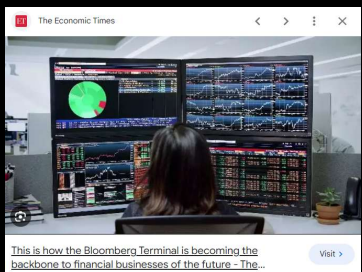


**USA+4 More DMAs – P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos!**

# 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 P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 months as of August 31, 2025.**



**Service Corporation International**



**HILLENBRAND  
Batesville**

**Vanguard® BlackRock®**

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

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



**P35+**





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

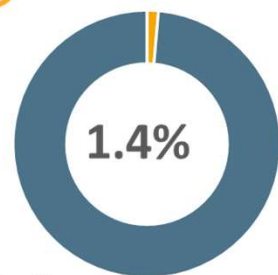


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



- who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements
- Remainder of USA DMAs

Total Persons:

2,581,347 185,450,978

%M vs. %F:

47.0%

48.5%

53.0%

51.5%

Average Age:

67.2

57.0

65.5

57.9

# Persons: 1,214,387

91,222,986

1,366,960

96,809,338

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older

66.3

57.4

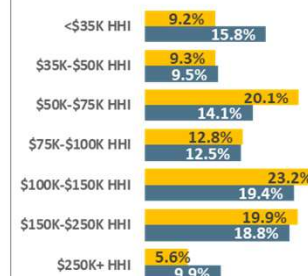
- who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements
- USA



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



HHI of Target vs. Market:



Avg HHI:

\$96,491 \$99,355

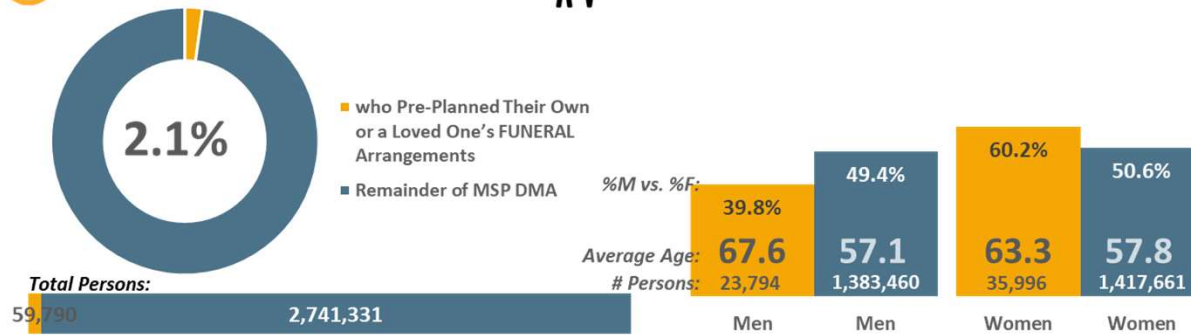
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345  
All Graphs and HBI/BI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

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

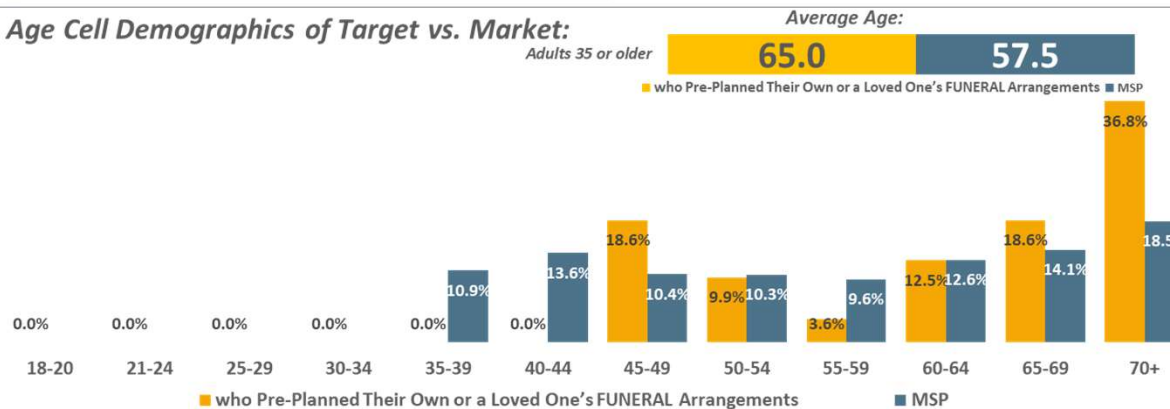


2.1% or 59,790 of MSP DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 65. years old (13.1% older than average) and have a \$108,240 (6.3% lower than average) annual household...

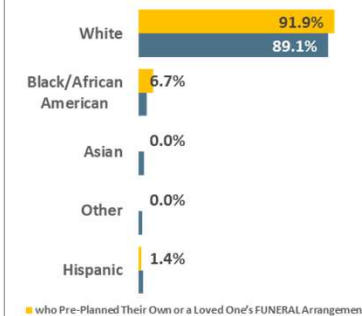
## Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



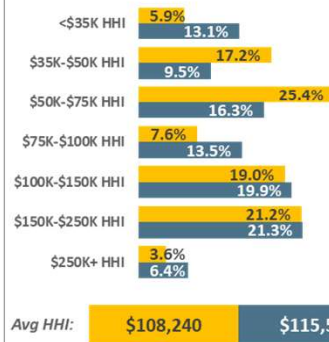
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



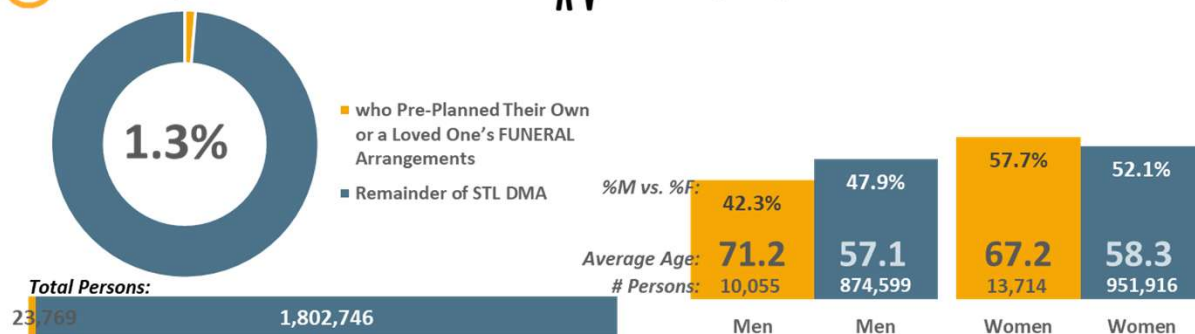
## HHI of Target vs. Market:



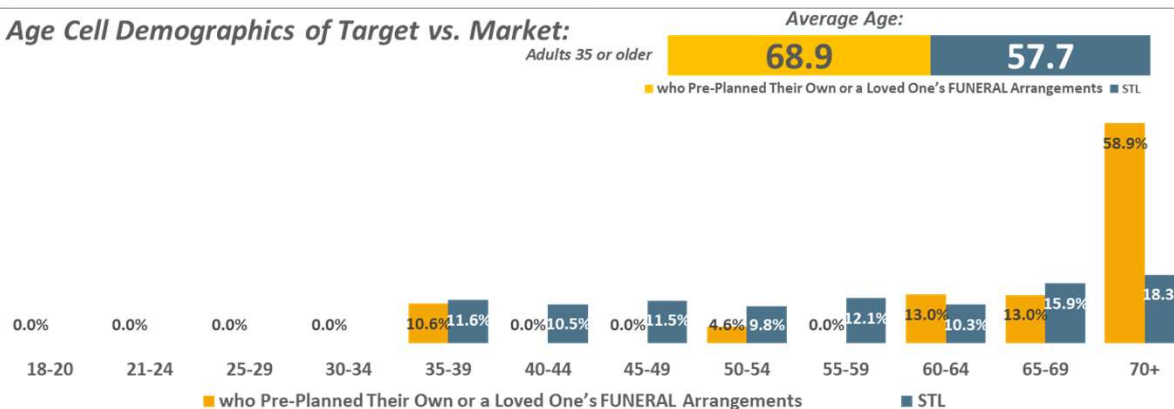


1.3% or 23,769 of STL DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 68.9 years old (19.3% older than average) and have a \$84,212 (19.2% lower than average) annual household...

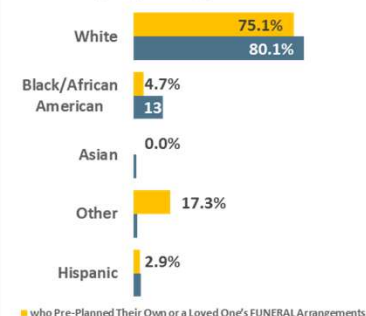
## Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



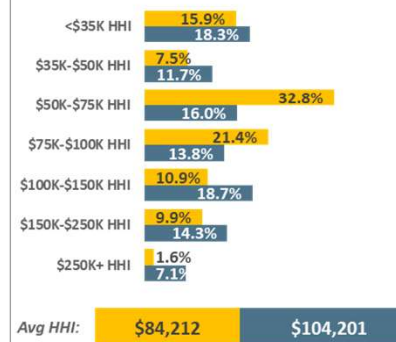
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



## HHI of Target vs. Market:

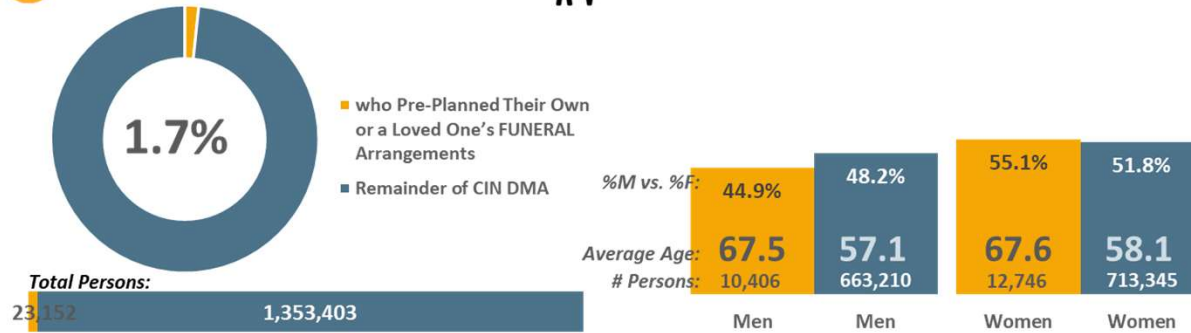




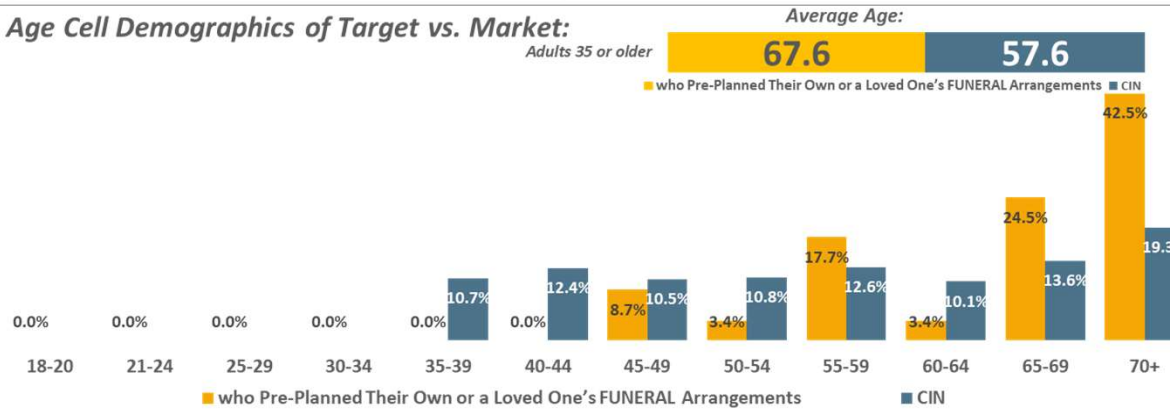


1.7% or 23,152 of CIN DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 67.6 years old (17.2% older than average) and have a \$96,909 (8.1% lower than average) annual household...

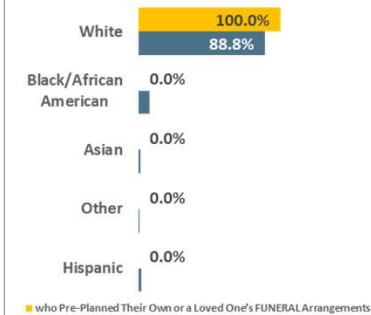
## Percent of Market: Adults 35 or older Gender of Target vs. Market: Adults 35 or older



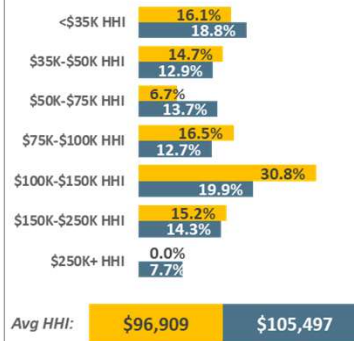
## Age Cell Demographics of Target vs. Market:



## Ethnicity of Target vs. Market:



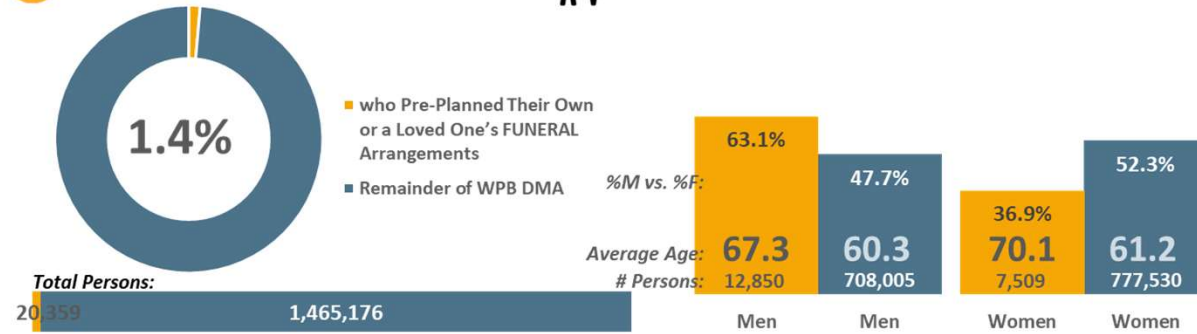
## HHI of Target vs. Market:



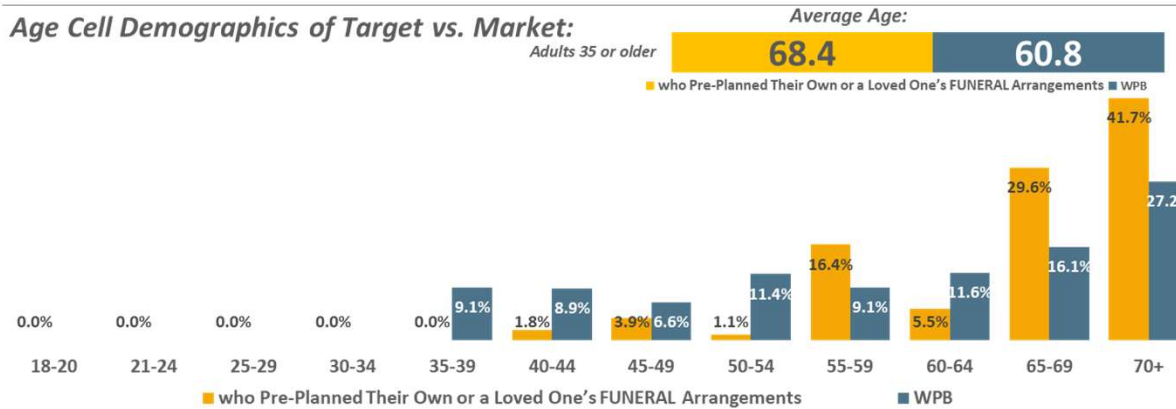


1.4% or 20,359 of WPB DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Typical Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 68.4 years old (12.5% older than average) and have a \$130,779 (22.9% higher than average) annual household ...

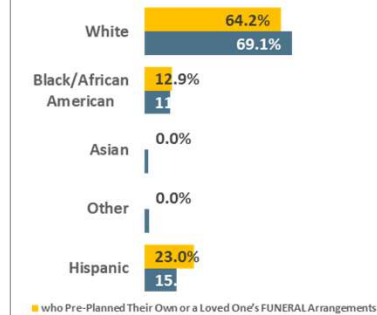
**Percent of Market: Adults 35 or older** **Gender of Target vs. Market: Adults 35 or older**



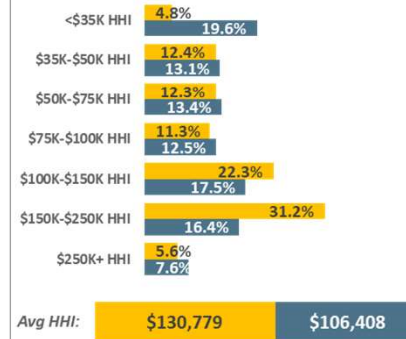
**Age Cell Demographics of Target vs. Market:**



**Ethnicity of Target vs. Market:**



**HHI of Target vs. Market:**

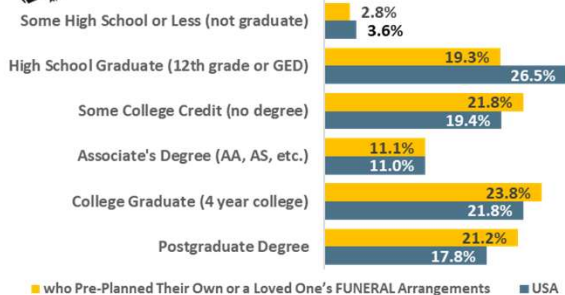




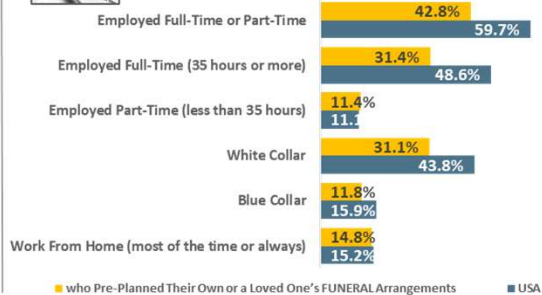
1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 13.8% more likely to be a college graduate, 35.5% less likely to work full-time, 5.5% more likely to be married,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



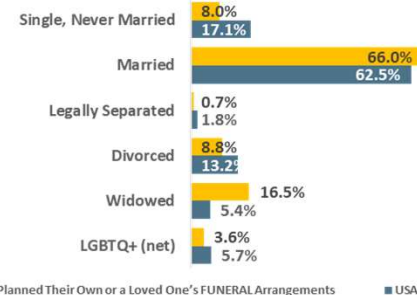
### Education Levels: Adults 35 or older



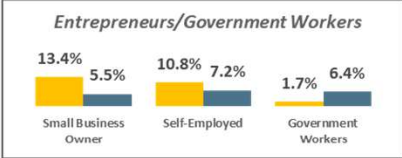
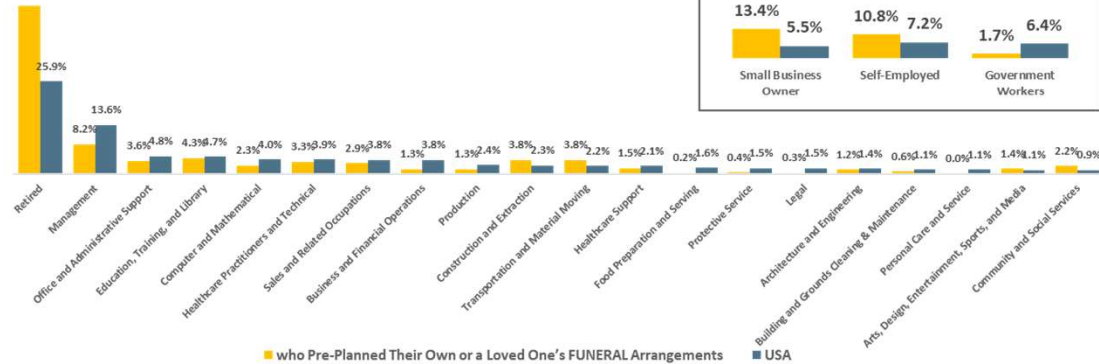
### Employment: Adults 35 or older



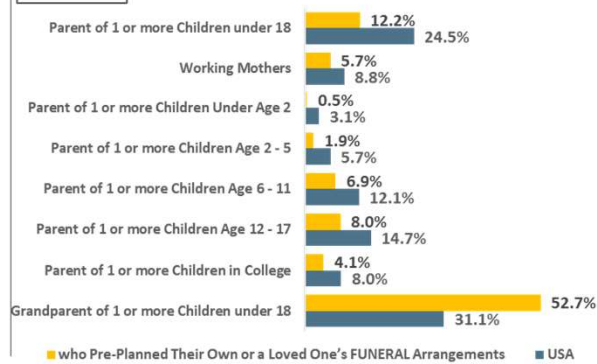
### Marital Status: Adults 35 or older



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



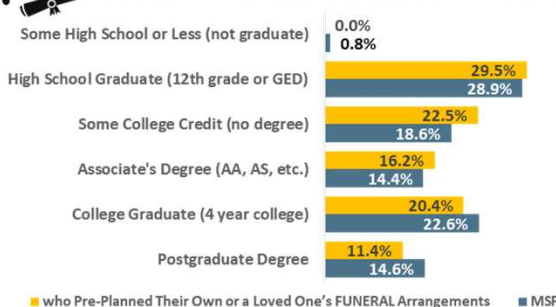
### Stage in Life: Adults 35 or older



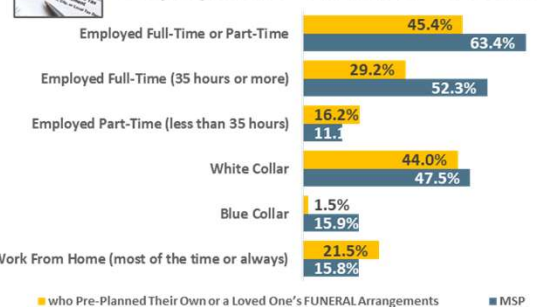


2.1% or 59,790 of MSP DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 14.5% less likely to be a college graduate, 44.2% less likely to work full-time, 4.3% more likely to be married, 93.3% more likely to be a grandparent of 1 or more chil

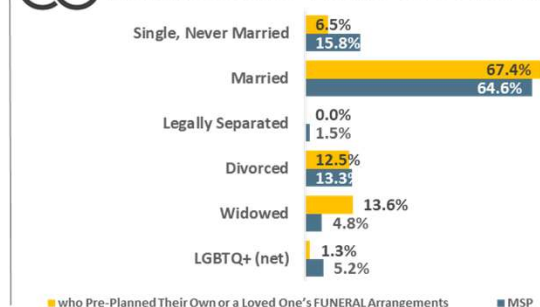
### Education Levels: Adults 35 or older



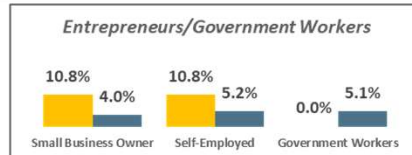
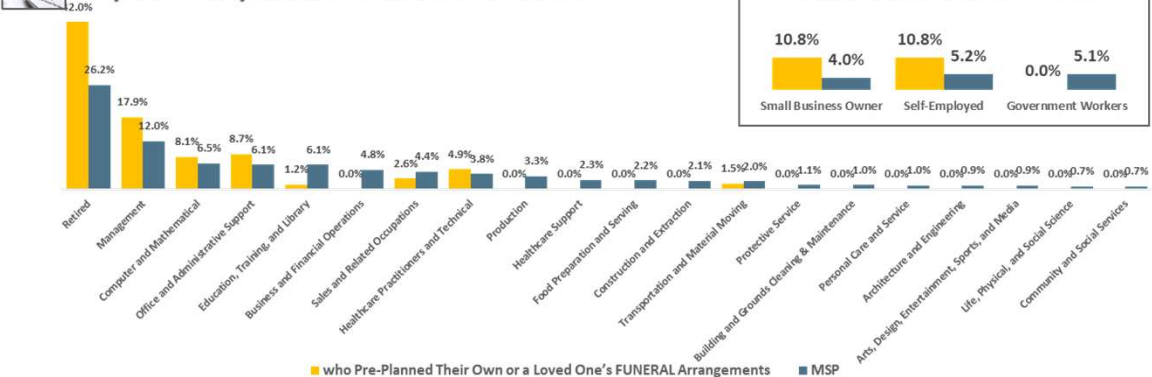
### Employment: Adults 35 or older



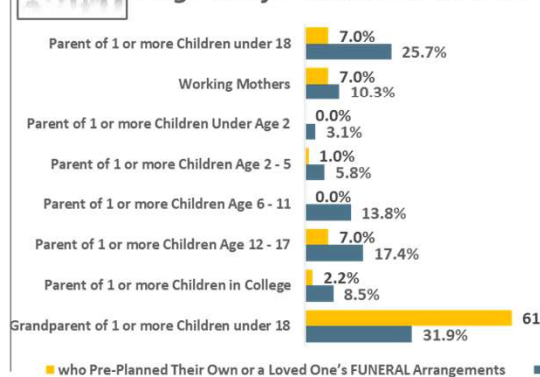
### Marital Status: Adults 35 or older



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



### Stage in Life: Adults 35 or older



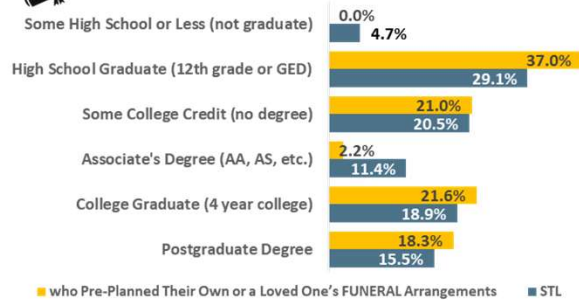




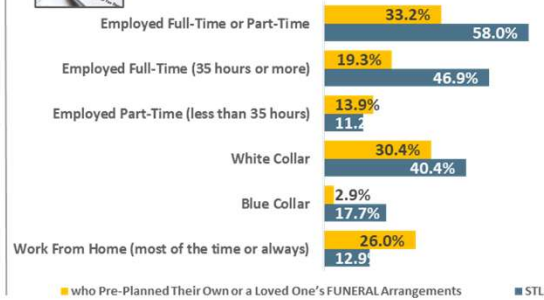
1.3% or 23,769 of STL DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 16.% more likely to be a college graduate, 58.8% less likely to work full-time, 3.% more likely to be married, 19.8% more likely to be a grandparent of 1 or more child



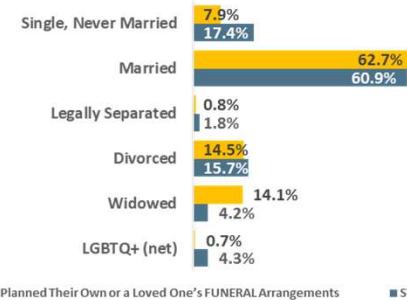
### Education Levels: Adults 35 or older



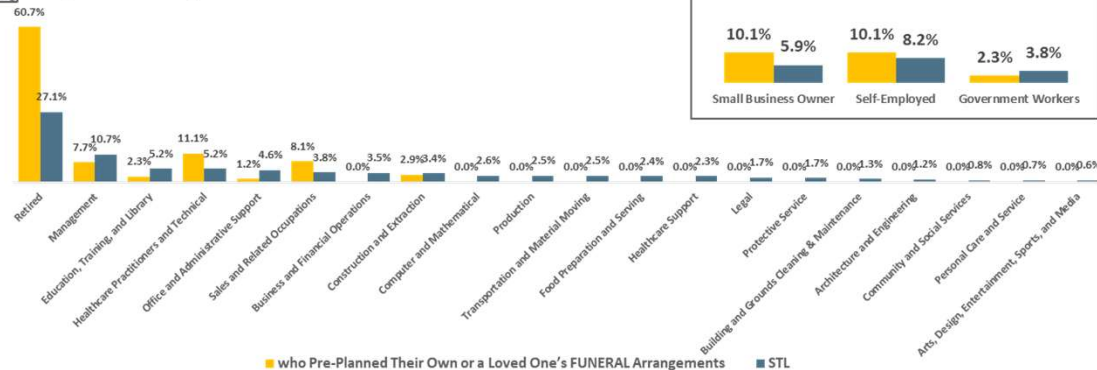
### Employment: Adults 35 or older



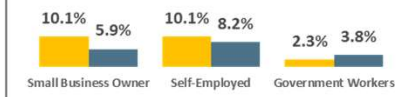
### Marital Status: Adults 35 or older



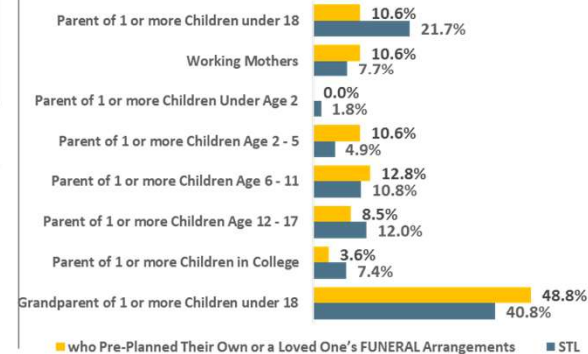
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older

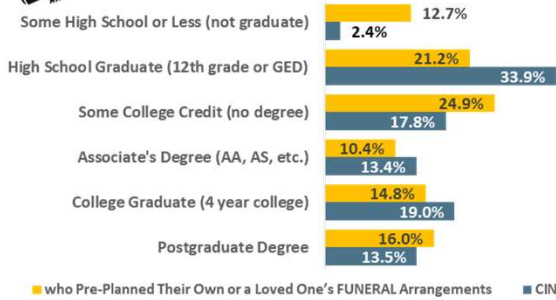




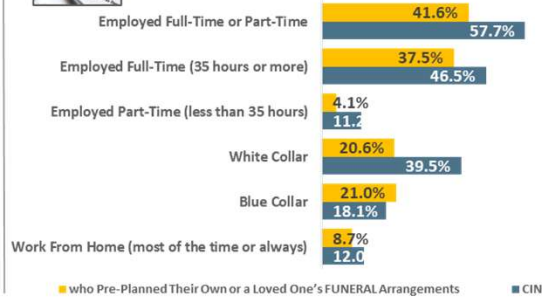
1.7% or 23,152 of CIN DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 5.3% less likely to be a college graduate, 19.5% less likely to work full-time, 1.7% less likely to be married, 79.3% more likely to be a grandparent of 1 or more child



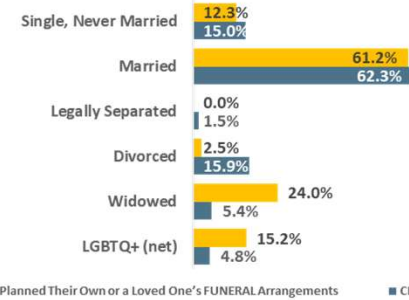
### Education Levels: Adults 35 or older



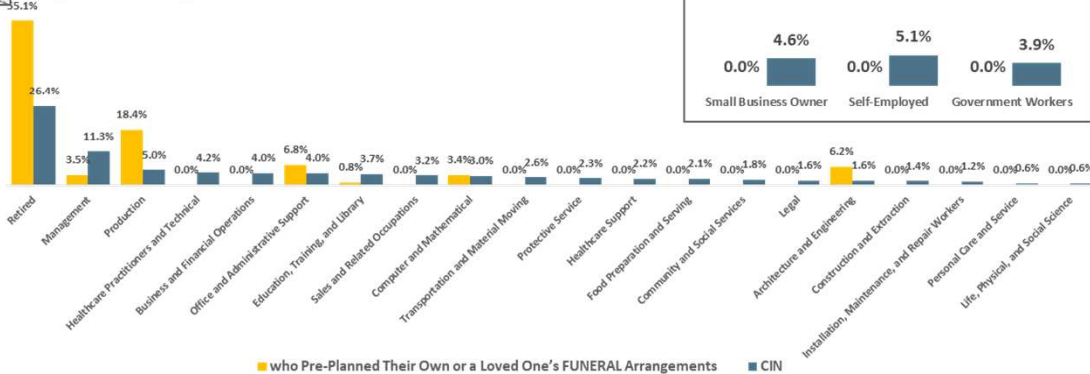
### Employment: Adults 35 or older



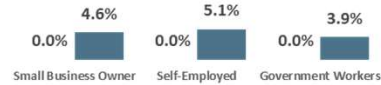
### Marital Status: Adults 35 or older



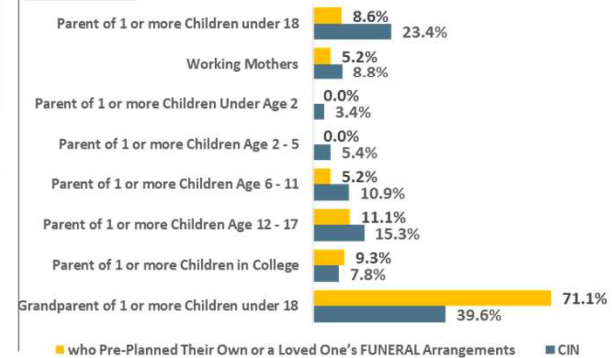
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



### Stage in Life: Adults 35 or older

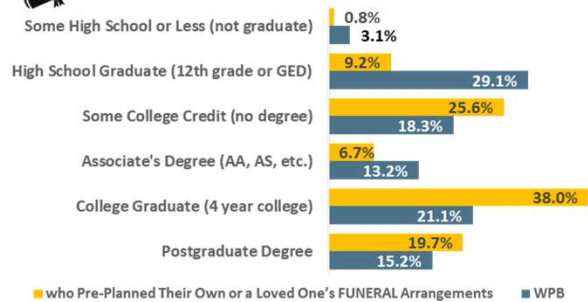




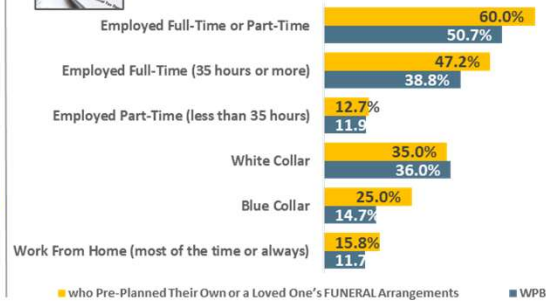
1.4% or 20,359 of WPB DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 59.1% more likely to be a college graduate, 21.8% more likely to work full-time, 5.8% more likely to be married, 30.9% more likely to be a grandparent of 1 or more chil



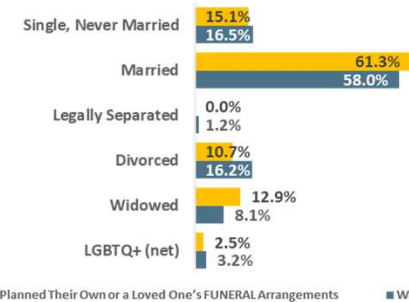
### Education Levels: Adults 35 or older



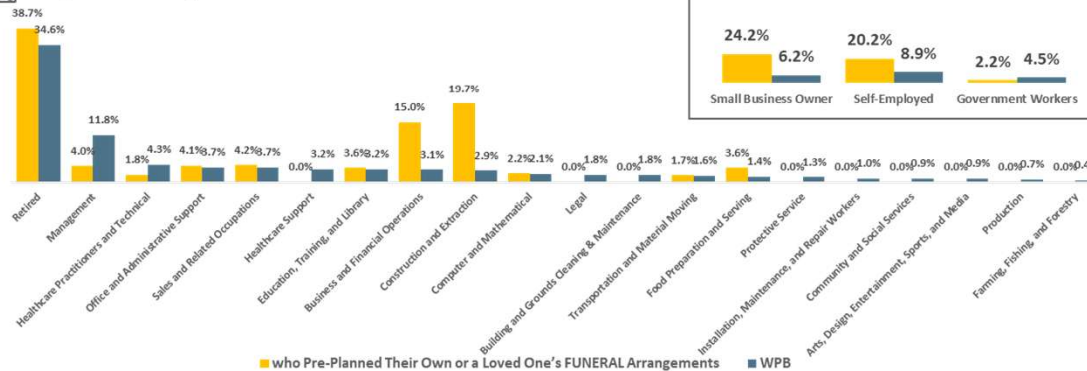
### Employment: Adults 35 or older



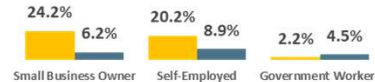
### Marital Status: Adults 35 or older



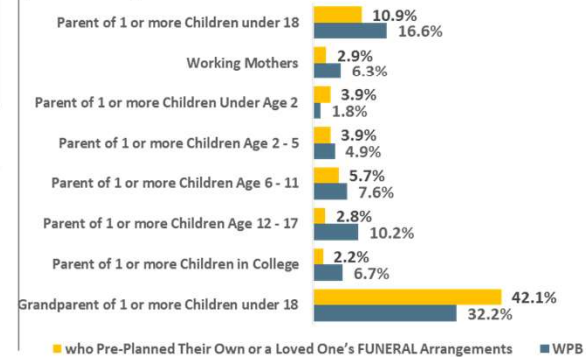
### Top-20 Occupations: Adults 35 or older



### Entrepreneurs/Government Workers



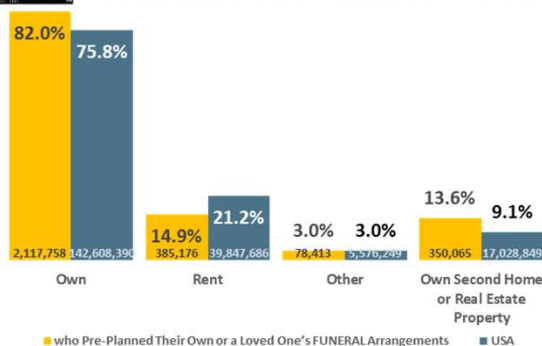
### Stage in Life: Adults 35 or older



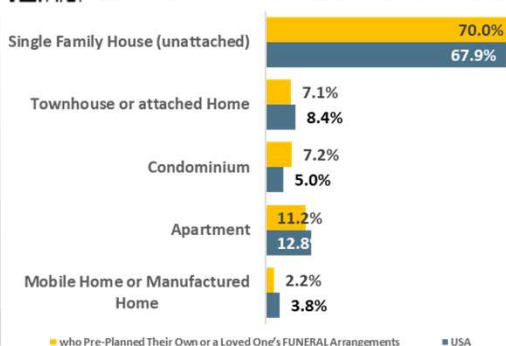


1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 8.2% more likely to own their home, 24.7% more likely to own a higher valued home, 3.0% more likely to have a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

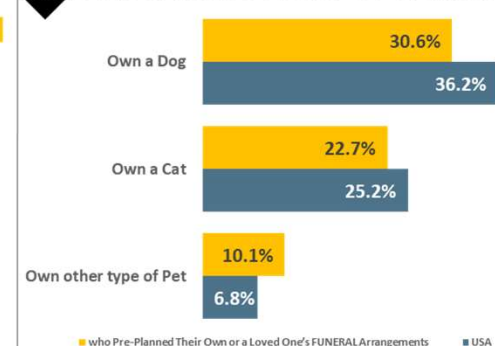
### Own/Rent/Other: Adults 35 or older



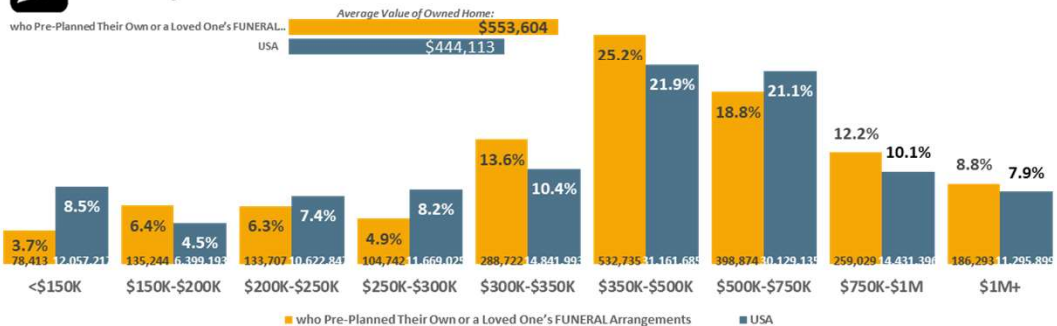
### Type of Home: Adults 35 or older



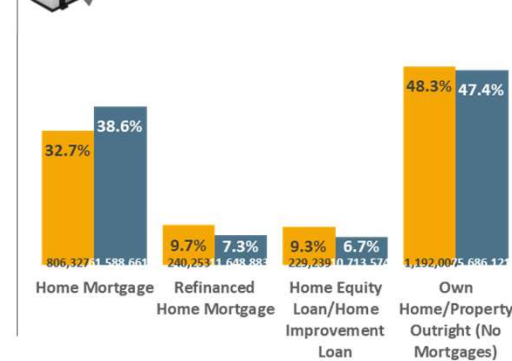
### Pets in Home: Adults 35 or older



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



### Home Loans: Adults 35 or older



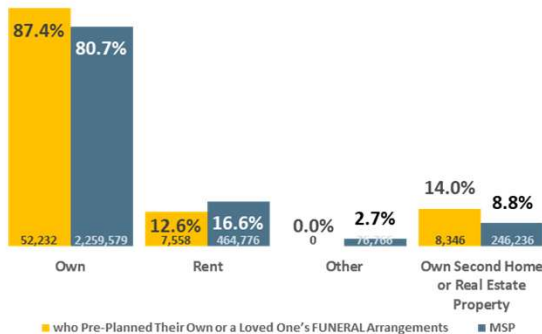
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 345  
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

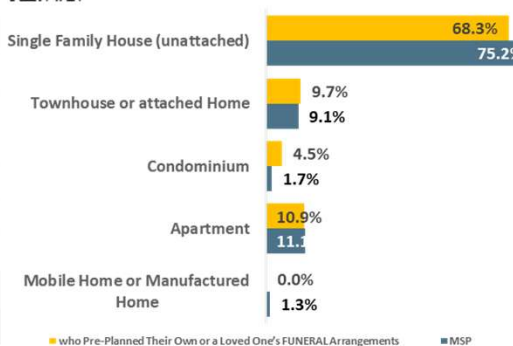


2.1% or 59,790 of MSP DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 8.3% more likely to own their home, 18.6% more likely to own a higher valued home, 9.3% less likely to have a single-family home, 6.6% more likely to have a dog.

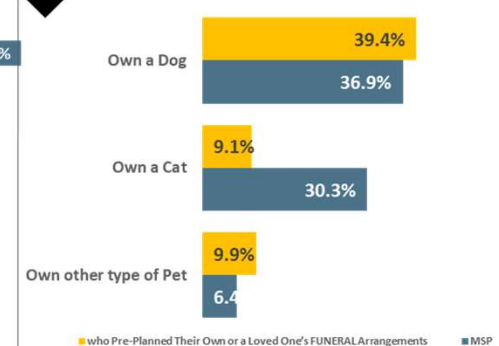
### Own/Rent/Other: Adults 35 or older



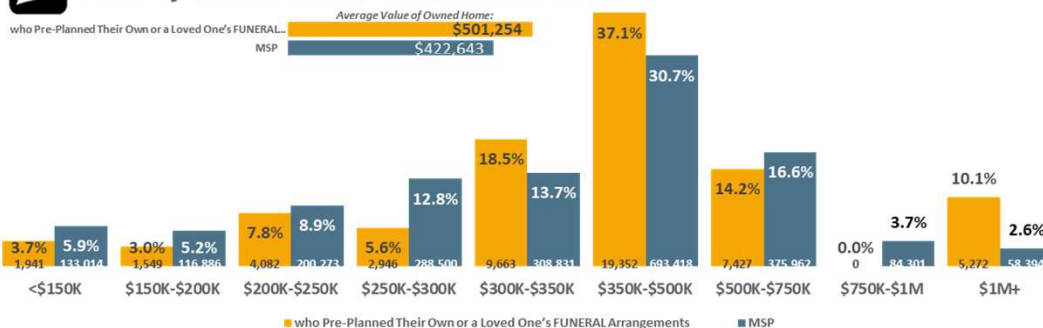
### Type of Home: Adults 35 or older



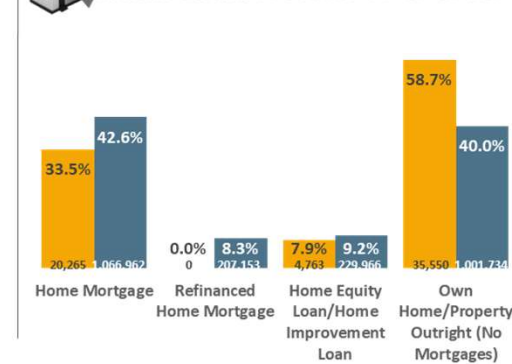
### Pets in Home: Adults 35 or older



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

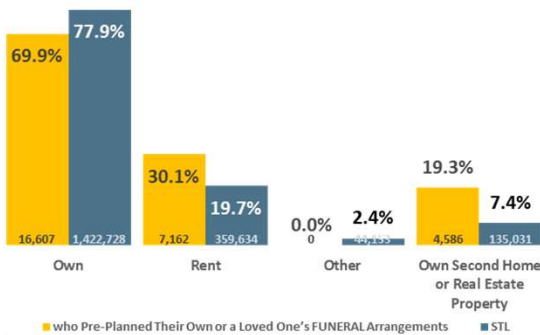


### Home Loans: Adults 35 or older

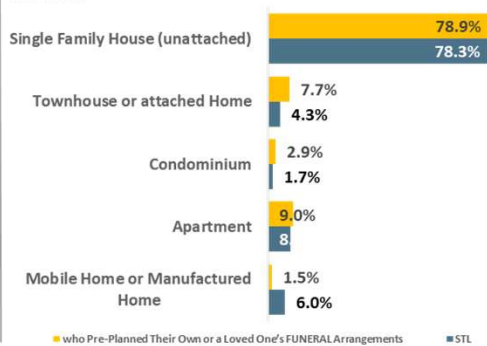


1.3% or 23,769 of STL DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 10.3% less likely to own their home, 5.3% more likely to own a lower valued home, .7% more likely to have a single-family home, 3.1% more likely to have a dog.

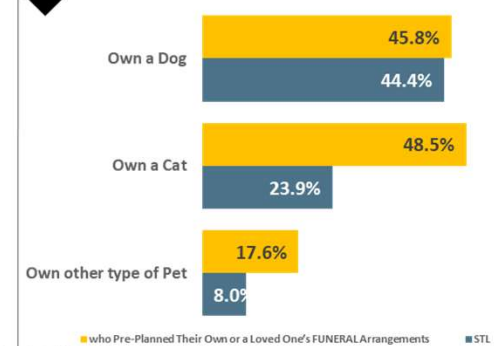
### Own/Rent/Other: Adults 35 or older



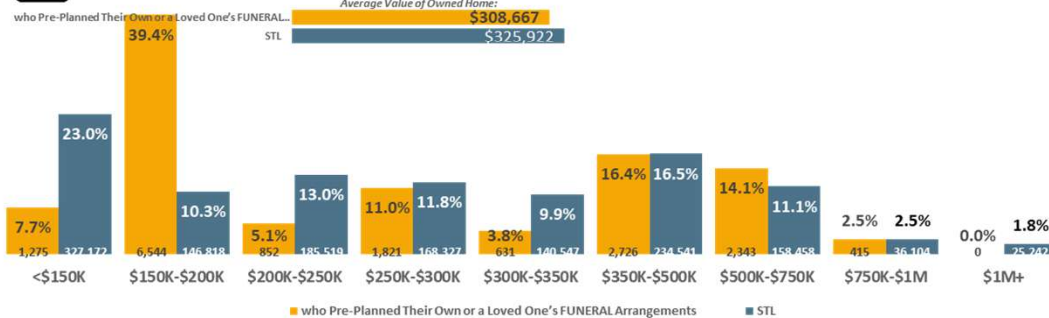
### Type of Home: Adults 35 or older



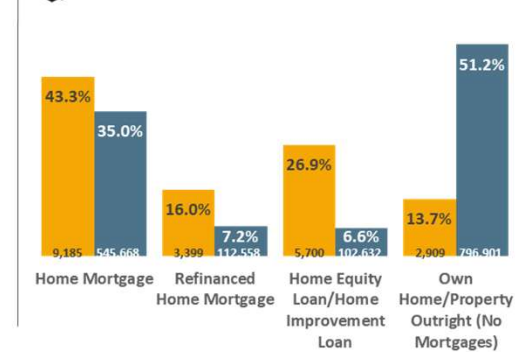
### Pets in Home: Adults 35 or older



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

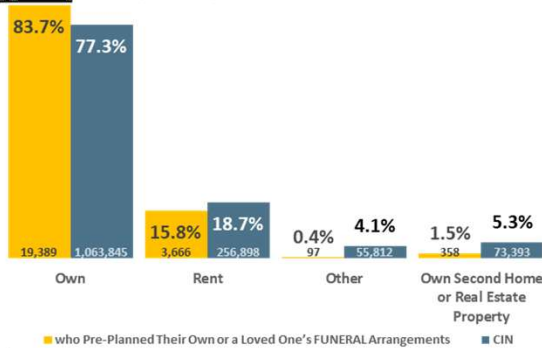


### Home Loans: Adults 35 or older

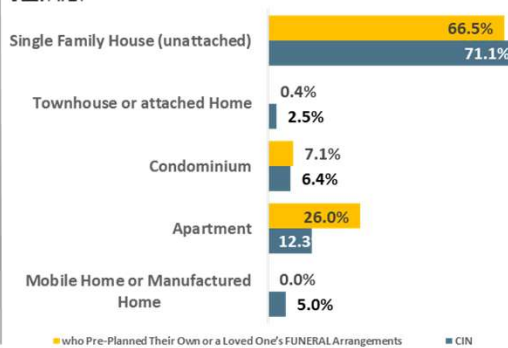


1.7% or 23,152 of CIN DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 8.4% more likely to own their home, 14.6% more likely to own a lower valued home, 6.5% less likely to have a single-family home, 4.5% less likely to have a dog.

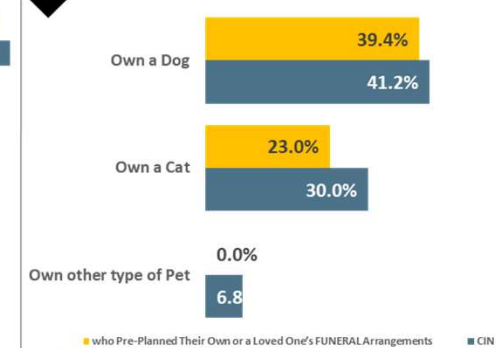
### Own/Rent/Other: Adults 35 or older



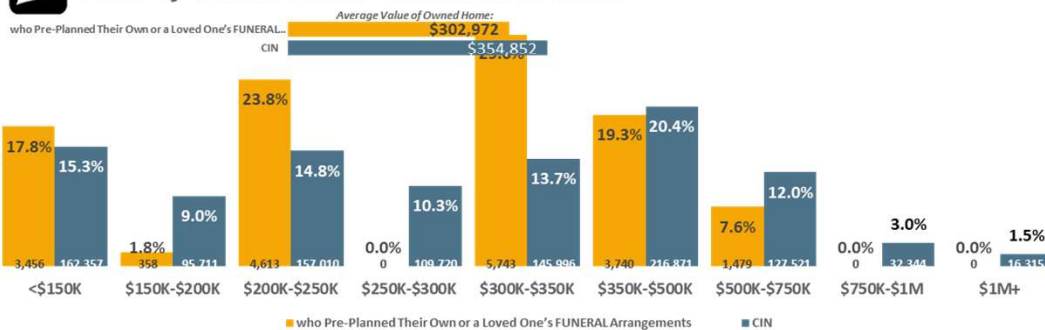
### Type of Home: Adults 35 or older



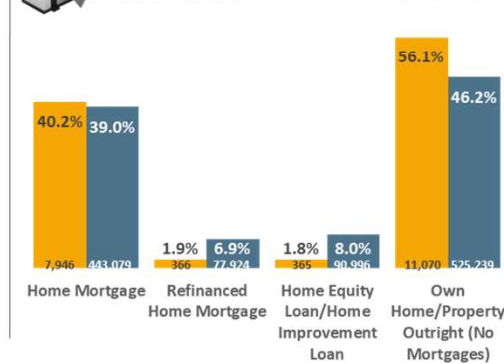
### Pets in Home: Adults 35 or older



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



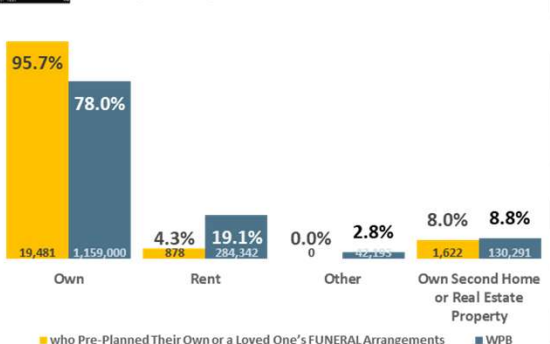
### Home Loans: Adults 35 or older



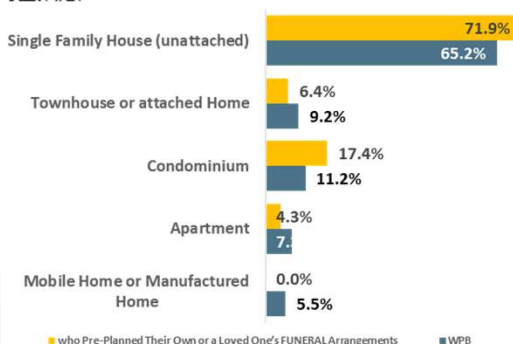


1.4% or 20,359 of WPB DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 22.6% more likely to own their home, 5.6% more likely to own a higher valued home, 10.3% more likely to have a single-family home, 51.9% less likely to have a dog.

