

USA+4 DMAs – P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35+ Homeowners who Plan to Switch Carriers and Bundle their Home & Auto Insurance in the next 12 months as of March 31, 2026.**



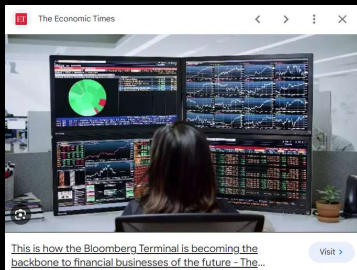
PROGRESSIVE®

Vanguard® BlackRock®

P35+

Hubbard
media that connects

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



[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 58.4 years old
(1.5% older than average) and have a \$144,301 (18.7% higher than average) annual household income.

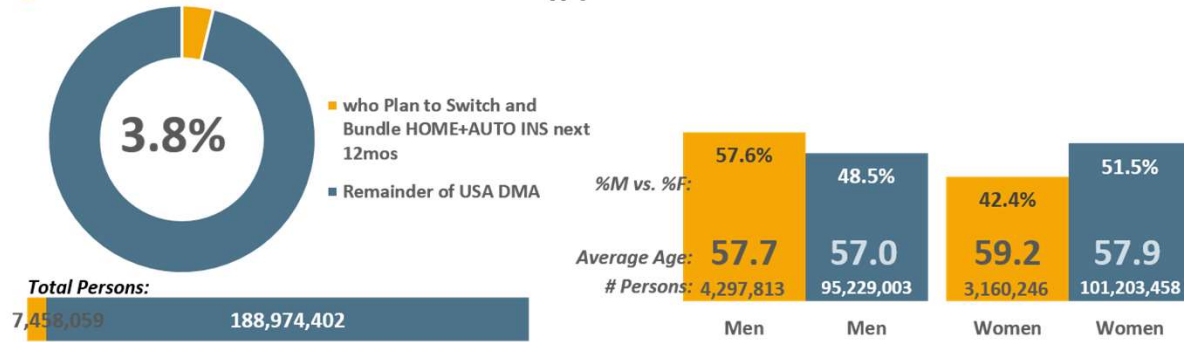


Percent of Market: Adults 35 or older

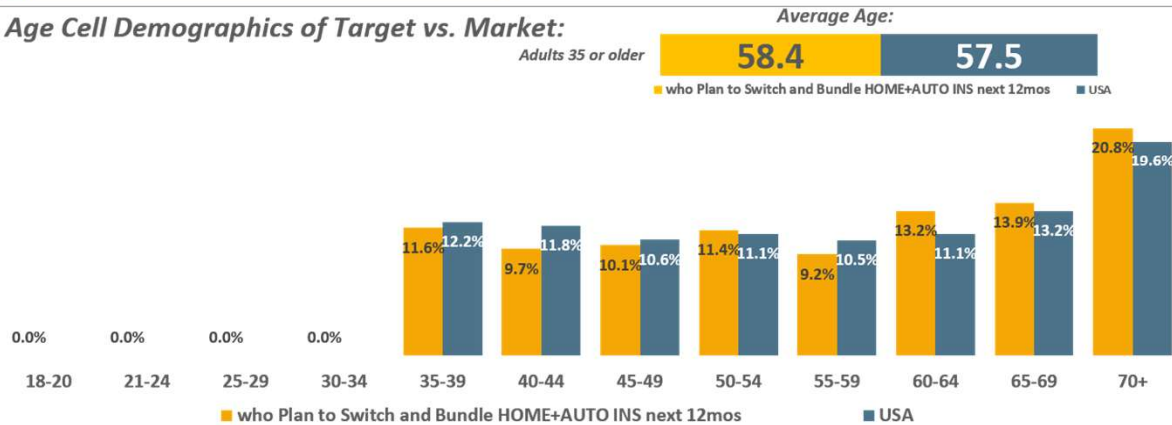


Gender of Target vs. Market: Adults 35 or older

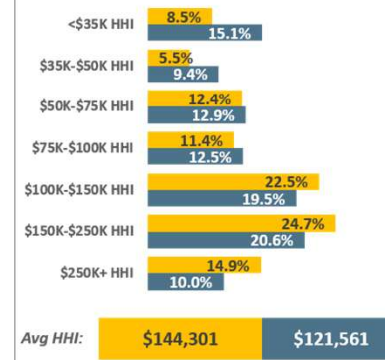
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



5.1% or 278,800 of CHI DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 59. years old
(3.4% older than average) and have a \$151,283 (34.6% higher than average) annual household income.

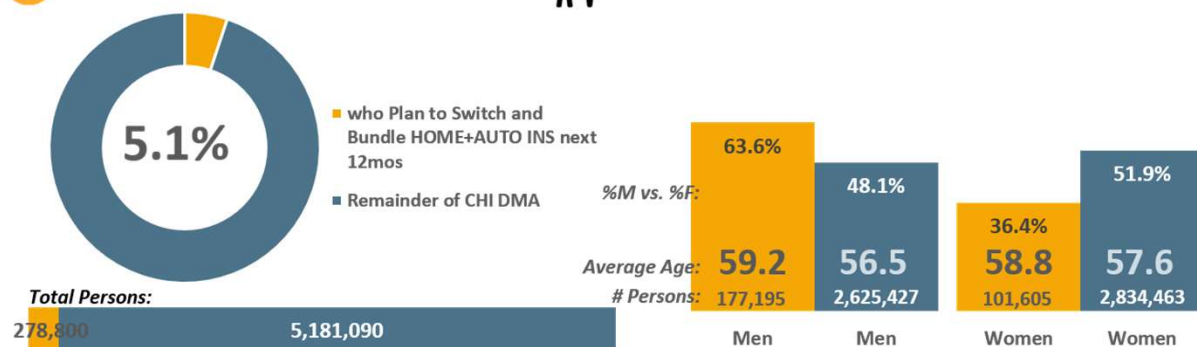


Percent of Market: Adults 35 or older

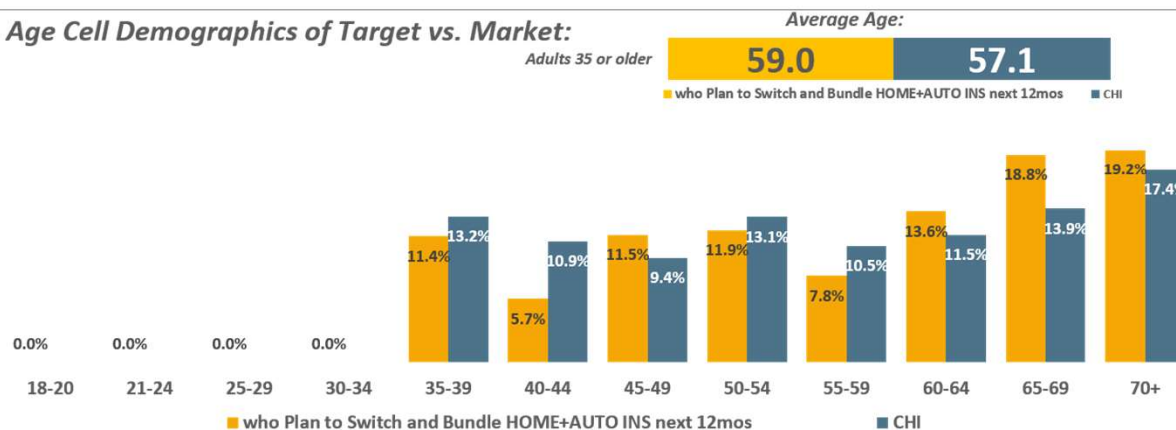


Gender of Target vs. Market: Adults 35 or older

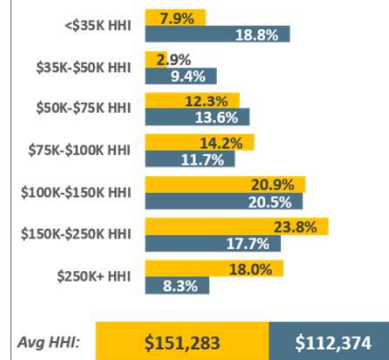
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 145
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



2.9% or 119,188 of WDC DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 57.4 years old
(1.4% older than average) and have a \$160,256 (7.7% higher than average) annual household income.

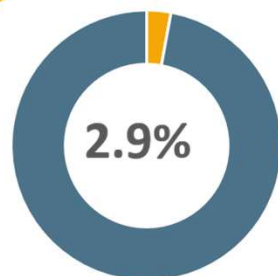


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

Ethnicity of Target vs. Market:



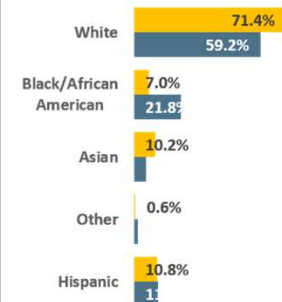
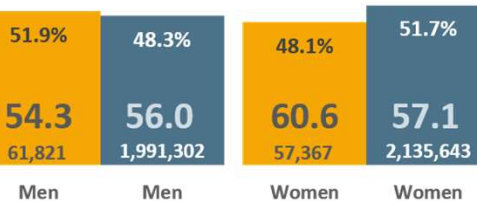
Total Persons:

119,188 4,007,757

%M vs. %F:

Average Age:

Persons:



■ who Plan to Switch and Bundle HOME+AUTO INS next 12mos ■ WDC

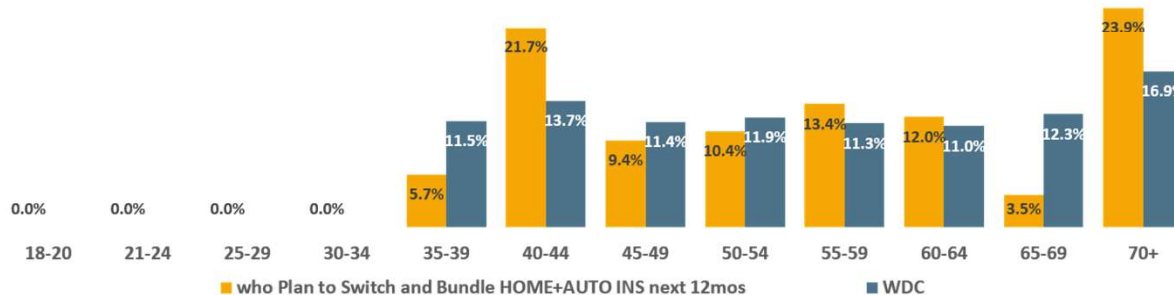
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 or older



■ who Plan to Switch and Bundle HOME+AUTO INS next 12mos ■ WDC

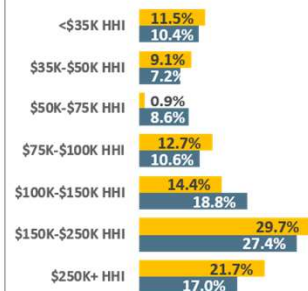


■ who Plan to Switch and Bundle HOME+AUTO INS next 12mos

■ WDC



HHI of Target vs. Market:



Avg HHI:

\$160,256 \$148,836

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



3.5% or 113,713 of SEA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 58.9 years old
(3.8% older than average) and have a \$147,889 (11.1% higher than average) annual household income.

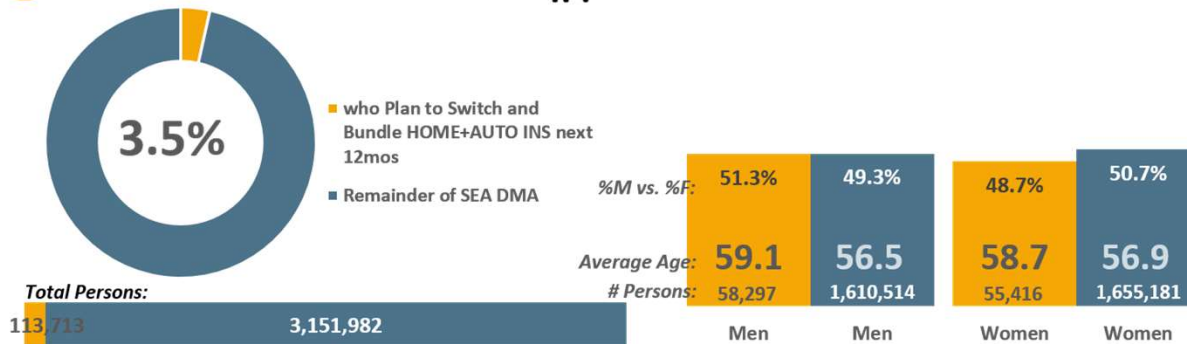


Percent of Market: Adults 35 or older

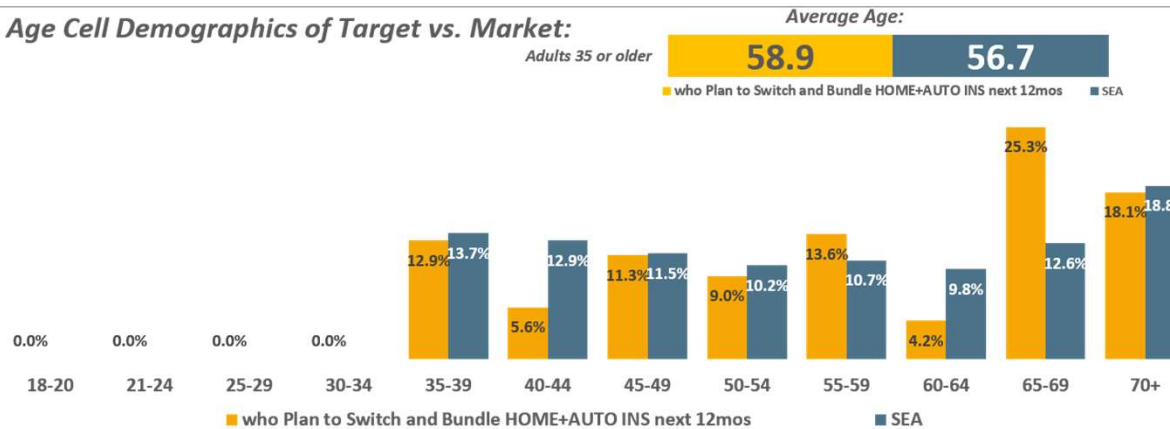


Gender of Target vs. Market: Adults 35 or older

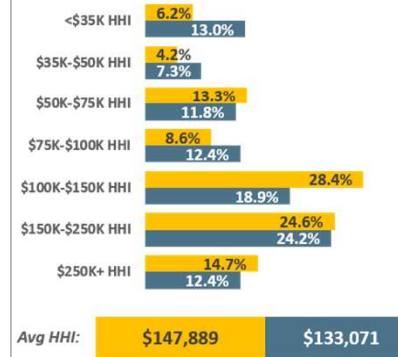
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



3.3% or 113,566 of PHX DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 61.5 years old
(5.8% older than average) and have a \$123,491 (9.7% higher than average) annual household income.

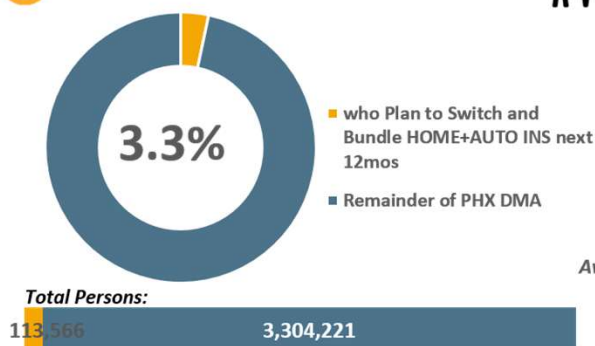


Percent of Market: Adults 35 or older

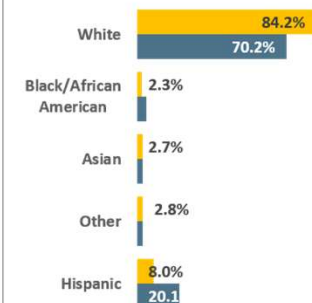


Gender of Target vs. Market: Adults 35 or older

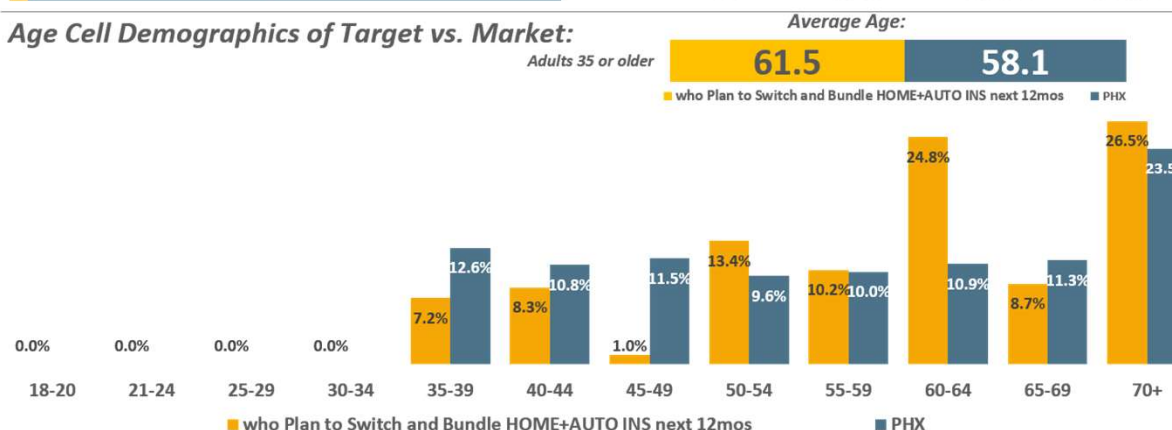
Ethnicity of Target vs. Market:



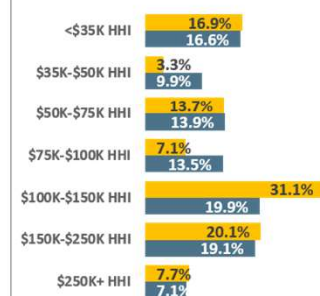
	%M vs. %F	Average Age	# Persons
Men	49.5%	63.6	56,242
Men	48.7%	57.6	1,665,508
Women	50.5%	59.4	57,324
Women	51.3%	58.5	1,752,279



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	\$123,491	\$112,524
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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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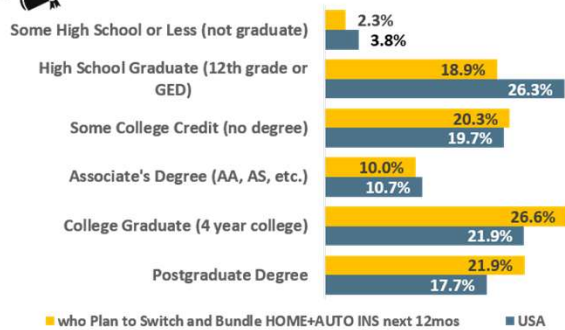
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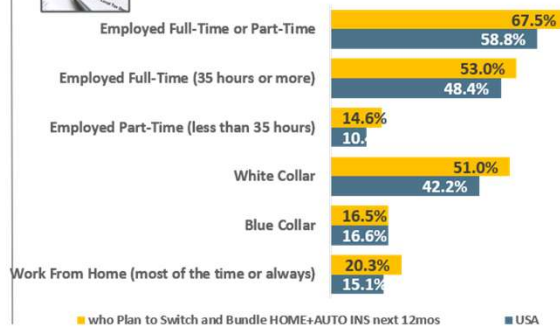
3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 22.4% more likely to be a college graduate, 9.4% more likely to work full-time, 18.9% more likely to be married, 11.1% less likely to be a grandparent of 1 or more children unde



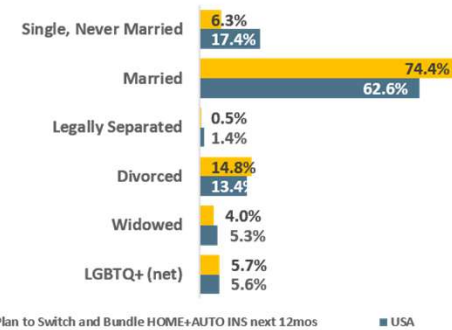
Education Levels: Adults 35 or older



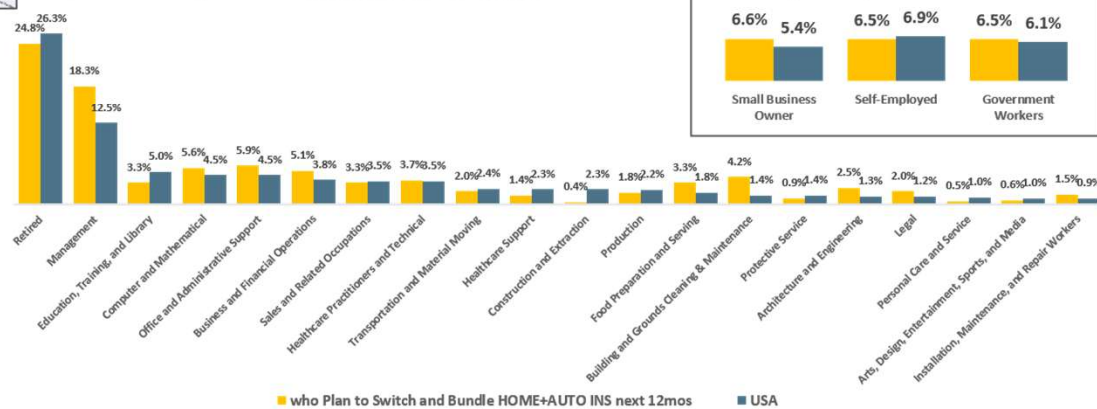
Employment: Adults 35 or older



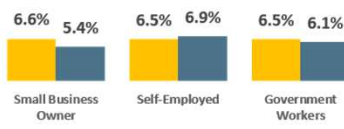
Marital Status: Adults 35 or older



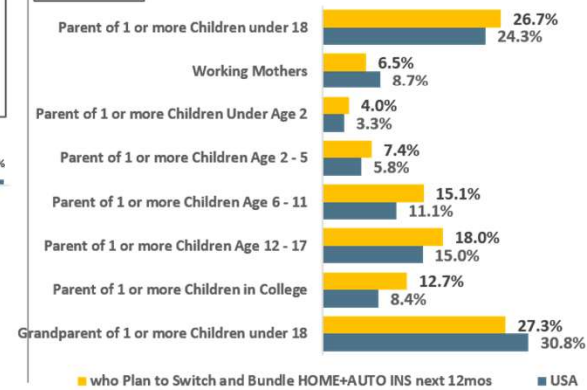
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

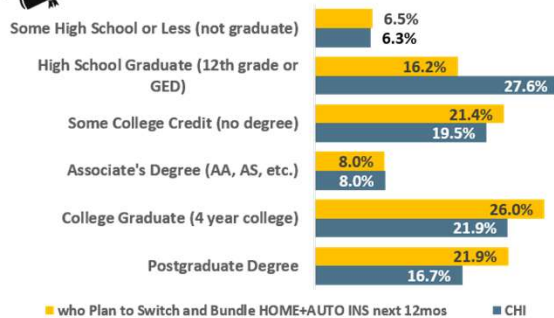




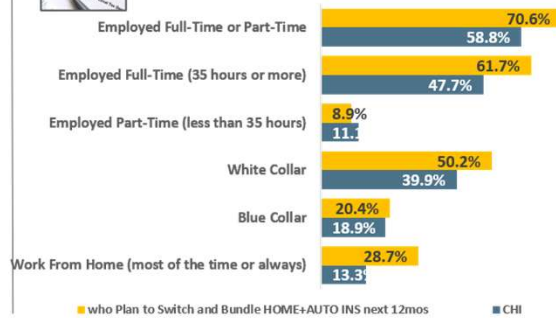
5.1% or 278,800 of CHI DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 24.2% more likely to be a college graduate, 29.4% more likely to work full-time, 25.8% more likely to be married, 12.4% more likely to be a grandparent of 1 or more children und



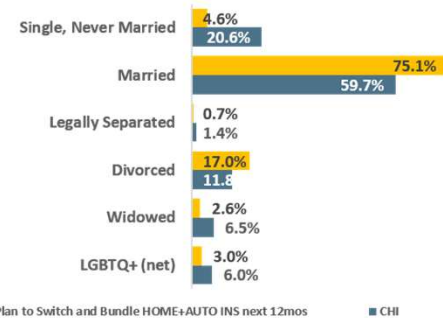
Education Levels: Adults 35 or older



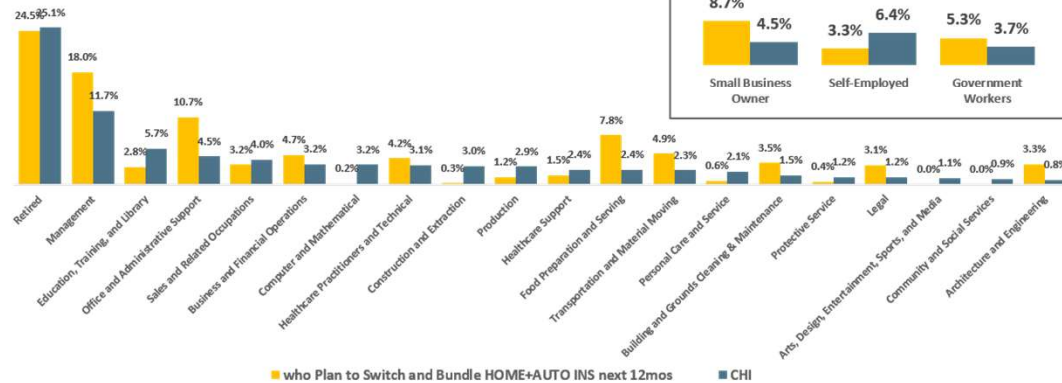
Employment: Adults 35 or older



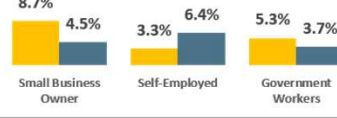
Marital Status: Adults 35 or older



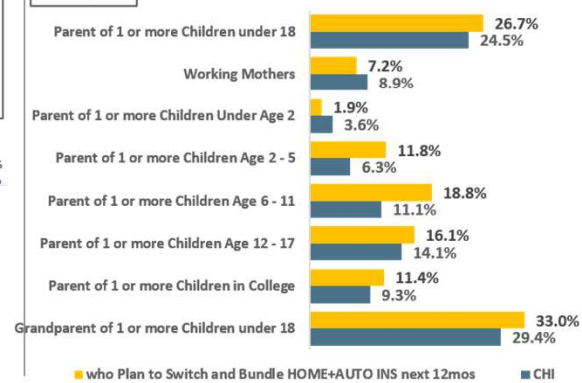
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

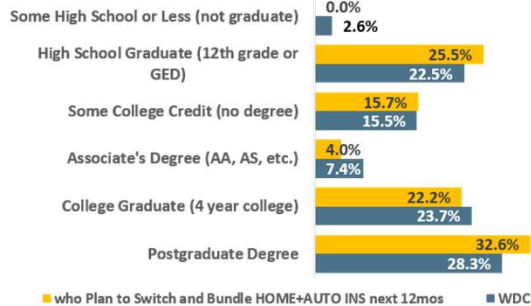




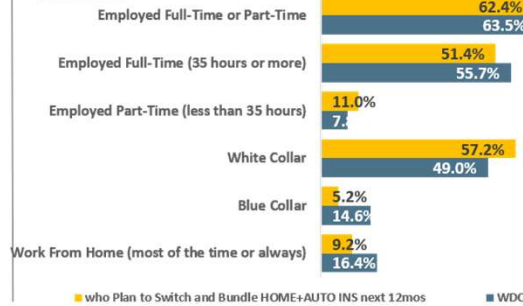
2.9% or 119,188 of WDC DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 5.4% more likely to be a college graduate, 7.8% less likely to work full-time, 16.4% more likely to be married, 31.5% less likely to be a grandparent of 1 or more children under



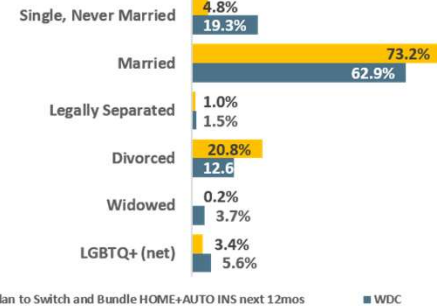
Education Levels: Adults 35 or older



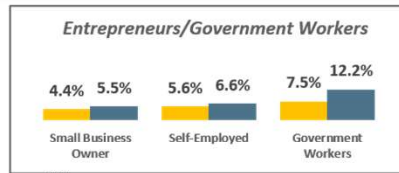
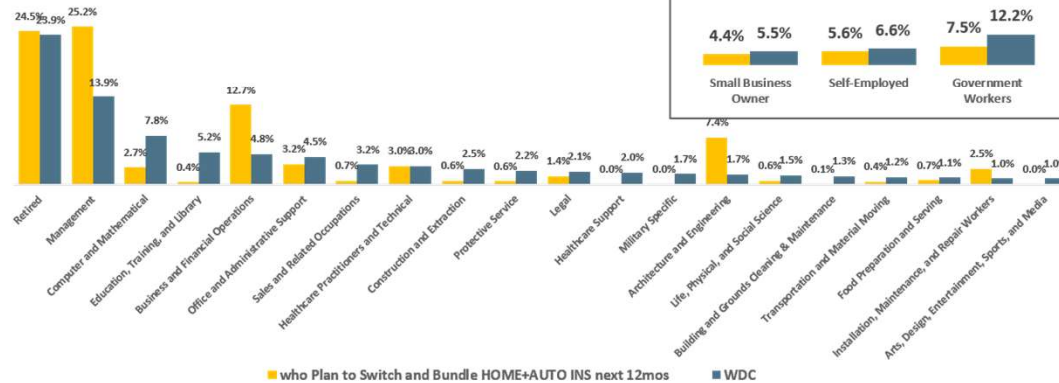
Employment: Adults 35 or older



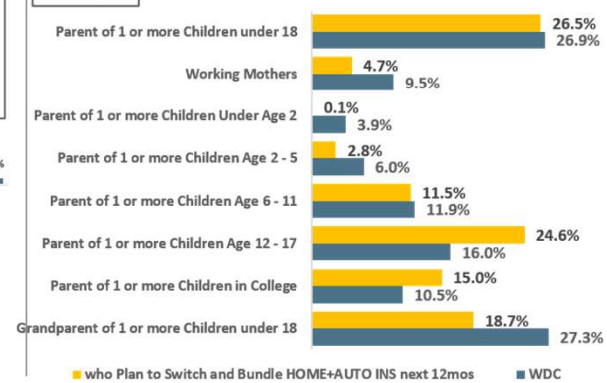
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older

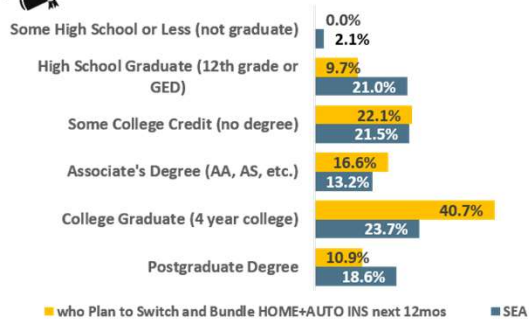




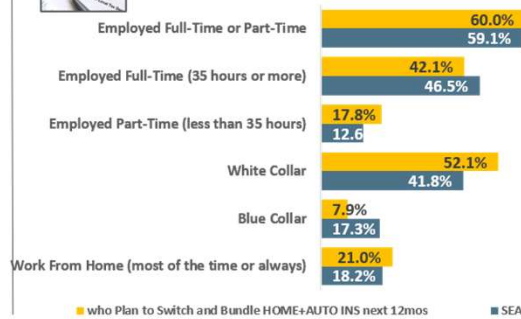
3.5% or 113,713 of SEA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 21.9% more likely to be a college graduate, 9.5% less likely to work full-time, 16.1% more likely to be married, 27.5% more likely to be a grandparent of 1 or more children unde



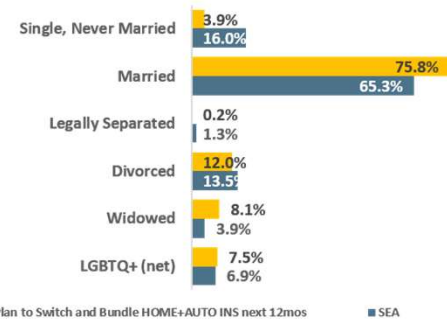
Education Levels: Adults 35 or older



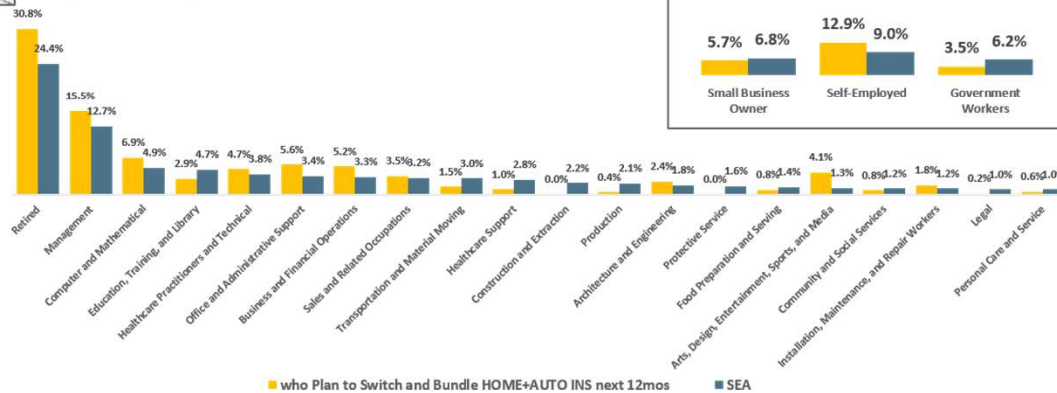
Employment: Adults 35 or older



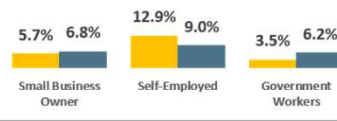
Marital Status: Adults 35 or older



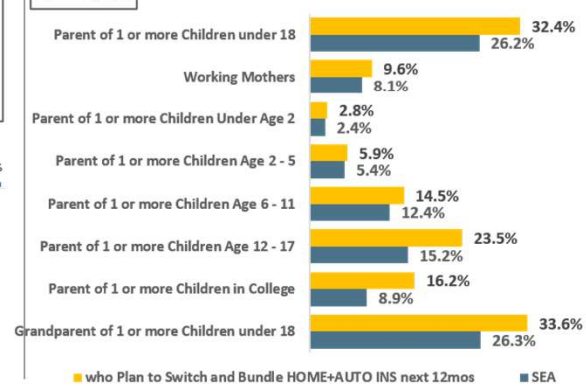
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



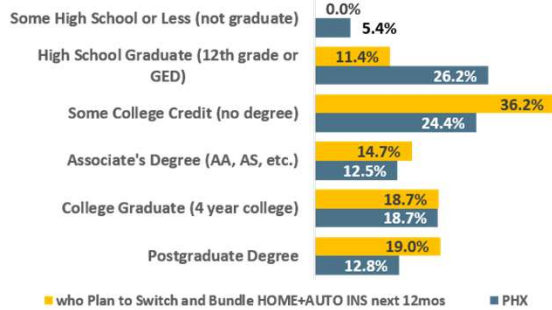
Stage in Life: Adults 35 or older



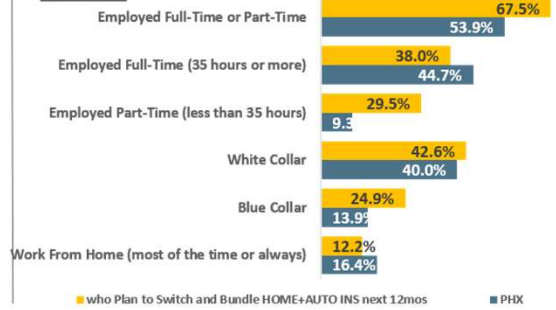


3.3% or 113,566 of PHX DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 19.8% more likely to be a college graduate, 14.9% less likely to work full-time, 7.8% more likely to be married, 33.% less likely to be a grandparent of 1 or more children under

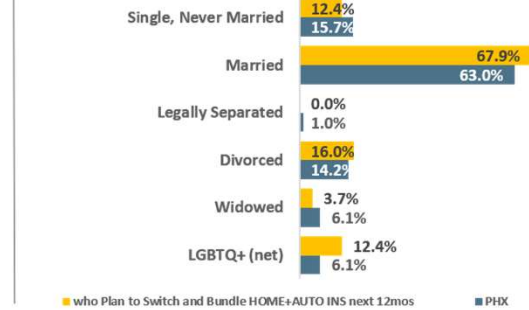
Education Levels: Adults 35 or older



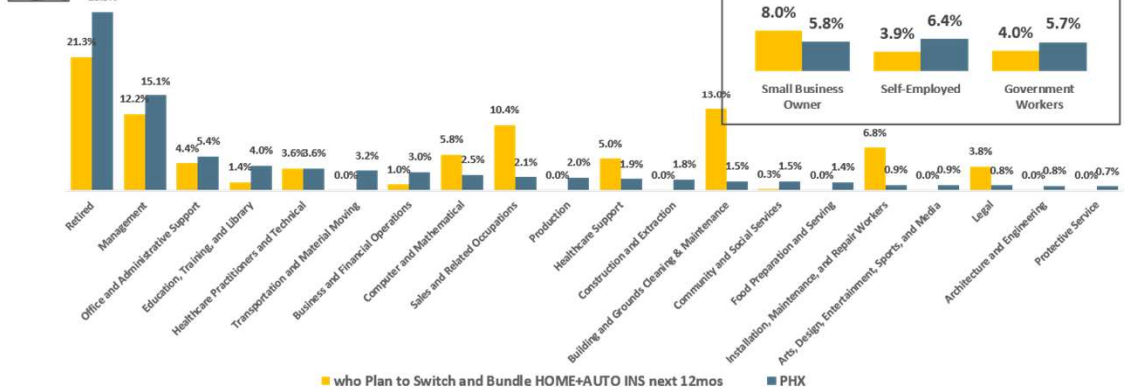
Employment: Adults 35 or older



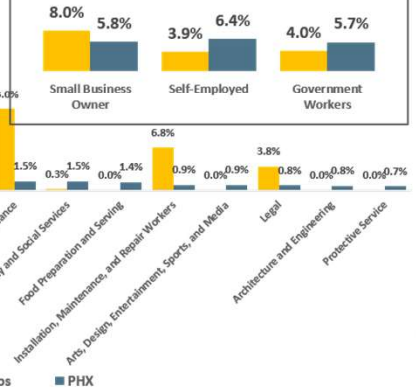
Marital Status: Adults 35 or older



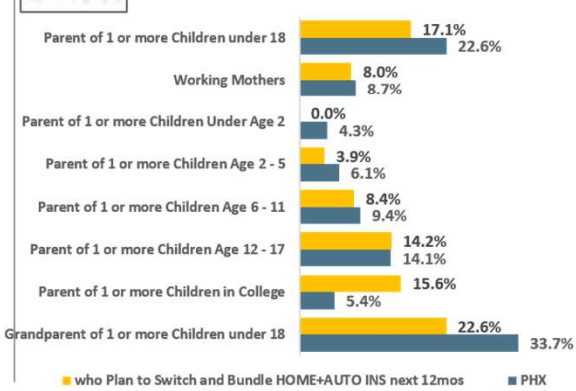
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



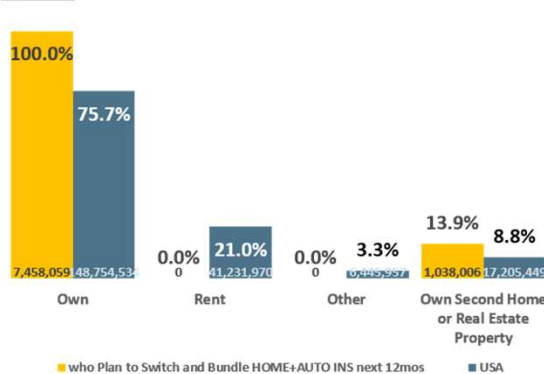
Stage in Life: Adults 35 or older



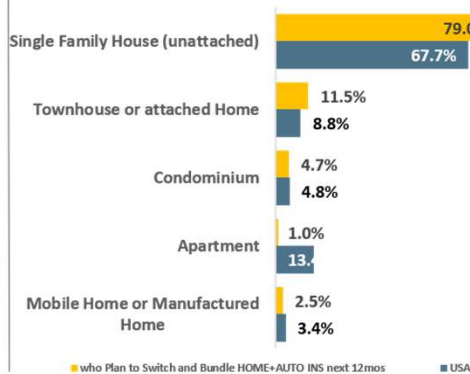


3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 32.1% more likely to own their home, 5.3% more likely to own a higher valued home, 16.8% more likely to have a single-family home, 25.5% more likely to have a dog.

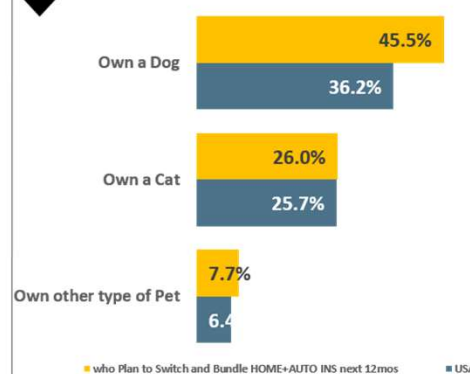
Own/Rent/Other:Adults 35 or older



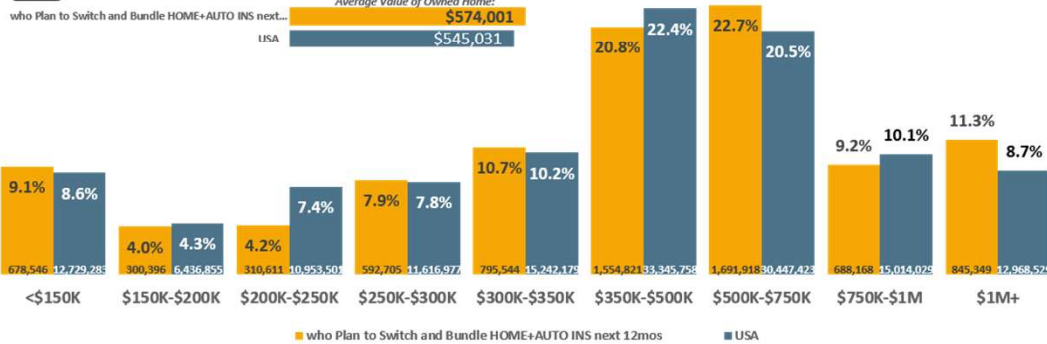
Type of Home:Adults 35 or older



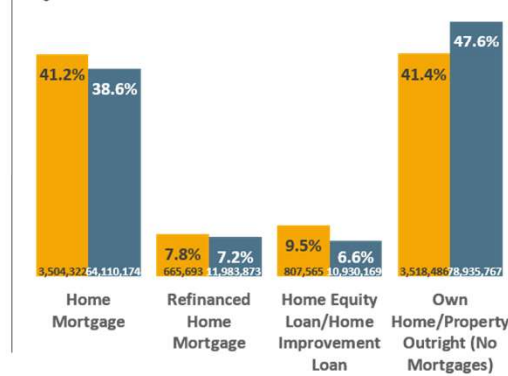
Pets in Home:Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

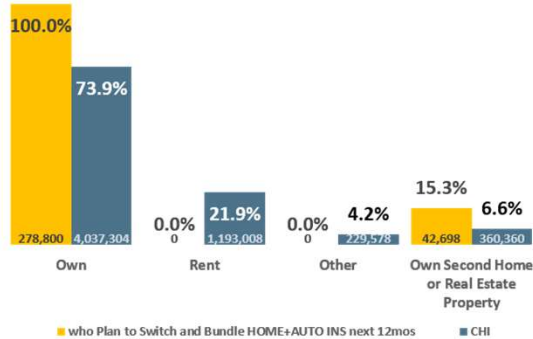




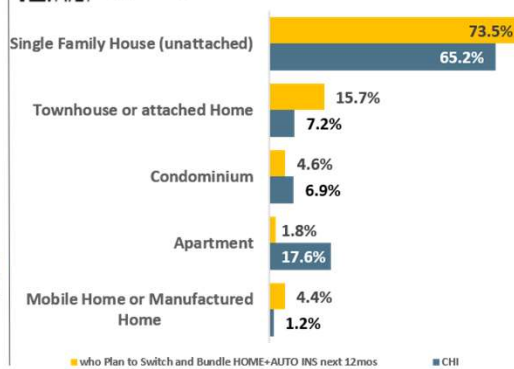
5.1% or 278,800 of CHI DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 35.2% more likely to own their home, 4.% more likely to own a higher valued home, 12.8% more likely to have a single-family home, 17.% more likely to have a dog.



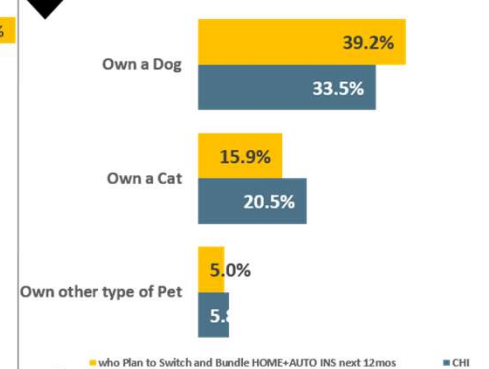
Own/Rent/Other:Adults 35 or older



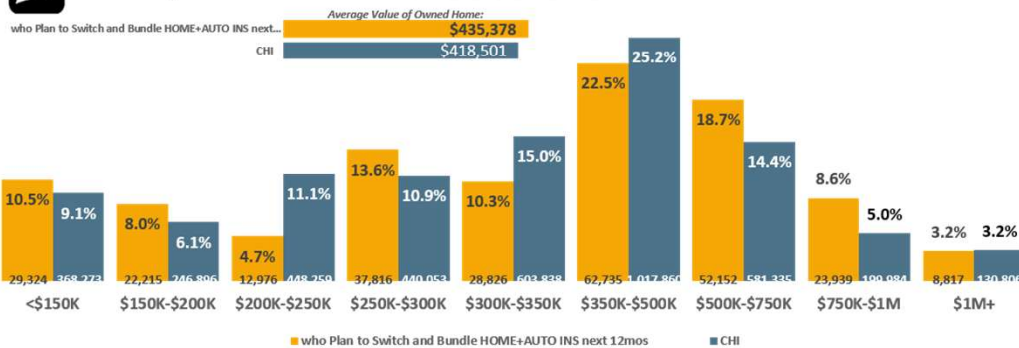
Type of Home:Adults 35 or older



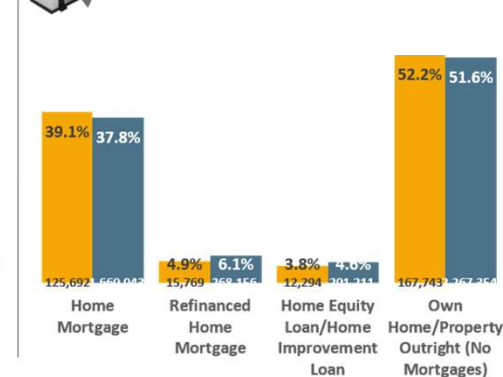
Pets in Home:Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

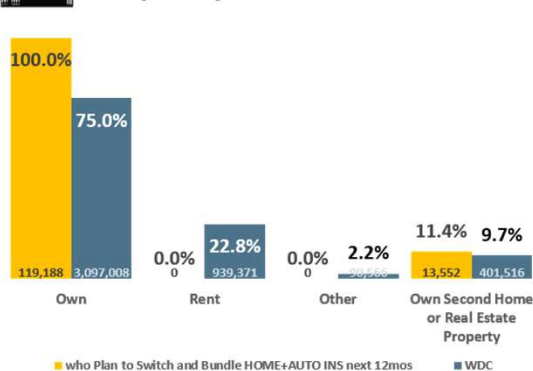




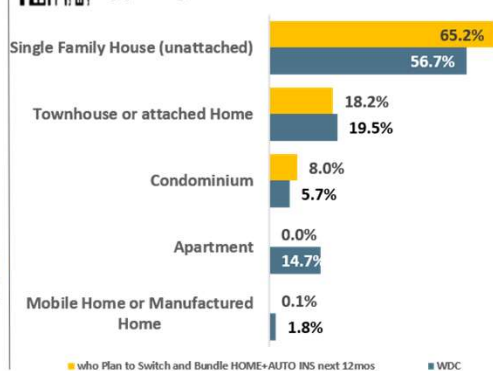
2.9% or 119,188 of WDC DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 33.3% more likely to own their home, .7% more likely to own a lower valued home, 15.% more likely to have a single-family home, 11.6% more likely to have a dog.



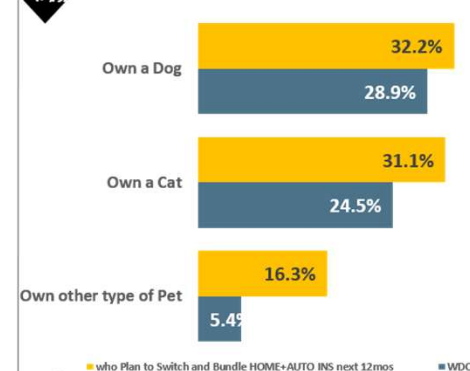
Own/Rent/Other: Adults 35 or older



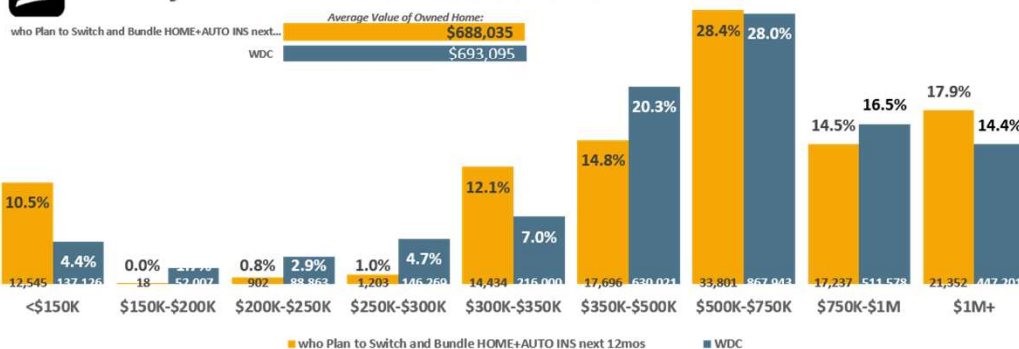
Type of Home: Adults 35 or older



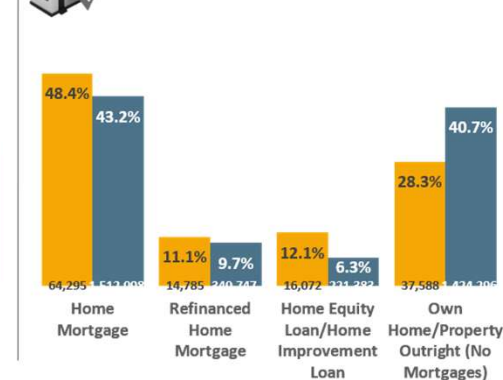
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

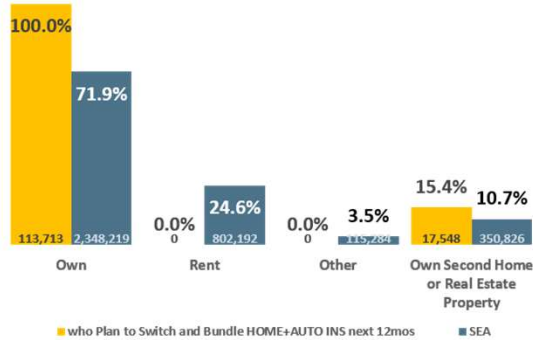




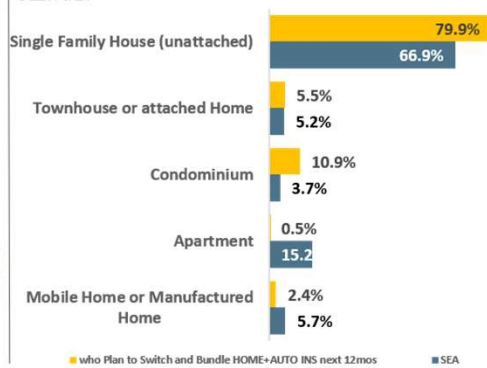
3.5% or 113,713 of SEA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 39.1% more likely to own their home, 1.0% more likely to own a lower valued home, 19.5% more likely to have a single-family home, 46.3% more likely to have a dog.



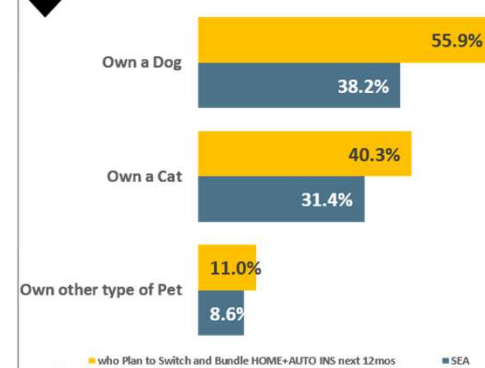
Own/Rent/Other: Adults 35 or older



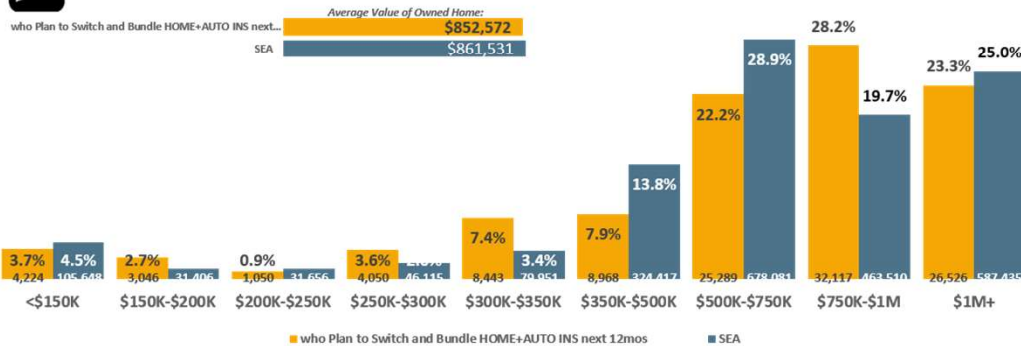
Type of Home: Adults 35 or older



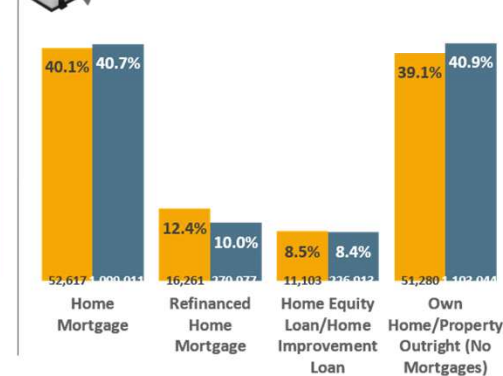
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



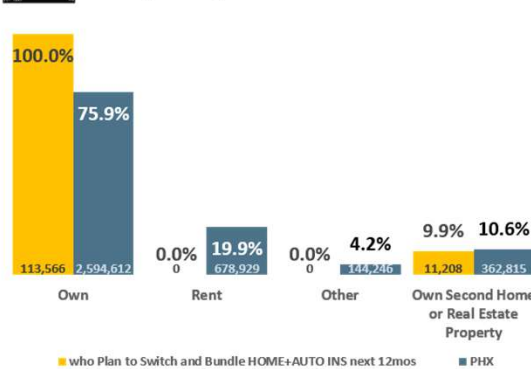
Home Loans: Adults 35 or older



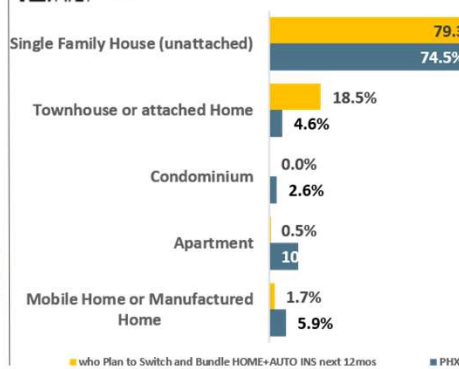


3.3% or 113,566 of PHX DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 31.7% more likely to own their home, 13.5% more likely to own a higher valued home, 6.5% more likely to have a single-family home, 2.6% less likely to have a dog.

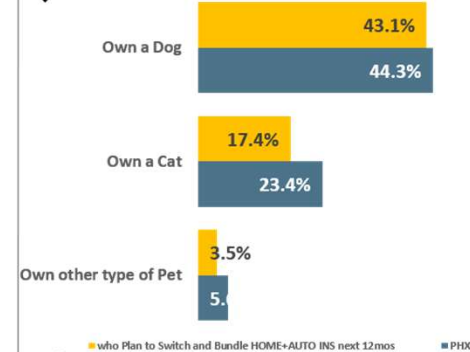
Own/Rent/Other: Adults 35 or older



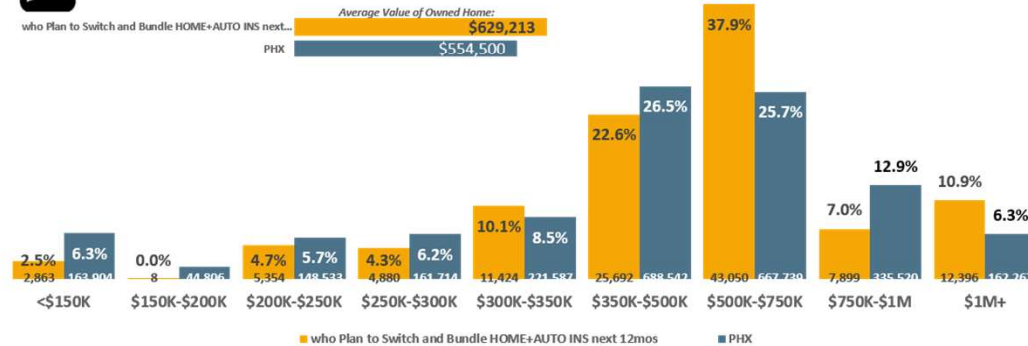
Type of Home: Adults 35 or older



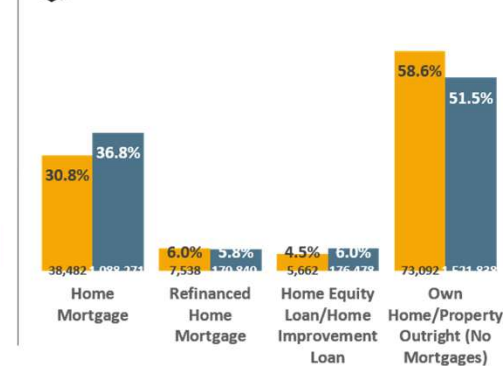
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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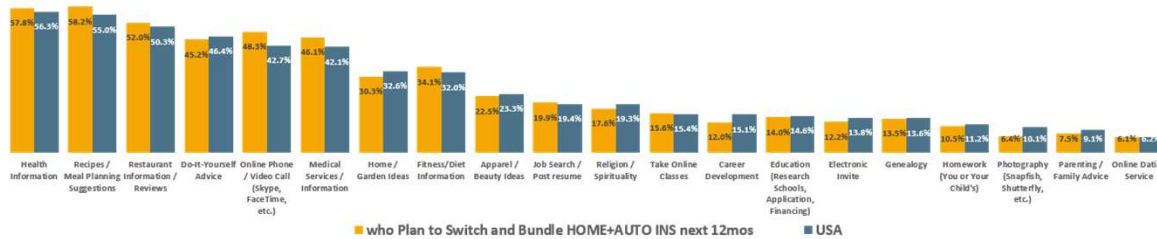
[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



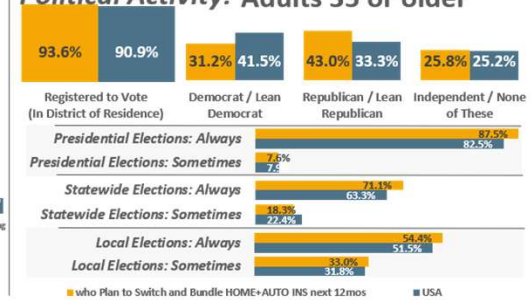
3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 2.7% less likely to look up D-I-Y advice online, 5.6% more likely to always vote in local elections, 35.5% more likely to belong to a gym, 22.% more likely to fly domestic past



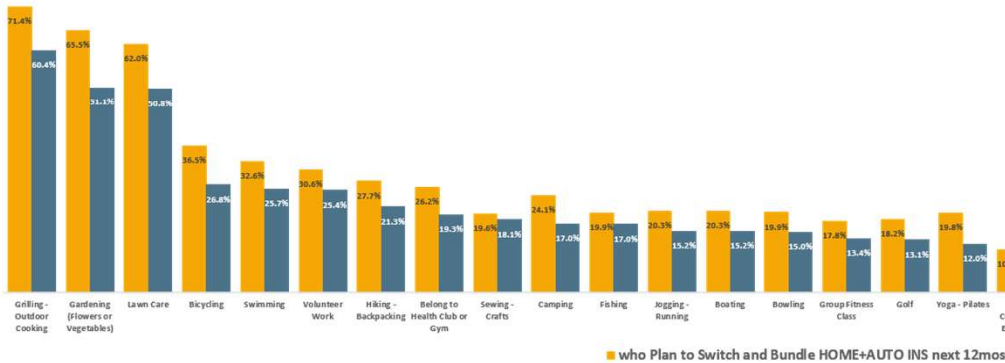
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



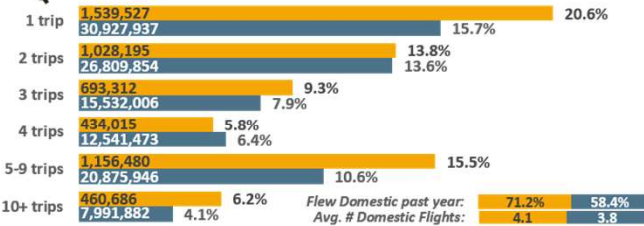
Political Activity: Adults 35 or older



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



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

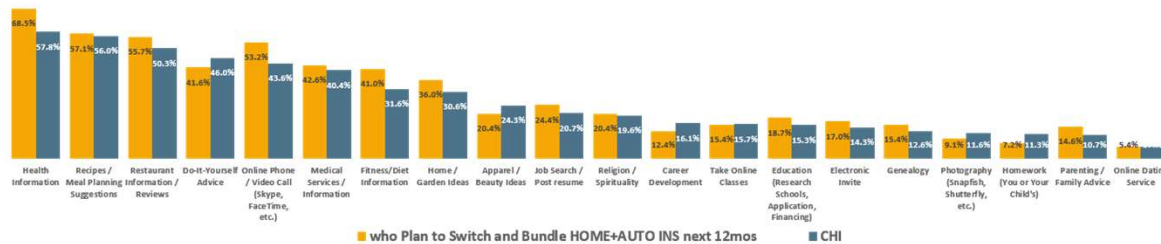




5.1% or 278,800 of CHI DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 9.6% less likely to look up D-I-Y advice online, 4.2% less likely to always vote in local elections, 7.3% less likely to belong to a gym, 28.2% more likely to fly domestic past



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

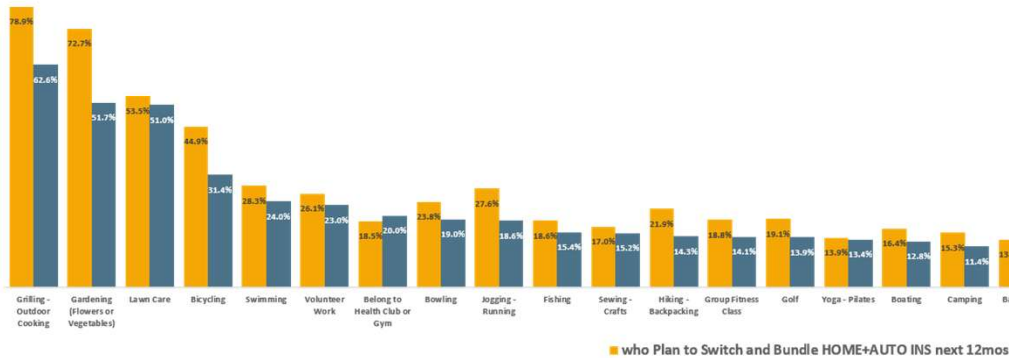


■ who Plan to Switch and Bundle HOME+AUTO INS next 12mos

■ CHI



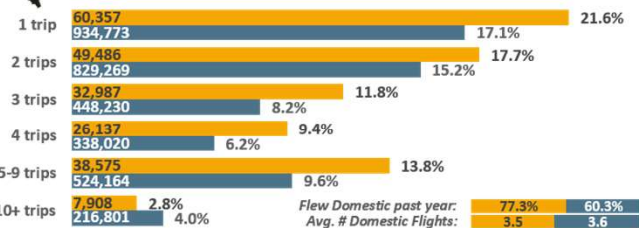
Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



■ who Plan to Switch and Bundle HOME+AUTO INS next 12mos



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



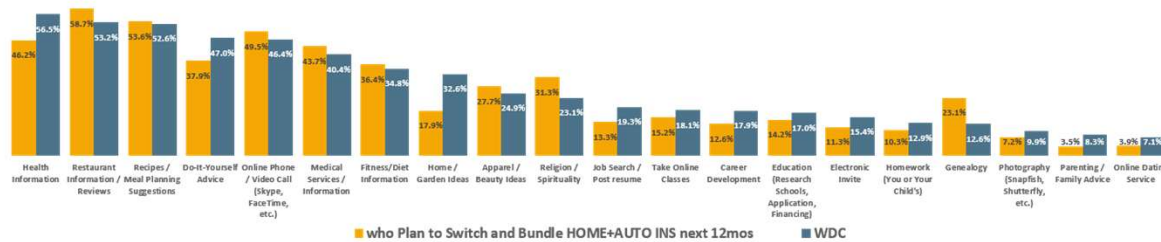
Flew Domestic past year: 77.3% (who Plan to Switch and Bundle HOME+AUTO INS next 12mos) vs 60.3% (CHI)
Avg. # Domestic Flights: 3.5 (who Plan to Switch and Bundle HOME+AUTO INS next 12mos) vs 3.6 (CHI)



