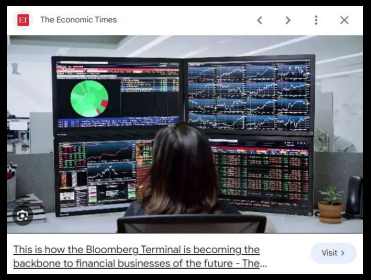
USA+4 DMAs – P18+ who use MEDICAID Low-Cost or Free Health Coverage!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who use MEDICAID** as of July 31, 2025.



DEPARTMENT OF HEALTH & HUMAN SERVICES · USA

Medicaid

Medicaid USA

Medicaid CHI

Medicaid WDC

Medicaid SEA

Medicaid PHX

P18+

CMS CENTERS FOR MEDICARE & MEDICAID SERVICES · chip · CENTENE Corporation · Vanguard · BlackRock

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

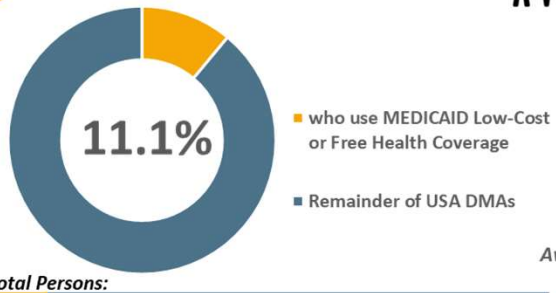
HUBBARD BROADCASTING INC. HB INC.

Type of health insurance: Medicaid

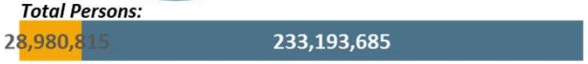
Medicaid USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage.
Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 43.4 years old (10.9% younger than average) and have a $42,294 (55.3% lower than average) annual household income.

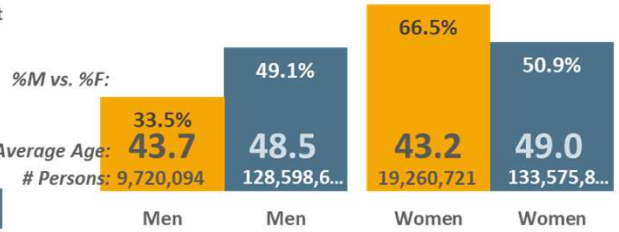
Percent of Market: Adults 18 or older



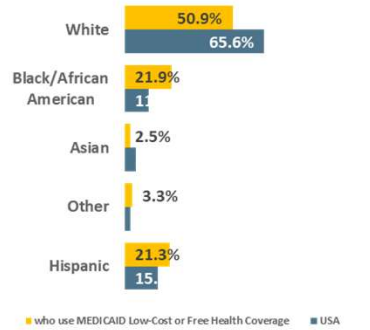
Total Persons:



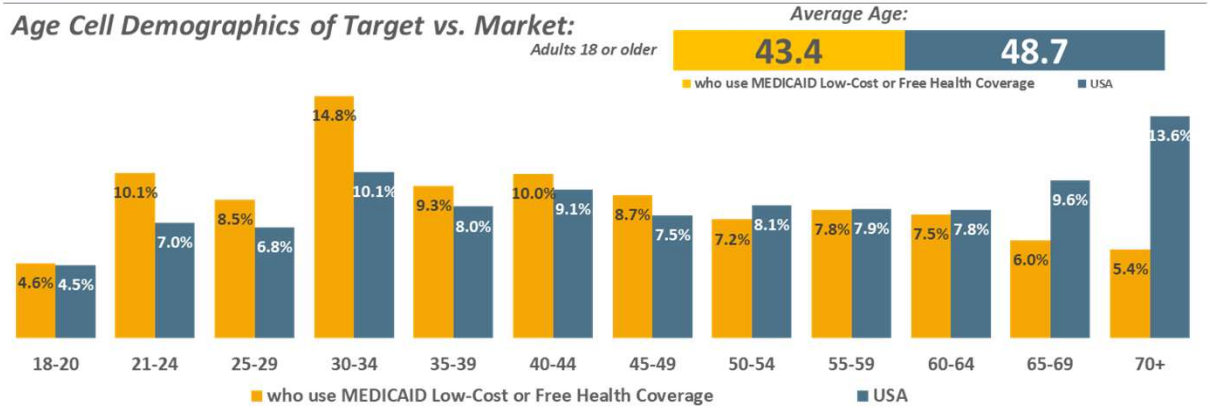
Gender of Target vs. Market: Adults 18 or older



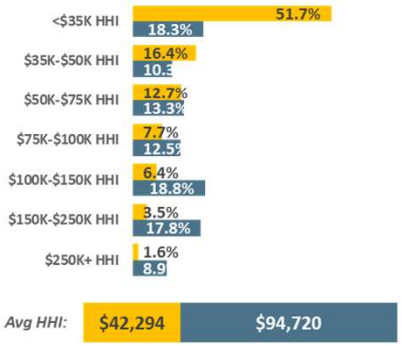
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

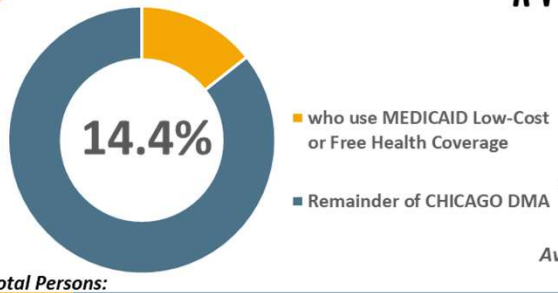
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

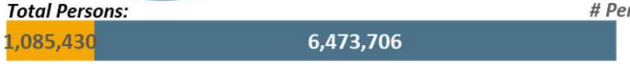
Type of health insurance: Medicaid

14.4% or 1,085,430 of CHICAGO DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 46.3 years old (4.4% younger than average) and have a $43,853 (58.7% lower than average) annual household income.

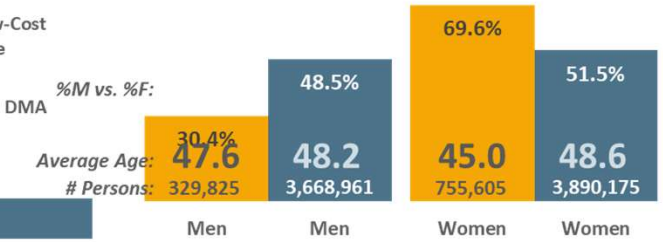
Percent of Market: Adults 18 or older



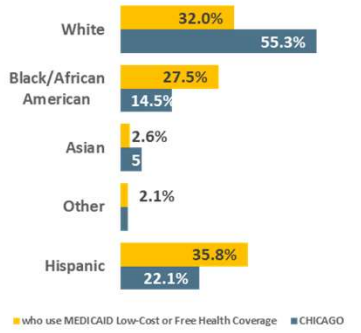
Total Persons:



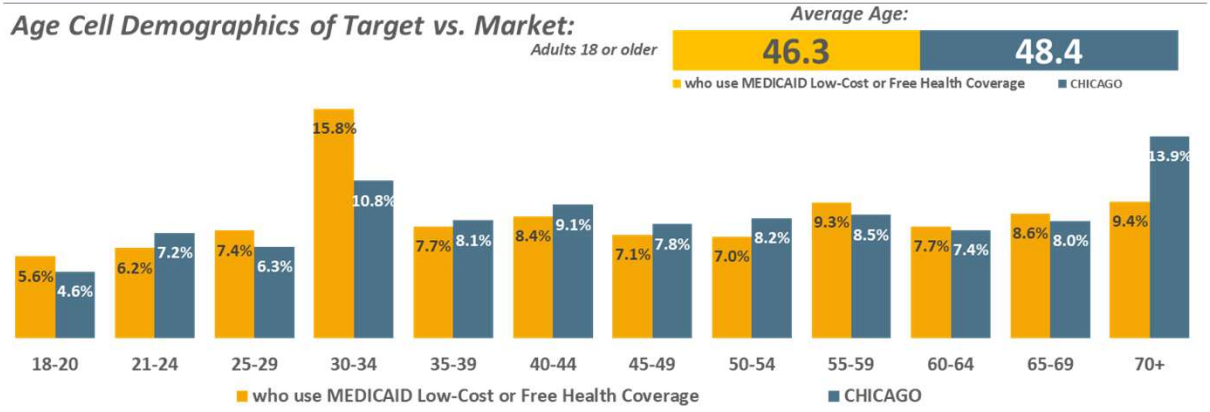
Gender of Target vs. Market: Adults 18 or older



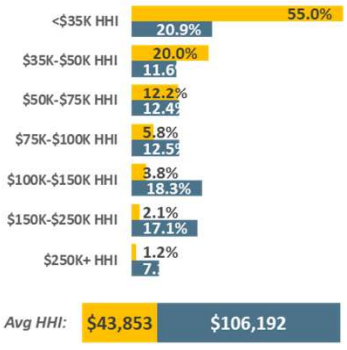
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



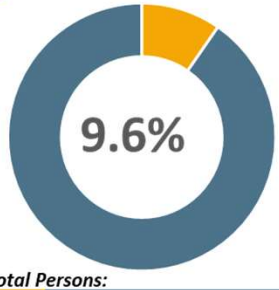
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

9.6% or 549,670 of WASHINGTON, DC DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 41.4 years old (13.1% younger than average) and have a $53,893 (60.1% lower than average) annual household income.

Percent of Market: Adults 18 or older

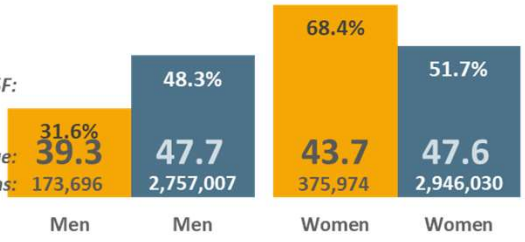


- who use MEDICAID Low-Cost or Free Health Coverage
- Remainder of WASHINGTON, DC DMA

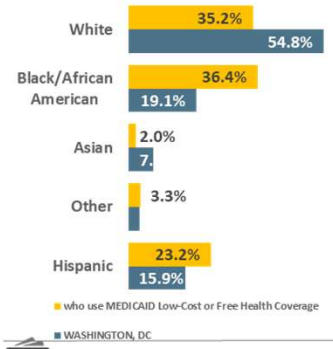
Total Persons:

549,670 | 5,153,367

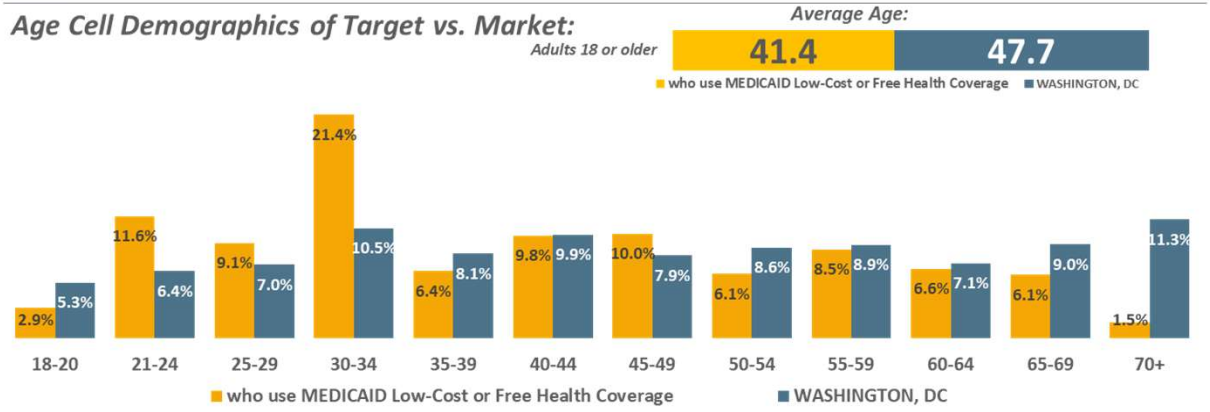
Gender of Target vs. Market: Adults 18 or older



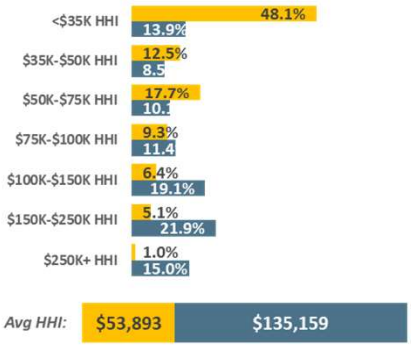
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

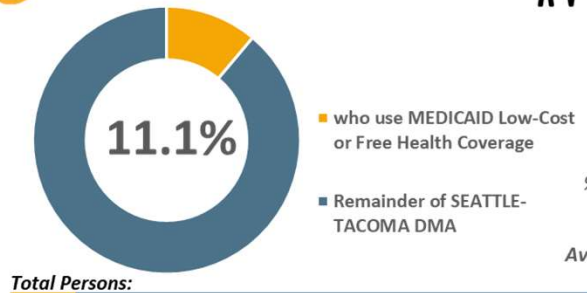
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Medicaid SEA

11.1% or 502,326 of SEATTLE-TACOMA DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 42.9 years old (11.4% younger than average) and have a $61,284 (50.4% lower than average) annual household income.

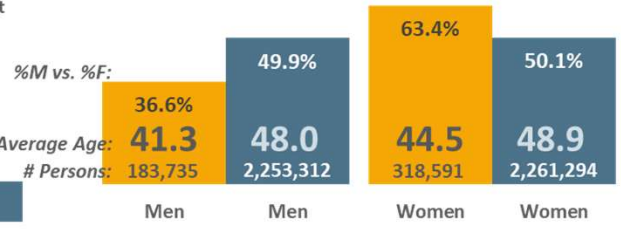
Percent of Market: Adults 18 or older



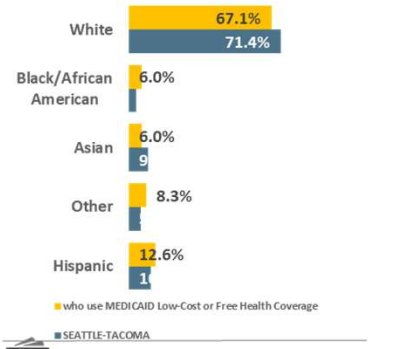
Total Persons:



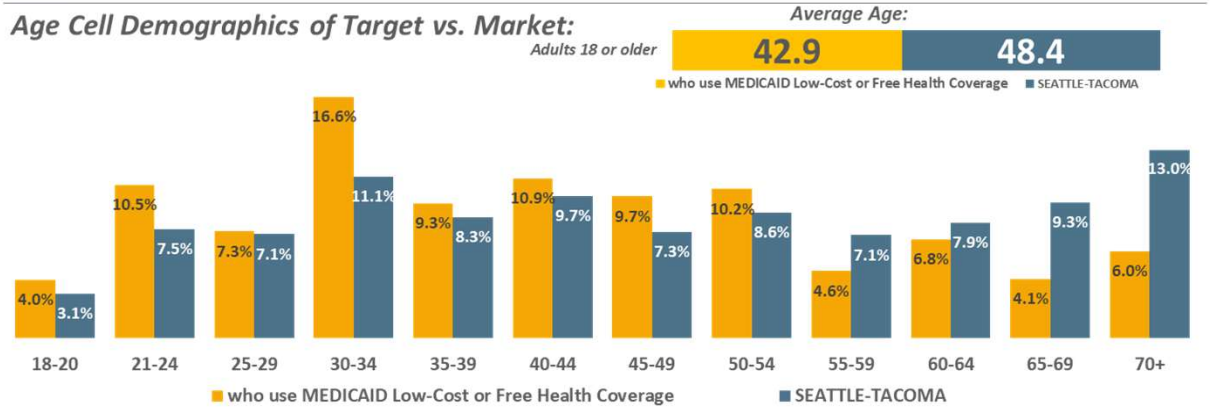
Gender of Target vs. Market: Adults 18 or older



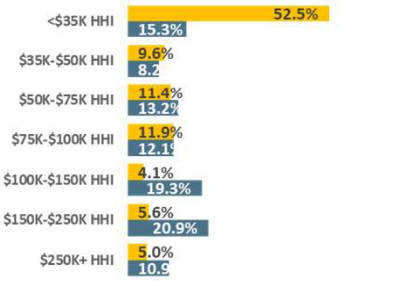
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $61,284 | $123,610

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

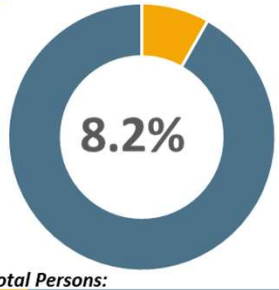
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Medicaid PHX

8.2% or 391,553 of PHOENIX DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Typical Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 40.8 years old (16.2% younger than average) and have a $58,964 (44.% lower than average) annual household income.

Percent of Market: Adults 18 or older

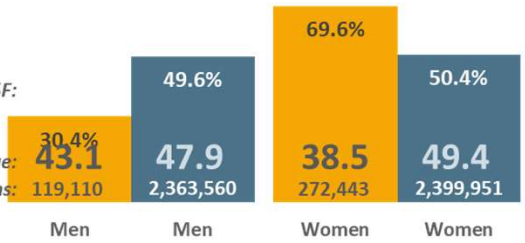


- who use MEDICAID Low-Cost or Free Health Coverage
- Remainder of PHOENIX DMA

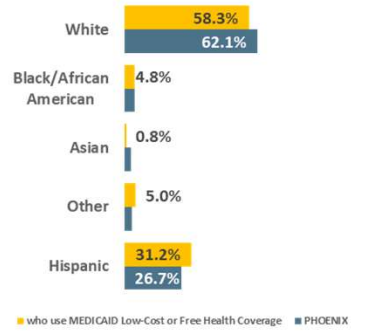
Total Persons:

391,553 | 4,371,958

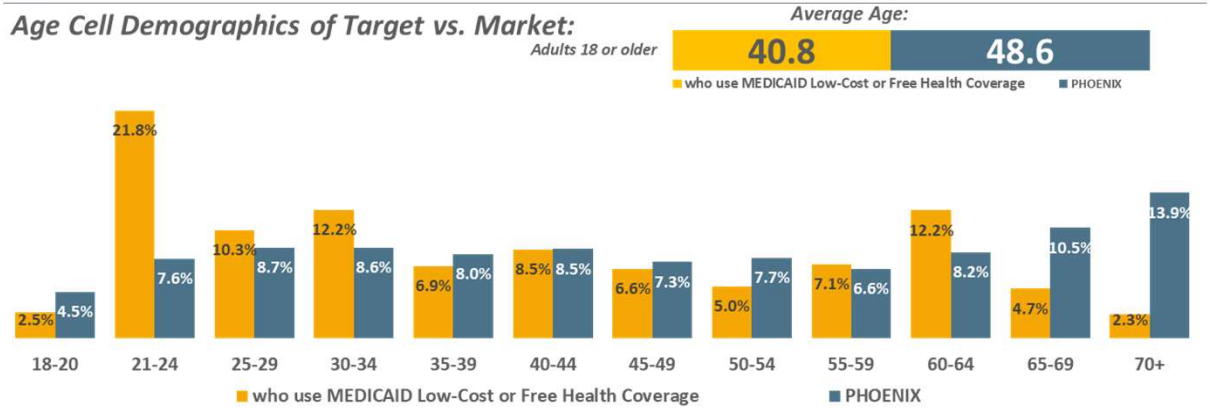
Gender of Target vs. Market: Adults 18 or older



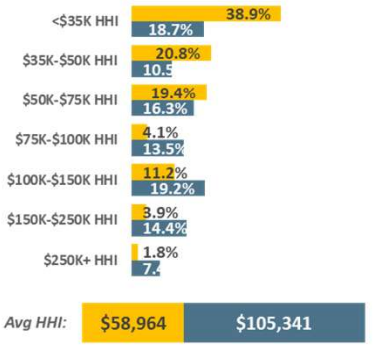
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

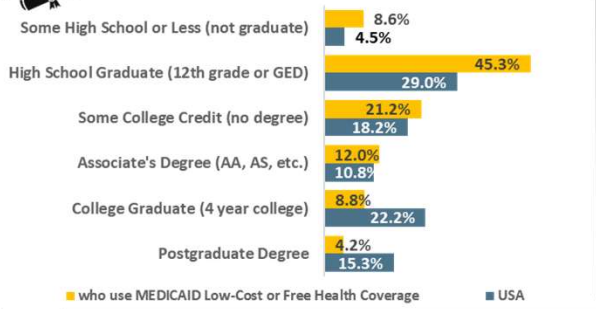
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

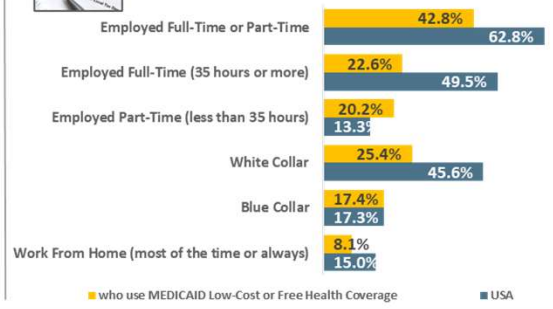
USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 65.3% less likely to be a college graduate, 54.4% less likely to work full-time, 55.5% less likely to be married, 33.5% more likely to be a parent of 1 or more children under 18.

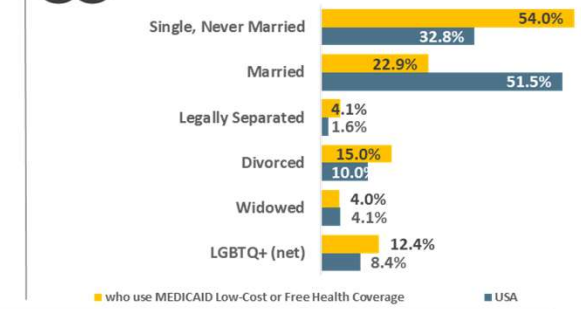
Education Levels: Adults 18 or older



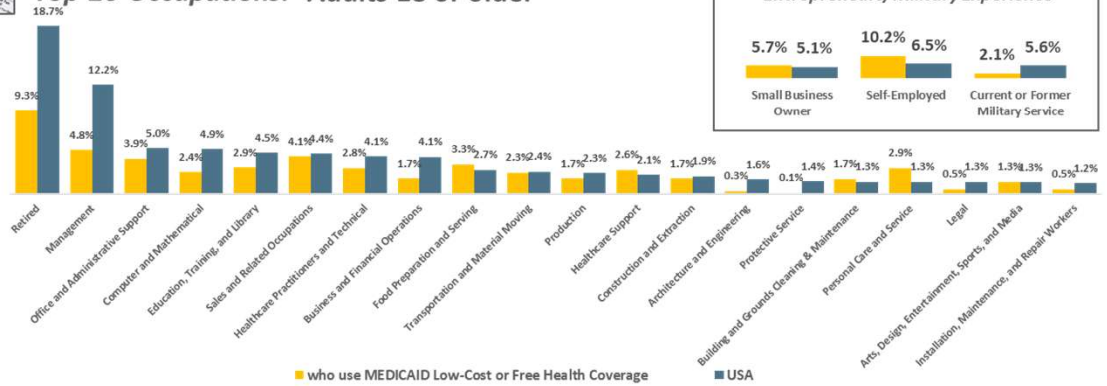
Employment: Adults 18 or older



Marital Status: Adults 18 or older

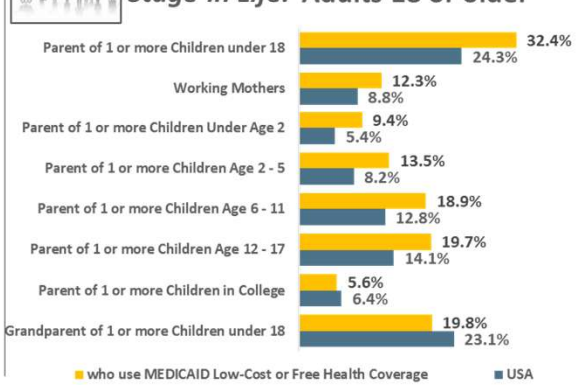


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

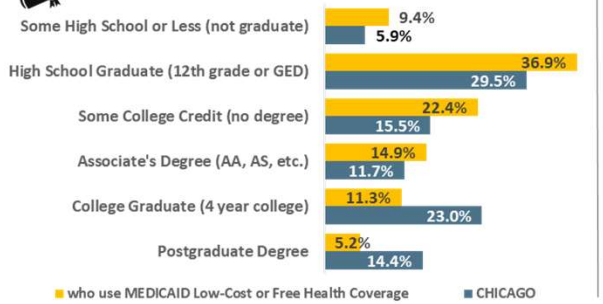
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

Type of health insurance: Medicaid

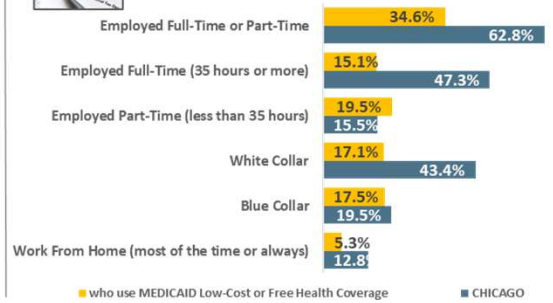
Medicaid CHI

14.4% or 1,085,430 of CHICAGO DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 55.8% less likely to be a college graduate, 68.% less likely to work full-time, 46.7% less likely to be married, 24.% more likely to be a parent of 1 or more children under 18.

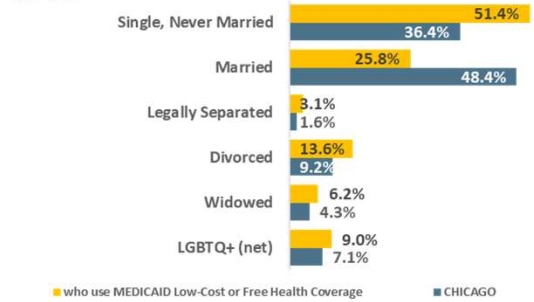
Education Levels: Adults 18 or older



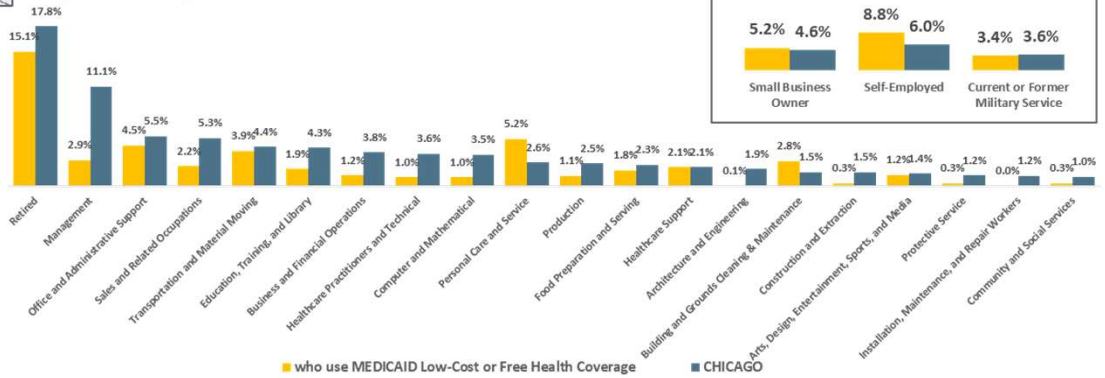
Employment: Adults 18 or older



Marital Status: Adults 18 or older

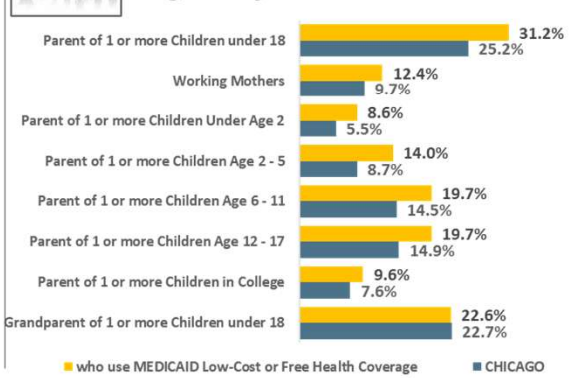


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



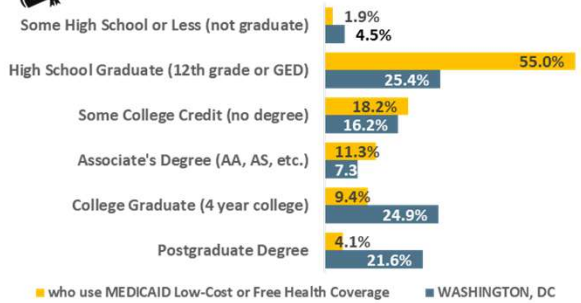
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

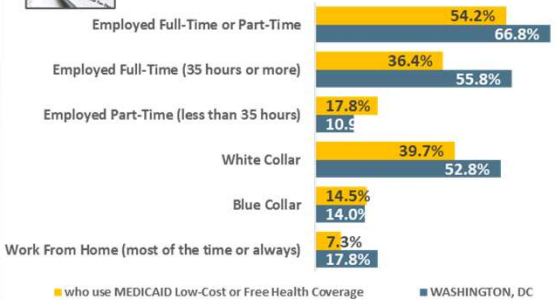
Type of health insurance: Medicaid

9.6% or 549,670 of WASHINGTON, DC DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 70.9% less likely to be a college graduate, 34.8% less likely to work full-time, 47.3% less likely to be married, 24.% more likely to be a parent of 1 or more children under 18.

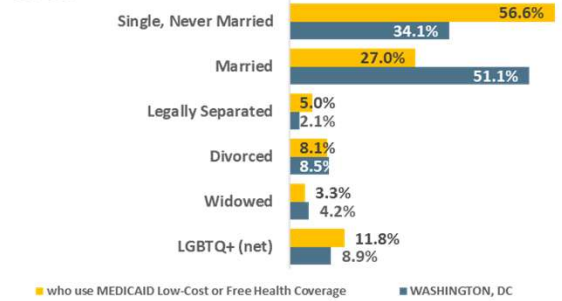
Education Levels: Adults 18 or older



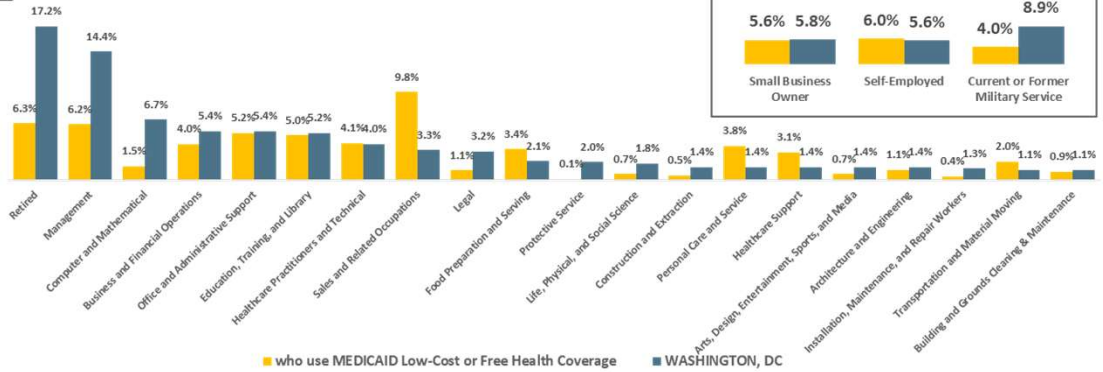
Employment: Adults 18 or older



Marital Status: Adults 18 or older

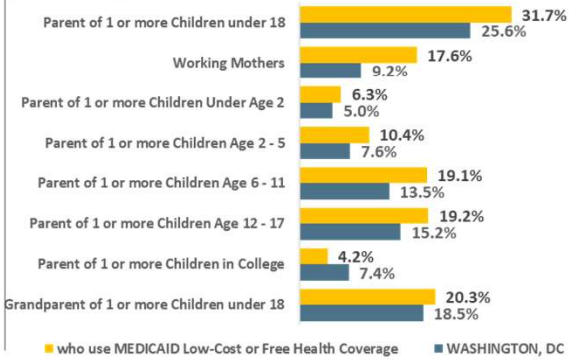


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

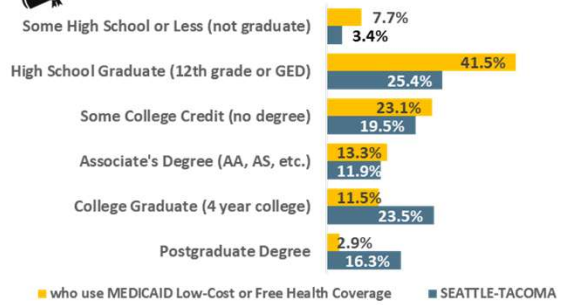
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

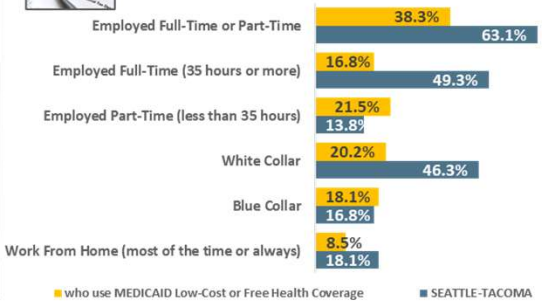
SEA Medicaid

11.1% or 502,326 of SEATTLE-TACOMA DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 63.8% less likely to be a college graduate, 66.% less likely to work full-time, 68.7% less likely to be married, 11.6% more likely to be a parent of 1 or more children under 18.

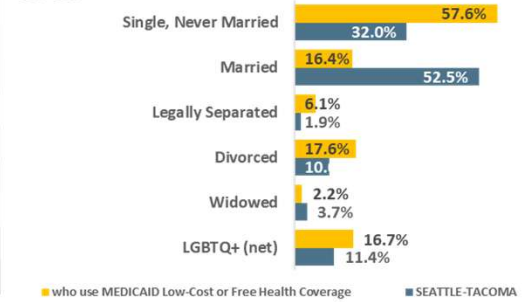
Education Levels: Adults 18 or older



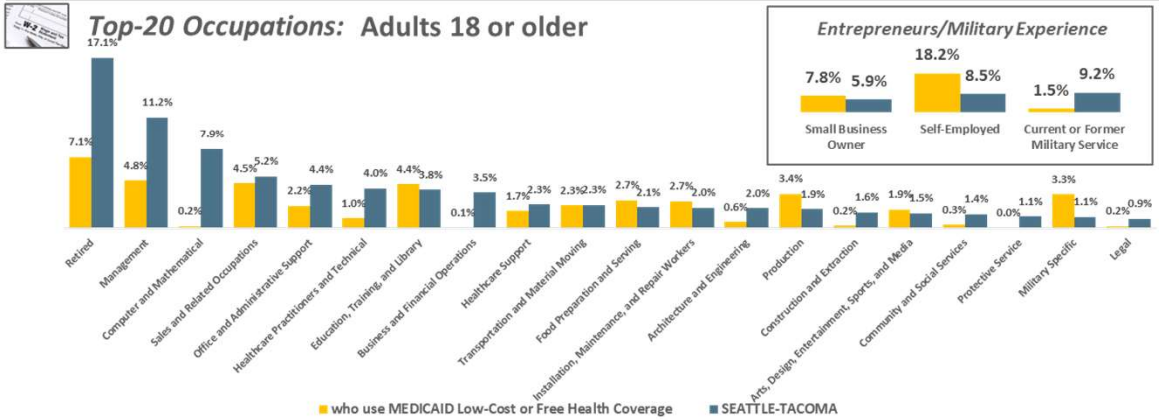
Employment: Adults 18 or older



Marital Status: Adults 18 or older

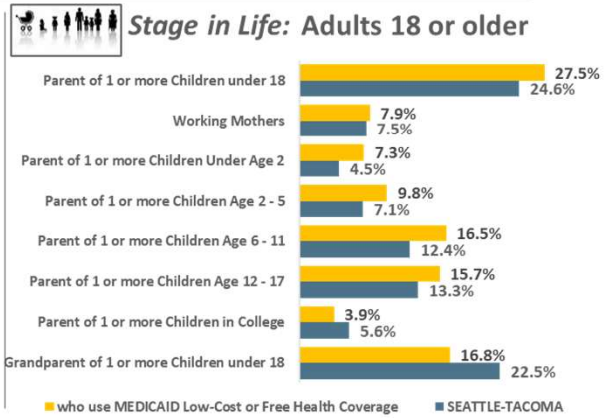


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

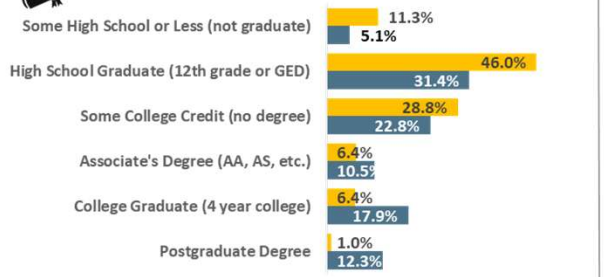
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

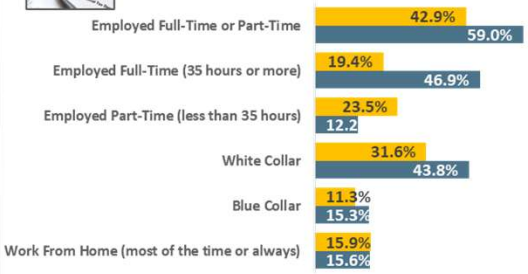
Medicaid PHX

8.2% or 391,553 of PHOENIX DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 75.5% less likely to be a college graduate, 58.6% less likely to work full-time, 63.8% less likely to be married, 51.5% more likely to be a parent of 1 or more children under 18.

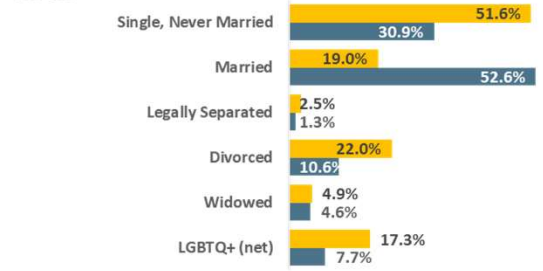
Education Levels: Adults 18 or older



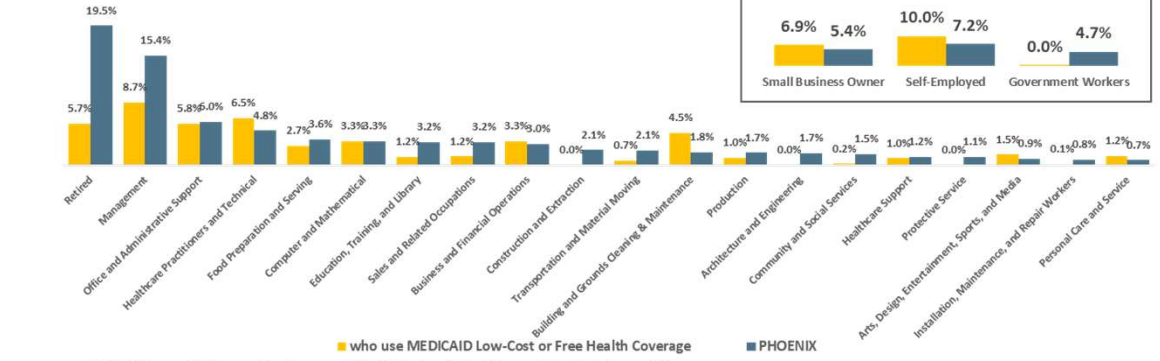
Employment: Adults 18 or older



Marital Status: Adults 18 or older

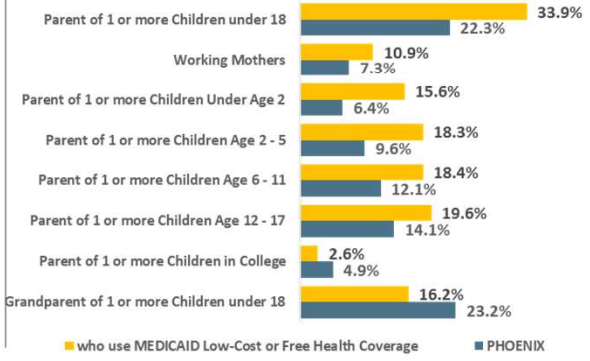


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

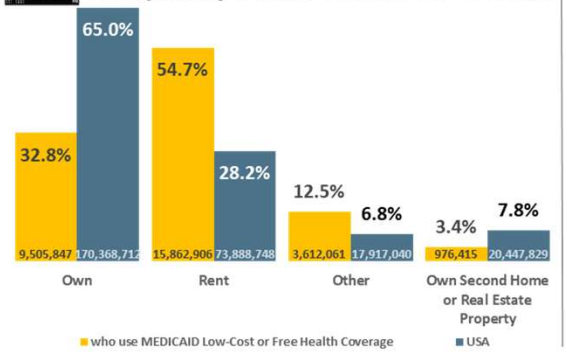
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

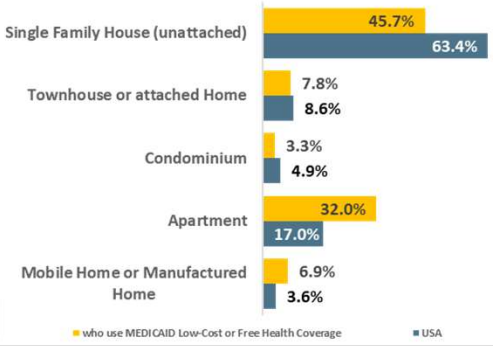
Medicaid USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage.
Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 49.5% less likely to own their home, 19.8% more likely to own a lower valued home, 27.8% less likely to have a single-family home, 7.7% less likely to have a dog.

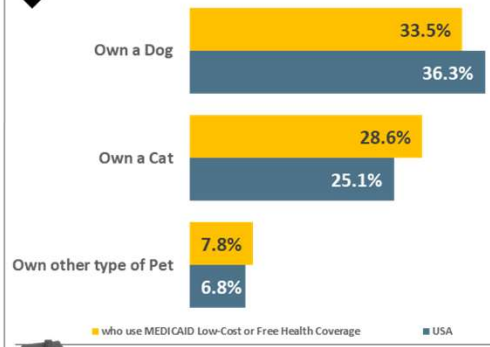
Own/Rent/Other: Adults 18 or older



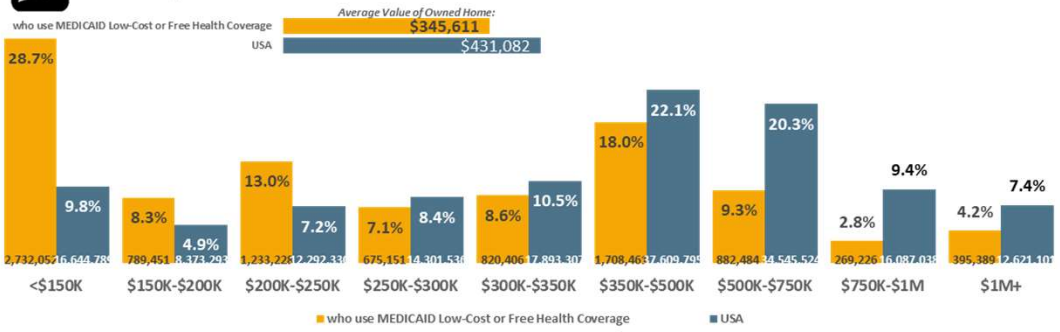
Type of Home: Adults 18 or older



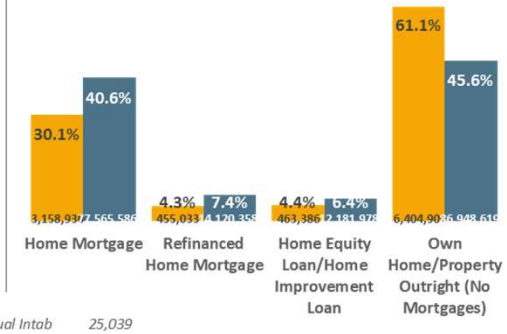
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *2,525*

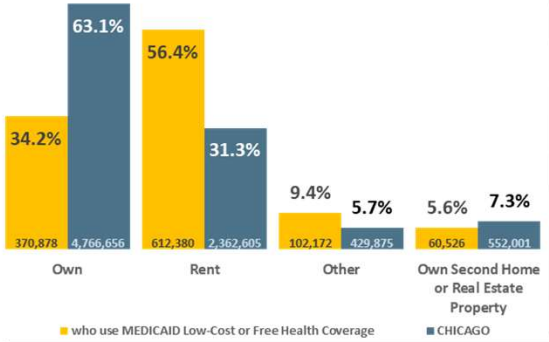
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *25,039*

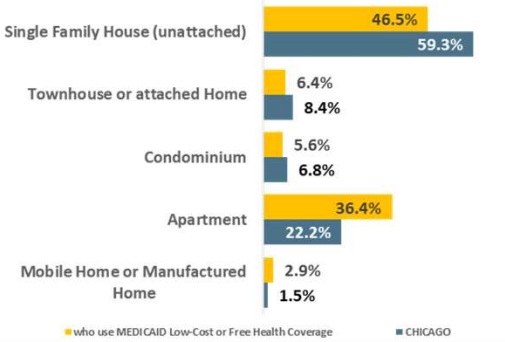
Type of health insurance: Medicaid

14.4% or 1,085,430 of CHICAGO DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 45.8% less likely to own their home, 31.9% more likely to own a lower valued home, 21.6% less likely to have a single-family home, 2.2% less likely to have a dog.

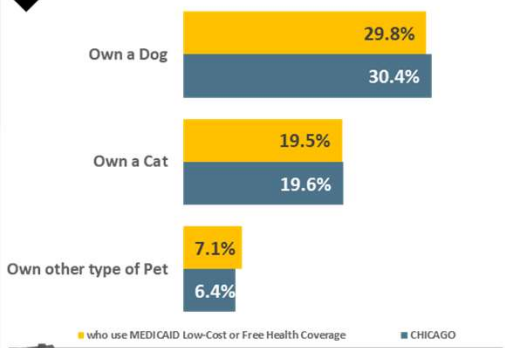
Own/Rent/Other: Adults 18 or older



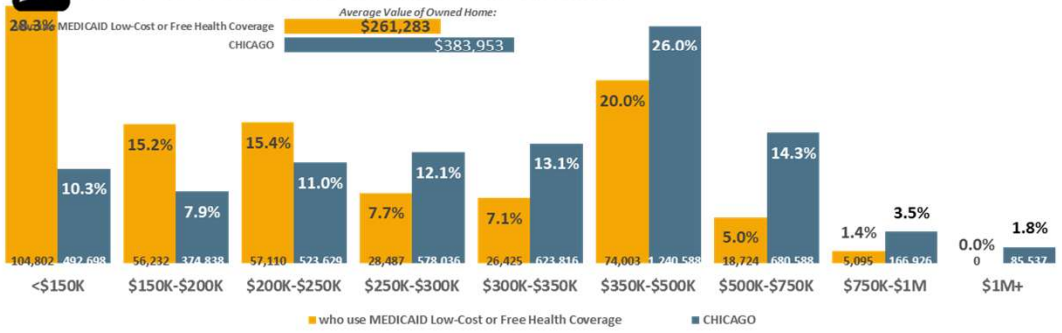
Type of Home: Adults 18 or older



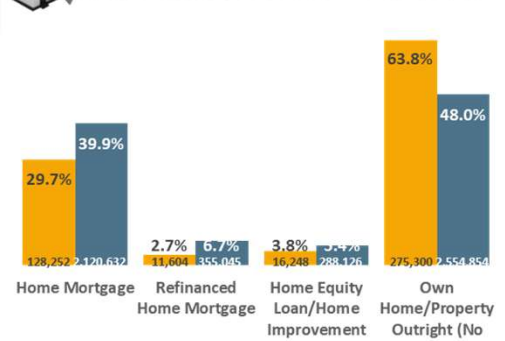
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



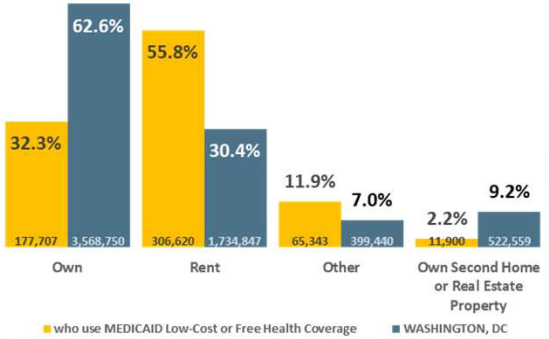
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

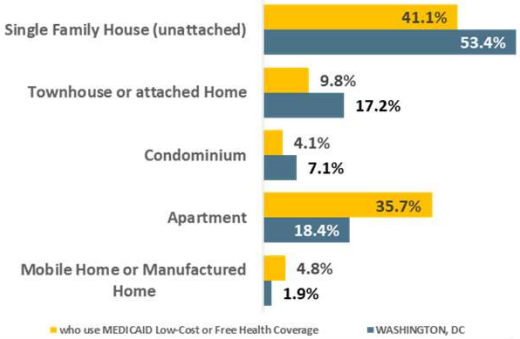
Type of health insurance: Medicaid

9.6% or 549,670 of WASHINGTON, DC DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 48.3% less likely to own their home, 40.% more likely to own a lower valued home, 23.1% less likely to have a single-family home, 12.4% less likely to have a dog.

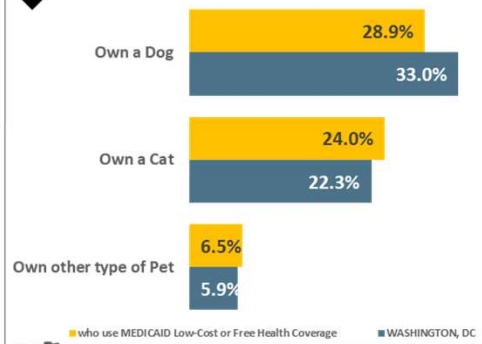
Own/Rent/Other: Adults 18 or older



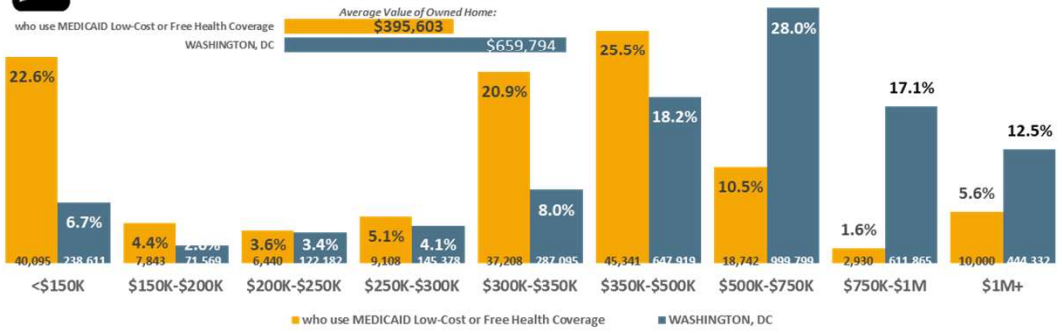
Type of Home: Adults 18 or older



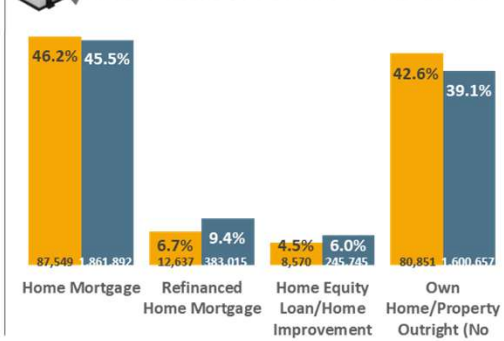
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

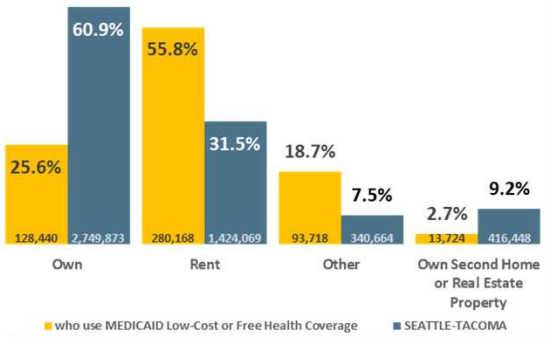
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

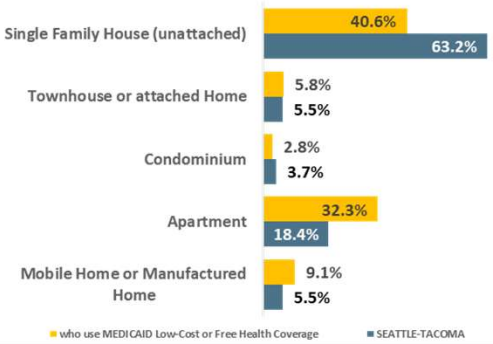
Medicaid SEA

11.1% or 502,326 of SEATTLE-TACOMA DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 58.% less likely to own their home, 24.% more likely to own a lower valued home, 35.8% less likely to have a single-family home, 1.1% less likely to have a dog.

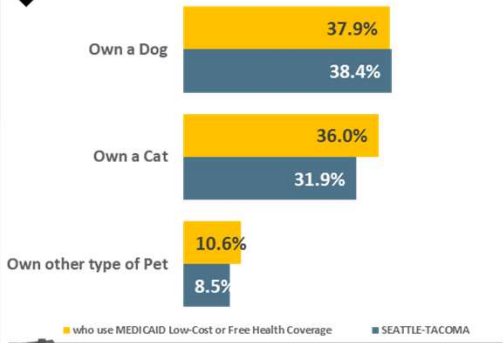
Own/Rent/Other: Adults 18 or older



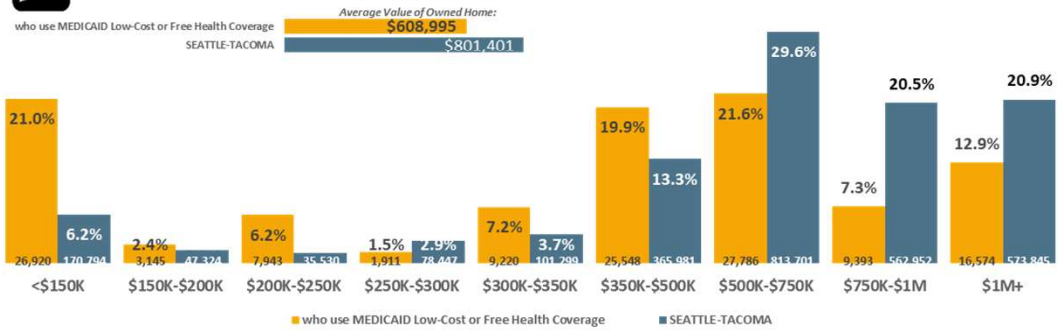
Type of Home: Adults 18 or older



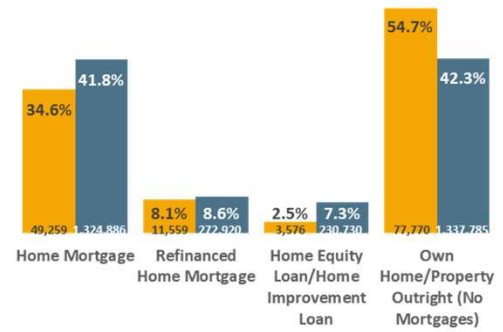
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

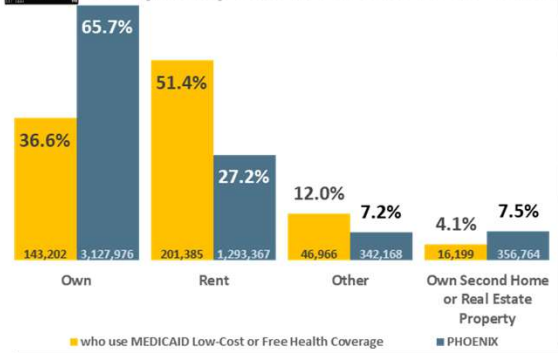
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

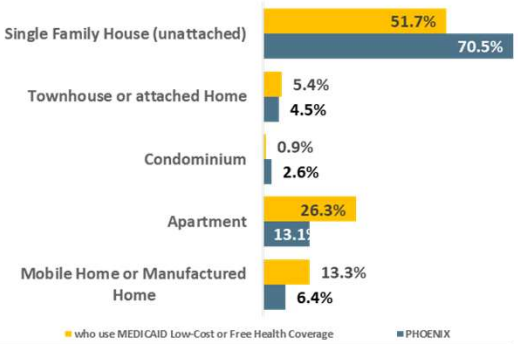
Medicaid PHX

8.2% or 391,553 of PHOENIX DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 44.3% less likely to own their home, 34.1% more likely to own a lower valued home, 26.6% less likely to have a single-family home, 16.3% more likely to have a dog.

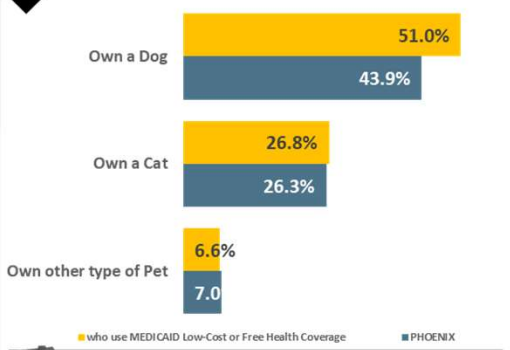
Own/Rent/Other: Adults 18 or older



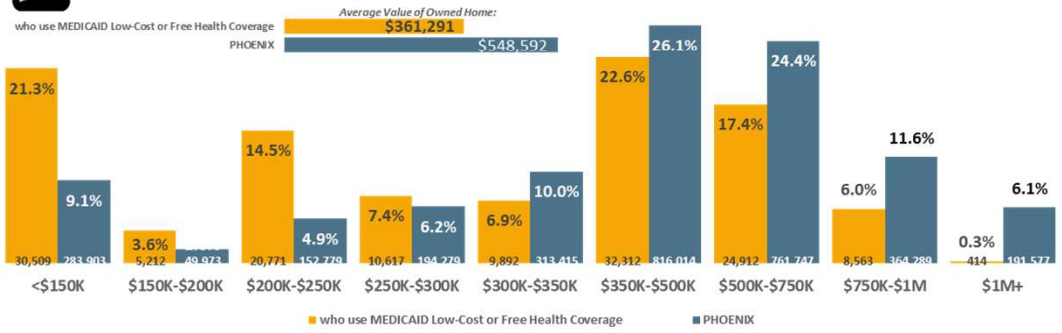
Type of Home: Adults 18 or older



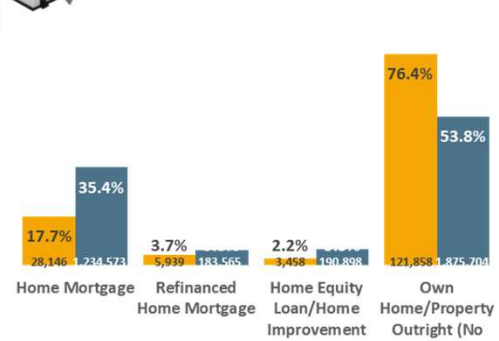
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

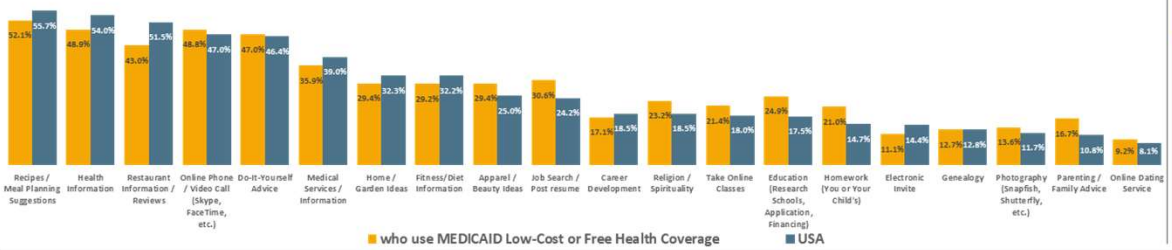
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

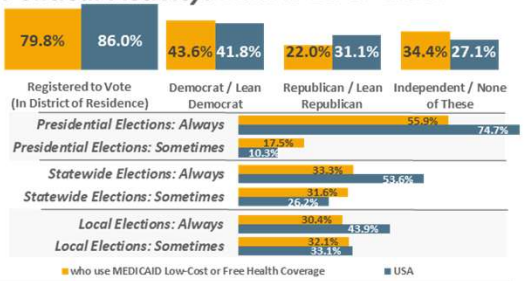


11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage.
Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 1.2% more likely to look up D-I-Y advice online, 30.8% less likely to always vote in local elections, 46.2% less likely to belong to a gym, 26.6% less likely to fly domestic past yr.

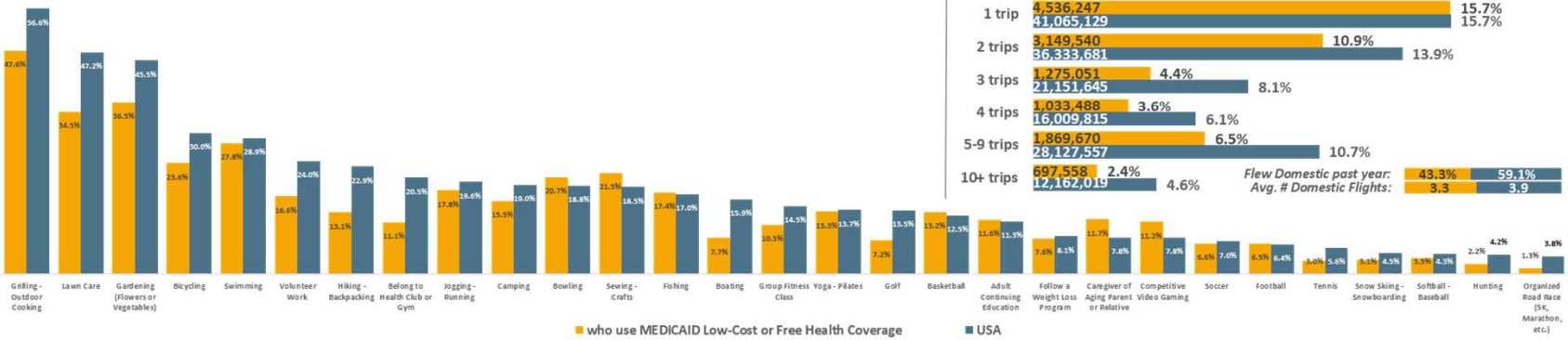
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

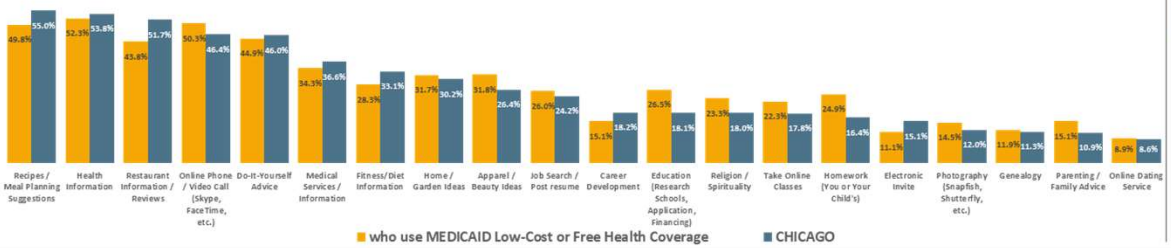
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

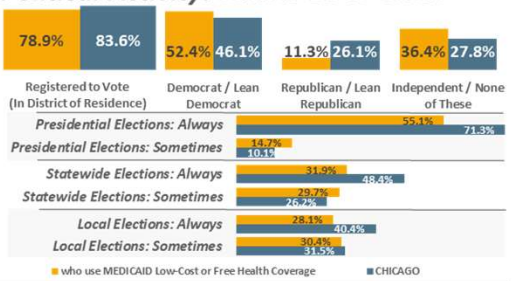
Type of health insurance: Medicaid

14.4% or 1,085,430 of CHICAGO DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 2.4% less likely to look up D-I-Y advice online, 30.6% less likely to always vote in local elections, 48.2% less likely to belong to a gym, 15.6% less likely to fly domestic past yr.

