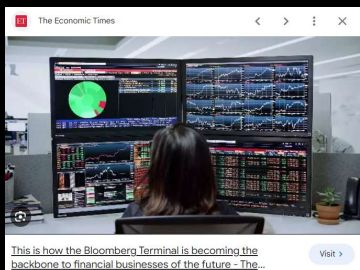


USA+4 DMAs – P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 months as of August 31, 2025.



Service Corporation International

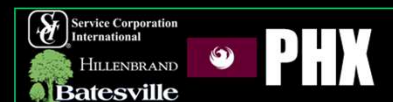


**HILLENBRAND
Batesville**

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

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



P35+





1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 66.3 years old (15.5% older than average) and have a \$96,491 (2.9% lower than average) annual household...

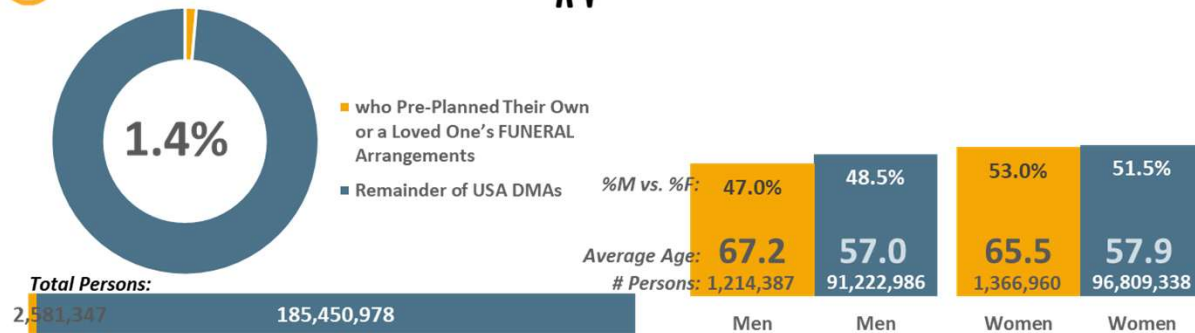


Percent of Market: Adults 35 or older

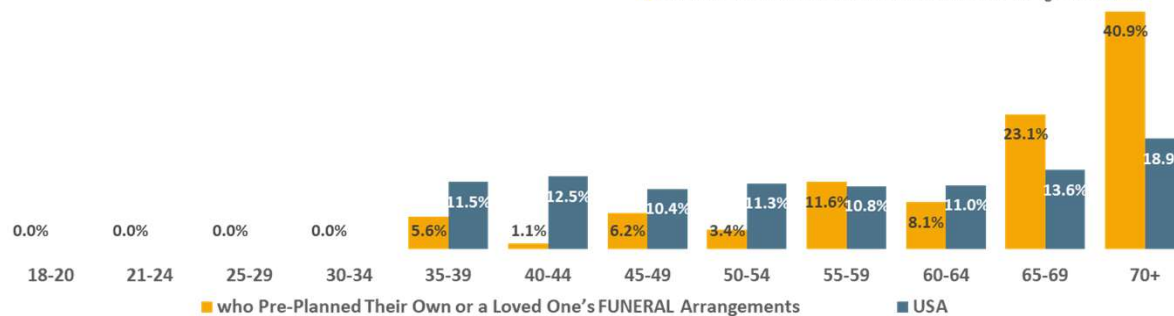


Gender of Target vs. Market: Adults 35 or older

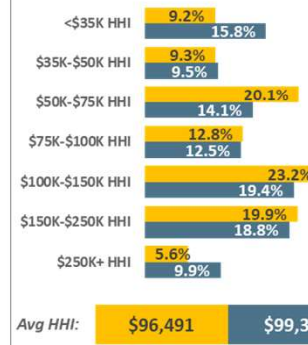
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



1.1% or 60,468 of CHI DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 70.5 years old (23.5% older than average) and have a \$102,120 (7.6% lower than average) annual household...

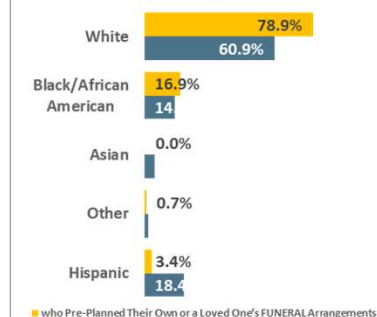
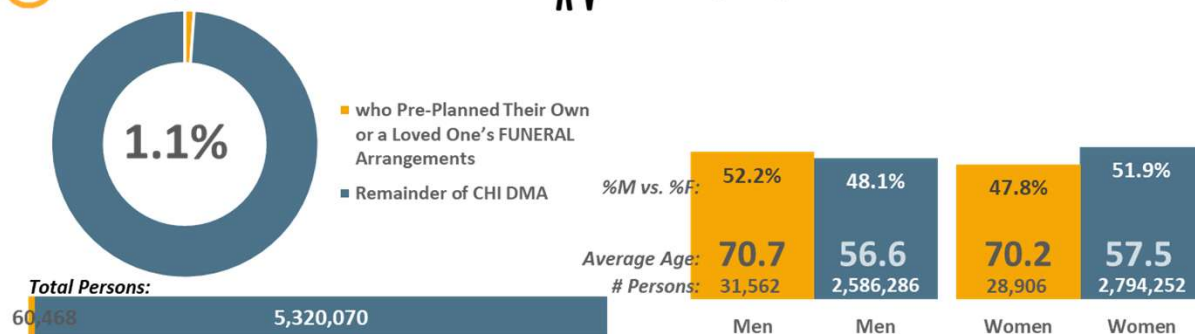


Percent of Market: Adults 35 or older

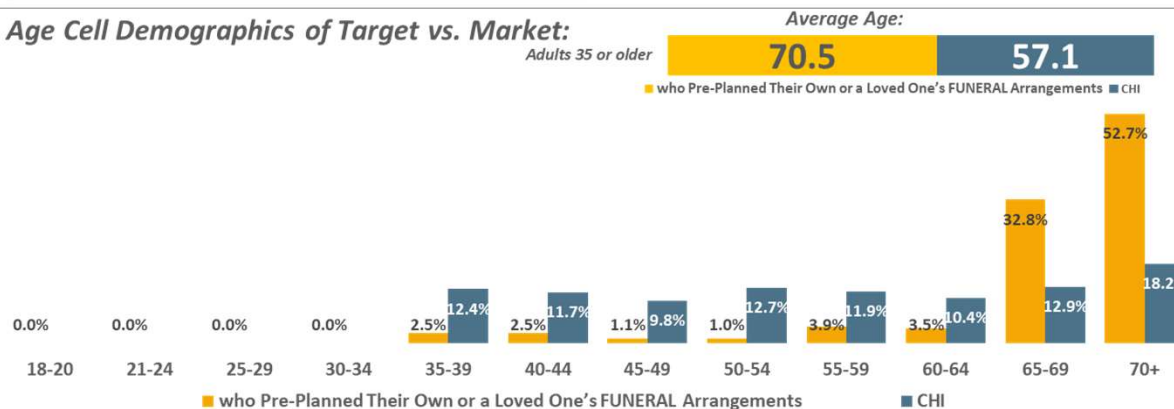


Gender of Target vs. Market: Adults 35 or older

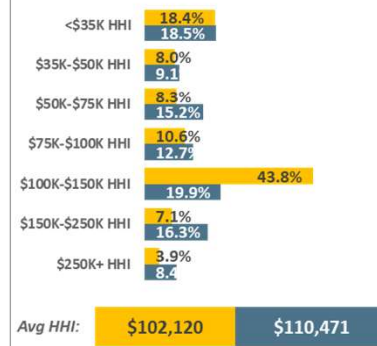
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



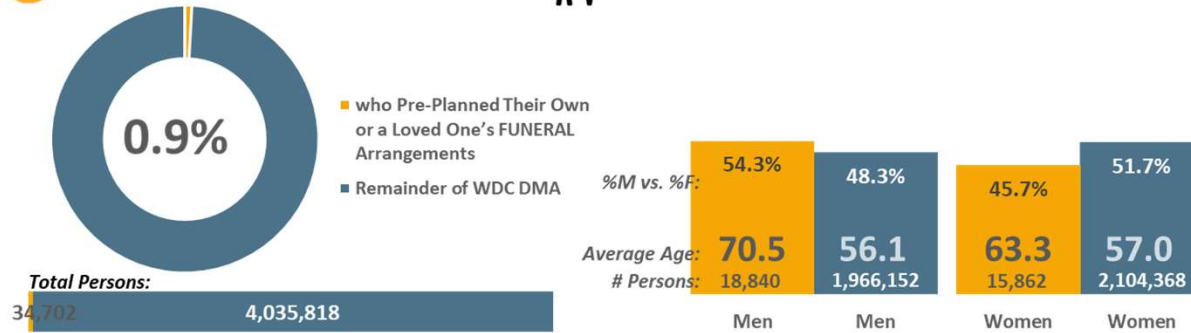
HHI of Target vs. Market:



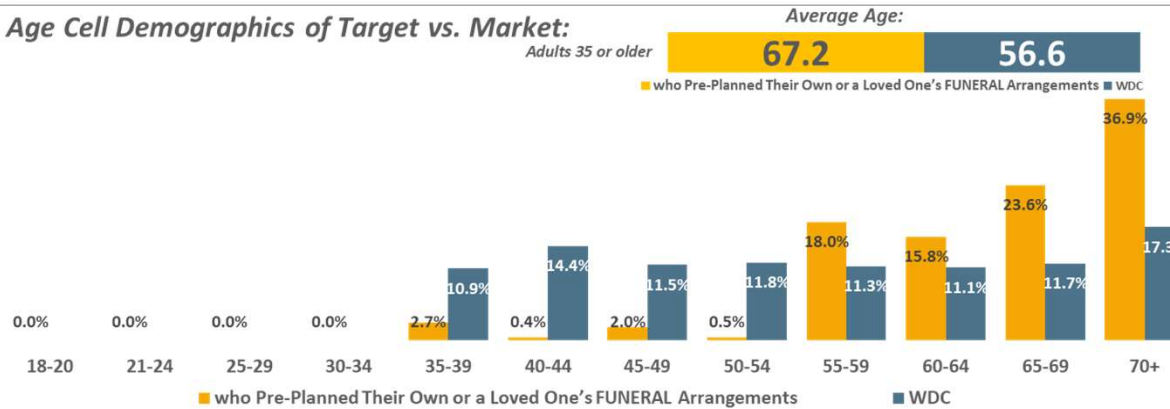


.9% or 34,702 of WDC DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 67.2 years old (18.8% older than average) and have a \$146,979 (1.5% higher than average) annual household...

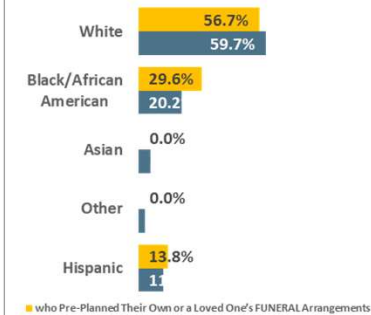
Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



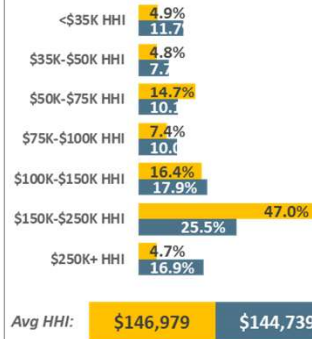
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



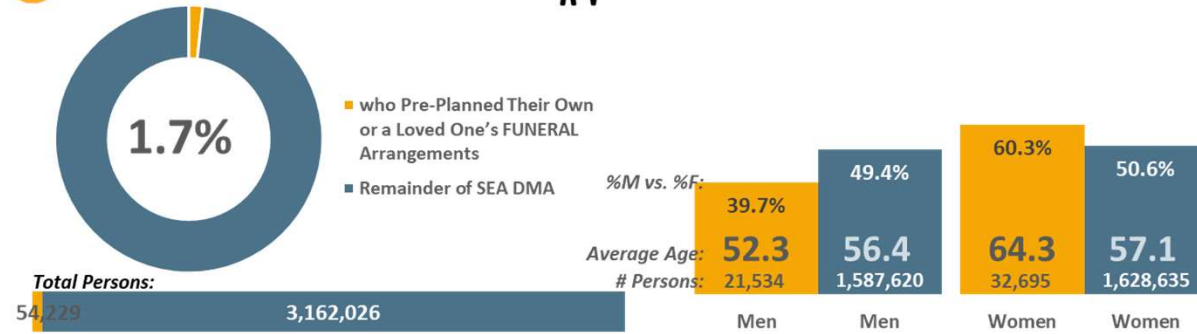
HHI of Target vs. Market:



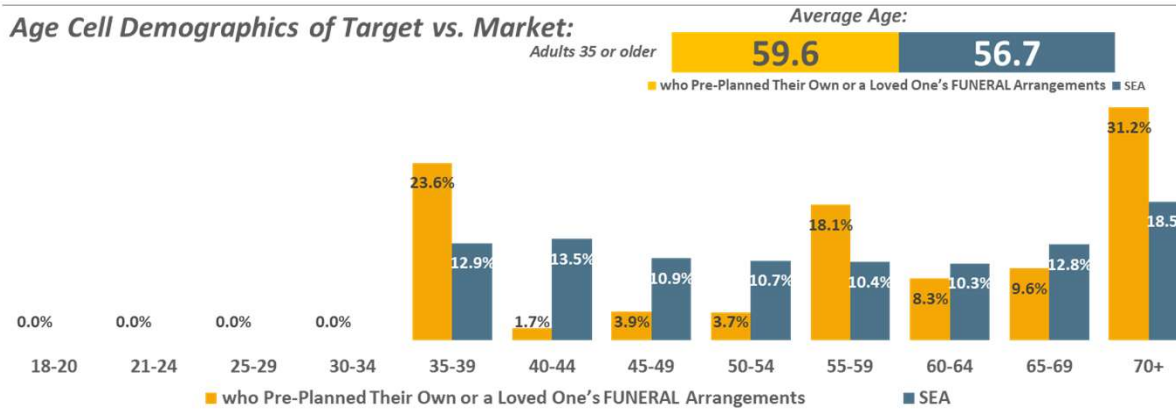


1.7% or 54,229 of SEA DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 59.6 years old (4.9% older than average) and have a \$138,311 (7.8% higher than average) annual household...

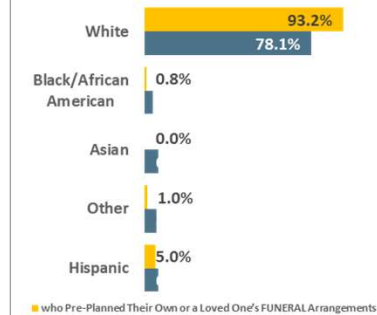
Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



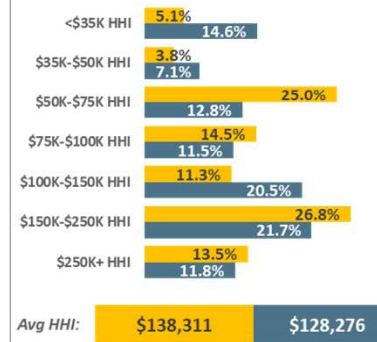
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



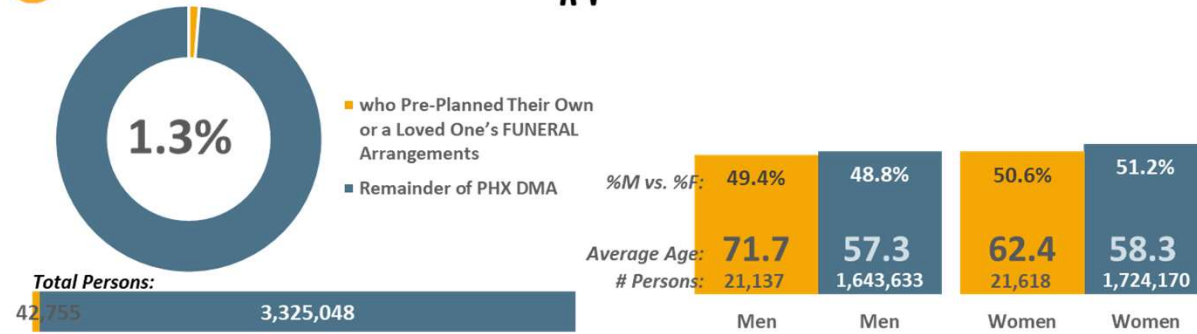
HHI of Target vs. Market:



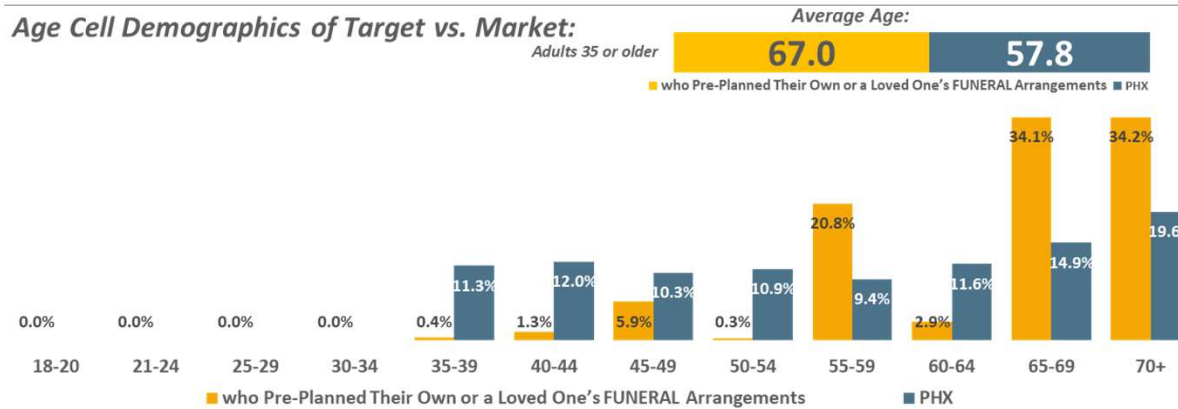


1.3% or 42,755 of PHX DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 67. years old (15.8% older than average) and have a \$106,987 (3.6% lower than average) annual household...

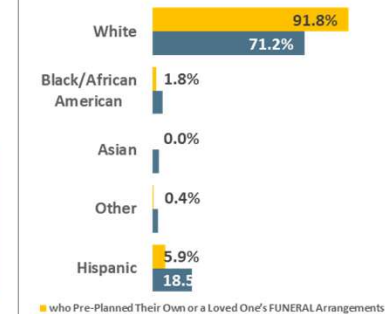
Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



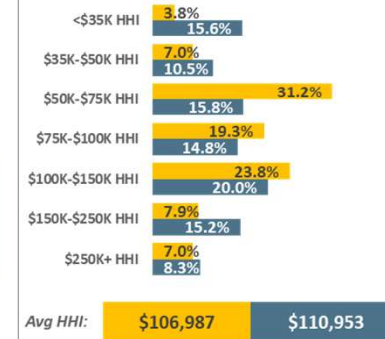
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

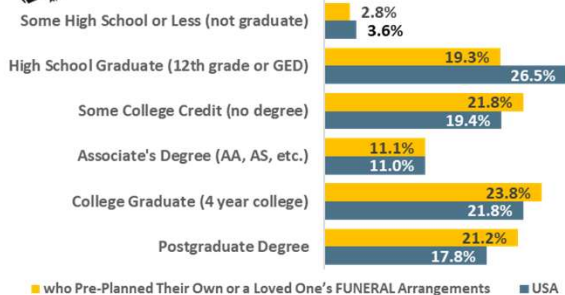




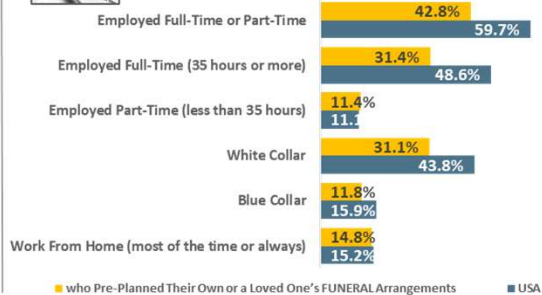
1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 13.8% more likely to be a college graduate, 35.5% less likely to work full-time, 5.5% more likely to be married, 69.5% more likely to be a grandparent of 1 or more chil



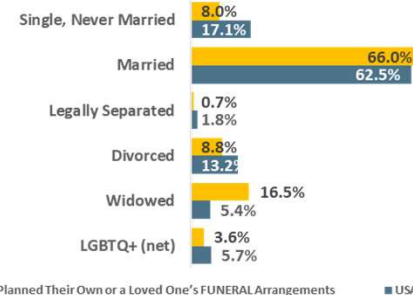
Education Levels: Adults 35 or older



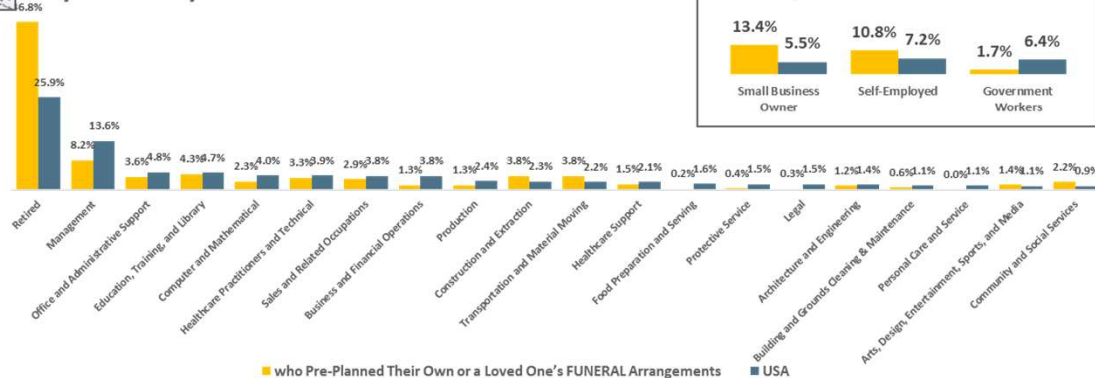
Employment: Adults 35 or older



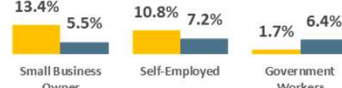
Marital Status: Adults 35 or older



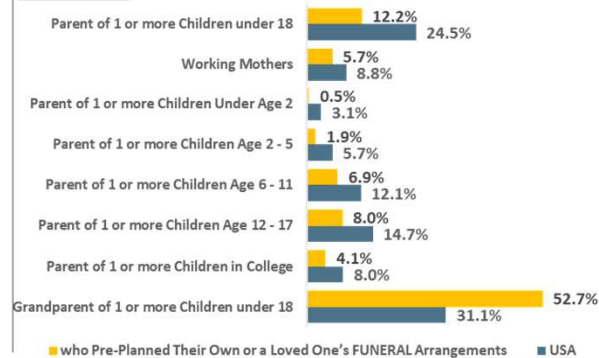
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

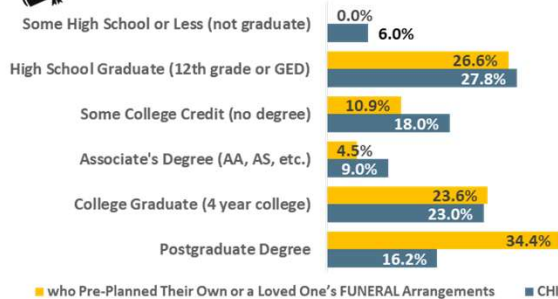




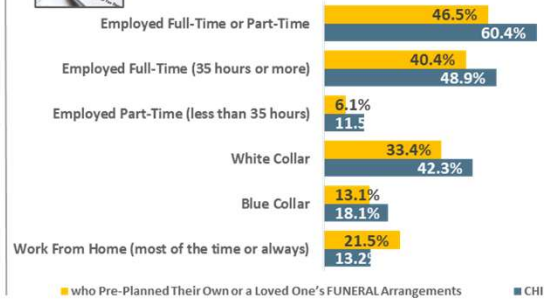
1.1% or 60,468 of CHI DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 47.8% more likely to be a college graduate, 17.4% less likely to work full-time, 8.5% less likely to be married, 94.1% more likely to be a grandparent of 1 or more chil



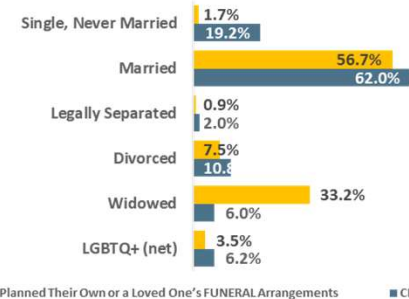
Education Levels: Adults 35 or older



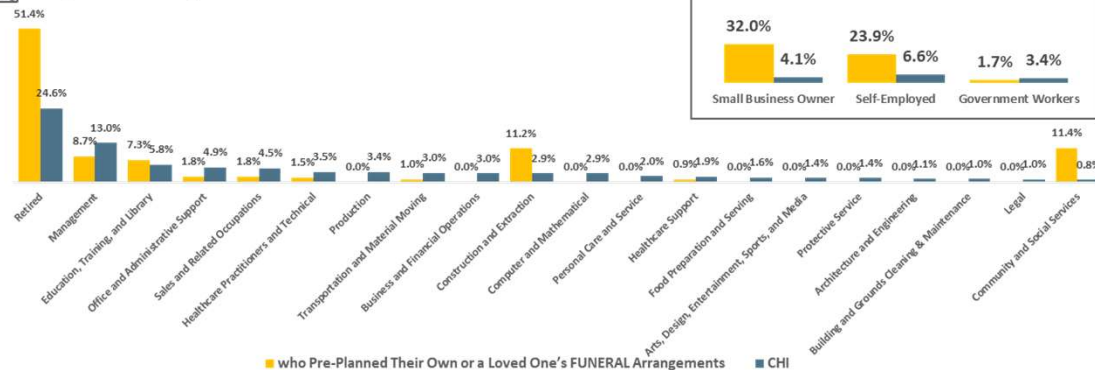
Employment: Adults 35 or older



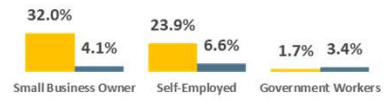
Marital Status: Adults 35 or older



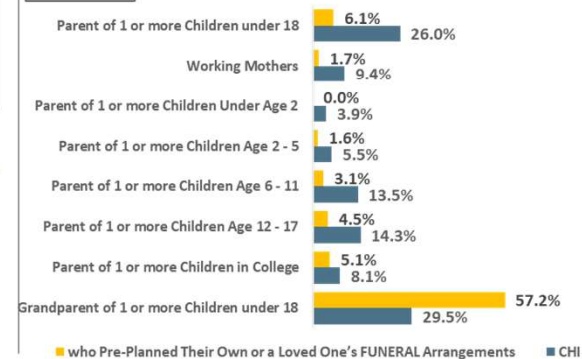
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



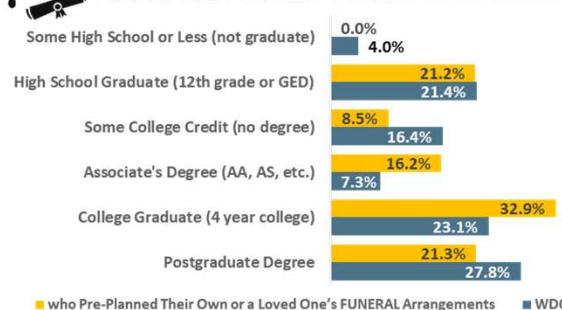
Stage in Life: Adults 35 or older



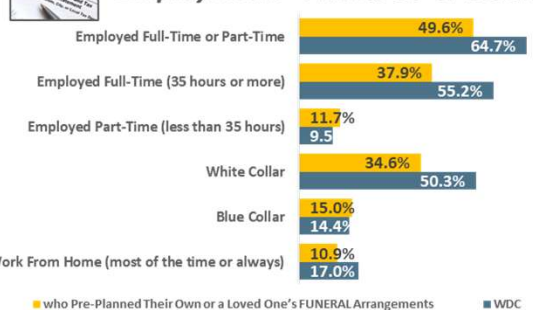


.9% or 34,702 of WDC DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 6.4% more likely to be a college graduate, 31.3% less likely to work full-time, 3.6% less likely to be married, 67.4% more likely to be a grandparent of 1 or more child

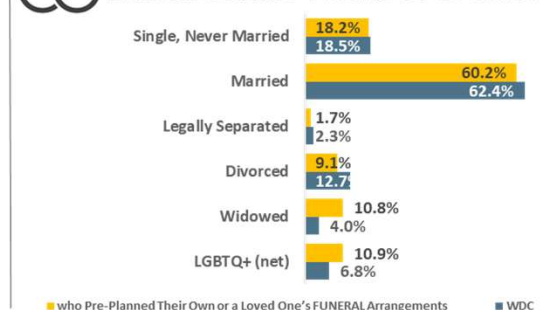
Education Levels: Adults 35 or older



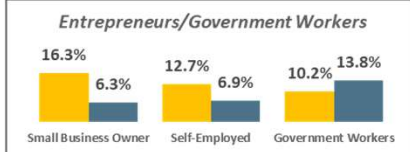
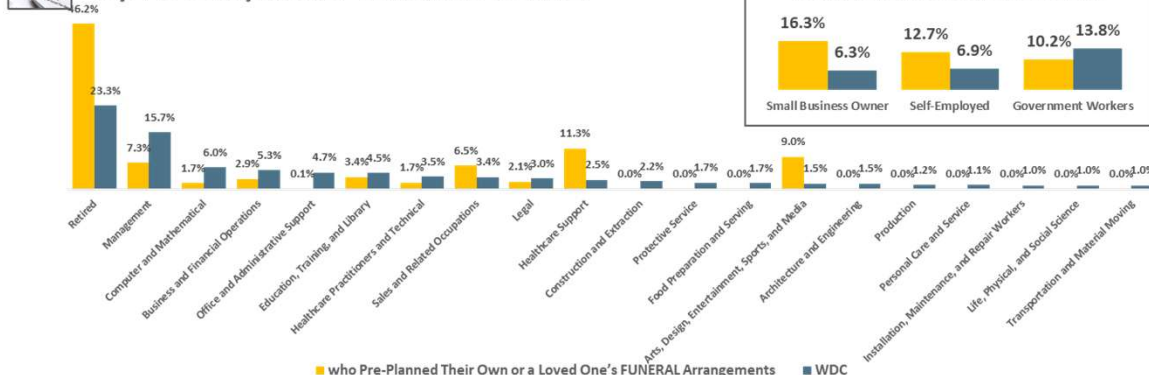
Employment: Adults 35 or older



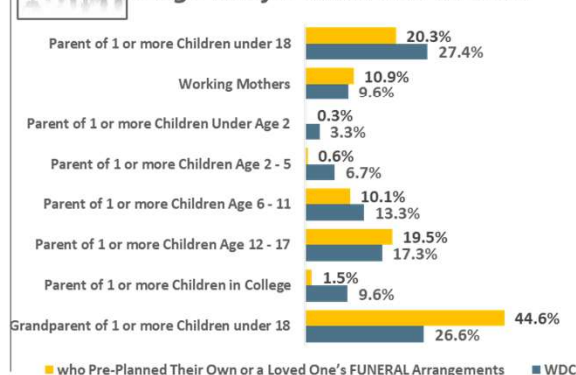
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



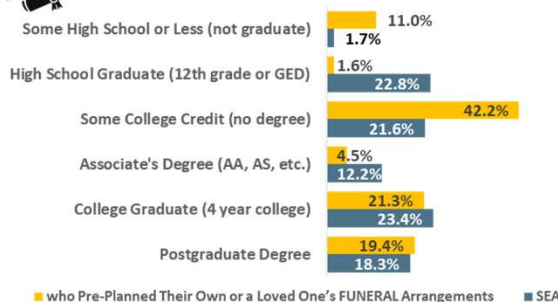
Stage in Life: Adults 35 or older



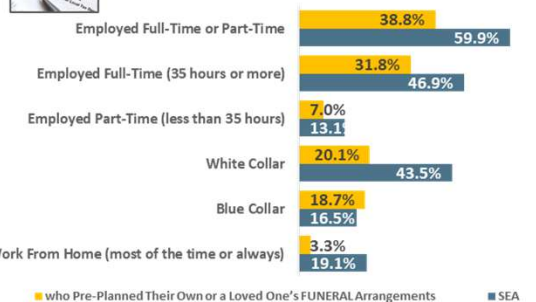


1.7% or 54,229 of SEA DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 2.4% less likely to be a college graduate, 32.2% less likely to work full-time, 18.2% more likely to be married, 49.5% more likely to be a grandparent of 1 or more chil

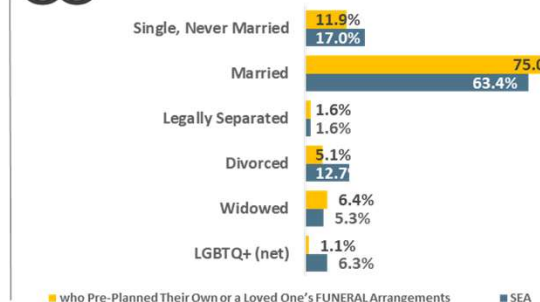
Education Levels: Adults 35 or older



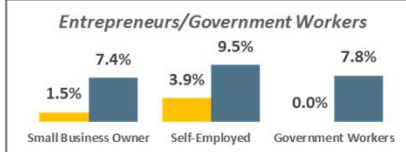
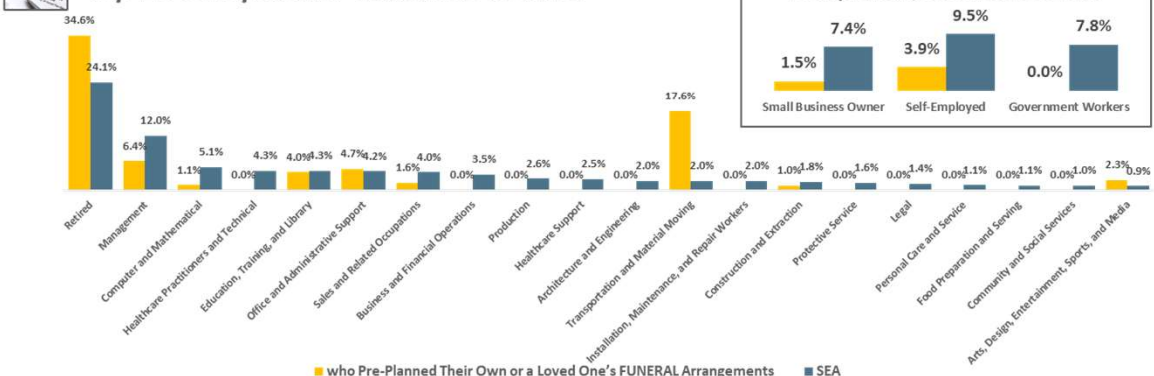
Employment: Adults 35 or older



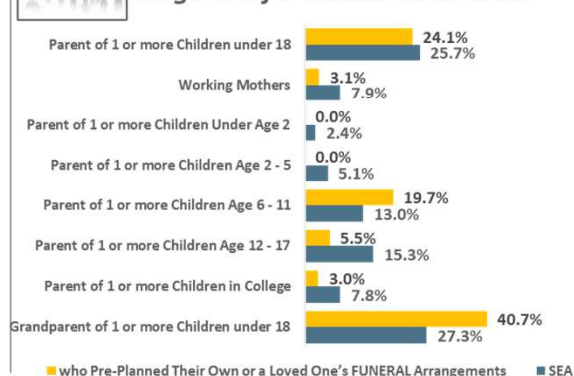
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

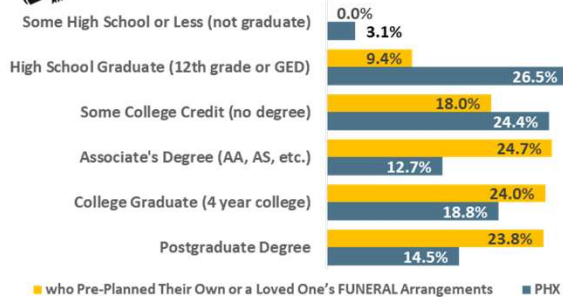




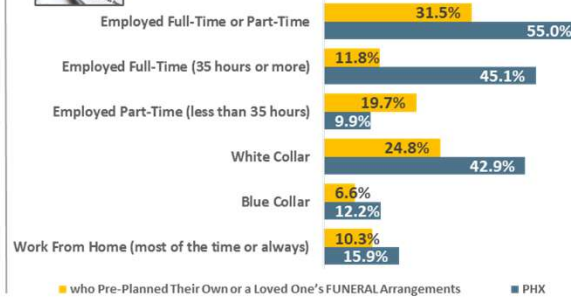
1.3% or 42,755 of PHX DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 43.3% more likely to be a college graduate, 73.8% less likely to work full-time, 20.3% more likely to be married, 60.9% more likely to be a grandparent of 1 or more chi



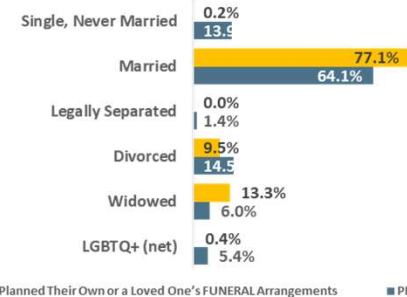
Education Levels: Adults 35 or older



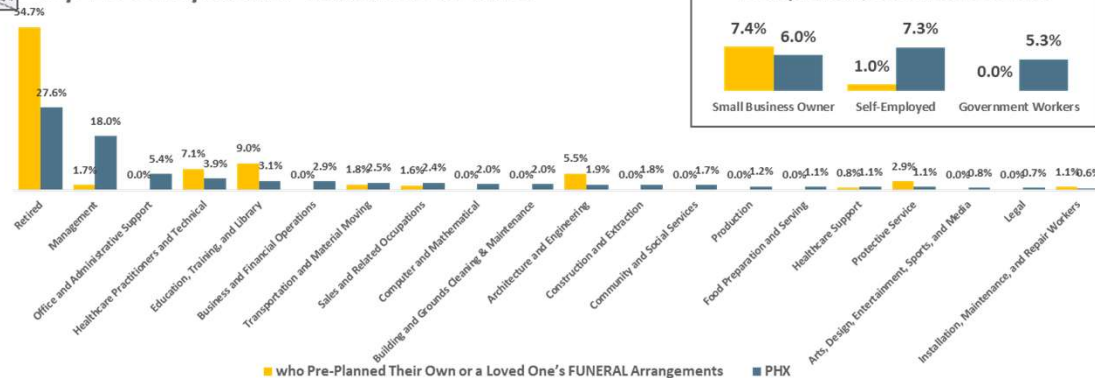
Employment: Adults 35 or older



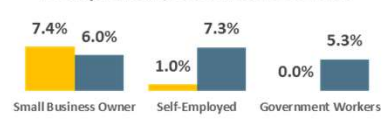
Marital Status: Adults 35 or older



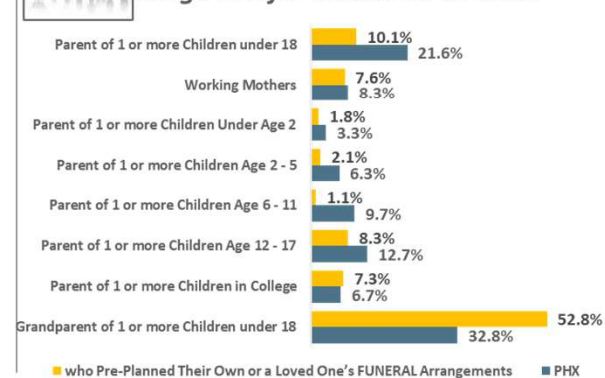
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



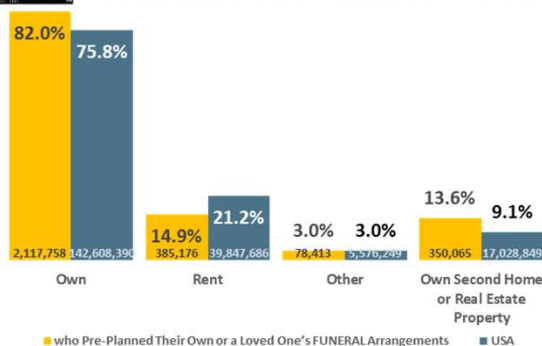
Stage in Life: Adults 35 or older



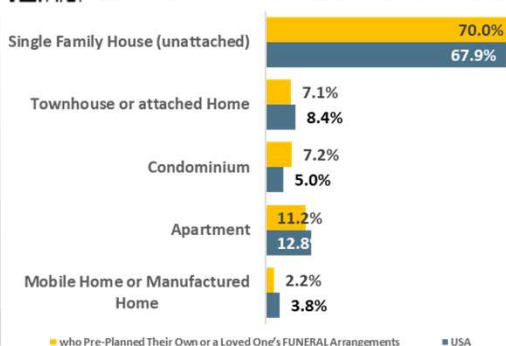


1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 8.2% more likely to own their home, 24.7% more likely to own a higher valued home, 3.0% more likely to have a single-family home, 15.4% less likely to have a dog.

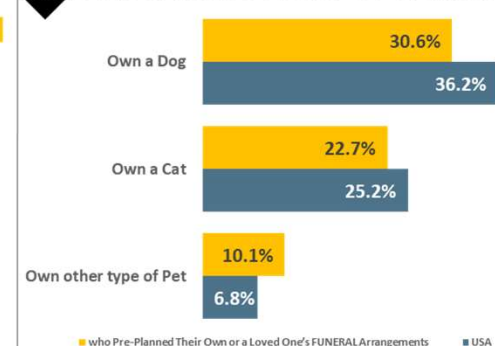
Own/Rent/Other: Adults 35 or older



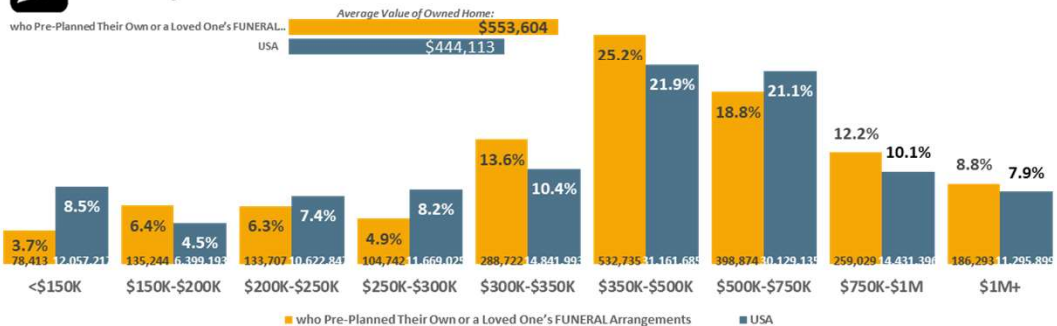
Type of Home: Adults 35 or older



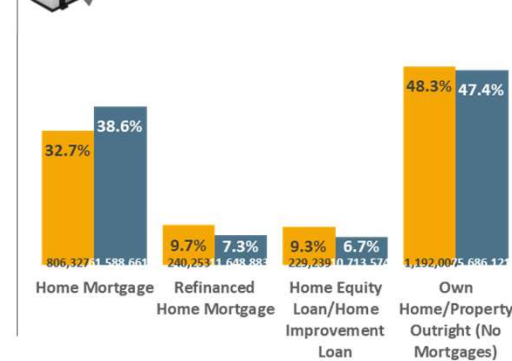
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

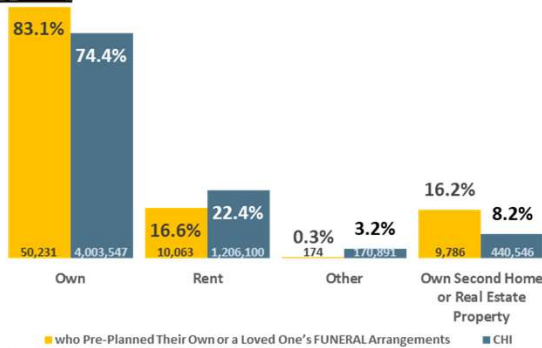


USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345
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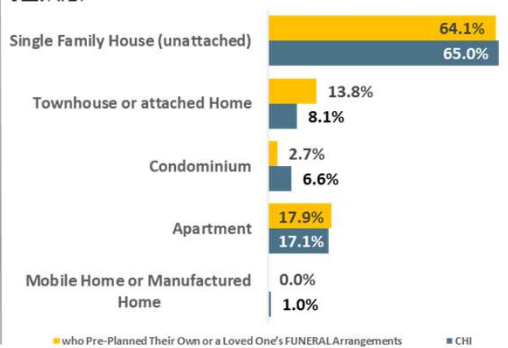
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

1.1% or 60,468 of CHI DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 11.6% more likely to own their home, 4.3% more likely to own a higher valued home, 1.4% less likely to have a single-family home, 36.5% less likely to have a dog.

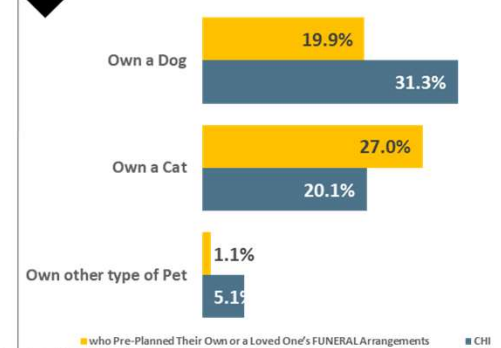
Own/Rent/Other: Adults 35 or older



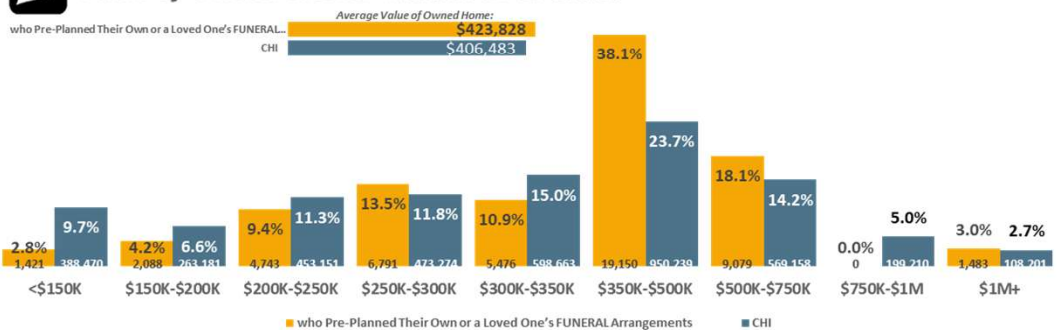
Type of Home: Adults 35 or older



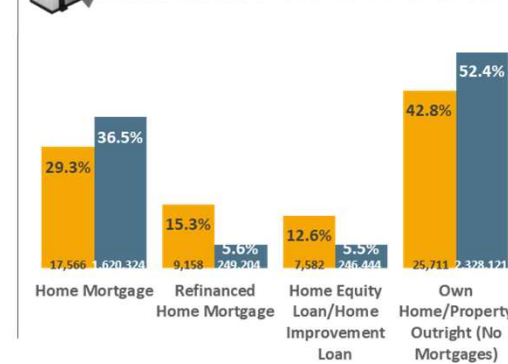
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older

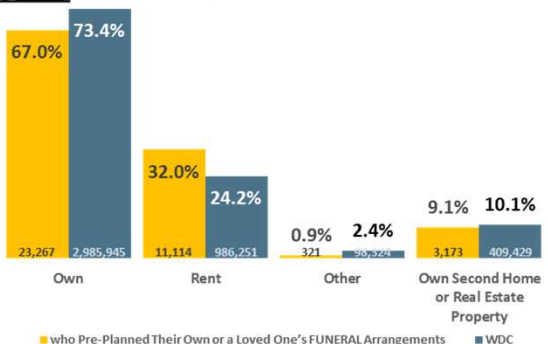


Home Loans: Adults 35 or older

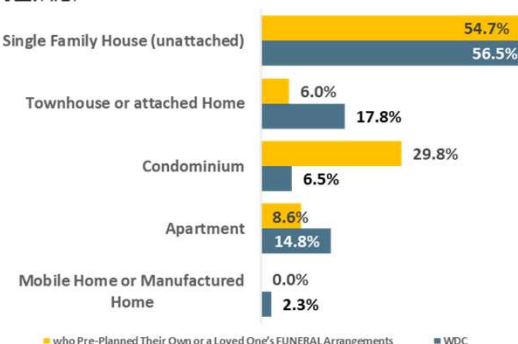


.9% or 34,702 of WDC DMA Adults 35 or older Pre-Planned Their Own or a Loved One’s FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One’s FUNERAL Arrangements are 8.6% less likely to own their home, 2.7% more likely to own a higher valued home, 3.3% less likely to have a single-family home, 75.7% less likely to have a dog.

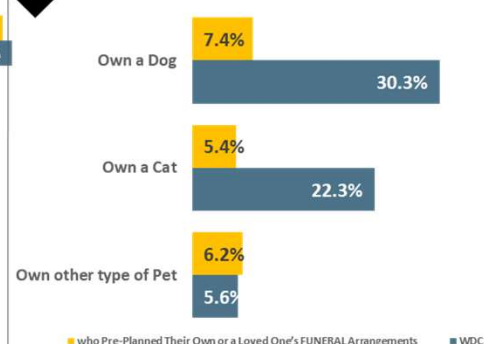
Own/Rent/Other: Adults 35 or older



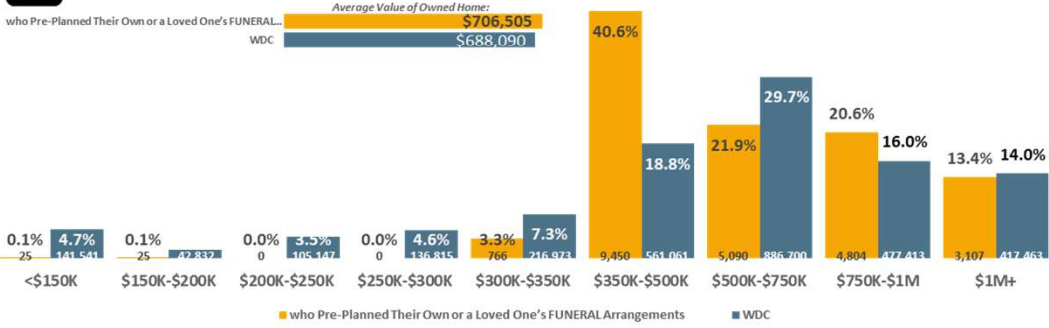
Type of Home: Adults 35 or older



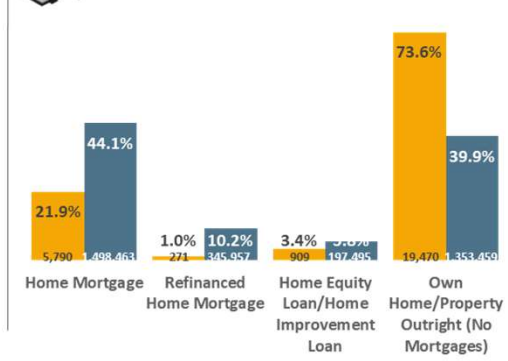
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older

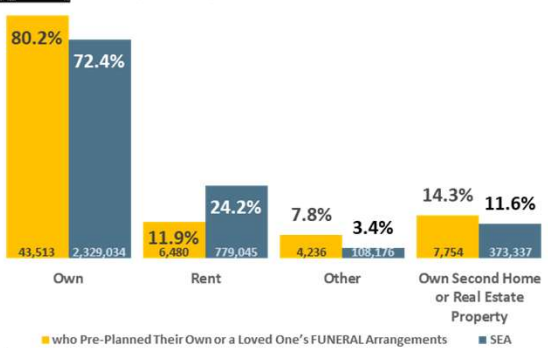


Home Loans: Adults 35 or older

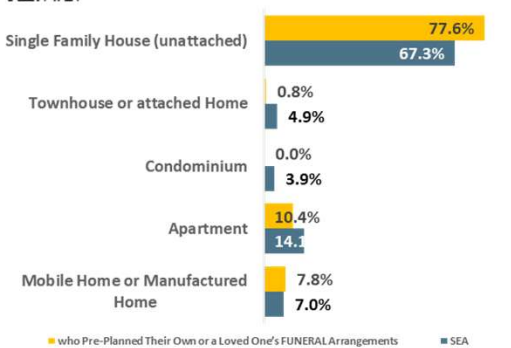


1.7% or 54,229 of SEA DMA Adults 35 or older Pre-Planned Their Own or a Loved One’s FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One’s FUNERAL Arrangements are 10.8% more likely to own their home, 9.6% more likely to own a lower valued home, 15.4% more likely to have a single-family home, 6.4% more likely to have a dog.

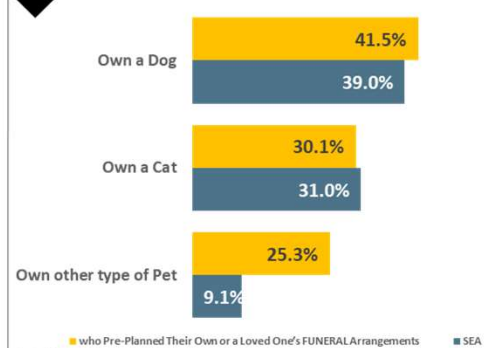
Own/Rent/Other: Adults 35 or older



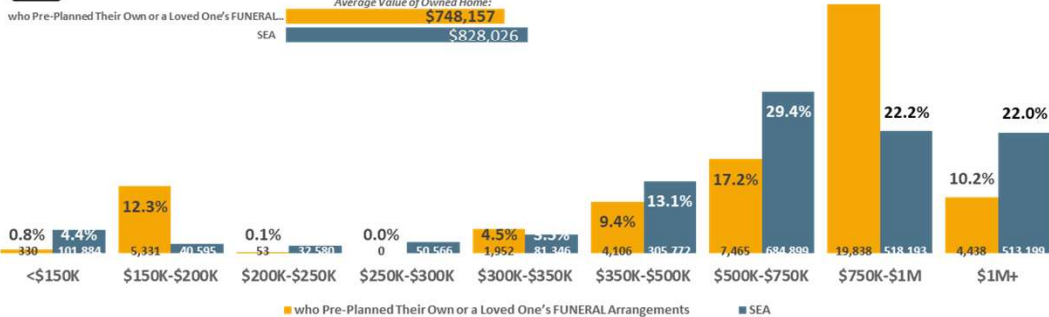
Type of Home: Adults 35 or older



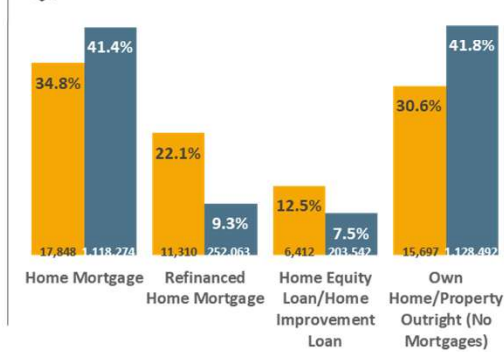
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older

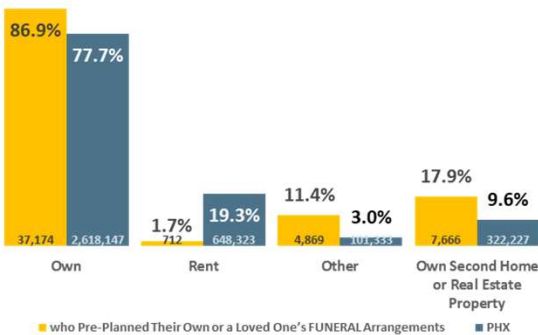


Home Loans: Adults 35 or older

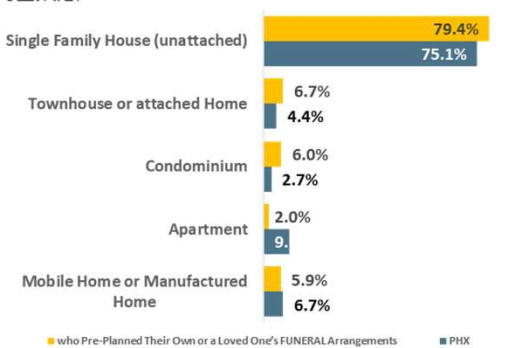


1.3% or 42,755 of PHX DMA Adults 35 or older Pre-Planned Their Own or a Loved One’s FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One’s FUNERAL Arrangements are 11.8% more likely to own their home, 22.2% more likely to own a higher valued home, 5.7% more likely to have a single-family home, 23.7% less likely to have a dog.

