

# USA+4 More DMAs – P35+ who Have Dependents but Do NOT Have LIFE INSURANCE!

## Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+** who Have Dependents but Do NOT Have LIFE INSURANCE as of August 31, 2025.



Term Life Insurance



Group Variable Universal Life



Group Universal Life Insurance



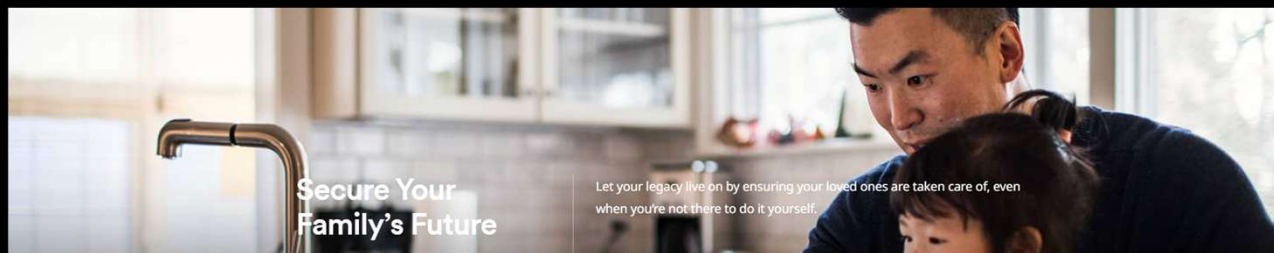
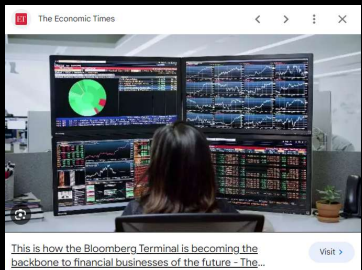
Accidental Death



# MetLife



## P35+



Secure Your Family's Future

Let your legacy live on by ensuring your loved ones are taken care of, even when you're not there to do it yourself.

## Vanguard® BlackRock®

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

(Marital status summaries: Married OR Parent of child under 18; Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance





35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE.  
Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 56.3 years old (1.9% younger than average) and have a \$97,534 (1.8% lower than average) annual household income.

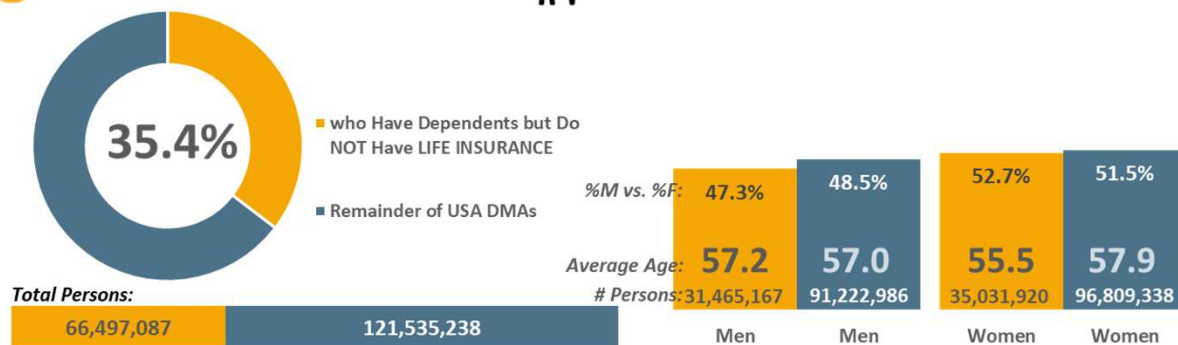


Percent of Market: Adults 35 or older

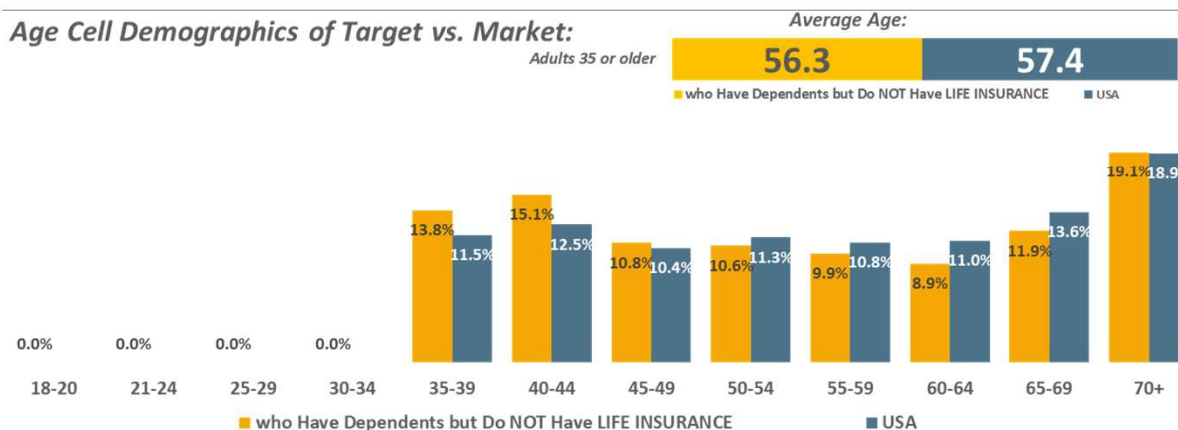


Gender of Target vs. Market: Adults 35 or older

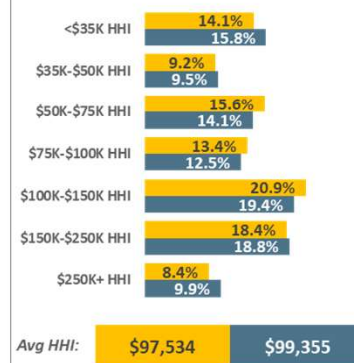
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

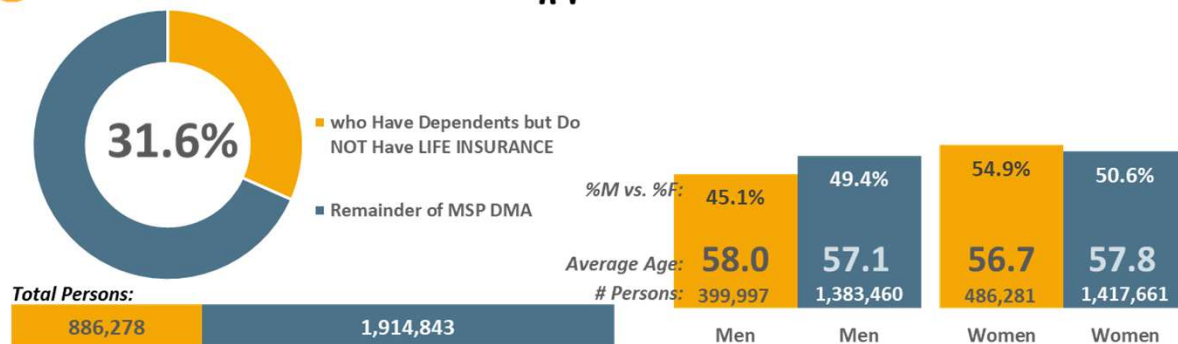
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



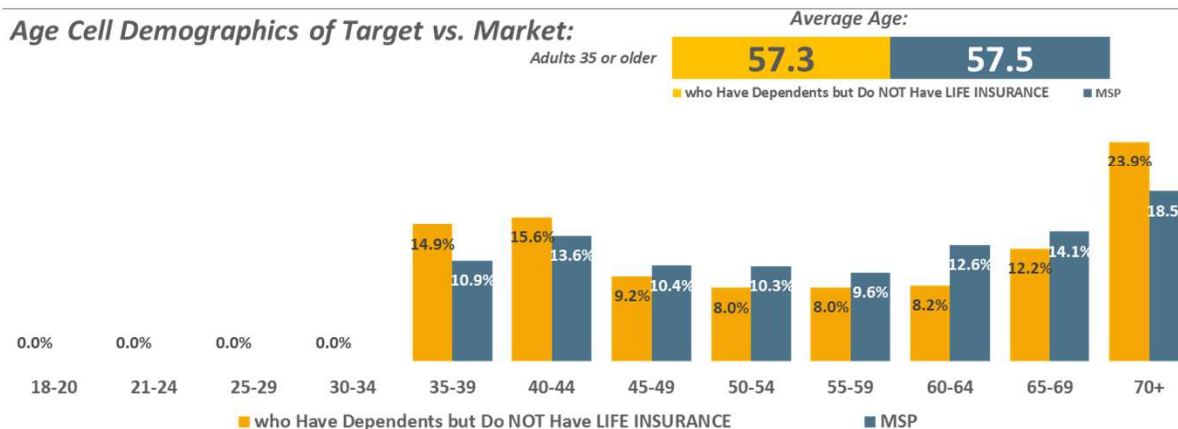


31.6% or 886,278 of MSP DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE.  
 Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 57.3 years old (.3% younger than average) and have a \$106,695 (7.7% lower than average) annual household income.

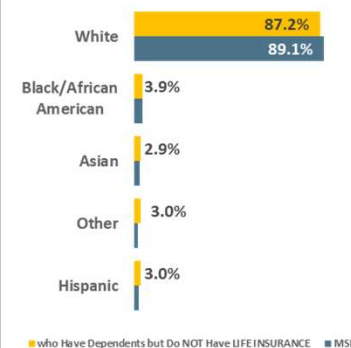
## Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



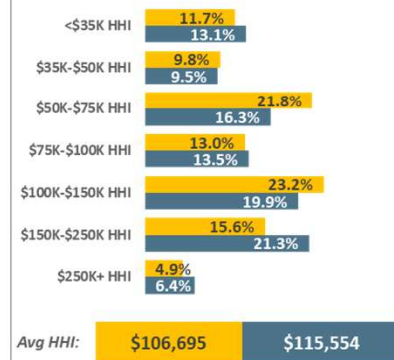
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



## HHI of Target vs. Market:





30.3% or 553,944 of STL DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 56. years old (3% younger than average) and have a \$101,566 (2.5% lower than average) annual household income.

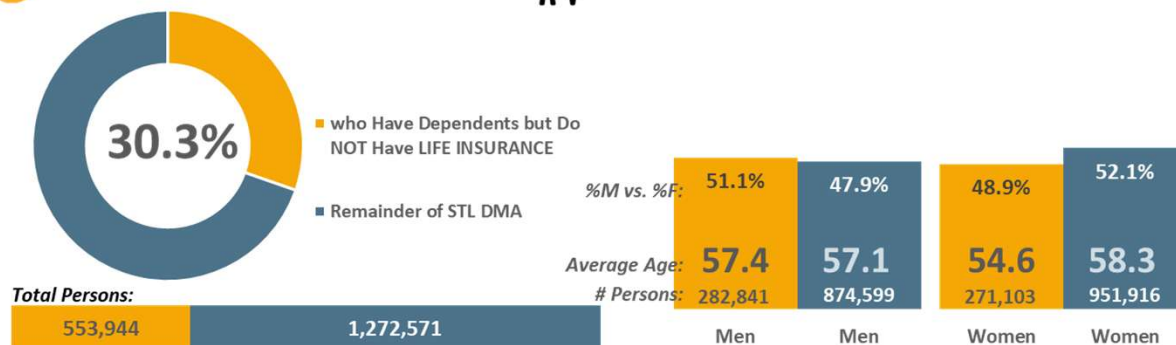


Percent of Market: Adults 35 or older

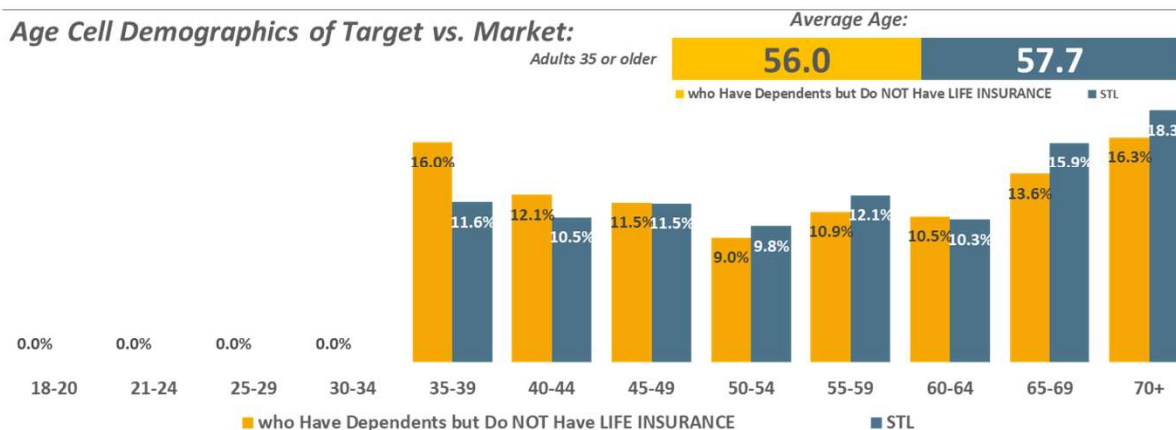


Gender of Target vs. Market: Adults 35 or older

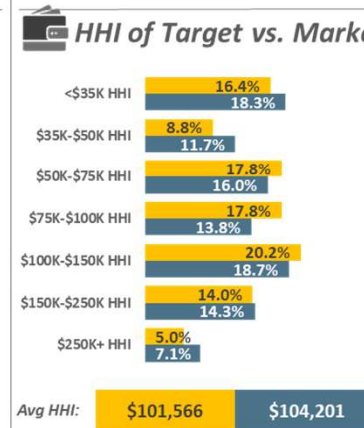
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





32.5% or 447,256 of CIN DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE.  
Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 56.8 years old (1.5% younger than average) and have a \$95,480 (9.5% lower than average) annual household income.

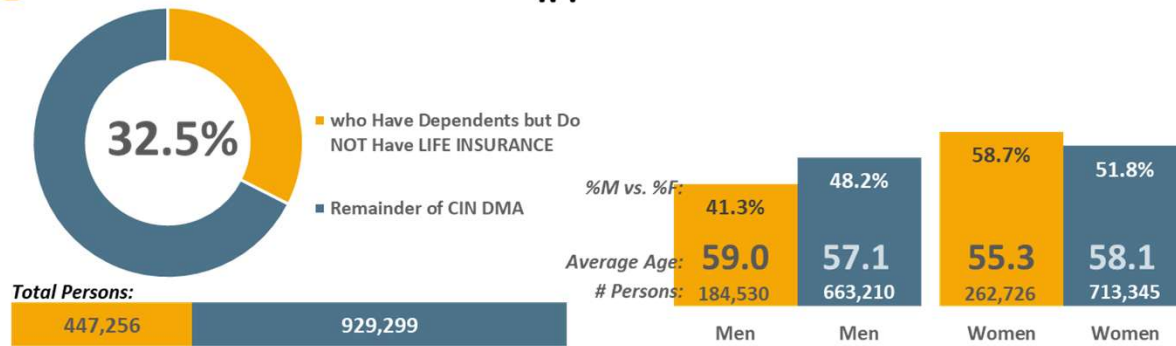


Percent of Market: Adults 35 or older

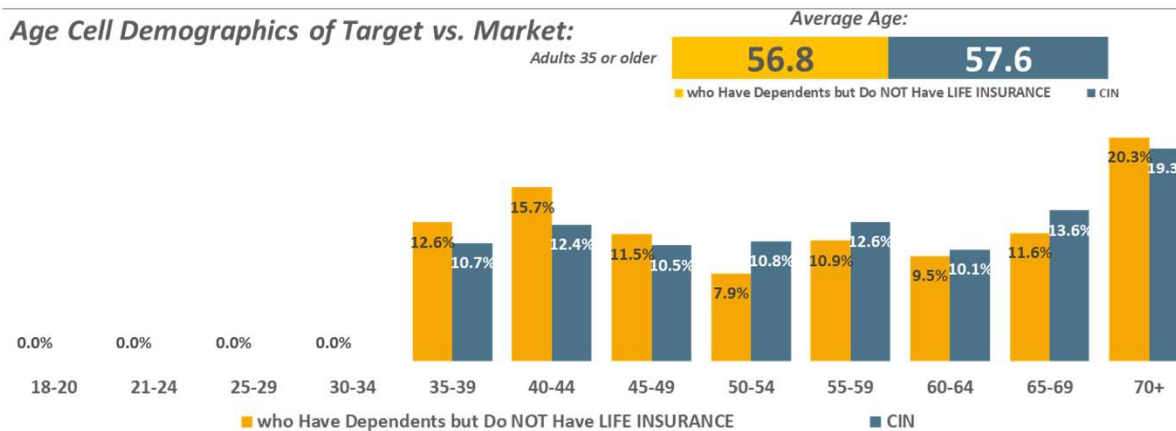


Gender of Target vs. Market: Adults 35 or older

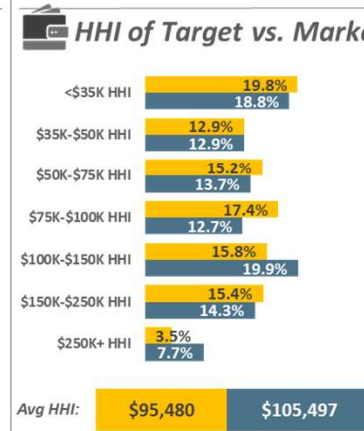
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 633  
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance





37.8% or 561,835 of WPB DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 59.6 years old (1.9% younger than average) and have a \$110,856 (4.2% higher than average) annual household income.

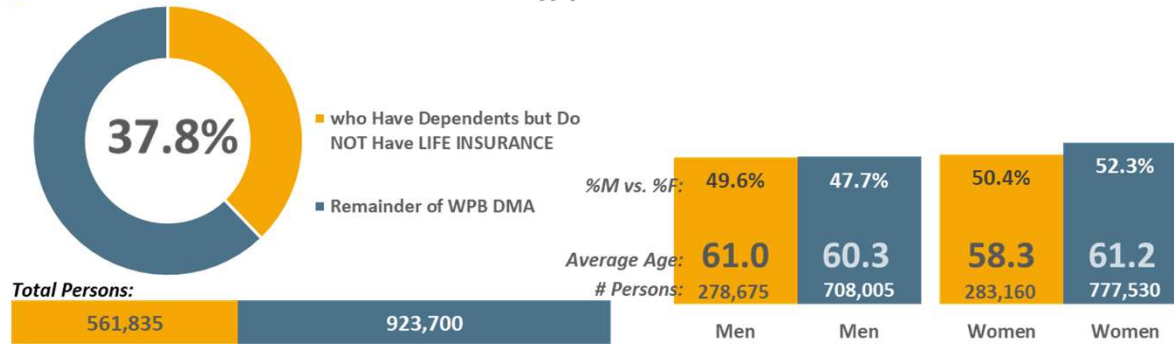


Percent of Market: Adults 35 or older

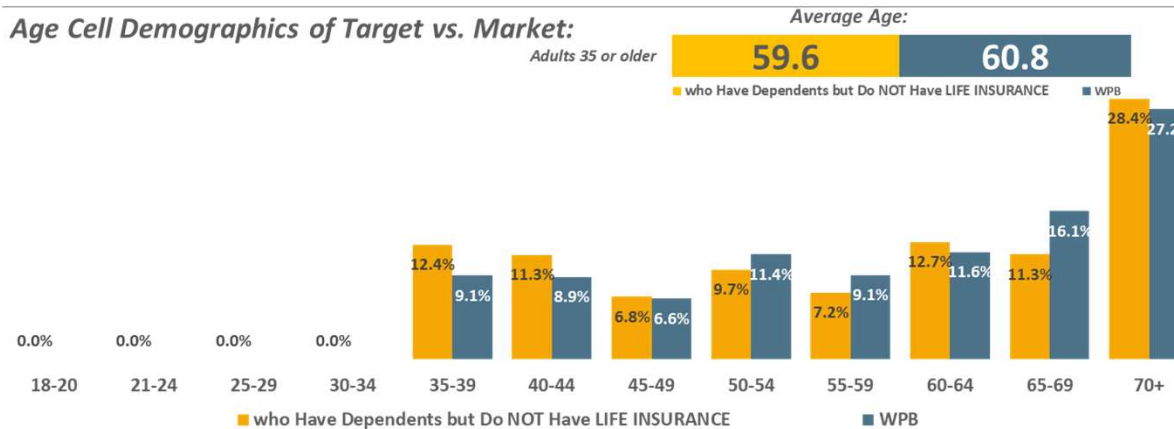


Gender of Target vs. Market: Adults 35 or older

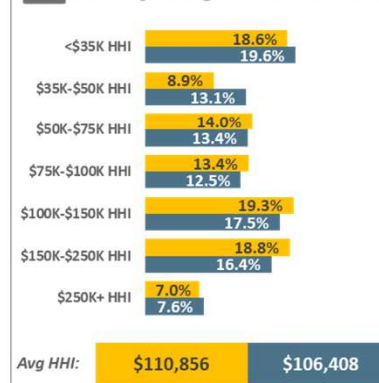
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Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

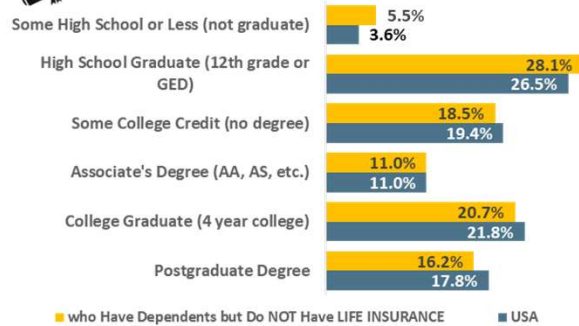




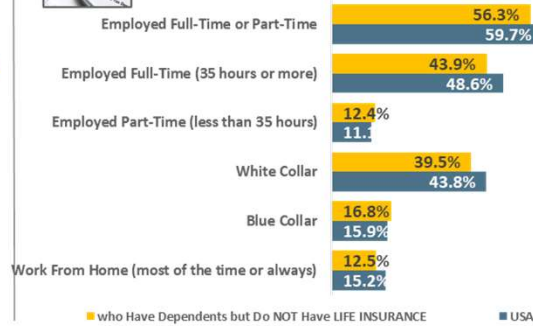
35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 6.8% less likely to be a college graduate, 9.6% less likely to work full-time, 38.7% more likely to be married, 2.4% more likely to be a grandparent of 1 or more children under 18.



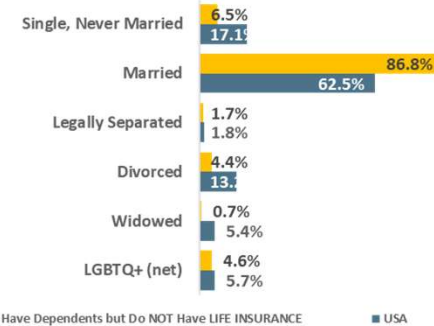
### Education Levels: Adults 35 or older



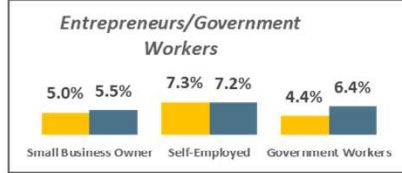
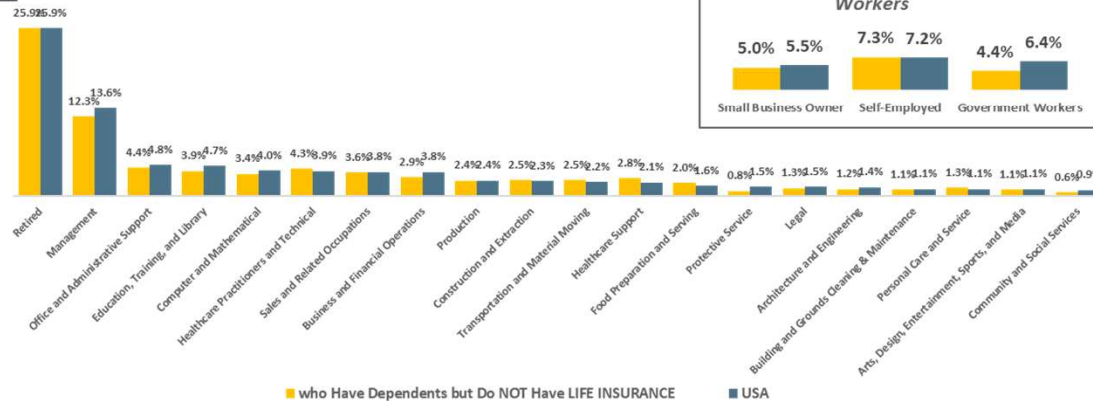
### Employment: Adults 35 or older



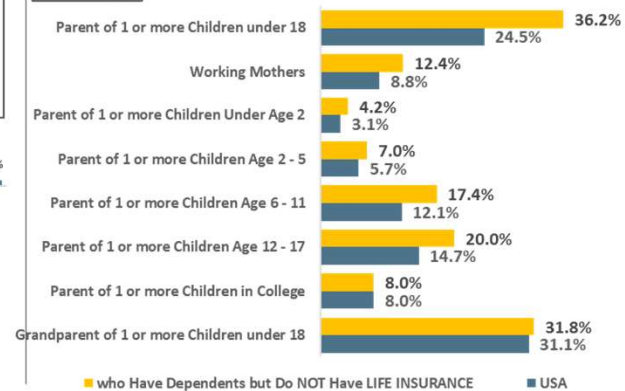
### Marital Status: Adults 35 or older



### Top-20 Occupations: Adults 35 or older



### Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096  
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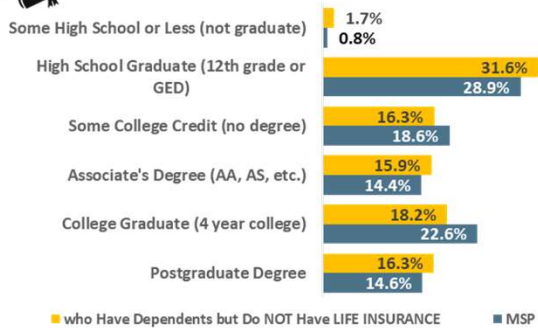
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

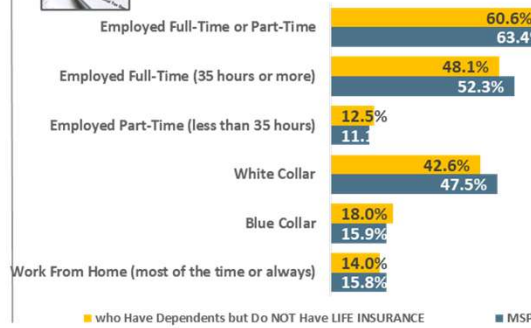


31.6% or 886,278 of MSP DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 7.3% less likely to be a college graduate, 8.% less likely to work full-time, 32.9% more likely to be married, 4.2% more likely to be a grandparent of 1 or more children under 18.

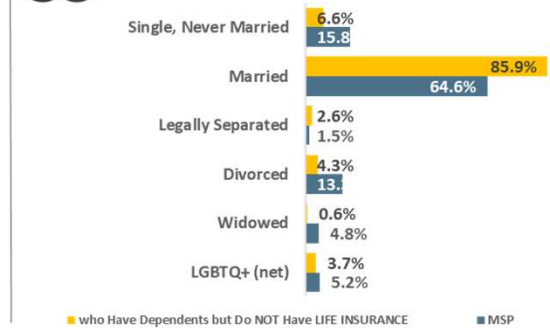
## Education Levels: Adults 35 or older



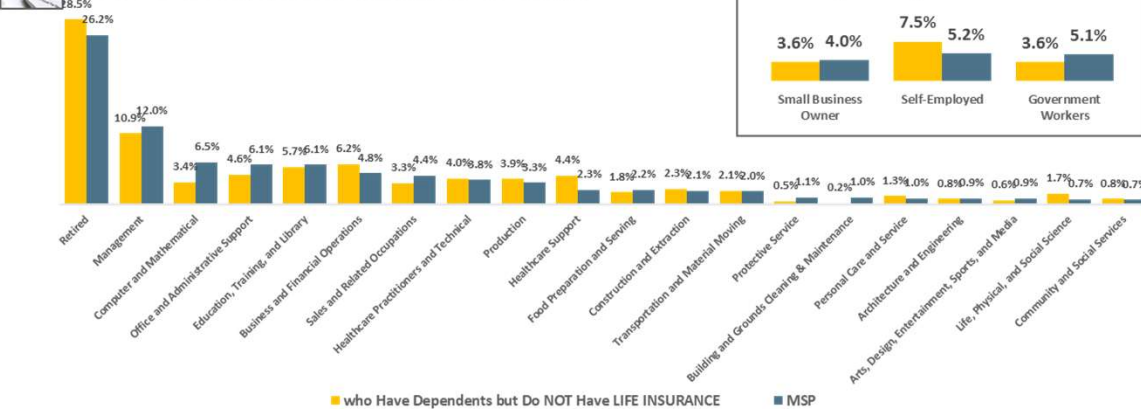
## Employment: Adults 35 or older



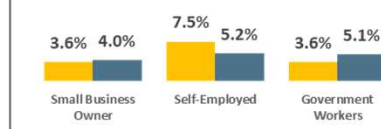
## Marital Status: Adults 35 or older



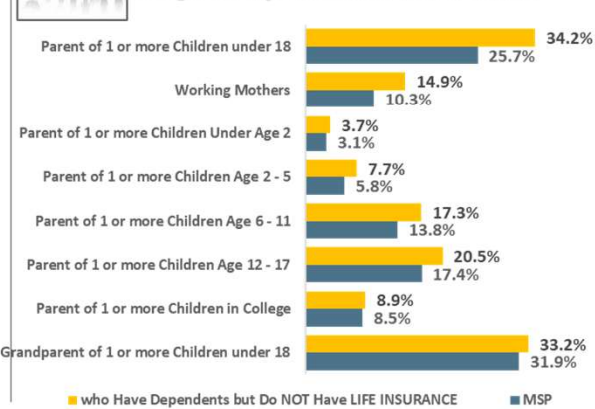
## Top-20 Occupations: Adults 35 or older



## Entrepreneurs/Government Workers



## Stage in Life: Adults 35 or older

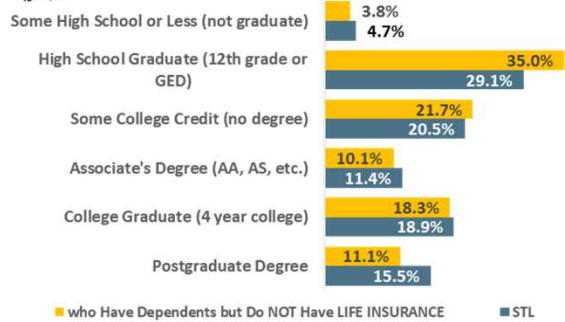




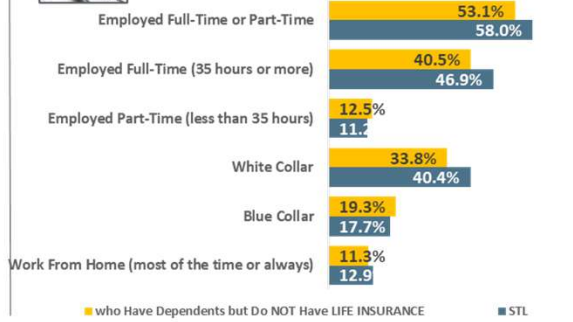


30.3% or 553,944 of STL DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 14.5% less likely to be a college graduate, 13.5% less likely to work full-time, 34.5% more likely to be married, 11.5% less likely to be a grandparent of 1 or more children under 1

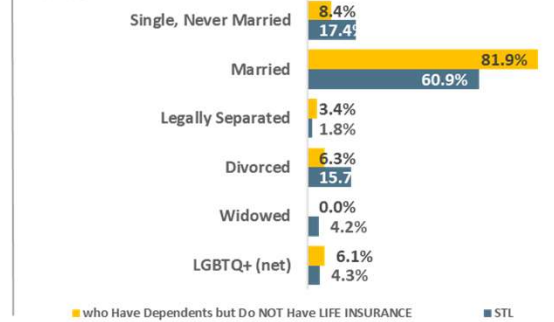
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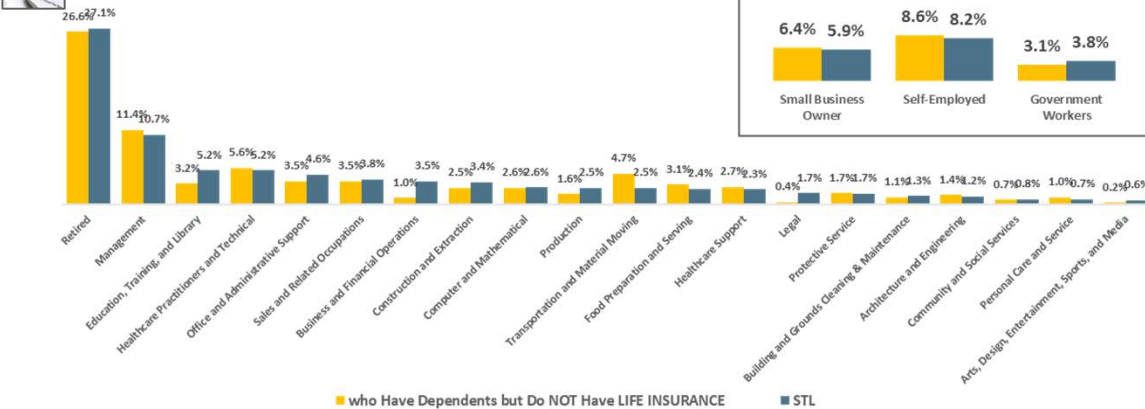
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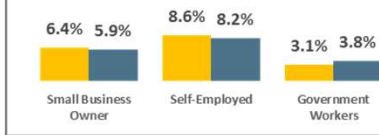
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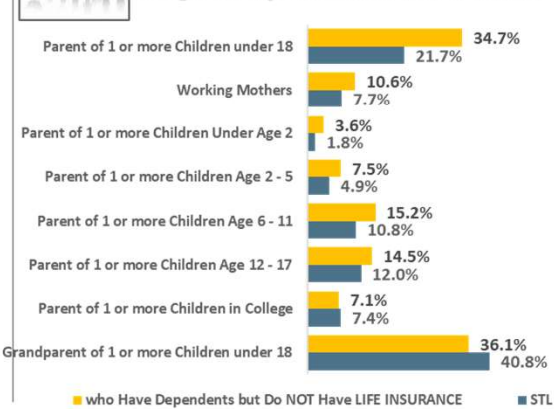
## Top-20 Occupations: Adults 35 or older



## Entrepreneurs/Government Workers



## Stage in Life: Adults 35 or older

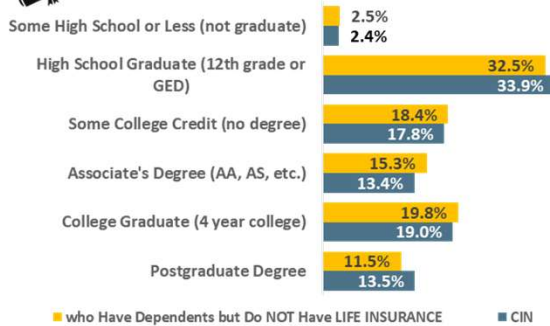




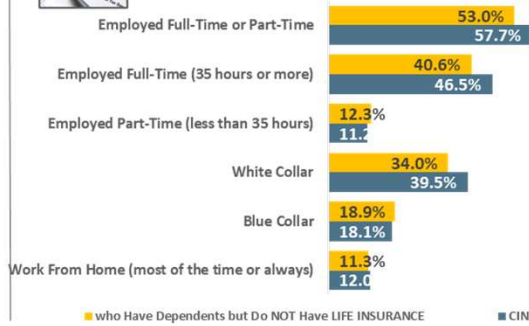
32.5% or 447,256 of CIN DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 3.8% less likely to be a college graduate, 12.7% less likely to work full-time, 38.6% more likely to be married, 1.0% more likely to be a grandparent of 1 or more children under 18.



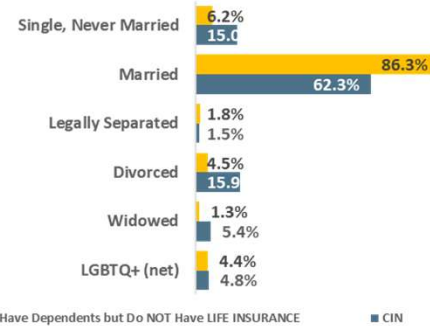
### Education Levels: Adults 35 or older



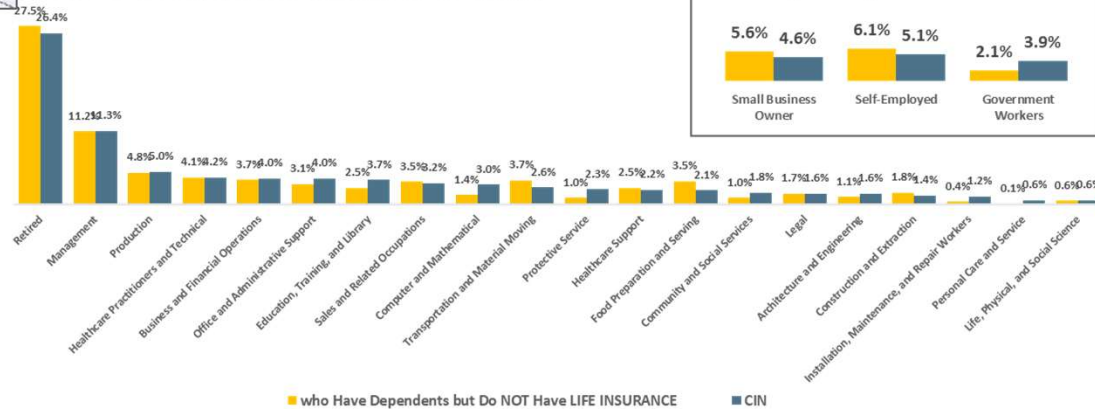
### Employment: Adults 35 or older



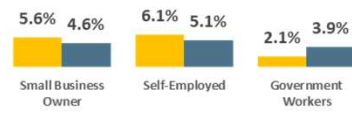
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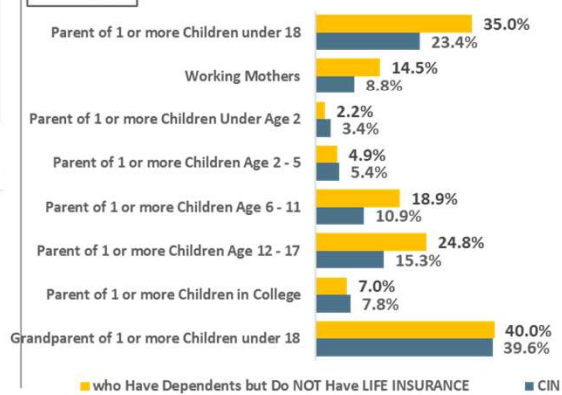
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older

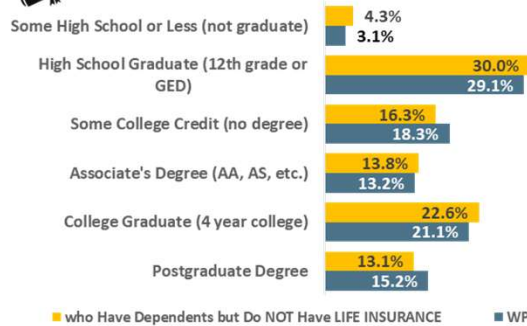




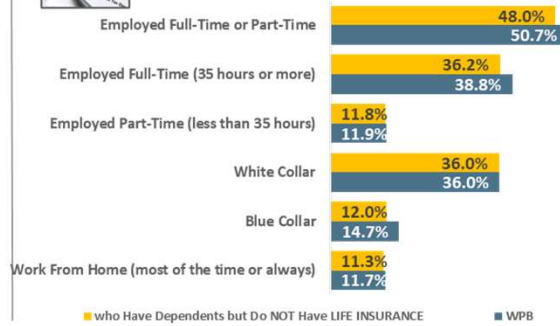
37.8% or 561,835 of WPB DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.7% less likely to be a college graduate, 6.8% less likely to work full-time, 50.3% more likely to be married, 1.2% more likely to be a grandparent of 1 or more children under 18.



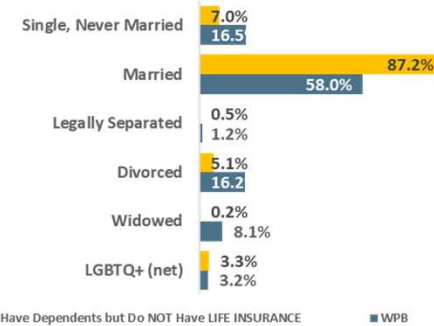
### Education Levels: Adults 35 or older



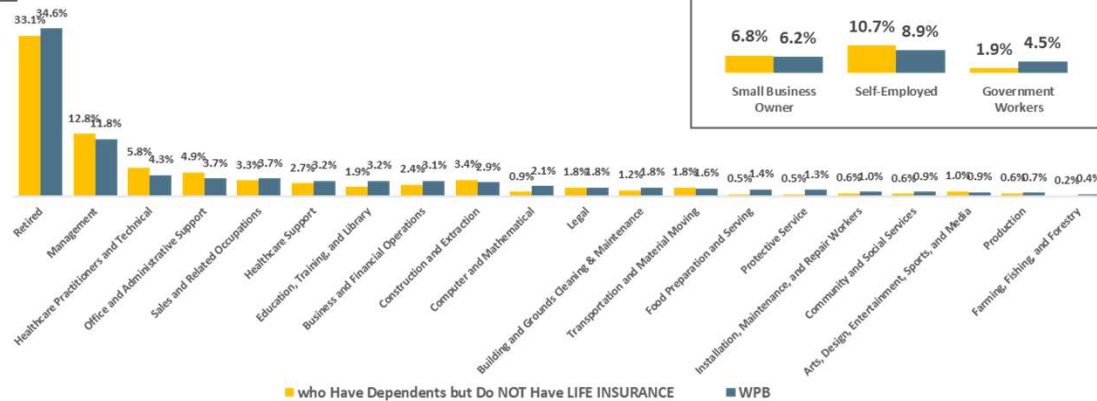
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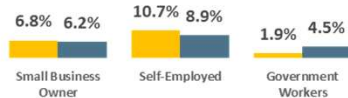
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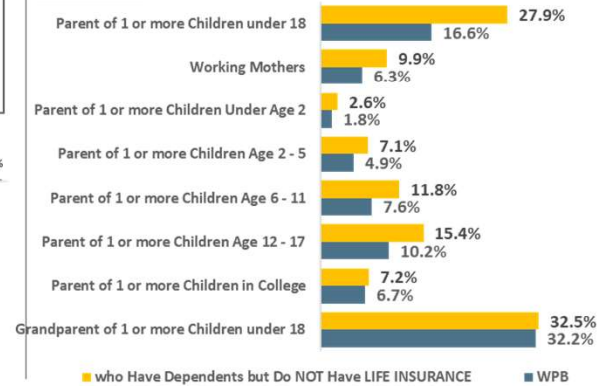
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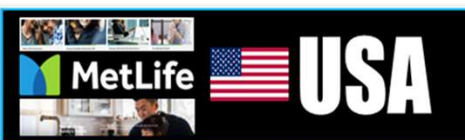
### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older





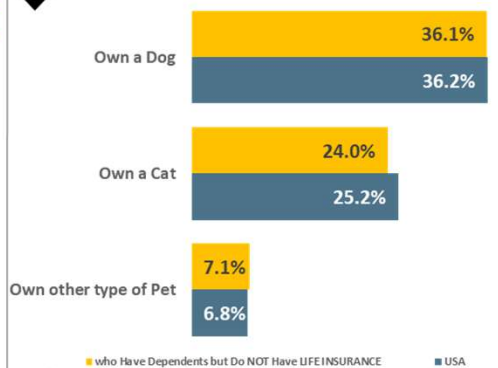
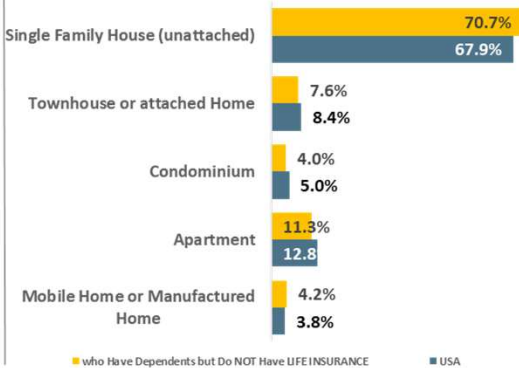
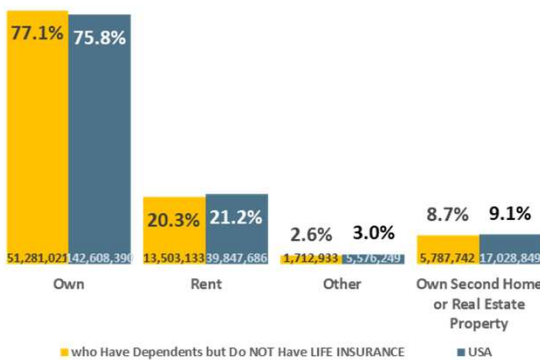


35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.7% more likely to own their home, 27.6% more likely to own a higher valued home, 4.% more likely to have a single-family home, .3% less likely to have a dog.

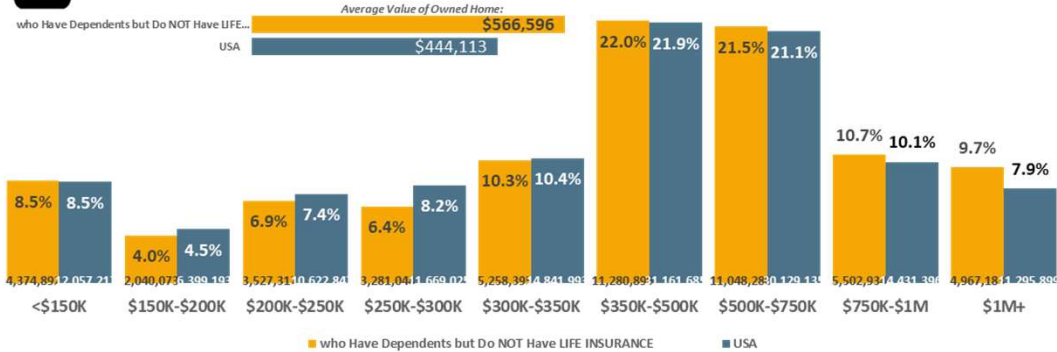
Own/Rent/Other: Adults 35 or older

Type of Home: Adults 35 or older

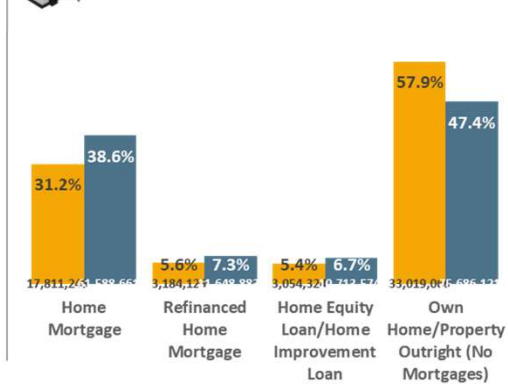
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



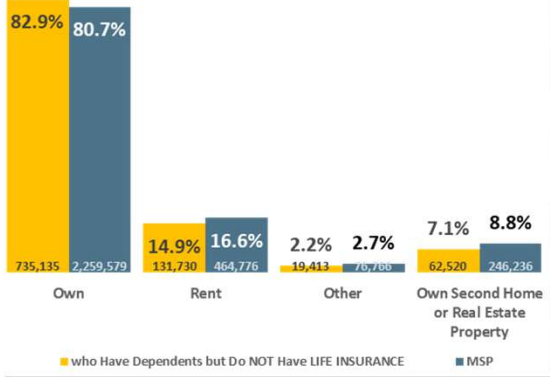
USA    USA Projection    Scarborough R2 2025: Sep24-Aug25    Qual Intab    8,096  
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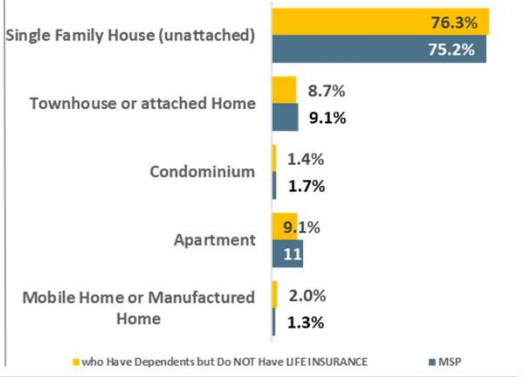


31.6% or 886,278 of MSP DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 2.8% more likely to own their home, 3.1% more likely to own a lower valued home, 1.5% more likely to have a single-family home, 7.1% less likely to have a dog.

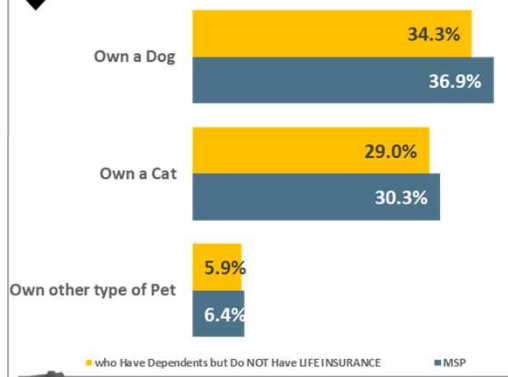
**Own/Rent/Other: Adults 35 or older**



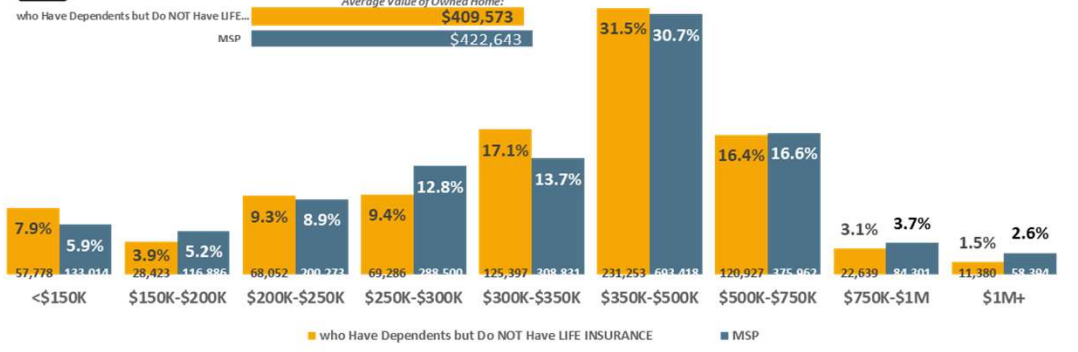
**Type of Home: Adults 35 or older**



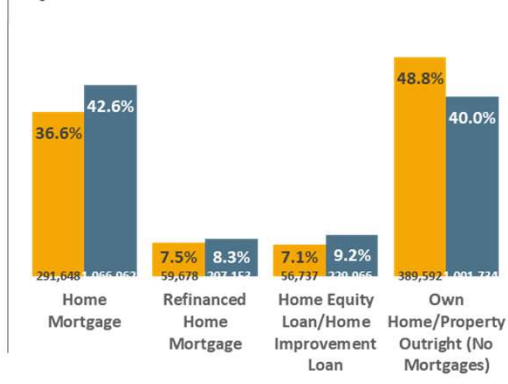
**Pets in Home: Adults 35 or older**



**Value of Owned Home: Adults 35 or older**



**Home Loans: Adults 35 or older**

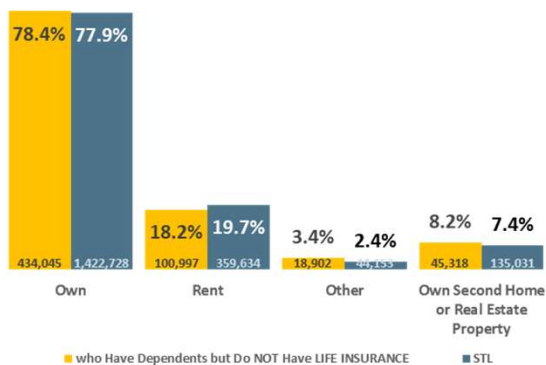


(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

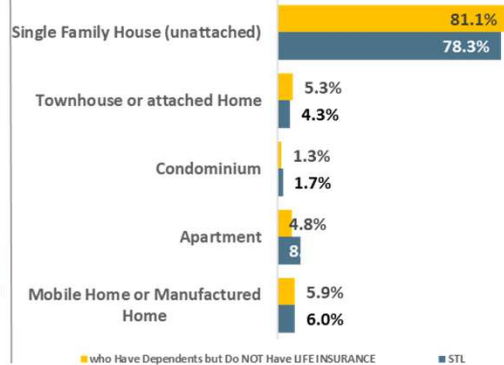


30.3% or 553,944 of STL DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .6% more likely to own their home, 1.8% more likely to own a higher valued home, 3.5% more likely to have a single-family home, 4.8% less likely to have a dog.

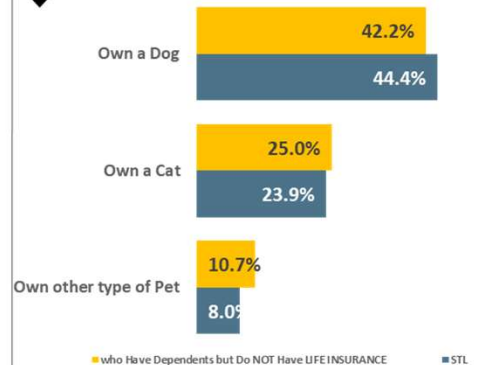
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### Type of Home: Adults 35 or older



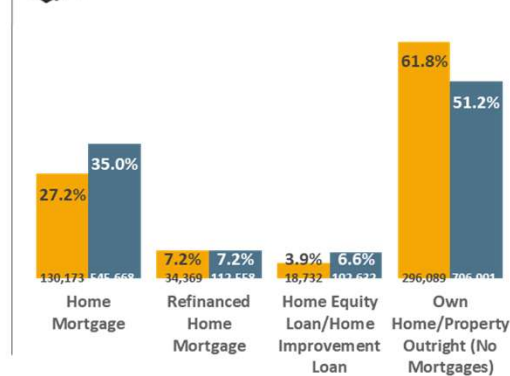
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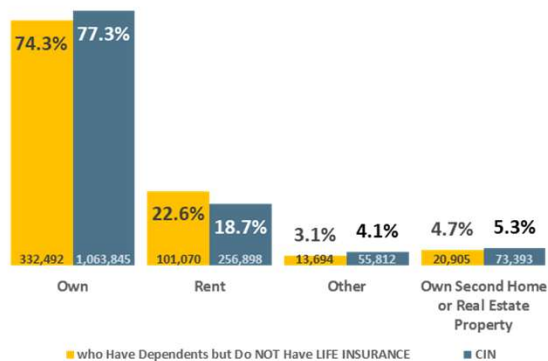




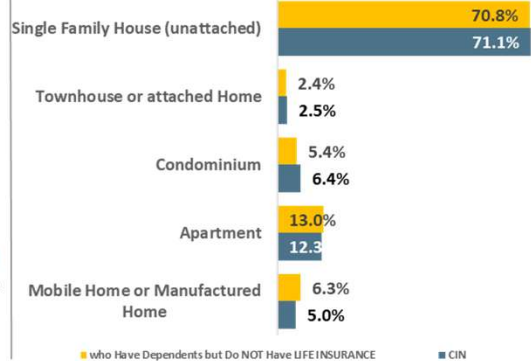


32.5% or 447,256 of CIN DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 3.8% less likely to own their home, 5.3% more likely to own a higher valued home, .5% less likely to have a single-family home, 1.4% less likely to have a dog.

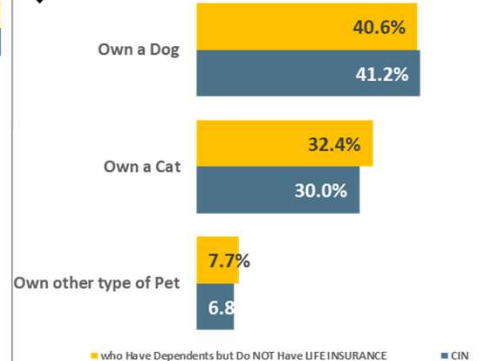
### Own/Rent/Other: Adults 35 or older



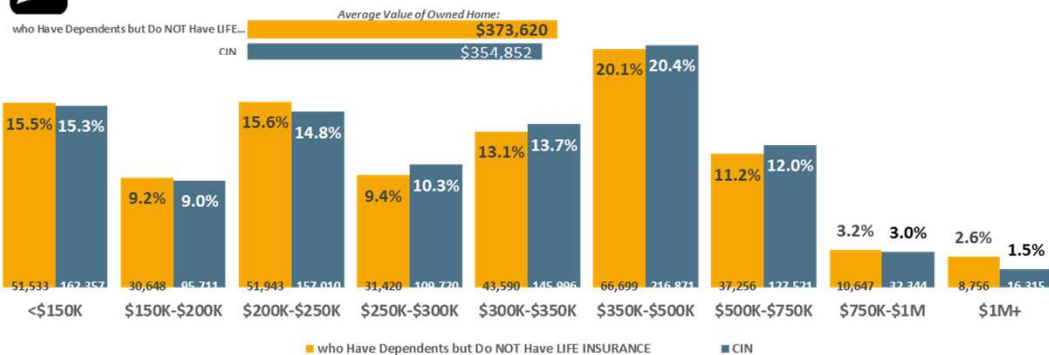
### Type of Home: Adults 35 or older



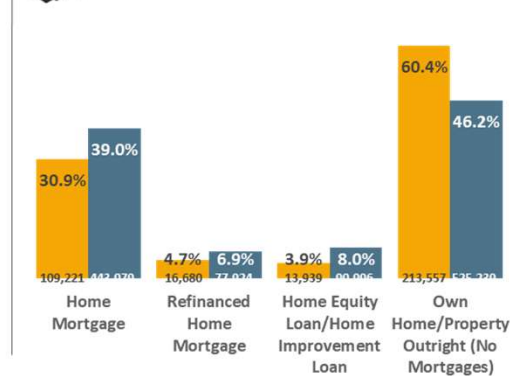
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



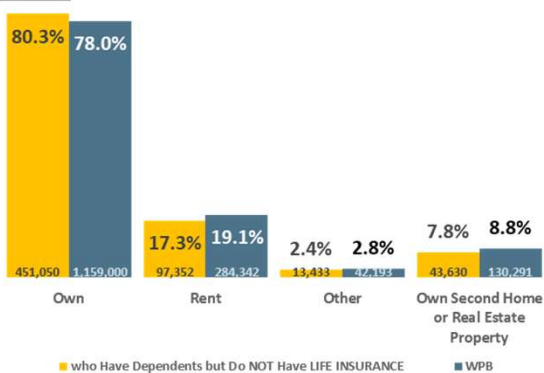
### Home Loans: Adults 35 or older



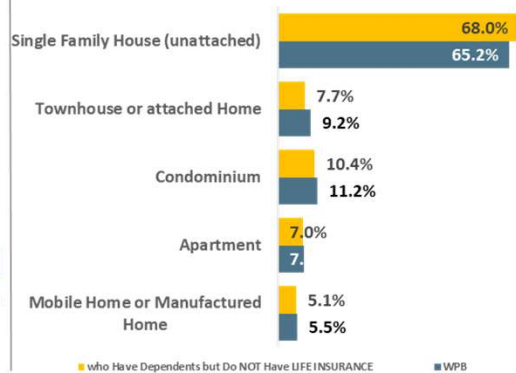


37.8% or 561,835 of WPB DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 2.9% more likely to own their home, 4.1% more likely to own a higher valued home, 4.4% more likely to have a single-family home, 7.1% less likely to have a dog.

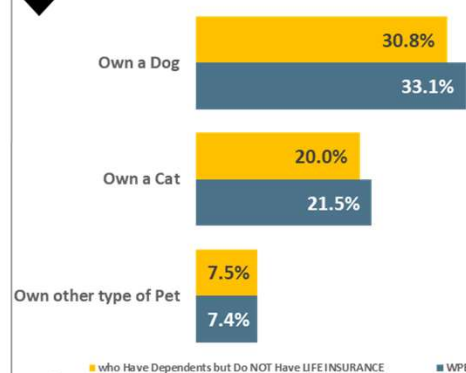
### Own/Rent/Other: Adults 35 or older



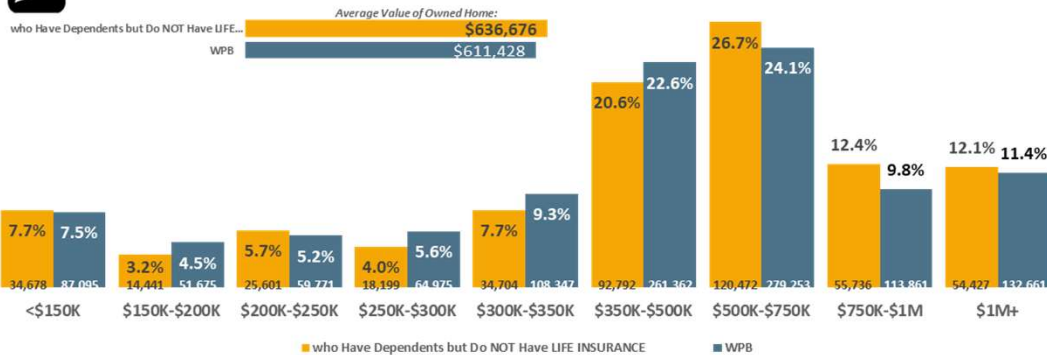
### Type of Home: Adults 35 or older



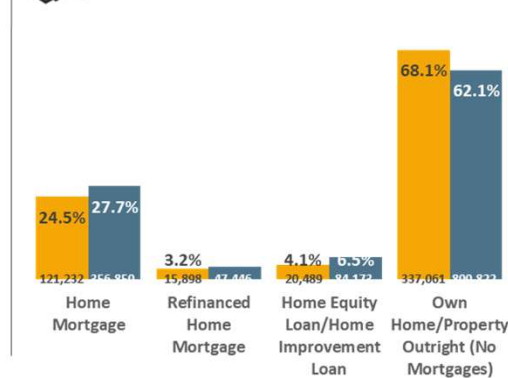
### Pets in Home: Adults 35 or older



### Value of Owned Home: Adults 35 or older



### Home Loans: Adults 35 or older

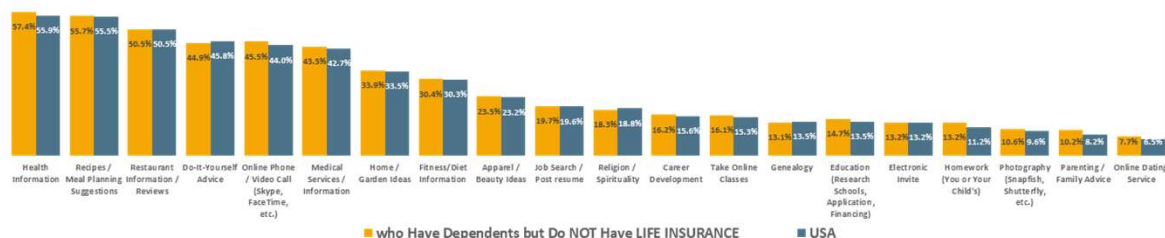




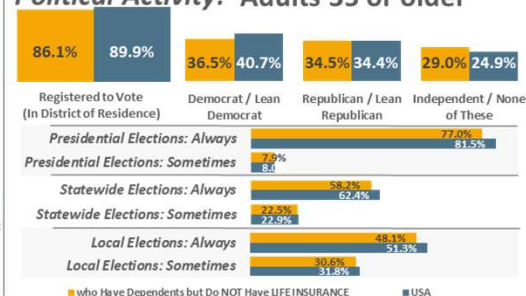
35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.9% less likely to look up D-I-Y advice online, 6.1% less likely to always vote in local elections, 13.3% less likely to belong to a gym, .1% more likely to fly domestic past yr.