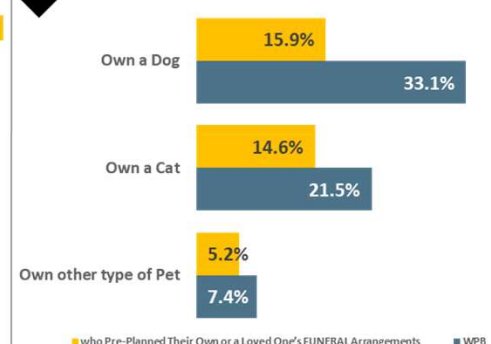
**Own/Rent/Other: Adults 35 or older**



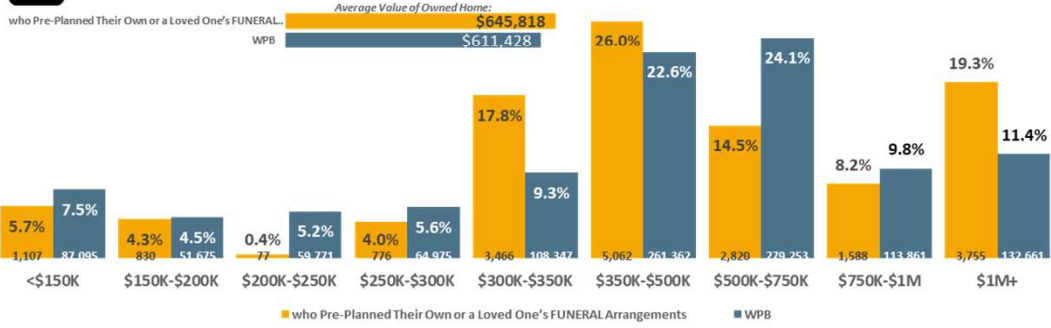
**Type of Home: Adults 35 or older**



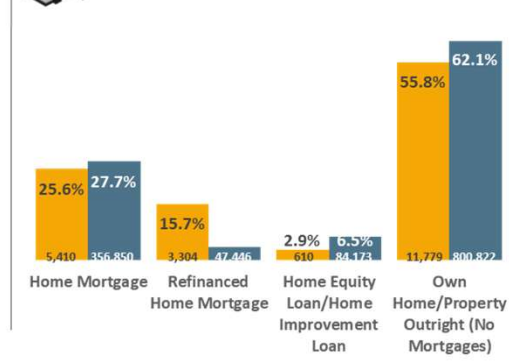
**Pets in Home: Adults 35 or older**



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



**Home Loans: Adults 35 or older**



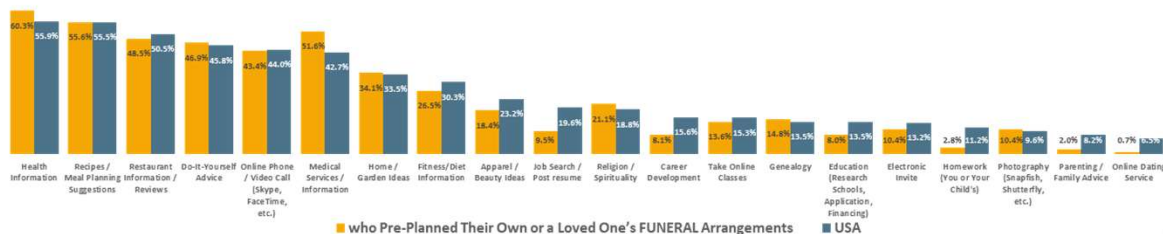




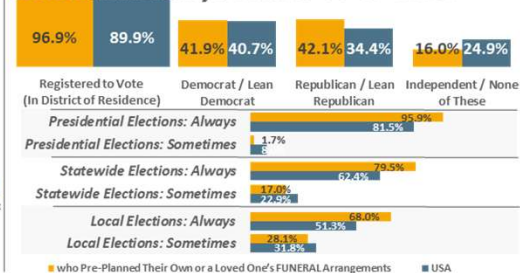
1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 2.4% more likely to look up D-I-Y advice online, 32.6% more likely to always vote in local elections, 36.7% more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



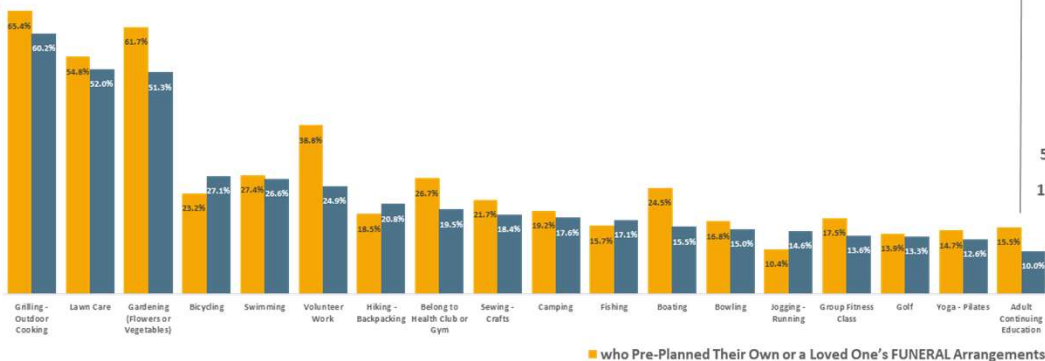
### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



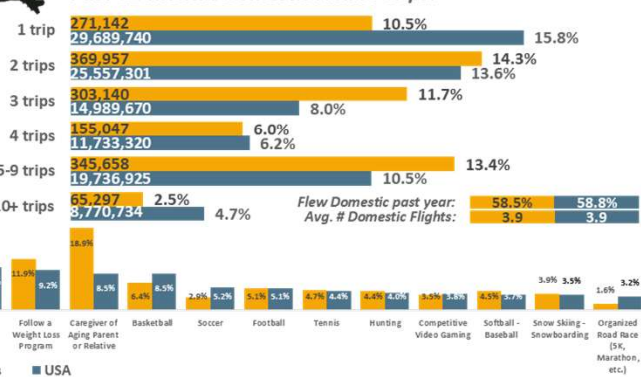
### Political Activity: Adults 35 or older



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



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

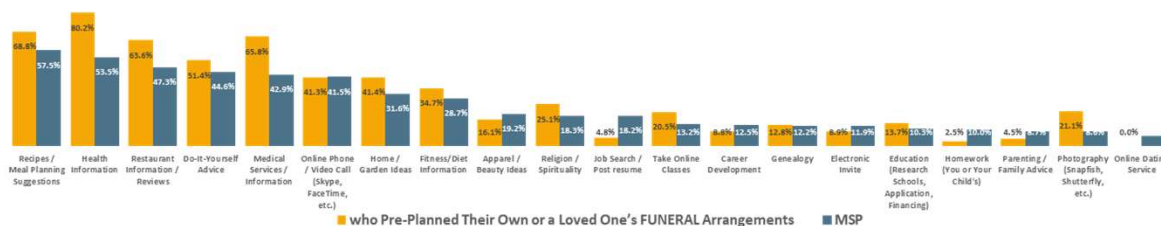




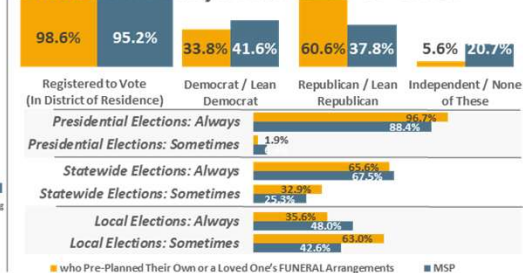
2.1% or 59,790 of MSP DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 15.3% more likely to look up D-I-Y advice online, 25.8% less likely to always vote in local elections, 48.6% more likely to belong to a gym, 5.1% more likely to fly dom



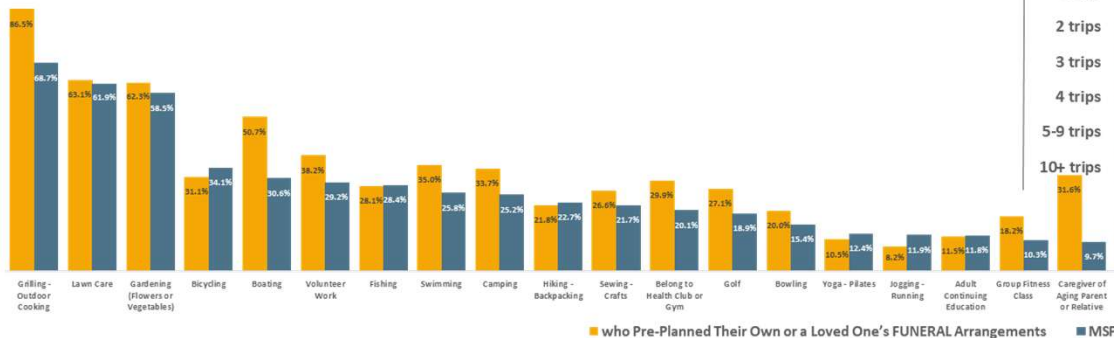
### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



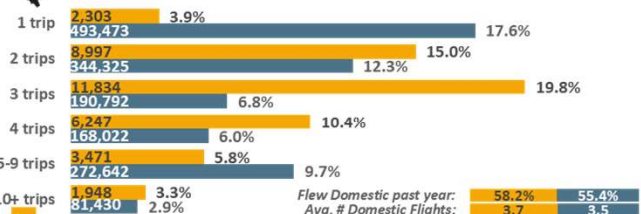
### Political Activity: Adults 35 or older



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



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

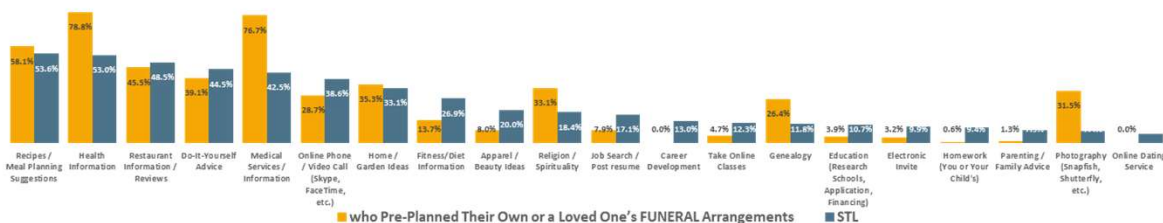




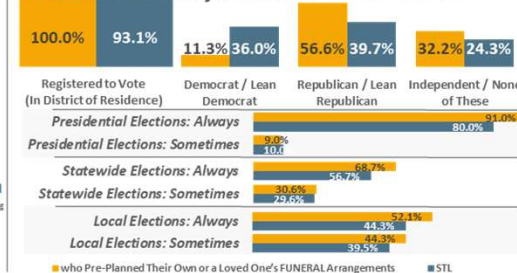
1.3% or 23,769 of STL DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 12.2% less likely to look up D-I-Y advice online, 17.7% more likely to always vote in local elections, 115.8% more likely to belong to a gym, 8.9% less likely to fly do



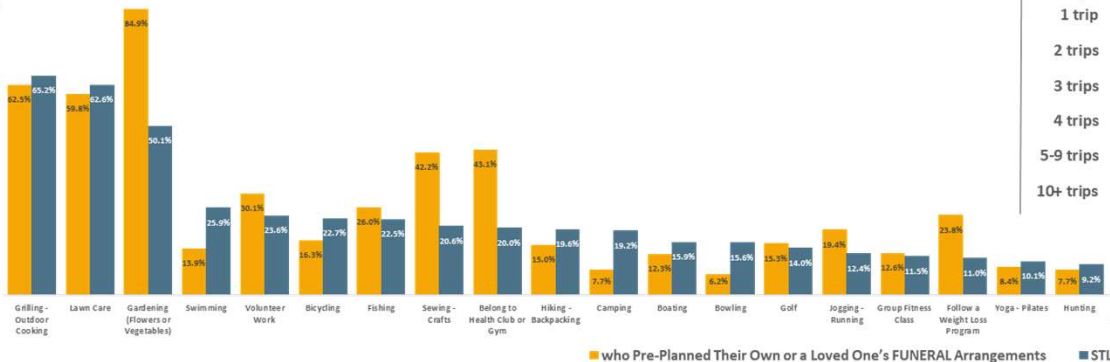
### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



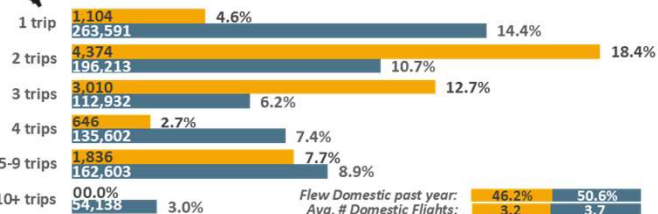
### Political Activity: Adults 35 or older



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



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

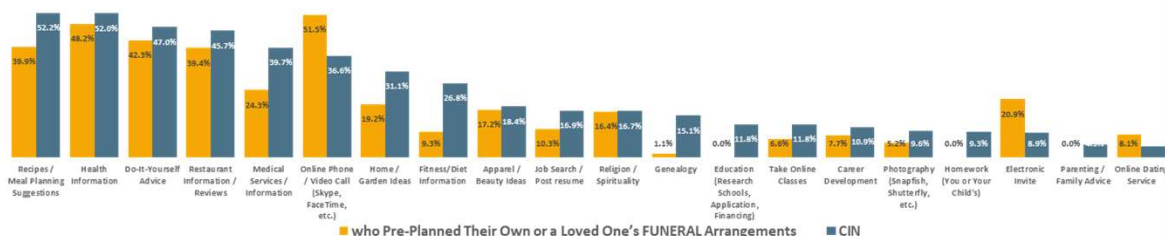




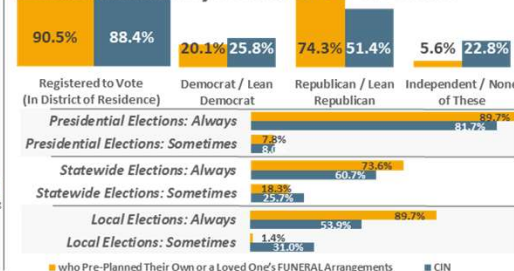
1.7% or 23,152 of CIN DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 10.% less likely to look up D-I-Y advice online, 66.5% more likely to always vote in local elections, 30.6% more likely to belong to a gym, 36.7% less likely to fly dom



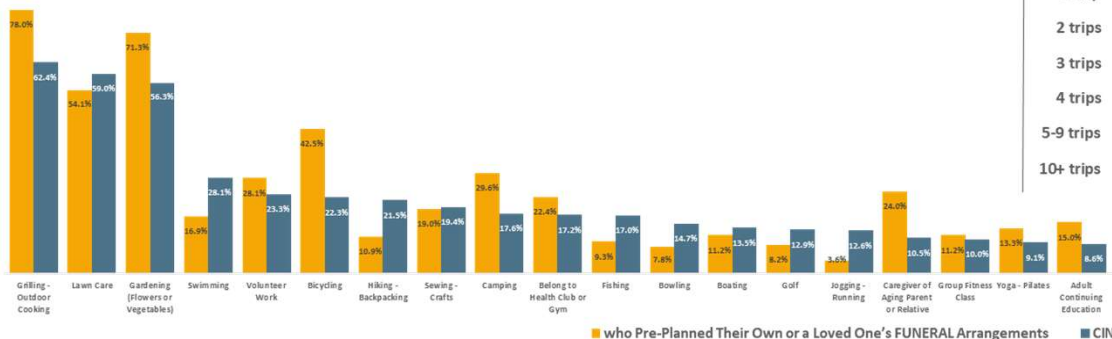
### Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



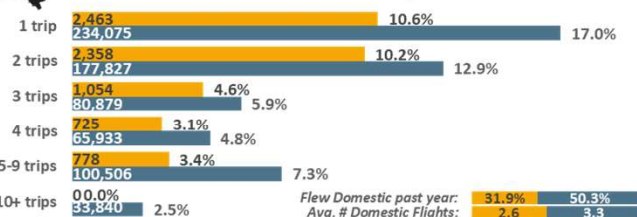
### Political Activity: Adults 35 or older



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



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



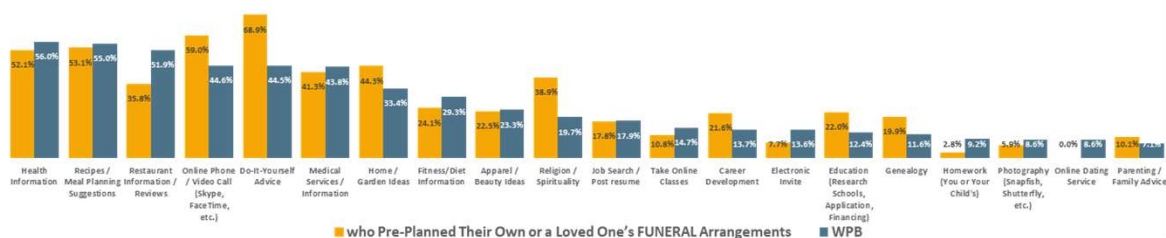




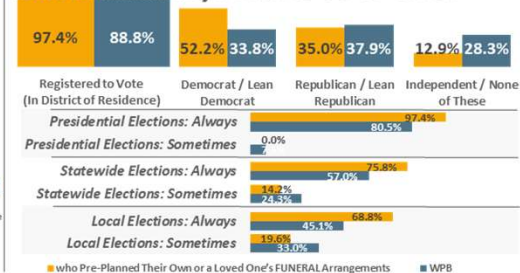
1.4% or 20,359 of WPB DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 54.9% more likely to look up D-I-Y advice online, 52.5% more likely to always vote in local elections, 34.2% more likely to belong to a gym, 26.2% more likely to fly do



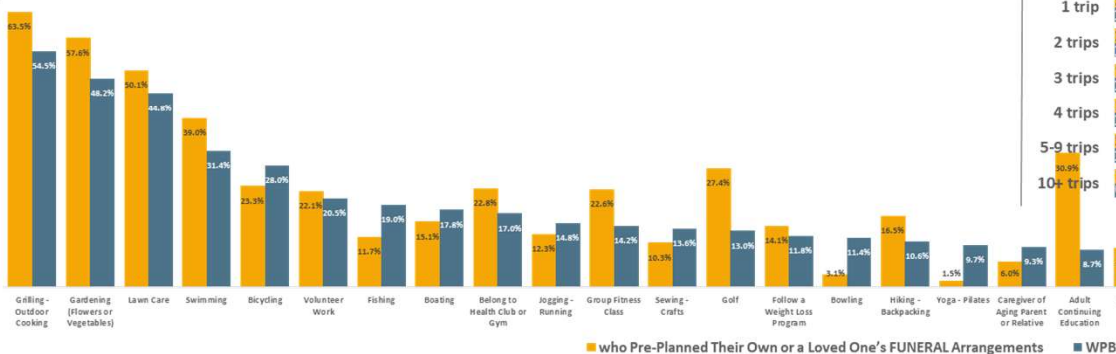
### Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



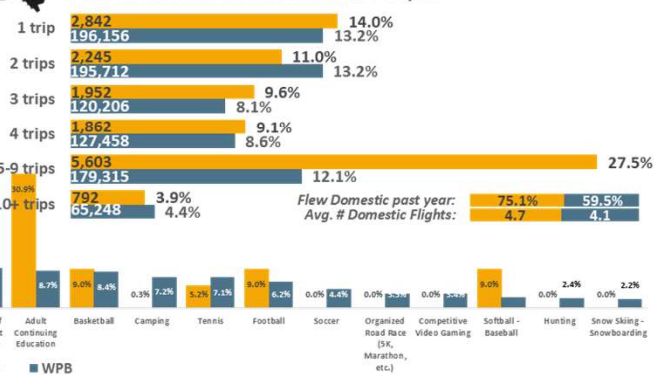
### Political Activity: Adults 35 or older



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



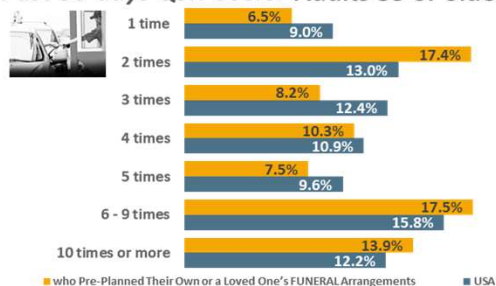
### Past 12-months Domestic Airline Trips: Adults 35 or older



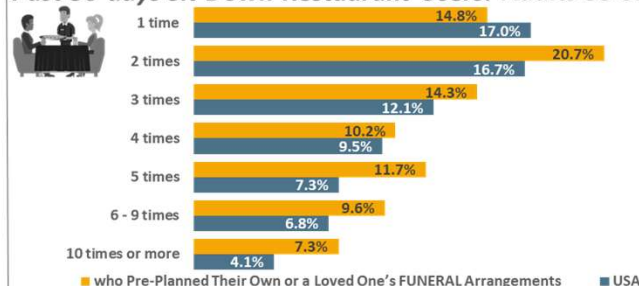


1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 1.7% less likely to use QSRs past mo., 20.5% more likely to use Sit-Down Restaurants past mo., 7.9% more likely to use Casinos past yr., 5.9% less likely to smoke cigaret

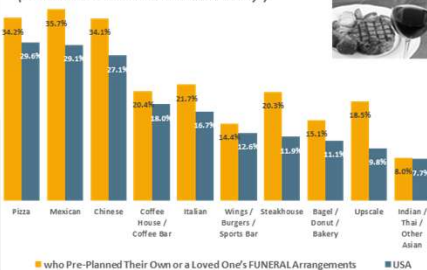
### Past 30-days QSR Users: Adults 35 or older



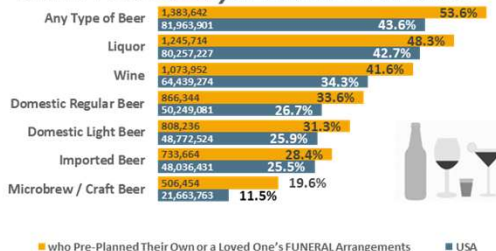
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



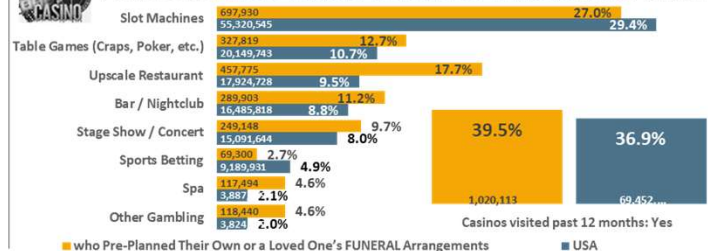
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



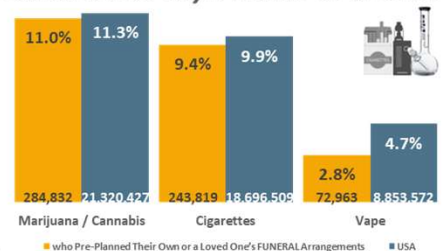
### Drank Past 30-days: Adults 35 or older



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



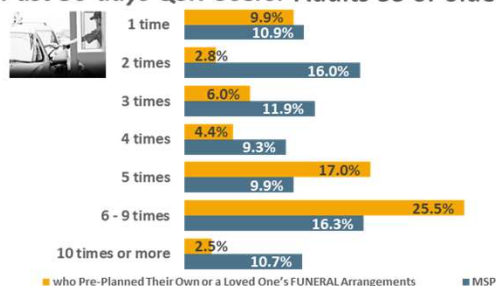
### Used Past 30-days: Adults 35 or older





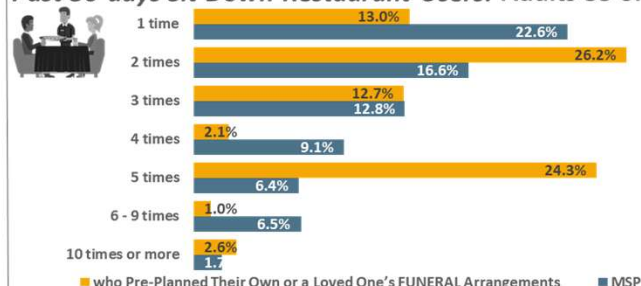
2.1% or 59,790 of MSP DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 19.9% less likely to use QSRs past mo., 8.4% more likely to use Sit-Down Restaurants past mo., 8% more likely to use Casinos past yr., 28.4% more likely to smoke cigar

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



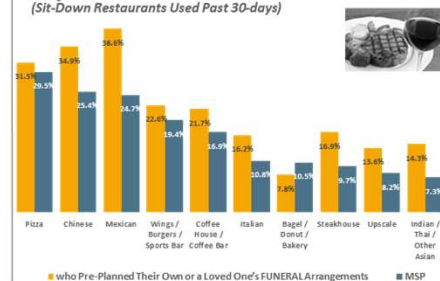
Total Monthly QSR Users: 68.1% (40,722) vs 85.0% (2,381,003)  
Avg. Monthly QSR Meals: 5.4 vs 5.3

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



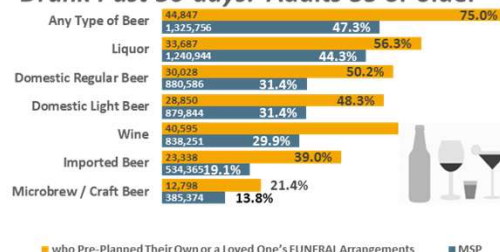
Total Monthly Sit-Down Restaurant Users: 82.0% (49,010) vs 75.6% (2,117,660)  
Avg. Monthly Sit-Down Restaurant Meals: 3.4 vs 3.1

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

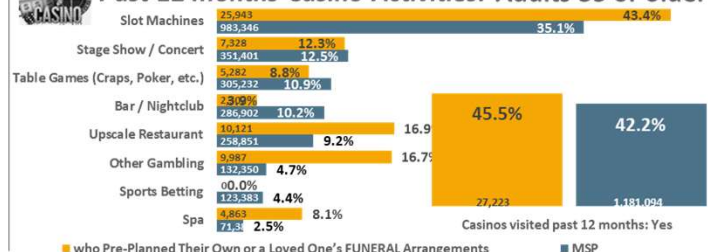


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)  
who Pre-Planned Their Own or a Loved One's FUNERAL... 6,378 (10.7%)  
MSP 281,957 (10.1%)

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

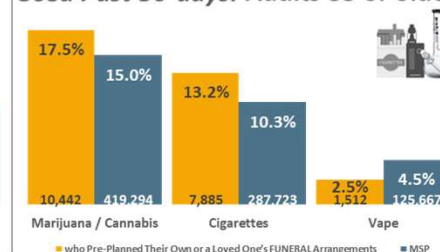


### Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes  
27,223 (45.5%) vs 1,181,094 (42.2%)

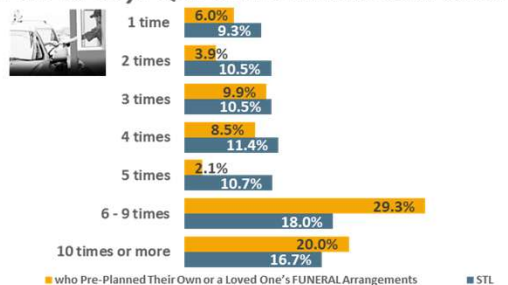
### Used Past 30-days: Adults 35 or older



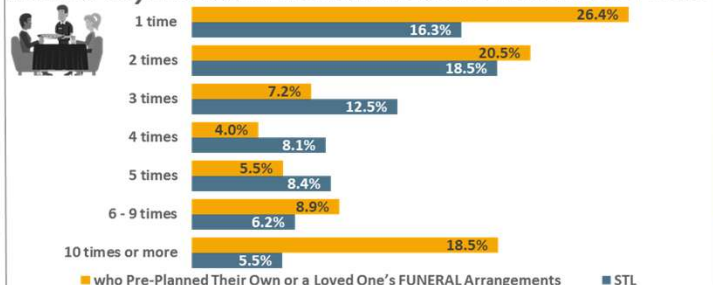


1.3% or 23,769 of STL DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 8.5% less likely to use QSRs past mo., 20.8% more likely to use Sit-Down Restaurants past mo., 51.8% more likely to use Casinos past yr., 50.6% less likely to smoke cig

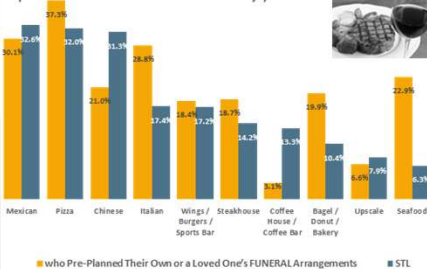
### Past 30-days QSR Users: Adults 35 or older



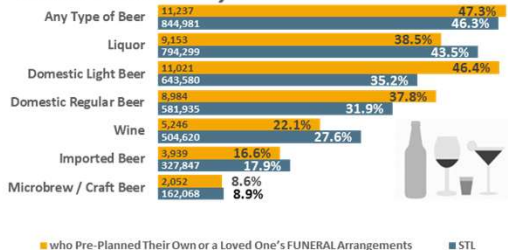
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



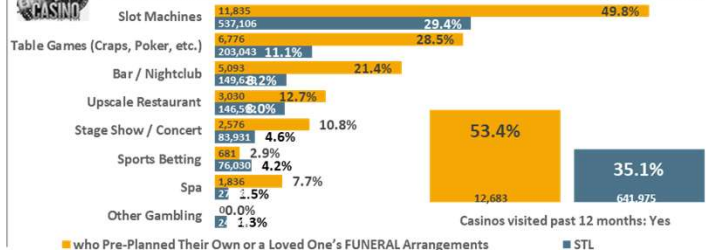
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



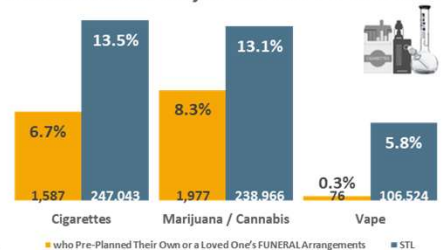
### Drank Past 30-days: Adults 35 or older



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



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

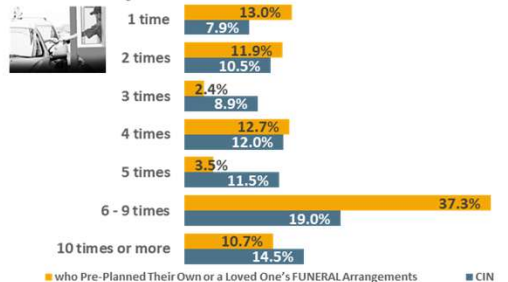




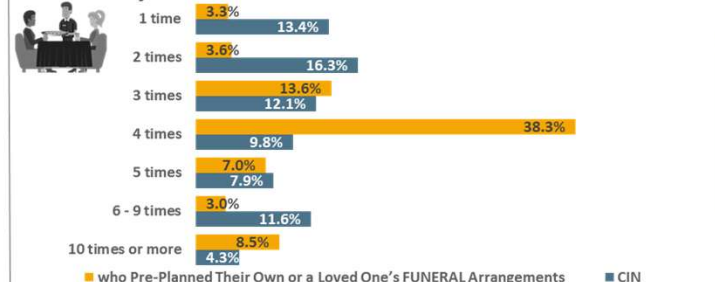


1.7% or 23,152 of CIN DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 8.6% more likely to use QSRs past mo., 2.6% more likely to use Sit-Down Restaurants past mo., 13.4% more likely to use Casinos past yr., .4% more likely to smoke cigare

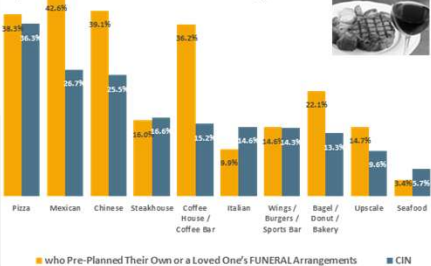
### Past 30-days QSR Users: Adults 35 or older



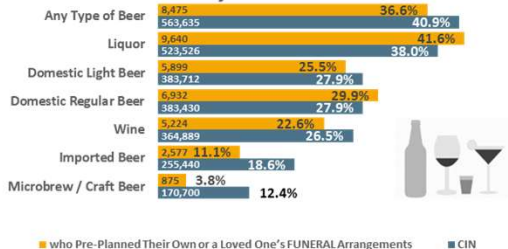
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



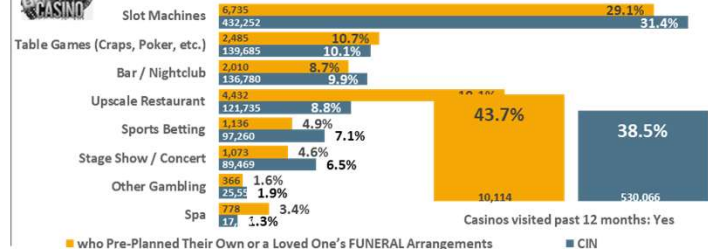
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



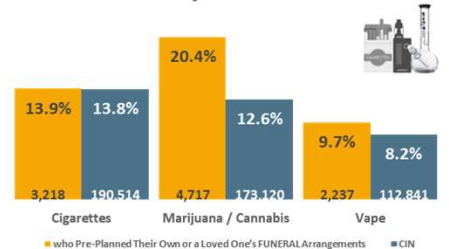
### Drank Past 30-days: Adults 35 or older



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



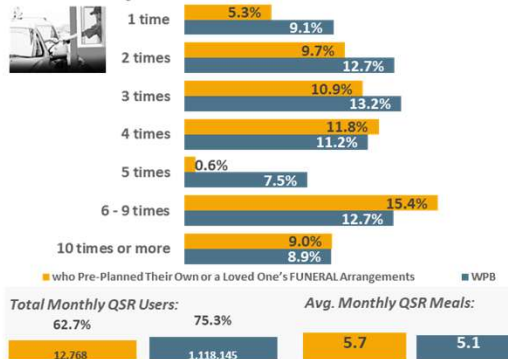
### Used Past 30-days: Adults 35 or older



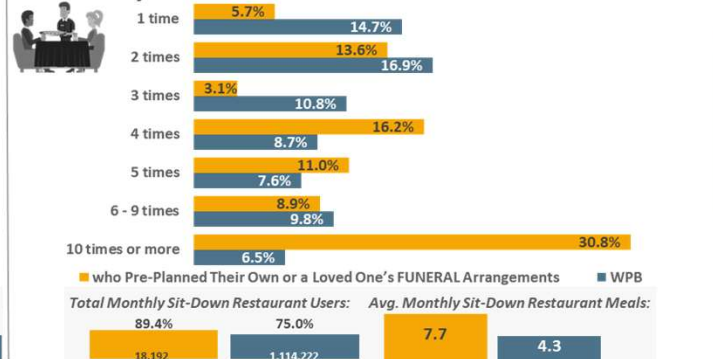


1.4% or 20,359 of WPB DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 16.7% less likely to use QSRs past mo., 19.1% more likely to use Sit-Down Restaurants past mo., 73.3% more likely to use Casinos past yr., 45.2% less likely to smoke ci

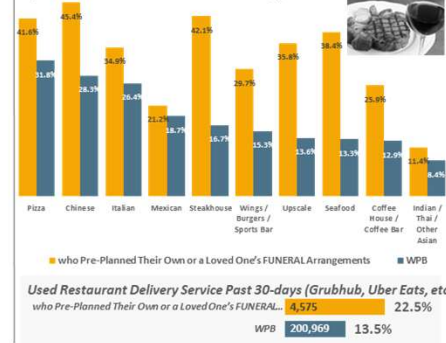
### Past 30-days QSR Users: Adults 35 or older



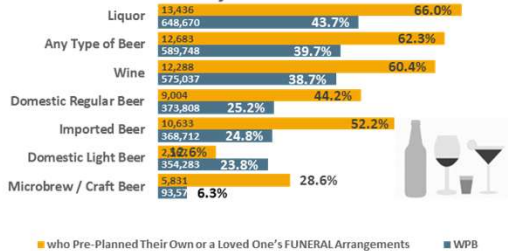
### Past 30-days Sit-Down Restaurant Users: Adults 35 or older



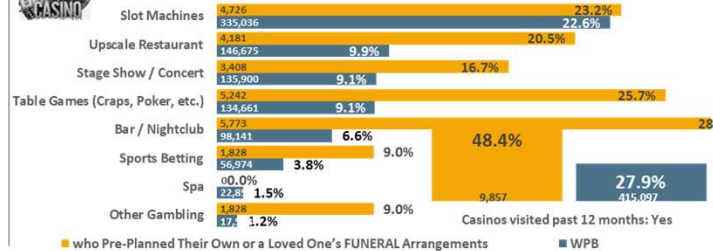
### Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



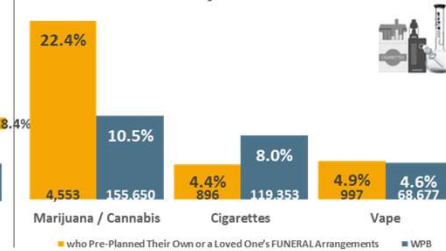
### Drank Past 30-days: Adults 35 or older



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



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

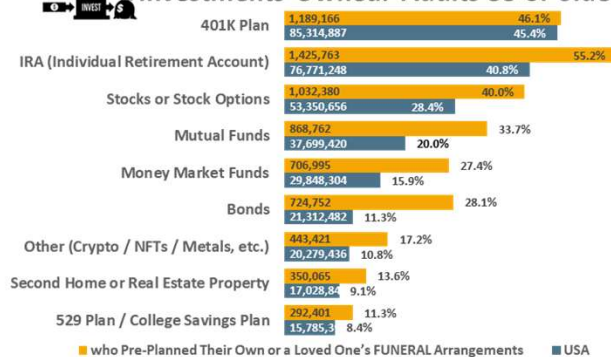




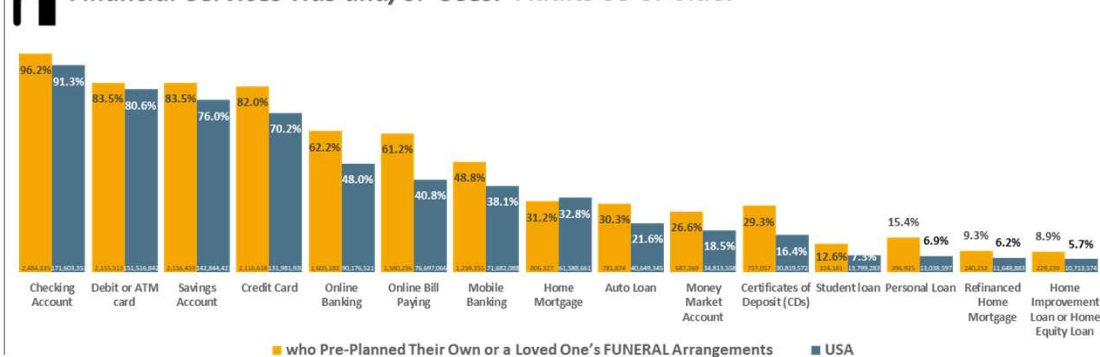
1.4% or 2,581,347 of USA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 1.5% more likely to have a 401K, 40.1% more likely to have an Auto Loan, 42.3% more likely to Invest/Trade Stocks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



### Investments Owned: Adults 35 or older



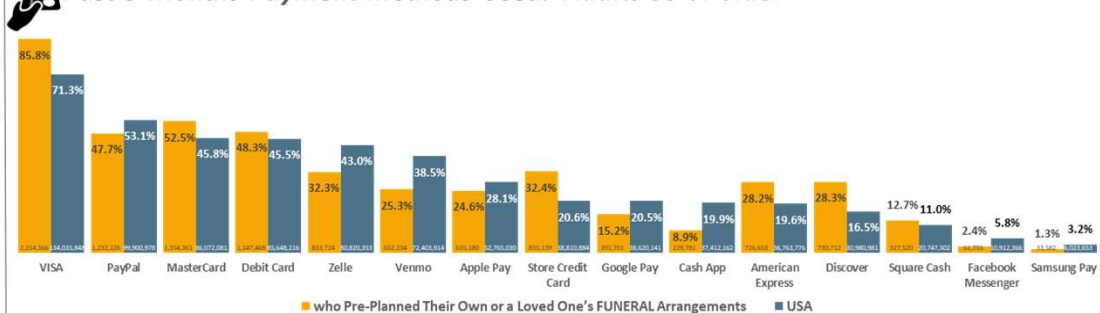
### Financial Services Has and/or Uses: Adults 35 or older



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

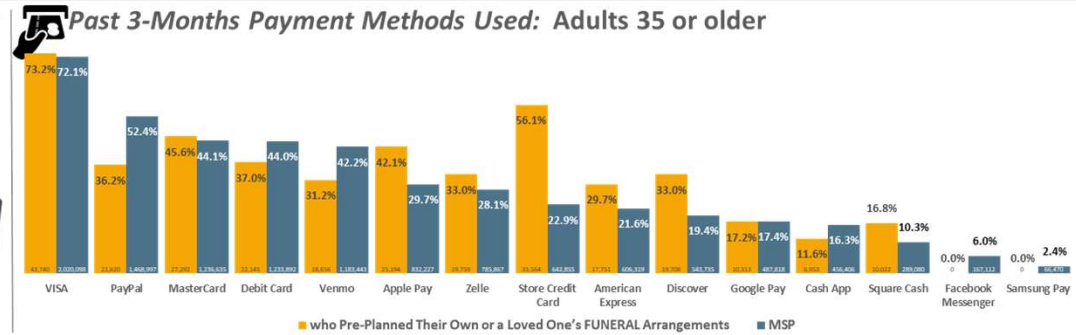
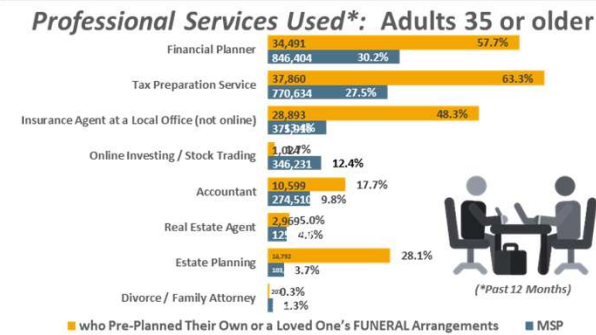
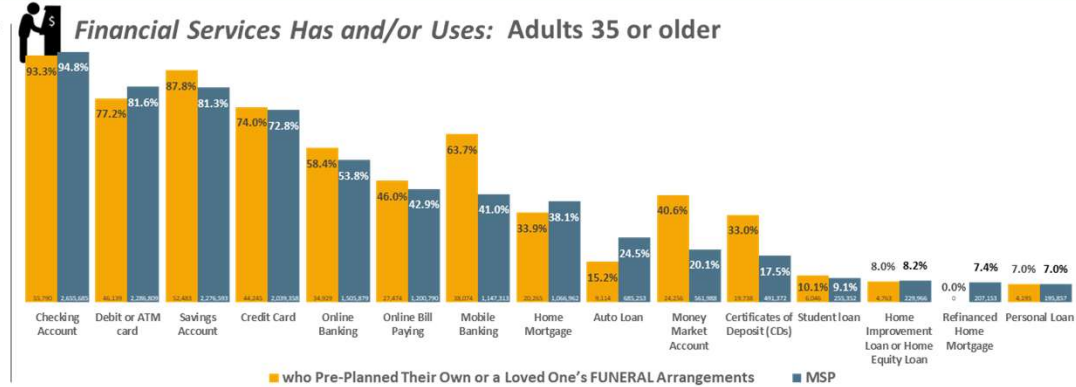
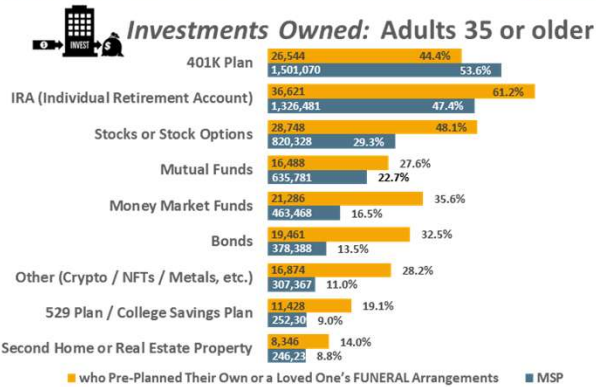


### Past 3-Months Payment Methods Used: Adults 35 or older





2.1% or 59,790 of MSP DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL Arrangements. Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 17.2% less likely to have a 401K, 37.7% less likely to have an Auto Loan, 86.1% less likely to Invest/Trade Stocks Online, 15.9% less likely to pay with their Debit Card

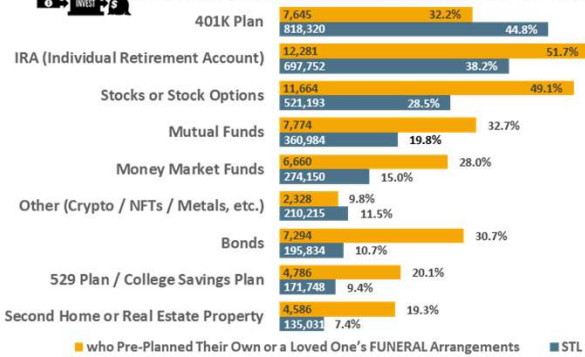




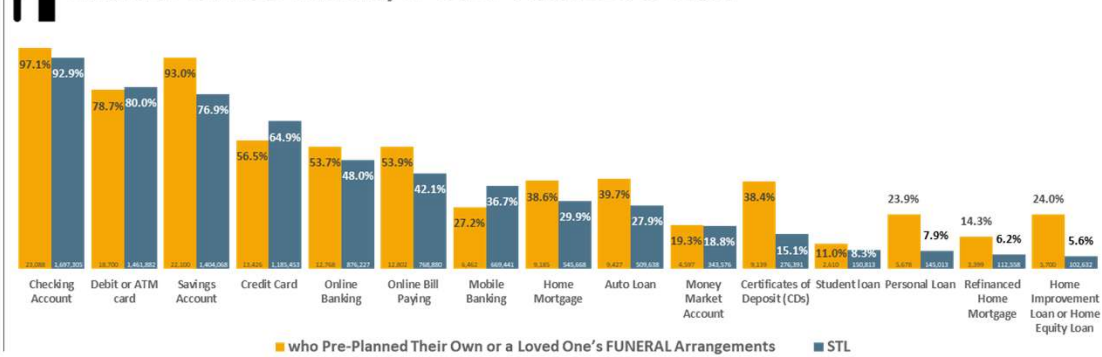
1.3% or 23,769 of STL DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL...  
Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 28.2% less likely to have a 401K, 42.1% more likely to have an Auto Loan, 56.4% more likely to Invest/Trade Stocks Online, 43.5% less likely to pay with their Debit Card



### Investments Owned: Adults 35 or older



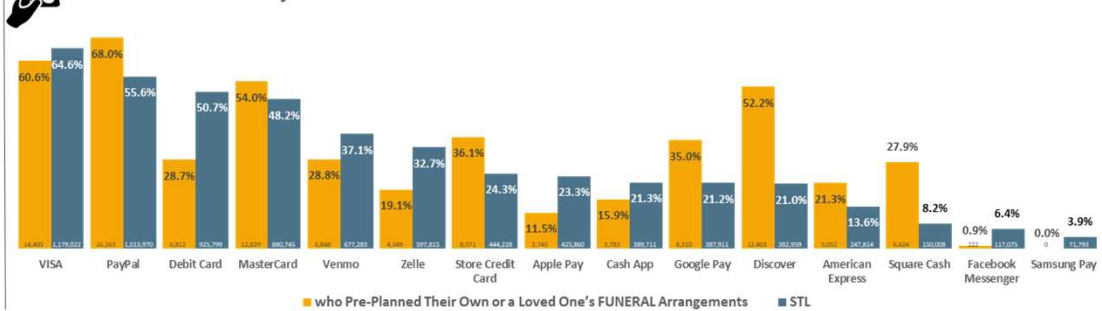
### Financial Services Has and/or Uses: Adults 35 or older



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



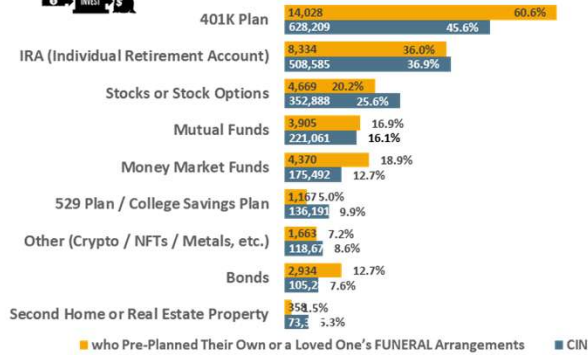
### Past 3-Months Payment Methods Used: Adults 35 or older



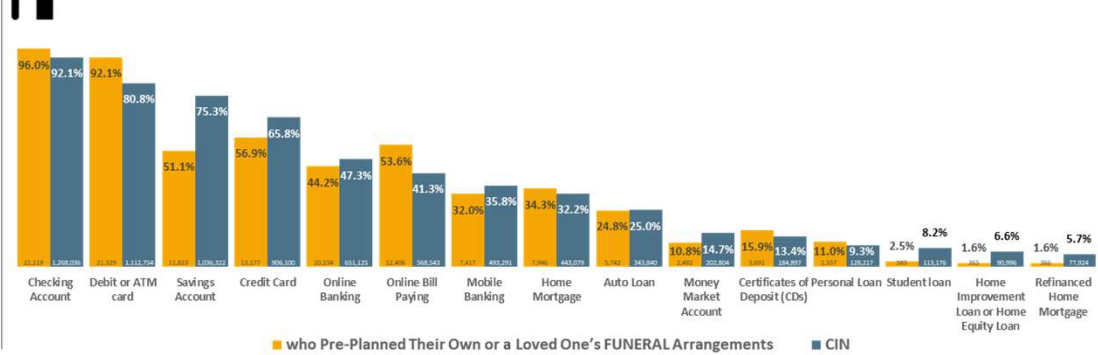
1.7% or 23,152 of CIN DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL... Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 32.8% more likely to have a 401K, .7% less likely to have an Auto Loan, 59.7% less likely to Invest/Trade Stocks Online, 63.9% more likely to pay with their Debit Card.



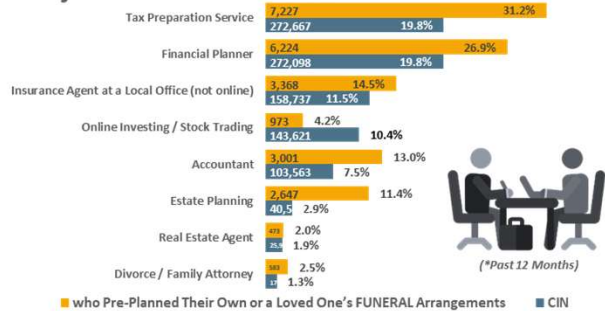
### Investments Owned: Adults 35 or older



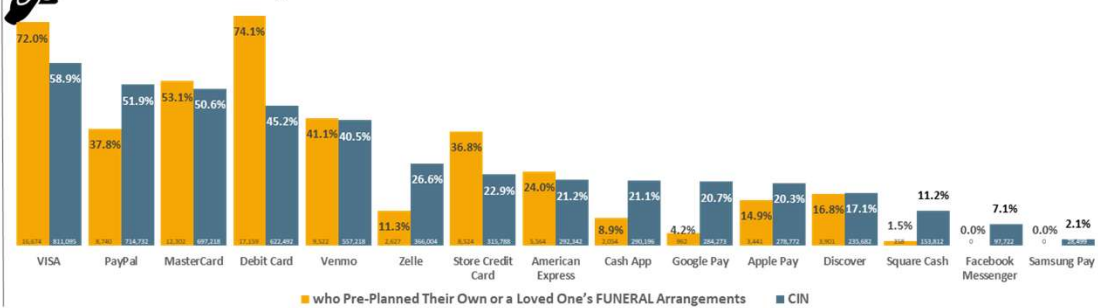
### Financial Services Has and/or Uses: Adults 35 or older



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



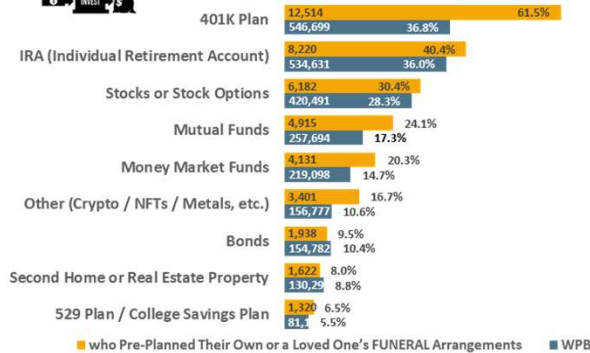
### Past 3-Months Payment Methods Used: Adults 35 or older



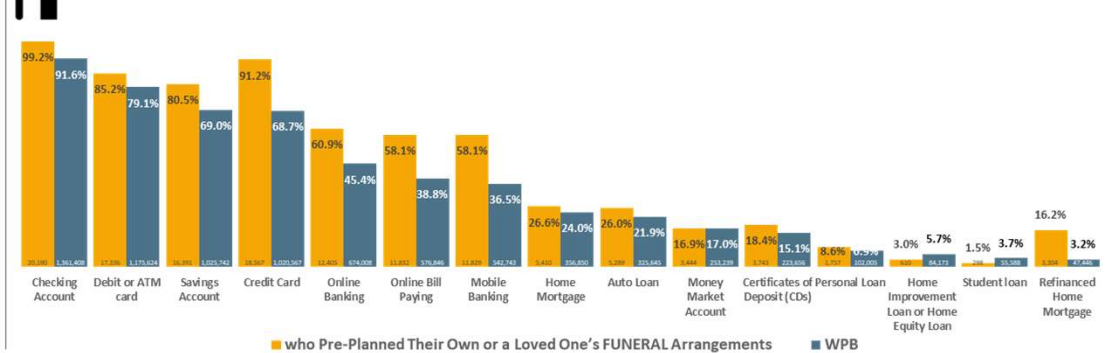
1.4% or 20,359 of WPB DMA Adults 35 or older Pre-Planned Their Own or a Loved One's FUNERAL...  
Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements are 67.% more likely to have a 401K, 18.5% more likely to have an Auto Loan, 5.7% more likely to Invest/Trade Stocks Online, 35.% more likely to pay with their Debit Card.



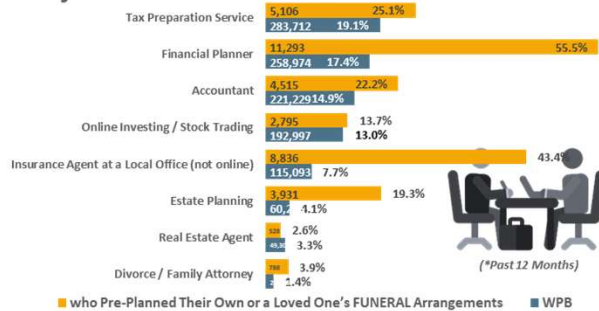
### Investments Owned: Adults 35 or older



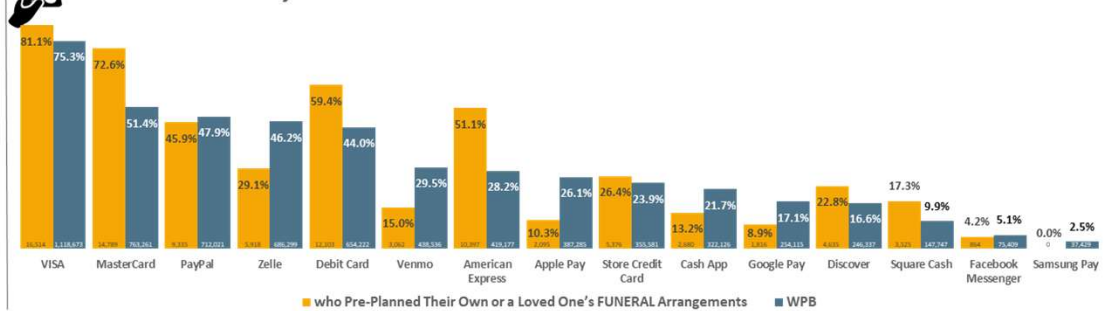
### Financial Services Has and/or Uses: Adults 35 or older



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

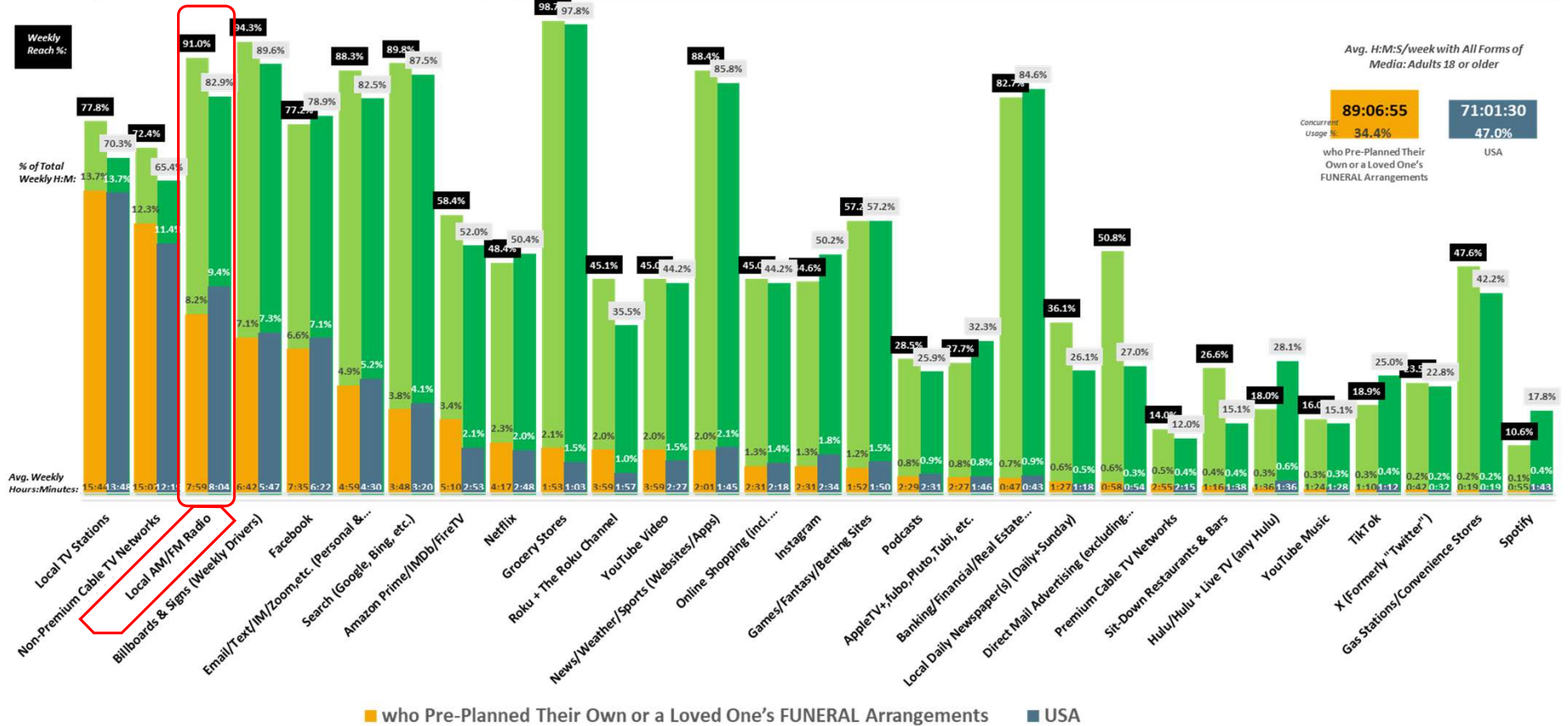


### Past 3-Months Payment Methods Used: Adults 35 or older





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



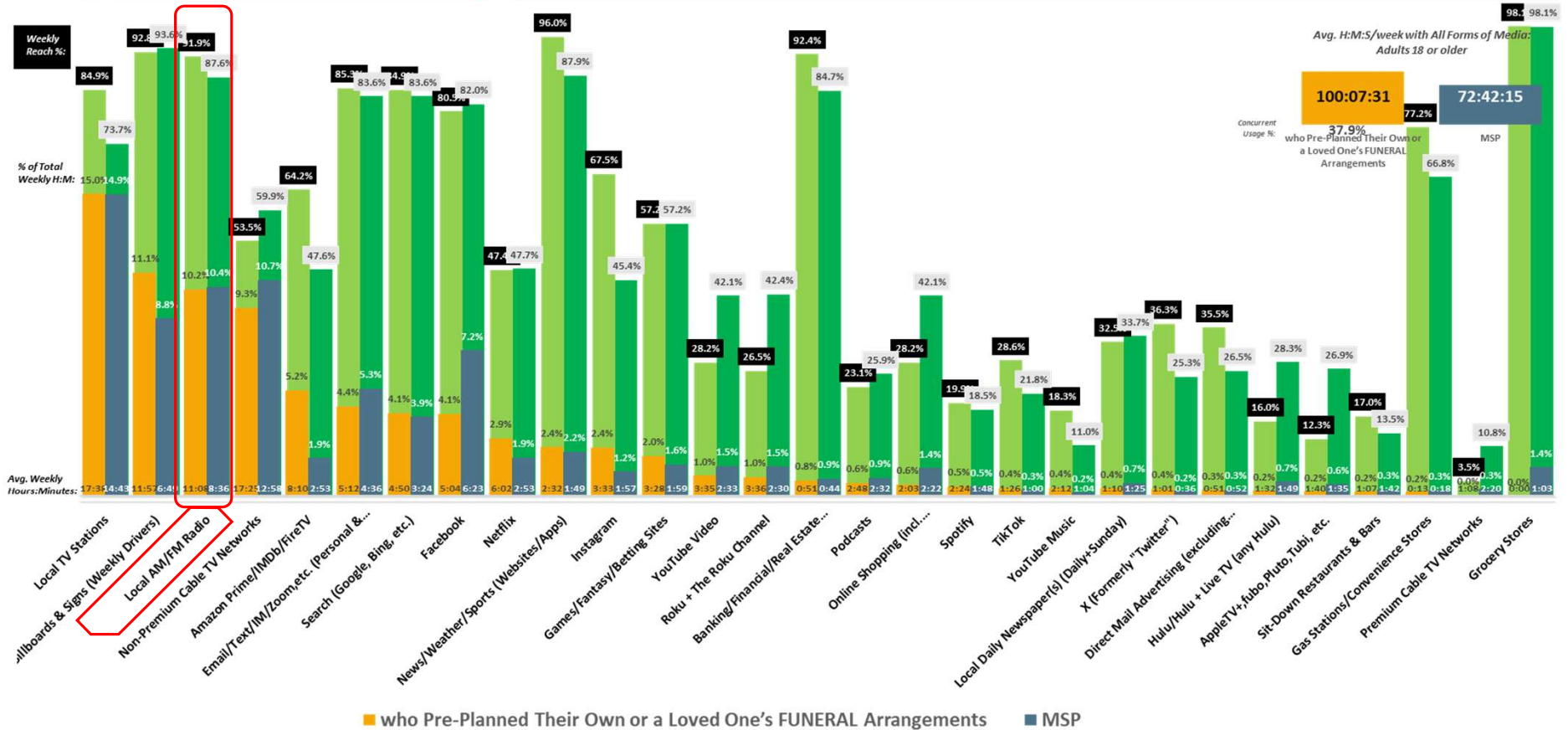
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

89:06:55	71:01:30
Concurrent Usage %: 34.4%	47.0%
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements	USA



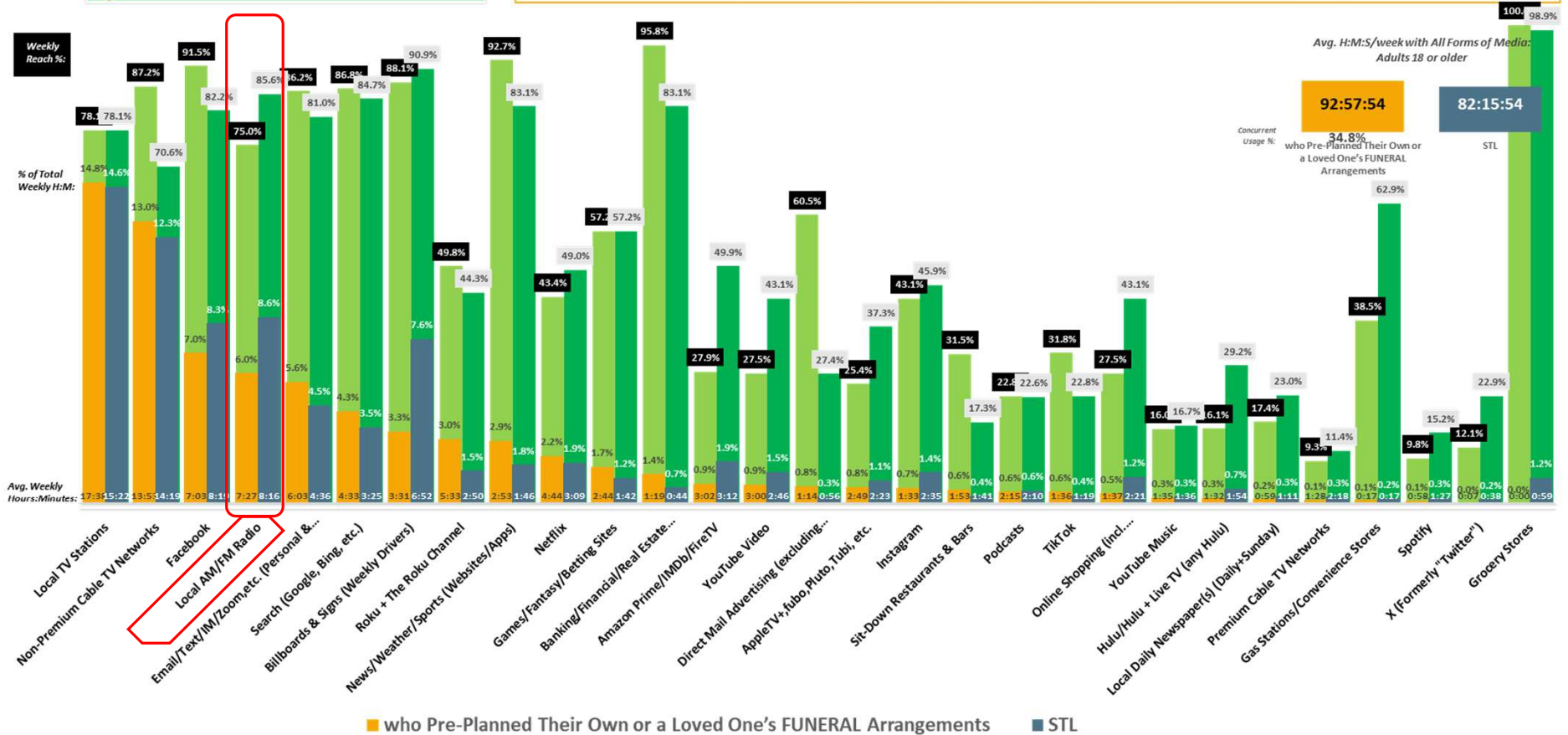


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 4 days, 4 hours, 7 minutes and 31 seconds each week with All Forms of Media.  
91.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 11 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.





Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 3 days, 20 hours, 57 minutes and 54 seconds each week with All Forms of Media.  
 75. % of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 7 hours and 27 minutes each week listening to All Local AM/FM Radio, representing 6. % of total time spent with all forms of Media.



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

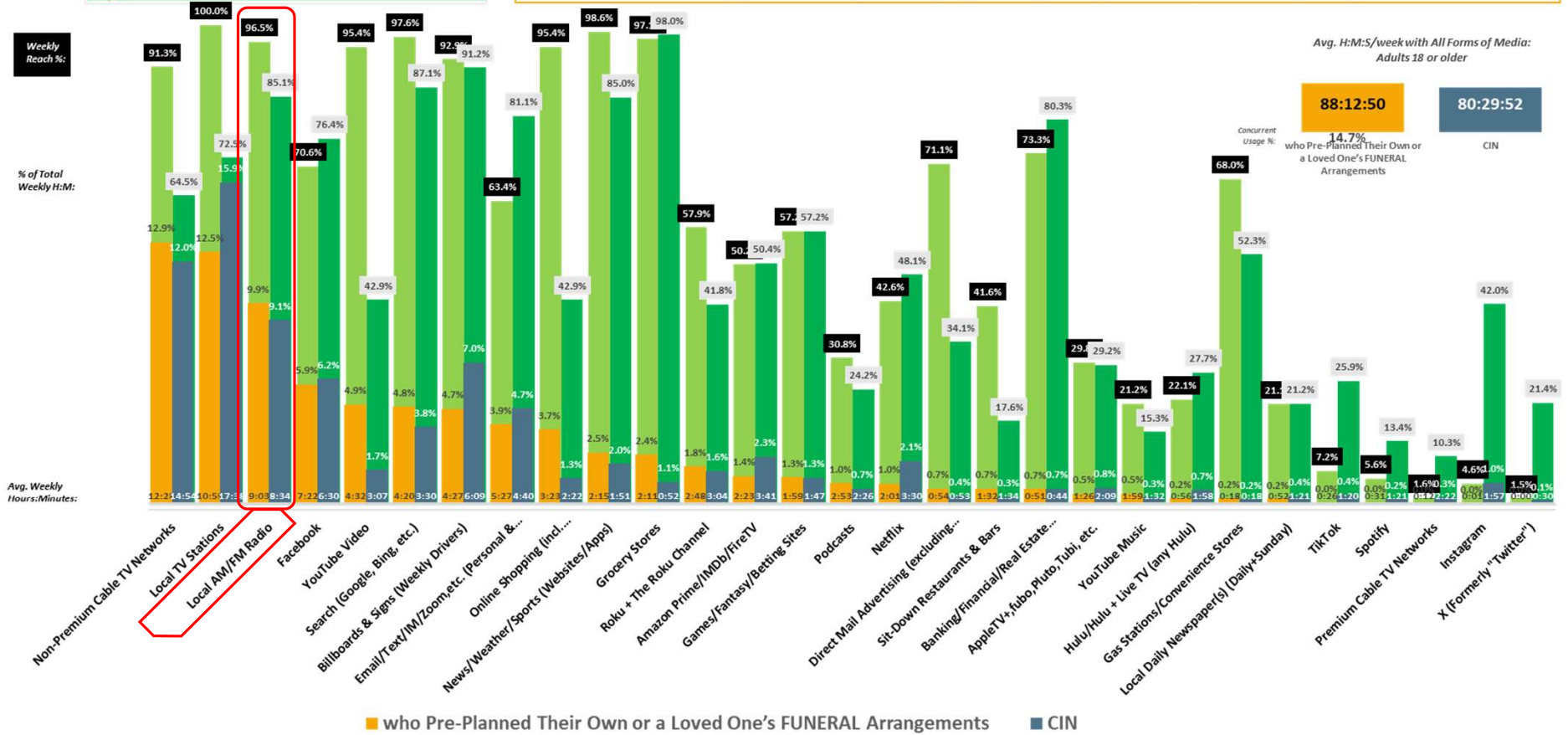
92:57:54

82:15:54

34.8% who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

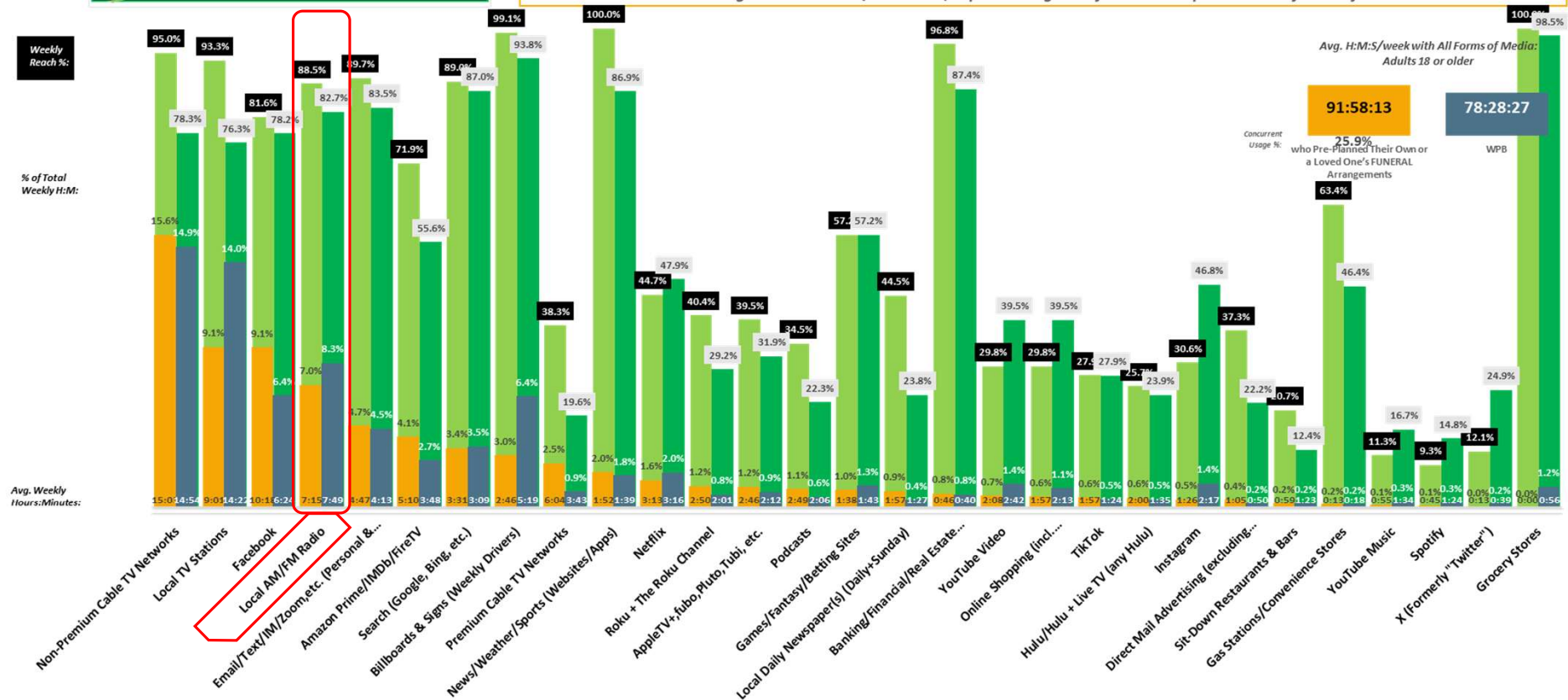


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 3 days, 16 hours, 12 minutes and 50 seconds each week with All Forms of Media.  
 96.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.





Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 3 days, 19 hours, 58 minutes and 13 seconds each week with All Forms of Media.  
88.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 7 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.

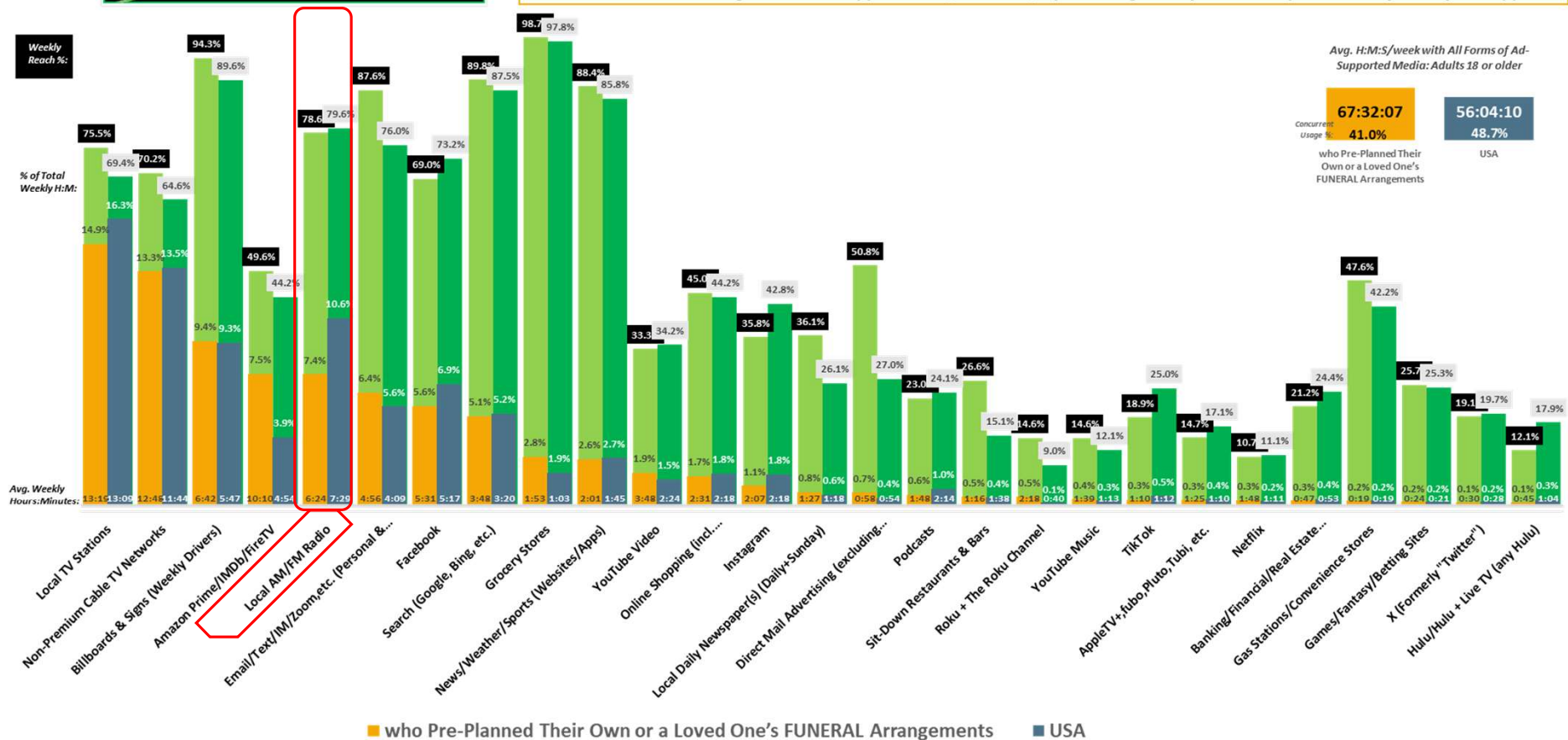


■ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements ■ WPB





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

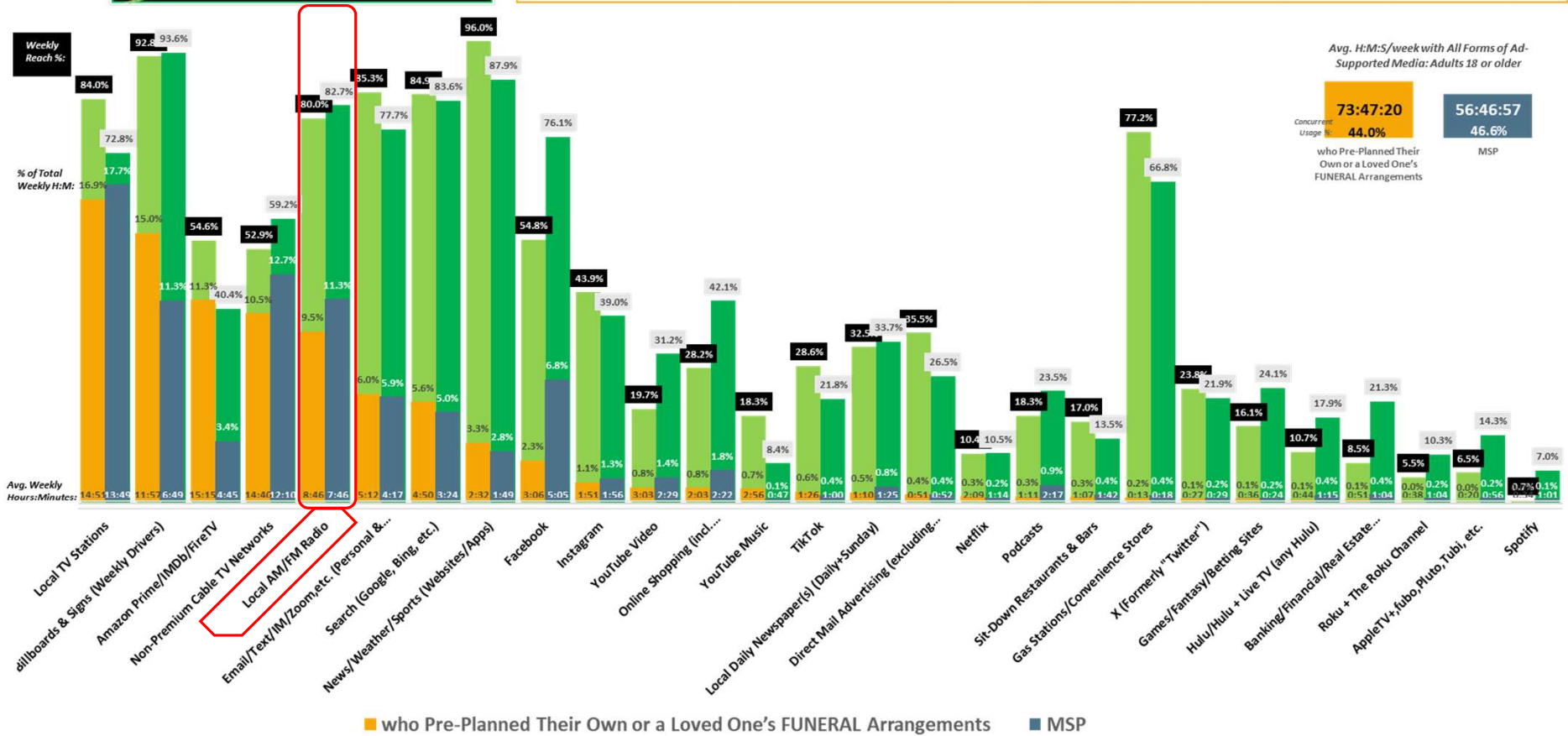


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

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

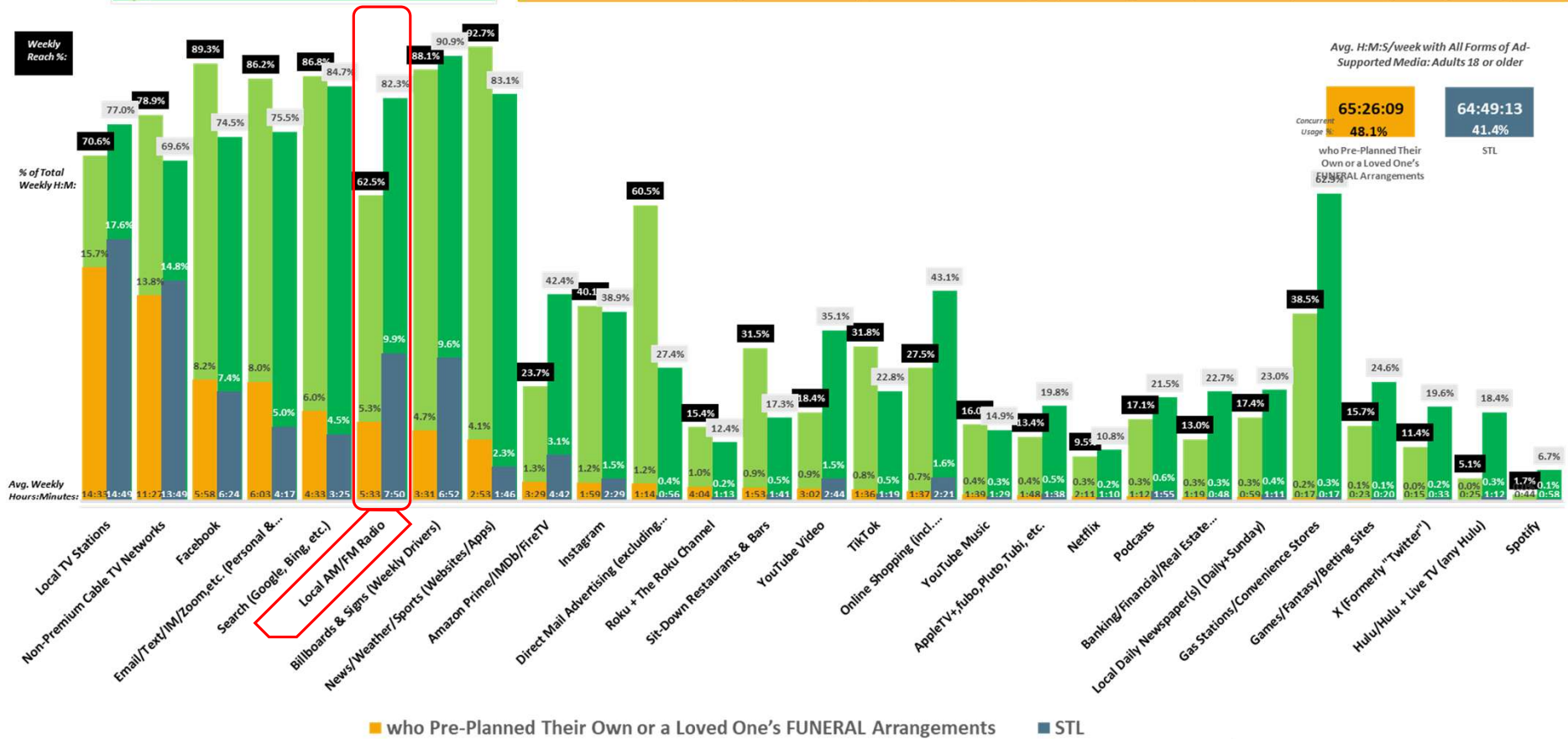


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 3 days, 1 hour, 47 minutes and 20 seconds each week with All Forms of Ad-Supported Media.  
 80.% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 8 hours and 46 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.5% of total time spent with all forms of Ad-Supported





Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 2 days, 17 hours, 26 minutes and 9 seconds each week with All Forms of Ad-Supported Media.  
 62.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 5 hours and 33 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.3% of total time spent with all forms of Ad-Supported



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

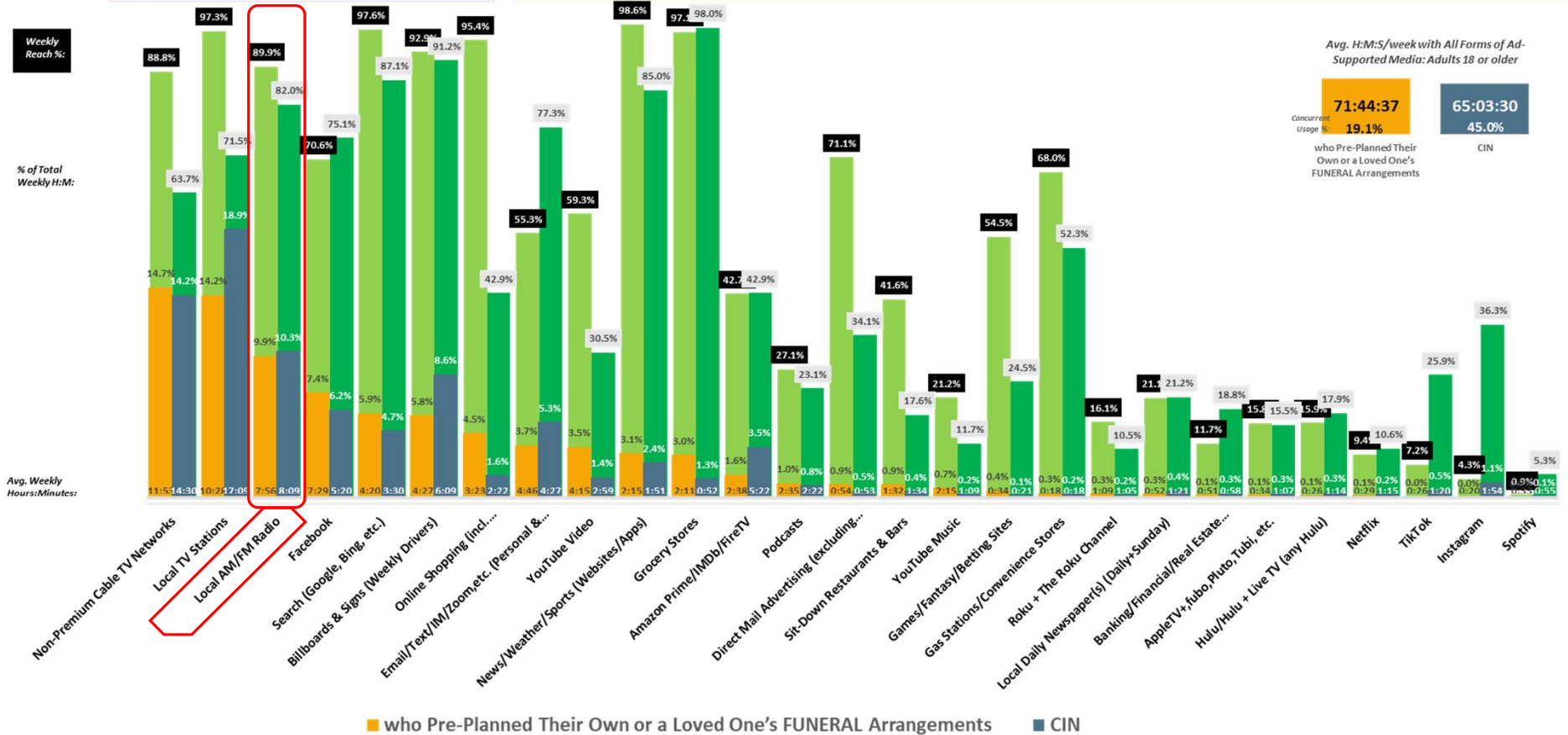
Concurrent Usage %  
 65:26:09  
 48.1%  
 64:49:13  
 41.4%

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

STL



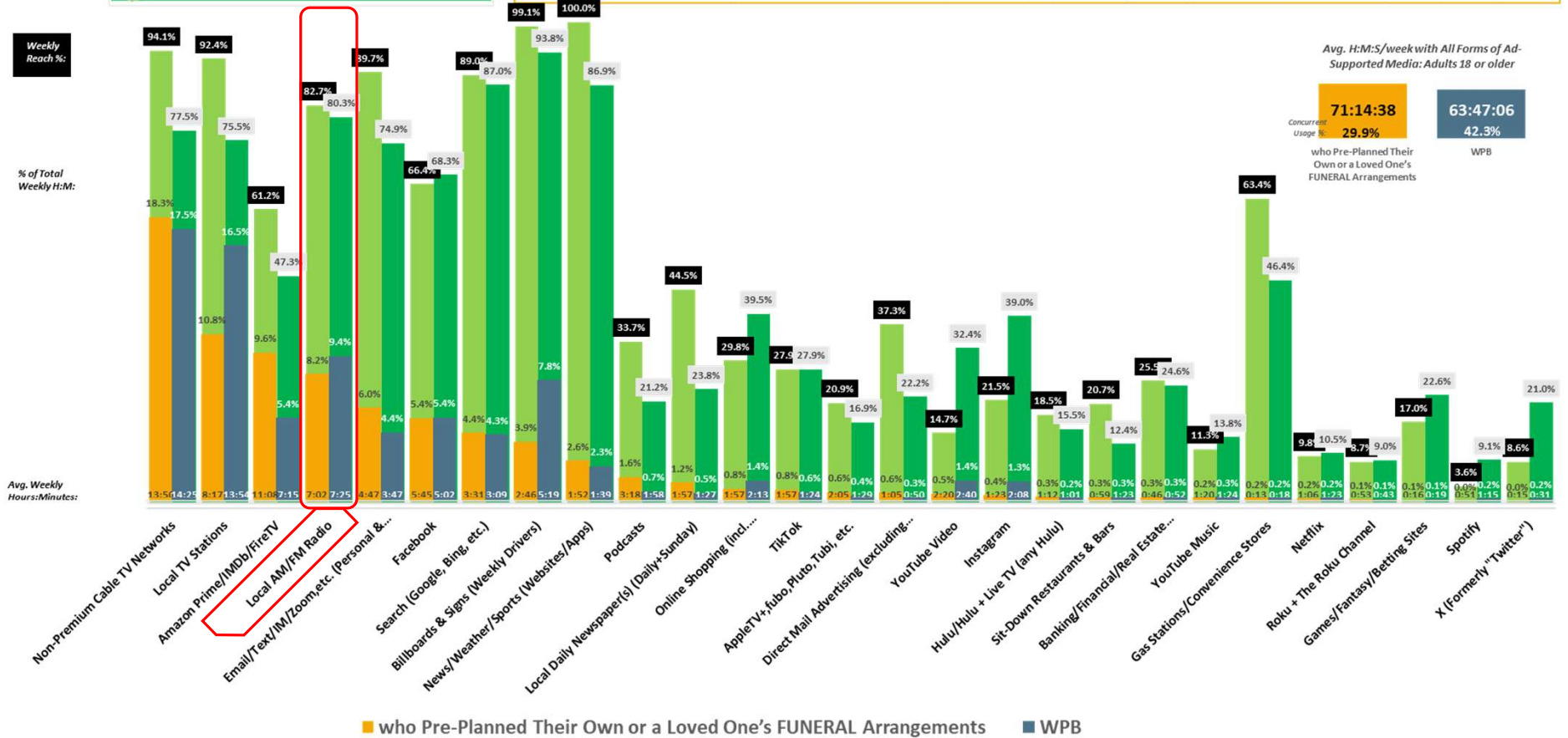
Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 2 days, 23 hours, 44 minutes and 37 seconds each week with All Forms of Ad-Supported Media.  
 89.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 7 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported







Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 2 days, 23 hours, 14 minutes and 38 seconds each week with All Forms of Ad-Supported Media.  
 82.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.2% of total time spent with all forms of Ad-Supported



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

71:14:38	63:47:06
29.9%	42.3%
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements	WPB



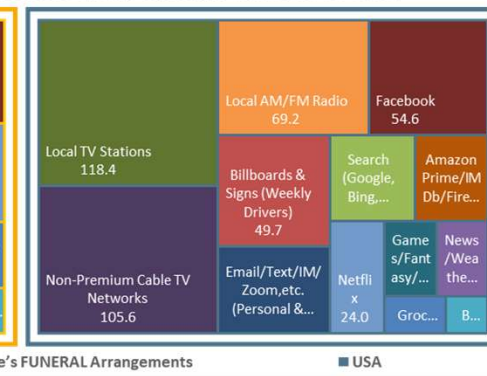
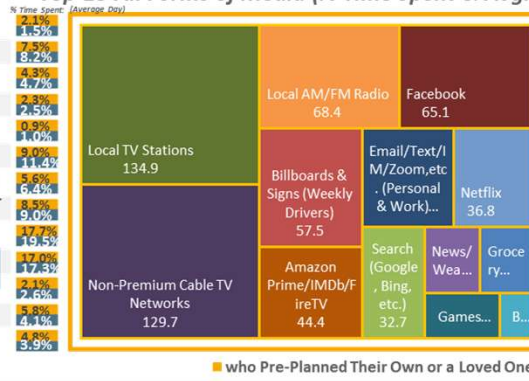
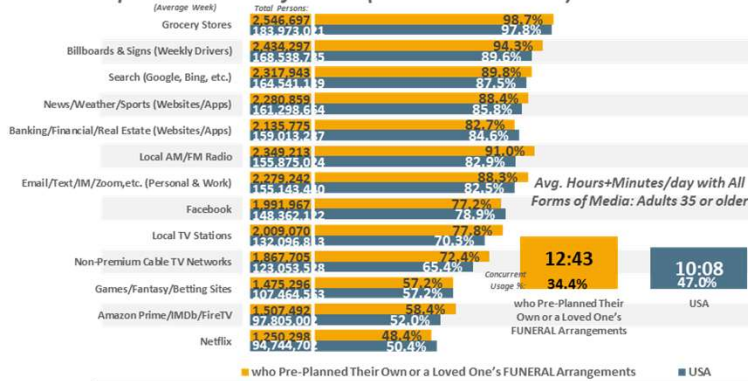
Share of Everything for Anything.



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

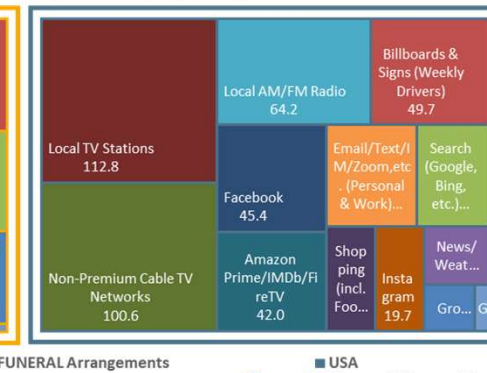
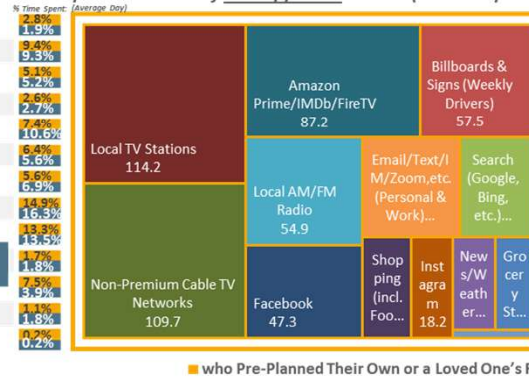
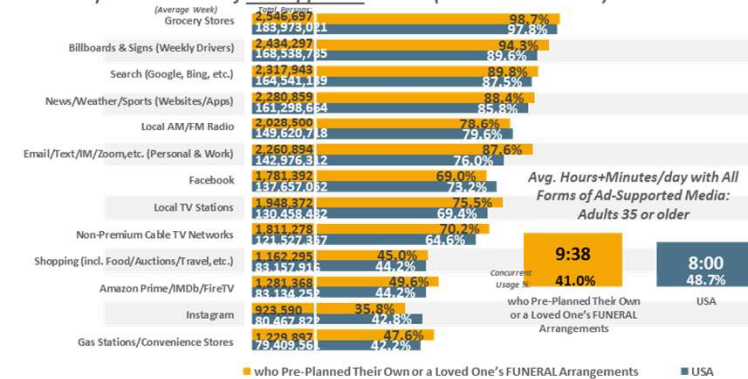
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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

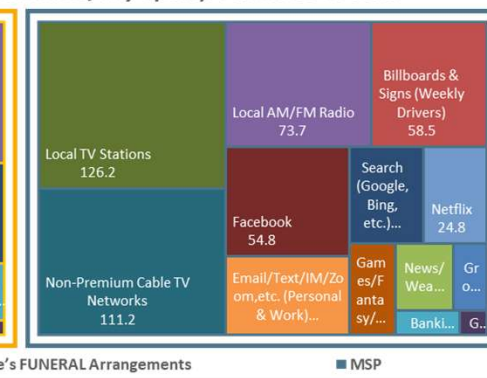
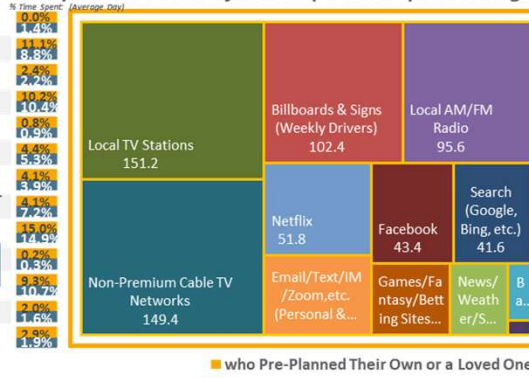
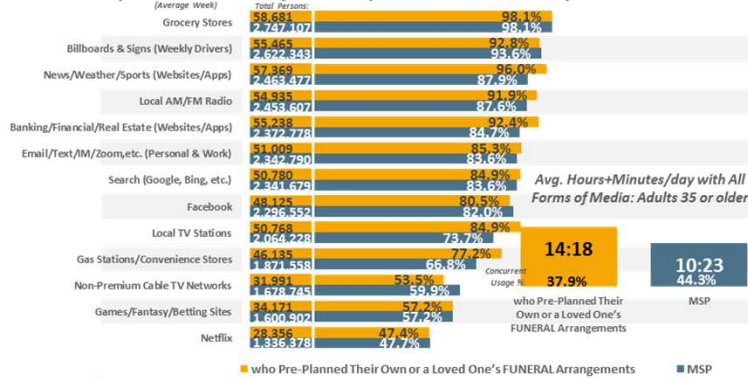




Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 10 hours and 32 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 75.2 minutes/day. (Local Radio delivers 9.5% of Time with Ad-Supported Media.)

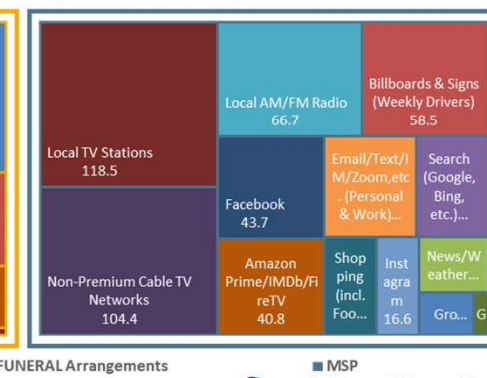
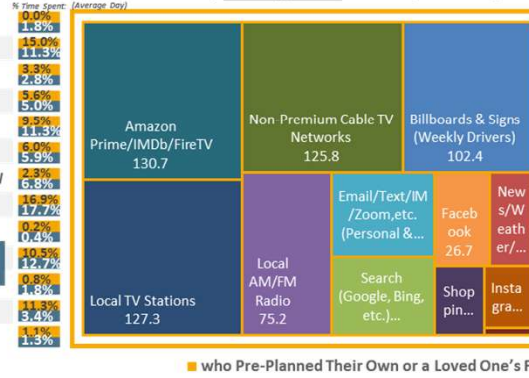
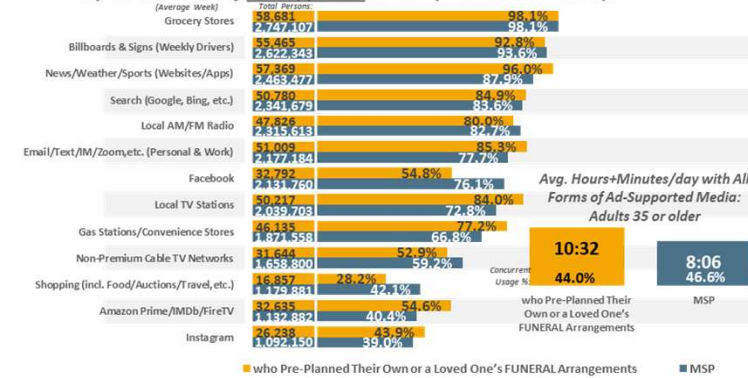
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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

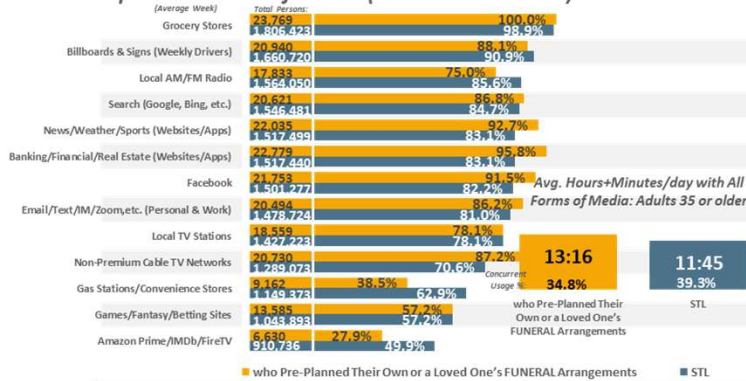




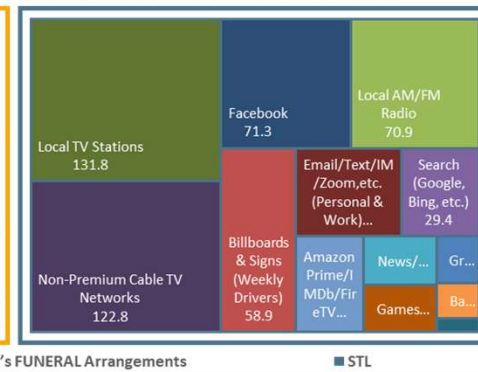
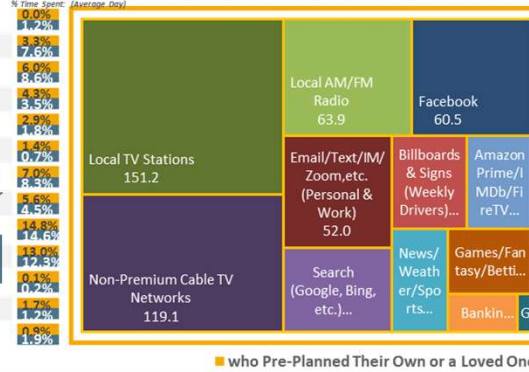


Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 9 hours and 20 minutes each day with All Forms of Ad-Supported Media. 62.5% listen to Local AM/FM Radio for an avg. of 47.6 minutes/day. (Local Radio delivers 5.3% of Time with Ad-Supported Media.)

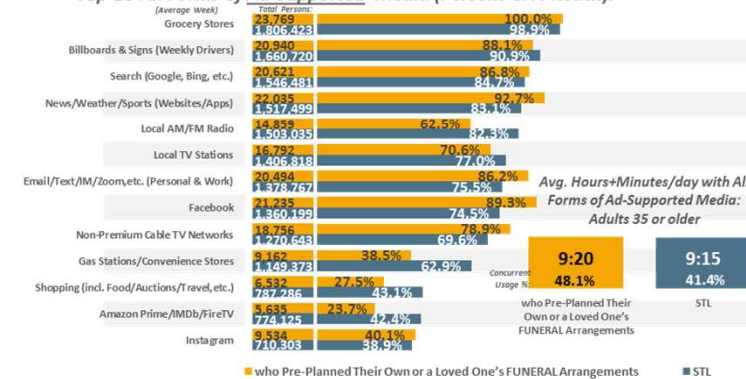
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



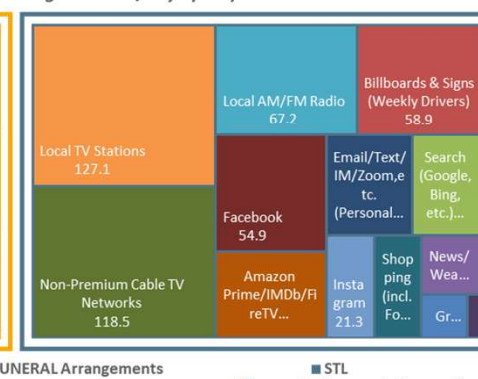
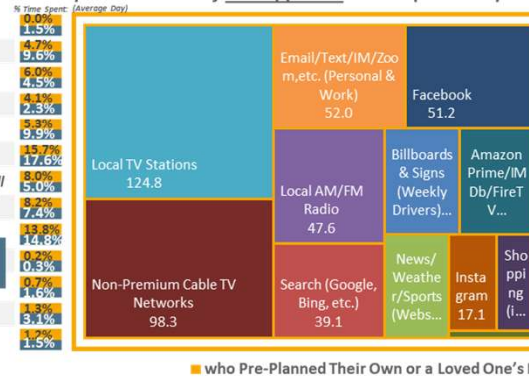
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



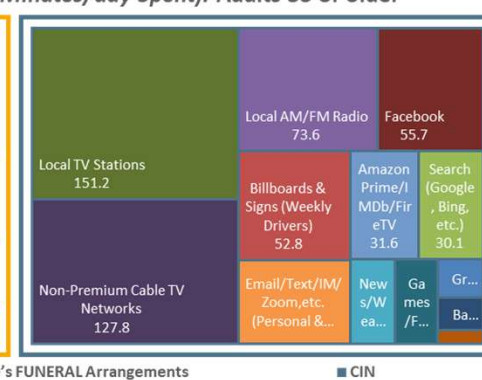
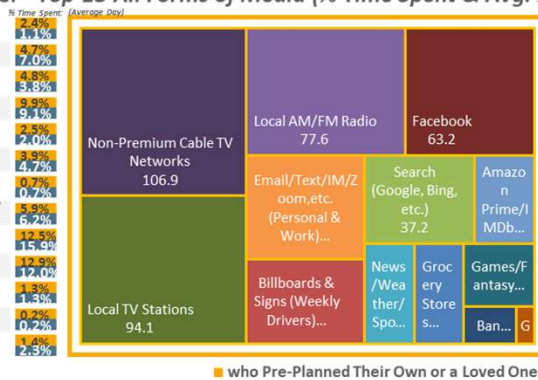
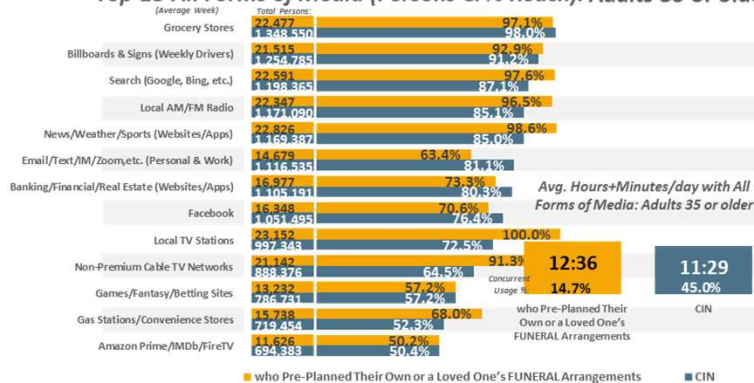




Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 10 hours and 14 minutes each day with All Forms of Ad-Supported Media. 89.9% listen to Local AM/FM Radio for an avg. of 68. minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

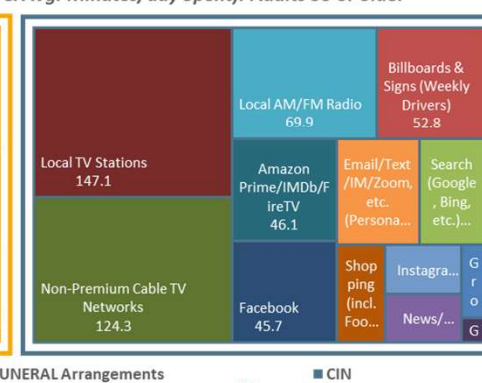
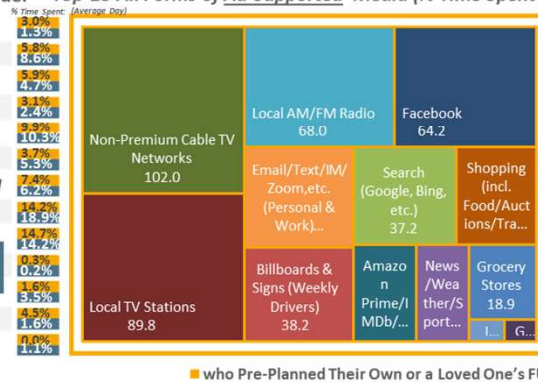
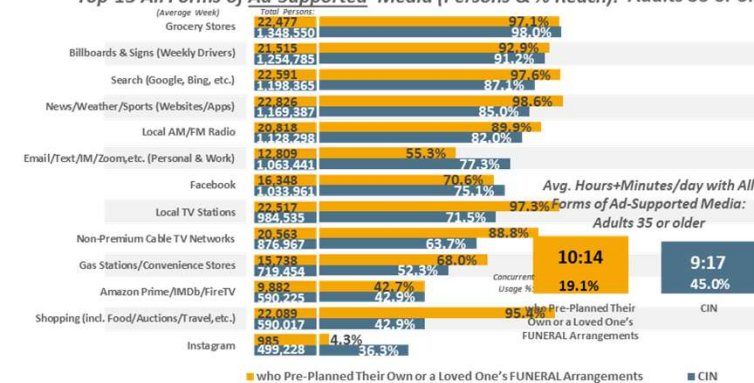
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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

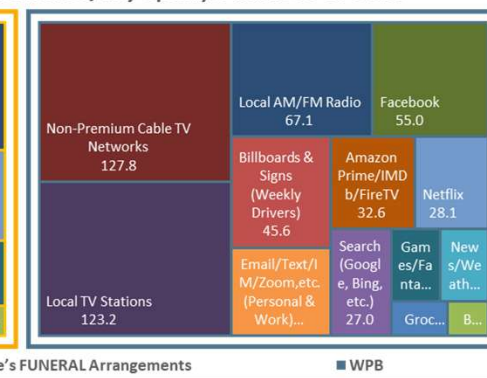
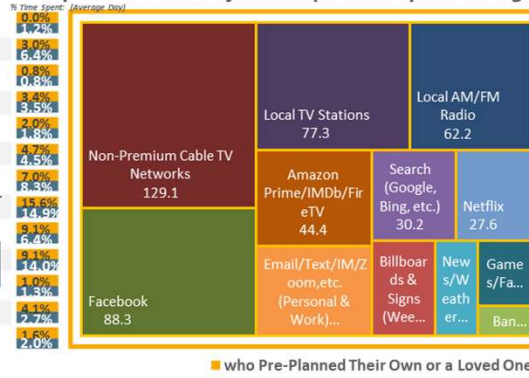
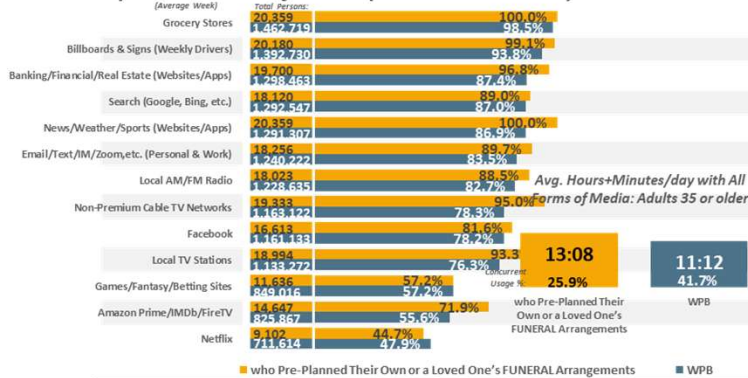




Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 10 hours and 10 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day. (Local Radio delivers 8.2% of Time with Ad-Supported Media.)

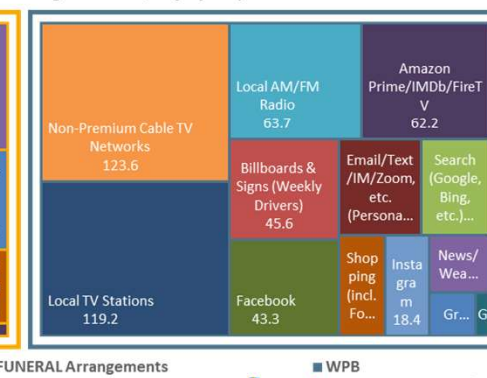
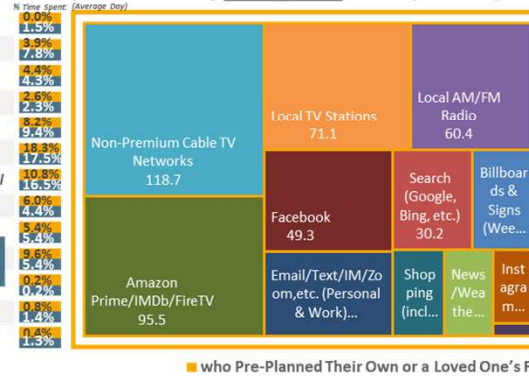
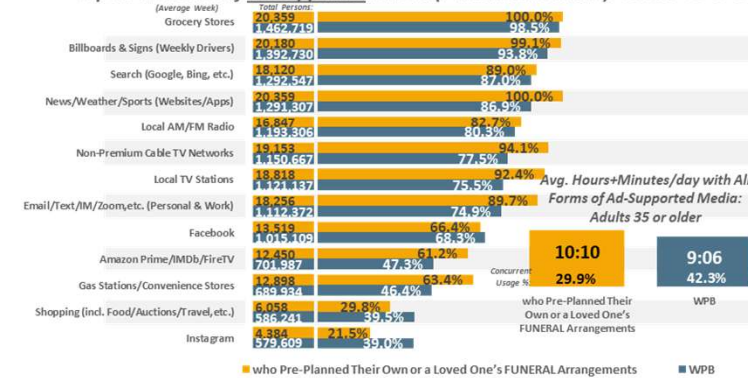
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

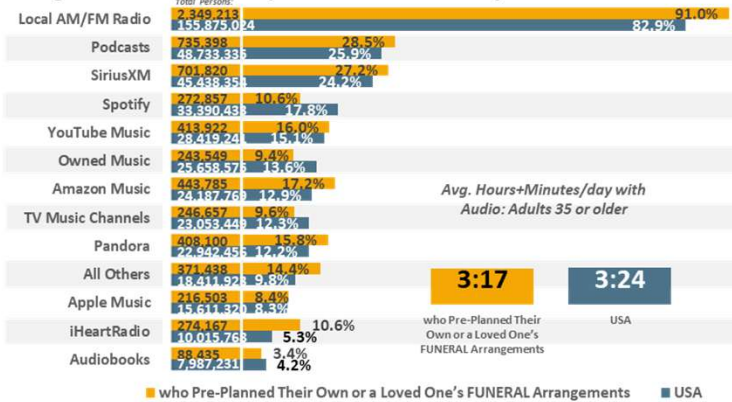
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



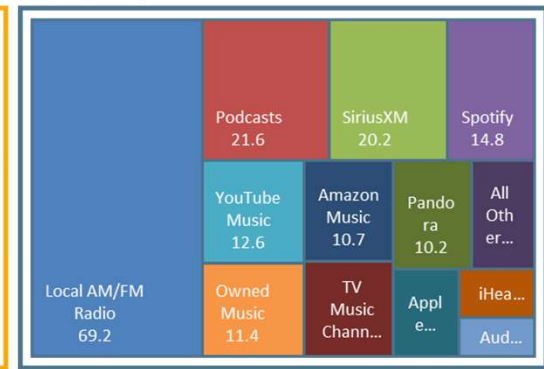
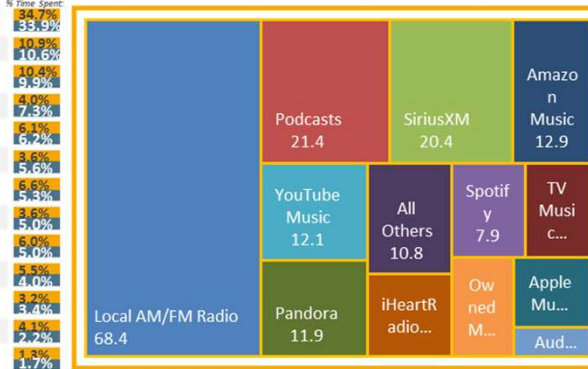


2,028,500 or 78.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

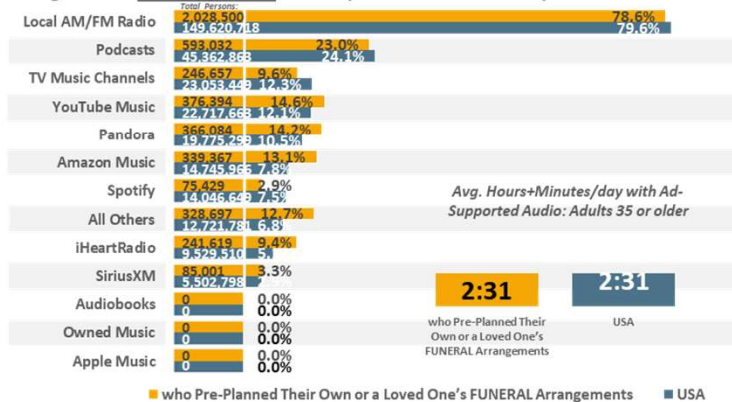
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



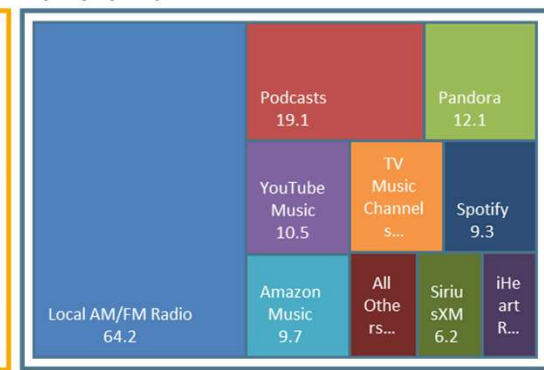
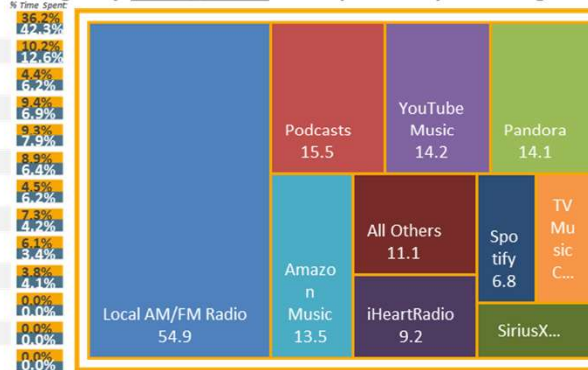
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



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

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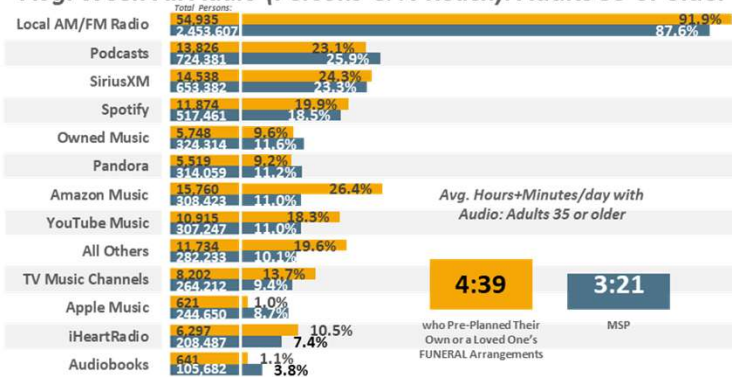
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



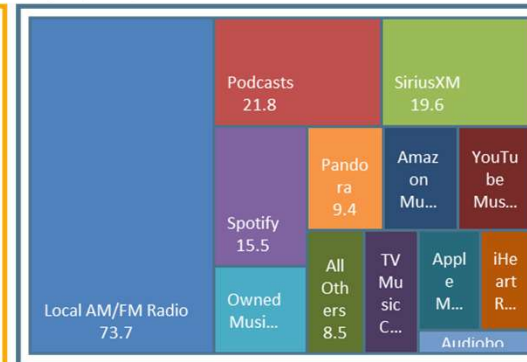
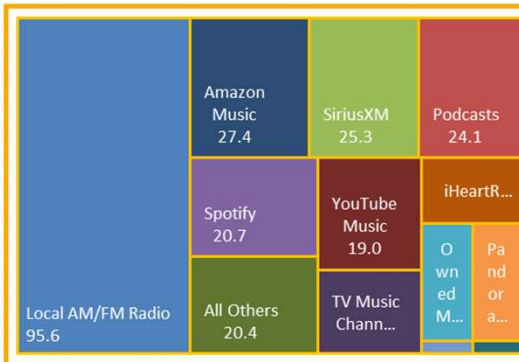


47,826 or 80.0% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 36.0% of all time spent daily with Ad-Supported Audio.

