



Critical Mass Insights

Helping America's
most influential voices

know what to say to America.

**Driving Window Replacement and
Installation Decisions**

July 2026

Key highlights from study

- Homeowners see window replacement as a smart investment, with lower energy bills, improved comfort, and better home efficiency driving interest in the category.
- Consumers want confidence that they're making the right choice. Quality products, durability, and professional installation are often more important than finding the lowest price.
- Trust is essential. Homeowners rely heavily on recommendations, reviews, and expert opinions when researching window replacement options, making reputation a key competitive advantage.
- Younger homeowners are especially engaged in the category. They are more likely to be researching companies, reading reviews, visiting websites, and planning a window replacement project in the near future.
- Audio is an effective way to reach potential customers. Radio and podcasts help homeowners learn about companies, stay informed, and influence decision-making.

There is strong demand for window replacement, driven by energy efficiency benefits.

7 in 10 homeowners have **replaced or installed windows** in the **past 5 years** or are considering doing so within the **next 2 years**.

82% believe replacing older windows with **more energy-efficient windows** would **decrease utility costs**, with about half expecting savings of **5%-10%**.

84% would be **willing to pay more** for windows that offer significantly better energy efficiency, comfort, and noise reduction.

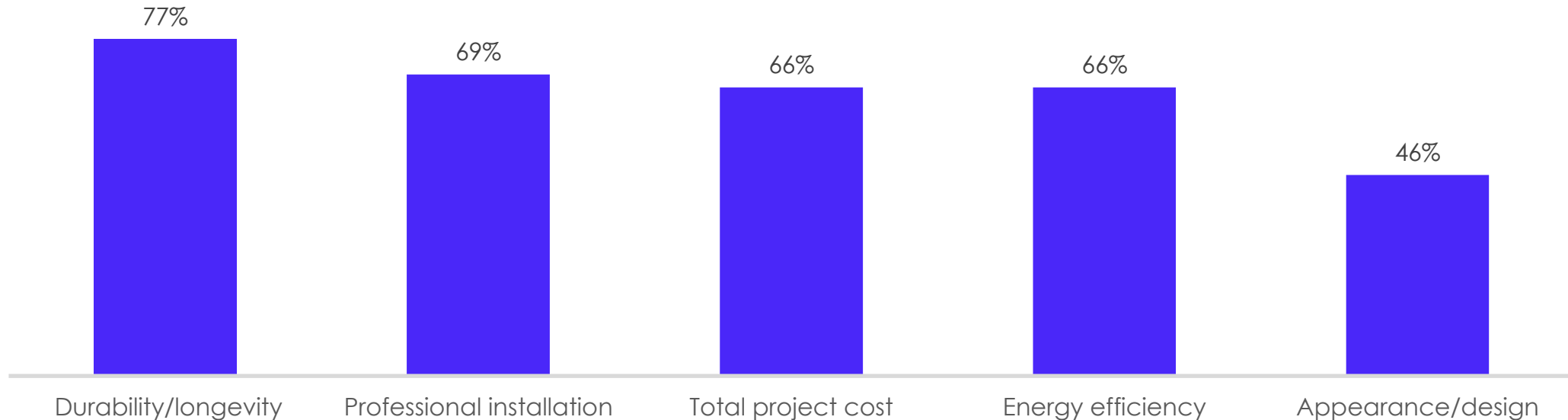
Lower energy bills are the **leading reason** homeowners consider replacing their windows.



Quality is the top priority when selecting replacement windows

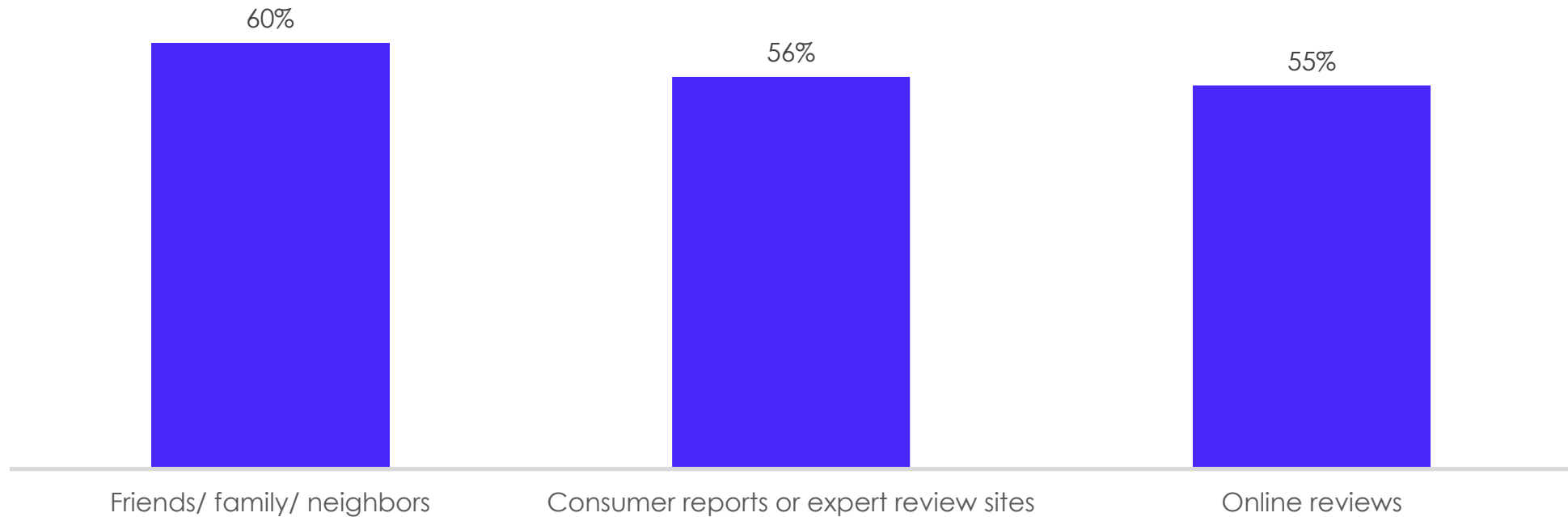
Nearly half say quality of products/windows offered is the one most influential factor when choosing a window installation company.

Top 5 factors when selecting replacement windows
% saying extremely important



Real reviews and recommendations are the most trusted research sources

Top 3 most trusted sources for researching window replacement options
% selecting as a most trusted source



Younger homeowners are more likely to take action.

7 in 10 **A25-34** homeowners are likely to replace or install windows in the next 24 months, 48% above average.

Compared to the average homeowner after hearing a home improvement advertisement, they are:

94%

More likely to
**conduct an online
search**

73%

More likely to **read
reviews**

63%

More likely to **visit a
company website**

Radio and podcasts help drive awareness and consideration

73%

Agree that radio and podcast advertising can **help them learn** about window installation companies

7 in 10

Find positive mentions, audio testimonials, and endorsements **very to extremely influential** when selecting a window installation company

6 in 10

Agree audio helps them **stay informed** without needing to actively search for information

6 in 10

Homeowners **listen to radio daily**

Radio Reaches Potential Window Installation Customers, with Top Formats Including Classic Rock, News, Sports

Radio Reaches Over
86%
of those who have had
window installations in last
12 months

Top Radio Formats

Classic Hits (141i)
Classic Rock (138i)
Sports (132i)
News/Talk (130i)
Country(116i)

Top Podcast Topics

Health & Medicine (122i)
Parenting (119i)
News/Current Events (110i)

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: July 2026

N = 972 radio listeners ages 25+ who own their home and participate in home improvement or repair decision-making.