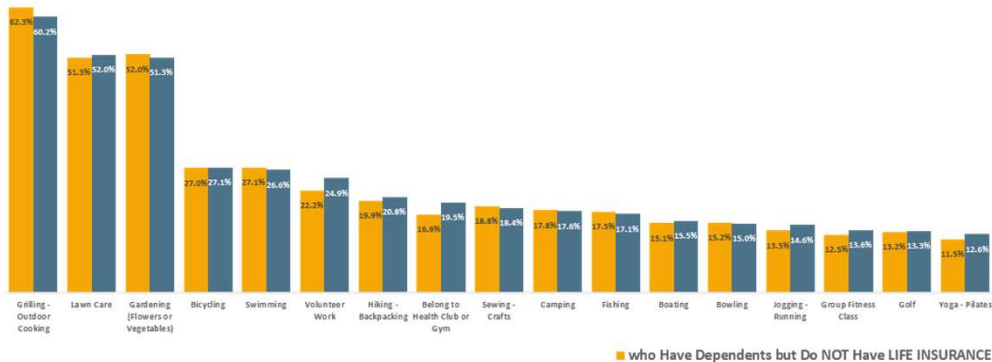
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



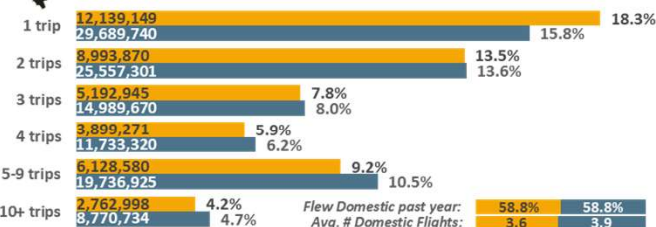
### Political Activity: Adults 35 or older



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



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

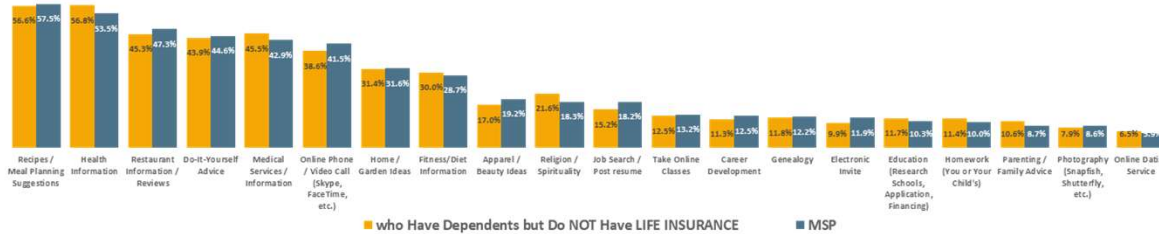




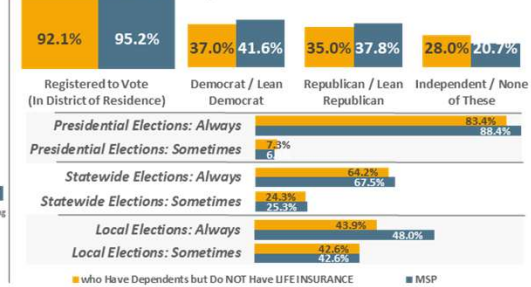
31.6% or 886,278 of MSP DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.7% less likely to look up D-I-Y advice online, 8.6% less likely to always vote in local elections, 9.1% less likely to belong to a gym, 10.4% less likely to fly domestic past yr.



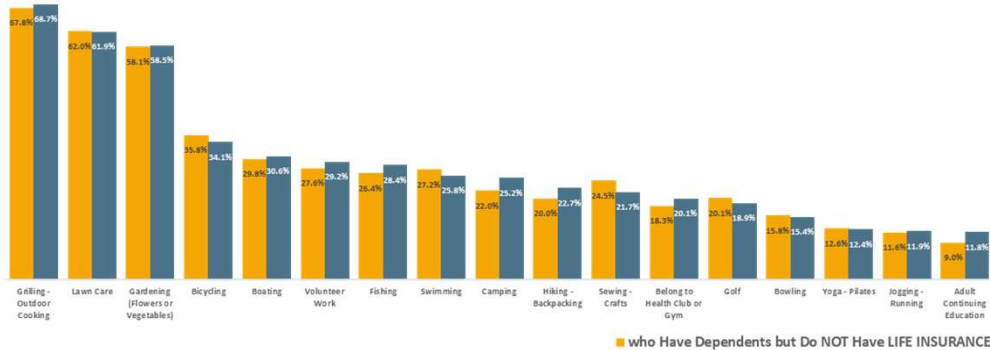
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



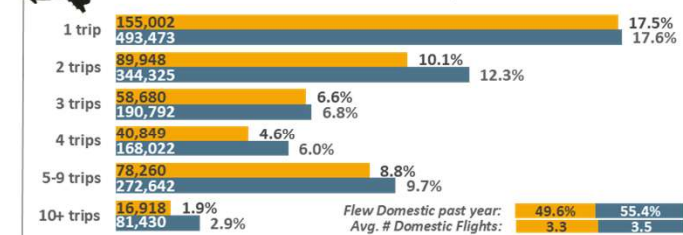
### Political Activity: Adults 35 or older



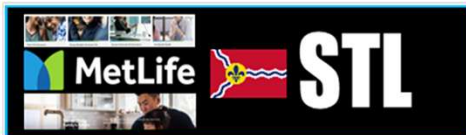
### Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



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



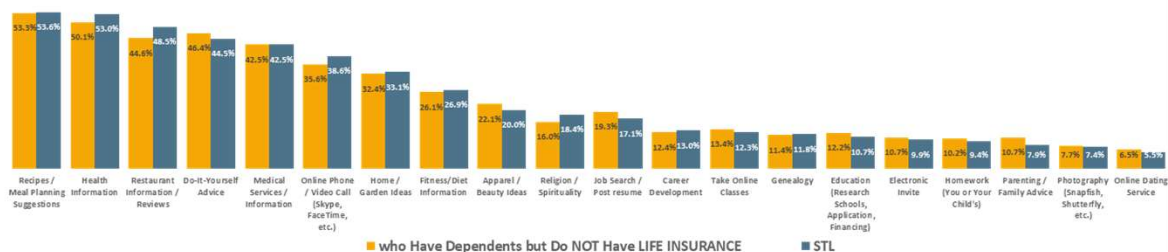




30.3% or 553,944 of STL DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 4.3% more likely to look up D-I-Y advice online, 12.2% less likely to always vote in local elections, 6.5% less likely to belong to a gym, 2.4% less likely to fly domestic past yr.



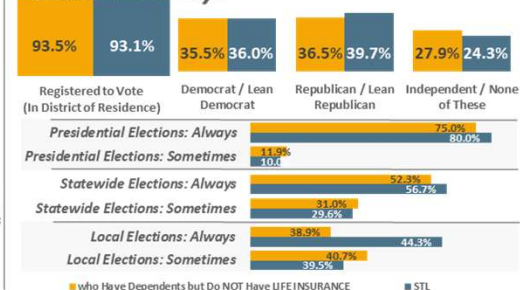
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



■ who Have Dependents but Do NOT Have LIFE INSURANCE ■ STL

### Adults 35 or older

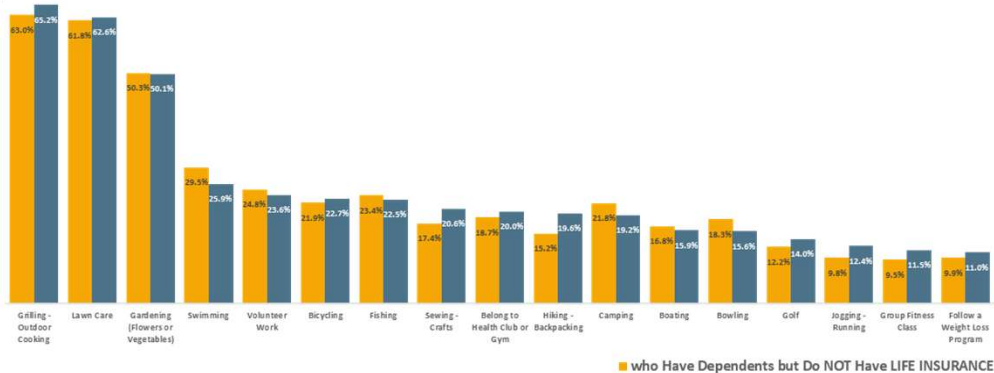
#### Political Activity:



■ who Have Dependents but Do NOT Have LIFE INSURANCE ■ STL



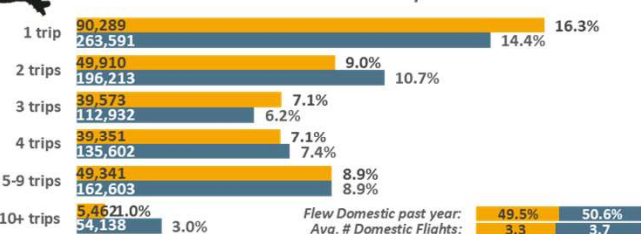
### Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



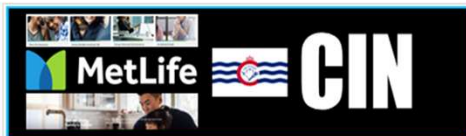
■ who Have Dependents but Do NOT Have LIFE INSURANCE ■ STL



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



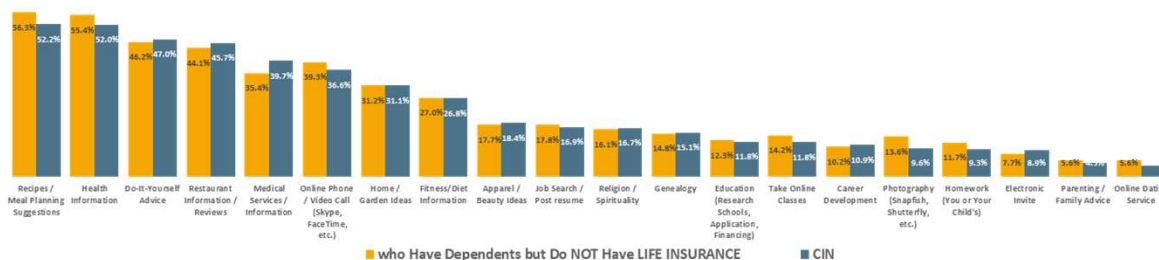
Flew Domestic past year: 49.5% vs 50.6%  
Avg. # Domestic Flights: 3.3 vs 3.7



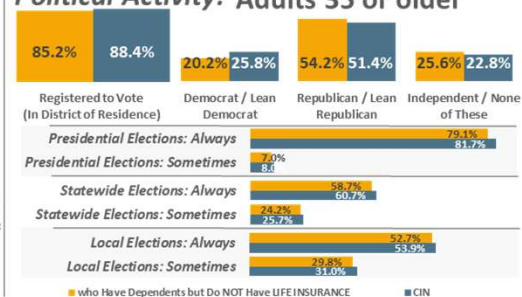
32.5% or 447,256 of CIN DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.8% less likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 22.% less likely to belong to a gym, 2.9% less likely to fly domestic past yr.



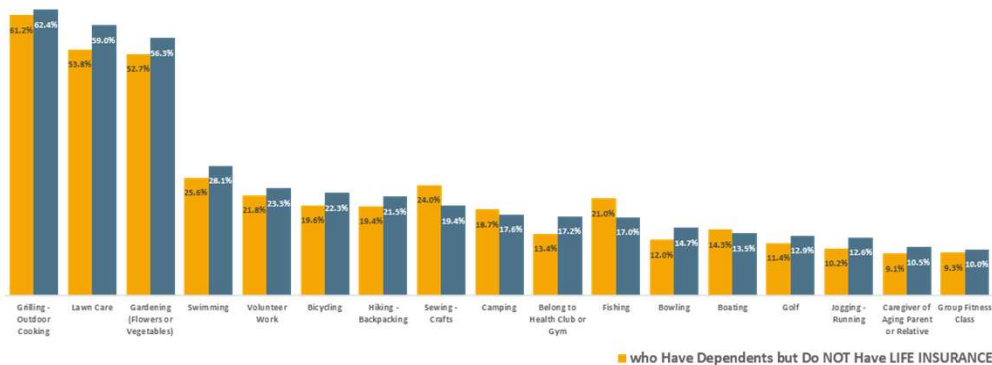
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



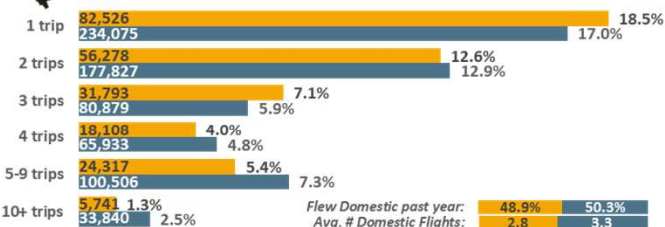
### Political Activity: Adults 35 or older



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



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

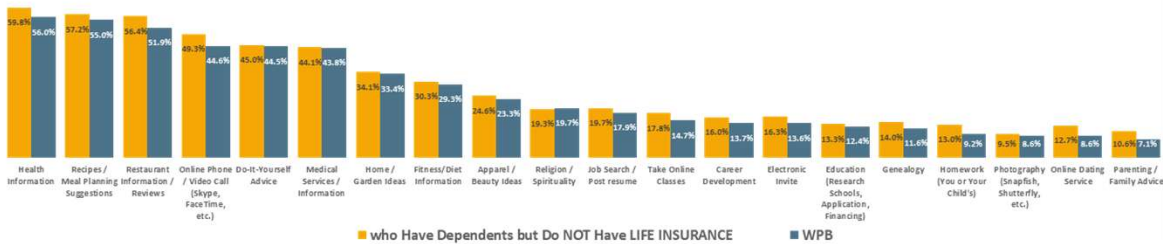




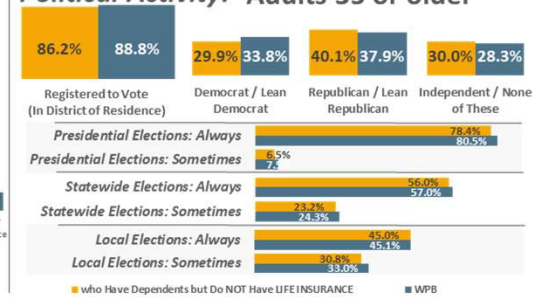
37.8% or 561,835 of WPB DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.1% more likely to look up D-I-Y advice online, .3% less likely to always vote in local elections, 15.1% less likely to belong to a gym, .4% more likely to fly domestic past yr.



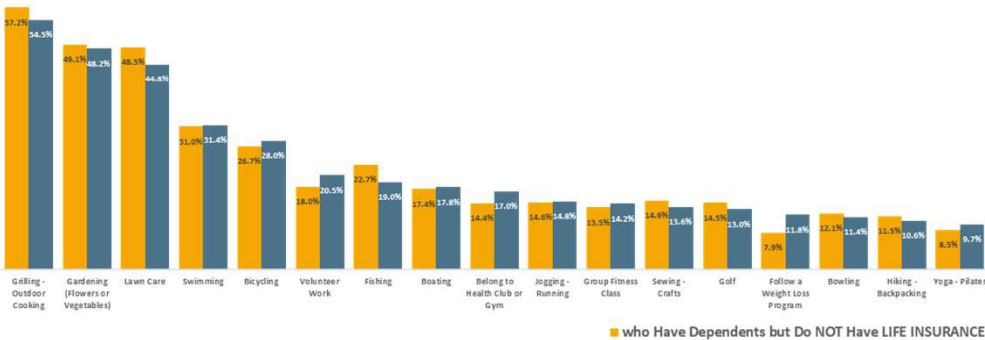
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



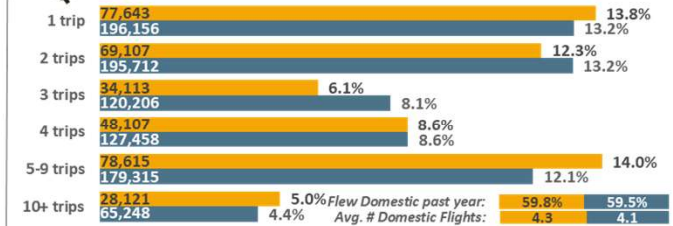
### Political Activity: Adults 35 or older



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



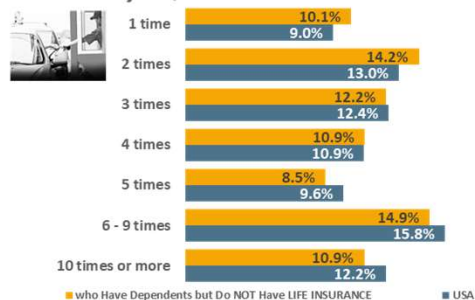
### Past 12-months Domestic Airline Trips: Adults 35 or older





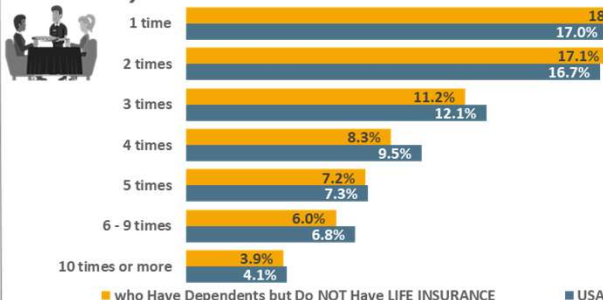
35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.3% less likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., 3.9% less likely to use Casinos past yr, 2.2% more likely to smoke cigarettes.

### Past 30-days QSR Users: Adults 35 or older



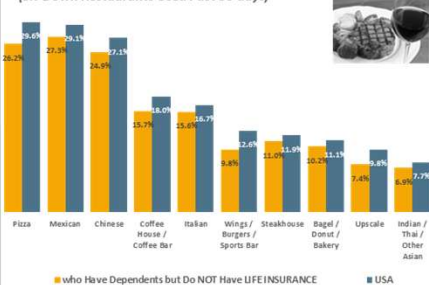
Total Monthly QSR Users: 81.8% (54,387,89) vs 82.9% (155,840,679)  
Avg. Monthly QSR Meals: 5.3 vs 5.6

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



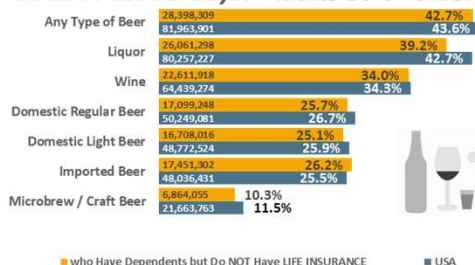
Total Monthly Sit-Down Restaurant Users: 72.1% (47,911,210) vs 73.5% (138,126,053)  
Avg. Monthly Sit-Down Restaurant Meals: 3.6 vs 3.7

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



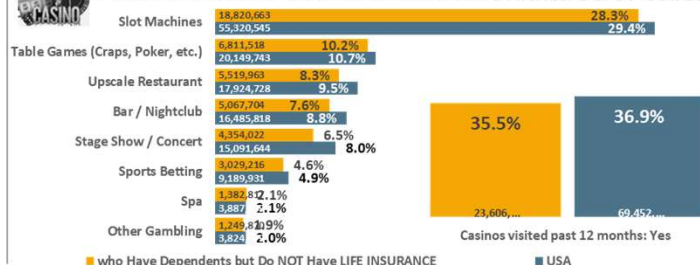
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Have Dependents but Do NOT Have LIFE... 8,705,932 (13.1%) vs USA 66,497,087 (15.8%)

### Drank Past 30-days: Adults 35 or older



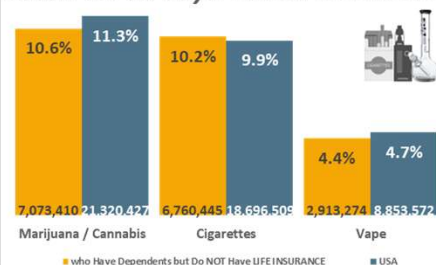
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096  
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### Past 12 months Casino Activities: Adults 35 or older



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

### Used Past 30-days: Adults 35 or older



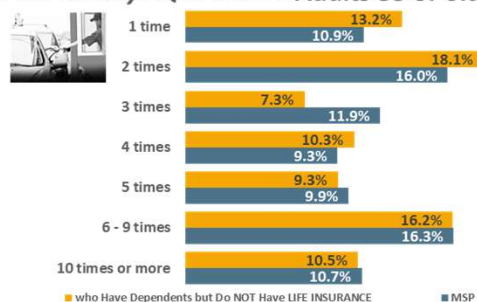
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



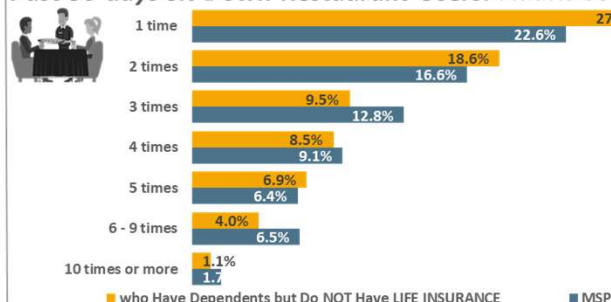


31.6% or 886,278 of MSP DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .1% less likely to use QSRs past mo., .9% more likely to use Sit-Down Restaurants past mo., 7.8% less likely to use Casinos past yr., 32.2% less likely to smoke cigarettes.

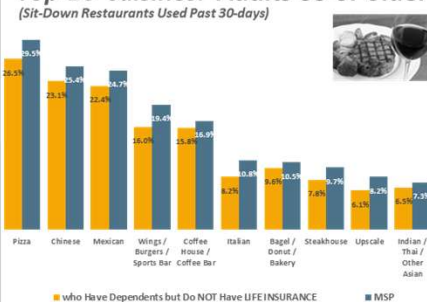
### Past 30-days QSR Users: Adults 35 or older



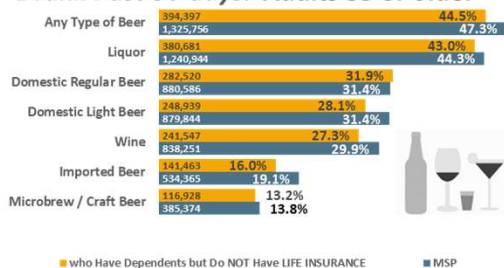
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



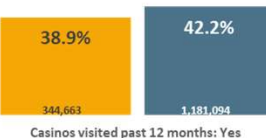
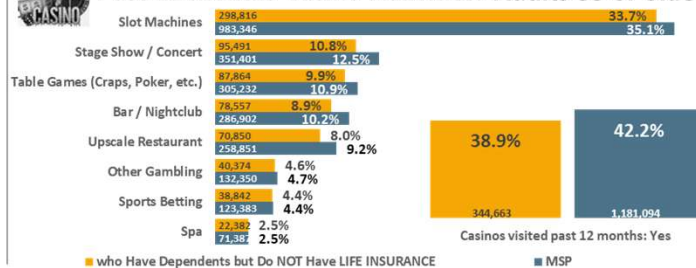
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



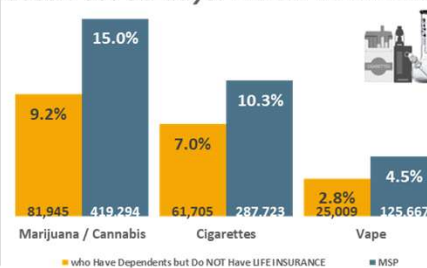
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



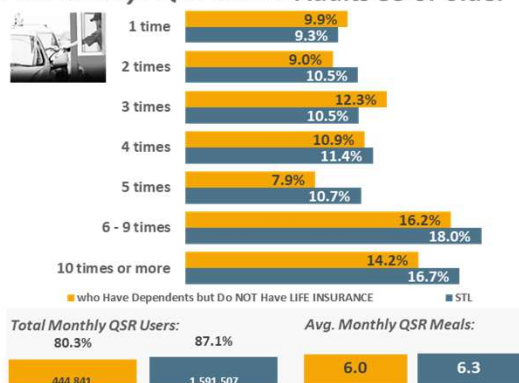
### Used Past 30-days: Adults 35 or older



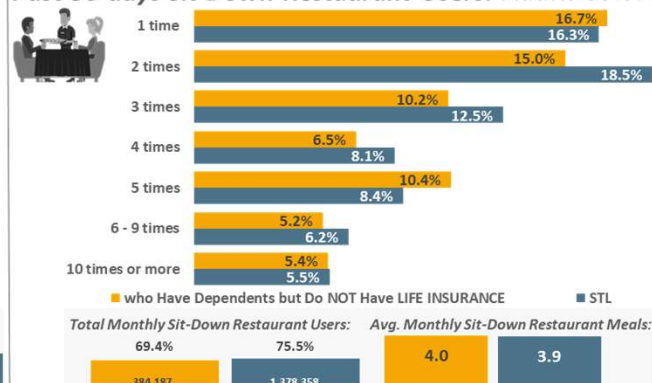


30.3% or 553,944 of STL DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 7.8% less likely to use QSRs past mo., 8.1% less likely to use Sit-Down Restaurants past mo., .9% less likely to use Casinos past yr., 4.9% less likely to smoke cigarettes.

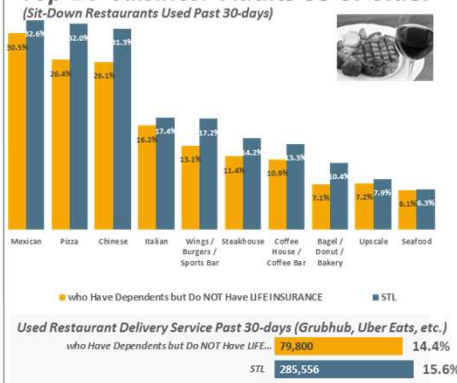
### Past 30-days QSR Users: Adults 35 or older



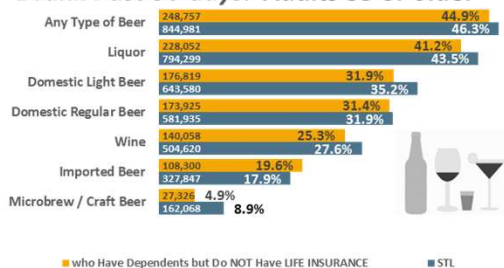
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



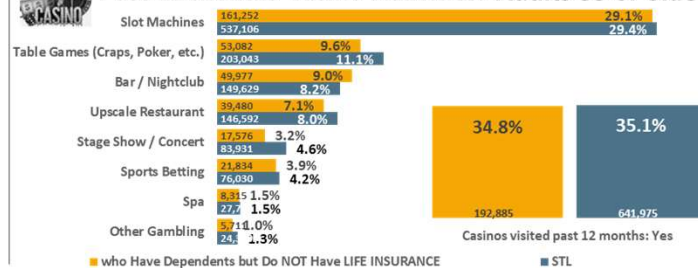
### Top-10 Cuisines: Adults 35 or older



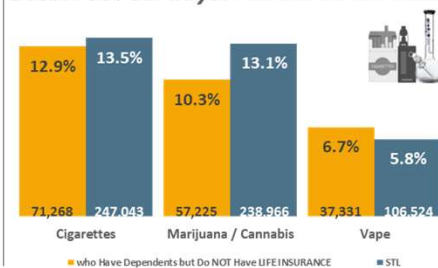
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



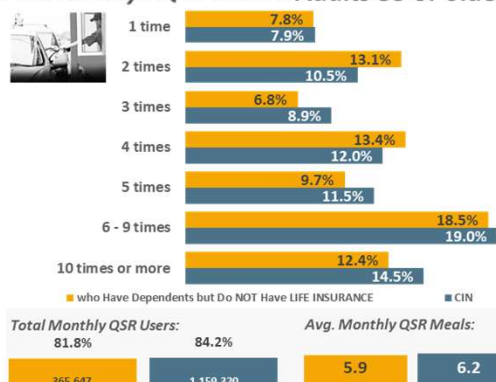
### Used Past 30-days: Adults 35 or older



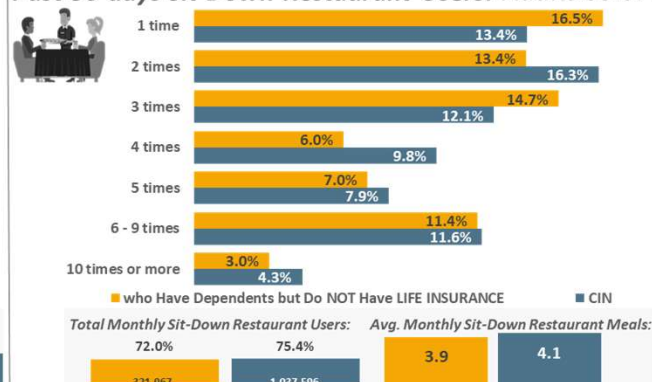


32.5% or 447,256 of CIN DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 2.9% less likely to use QSRs past mo., 4.5% less likely to use Sit-Down Restaurants past mo., 12.3% less likely to use Casinos past yr., 19.7% less likely to smoke cigarettes.

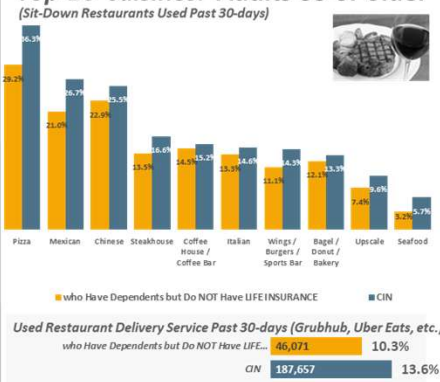
### Past 30-days QSR Users: Adults 35 or older



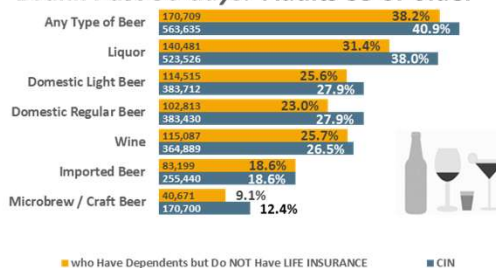
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



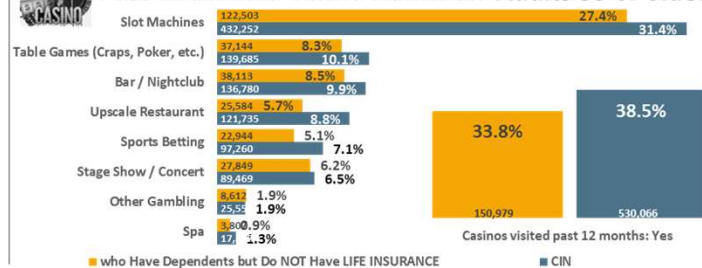
### Top-10 Cuisines: Adults 35 or older



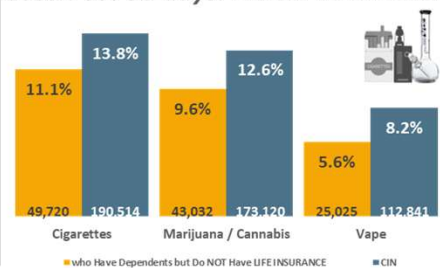
### Drank Past 30-days: Adults 35 or older

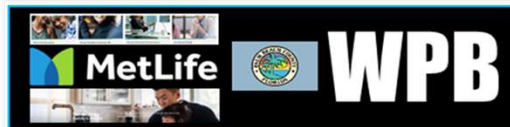


### Past 12 months Casino Activities: Adults 35 or older



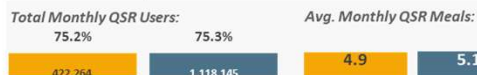
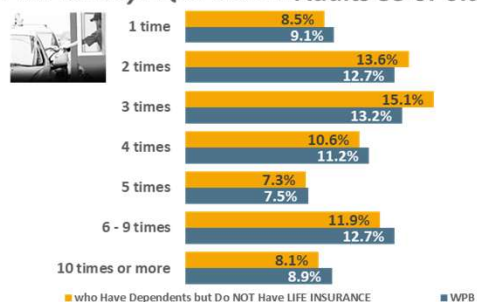
### Used Past 30-days: Adults 35 or older



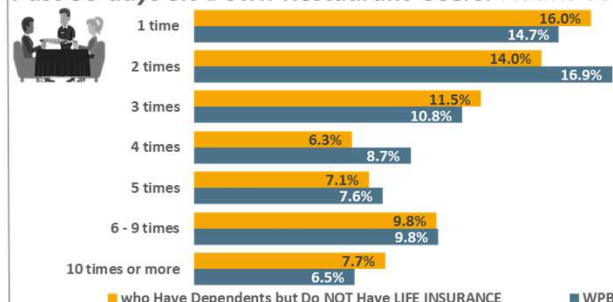


37.8% or 561,835 of WPB DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .1% less likely to use QSRs past mo., 3.5% less likely to use Sit-Down Restaurants past mo., 4.3% more likely to use Casinos past yr., 21.9% less likely to smoke cigarettes.

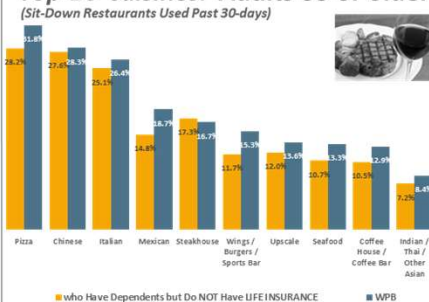
### Past 30-days QSR Users: Adults 35 or older



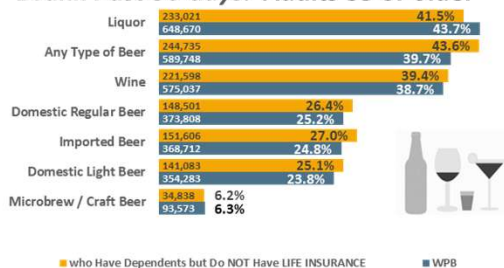
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



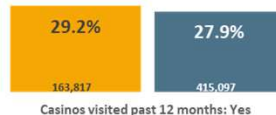
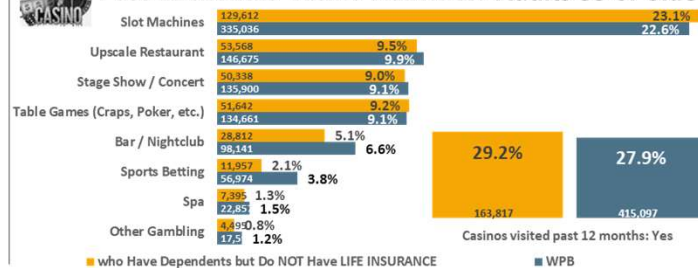
### Top-10 Cuisines: Adults 35 or older



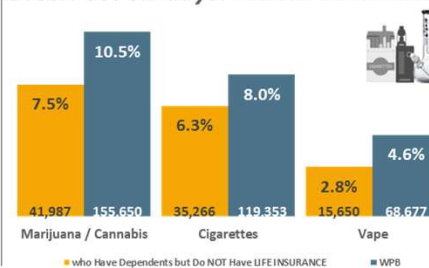
### Drank Past 30-days: Adults 35 or older



### Past 12 months Casino Activities: Adults 35 or older



### Used Past 30-days: Adults 35 or older



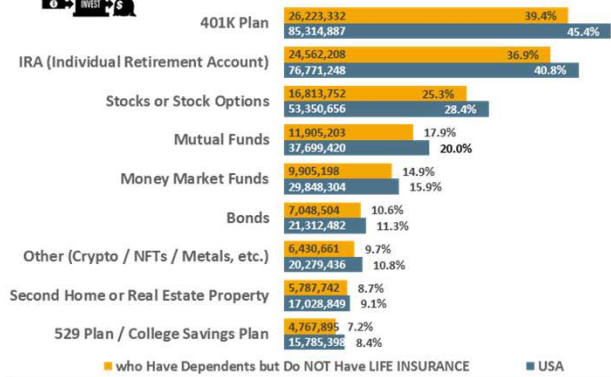




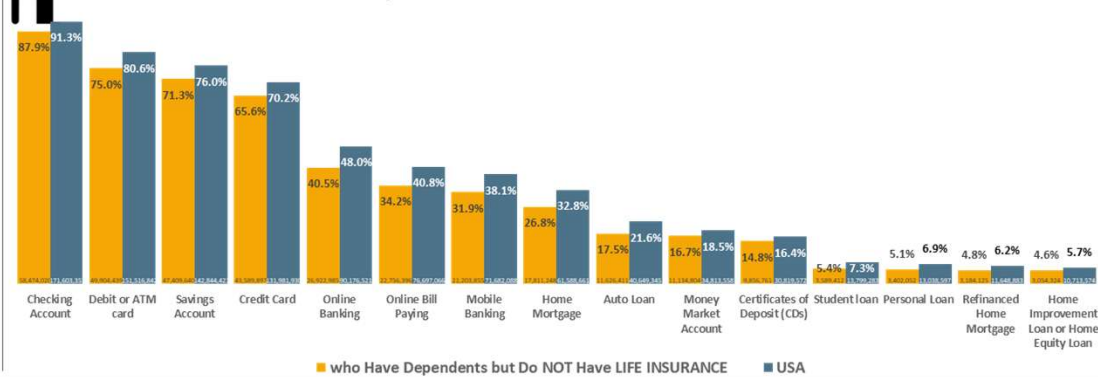
35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 13.1% less likely to have a 401K, 19.1% less likely to have an Auto Loan, 10.9% less likely to Invest/Trade Stocks Online, 13.1% less likely to pay with their Debit Card.



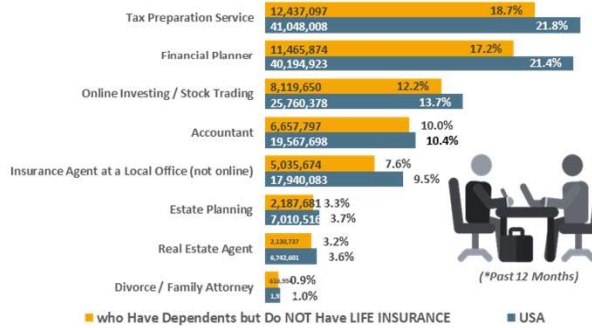
### Investments Owned: Adults 35 or older



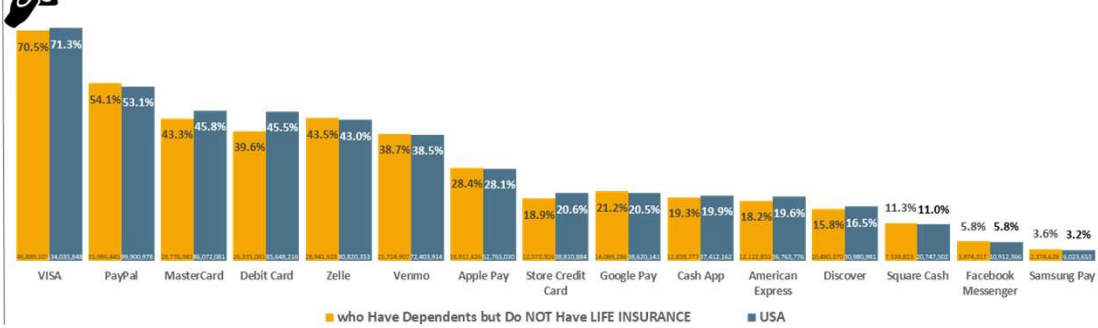
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older

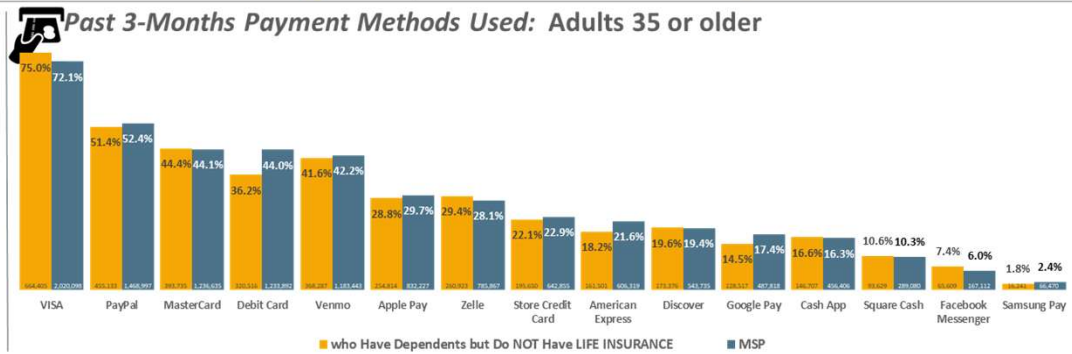
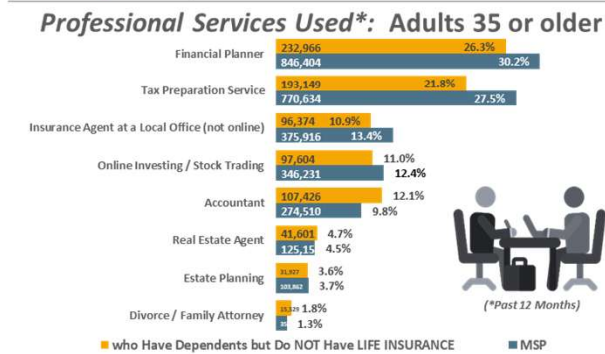
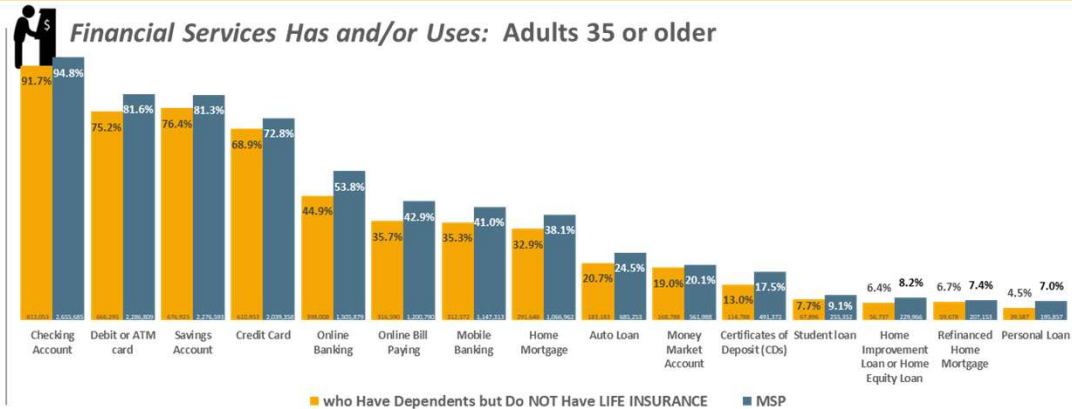
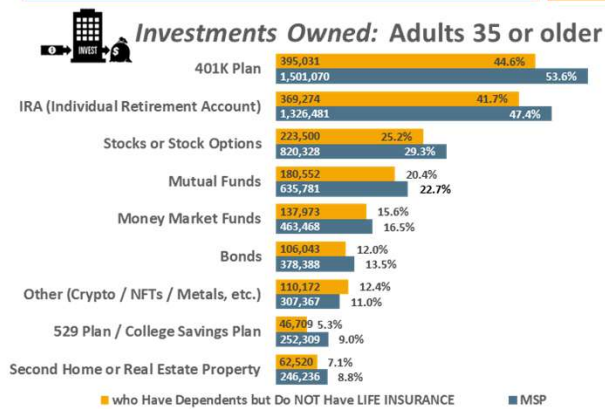


### Past 3-Months Payment Methods Used: Adults 35 or older





31.6% or 886,278 of MSP DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 16.8% less likely to have a 401K, 15.5% less likely to have an Auto Loan, 10.9% less likely to Invest/Trade Stocks Online, 17.9% less likely to pay with their Debit Card.

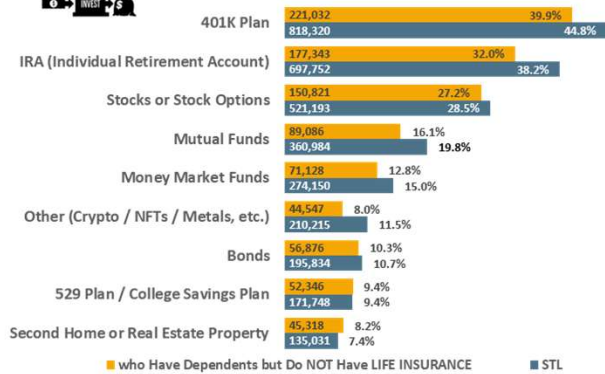




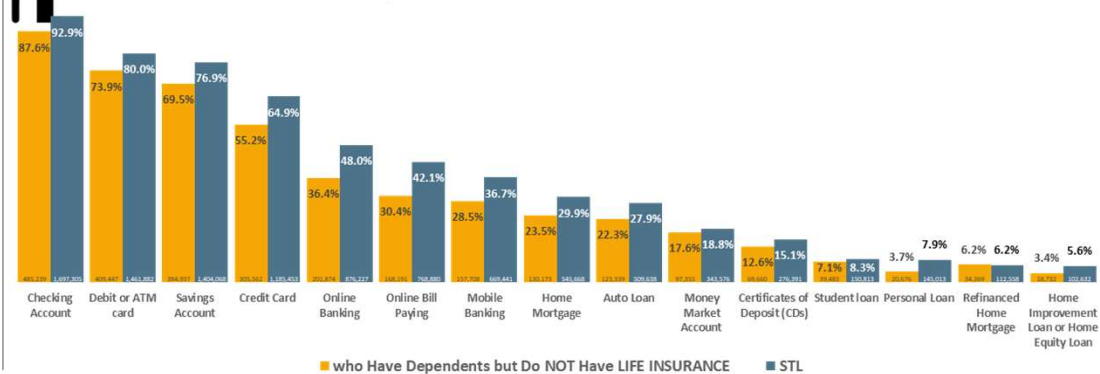
30.3% or 553,944 of STL DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 10.9% less likely to have a 401K, 20.2% less likely to have an Auto Loan, 4.7% more likely to Invest/Trade Stocks Online, 14.7% less likely to pay with their Debit Card.



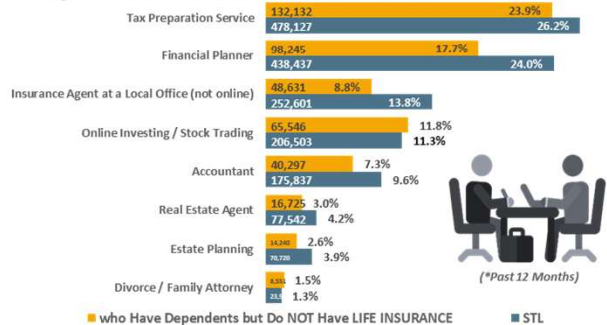
### Investments Owned: Adults 35 or older



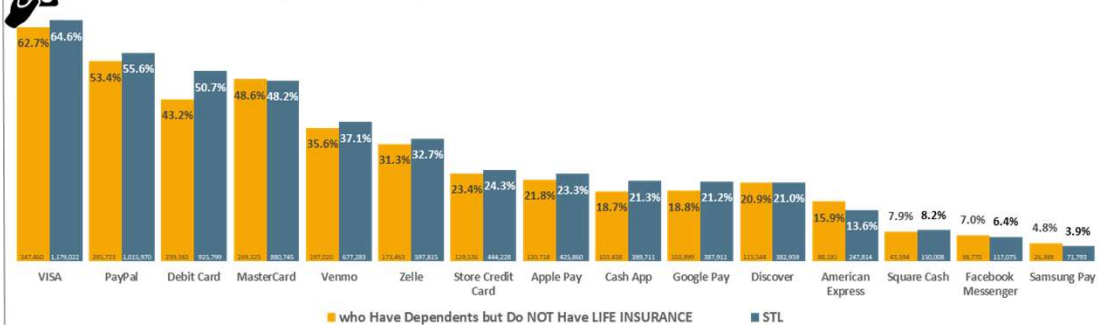
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older



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

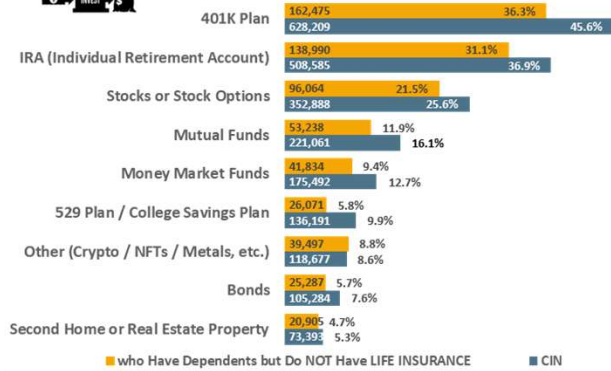




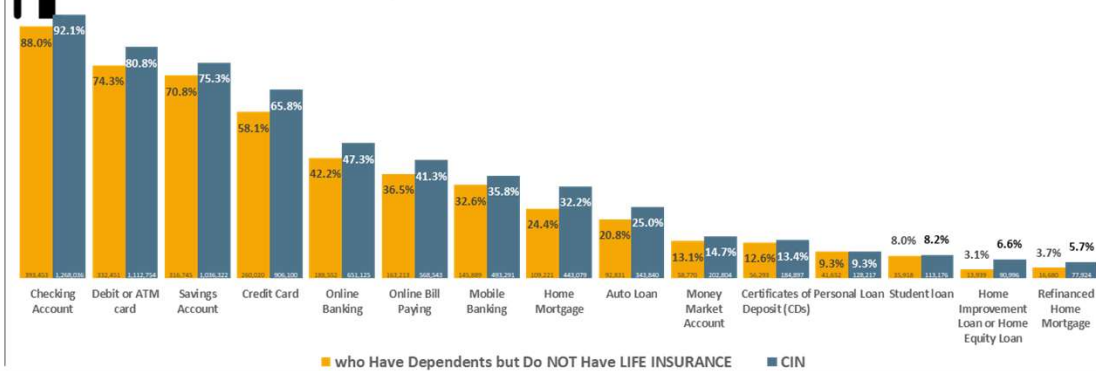
32.5% or 447,256 of CIN DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 20.4% less likely to have a 401K, 16.9% less likely to have an Auto Loan, 42.6% less likely to Invest/Trade Stocks Online, 12.8% less likely to pay with their Debit Card.



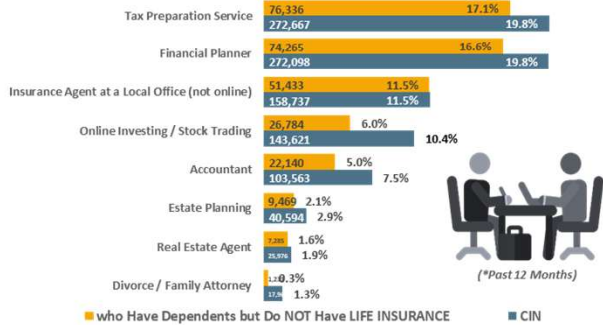
### Investments Owned: Adults 35 or older



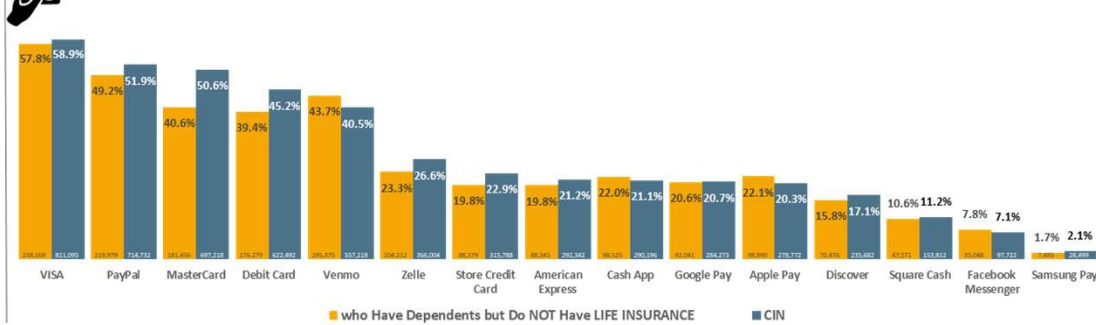
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older



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







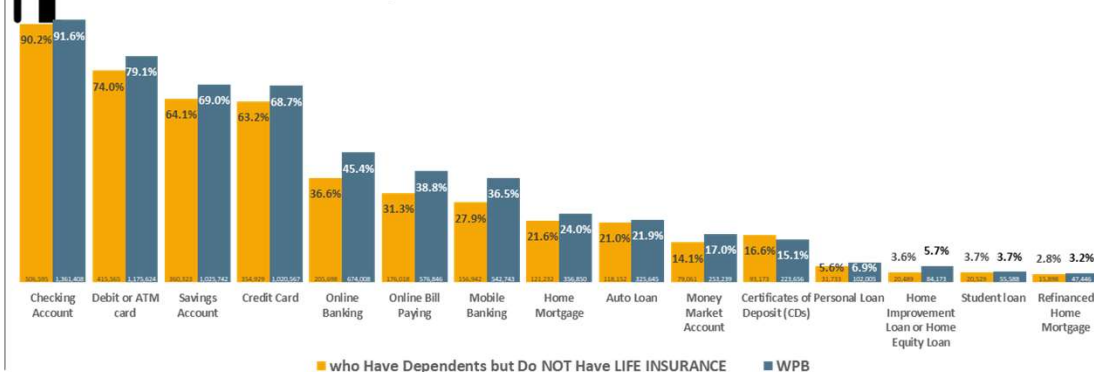
37.8% or 561,835 of WPB DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 14.3% less likely to have a 401K, 4.1% less likely to have an Auto Loan, .3% more likely to Invest/Trade Stocks Online, 11.5% less likely to pay with their Debit Card.



### Investments Owned: Adults 35 or older



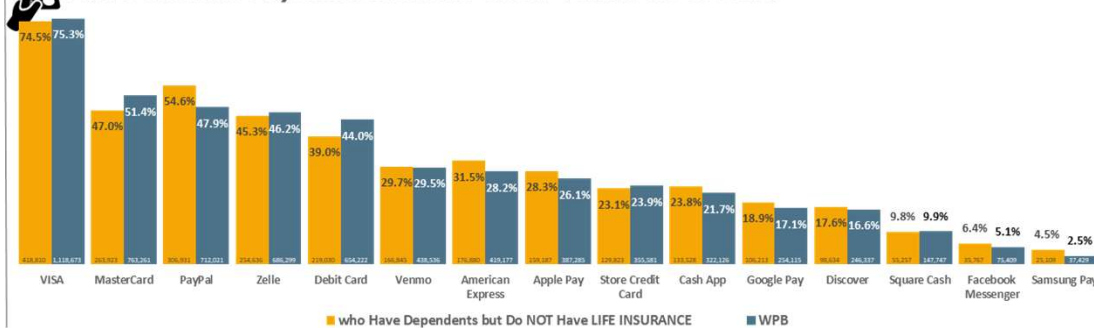
### Financial Services Has and/or Uses: Adults 35 or older



### Professional Services Used\*: Adults 35 or older

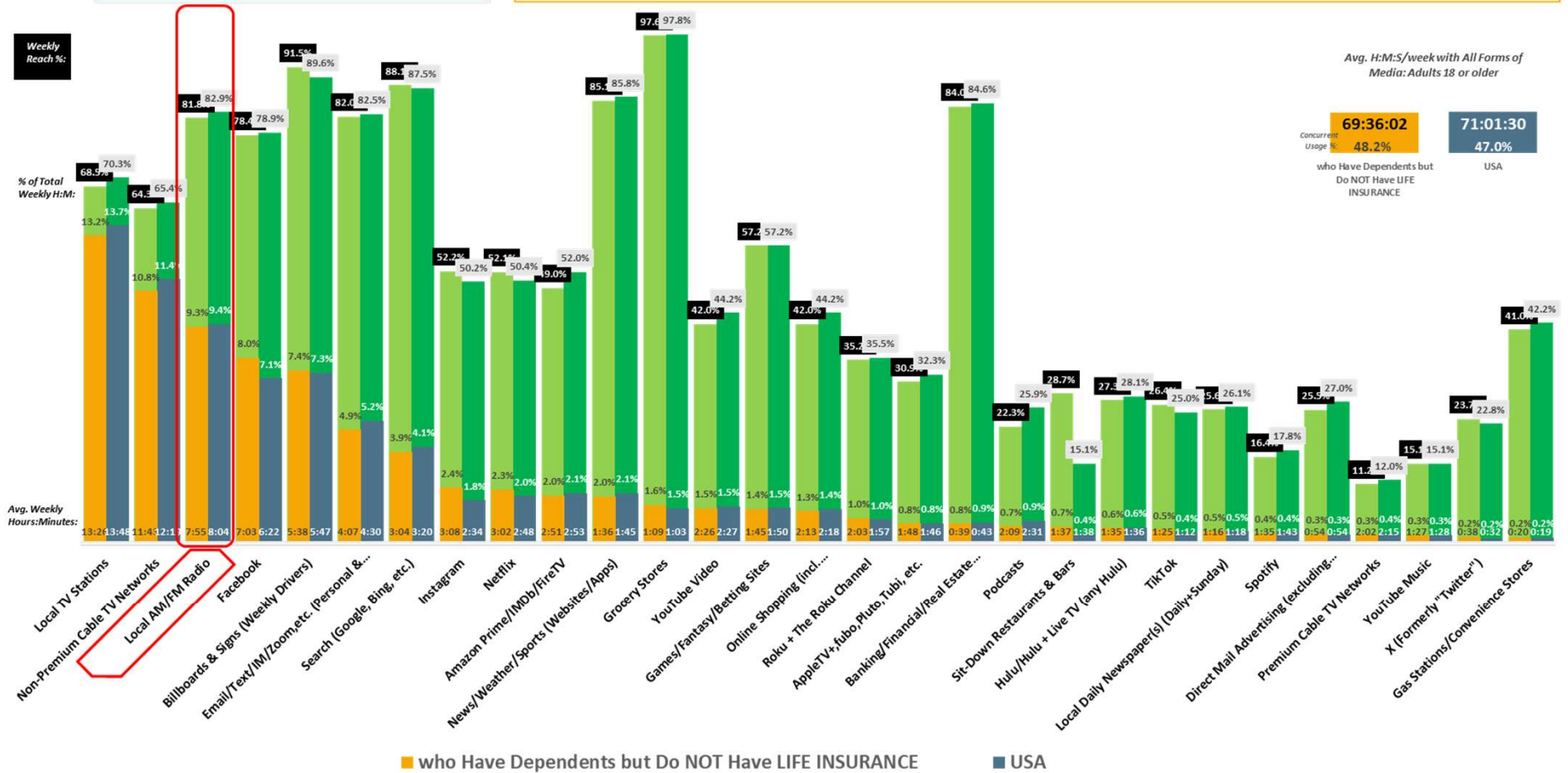


### Past 3-Months Payment Methods Used: Adults 35 or older



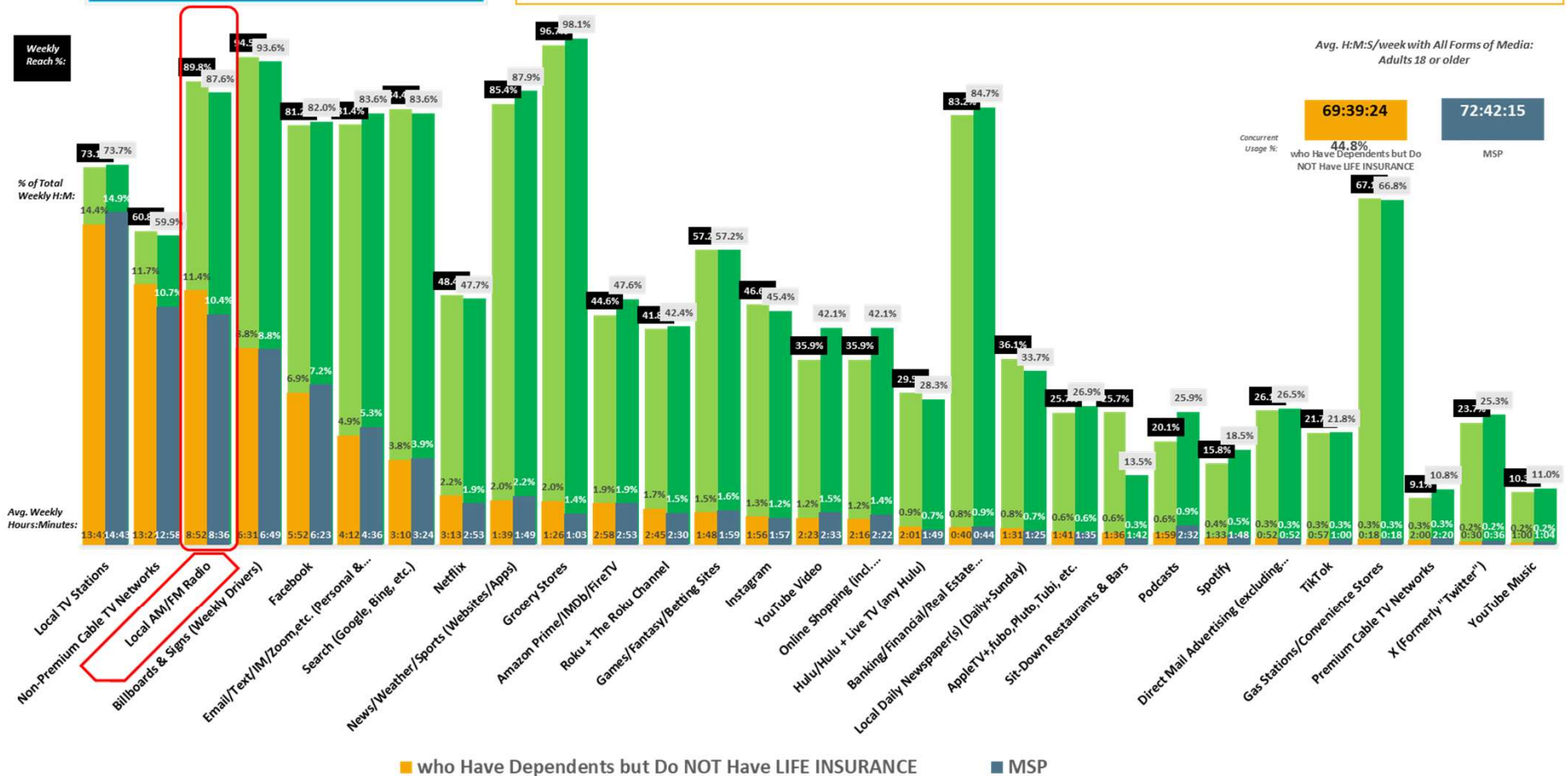


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 21 hours, 36 minutes and 2 seconds each week with All Forms of Media.  
 81.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



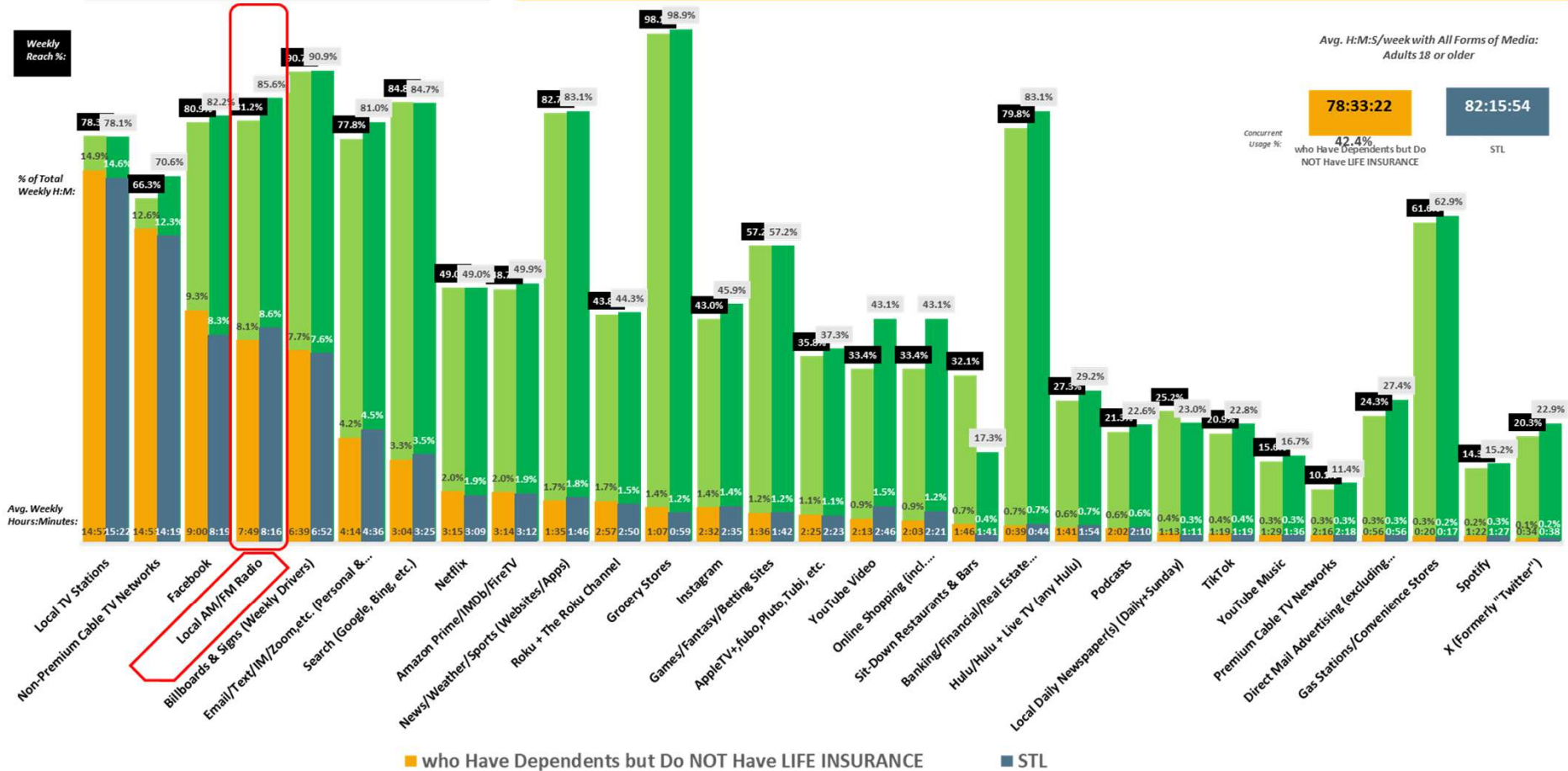


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 21 hours, 39 minutes and 24 seconds each week with All Forms of Media.  
 89.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.