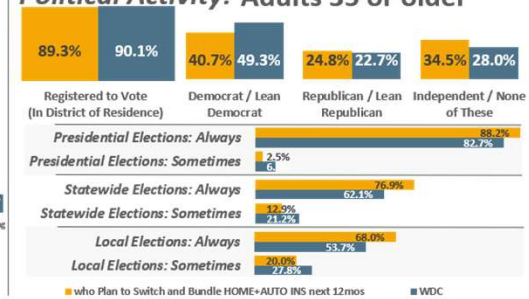
2.9% or 119,188 of WDC DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 19.4% less likely to look up D-I-Y advice online, 26.7% more likely to always vote in local elections, 146.4% more likely to belong to a gym, 18.3% more likely to fly domestic p



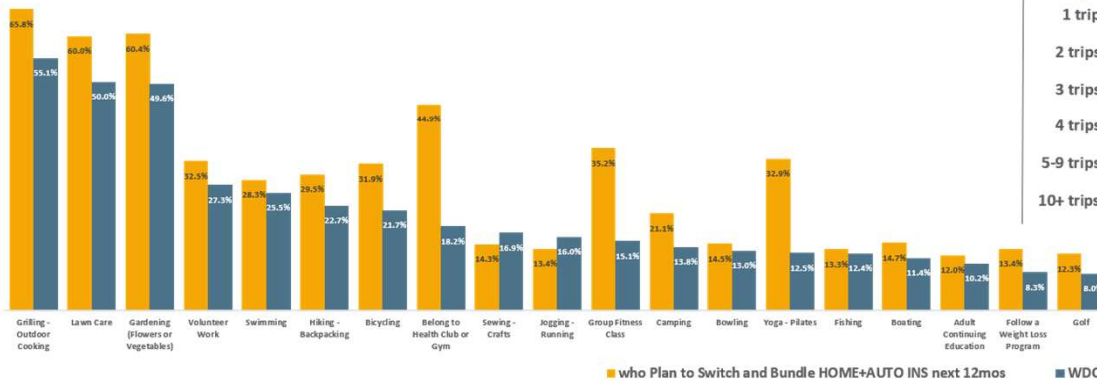
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



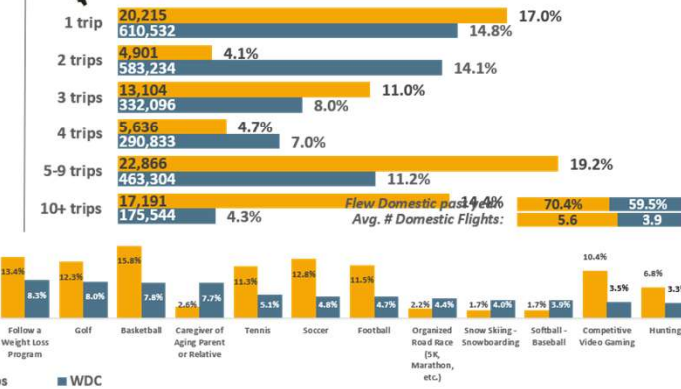
Political Activity: Adults 35 or older



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



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

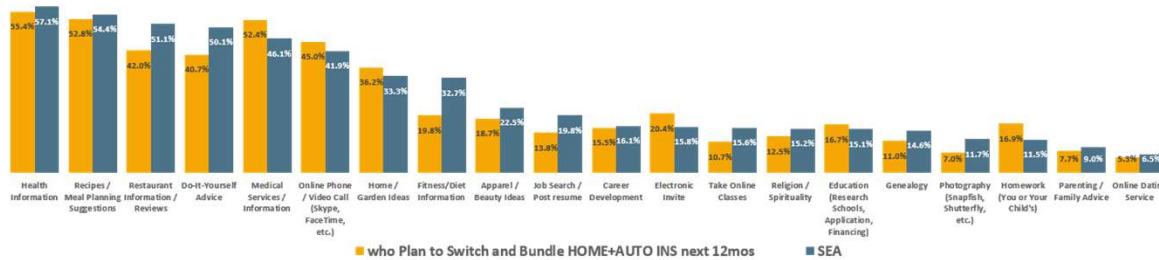




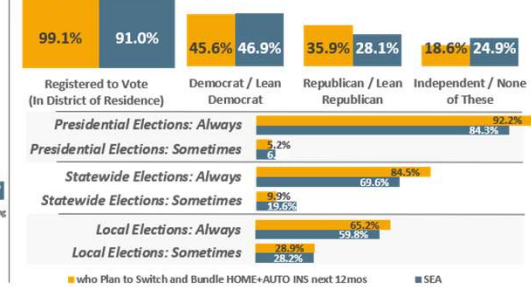
3.5% or 113,713 of SEA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 18.8% less likely to look up D-I-Y advice online, 9.% more likely to always vote in local elections, 3.9% less likely to belong to a gym, 34.2% more likely to fly domestic past



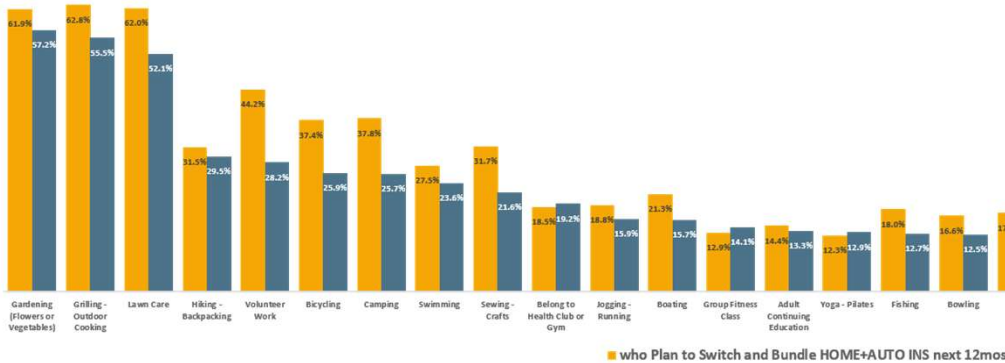
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



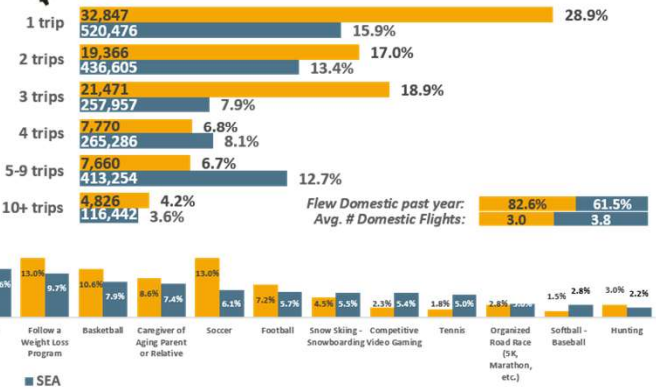
Political Activity: Adults 35 or older



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



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

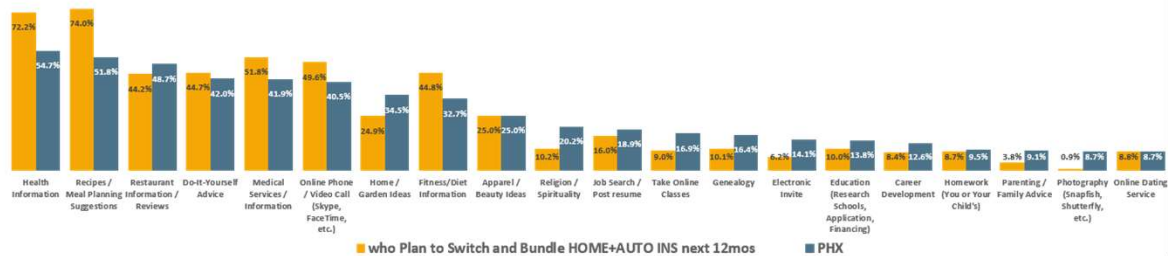




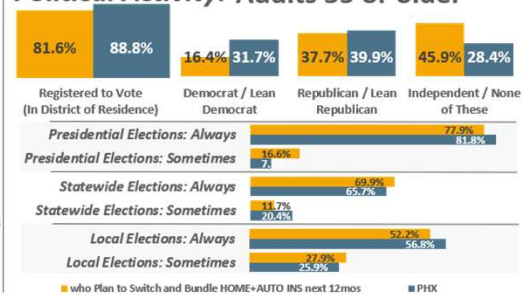
3.3% or 113,566 of PHX DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 6.6% more likely to look up D-I-Y advice online, 8.% less likely to always vote in local elections, 6.5% less likely to belong to a gym, 13.4% more likely to fly domestic past y



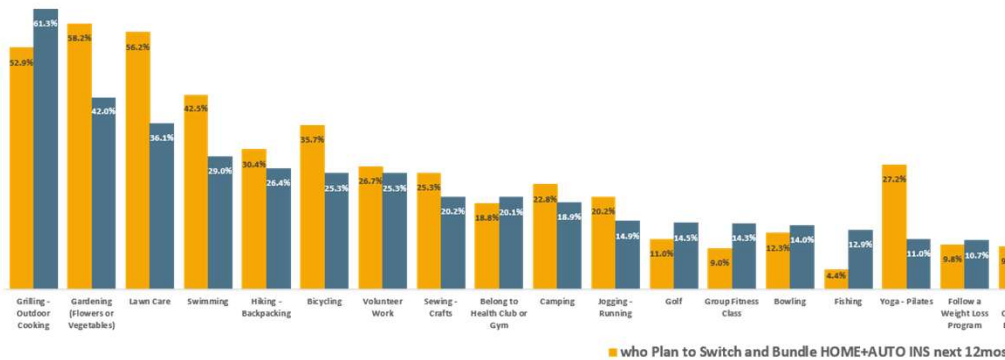
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



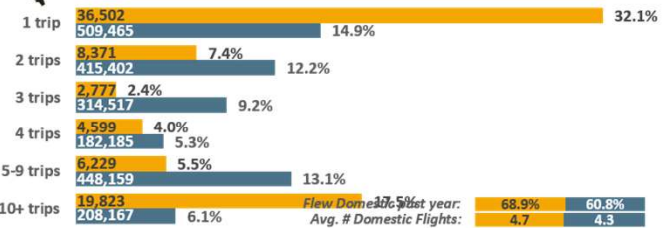
Political Activity: Adults 35 or older



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



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

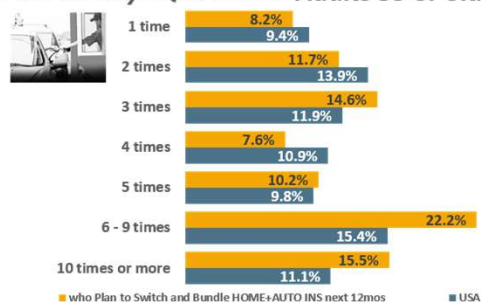


Flew Domestic last year: 68.9% vs 60.8%
Avg. # Domestic Flights: 4.7 vs 4.3

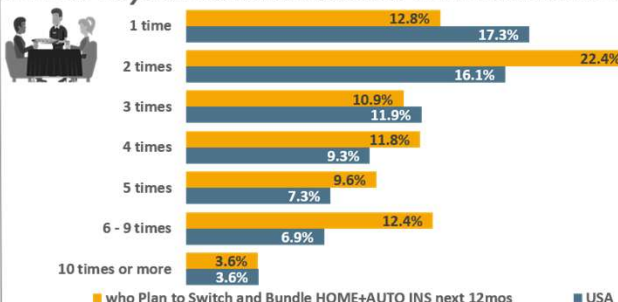


3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 9.2% more likely to use QSRs past mo., 15.6% more likely to use Sit-Down Restaurants past mo., 1.3% more likely to use Casinos past yr., 16.9% less likely to smoke cigarettes.

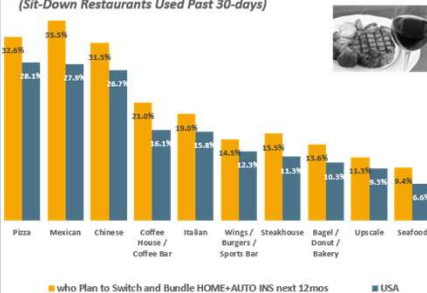
Past 30-days QSR Users: Adults 35 or older



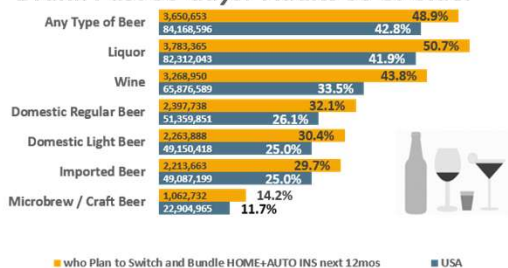
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



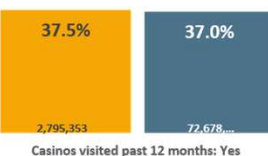
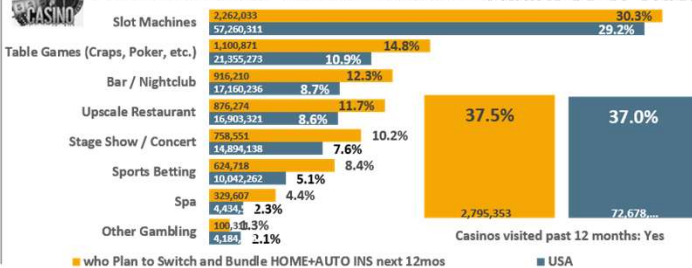
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



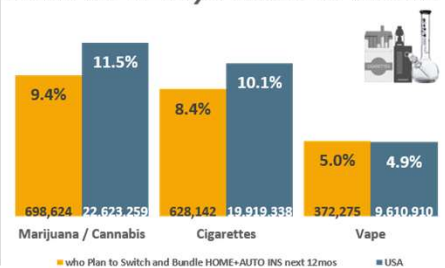
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



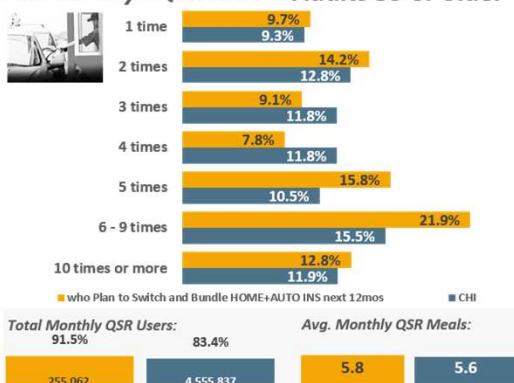
Used Past 30-days: Adults 35 or older



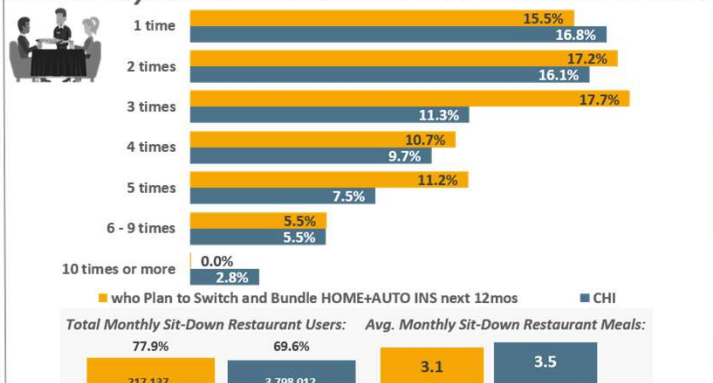


5.1% or 278,800 of CHI DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 9.6% more likely to use QSRs past mo., 12.% more likely to use Sit-Down Restaurants past mo., 9.1% less likely to use Casinos past yr., 21.7% less likely to smoke cigarettes.

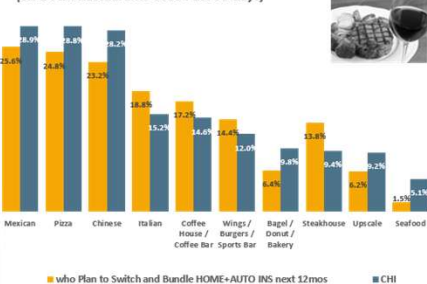
Past 30-days QSR Users: Adults 35 or older



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

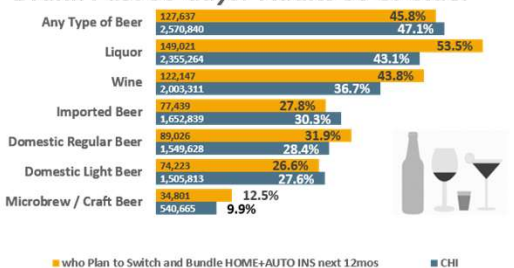


Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

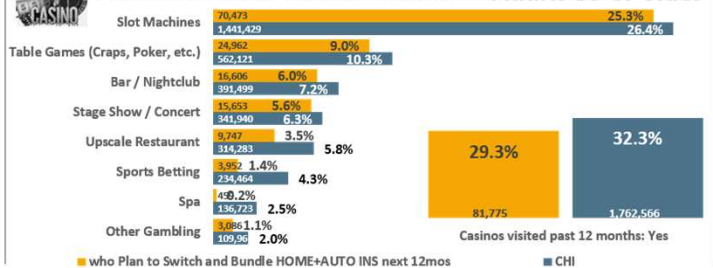


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Switch and Bundle HOME+AUTO INS next 12mos: 47,225 (16.9%)
CHI: 888,823 (16.3%)

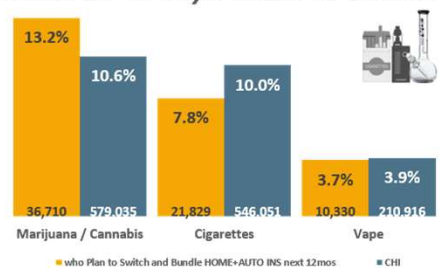
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



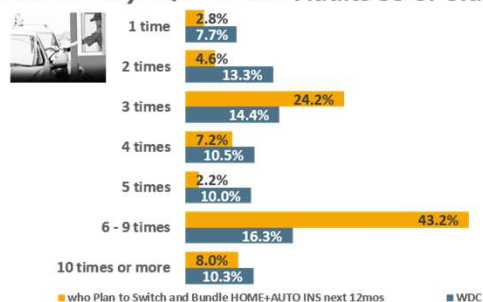
Used Past 30-days: Adults 35 or older





2.9% or 119,188 of WDC DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 11.5% more likely to use QSRs past mo., 26.9% more likely to use Sit-Down Restaurants past mo., 22.5% more likely to use Casinos past yr., 26.5% less likely to smoke cigarettes.

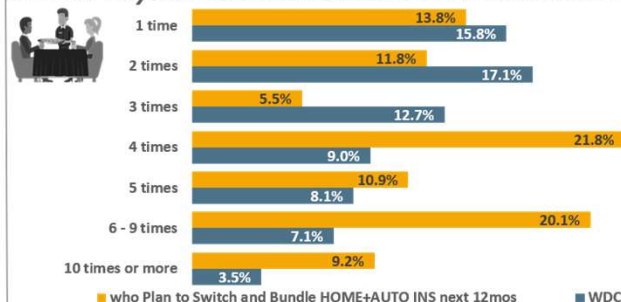
Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 92.2%
Avg. Monthly QSR Meals: 6.2

who Plan to Switch and Bundle HOME+AUTO INS next 12mos: 109,877
WDC: 3,412,616

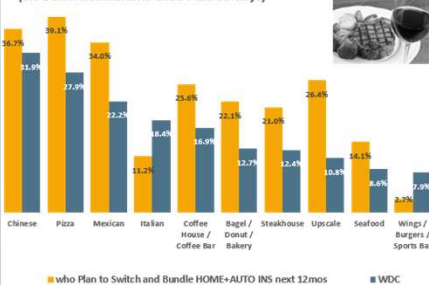
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 93.1%
Avg. Monthly Sit-Down Restaurant Meals: 5.2

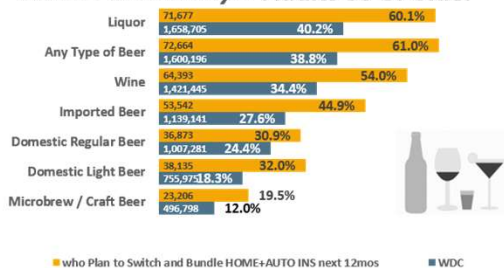
who Plan to Switch and Bundle HOME+AUTO INS next 12mos: 110,990
WDC: 3,028,720

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

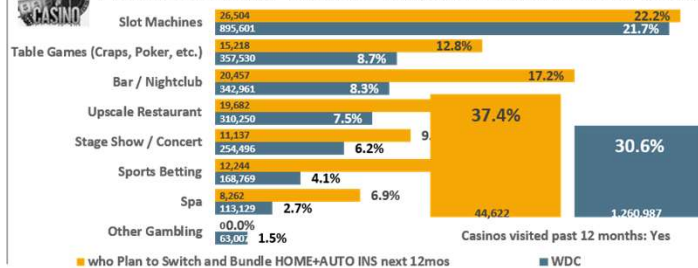


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Switch and Bundle HOME+AUTO INS next 12mos: 16,140
WDC: 880,640

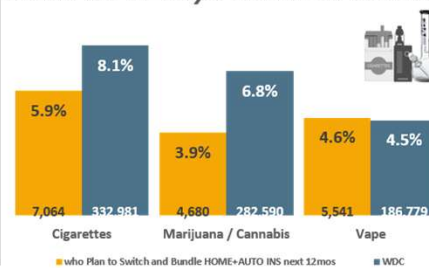
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



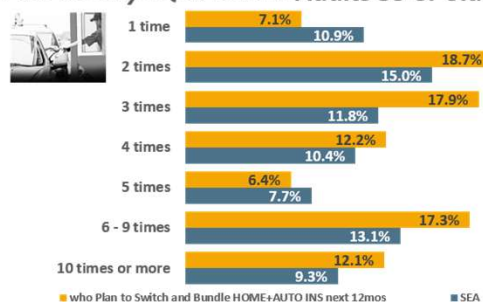
Used Past 30-days: Adults 35 or older



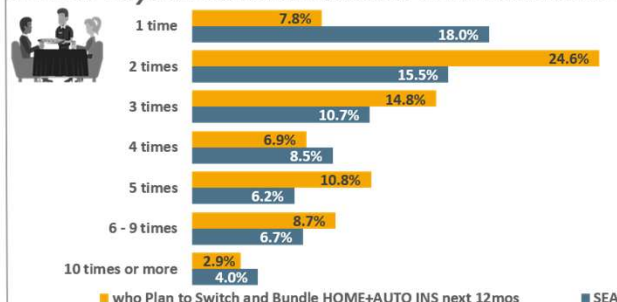


3.5% or 113,713 of SEA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 17.4% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 3.1% less likely to use Casinos past yr., 44.1% less likely to smoke cigarettes.

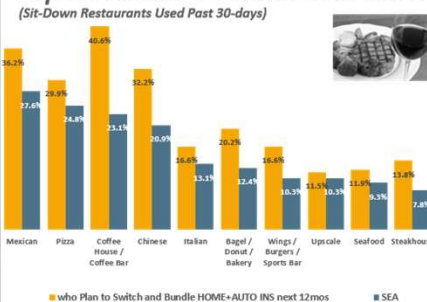
Past 30-days QSR Users: Adults 35 or older



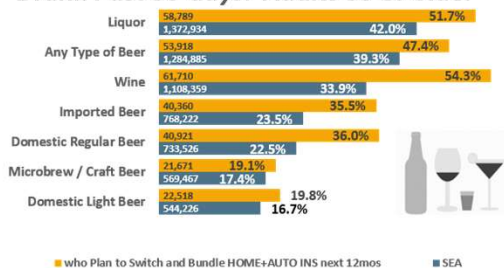
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



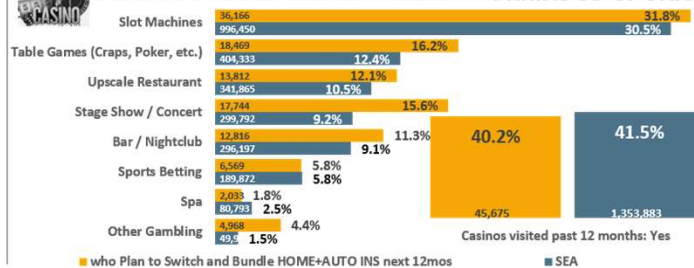
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



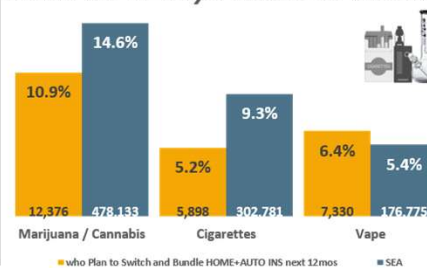
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



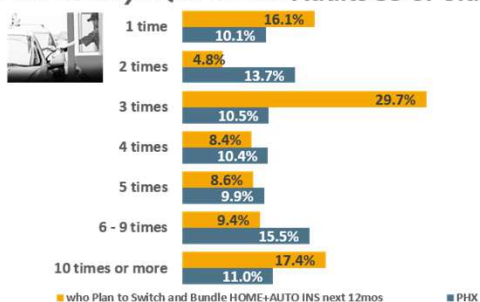
Used Past 30-days: Adults 35 or older



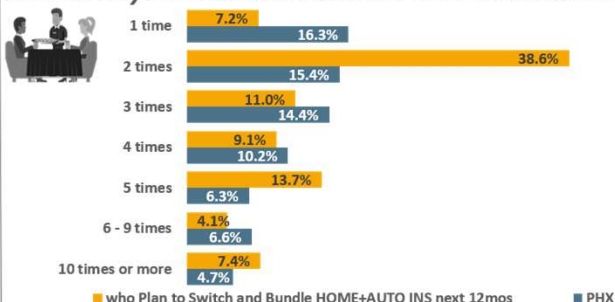


3.3% or 113,566 of PHX DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 16.4% more likely to use QSRs past mo., 23.2% more likely to use Sit-Down Restaurants past mo., 20.5% less likely to use Casinos past yr., 42.2% less likely to smoke cigarettes.

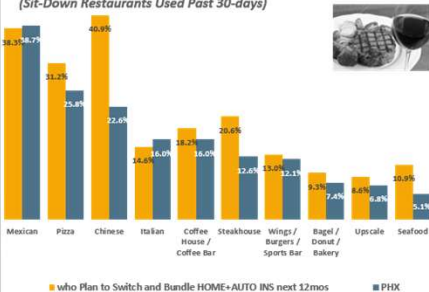
Past 30-days QSR Users: Adults 35 or older



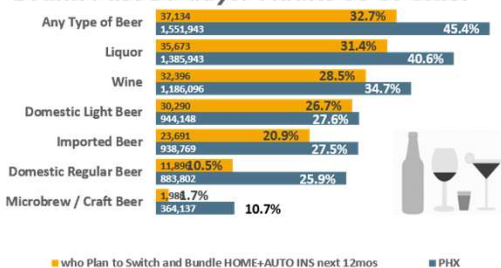
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



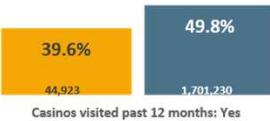
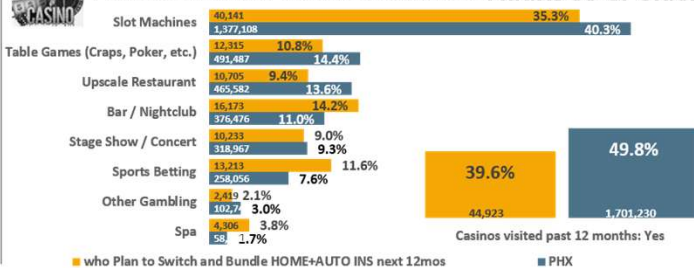
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



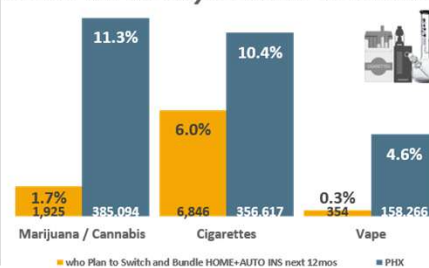
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

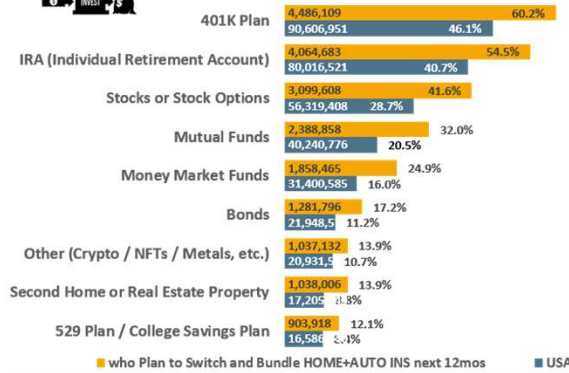




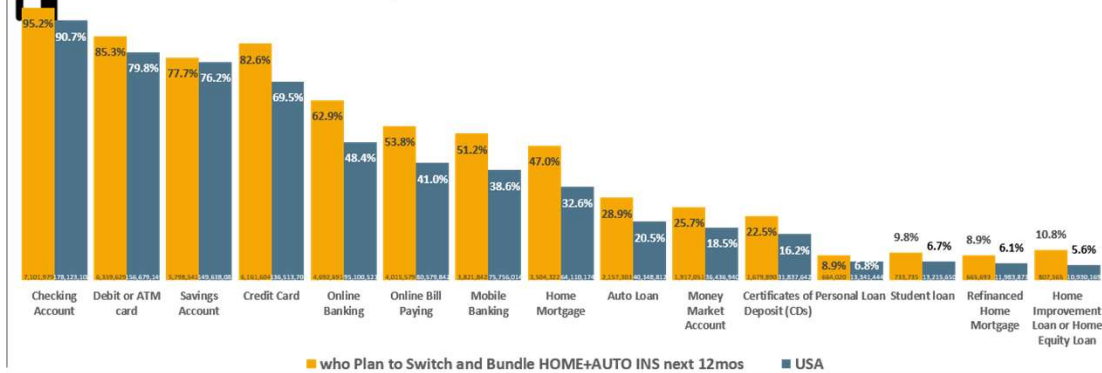
3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 30.4% more likely to have a 401K, 40.8% more likely to have an Auto Loan, 65.% more likely to Invest/Trade Stocks Online, 9.6% more likely to pay with their Debit Card.



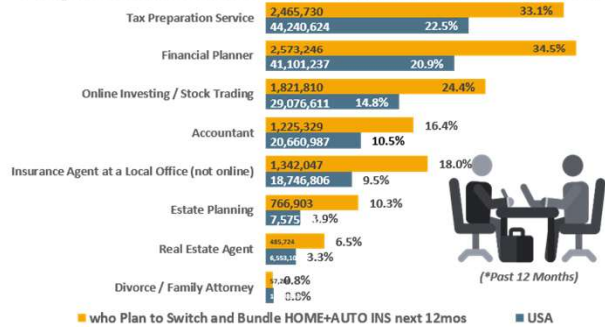
Investments Owned: Adults 35 or older



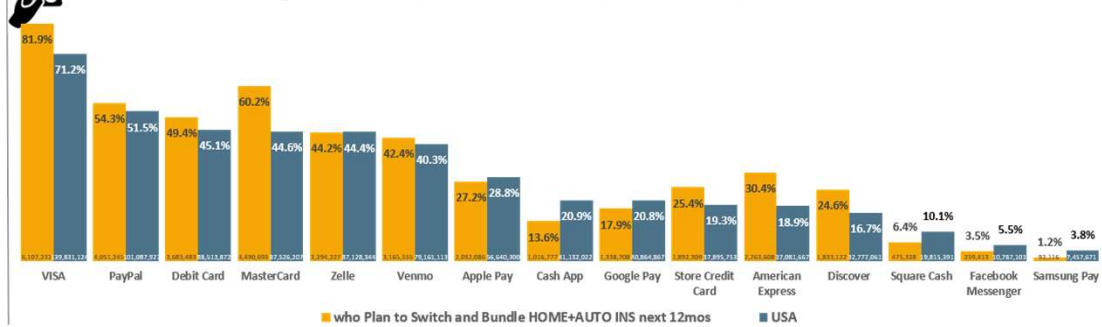
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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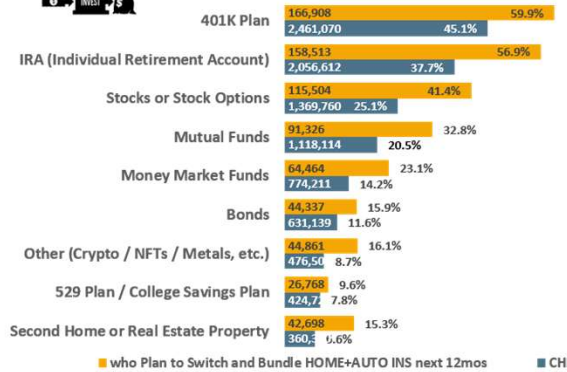
[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



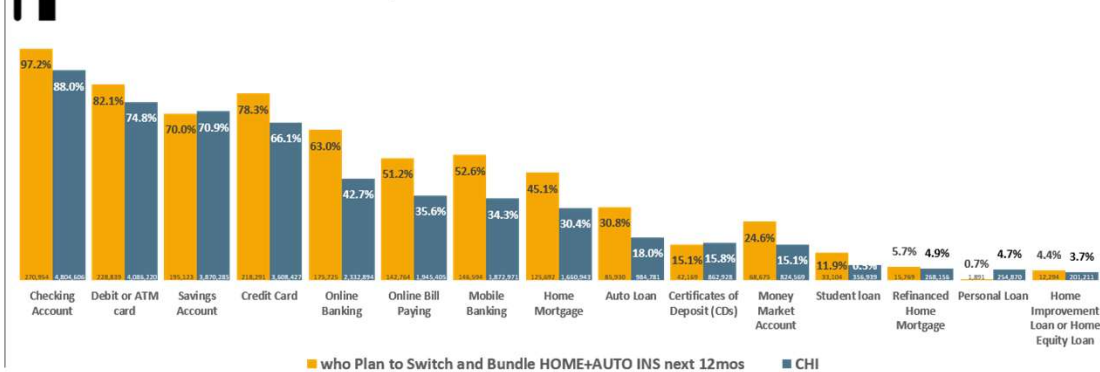
5.1% or 278,800 of CHI DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 32.8% more likely to have a 401K, 70.9% more likely to have an Auto Loan, 131.2% more likely to Invest/Trade Stocks Online, 4.9% less likely to pay with their Debit Card.



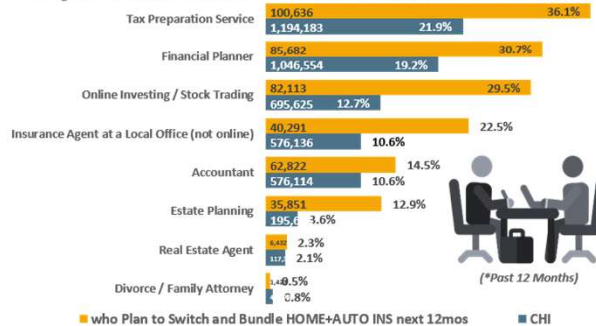
Investments Owned: Adults 35 or older



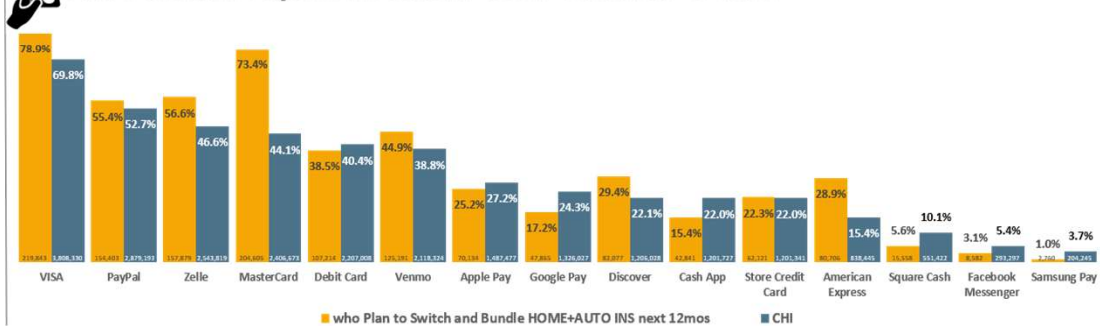
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

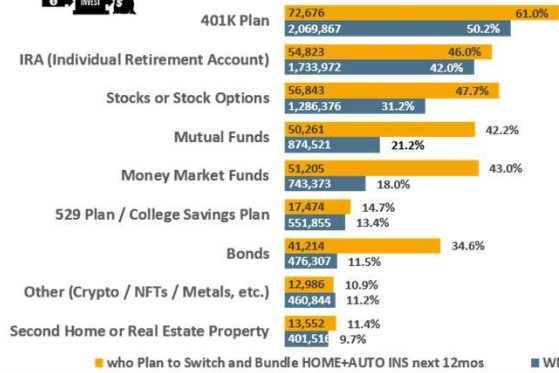




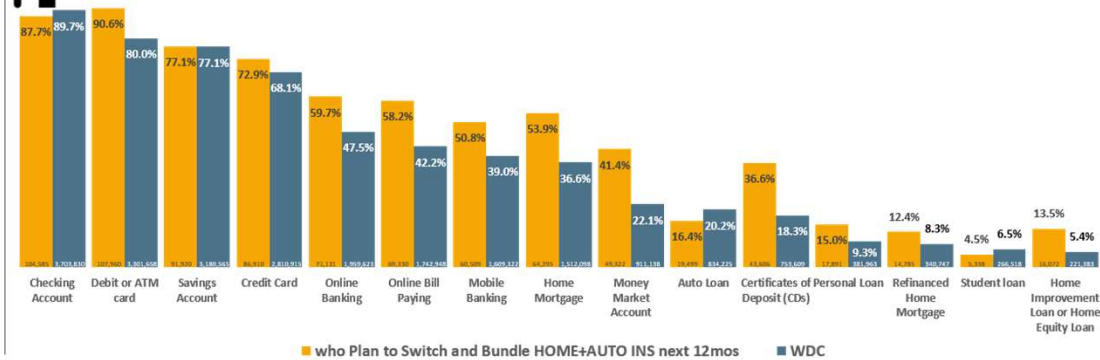
2.9% or 119,188 of WDC DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 21.6% more likely to have a 401K, 19.1% less likely to have an Auto Loan, 23.9% more likely to Invest/Trade Stocks Online, 2.9% more likely to pay with their Debit Card.



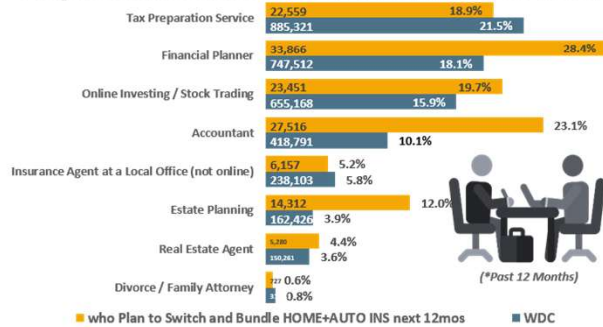
Investments Owned: Adults 35 or older



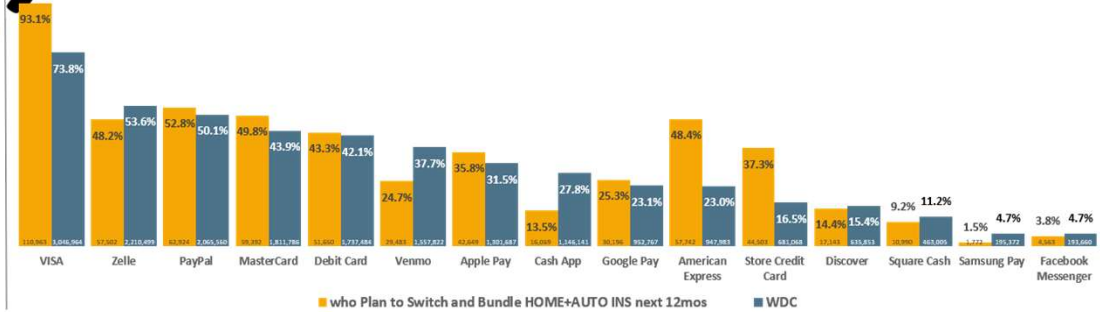
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

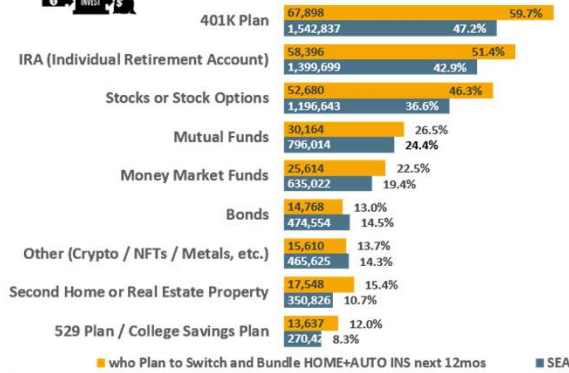




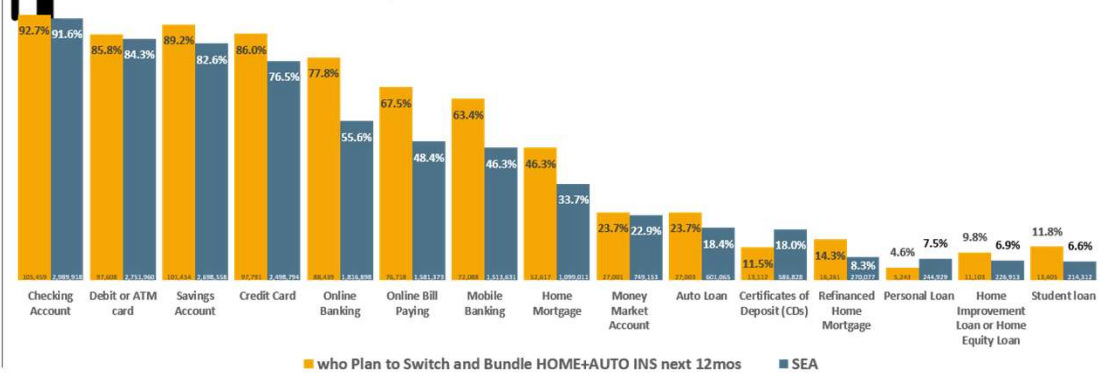
3.5% or 113,713 of SEA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 26.4% more likely to have a 401K, 29.% more likely to have an Auto Loan, 7.3% more likely to Invest/Trade Stocks Online, 5.% more likely to pay with their Debit Card.



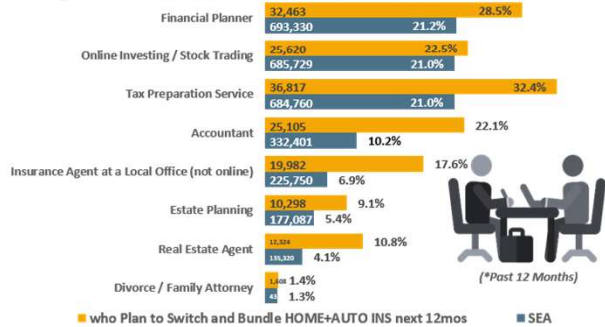
Investments Owned: Adults 35 or older



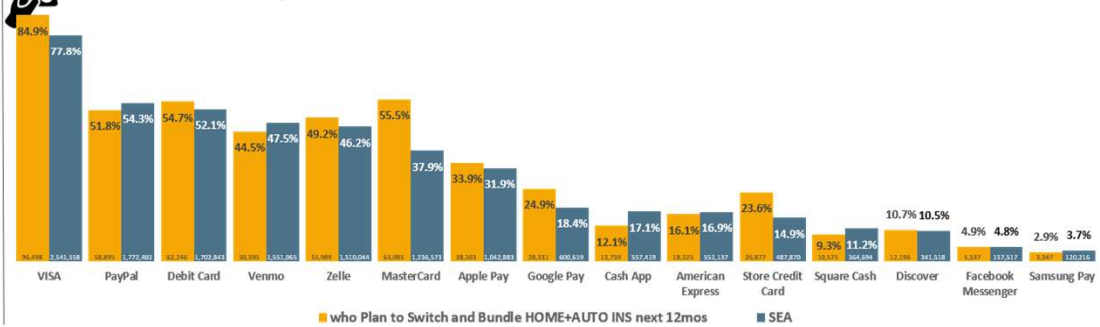
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

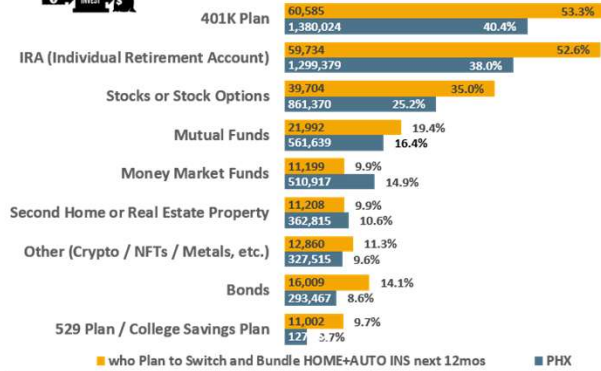




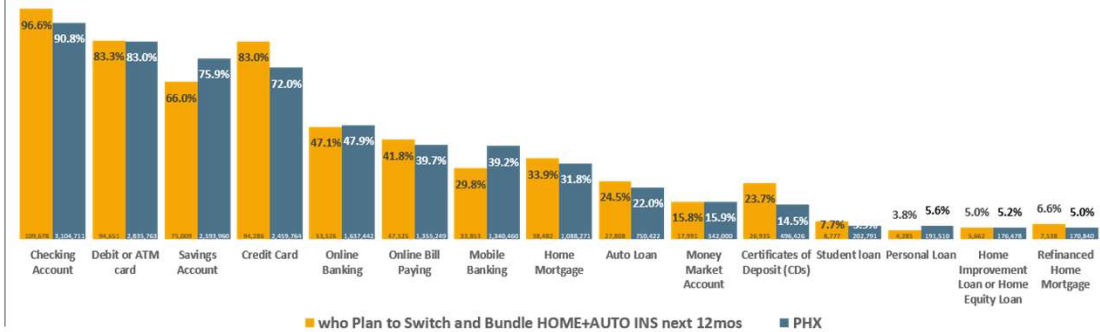
3.3% or 113,566 of PHX DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 32.1% more likely to have a 401K, 11.5% more likely to have an Auto Loan, 57.% more likely to Invest/Trade Stocks Online, 19.7% more likely to pay with their Debit Card.



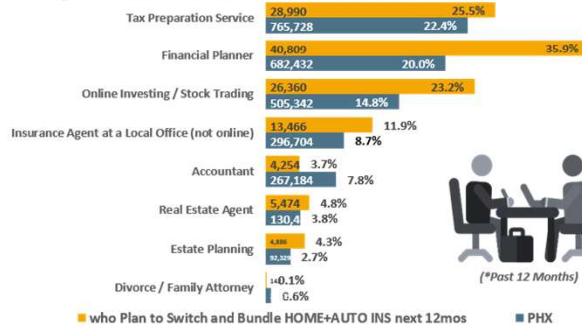
Investments Owned: Adults 35 or older



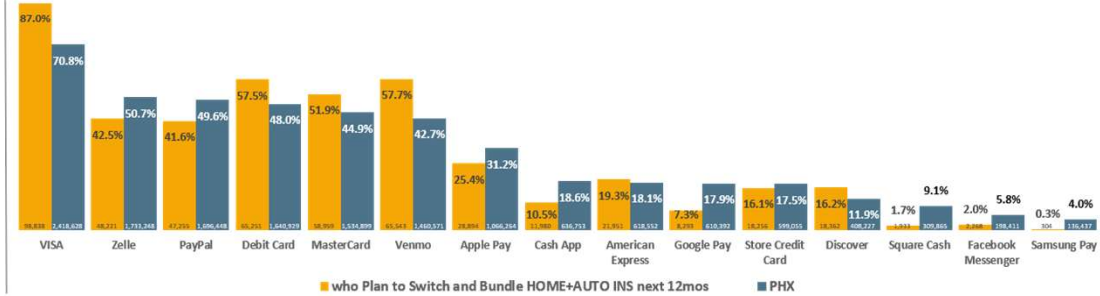
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

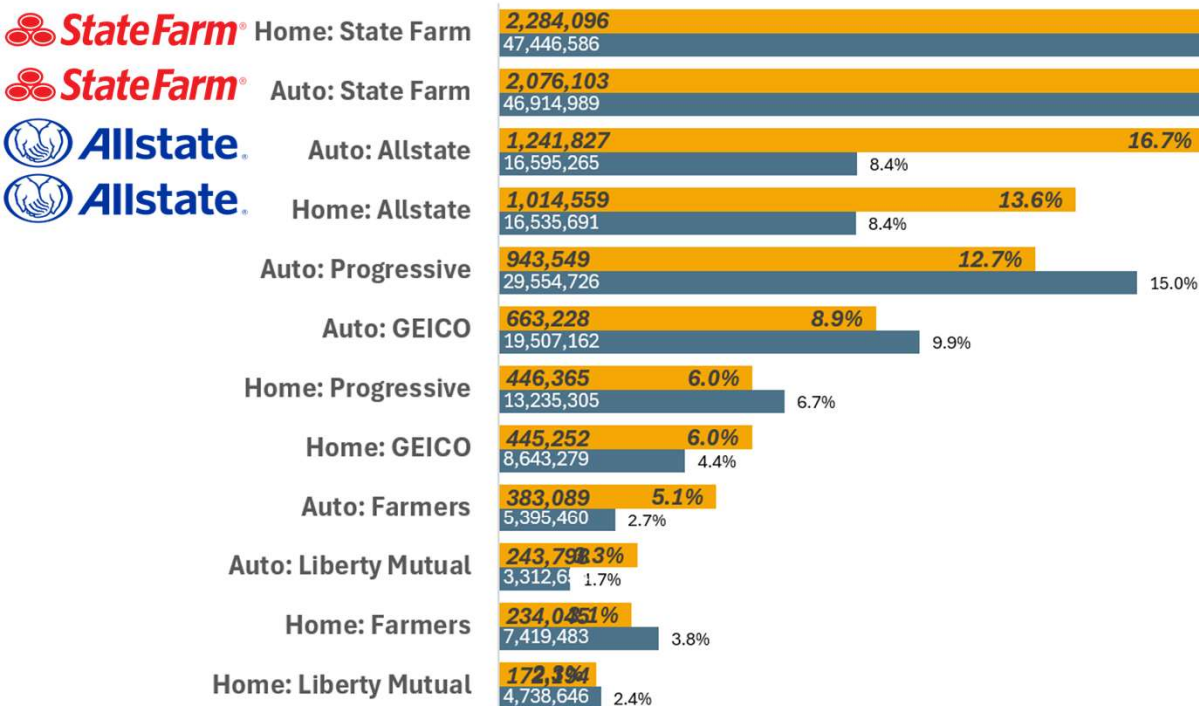


(*Past 12 Months)



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ USA (Current Home and/or Auto Insurers Using)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 660
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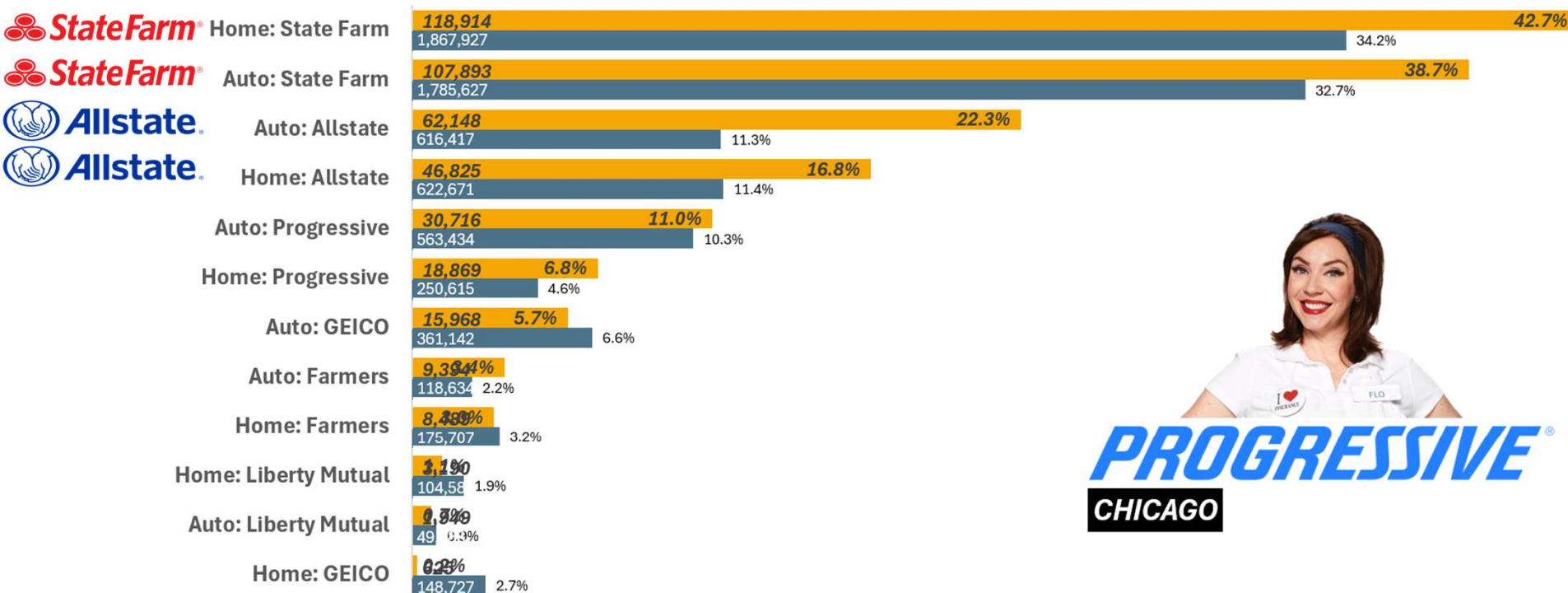
soefa.ai Share of Everything
for Anything ®

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ CHICAGO (Current Home and/or Auto Insurers Using)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 126
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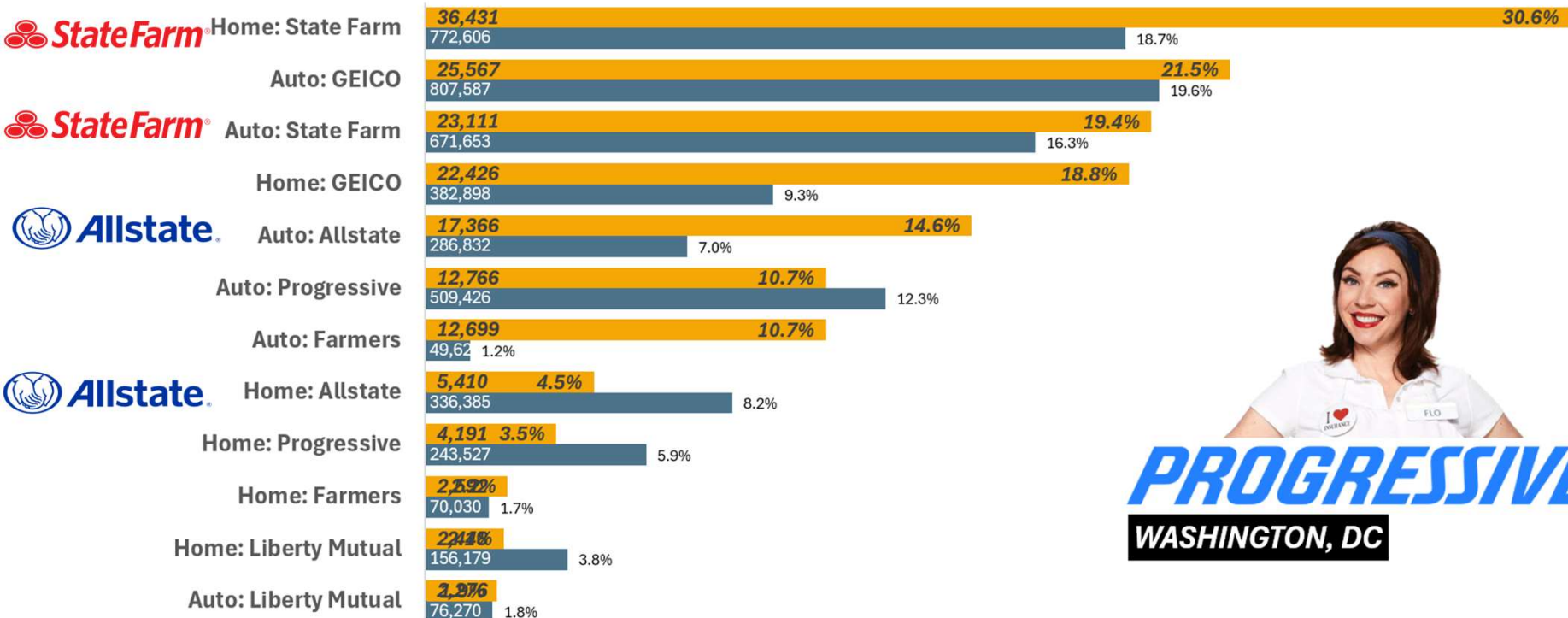
soefa.ai Share of Everything
for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ WASHINGTON, DC (Current Home and/or Auto Insurers Using)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 131

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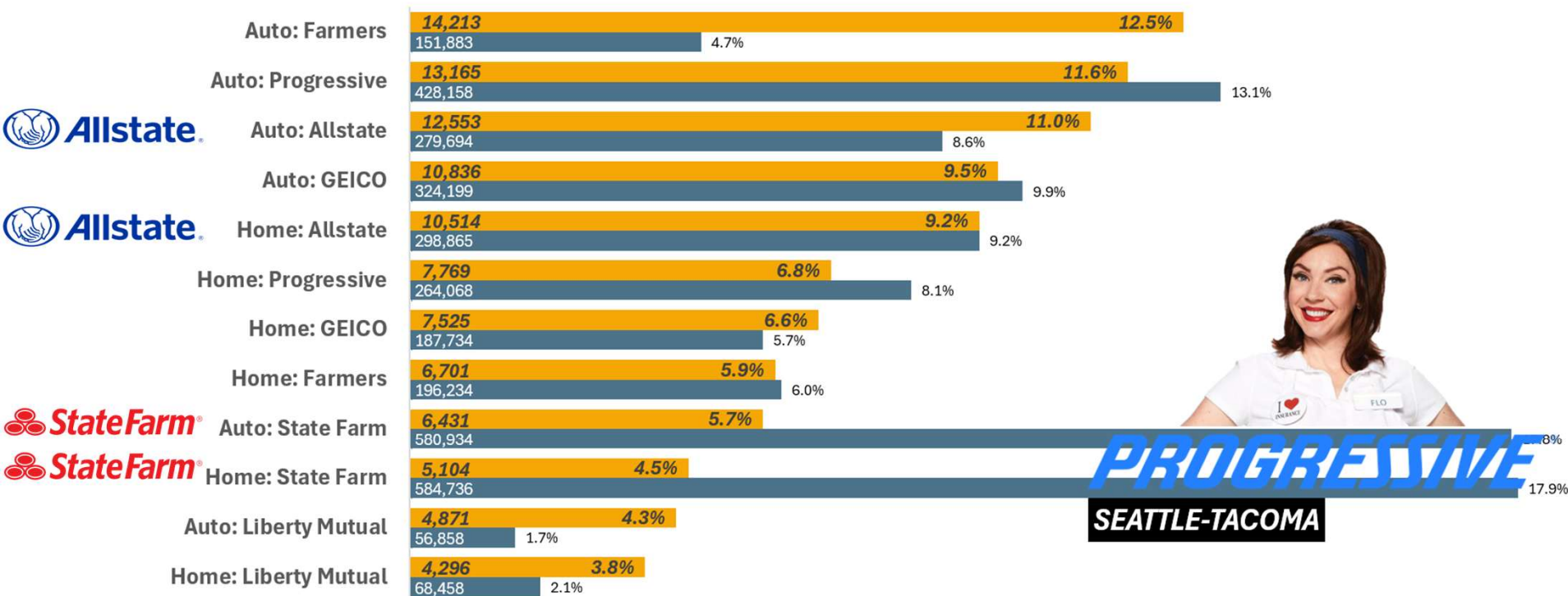
soefa.ai Share of Everything for Anything ®

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ SEATTLE-TACOMA (Current Home and/or Auto Insurers Using)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 111

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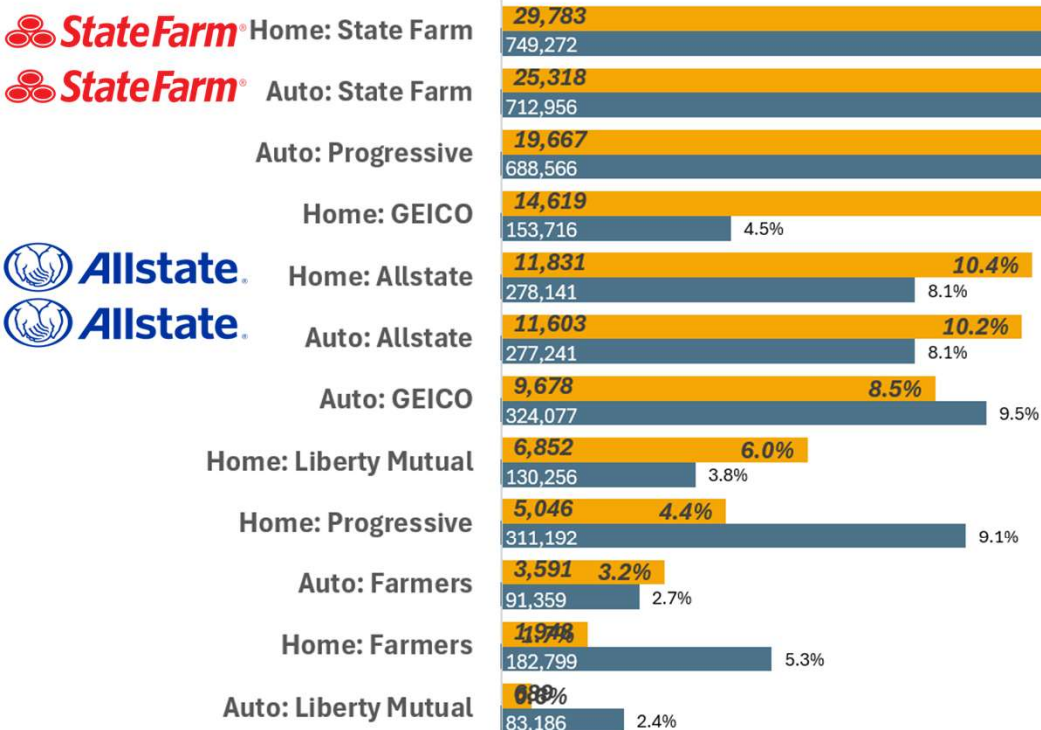
soefa.ai Share of Everything
for Anything ®

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ PHOENIX (Current Home and/or Auto Insurers Using)

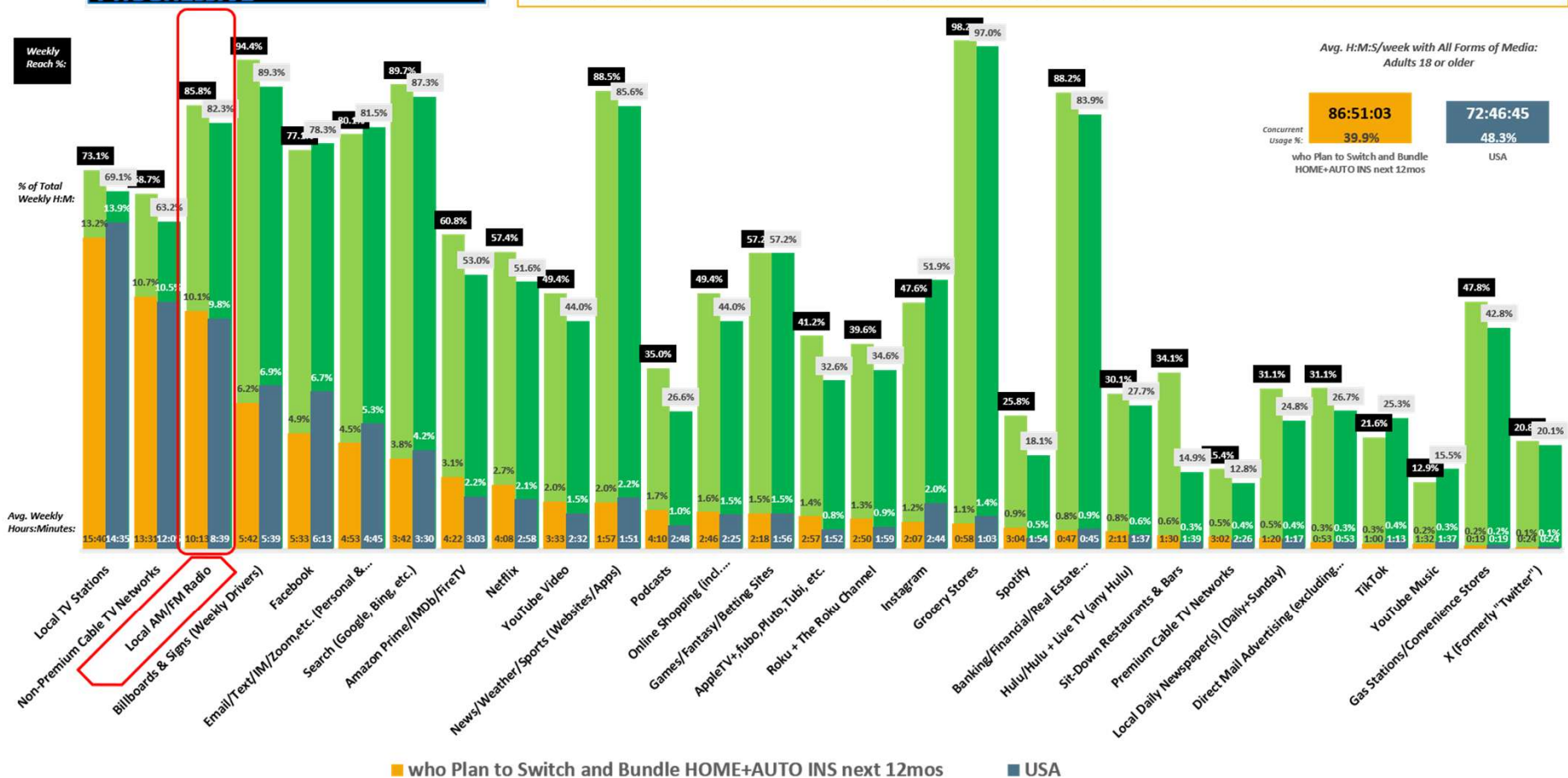
PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 63
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soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

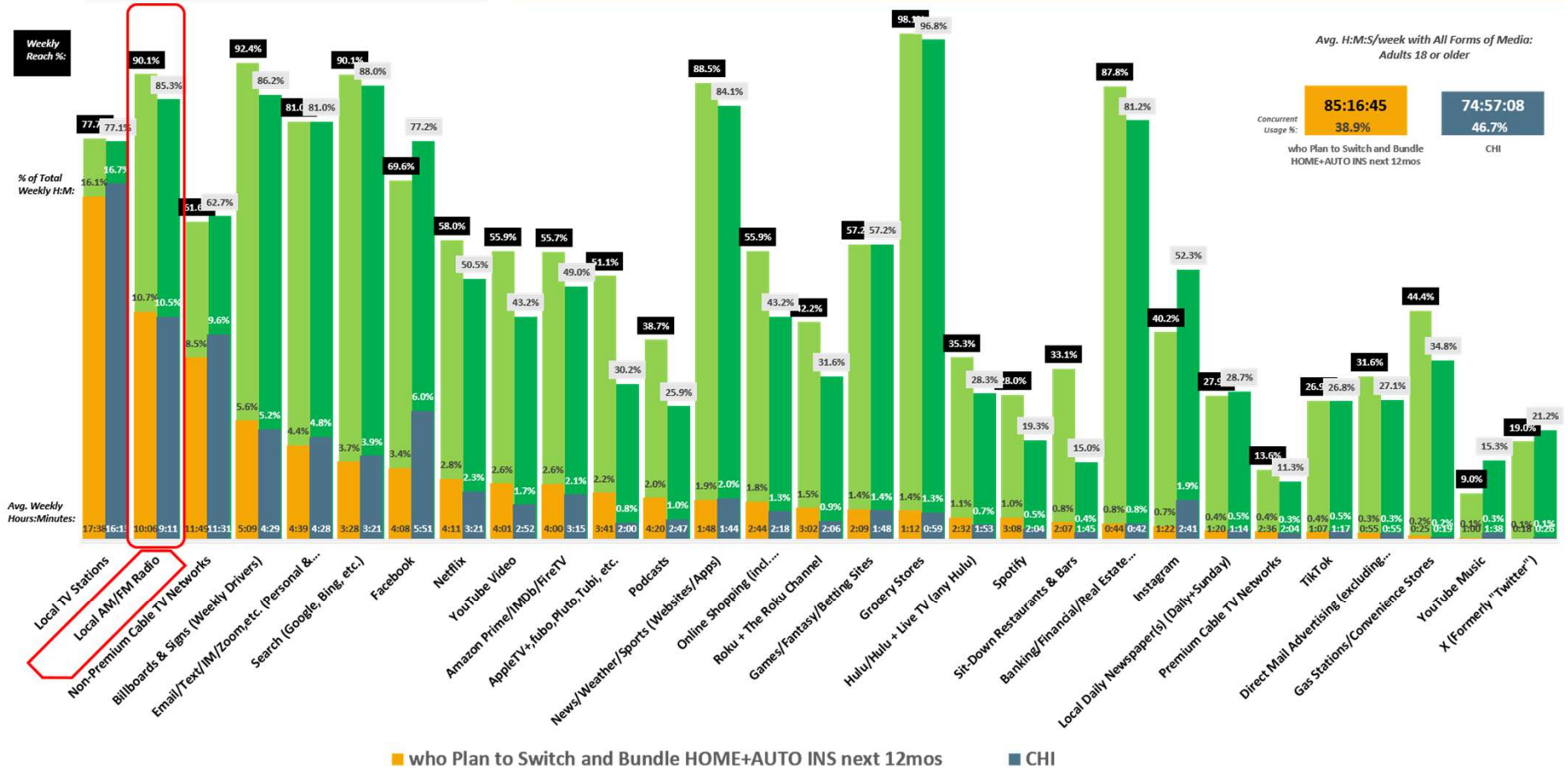


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 14 hours, 51 minutes and 3 seconds each week with All Forms of Media.
85.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 10 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.





Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 13 hours, 16 minutes and 45 seconds each week with All Forms of Media.
 90.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 10 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



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

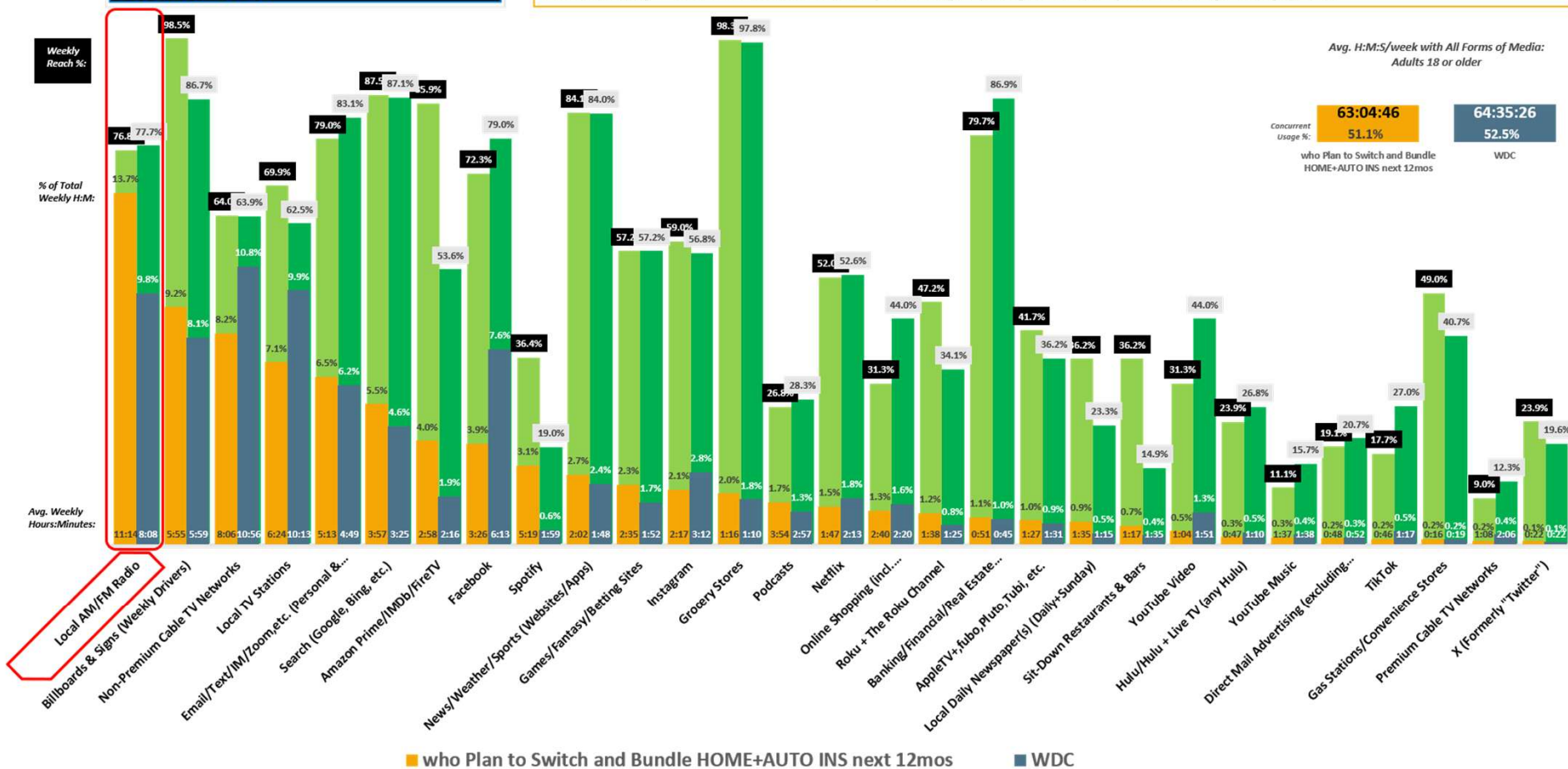
Concurrent Usage %:

85:16:45 38.9% who Plan to Switch and Bundle HOME+AUTO INS next 12mos

74:57:08 46.7% CHI

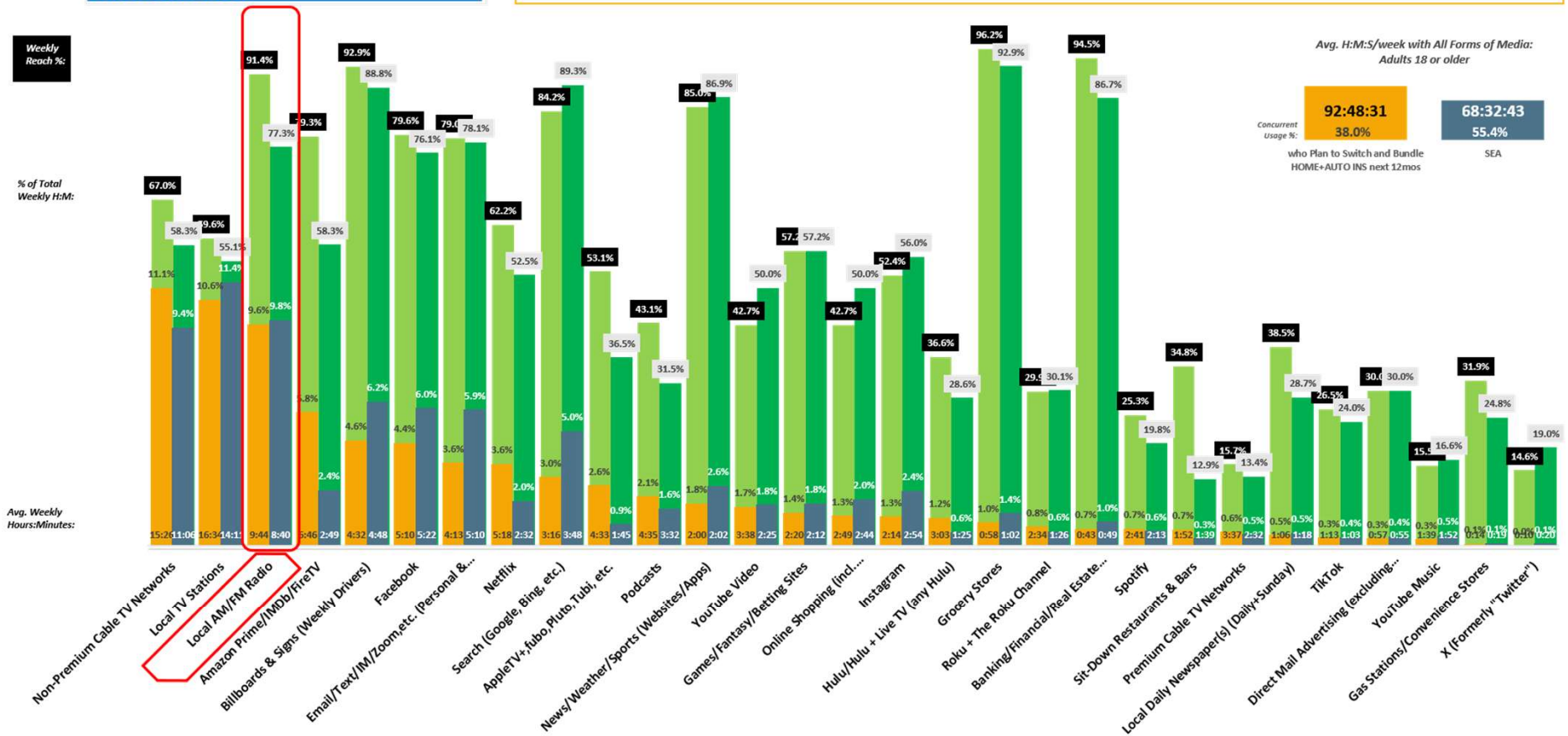


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 15 hours, 4 minutes and 46 seconds each week with All Forms of Media.
76.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 11 hours and 14 minutes each week listening to All Local AM/FM Radio, representing 13.7% of total time spent with all forms of Media.





Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 20 hours, 48 minutes and 31 seconds each week with All Forms of Media.
 91.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 9 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



■ who Plan to Switch and Bundle HOME+AUTO INS next 12mos ■ SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

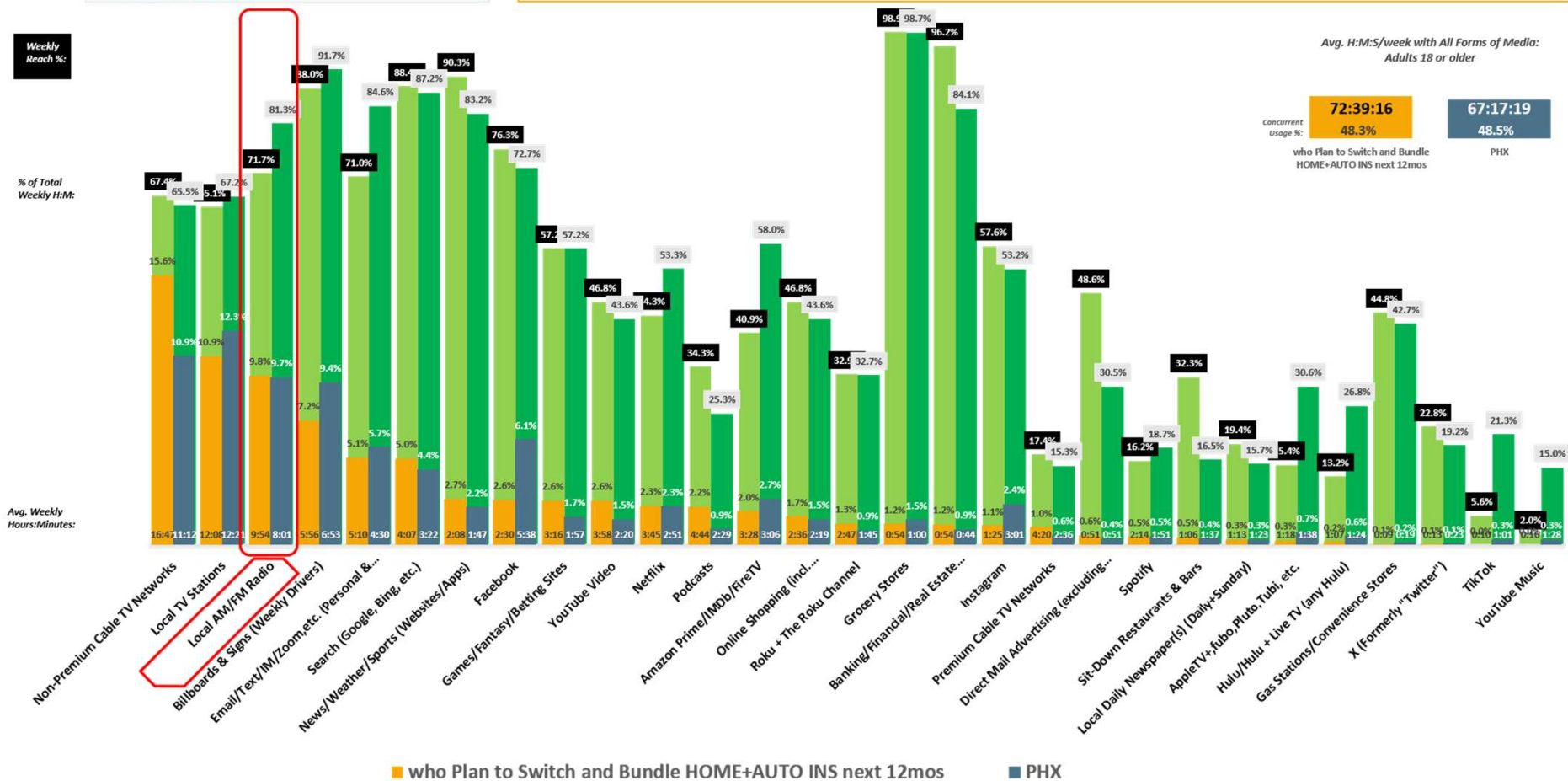


Share of Everything for Anything.

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 0 hours, 39 minutes and 16 seconds each week with All Forms of Media.
 71.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 9 hours and 54 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

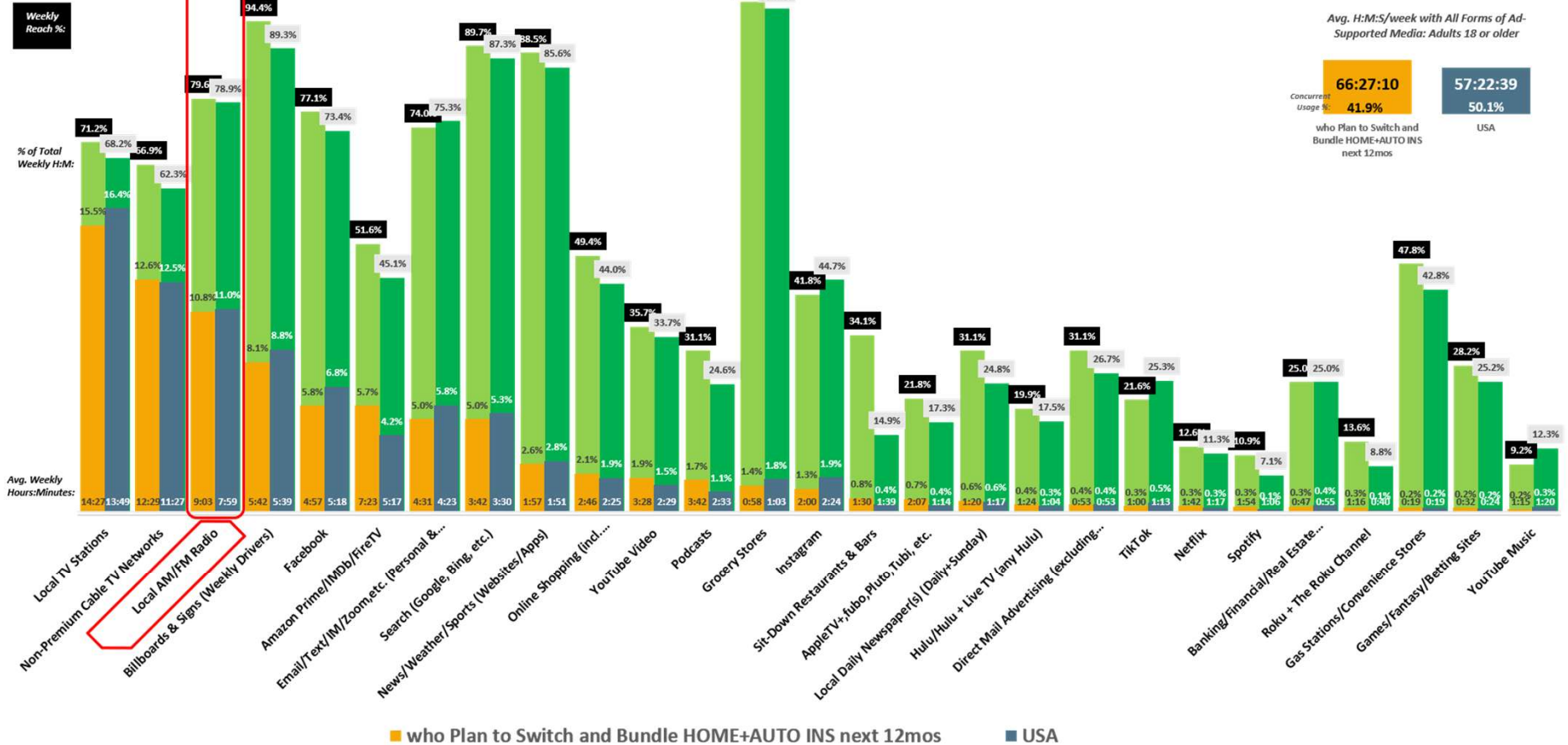


Share of Everything for Anything.

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

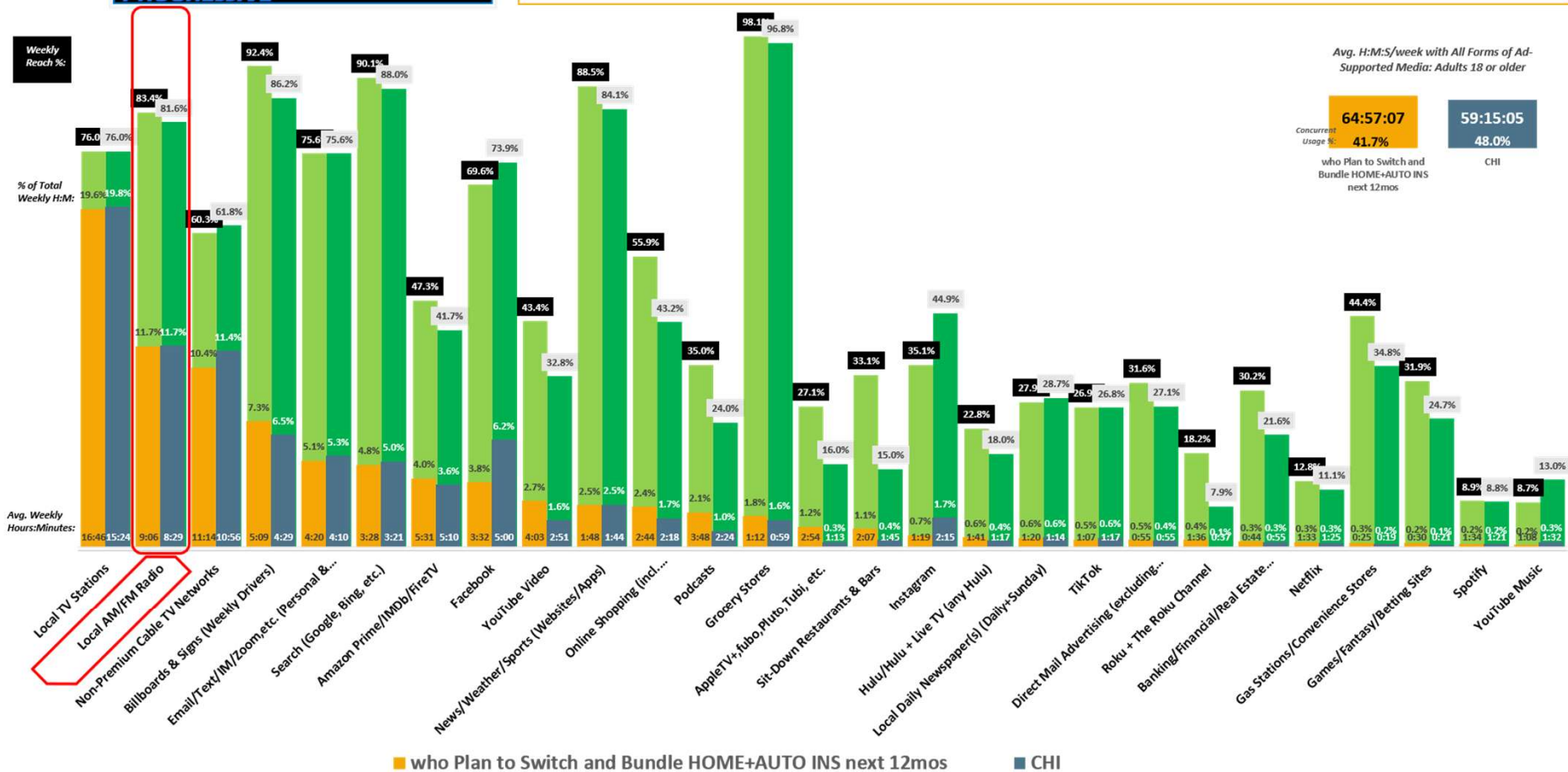


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 18 hours, 27 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
79.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 9 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 16 hours, 57 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
83.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 9 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



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

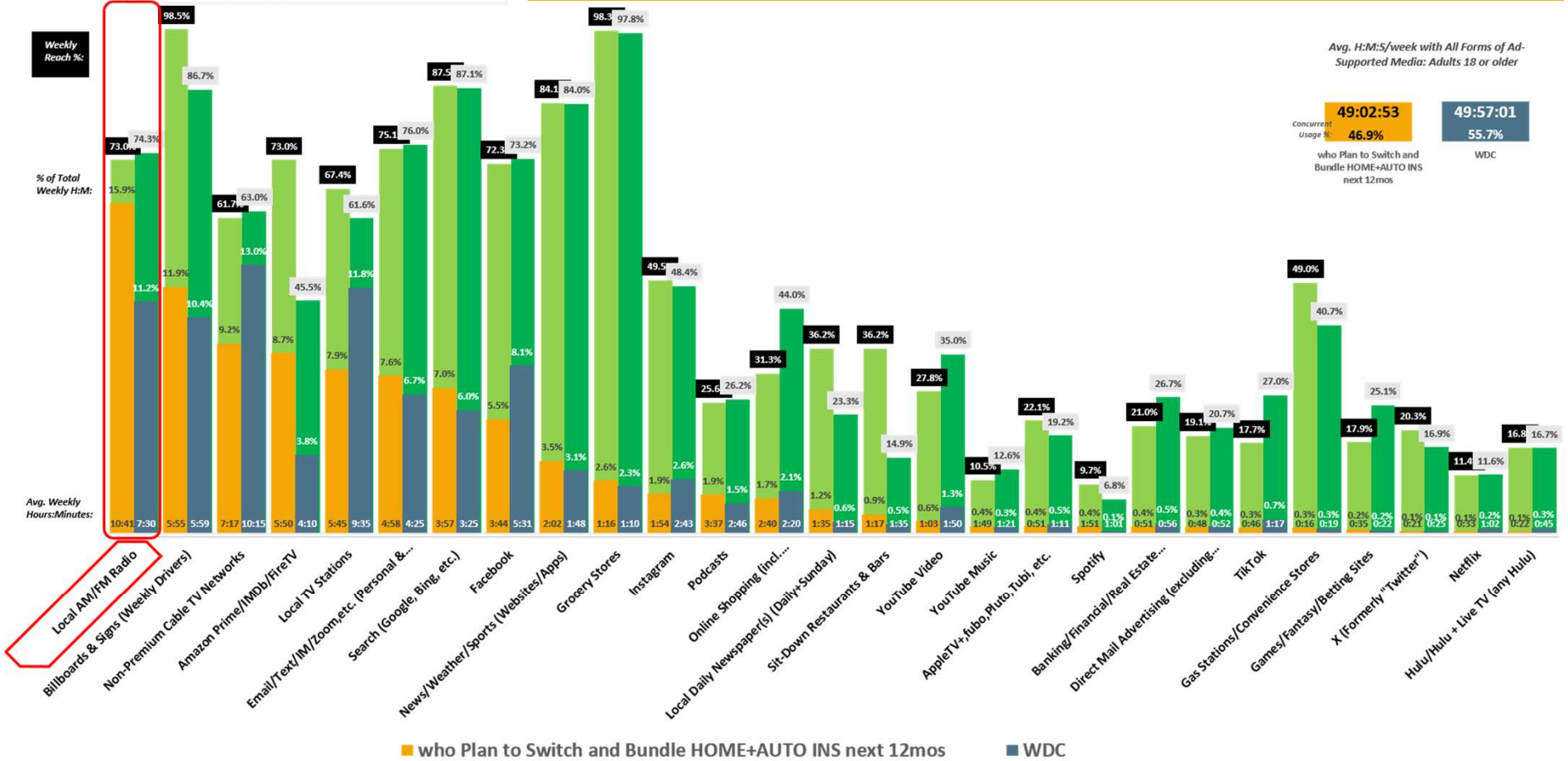
64:57:07
Concurrent Usage %: 41.7%

59:15:05
48.0%
CHI

who Plan to Switch and Bundle HOME+AUTO INS next 12mos



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 1 hours, 2 minutes and 53 seconds each week with All Forms of Ad-Supported Media.
 73.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 10 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.9% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab

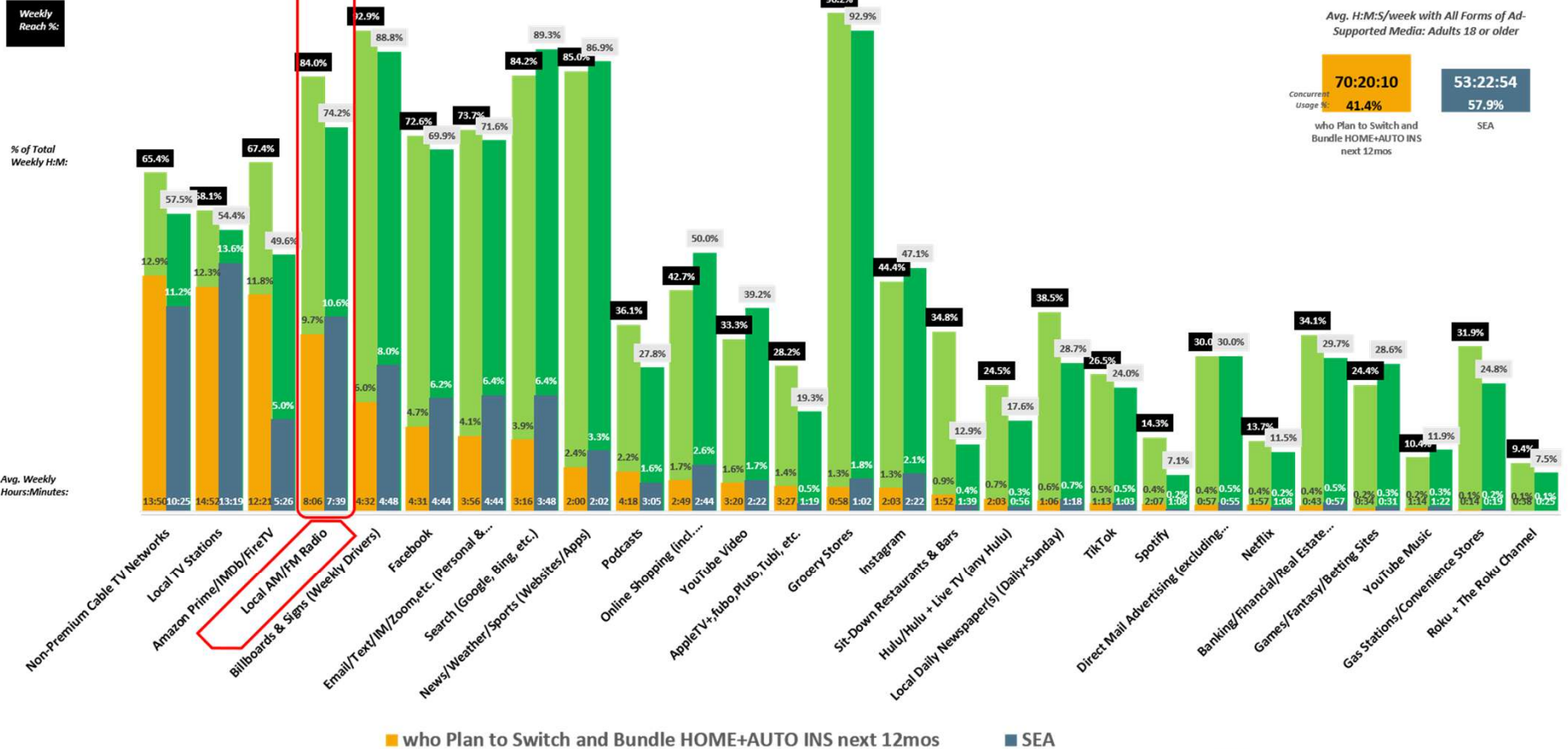


Share of Everything for Anything.

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 22 hours, 20 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
84.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.7% of total time spent with all forms of Ad-Supported Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab

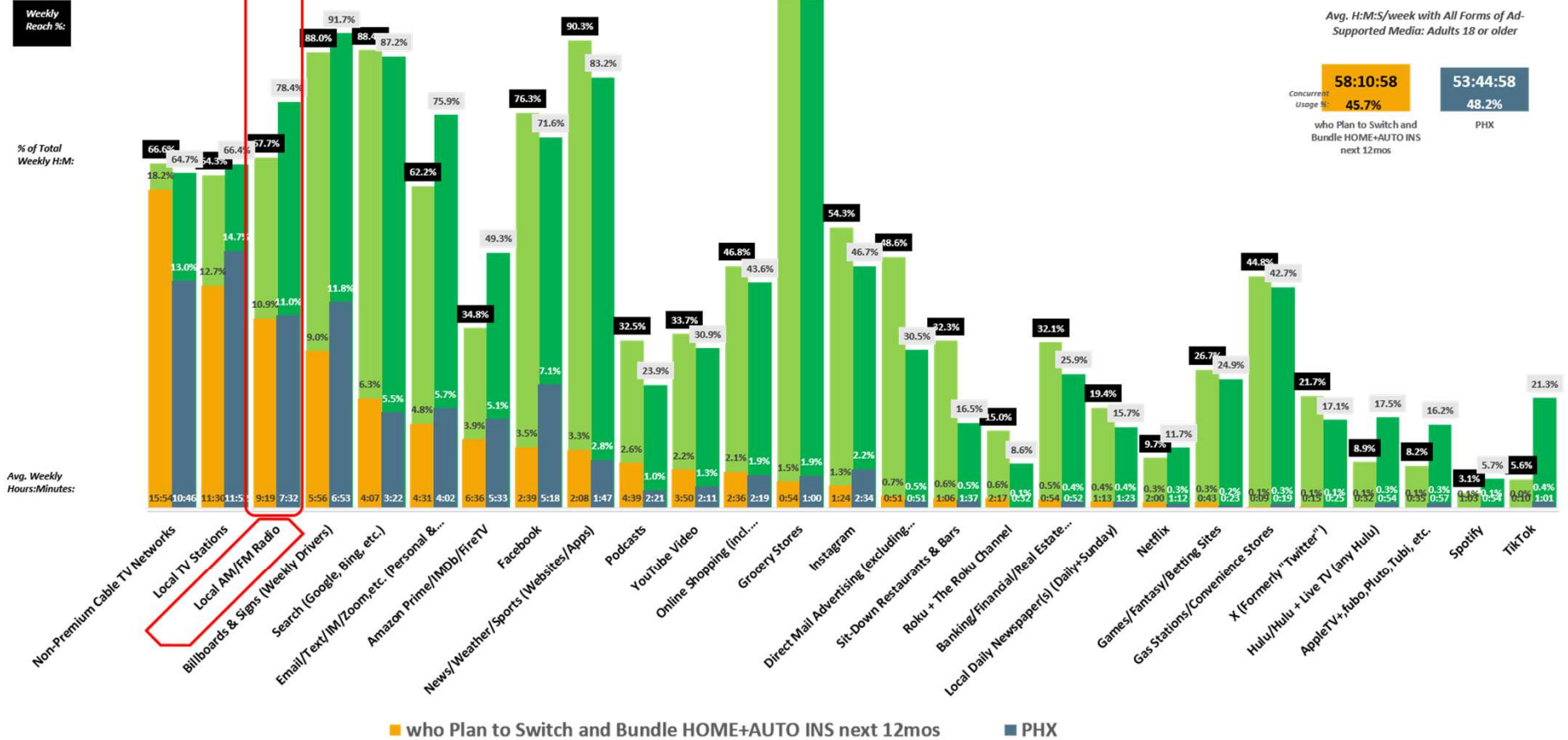


Share of Everything for Anything.

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles]] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 10 hours, 10 minutes and 58 seconds each week with All Forms of Ad-Supported Media.
 67.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 9 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406



Share of Everything for Anything.

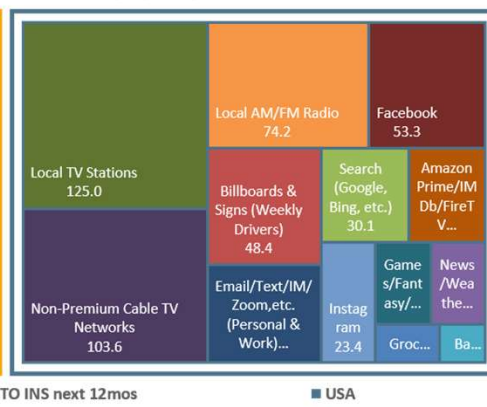
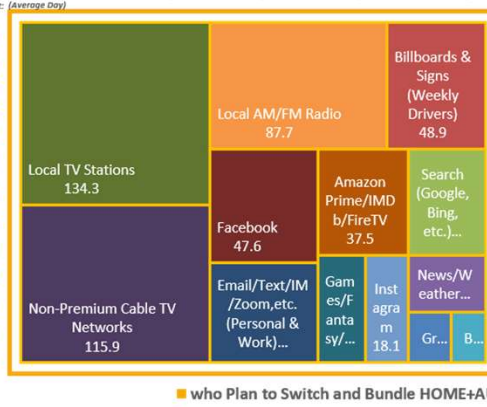
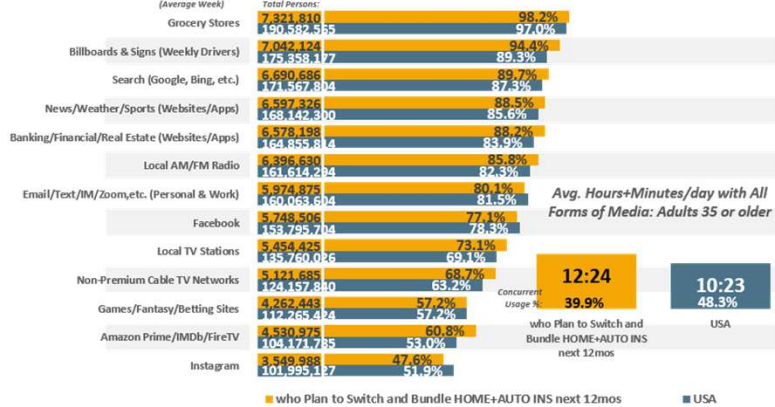
[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 9 hours and 29 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 77.6 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

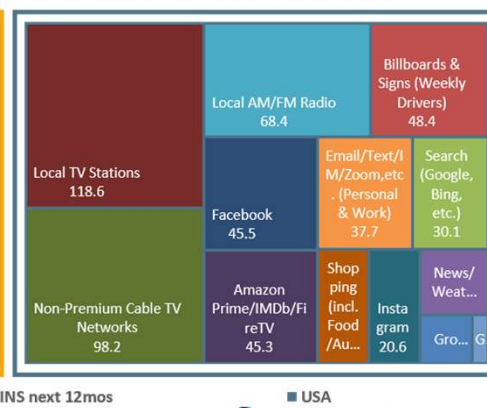
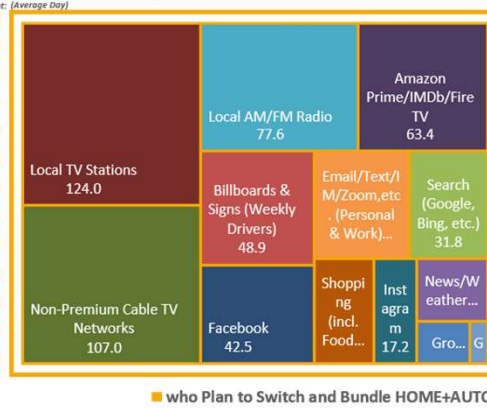
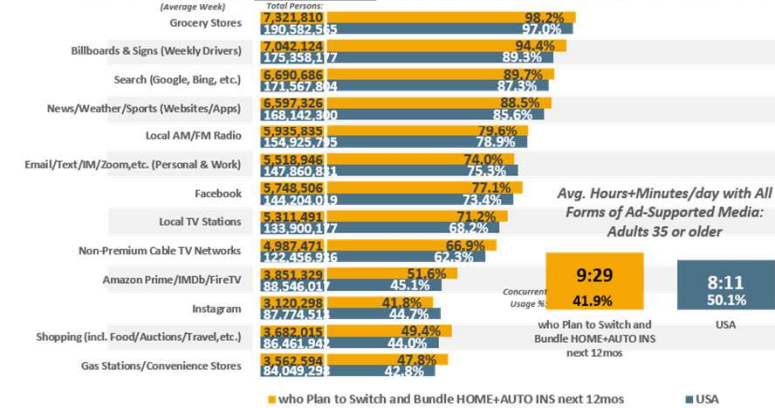
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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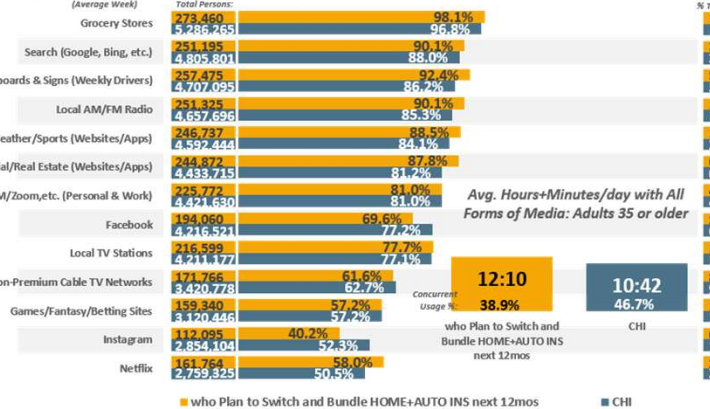
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

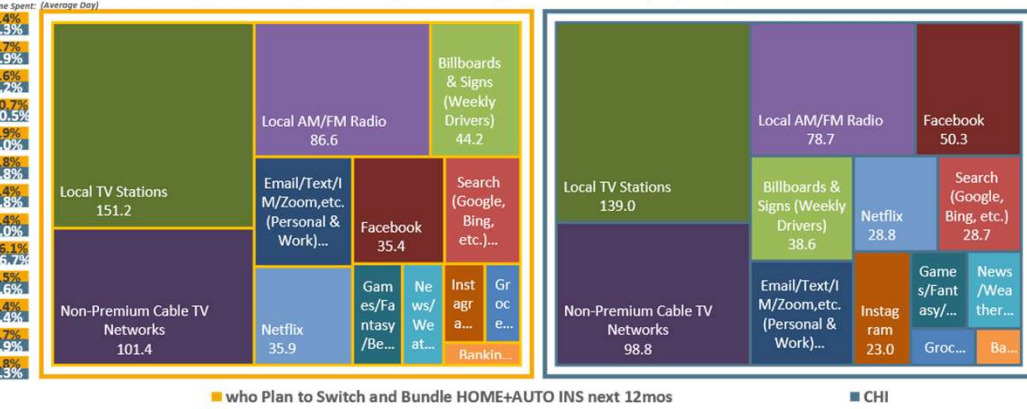


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 9 hours and 16 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 78. minutes/day.(Local Radio delivers 11.7% of Time with Ad-Supported Media.)

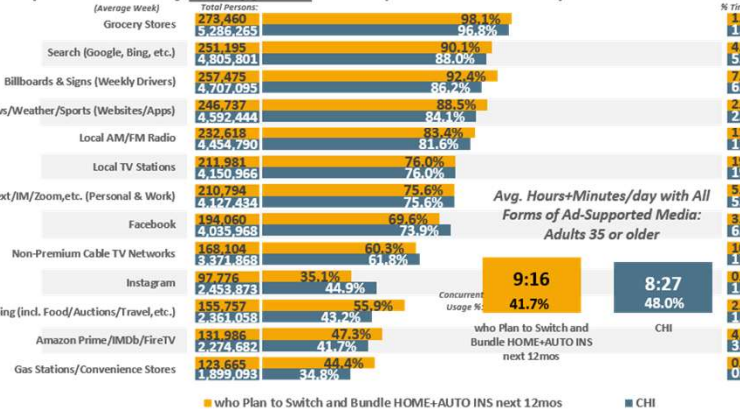
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



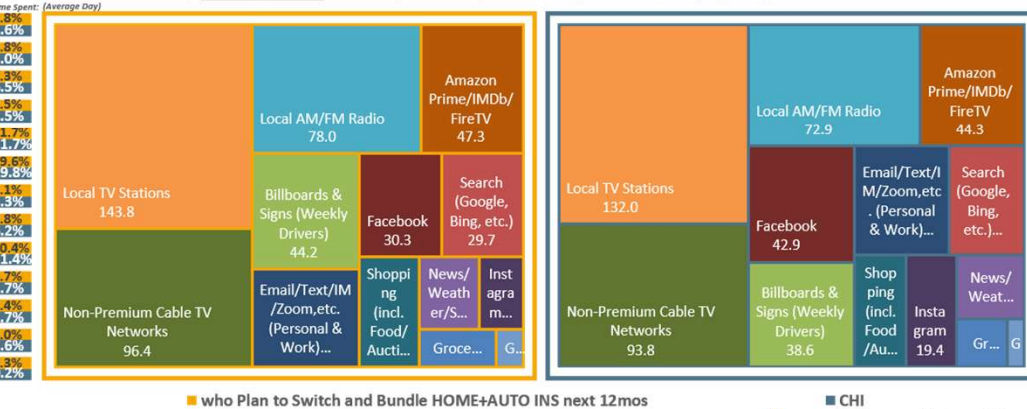
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



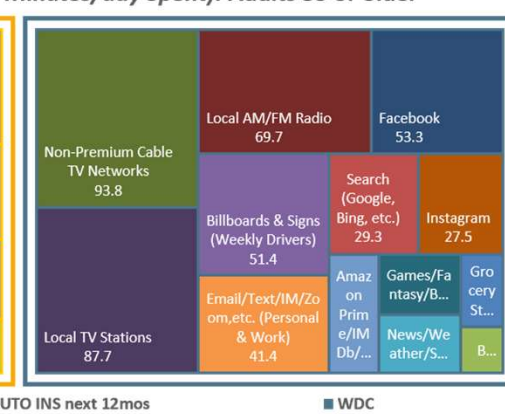
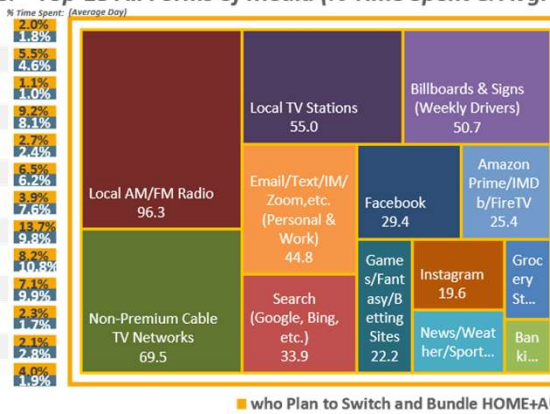
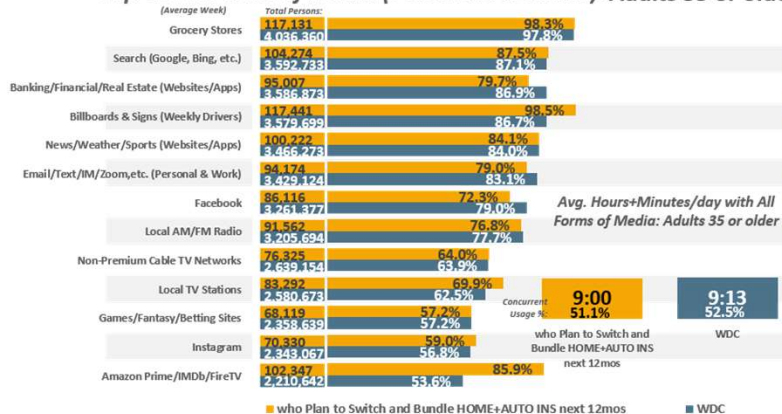
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



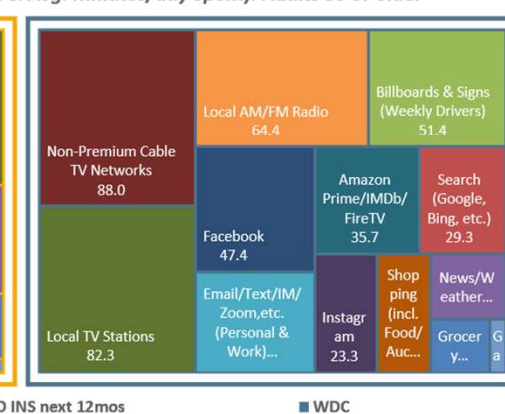
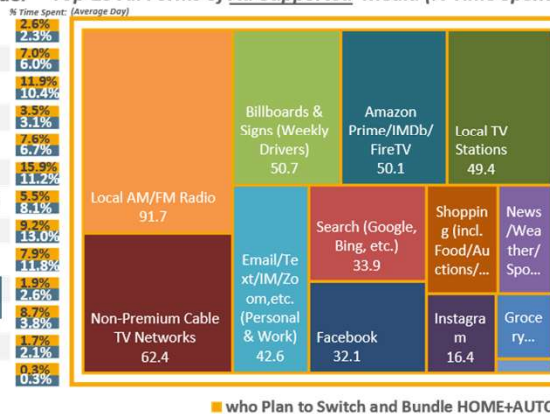
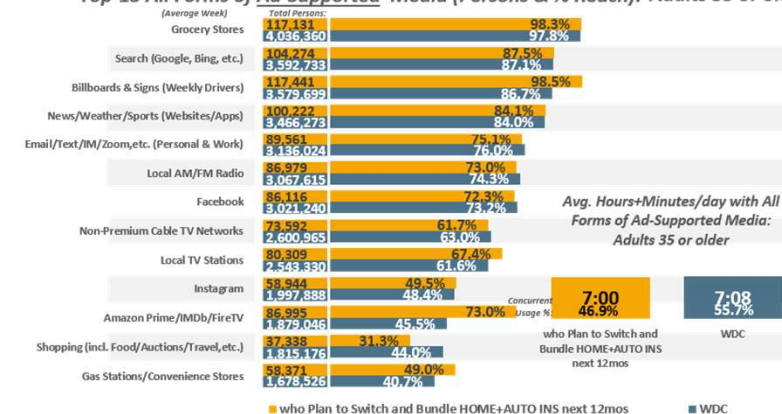


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 7 hours and 0 minutes each day with All Forms of Ad-Supported Media. 73.% listen to Local AM/FM Radio for an avg. of 91.7 minutes/day. (Local Radio delivers 15.9% of Time with Ad-Supported Media.)

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**



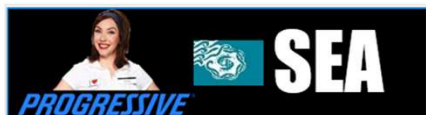
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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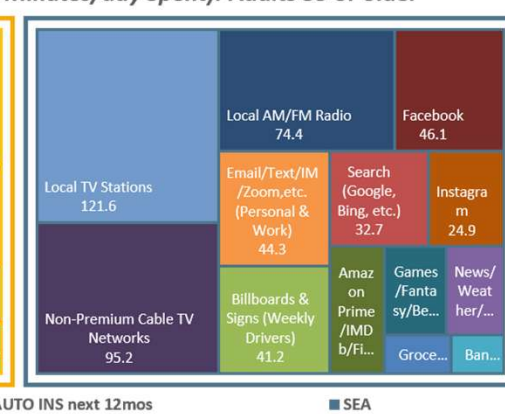
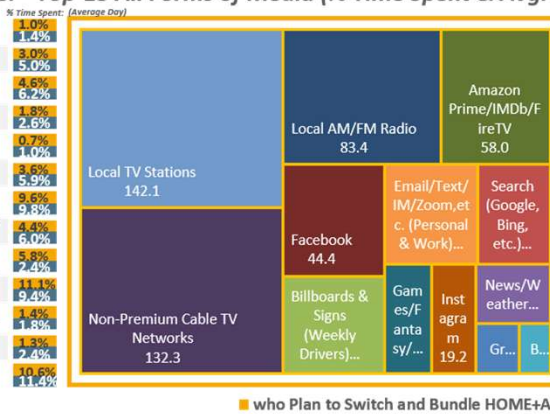
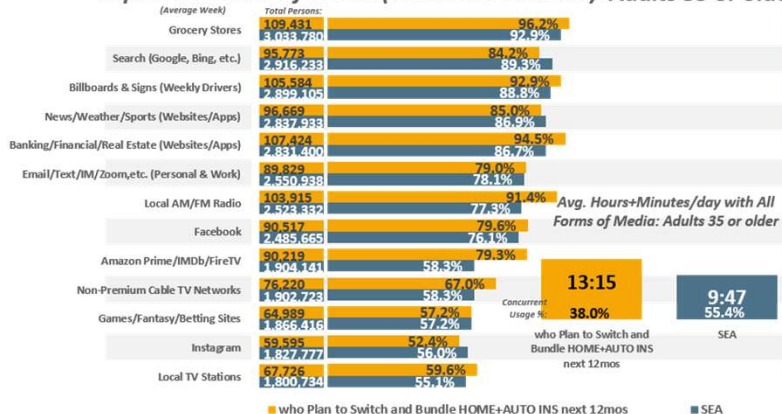
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Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 10 hours and 2 minutes each day with All Forms of Ad-Supported Media. 84.% listen to Local AM/FM Radio for an avg. of 69.5 minutes/day. (Local Radio delivers 9.7% of Time with Ad-Supported Media.)

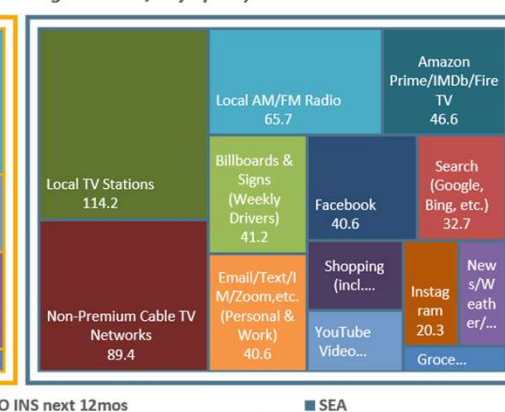
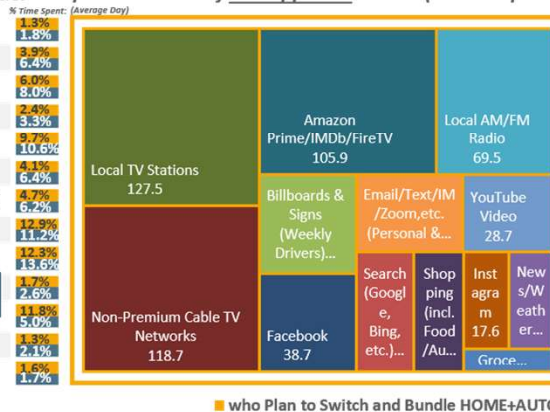
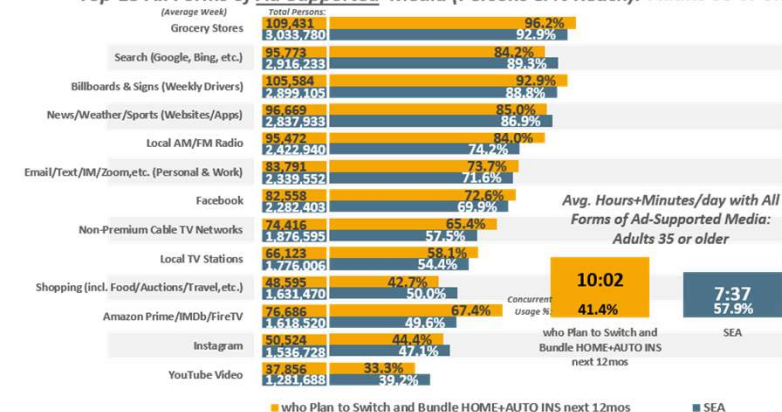
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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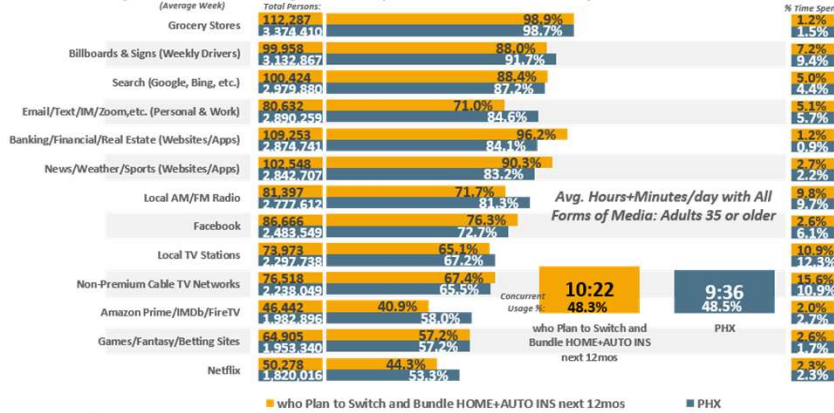
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

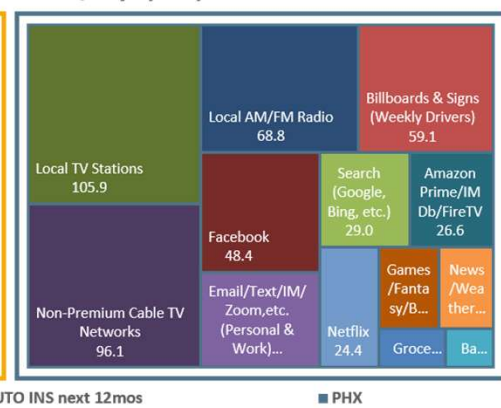
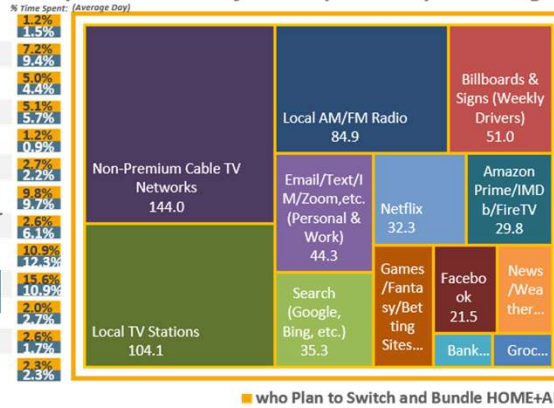


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 8 hours and 18 minutes each day with All Forms of Ad-Supported Media. 67.7% listen to Local AM/FM Radio for an avg. of 80. minutes/day.(Local Radio delivers 10.9% of Time with Ad-Supported Media.)

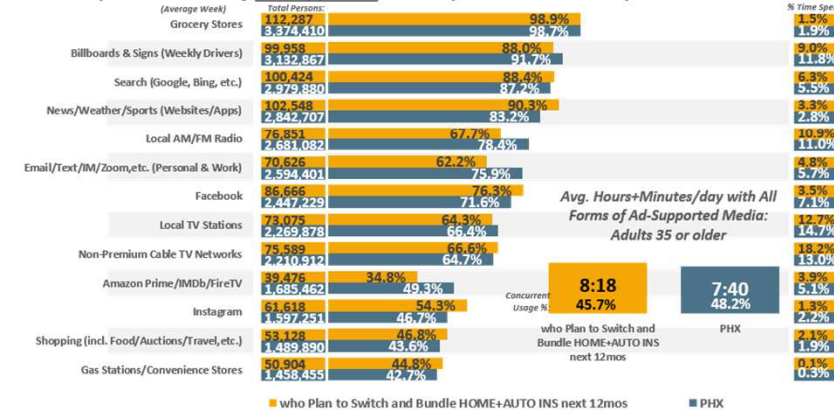
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



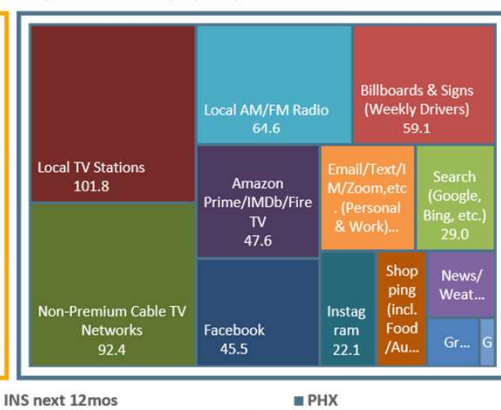
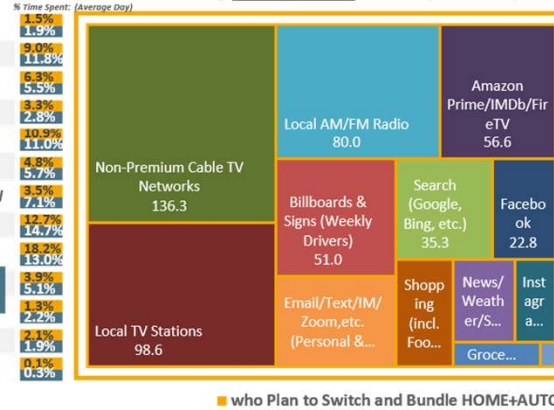
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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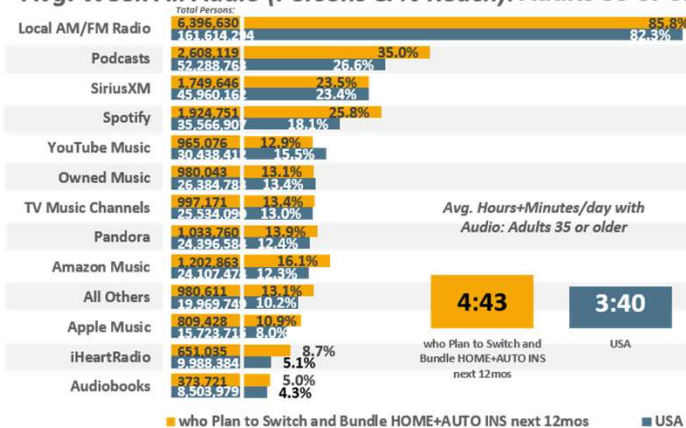
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

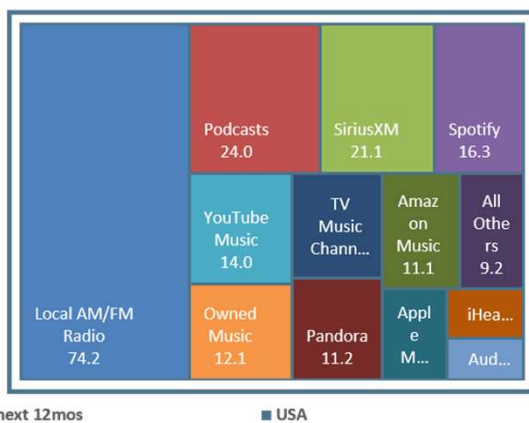
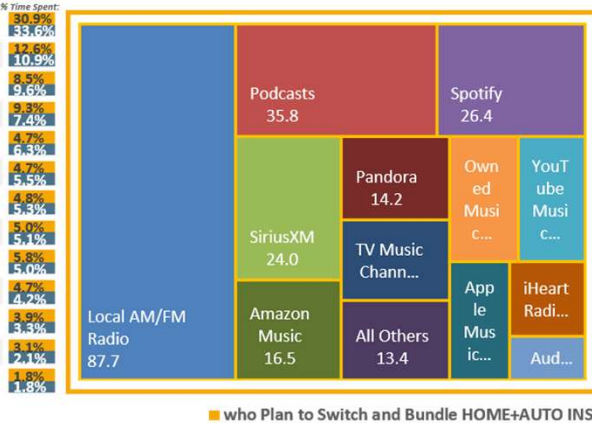


5,935,835 or 79.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

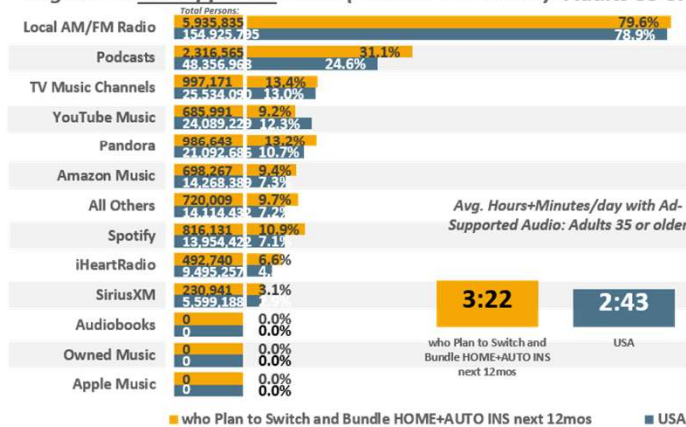
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



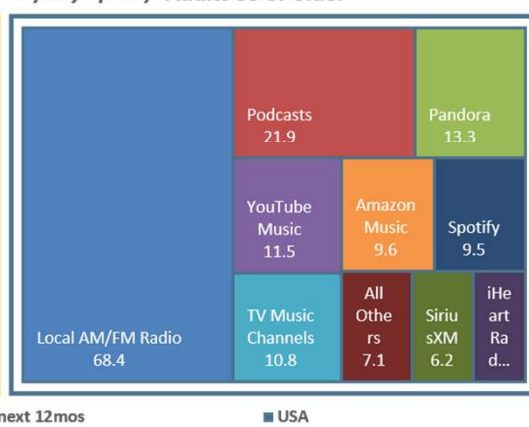
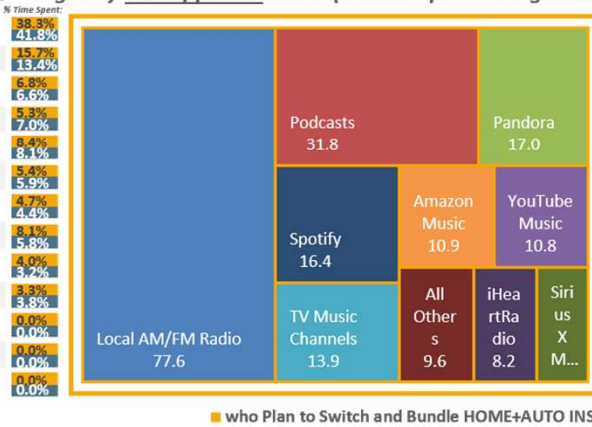
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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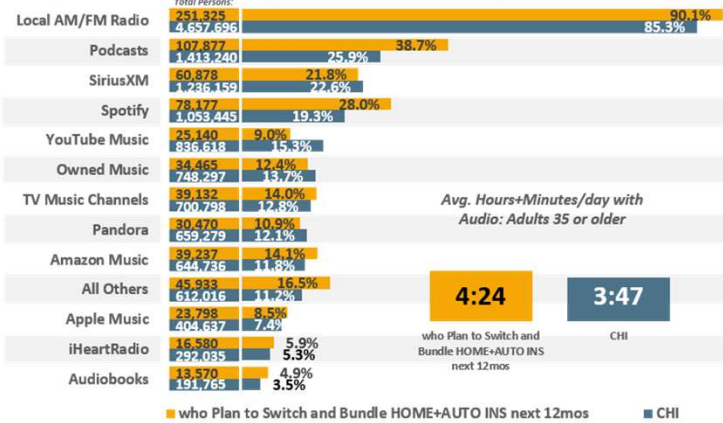
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

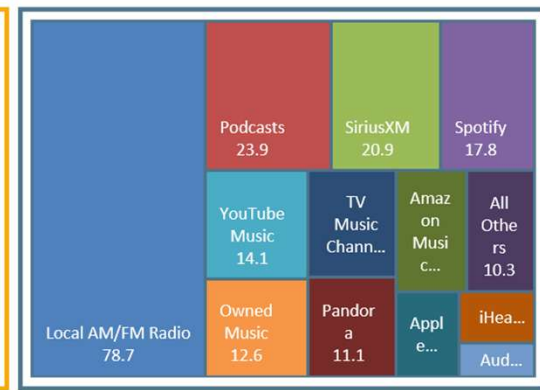
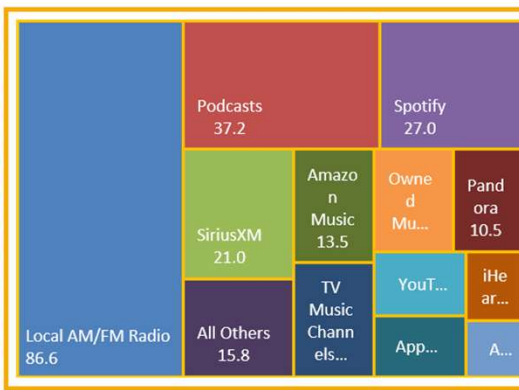


232,618 or 83.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 78. minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.