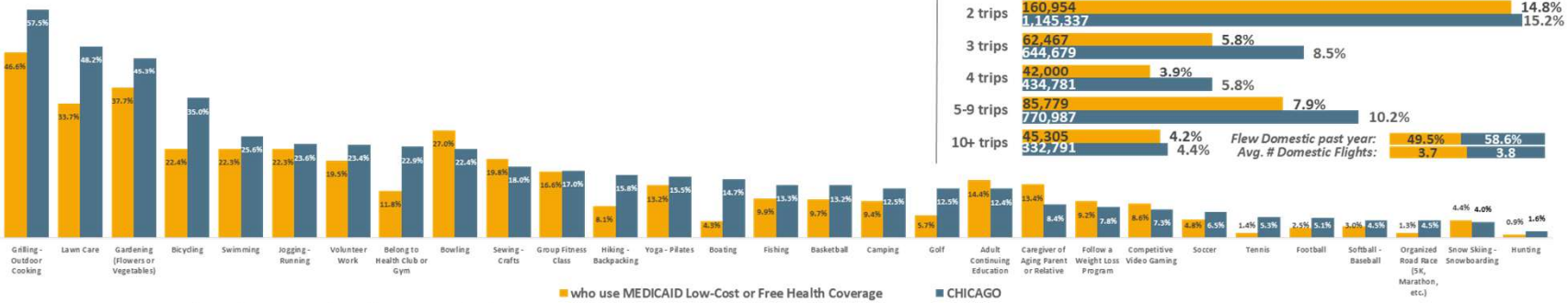
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older

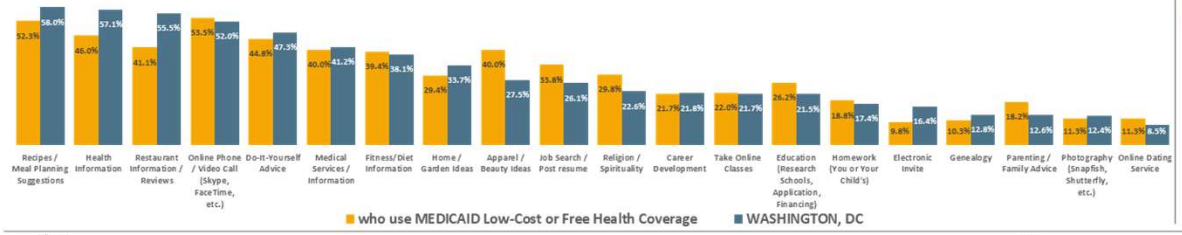
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

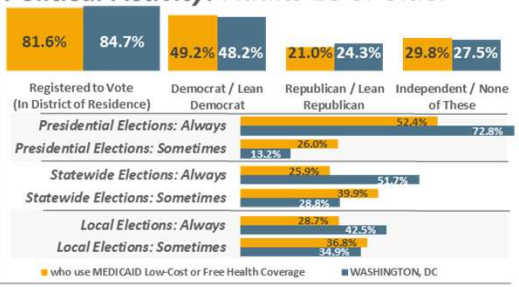
Type of health insurance: Medicaid

9.6% or 549,670 of WASHINGTON, DC DMA Adults 18 or older use MEDICAID Low-Cost or Free Health… Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 5.3% less likely to look up D-I-Y advice online, 32.4% less likely to always vote in local elections, 41.2% less likely to belong to a gym, 34.4% less likely to fly domestic past yr.

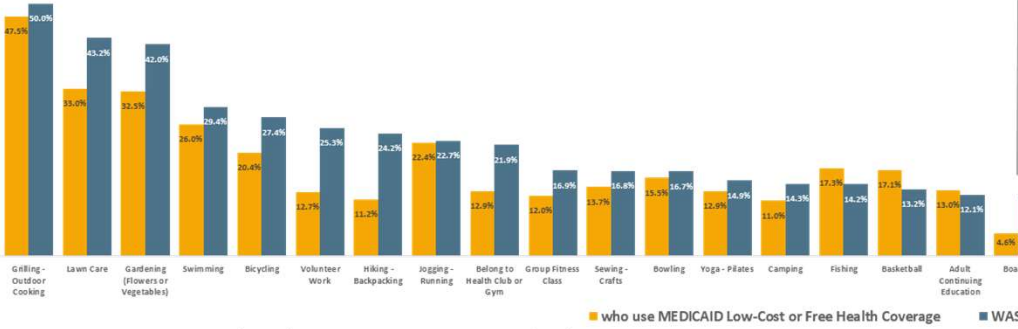
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



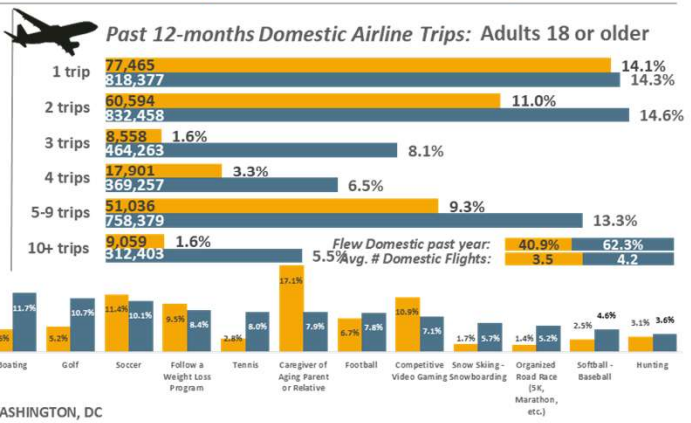
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



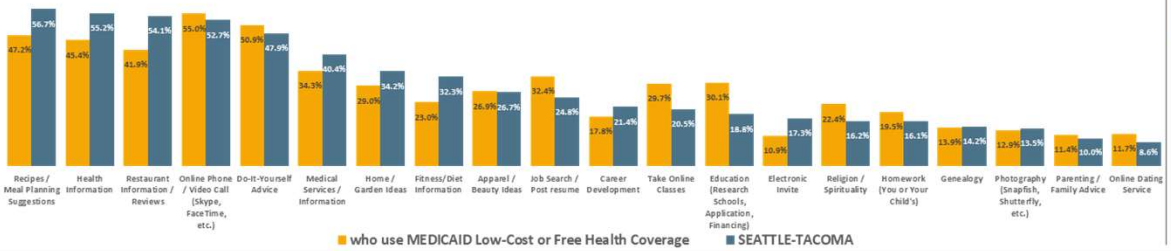
WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

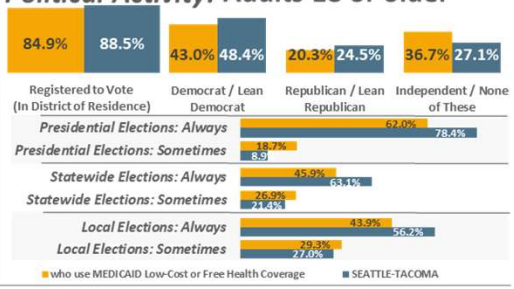
Type of health insurance: Medicaid

11.1% or 502,326 of SEATTLE-TACOMA DMA Adults 18 or older use MEDICAID Low-Cost or Free Health… Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 6.3% more likely to look up D-I-Y advice online, 22.% less likely to always vote in local elections, 55.5% less likely to belong to a gym, 39.3% less likely to fly domestic past yr.

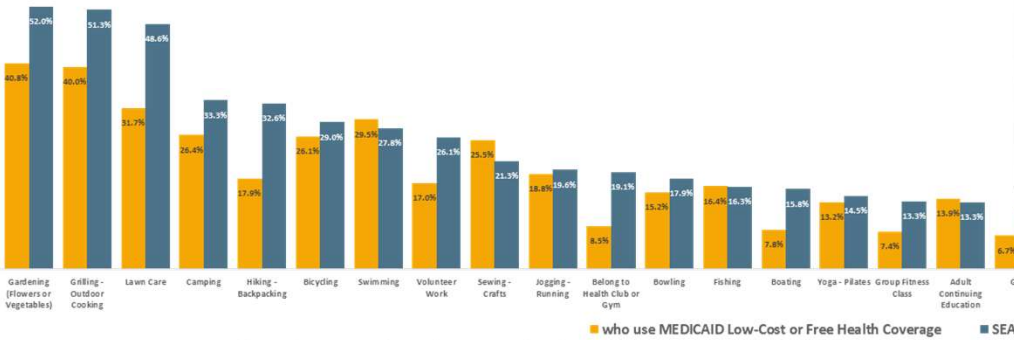
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



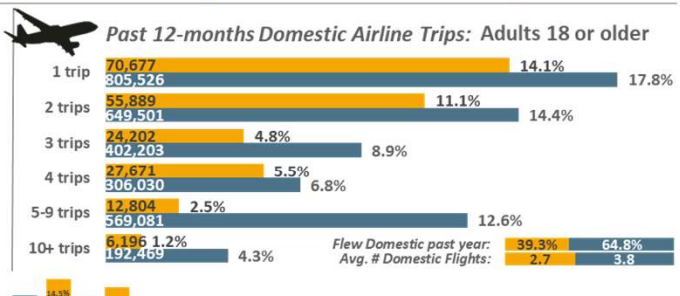
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



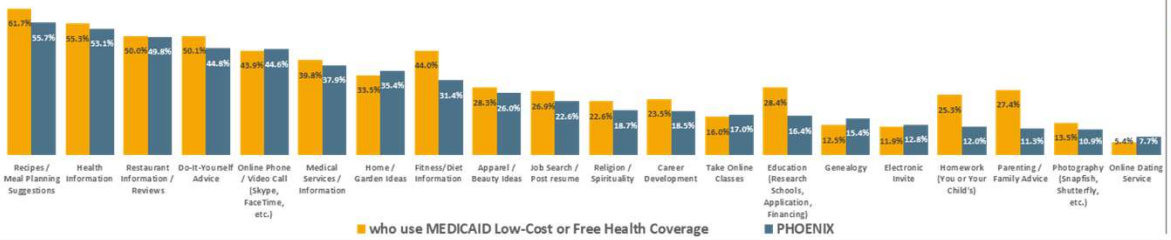
SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

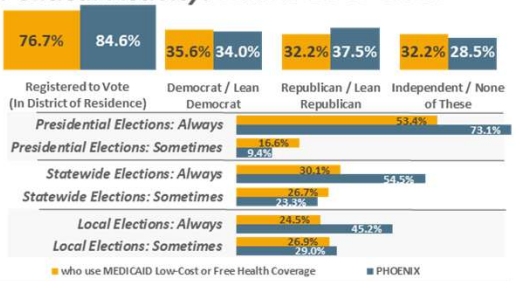
Type of health insurance: Medicaid

8.2% or 391,553 of PHOENIX DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 11.7% more likely to look up D-I-Y advice online, 45.9% less likely to always vote in local elections, 40.8% less likely to belong to a gym, 19.2% less likely to fly domestic past yr

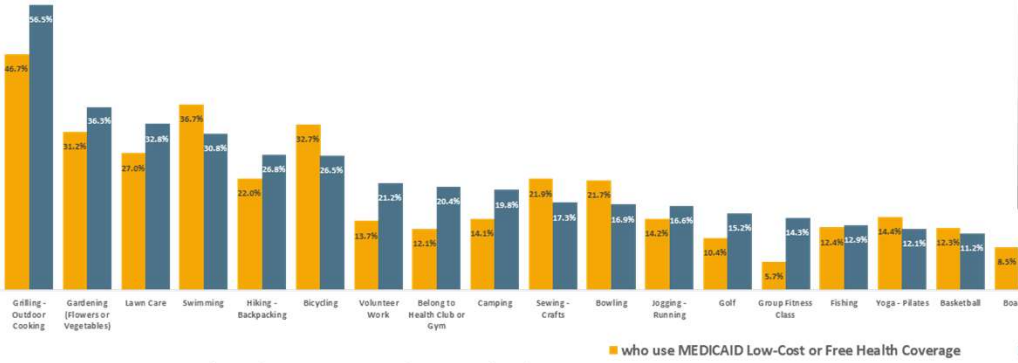
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



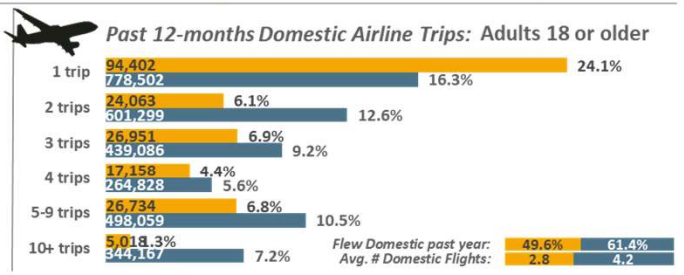
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 18 or older



Past 12-months Domestic Airline Trips: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Medicaid USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 1.1% more likely to use QSRs past mo., 20.% less likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., 129.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.3% 24,720,918 | 84.4% 221,201,340

Avg. Monthly QSR Meals: 6.7 | 6.0

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 57.9% 16,783,105 | 72.4% 189,722,485

Avg. Monthly Sit-Down Restaurant Meals: 4.0 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who use MEDICAID Low-Cost or Free Health Coverage 7,330,045 25.3%

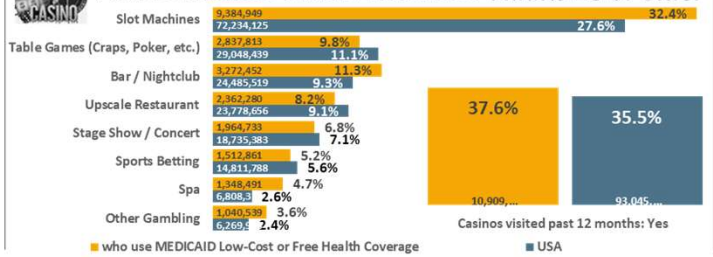
USA 19.6%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



USA *USA Projection* *Scarborough R2 2025: Feb24-Jul25* *Qual Intab* *2,525*

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection *Scarborough R1 2025: Feb24-Mar25* *Qual Intab* *25,039*

Type of health insurance: Medicaid

Medicaid CHI

14.4% or 1,085,430 of CHICAGO DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 1.7% less likely to use QSRs past mo., 15.7% less likely to use Sit-Down Restaurants past mo., 2.% more likely to use Casinos past yr., 53.3% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.4% 926,500 | 86.9% 6,566,264

Avg. Monthly QSR Meals: 6.4 | 6.5

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 60.7% 658,465 | 72.0% 5,441,044

Avg. Monthly Sit-Down Restaurant Meals: 4.1 | 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who use MEDICAID Low-Cost or Free Health Coverage 307,184 28.3%

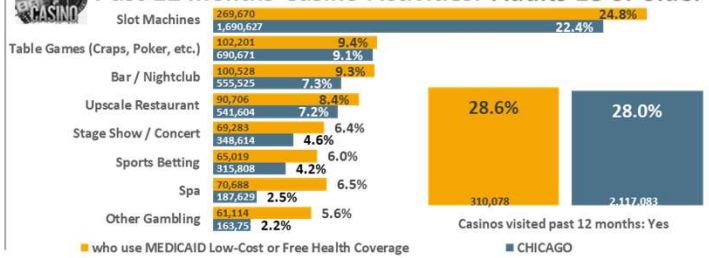
CHICAGO 1,687,560 22.3%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Medicaid WDC

9.6% or 549,670 of WASHINGTON, DC DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 1.4% more likely to use QSRs past mo., 16.5% less likely to use Sit-Down Restaurants past mo., 17.1% more likely to use Casinos past yr., 186.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 85.6% 470,611 | 84.4% 4,815,920

Avg. Monthly QSR Meals: 7.5 | 5.8

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 61.0% 335,397 | 73.1% 4,169,560

Avg. Monthly Sit-Down Restaurant Meals: 4.5 | 3.8

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who use MEDICAID Low-Cost or Free Health Coverage 150,529 27.4%

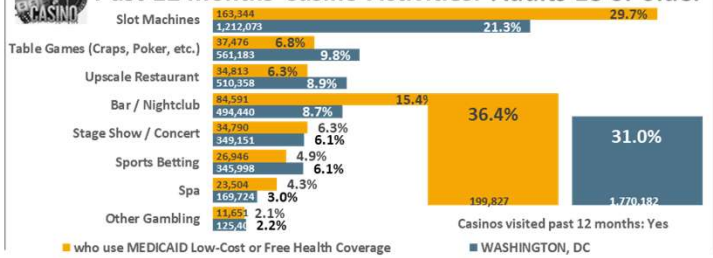
WASHINGTON, DC 1,433,053 25.1%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

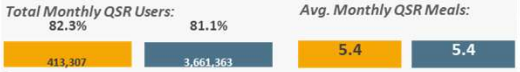
Medicaid SEA

11.1% or 502,326 of SEATTLE-TACOMA DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 1.5% more likely to use QSRs past mo., 28.6% less likely to use Sit-Down Restaurants past mo., 16.% more likely to use Casinos past yr., 140.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

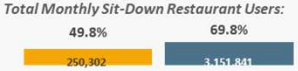


Avg. Monthly QSR Meals:

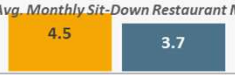
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

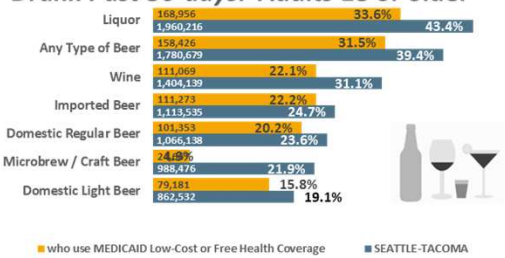
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

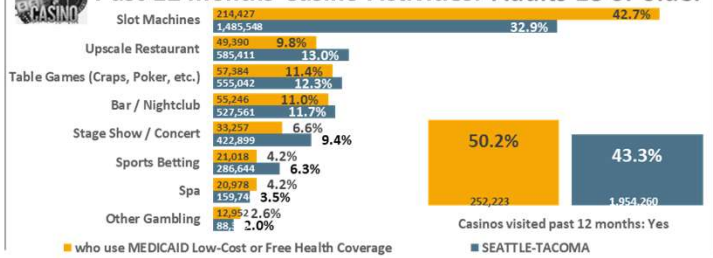


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Medicaid PHX

8.2% or 391,553 of PHOENIX DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 5.6% more likely to use QSRs past mo., 12.3% less likely to use Sit-Down Restaurants past mo., 11.6% less likely to use Casinos past yr., 126.1% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 88.1% 344,939 | 83.5% 3,975,699

Avg. Monthly QSR Meals: 7.0 | 6.3

Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users: 62.1% 243,134 | 70.8% 3,373,909

Avg. Monthly Sit-Down Restaurant Meals: 2.9 | 3.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who use MEDICAID Low-Cost or Free Health Coverage 80,958 20.7%

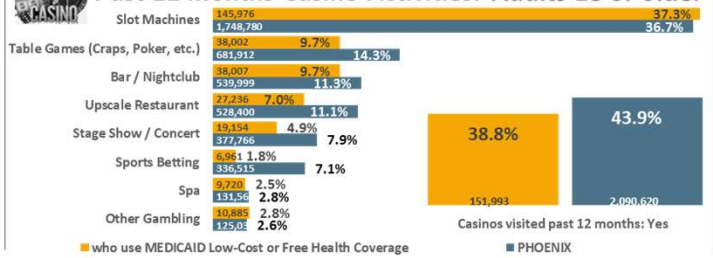
PHOENIX 785,235 16.5%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





38.8% 151,993 | 43.9% 2,080,620

Casinos visited past 12 months: Yes

Used Past 30-days: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

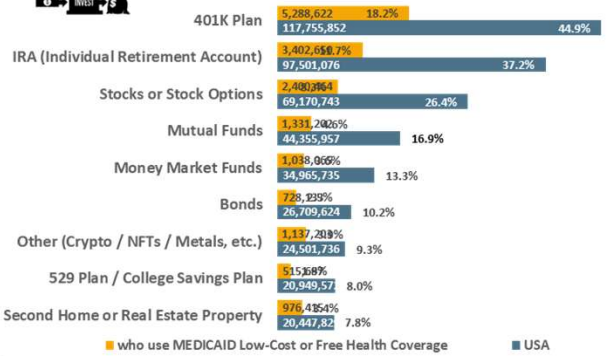
Type of health insurance: Medicaid

Medicaid

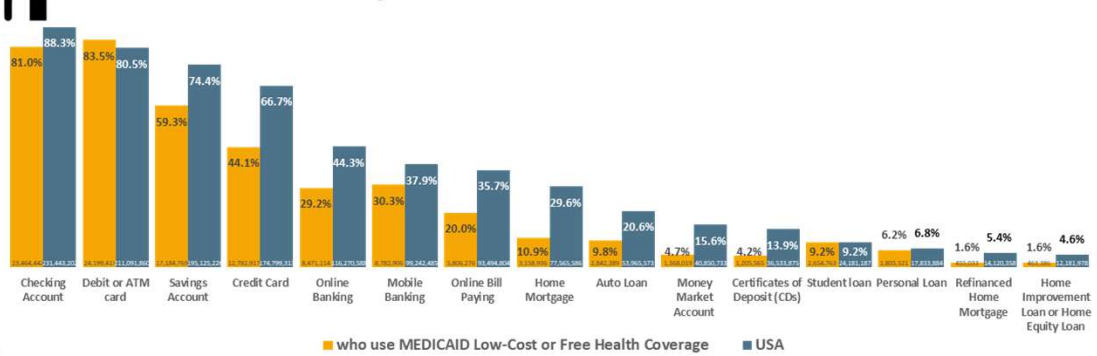
USA

11.1% or 28,980,815 of USA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage.
Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 59.4% less likely to have a 401K, 52.4% less likely to have an Auto Loan, 56.9% less likely to Invest/Trade Stocks Online, 34.3% more likely to pay with their Debit Card.

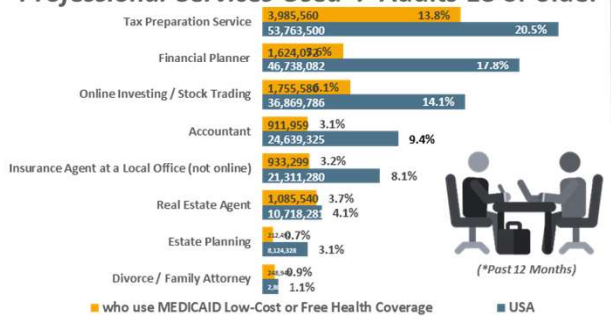
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

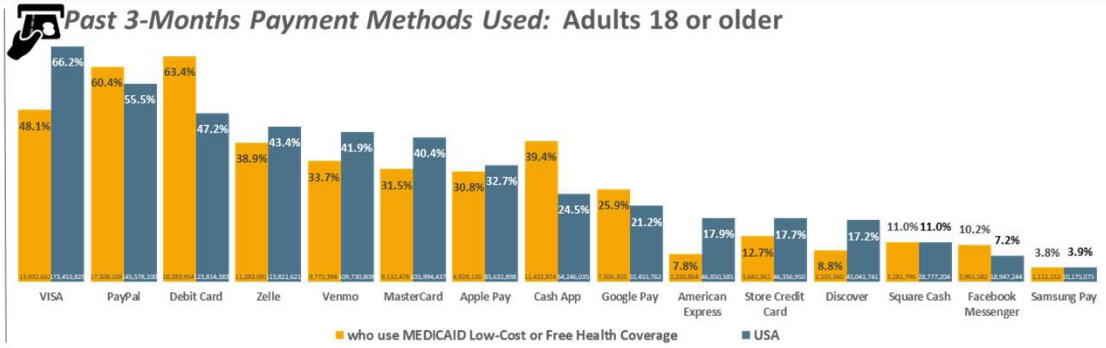


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

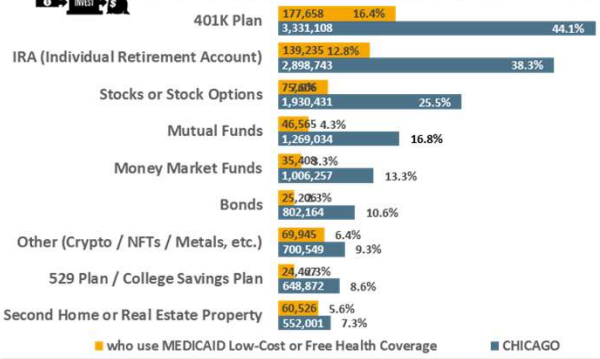
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

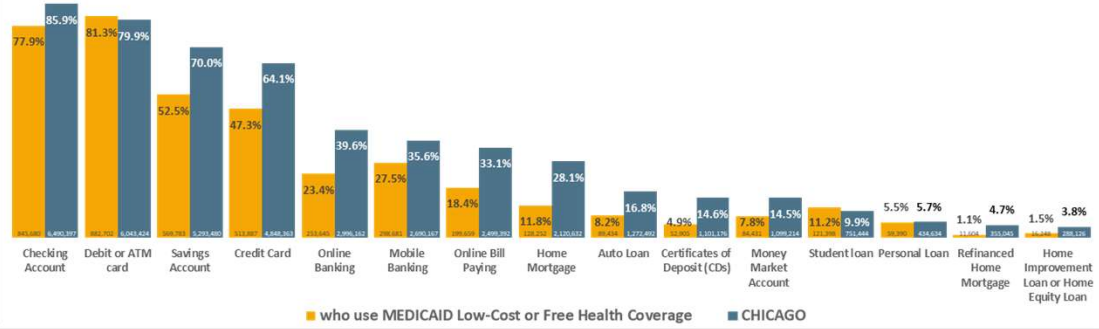
Type of health insurance: Medicaid

14.4% or 1,085,430 of CHICAGO DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 62.9% less likely to have a 401K, 51.1% less likely to have an Auto Loan, 60.8% less likely to Invest/Trade Stocks Online, 22.9% more likely to pay with their Debit Card.

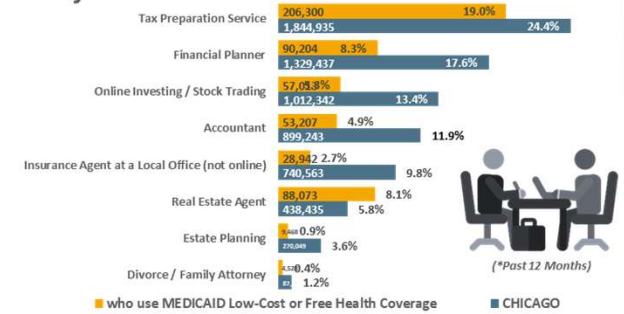
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older

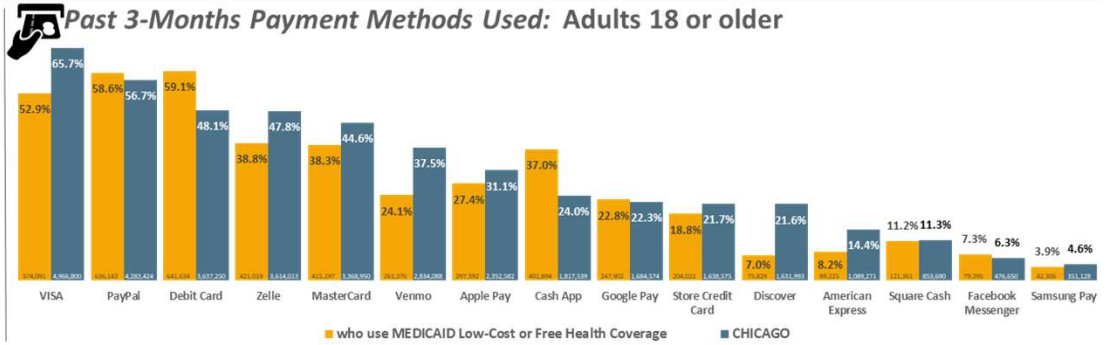


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

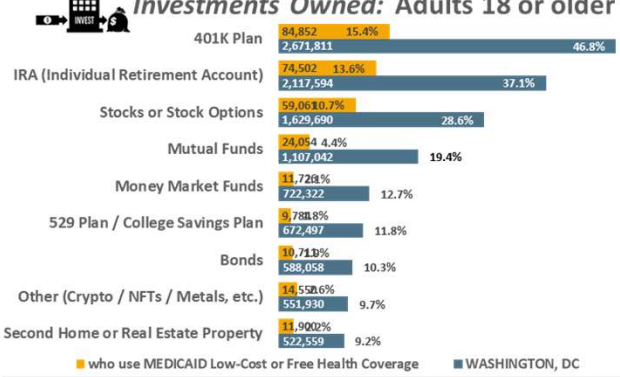
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

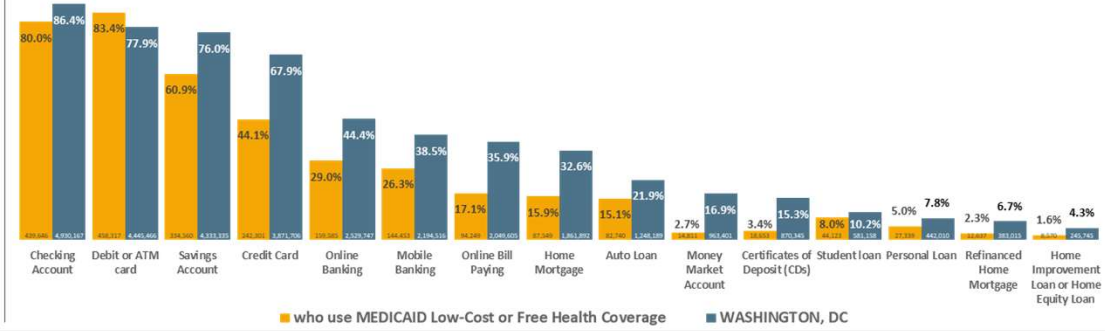
Medicaid WDC

9.6% or 549,670 of WASHINGTON, DC DMA Adults 18 or older use MEDICAID Low-Cost or Free Health… Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 67.% less likely to have a 401K, 31.2% less likely to have an Auto Loan, 55.3% less likely to Invest/Trade Stocks Online, 48.9% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



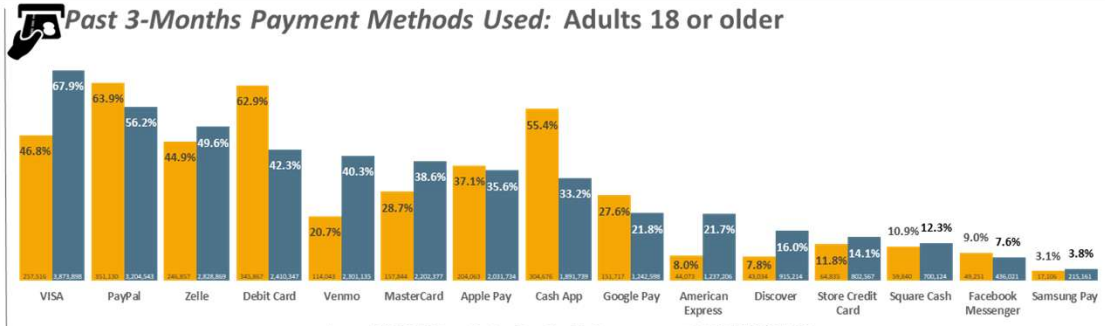
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

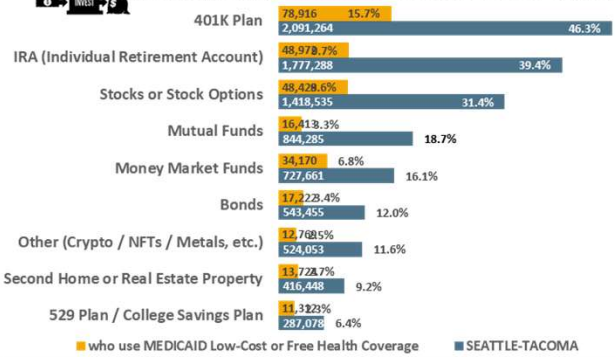
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

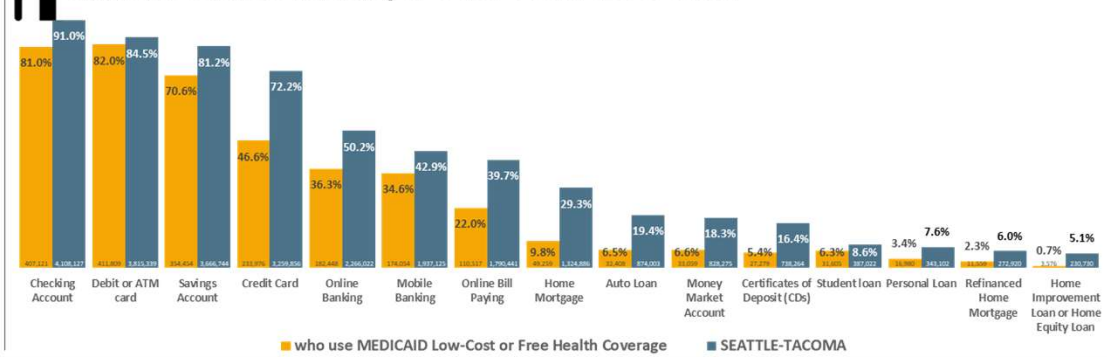
Medicaid SEA

11.1% or 502,326 of SEATTLE-TACOMA DMA Adults 18 or older use MEDICAID Low-Cost or Free Health… Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 66.1% less likely to have a 401K, 66.7% less likely to have an Auto Loan, 64.% less likely to Invest/Trade Stocks Online, 20.3% more likely to pay with their Debit Card.

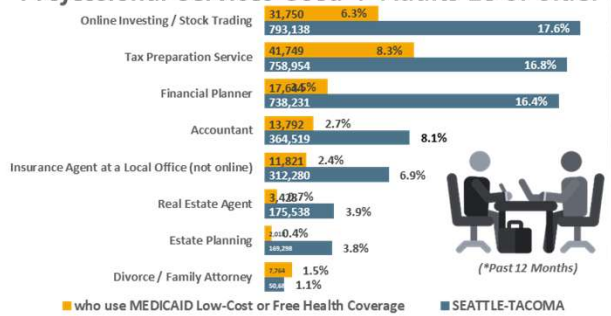
Investments Owned: Adults 18 or older



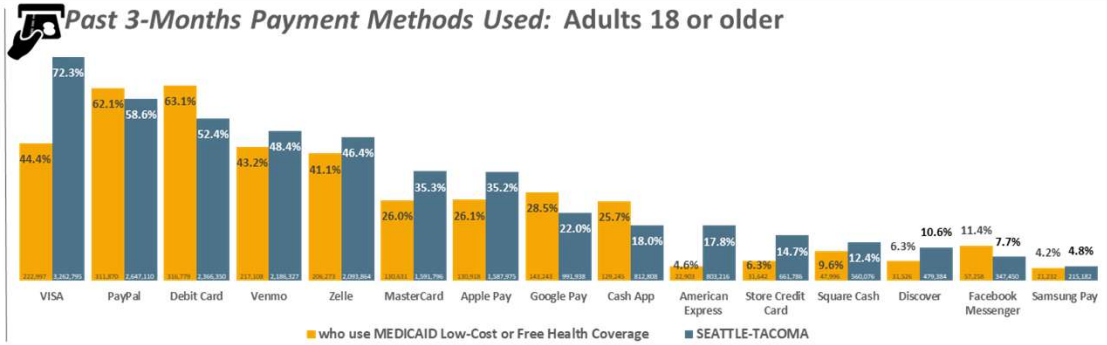
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

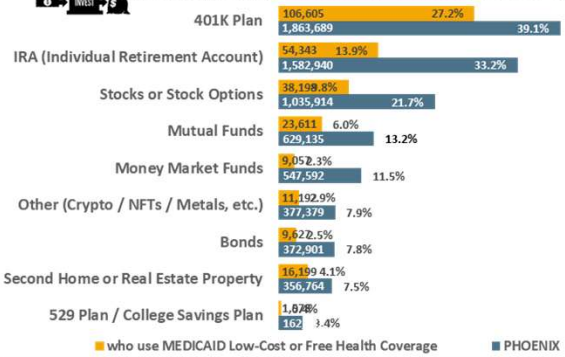
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

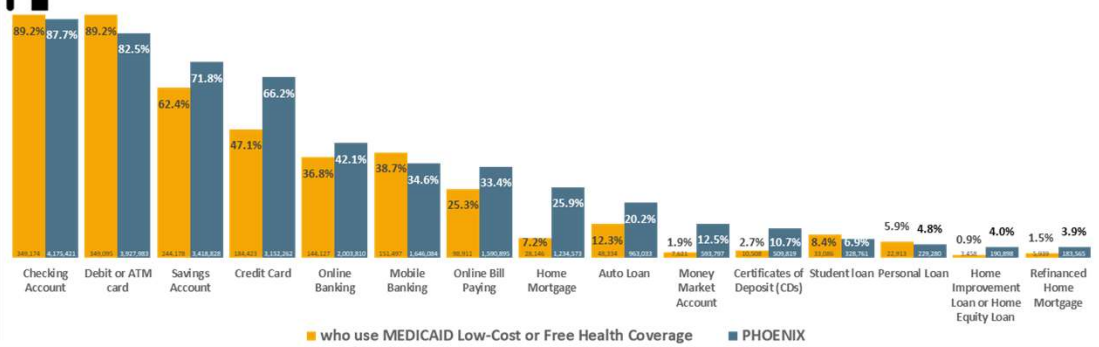
Medicaid PHX

8.2% or 391,553 of PHOENIX DMA Adults 18 or older use MEDICAID Low-Cost or Free Health Coverage. Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage are 30.4% less likely to have a 401K, 38.9% less likely to have an Auto Loan, 62.8% less likely to Invest/Trade Stocks Online, 37.2% more likely to pay with their Debit Card.

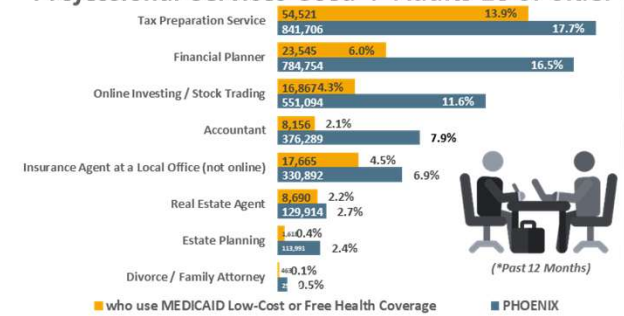
Investments Owned: Adults 18 or older



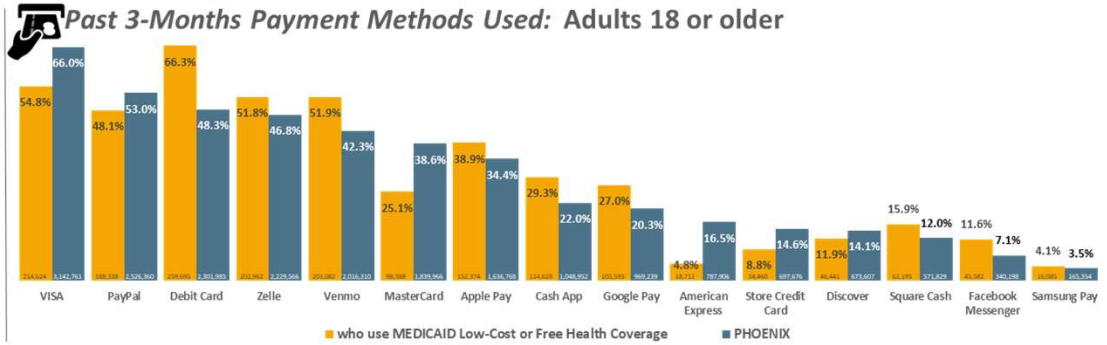
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



Past 3-Months Payment Methods Used: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

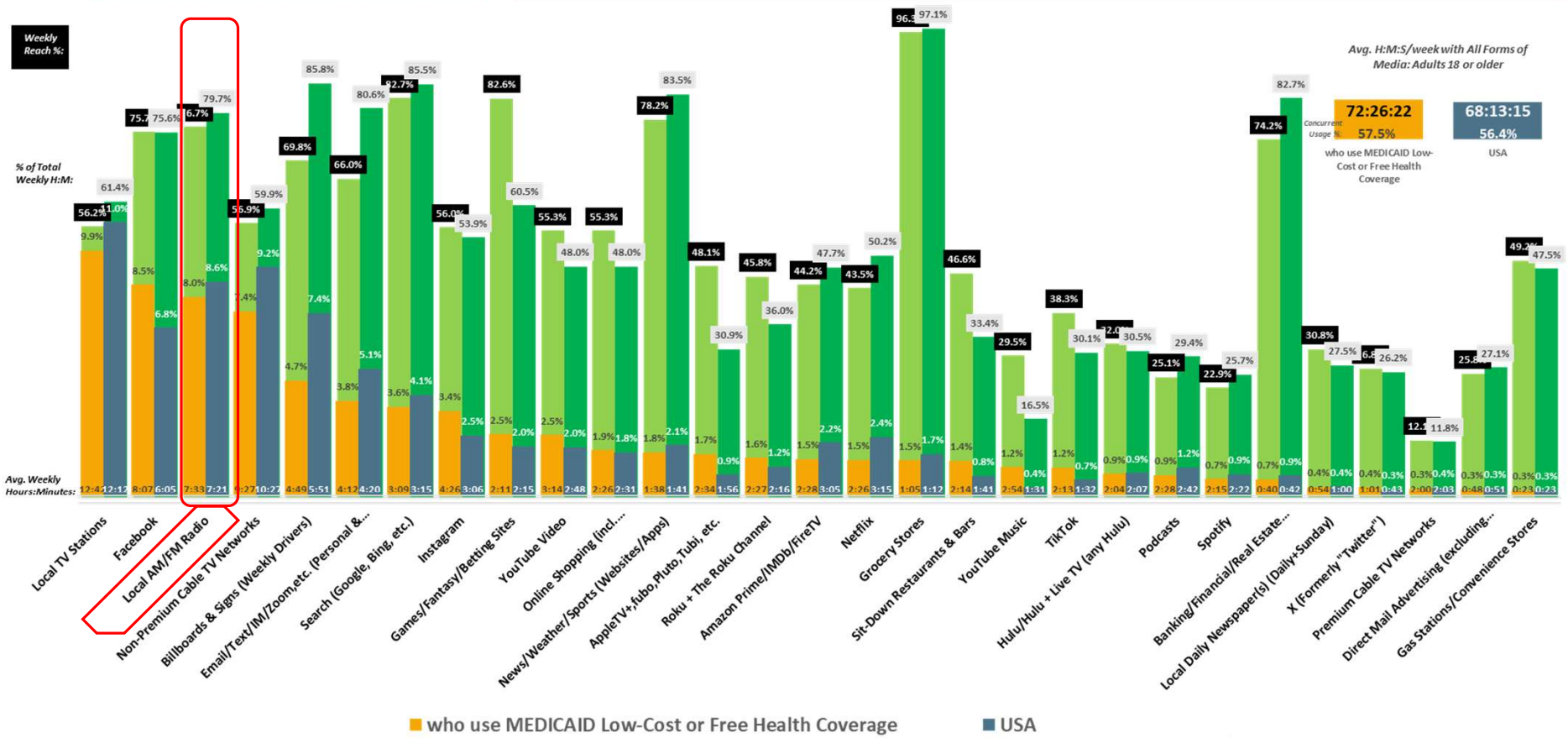
All Graphs and HBIAI Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Medicaid USA

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 3 days, 0 hours, 26 minutes and 22 seconds each week with All Forms of Media.

76.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 8.% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

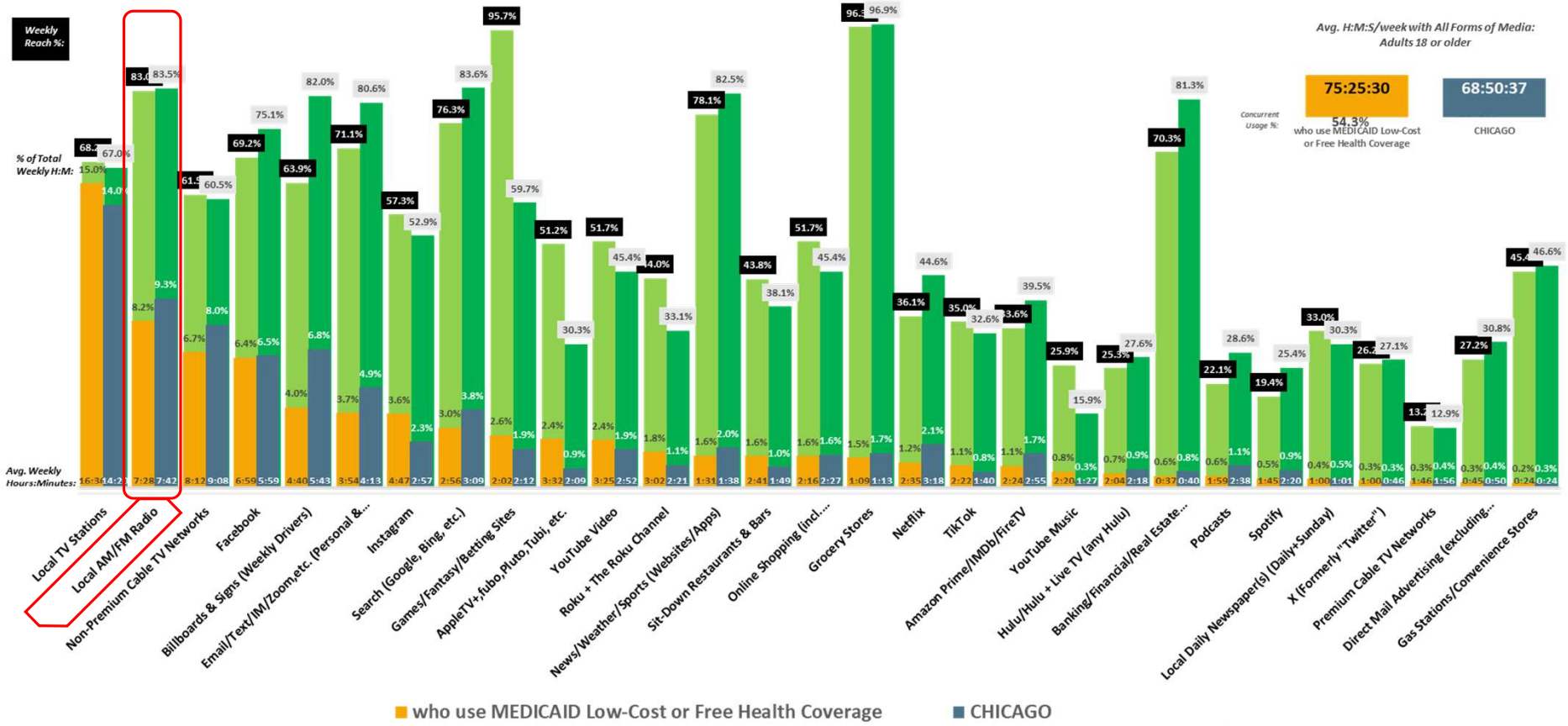
Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid CHI

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 3 days, 3 hours, 25 minutes and 30 seconds each week with All Forms of Media.

83.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

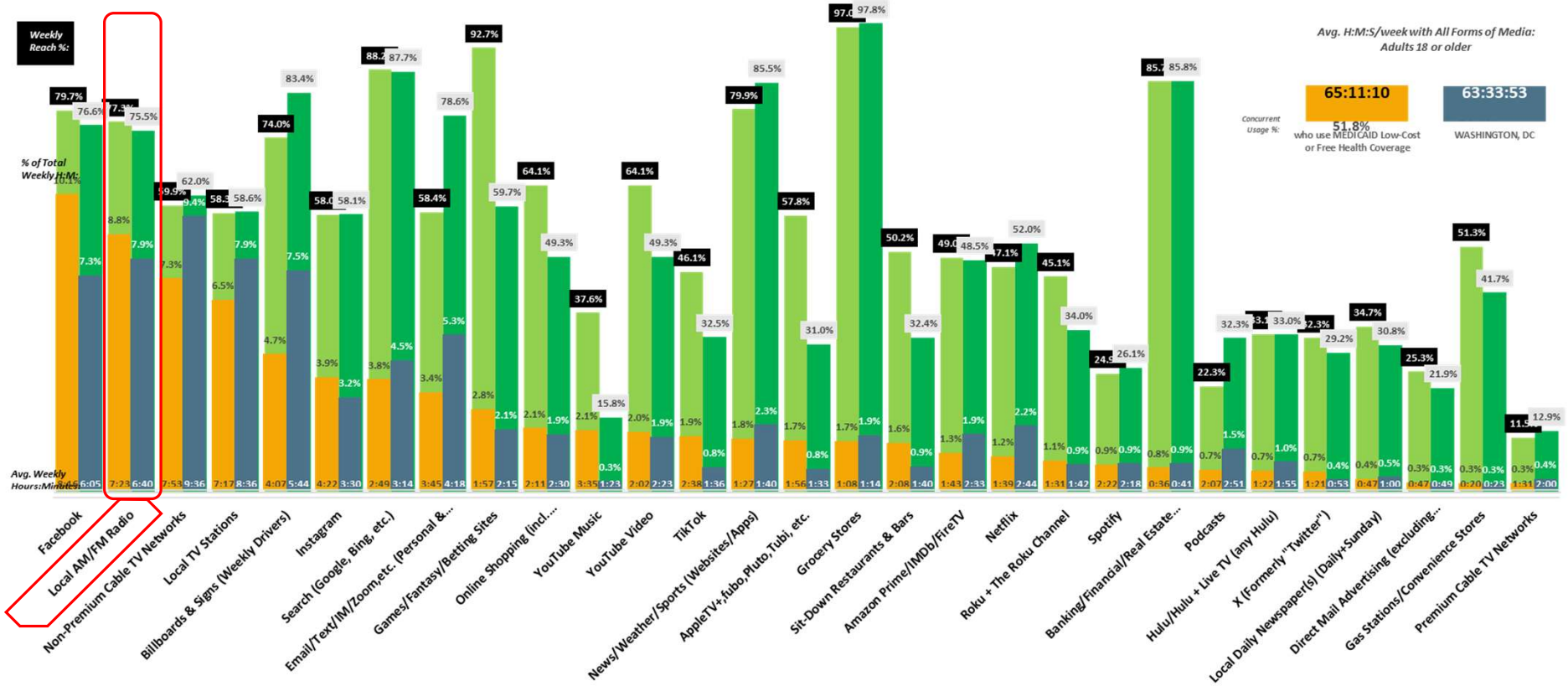
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 2 days, 17 hours, 11 minutes and 10 seconds each week with All Forms of Media.

77.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 8.8% of total time spent with all forms of Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

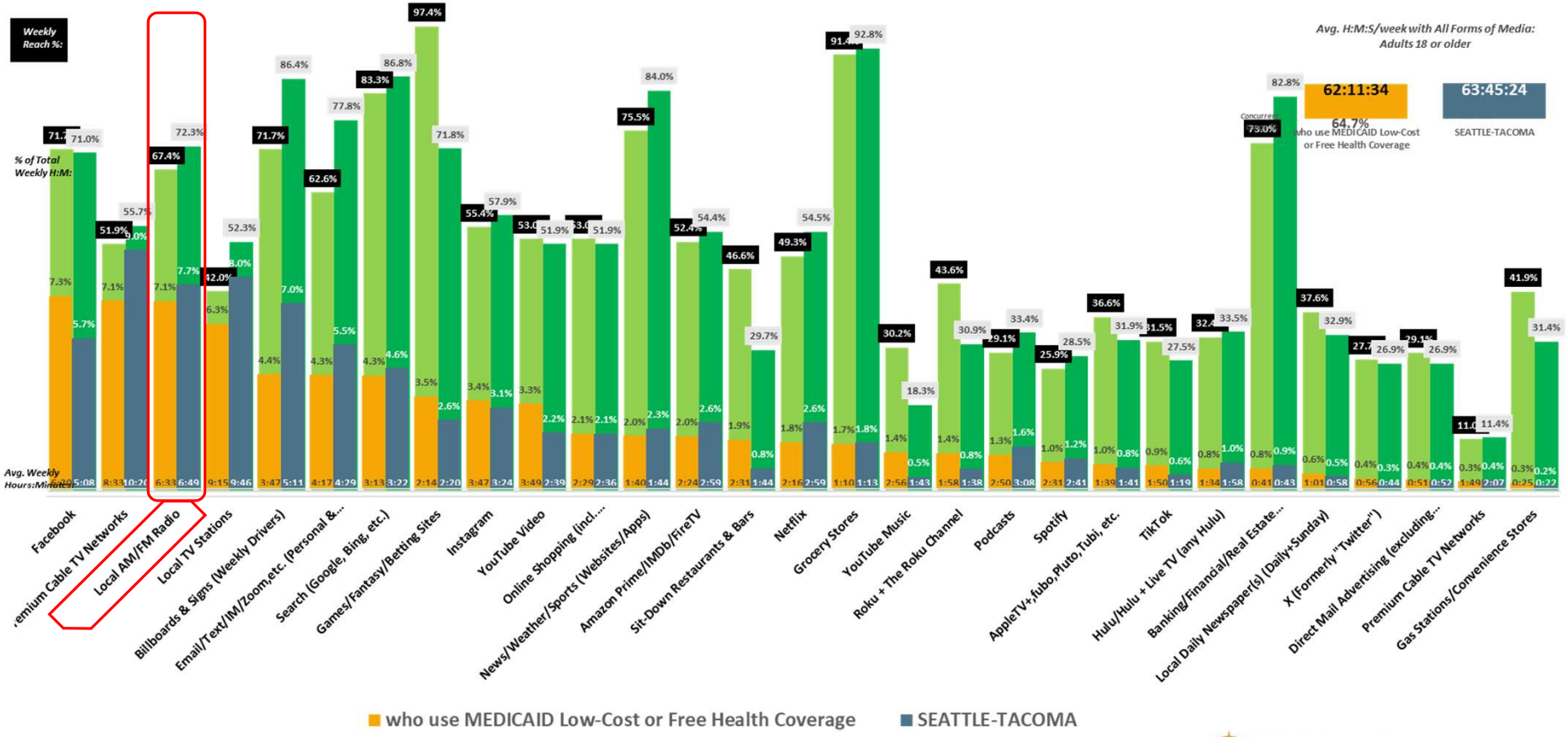
Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid SEA

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 2 days, 14 hours, 11 minutes and 34 seconds each week with All Forms of Media.

67.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 6 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

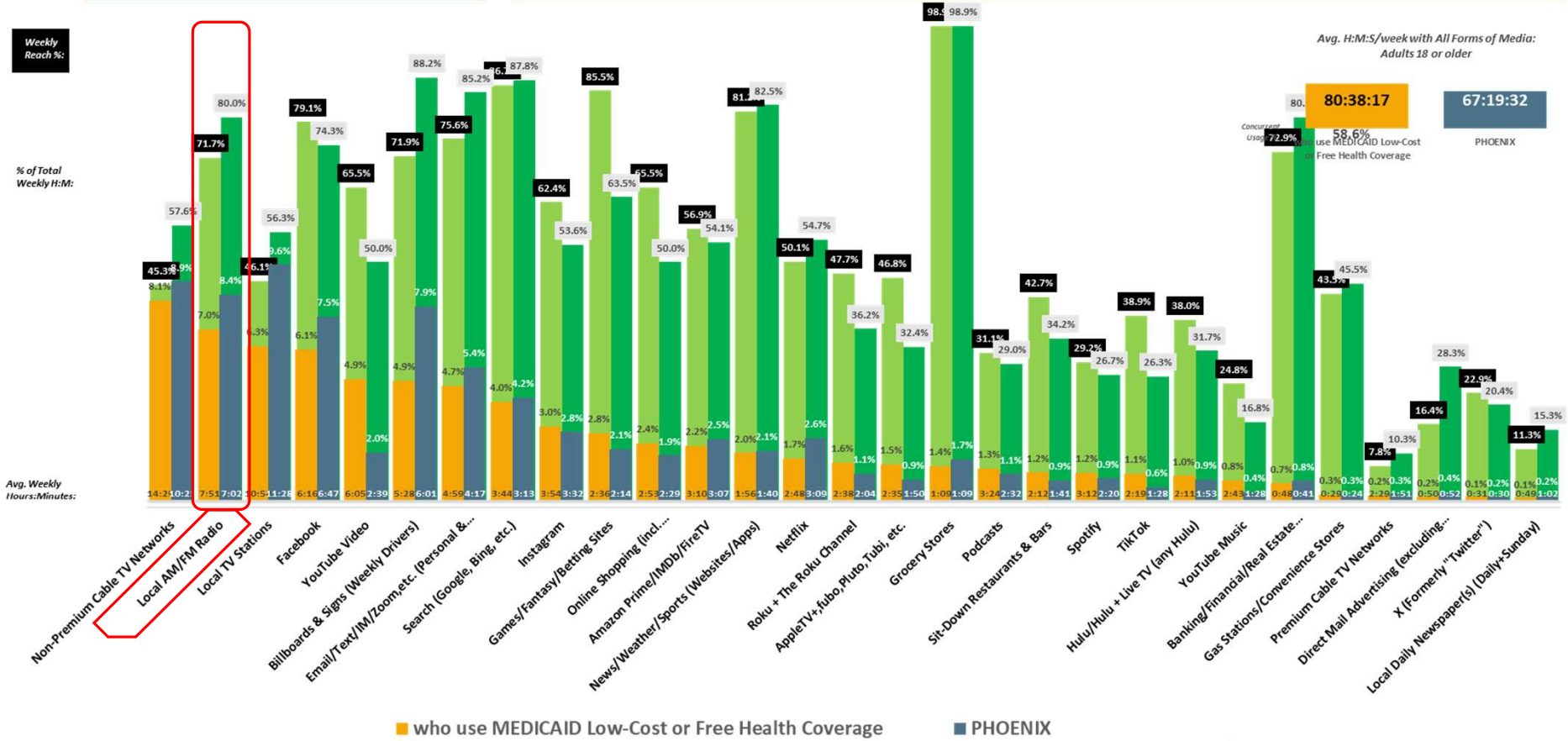
Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid PHX

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 3 days, 8 hours, 38 minutes and 17 seconds each week with All Forms of Media.

71.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

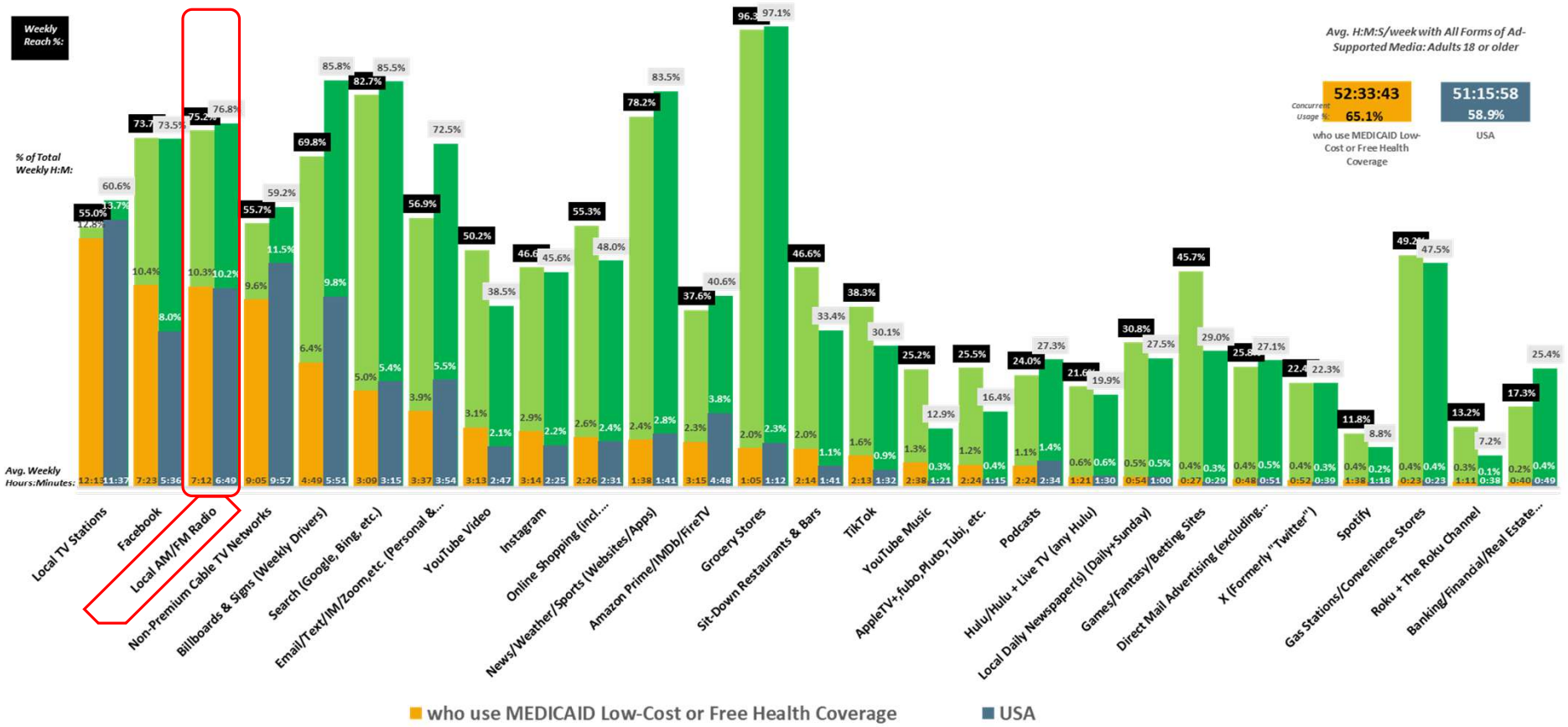
Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid USA

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 2 days, 4 hours, 33 minutes and 43 seconds each week with All Forms of Ad-Supported Media.

75.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 7 hours and 12 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media.