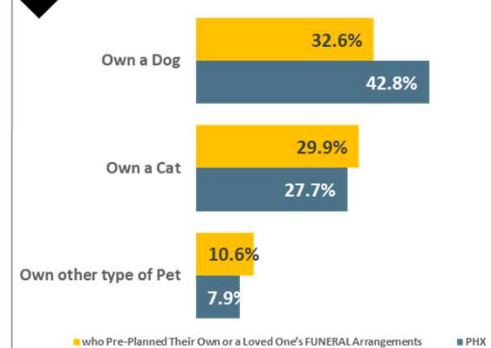
Own/Rent/Other: Adults 35 or older



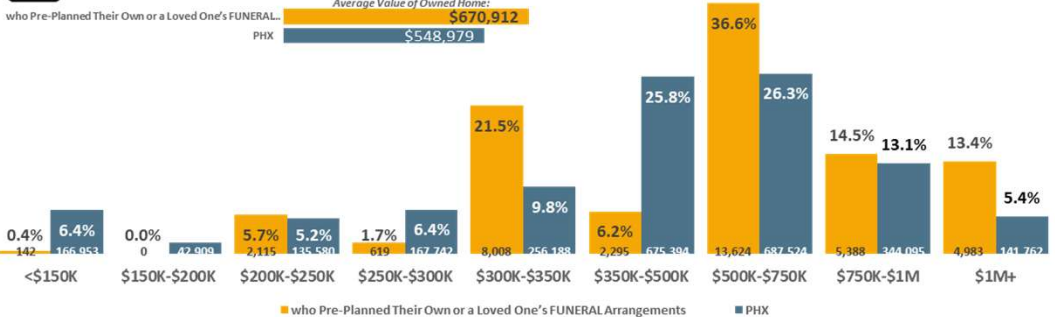
Type of Home: Adults 35 or older



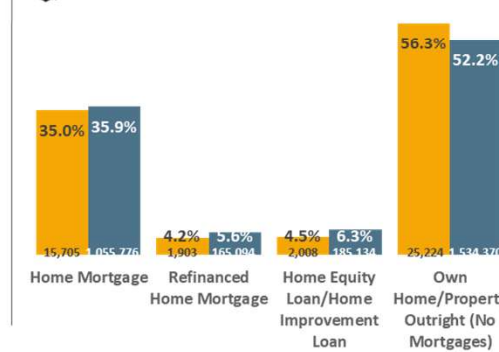
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

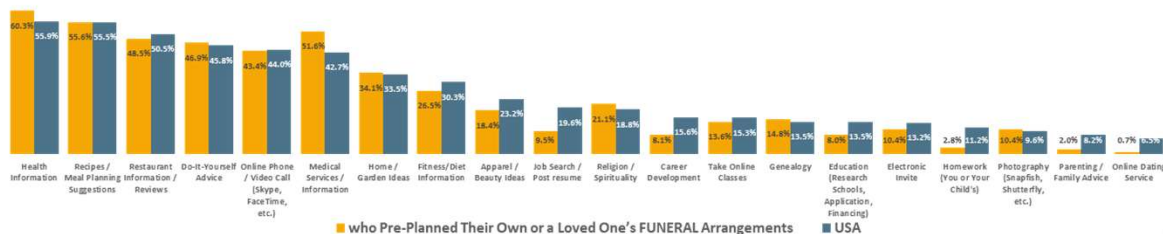




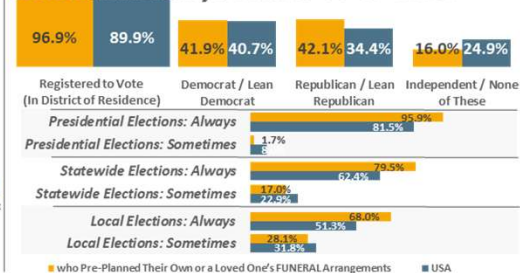
1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 2.4% more likely to look up D-I-Y advice online, 32.6% more likely to always vote in local elections, 36.7% more likely to belong to a gym, .4% less likely to fly domes



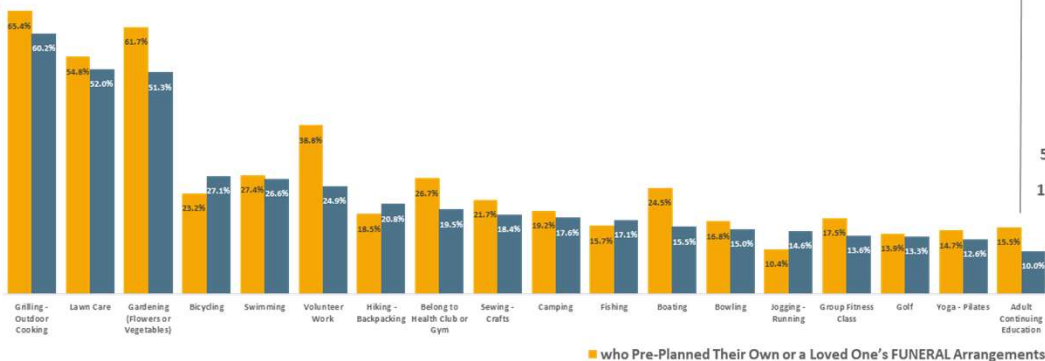
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



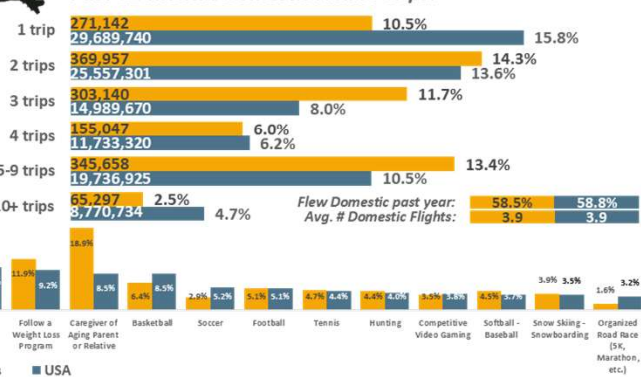
Political Activity: Adults 35 or older



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



Past 12-months Domestic Airline Trips: Adults 35 or older

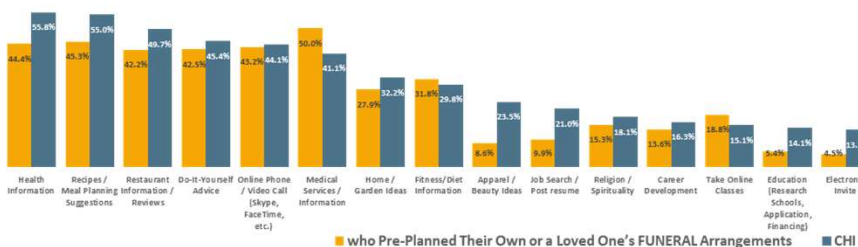




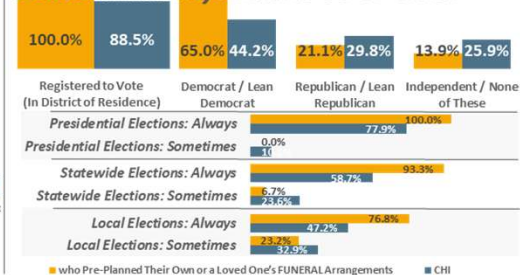
1.1% or 60,468 of CHI DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 6.4% less likely to look up D-I-Y advice online, 62.8% more likely to always vote in local elections, 62.3% more likely to belong to a gym, 20.0% more likely to fly dome



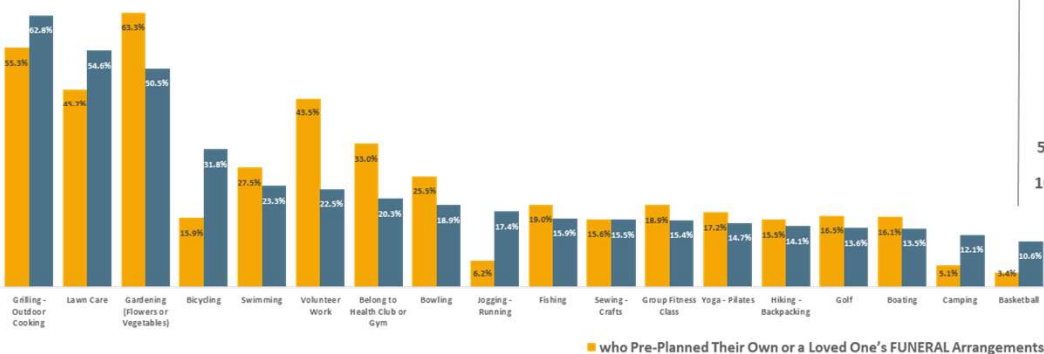
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



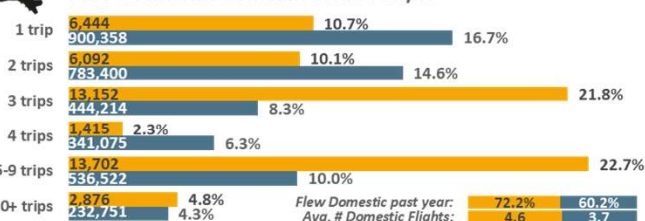
Political Activity: Adults 35 or older



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



Past 12-months Domestic Airline Trips: Adults 35 or older

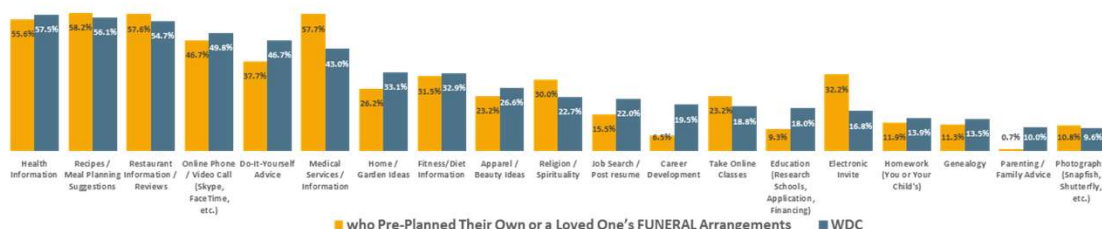




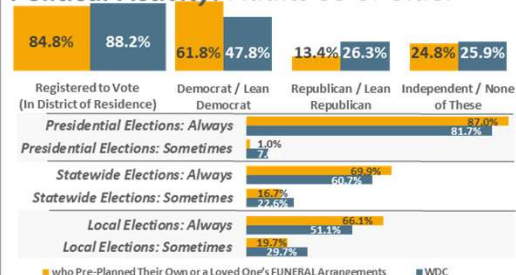
.9% or 34,702 of WDC DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 19.1% less likely to look up D-I-Y advice online, 29.4% more likely to always vote in local elections, 20.7% less likely to belong to a gym, 8.8% more likely to fly dom



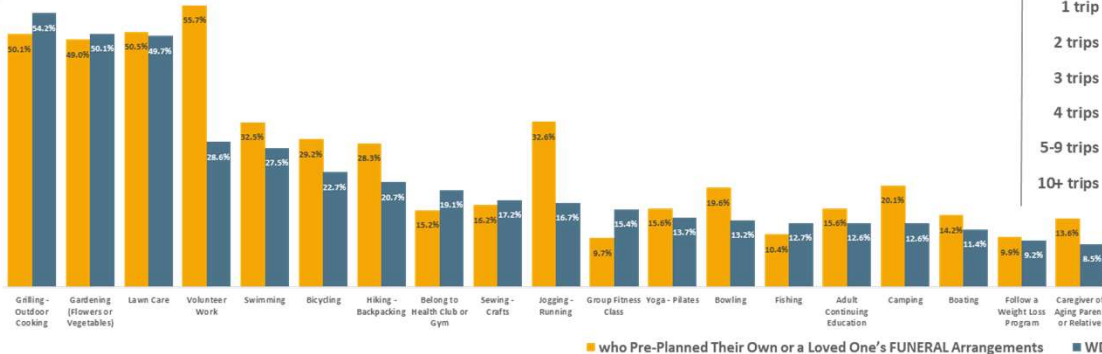
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



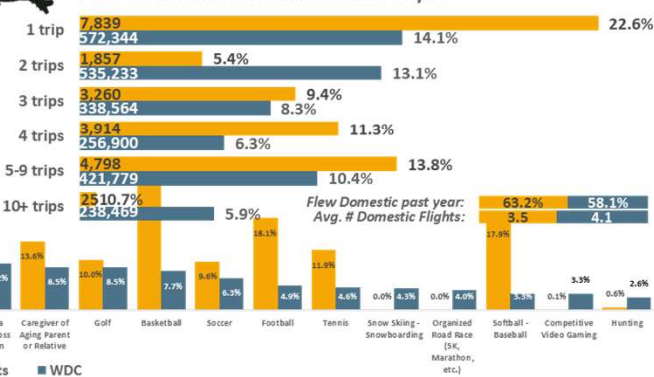
Political Activity: Adults 35 or older



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



Past 12-months Domestic Airline Trips: Adults 35 or older

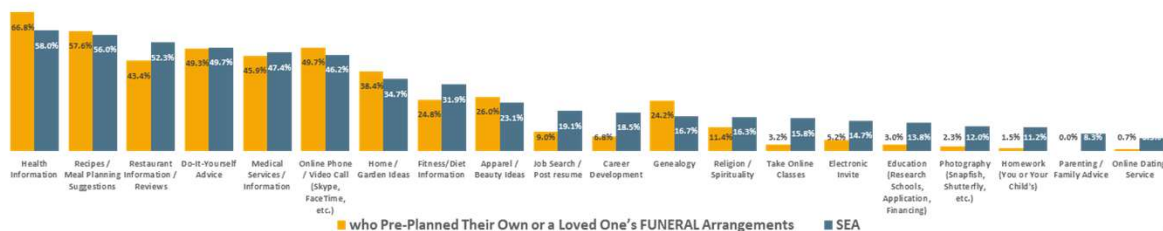




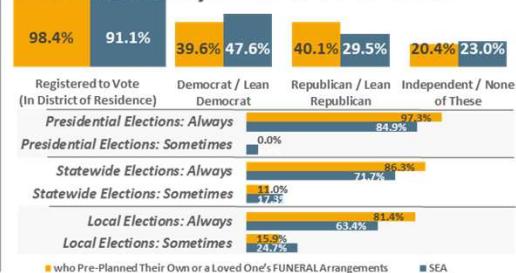
1.7% or 54,229 of SEA DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are .8% less likely to look up D-I-Y advice online, 28.4% more likely to always vote in local elections, 17.6% more likely to belong to a gym, 9.1% less likely to fly domes



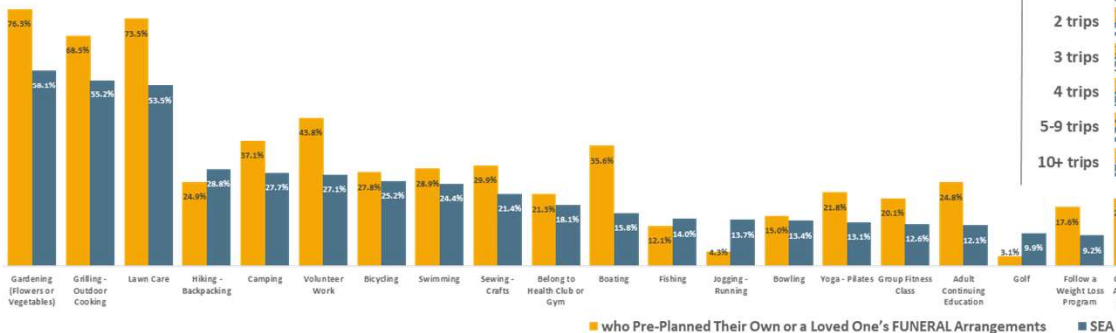
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



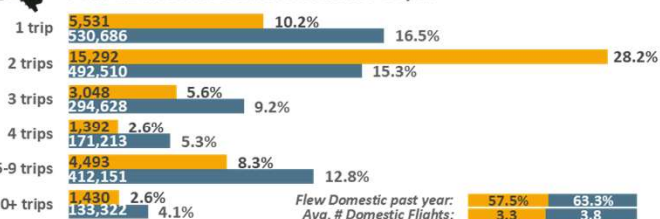
Political Activity: Adults 35 or older



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



Past 12-months Domestic Airline Trips: Adults 35 or older



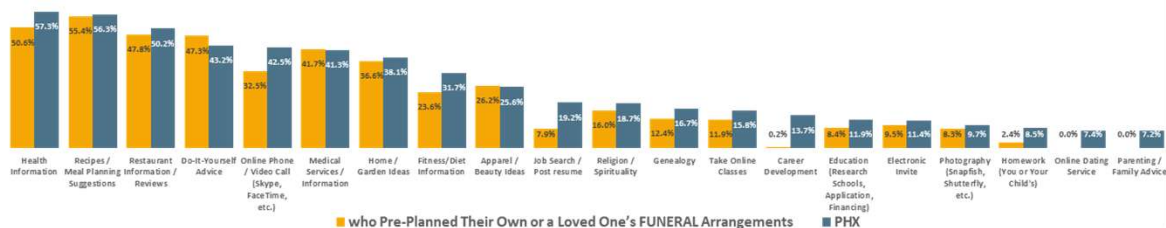
Flew Domestic past year: 57.5% (SEA) 63.3% (SEA)
Avg. # Domestic Flights: 3.3 (SEA) 3.8 (SEA)



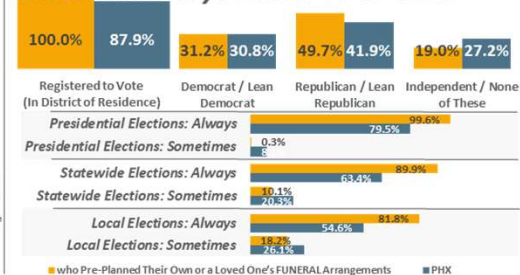
1.3% or 42,755 of PHX DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 9.5% more likely to look up D-I-Y advice online, 49.9% more likely to always vote in local elections, 14.6% more likely to belong to a gym, 20.5% less likely to fly dom



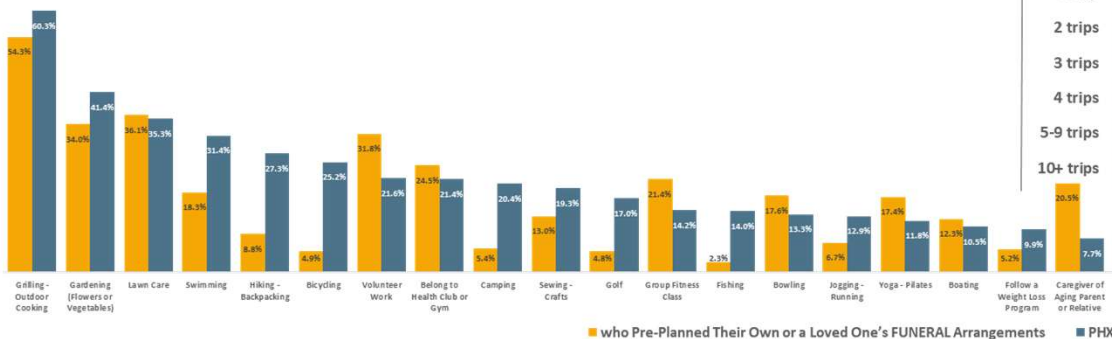
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



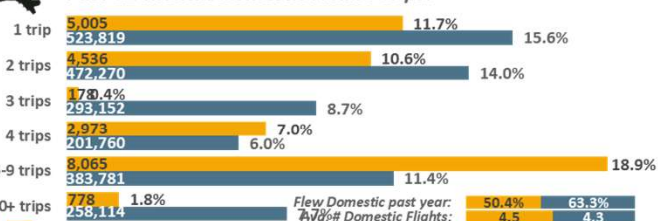
Political Activity: Adults 35 or older



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



Past 12-months Domestic Airline Trips: Adults 35 or older

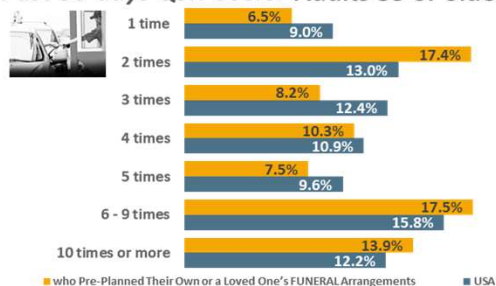


Flew Domestic past year: 50.4%
Avg # Domestic Flights: 4.5

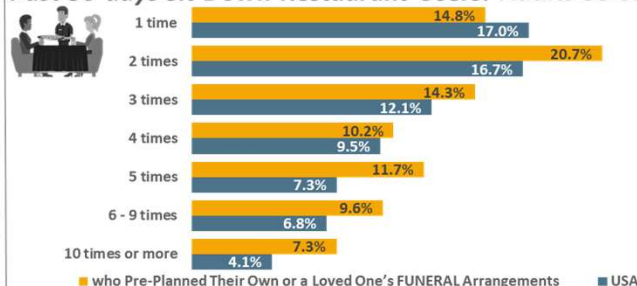


1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 1.7% less likely to use QSRs past mo., 20.5% more likely to use Sit-Down Restaurants past mo., 7.7% more likely to use Casinos past yr., 5.6% less likely to smoke cigaret

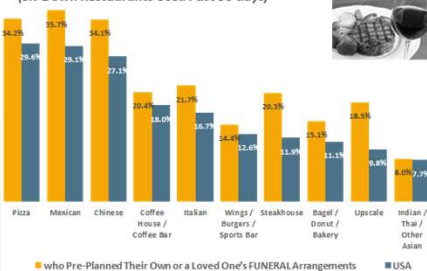
Past 30-days QSR Users: Adults 35 or older



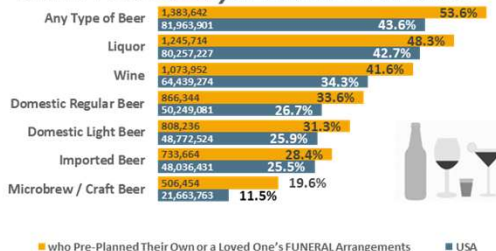
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



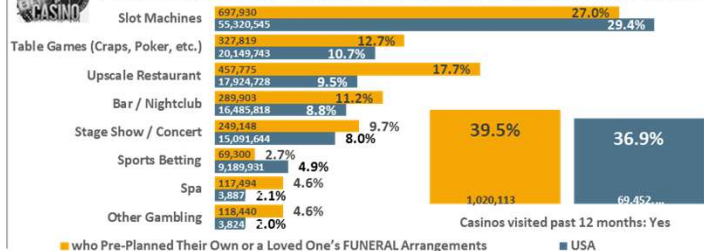
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



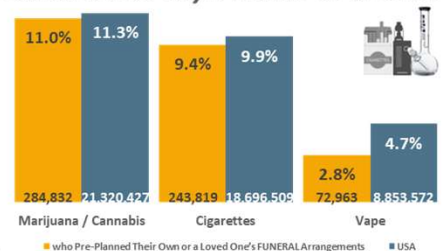
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



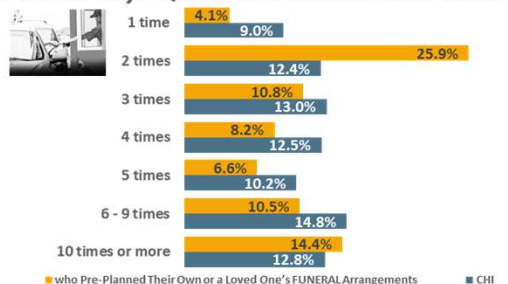
Used Past 30-days: Adults 35 or older



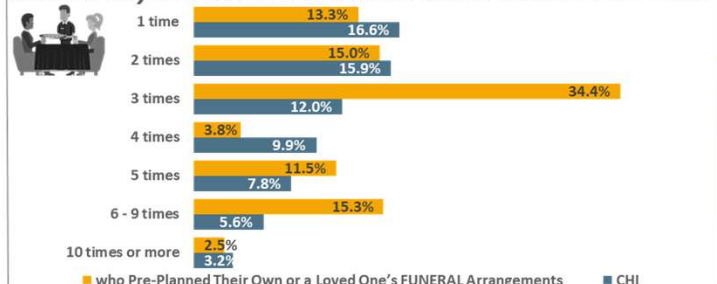


1.1% or 60,468 of CHI DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 4.8% less likely to use QSRs past mo., 34.8% more likely to use Sit-Down Restaurants past mo., 6.9% more likely to use Casinos past yr., 61.1% less likely to smoke ciga

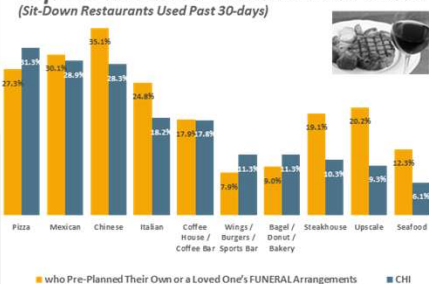
Past 30-days QSR Users: Adults 35 or older



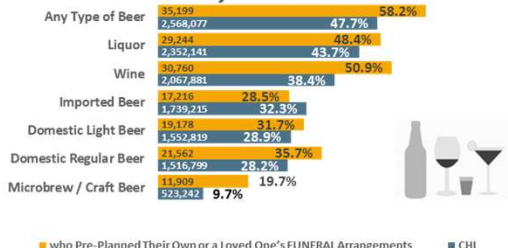
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



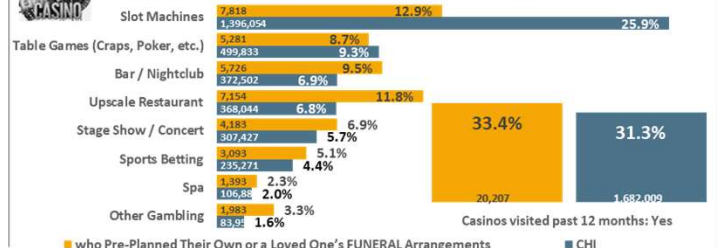
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



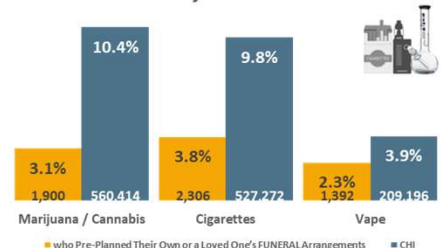
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



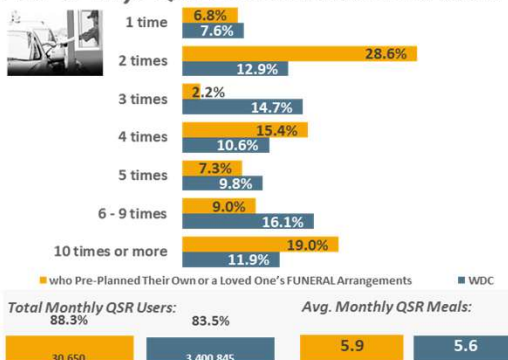
Used Past 30-days: Adults 35 or older



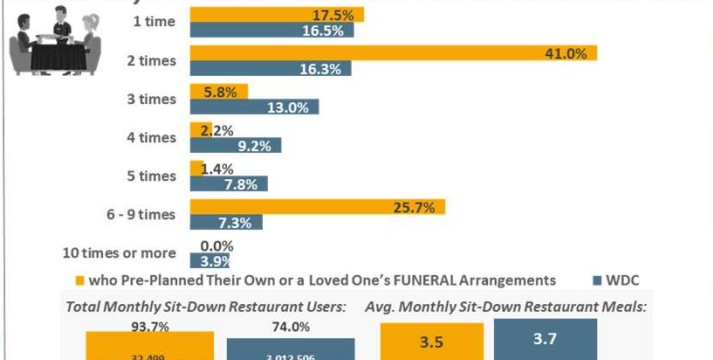


.9% or 34,702 of WDC DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 5.7% more likely to use QSRs past mo., 26.5% more likely to use Sit-Down Restaurants past mo., 20% less likely to use Casinos past yr., 105.6% more likely to smoke cig

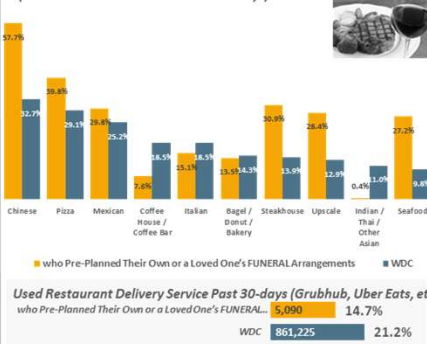
Past 30-days QSR Users: Adults 35 or older



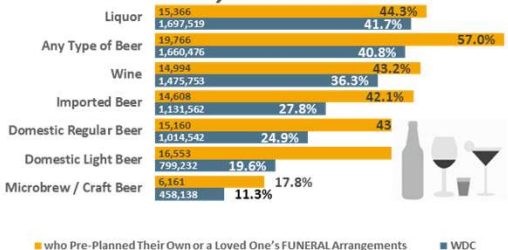
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



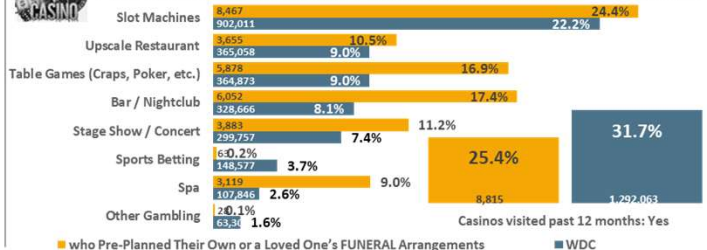
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



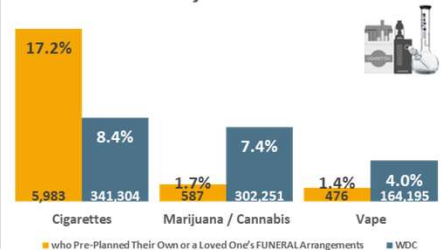
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older

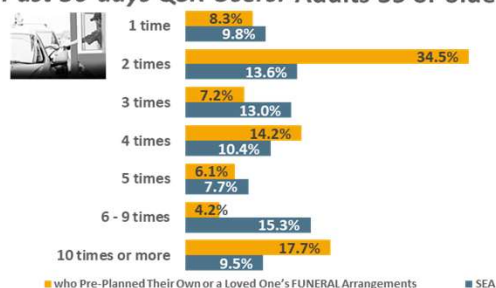


Used Past 30-days: Adults 35 or older



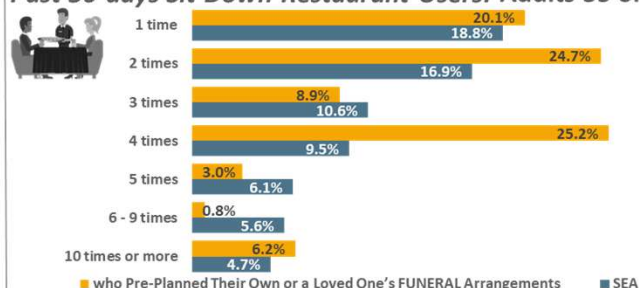
1.7% or 54,229 of SEA DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 16.3% more likely to use QSRs past mo., 23.2% more likely to use Sit-Down Restaurants past mo., 30.6% less likely to use Casinos past yr., 60.6% less likely to smoke ci

Past 30-days QSR Users: Adults 35 or older



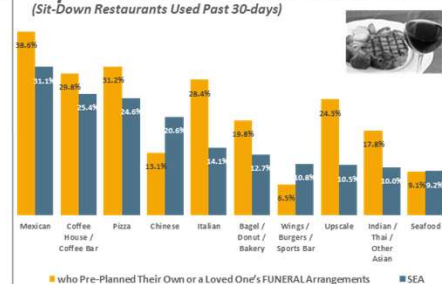
Total Monthly QSR Users: 92.2%
50,005
79.3%
2,540,767
Avg. Monthly QSR Meals: 5.2
5.2

Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 89.0%
48,257
72.2%
2,322,966
Avg. Monthly Sit-Down Restaurant Meals: 3.5
3.7

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

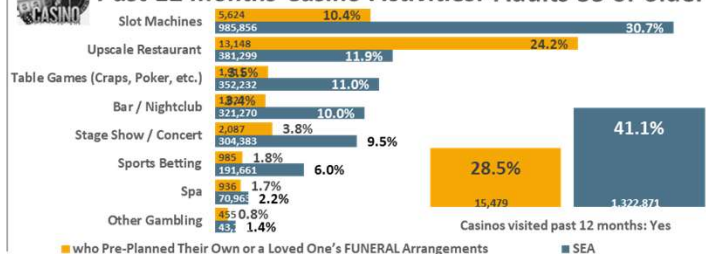


Used Restaurant Delivery Service Past 30-days (GrubHub, Uber Eats, etc.)
who Pre-Planned Their Own or a Loved One's FUNERAL... 3,850 7.1%
SEA 510,760 15.9%

Drank Past 30-days: Adults 35 or older

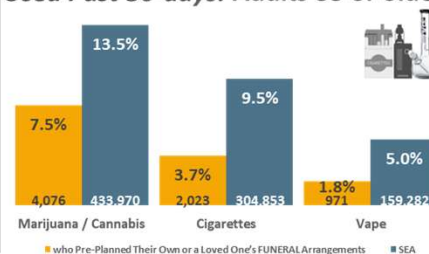


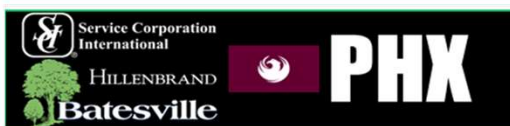
Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes
15,479
1,372,671

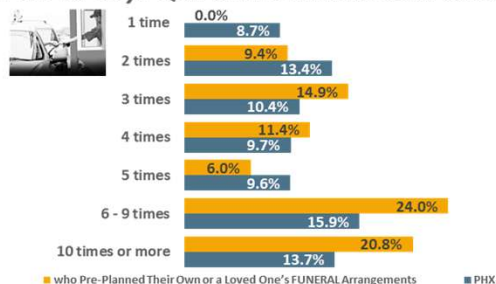
Used Past 30-days: Adults 35 or older



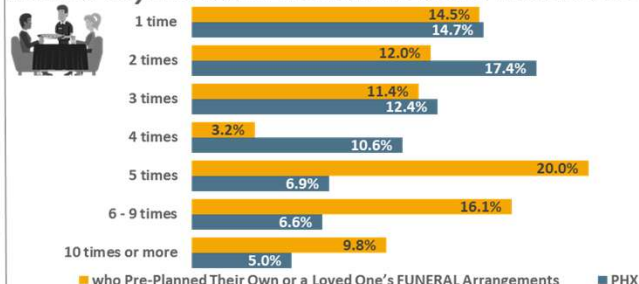


1.3% or 42,755 of PHX DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 6.2% more likely to use QSRs past mo., 18.3% more likely to use Sit-Down Restaurants past mo., 5.6% more likely to use Casinos past yr., 49.8% less likely to smoke ciga

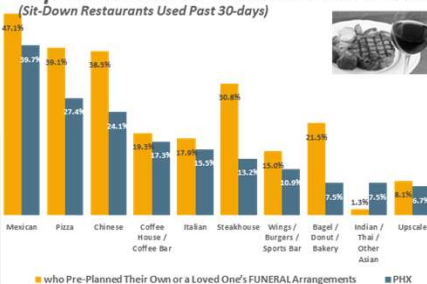
Past 30-days QSR Users: Adults 35 or older



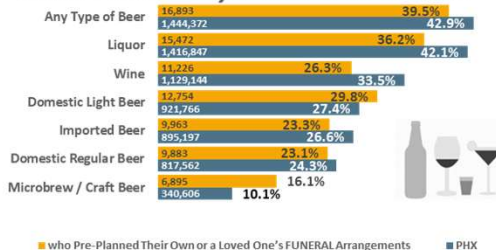
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



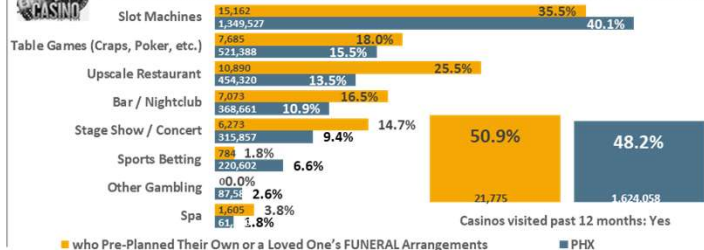
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



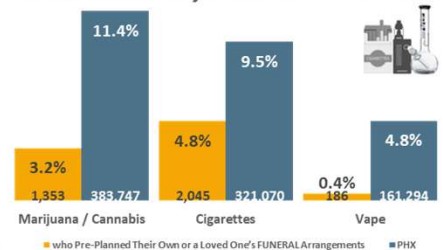
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

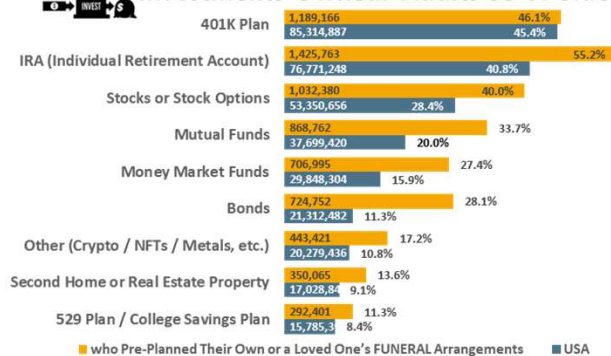




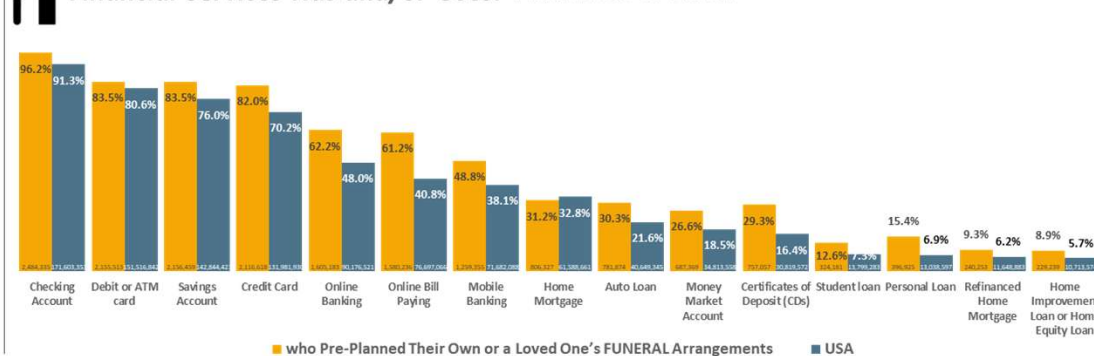
1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 1.5% more likely to have a 401K, 40.1% more likely to have an Auto Loan, 42.3% more likely to Invest/Trade Stocks Online, 6.1% more likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



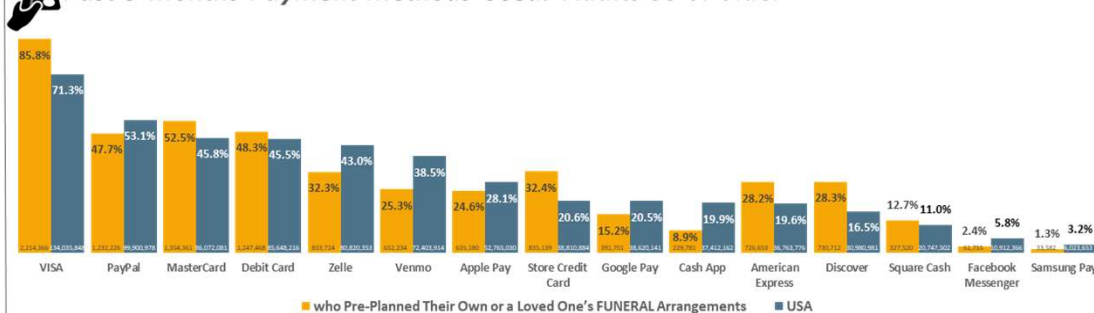
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

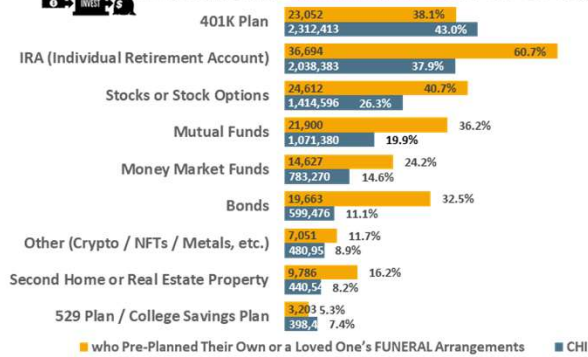
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



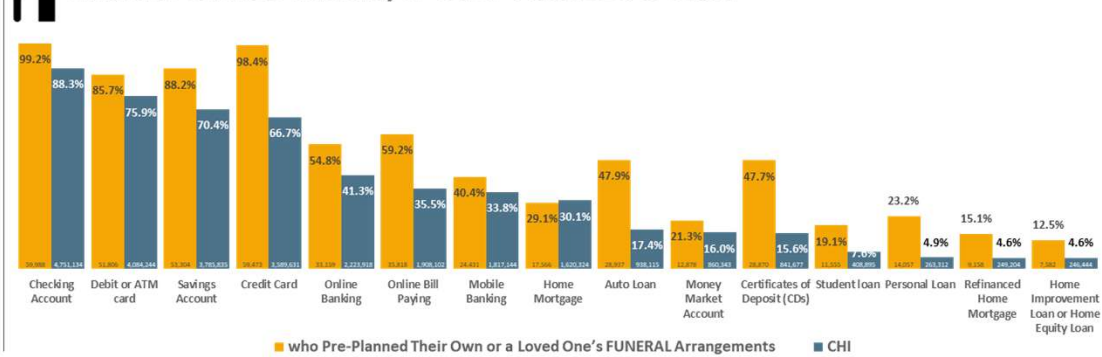
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Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 11.3% less likely to have a 401K, 174.5% more likely to have an Auto Loan, 138.9% more likely to Invest/Trade Stocks Online, 39.6% more likely to pay with their Debit C



Investments Owned: Adults 35 or older



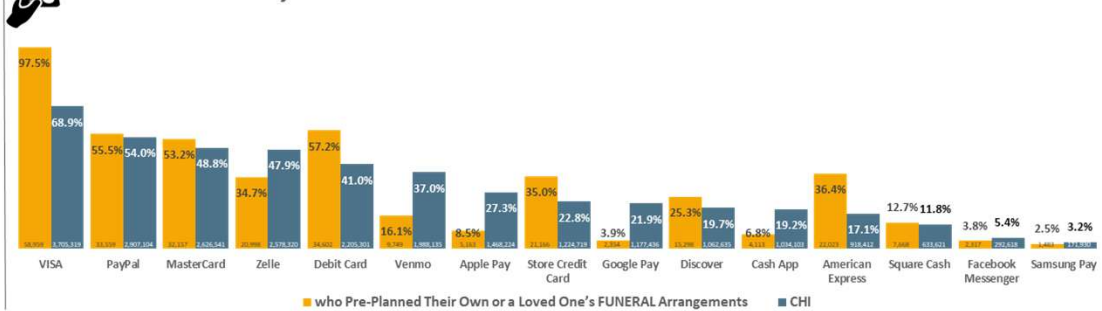
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older





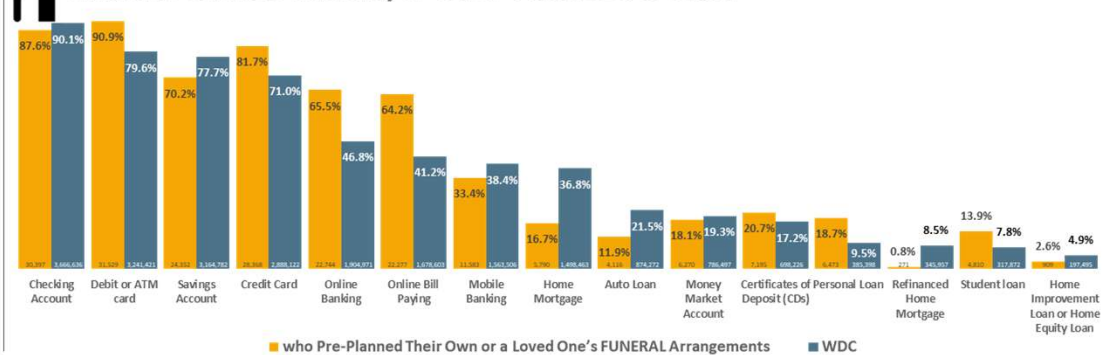
.9% or 34,702 of WDC DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 5.7% more likely to have a 401K, 44.8% less likely to have an Auto Loan, 88.7% more likely to Invest/Trade Stocks Online, 33.4% more likely to pay with their Debit Card



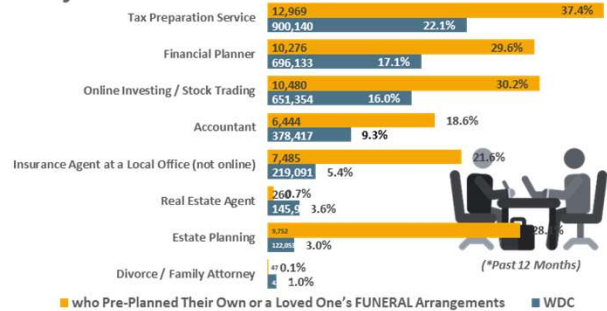
Investments Owned: Adults 35 or older



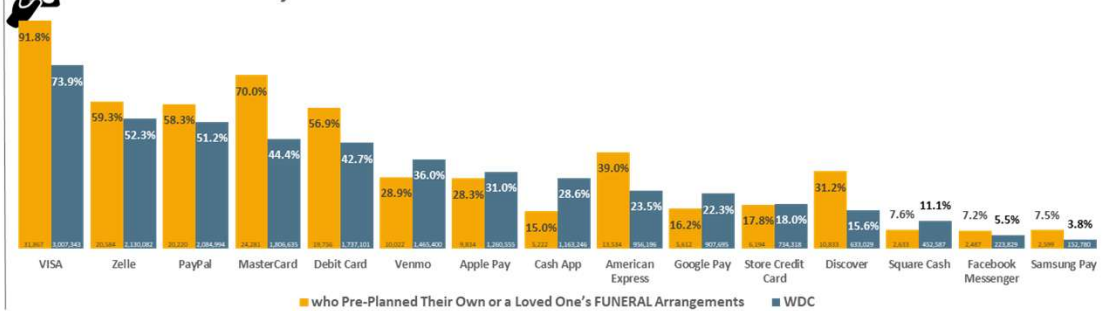
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



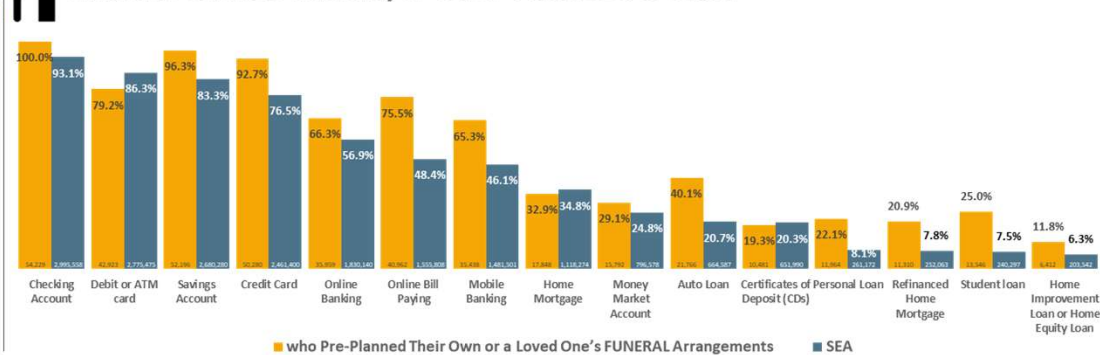
1.7% or 54,229 of SEA DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL...
Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 23.6% more likely to have a 401K, 94.2% more likely to have an Auto Loan, 53.1% more likely to Invest/Trade Stocks Online, 19.4% less likely to pay with their Debit Car



Investments Owned: Adults 35 or older



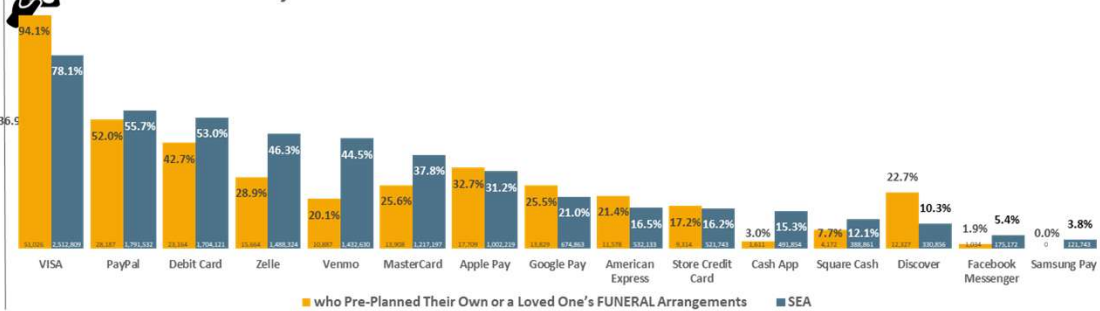
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



Past 3-Months Payment Methods Used: Adults 35 or older



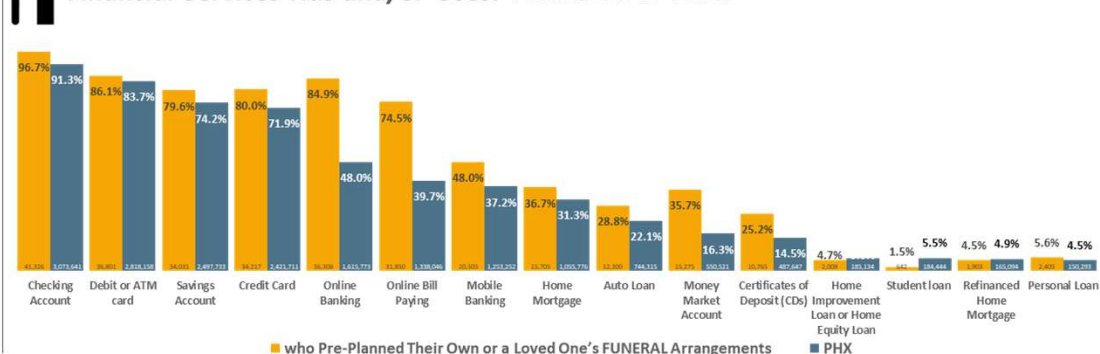
1.3% or 42,755 of PHX DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 18.7% less likely to have a 401K, 30.2% more likely to have an Auto Loan, 79.% more likely to Invest/Trade Stocks Online, 10.6% less likely to pay with their Debit Card



Investments Owned: Adults 35 or older



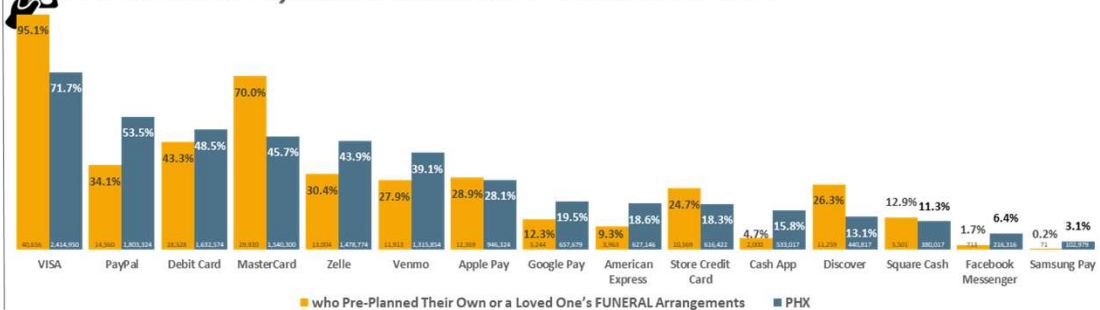
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

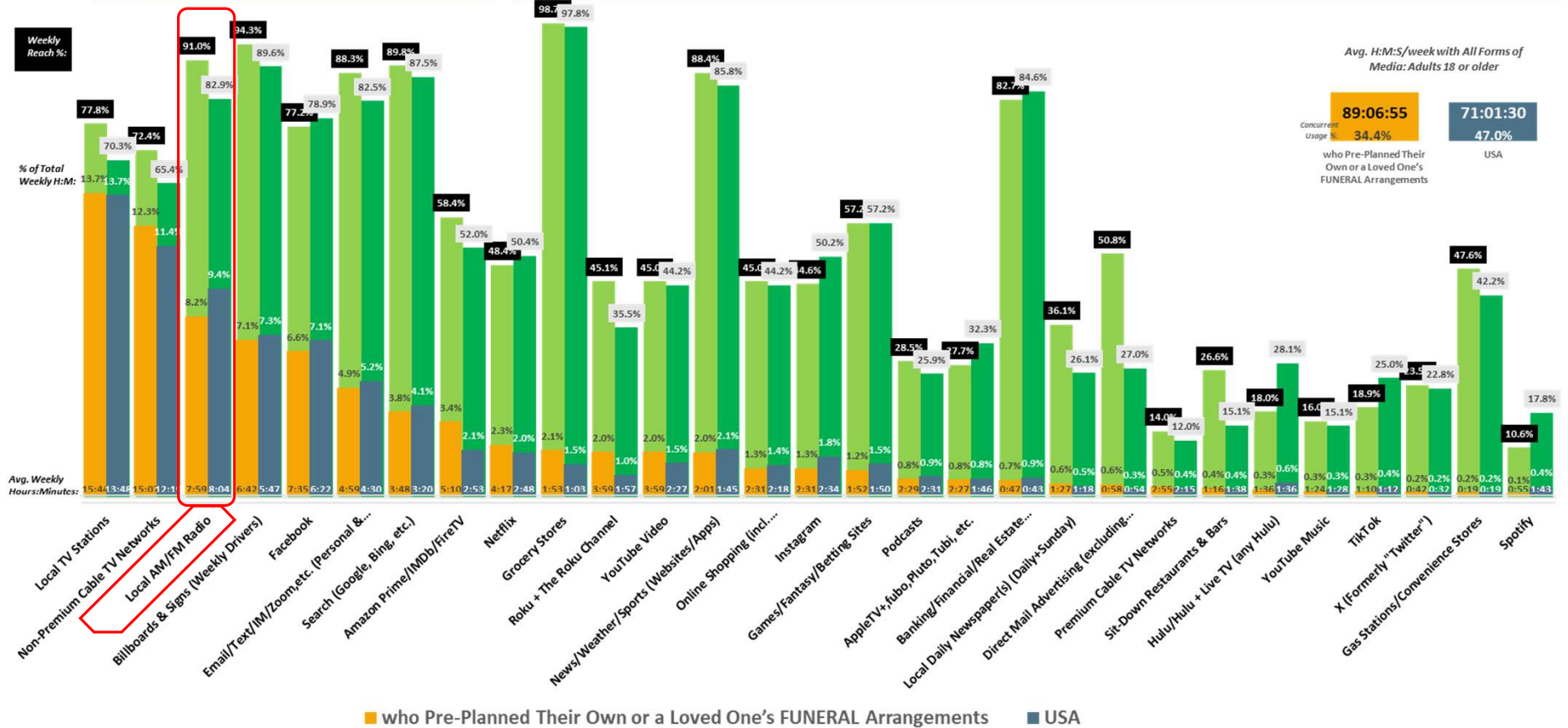


Past 3-Months Payment Methods Used: Adults 35 or older





Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 3 days, 17 hours, 6 minutes and 55 seconds each week with All Forms of Media.
 91.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 7 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



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

89:06:55
 Concurrent Usage: 34.4%

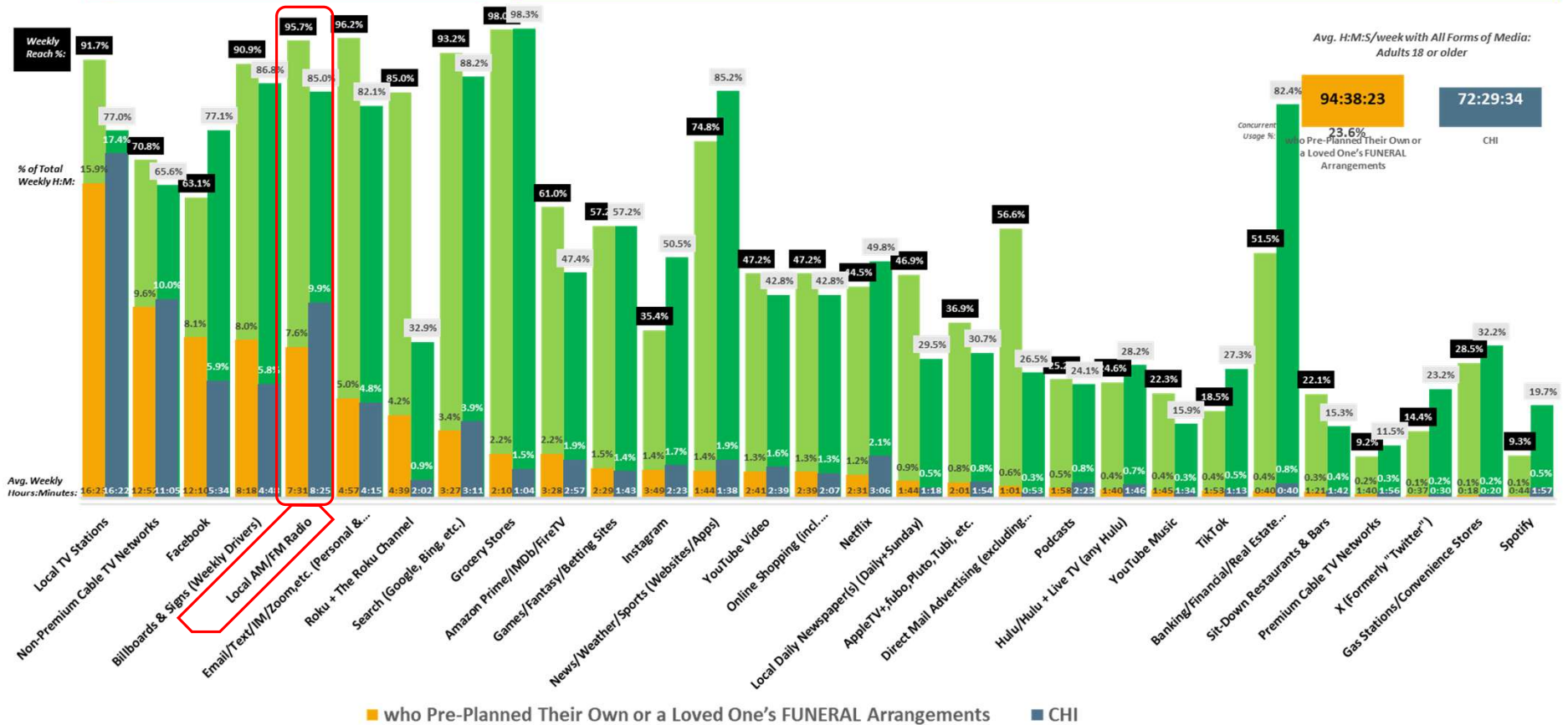
71:01:30
 47.0%

who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

USA



Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 3 days, 22 hours, 38 minutes and 23 seconds each week with All Forms of Media.
 95.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 7 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 7.6% of total time spent with all forms of Media.