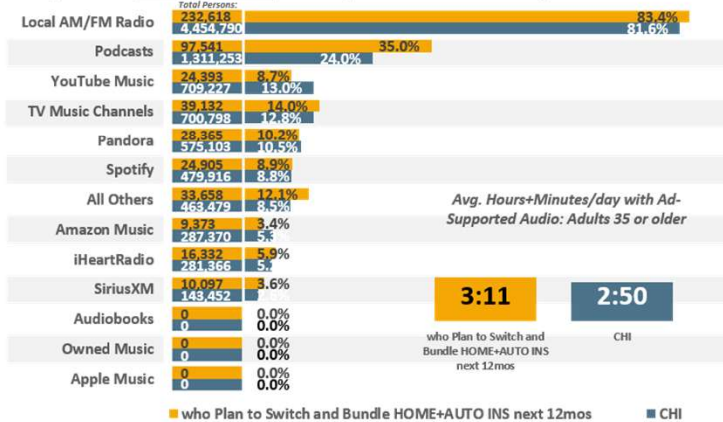
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



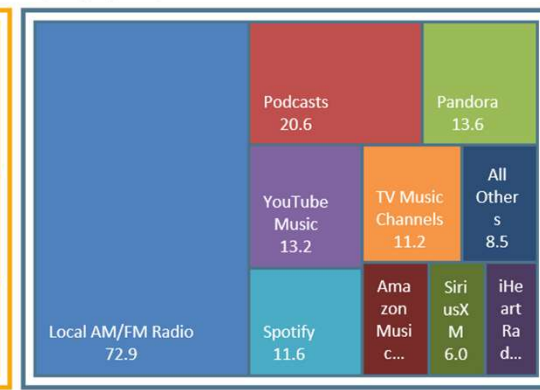
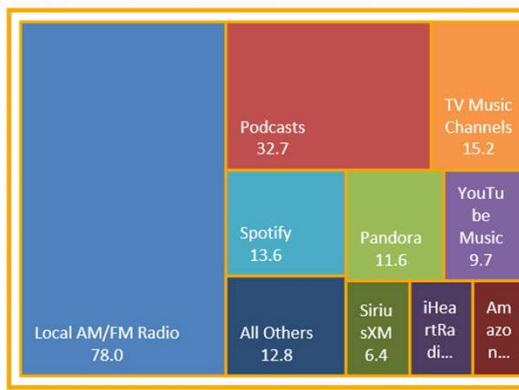
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



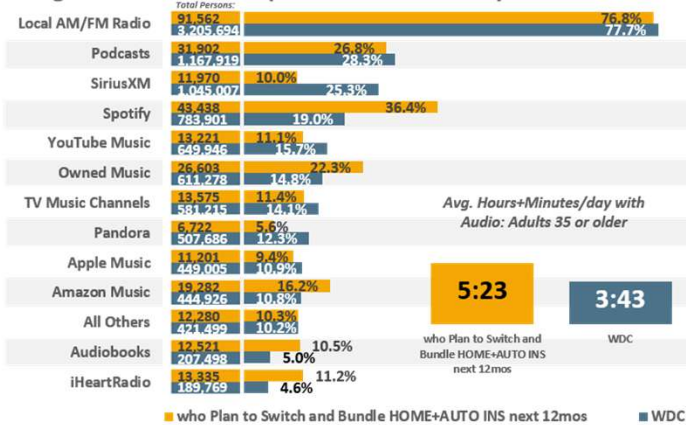
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



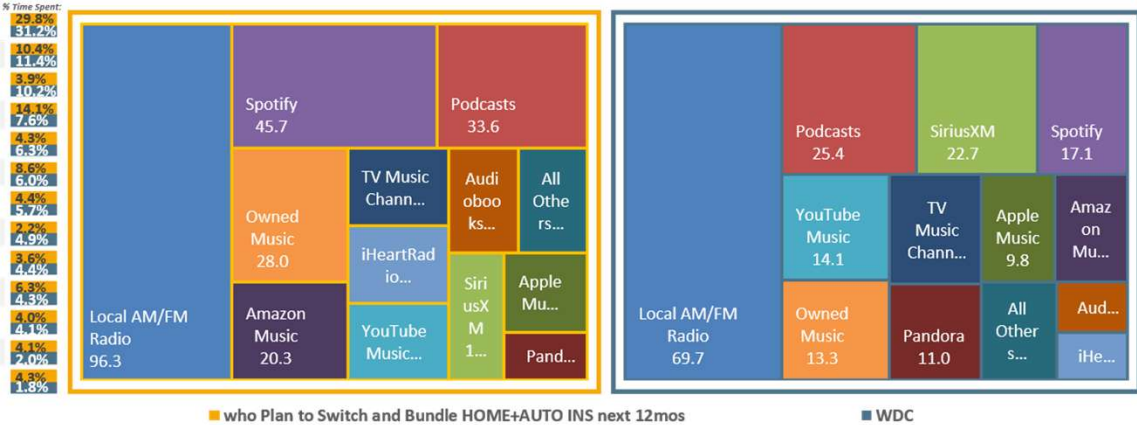


86,979 or 73.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 91.7 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.

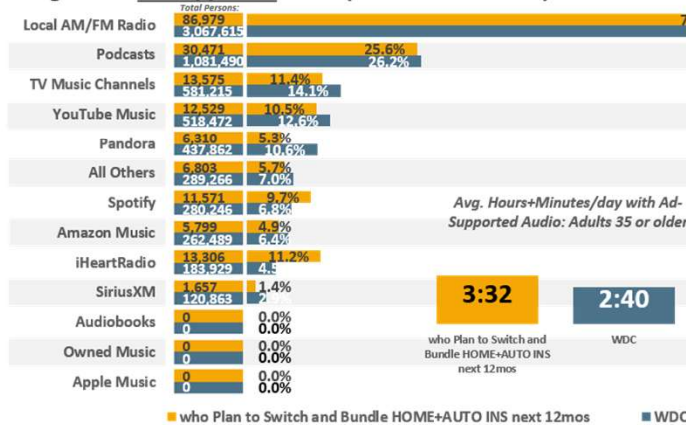
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



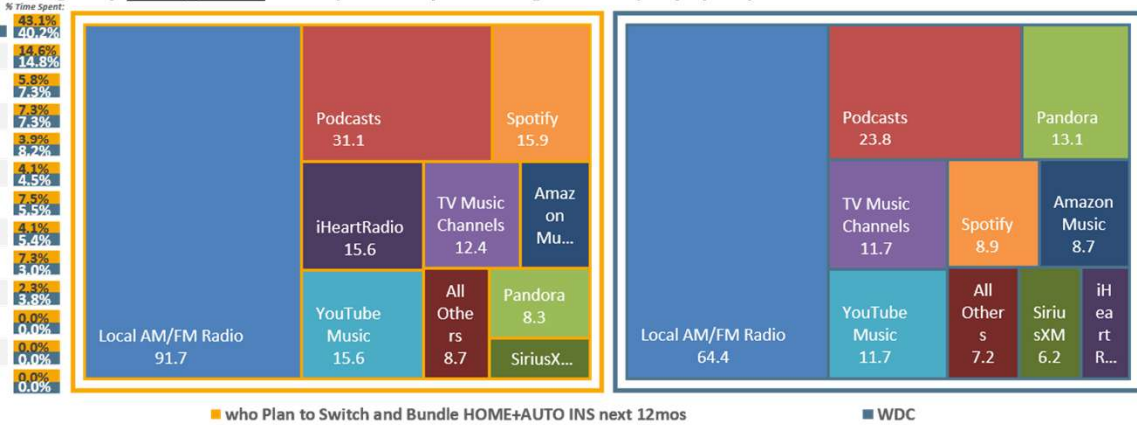
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

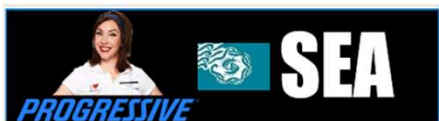


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



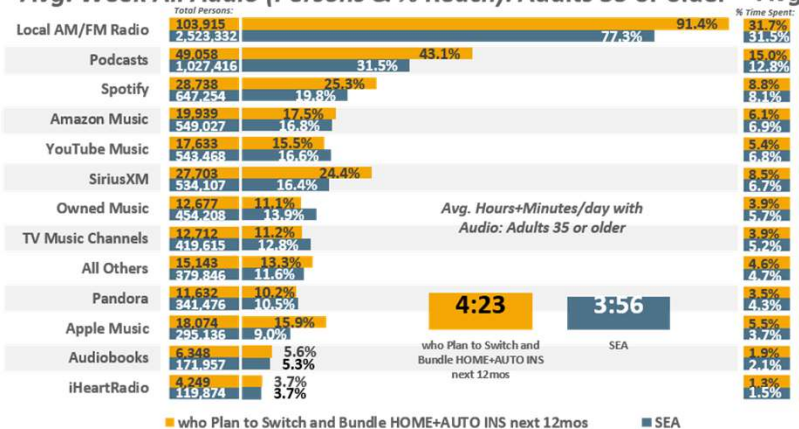
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



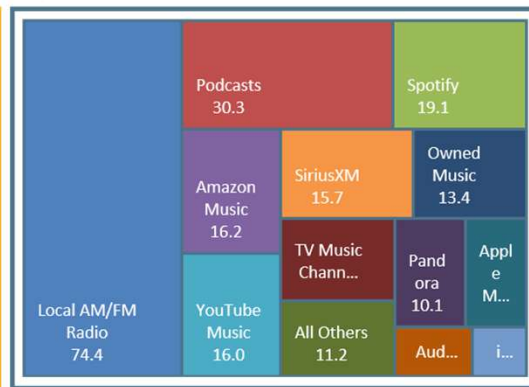
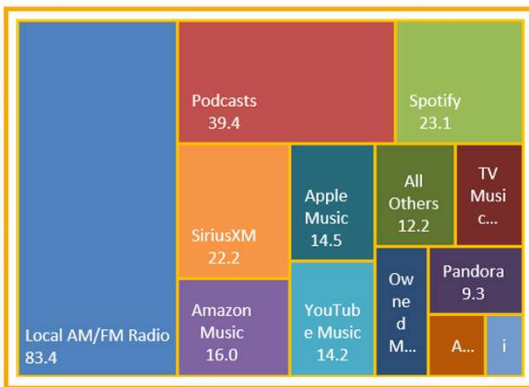


95,472 or 84.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.

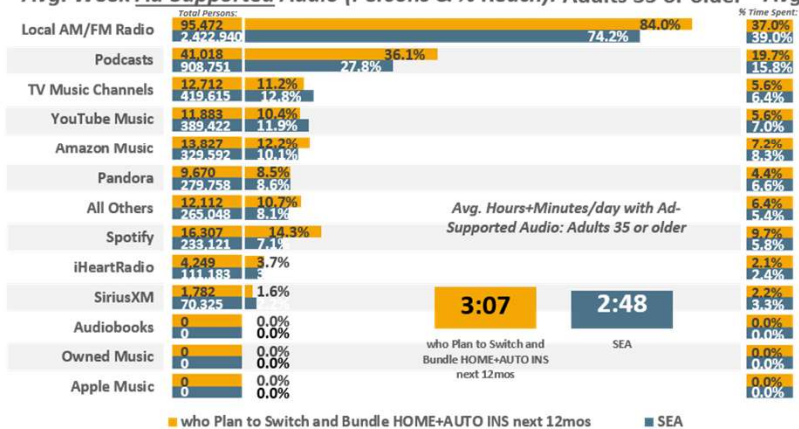
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



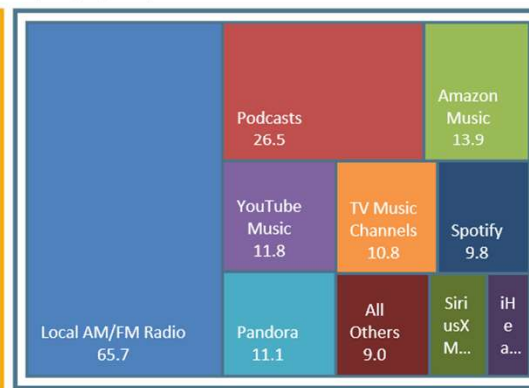
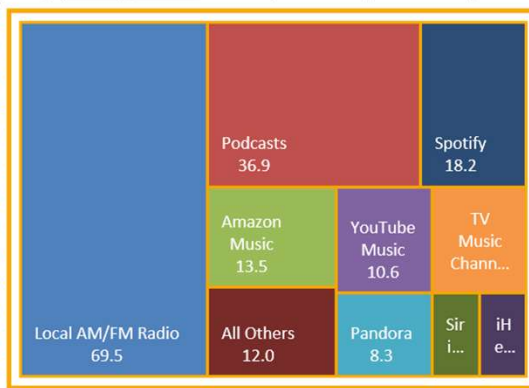
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

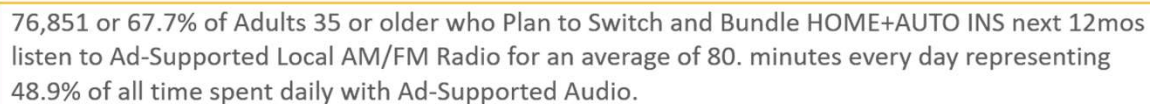


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older

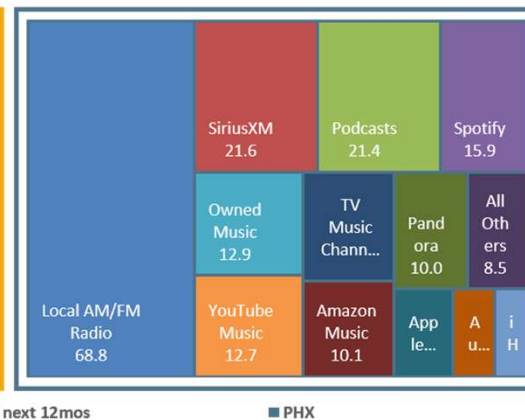
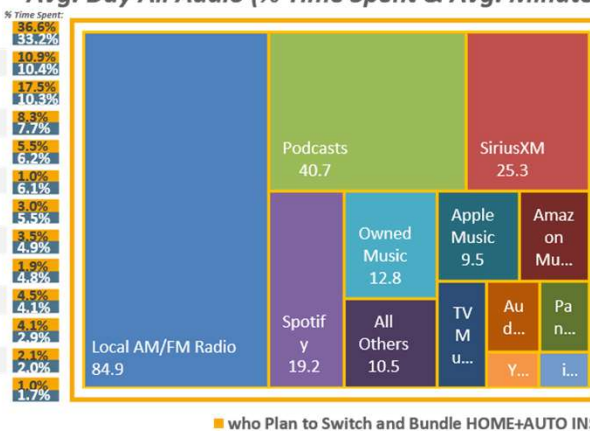


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

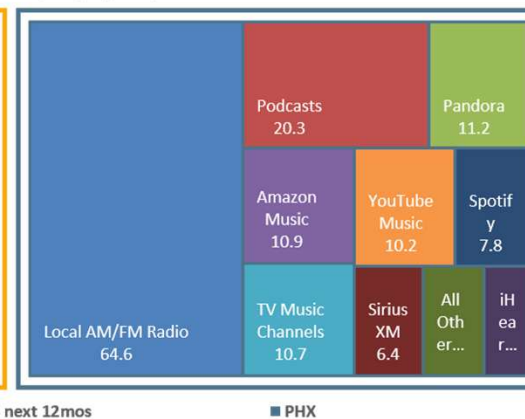
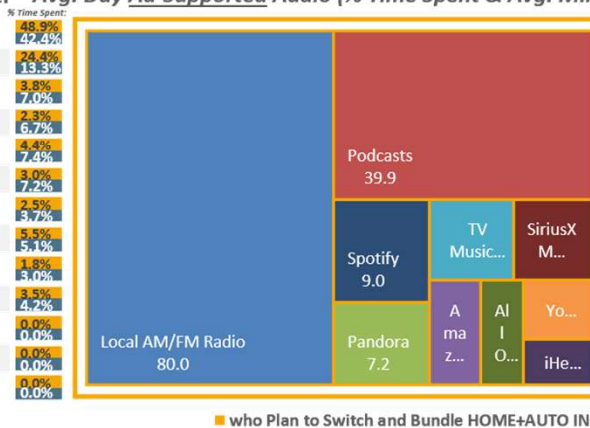




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

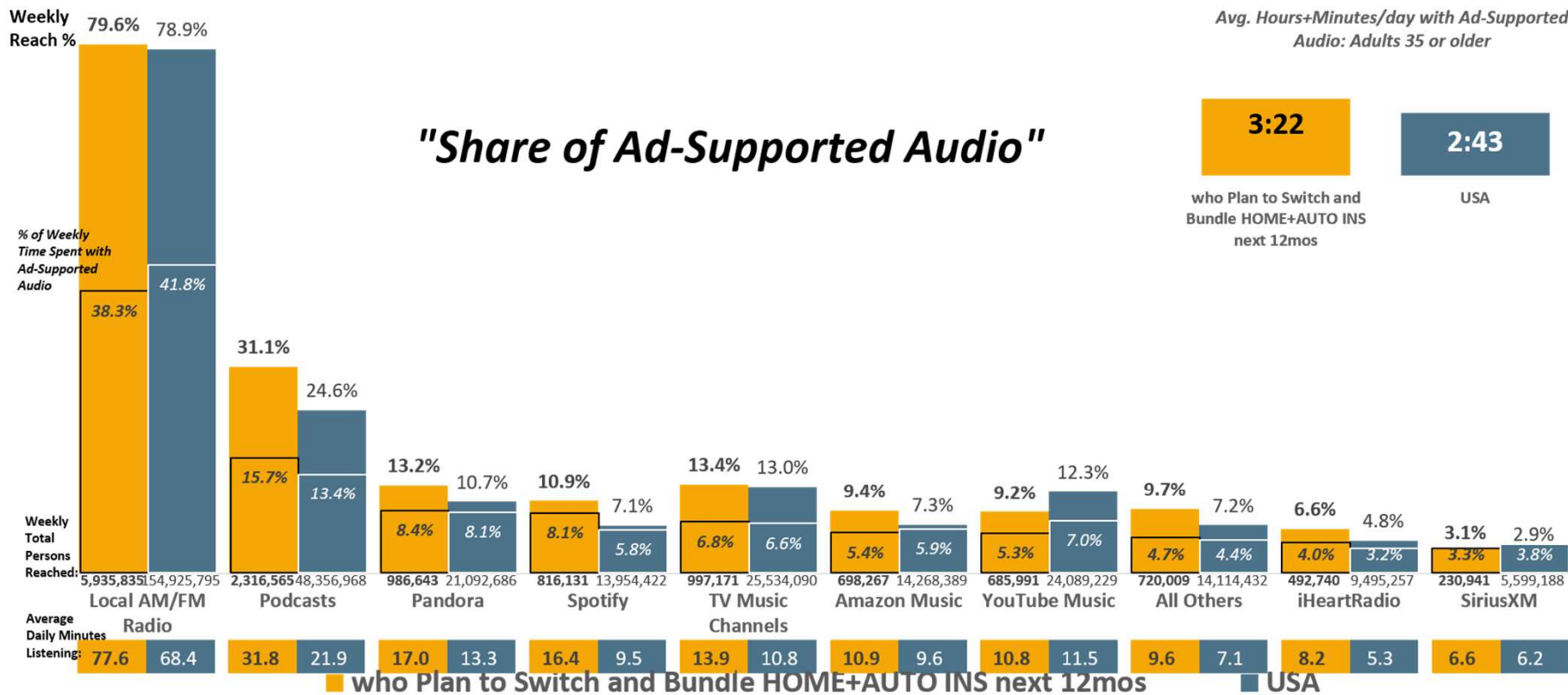


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



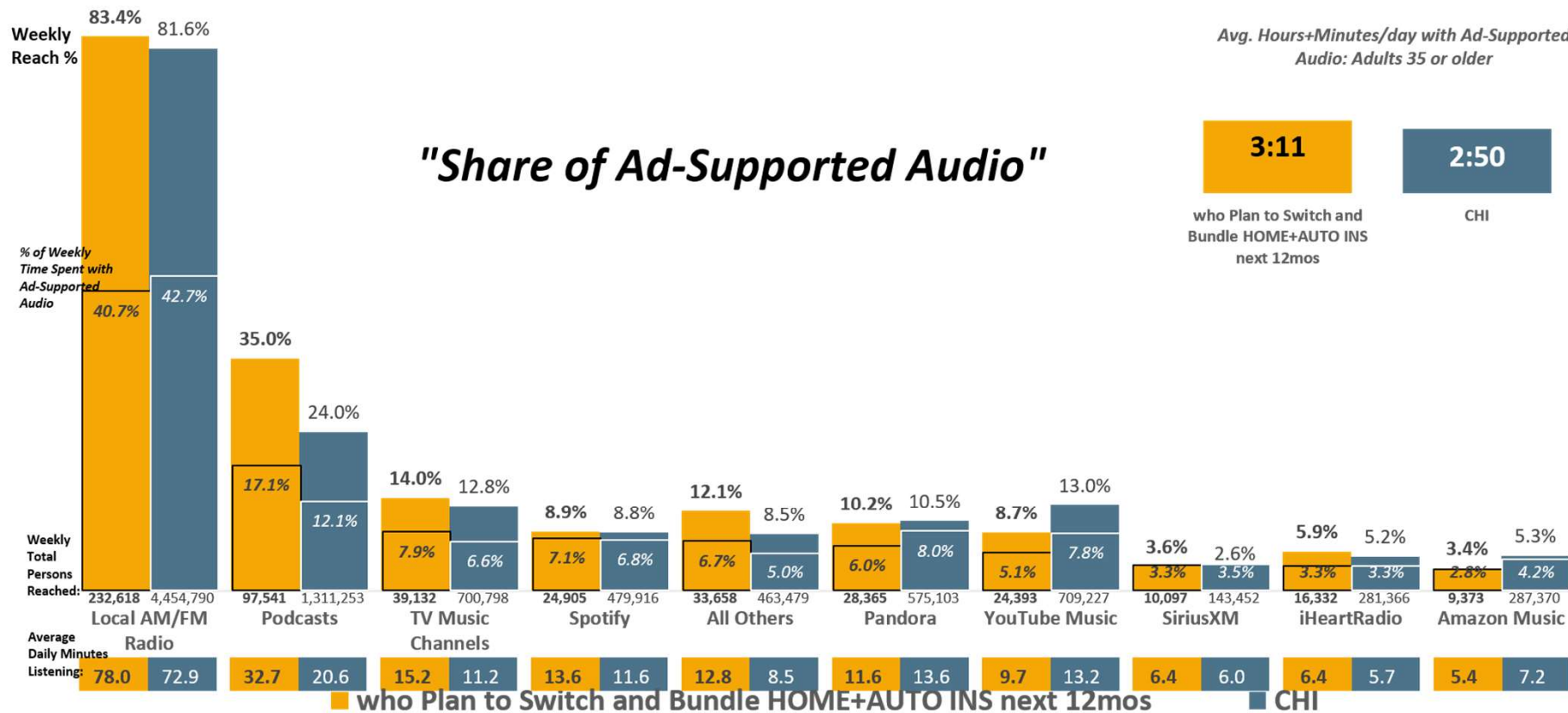


5,935,835 or 79.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



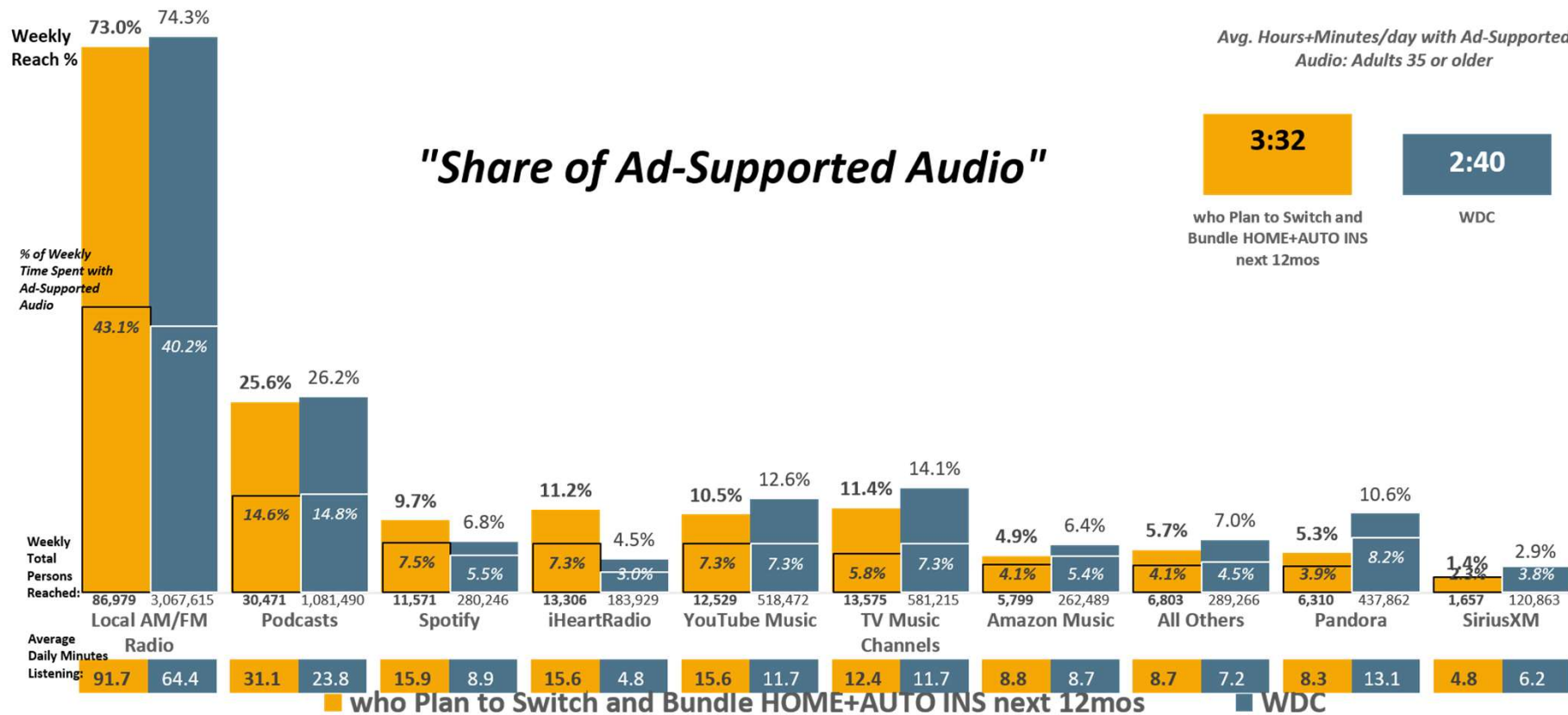


232,618 or 83.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 78. minutes every day representing 40.7% of all time spent daily with Ad-Supported Audio.



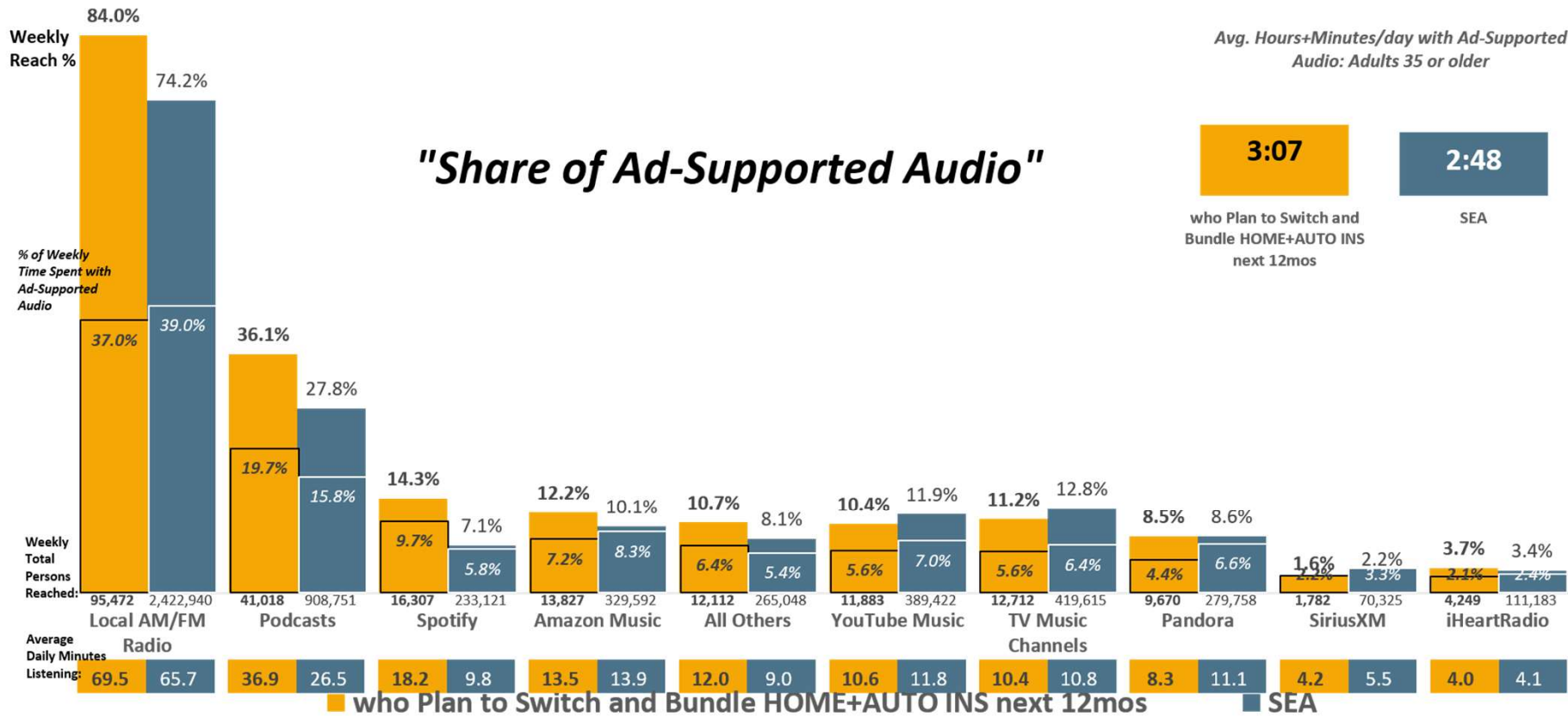


86,979 or 73.0% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 91.7 minutes every day representing 43.1% of all time spent daily with Ad-Supported Audio.



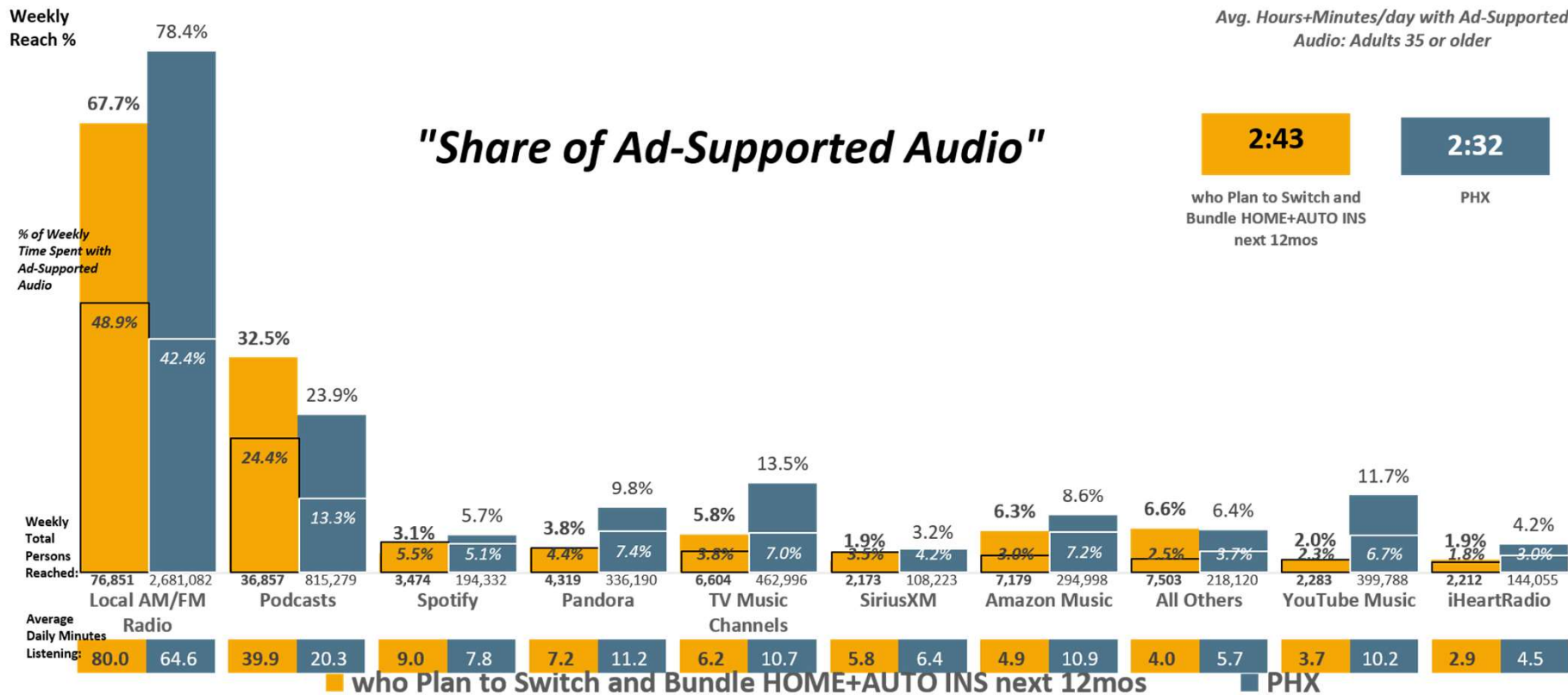


95,472 or 84.0% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 69.5 minutes every day representing 37.0% of all time spent daily with Ad-Supported Audio.





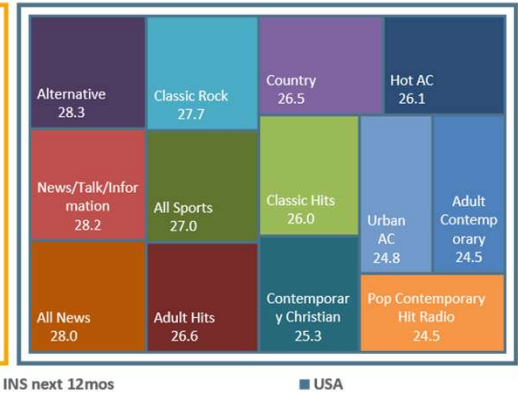
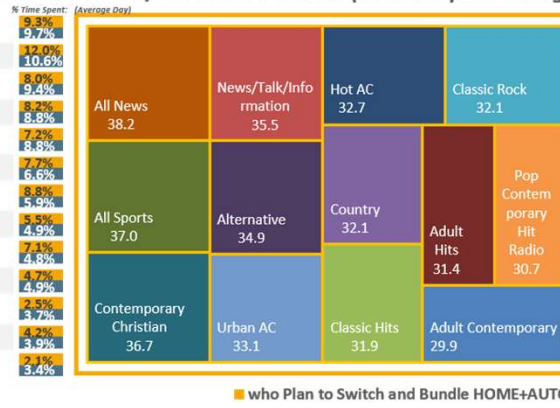
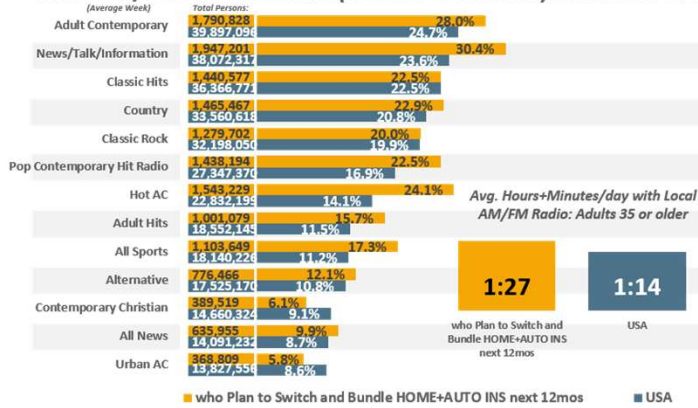
76,851 or 67.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 80. minutes every day representing 48.9% of all time spent daily with Ad-Supported Audio.



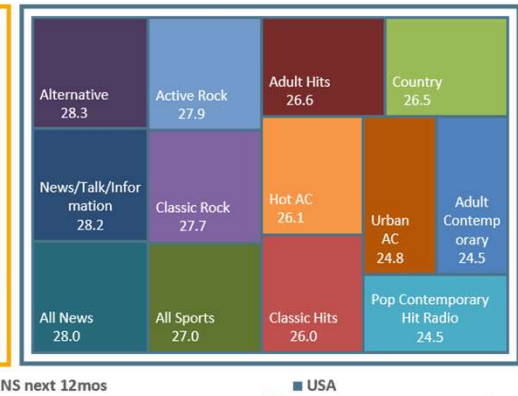
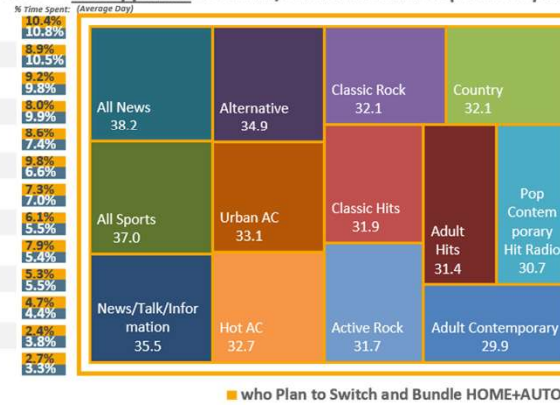
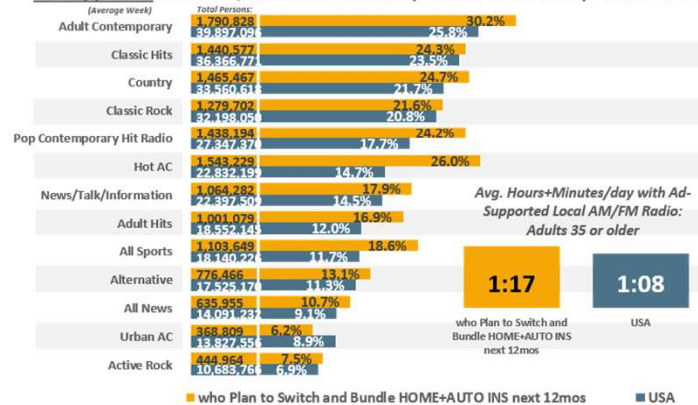


5,935,835 or 79.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Country, Classic Hits, and Pop Contemporary Hit Radio.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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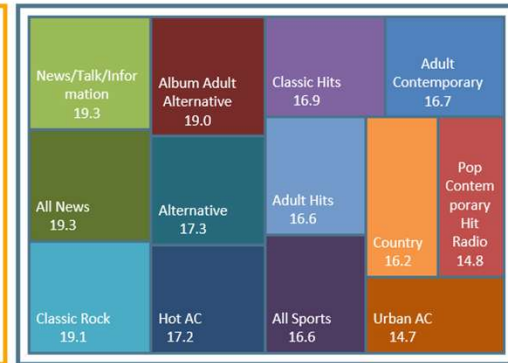
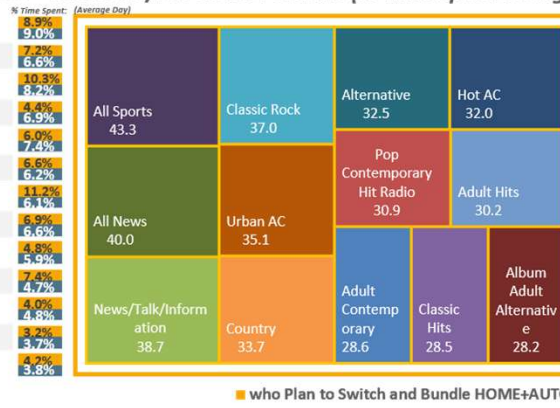
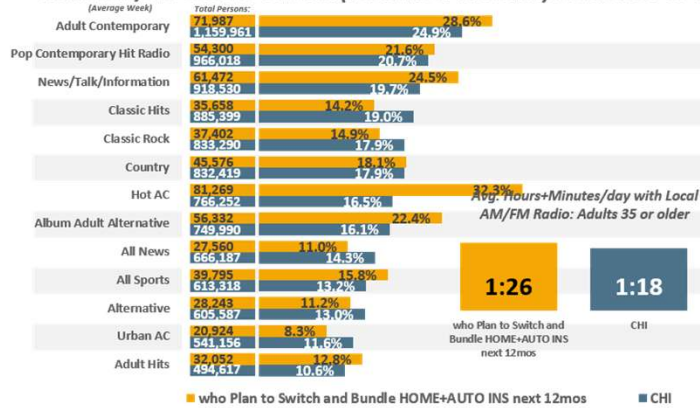
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

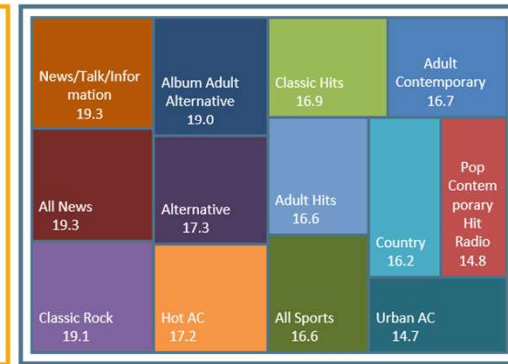
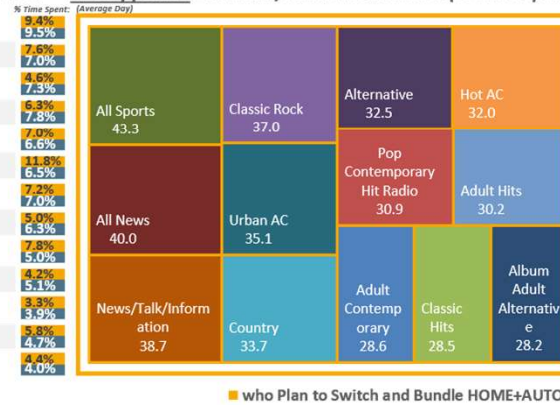
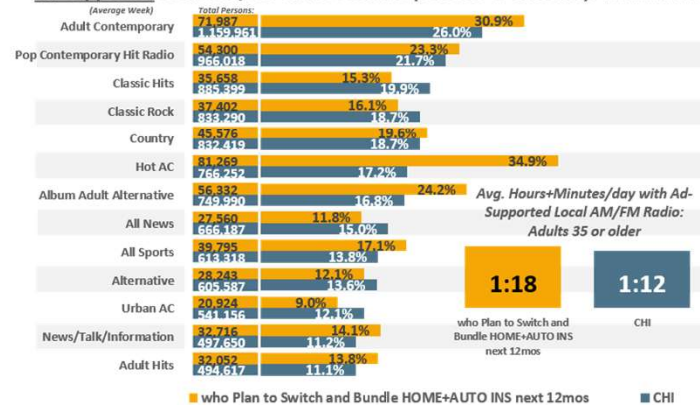


232,618 or 83.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Album Adult Alternative, Pop Contemporary Hit Radio, and Country.

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



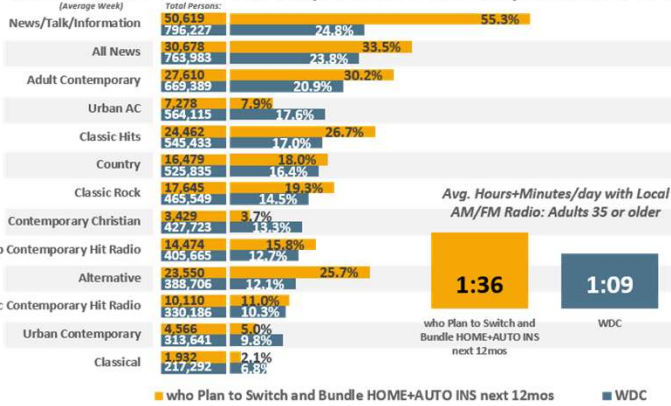
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



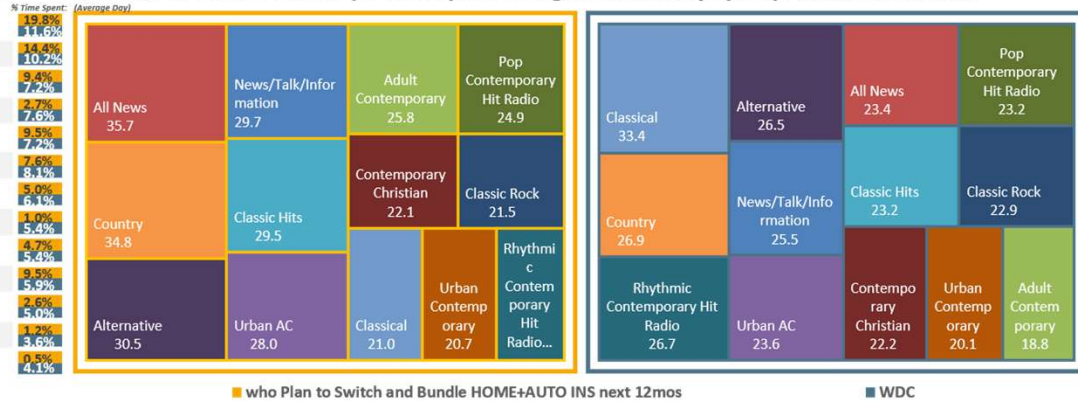


86,979 or 73.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, All News, Adult Contemporary, Classic Hits, and Alternative.

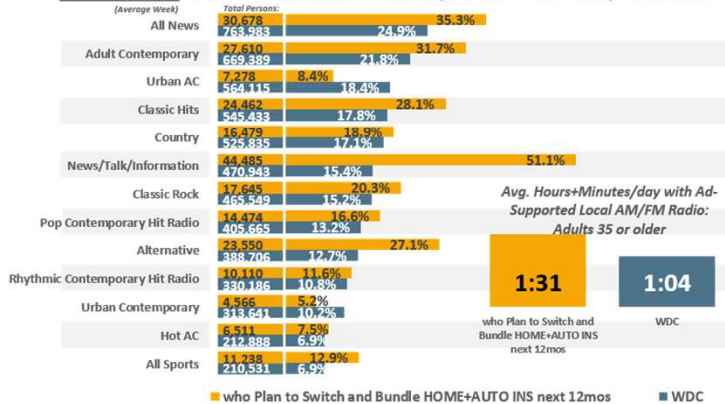
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



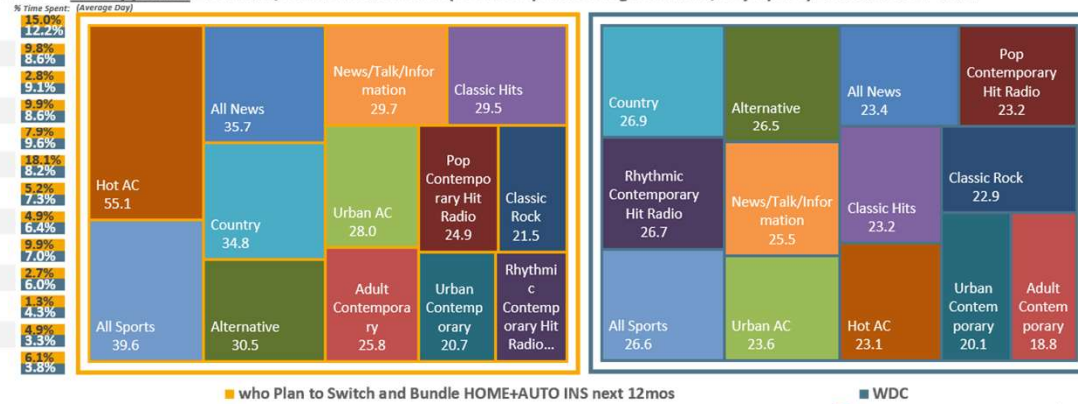
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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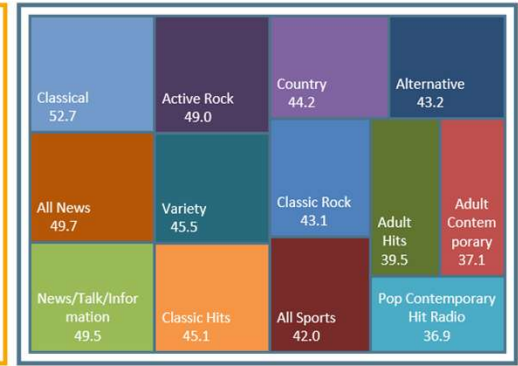
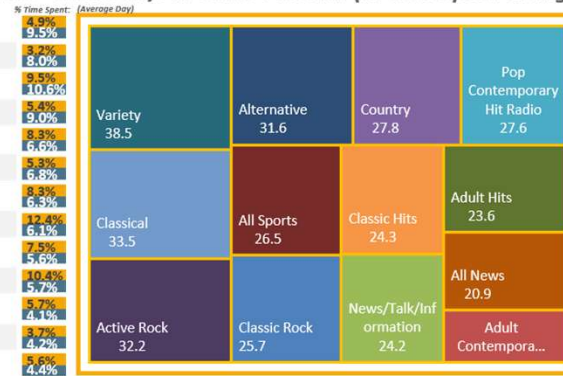
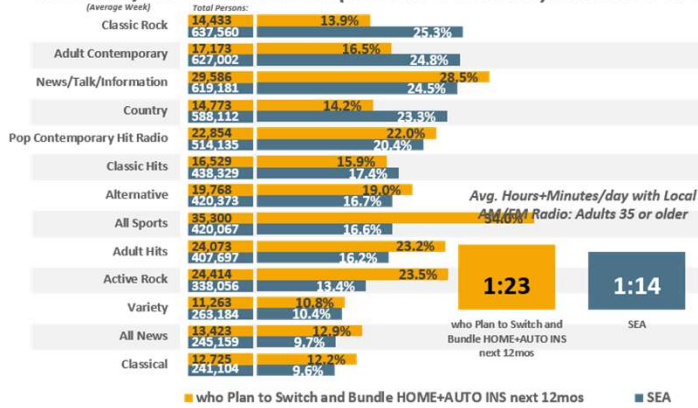
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

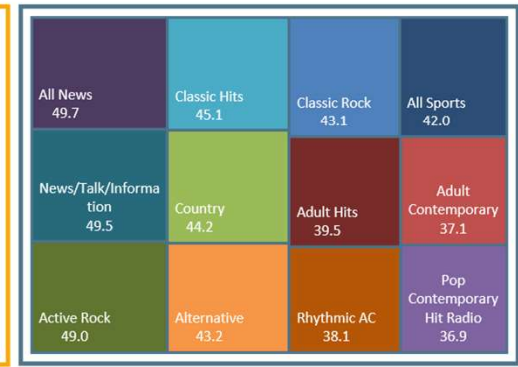
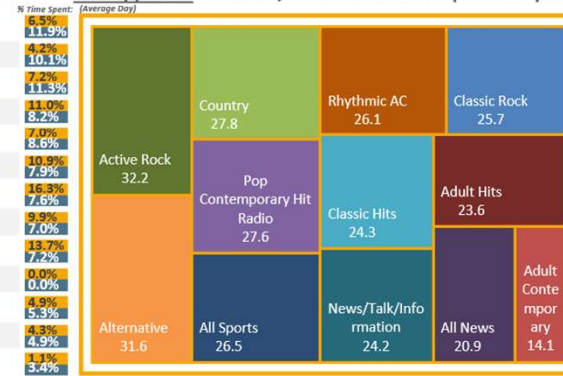
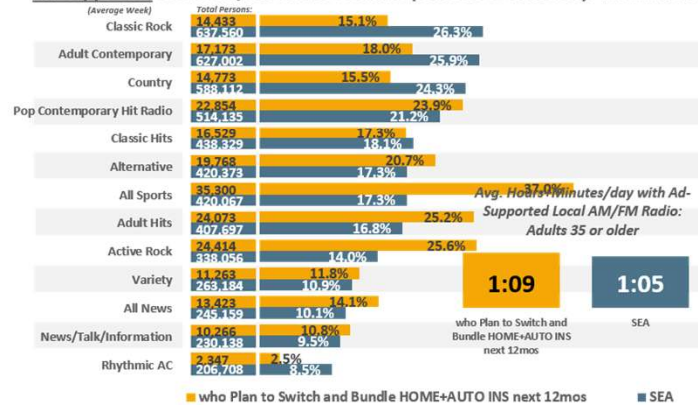


95,472 or 84.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Active Rock, Adult Hits, Pop Contemporary Hit Radio, and Alternative.

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**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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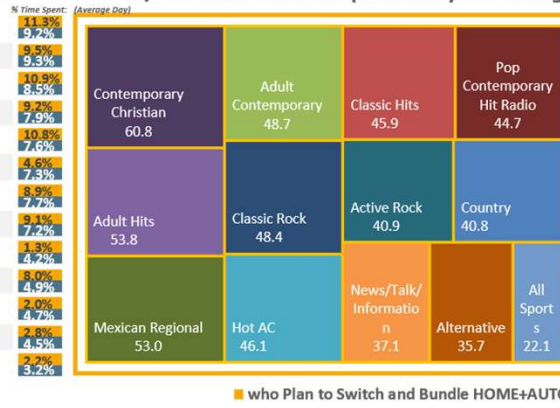
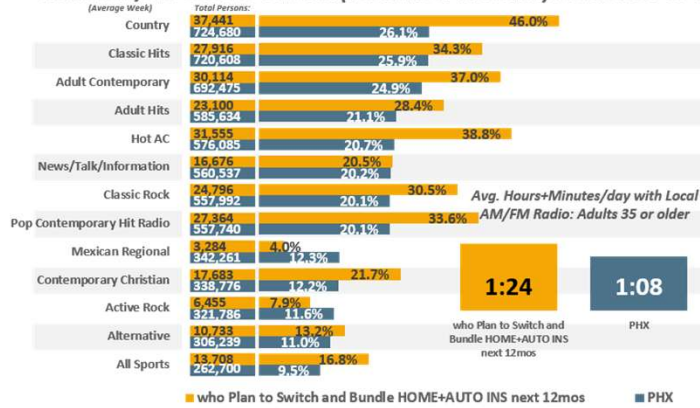
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

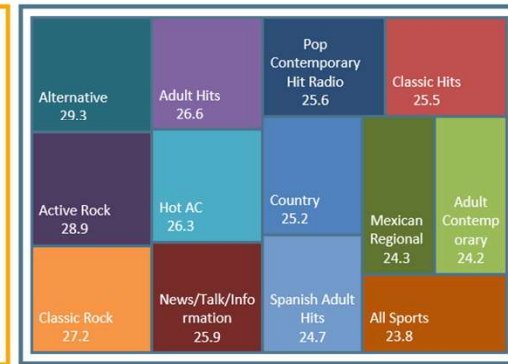
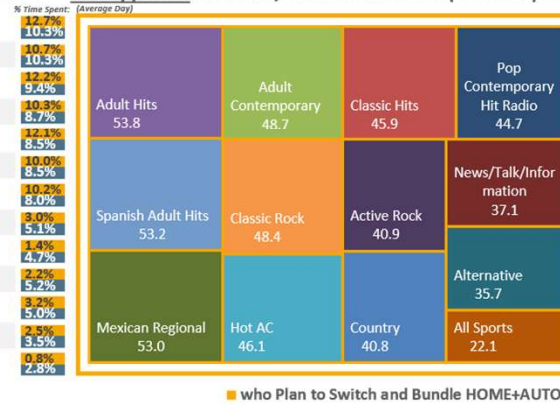
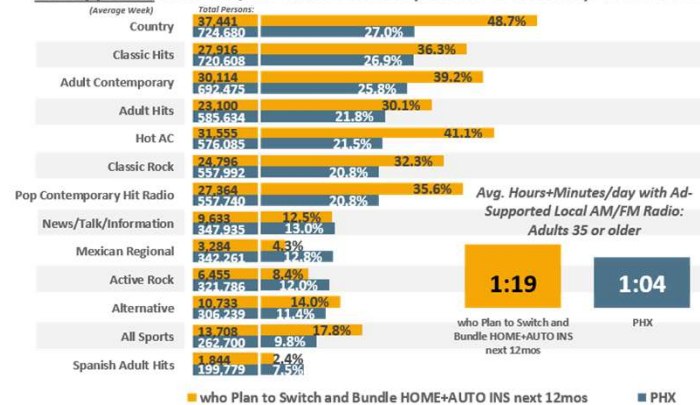


76,851 or 67.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Adult Contemporary, Classic Hits, and Pop Contemporary Hit Radio.

