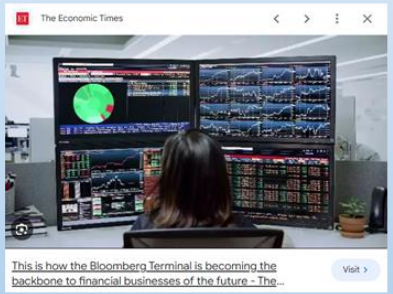
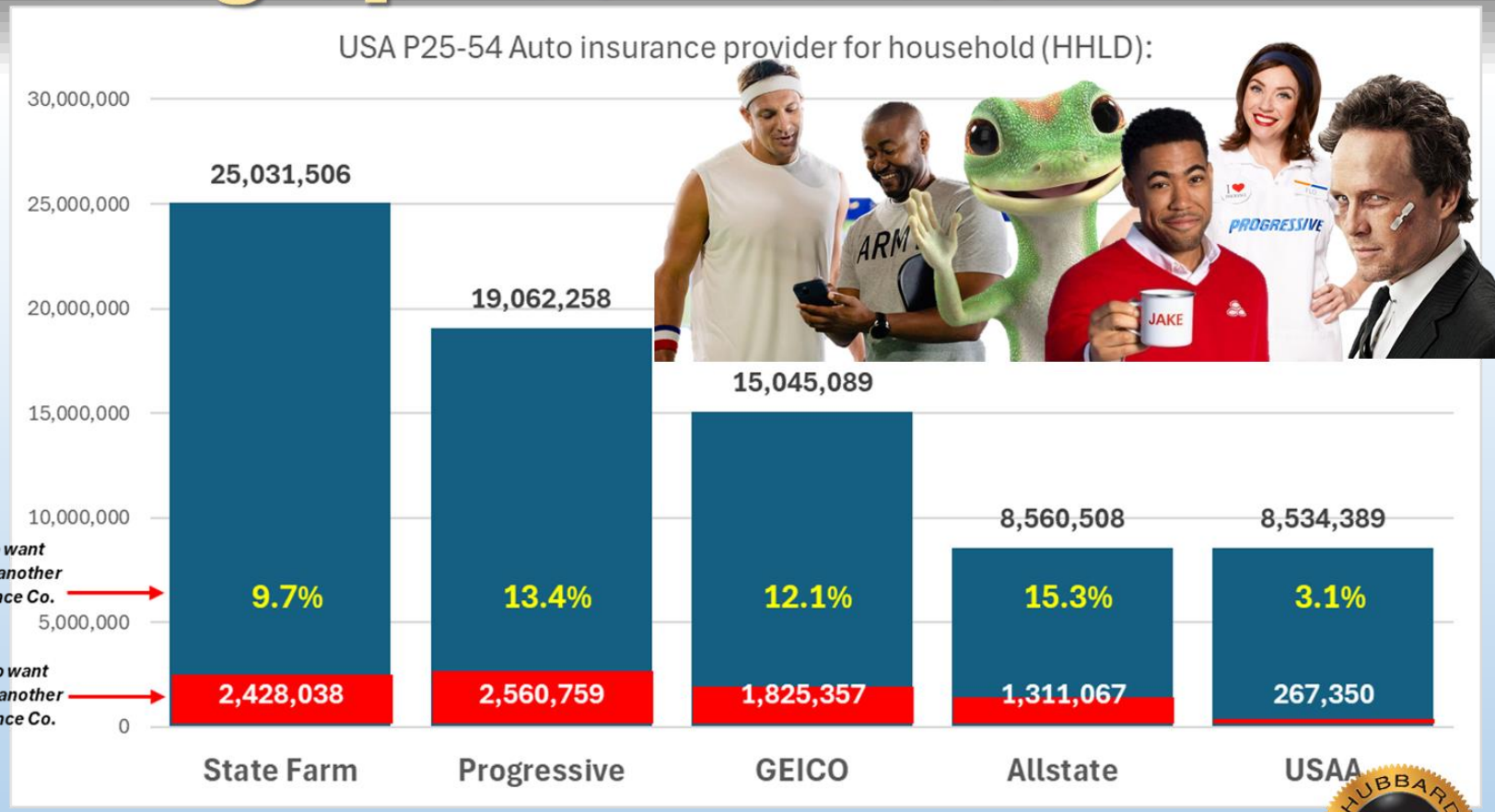
USA + 4 DMAs - P25-54s Who Plan to Switch AUTO INSURANCE Providers in 2024!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25-54s in the USA, the Seattle-Tacoma, St. Louis, Chicago, and Washington DC DMAs who Plan to Switch their Auto Insurance Carrier in 2024.





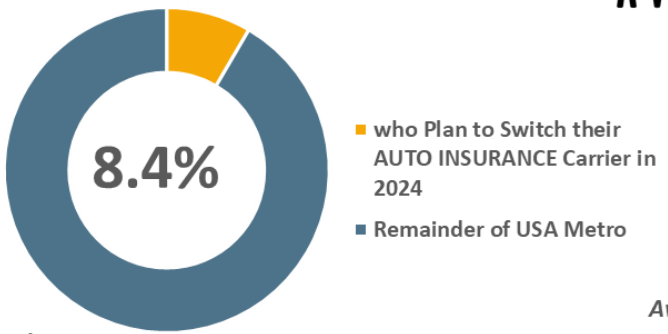
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

USA | P25-54 Plan to Switch Auto Insurance

8.4% or 10,938,533 of USA Adults 25 - 54 Plan to Switch their AUTO INSURANCE Carrier in 2024.
Typical Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 39.9 years old (.4% younger than average) and have a $96,913 (2.8% lower than average) annual household income.

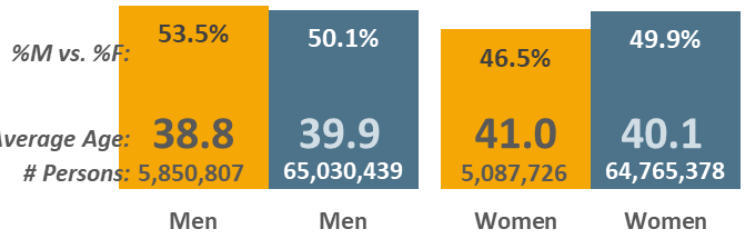
Percent of Market: Adults 25 - 54



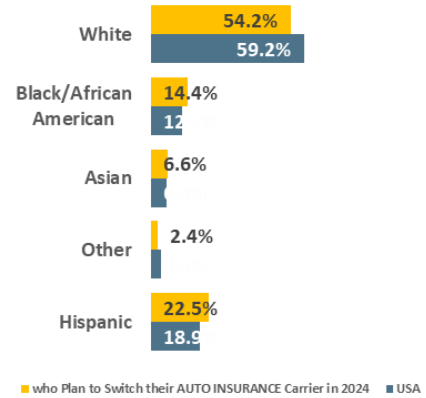
Total Persons:



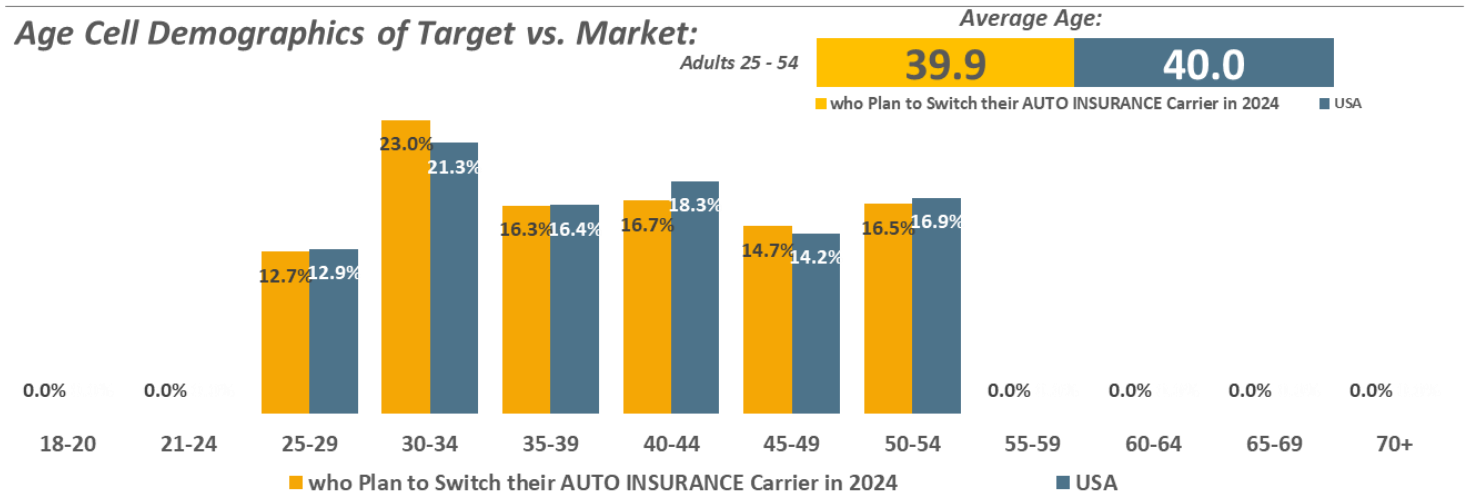
Gender of Target vs. Market: Adults 25 - 54



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



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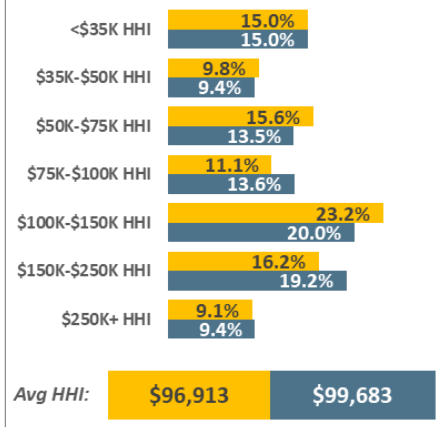

Avg HHI: $96,913 | $99,683

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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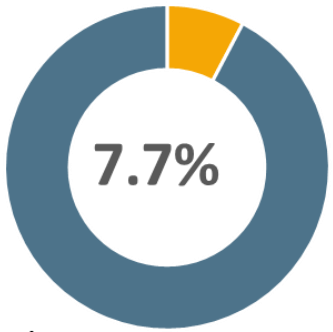
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

7.7% or 180,902 of SEATTLE DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Typical Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 39.4 years old (.5% younger than average) and have a $140,942 (3.9% higher than average) annual household income.

Percent of Market: Adults 25 - 54

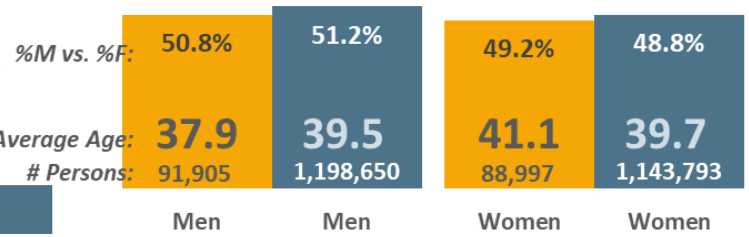


- who Plan to Switch their AUTO INSURANCE Carrier in 2024
- Remainder of SEATTLE DMA

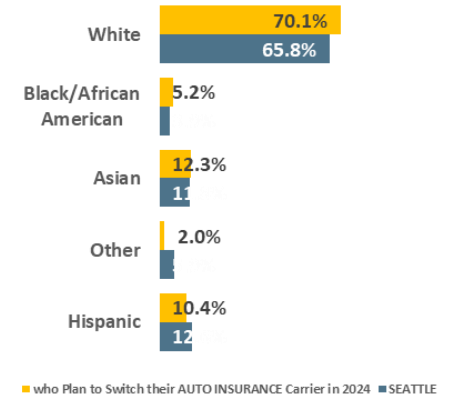
Total Persons:



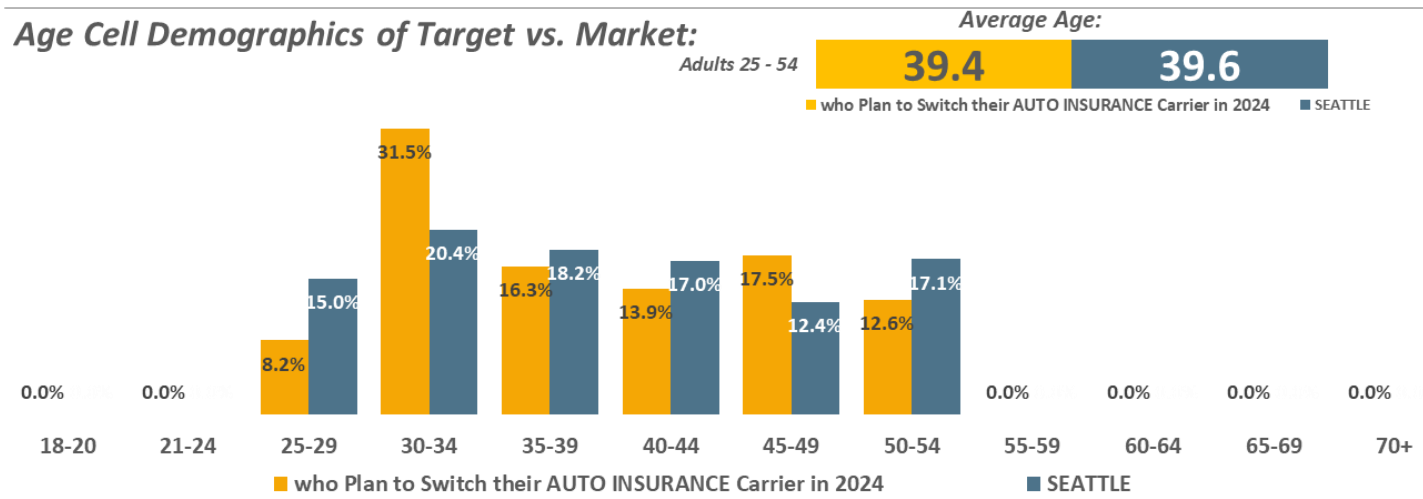
Gender of Target vs. Market: Adults 25 - 54



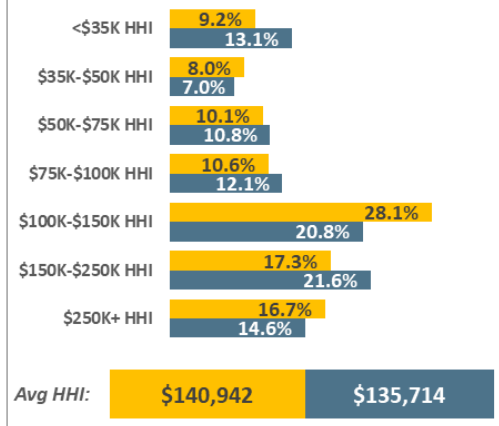
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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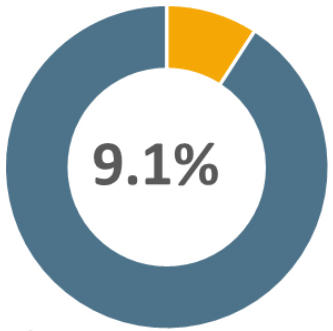
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

9.1% or 108,187 of ST. LOUIS DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Typical Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 39.7 years old (.7% younger than average) and have a $87,715 (10.9% lower than average) annual household income.

Percent of Market: Adults 25 - 54

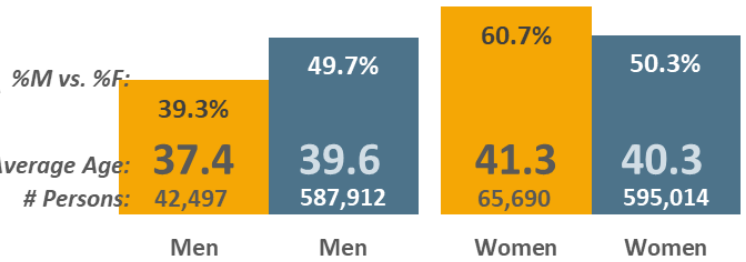


- who Plan to Switch their AUTO INSURANCE Carrier in 2024
- Remainder of ST. LOUIS DMA

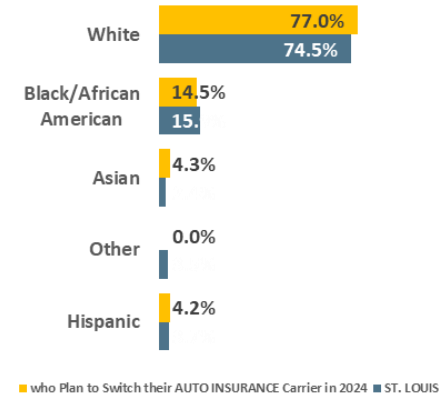
Total Persons:



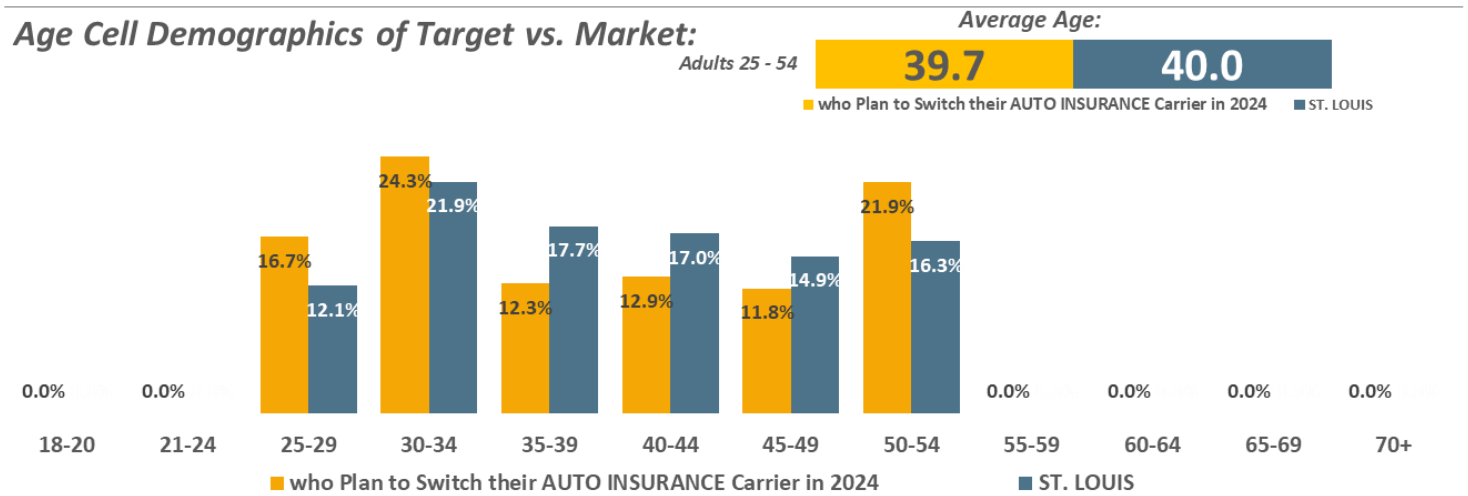
Gender of Target vs. Market: Adults 25 - 54



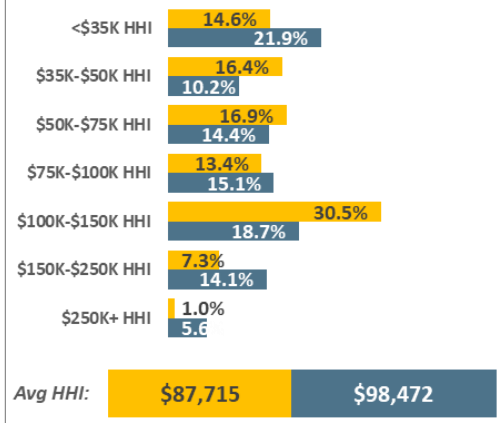
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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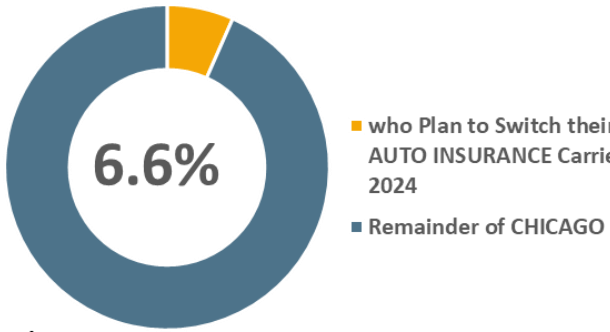
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

6.6% or 253,408 of CHICAGO DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Typical Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 40.7 years old (1.3% older than average) and have a $113,602 (1.5% higher than average) annual household income.

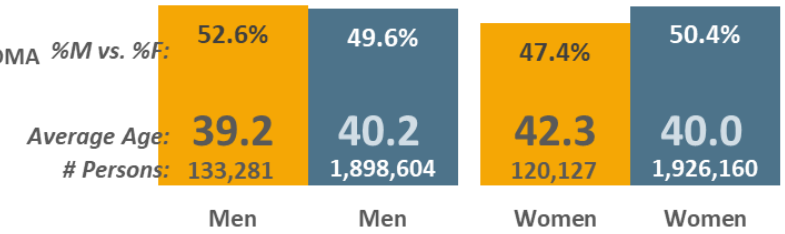
Percent of Market: Adults 25 - 54



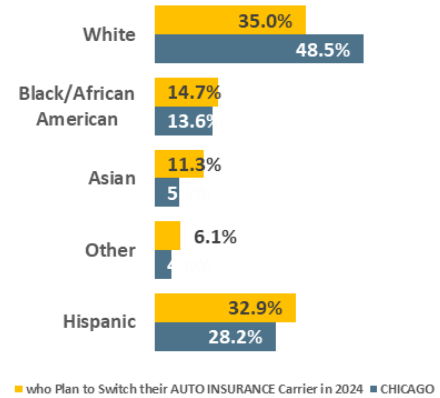
Total Persons:



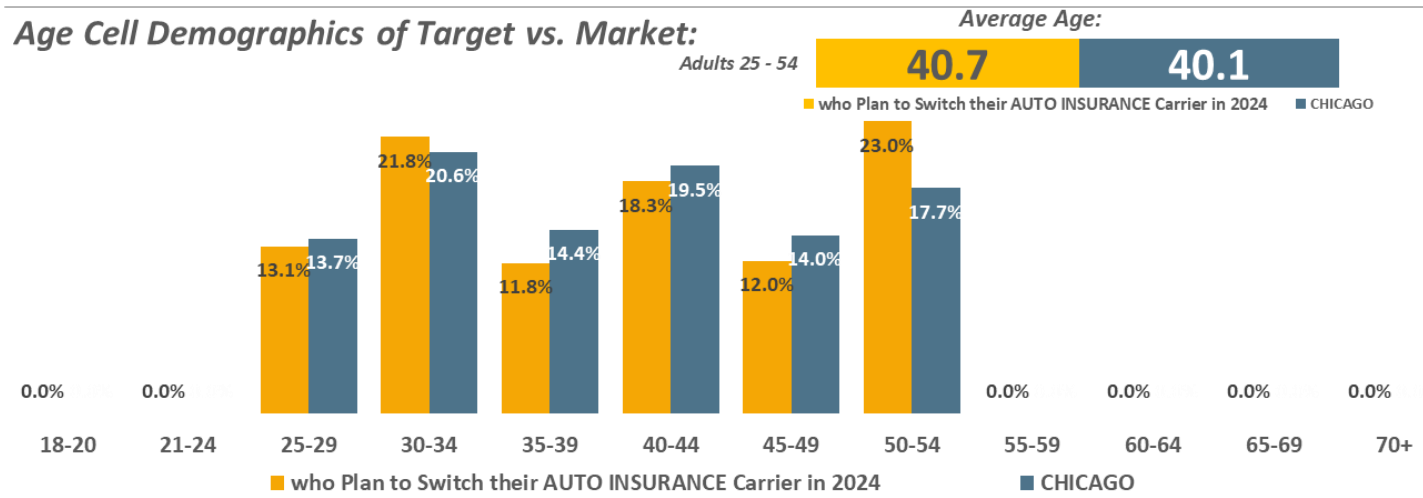
Gender of Target vs. Market: Adults 25 - 54



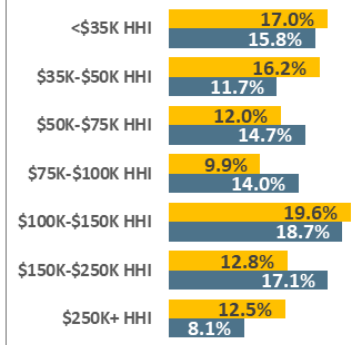
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $113,602 | $111,880

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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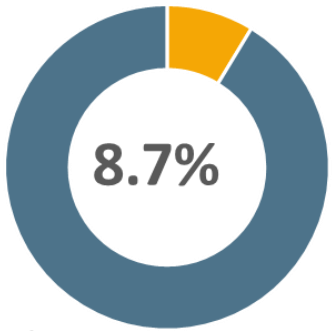
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

8.7% or 258,787 of WASHINGTON, DC DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in... Typical Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 40.5 years old (1.4% older than average) and have a $140,494 (.9% lower than average) annual household income.

Percent of Market: Adults 25 - 54

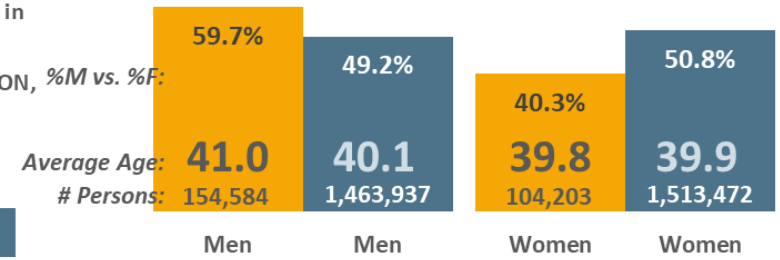


- who Plan to Switch their AUTO INSURANCE Carrier in 2024
- Remainder of WASHINGTON, DC DMA

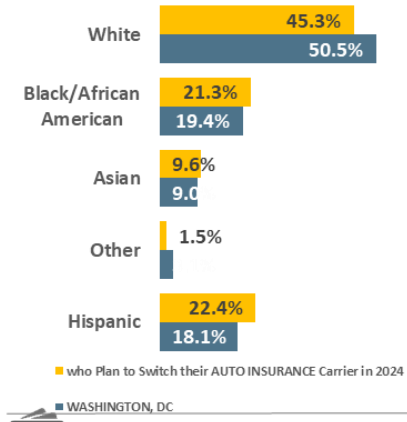
Total Persons:



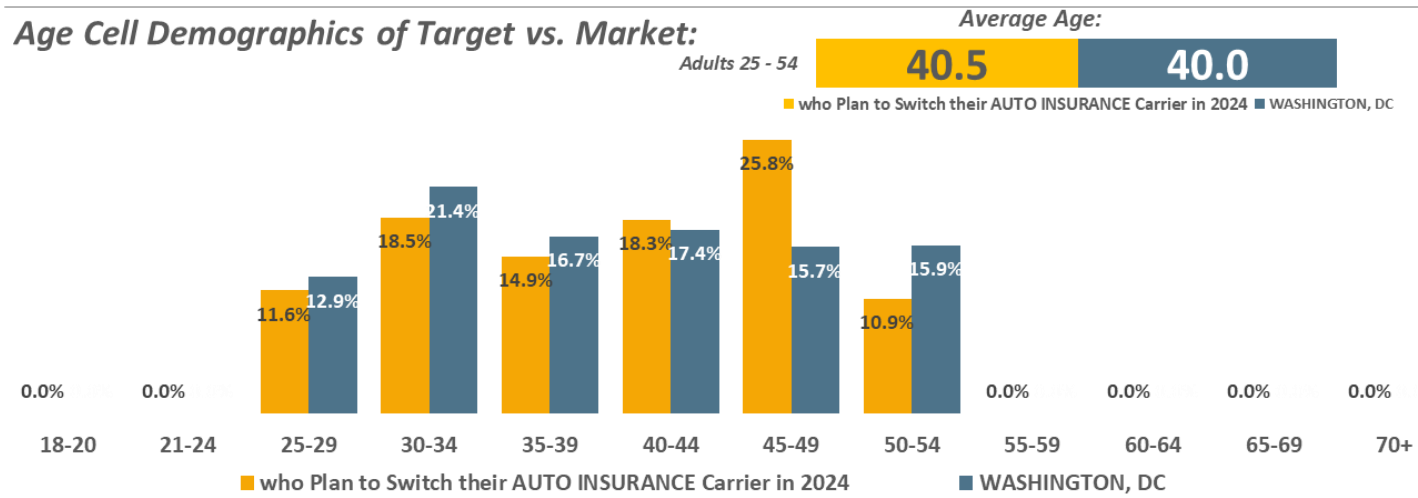
Gender of Target vs. Market: Adults 25 - 54



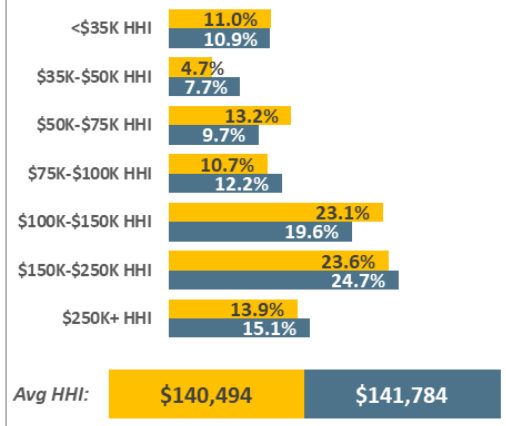
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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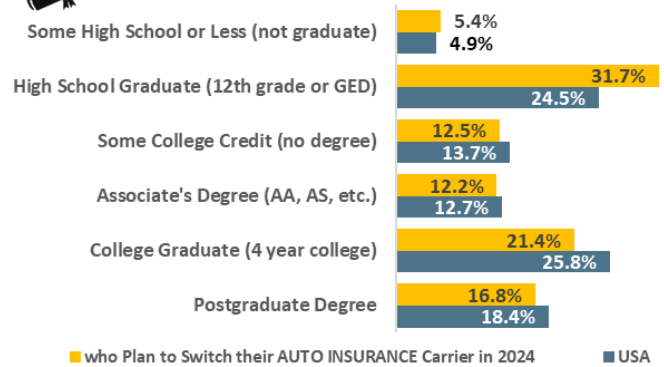
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

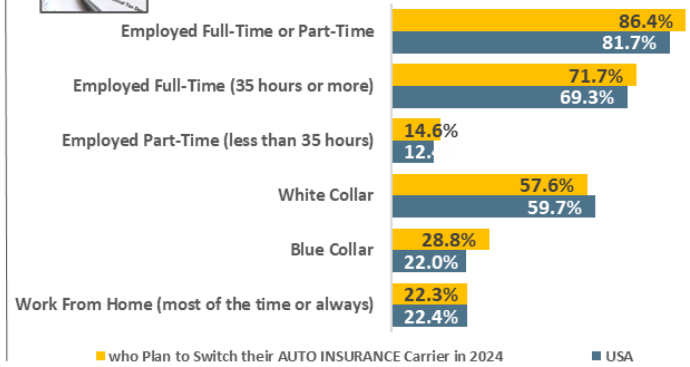
USA | P25-54 Plan to Switch Auto Insurance

8.4% or 10,938,533 of USA Adults 25 - 54 Plan to Switch their AUTO INSURANCE Carrier in 2024.
Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 13.6% less likely to be a college graduate, 3.5% more likely to work full-time, 5.1% less likely to be married, 9.8% more likely to be a parent of 1 or more children under 18.

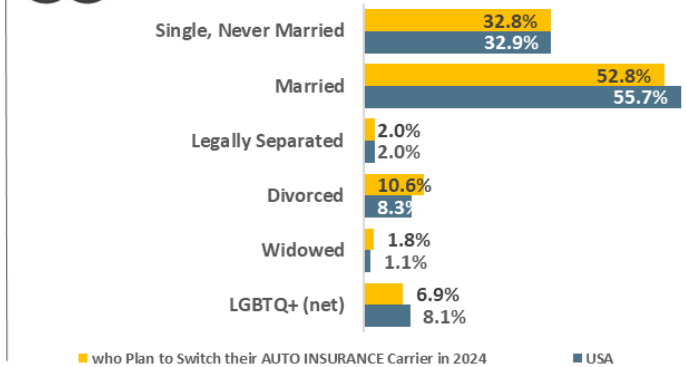
Education Levels: Adults 25 - 54



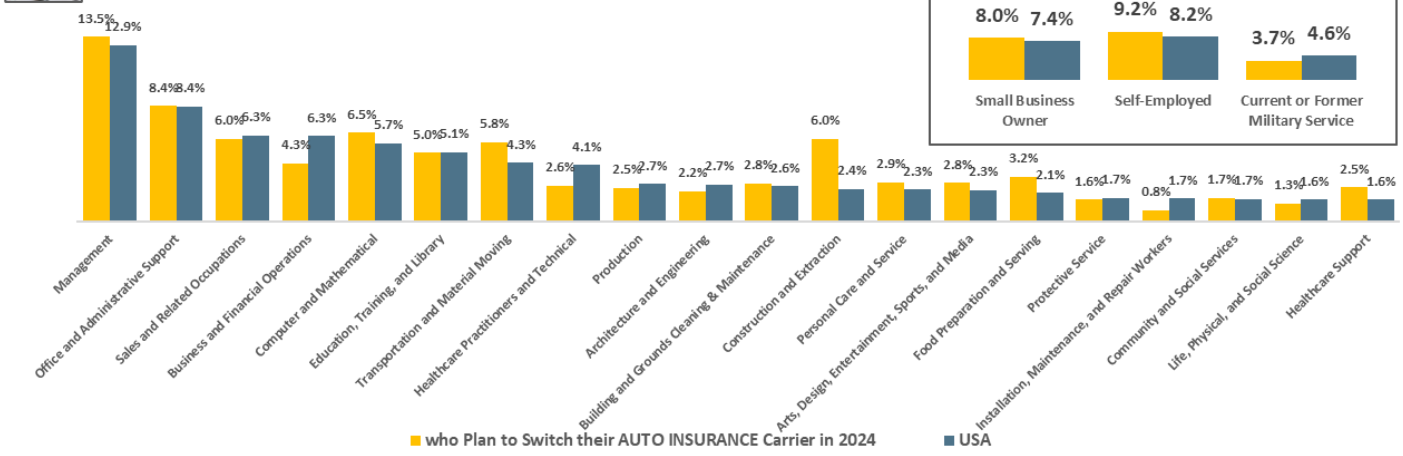
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

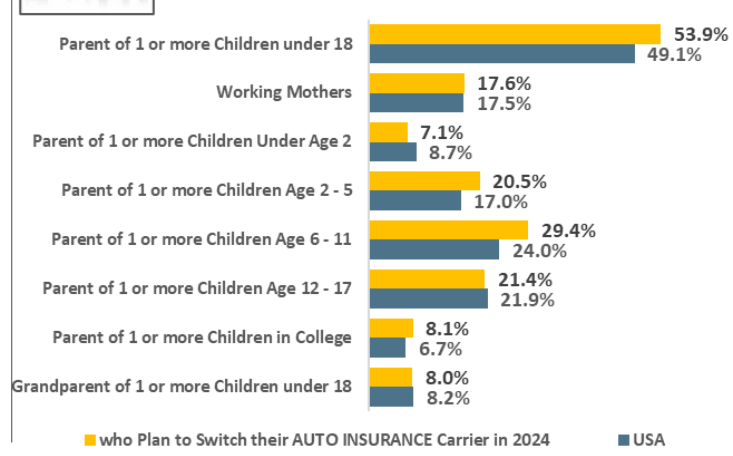


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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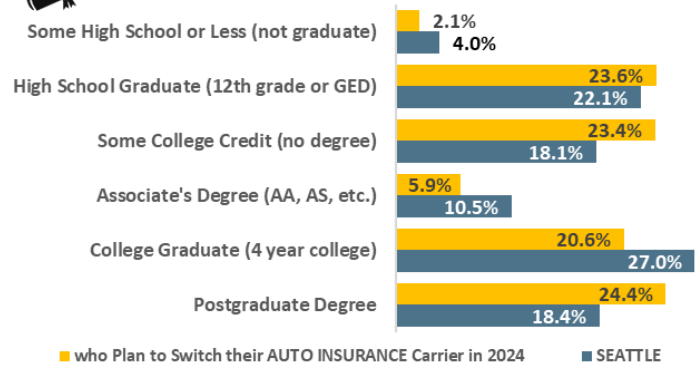
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

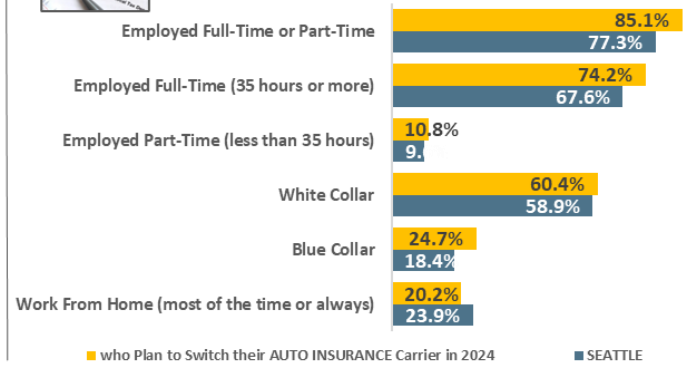
Seattle-Tacoma DMA | P25-54 Plan to Switch Auto Insurance

7.7% or 180,902 of SEATTLE DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are .9% less likely to be a college graduate, 9.8% more likely to work full-time, 15.4% less likely to be married, 1.5% more likely to be a parent of 1 or more children under 18.

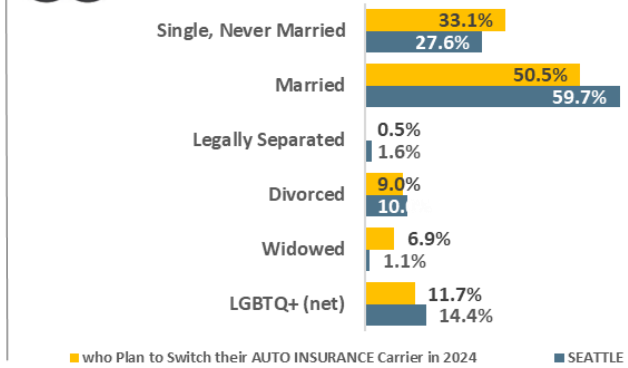
Education Levels: Adults 25 - 54



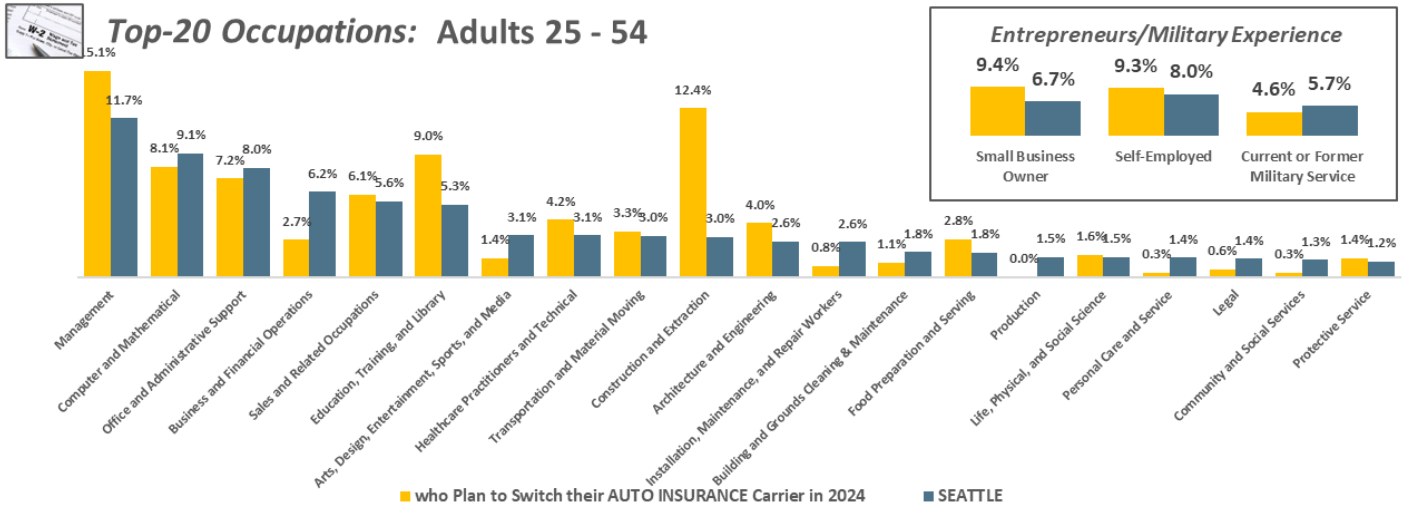
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

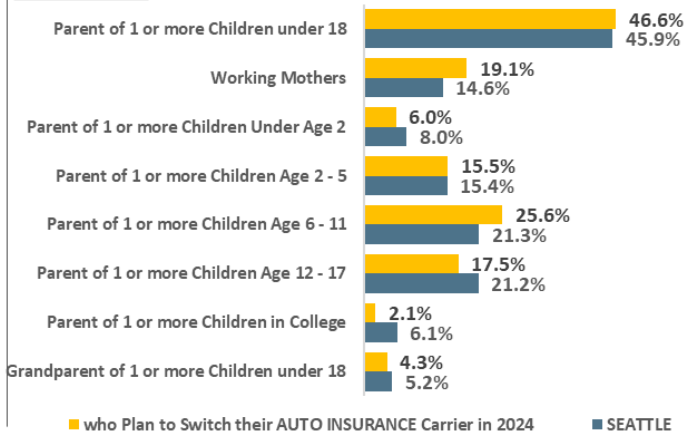


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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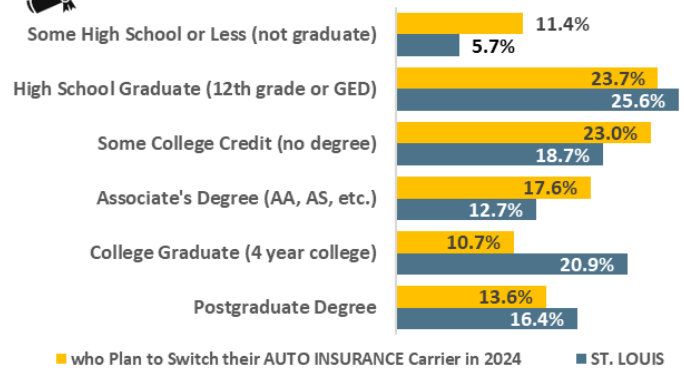
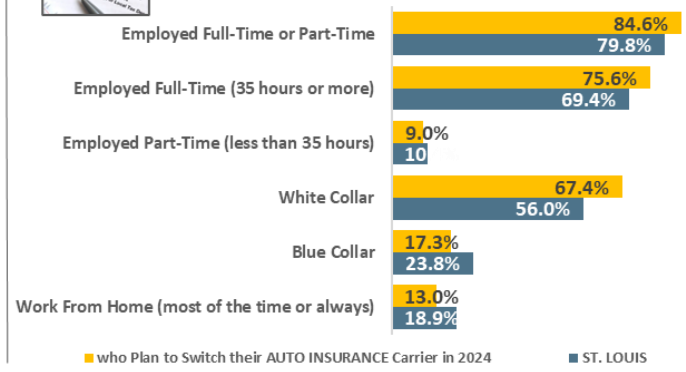
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

9.1% or 108,187 of ST. LOUIS DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 35.5% less likely to be a college graduate, 9.% more likely to work full-time, 24.9% less likely to be married, 21.6% less likely to be a parent of 1 or more children under 18.

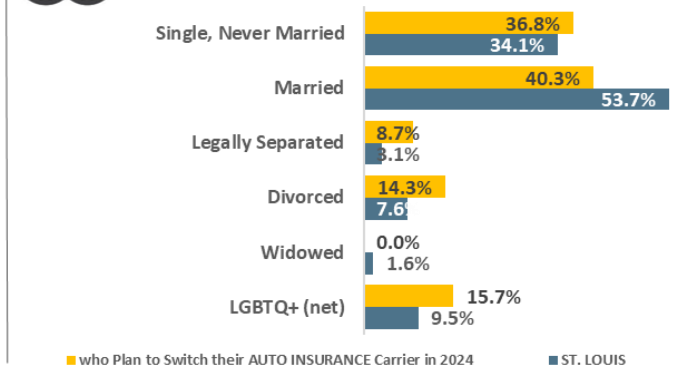
Education Levels: Adults 25 - 54



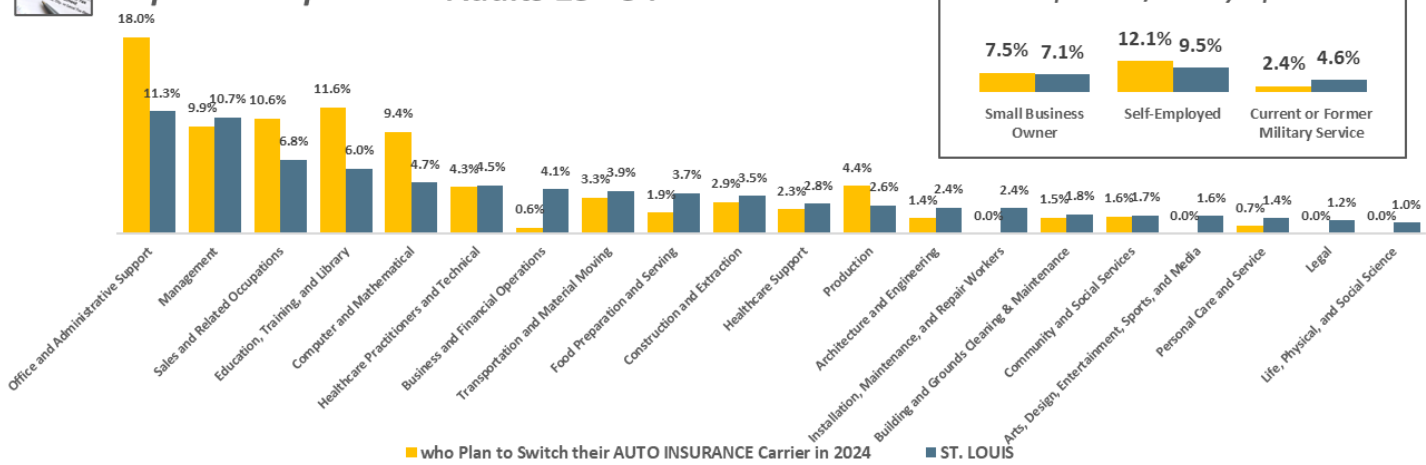
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

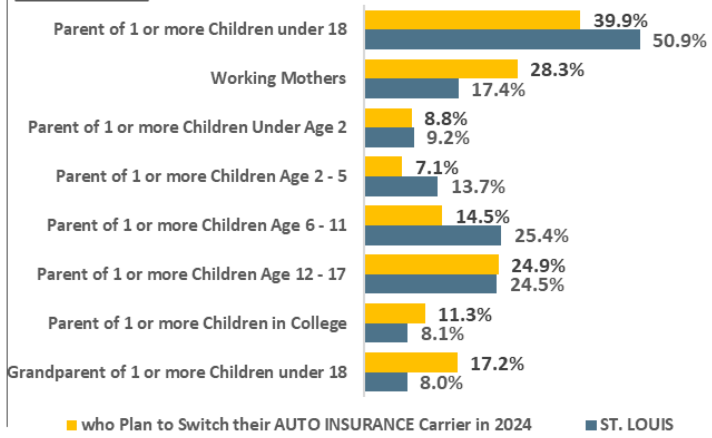


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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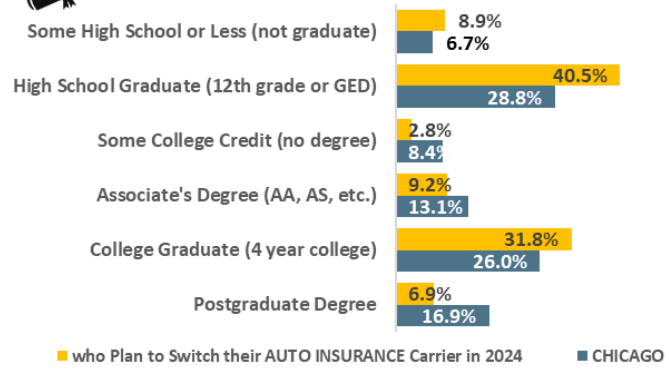
Chicago DMA

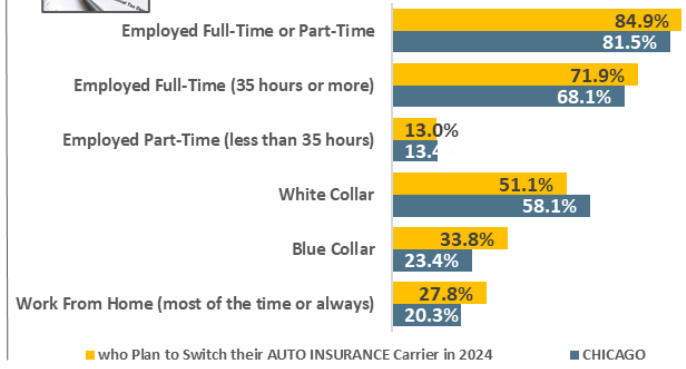
P25-54 Plan to Switch Auto Insurance

6.6% or 253,408 of CHICAGO DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 10.1% less likely to be a college graduate, 5.6% more likely to work full-time, 5.8% more likely to be married, 9.9% more likely to be a parent of 1 or more children under 18.

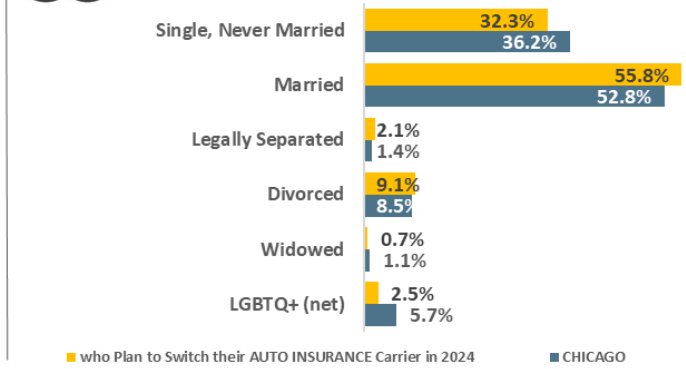
Education Levels: Adults 25 - 54



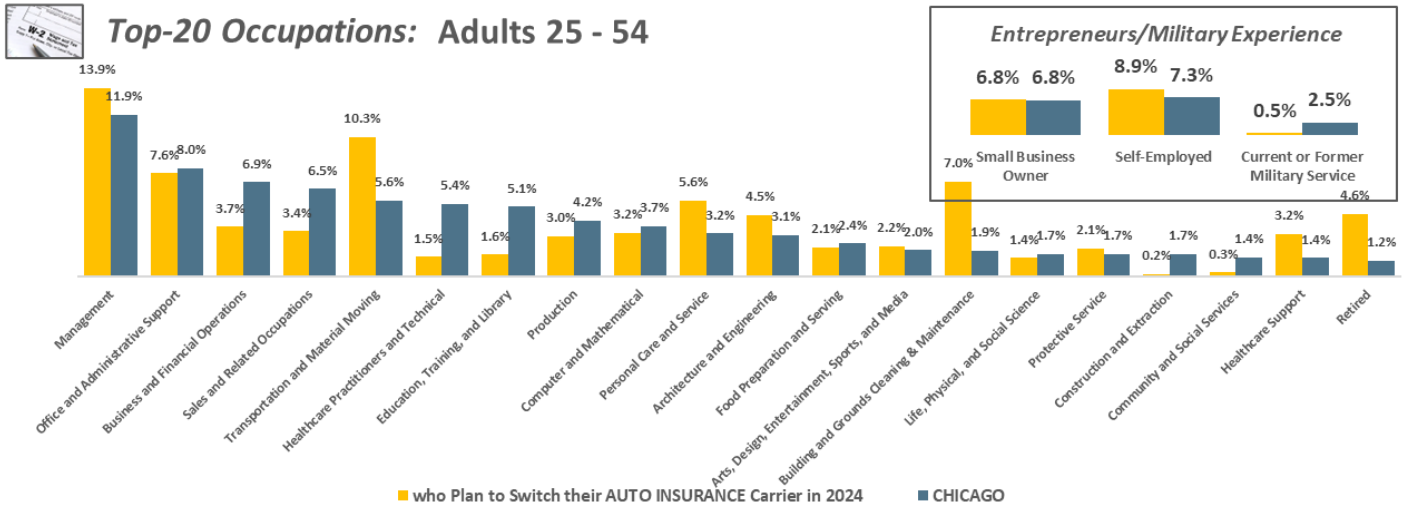
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

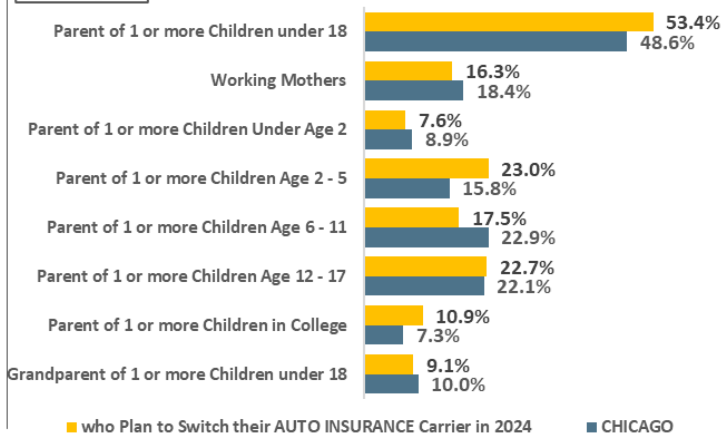


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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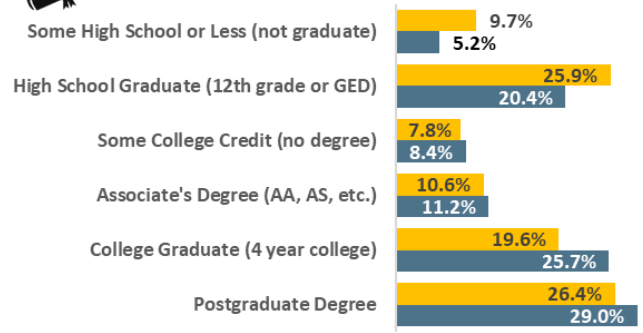
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

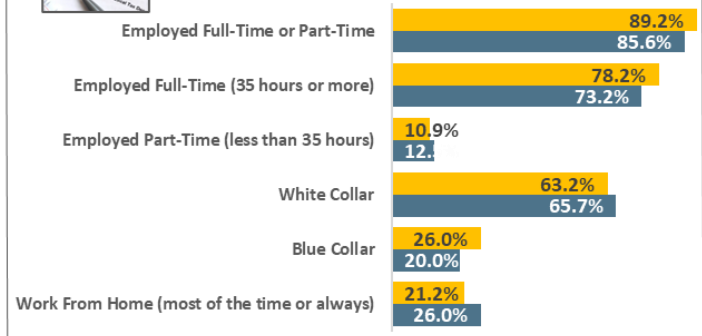
Washington, DC DMA | P25-54 Plan to Switch Auto Insurance

8.7% or 258,787 of WASHINGTON, DC DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in... Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 15.8% less likely to be a college graduate, 6.9% more likely to work full-time, 4.1% more likely to be married, 13.2% more likely to be a parent of 1 or more children under 18.

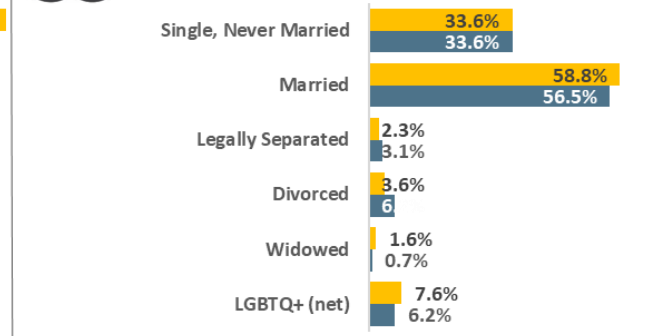
Education Levels: Adults 25 - 54



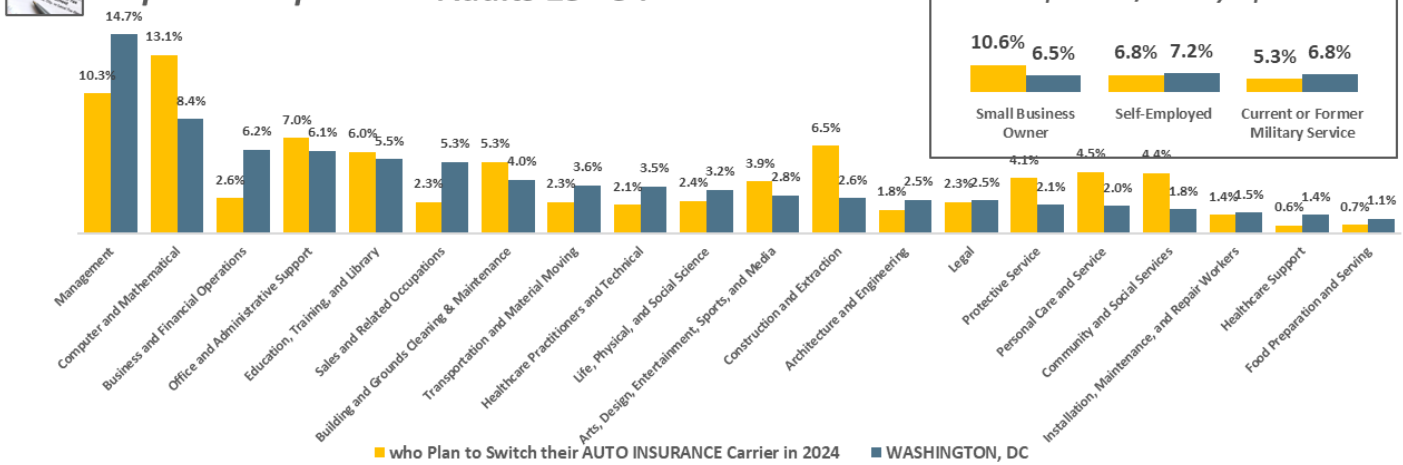
Employment: Adults 25 - 54



Marital Status: Adults 25 - 54

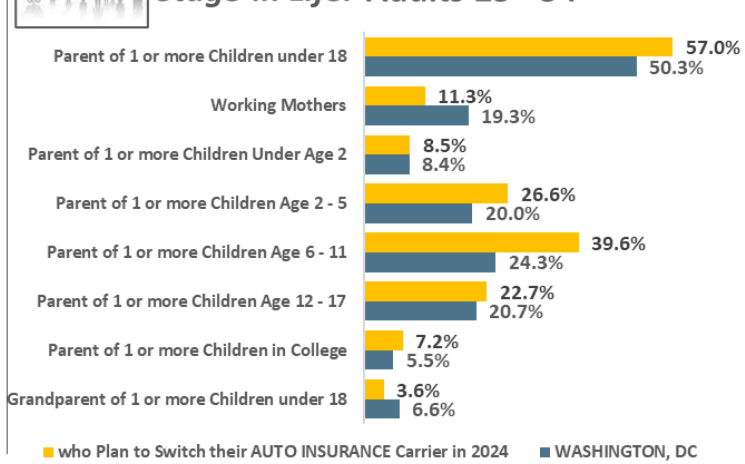


Top-20 Occupations: Adults 25 - 54



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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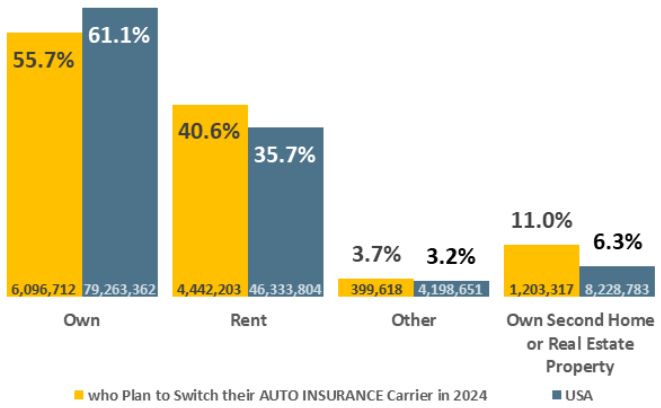
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

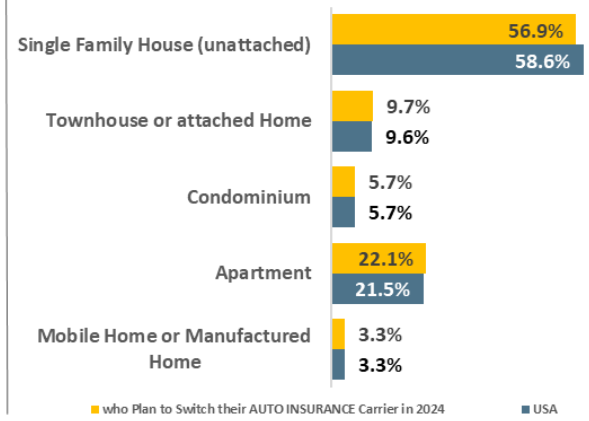
USA | P25-54 Plan to Switch Auto Insurance

8.4% or 10,938,533 of USA Adults 25 - 54 Plan to Switch their AUTO INSURANCE Carrier in 2024.
Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 8.7% less likely to own their home, 15.5% more likely to own a higher valued home, 2.8% less likely to have a single-family home, 4.9% more likely to have a dog.

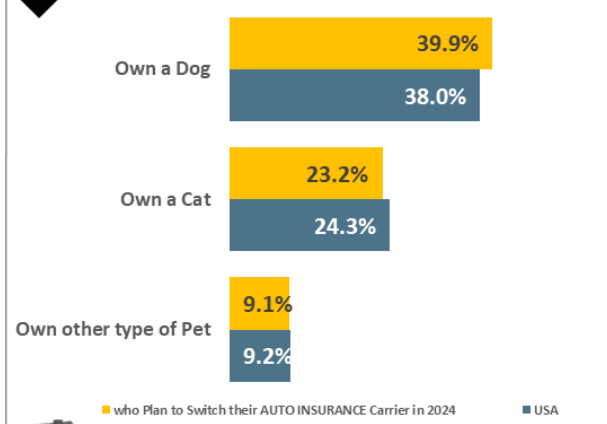
Own/Rent/Other: Adults 25 - 54



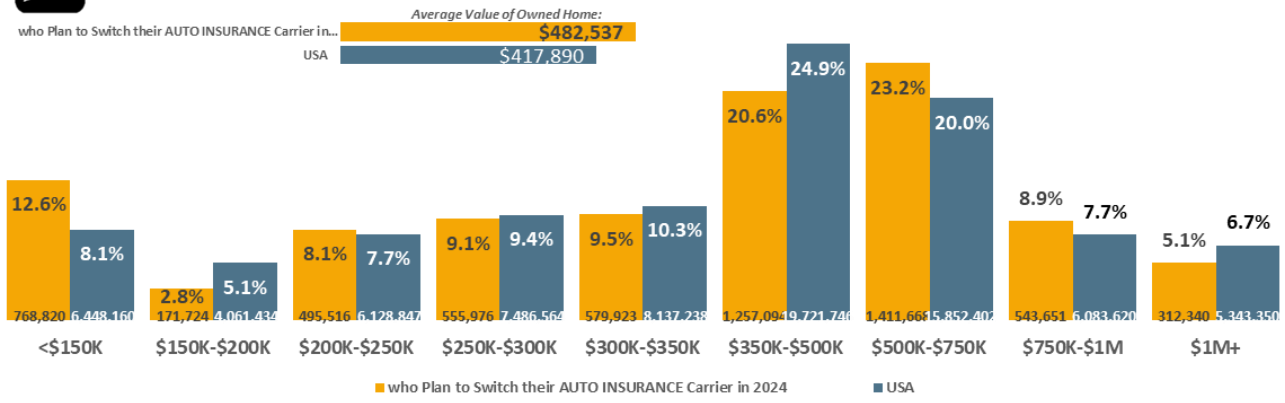
Type of Home: Adults 25 - 54



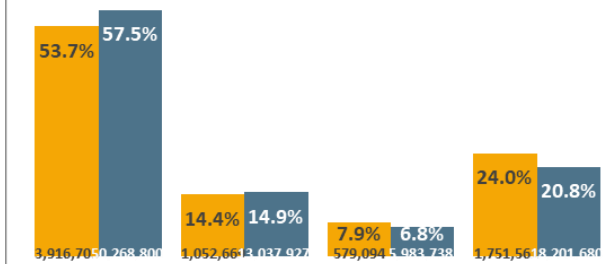
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,583*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection*

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Scarborough R1 2024: Jan23-Apr24

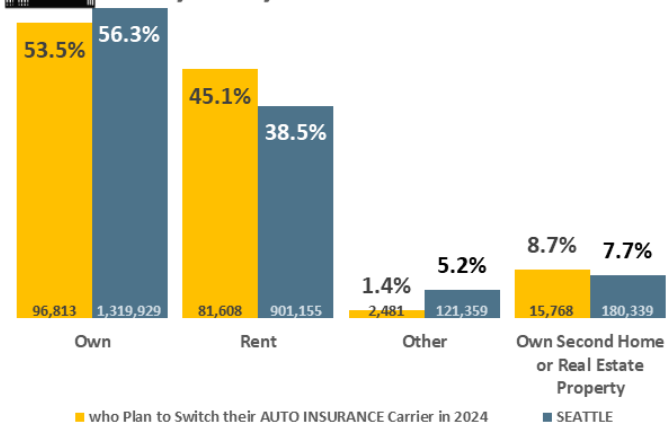
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA

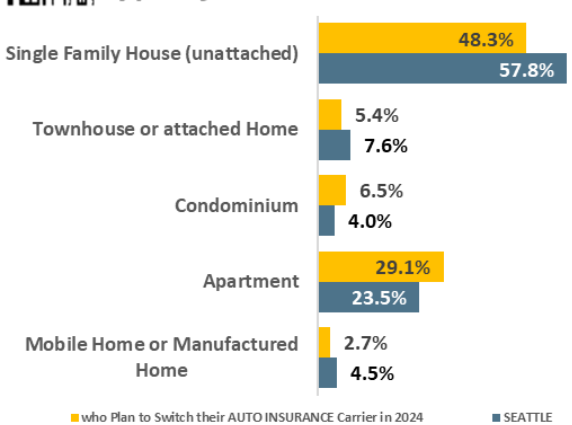
P25-54 Plan to Switch Auto Insurance

7.7% or 180,902 of SEATTLE DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 5.% less likely to own their home, 5.9% more likely to own a lower valued home, 16.3% less likely to have a single-family home, 9.2% less likely to have a dog.

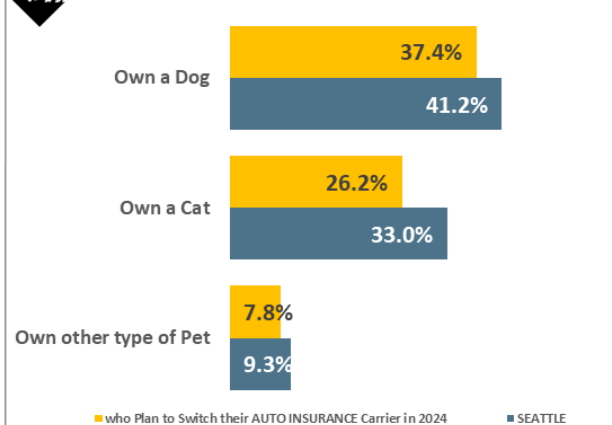
Own/Rent/Other: Adults 25 - 54



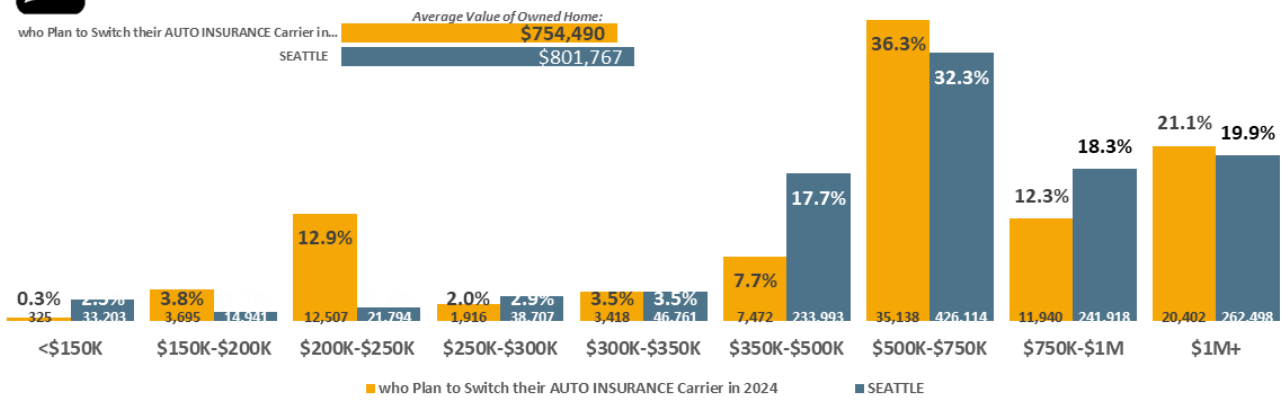
Type of Home: Adults 25 - 54



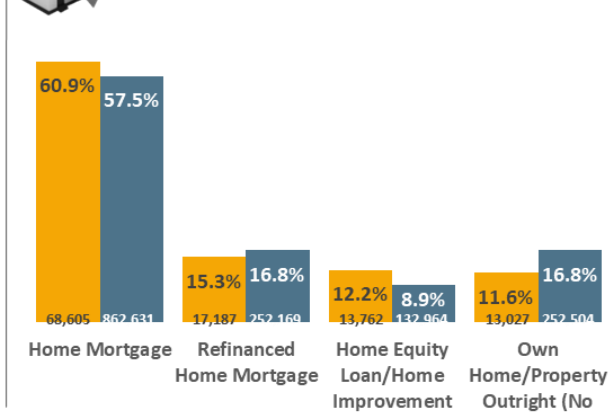
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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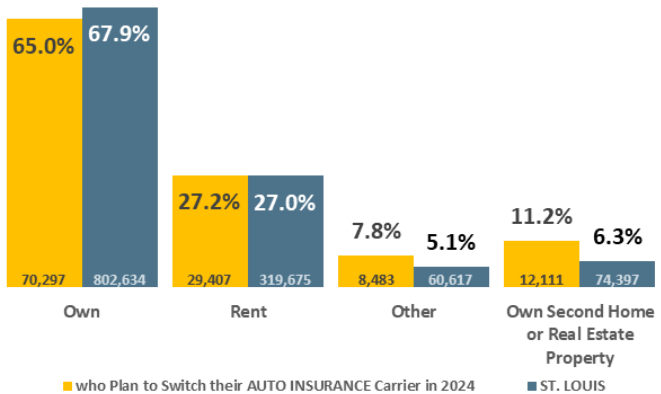
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA

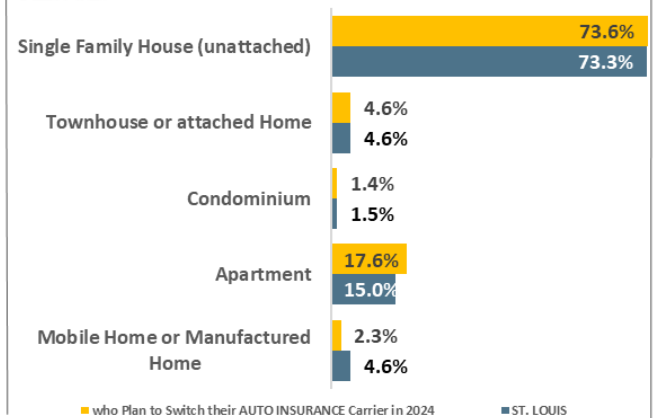
P25-54 Plan to Switch Auto Insurance

9.1% or 108,187 of ST. LOUIS DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 4.2% less likely to own their home, 16.8% more likely to own a lower valued home, .4% more likely to have a single-family home, 12.1% more likely to have a dog.