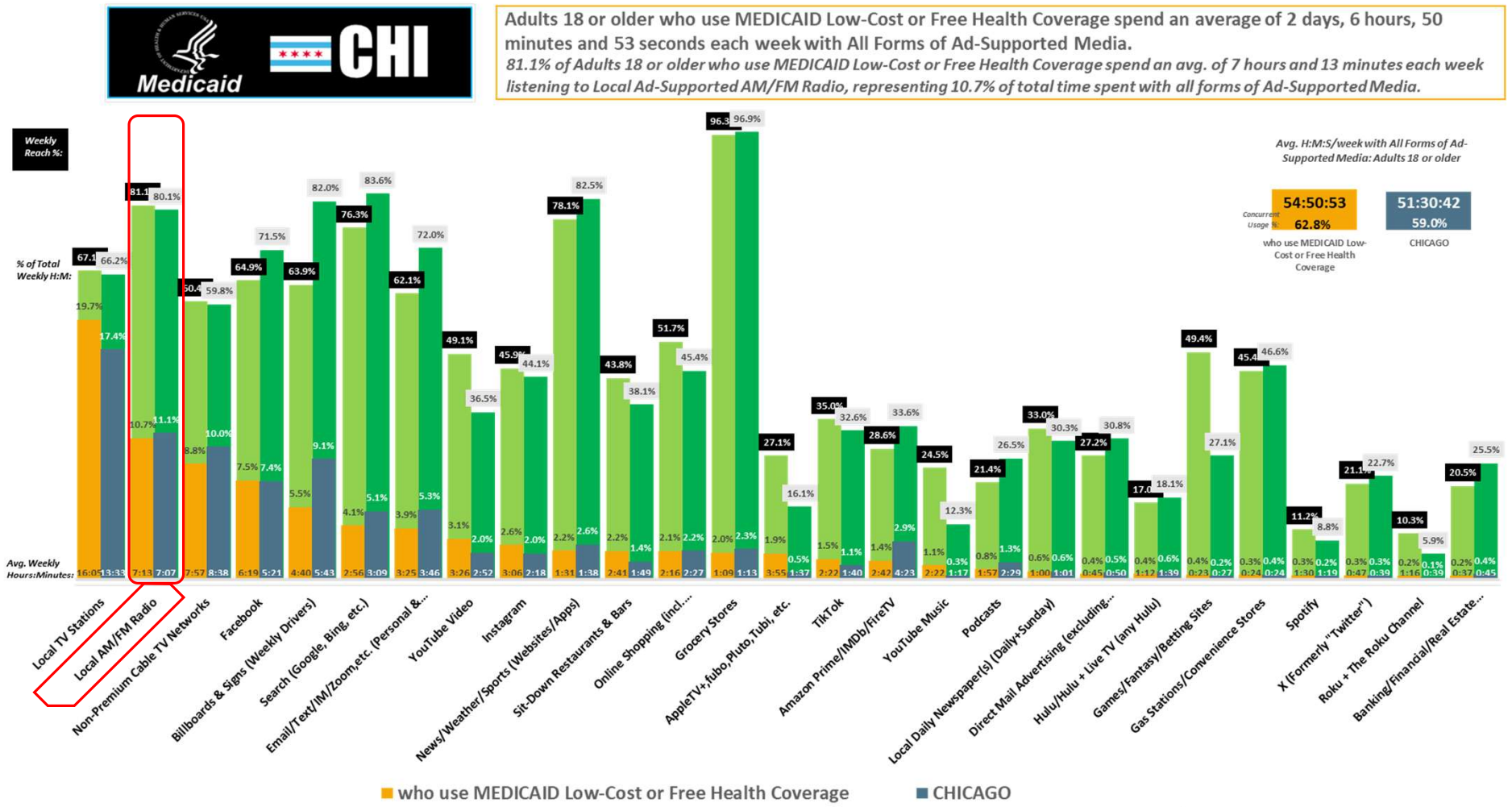


USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525 USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

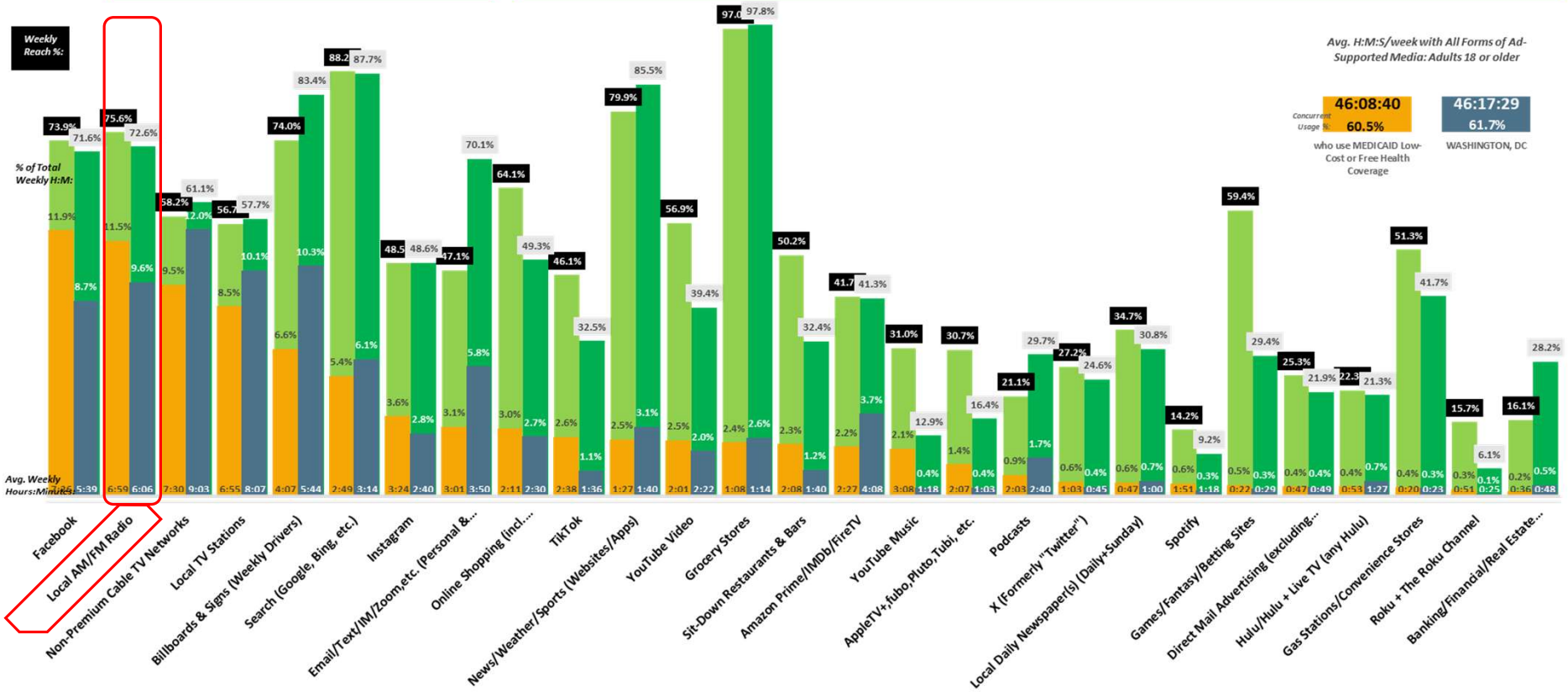
Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid WDC

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 1 days, 22 hours, 8 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

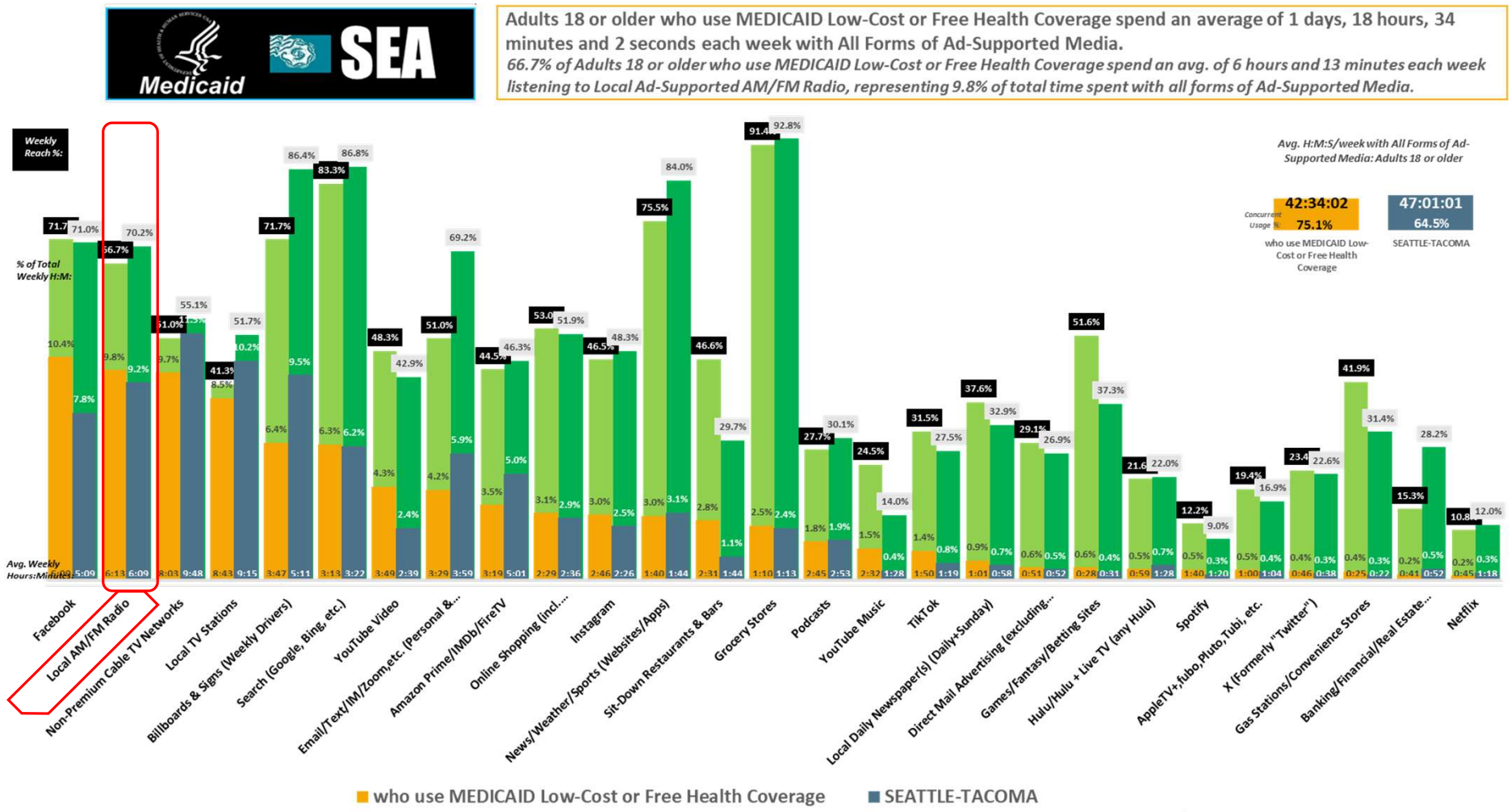
75.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an avg. of 6 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid

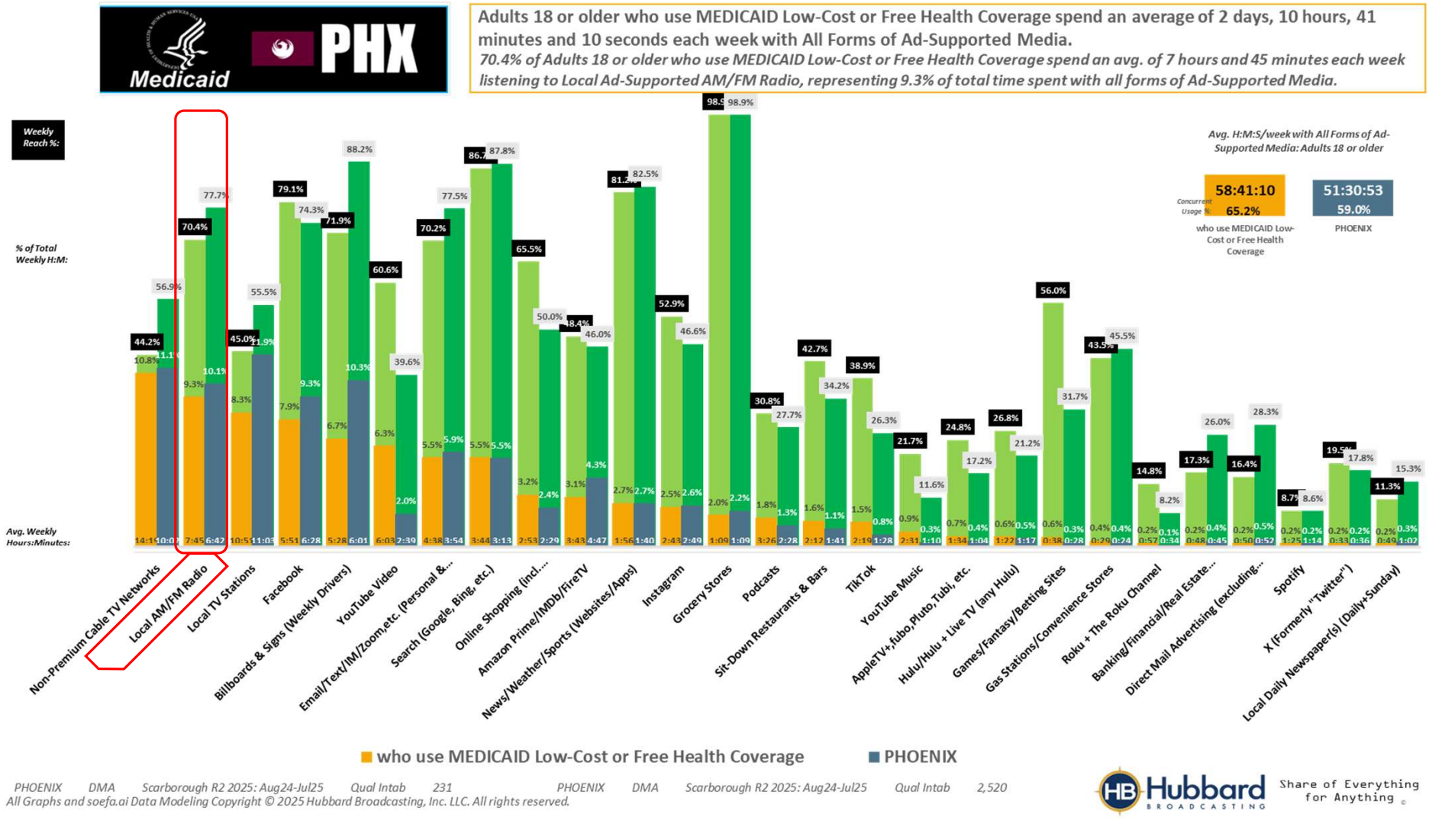


SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

Type of health insurance: Medicaid



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

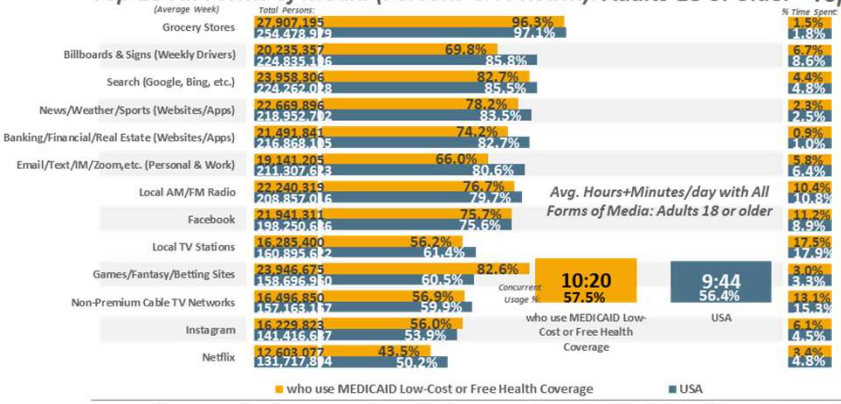
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

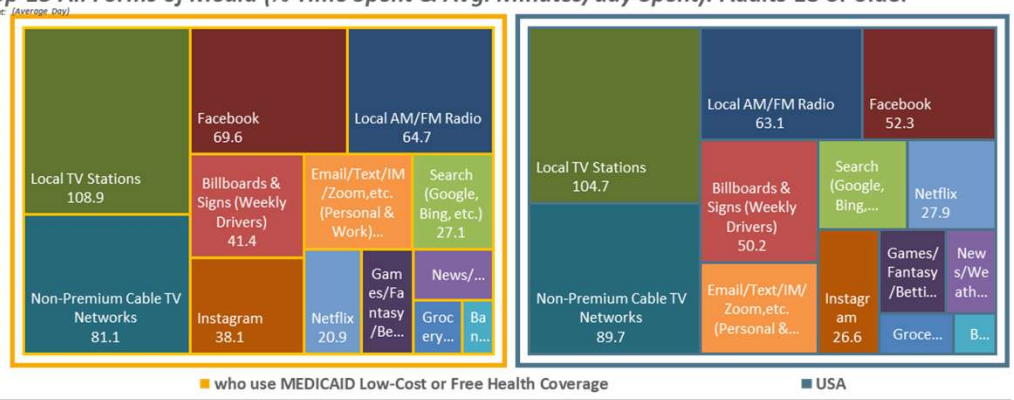
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. *(Local Radio delivers 10.3% of Time with Ad-Supported Media.)*

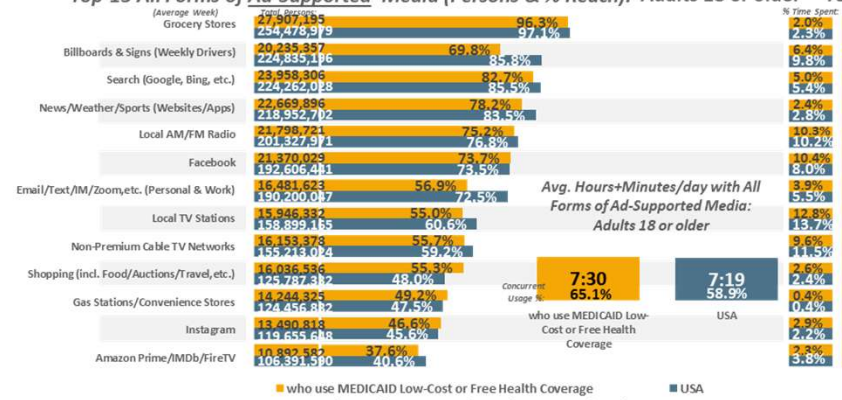
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



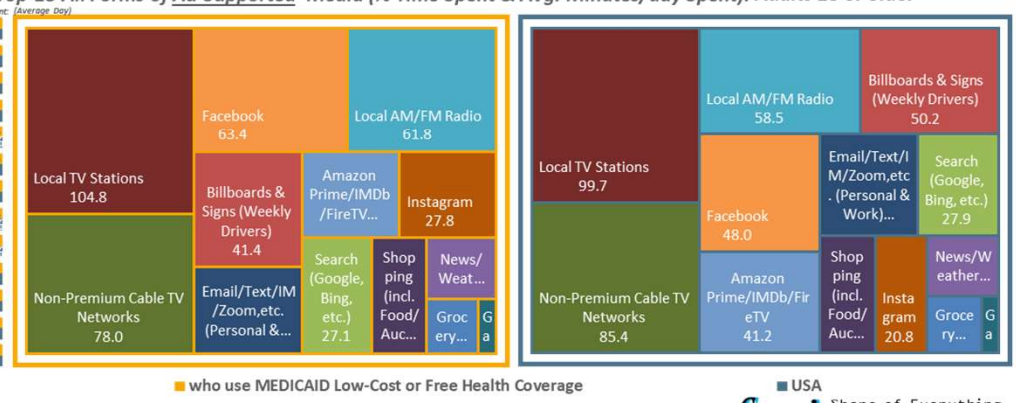
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

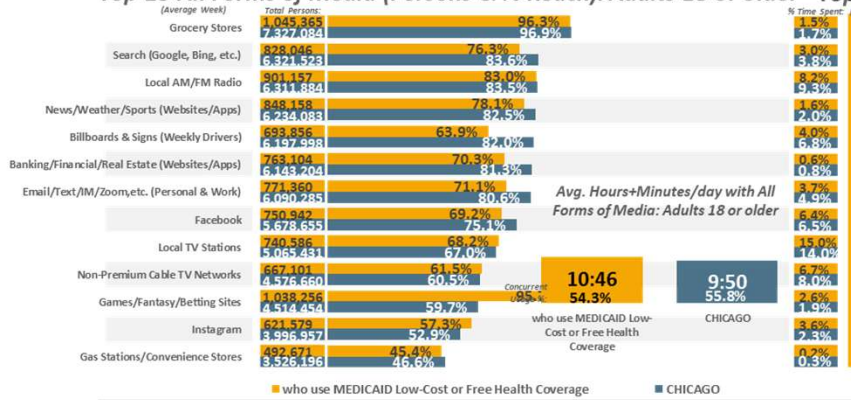
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

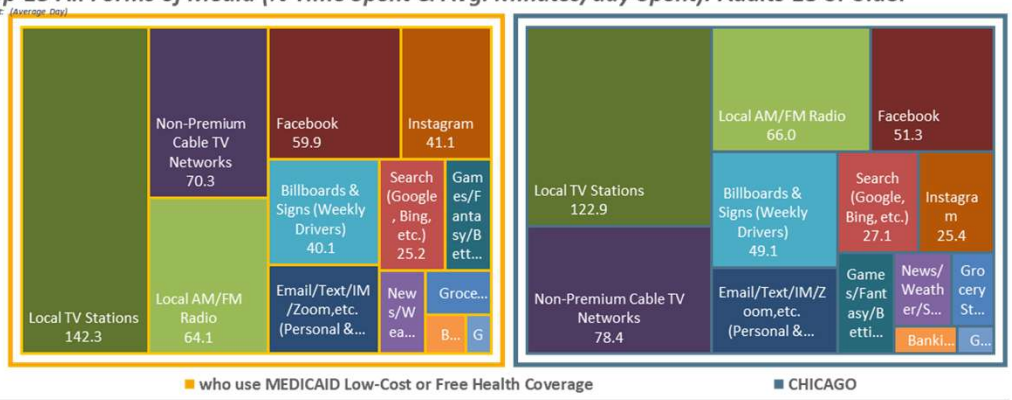
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 61.9 minutes/day. *(Local Radio delivers 10.7% of Time with Ad-Supported Media.)*

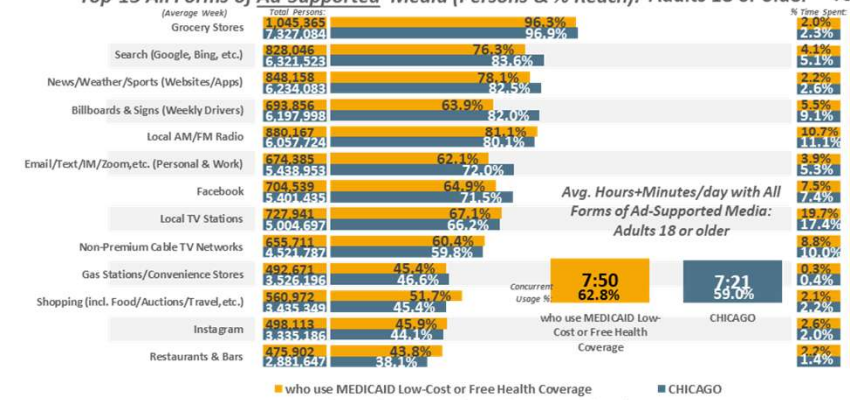
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



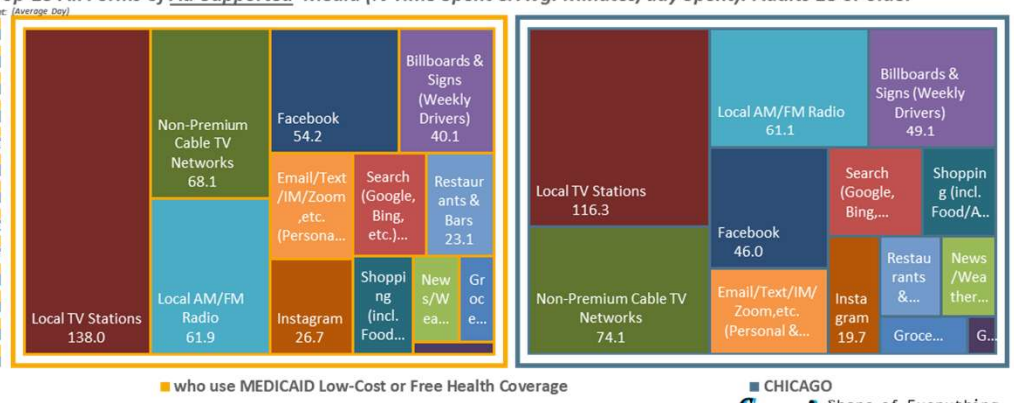
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

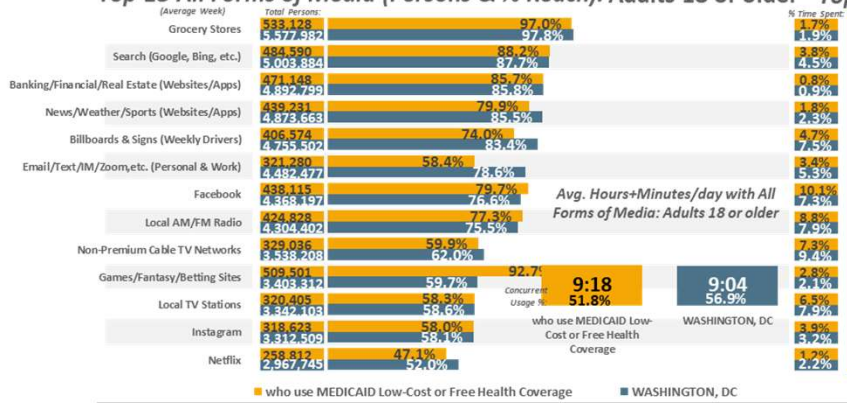
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

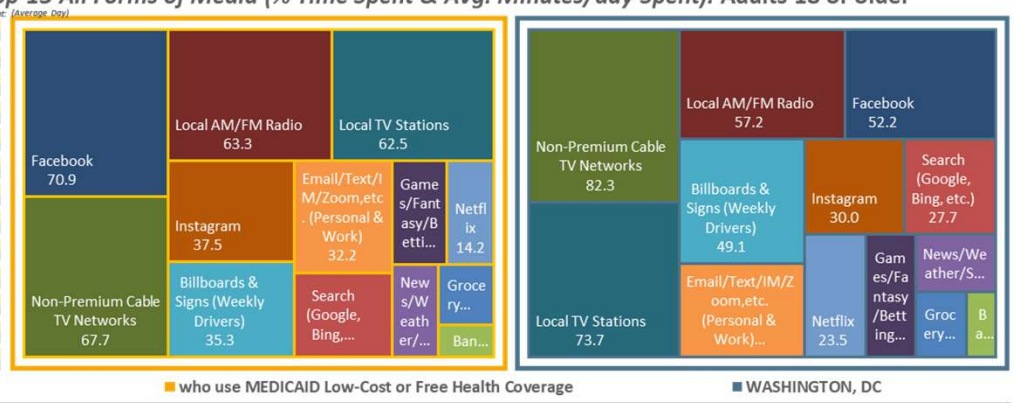
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 6 hours and 35 minutes each day with All Forms of Ad-Supported Media. 75.6% listen to Local AM/FM Radio for an avg. of 59.9 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

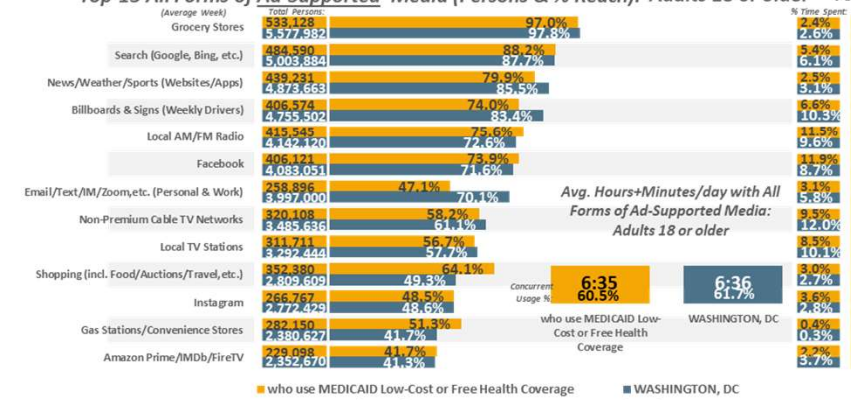
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



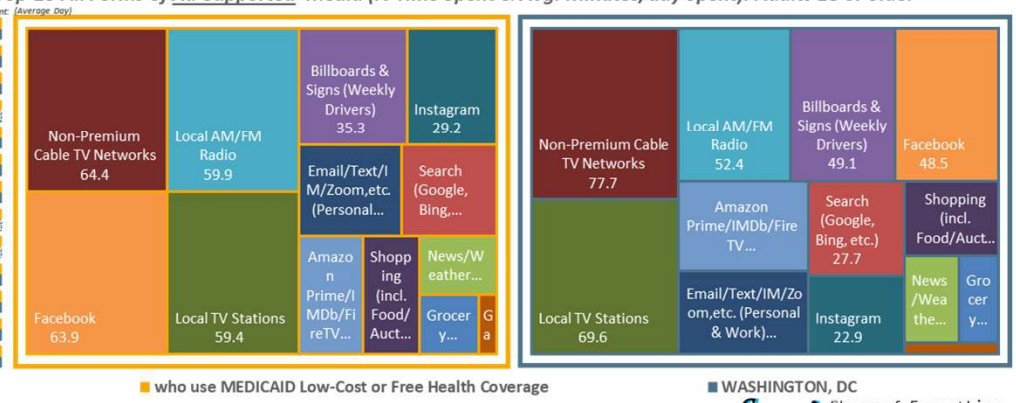
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

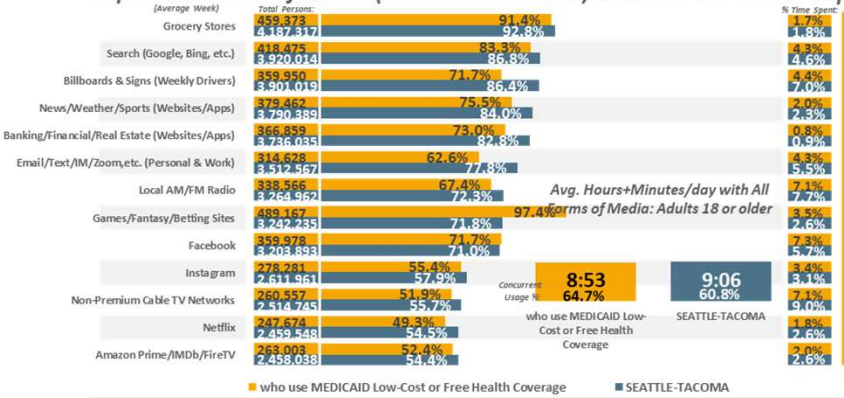
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

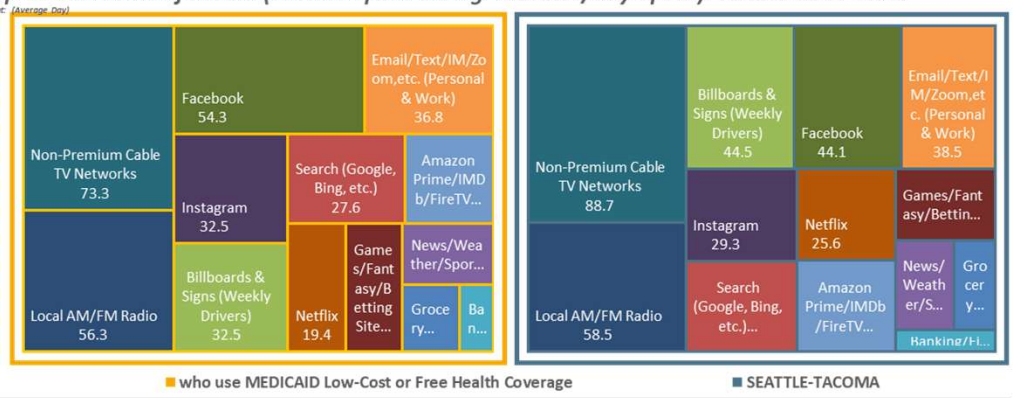
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 6 hours and 4 minutes each day with All Forms of Ad-Supported Media. 66.7% listen to Local AM/FM Radio for an avg. of 53.4 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

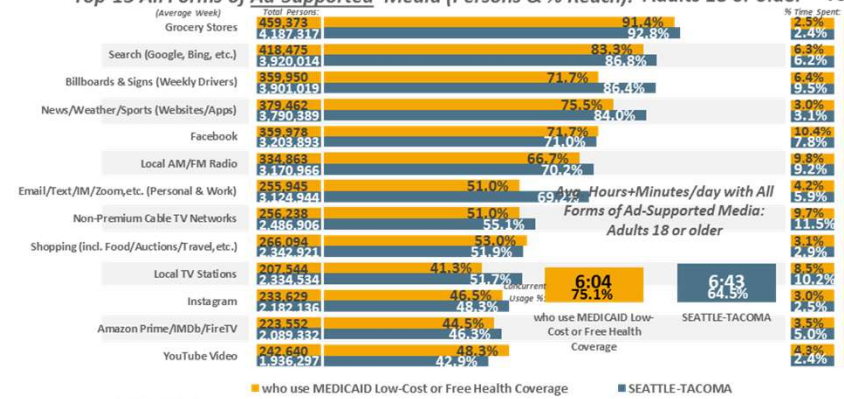
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



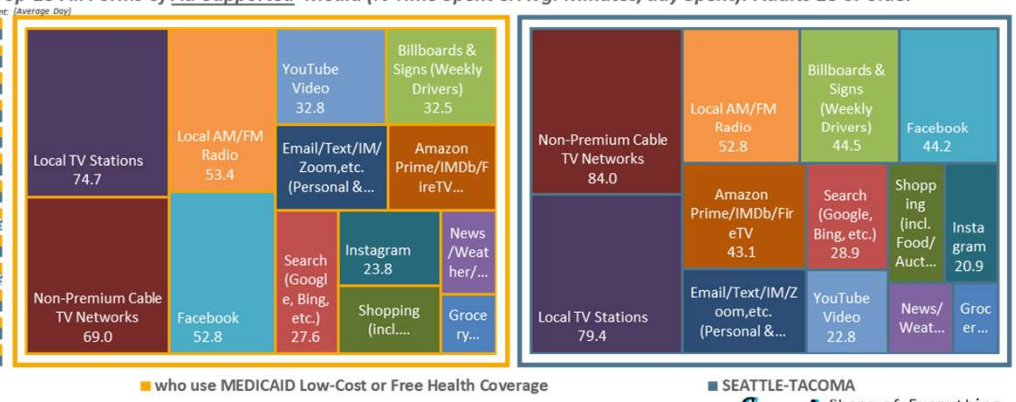
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

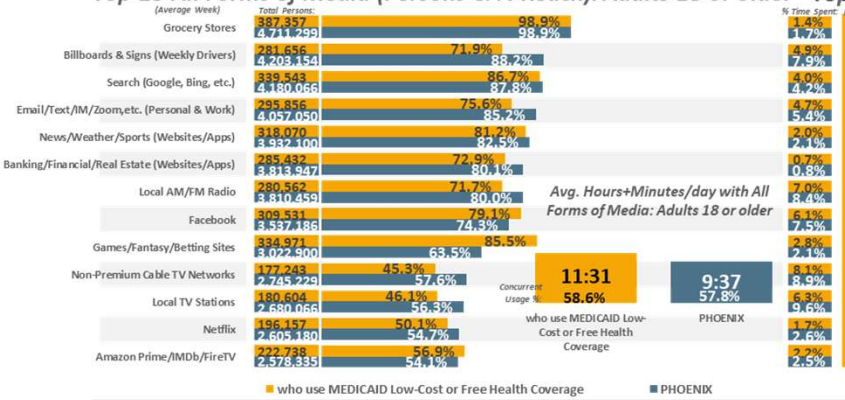
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

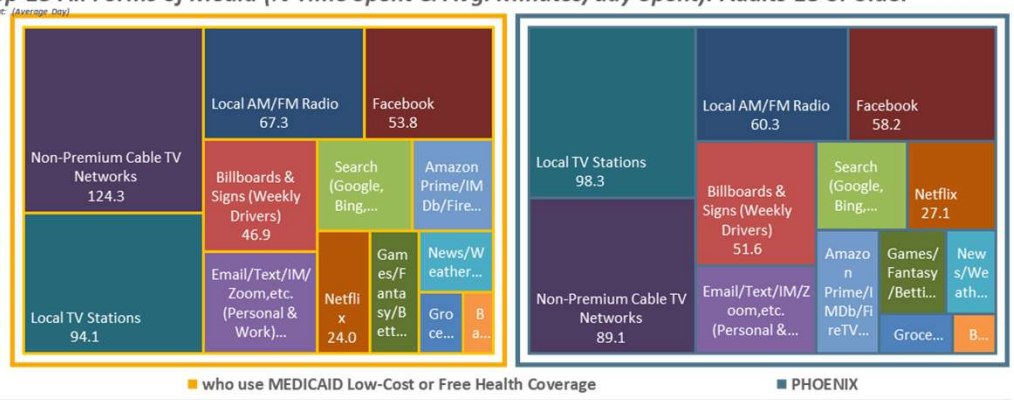
Type of health insurance: Medicaid

Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 70.4% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 9.3% of Time with Ad-Supported Media.)*

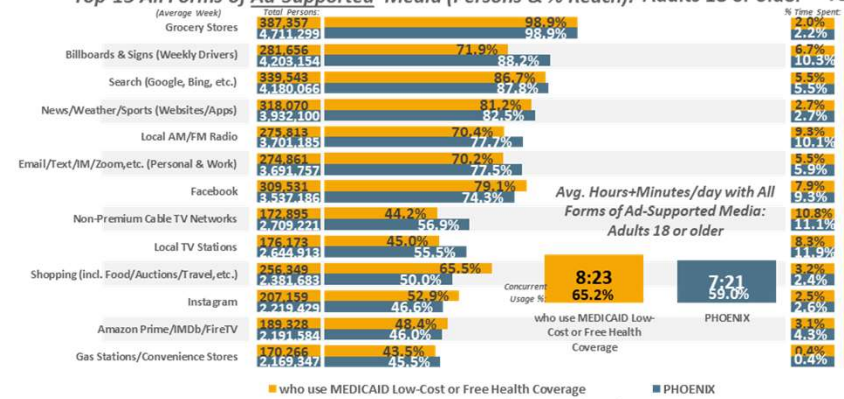
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



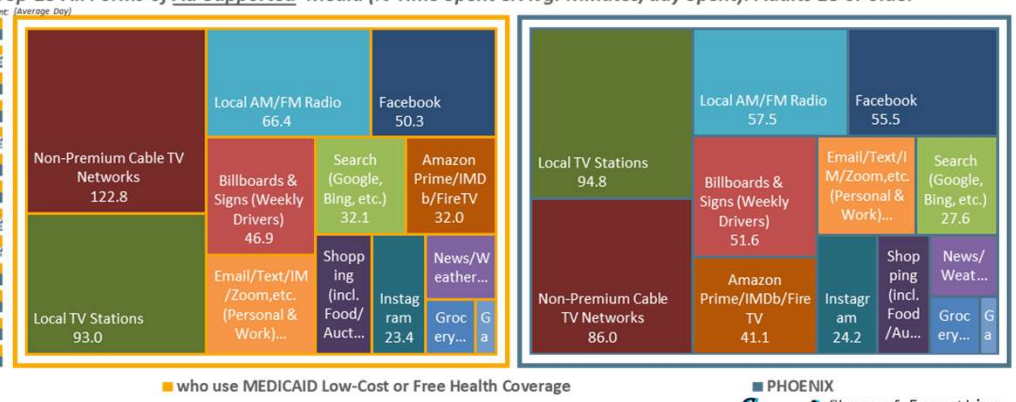
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

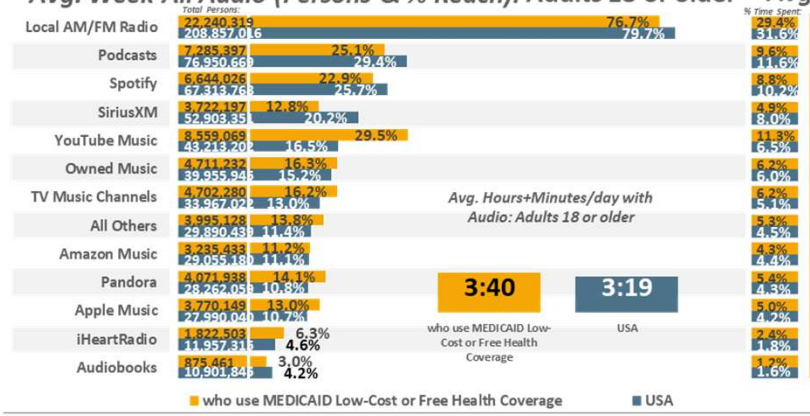
soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

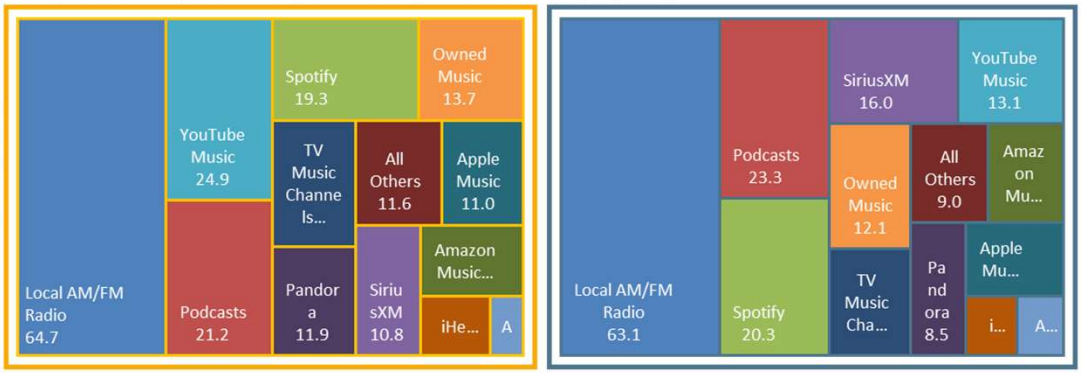
Medicaid USA

21,798,721 or 75.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.

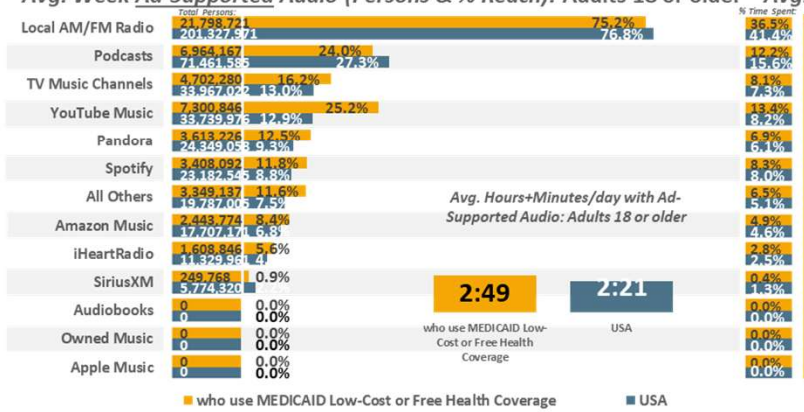
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



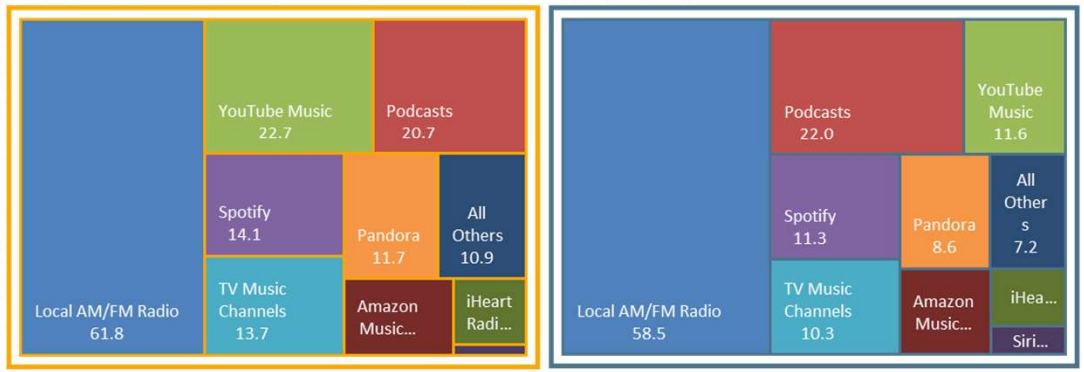
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

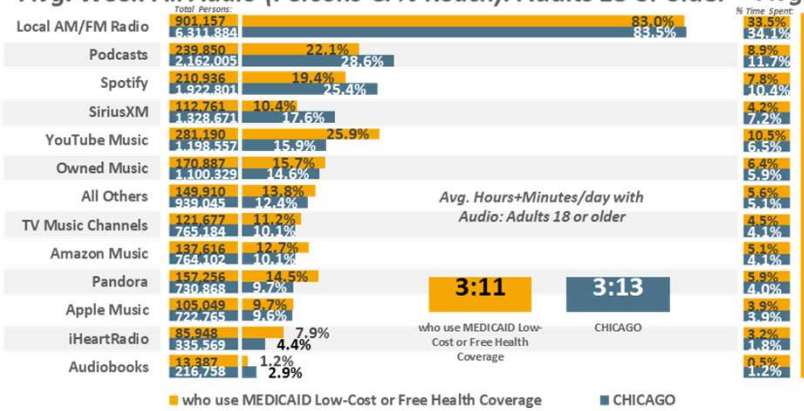
Scarborough R2 2025: Feb24-Jul25 USA Projection

soefa.ai Share of Everything for Anything ©

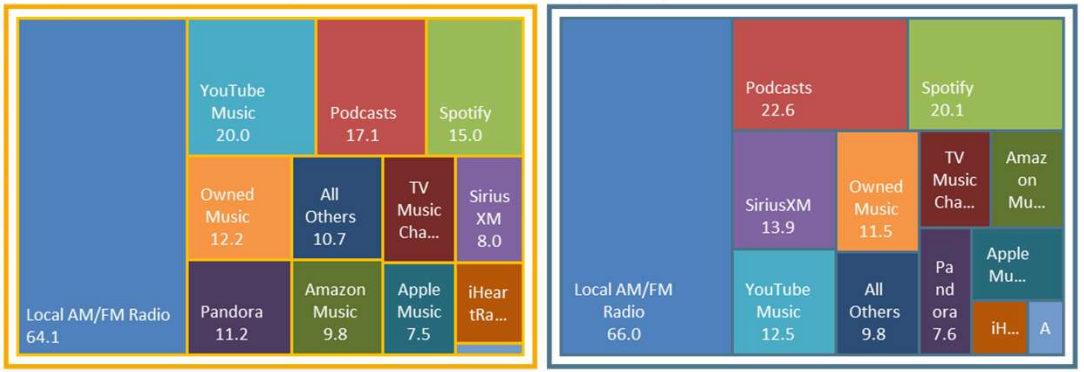
Type of health insurance: Medicaid

880,167 or 81.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

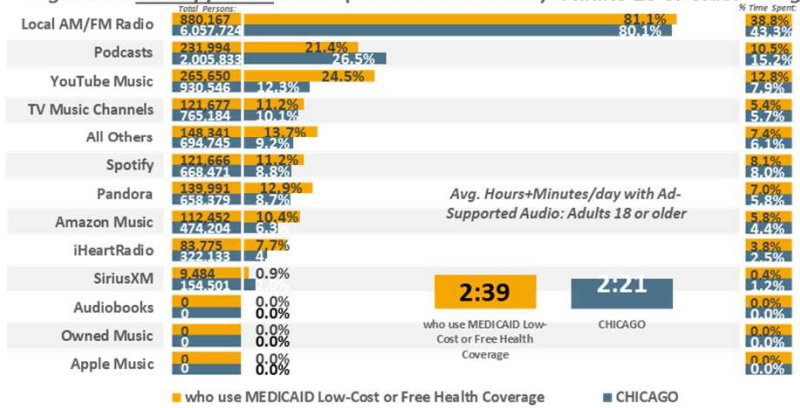
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



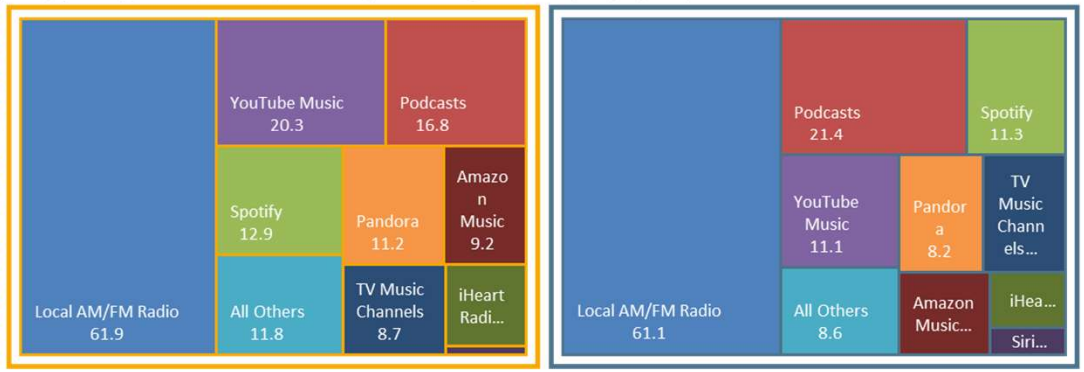
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

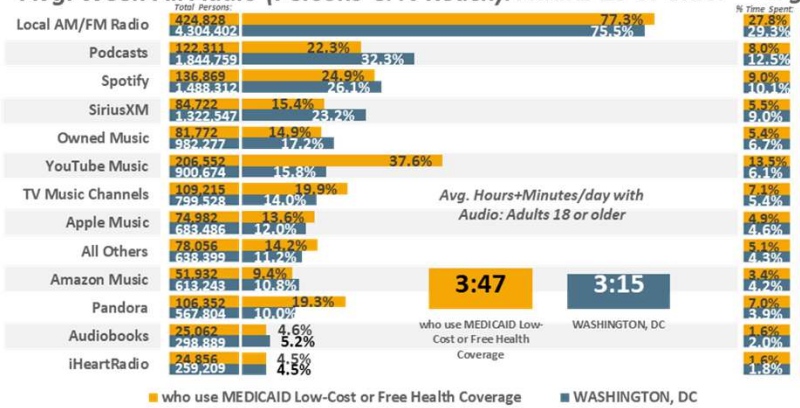
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

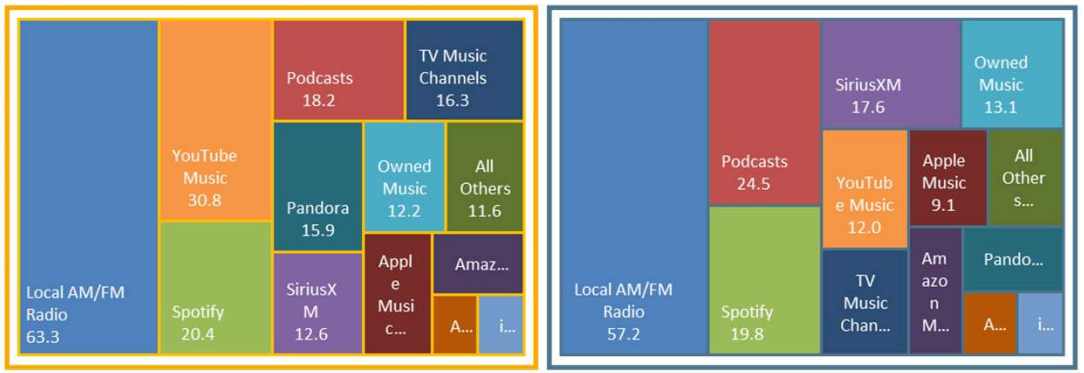
Type of health insurance: Medicaid

415,545 or 75.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.

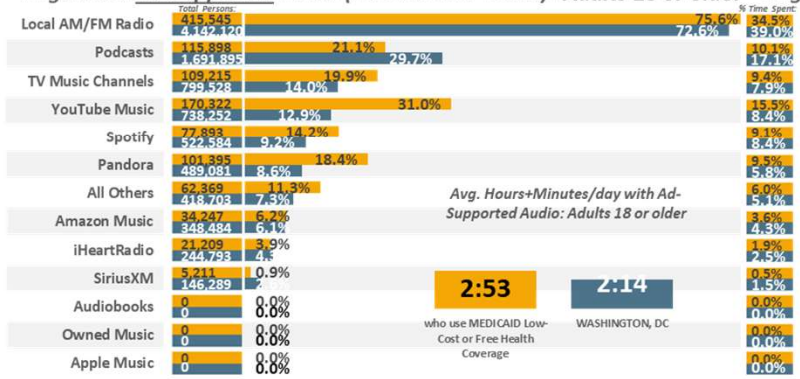
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



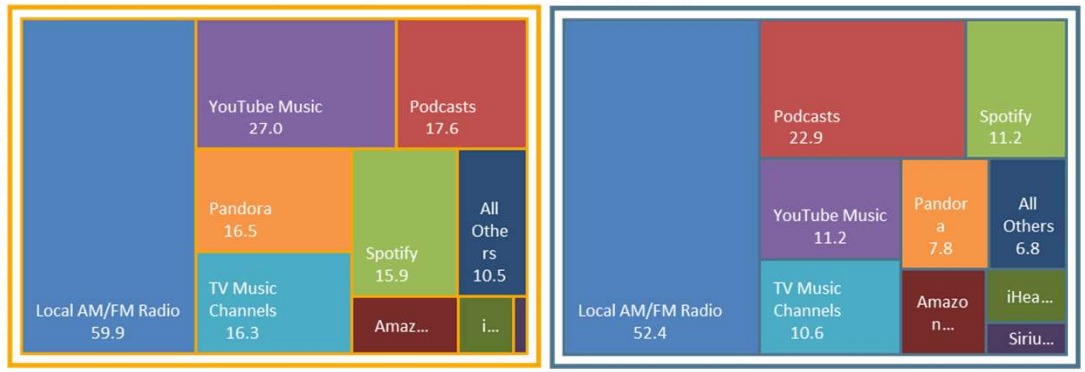
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

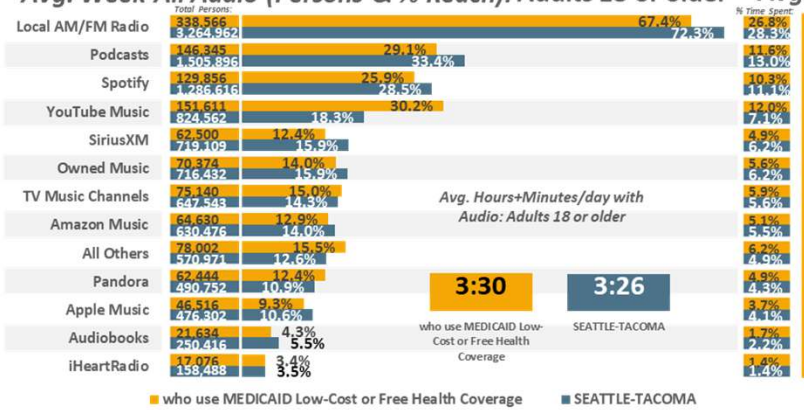
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

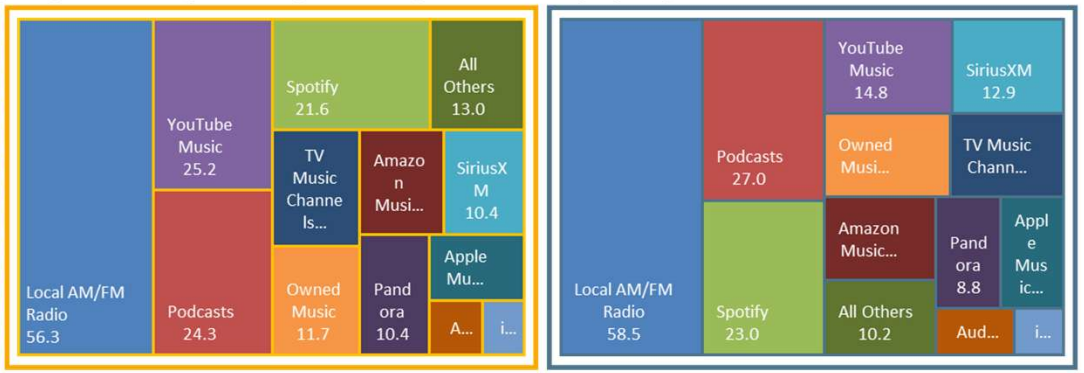
Type of health insurance: Medicaid

334,863 or 66.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.

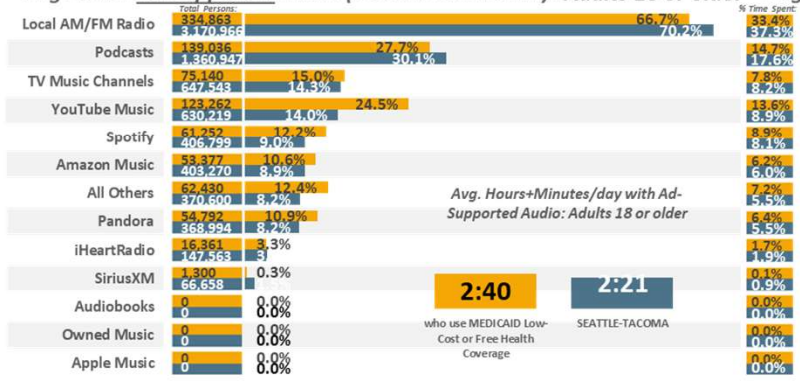
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



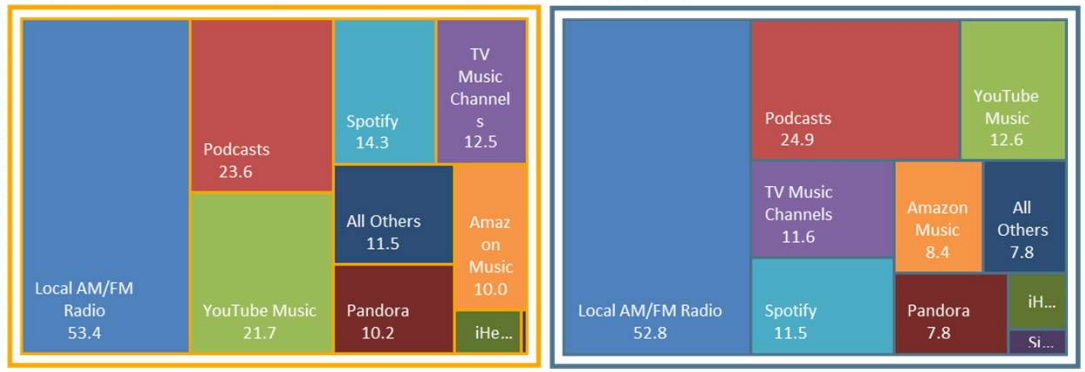
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

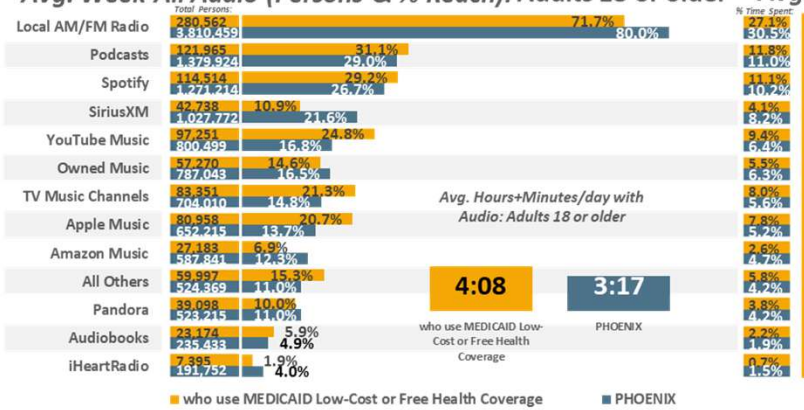
soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

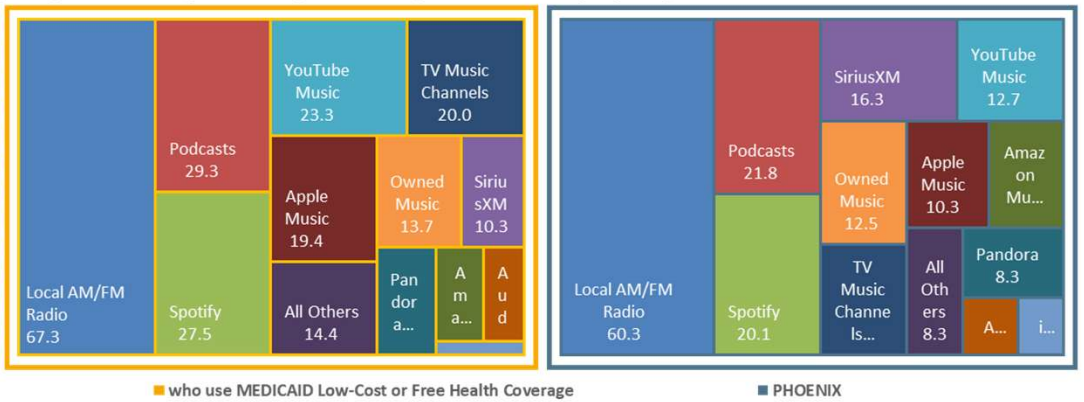
Medicaid PHX

275,813 or 70.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.