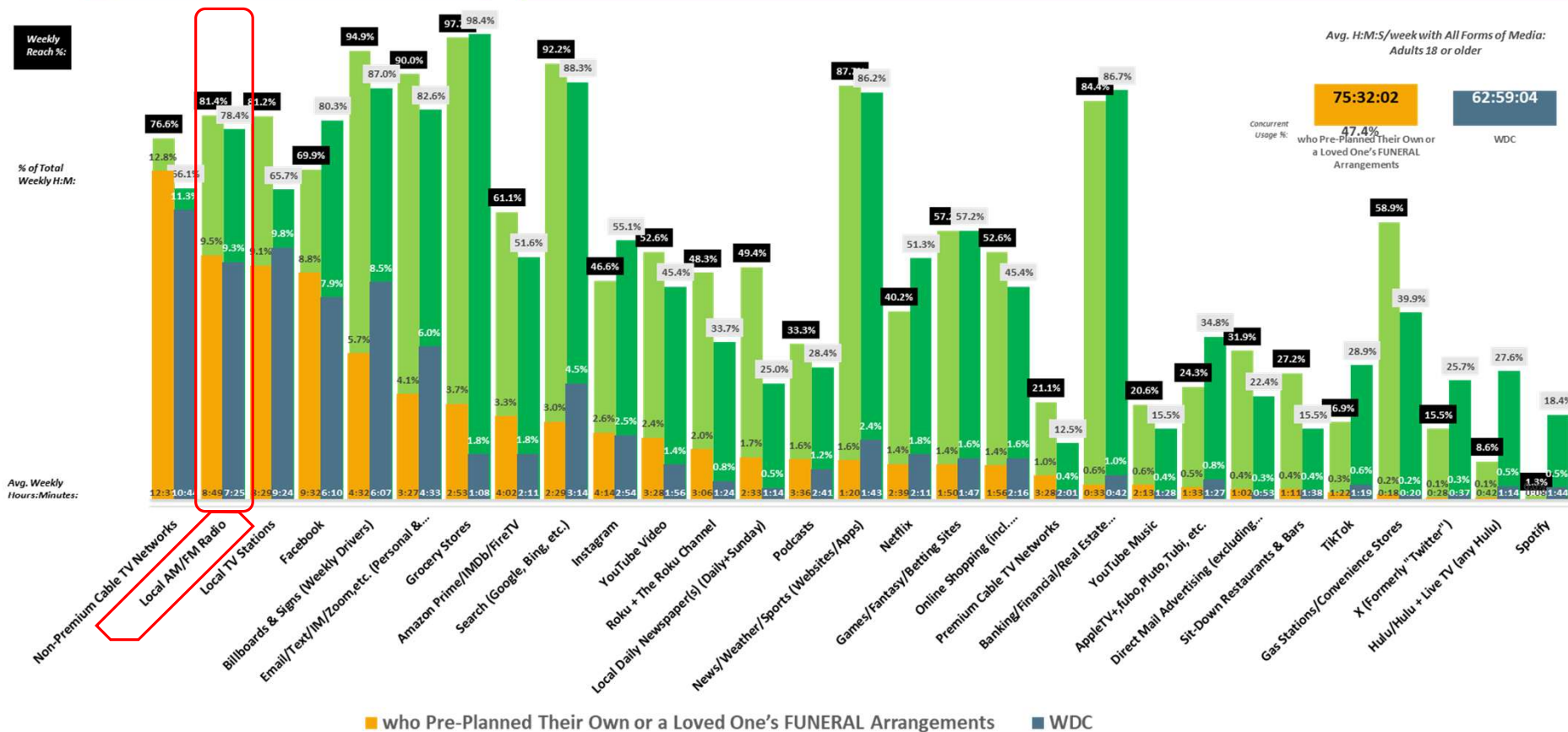


Avg. H:M:S/week with All Forms of Media:
 Adults 18 or older

94:38:23
 23.6% who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

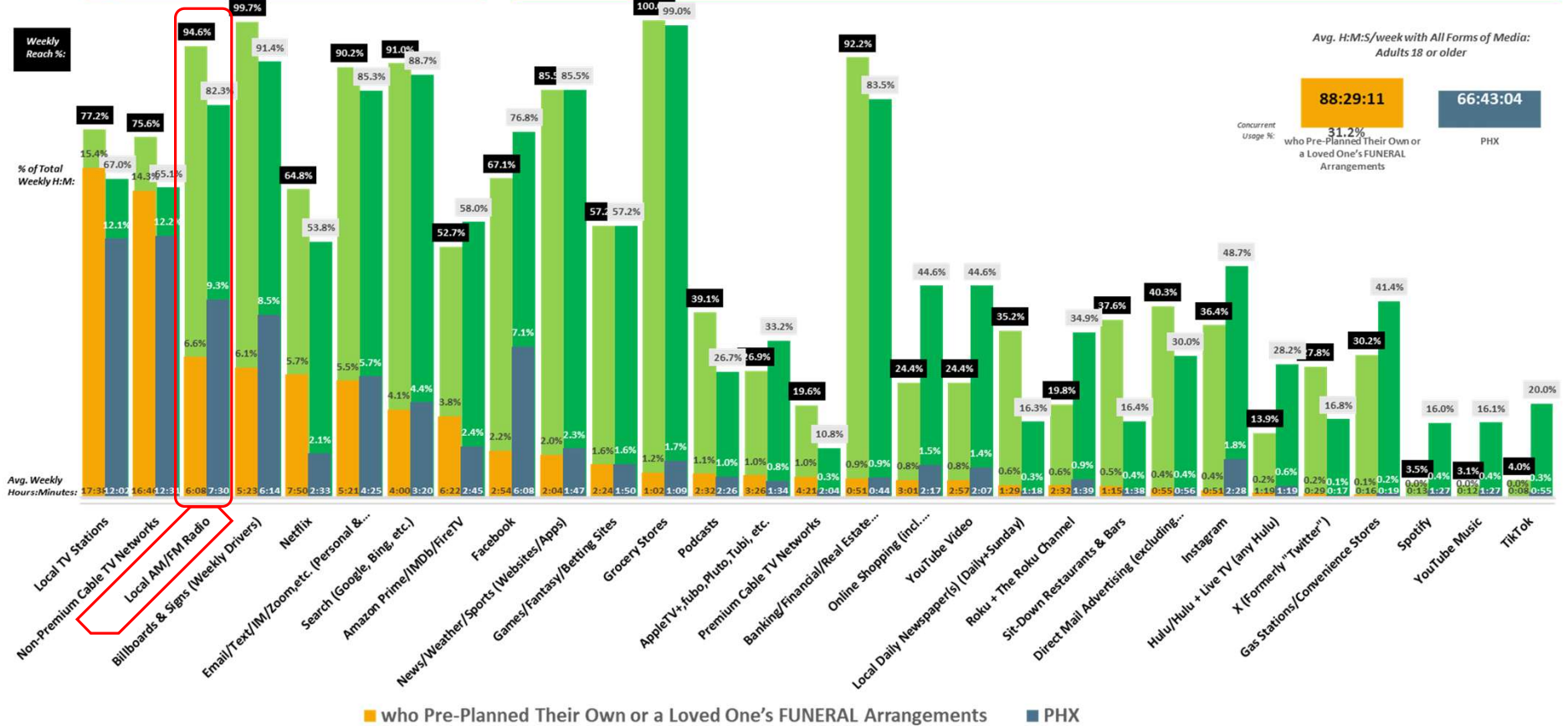
CHI

Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 3 days, 3 hours, 32 minutes and 2 seconds each week with All Forms of Media.
81.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.5% of total time spent with all forms of Media.



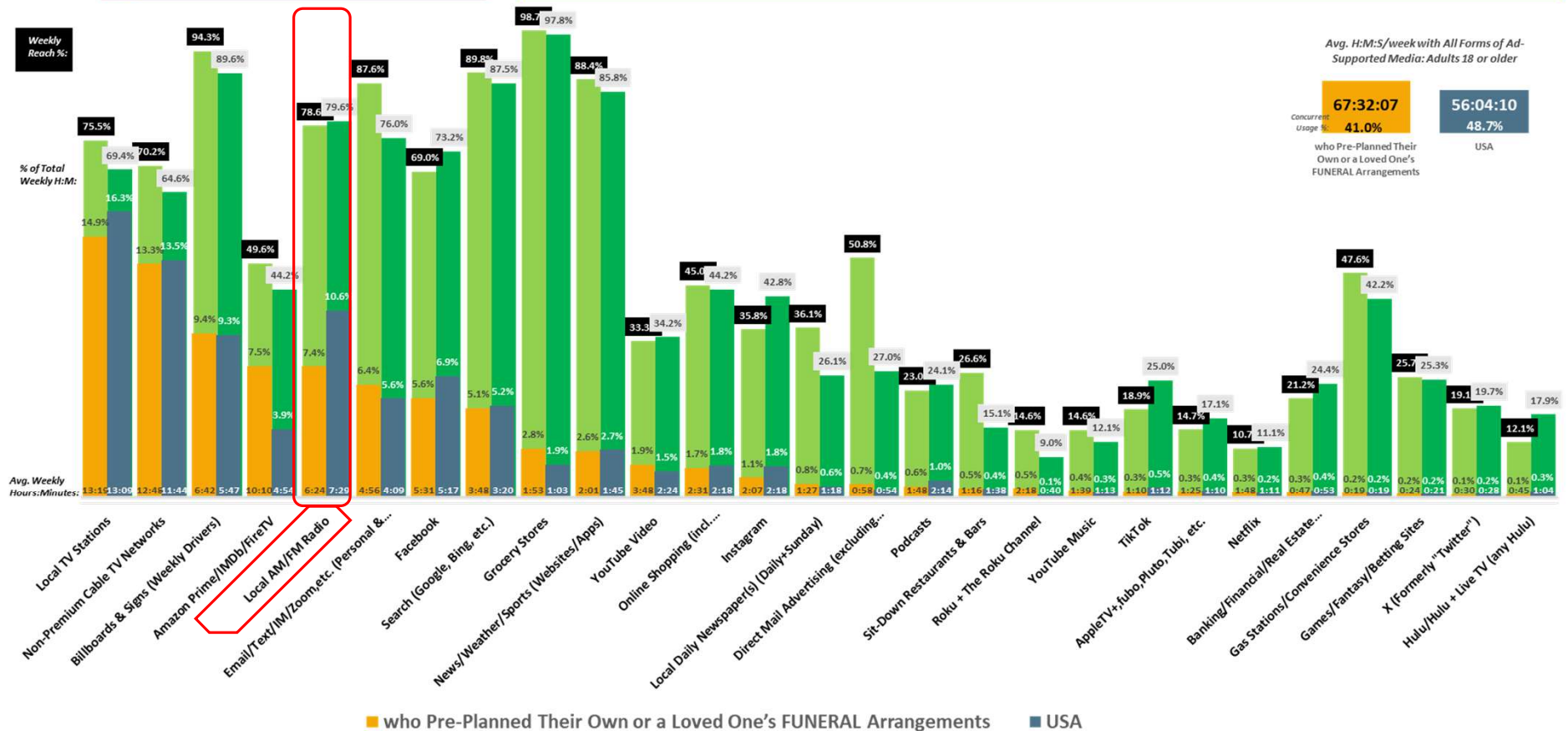


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 3 days, 16 hours, 29 minutes and 11 seconds each week with All Forms of Media.
94.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 6 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.





Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 2 days, 19 hours, 32 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
78.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 6 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.4% of total time spent with all forms of Ad-Supported

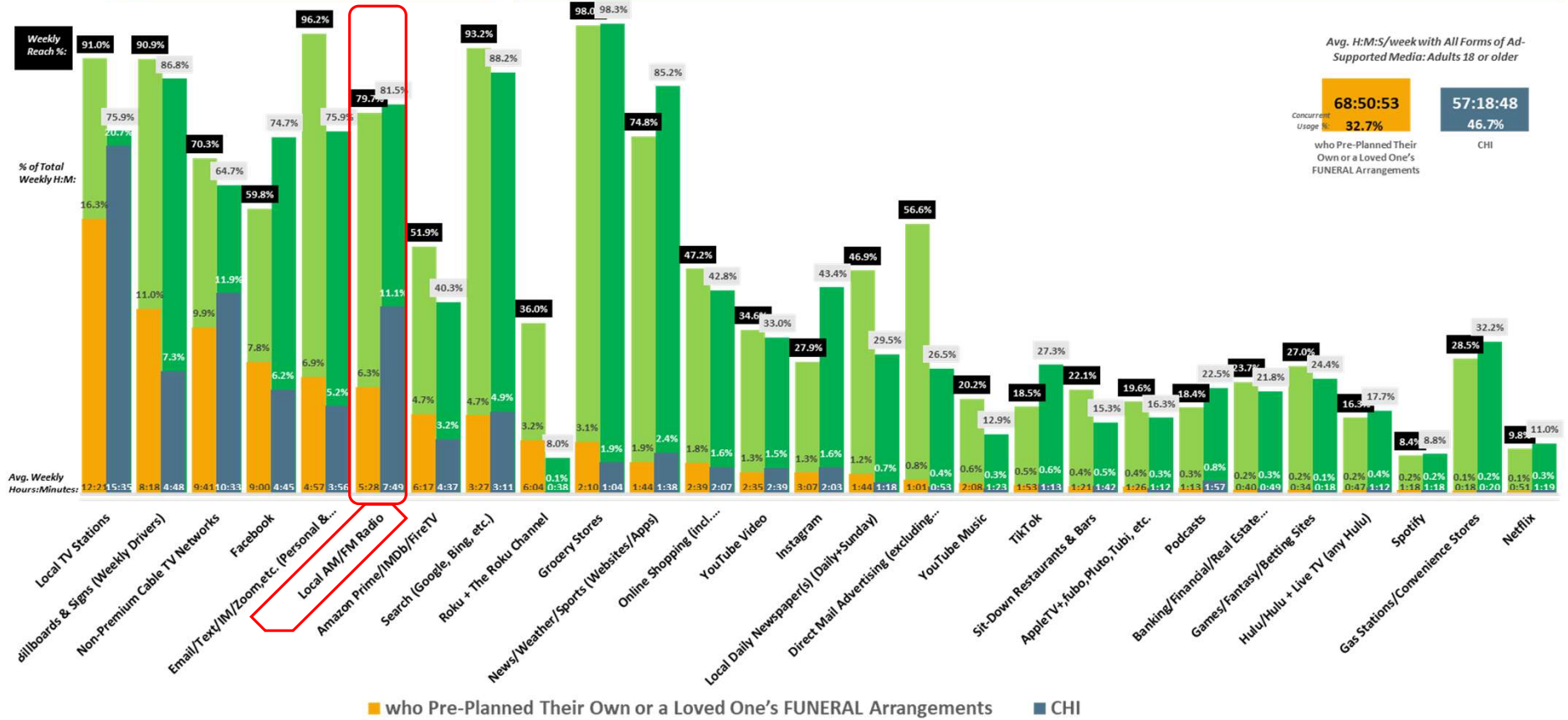


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

67:32:07	56:04:10
41.0%	48.7%
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements	USA



Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 2 days, 20 hours, 50 minutes and 53 seconds each week with All Forms of Ad-Supported Media.
 79.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 5 hours and 28 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.3% of total time spent with all forms of Ad-Supported

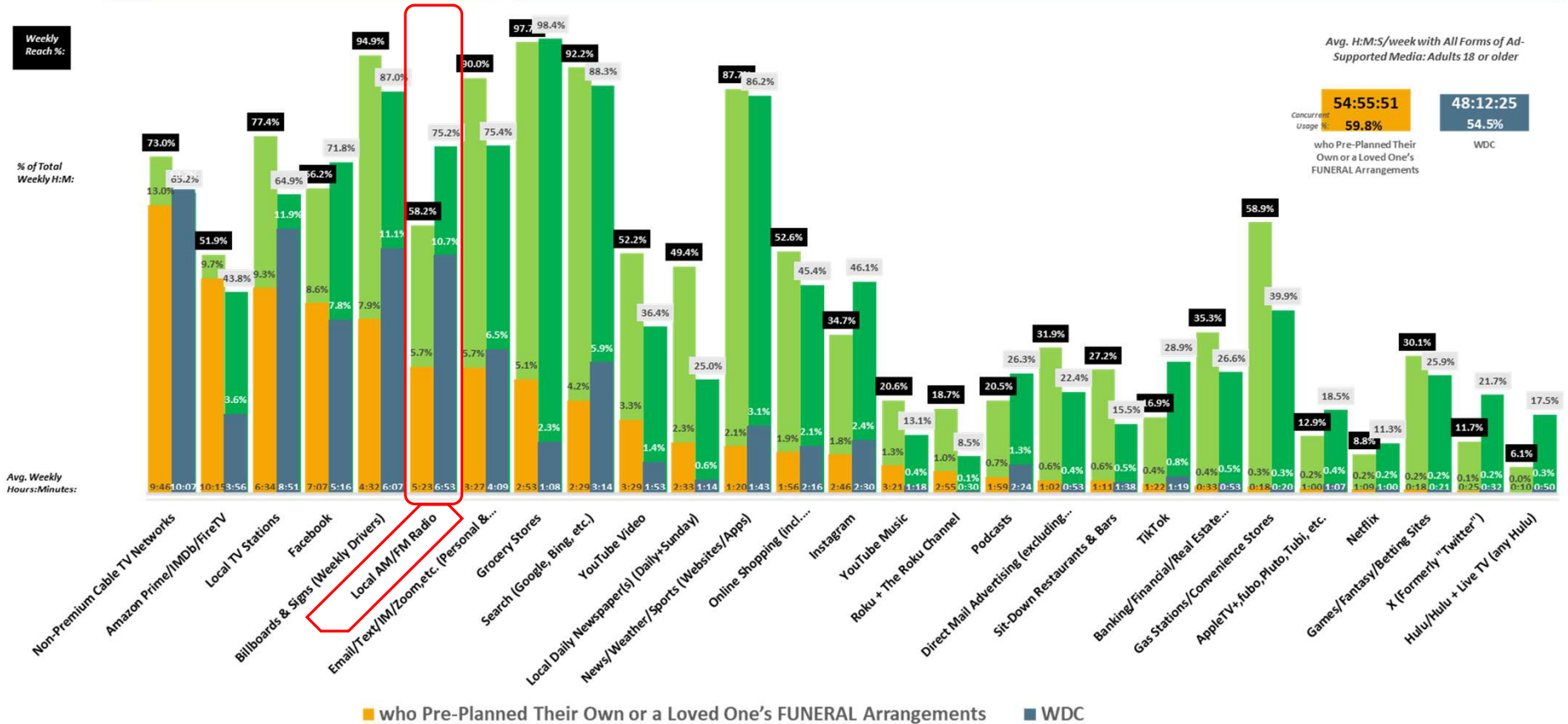


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

68:50:53	57:18:48
32.7%	46.7%
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements	CHI

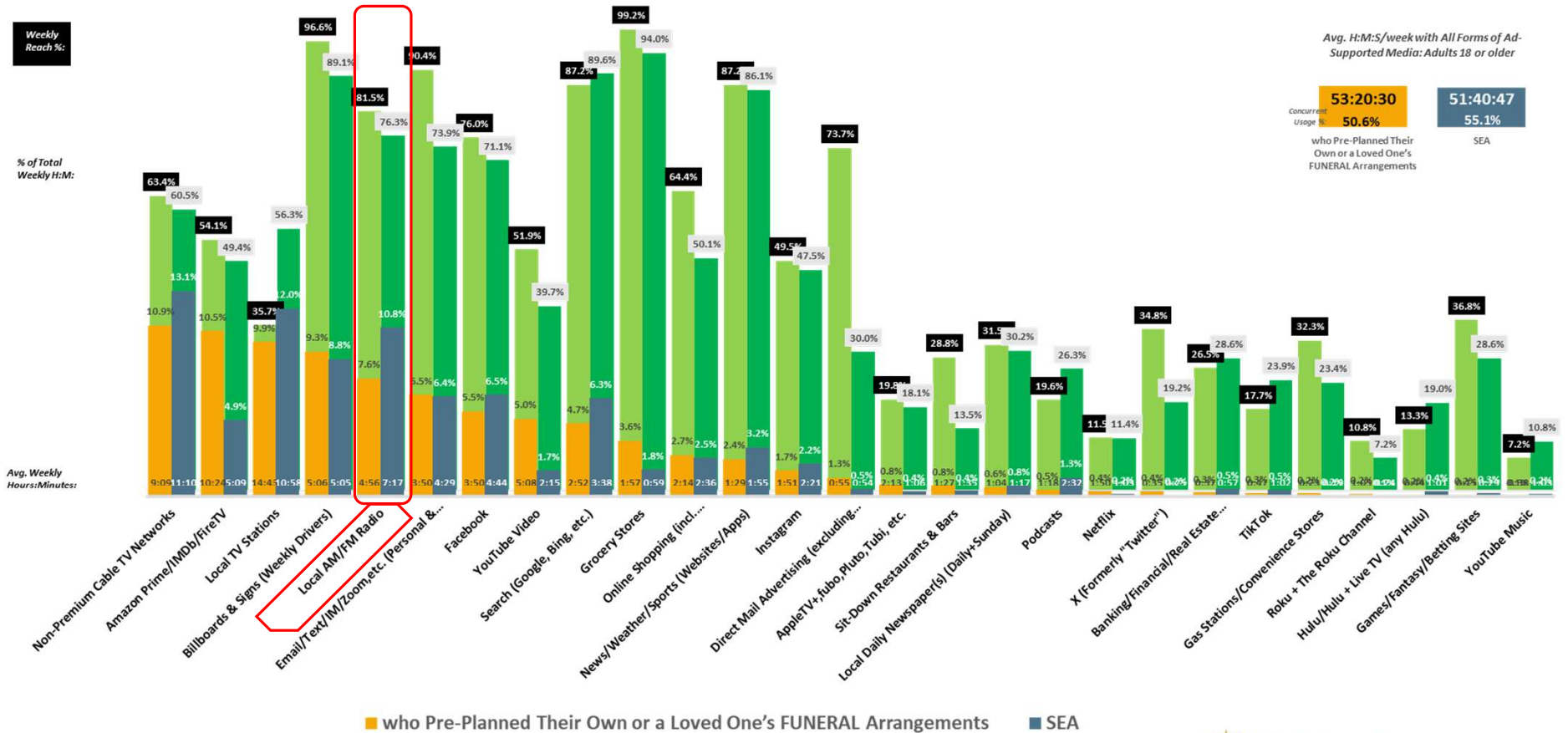


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 2 days, 6 hours, 55 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 58.2% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 5 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.7% of total time spent with all forms of Ad-Supported





Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 2 days, 5 hours, 20 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
 81.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 4 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.6% of total time spent with all forms of Ad-Supported



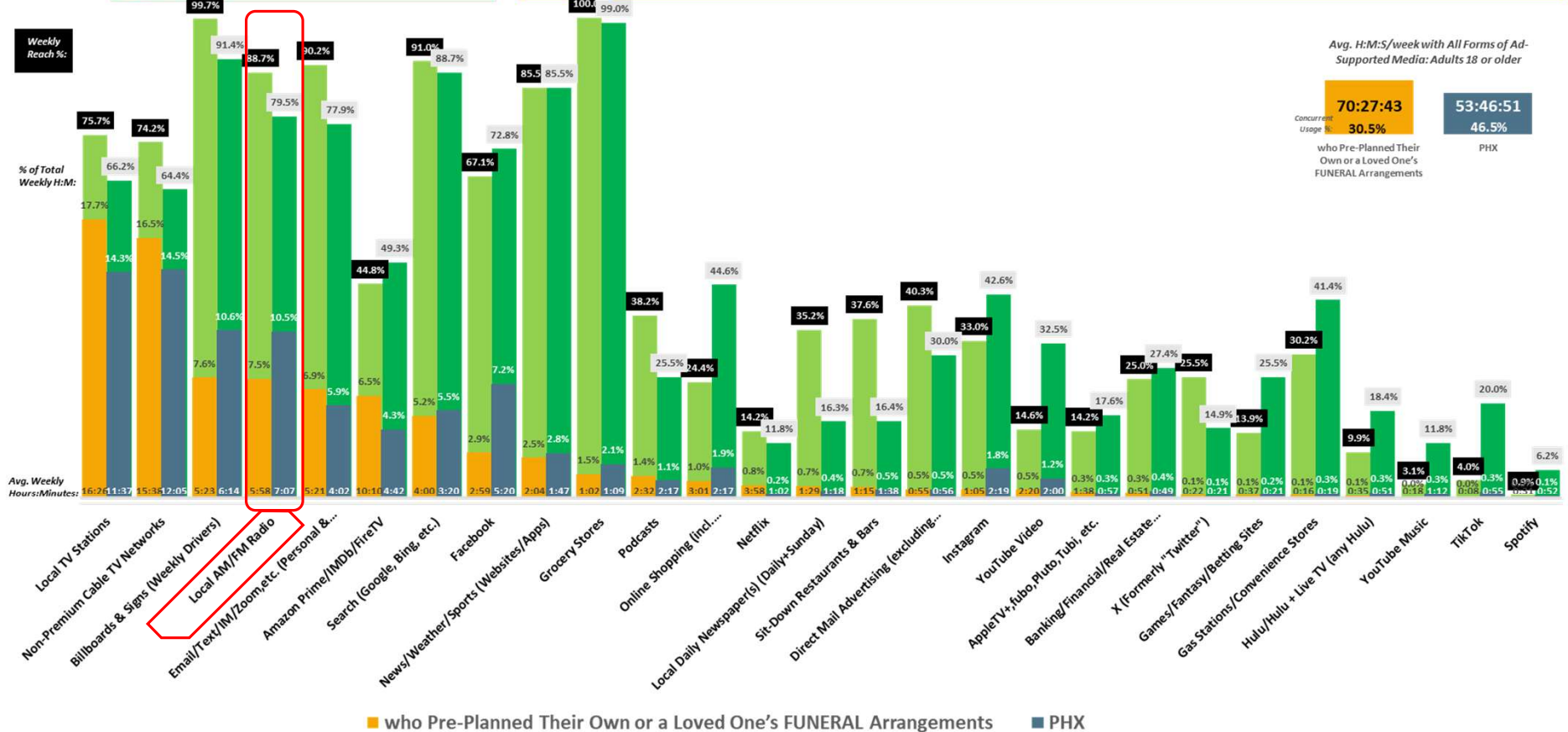
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 58 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 2 days, 22 hours, 27 minutes and 43 seconds each week with All Forms of Ad-Supported Media.
 88.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 5 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.5% of total time spent with all forms of Ad-Supported



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

who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements	PHX
70:27:43	53:46:51
30.5%	46.5%



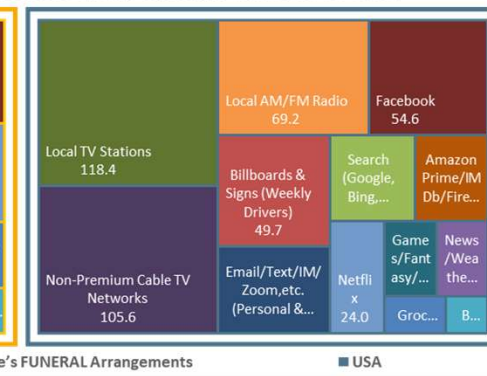
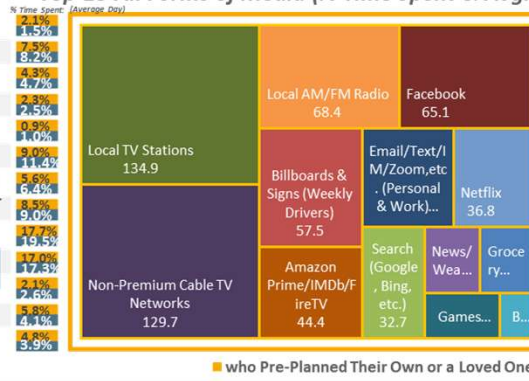
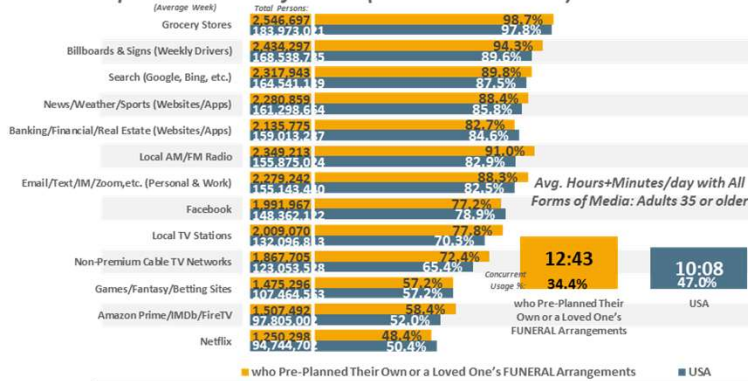
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 9 hours and 38 minutes each day with All Forms of Ad-Supported Media. 78.6% listen to Local AM/FM Radio for an avg. of 54.9 minutes/day. (Local Radio delivers 7.4% of Time with Ad-Supported Media.)

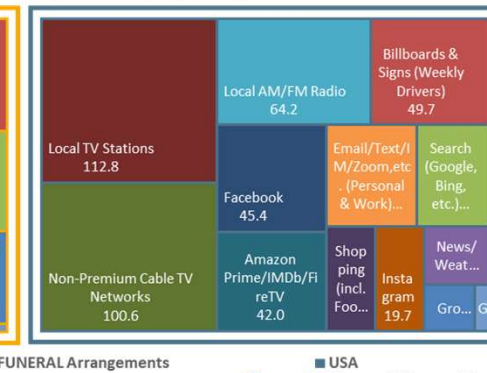
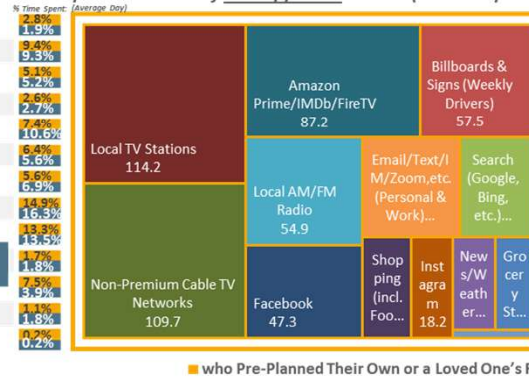
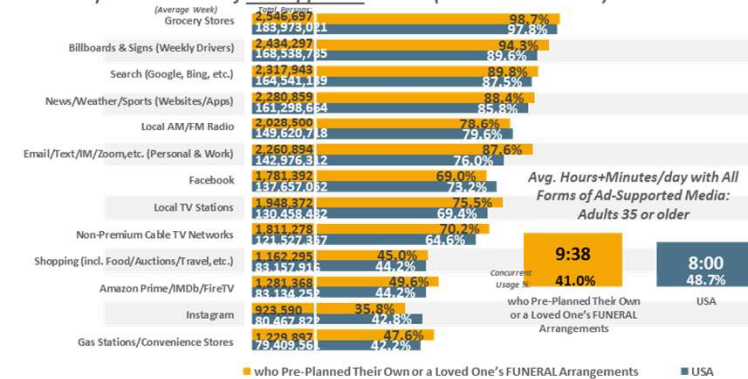
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

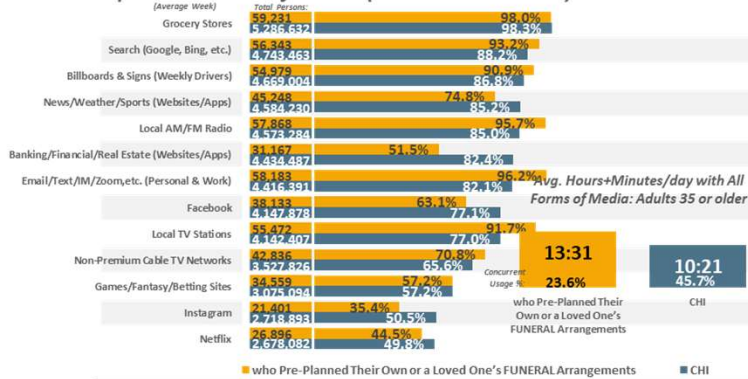
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



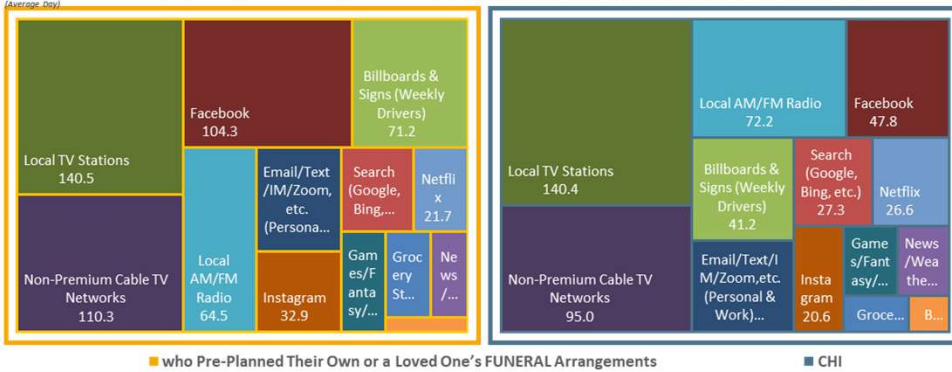


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 9 hours and 50 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 46.9 minutes/day. (Local Radio delivers 6.3% of Time with Ad-Supported Media.)

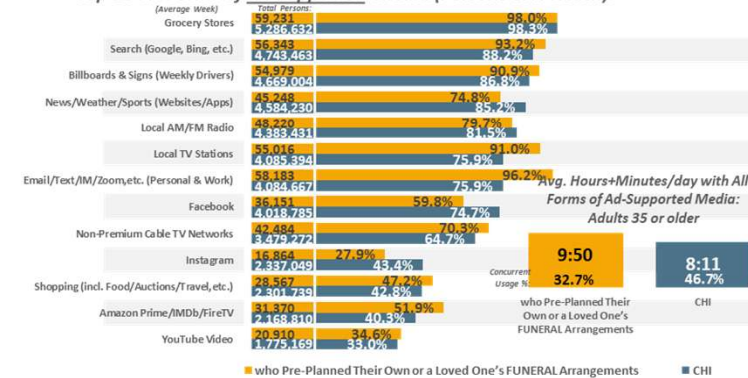
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



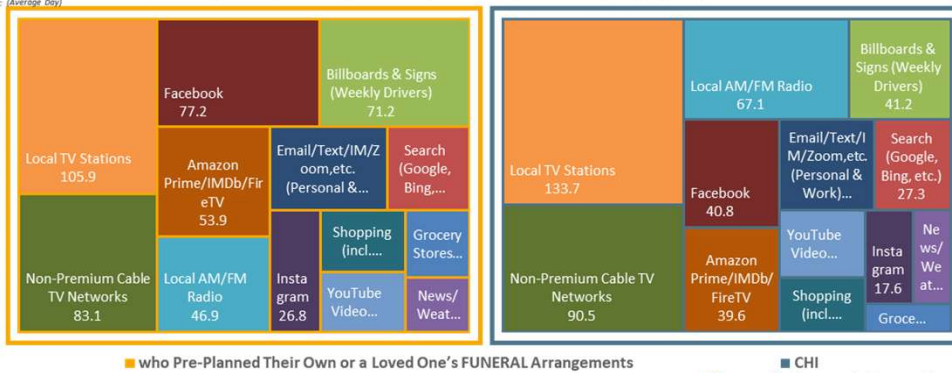
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



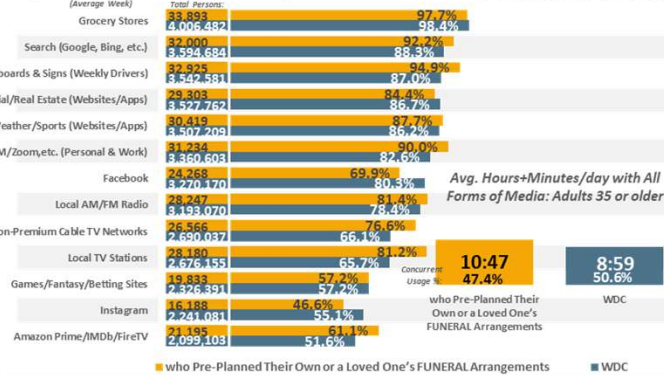
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



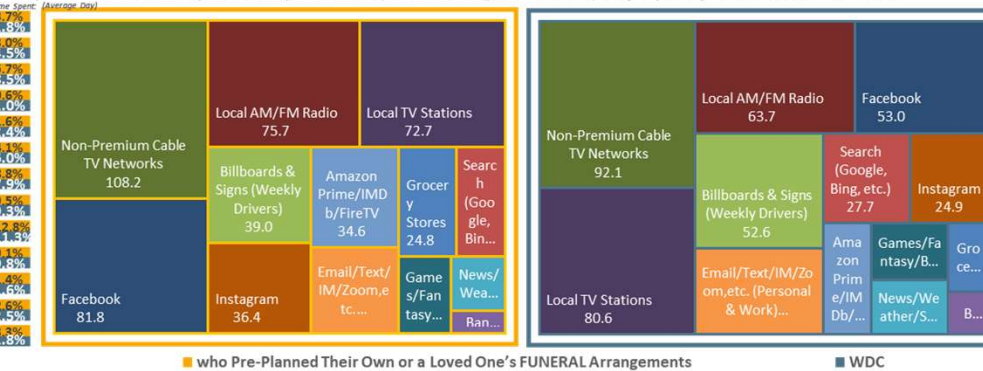


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 58.2% listen to Local AM/FM Radio for an avg. of 46.3 minutes/day. (Local Radio delivers 5.7% of Time with Ad-Supported Media.)

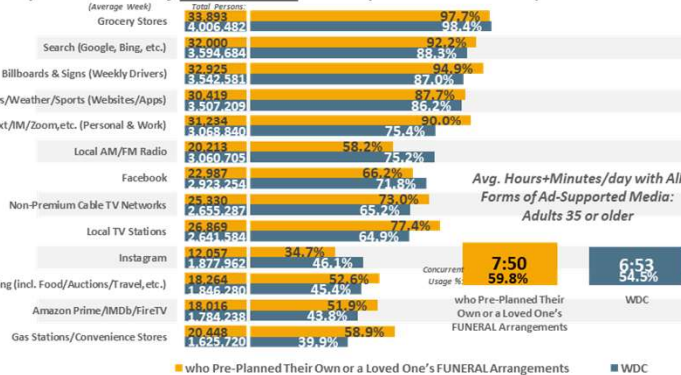
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



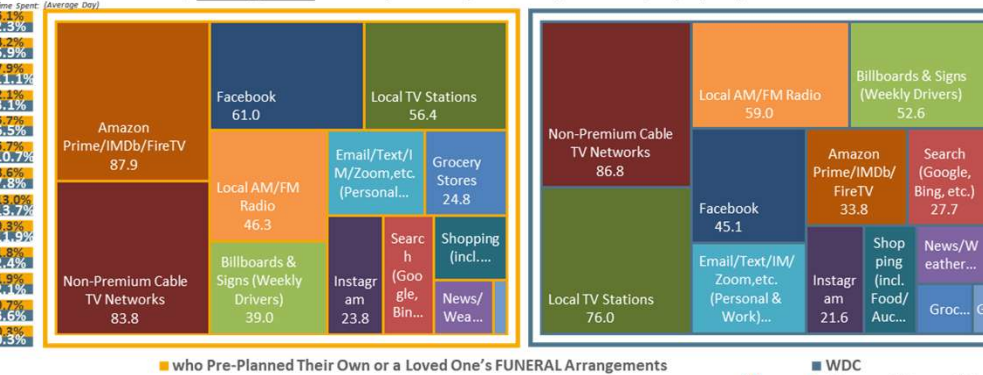
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



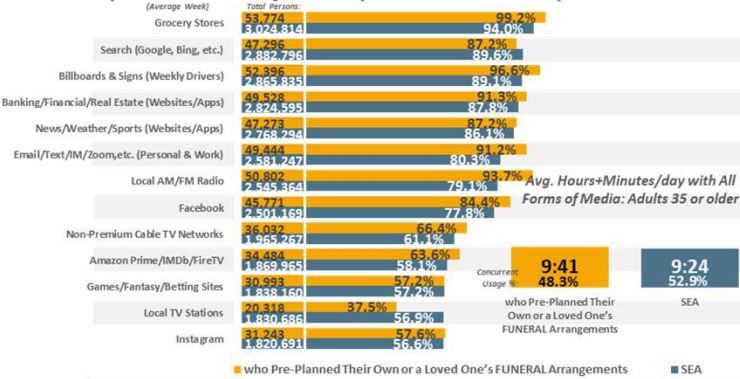
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



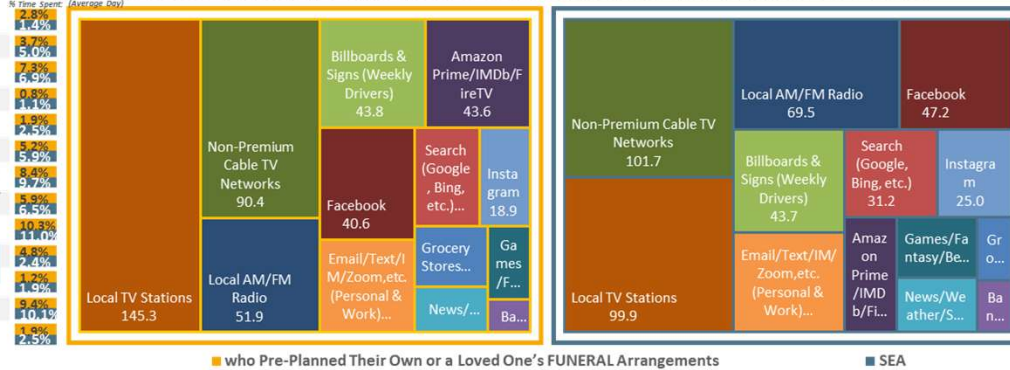


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 7 hours and 37 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 42.4 minutes/day. (Local Radio delivers 7.6% of Time with Ad-Supported Media.)

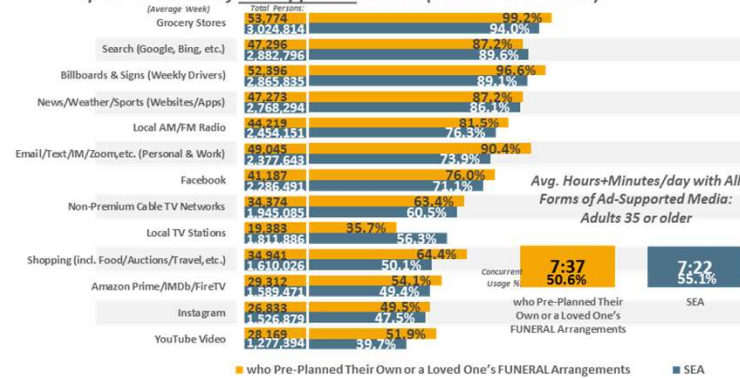
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



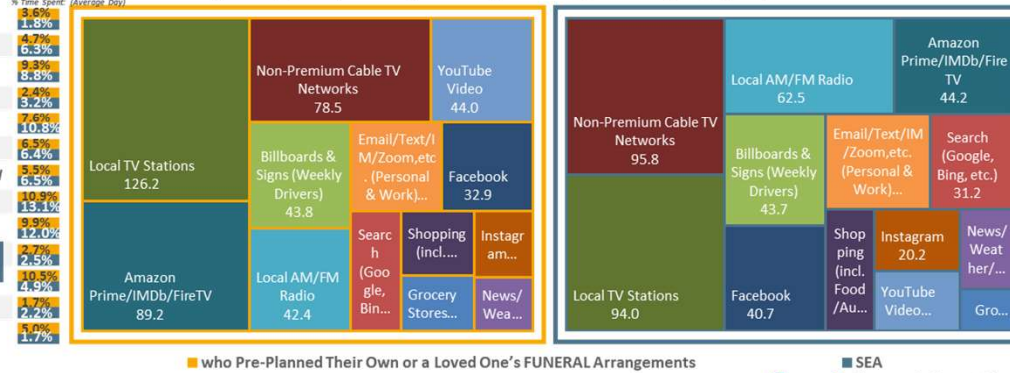
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



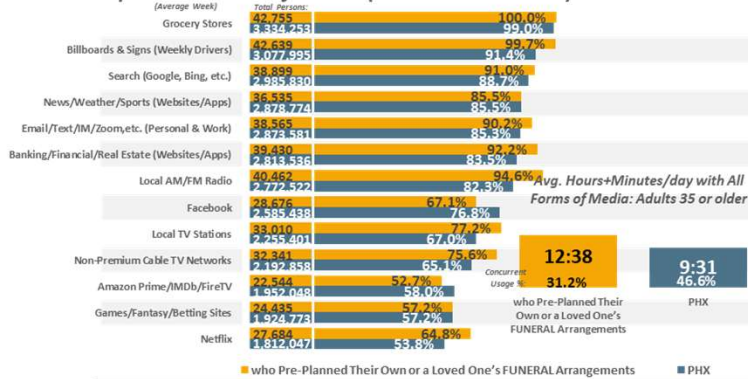
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



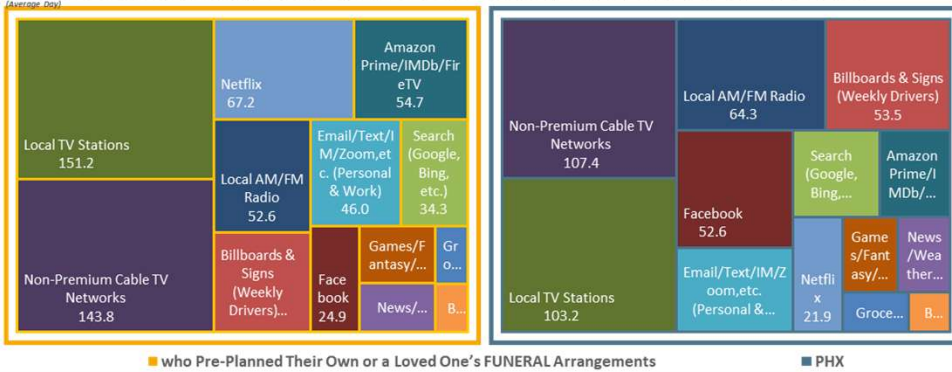


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 10 hours and 3 minutes each day with All Forms of Ad-Supported Media. 88.7% listen to Local AM/FM Radio for an avg. of 51.2 minutes/day. (Local Radio delivers 7.5% of Time with Ad-Supported Media.)

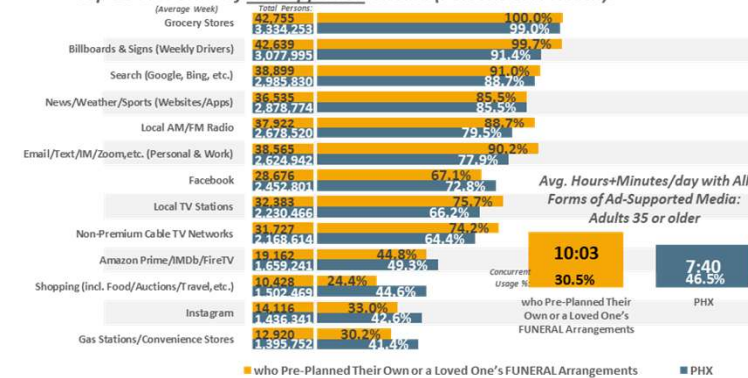
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



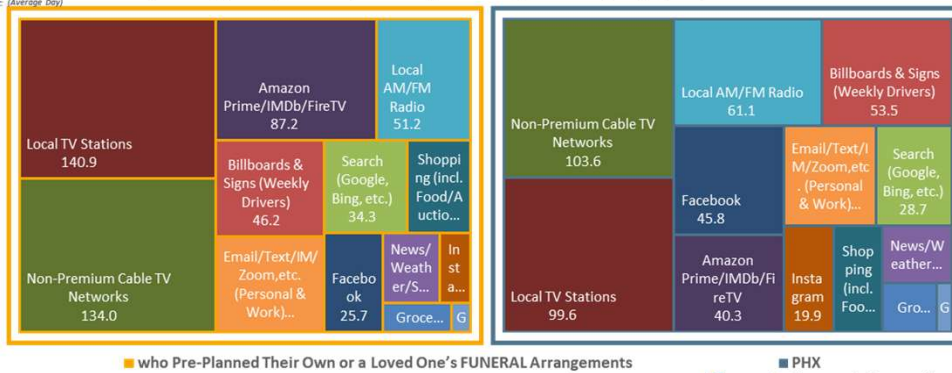
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



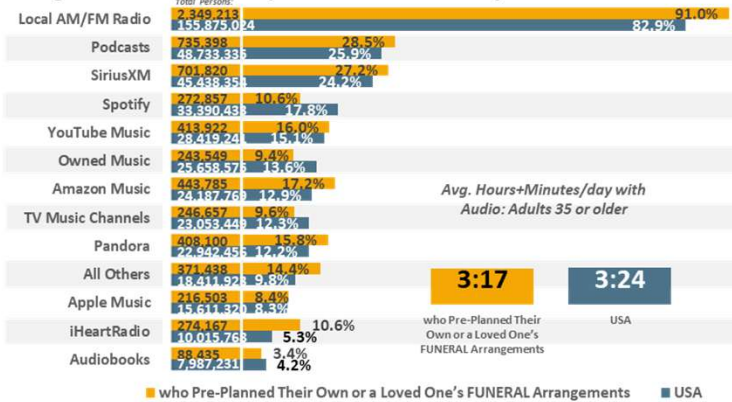
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



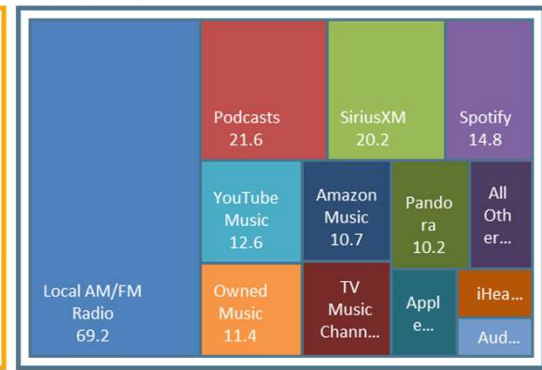
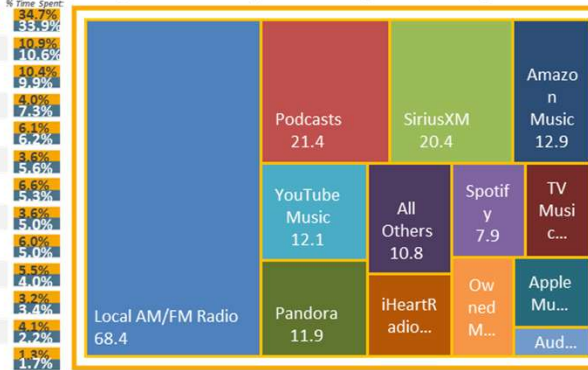


2,028,500 or 78.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

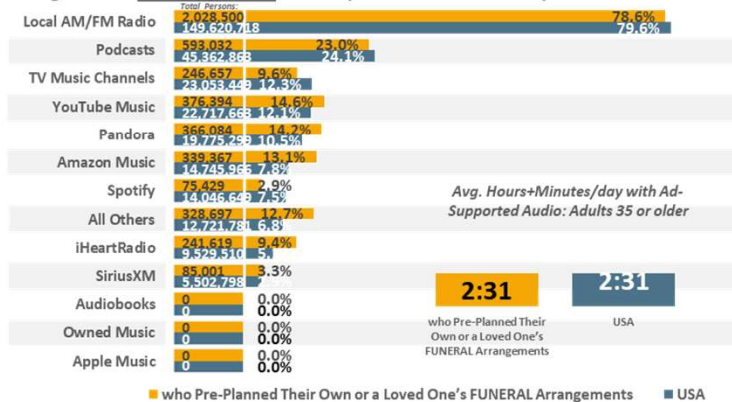
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



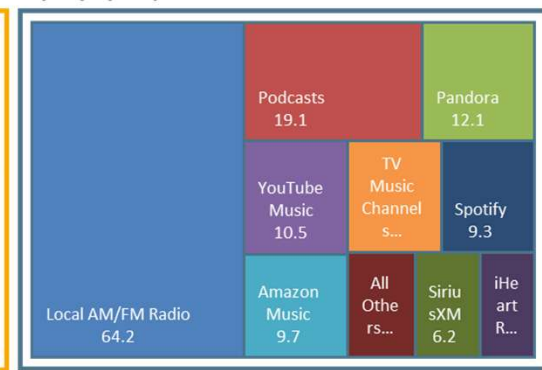
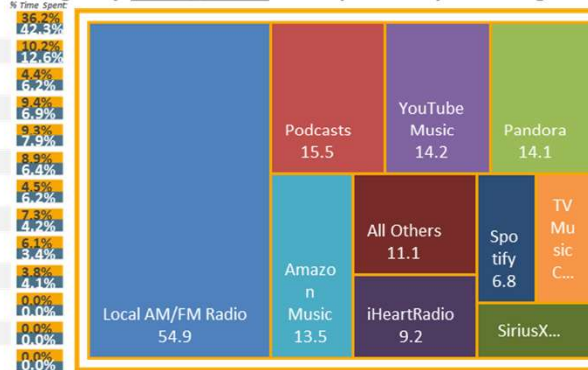
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



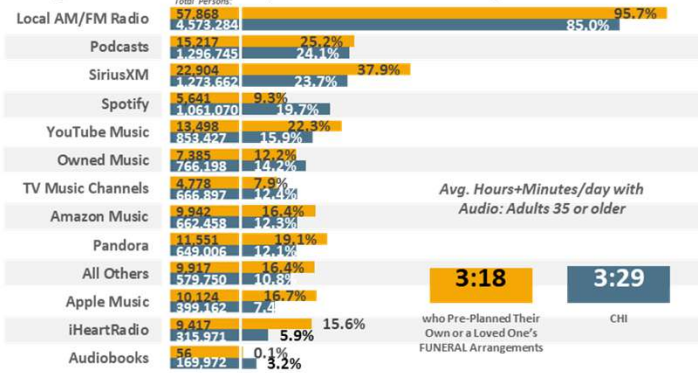
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





48,220 or 79.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 46.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 35 or older



Avg. Hours+Minutes/day with Audio: Adults 35 or older

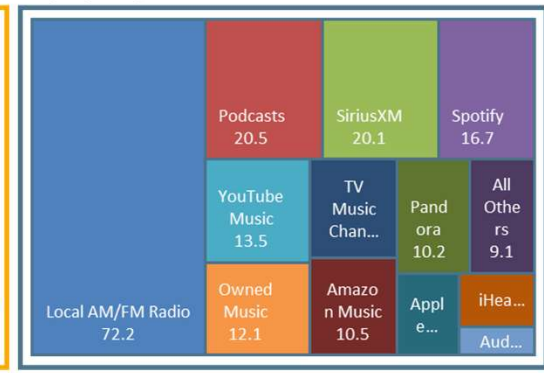
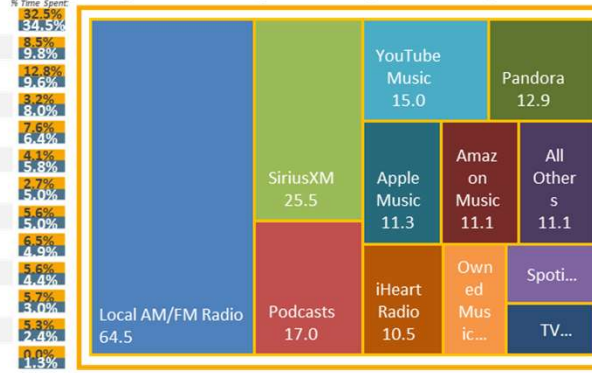
3:18

3:29

who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

CHI

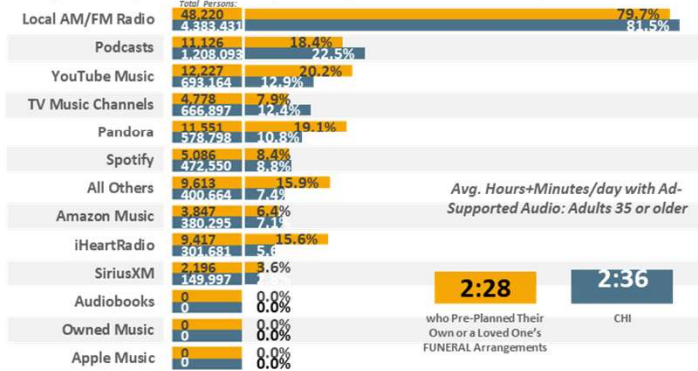
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

CHI

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



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

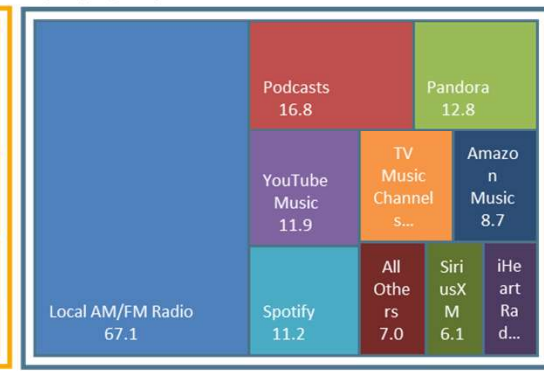
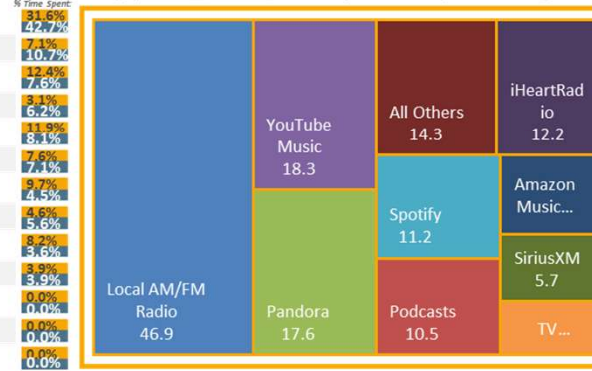
2:28

2:36

who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

CHI

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



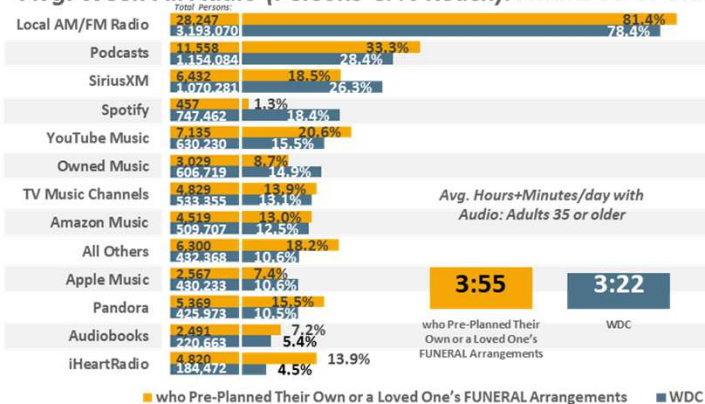
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

CHI

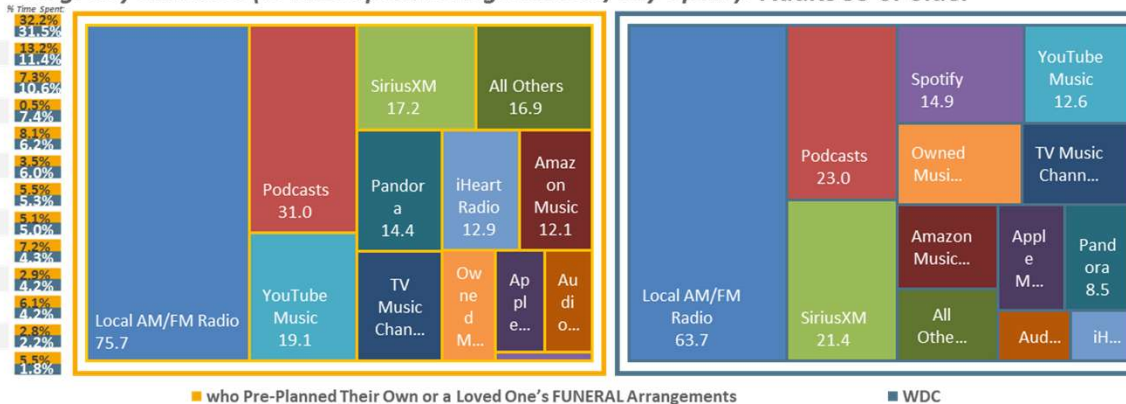


20,213 or 58.2% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 46.3 minutes every day representing 23.5% of all time spent daily with Ad-Supported Audio.