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



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

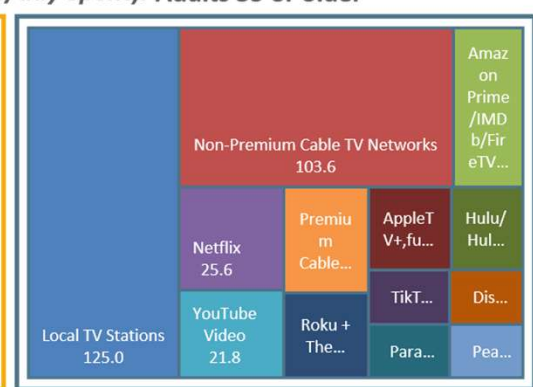
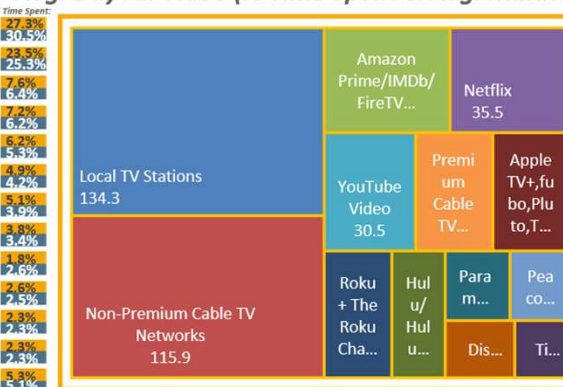
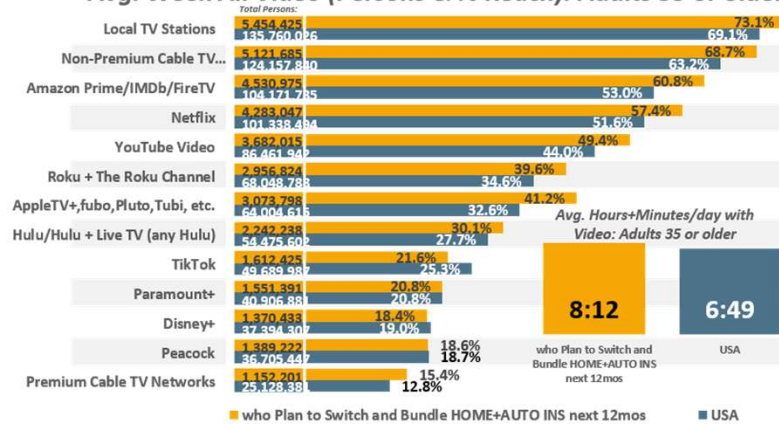




5,311,491 or 71.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 124. minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

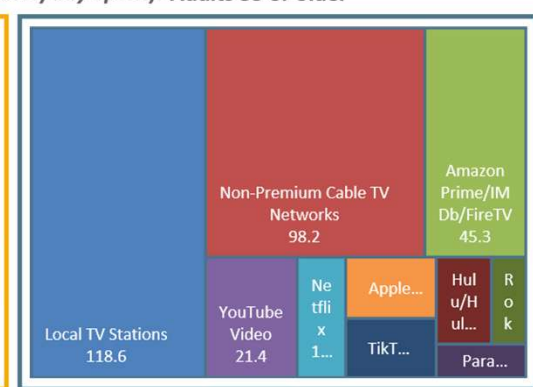
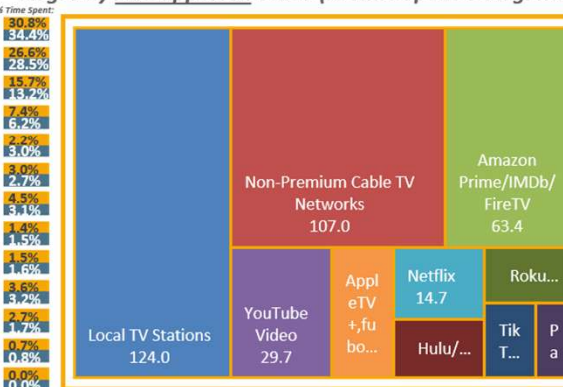
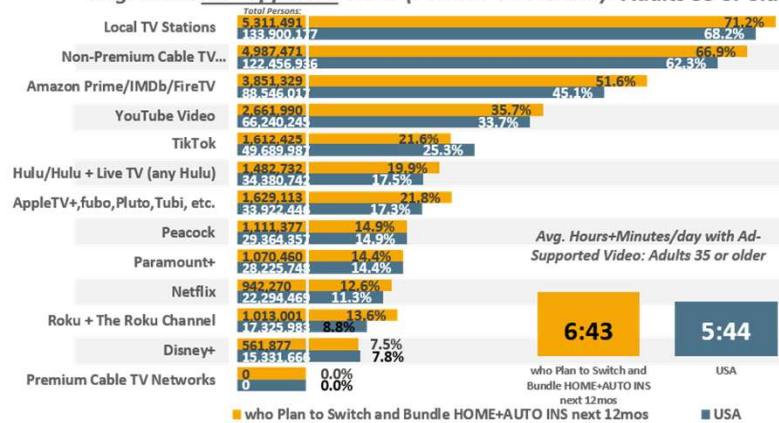
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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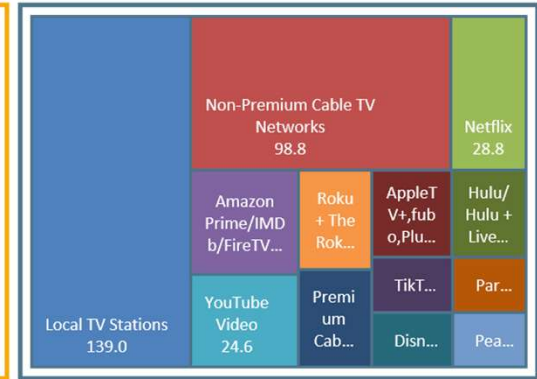
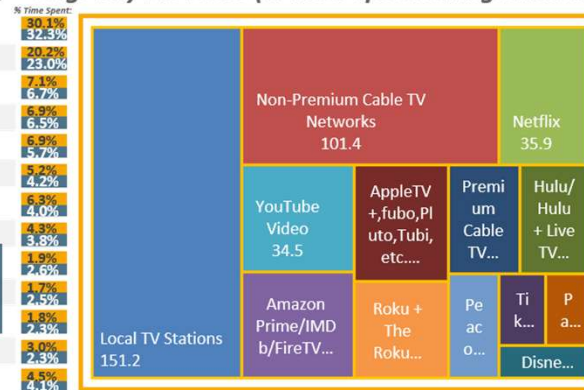
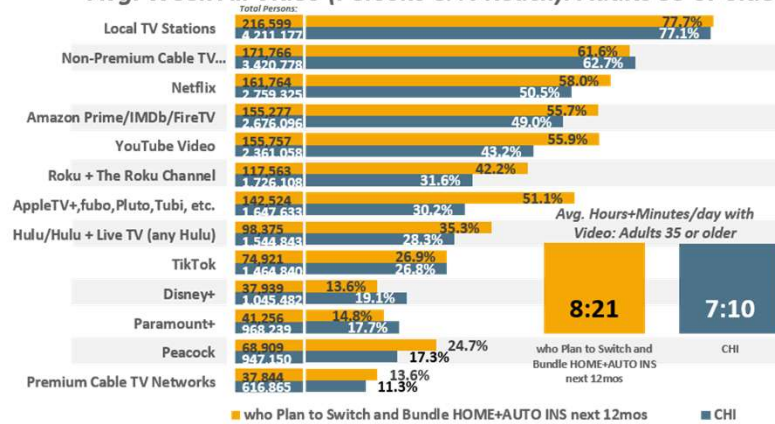
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211,981 or 76.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 143.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

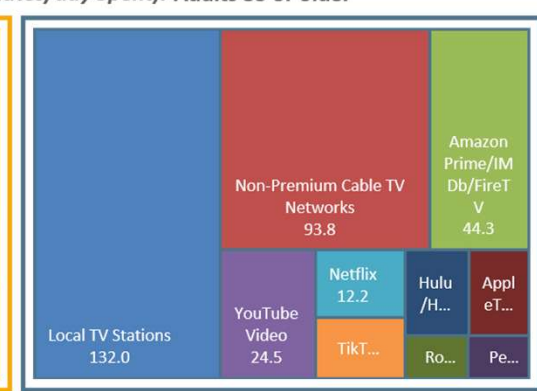
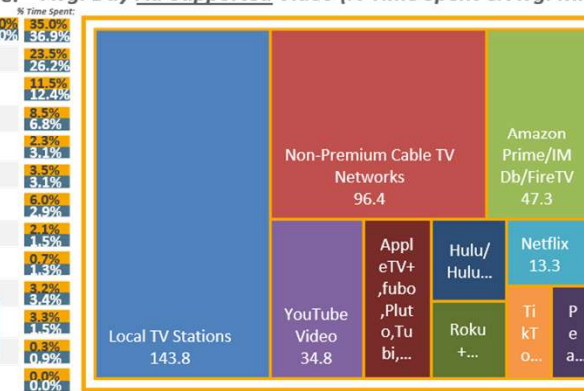
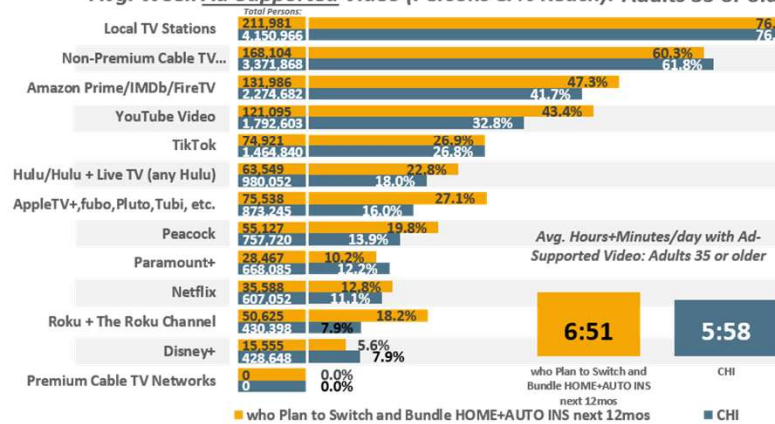
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 145
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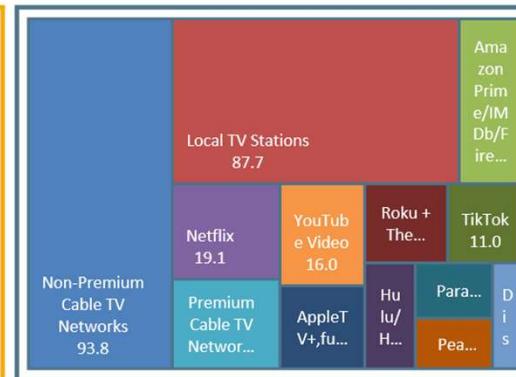
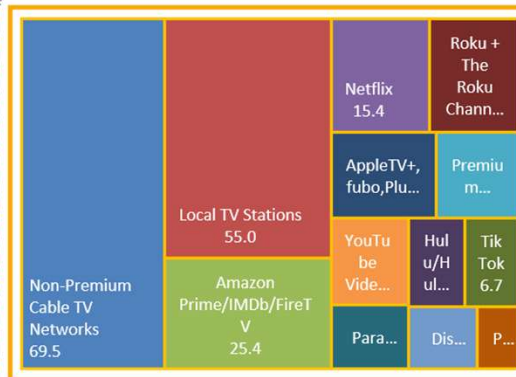
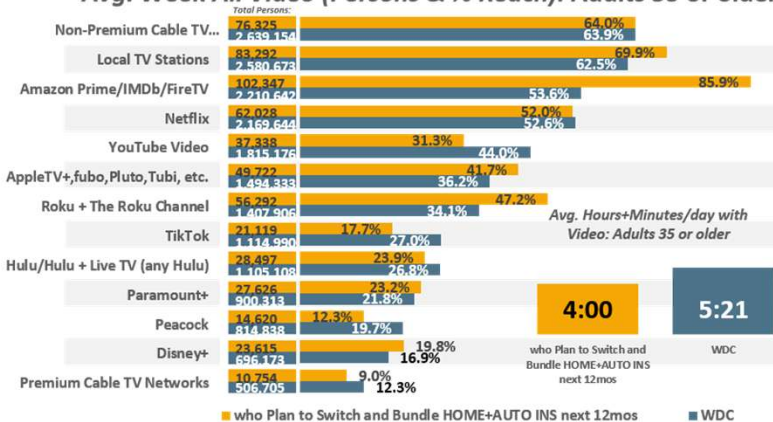
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80,309 or 67.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 49.4 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

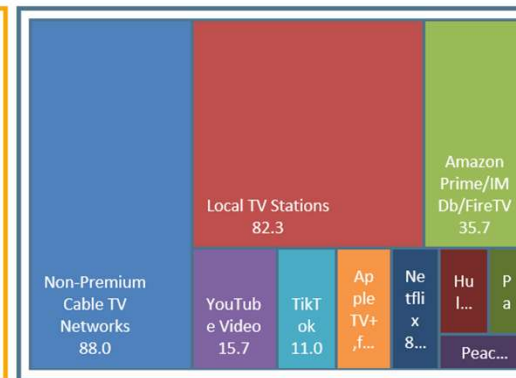
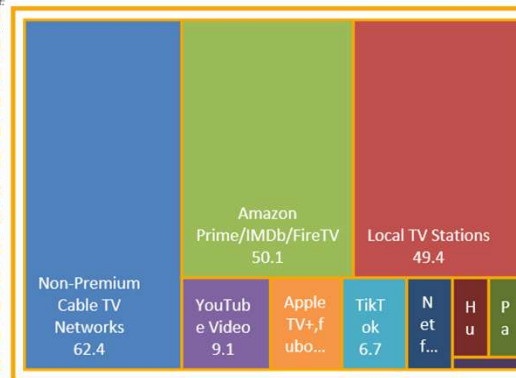
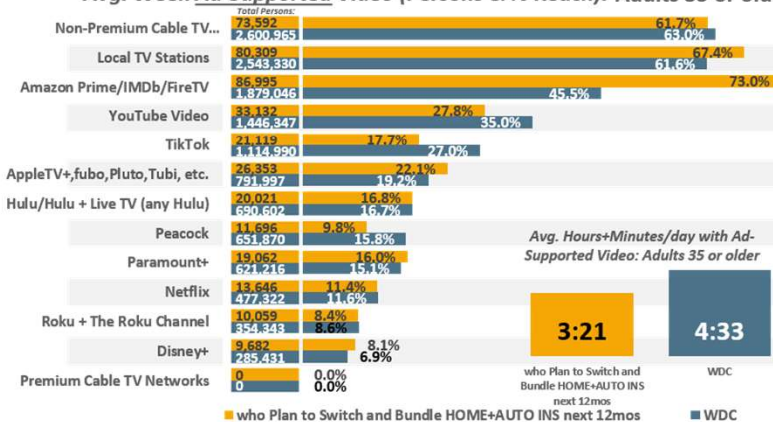
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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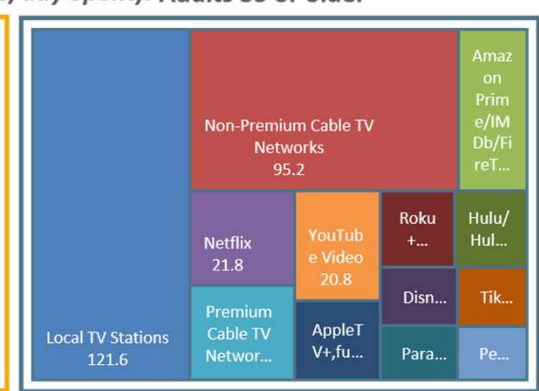
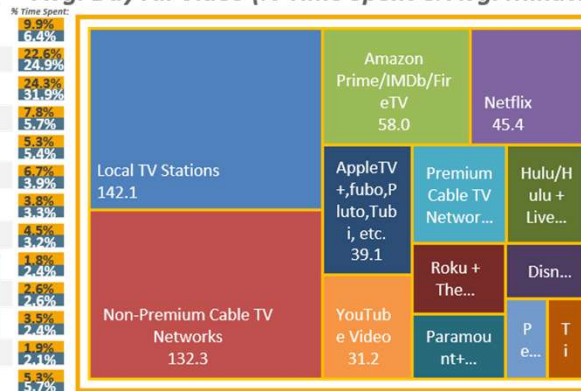
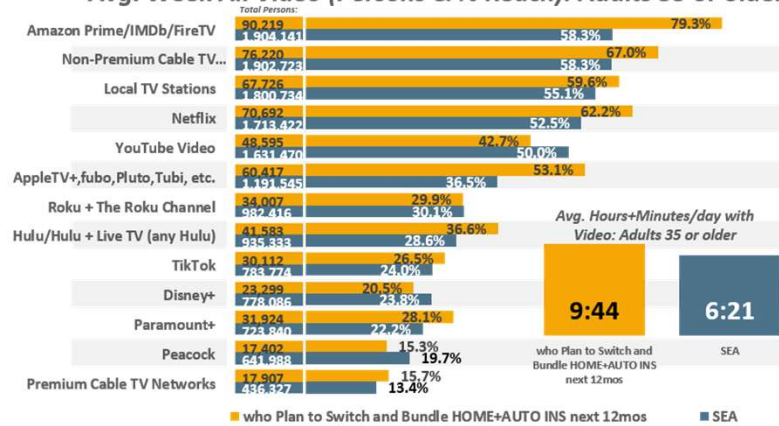
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66,123 or 58.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 127.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

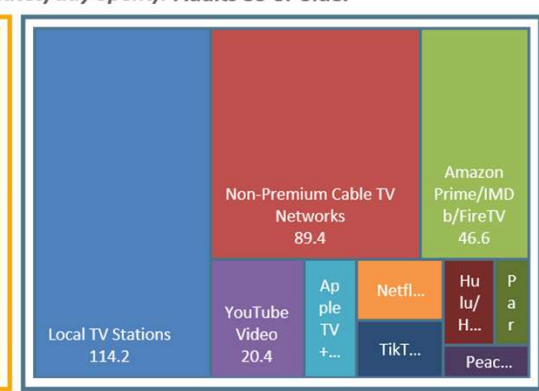
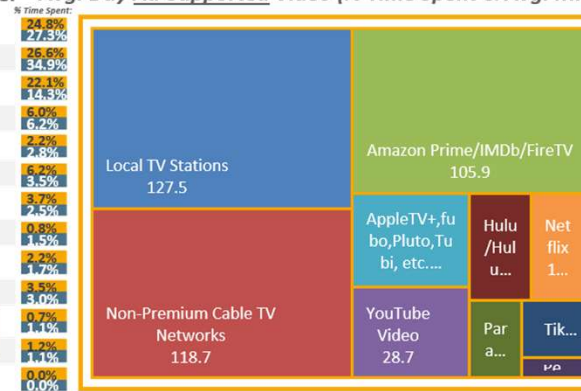
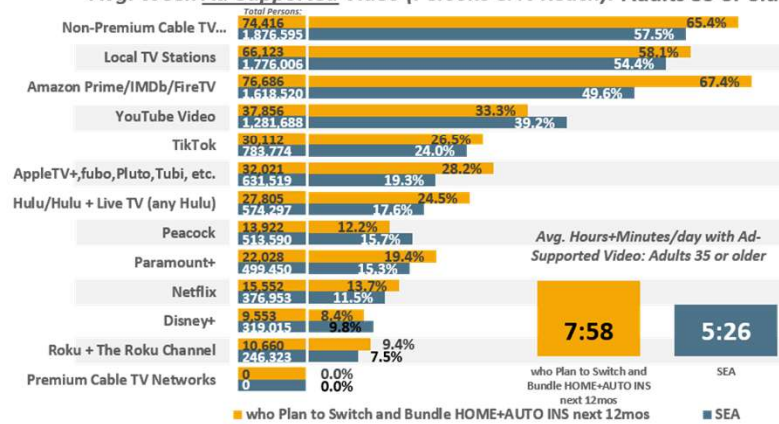
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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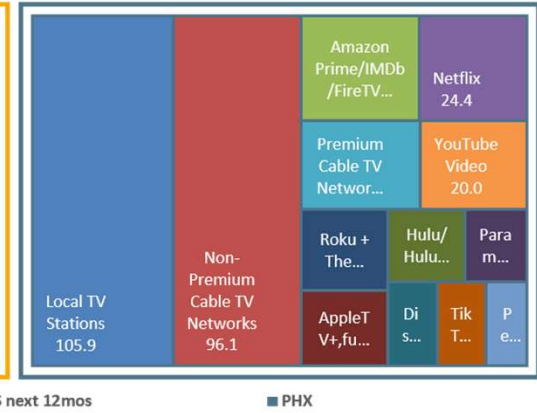
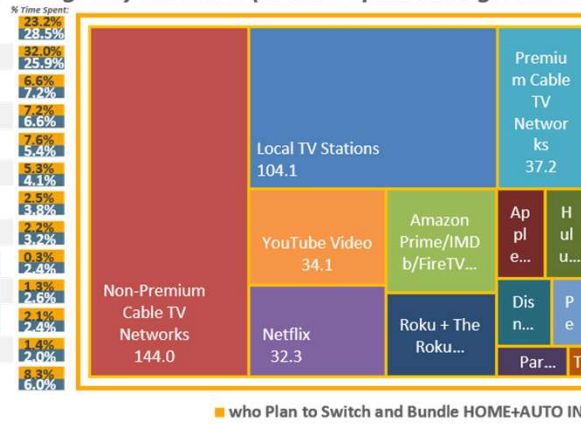
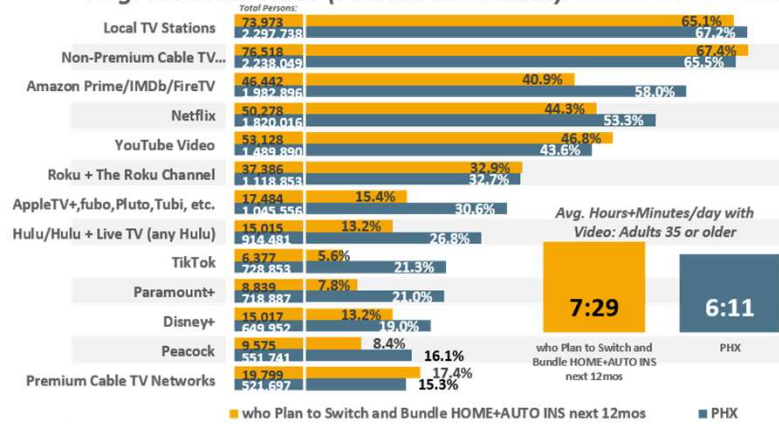
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73,075 or 64.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 26.% of all time spent daily with Ad-Supported Video.

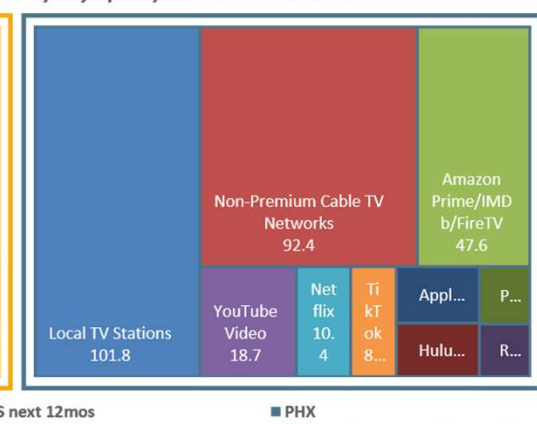
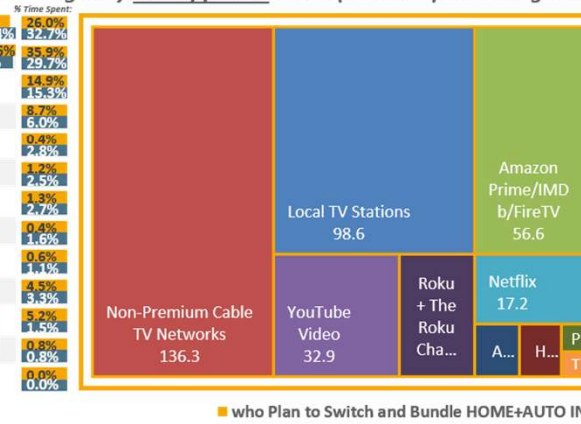
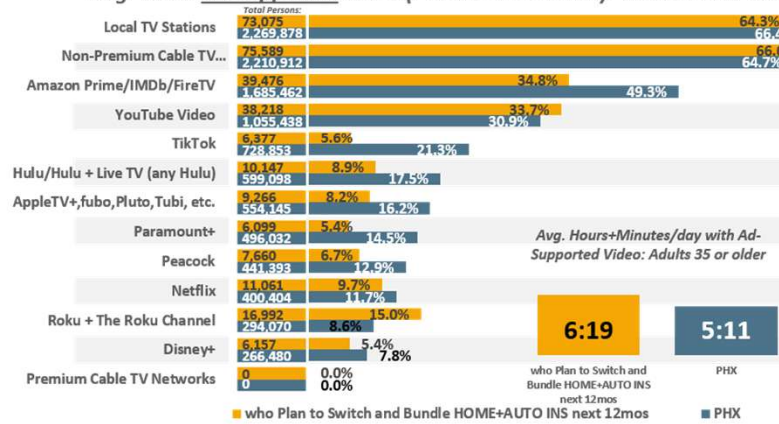
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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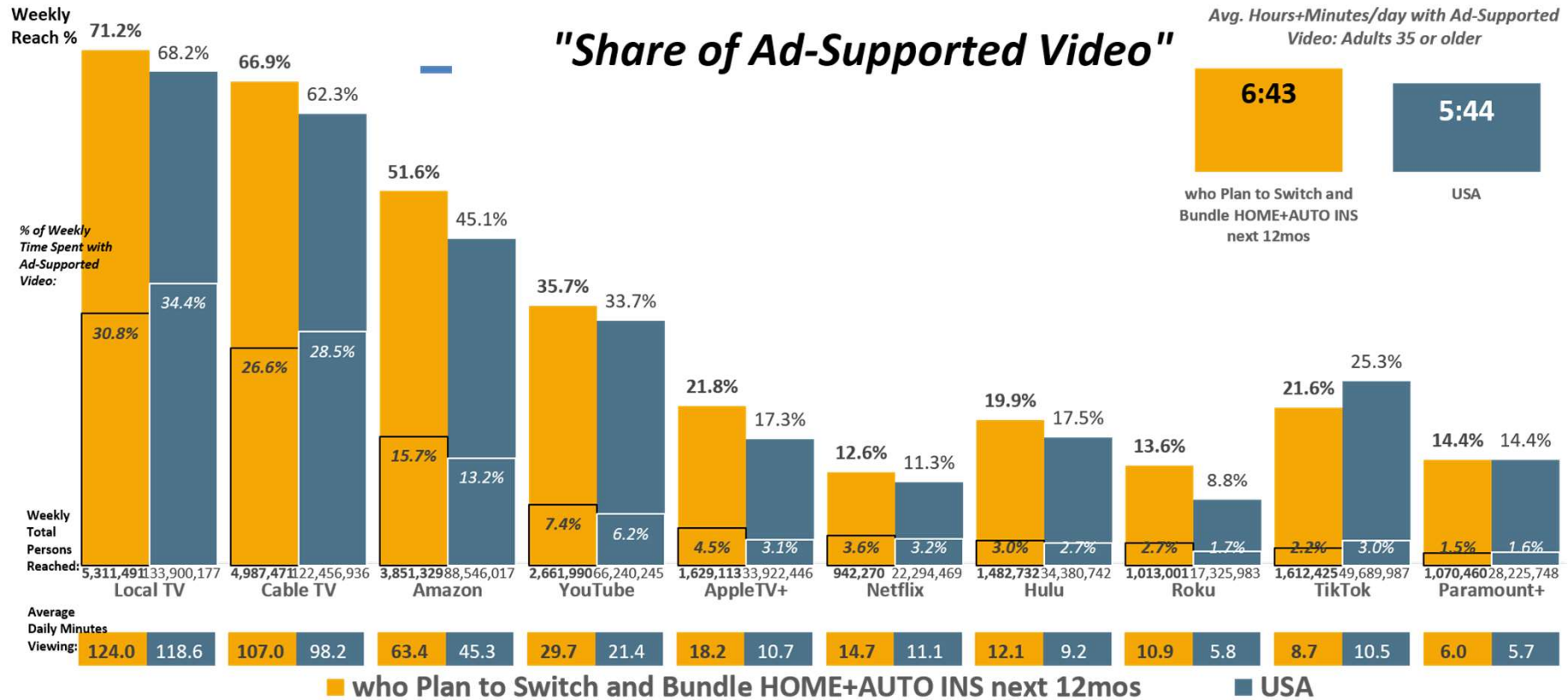
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



5,311,491 or 71.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 124. minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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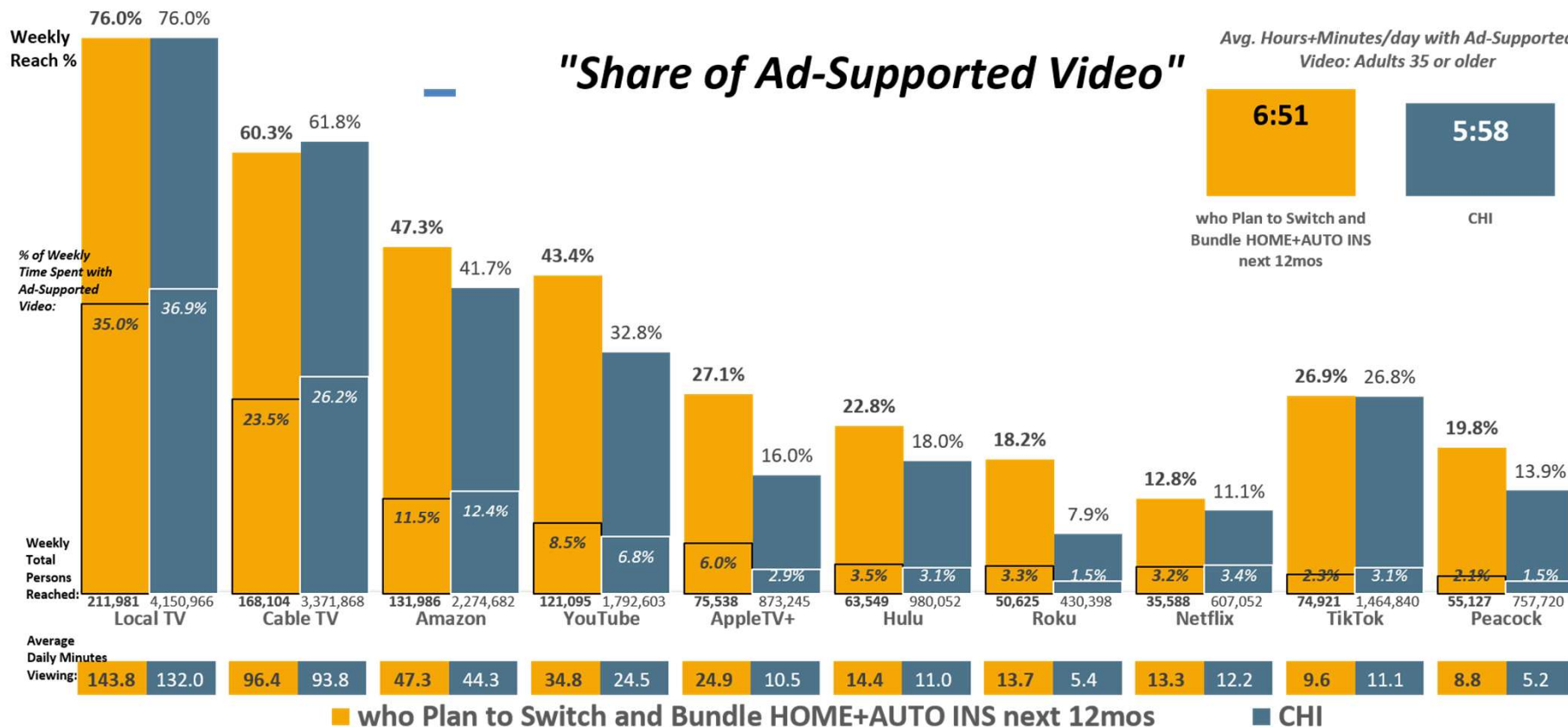
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



211,981 or 76.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 143.8 minutes every day representing 35.% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 145
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

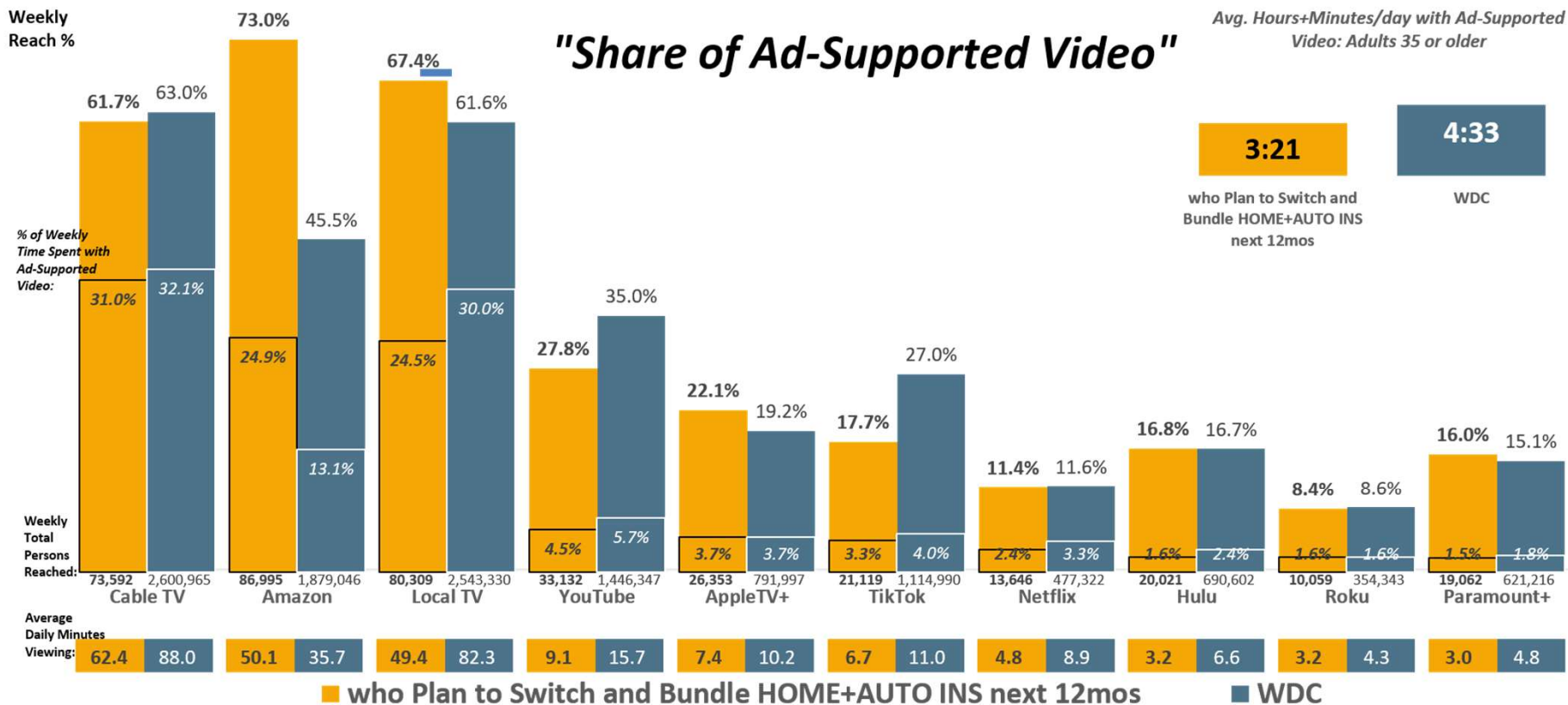
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



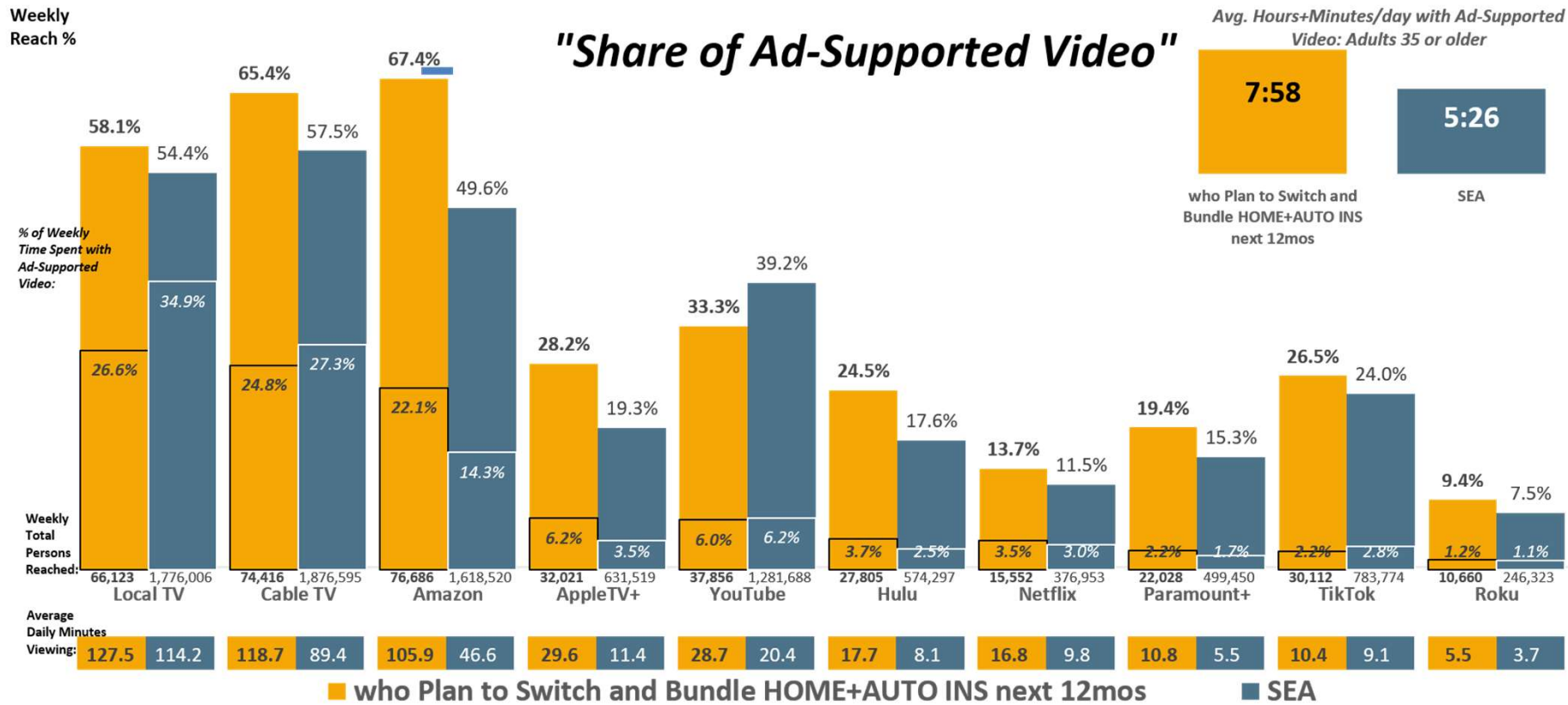
80,309 or 67.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 49.4 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





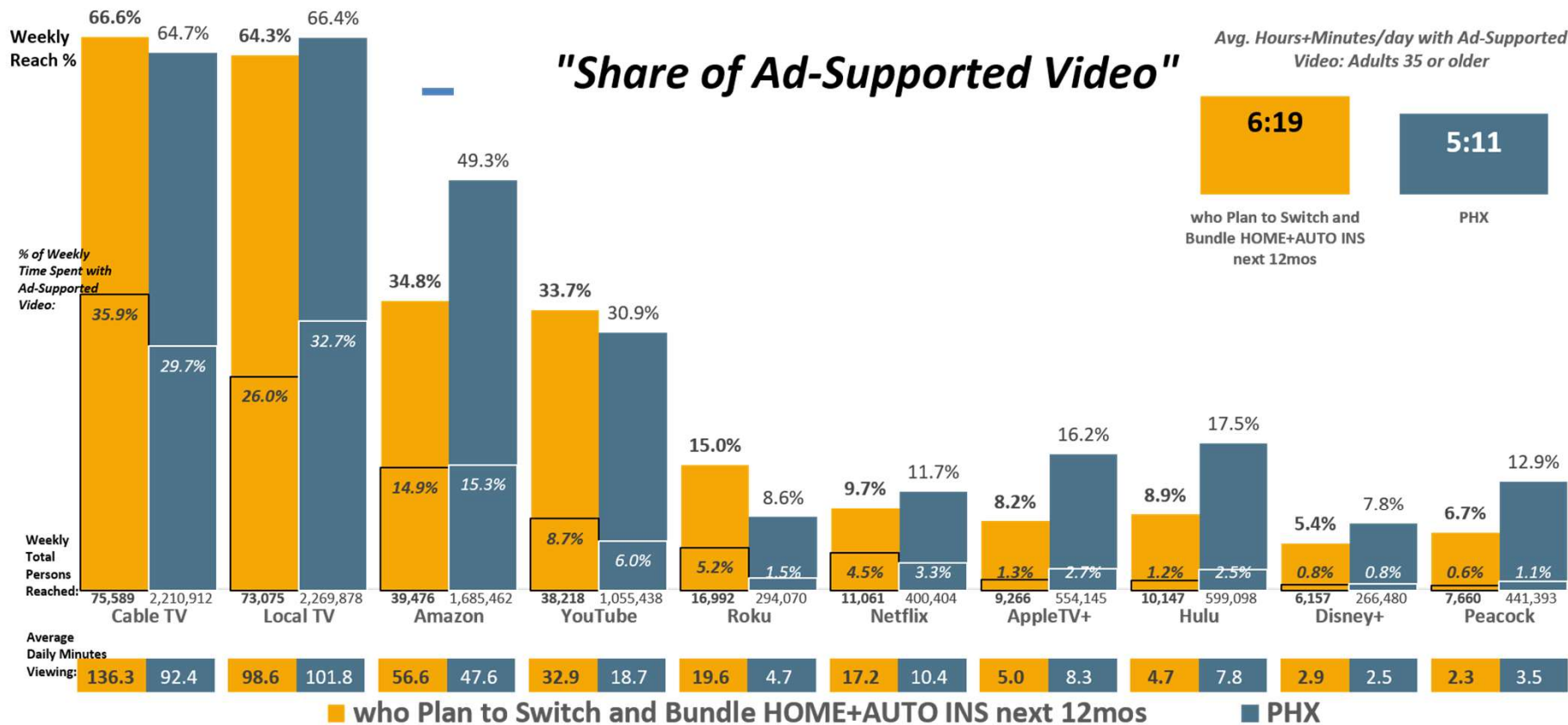
66,123 or 58.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 127.5 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.





73,075 or 64.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 98.6 minutes every day representing 26.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

6:19

5:11

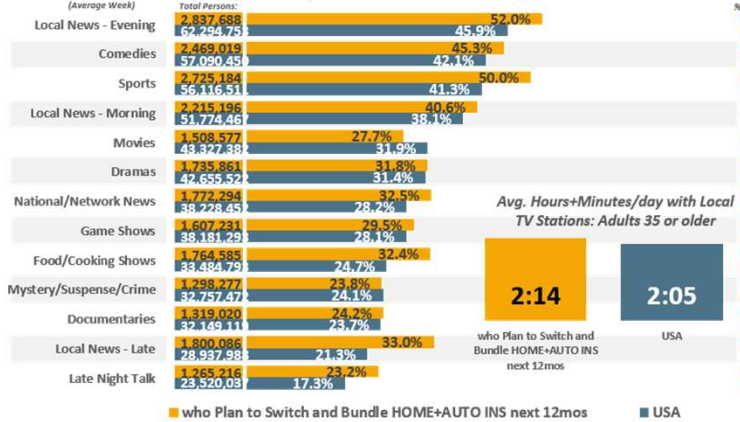
who Plan to Switch and Bundle HOME+AUTO INS next 12mos

PHX

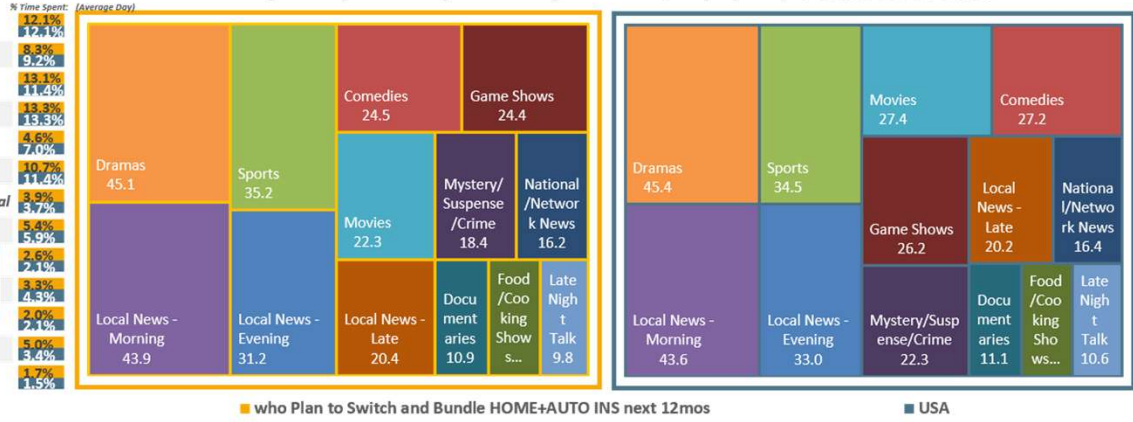


5,311,491 or 71.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Local News - Late, and Dramas.

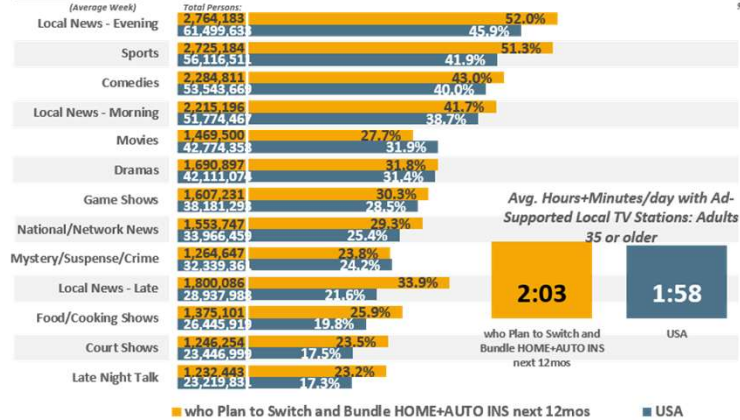
Local TV Station Programs (Persons & % Reach): Adults 35 or older



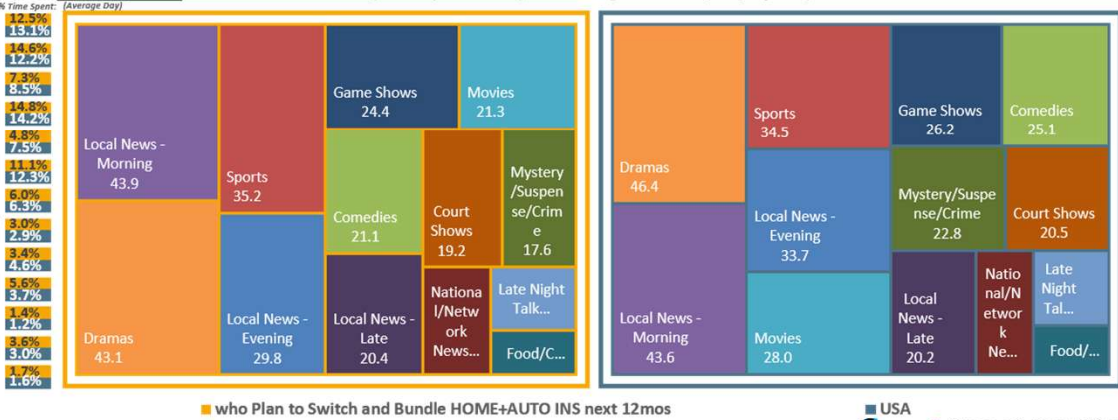
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



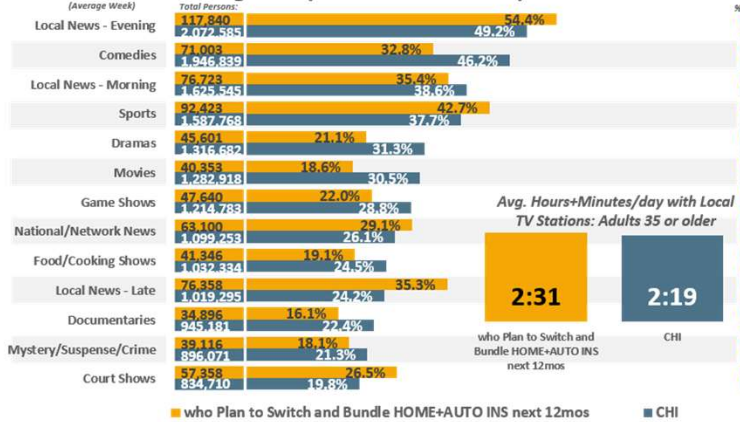
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



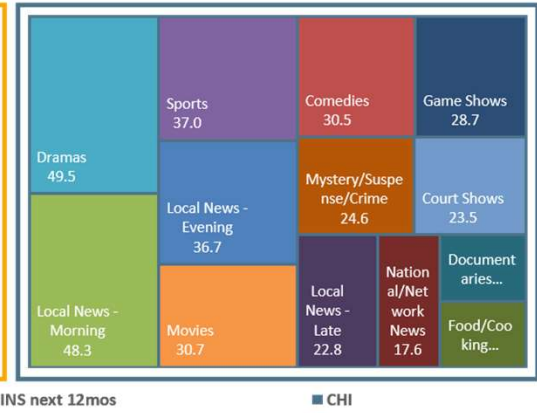
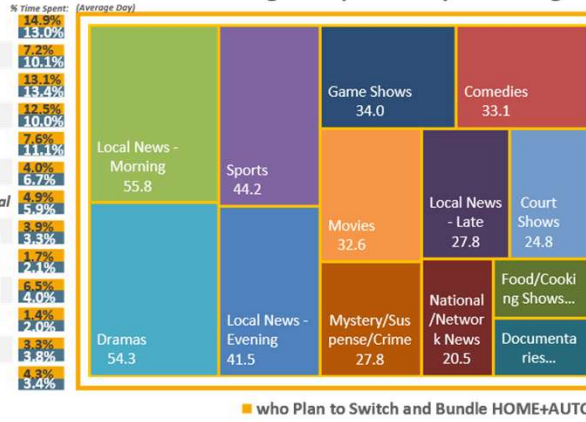


211,981 or 76.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Local News - Late, Comedies, and Court Shows.

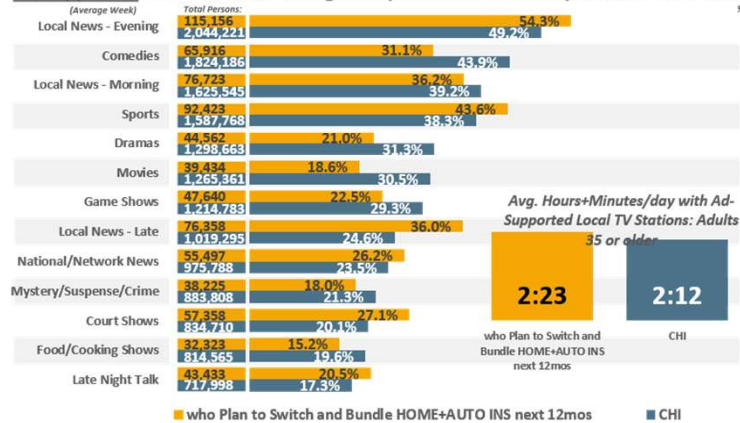
Local TV Station Programs (Persons & % Reach): Adults 35 or older



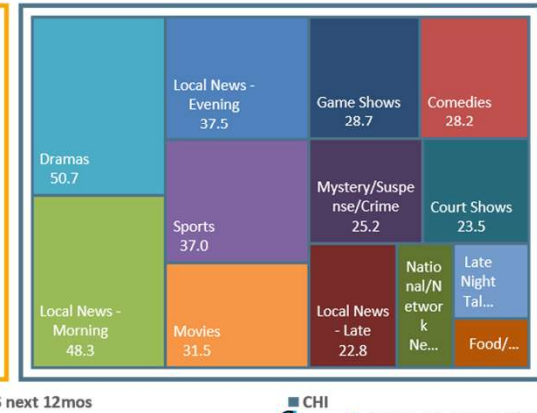
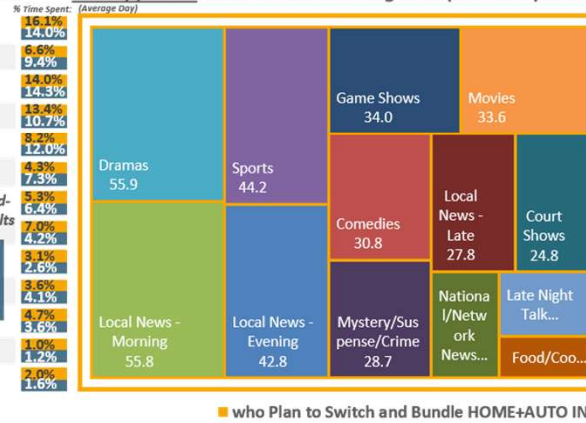
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



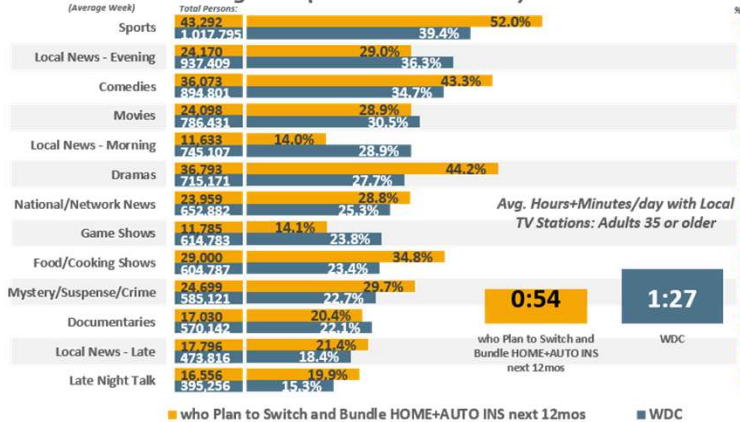
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



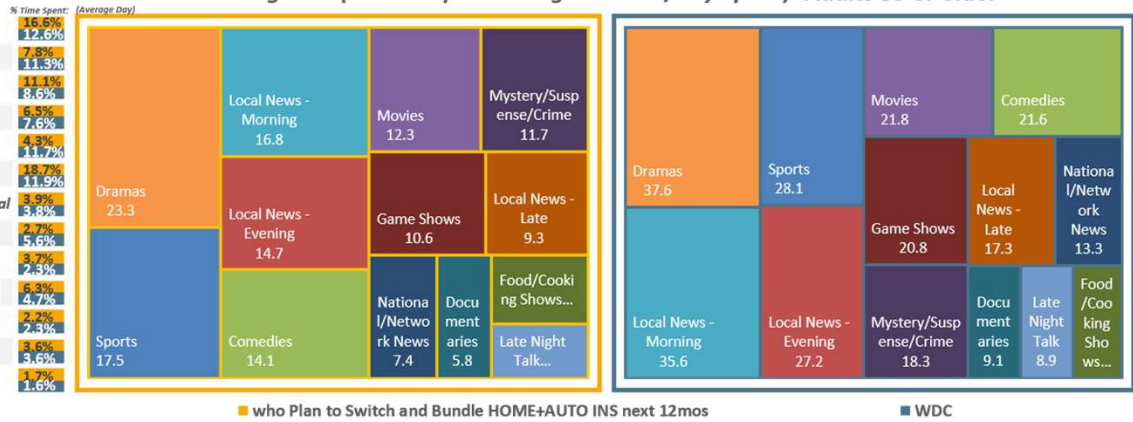


80,309 or 67.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Dramas, Comedies, Mystery/Suspense/Crime, Local News - Evening, and Movies.

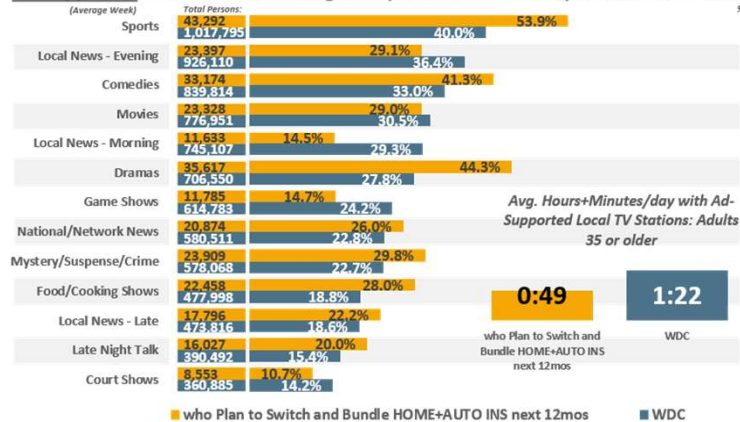
Local TV Station Programs (Persons & % Reach): Adults 35 or older



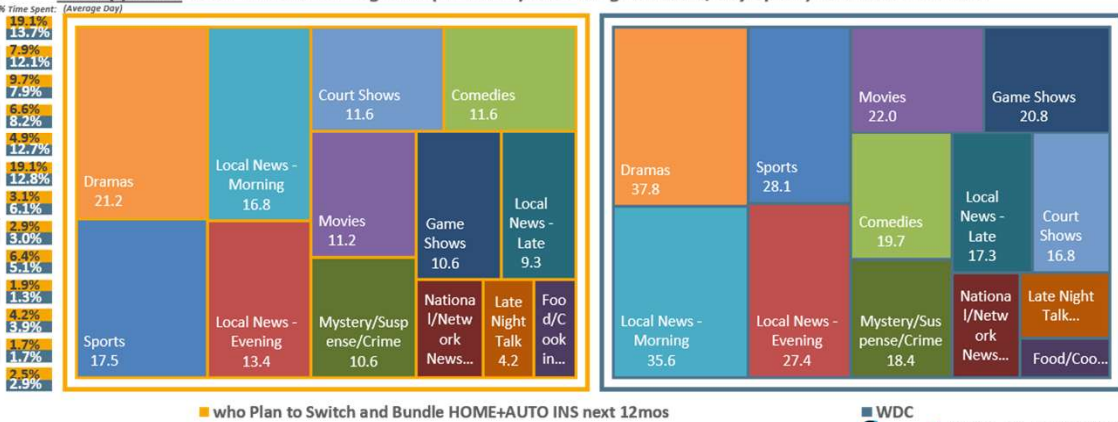
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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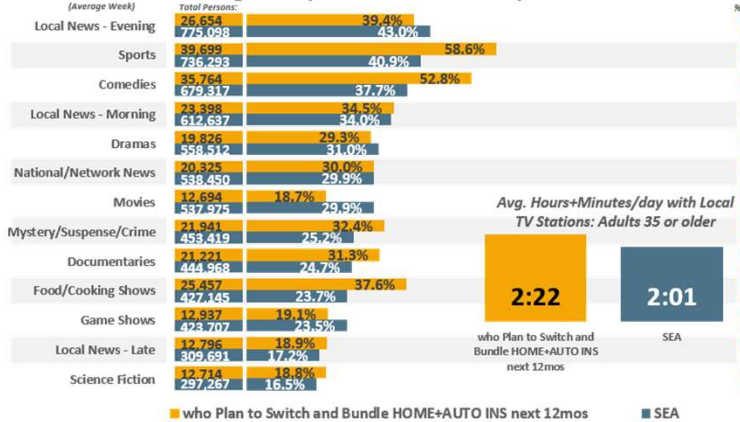
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

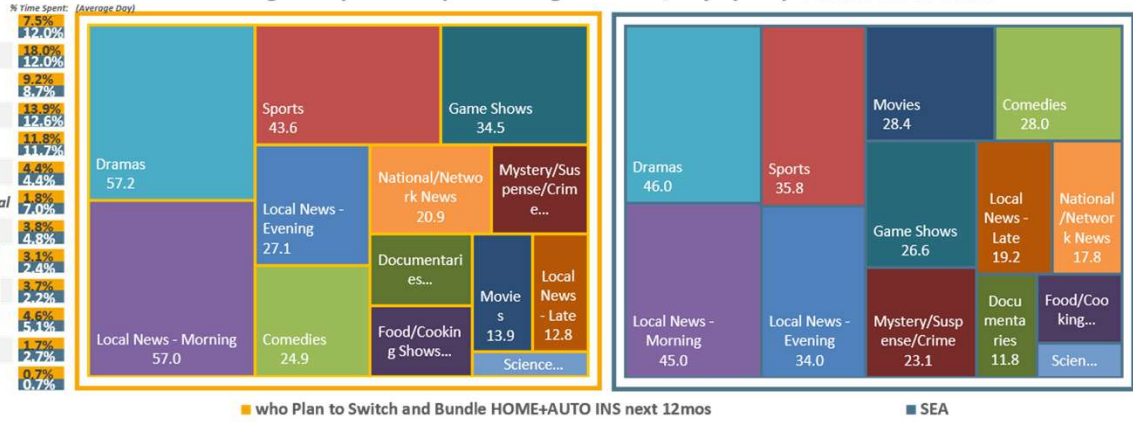


66,123 or 58.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Mystery/Suspense/Crime, and Food/Cookin

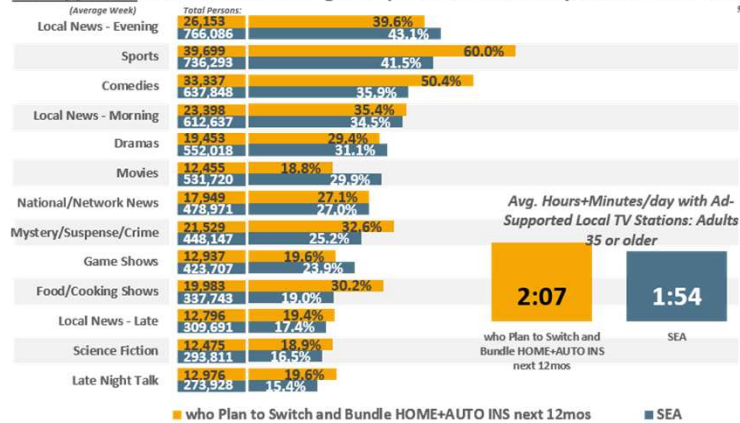
Local TV Station Programs (Persons & % Reach): Adults 35 or older



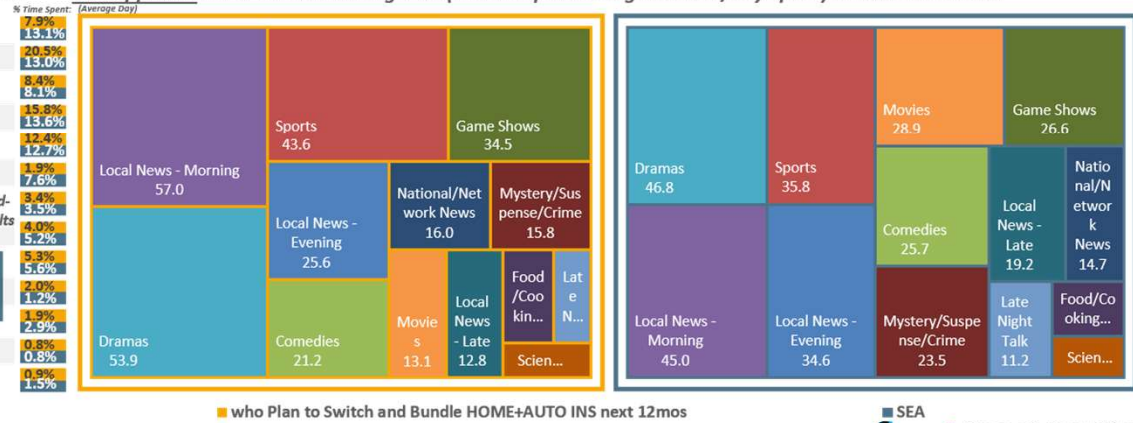
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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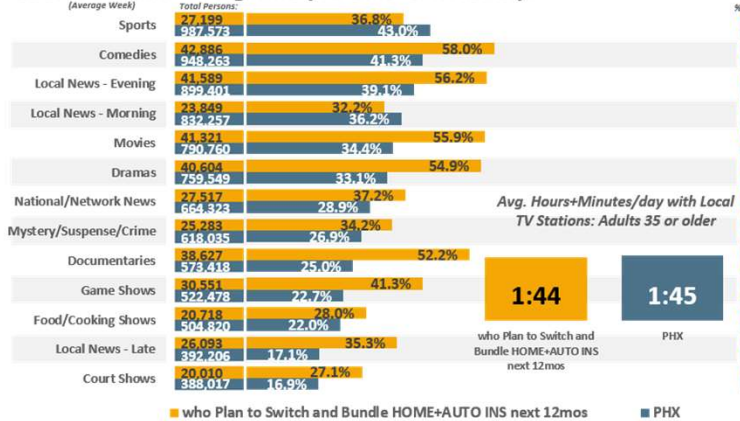
SEA
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

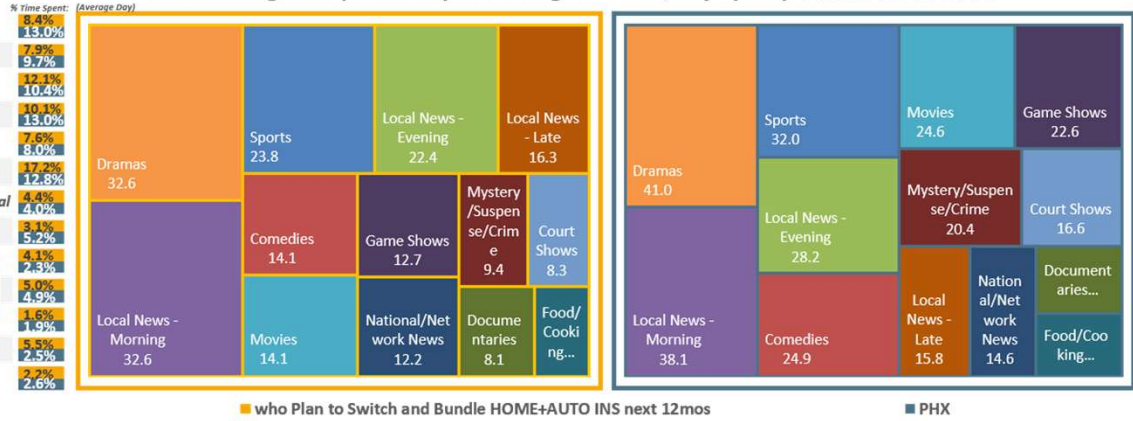


73,075 or 64.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Comedies, Dramas, Late Night Talk, and Game Shows.

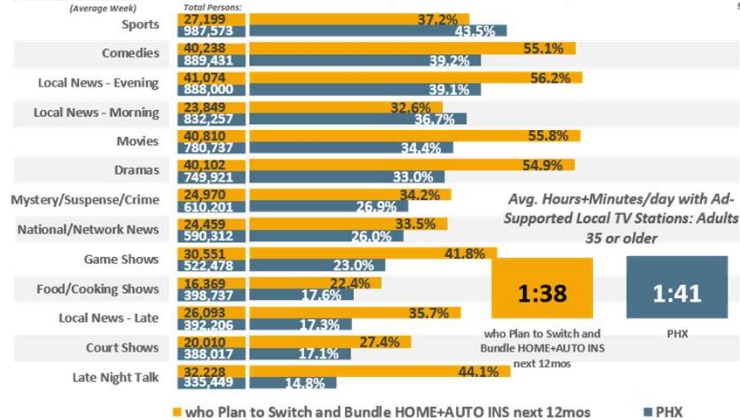
Local TV Station Programs (Persons & % Reach): Adults 35 or older



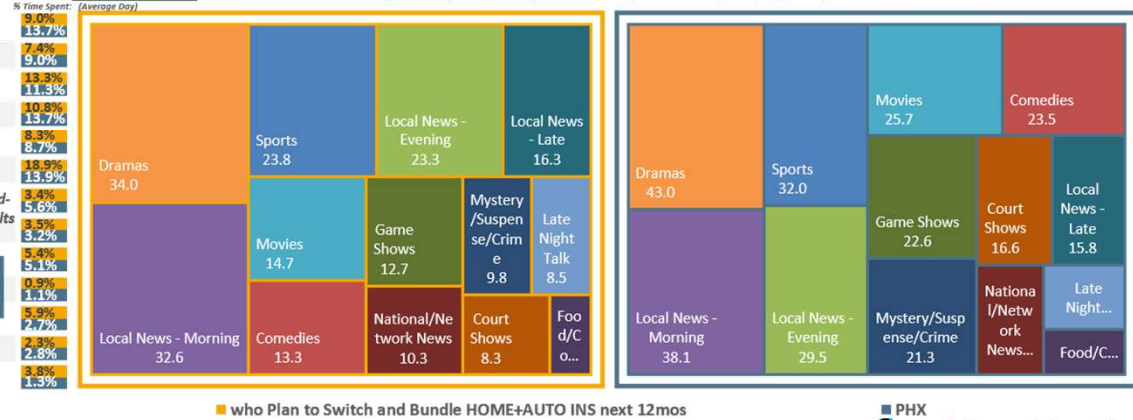
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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

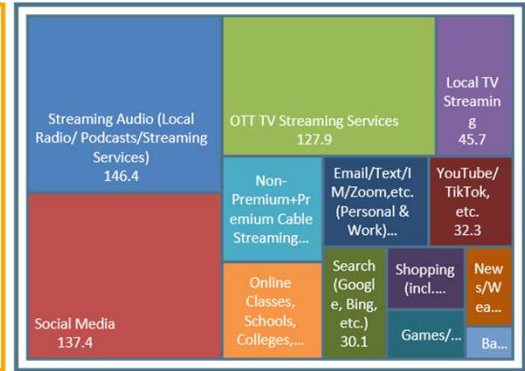
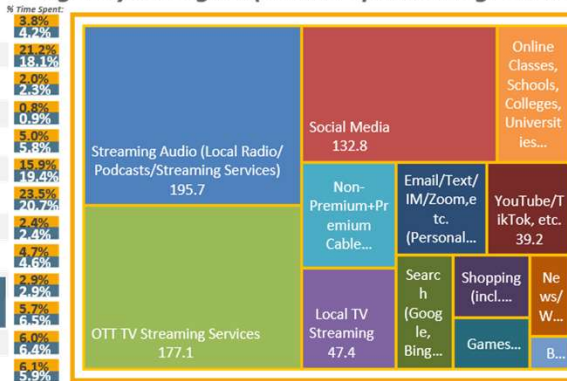
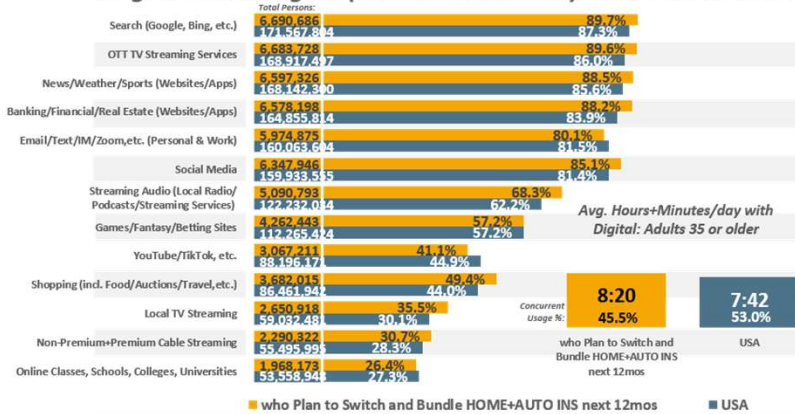




5,845,898 or 78.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 122.2 minutes every day representing 19.6% of all time spent daily with Ad-Supported Digital Media.

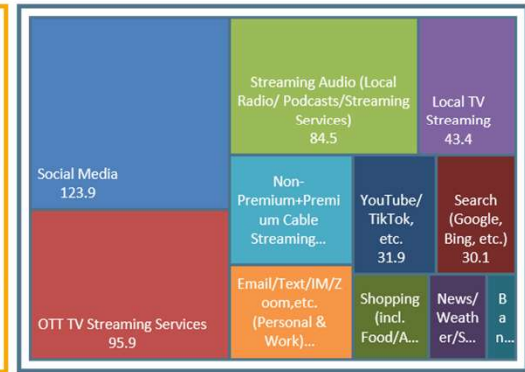
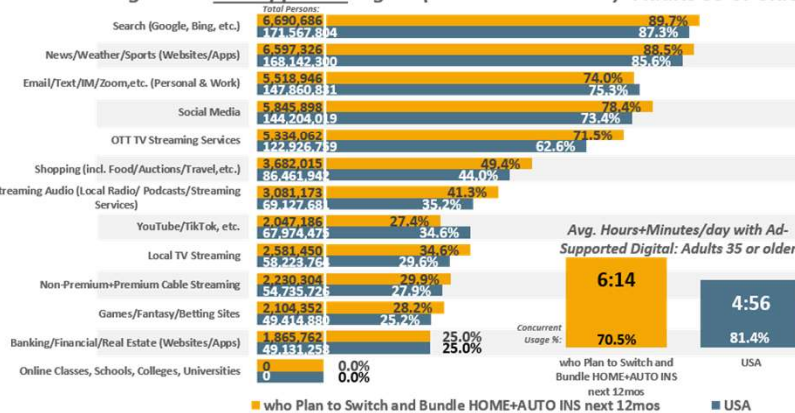
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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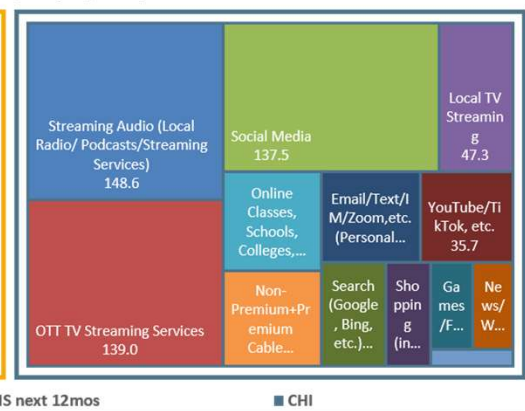
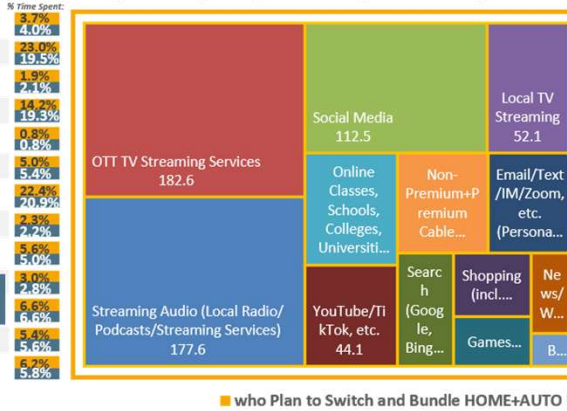
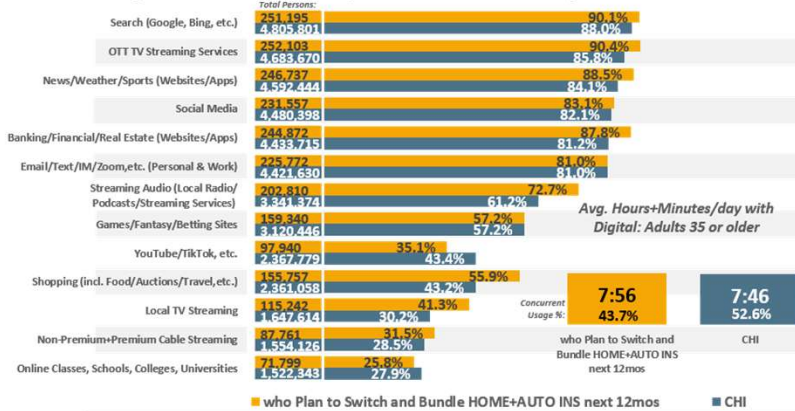
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211,617 or 75.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 103.5 minutes every day representing 17.6% of all time spent daily with Ad-Supported Digital Media.