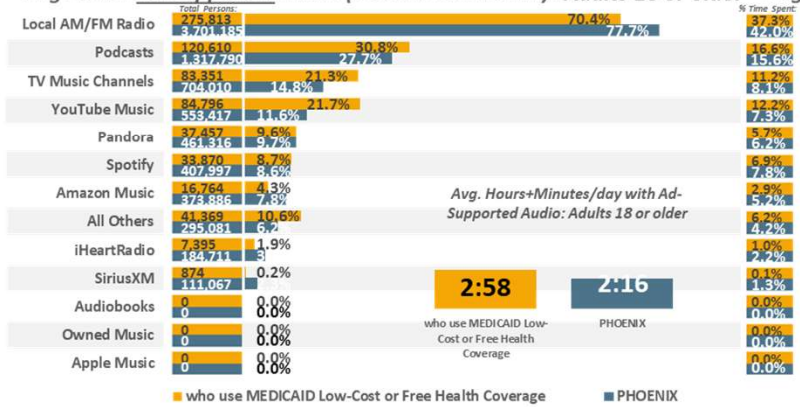
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



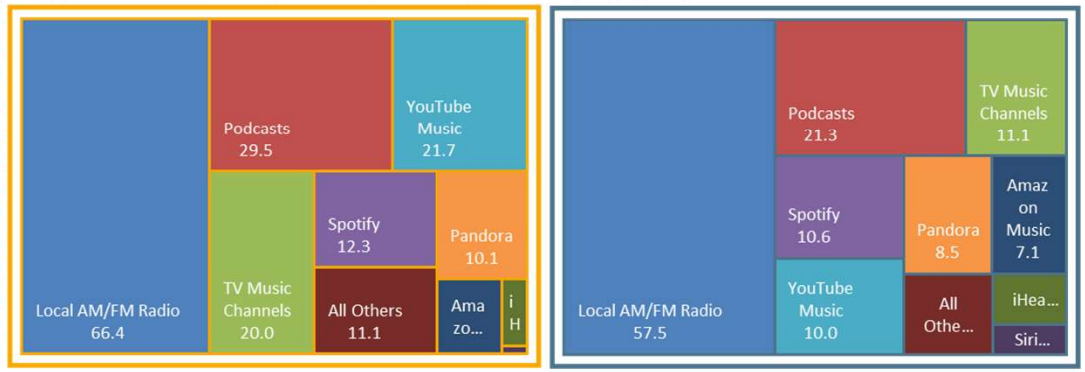
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

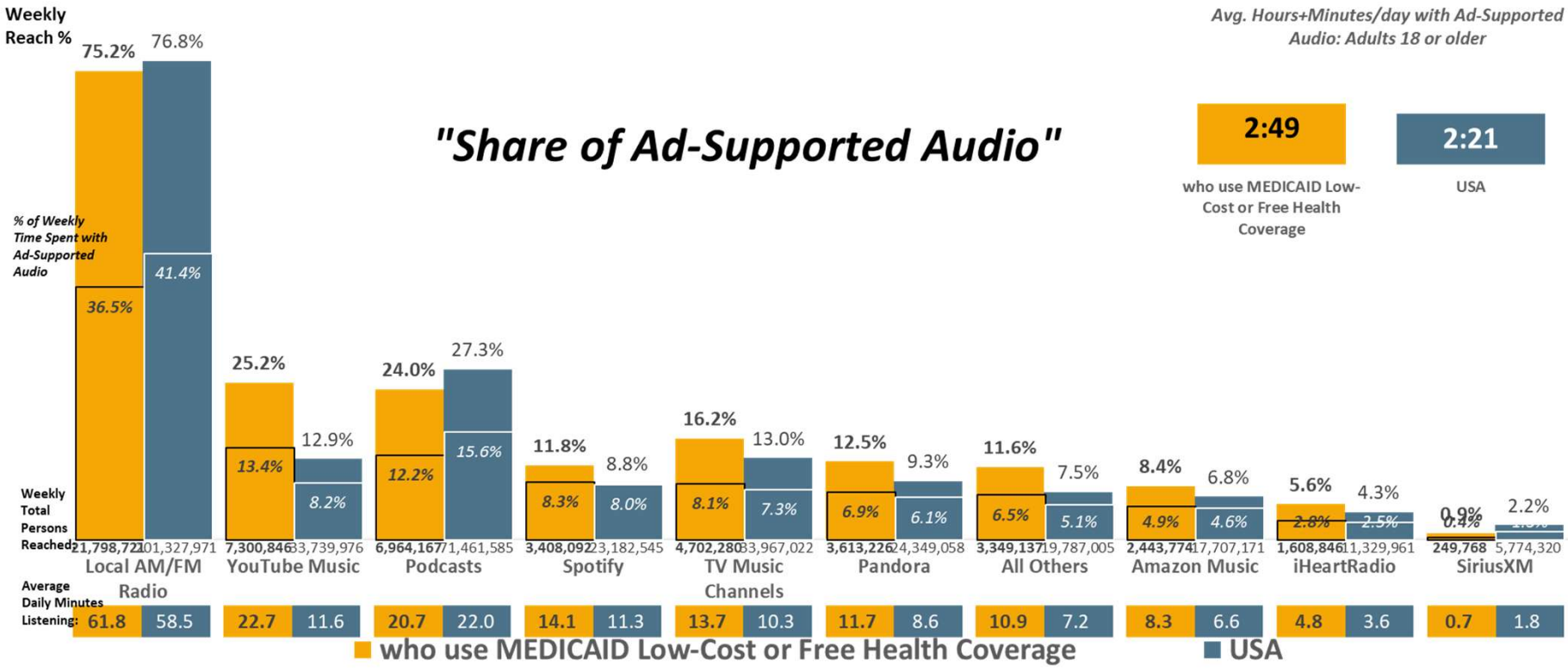
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

Medicaid USA

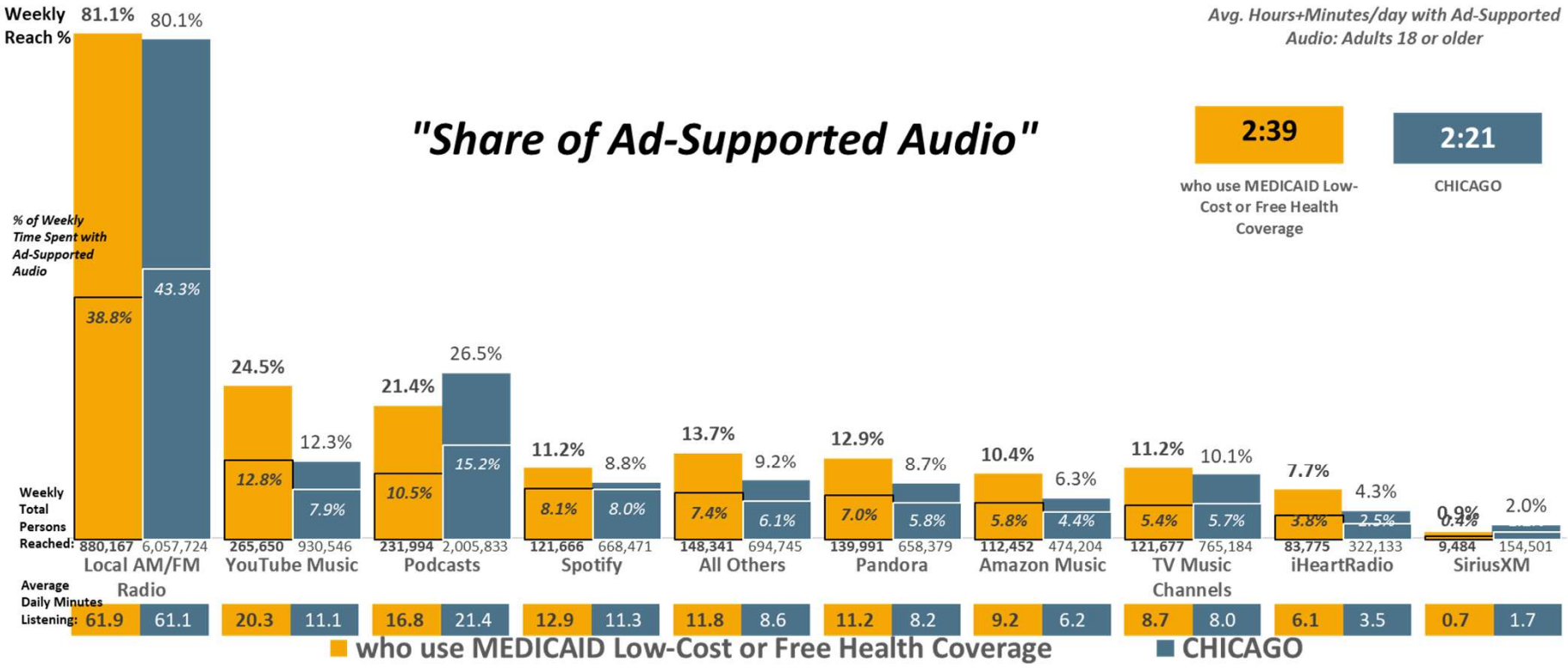
21,798,721 or 75.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 36.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

880,167 or 81.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 61.9 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



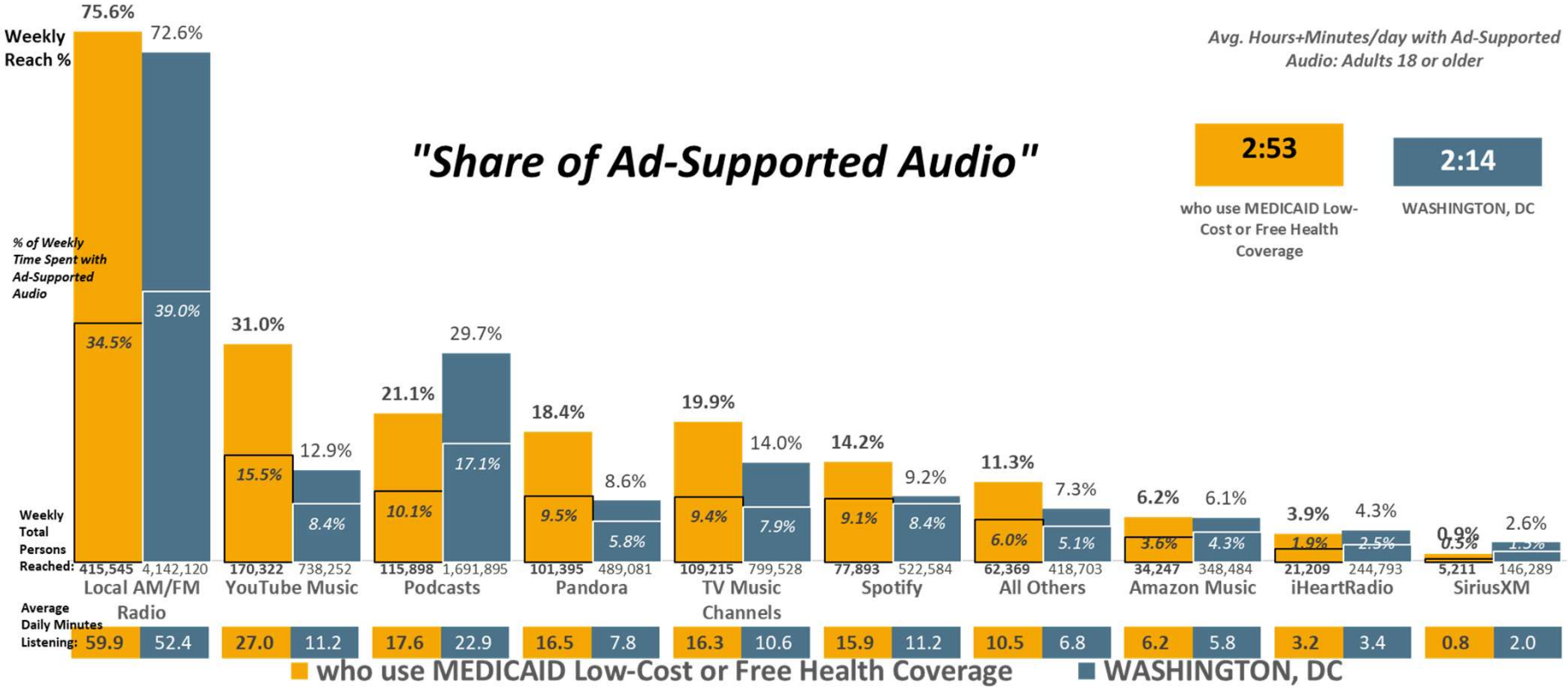
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

415,545 or 75.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 59.9 minutes every day representing 34.5% of all time spent daily with Ad-Supported Audio.



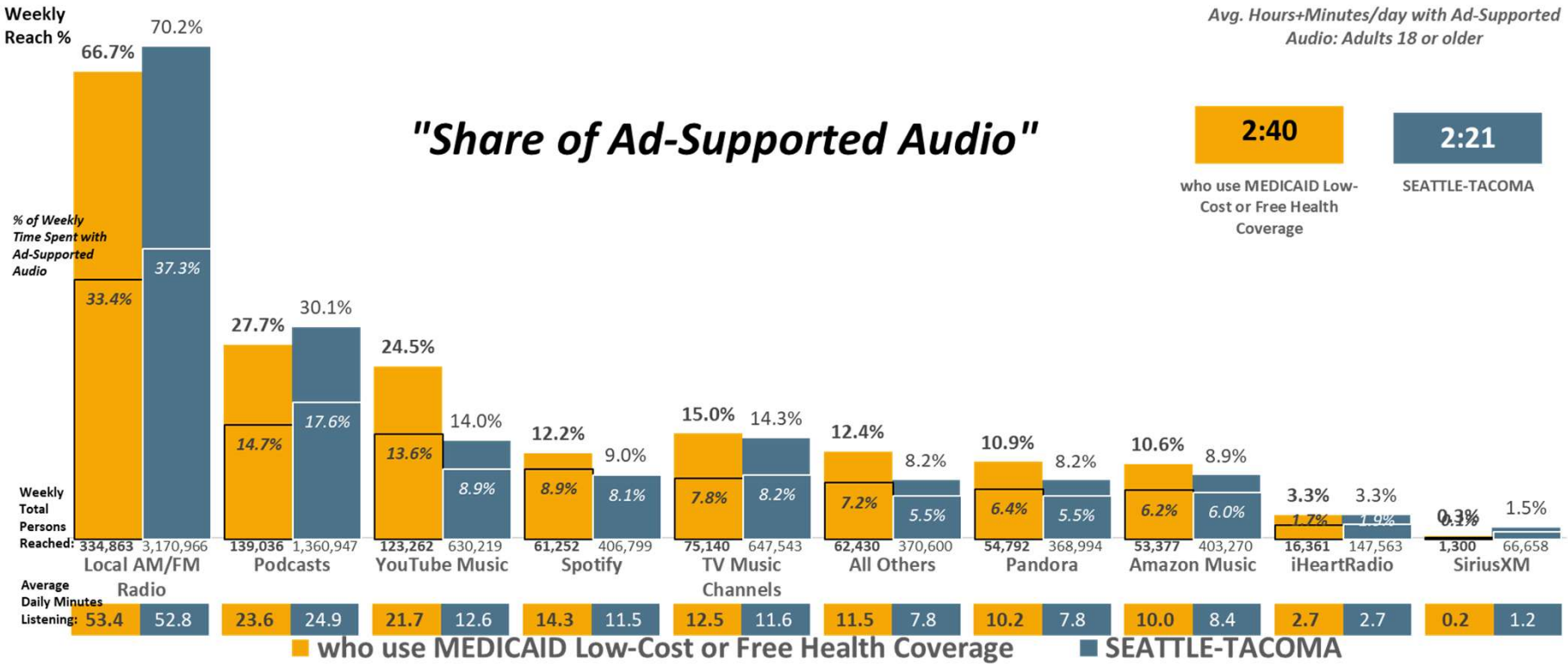
WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

334,863 or 66.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 53.4 minutes every day representing 33.4% of all time spent daily with Ad-Supported Audio.



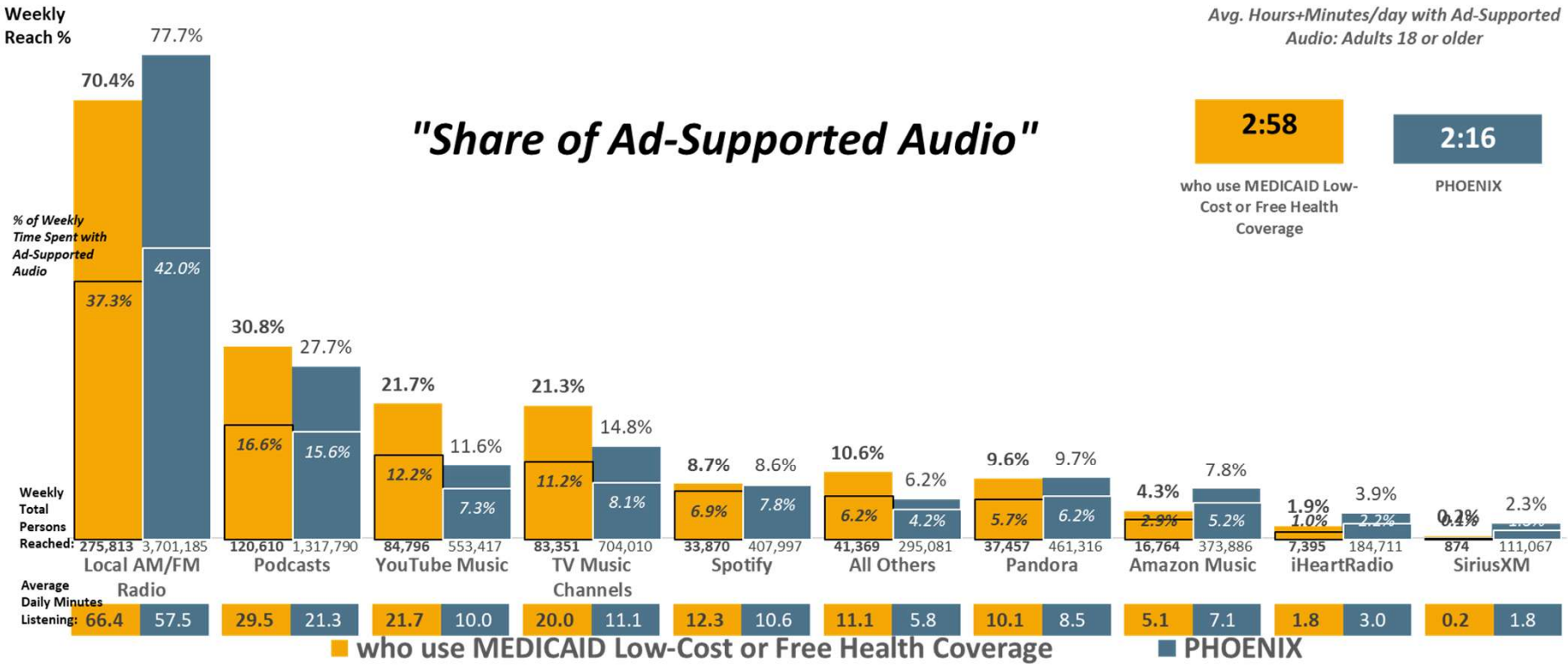
SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

275,813 or 70.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 37.3% of all time spent daily with Ad-Supported Audio.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

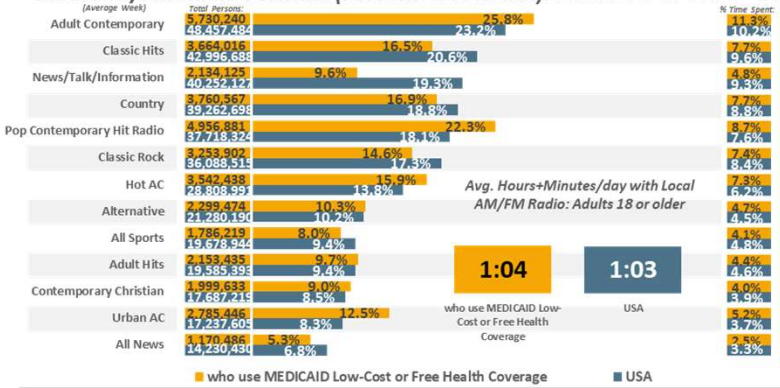
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

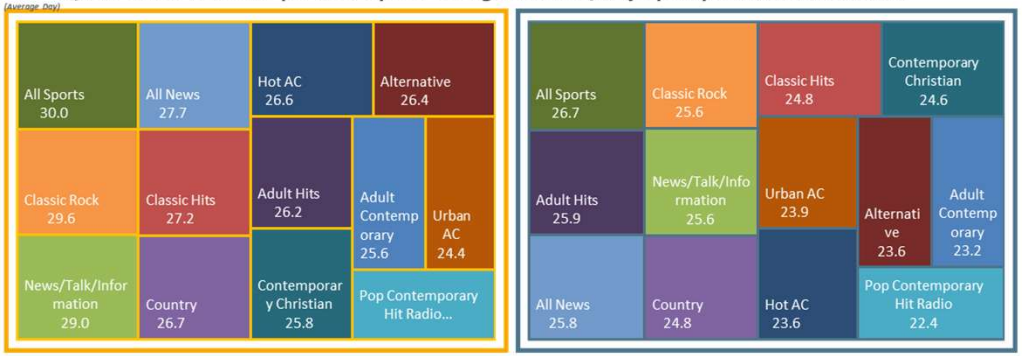
Medicaid USA

21,798,721 or 75.2% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Classic Hits, and Hot AC.

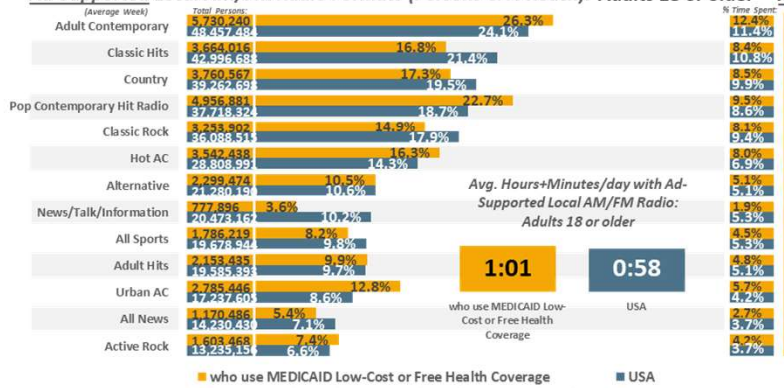
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



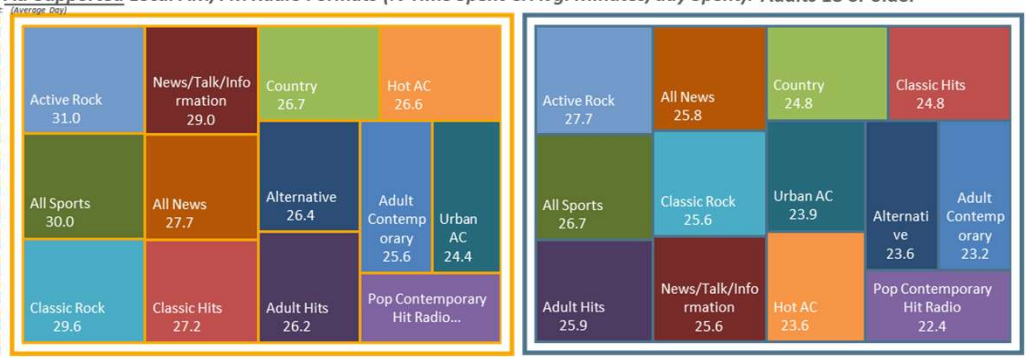
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

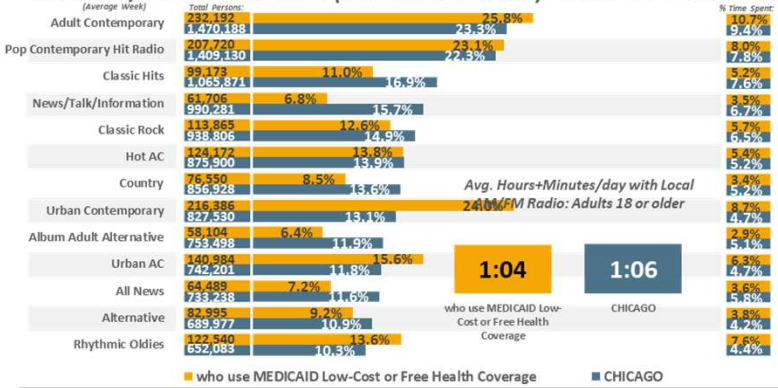
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

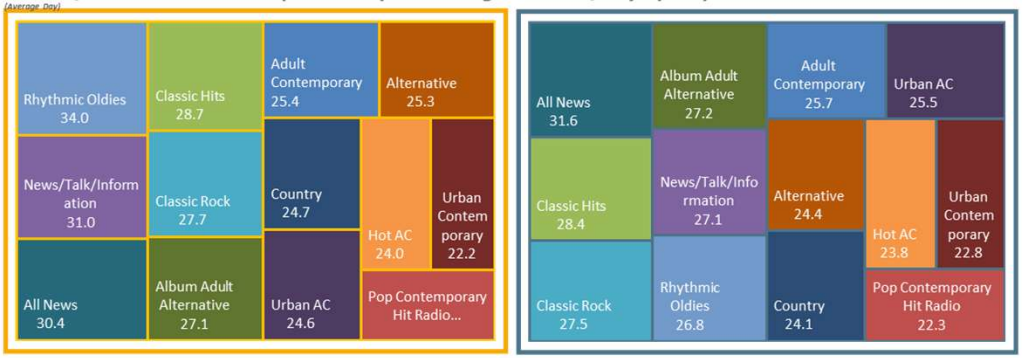
Type of health insurance: Medicaid

880,167 or 81.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban Contemporary, Pop Contemporary Hit Radio, Mexican Regional, and Spanish Cont

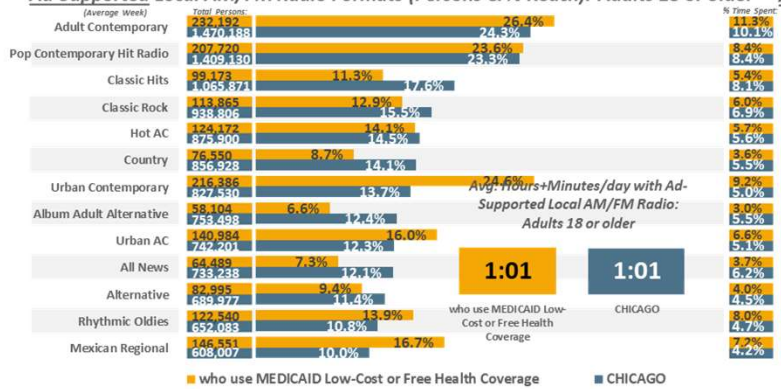
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



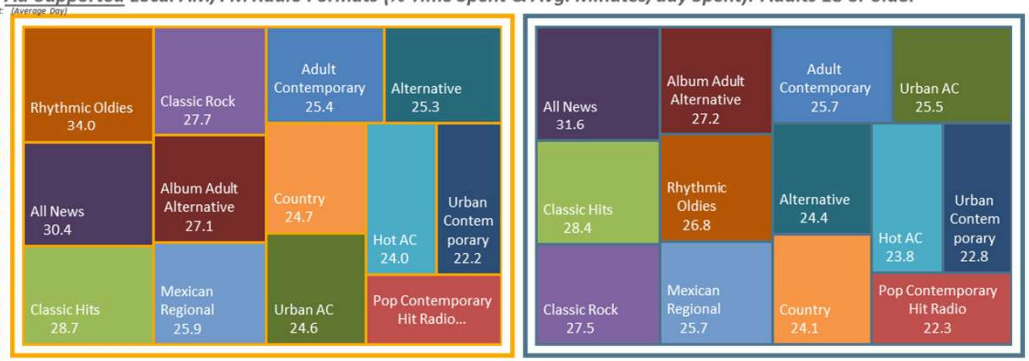
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

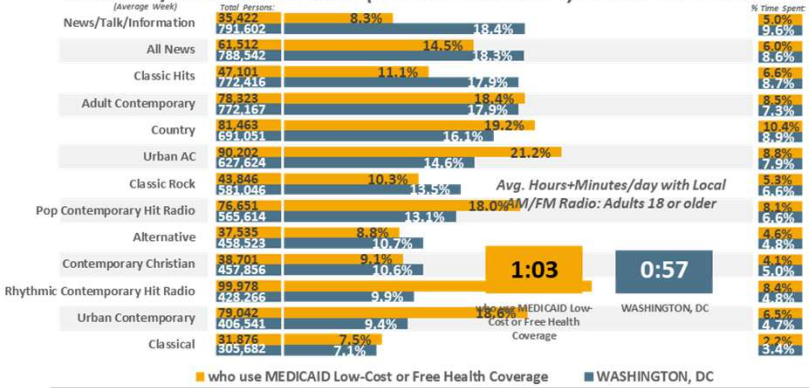
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

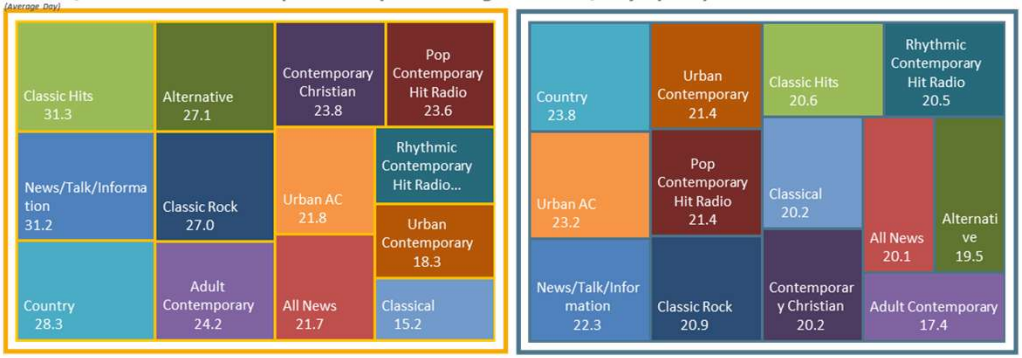
Type of health insurance: Medicaid

415,545 or 75.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Rhythmic Contemporary Hit Radio, Urban AC, Country, Urban Contemporary, and Adult Contemporary.

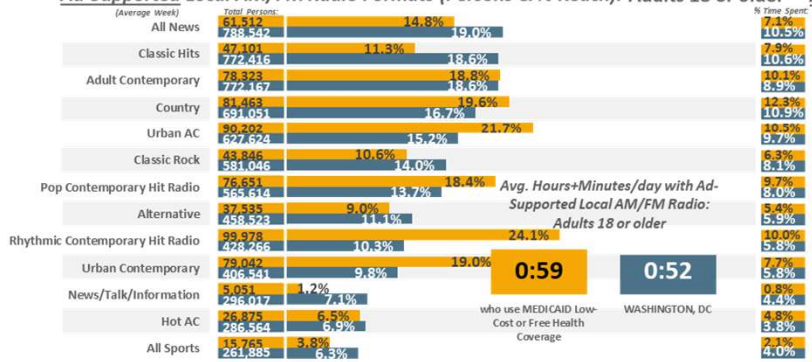
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



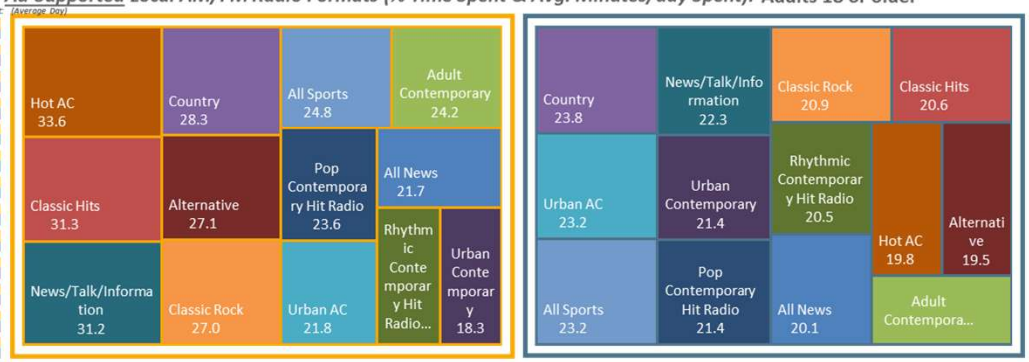
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

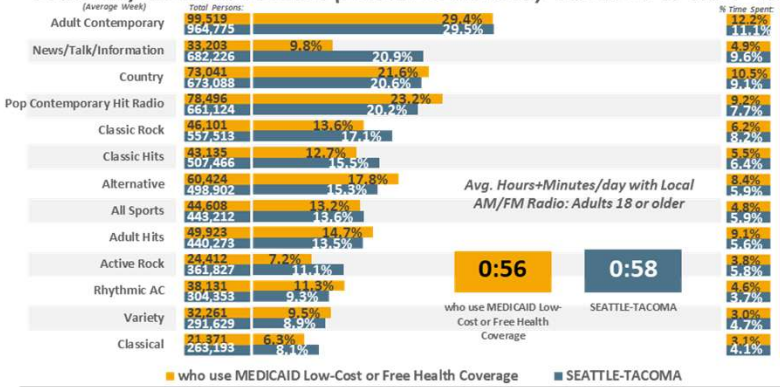
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

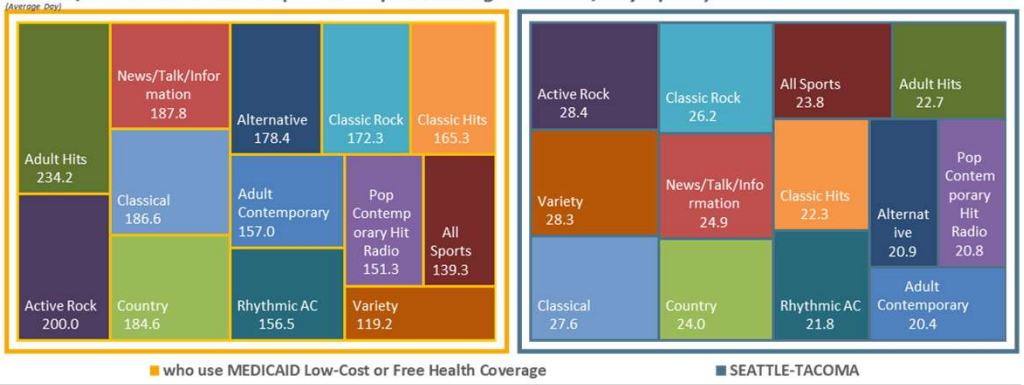
Type of health insurance: Medicaid

334,863 or 66.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Alternative, and Adult Hits.

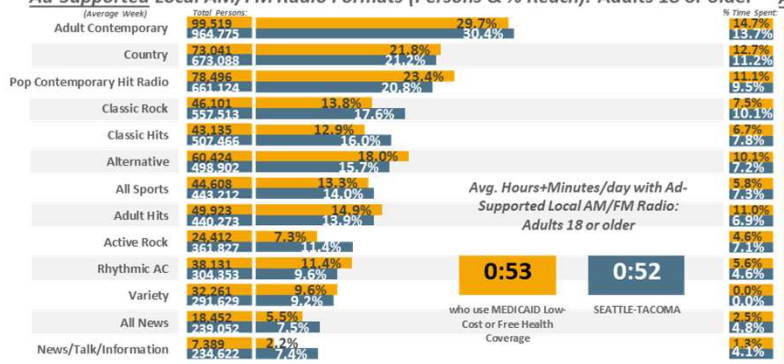
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



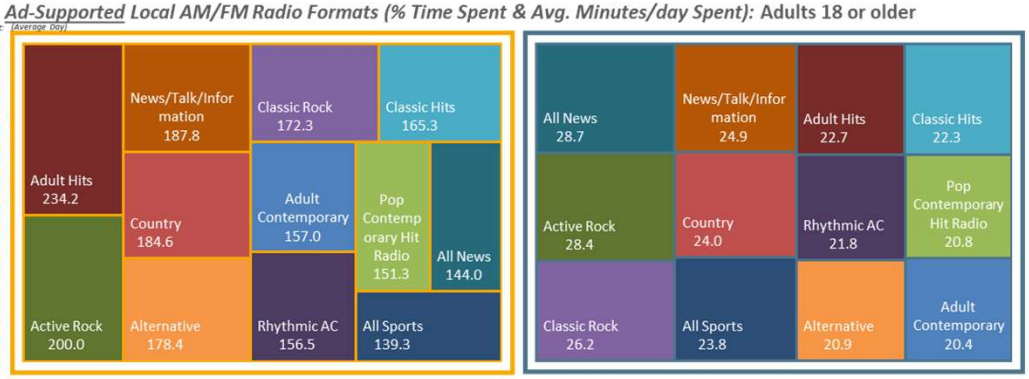
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

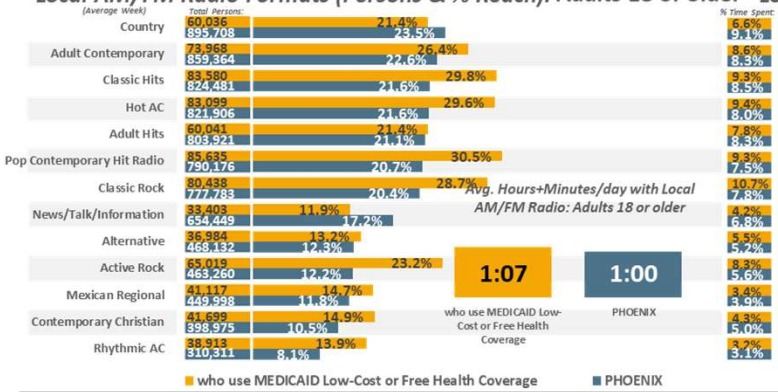
soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

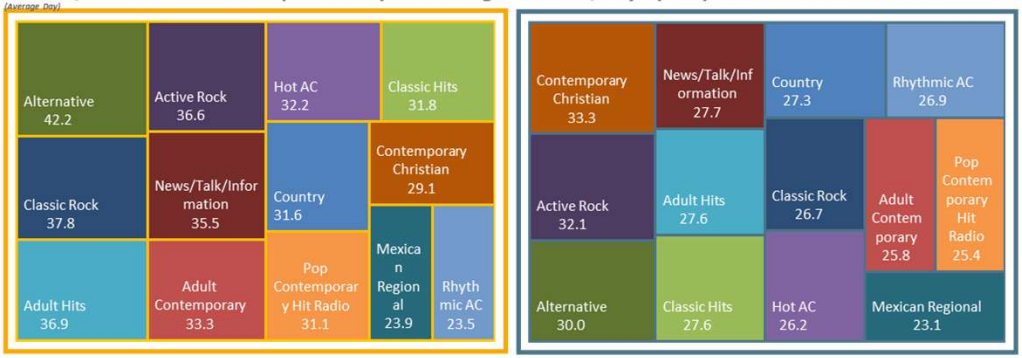
Medicaid PHX

275,813 or 70.4% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Classic Hits, Hot AC, Classic Rock, and Adult Contemporary.

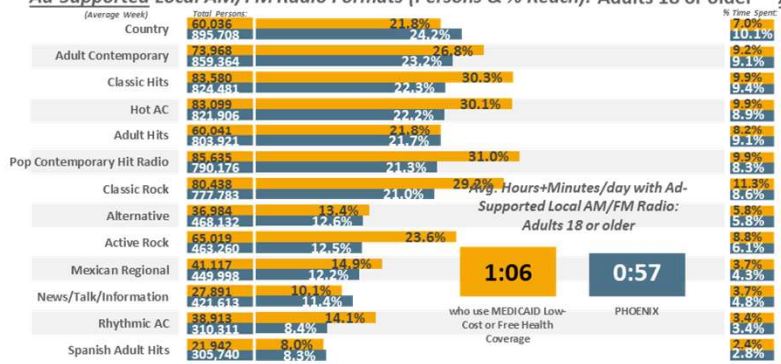
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



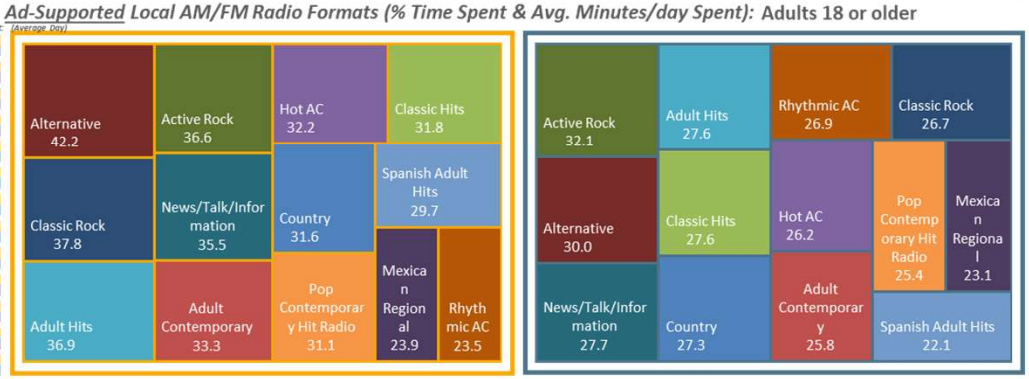
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

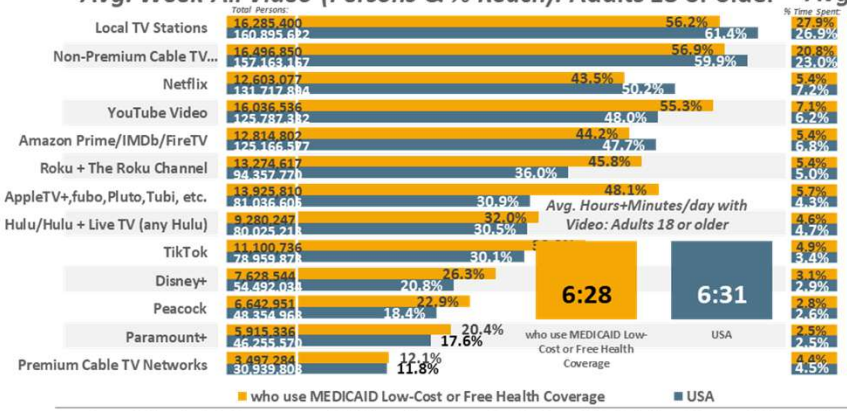
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

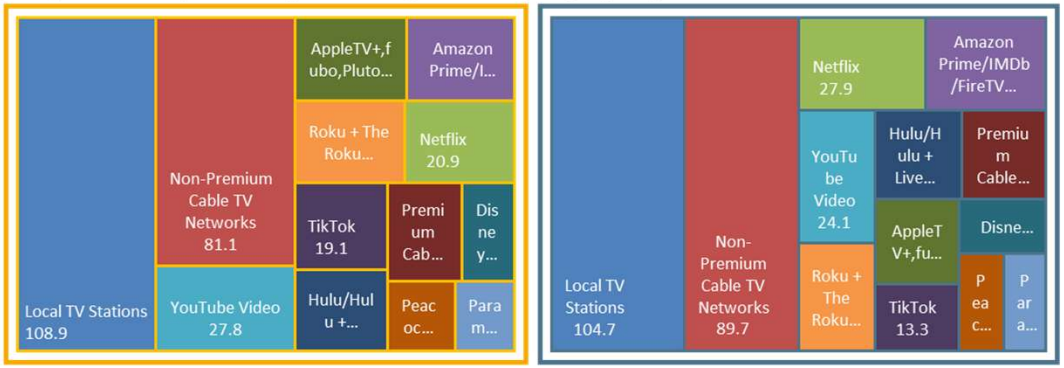
Medicaid USA

15,946,332 or 55.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older

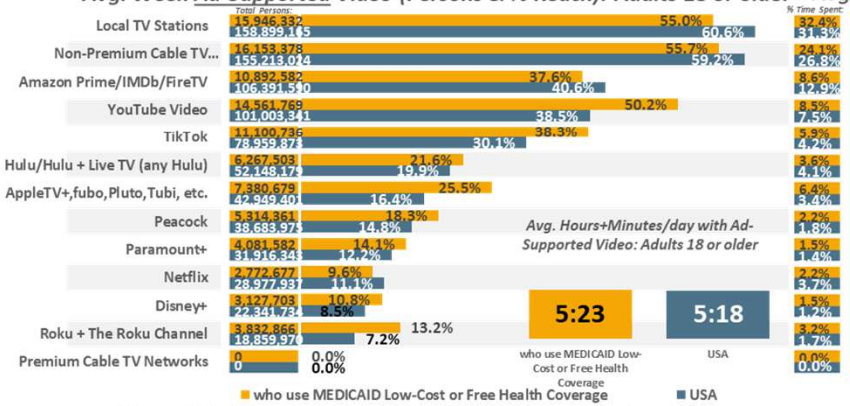


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

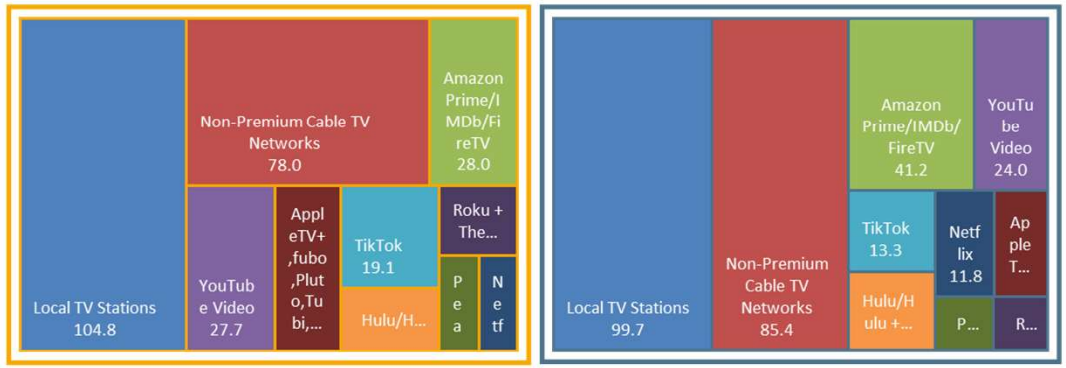


who use MEDICAID Low-Cost or Free Health Coverage ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who use MEDICAID Low-Cost or Free Health Coverage ■ USA

USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

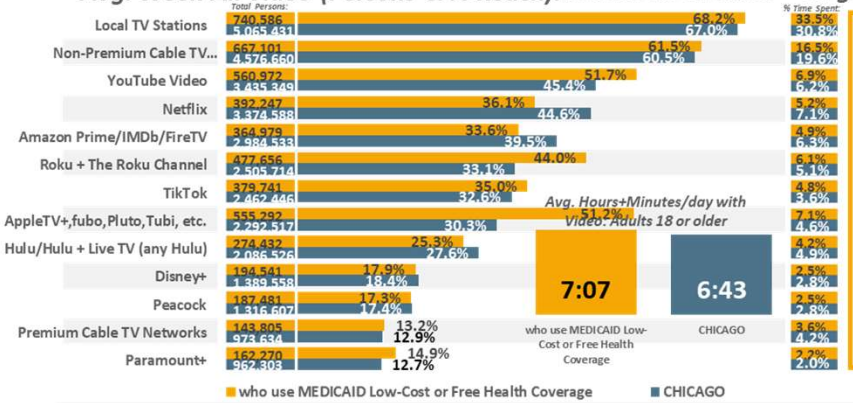
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

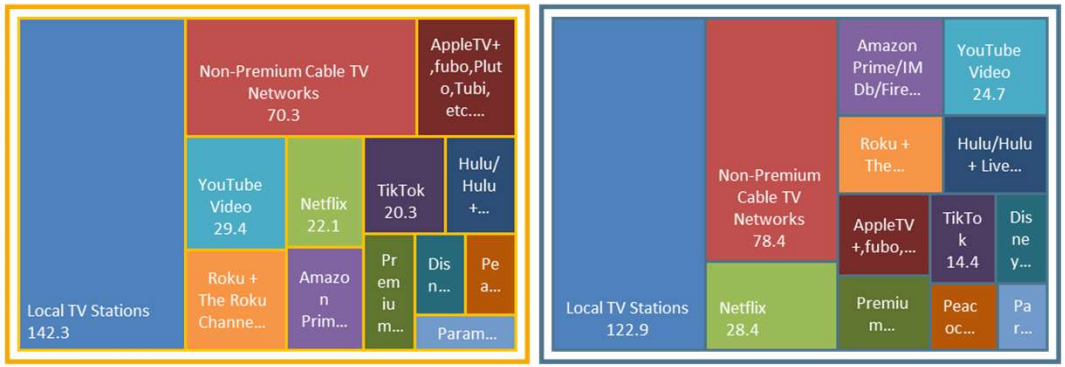
Type of health insurance: Medicaid

727,941 or 67.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 138. minutes every day representing 39.% of all time spent daily with Ad-Supported Video.

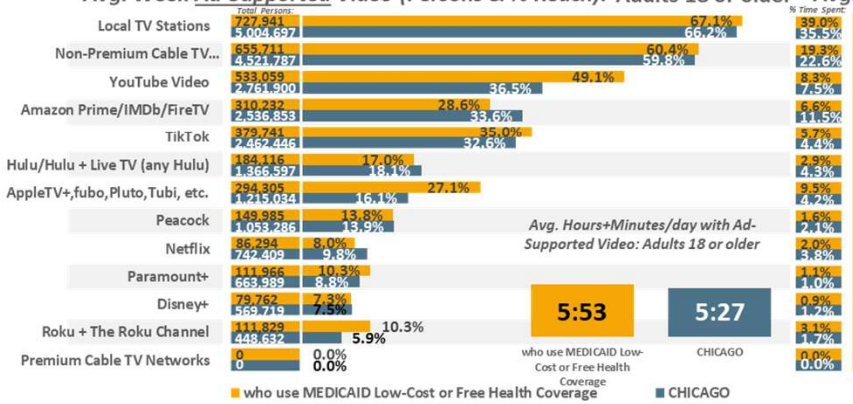
Avg. Week All Video (Persons & % Reach): Adults 18 or older



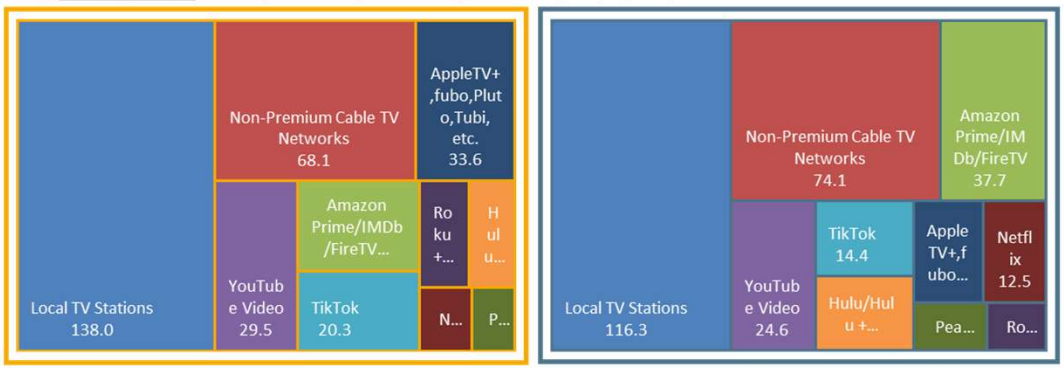
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

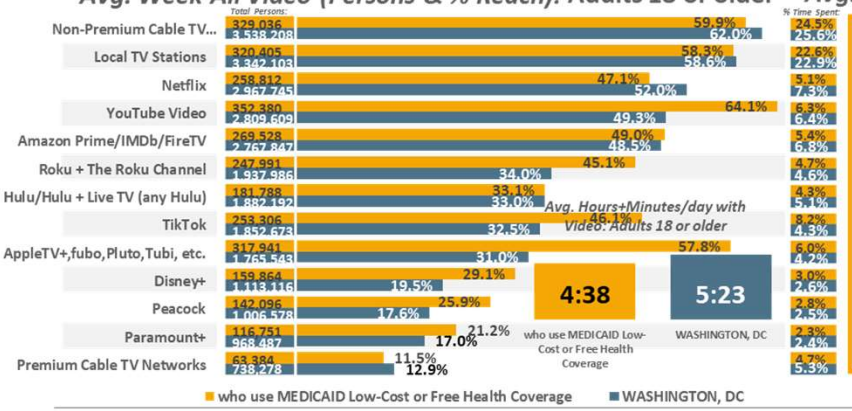
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

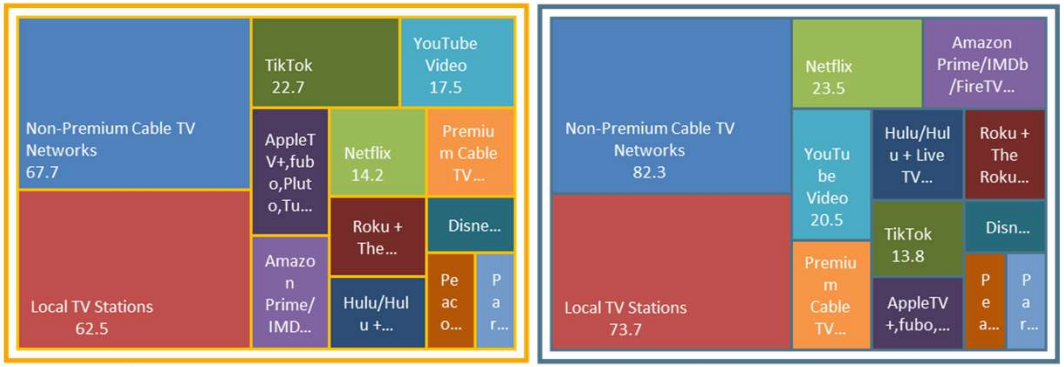
Type of health insurance: Medicaid

311,711 or 56.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 59.4 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.

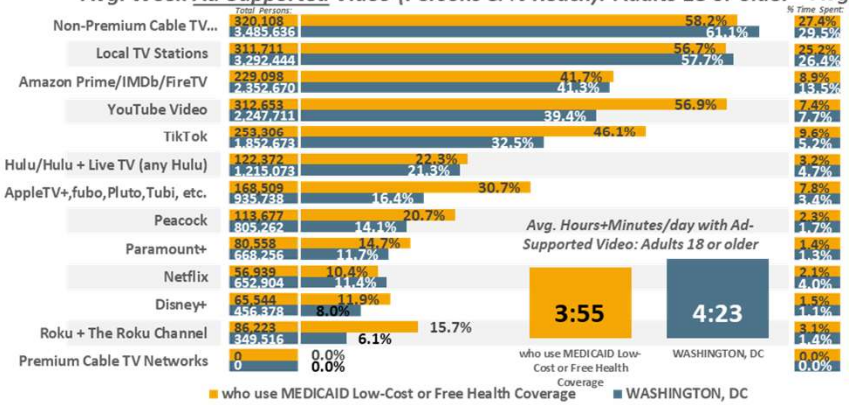
Avg. Week All Video (Persons & % Reach): Adults 18 or older



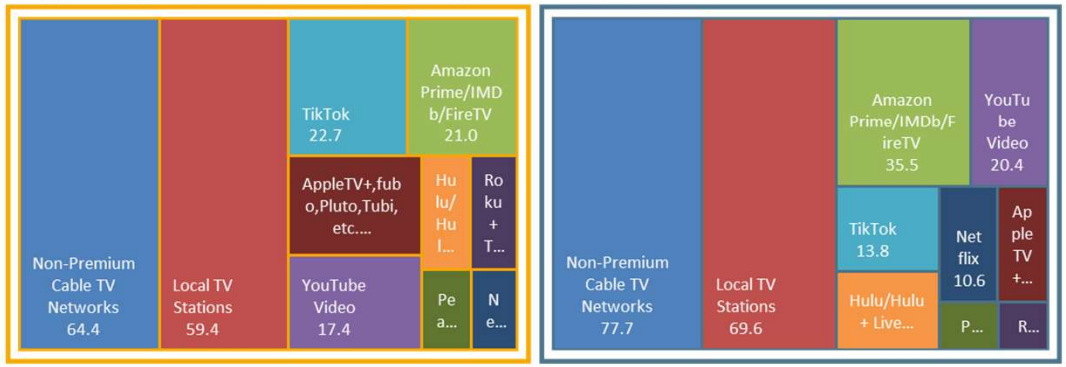
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

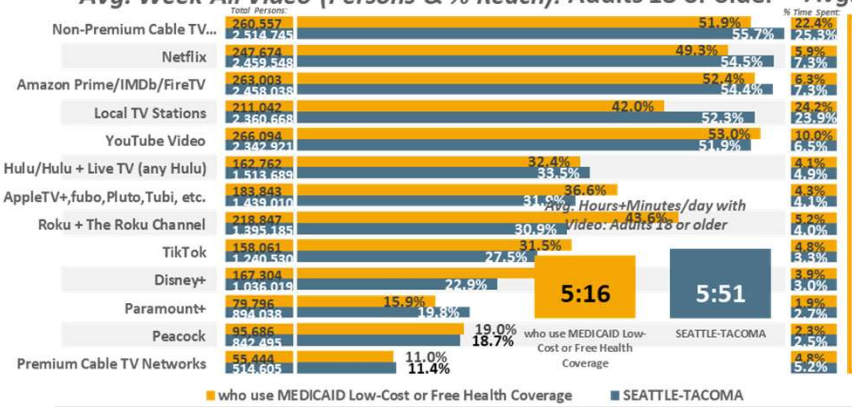
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

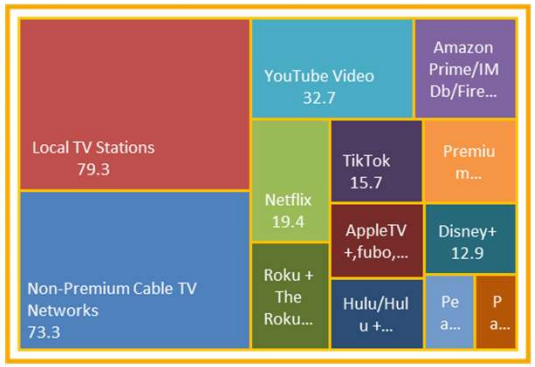
Type of health insurance: Medicaid

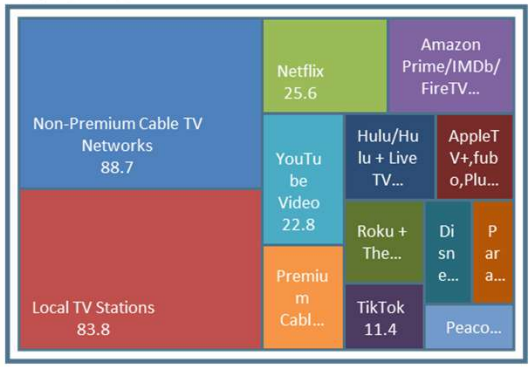
207,544 or 41.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



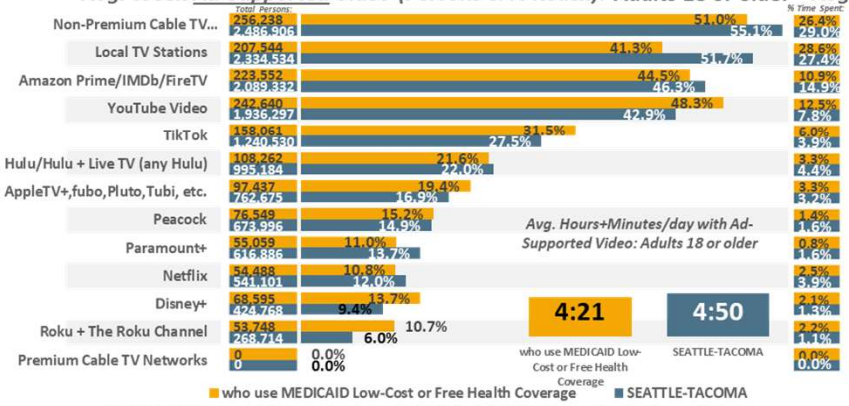
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



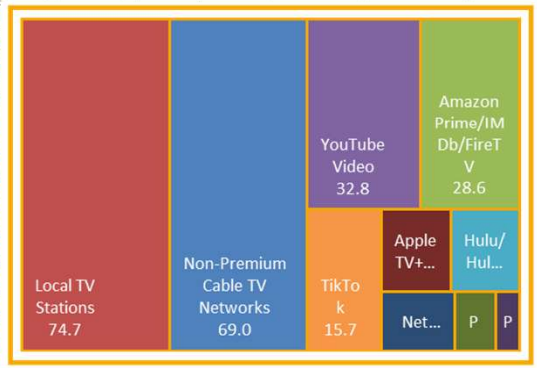


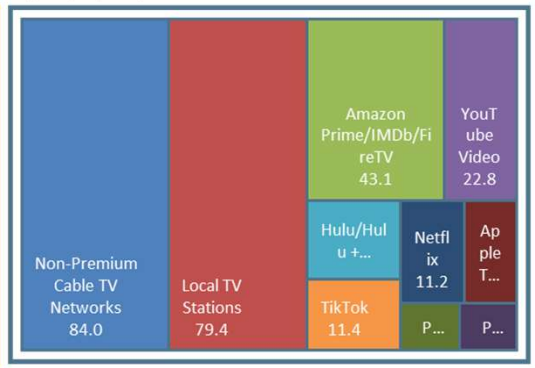
who use MEDICAID Low-Cost or Free Health Coverage ■ SEATTLE-TACOMA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who use MEDICAID Low-Cost or Free Health Coverage ■ SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

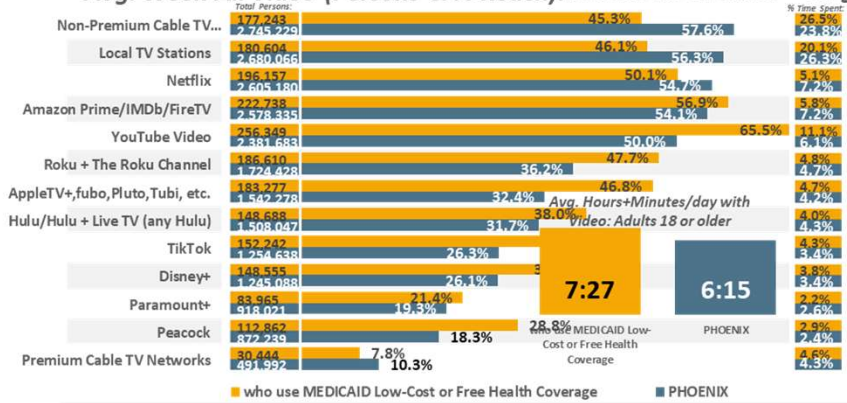
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

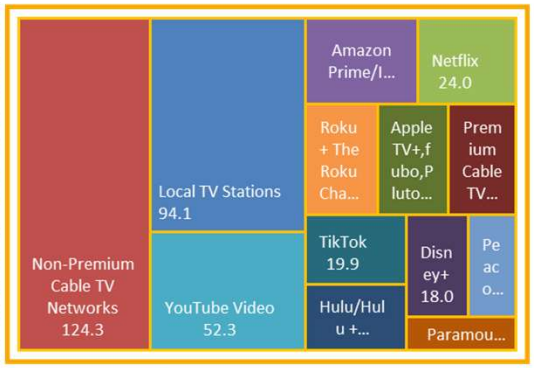
Type of health insurance: Medicaid

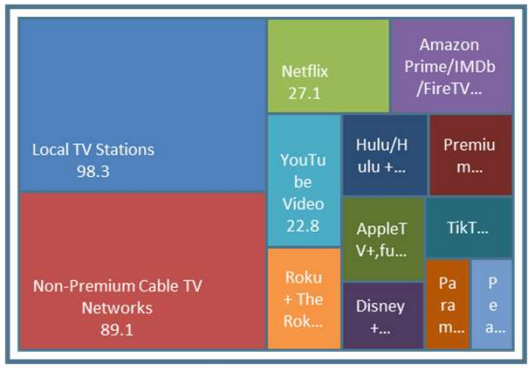
176,173 or 45.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 or older



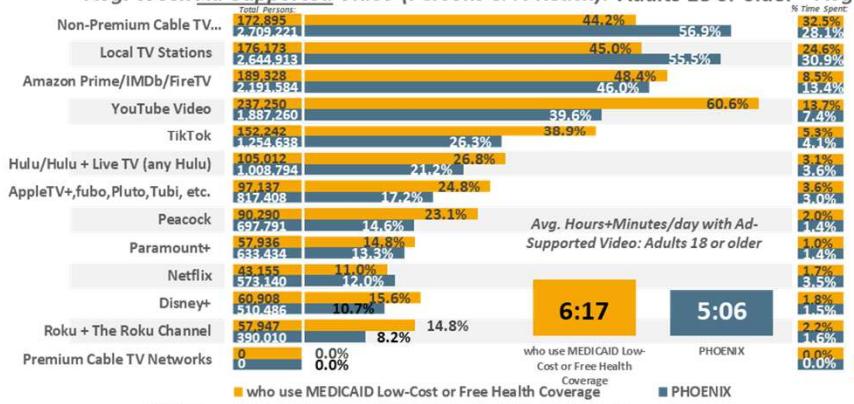
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



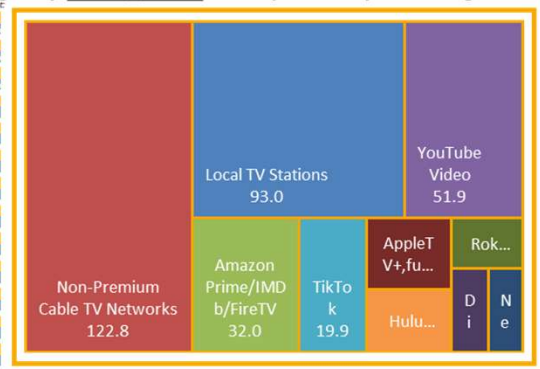


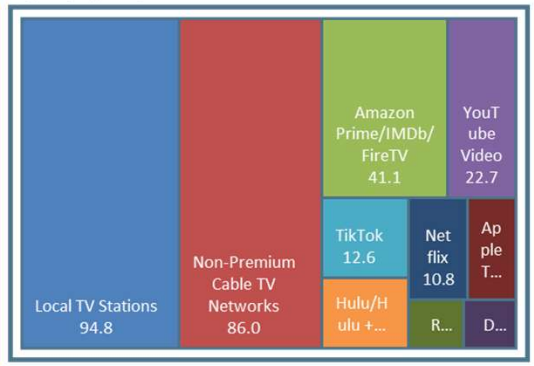
who use MEDICAID Low-Cost or Free Health Coverage ■ PHOENIX

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who use MEDICAID Low-Cost or Free Health Coverage ■ PHOENIX

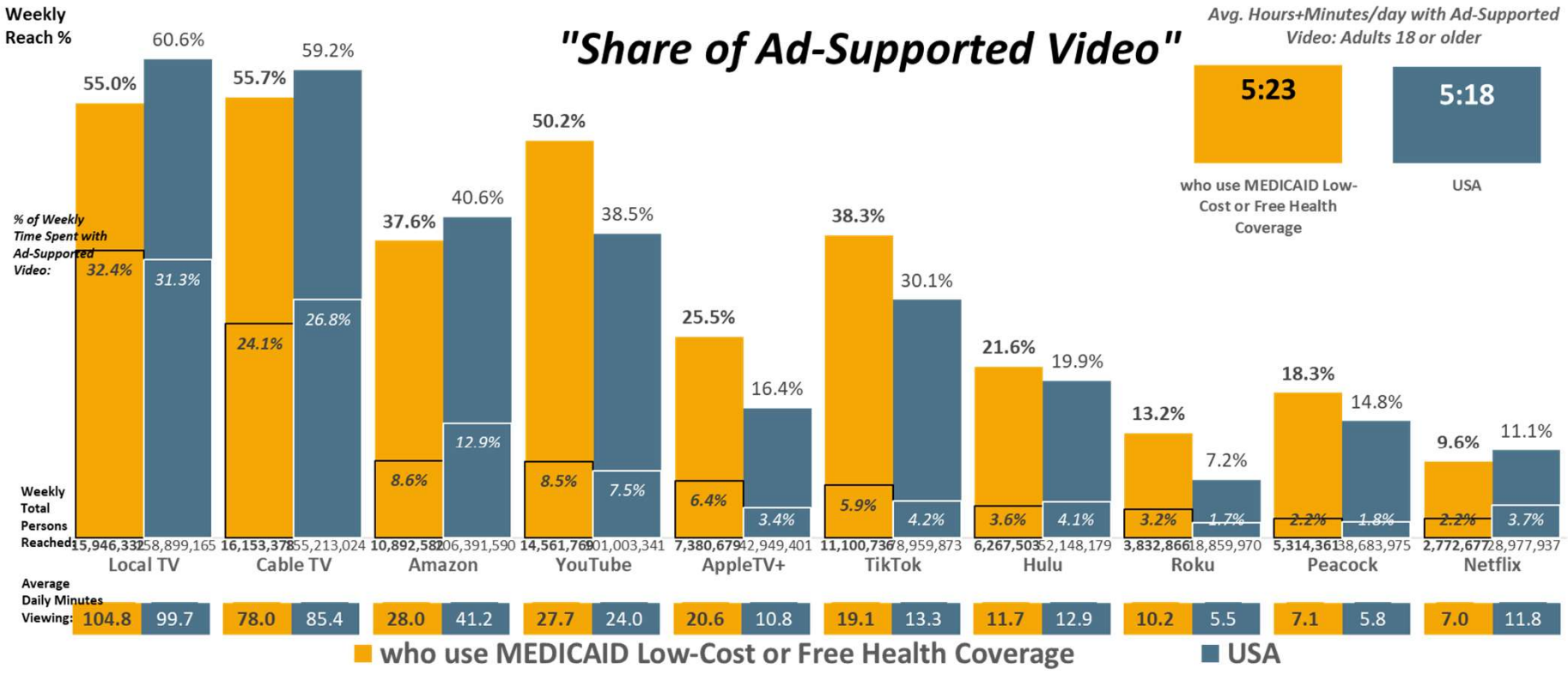
PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

15,946,332 or 55.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 104.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

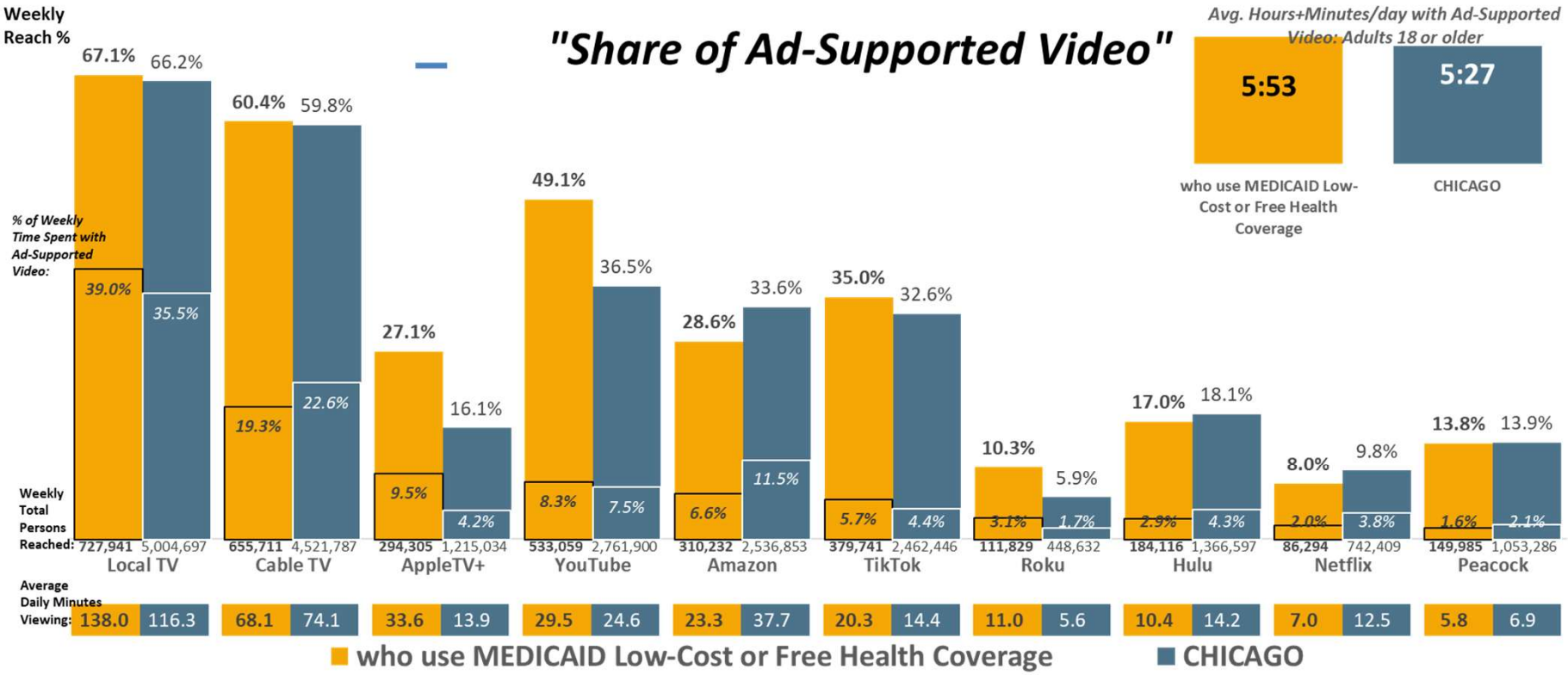
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

727,941 or 67.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 138. minutes every day representing 39.% of all time spent daily with Ad-Supported Video.