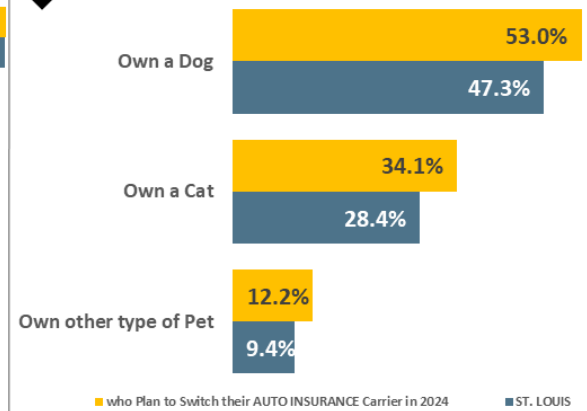
Own/Rent/Other: Adults 25 - 54



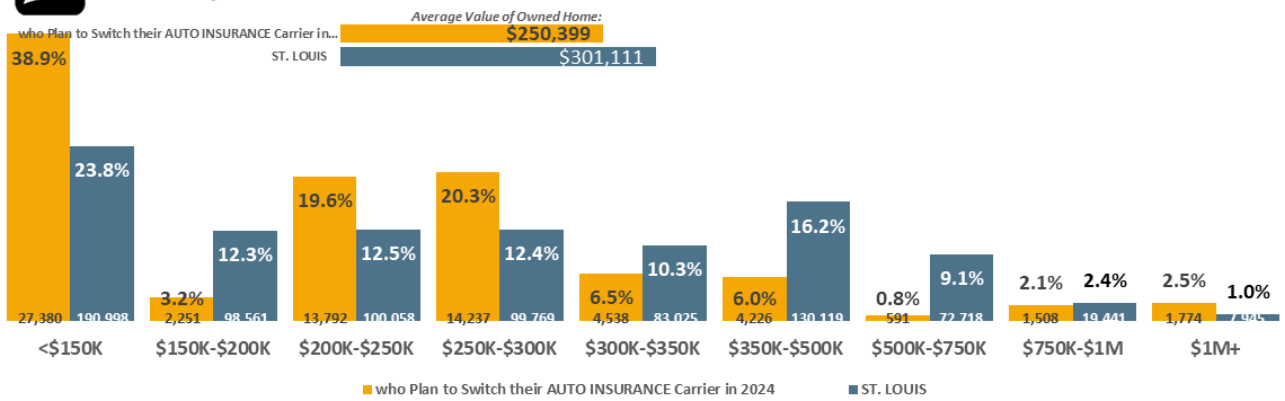
Type of Home: Adults 25 - 54



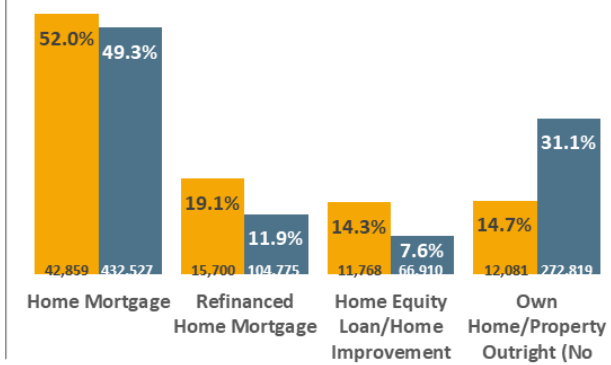
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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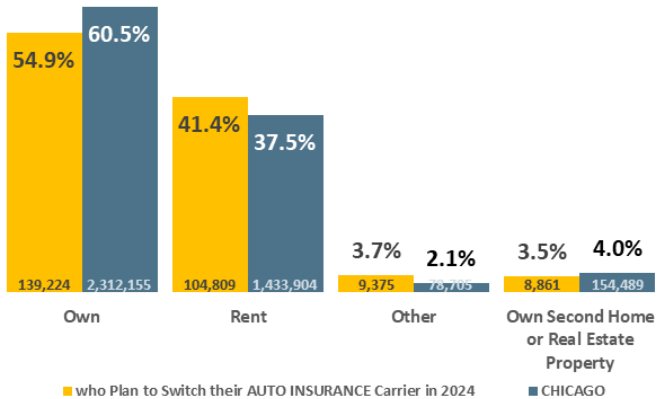
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA

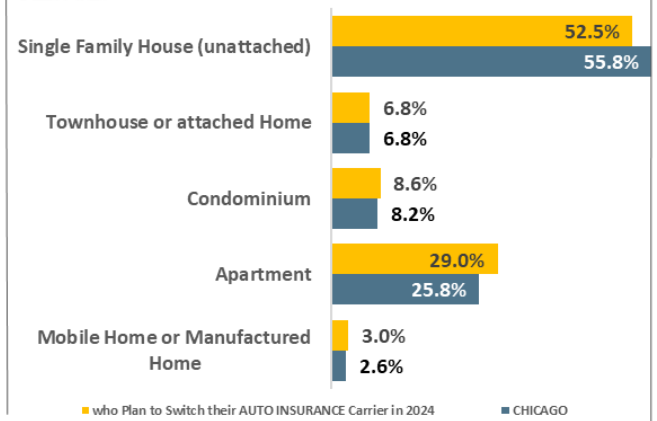
P25-54 Plan to Switch Auto Insurance

6.6% or 253,408 of CHICAGO DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 9.1% less likely to own their home, 6.3% more likely to own a lower valued home, 6.% less likely to have a single-family home, 38.6% more likely to have a dog.

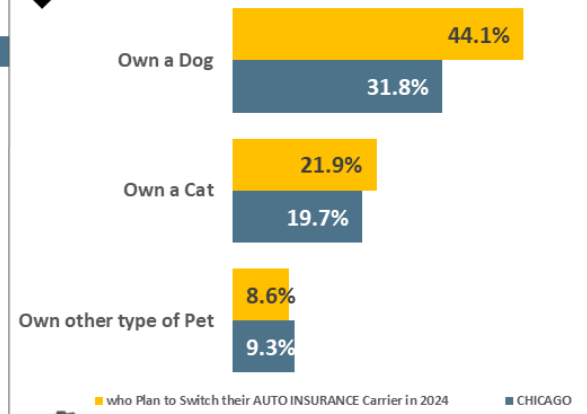
Own/Rent/Other: Adults 25 - 54



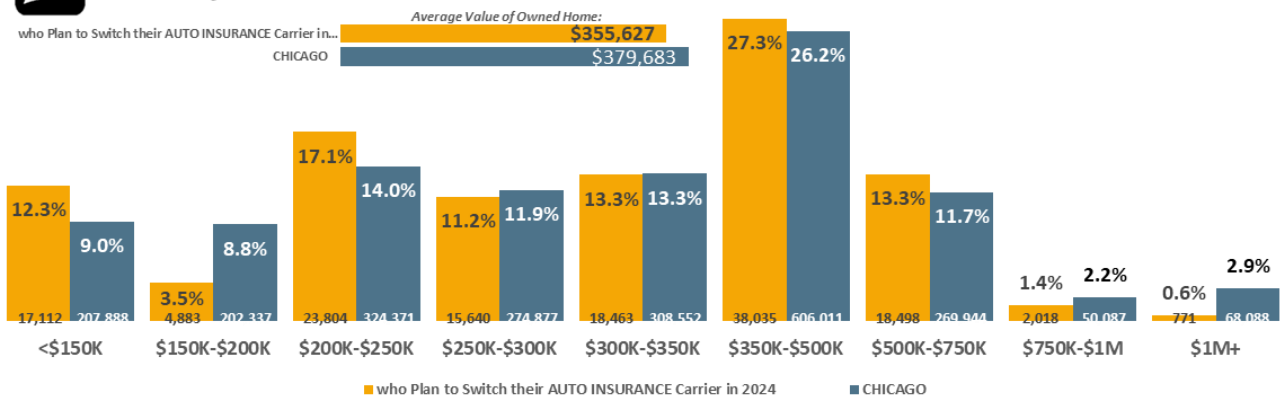
Type of Home: Adults 25 - 54



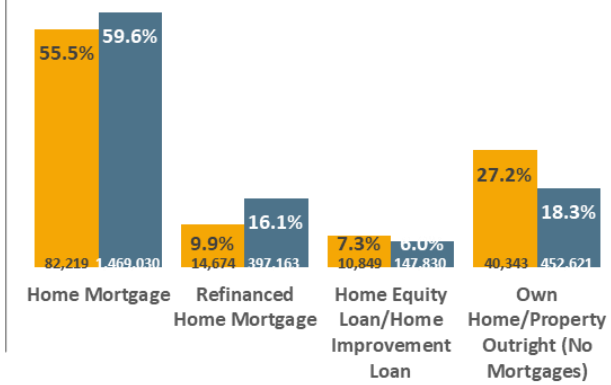
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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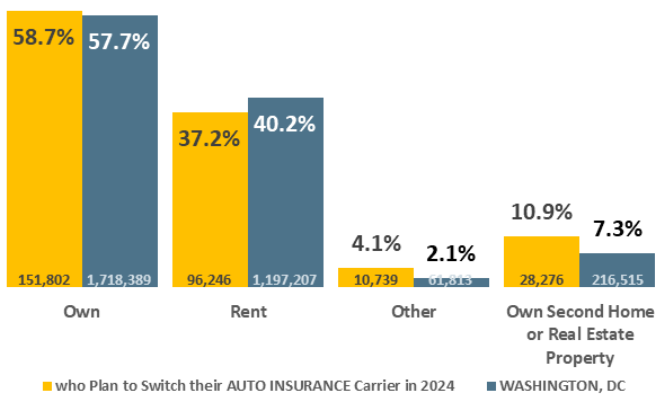
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

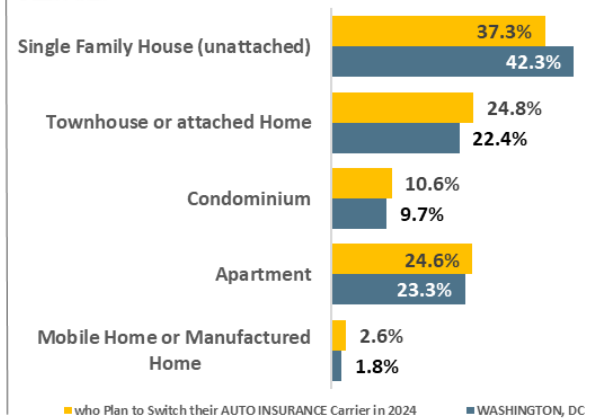
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

8.7% or 258,787 of WASHINGTON, DC DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 1.6% more likely to own their home, 8.4% more likely to own a lower valued home, 11.9% less likely to have a single-family home, 10.6% less likely to have a dog.

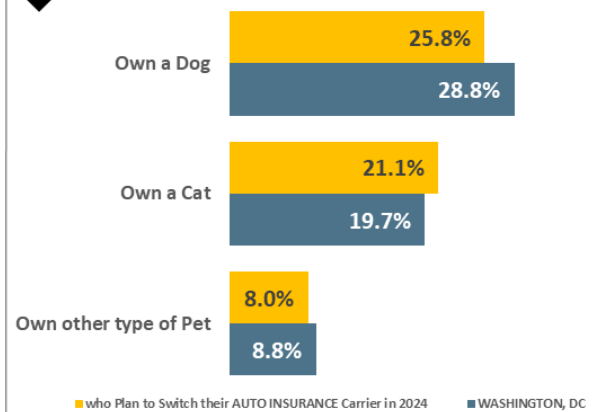
Own/Rent/Other: Adults 25 - 54



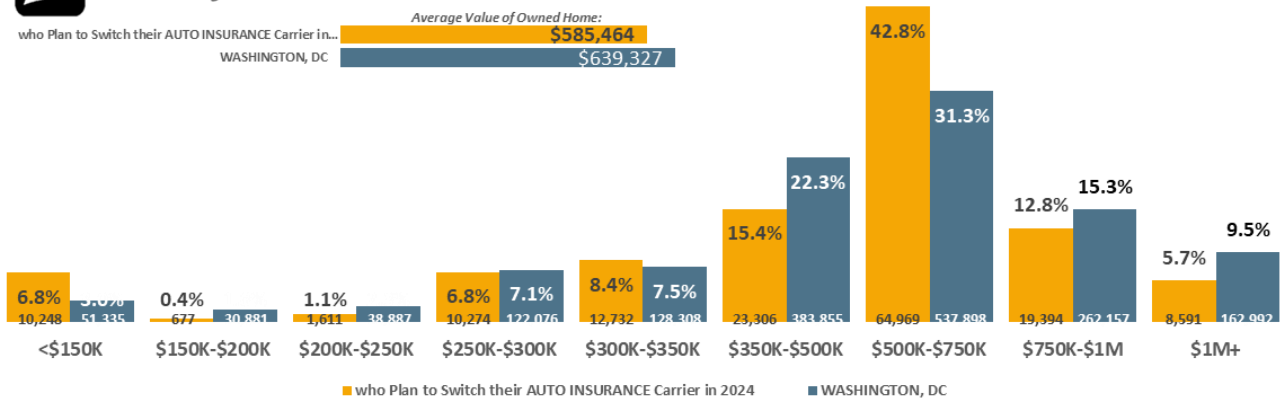
Type of Home: Adults 25 - 54



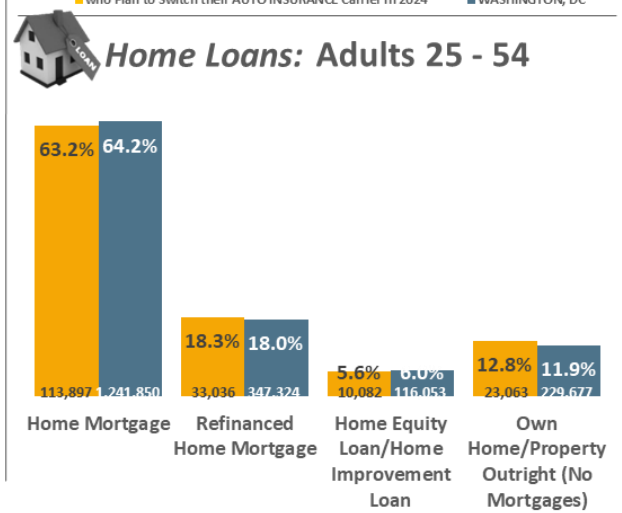
Pets in Home: Adults 25 - 54



Value of Owned Home: Adults 25 - 54



Home Loans: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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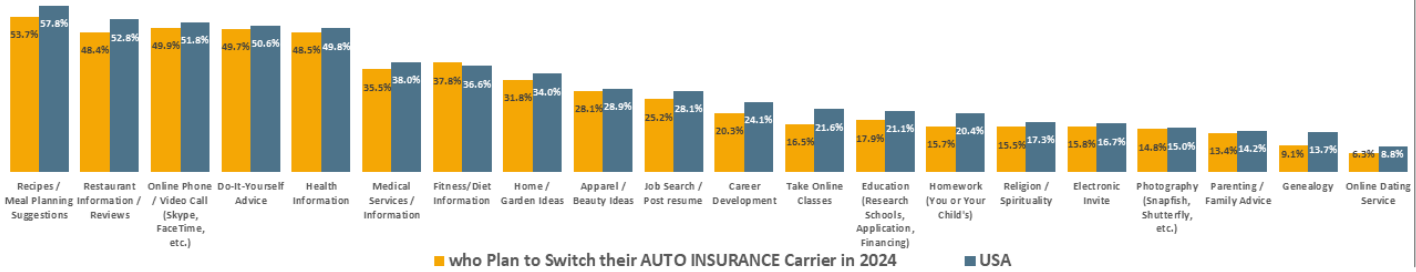
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

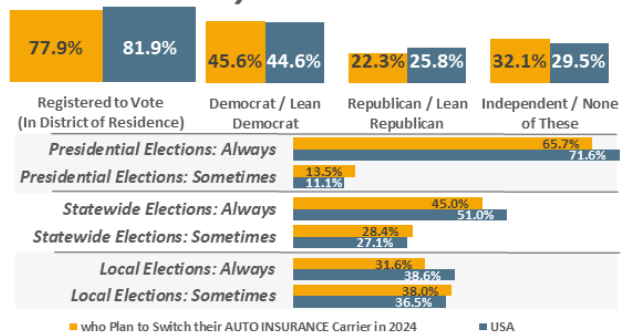
USA | P25-54 Plan to Switch Auto Insurance

8.4% or 10,938,533 of USA Adults 25 - 54 Plan to Switch their AUTO INSURANCE Carrier in 2024.
Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 1.8% less likely to look up D-I-Y advice online, 18.1% less likely to always vote in local elections, 9.3% less likely to belong to a gym, 4.5% less likely to fly domestic past yr.

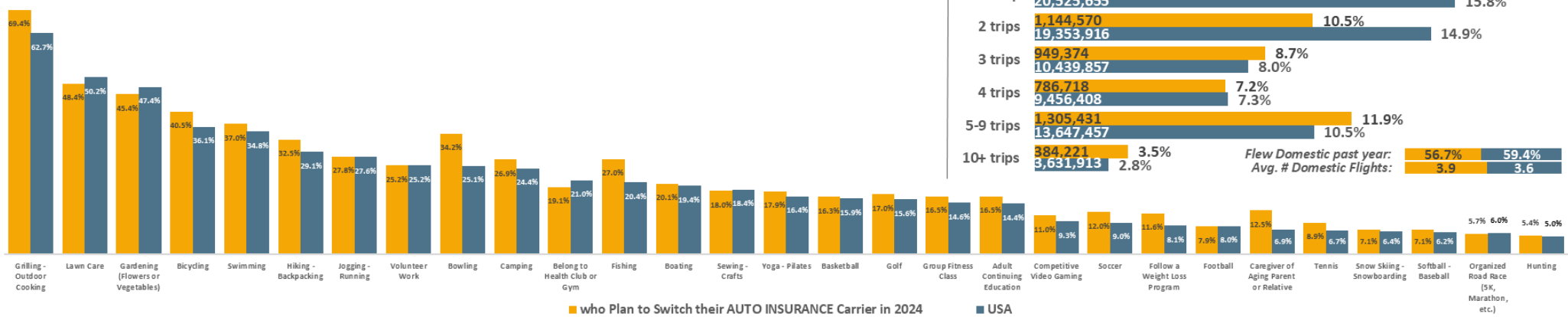
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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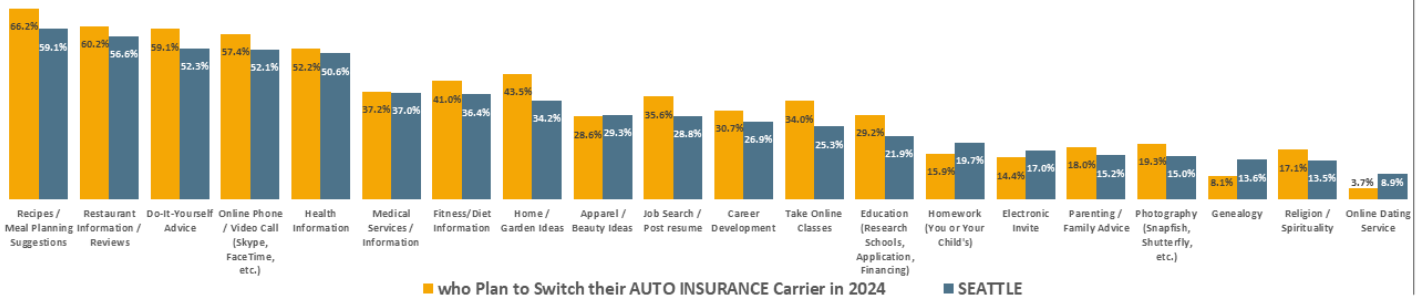
Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

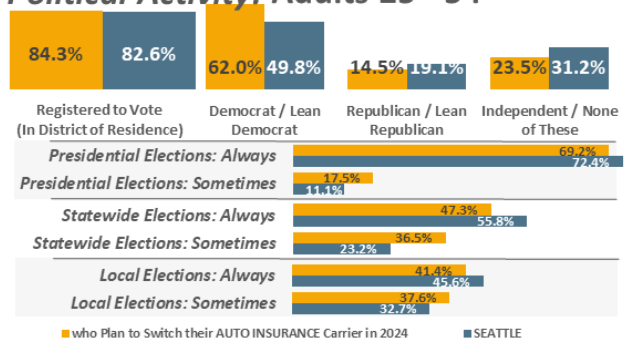
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

7.7% or 180,902 of SEATTLE DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 13.% more likely to look up D-I-Y advice online, 9.2% less likely to always vote in local elections, 9.1% more likely to belong to a gym, 11.% more likely to fly domestic past yr.

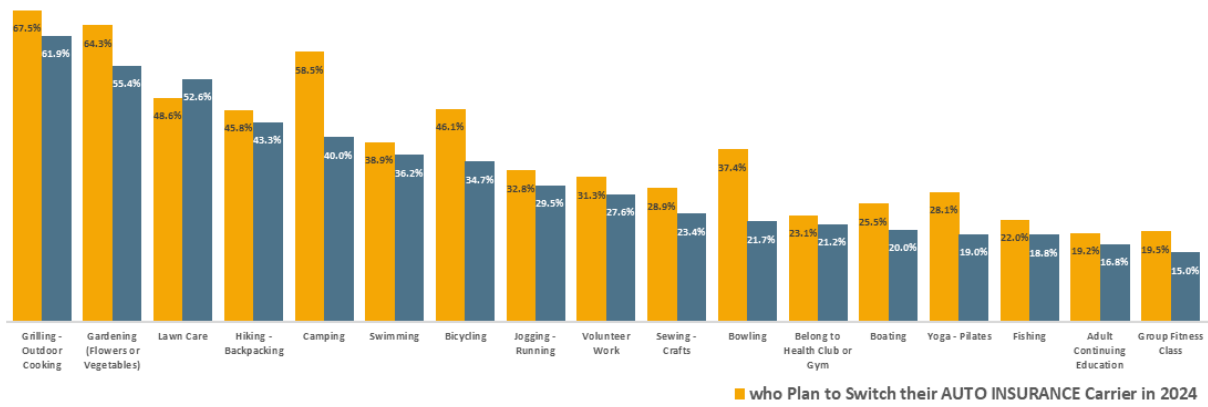
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



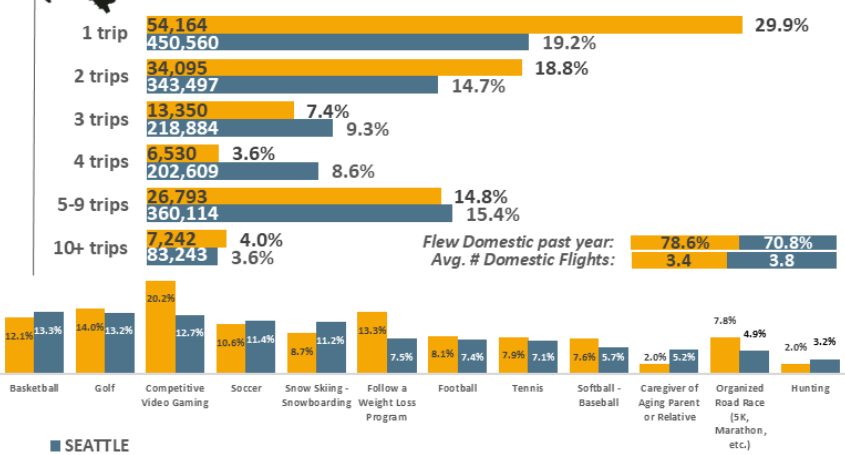
Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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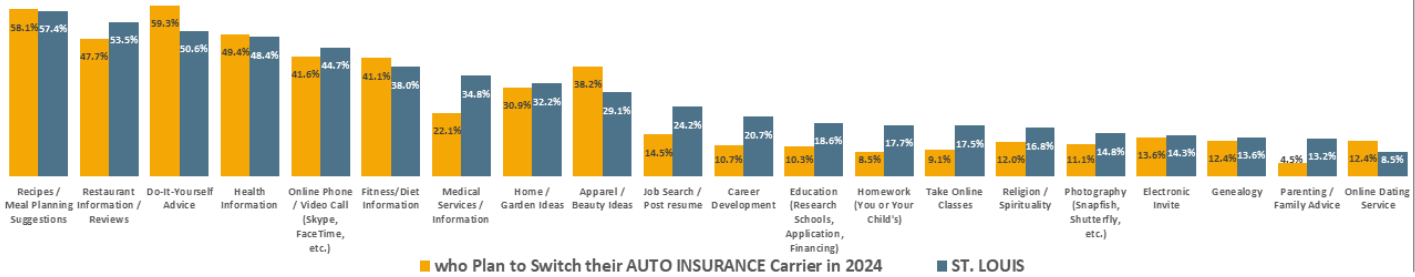
St. Louis DMA

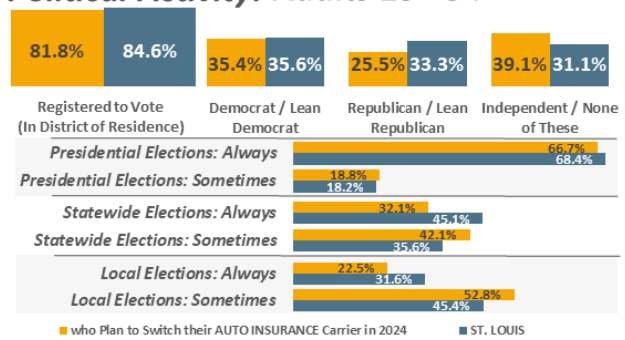
P25-54 Plan to Switch Auto Insurance

9.1% or 108,187 of ST. LOUIS DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 17.2% more likely to look up D-I-Y advice online, 28.9% less likely to always vote in local elections, 6.7% less likely to belong to a gym, 3.6% more likely to fly domestic past yr

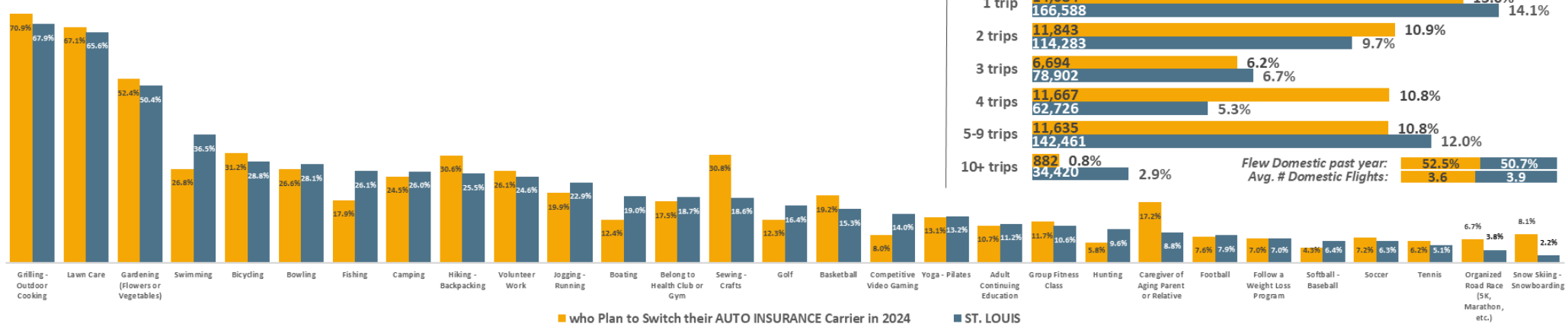
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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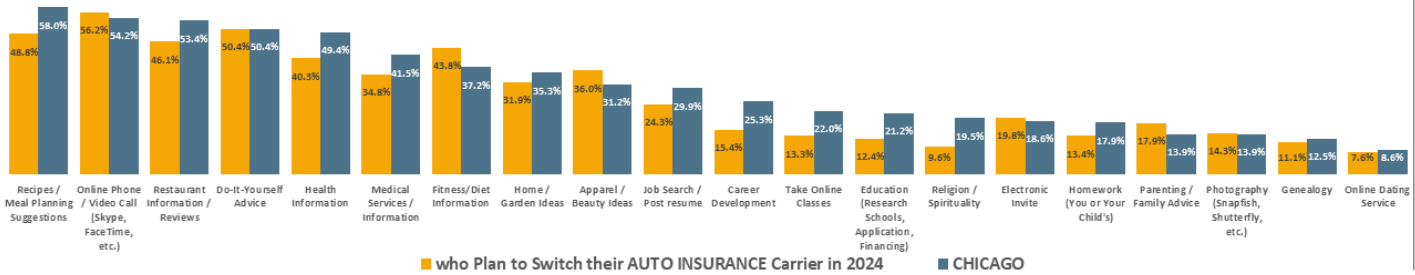
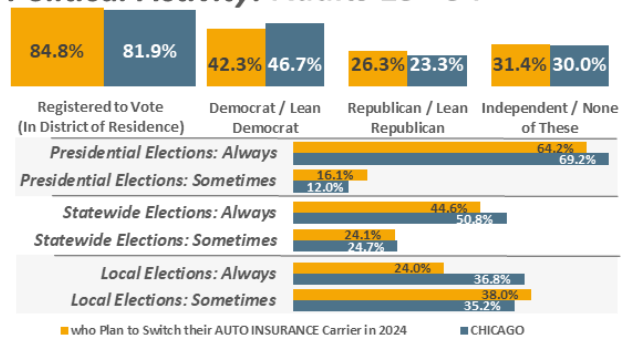
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

6.6% or 253,408 of CHICAGO DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are .1% less likely to look up D-I-Y advice online, 34.8% less likely to always vote in local elections, .9% less likely to belong to a gym, 29.9% less likely to fly domestic past yr.

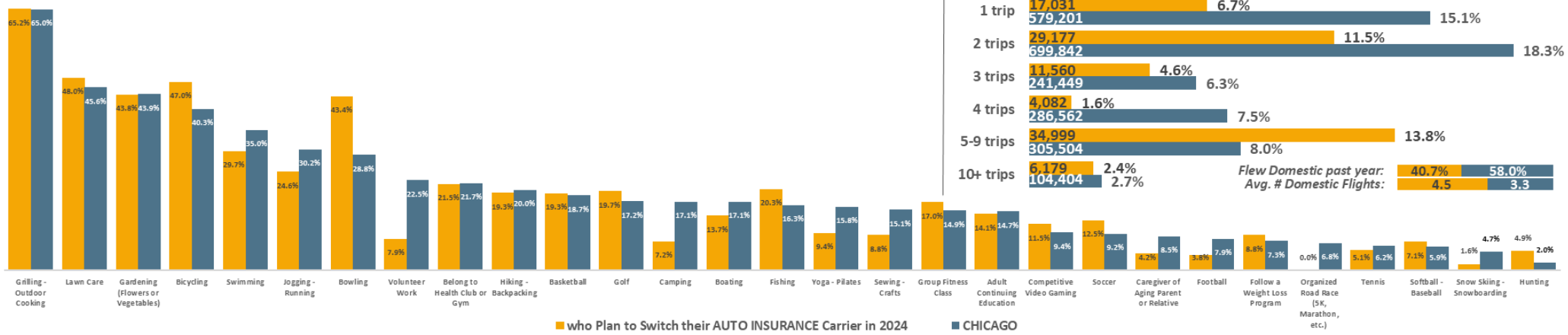
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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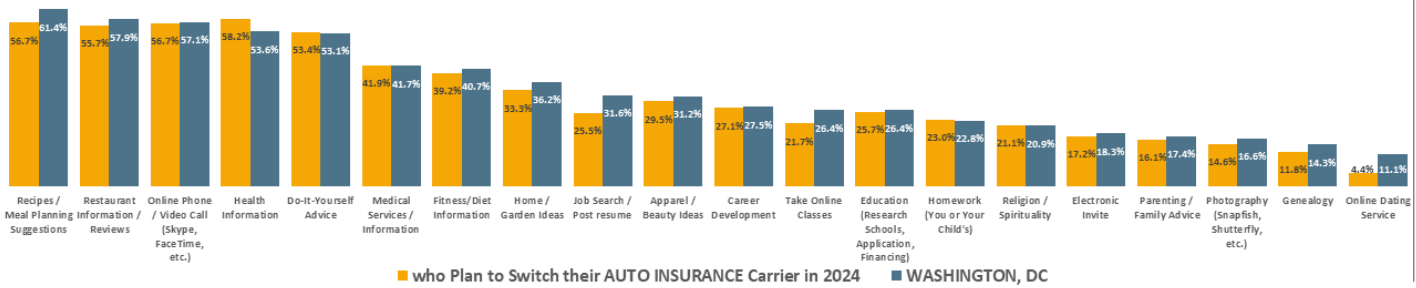
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

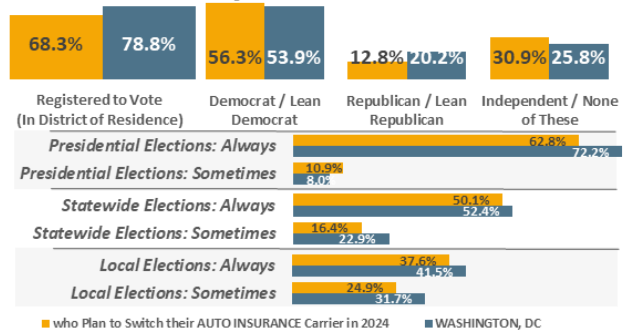
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

8.7% or 258,787 of WASHINGTON, DC DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier… Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are .6% more likely to look up D-I-Y advice online, 9.4% less likely to always vote in local elections, 16.3% less likely to belong to a gym, 8.3% more likely to fly domestic past yr.

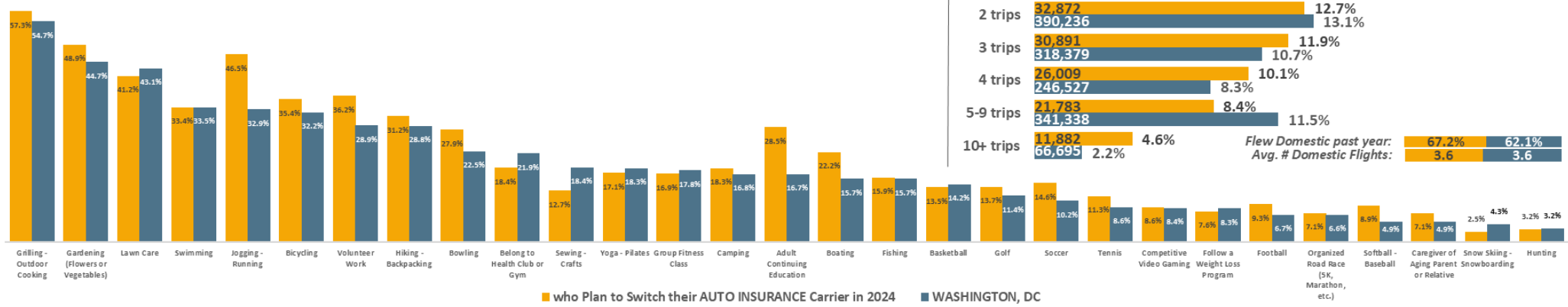
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 54



Political Activity: Adults 25 - 54



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 54



Past 12-months Domestic Airline Trips: Adults 25 - 54

WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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USA | P25-54 Plan to Switch Auto Insurance

8.4% or 10,938,533 of USA Adults 25 - 54 Plan to Switch their AUTO INSURANCE Carrier in 2024.
Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 3.8% more likely to use QSRs past mo., 9.4% more likely to use Sit-Down Restaurants past mo., 8.6% more likely to use Casinos past yr., 6.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users: 94.7% 10,363,393 | 91.3% 118,471,866
Avg. Monthly QSR Meals: 7.7 | 6.8

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users: 84.5% 9,244,223 | 77.3% 100,283,811
Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 4.0

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



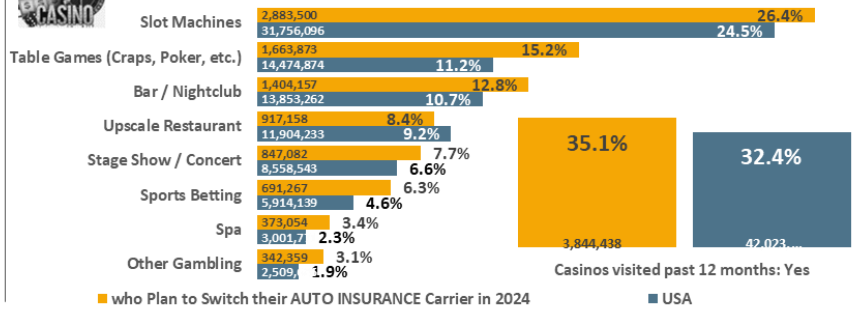
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Switch their AUTO INSURANCE Carrier in... 2,911,374 26.6%
USA 22.6%

Drank Past 30-days: Adults 25 - 54



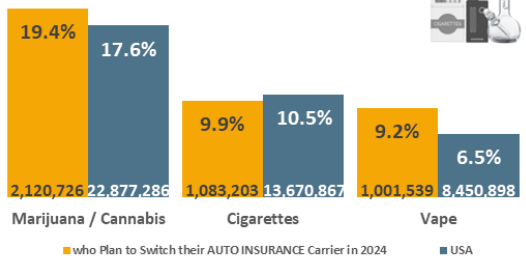
Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA | P25-54 Plan to Switch Auto Insurance

7.7% or 180,902 of SEATTLE DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 4.8% more likely to use QSRs past mo., 11.% more likely to use Sit-Down Restaurants past mo., 17.8% more likely to use Casinos past yr., 44.5% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024	SEATTLE
1 time	5.3%	10.2%
2 times	15.9%	10.3%
3 times	9.2%	12.9%
4 times	12.9%	11.7%
5 times	4.9%	9.6%
6 - 9 times	28.4%	19.2%
10 times or more	13.8%	12.3%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
90.3%	86.1%		
163,370	2,017,841	6.2	5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024	SEATTLE
1 time	18.2%	16.0%
2 times	26.4%	18.9%
3 times	13.9%	12.9%
4 times	7.1%	9.0%
5 times	7.3%	6.3%
6 - 9 times	7.8%	7.2%
10 times or more	1.7%	4.0%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
82.5%	74.4%		
149,306	1,742,043	3.2	3.7

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



	who Plan to Switch their AUTO INSURANCE Carrier in 2024	SEATTLE
Pizza	42.1%	38.2%
Mexican	44.9%	37.2%
Coffee House / Coffee Bar	31.8%	34.3%
Chinese	28.5%	23.2%
Indian / Thai / Other Asian	20.8%	22.4%
Bagel / Donut / Bakery	26.0%	16.0%
Italian	13.8%	14.8%
Wings / Burgers / Sports Bar	22.3%	12.1%
Upscale	6.3%	10.3%
Seafood	7.4%	9.1%

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

who Plan to Switch their AUTO INSURANCE Carrier in...	48,046	26.6%
SEATTLE	493,052	21.0%

Drank Past 30-days: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024		SEATTLE	
Liquor	131,156	72.5%	1,262,461	53.9%
Any Type of Beer	115,082	63.6%	1,139,046	48.6%
Wine	91,812	50.8%	771,249	32.9%
Imported Beer	71,602	39.6%	695,233	29.7%
Domestic Regular Beer	67,889	37.5%	665,868	28.4%
Microbrew / Craft Beer	62,580	34.6%	545,241	23.3%
Domestic Light Beer	63,400	35.0%	505,640	21.6%

Past 12 months Casino Activities: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024		SEATTLE	
Slot Machines	76,497	42.3%	668,956	28.6%
Upscale Restaurant	20,715	11.5%	311,472	13.3%
Table Games (Craps, Poker, etc.)	30,067	16.6%	296,850	12.7%
Bar / Nightclub	24,455	13.5%	231,814	9.9%
Stage Show / Concert	19,891	11.0%	177,202	7.6%
Sports Betting	13,305	7.4%	114,897	4.9%
Spa	4,809	2.7%	72,91[illegible]	3.1%
Other Gambling	3,654	2.0%	44[illegible]	1.9%

Casinos visited past 12 months: Yes			
44.3%	37.6%		
80,089	880,670		

Used Past 30-days: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024		SEATTLE	
Marijuana / Cannabis	24,265	13.4%	575,562	24.6%
Cigarettes	11,704	6.5%	272,845	11.6%
Vape	20,792	11.5%	204,244	8.7%

SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA

P25-54 Plan to Switch Auto Insurance

9.1% or 108,187 of ST. LOUIS DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 6.9% more likely to use QSRs past mo., 10.4% more likely to use Sit-Down Restaurants past mo., .7% less likely to use Casinos past yr., 39.3% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



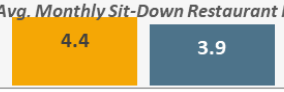
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

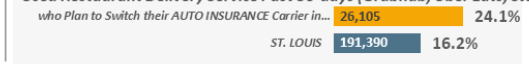


Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



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

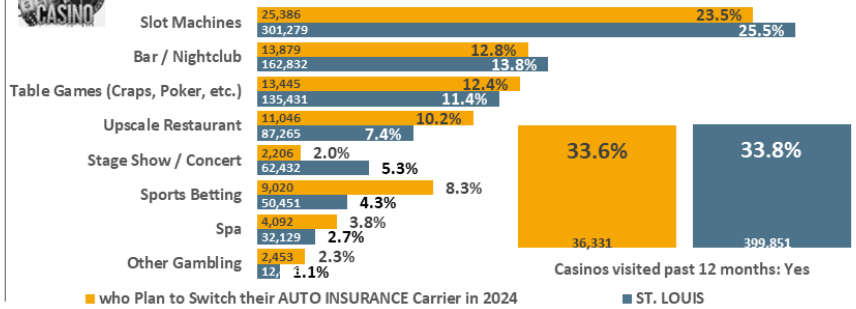


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA | P25-54 Plan to Switch Auto Insurance

6.6% or 253,408 of CHICAGO DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 2.1% less likely to use QSRs past mo., 7.4% more likely to use Sit-Down Restaurants past mo., 7.6% more likely to use Casinos past yr., 81.7% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024	CHICAGO
1 time	8.4%	6.9%
2 times	0.2%	6.5%
3 times	11.9%	12.7%
4 times	5.8%	10.7%
5 times	11.7%	9.5%
6 - 9 times	22.2%	24.2%
10 times or more	32.0%	23.6%

Total Monthly QSR Users:	who Plan to Switch their AUTO INSURANCE Carrier in 2024	CHICAGO
	92.2%	94.2%
	233,754	3,602,618

Avg. Monthly QSR Meals:	who Plan to Switch their AUTO INSURANCE Carrier in 2024	CHICAGO
	8.4	7.3

Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024	CHICAGO
1 time	18.1%	16.1%
2 times	16.6%	14.7%
3 times	24.3%	12.9%
4 times	2.4%	11.1%
5 times	7.4%	7.4%
6 - 9 times	5.0%	11.2%
10 times or more	10.5%	5.1%

Total Monthly Sit-Down Restaurant Users:	who Plan to Switch their AUTO INSURANCE Carrier in 2024	CHICAGO
	84.4%	78.6%
	213,883	3,005,446

Avg. Monthly Sit-Down Restaurant Meals:	who Plan to Switch their AUTO INSURANCE Carrier in 2024	CHICAGO
	4.3	4.2

Top-10 Cuisines: Adults 25 - 54

(Sit-Down Restaurants Used Past 30-days)



	who Plan to Switch their AUTO INSURANCE Carrier in 2024	CHICAGO
Mexican	43.5%	46.4%
Chinese	32.1%	40.0%
Pizza	33.6%	38.0%
Coffee House / Coffee Bar	22.8%	29.1%
Wings / Burgers / Sports Bar	21.5%	20.7%
Bagel / Donut / Bakery	8.7%	20.0%
Italian	13.7%	19.7%
Indian / Thai / Other Asian	23.5%	18.8%
Upscale	19.0%	15.2%
Steakhouse	14.8%	12.7%

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

who Plan to Switch their AUTO INSURANCE Carrier in...	56,475	22.3%
CHICAGO	968,553	25.3%

Drank Past 30-days: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024		CHICAGO	
Liquor	125,425	49.5%	2,021,150	52.8%
Any Type of Beer	128,893	50.9%	1,832,173	47.9%
Wine	82,837	32.7%	1,334,736	34.9%
Imported Beer	76,897	30.3%	1,071,008	28.0%
Domestic Light Beer	47,431	18.7%	1,025,001	26.8%
Domestic Regular Beer	61,247	24.2%	933,253	24.4%
Microbrew / Craft Beer	34,925	13.8%	419,957	11.0%

Past 12 months Casino Activities: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024		CHICAGO	
Slot Machines	58,854	23.2%	785,710	20.5%
Bar / Nightclub	13,928	5.5%	366,143	9.6%
Table Games (Craps, Poker, etc.)	13,388	5.3%	349,989	9.2%
Upscale Restaurant	17,692	7.0%	273,352	7.1%
Stage Show / Concert	19,843	7.8%	177,249	4.6%
Sports Betting	10,957	4.3%	153,906	4.0%
Other Gambling	11,720	4.6%	87,159	2.3%
Spa	14,080	5.6%	72,376	1.9%

Casinos visited past 12 months: Yes	who Plan to Switch their AUTO INSURANCE Carrier in 2024	CHICAGO
	27.8%	25.8%
	70,510	988,646

Used Past 30-days: Adults 25 - 54



	who Plan to Switch their AUTO INSURANCE Carrier in 2024		CHICAGO	
Marijuana / Cannabis	26,310	10.4%	735,024	19.2%
Cigarettes	5,394	2.1%	444,706	11.6%
Vape	9,143	3.6%	232,962	6.1%

CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

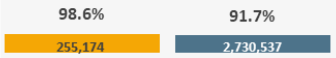
Washington, DC DMA | P25-54 Plan to Switch Auto Insurance

8.7% or 258,787 of WASHINGTON, DC DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 7.5% more likely to use QSRs past mo., 6.7% more likely to use Sit-Down Restaurants past mo., 29.6% more likely to use Casinos past yr., 2.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 54



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



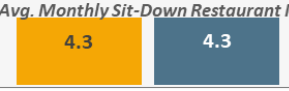
Past 30-days Sit-Down Restaurant Users: Adults 25 - 54



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

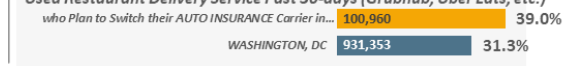


Top-10 Cuisines: Adults 25 - 54

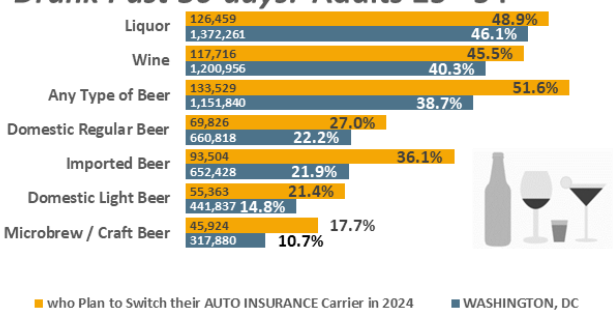
(Sit-Down Restaurants Used Past 30-days)



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

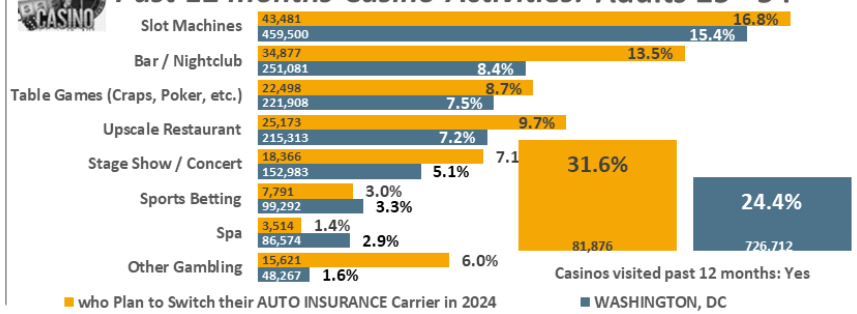


Drank Past 30-days: Adults 25 - 54



Past 12 months Casino Activities: Adults 25 - 54





Used Past 30-days: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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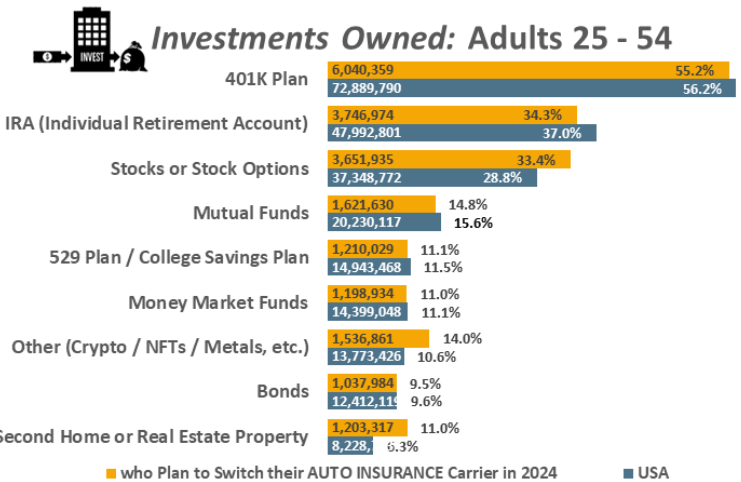
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

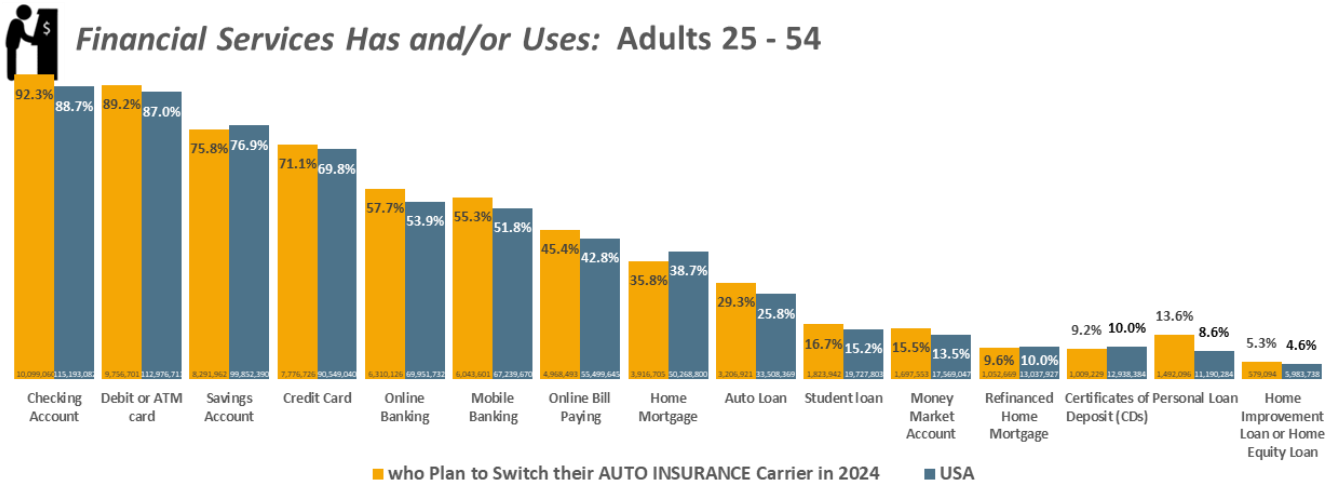
USA | P25-54 Plan to Switch Auto Insurance

8.4% or 10,938,533 of USA Adults 25 - 54 Plan to Switch their AUTO INSURANCE Carrier in 2024.
Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 1.7% less likely to have a 401K, 13.6% more likely to have an Auto Loan, 21.1% more likely to Invest/Trade Stocks Online, 12.8% more likely to pay with their Debit Card.

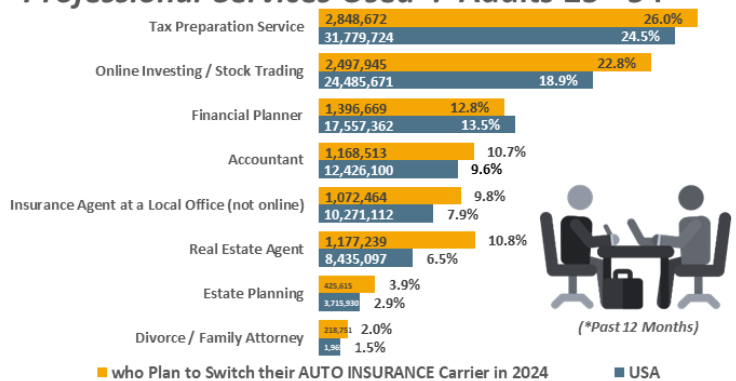
Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

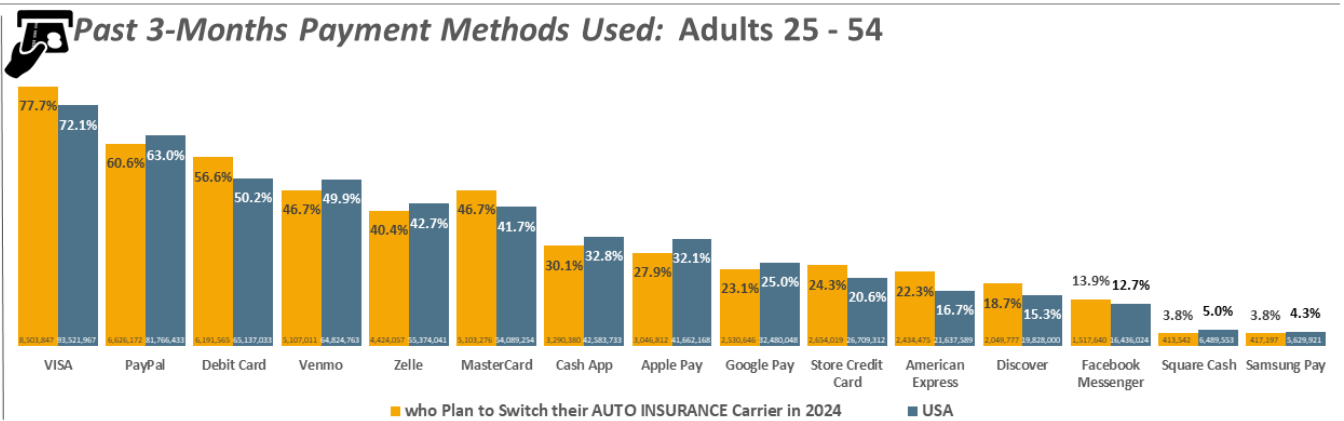


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,583*

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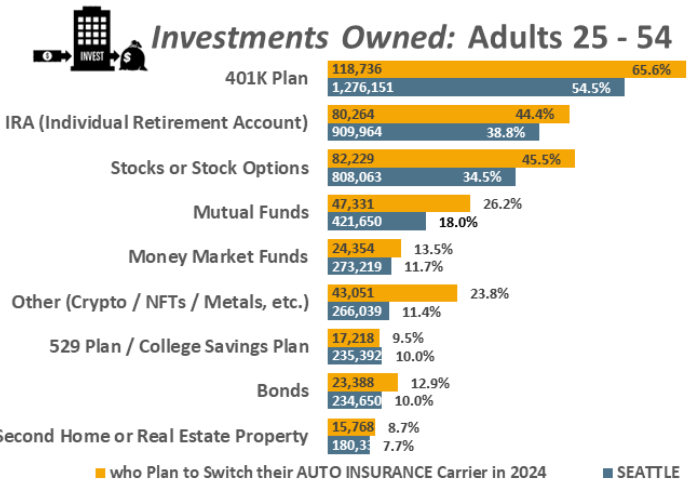
Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

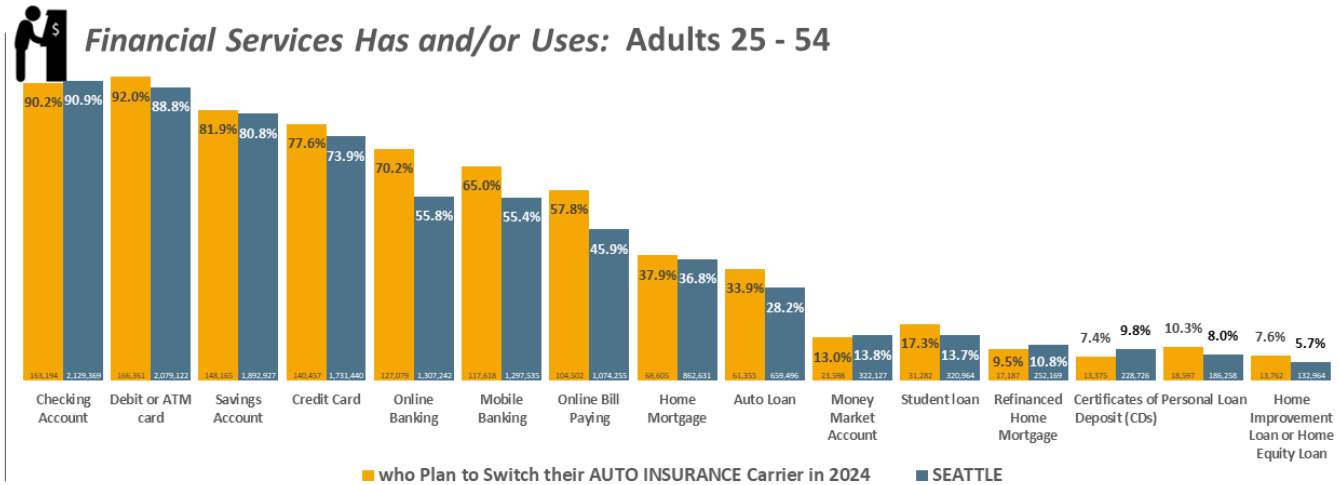
Seattle-Tacoma DMA | P25-54 Plan to Switch Auto Insurance

7.7% or 180,902 of SEATTLE DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 20.5% more likely to have a 401K, 20.5% more likely to have an Auto Loan, 42.2% more likely to Invest/Trade Stocks Online, 1.9% more likely to pay with their Debit Card.

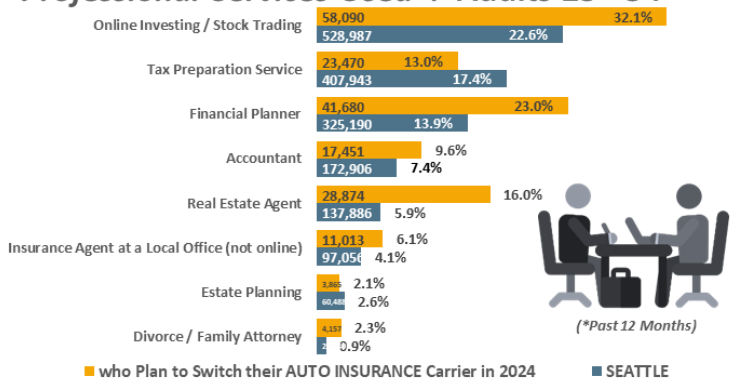
Investments Owned: Adults 25 - 54



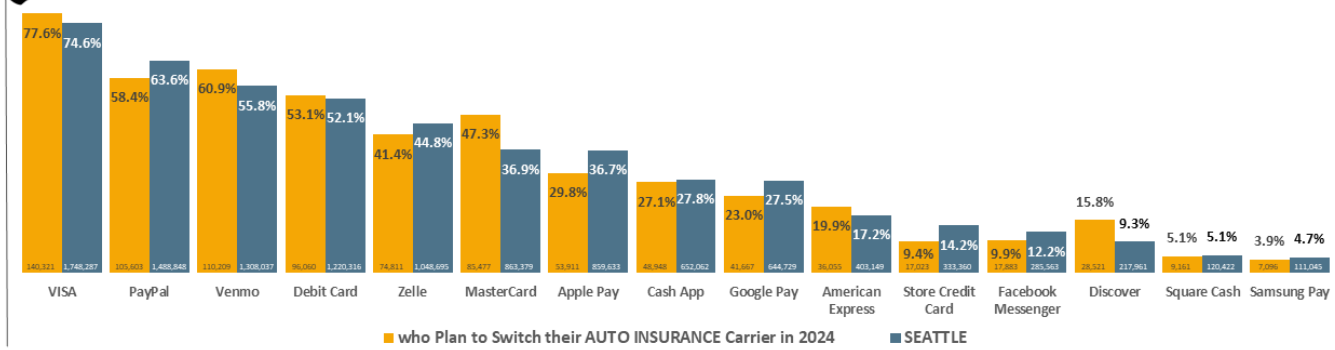
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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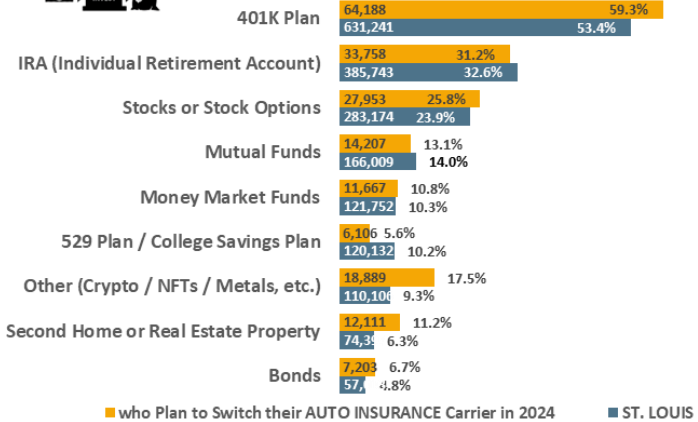
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA

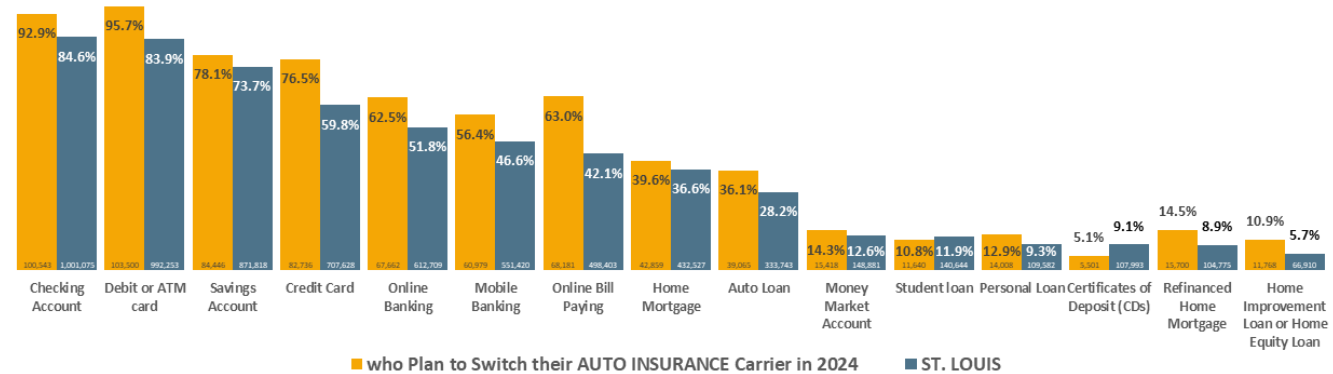
P25-54 Plan to Switch Auto Insurance

9.1% or 108,187 of ST. LOUIS DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 11.2% more likely to have a 401K, 28.% more likely to have an Auto Loan, 3.4% more likely to Invest/Trade Stocks Online, 17.% more likely to pay with their Debit Card.

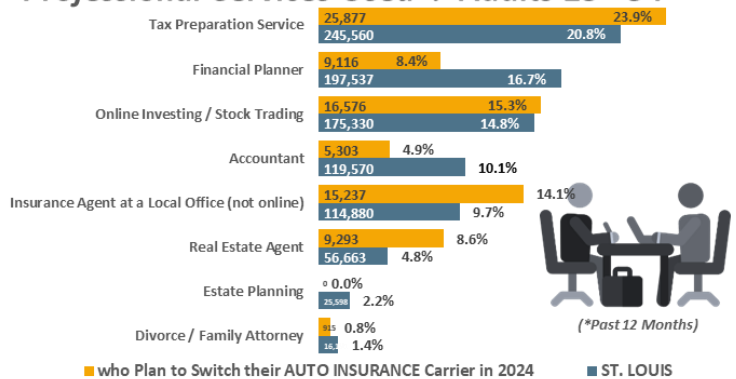
Investments Owned: Adults 25 - 54



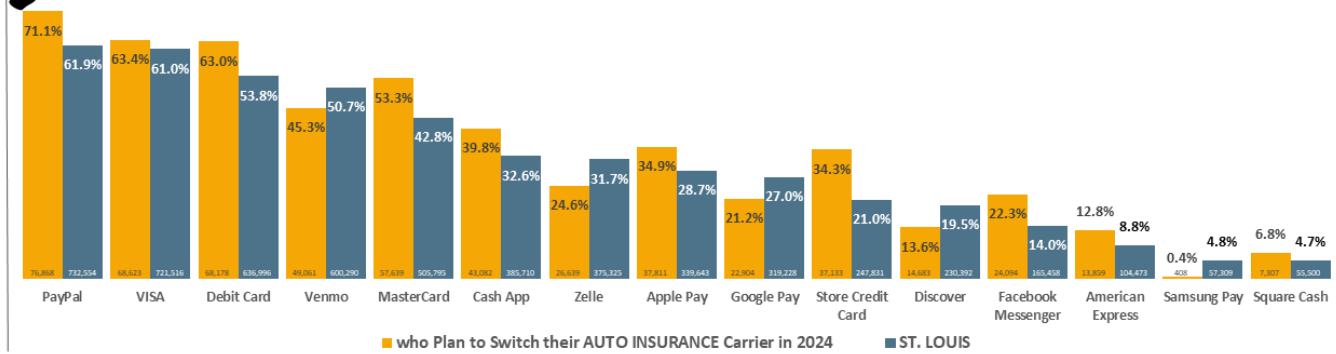
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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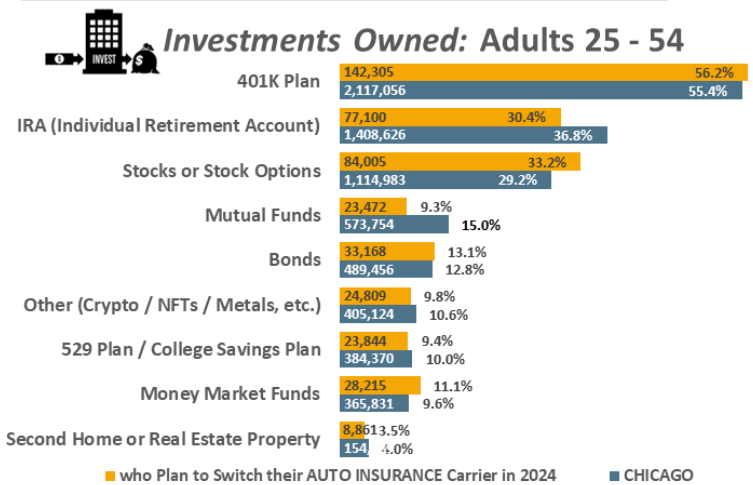
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA

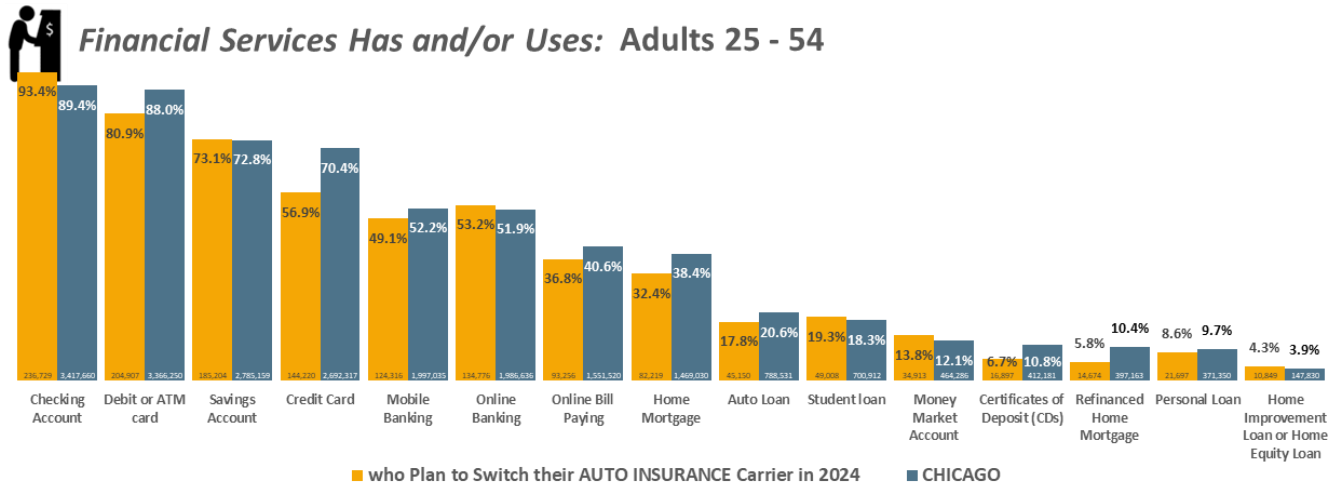
P25-54 Plan to Switch Auto Insurance

6.6% or 253,408 of CHICAGO DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier in 2024. Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are 1.5% more likely to have a 401K, 13.6% less likely to have an Auto Loan, 12.1% more likely to Invest/Trade Stocks Online, 1.1% less likely to pay with their Debit Card.

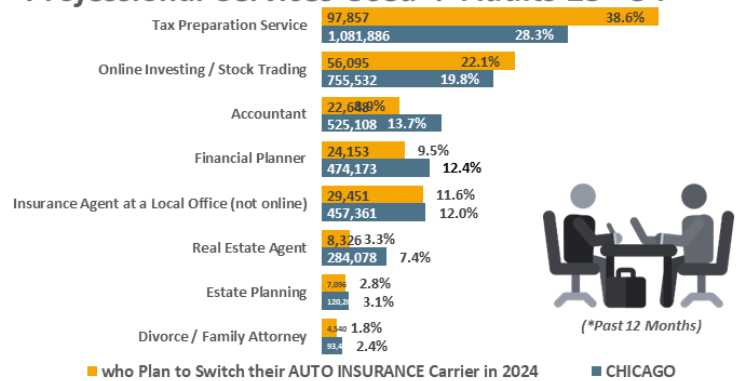
Investments Owned: Adults 25 - 54



Financial Services Has and/or Uses: Adults 25 - 54

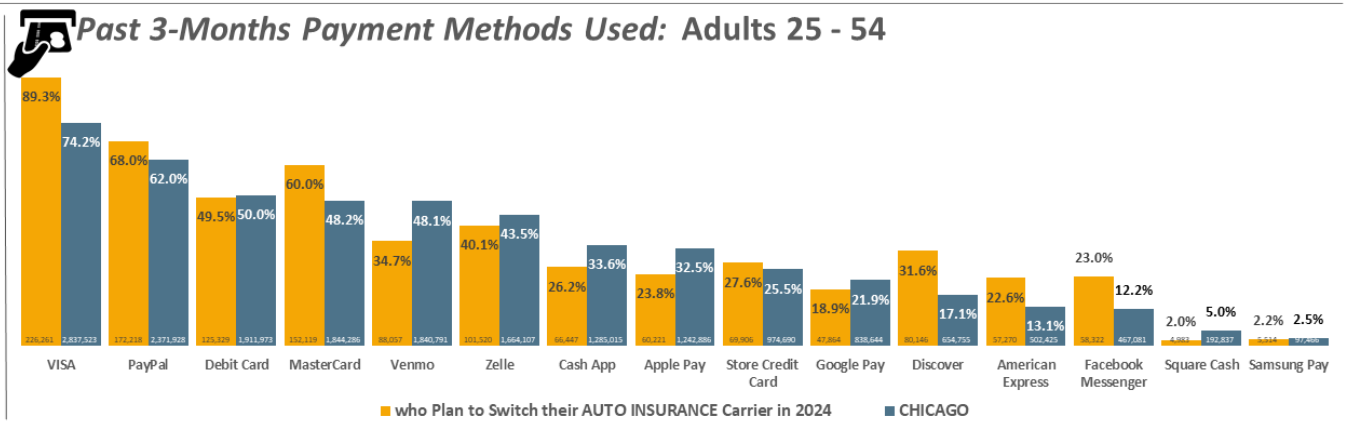


Professional Services Used:* Adults 25 - 54



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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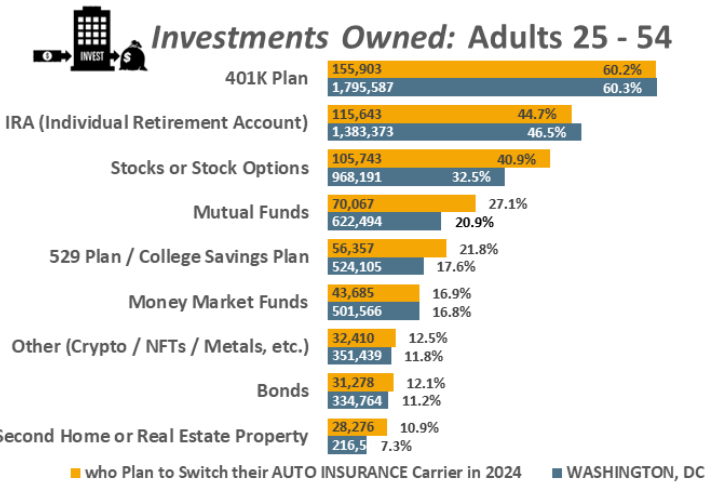
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

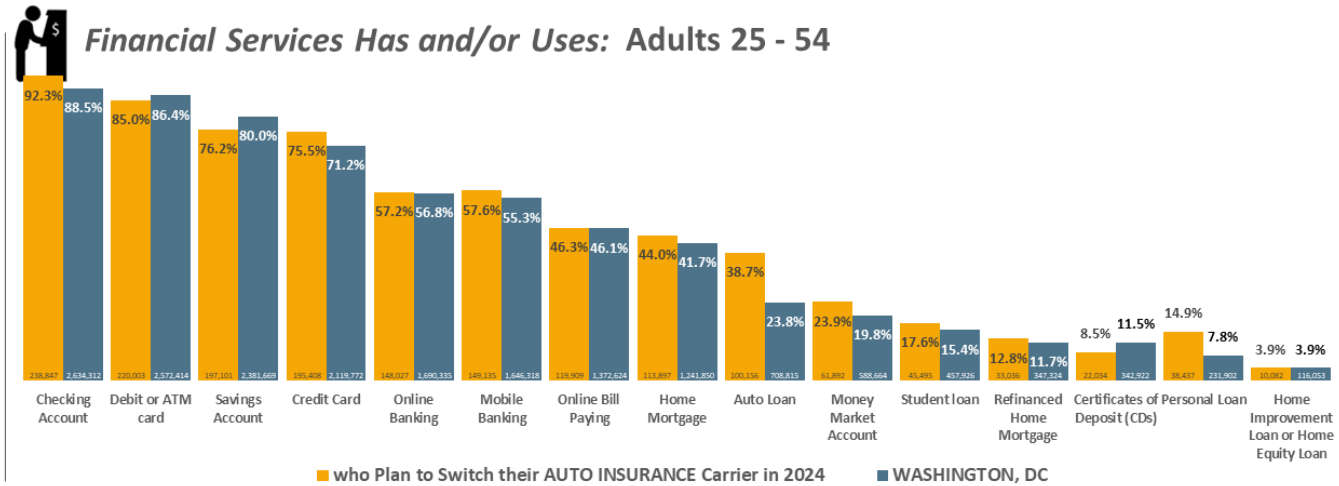
Washington, DC DMA | P25-54 Plan to Switch Auto Insurance

8.7% or 258,787 of WASHINGTON, DC DMA Adults 25 - 54 are Plan to Switch their AUTO INSURANCE Carrier… Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 are .1% less likely to have a 401K, 62.6% more likely to have an Auto Loan, 47.2% more likely to Invest/Trade Stocks Online, 15.2% more likely to pay with their Debit Card.