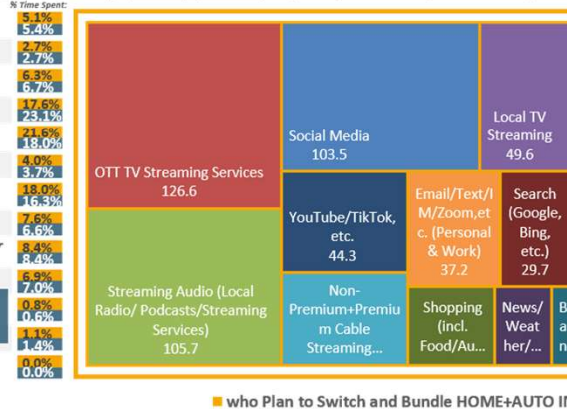
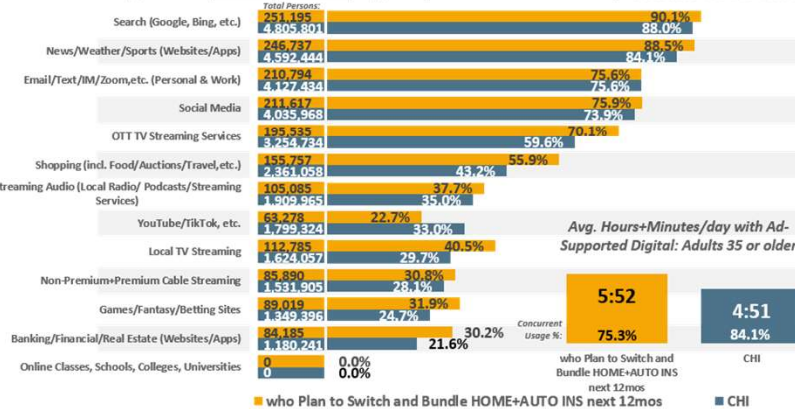
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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

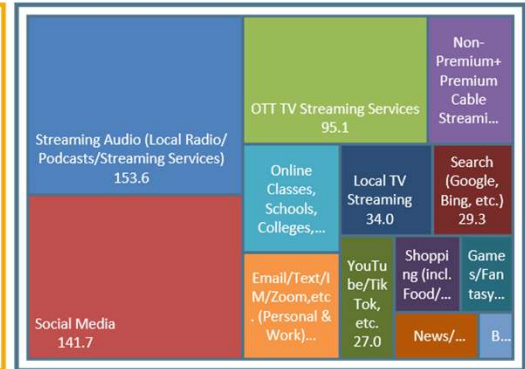
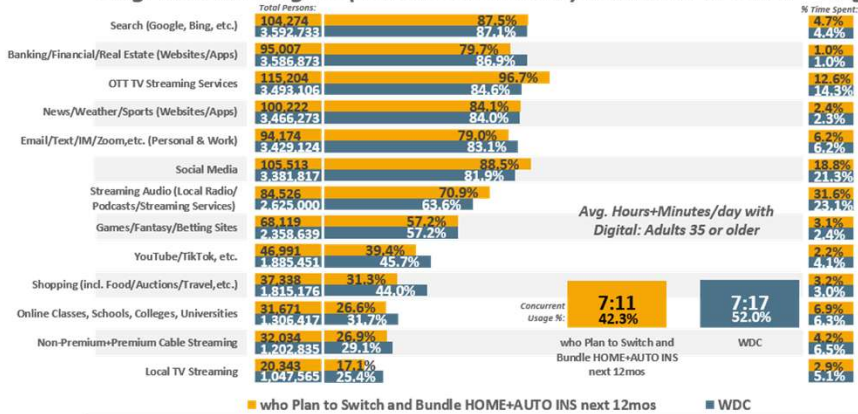




92,652 or 77.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 124.2 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

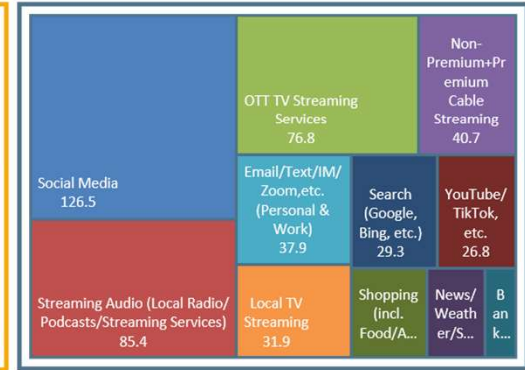
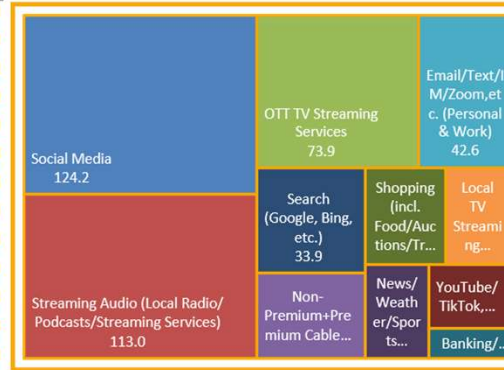
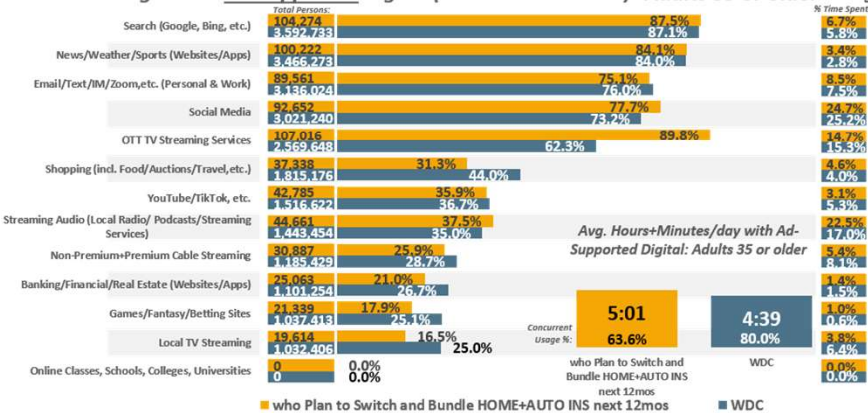
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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

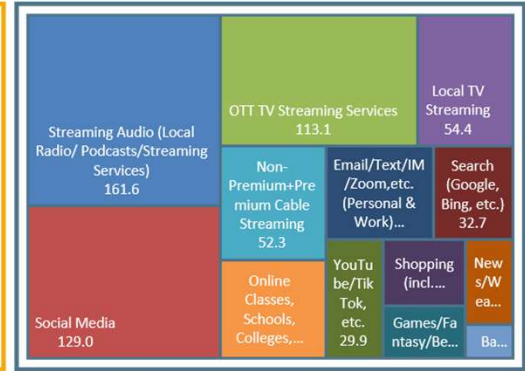
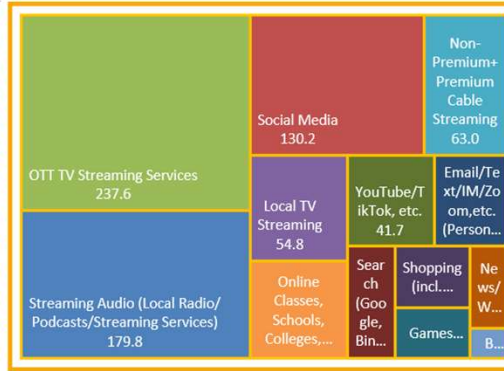
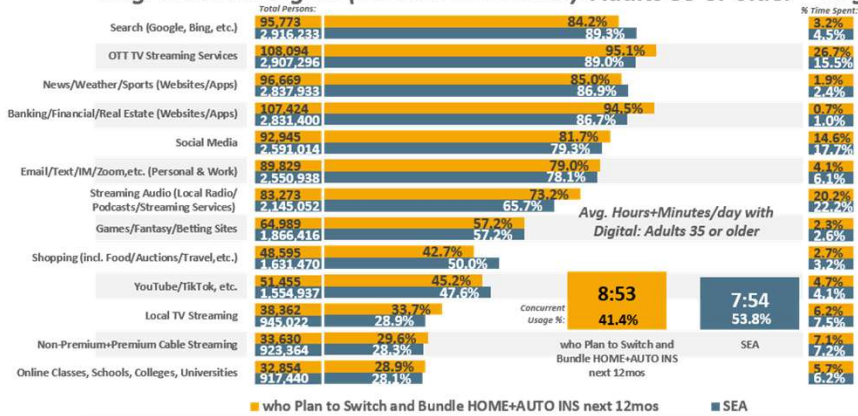




82,558 or 72.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 119.8 minutes every day representing 17.6% of all time spent daily with Ad-Supported Digital Media.

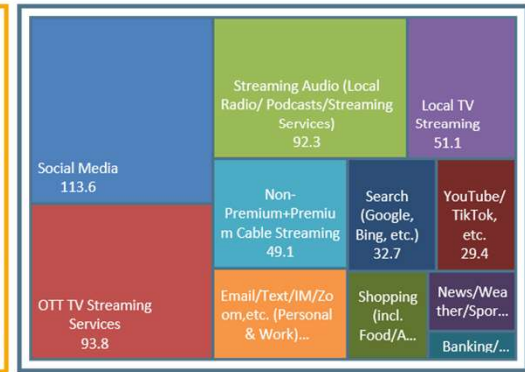
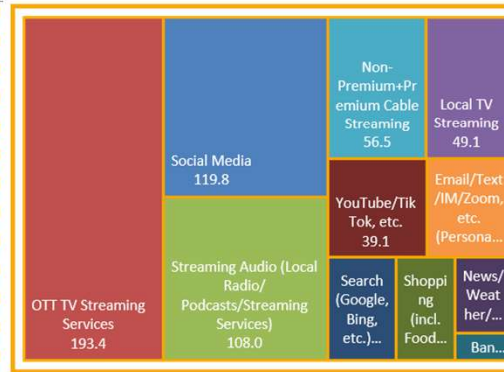
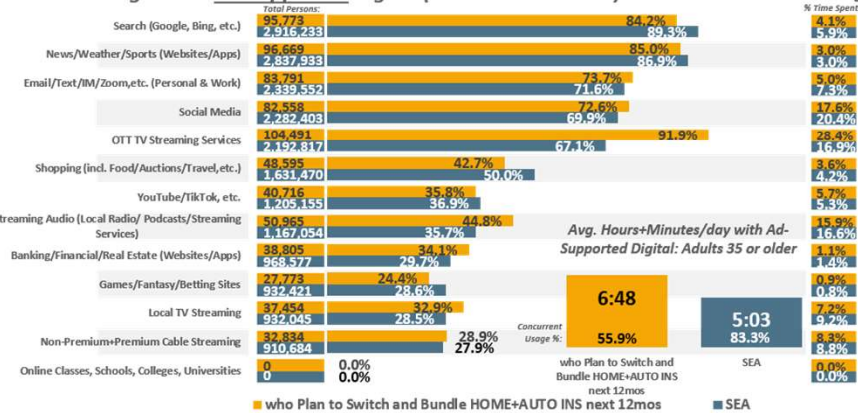
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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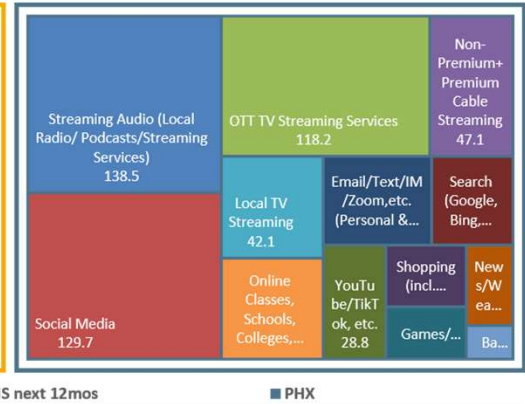
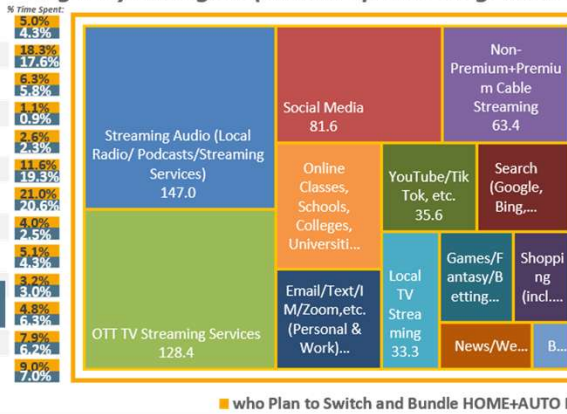
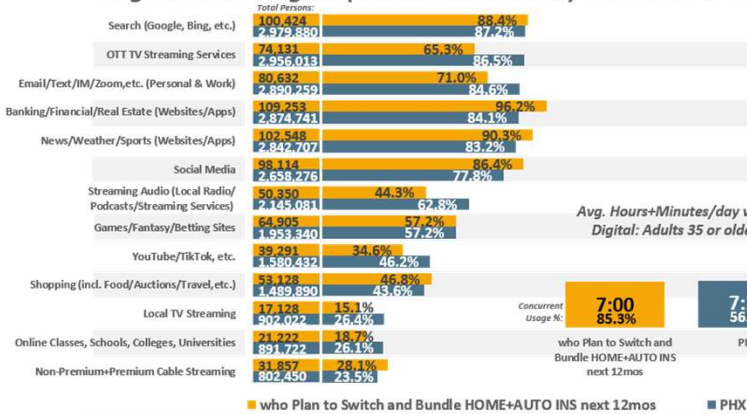
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96,841 or 85.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 75.1 minutes every day representing 14.4% of all time spent daily with Ad-Supported Digital Media.

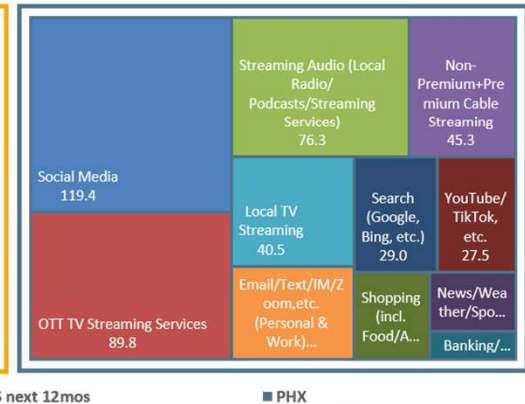
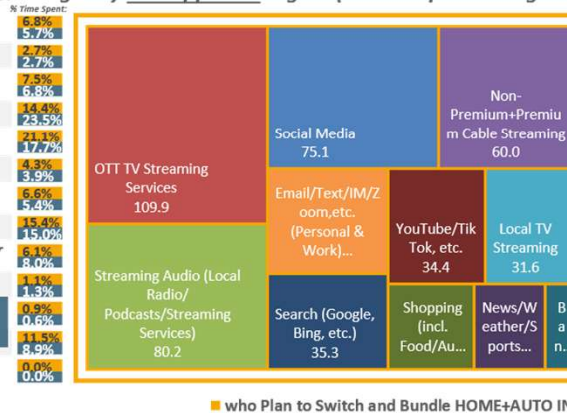
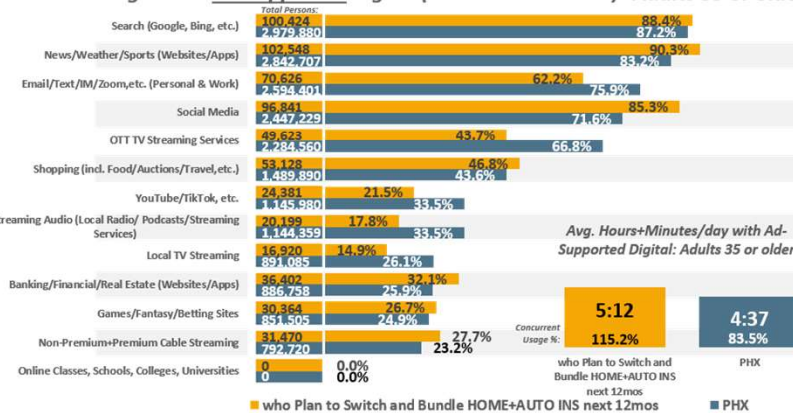
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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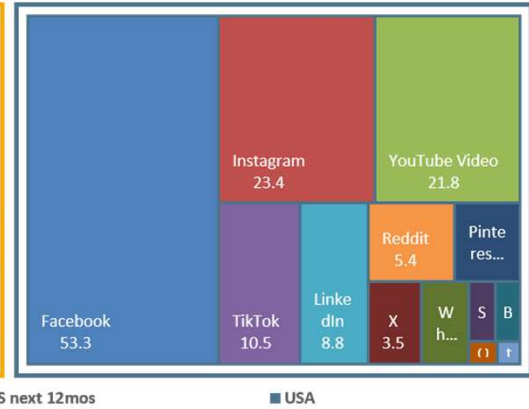
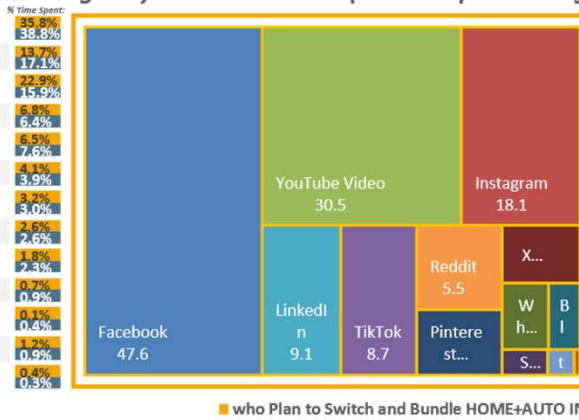
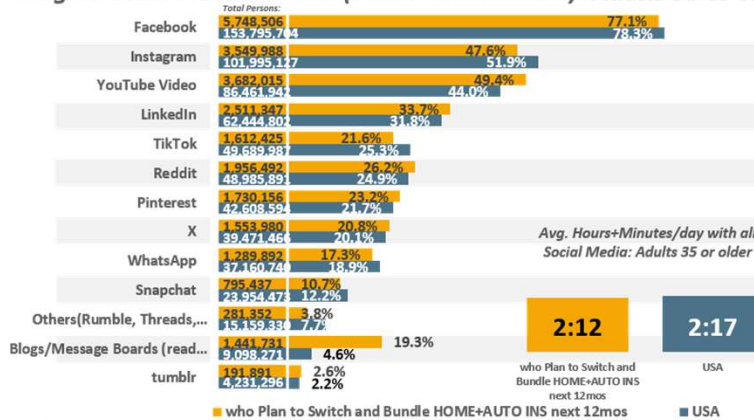
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

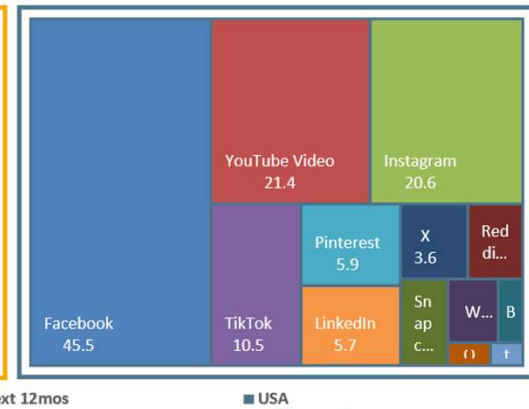
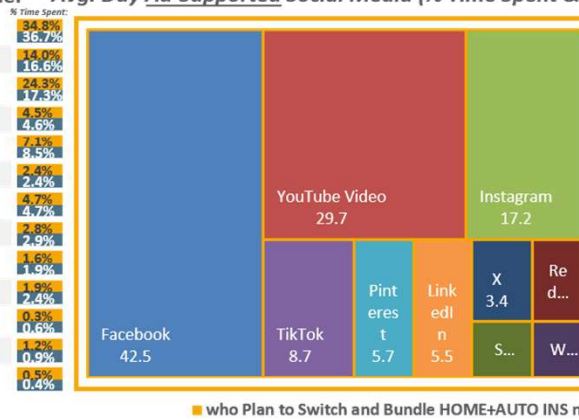
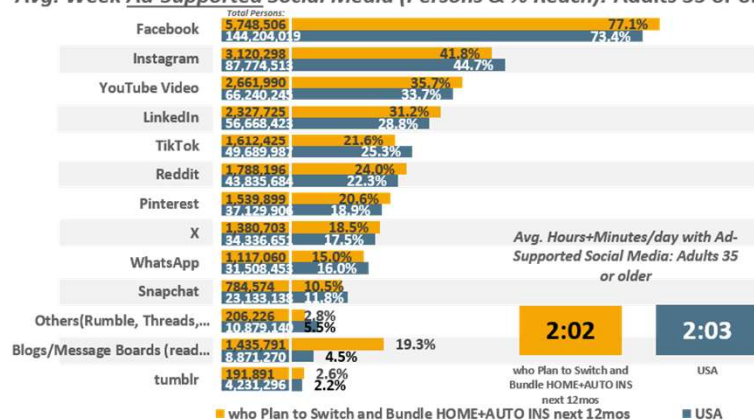


5,748,506 or 77.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 42.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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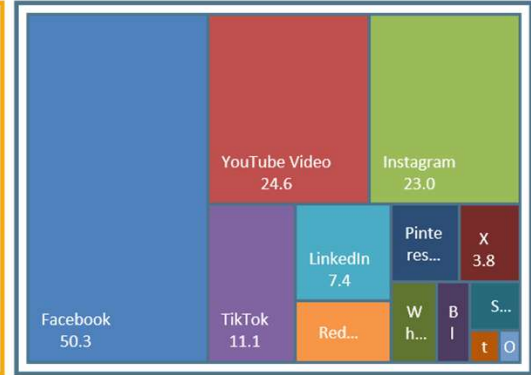
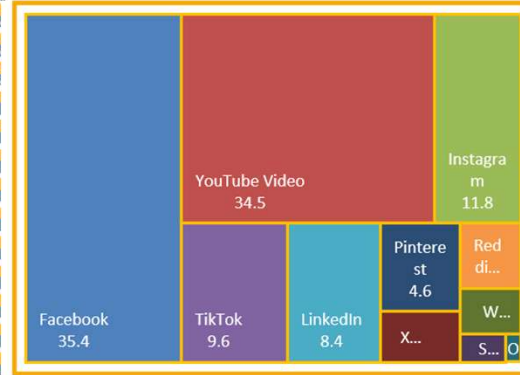
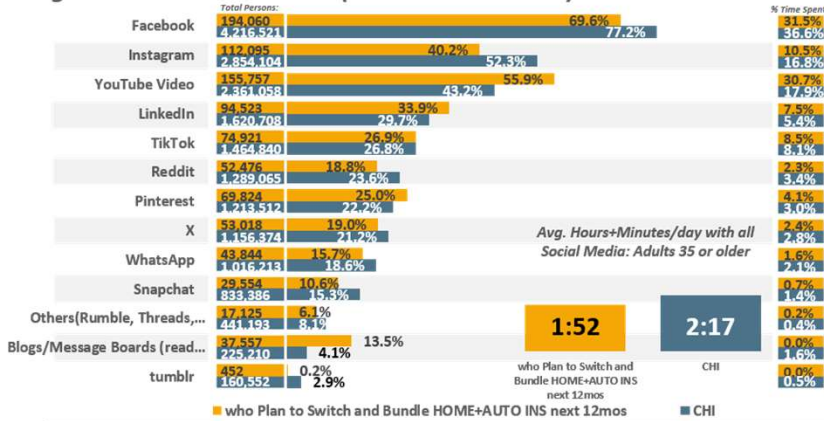
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

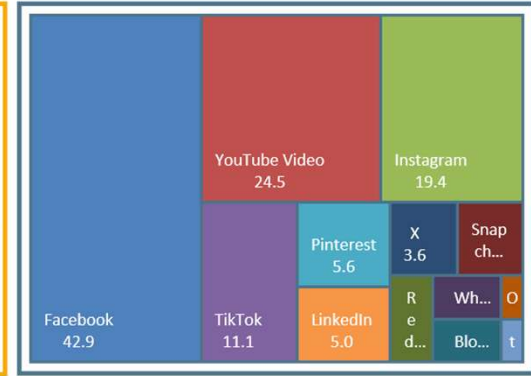
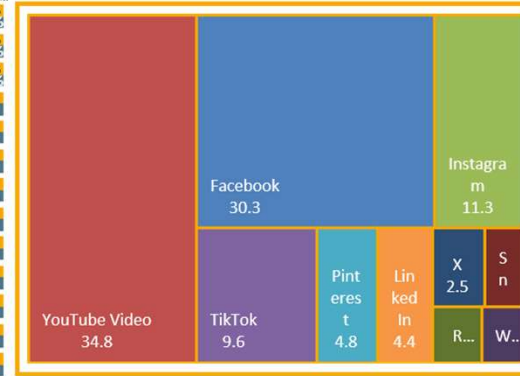
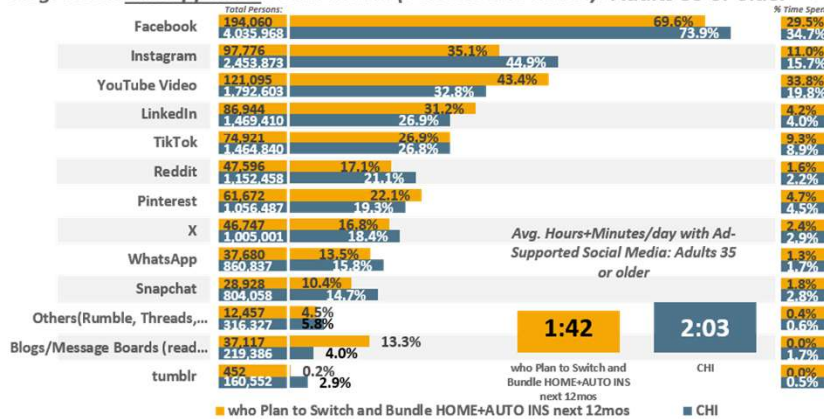


121,095 or 43.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported YouTube Video for an average of 34.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.

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



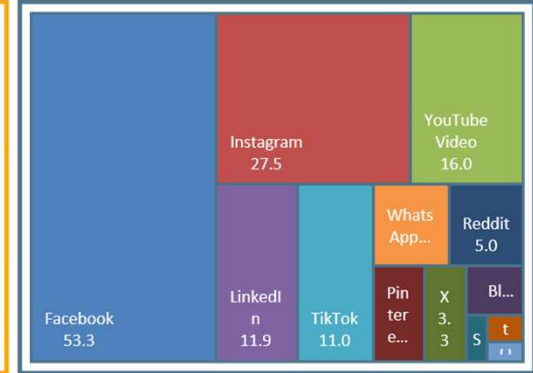
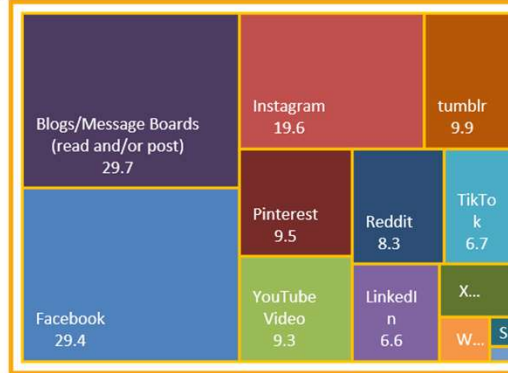
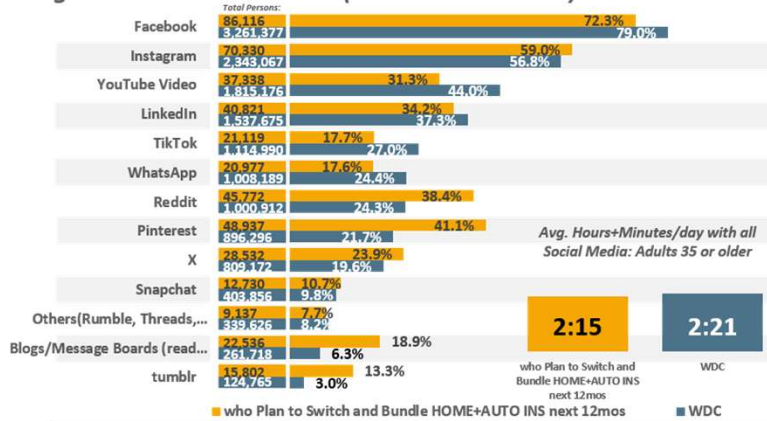
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



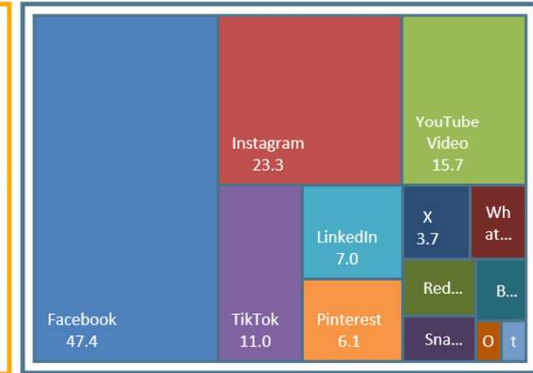
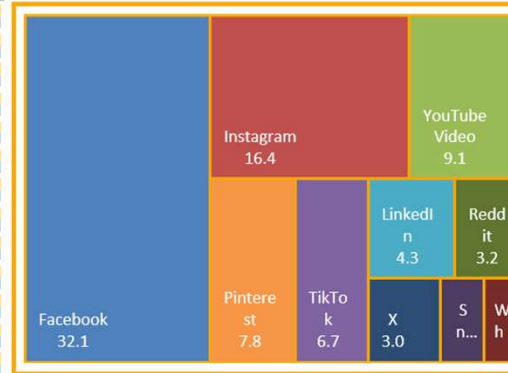
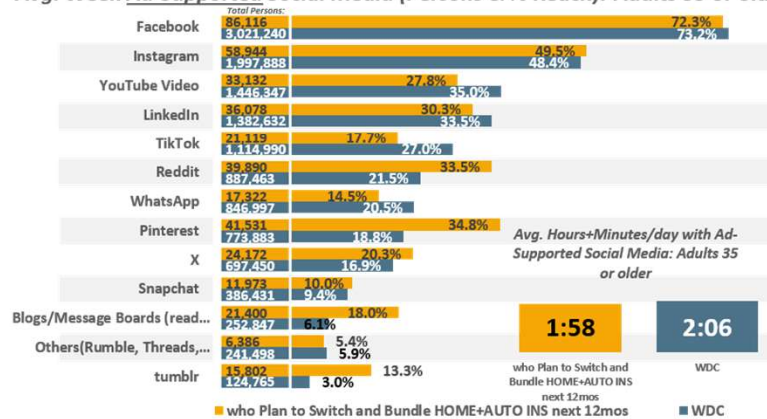


86,116 or 72.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 32.1 minutes every day representing 27.1% of all time spent daily with Ad-Supported Social Media.

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



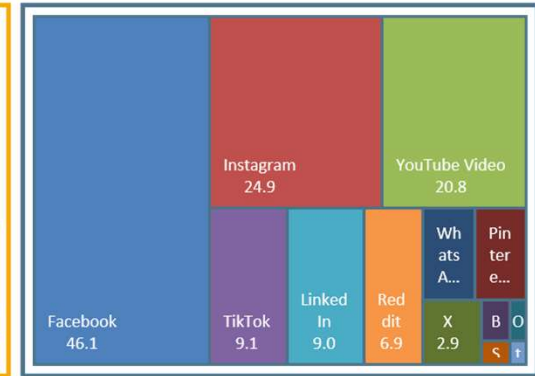
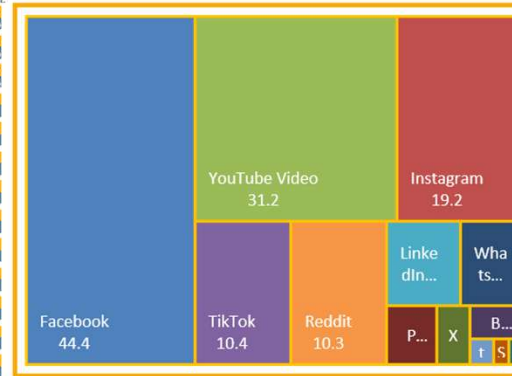
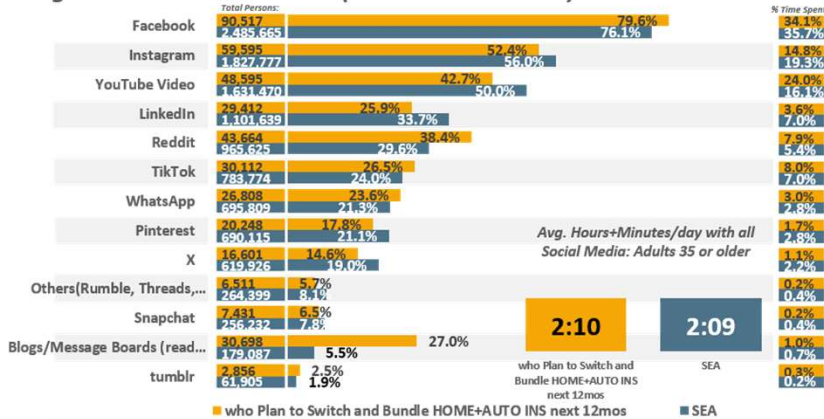
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



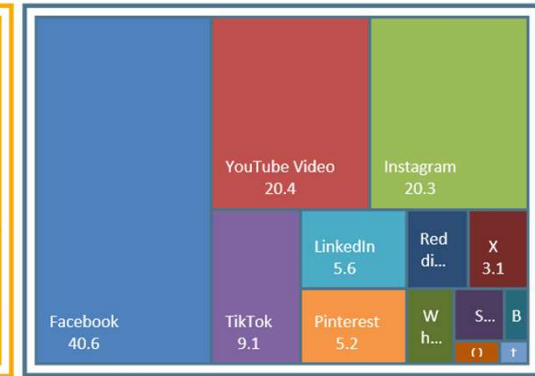
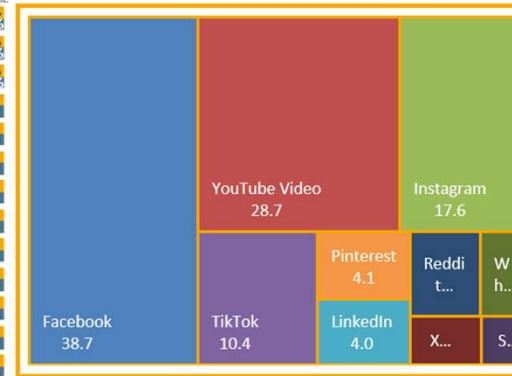
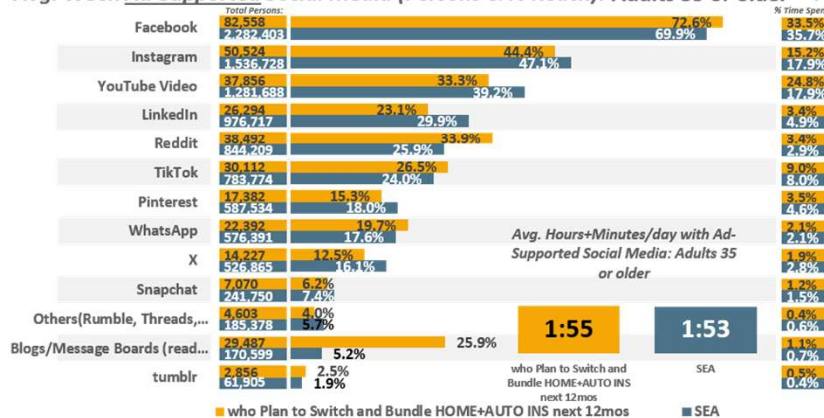


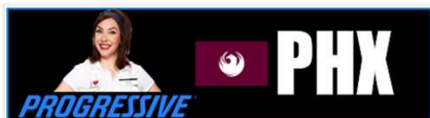
82,558 or 72.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 38.7 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

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**



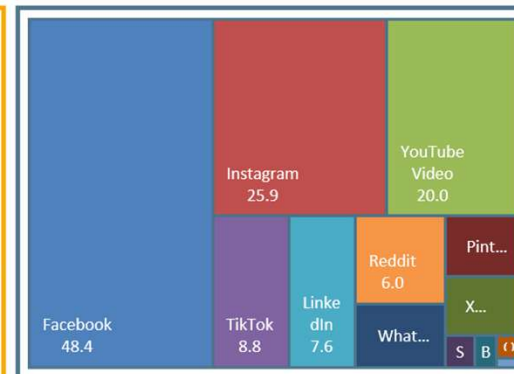
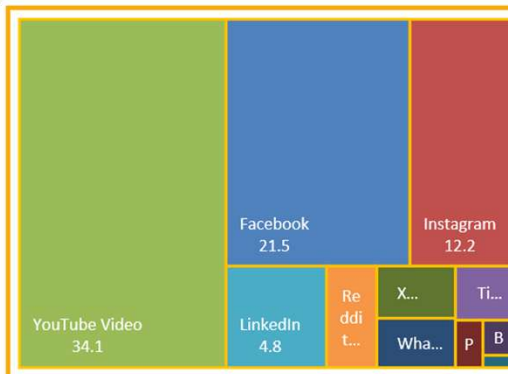
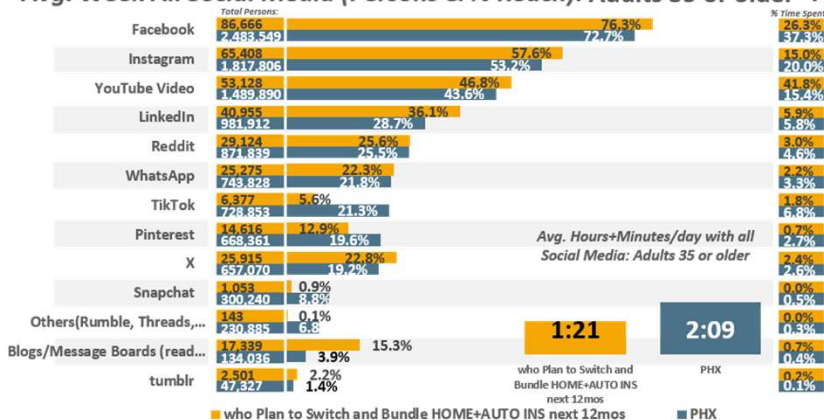
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



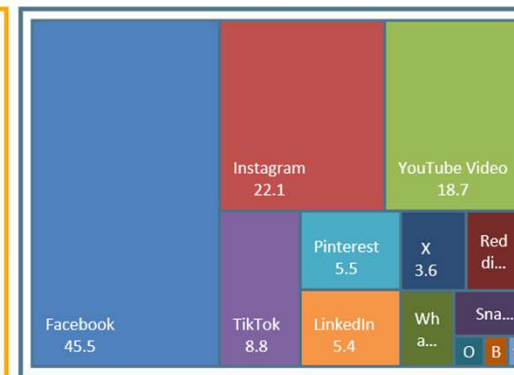
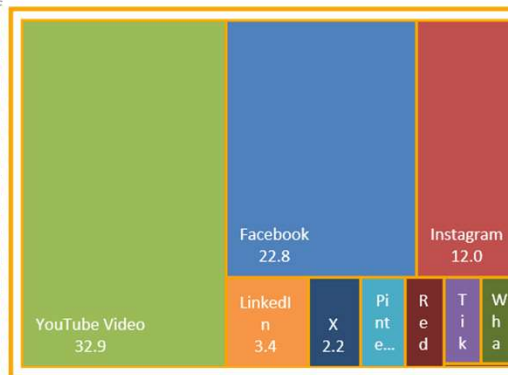
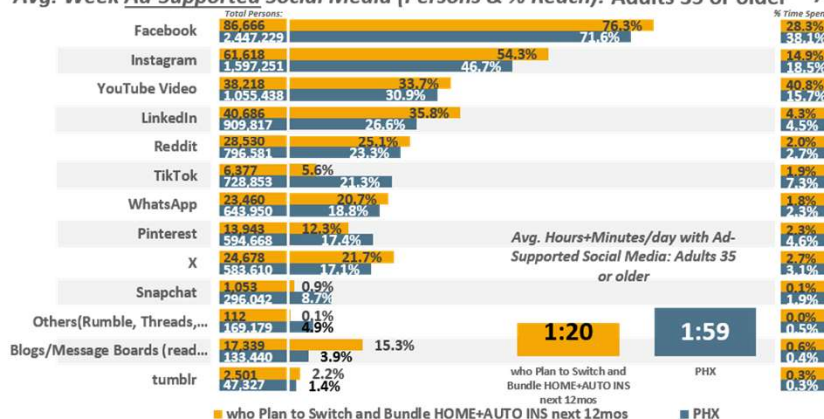


38,218 or 33.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported YouTube Video for an average of 32.9 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

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

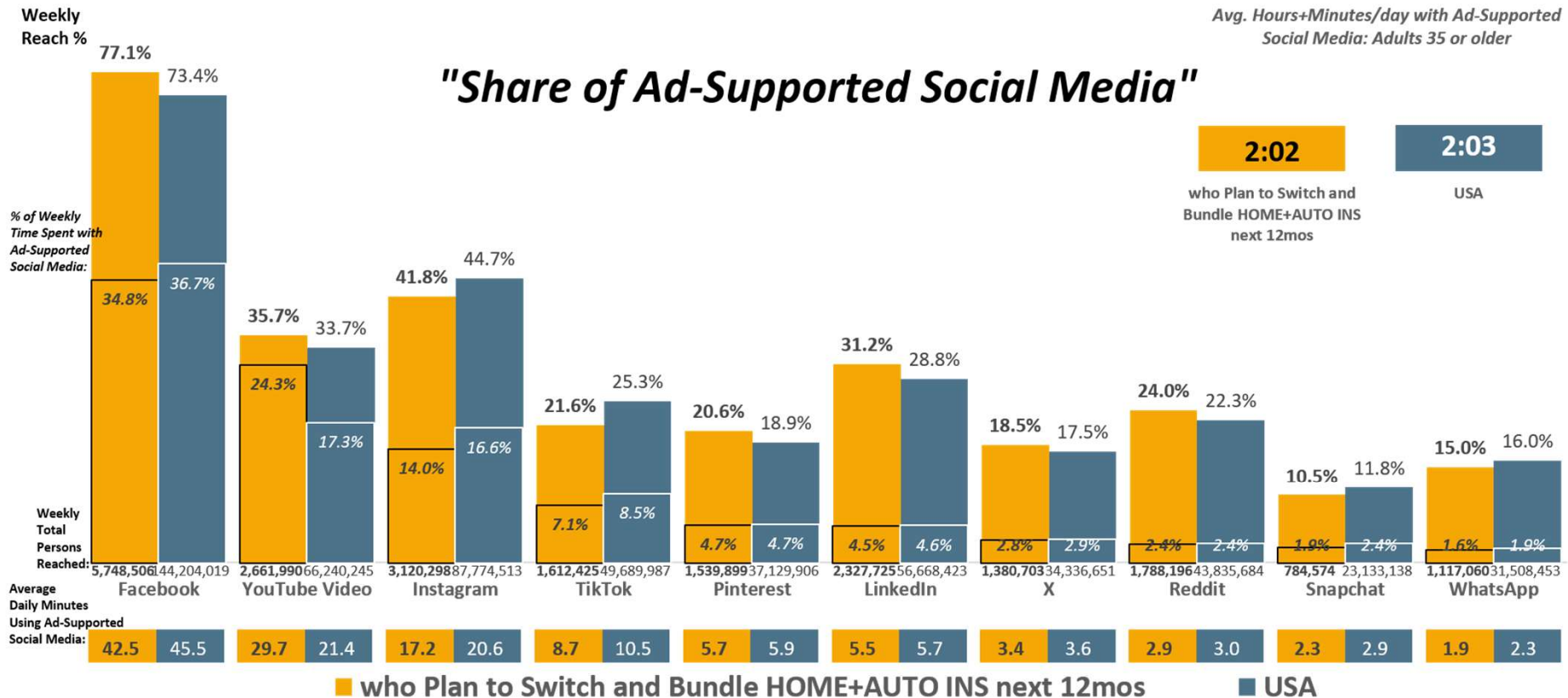


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



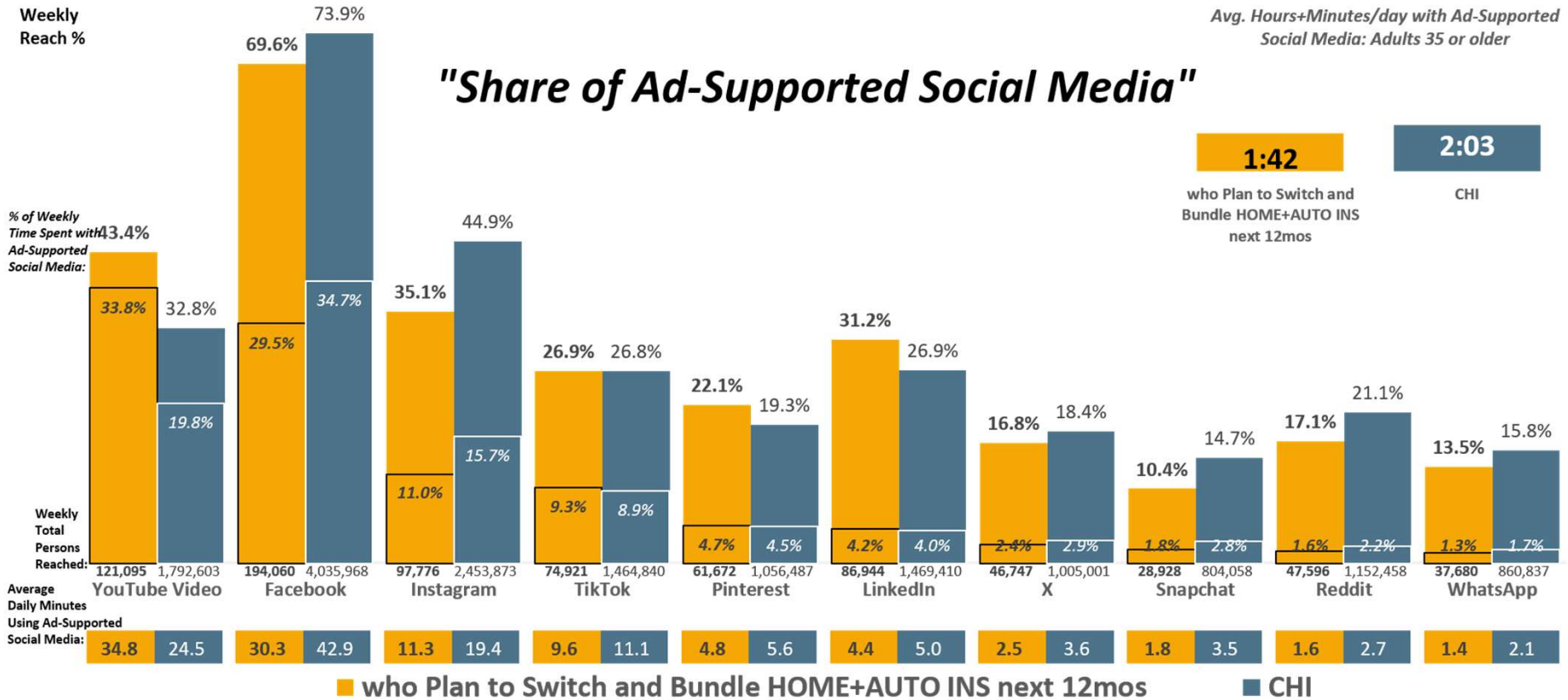


5,748,506 or 77.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 42.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.





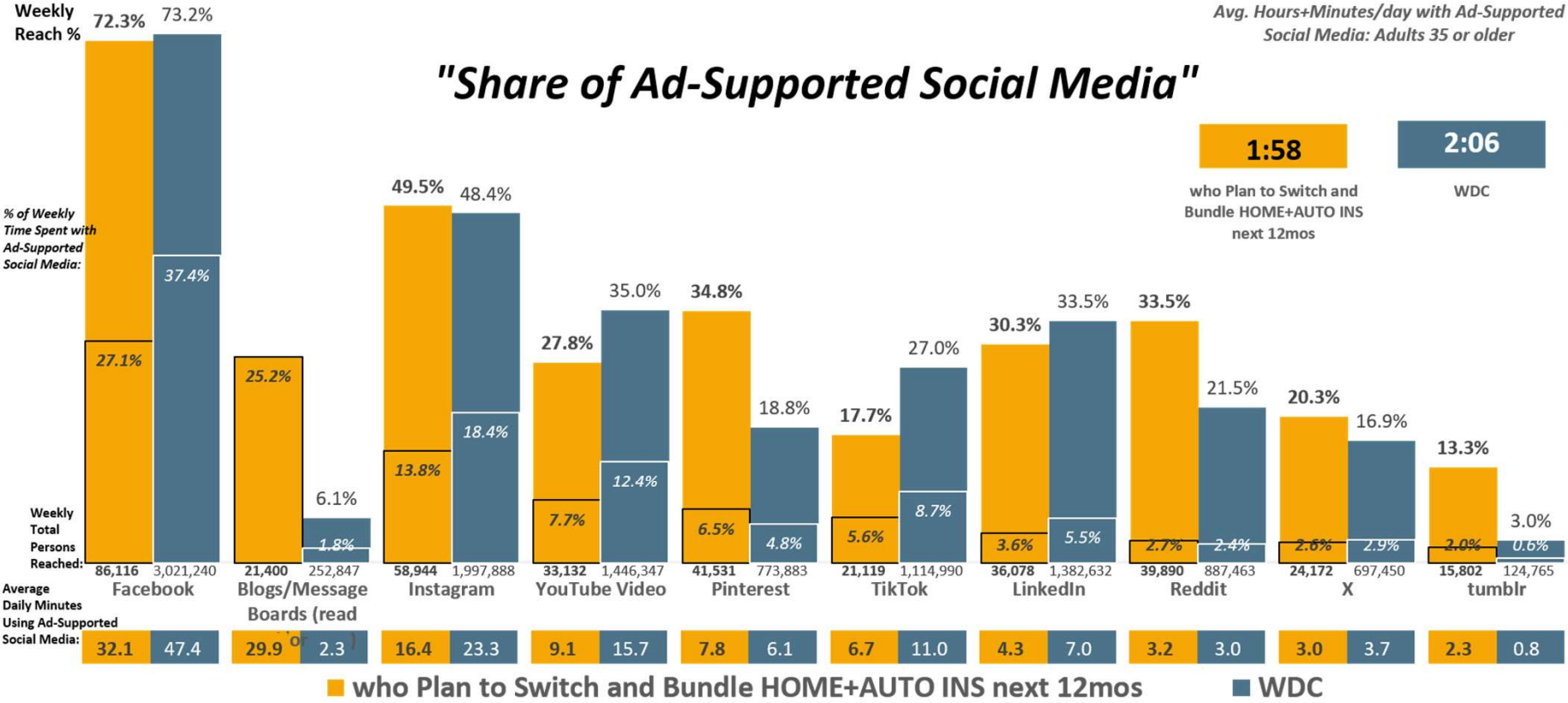
121,095 or 43.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported YouTube Video for an average of 34.8 minutes every day representing 33.8% of all time spent daily with Ad-Supported Social Media.





86,116 or 72.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 32.1 minutes every day representing 27.1% of all time spent daily with Ad-Supported Social Media.

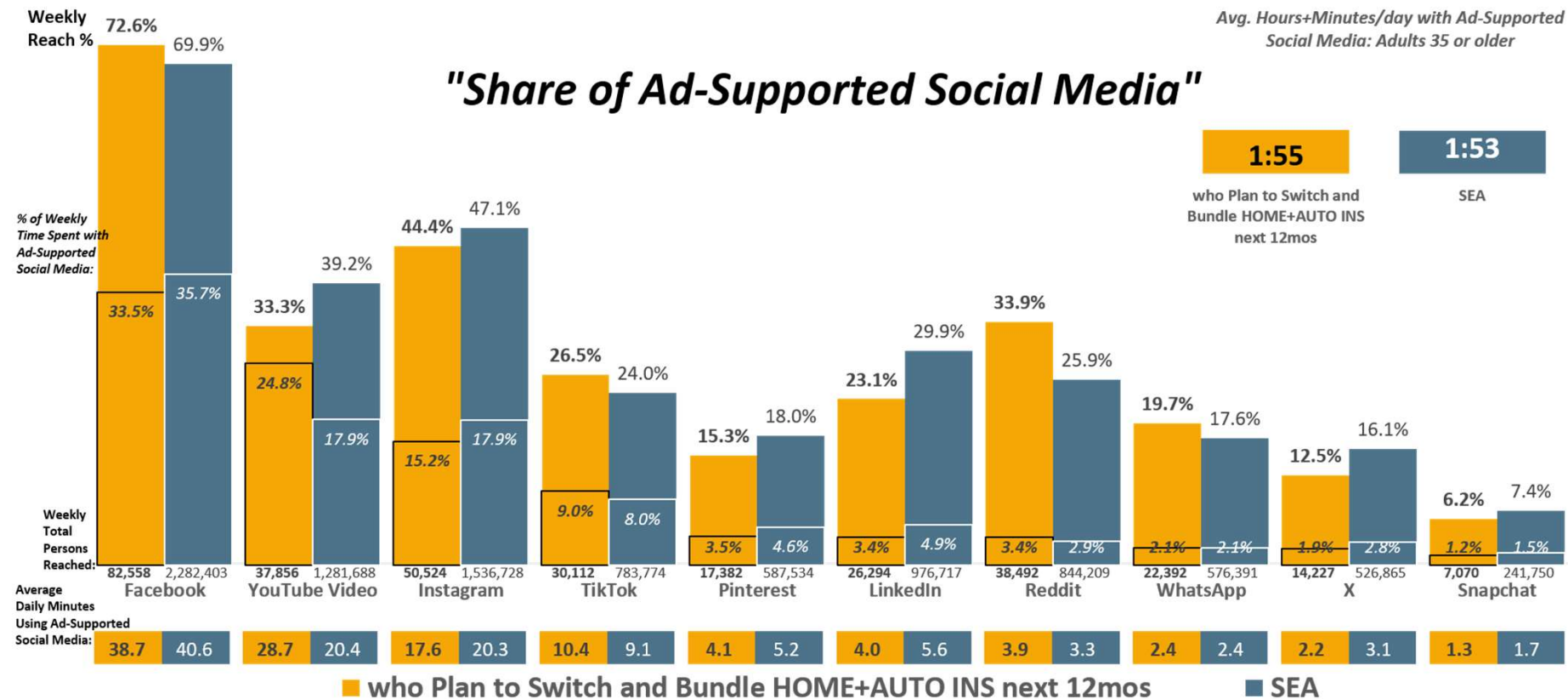
"Share of Ad-Supported Social Media"



[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



82,558 or 72.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 38.7 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



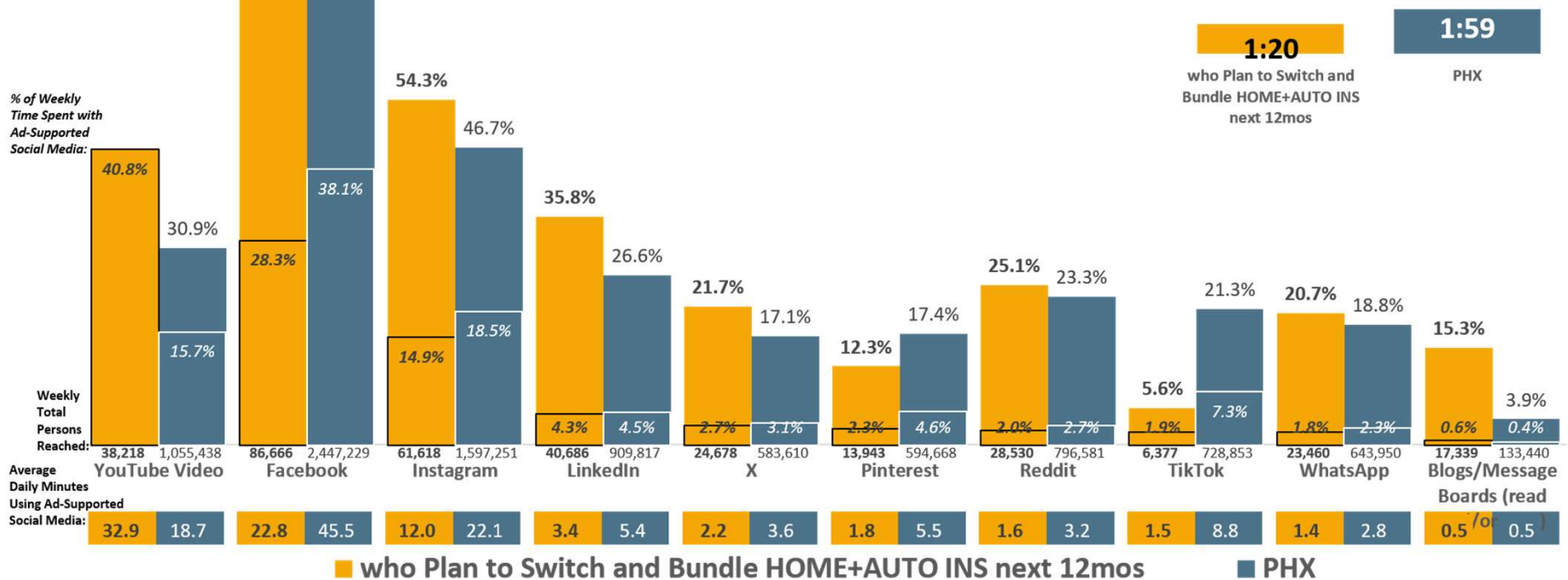


38,218 or 33.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported YouTube Video for an average of 32.9 minutes every day representing 40.8% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

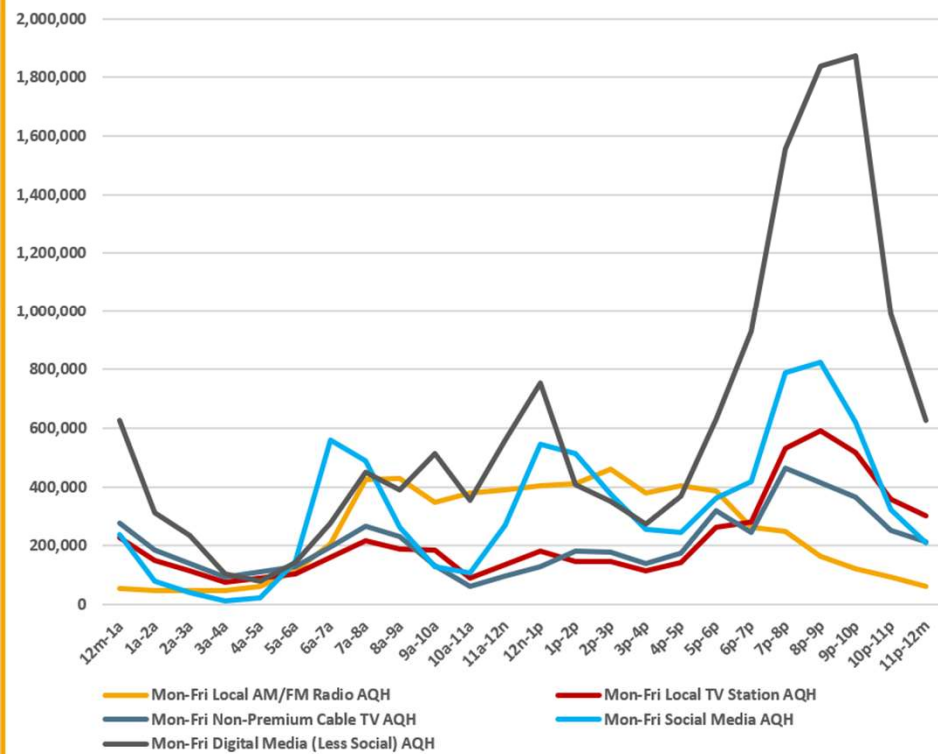
"Share of Ad-Supported Social Media"



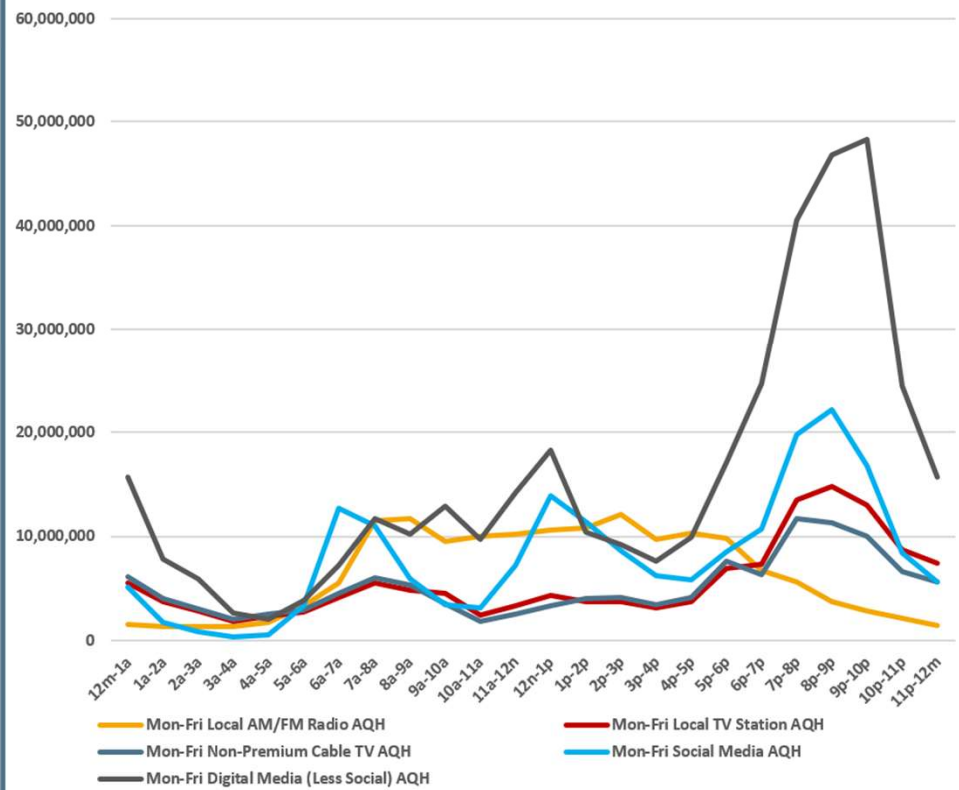


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 481,329;
Local Radio: 375,711; Social Media: 348,623; Non-Prem. Cable: 180,525; Local TV: 173,011
reaching Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



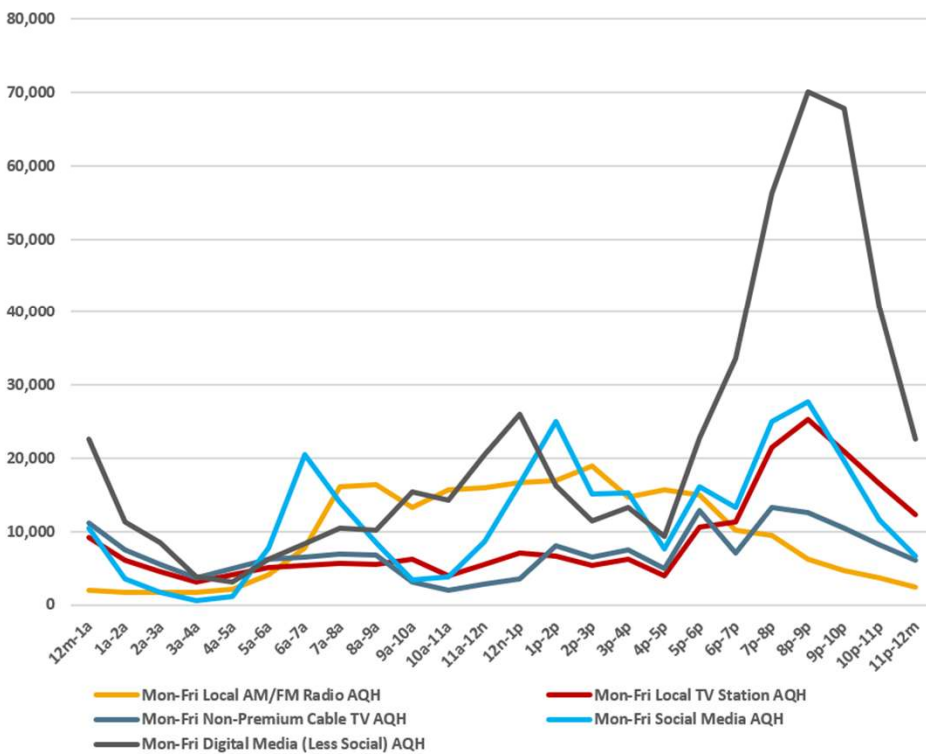
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 35 or older



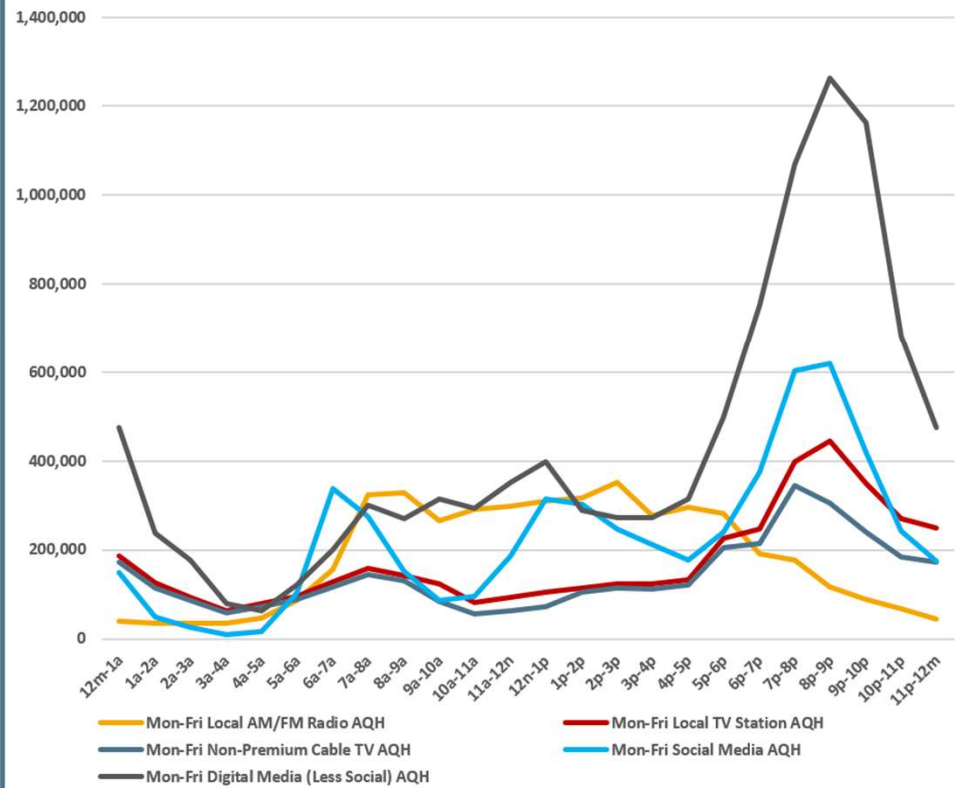


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 16,303;
Local Radio: 14,850; Social Media: 12,898; Local TV: 6,419; Non-Prem. Cable: 6,023
reaching Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