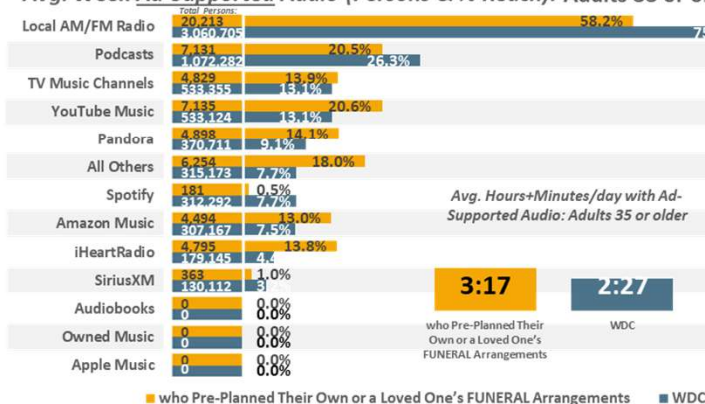
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



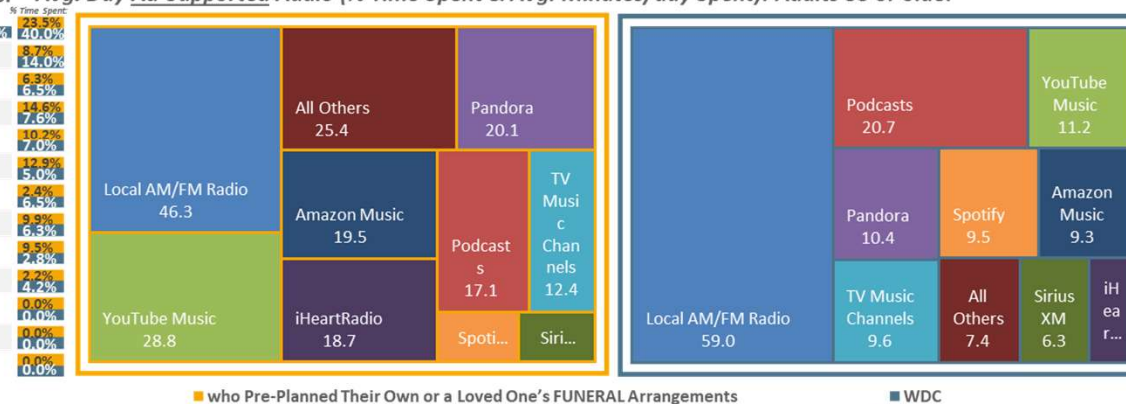
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



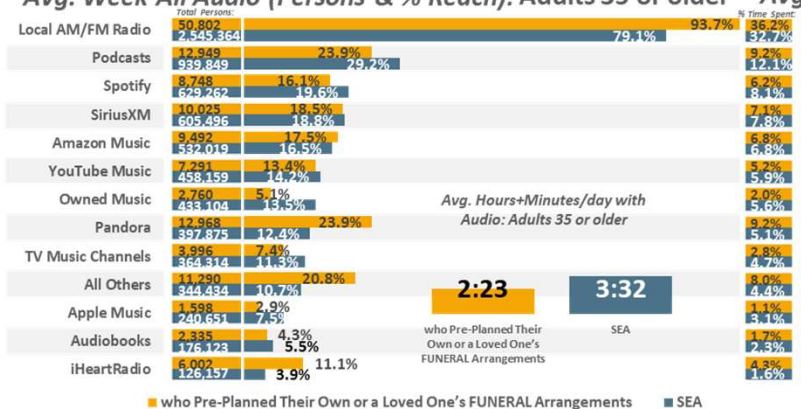
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



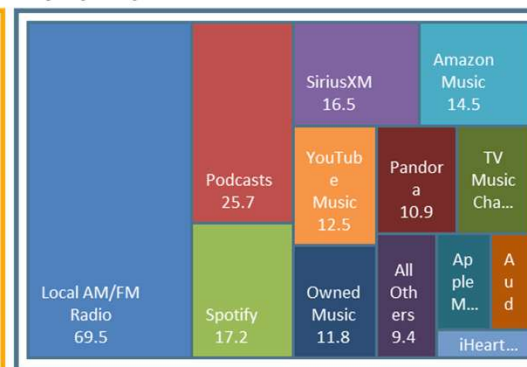
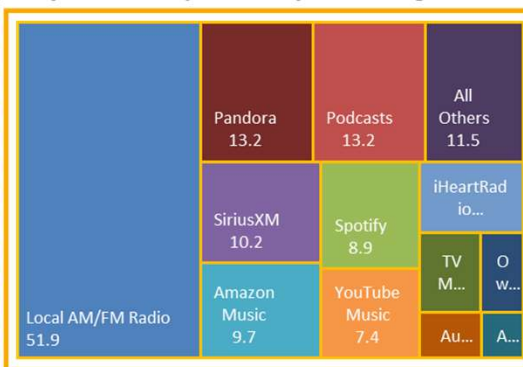


44,219 or 81.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 42.4 minutes every day representing 36.% of all time spent daily with Ad-Supported Audio.

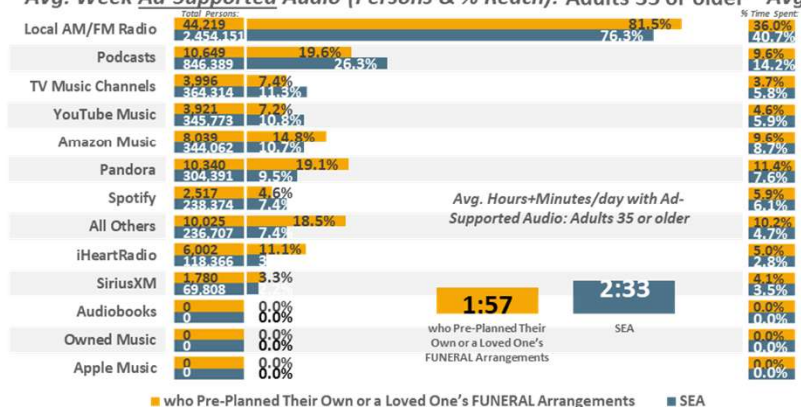
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



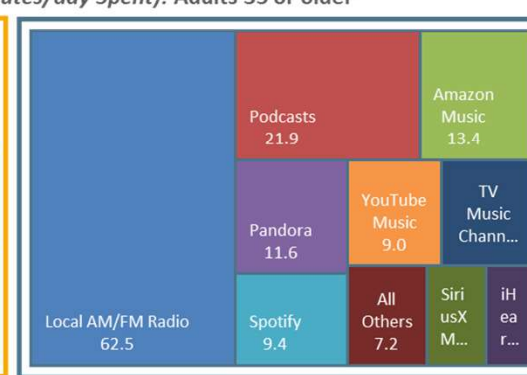
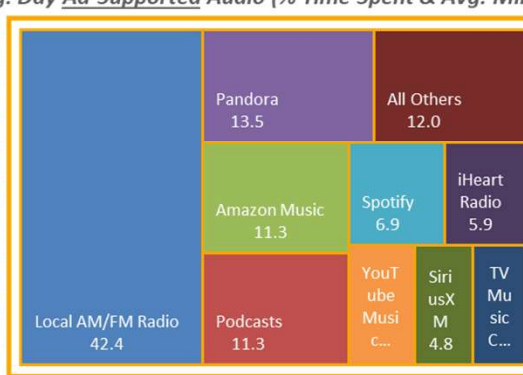
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



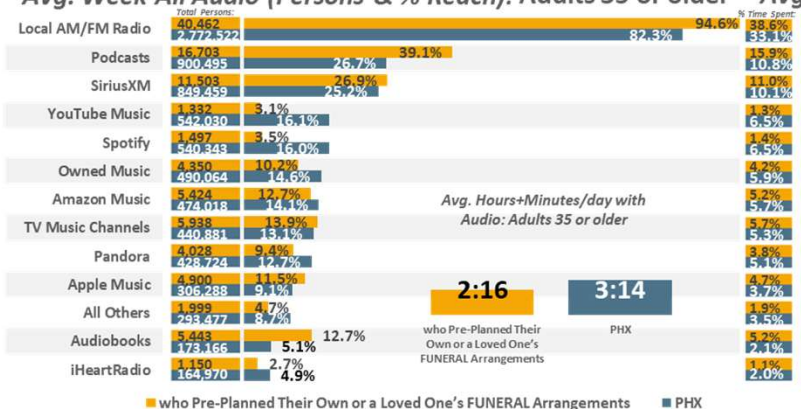
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



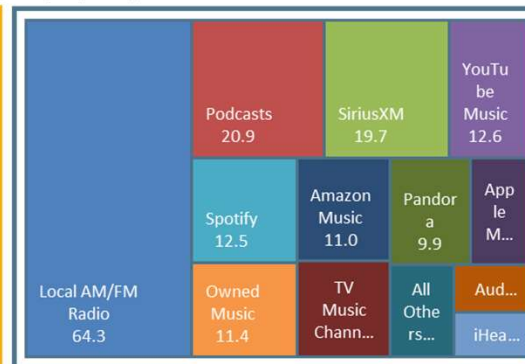
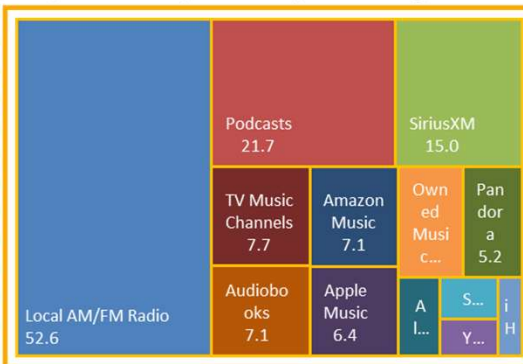


37,922 or 88.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 51.2 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.

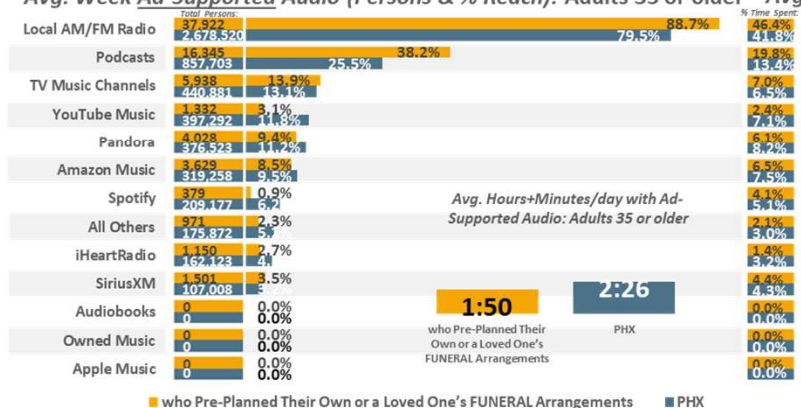
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



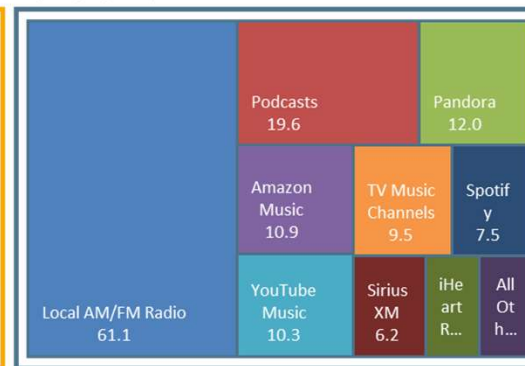
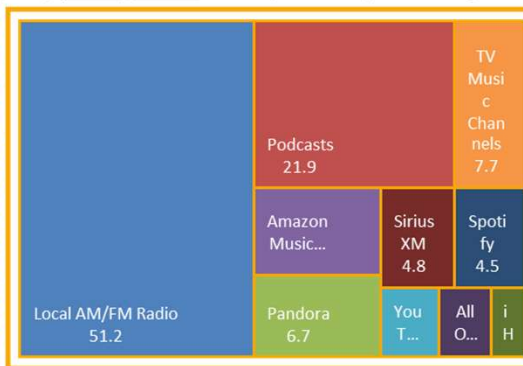
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

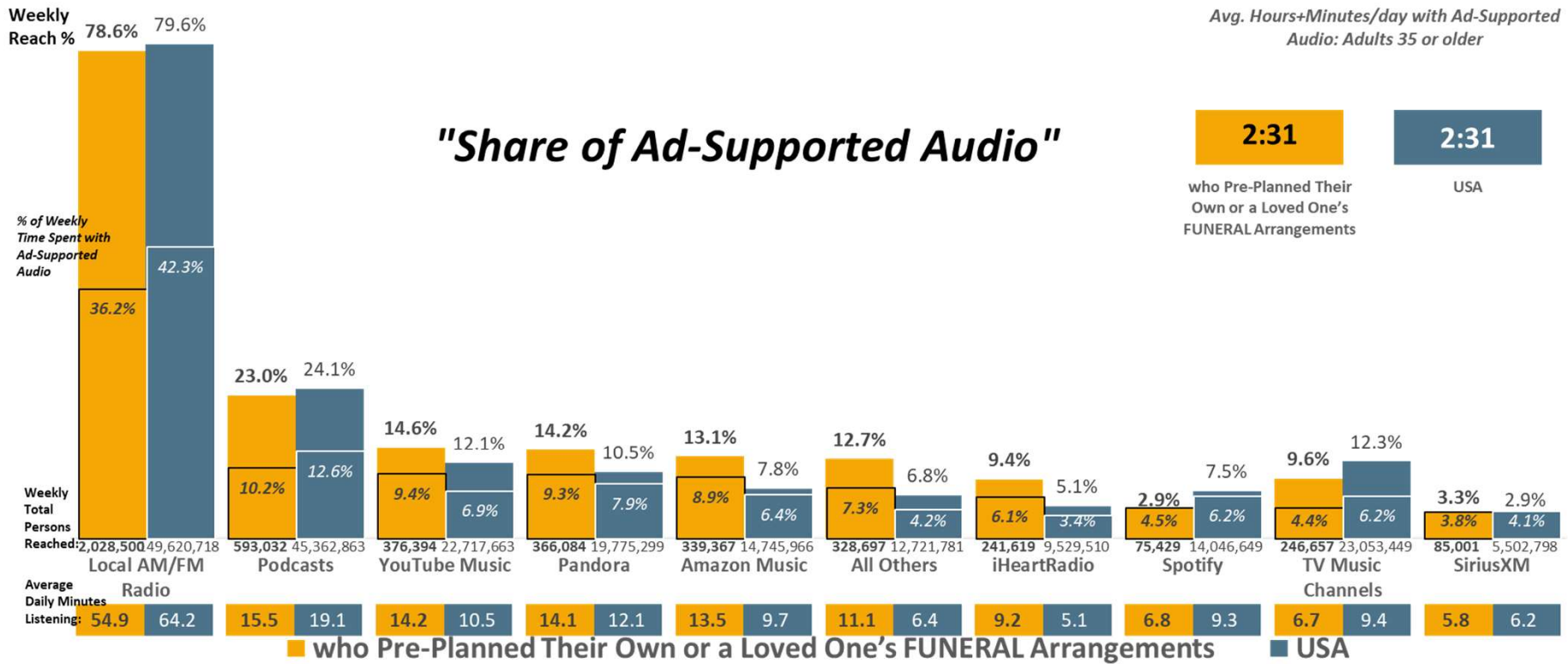


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



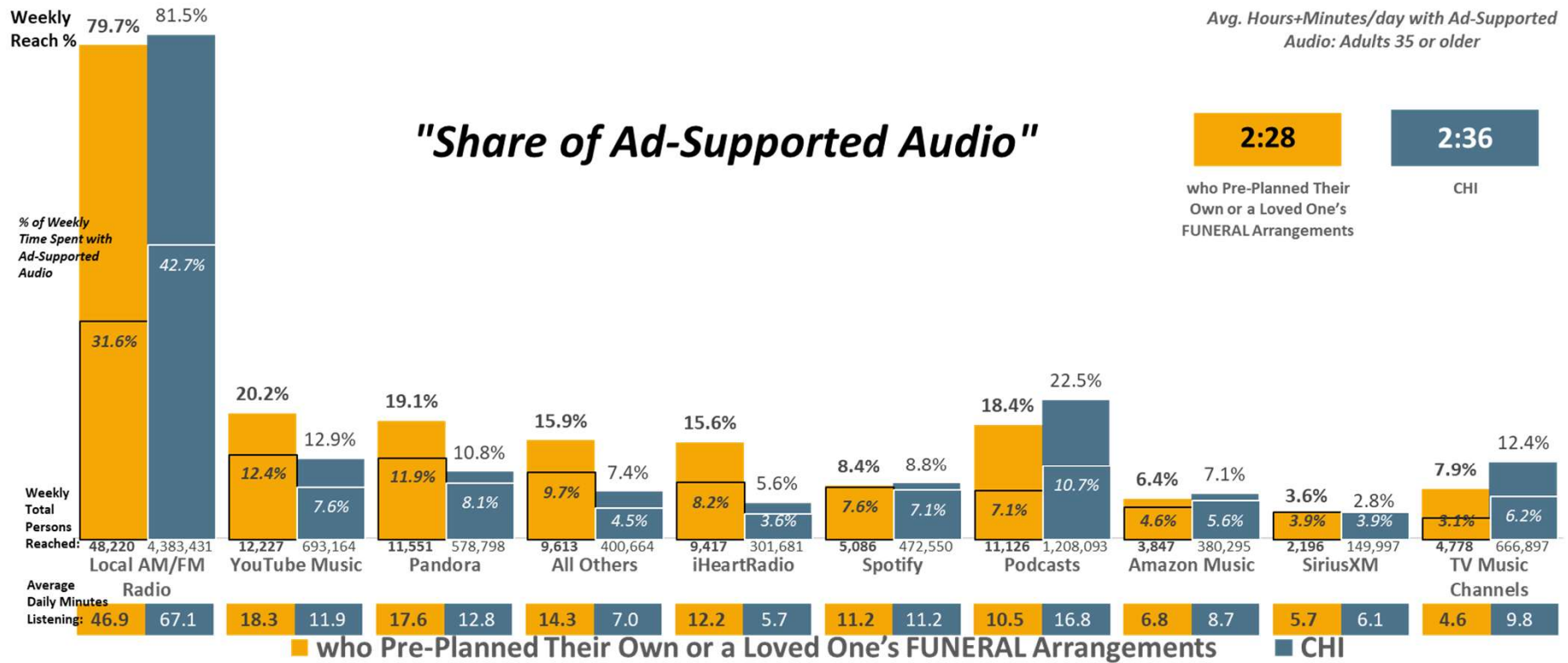


2,028,500 or 78.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.



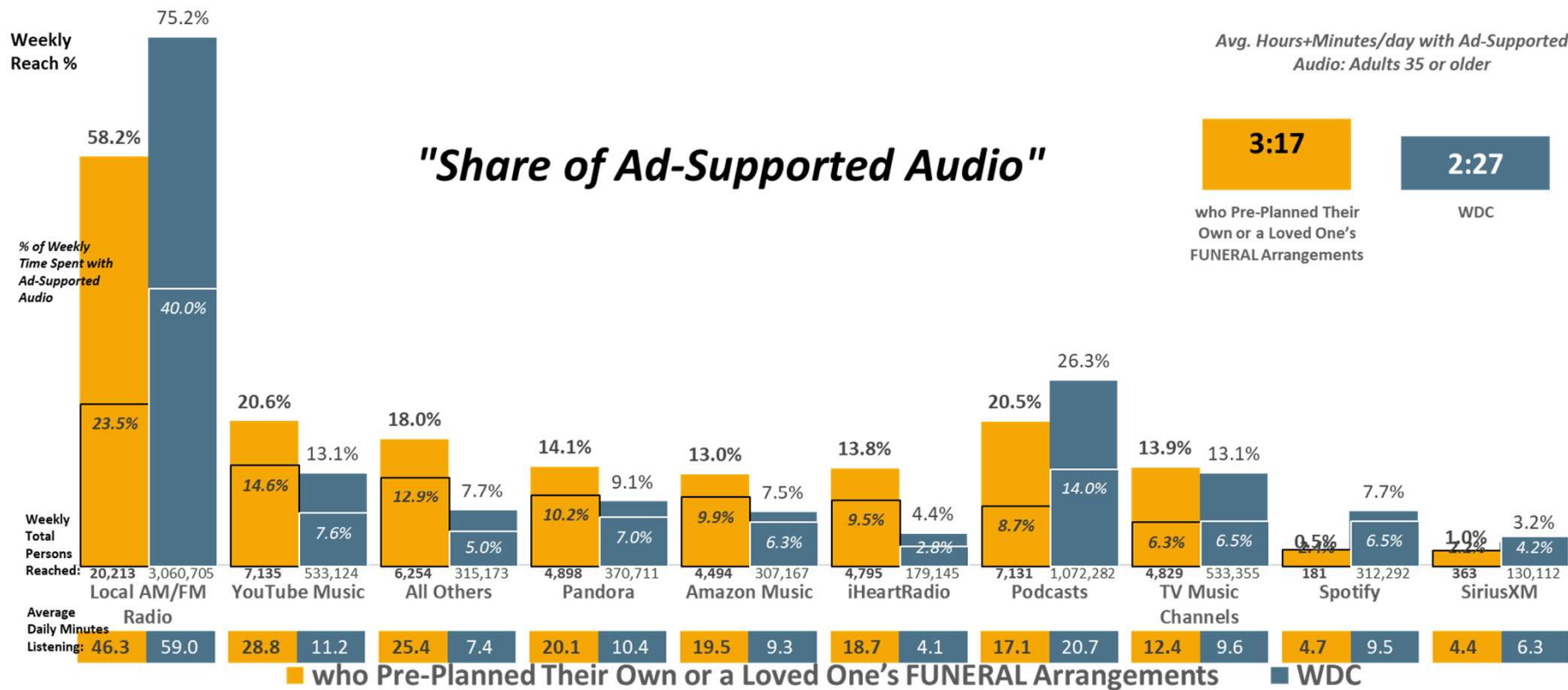


48,220 or 79.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 46.9 minutes every day representing 31.6% of all time spent daily with Ad-Supported Audio.





20,213 or 58.2% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 46.3 minutes every day representing 23.5% of all time spent daily with Ad-Supported Audio.





44,219 or 81.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 42.4 minutes every day representing 36.0% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

"Share of Ad-Supported Audio"

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

1:57

who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

2:33

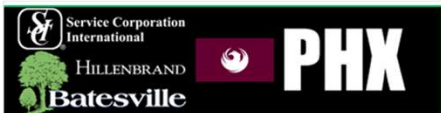
SEA

■ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements ■ SEA

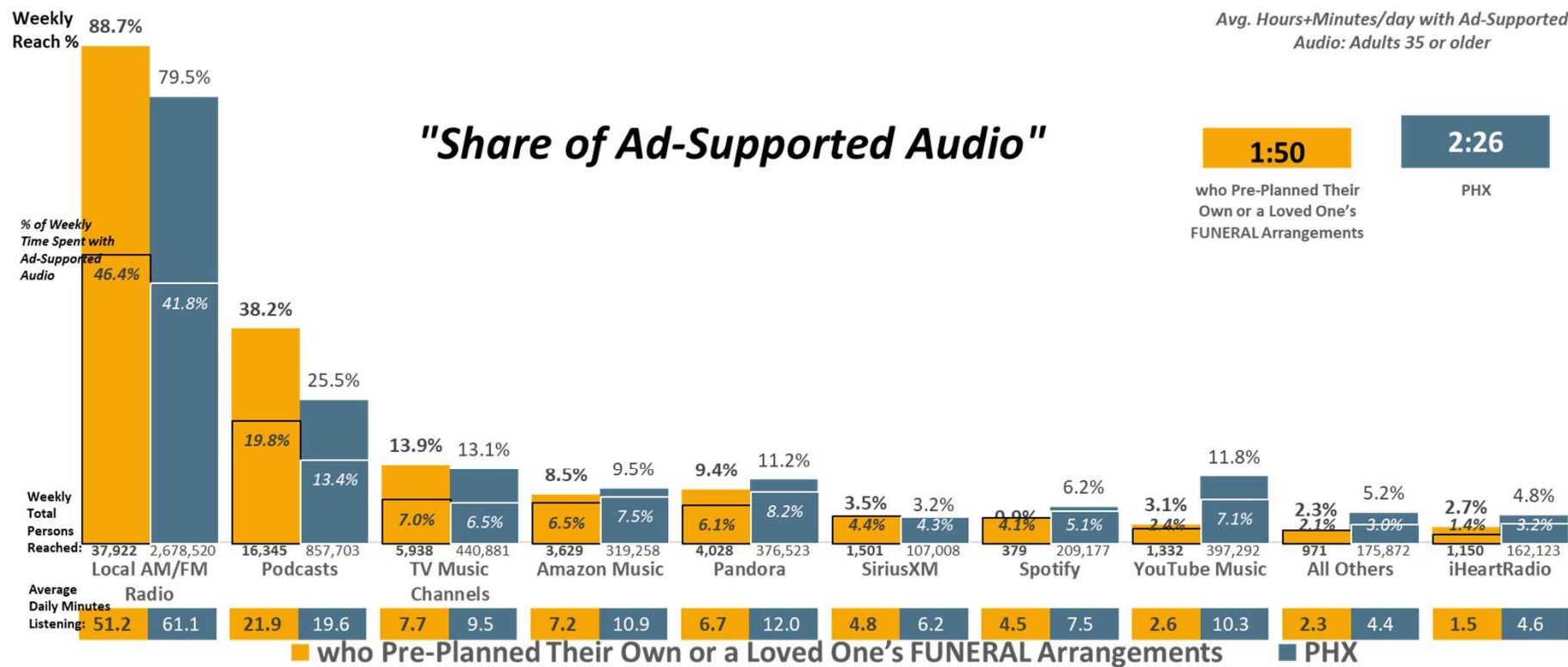
SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 58 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



37,922 or 88.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 51.2 minutes every day representing 46.4% of all time spent daily with Ad-Supported Audio.



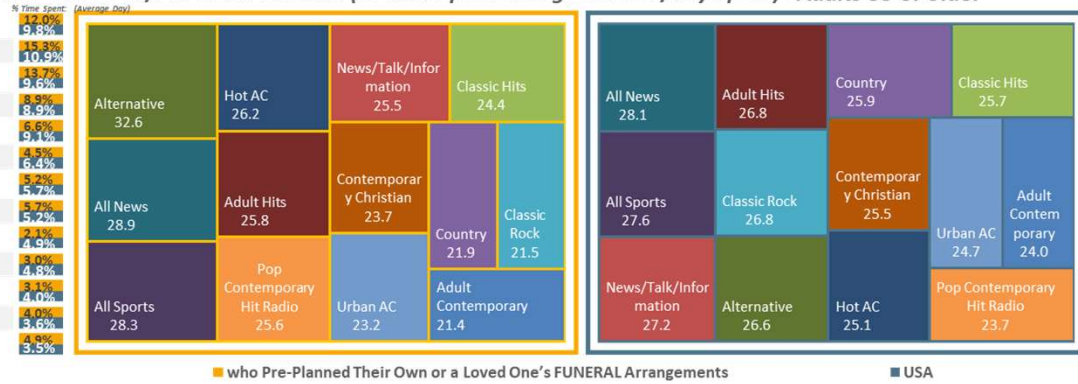


2,028,500 or 78.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Adult Hits.

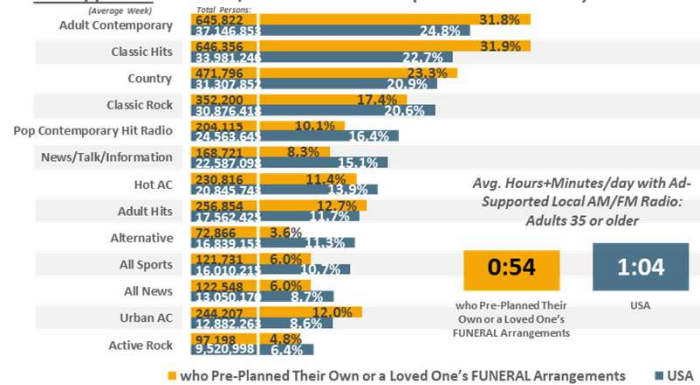
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



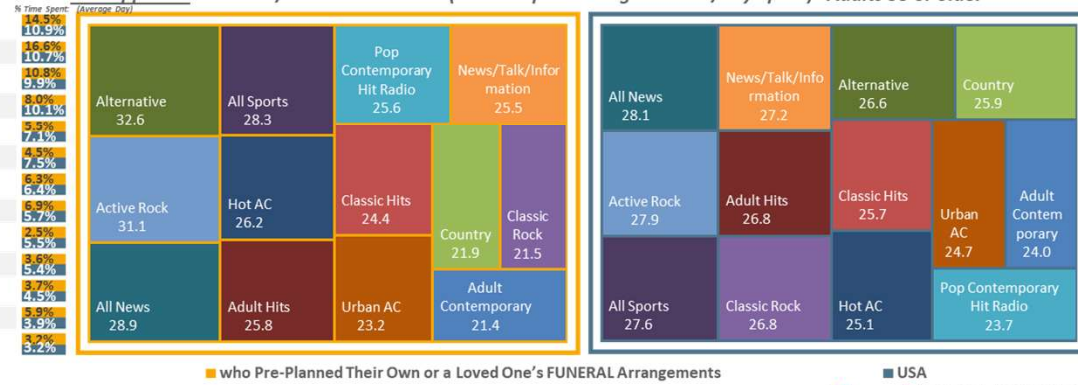
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



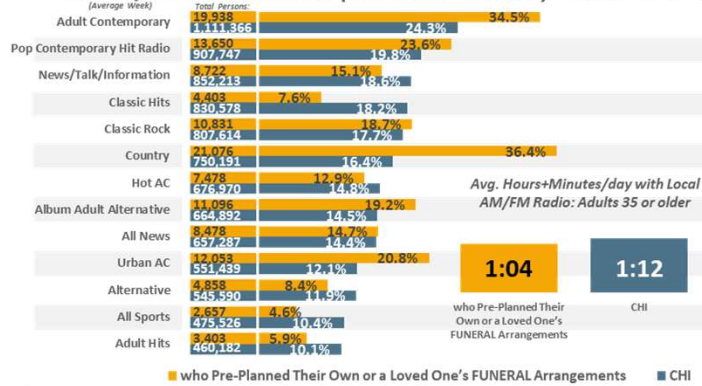
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





48,220 or 79.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Pop Contemporary Hit Radio, Urban AC, and Album Adult Altern

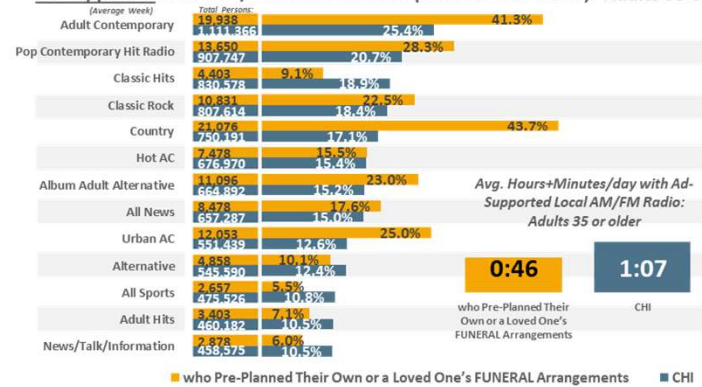
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



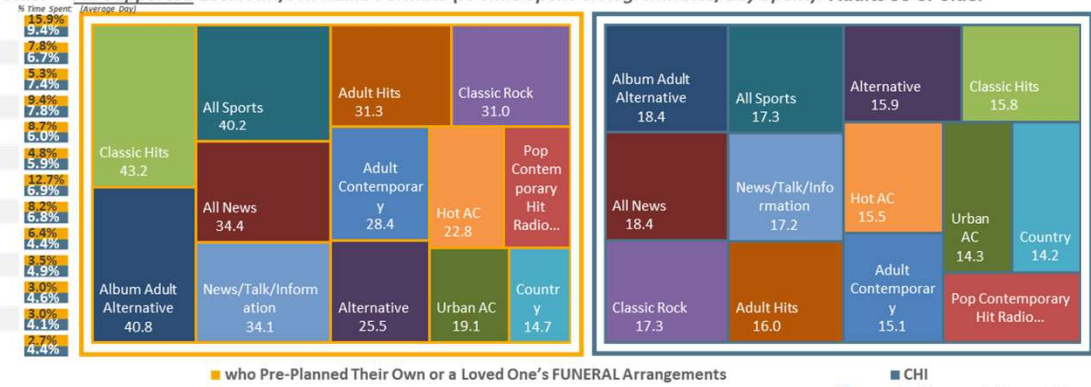
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



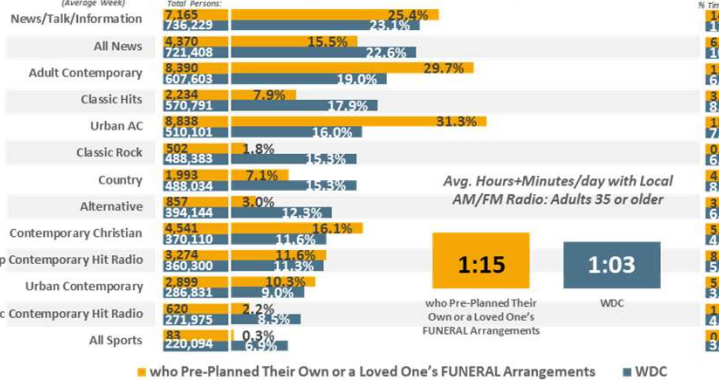
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



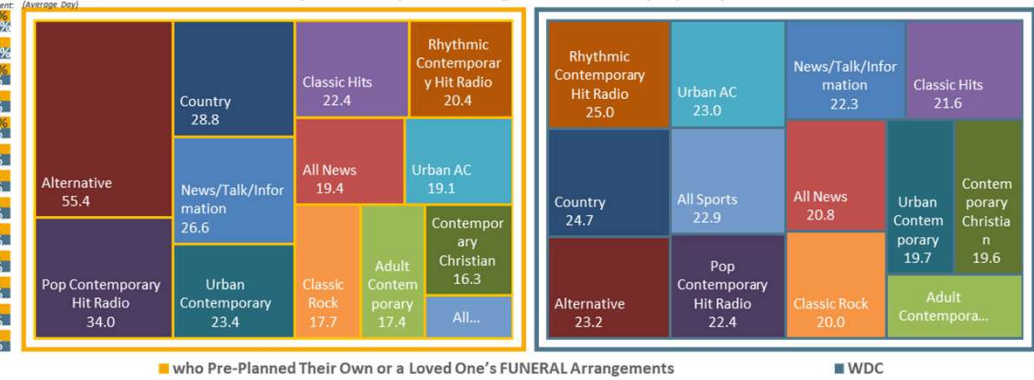


20,213 or 58.2% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, All News, Pop Contemporary Hit Radio, and Urban Contemporar

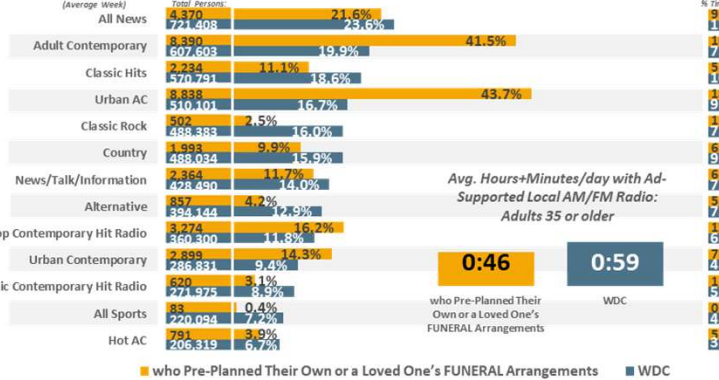
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



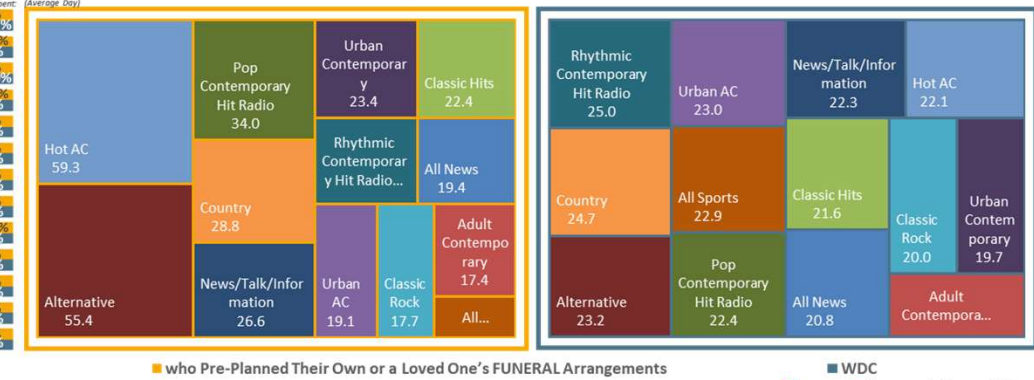
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



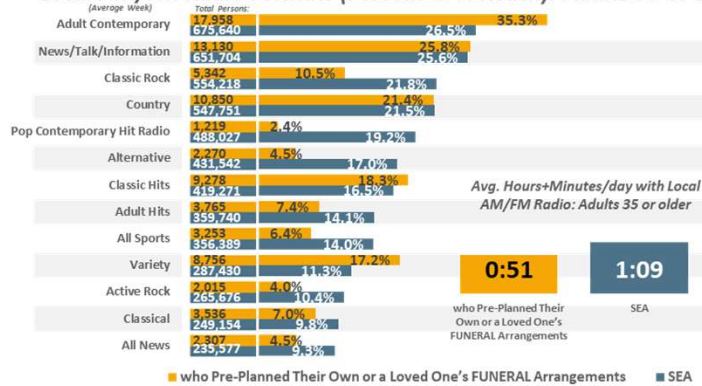
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



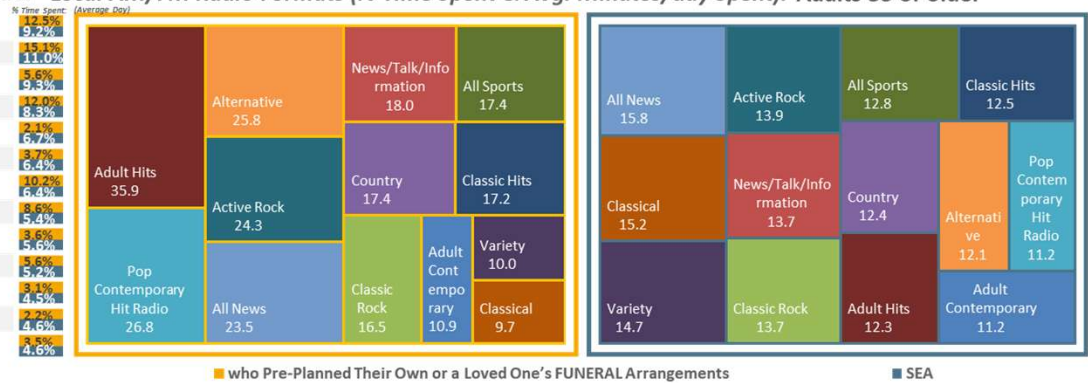


44,219 or 81.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Variety, and Classic Rock.

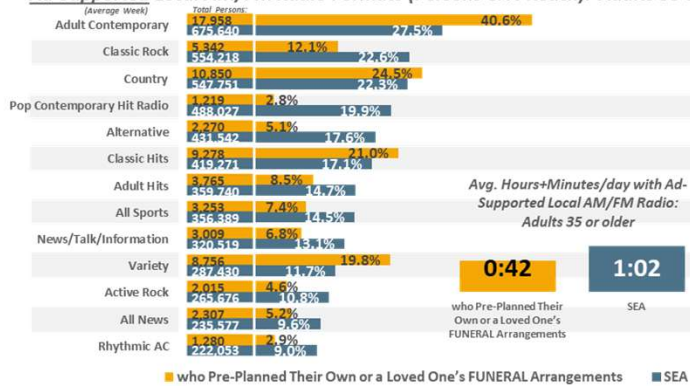
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



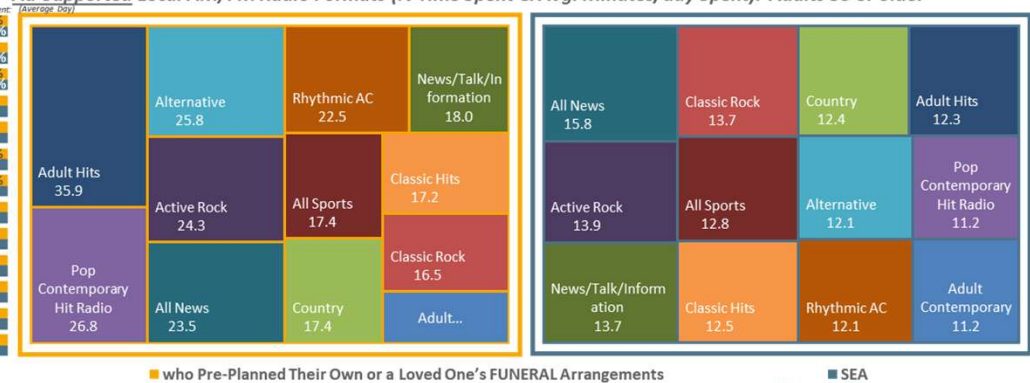
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

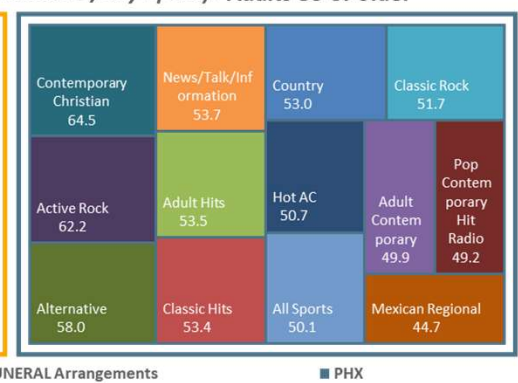


Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

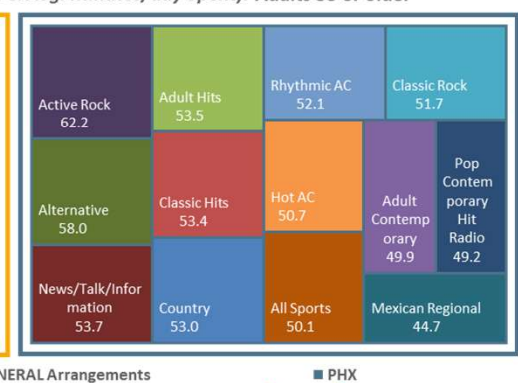




Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



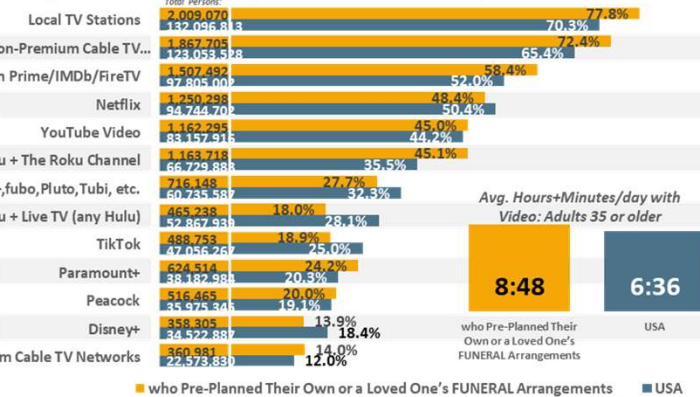
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



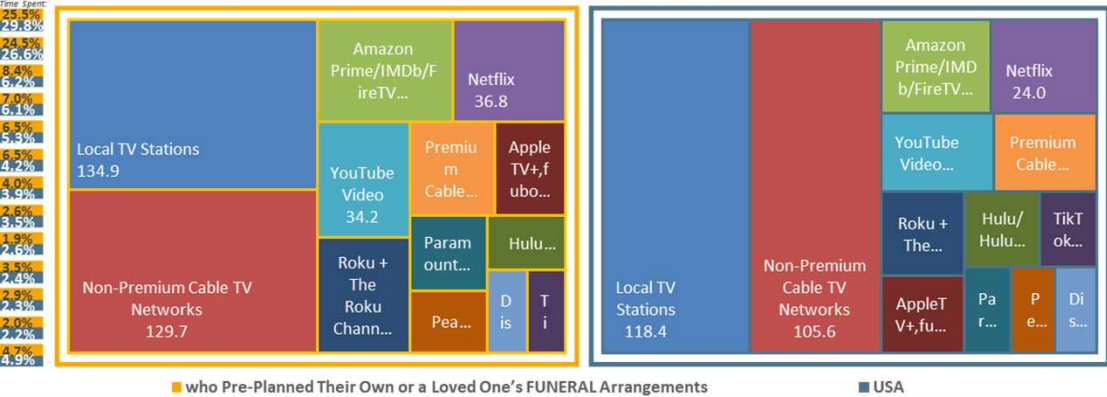


1,948,372 or 75.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

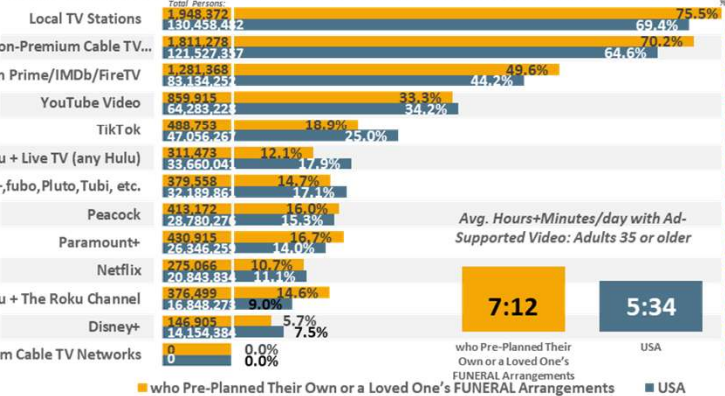
Avg. Week All Video (Persons & % Reach): Adults 35 or older



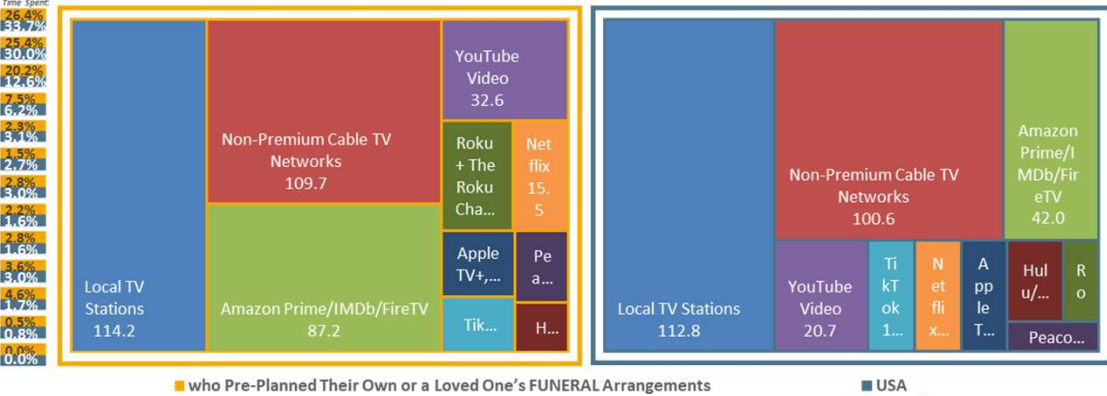
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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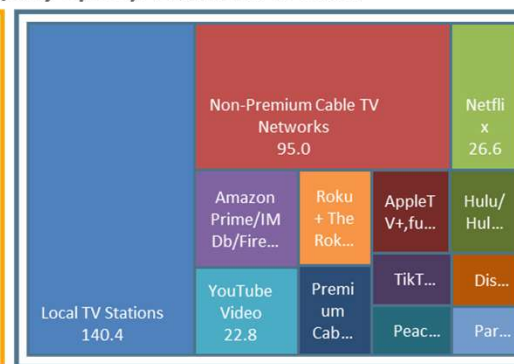
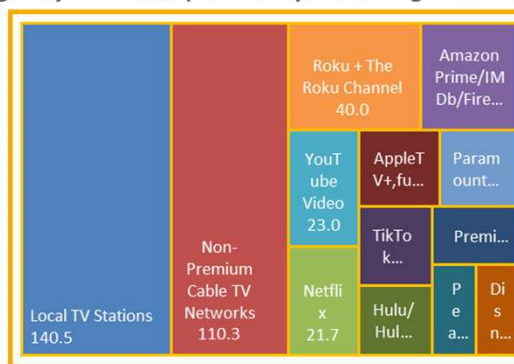
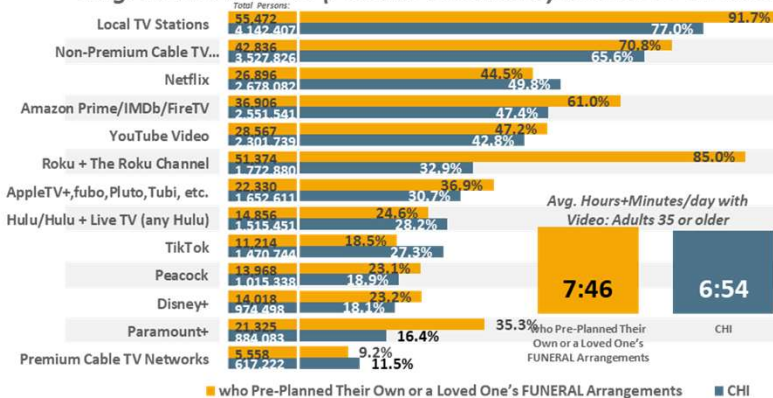
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



55,016 or 91.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 105.9 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

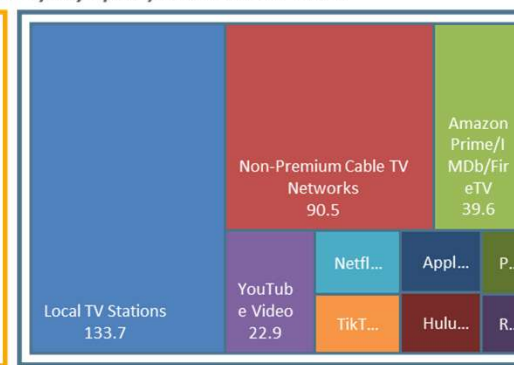
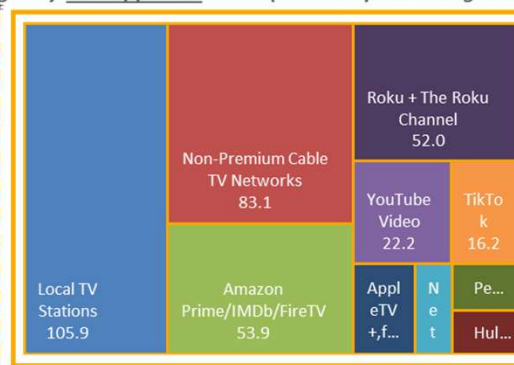
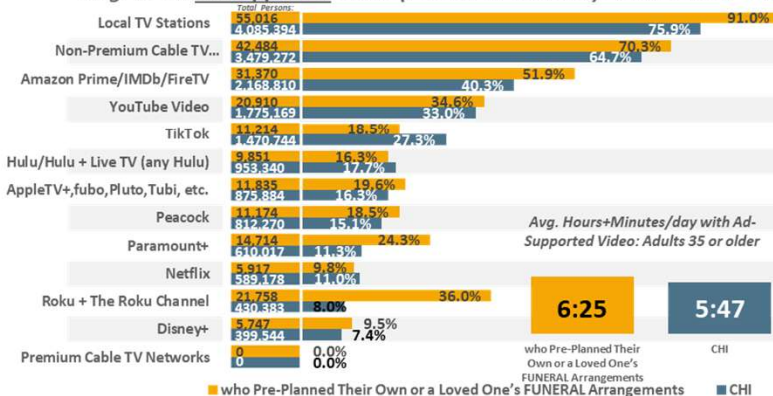
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 43
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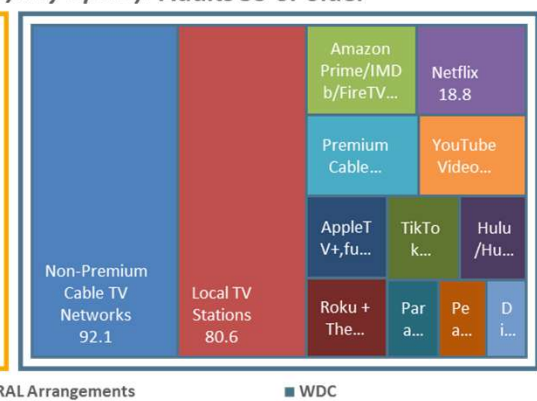
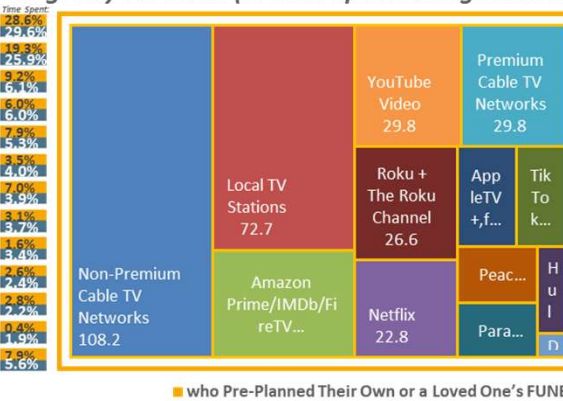
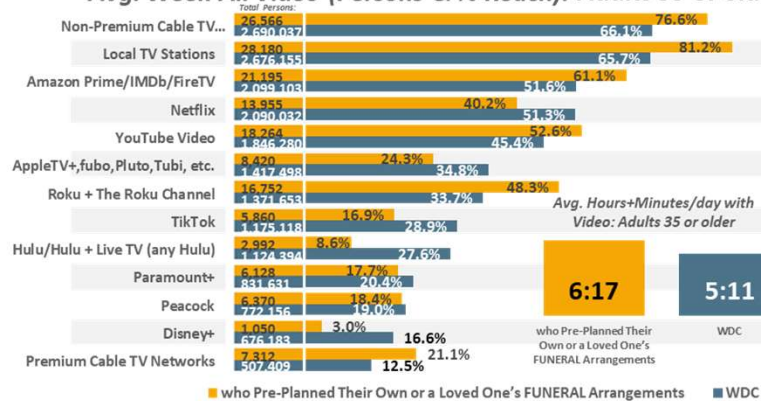
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



26,869 or 77.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 56.4 minutes every day representing 17.2% of all time spent daily with Ad-Supported Video.