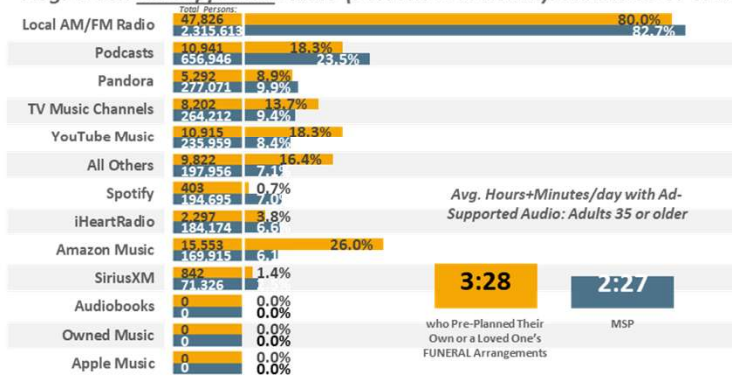
**Avg. Week All Audio (Persons & % Reach): Adults 35 or older**



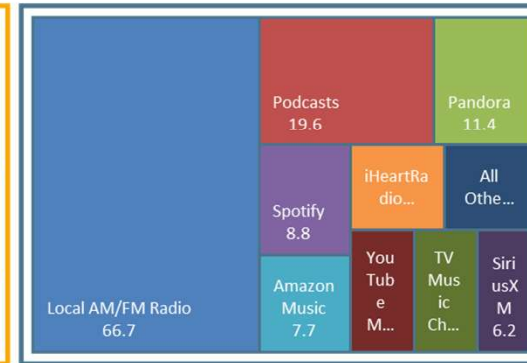
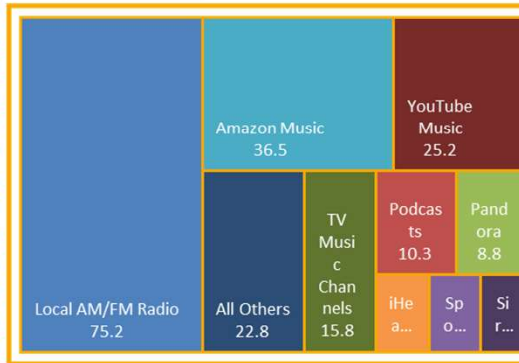
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**

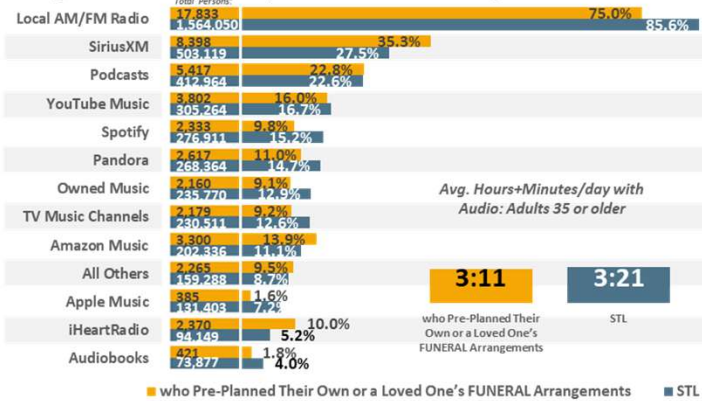




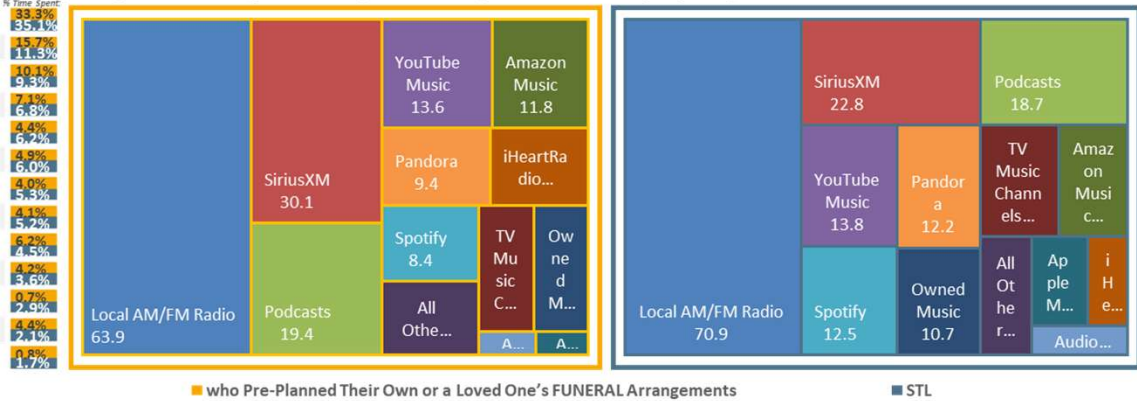


14,859 or 62.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 47.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

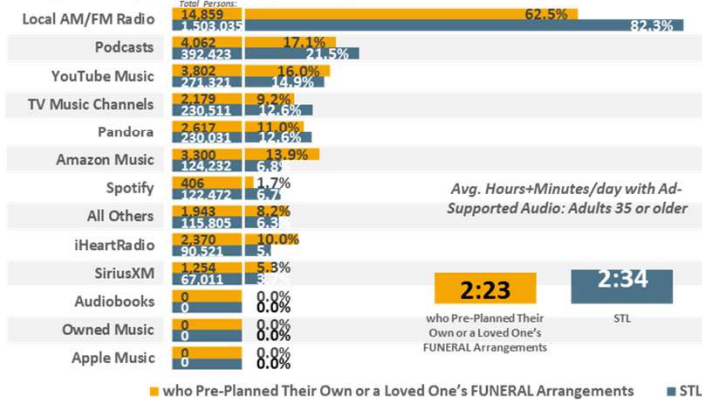
### Avg. Week All Audio (Persons & % Reach): Adults 35 or older



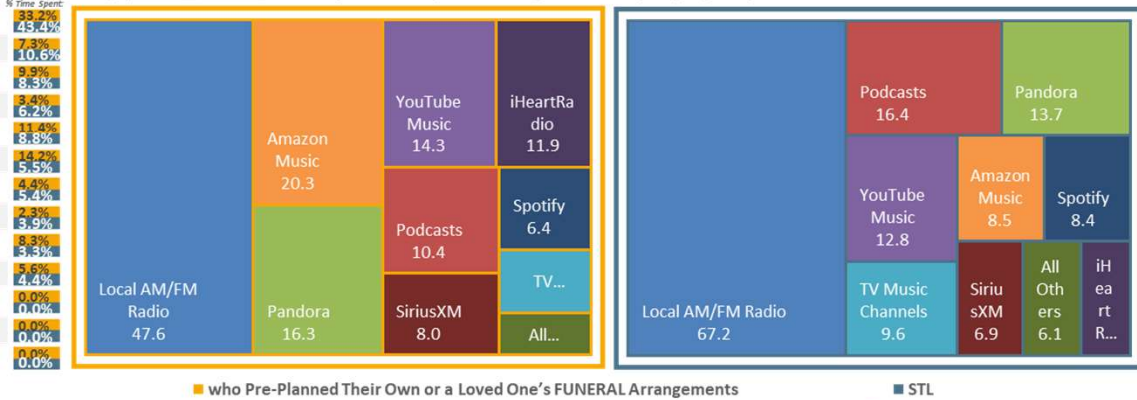
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



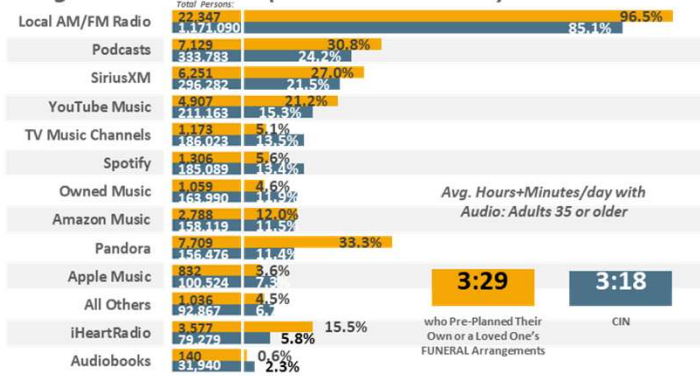
### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





20,818 or 89.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 68. minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

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



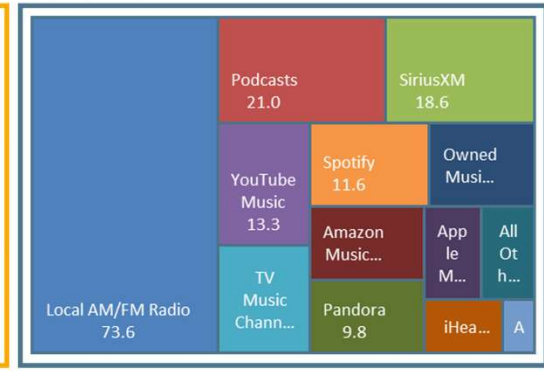
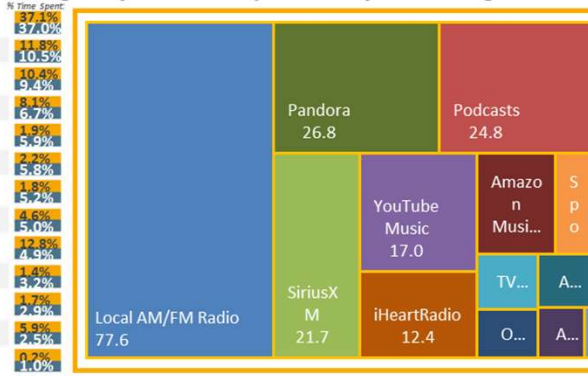
Avg. Hours+Minutes/day with Audio: Adults 35 or older

3:29 3:18

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

CIN

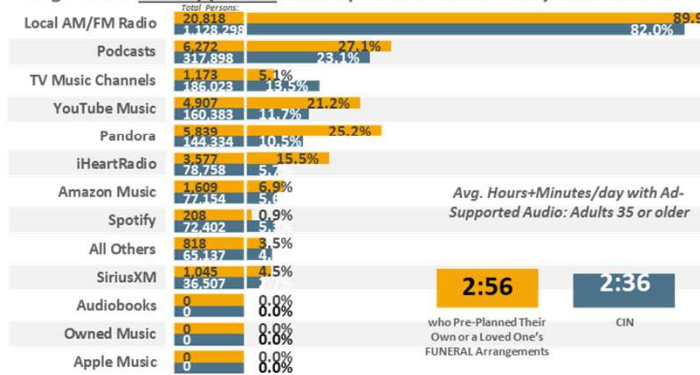
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

CIN

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



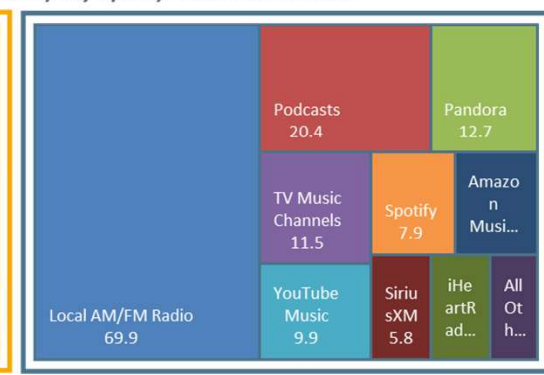
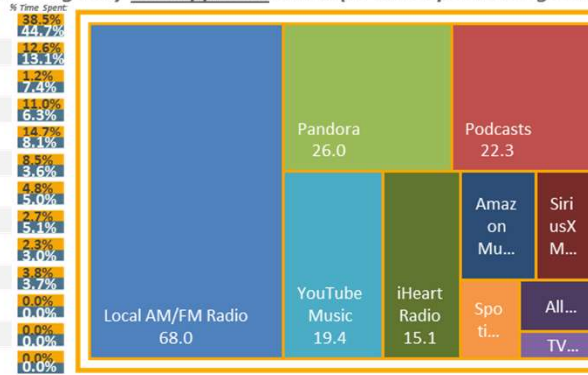
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 35 or older

2:56 2:36

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

CIN

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



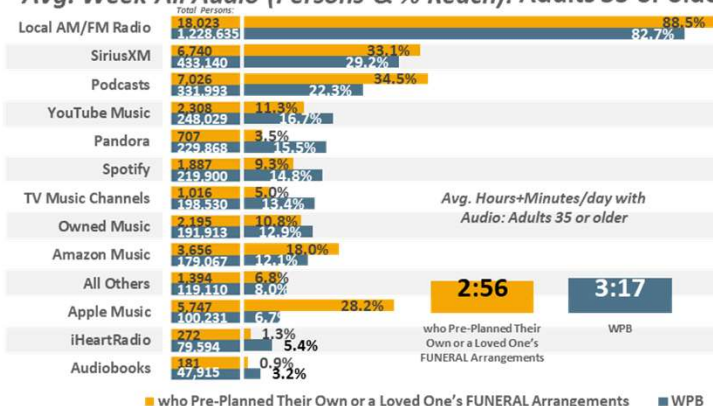
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

CIN

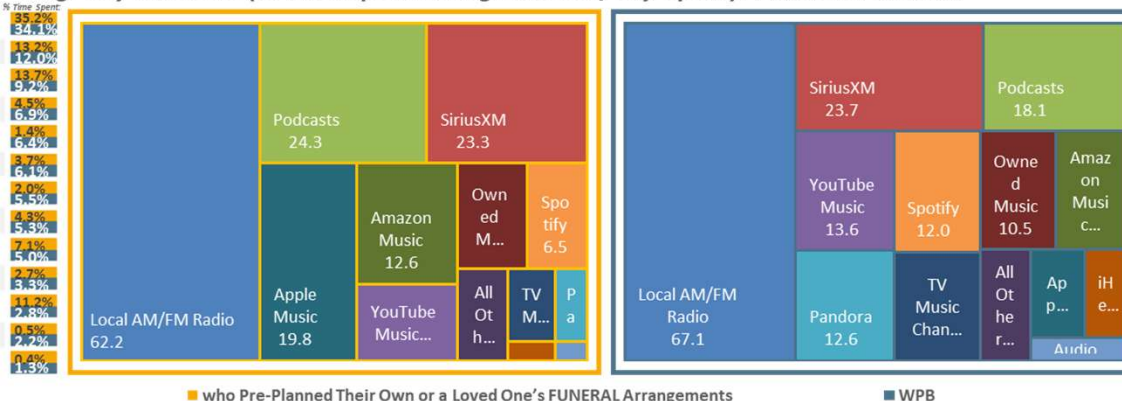


16,847 or 82.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.

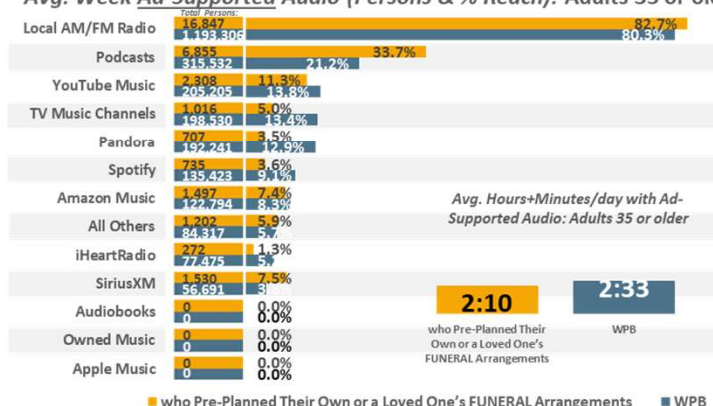
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



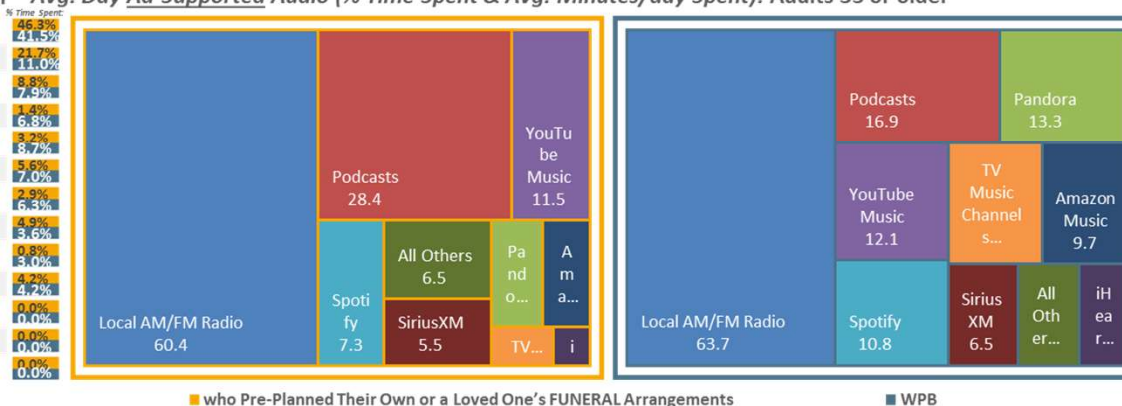
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



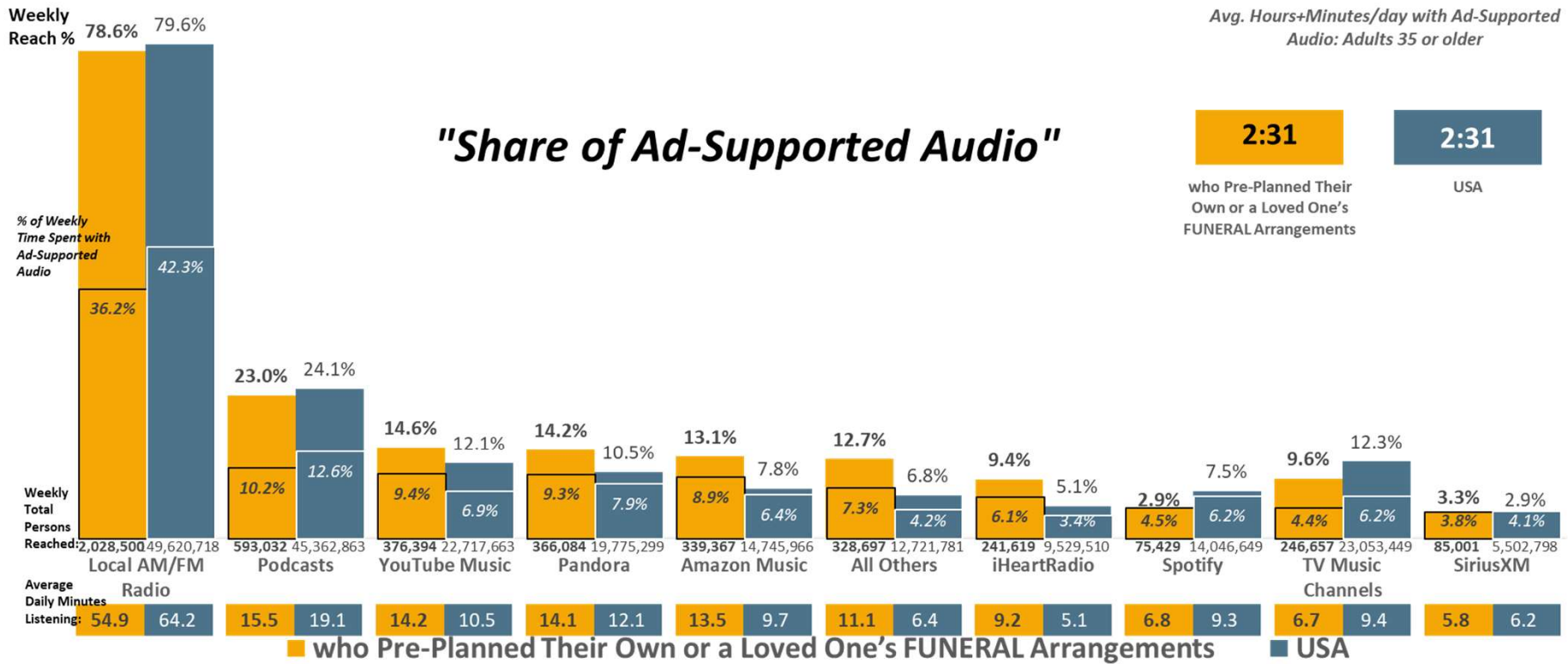
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older







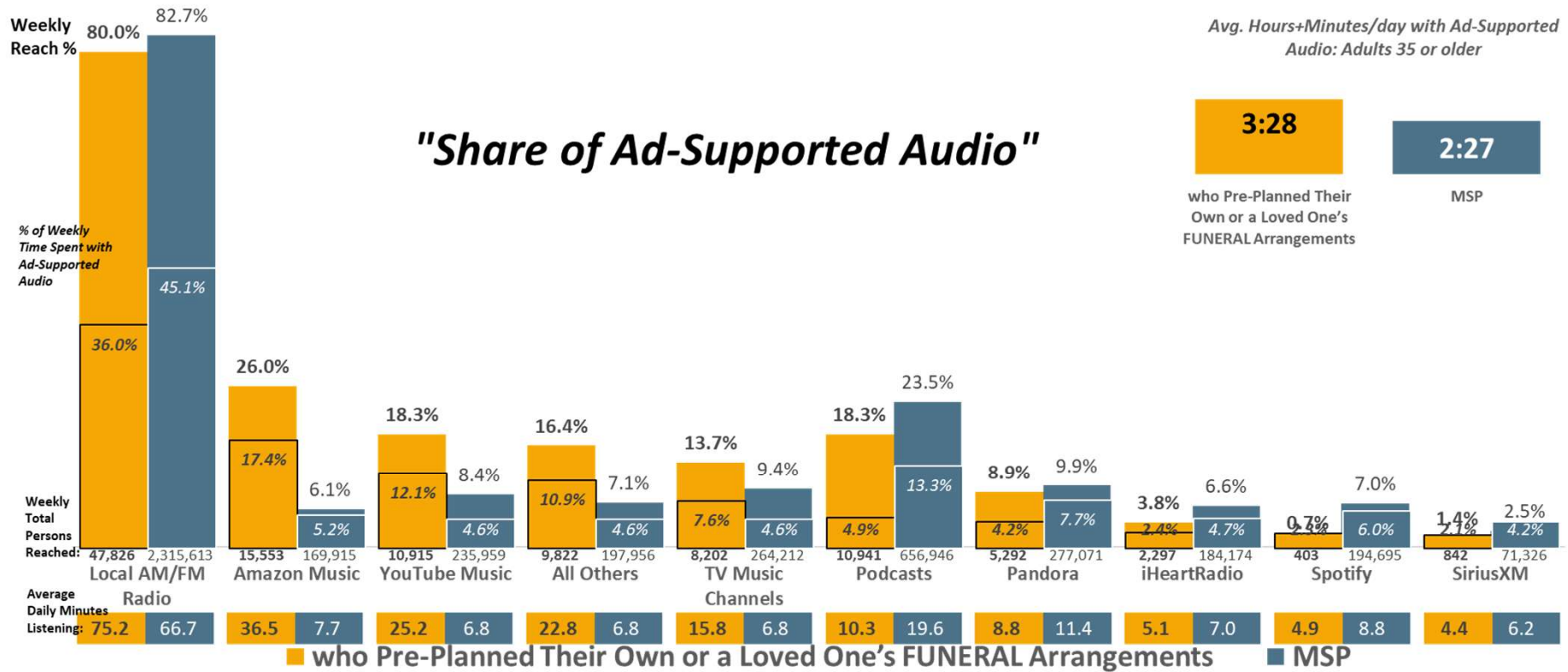
2,028,500 or 78.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 54.9 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.







47,826 or 80.0% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 75.2 minutes every day representing 36.0% of all time spent daily with Ad-Supported Audio.





14,859 or 62.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 47.6 minutes every day representing 33.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

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

## "Share of Ad-Supported Audio"

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

2:23

2:34

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

STL

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

STL

STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 38  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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



20,818 or 89.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 68. minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

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

## "Share of Ad-Supported Audio"

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

2:56

2:36

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

CIN

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

CIN

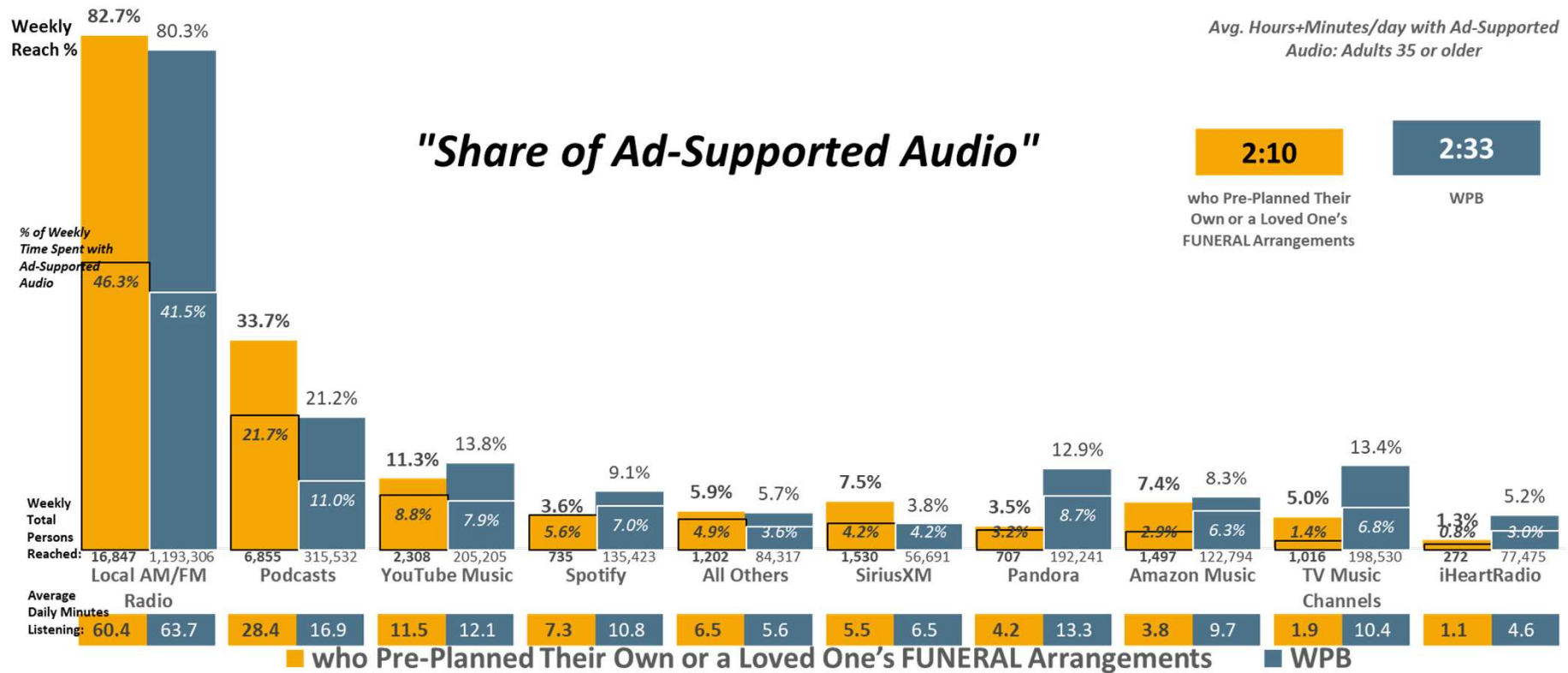
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 34 CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 2,033  
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



16,847 or 82.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 46.3% of all time spent daily with Ad-Supported Audio.





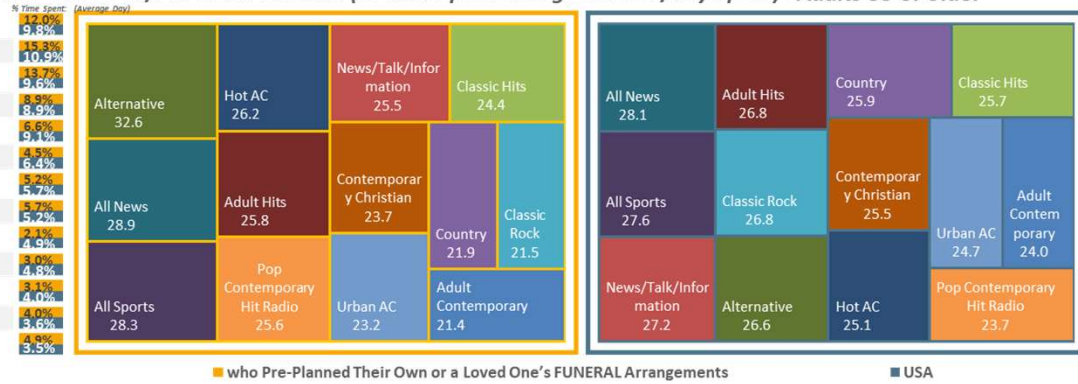


2,028,500 or 78.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Adult Hits.

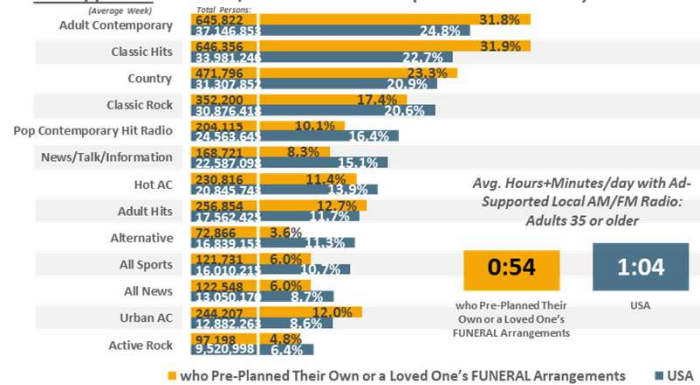
#### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



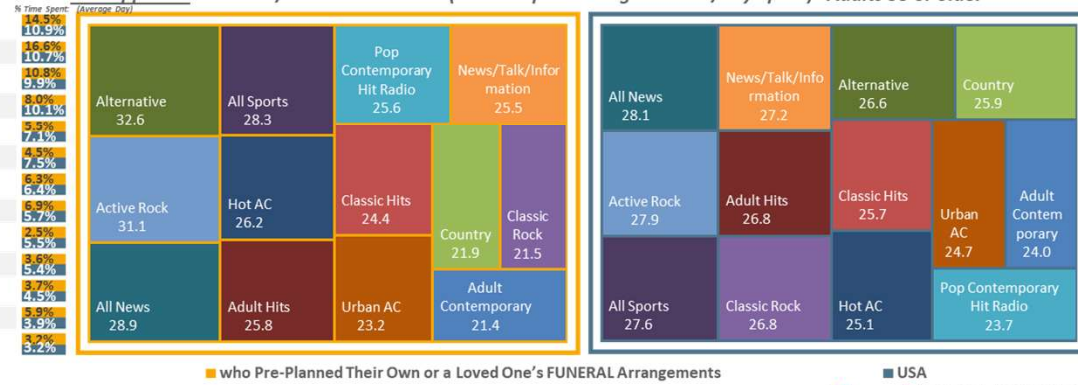
#### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



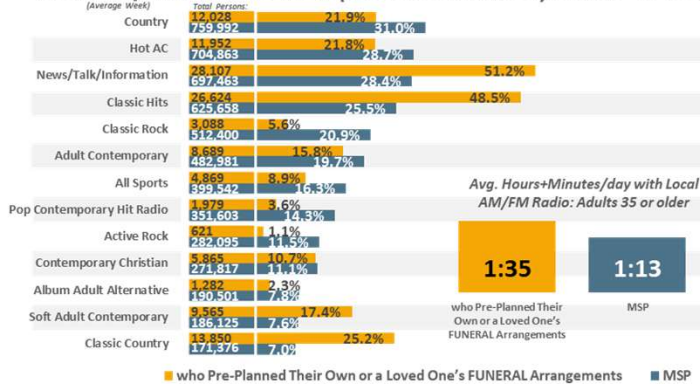
#### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



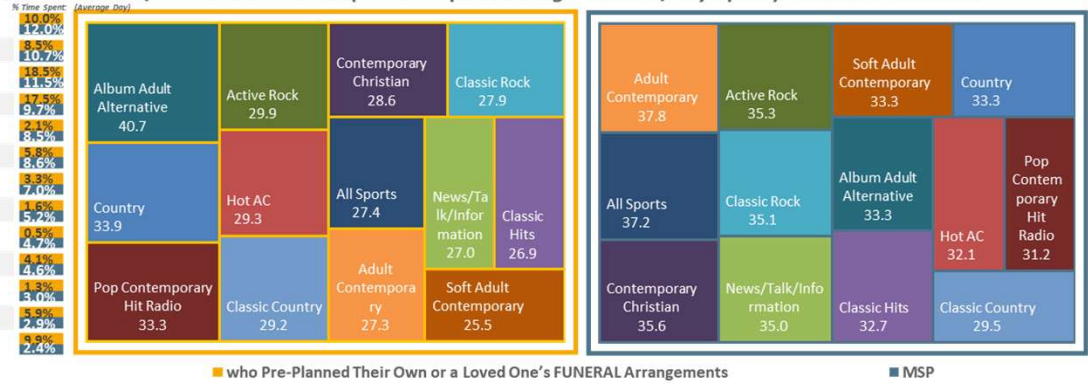


47,826 or 80.0% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, News/Talk/Information, Classic Country, Country, and Hot AC.

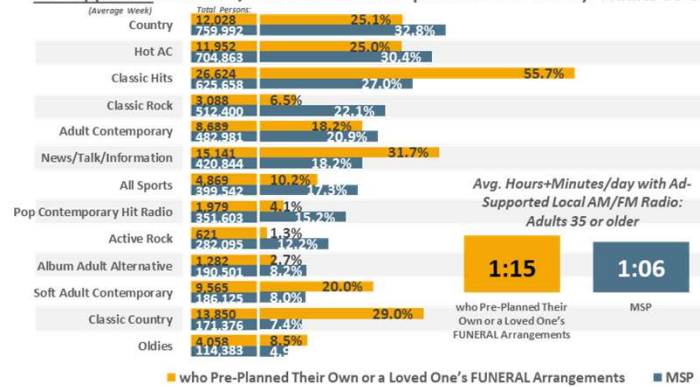
**Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older**



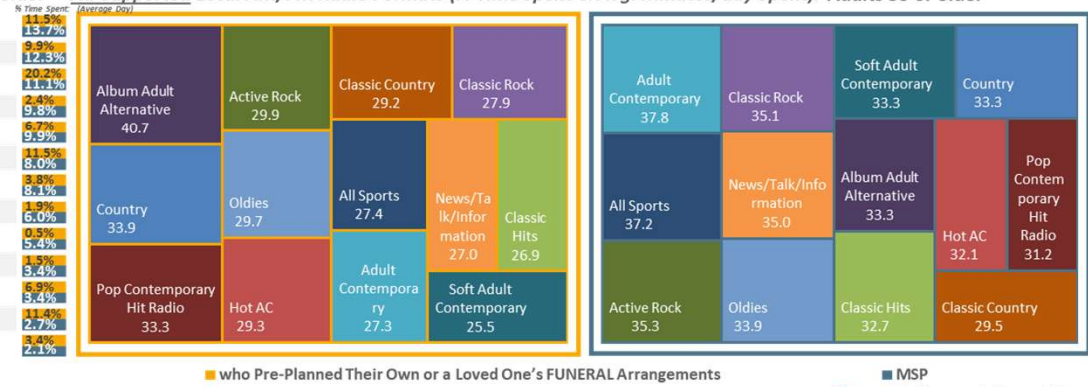
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



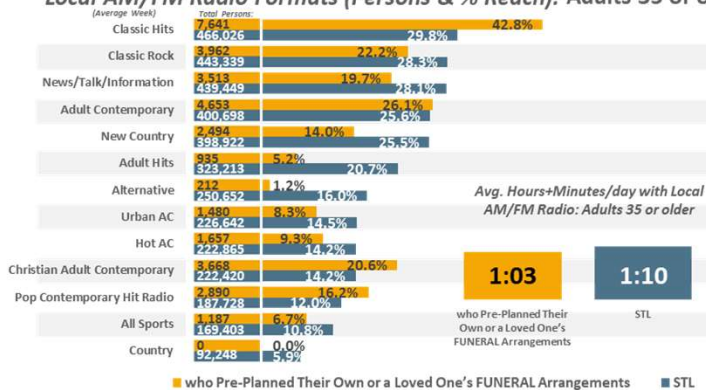
**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



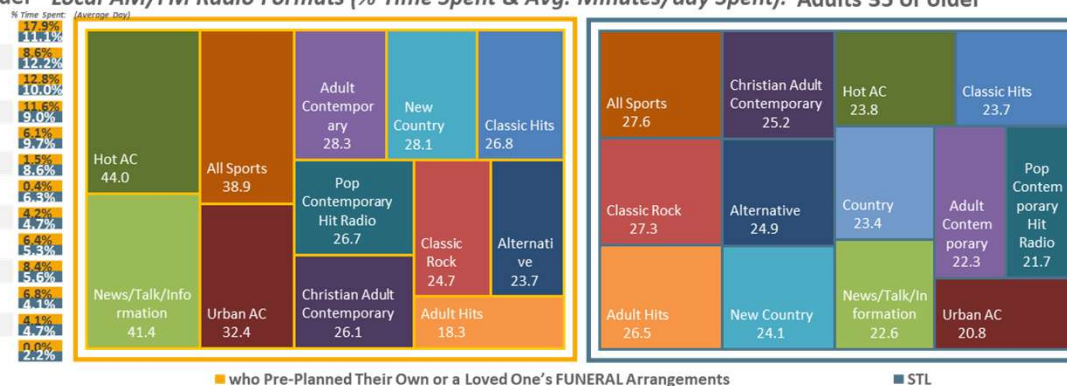


14,859 or 62.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Classic Rock, Pop Contemporary Hit Radio, and New Count

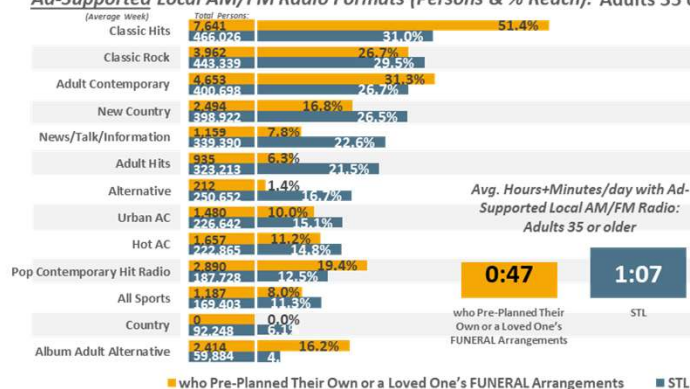
### Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



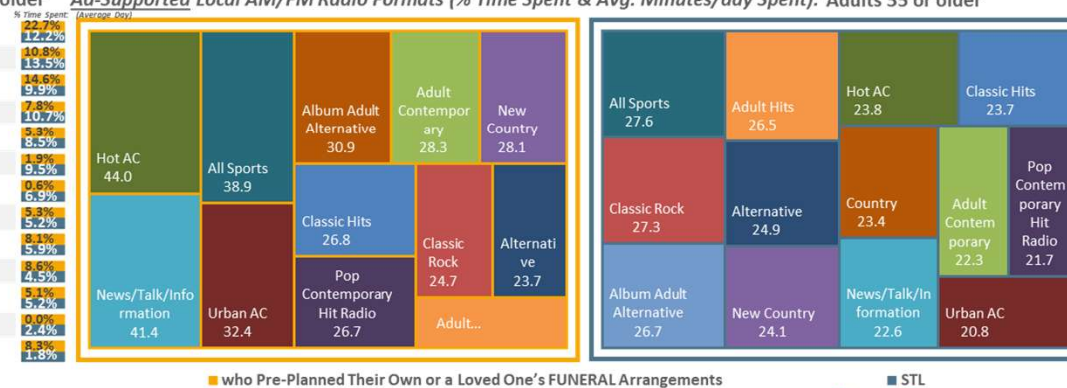
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

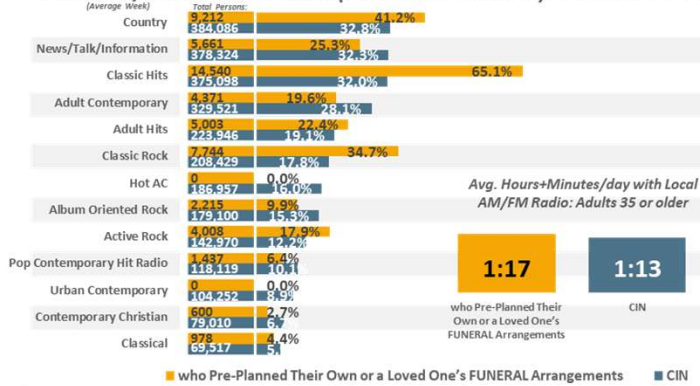




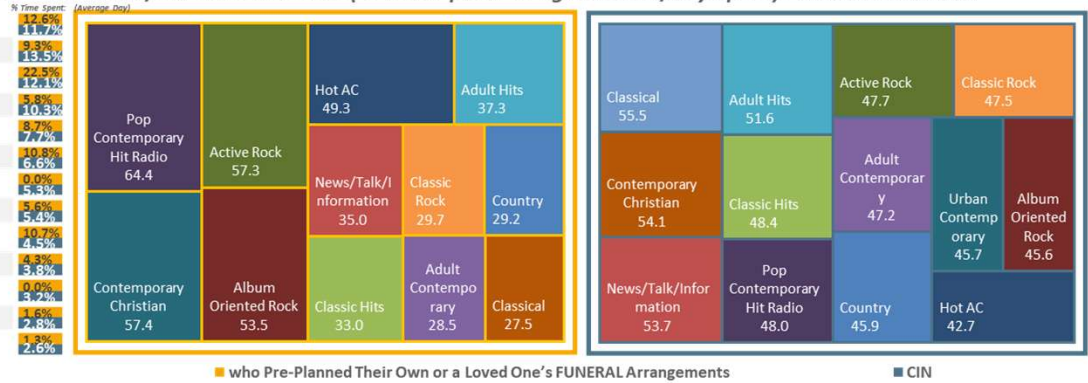


20,818 or 89.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Country, Classic Rock, Adult Hits, and Adult Contemporary.

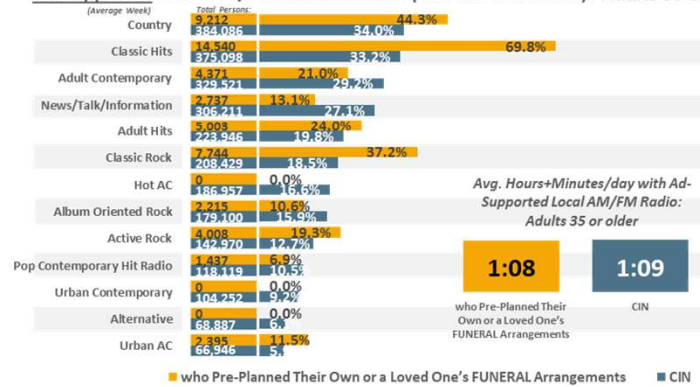
**Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older**



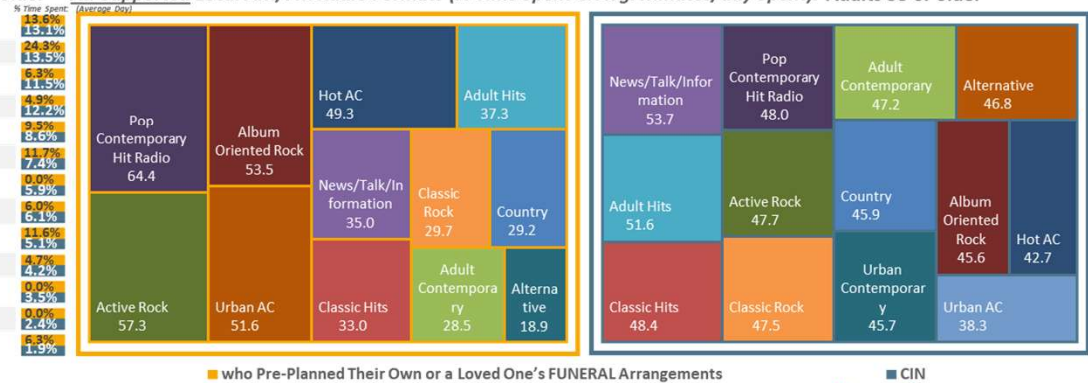
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**

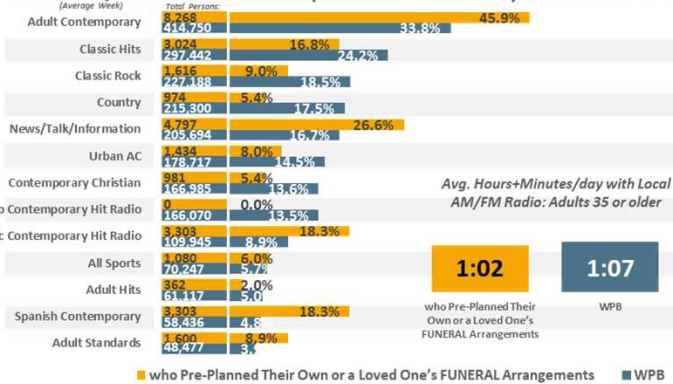




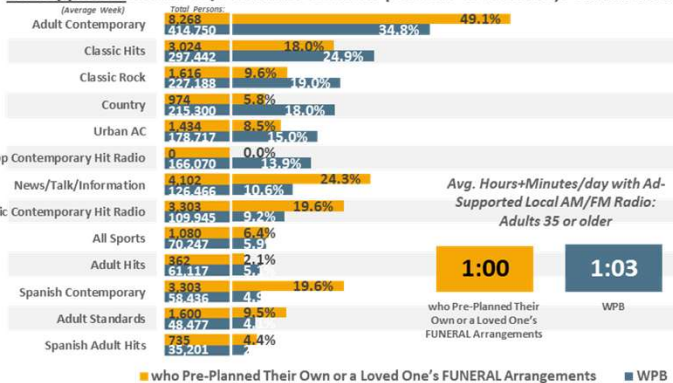


16,847 or 82.7% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, News/Talk/Information, Spanish Contemporary, Rhythmic Contemporary Hi

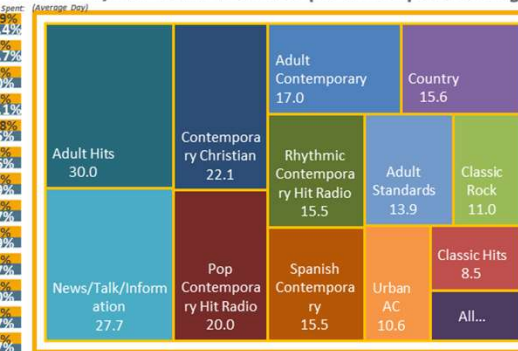
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



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

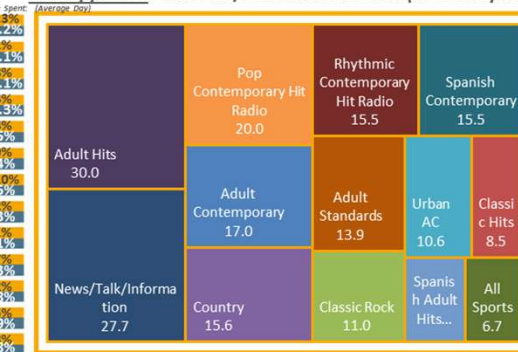


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

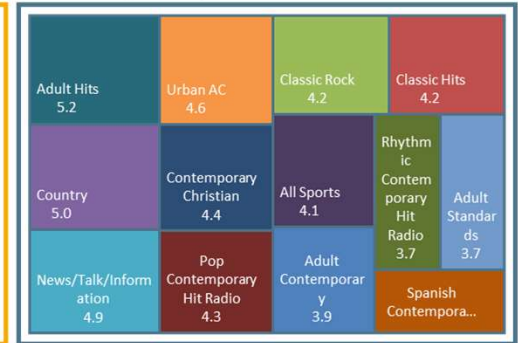


who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements WPB

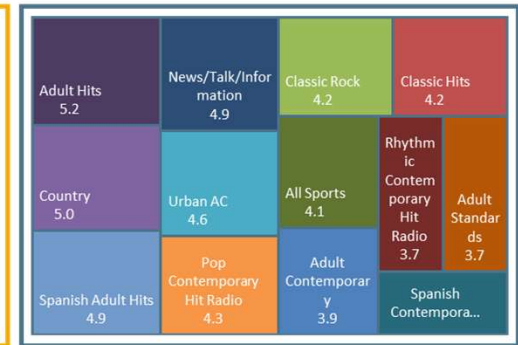
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



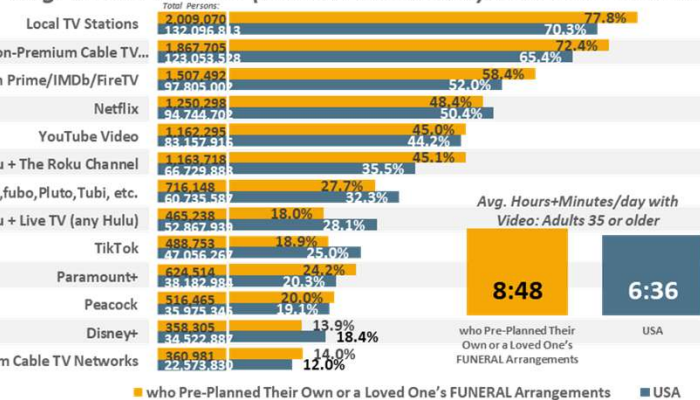
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements WPB

soefa.ai Share of Everything for Anything

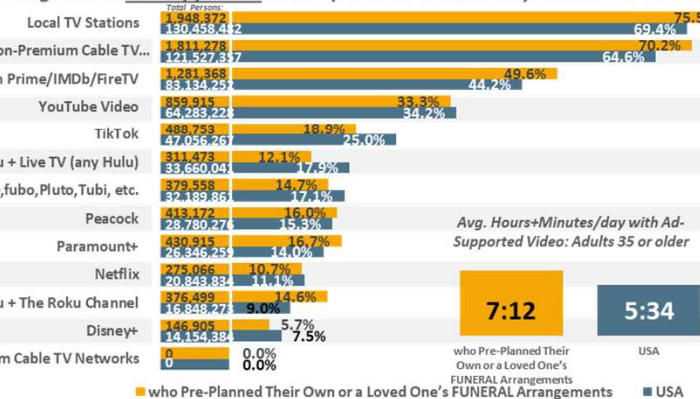


1,948,372 or 75.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 114.2 minutes every day representing 26.4% of all time spent daily with Ad-Supported Video.

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



Avg. Week Ad-Supported Video (Persons & % Reach): 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



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

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

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

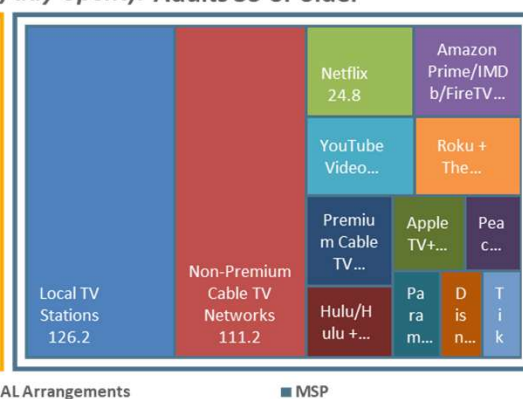
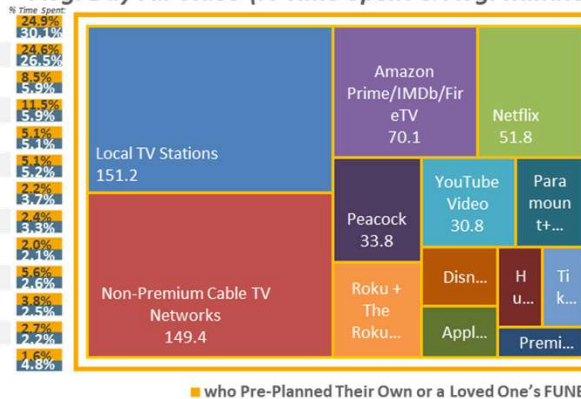
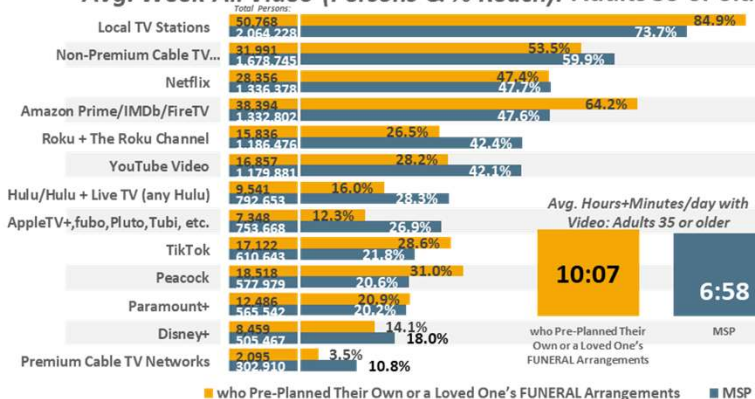
soefa.ai Share of Everything for Anything



50,217 or 84.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 127.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

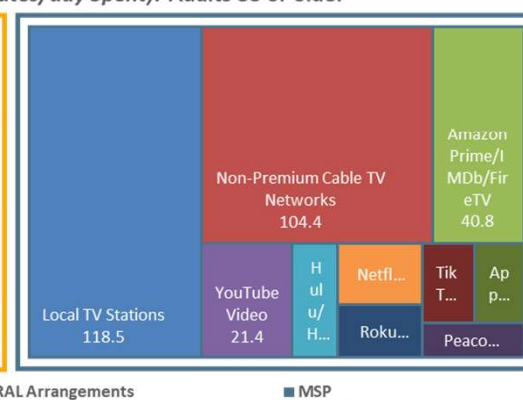
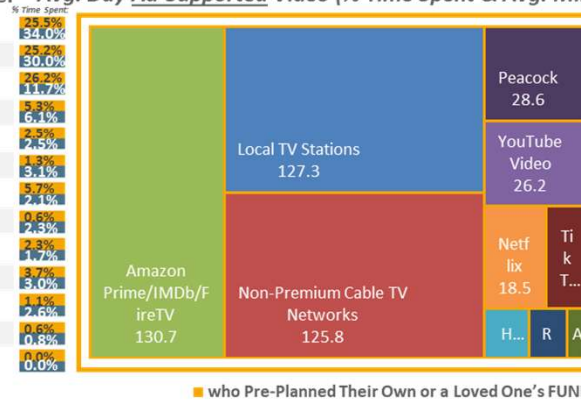
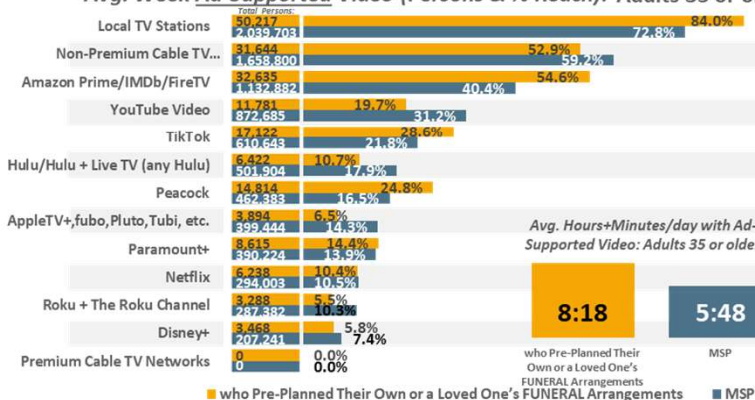
### Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 42  
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soefa.ai Share of Everything for Anything

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

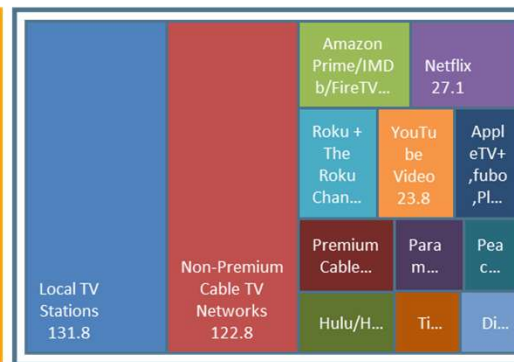
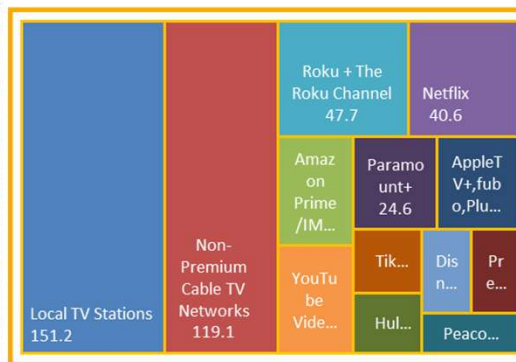
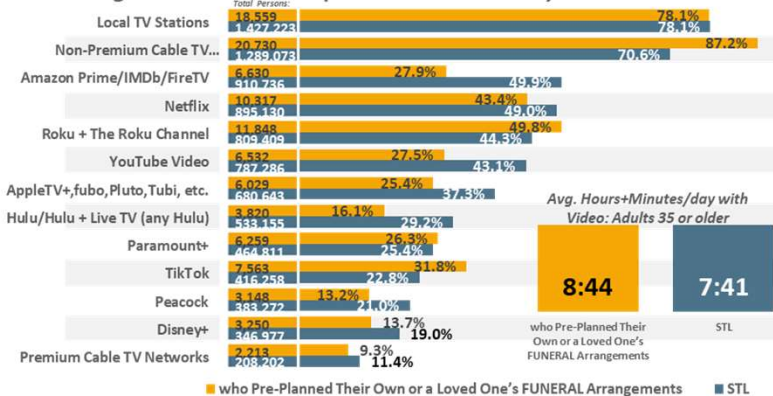




16,792 or 70.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 124.8 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

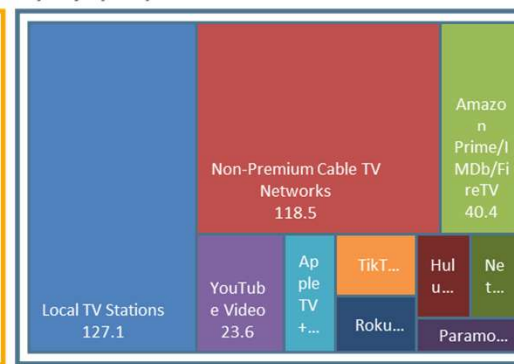
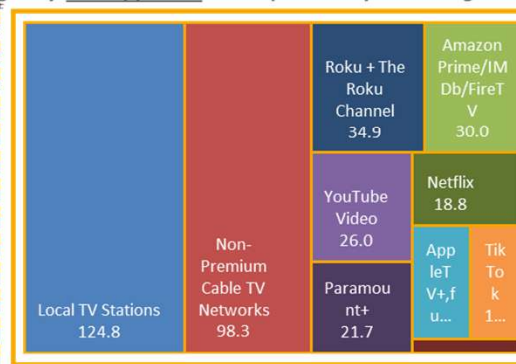
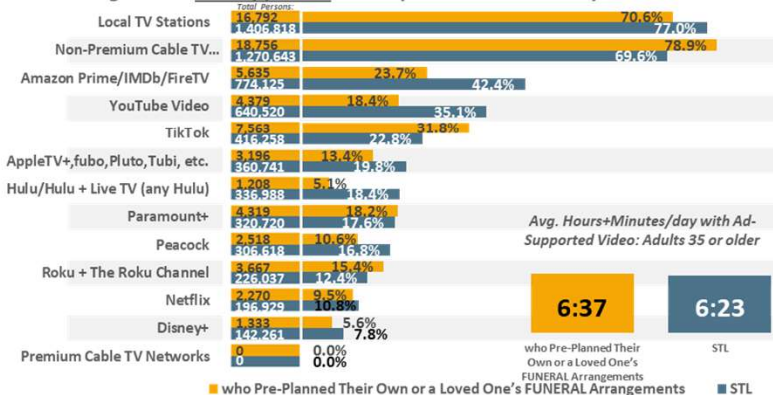
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



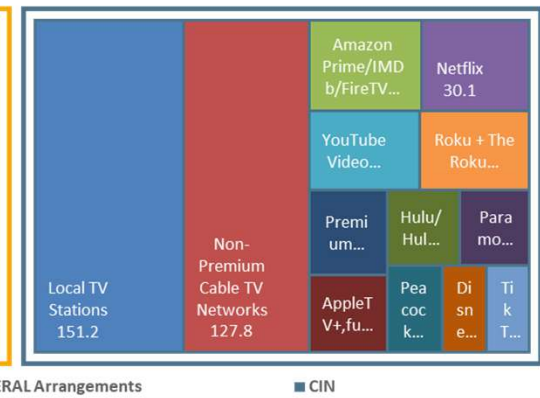
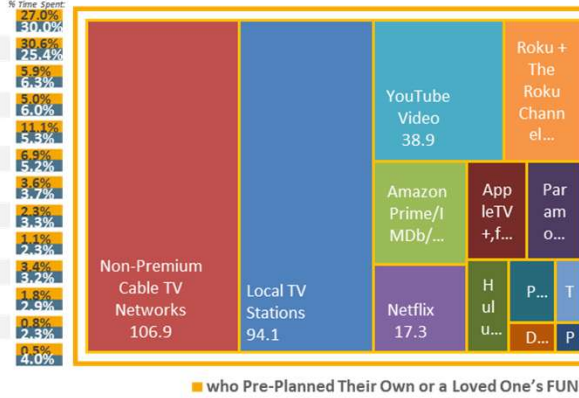
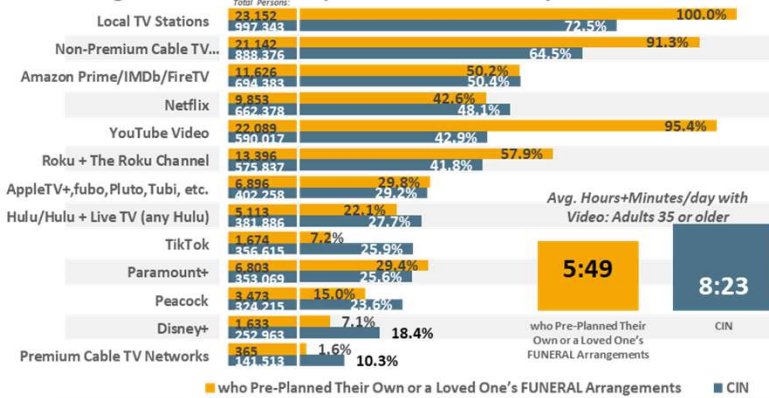




22,517 or 97.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 89.8 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

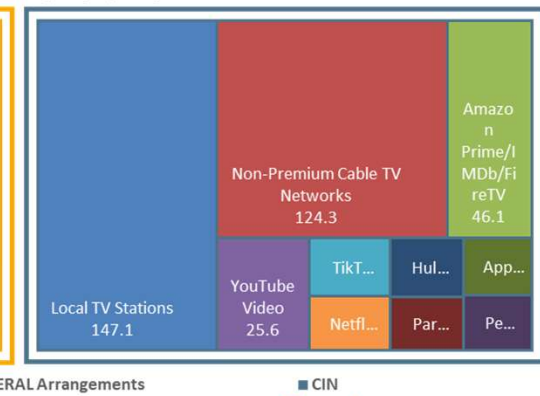
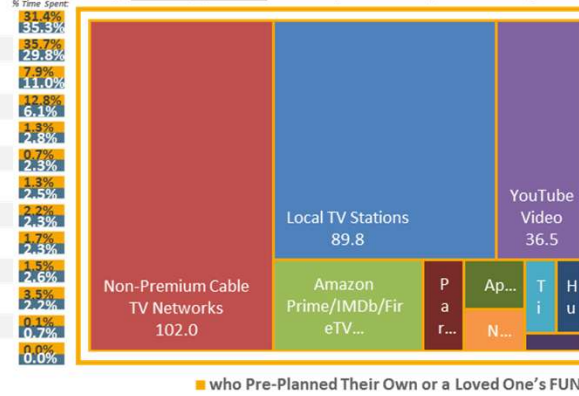
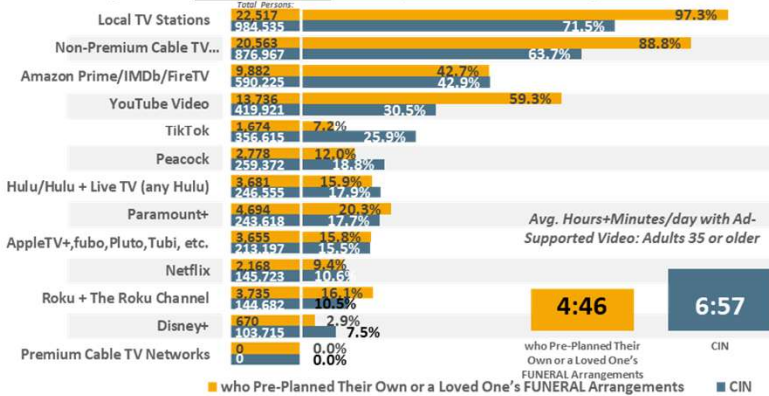
**Avg. Week All Video (Persons & % Reach): Adults 35 or older**

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



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

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



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 34  
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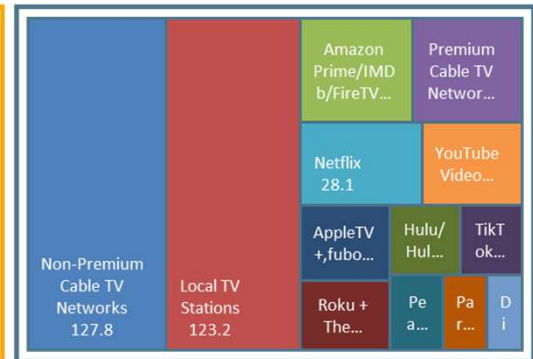
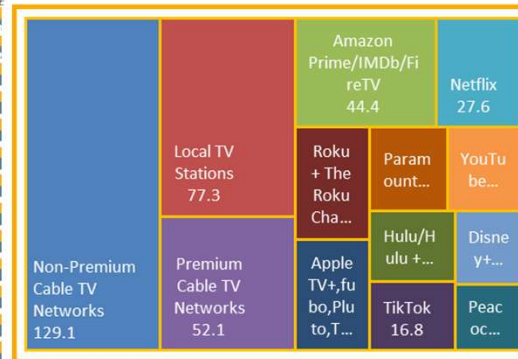
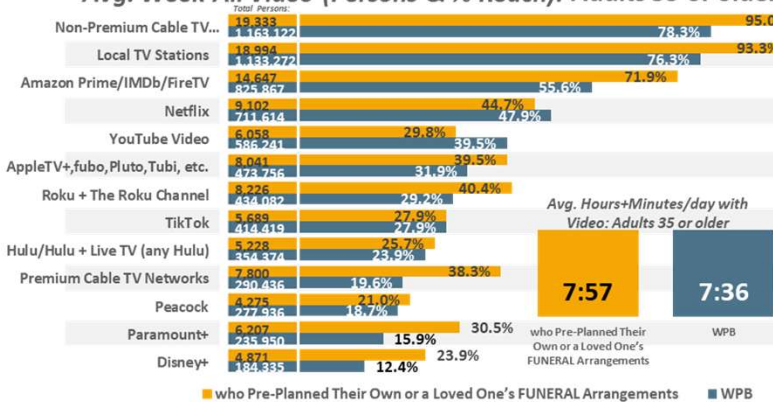
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



18,818 or 92.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 71.1 minutes every day representing 18.% of all time spent daily with Ad-Supported Video.