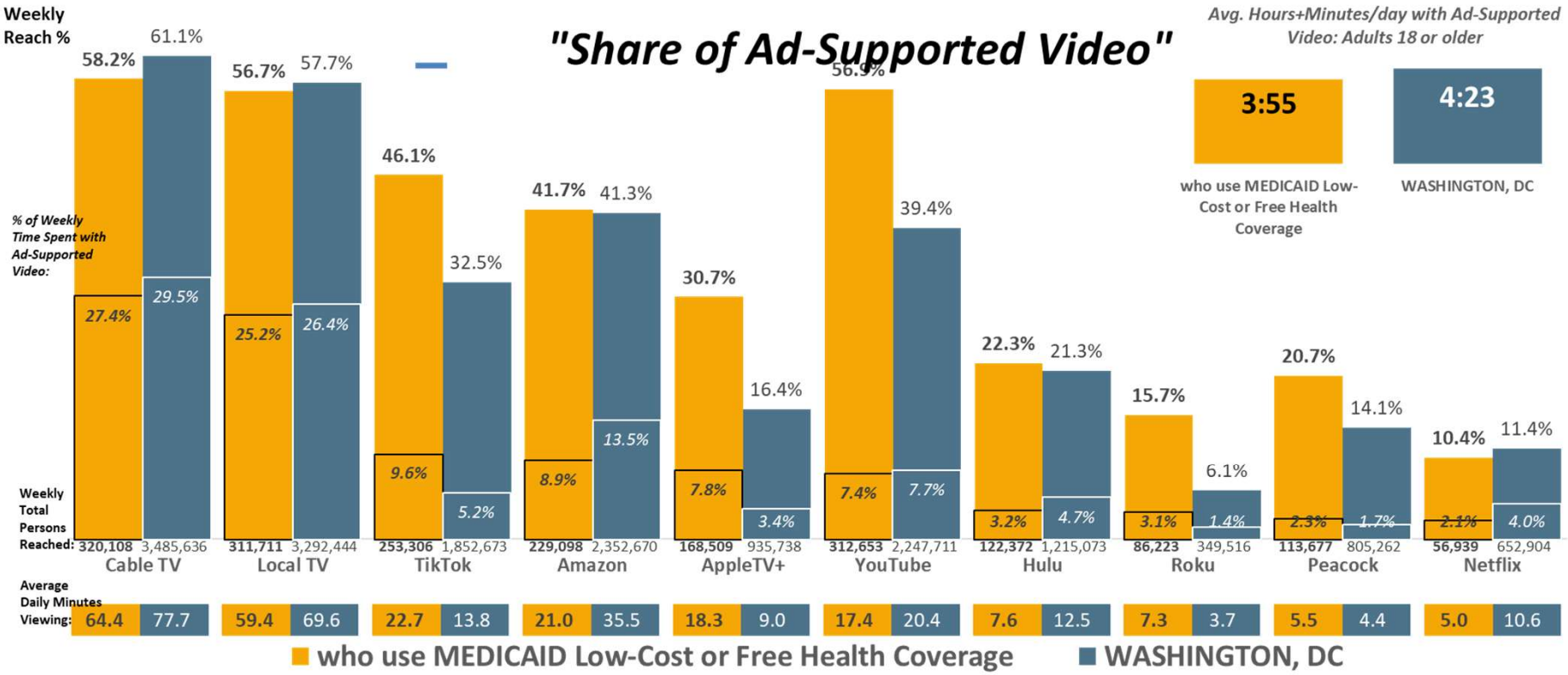
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

311,711 or 56.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 59.4 minutes every day representing 25.2% of all time spent daily with Ad-Supported Video.



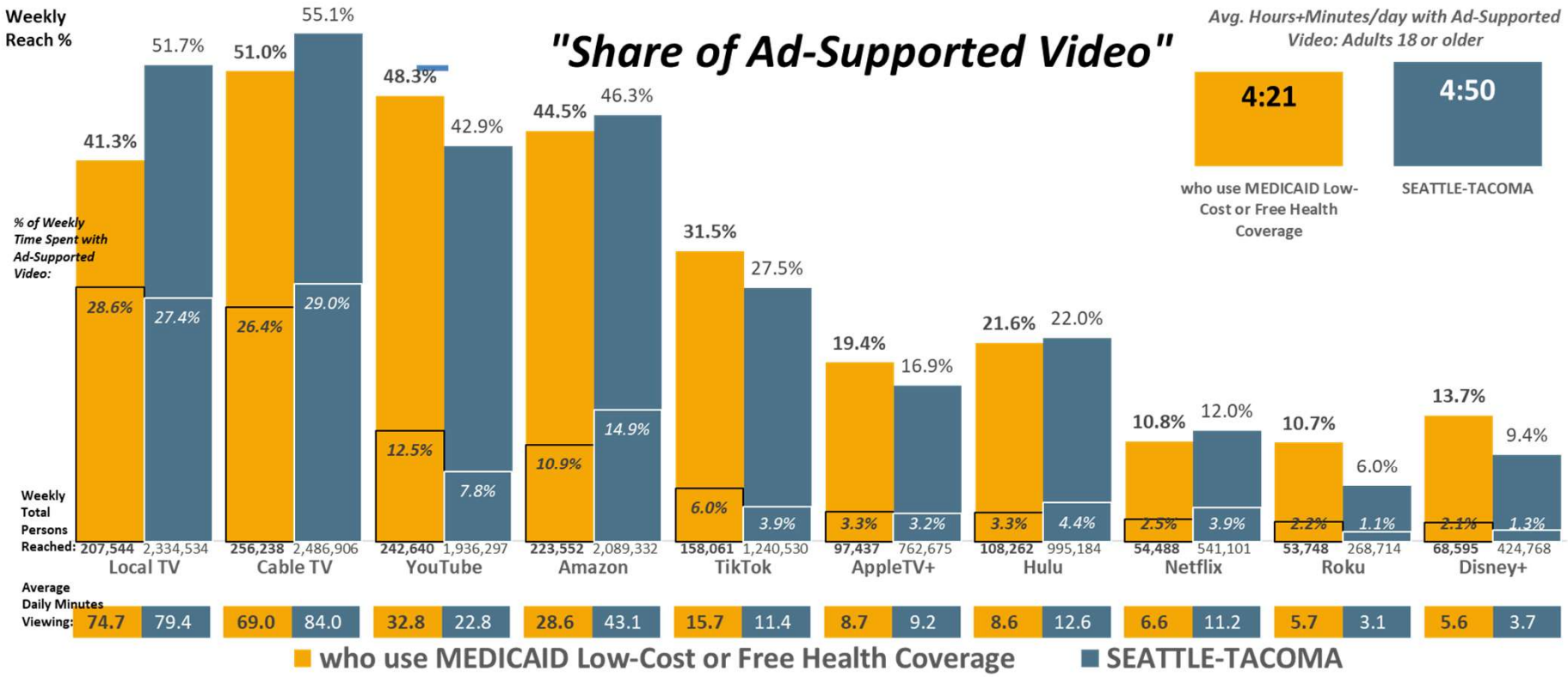
WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

207,544 or 41.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 74.7 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.



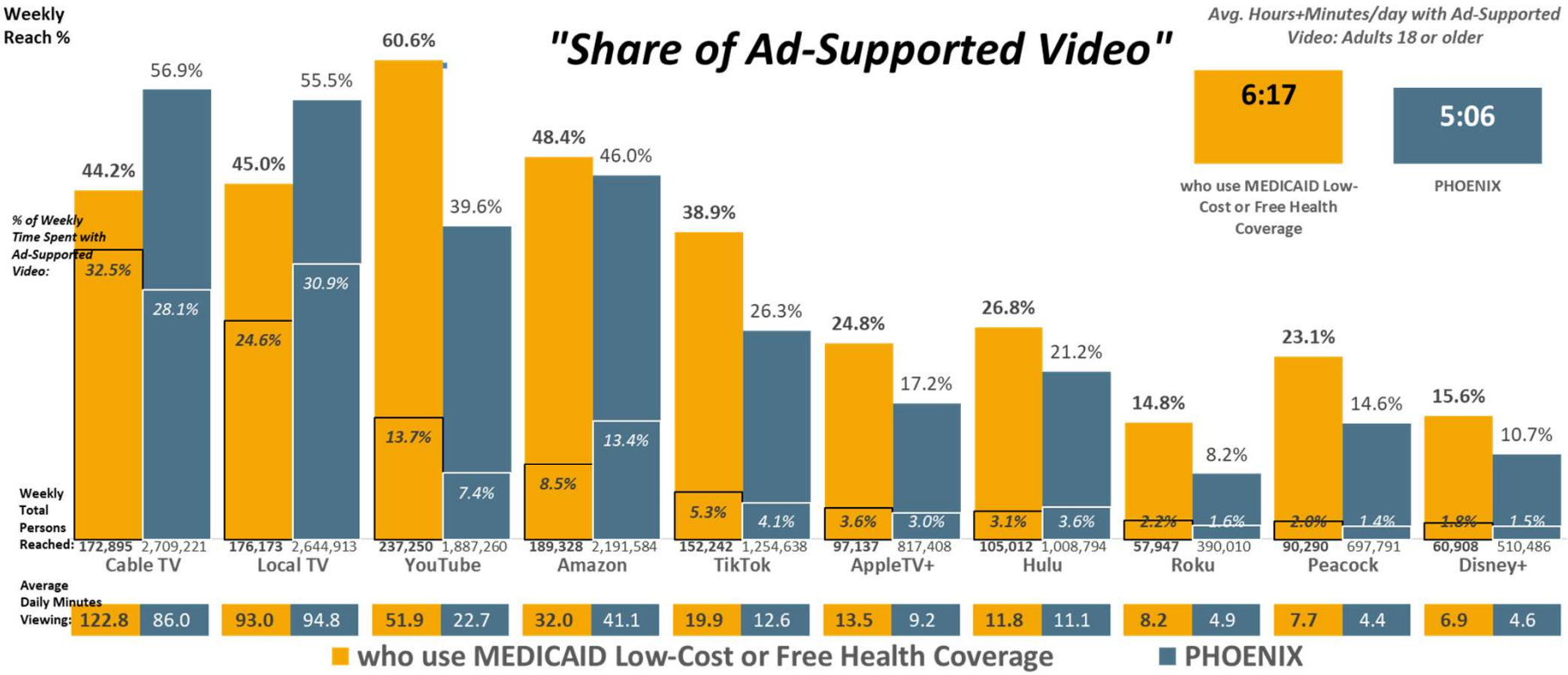
SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

176,173 or 45.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations for an average of 93. minutes every day representing 24.6% of all time spent daily with Ad-Supported Video.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

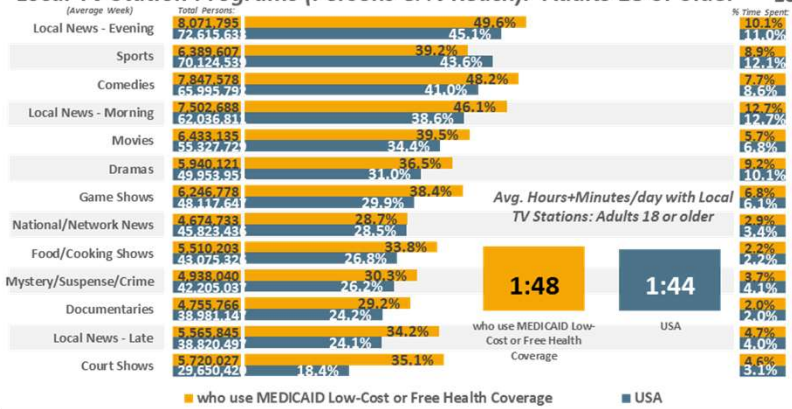
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

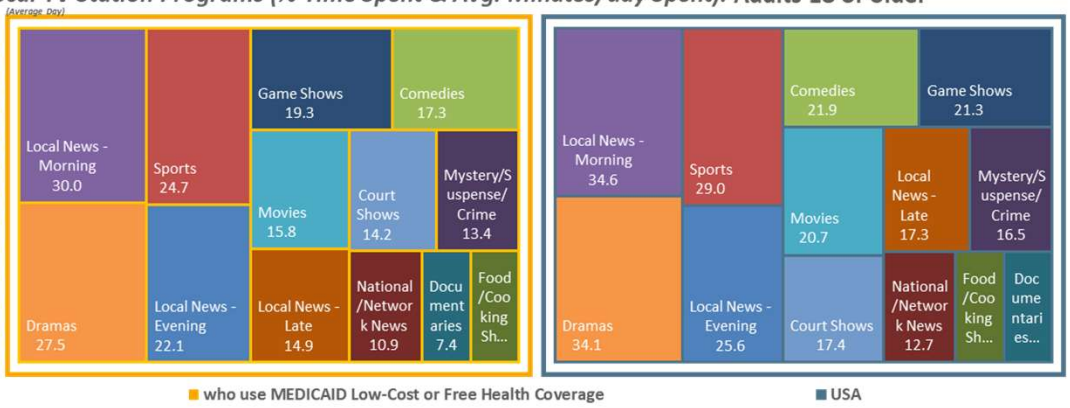
Type of health insurance: Medicaid

15,946,332 or 55.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Sports, Movies, and Game Shows.

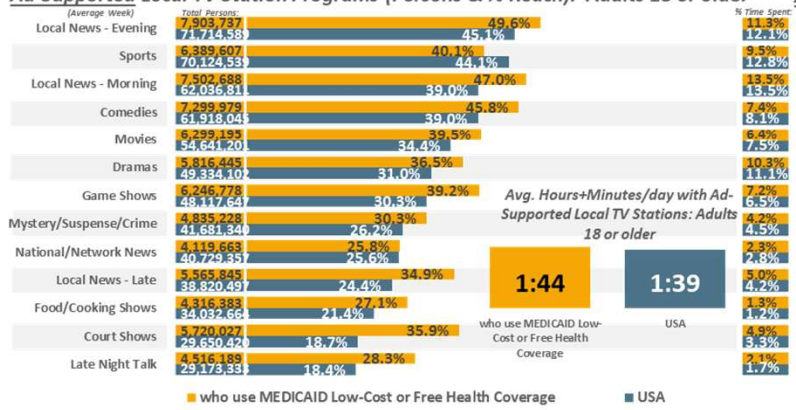
Local TV Station Programs (Persons & % Reach): Adults 18 or older



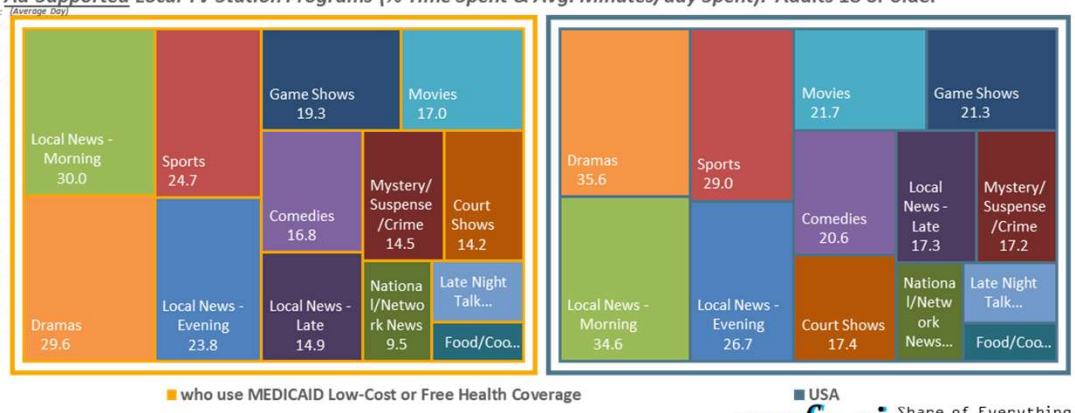
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

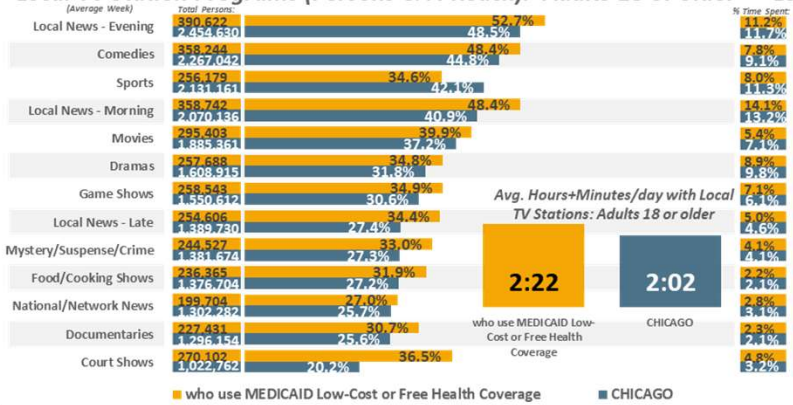
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

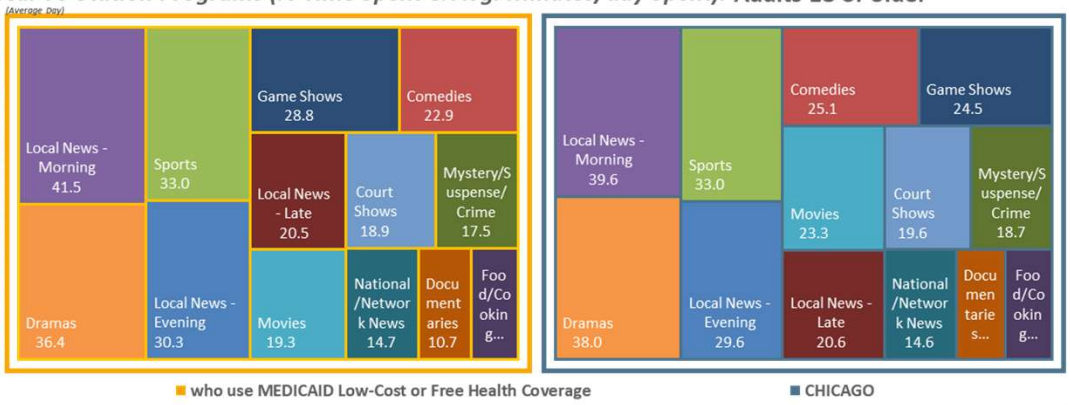
Type of health insurance: Medicaid

727,941 or 67.1% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Comedies, Movies, Court Shows, and Game Shows.

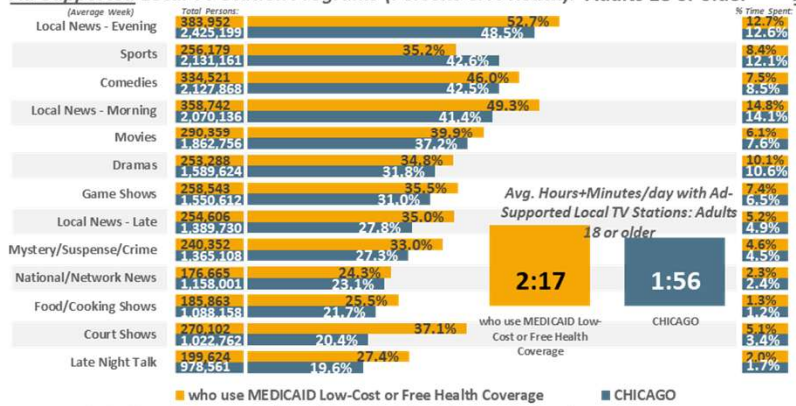
Local TV Station Programs (Persons & % Reach): Adults 18 or older



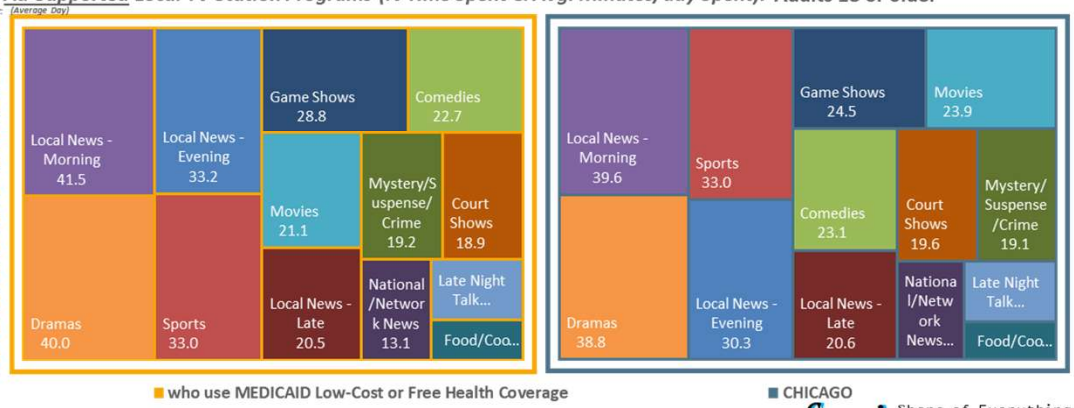
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

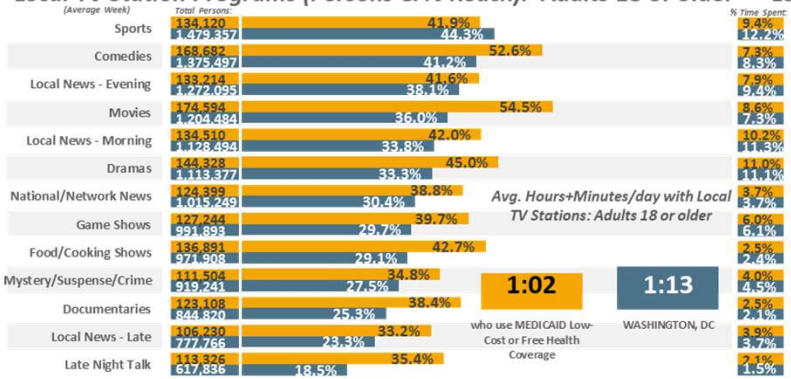
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

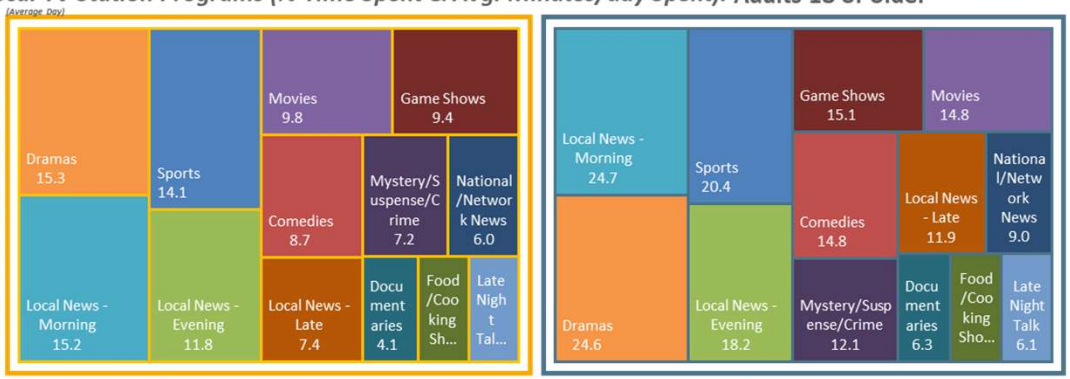
Type of health insurance: Medicaid

311,711 or 56.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Comedies, Dramas, Local News - Morning, Sports, and Local News - Evening.

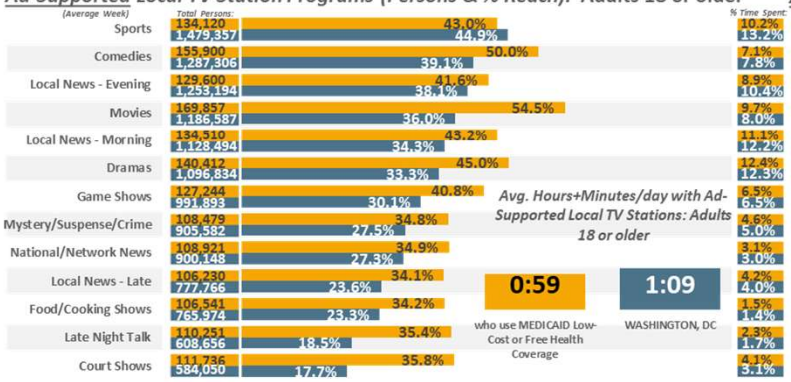
Local TV Station Programs (Persons & % Reach): Adults 18 or older



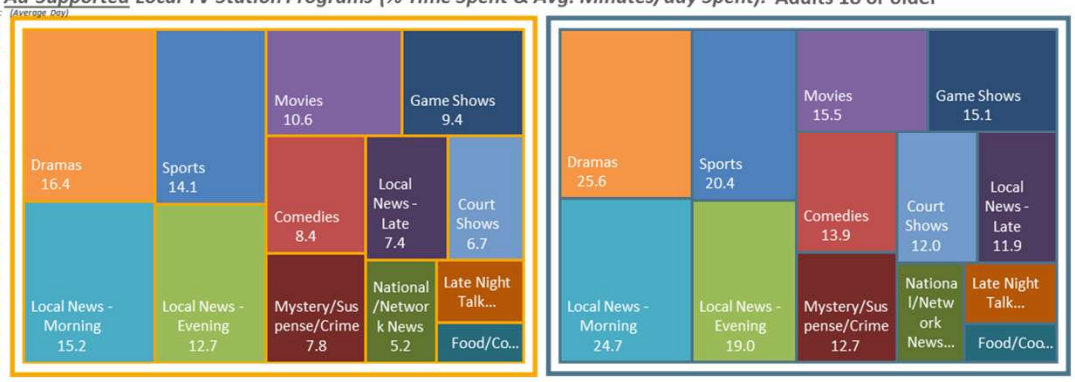
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

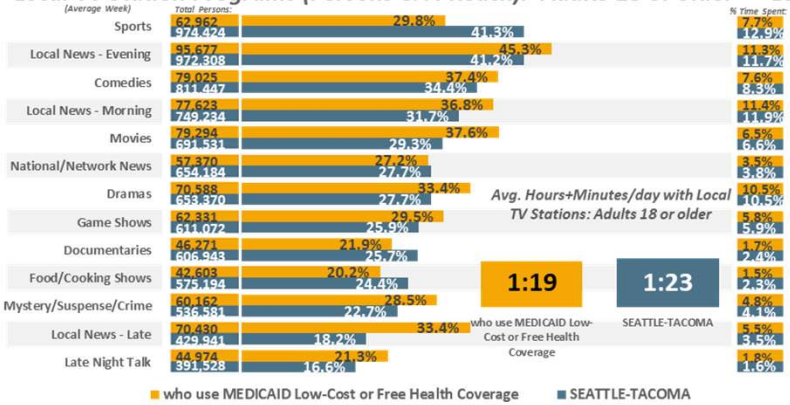
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

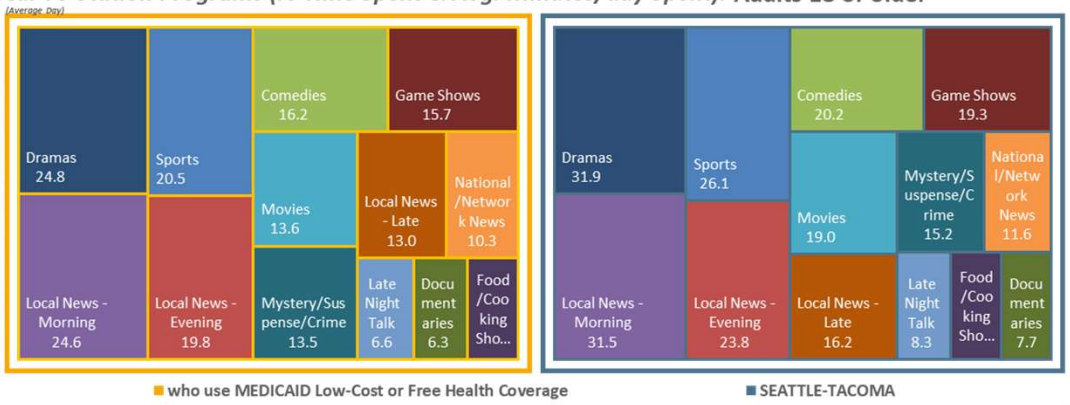
Type of health insurance: Medicaid

207,544 or 41.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Comedies, Local News - Late, and Dramas.

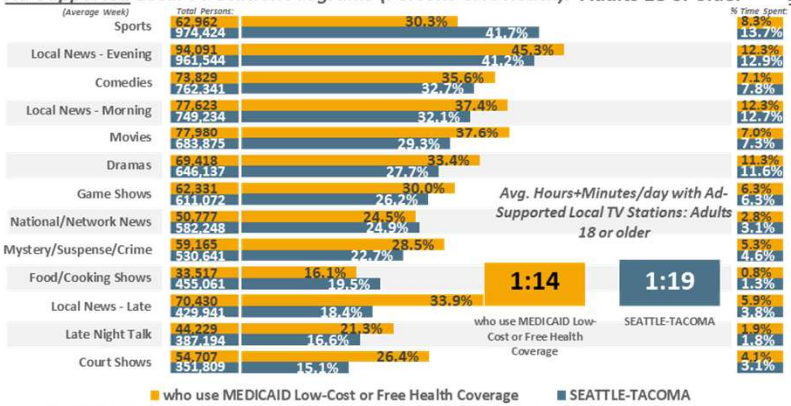
Local TV Station Programs (Persons & % Reach): Adults 18 or older



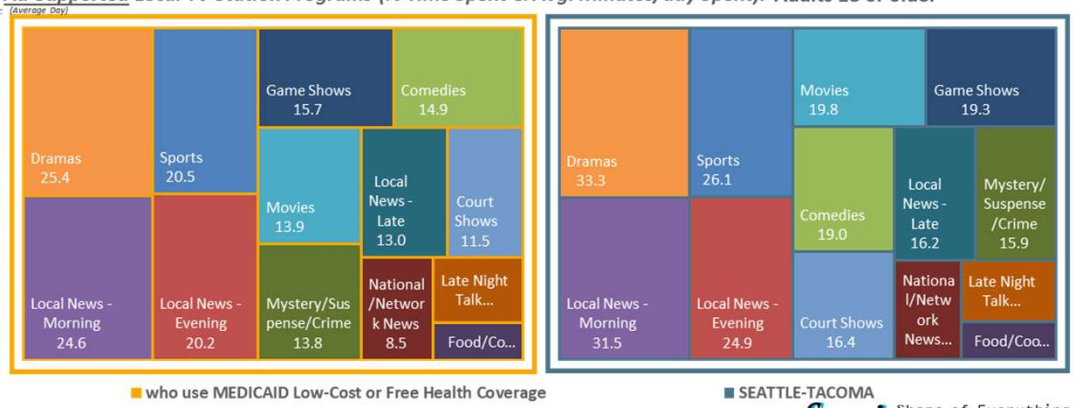
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

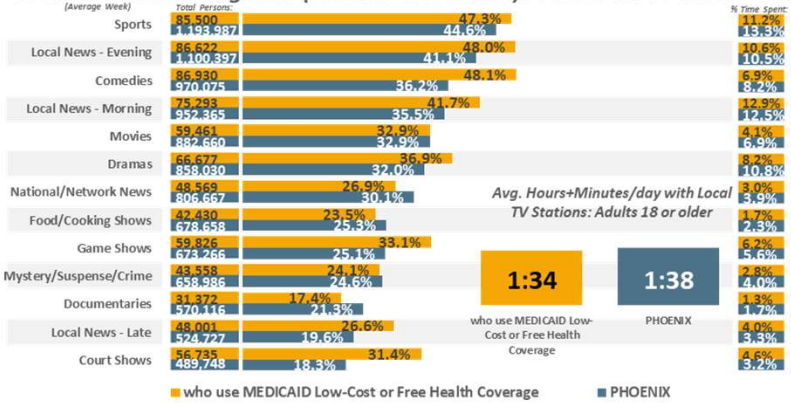
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

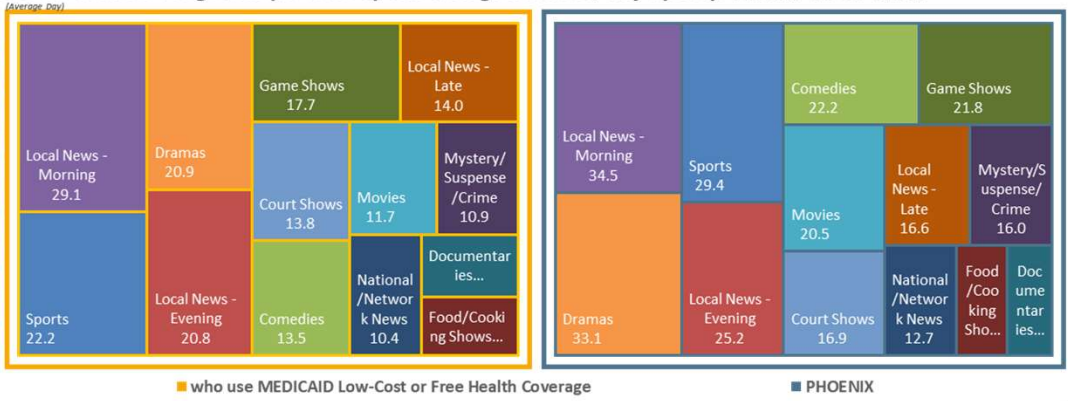
Medicaid PHX

176,173 or 45.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Dramas, and Game Shows.

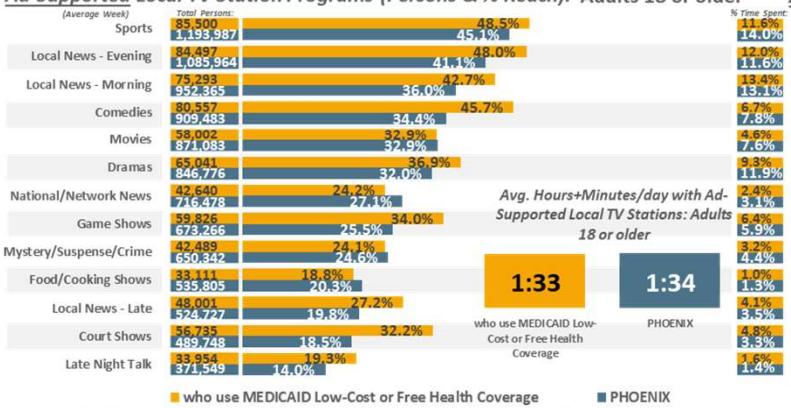
Local TV Station Programs (Persons & % Reach): Adults 18 or older



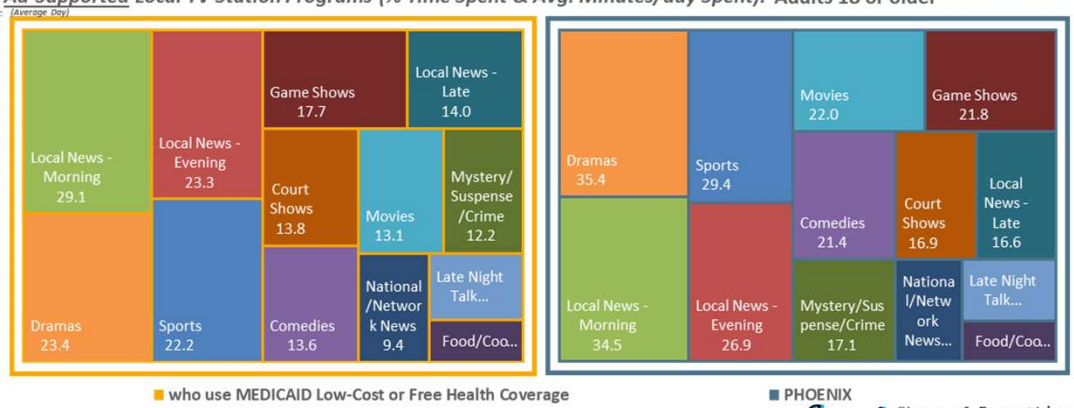
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

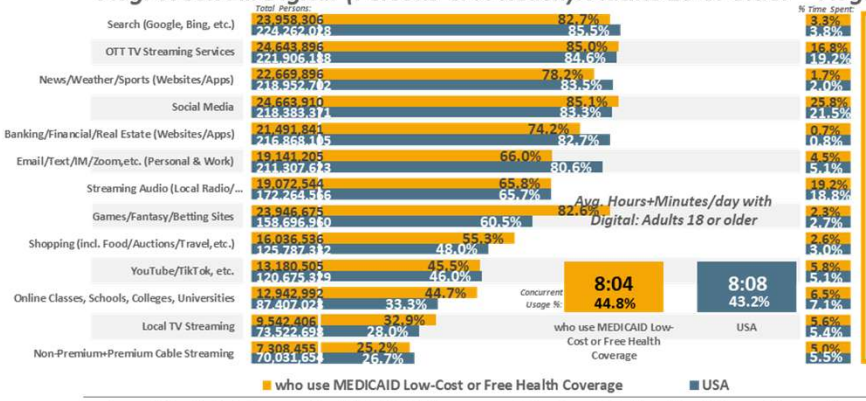
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

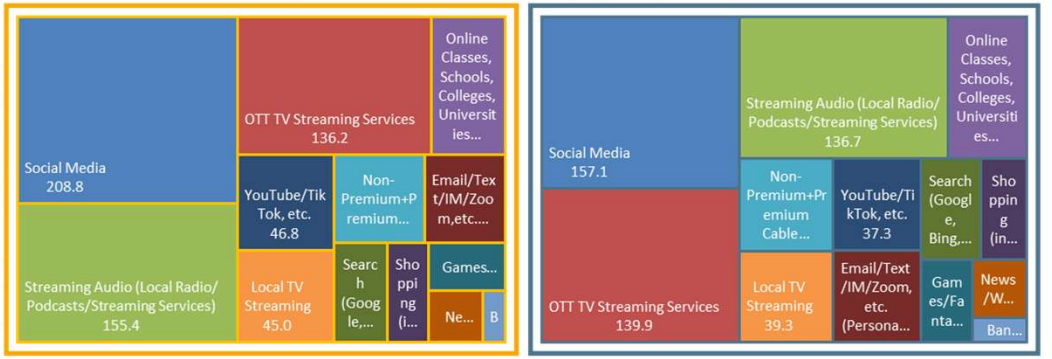


21,370,029 or 73.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 180.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Digital Media.

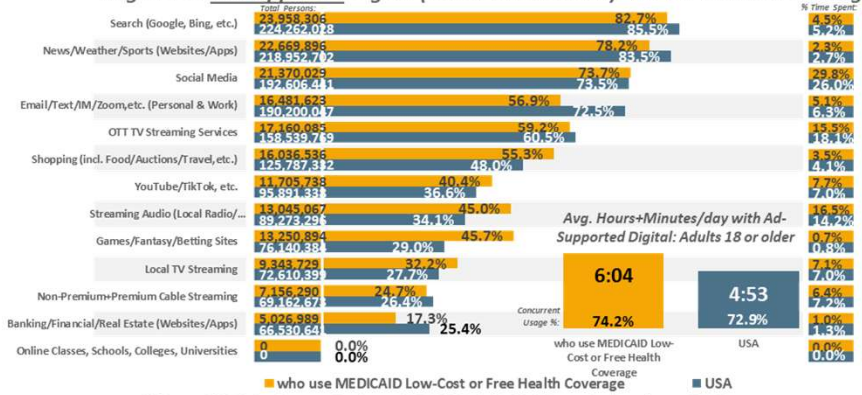
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



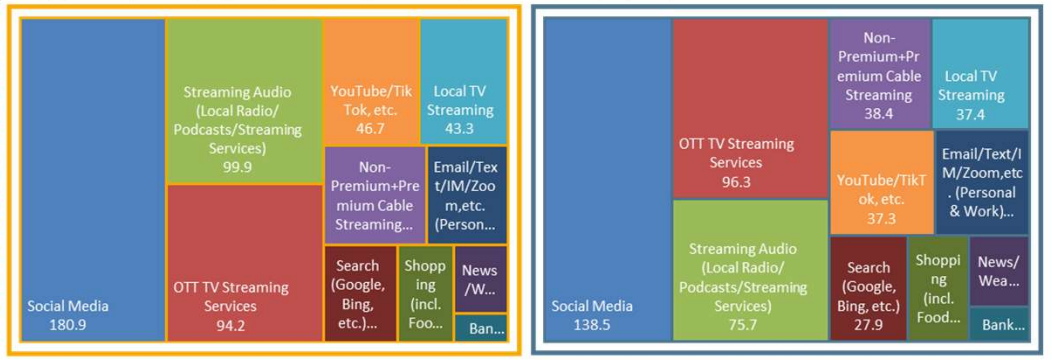
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

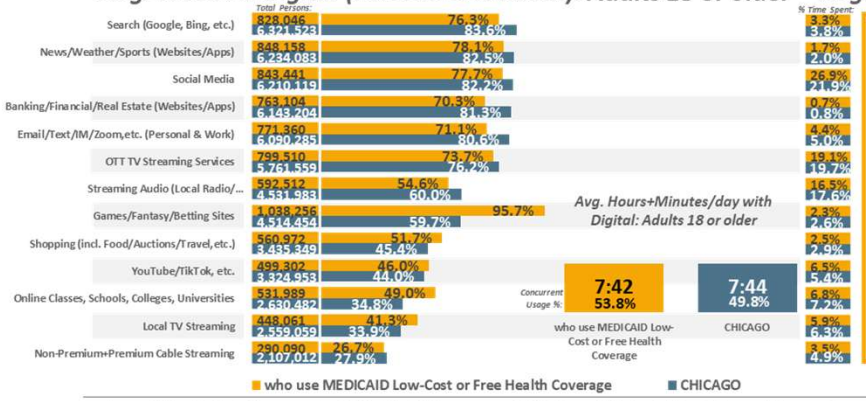
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

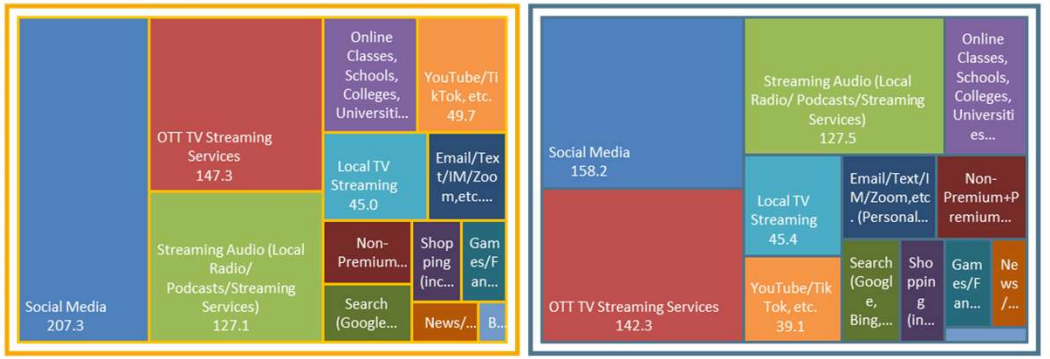
Type of health insurance: Medicaid

704,539 or 64.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 173.2 minutes every day representing 30.% of all time spent daily with Ad-Supported Digital Media.

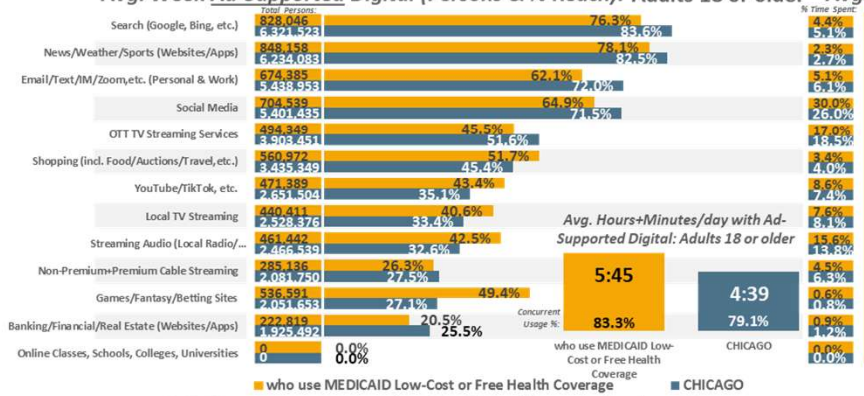
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



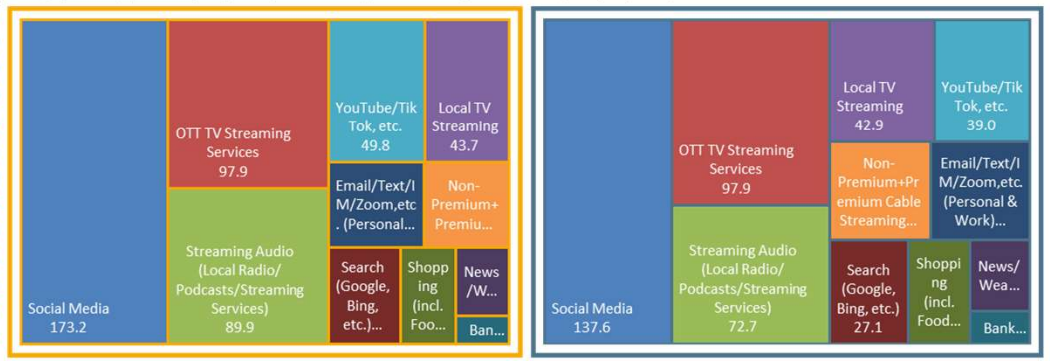
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

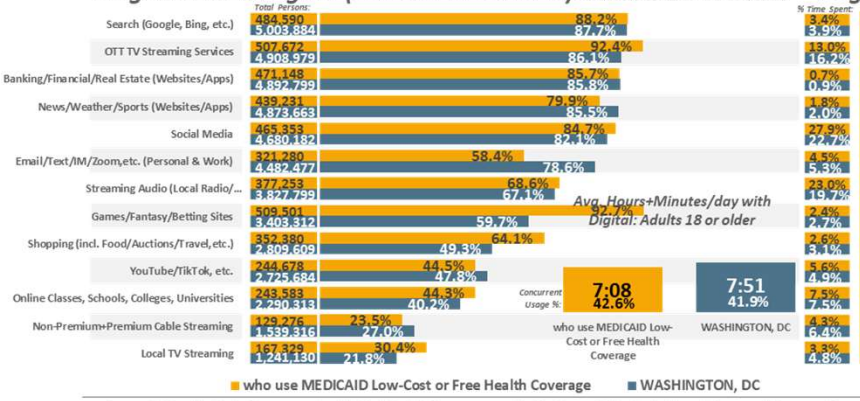
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

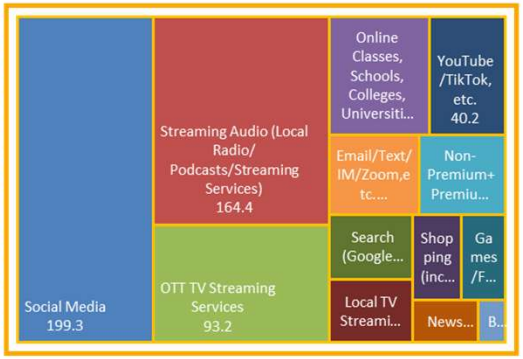
Type of health insurance: Medicaid

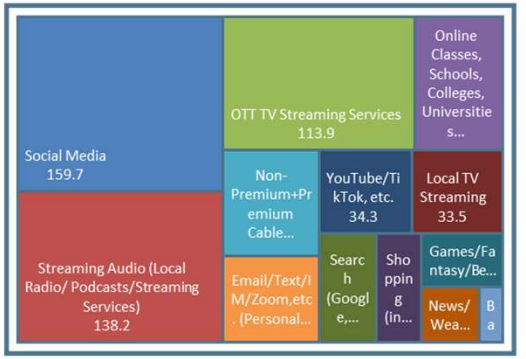
406,121 or 73.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 174. minutes every day representing 32.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 18 or older



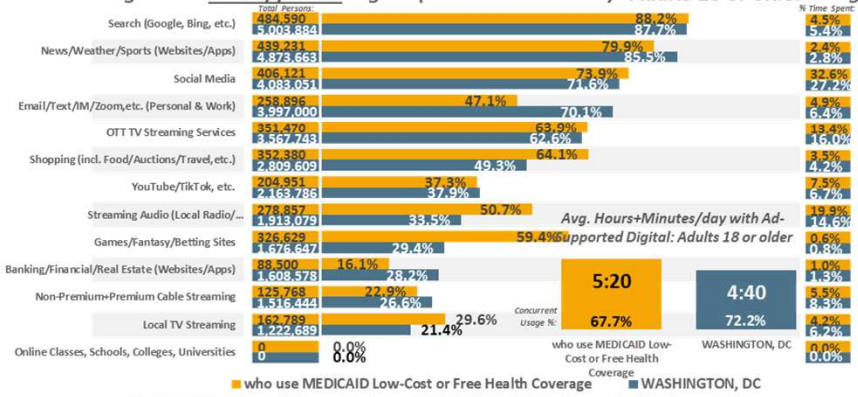
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



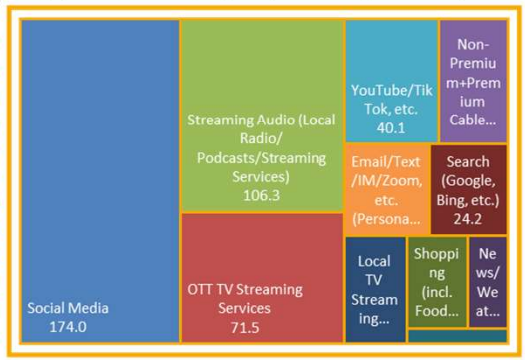


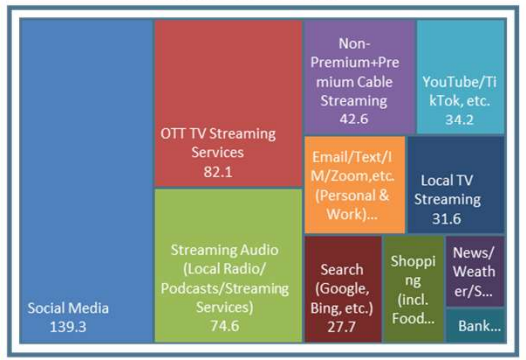
who use MEDICAID Low-Cost or Free Health Coverage ■ WASHINGTON, DC

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





who use MEDICAID Low-Cost or Free Health Coverage ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

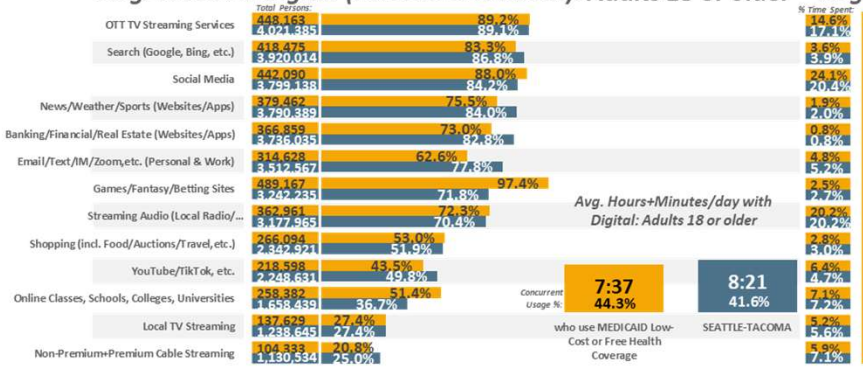
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

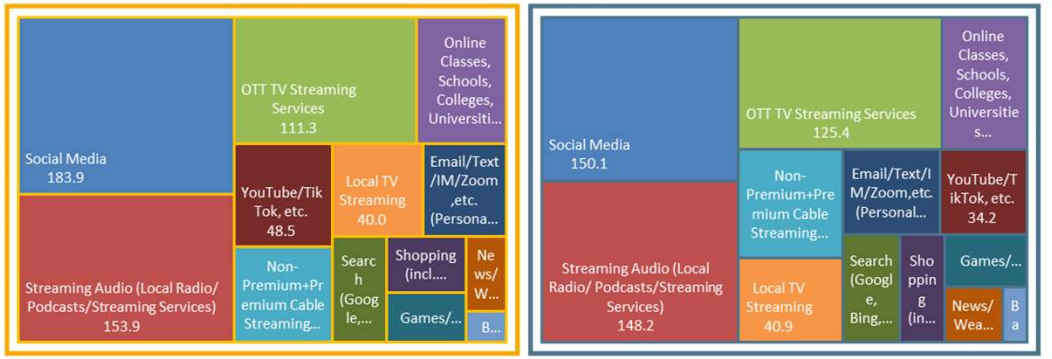
Type of health insurance: Medicaid

386,876 or 77.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 160.9 minutes every day representing 28.7% of all time spent daily with Ad-Supported Digital Media.

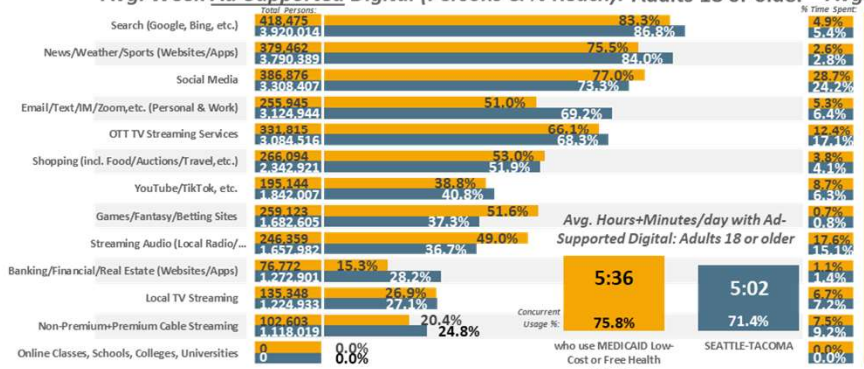
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



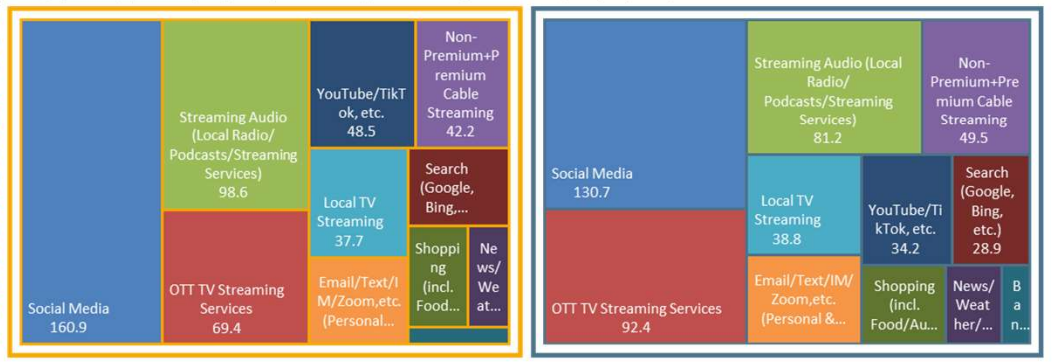
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

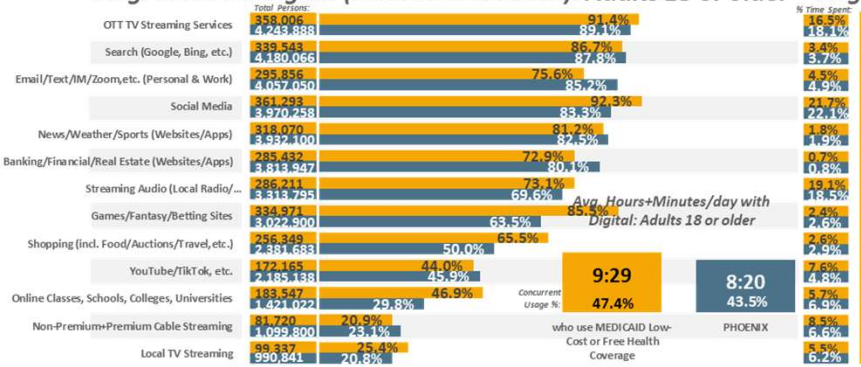
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

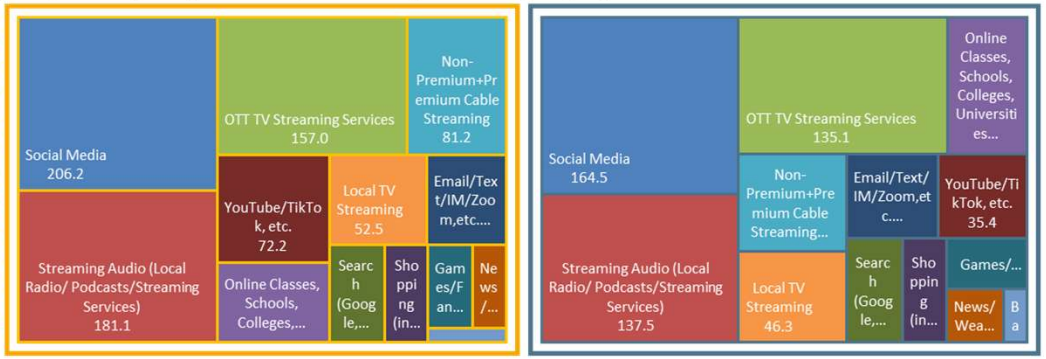
Type of health insurance: Medicaid

319,169 or 81.5% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Social Media for an average of 182.2 minutes every day representing 25.8% of all time spent daily with Ad-Supported Digital Media.