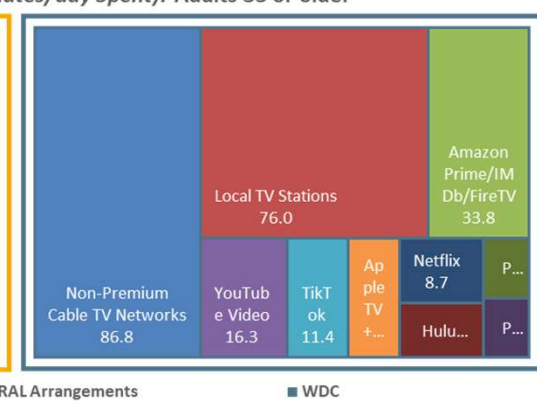
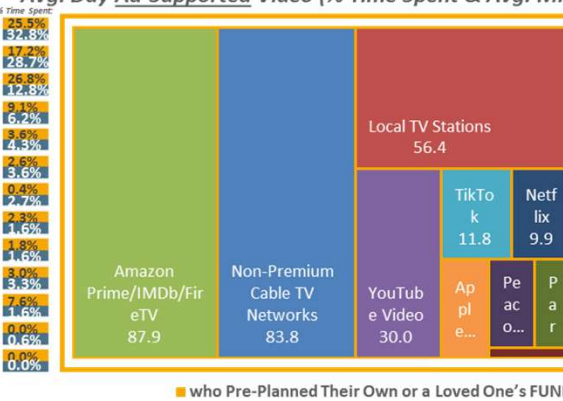
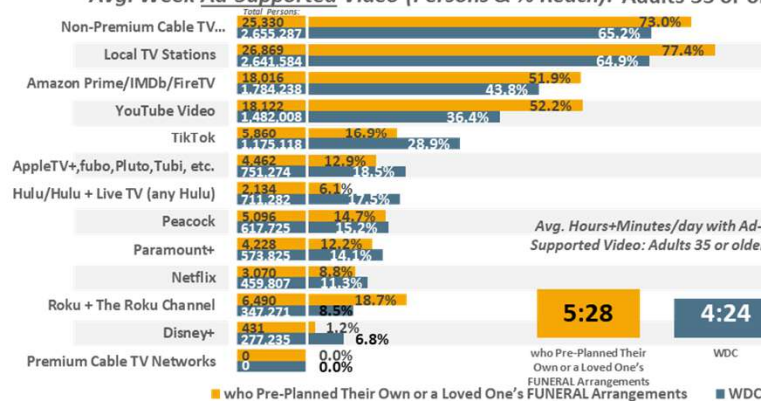
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 56
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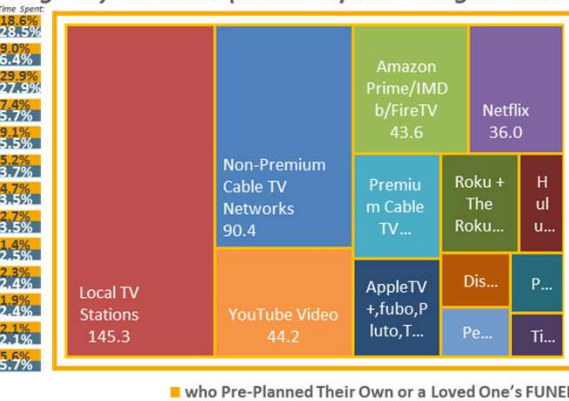
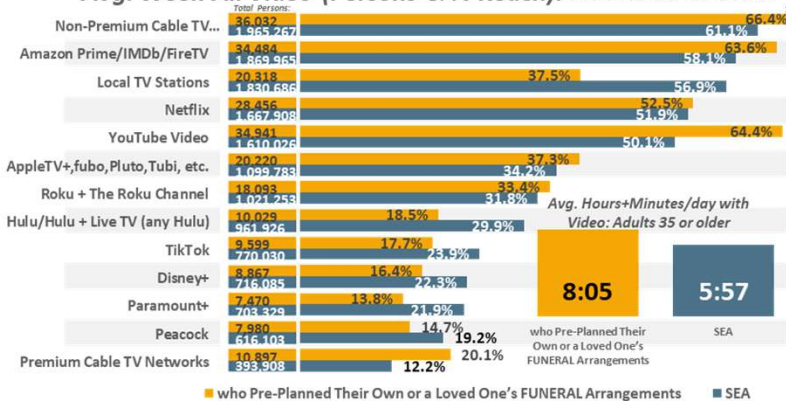
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



19,383 or 35.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 126.2 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

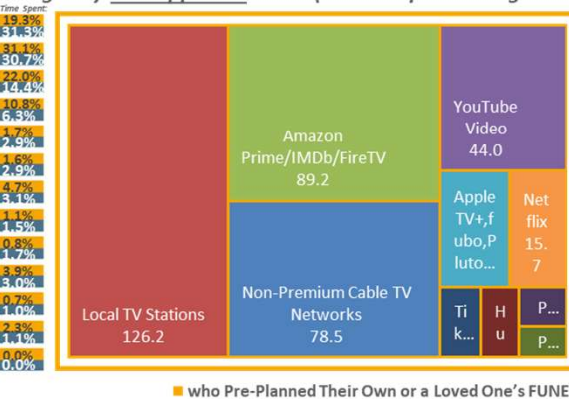
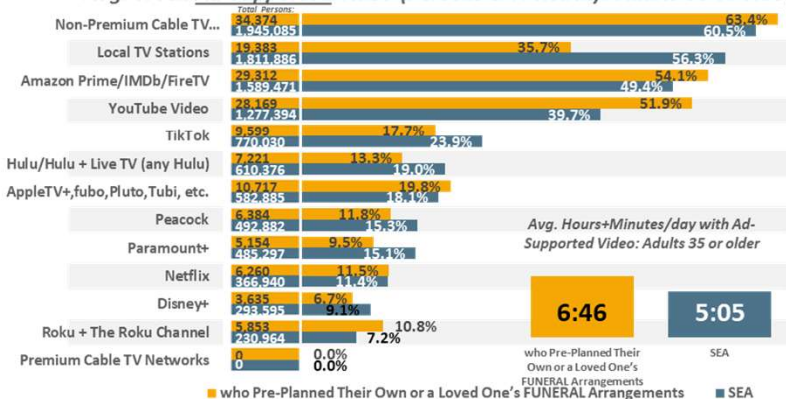
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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

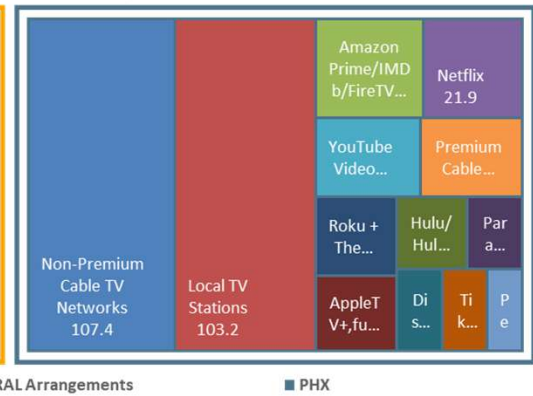
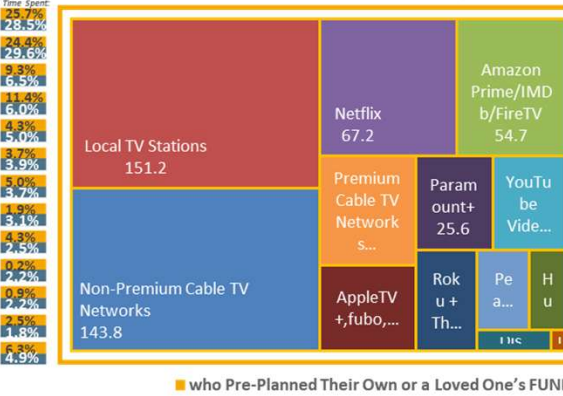
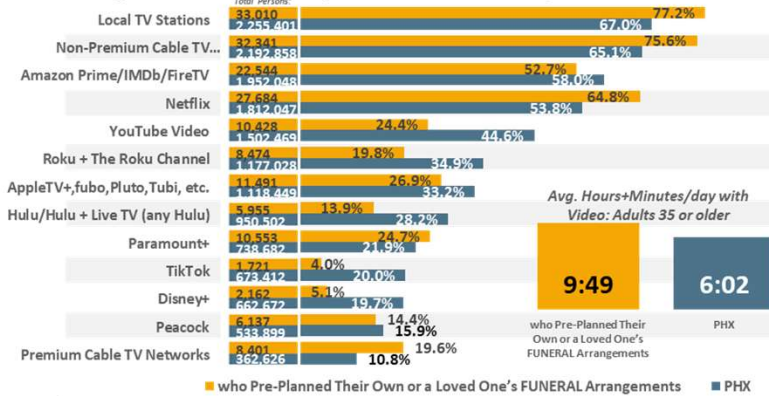




32,383 or 75.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 140.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

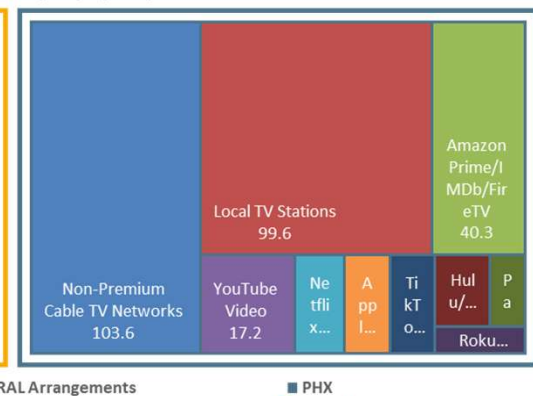
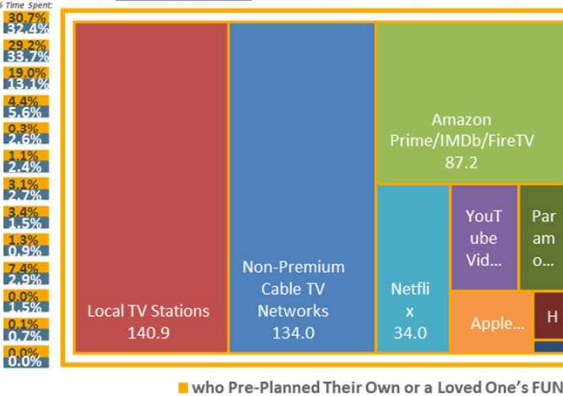
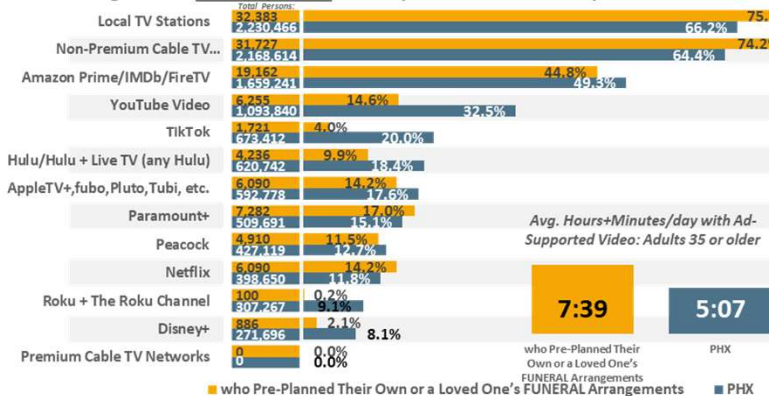
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 34
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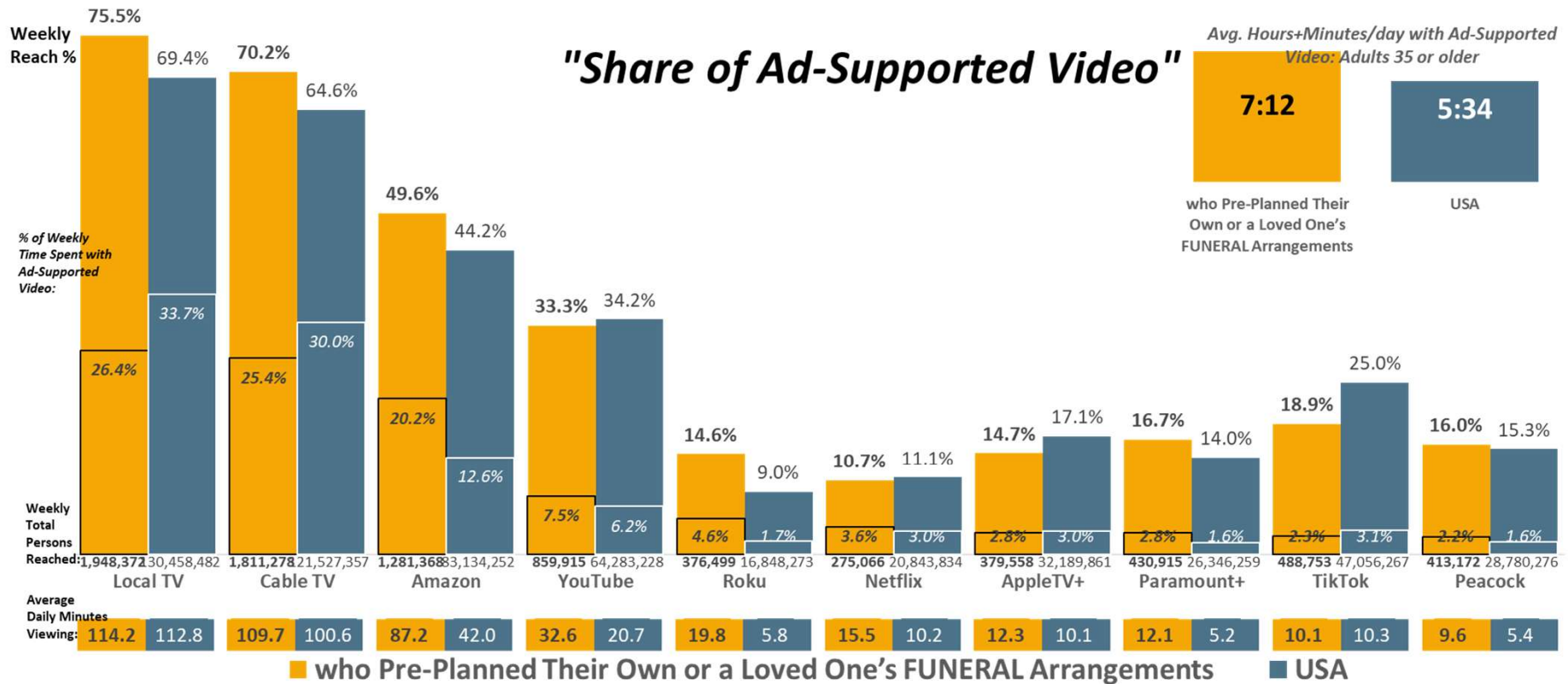
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



1,948,372 or 75.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

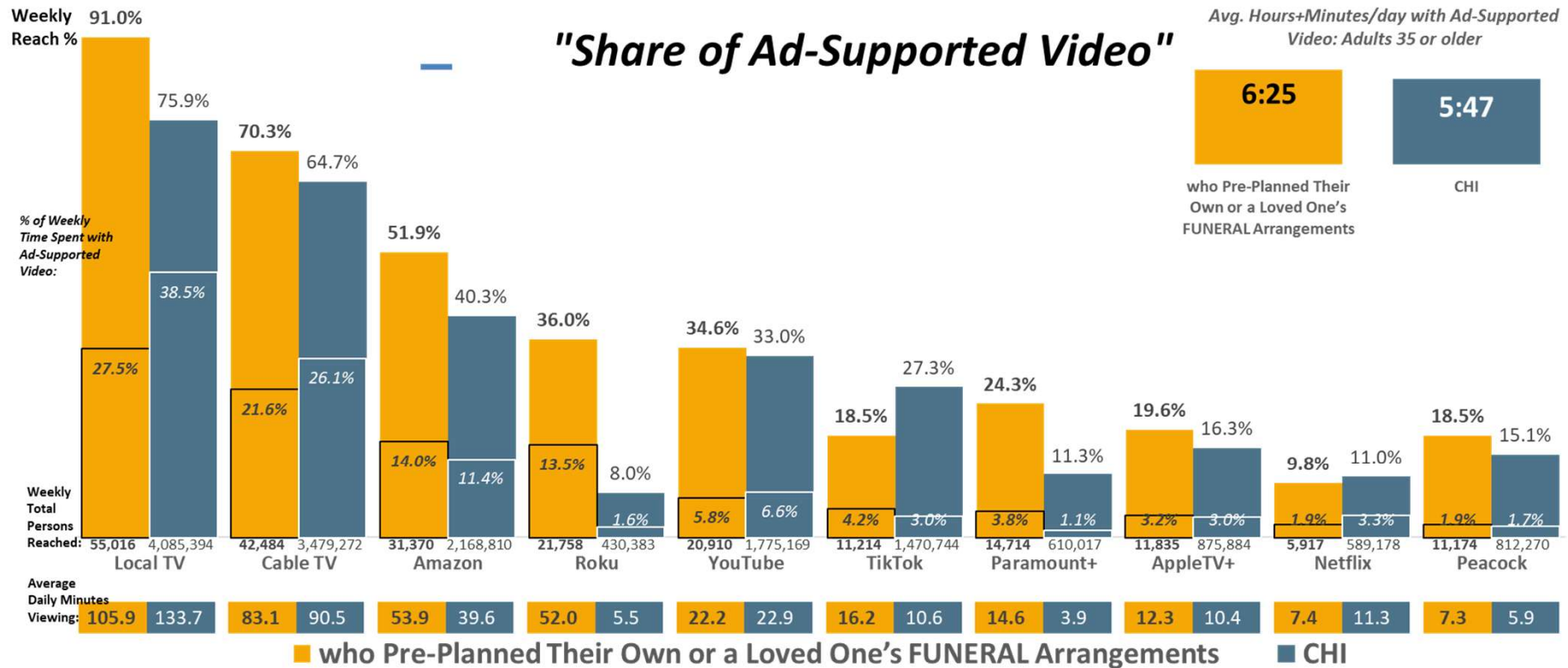
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



55,016 or 91.0% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 105.9 minutes every day representing 27.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

6:25
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

5:47
CHI

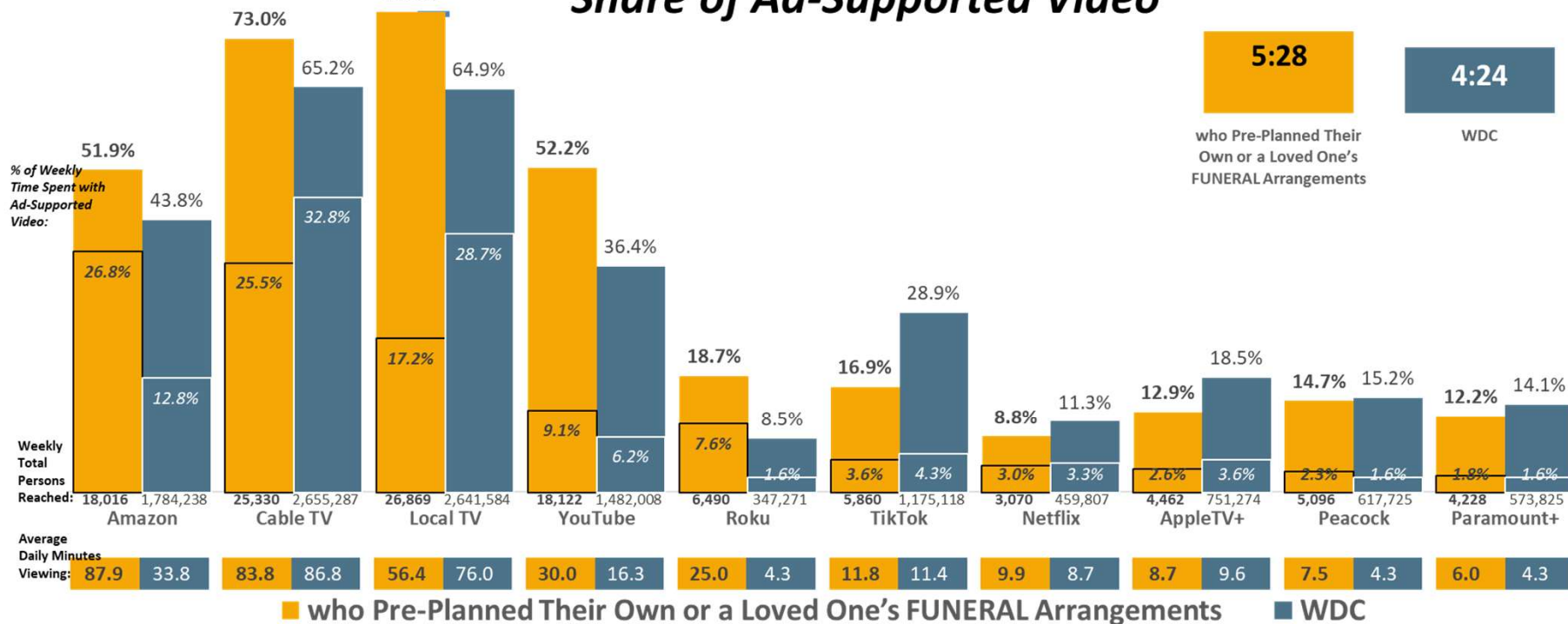


26,869 or 77.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 56.4 minutes every day representing 17.2% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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

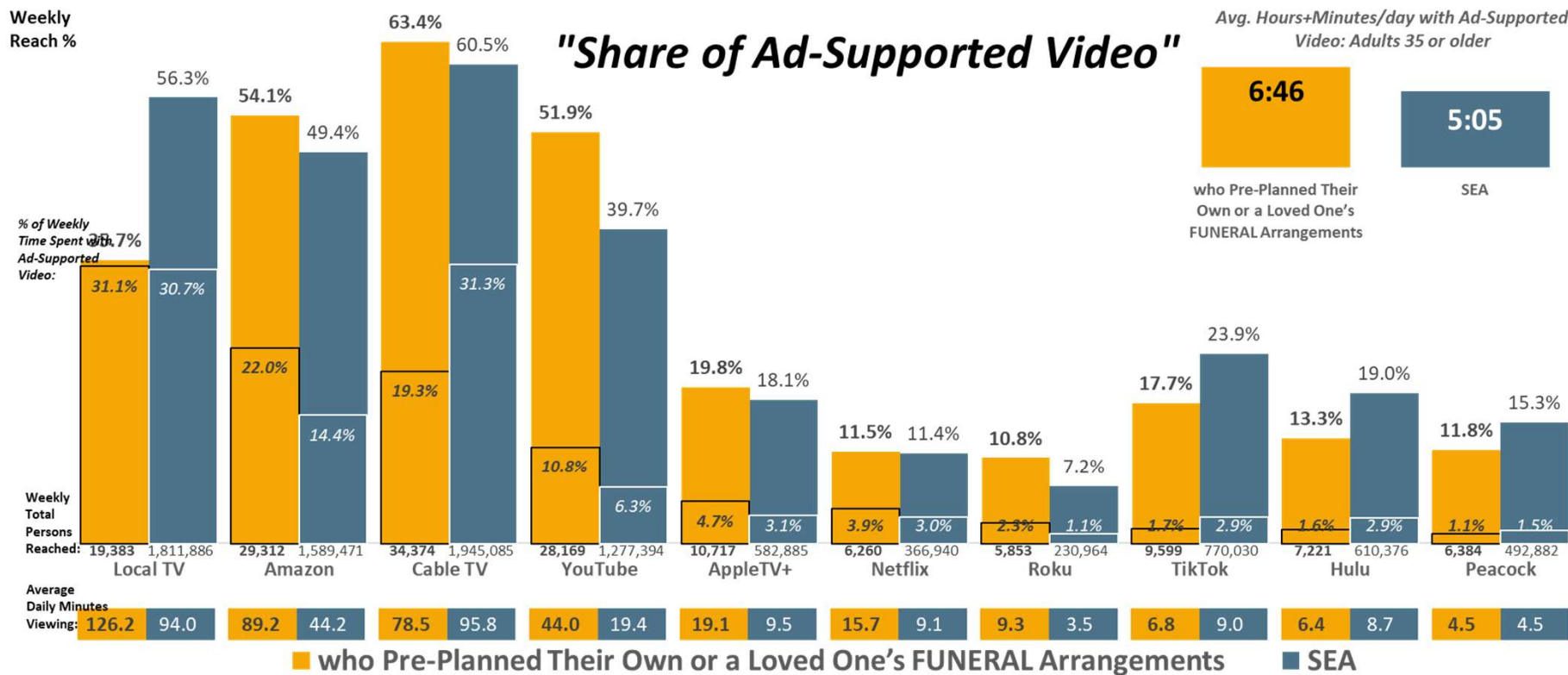


5:28
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

4:24
WDC



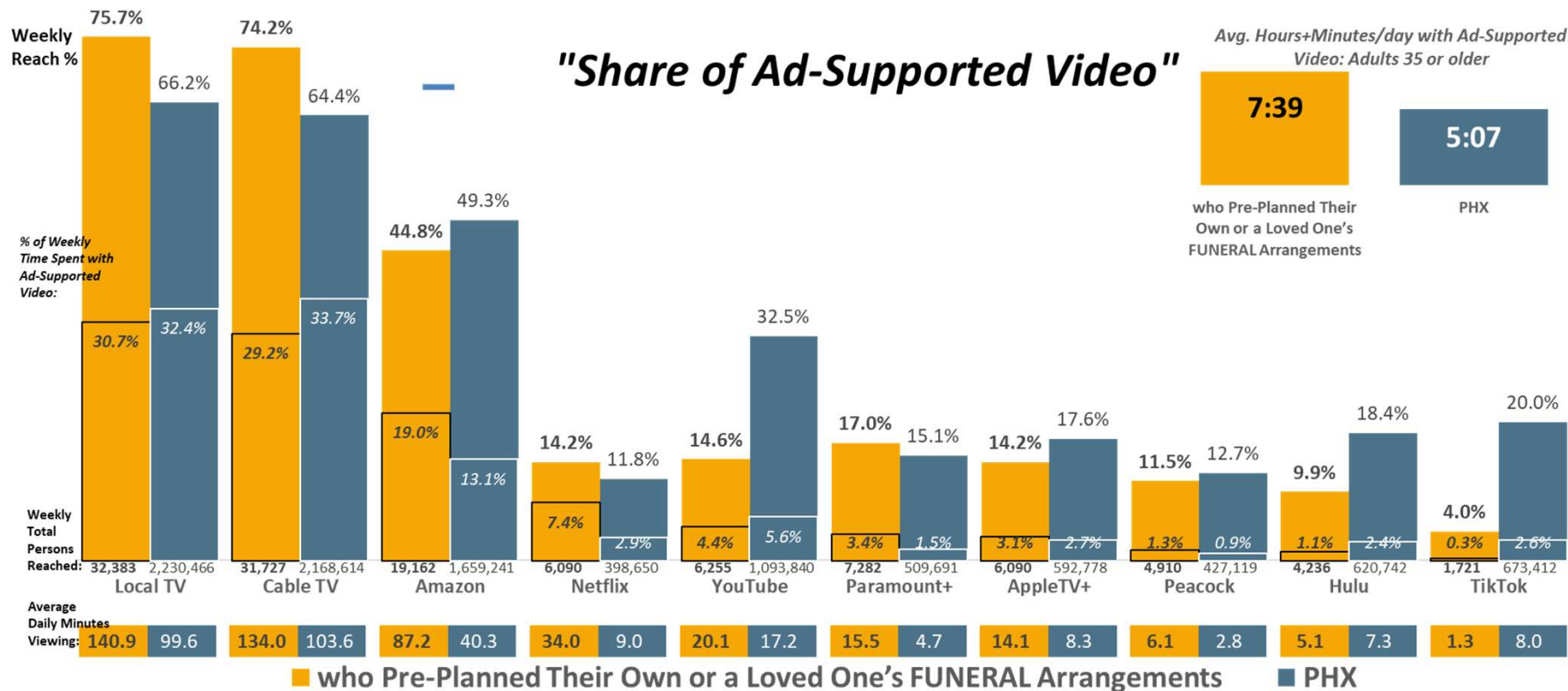
19,383 or 35.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 126.2 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.





32,383 or 75.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 140.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

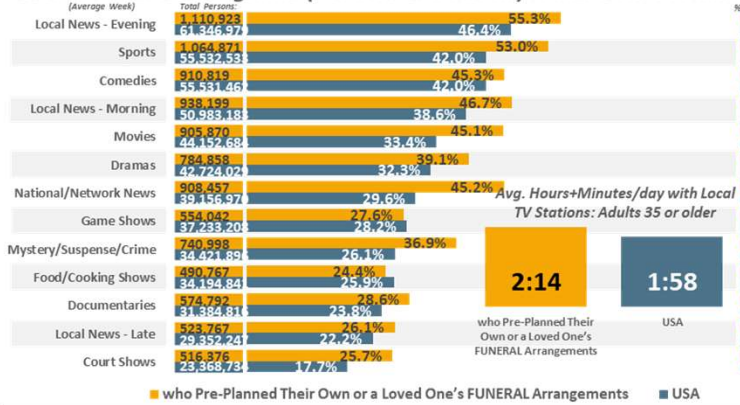
"Share of Ad-Supported Video"



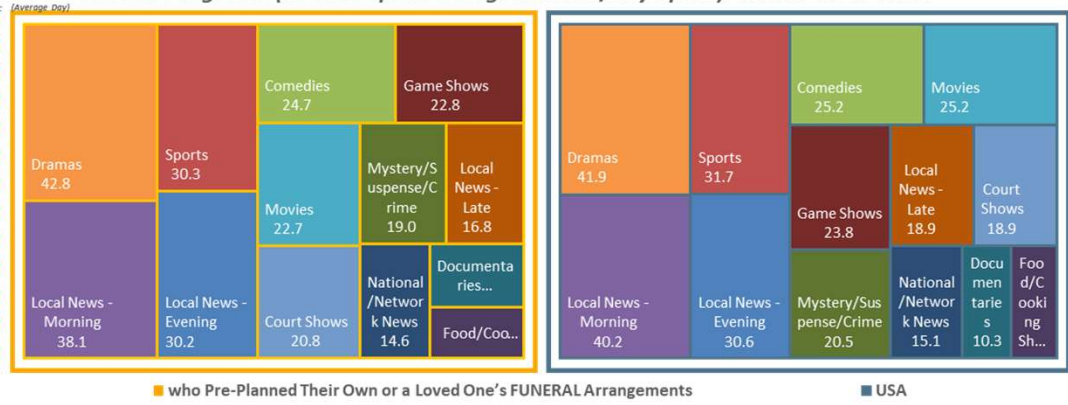


1,948,372 or 75.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and National/Network

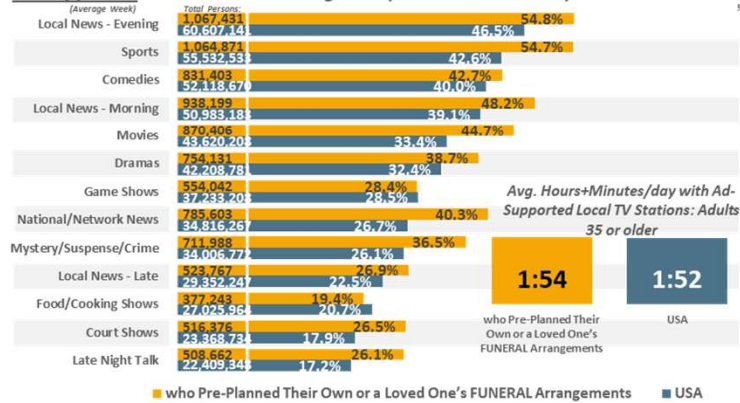
Local TV Station Programs (Persons & % Reach): Adults 35 or older



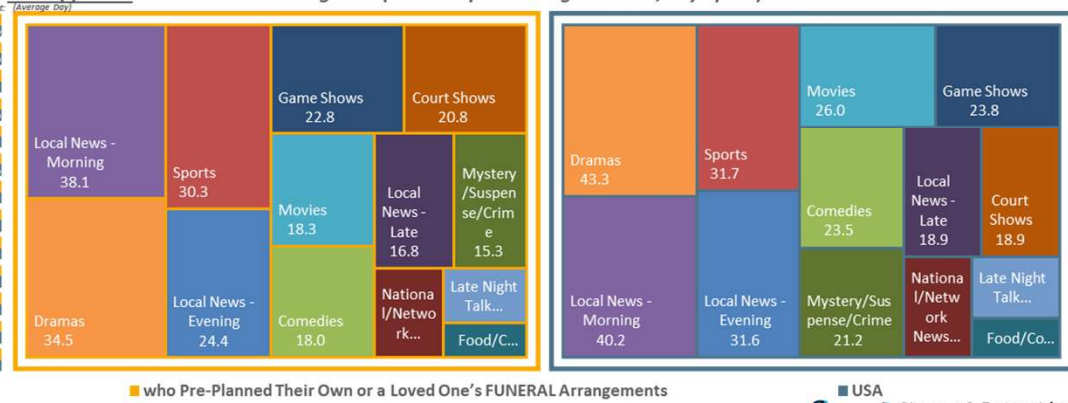
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



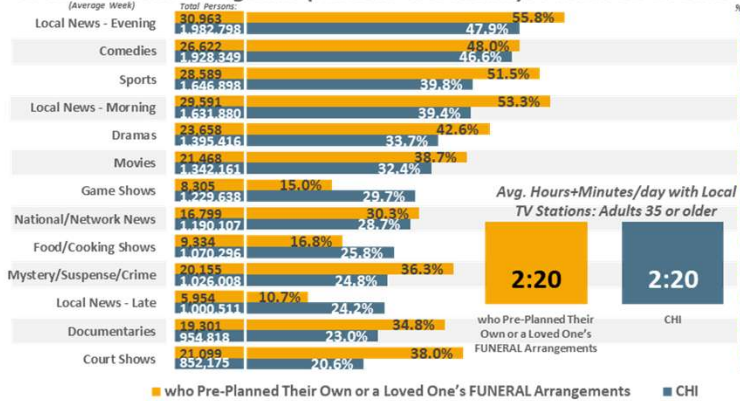
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



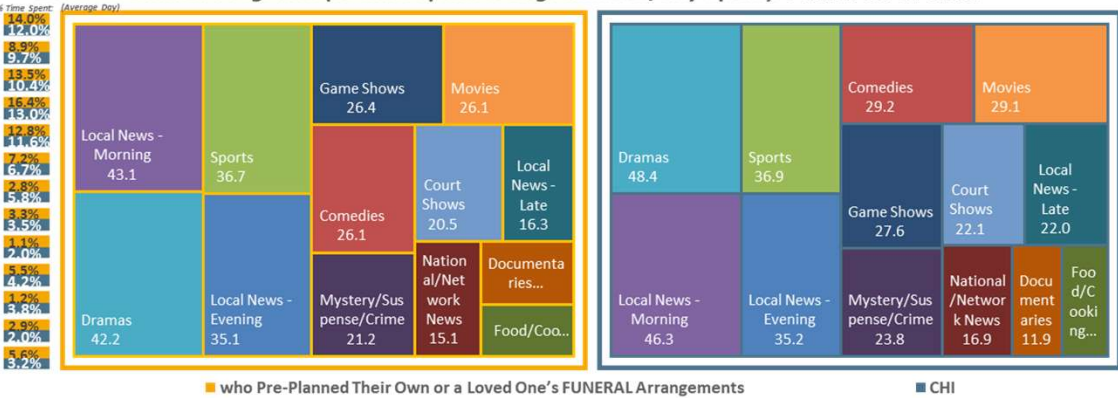


55,016 or 91.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Dramas, and Court Shows.

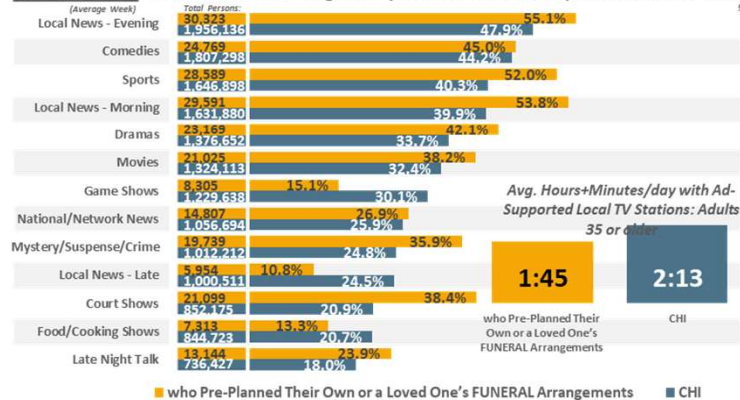
Local TV Station Programs (Persons & % Reach): Adults 35 or older



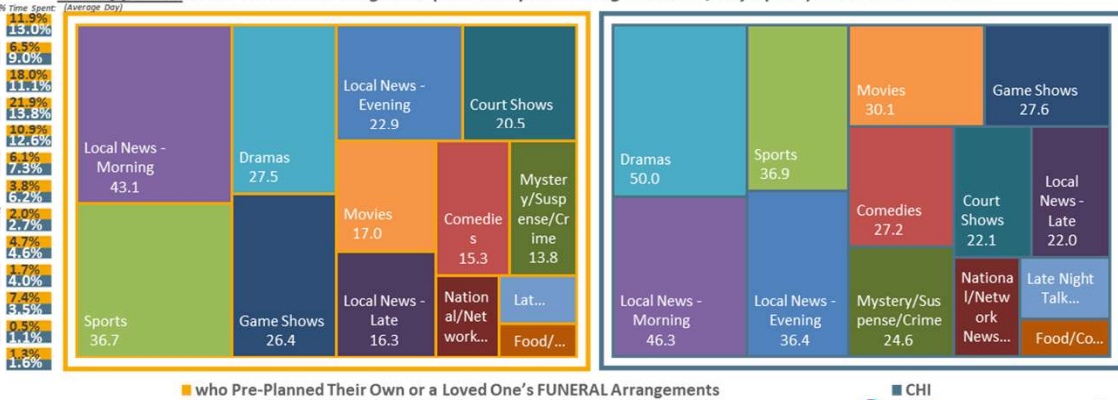
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



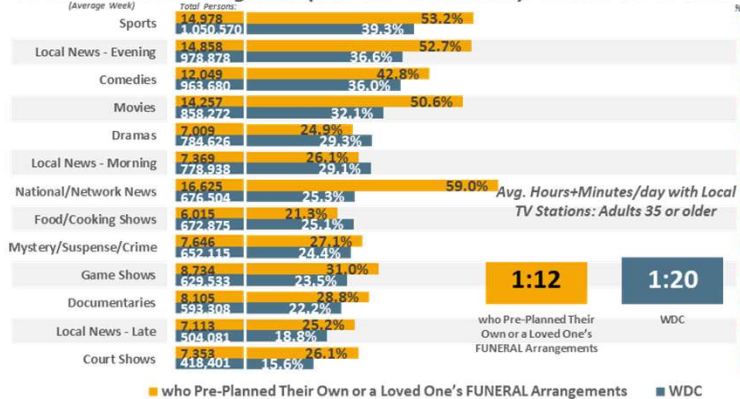
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



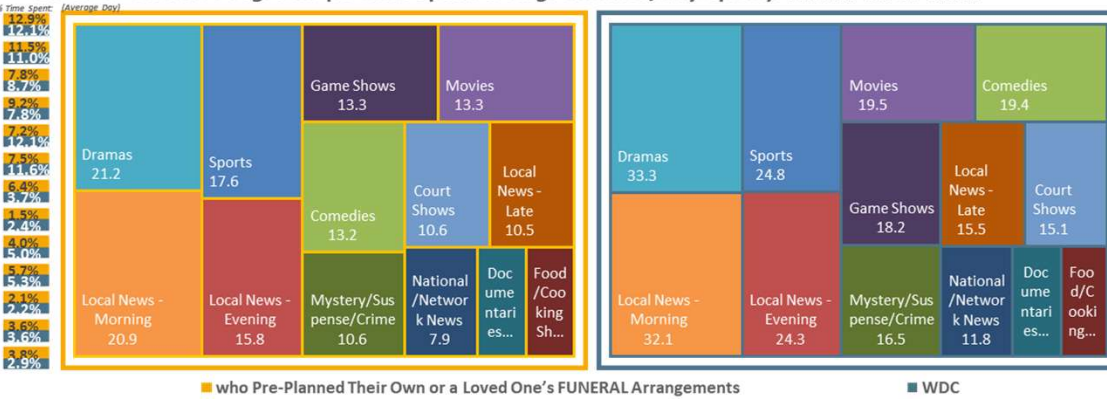


26,869 or 77.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, National/Network News, Local News - Evening, Movies, Comedies, and Game Shows.

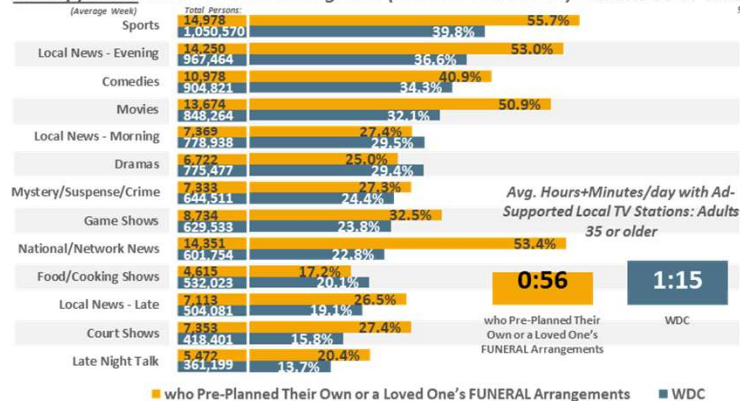
Local TV Station Programs (Persons & % Reach): Adults 35 or older



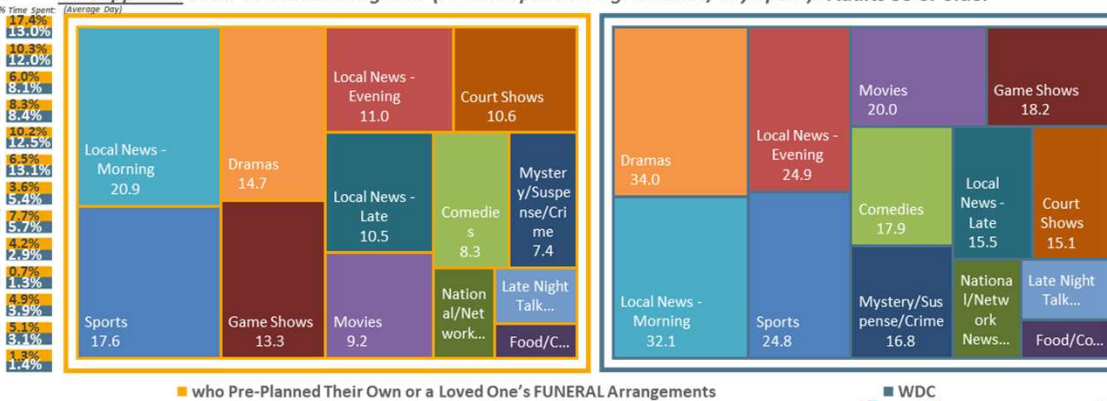
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



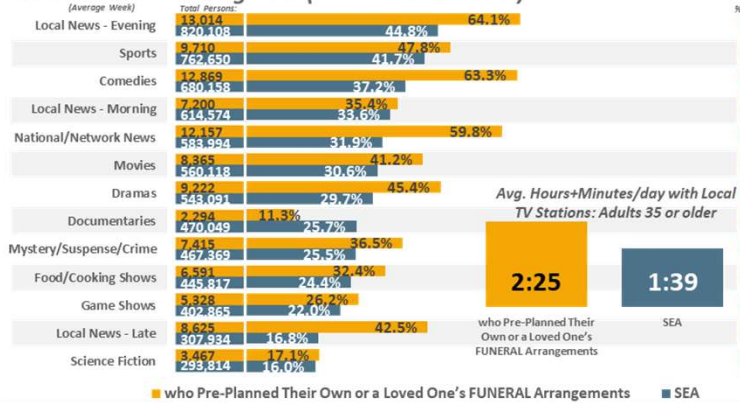
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



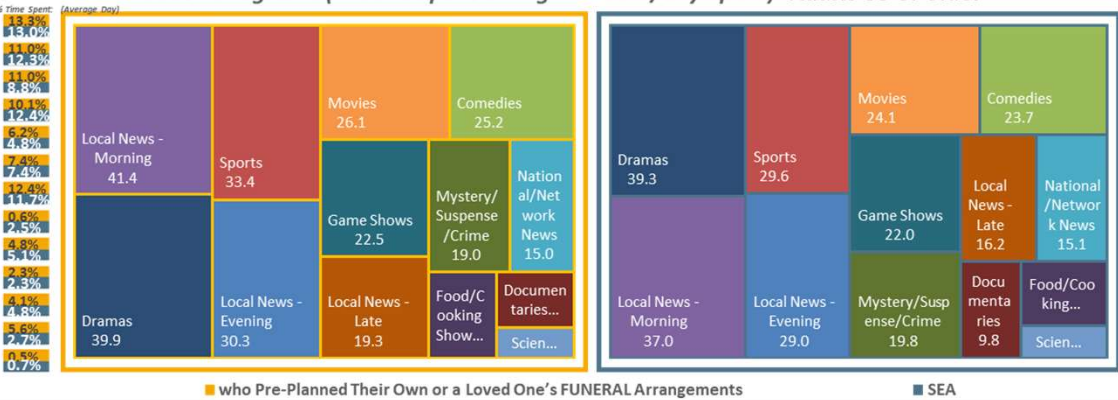


19,383 or 35.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, National/Network News, Sports, Dramas, and Local News - Late

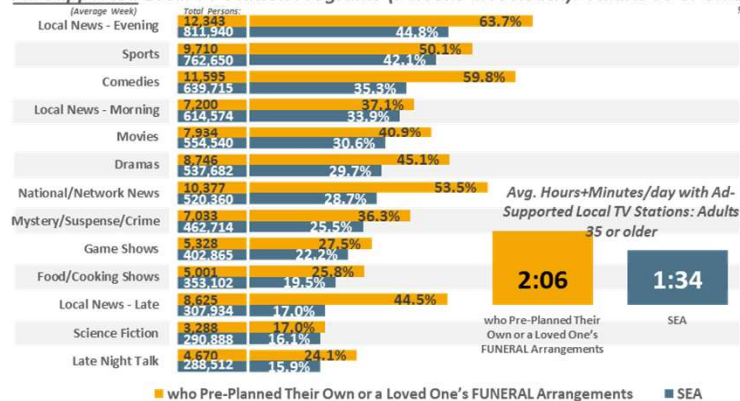
Local TV Station Programs (Persons & % Reach): Adults 35 or older



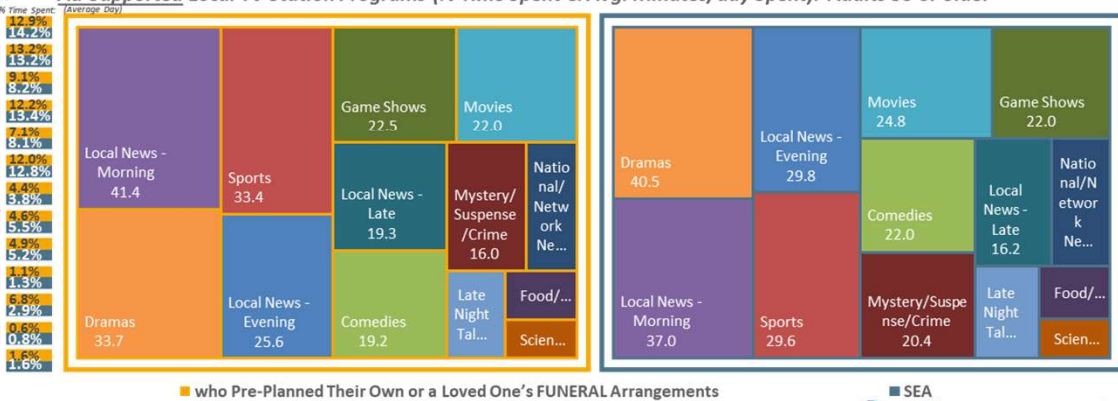
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

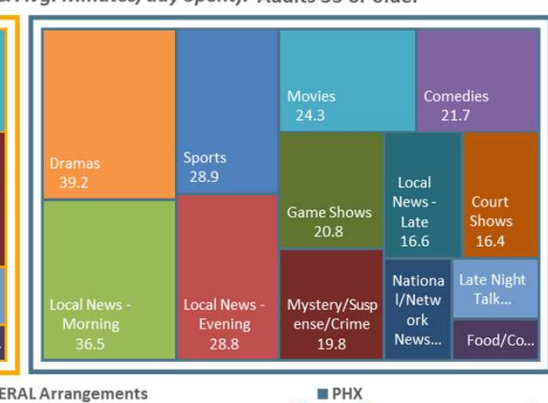




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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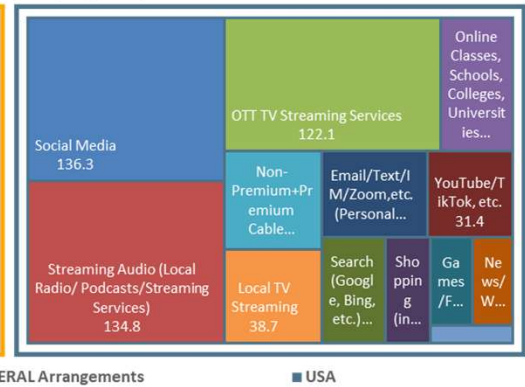
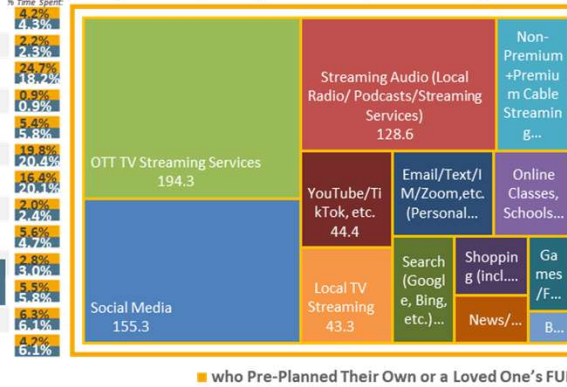
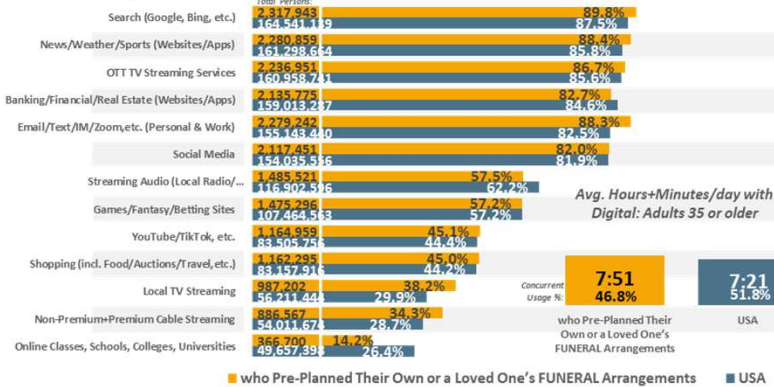
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



1,781,392 or 69.% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Social Media for an average of 142.9 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

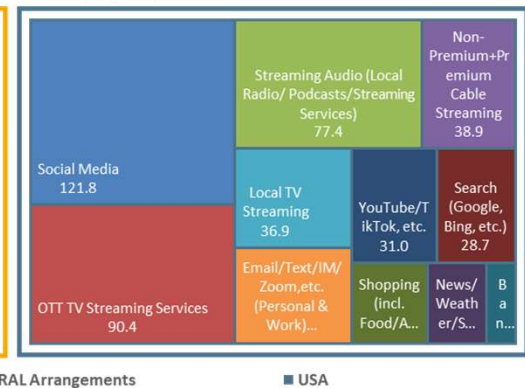
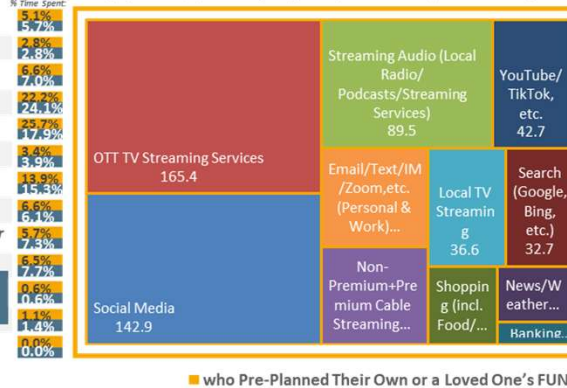
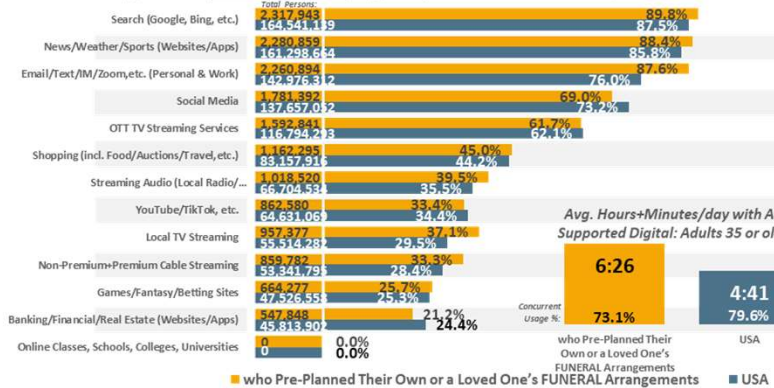
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

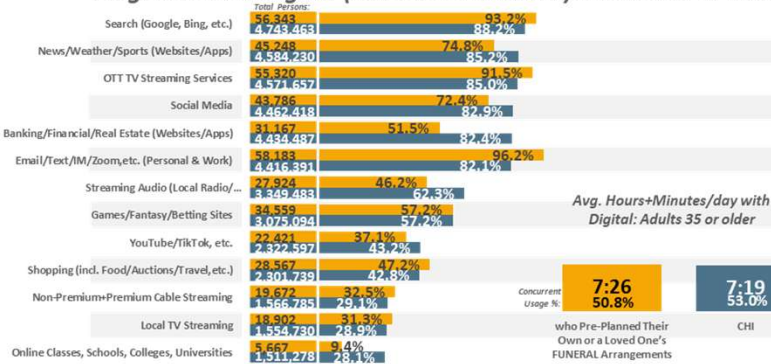
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





36,151 or 59.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Social Media for an average of 188.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 or older



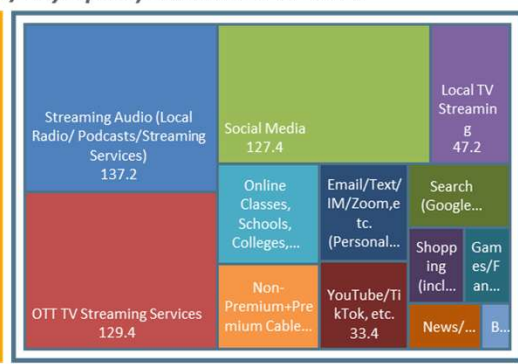
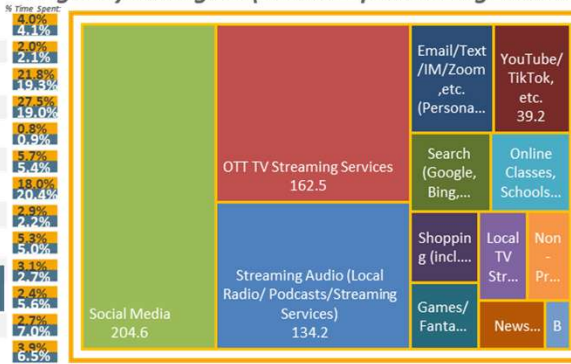
Avg. Hours+Minutes/day with Digital: Adults 35 or older

7:26 50.8%

7:19 53.0%

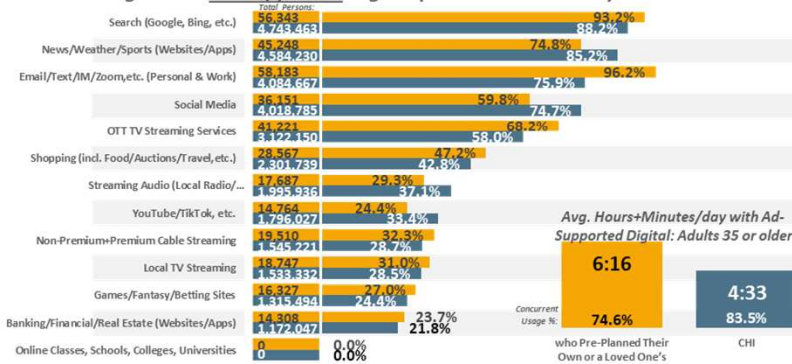
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements CHI

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



who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements CHI

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



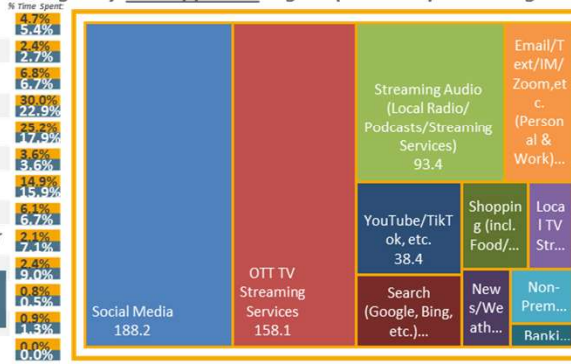
Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 35 or older

6:16 74.6%

4:33 83.5%

who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements CHI

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



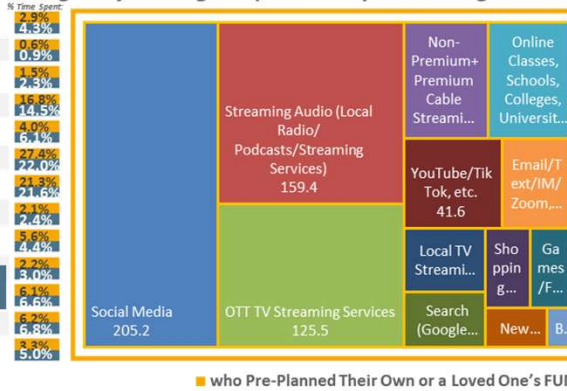
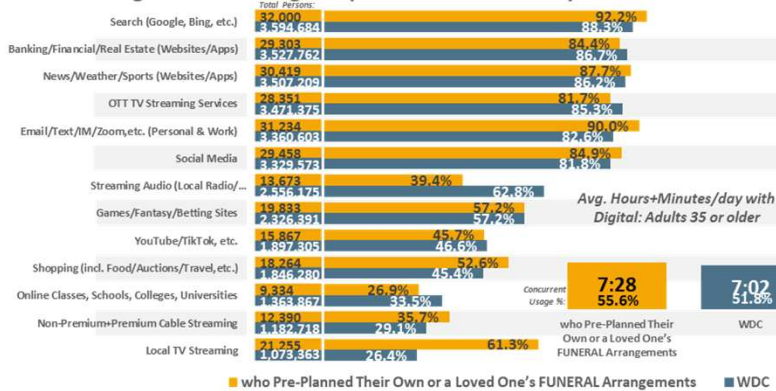
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements CHI



22,987 or 66.2% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Social Media for an average of 188.8 minutes every day representing 28.2% of all time spent daily with Ad-Supported Digital Media.

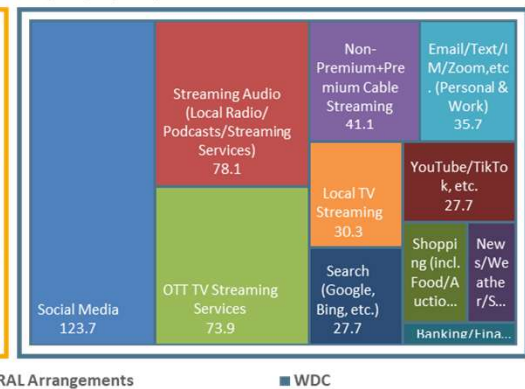
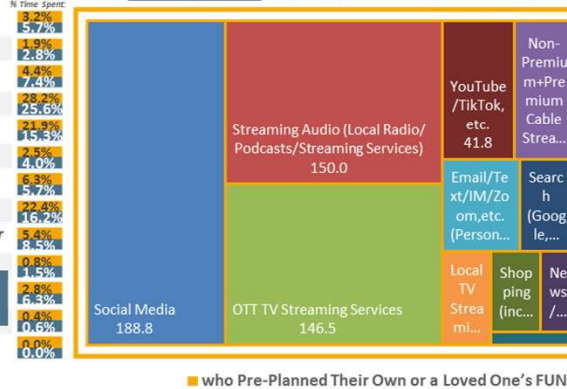
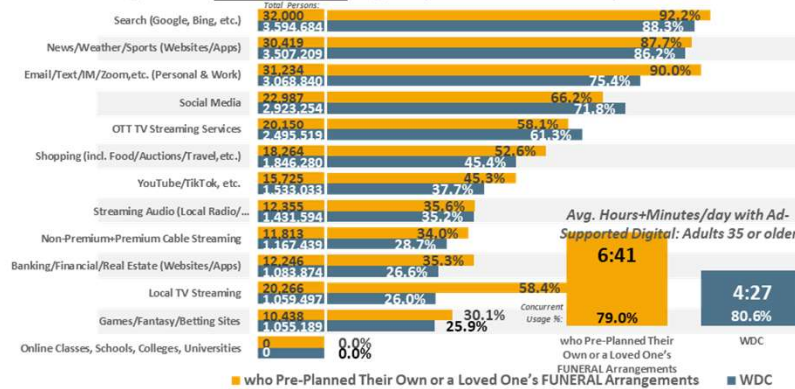
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 56
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



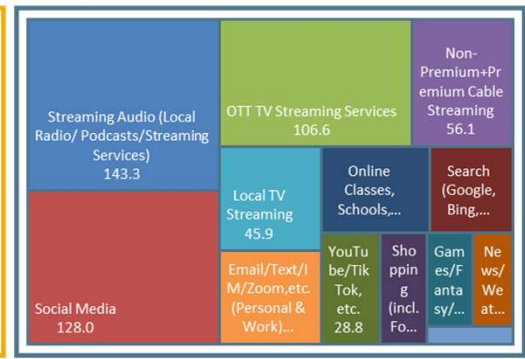
Activity	Hours+Minutes	% of Total
Search (Google, Bing, etc.)	47:29 ⁶	87.2%
OTT TV Streaming Services	2:88 ⁷	89.6%
OTT TV Streaming Services	52:52 ²	97.3%
Real Estate (Websites/Apps)	48:52 ⁸	91.8%
Real Estate (Websites/Apps)	2:52 ¹	87.8%
Weather/Sports (Websites/Apps)	47:27 ³	87.2%
Weather/Sports (Websites/Apps)	2:68 ⁴	86.1%
Social Media	45:77 ¹	84.4%
Social Media	2:50 ⁷	80.9%
/Zoom, etc. (Personal & Work)	2:56 ¹	91.7%
/Zoom, etc. (Personal & Work)	2:56 ¹	80.5%
Streaming Audio (Local Radio/...	36:48 ⁹	68.1%
Streaming Audio (Local Radio/...	2:05 ¹	65.9%
Games/Fantasy/Betting Sites	30:99 ³	57.2%
Games/Fantasy/Betting Sites	1:88 ⁸	57.4%
Food/Auctions/Travel, etc.)	34:94 ¹	64.4%
Food/Auctions/Travel, etc.)	1:13 ⁰	50.1%
YouTube/TikTok, etc.	27:94 ²	51.5%
YouTube/TikTok, etc.	1:50 ⁹	48.5%
Local TV Streaming	13:71 ⁷	25.3%
Local TV Streaming	9:28 ¹	28.9%
Premium Cable Streaming	18:46 ⁵	34.0%
Premium Cable Streaming	9:00 ⁸	25.0%
Schools, Colleges, Universities	2:67 ⁷	4.9%
Schools, Colleges, Universities	8:68 ⁹	27.0%

Avg. Hours+Minutes/day with Digital: Adults 35 or older

Concurrent Usage %: **7:19** 49.3%

SEA: **7:26** 53.6%

who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

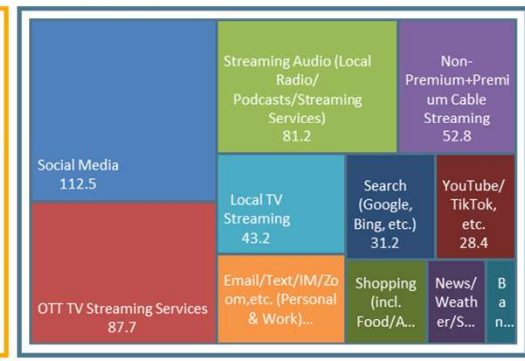


Activity	Total Persons	Pre-Planned	Spontaneous
Search (Google, Bing, etc.)	47,286	87.2%	89.6%
Weather/Sports (Websites/Apps)	47,273	87.2%	86.1%
Zoom, etc. (Personal & Work)	49,045	90.4%	78.9%
Social Media	41,187	76.0%	71.1%
OTT TV Streaming Services	36,532	67.4%	64.4%
Food/Auctions/Travel, etc.)	24,854	50.1%	38.2%
YouTube/TikTok, etc.	21,162	39.0%	38.2%
Streaming Audio (Local Radio/...	28,189	52.0%	35.6%
Real Estate (Websites/Apps)	14,392	26.5%	26.5%
Games/Fantasy/Betting Sites	19,970	36.8%	28.6%
Local TV Streaming	13,086	24.1%	28.6%
Premium Cable Streaming	17,511	32.5%	27.7%
Schools, Colleges, Universities	0	0.0%	0.0%

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

Category	Value
Pre-Planned Their Own or a Loved One's	5:59
SEA	4:51

Concurrent Usage %: 69.2%

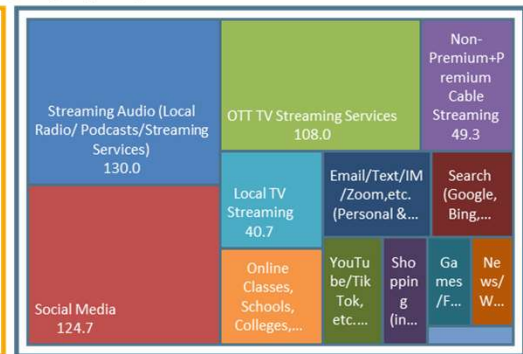
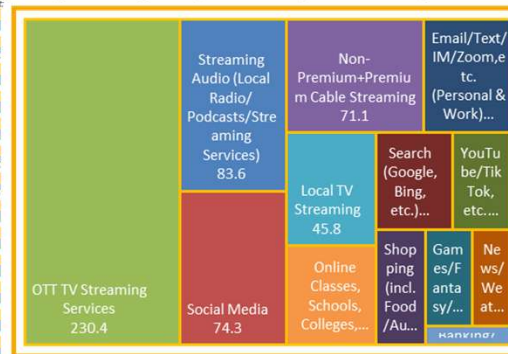
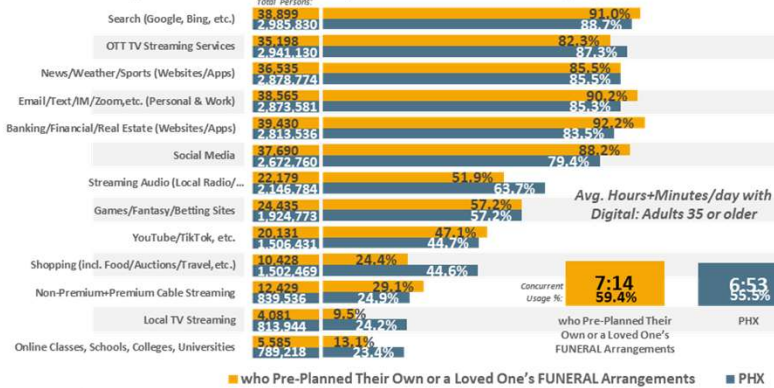




35,839 or 83.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Social Media for an average of 68.4 minutes every day representing 12.5% of all time spent daily with Ad-Supported Digital Media.