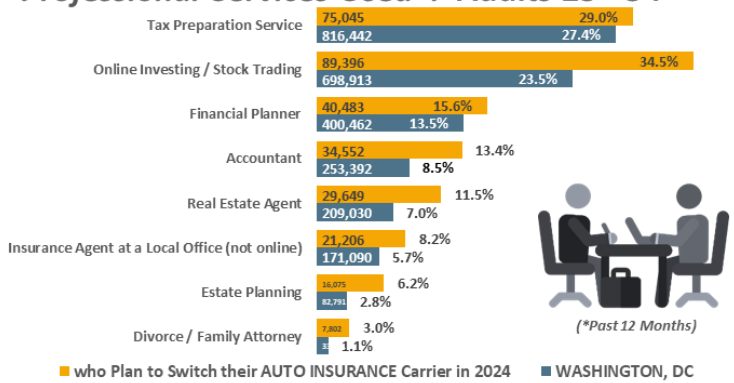
Investments Owned: Adults 25 - 54



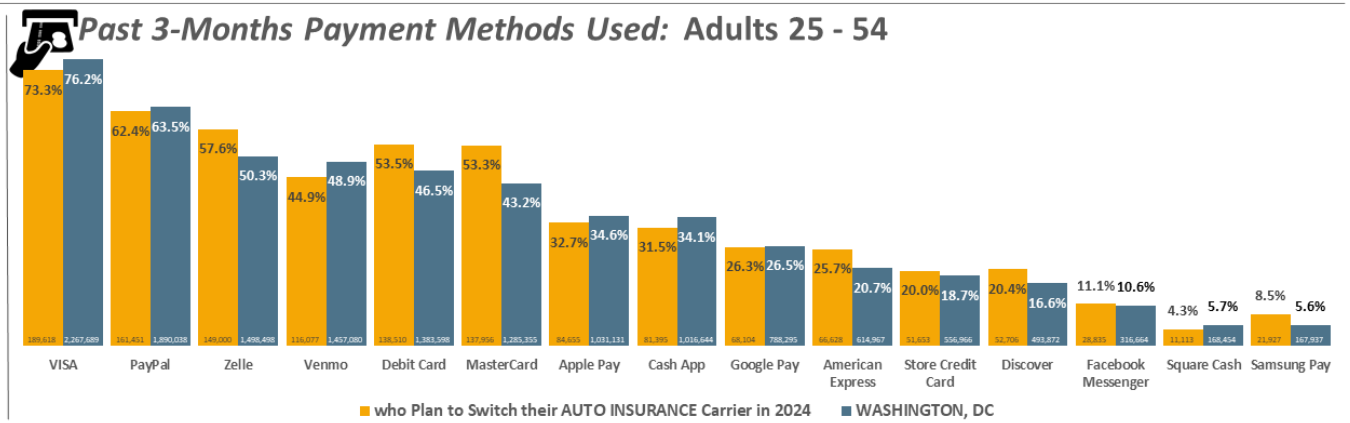
Financial Services Has and/or Uses: Adults 25 - 54



Professional Services Used:* Adults 25 - 54



Past 3-Months Payment Methods Used: Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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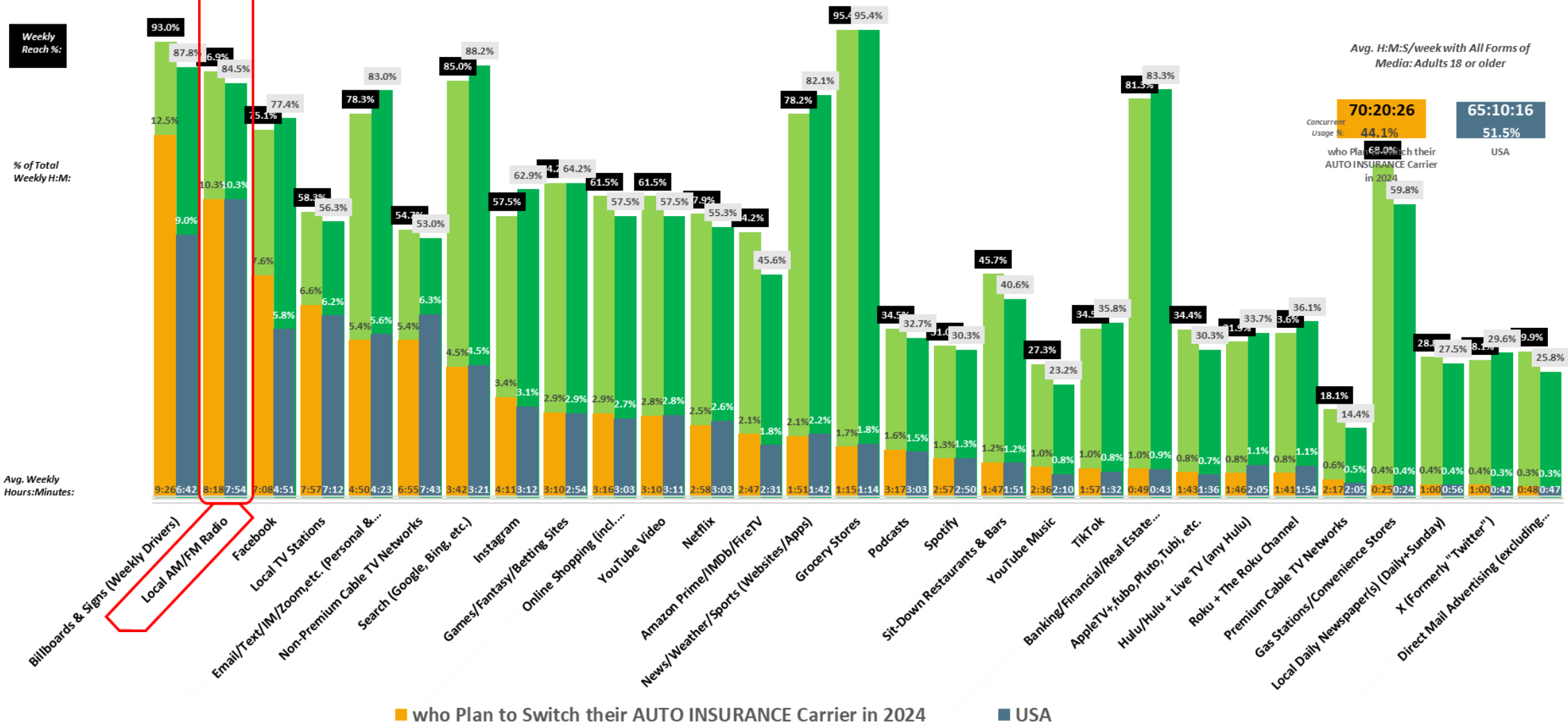
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

USA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 2 days, 22 hours, 20 minutes and 26 seconds each week with All Forms of Media.

86.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 8 hours and 18 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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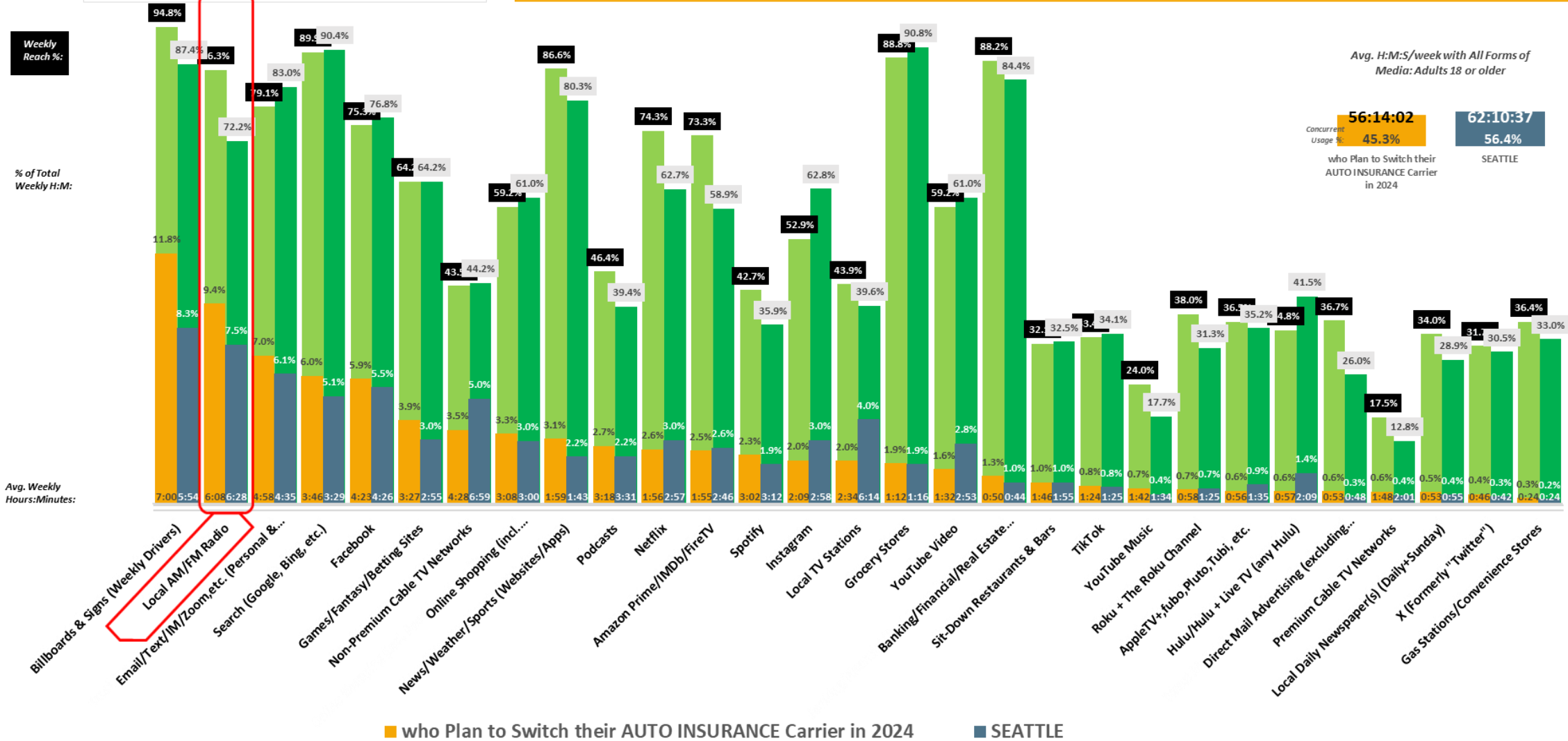
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 2 days, 8 hours, 14 minutes and 2 seconds each week with All Forms of Media.

86.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 6 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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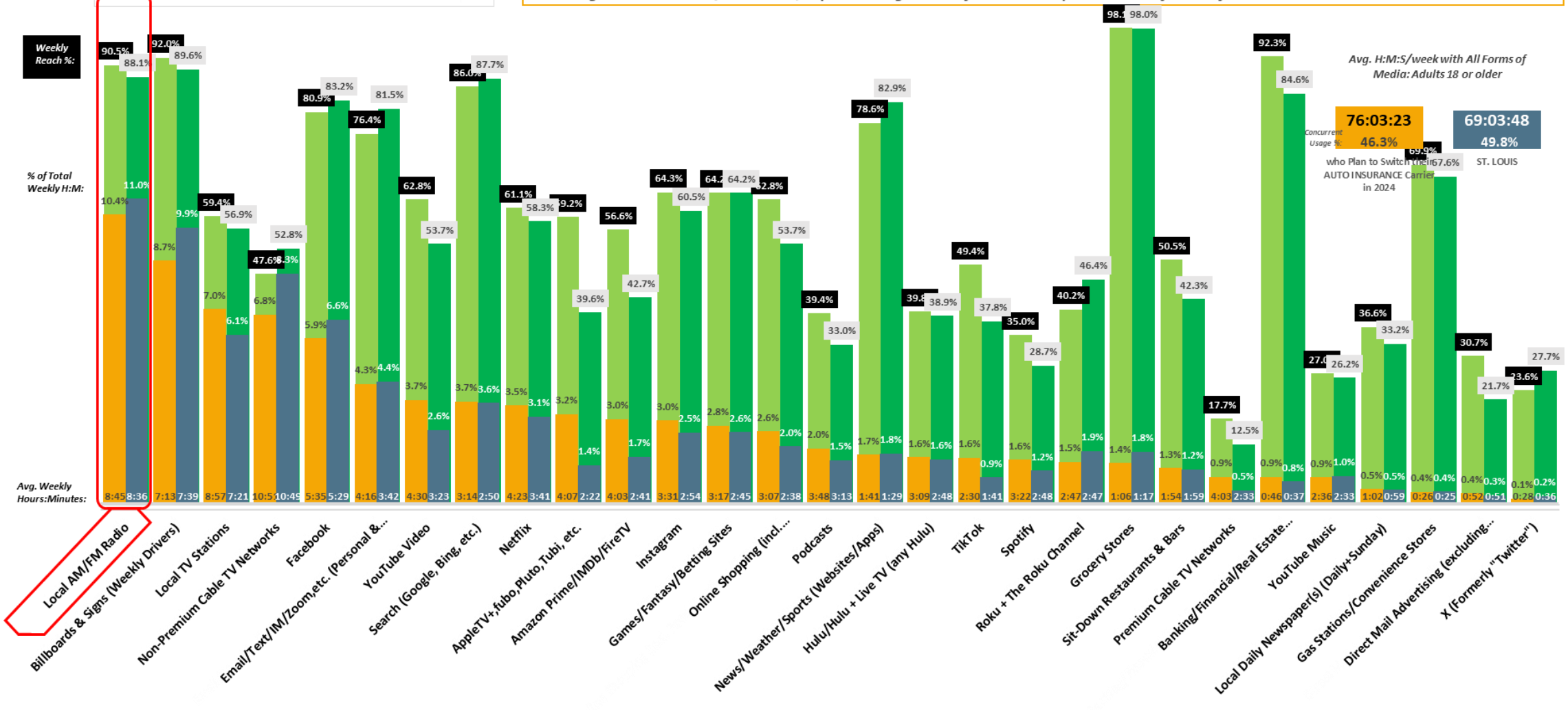
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 3 days, 4 hours, 3 minutes and 23 seconds each week with All Forms of Media.

90.5% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 8 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 10.4% of total time spent with all forms of Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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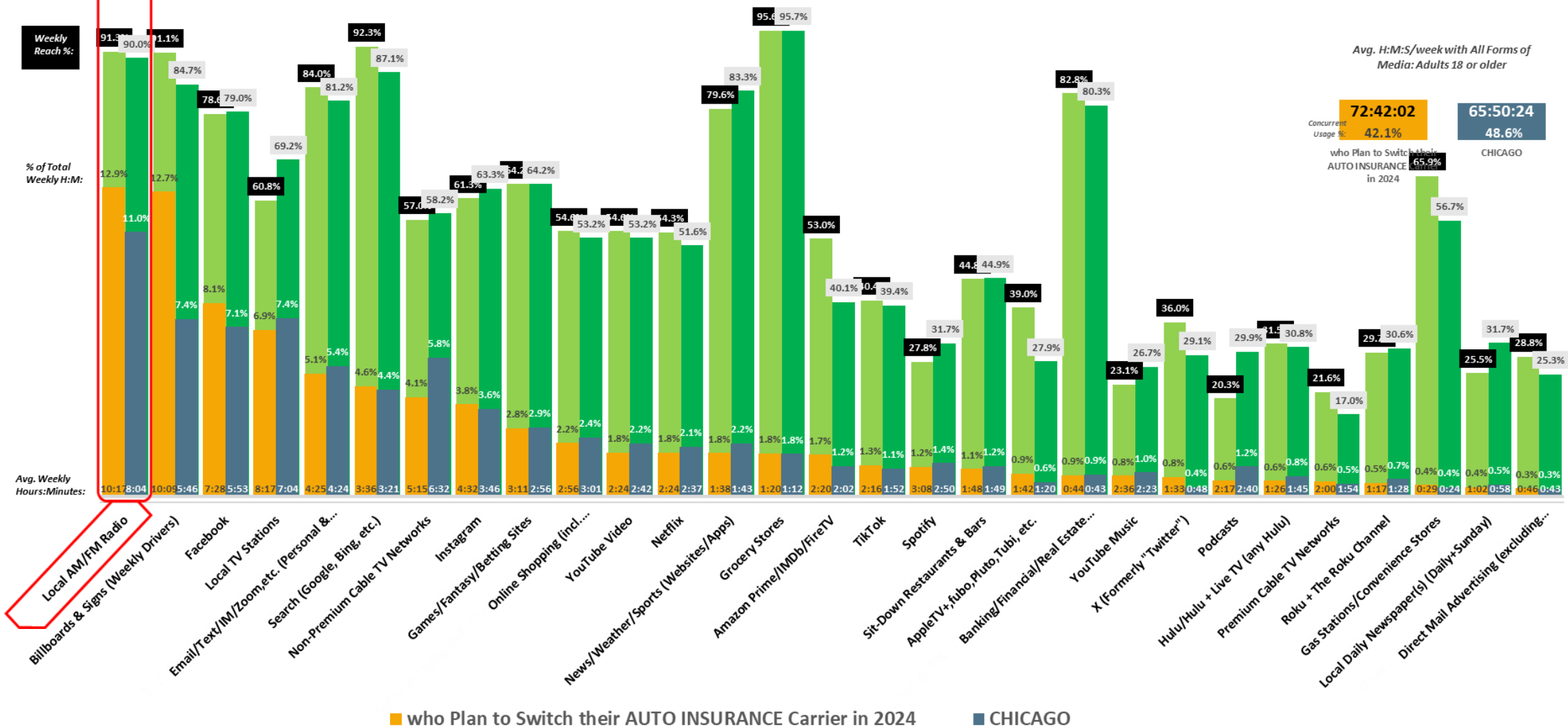
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 3 days, 0 hours, 42 minutes and 2 seconds each week with All Forms of Media.

91.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 10 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 12.9% of total time spent with all forms of Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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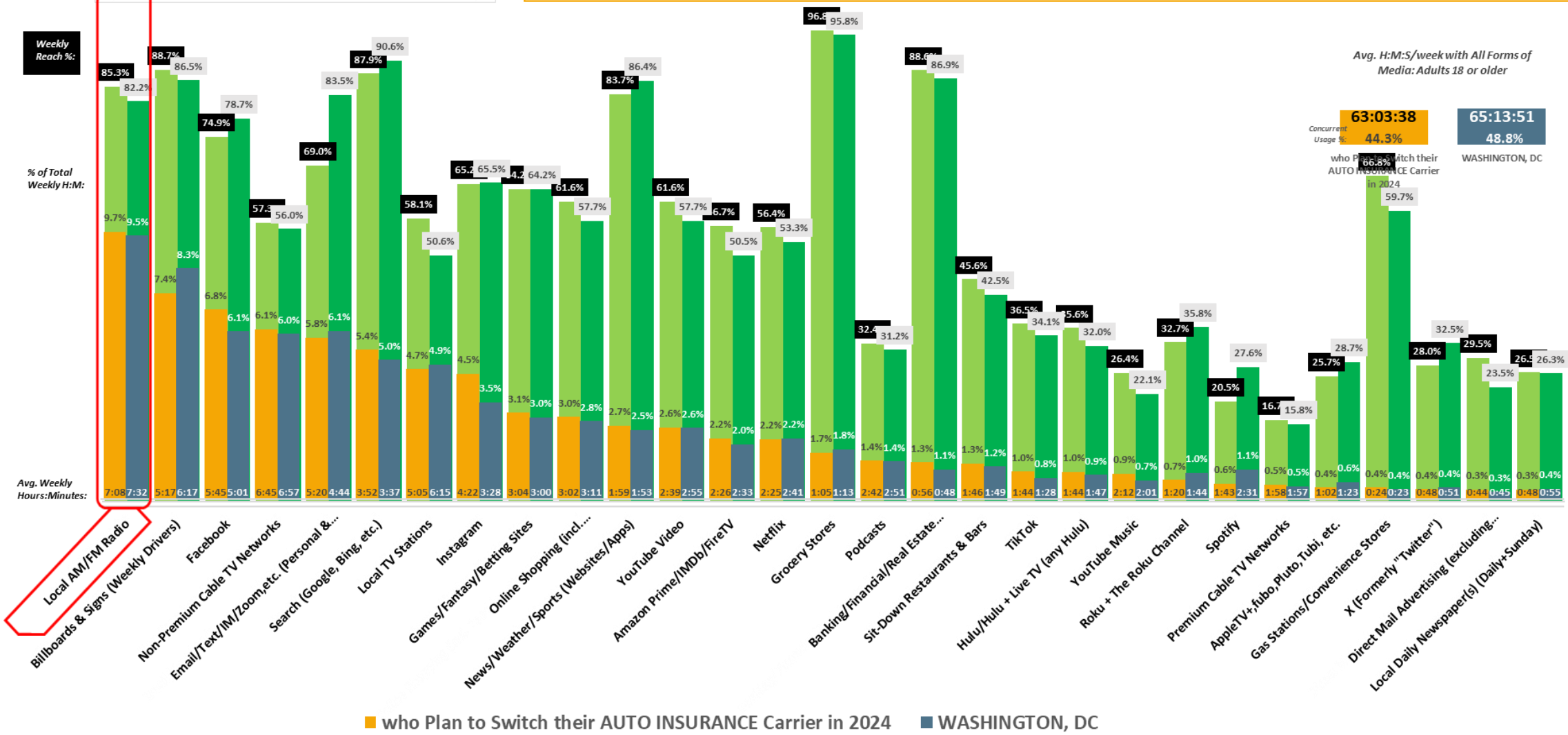
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Washington, DC DMA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 2 days, 15 hours, 3 minutes and 38 seconds each week with All Forms of Media.

85.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 7 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



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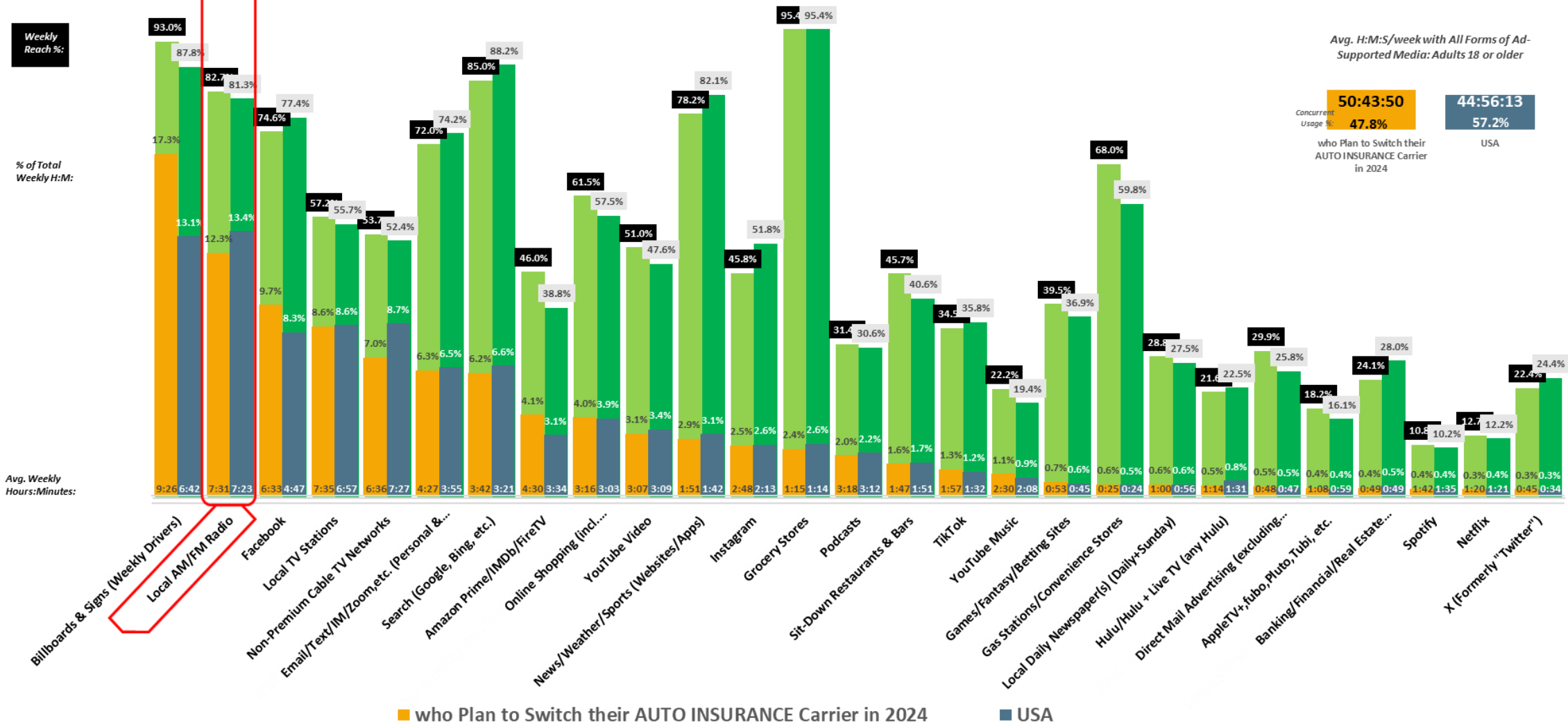
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

USA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 2 days, 2 hours, 43 minutes and 50 seconds each week with All Forms of Ad-Supported Media.

82.7% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 7 hours and 31 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583 Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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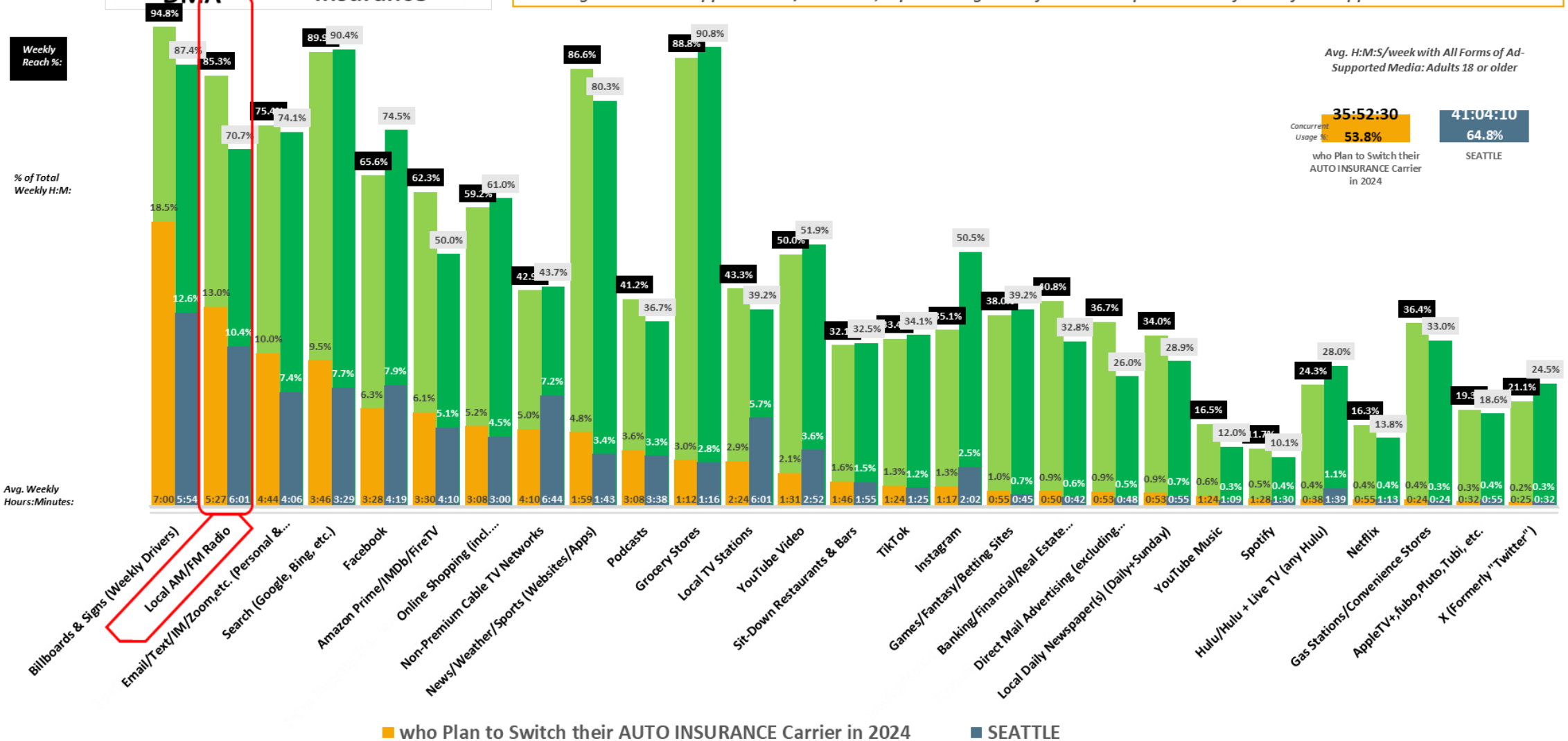
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 1 days, 11 hours, 52 minutes and 30 seconds each week with All Forms of Ad-Supported Media.

85.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 5 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.% of total time spent with all forms of Ad-Supported Media.



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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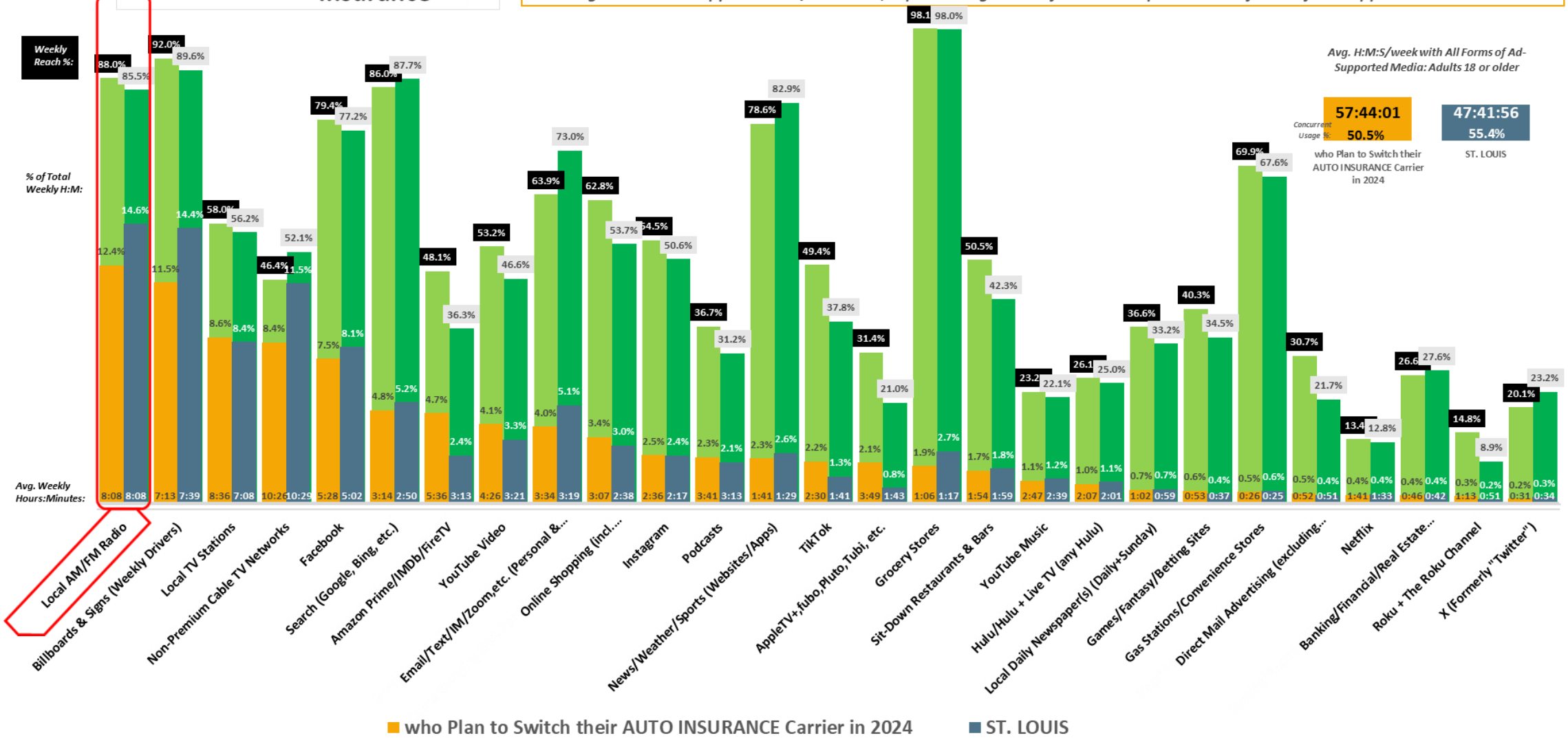
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 2 days, 9 hours, 44 minutes and 1 seconds each week with All Forms of Ad-Supported Media.

88.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 8 hours and 8 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.4% of total time spent with all forms of Ad-Supported Media.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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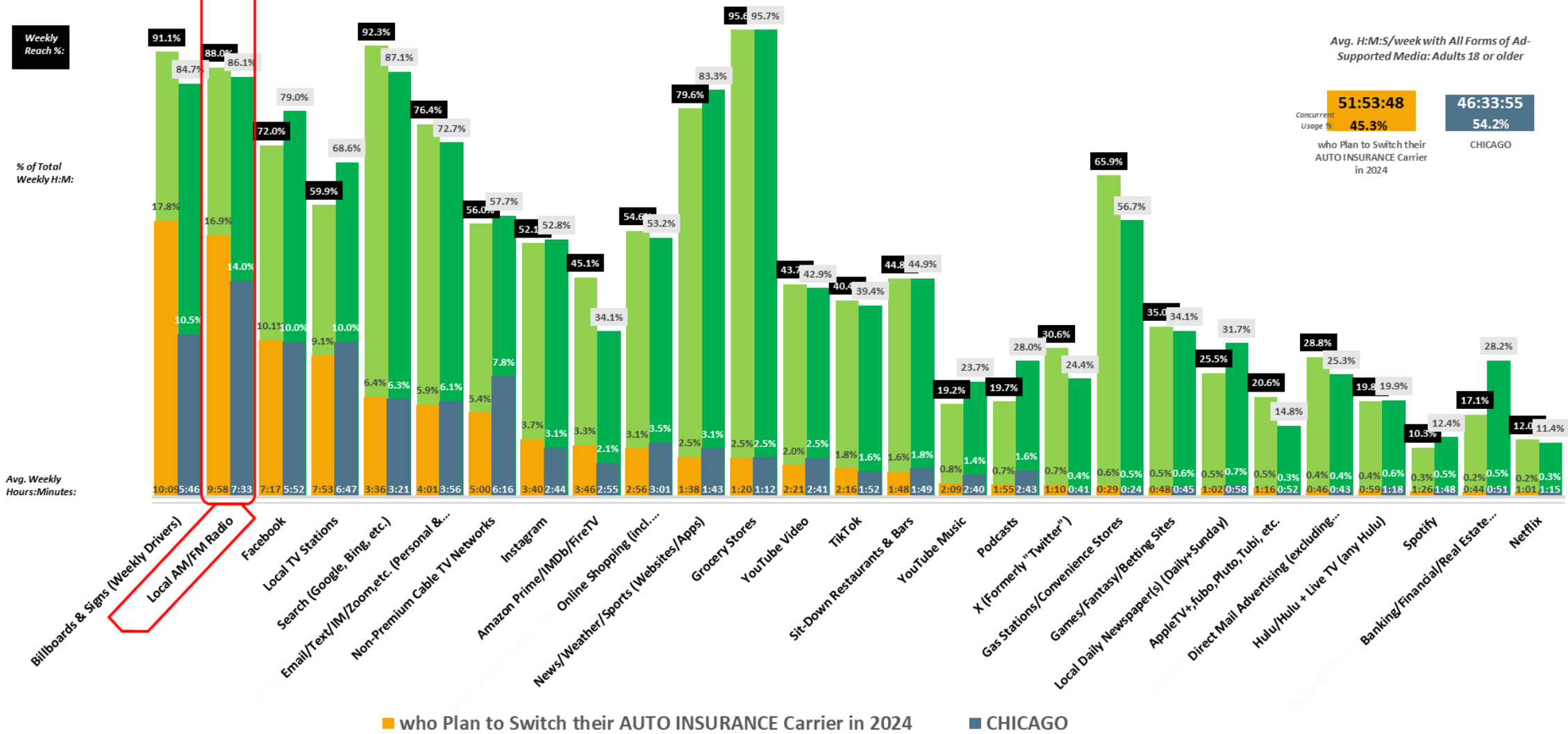
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 2 days, 3 hours, 53 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

88.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 9 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 16.9% of total time spent with all forms of Ad-Supported Media.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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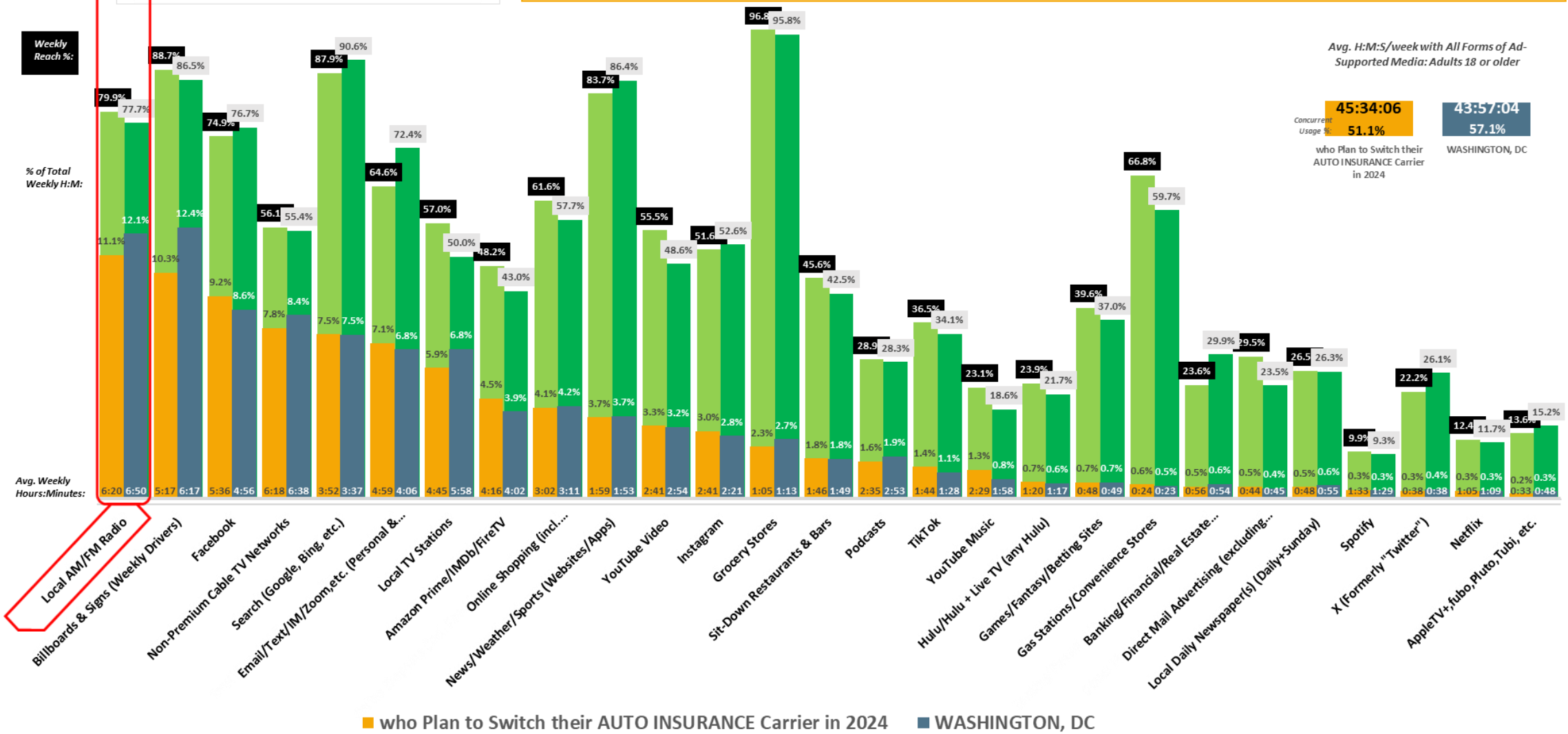
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Washington, DC DMA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 1 days, 21 hours, 34 minutes and 6 seconds each week with All Forms of Ad-Supported Media.

79.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an avg. of 6 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



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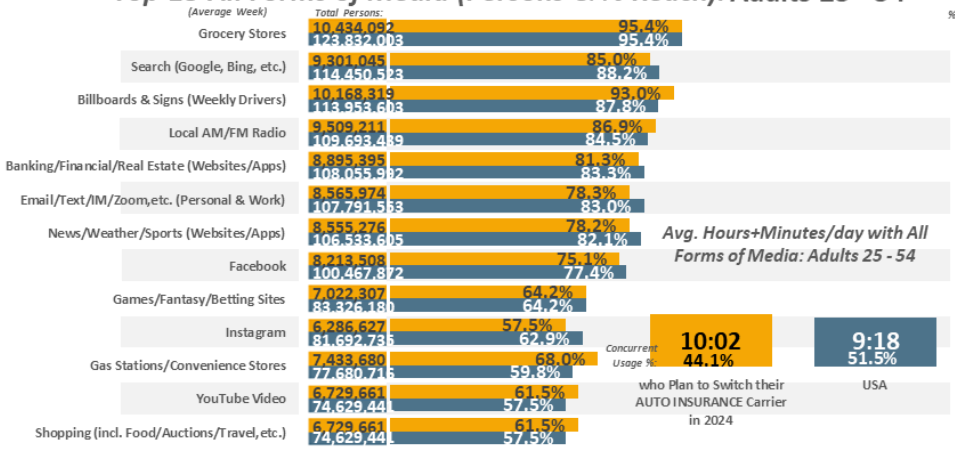
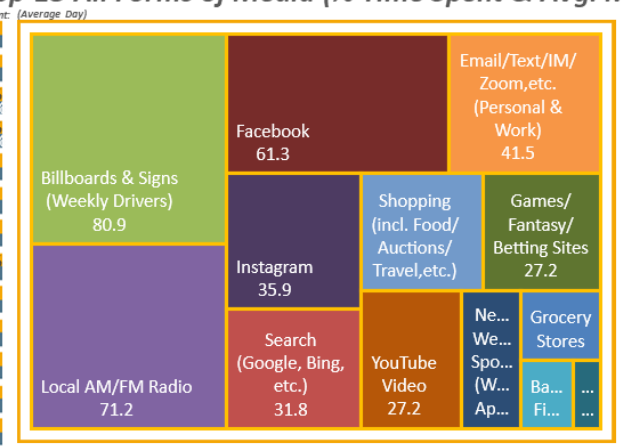
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

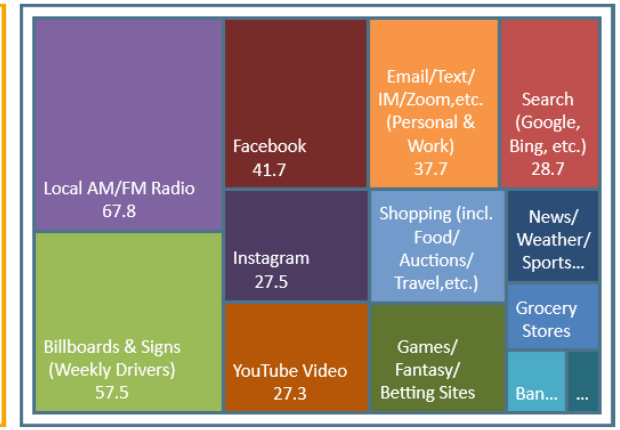
USA | P25-54 Plan to Switch Auto Insurance

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 64.5 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

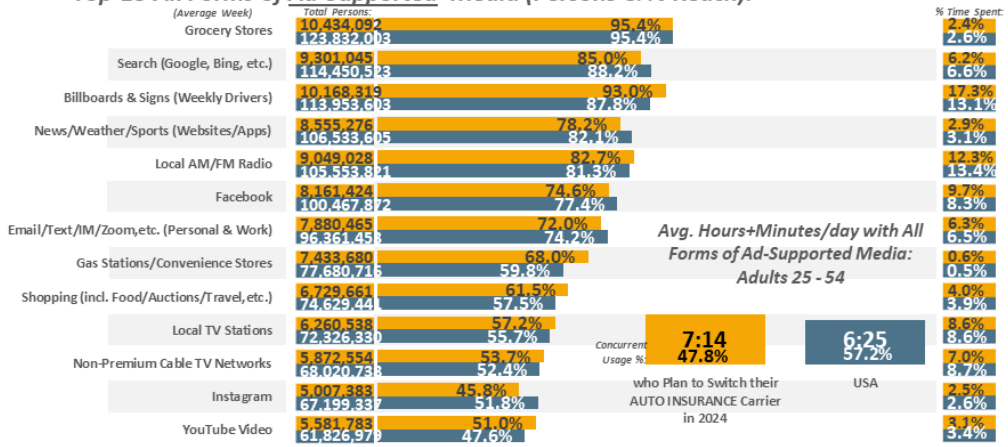
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54

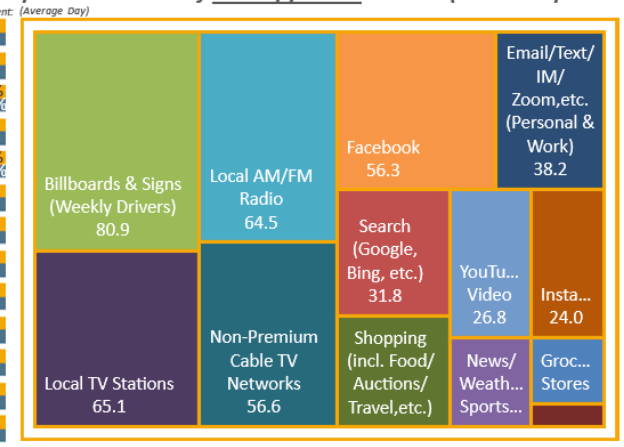


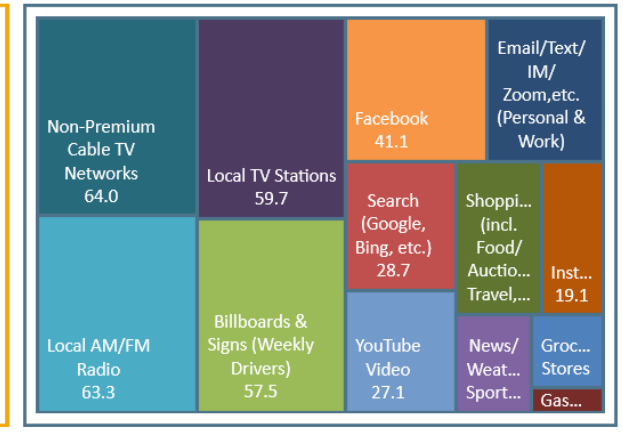




Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54







USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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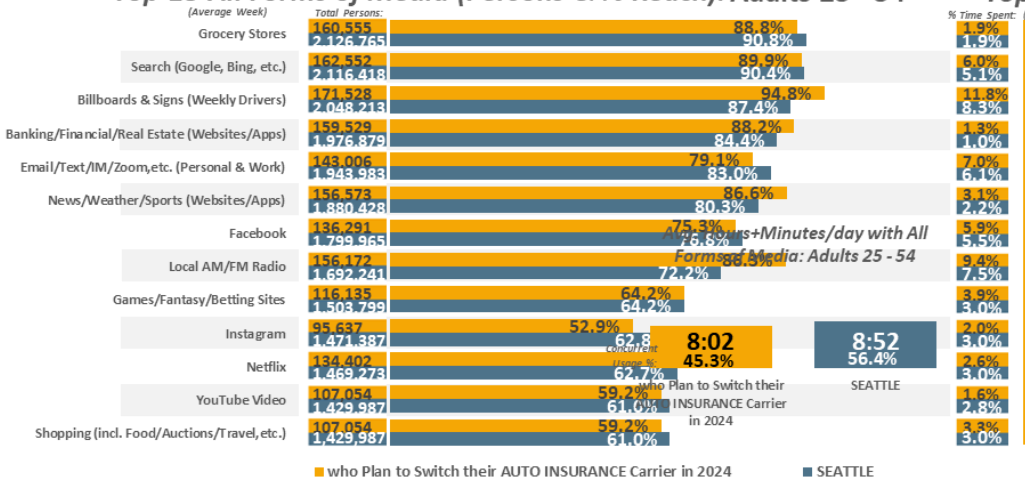
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

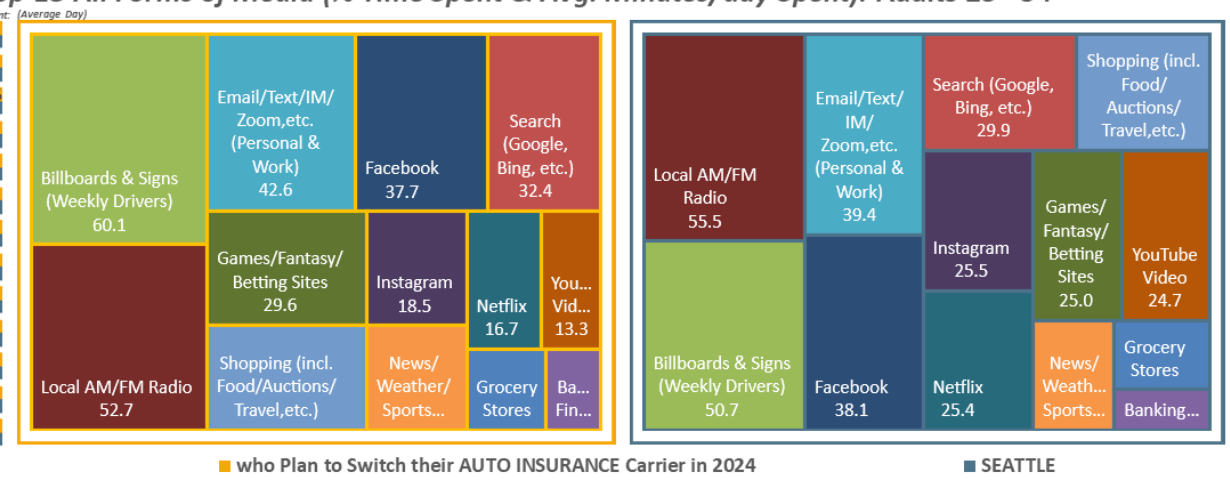
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 5 hours and 7 minutes each day with All Forms of Ad-Supported Media. 85.3% listen to Local AM/FM Radio for an avg. of 46.8 minutes/day. *(Local Radio delivers 13.% of Time with Ad-Supported Media.)*

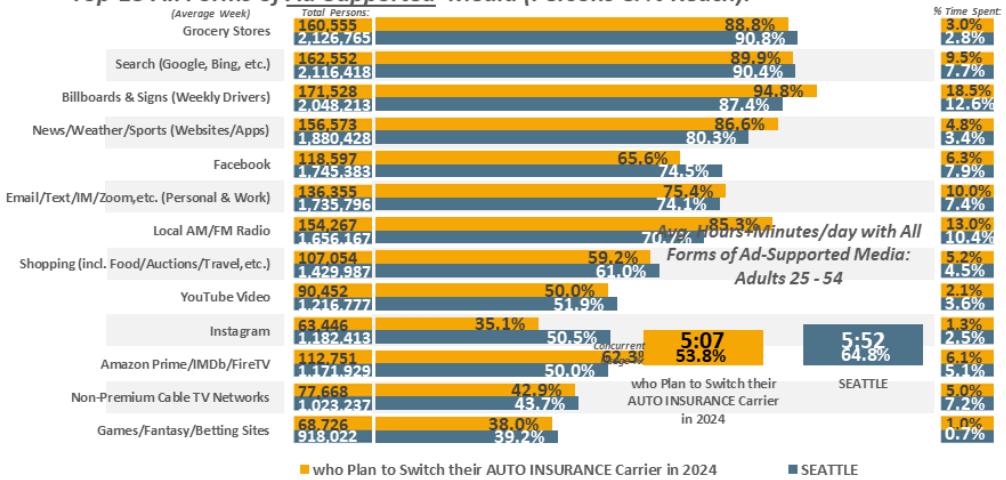
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



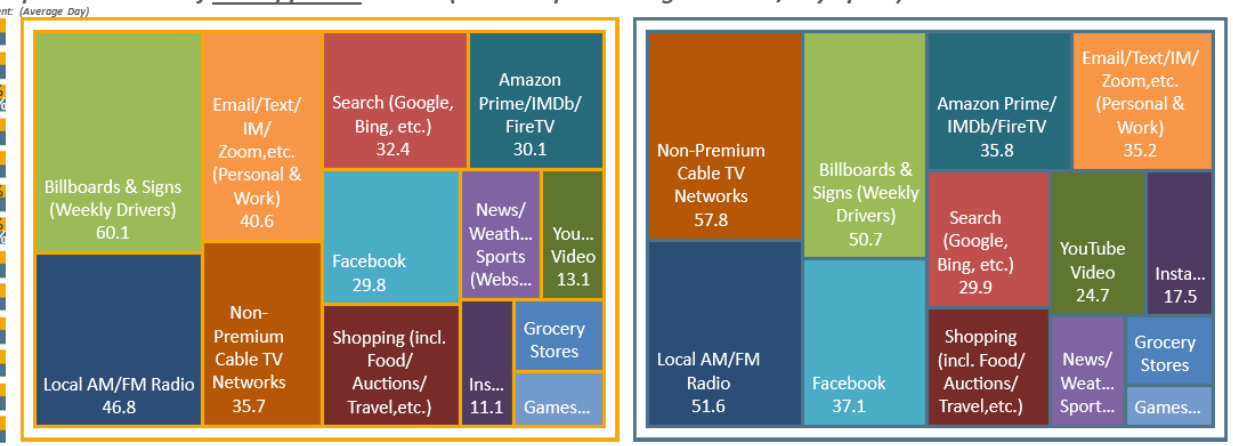
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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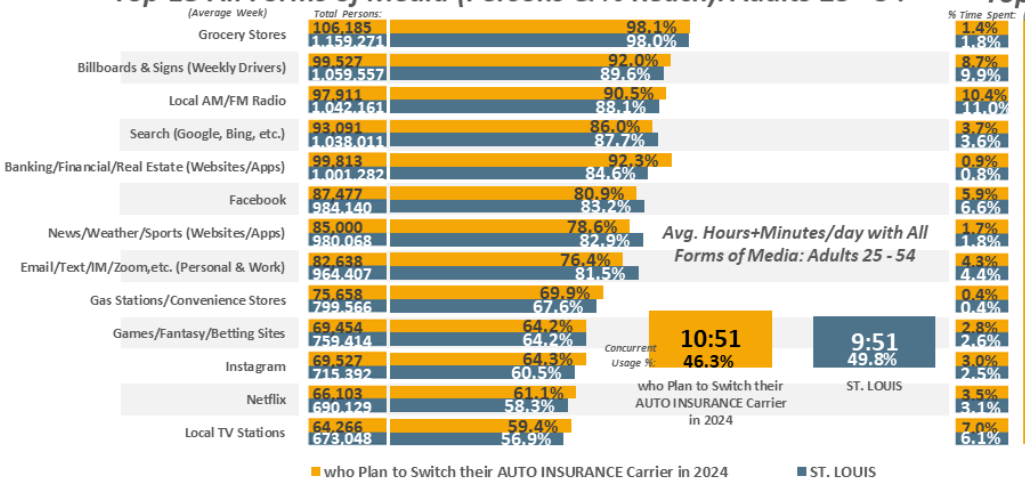
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

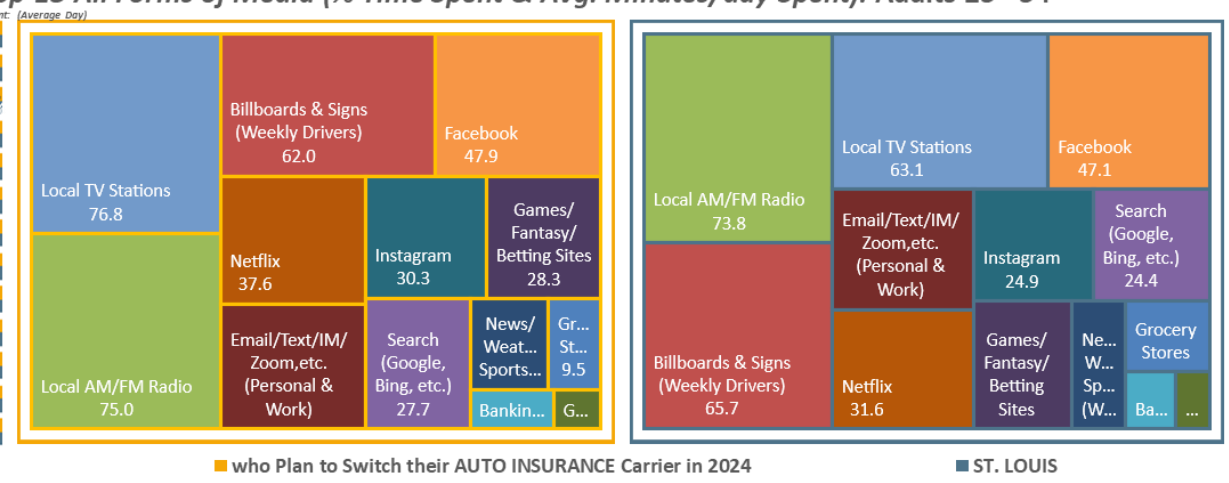
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 8 hours and 14 minutes each day with All Forms of Ad-Supported Media. 88.% listen to Local AM/FM Radio for an avg. of 69.8 minutes/day. *(Local Radio delivers 12.4% of Time with Ad-Supported Media.)*

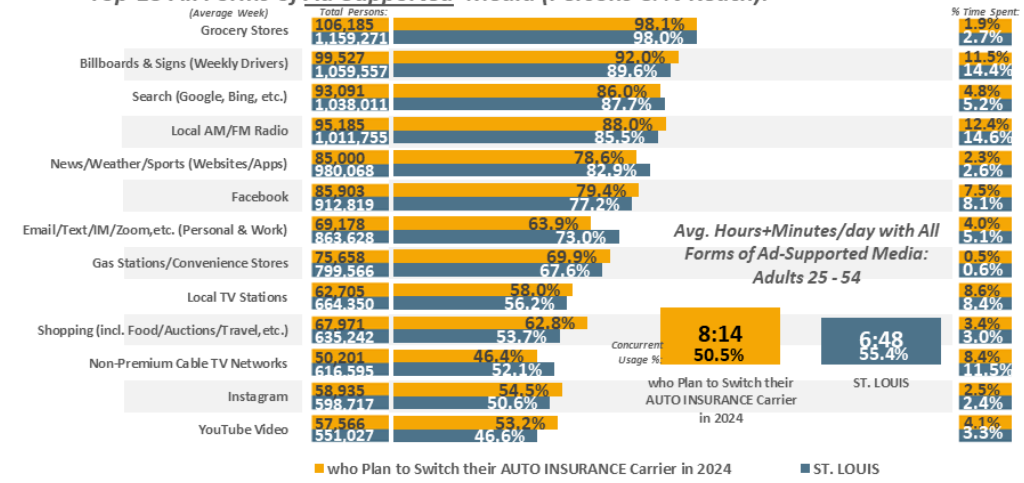
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



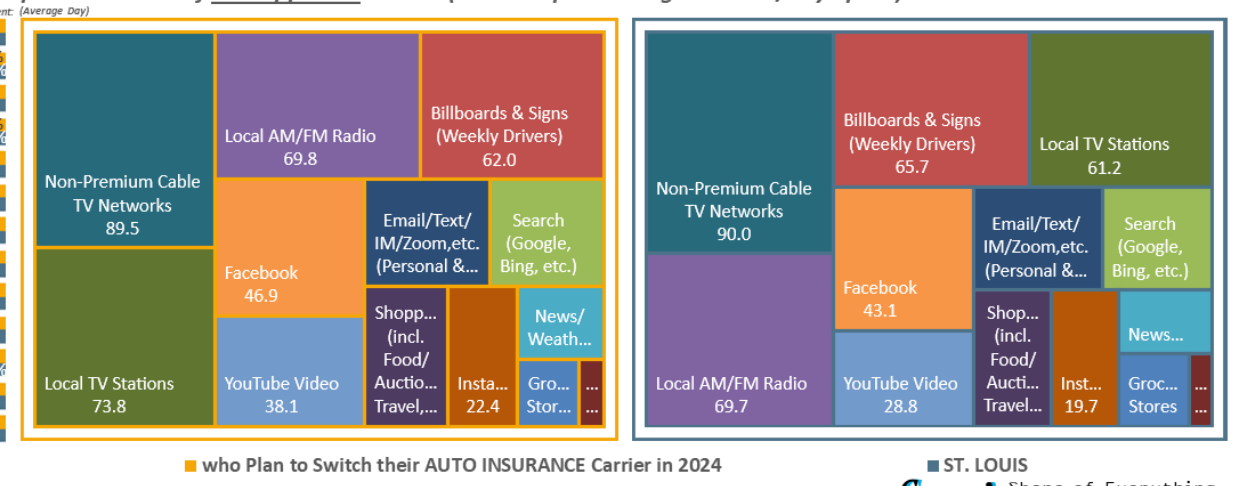
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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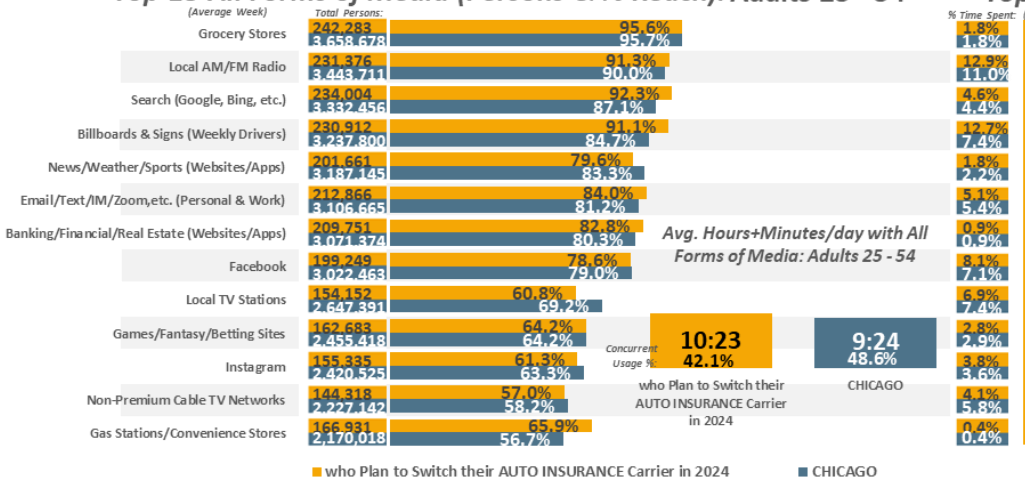
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

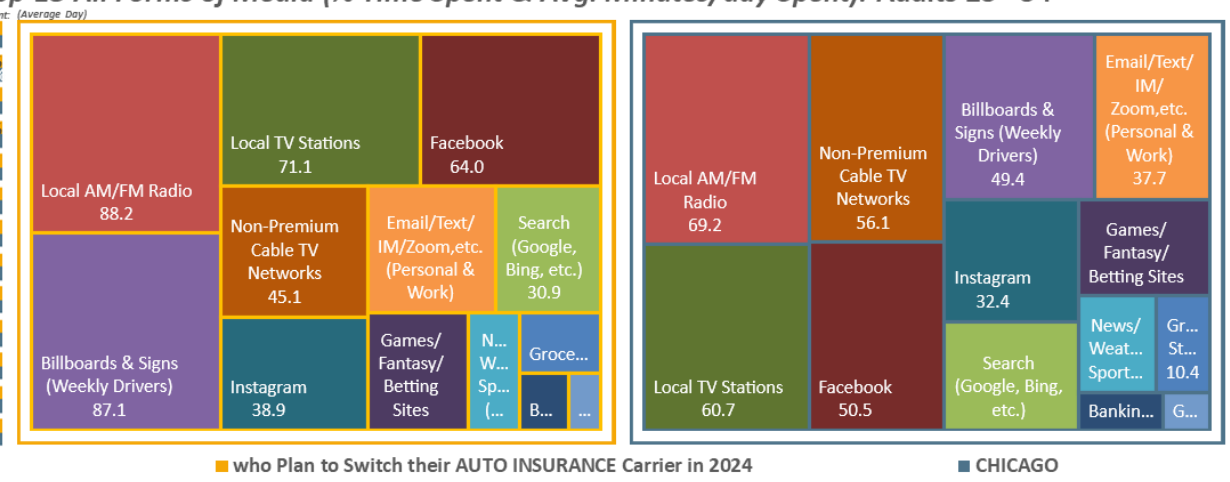
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 88.% listen to Local AM/FM Radio for an avg. of 85.5 minutes/day. *(Local Radio delivers 16.9% of Time with Ad-Supported Media.)*

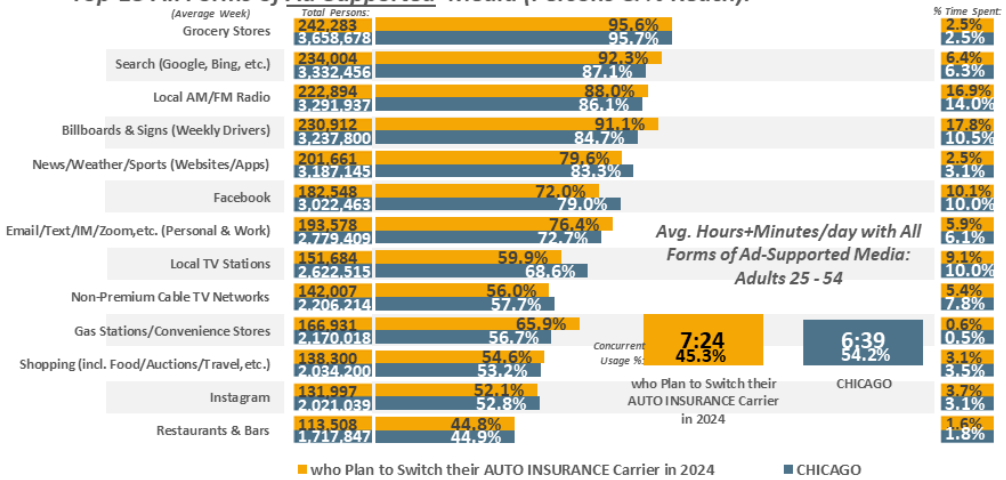
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



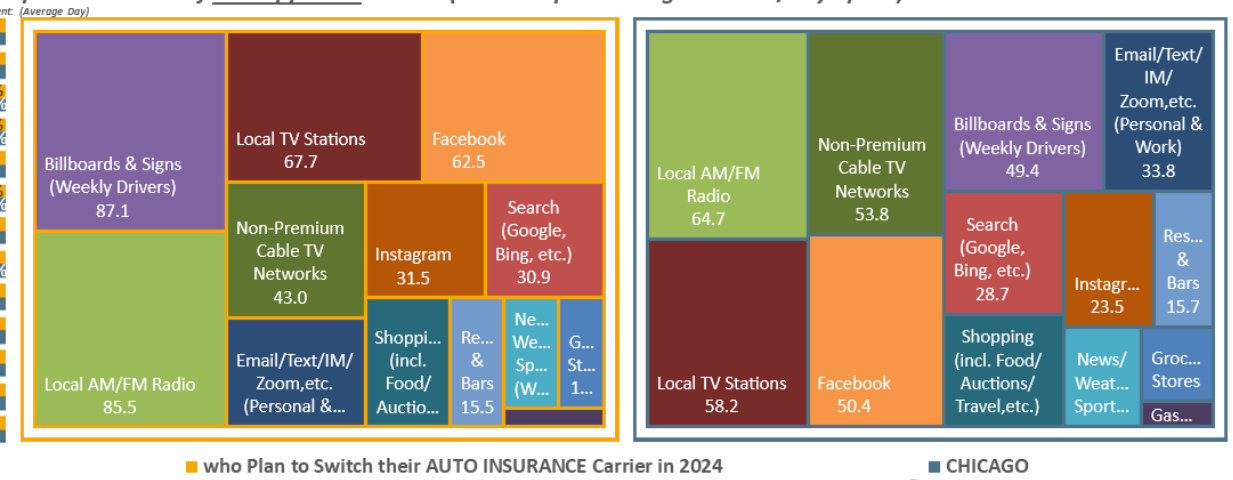
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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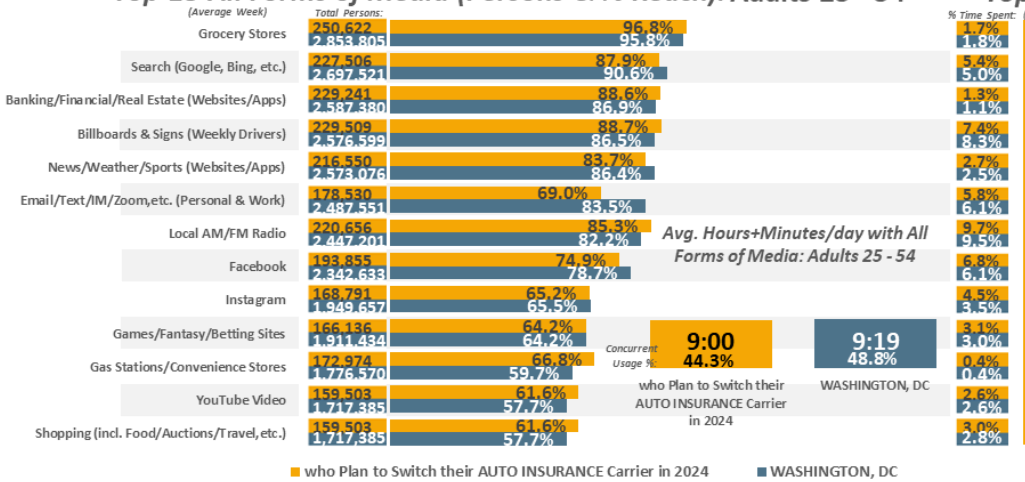
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

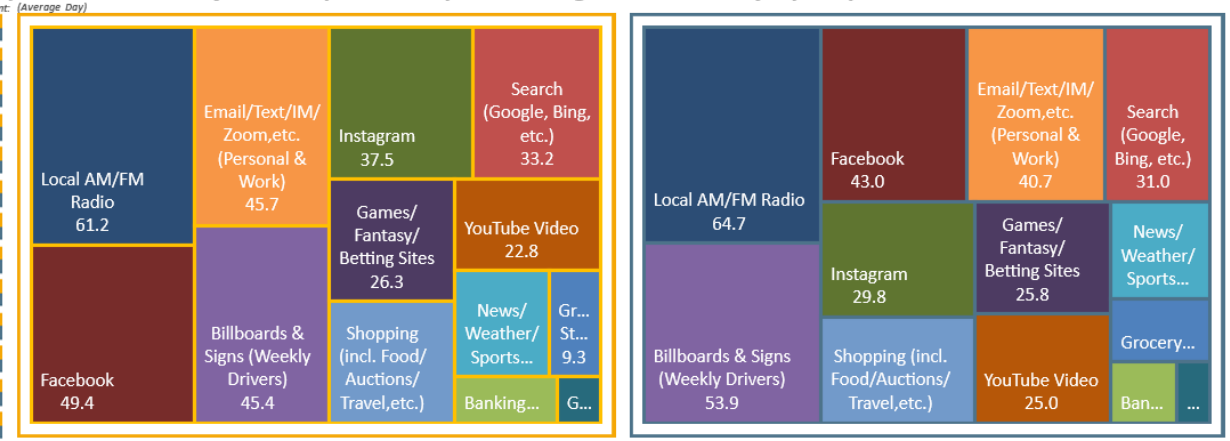
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 6 hours and 30 minutes each day with All Forms of Ad-Supported Media. 79.9% listen to Local AM/FM Radio for an avg. of 54.3 minutes/day. *(Local Radio delivers 11.1% of Time with Ad-Supported Media.)*

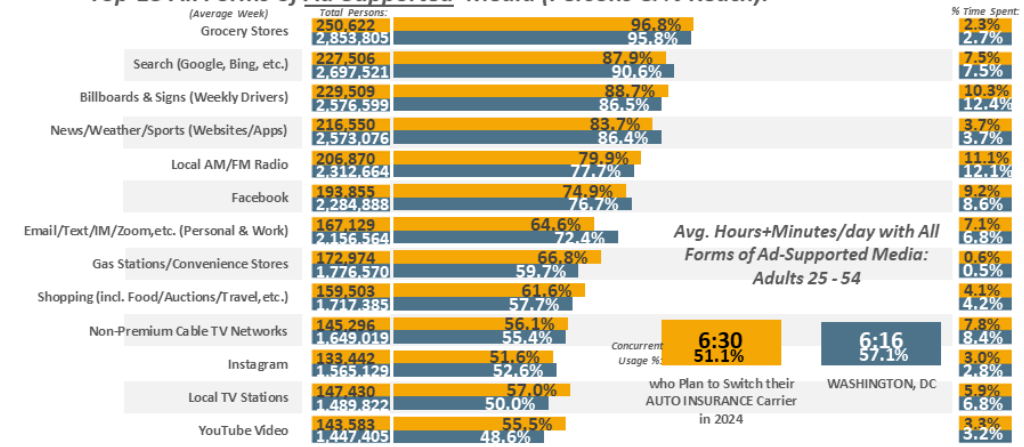
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 54



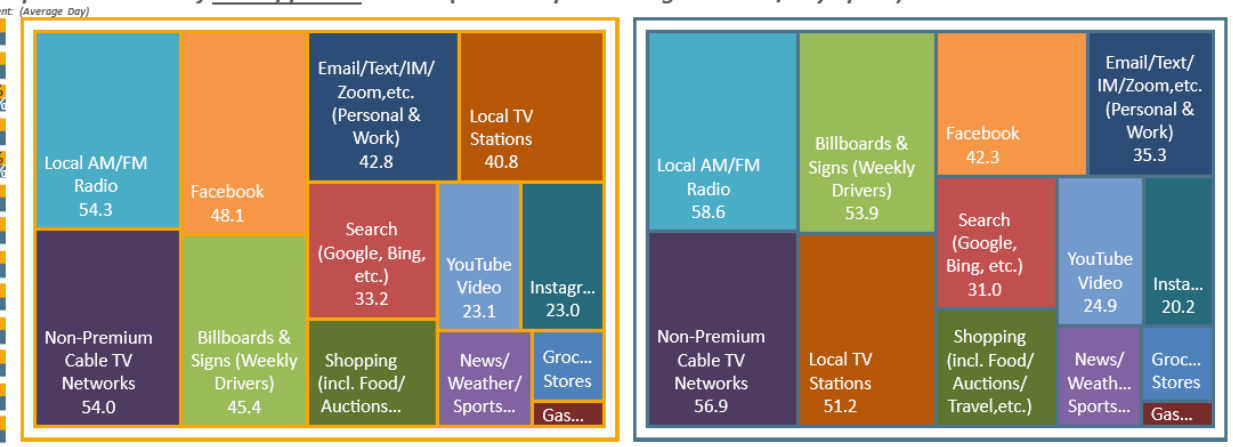
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 54



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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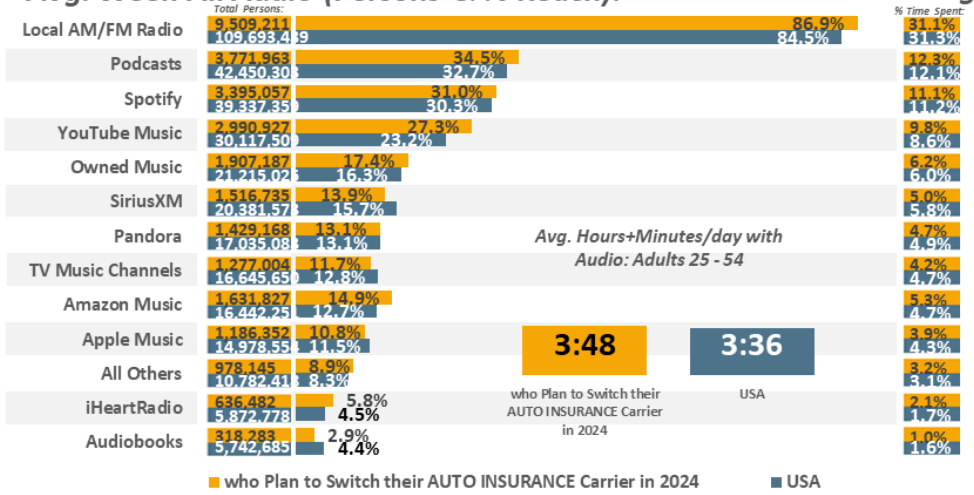
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

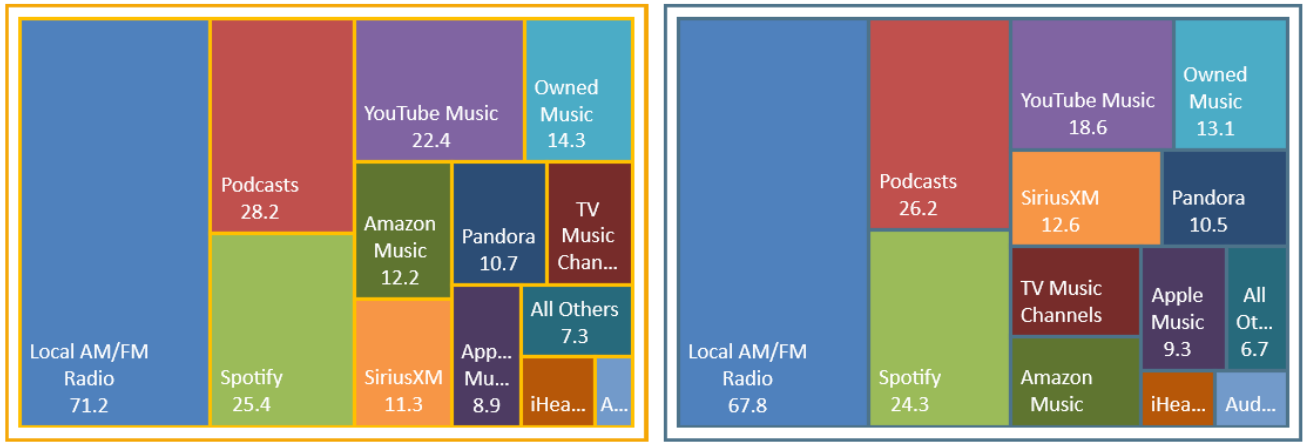
USA | P25-54 Plan to Switch Auto Insurance

9,049,028 or 82.7% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.