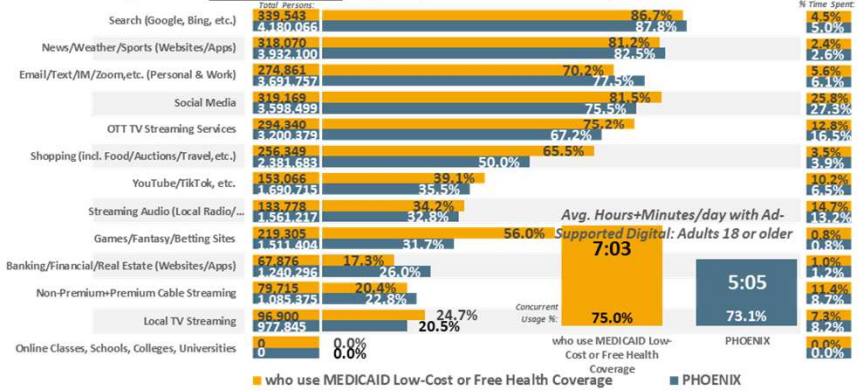
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



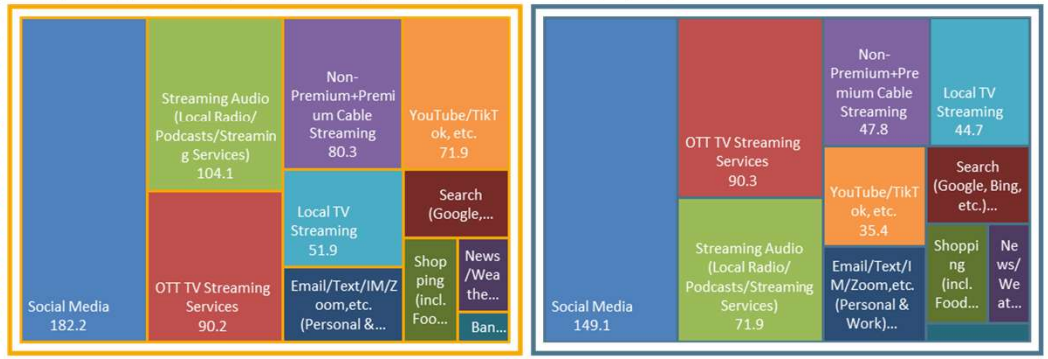
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

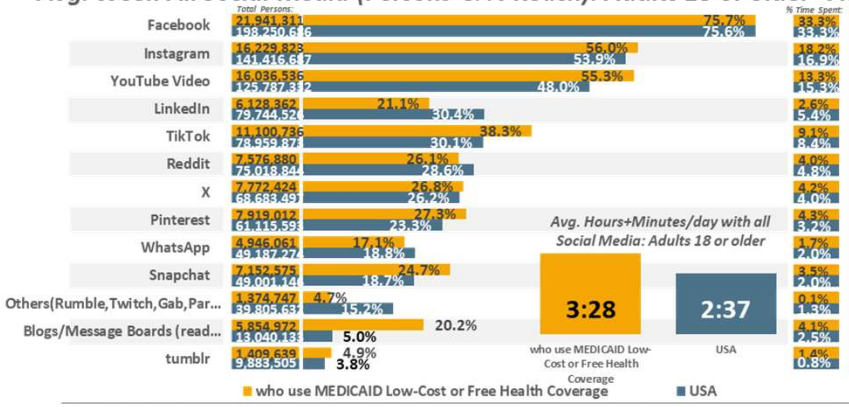
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

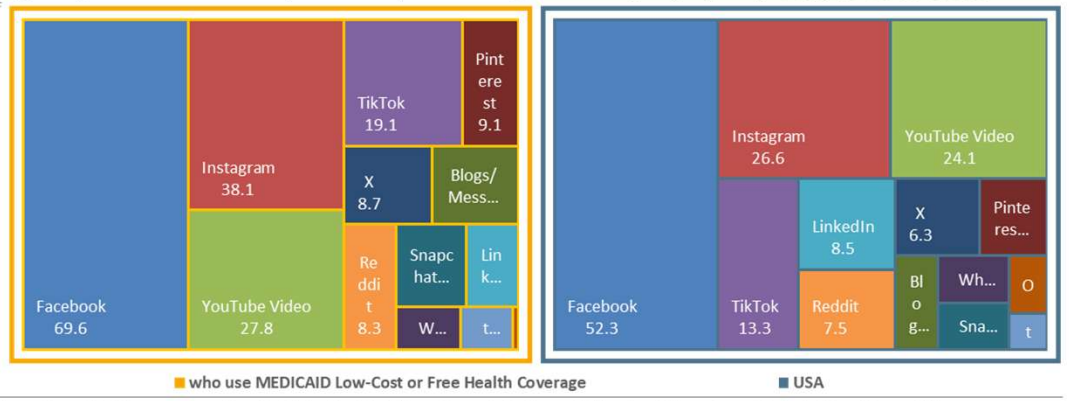
Type of health insurance: Medicaid

21,370,029 or 73.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 63.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

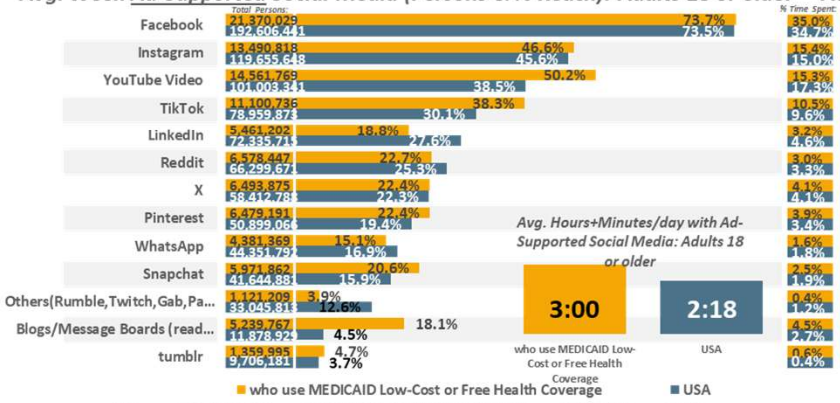
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



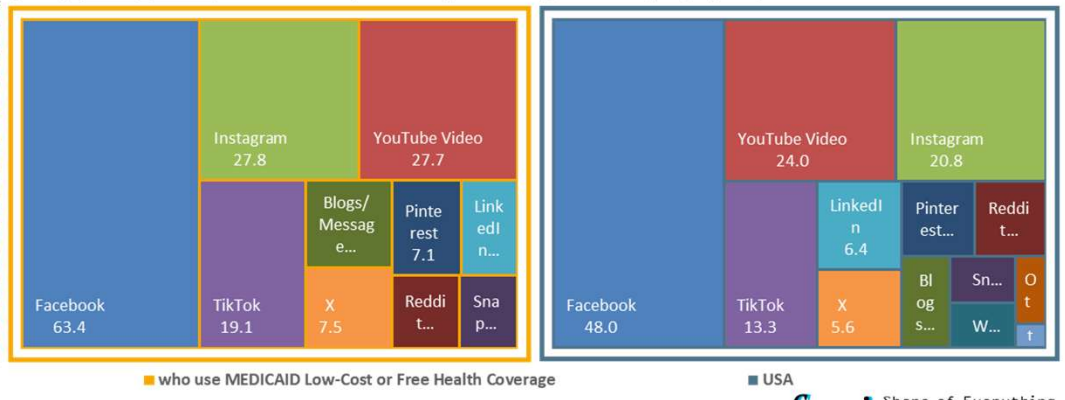
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

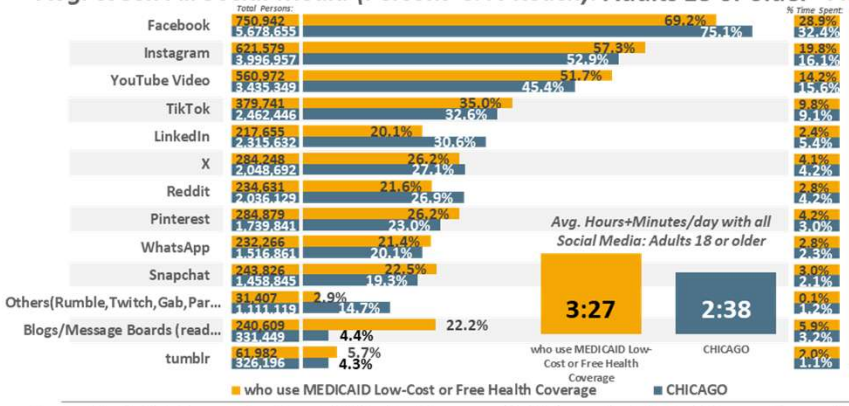
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

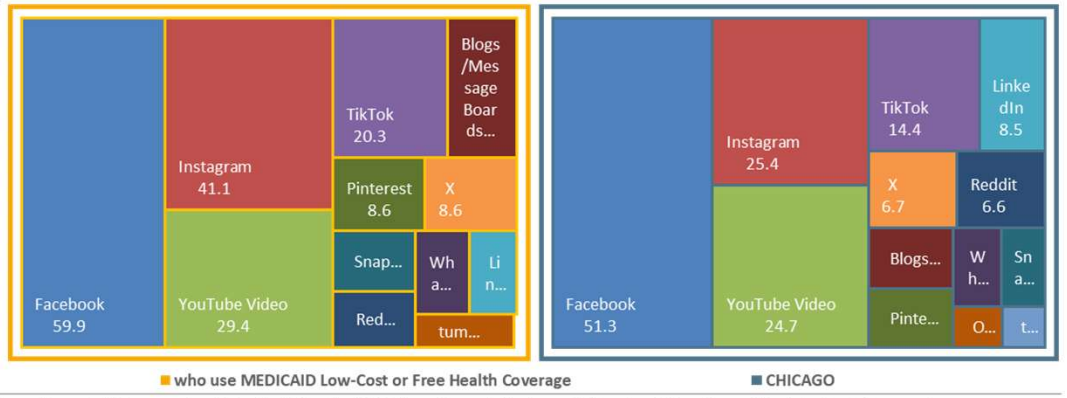
Type of health insurance: Medicaid

704,539 or 64.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 54.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

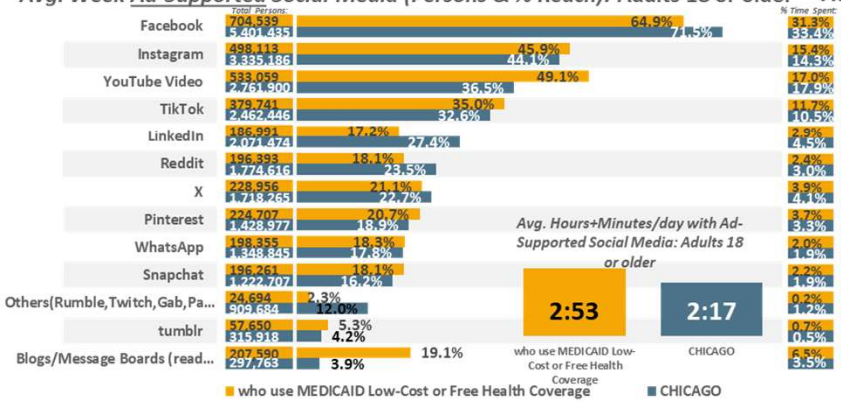
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



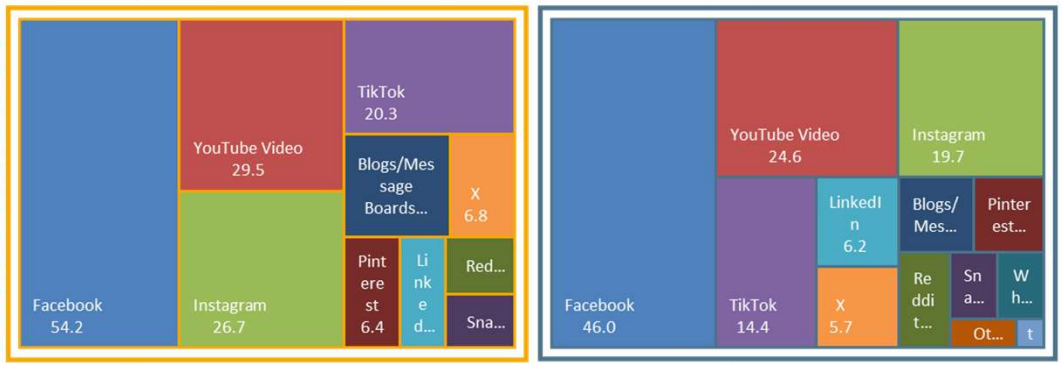
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

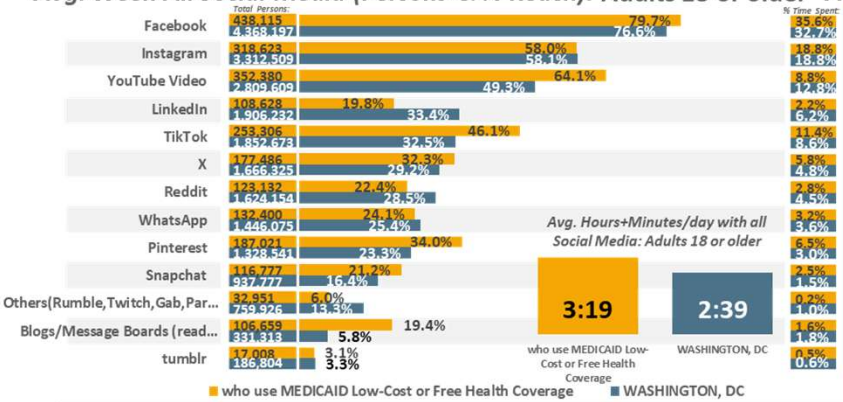
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

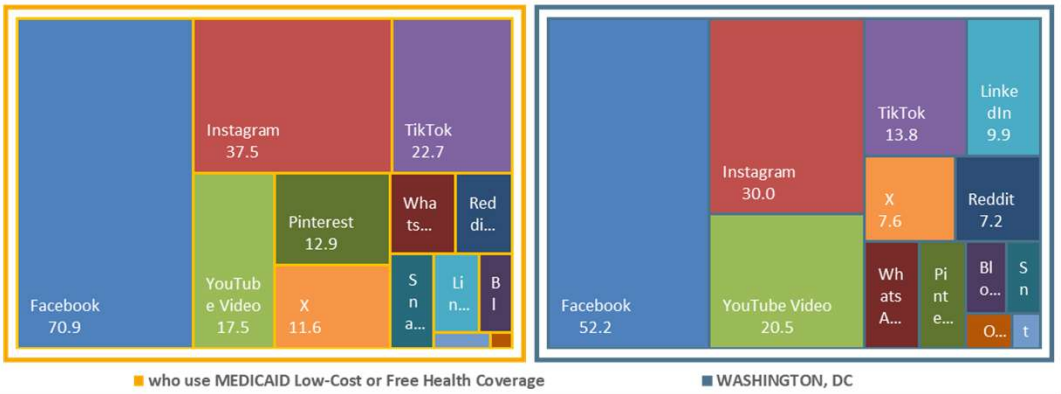
Type of health insurance: Medicaid

406,121 or 73.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 63.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

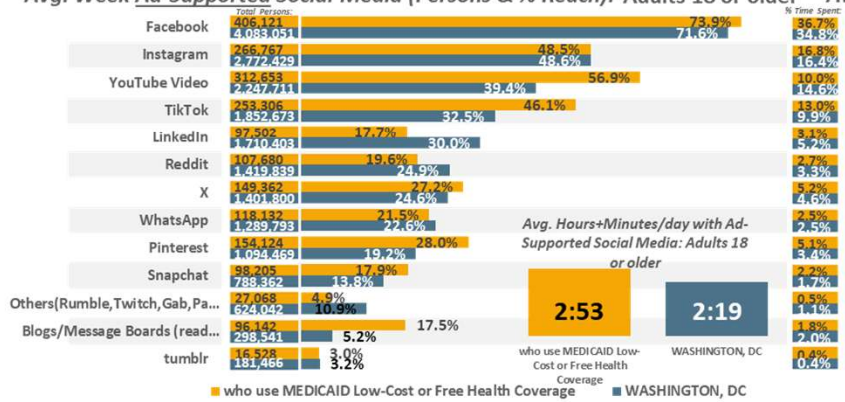


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

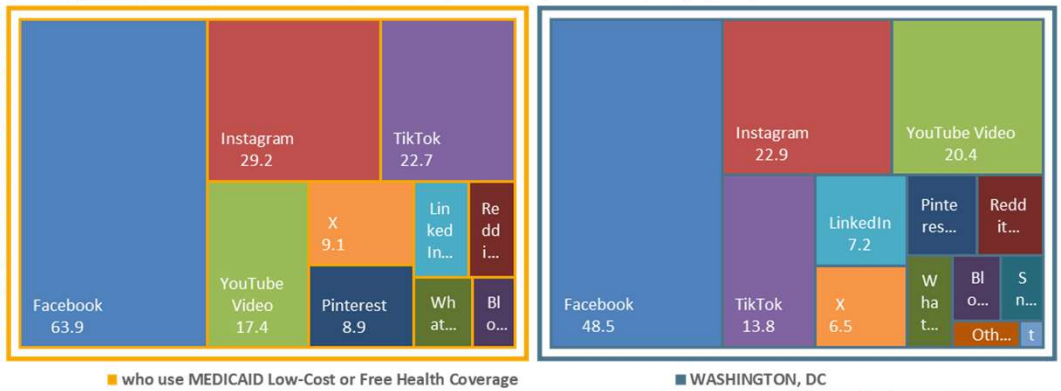


who use MEDICAID Low-Cost or Free Health Coverage ■ WASHINGTON, DC

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



who use MEDICAID Low-Cost or Free Health Coverage ■ WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

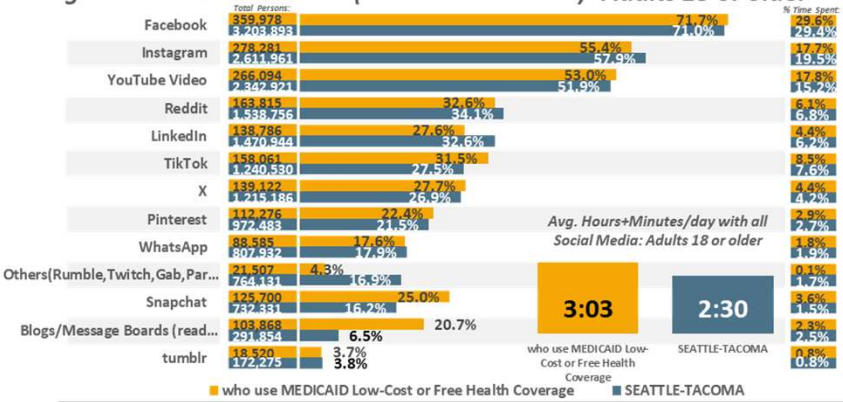
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

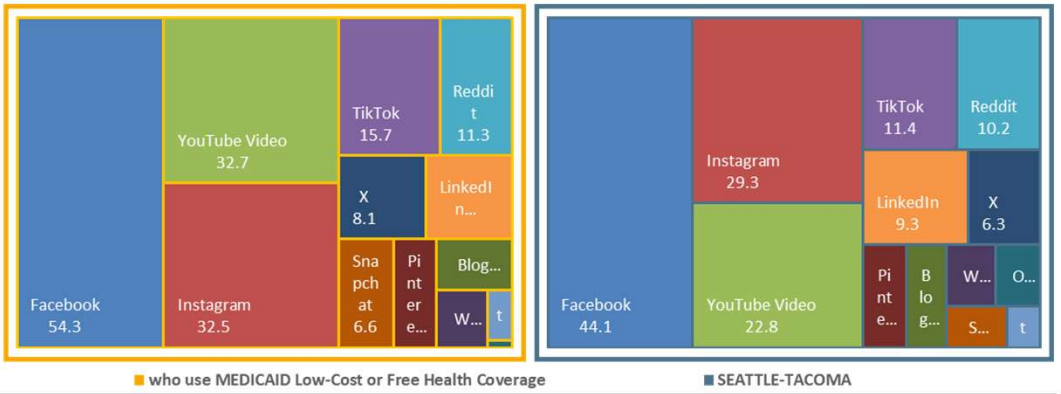
Type of health insurance: Medicaid

359,978 or 71.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 52.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

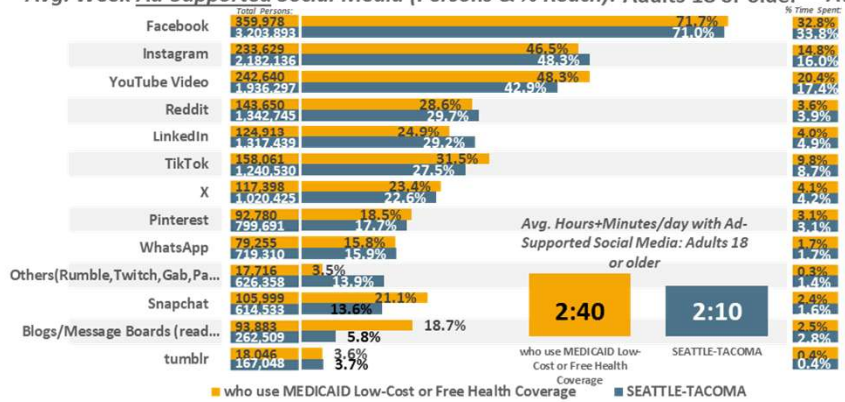
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



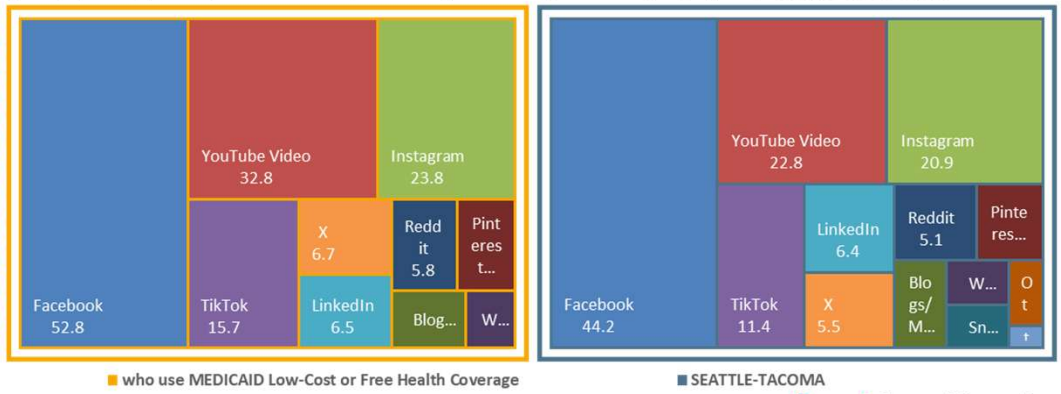
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

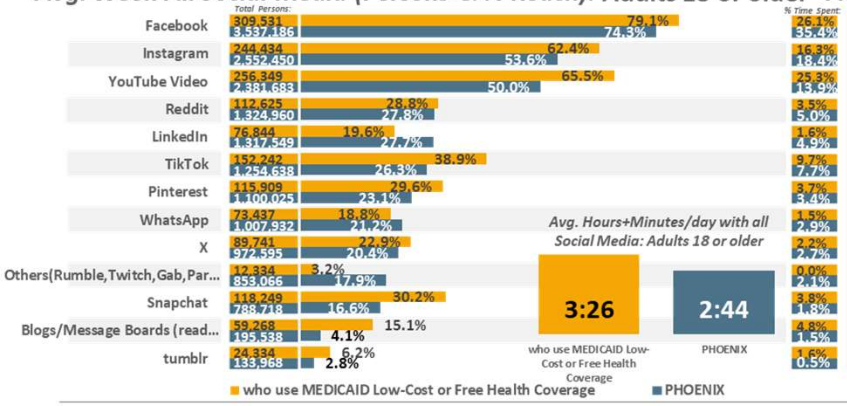
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

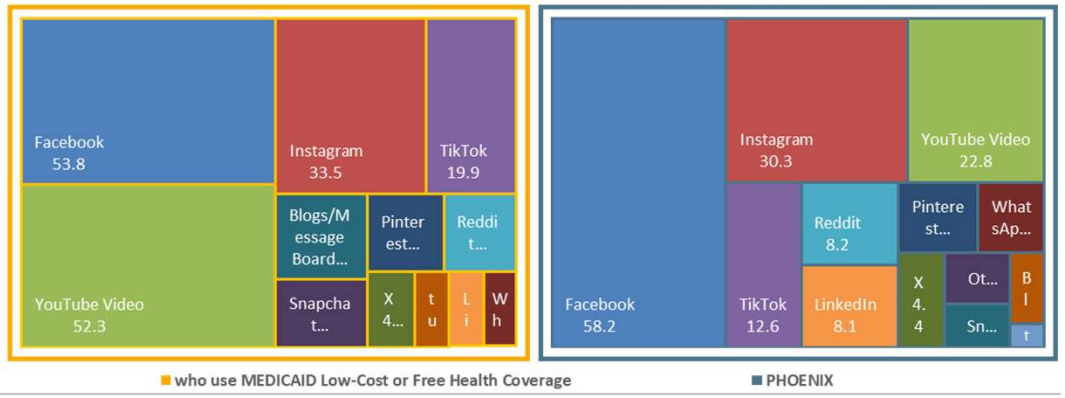
Type of health insurance: Medicaid

237,250 or 60.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported YouTube Video for an average of 51.9 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.

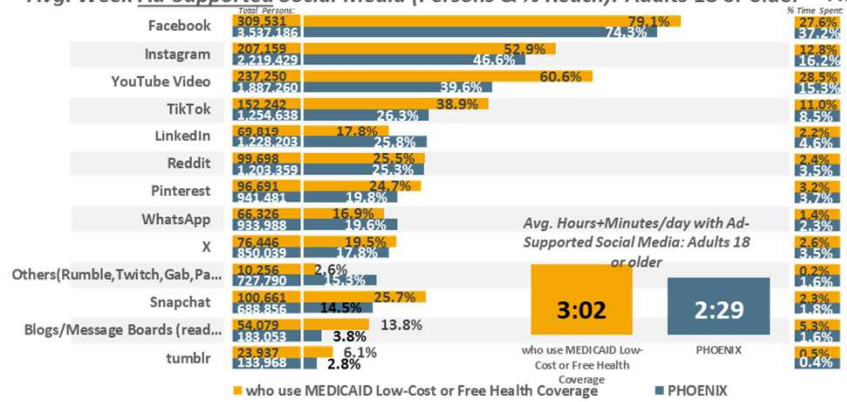
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



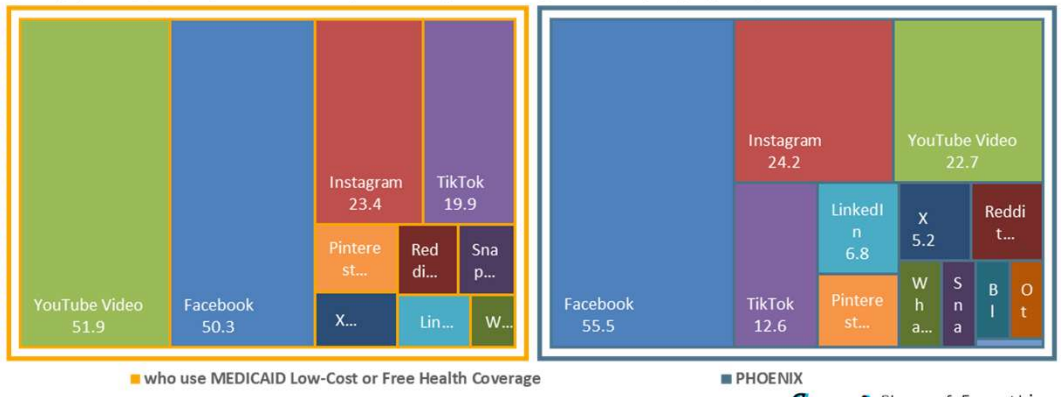
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

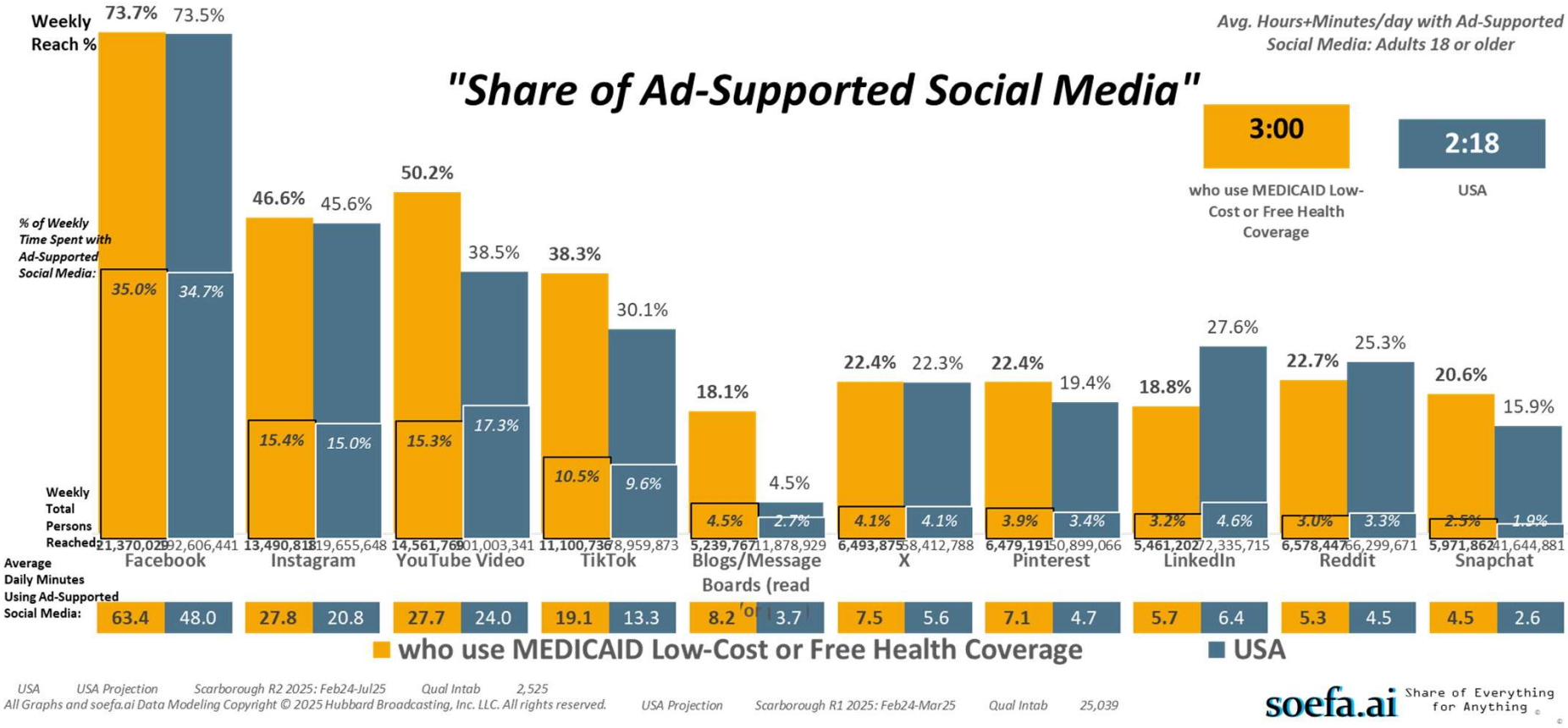
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid



21,370,029 or 73.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 63.4 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

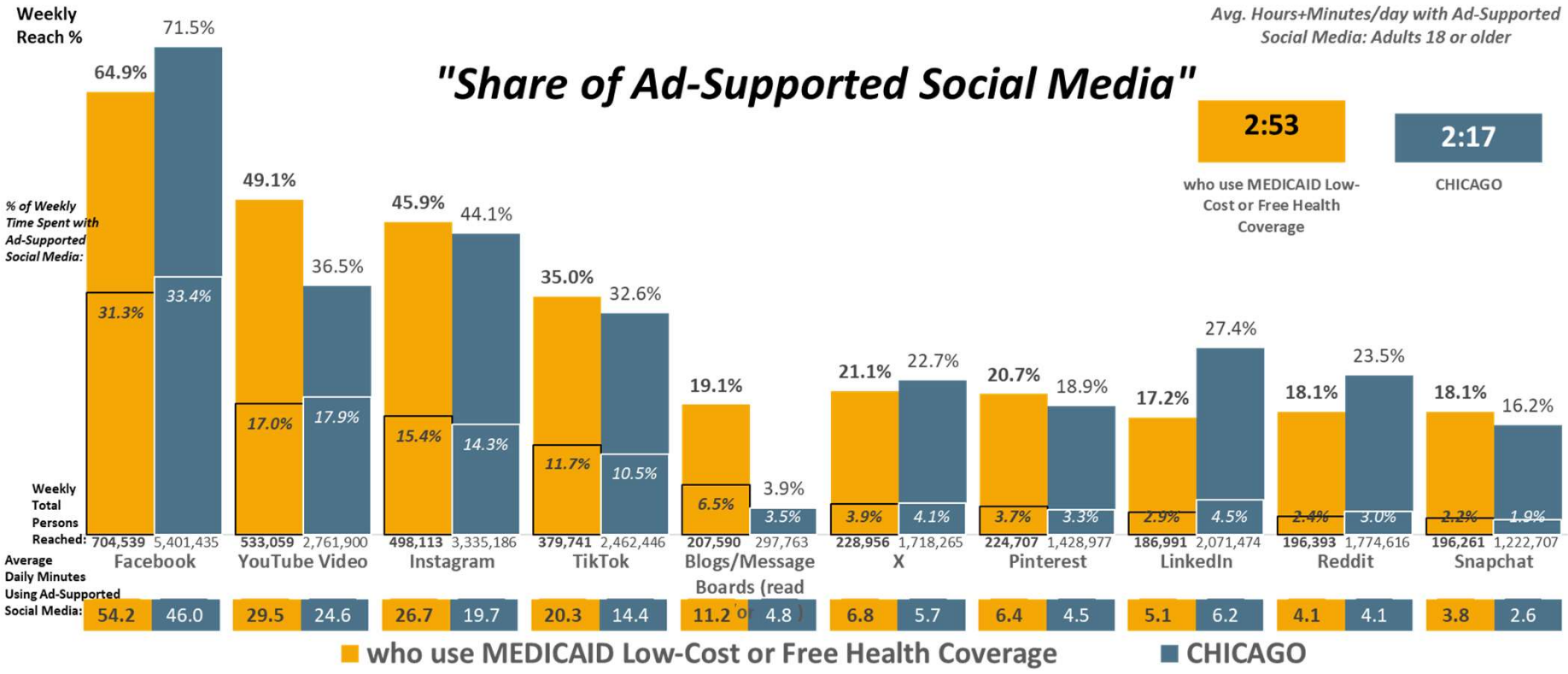
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

704,539 or 64.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 54.2 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.



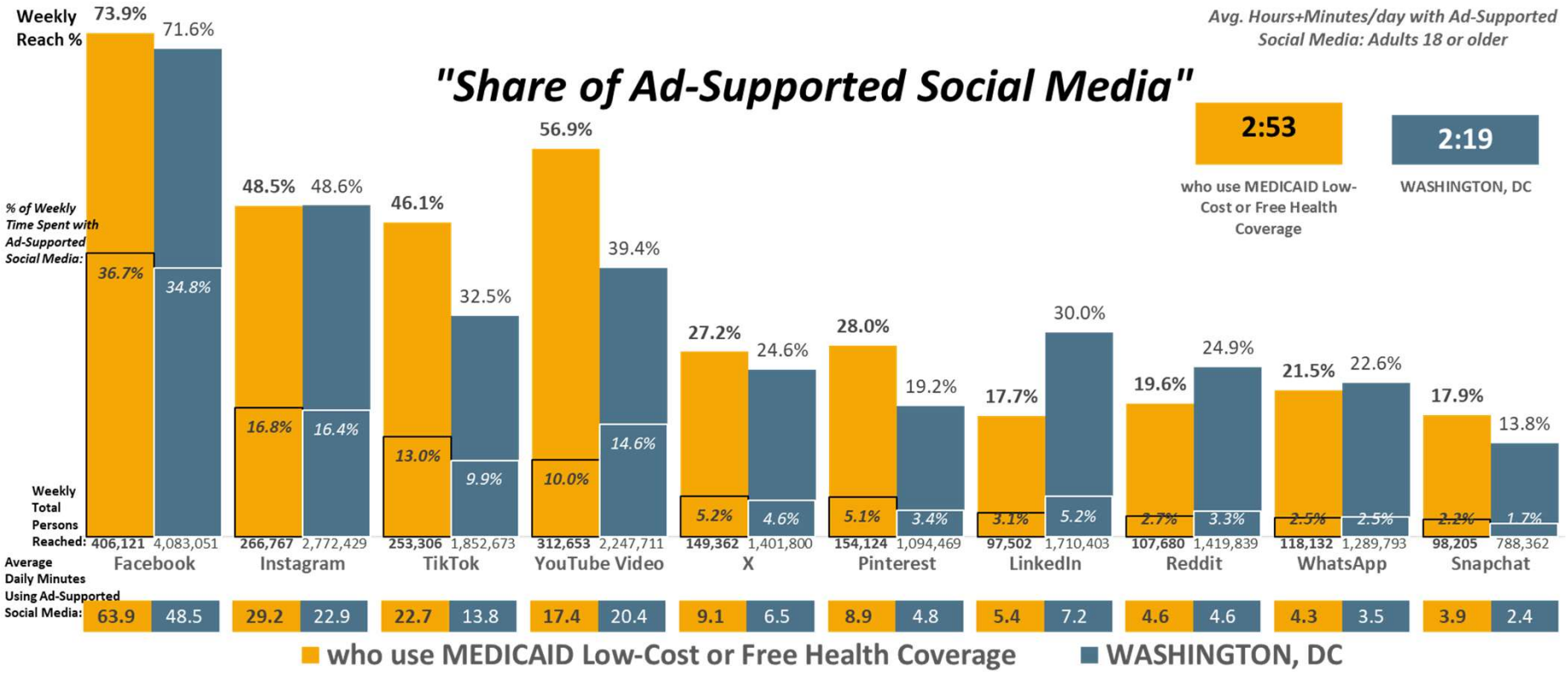
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

406,121 or 73.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 63.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.



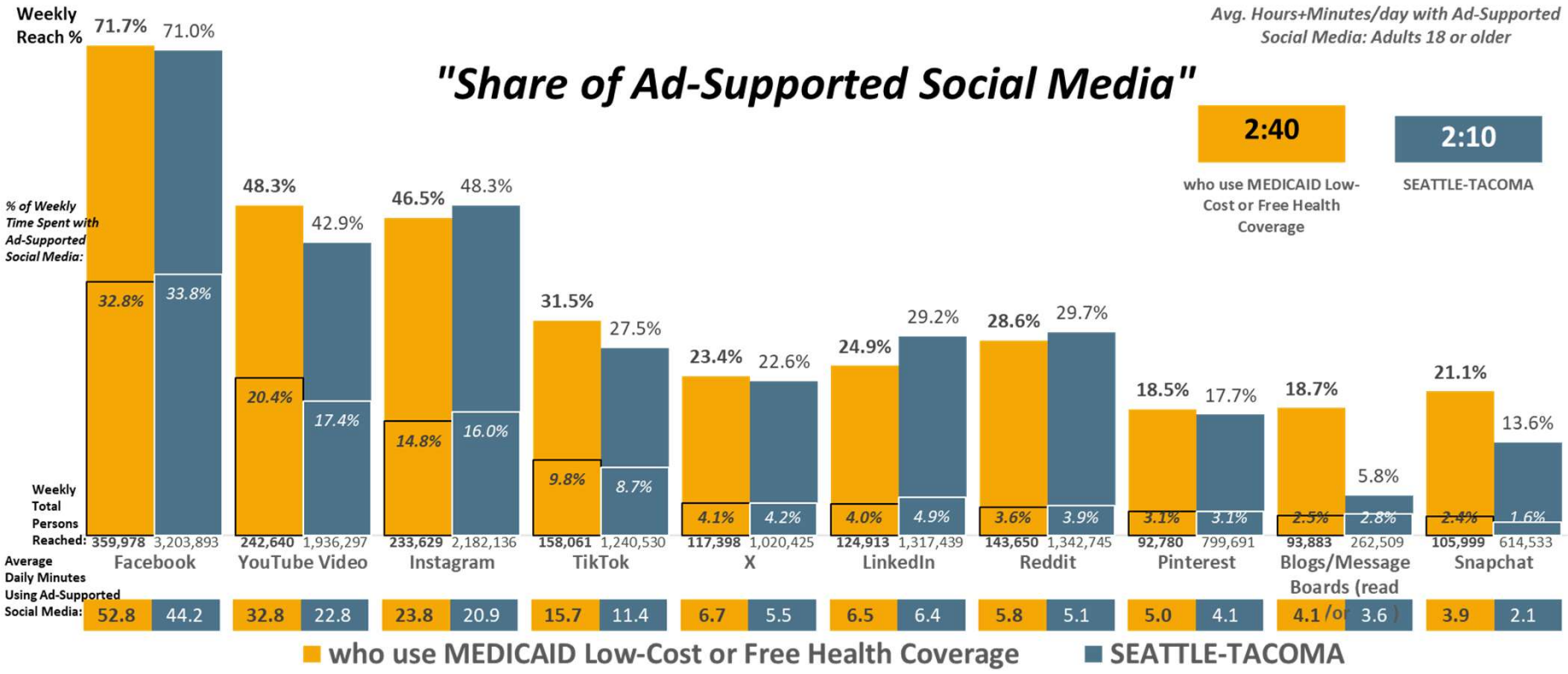
WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

359,978 or 71.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported Facebook for an average of 52.8 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.



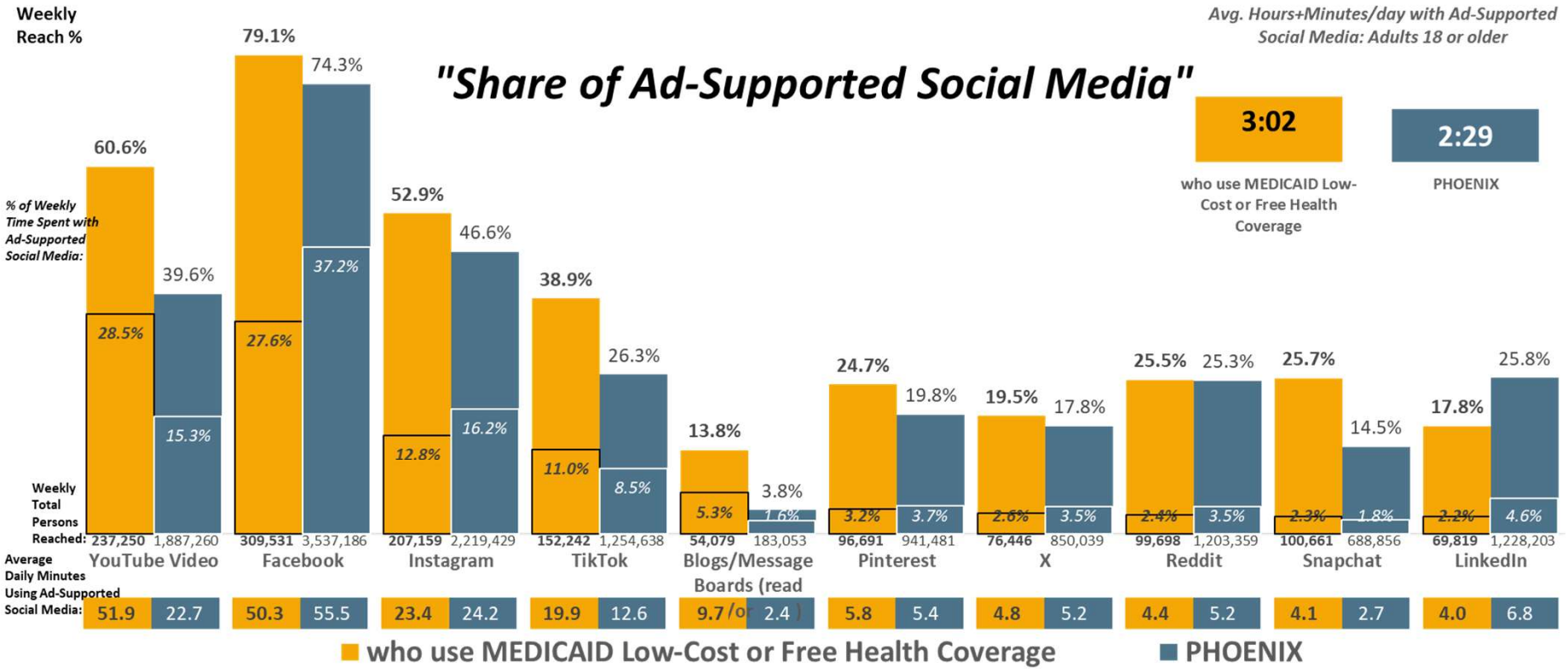
SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

237,250 or 60.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage use Ad-Supported YouTube Video for an average of 51.9 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

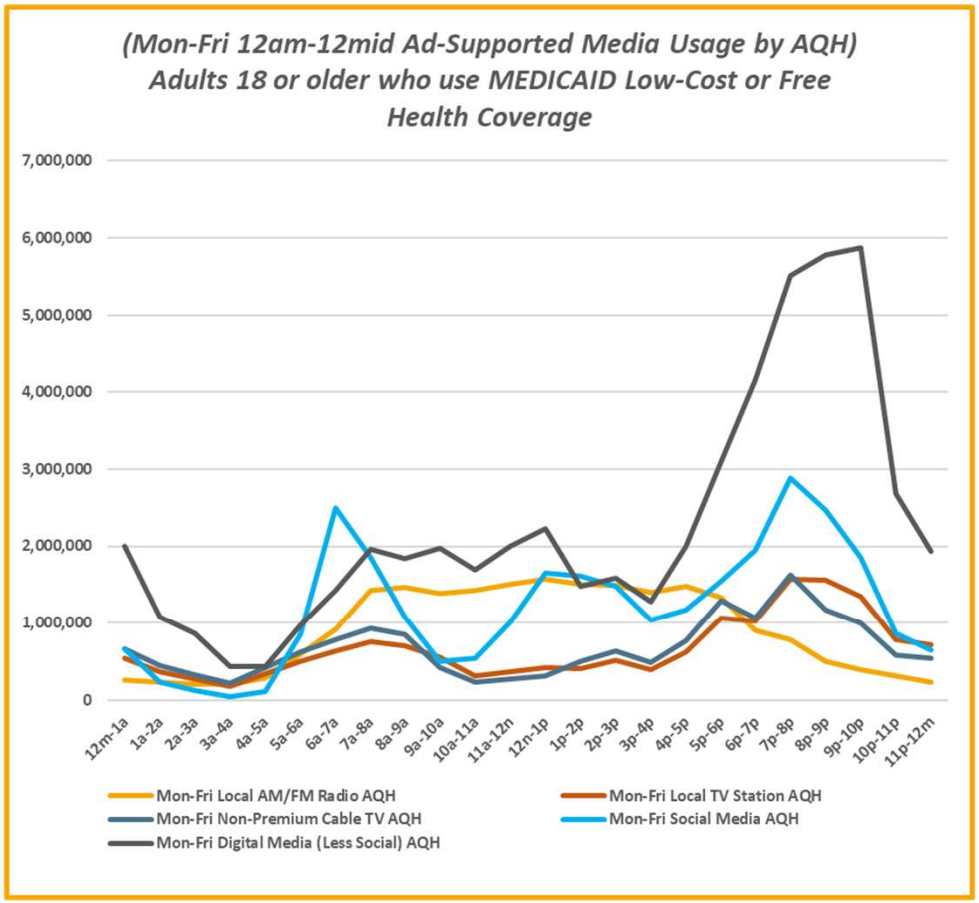
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

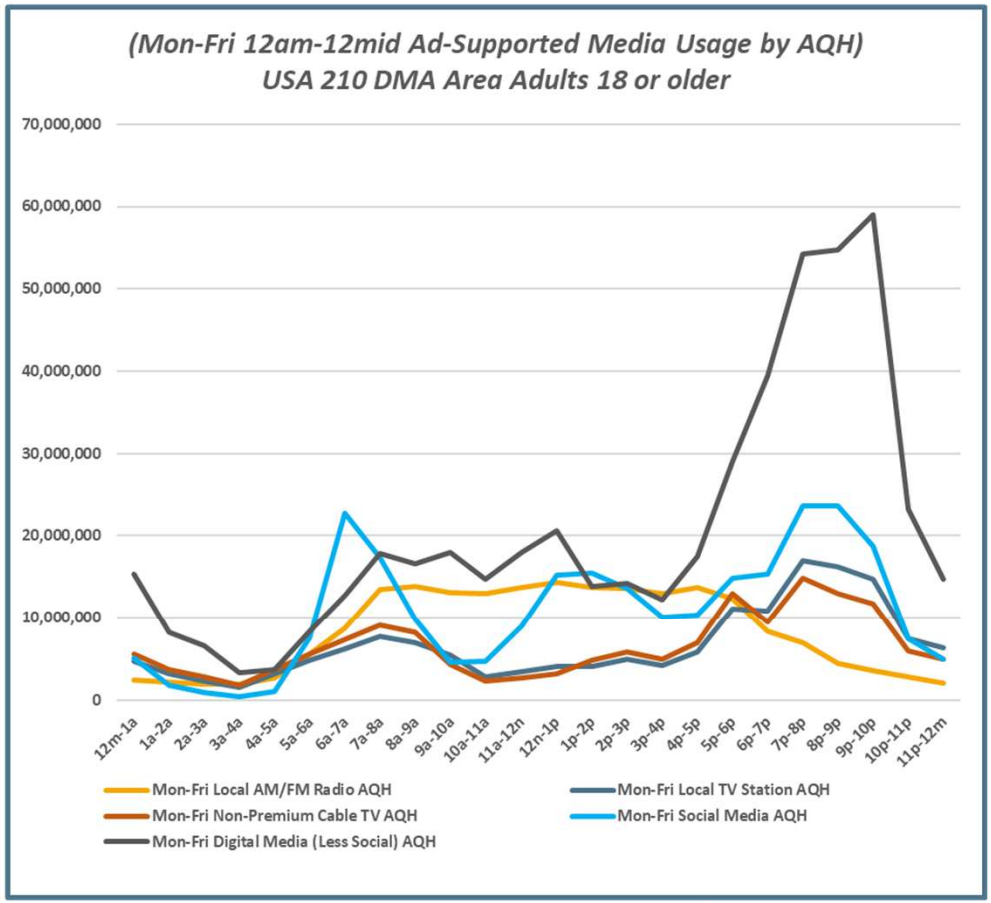
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,054,156; Social Media: 1,376,738; Local Radio: 1,367,829; Non-Prem. Cable: 657,443; Local TV: 597,992 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Heal





USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

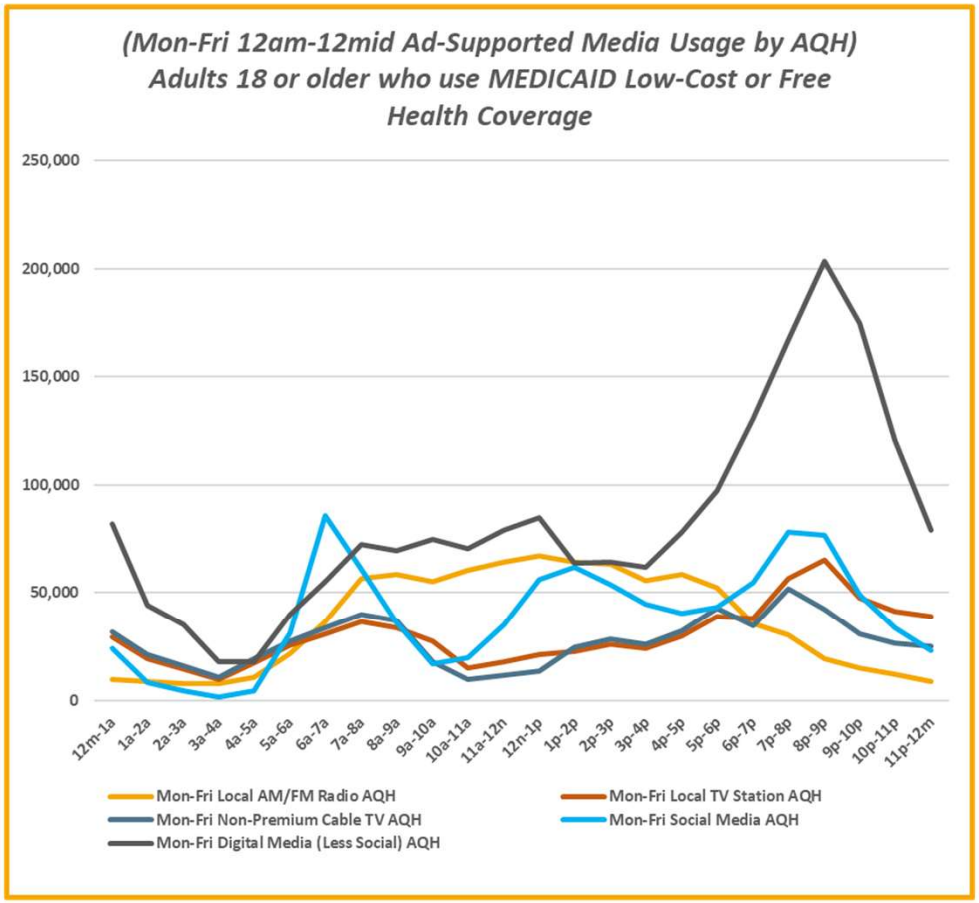
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

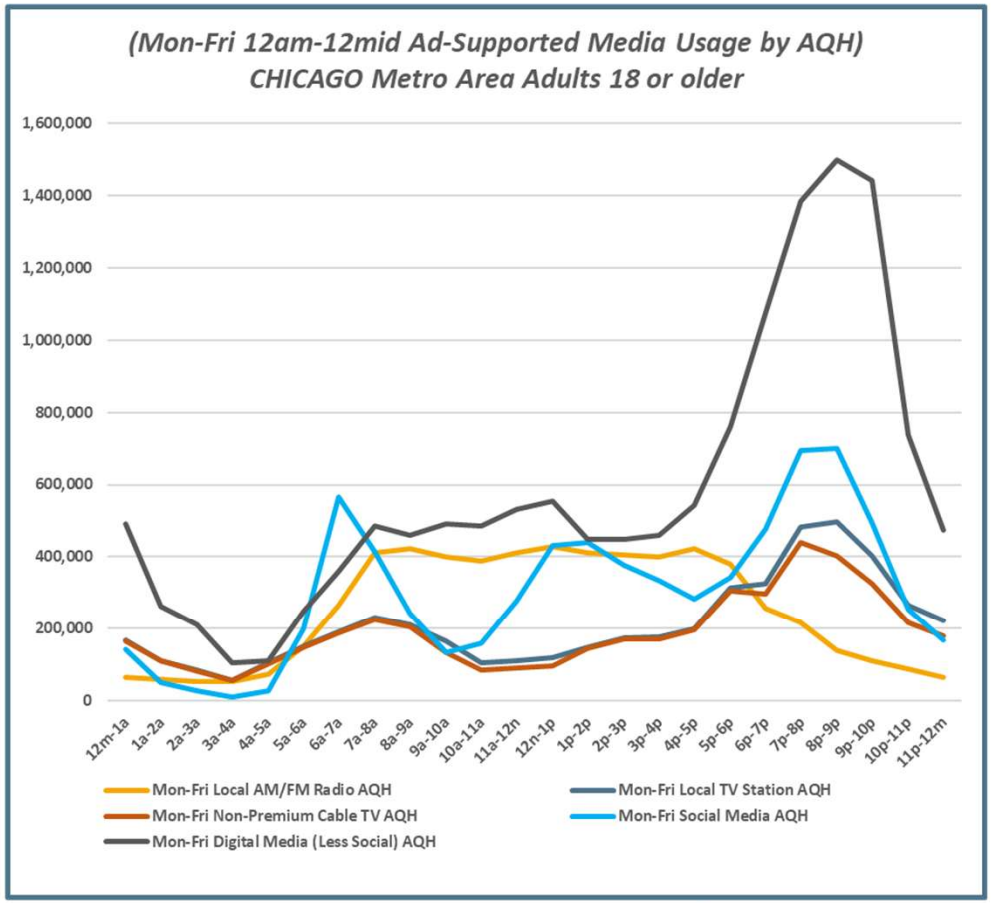
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 77,108; Local Radio: 56,081; Social Media: 46,863; Local TV: 27,883; Non-Prem. Cable: 27,101 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage





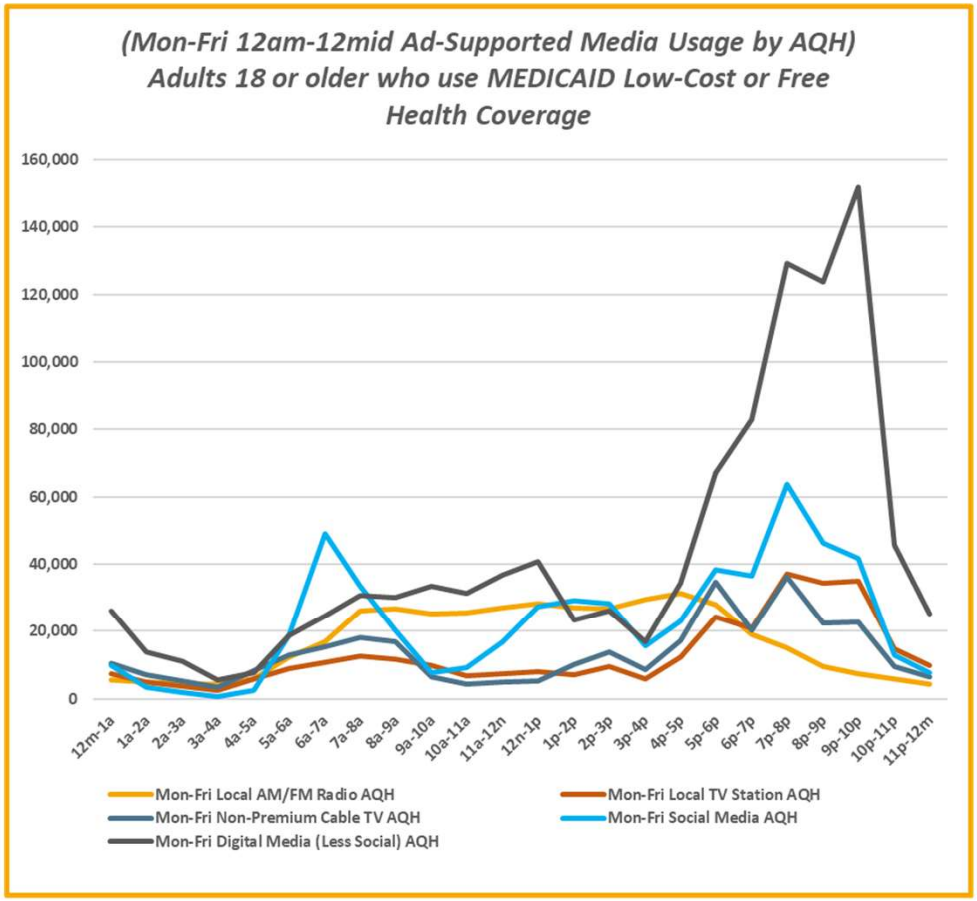
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

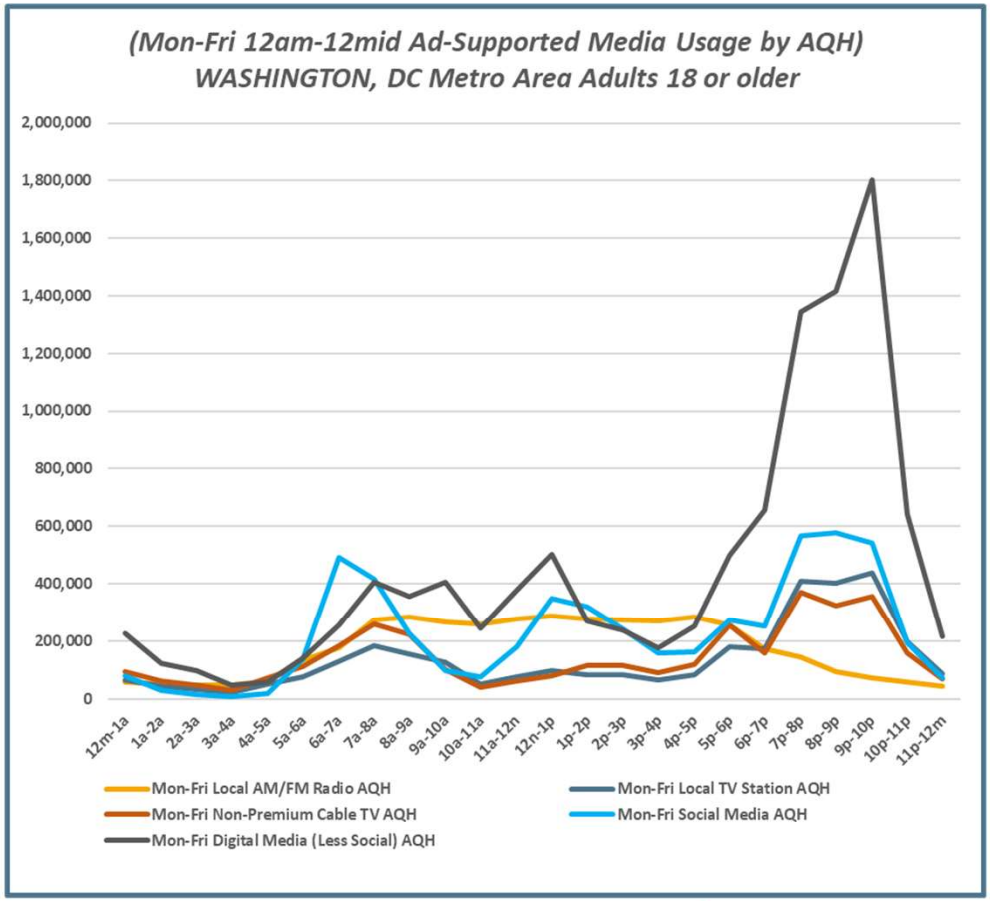
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 36,754; Local Radio: 25,862; Social Media: 25,758; Non-Prem. Cable: 13,482; Local TV: 11,328 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage





WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

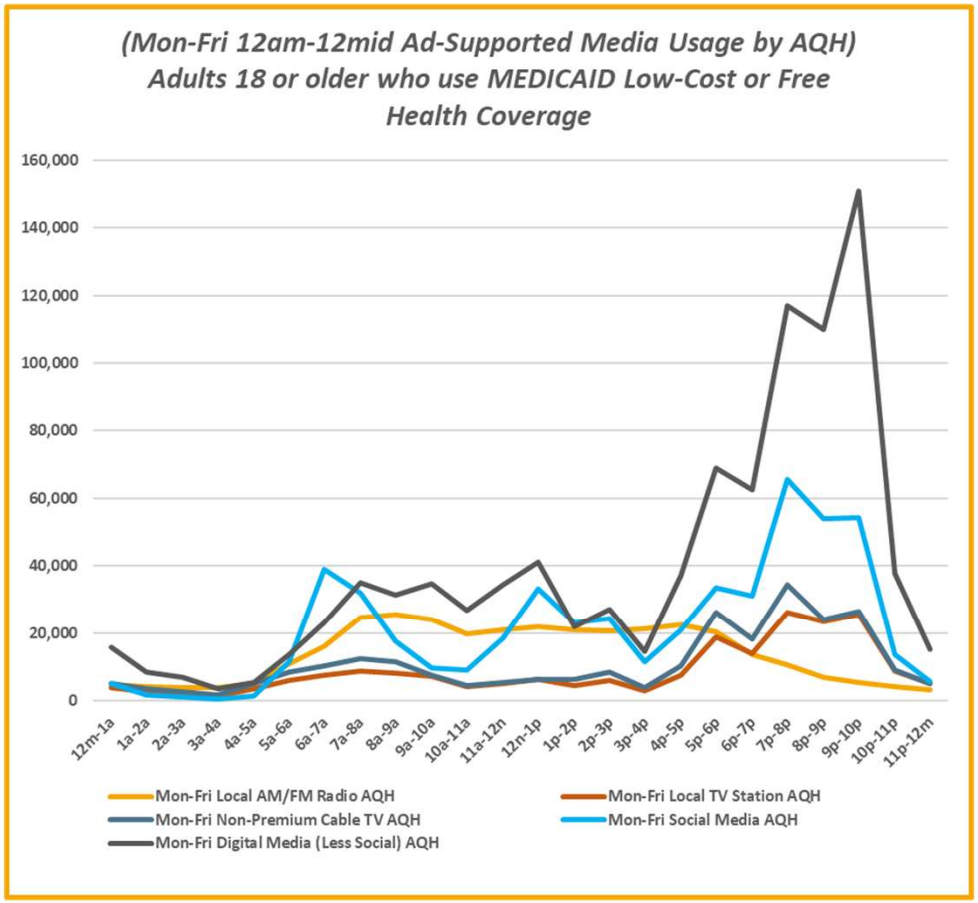
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

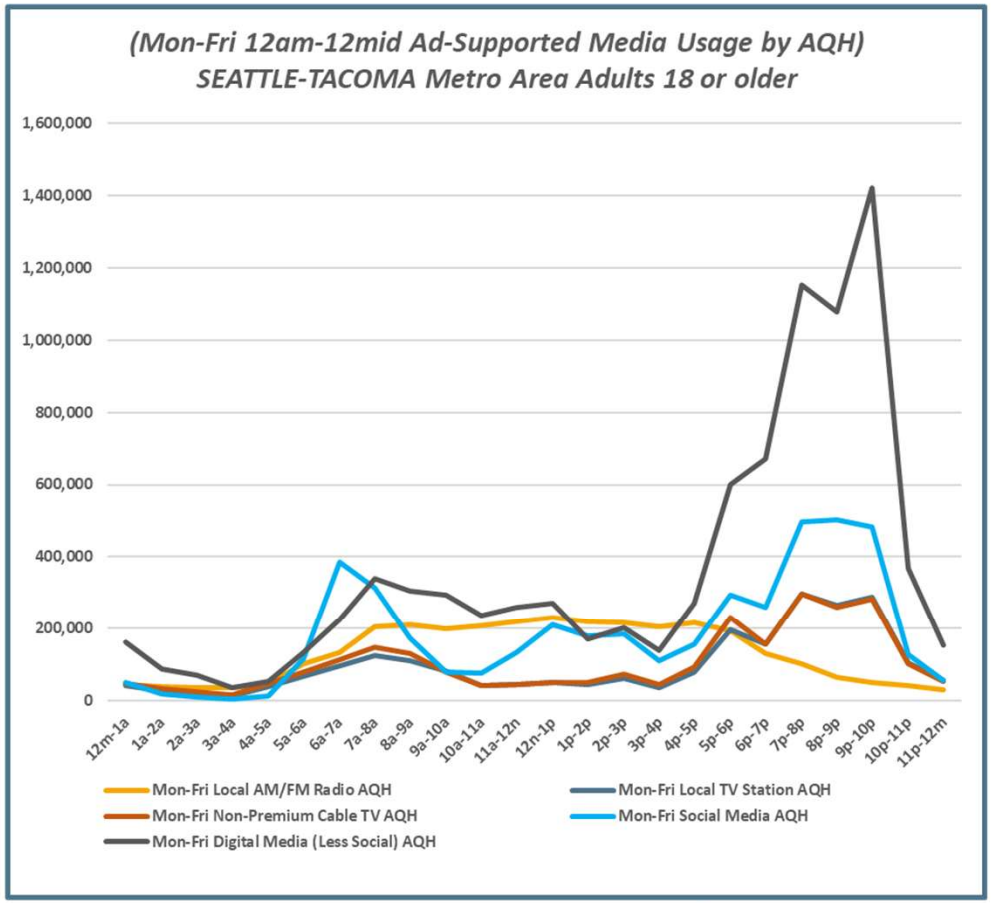
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,253; Social Media: 23,366; Local Radio: 20,950; Non-Prem. Cable: 10,049; Local TV: 7,687 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage.





SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

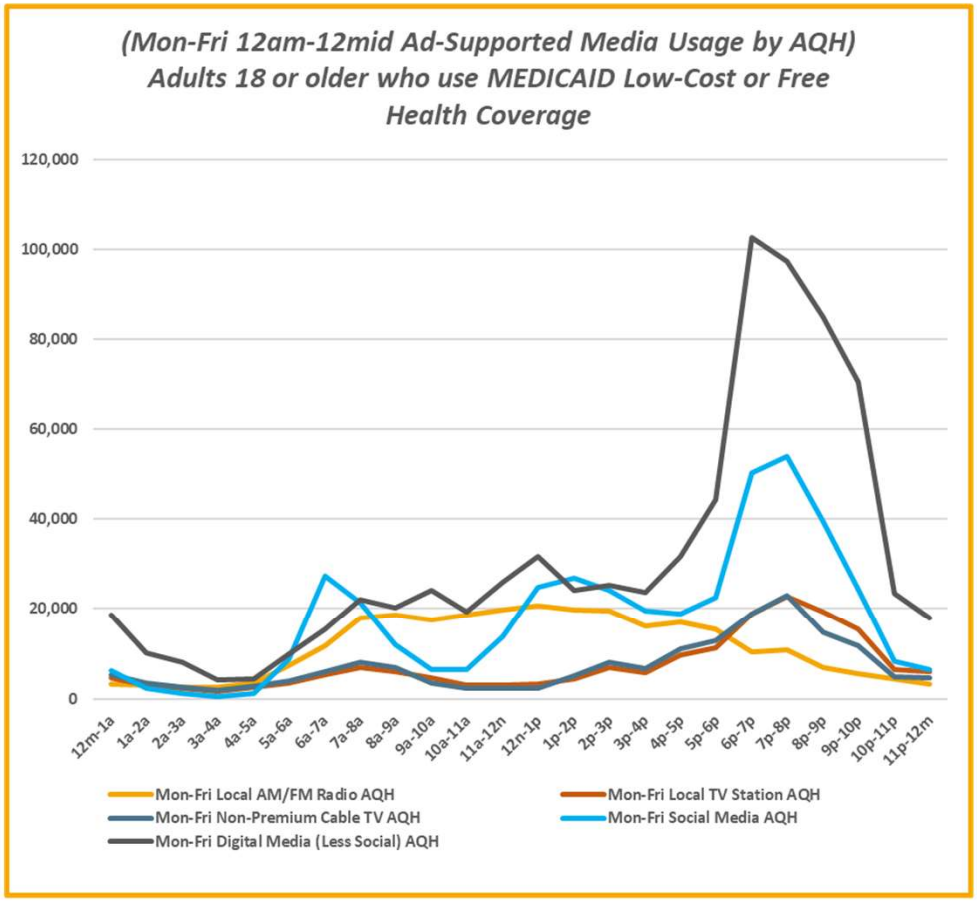
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

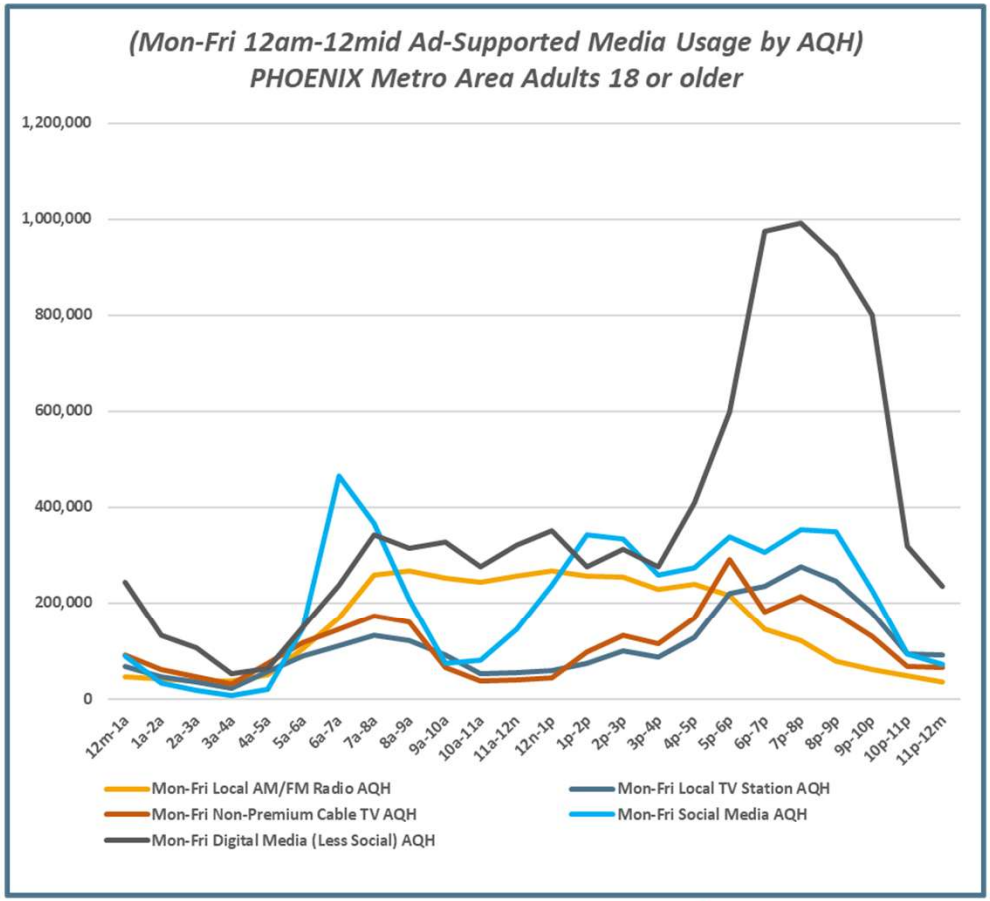
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 31,555; Social Media: 21,135; Local Radio: 17,153; Non-Prem. Cable: 7,250; Local TV: 6,831 reaching Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage.





PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

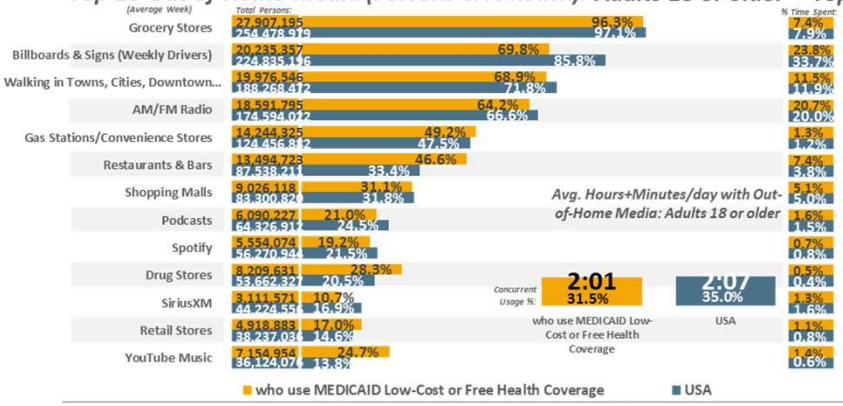
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

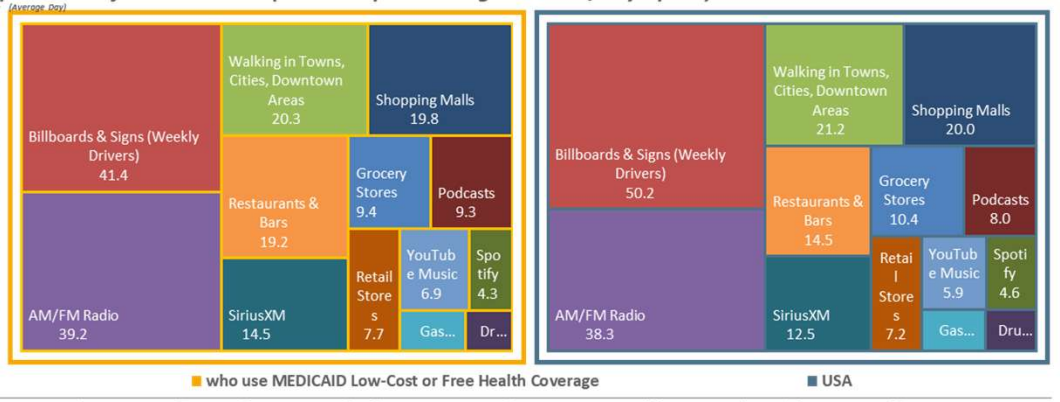
Medicaid USA

20,235,357 or 69.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 41.4 minutes per day driving, seeing Billboards and Signs. 62.9% Listen to Local Radio Stations Out-of-Home for an average of 37.4 minutes/day.

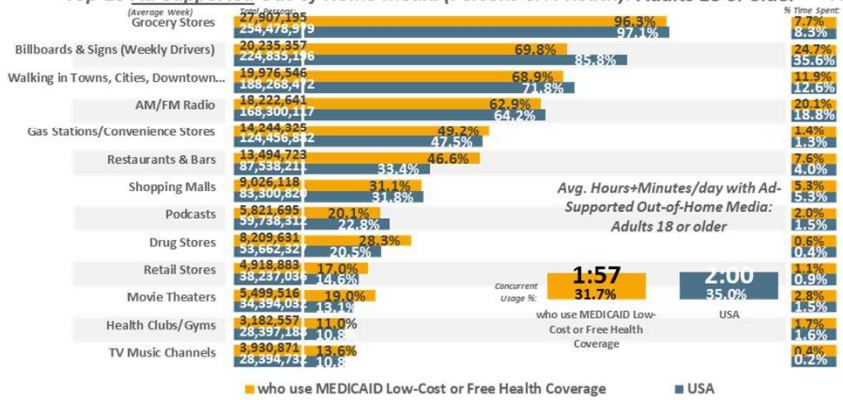
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



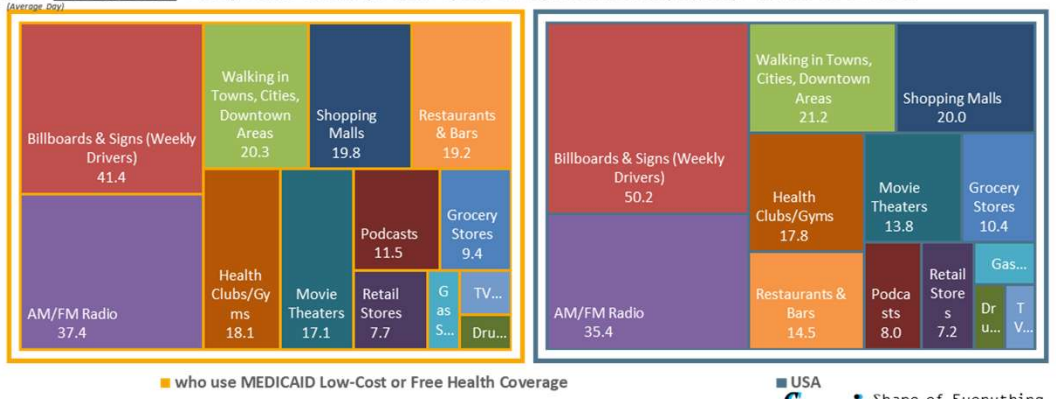
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

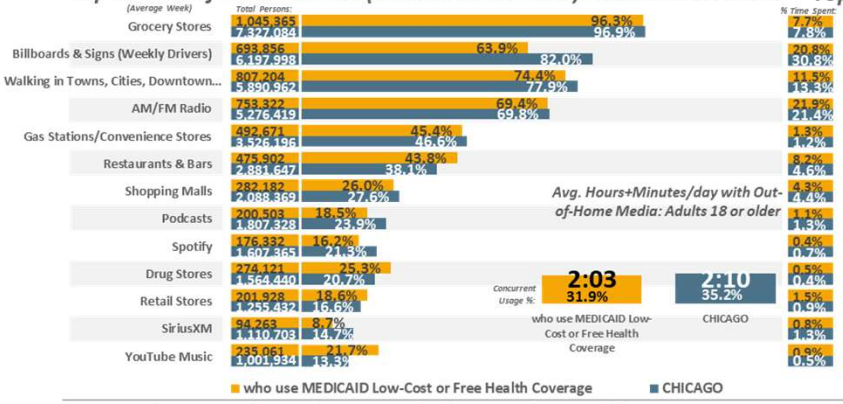
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

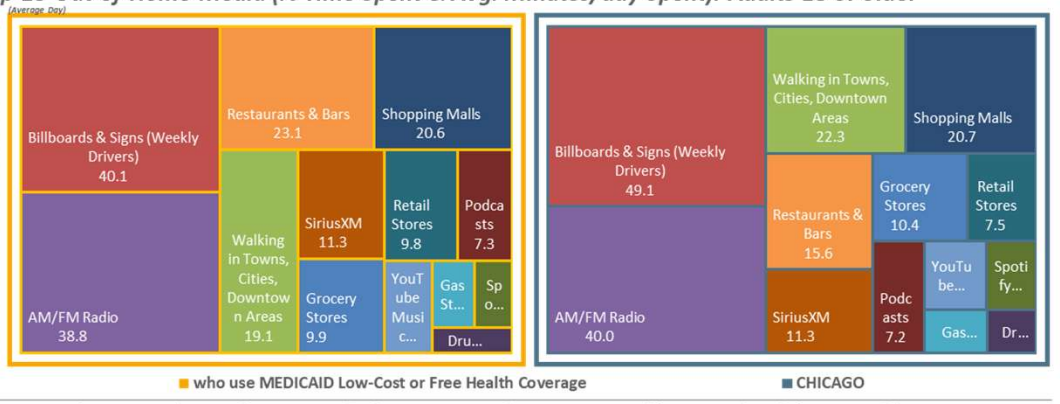
Type of health insurance: Medicaid

693,856 or 63.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 40.1 minutes per day driving, seeing Billboards and Signs. 67.8% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

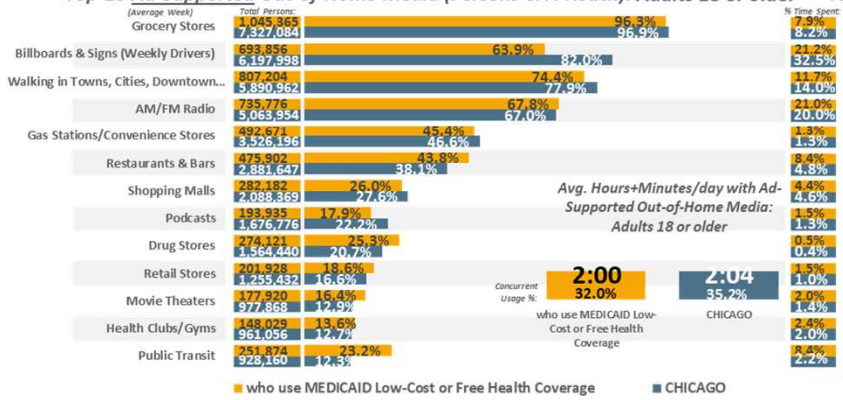
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



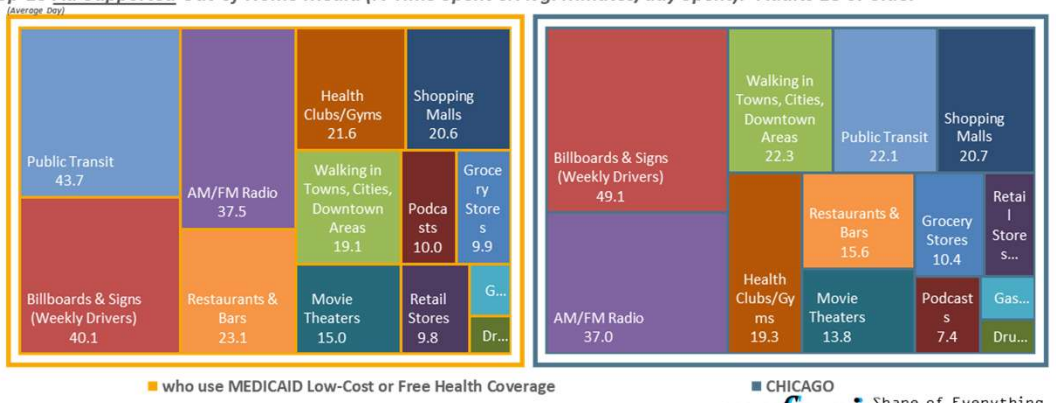
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

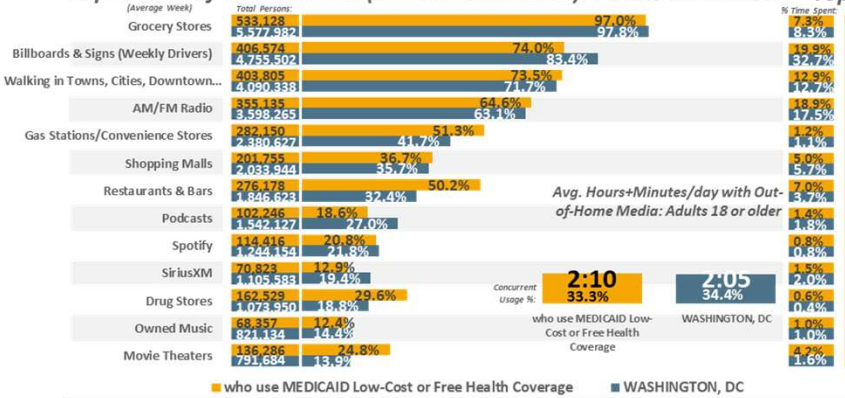
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

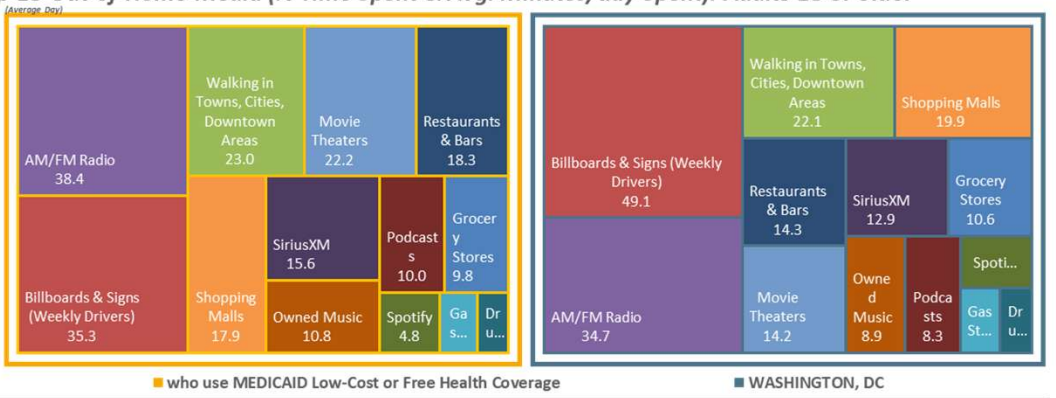
Type of health insurance: Medicaid

406,574 or 74.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 35.3 minutes per day driving, seeing Billboards and Signs. 63.2% Listen to Local Radio Stations Out-of-Home for an average of 36.3 minutes/day.

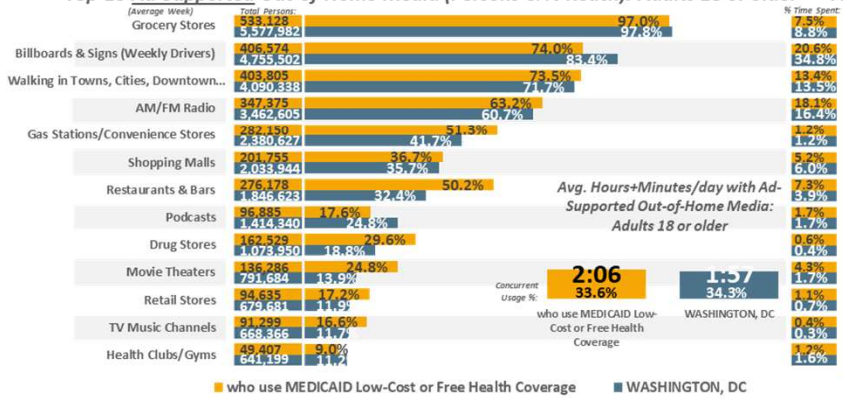
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



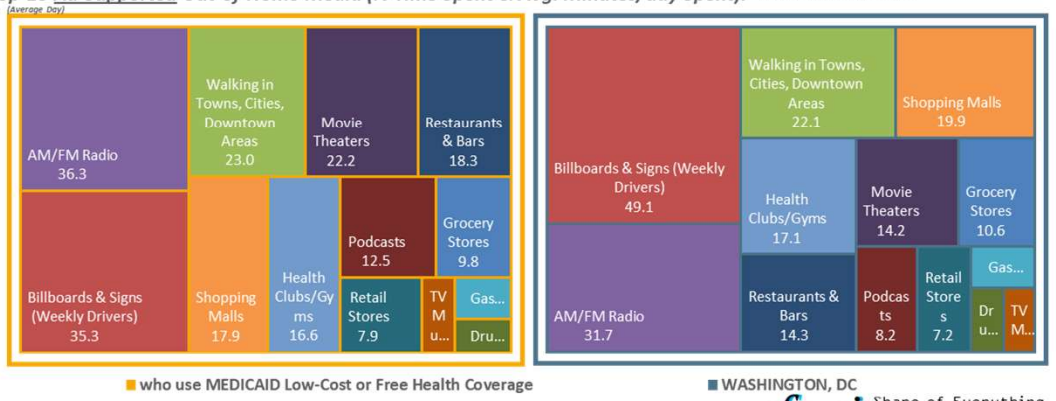
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

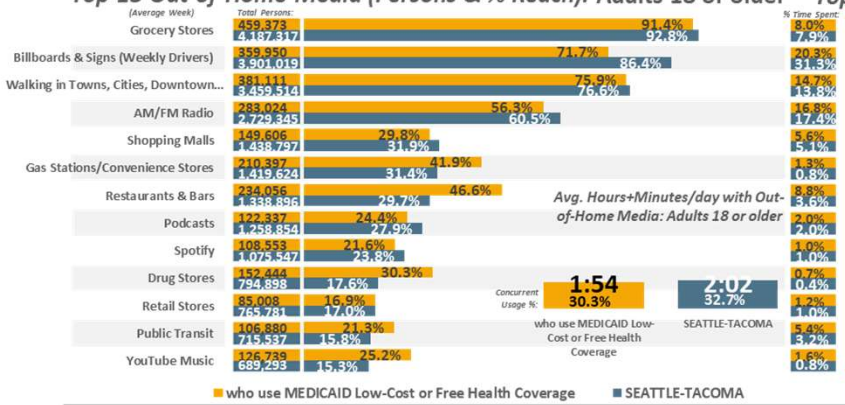
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

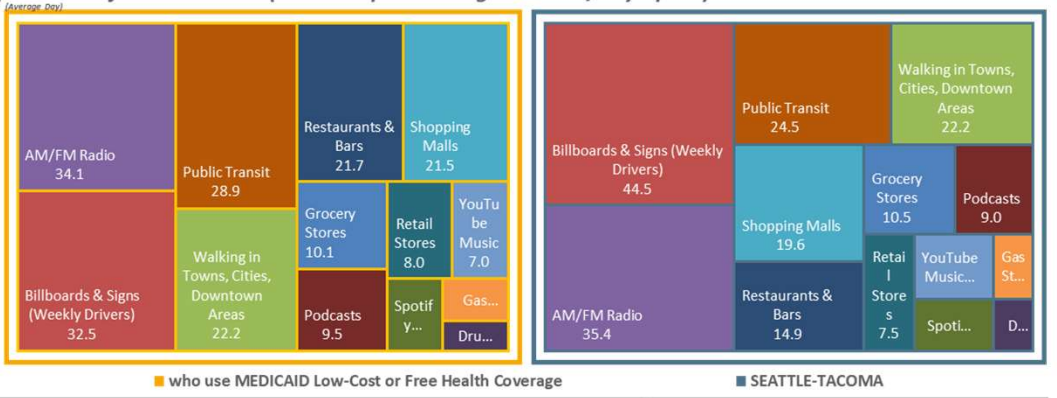
Type of health insurance: Medicaid

359,950 or 71.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 32.5 minutes per day driving, seeing Billboards and Signs. 55.7% Listen to Local Radio Stations Out-of-Home for an average of 32.4 minutes/day.

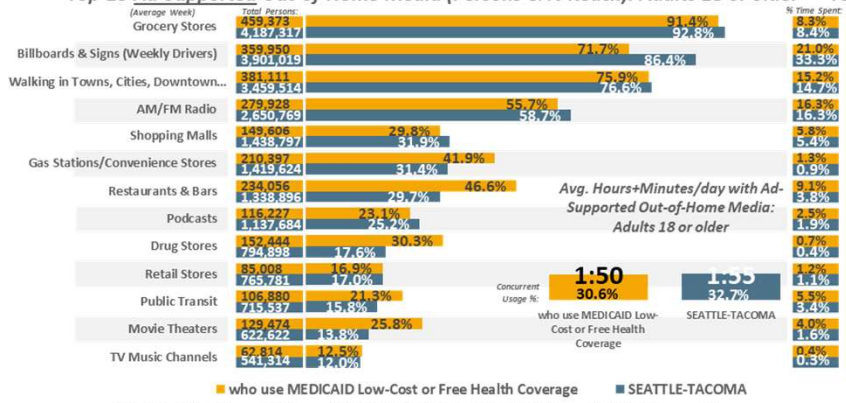
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



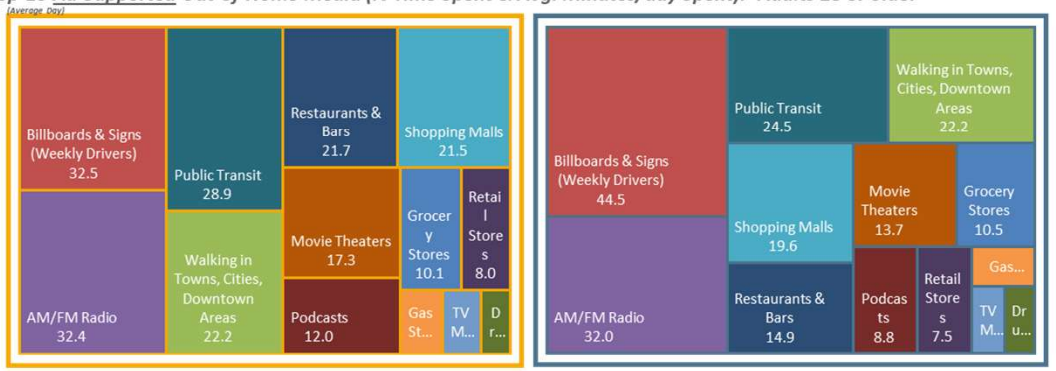
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

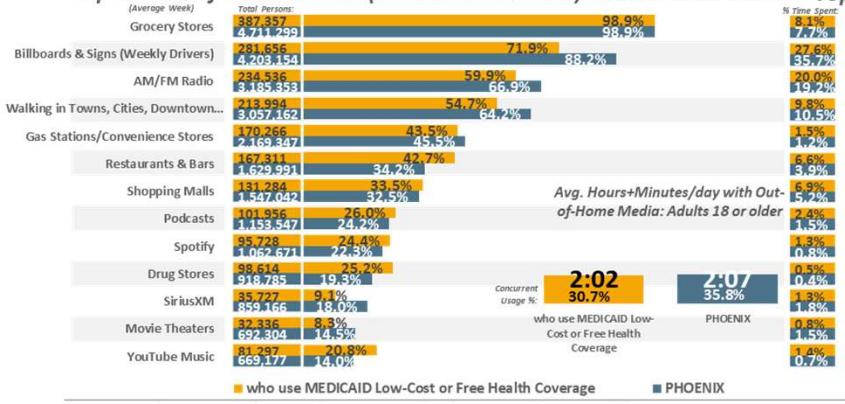
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

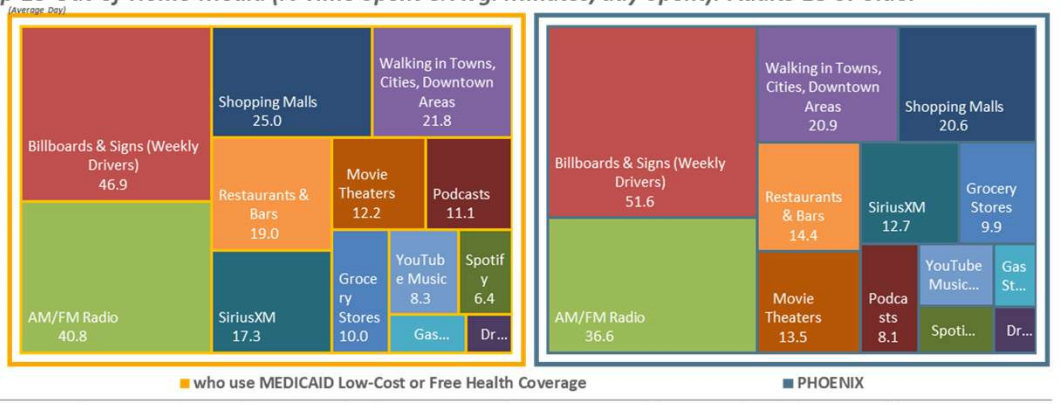
Type of health insurance: Medicaid

281,656 or 71.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 58.9% Listen to Local Radio Stations Out-of-Home for an average of 40.3 minutes/day.

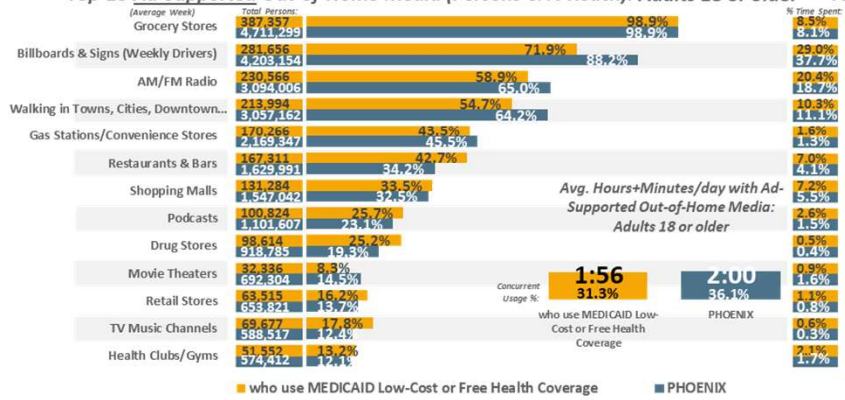
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



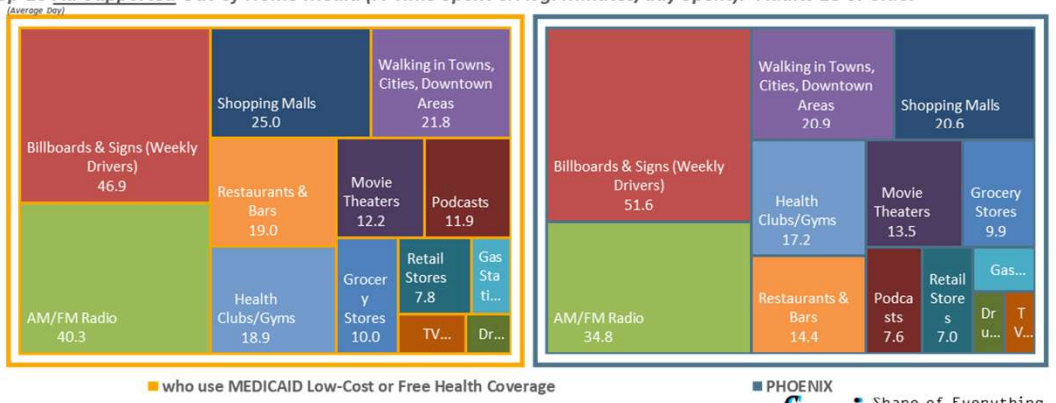
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



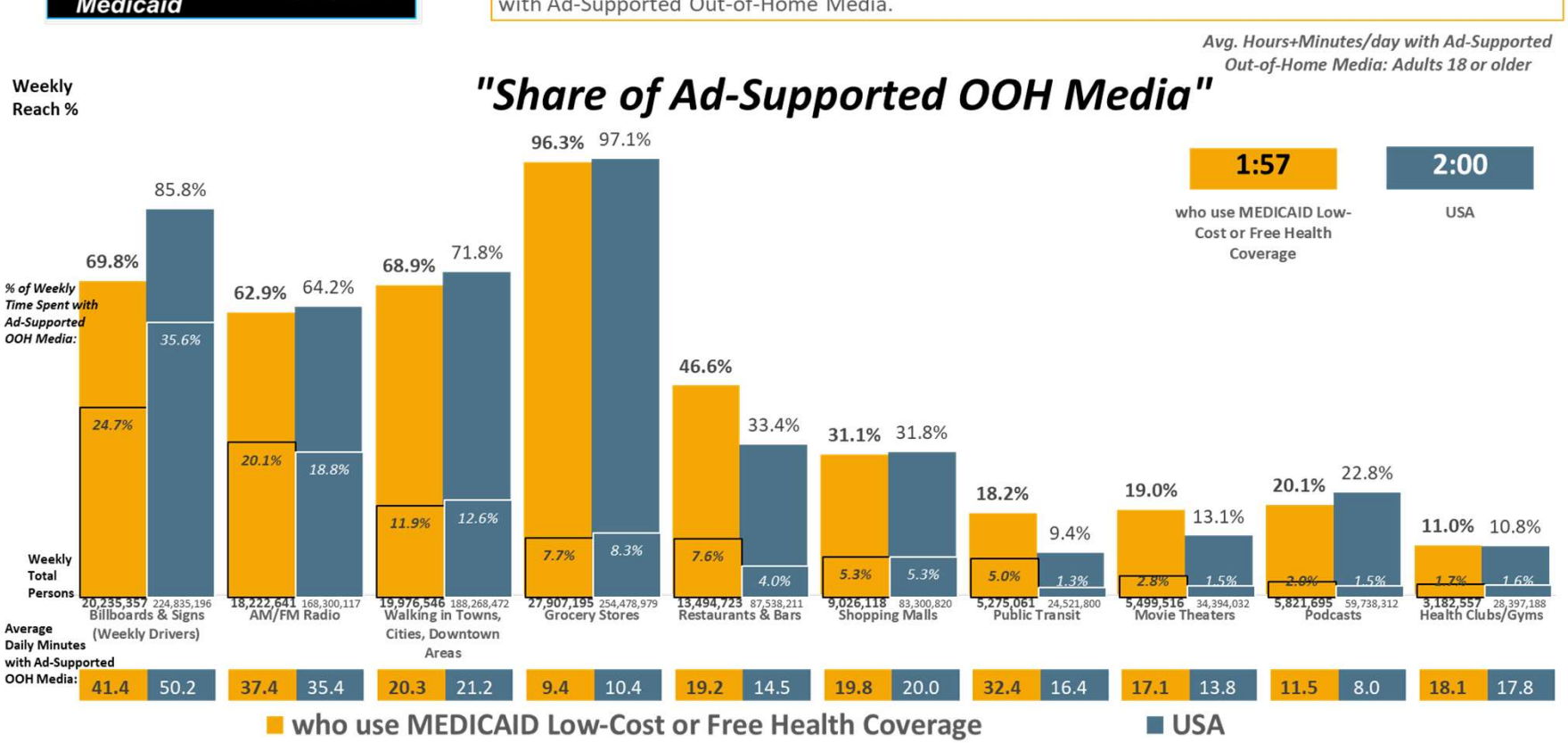
PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

20,235,357 or 69.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 41.4 minutes per day driving, seeing Billboards and Signs representing 24.7% of all Time Spent with Ad-Supported Out-of-Home Media.



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

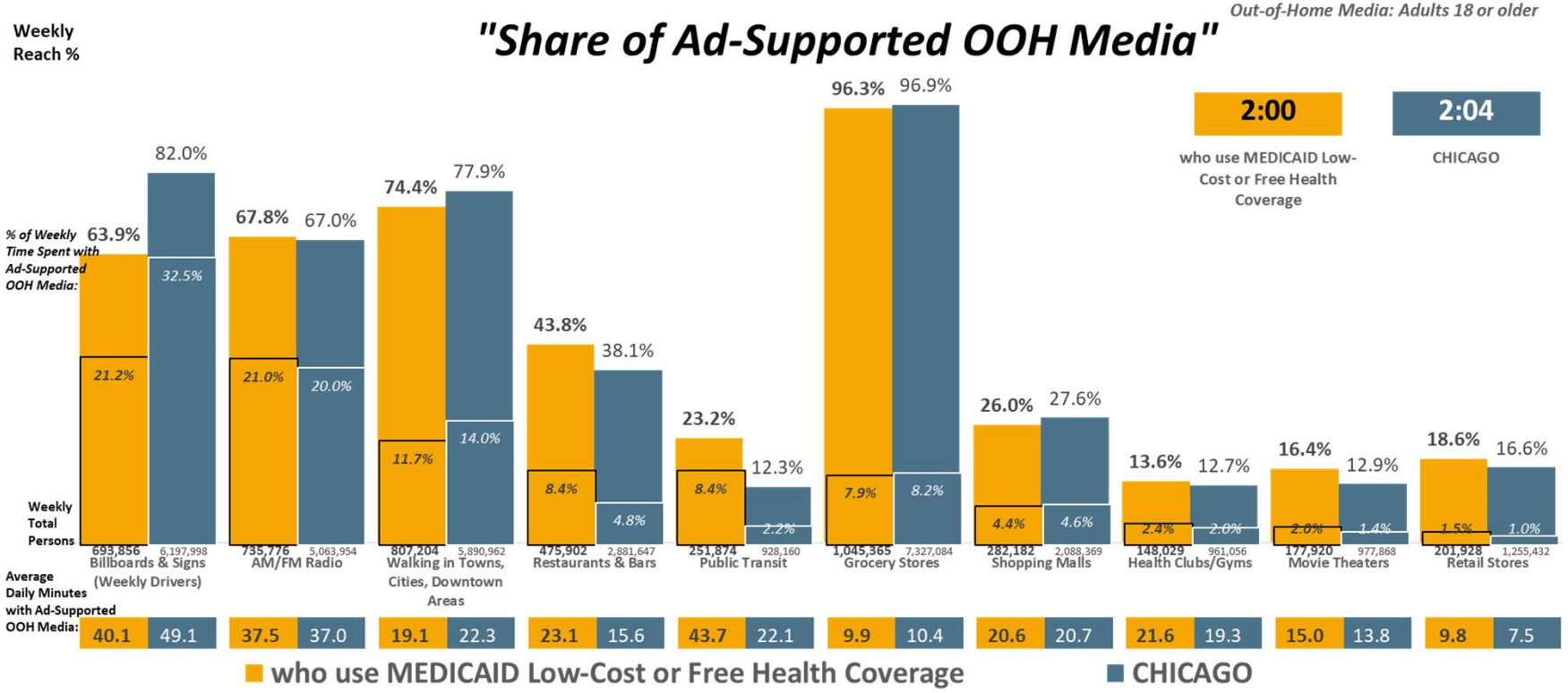
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

693,856 or 63.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 40.1 minutes per day driving, seeing Billboards and Signs representing 21.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503 CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,846

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

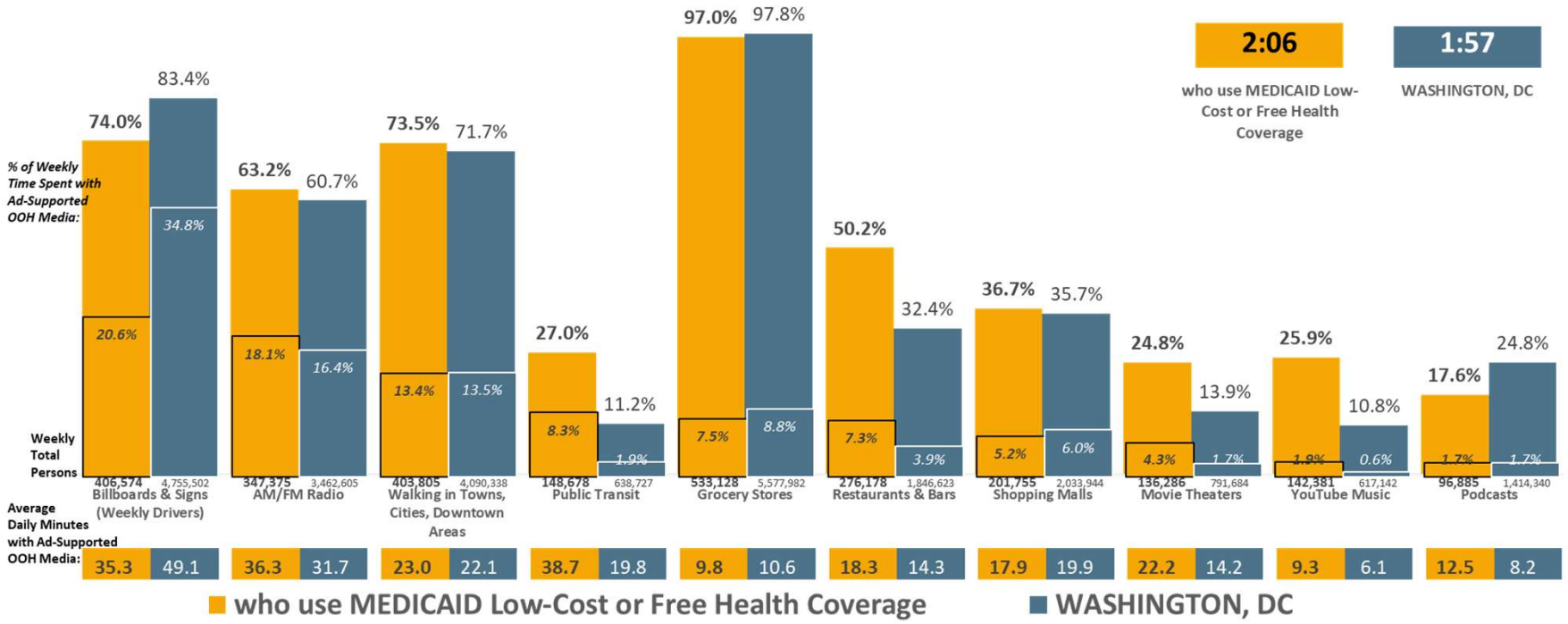
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

406,574 or 74.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 35.3 minutes per day driving, seeing Billboards and Signs representing 20.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549 WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 5,857

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

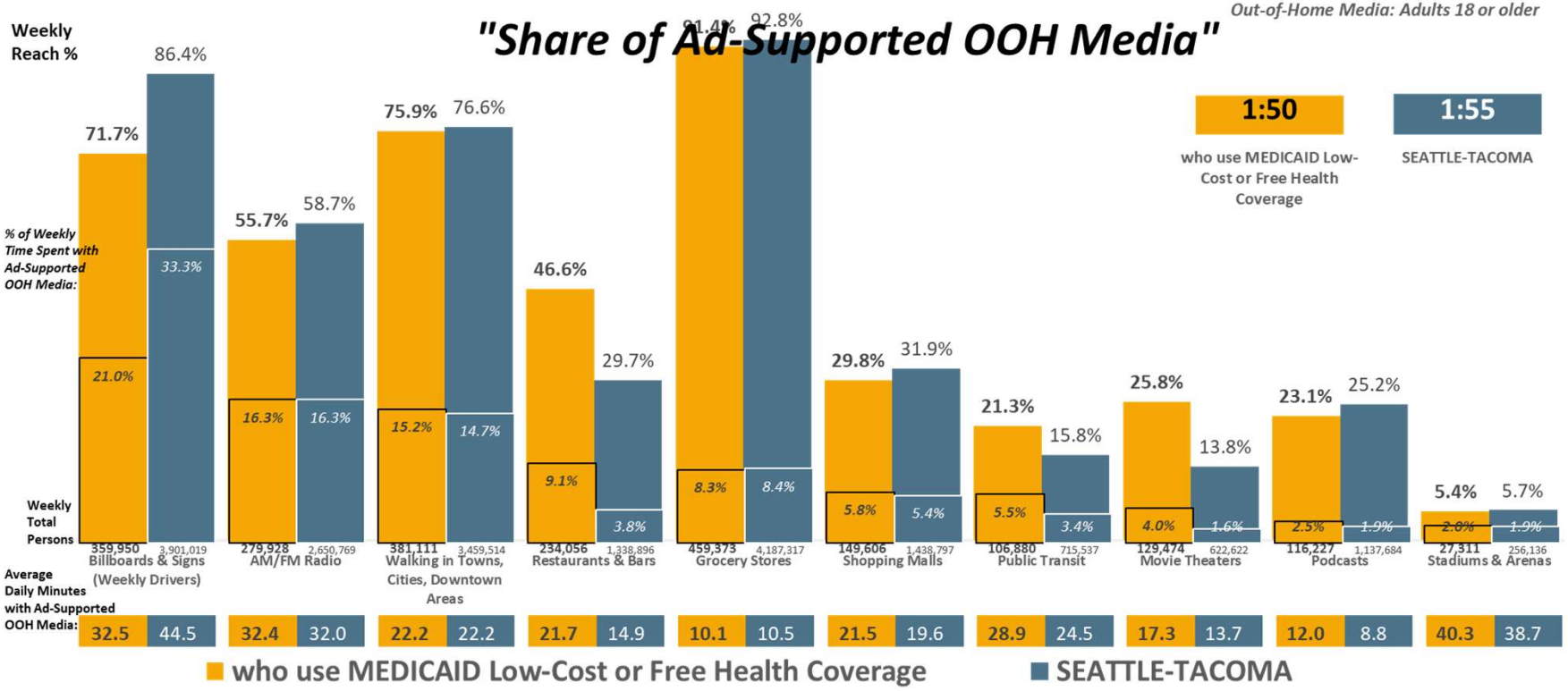
soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

359,950 or 71.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 32.5 minutes per day driving, seeing Billboards and Signs representing 21.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412 SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 3,920

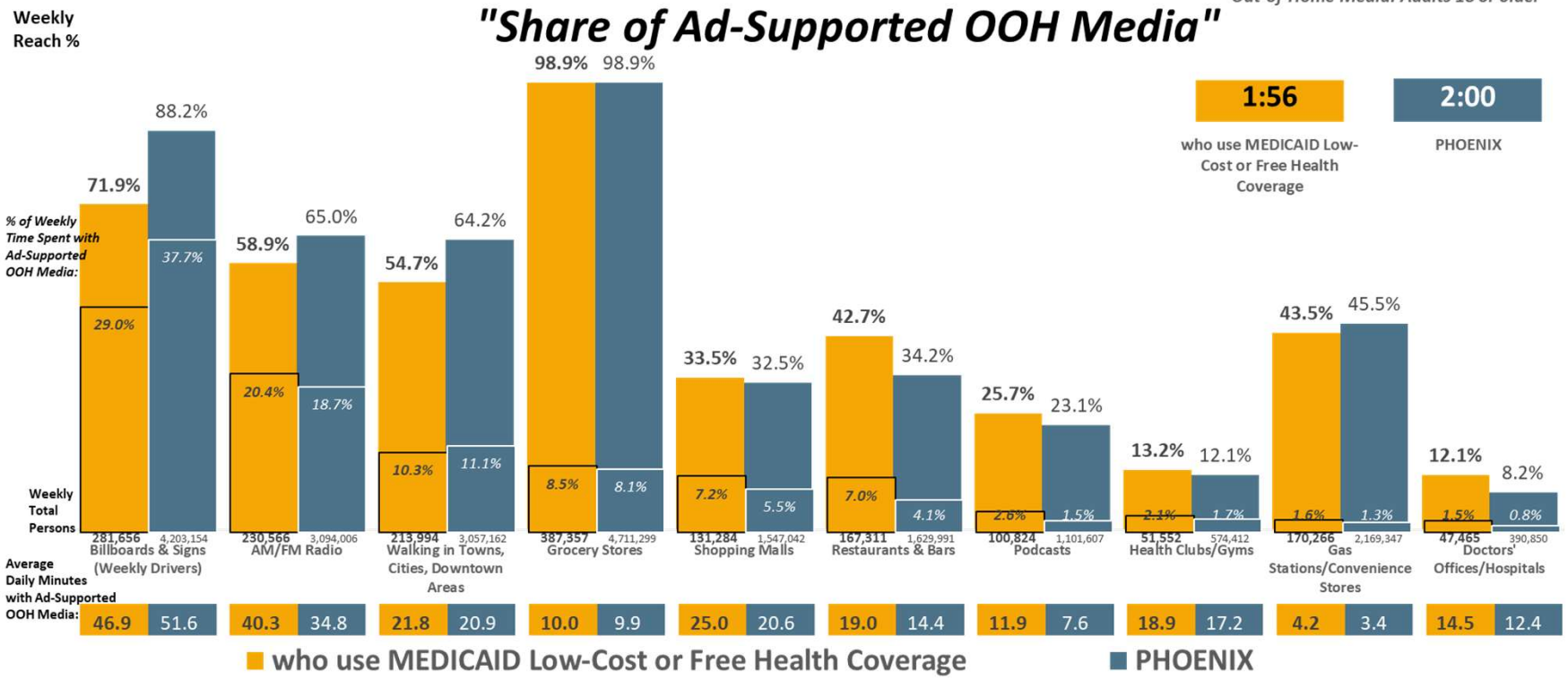
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

281,656 or 71.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 46.9 minutes per day driving, seeing Billboards and Signs representing 29.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

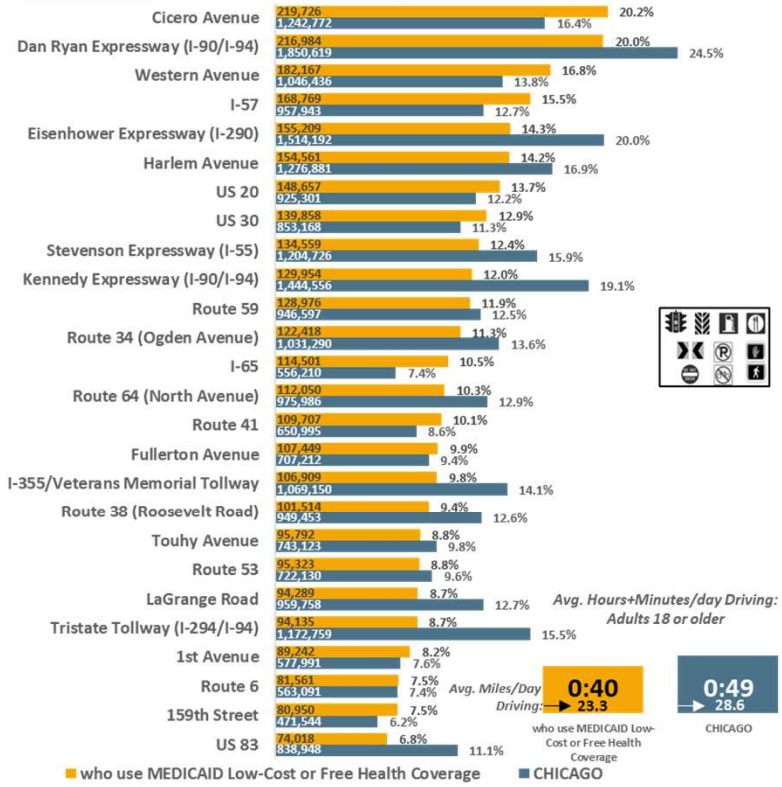
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

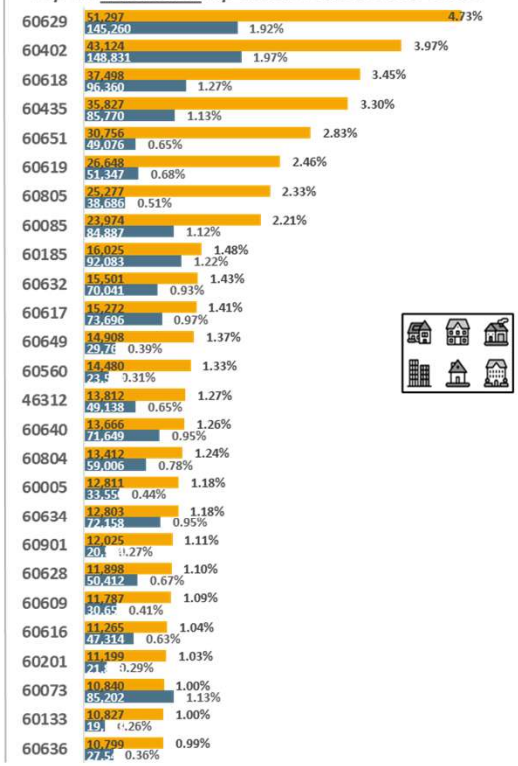
Medicaid CHI

693,856 or 63.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 40.1 minutes per day driving an average of 23.3 miles each day and are 43.4% more likely to use I-65 than the Metro average.