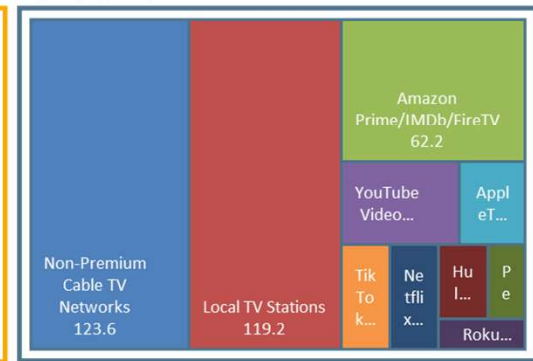
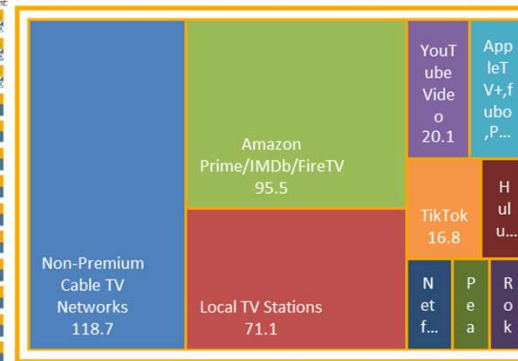
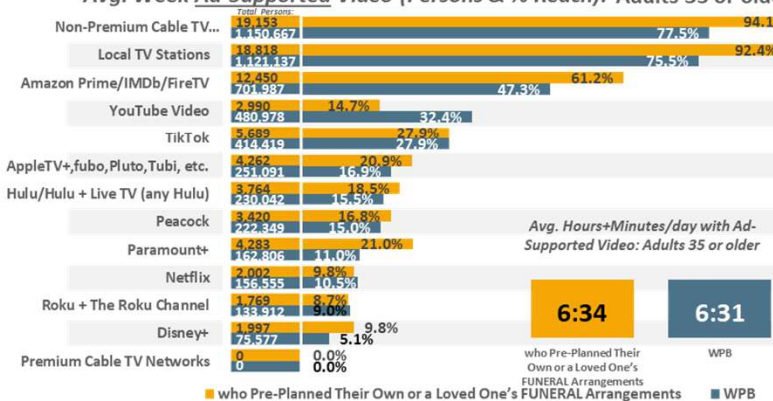
### Avg. Week All Video (Persons & % Reach): Adults 35 or older

### 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

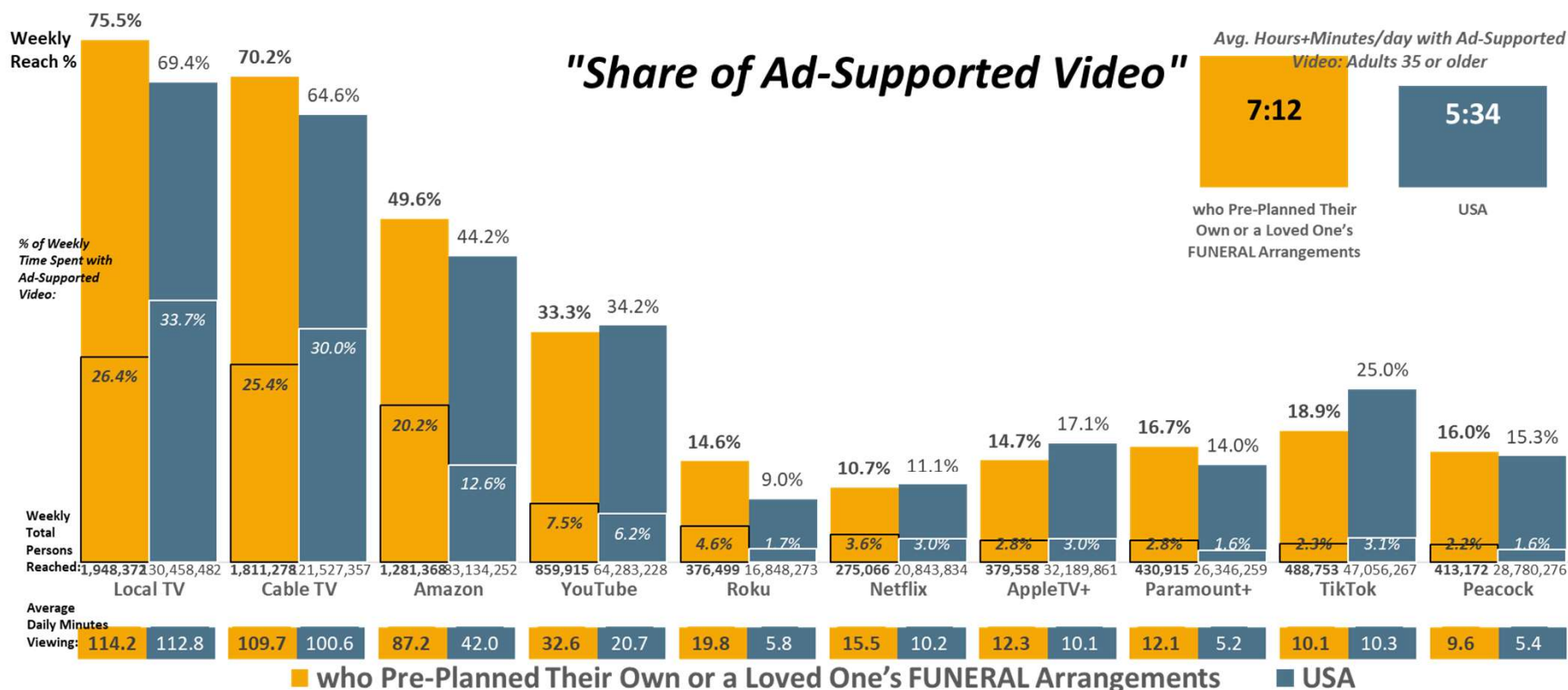
### Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





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

## "Share of Ad-Supported Video"



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

**7:12**

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

**5:34**

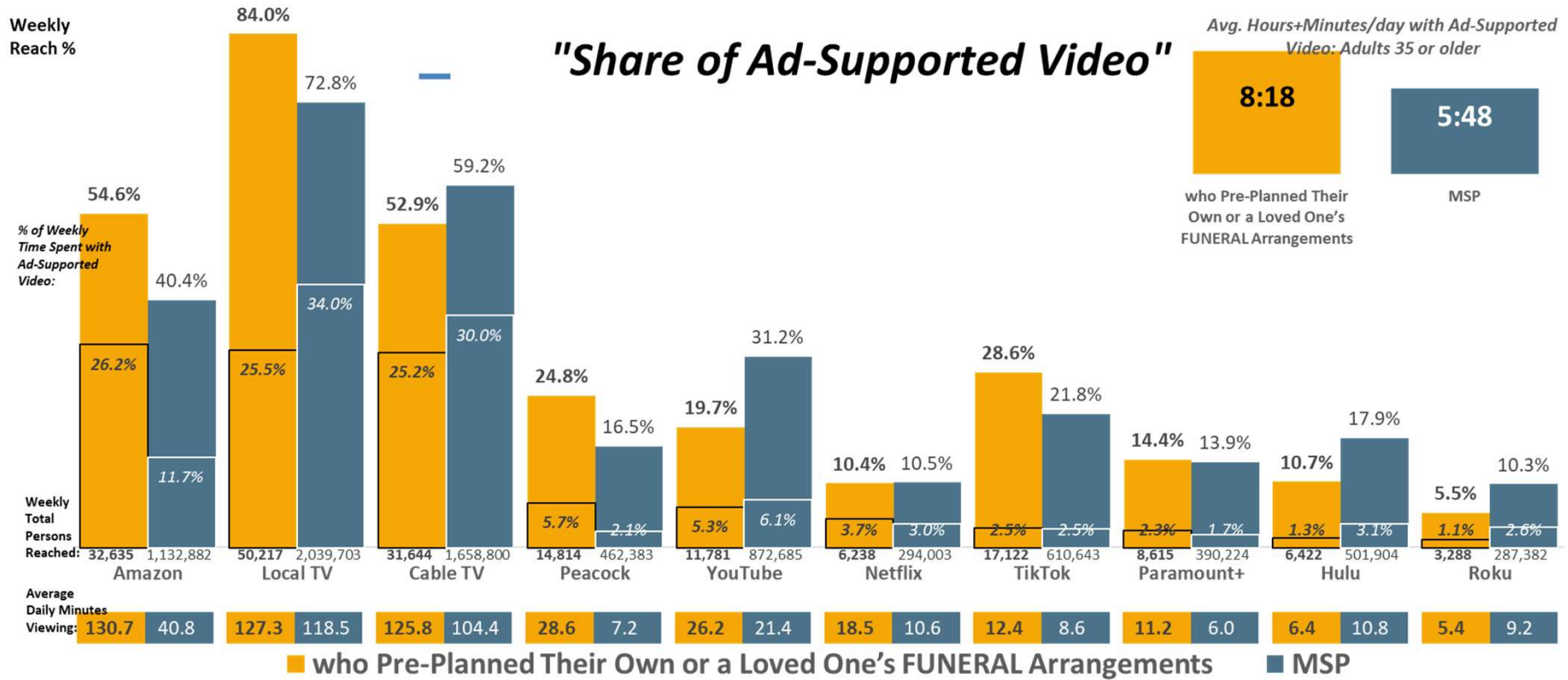
USA





50,217 or 84.0% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 127.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 42 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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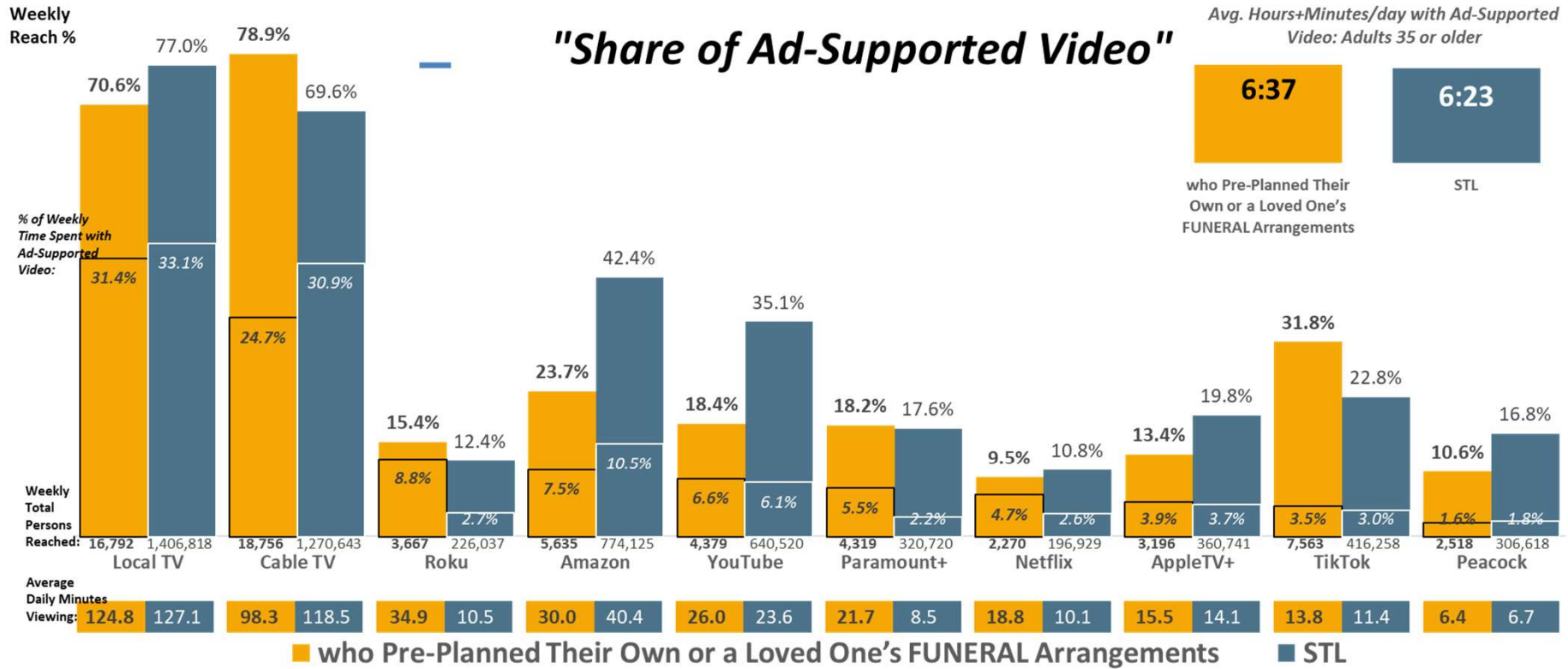
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning





16,792 or 70.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 124.8 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

## "Share of Ad-Supported Video"



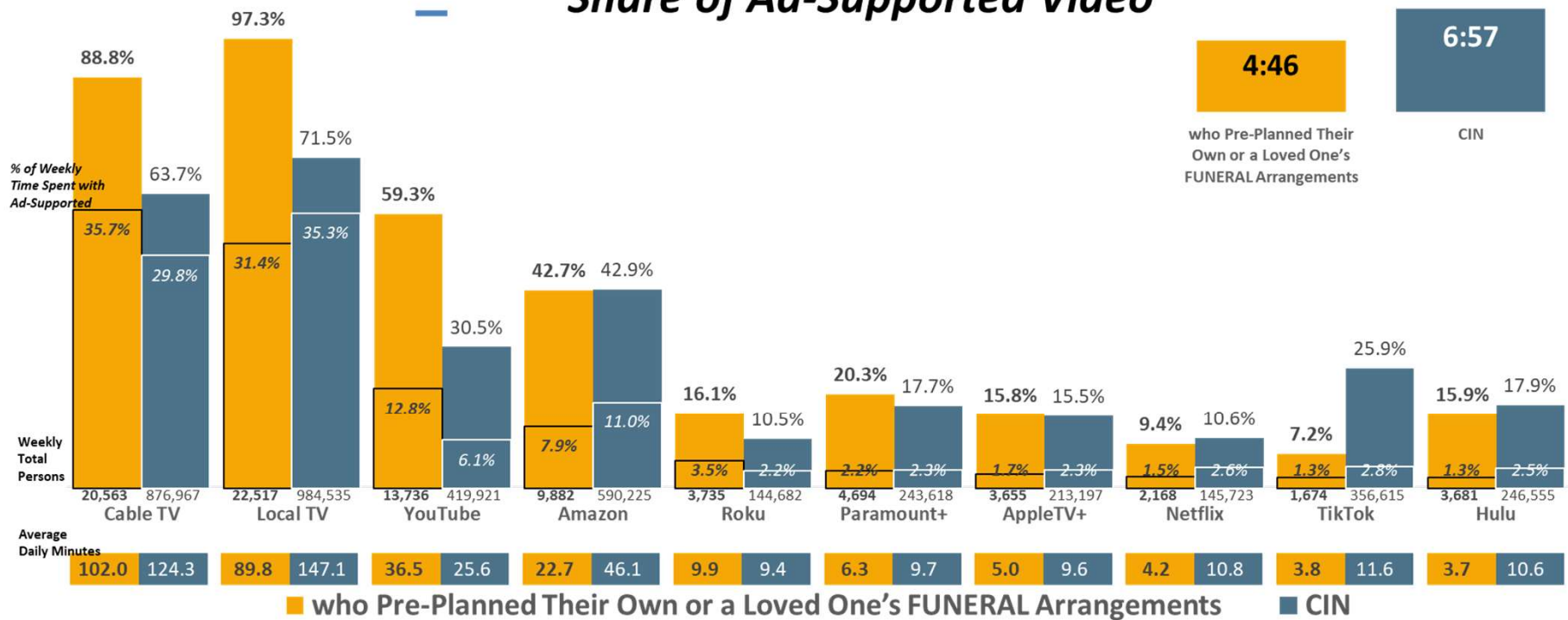


22,517 or 97.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 89.8 minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

Weekly

## "Share of Ad-Supported Video"

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



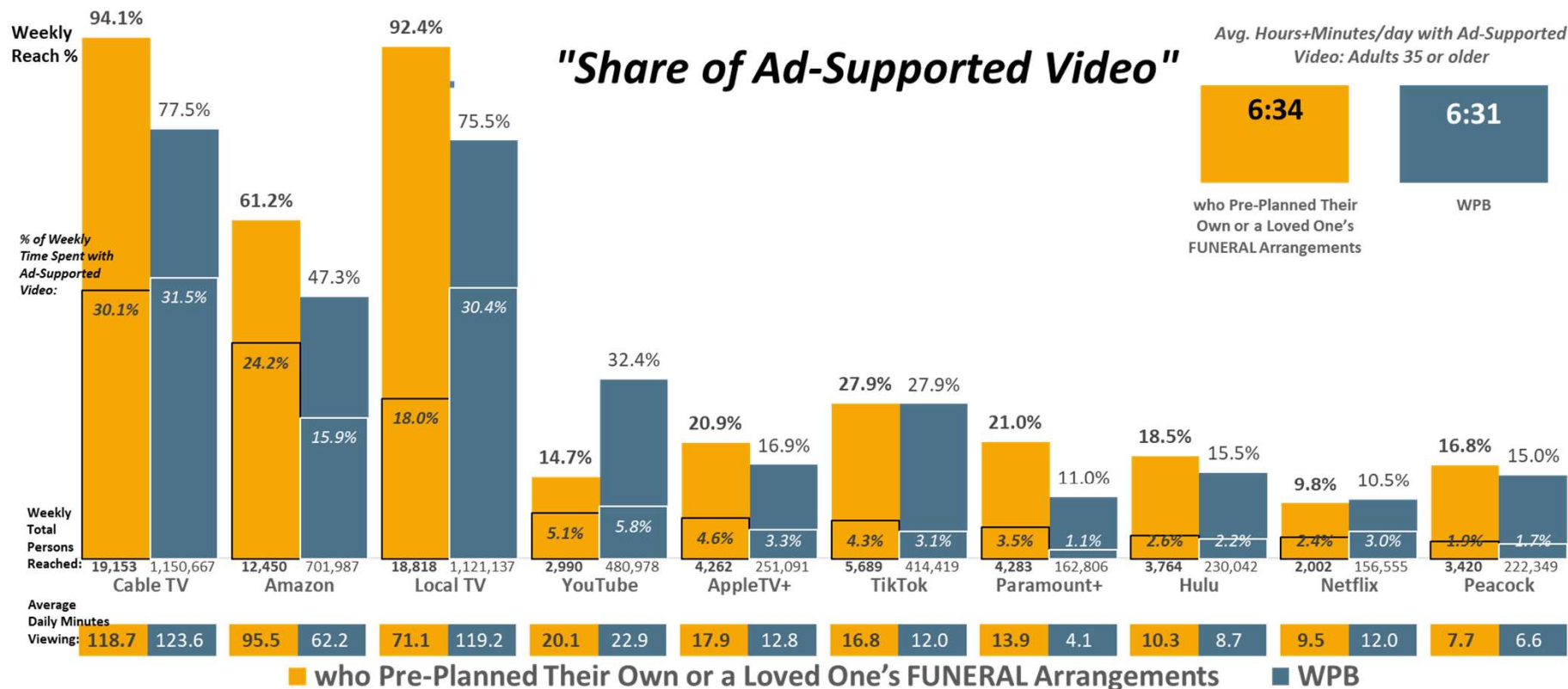
**4:46**  
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

**6:57**  
CIN



18,818 or 92.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations for an average of 71.1 minutes every day representing 18.% of all time spent daily with Ad-Supported Video.

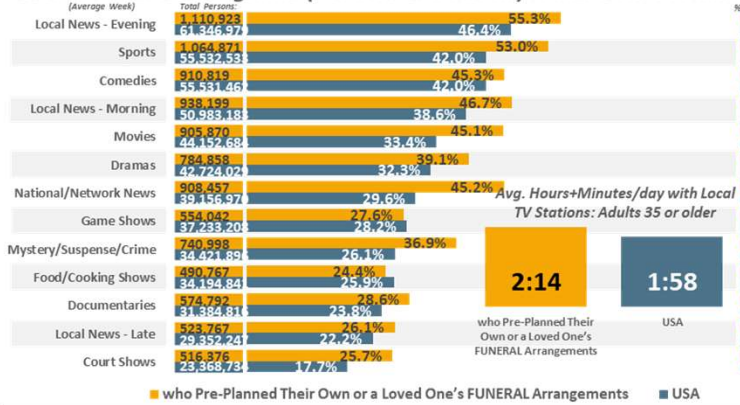
## "Share of Ad-Supported Video"



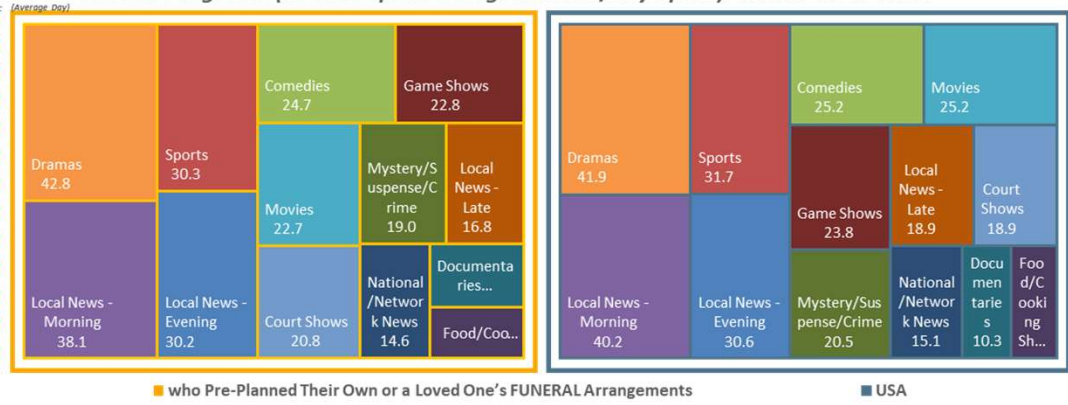


1,948,372 or 75.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and National/Network

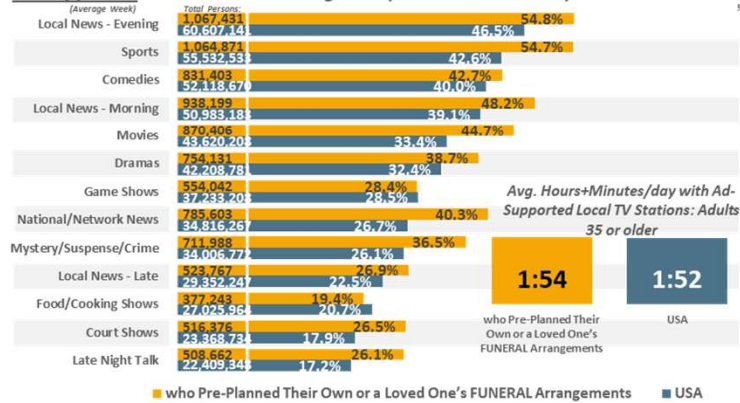
#### Local TV Station Programs (Persons & % Reach): Adults 35 or older



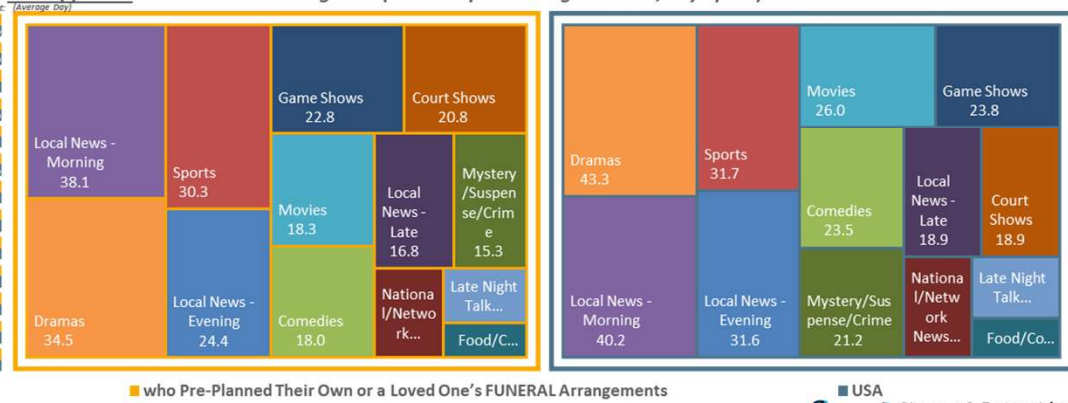
#### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

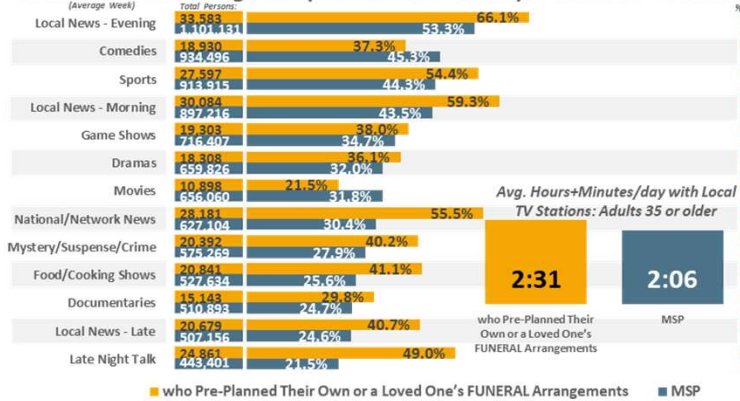




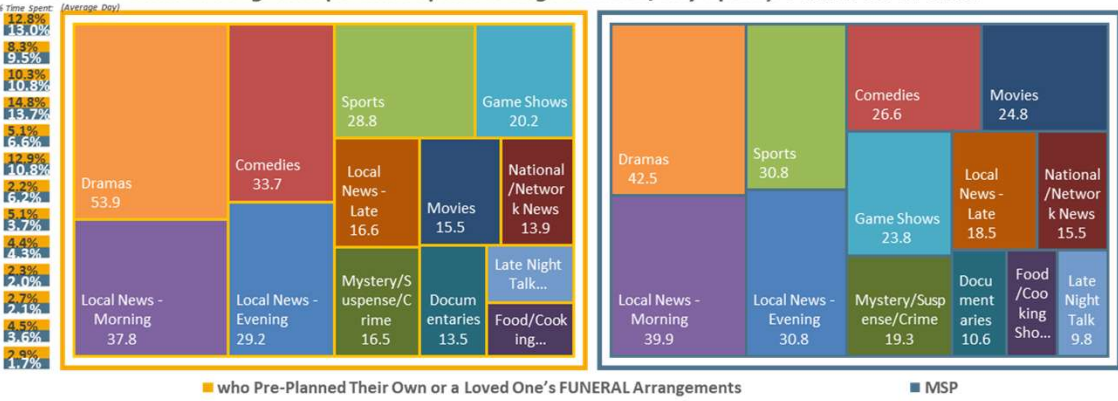


50,217 or 84.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, National/Network News, Late Night Talk, a

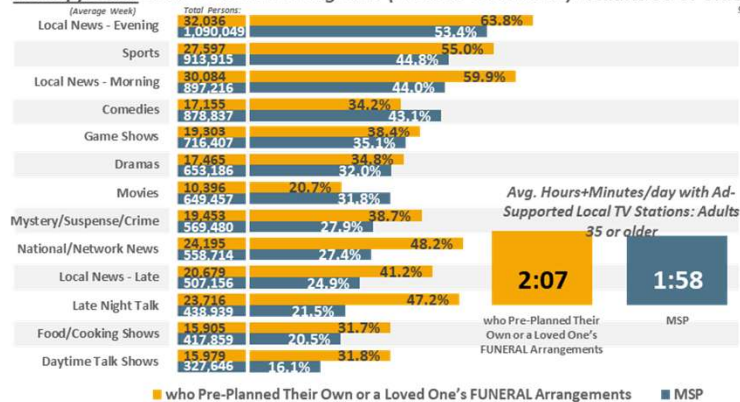
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



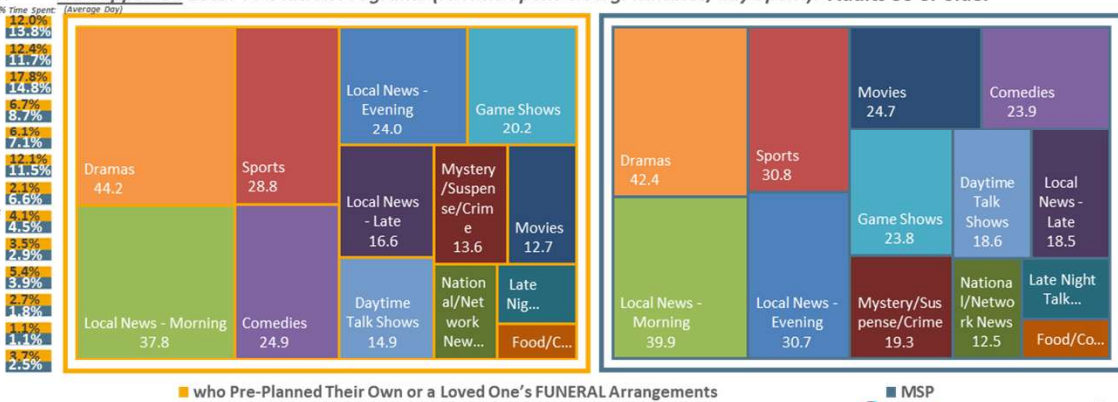
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



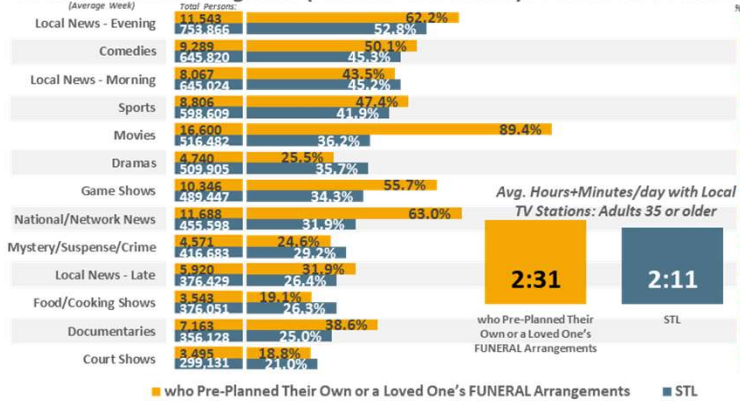
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



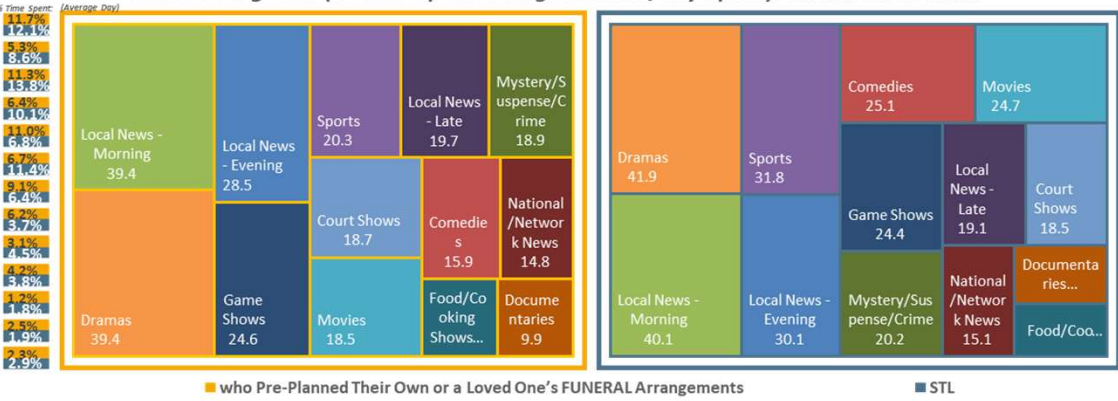


16,792 or 70.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Game Shows, National/Network News, Sports, and Comedies.

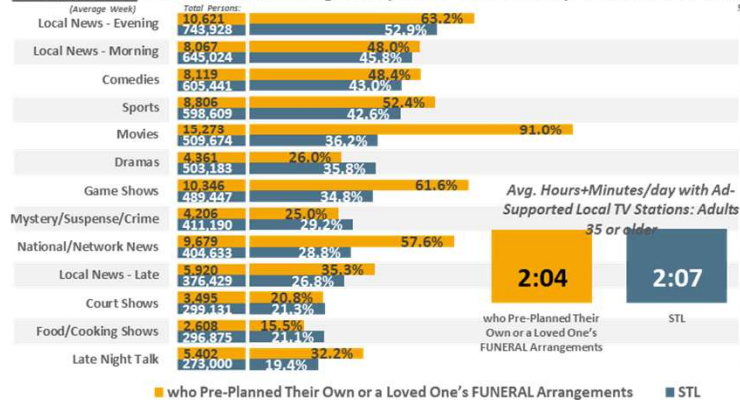
Local TV Station Programs (Persons & % Reach): Adults 35 or older



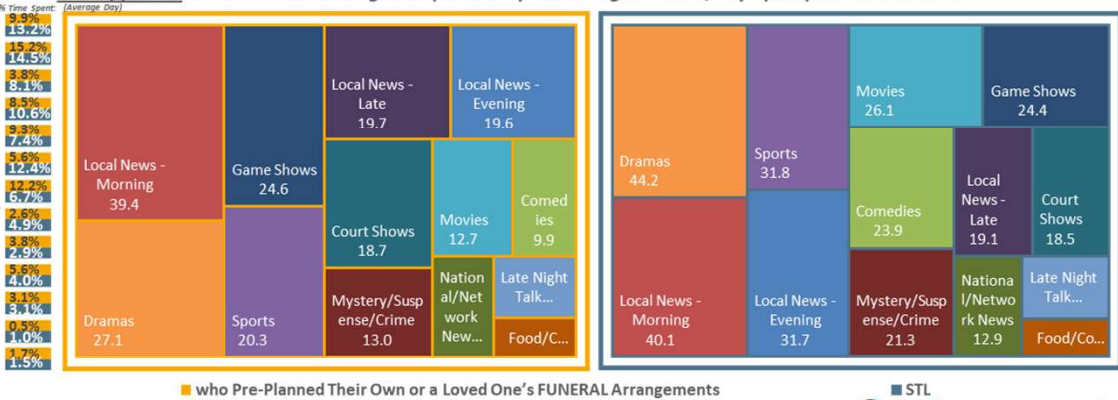
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

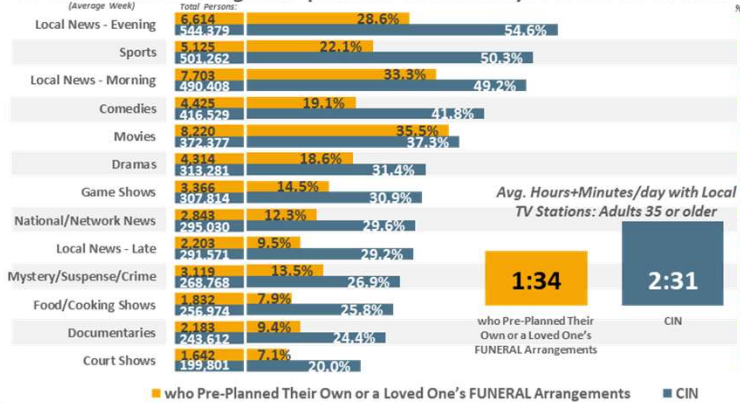




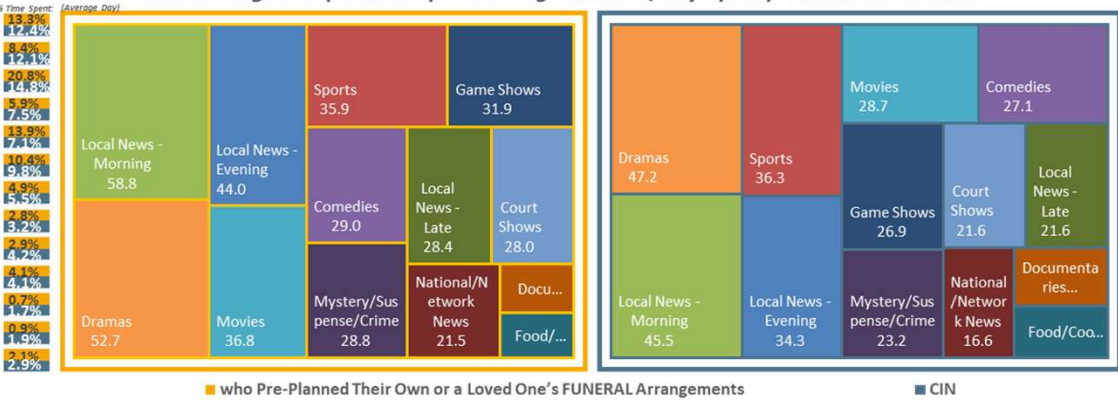


22,517 or 97.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Local News - Evening, Sports, Dramas, and Comedies.

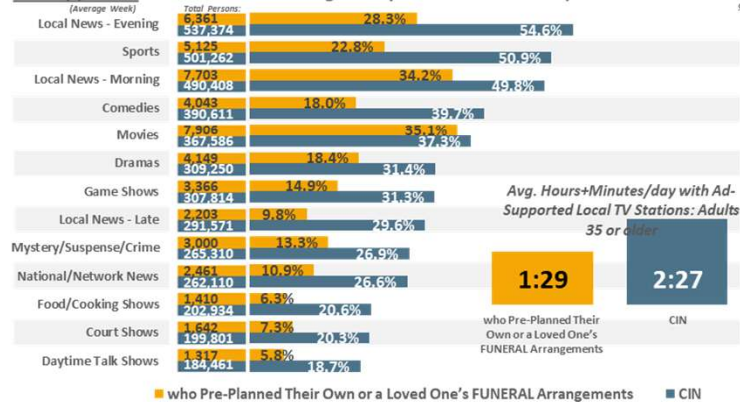
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



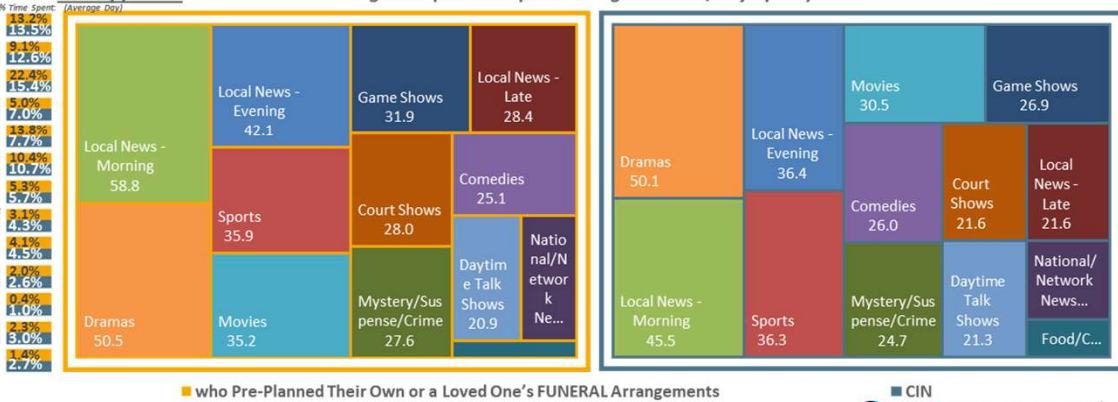
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



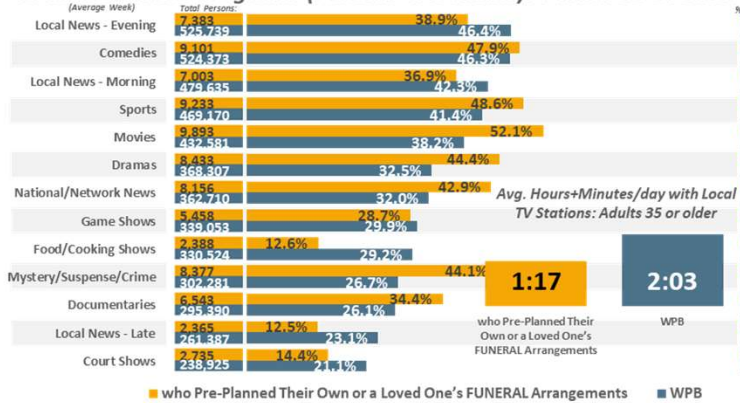
**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



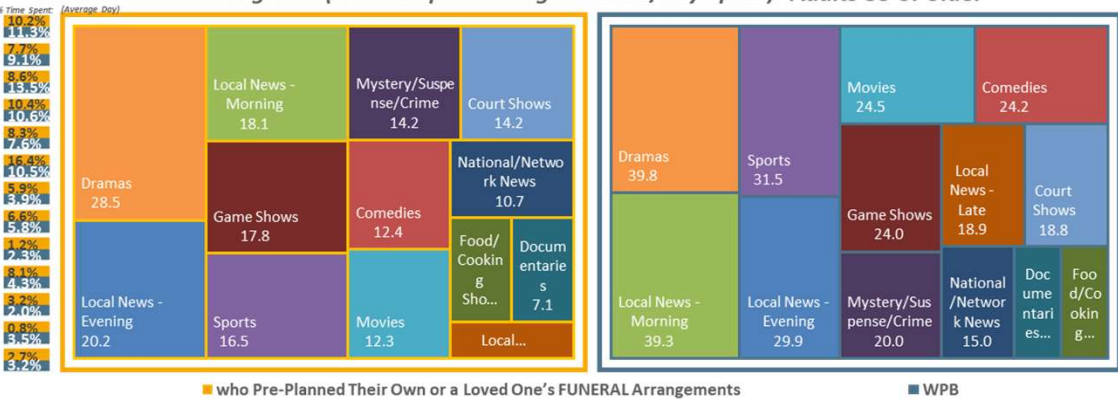


18,818 or 92.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Comedies, Dramas, Mystery/Suspense/Crime, and Local News - Evening.

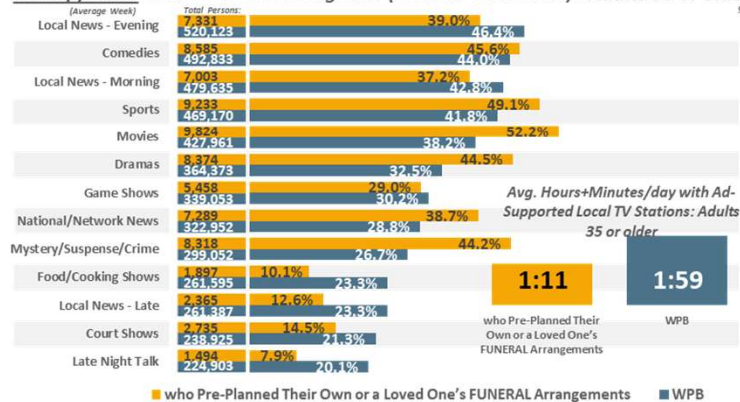
**Local TV Station Programs (Persons & % Reach): Adults 35 or older**



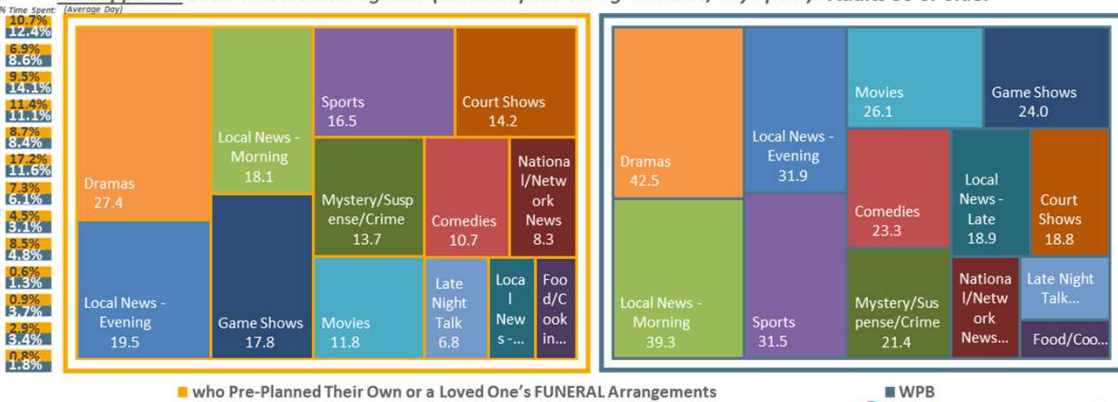
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



**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**



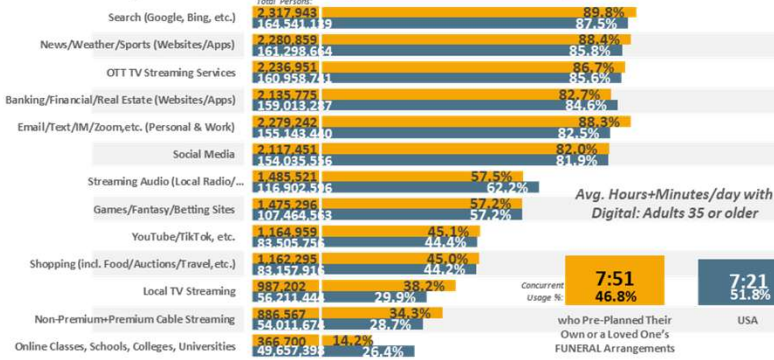




1,781,392 or 69.% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Social Media for an average of 142.9 minutes every day representing 22.2% of all time spent daily with Ad-Supported Digital Media.

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

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

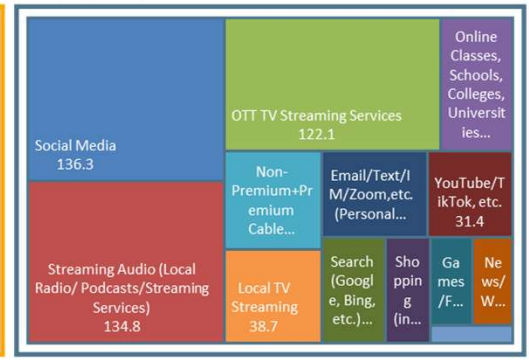
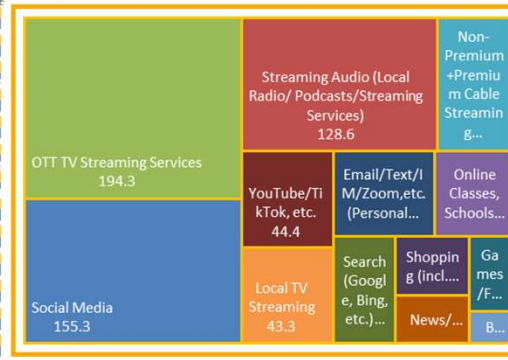


Avg. Hours+Minutes/day with Digital: Adults 35 or older

Concurrent Usage %

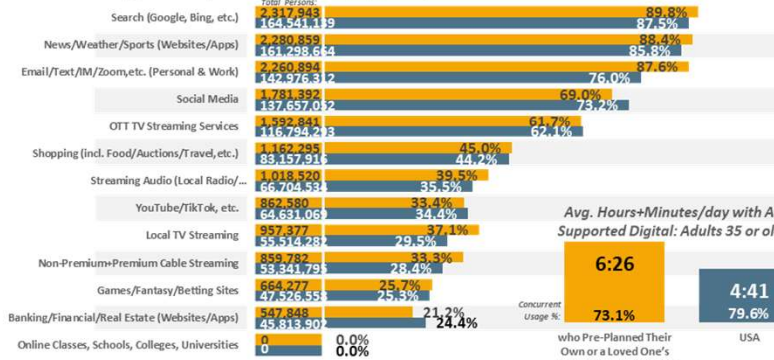
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

USA



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

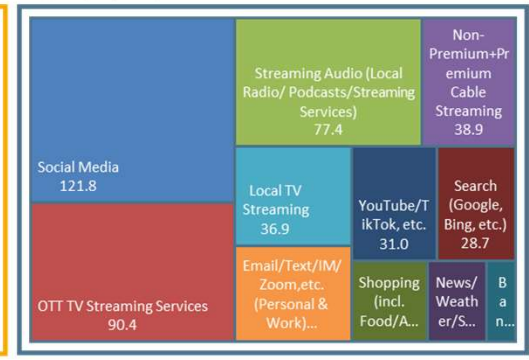
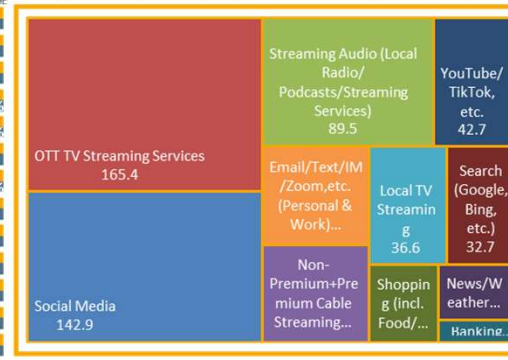


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 35 or older

Concurrent Usage %

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

USA

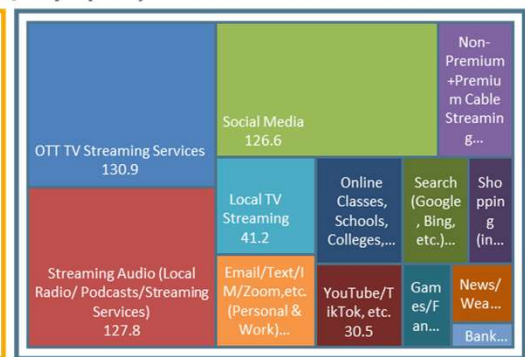
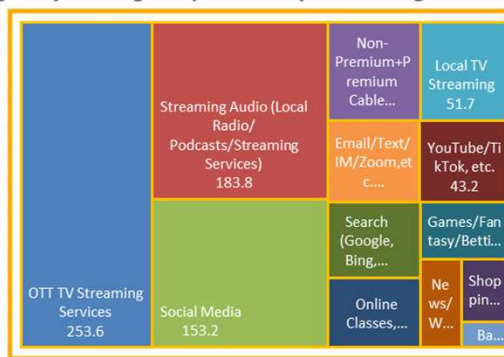
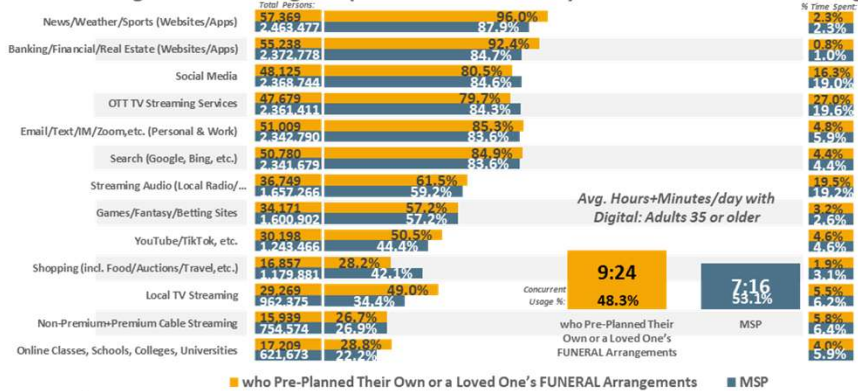




32,792 or 54.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Social Media for an average of 141. minutes every day representing 19.% of all time spent daily with Ad-Supported Digital Media.