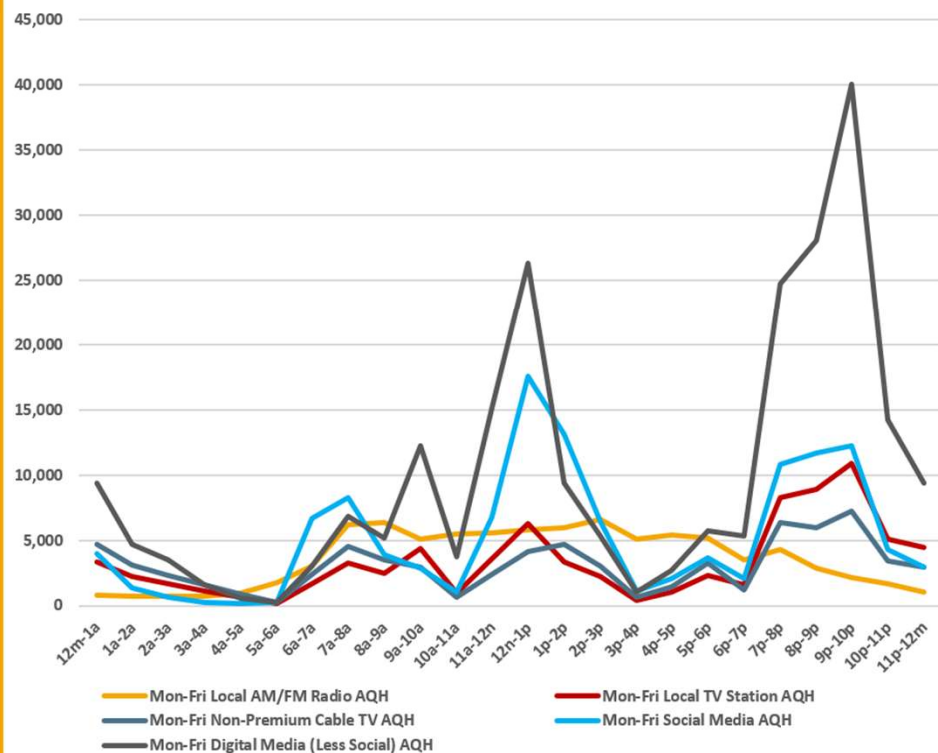
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 or older



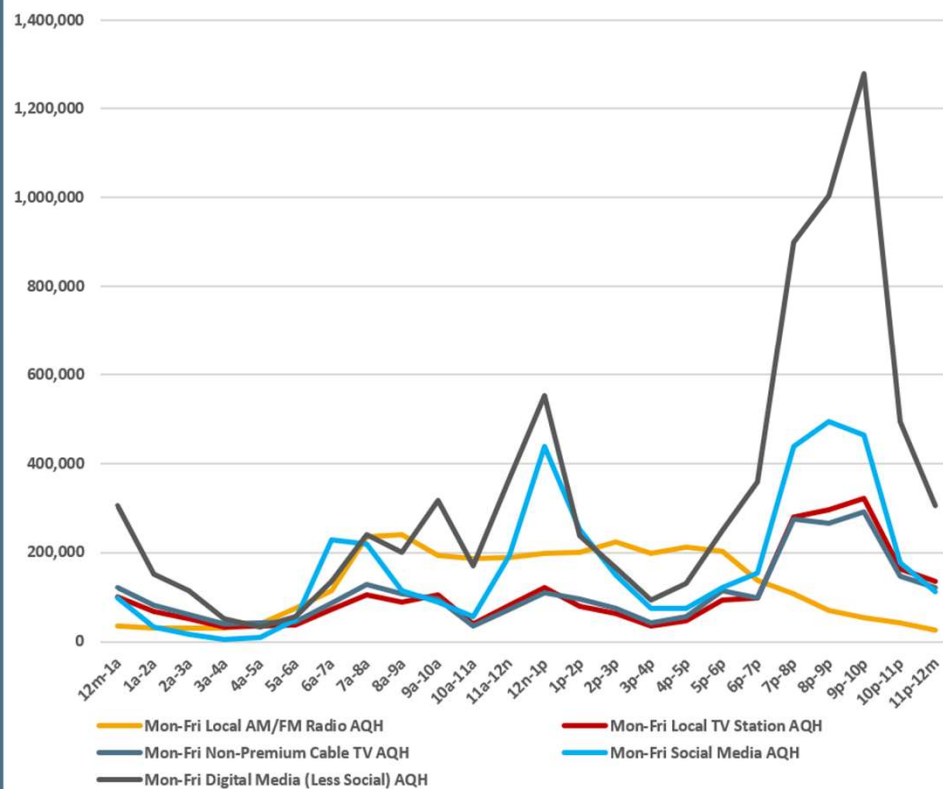


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,840;
Social Media: 5,815; Local Radio: 5,329; Non-Prem. Cable: 2,674; Local TV: 2,575 reaching
Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



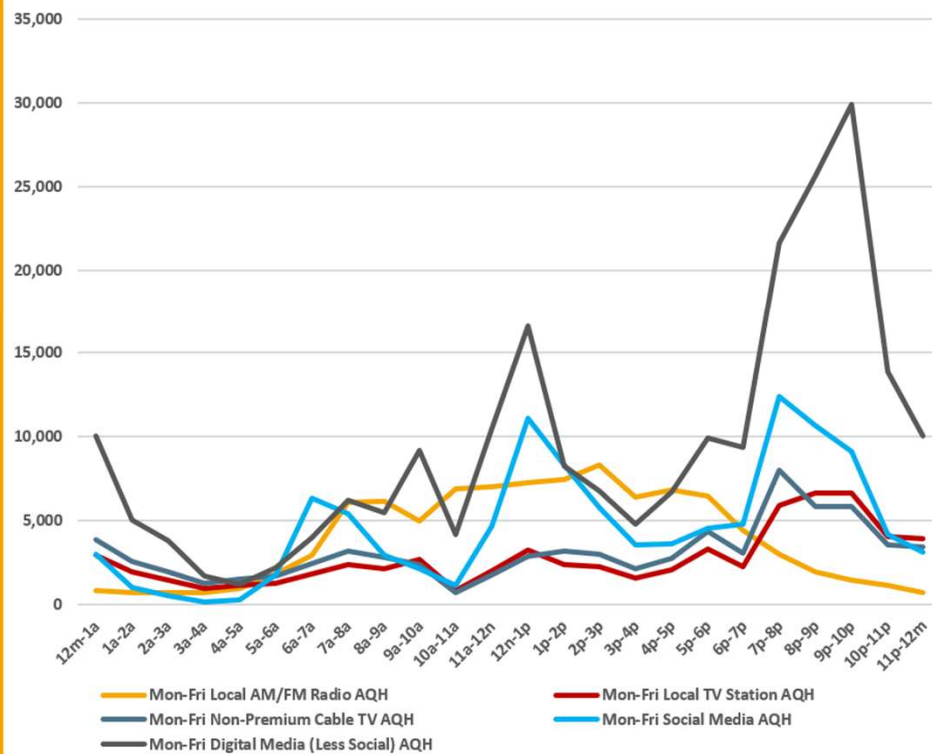
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 35 or older



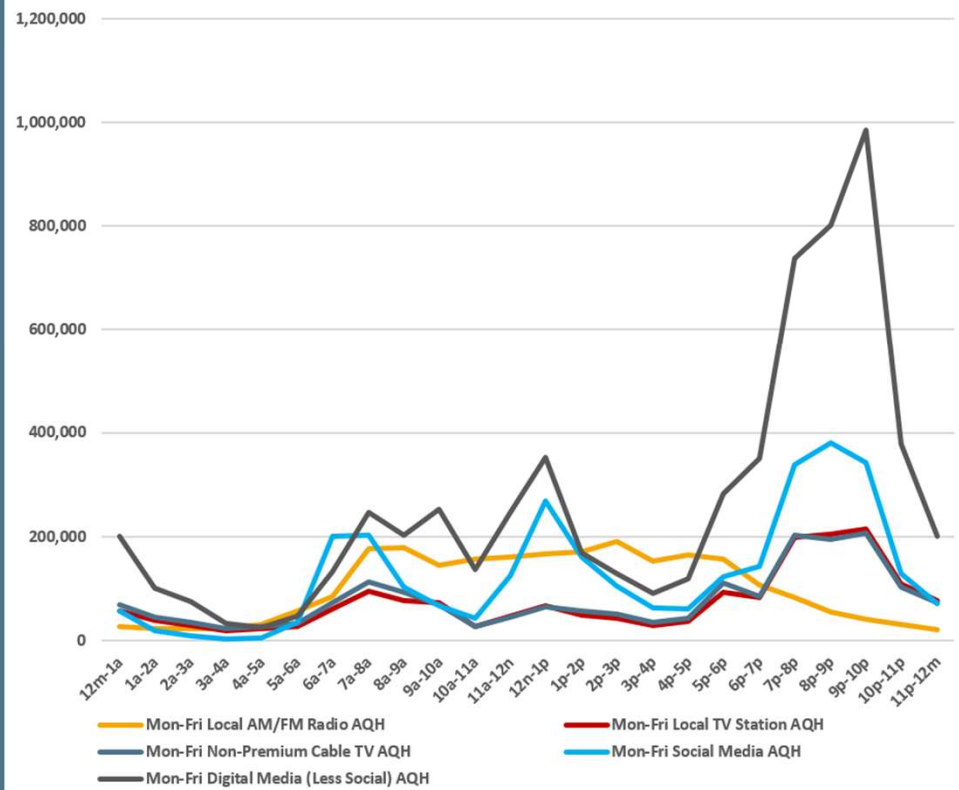


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,840; Local Radio: 6,249; Social Media: 4,949; Non-Prem. Cable: 2,672; Local TV: 2,242 reaching Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



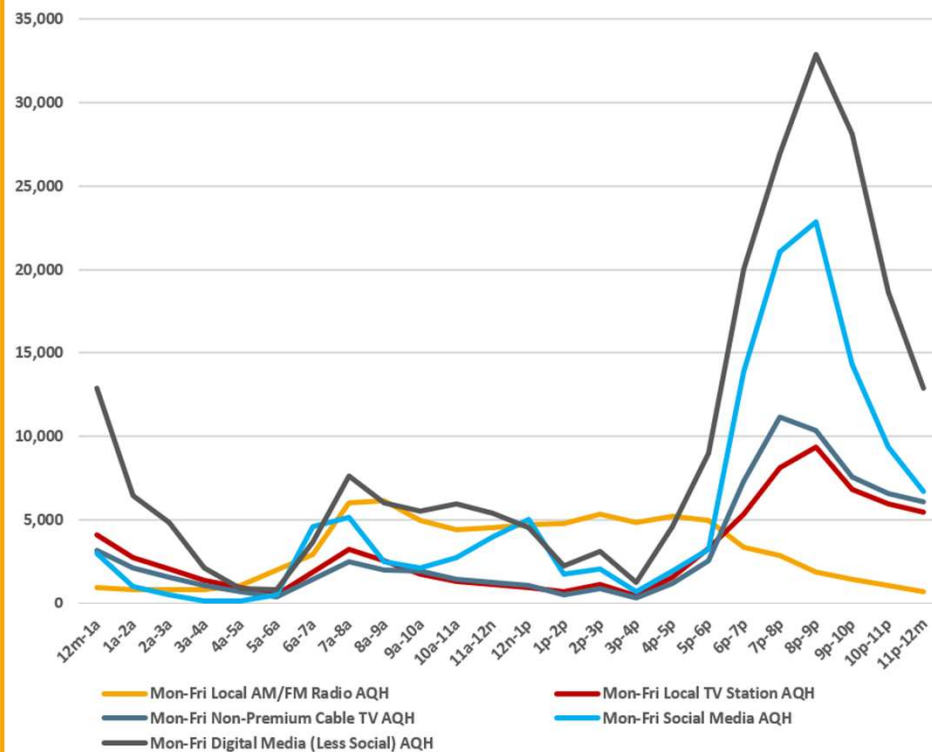
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 35 or older



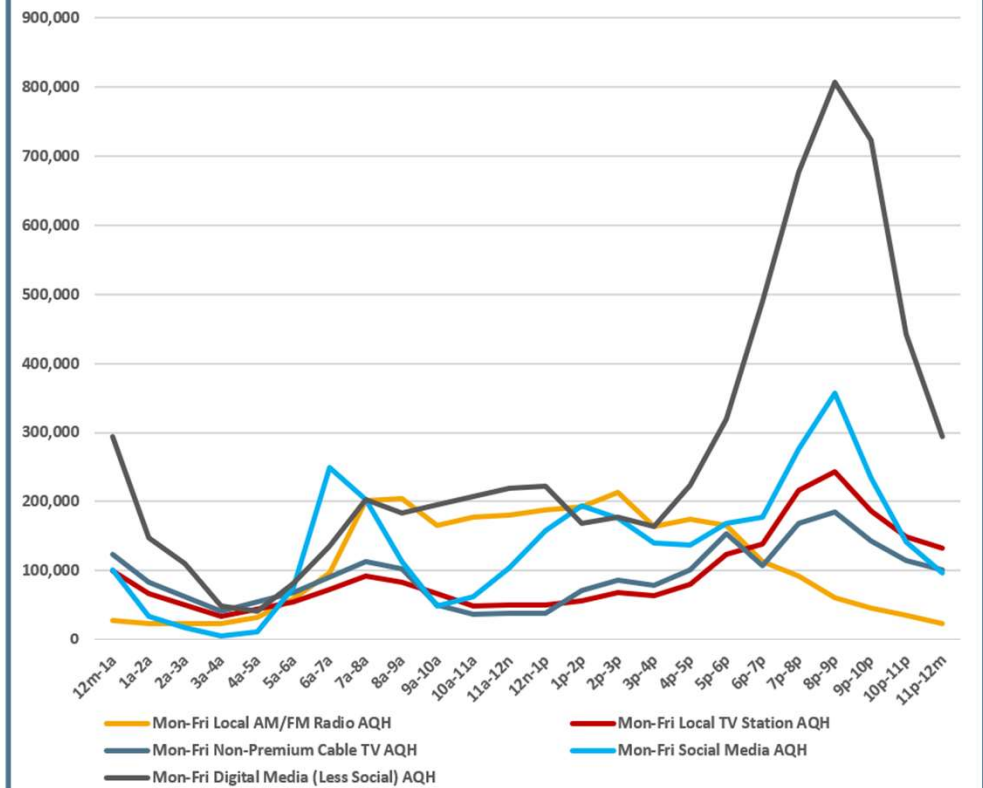


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 6,087; Local Radio: 4,794; Social Media: 3,847; Local TV: 1,962; Non-Prem. Cable: 1,900 reaching Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



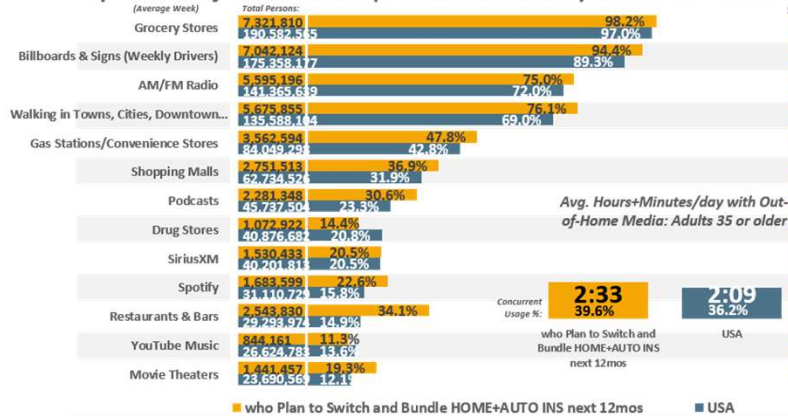
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 35 or older



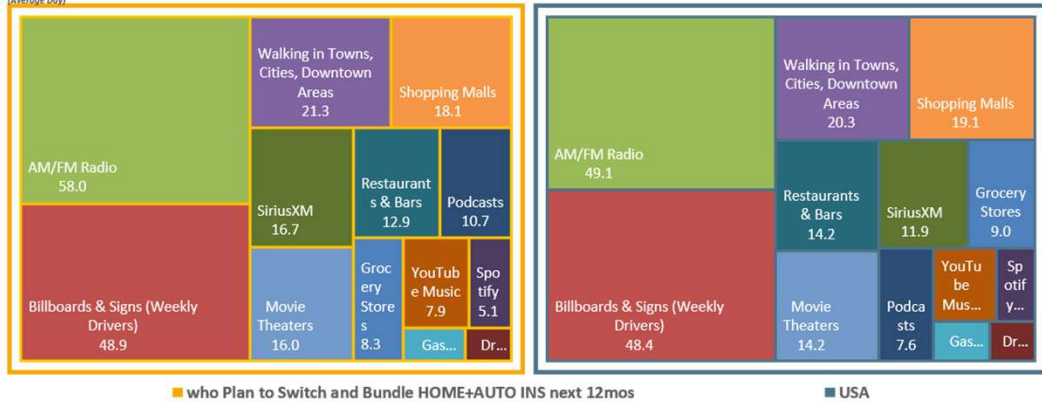


7,042,124 or 94.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 48.9 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 51.3 minutes/

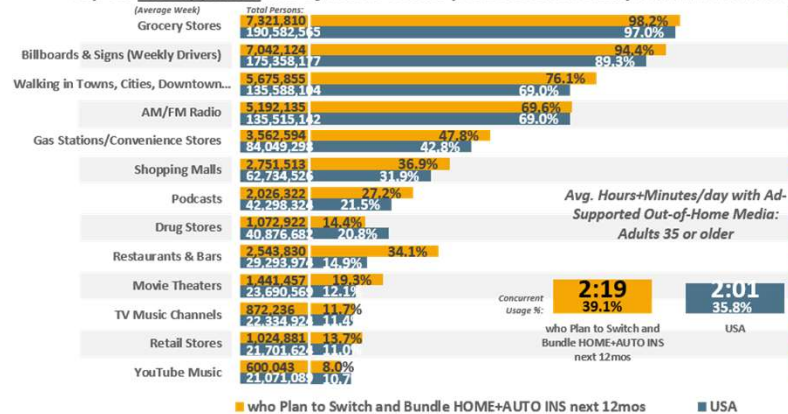
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



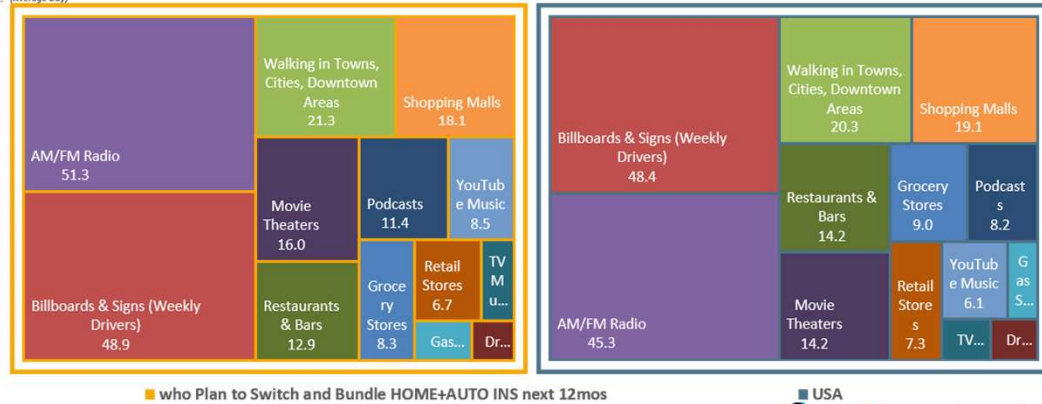
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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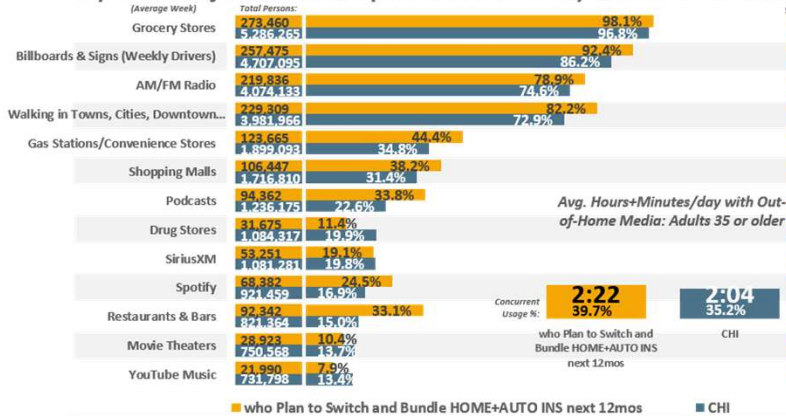
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

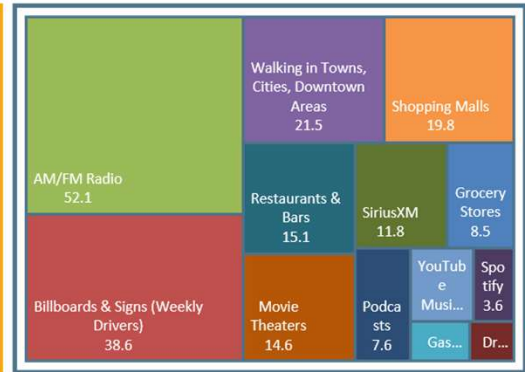
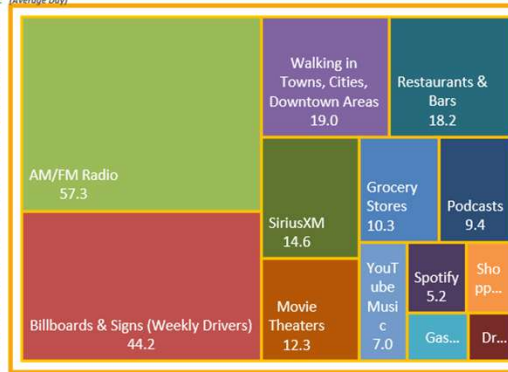


257,475 or 92.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 73.% Listen to Local Radio Stations Out-of-Home for an average of 51.6 minutes/day

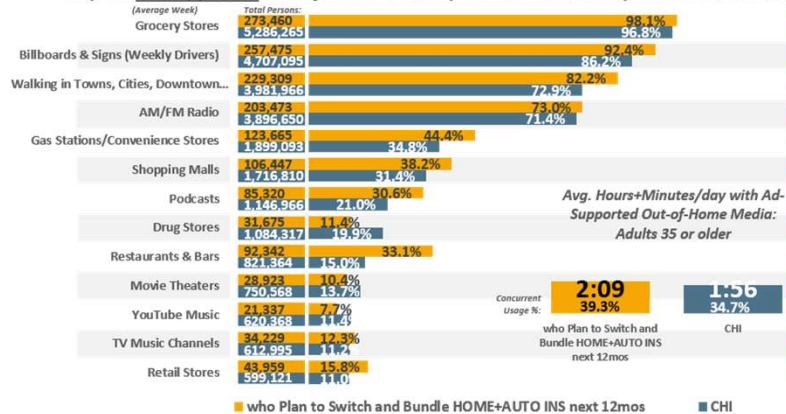
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



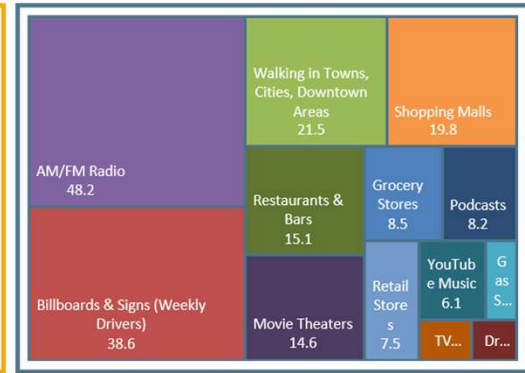
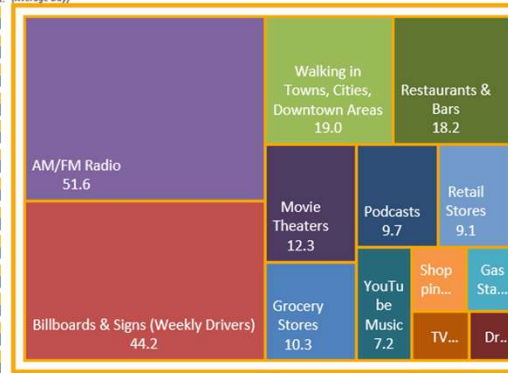
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 145
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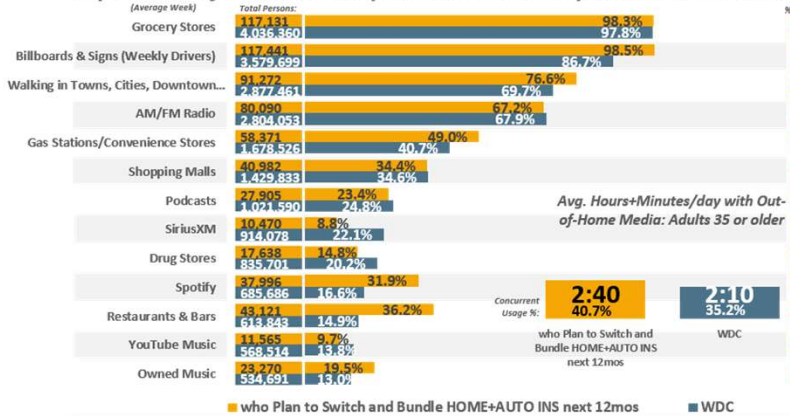
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

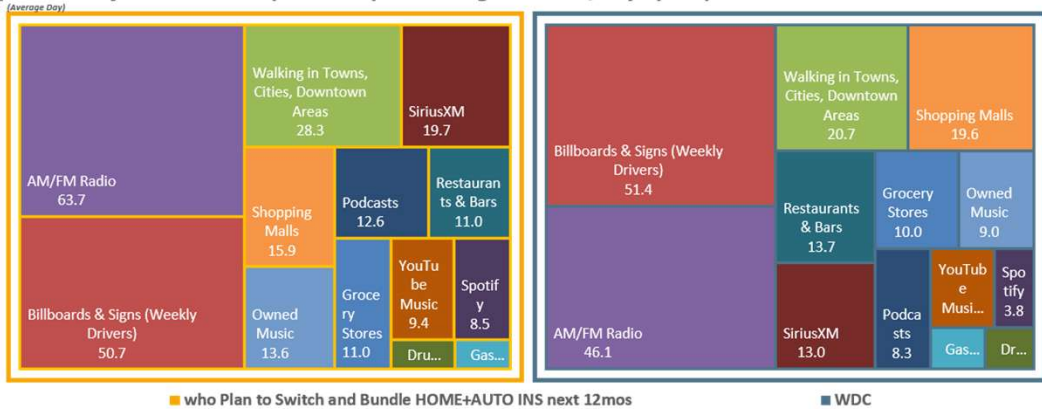


117,441 or 98.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 60.7 minutes/day

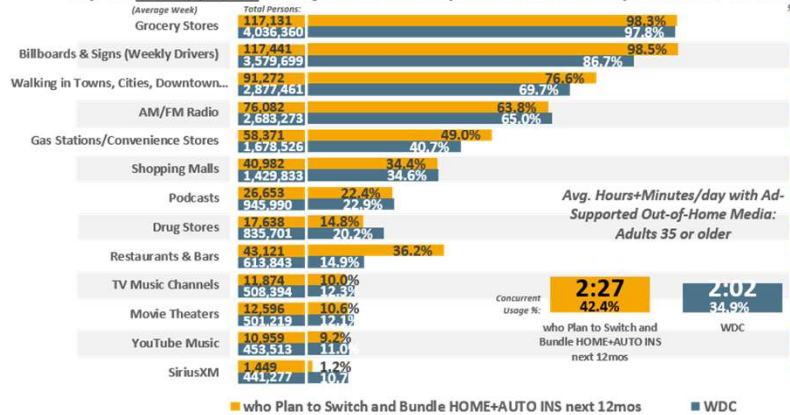
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



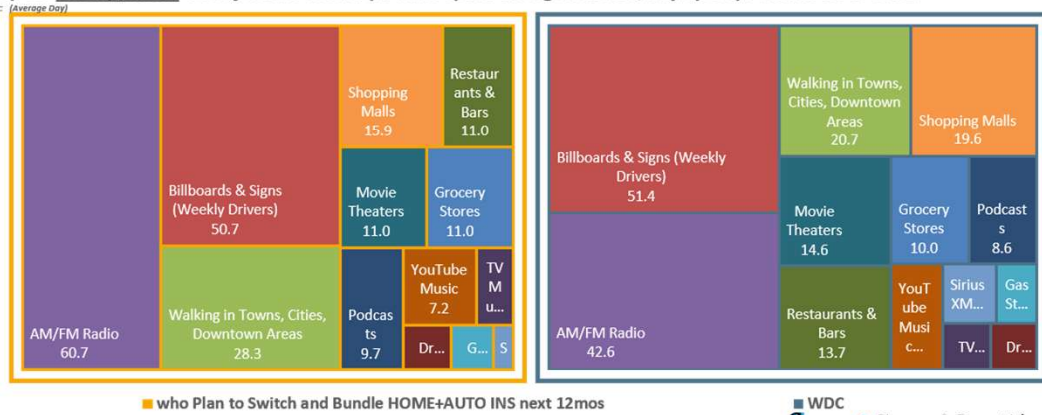
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



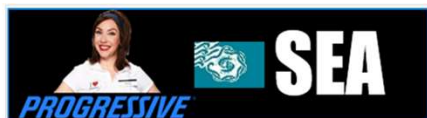
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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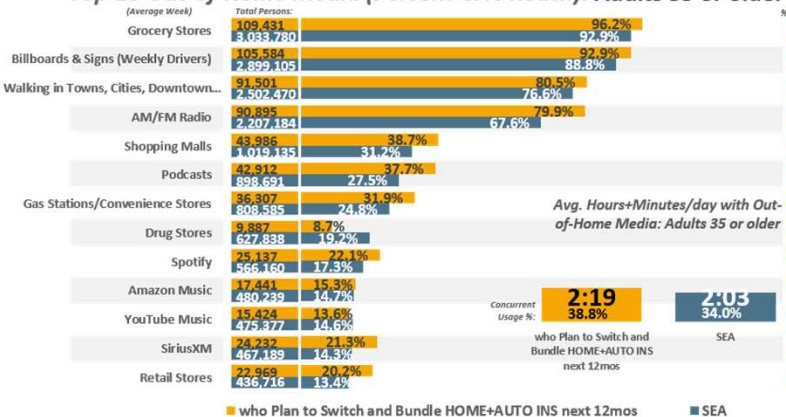
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

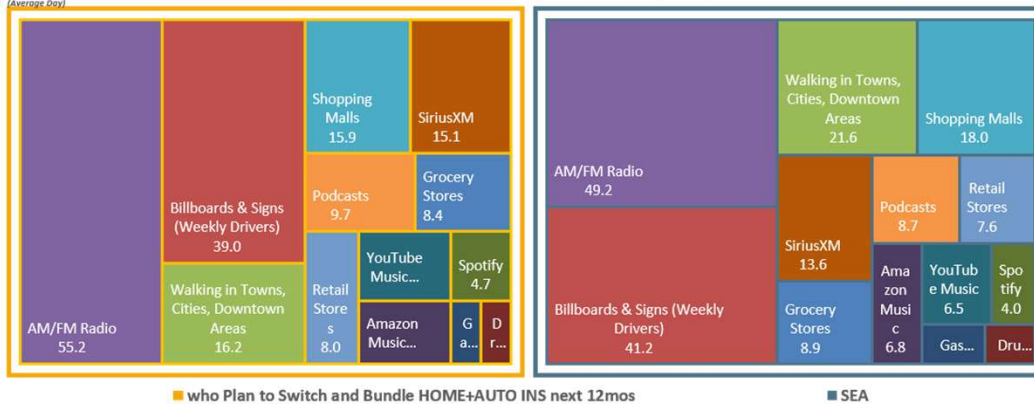


105,584 or 92.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 39. minutes per day driving, seeing Billboards and Signs. 73.4% Listen to Local Radio Stations Out-of-Home for an average of 46. minutes/day.

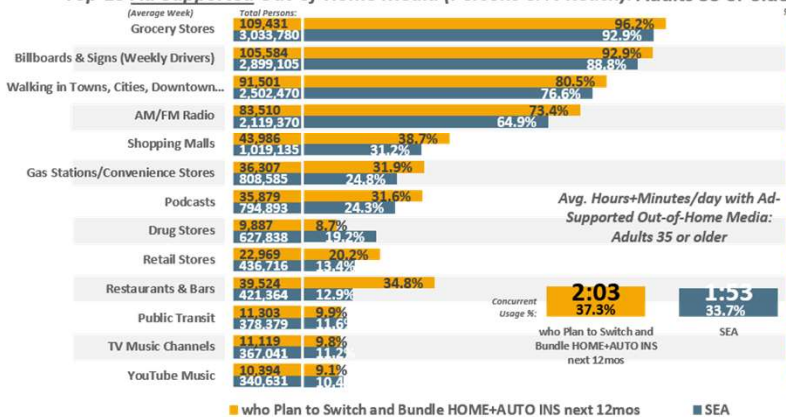
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



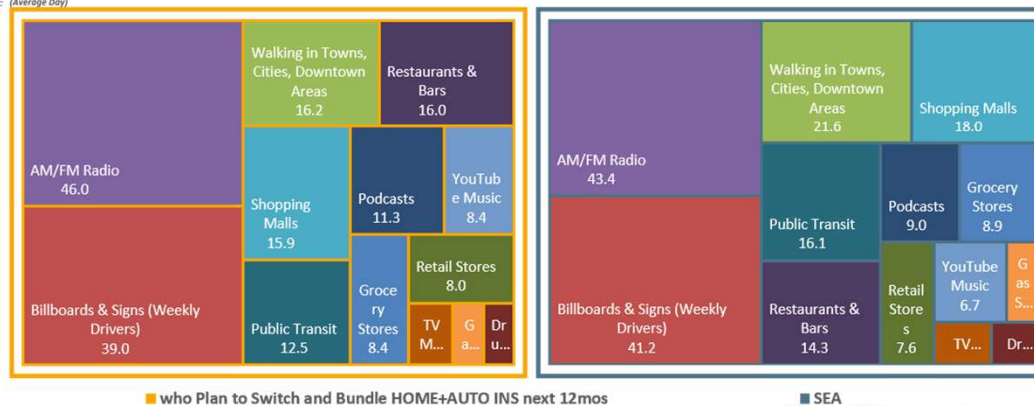
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123
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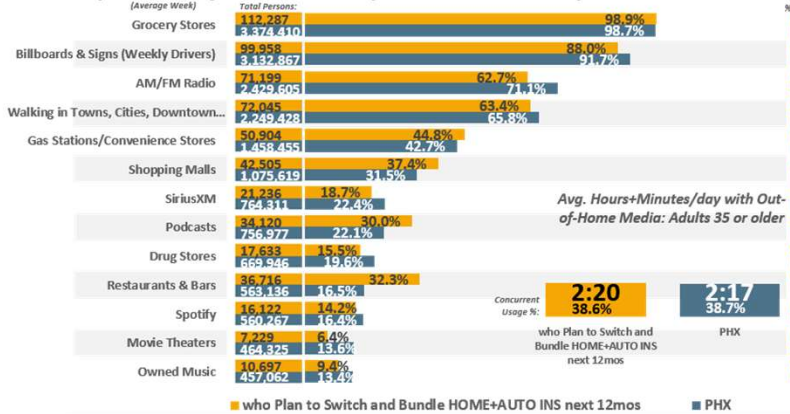
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

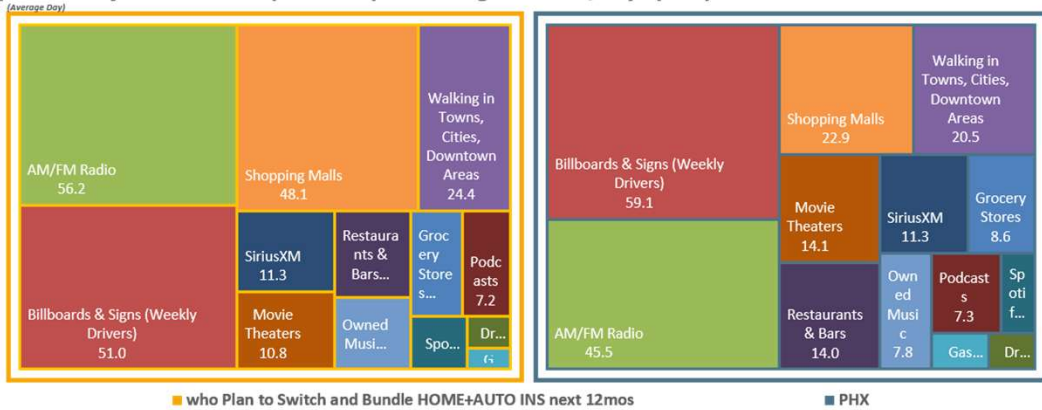


99,958 or 88.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 51. minutes per day driving, seeing Billboards and Signs. 59.2% Listen to Local Radio Stations Out-of-Home for an average of 52.9 minutes/day.

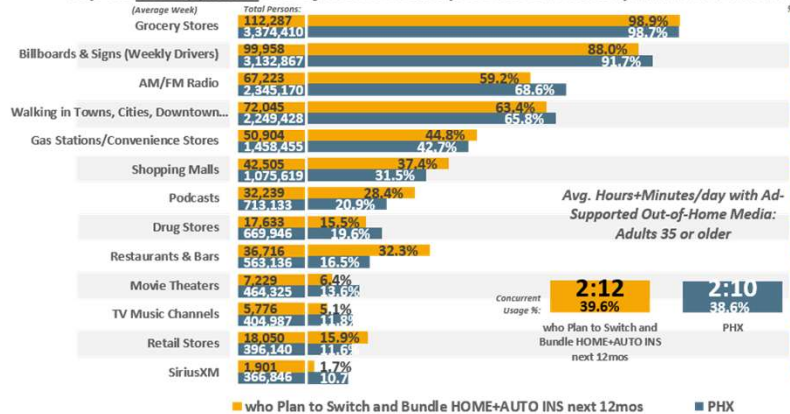
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



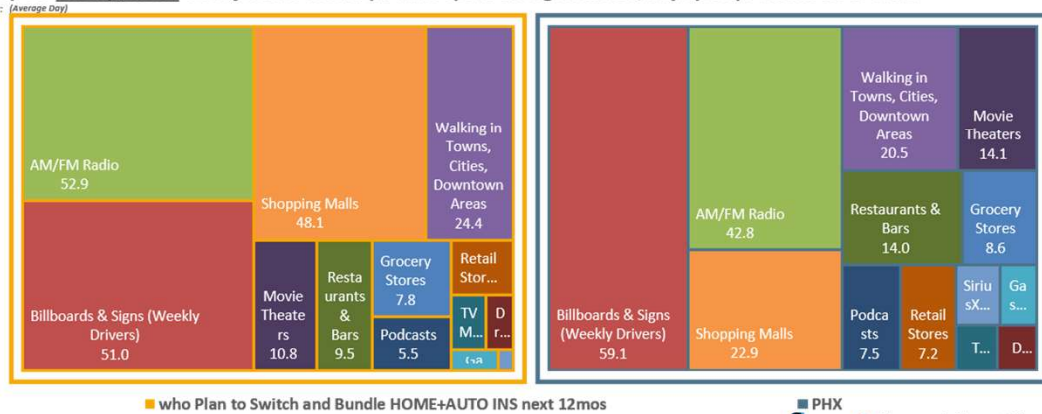
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

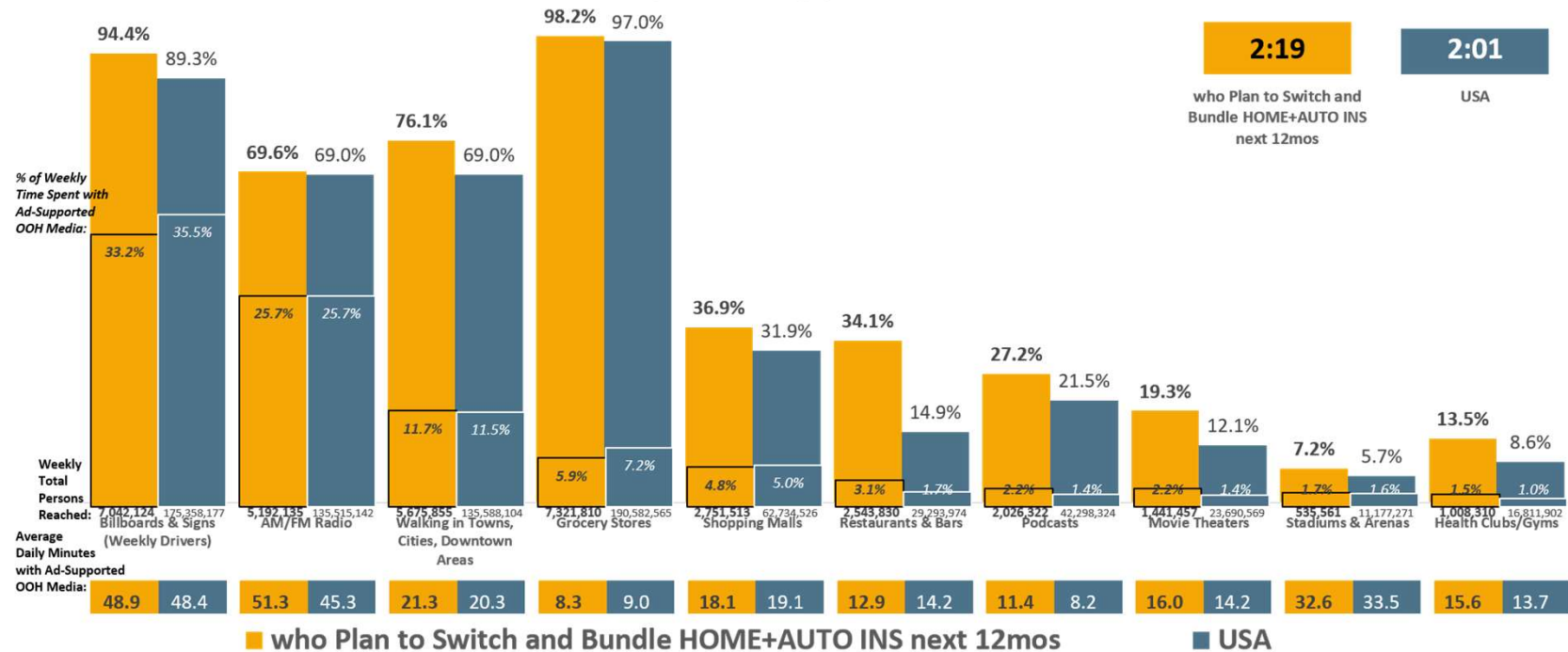


7,042,124 or 94.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 48.9 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

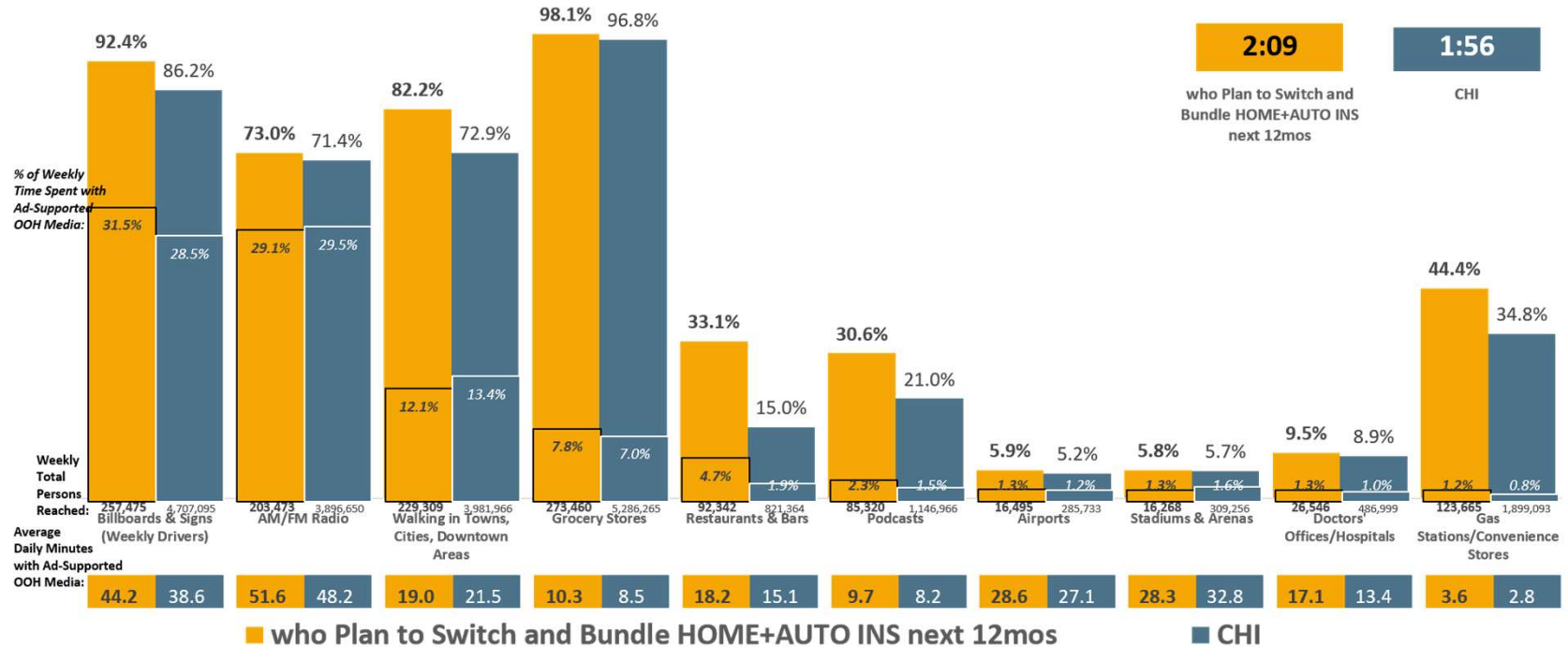


257,475 or 92.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 31.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 145
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

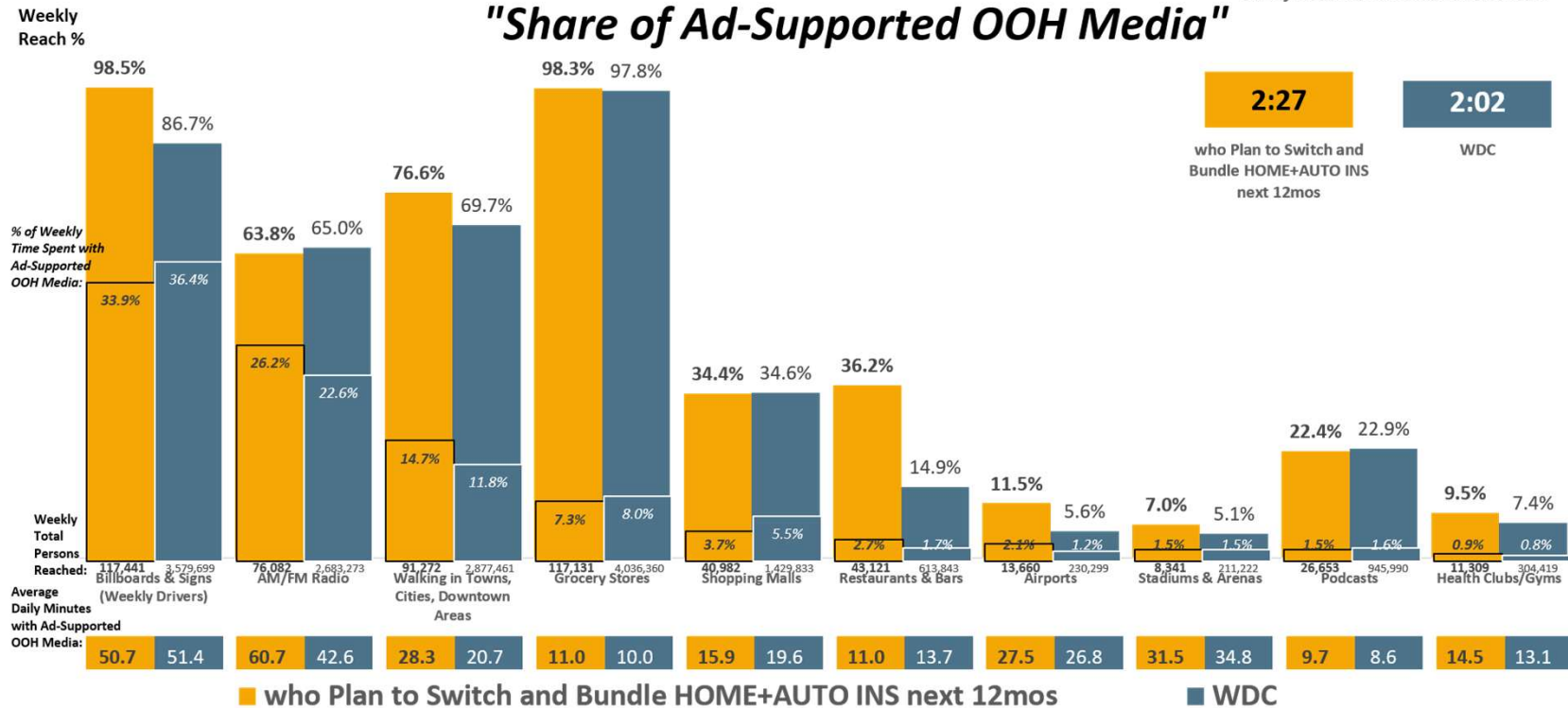
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



117,441 or 98.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 33.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

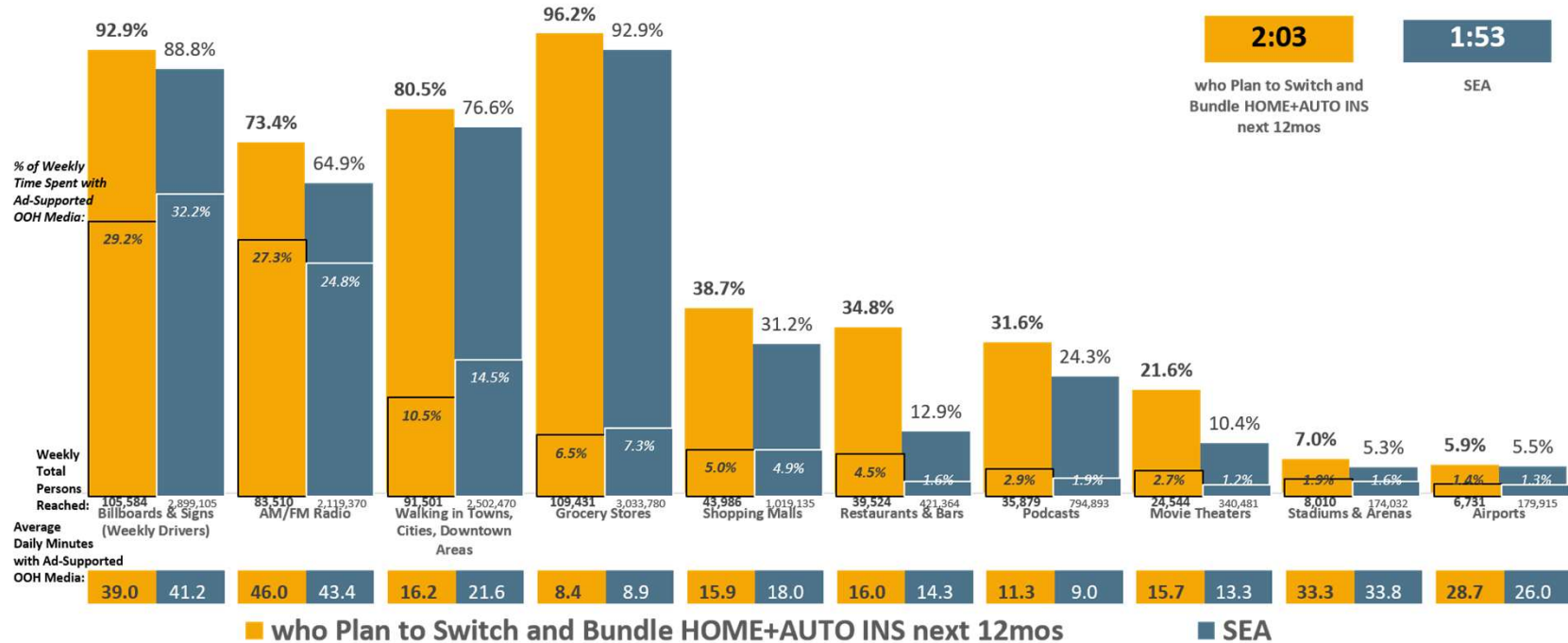


105,584 or 92.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 39. minutes per day driving, seeing Billboards and Signs representing 29.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 123 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

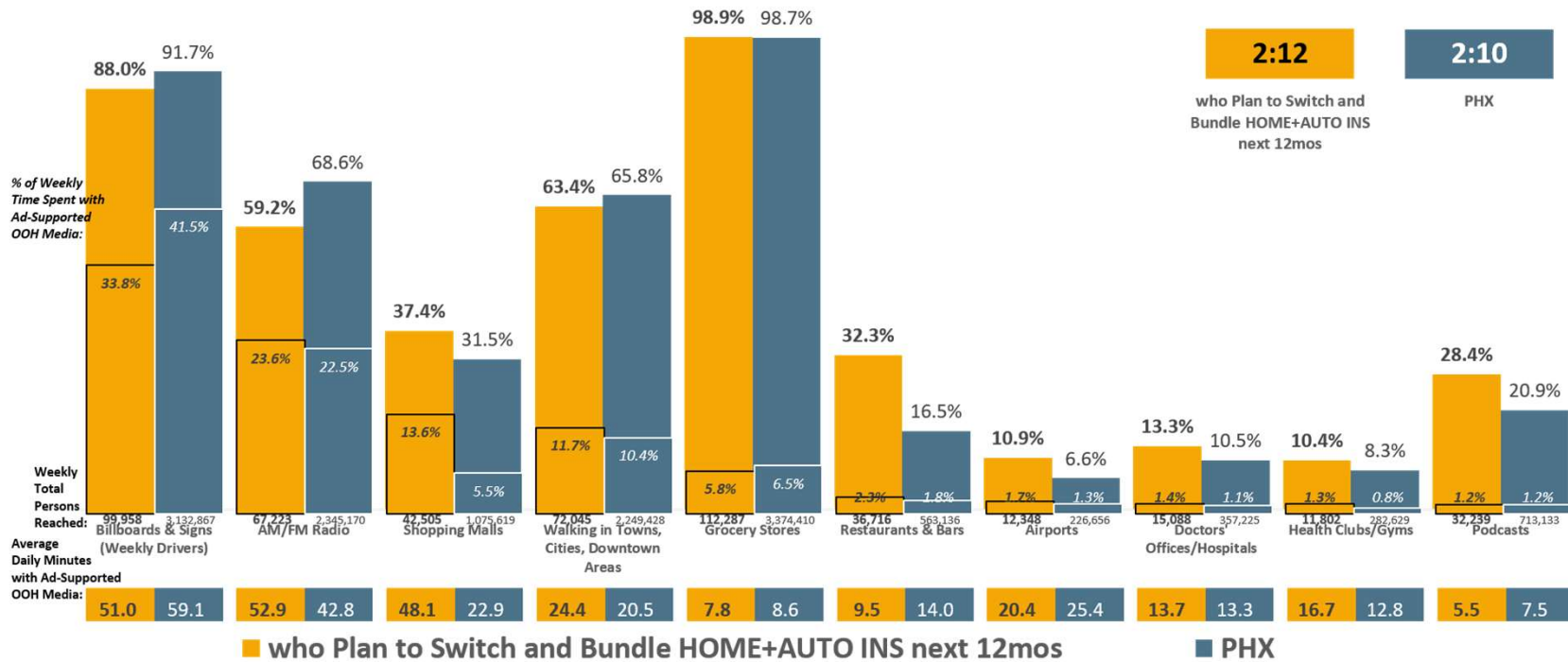


99,958 or 88.0% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 51. minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

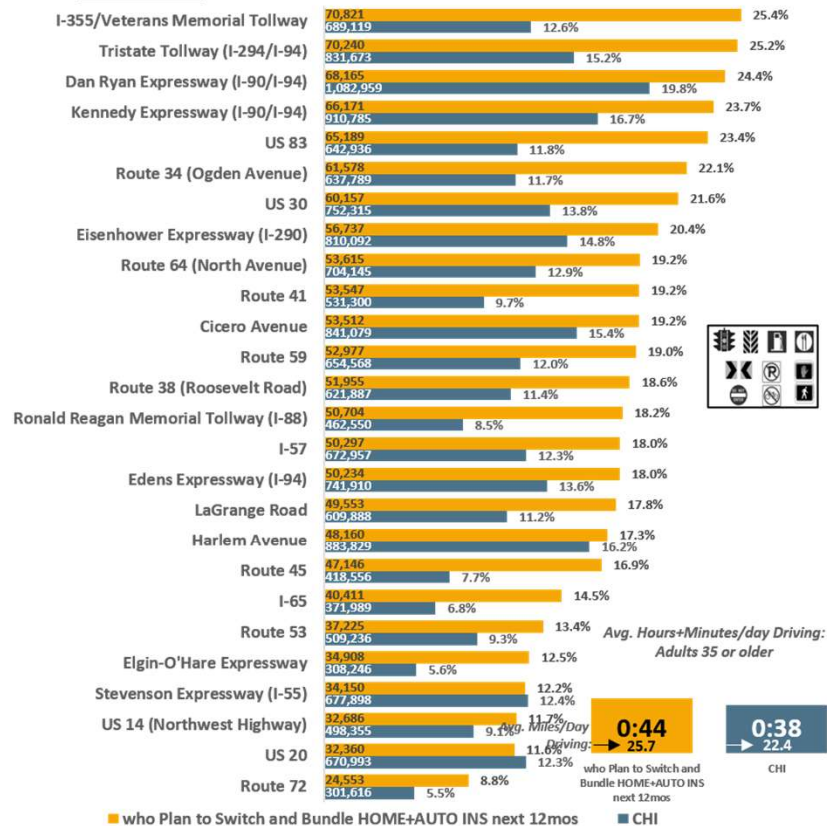
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

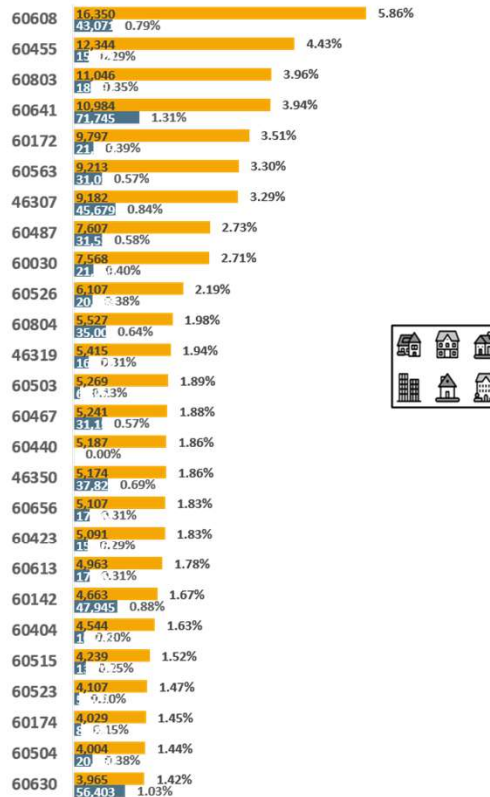


257,475 or 92.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 120.6% more likely to use Route 45 than the Metro average.

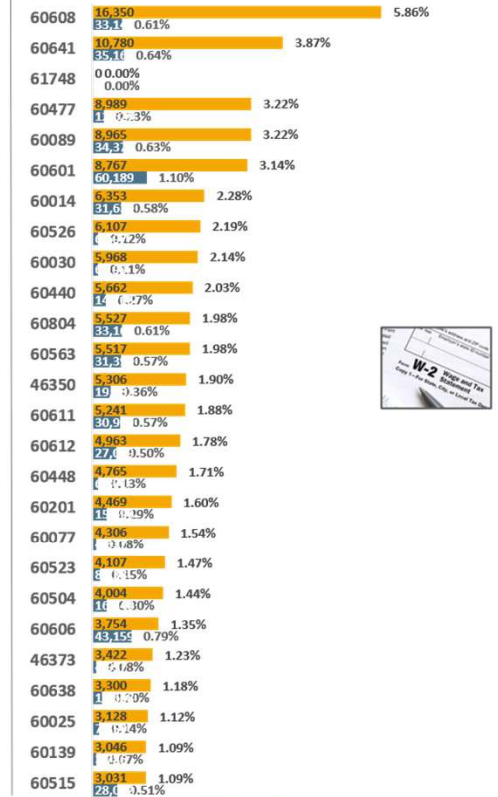
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



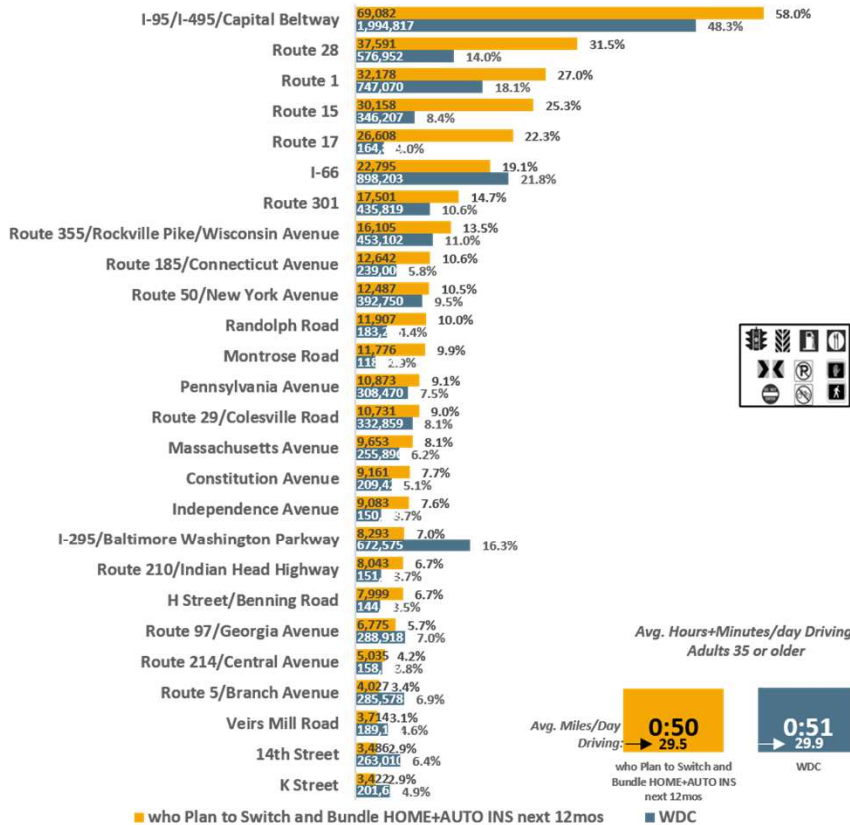
Top-26 Employment Zip Codes: Adults 35 or older



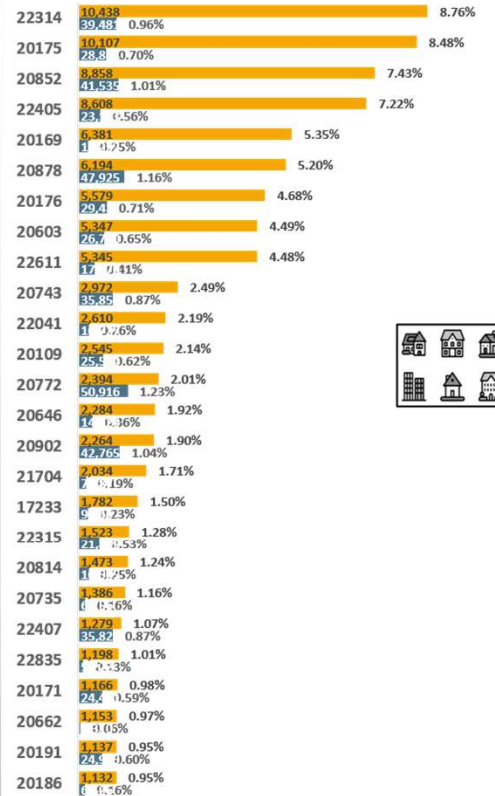


117,441 or 98.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 50.7 minutes per day driving an average of 29.5 miles each day and are 458.9% more likely to use Route 17 than the Metro average.