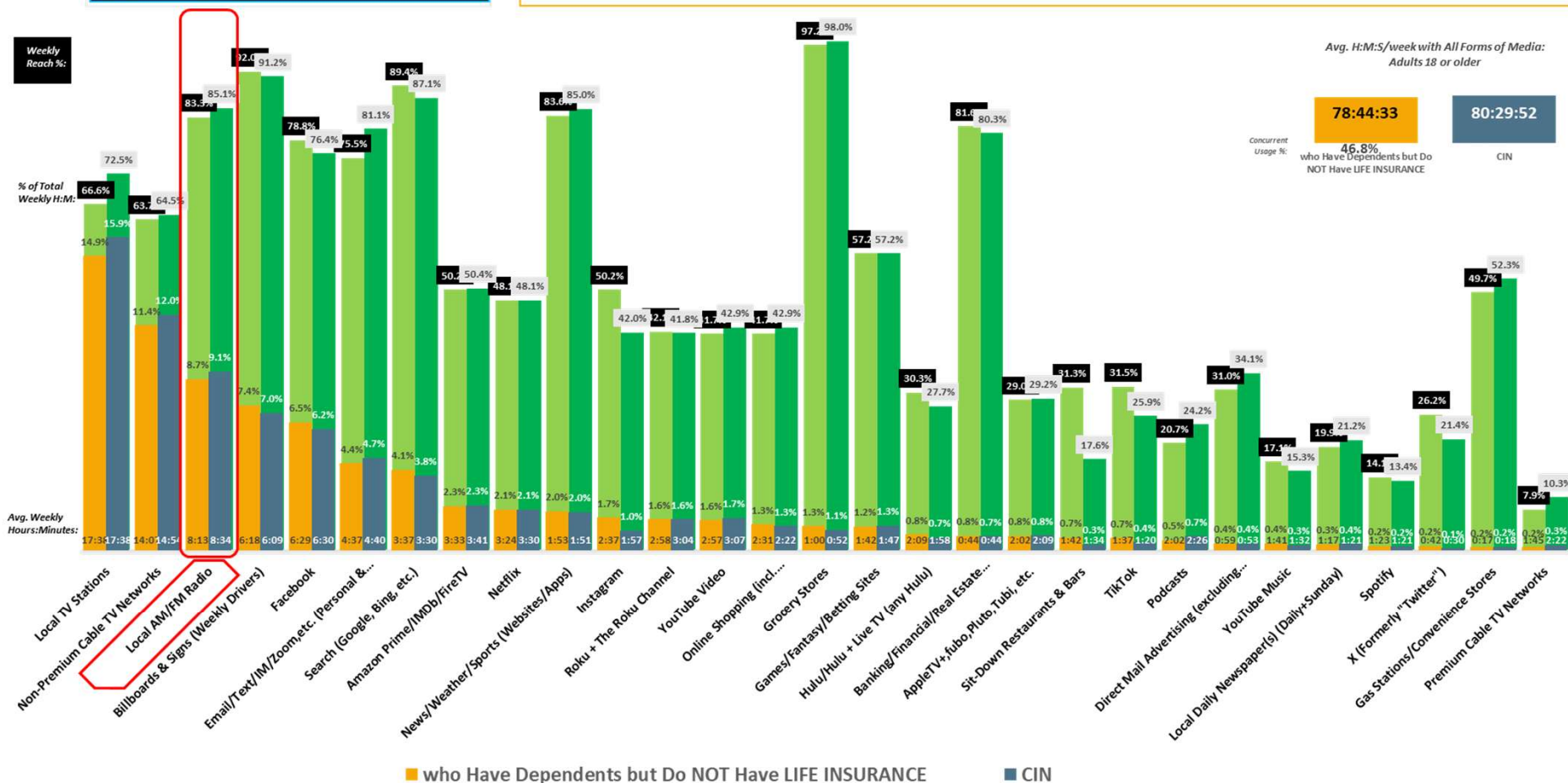
Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 3 days, 6 hours, 33 minutes and 22 seconds each week with All Forms of Media.  
 81.2% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.





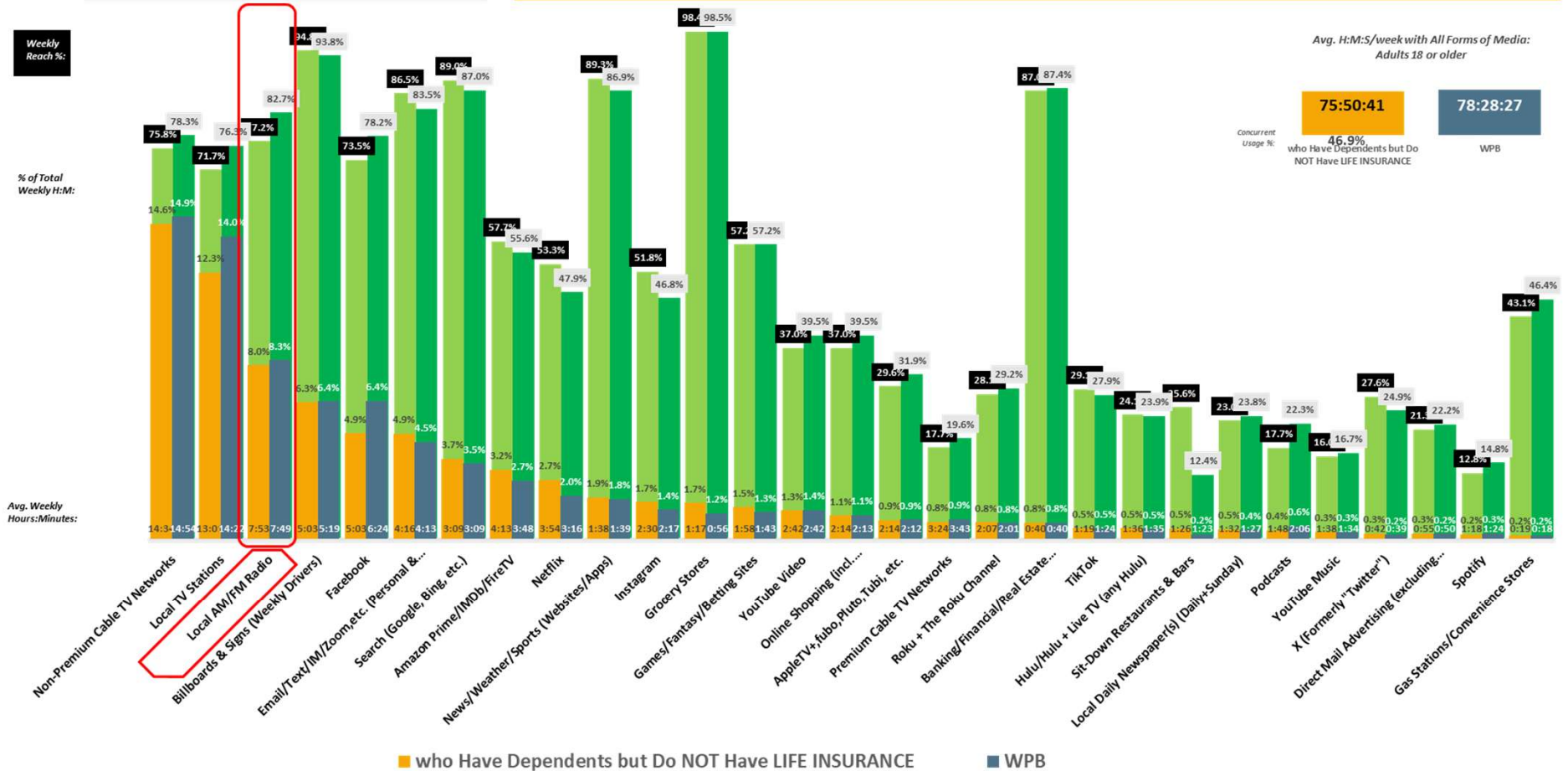


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 3 days, 6 hours, 44 minutes and 33 seconds each week with All Forms of Media.  
 83.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 8 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.



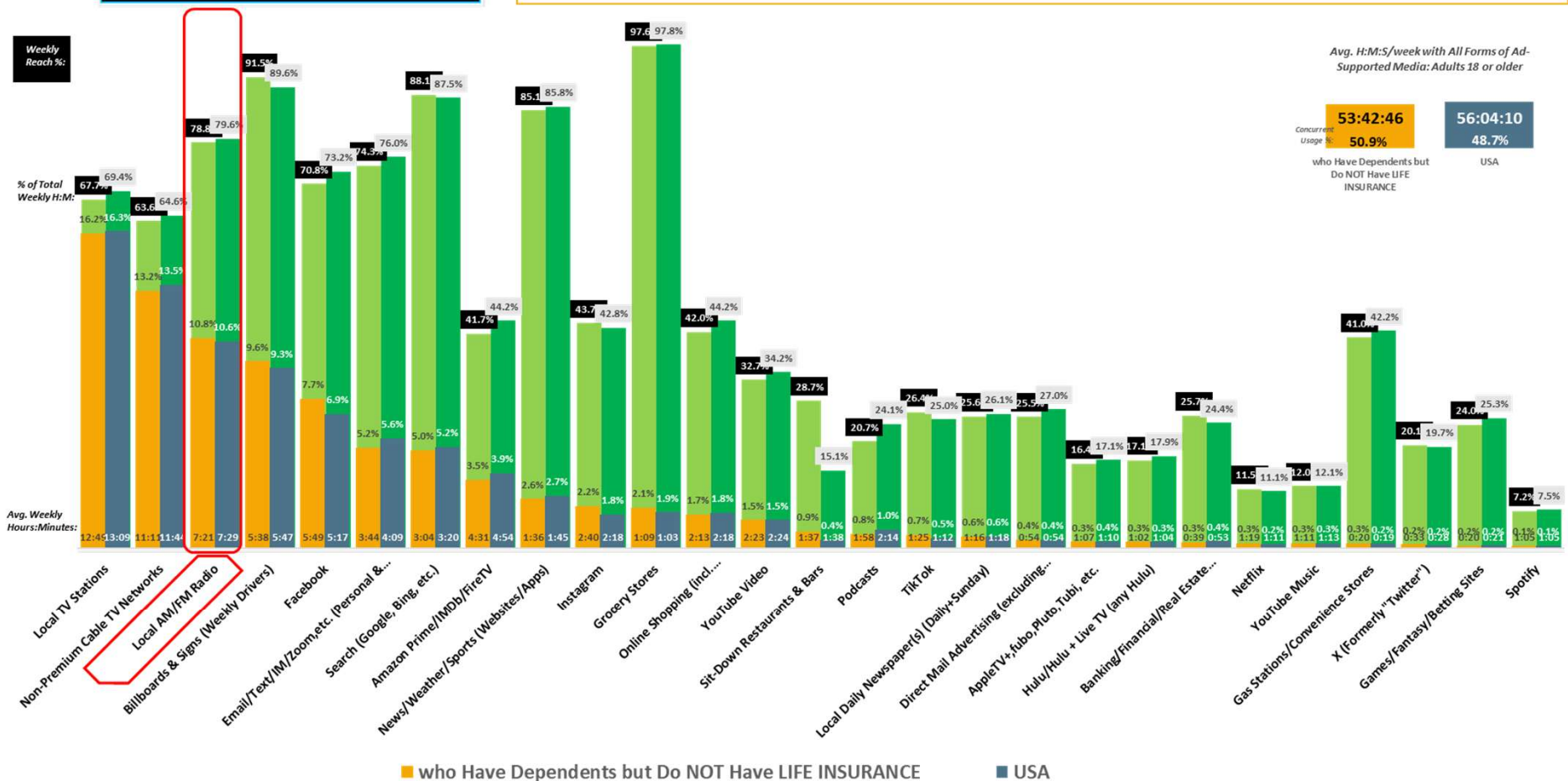


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 3 days, 3 hours, 50 minutes and 41 seconds each week with All Forms of Media.  
 77.2% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 8.0% of total time spent with all forms of Media.



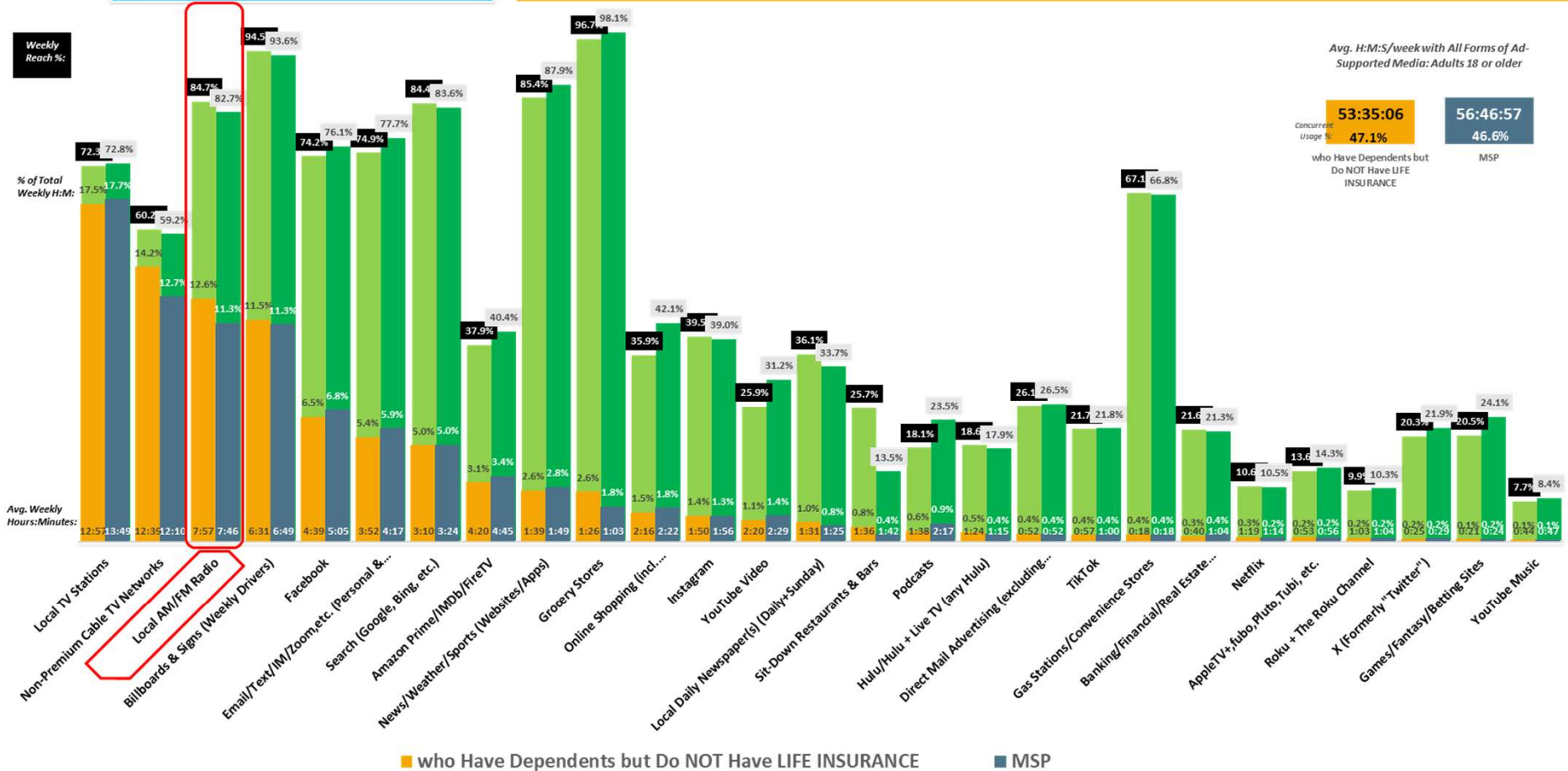


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 5 hours, 42 minutes and 46 seconds each week with All Forms of Ad-Supported Media.  
 78.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 5 hours, 35 minutes and 6 seconds each week with All Forms of Ad-Supported Media.  
 84.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



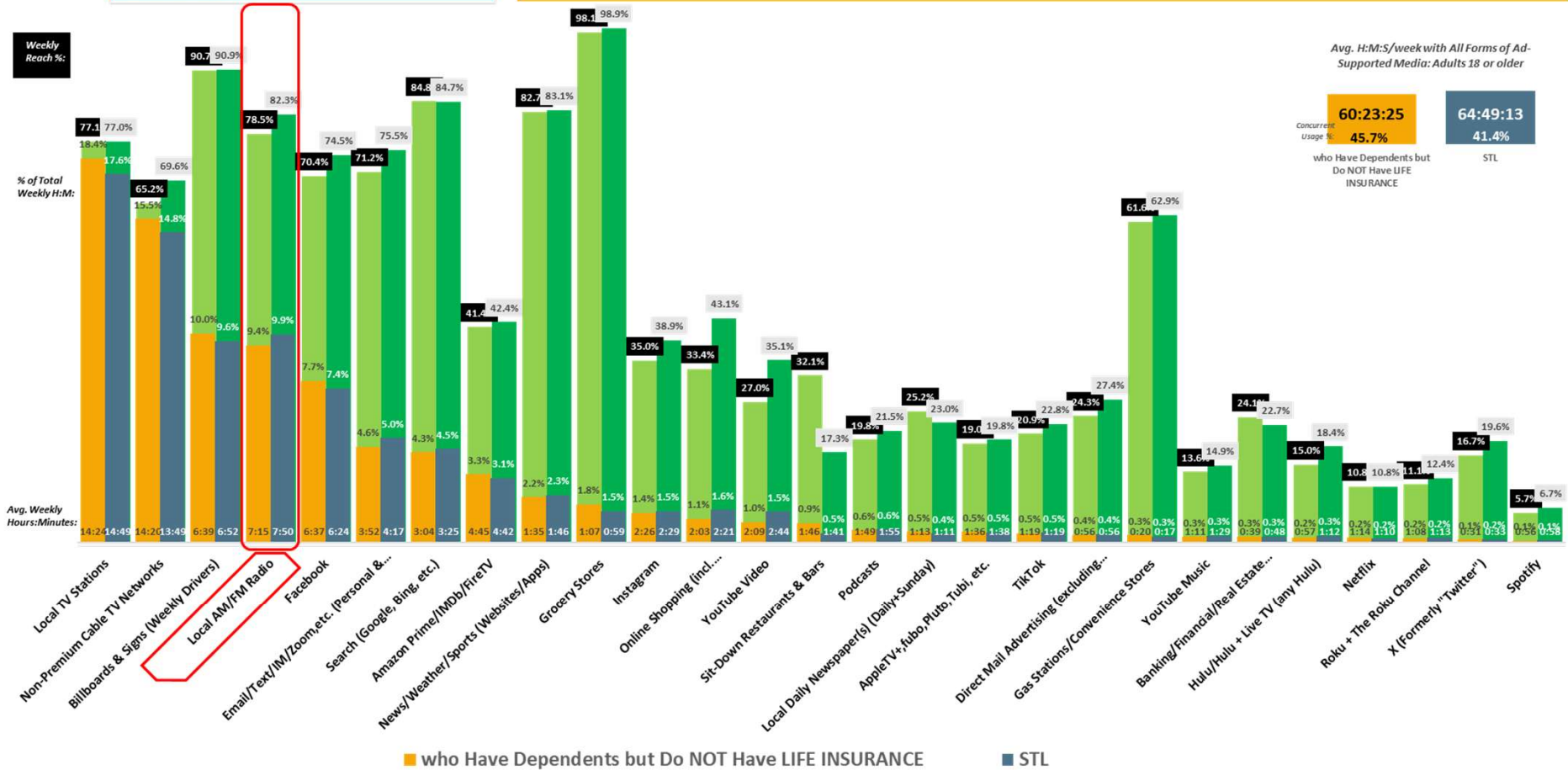
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Have Dependents but Do NOT Have LIFE INSURANCE	MSP
53:35:06	56:46:57
47.1%	46.6%





Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 12 hours, 23 minutes and 25 seconds each week with All Forms of Ad-Supported Media.  
 78.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.

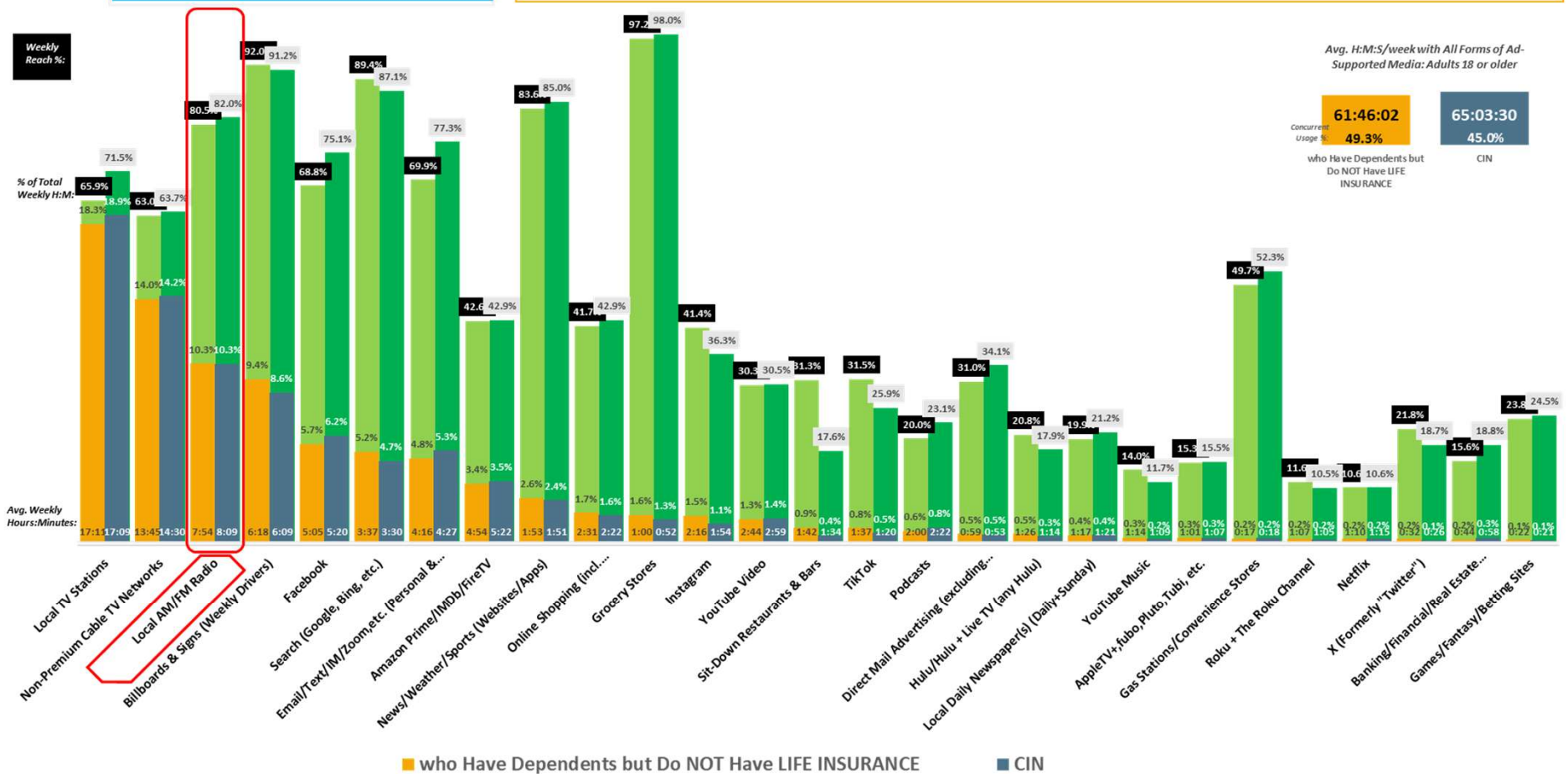


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Have Dependents but Do NOT Have LIFE INSURANCE	STL
60:23:25	41.4%
45.7%	

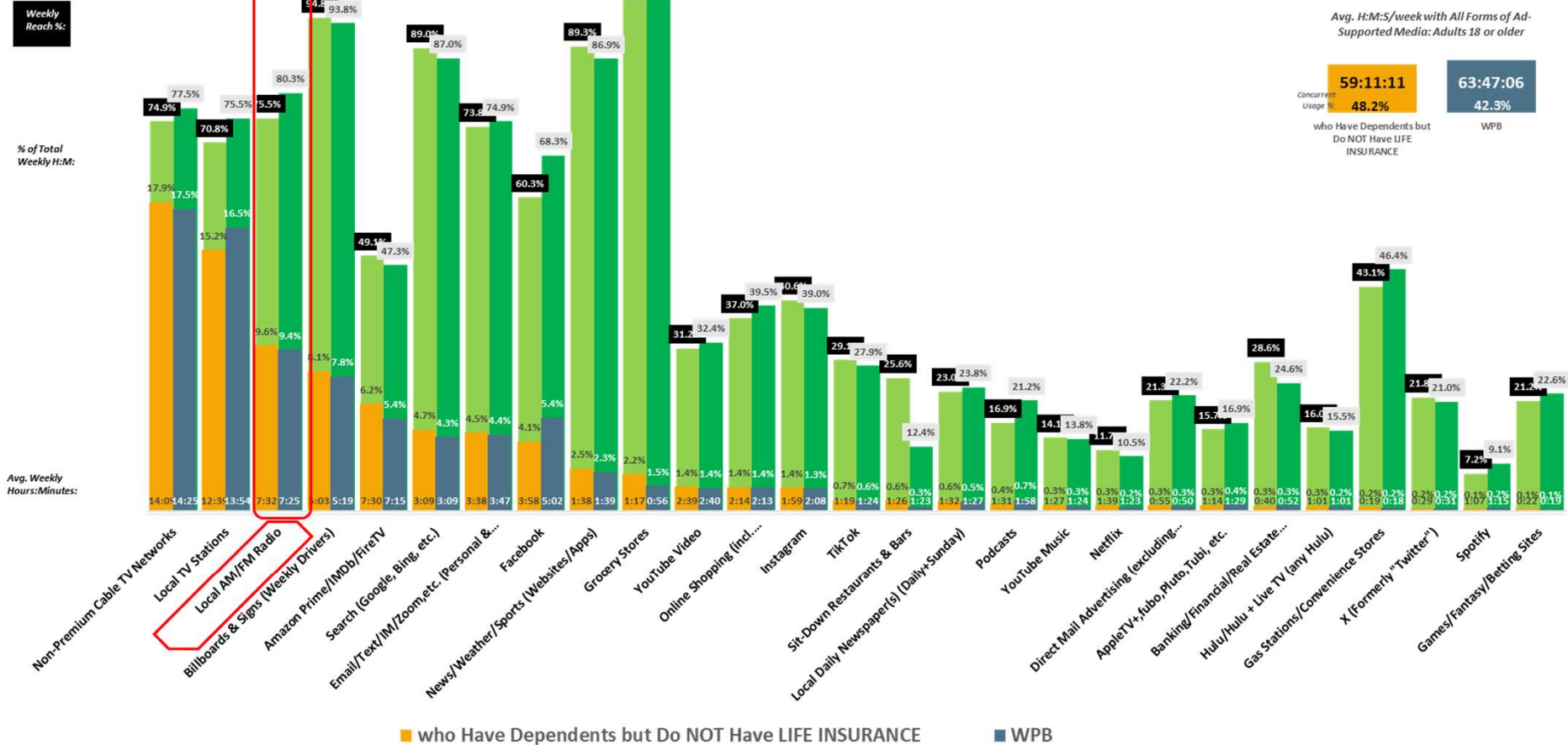


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 13 hours, 46 minutes and 2 seconds each week with All Forms of Ad-Supported Media.  
 80.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 54 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.

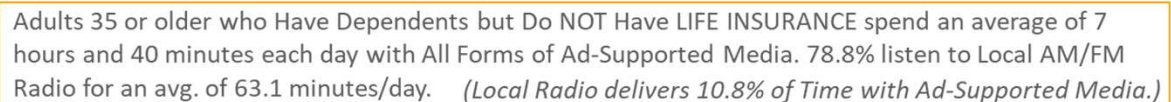




Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 11 hours, 11 minutes and 11 seconds each week with All Forms of Ad-Supported Media.  
 75.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of 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**



USA Projection	Scarborough R2 2025: Sep24-Aug25	Qual Intab	25,507
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

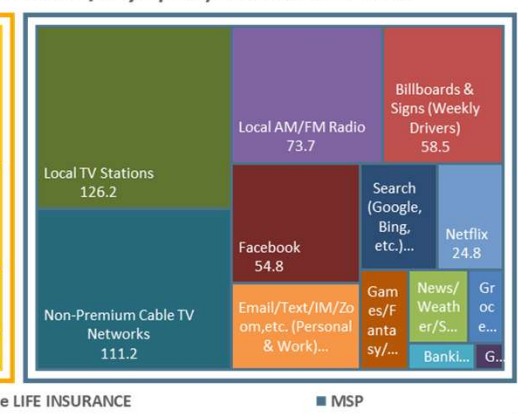
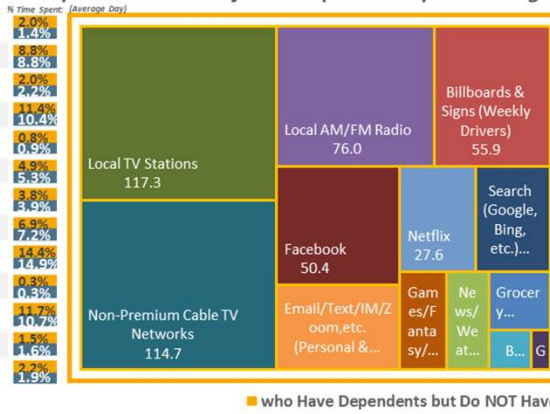
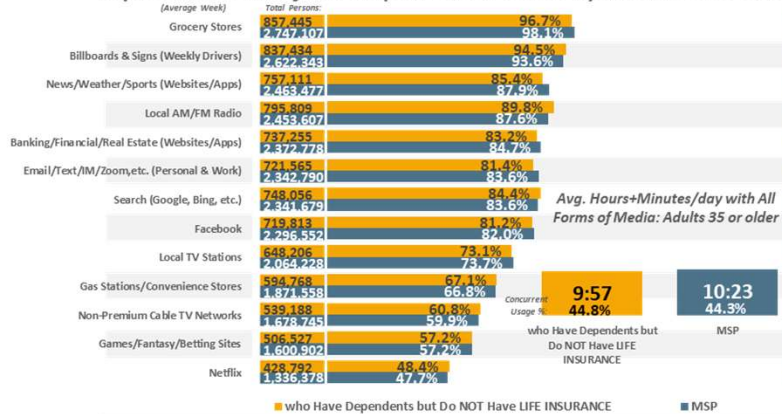




Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 84.7% listen to Local AM/FM Radio for an avg. of 68.2 minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

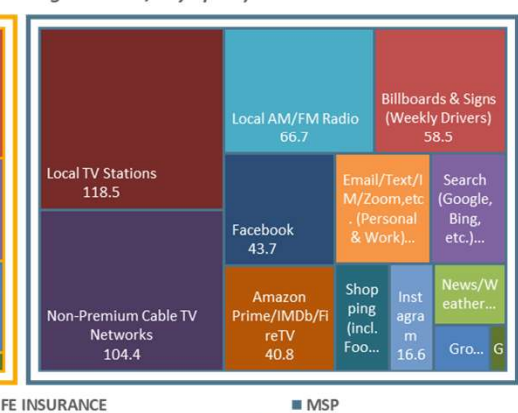
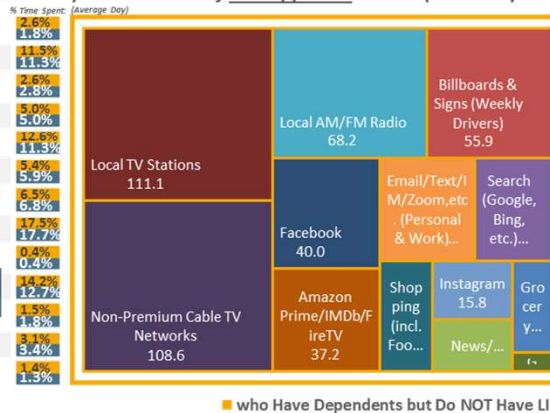
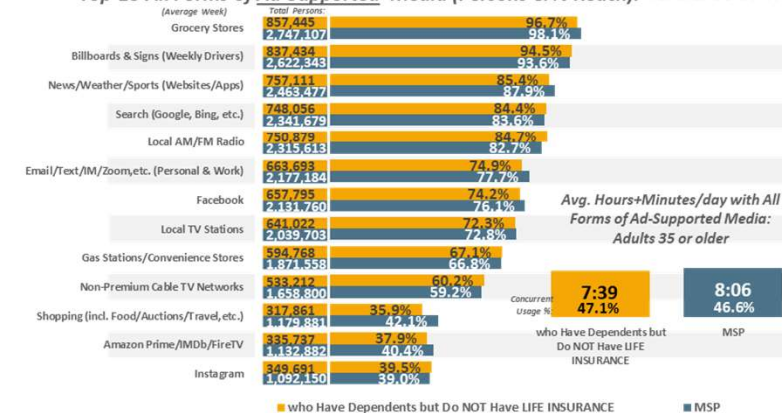
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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

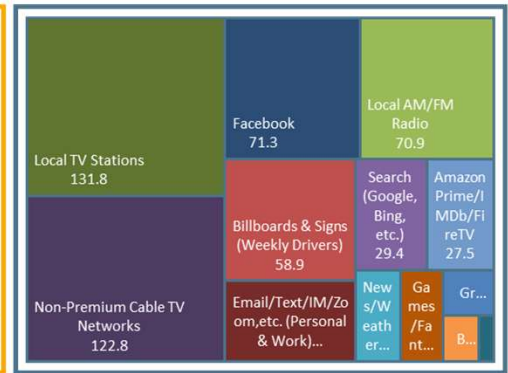
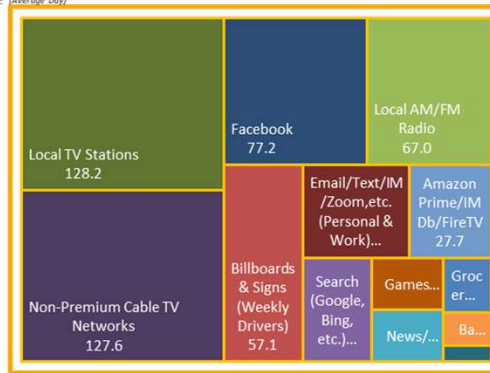
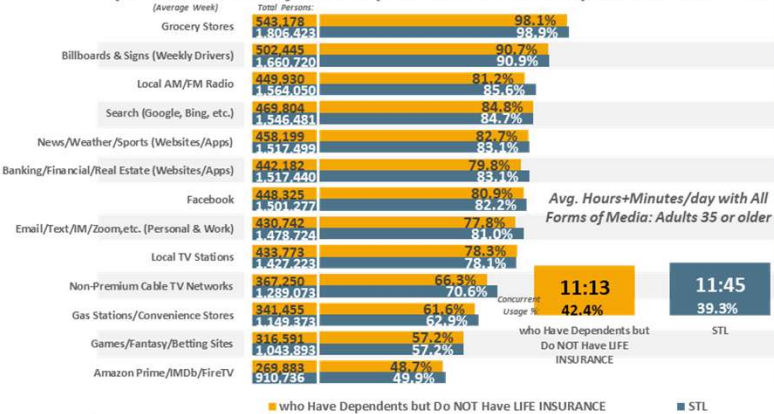
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



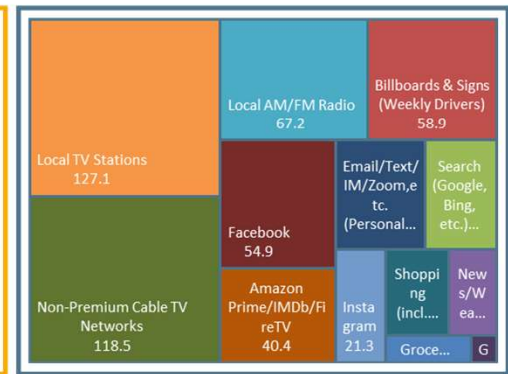
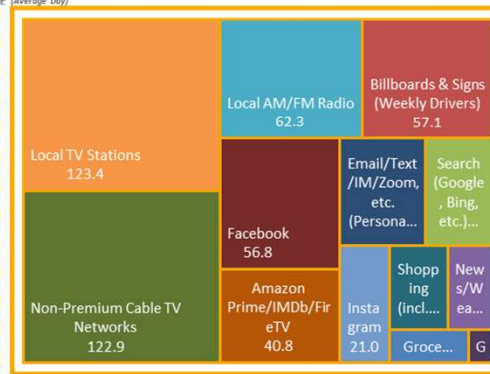
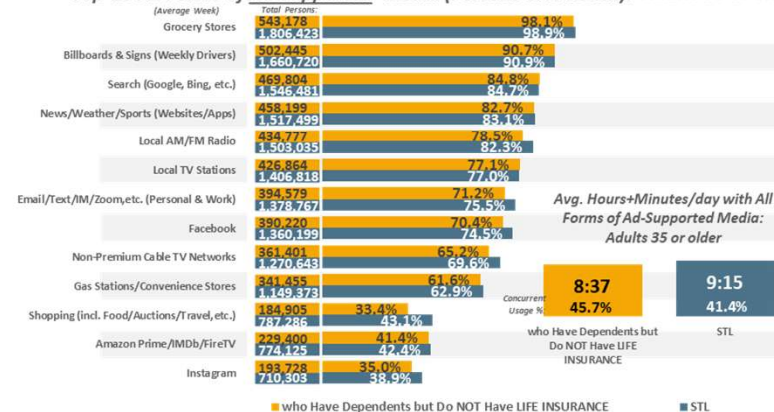


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 78.5% listen to Local AM/FM Radio for an avg. of 62.3 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

**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**

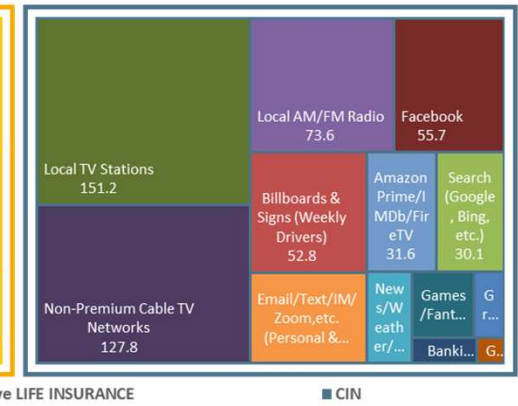
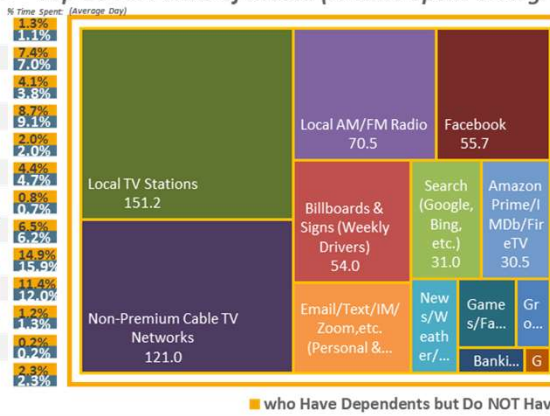
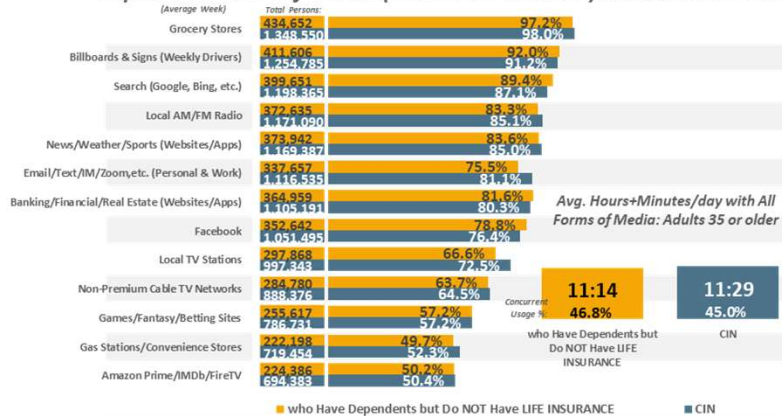




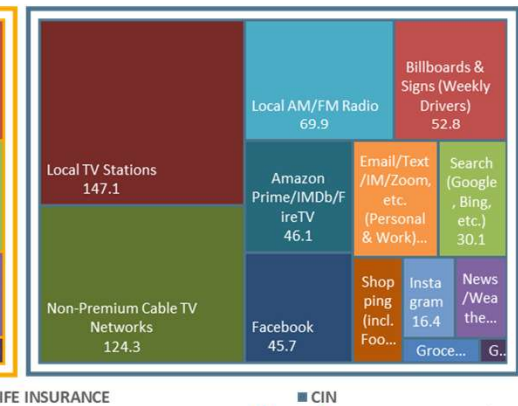
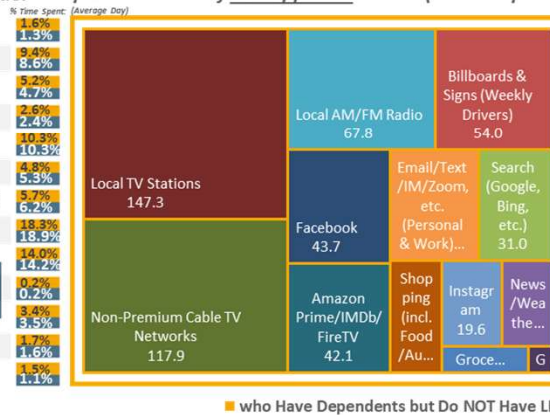
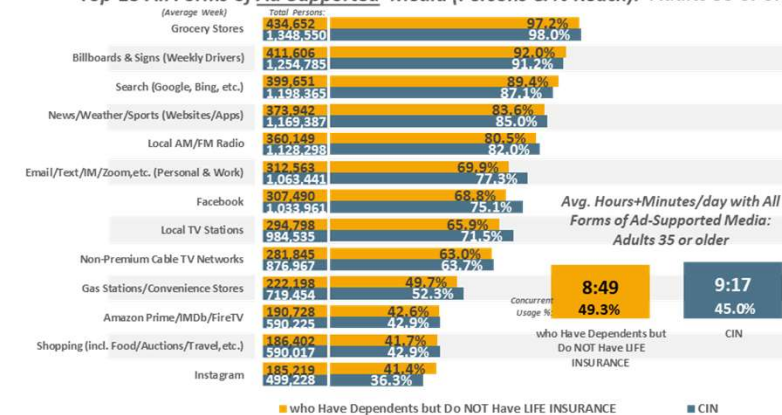


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 80.5% listen to Local AM/FM Radio for an avg. of 67.8 minutes/day. (Local Radio delivers 10.3% of Time with Ad-Supported Media.)

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



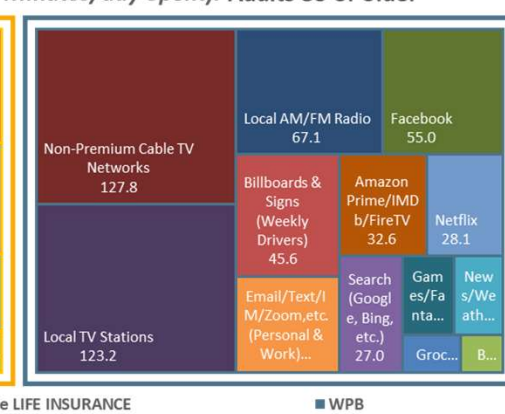
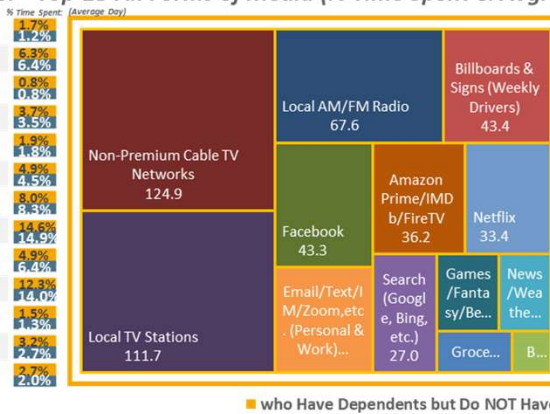
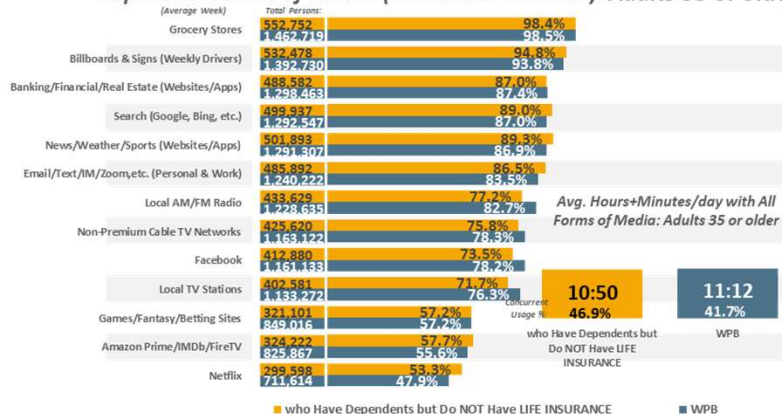
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



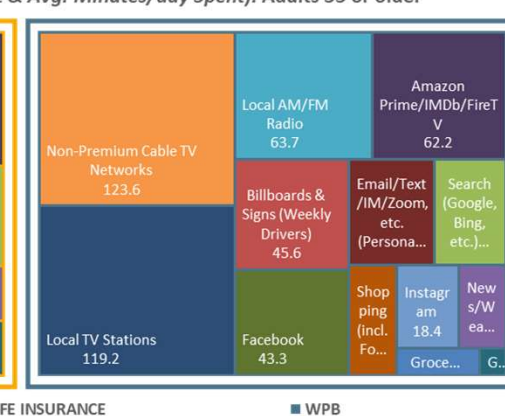
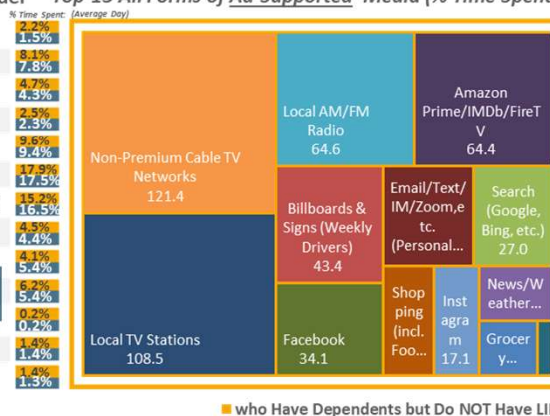
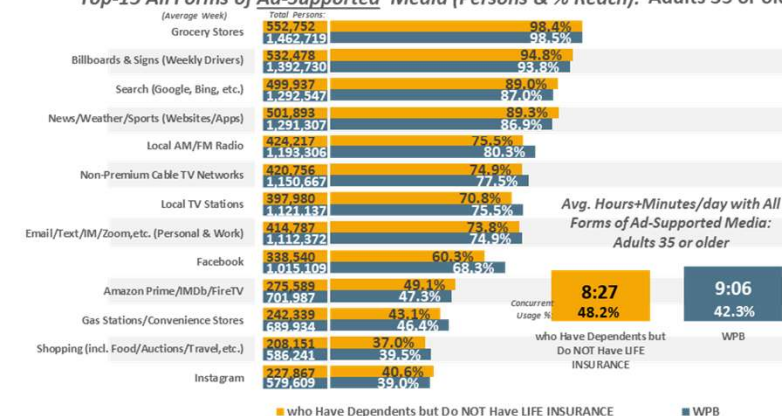


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 8 hours and 27 minutes each day with All Forms of Ad-Supported Media. 75.5% listen to Local AM/FM Radio for an avg. of 64.6 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

**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**



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 944  
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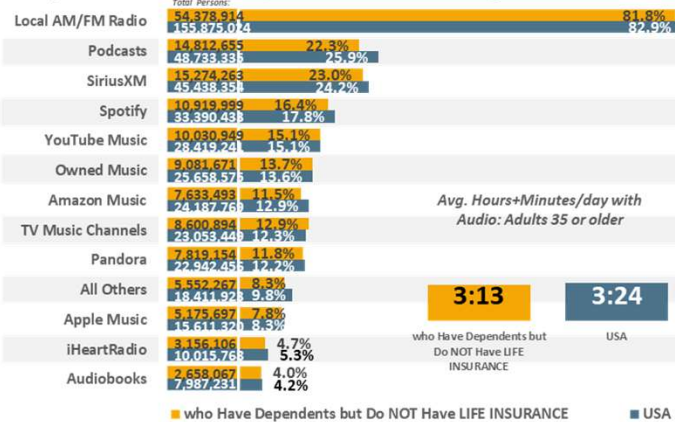
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



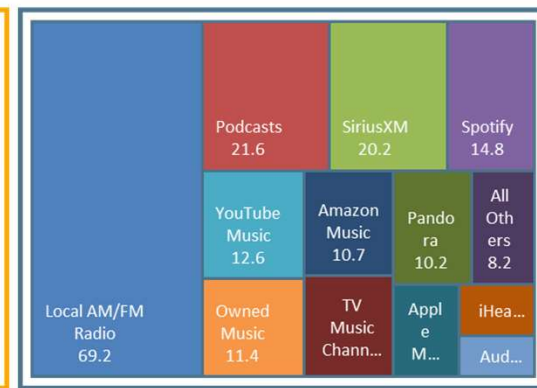
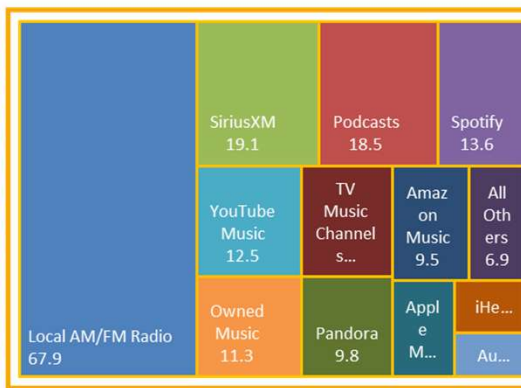


52,429,667 or 78.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

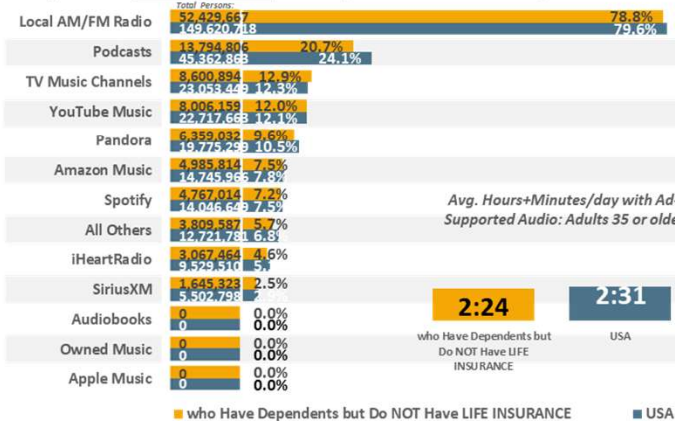
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



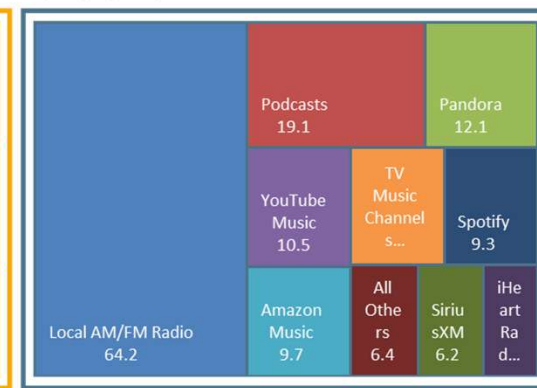
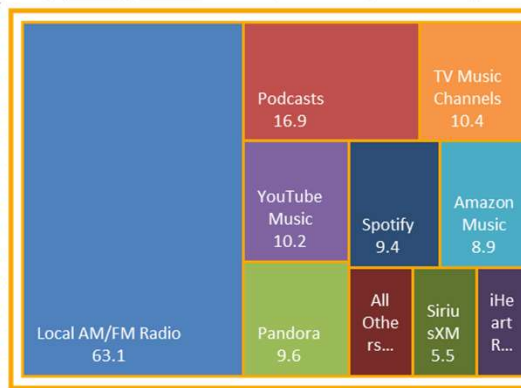
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096  
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Scarborough R2 2025: Sep24-Aug25 USA Projection

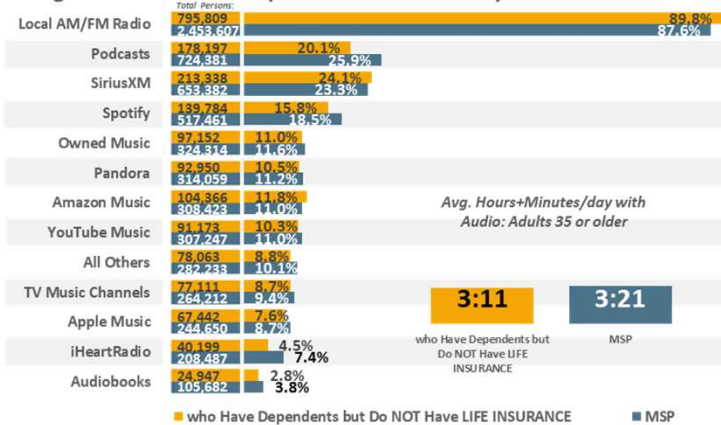
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

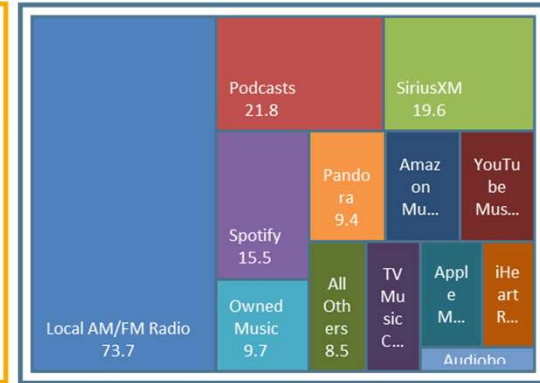
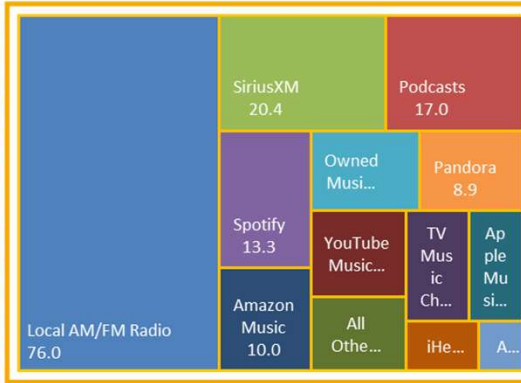


750,879 or 84.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.

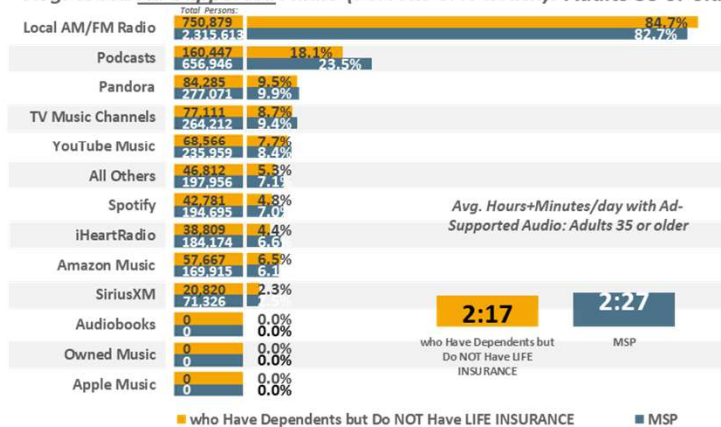
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



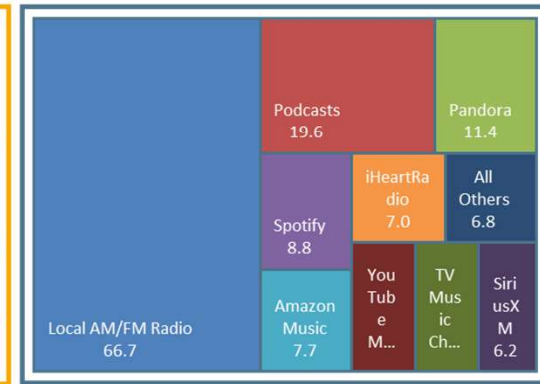
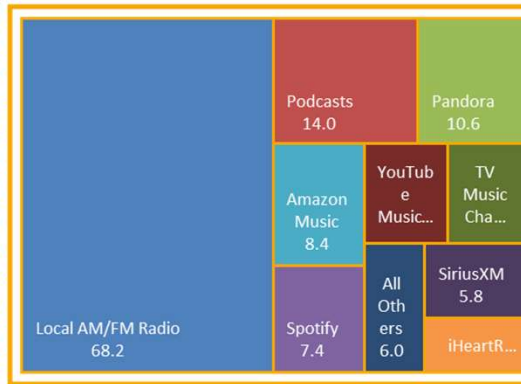
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



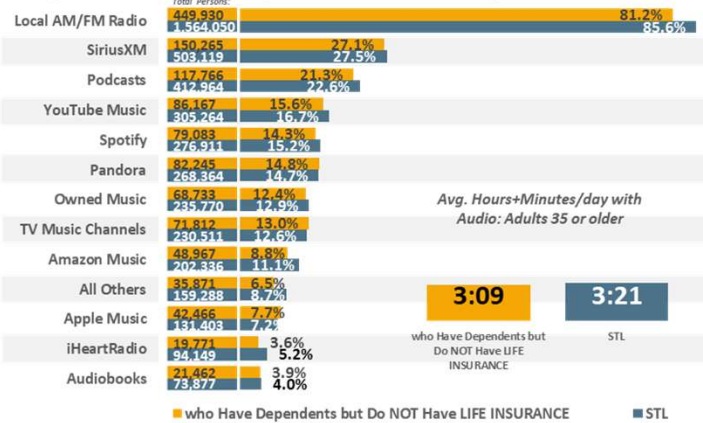
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



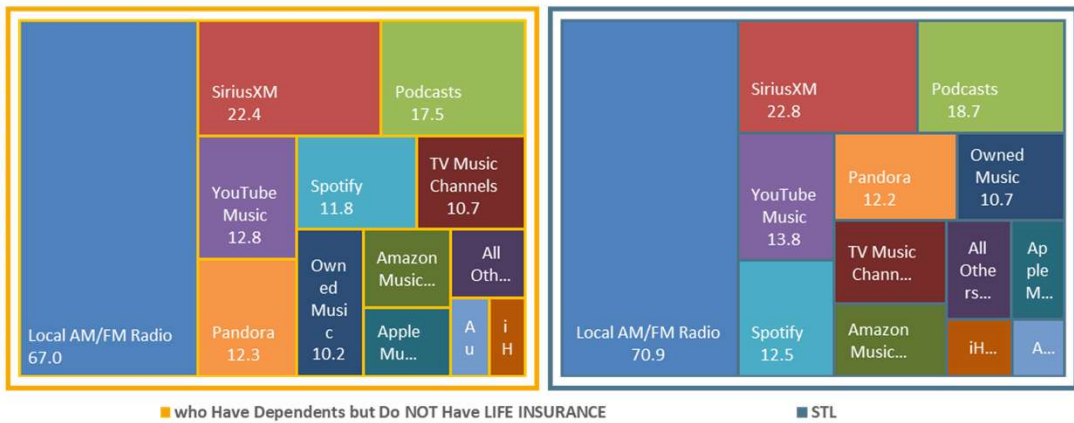


434,777 or 78.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

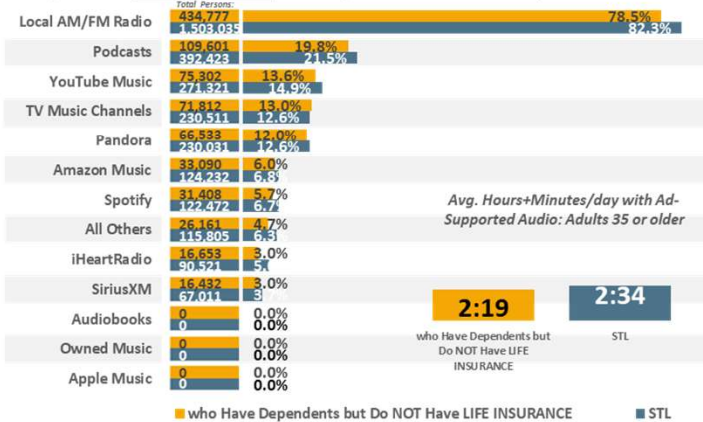
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



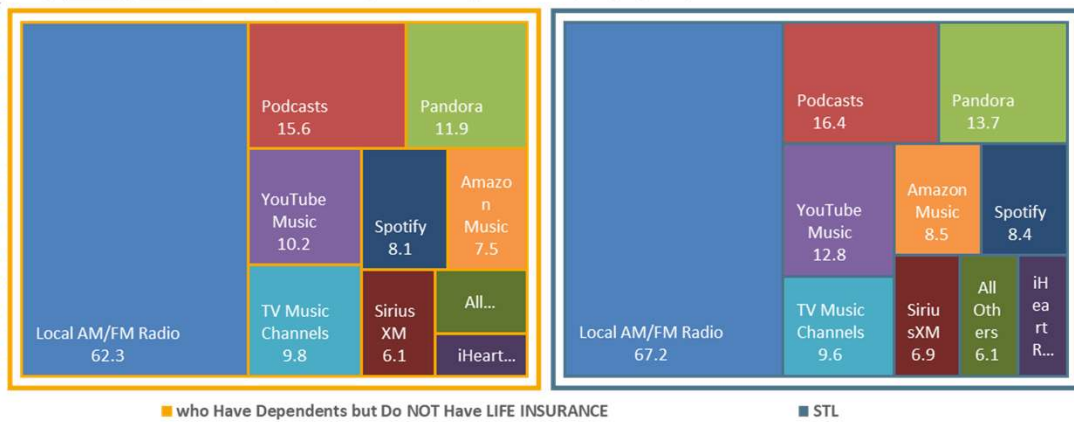
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**

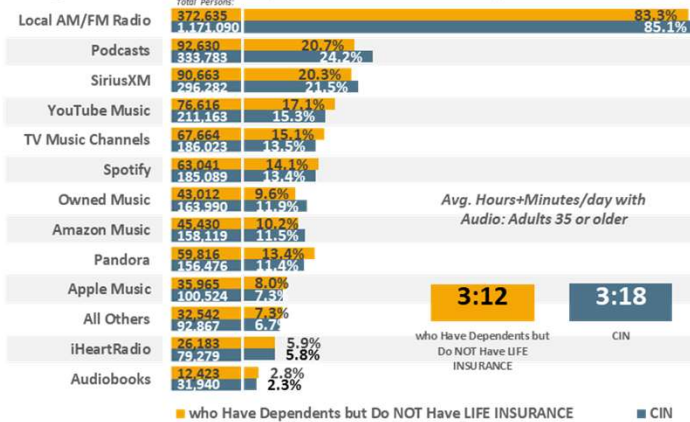




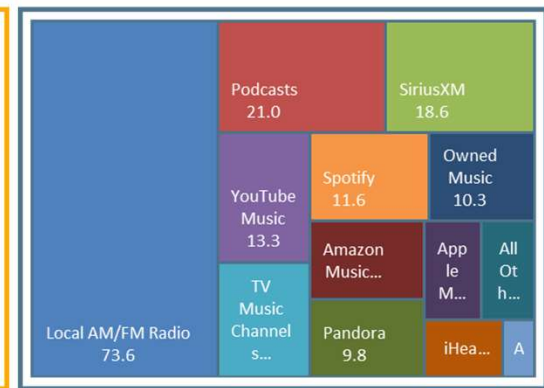
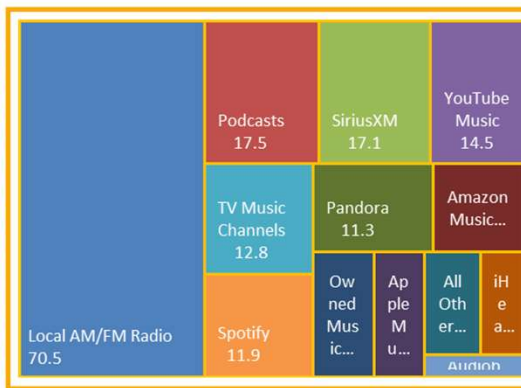


360,149 or 80.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 44.0% of all time spent daily with Ad-Supported Audio.