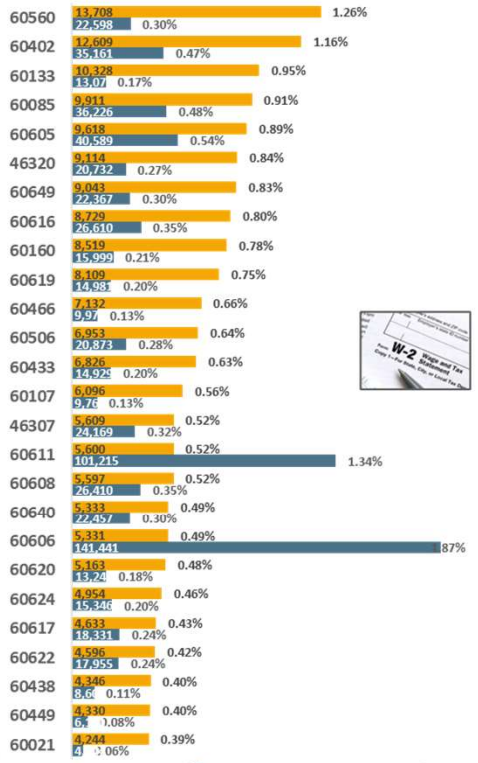
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

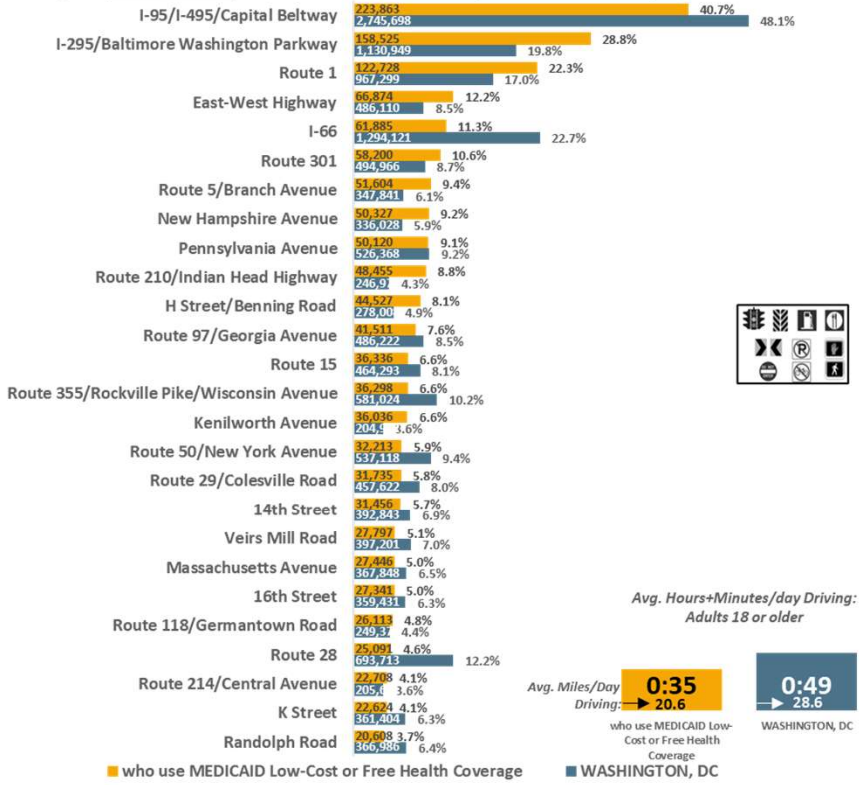
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

406,574 or 74.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 35.3 minutes per day driving an average of 20.6 miles each day and are 103.6% more likely to use Route 210/Indian Head Highway than the Metro avera

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



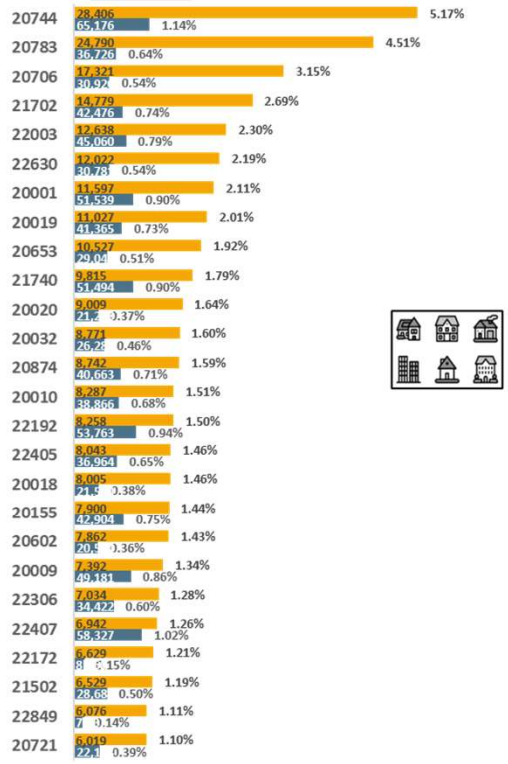
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 20.6

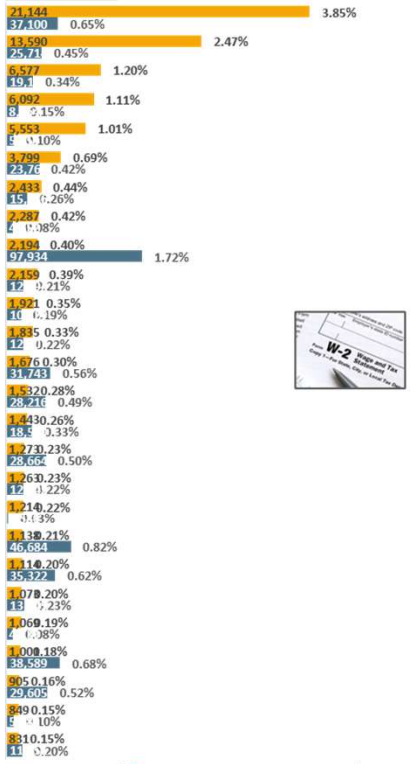
0:35 who use MEDICAID Low-Cost or Free Health Coverage

0:49 → 28.6 WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

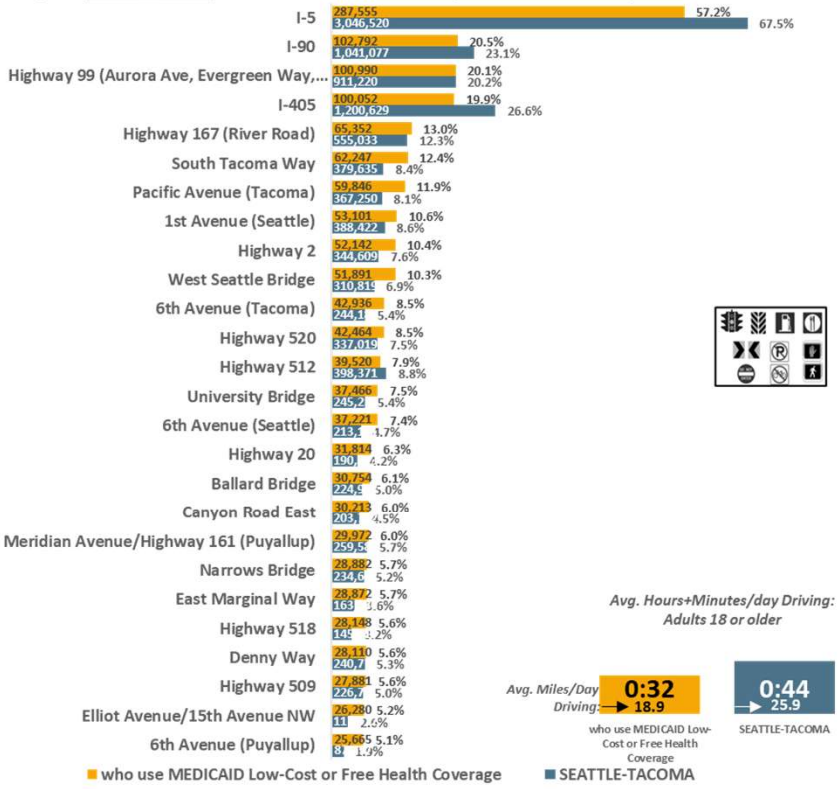
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Medicaid SEA

359,950 or 71.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 32.5 minutes per day driving an average of 18.9 miles each day and are 58.% more likely to use 6th Avenue (Tacoma) than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older

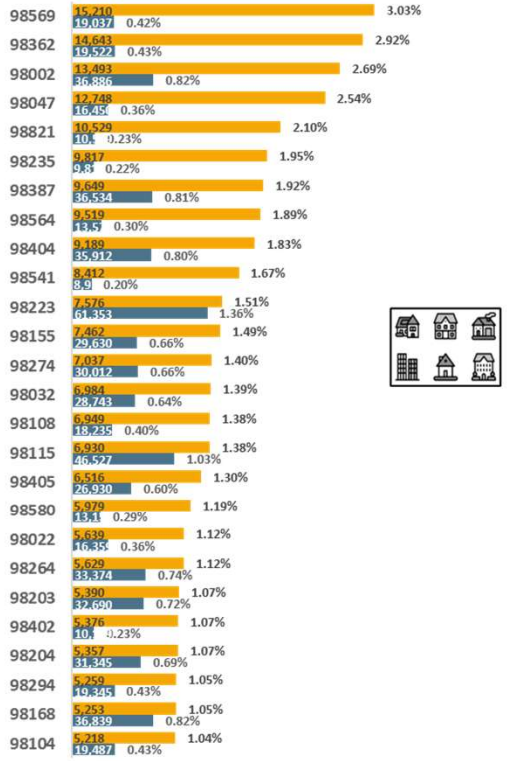


Avg. Hours+Minutes/day Driving: Adults 18 or older

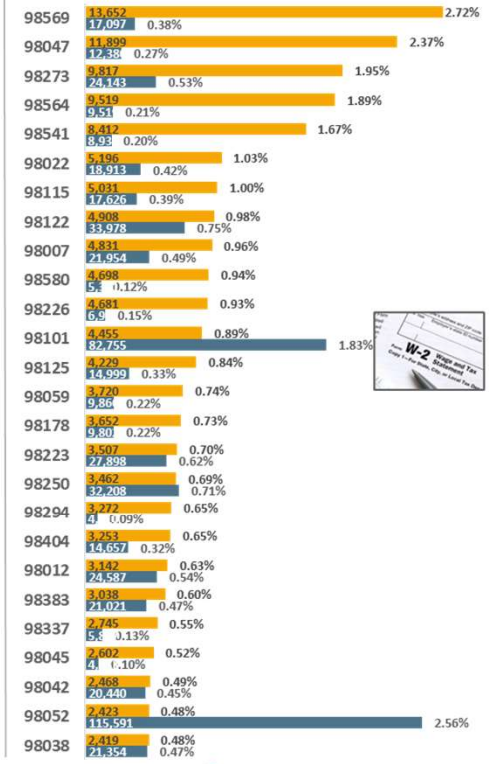
Avg. Miles/Day Driving: 0:32 → 18.9 who use MEDICAID Low-Cost or Free Health Coverage

0:44 → 25.9 SEATTLE-TACOMA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



soefa.ai Share of Everything for Anything ©

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

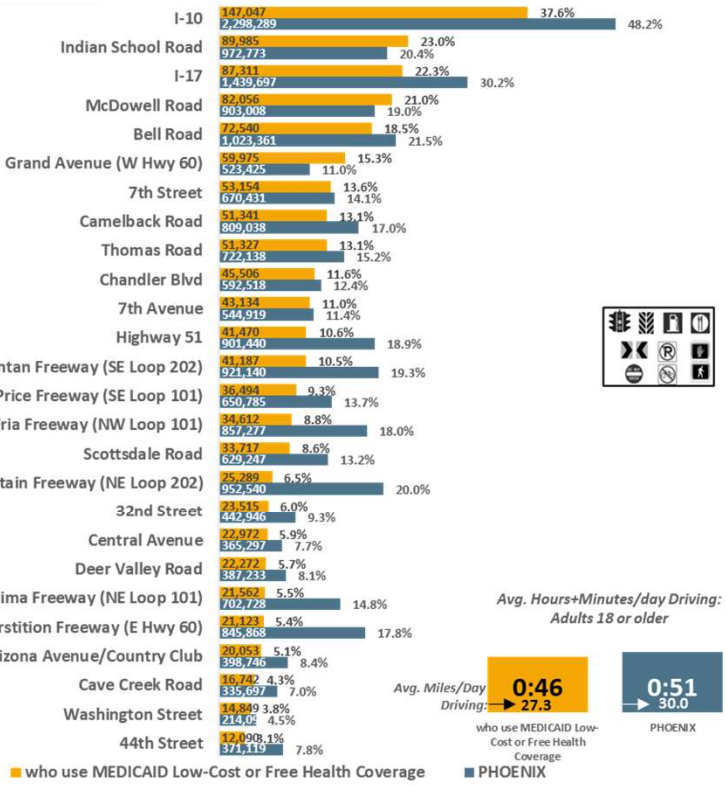
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Medicaid PHX

281,656 or 71.9% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage spend an average of 46.9 minutes per day driving an average of 27.3 miles each day and are 39.4% more likely to use Grand Avenue (W Hwy 60) than the Metro average.

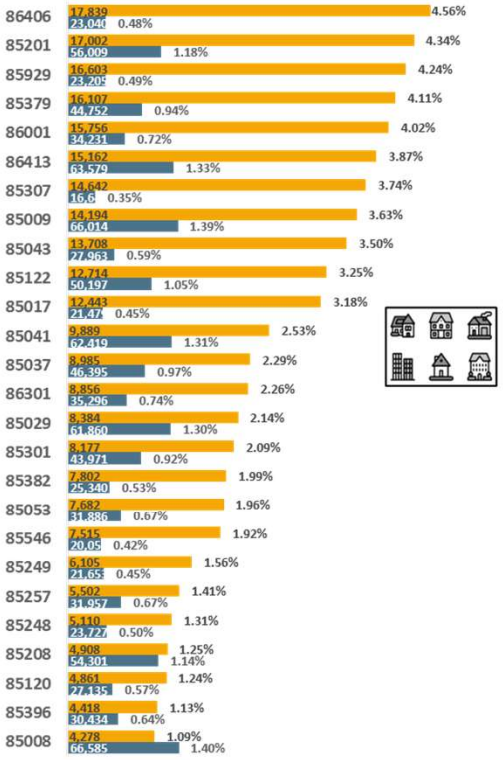
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



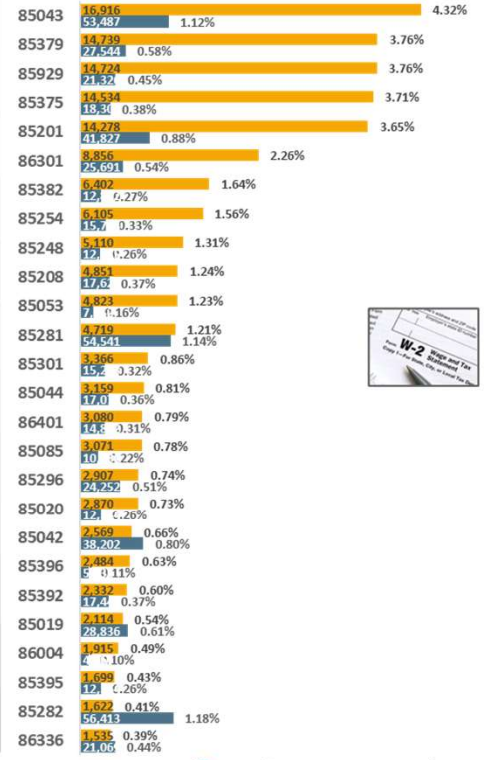
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



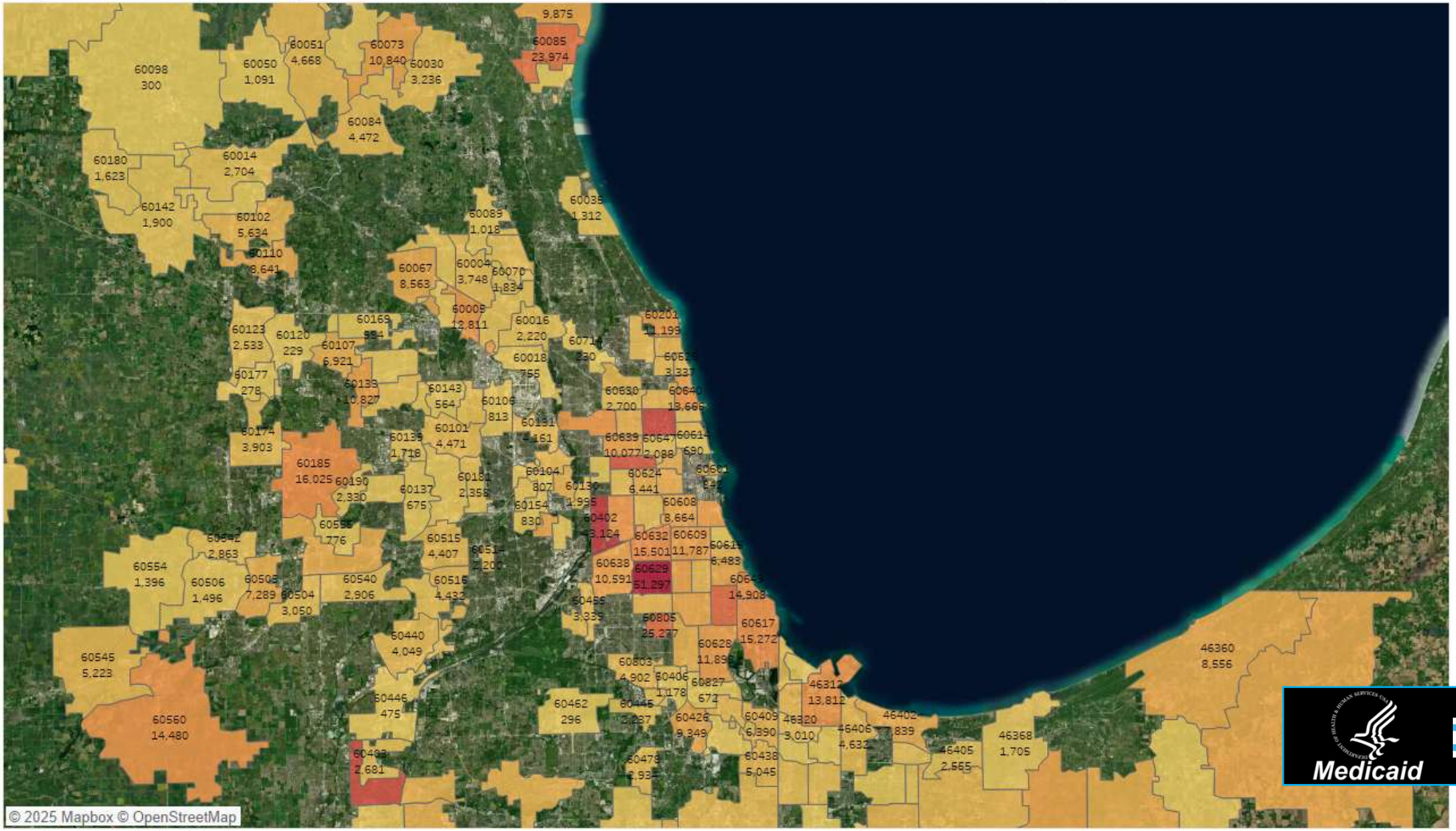
soefa.ai Share of Everything for Anything

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Type of health insurance: Medicaid

Top Residential Zip Codes: (Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage)



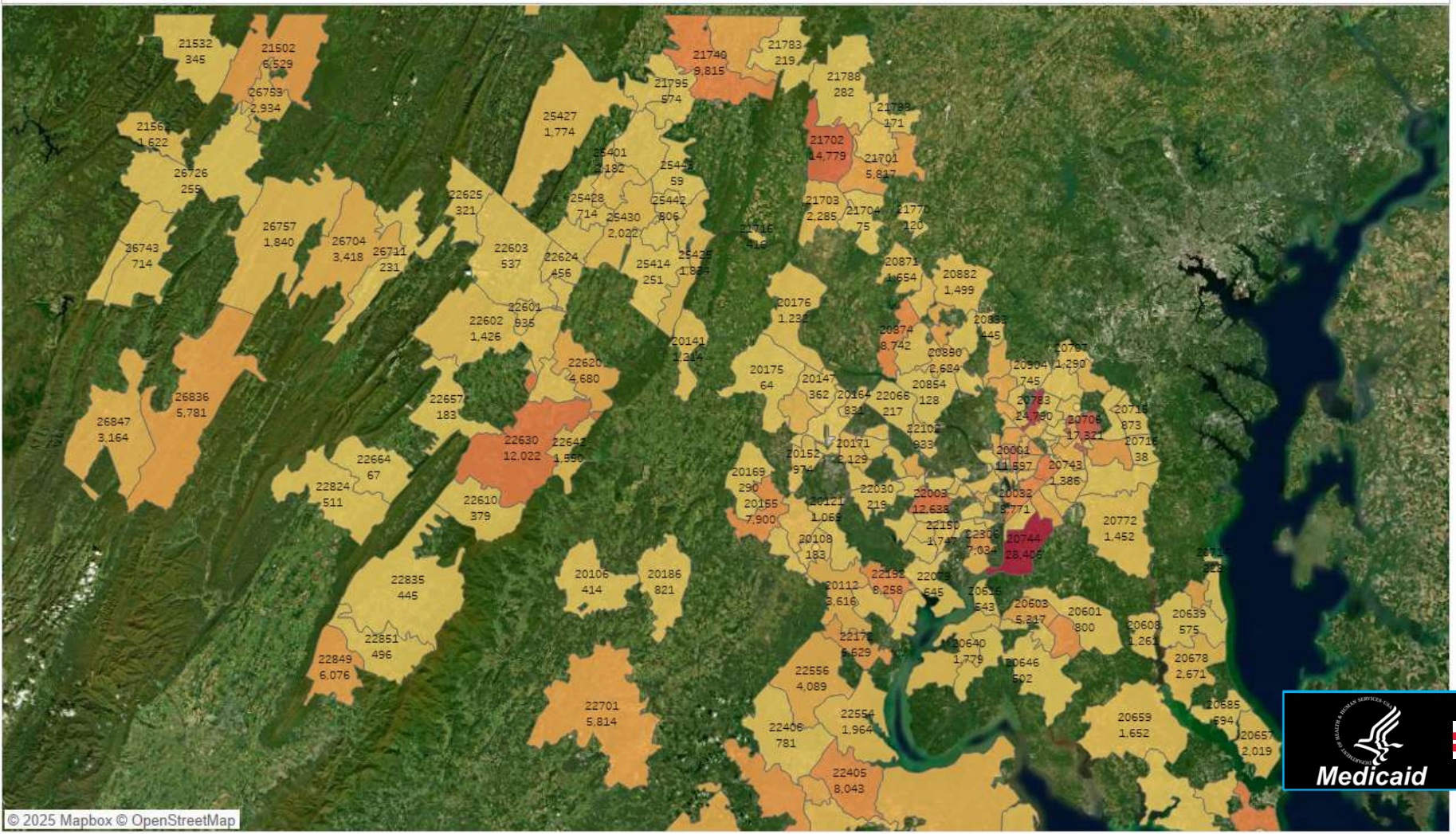
CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

Top Residential Zip Codes: (Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage)

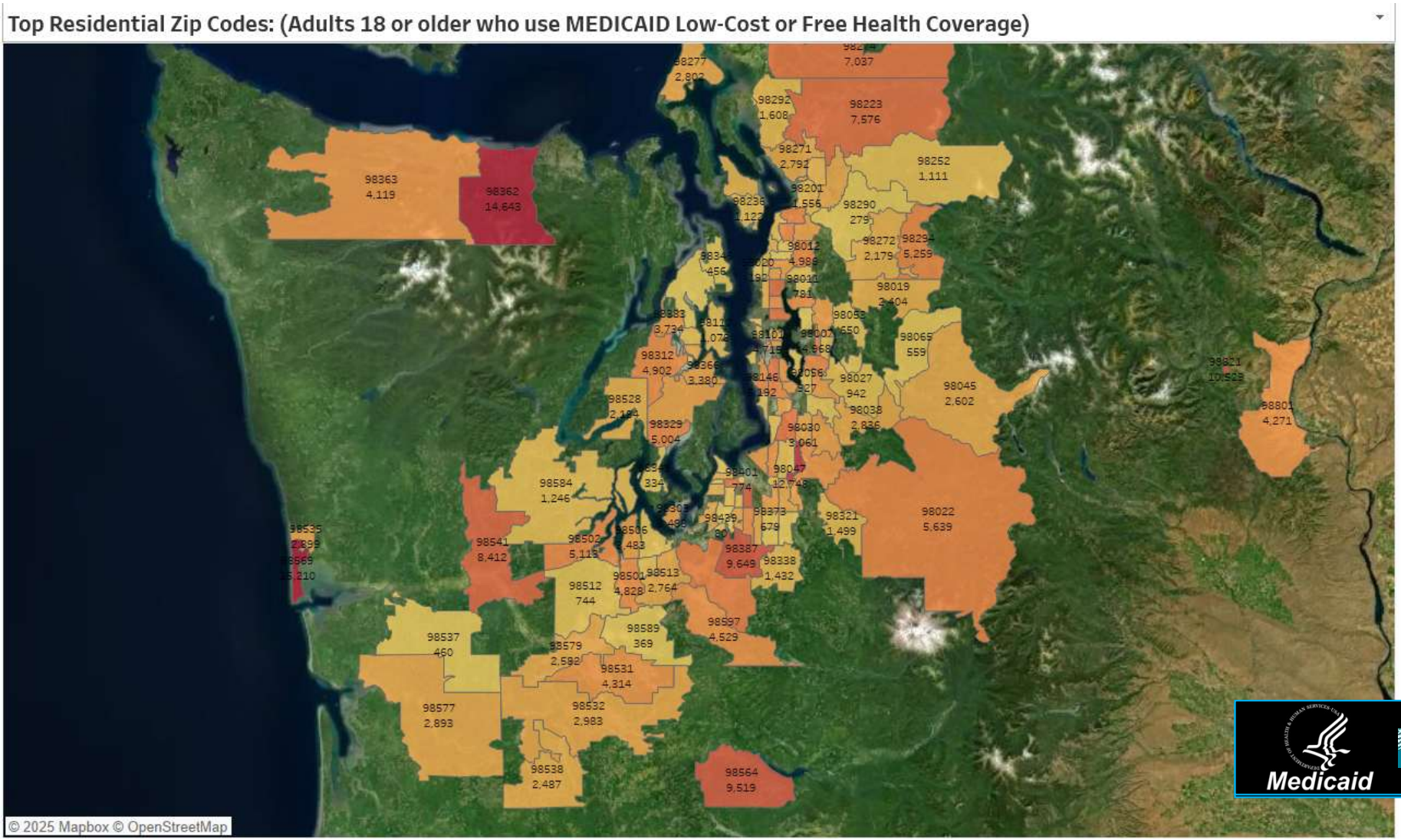


All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

Top Residential Zip Codes: (Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage)



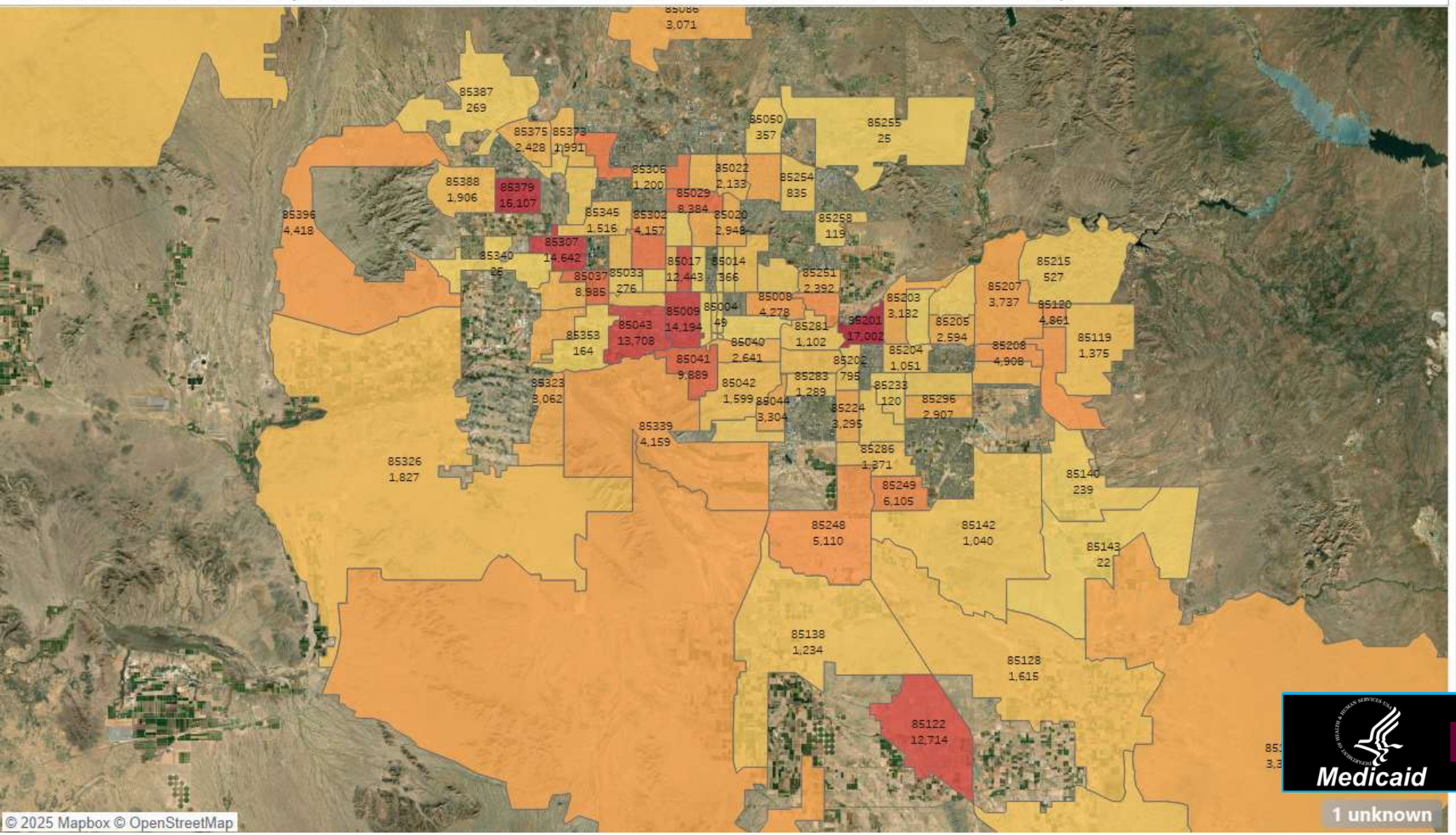
SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

Top Residential Zip Codes: (Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage)



All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

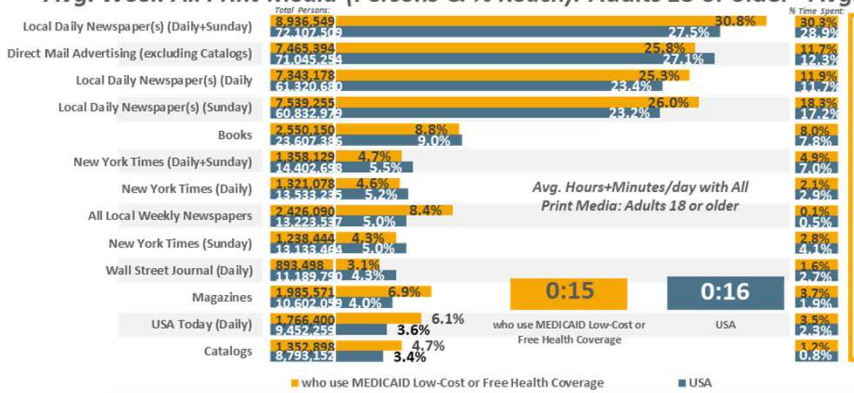
soefa.ai Share of Everything for Anything

Type of health insurance: Medicaid

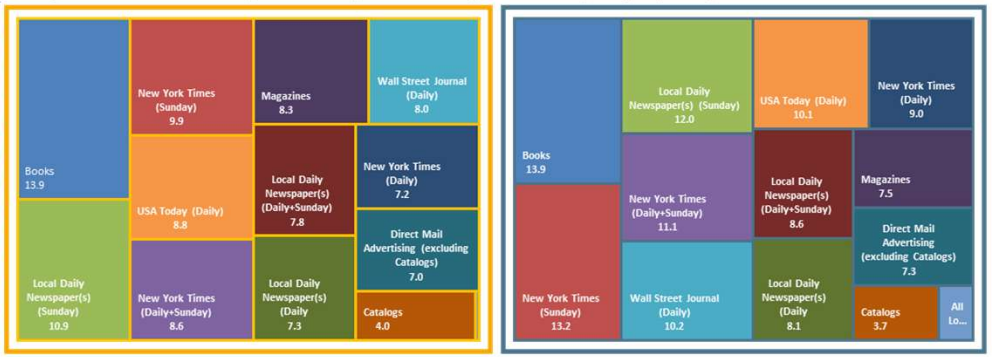


8,936,549 or 30.8% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

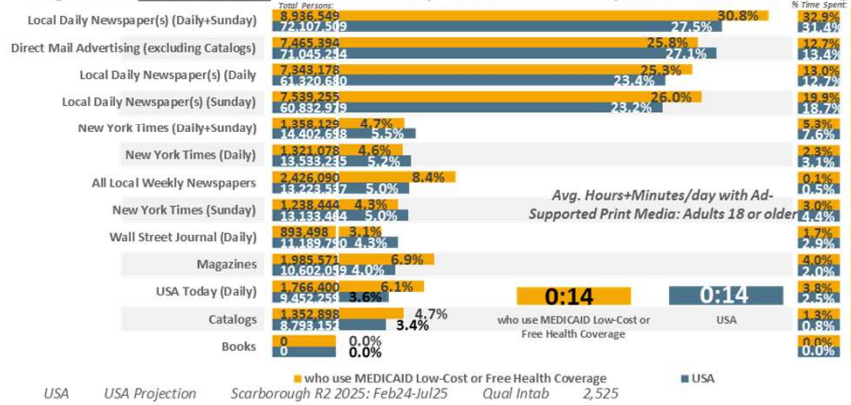
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



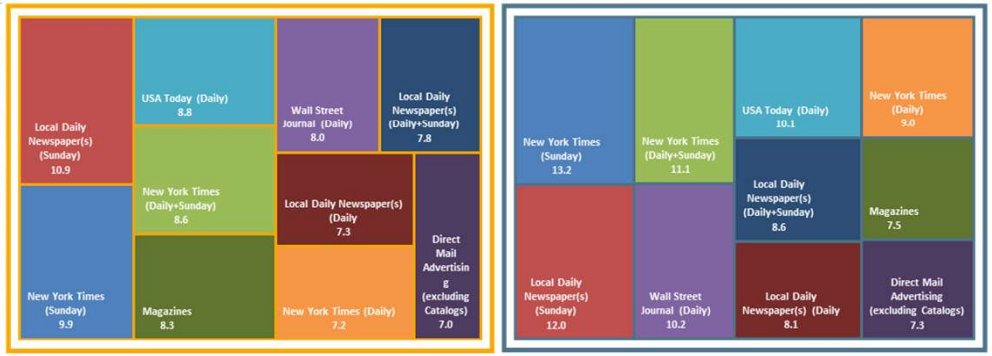
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



USA USA Projection Scarborough R2 2025: Feb24-Jul25 Qual Intab 2,525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

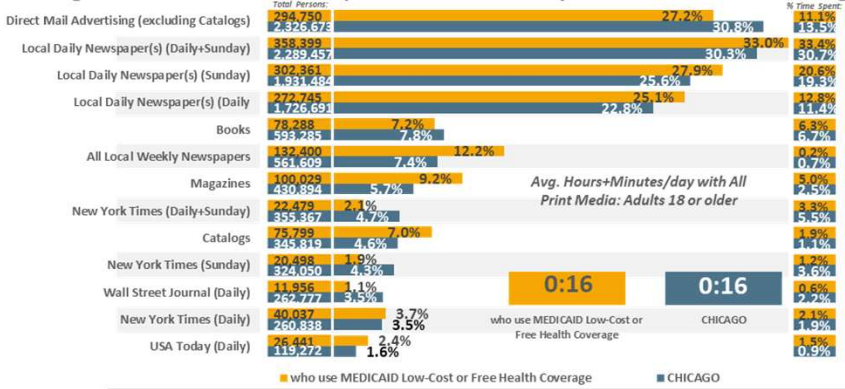
USA Projection Scarborough R1 2025: Feb24-Mar25 Qual Intab 25,039

soefa.ai Share of Everything for Anything ©

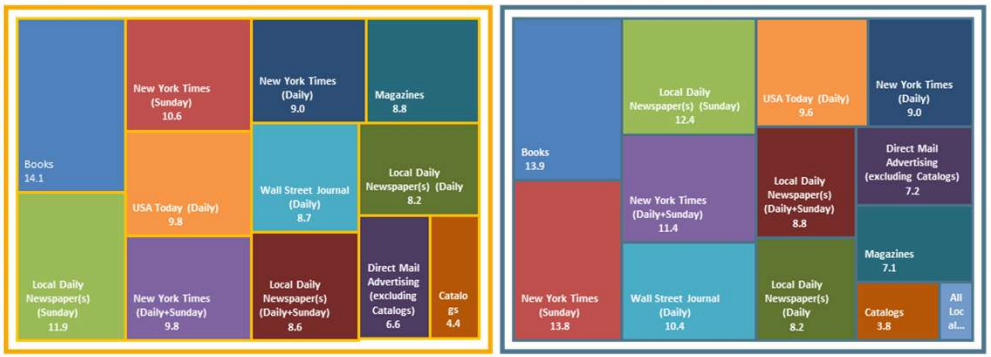
Type of health insurance: Medicaid

358,399 or 33.% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 35.7% of all time spent daily with All forms of Print Media.

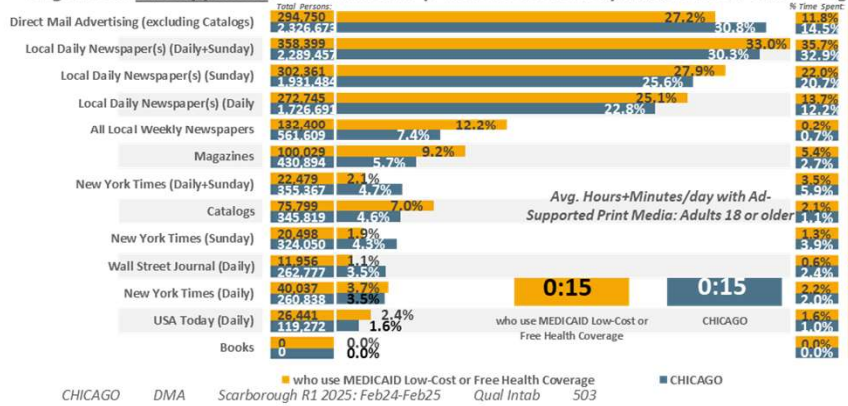
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



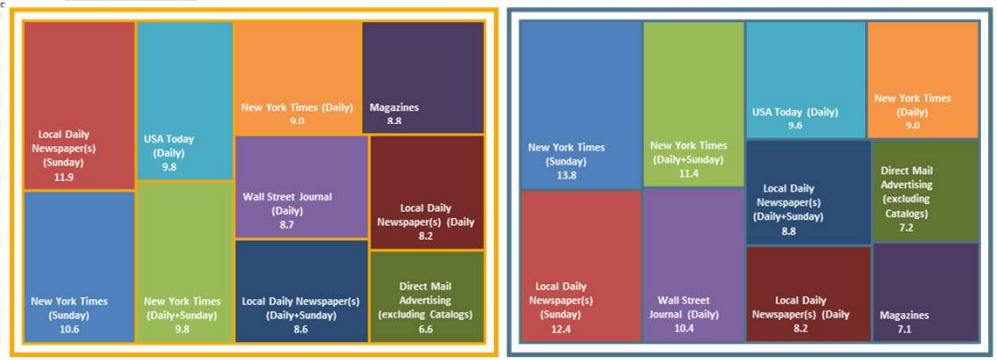
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 503

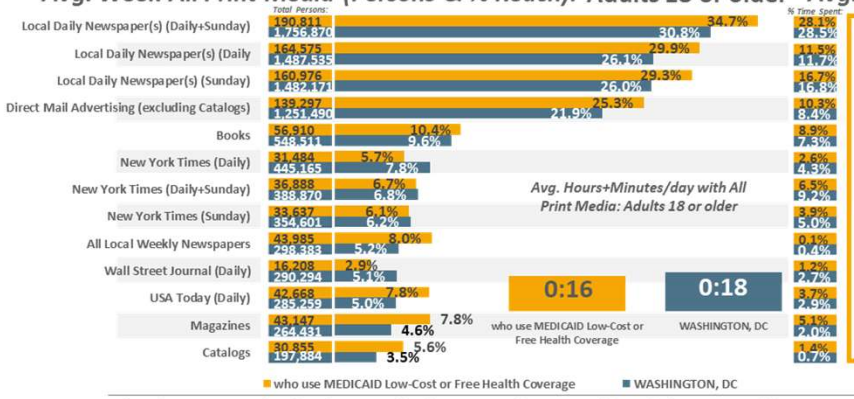
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

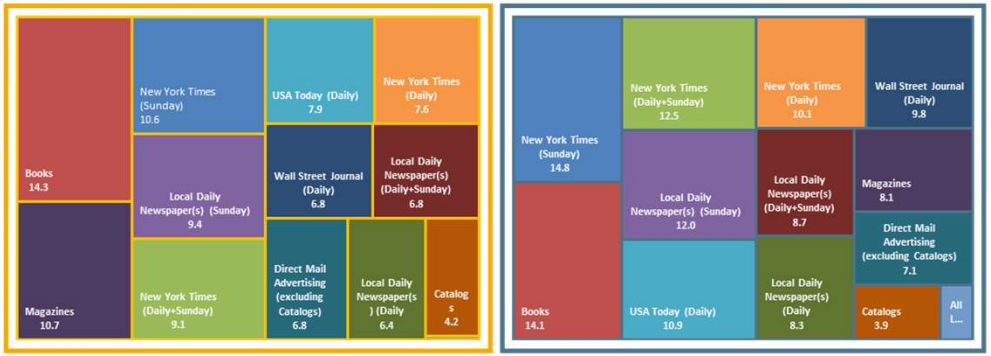
Type of health insurance: Medicaid

190,811 or 34.7% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

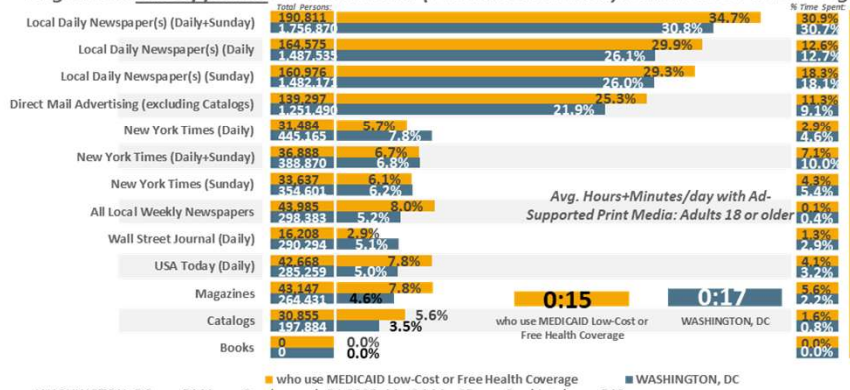
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



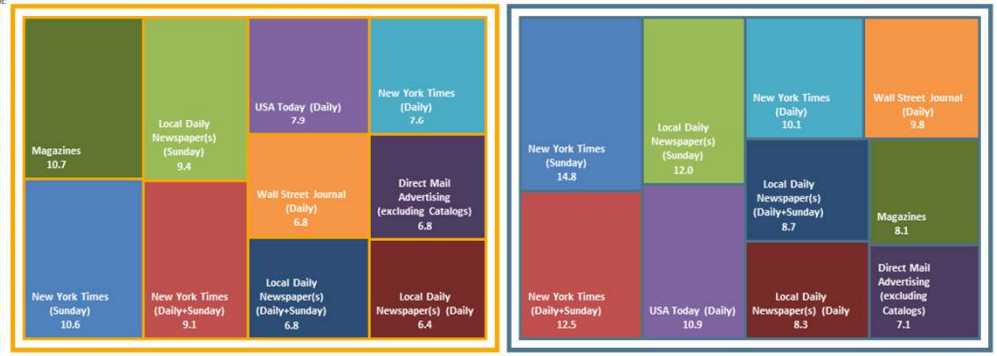
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab 549

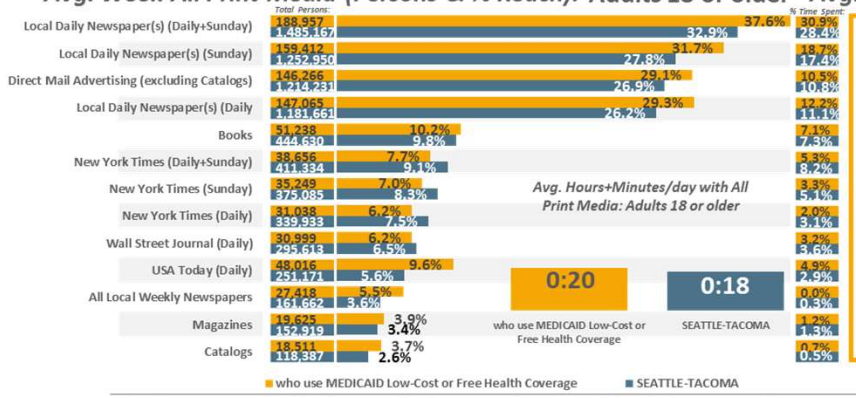
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

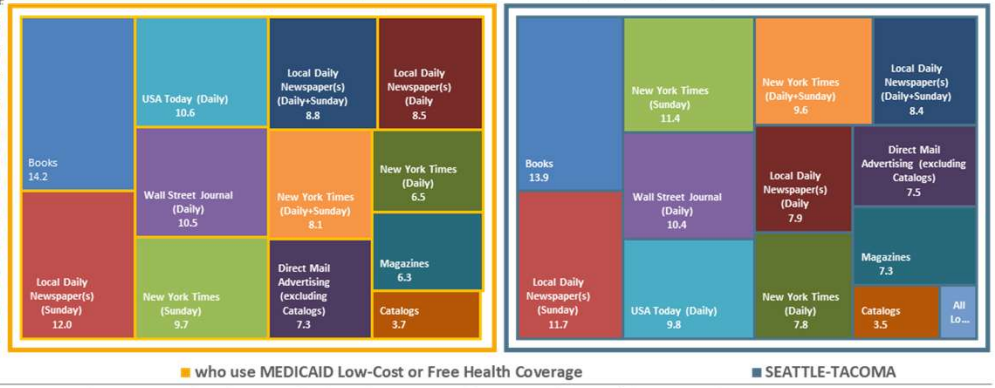
Type of health insurance: Medicaid

188,957 or 37.6% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 33.3% of all time spent daily with All forms of Print Media.

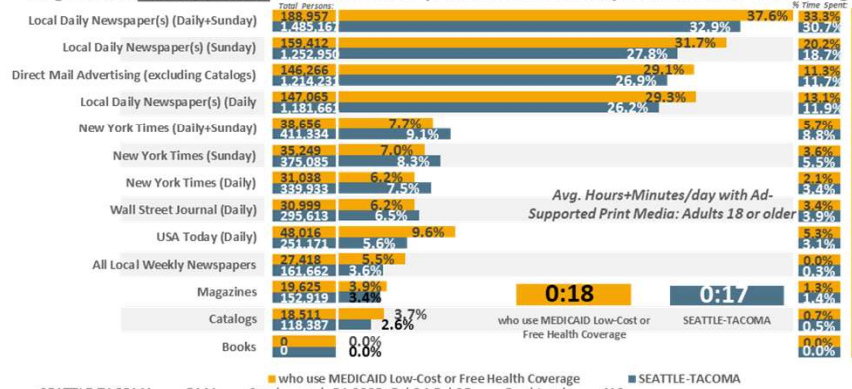
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



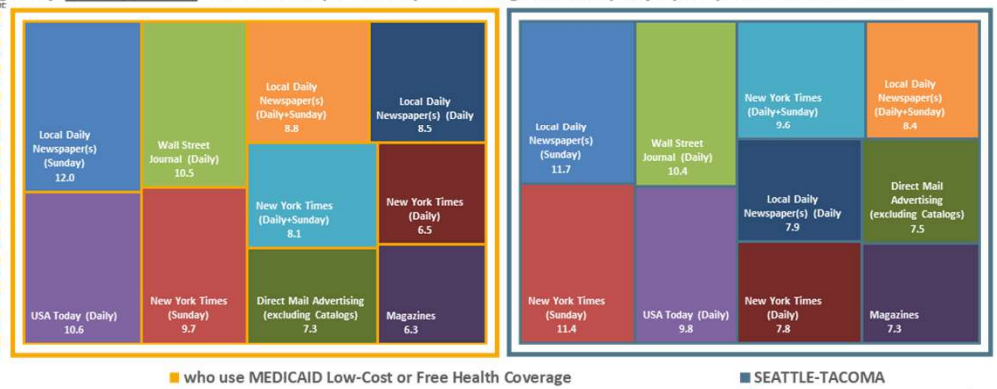
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab 412

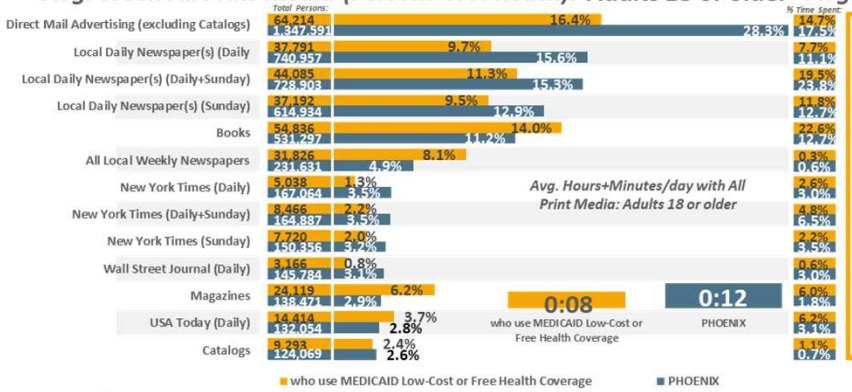
All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

44,085 or 11.3% of Adults 18 or older who use MEDICAID Low-Cost or Free Health Coverage read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

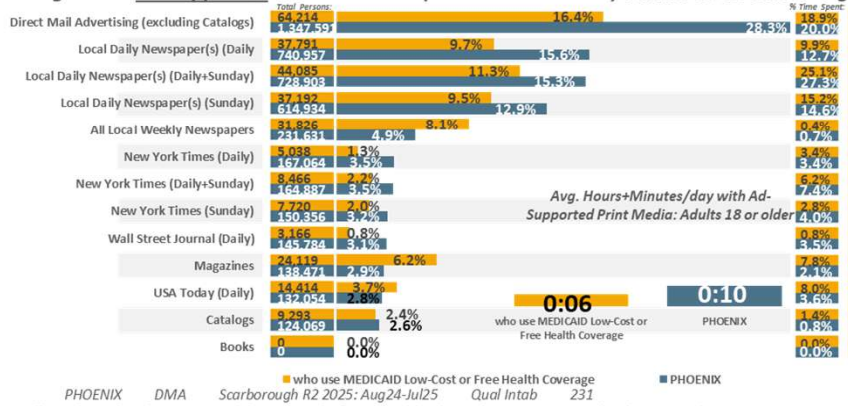
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



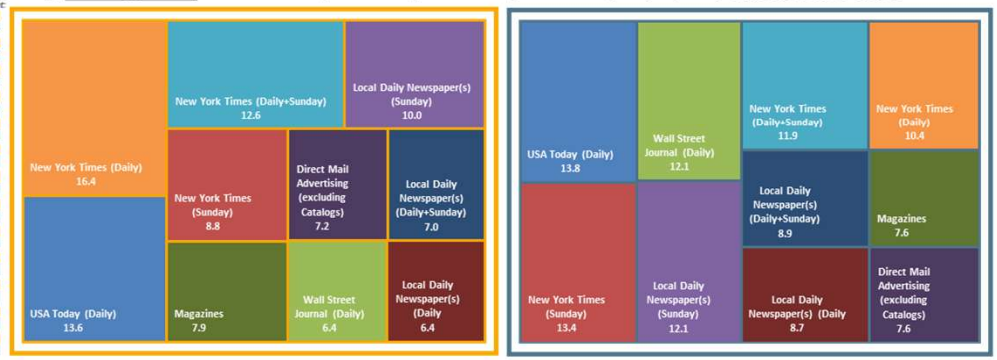
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

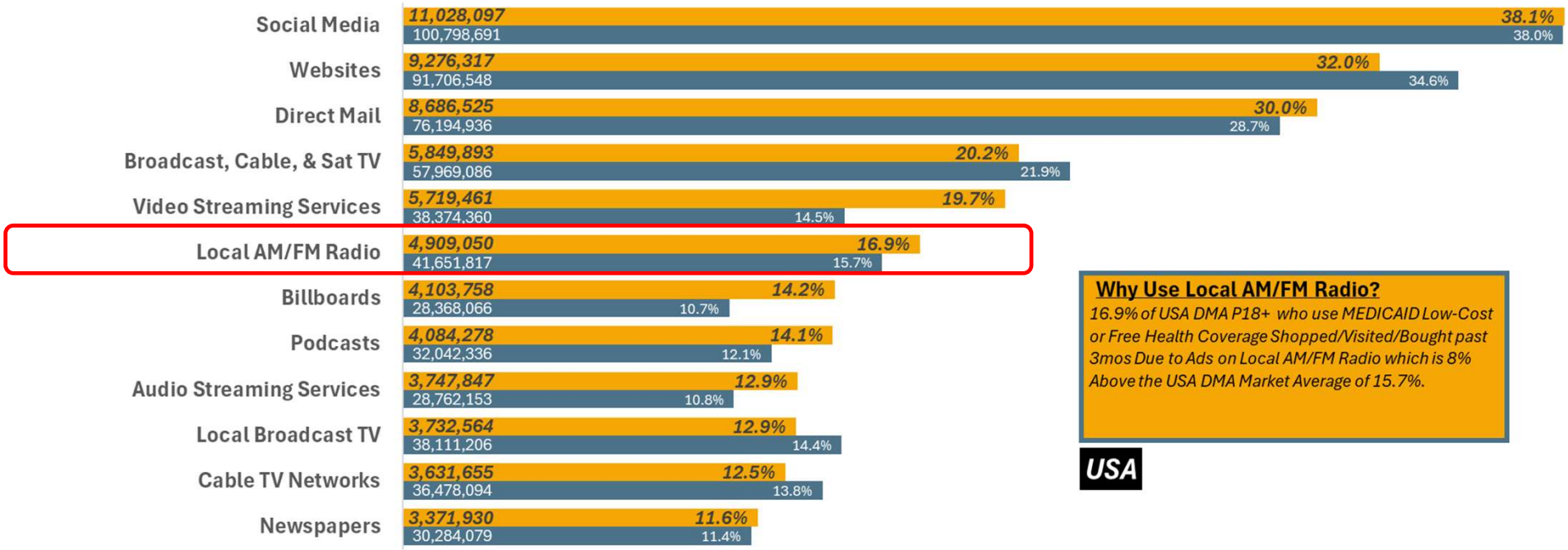
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid USA

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.9% of USA DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2025: Feb24-Jul25 Qual Intab: 2525

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

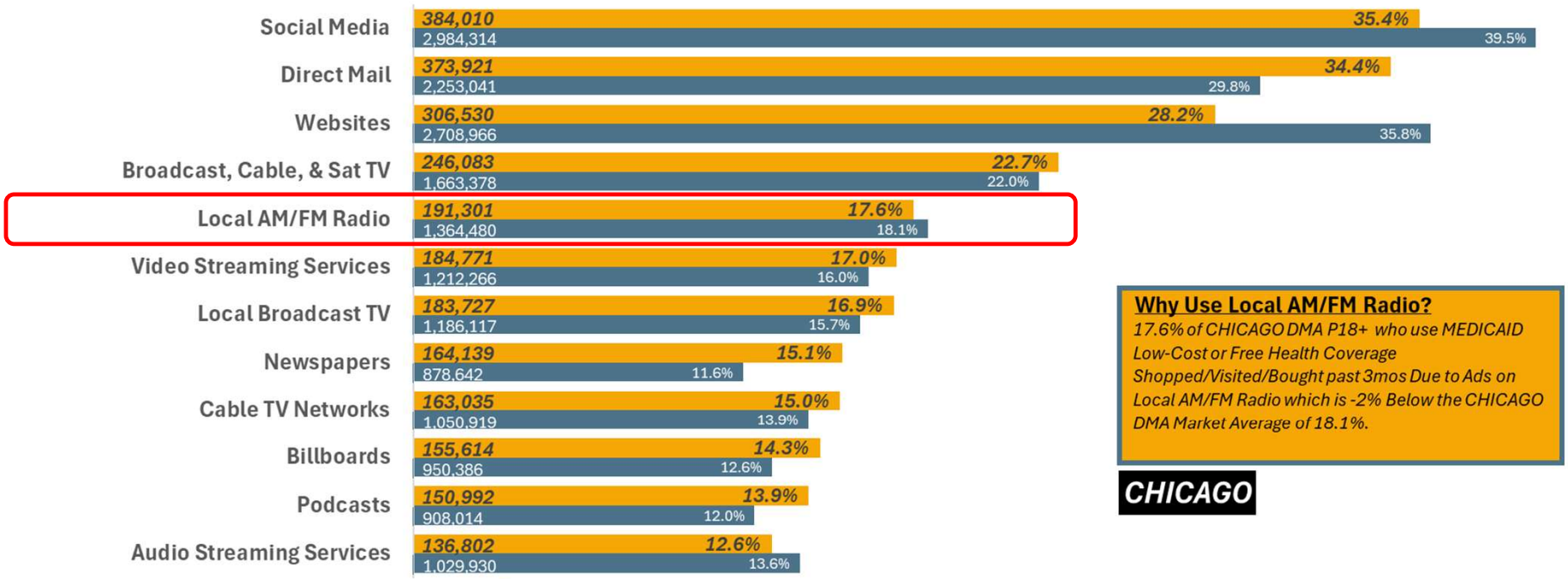
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid CHI

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.6% of CHICAGO DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the CHICAGO DMA Market Average of 18.1%.

CHICAGO

CHICAGO DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 503

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

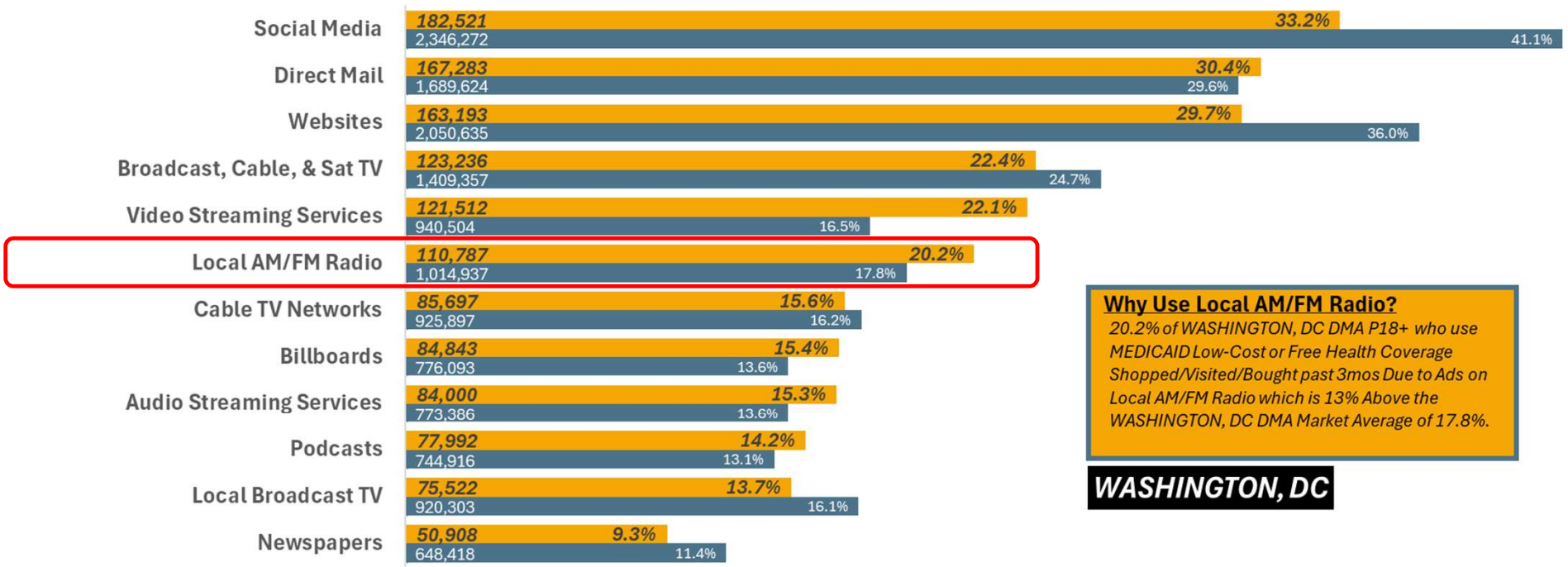
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid WDC

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.2% of WASHINGTON, DC DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 13% Above the WASHINGTON, DC DMA Market Average of 17.8%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2025: Mar24-Mar25 Qual Intab: 549

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

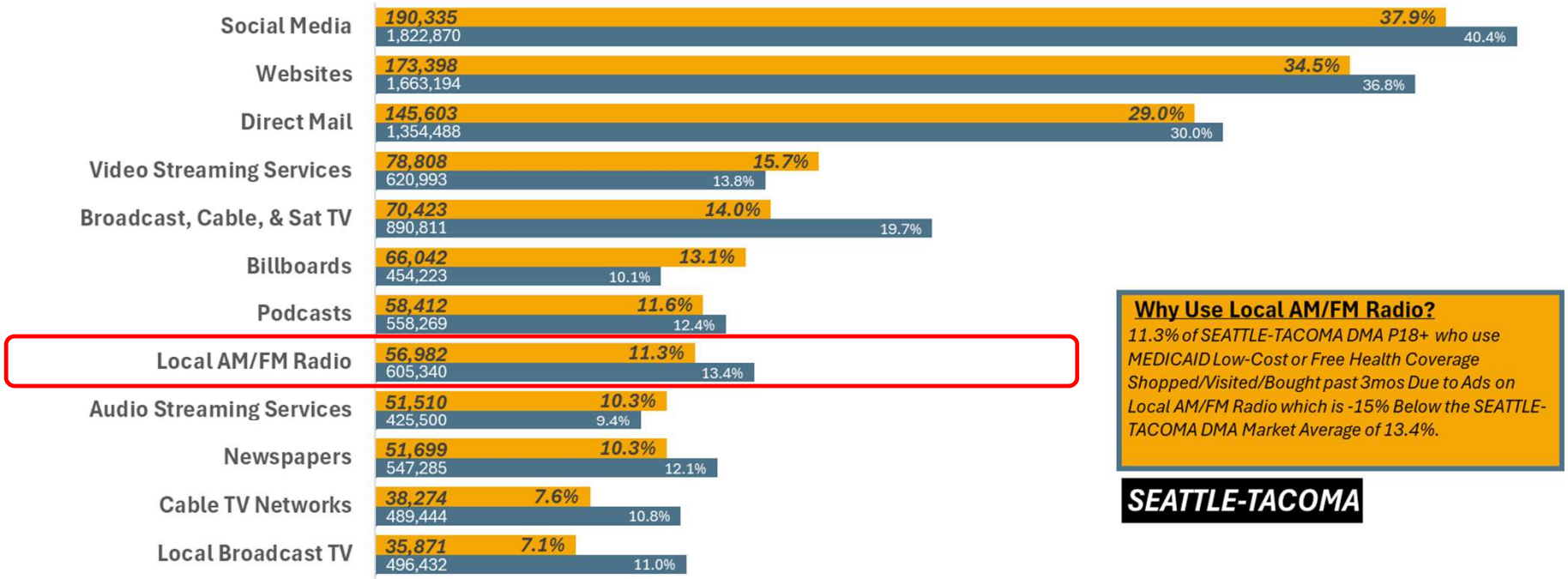
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid SEA

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.3% of SEATTLE-TACOMA DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -15% Below the SEATTLE-TACOMA DMA Market Average of 13.4%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2025: Feb24-Feb25 Qual Intab: 412

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

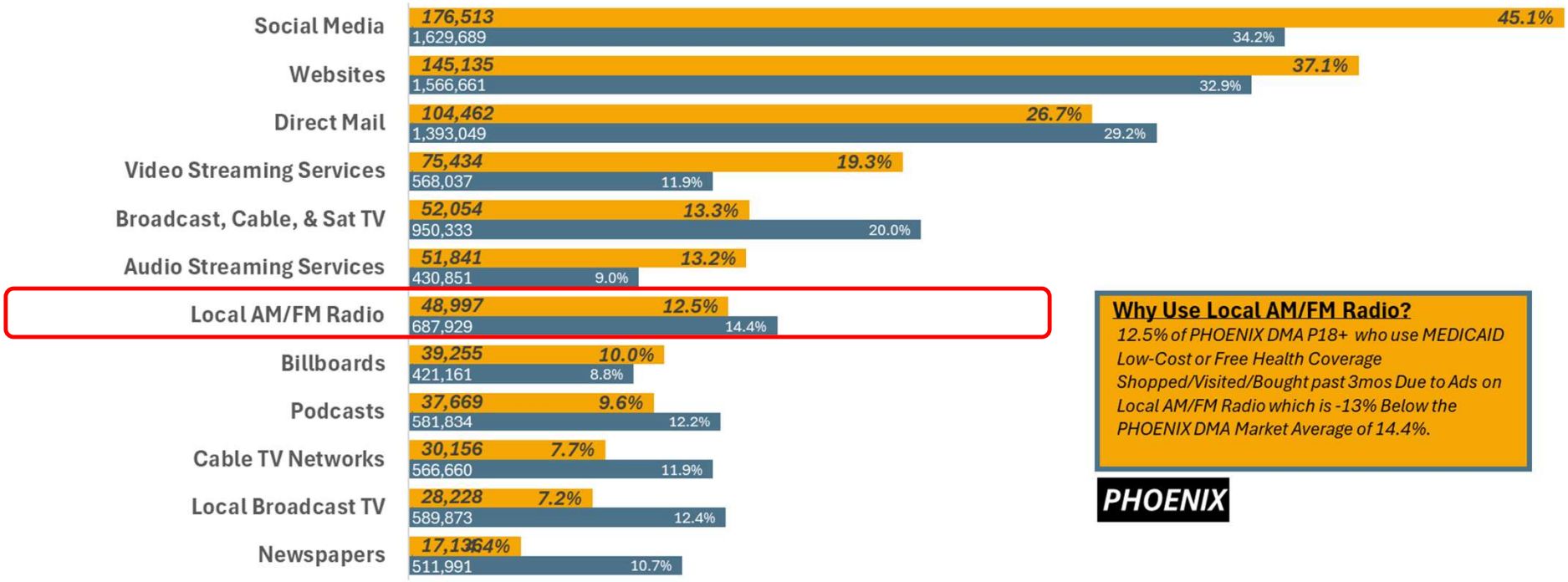
soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid

Medicaid PHX

"Advertising Actions"

P18+ who use MEDICAID Low-Cost or Free Health Coverage (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.5% of PHOENIX DMA P18+ who use MEDICAID Low-Cost or Free Health Coverage Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -13% Below the PHOENIX DMA Market Average of 14.4%.

PHOENIX

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 231

All Graphs and soefa.ai Data Modeling Copyright © 2025 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ©

Type of health insurance: Medicaid