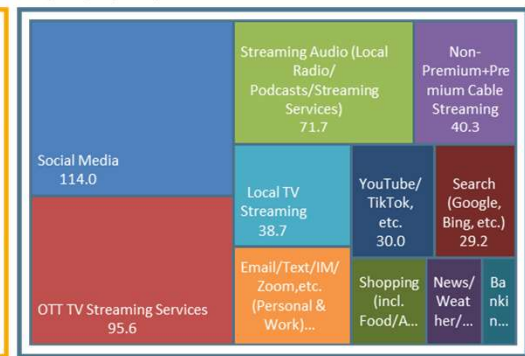
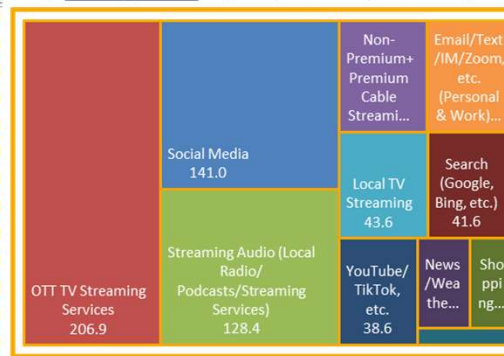
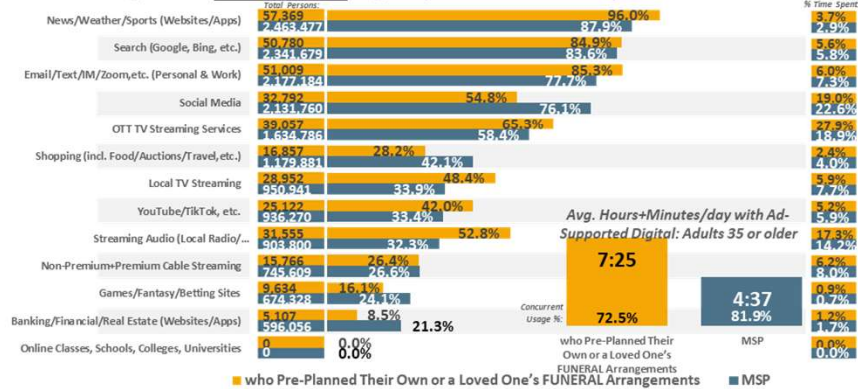
**Avg. Week All Digital (Persons & % Reach): Adults 35 or older**

**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**

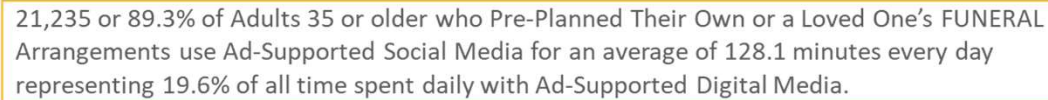


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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

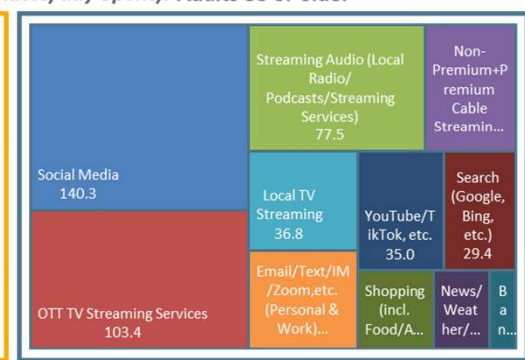




**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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

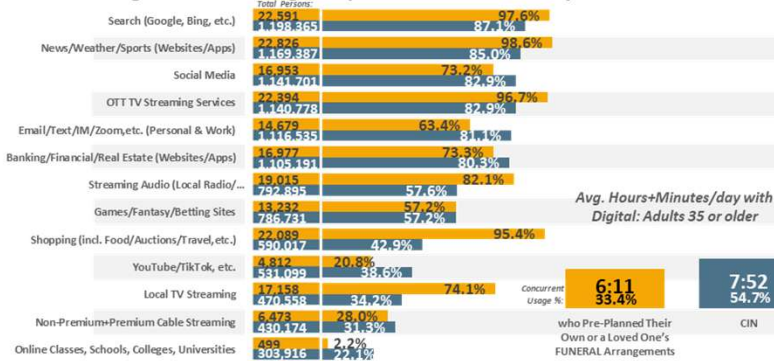




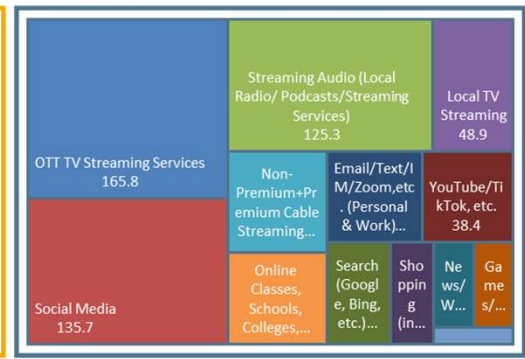
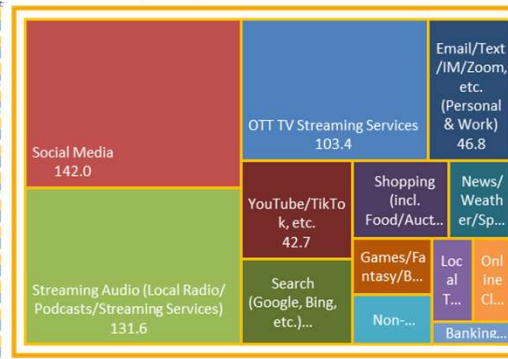
16,587 or 71.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Social Media for an average of 130.7 minutes every day representing 26.9% of all time spent daily with Ad-Supported Digital Media.

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

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

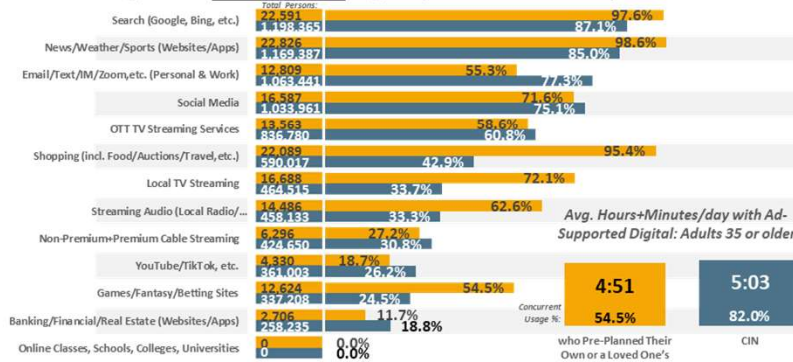


Avg. Hours+Minutes/day with Digital: Adults 35 or older

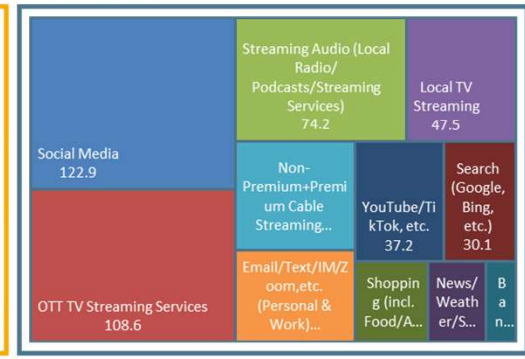
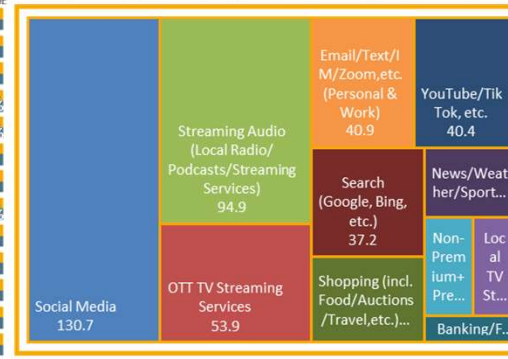


**Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older**

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



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

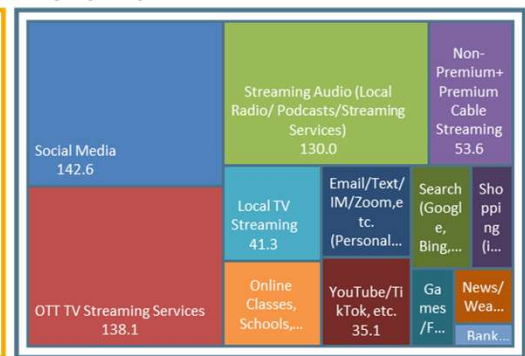
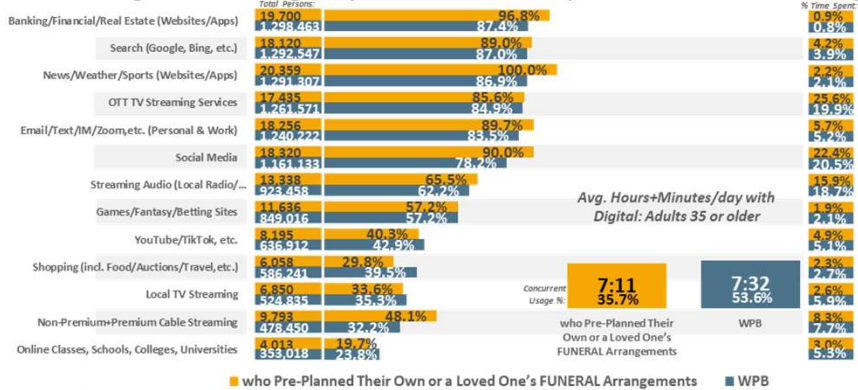




13,519 or 66.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Social Media for an average of 148.3 minutes every day representing 24.8% of all time spent daily with Ad-Supported Digital Media.

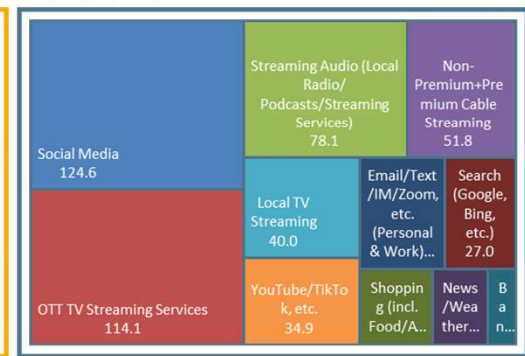
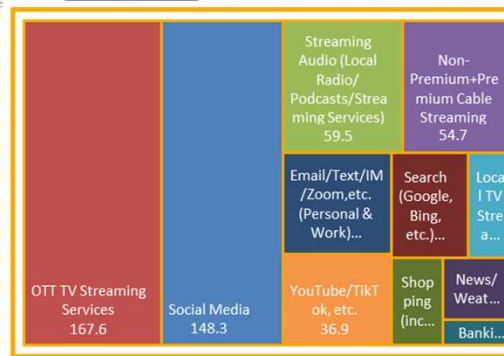
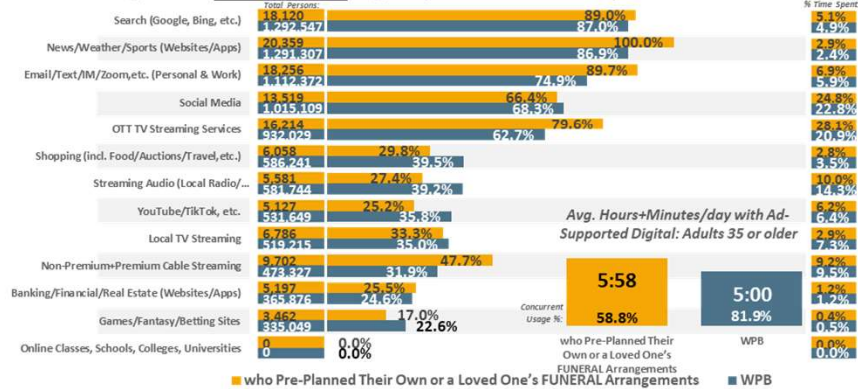
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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 40  
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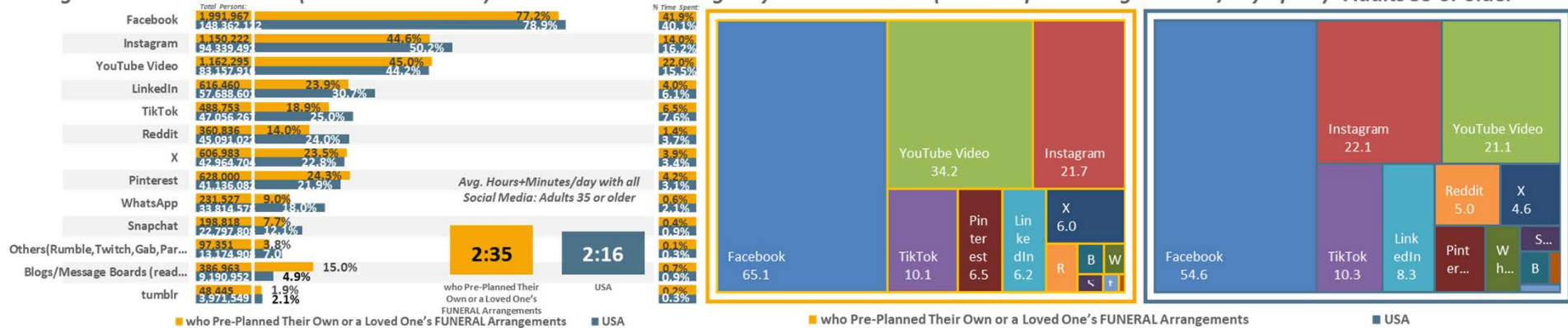
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



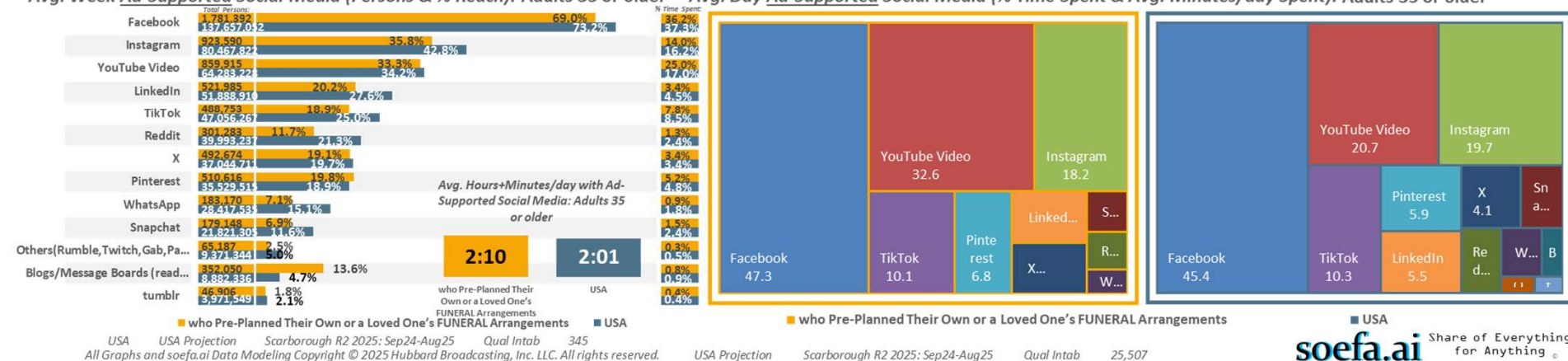


1,781,392 or 69.% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 47.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Social Media.

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



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



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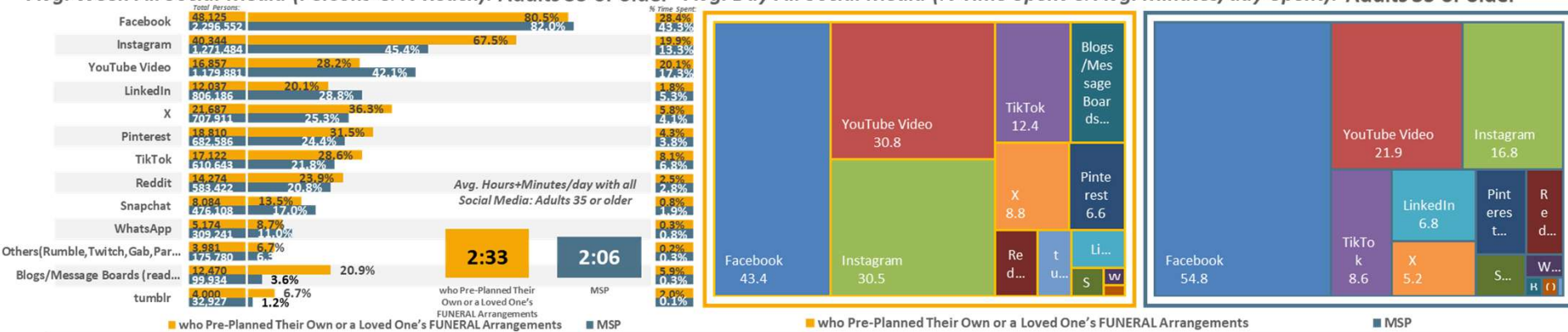
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



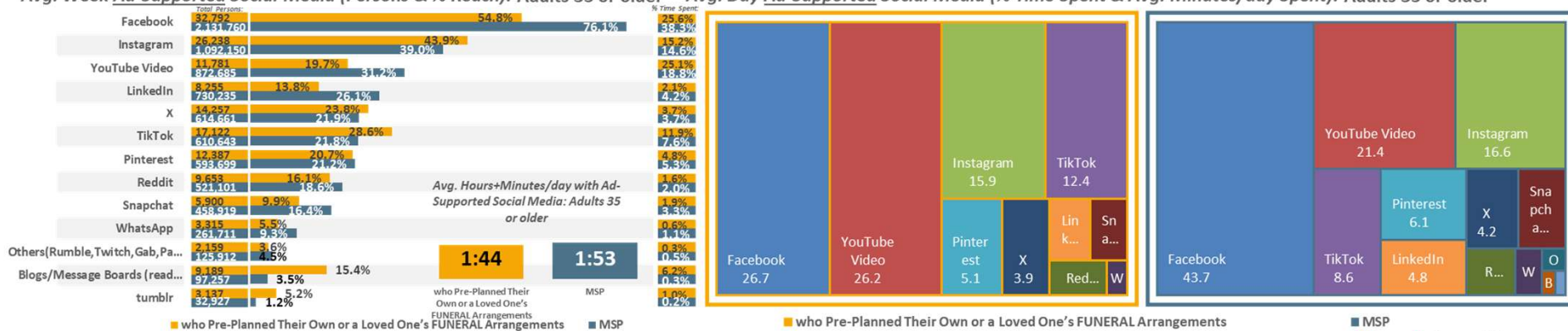


32,792 or 54.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 26.7 minutes every day representing 25.6% of all time spent daily with Ad-Supported Social Media.

**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**



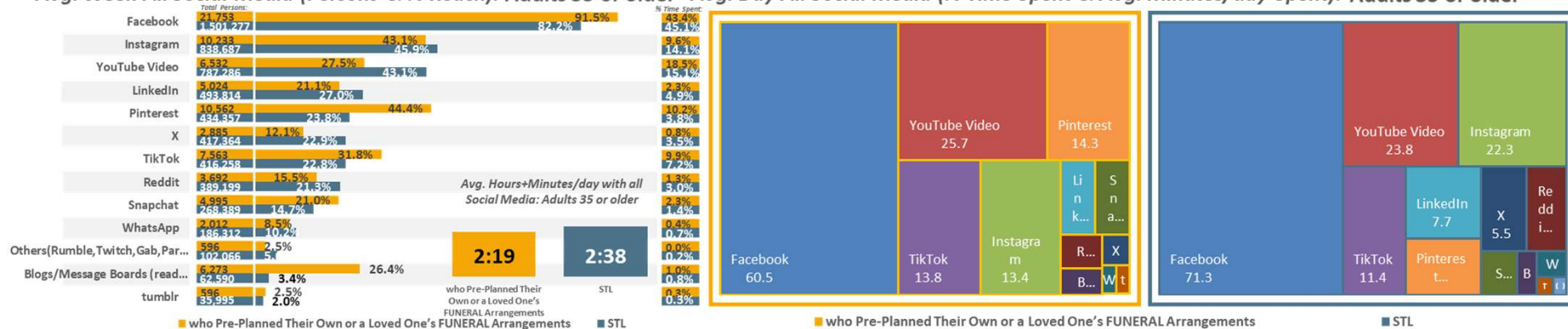
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



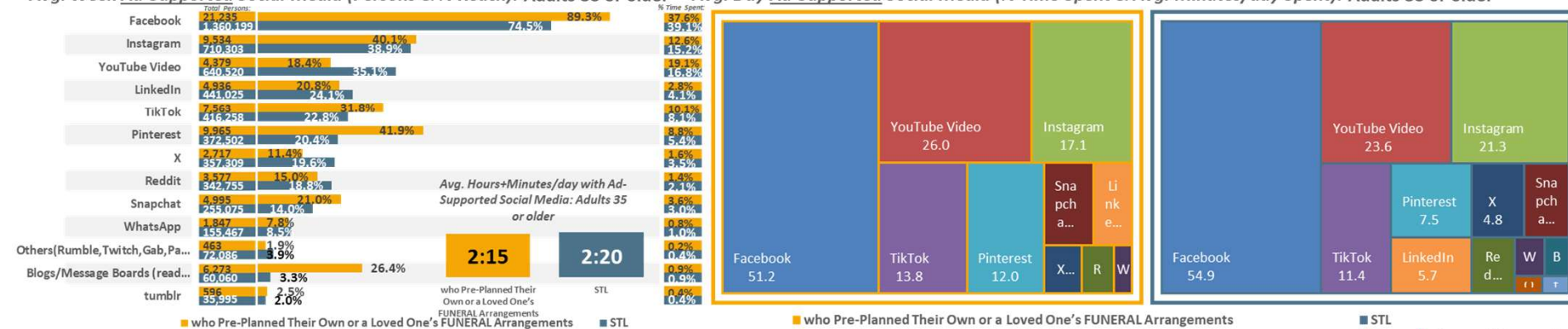


21,235 or 89.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 51.2 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.

**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 38  
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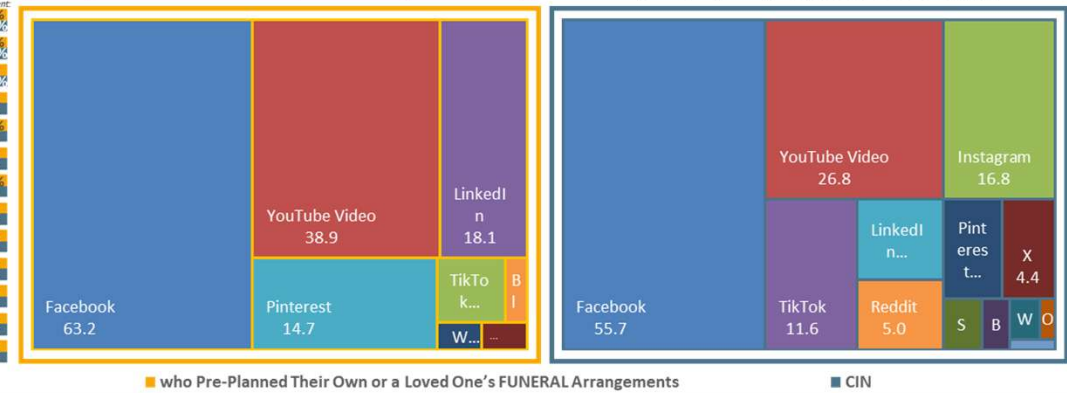
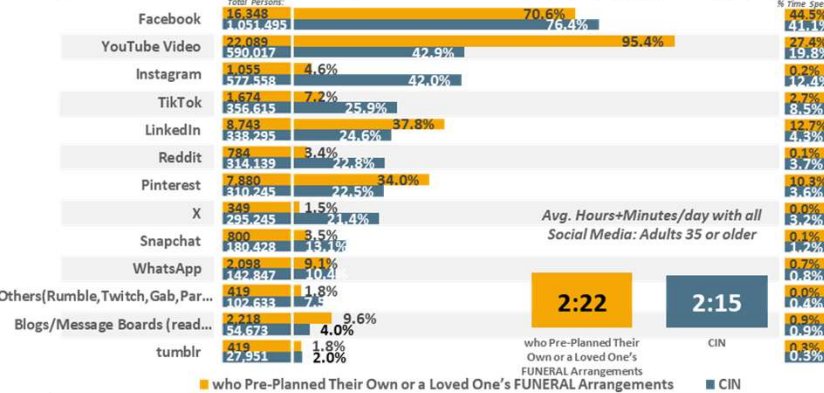
soefa.ai Share of Everything for Anything

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

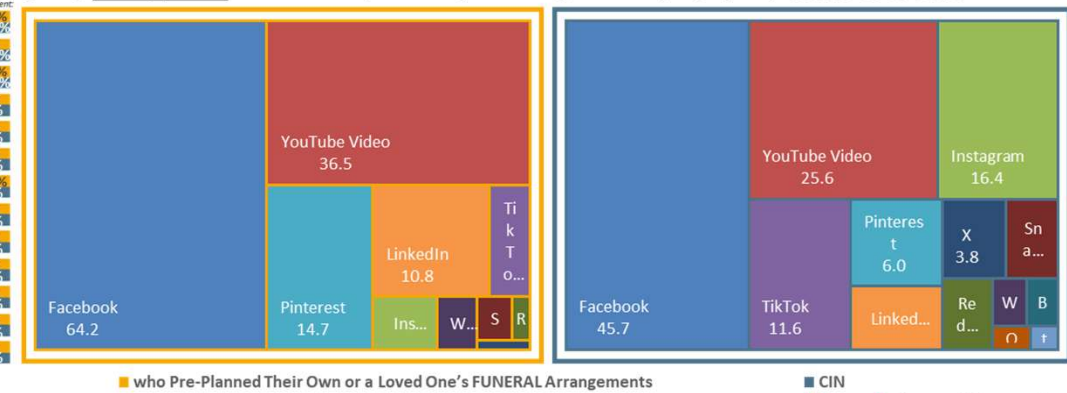
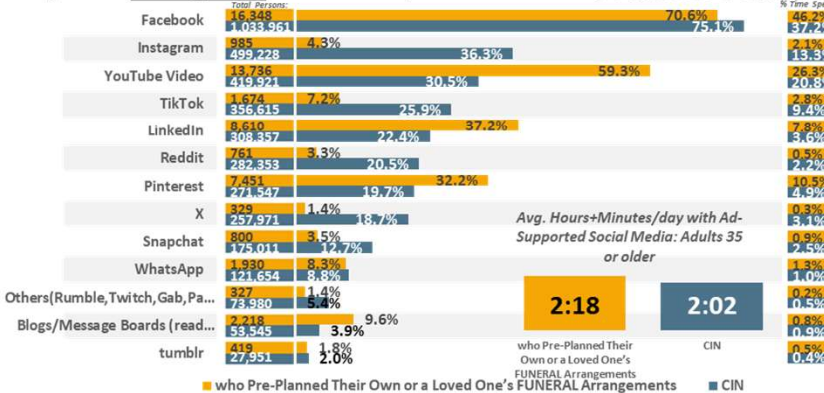


16,348 or 70.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 64.2 minutes every day representing 46.2% of all time spent daily with Ad-Supported Social Media.

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



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

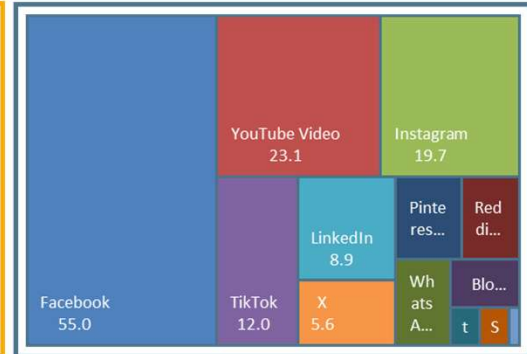
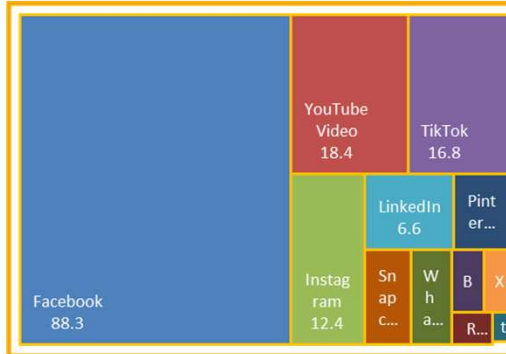
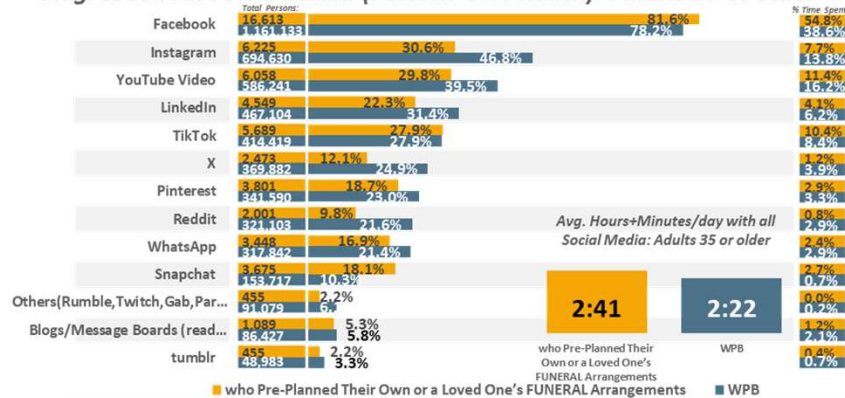




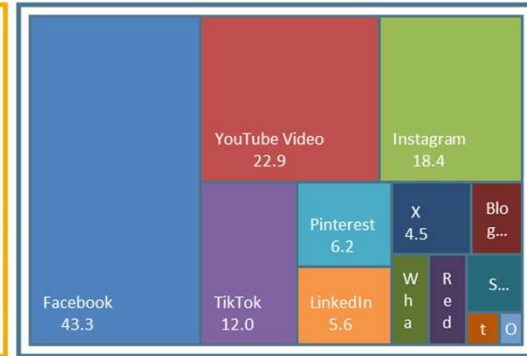
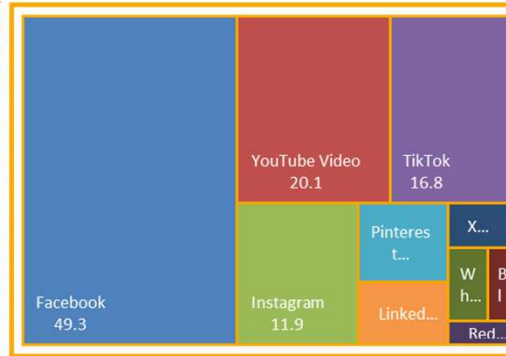
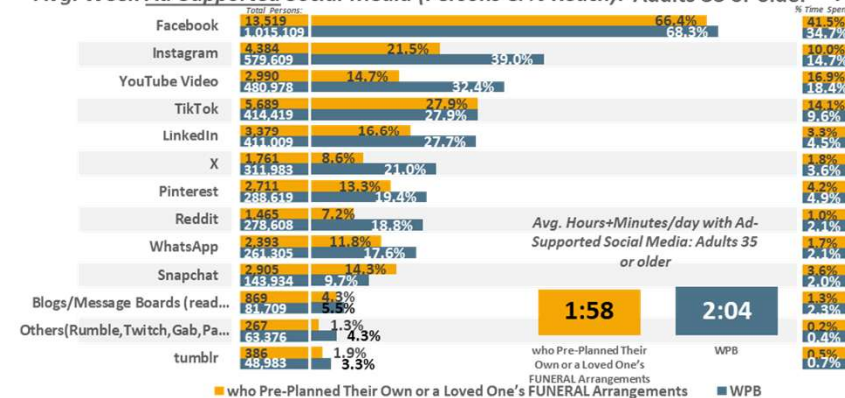


13,519 or 66.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 49.3 minutes every day representing 41.5% of all time spent daily with Ad-Supported Social Media.

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



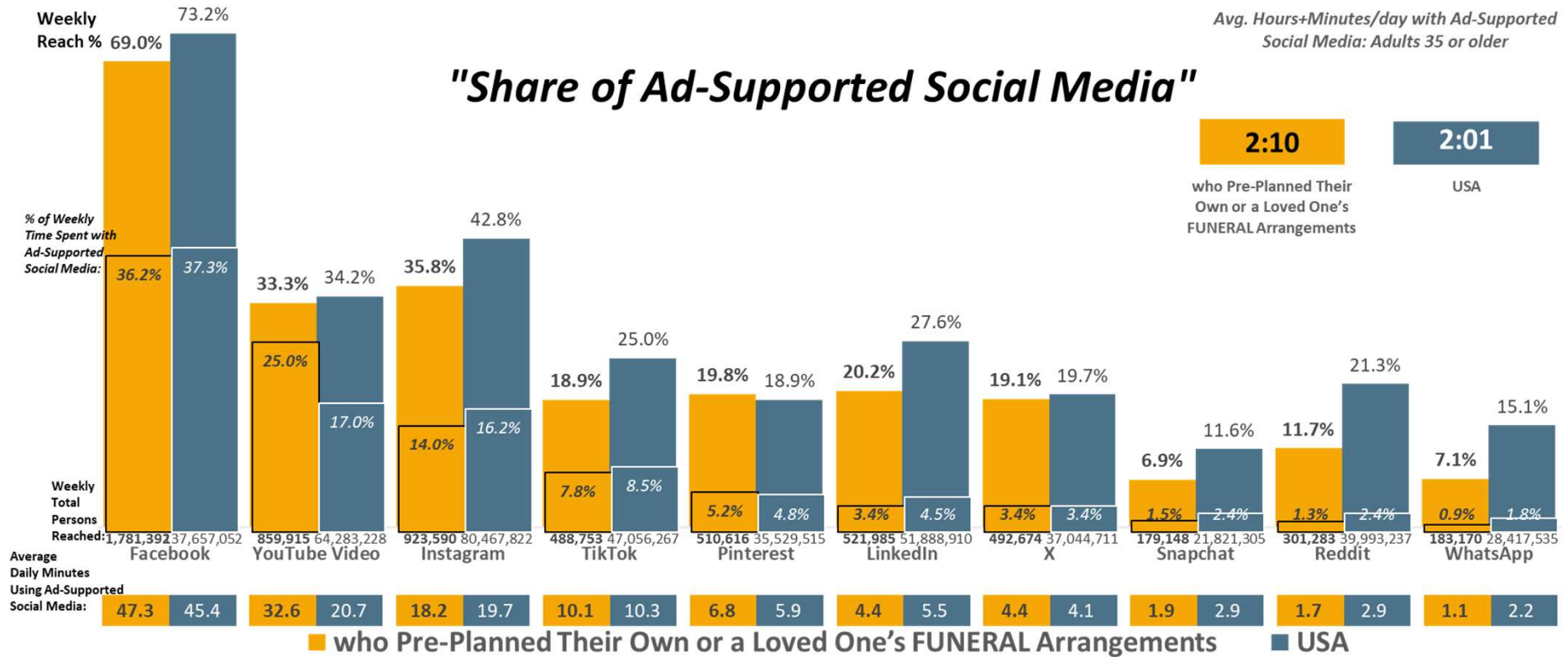
**Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older**      **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





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

## "Share of Ad-Supported Social Media"



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

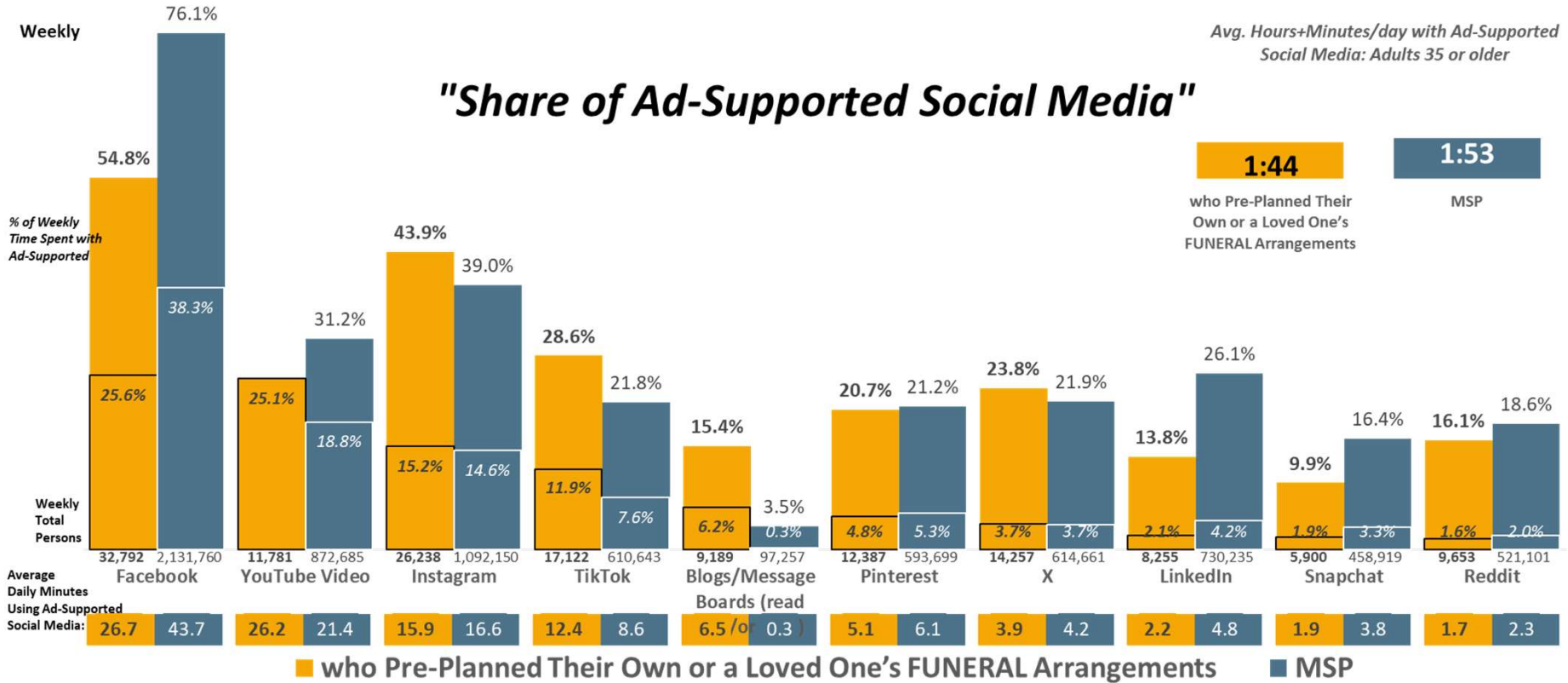
soefa.ai Share of Everything for Anything

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



32,792 or 54.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 26.7 minutes every day representing 25.6% 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 42 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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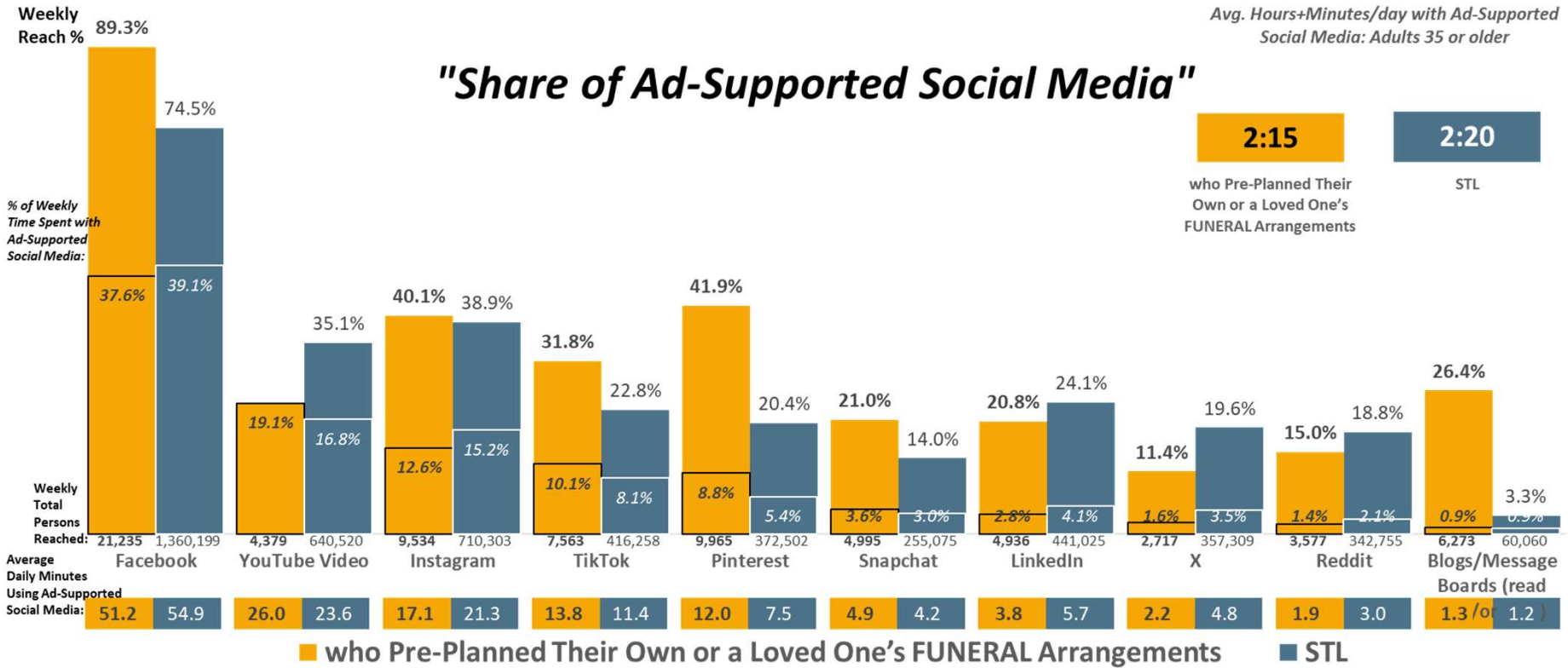
soefa.ai Share of Everything for Anything

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





21,235 or 89.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 51.2 minutes every day representing 37.6% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 38  
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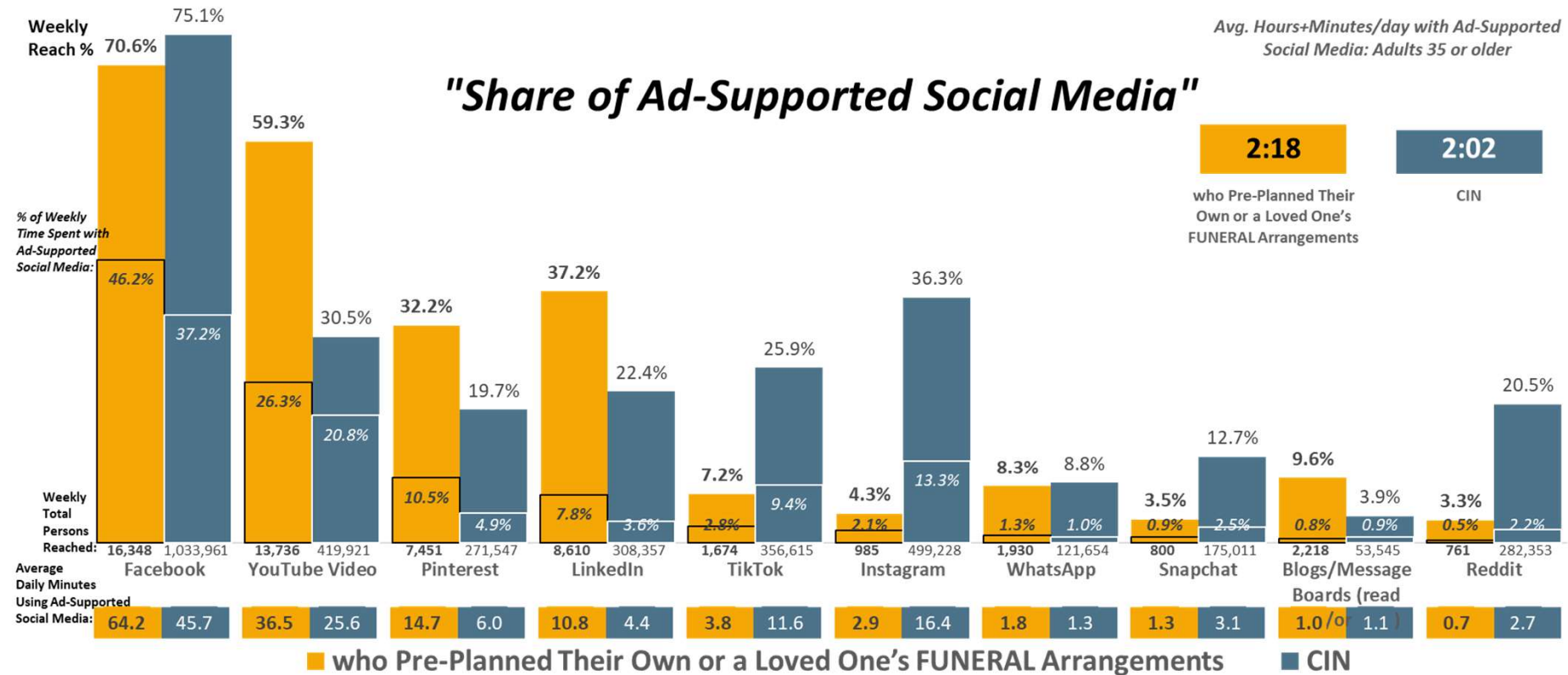
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

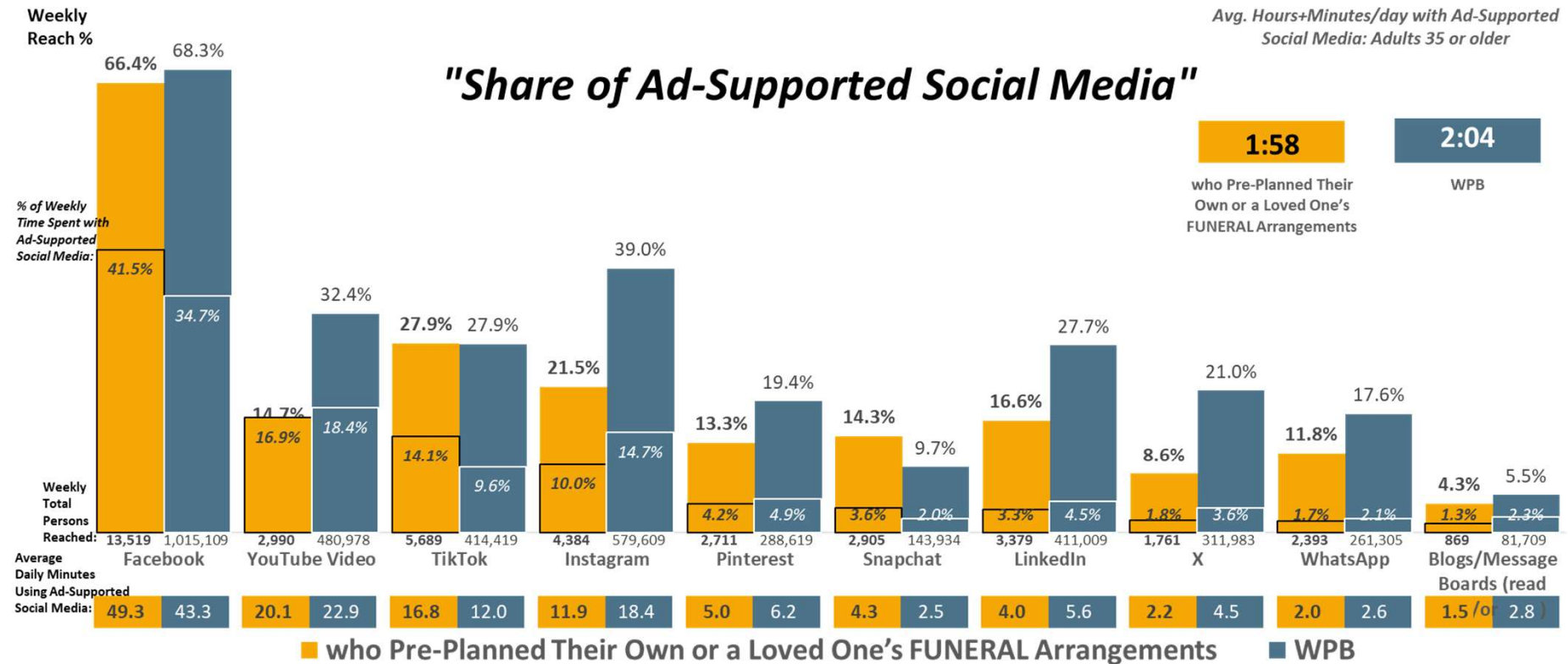


16,348 or 70.6% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 64.2 minutes every day representing 46.2% of all time spent daily with Ad-Supported Social Media.





13,519 or 66.4% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements use Ad-Supported Facebook for an average of 49.3 minutes every day representing 41.5% of all time spent daily with Ad-Supported Social Media.

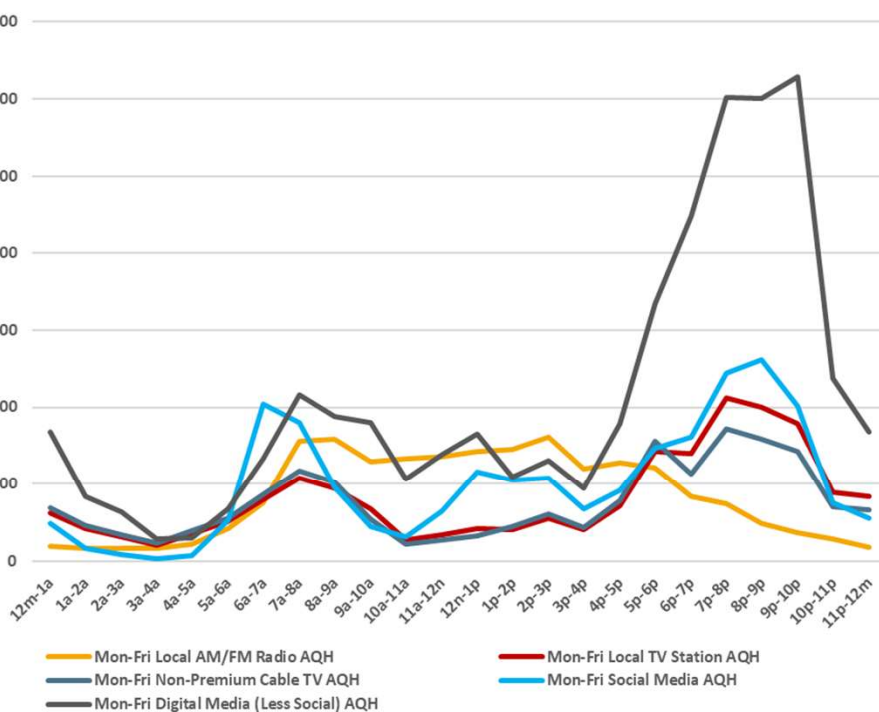




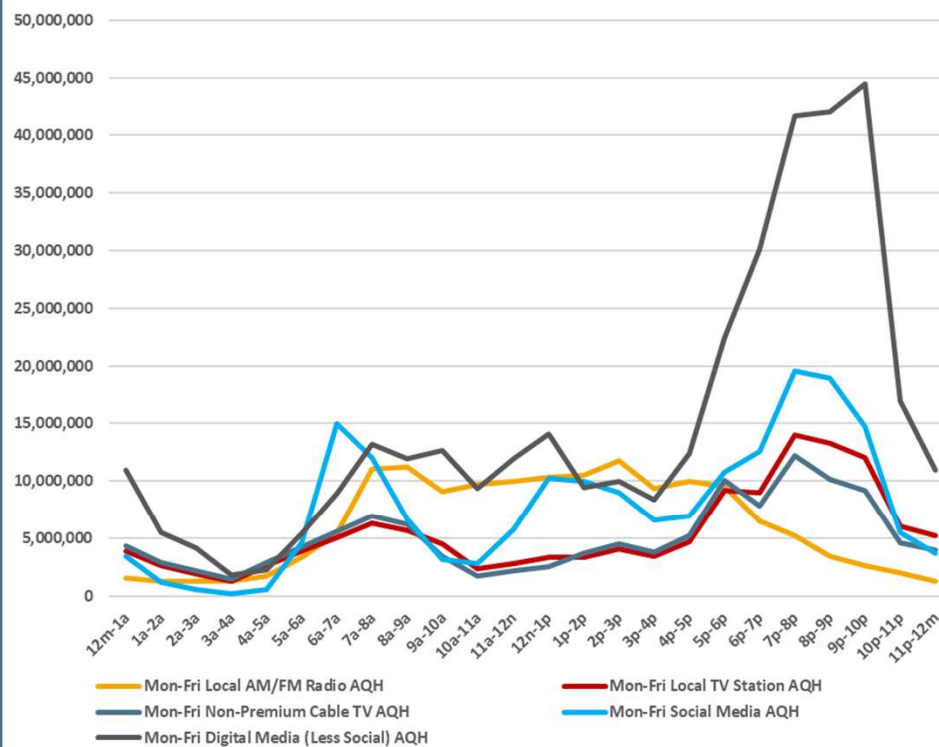


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 186,209; Local Radio: 129,926; Social Media: 108,838; Local TV: 72,441; Non-Prem. Cable: 72,017 reaching Adults 35 or older who Pre-Planned Their Own or a Loved One's FUN

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



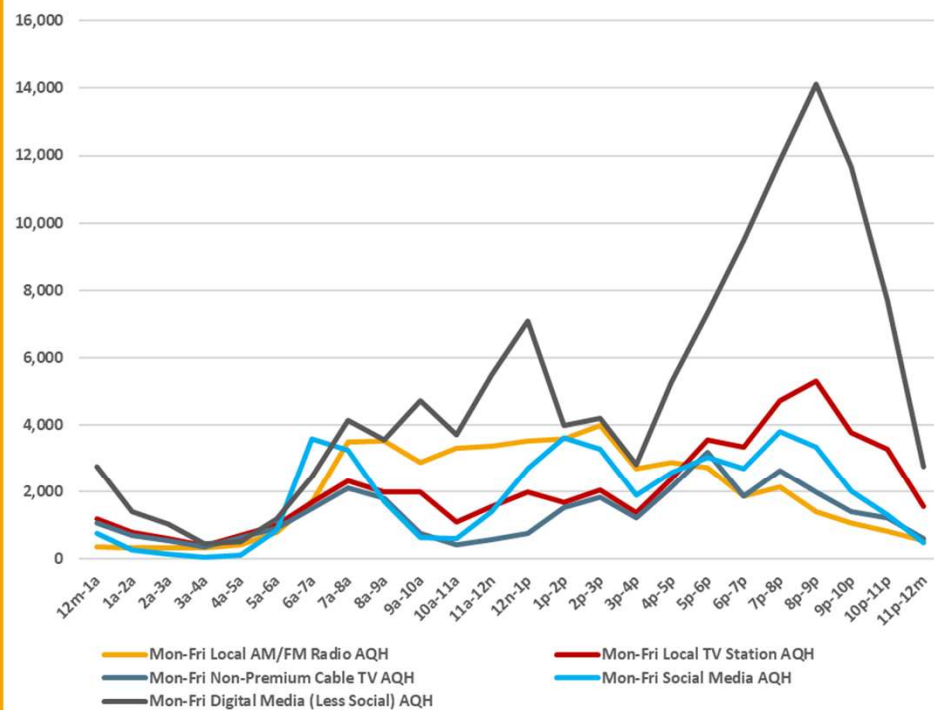
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA 210 DMA Adults 35 or older*



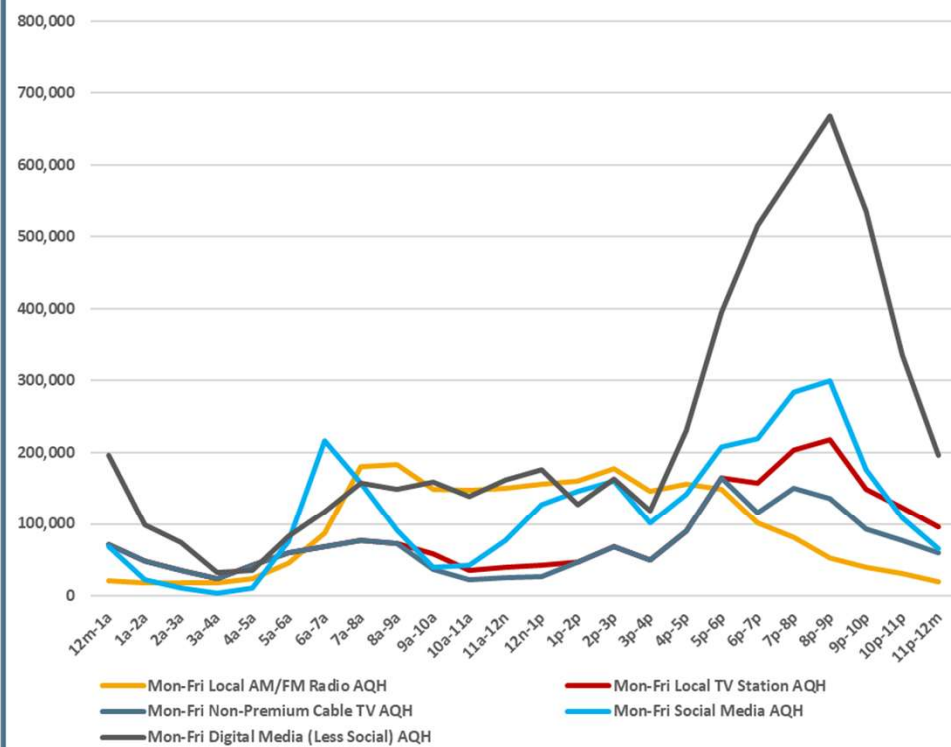


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,936; Local Radio: 3,033; Social Media: 2,374; Local TV: 2,075; Non-Prem. Cable: 1,510 reaching Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arr

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



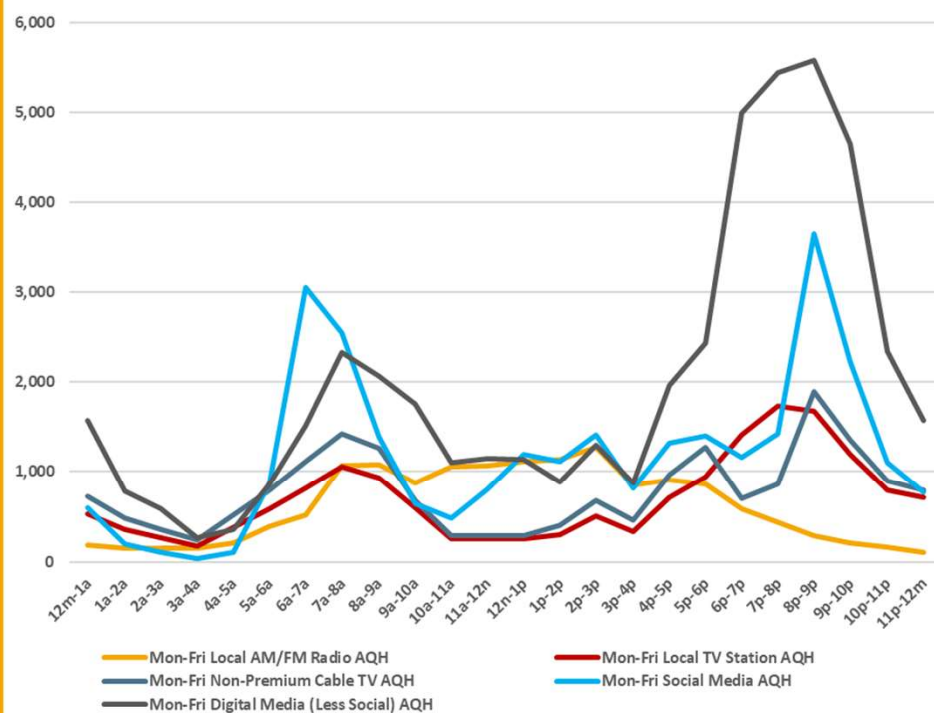
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
MSP Metro Area Adults 35 or older*