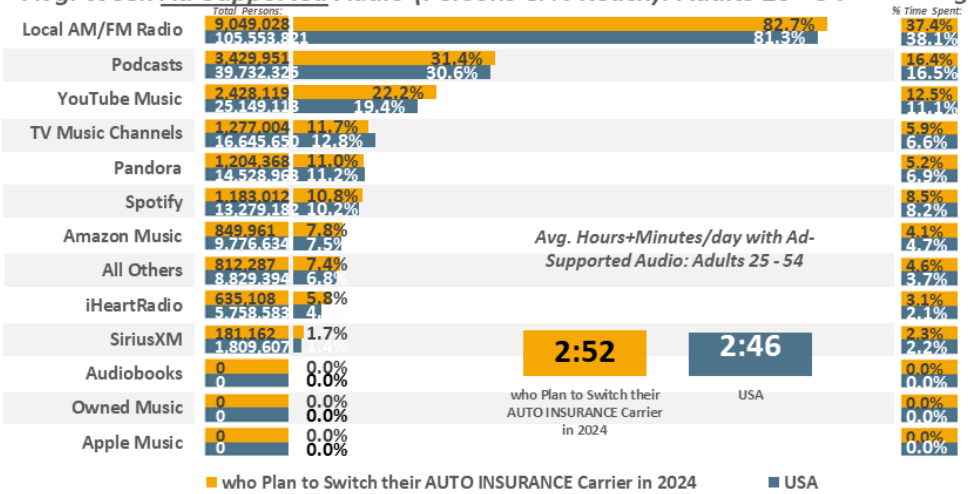
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



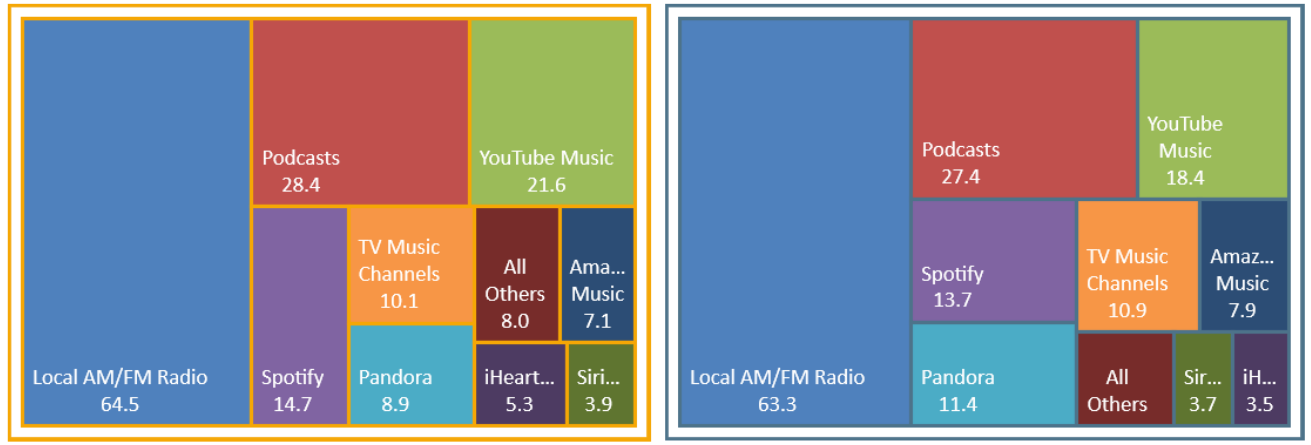
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,583*

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Scarborough R1 2024: Jan23-Apr24 *USA Projection* *Scarborough R1 2024: Jan23-Apr24*

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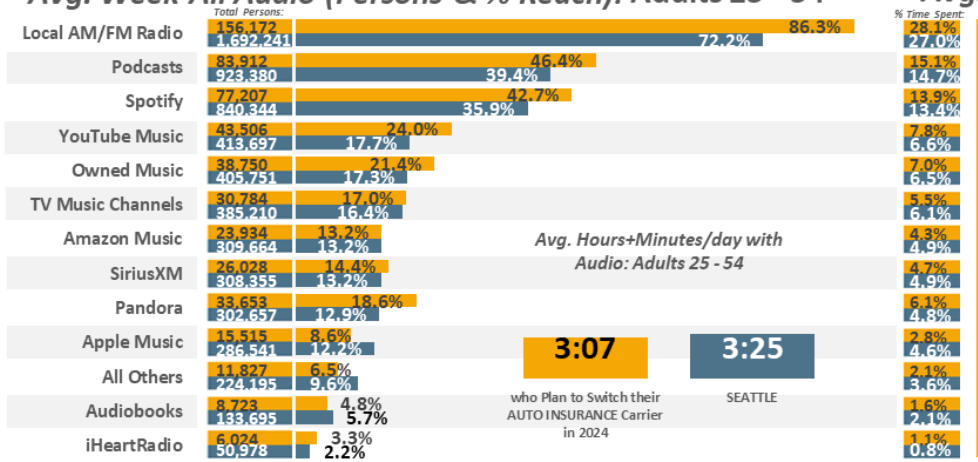
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

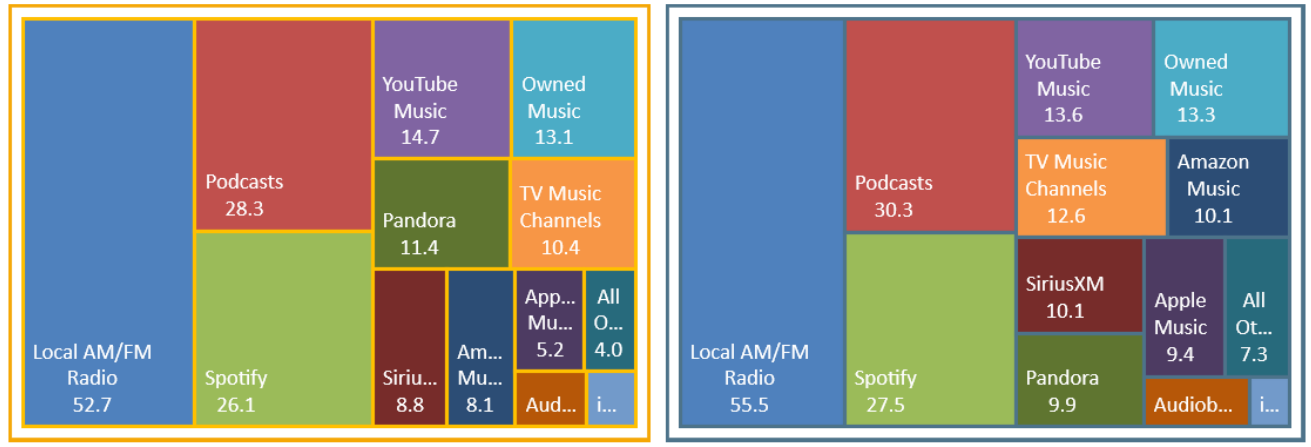
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

154,267 or 85.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 46.8 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.

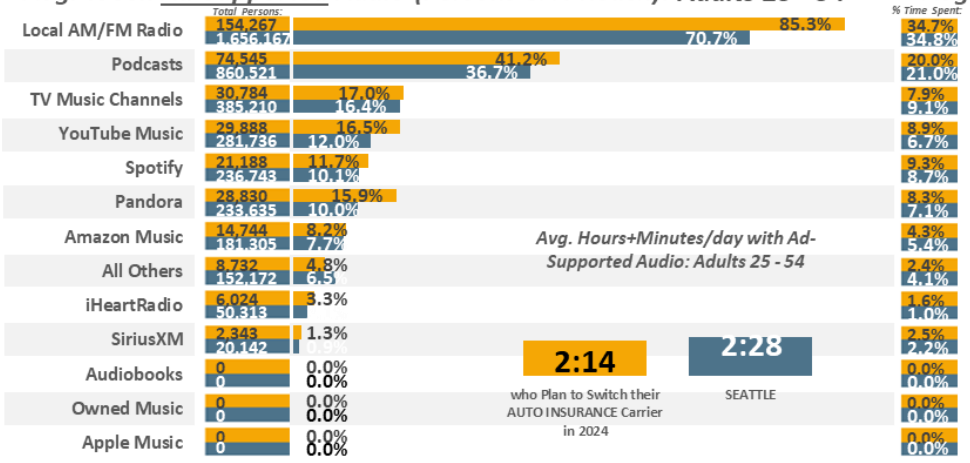
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



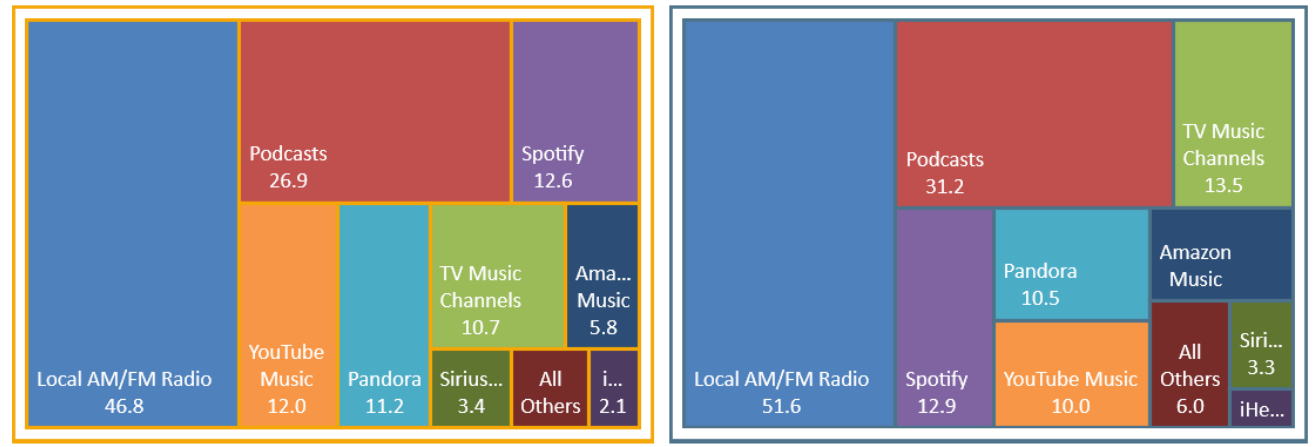
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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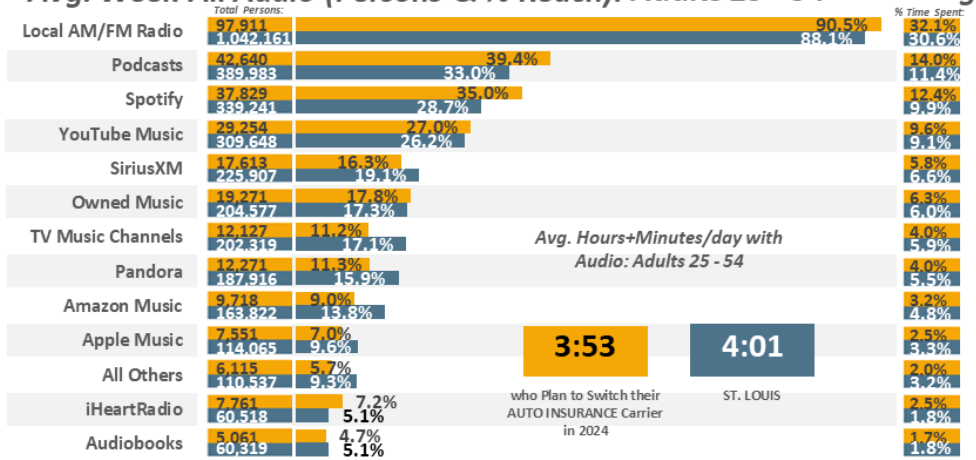
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

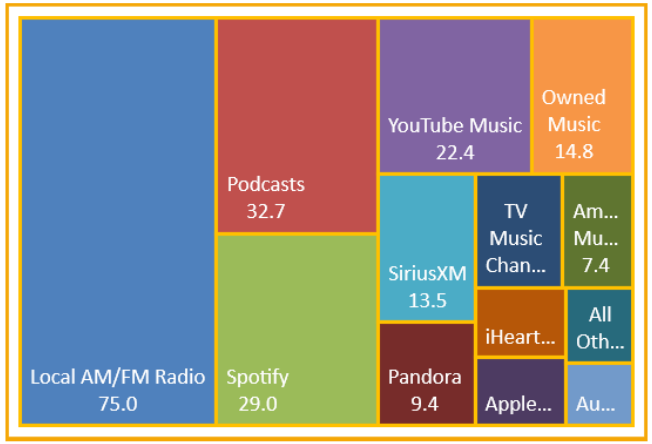
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

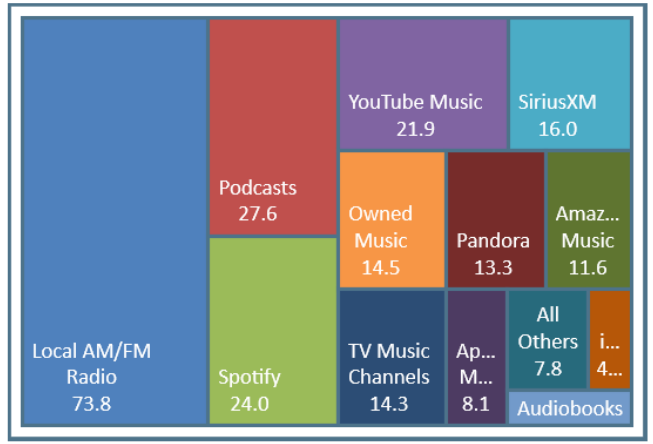
95,185 or 88.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 69.8 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 54

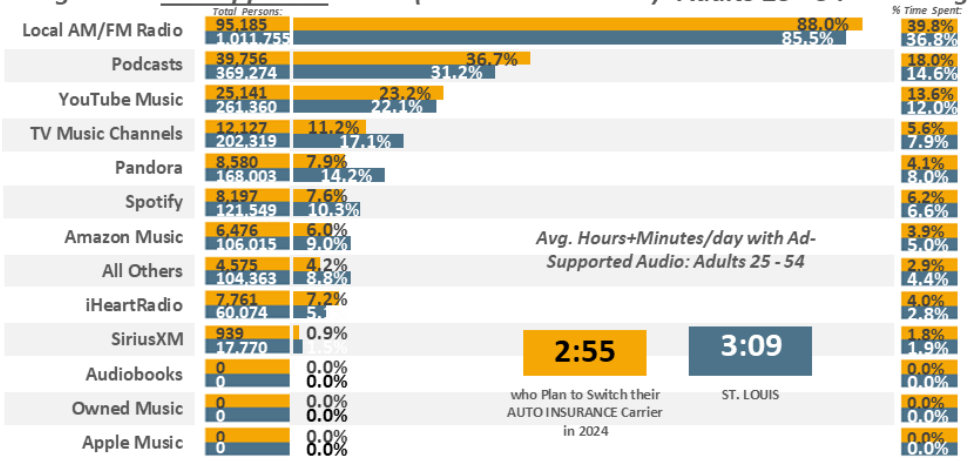


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

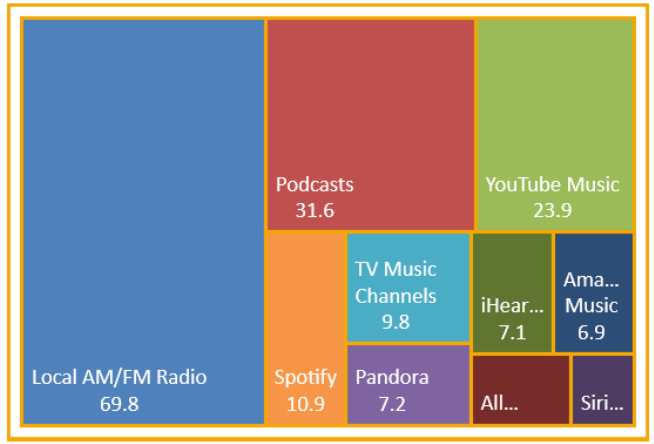


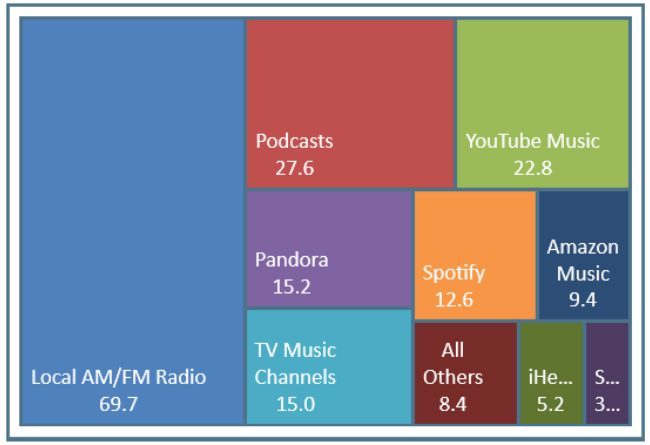


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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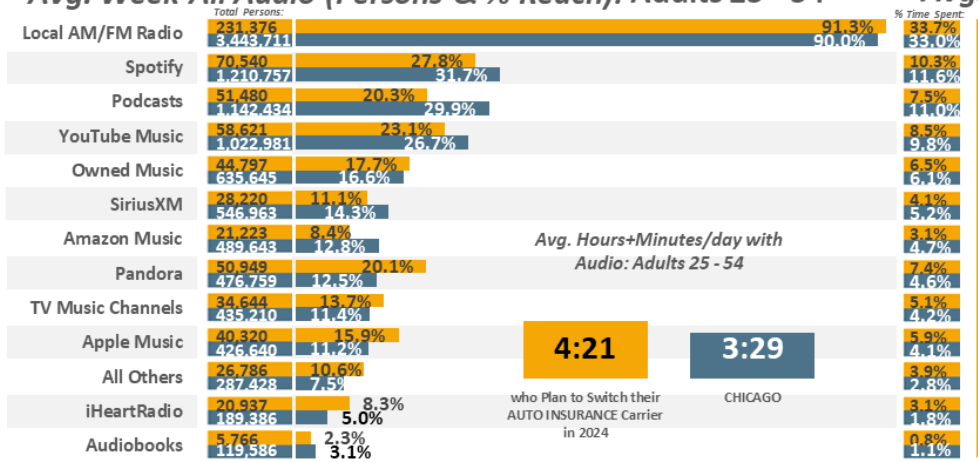
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

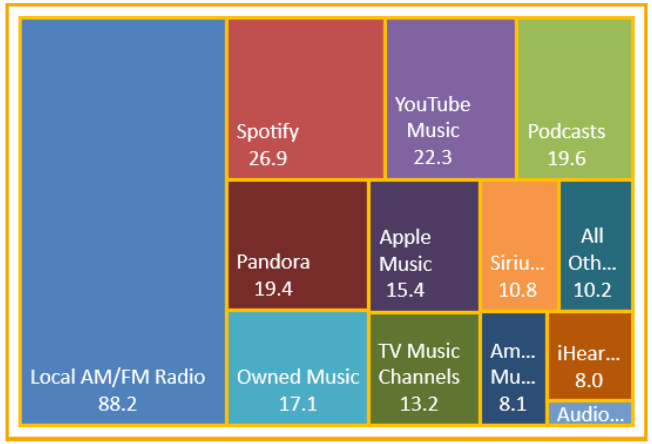
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

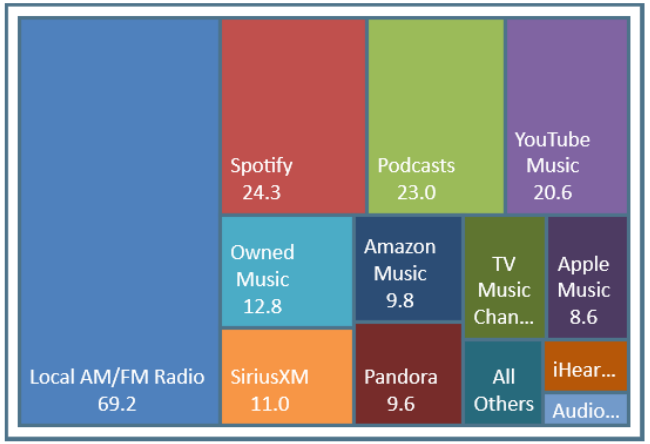
222,894 or 88.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 85.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 - 54

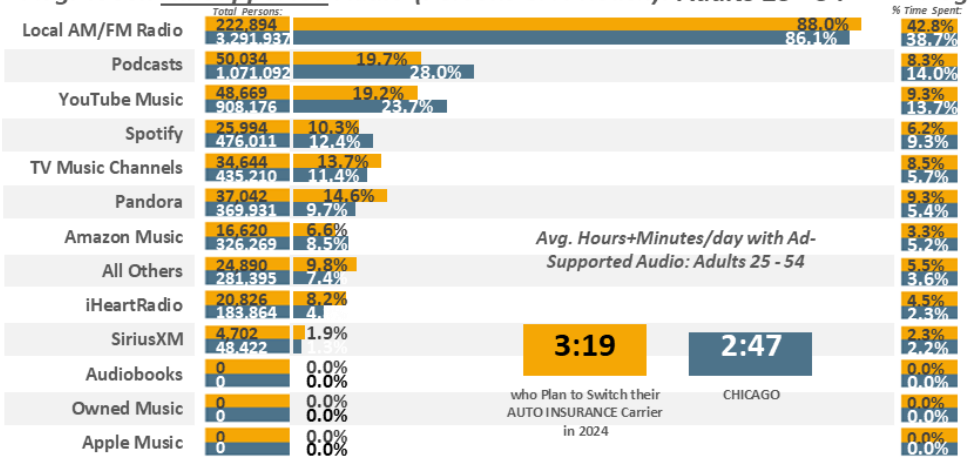


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

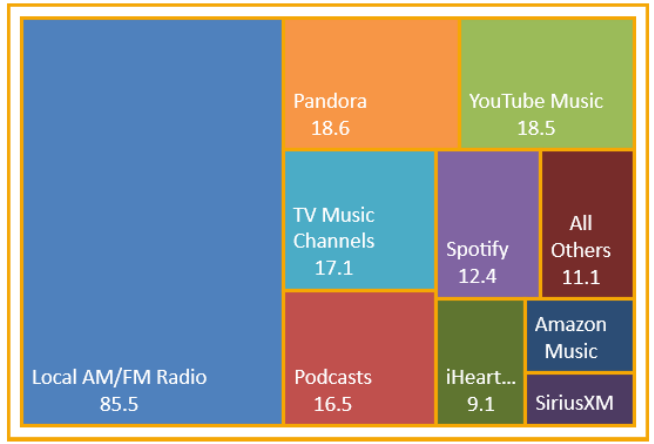


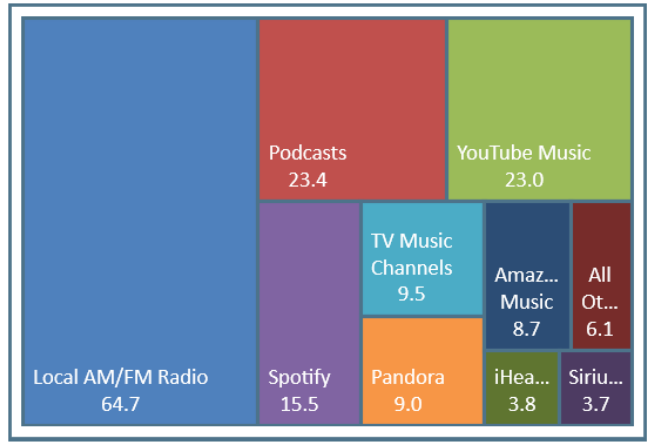


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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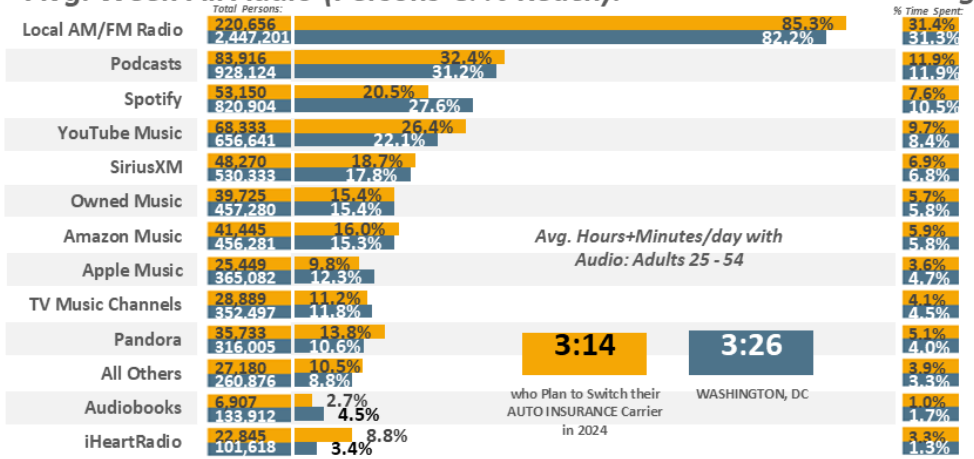
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

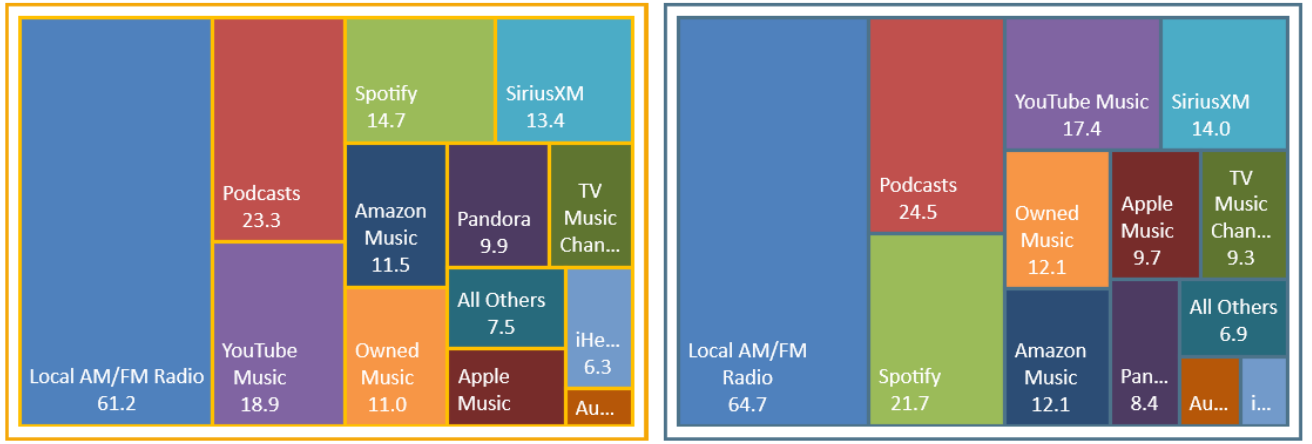
Washington, DC DMA | P25-54 Plan to Switch Auto Insurance

206,870 or 79.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 54.3 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.

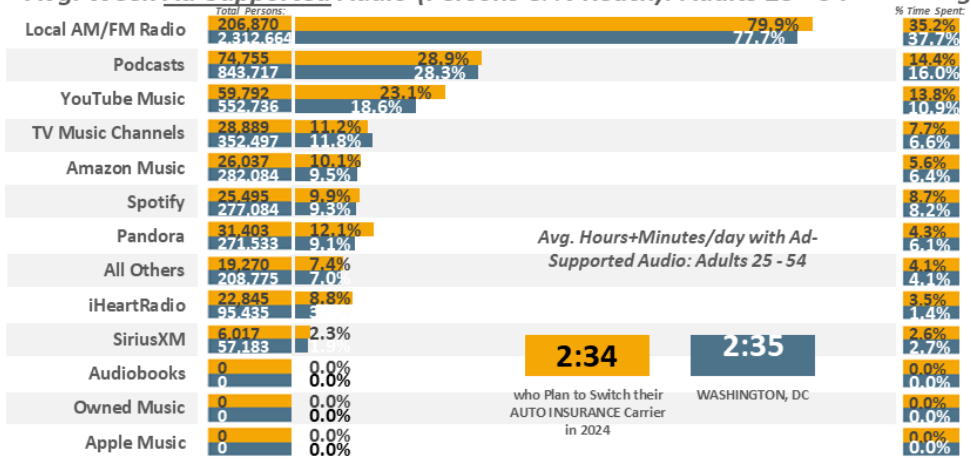
Avg. Week All Audio (Persons & % Reach): Adults 25 - 54



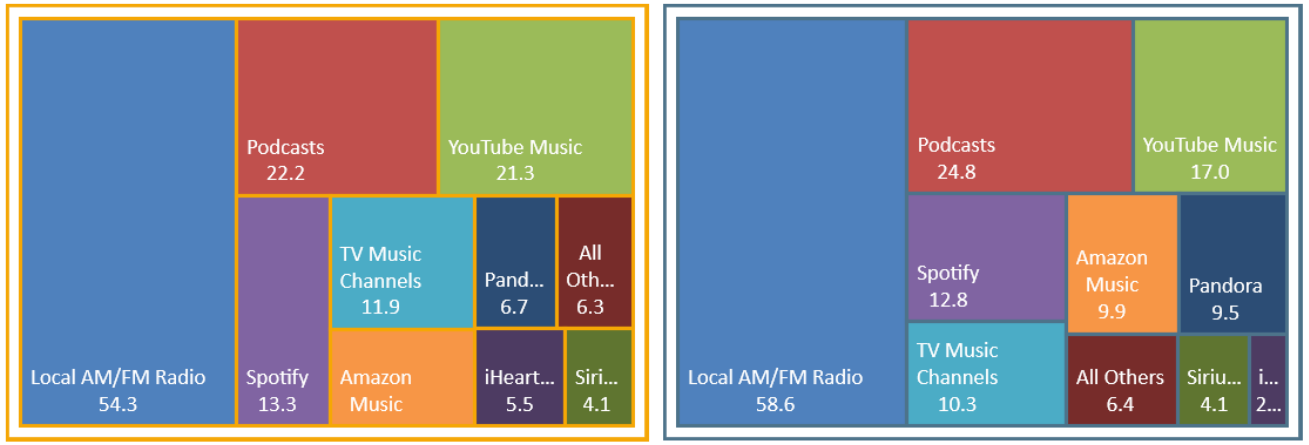
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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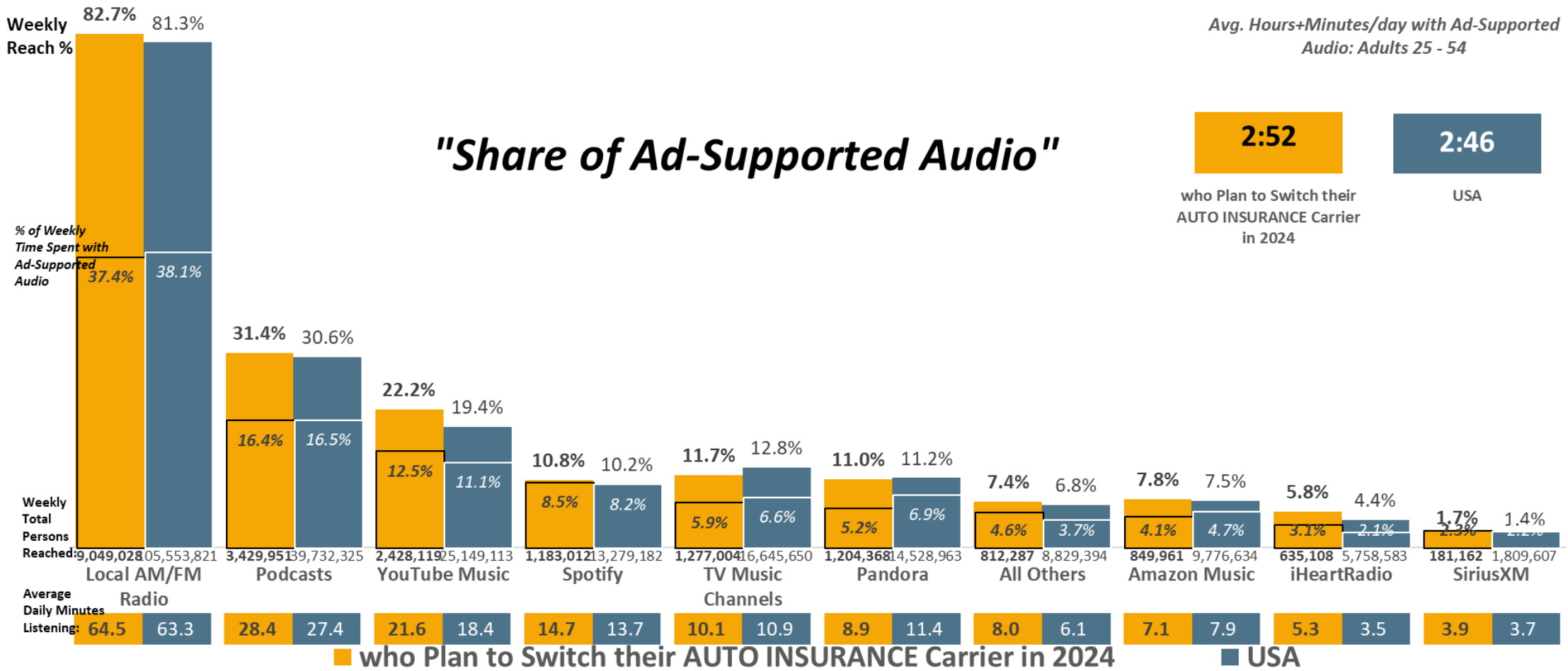
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

USA | P25-54 Plan to Switch Auto Insurance

9,049,028 or 82.7% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 64.5 minutes every day representing 37.4% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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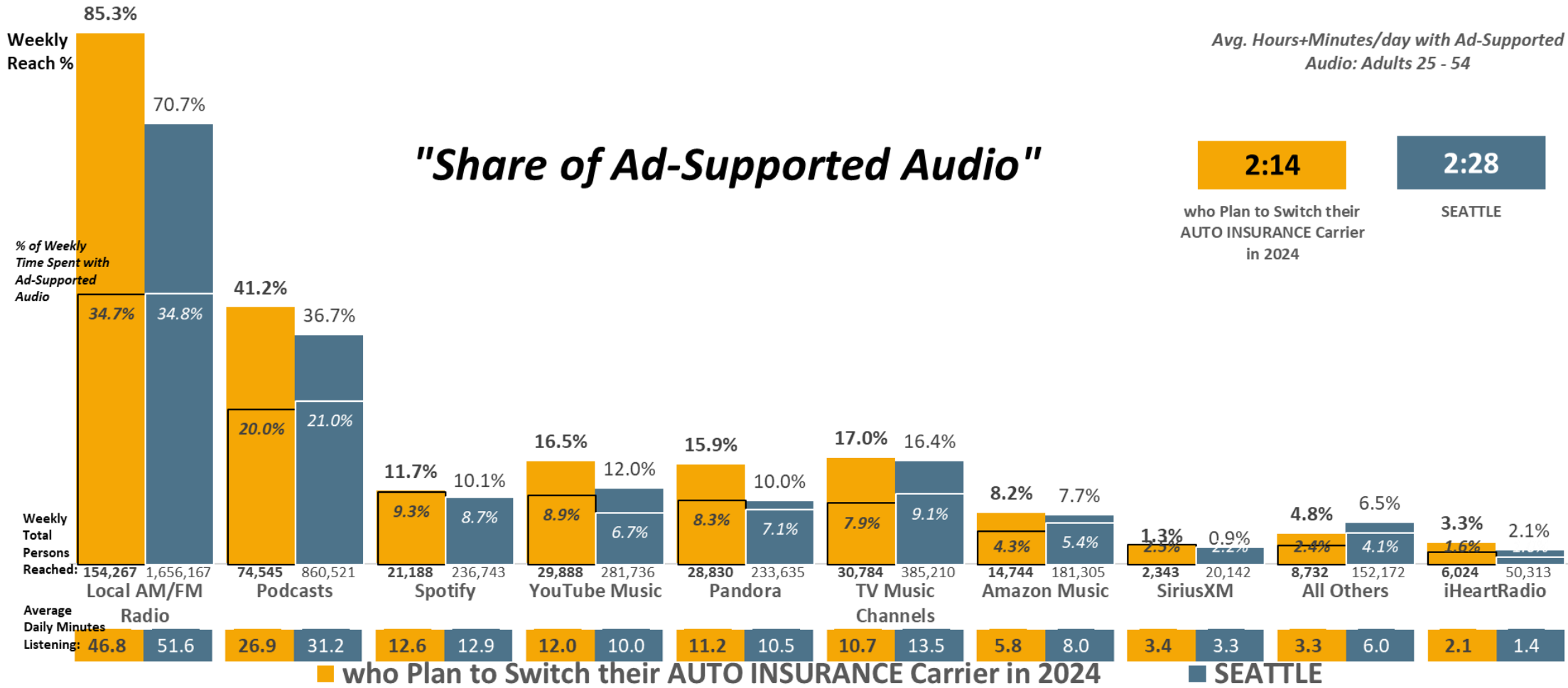
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

154,267 or 85.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 46.8 minutes every day representing 34.7% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	Spotify	YouTube Music	Pandora	TV Music Channels	Amazon Music	SiriusXM	All Others	iHeartRadio
Weekly Reach % (who Plan to Switch)	85.3%	41.2%	11.7%	16.5%	15.9%	17.0%	8.2%	1.3%	4.8%	3.3%
Weekly Reach % (SEATTLE)	70.7%	36.7%	10.1%	12.0%	10.0%	16.4%	7.7%	0.9%	6.5%	2.1%
% of Weekly Time Spent with Ad-Supported Audio (who Plan to Switch)	34.7%	20.0%	9.3%	8.9%	8.3%	7.9%	4.3%	2.3%	2.4%	1.6%
% of Weekly Time Spent with Ad-Supported Audio (SEATTLE)	34.8%	21.0%	8.7%	6.7%	7.1%	9.1%	5.4%	2.2%	4.1%	1.9%
Weekly Total Persons Reached (who Plan to Switch)	154,267	74,545	21,188	29,888	28,830	30,784	14,744	2,343	8,732	6,024
Weekly Total Persons Reached (SEATTLE)	1,656,167	860,521	236,743	281,736	233,635	385,210	181,305	20,142	152,172	50,313
Average Daily Minutes Listening (who Plan to Switch)	46.8	26.9	12.6	12.0	11.2	10.7	5.8	3.4	3.3	2.1
Average Daily Minutes Listening (SEATTLE)	51.6	31.2	12.9	10.0	10.5	13.5	8.0	3.3	6.0	1.4

SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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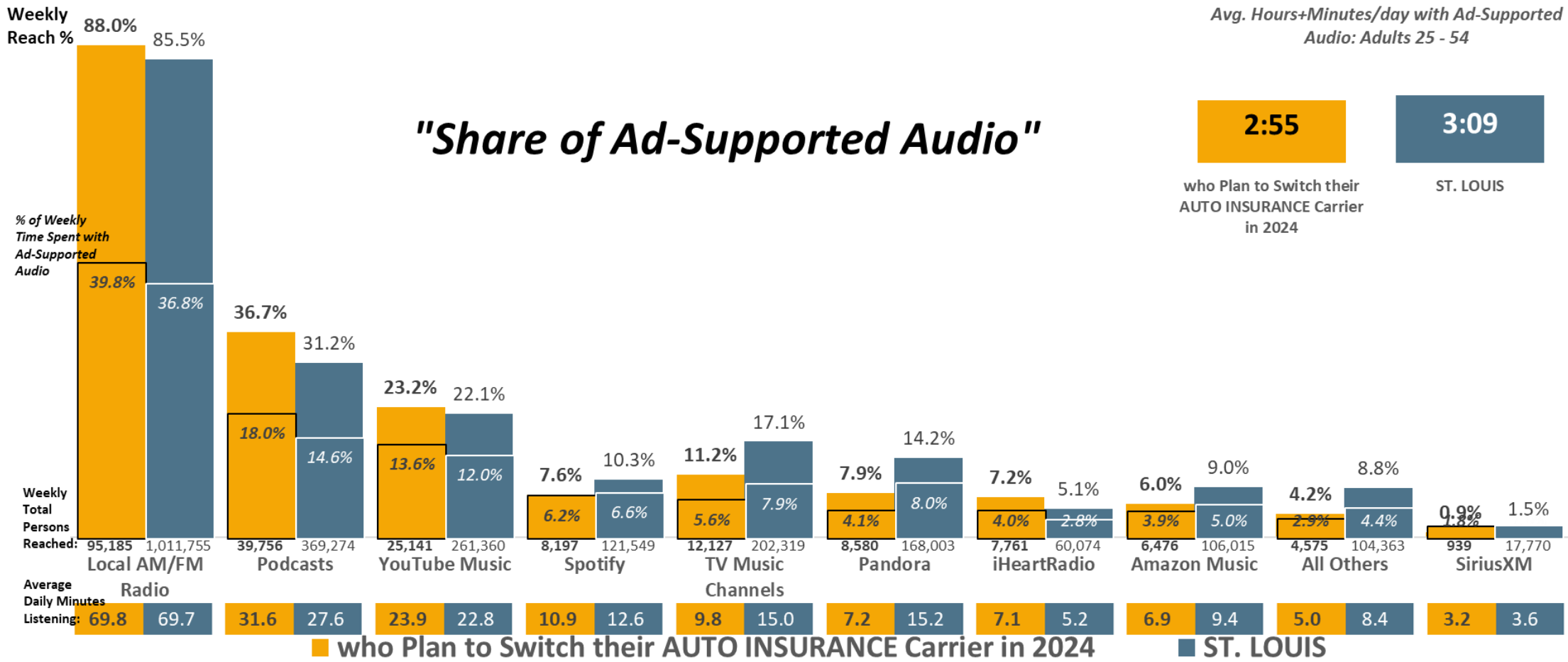
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

95,185 or 88.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 69.8 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



	who Plan to Switch their AUTO INSURANCE Carrier in 2024										ST. LOUIS									
	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	iHeartRadio	Amazon Music	All Others	SiriusXM	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	TV Music Channels	Pandora	iHeartRadio	Amazon Music	All Others	SiriusXM
Weekly Reach %	88.0%	36.7%	23.2%	7.6%	11.2%	7.9%	7.2%	6.0%	4.2%	0.9%	85.5%	31.2%	22.1%	10.3%	17.1%	14.2%	5.1%	9.0%	8.8%	1.5%
% of Weekly Time Spent with Ad-Supported Audio	39.8%	18.0%	13.6%	6.2%	5.6%	4.1%	4.0%	3.9%	2.9%	1.8%	36.8%	14.6%	12.0%	6.6%	7.9%	8.0%	2.8%	5.0%	4.4%	0.7%
Weekly Total Persons Reached:	95,185	39,756	25,141	8,197	12,127	8,580	7,761	6,476	4,575	939	1,011,755	369,274	261,360	121,549	202,319	168,003	60,074	106,015	104,363	17,770
Average Daily Minutes Listening:	69.8	31.6	23.9	10.9	9.8	7.2	7.1	6.9	5.0	3.2	69.7	27.6	22.8	12.6	15.0	15.2	5.2	9.4	8.4	3.6

ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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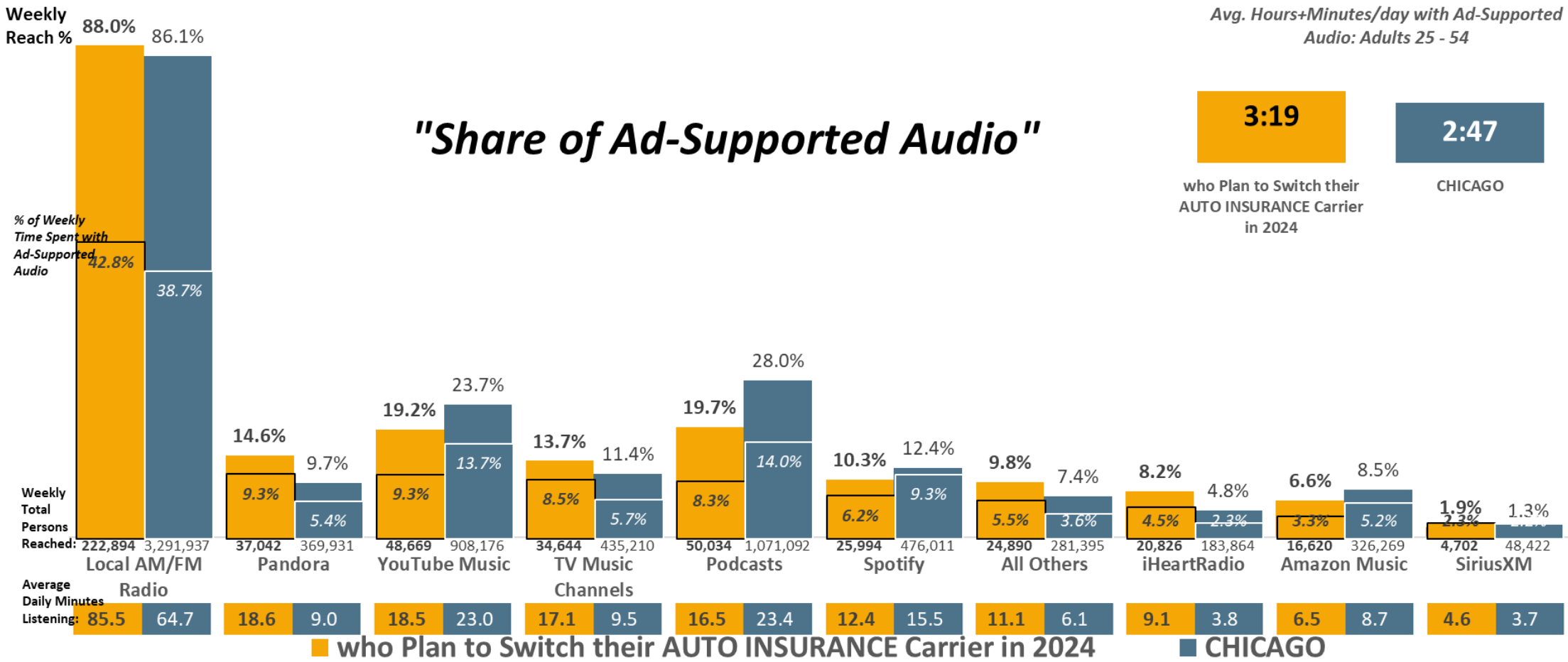
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

222,894 or 88.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 85.5 minutes every day representing 42.8% of all time spent daily with Ad-Supported Audio.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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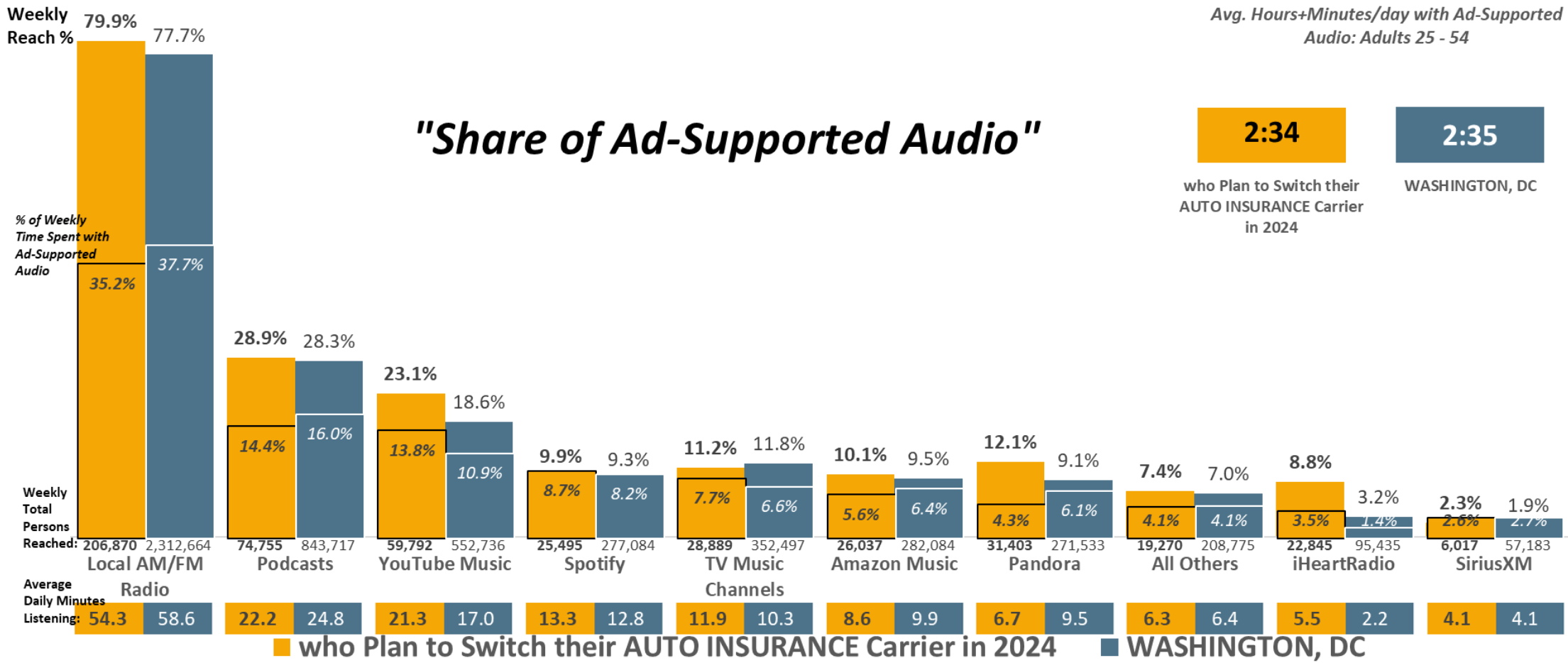
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

206,870 or 79.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio for an average of 54.3 minutes every day representing 35.2% of all time spent daily with Ad-Supported Audio.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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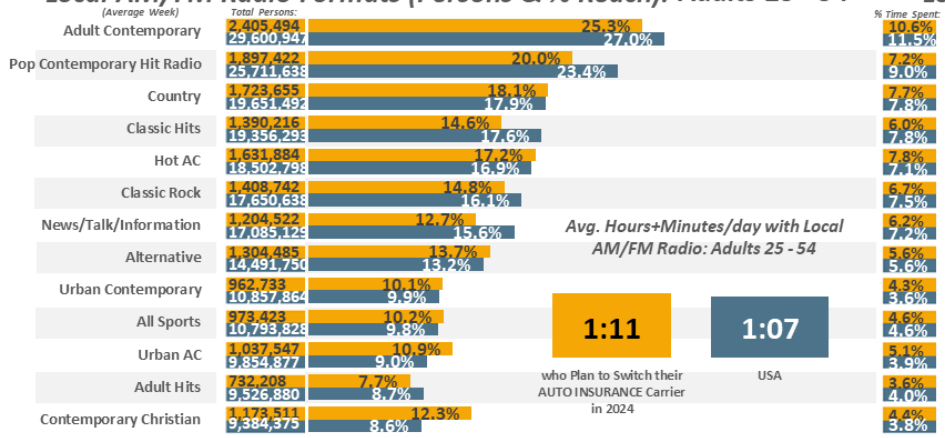
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

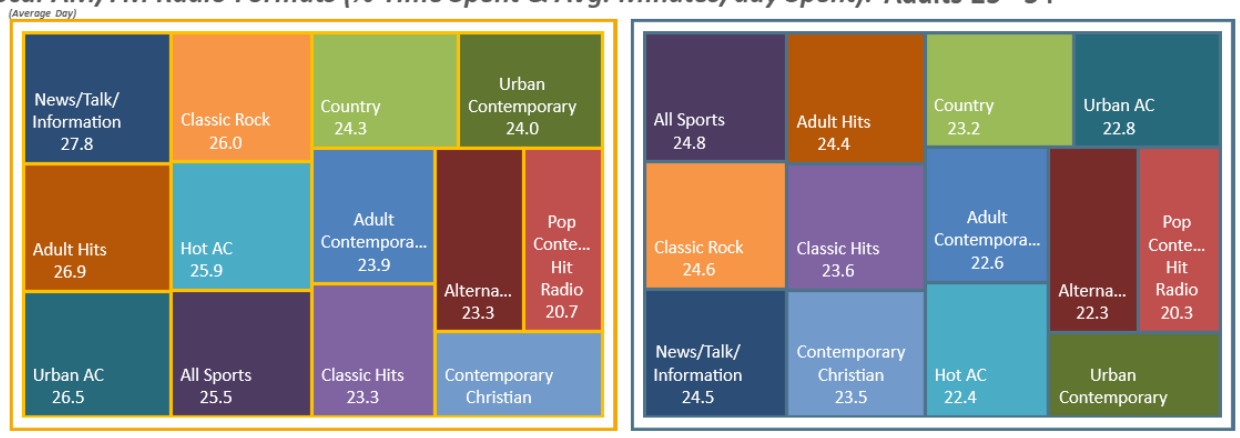
USA | P25-54 Plan to Switch Auto Insurance

9,049,028 or 82.7% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Country, Hot AC, and Classic Rock.

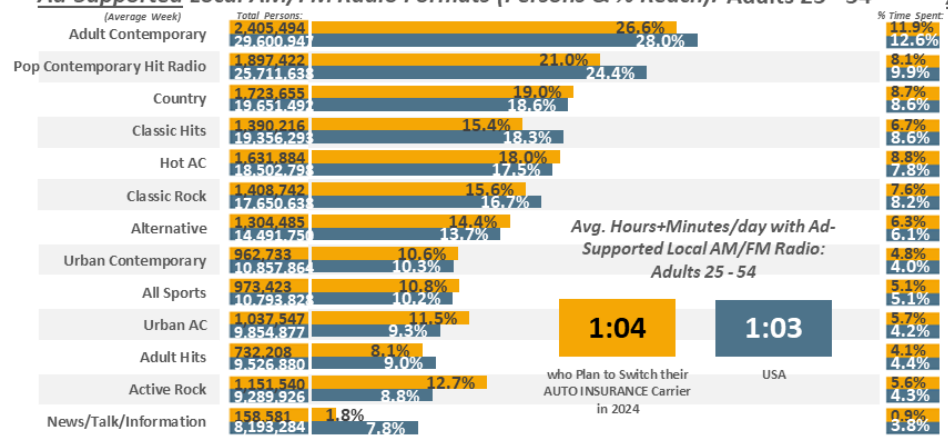
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



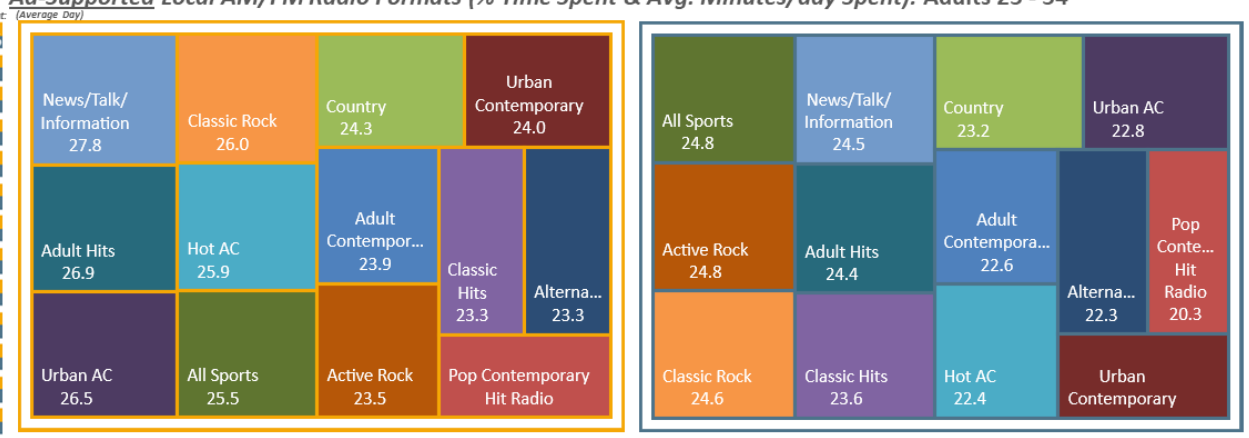
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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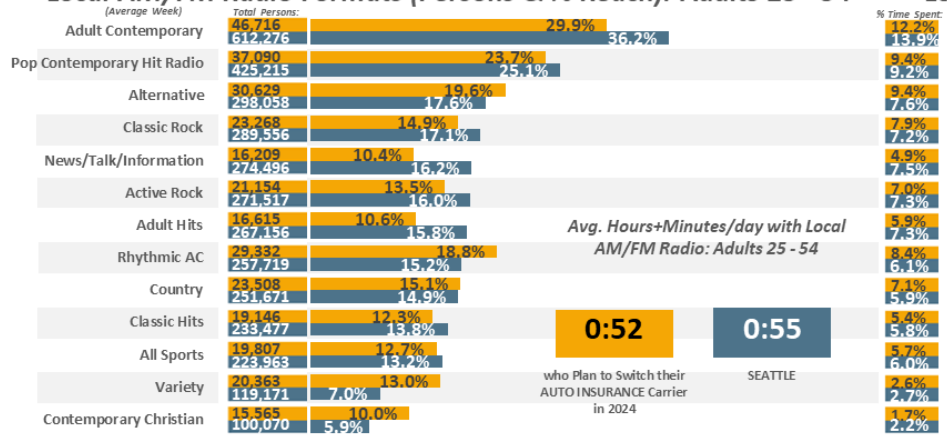
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

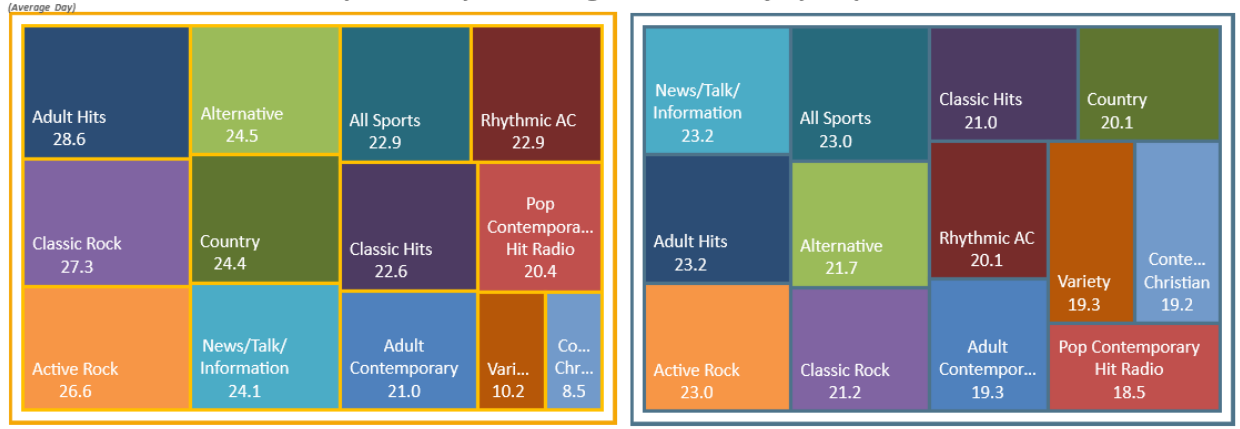
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

154,267 or 85.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Rhythmic AC, and Country.

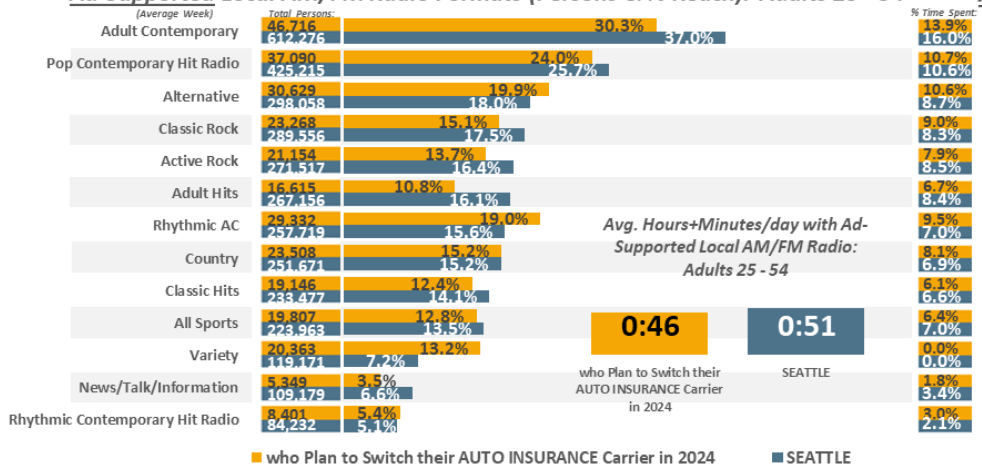
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



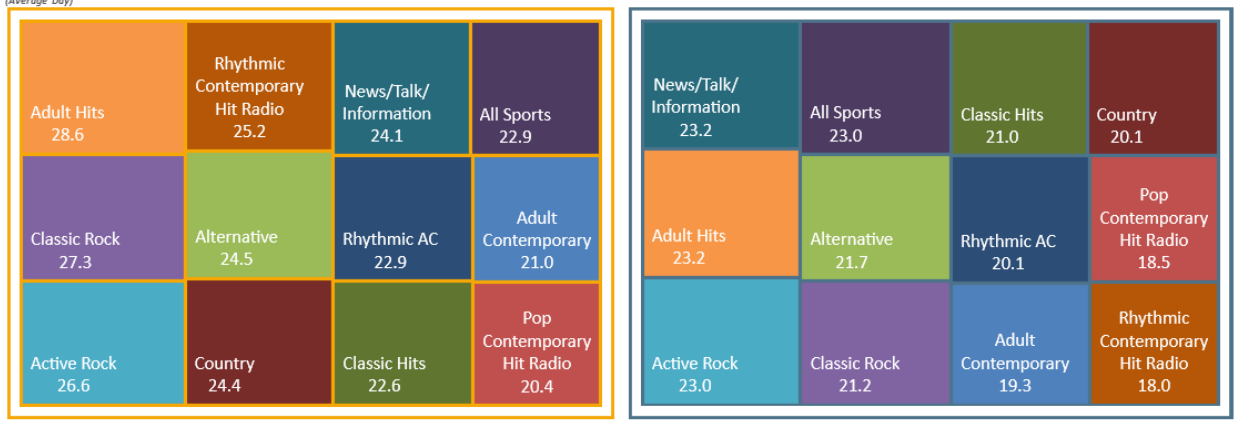
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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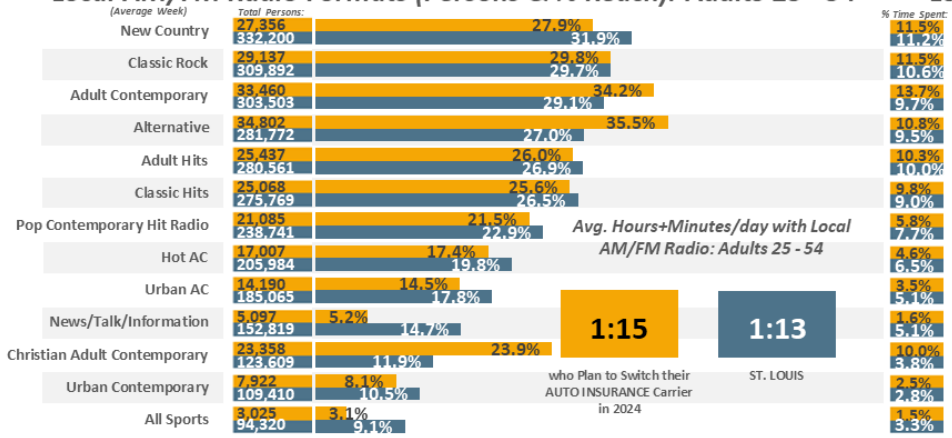
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

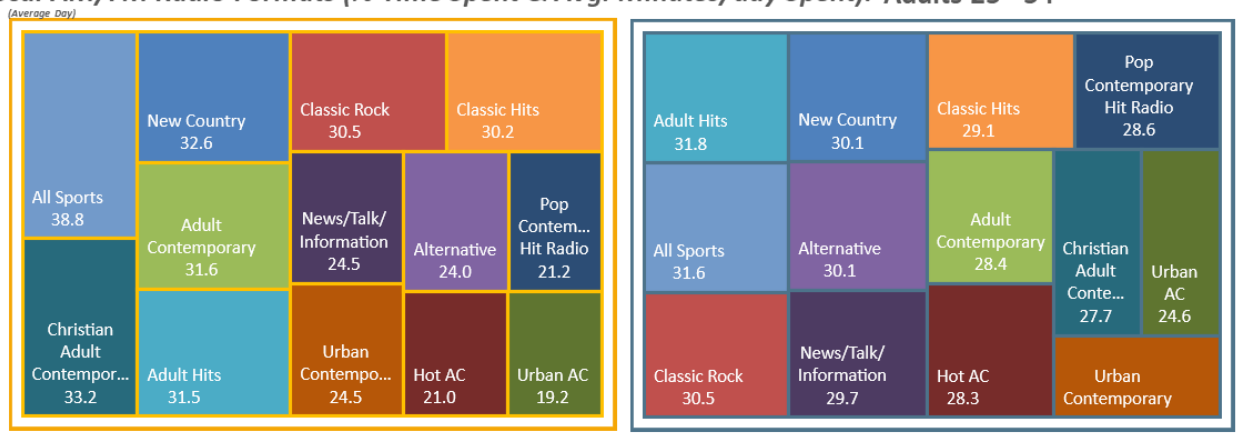
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

95,185 or 88.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Contemporary, Classic Rock, New Country, and Adult Hits.