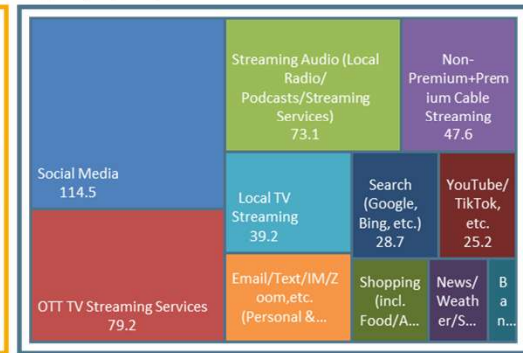
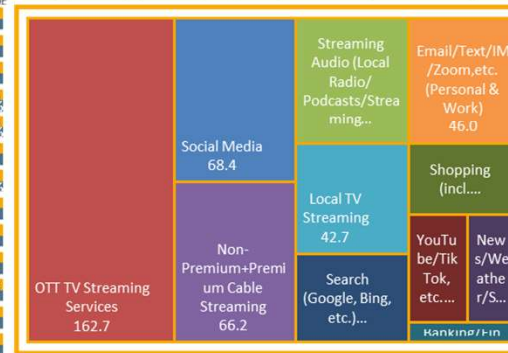
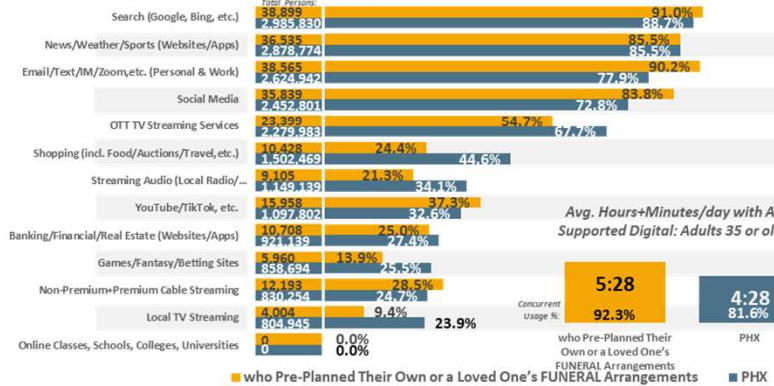
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

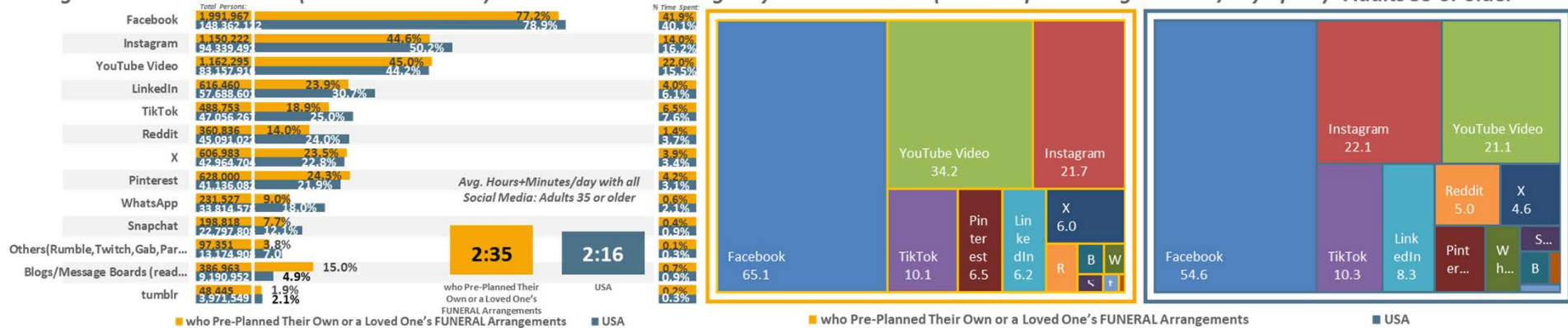
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



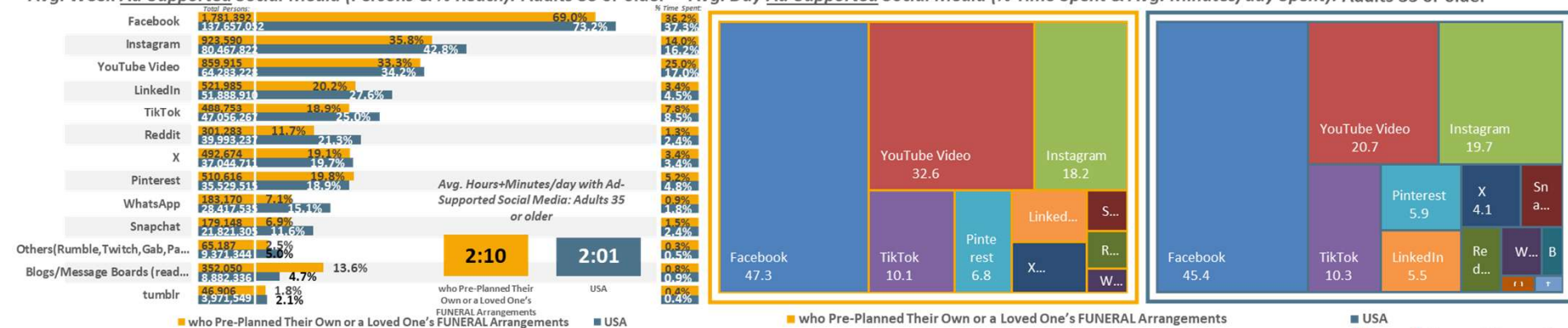


1,781,392 or 69.% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

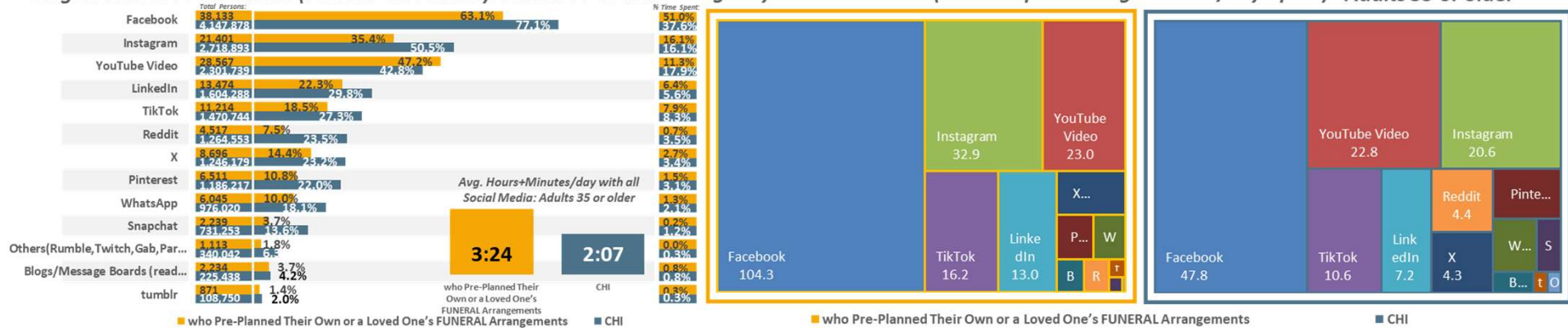
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

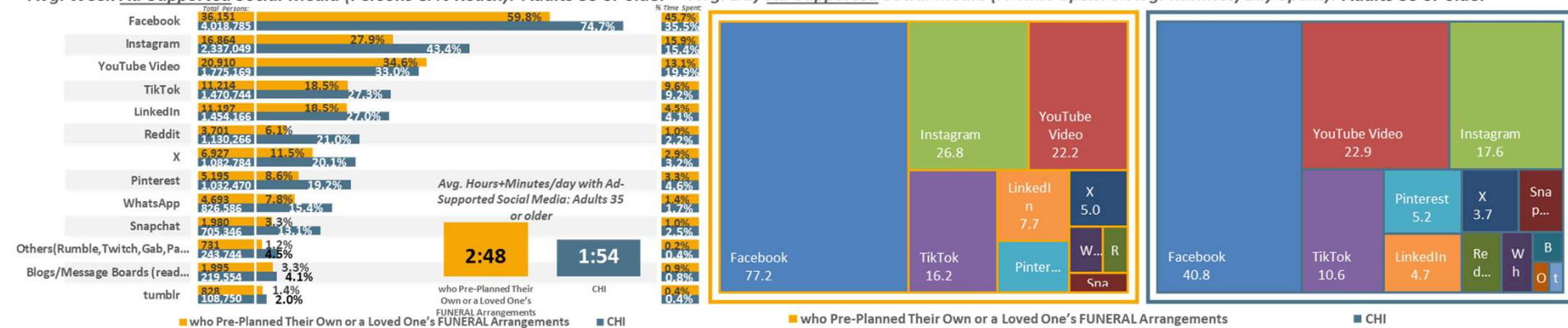


36,151 or 59.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 77.2 minutes every day representing 45.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 43
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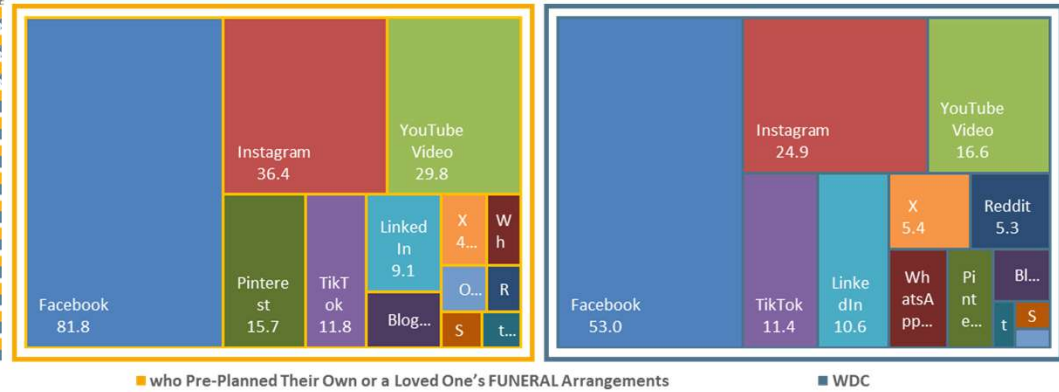
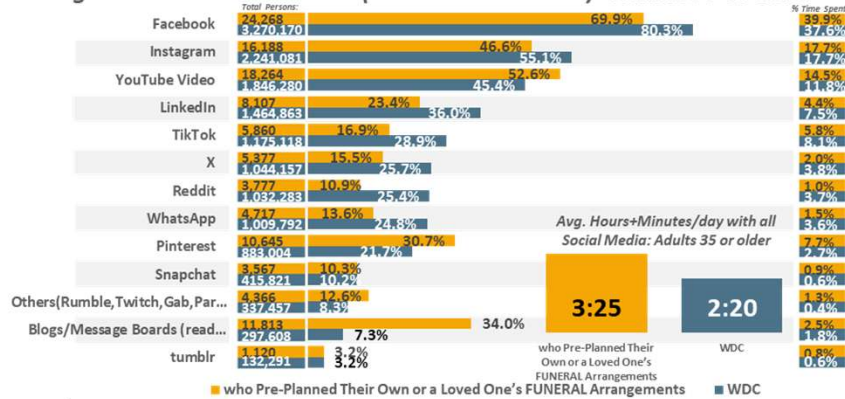
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

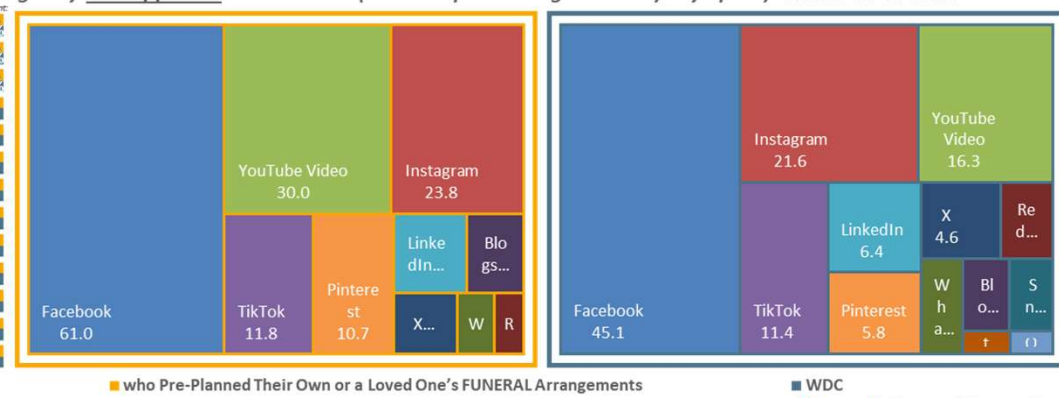
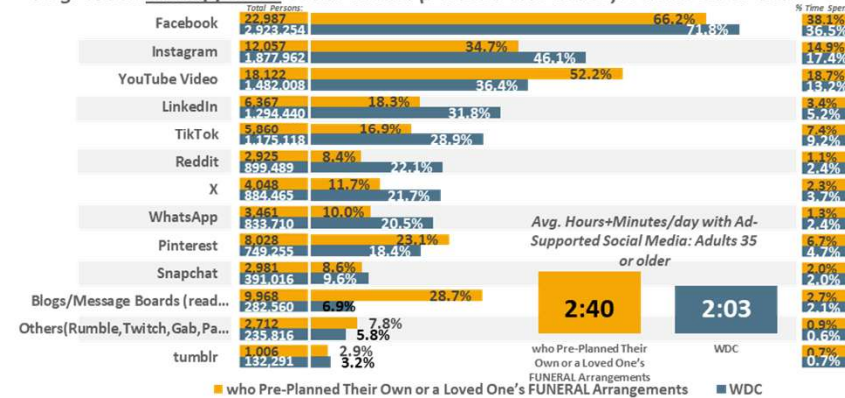


22,987 or 66.2% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 61. minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



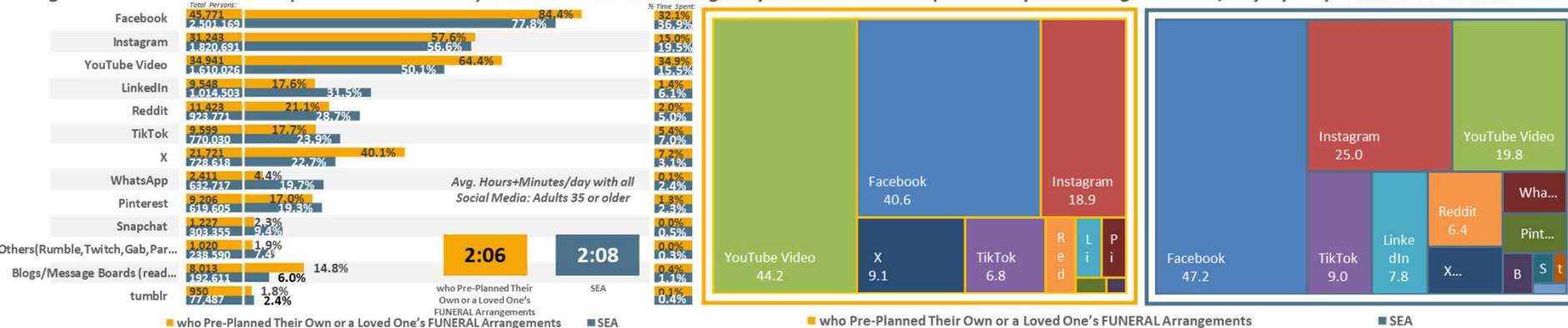
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



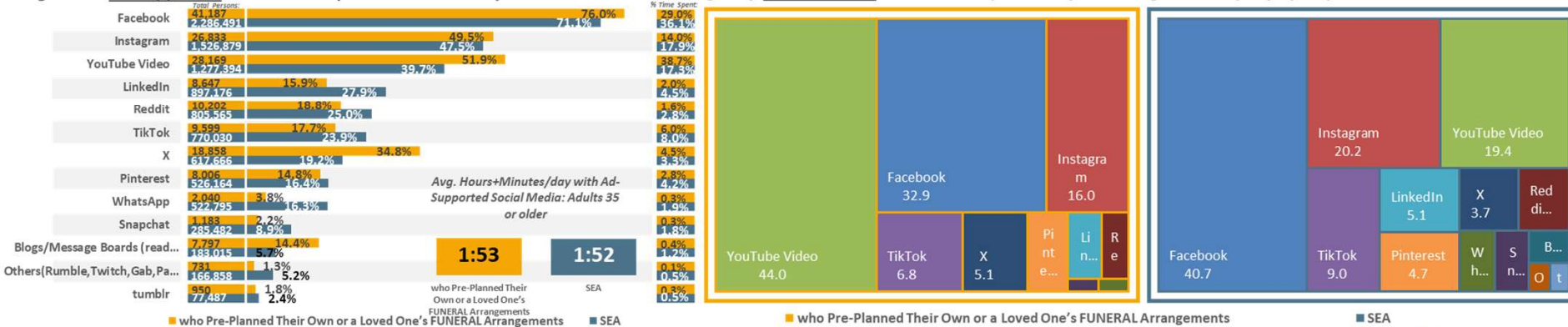


28,169 or 51.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported YouTube Video for an average of 44. minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 58
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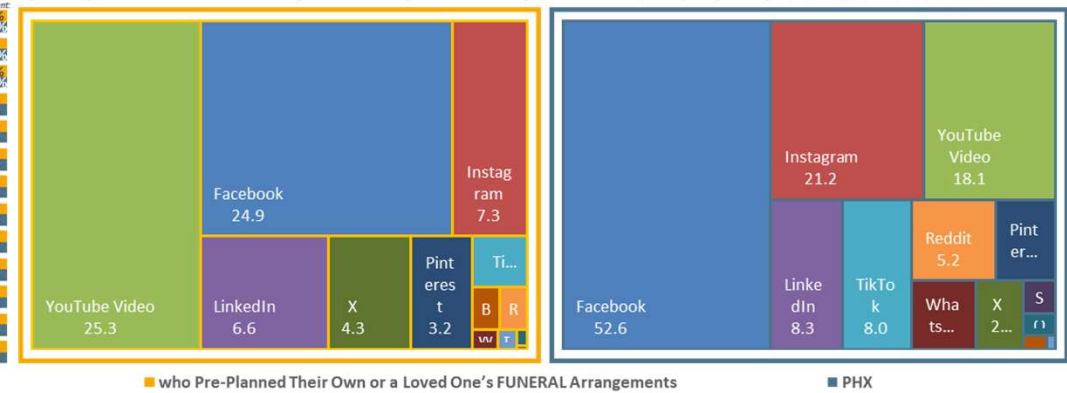
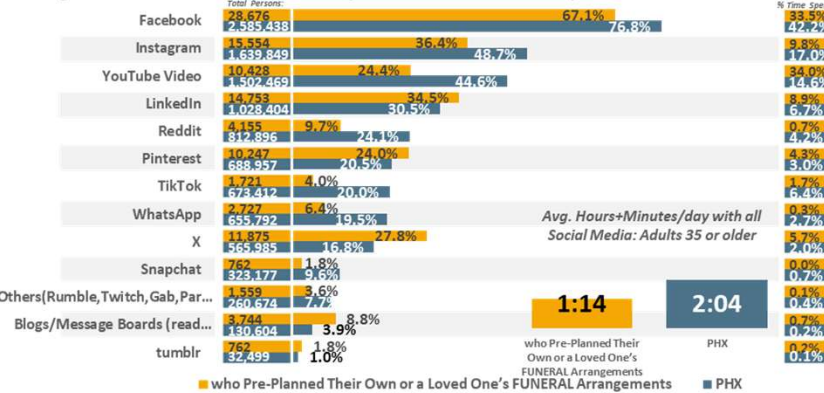
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

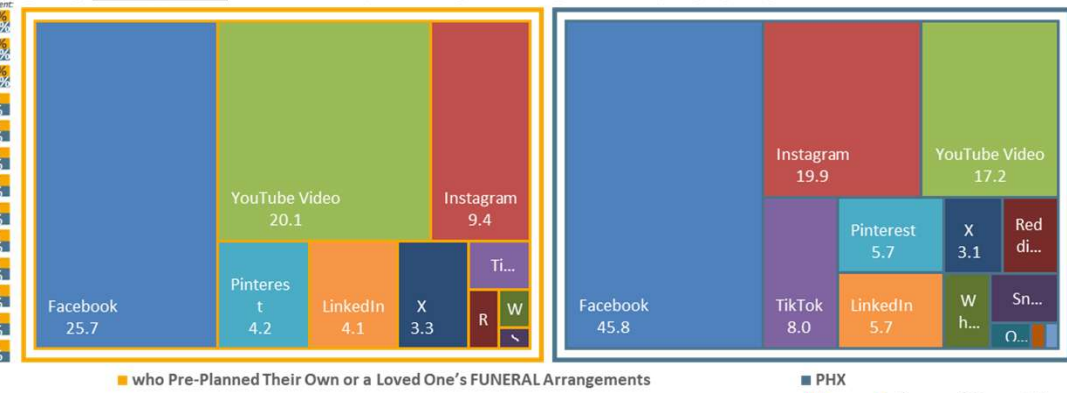
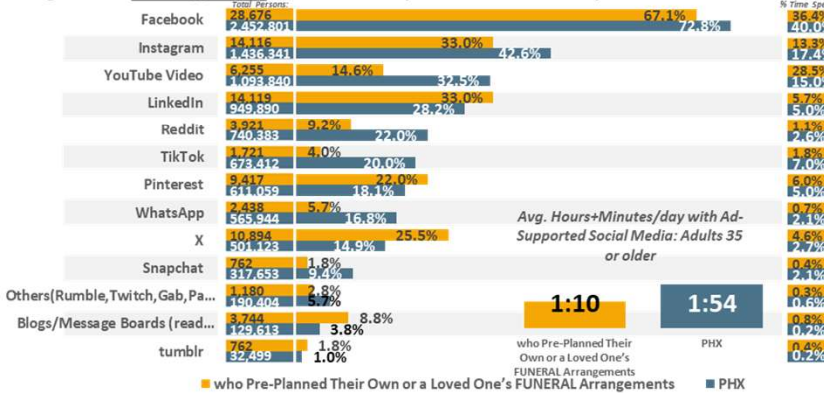


28,676 or 67.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 25.7 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 35 or older **Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



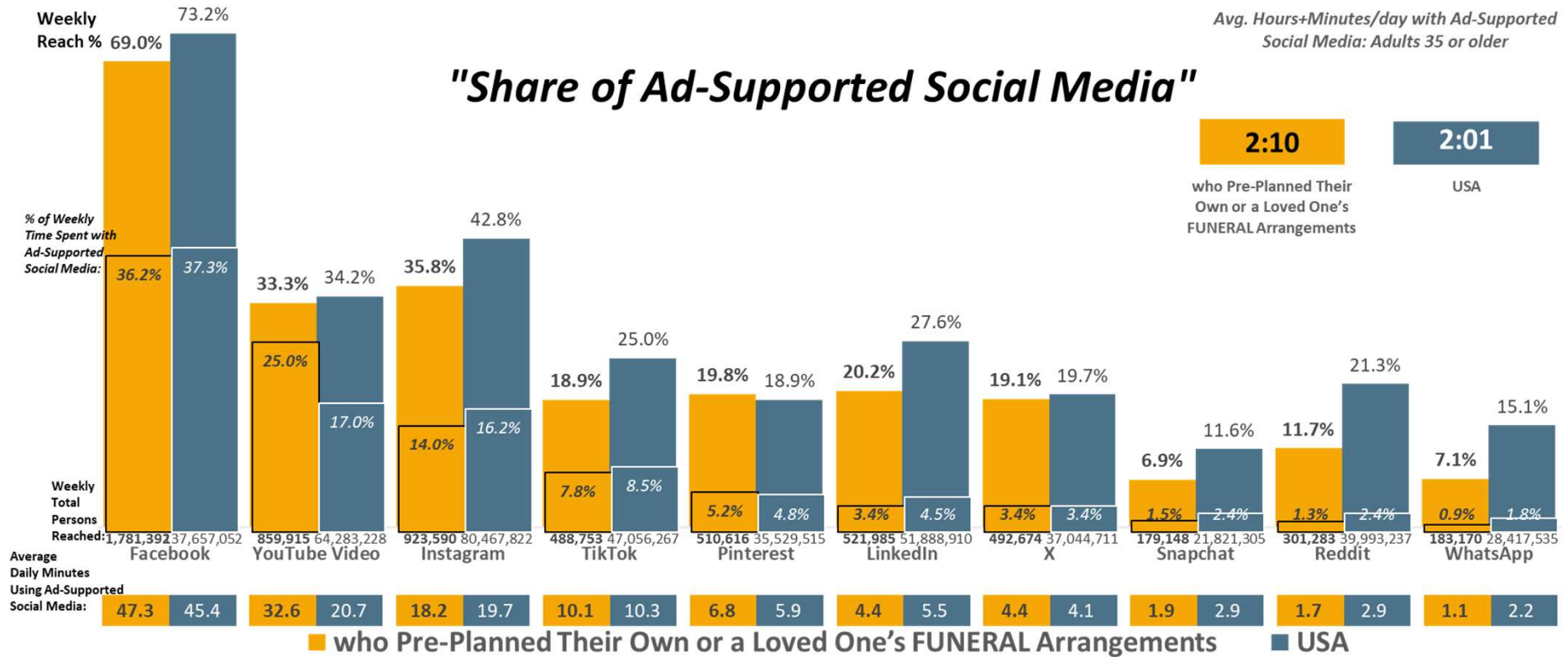
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





1,781,392 or 69.% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

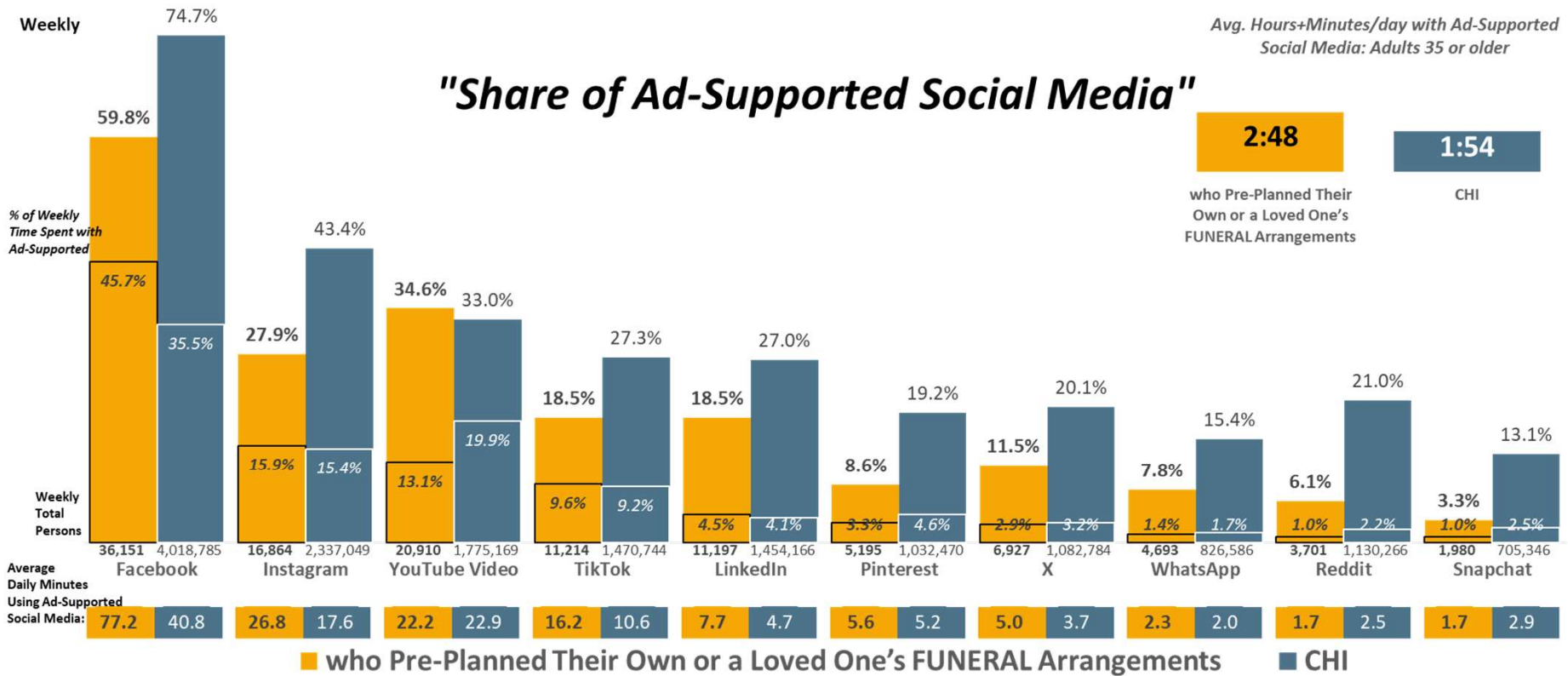
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



36,151 or 59.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 77.2 minutes every day representing 45.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 43
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

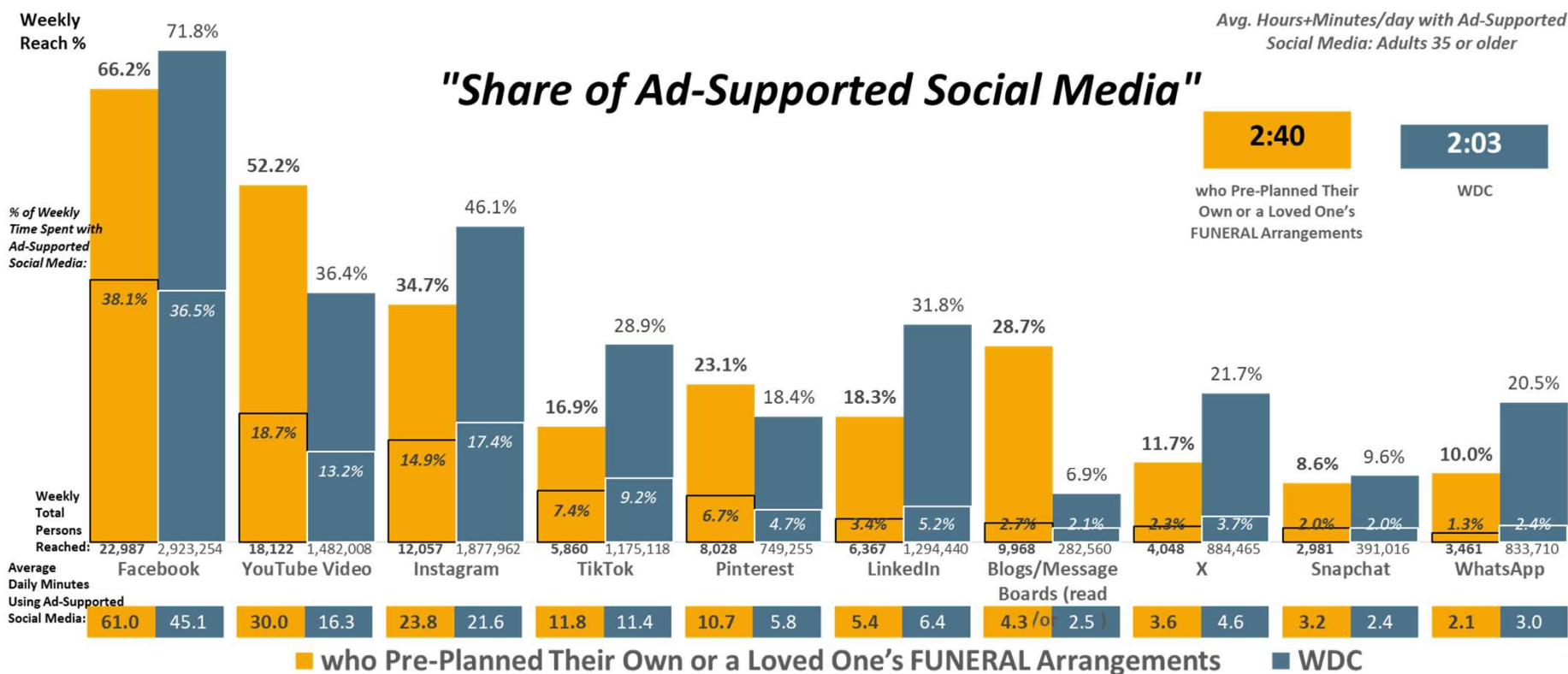
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



22,987 or 66.2% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 61. minutes every day representing 38.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



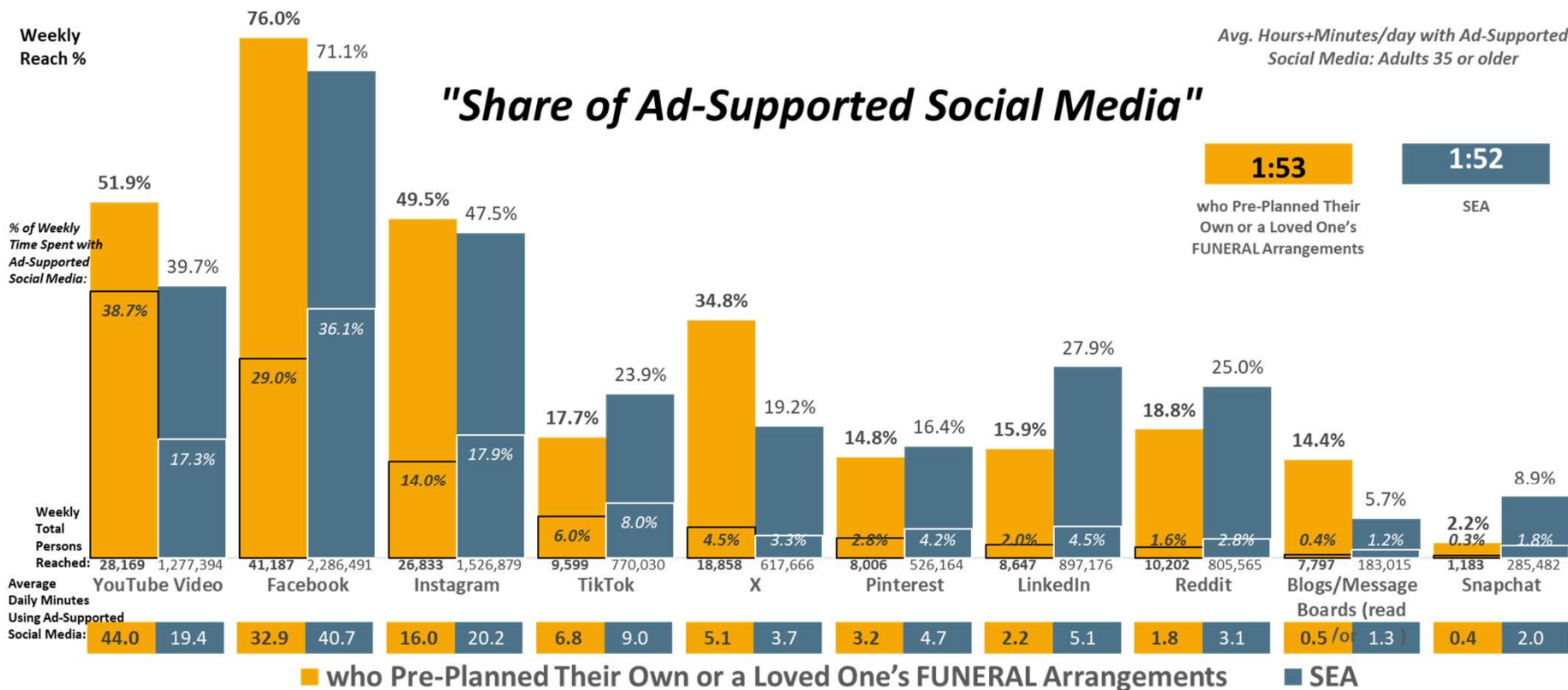
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 56 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



28,169 or 51.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported YouTube Video for an average of 44. minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 58 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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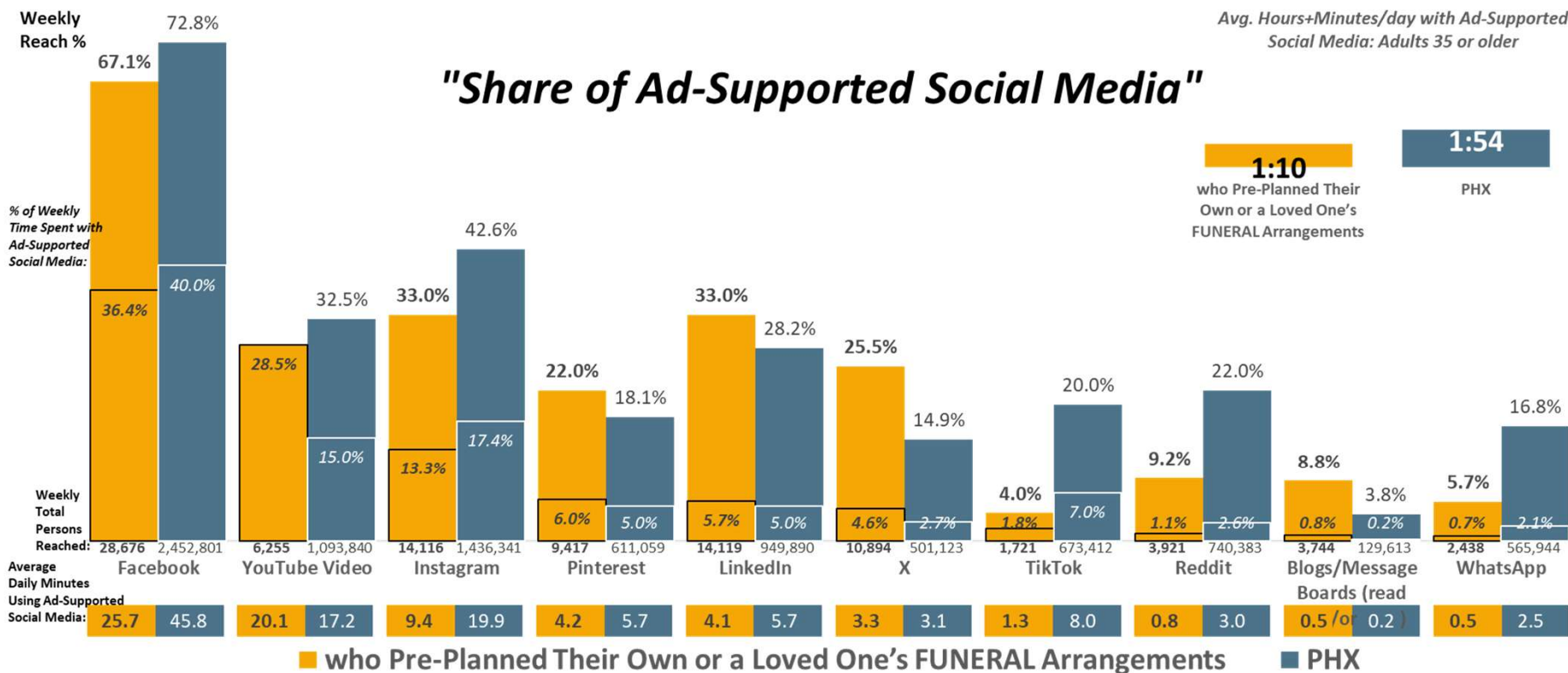
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



28,676 or 67.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 25.7 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 34
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

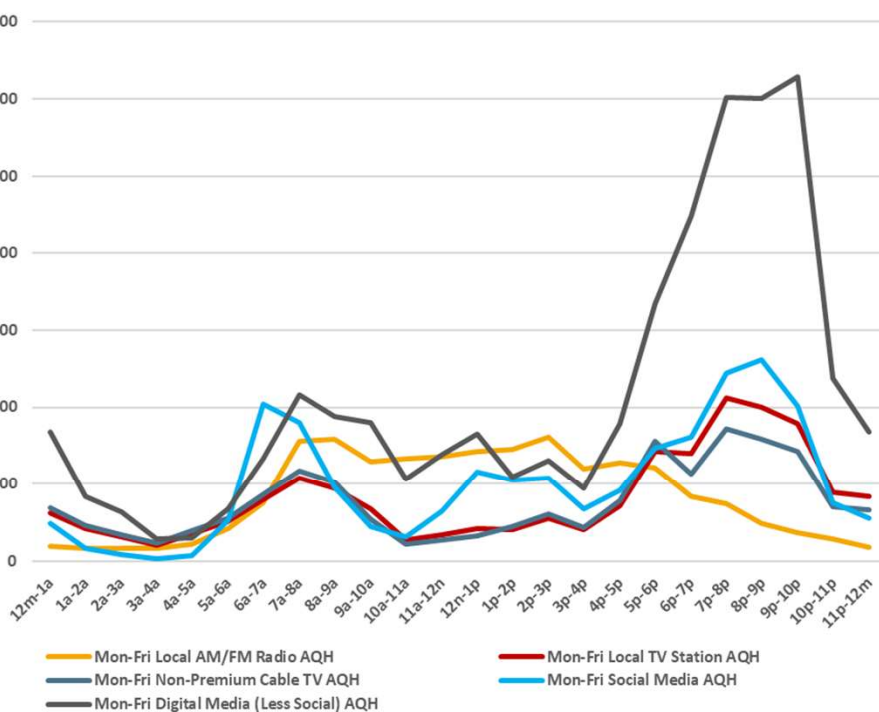
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

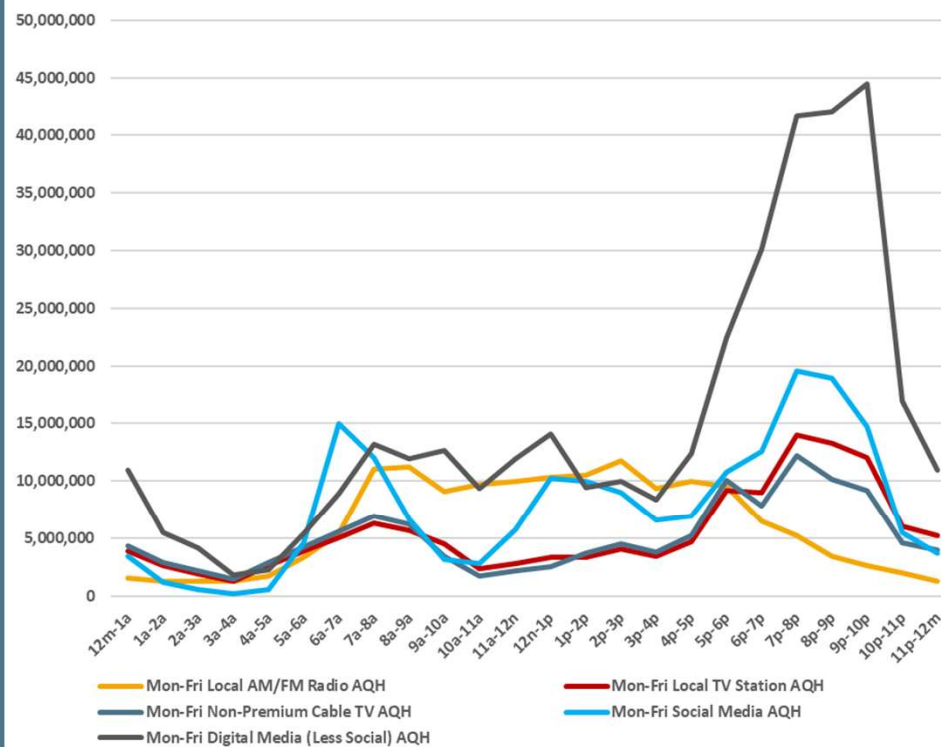


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 186,209; Local Radio: 129,926; Social Media: 108,838; Local TV: 72,441; Non-Prem. Cable: 72,017 reaching Adults 35 or older who Pre-Planned Their Own or a Loved One's FUN

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Pre-Planned Their Own or a Loved
One's FUNERAL Arrangements*



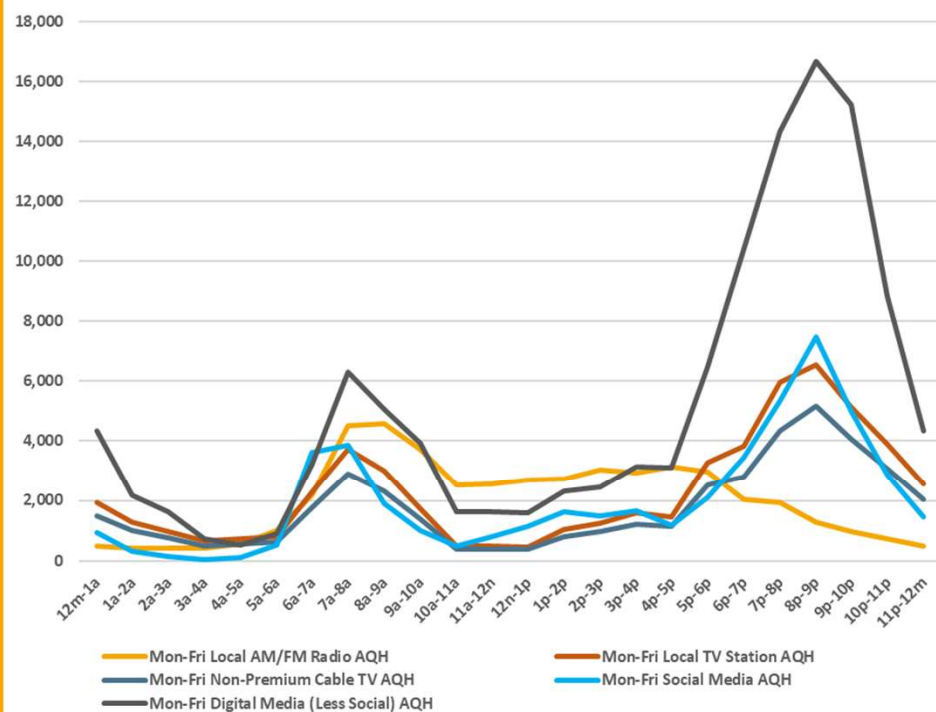
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 35 or older*



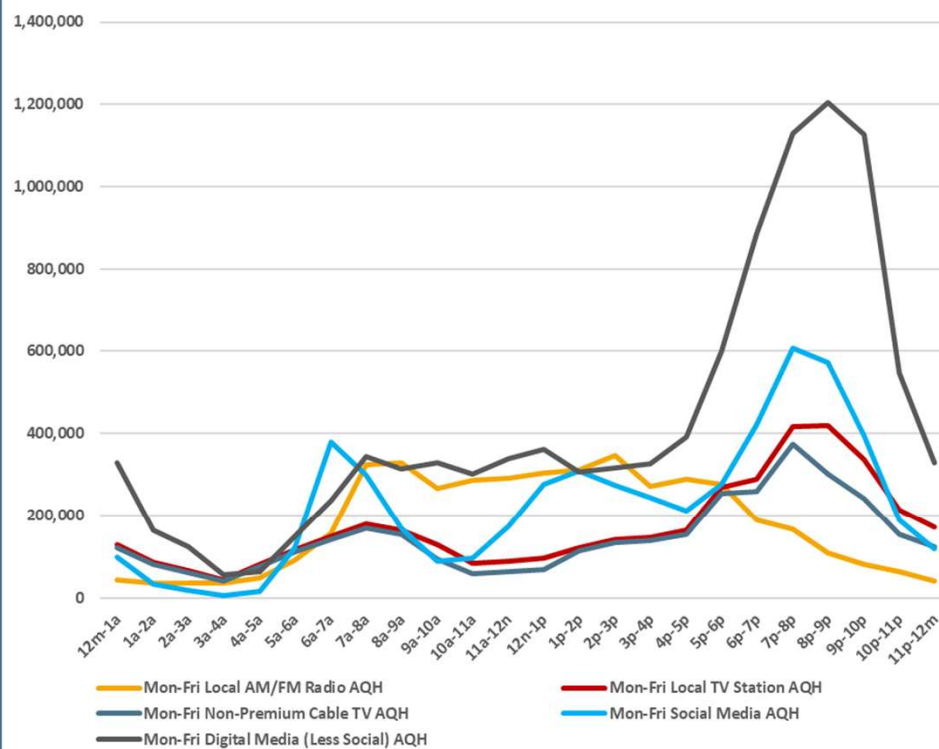


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,942; Local Radio: 3,048; Local TV: 1,891; Social Media: 1,866; Non-Prem. Cable: 1,454 reaching Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arr

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Pre-Planned Their Own or a Loved
One's FUNERAL Arrangements*



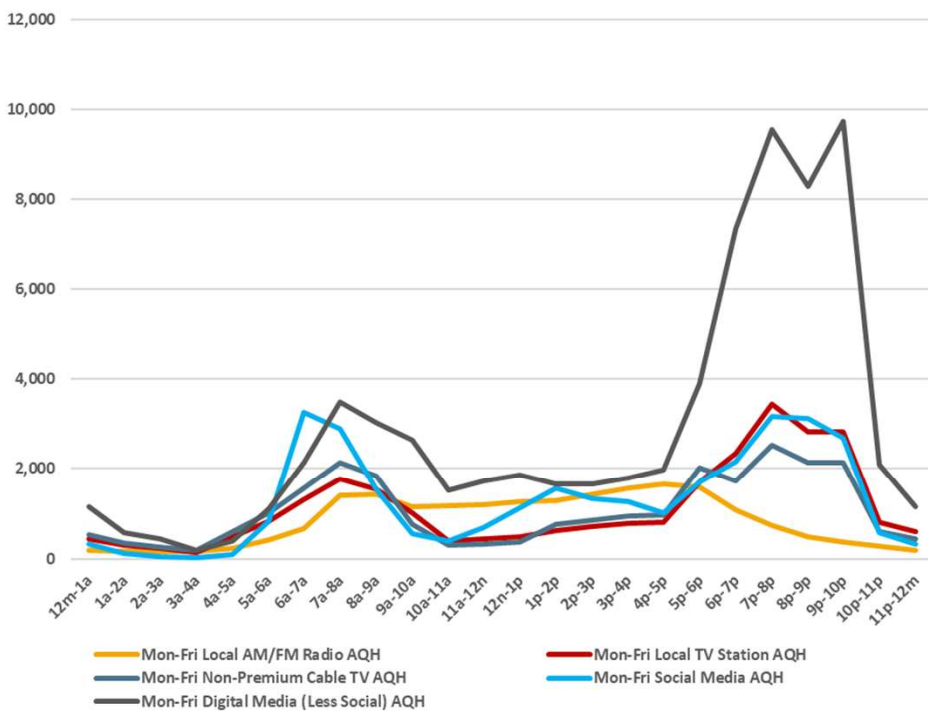
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 or older*



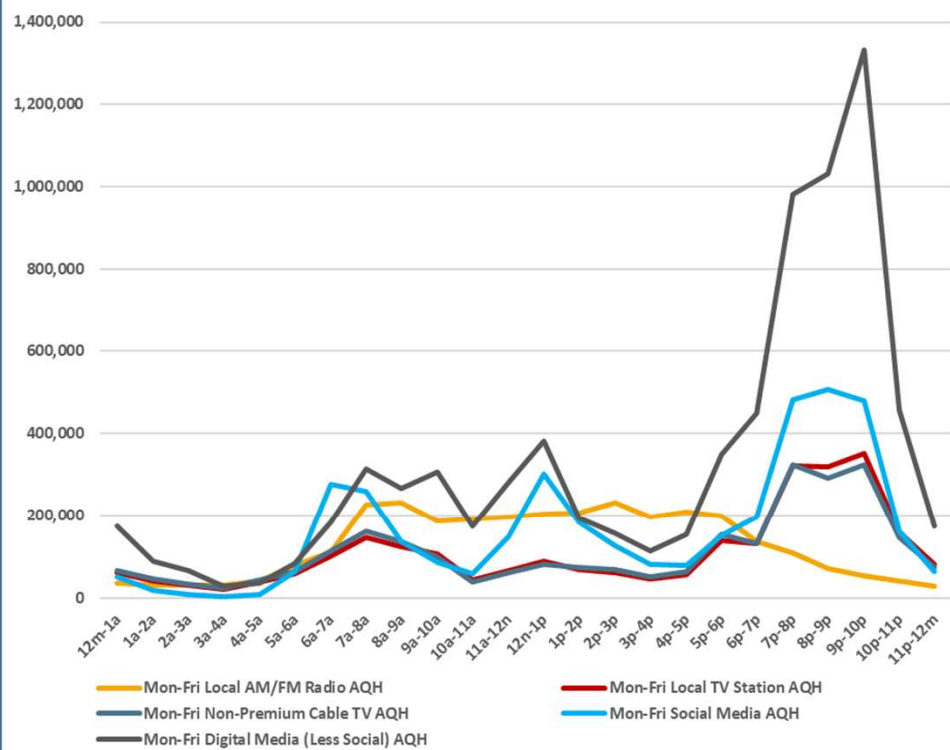


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,671;
 Social Media: 1,500; Local Radio: 1,295; Non-Prem. Cable: 1,120; Local TV: 1,073 reaching
 Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arr

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 Adults 35 or older who Pre-Planned Their Own or a Loved
 One's FUNERAL Arrangements*



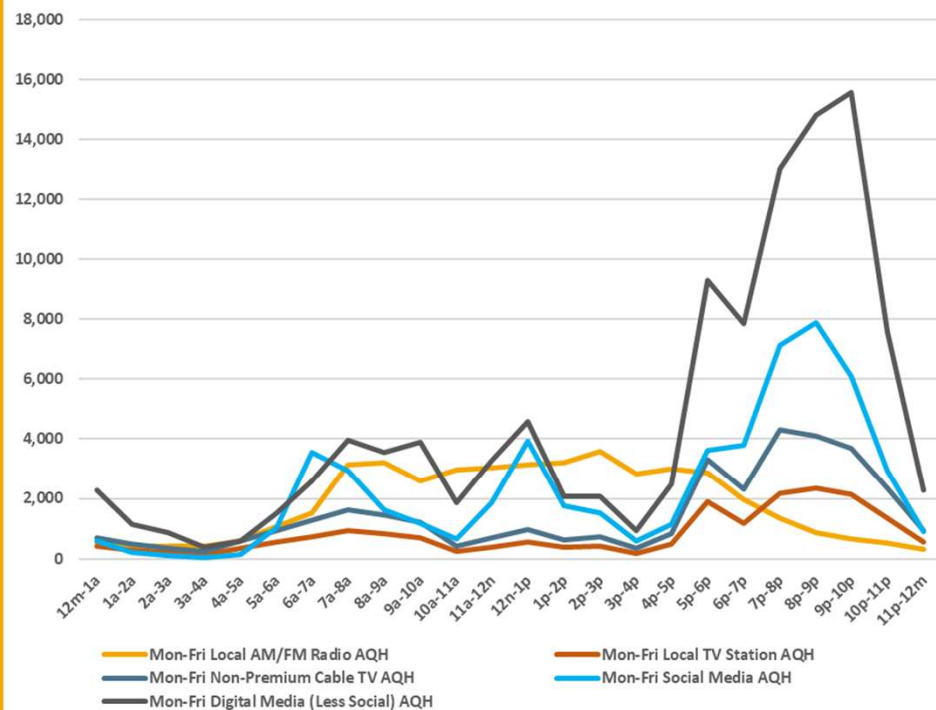
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 WDC DMA Adults 35 or older*



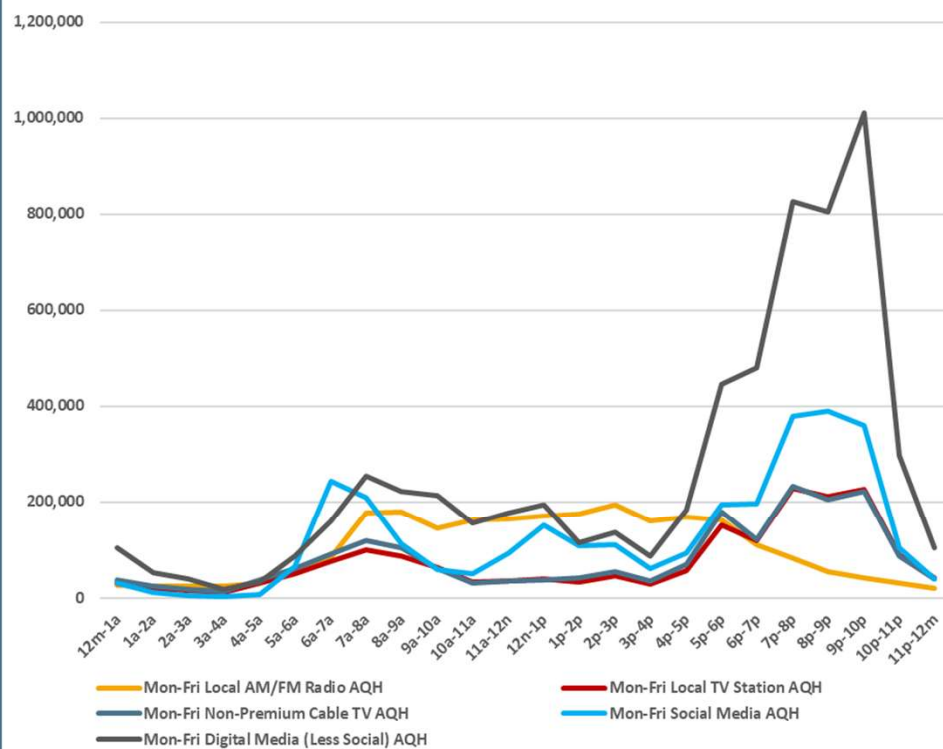


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,725; Local Radio: 2,851; Social Media: 2,166; Non-Prem. Cable: 1,209; Local TV: 686 reaching Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arran

