



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

**Driving Major Home Renovation
Decisions with Audio**

June 2026

Key Highlights from Study

HVAC & roofing intenders are high-value, active homeowners - younger, more affluent, and more likely to be repeat renovators vs. total homeowners

Decisions are driven by urgency, not long planning cycles - wear & tear and financial readiness are the top triggers, creating short, high-impact decision windows

Weather is a critical catalyst where audio drives action - 9 in 10 think about home needs due to weather, and 8 in 10 say radio prompts them to act quickly

Radio reaches consumers when decisions happen - on the go, with daily listening, high trust, and strong likelihood to influence store visits while driving

iHeart delivers both scale and context to capture demand - reaching almost 9 in 10 of HVAC/roofing intenders monthly and activating them in real-time moments that drive immediate action

Major Repairs Like HVAC and Roofing Are More Likely to Occur with Older Homes but Younger, More Financially Secure Consumers

Nearly 6 in 10 homeowners planning an HVAC or Roofing renovation have homes aged 25+ years

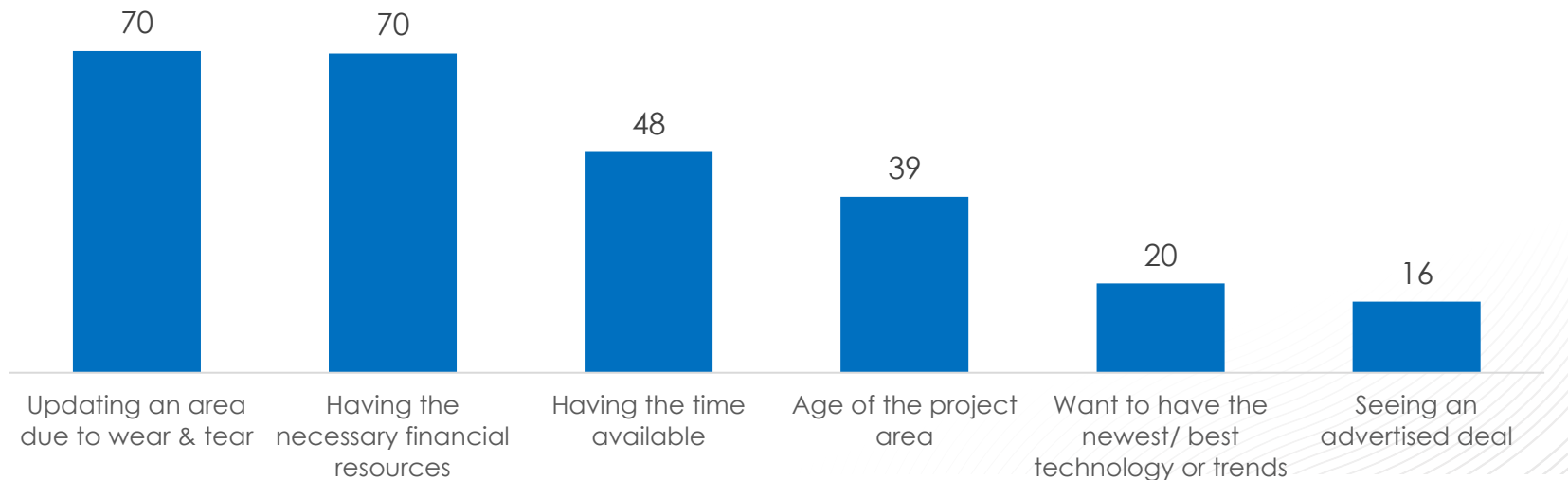
HVAC/Roofing Renovators are 27% more likely to be millennial vs. total homeowners

And they are 10% more likely to be frequent home renovators (more likely to have done any home renovation in last year) and 12% more likely to have a HHI \$100K+



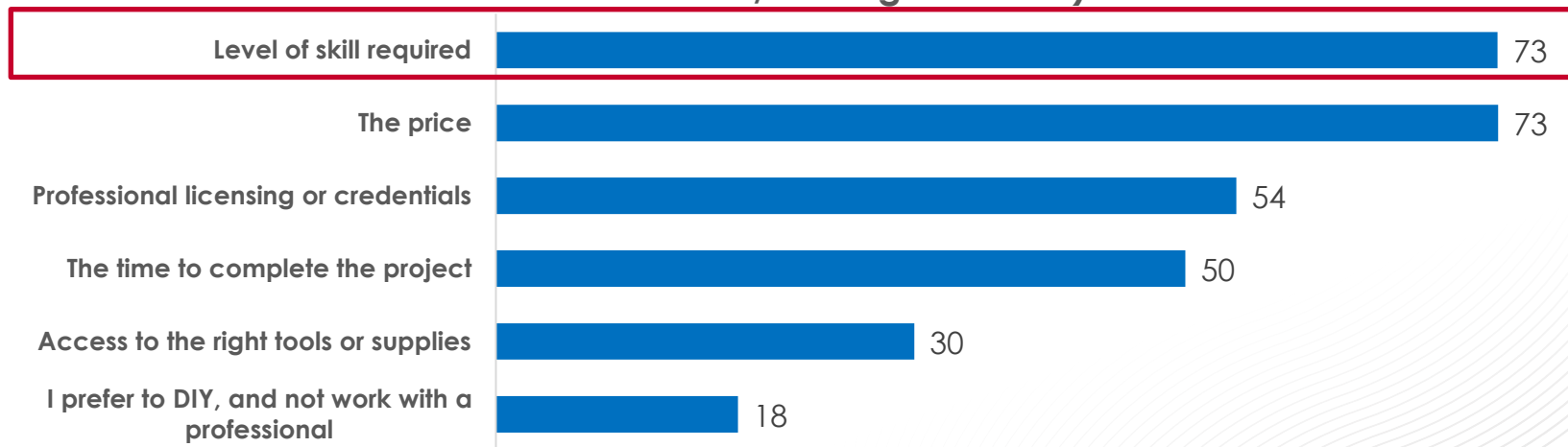
Wear & Tear and Having the Necessary Financial Resources are Most Important for Major Renos

% who say the following motivations to begin a new home improvement project? (Among HVAC/Roofing Intenders)



Nearly 3 in 4 Say Level of Skill Required is a Big Factor When Hiring for a Home Improvement Professional

Thinking about home improvements, which of the following are factors when deciding to hire a professional for your project? (Among HVAC/Roofing Intenders)



Weather Triggers are Important for Major Renovations Such as HVAC/Roofing – And Radio Can Prompt Action

9 in 10

HVAC/Roofing intenders say weather occasionally or often prompts them to think about home needs

7 in 10

HVAC/Roofing intenders say they did something related to home renovation in response to a weather event

7 in 10

HVAC/Roofing intenders say they are likely to make last-minute home-related decisions when severe weather is expected

8 in 10

HVAC/Roofing intenders say hearing about severe weather on the radio prompts me to act quickly



**Radio is
considered a
trustworthy and
helpful source
when on the go**

8 in 10

HVAC/Roofing Intenders say
Radio is a trustworthy source
for severe weather updates

8 in 10

HVAC/Roofing Intenders say
"Radio helps me stay
informed in real-time while
I'm on the go"

70%

HVAC/Roofing Intenders say
they listen to the radio daily

8 in 10

HVAC/Roofing Intenders say
"I am more likely to visit a
home improvement store
while I am out driving"



Radio Reaches HVAC/Roofing Intenders, Rock, Sports, and Country, Plus History, Tech, Health Top Formats

Radio Reaches Over
86%
of those planning an
HVAC/Roofing Renovations
Monthly

Top Radio Formats

Active Rock (129i)
All Sports (126i)
Classic Rock (122i)
Country (118i)
Pop Contemporary (117i)

Top Podcast Topics

History (150i)
Technology (149i)
Religion (147i)
Health & Fitness (145i)
Science (144i)

THANKS FOR WORKING WITH



For additional insights and information, please contact:

Lainie Fertick

President, Critical Mass Insights

| c 513-373-5113

METHODOLOGY

DATES OF FIELDING: June 2026

N=200 Adults 35-64 Radio Listeners who are homeowners of homes 5+ years and planning an HVAC or roofing renovation

Demos: 61% Men; 39% Women

- 66% of participants HHI \$100K+