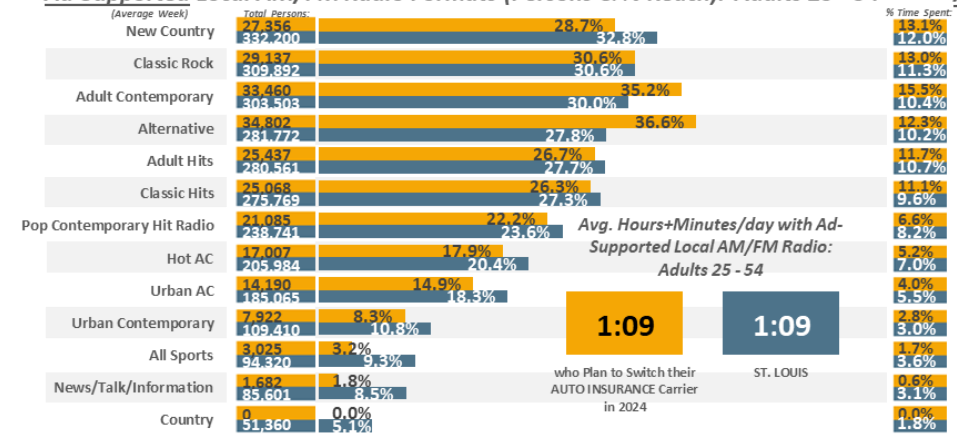
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



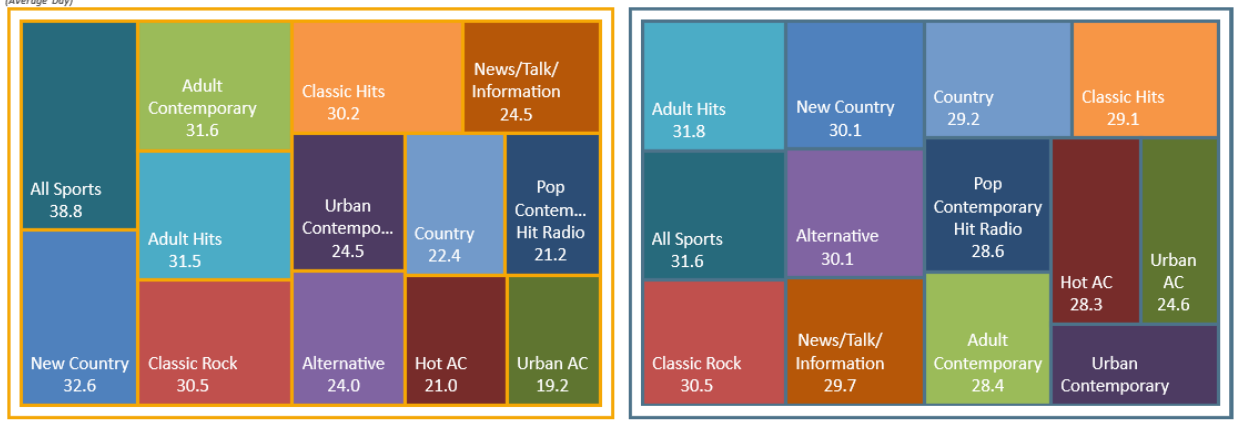
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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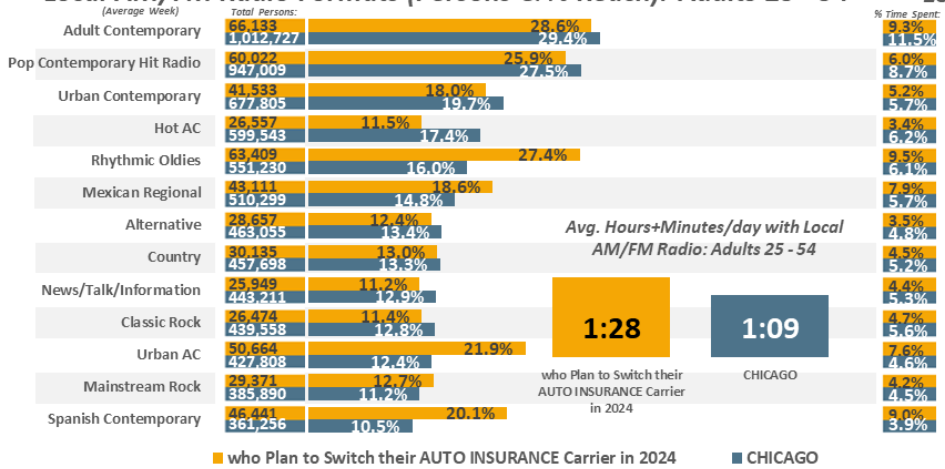
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

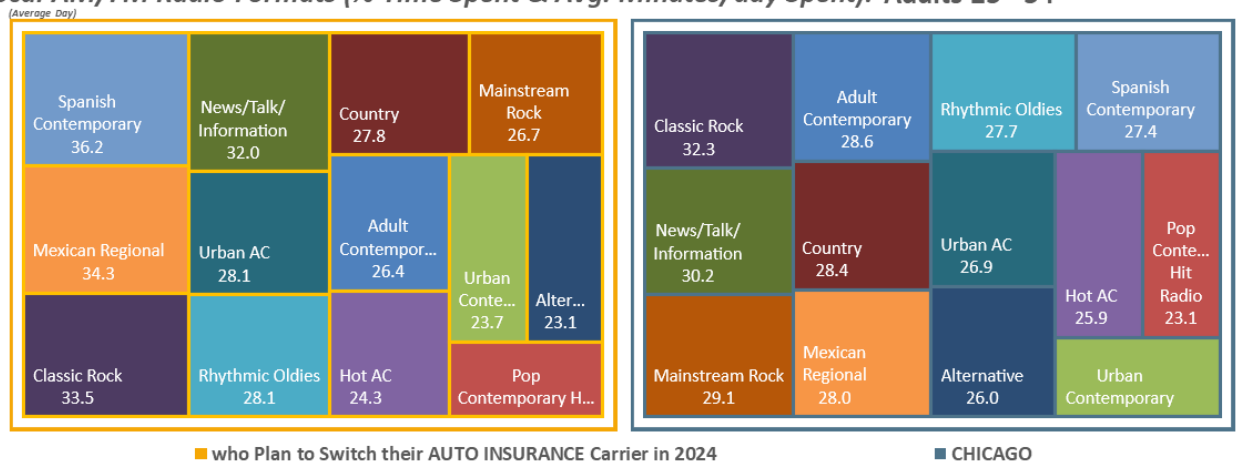
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

222,894 or 88.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Rhythmic Oldies, Pop Contemporary Hit Radio, Urban AC, and Spanish Contemporary.

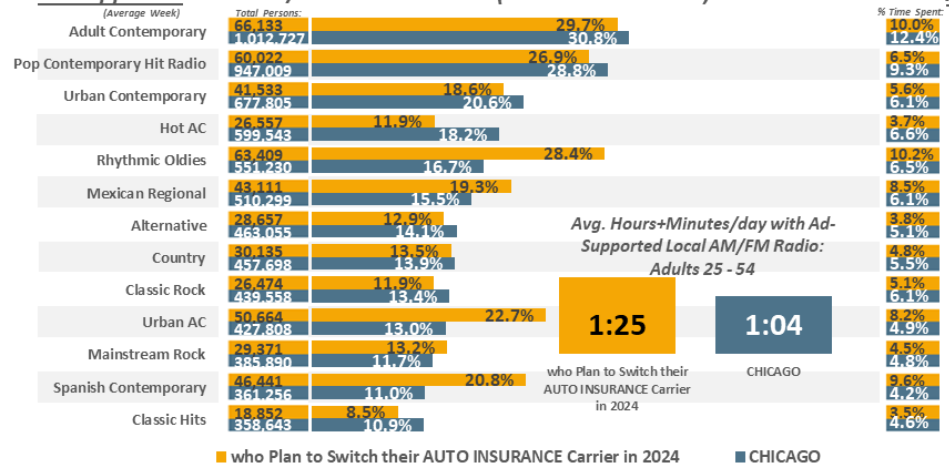
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



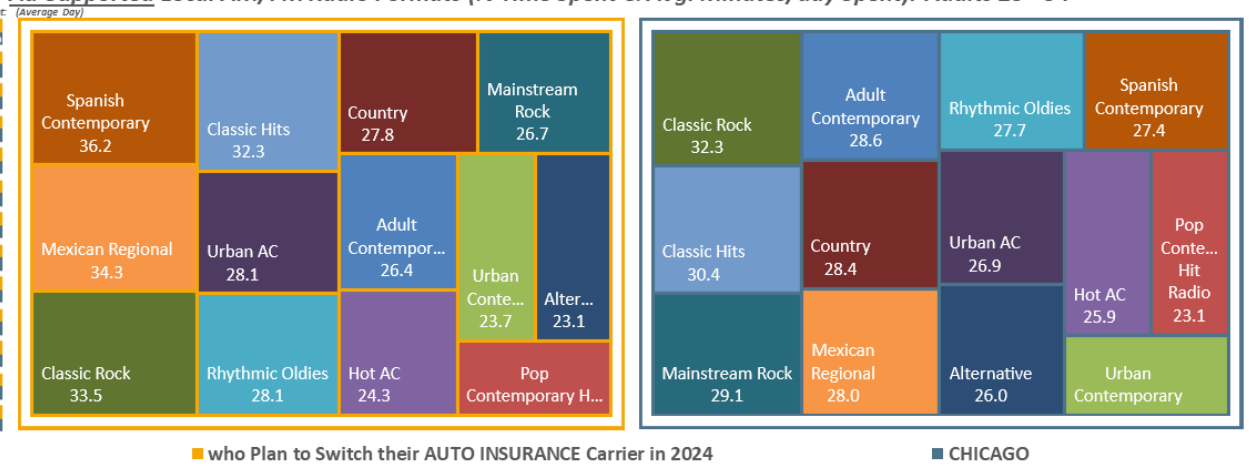
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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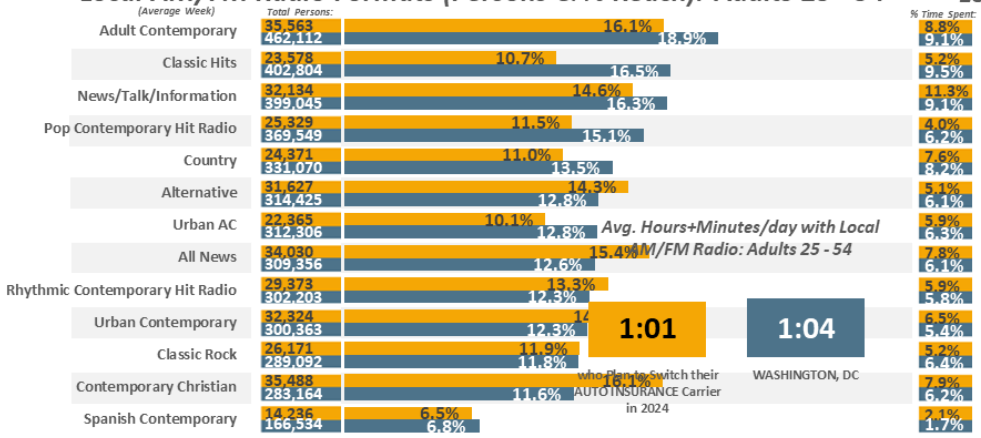
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

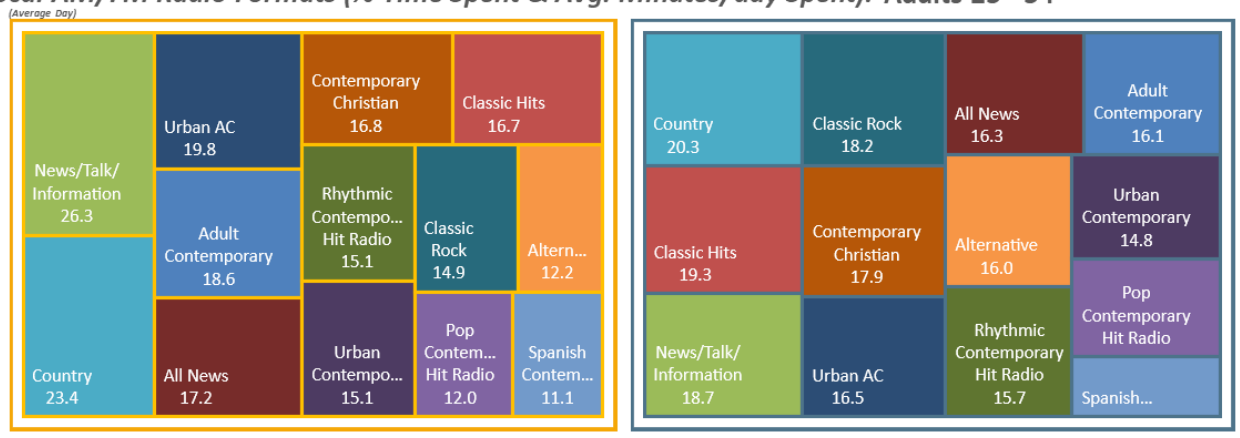
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

206,870 or 79.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Urban Contemporary, Alternative, and Rhythmic Contemporary Hit Radio.

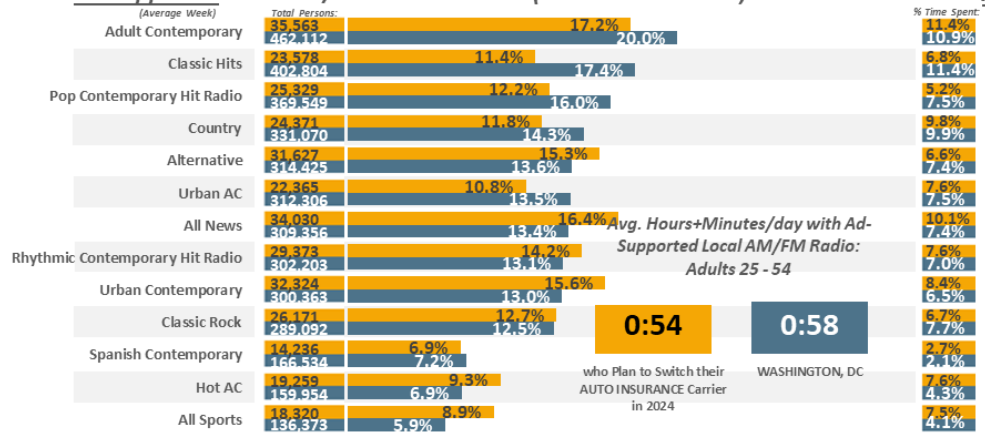
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



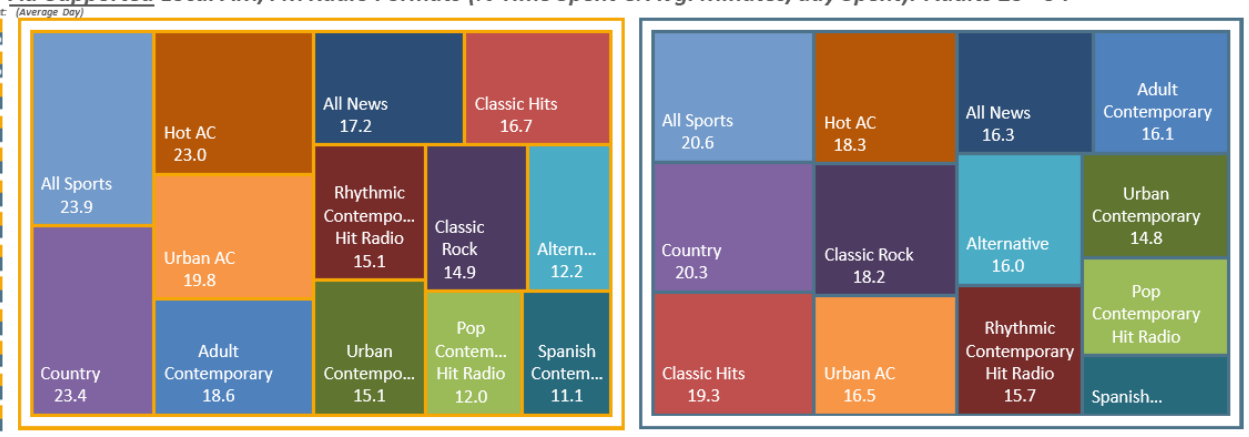
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 54



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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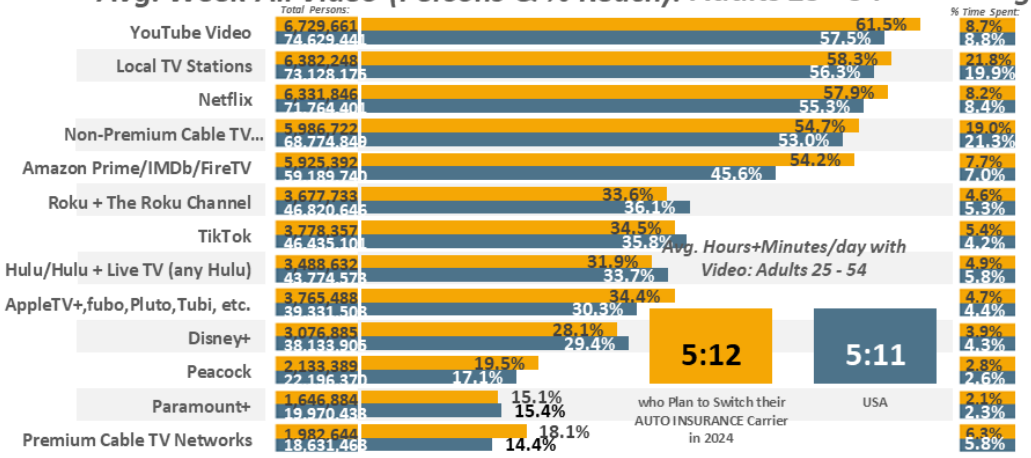
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

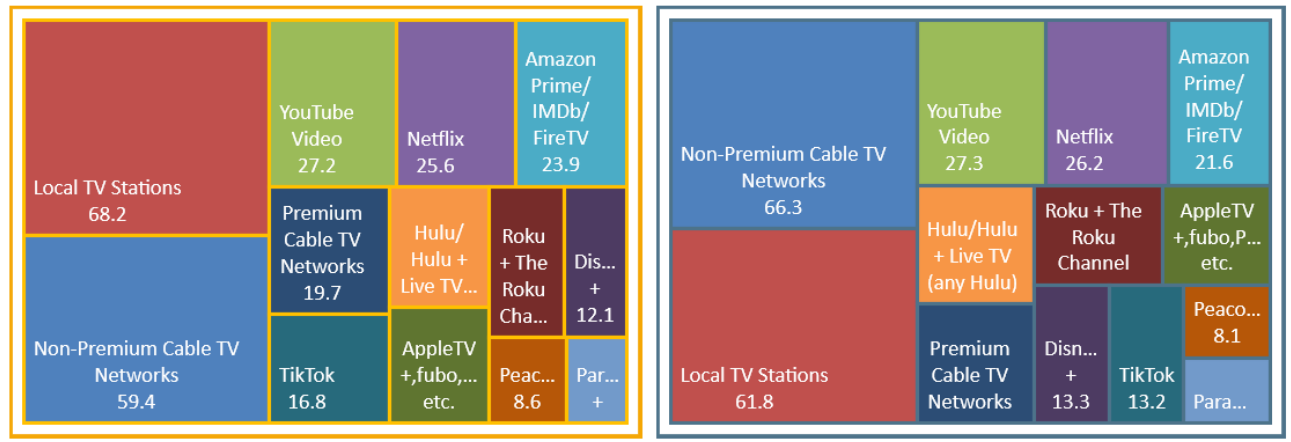
USA | P25-54 Plan to Switch Auto Insurance

6,260,538 or 57.2% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 65.1 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.

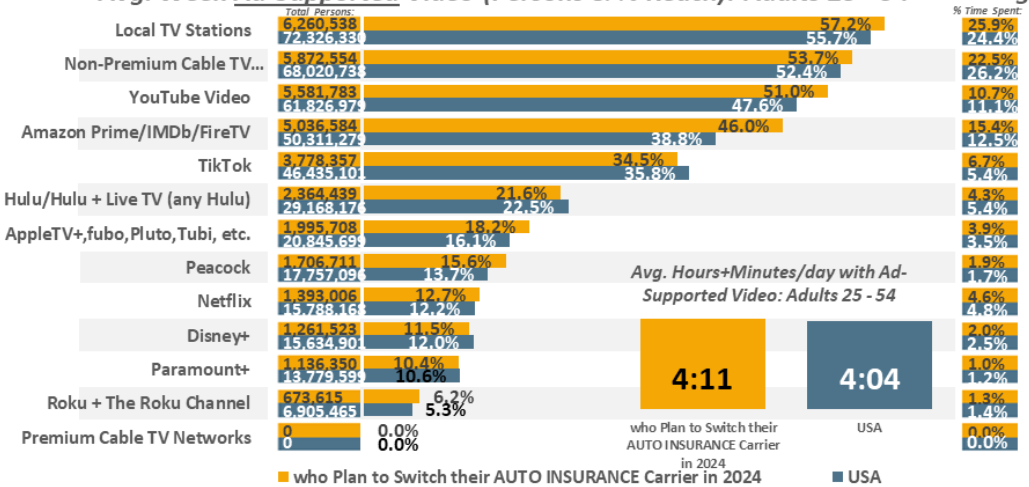
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



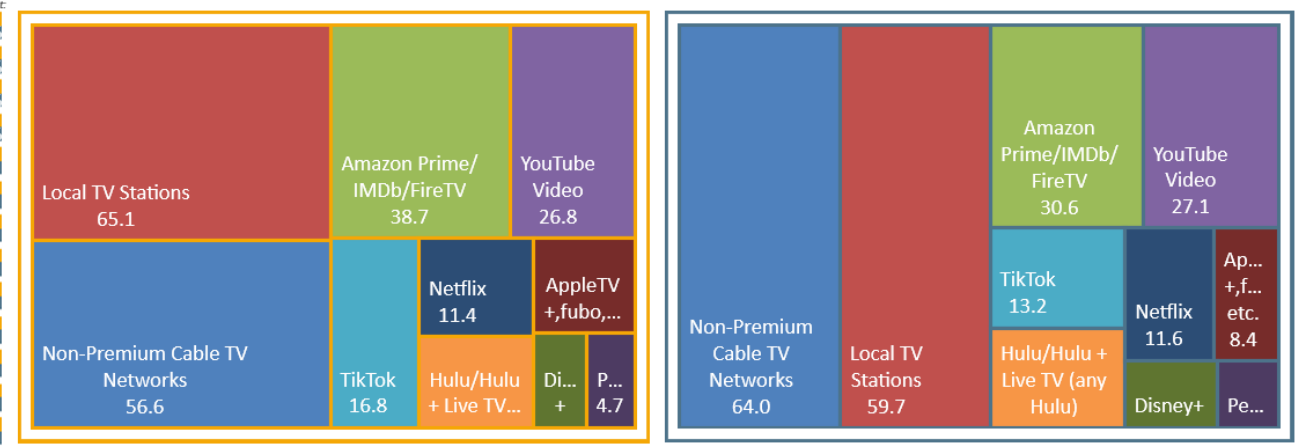
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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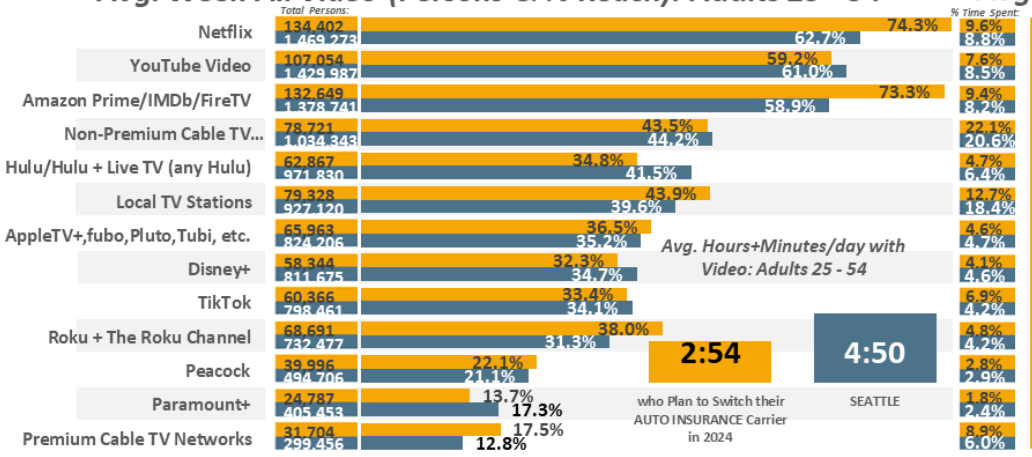
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

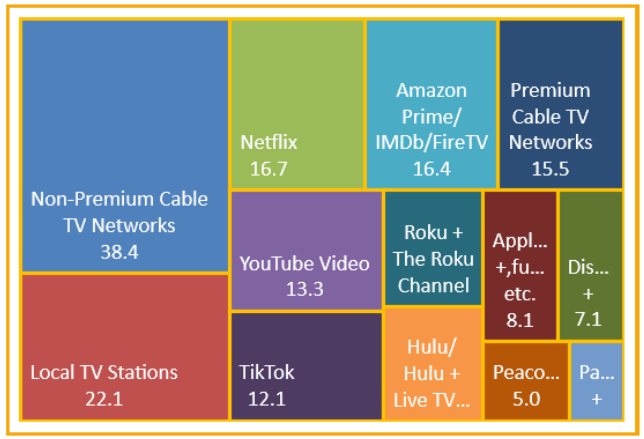
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

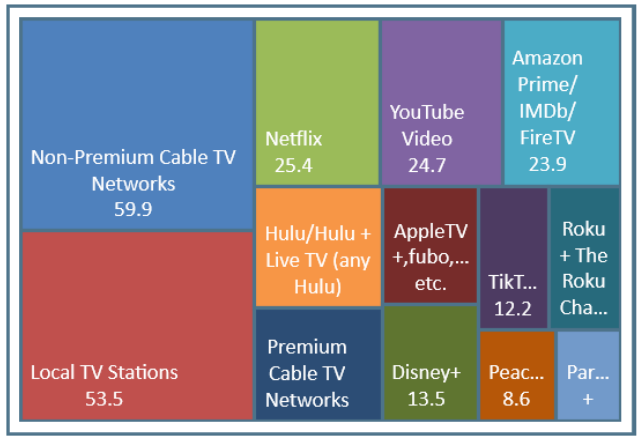
78,266 or 43.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 20.6 minutes every day representing 15.1% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

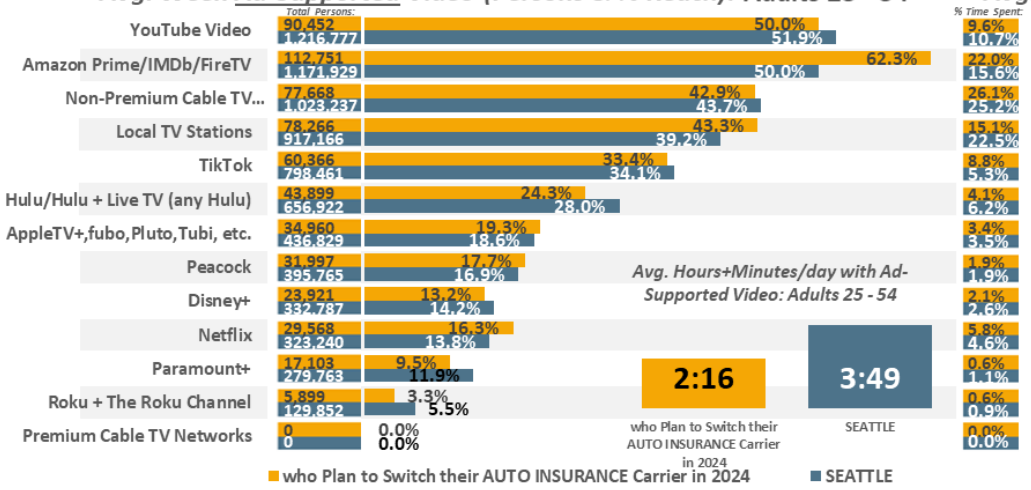


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

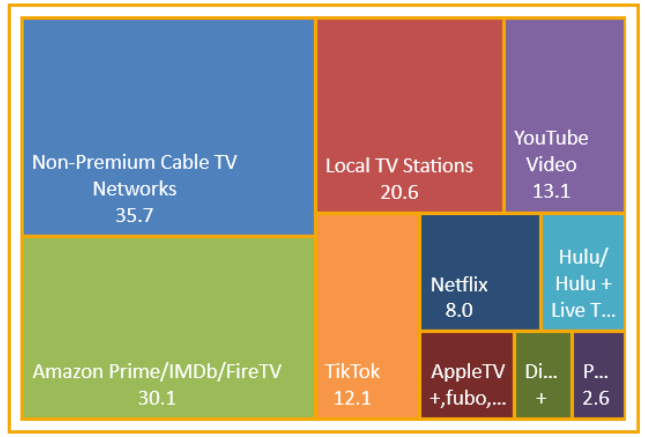


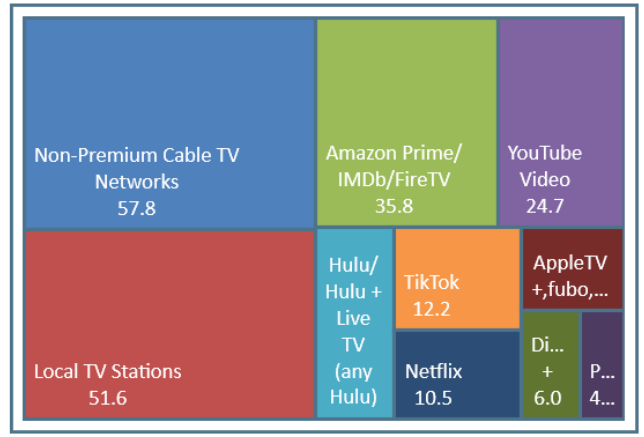


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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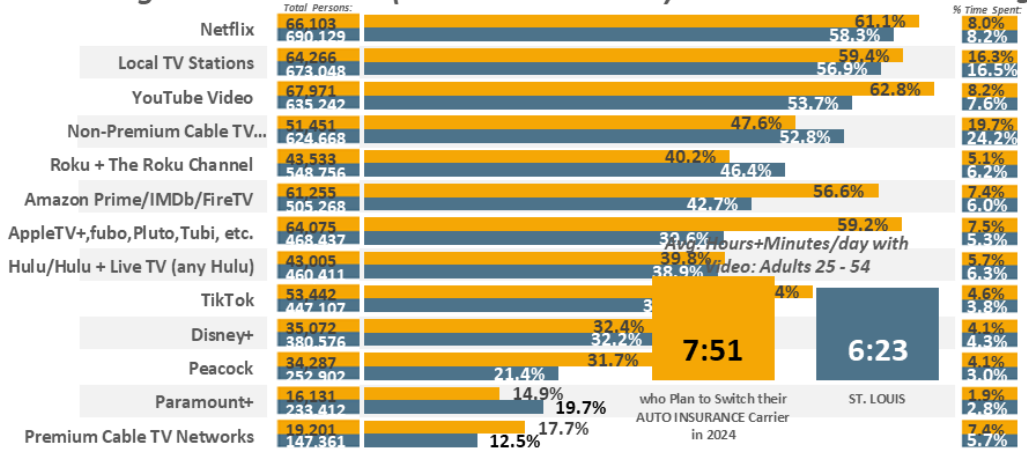
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

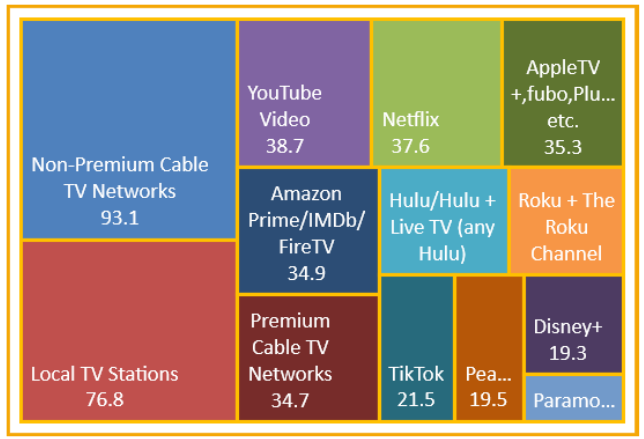
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

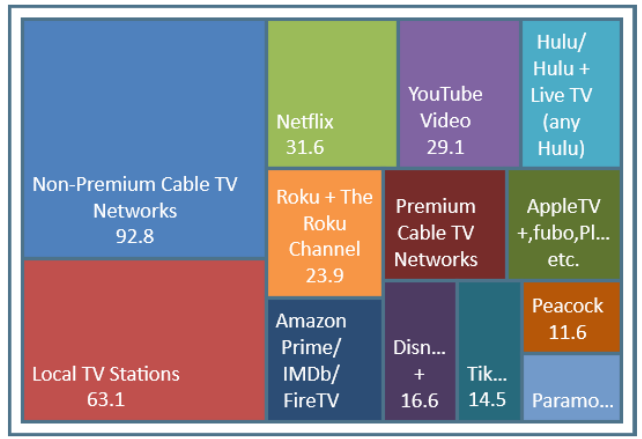
62,705 or 58.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 19.9% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

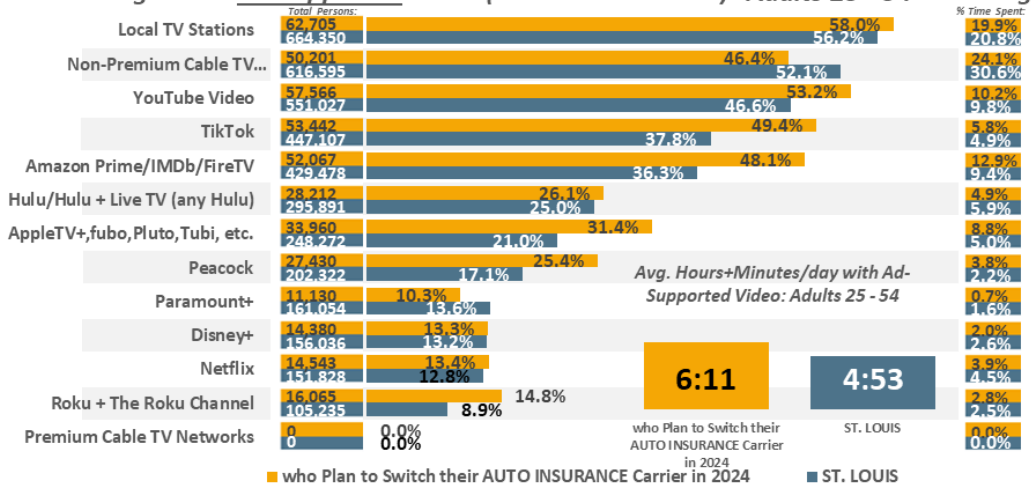


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

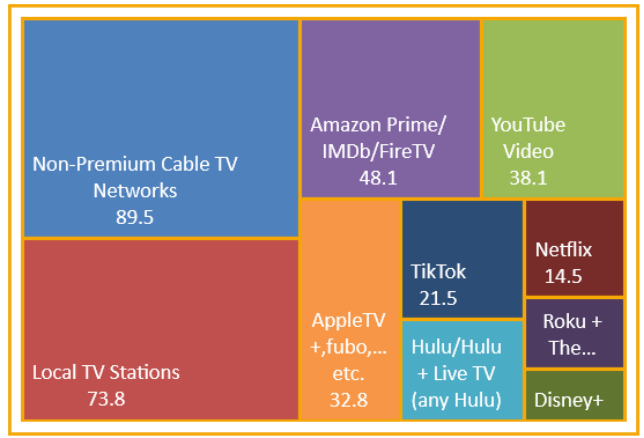


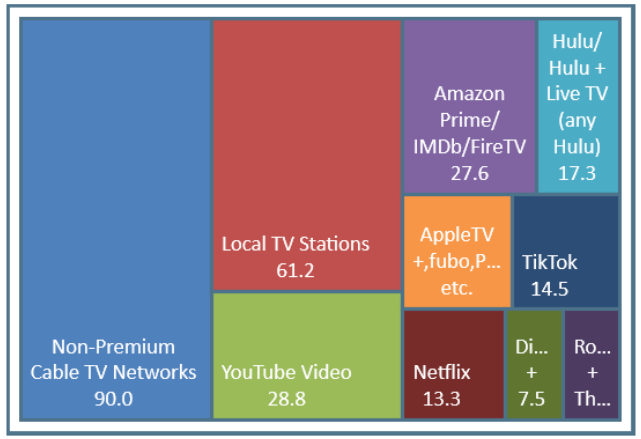


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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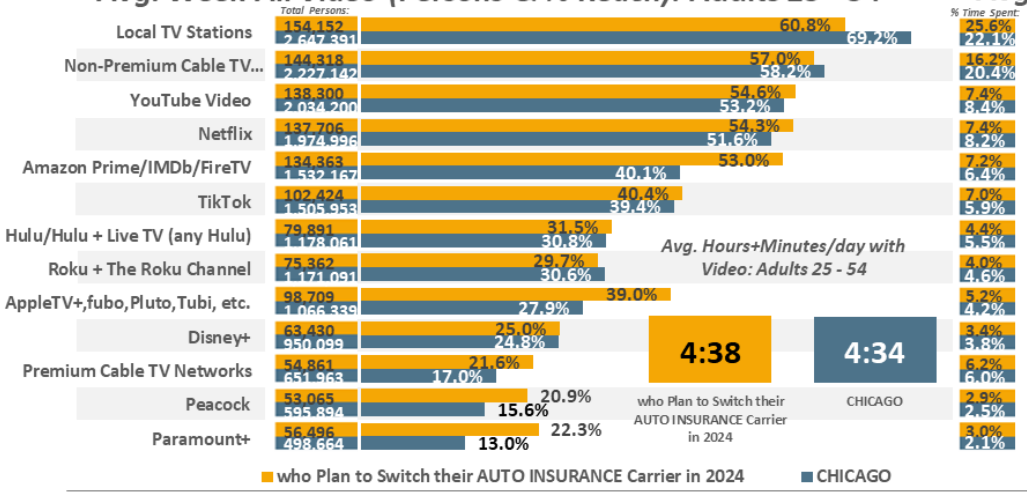
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

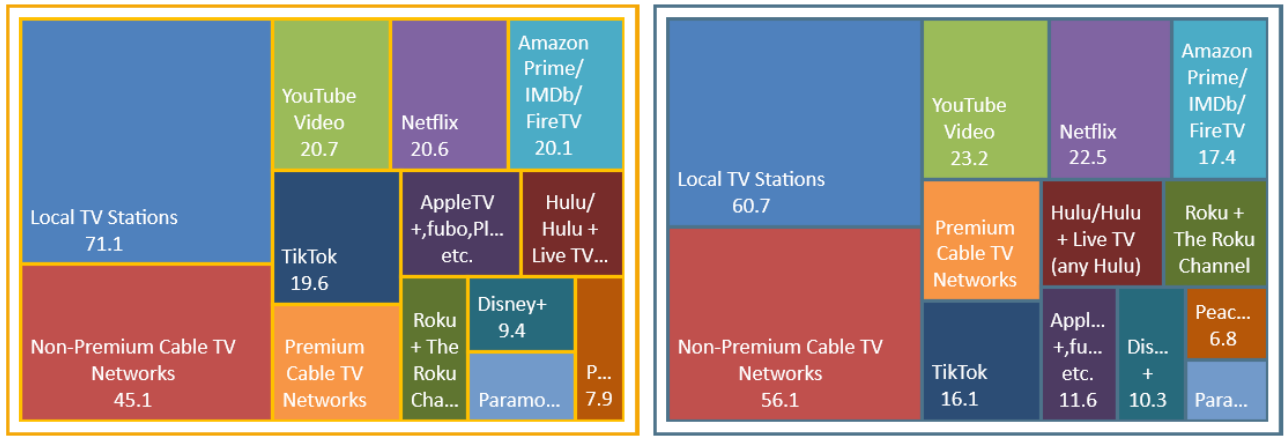
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

151,684 or 59.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 67.7 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

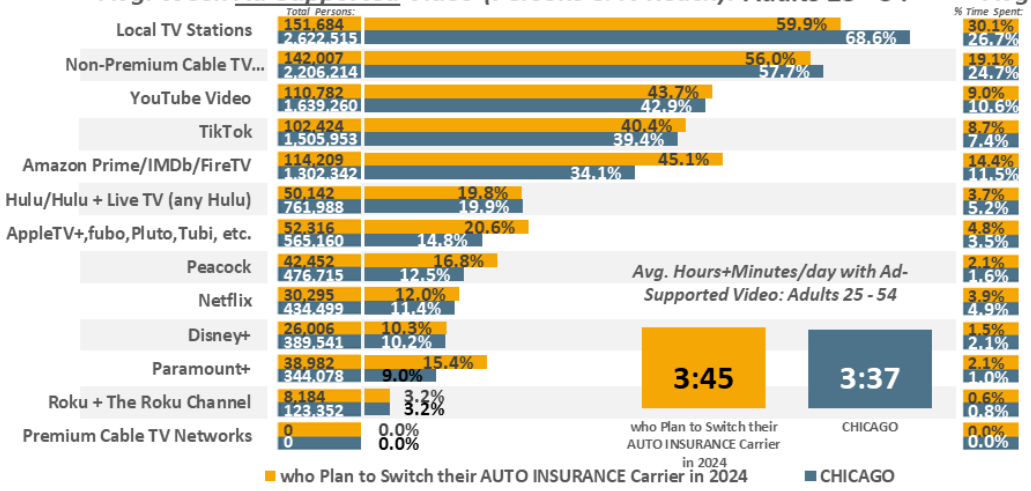
Avg. Week All Video (Persons & % Reach): Adults 25 - 54



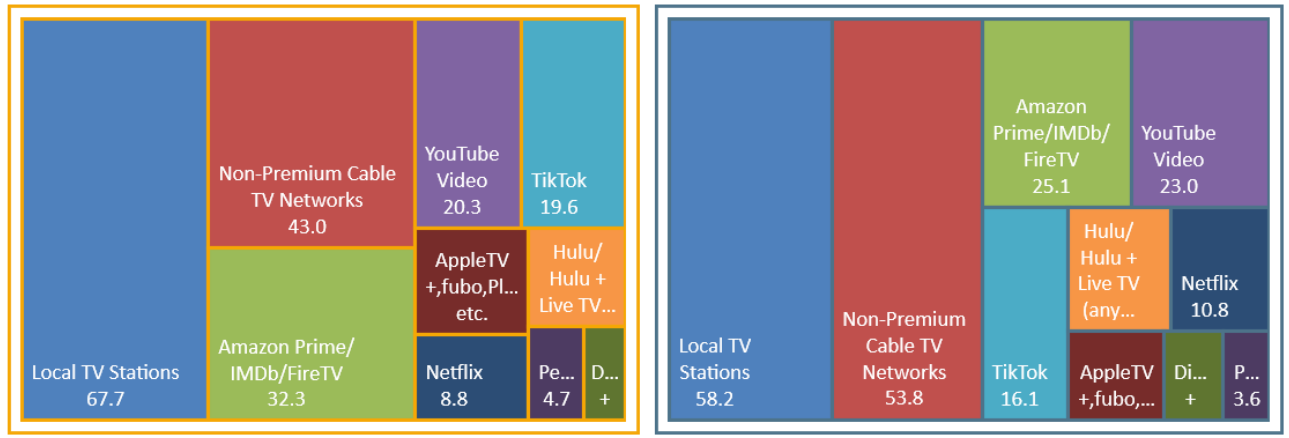
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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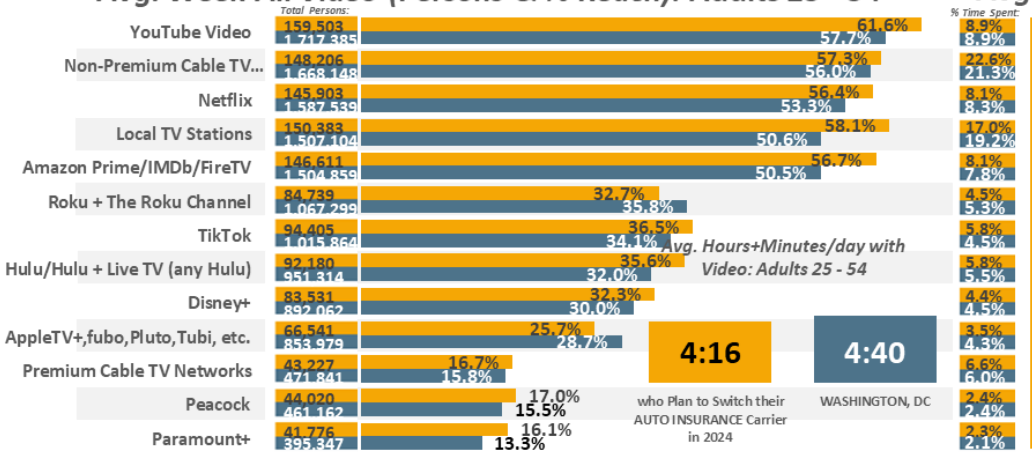
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

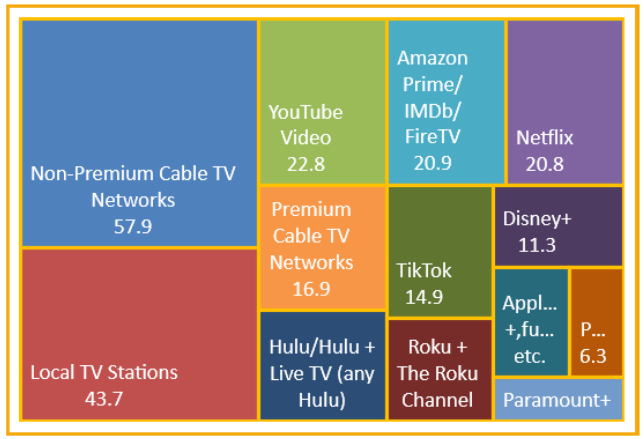
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

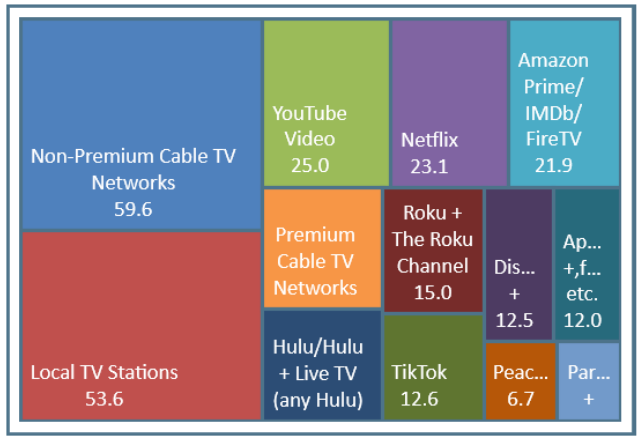
147,430 or 57.7% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 40.8 minutes every day representing 19.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 54

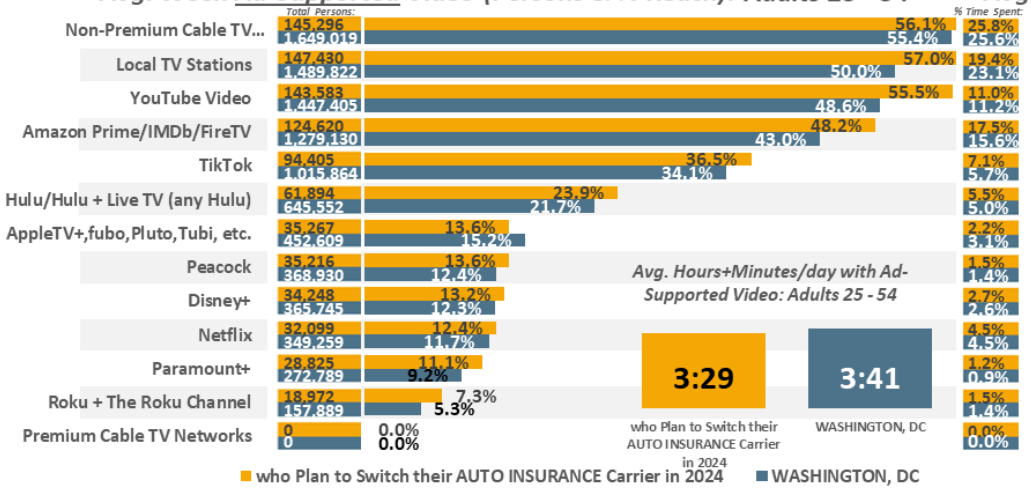


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

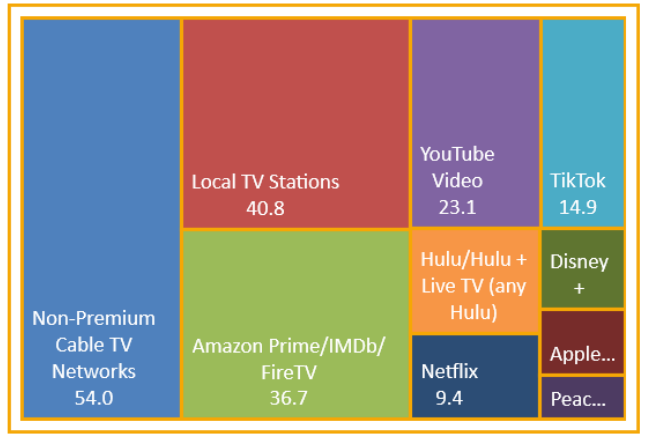


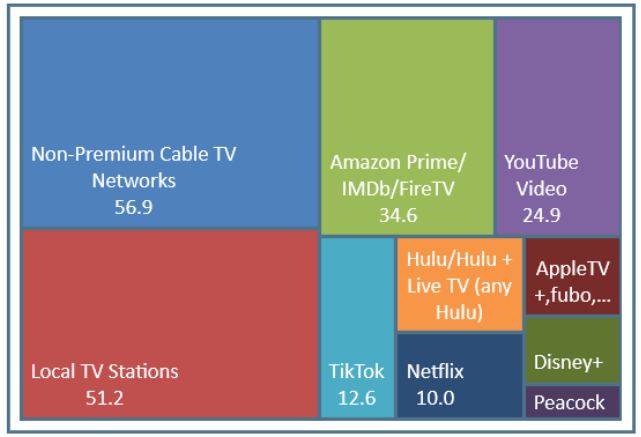


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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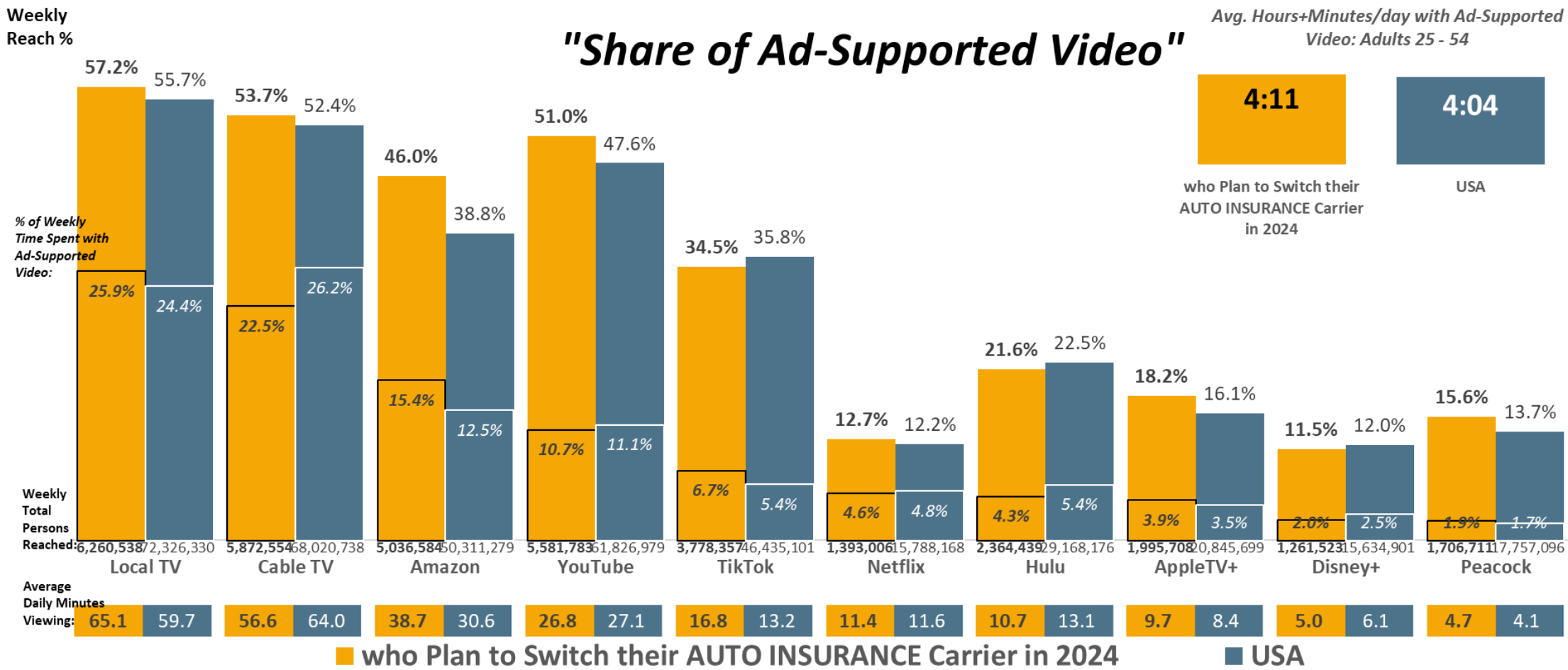
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

USA | P25-54 Plan to Switch Auto Insurance

6,260,538 or 57.2% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 65.1 minutes every day representing 25.9% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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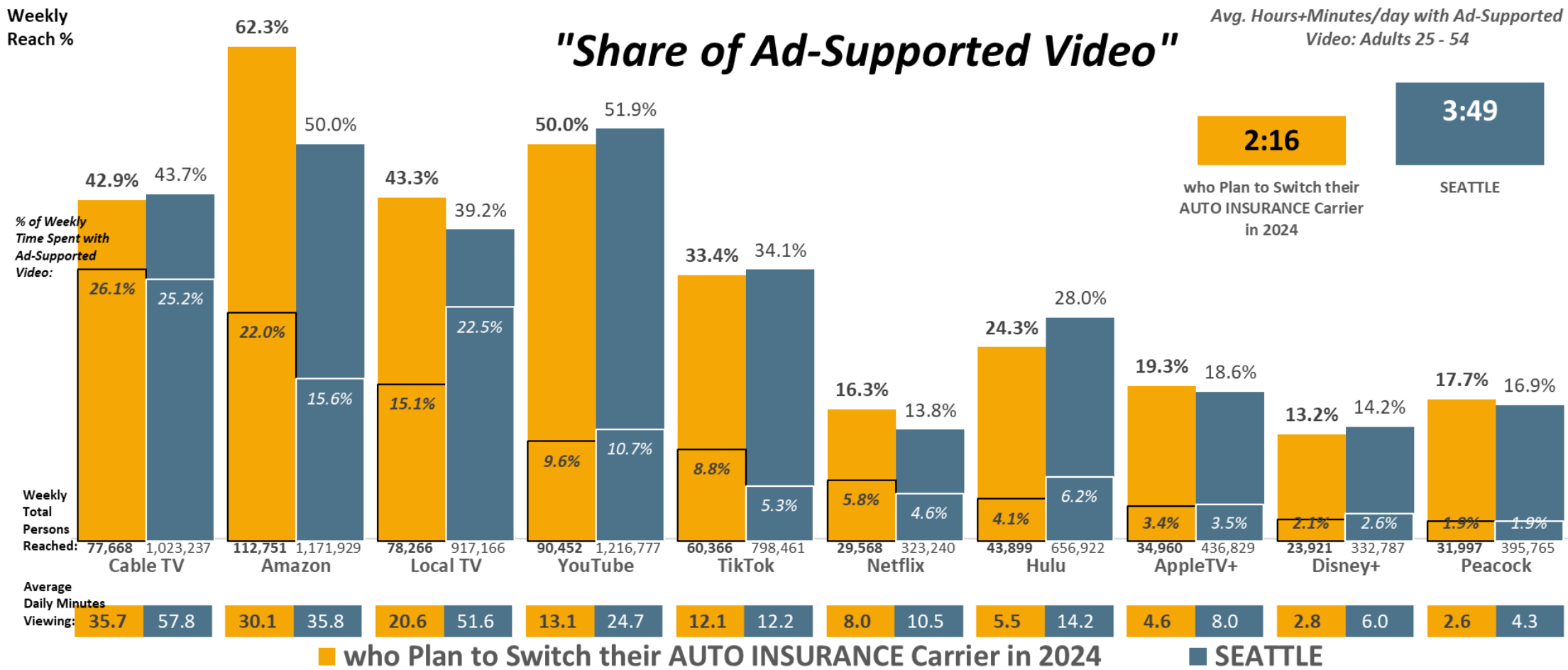
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

78,266 or 43.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 20.6 minutes every day representing 15.1% of all time spent daily with Ad-Supported Video.



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238 SEATTLE-TACOMA DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 3,951

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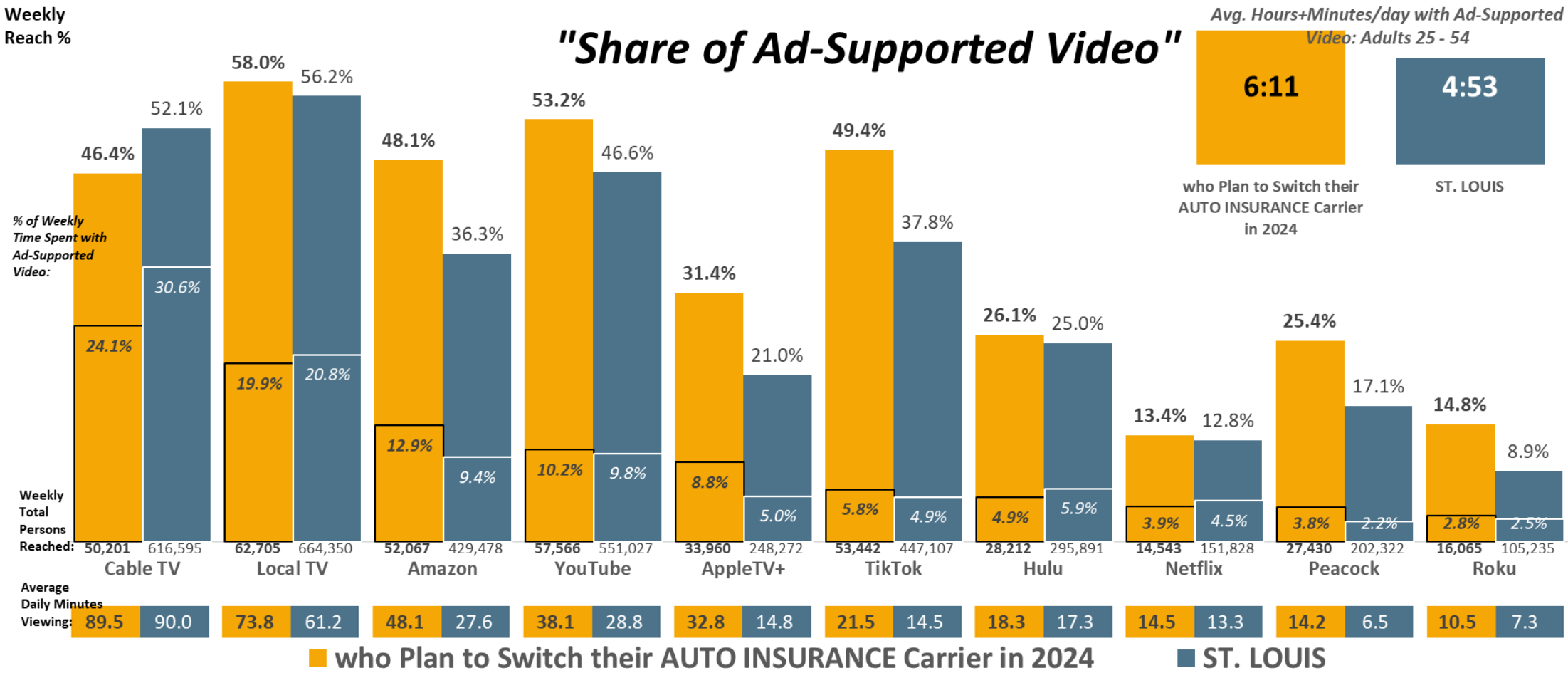
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

62,705 or 58.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 73.8 minutes every day representing 19.9% of all time spent daily with Ad-Supported Video.



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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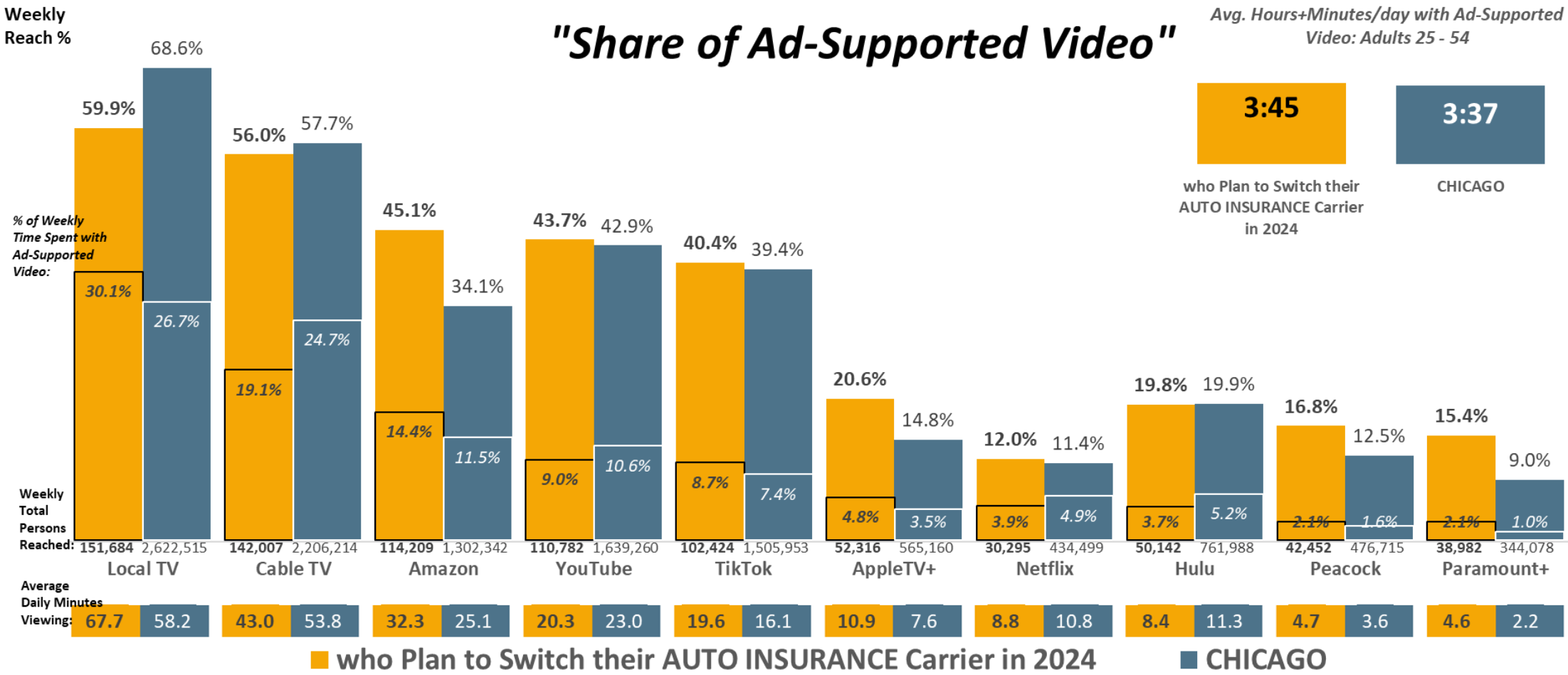
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

151,684 or 59.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 67.7 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243 CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 3,488

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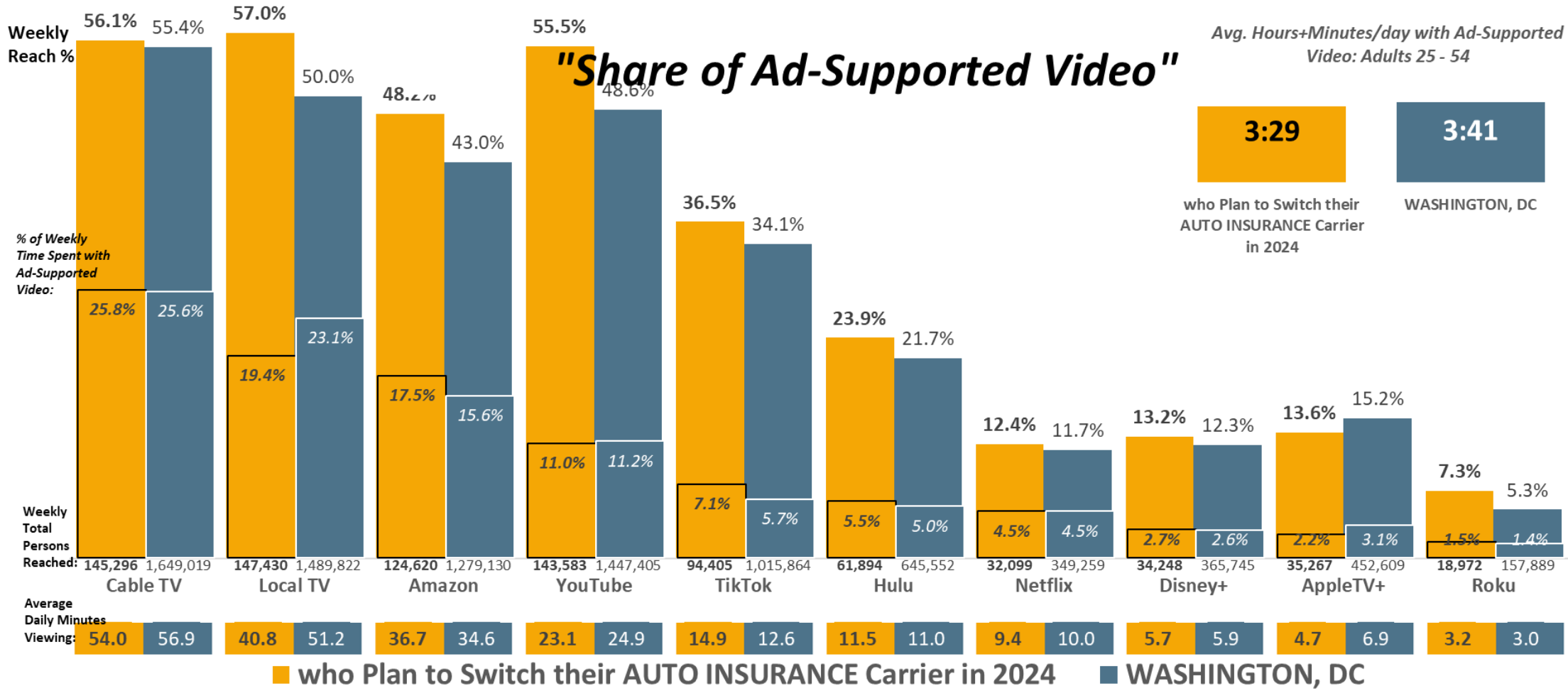
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

147,430 or 57.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations for an average of 40.8 minutes every day representing 19.4% of all time spent daily with Ad-Supported Video.



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331 WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 5,411

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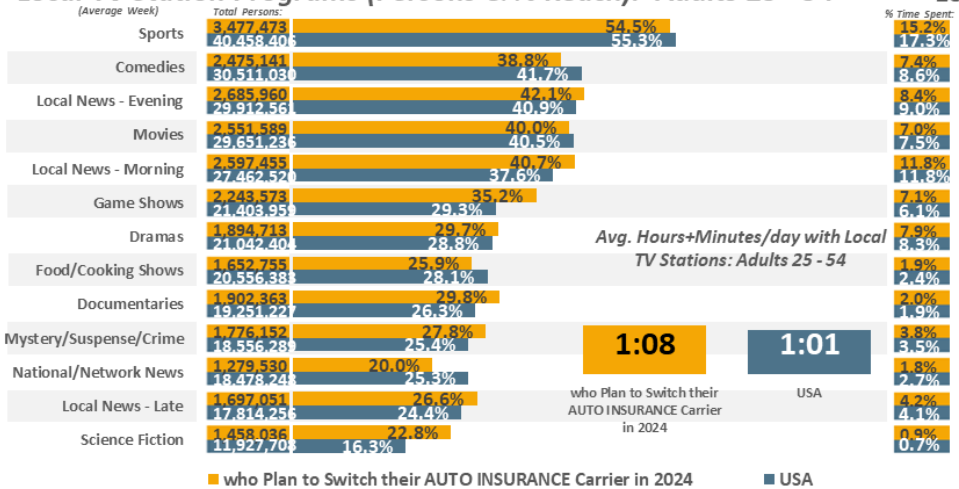
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

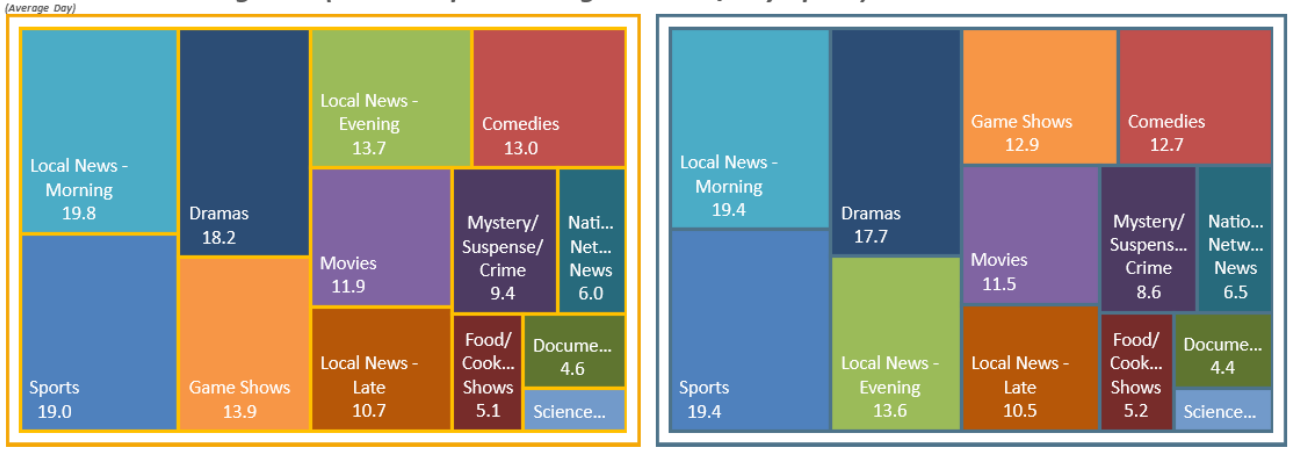
USA | P25-54 Plan to Switch Auto Insurance

6,260,538 or 57.2% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

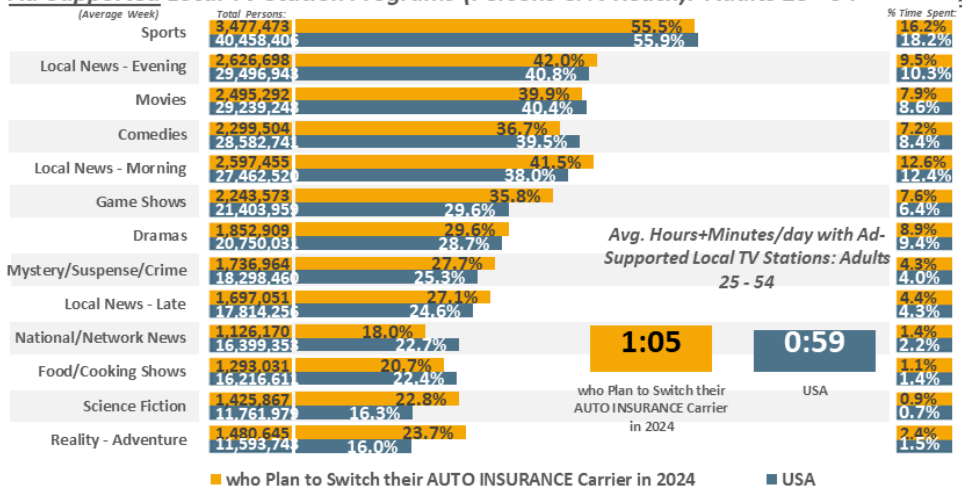
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



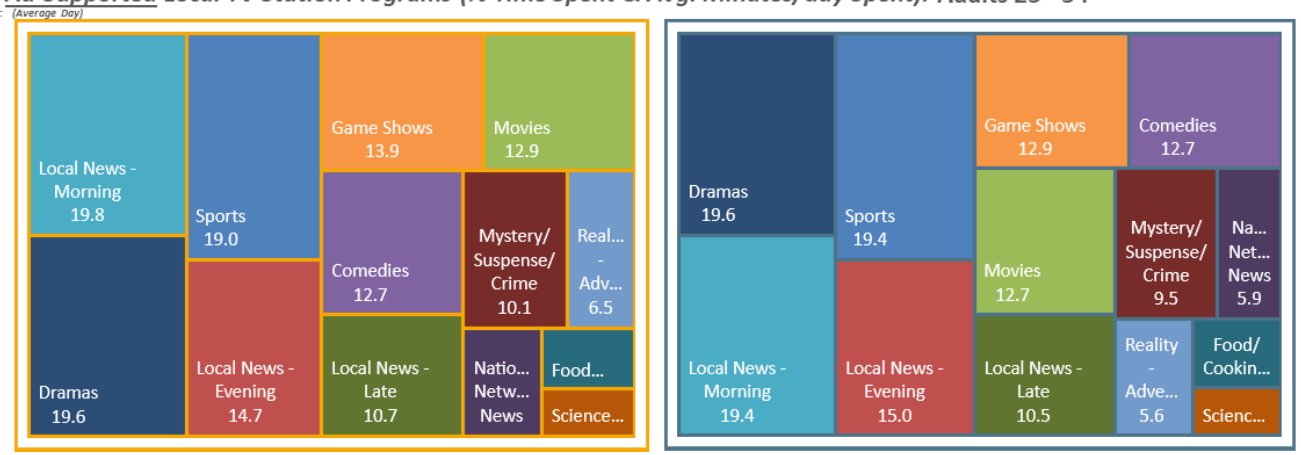
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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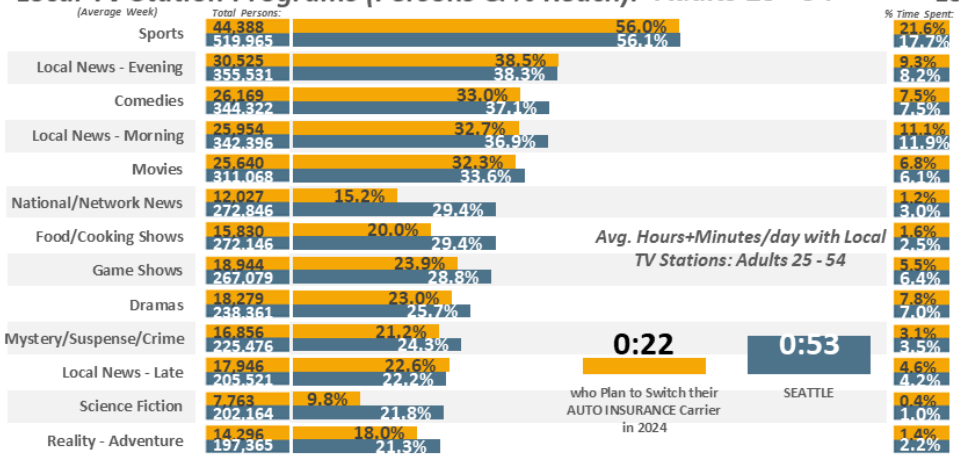
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

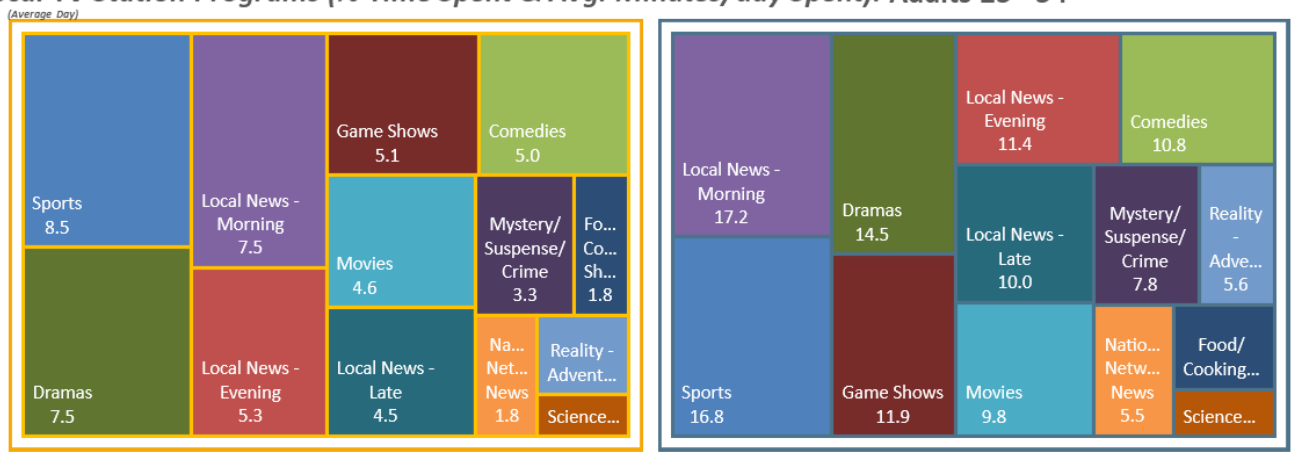
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

78,266 or 43.3% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Comedies, and Game Shows.