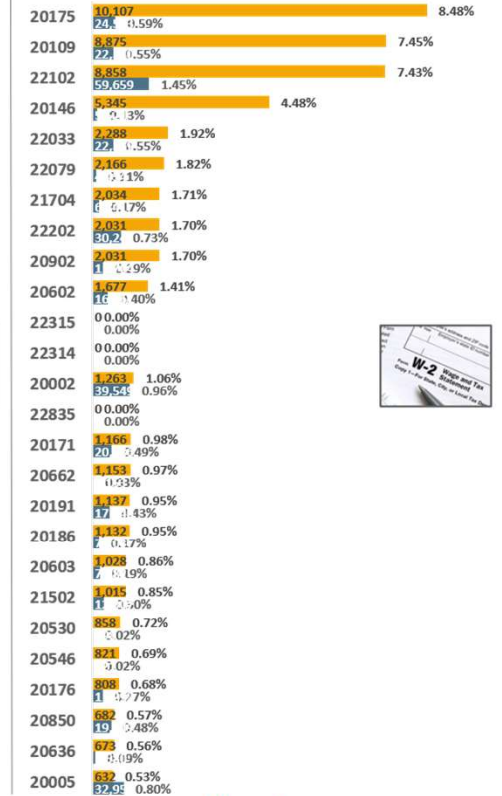
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



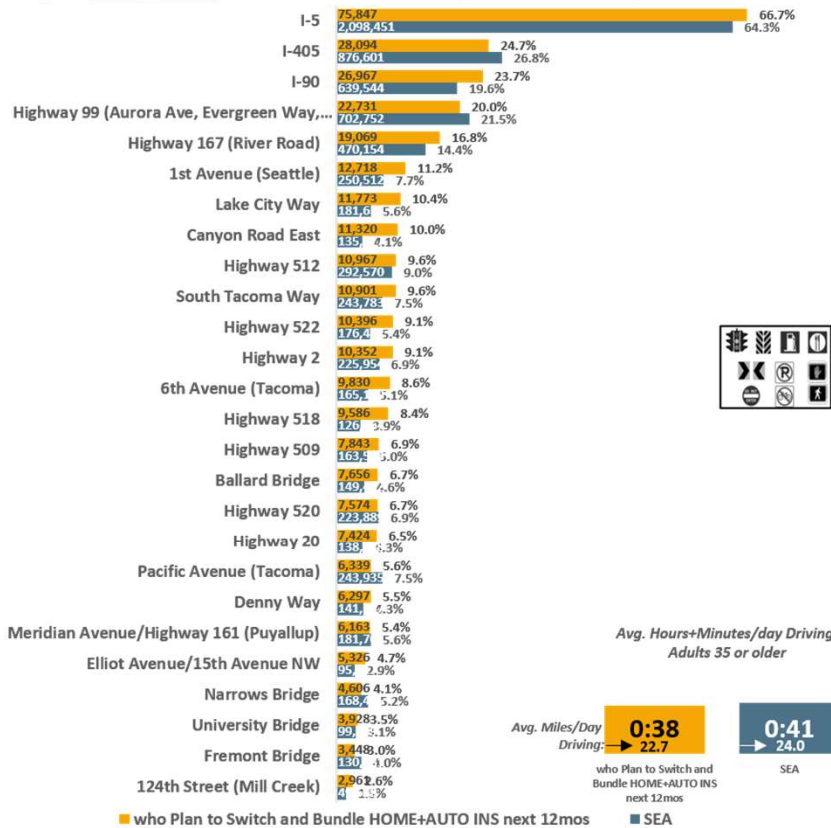
Top-26 Employment Zip Codes: Adults 35 or older



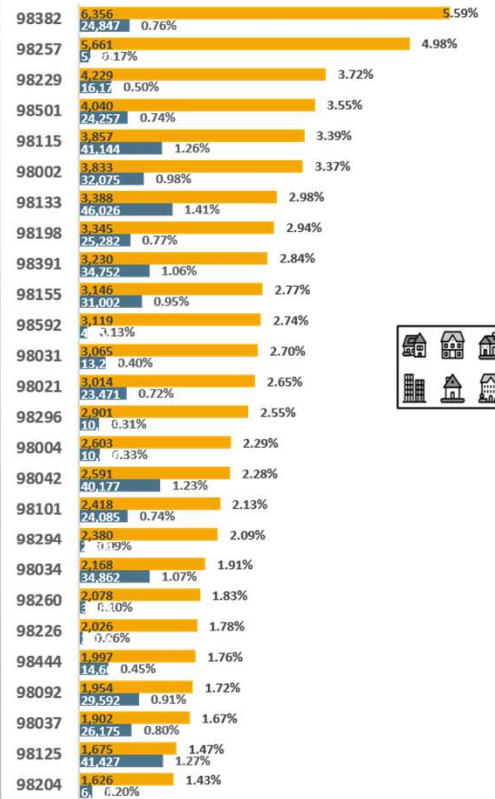


105,584 or 92.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos
spend an average of 39. minutes per day driving an average of 22.7 miles each day and are 140.7%
more likely to use Canyon Road East than the Metro average.

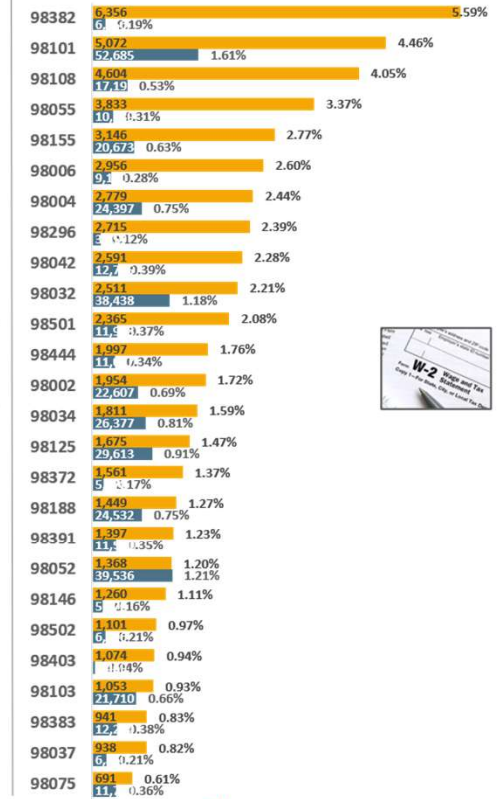
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

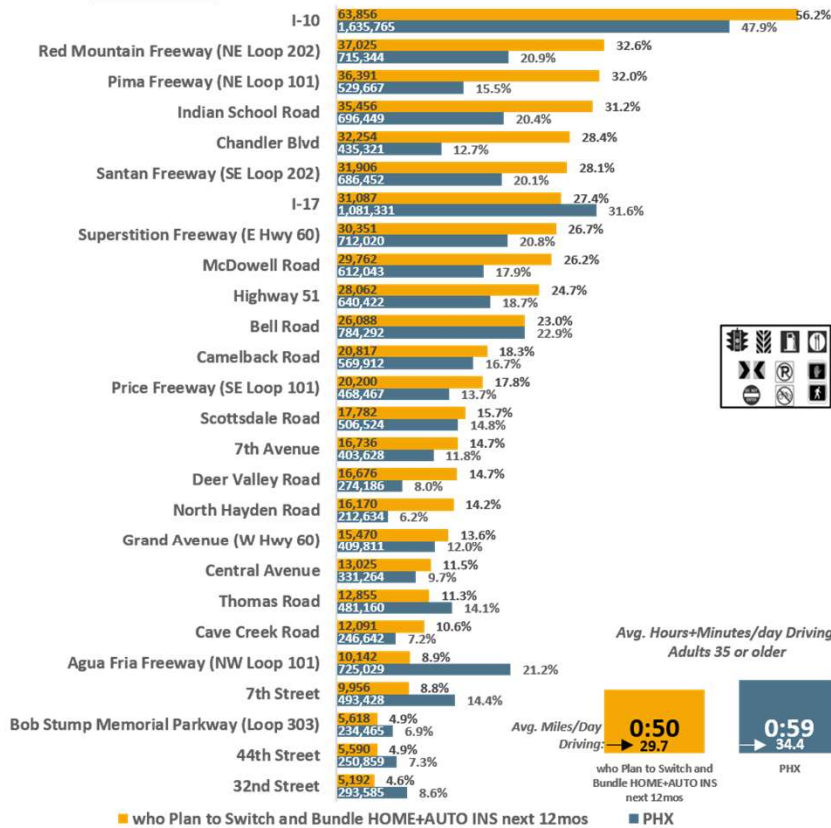


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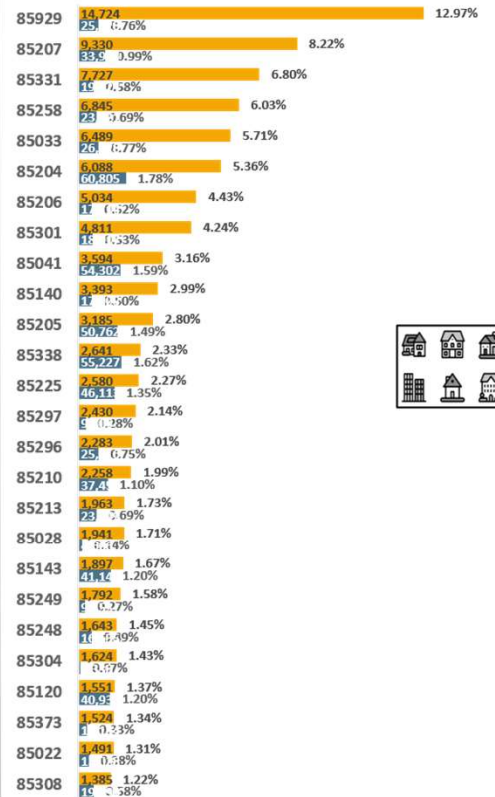


99,958 or 88.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos
spend an average of 51. minutes per day driving an average of 29.7 miles each day and are 128.9%
more likely to use North Hayden Road than the Metro average.

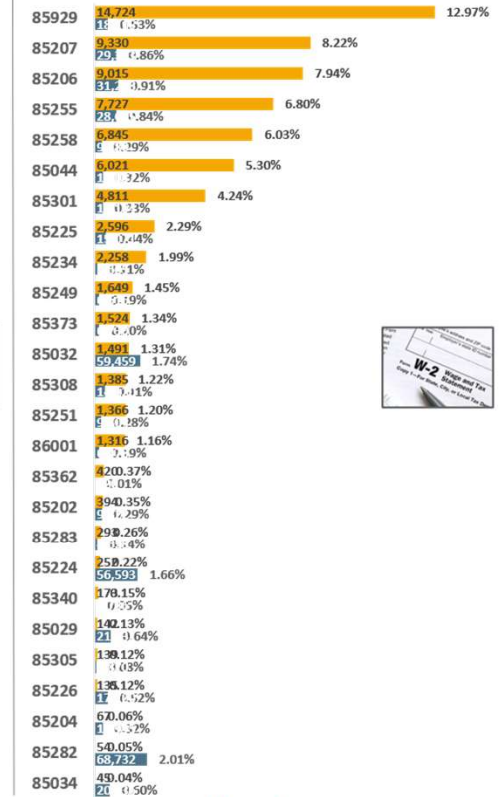
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older

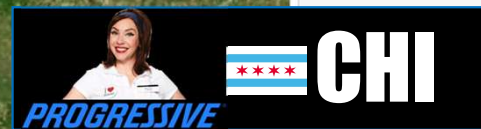
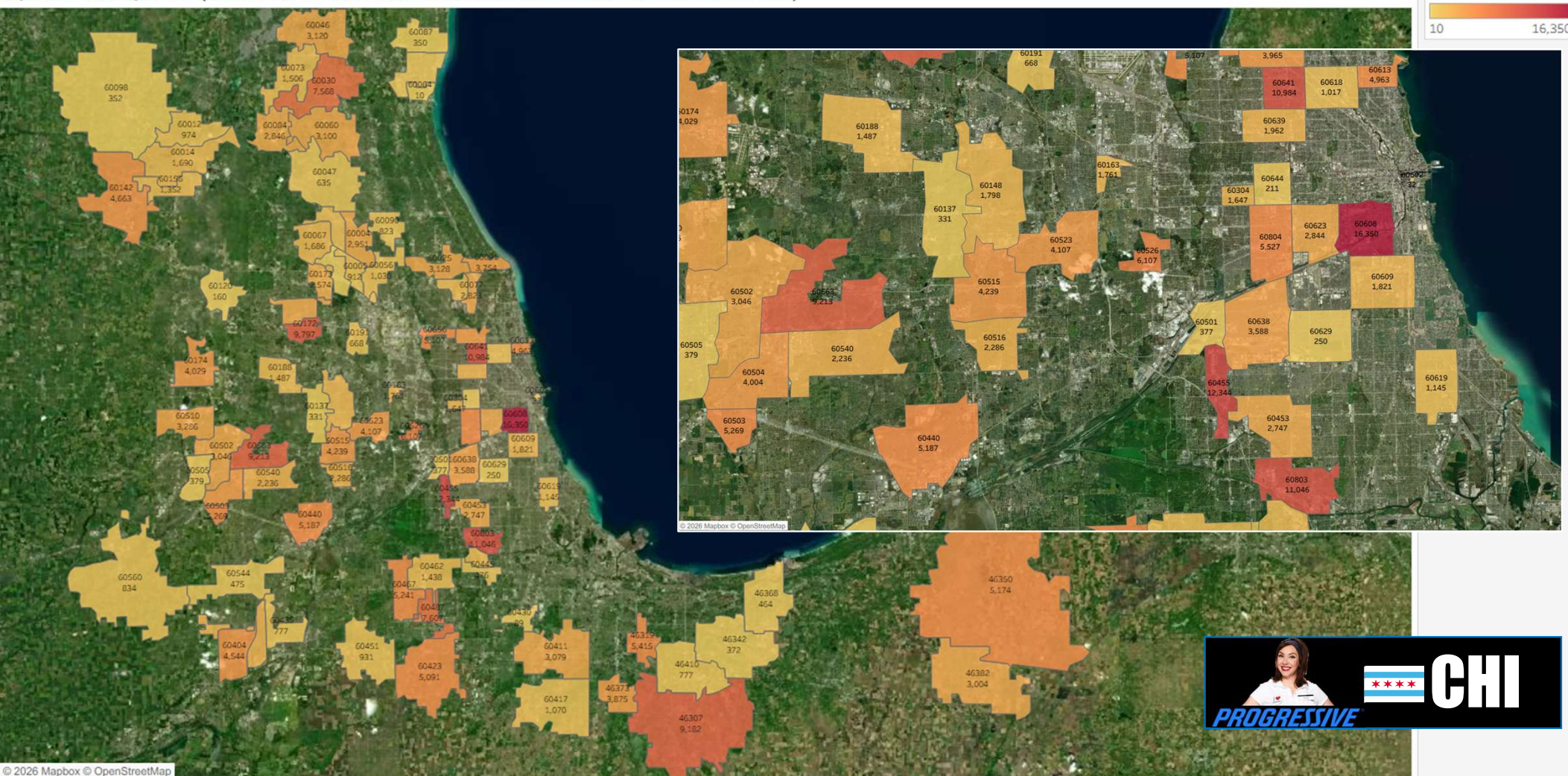


Top-26 Employment Zip Codes: Adults 35 or older



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Top Residential Zip Codes: (Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos)



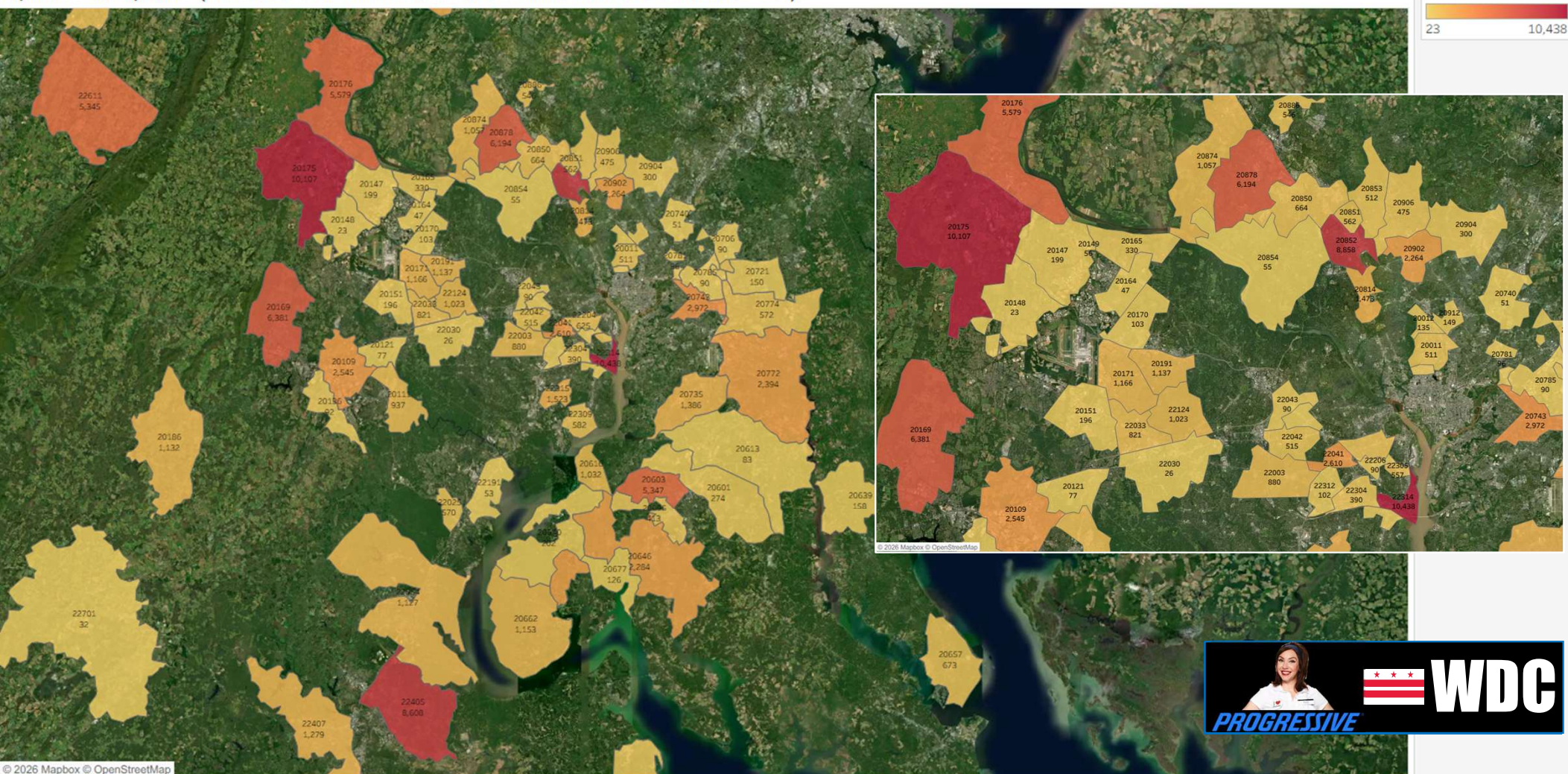
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 145

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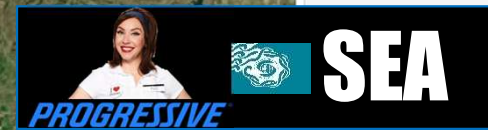
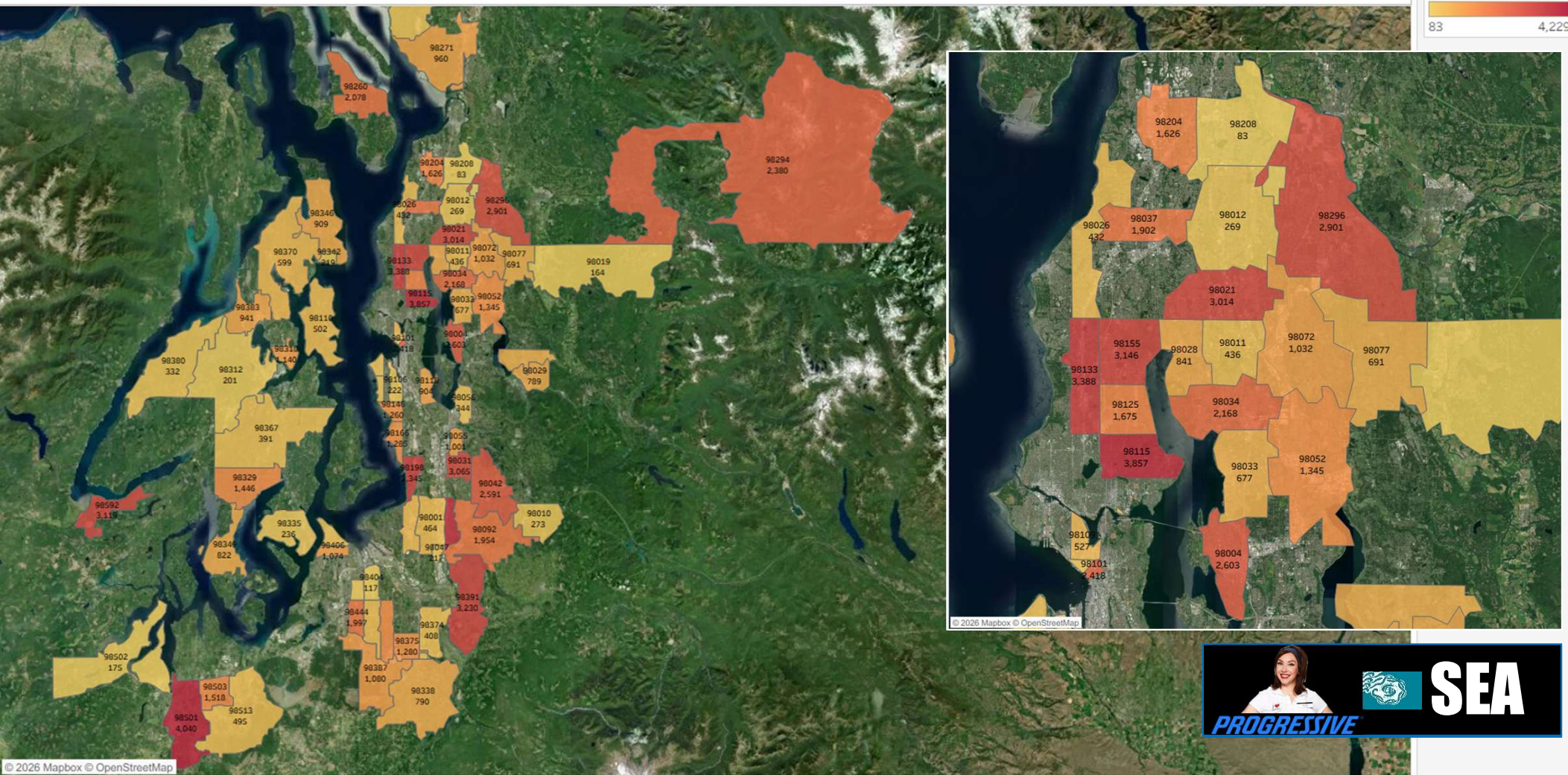
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

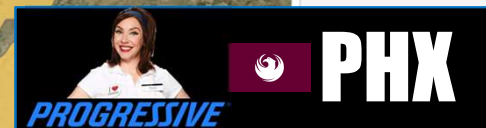
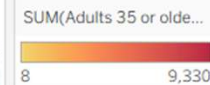
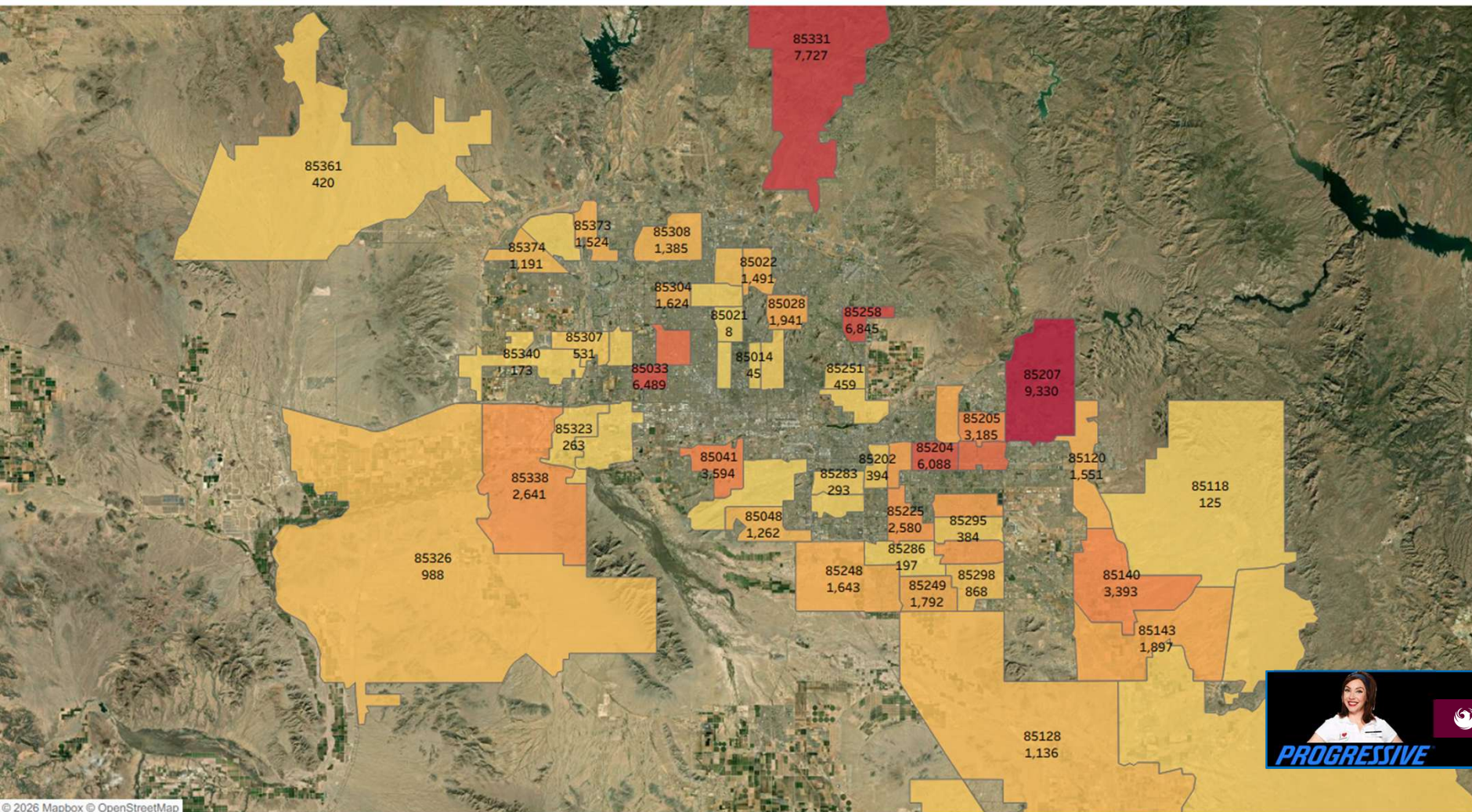
23 10,438



Top Residential Zip Codes: (Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos)



Top Residential Zip Codes: (Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos)



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 72

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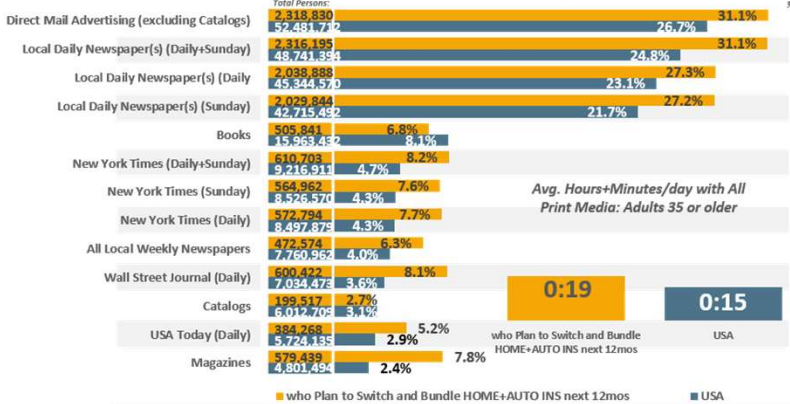
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

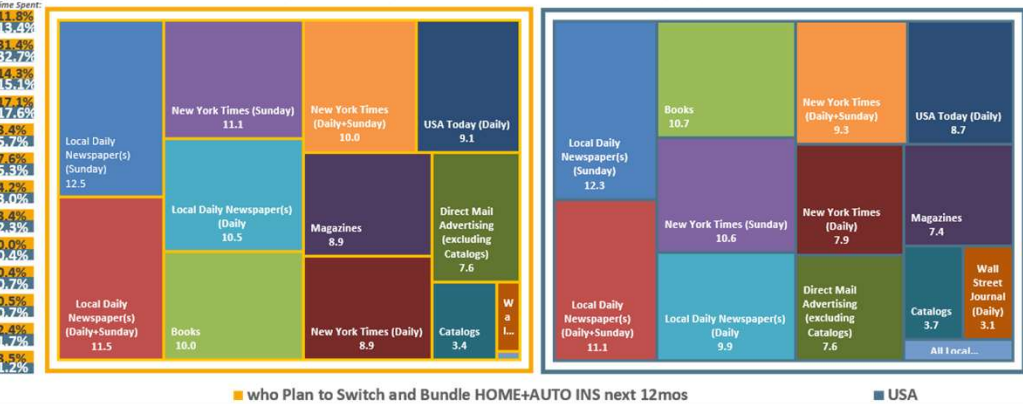


2,316,195 or 31.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 32.5% of all time spent daily with All forms of Print Media

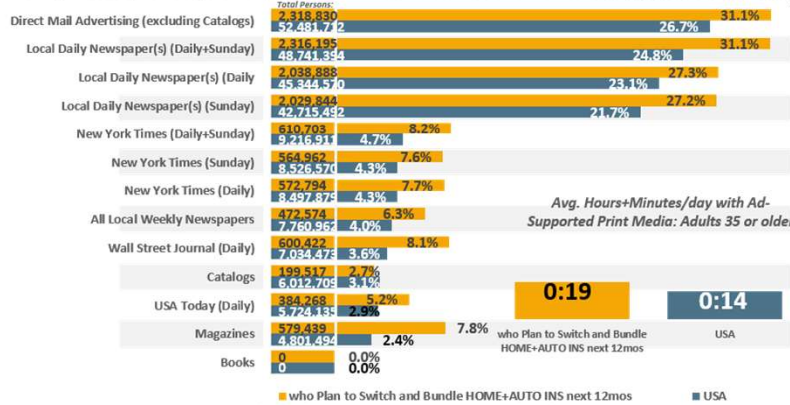
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



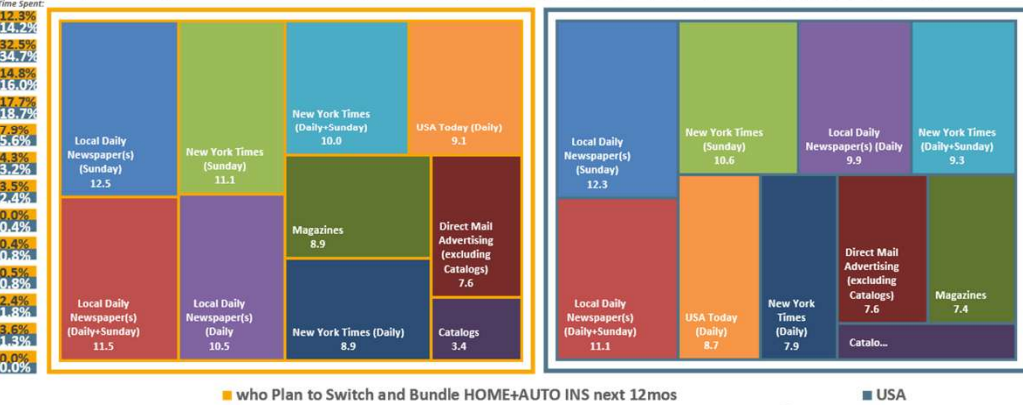
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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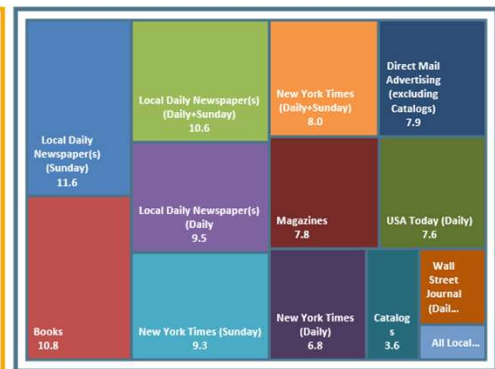
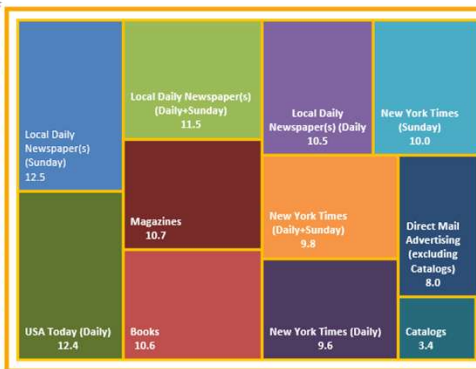
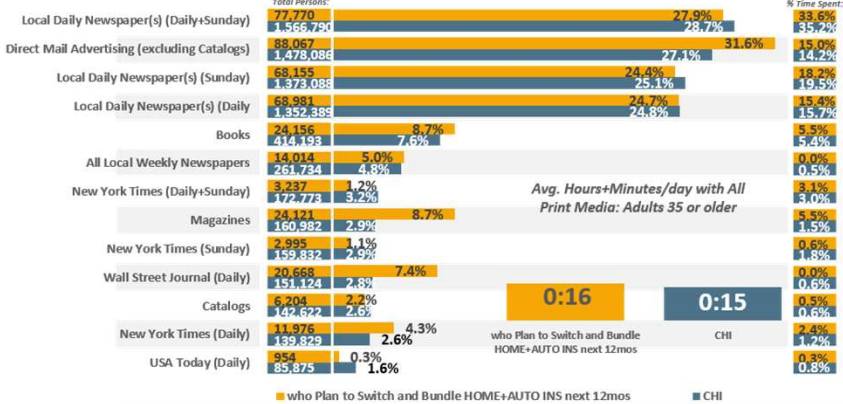
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

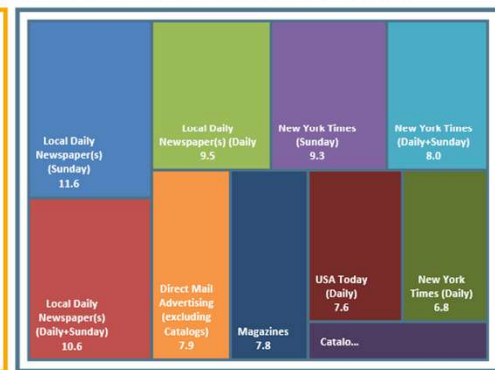
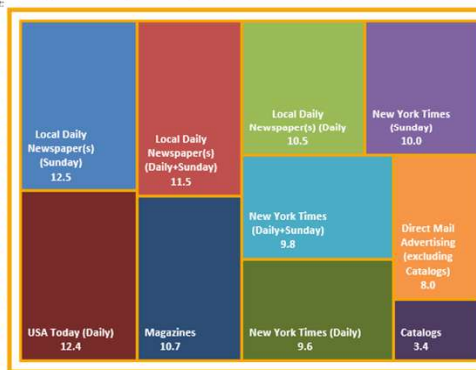
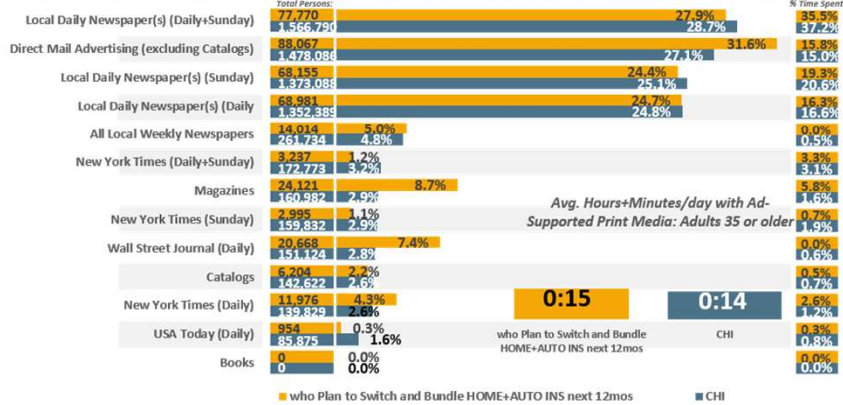


77,770 or 27.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 35.5% of all time spent daily with All forms of Print Media.

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



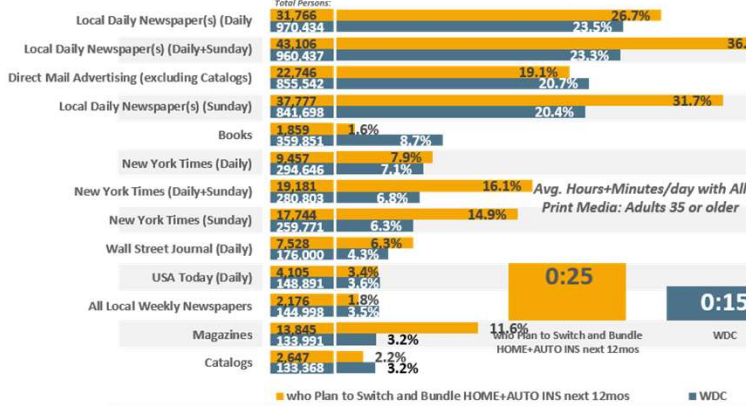
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



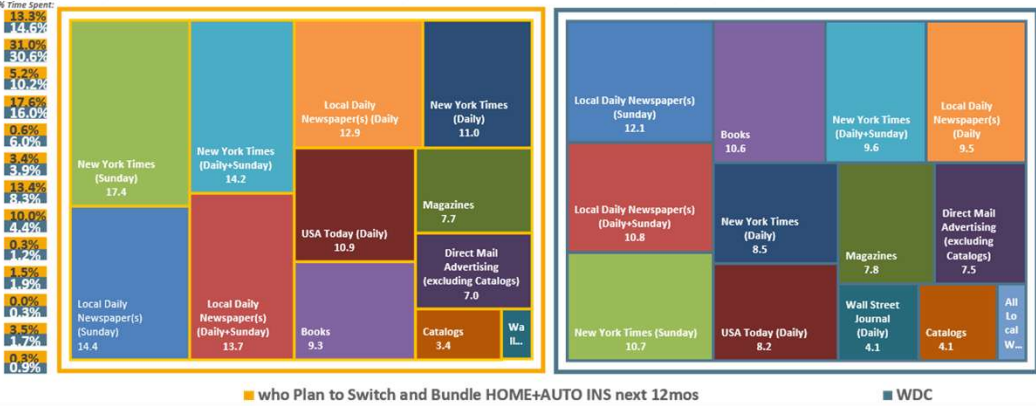


43,106 or 36.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.7 minutes every day representing 31.1% of all time spent daily with All forms of Print Media.

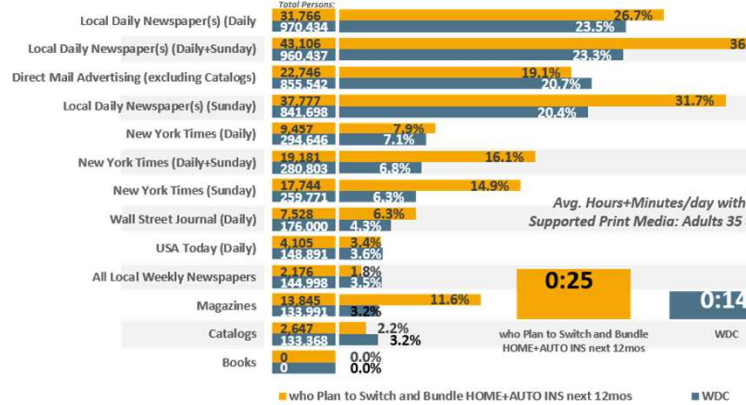
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



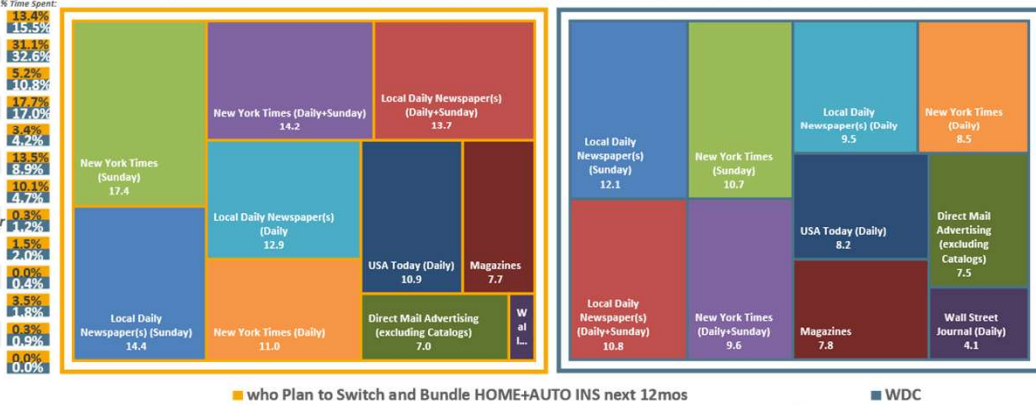
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



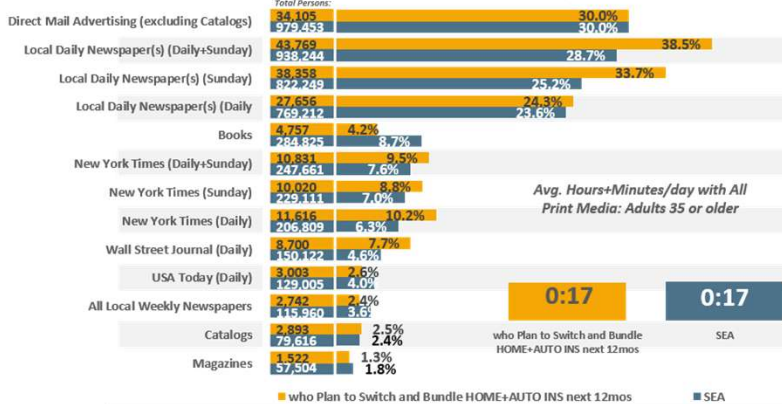
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



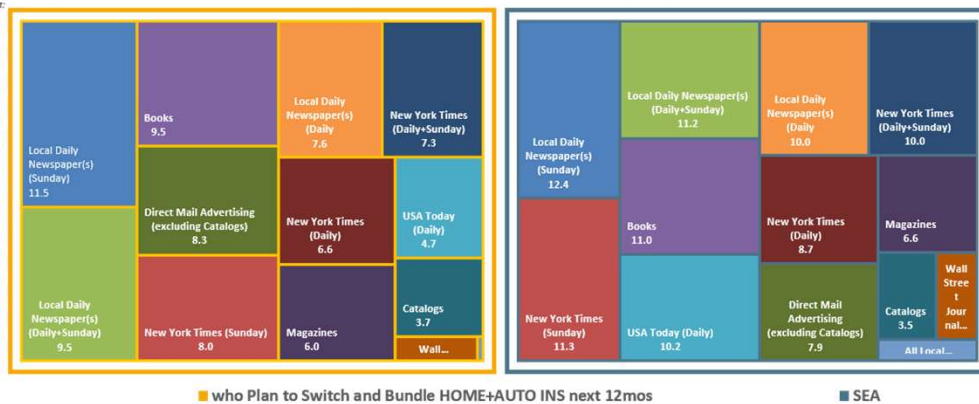


43,769 or 38.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 33.5% of all time spent daily with All forms of Print Media.

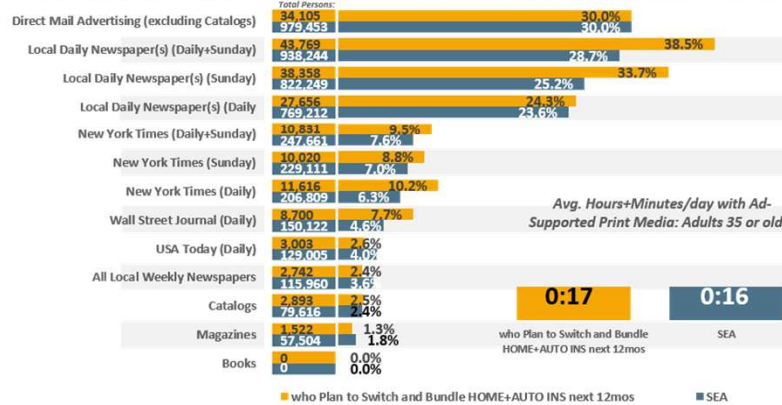
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



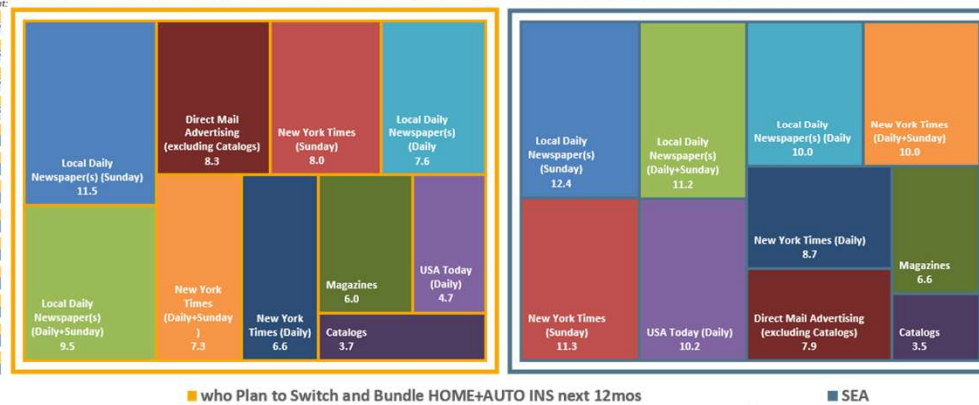
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



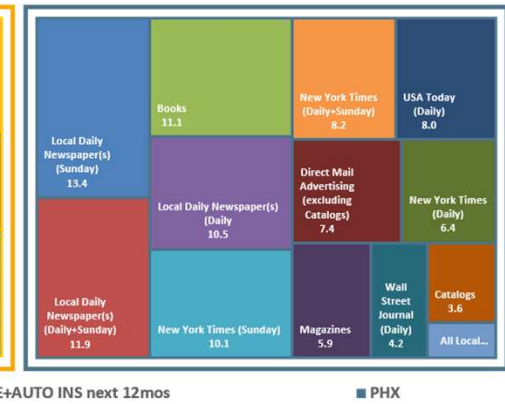
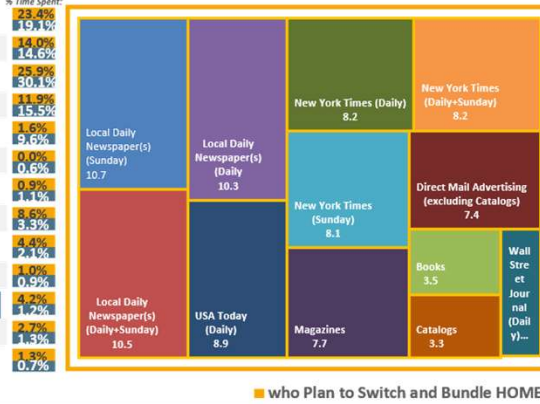
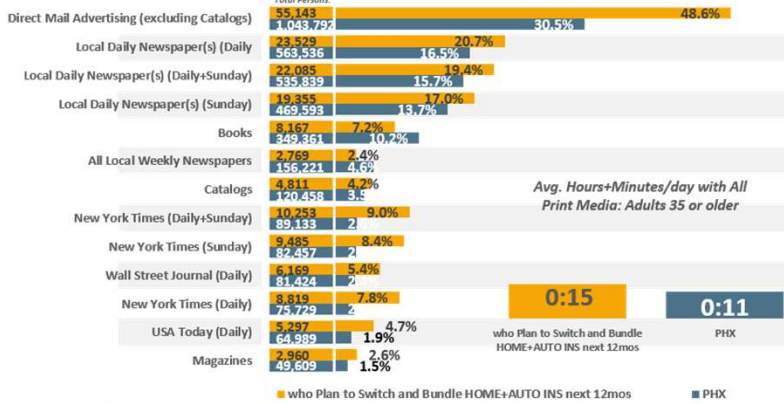
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



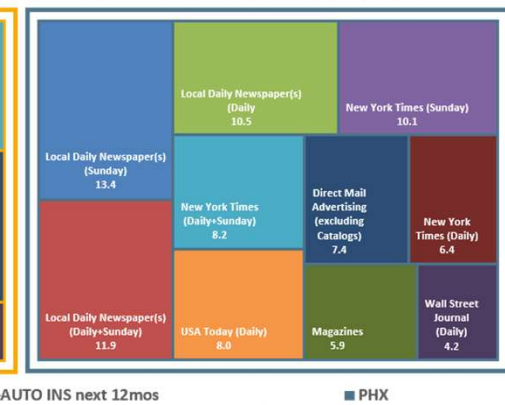
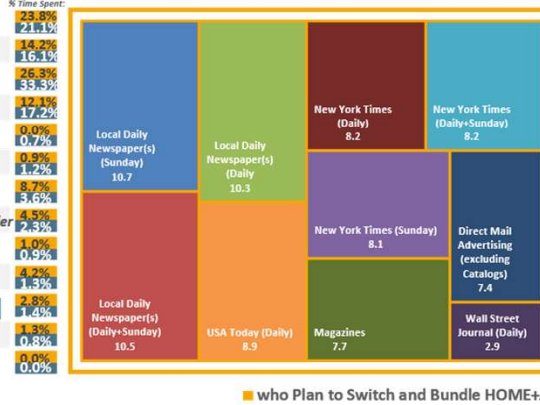
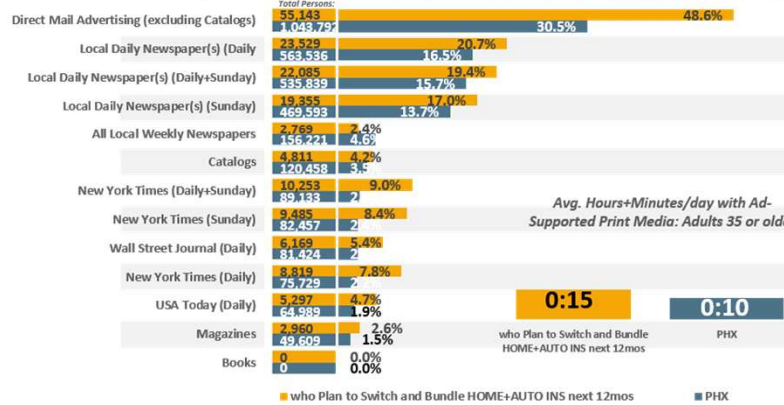


22,085 or 19.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.5 minutes every day representing 26.3% of all time spent daily with All forms of Print Media.

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



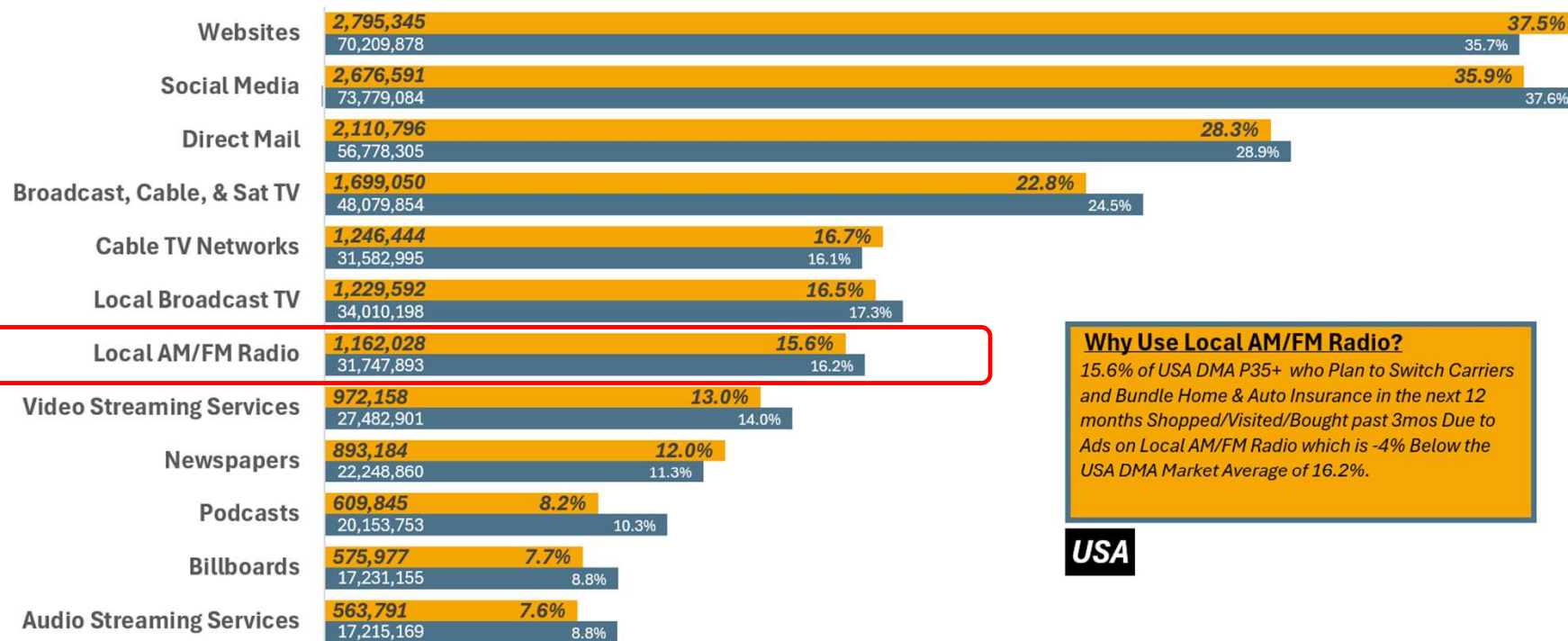
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.6% of USA DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the USA DMA Market Average of 16.2%.

USA

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 660

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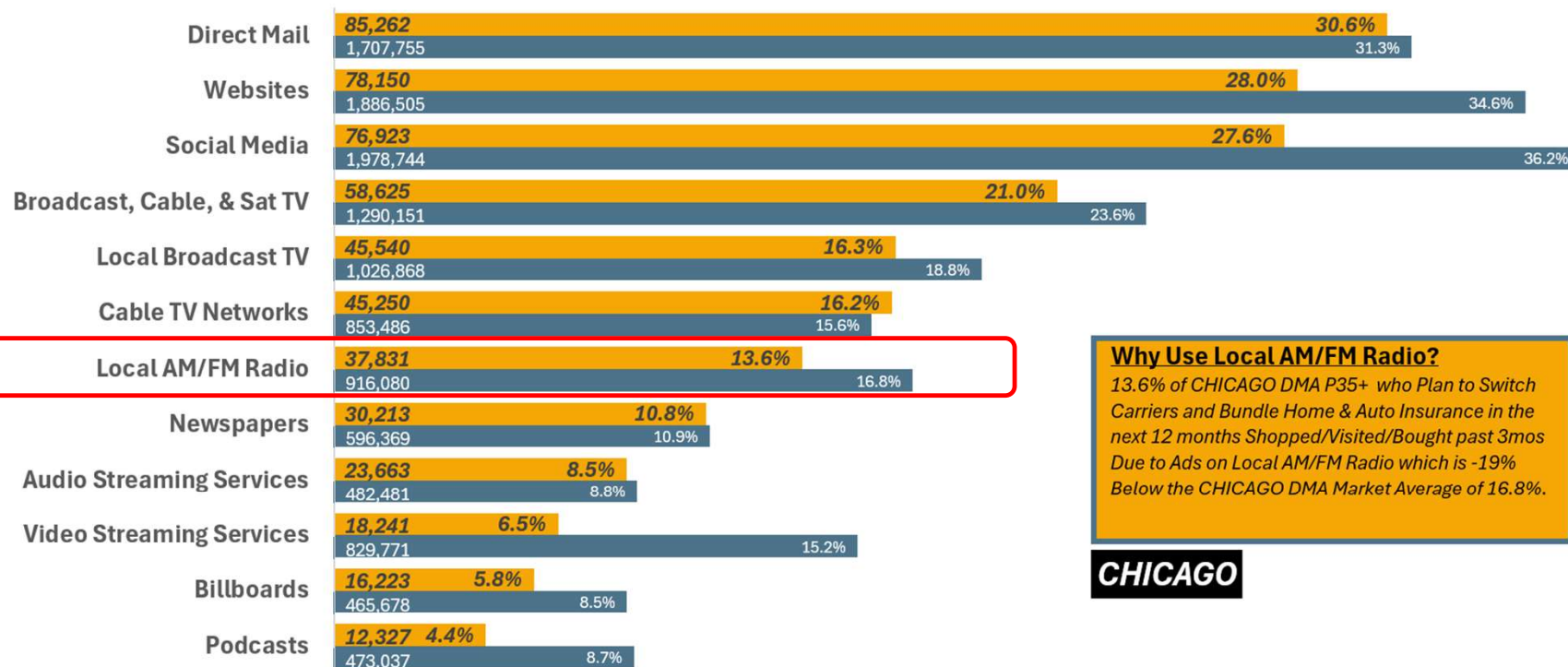
Share of Everything
for Anything ®

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.6% of CHICAGO DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -19% Below the CHICAGO DMA Market Average of 16.8%.

CHICAGO

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 126
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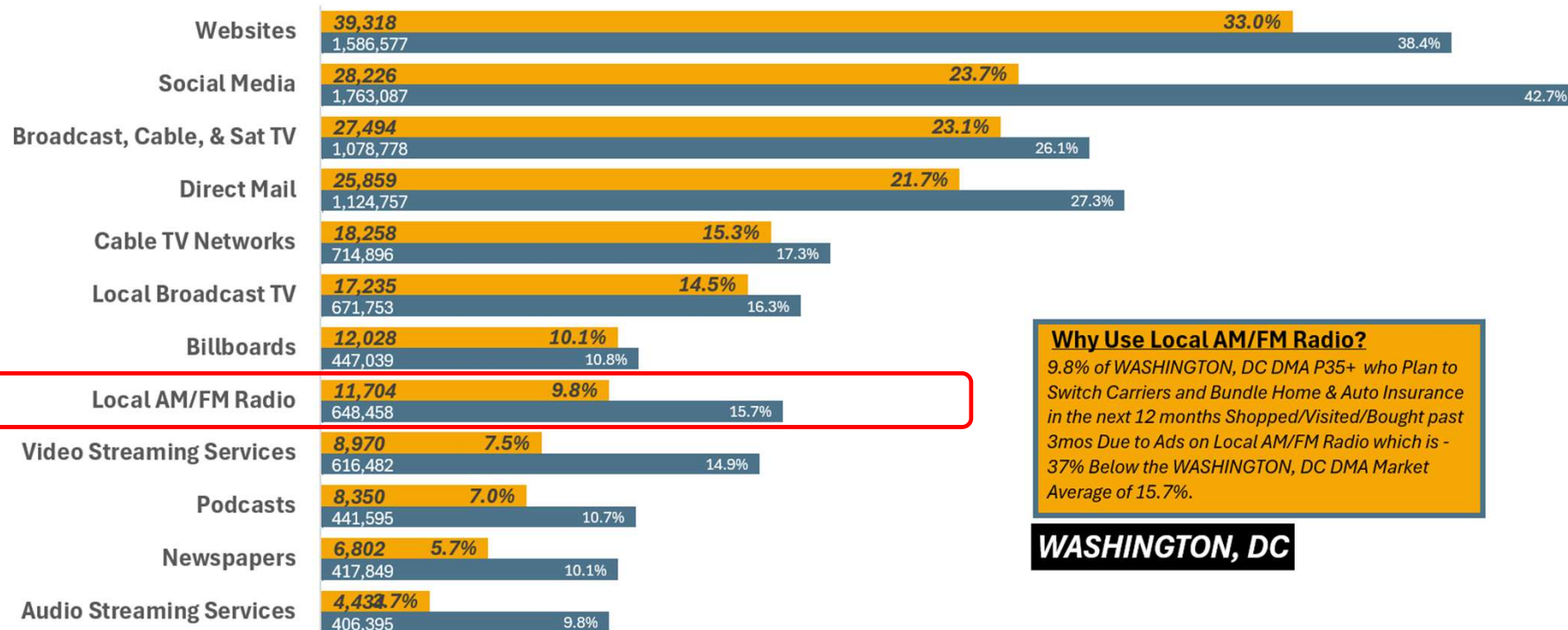
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.8% of WASHINGTON, DC DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 37% Below the WASHINGTON, DC DMA Market Average of 15.7%.

WASHINGTON, DC

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 131

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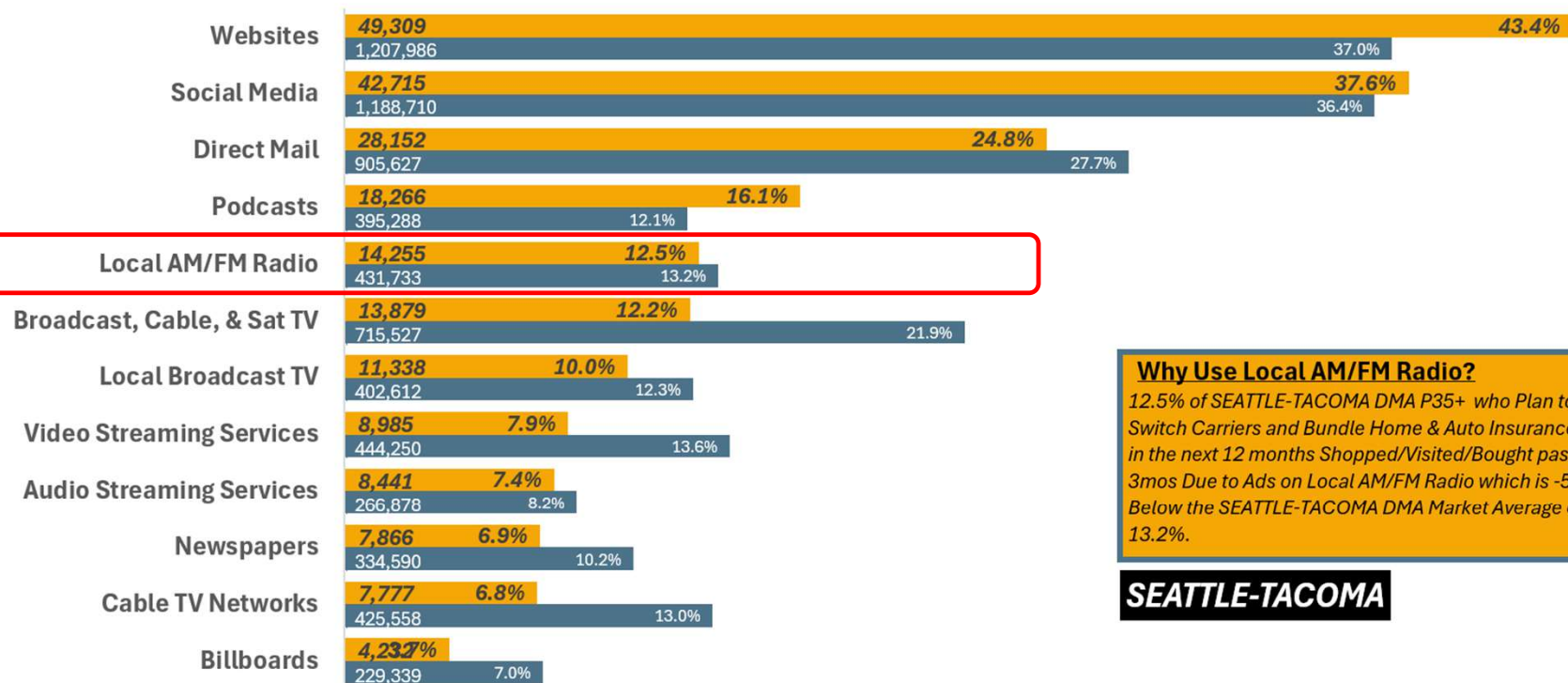
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.5% of SEATTLE-TACOMA DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the SEATTLE-TACOMA DMA Market Average of 13.2%.

SEATTLE-TACOMA

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 111

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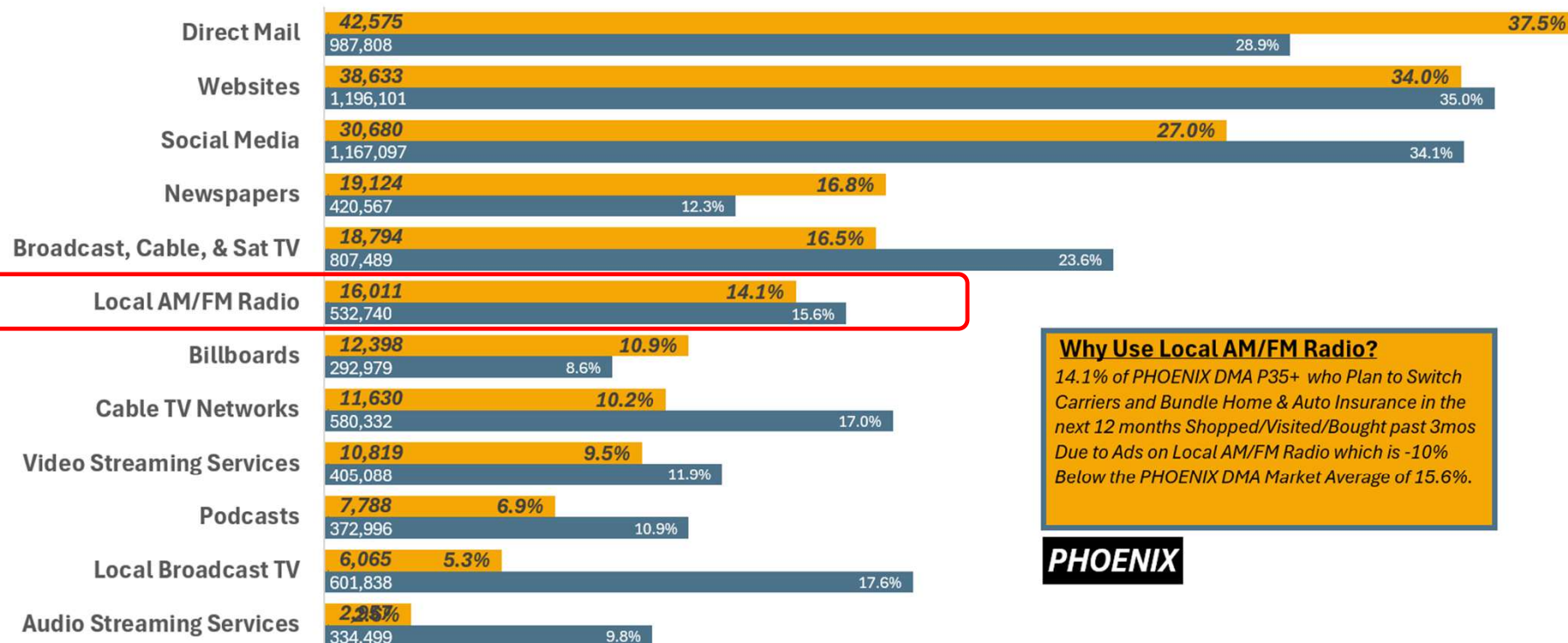
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"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.1% of PHOENIX DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the PHOENIX DMA Market Average of 15.6%.

PHOENIX

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 63
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