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Pre-Planned Their Own or a Loved
One's FUNERAL Arrangements*



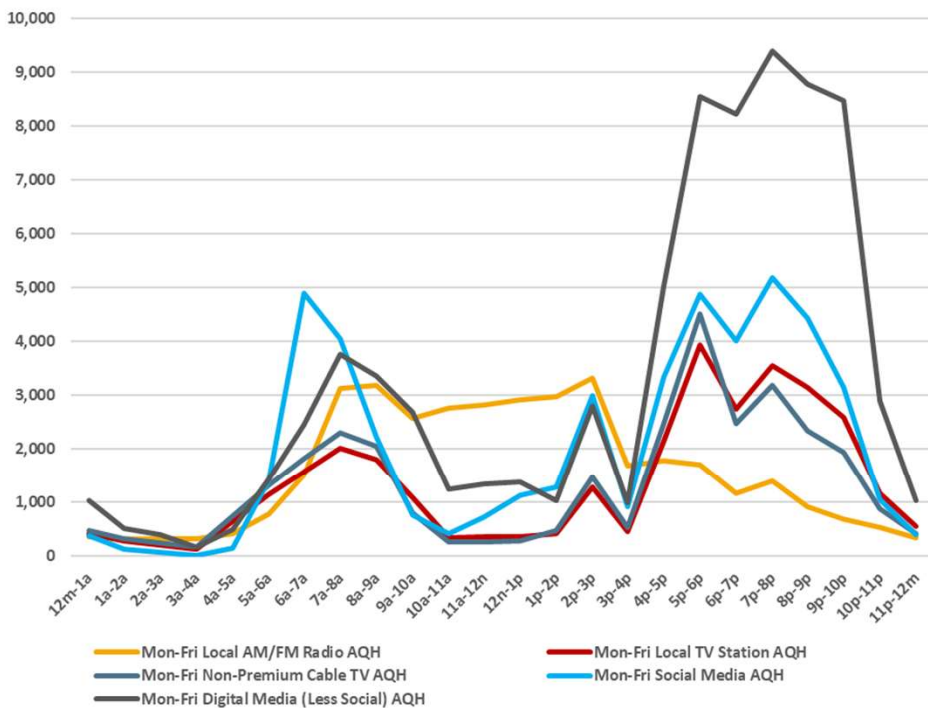
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 35 or older*



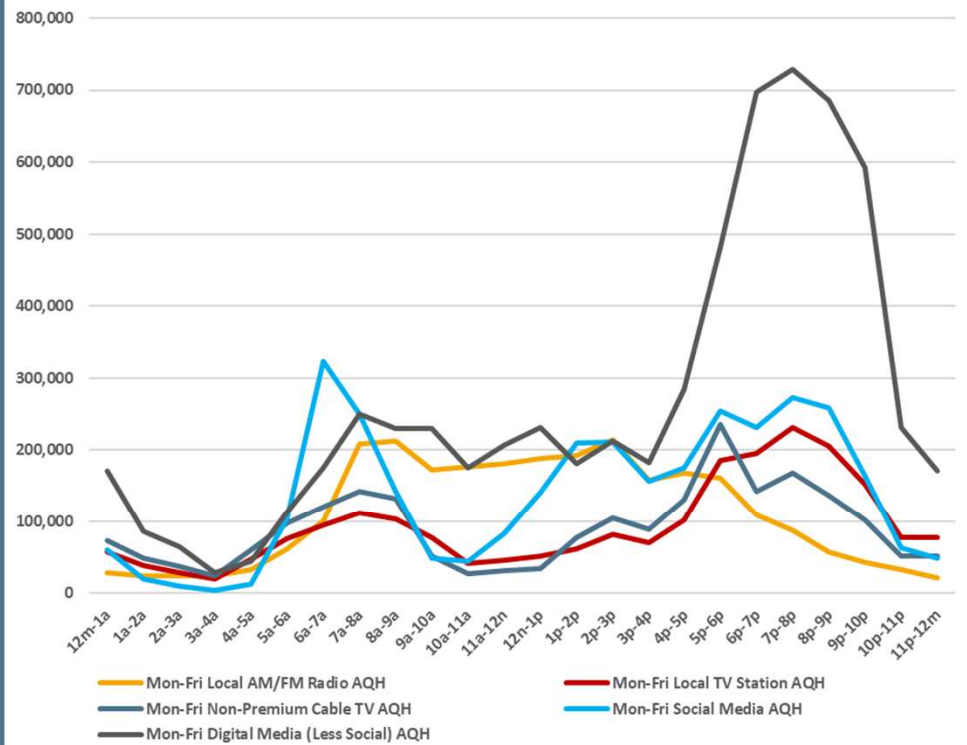


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,295;
Social Media: 2,433; Local Radio: 2,424; Non-Prem. Cable: 1,516; Local TV: 1,426 reaching
Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arr

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Pre-Planned Their Own or a Loved
One's FUNERAL Arrangements*



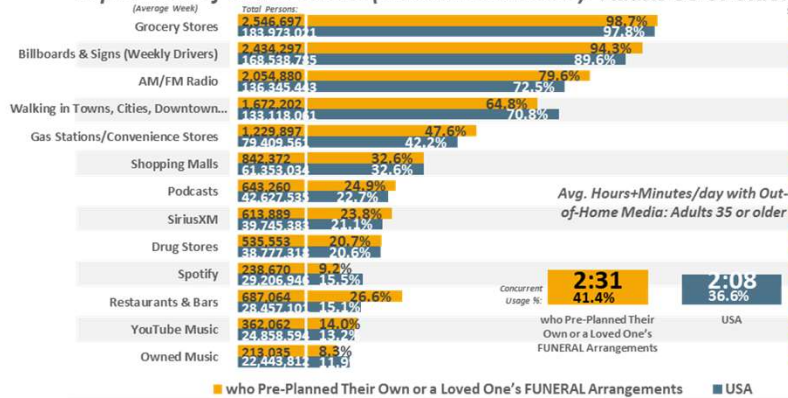
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 35 or older*



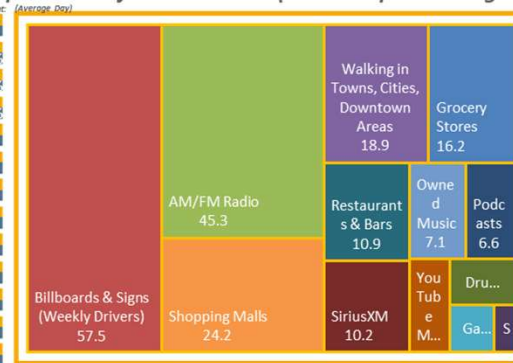


2,434,297 or 94.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 36.3

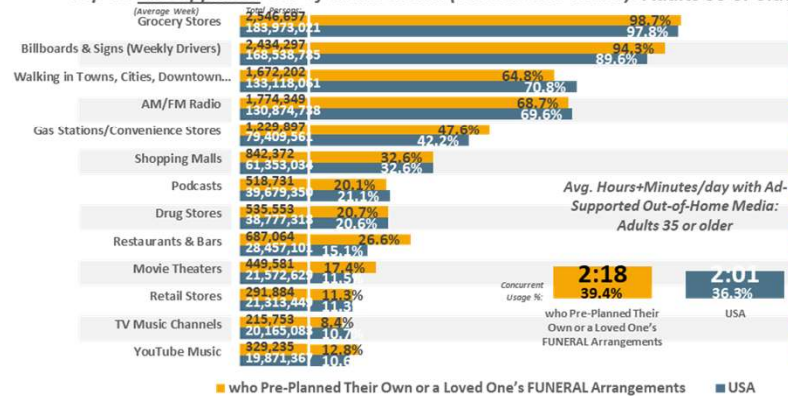
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



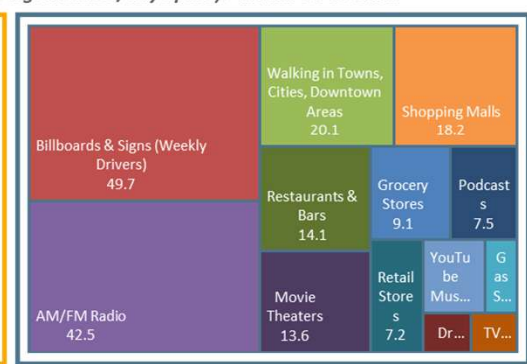
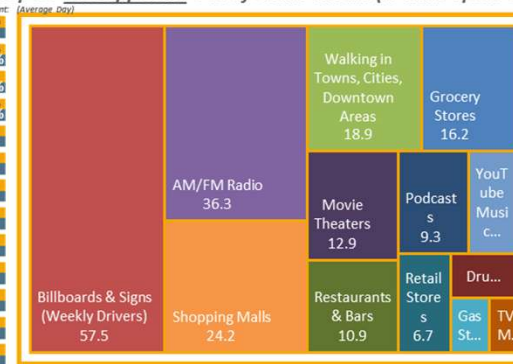
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



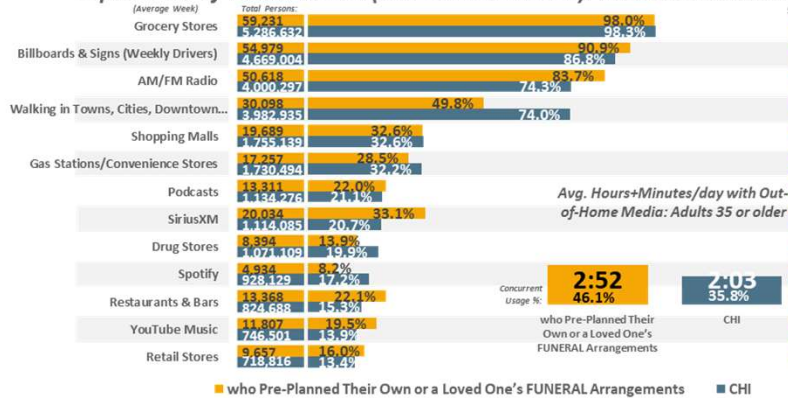
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



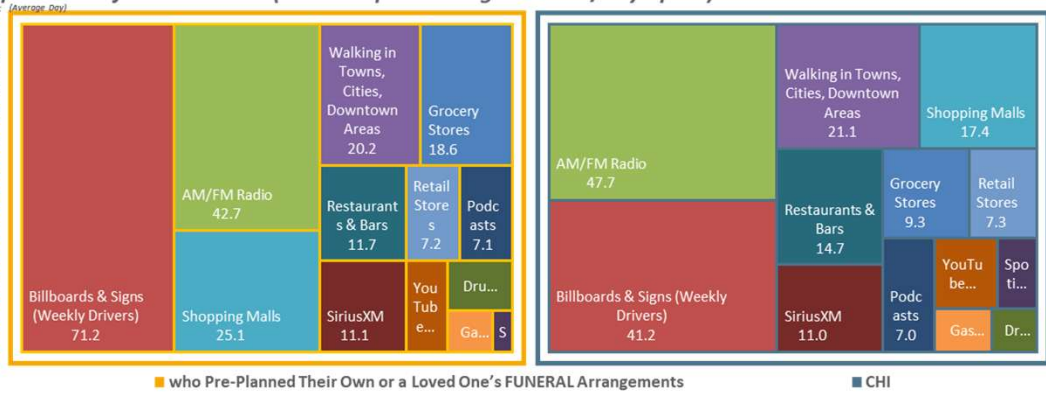


54,979 or 90.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 71.2 minutes per day driving, seeing Billboards and Signs. 69.8% Listen to Local Radio Stations Out-of-Home for an average of 31. min

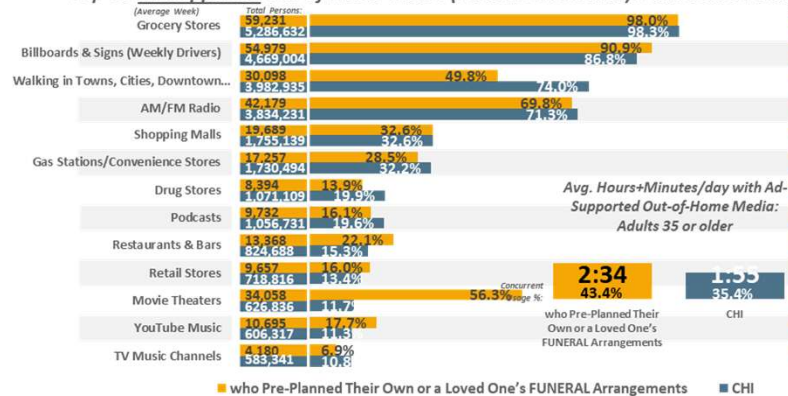
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



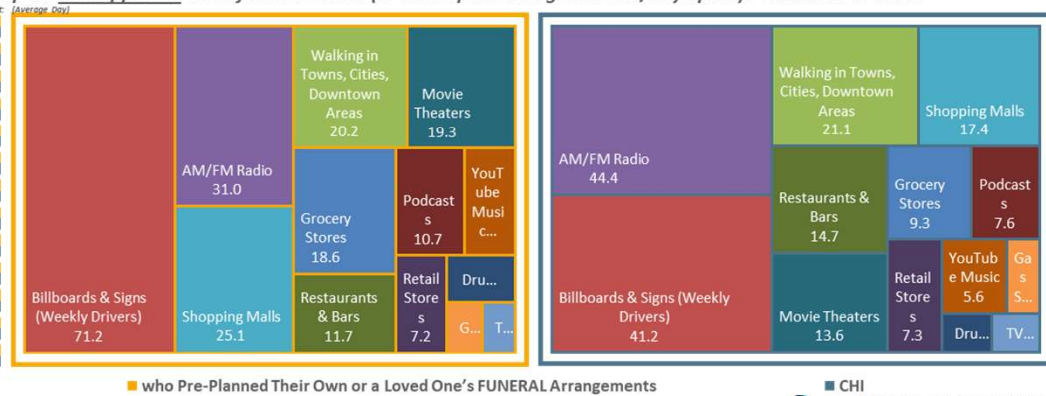
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 43
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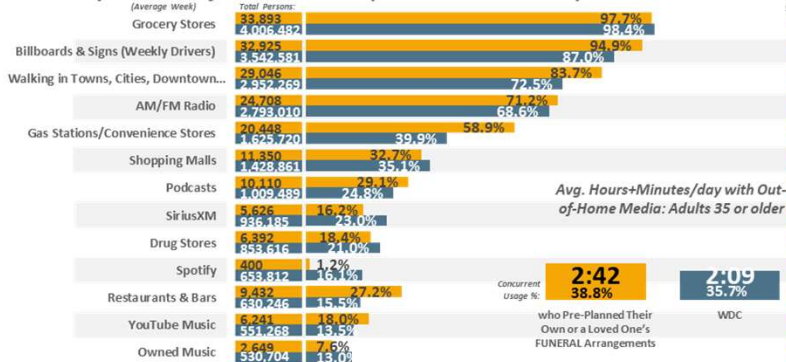
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

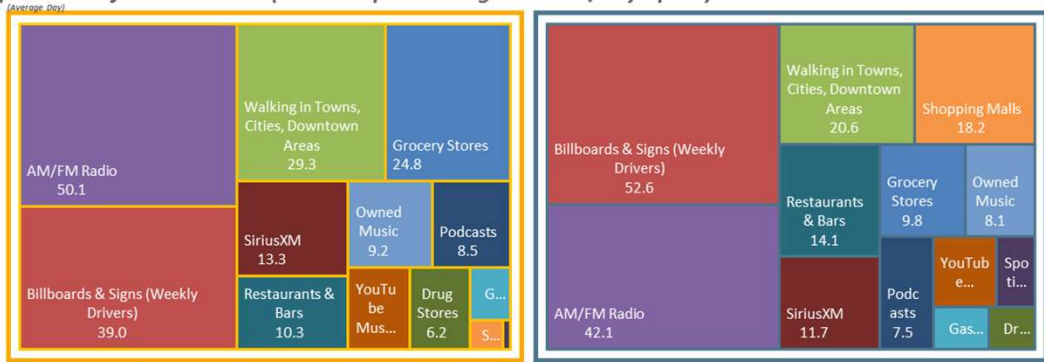


32,925 or 94.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 39. minutes per day driving, seeing Billboards and Signs. 50.9% Listen to Local Radio Stations Out-of-Home for an average of 30.6 min

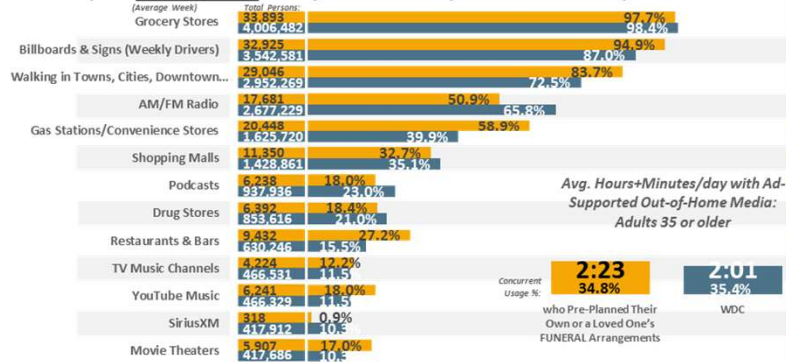
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



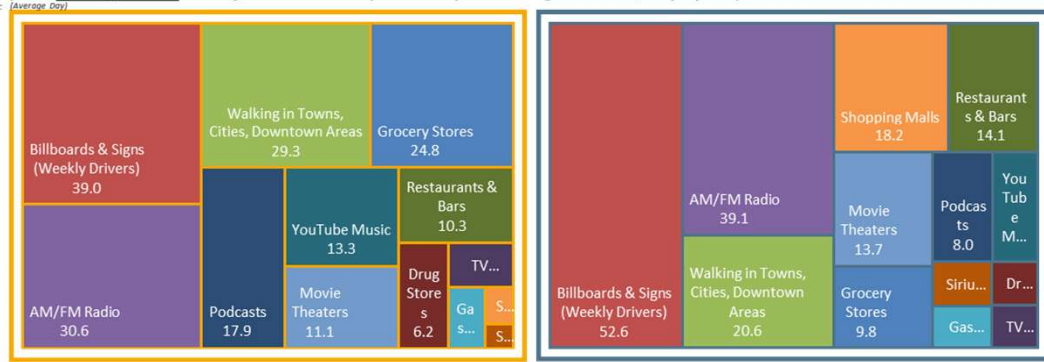
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



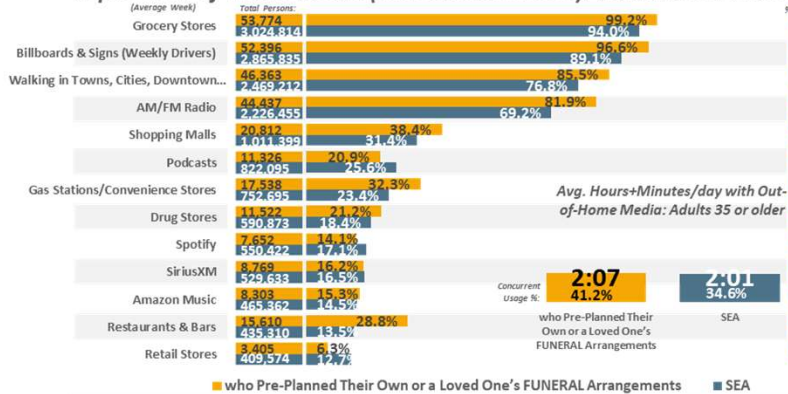
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



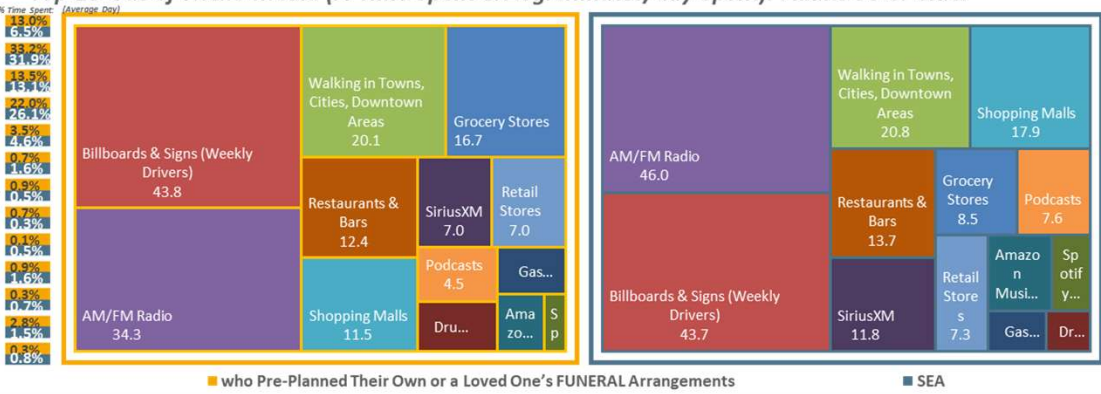


52,396 or 96.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 43.8 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 28.1 mi

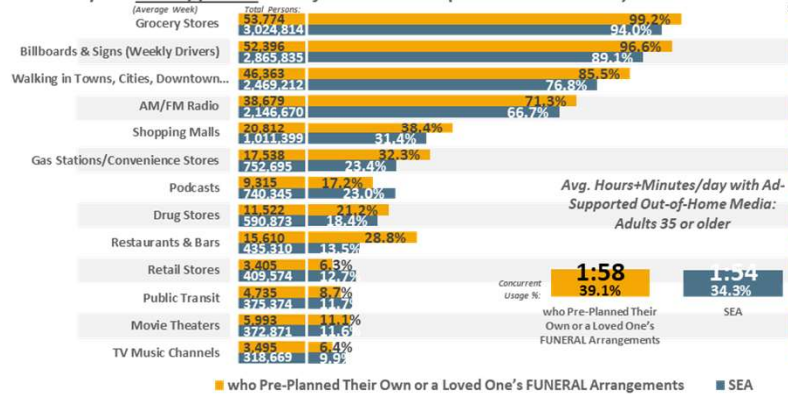
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



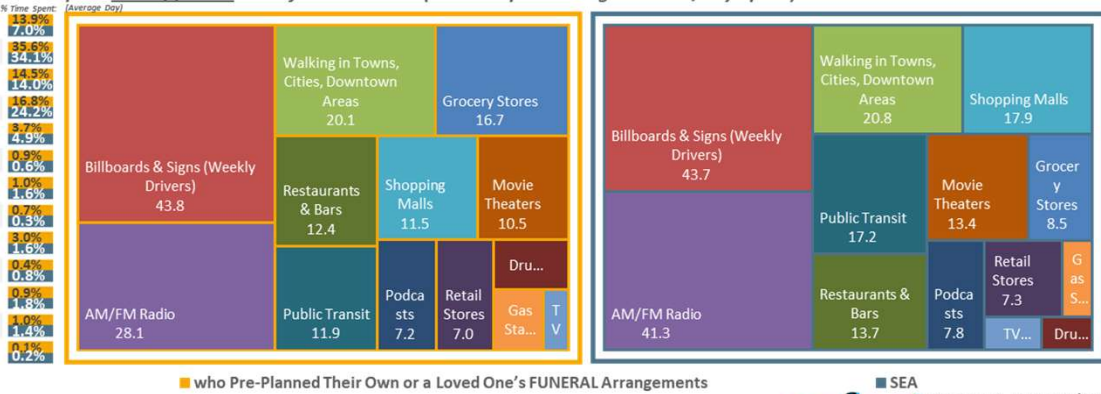
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



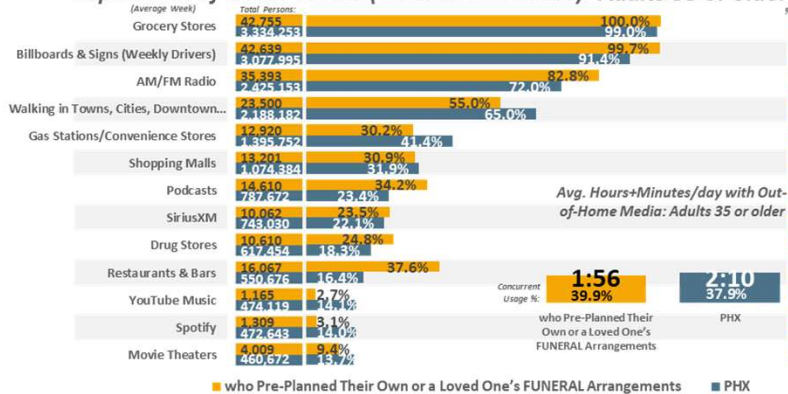
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



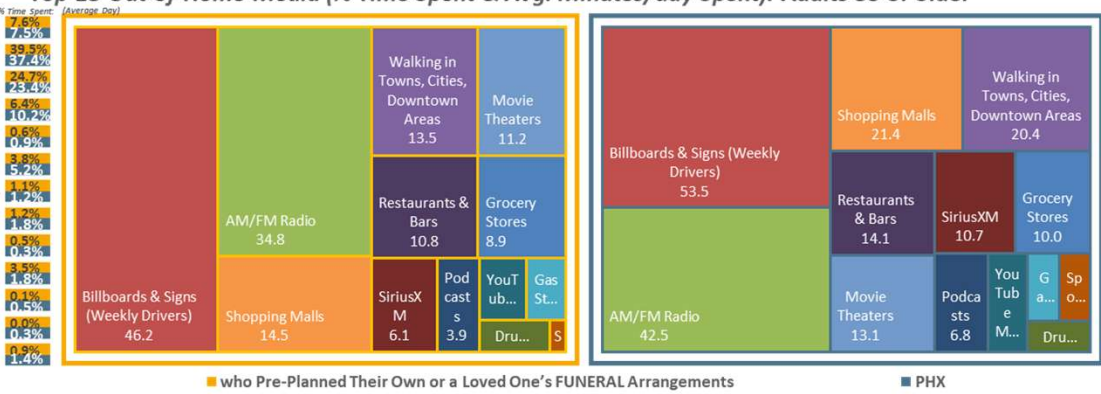


42,639 or 99.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 77.6% Listen to Local Radio Stations Out-of-Home for an average of 33.9 mi

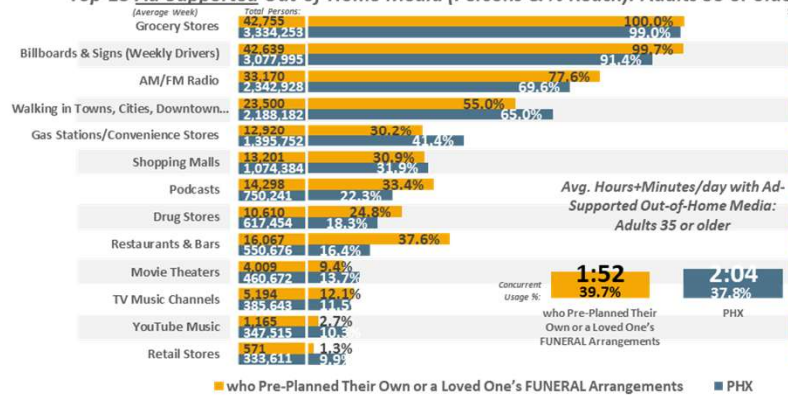
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



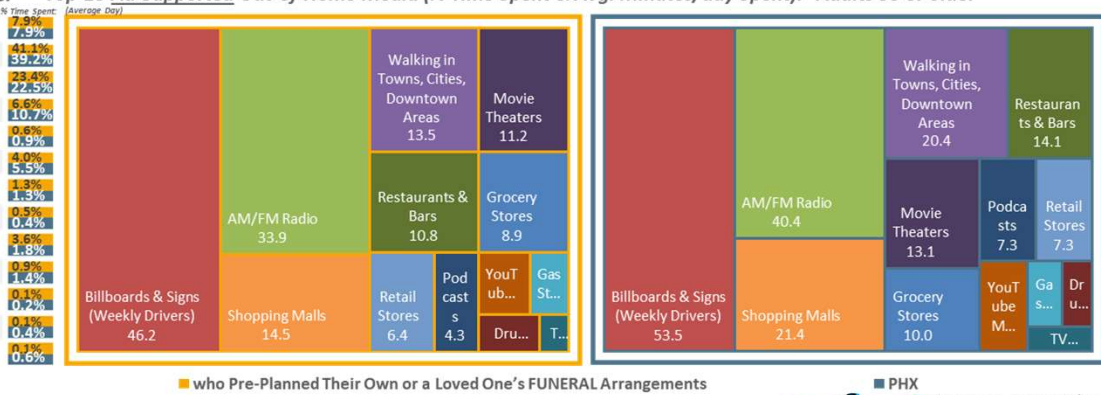
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



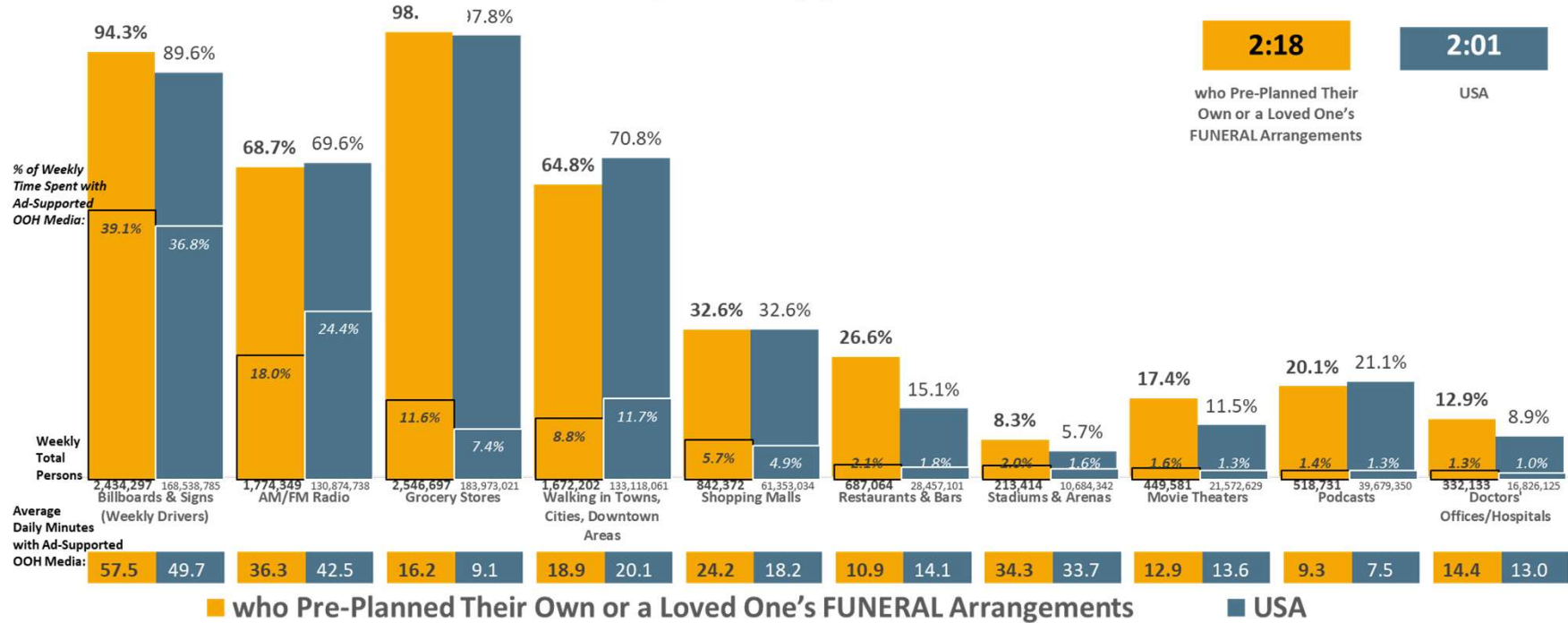


2,434,297 or 94.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 57.5 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

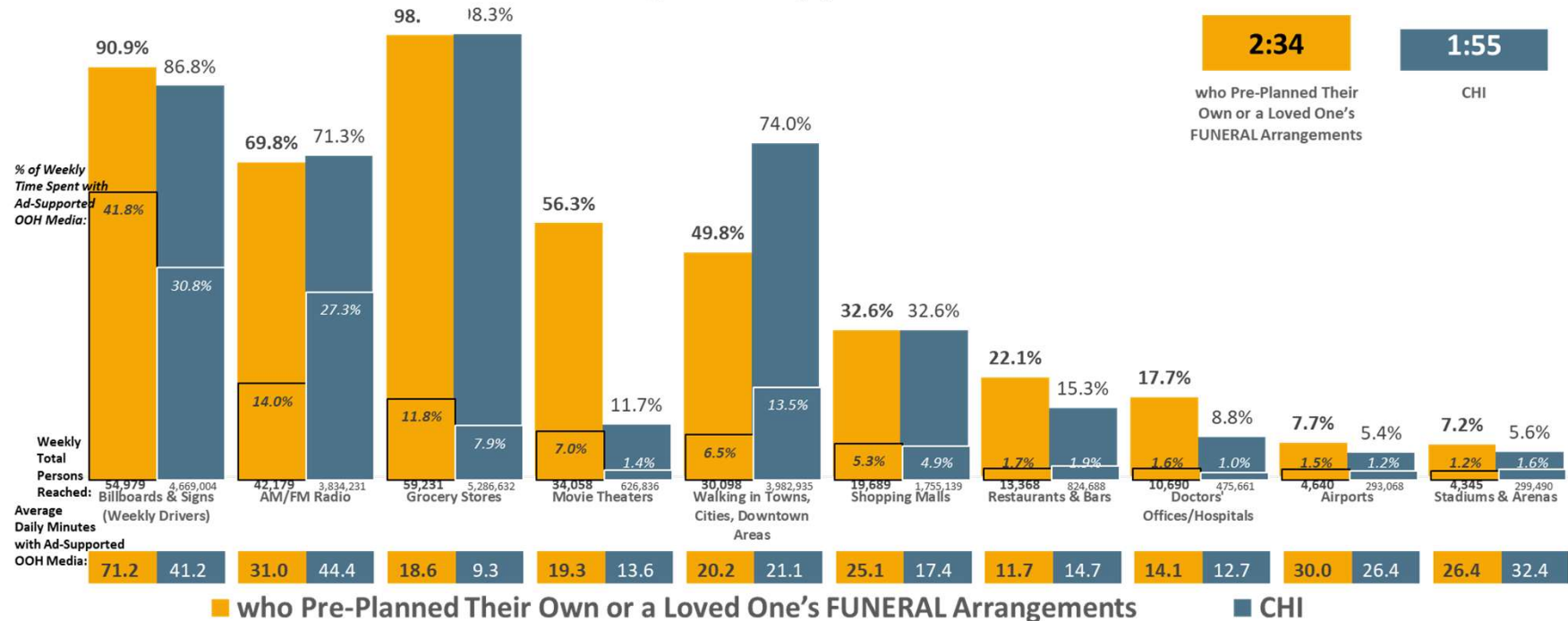


54,979 or 90.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 71.2 minutes per day driving, seeing Billboards and Signs representing 41.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 43
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CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

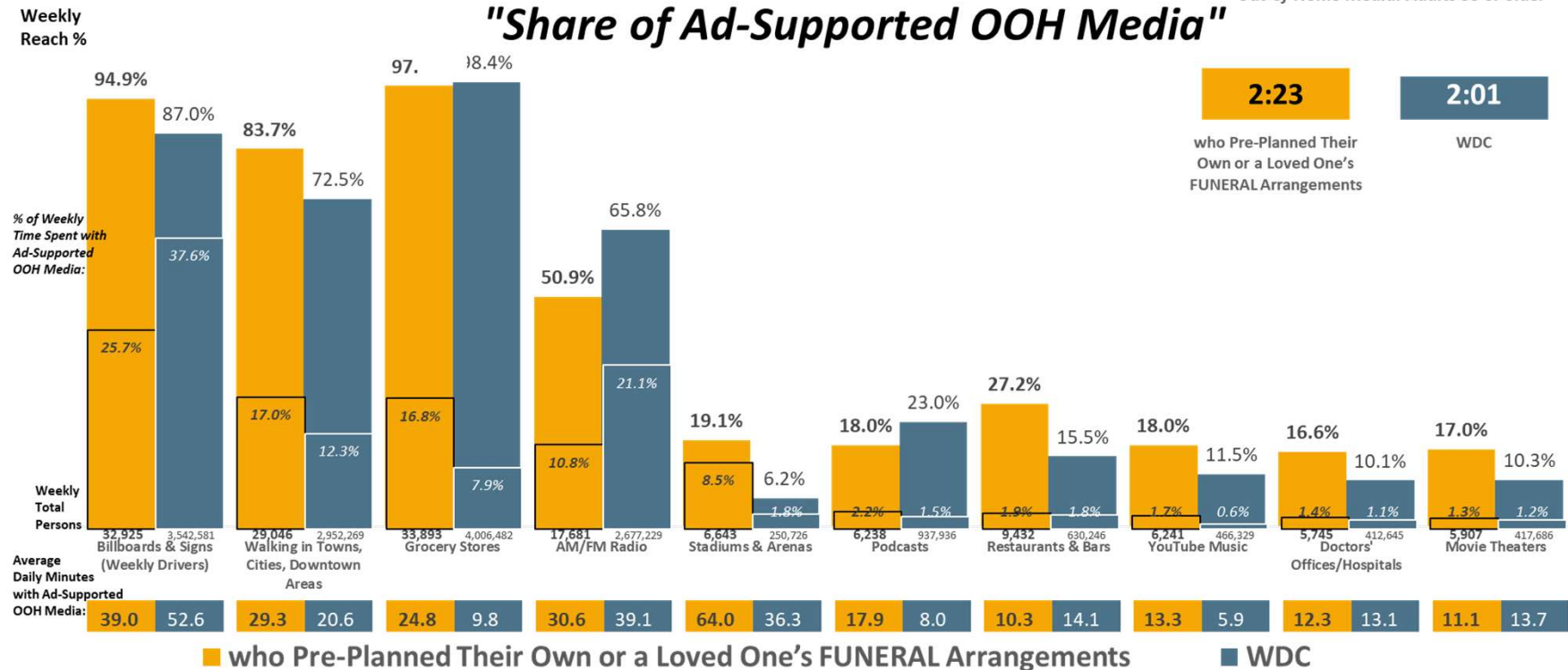
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



32,925 or 94.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 39. minutes per day driving, seeing Billboards and Signs representing 25.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 56 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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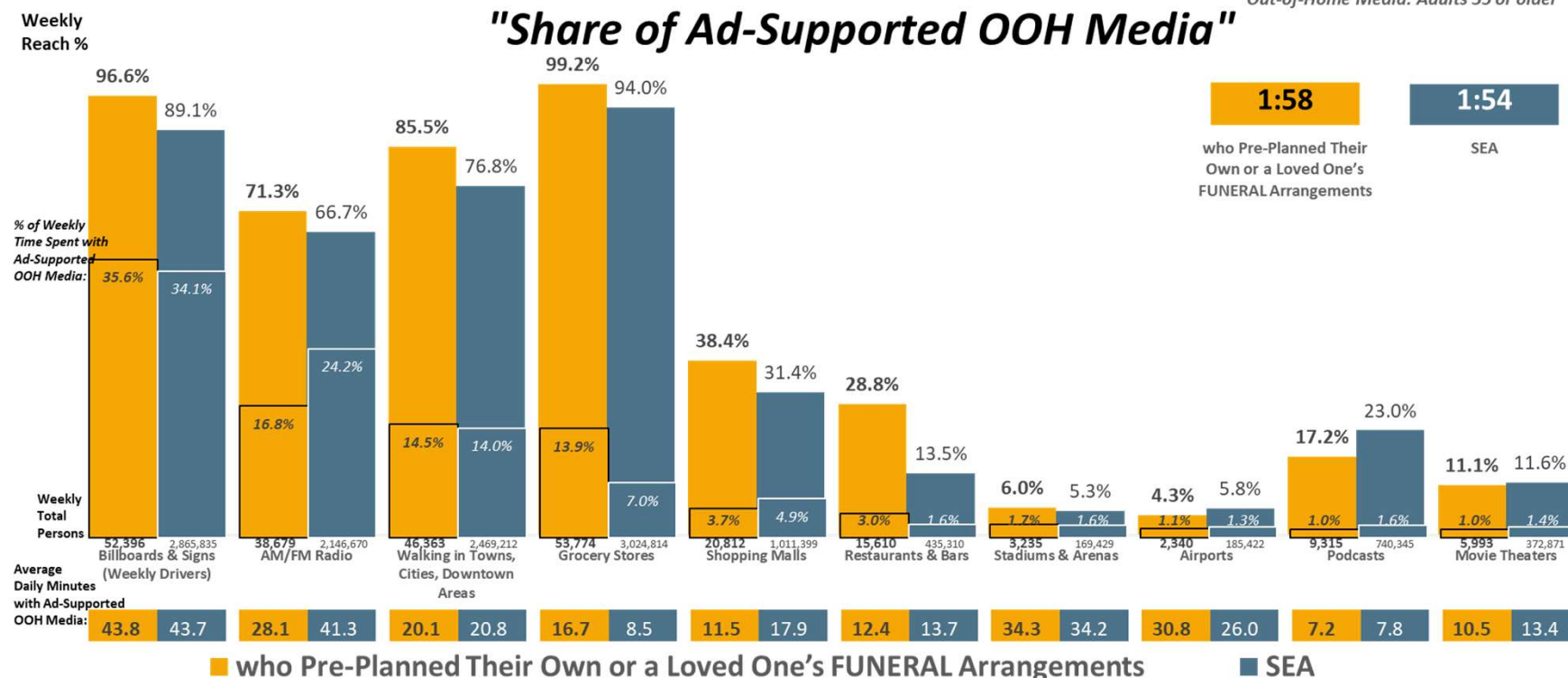
soefa.ai Share of Everything for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



52,396 or 96.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 43.8 minutes per day driving, seeing Billboards and Signs representing 35.6% of all Time Spent with Ad-Supported Out-of-Home Media.

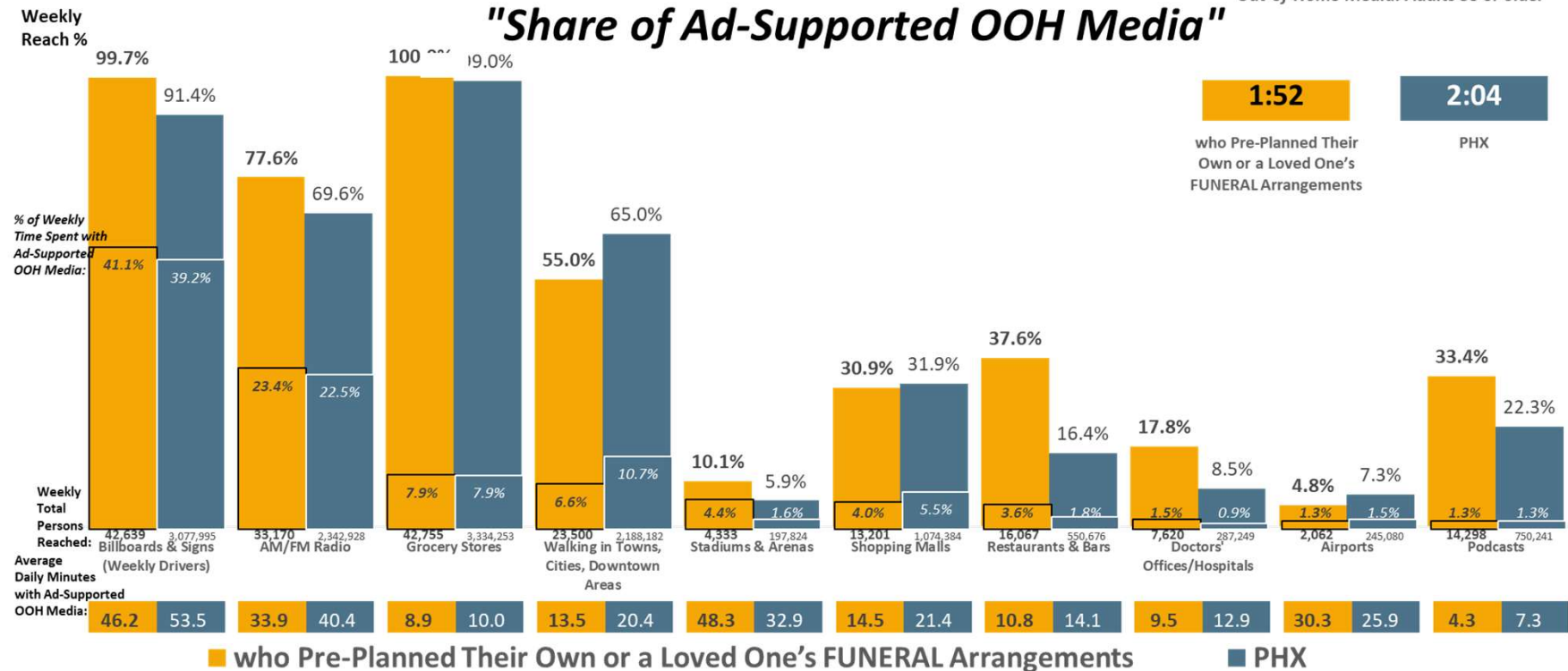
Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 or older





42,639 or 99.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 41.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



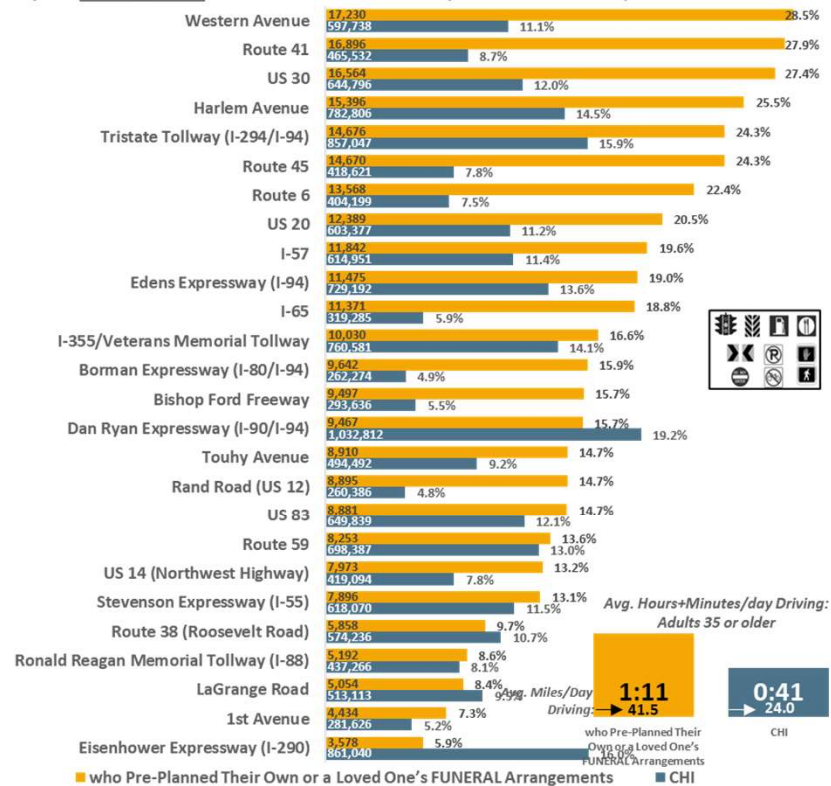
1:52
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

2:04
PHX

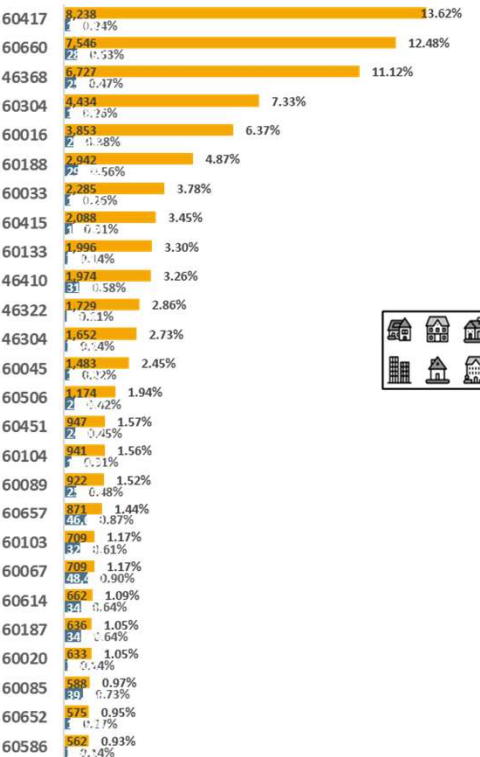


54,979 or 90.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 71.2 minutes per day driving an average of 41.5 miles each day and are 227.1% more likely to use Borman Expressway (I-80/I-94) than t

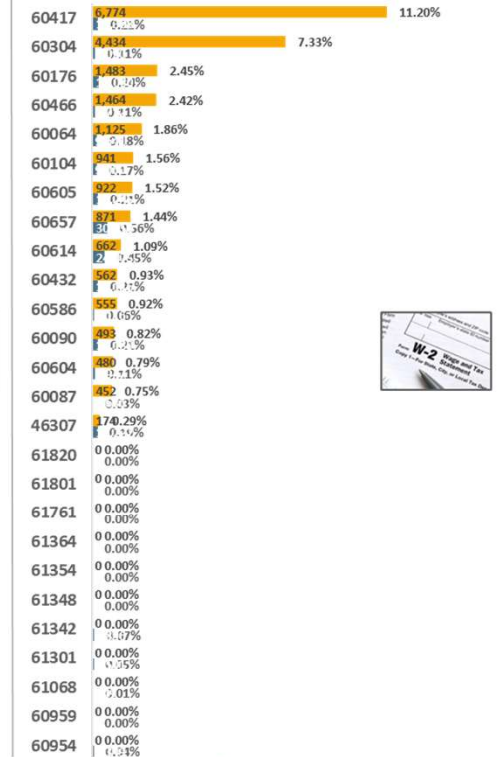
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



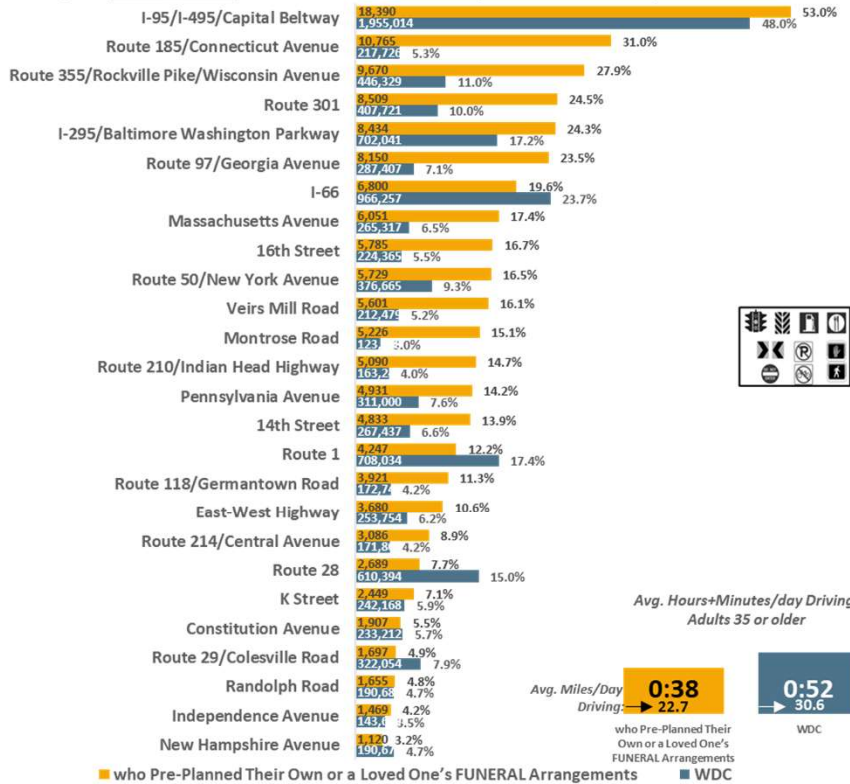
Top-26 Employment Zip Codes: Adults 35 or older



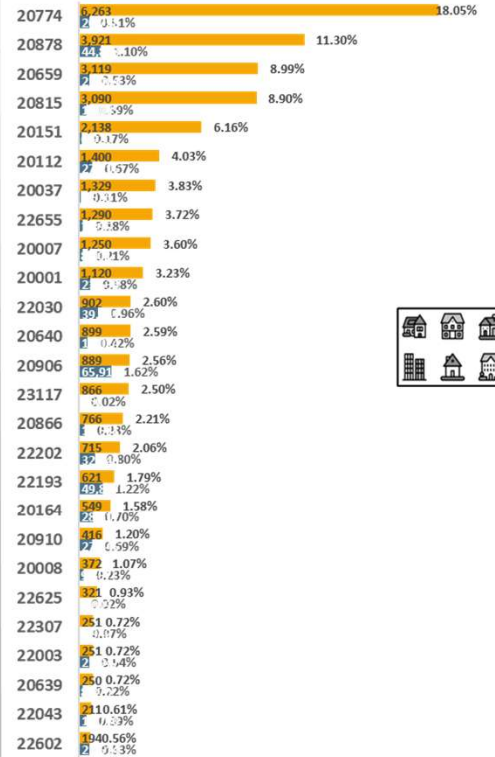


32,925 or 94.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 39. minutes per day driving an average of 22.7 miles each day and are 480.% more likely to use Route 185/Connecticut Avenue than the

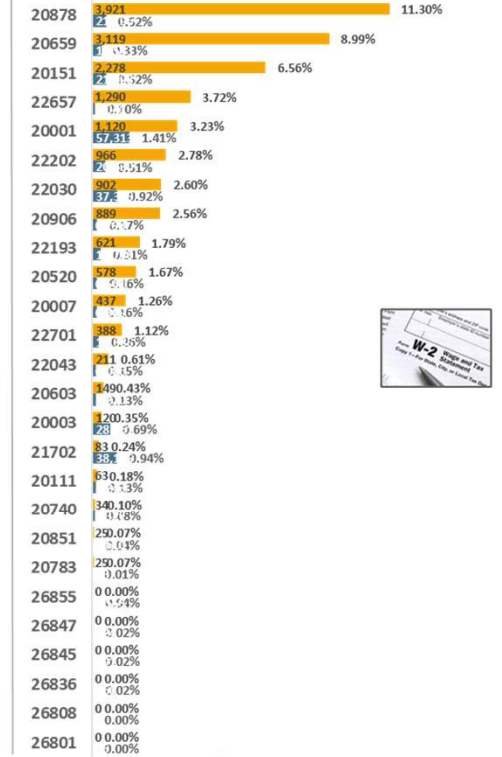
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



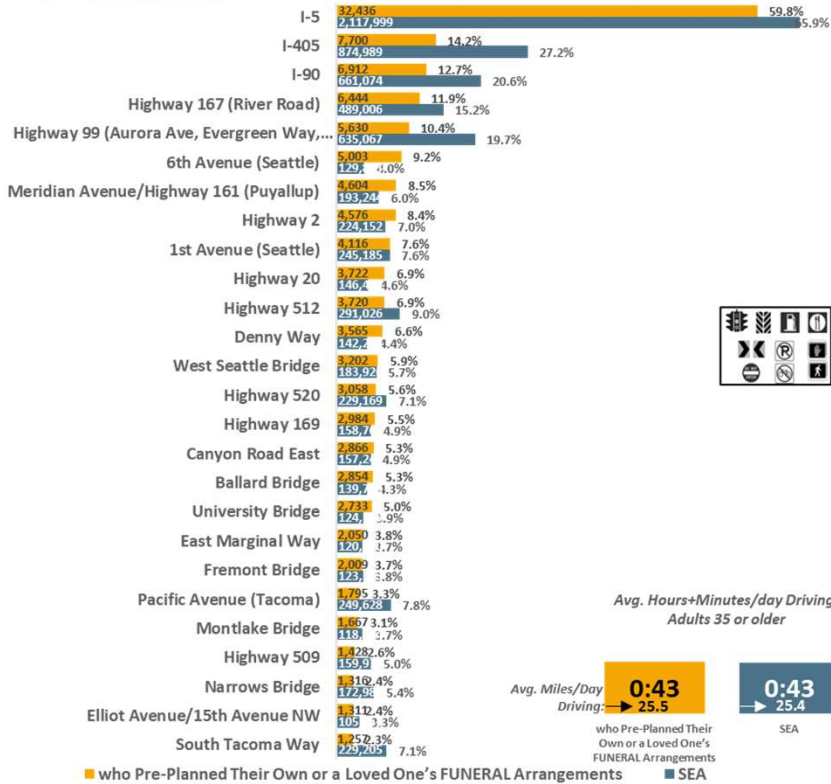
Top-26 Employment Zip Codes: Adults 35 or older





52,396 or 96.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 43.8 minutes per day driving an average of 25.5 miles each day and are 128.5% more likely to use 6th Avenue (Seattle) than the Metro

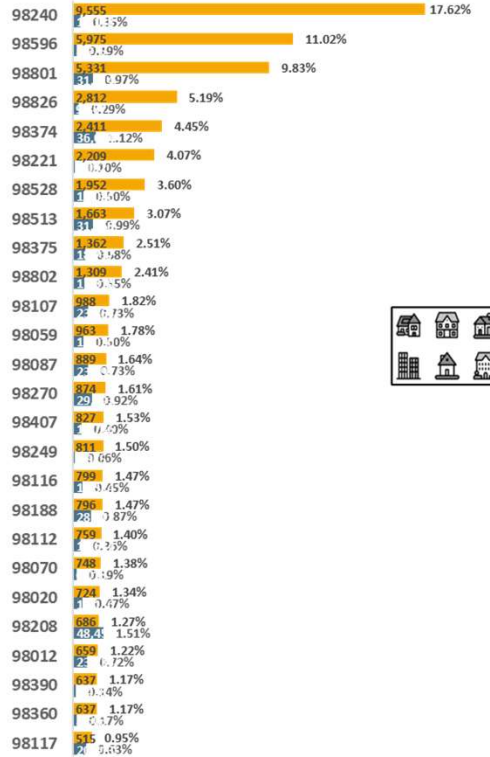
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



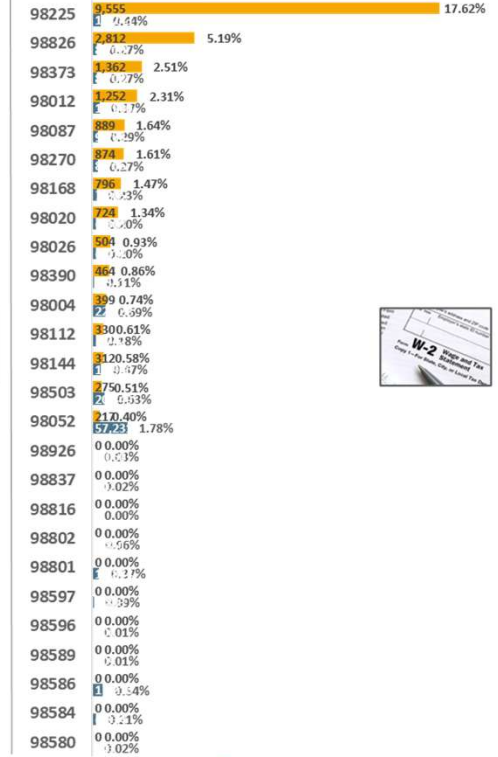
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

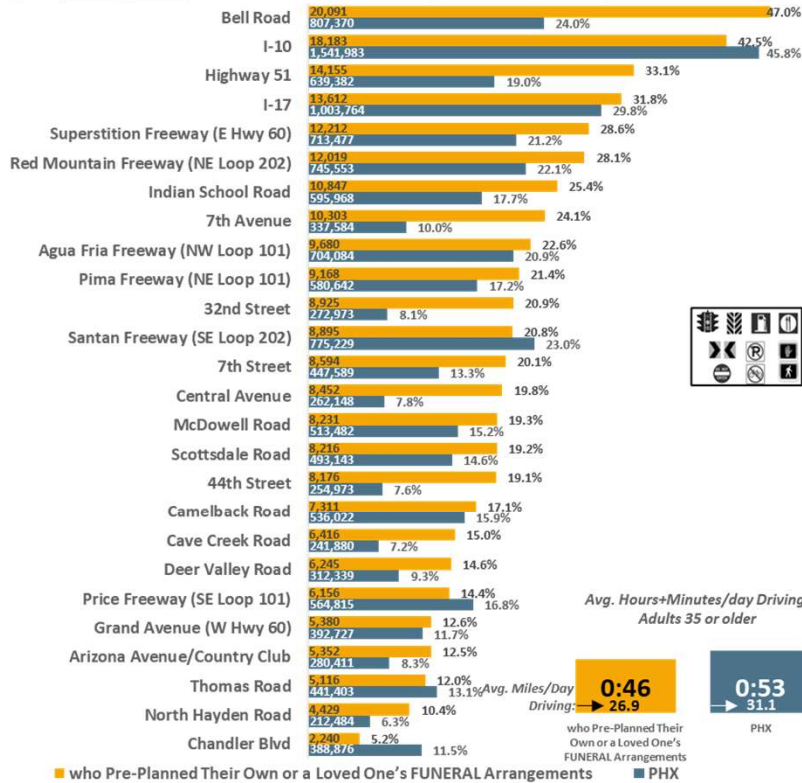


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42,639 or 99.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 157.5% more likely to use 32nd Street than the Metro average.