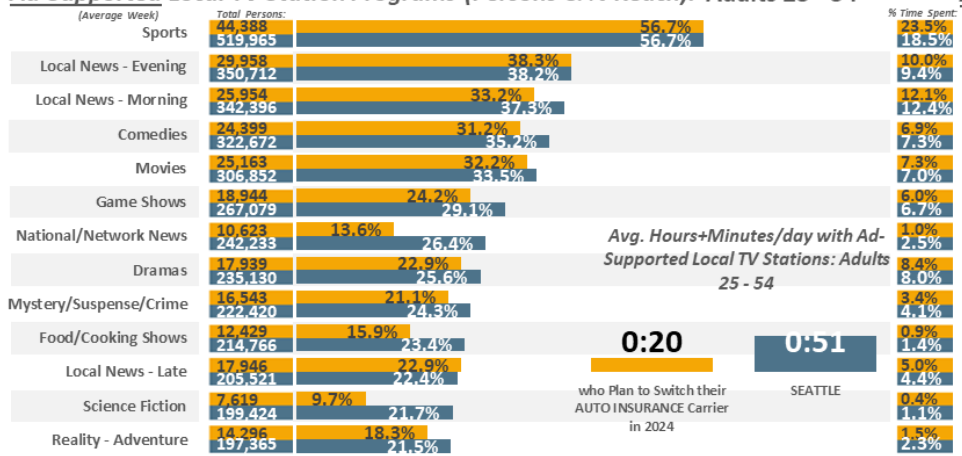
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



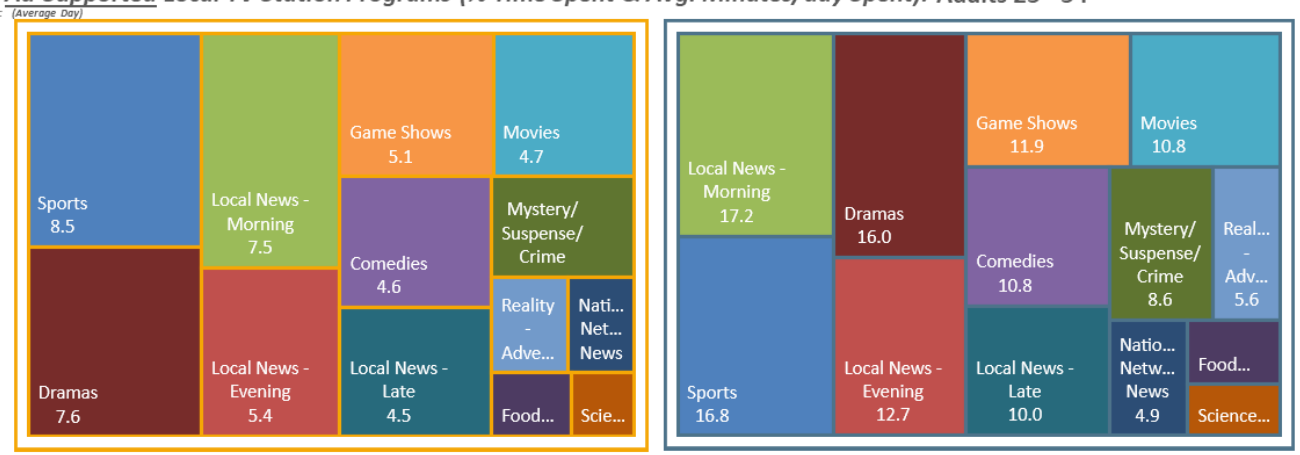
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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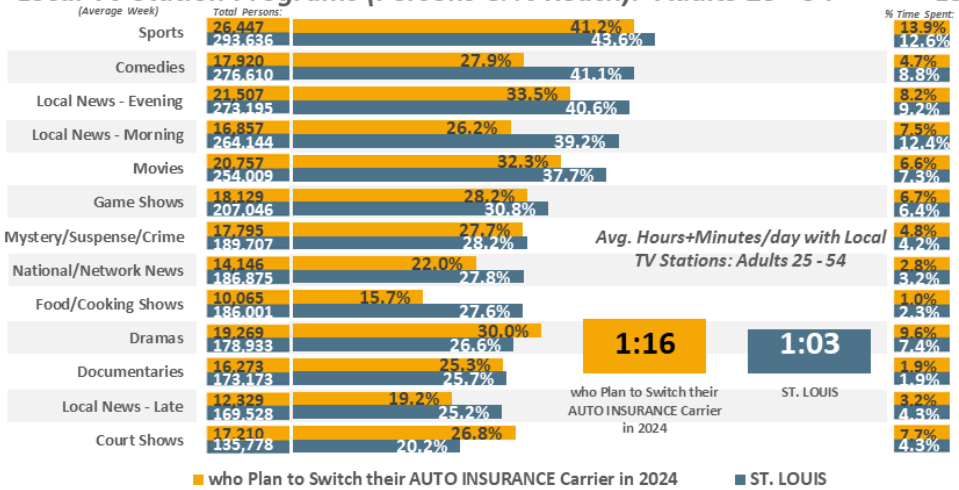
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

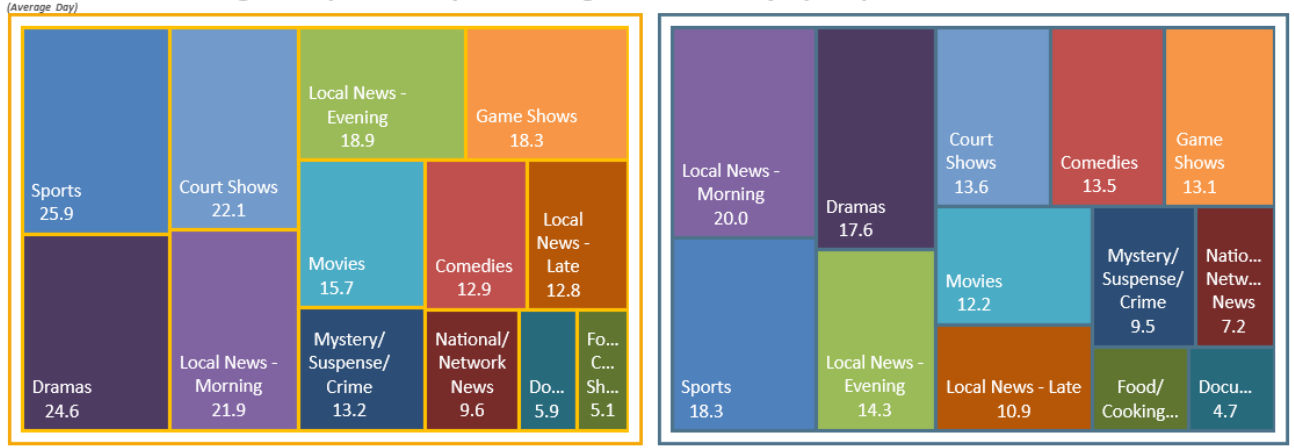
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

62,705 or 58.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Dramas, Game Shows, and Mystery/Suspense/Crime.

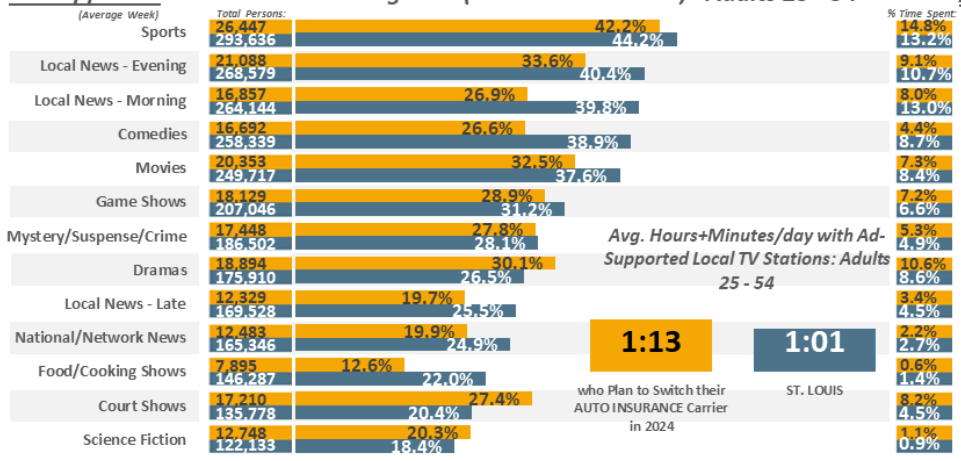
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



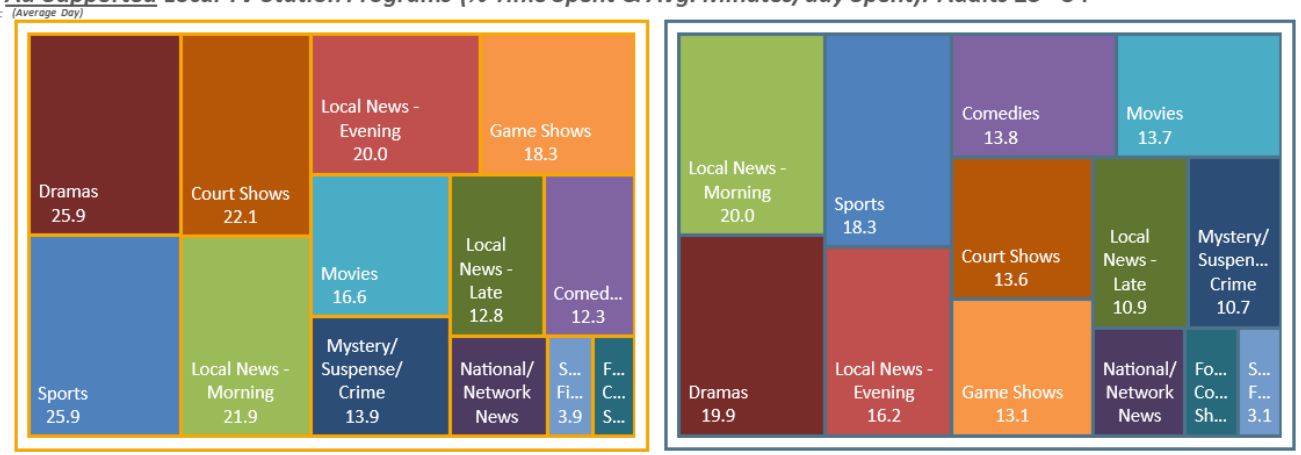
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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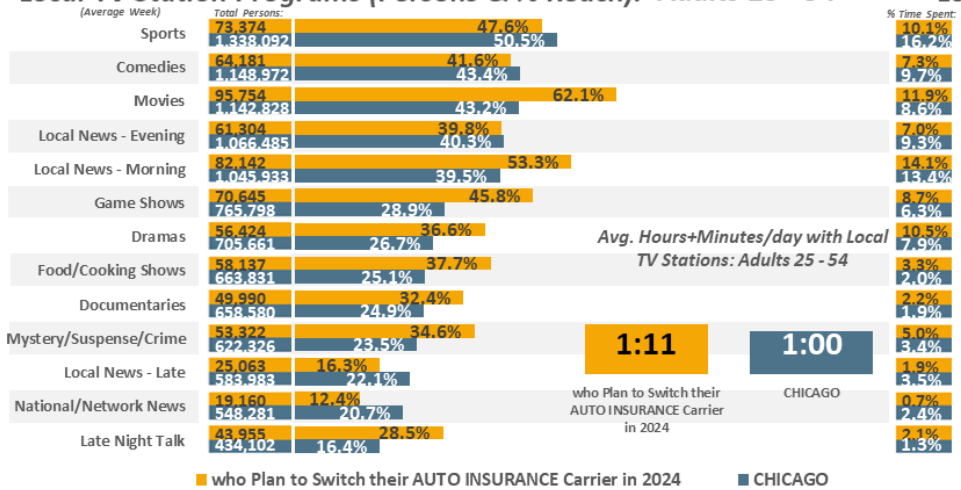
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

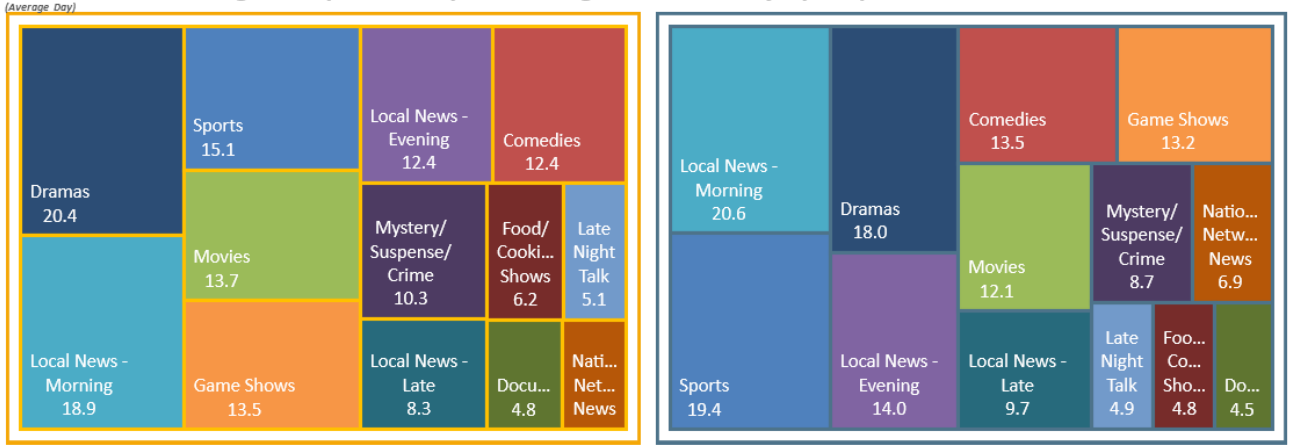
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

151,684 or 59.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Sports, Game Shows, Local News - Evening, and Comedies.

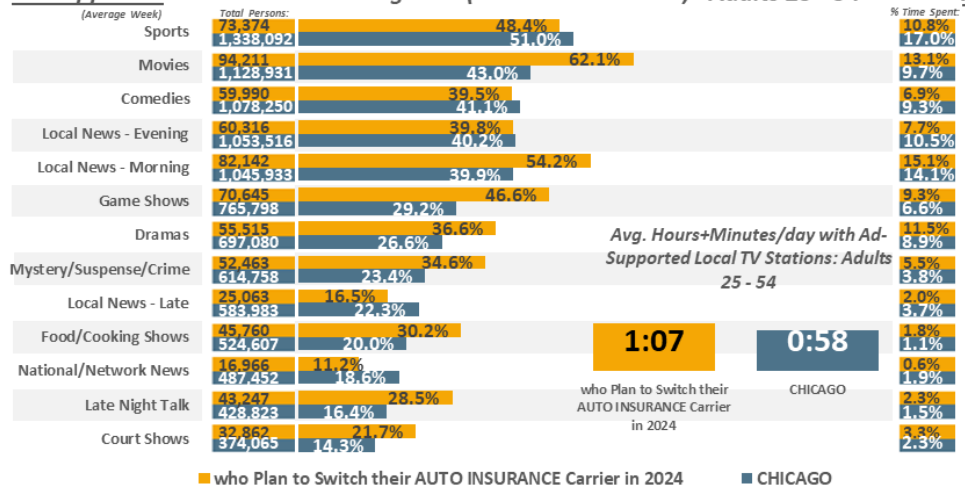
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



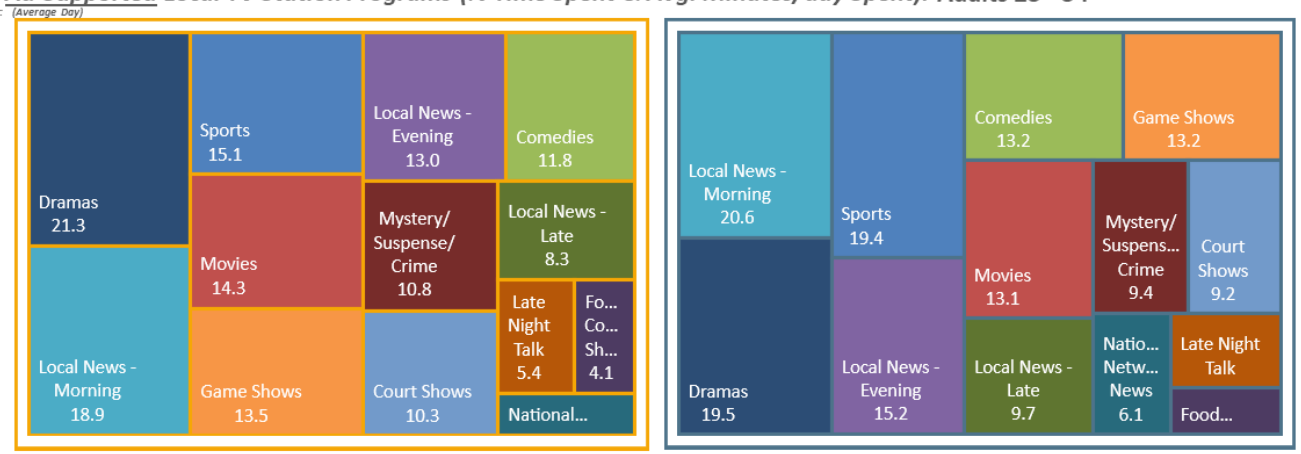
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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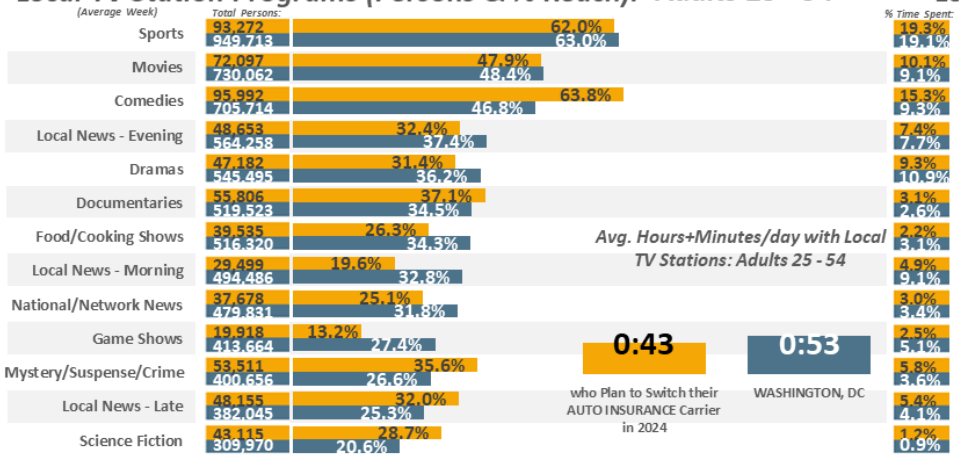
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

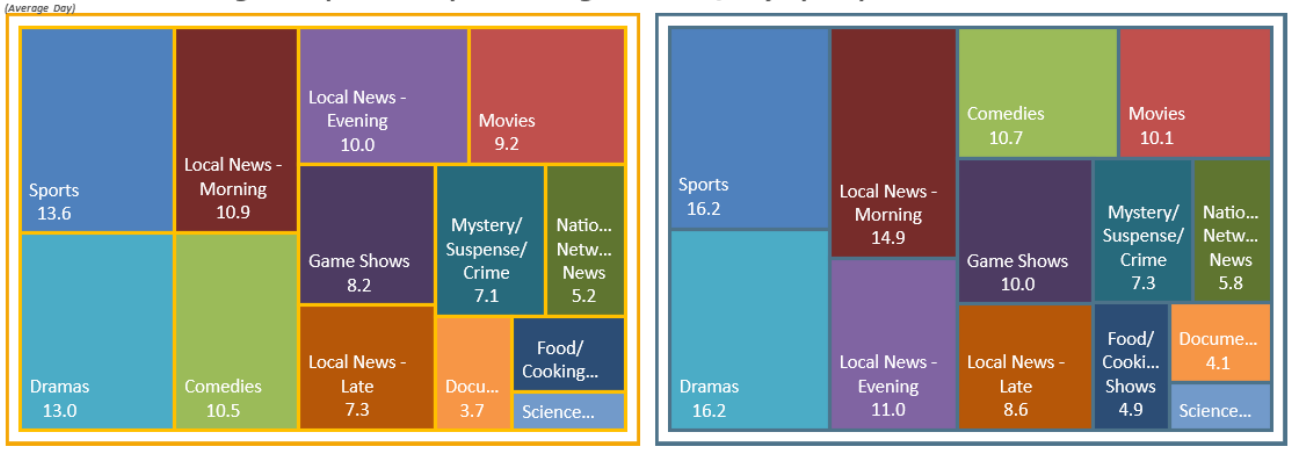
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

147,430 or 57.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Mystery/Suspense/Crime, Local News - Late, and Local News - Evening.

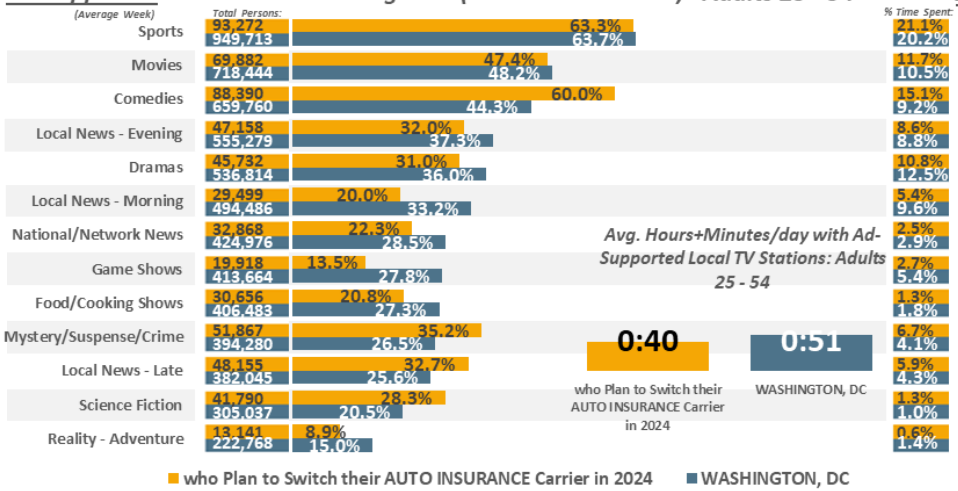
Local TV Station Programs (Persons & % Reach): Adults 25 - 54



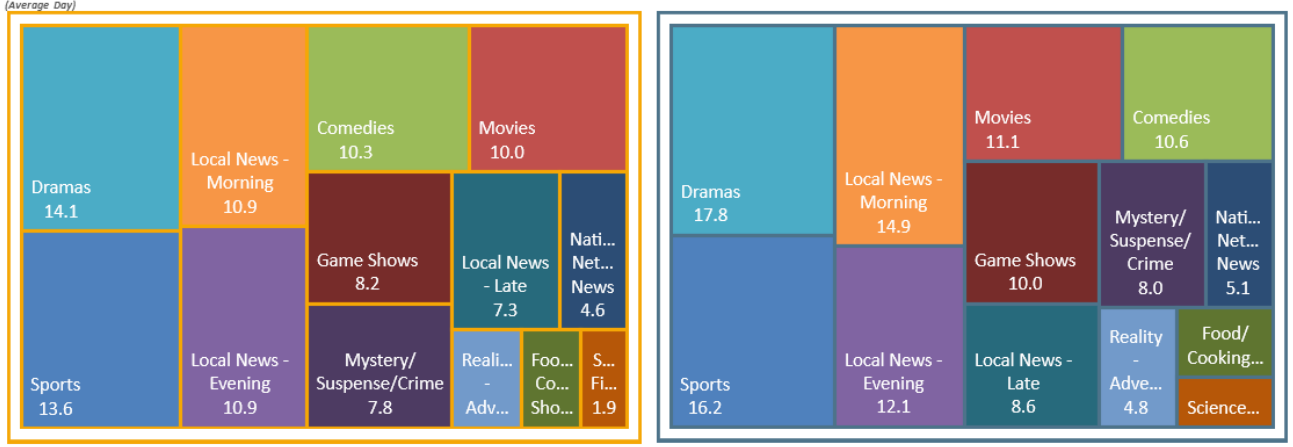
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 54



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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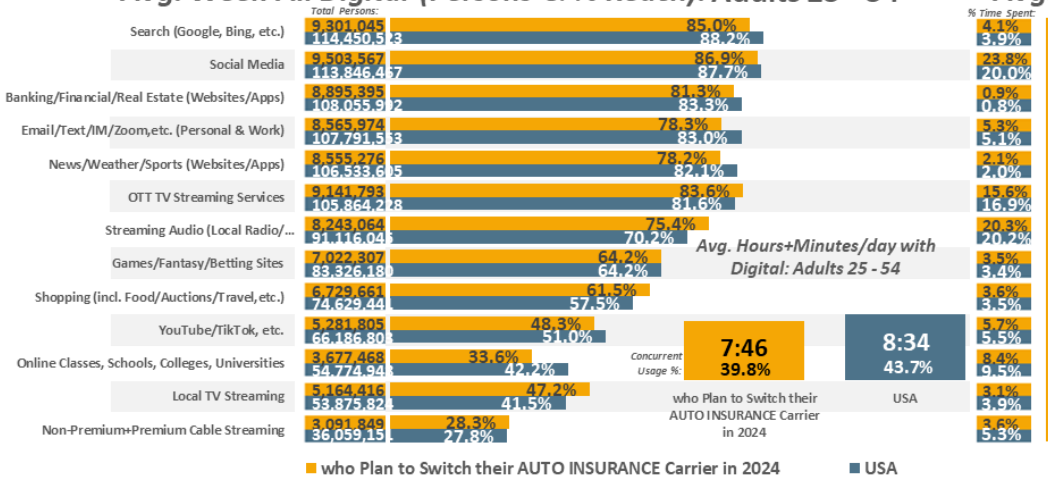
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

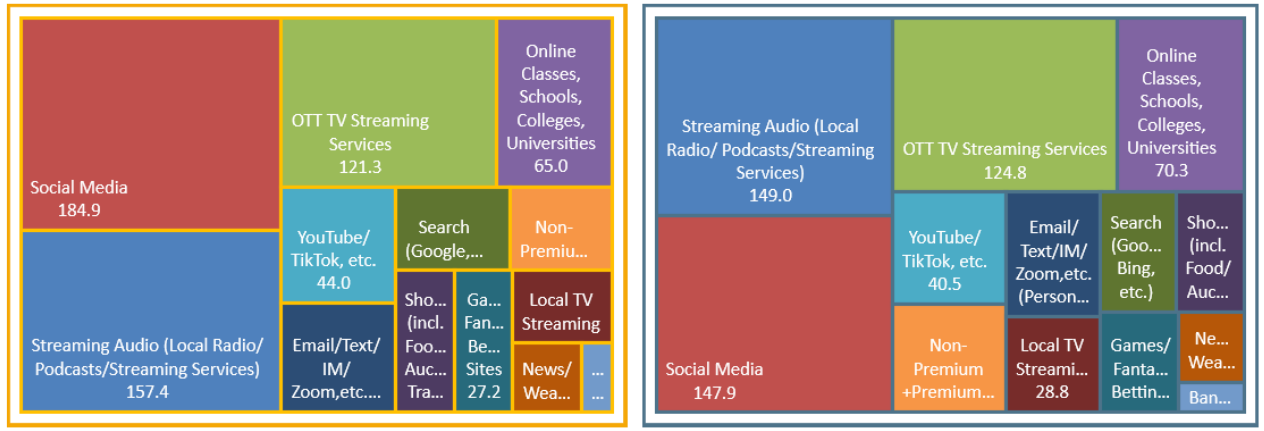
USA | P25-54 Plan to Switch Auto Insurance

8,161,424 or 74.6% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Social Media for an average of 170.1 minutes every day representing 29.7% of all time spent daily with Ad-Supported Digital Media.

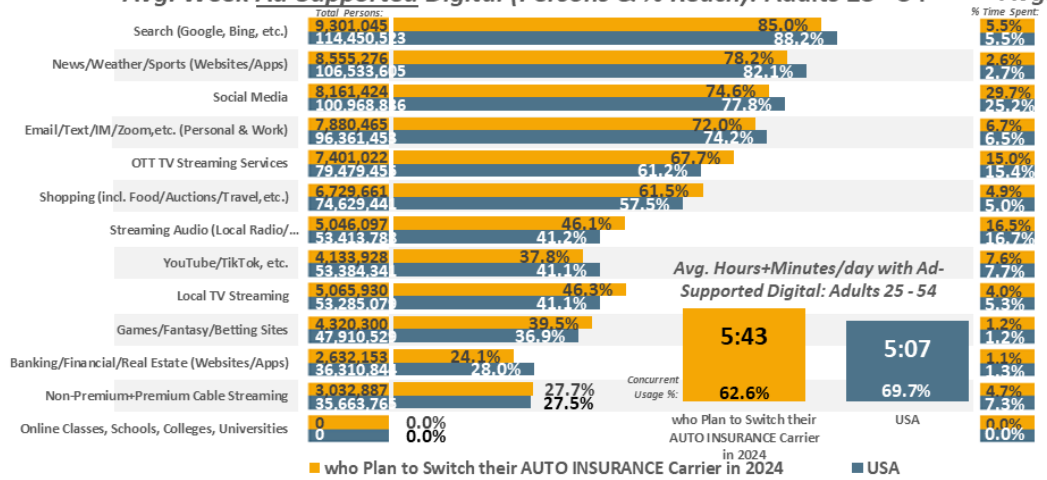
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



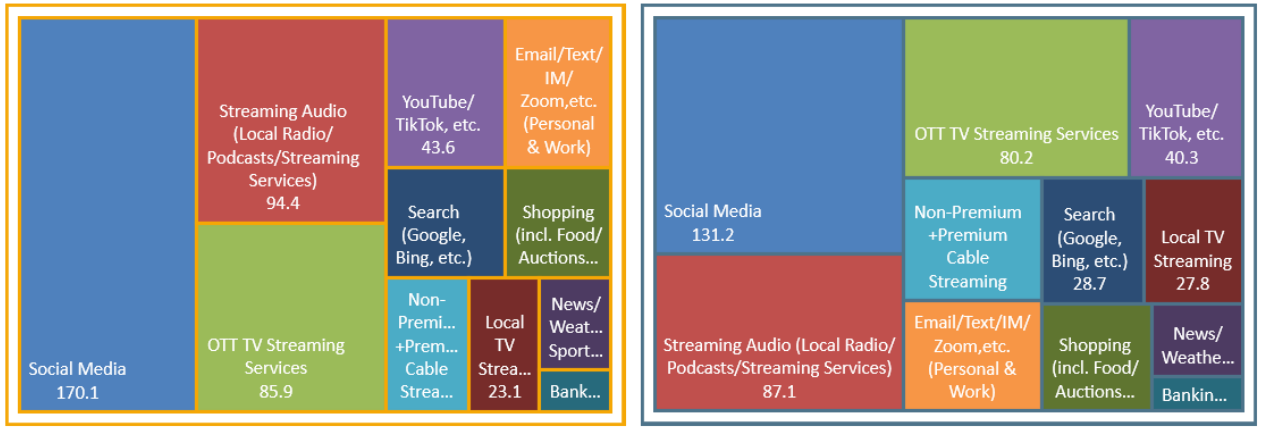
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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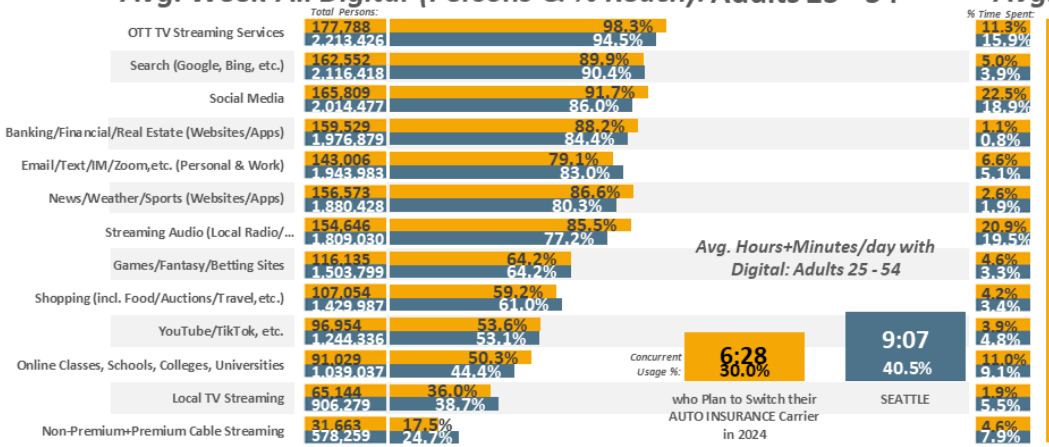
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

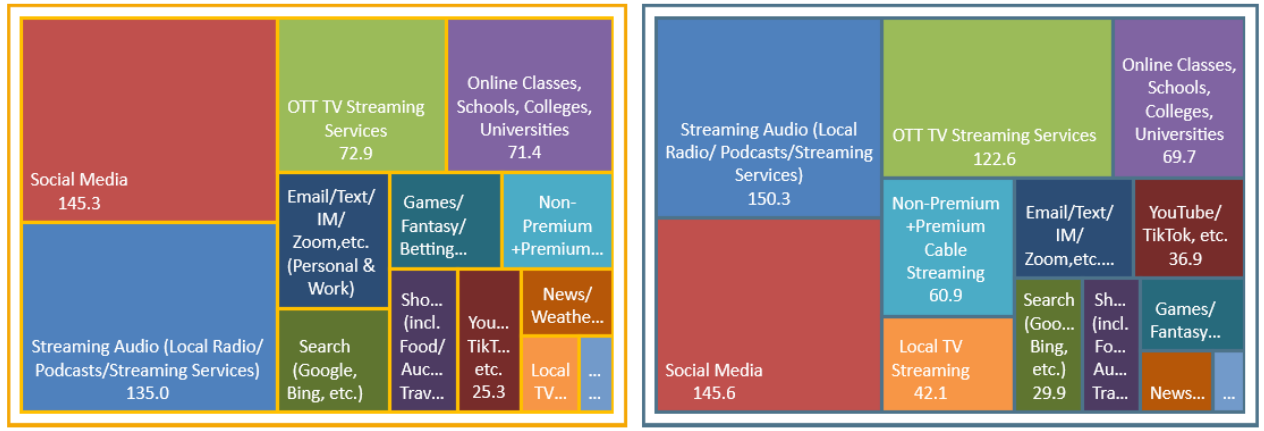
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

118,597 or 65.6% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Social Media for an average of 133.6 minutes every day representing 29.1% of all time spent daily with Ad-Supported Digital Media.

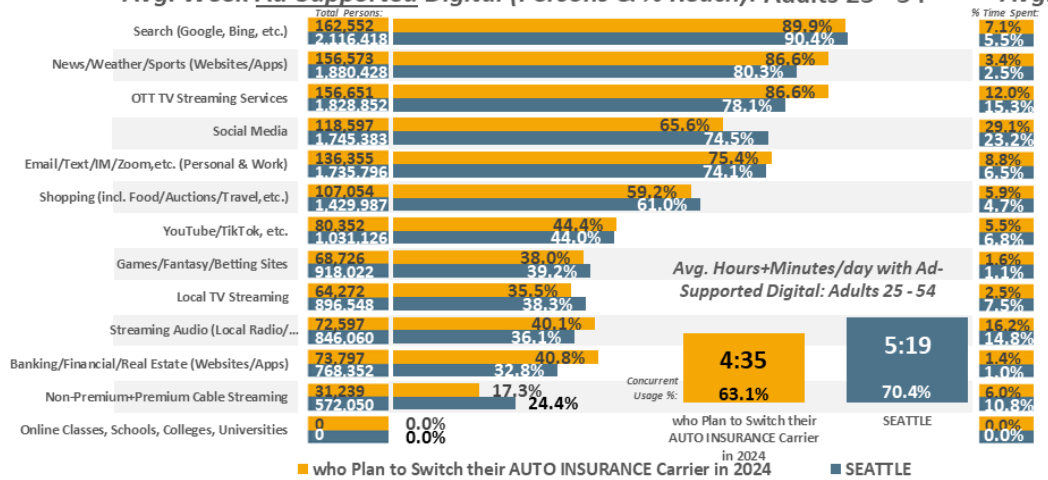
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



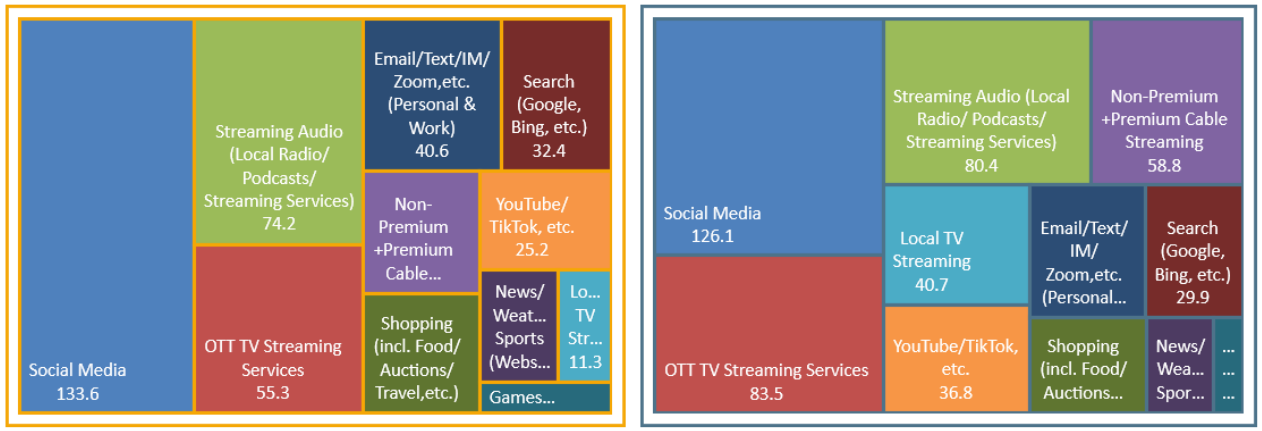
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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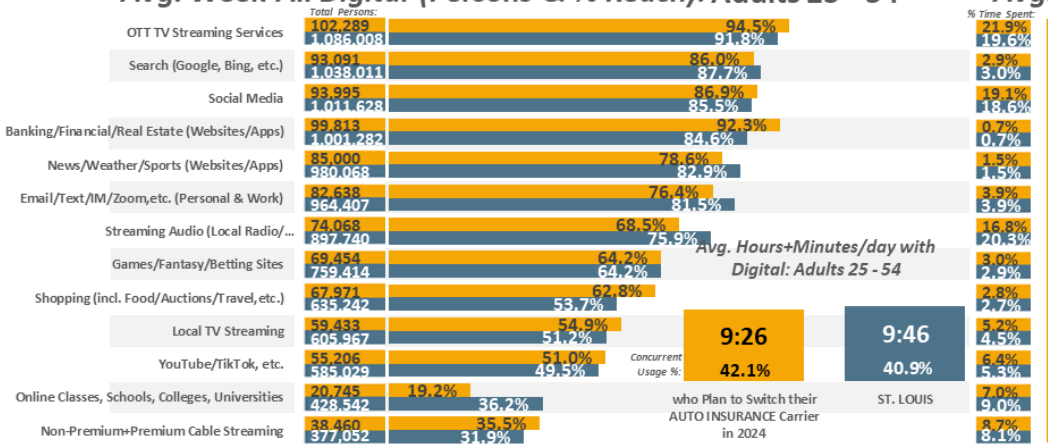
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

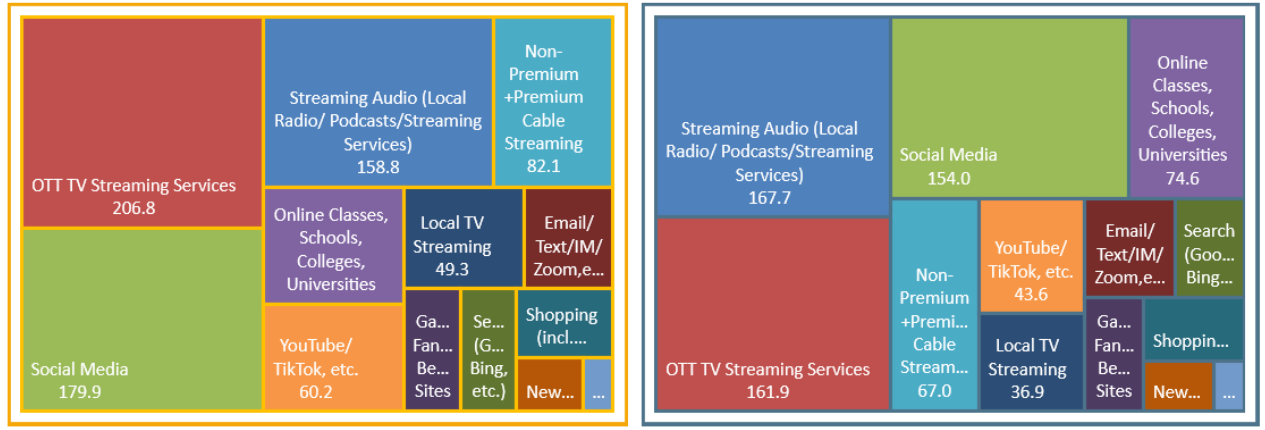
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

85,903 or 79.4% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Social Media for an average of 165.5 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

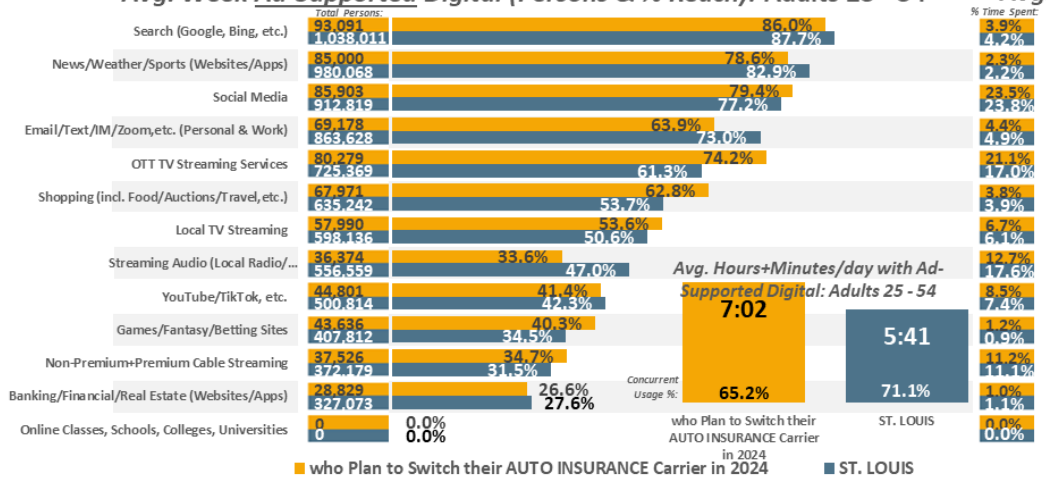
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



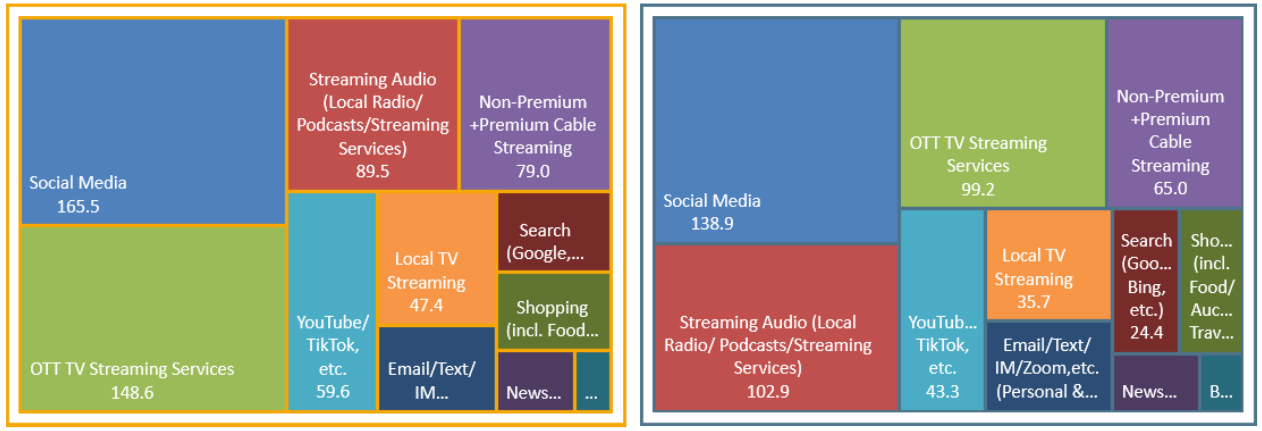
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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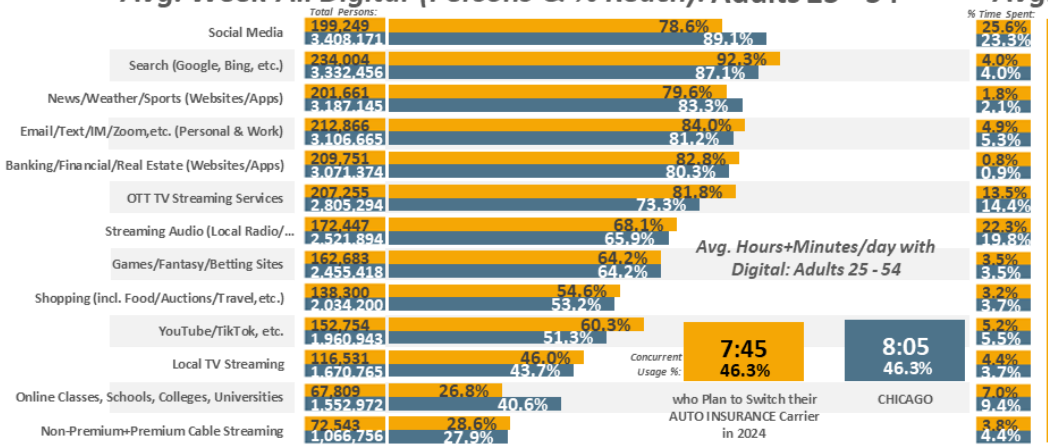
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

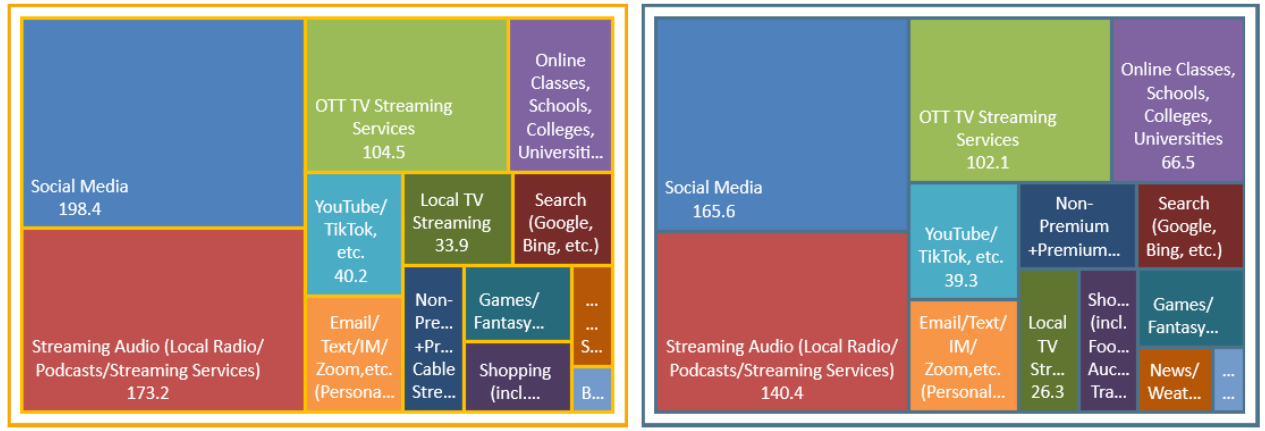
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

182,548 or 72.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Social Media for an average of 182.5 minutes every day representing 31.5% of all time spent daily with Ad-Supported Digital Media.

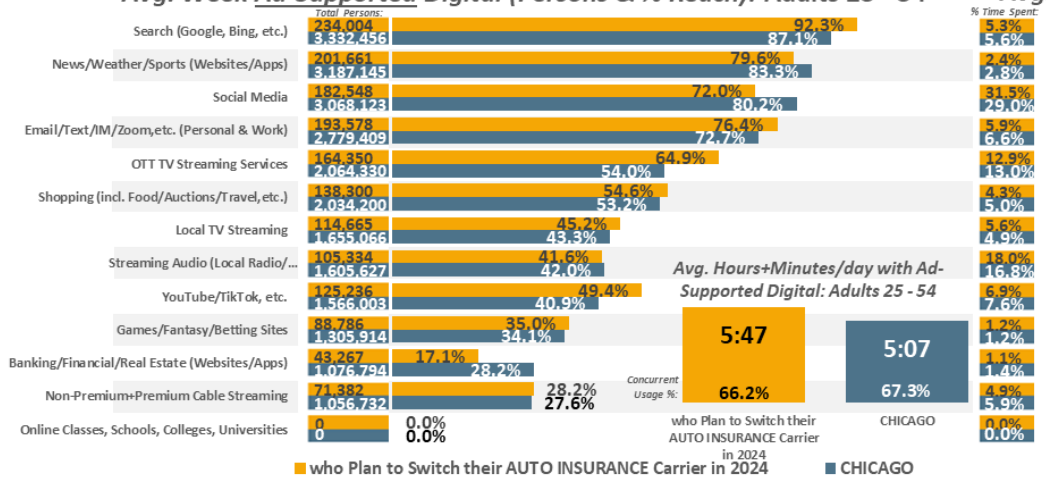
Avg. Week All Digital (Persons & % Reach): Adults 25 - 54



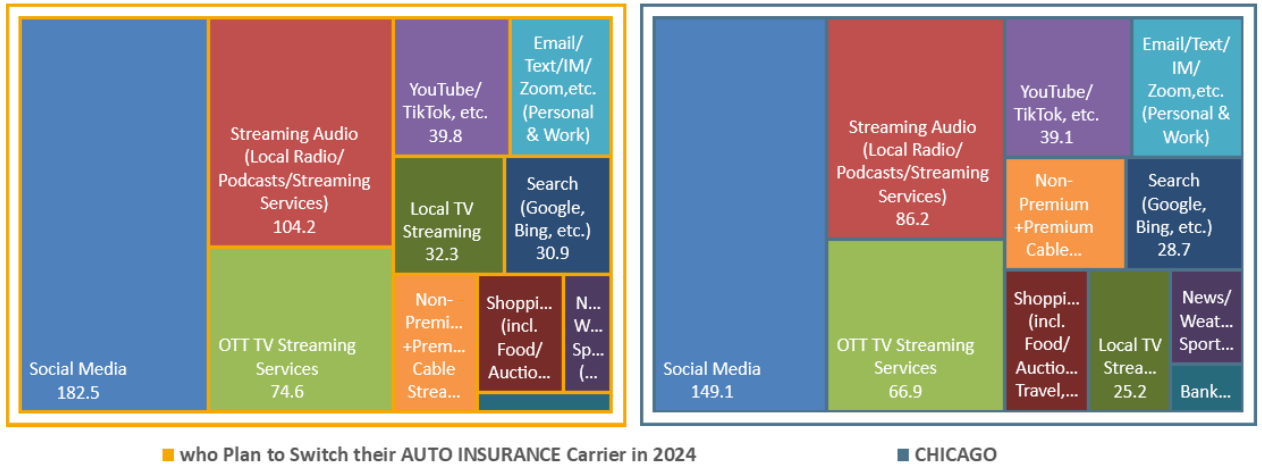
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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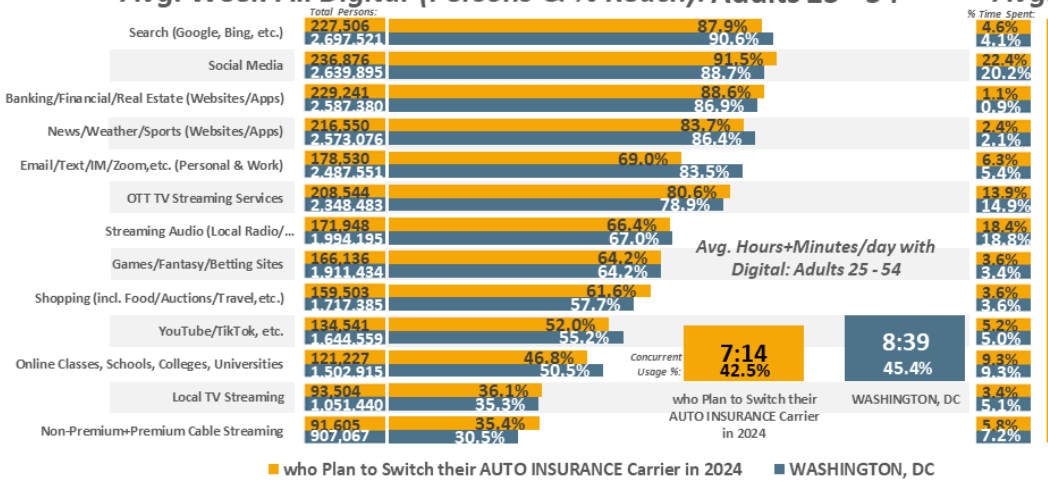
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

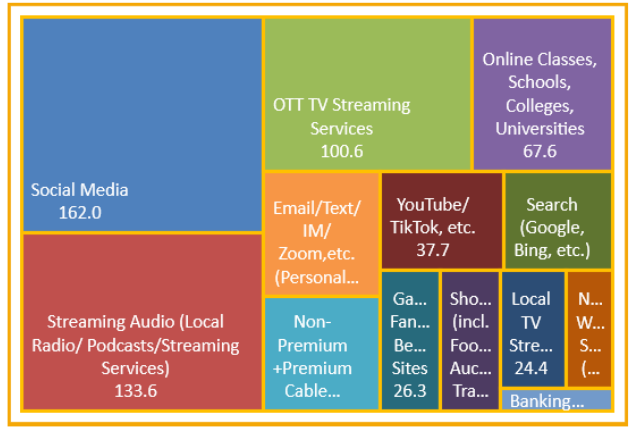
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

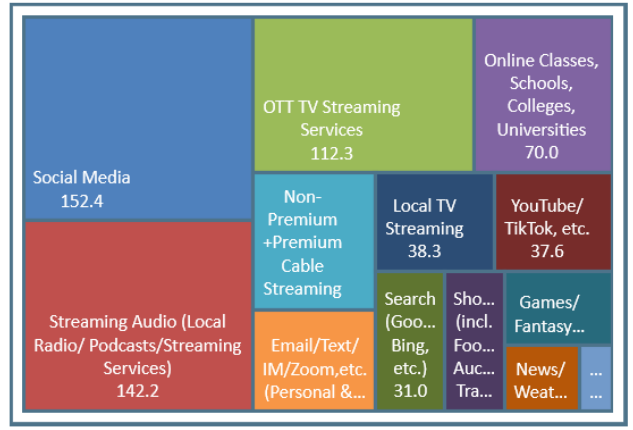
201,906 or 78.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Social Media for an average of 149. minutes every day representing 27.2% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 25 - 54

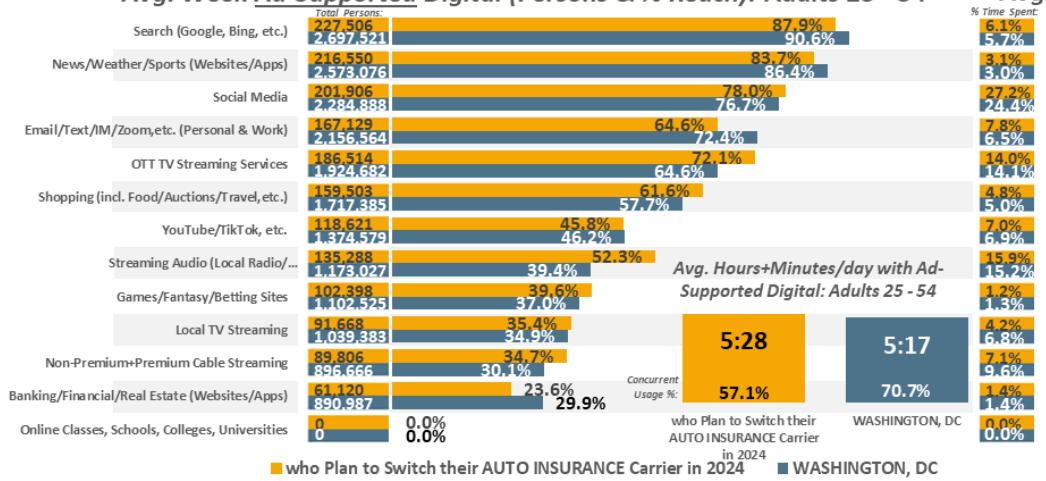


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

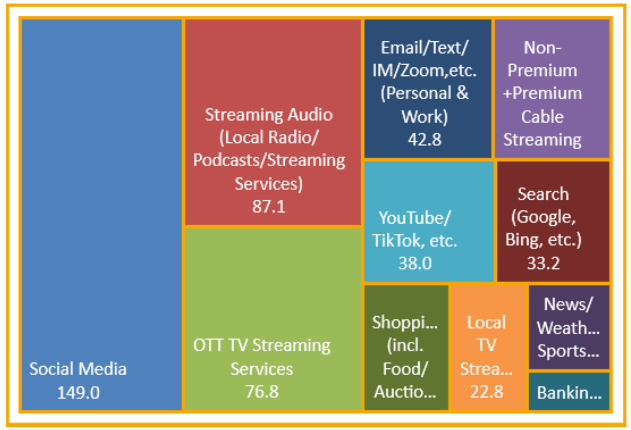


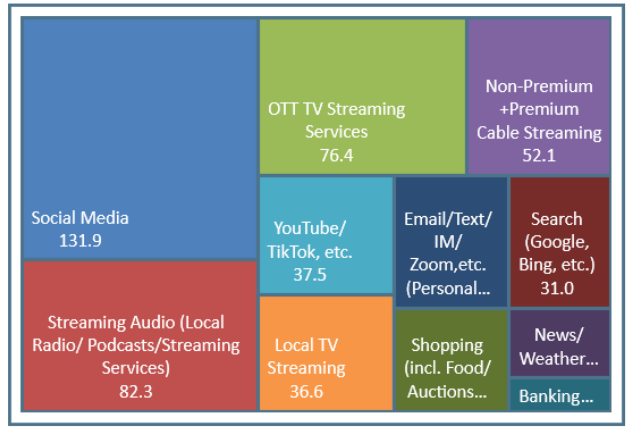


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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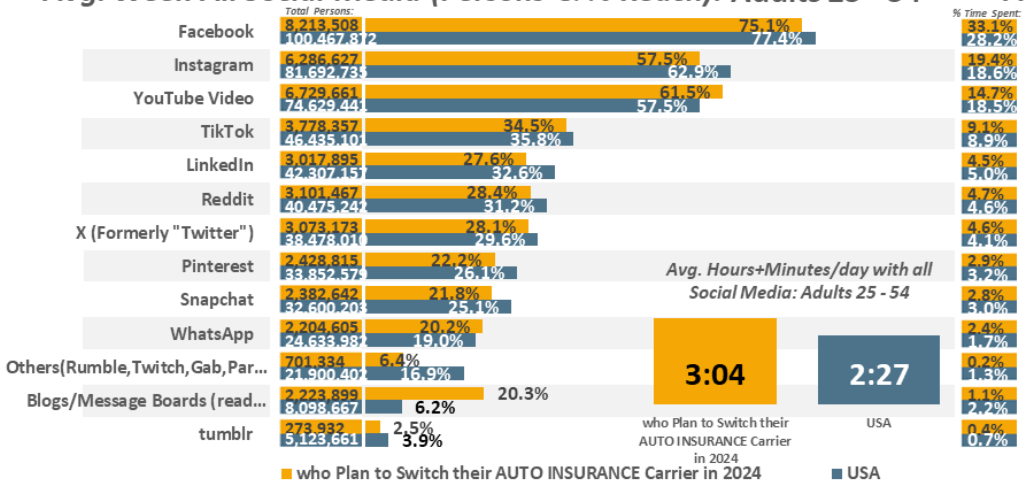
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

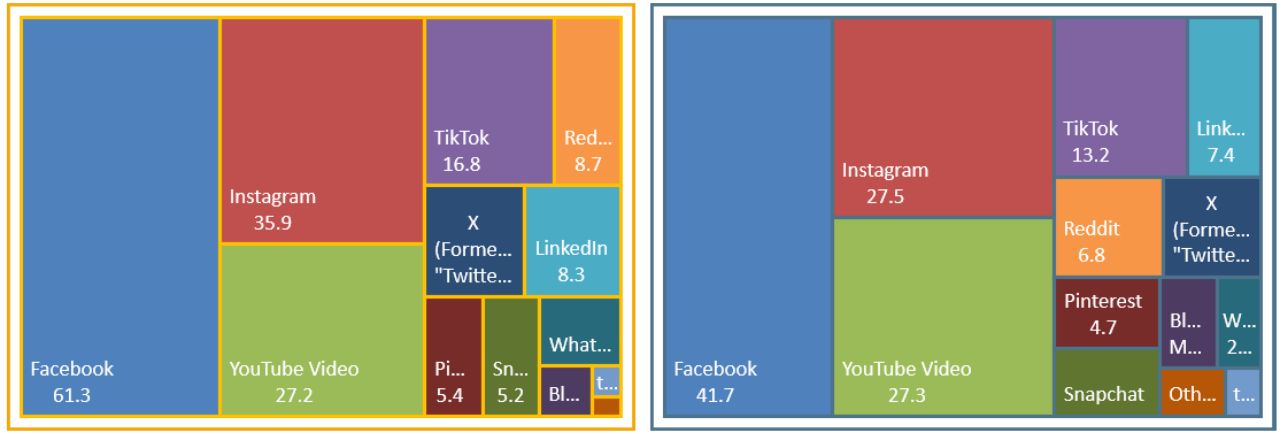
USA | P25-54 Plan to Switch Auto Insurance

8,161,424 or 74.6% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Facebook for an average of 56.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

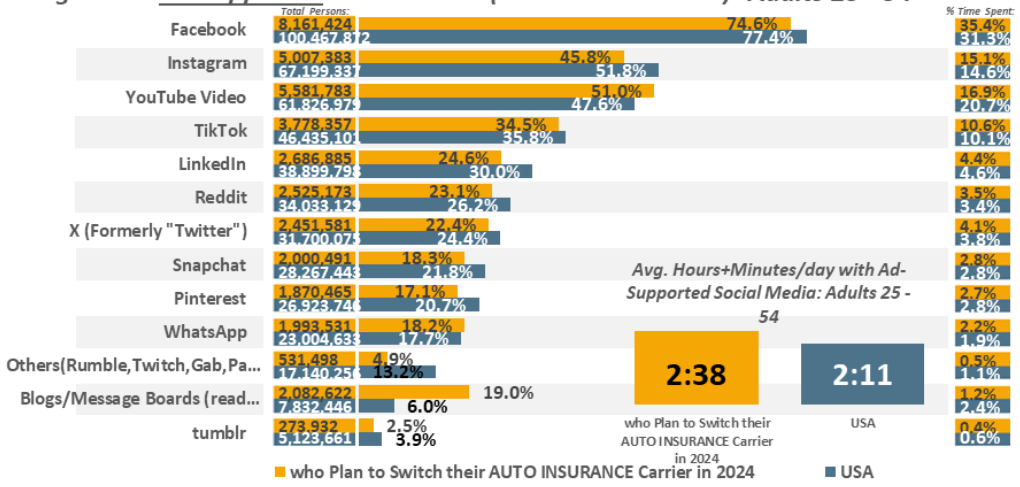
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



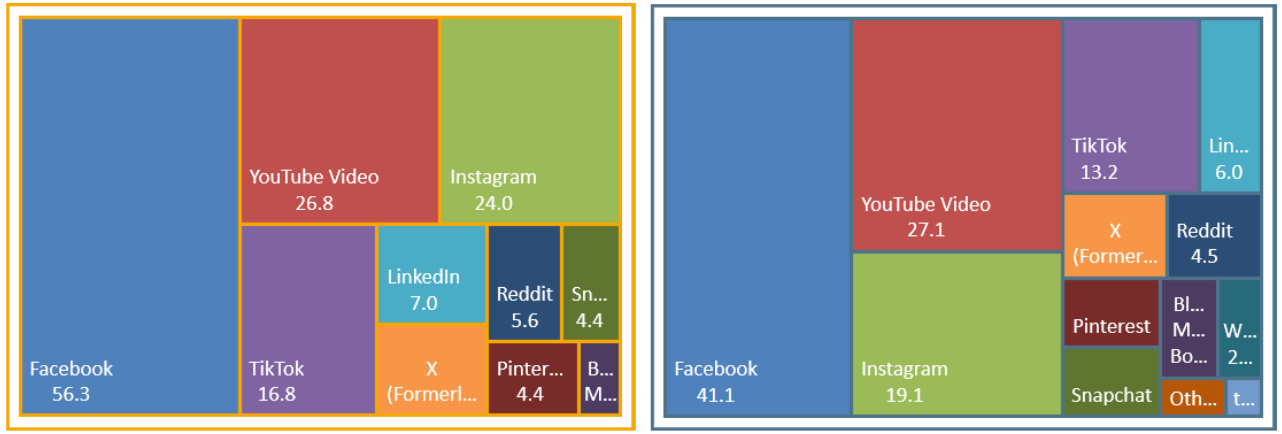
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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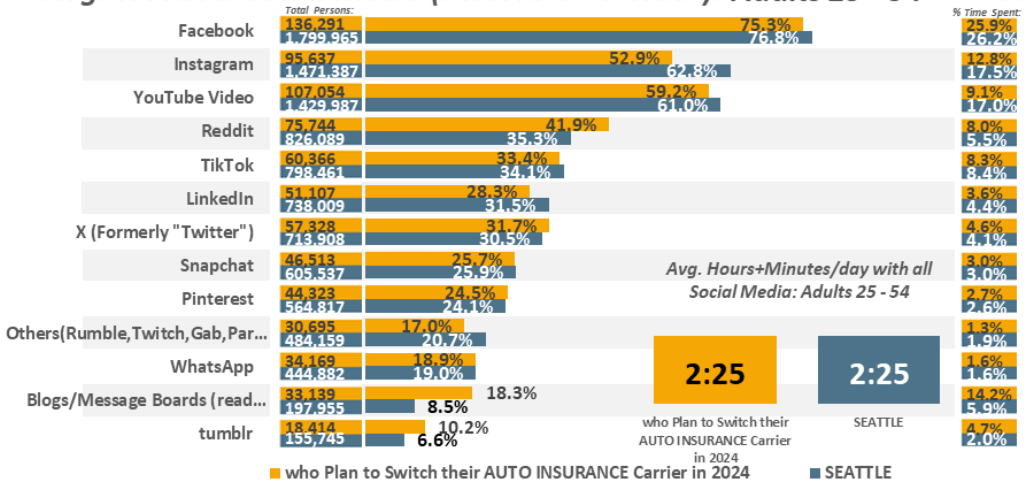
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

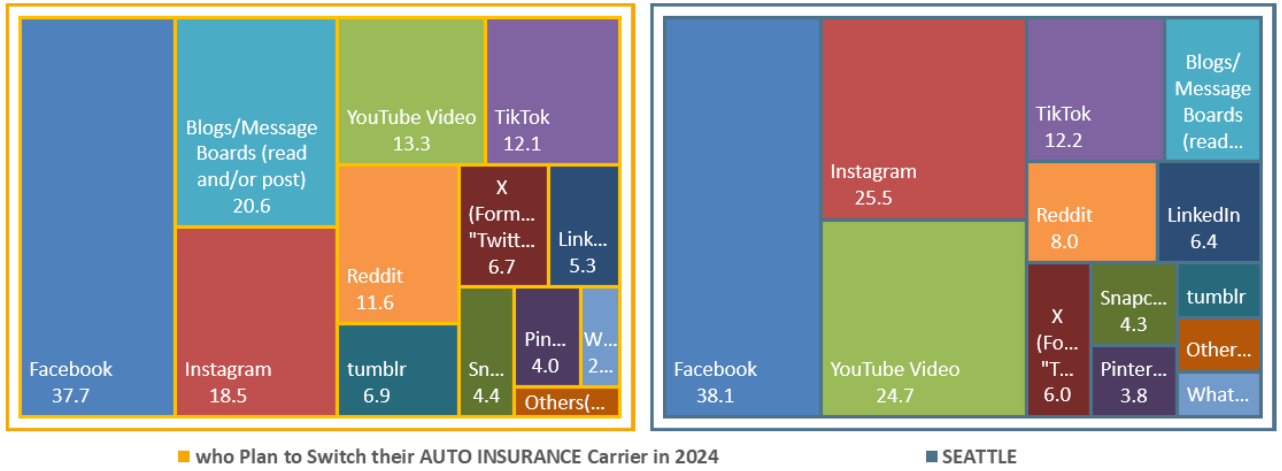
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

118,597 or 65.6% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Facebook for an average of 29.8 minutes every day representing 28.6% of all time spent daily with Ad-Supported Social Media.