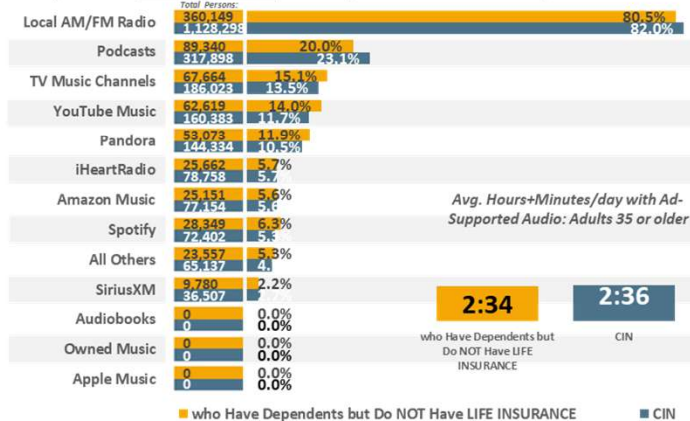
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



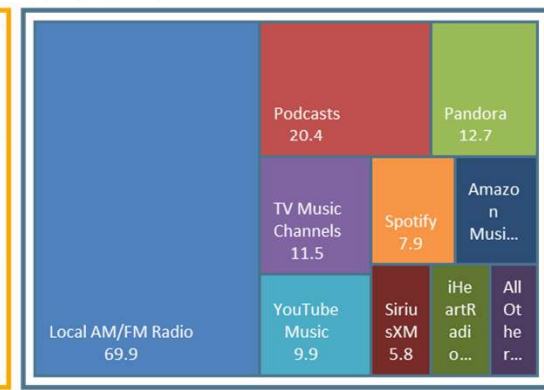
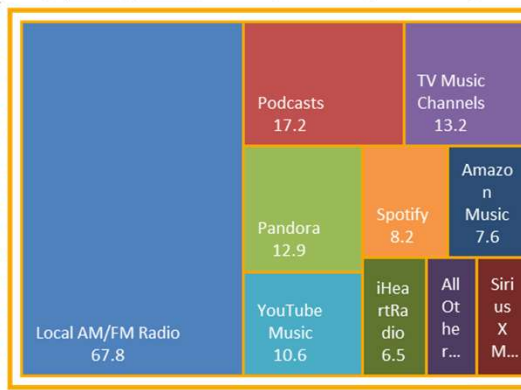
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**

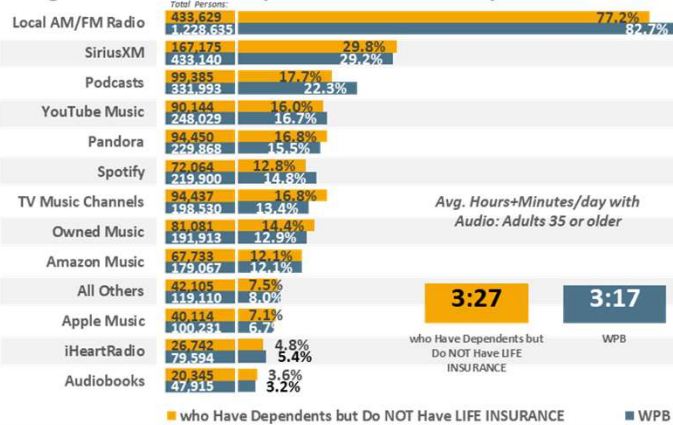




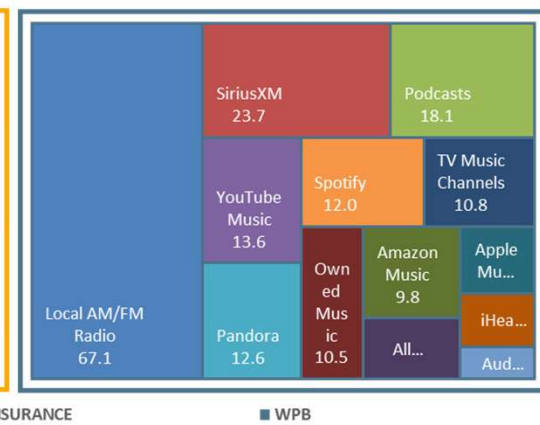
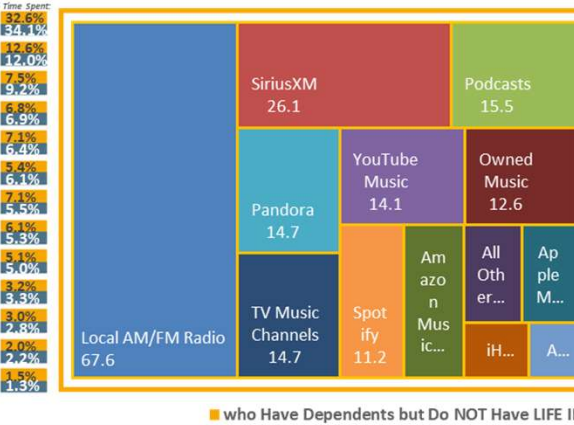


424,217 or 75.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.

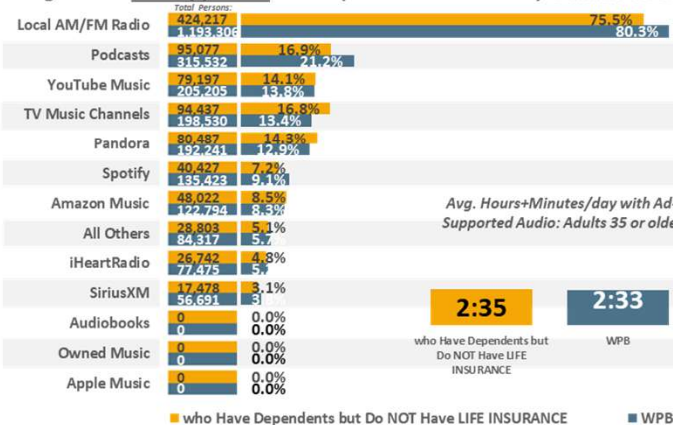
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



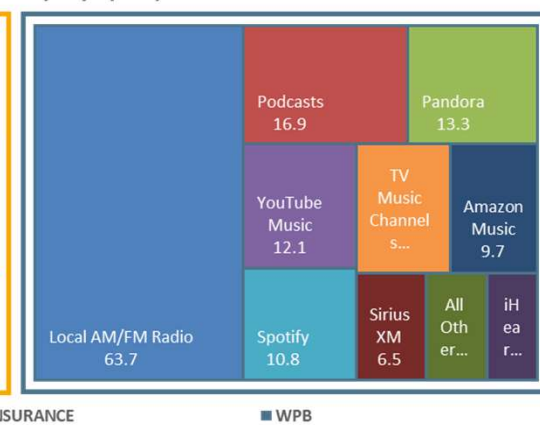
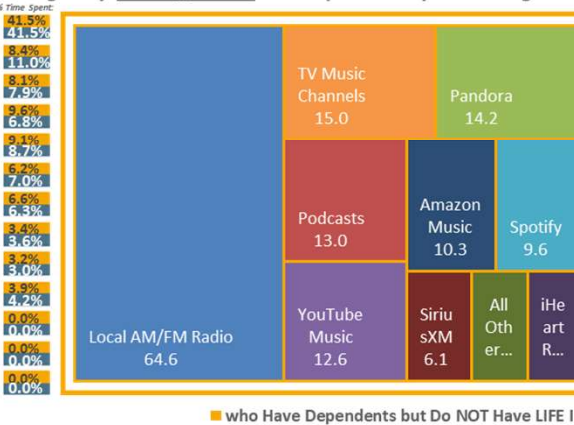
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



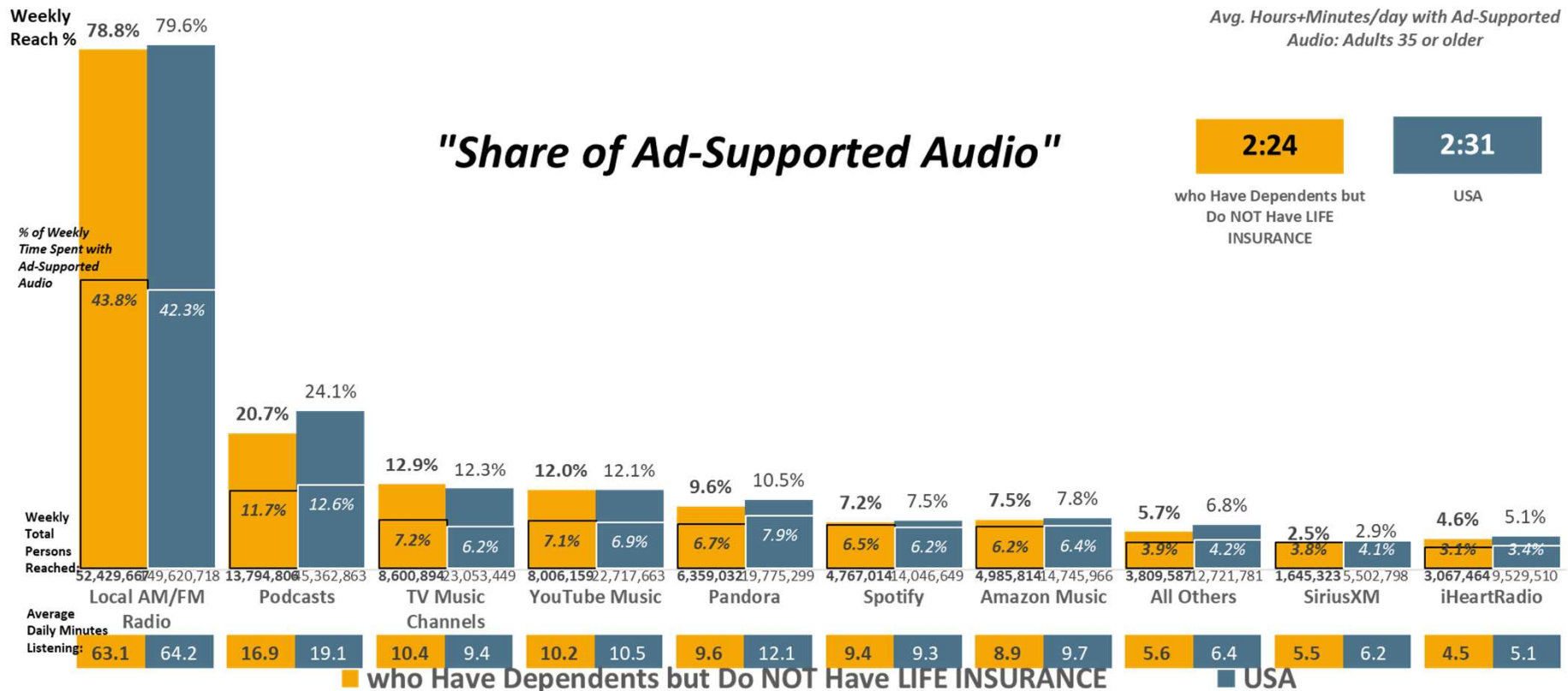
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





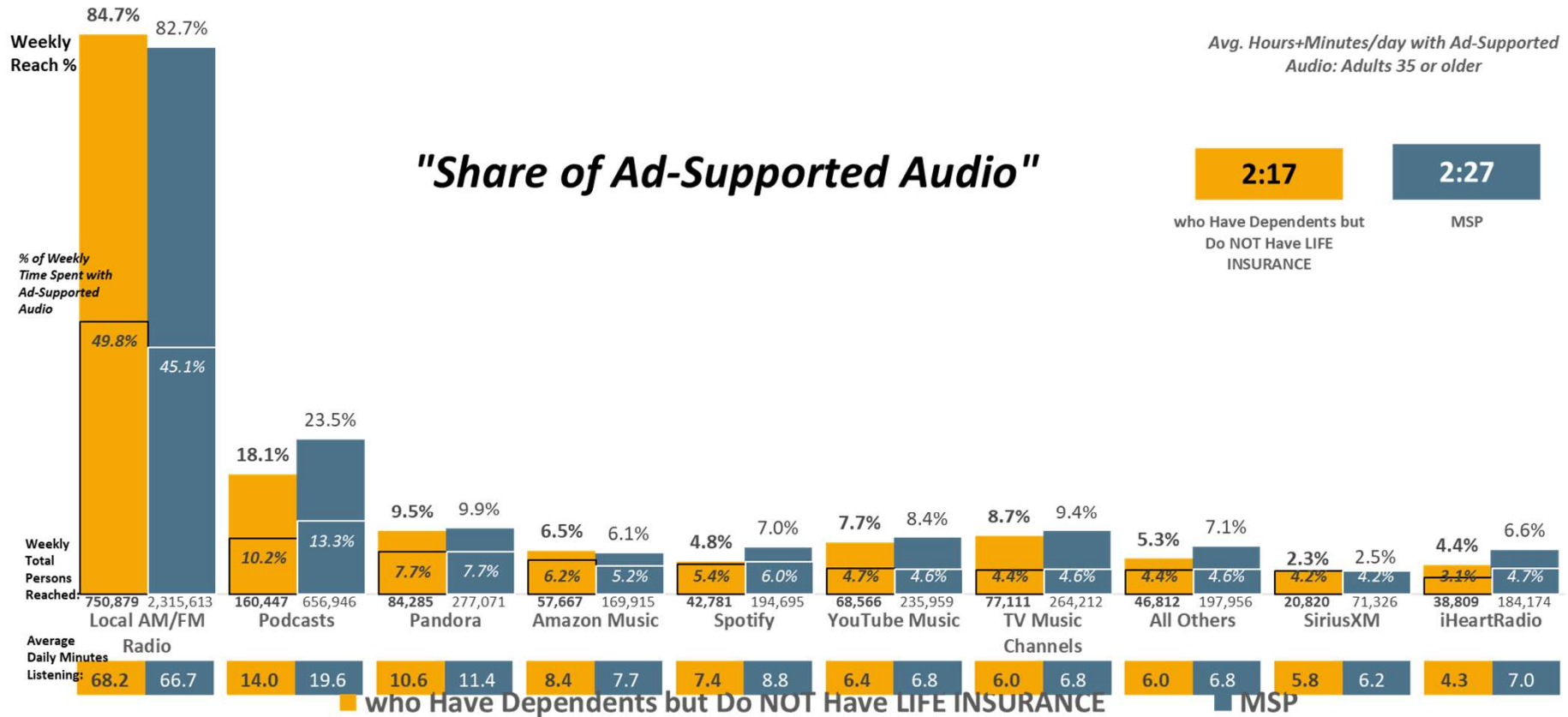
52,429,667 or 78.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

## "Share of Ad-Supported Audio"



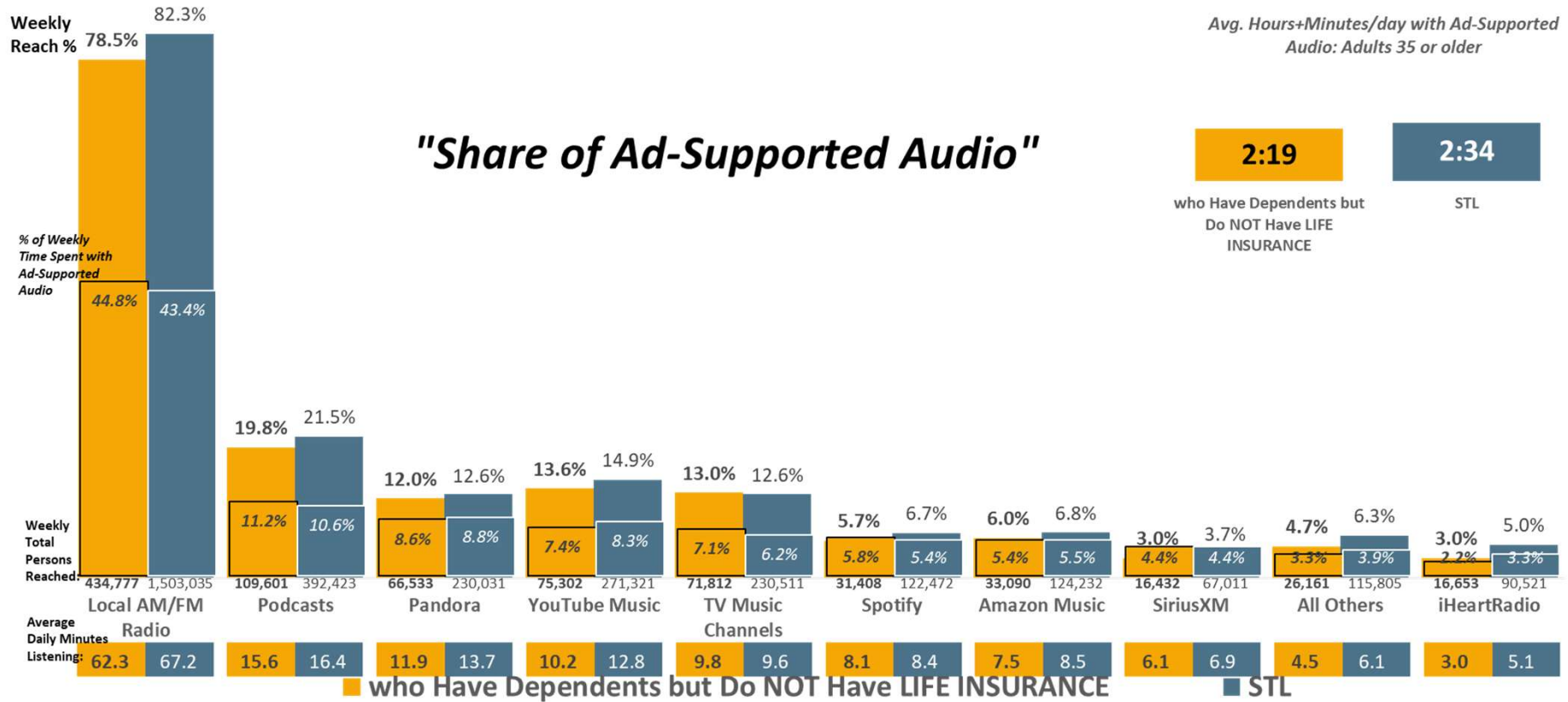


750,879 or 84.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 68.2 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.





434,777 or 78.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 62.3 minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.







360,149 or 80.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 67.8 minutes every day representing 44.0% 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

2:34

2:36

who Have Dependents but Do NOT Have LIFE INSURANCE

CIN

who Have Dependents but Do NOT Have LIFE INSURANCE

CIN

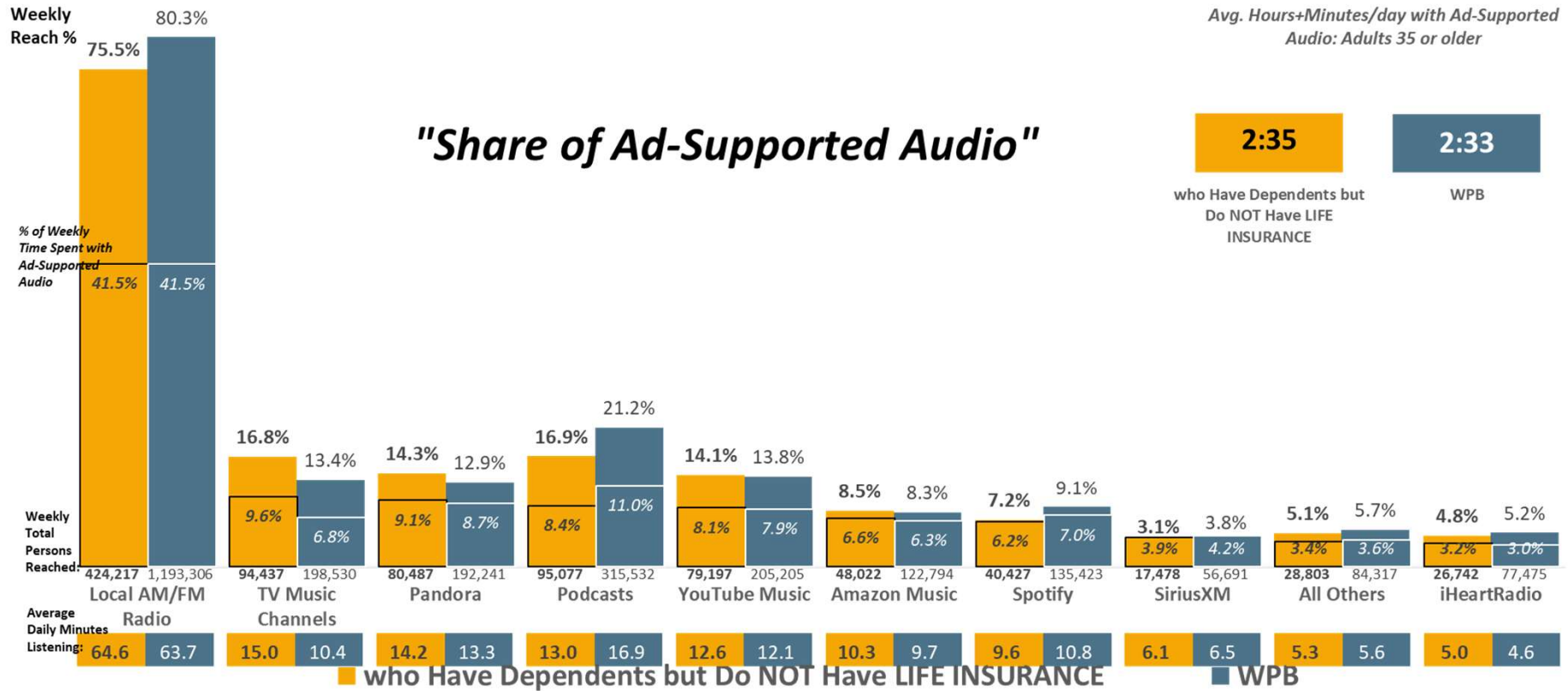
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 633 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



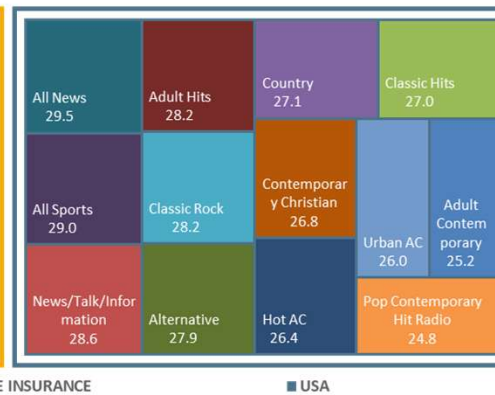
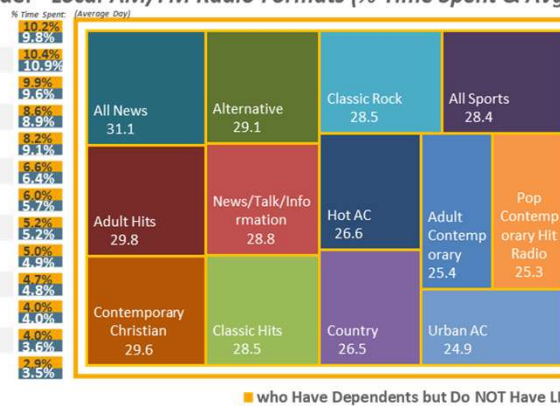
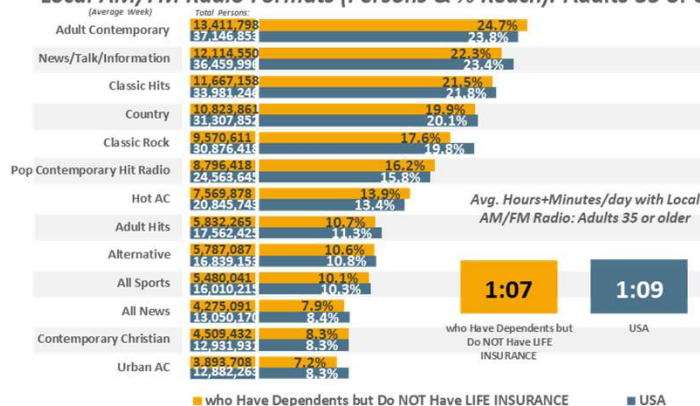
424,217 or 75.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 64.6 minutes every day representing 41.5% of all time spent daily with Ad-Supported Audio.



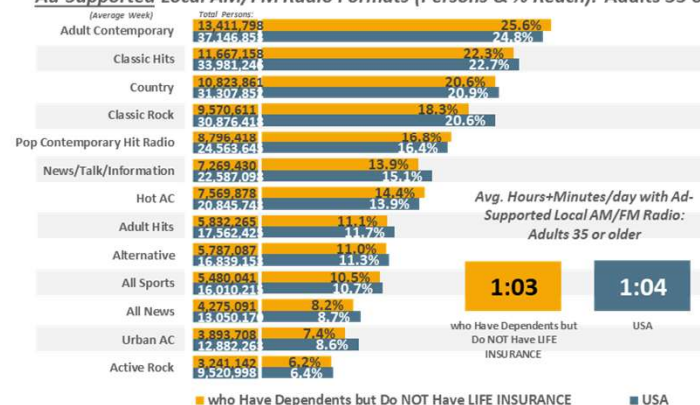


52,429,667 or 78.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

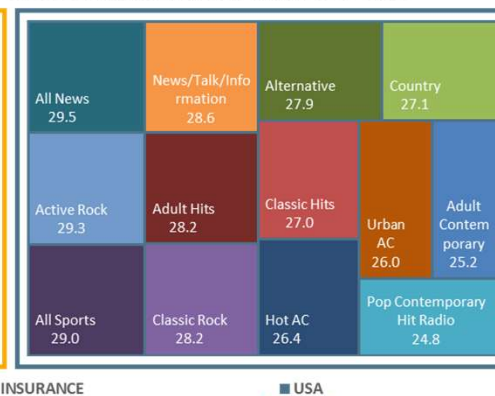
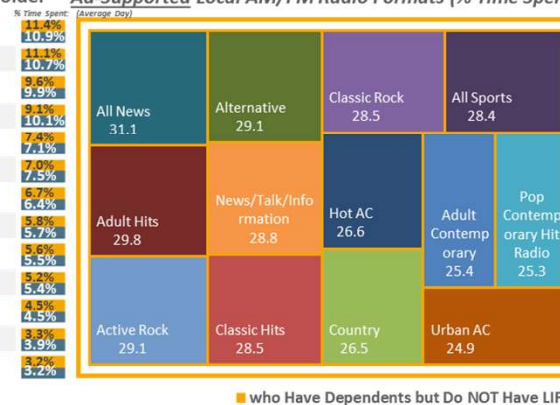
**Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older** **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

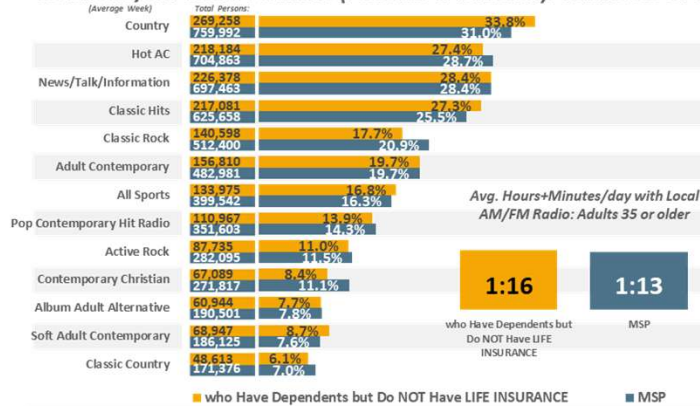
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



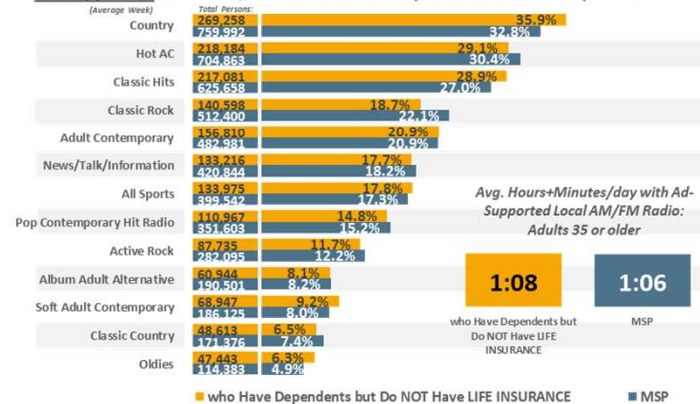


750,879 or 84.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Classic Hits, Adult Contemporary, and Classic Rock.

**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**

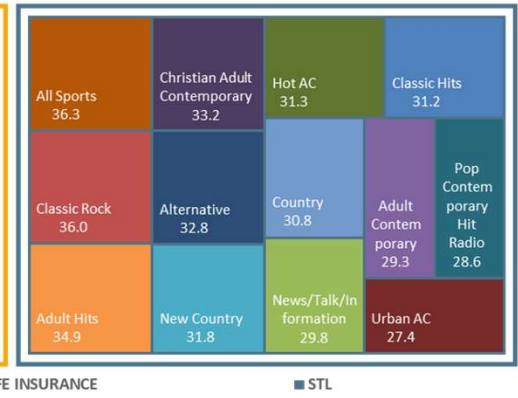
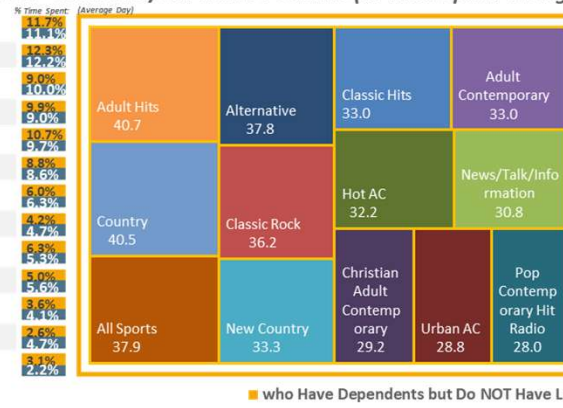
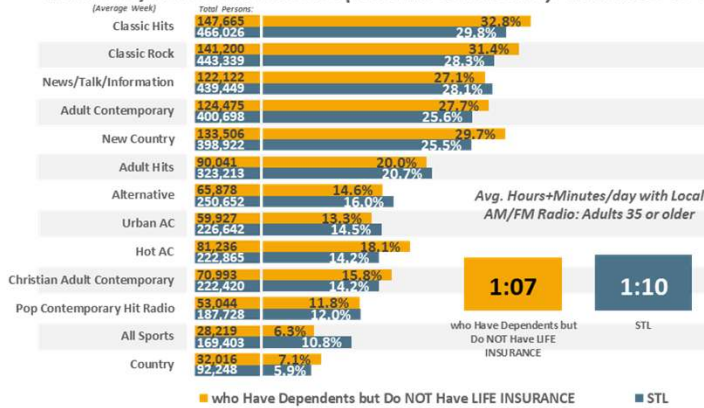




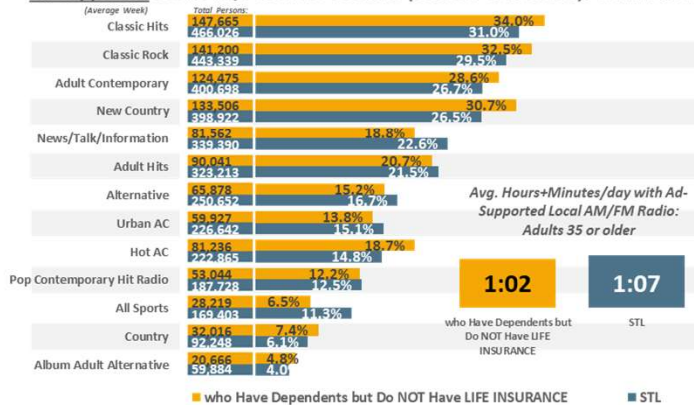


434,777 or 78.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Classic Rock, New Country, Adult Contemporary, and Adult Hits.

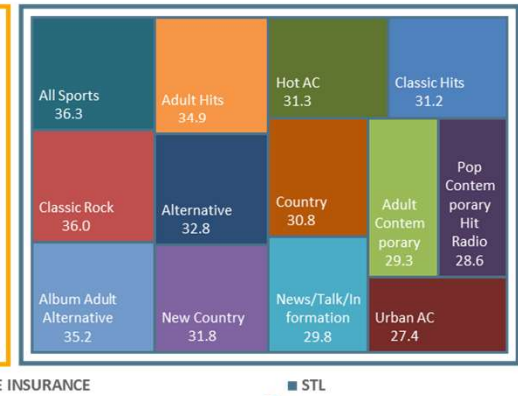
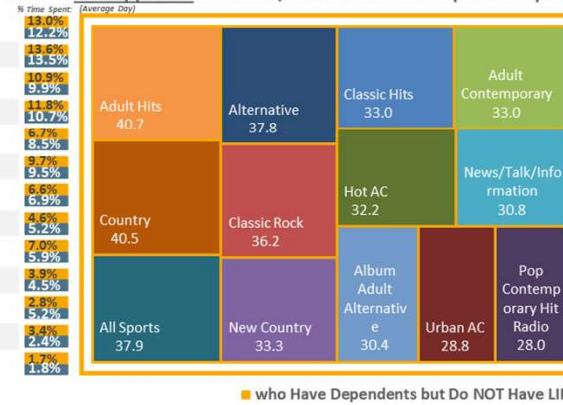
**Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older** **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



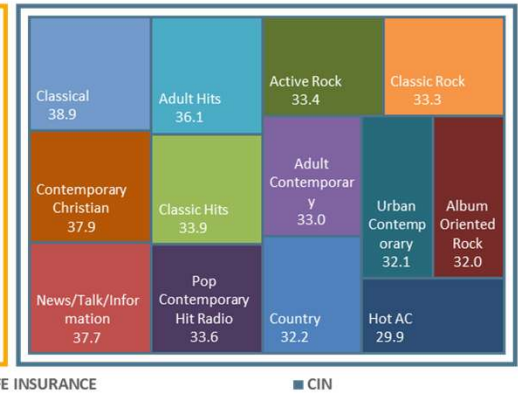
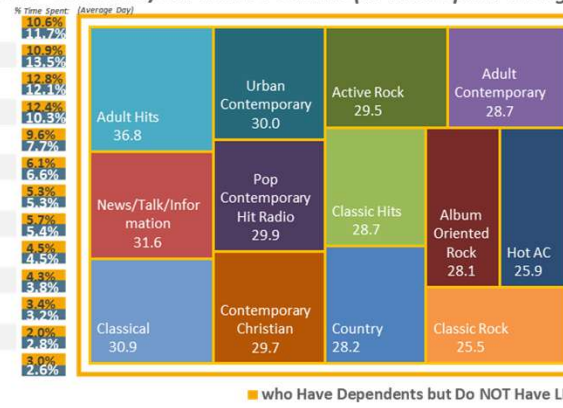
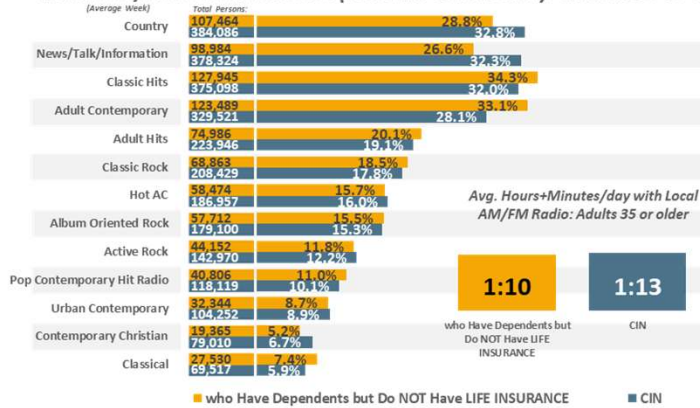
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



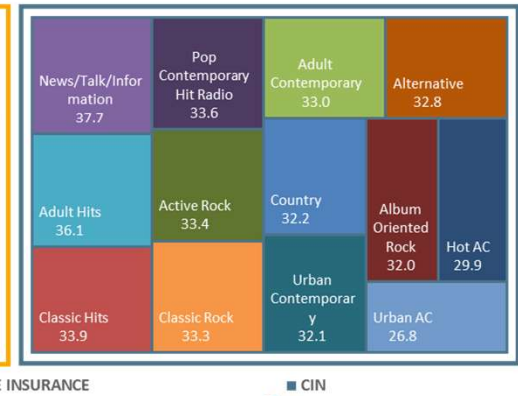
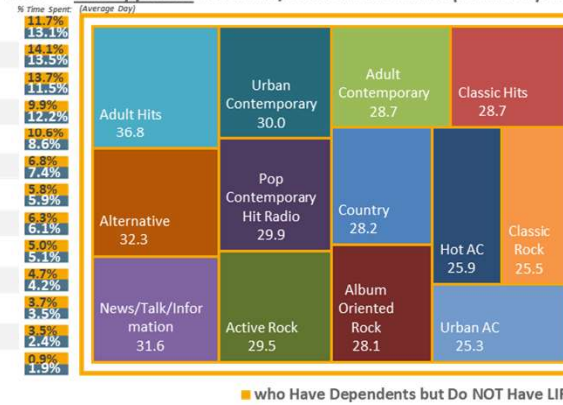
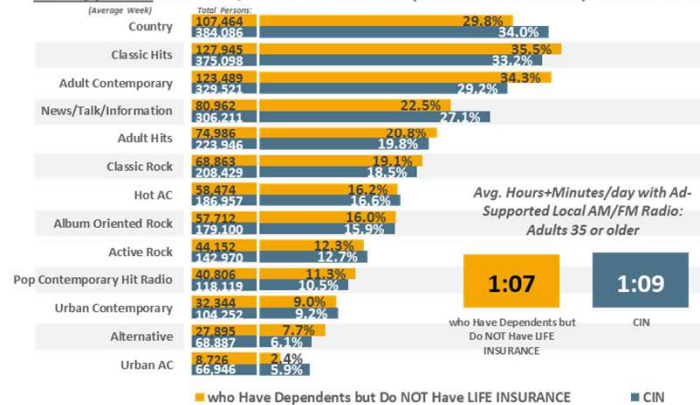


360,149 or 80.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, News/Talk/Information, and Adult Hits.

**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**



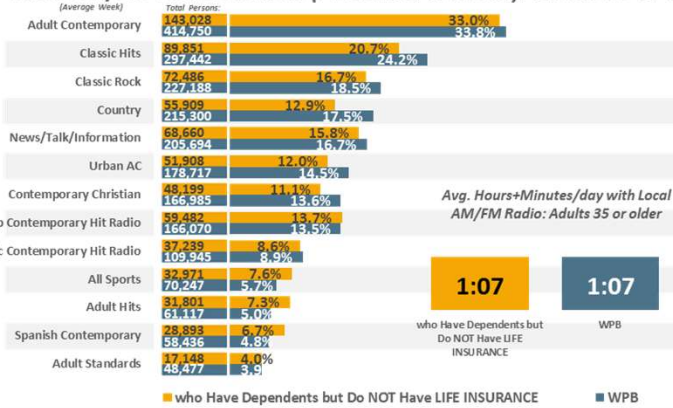
**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older** **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



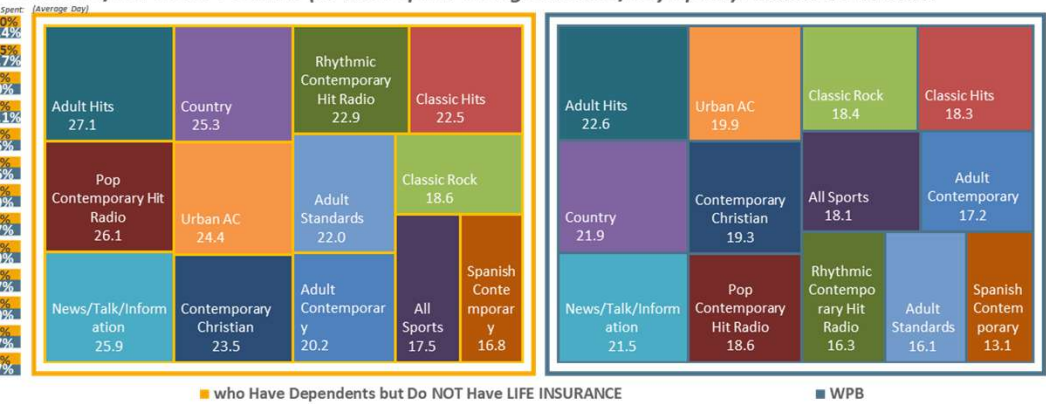


424,217 or 75.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

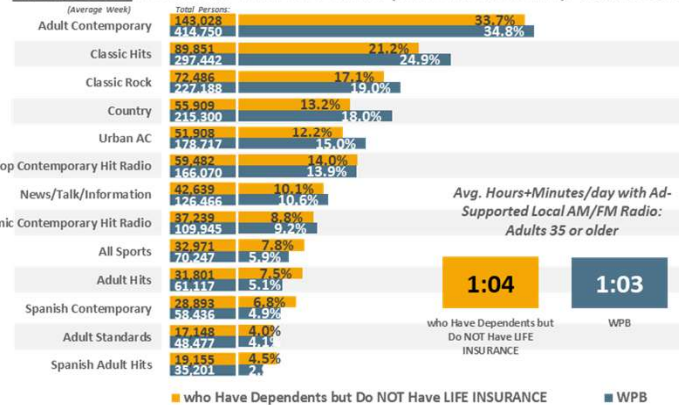
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



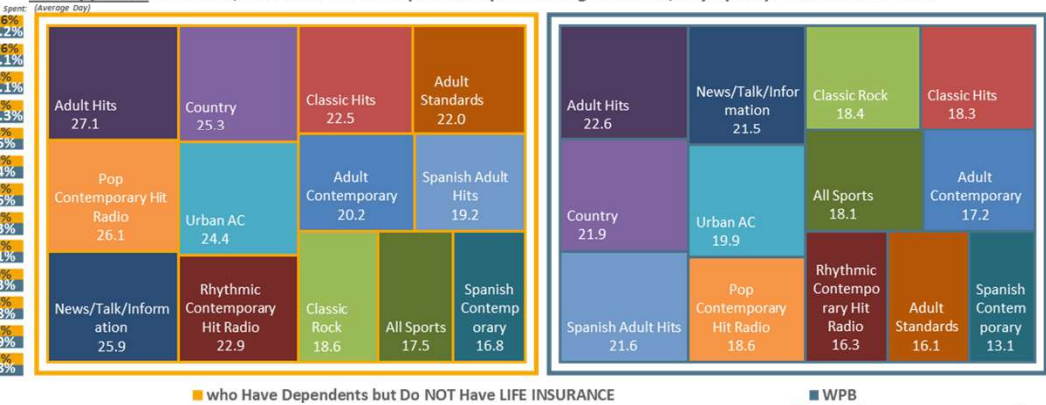
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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



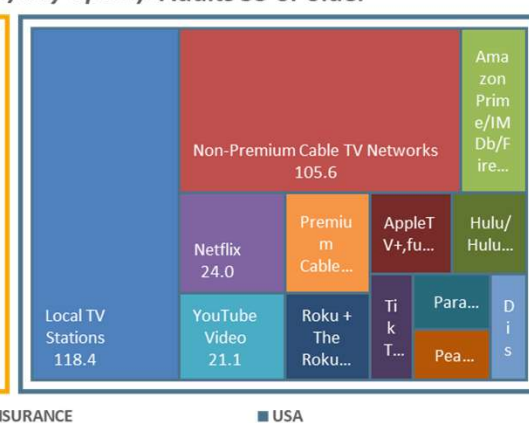
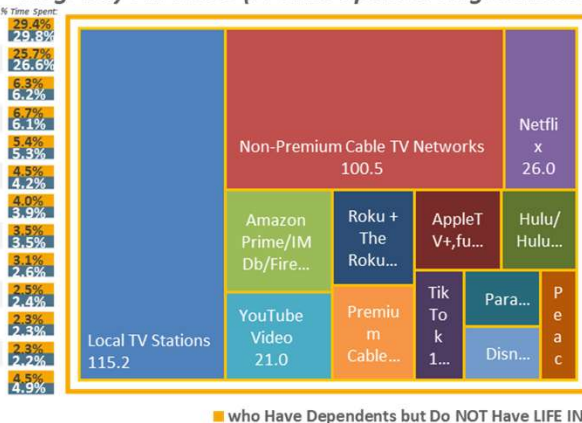
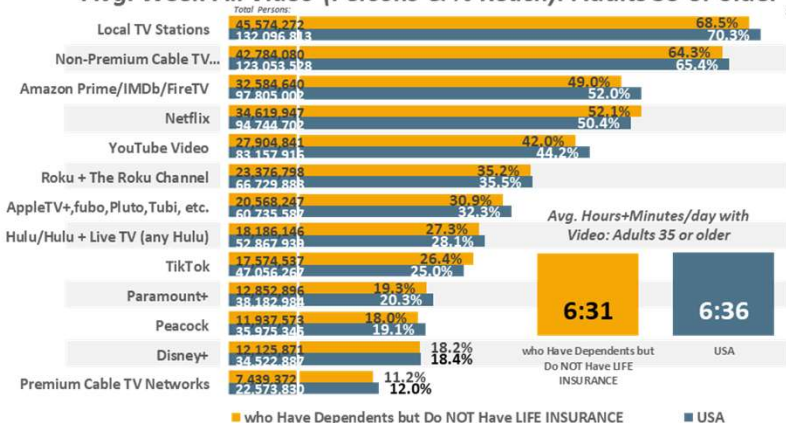




45,048,143 or 67.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 109.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

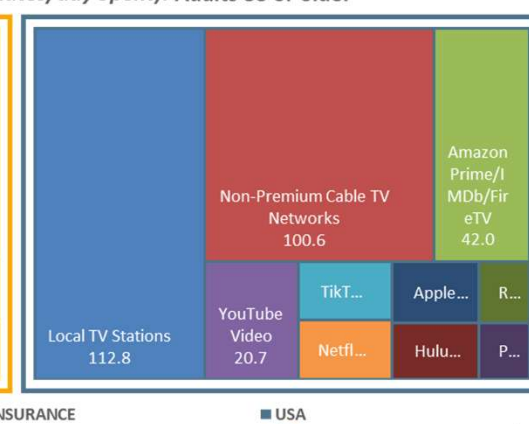
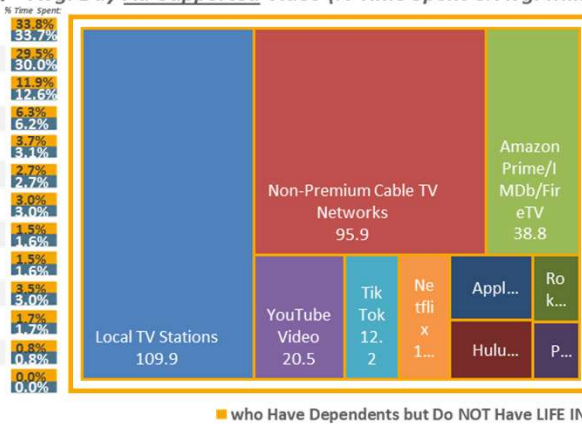
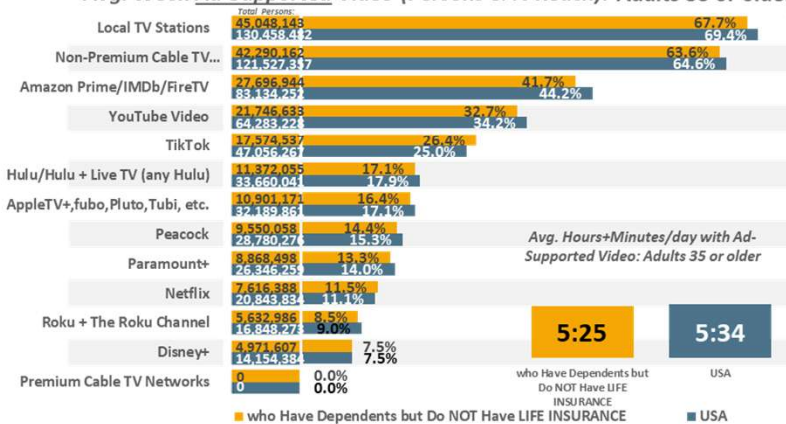
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



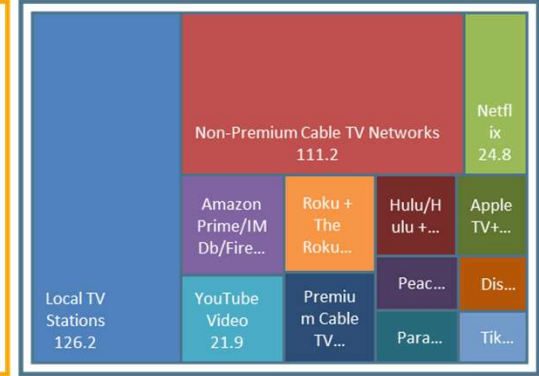
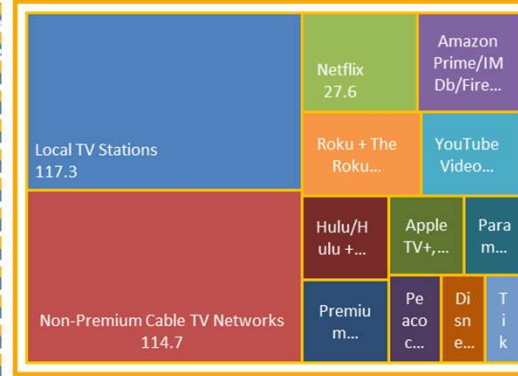
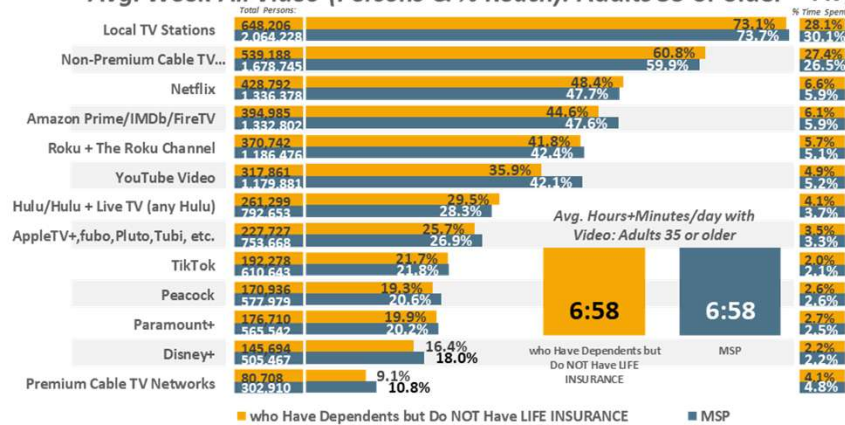




641,022 or 72.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 111.1 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

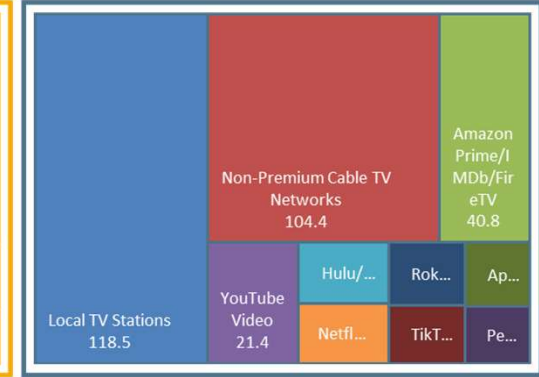
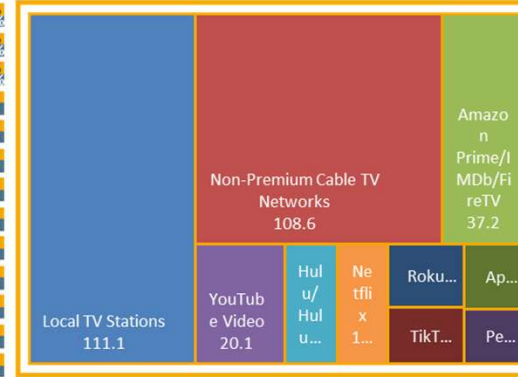
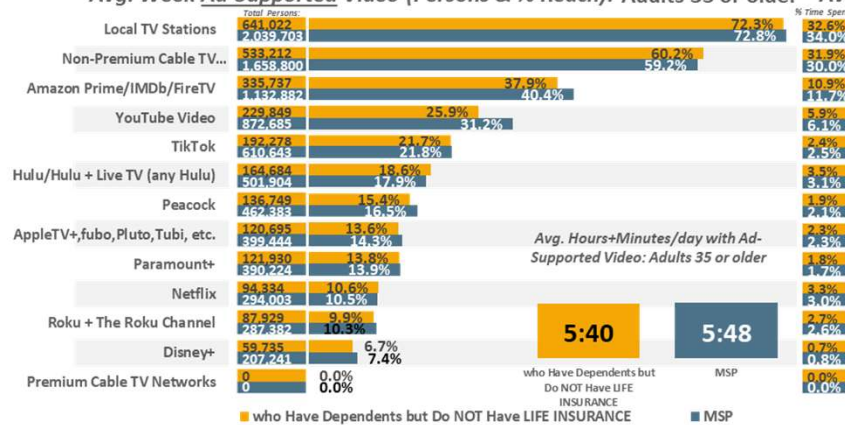
Avg. Week All Video (Persons & % Reach): Adults 35 or older

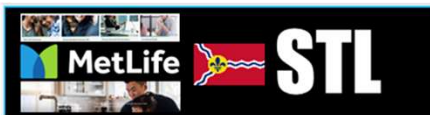
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

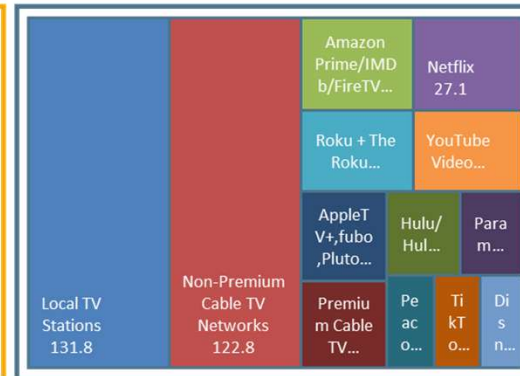
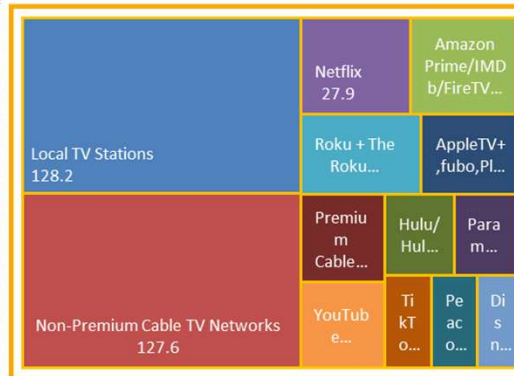
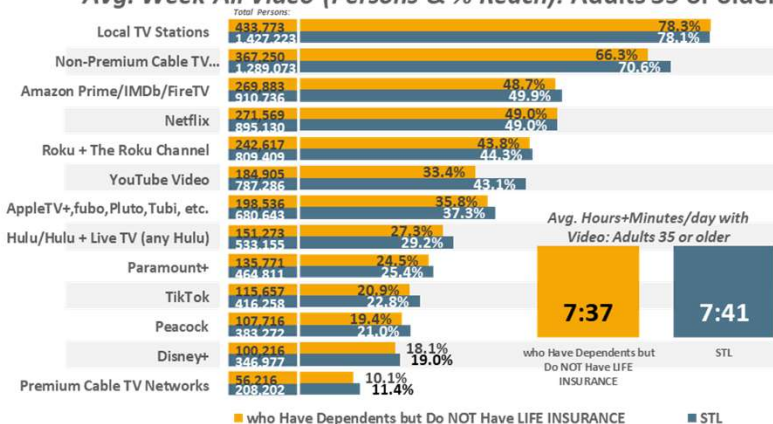




426,864 or 77.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 123.4 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

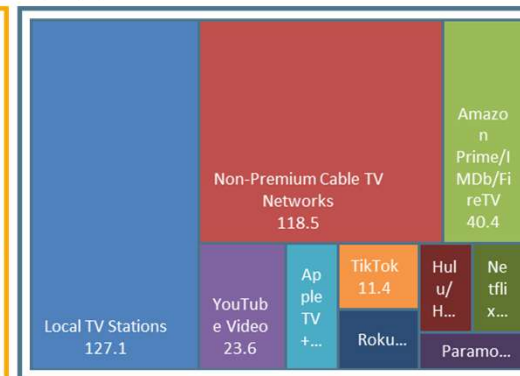
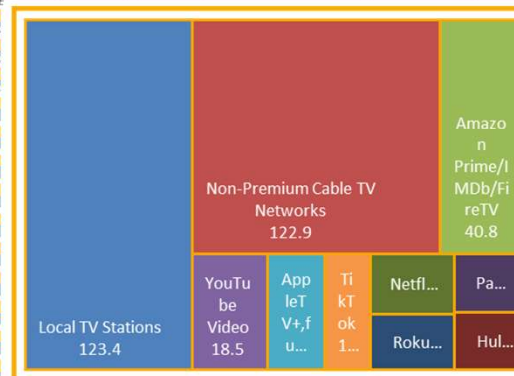
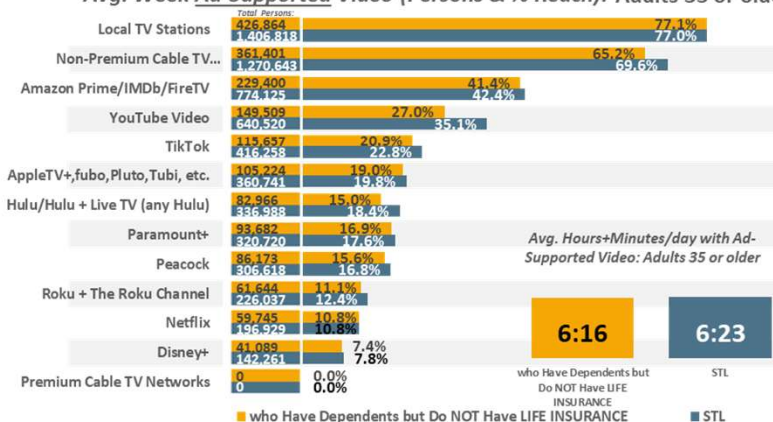
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

**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**

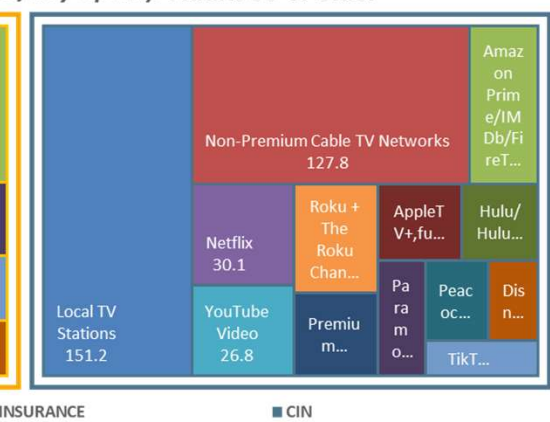
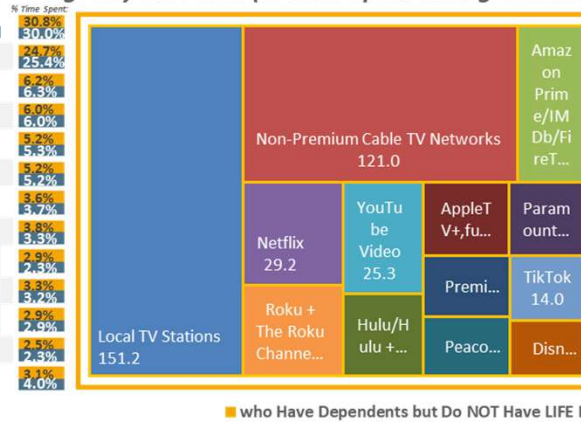
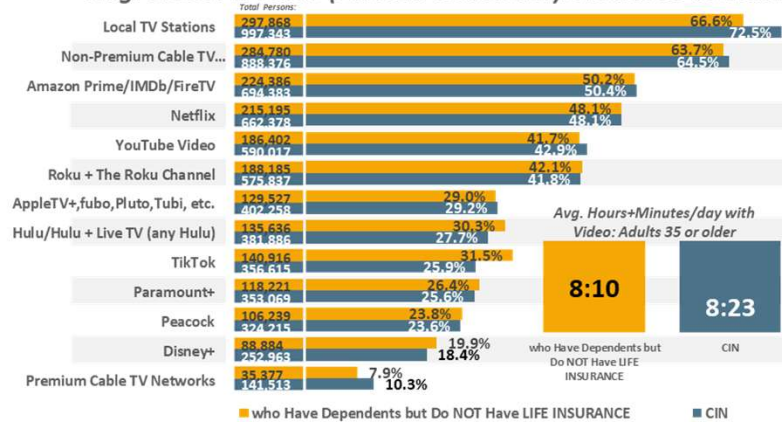




294,798 or 65.9% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 147.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

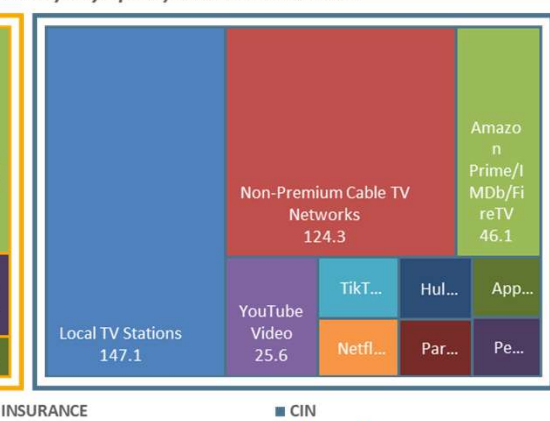
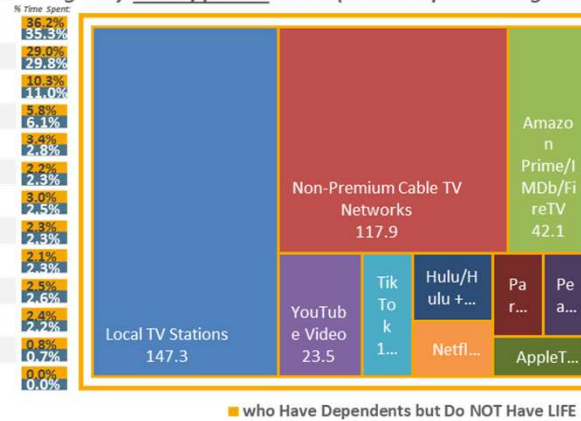
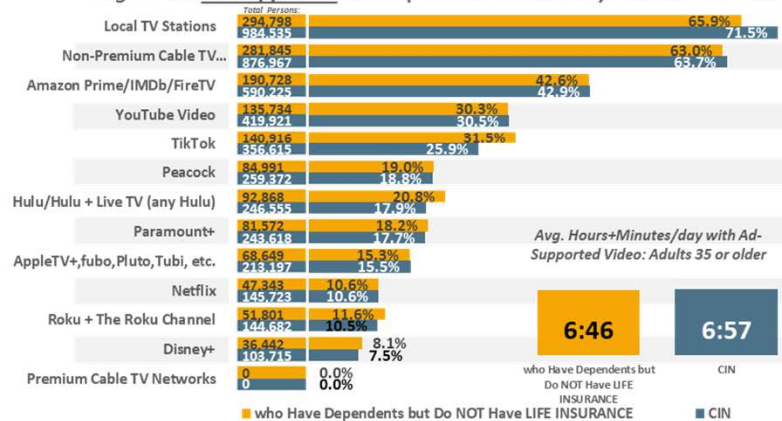
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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

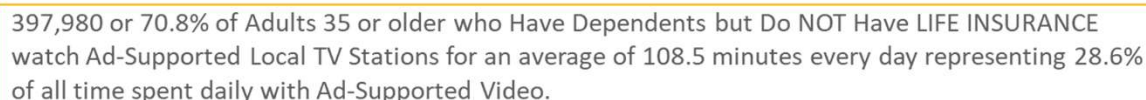


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 or older

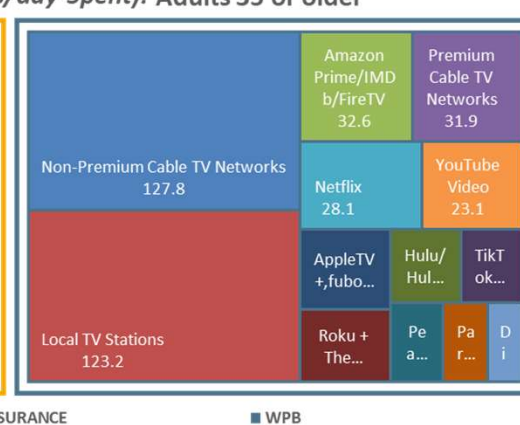
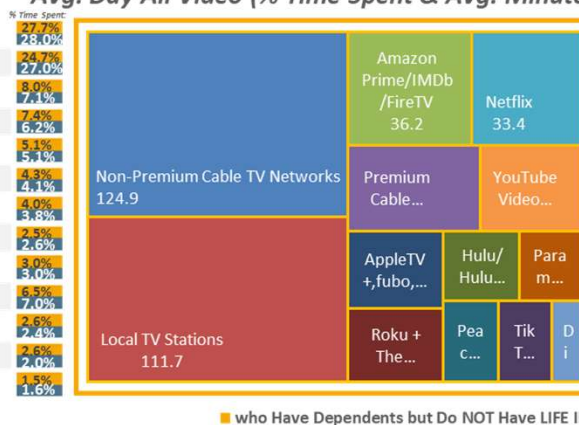
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



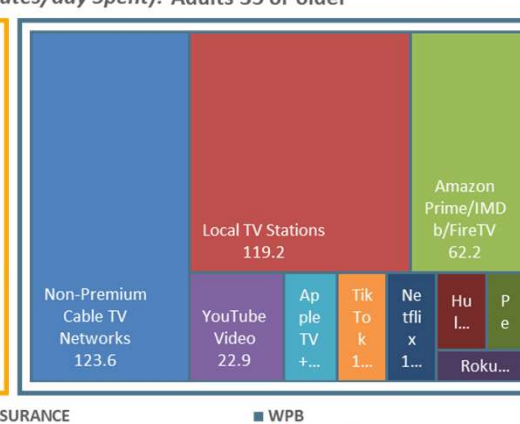
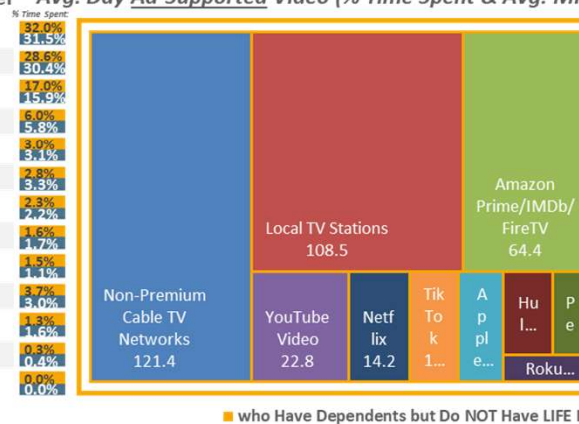




**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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

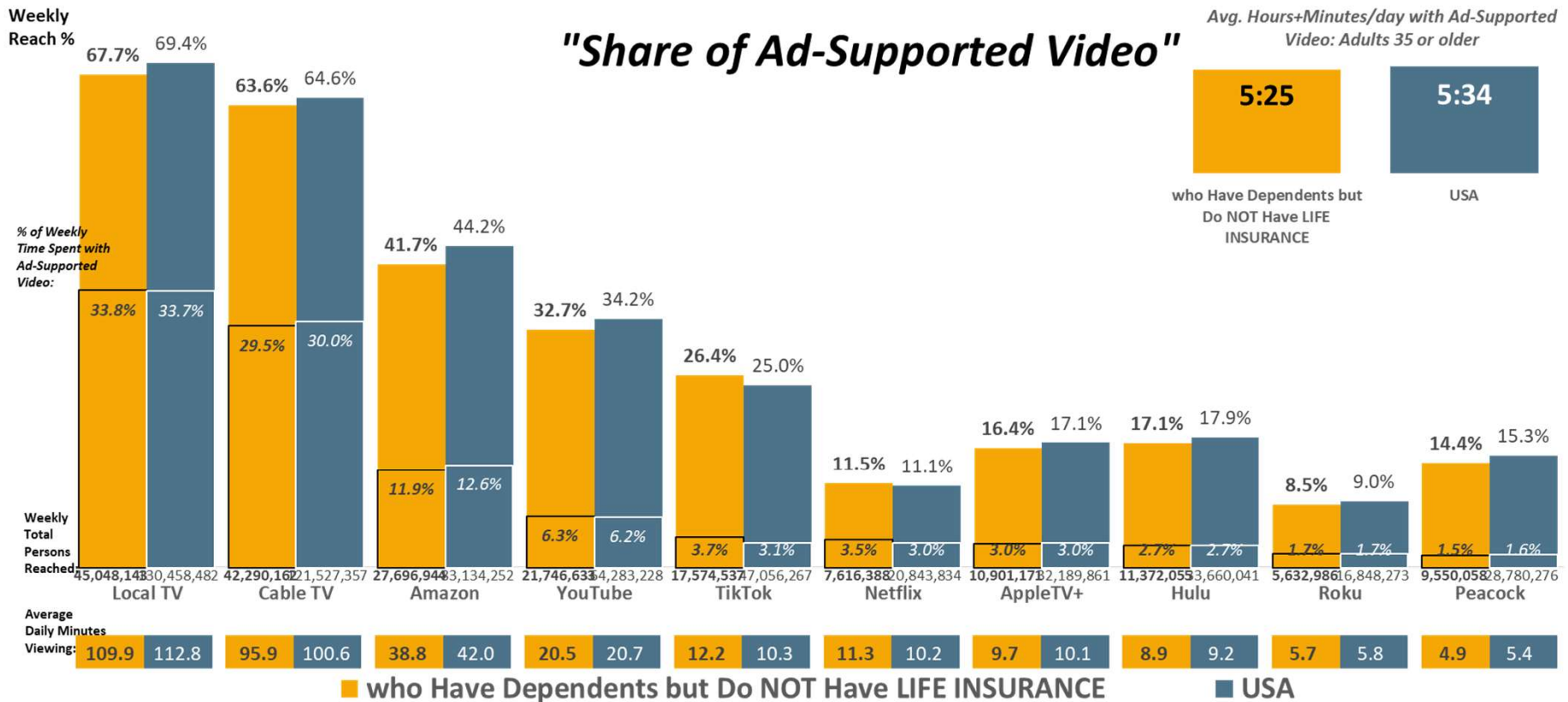






45,048,143 or 67.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 109.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

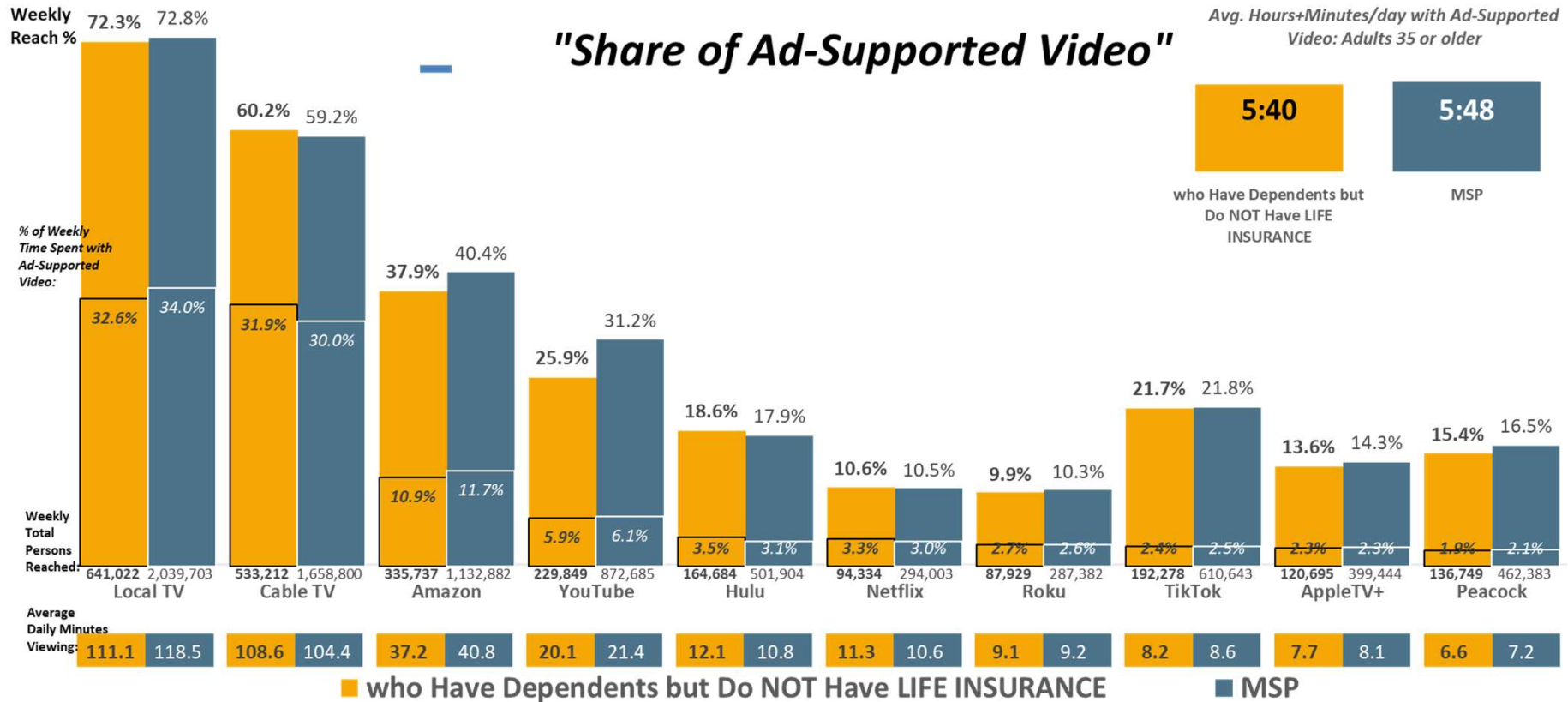
soefa.ai Share of Everything for Anything®

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



641,022 or 72.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 111.1 minutes every day representing 32.6% of all time spent daily with Ad-Supported Video.

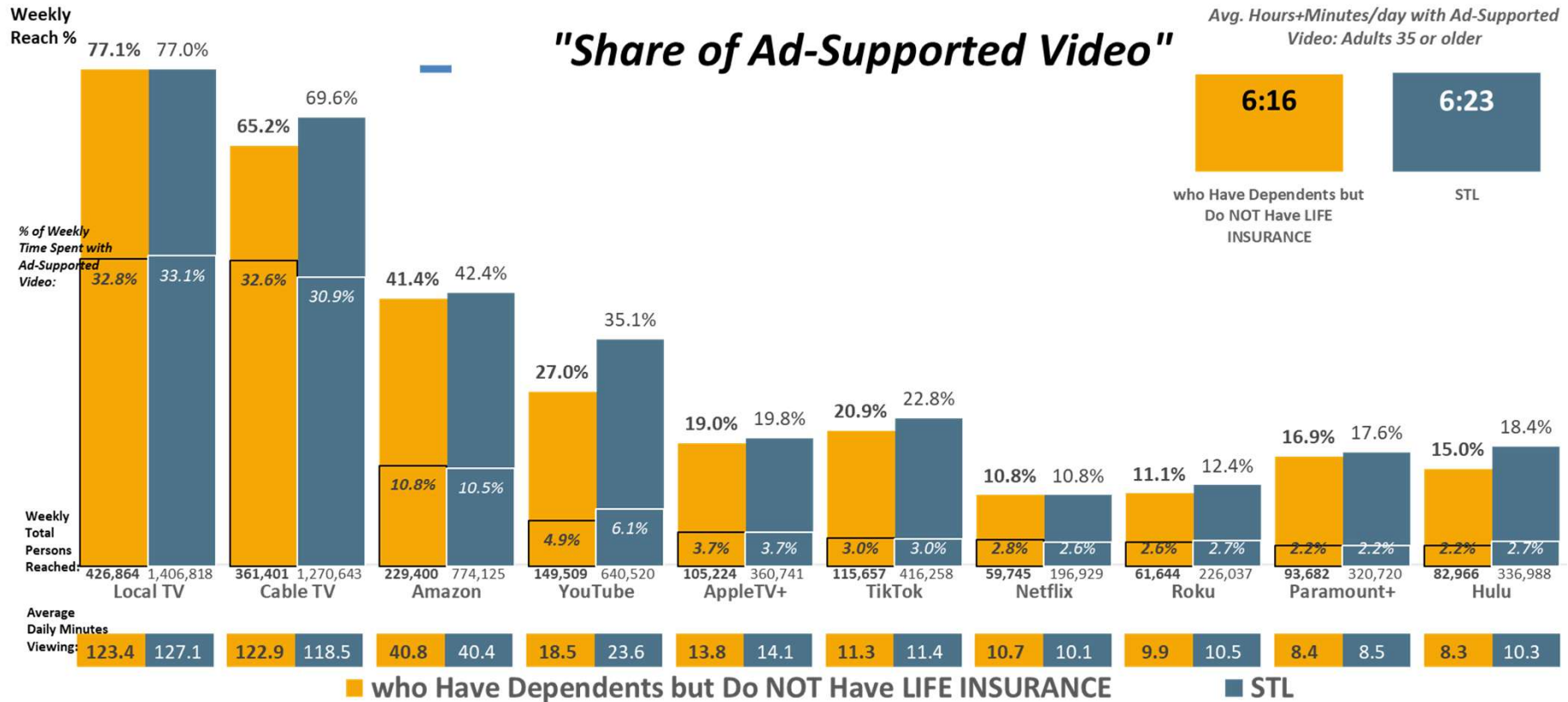
## "Share of Ad-Supported Video"





426,864 or 77.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 123.4 minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

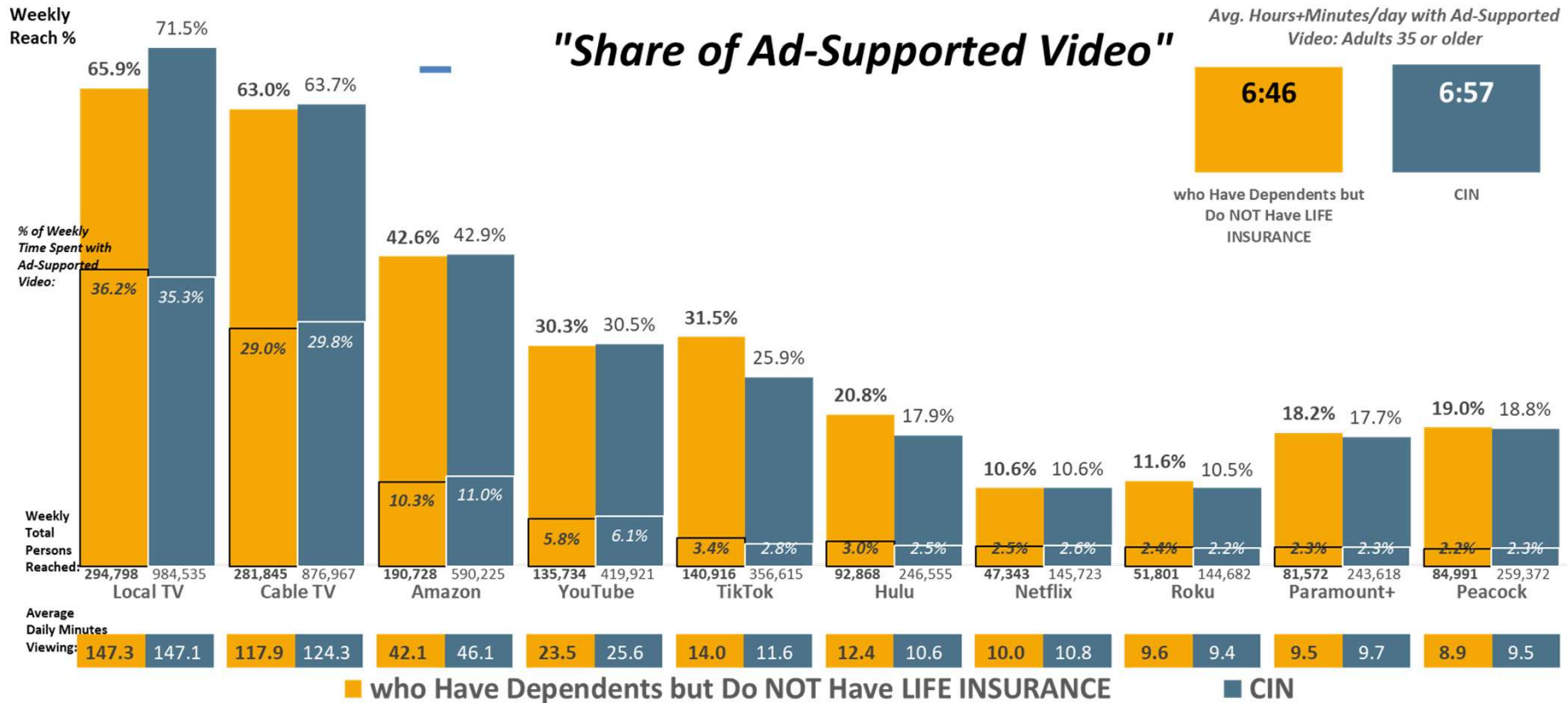
## "Share of Ad-Supported Video"





294,798 or 65.9% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 147.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Video.

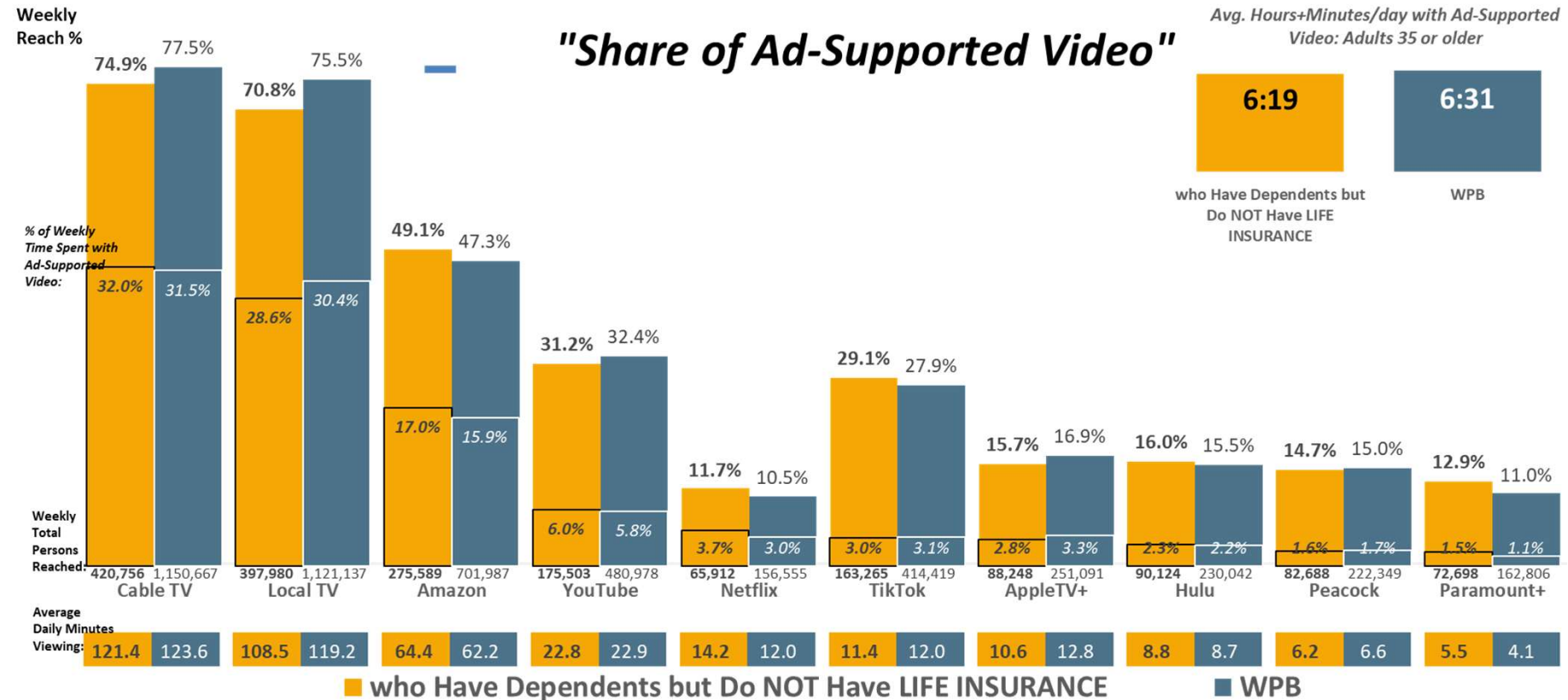
## "Share of Ad-Supported Video"







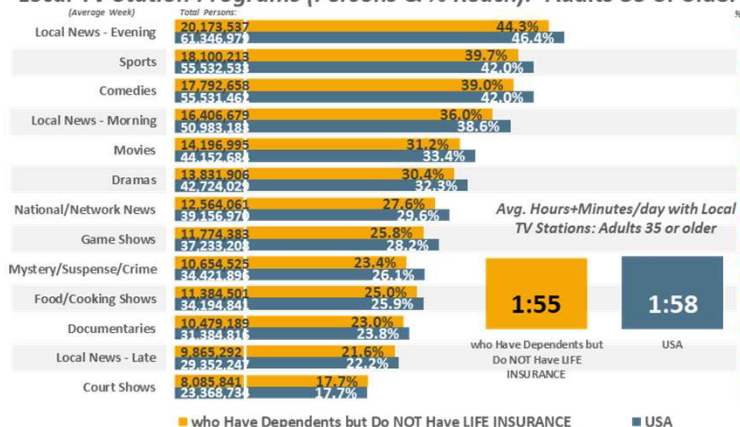
397,980 or 70.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 108.5 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.



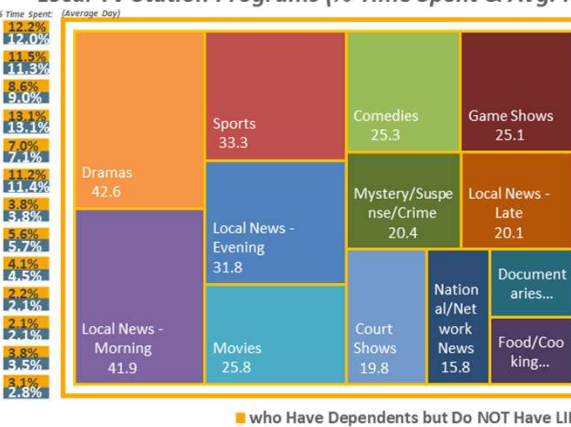


45,048,143 or 67.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

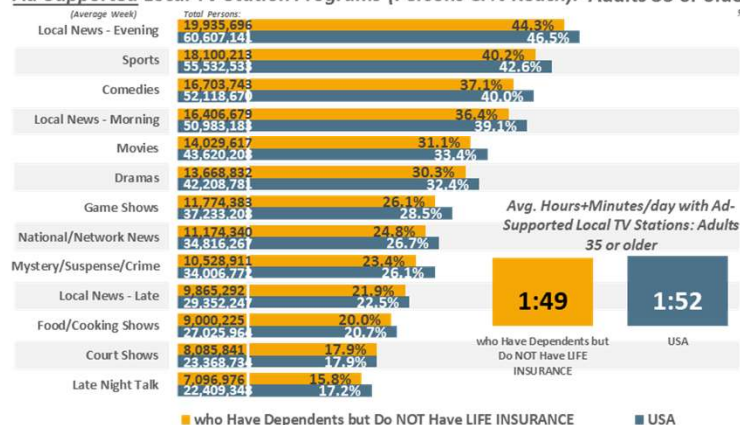
Local TV Station Programs (Persons & % Reach): Adults 35 or older



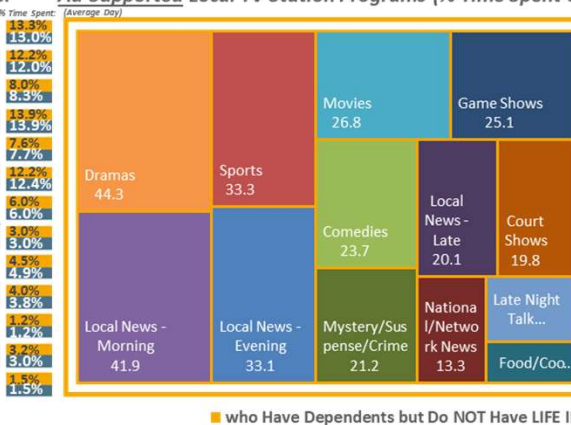
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



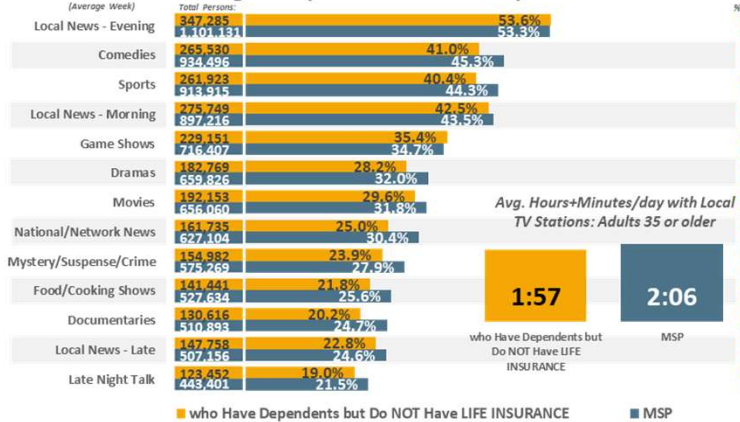
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



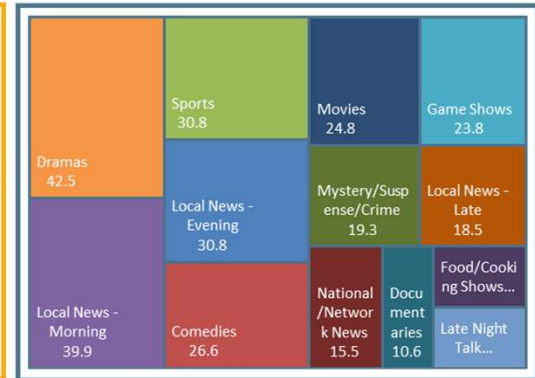
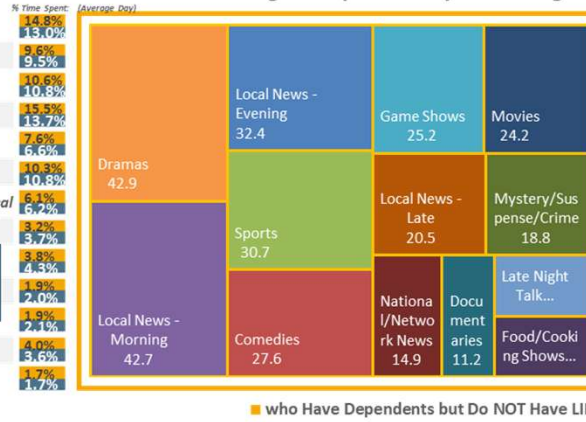


641,022 or 72.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Movies.

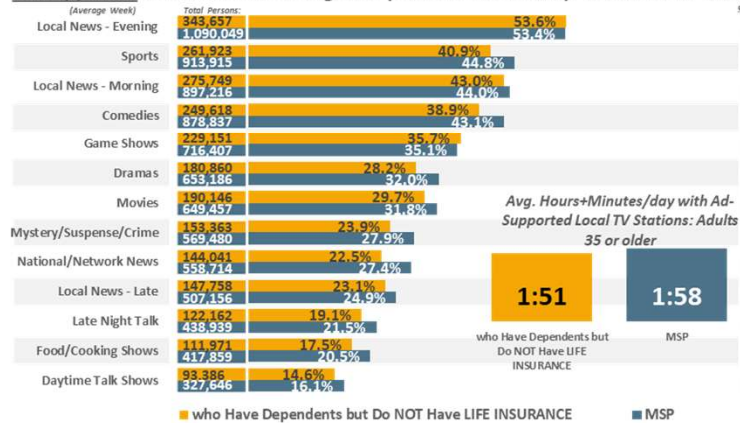
Local TV Station Programs (Persons & % Reach): Adults 35 or older



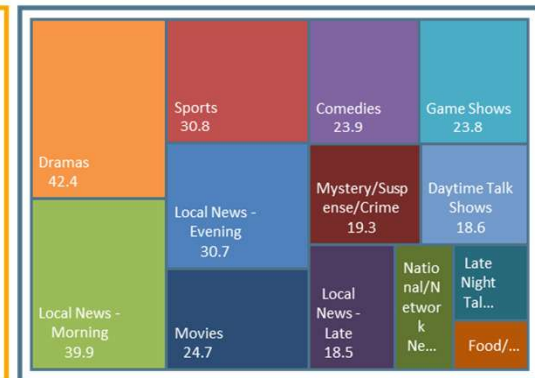
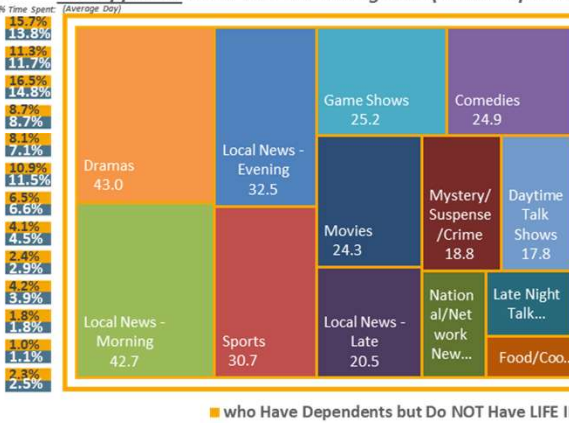
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

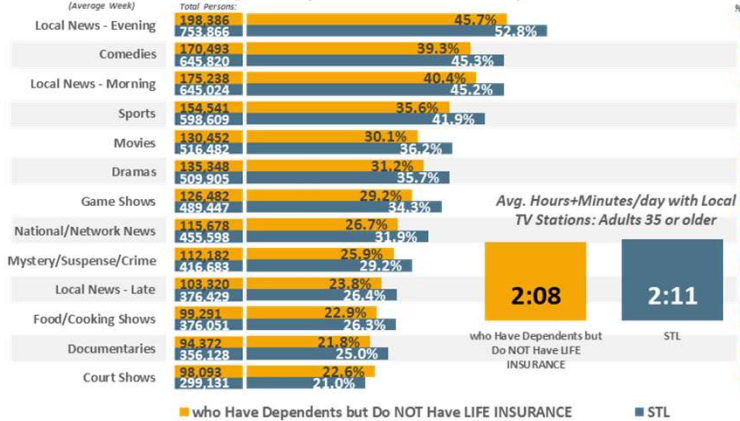




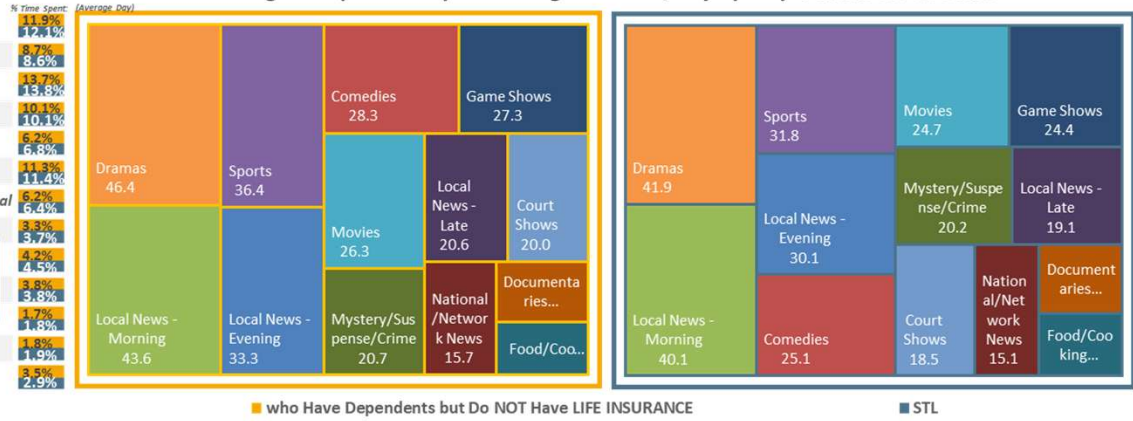


426,864 or 77.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Dramas, and Movies.

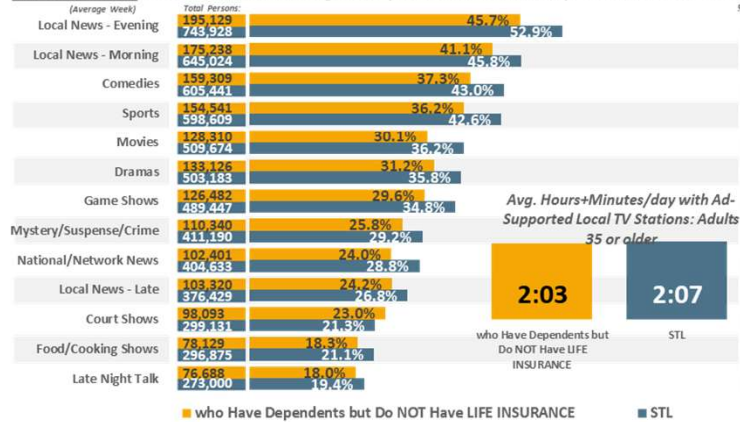
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



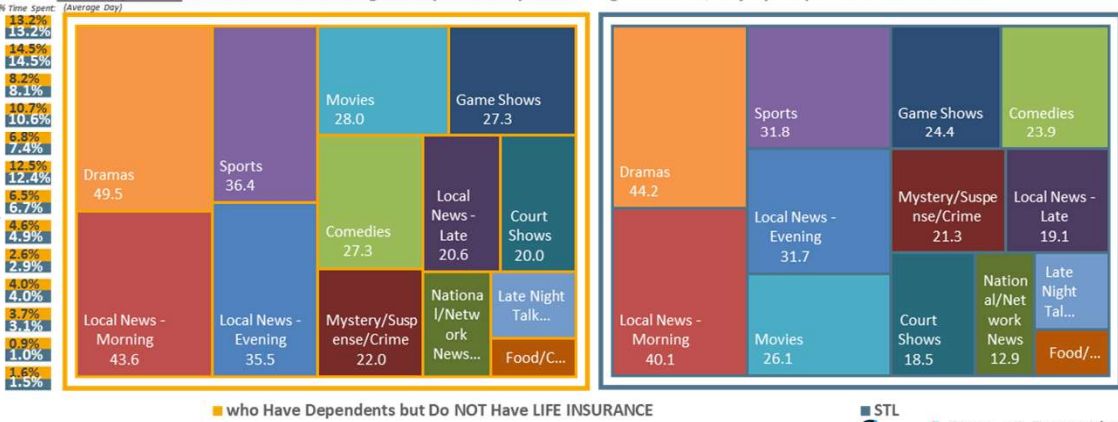
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



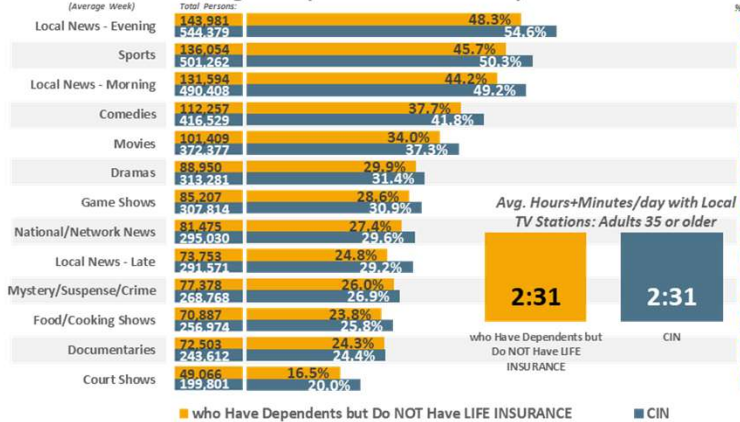
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



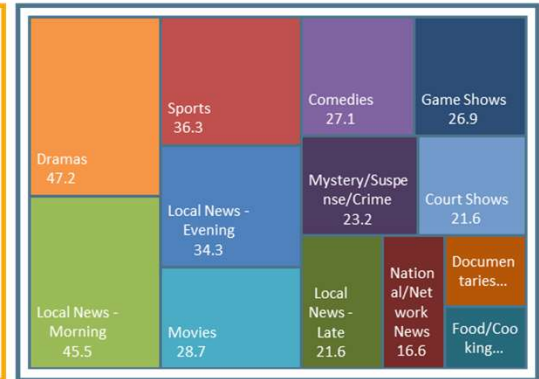
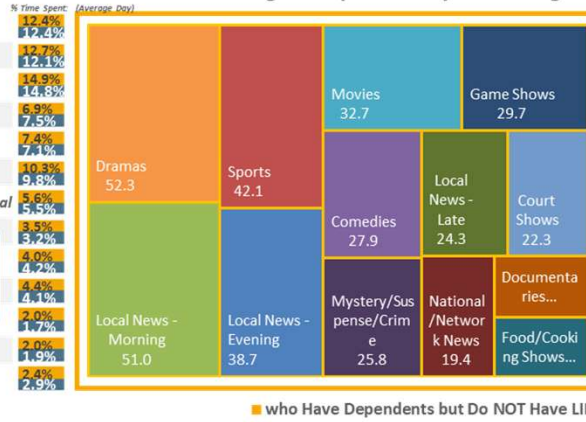


294,798 or 65.9% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

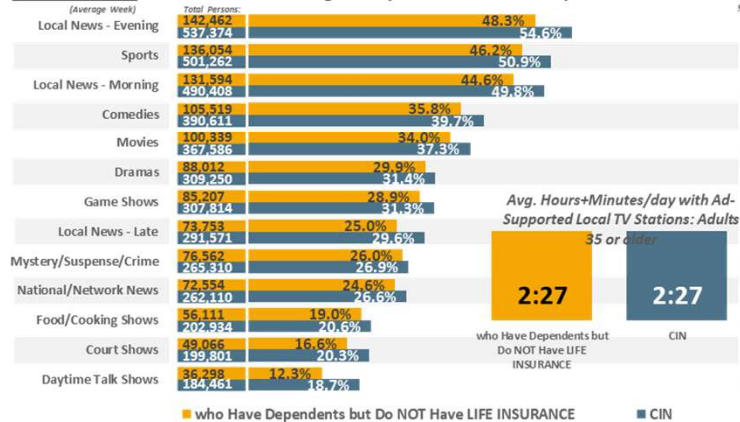
Local TV Station Programs (Persons & % Reach): Adults 35 or older



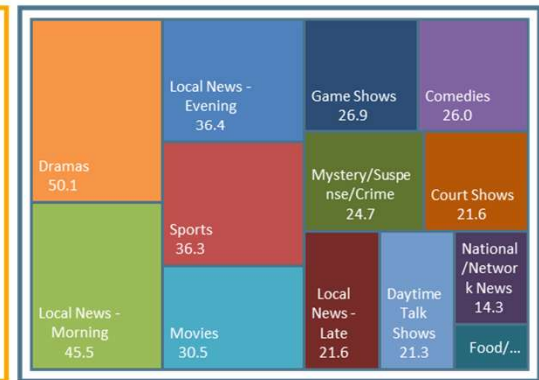
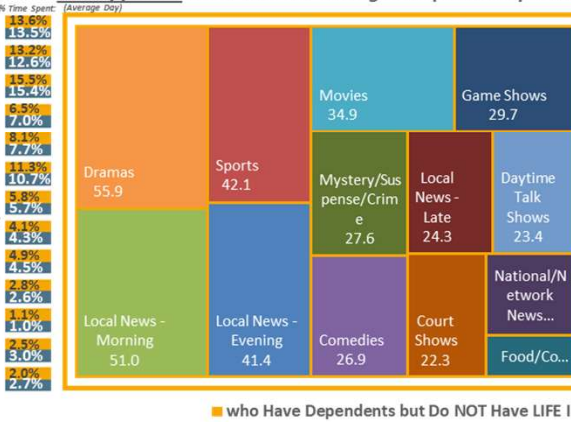
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

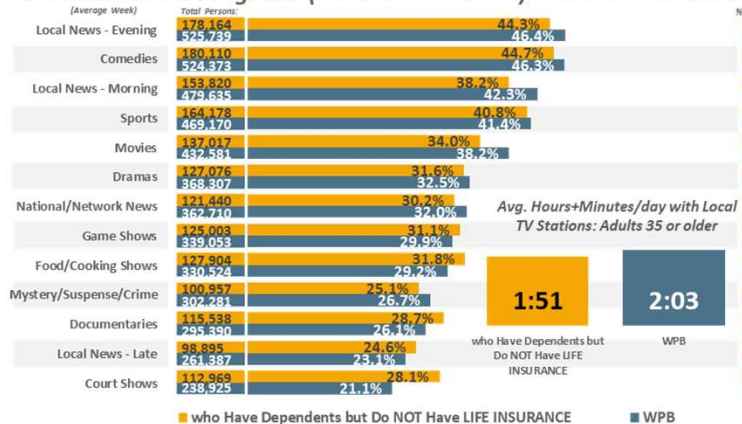




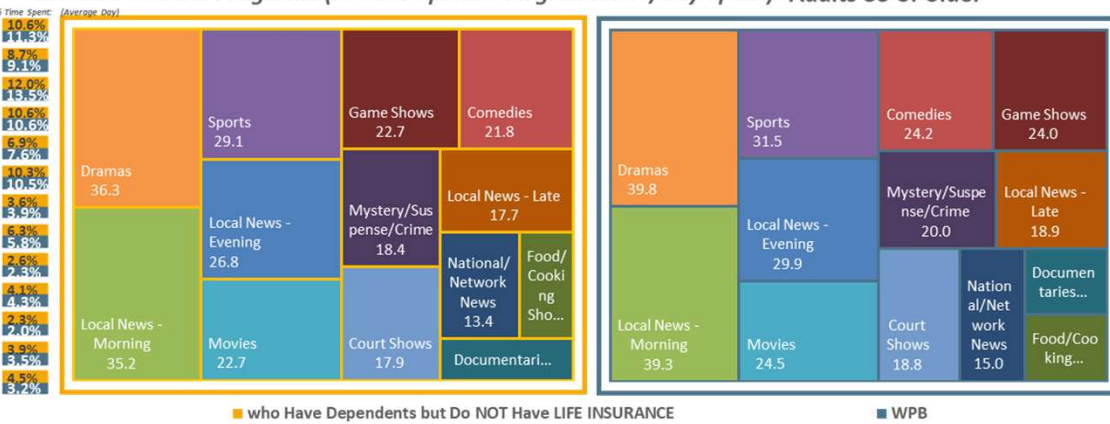


397,980 or 70.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Movies, and Dramas.

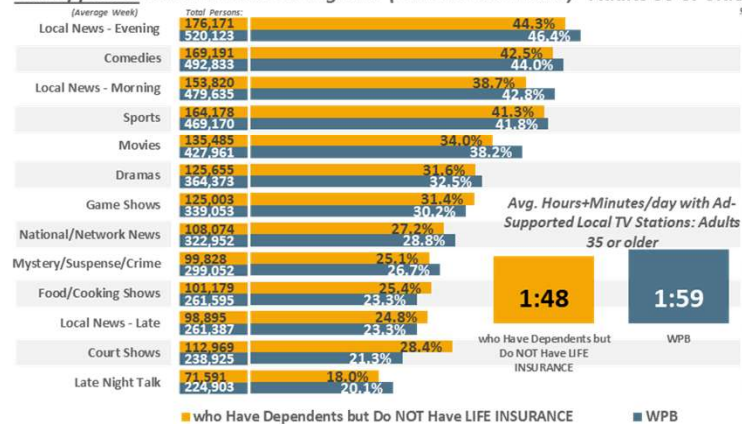
Local TV Station Programs (Persons & % Reach): Adults 35 or older



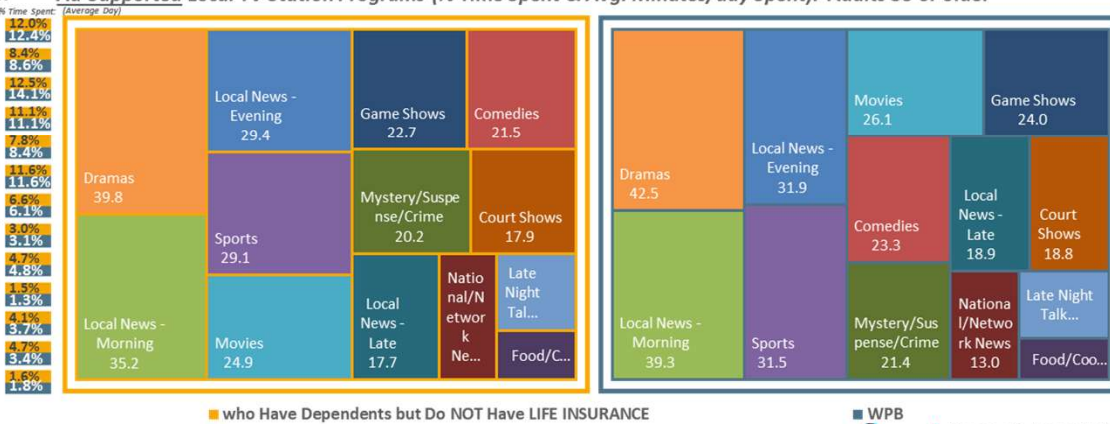
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



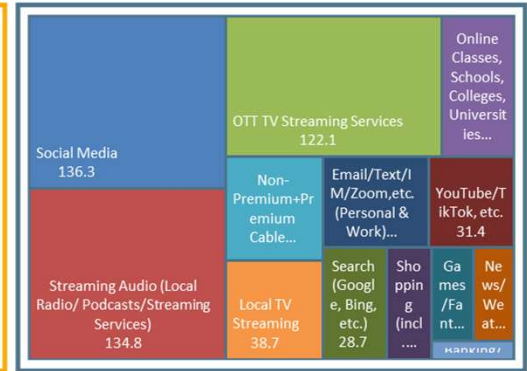
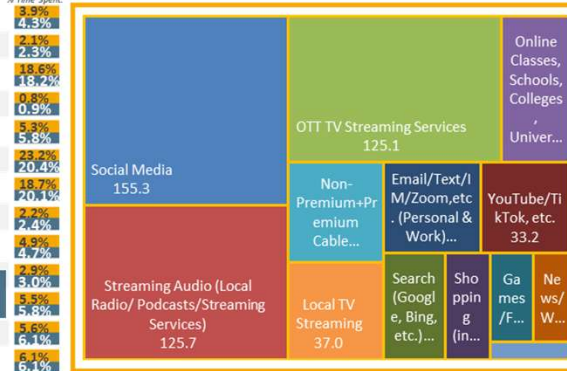
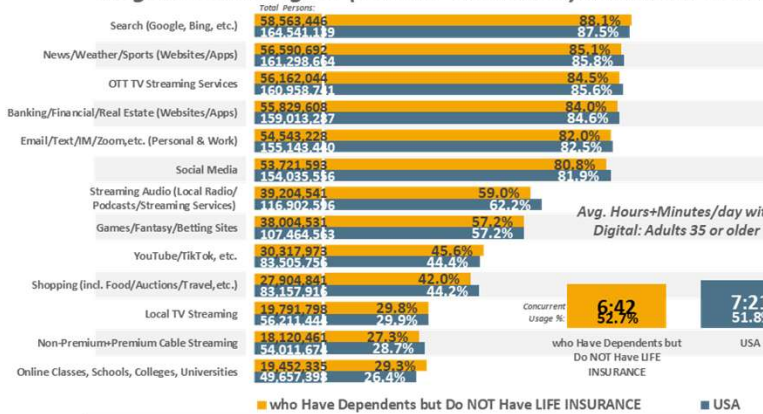




47,073,839 or 70.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

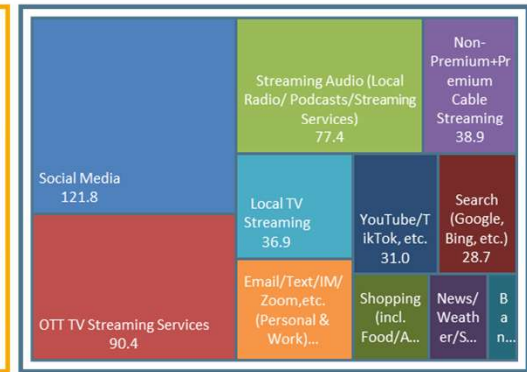
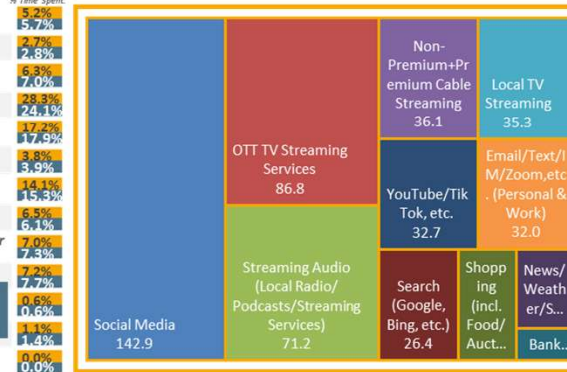
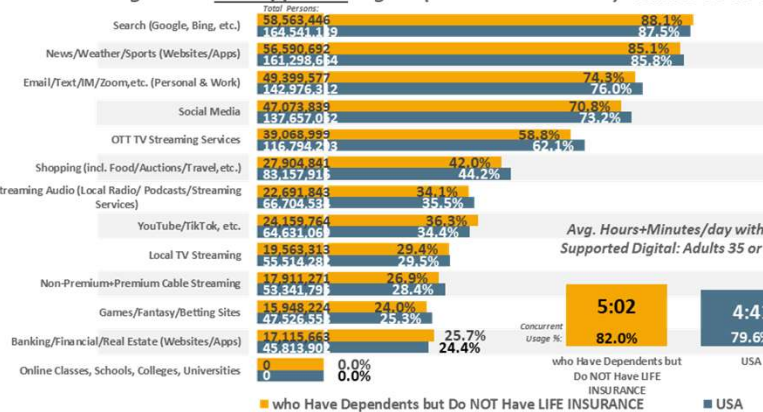
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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

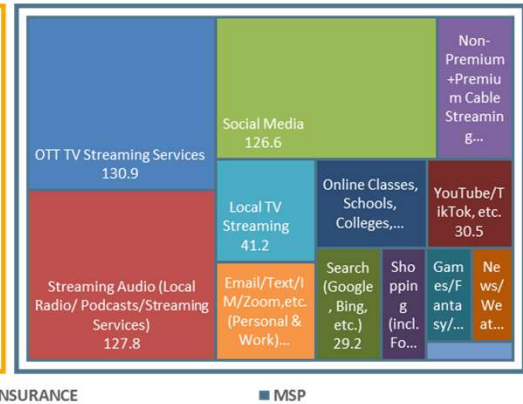
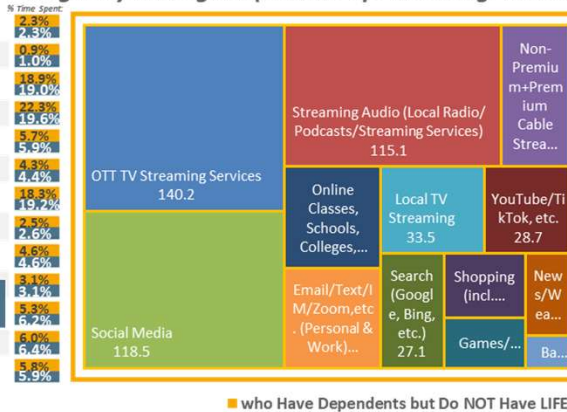
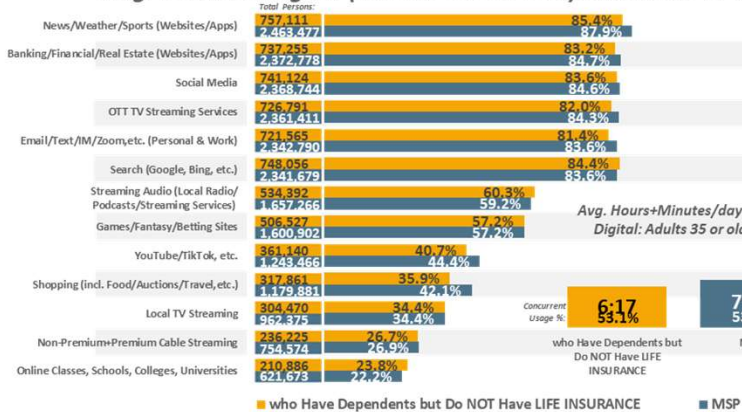




657,795 or 74.2% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 109.1 minutes every day representing 23.7% of all time spent daily with Ad-Supported Digital Media.

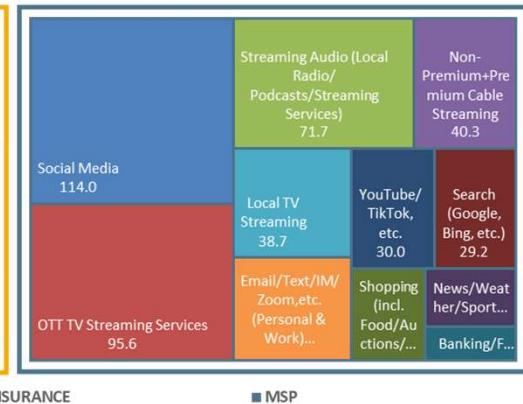
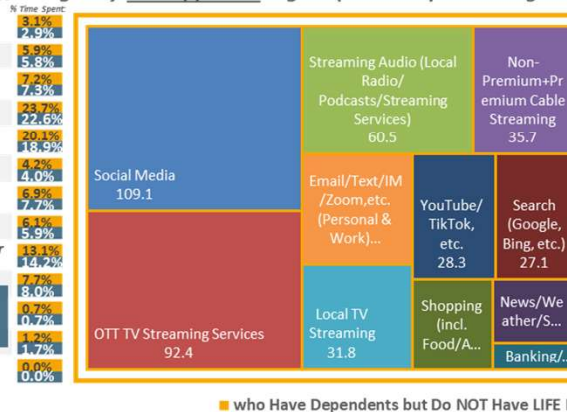
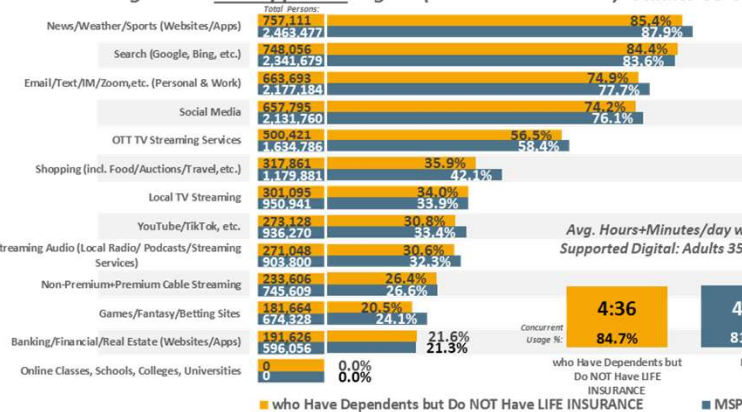
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



MSP DMA Scarborough R2 2025: Aug 24-Jul 25 Qual Intab 616  
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

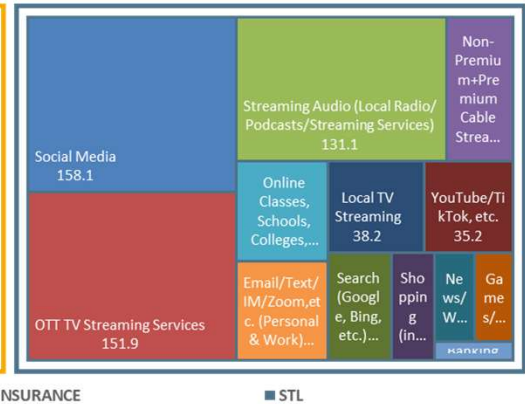
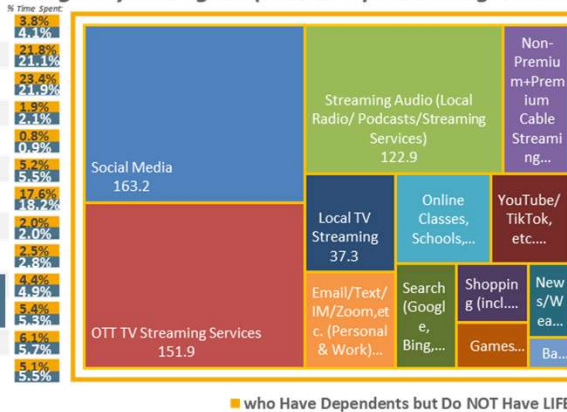
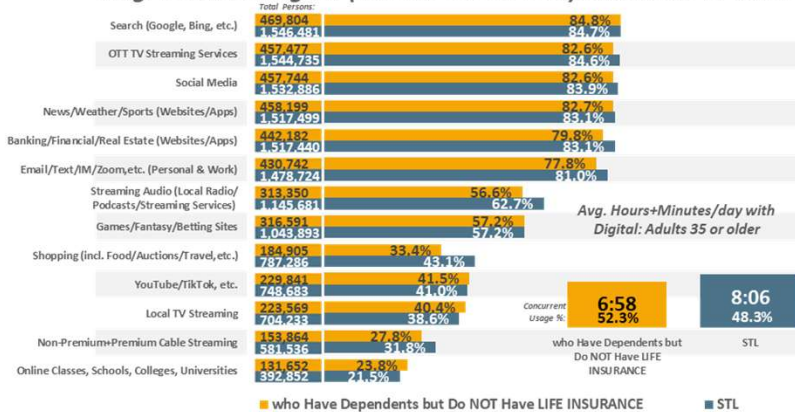




390,220 or 70.4% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 150.2 minutes every day representing 28.6% of all time spent daily with Ad-Supported Digital Media.

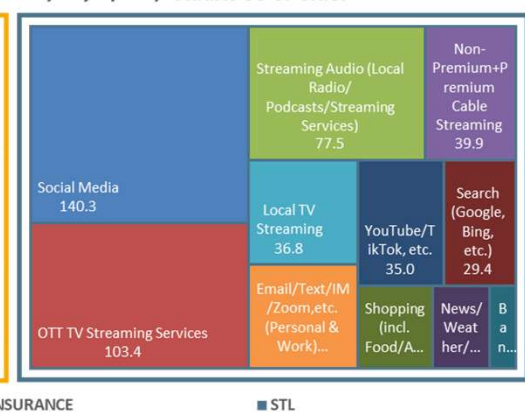
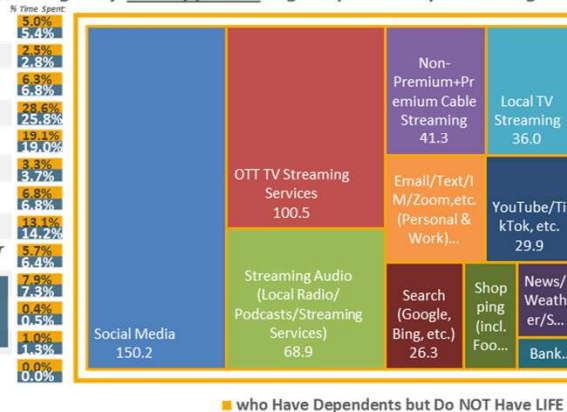
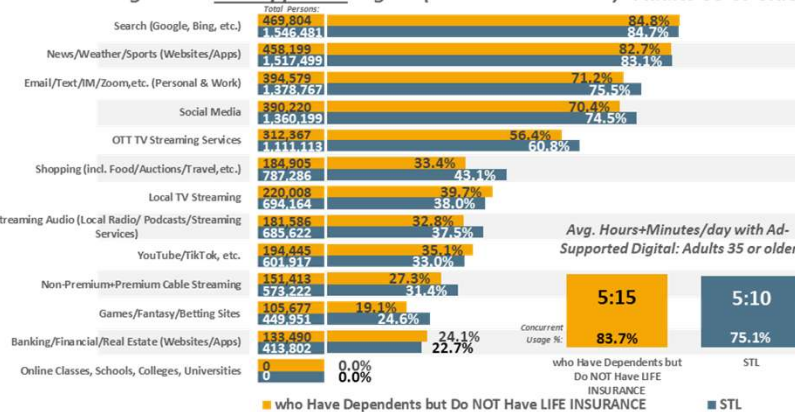
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



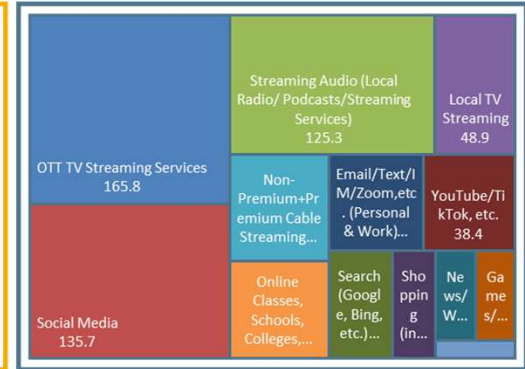
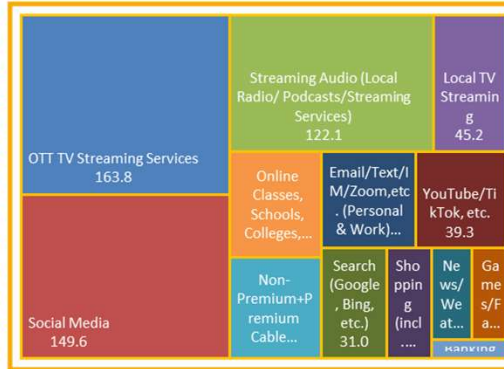
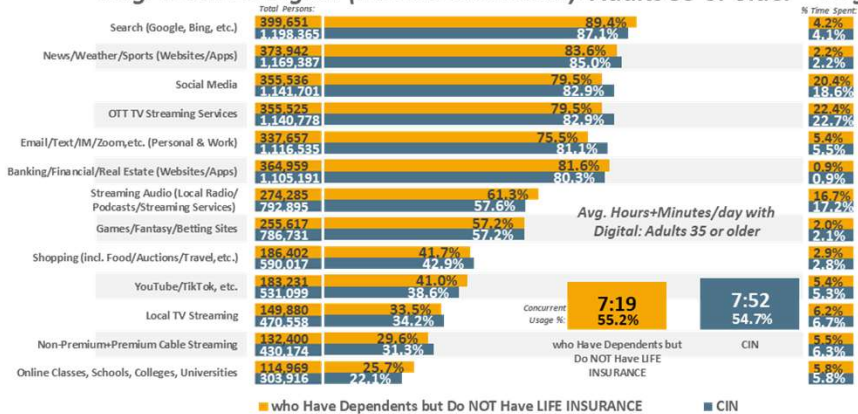




307,490 or 68.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 137.6 minutes every day representing 24.9% of all time spent daily with Ad-Supported Digital Media.

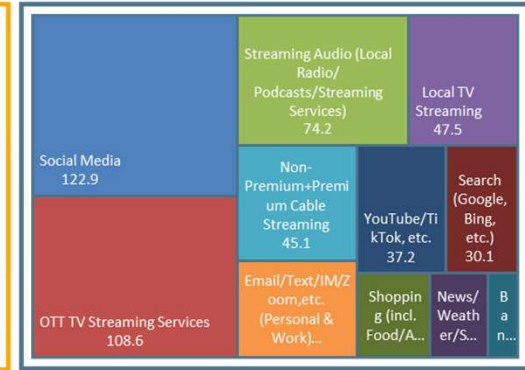
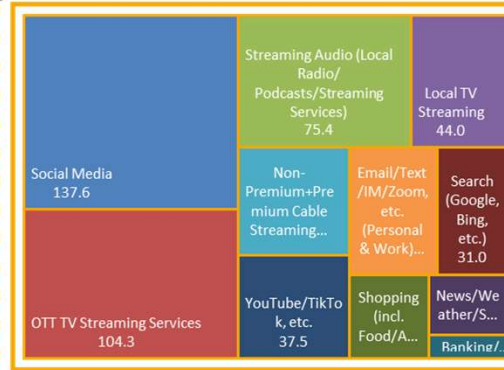
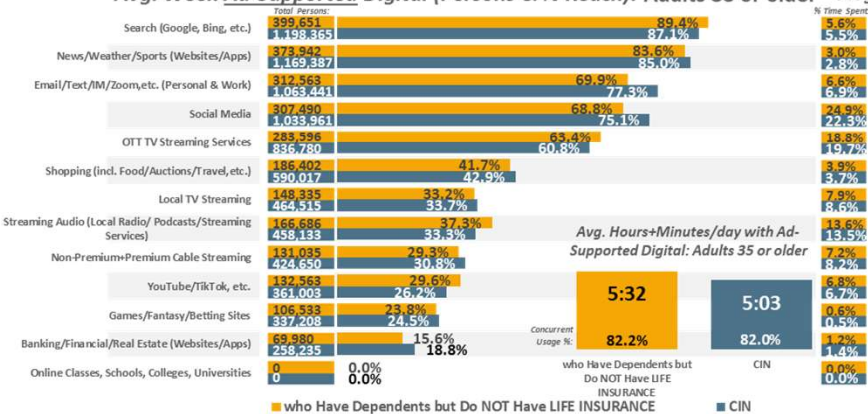
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 633  
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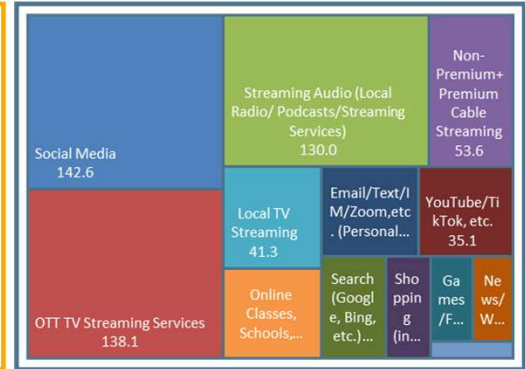
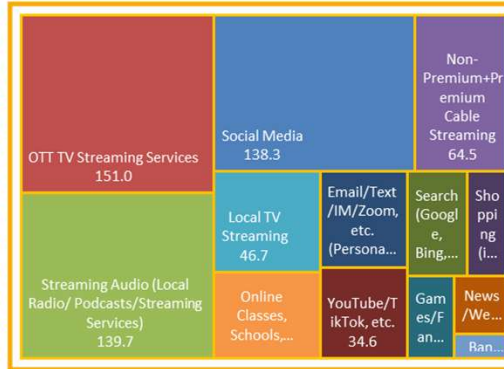
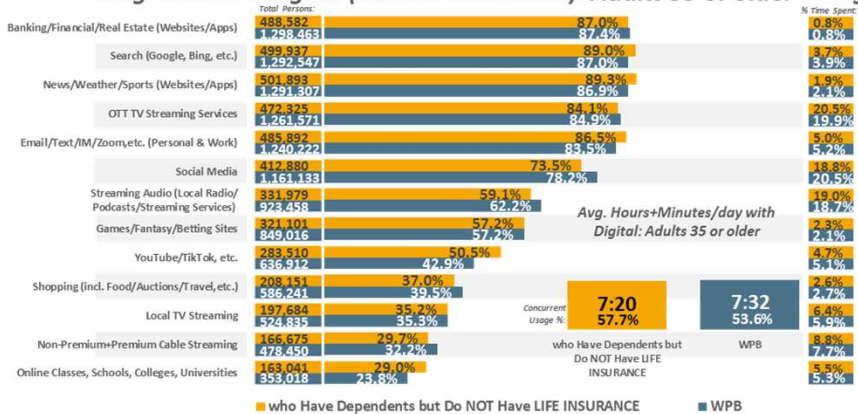
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



338,540 or 60.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 127.3 minutes every day representing 22.4% of all time spent daily with Ad-Supported Digital Media.

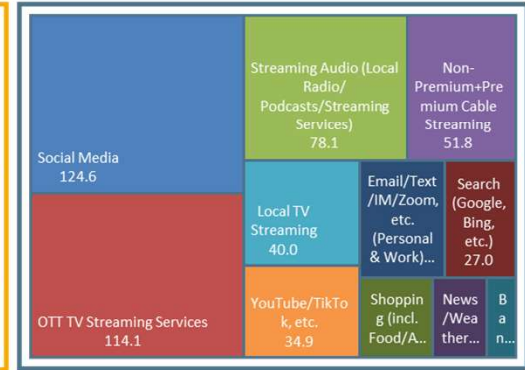
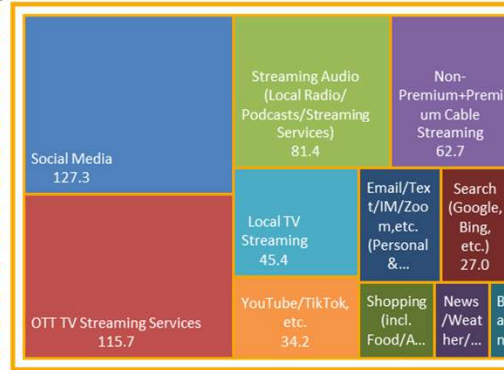
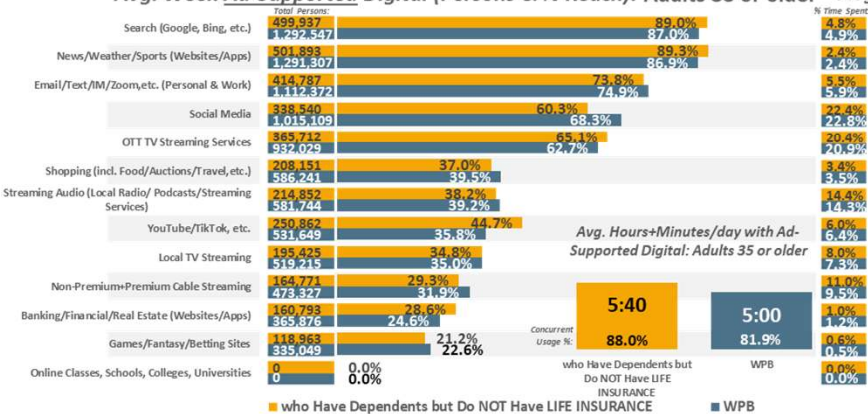
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 944  
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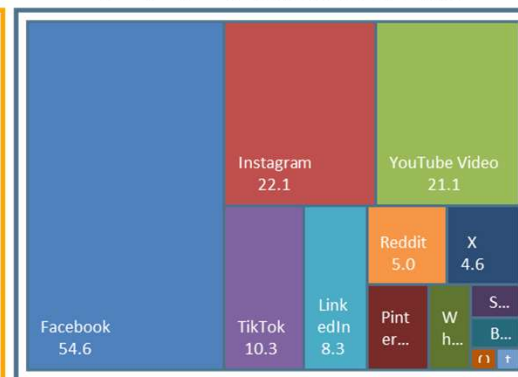
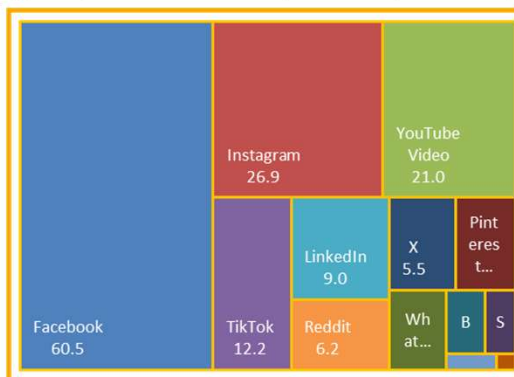
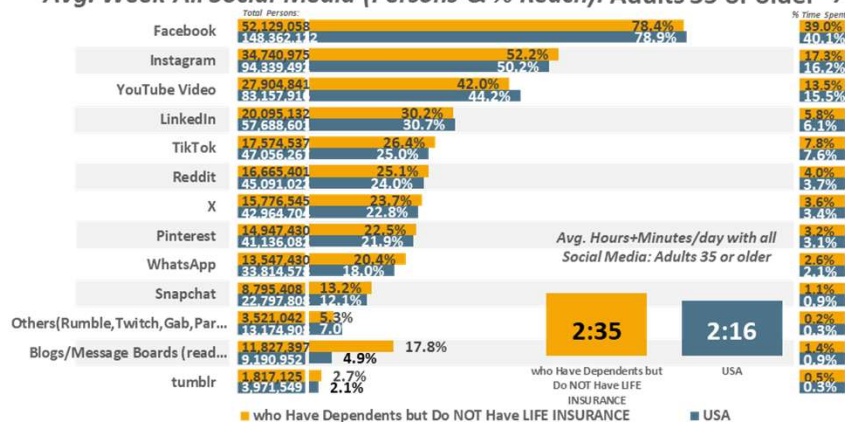
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



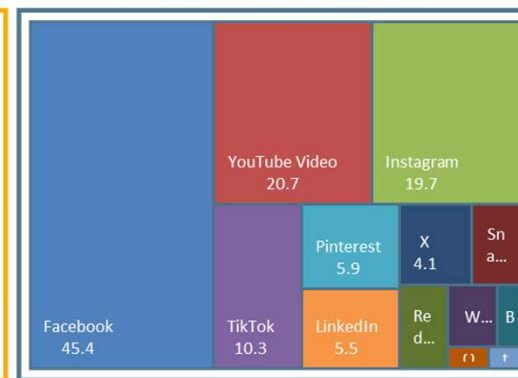
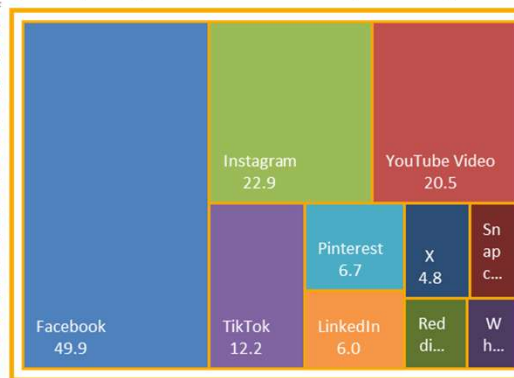
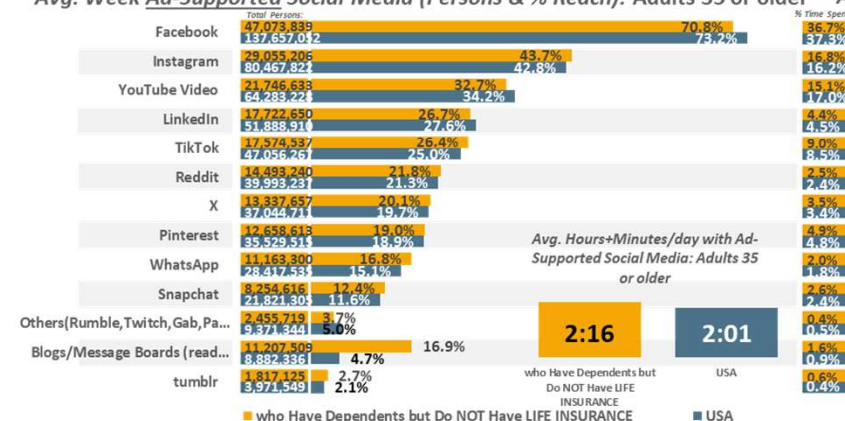


47,073,839 or 70.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 49.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

**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**



USA      USA Projection      Scarborough R2 2025: Sep24-Aug25      Qual Intab      8,096  
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USA Projection      Scarborough R2 2025: Sep24-Aug25      Qual Intab      25,507

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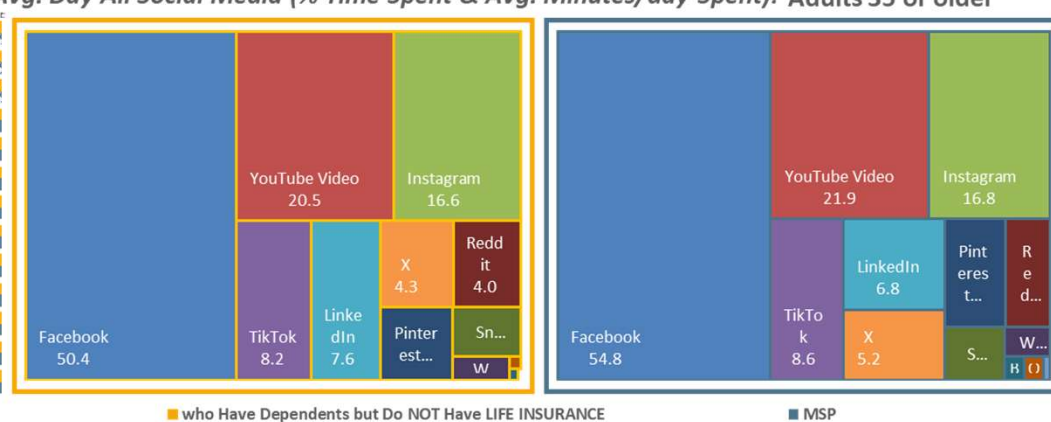
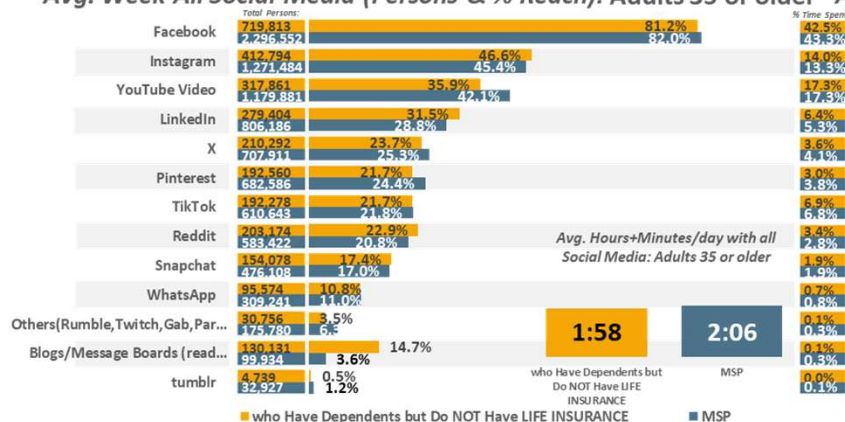
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



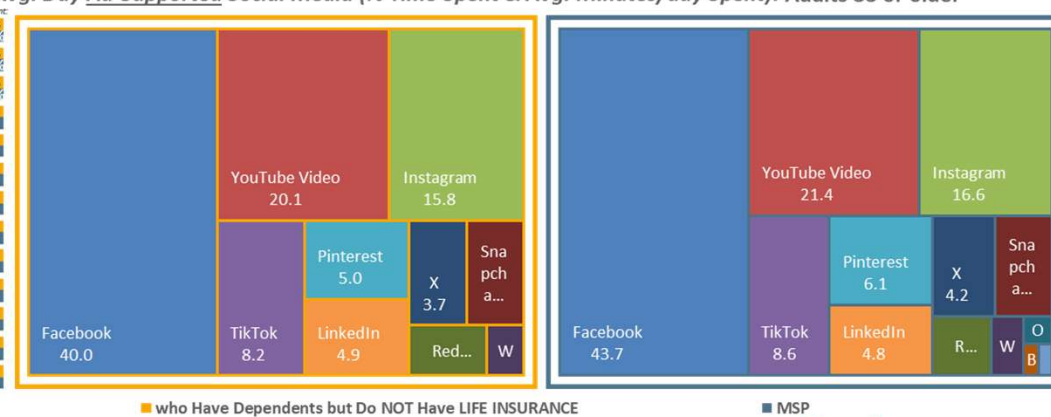
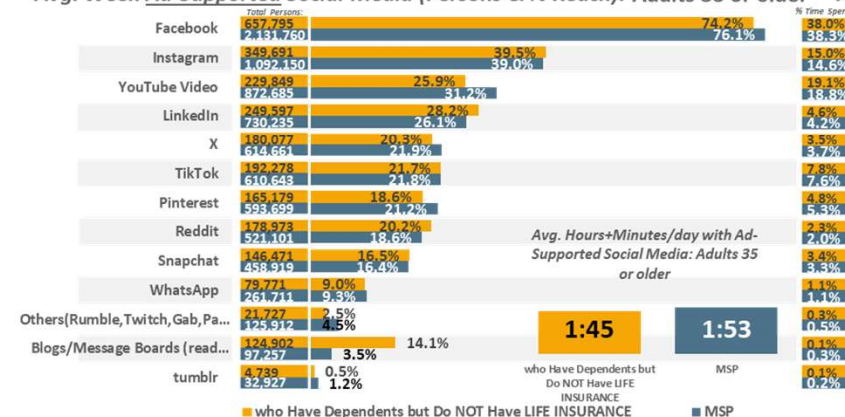


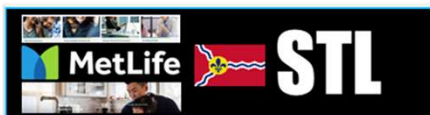
657,795 or 74.2% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 40. minutes every day representing 38.0% of all time spent daily with Ad-Supported Social Media.

**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**



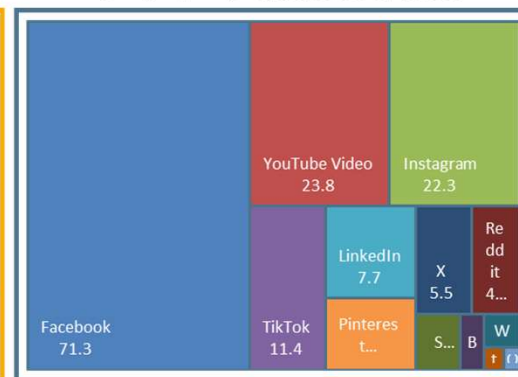
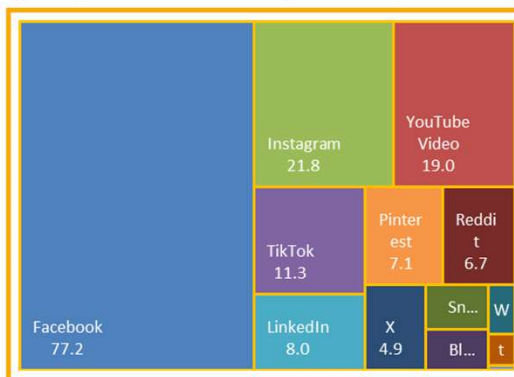
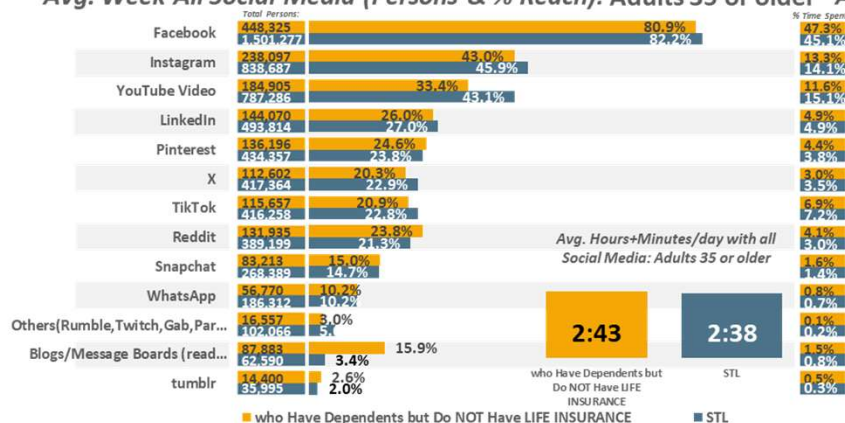
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



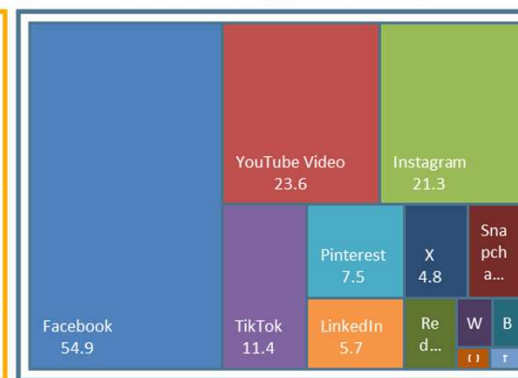
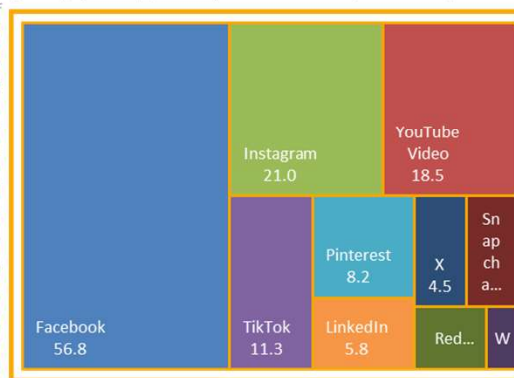
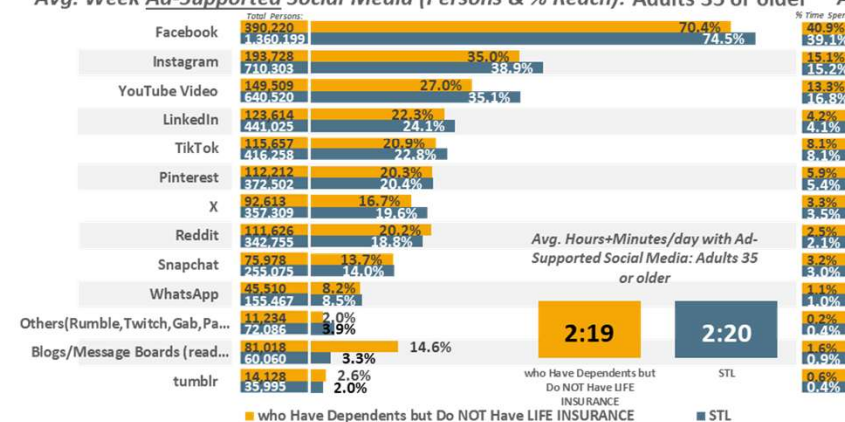


390,220 or 70.4% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 56.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

**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**



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 613  
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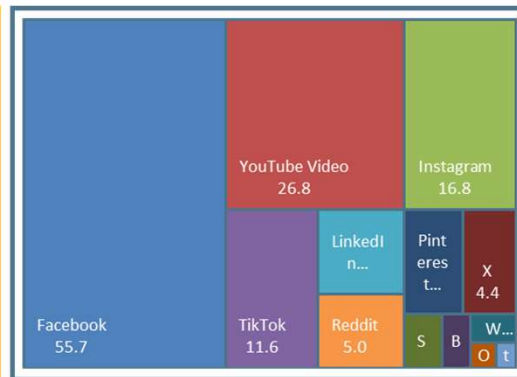
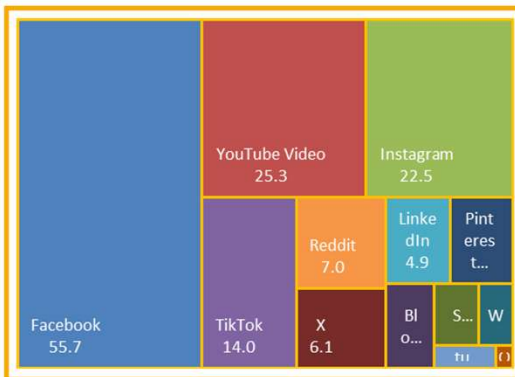
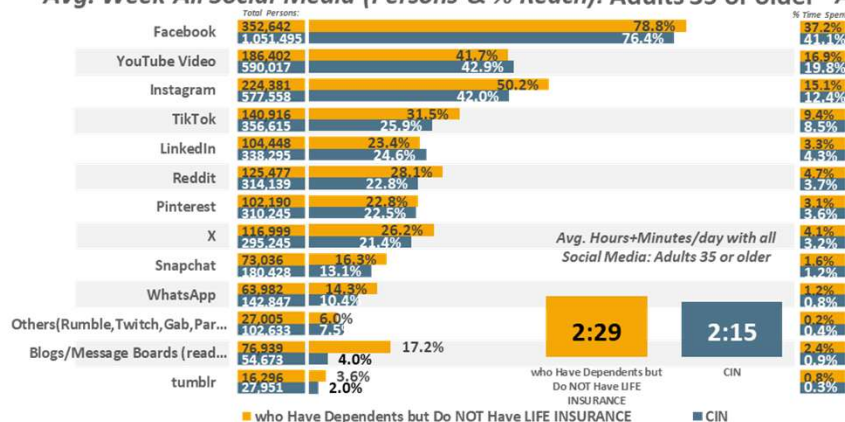
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

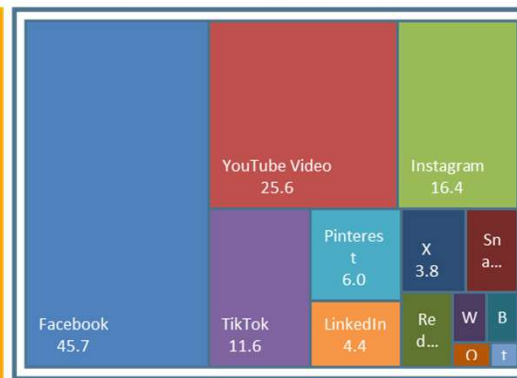
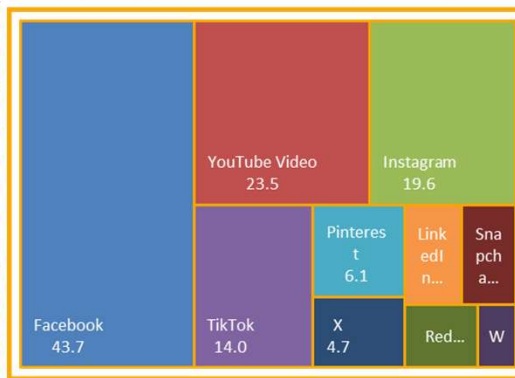
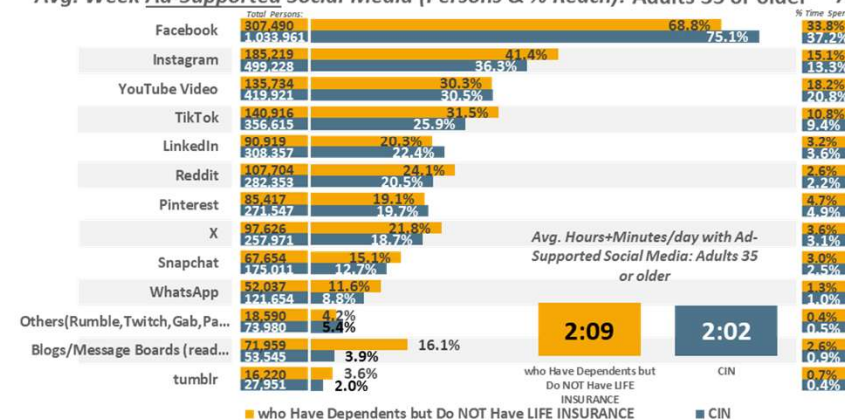


307,490 or 68.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 43.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

**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**



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 633  
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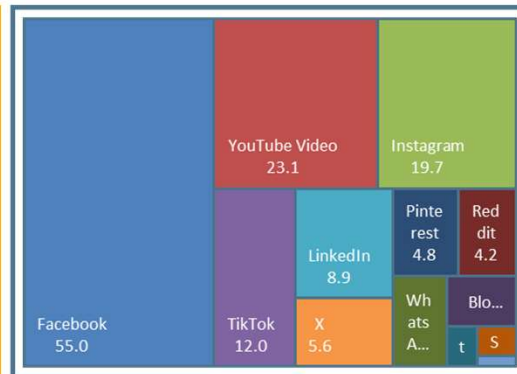
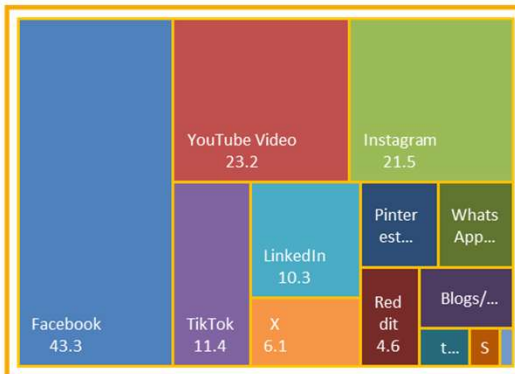
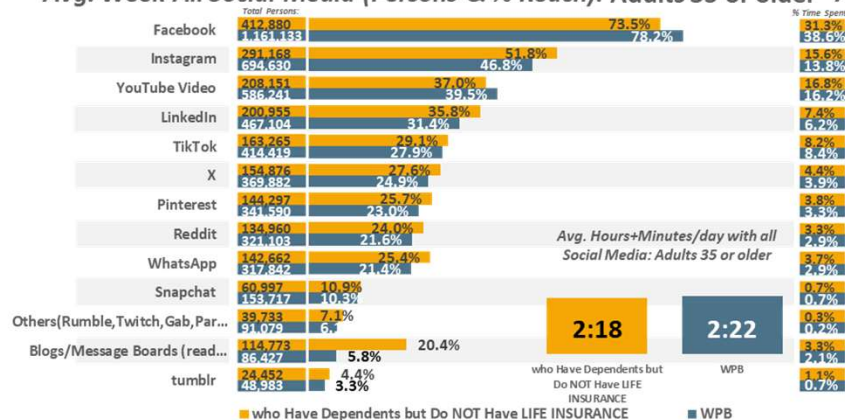
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



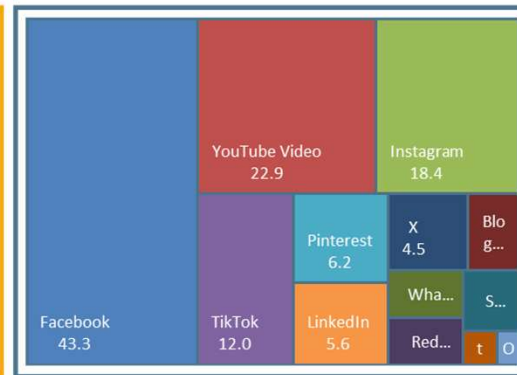
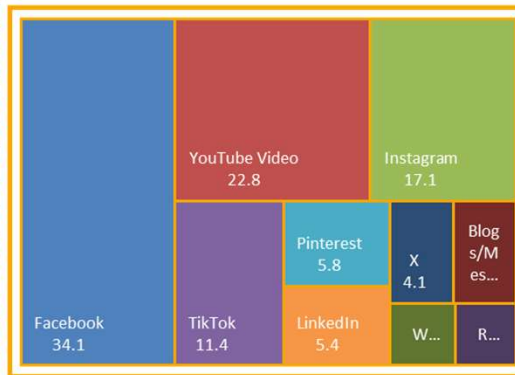
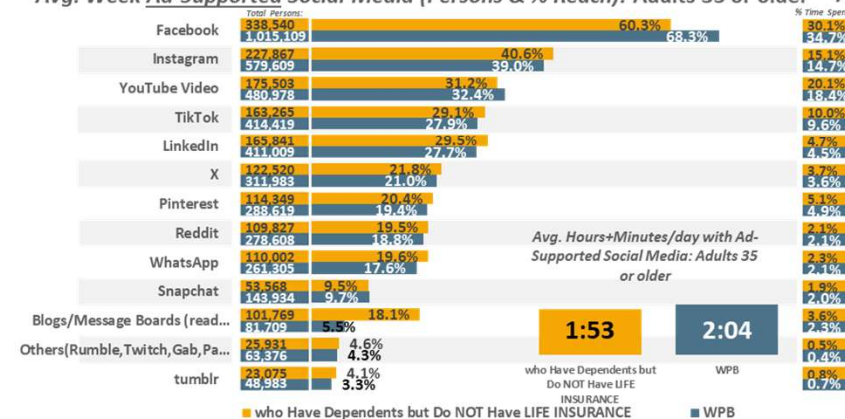


338,540 or 60.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 34.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

**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**



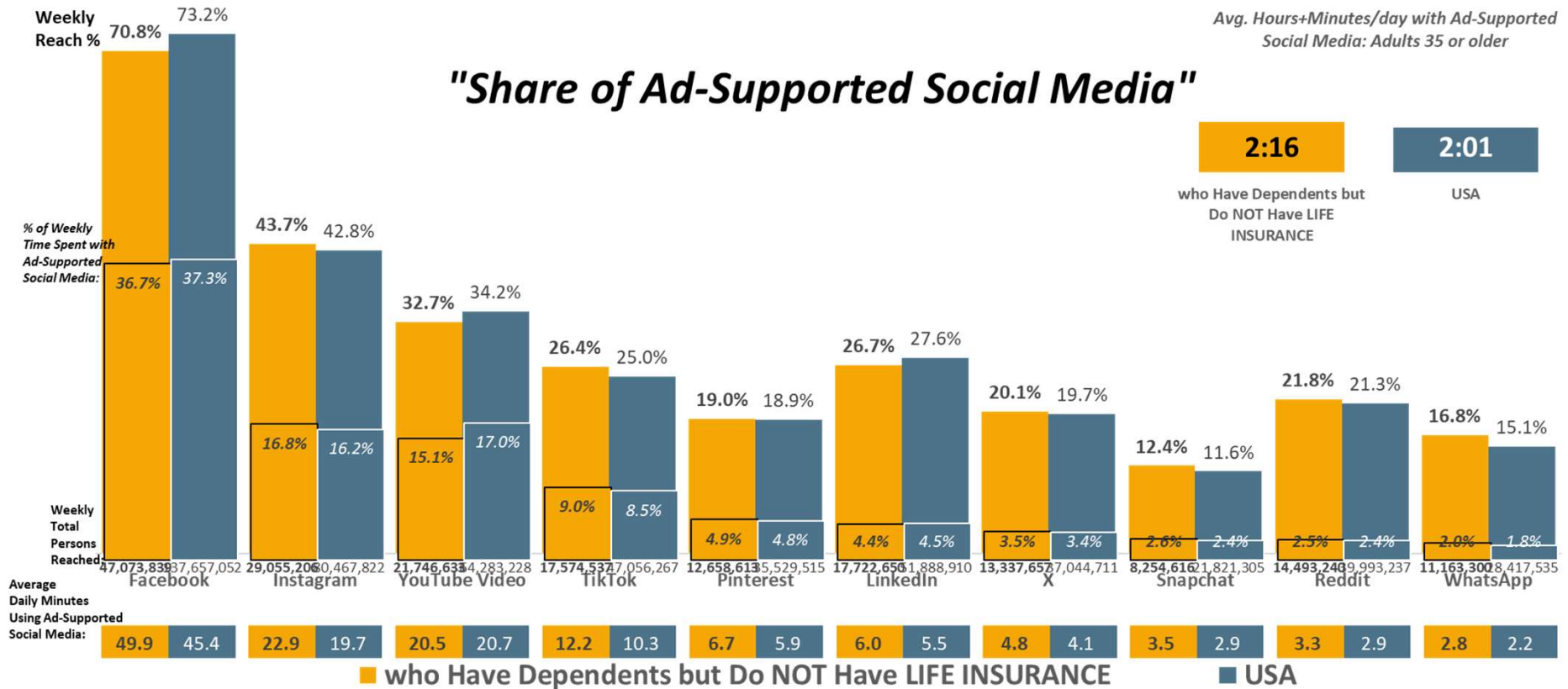
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





47,073,839 or 70.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 49.9 minutes every day representing 36.7% 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      8,096  
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USA Projection      Scarborough R2 2025: Sep24-Aug25      Qual Intab      25,507

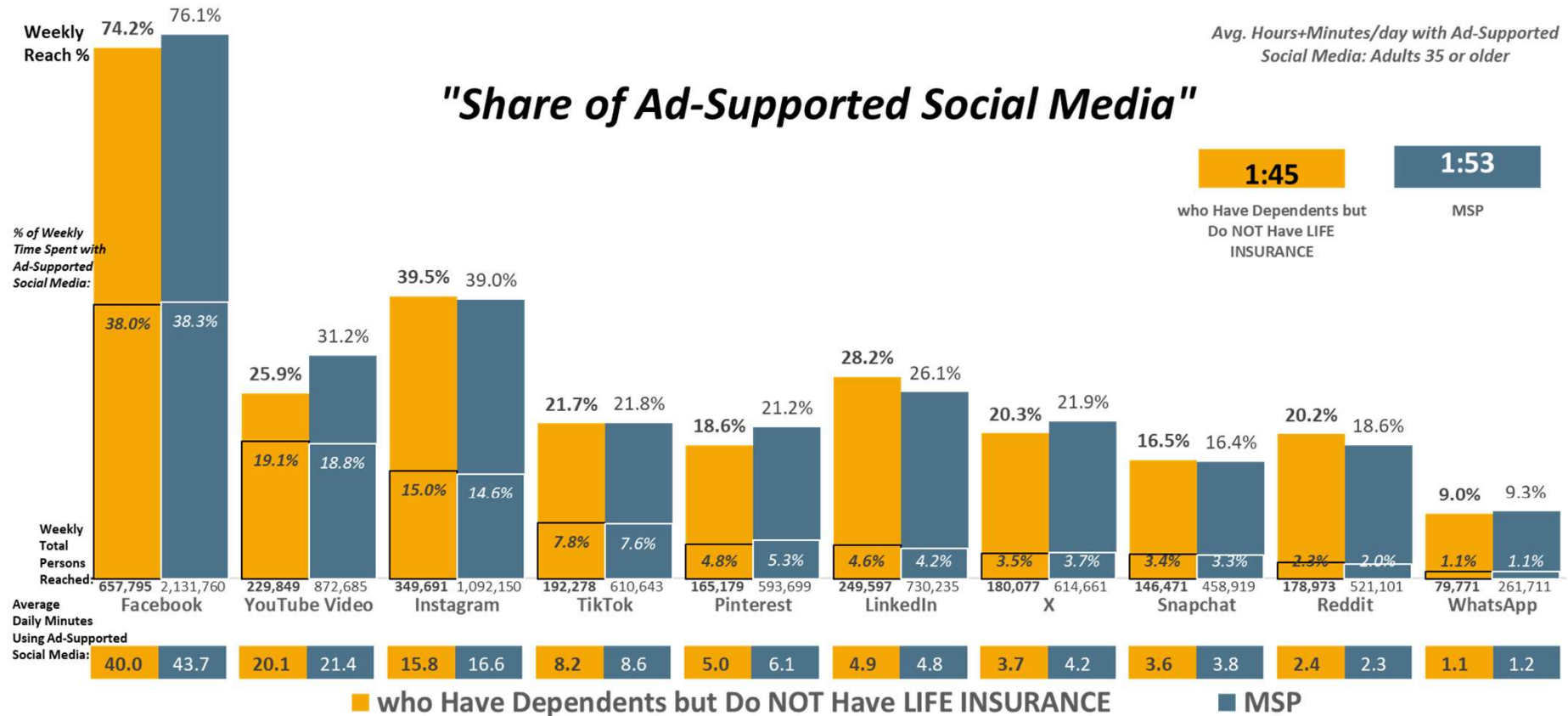
**soefa.ai** Share of Everything for Anything®

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



657,795 or 74.2% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 40. minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 616 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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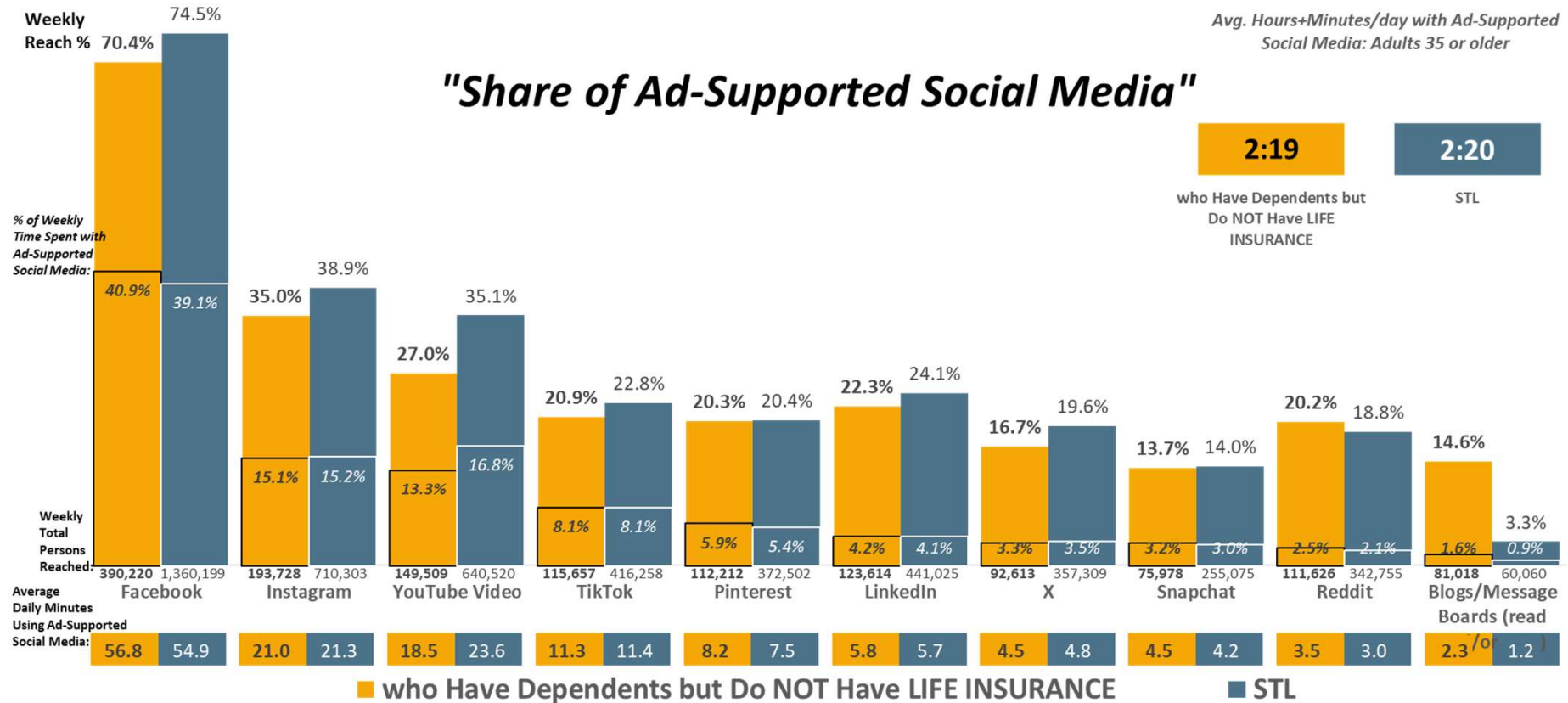
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance





390,220 or 70.4% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 56.8 minutes every day representing 40.9% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 613  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

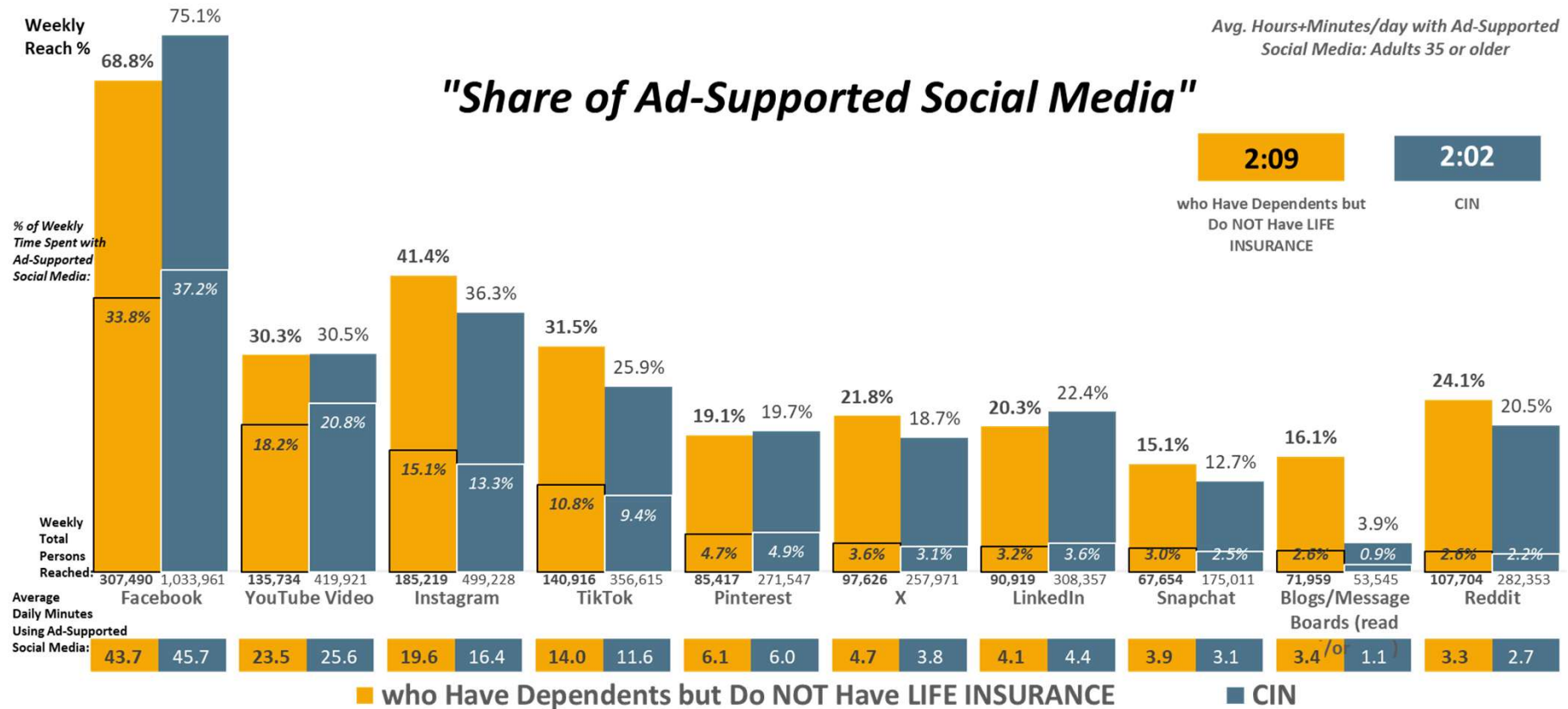
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



307,490 or 68.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 43.7 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

## "Share of Ad-Supported Social Media"



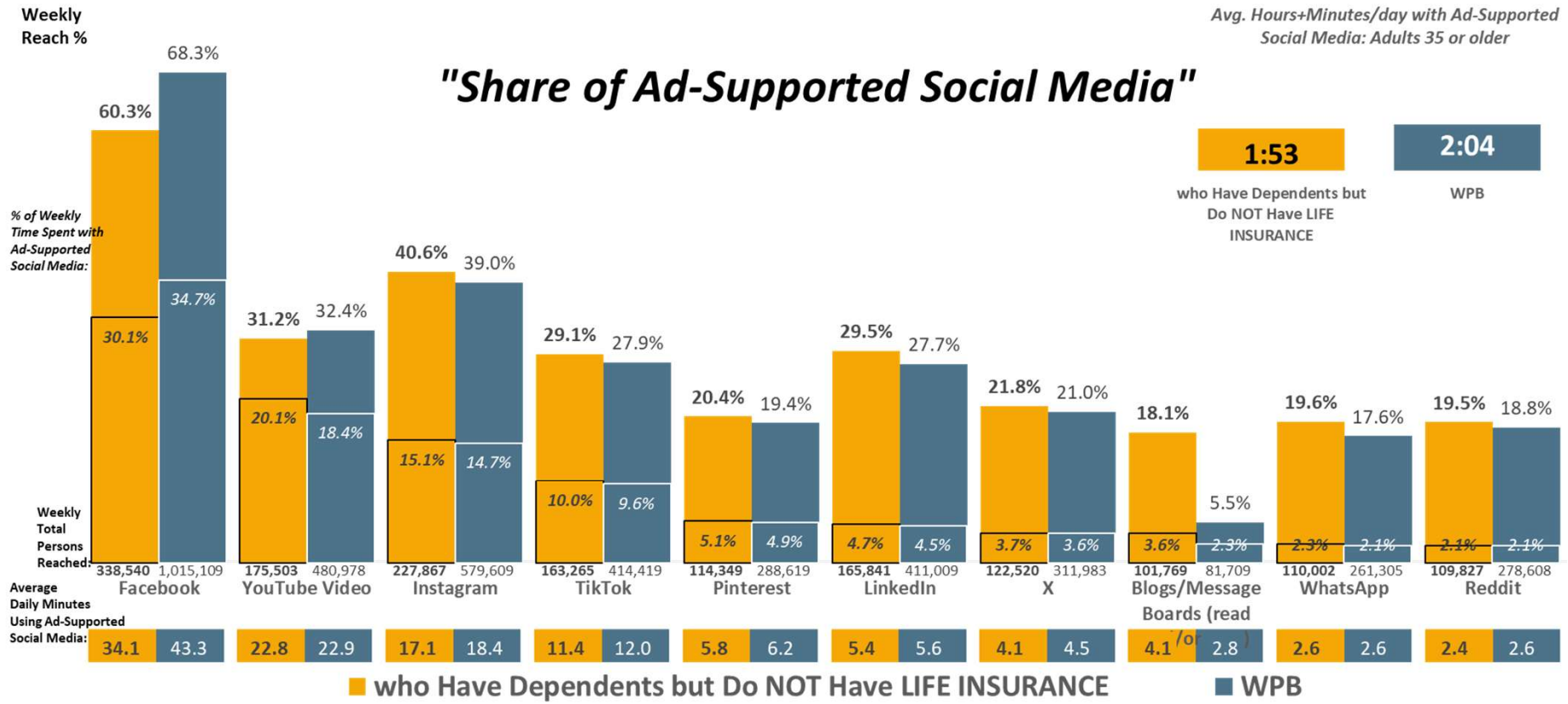
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 633 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



338,540 or 60.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 34.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

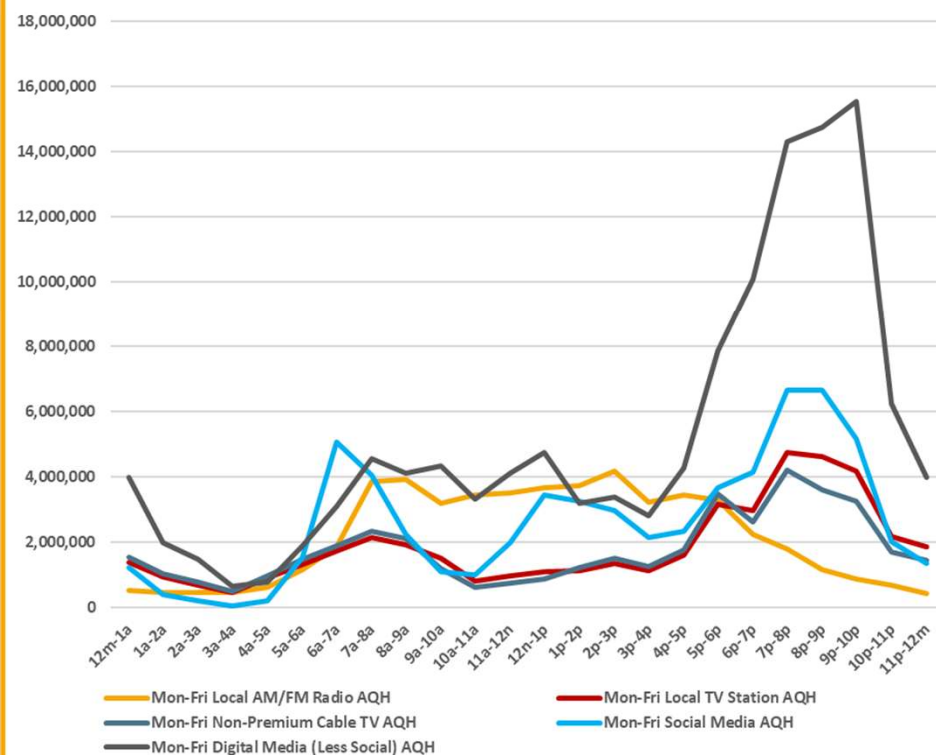




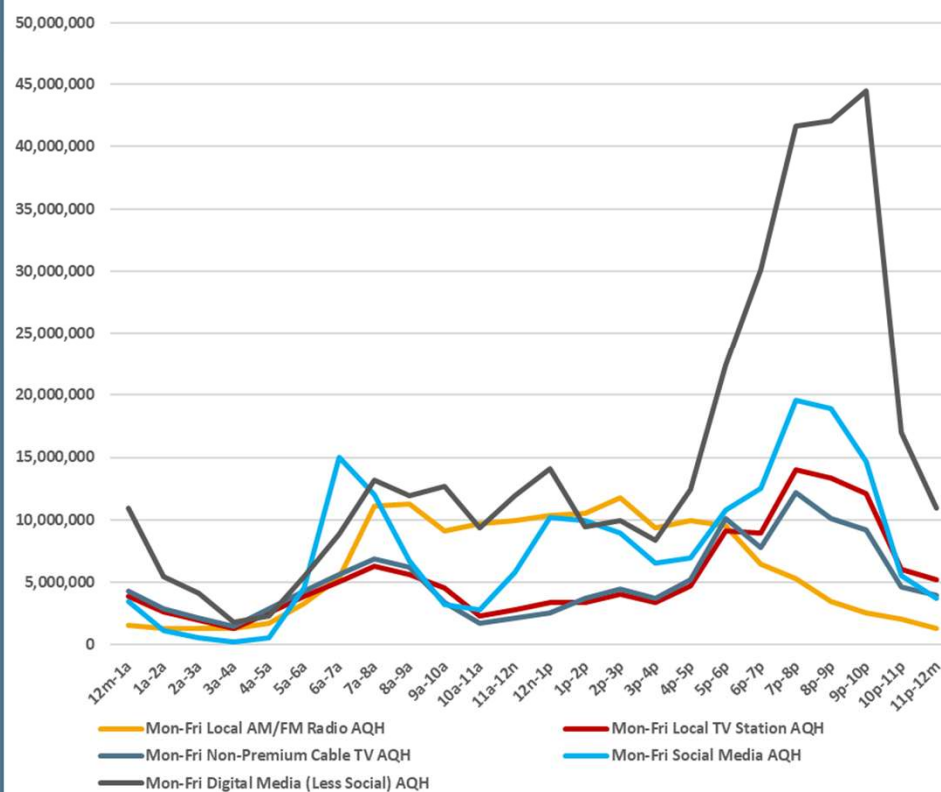


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,616,115;  
Local Radio: 3,363,330; Social Media: 2,885,648; Non-Prem. Cable: 1,671,594; Local TV:  
1,666,098 reaching Adults 35 or older who Have Dependents but Do NOT Hav

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older who Have Dependents but Do NOT Have  
LIFE INSURANCE*



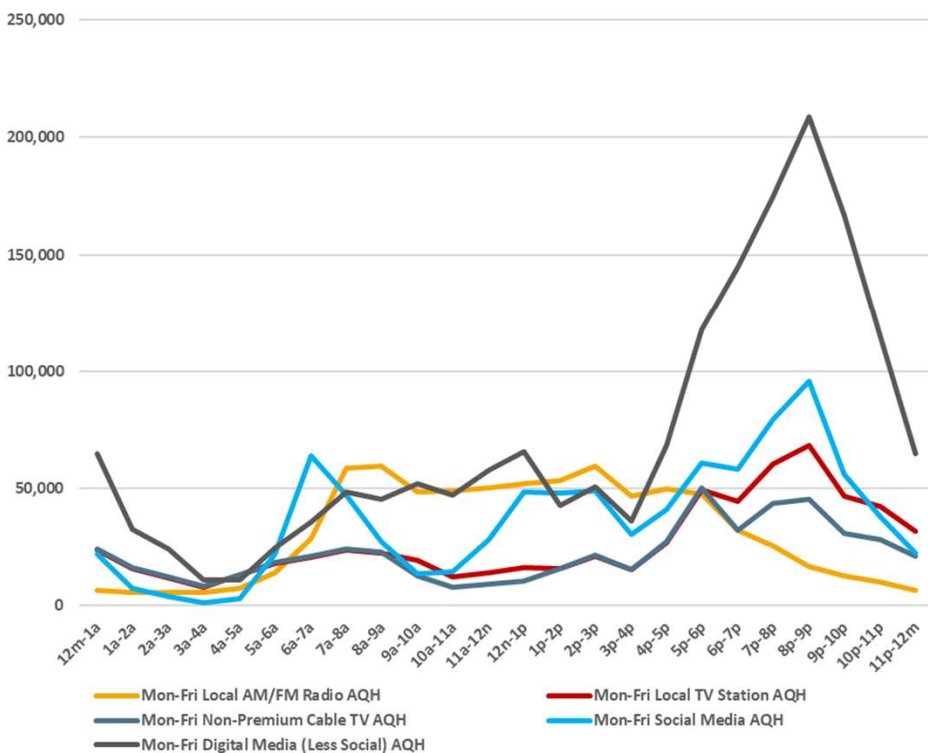
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Adults 35 or older*



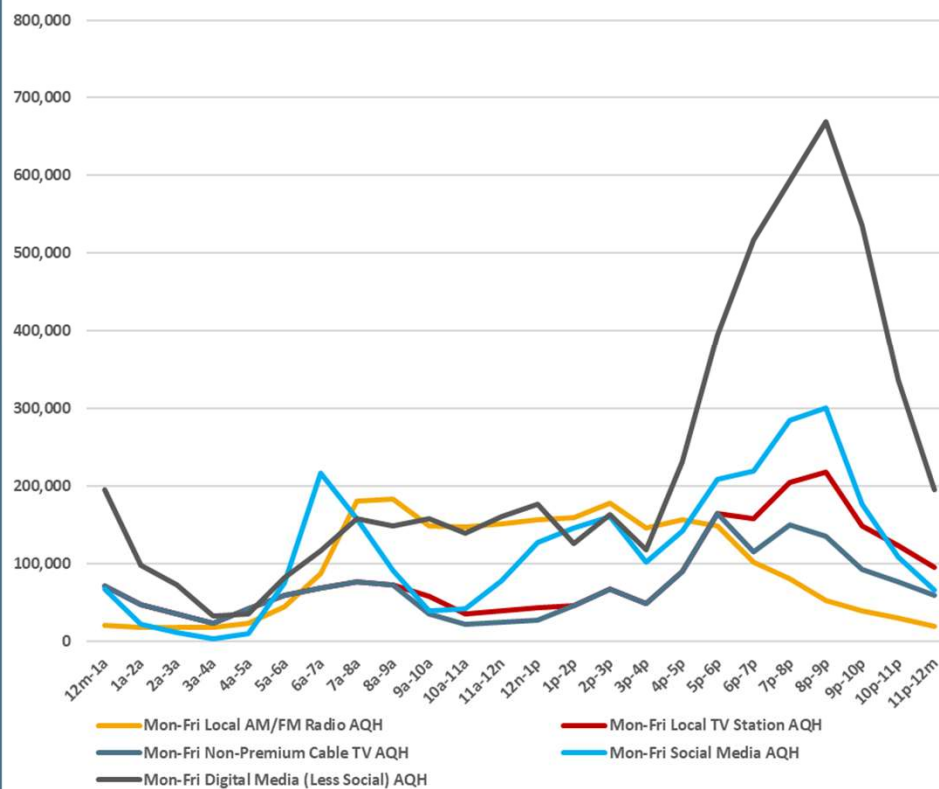


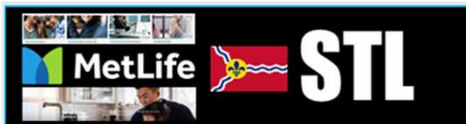
M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 62,499;  
Local Radio: 48,862; Social Media: 40,821; Local TV: 23,153; Non-Prem. Cable: 20,896  
reaching Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANC

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older who Have Dependents but Do NOT Have  
LIFE INSURANCE*



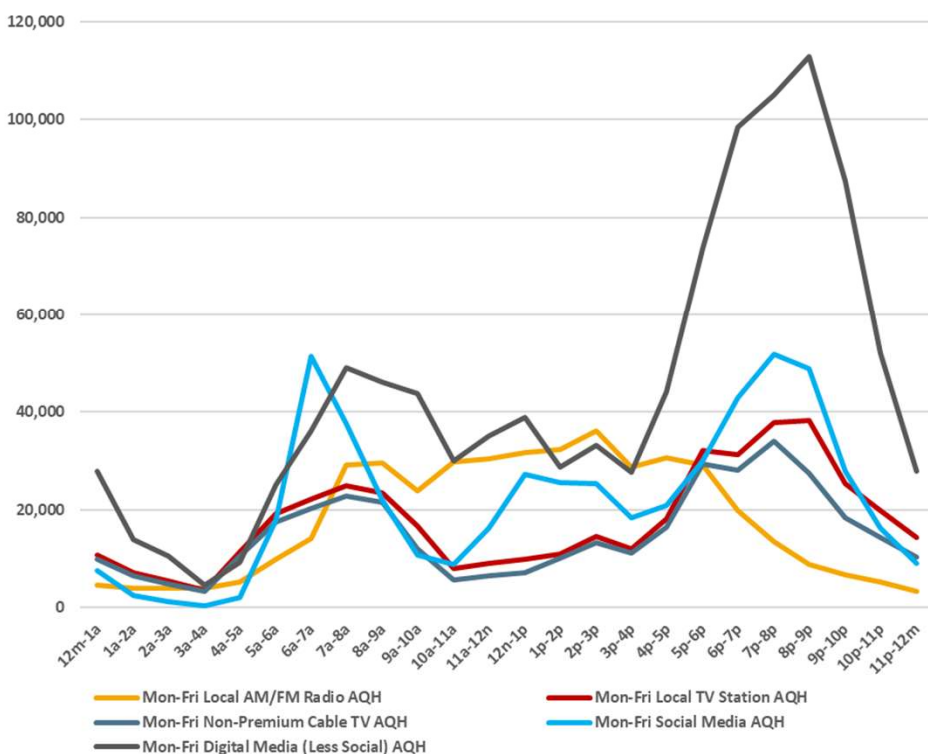
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 35 or older*



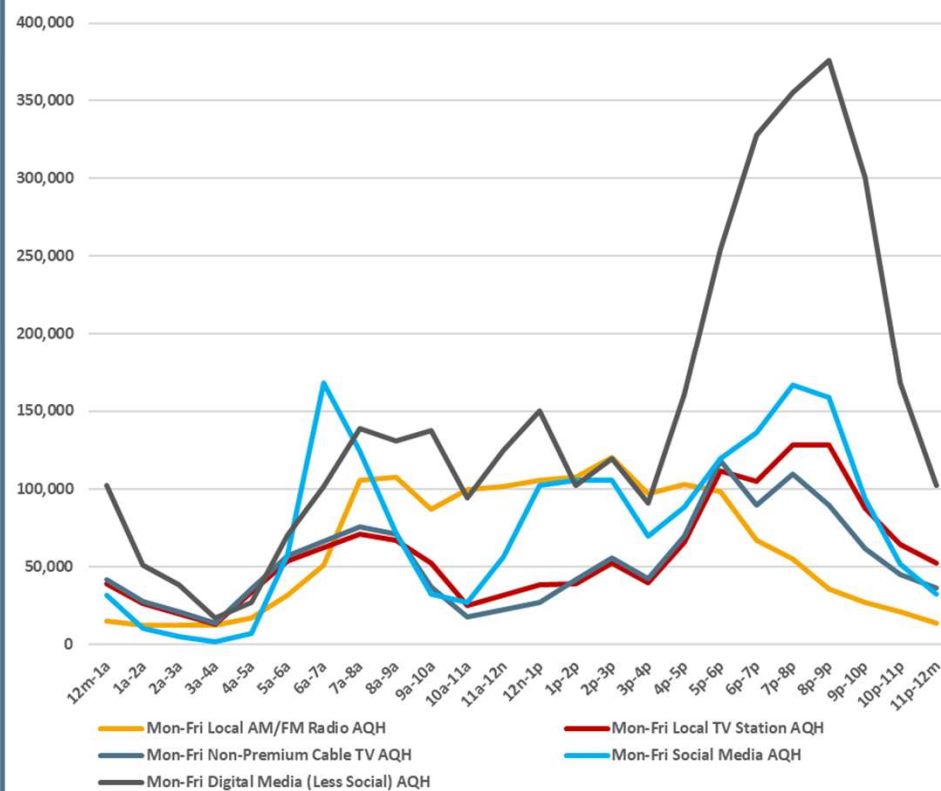


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 45,054;  
Local Radio: 28,137; Social Media: 25,942; Local TV: 17,972; Non-Prem. Cable: 15,738  
reaching Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANC

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older who Have Dependents but Do NOT Have  
LIFE INSURANCE*



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

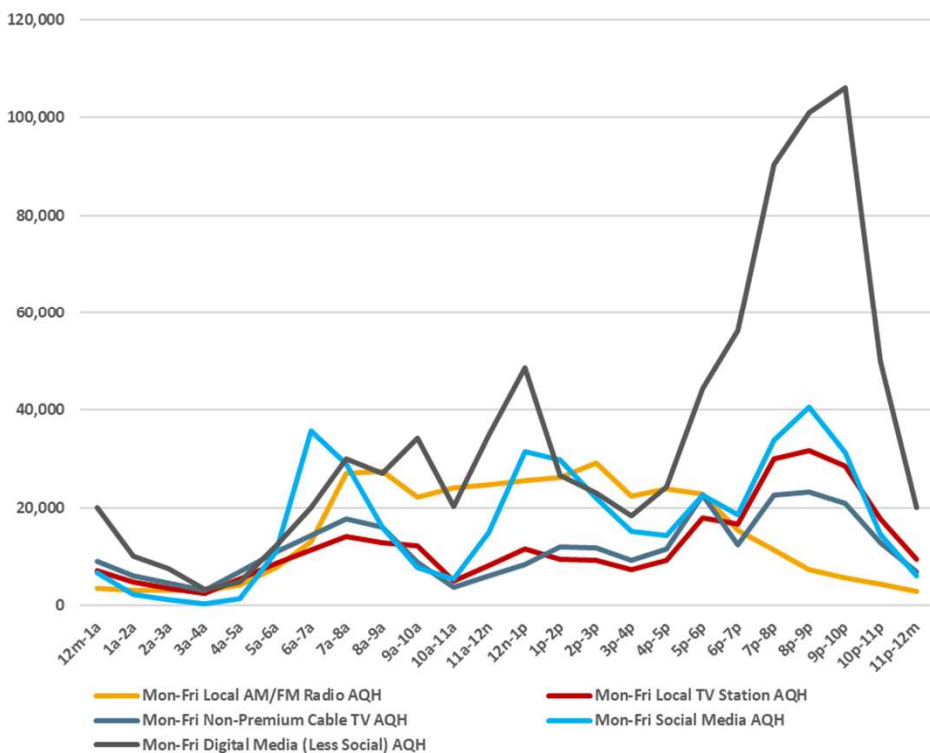




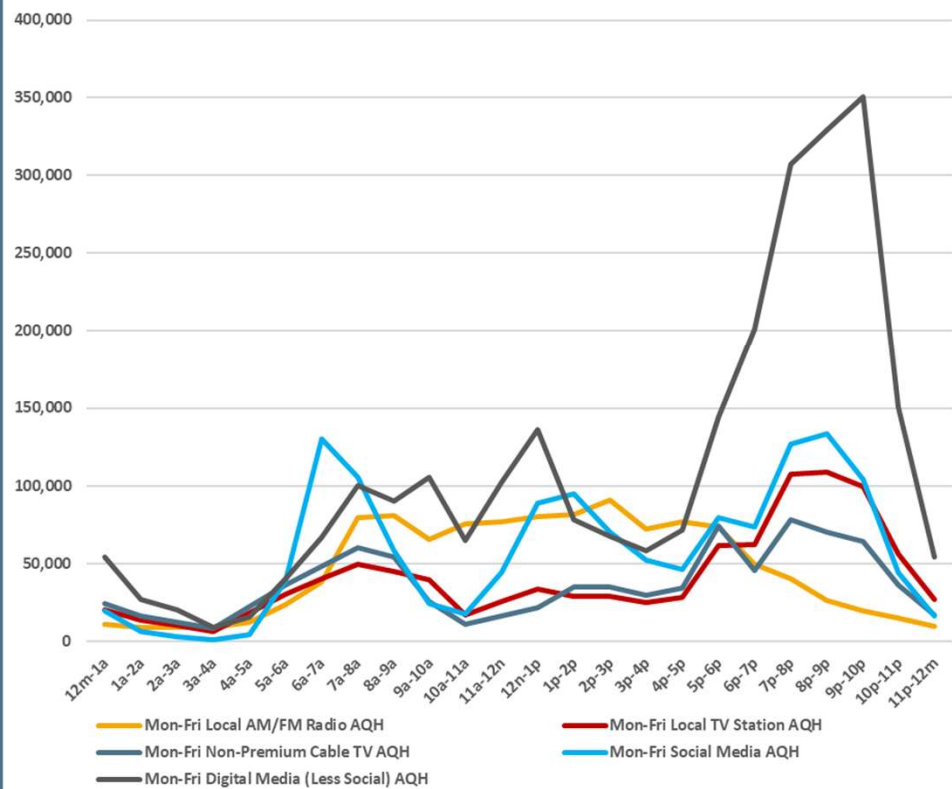


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,395;  
Local Radio: 23,380; Social Media: 20,229; Non-Prem. Cable: 11,913; Local TV: 11,160  
reaching Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older who Have Dependents but Do NOT Have  
LIFE INSURANCE**



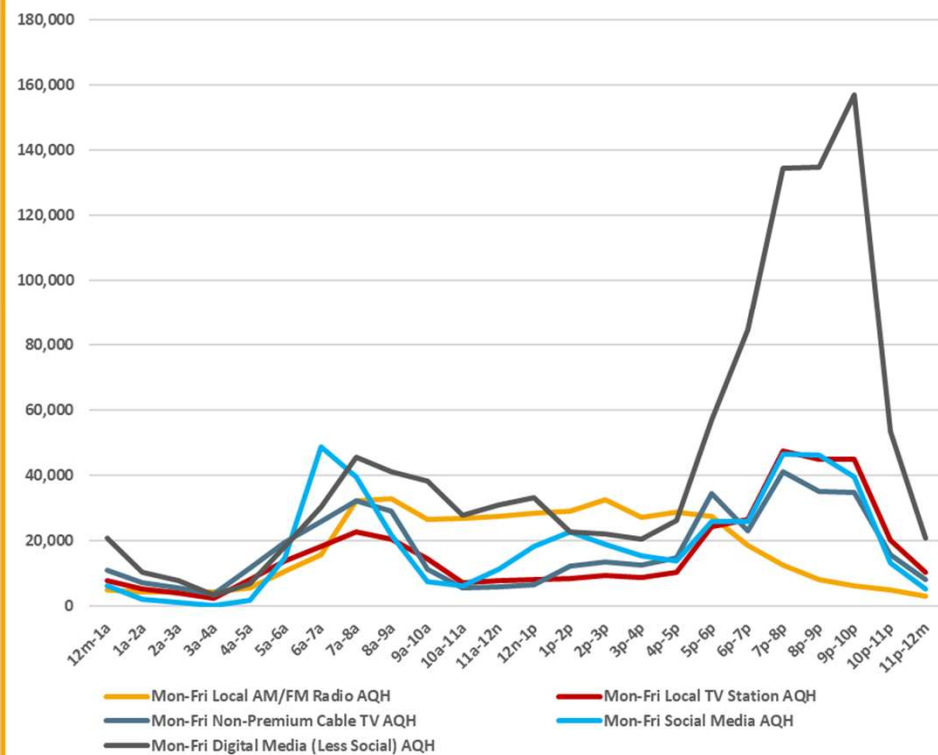
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CIN Metro Area Adults 35 or older**



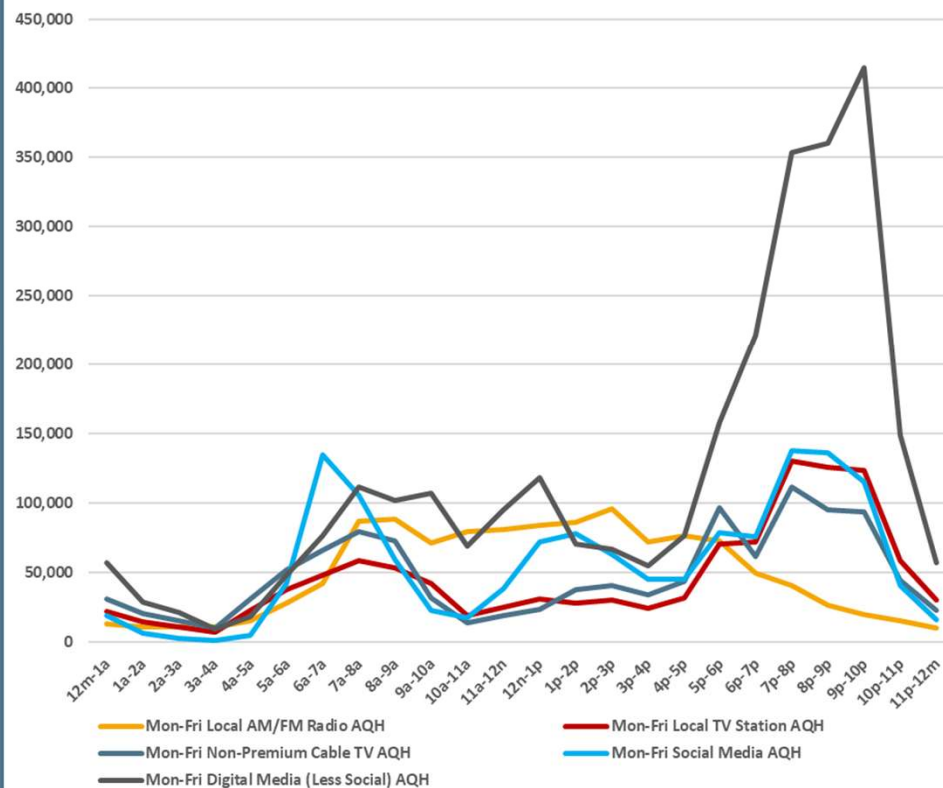


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,947;  
Local Radio: 27,265; Social Media: 21,277; Non-Prem. Cable: 17,459; Local TV: 14,466  
reaching Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANC

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
Adults 35 or older who Have Dependents but Do NOT Have  
LIFE INSURANCE**



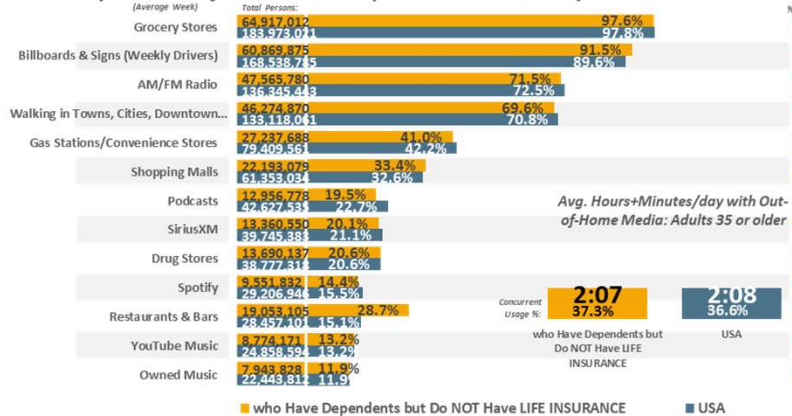
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WPB Metro Area Adults 35 or older**



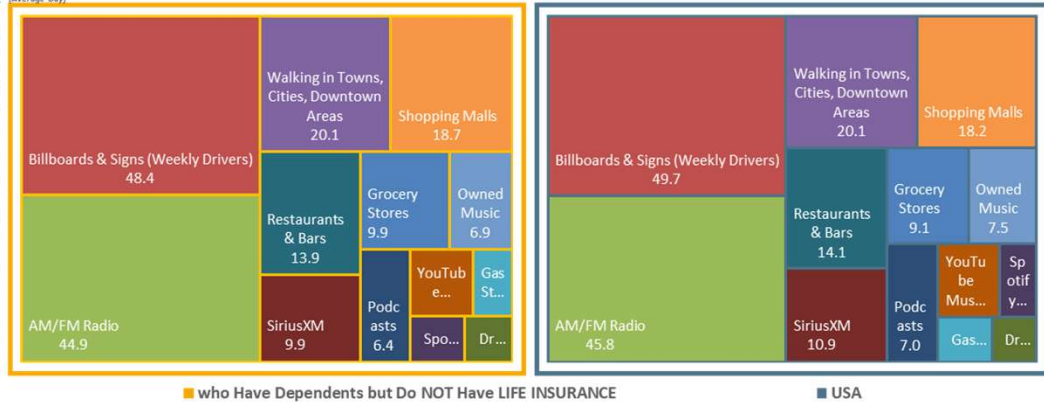


60,869,875 or 91.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 48.4 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

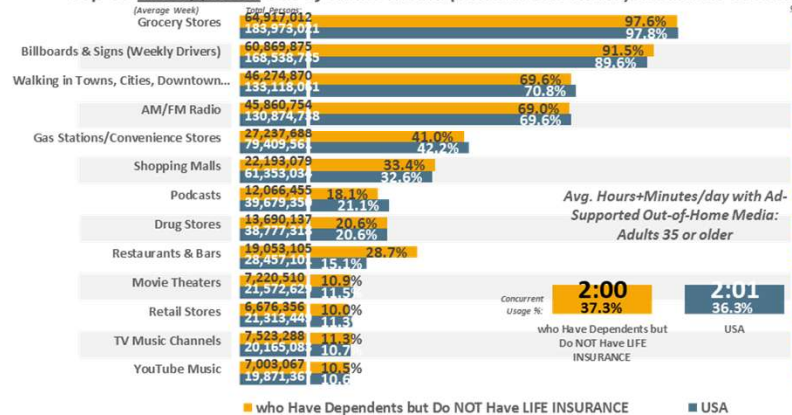
### Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



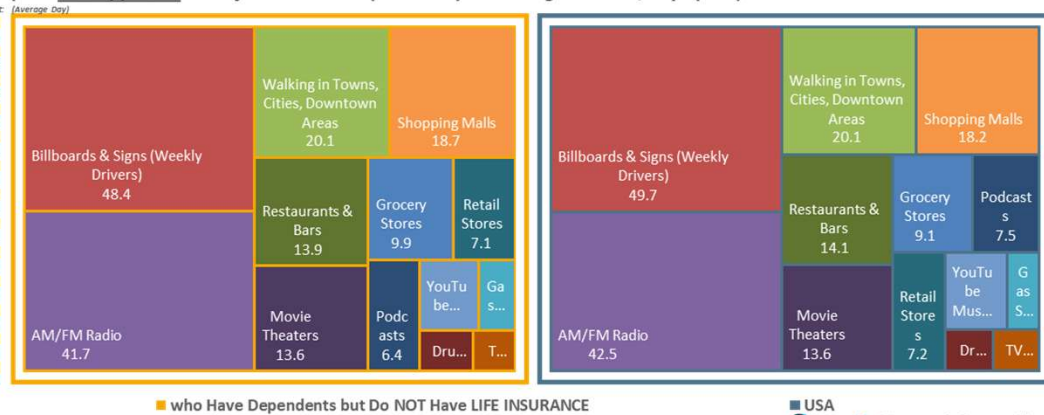
### Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



### 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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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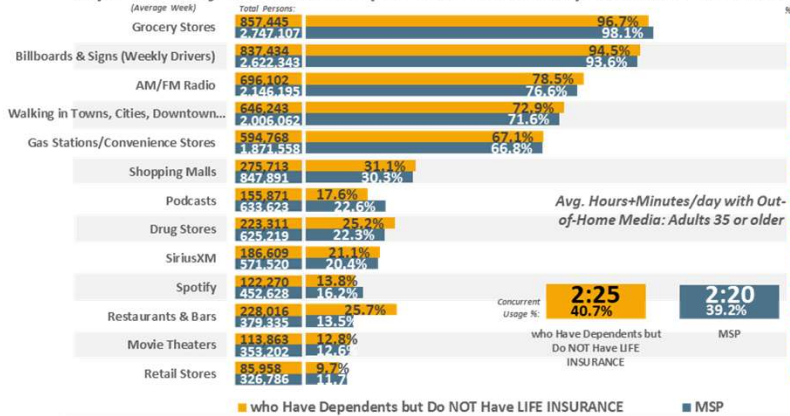
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



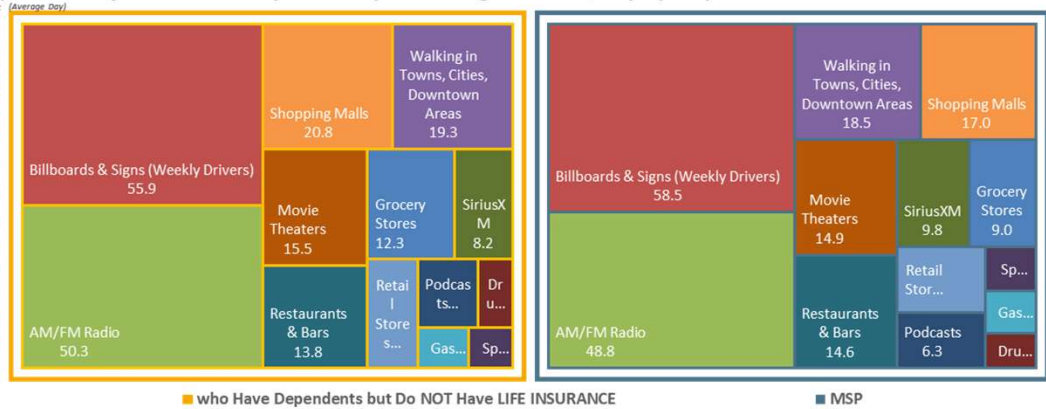


837,434 or 94.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 55.9 minutes per day driving, seeing Billboards and Signs. 74.1% Listen to Local Radio Stations Out-of-Home for an average of 45.1 minutes/day.

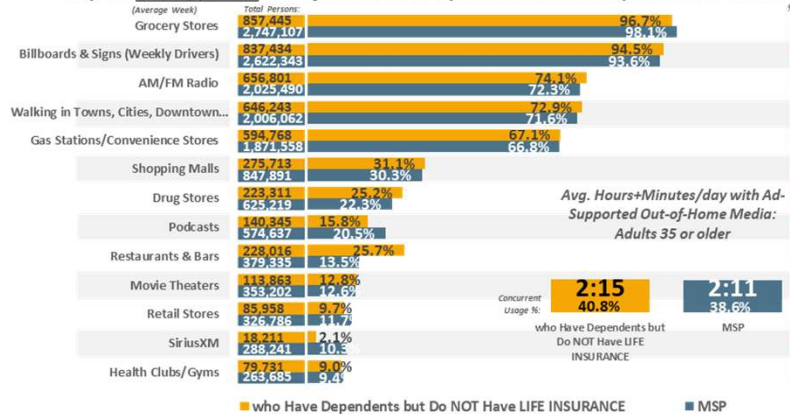
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



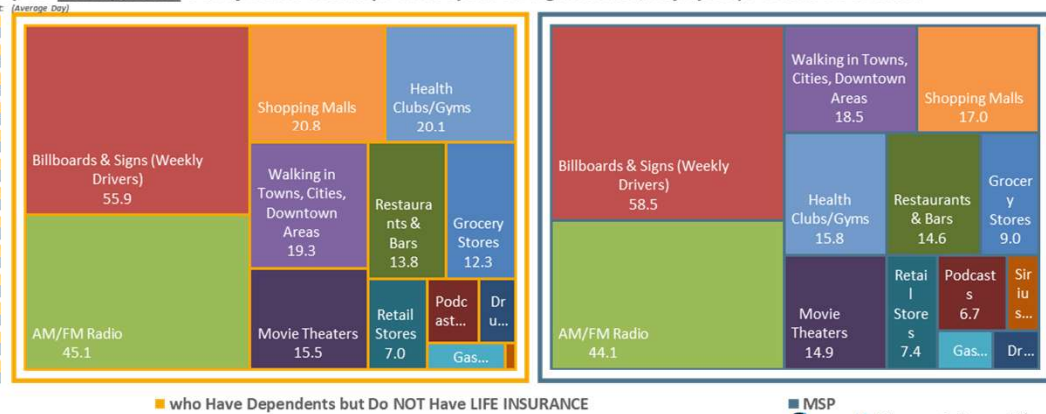
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 616  
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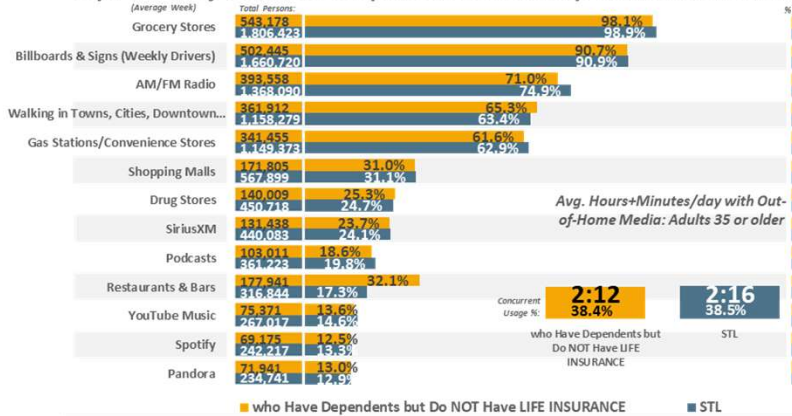
soeafa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

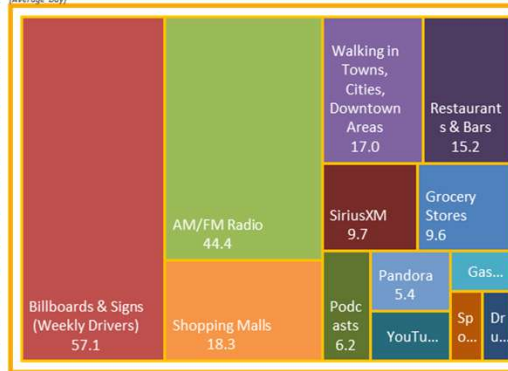


502,445 or 90.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 57.1 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 41.2 minutes/day.

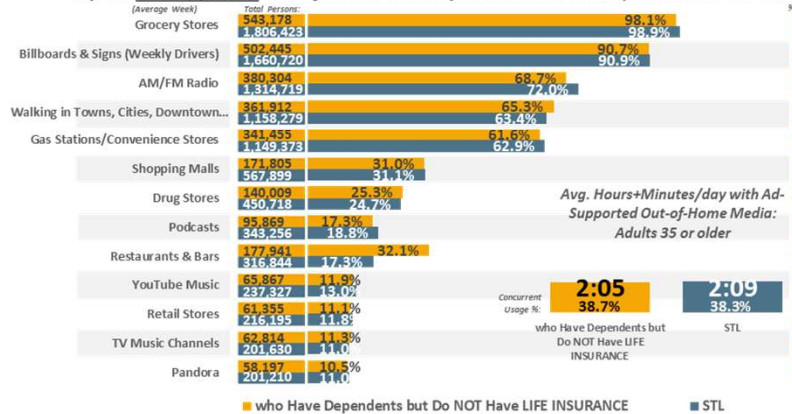
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



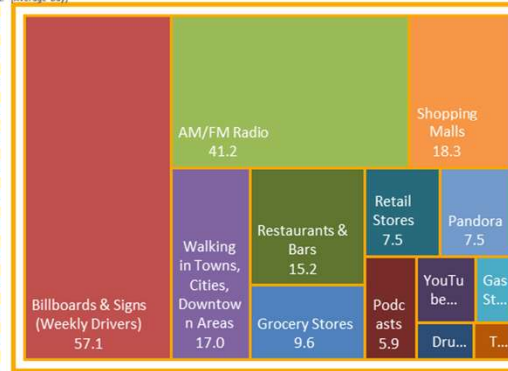
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



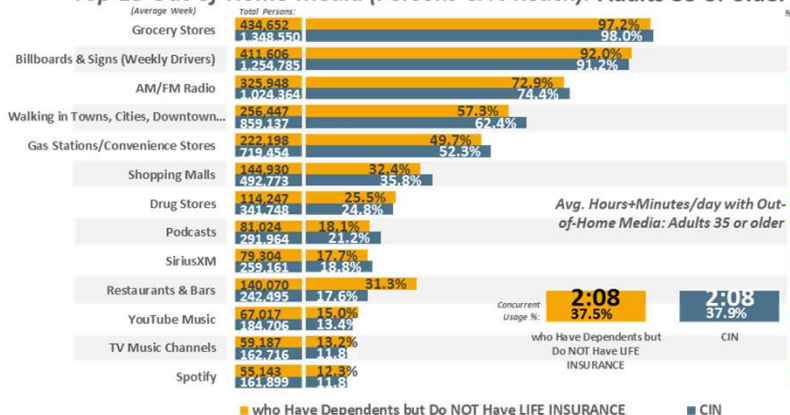
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





411,606 or 92.% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 54. minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 44.8 minutes/day.

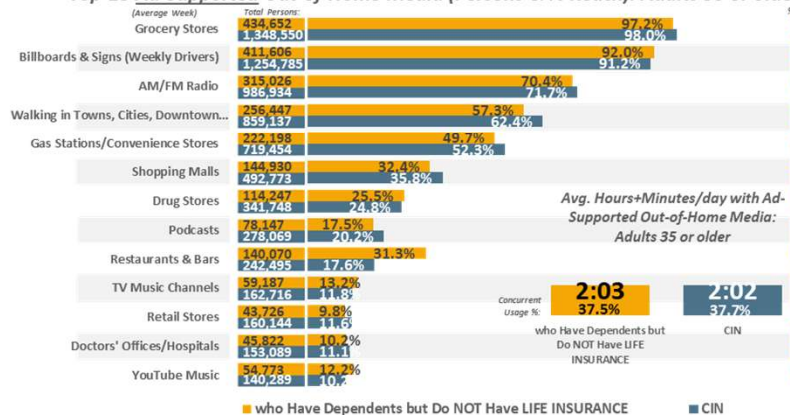
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



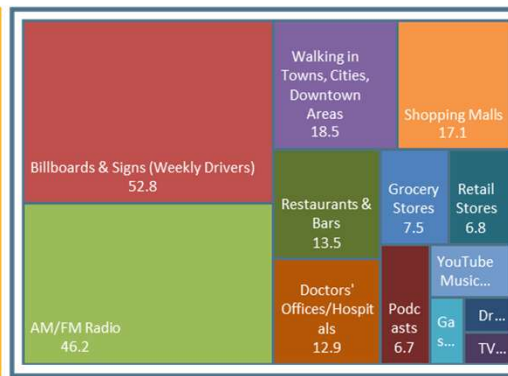
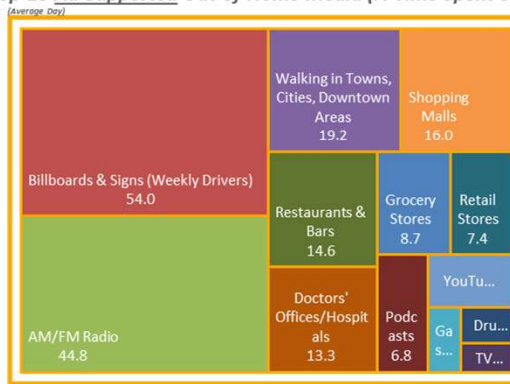
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

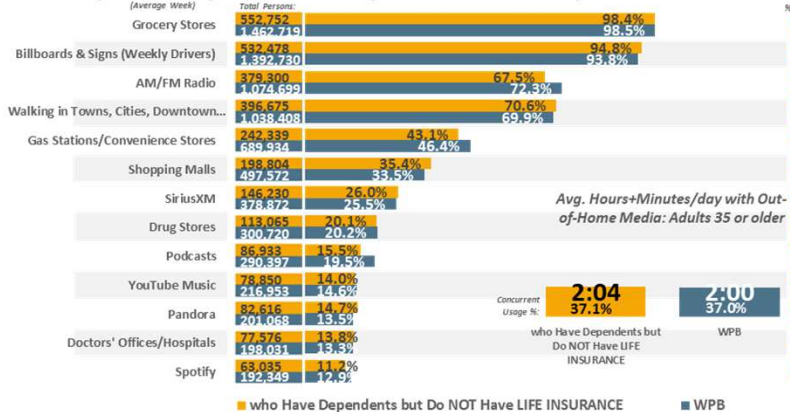




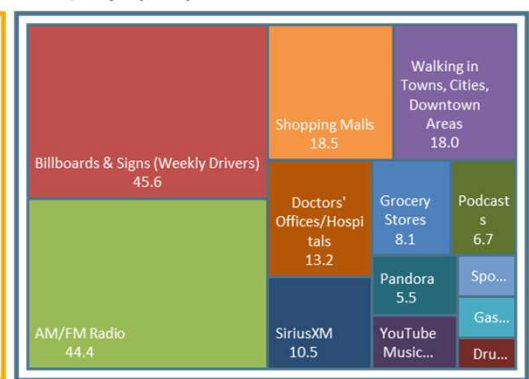
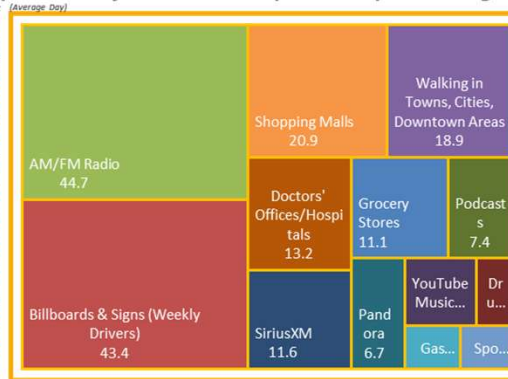


532,478 or 94.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 43.4 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 42.7 minutes/day.

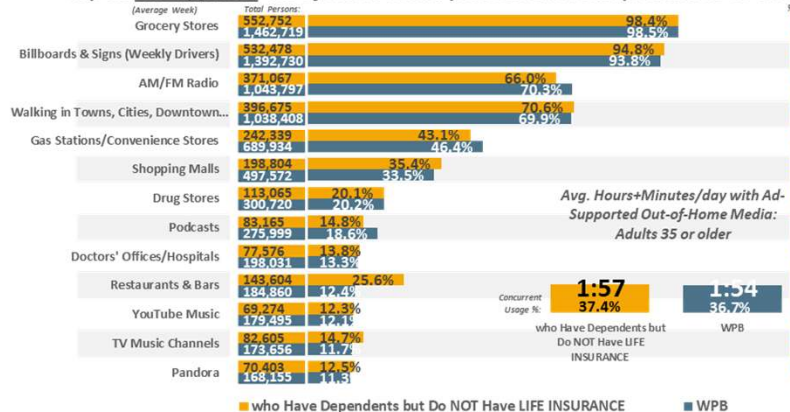
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



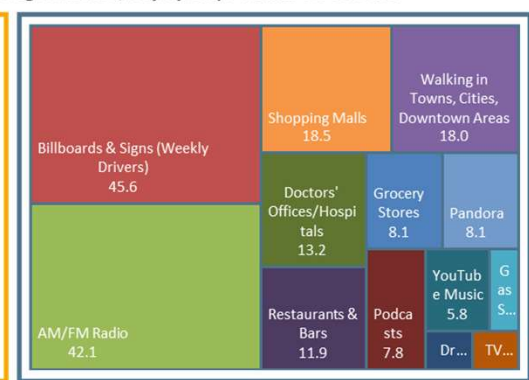
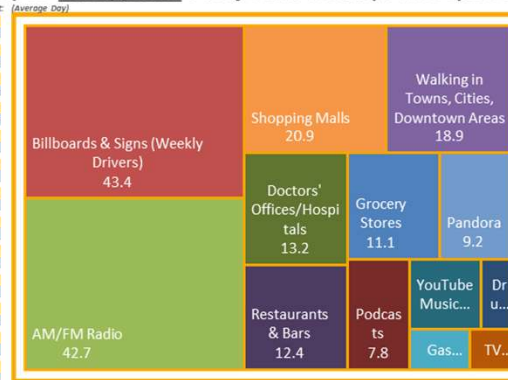
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



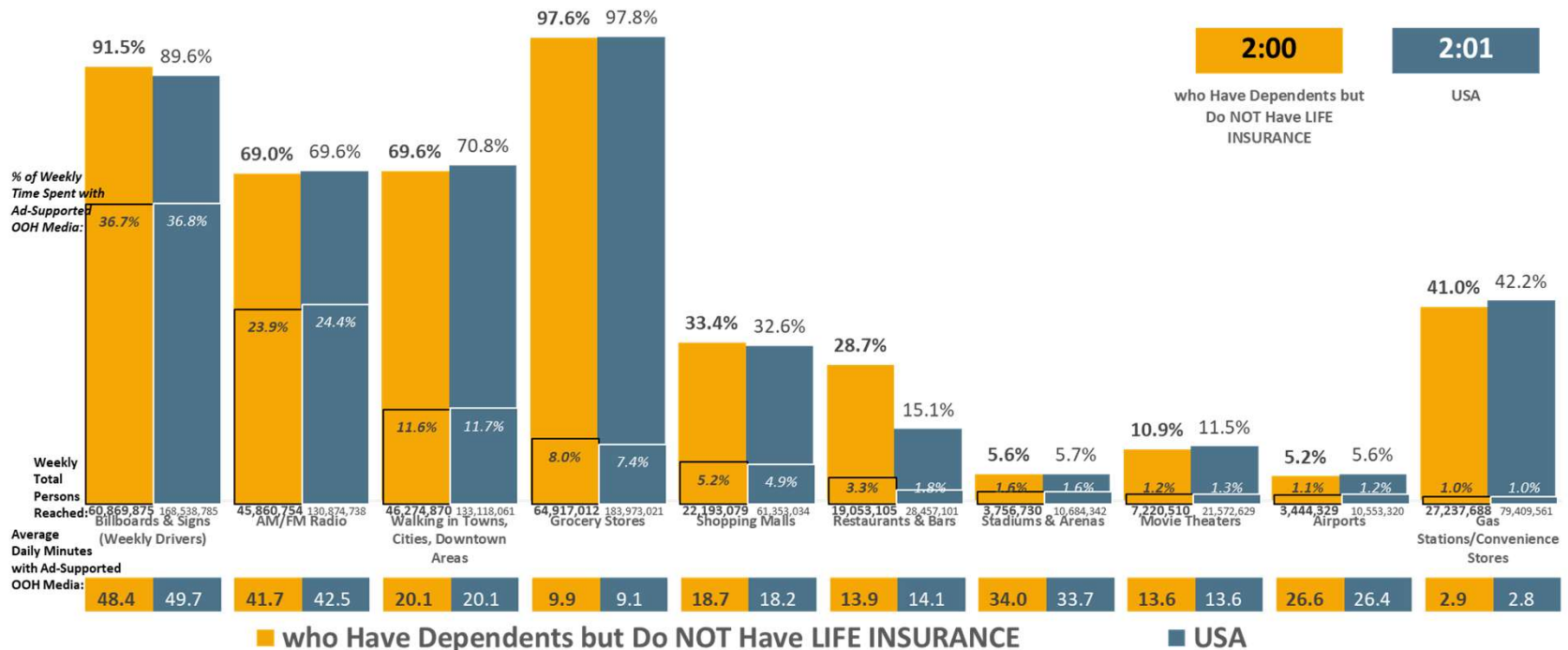


60,869,875 or 91.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 48.4 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096  
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

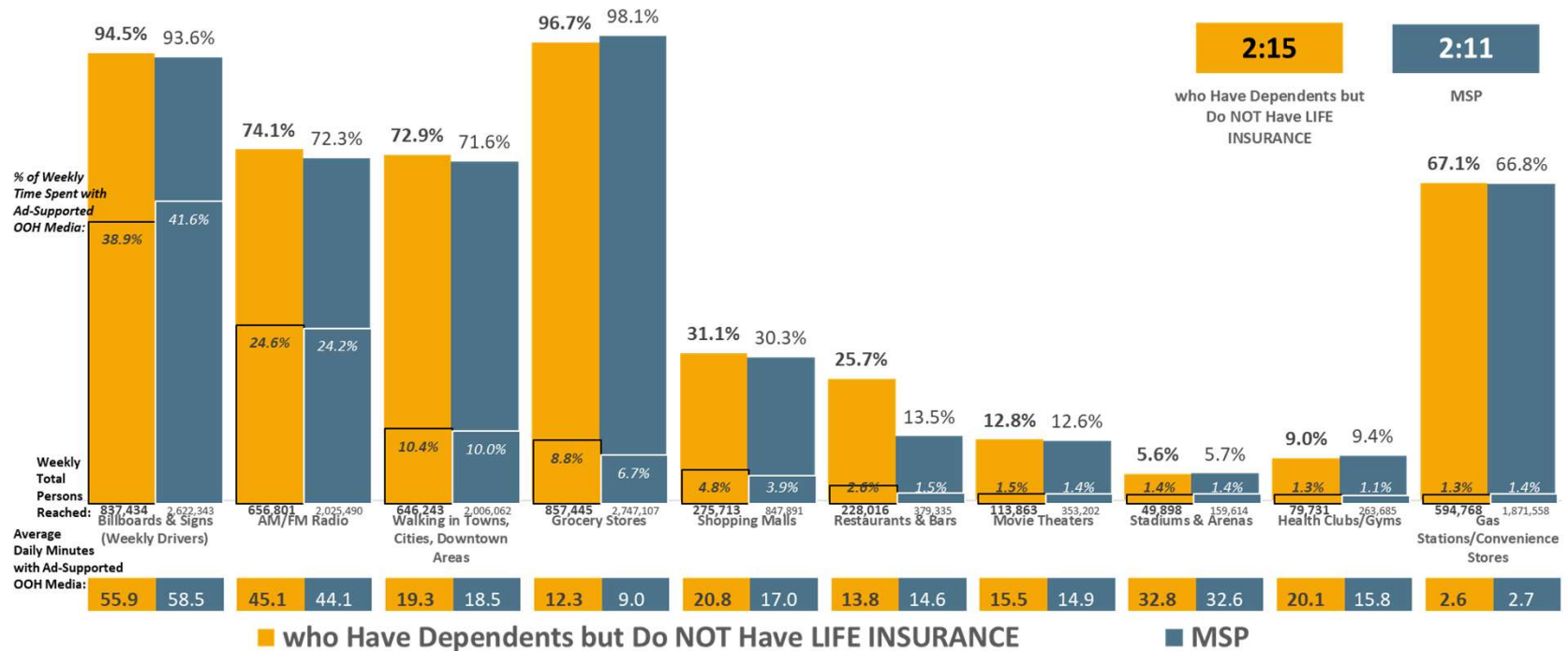


837,434 or 94.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 55.9 minutes per day driving, seeing Billboards and Signs representing 38.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 616 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



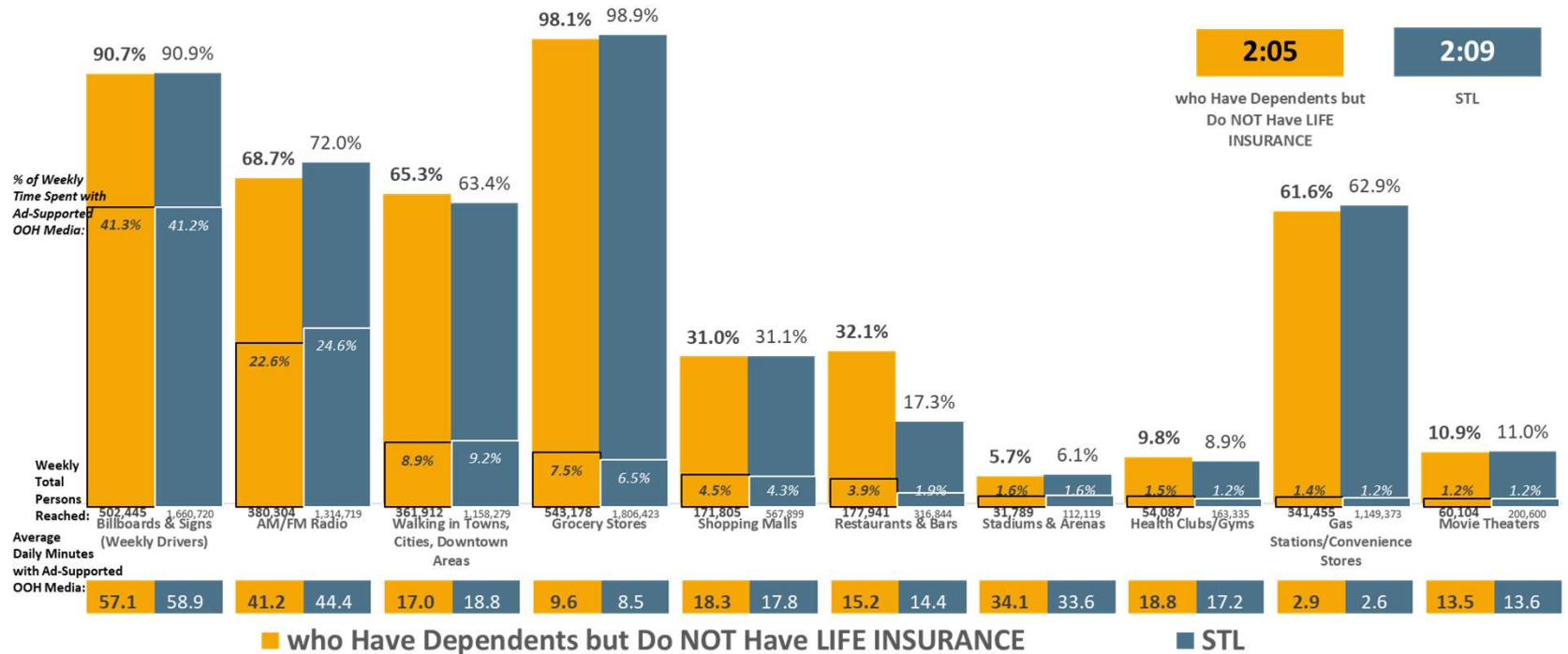


502,445 or 90.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 57.1 minutes per day driving, seeing Billboards and Signs representing 41.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 613  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

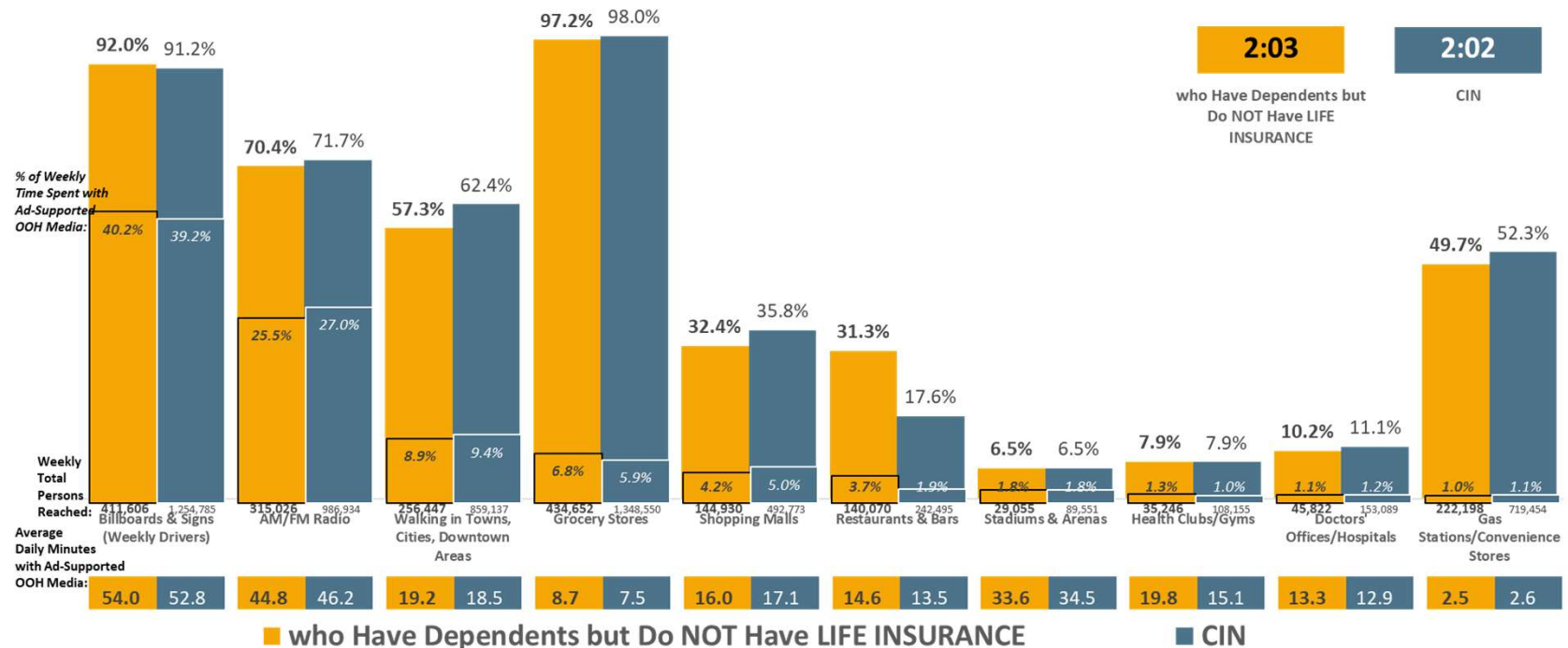


411,606 or 92.% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 54. minutes per day driving, seeing Billboards and Signs representing 40.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 633 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

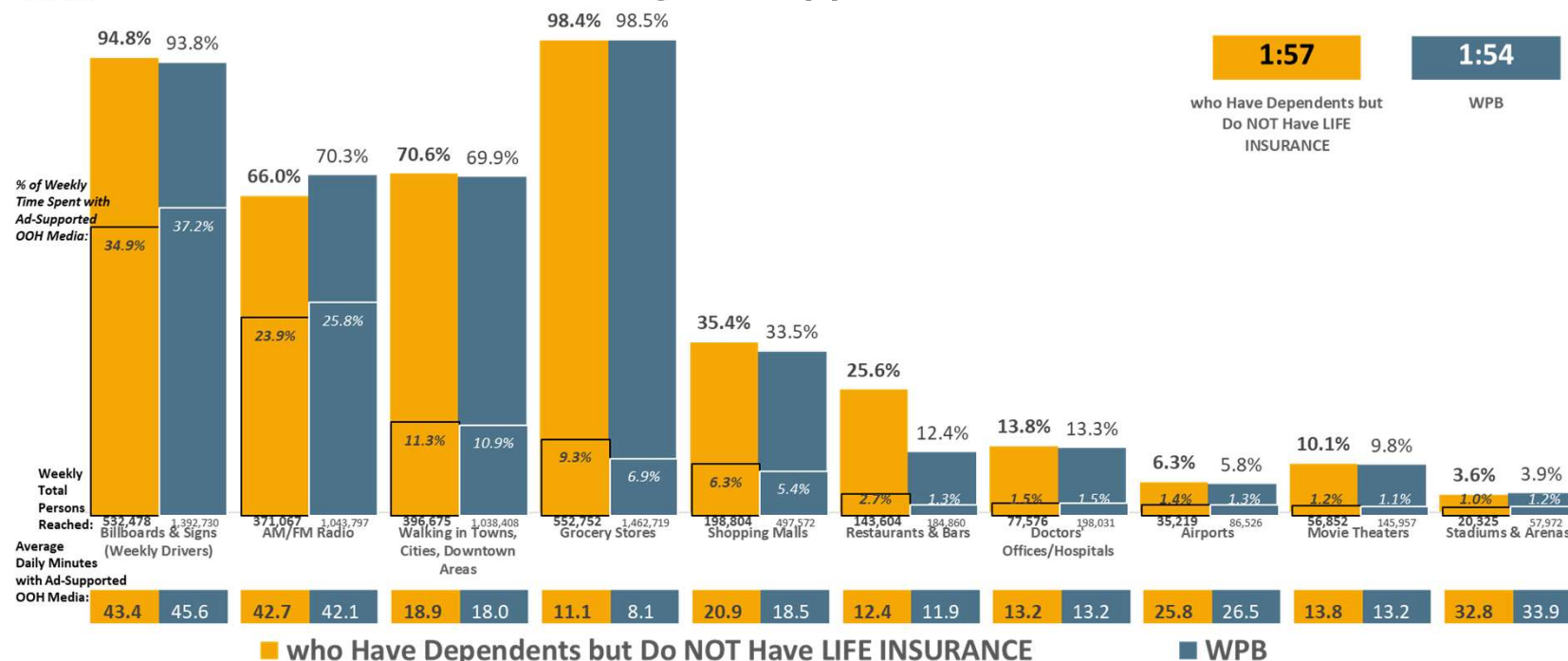


532,478 or 94.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 43.4 minutes per day driving, seeing Billboards and Signs representing 34.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 944 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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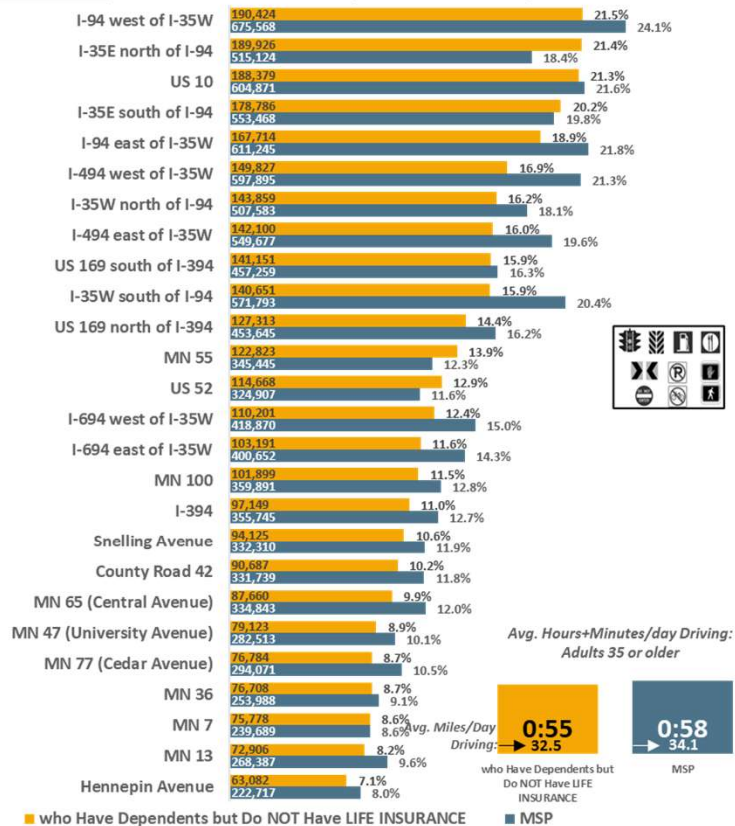
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



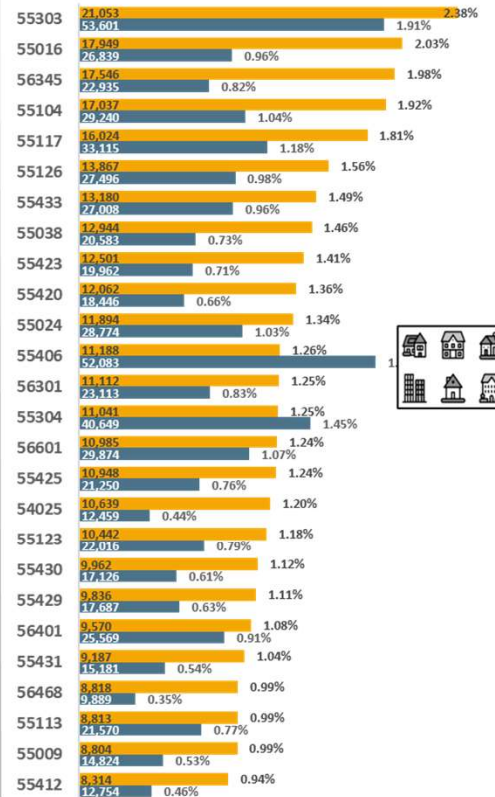


837,434 or 94.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 55.9 minutes per day driving an average of 32.5 miles each day and are 16.5% more likely to use I-35E north of I-94 than the Metro average.

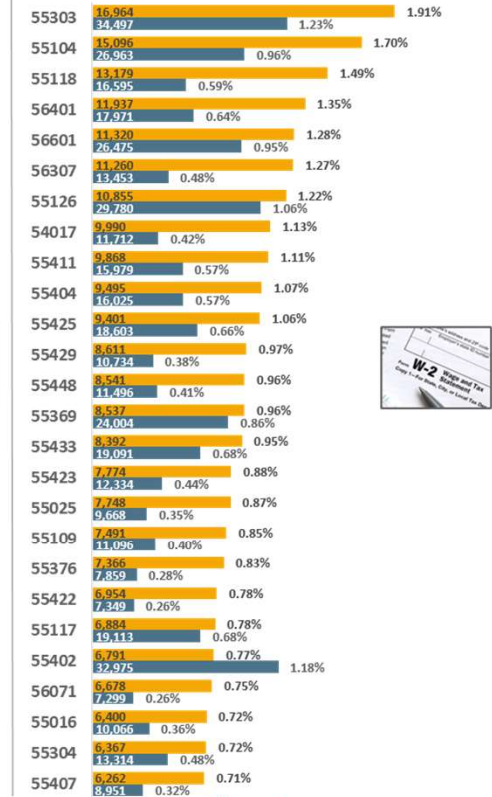
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



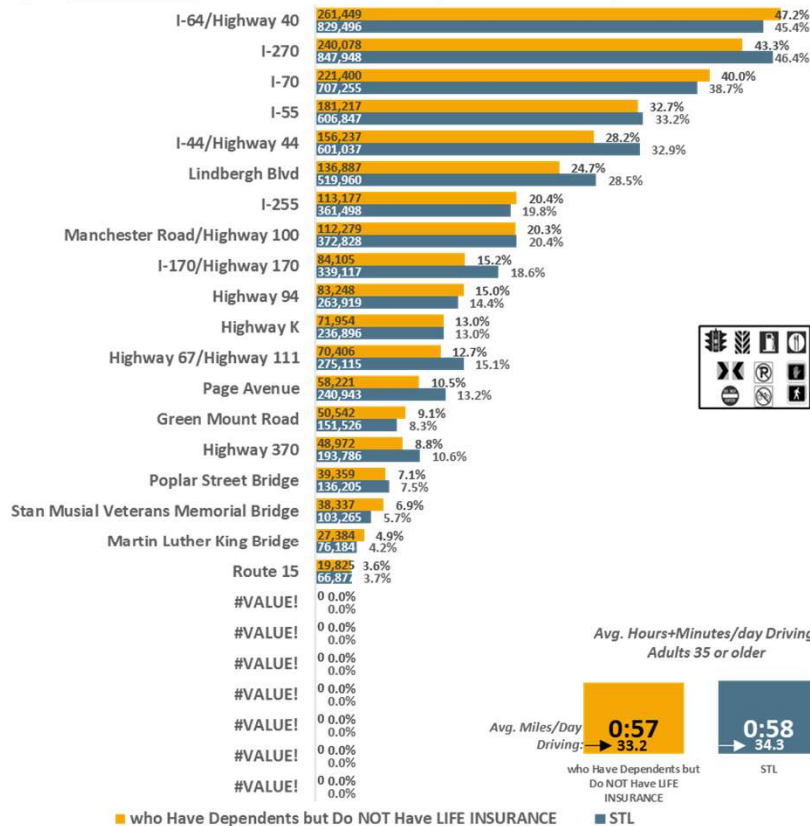
Top-26 Employment Zip Codes: Adults 35 or older



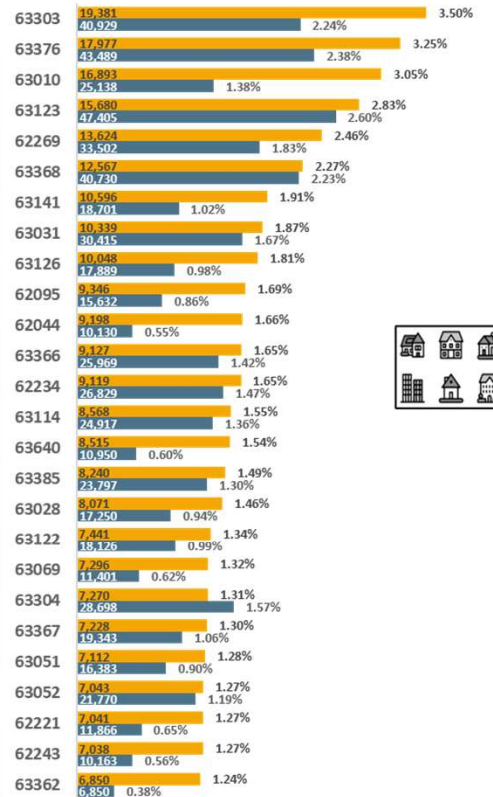


502,445 or 90.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 57.1 minutes per day driving an average of 33.2 miles each day and are 22.4% more likely to use Stan Musial Veterans Memorial Bridge than the Met

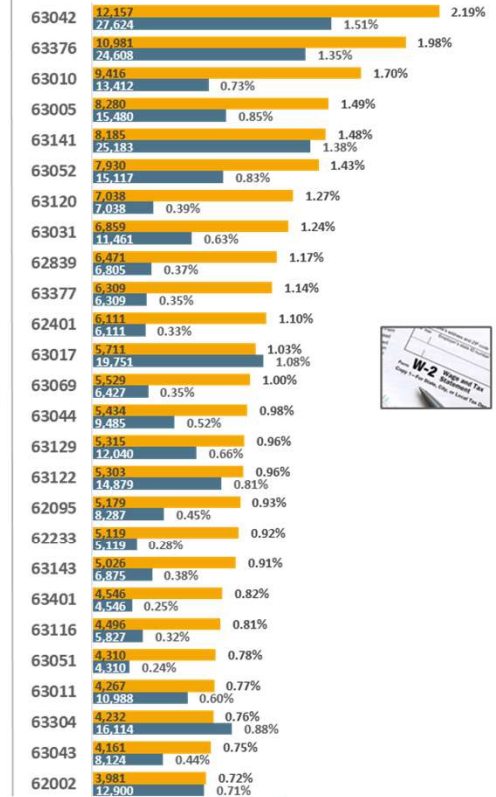
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older

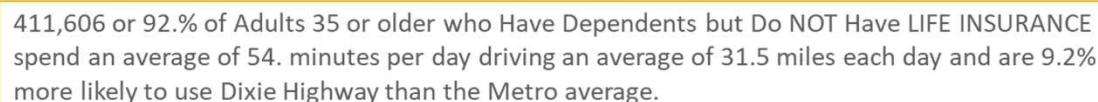


Top-26 Residential Zip Codes: Adults 35 or older

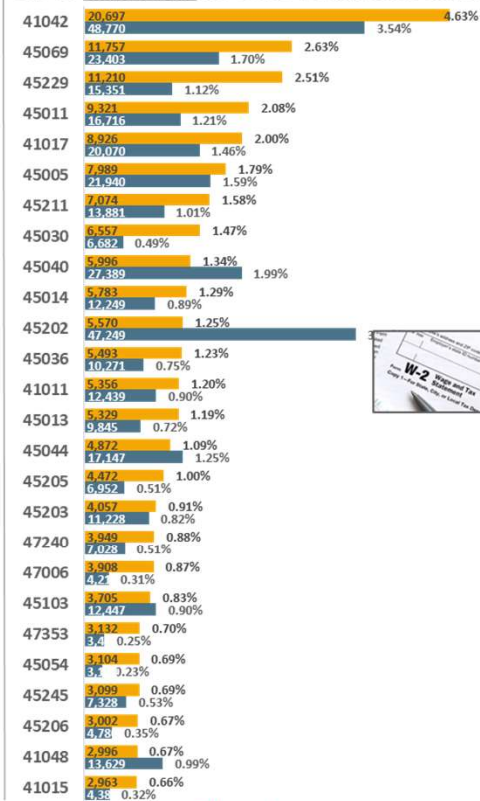


Top-26 Employment Zip Codes: Adults 35 or older





**Top-26 Employment Zip Codes: Adults 35 or older**



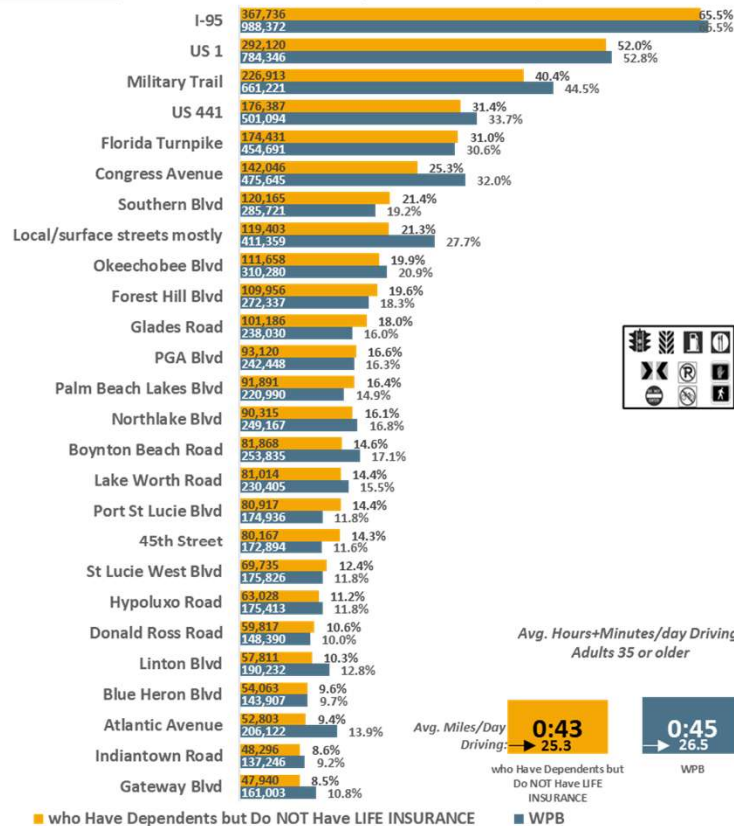
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



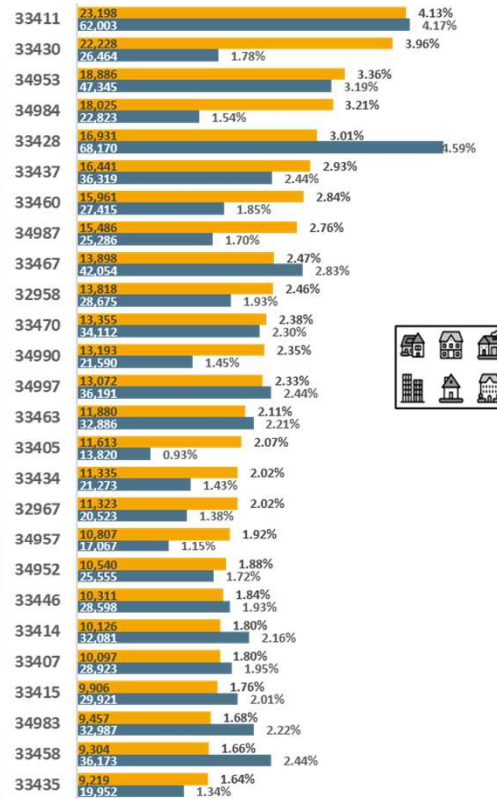


532,478 or 94.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 43.4 minutes per day driving an average of 25.3 miles each day and are 22.6% more likely to use 45th Street than the Metro average.

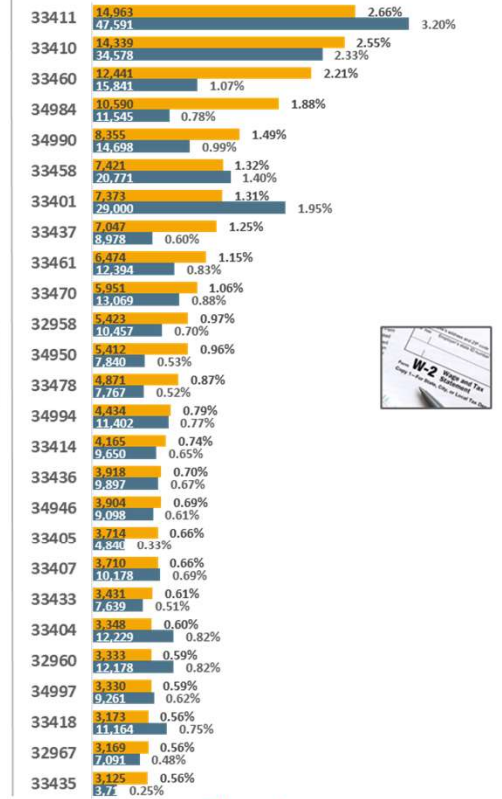
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older

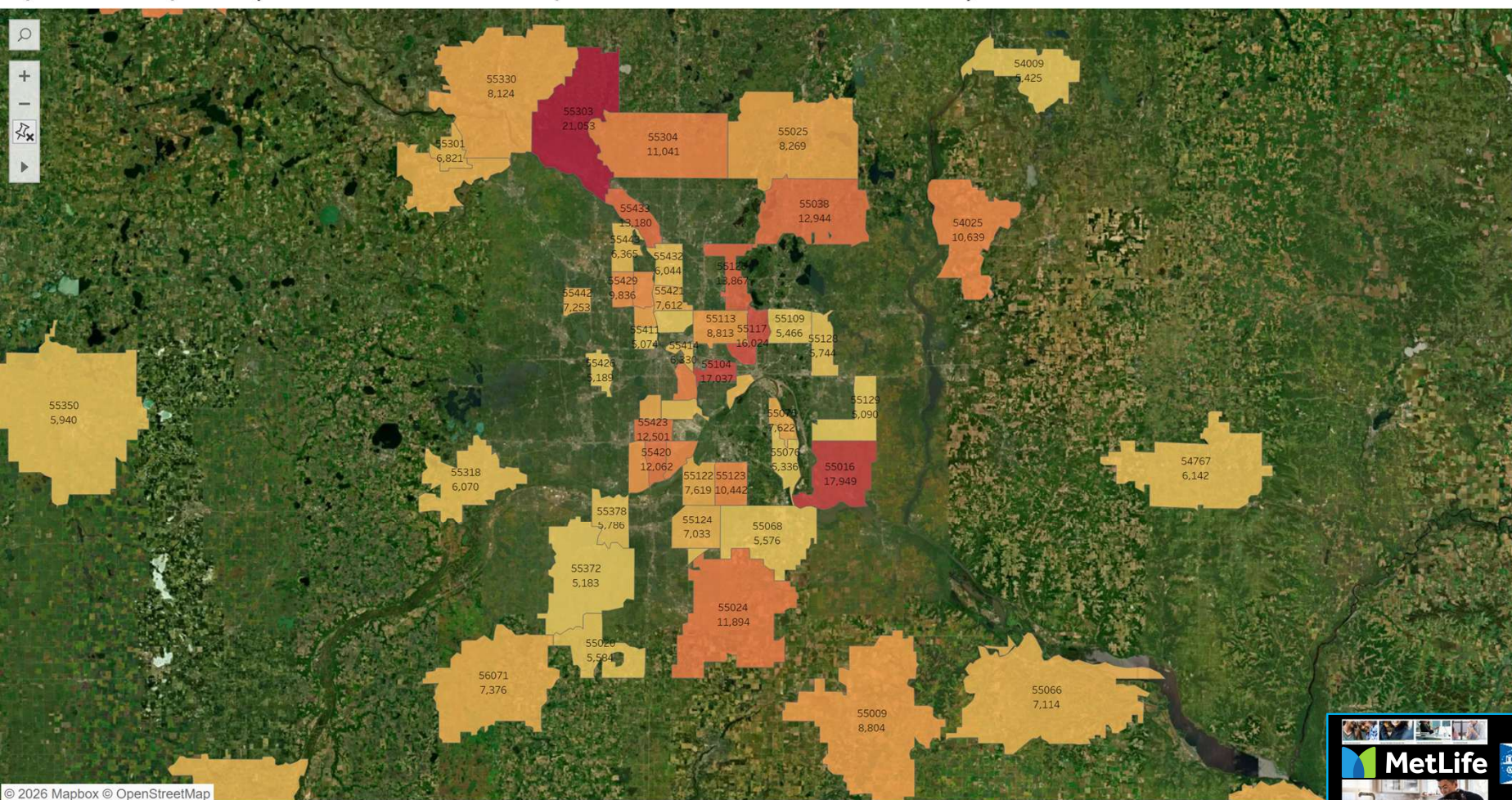


Top-26 Employment Zip Codes: Adults 35 or older





# Top Residential Zip Codes: (Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE)



SUM(Adults 35 or olde...



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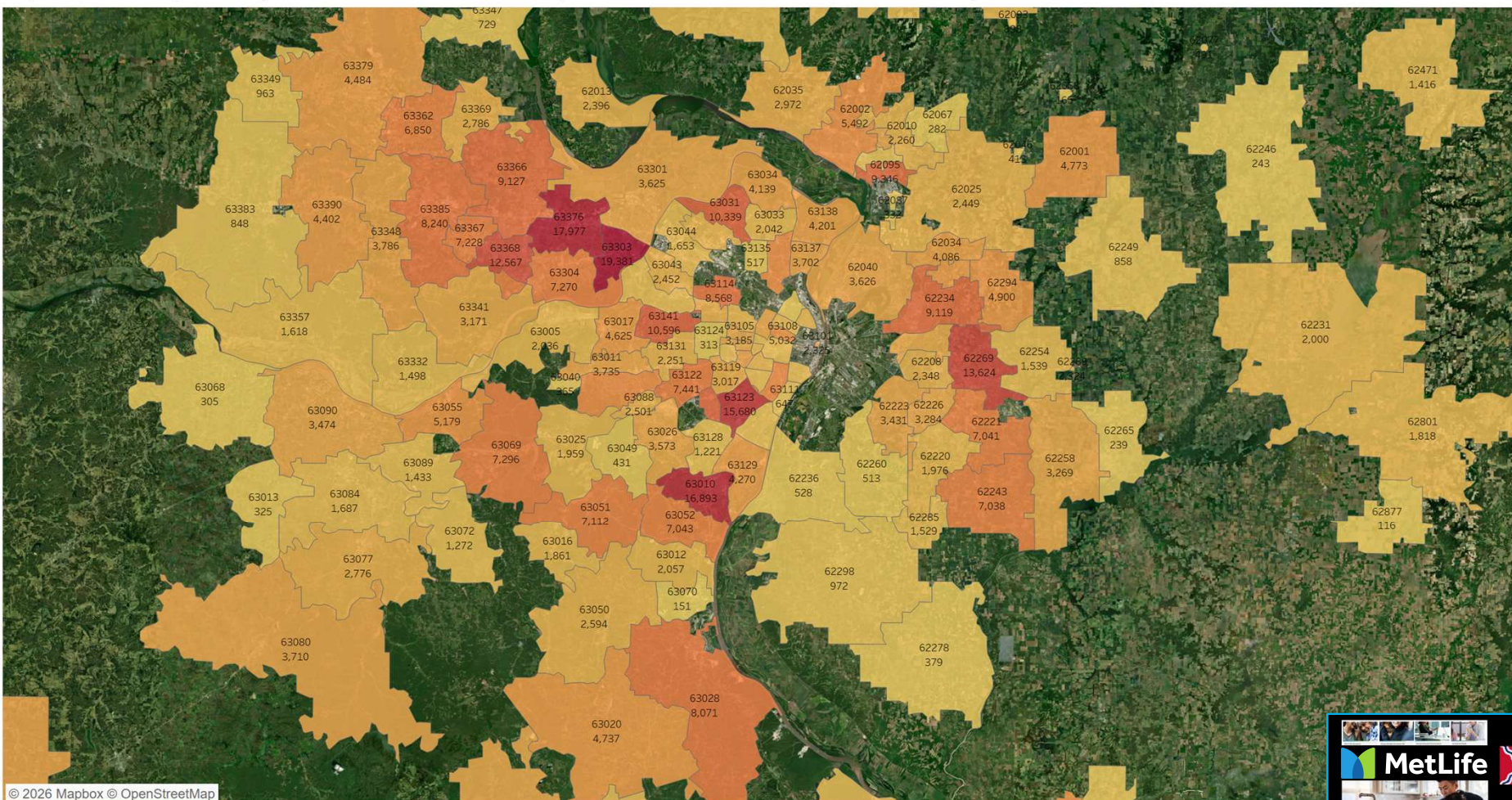
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 616  
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



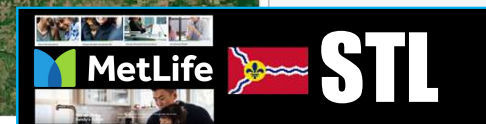
# Top Residential Zip Codes: (Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE)



SUM(Adults 35 or olde...



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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 613  
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



47353  
3,132

45064  
2,266

45042  
1,313

45005  
10,081

45066  
1,716

45068  
2,623

47024  
2,751

45056  
5,734

45067  
3,723

45044  
12,094

45050  
5,457

45036  
15,329

45054  
3,104

45177  
2,153

47012  
1,708

45013  
14,675

45011  
10,176

45014  
4,610

45069  
11,256

45040  
9,041

45034  
929

45039  
8,228

45152  
7,534

45113  
149

47006  
5,445

47060  
379

45251  
2,042

45218  
214

45246  
96

45241  
4,912

45249  
911

45242  
2,688

45140  
11,551

45152  
7,534

45107  
8,009

45148  
592

45135  
57

45123  
740

47041  
378

45030  
17,083

45247  
1,707

45239  
1,997

45224  
507

45216  
1,638

45236  
1,899

45174  
957

45150  
5,875

45122  
1,249

47037  
5,390

47025  
7,245

45248  
1,488

45211  
2,070

45223  
1,184

45217  
240

45209  
90

45174  
957

45150  
5,875

45122  
1,249

45133  
7,125

45103  
13,512

45176  
1,685

45154  
3,227

45171  
2,663

45660  
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47042  
592

47017  
605

47040  
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41005  
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41048  
3,243

45233  
2,718

45205  
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41074  
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41011  
13,187

41071  
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41017  
16,006

41042  
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41076  
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45255  
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45245  
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45102  
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45157  
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45106  
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45130  
607

45121  
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41091  
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41051  
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41001  
6,226

41094  
3,161

41063  
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MetLife

57	17,604
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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 633

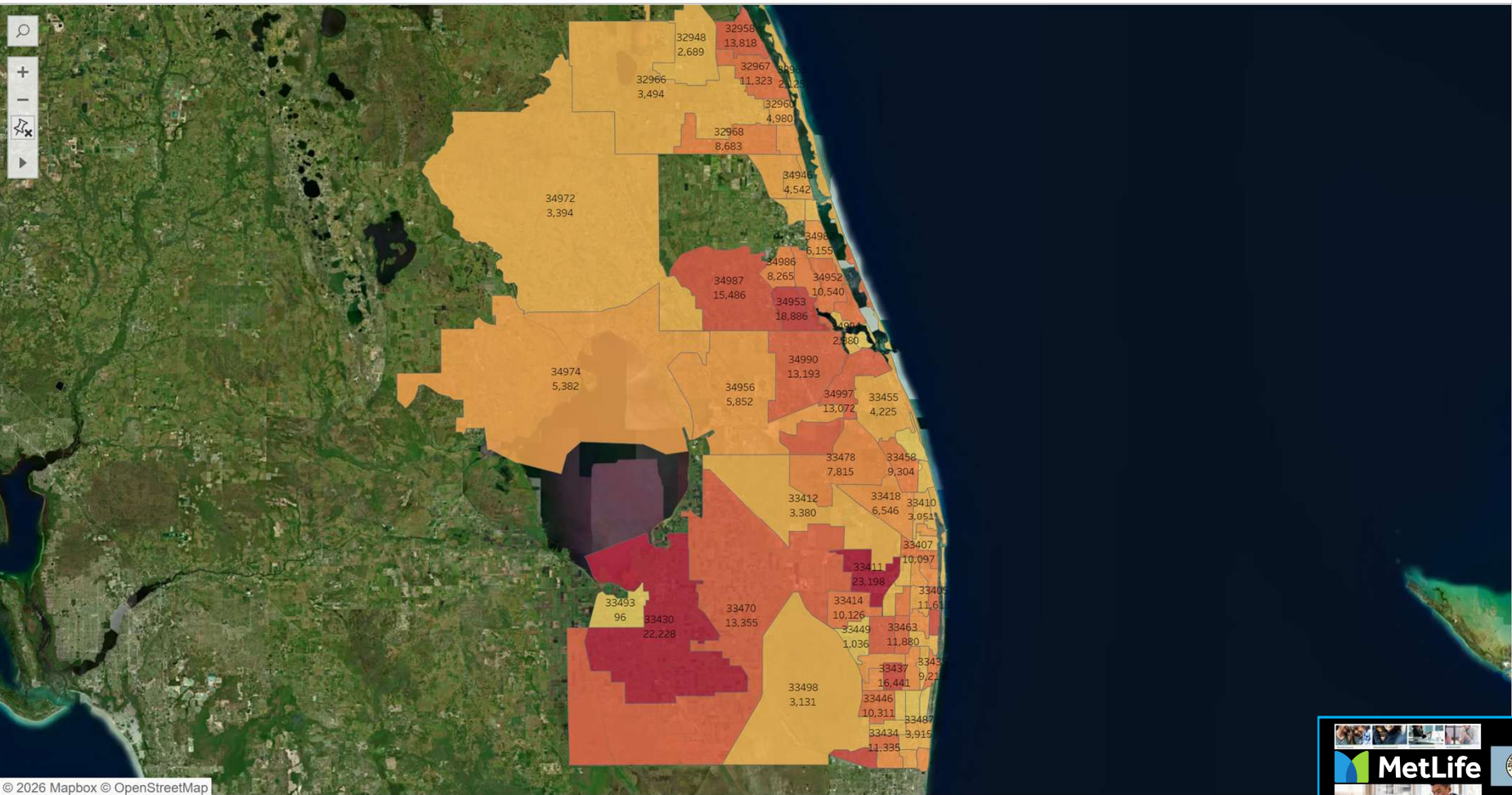
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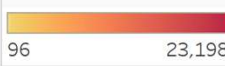
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Top Residential Zip Codes: (Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE)



SUM(Adults 35 or olde...

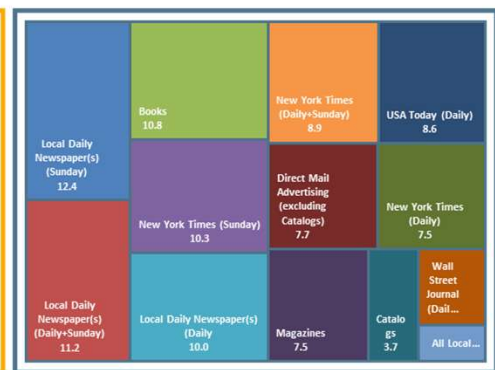
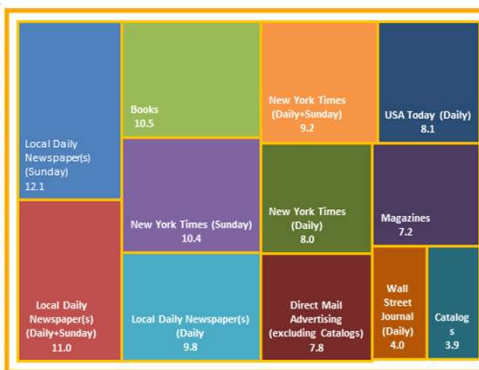
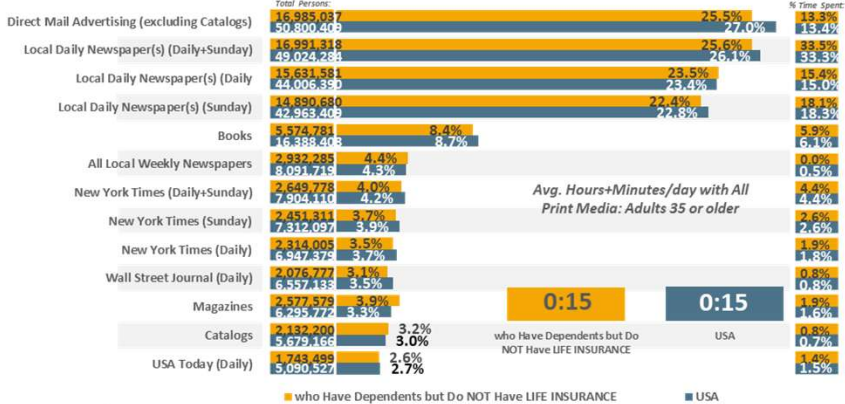


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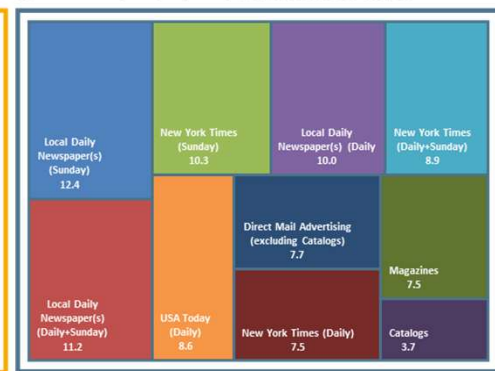
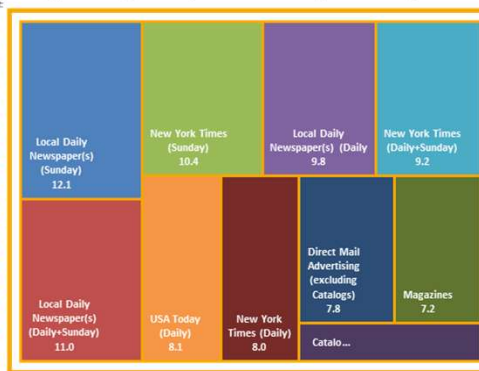
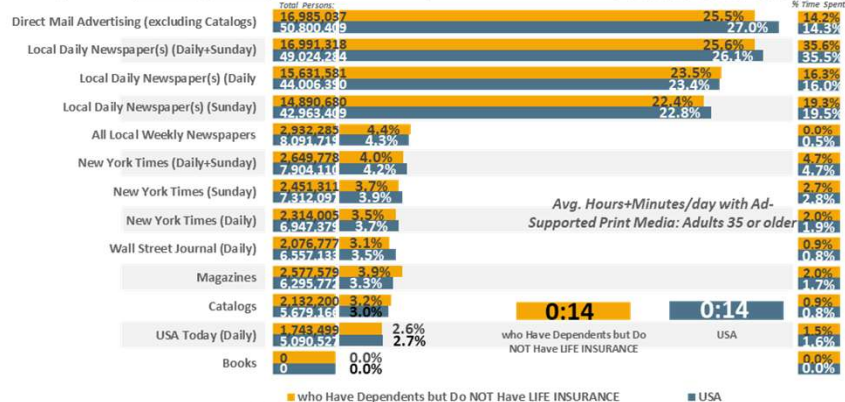


16,991,318 or 25.6% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

**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**

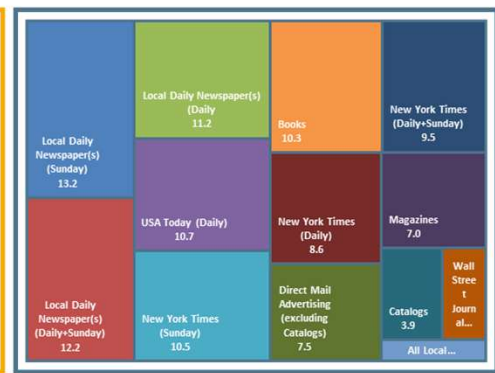
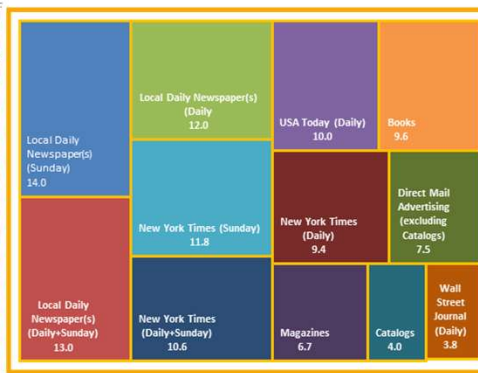
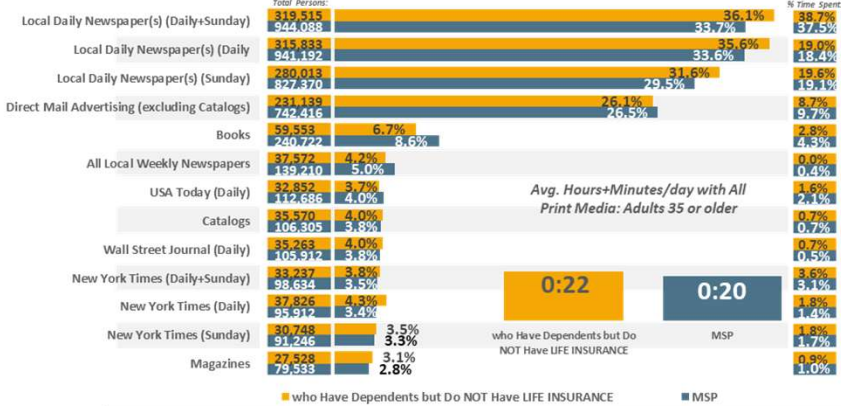




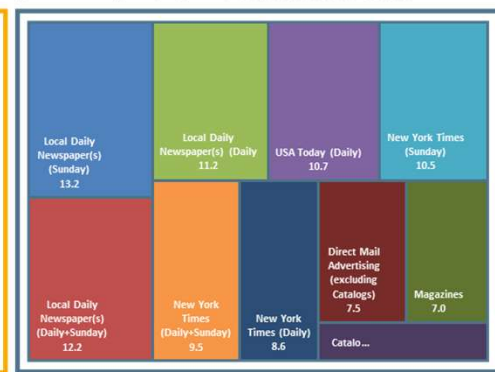
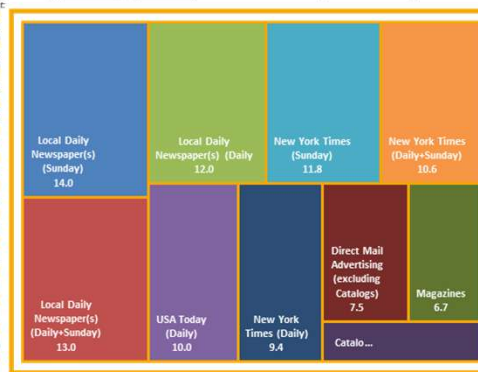
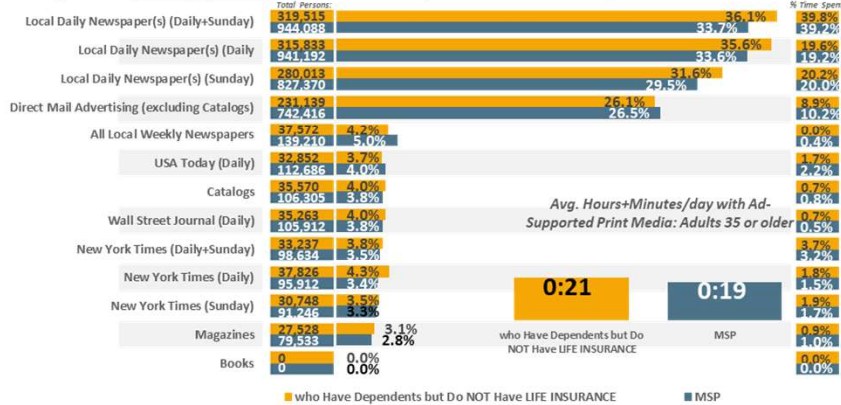


319,515 or 36.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 39.8% of all time spent daily with All forms of Print Media.

**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**



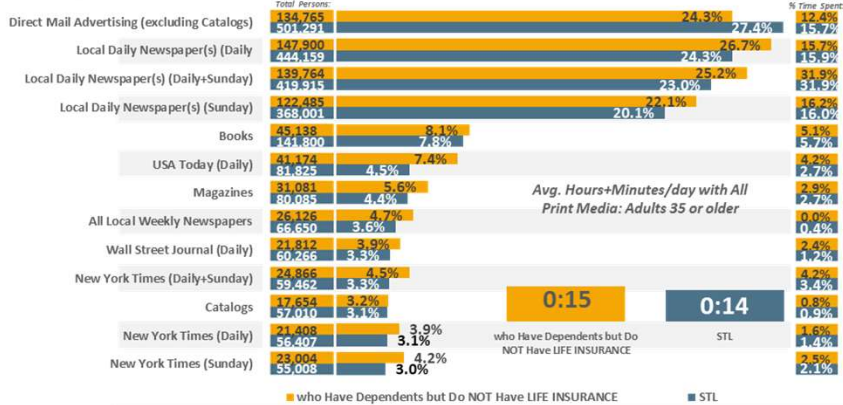
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



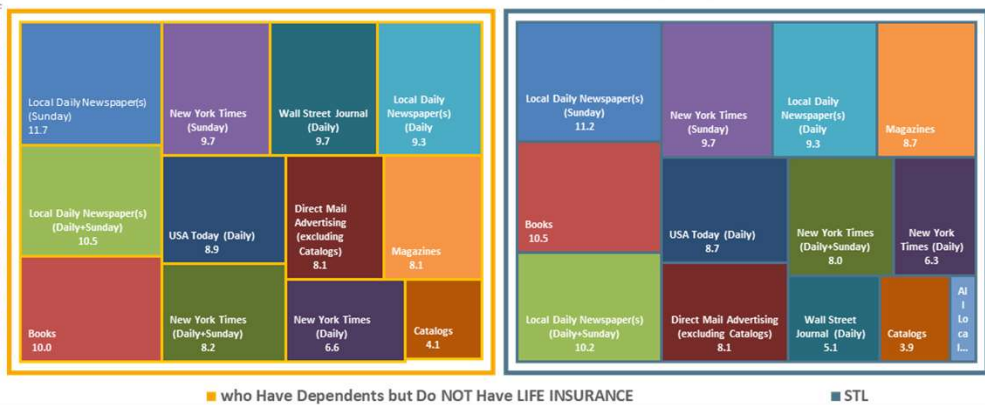


139,764 or 25.2% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 33.7% of all time spent daily with All forms of Print Media.

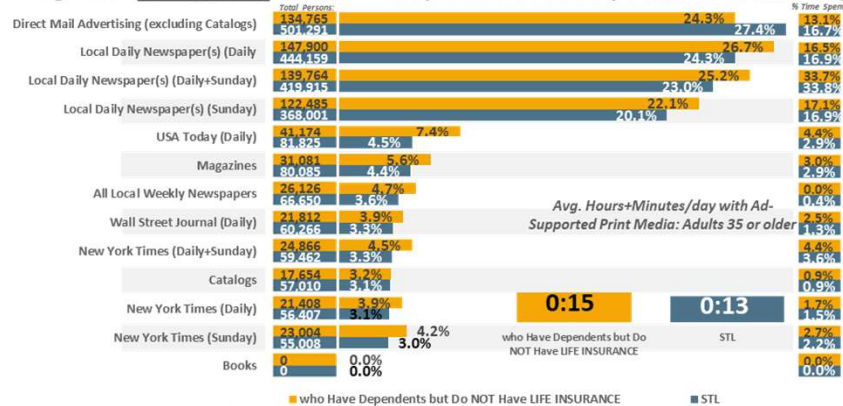
**Avg. Week All Print Media (Persons & % Reach): Adults 35 or older**



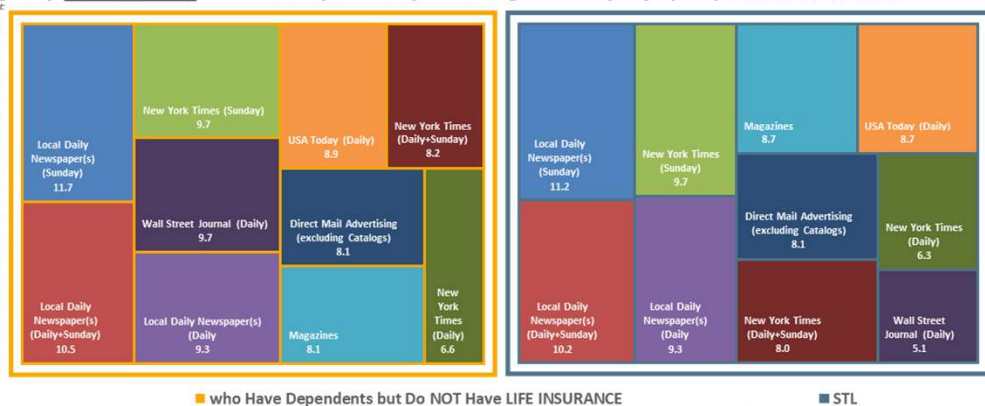
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



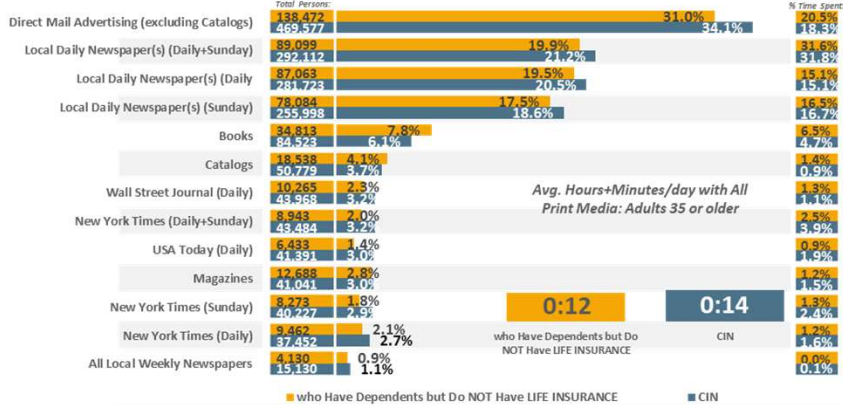
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





89,099 or 19.9% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 33.8% of all time spent daily with All forms of Print Media.

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

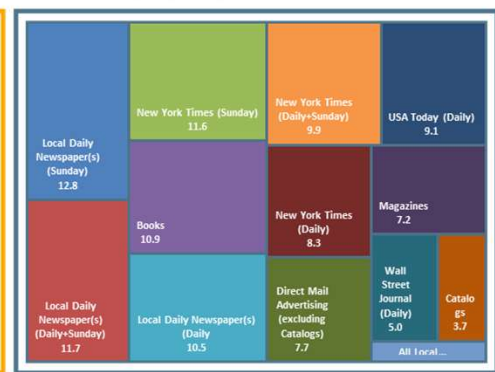
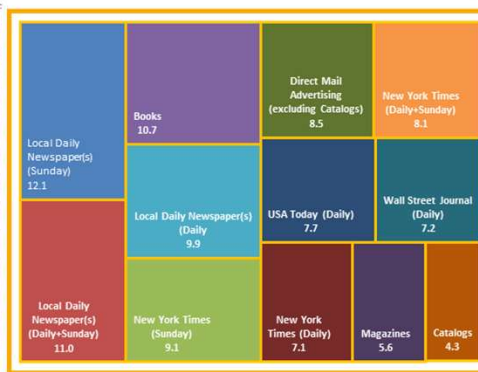


Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

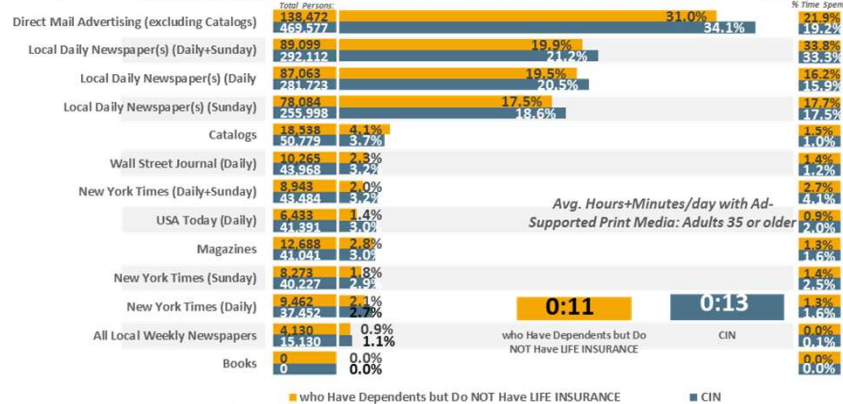
0:12

0:14

**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**

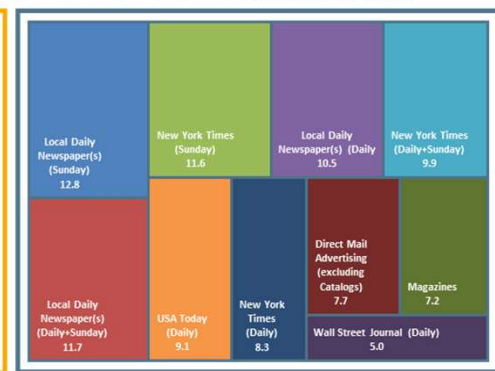


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older

0:11

0:13

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

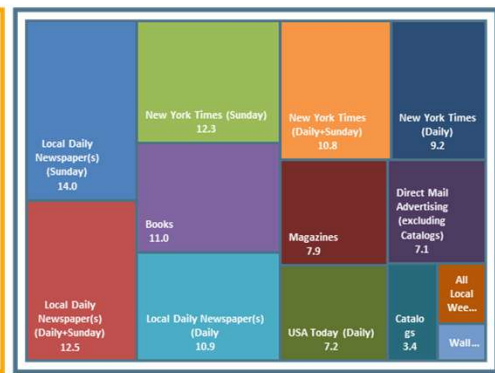
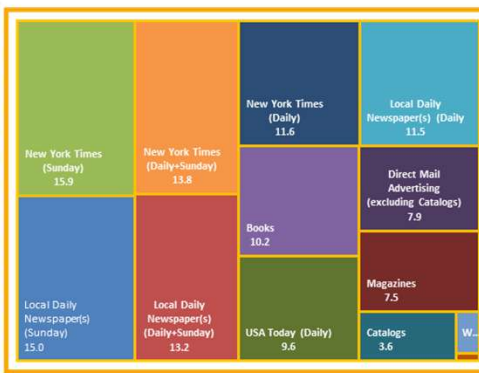
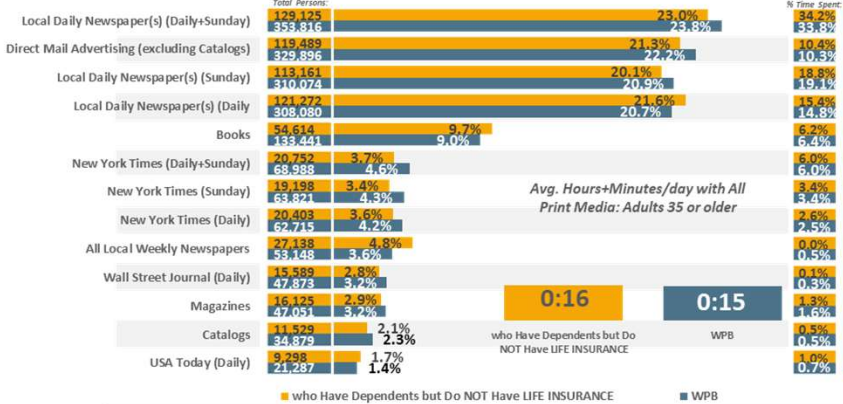




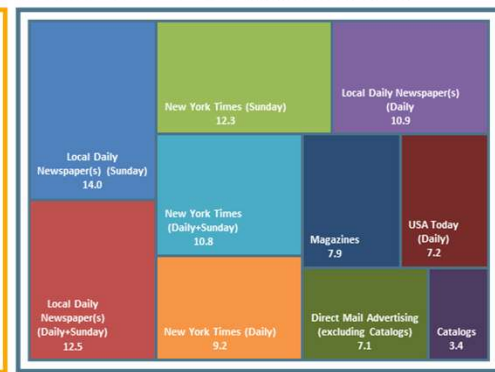
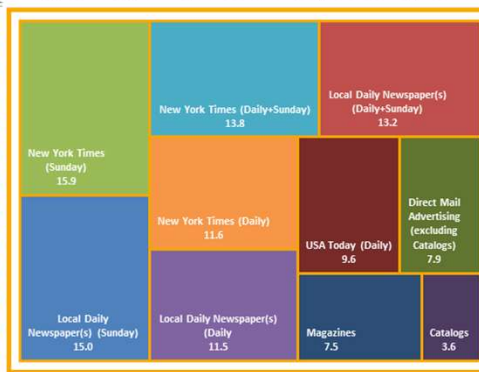
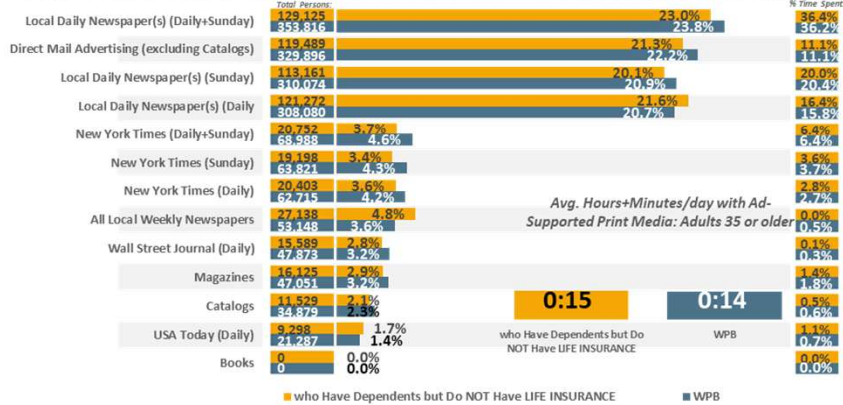


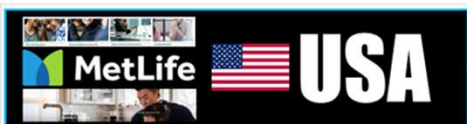
129,125 or 23.% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.2 minutes every day representing 36.4% of all time spent daily with All forms of Print Media.

**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**



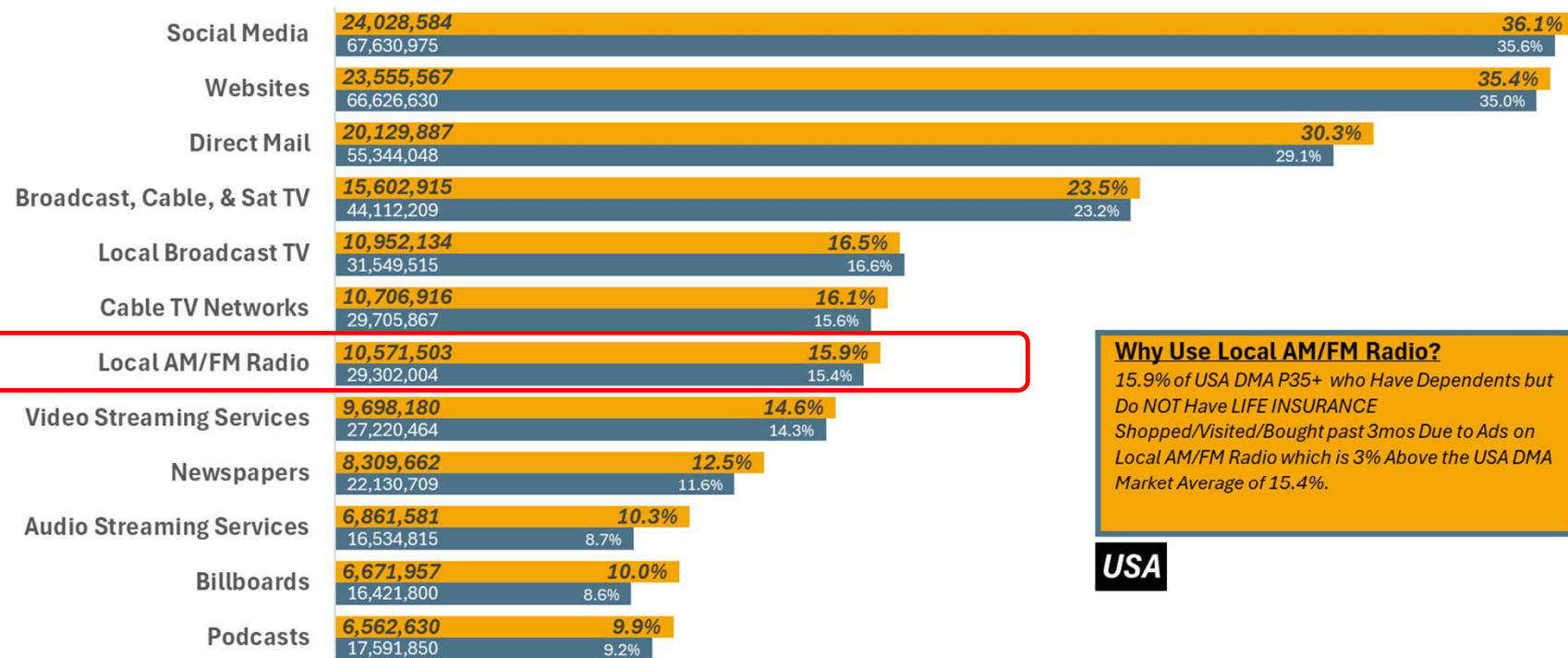
**Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older** **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





## "Advertising Actions"

### P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

15.9% of USA DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 15.4%.

USA

■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (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: 6692  
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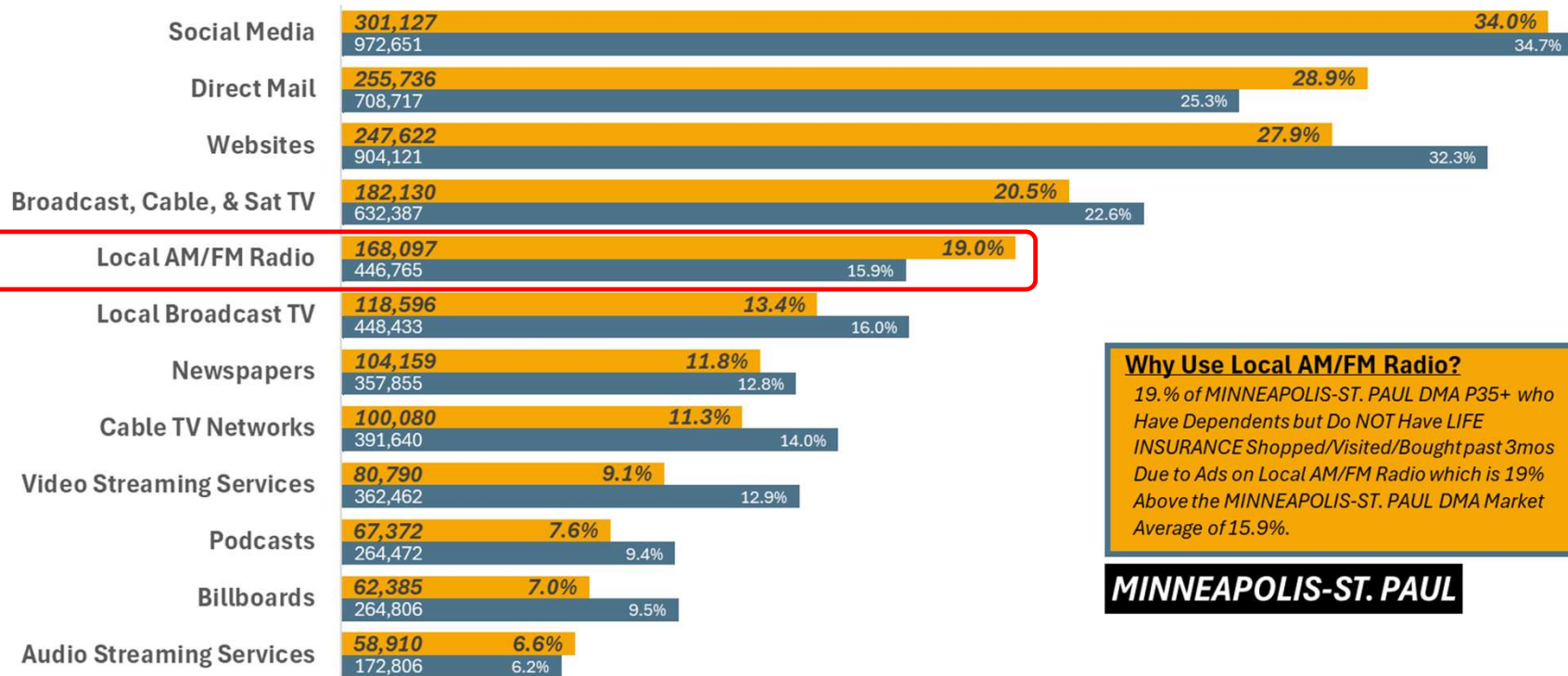
soefa.ai Share of Everything for Anything ®

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



## "Advertising Actions"

**P35+ who Have Dependents but Do NOT Have LIFE INSURANCE**  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

19.% of MINNEAPOLIS-ST. PAUL DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 15.9%.

**MINNEAPOLIS-ST. PAUL**

■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

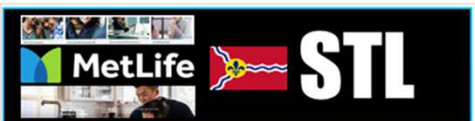
MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 523

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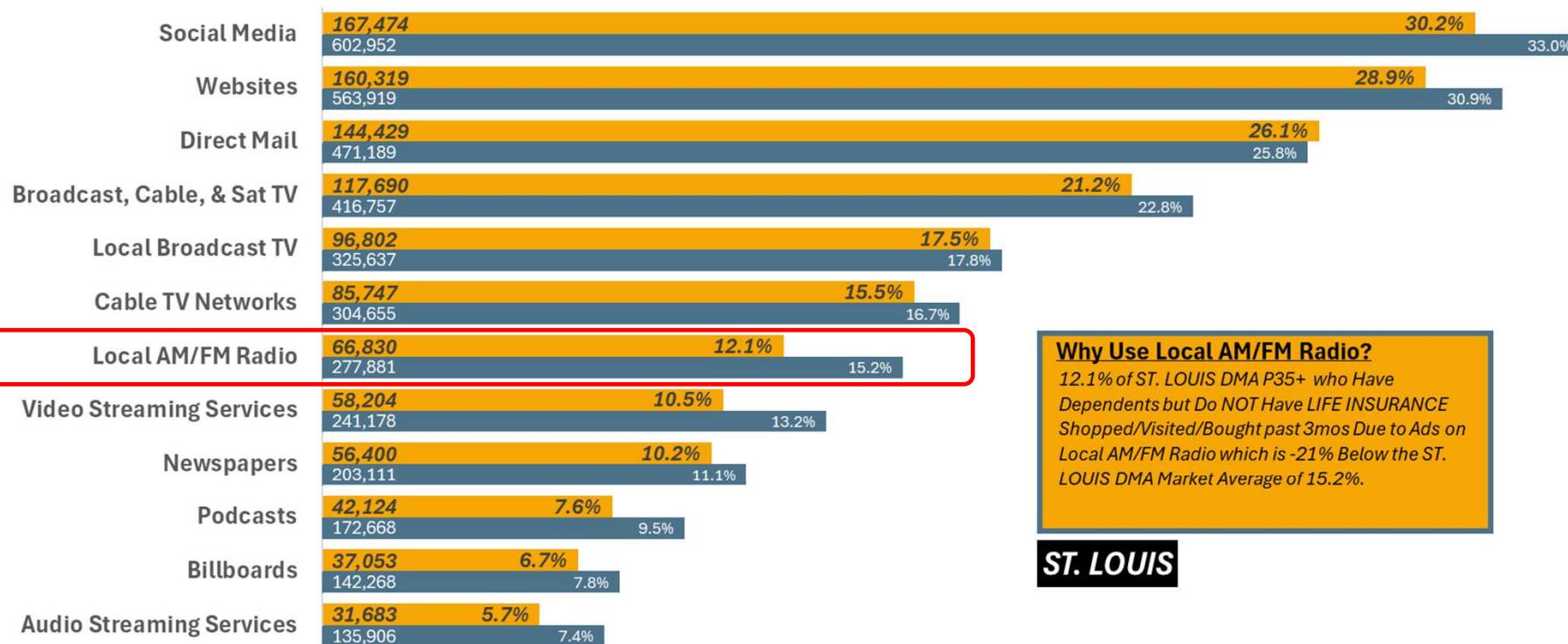
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance





## "Advertising Actions"

**P35+ who Have Dependents but Do NOT Have LIFE INSURANCE**  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

12.1% of ST. LOUIS DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -21% Below the ST. LOUIS DMA Market Average of 15.2%.

**ST. LOUIS**

■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 501  
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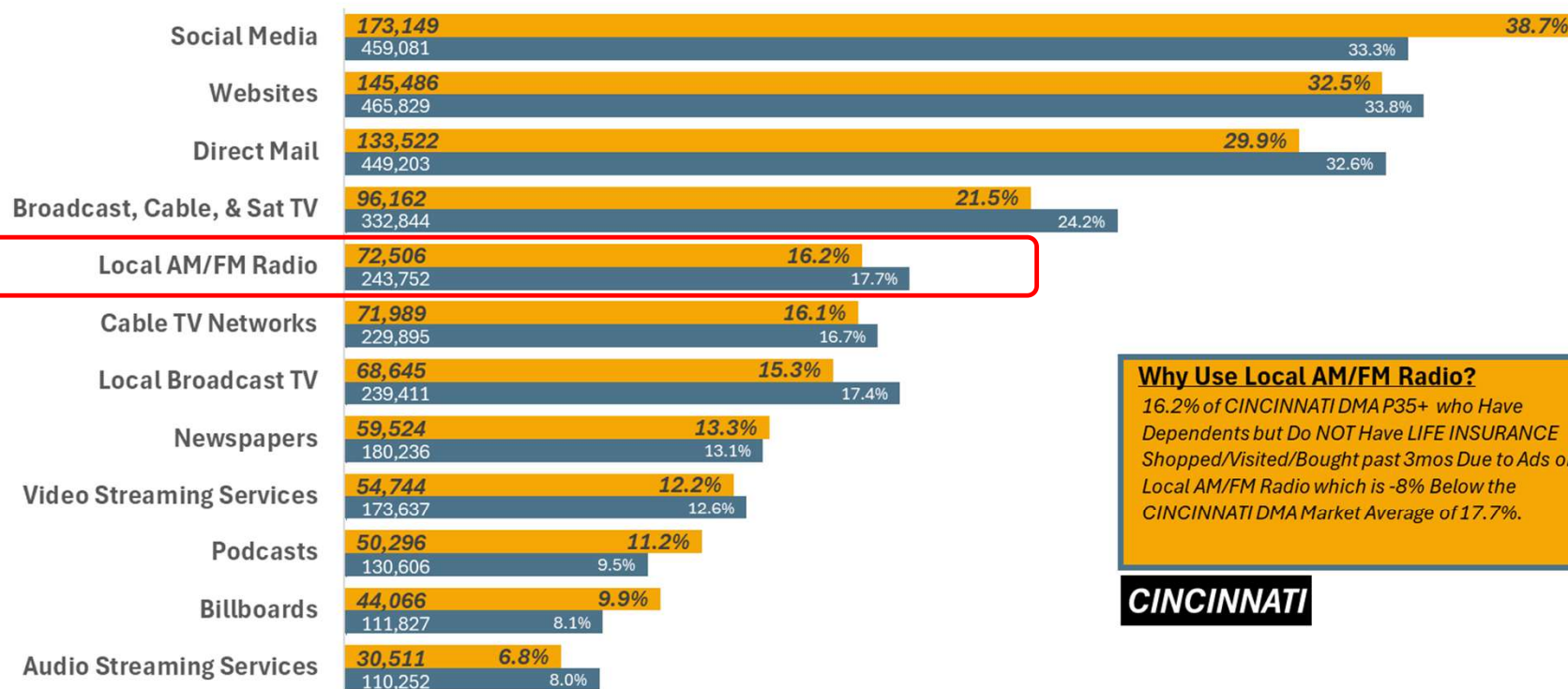
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



## "Advertising Actions"

P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

16.2% of CINCINNATI DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -8% Below the CINCINNATI DMA Market Average of 17.7%.

CINCINNATI

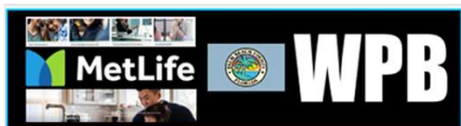
■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 510  
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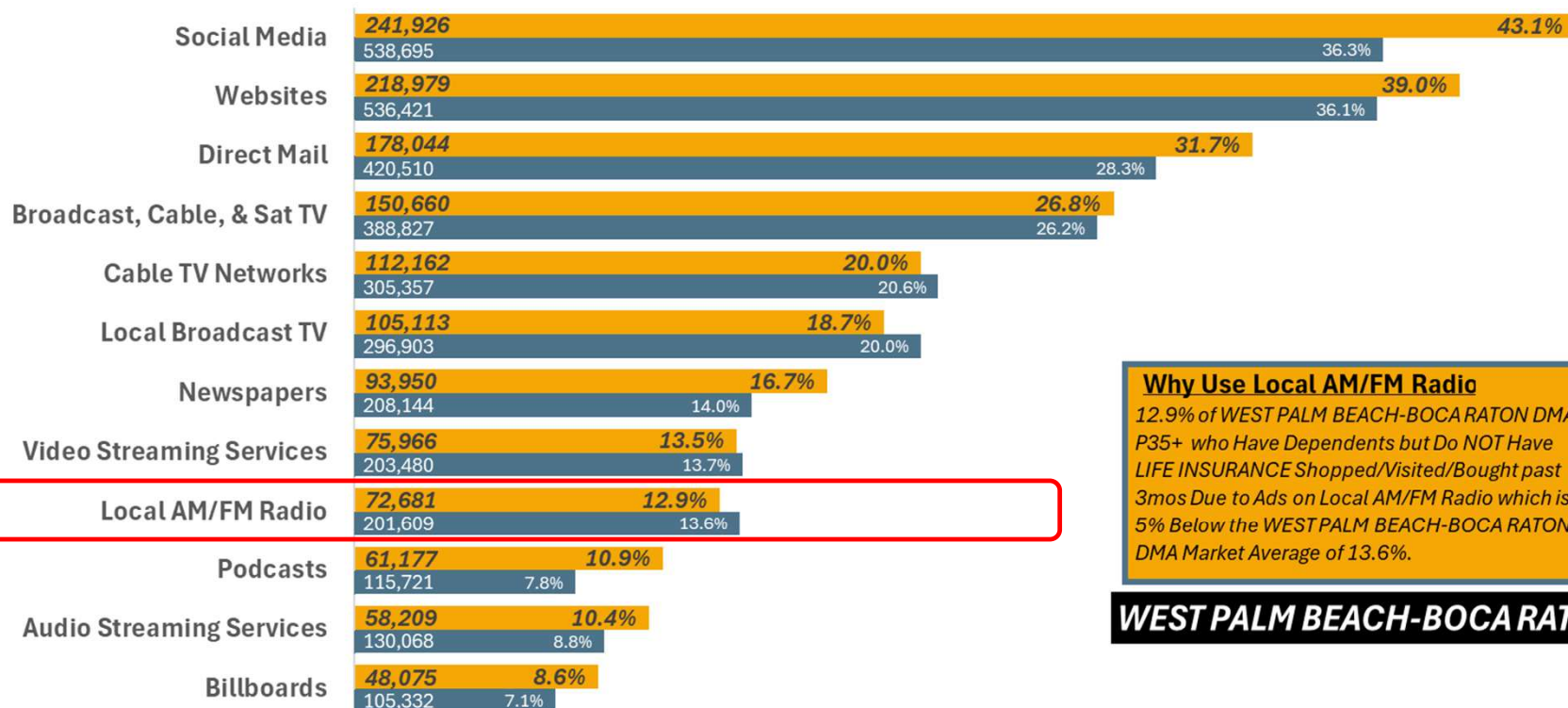
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



## "Advertising Actions"

**P35+ who Have Dependents but Do NOT Have LIFE INSURANCE**  
(Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio

12.9% of WEST PALM BEACH-BOCA RATON DMA  
P35+ who Have Dependents but Do NOT Have  
LIFE INSURANCE Shopped/Visited/Bought past  
3mos Due to Ads on Local AM/FM Radio which is -  
5% Below the WEST PALM BEACH-BOCA RATON  
DMA Market Average of 13.6%.

**WEST PALM BEACH-BOCA RATON**

■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P35+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug 24-Jun 25 Qual Intab: 812

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