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



Avg. Hours+Minutes/day Driving:
Adults 35 or older

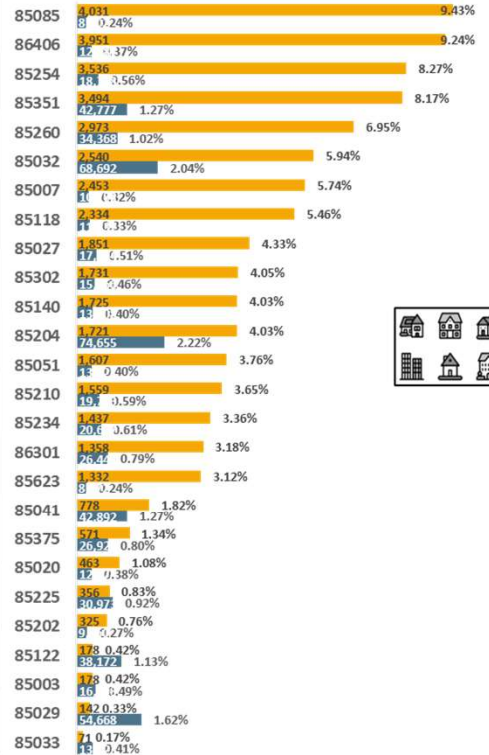
0:46
26.9

who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

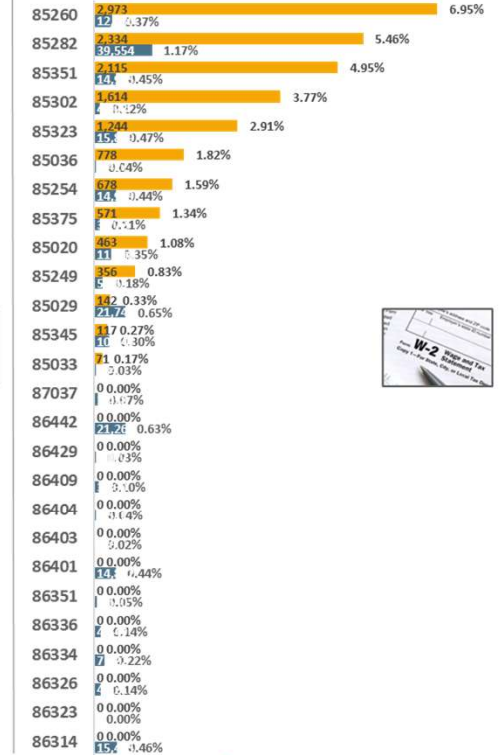
0:53
31.1

PHX

Top-26 Residential Zip Codes: Adults 35 or older

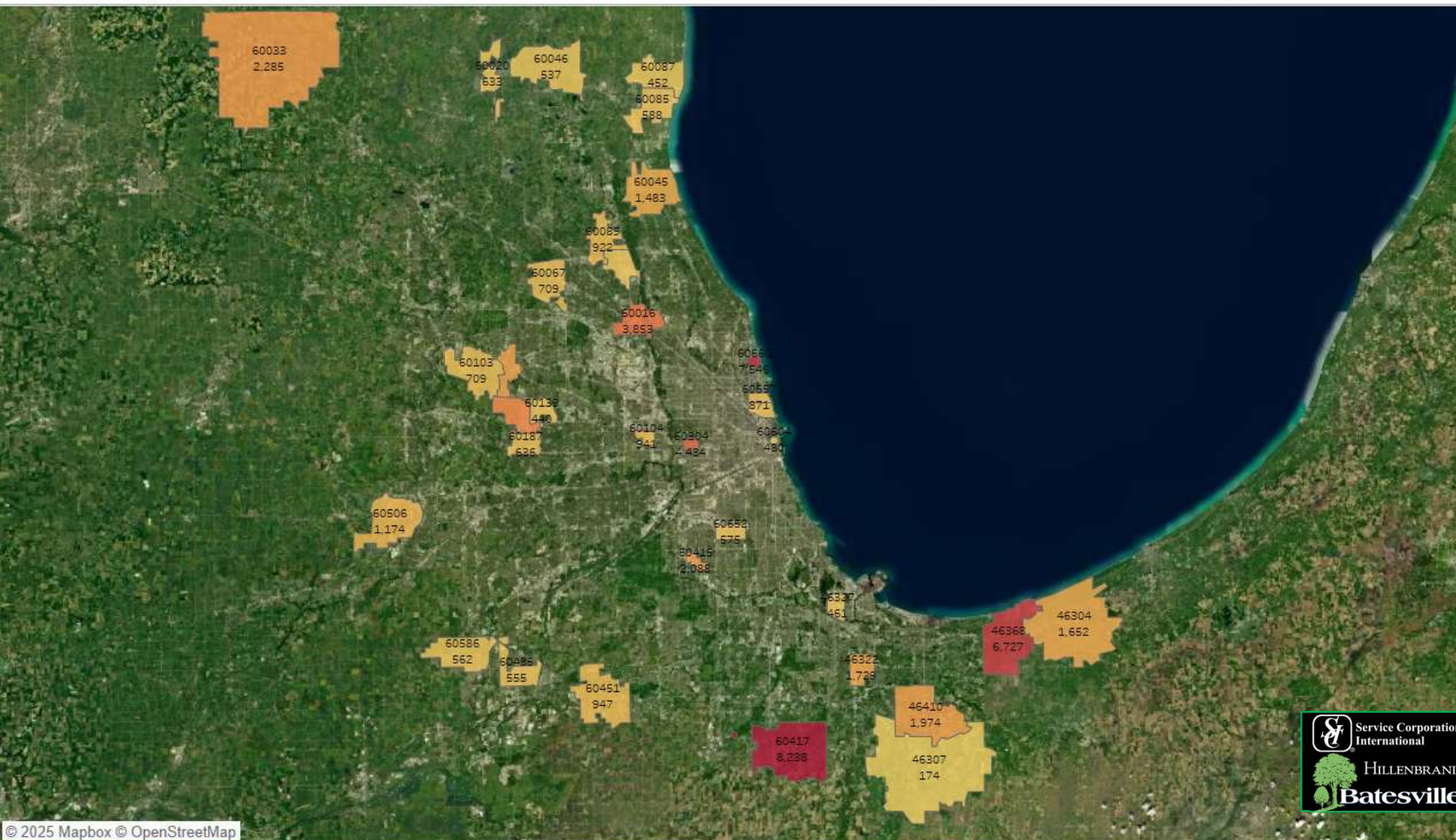


Top-26 Employment Zip Codes: Adults 35 or older



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Top Residential Zip Codes: (Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements)



SUM(Adults 35 or older ...)

174 8,238



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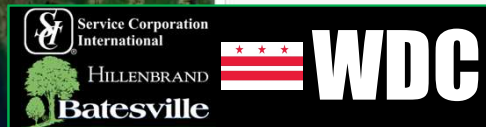
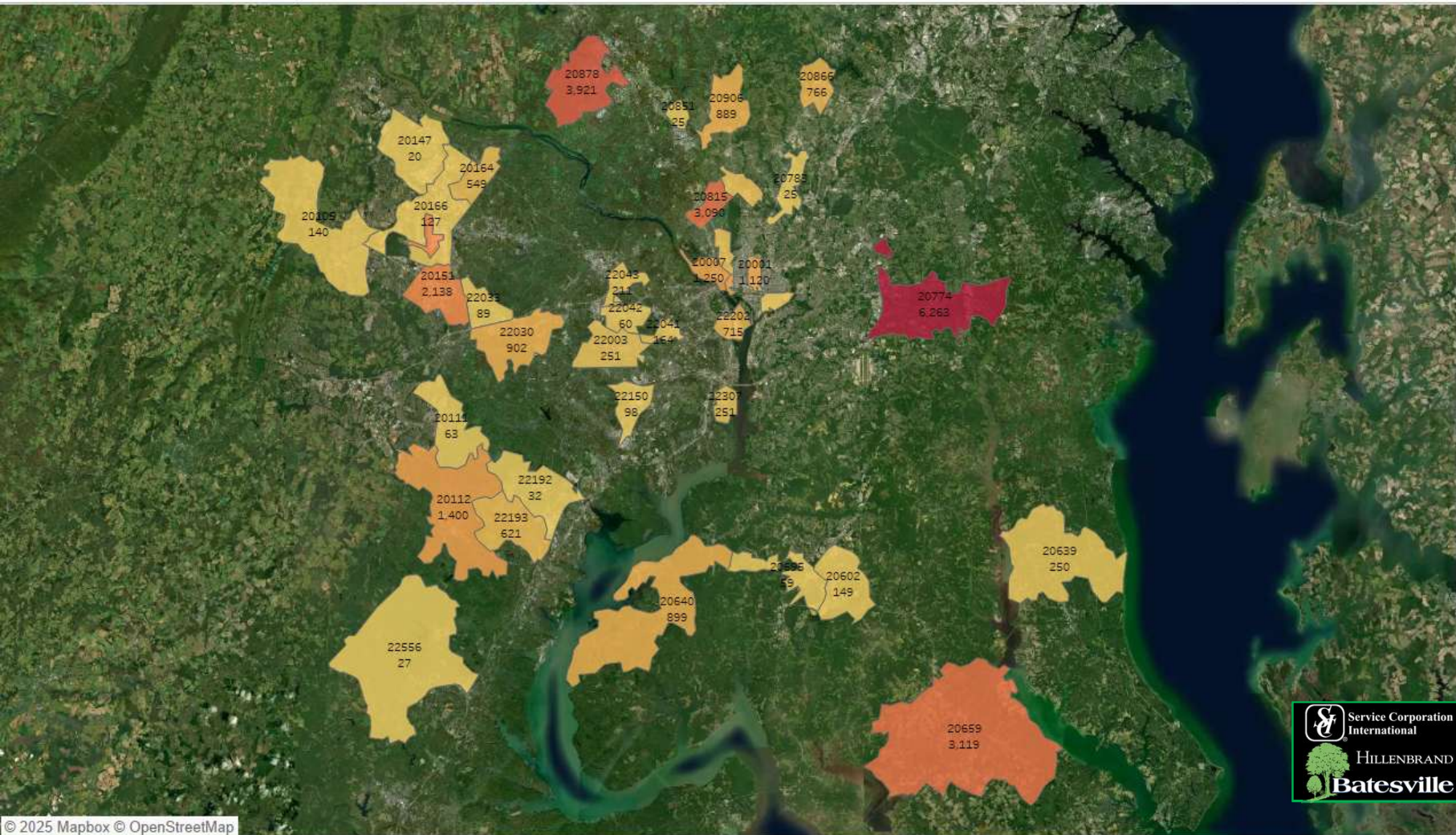
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 43
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

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Top Residential Zip Codes: (Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements)

SUM(Adults 35 or older ...



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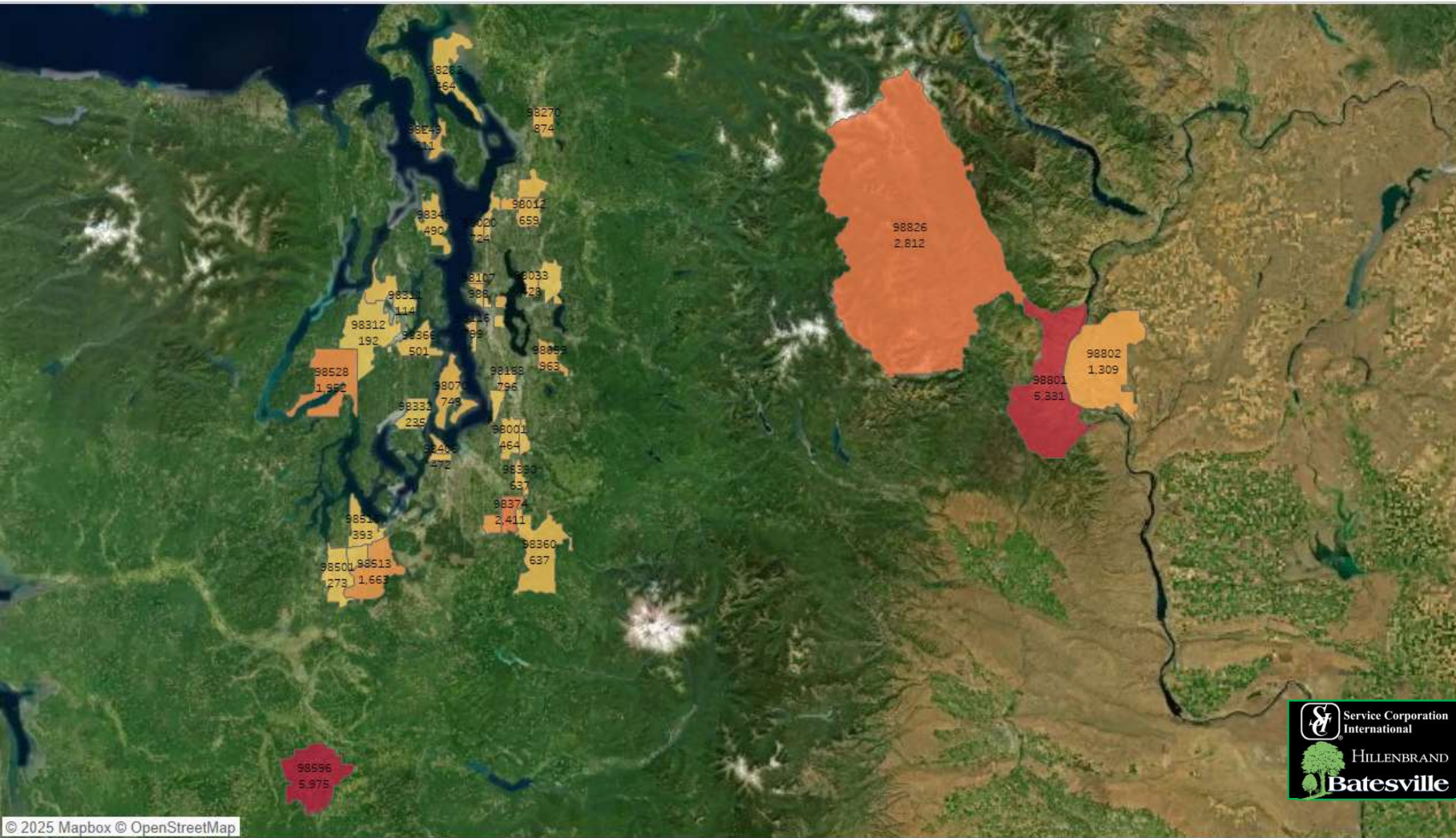
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 56
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning


Top Residential Zip Codes: (Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements)

SUM(Adults 35 or older ...
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Service Corporation
International



HILLENBRAND



Batesville



SEA

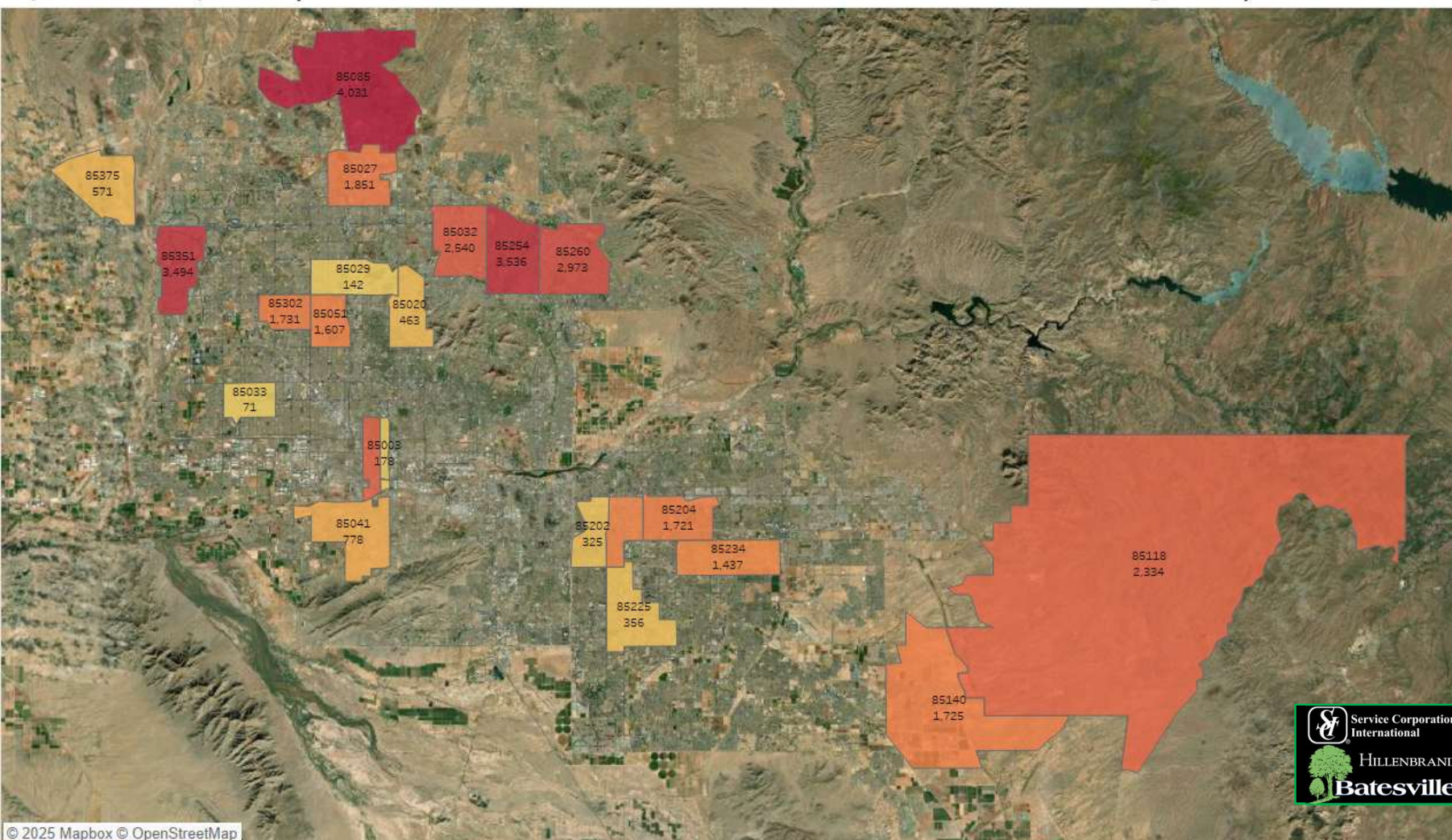
© 2025 Mapbox © OpenStreetMap

SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 58
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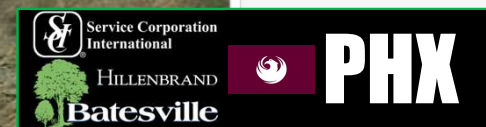
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for Anything

Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

Top Residential Zip Codes: (Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements)



SUM(Adults 35 or older ...
60 4,031



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PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 34
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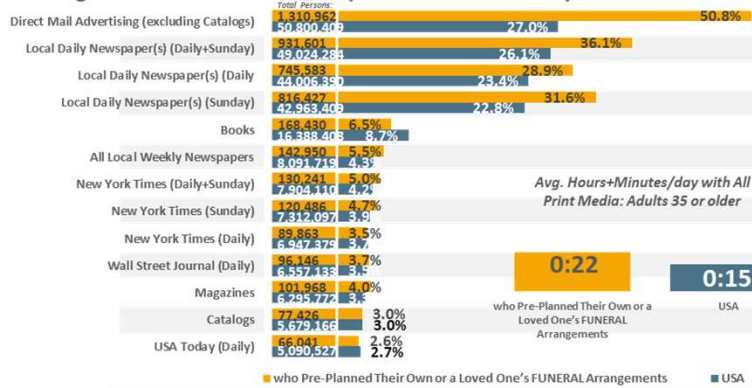
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

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931,601 or 36.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.4 minutes every day representing 35.0% of all time spent daily with All forms of Print

Avg. Week All Print Media (Persons & % Reach): Adults 35 or older

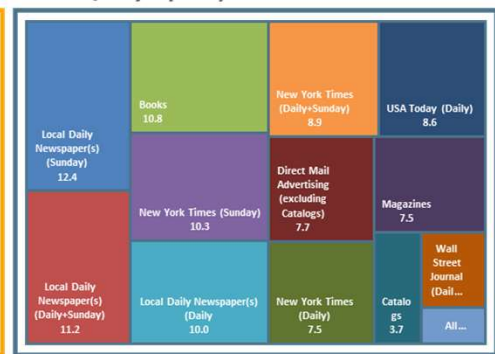
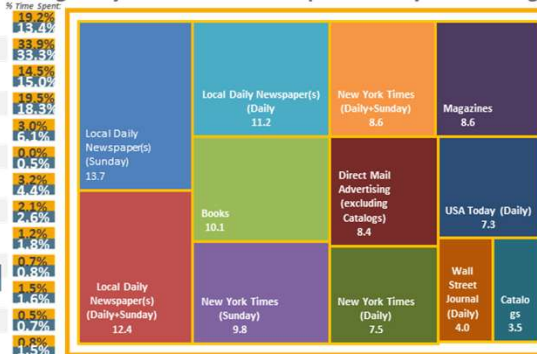


Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

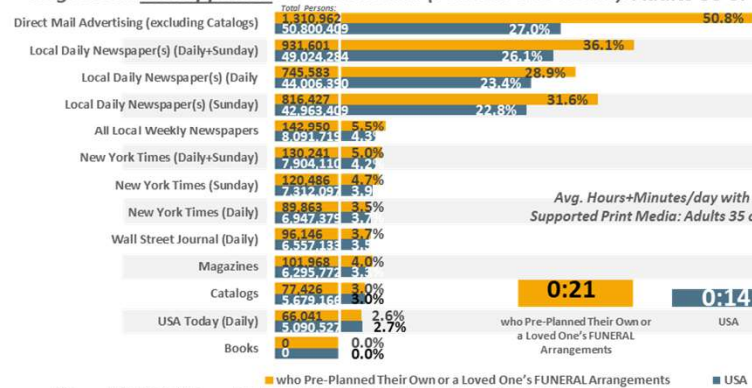
0:22 who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

0:15 USA

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



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

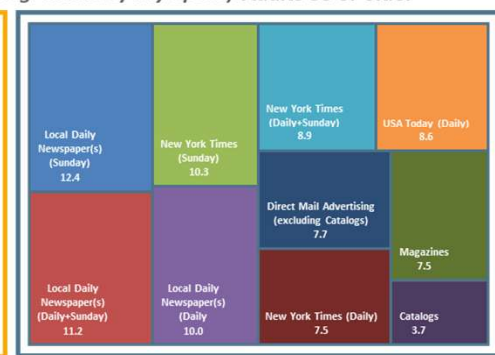
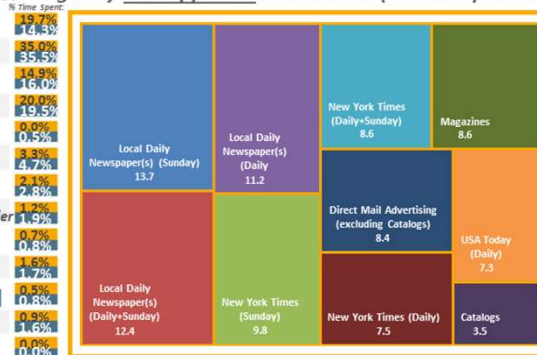


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older

0:21 who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

0:14 USA

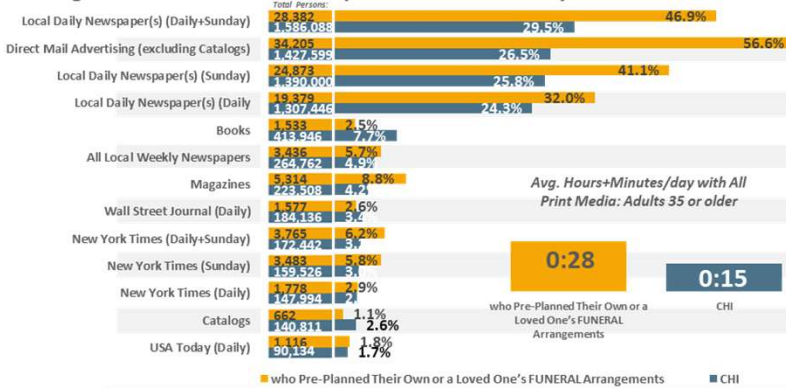
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



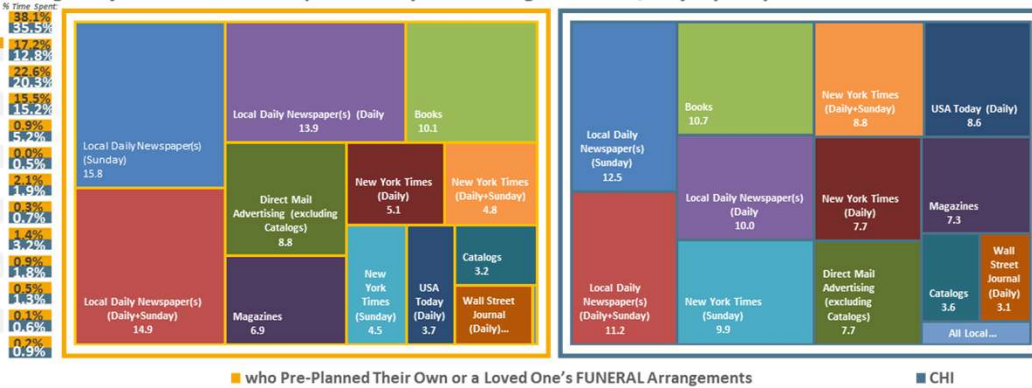


28,382 or 46.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.9 minutes every day representing 38.5% of all time spent daily with All forms of Print

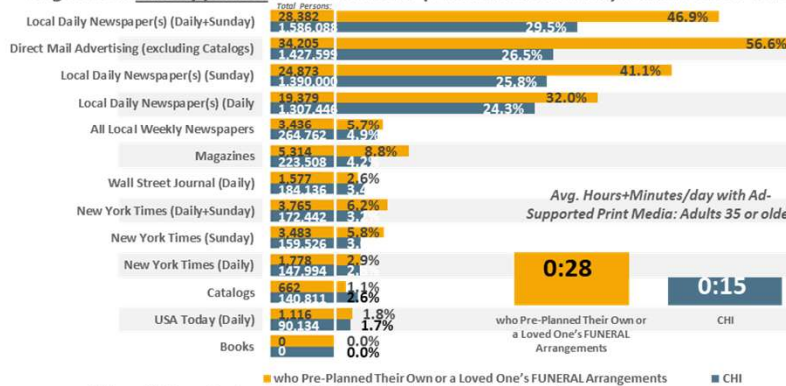
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



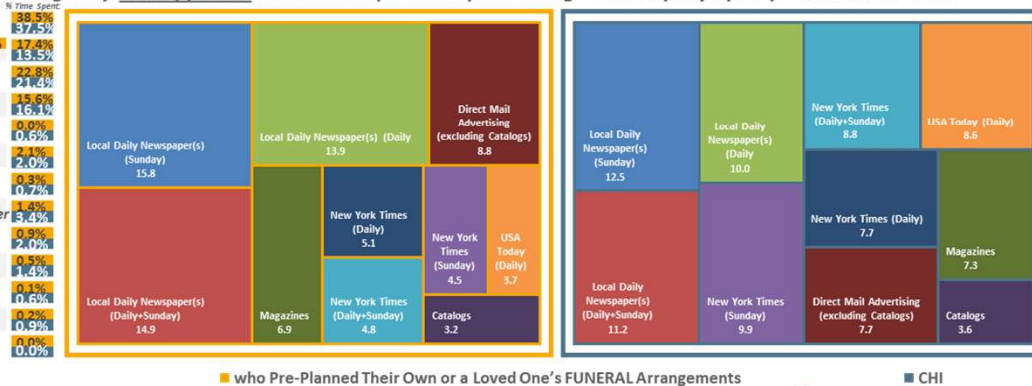
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



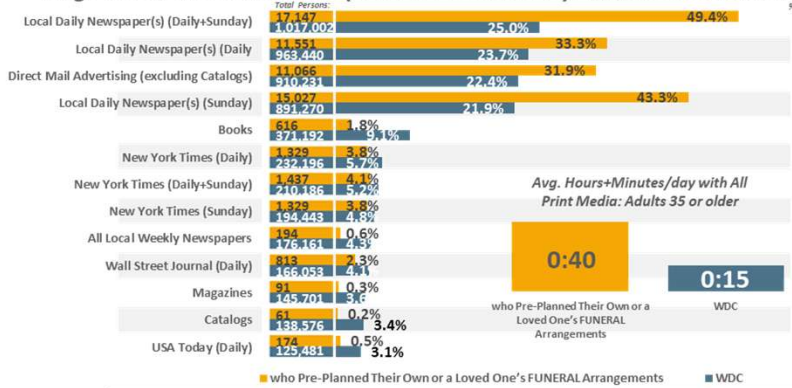
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



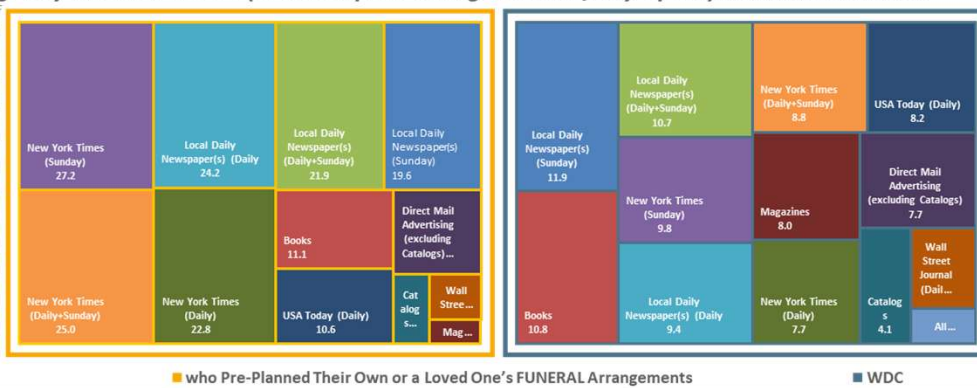


17,147 or 49.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements read Local Daily Newspaper(s) (Daily+Sunday) for an average of 21.9 minutes every day representing 41.5% of all time spent daily with All forms of Print

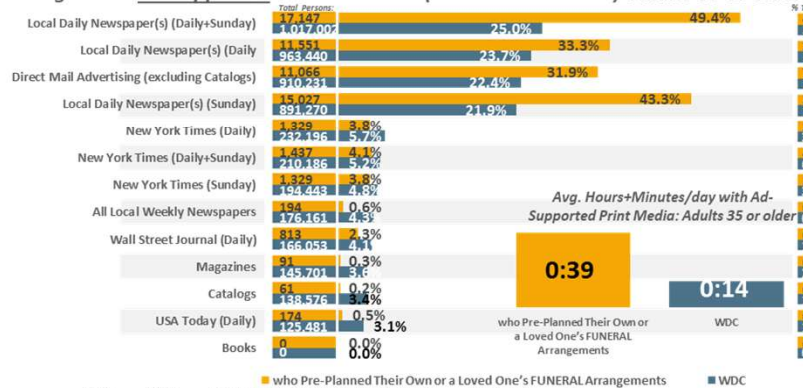
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



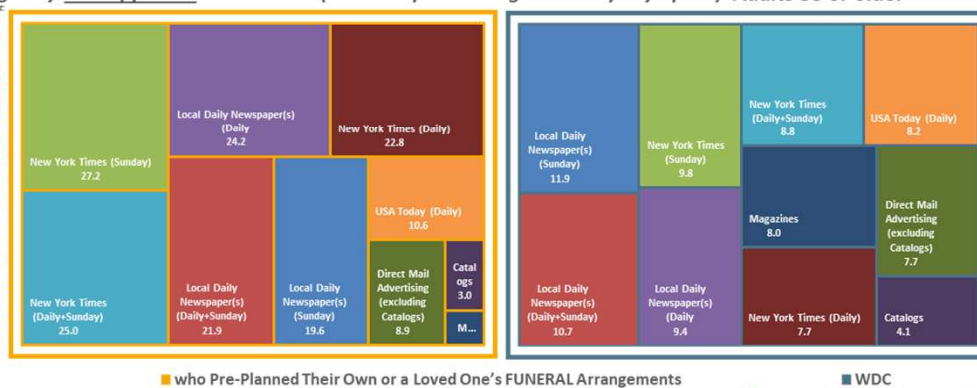
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



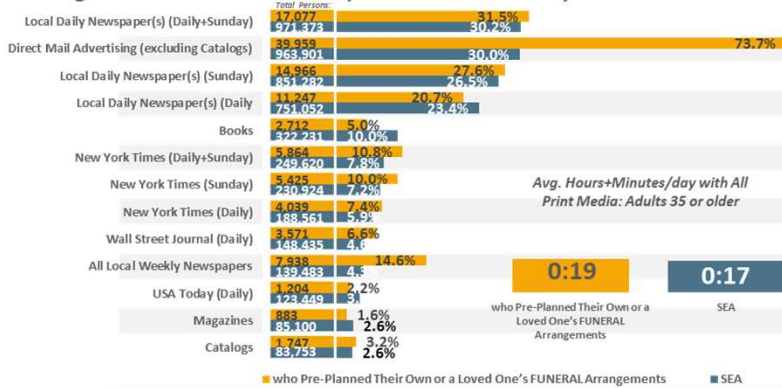
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



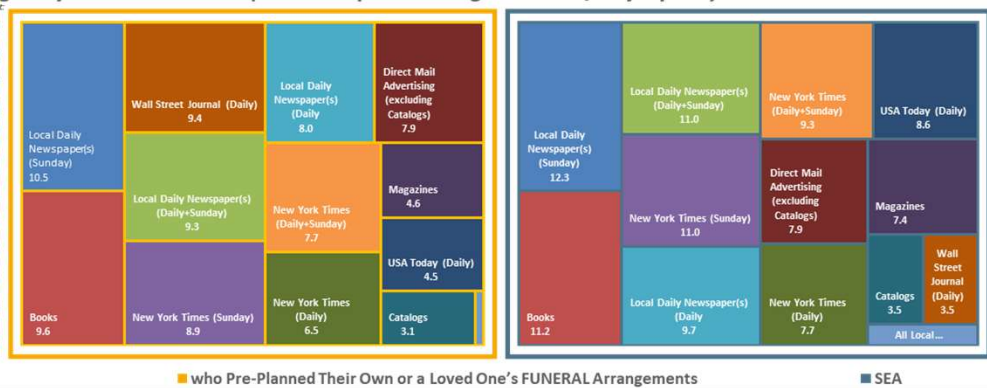


39,959 or 73.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements read Direct Mail Advertising (excluding Catalogs) for an average of 7.9 minutes every day representing 31.4% of all time spent daily with All forms of P

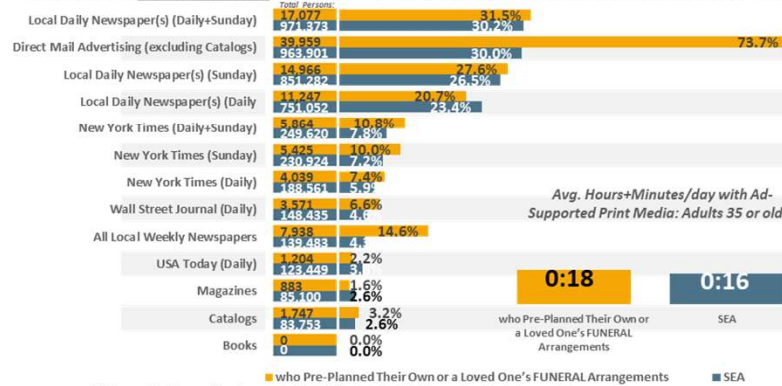
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



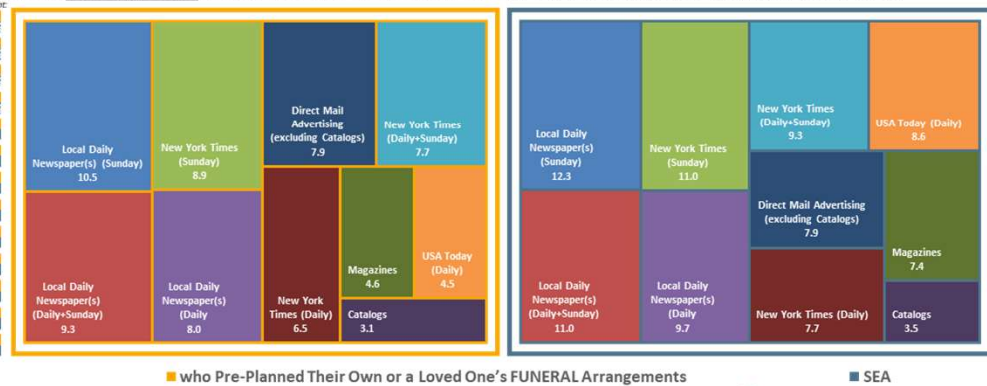
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



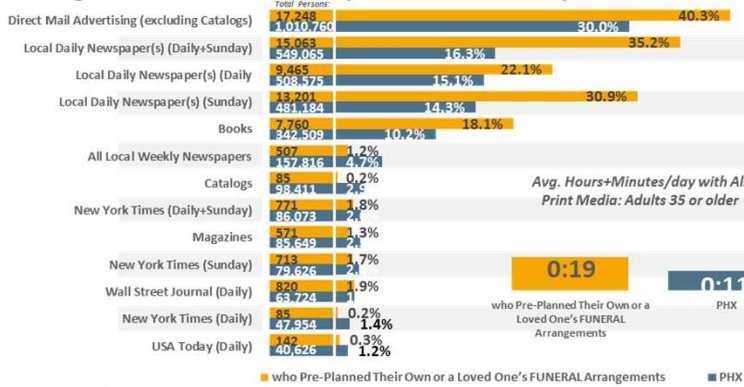
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



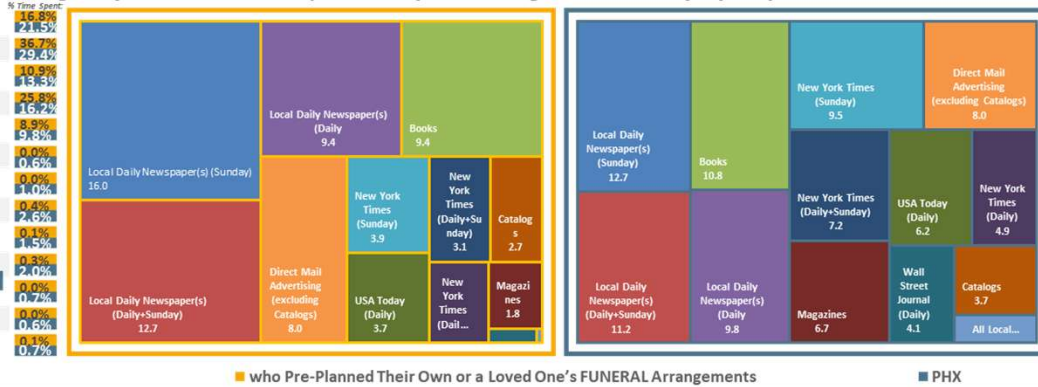


15,063 or 35.2% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements read Local Daily Newspaper(s) (Daily+Sunday) for an average of 12.7 minutes every day representing 40.3% of all time spent daily with All forms of Print

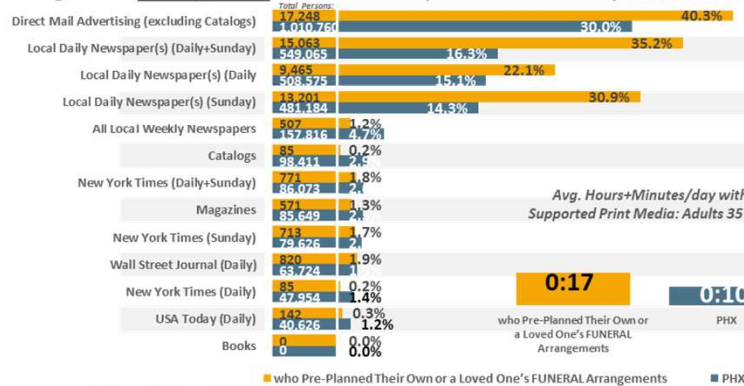
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



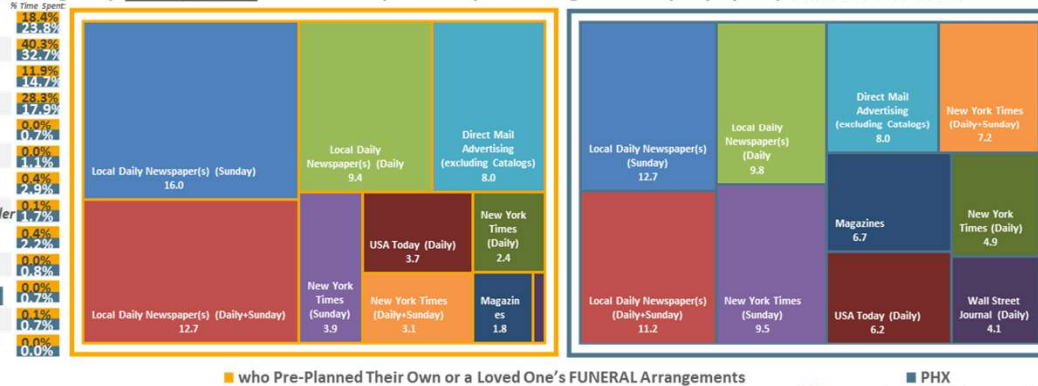
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

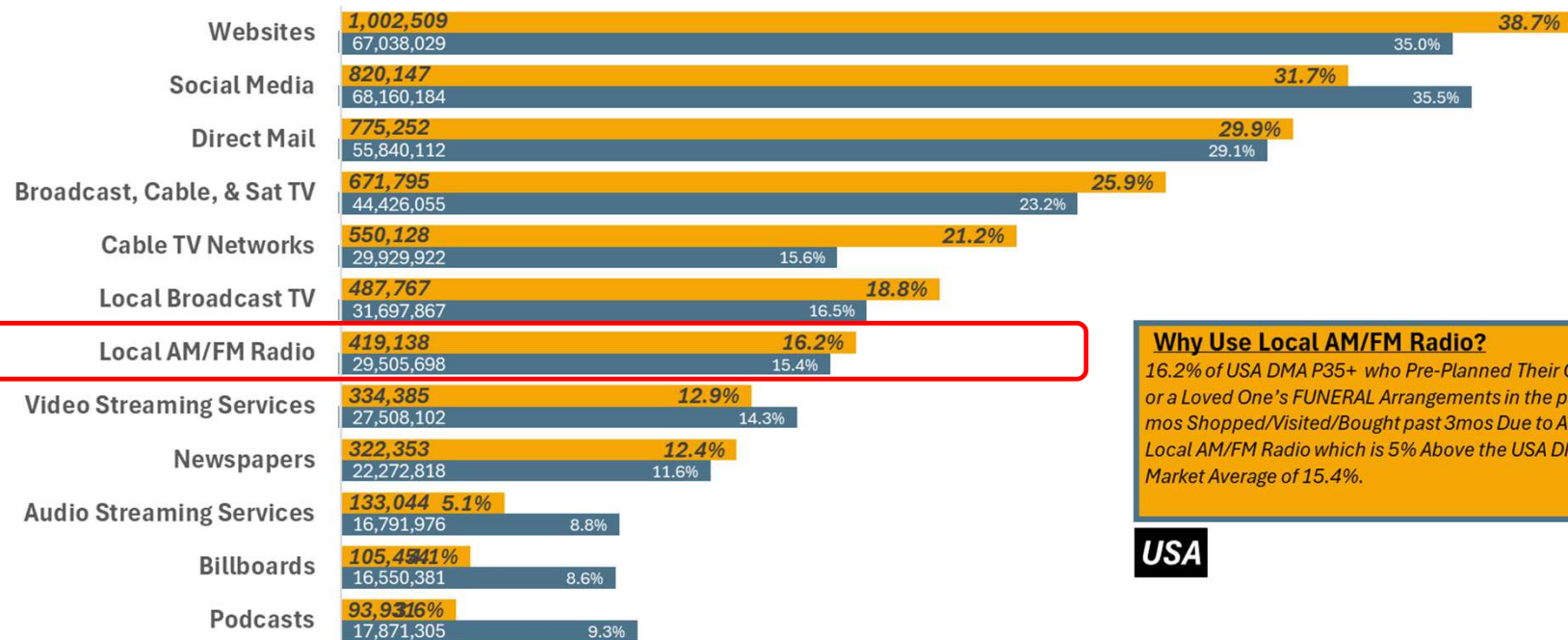


Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



"Advertising Actions"

P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.2% of USA DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Market Average of 15.4%.

USA

■ P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

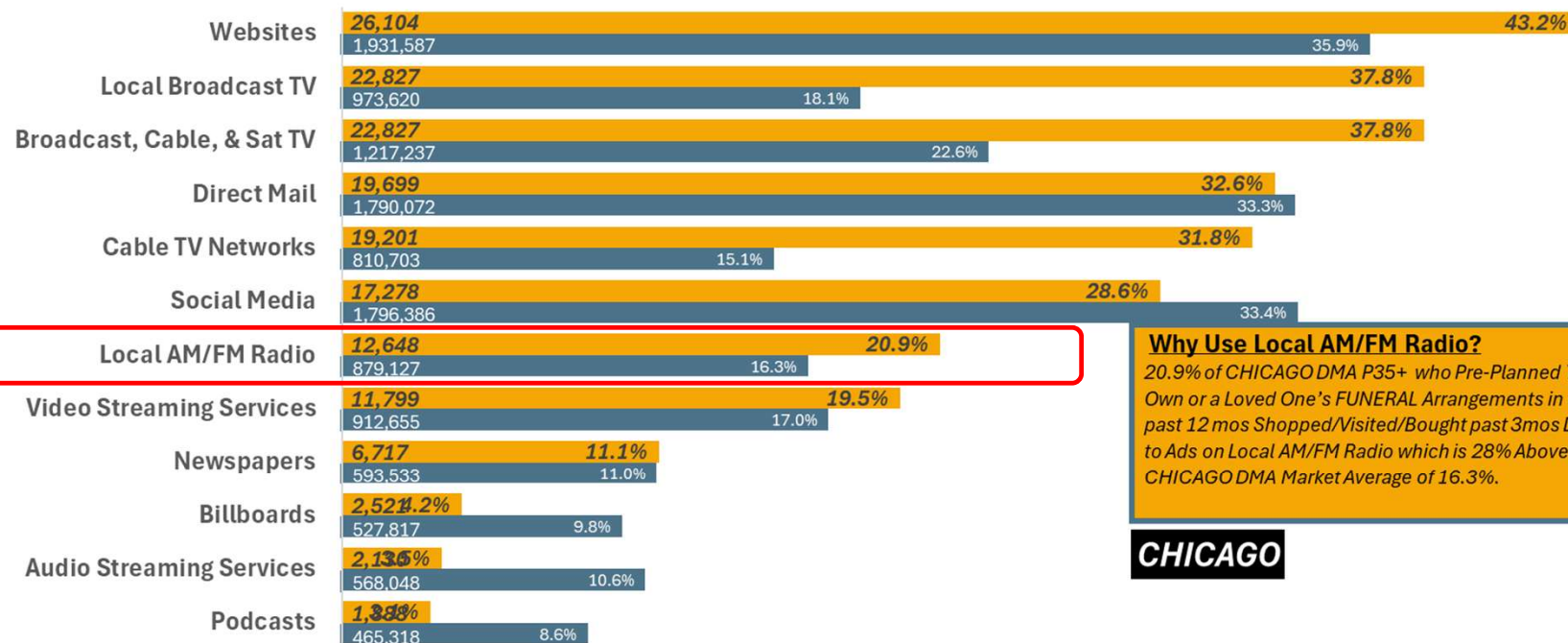
USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 313
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"Advertising Actions"

P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.9% of CHICAGO DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 28% Above the CHICAGO DMA Market Average of 16.3%.

CHICAGO

■ P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

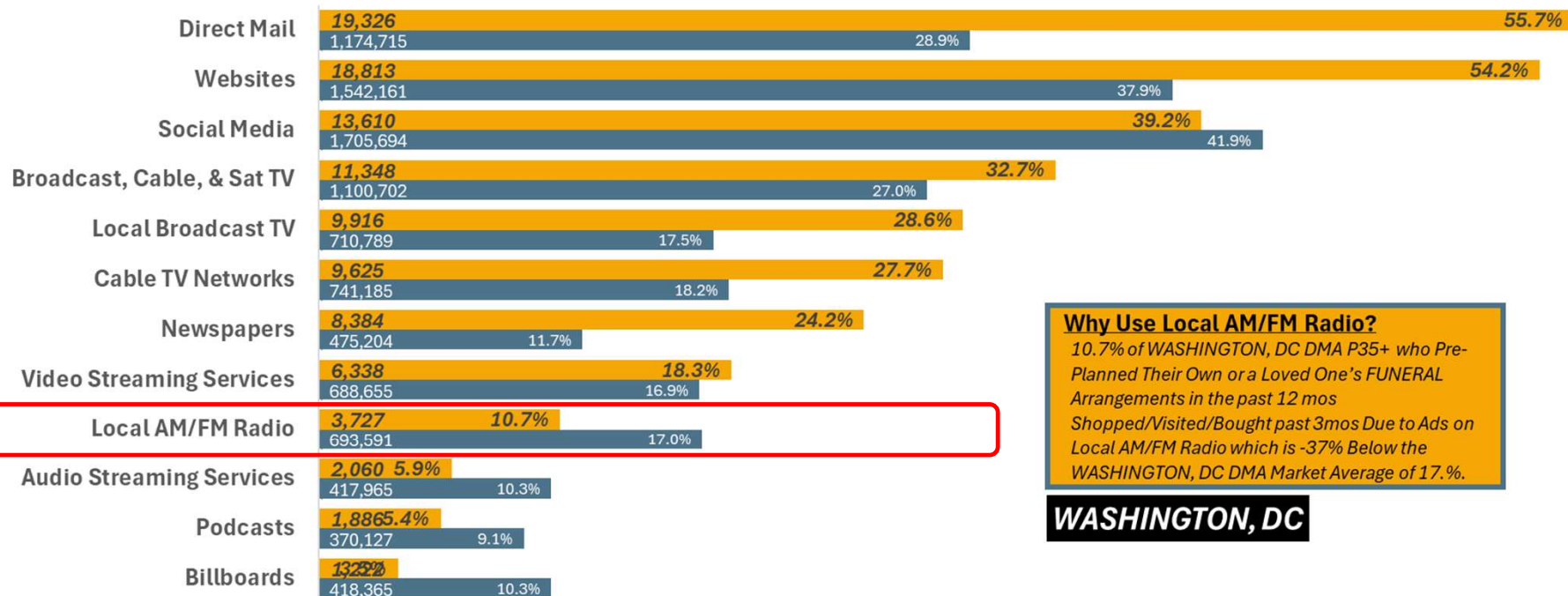
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 35
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

"Advertising Actions"

P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.7% of WASHINGTON, DC DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -37% Below the WASHINGTON, DC DMA Market Average of 17. %.

WASHINGTON, DC

■ P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

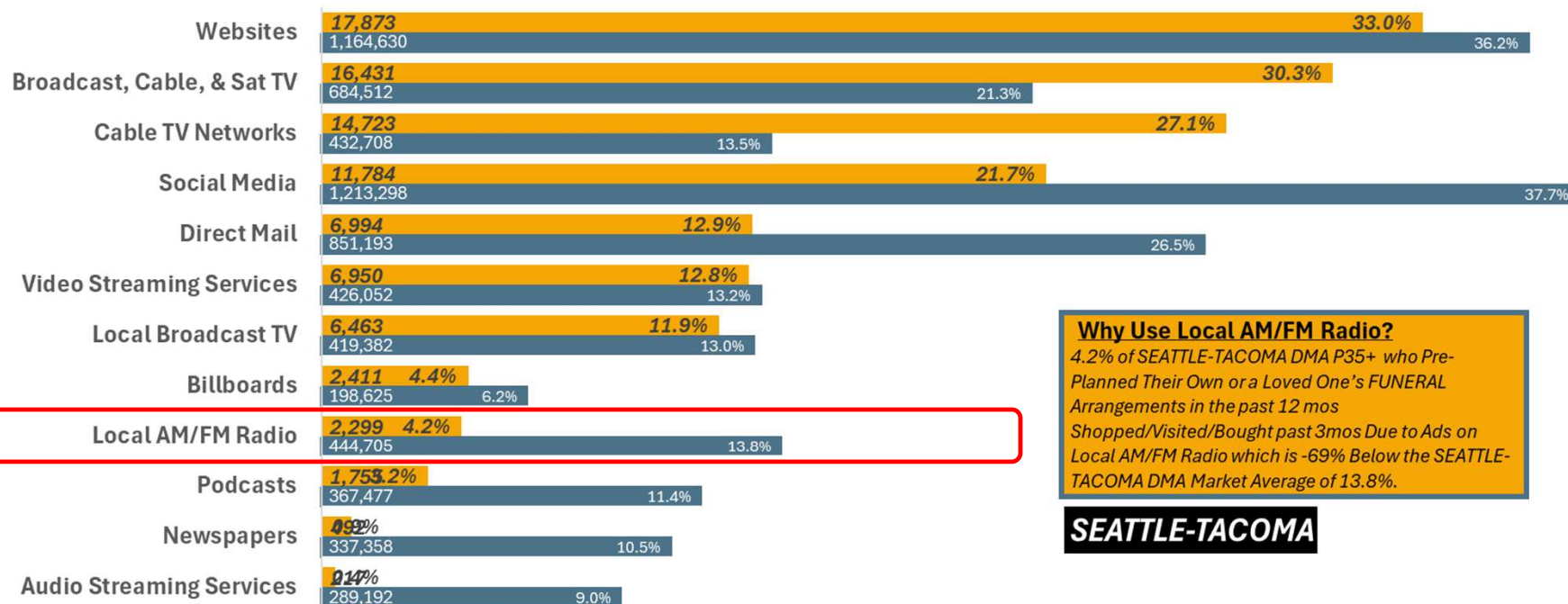
■ P35+ WASHINGTON, DC AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 50
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"Advertising Actions"

P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

4.2% of SEATTLE-TACOMA DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -69% Below the SEATTLE-TACOMA DMA Market Average of 13.8%.

SEATTLE-TACOMA

■ P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 53
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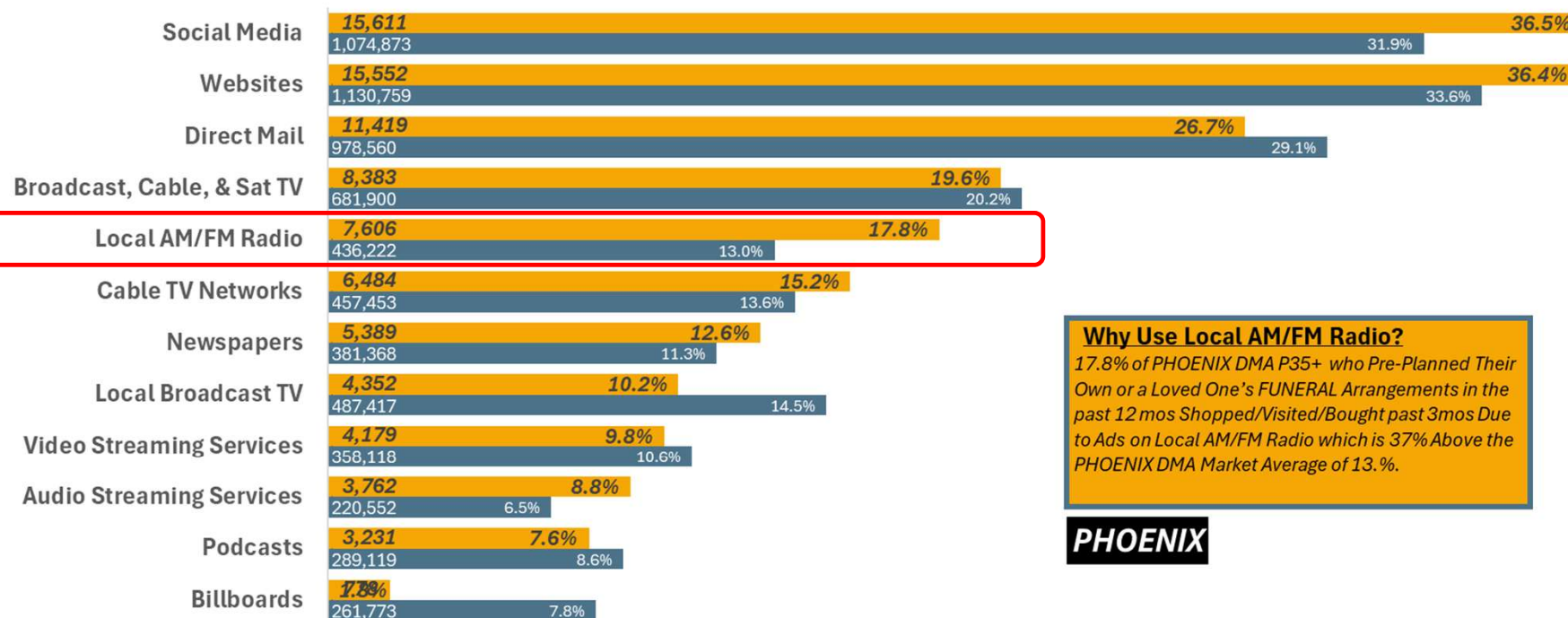
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



"Advertising Actions"

P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.8% of PHOENIX DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 37% Above the PHOENIX DMA Market Average of 13.0%.

PHOENIX

■ P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 32
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning