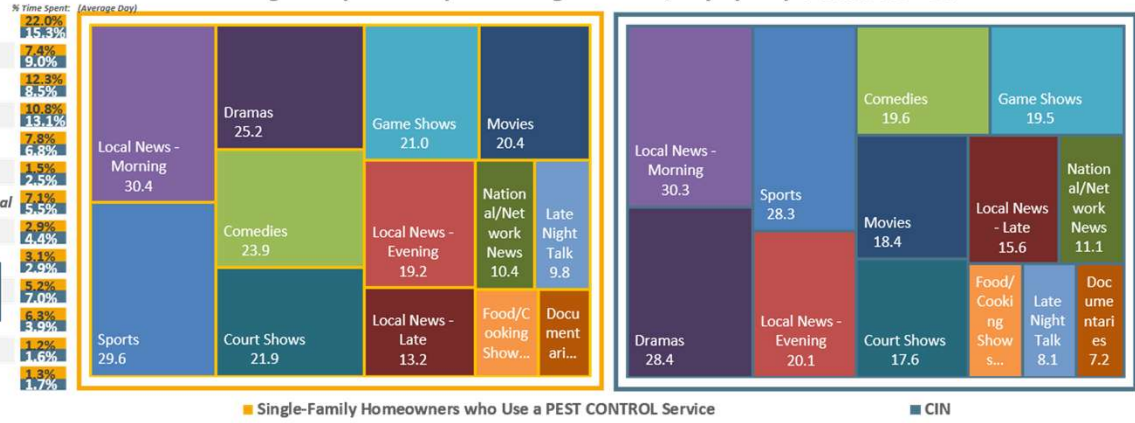


62,013 or 65.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Game Shows, Local News - Morning, and Movies.

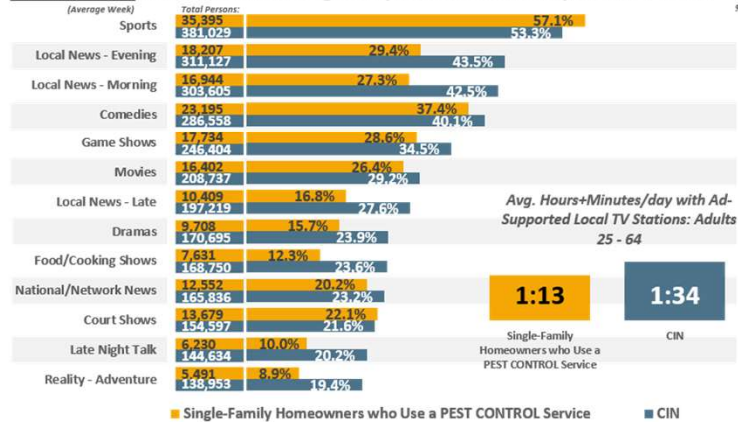
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



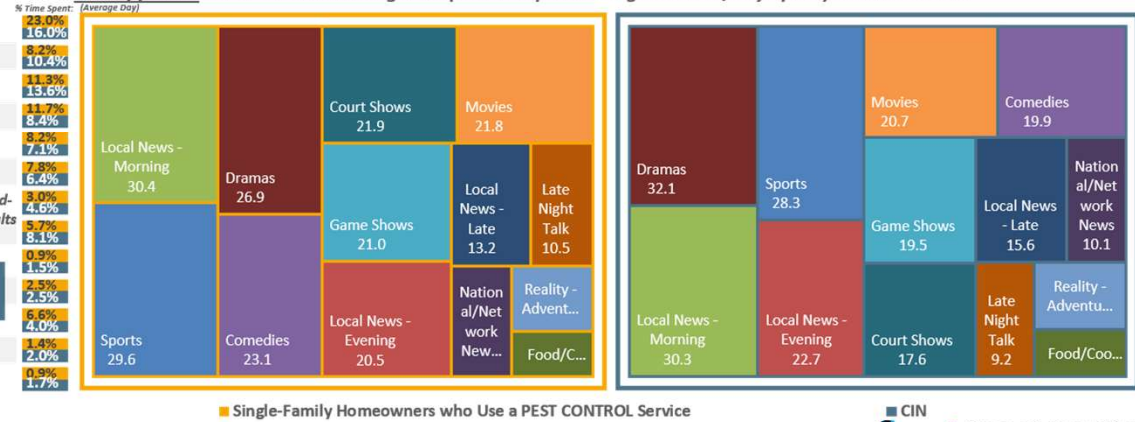
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



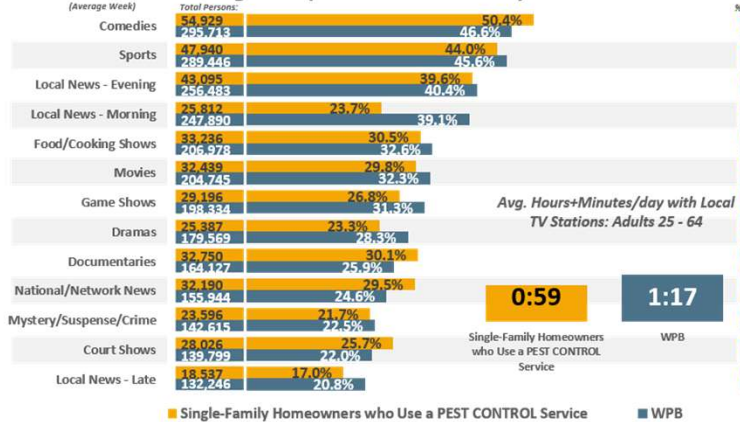
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



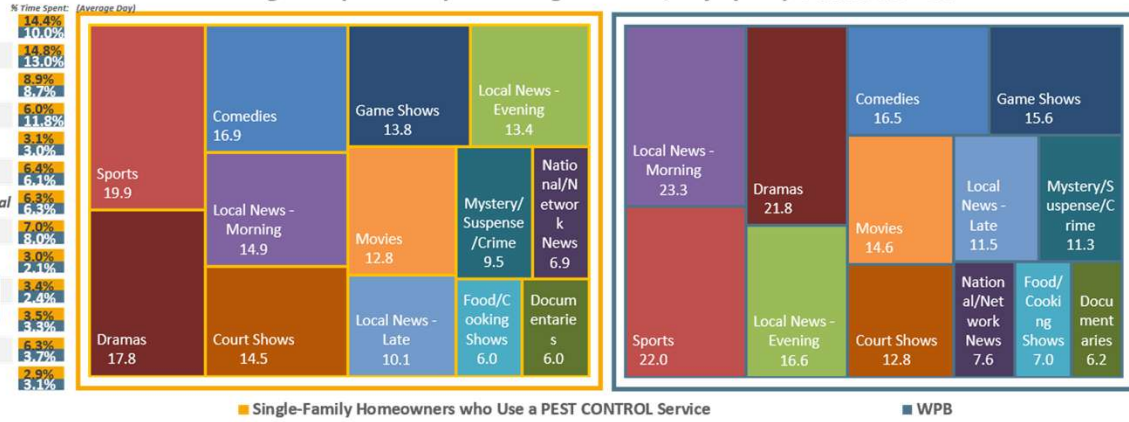


107,766 or 67.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Movies, Game Shows, and National/Network News.

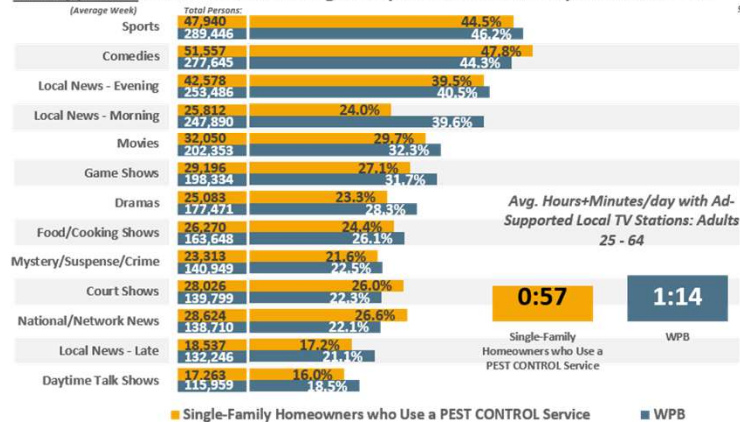
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



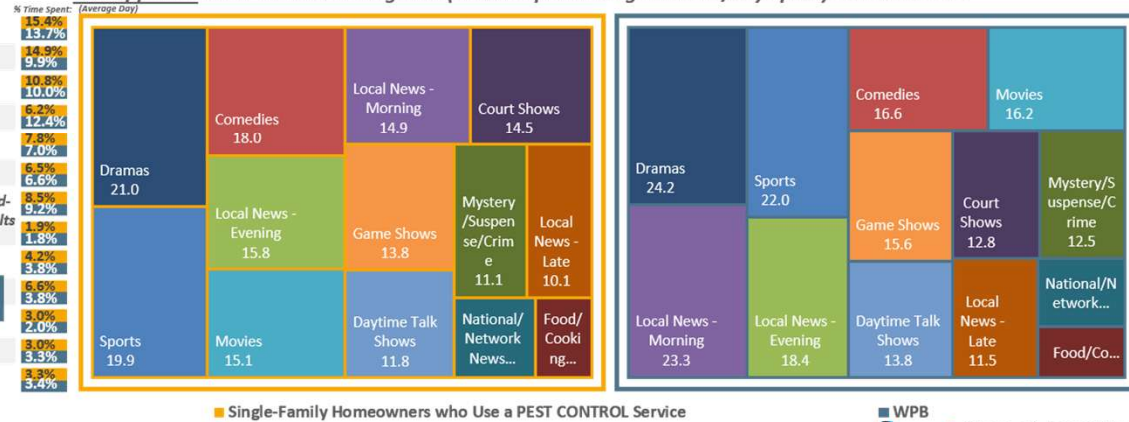
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



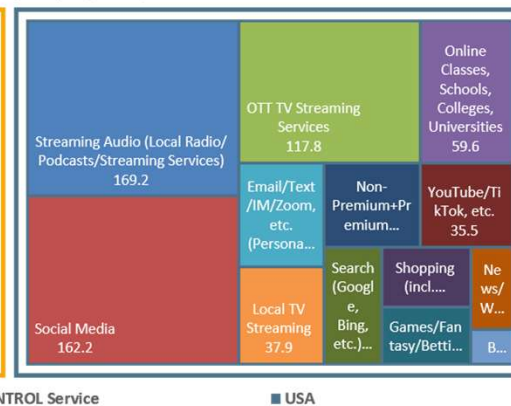
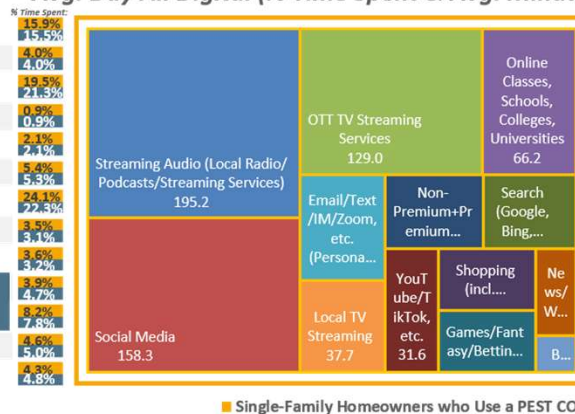
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 446
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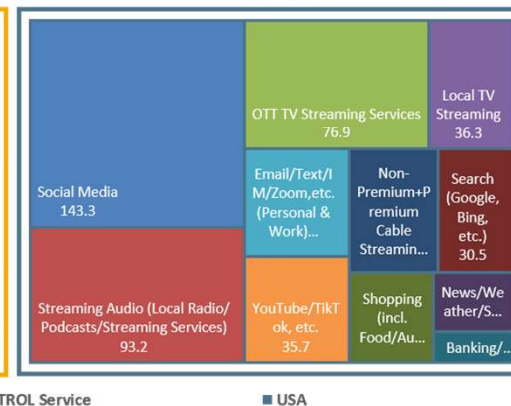
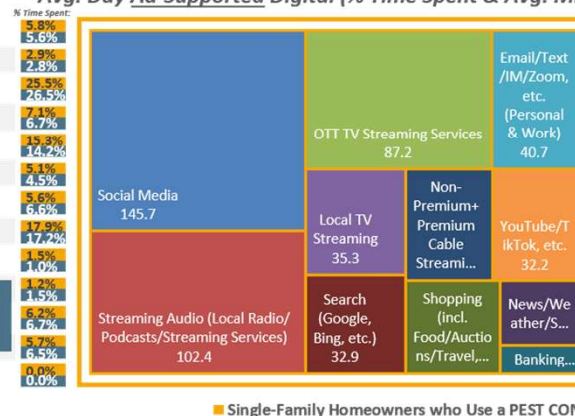
[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

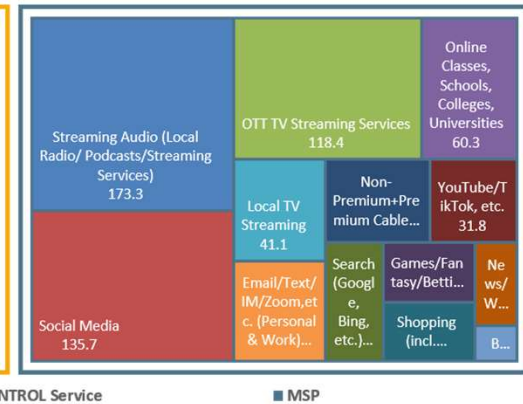
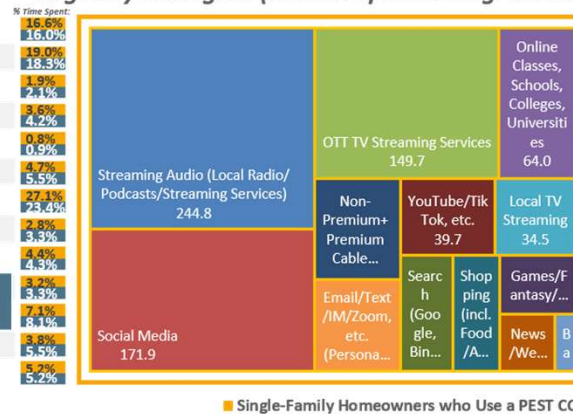


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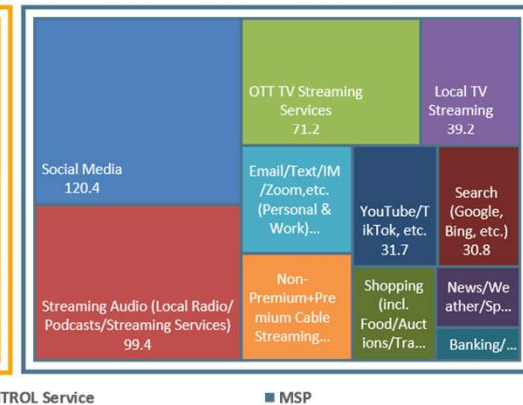
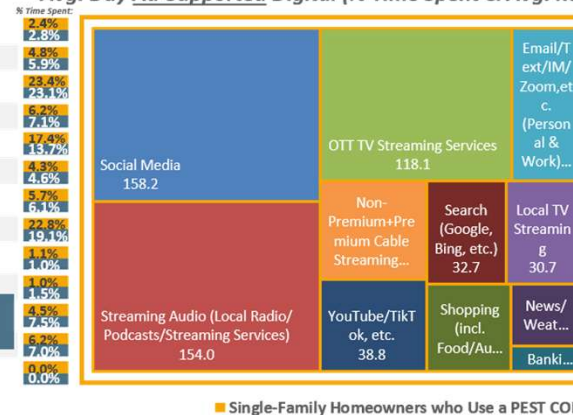
(((Own or rent residence (HHLID): Own AND Type of dwelling (HHLID): Single family house (unattached)) AND Items/services household currently has (HHLID): Pest control service))



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



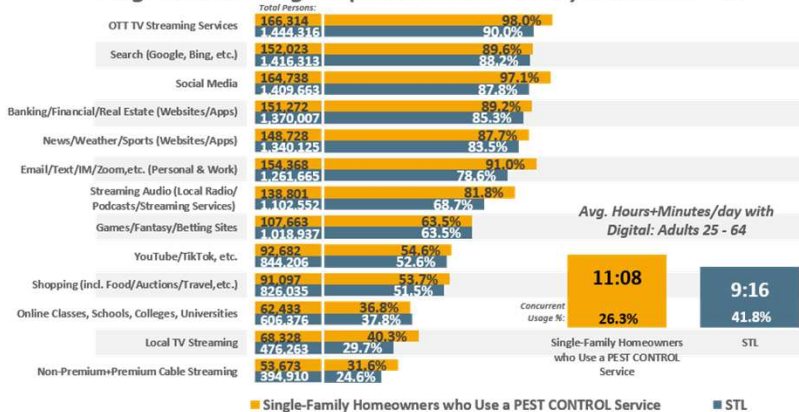
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(((Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service))

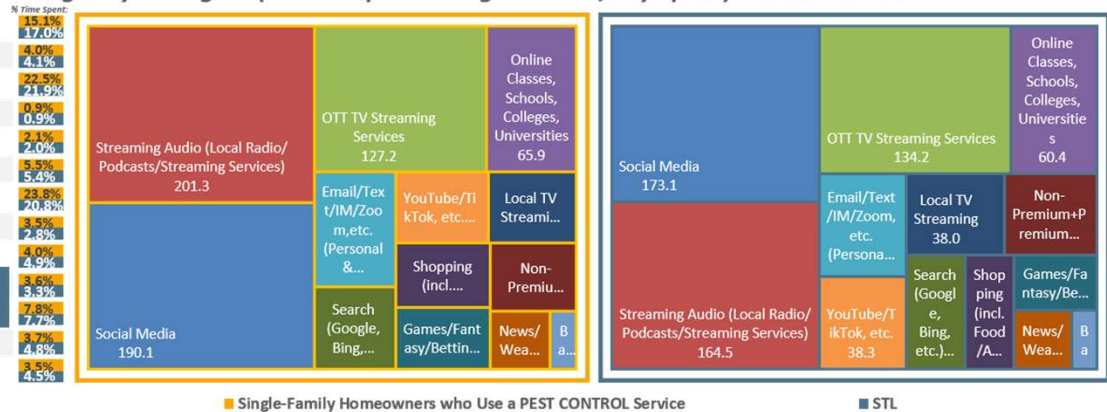


143,531 or 84.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 174.9 minutes every day representing 29.% of all time spent daily with Ad-Supported Digital Media.

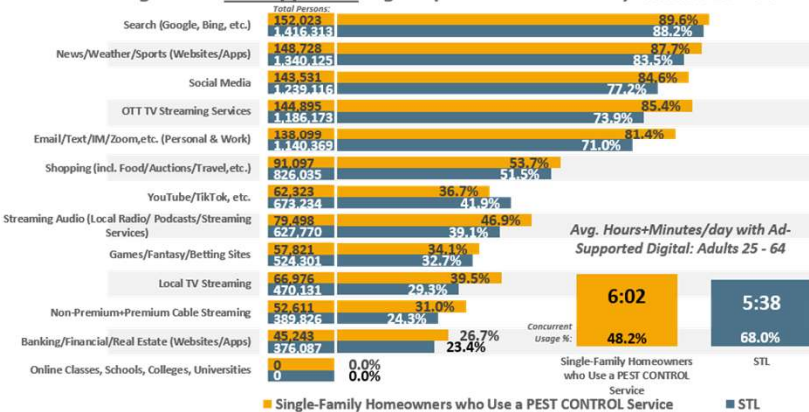
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



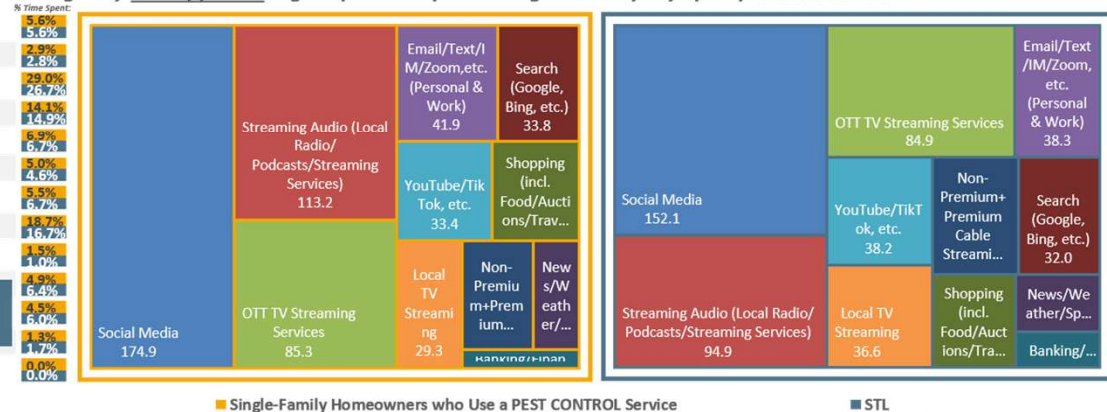
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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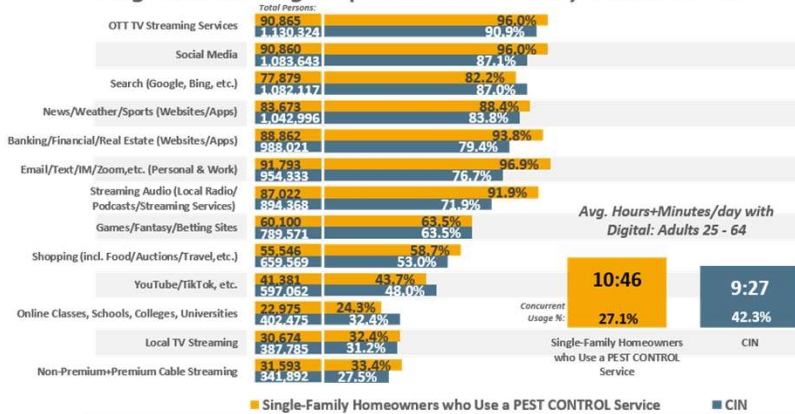
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

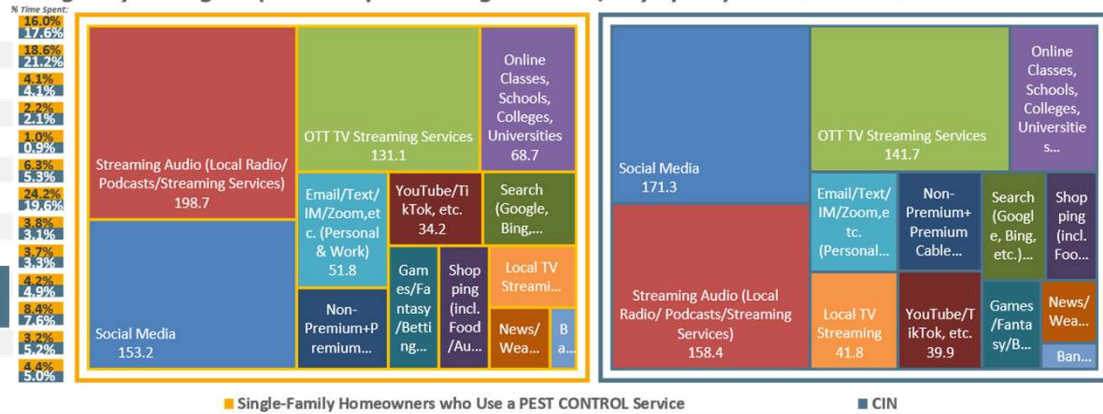


82,153 or 86.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 140.9 minutes every day representing 24.6% of all time spent daily with Ad-Supported Digital Media.

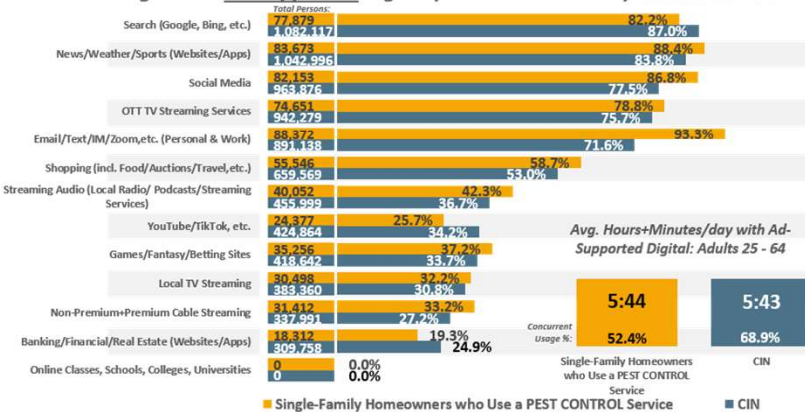
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



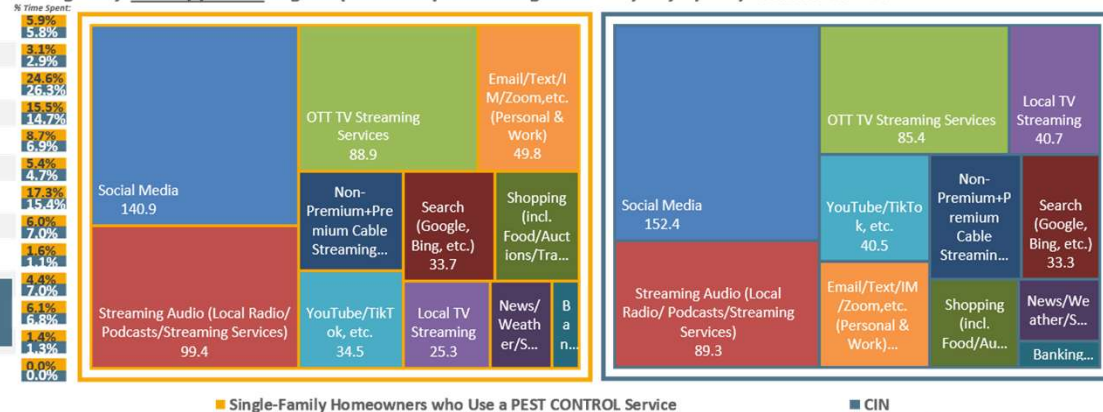
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 166
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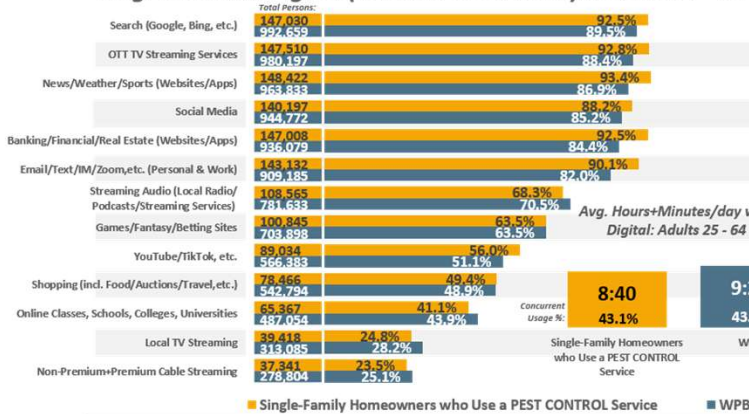
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

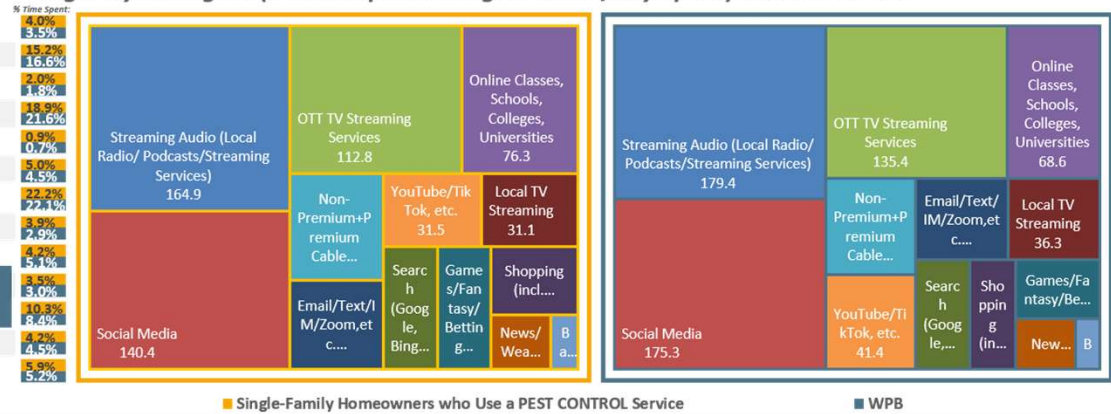


122,122 or 76.9% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Social Media for an average of 129.1 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

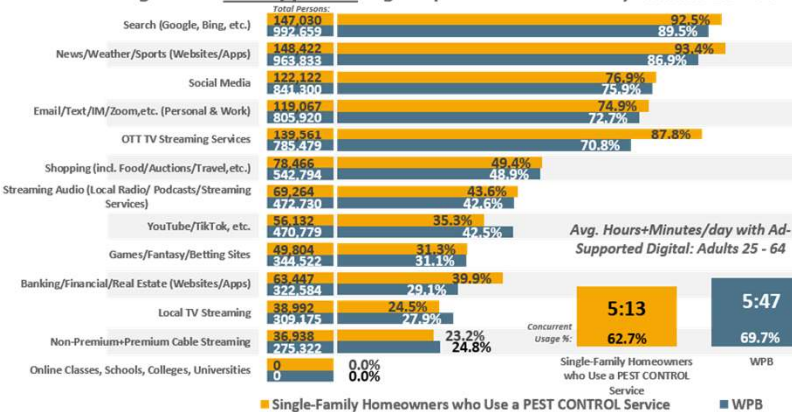
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



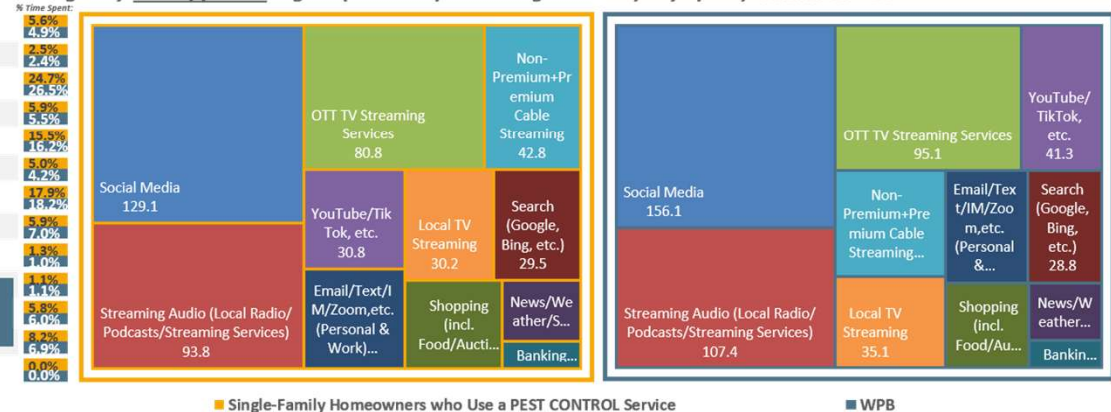
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 446
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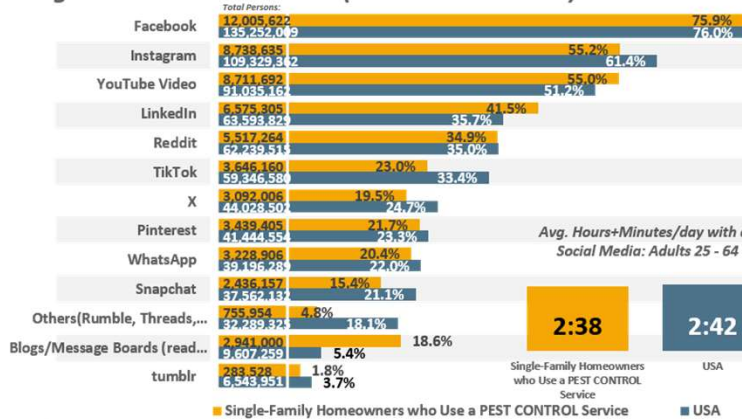
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]

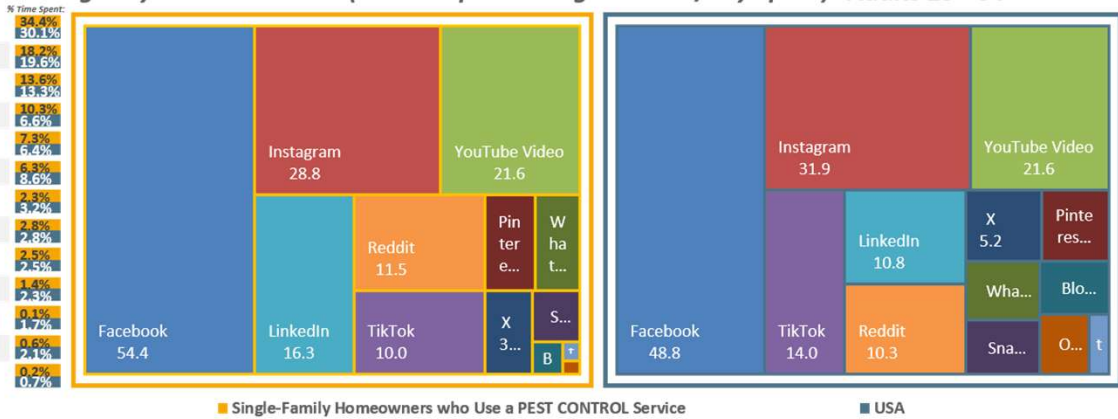


12,005,622 or 75.9% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

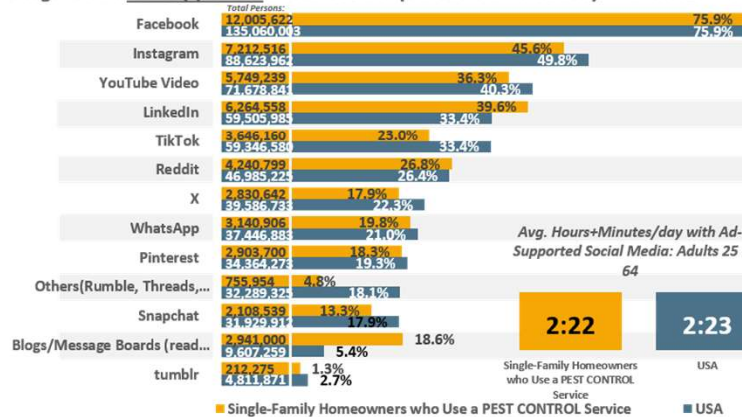
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



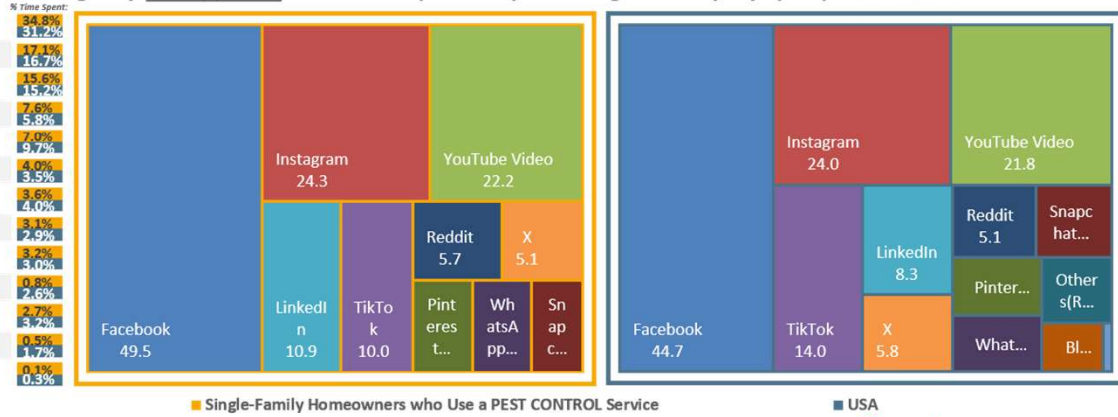
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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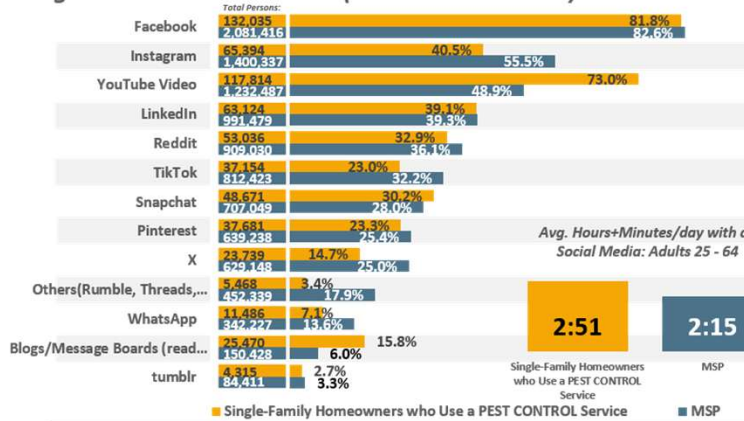
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

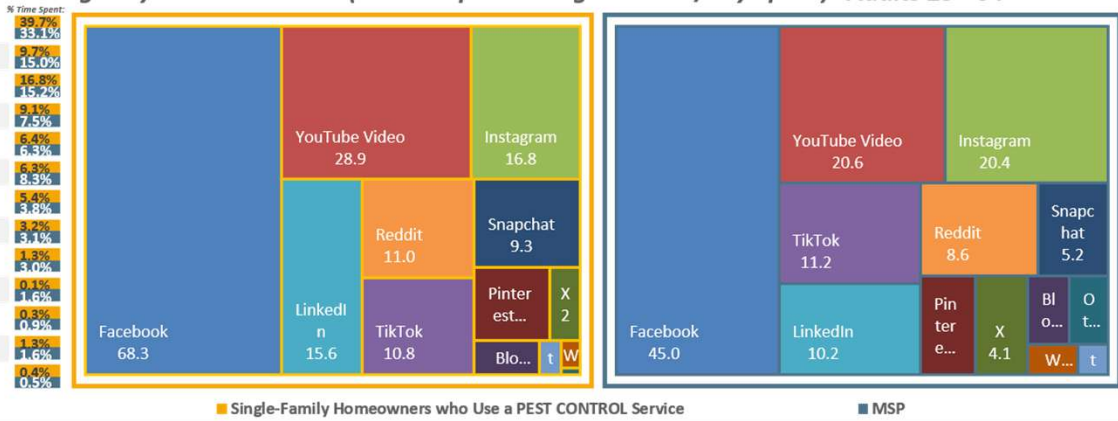


132,035 or 81.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 59.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

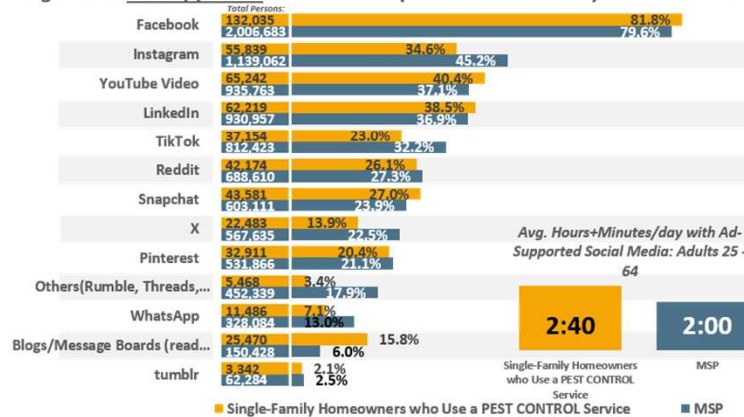
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



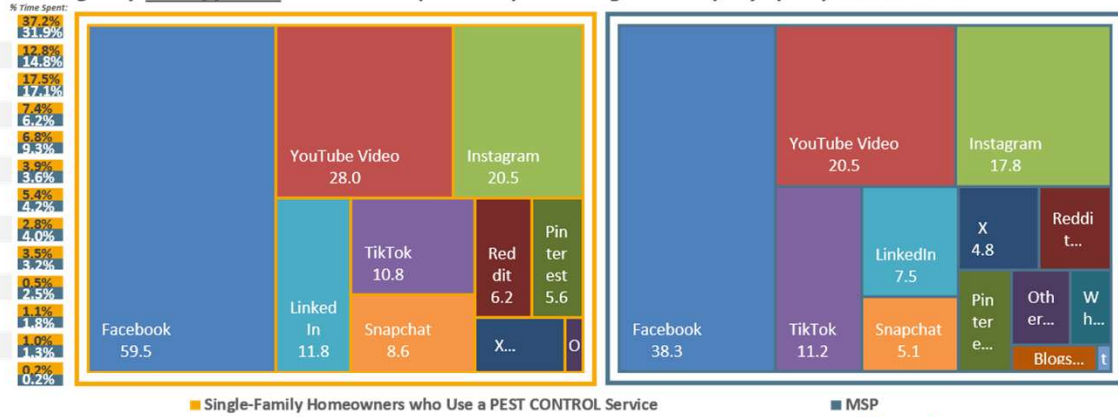
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



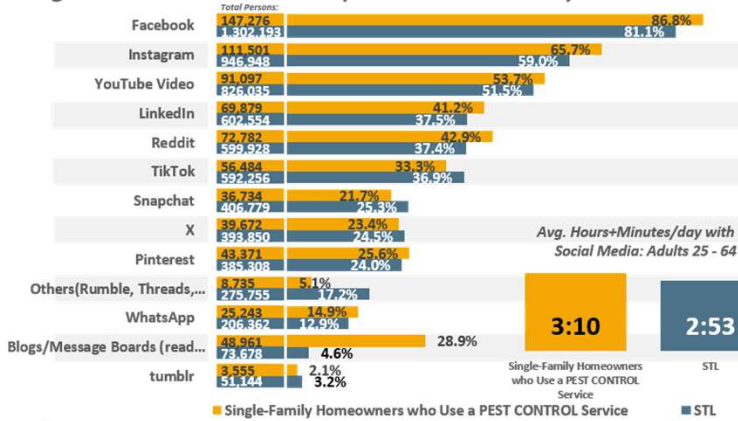
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



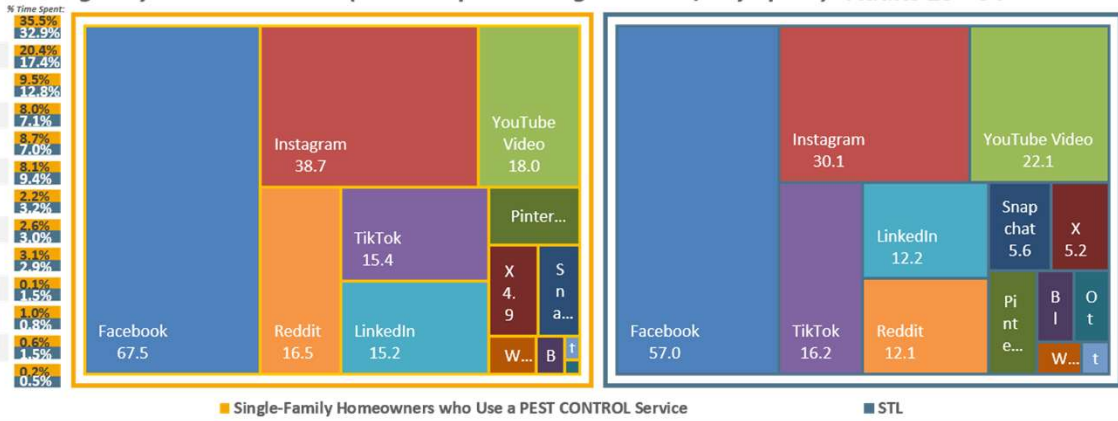


143,531 or 84.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 59.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

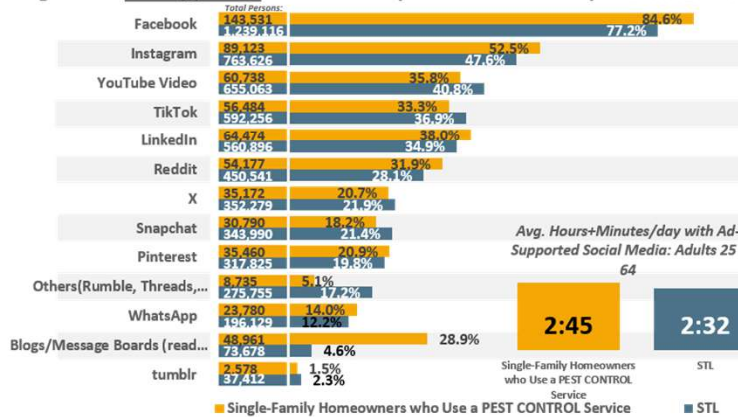
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



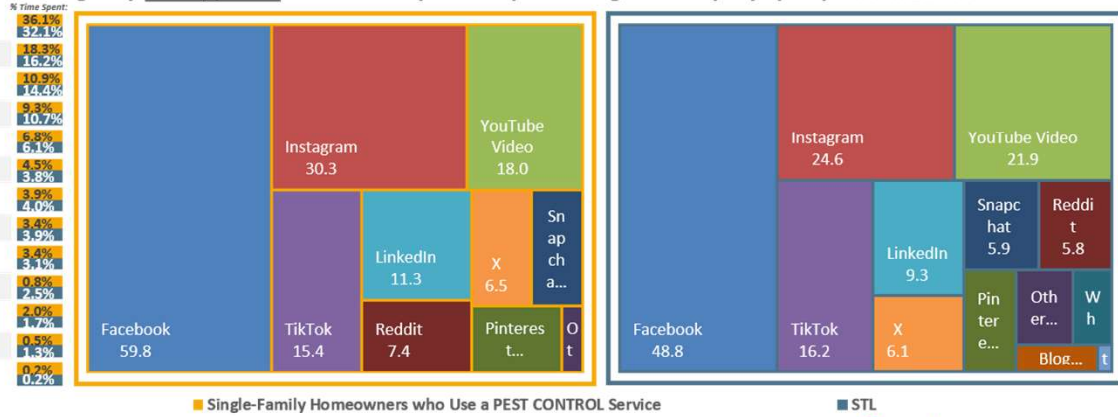
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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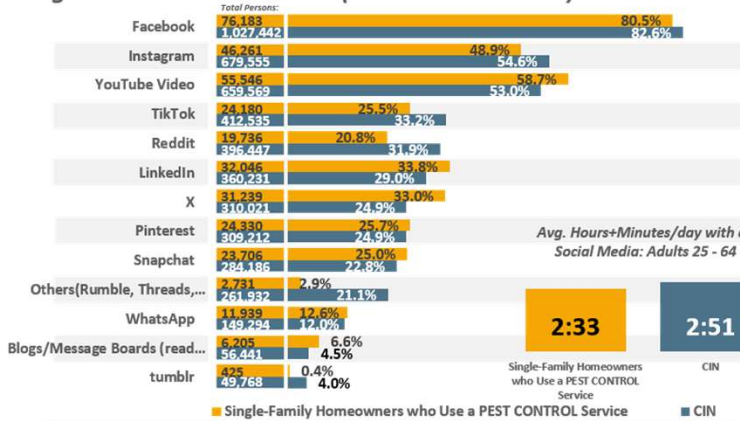
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]

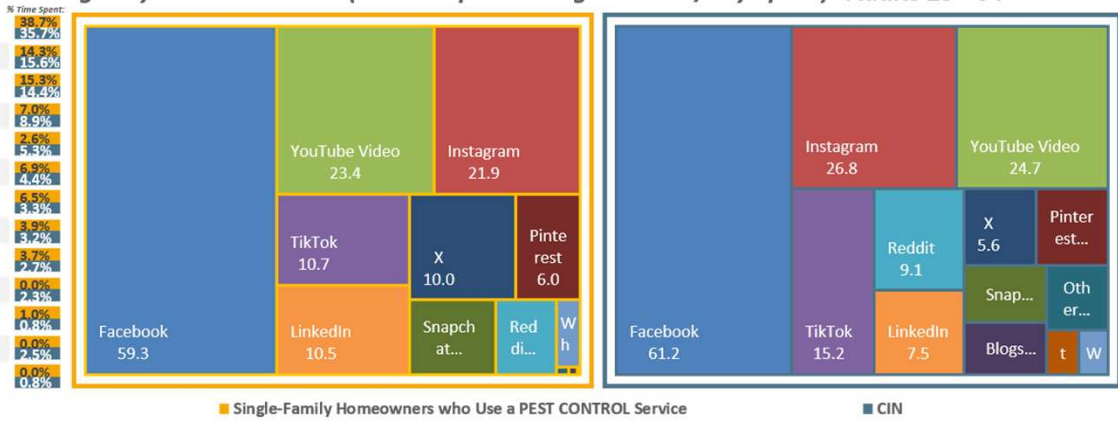


76,183 or 80.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 49.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

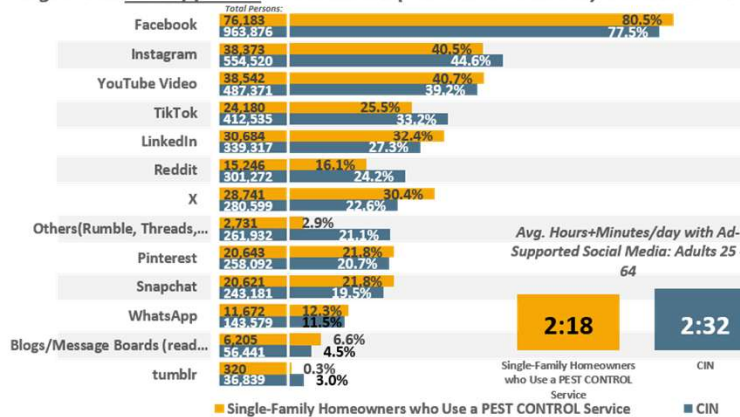
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



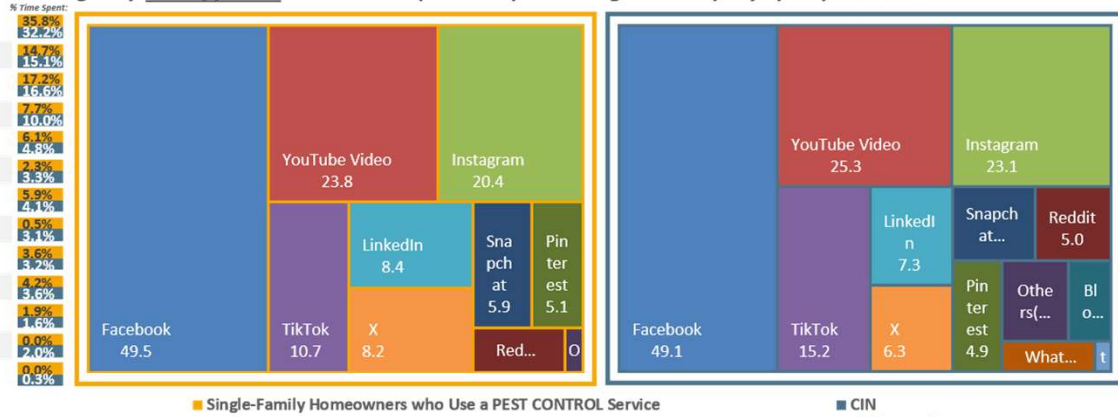
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



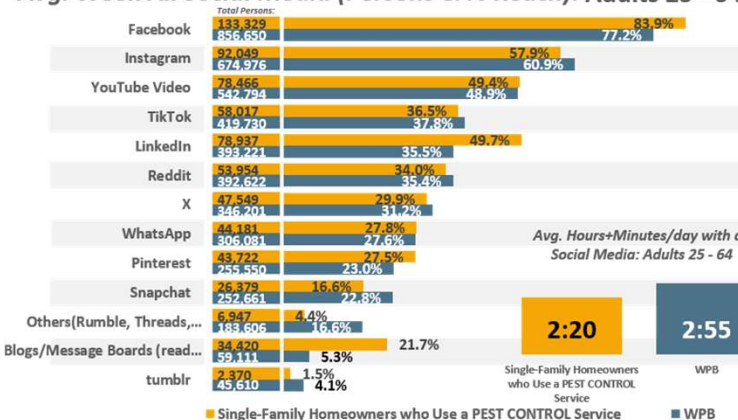
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



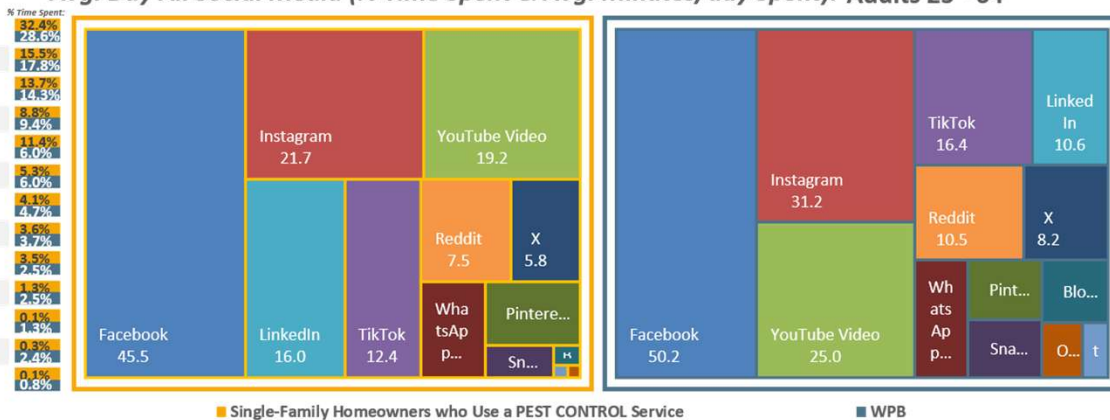


122,122 or 76.9% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 39.1 minutes every day representing 32.0% of all time spent daily with Ad-Supported Social Media.

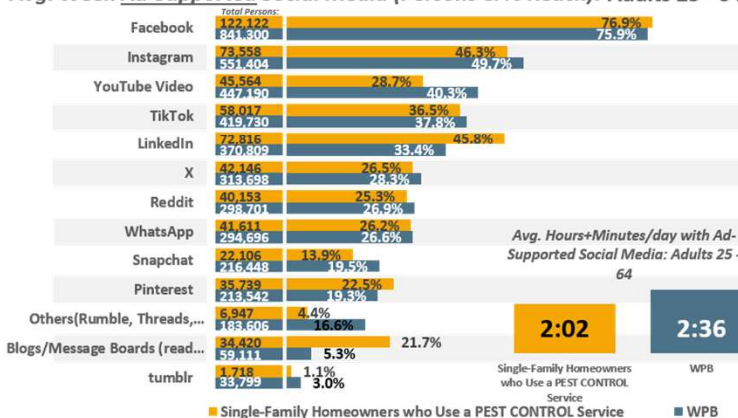
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



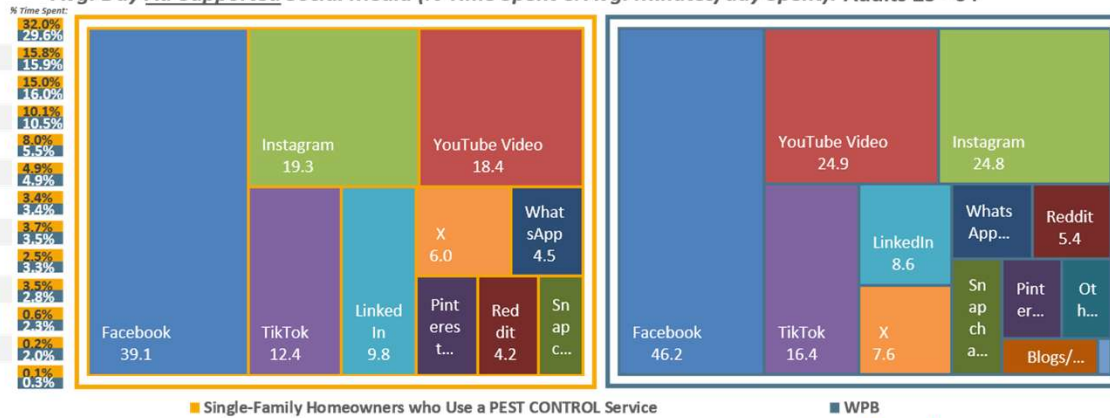
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



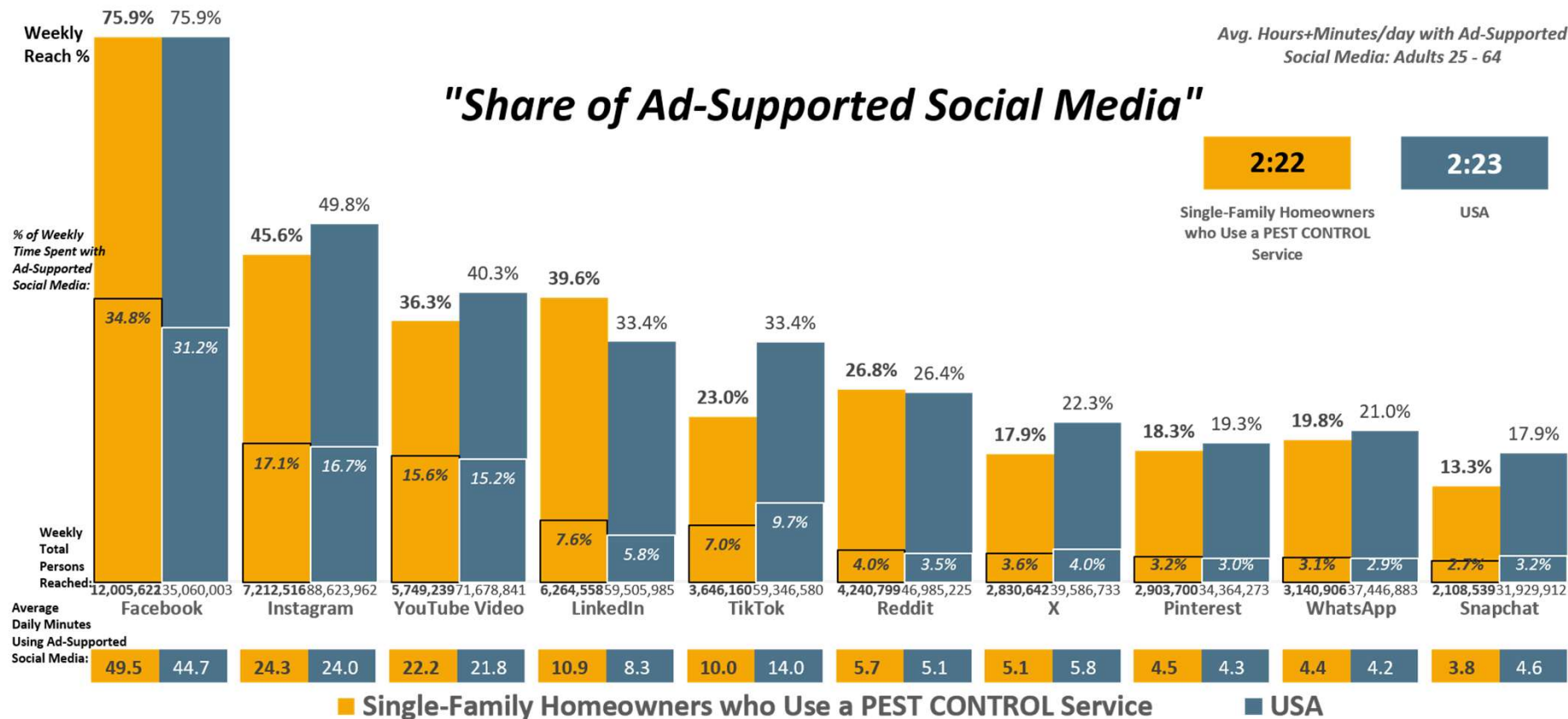
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





12,005,622 or 75.9% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 49.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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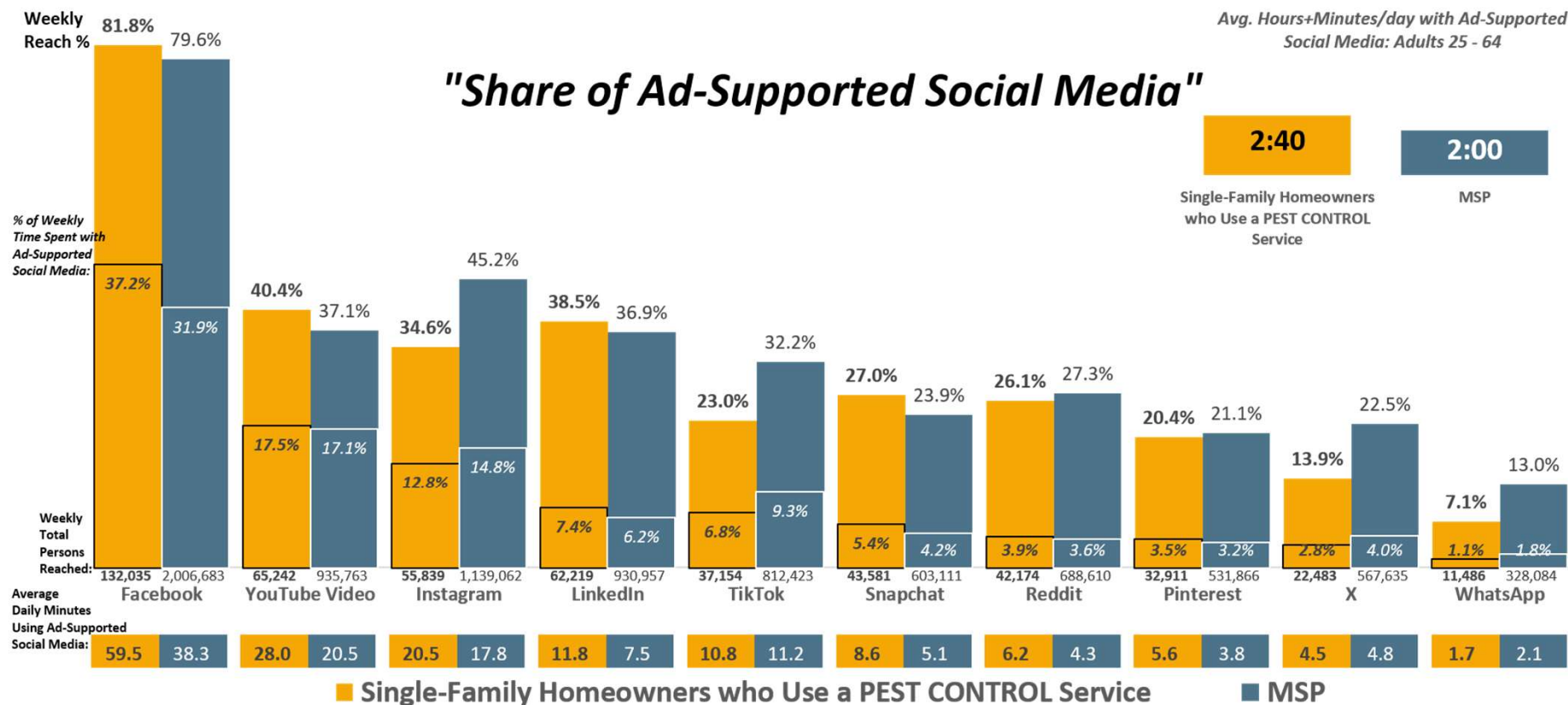
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



132,035 or 81.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 59.5 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



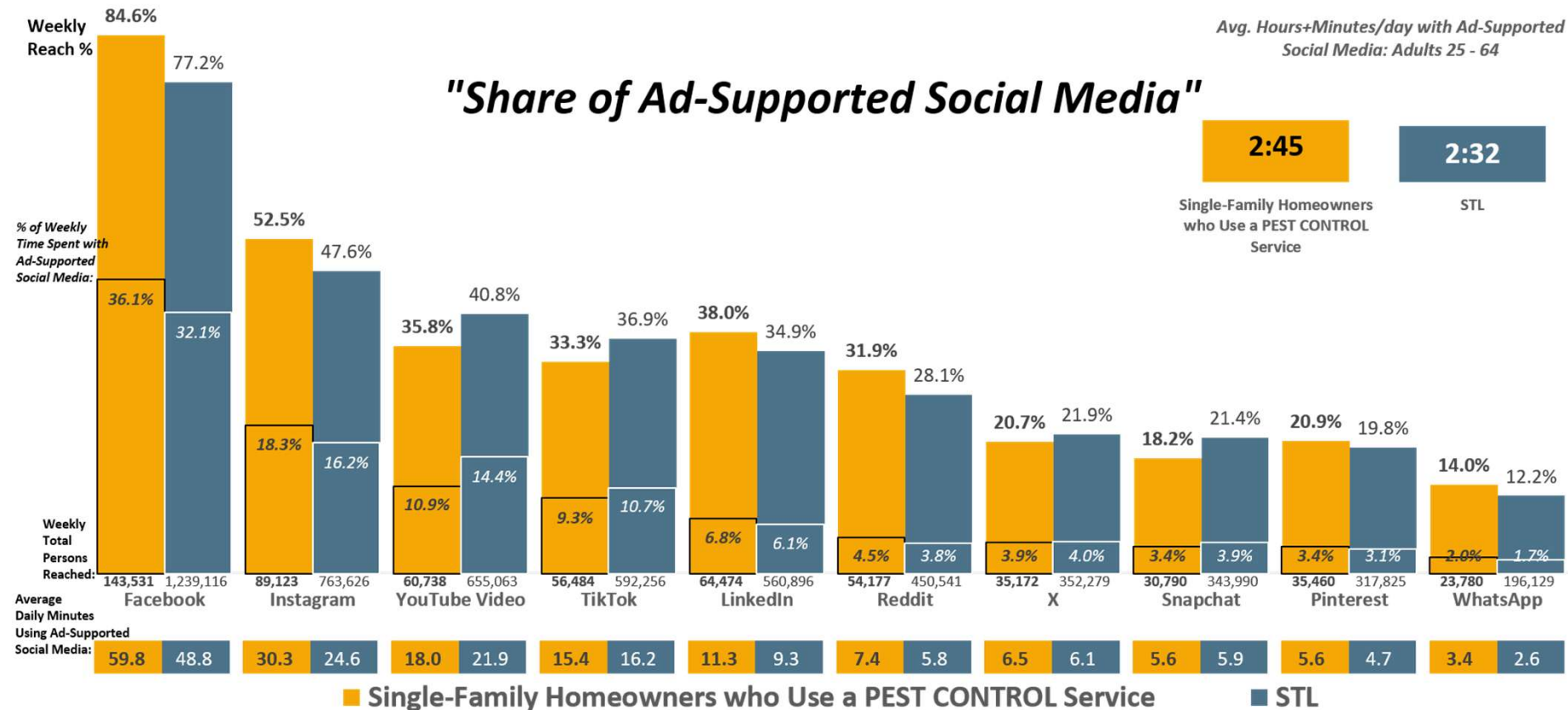
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]



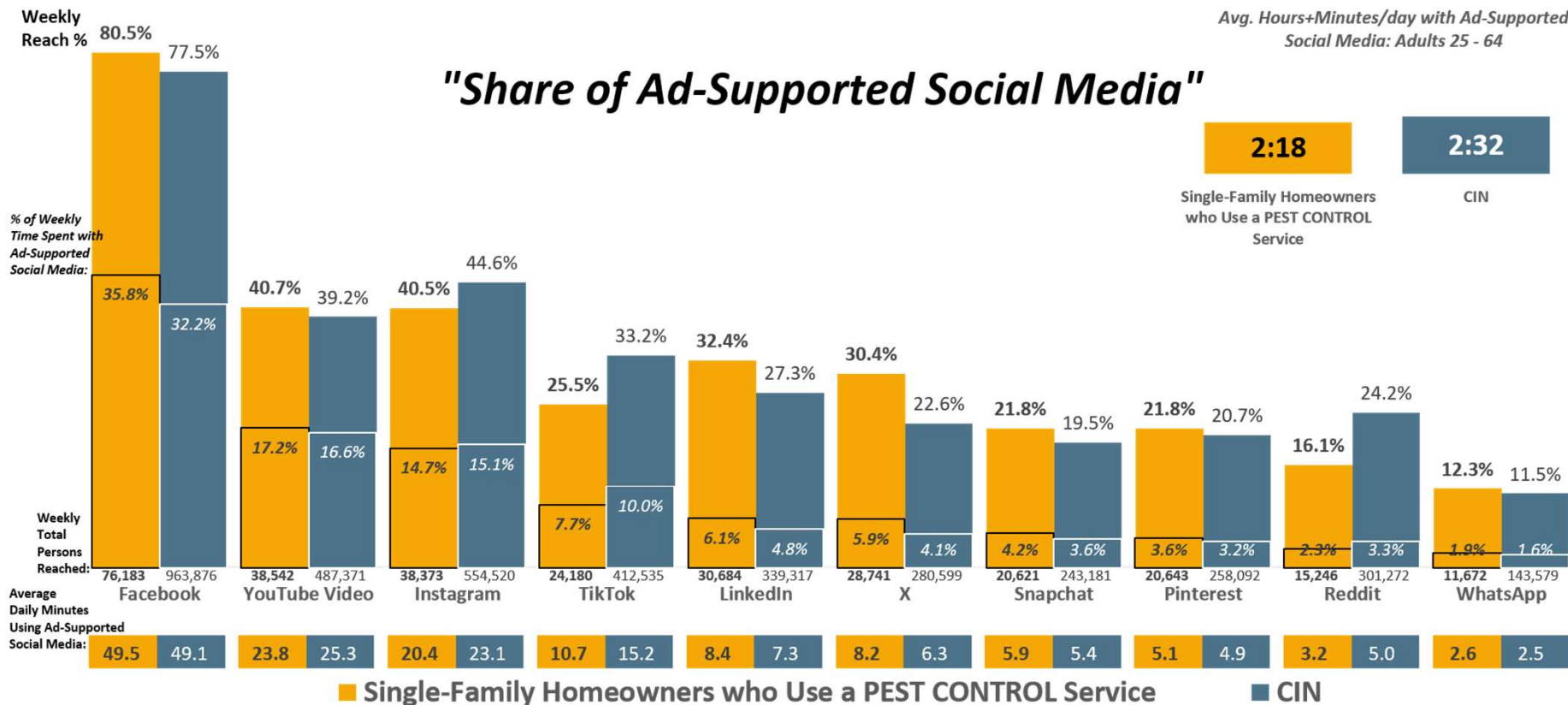
143,531 or 84.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 59.8 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.





76,183 or 80.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 49.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

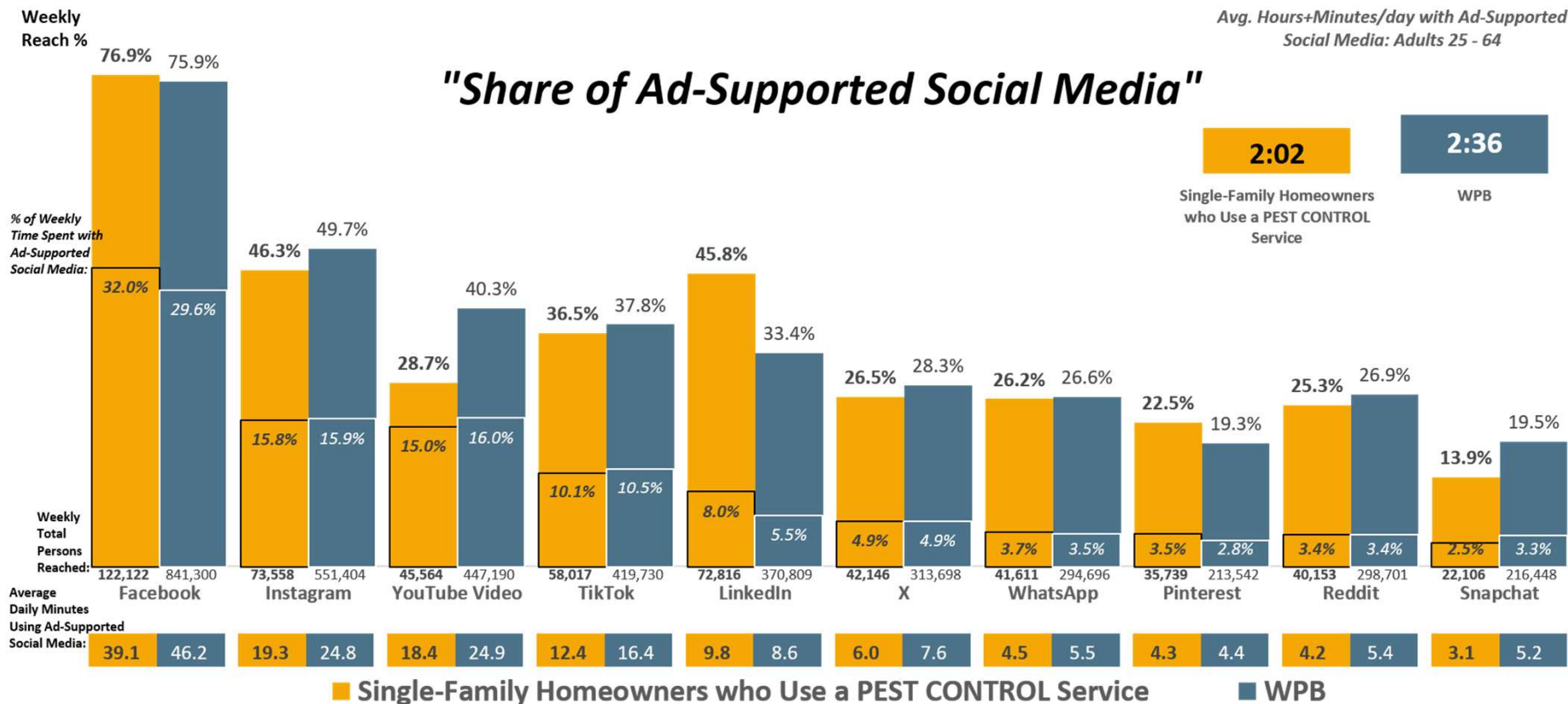
"Share of Ad-Supported Social Media"





122,122 or 76.9% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service use Ad-Supported Facebook for an average of 39.1 minutes every day representing 32.0% of all time spent daily with Ad-Supported Social Media.

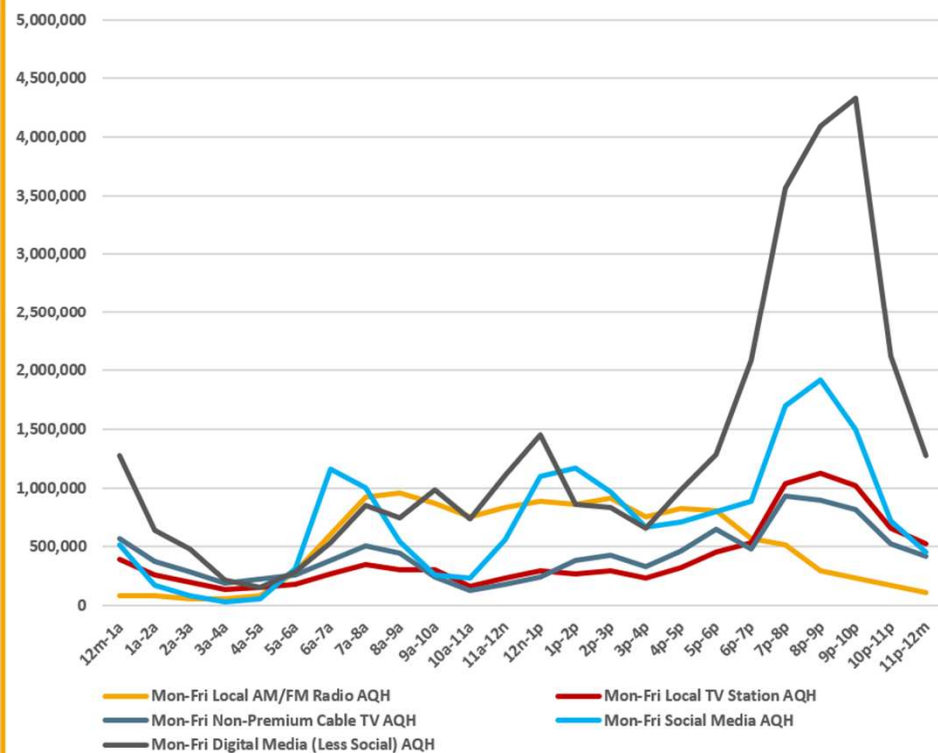
"Share of Ad-Supported Social Media"



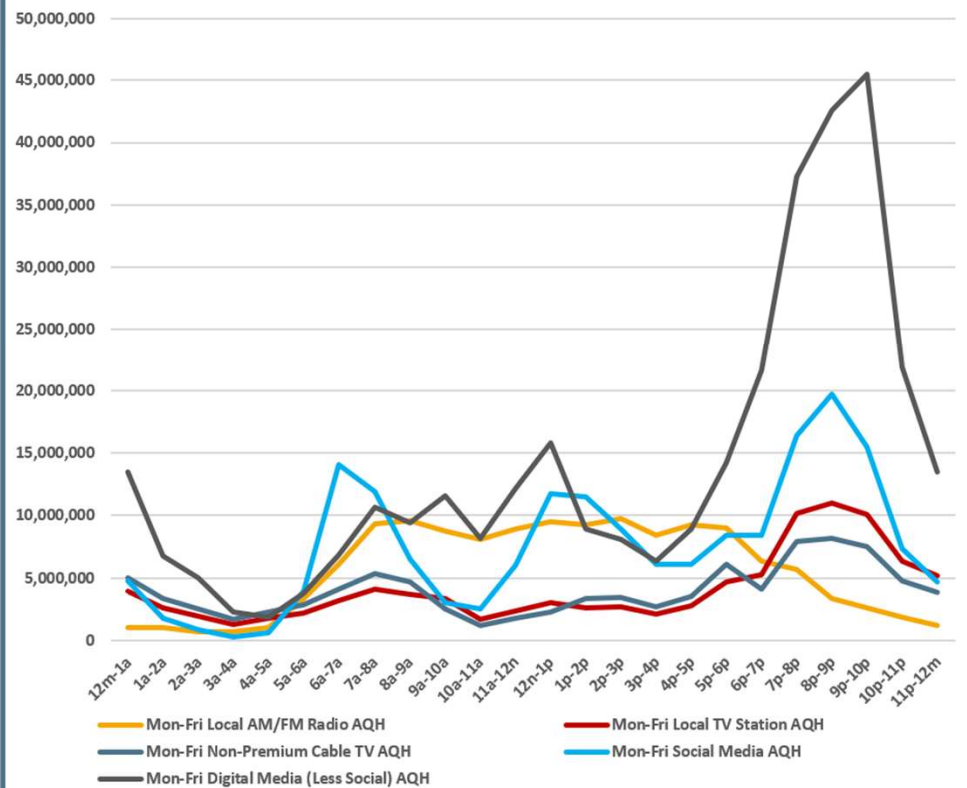


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,009,640;
Local Radio: 809,937; Social Media: 771,424; Non-Prem. Cable: 372,903; Local TV: 308,297
reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTRO

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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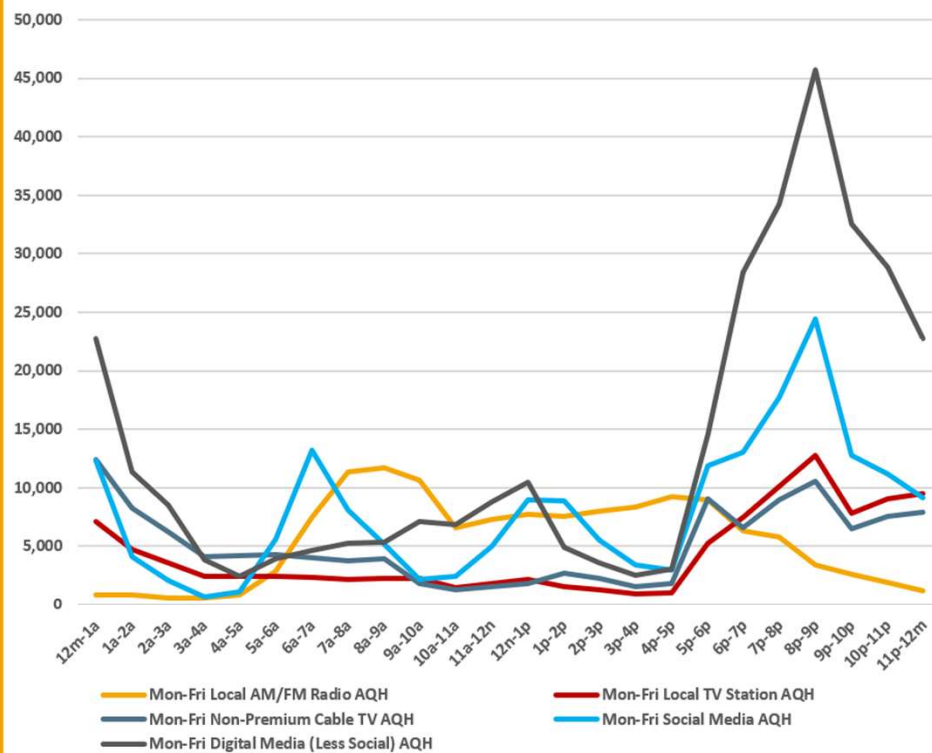
[[({Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)} AND Items/services household currently has (HHLD): Pest control service)]

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for Anything ®

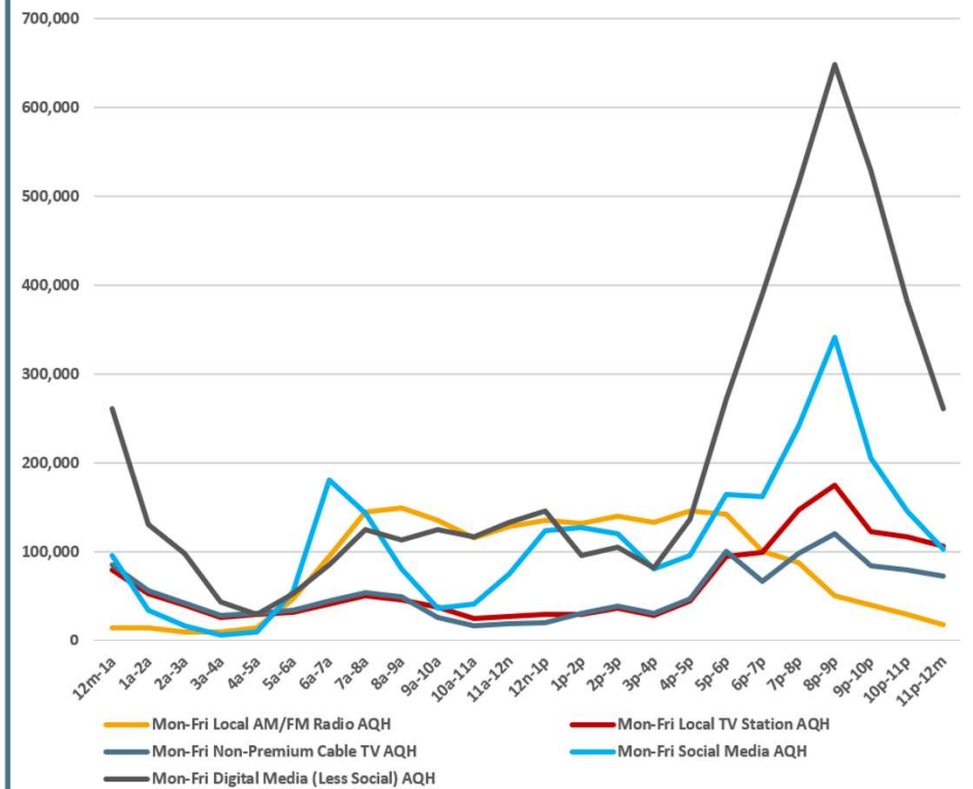


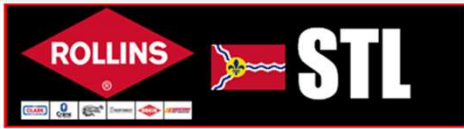
M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 8,543; All Other Digital Media: 8,106; Social Media: 6,968; Non-Prem. Cable: 3,235; Local TV: 2,453 reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service



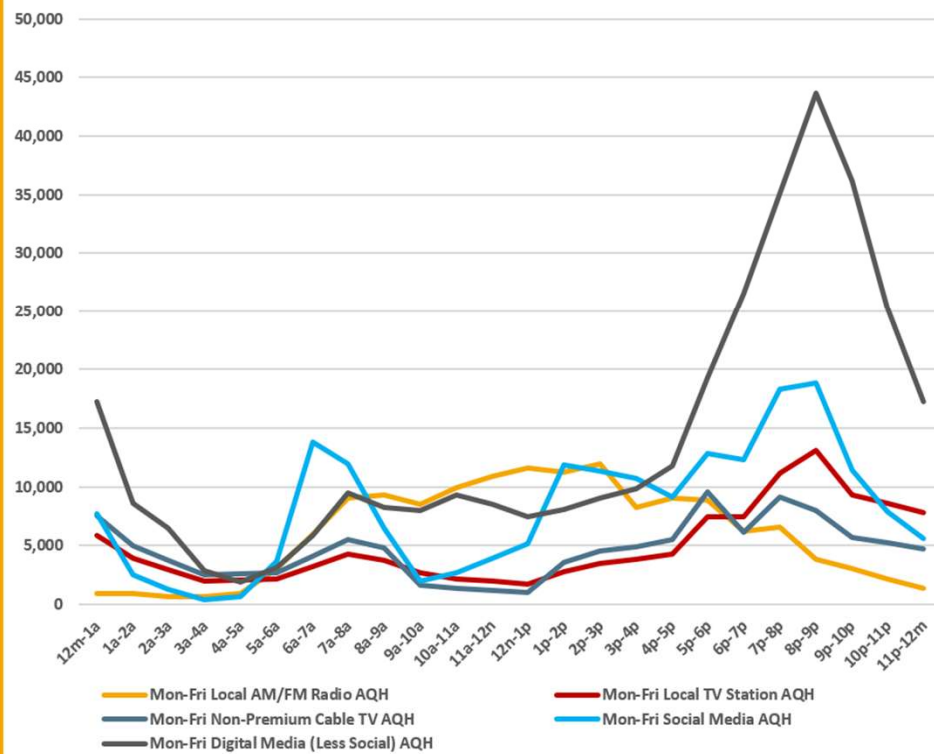
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 25 - 64



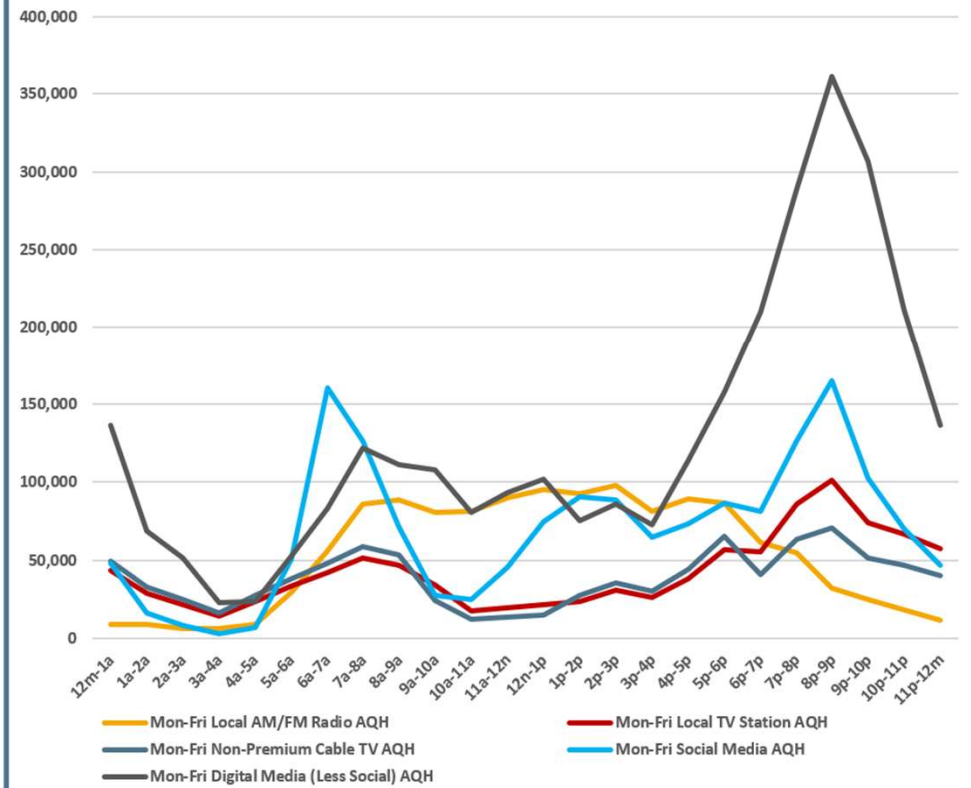


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,885;
Local Radio: 9,290; Social Media: 8,775; Non-Prem. Cable: 4,126; Local TV: 3,764 reaching
Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service



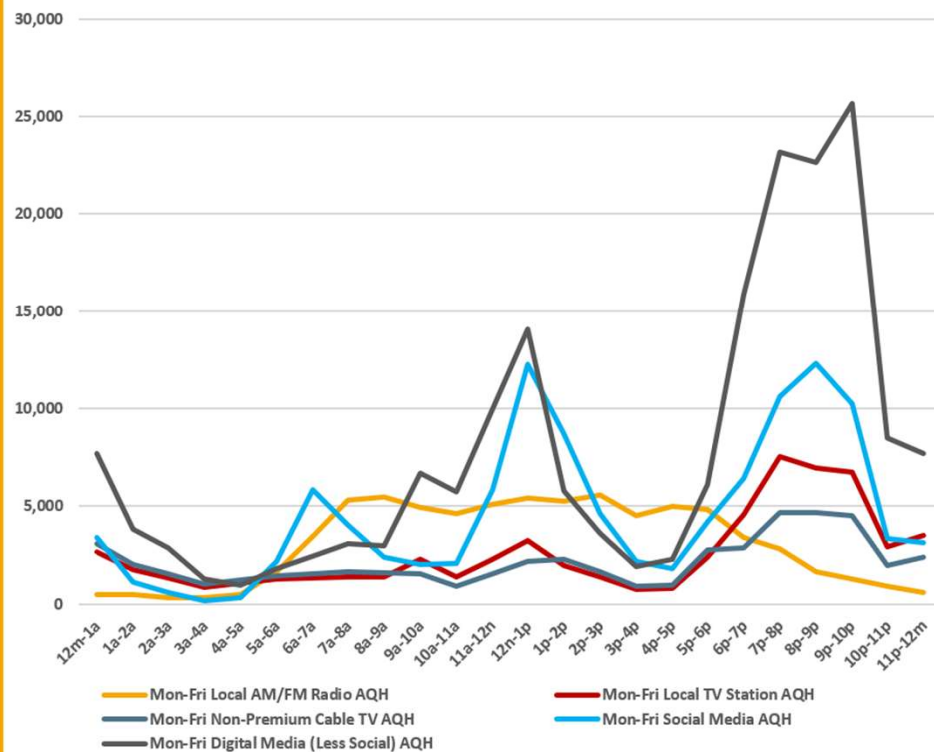
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 25 - 64



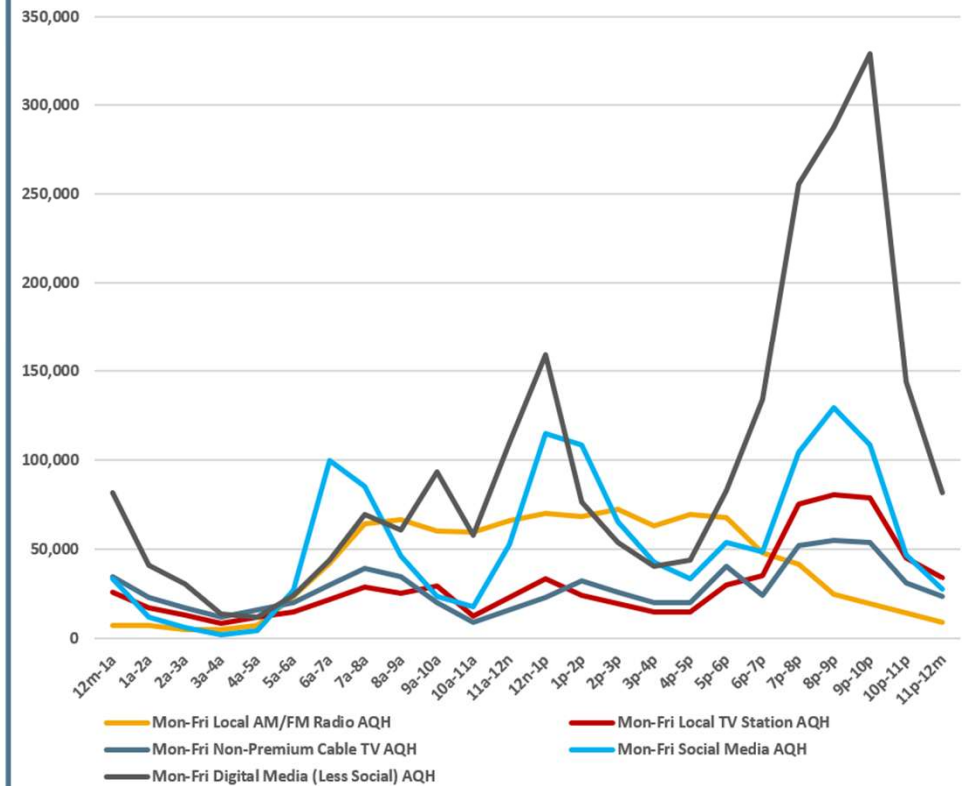


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,199; Local Radio: 4,842; Social Media: 4,810; Local TV: 1,950; Non-Prem. Cable: 1,730 reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service**



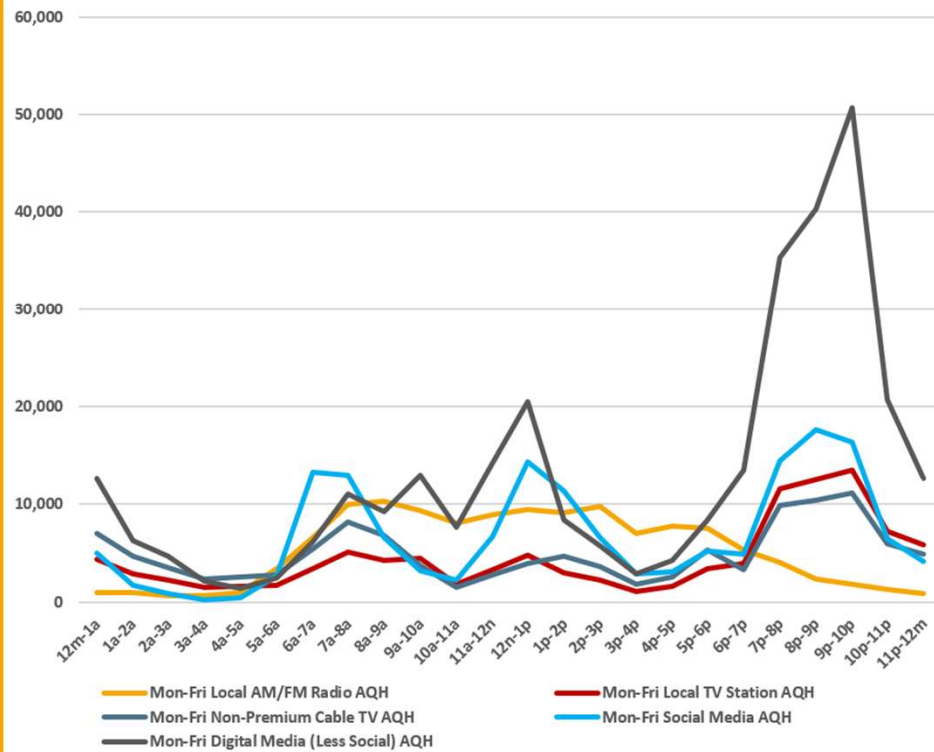
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 25 - 64**



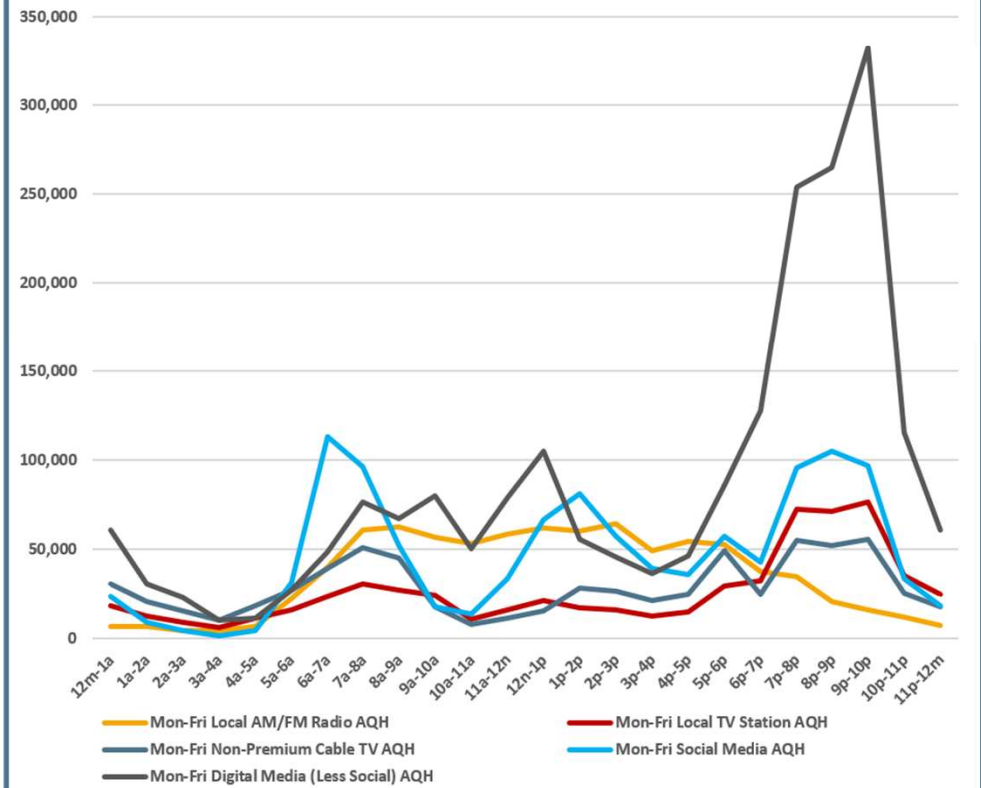


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,621; Local Radio: 8,401; Social Media: 7,195; Non-Prem. Cable: 4,147; Local TV: 3,280 reaching Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 25 - 64 Single-Family Homeowners who Use a PEST
CONTROL Service**



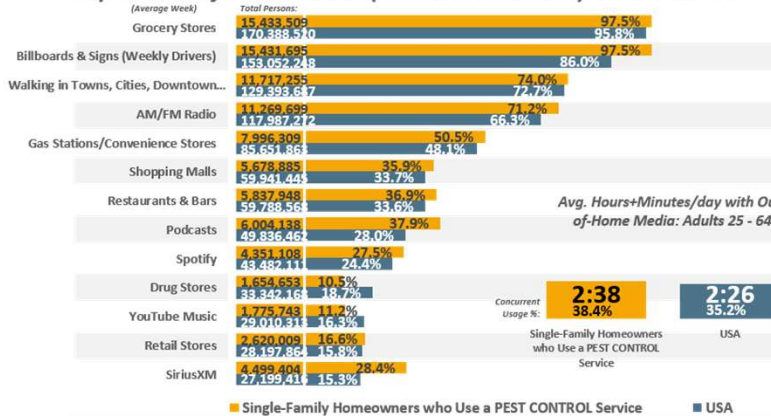
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 25 - 64**



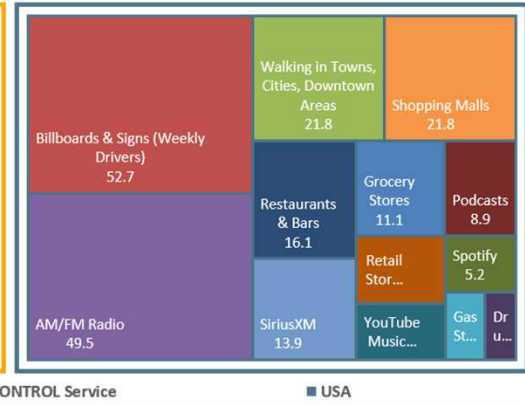
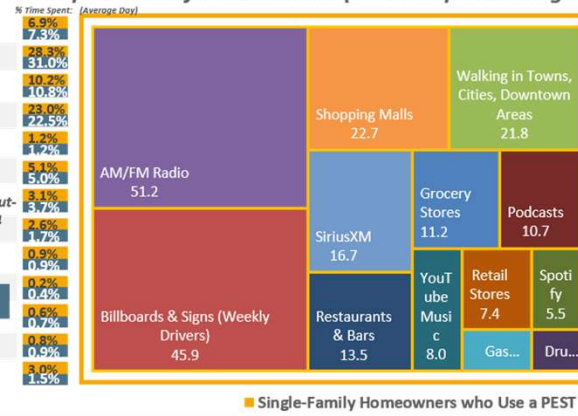


15,431,695 or 97.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 45.9 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 45.3 minutes/day

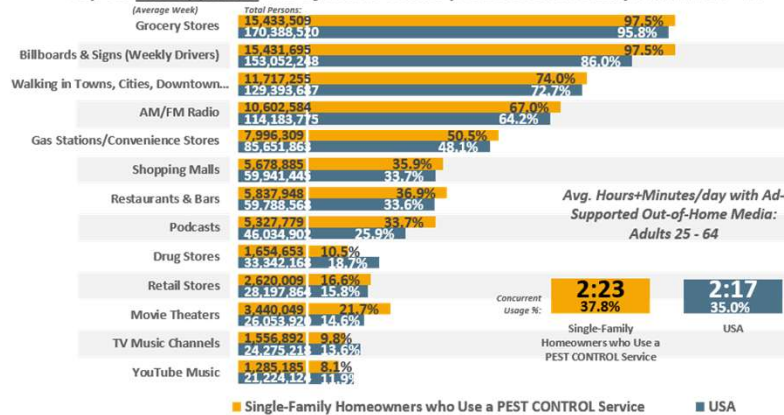
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



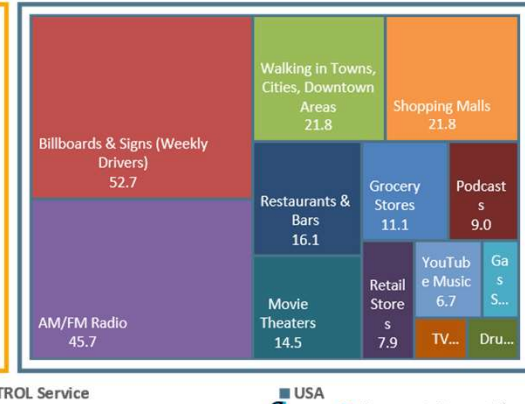
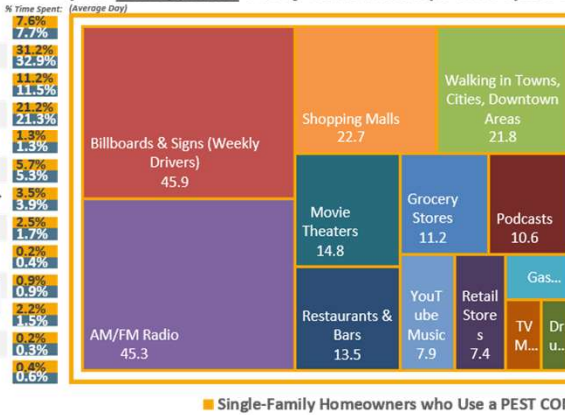
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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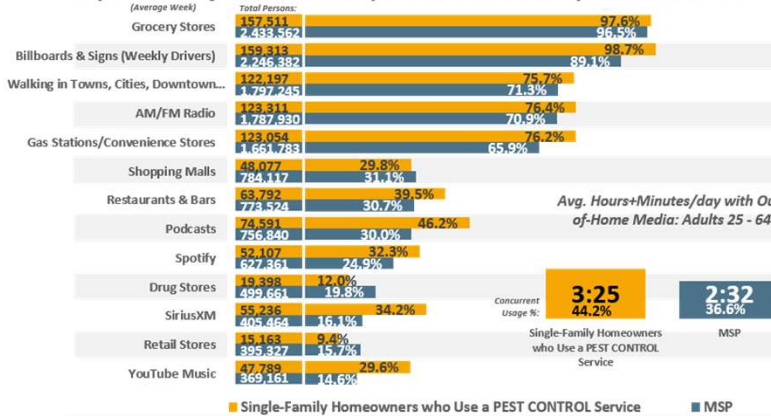
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[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

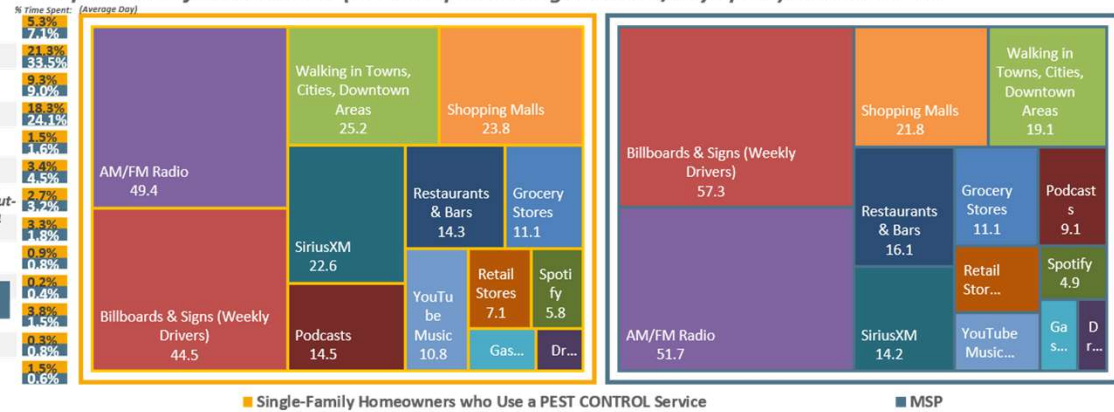


159,313 or 98.7% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 44.5 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 40.7 minutes/day.

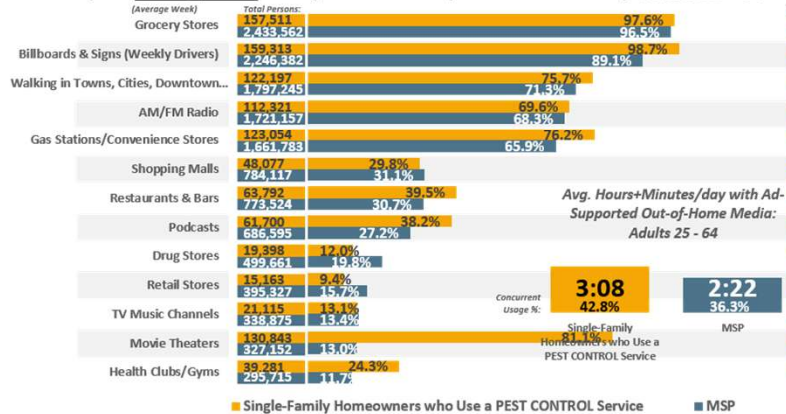
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



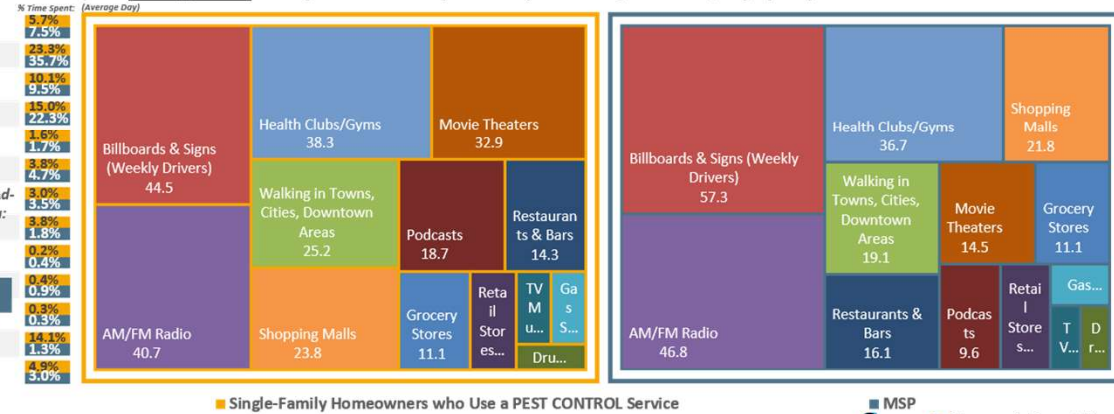
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117
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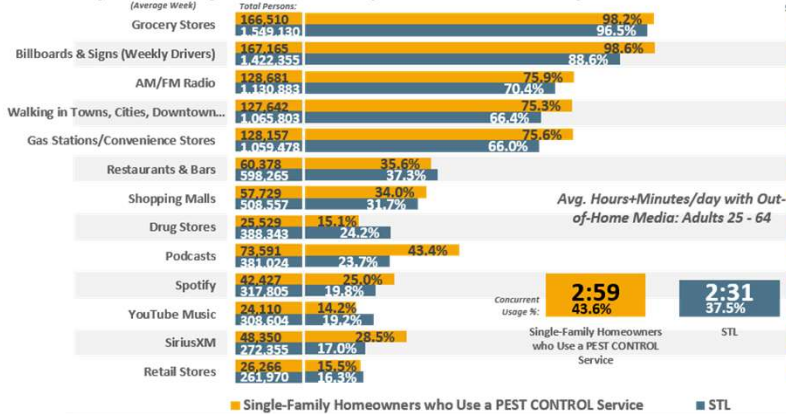
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

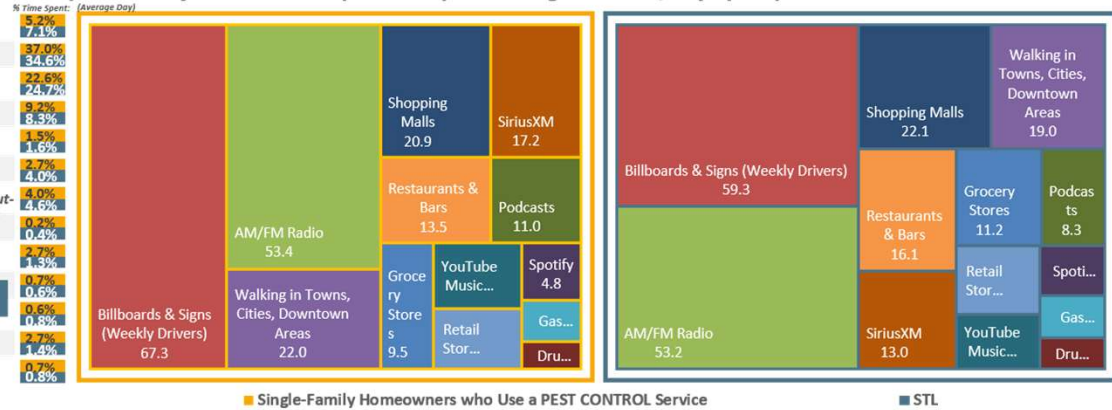


167,165 or 98.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 67.3 minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes/day.

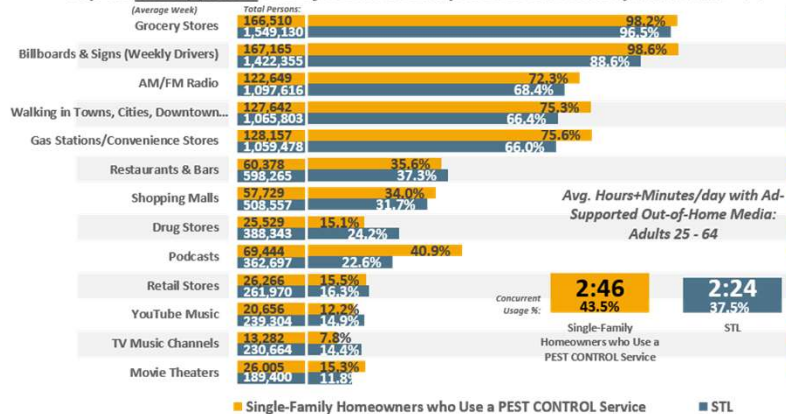
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



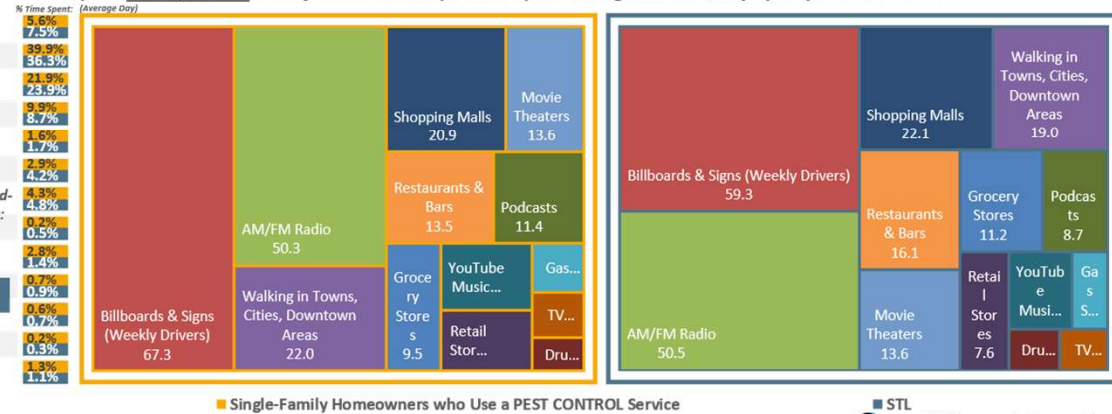
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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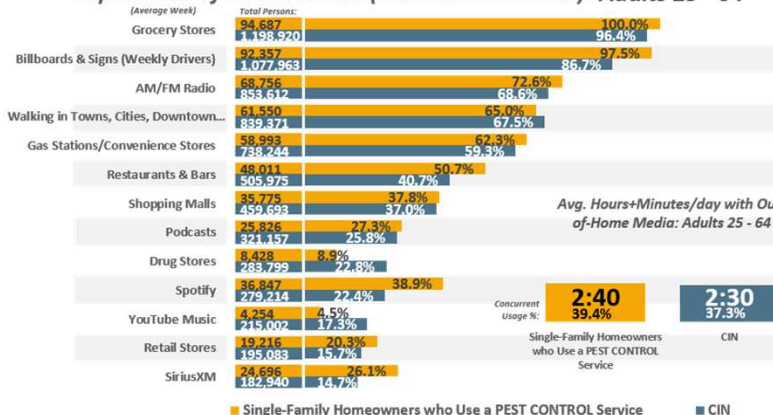
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

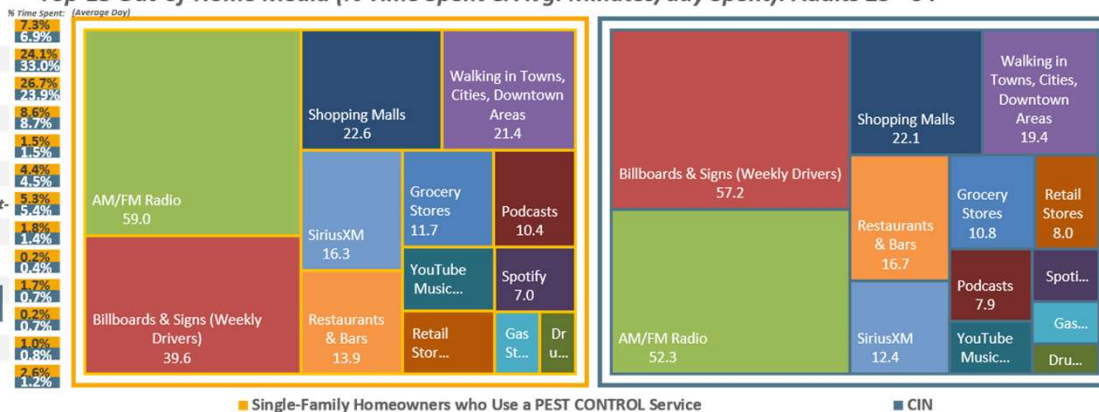


92,357 or 97.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 39.6 minutes per day driving, seeing Billboards and Signs. 66.3% Listen to Local Radio Stations Out-of-Home for an average of 54.6 minutes/day.

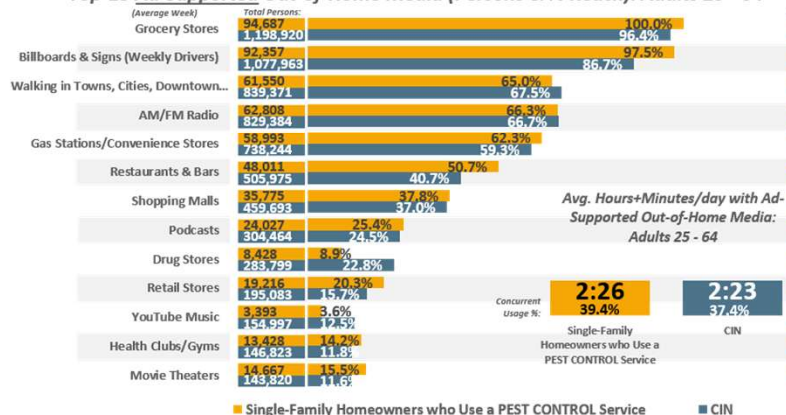
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



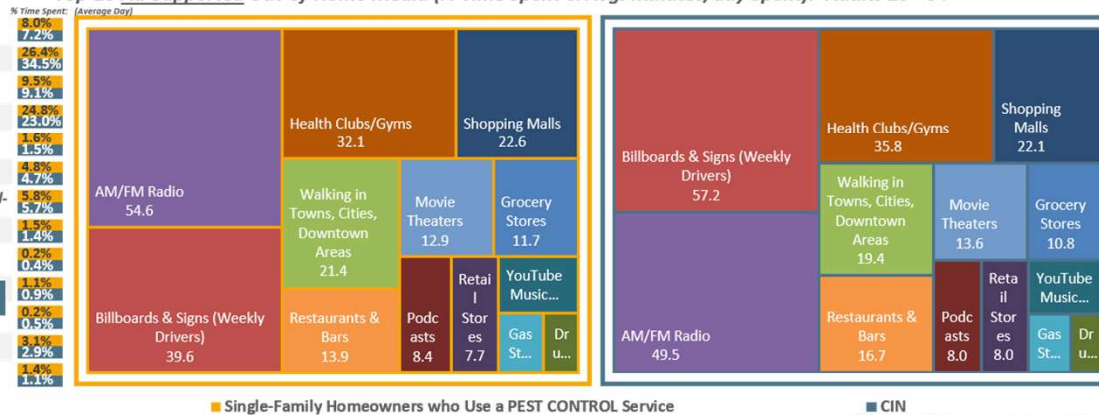
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 166
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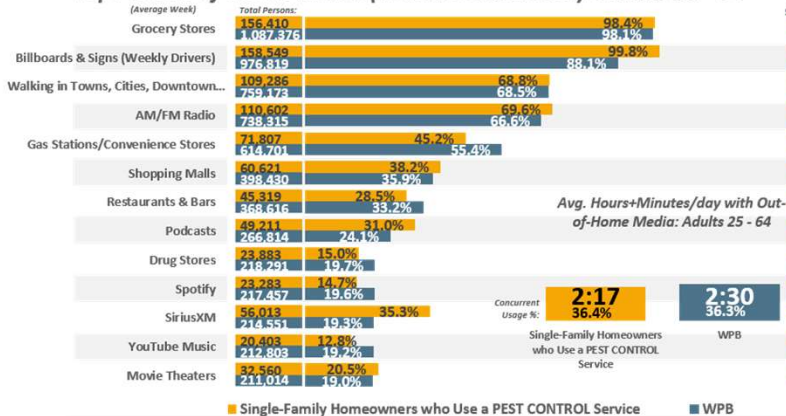
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]

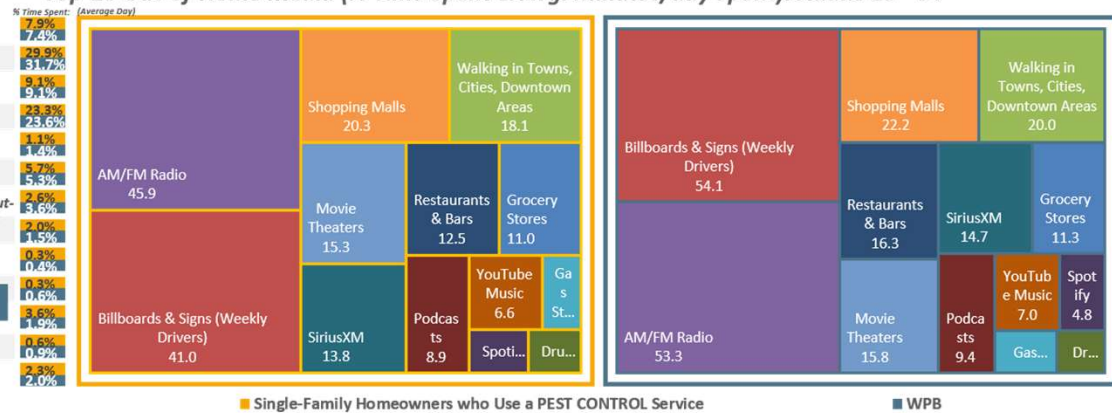


158,549 or 99.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 41. minutes per day driving, seeing Billboards and Signs. 68.1% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes/day.

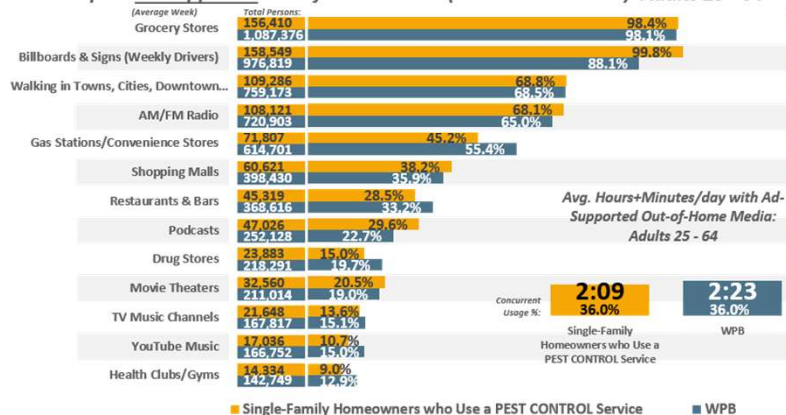
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



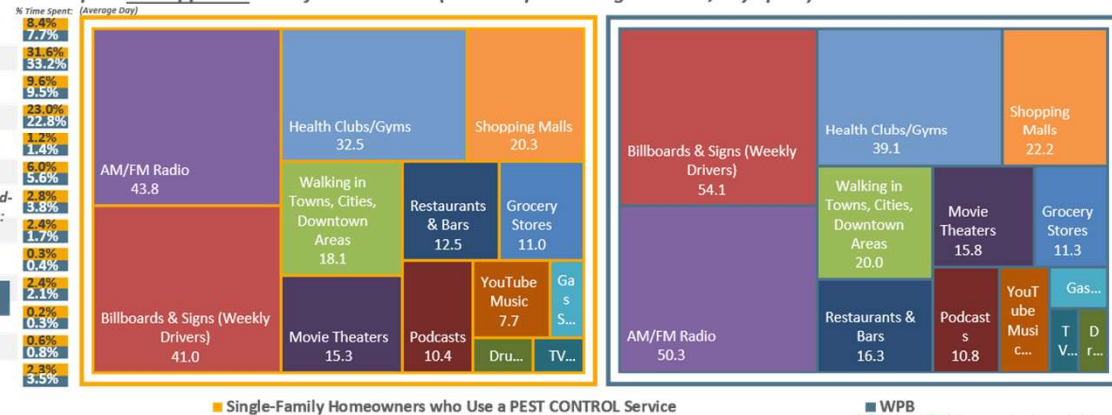
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



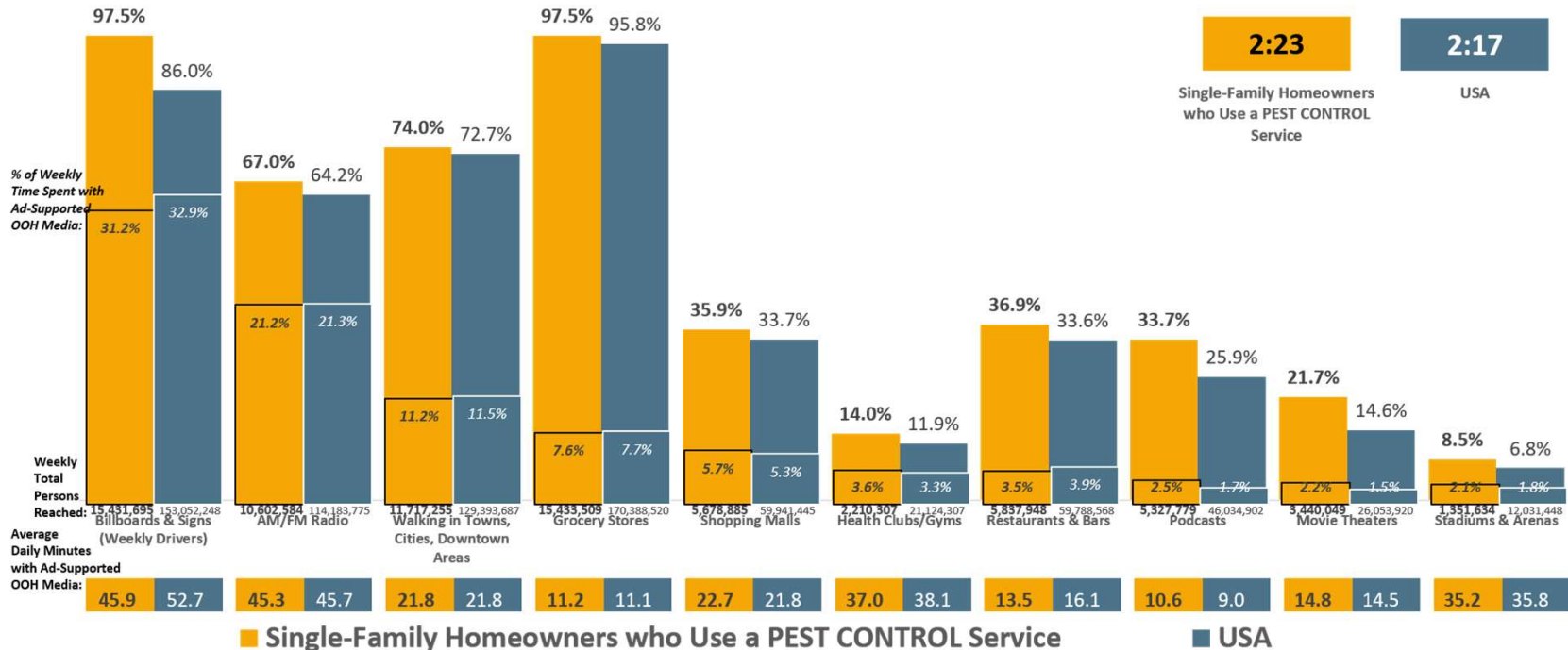


15,431,695 or 97.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 45.9 minutes per day driving, seeing Billboards and Signs representing 31.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

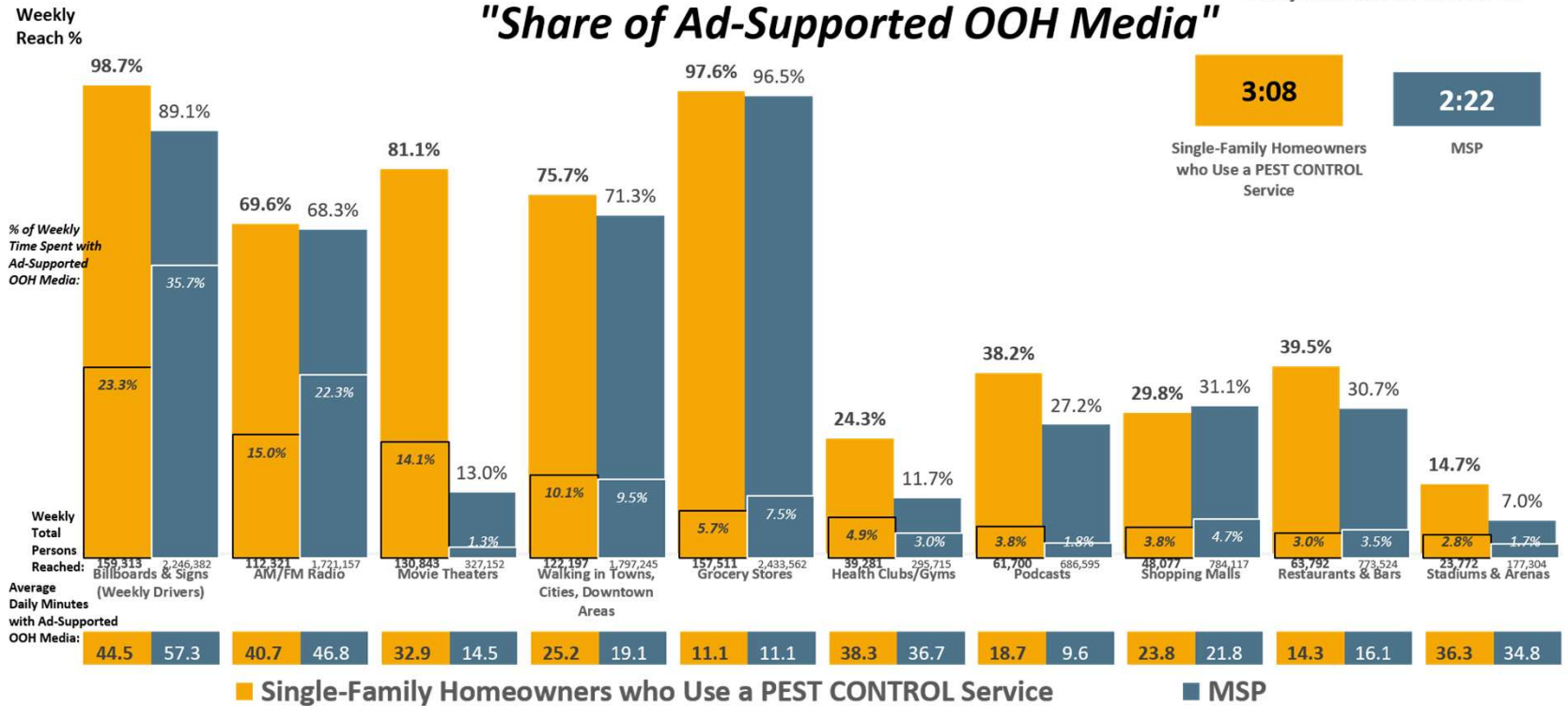
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD); Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]



159,313 or 98.7% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 44.5 minutes per day driving, seeing Billboards and Signs representing 23.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



3:08
Single-Family Homeowners who Use a PEST CONTROL Service

2:22
MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 117 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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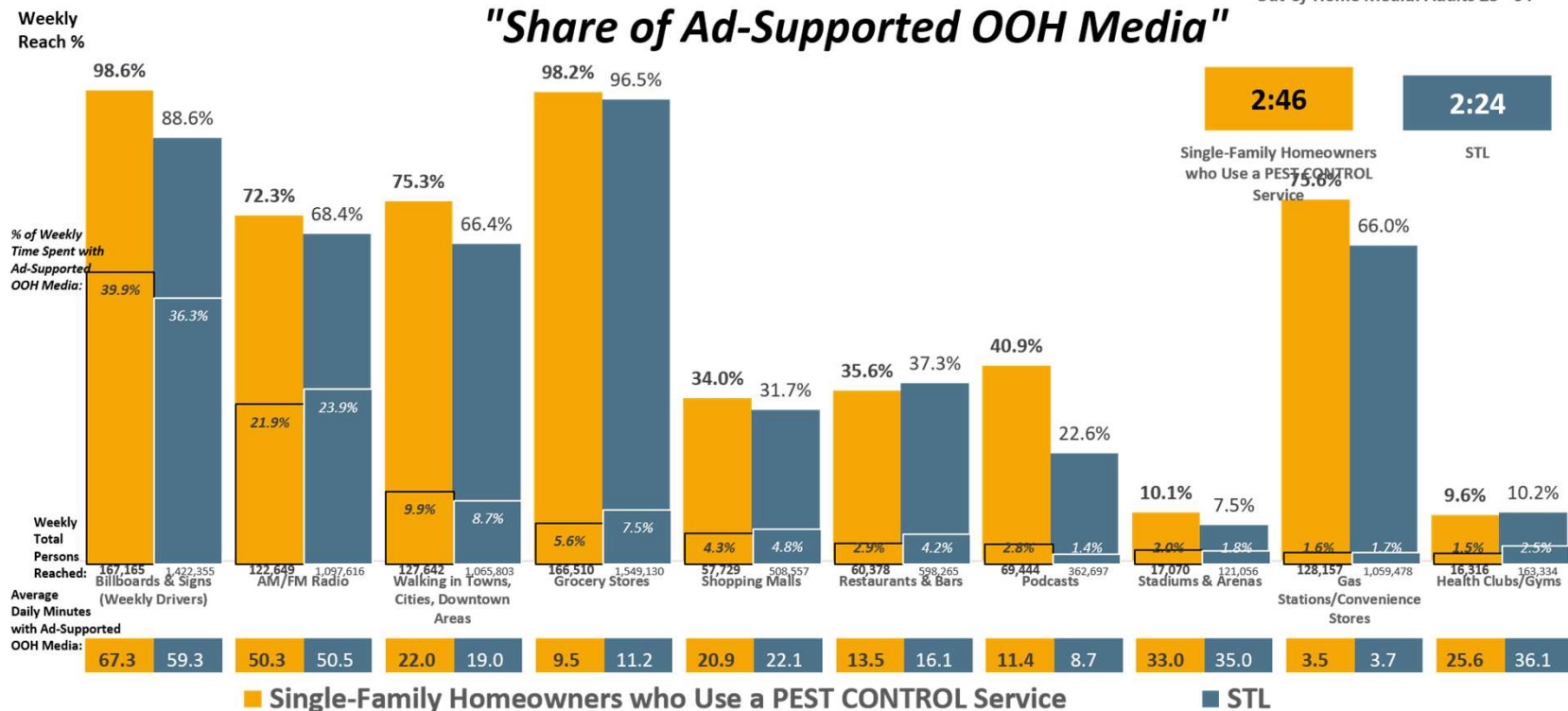
soefa.ai Share of Everything for Anything

[[{Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)} AND Items/services household currently has (HHLD): Pest control service]]



167,165 or 98.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 67.3 minutes per day driving, seeing Billboards and Signs representing 39.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

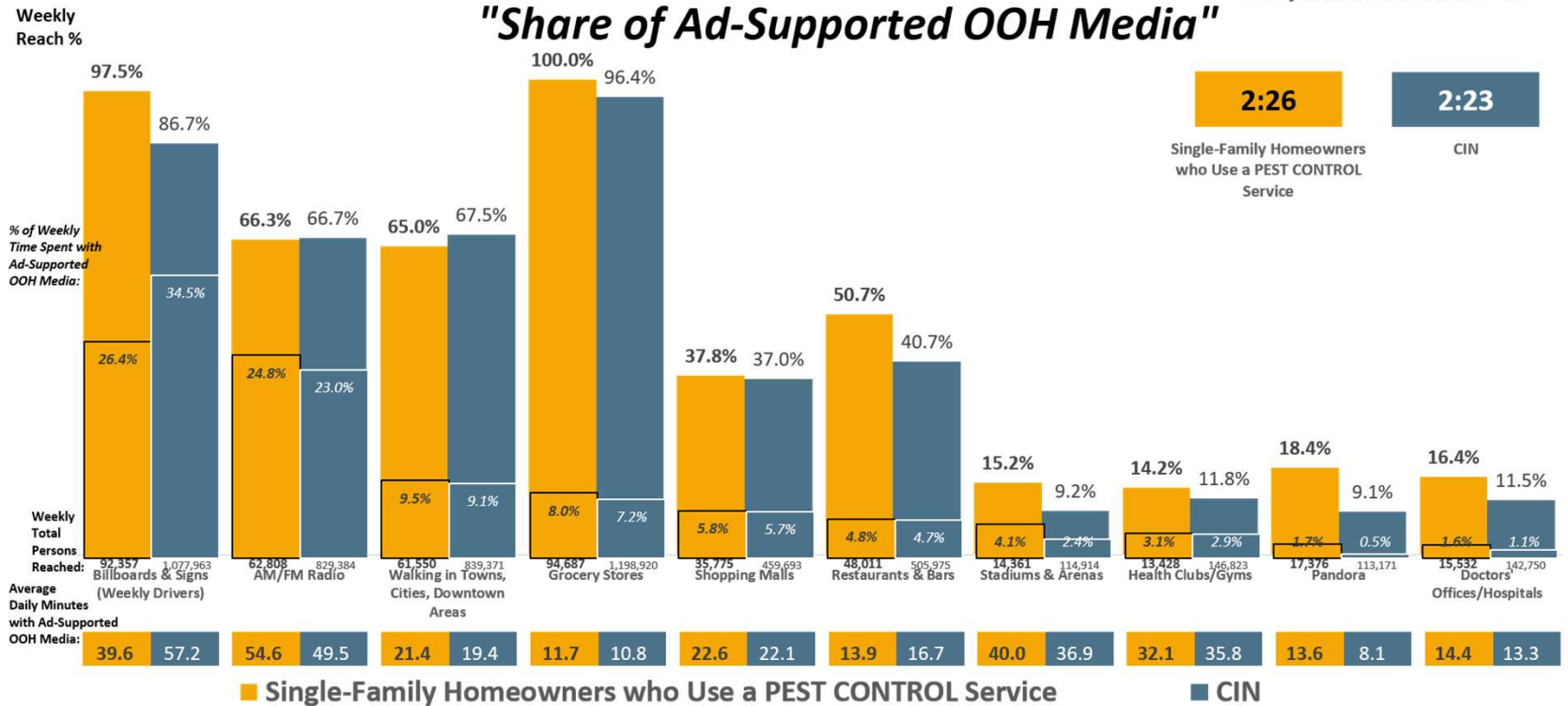
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD); Own AND Type of dwelling (HHLD); Single family house (unattached)] AND Items/services household currently has (HHLD); Pest control service]]



92,357 or 97.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 39.6 minutes per day driving, seeing Billboards and Signs representing 26.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 166
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

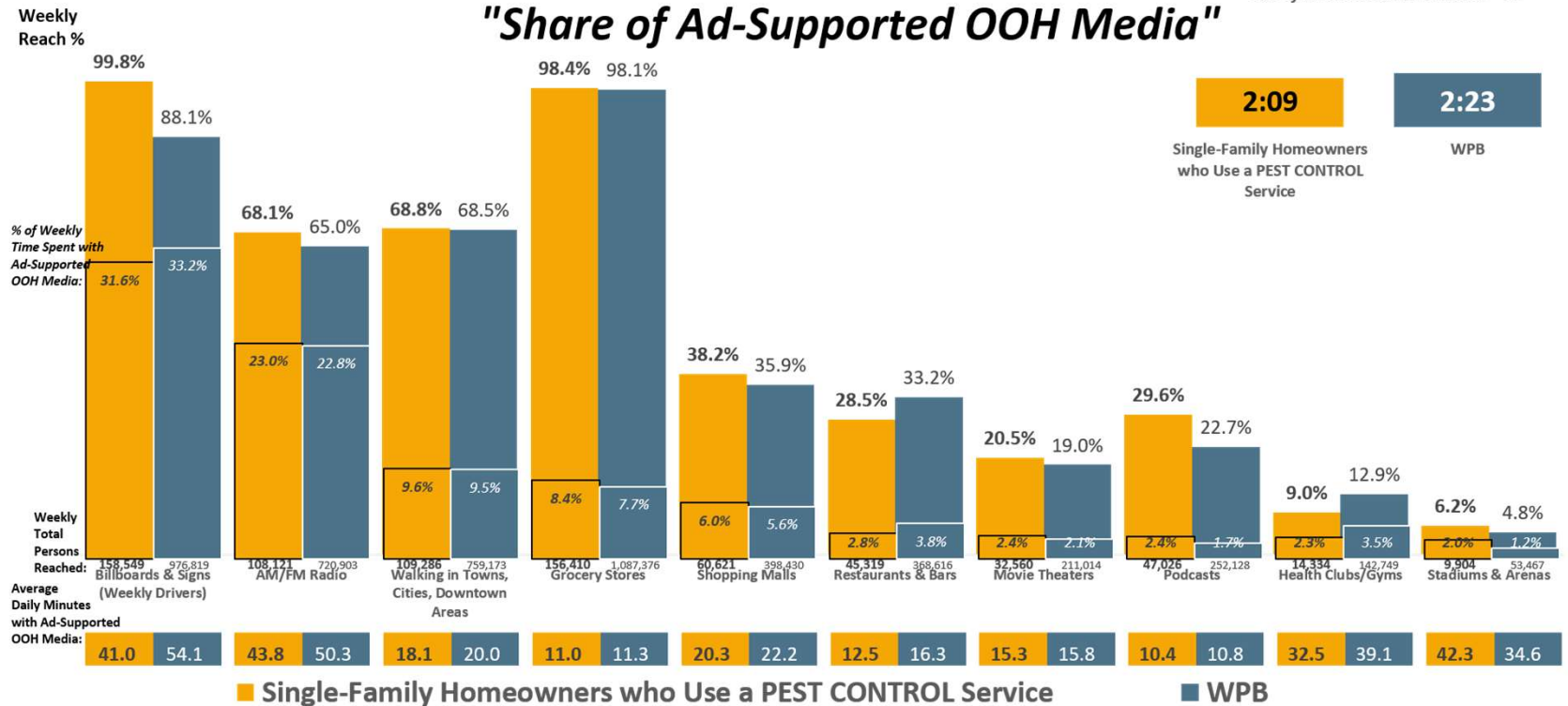
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD); Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]]



158,549 or 99.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 41. minutes per day driving, seeing Billboards and Signs representing 31.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 - 64



2:09
 Single-Family Homeowners who Use a PEST CONTROL Service

2:23
 WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 446 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551

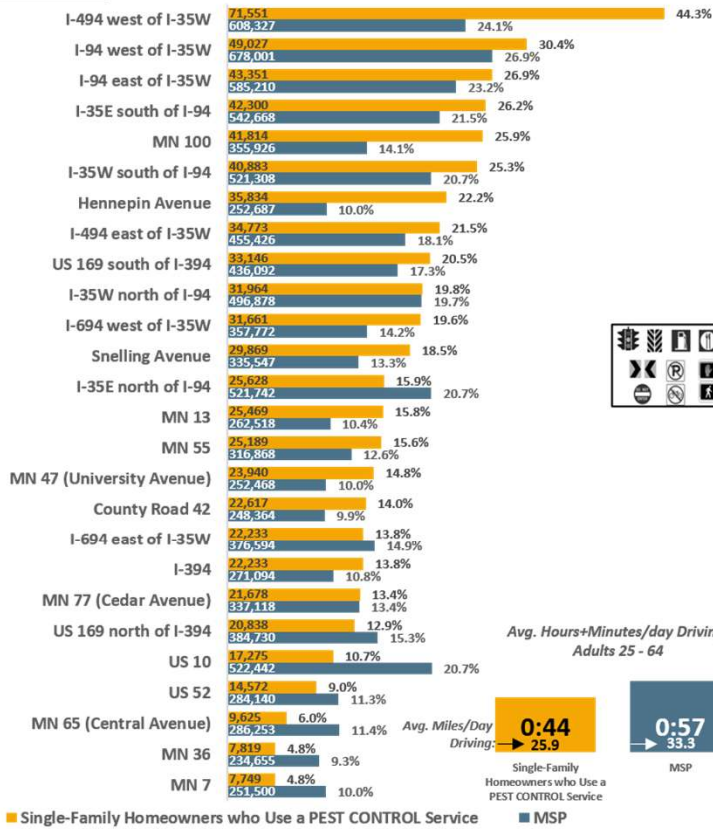
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD); Own AND Type of dwelling (HHLD); Single family house (unattached)] AND Items/services household currently has (HHLD); Pest control service]]

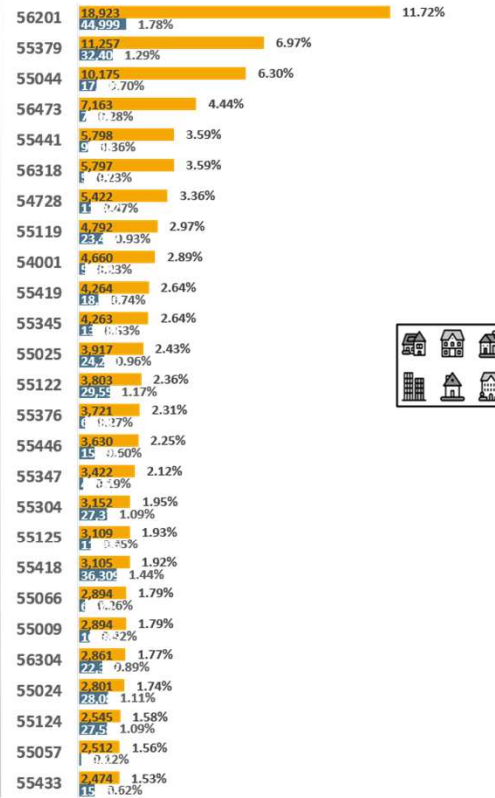


159,313 or 98.7% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 44.5 minutes per day driving an average of 25.9 miles each day and are 121.5% more likely to use Hennepin Avenue than the Metro average.

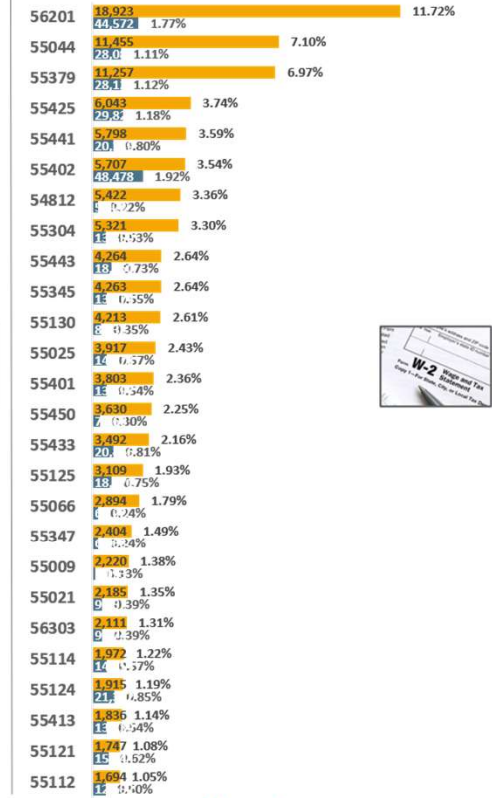
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



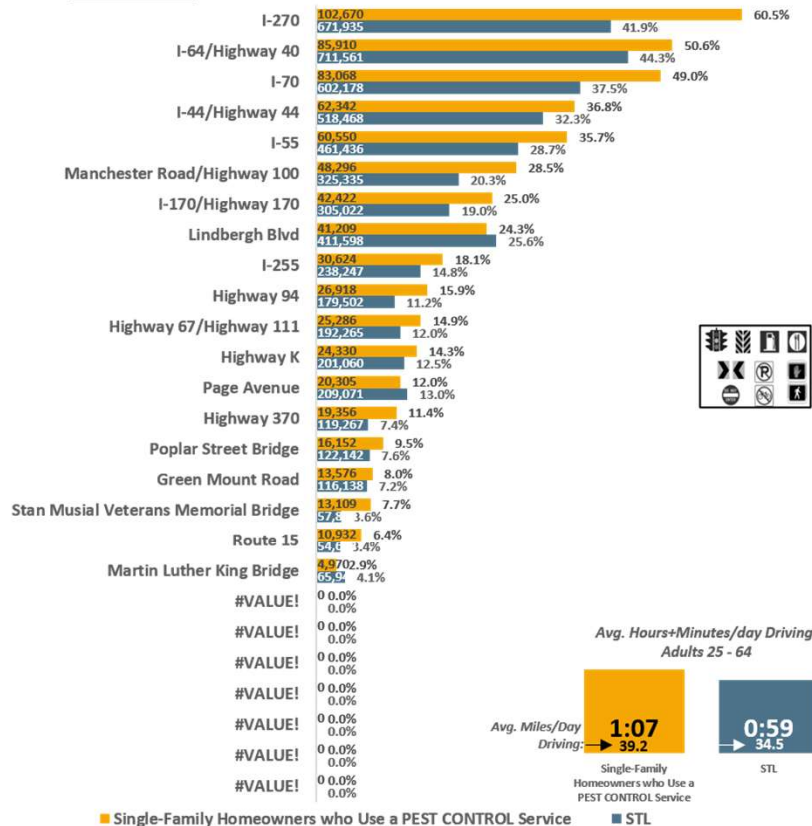
Top-26 Employment Zip Codes: Adults 25 - 64



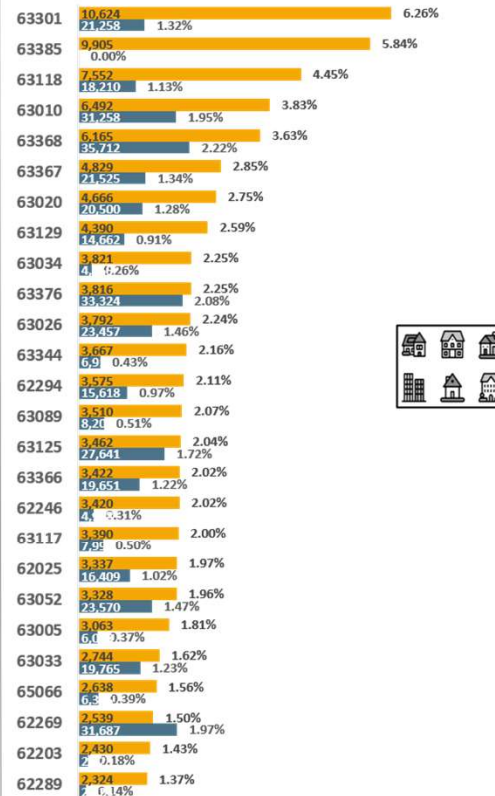


167,165 or 98.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 67.3 minutes per day driving an average of 39.2 miles each day and are 114.5% more likely to use Stan Musial Veterans Memorial Bridge than the M

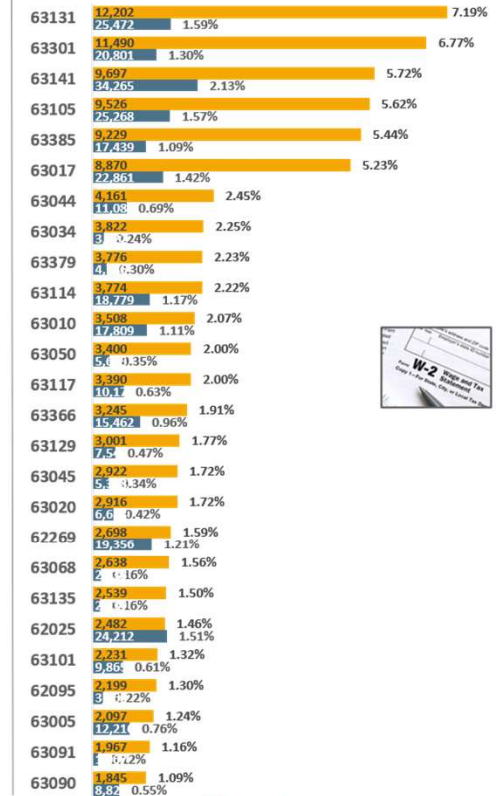
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



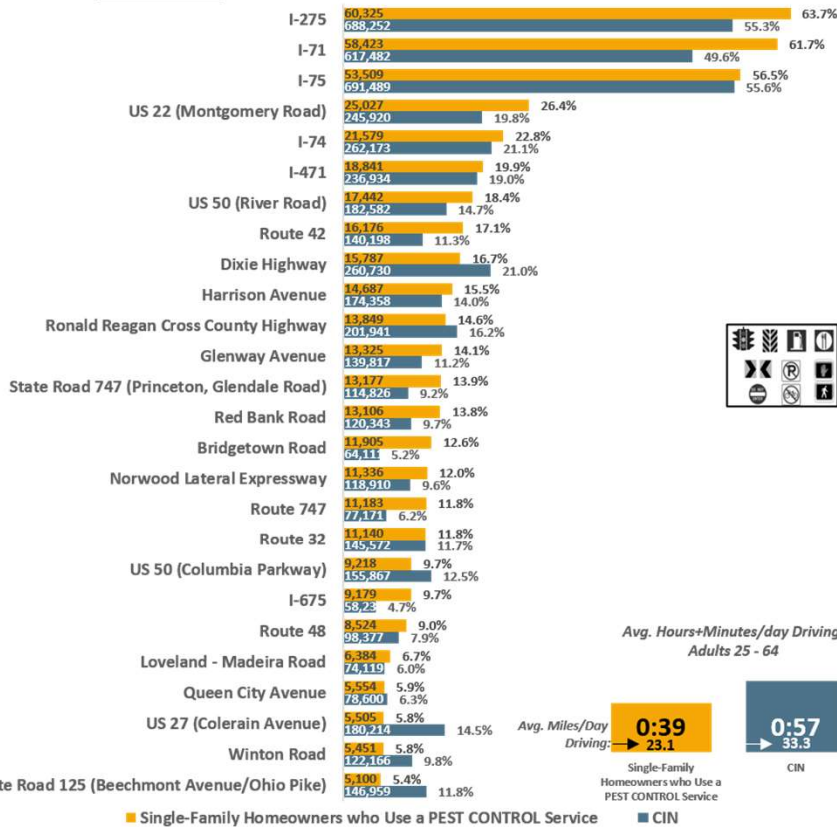
Top-26 Employment Zip Codes: Adults 25 - 64





92,357 or 97.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 39.6 minutes per day driving an average of 23.1 miles each day and are 144.% more likely to use Bridgetown Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64

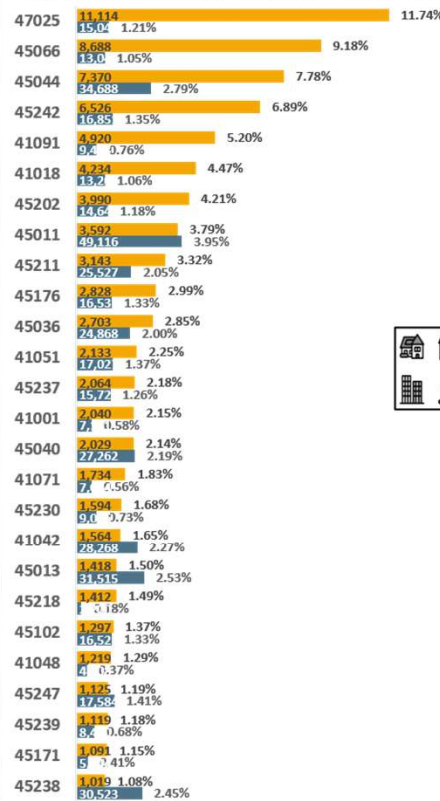


Avg. Hours+Minutes/day Driving:
Adults 25 - 64

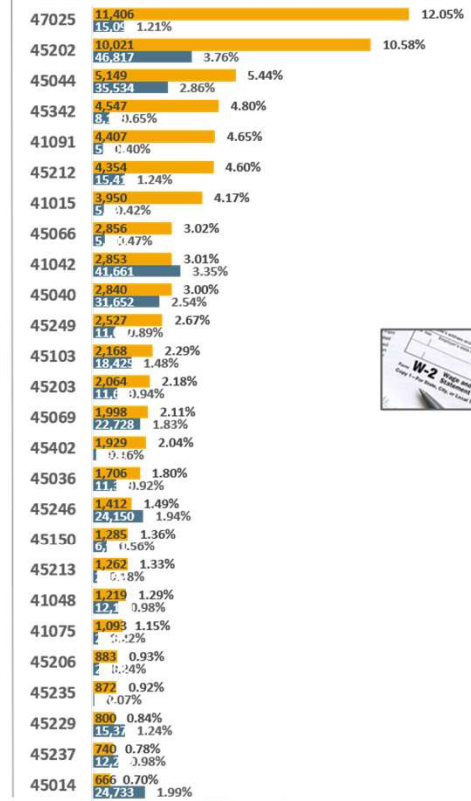
Avg. Miles/Day
Driving:



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64

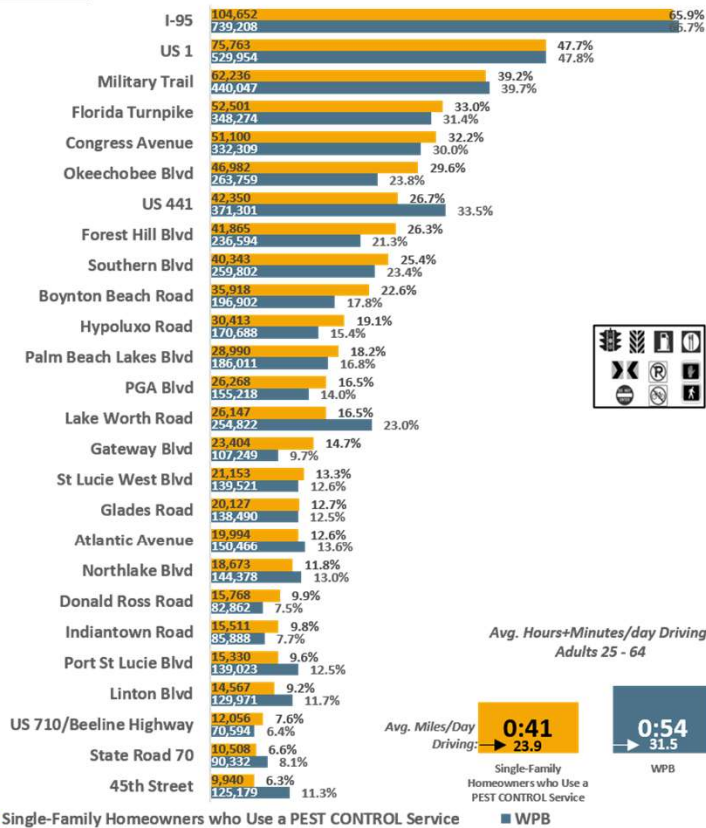


soefa.ai Share of Everything for Anything

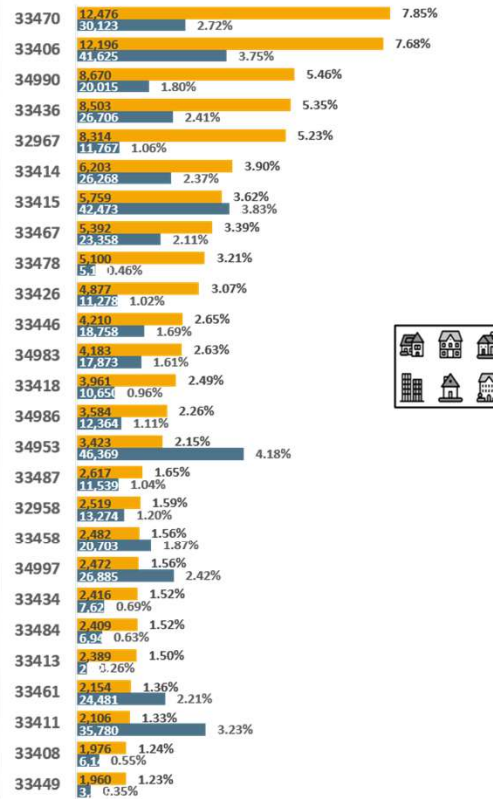


158,549 or 99.8% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service spend an average of 41. minutes per day driving an average of 23.9 miles each day and are 52.3% more likely to use Gateway Blvd than the Metro average.

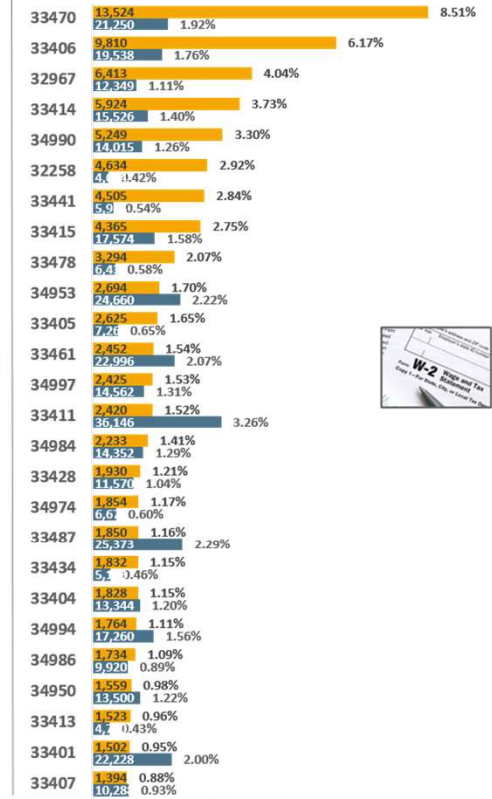
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 64



Top-26 Residential Zip Codes: Adults 25 - 64



Top-26 Employment Zip Codes: Adults 25 - 64



55358 590

55321 1,570

55376 3,721

55341 365

55303 2,169

55304 3,152

55025 3,917

54001 4,660

54728 5,422

55438 2,474

55449 1,694

55038 1,395

55340 1,326

55446 3,630

55426 563

55410 842

55418 3,105

55391 890

55345 4,263

55436 849

55400 246

55119 4,794

55125 3,109

5534 3,422

55379 11,257

55436 611

55122 3,803

55337 1,836

55124 2,545

55044 10,175

55024 2,801

55396 306

56071 1,454

55046 1,747

55057 2,512

55009 2,894

55066 2,894

55901 825

55021 2,185

ROLLINS

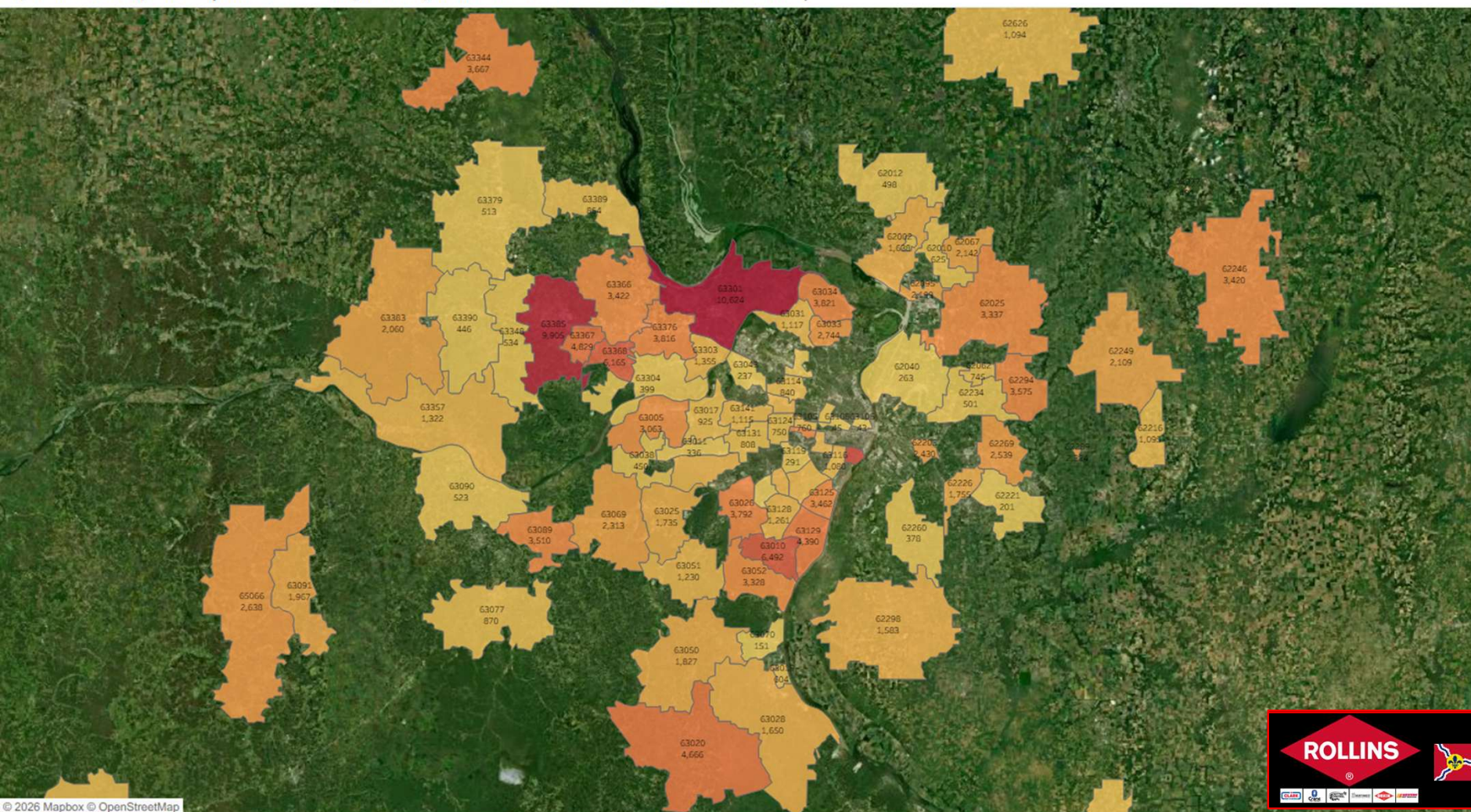
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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intob 117
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Top Residential Zip Codes: (Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service)



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ROLLINS

Scale: 0 to 1 mile



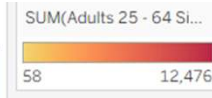
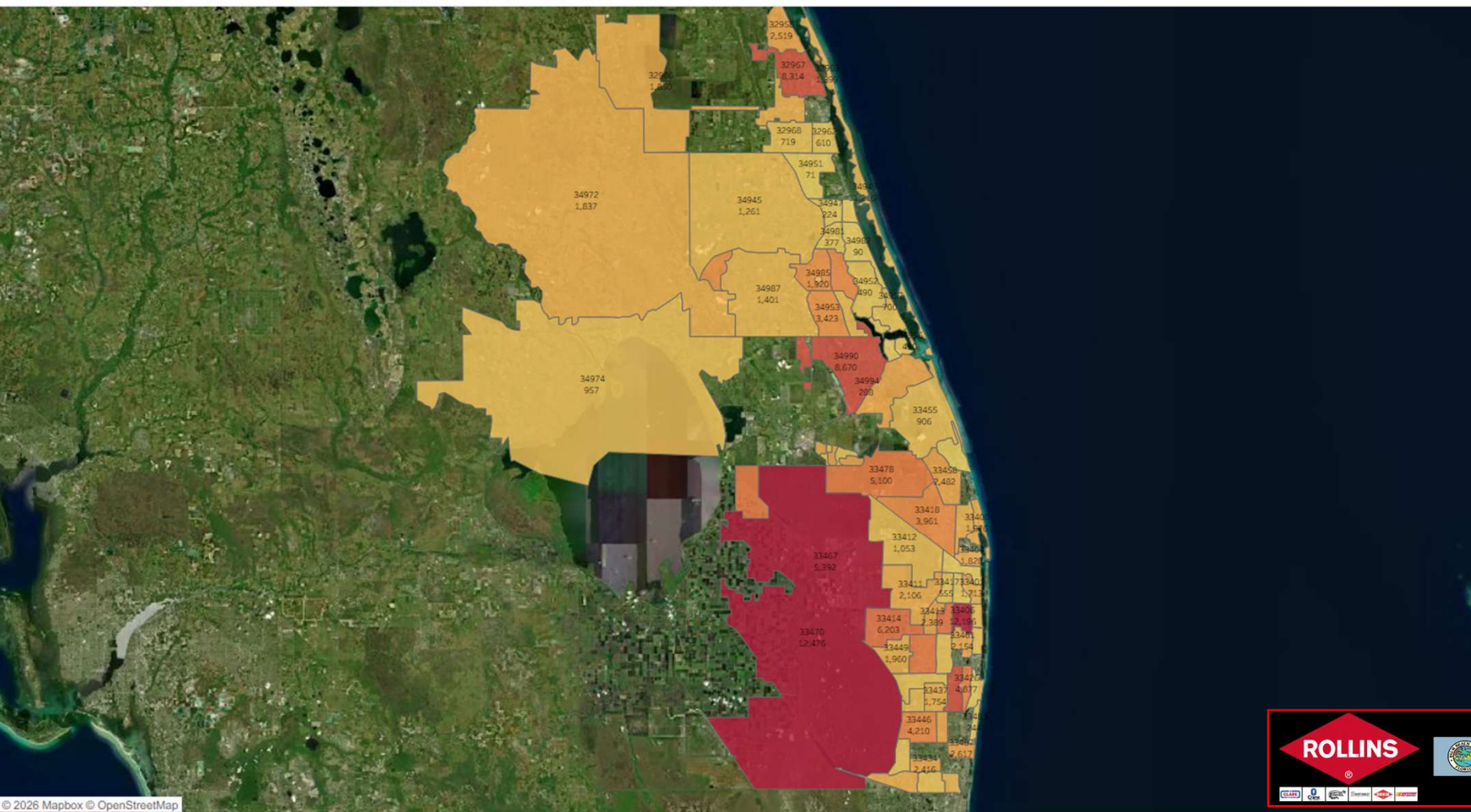
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 166

Logos for Rollins, CIN, and various partner companies.

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(((Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service))

Top Residential Zip Codes: (Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service)



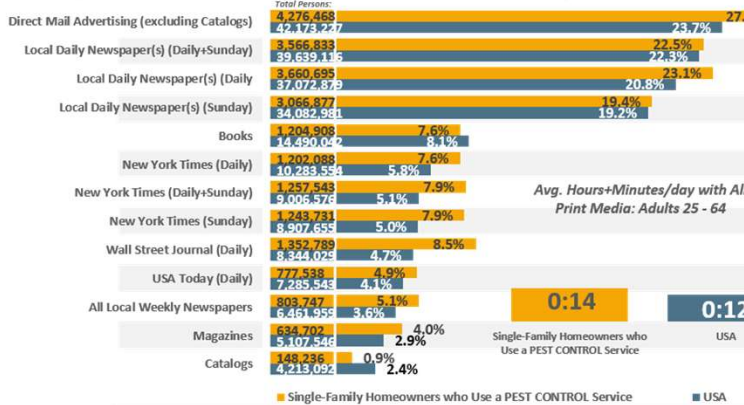
© 2026 Mapbox © OpenStreetMap

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service)]



3,566,833 or 22.5% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

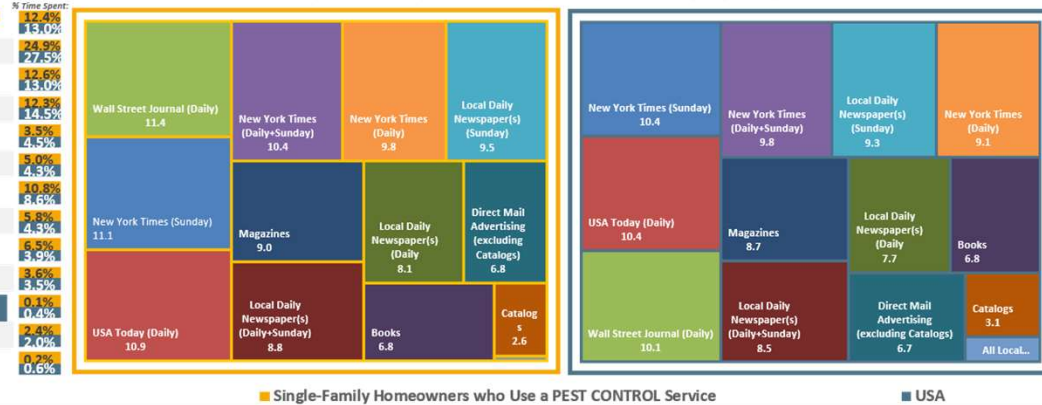
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



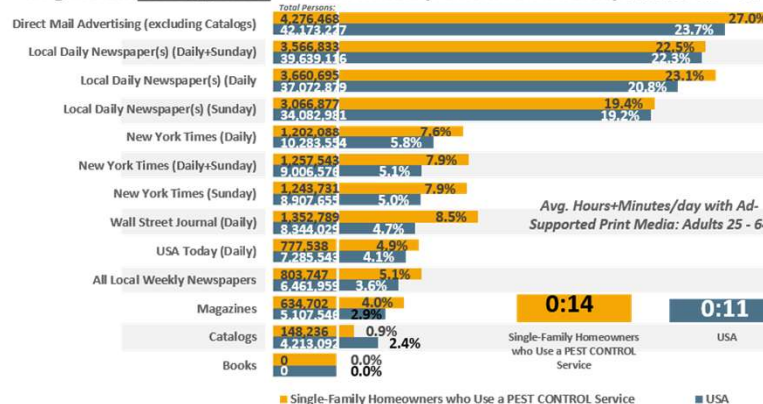
Avg. Hours+Minutes/day with All Print Media: Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



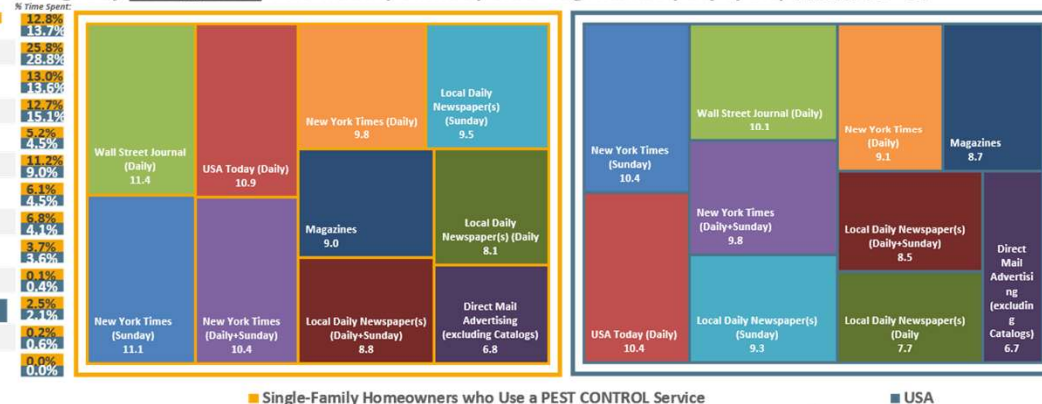
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 2,613
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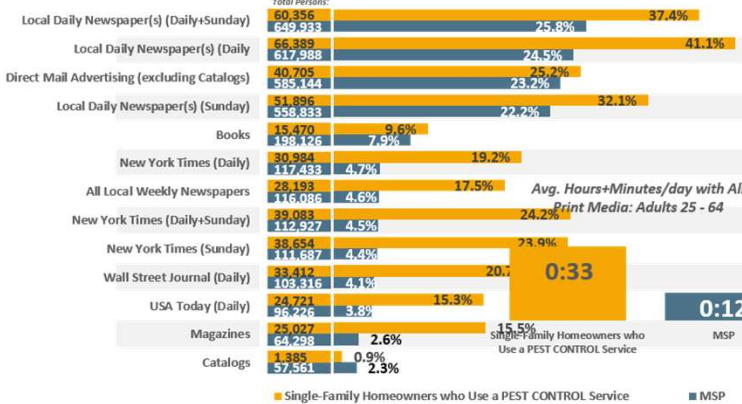
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)] AND Items/services household currently has (HHLD): Pest control service]

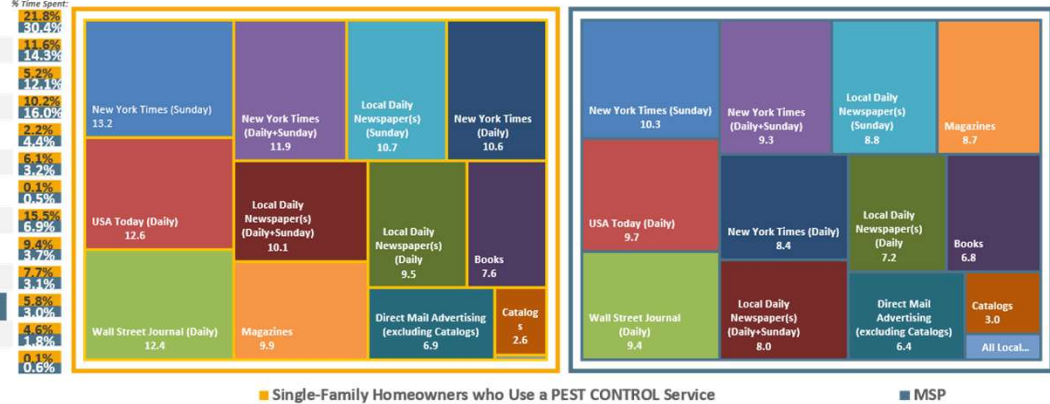


60,356 or 37.4% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 22.3% of all time spent daily with All forms of Print Media.

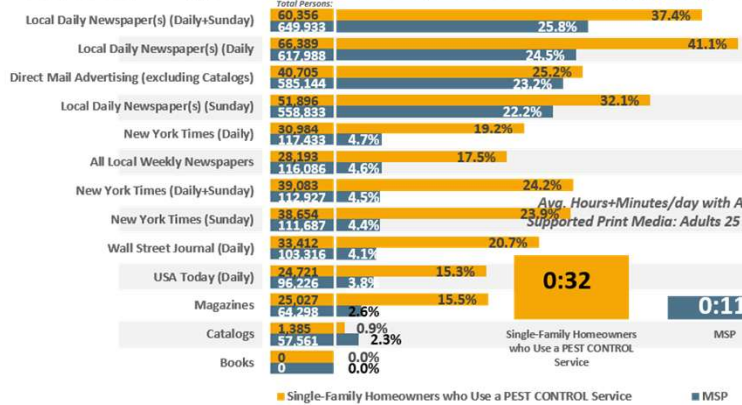
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



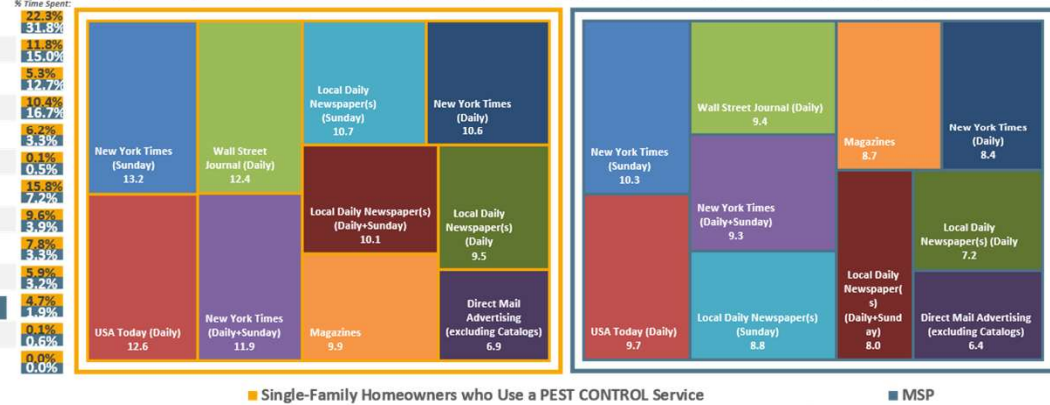
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



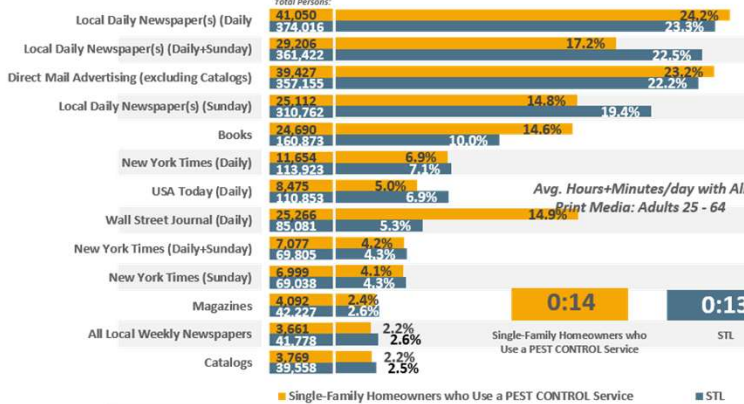
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



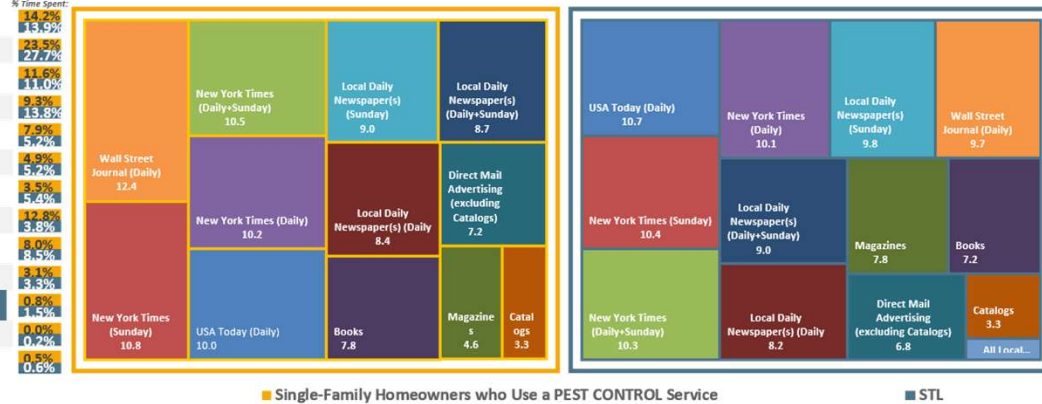


29,206 or 17.2% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

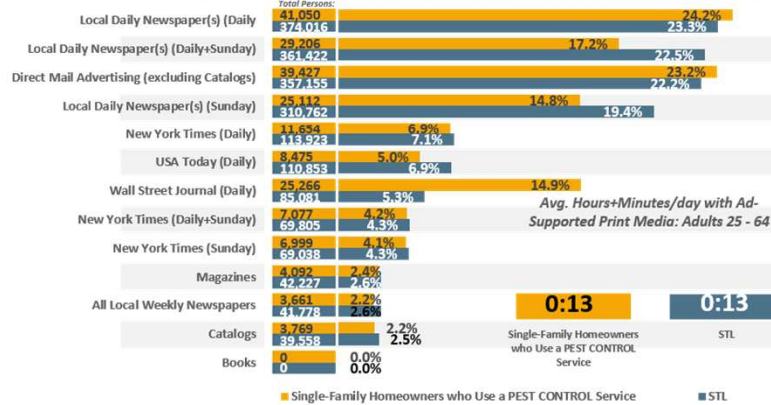
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



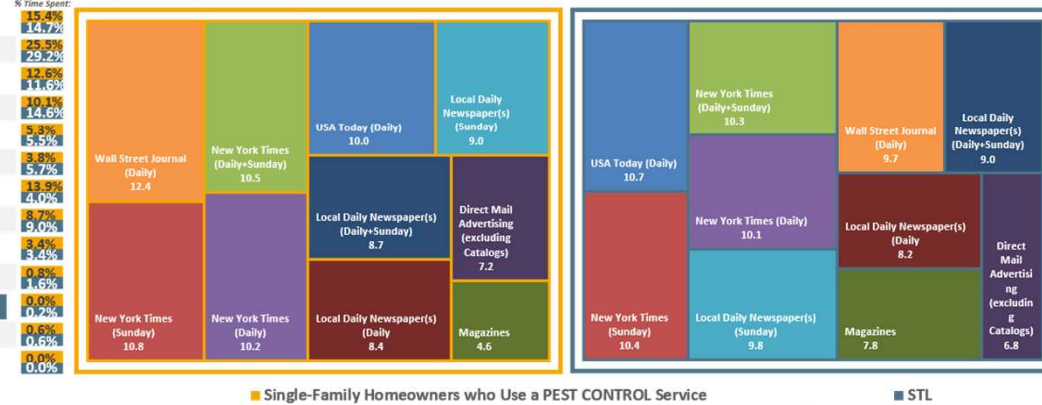
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 280
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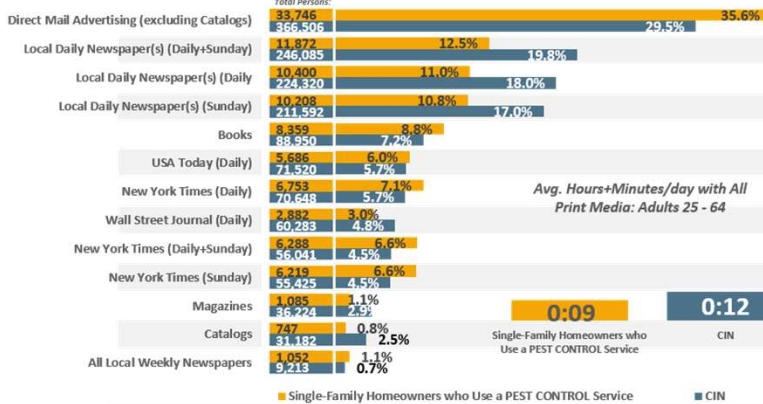
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)] AND Items/services household currently has (HHL): Pest control service)]

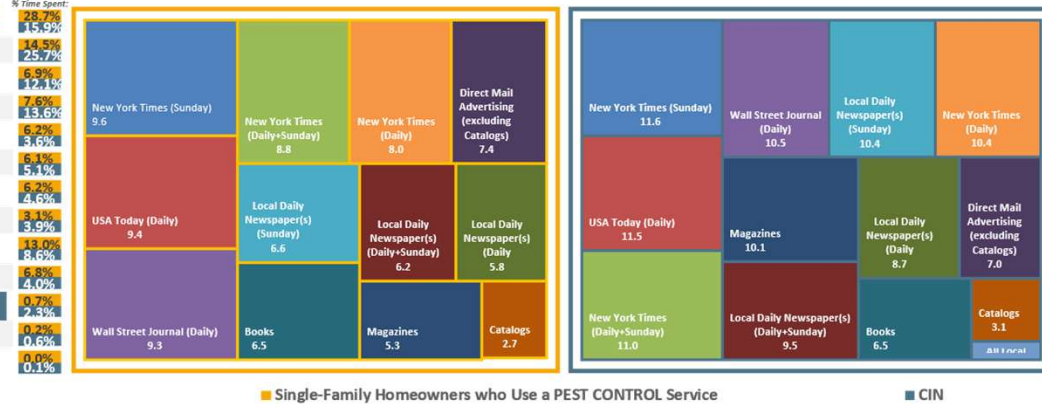


33,746 or 35.6% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Direct Mail Advertising (excluding Catalogs) for an average of 7.4 minutes every day representing 30.6% of all time spent daily with All forms of Print Media.

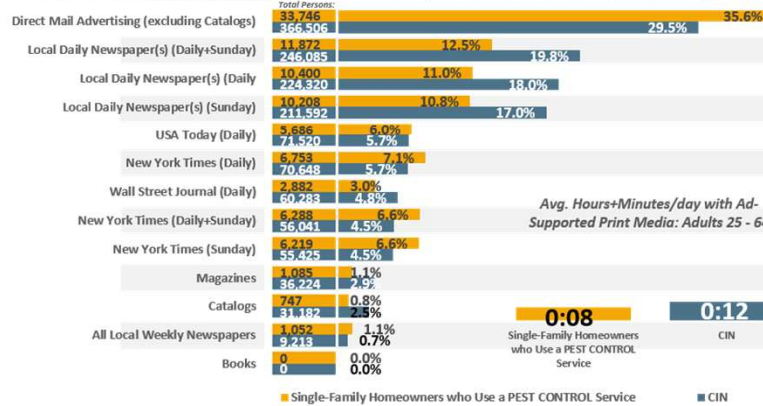
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



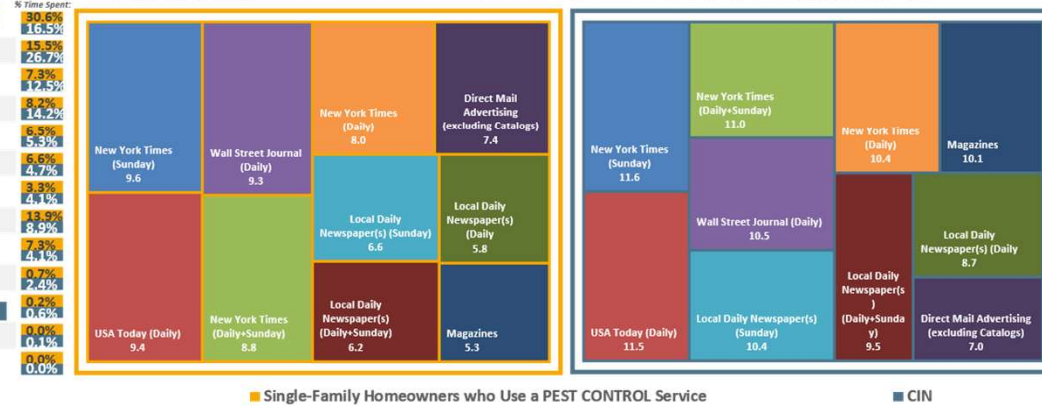
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 166
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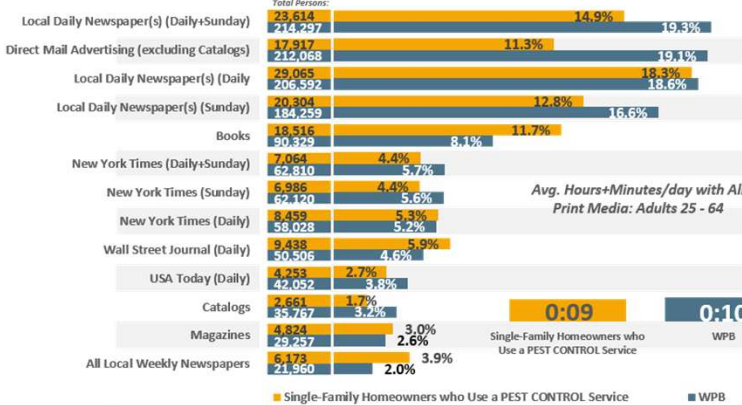
soefa.ai Share of Everything for Anything

[[Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)] AND Items/services household currently has (HHL): Pest control service]

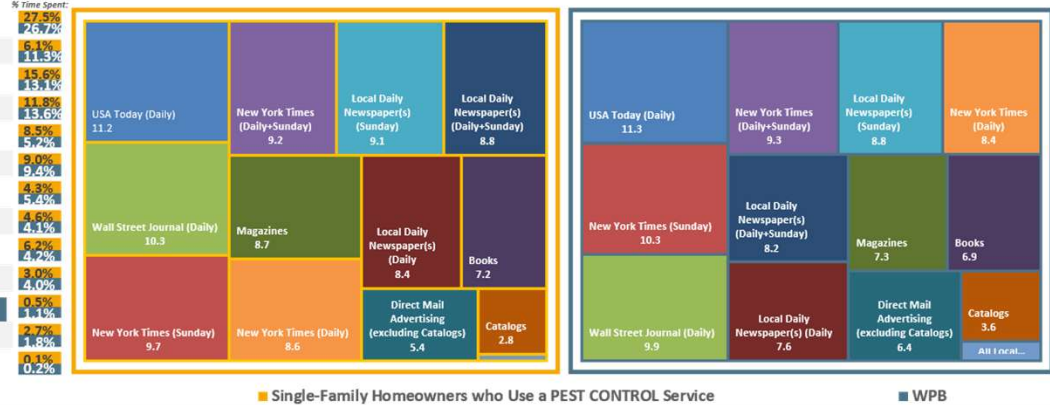


23,614 or 14.9% of Adults 25 - 64 Single-Family Homeowners who Use a PEST CONTROL Service read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 30.0% of all time spent daily with All forms of Print Media.

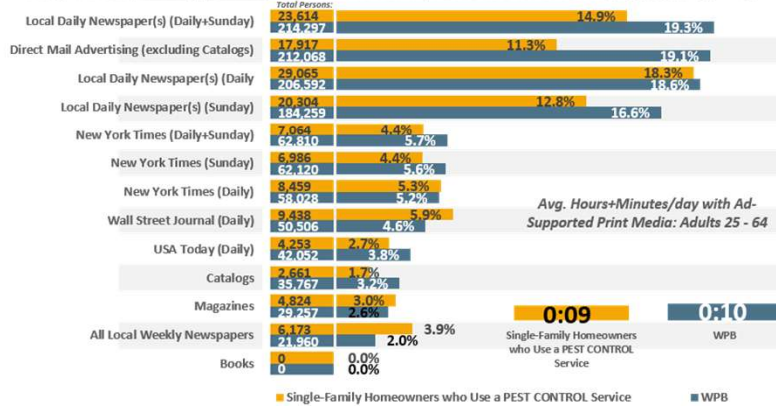
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



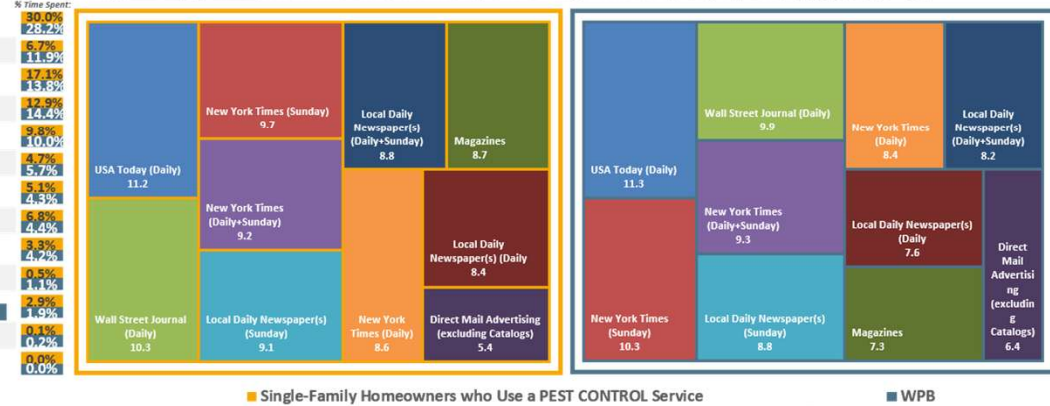
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



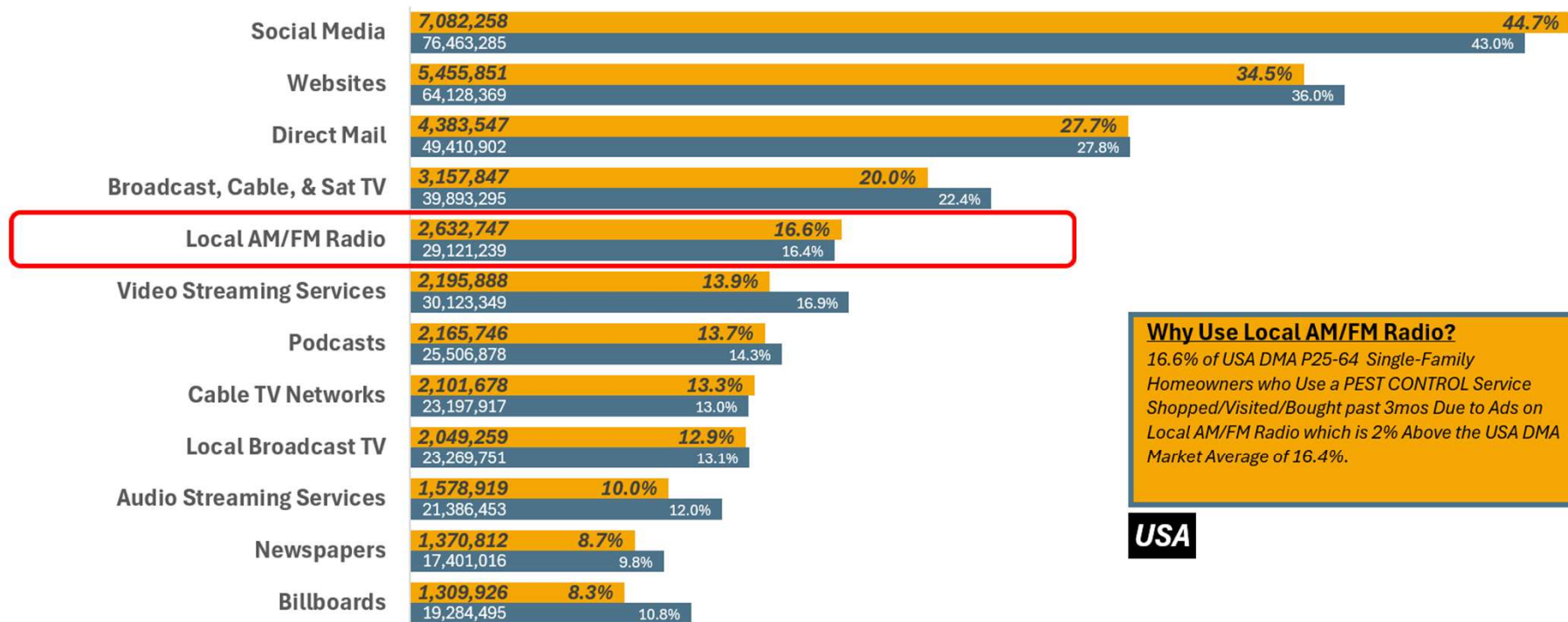
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.6% of USA DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Market Average of 16.4%.

USA

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1516
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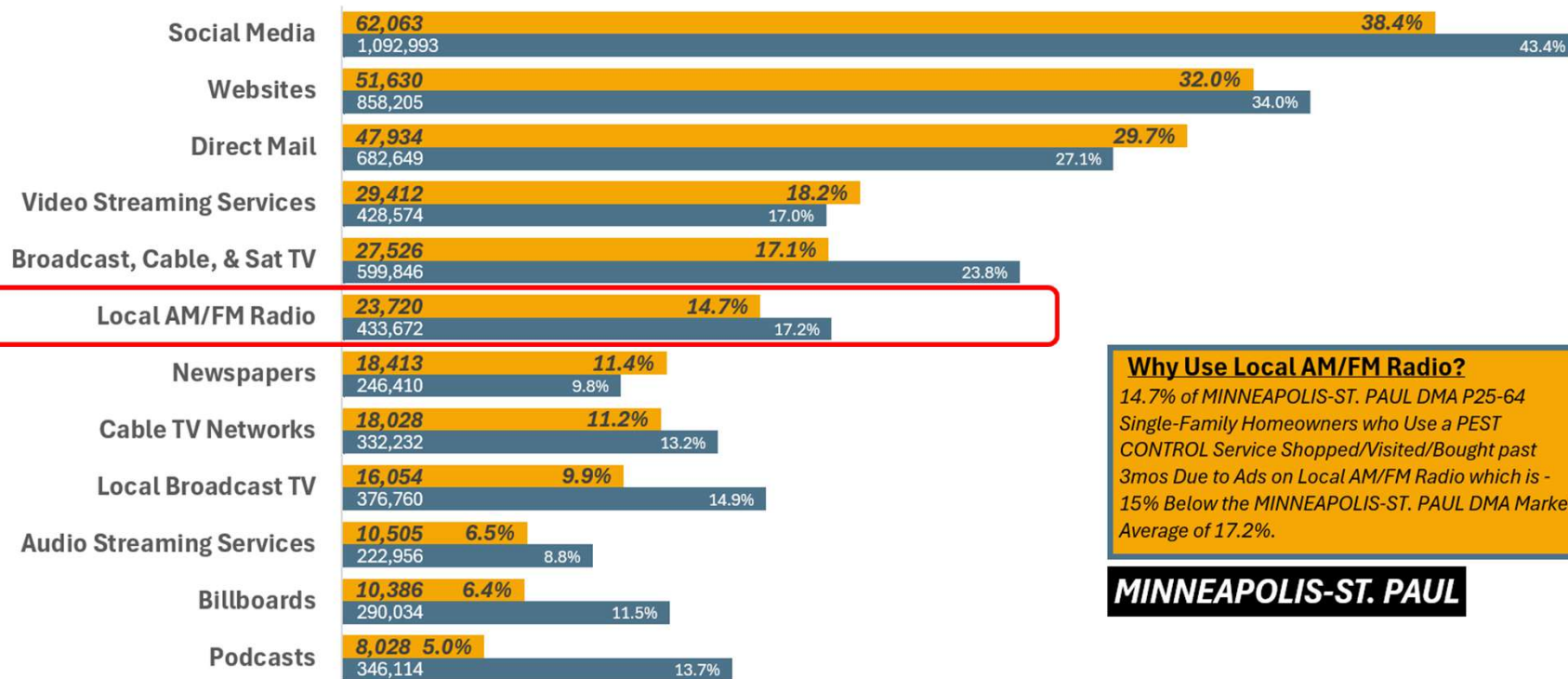
soefa.ai Share of Everything for Anything ®

[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.7% of MINNEAPOLIS-ST. PAUL DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 15% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 17.2%.

MINNEAPOLIS-ST. PAUL

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 63

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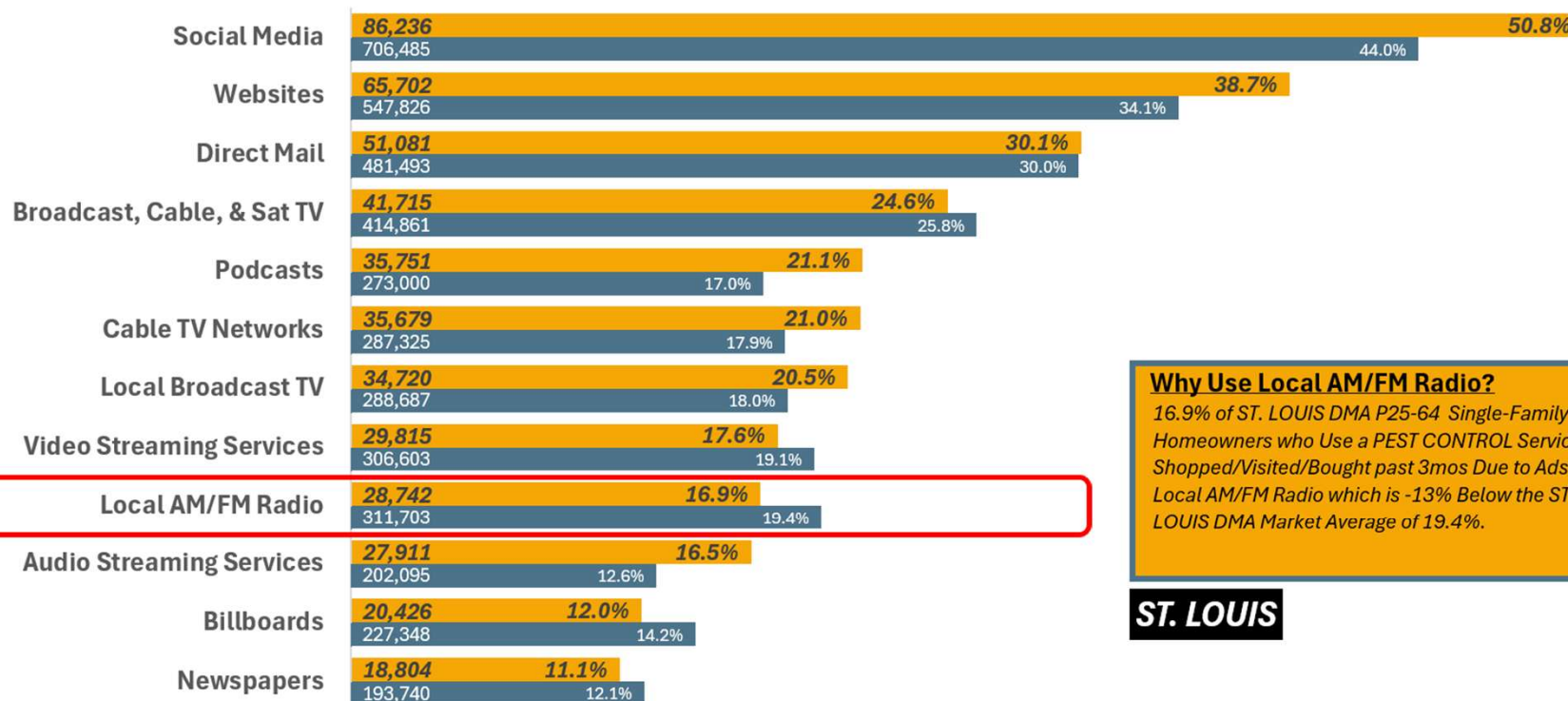
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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]



"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.9% of ST. LOUIS DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -13% Below the ST. LOUIS DMA Market Average of 19.4%.

ST. LOUIS

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 155
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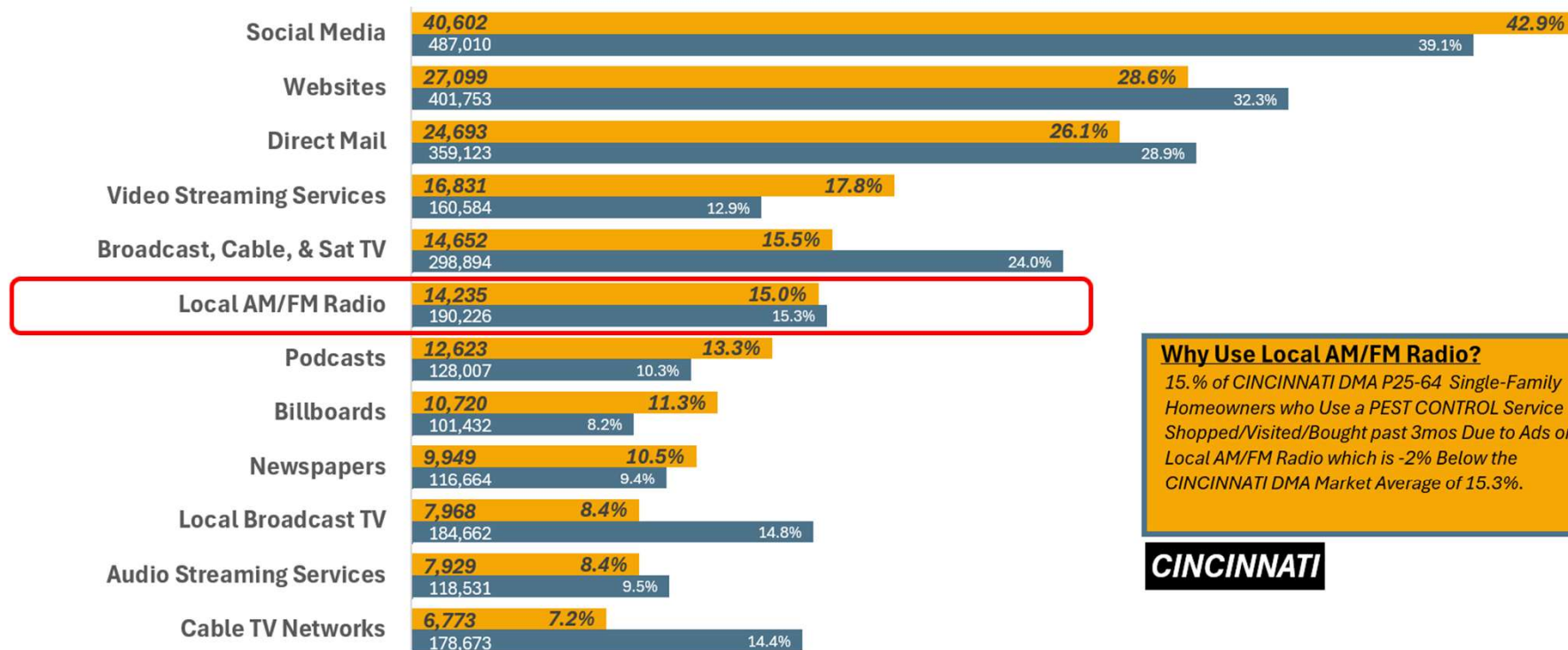
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[[(Own or rent residence (HHLd): Own AND Type of dwelling (HHLd): Single family house (unattached)) AND Items/services household currently has (HHLd): Pest control service]]



"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15. % of CINCINNATI DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CINCINNATI DMA Market Average of 15.3%.

CINCINNATI

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 98
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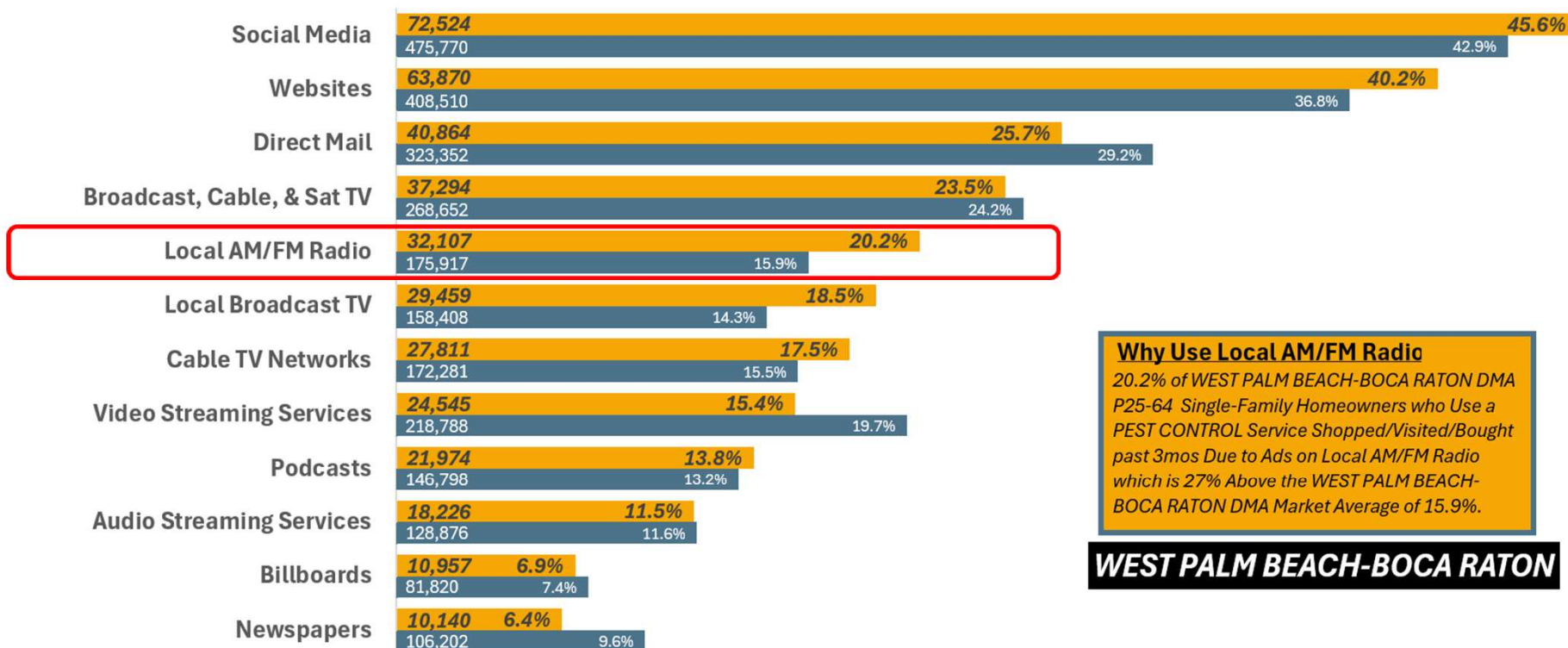
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[[([Own or rent residence (HHL): Own AND Type of dwelling (HHL): Single family house (unattached)) AND Items/services household currently has (HHL): Pest control service]]



"Advertising Actions"

P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

20.2% of WEST PALM BEACH-BOCA RATON DMA P25-64 Single-Family Homeowners who Use a PEST CONTROL Service Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 27% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 15.9%.

WEST PALM BEACH-BOCA RATON

■ P25-64 Single-Family Homeowners who Use a PEST CONTROL Service (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P25-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 200

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[[([Own or rent residence (HHLD): Own AND Type of dwelling (HHLD): Single family house (unattached)) AND Items/services household currently has (HHLD): Pest control service]]