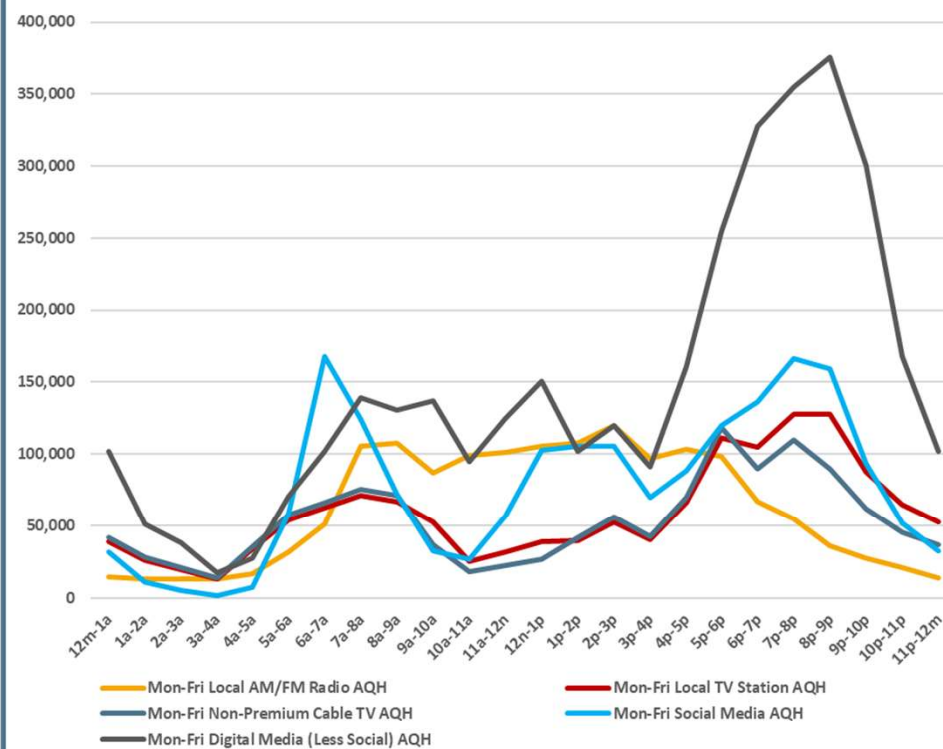


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,809;  
Social Media: 1,335; Local Radio: 955; Non-Prem. Cable: 757; Local TV: 645 reaching  
Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangeme

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



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

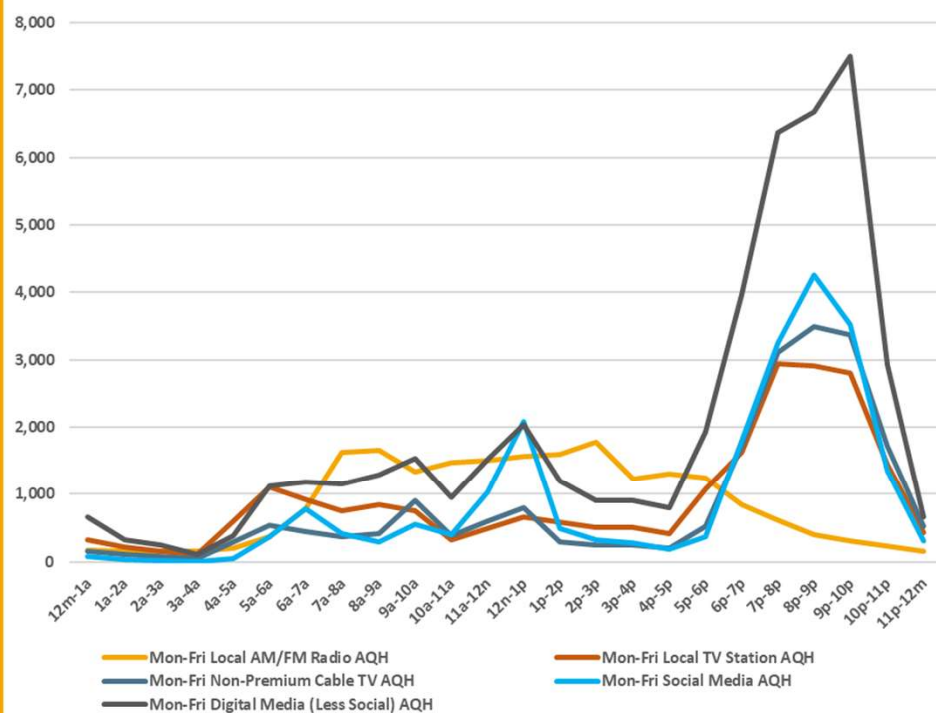




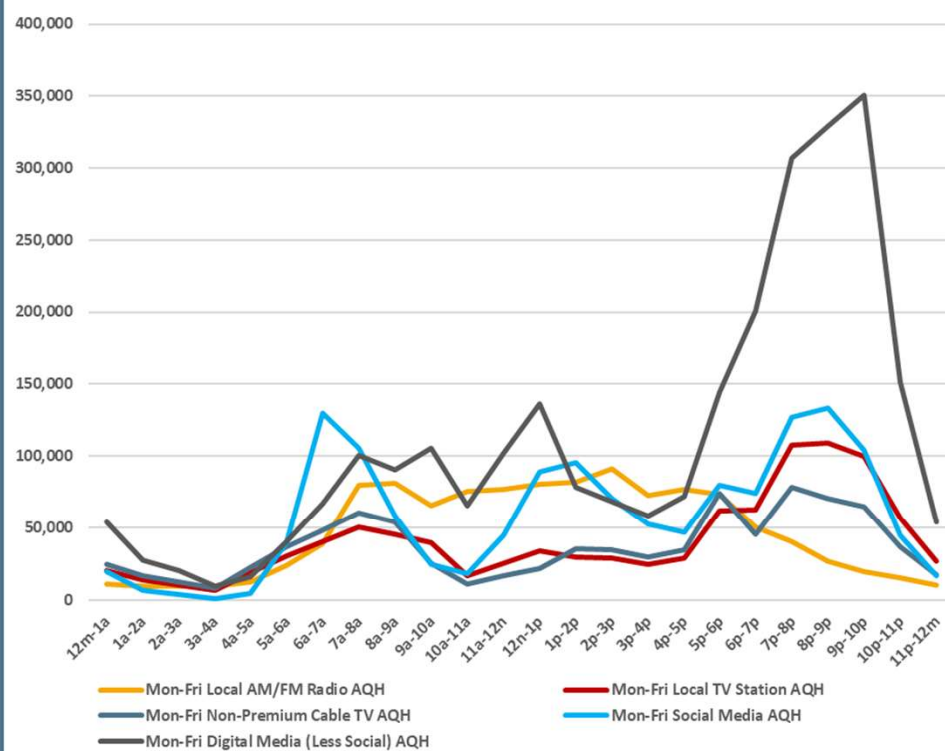


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,486; Local Radio: 1,380; Local TV: 729; Social Media: 692; Non-Prem. Cable: 549 reaching Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangeme

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



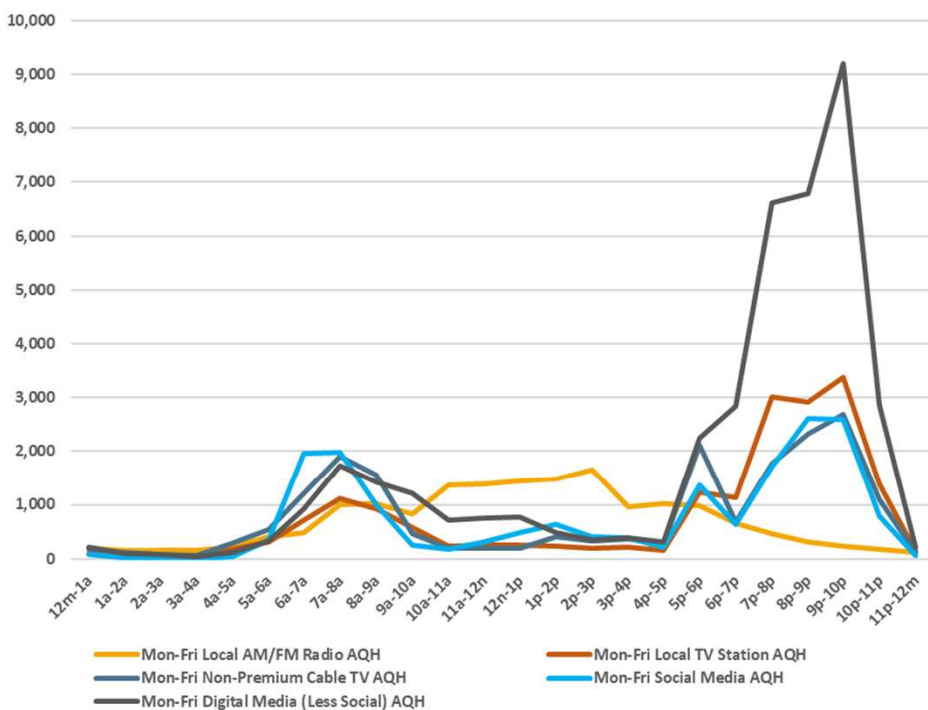
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
CIN Metro Area Adults 35 or older*



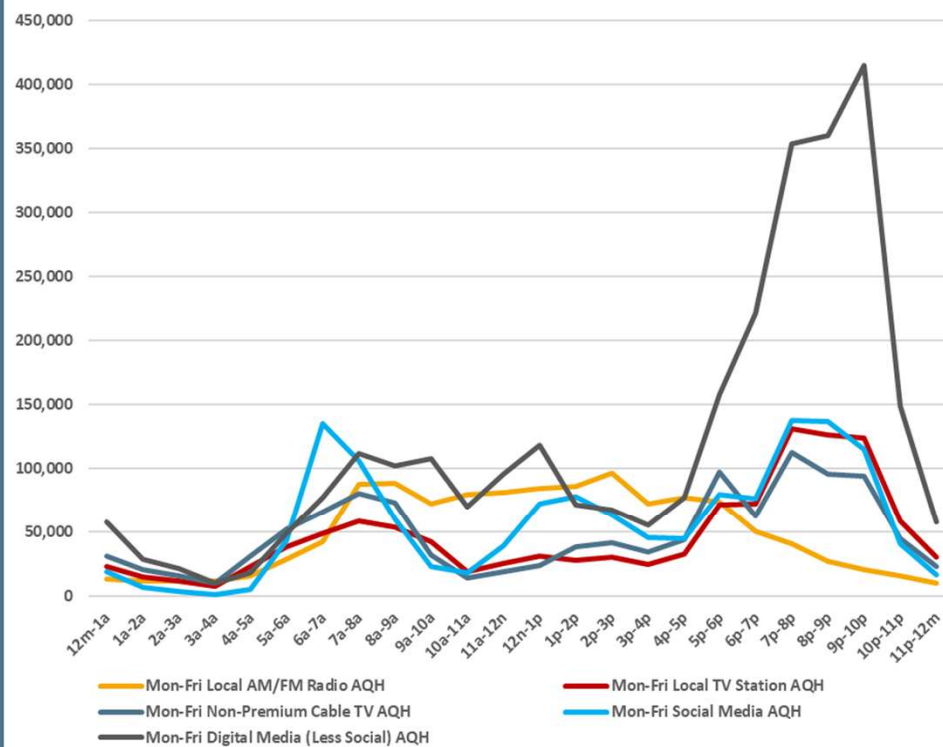


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 1,097; All Other Digital Media: 1,090; Non-Prem. Cable: 761; Social Media: 757; Local TV: 558 reaching Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangeme

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



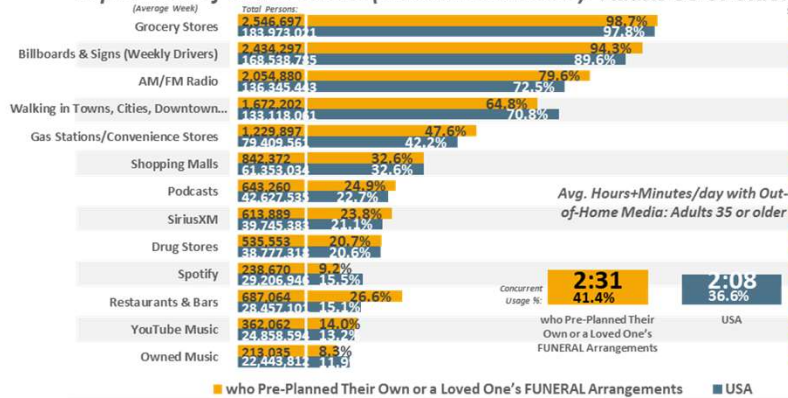
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
WPB Metro Area Adults 35 or older*



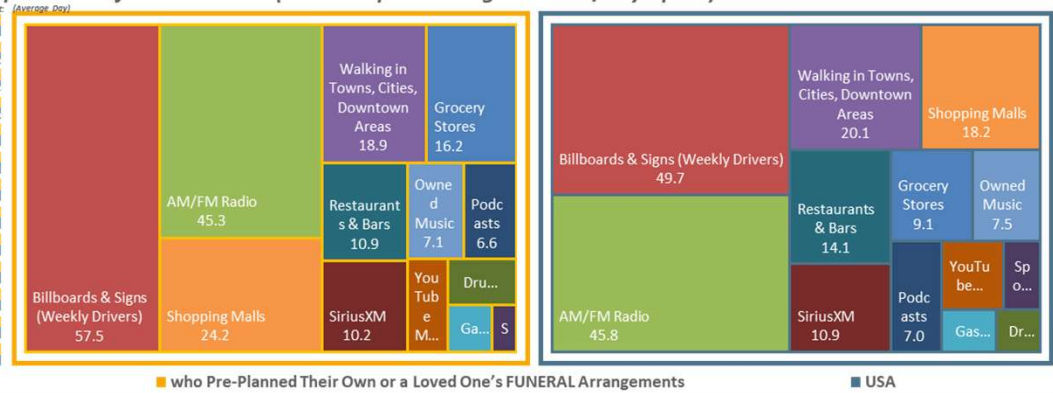


2,434,297 or 94.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 36.3

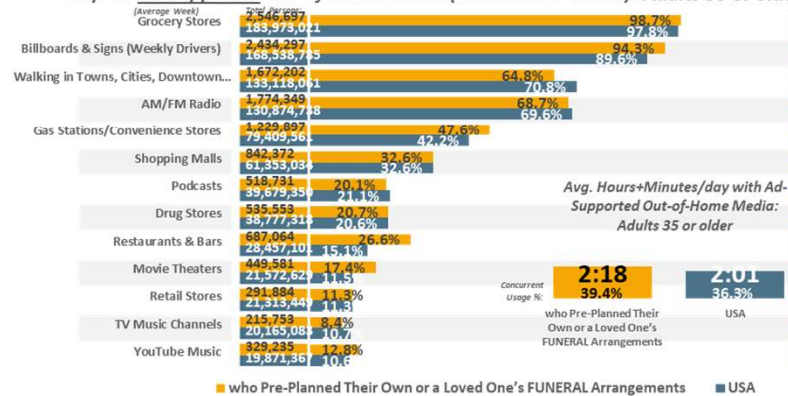
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



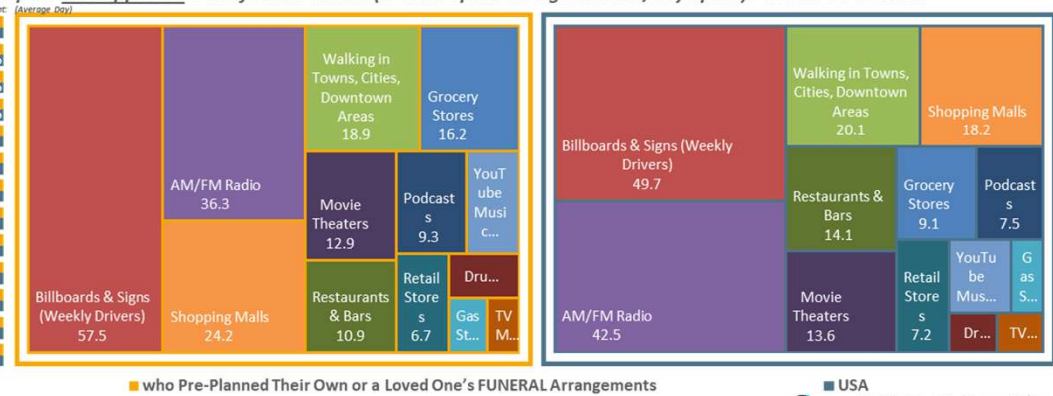
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

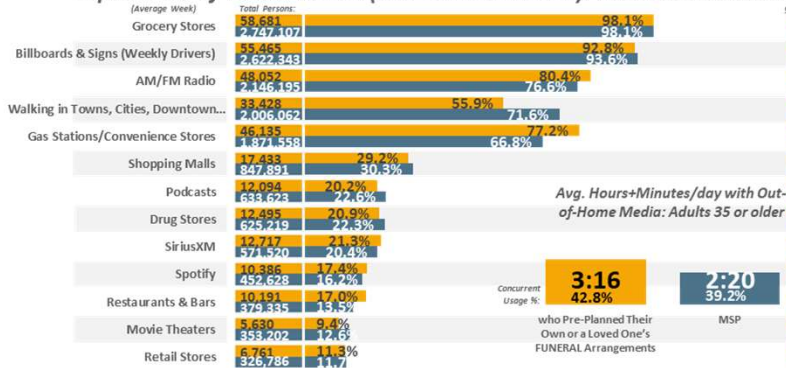




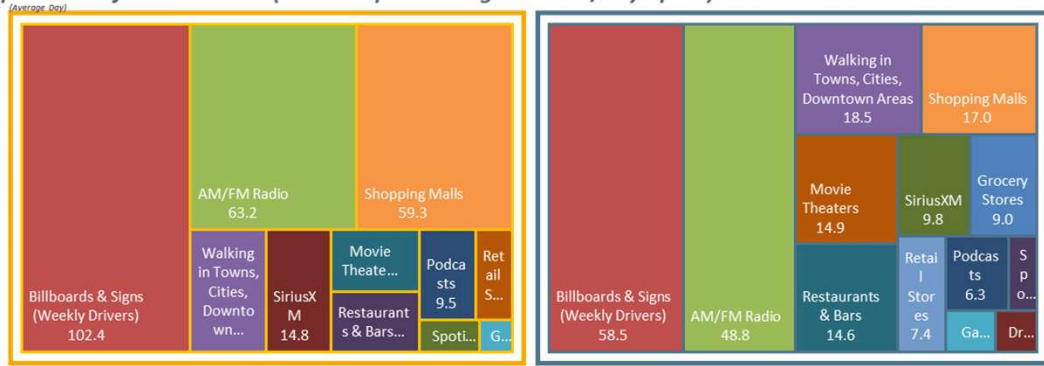


55,465 or 92.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 102.4 minutes per day driving, seeing Billboards and Signs. 70.% Listen to Local Radio Stations Out-of-Home for an average of 49.8 mi

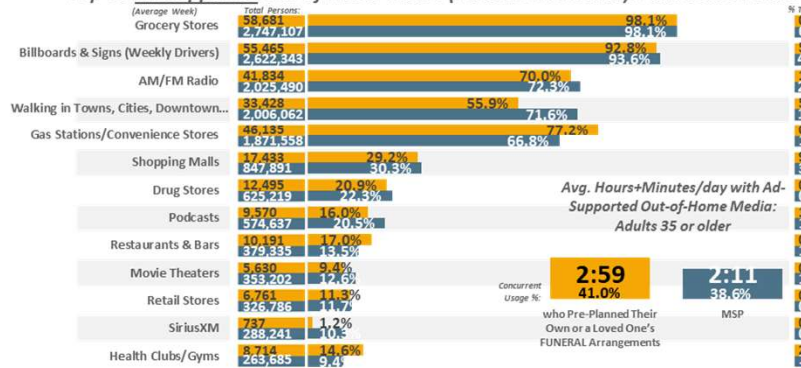
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



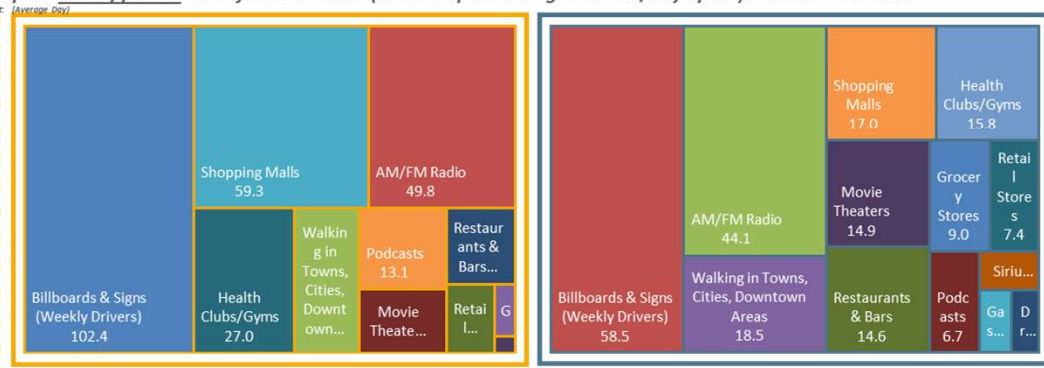
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 42  
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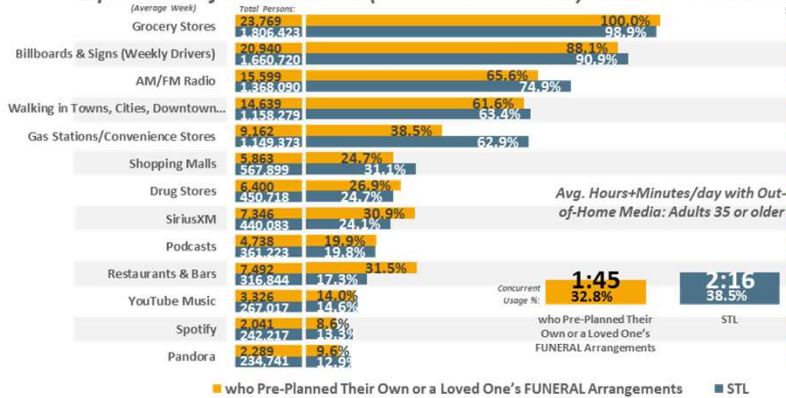
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

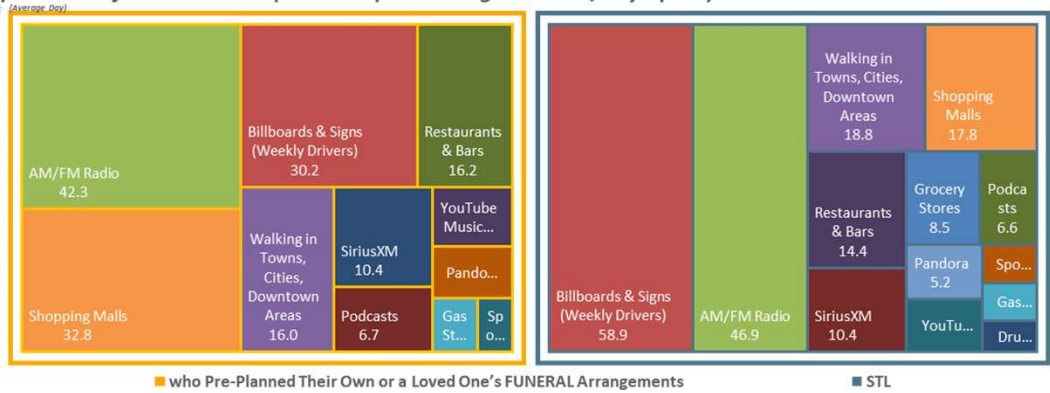


20,940 or 88.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 30.2 minutes per day driving, seeing Billboards and Signs. 54.7% Listen to Local Radio Stations Out-of-Home for an average of 31.5 mi

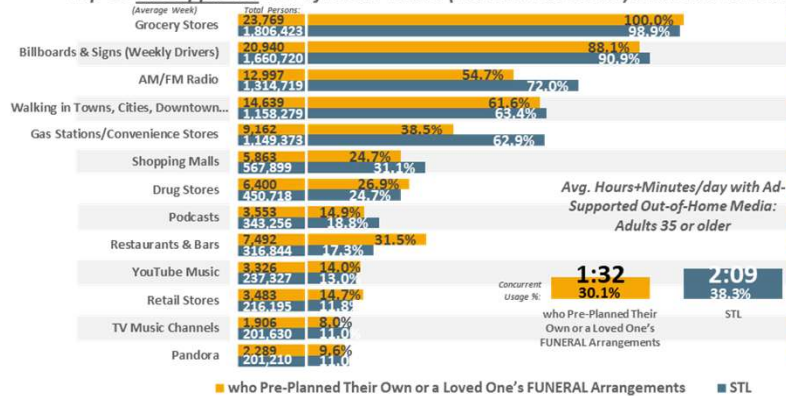
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



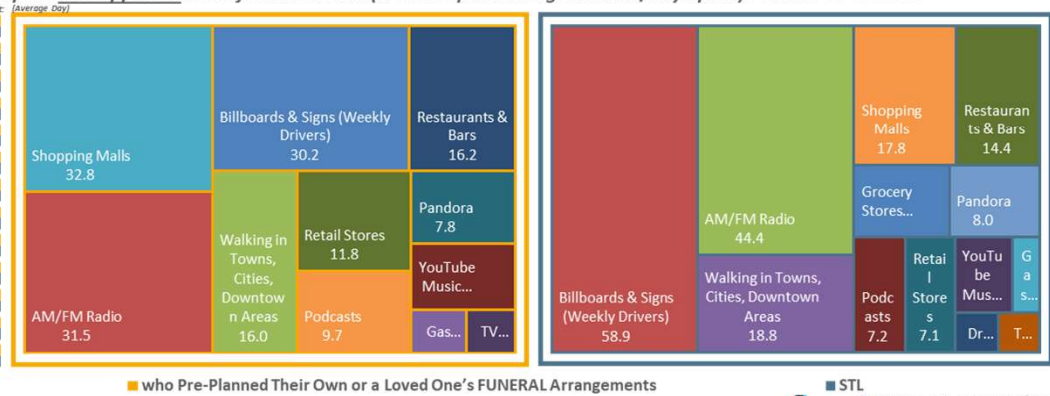
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 38  
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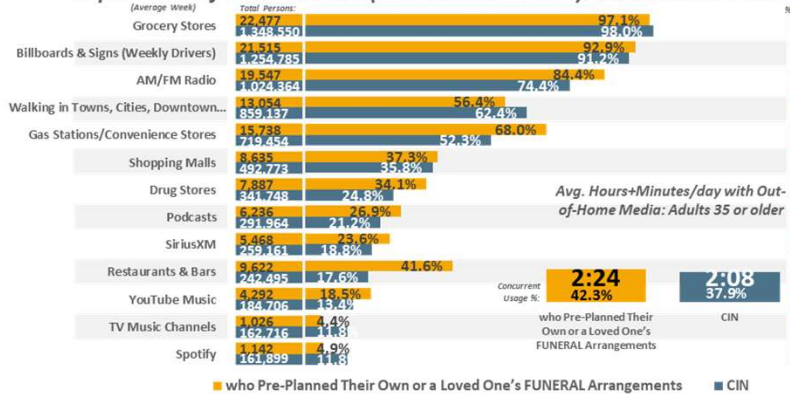
soefa.ai Share of Everything for Anything

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

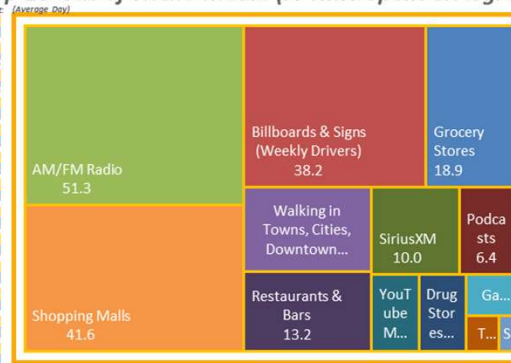


21,515 or 92.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 38.2 minutes per day driving, seeing Billboards and Signs. 78.7% Listen to Local Radio Stations Out-of-Home for an average of 45. min

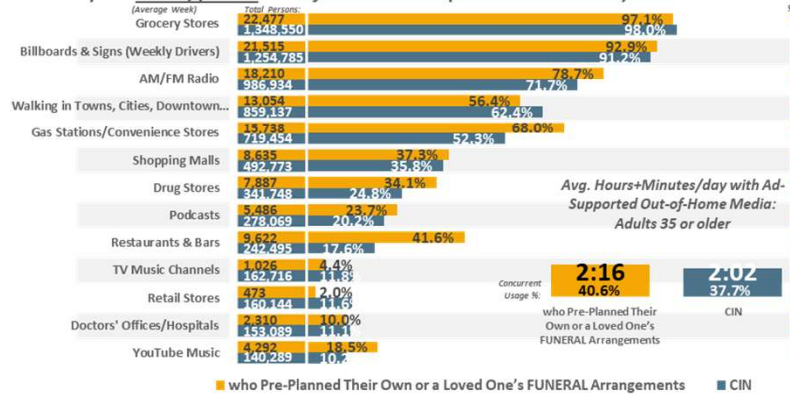
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



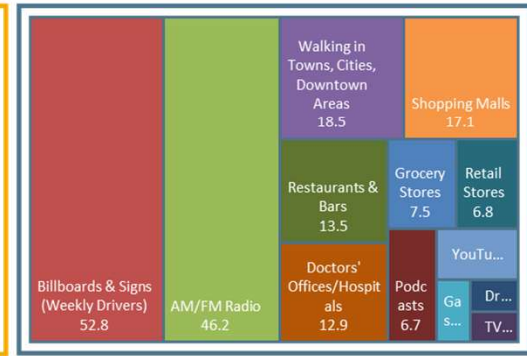
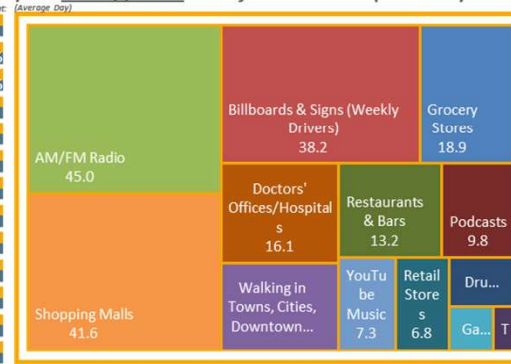
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

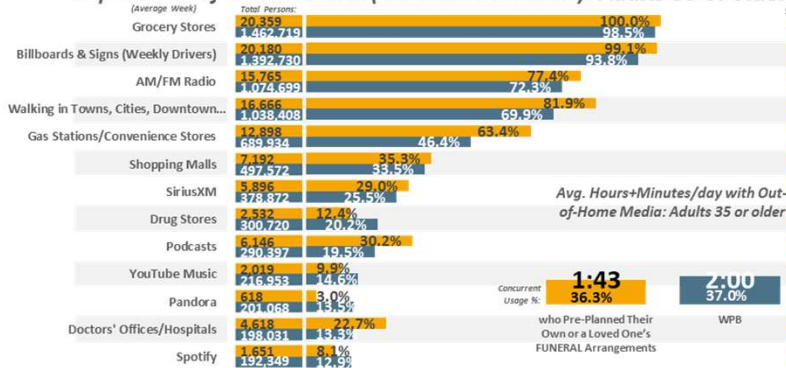




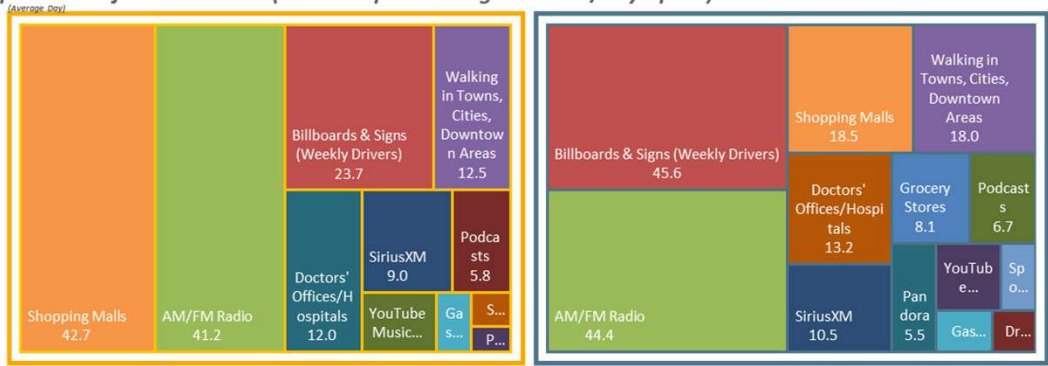


20,180 or 99.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 23.7 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 40. min

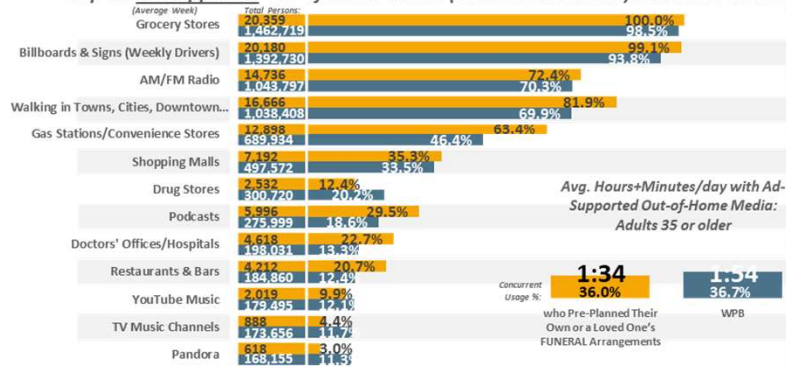
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



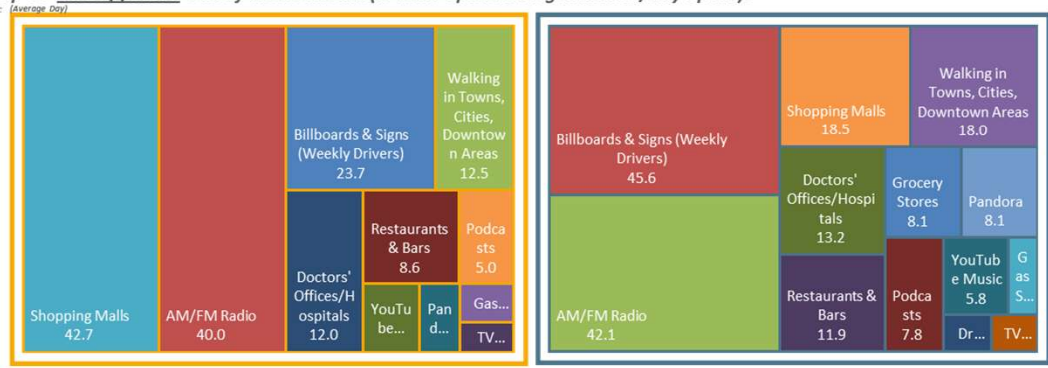
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 40  
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WPB  
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

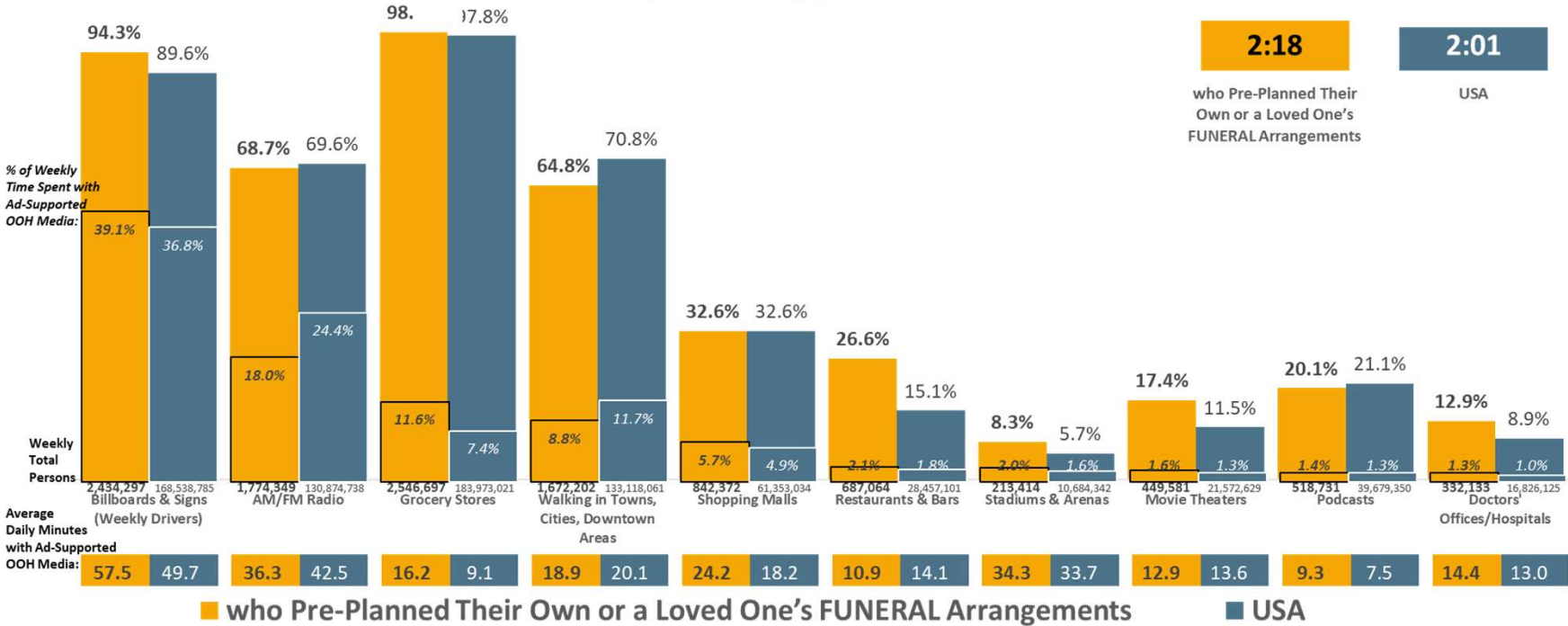


2,434,297 or 94.3% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 57.5 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



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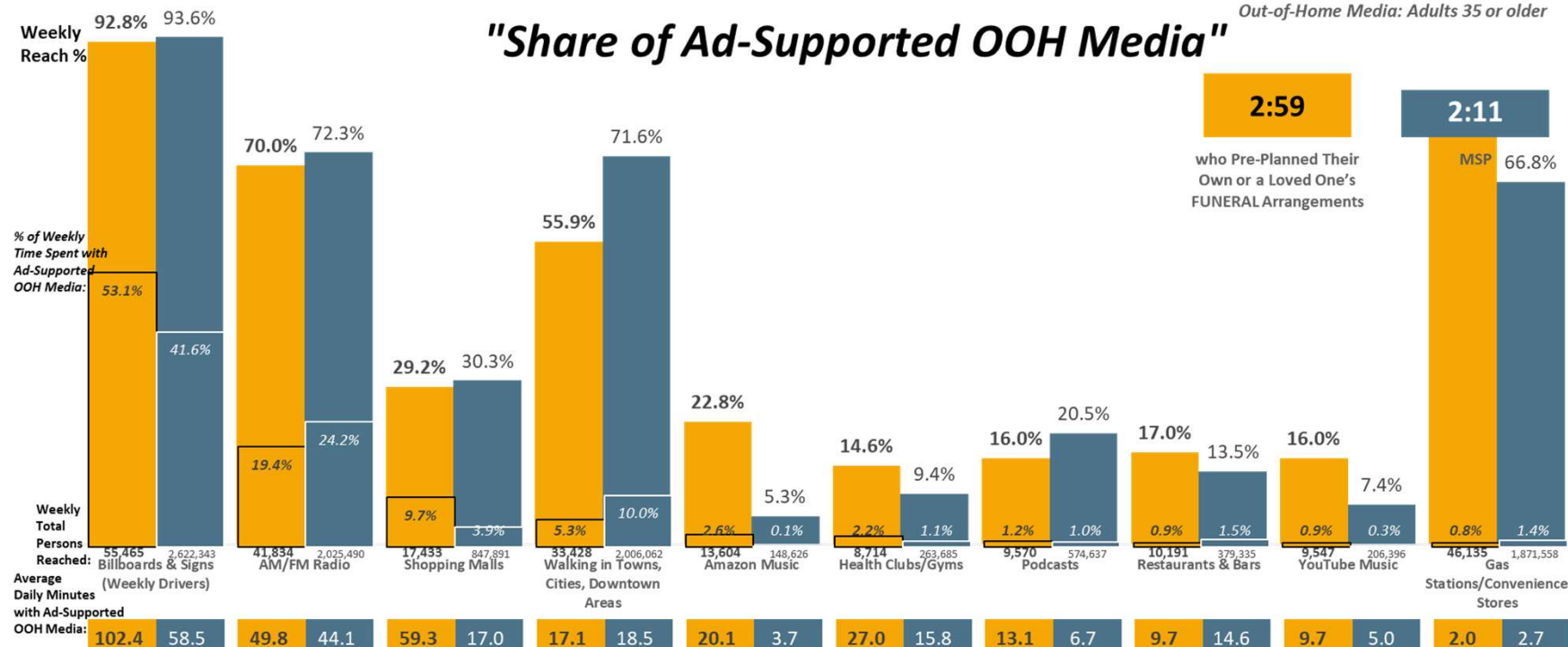
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



55,465 or 92.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 102.4 minutes per day driving, seeing Billboards and Signs representing 53.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## "Share of Ad-Supported OOH Media"



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

■ MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 42 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081  
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

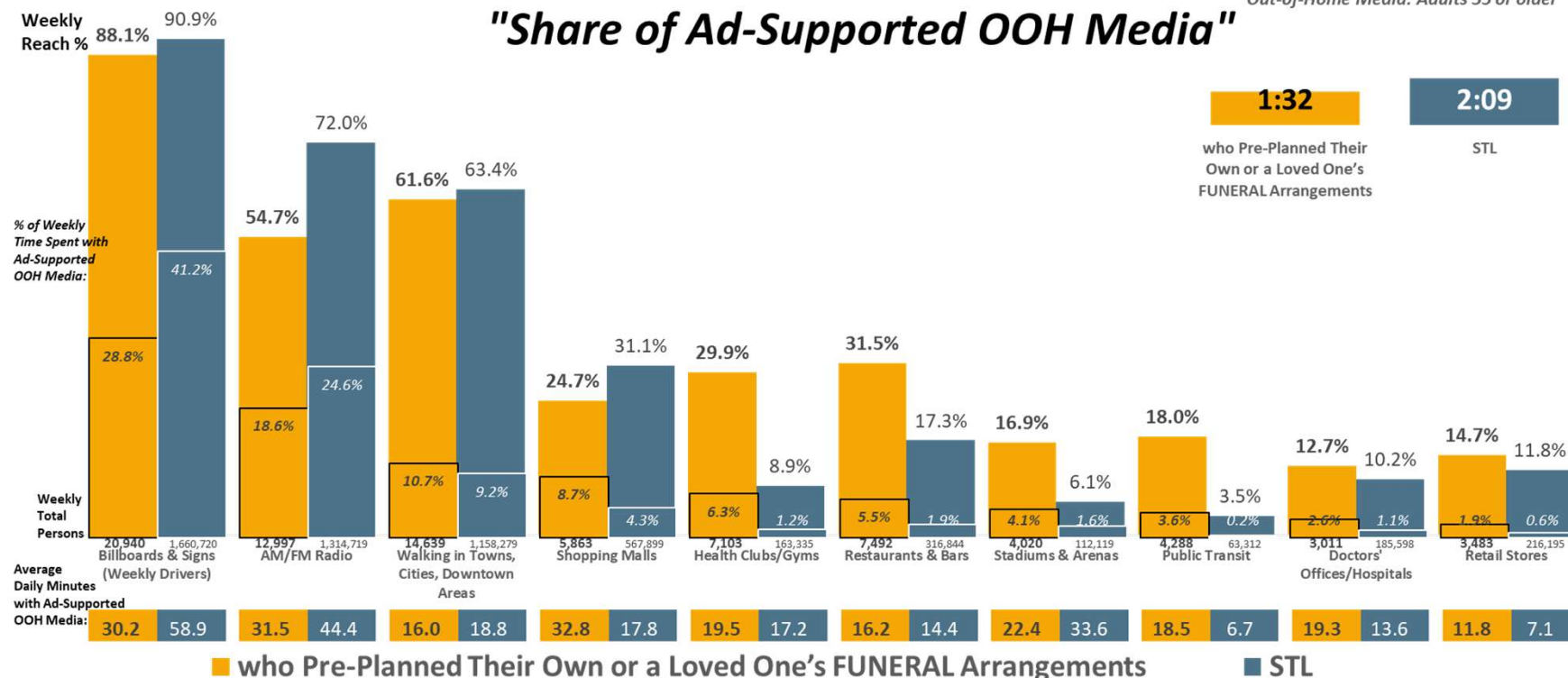




20,940 or 88.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 30.2 minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

## "Share of Ad-Supported OOH Media"



STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 38  
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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

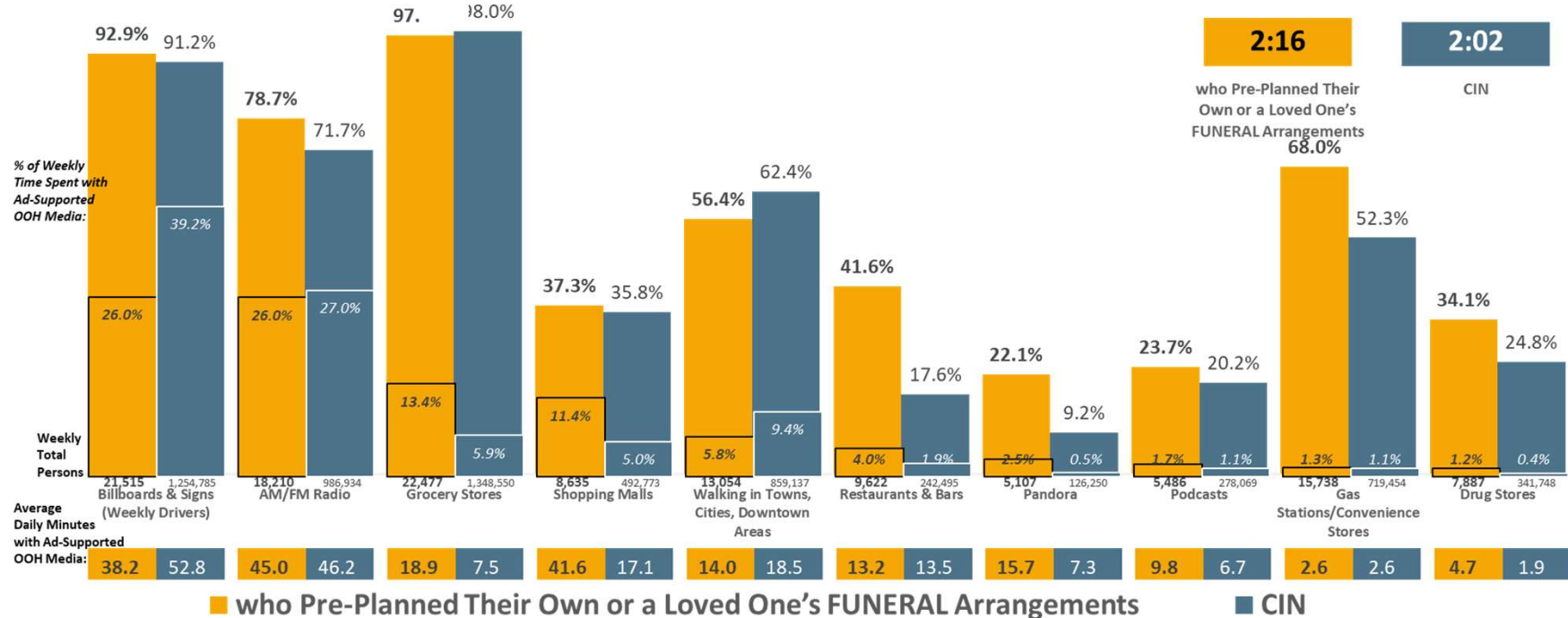


21,515 or 92.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 38.2 minutes per day driving, seeing Billboards and Signs representing 26.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**2:16**  
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements  
**2:02**  
CIN

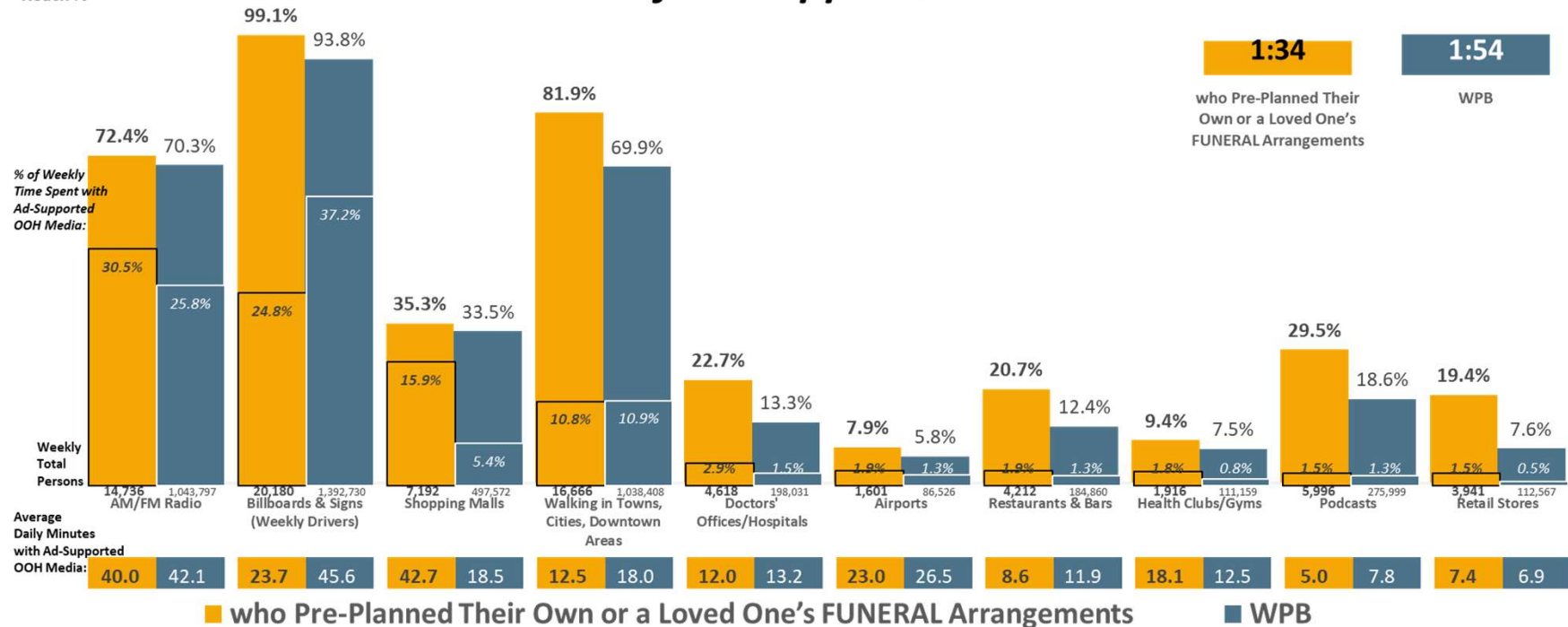


20,180 or 99.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 23.7 minutes per day driving, seeing Billboards and Signs representing 24.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

## "Share of Ad-Supported OOH Media"



WFPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 40 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687  
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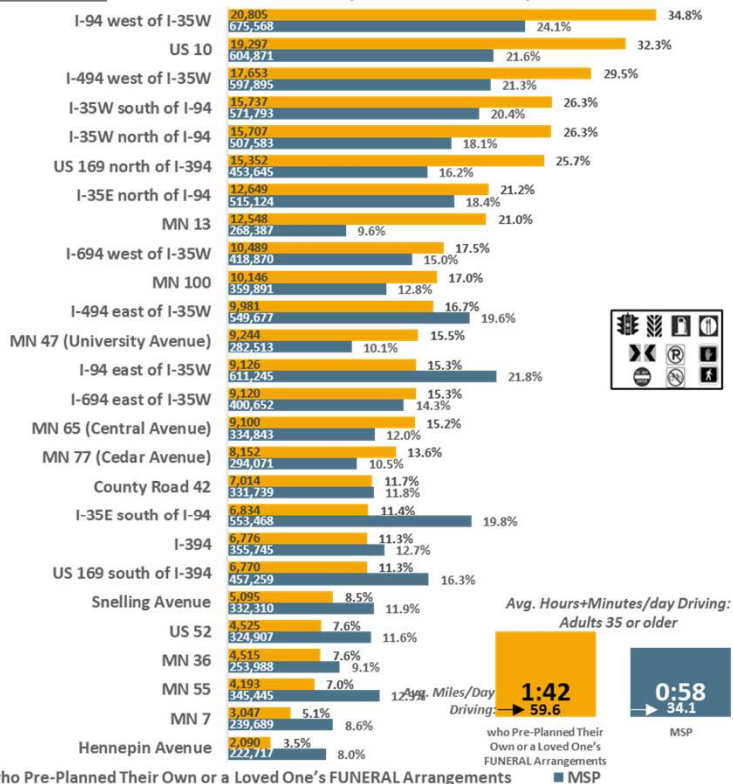
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



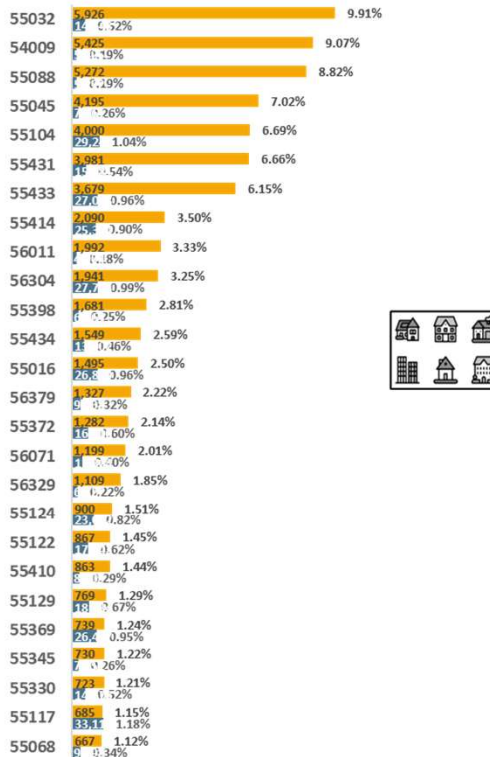


55,465 or 92.8% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 102.4 minutes per day driving an average of 59.6 miles each day and are 119.% more likely to use MN 13 than the Metro average.

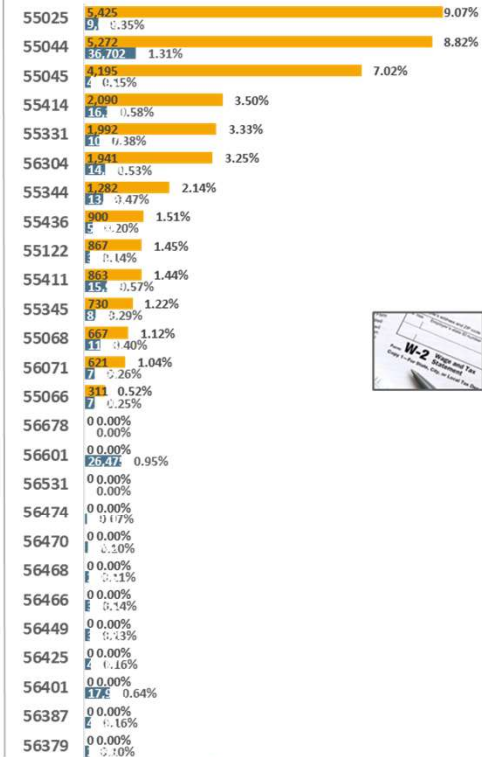
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



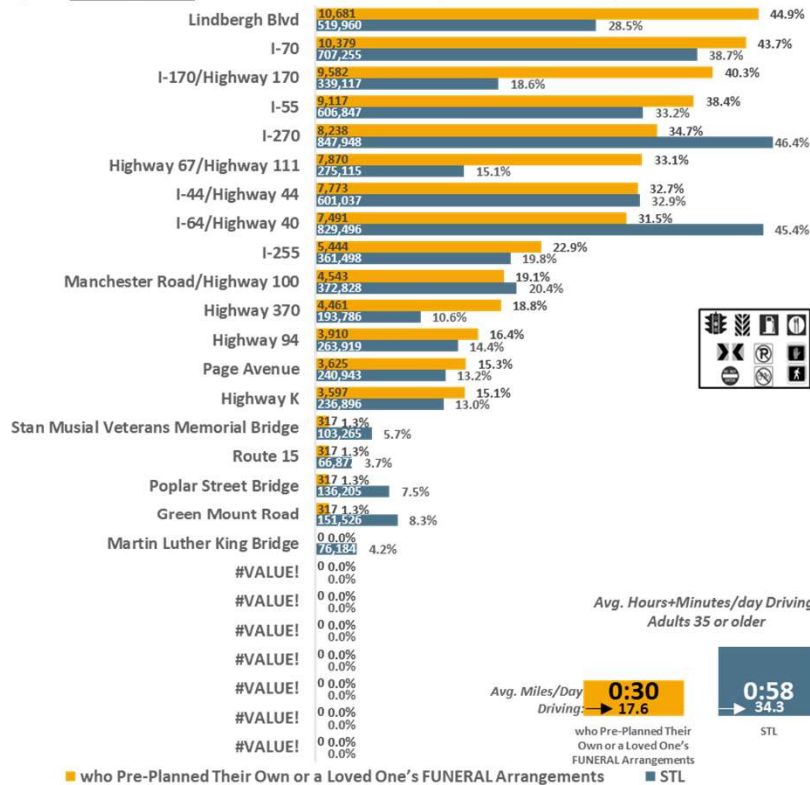
Top-26 Employment Zip Codes: Adults 35 or older



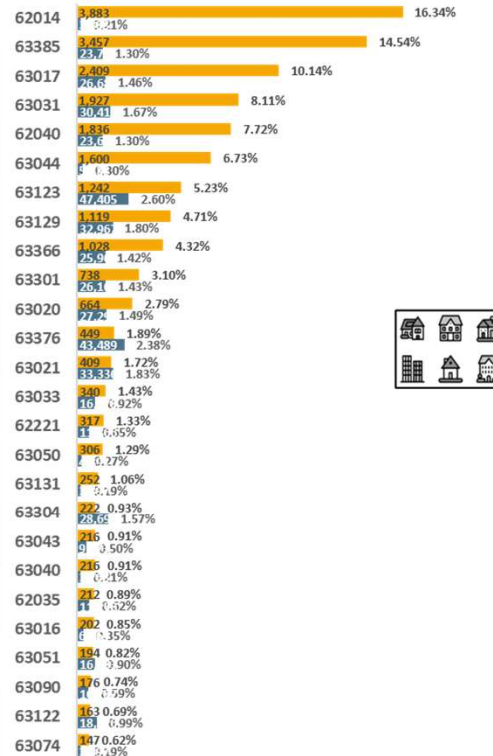


20,940 or 88.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 30.2 minutes per day driving an average of 17.6 miles each day and are 119.8% more likely to use Highway 67/Highway 111 than the Metr

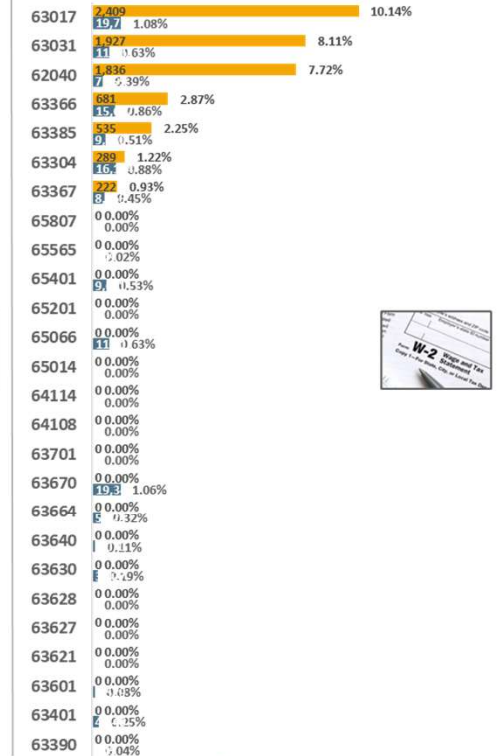
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



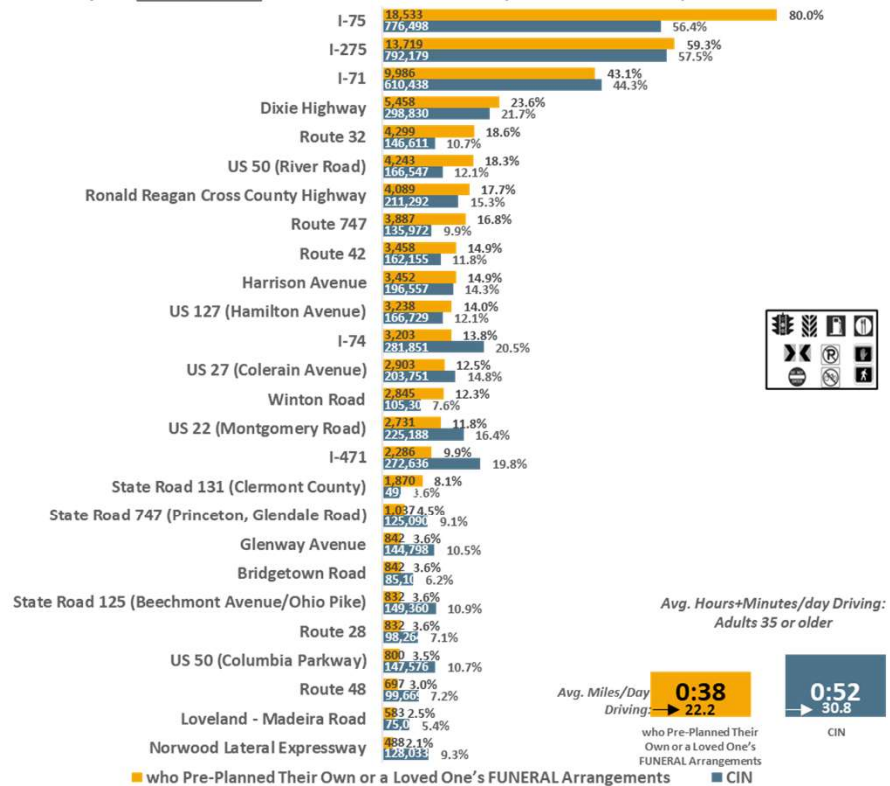
Top-26 Employment Zip Codes: Adults 35 or older





21,515 or 92.9% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 38.2 minutes per day driving an average of 22.2 miles each day and are 125.3% more likely to use State Road 131 (Clermont County) tha

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



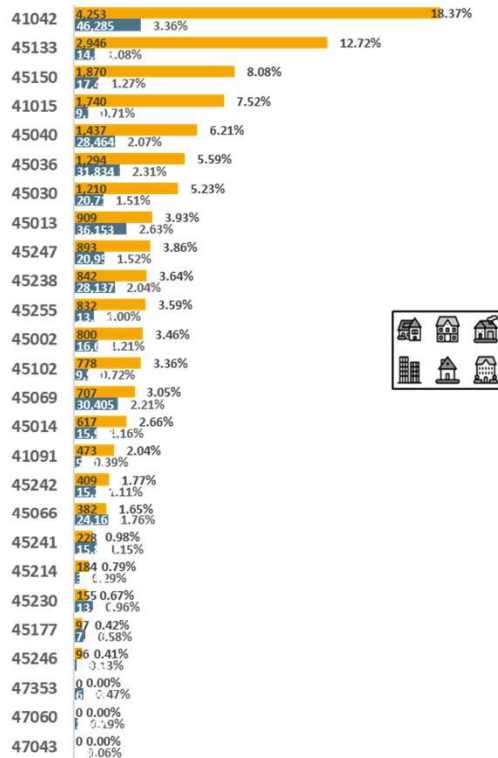
Avg. Hours+Minutes/day Driving:  
Adults 35 or older

Avg. Miles/Day  
Driving: 0:38  
22.2

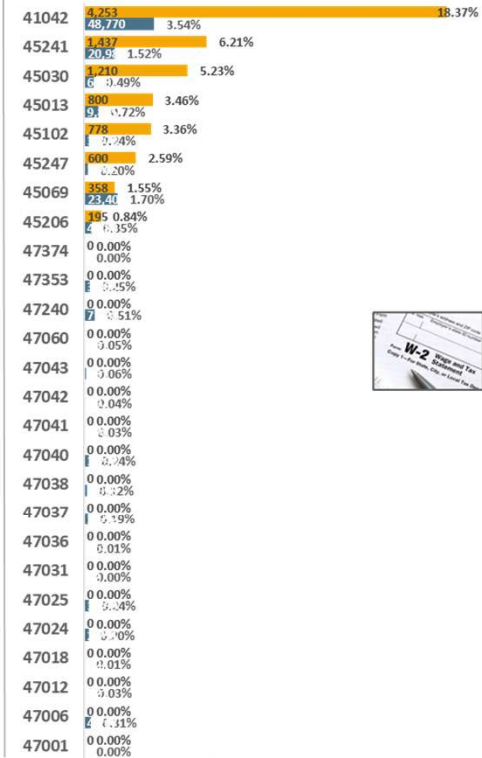
who Pre-Planned Their  
Own or a Loved One's  
FUNERAL Arrangements

CIN

#### Top-26 Residential Zip Codes: Adults 35 or older



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



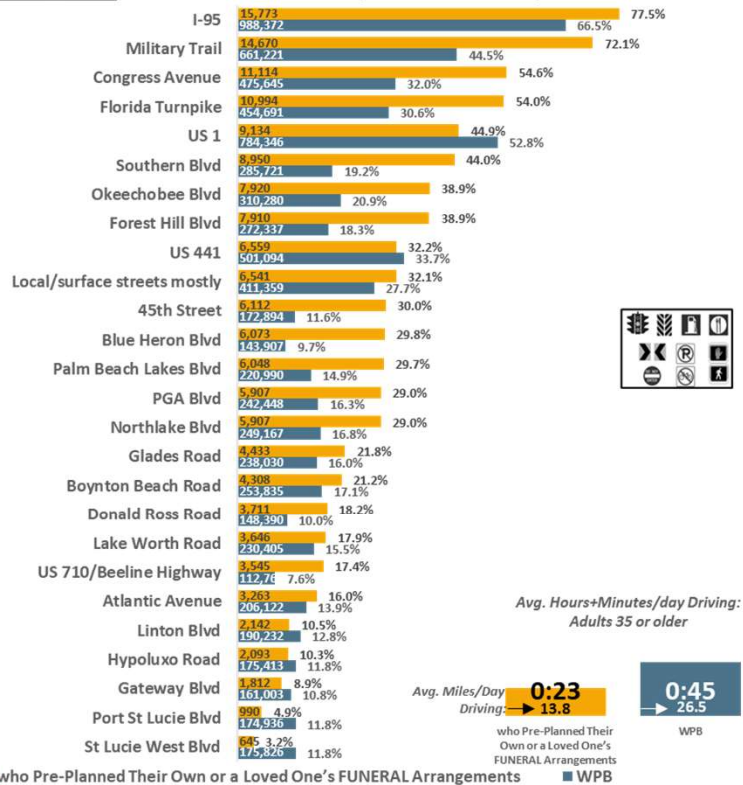
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for Anything



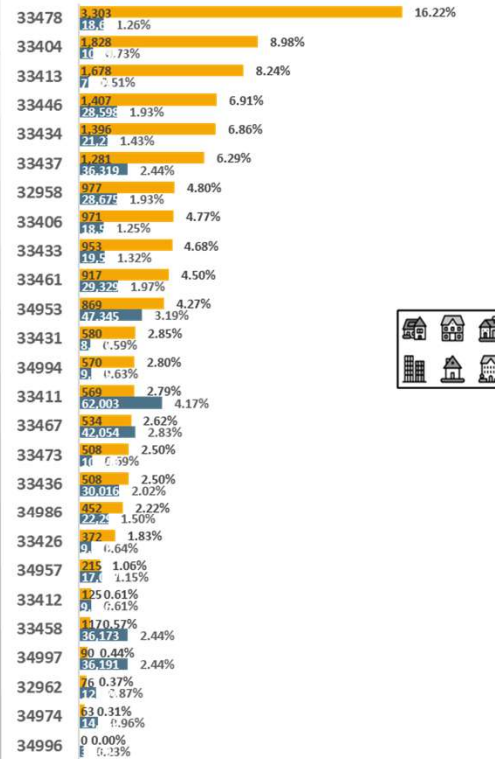


20,180 or 99.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements spend an average of 23.7 minutes per day driving an average of 13.8 miles each day and are 207.9% more likely to use Blue Heron Blvd than the Metro avera

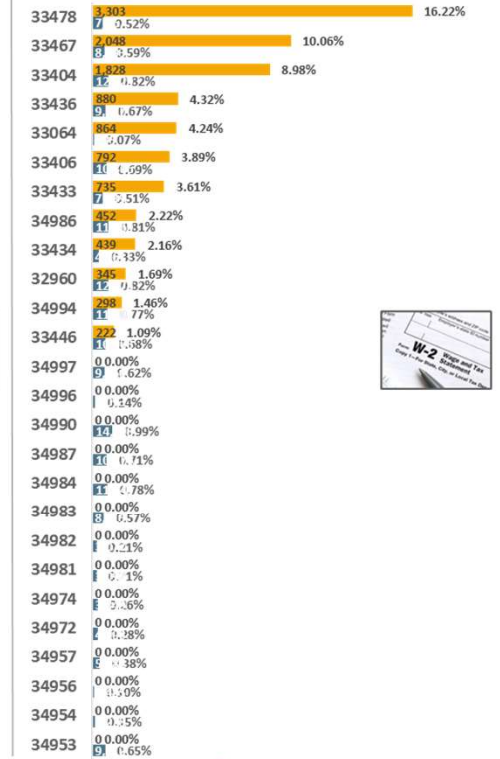
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older

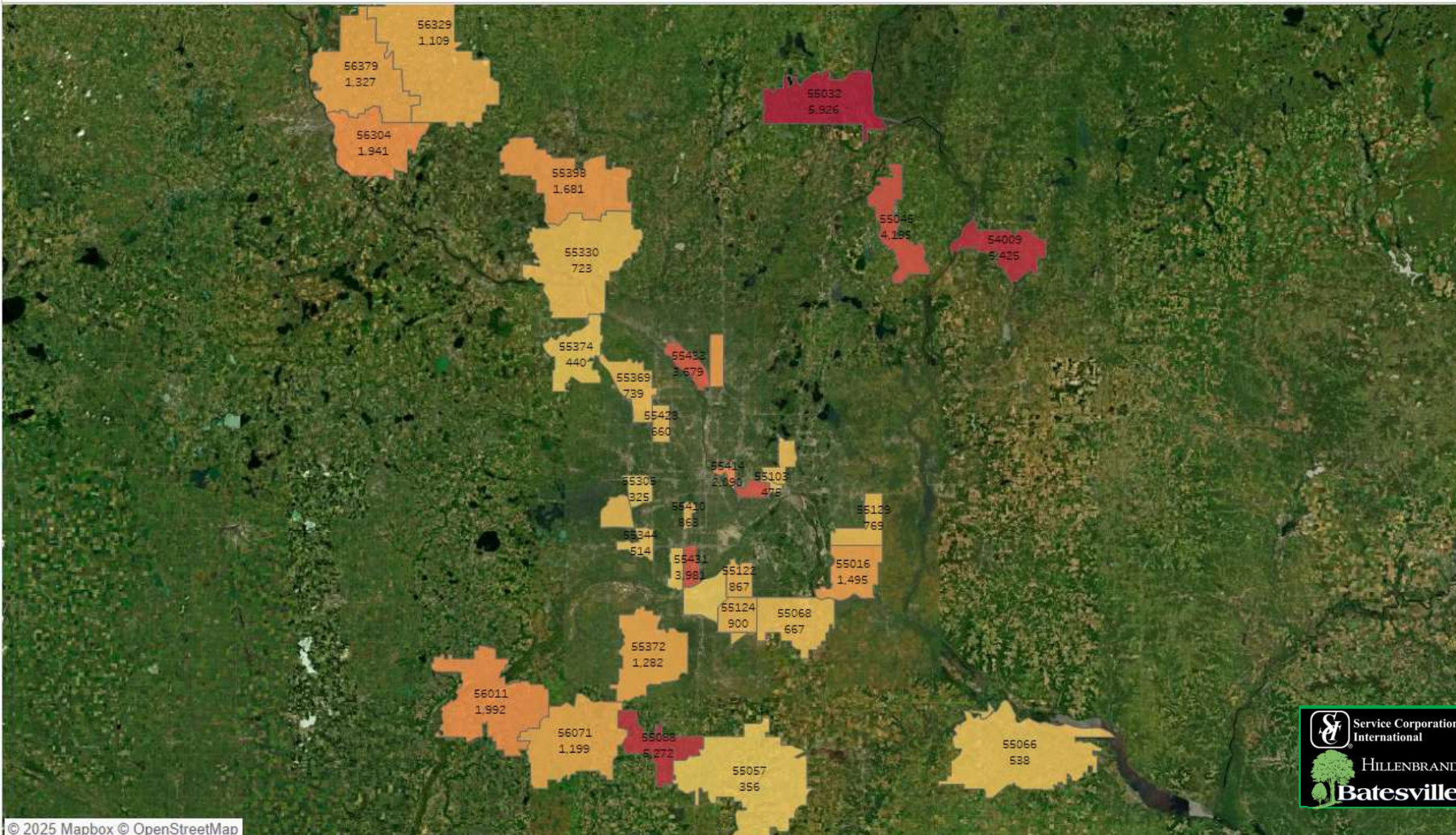


Top-26 Employment Zip Codes: Adults 35 or older



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

SUM(Adults 35 or older ...



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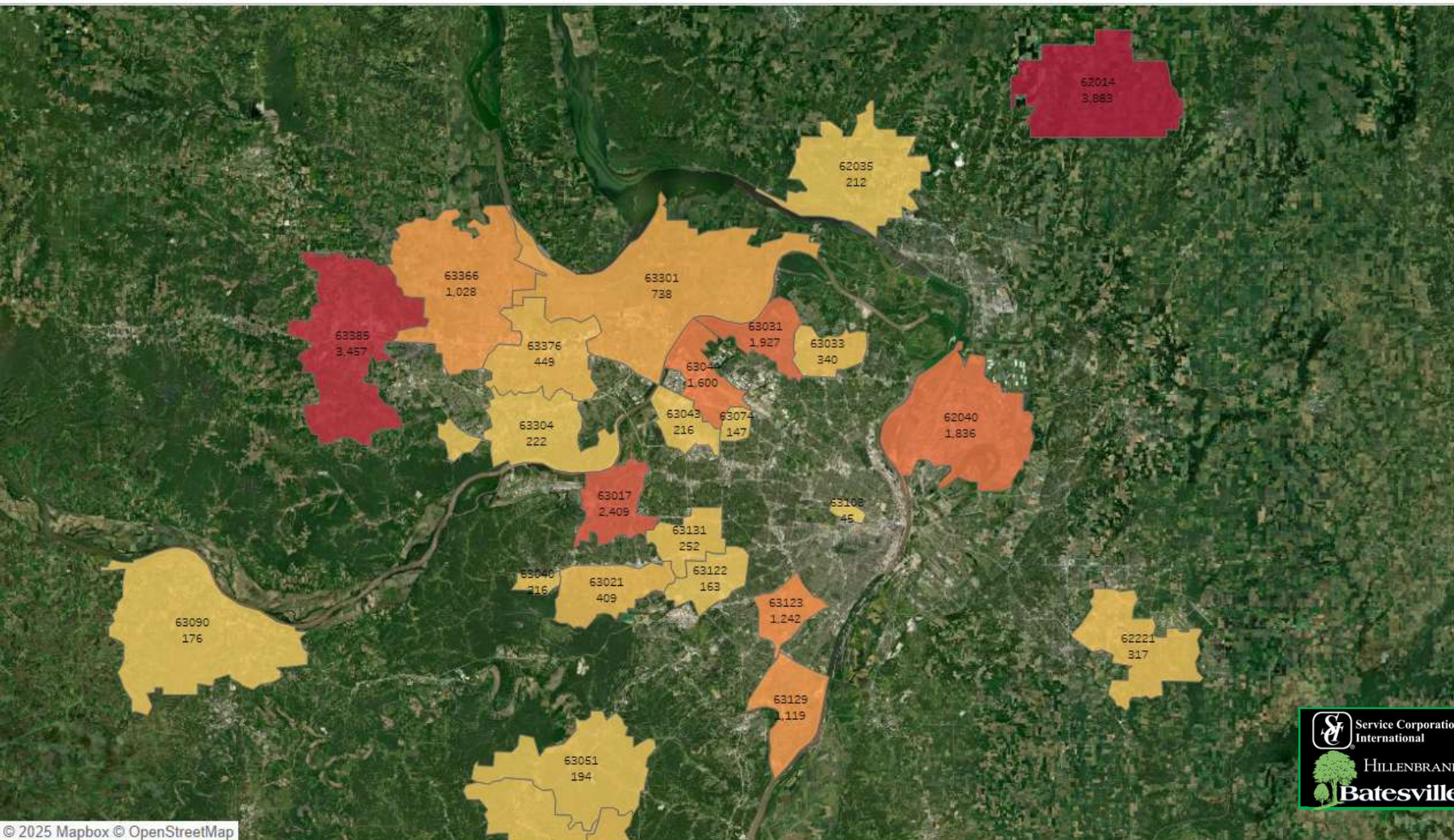
MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 42  
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



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



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STL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 38  
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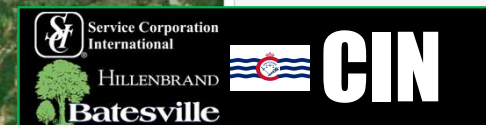
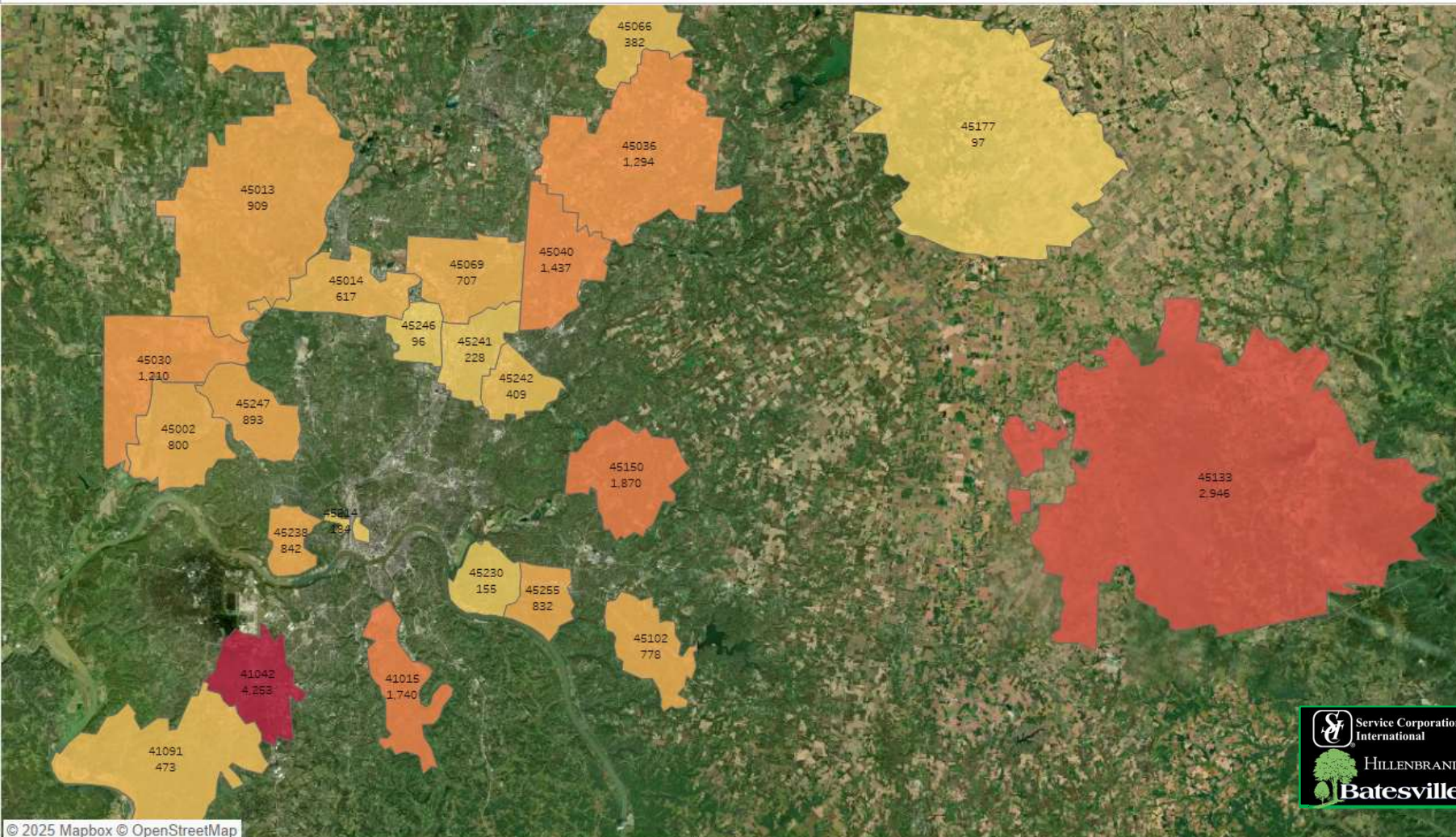
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



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

SUM(Adults 35 or older ...



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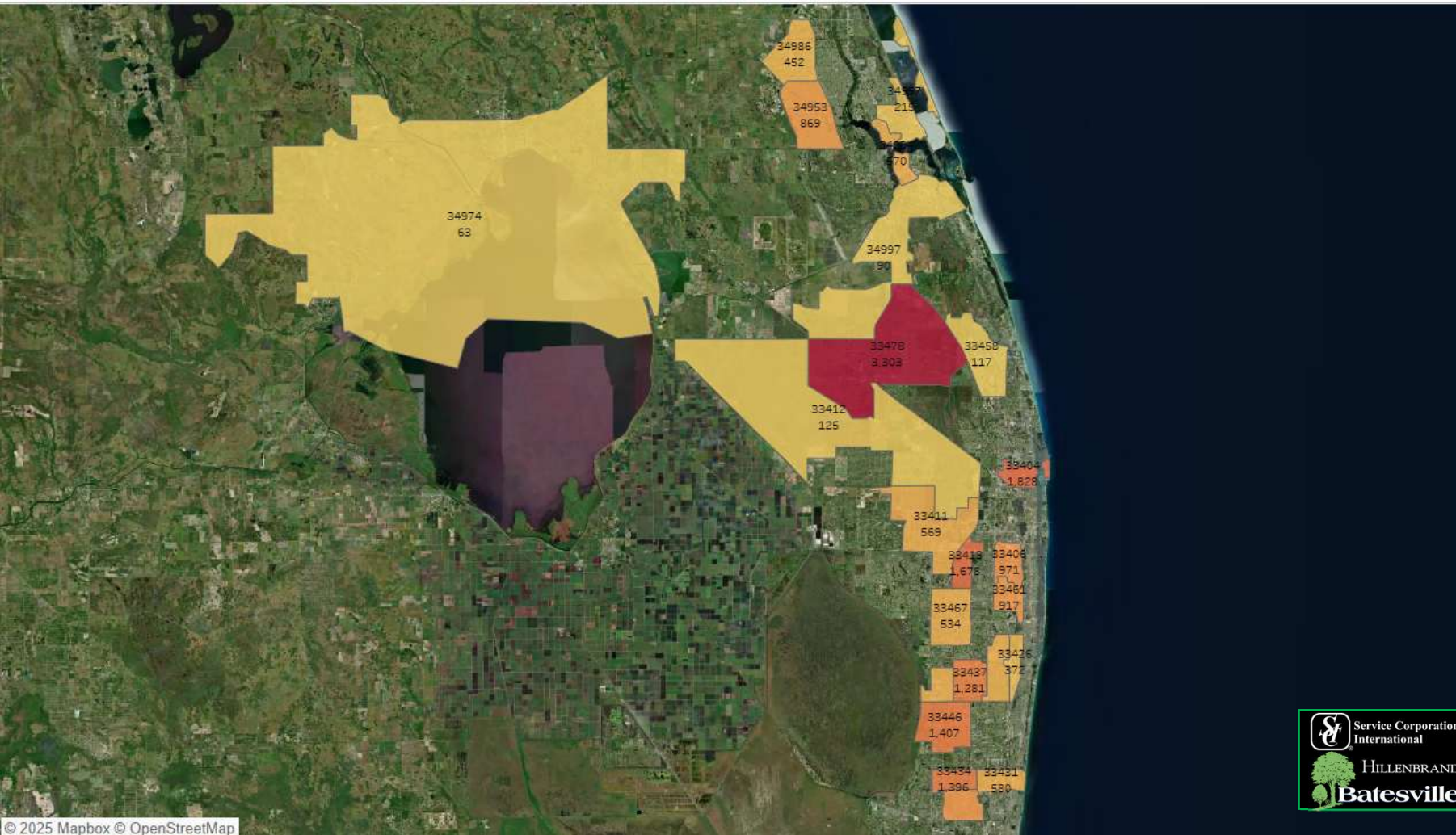
CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 34  
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



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



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 40  
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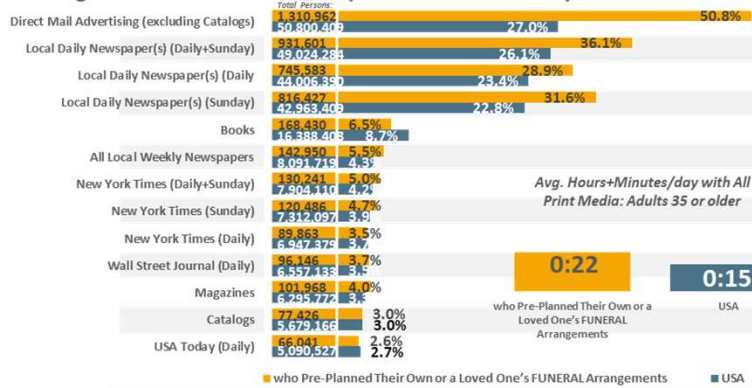
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

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

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

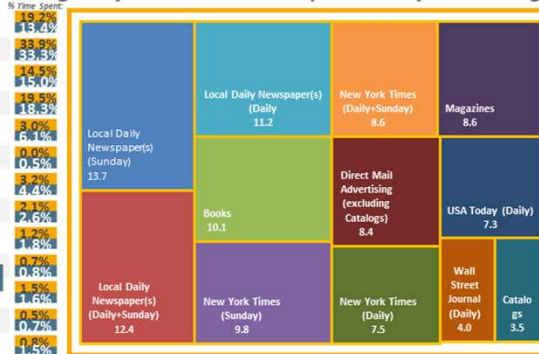


Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

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

0:15 USA

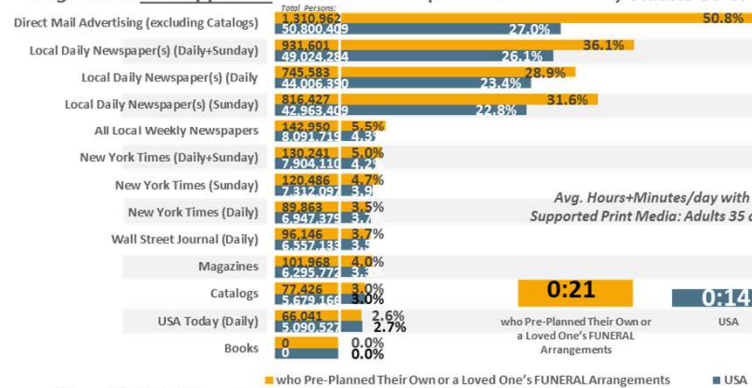
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

USA

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

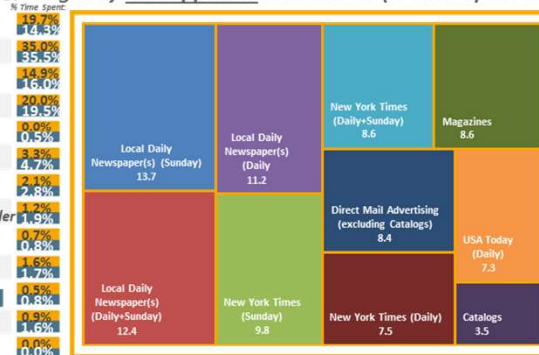


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older

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

0:14 USA

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



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

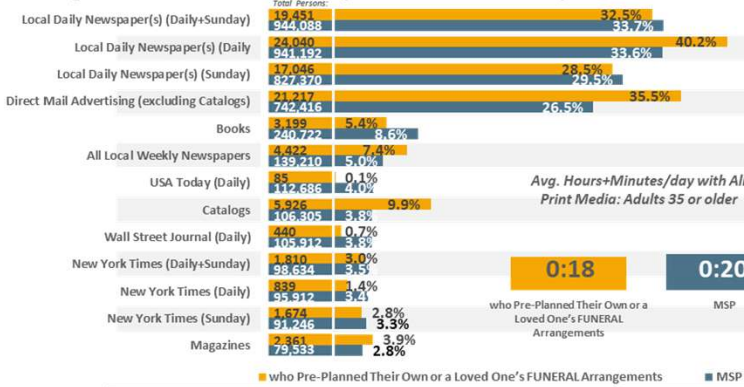
USA



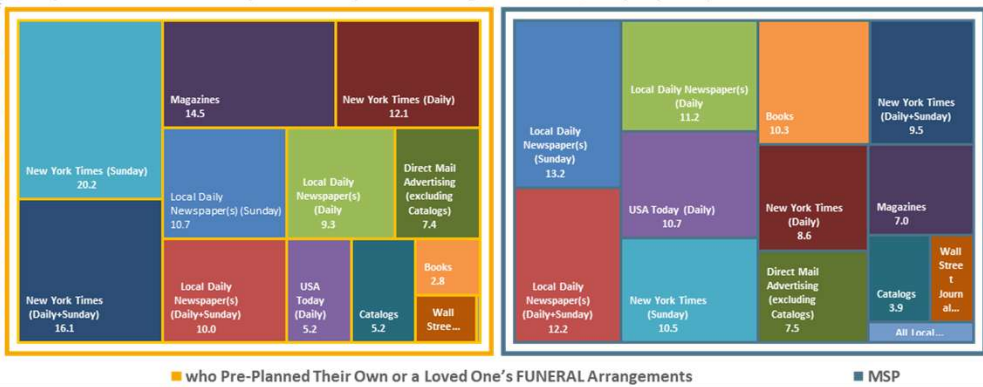


19,451 or 32.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 36.2% of all time spent daily with All forms of Print

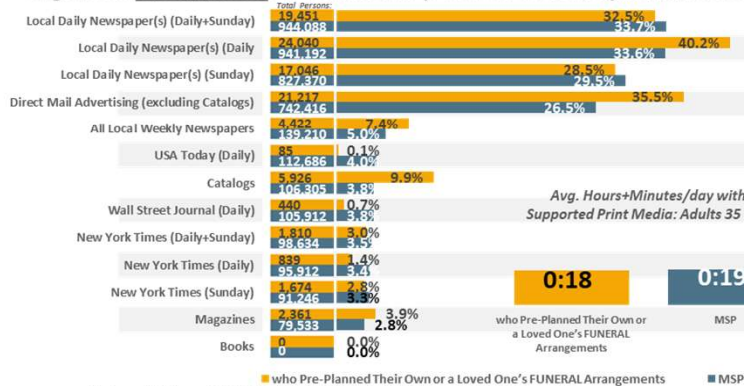
**Avg. Week All Print Media (Persons & % Reach): Adults 35 or older**



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



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



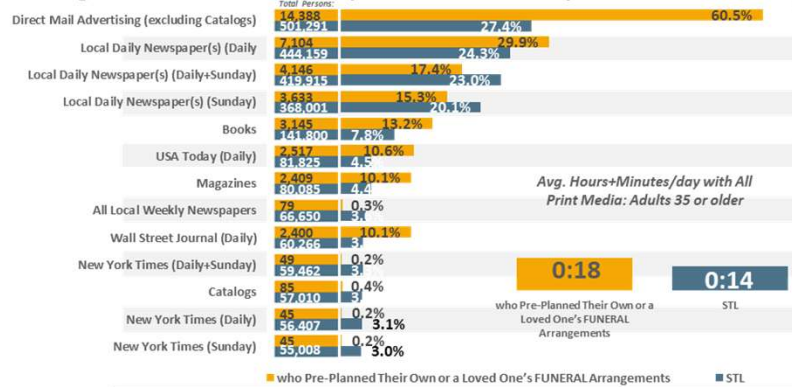
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



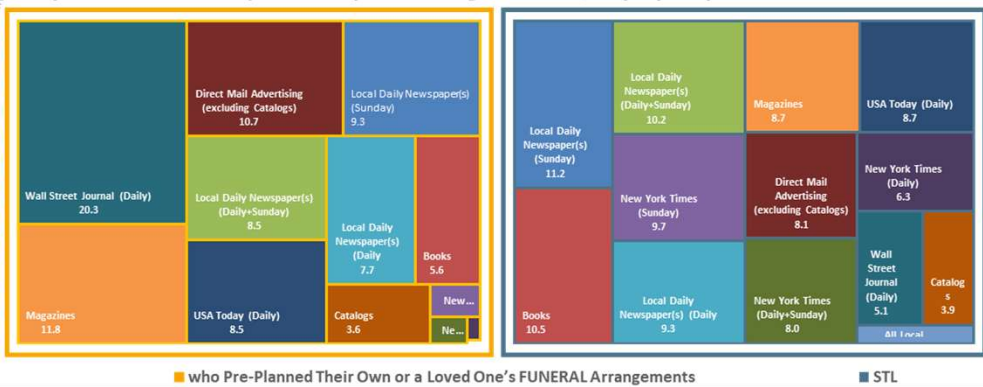


14,388 or 60.5% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements read Direct Mail Advertising (excluding Catalogs) for an average of 10.7 minutes every day representing 35.7% of all time spent daily with All forms of

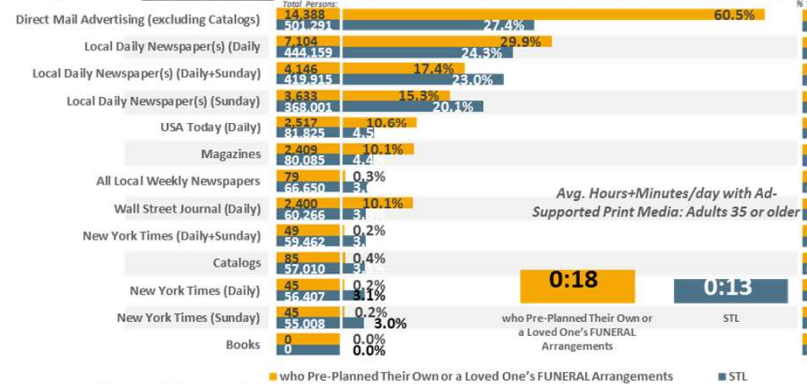
**Avg. Week All Print Media (Persons & % Reach): Adults 35 or older**



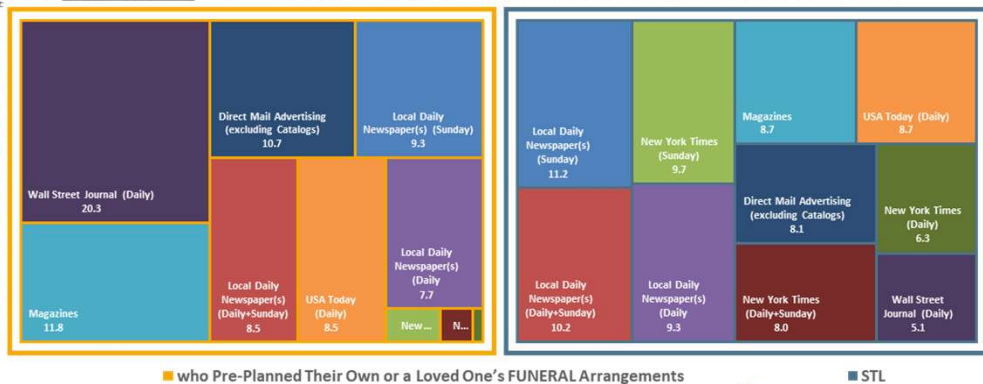
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



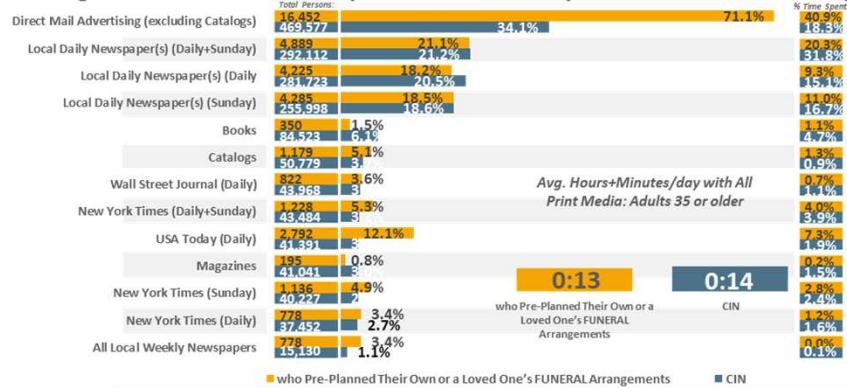
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





16,452 or 71.1% of Adults 35 or older who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements read Direct Mail Advertising (excluding Catalogs) for an average of 7.9 minutes every day representing 41.3% of all time spent daily with All forms of P

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



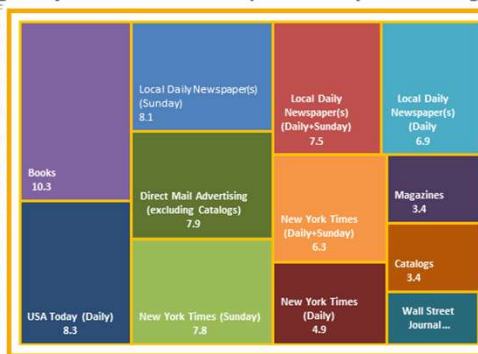
Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

0:13 0:14

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

CIN

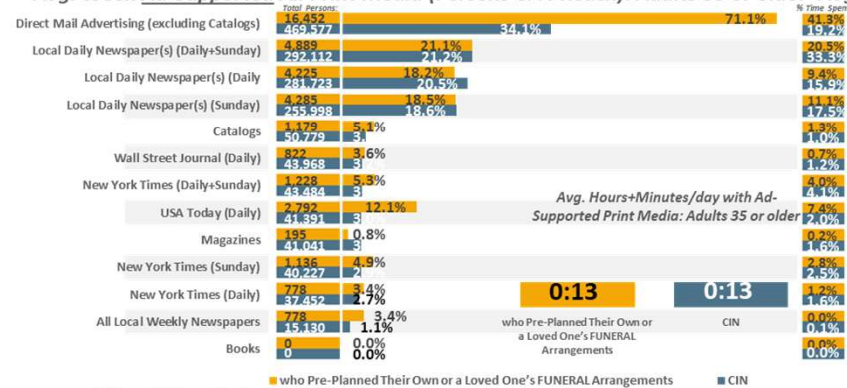
**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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

CIN

**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

0:13 0:13

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

CIN

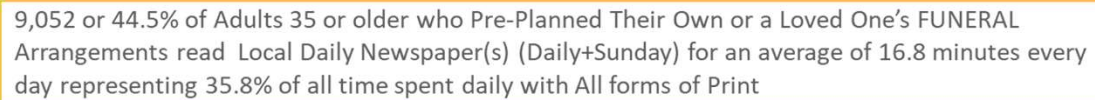
**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



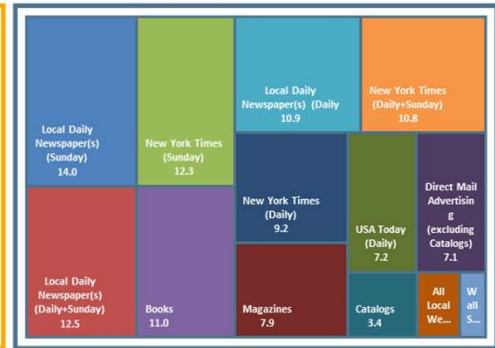
who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements

CIN

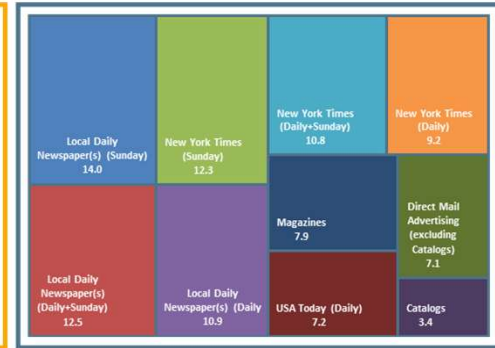




**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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

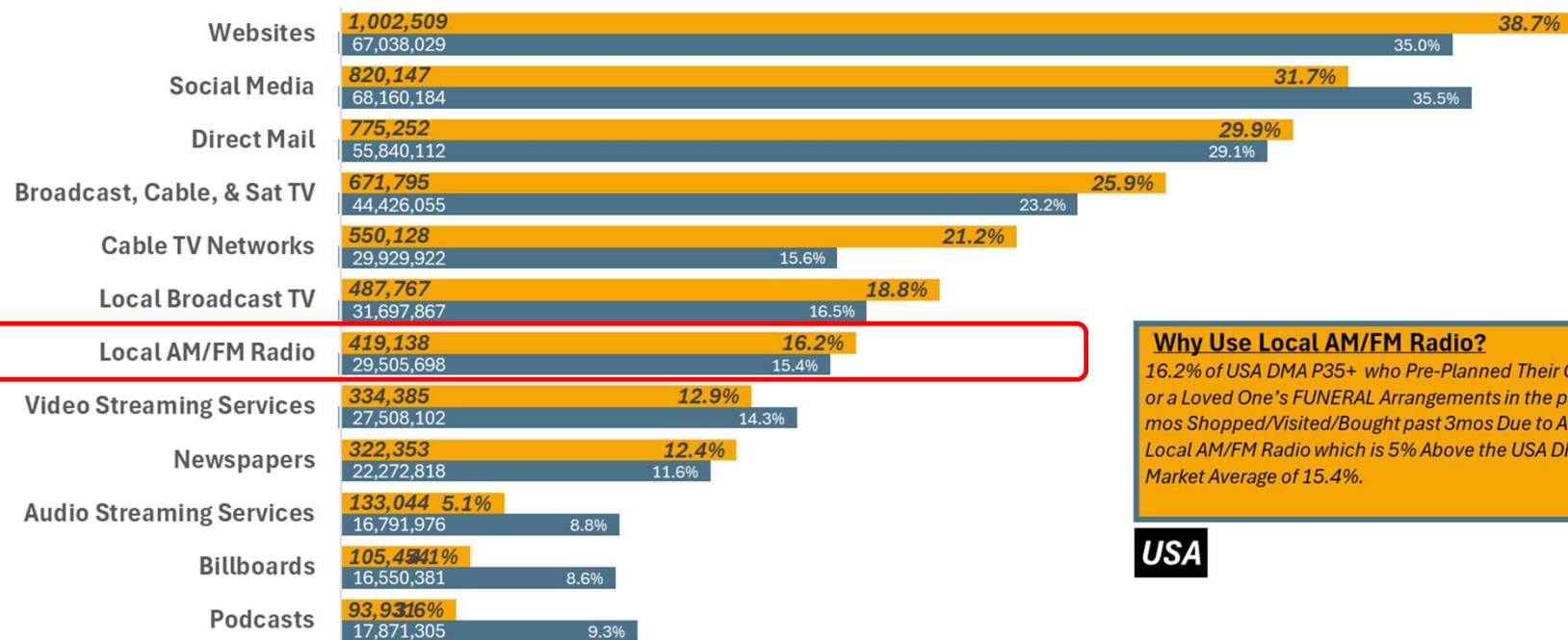


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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning

## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

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

**USA**

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

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

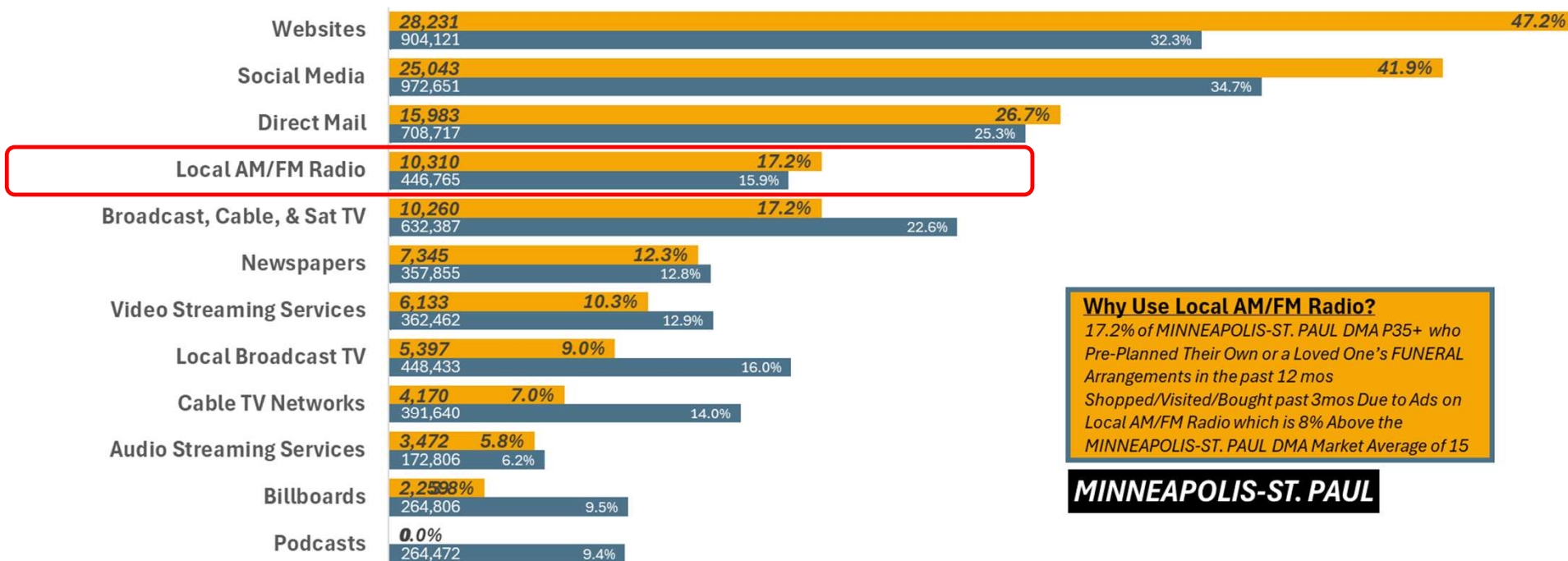
USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 313  
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## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

17.2% of MINNEAPOLIS-ST. PAUL DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 15

**MINNEAPOLIS-ST. PAUL**

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

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 40  
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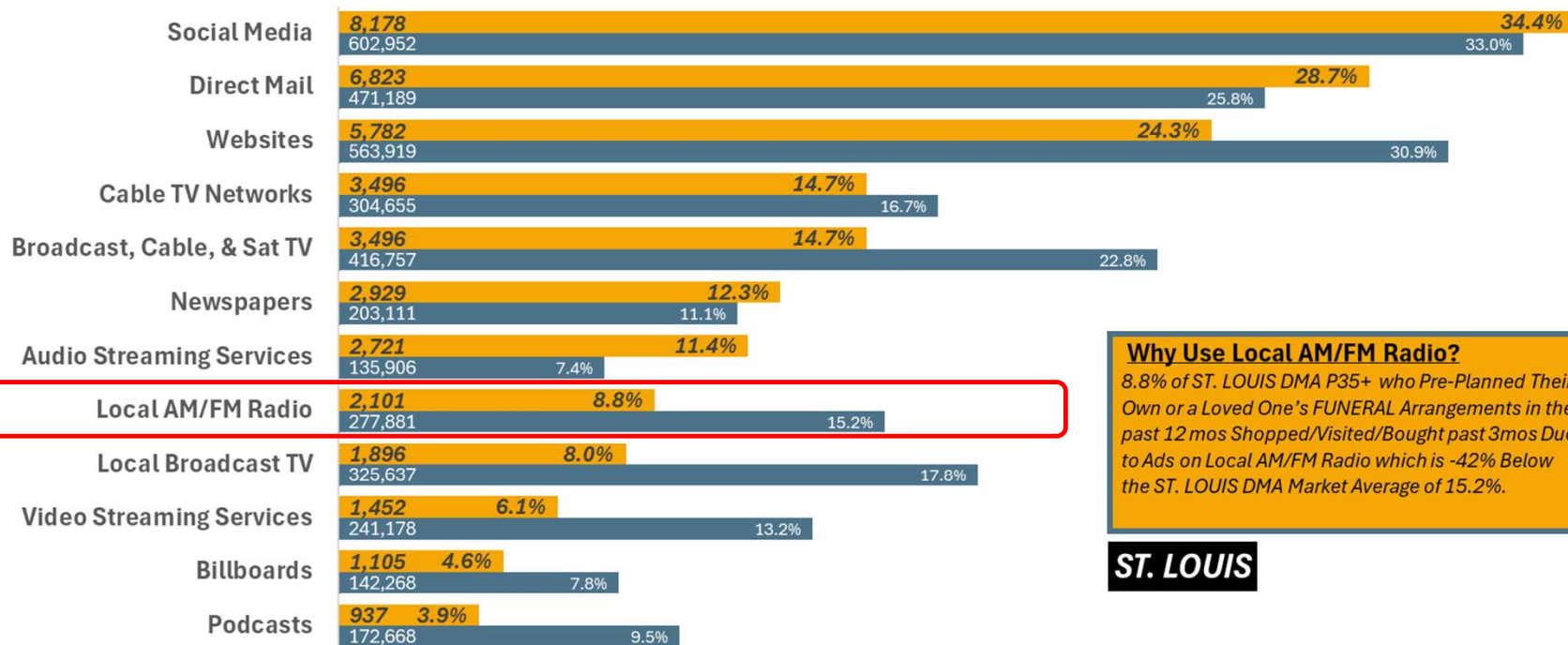
Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning





## "Advertising Actions"

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



### Why Use Local AM/FM Radio?

8.8% of ST. LOUIS DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -42% Below the ST. LOUIS DMA Market Average of 15.2%.

**ST. LOUIS**

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

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 34  
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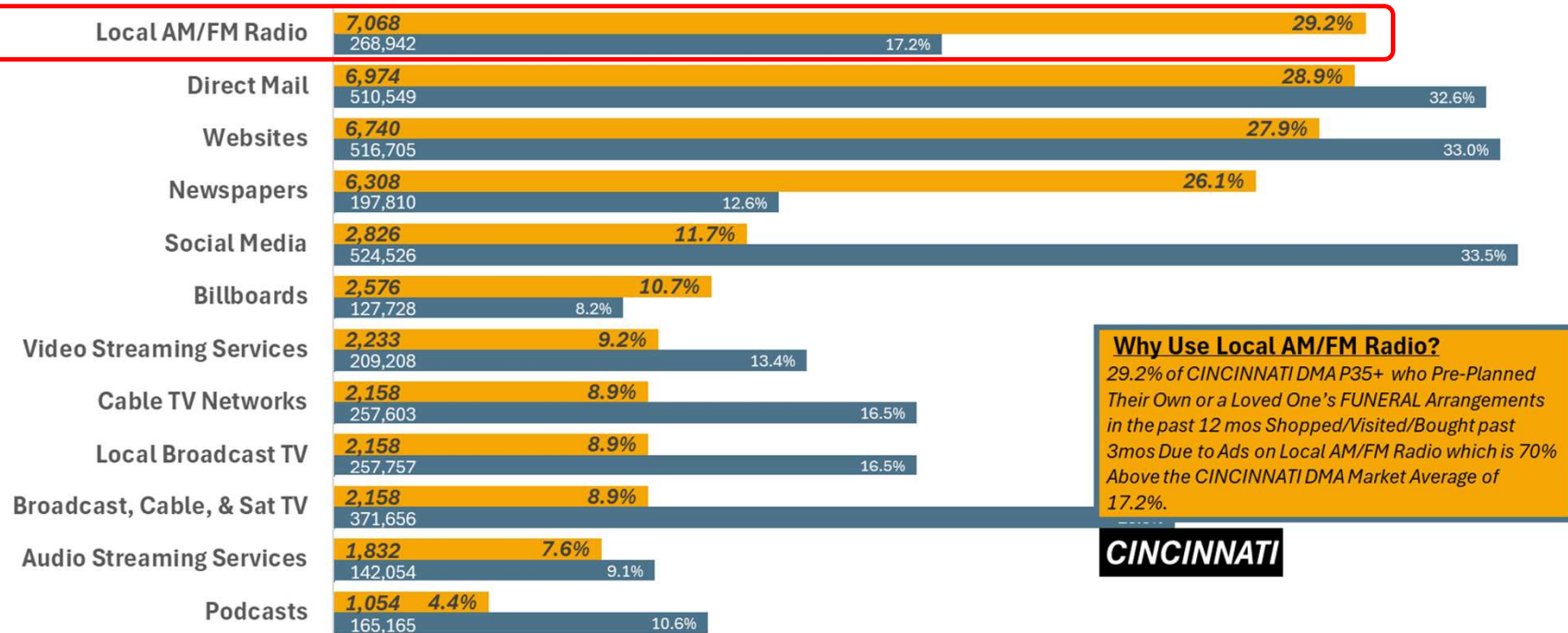
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



## "Advertising Actions"

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



**Why Use Local AM/FM Radio?**  
 29.2% of CINCINNATI DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 70% Above the CINCINNATI DMA Market Average of 17.2%.

**CINCINNATI**

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

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

CINCINNATI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 31  
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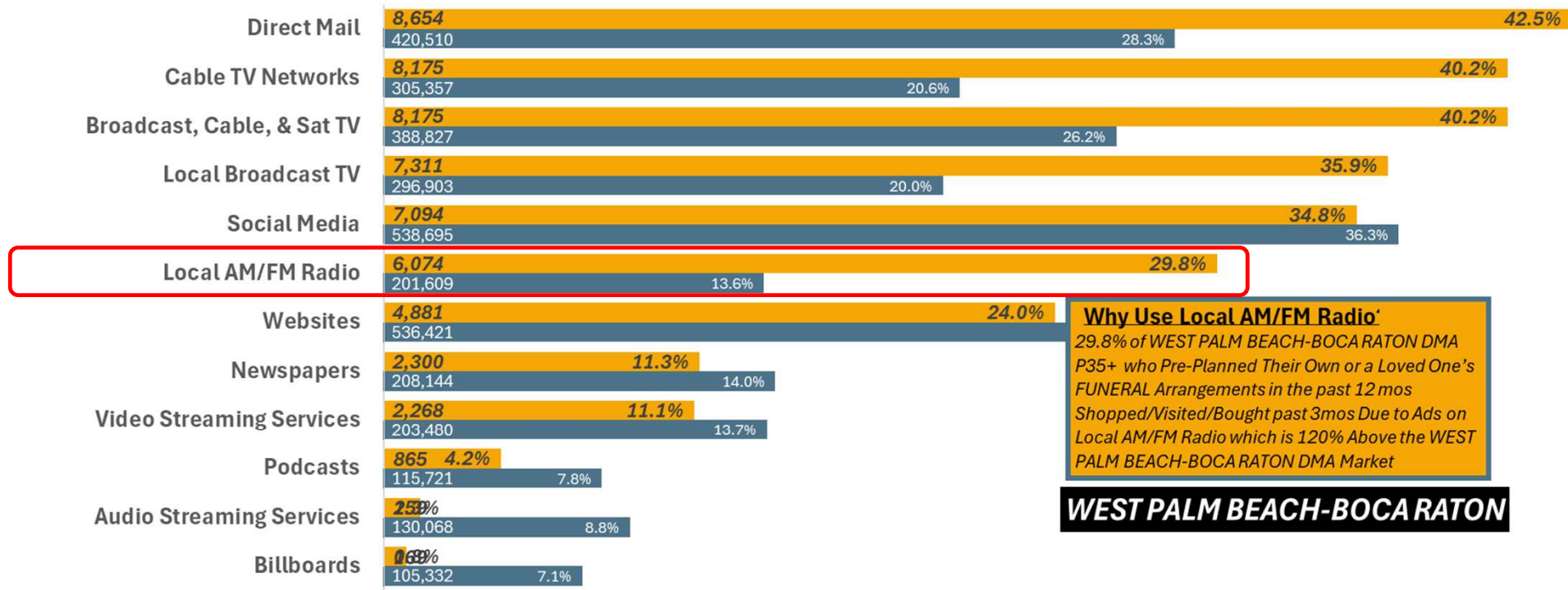
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Professional services used by HHLD past 12 months (HHLD): Funeral pre-planning



"Advertising Actions"

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



**Why Use Local AM/FM Radio'**  
29.8% of WEST PALM BEACH-BOCA RATON DMA P35+ who Pre-Planned Their Own or a Loved One's FUNERAL Arrangements in the past 12 mos Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 120% Above the WEST PALM BEACH-BOCA RATON DMA Market

WEST PALM BEACH-BOCA RATON

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 38

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