



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

**Consumer Plumbing
Decision Insights**
September 2026

Key highlights from study

- Buying a home is a major decision, and nearly all homeowners see maintaining their home as an ongoing responsibility, creating a strong desire to stay informed.
- Many homeowners have experienced needing plumbing services in the past 24 months, yet more than half do not have an emergency plumber lined up.
- Unexpected costs and trust is one of the key concerns when choosing a plumber.
- Consumers seek information including long form content that can help them understand complex topics and gives them confidence in their plumbing service decisions
- Audio is an effective way to connect with potential customers. Radio and podcasts help homeowners discover new products and services, stay informed, and feel more confident in their decisions.

Buying a home is a big decision, and homeowners are committed to its maintenance.

97%

Say buying a home is a big decision, with 40% calling it the biggest decision of their life

99%

Of Homeowners agree that owning a home requires constant learning

90%

Of Homeowners agree they actively seek information to help maintain their home

Homeowners are involved in plumbing decisions, but many don't have a trusted professional to turn to.

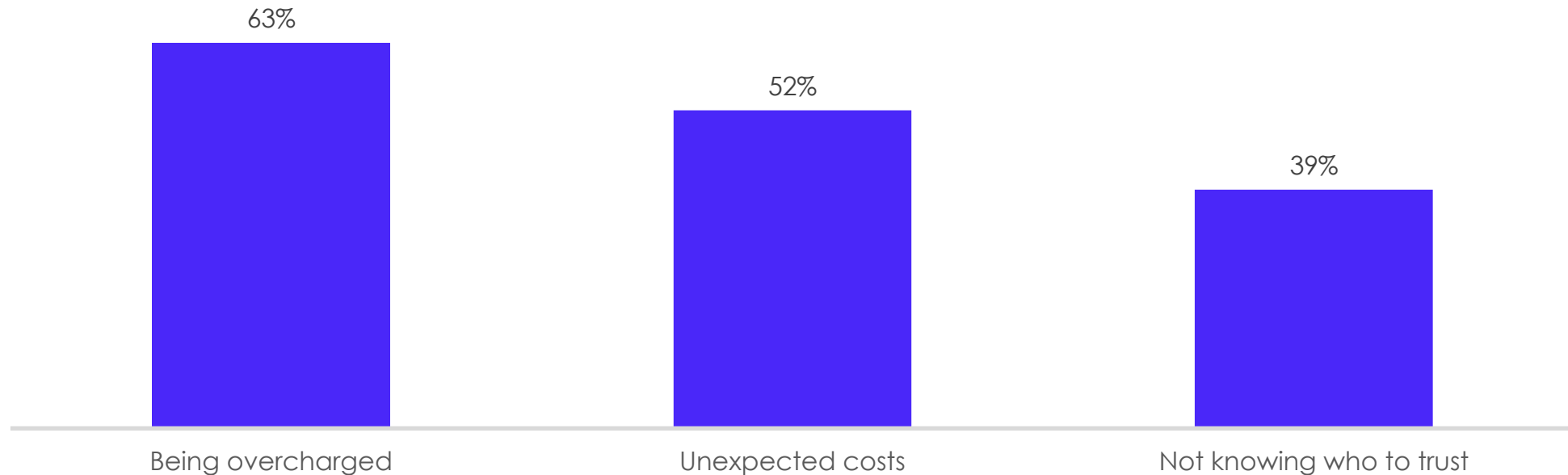
8 in 10 homeowners are personally involved in making decisions about plumbing maintenance, yet **more than half do not have a go-to technician or service professional** they regularly use for plumbing services.



Besides cost, trust is a major concern when hiring a plumber, creating an opportunity for trusted voices to help guide homeowners.

90% agree that it is difficult to know if a technician or service professional is trustworthy.

Top 3 biggest concerns when hiring a plumber (% selecting each concern)



Long form content helps homeowners understand complex topics and gives them confidence in their plumbing service decisions

2 in 3 homeowners/buyers agree that podcasts help them better understand complex topics.
(**28% more likely** among new homeowners)

92% of homeowners agree that they trust information more when they hear people discuss it in depth.

Audio is a powerful channel for building trust, especially among new homeowners.

9 in 10

Agree they trust information more when they **hear people discuss it in depth**

8 in 10

Would pay attention if a **trusted podcast host discussed** homeownership, maintenance, plumbing, or contractor selection

New homeowners are

43%

More likely to see radio hosts as trusted advisors.

New homeowners are

33%

More likely to see podcast hosts as trusted advisors.

Radio reaches potential plumbing customers, with AAA, News Talk, Sports top radio formats and History, Religion, and Health & Fitness top podcast genres.

Radio reaches

87%

of those who have had
plumbing services in last 12
months



Top Radio Formats

Album Adult Alternative (131i)
News/Talk/Information (125i)
All Sports (122i)
Adult Hits (118i)



Top Podcast Topics

History (144i)
Health & Fitness(134i)
Education (133i)
Society & Culture (132i)

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: September 2026

N = 933 radio listeners ages 25+ who are homeowners.