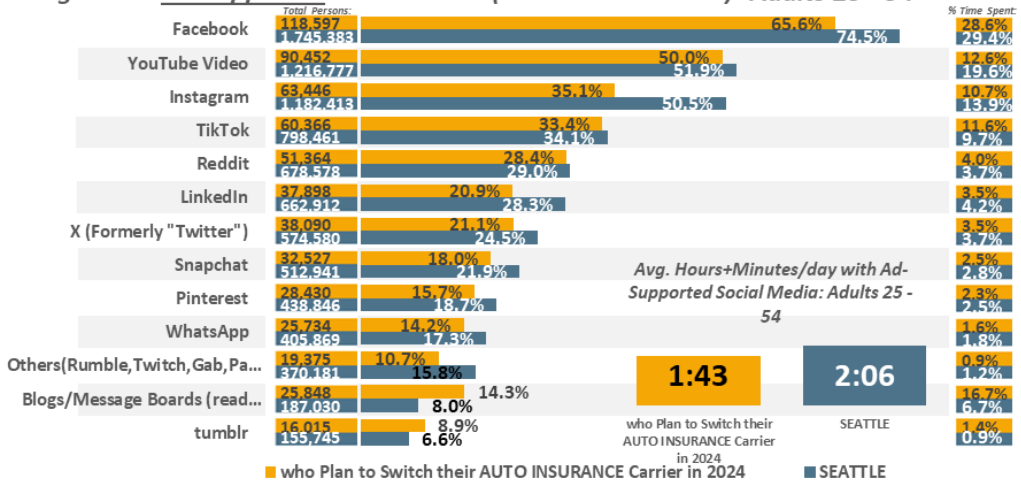
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



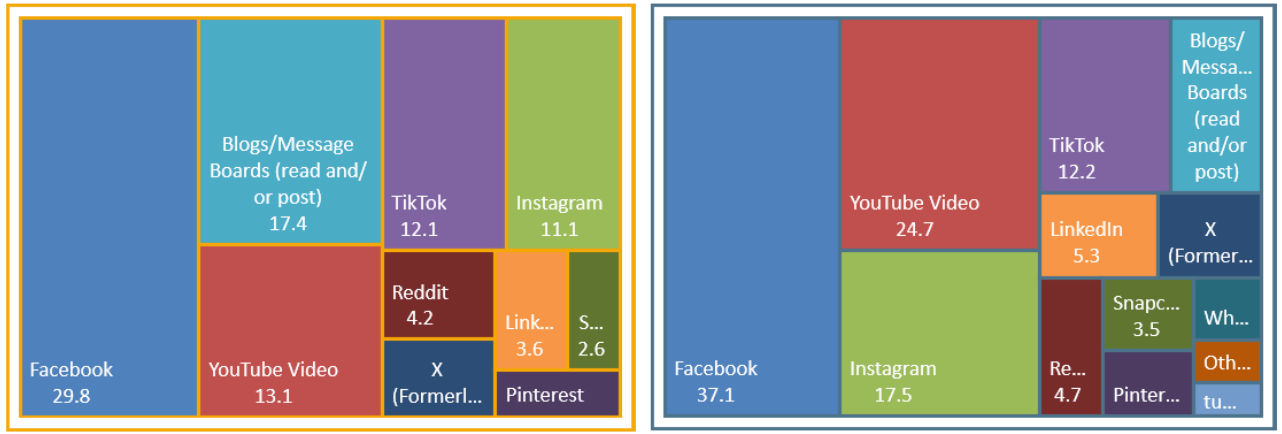
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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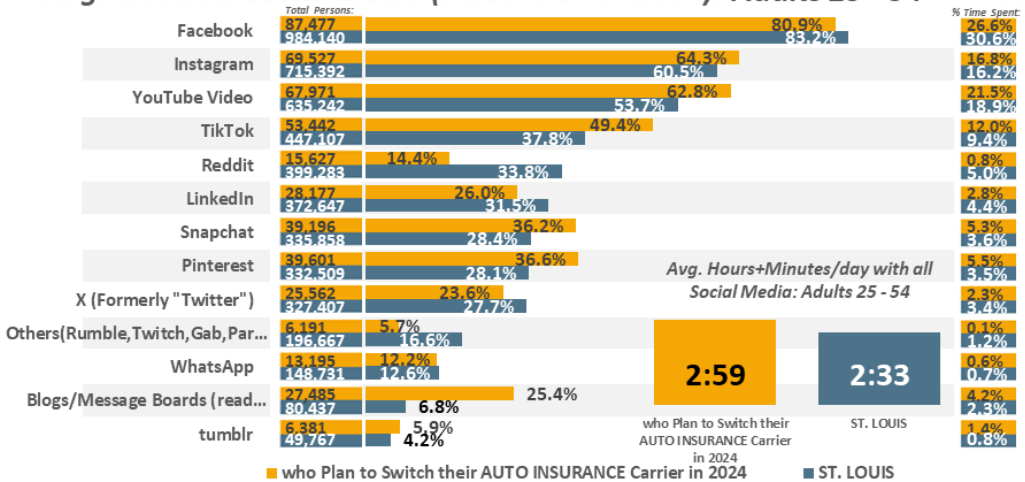
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

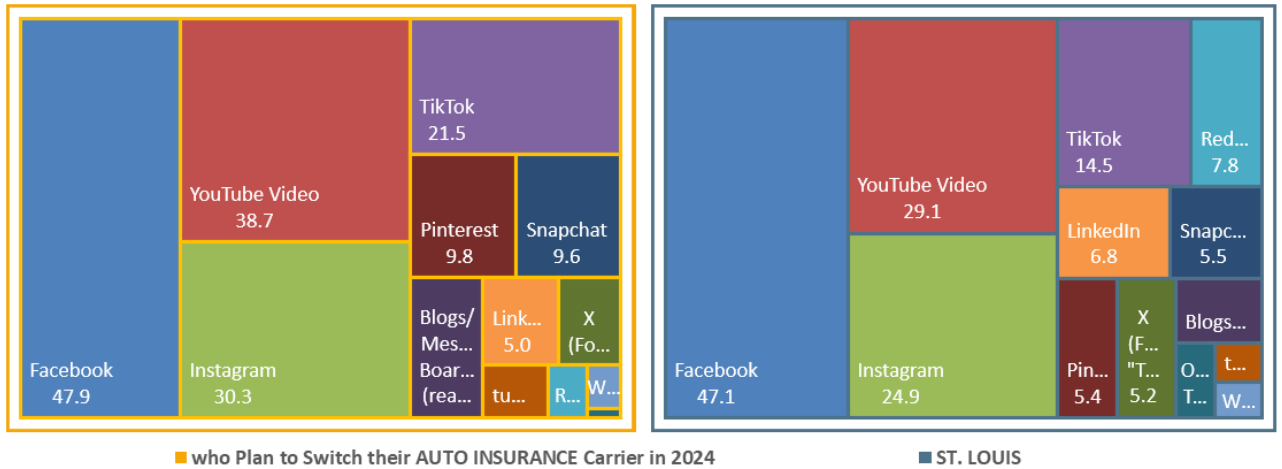
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

85,903 or 79.4% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Facebook for an average of 46.9 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.

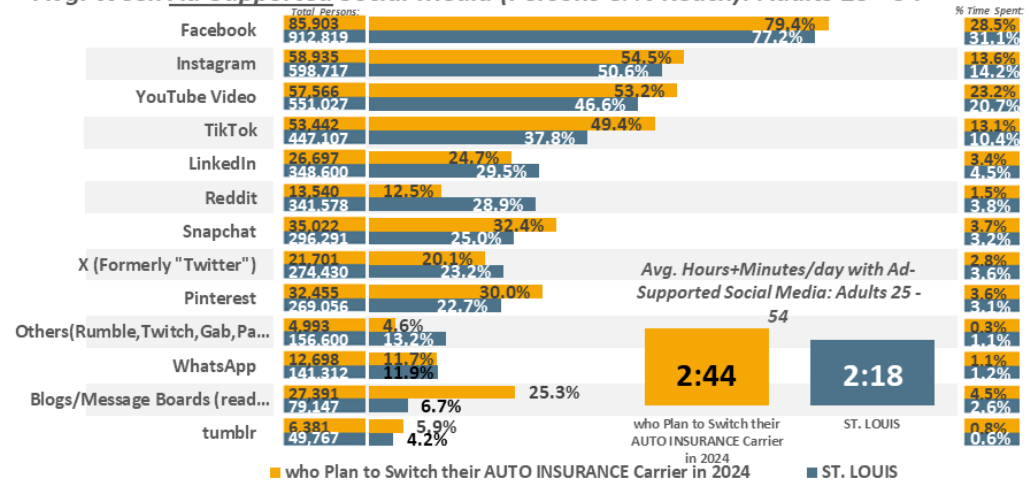
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



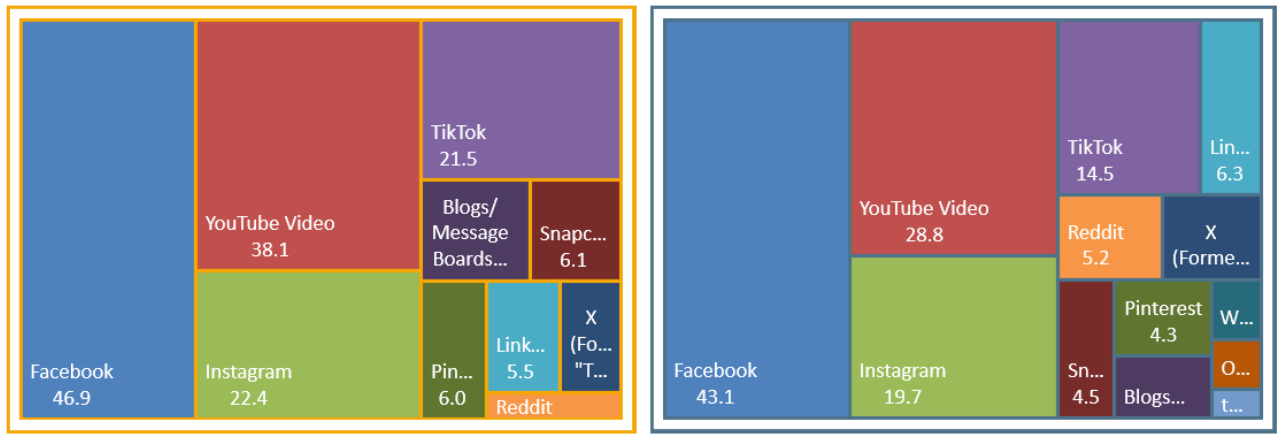
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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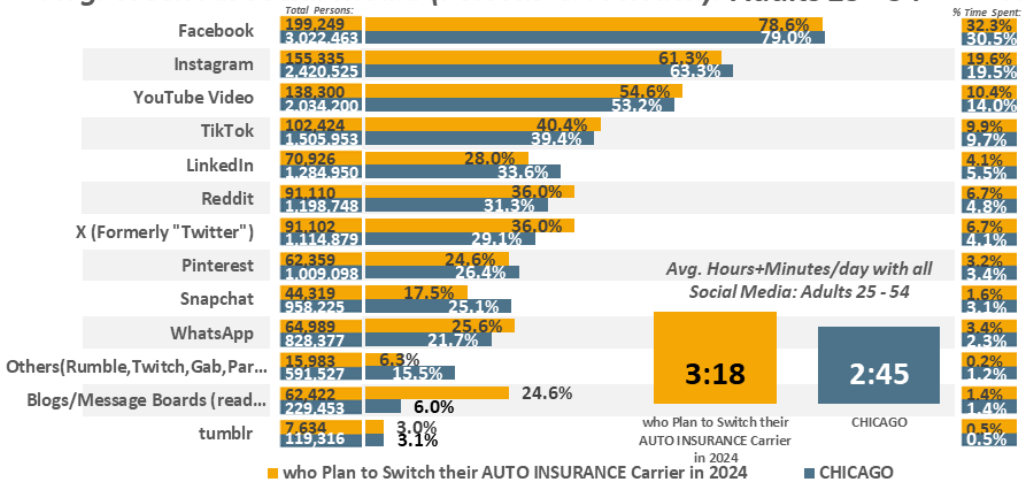
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

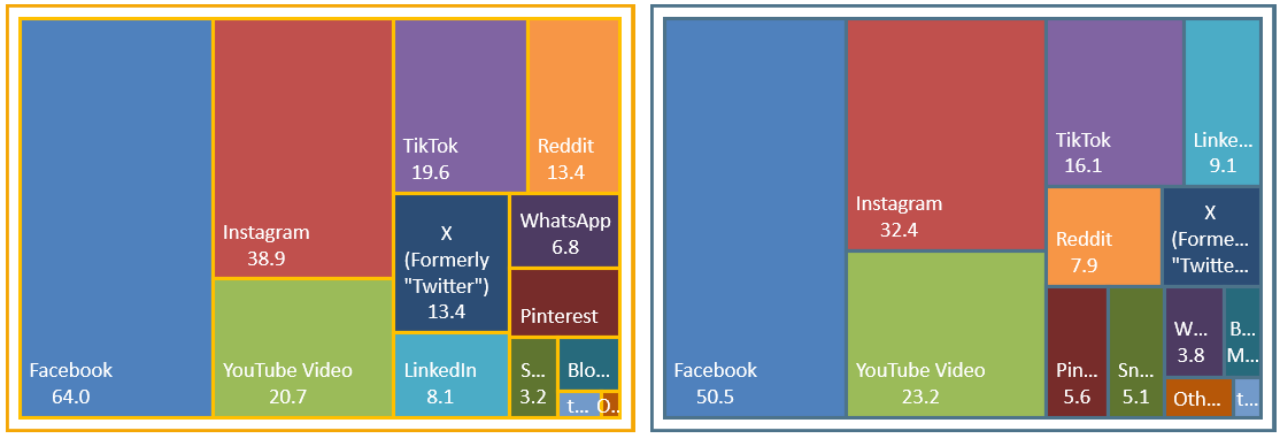
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

182,548 or 72.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Facebook for an average of 62.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

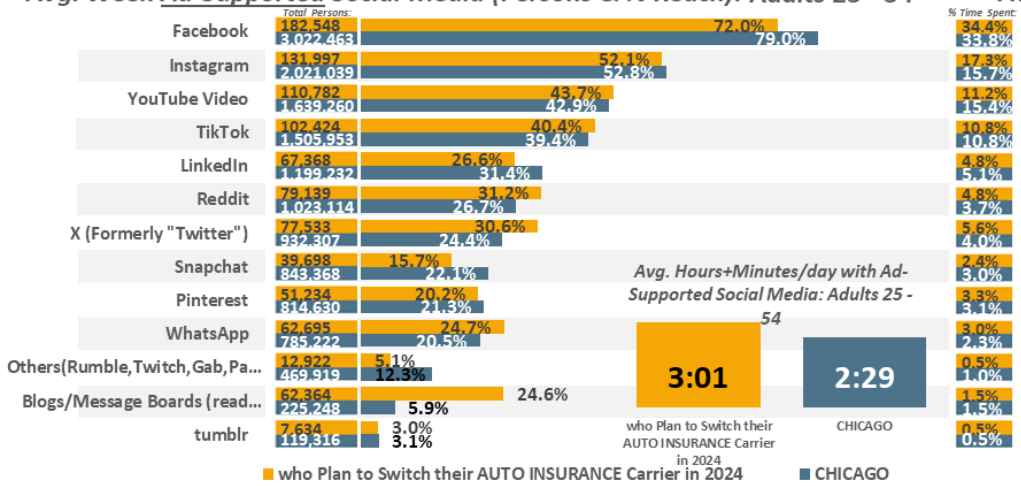
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



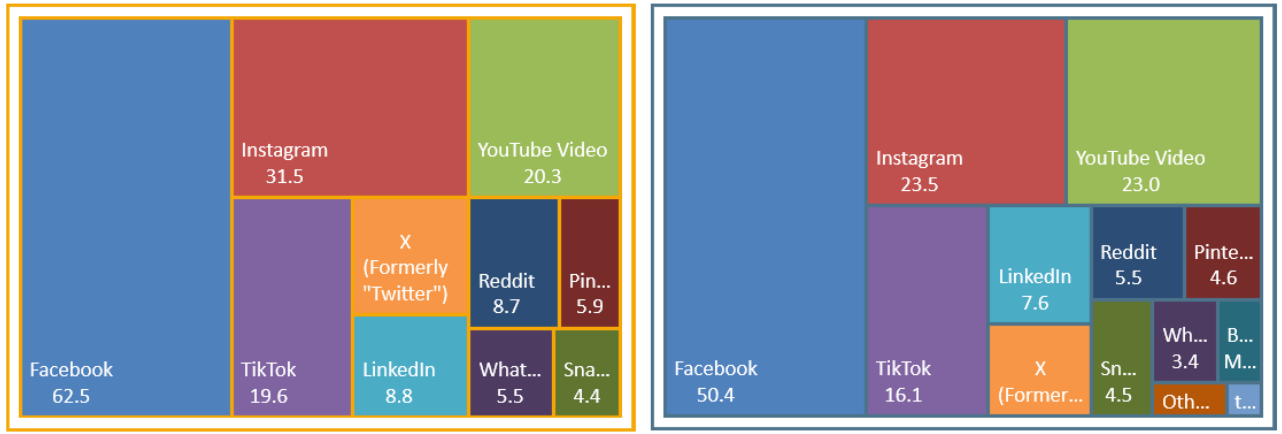
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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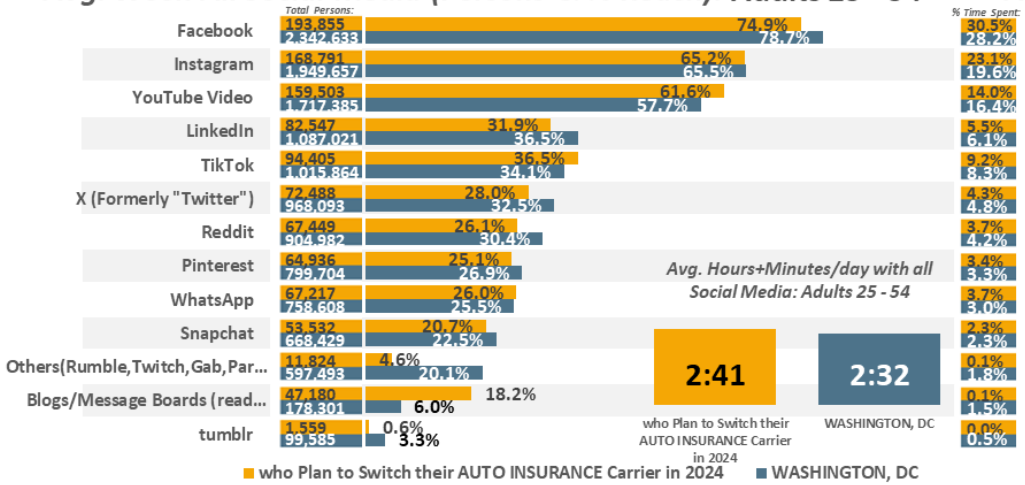
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

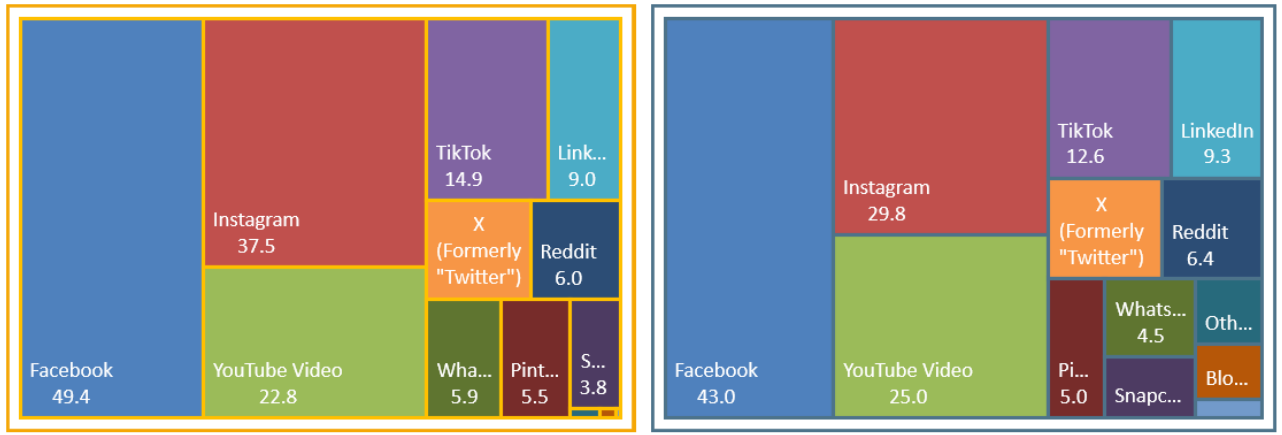
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

193,855 or 74.9% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 use Ad-Supported Facebook for an average of 48.1 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

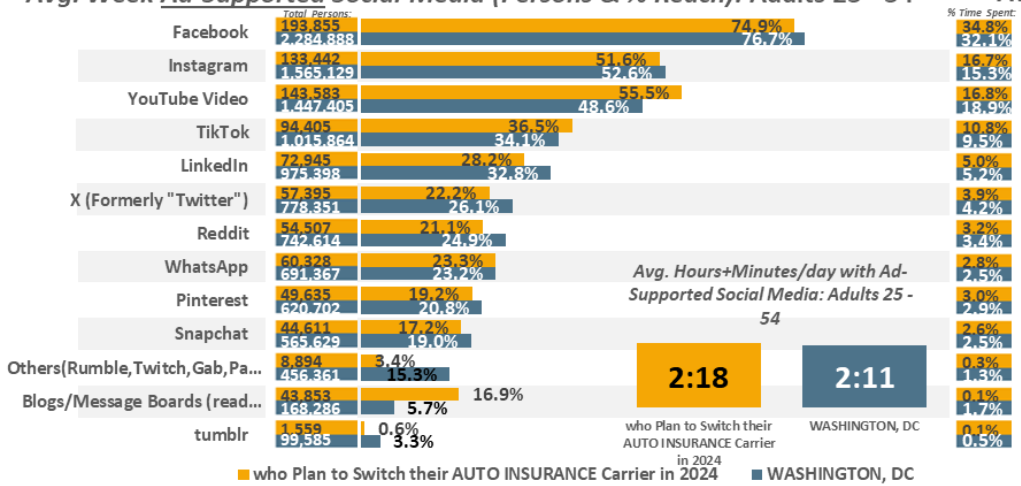
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 54



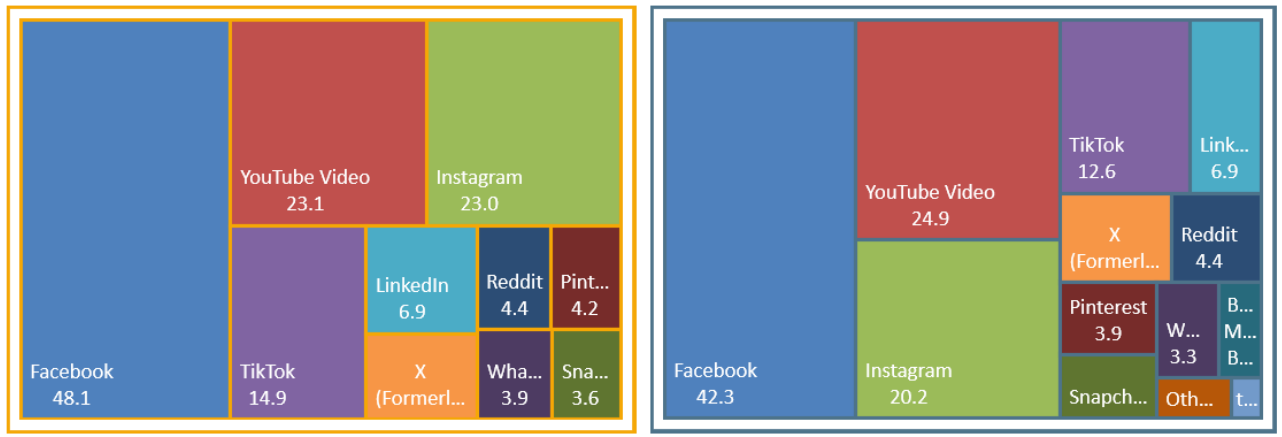
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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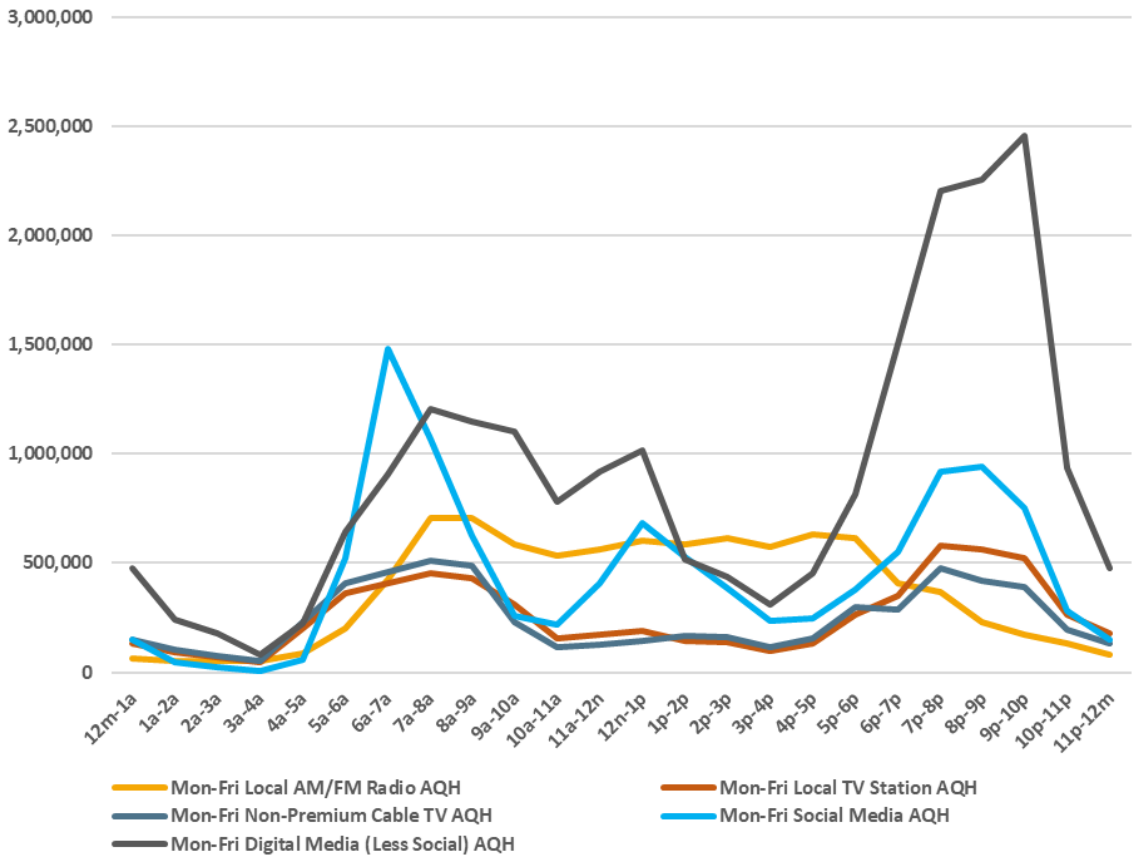
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

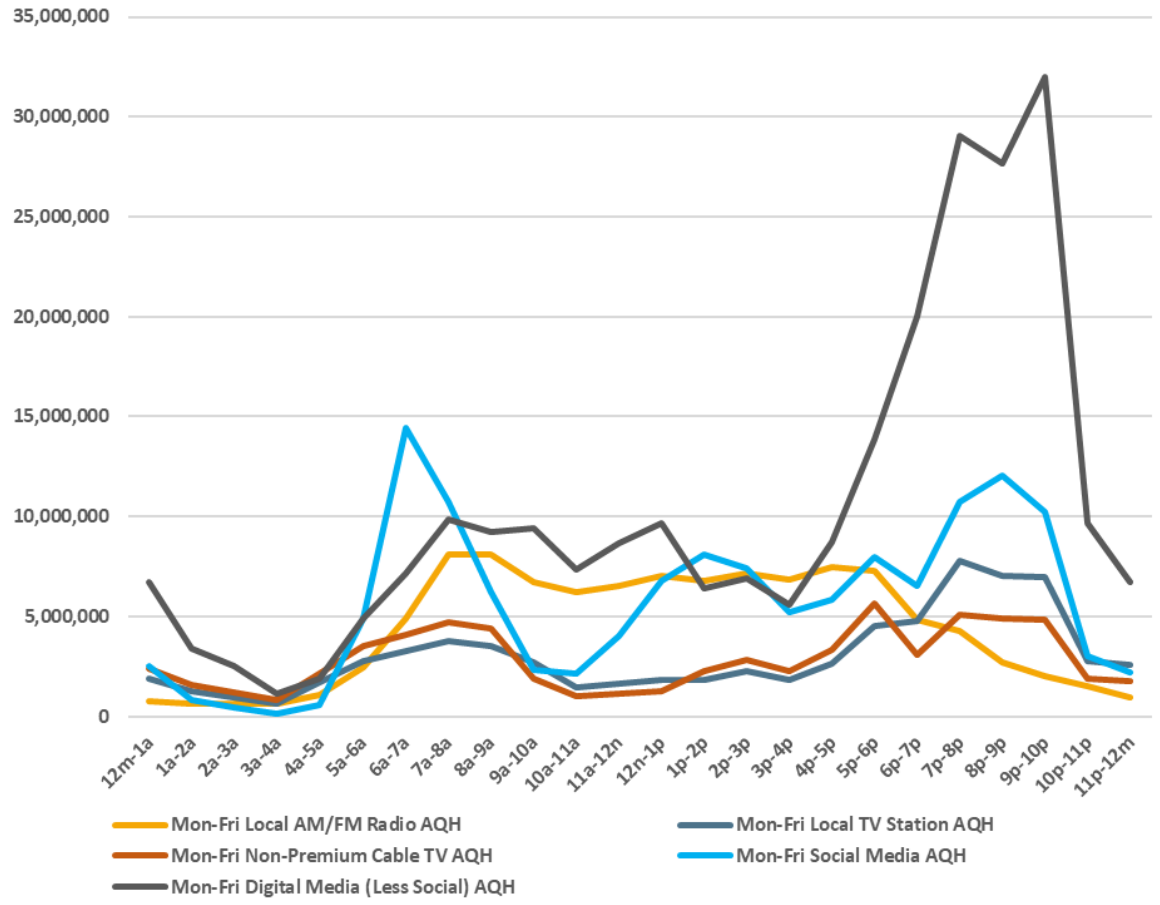
USA | P25-54 Plan to Switch Auto Insurance

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 855,991; Local Radio: 581,700; Social Media: 544,772; Local TV: 249,811; Non-Prem. Cable: 249,504 reaching Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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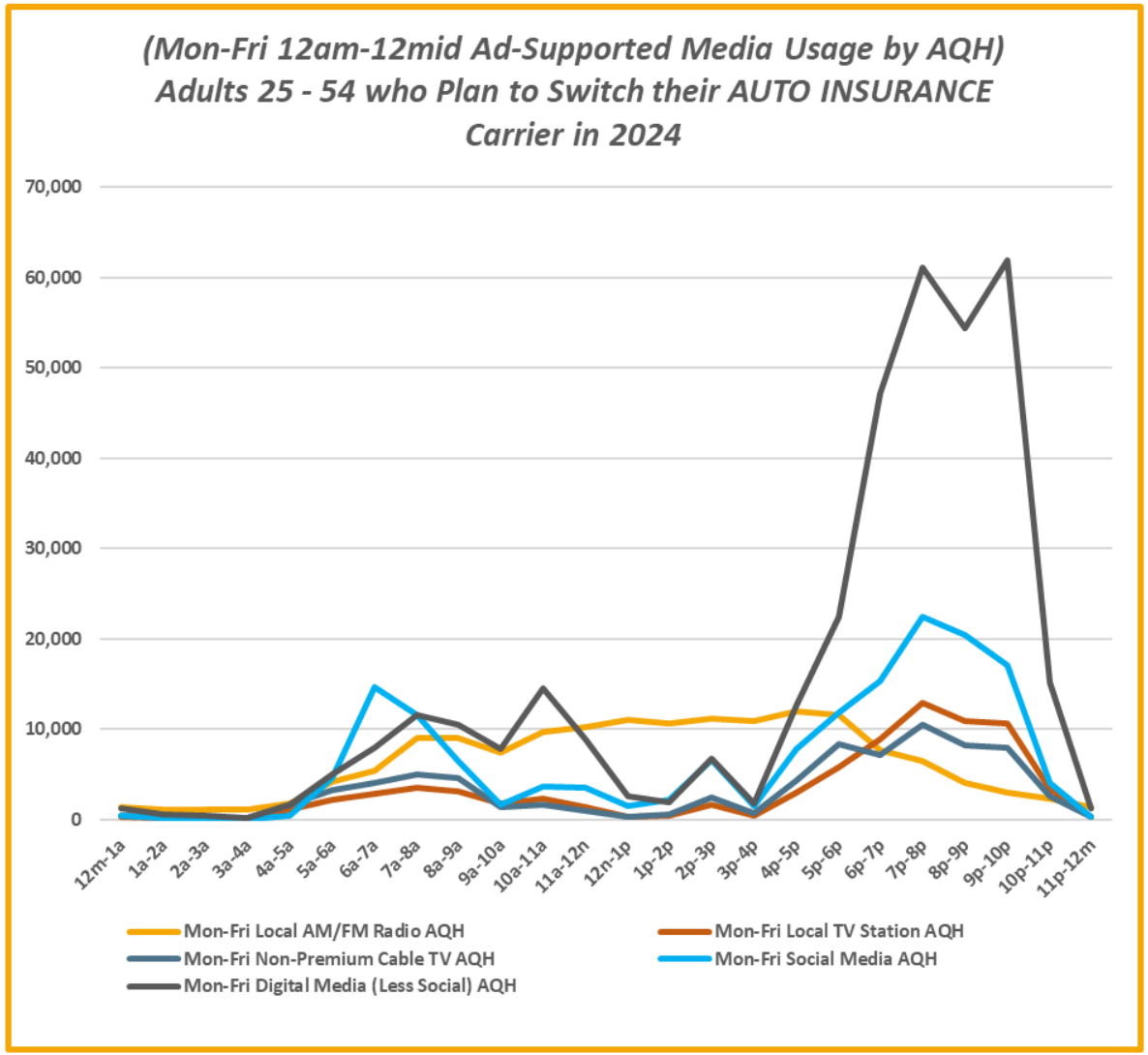
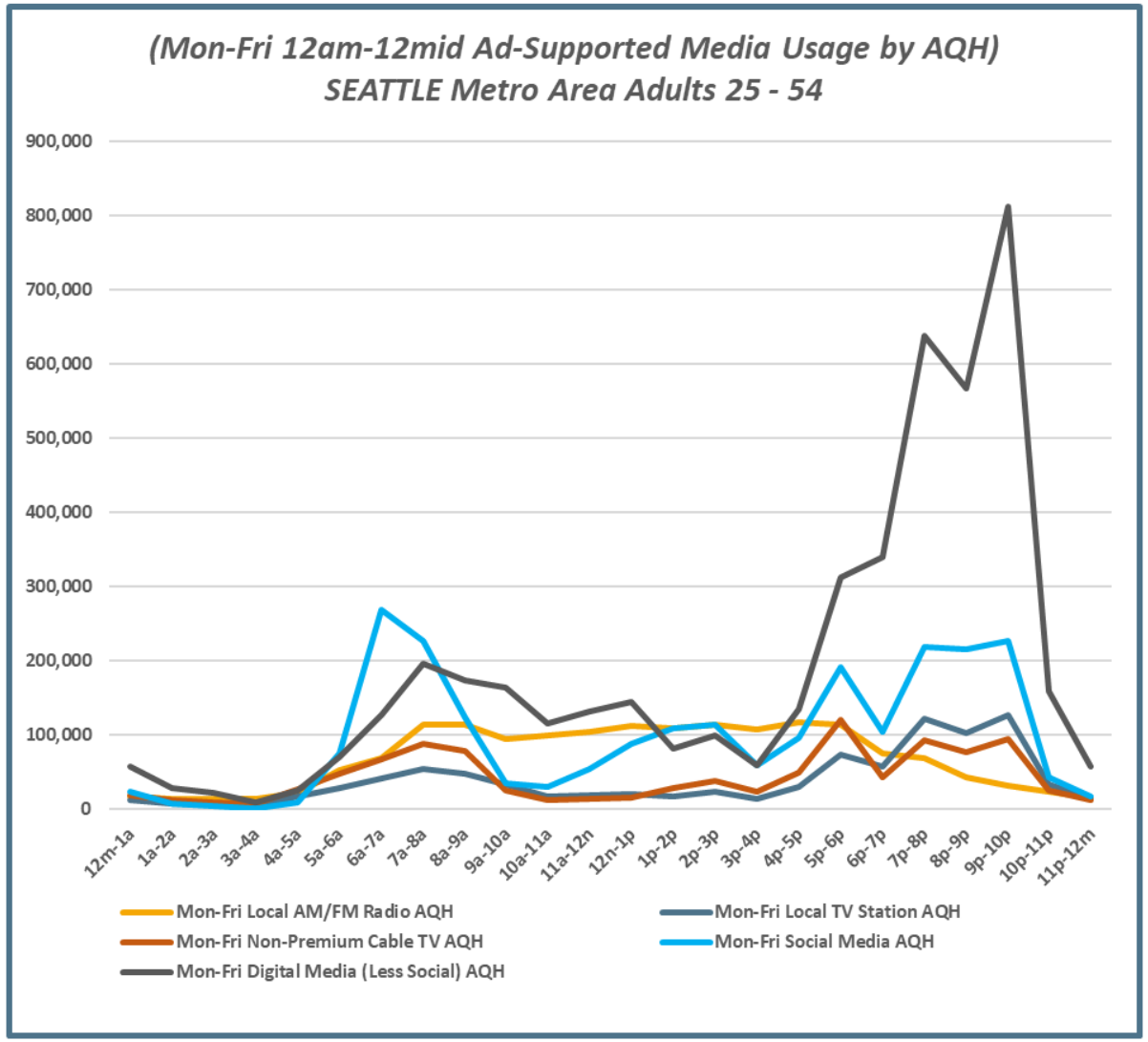
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 12,055; Local Radio: 9,693; Social Media: 6,825; Non-Prem. Cable: 3,227; Local TV: 2,747 reaching Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024.





SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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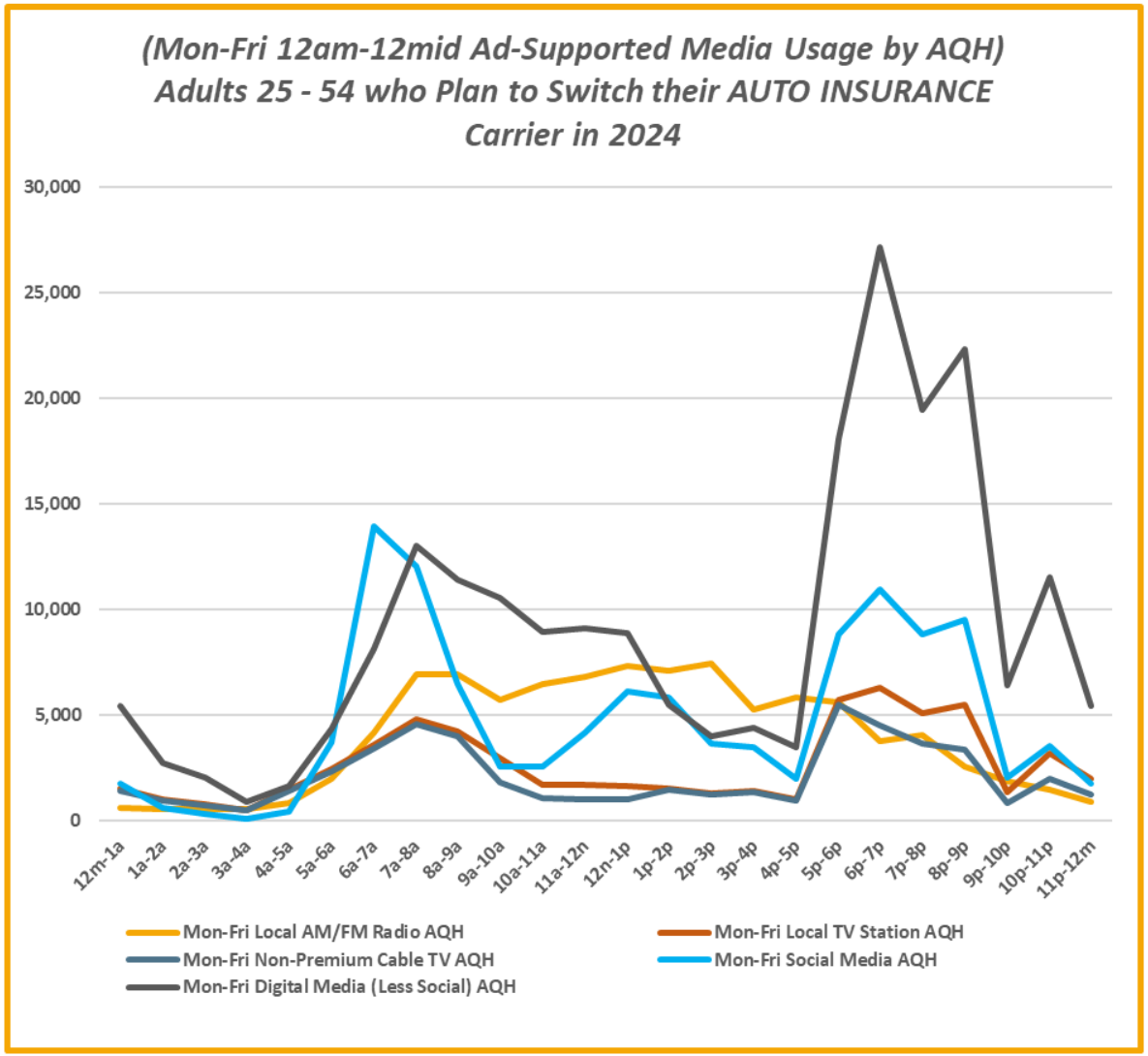
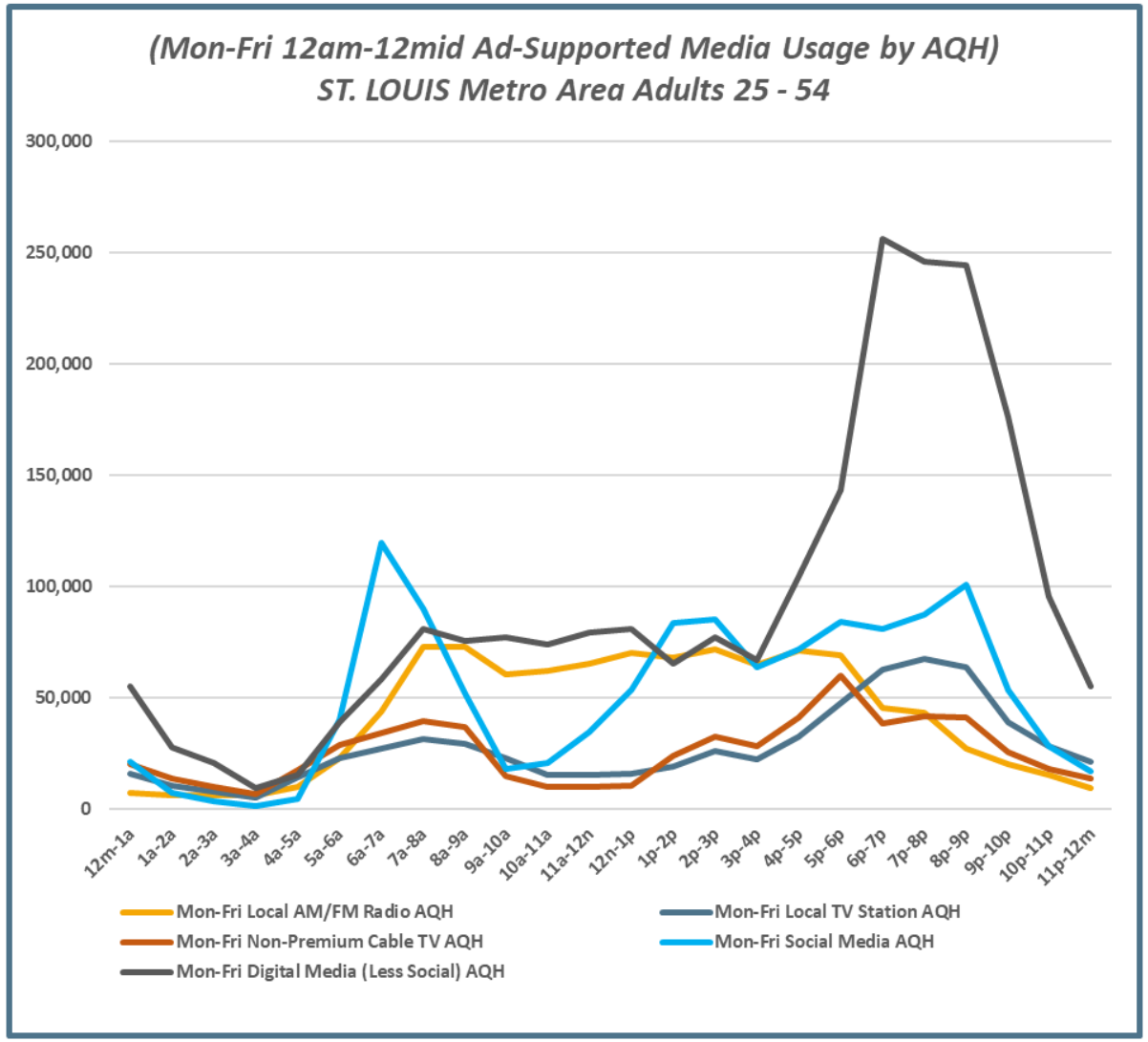
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,199; Social Media: 6,352; Local Radio: 6,100; Local TV: 2,915; Non-Prem. Cable: 2,453 reaching Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024.





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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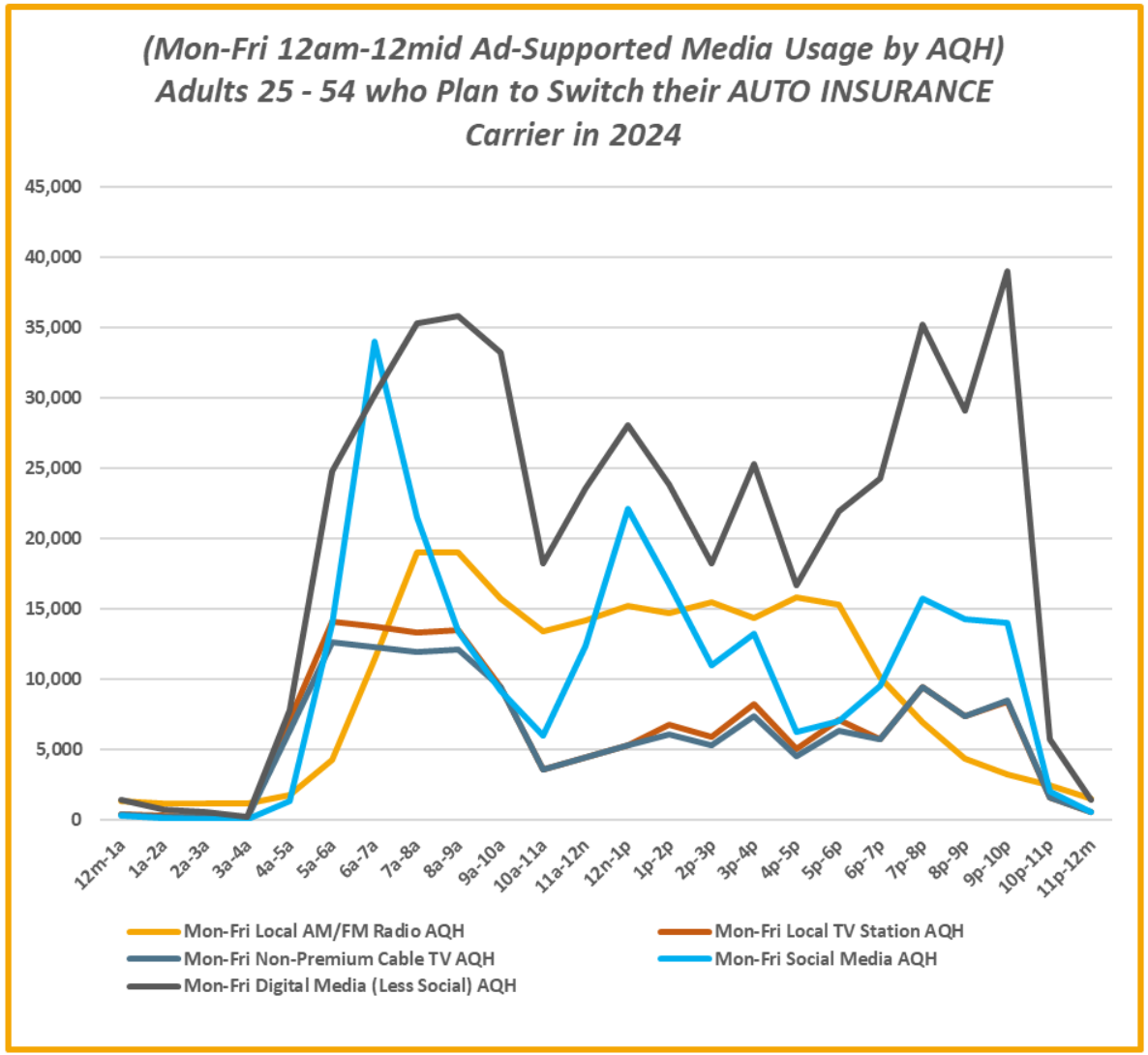
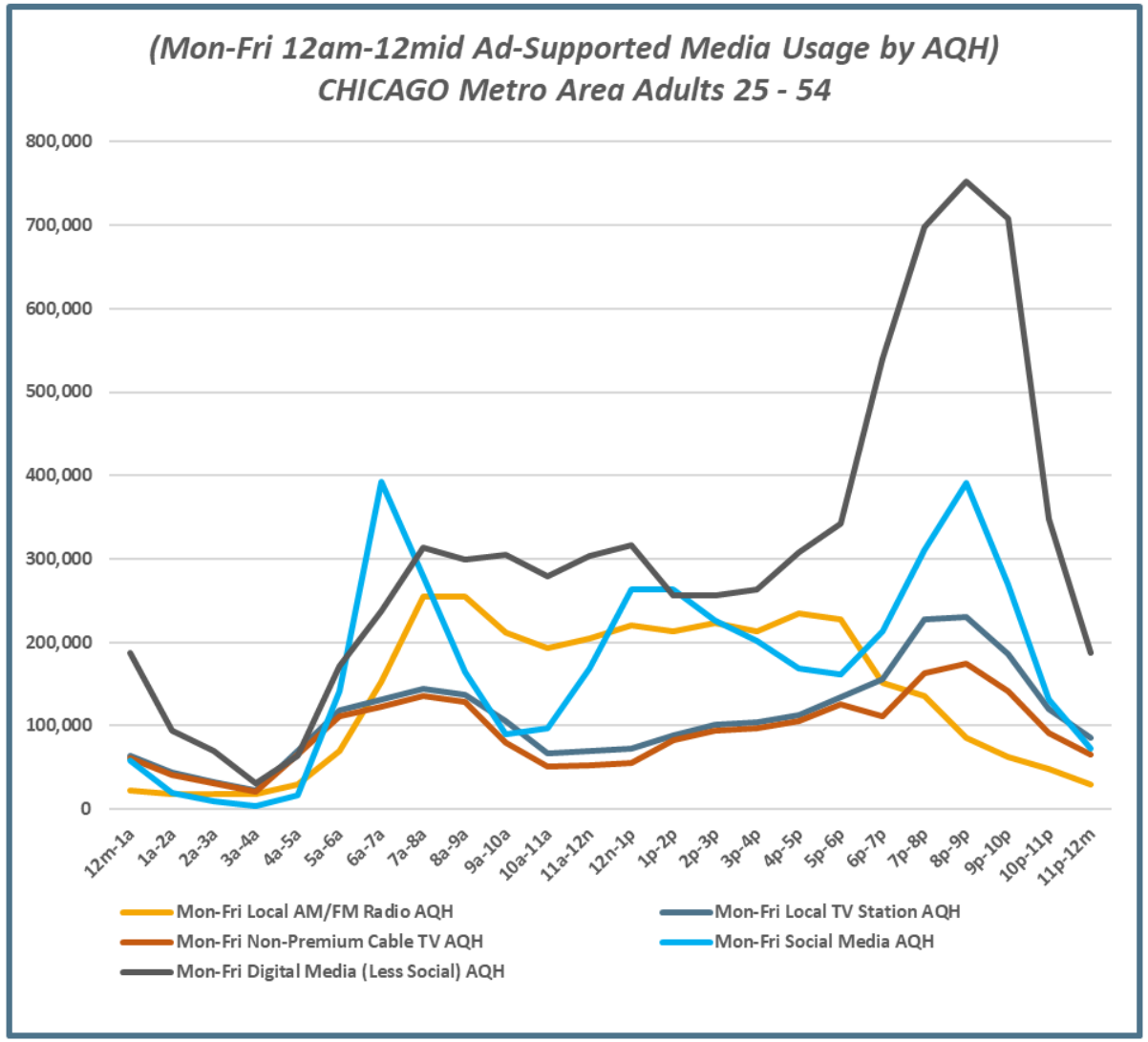
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 25,745; Local Radio: 14,896; Social Media: 14,024; Local TV: 7,858; Non-Prem. Cable: 7,280 reaching Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024





CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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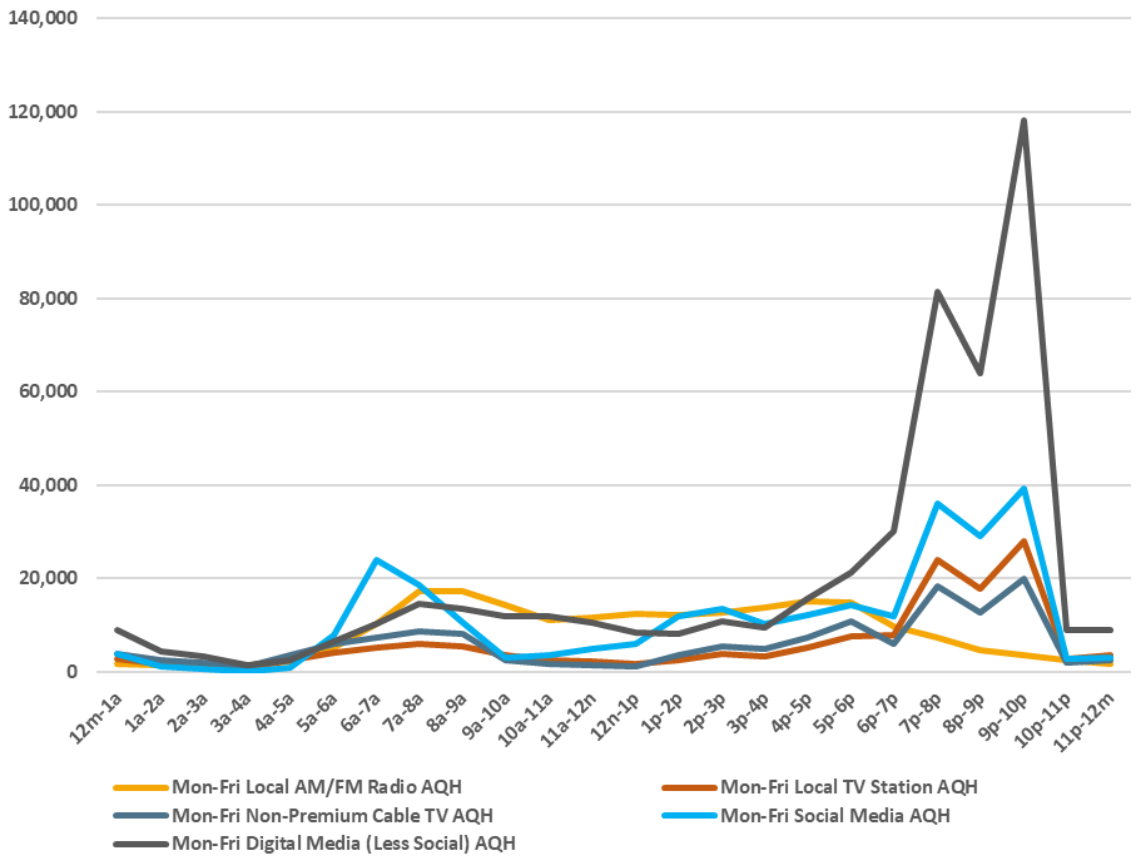
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

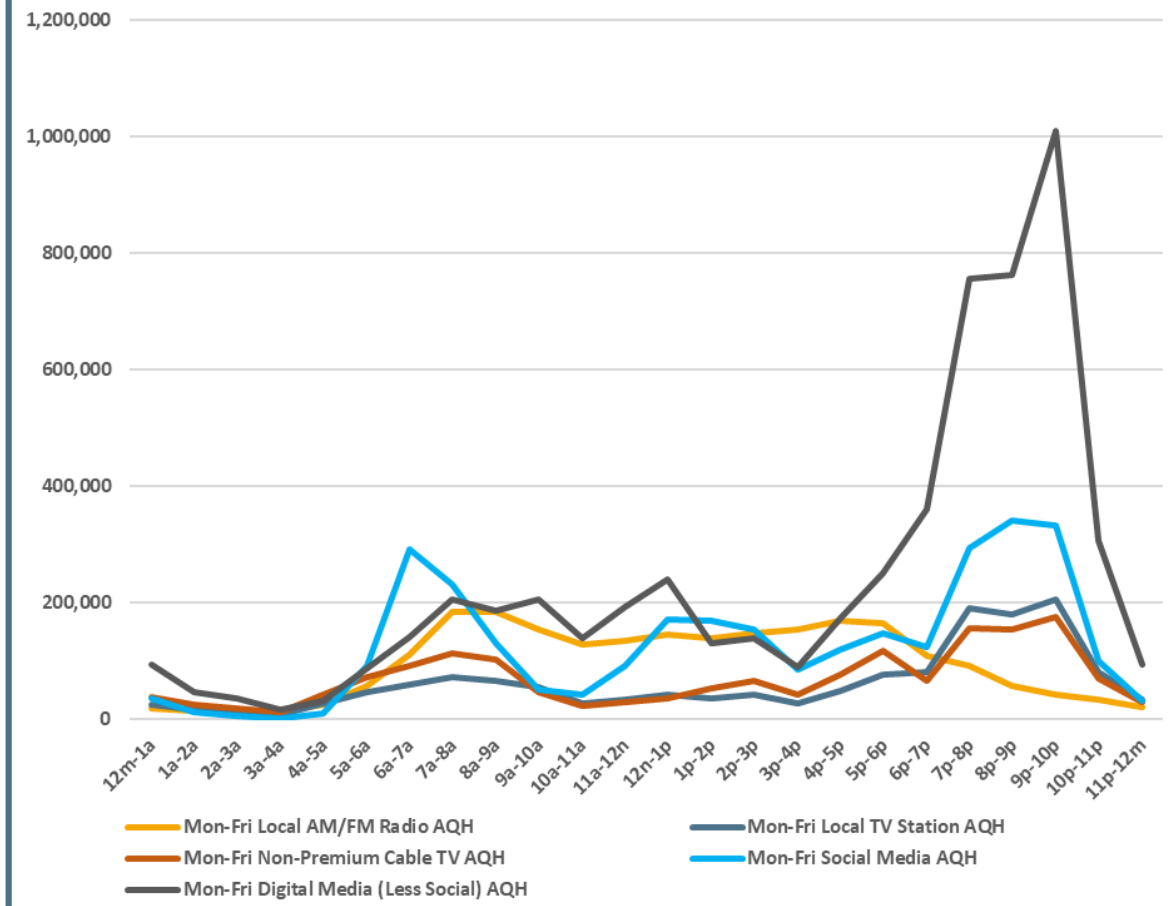
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,596; Local Radio: 13,340; Social Media: 11,176; Non-Prem. Cable: 5,379; Local TV: 4,427 reaching Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) WASHINGTON, DC Metro Area Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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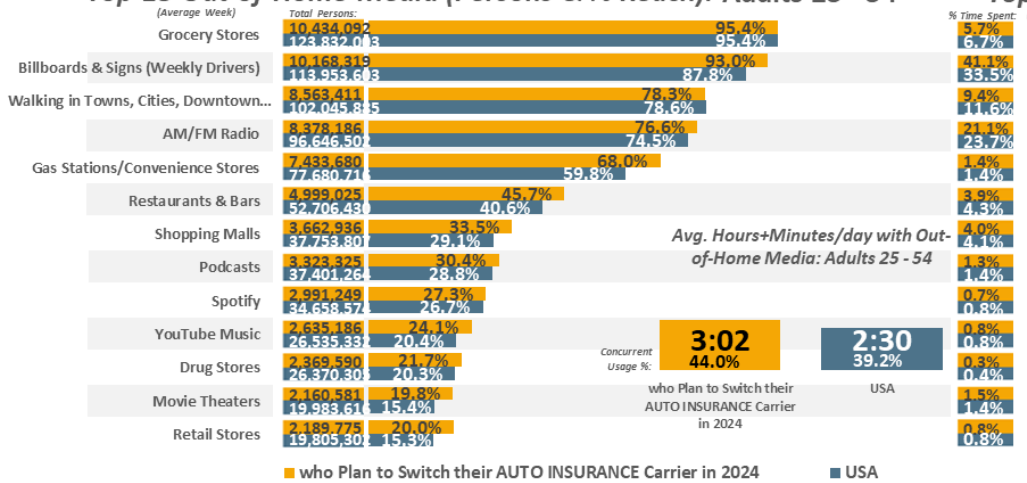
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

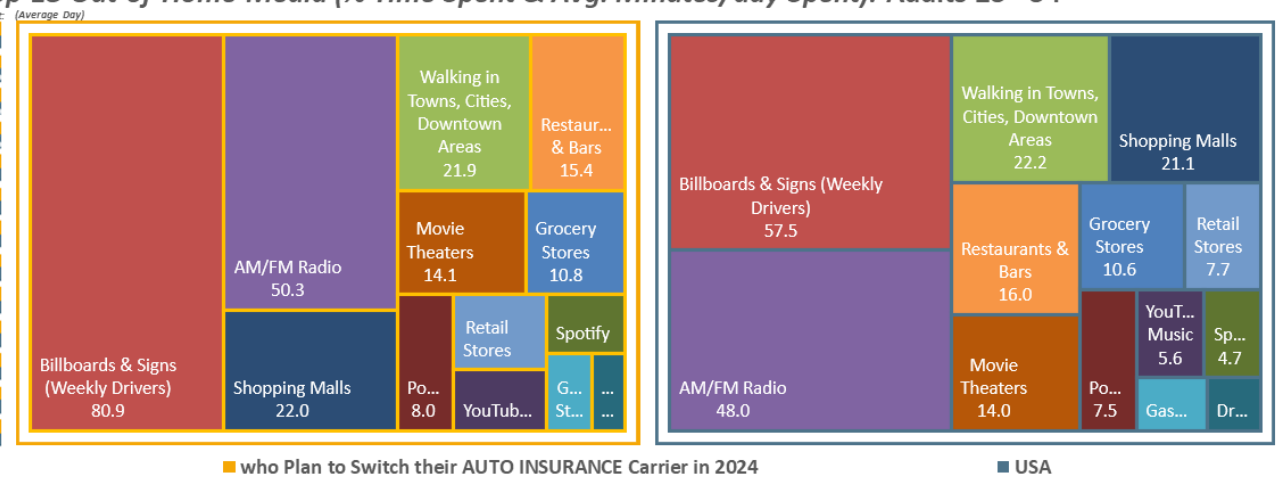
USA | P25-54 Plan to Switch Auto Insurance

10,168,319 or 93.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 80.9 minutes per day driving, seeing Billboards and Signs. 72.9% Listen to Local Radio Stations Out-of-Home for an average of 45.6 minutes/day

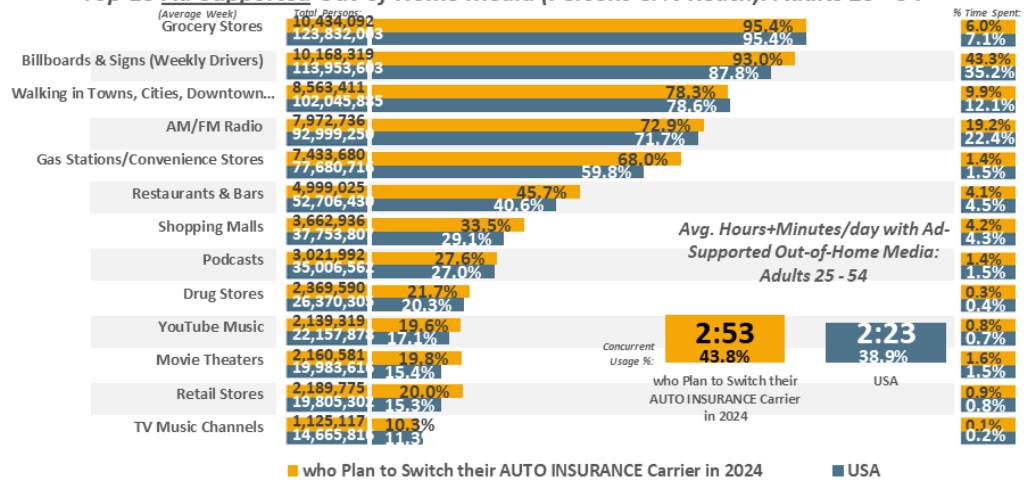
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



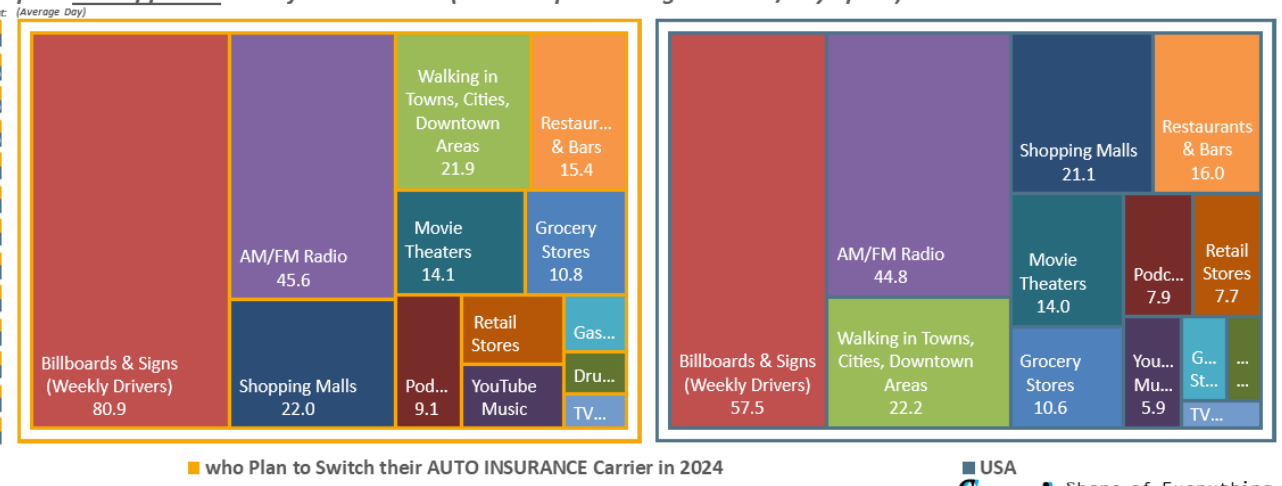
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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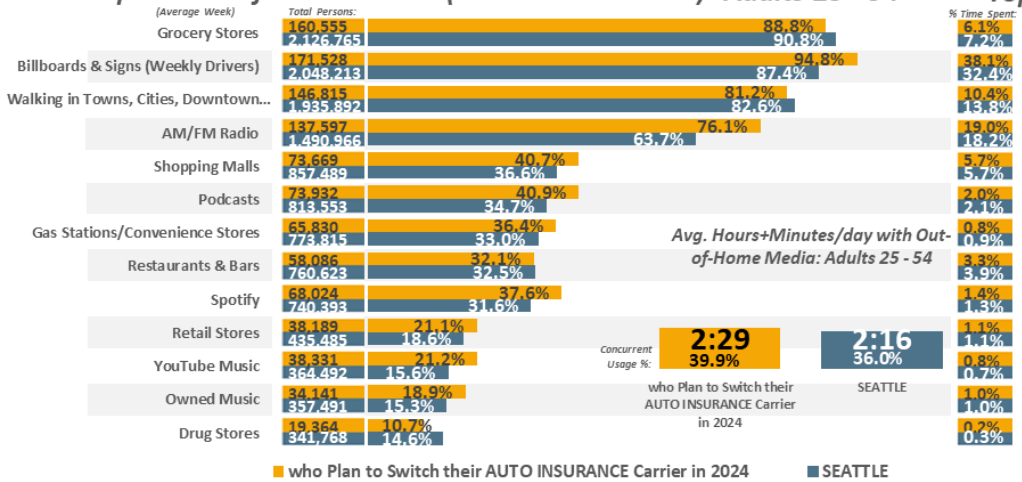
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

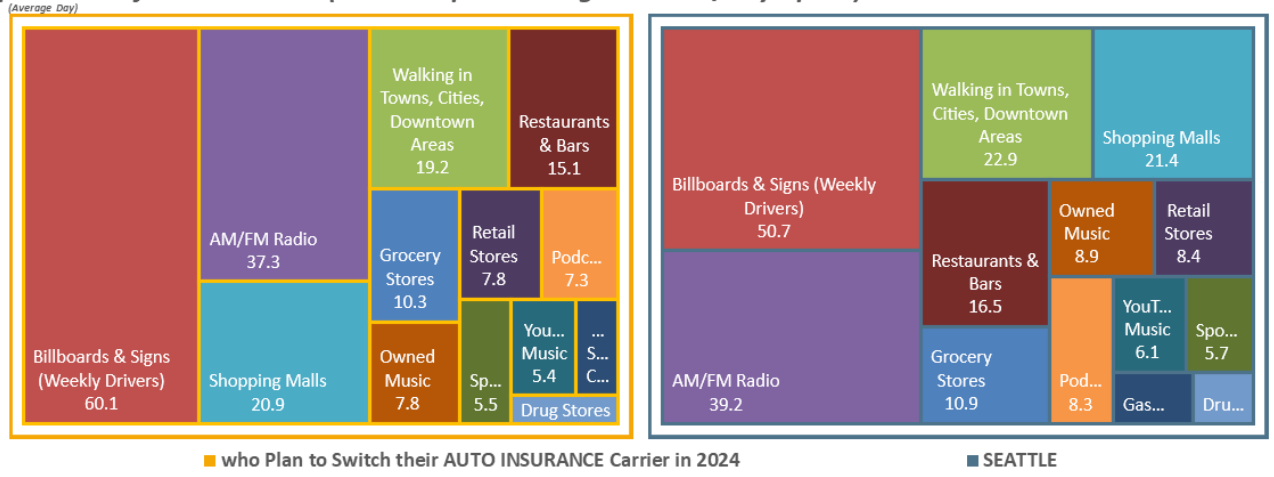
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

171,528 or 94.8% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 60.1 minutes per day driving, seeing Billboards and Signs. 75.1% Listen to Local Radio Stations Out-of-Home for an average of 33.1 minutes/day.

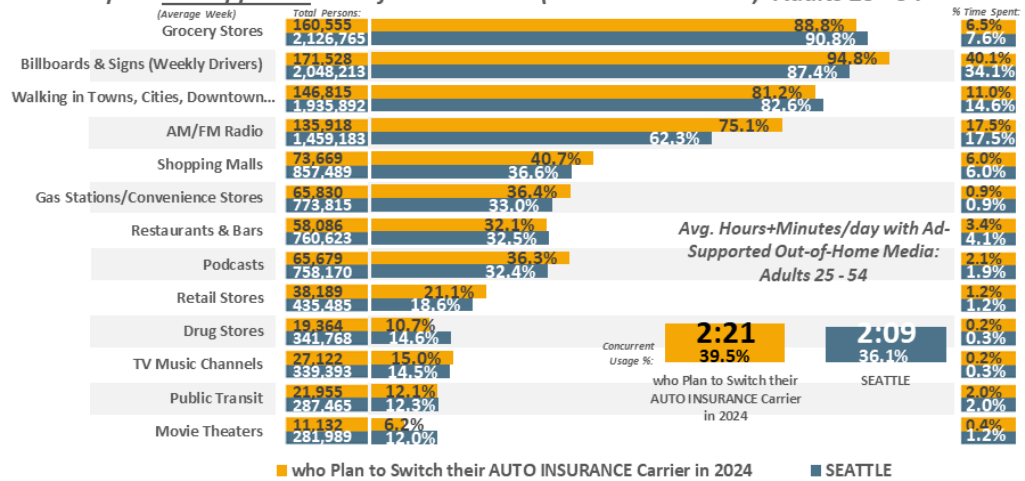
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



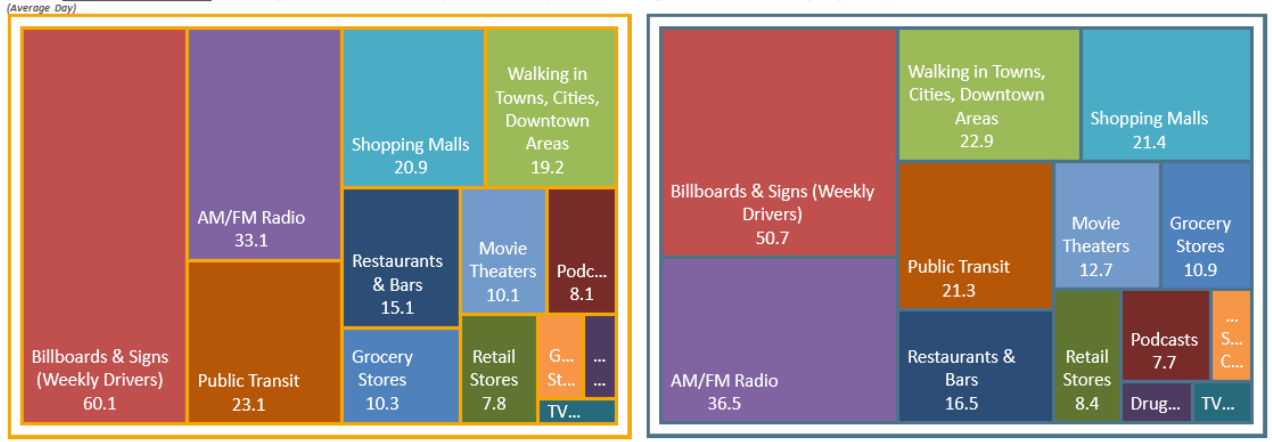
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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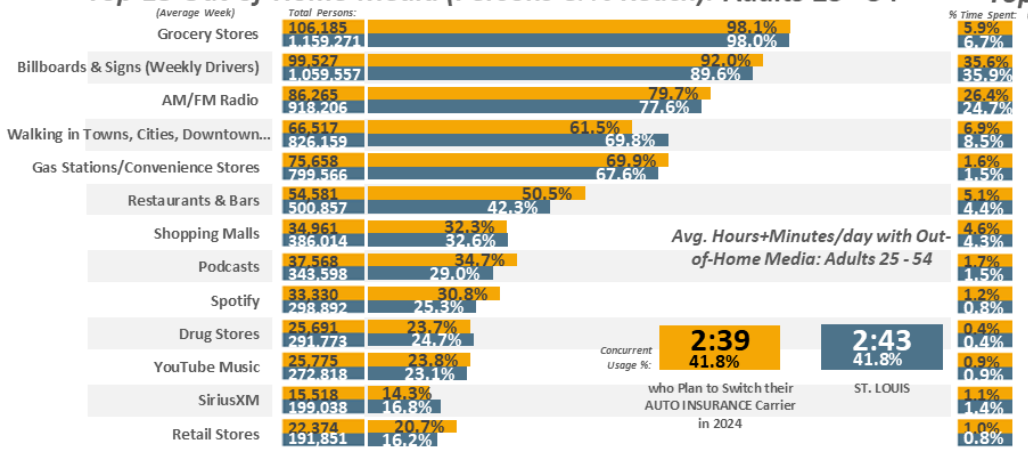
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

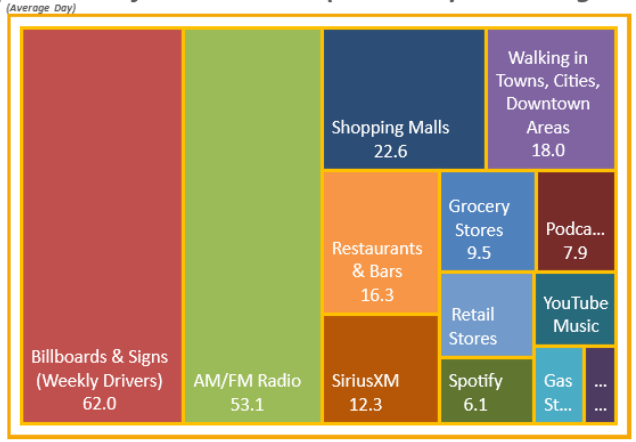
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

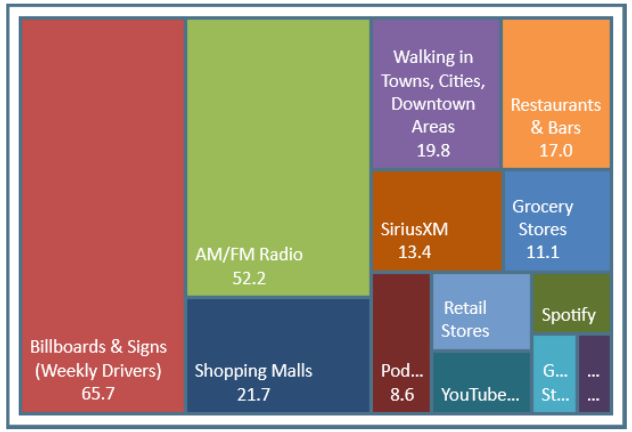
99,527 or 92.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 62. minutes per day driving, seeing Billboards and Signs. 77.5% Listen to Local Radio Stations Out-of-Home for an average of 49.4 minutes/day.

Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54

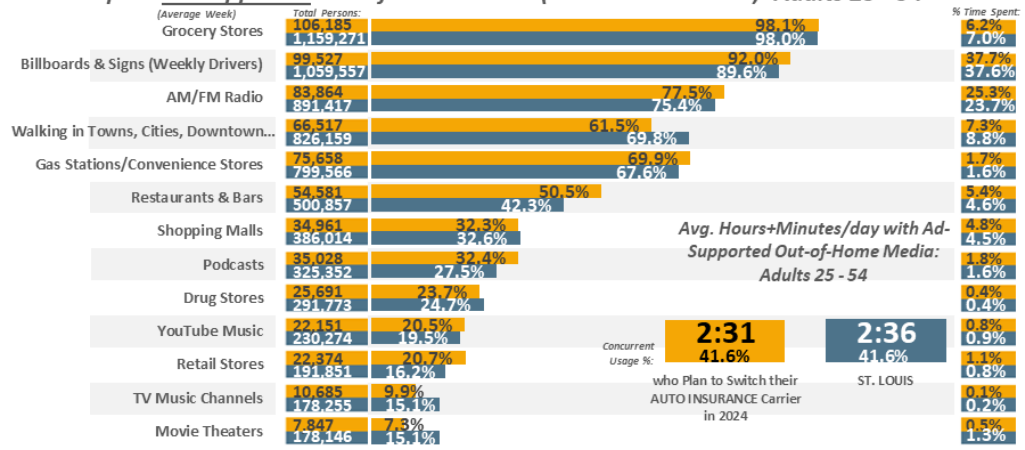


Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

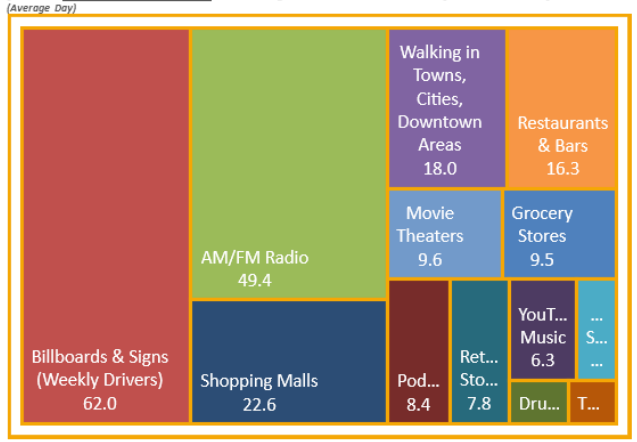


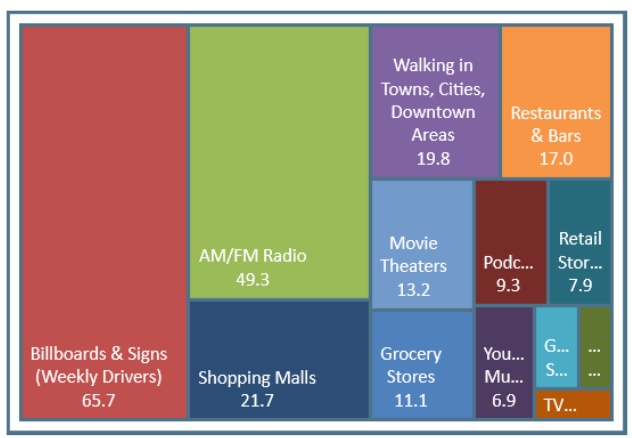


Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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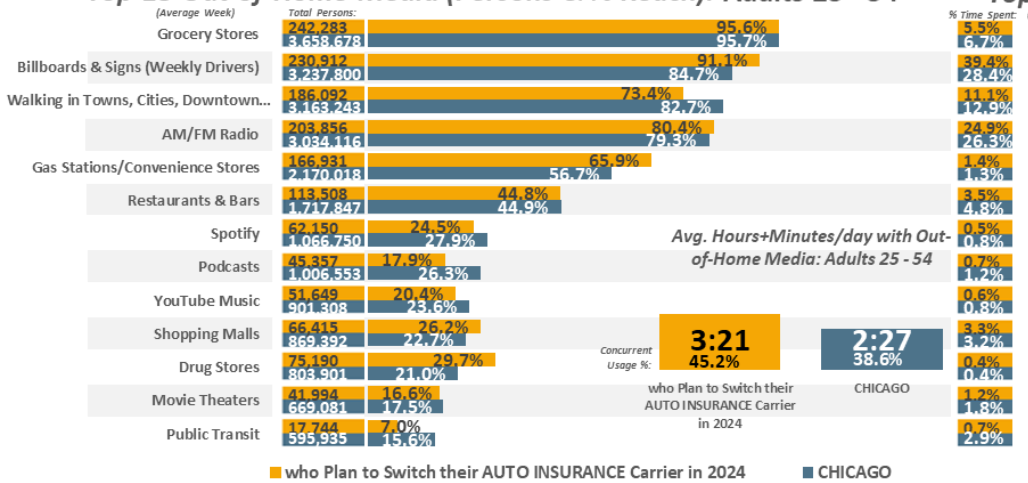
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

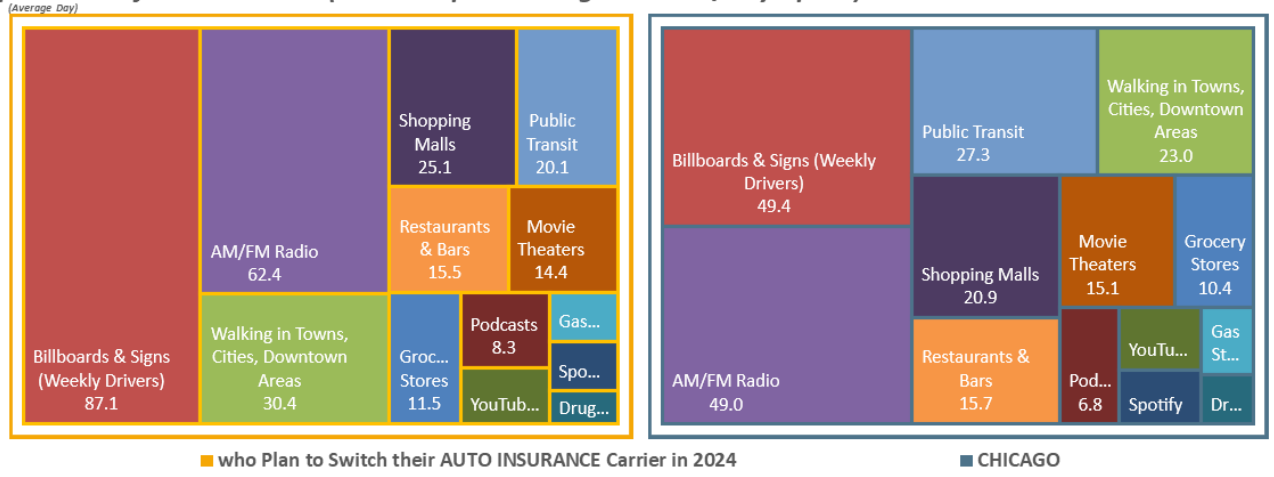
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

230,912 or 91.1% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 87.1 minutes per day driving, seeing Billboards and Signs. 77.5% Listen to Local Radio Stations Out-of-Home for an average of 60.5 minutes/day.

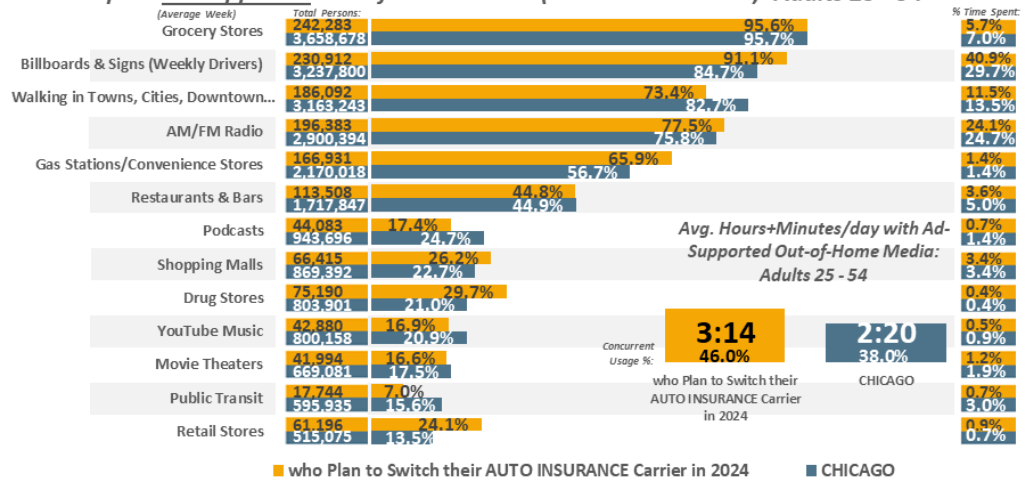
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



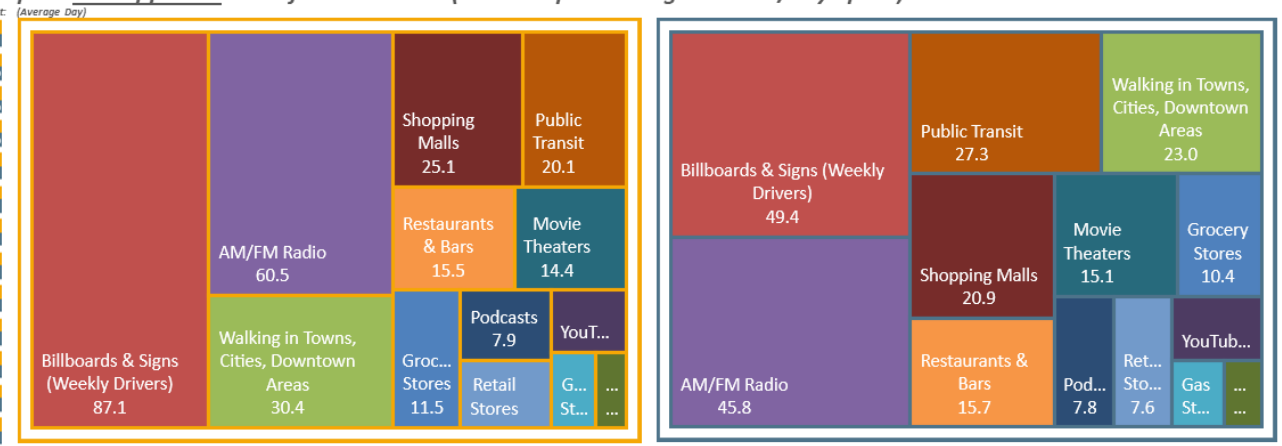
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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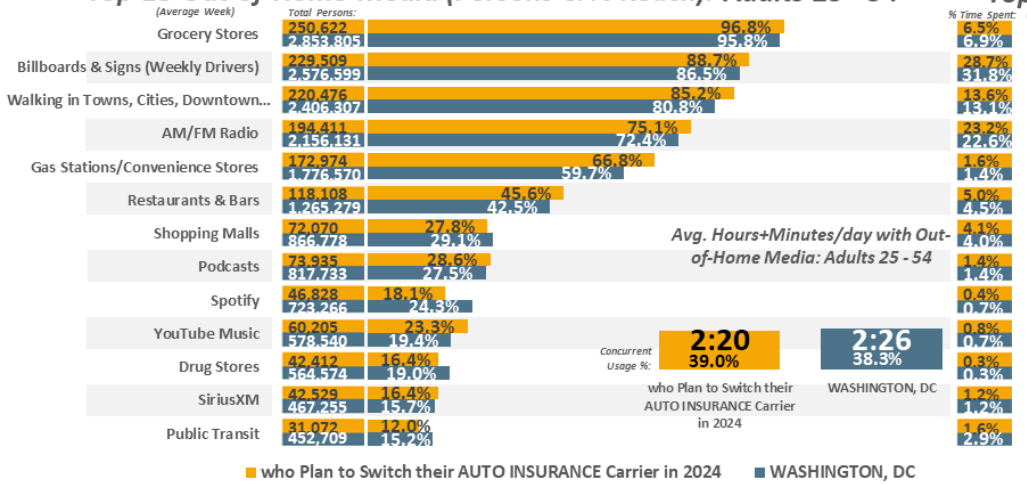
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

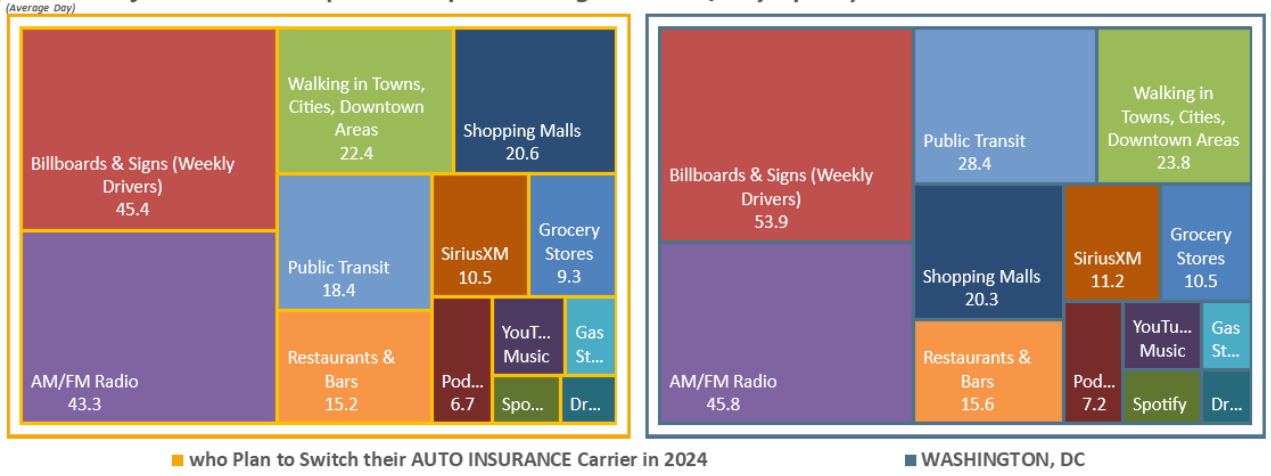
Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

229,509 or 88.7% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 45.4 minutes per day driving, seeing Billboards and Signs. 70.4% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minutes/day.

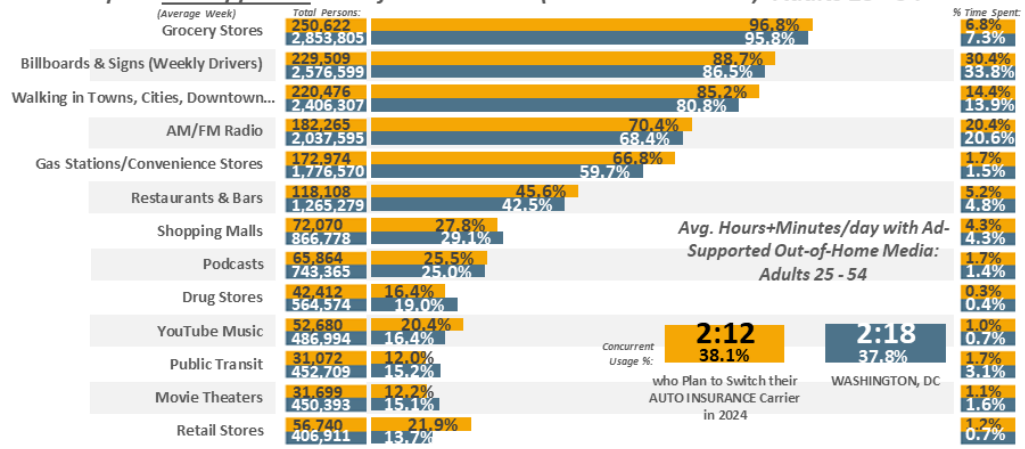
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 54



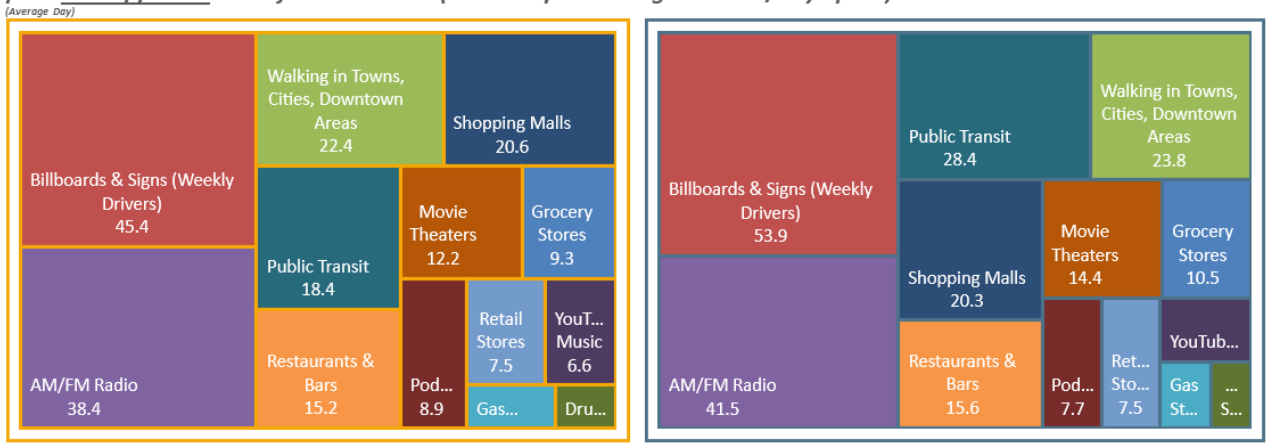
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 54



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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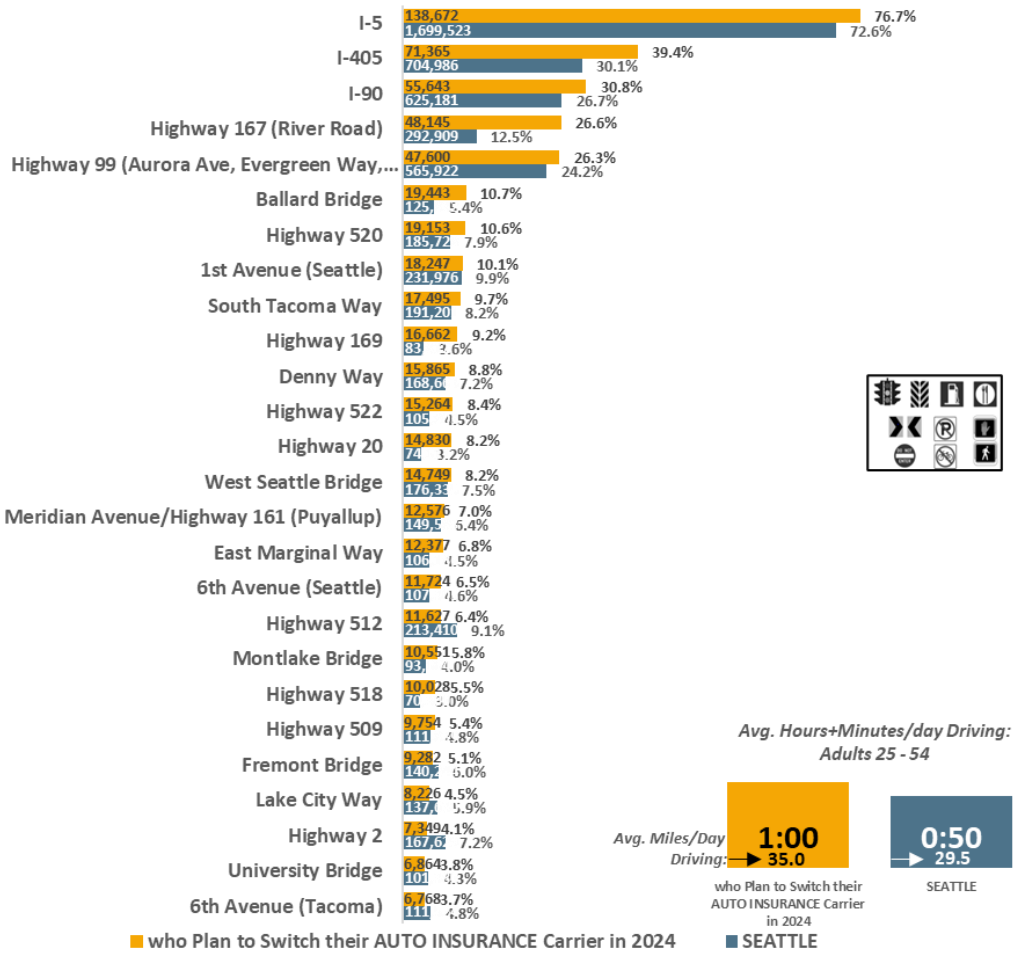
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Seattle-Tacoma DMA | P25-54 Plan to Switch Auto Insurance

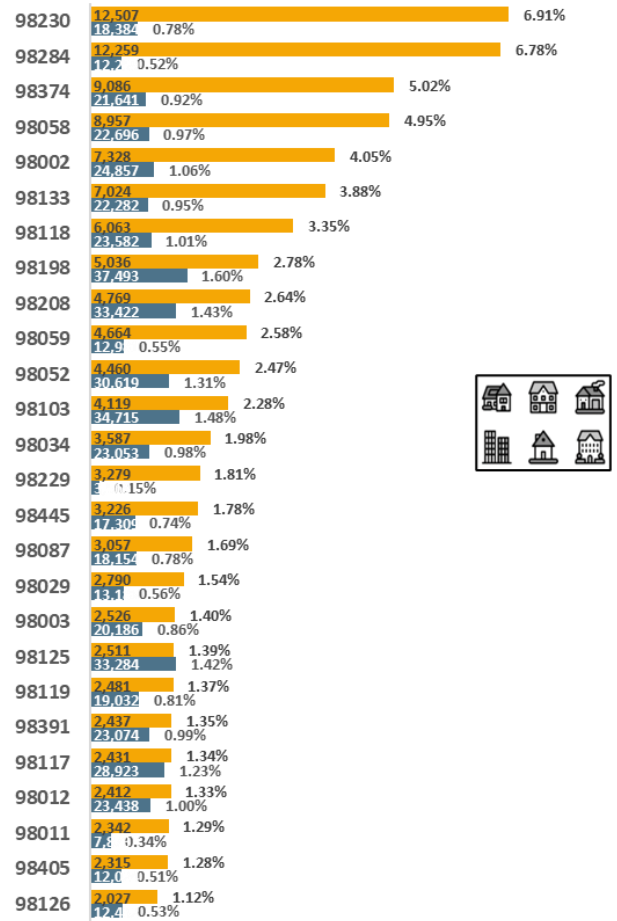
171,528 or 94.8% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 60.1 minutes per day driving an average of 35. miles each day and are 157.4% more likely to use Highway 169 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54

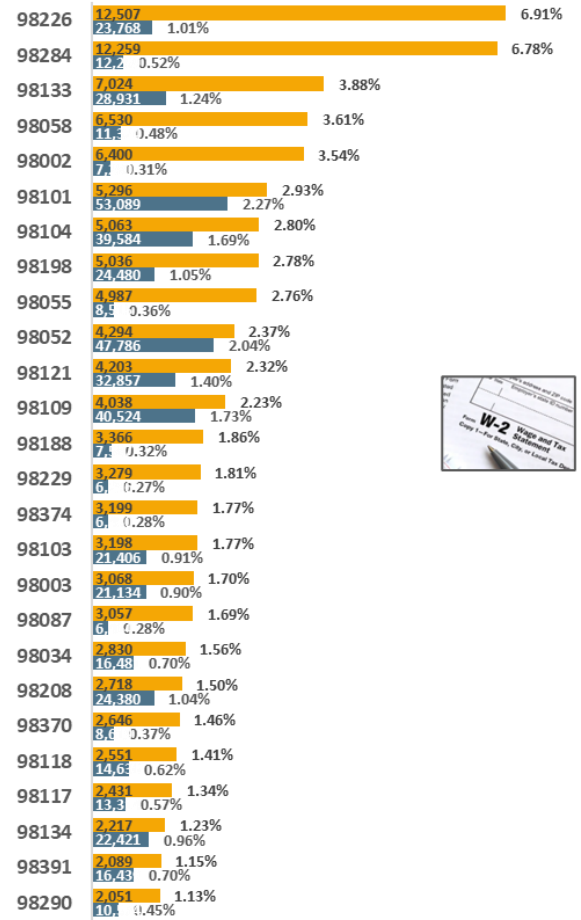


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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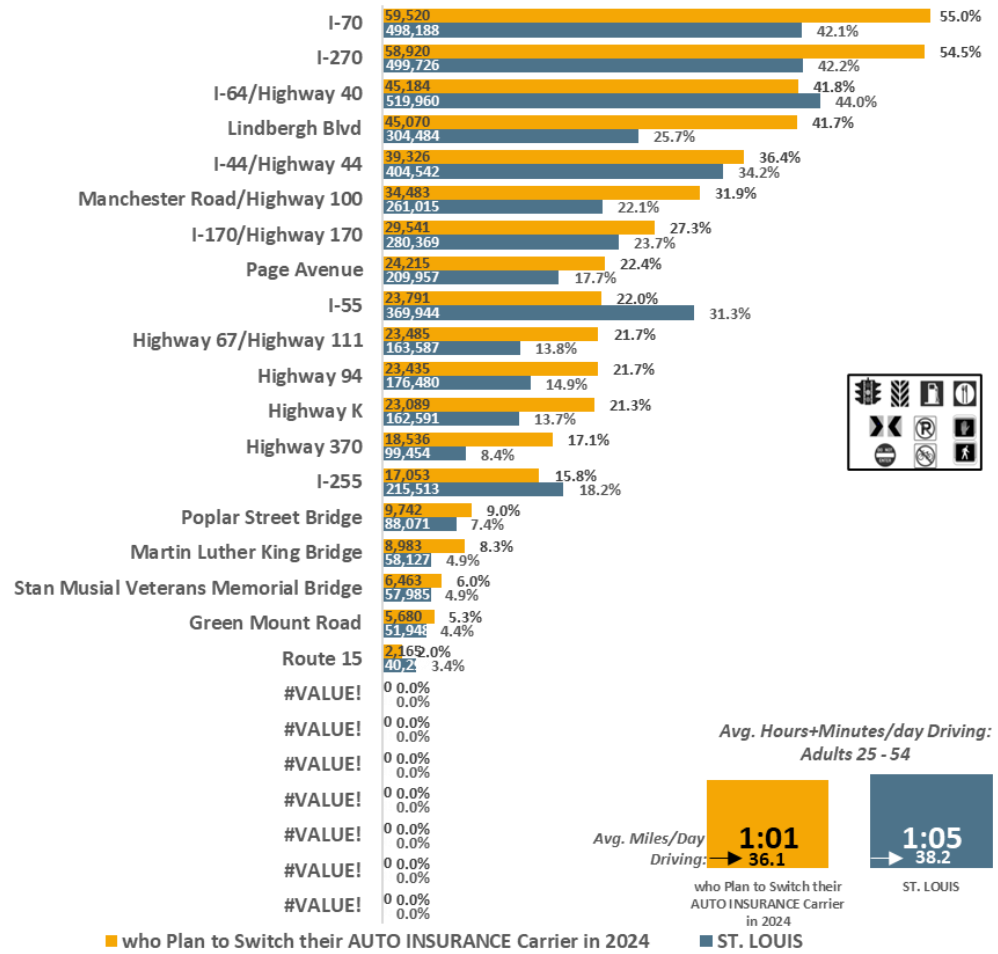
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

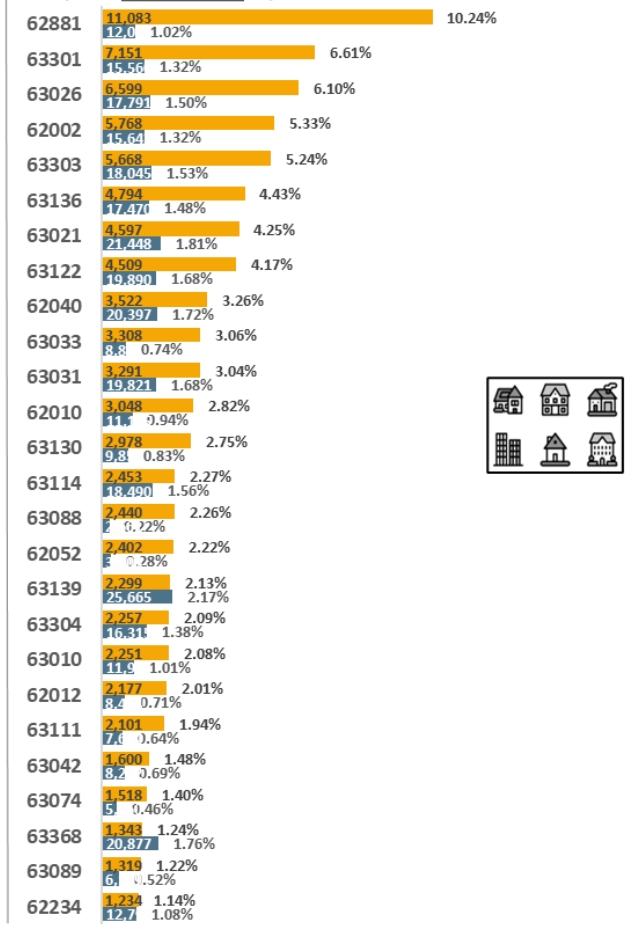
99,527 or 92.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 62. minutes per day driving an average of 36.1 miles each day and are 103.8% more likely to use Highway 370 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54

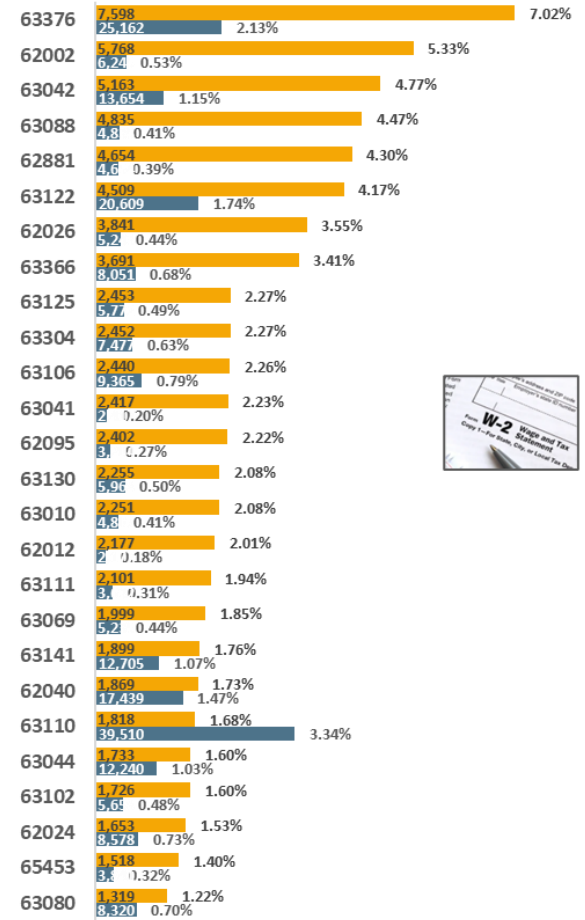


Avg. Hours+Minutes/day Driving: Adults 25 - 54

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



■ who Plan to Switch their AUTO INSURANCE Carrier in 2024 ■ ST. LOUIS

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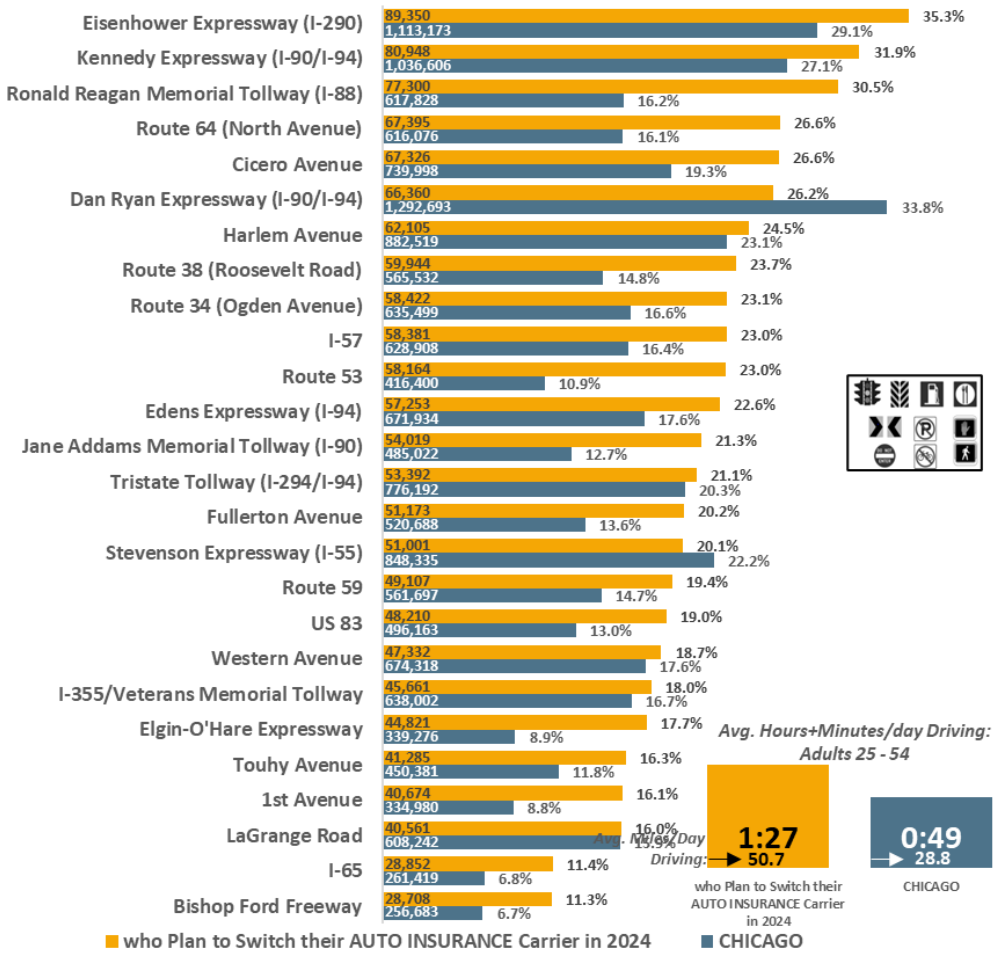
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

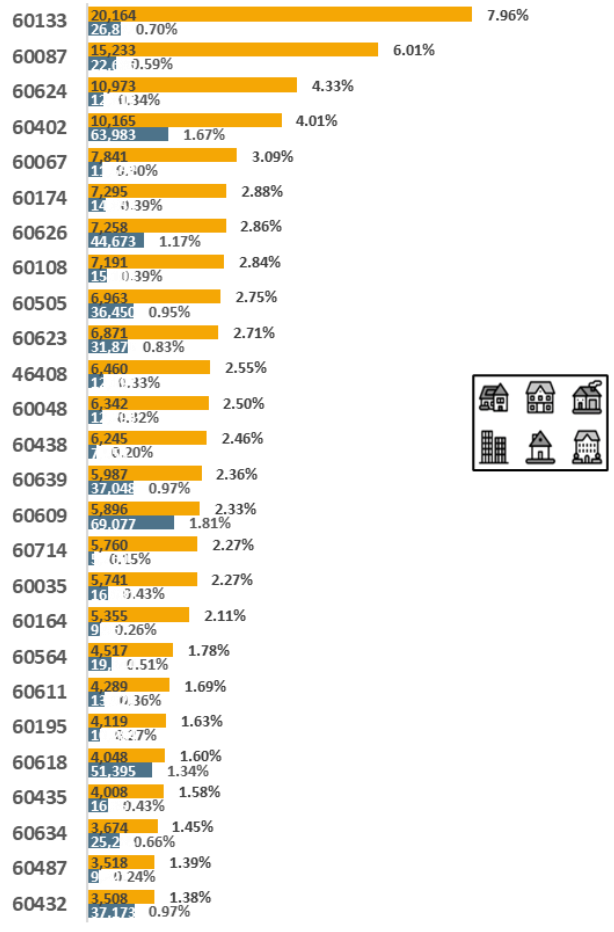
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

230,912 or 91.1% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 87.1 minutes per day driving an average of 50.7 miles each day and are 110.8% more likely to use Route 53 than the Metro average.

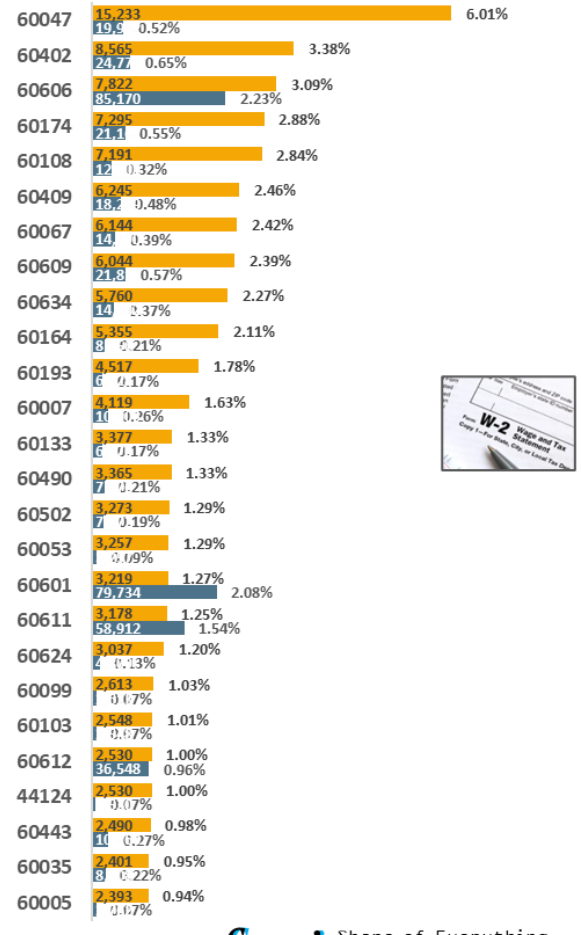
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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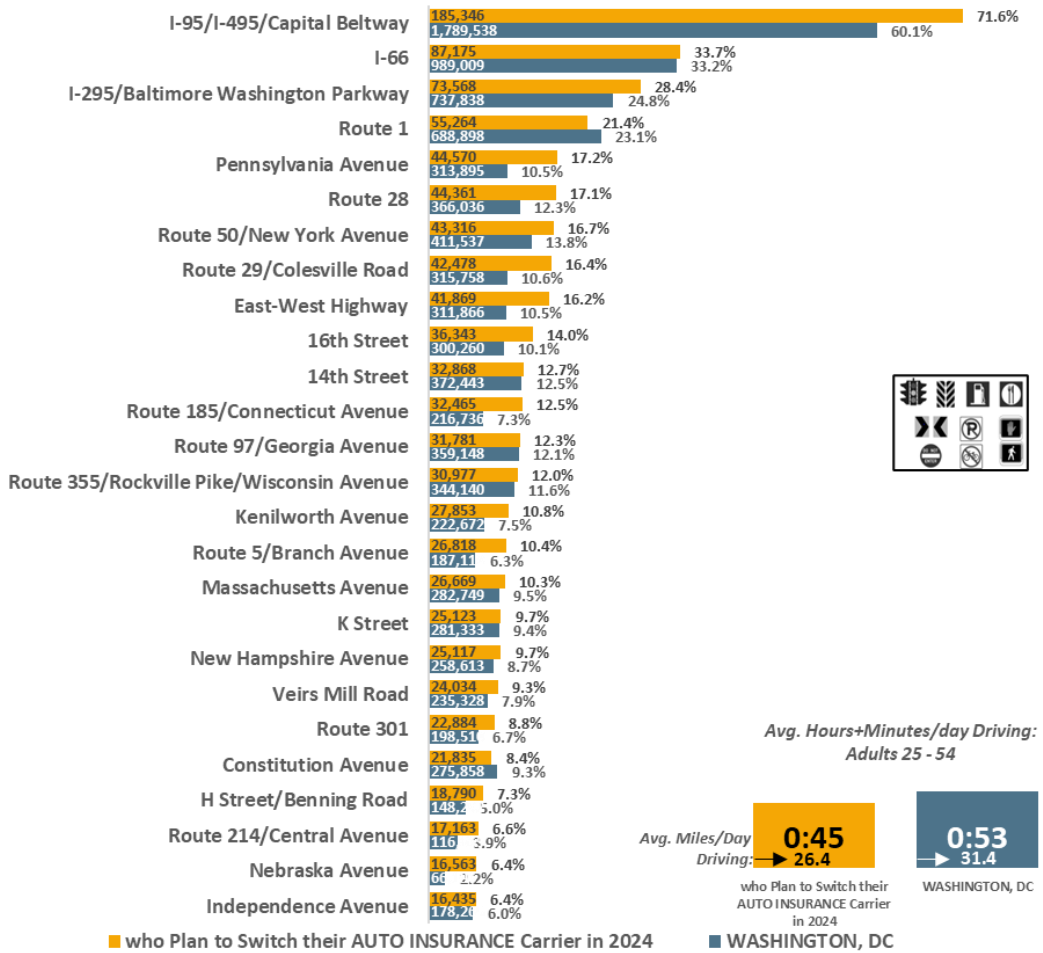
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Washington, DC DMA | **P25-54 Plan to Switch Auto Insurance**

229,509 or 88.7% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 spend an average of 45.4 minutes per day driving an average of 26.4 miles each day and are 72.3% more likely to use Route 185/Connecticut Avenue than the Metro aver

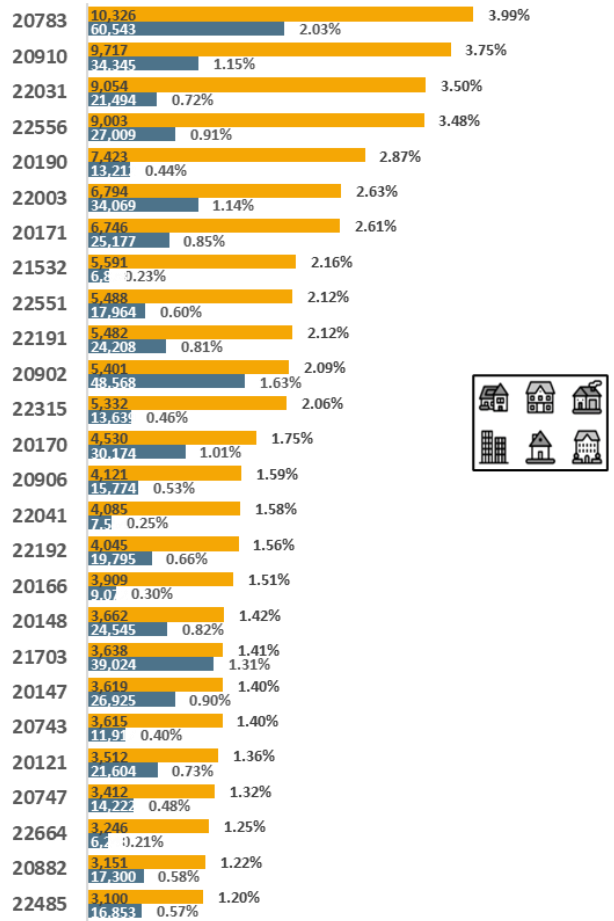
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 25 - 54



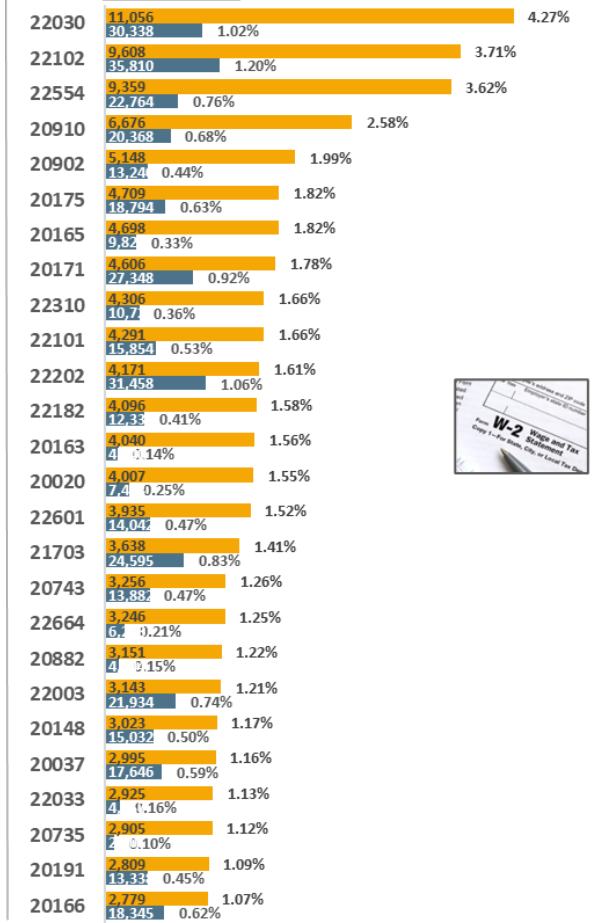
Avg. Hours+Minutes/day Driving: Adults 25 - 54

Avg. Miles/Day Driving:

Top-26 Residential Zip Codes: Adults 25 - 54



Top-26 Employment Zip Codes: Adults 25 - 54



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WASHINGTON, DC DMA Scarborough R1 2024: Feb23-Apr24 Qual Intab 331

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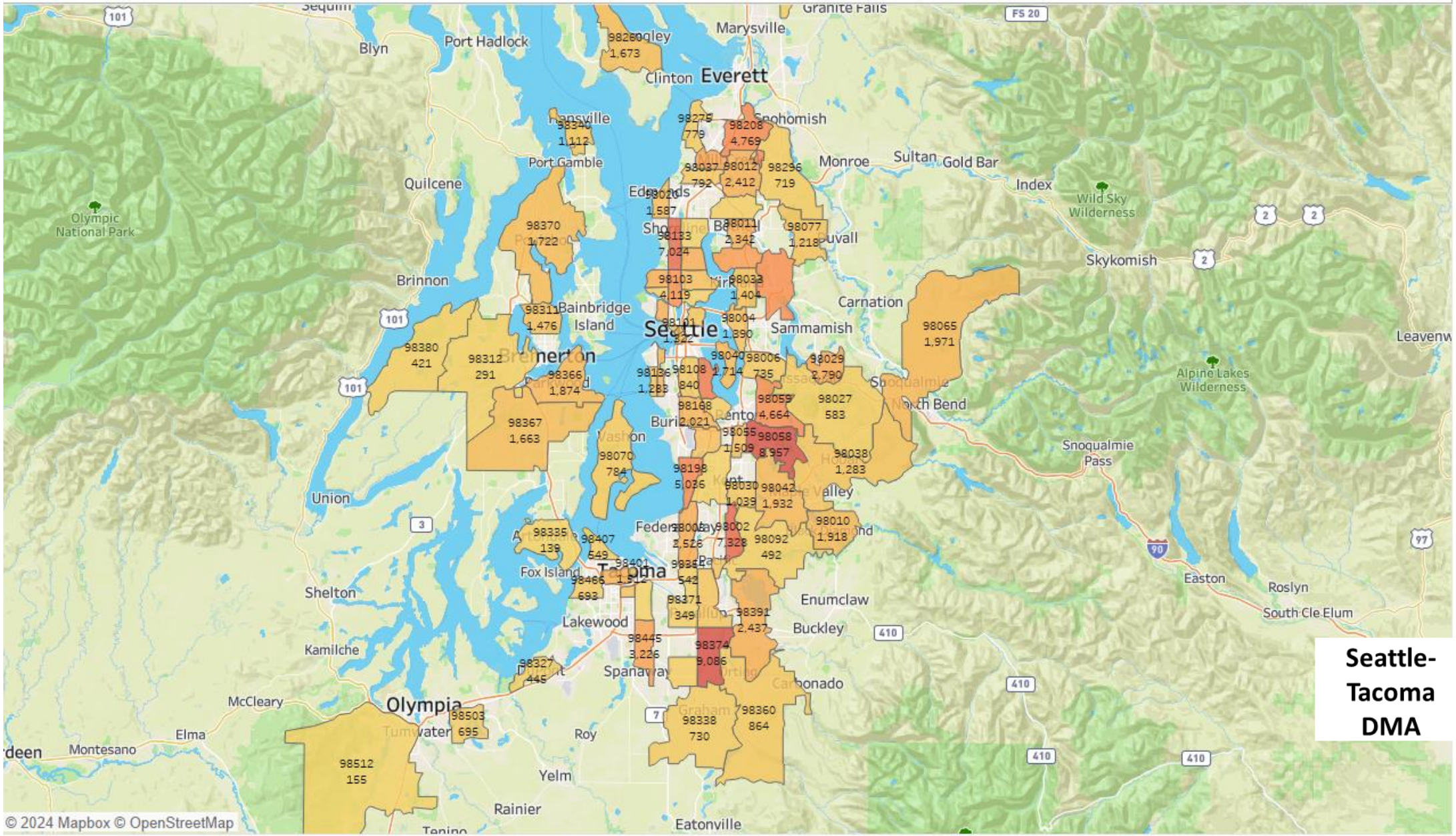
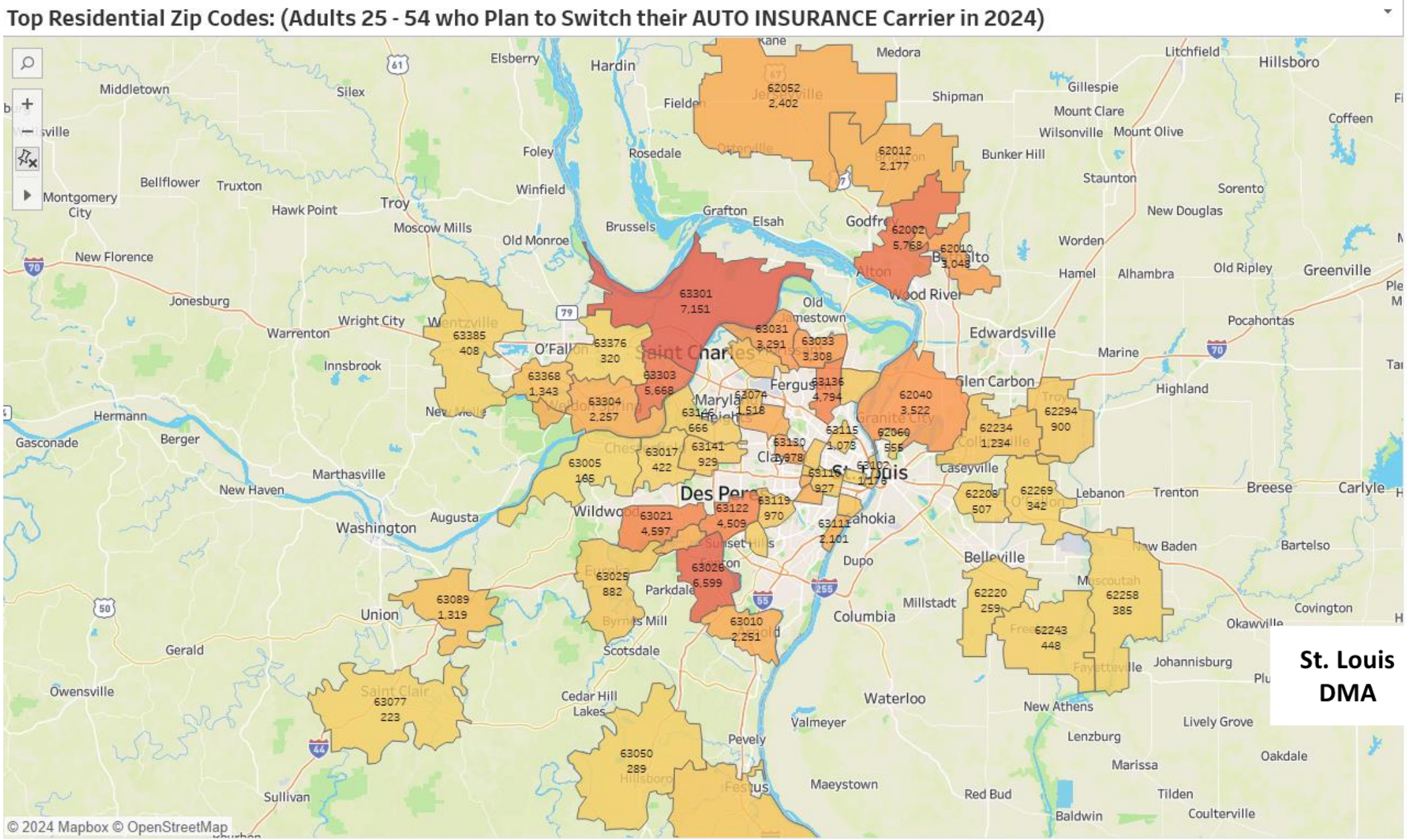
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Top Residential Zip Codes: (Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024)



Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Top Residential Zip Codes: (Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024)

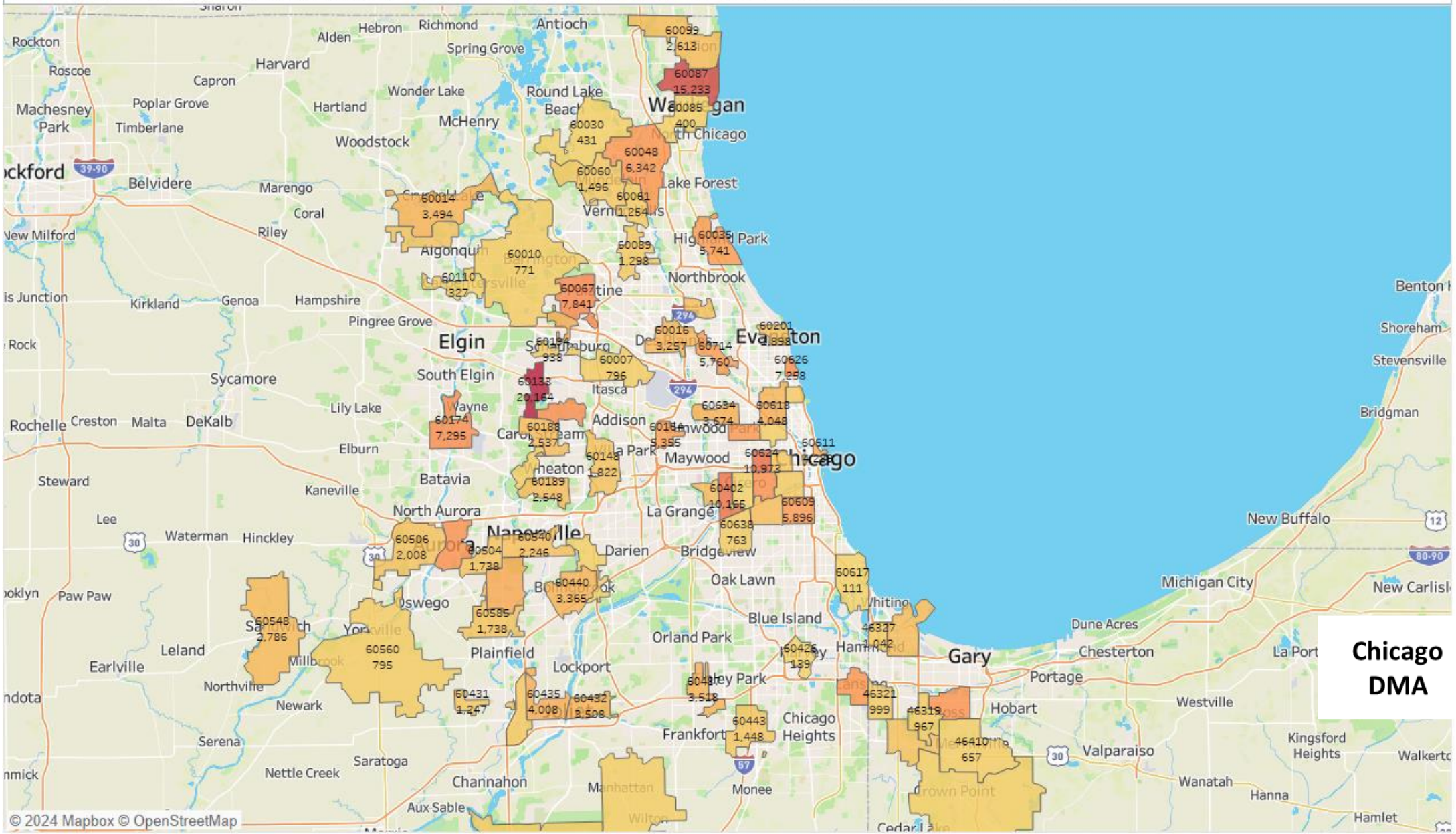


St. Louis DMA

P25-54 Plan to Switch Auto Insurance

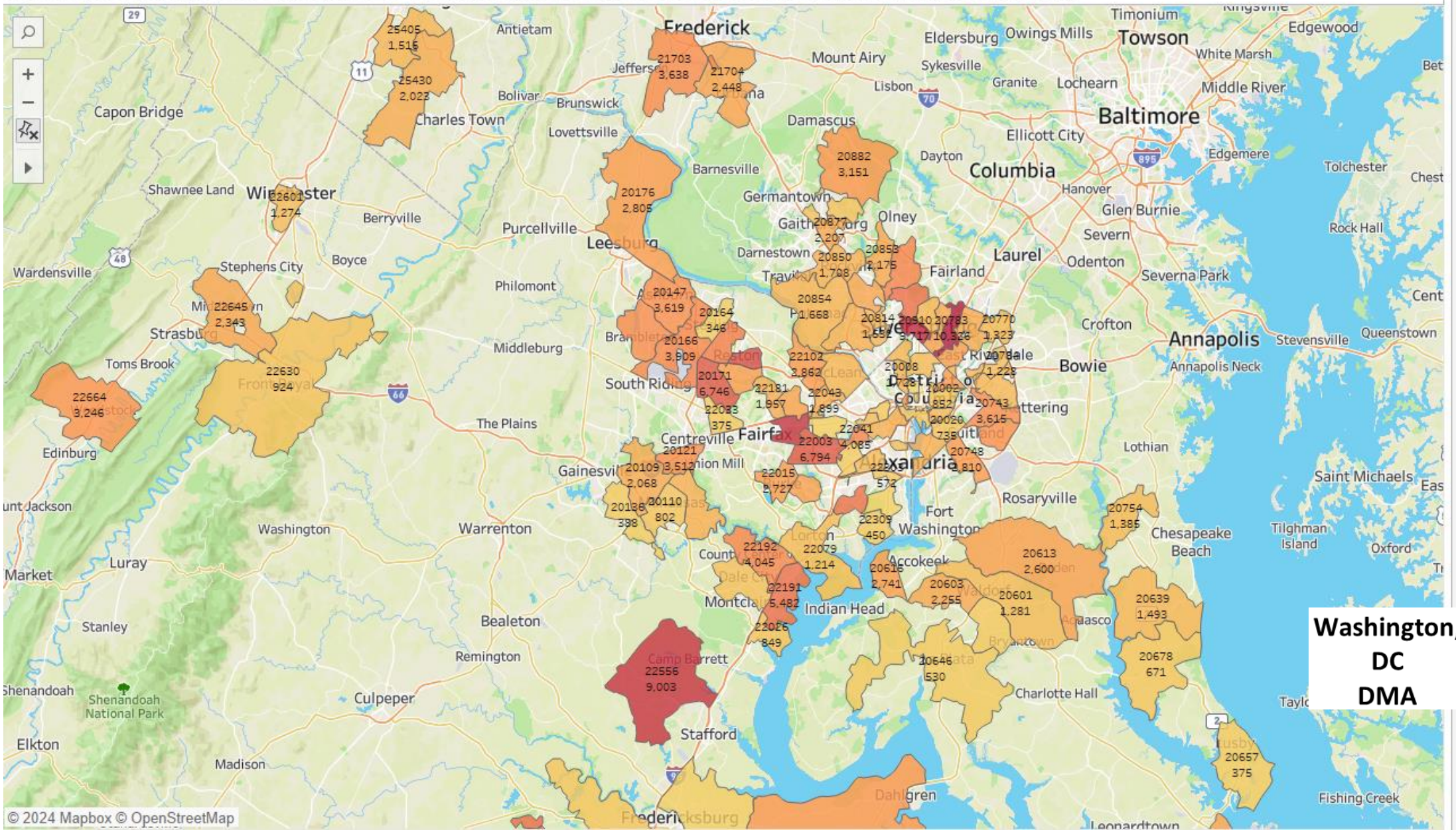
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Top Residential Zip Codes: (Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024)



Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

Top Residential Zip Codes: (Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024)

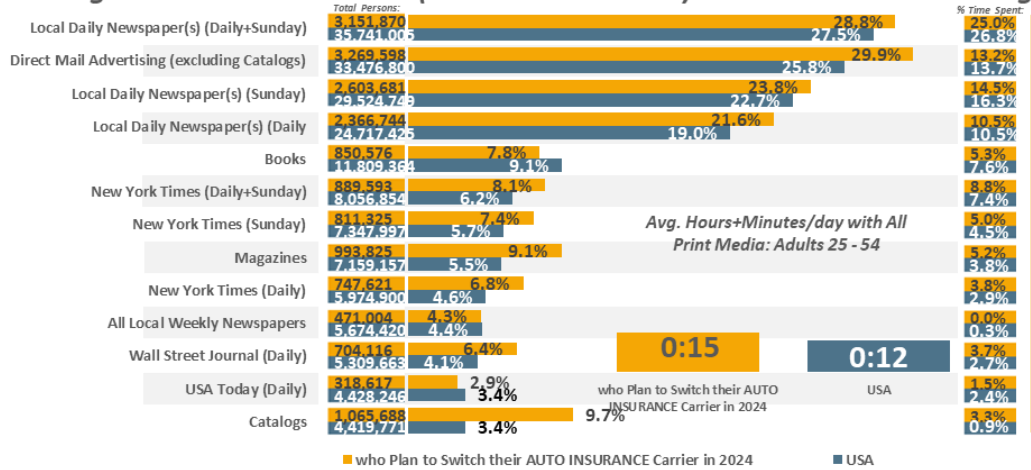


Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

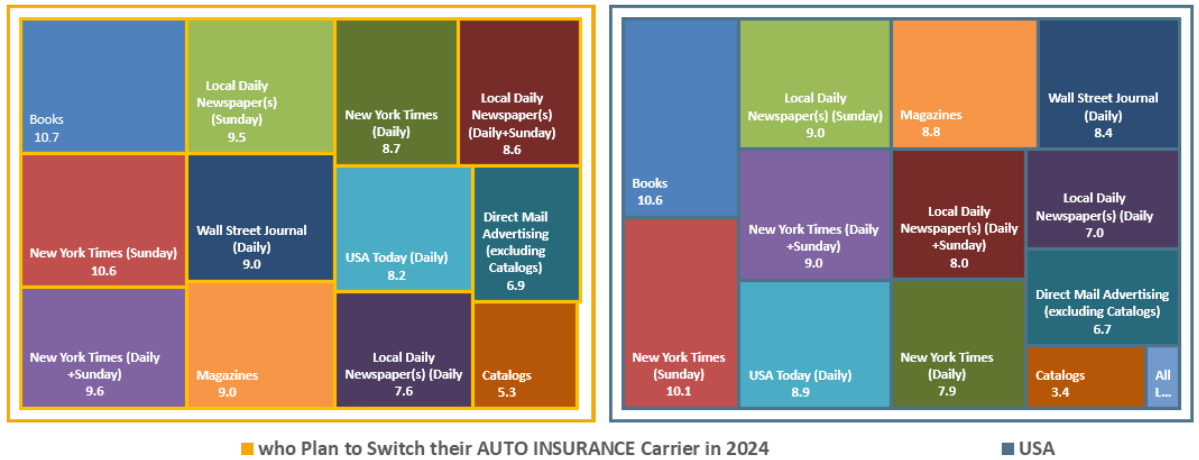
USA | P25-54 Plan to Switch Auto Insurance

3,151,870 or 28.8% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 26.4% of all time spent daily with All forms of Print Media.

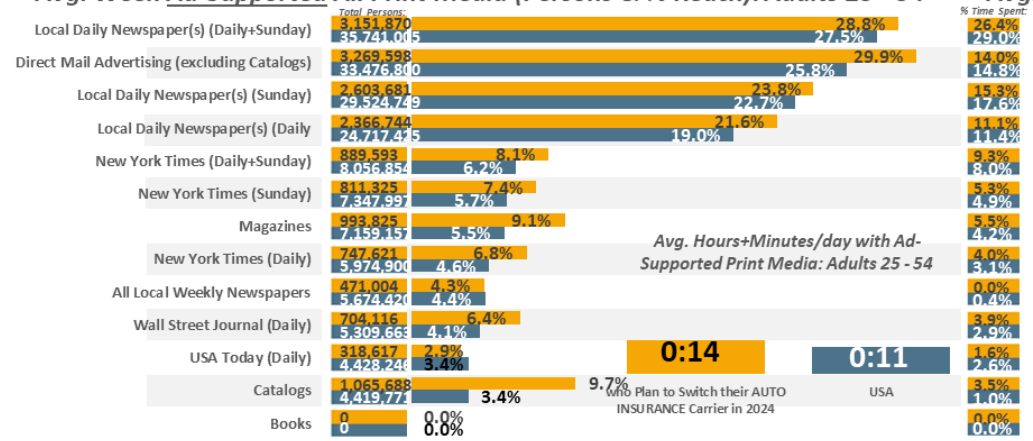
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



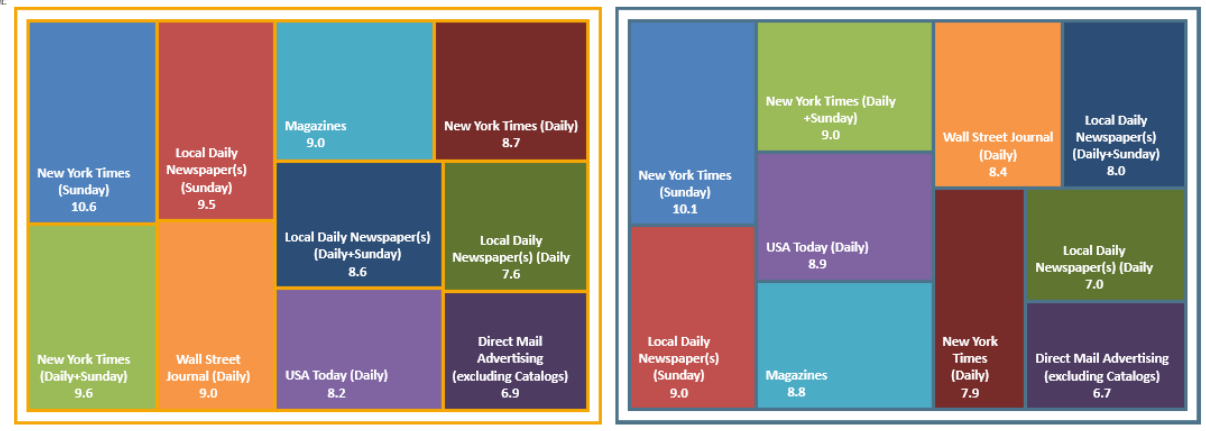
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,583

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Scarborough R1 2024: Jan23-Apr24 USA Projection Scarborough R1 2024: Jan23-Apr24

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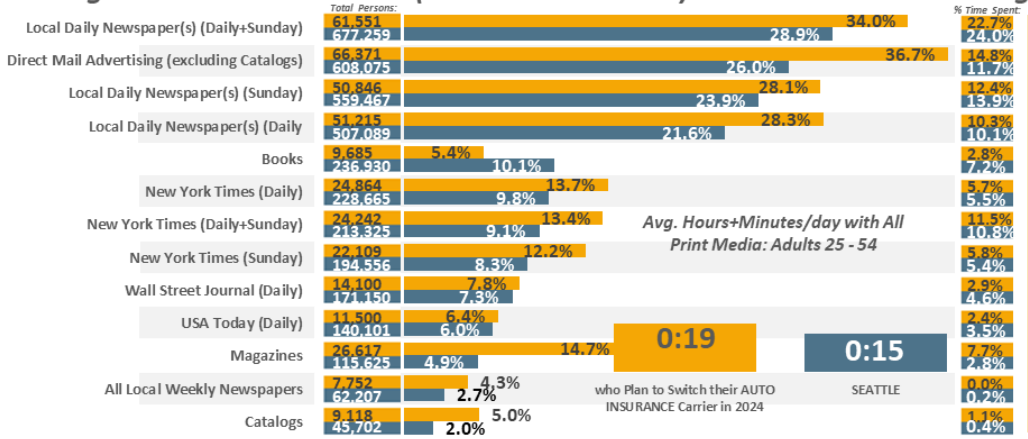
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

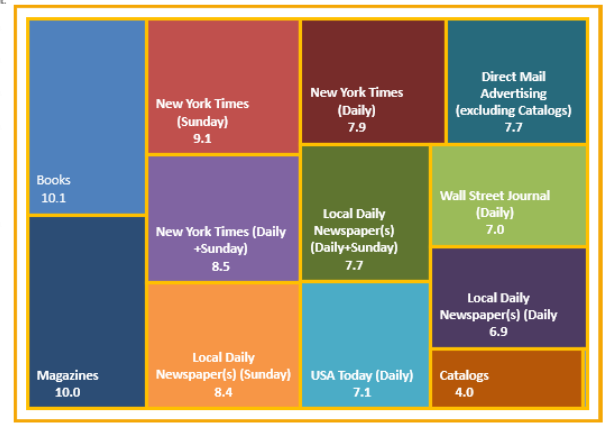
Seattle-Tacoma DMA | **P25-54 Plan to Switch Auto Insurance**

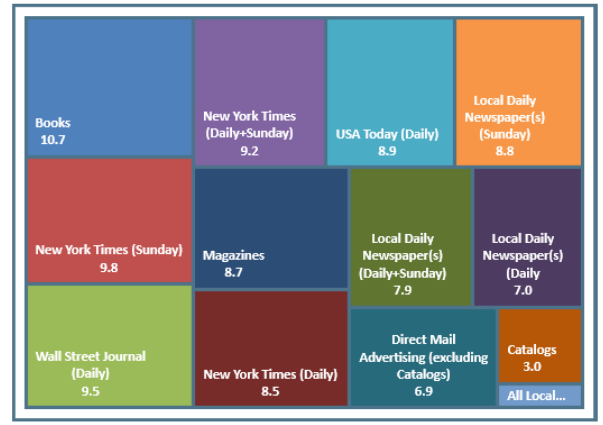
61,551 or 34.% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 23.3% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54

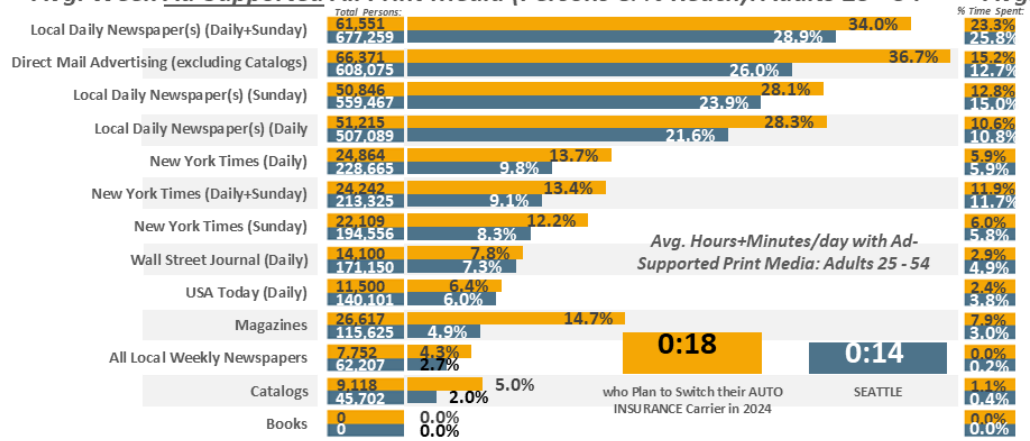


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54

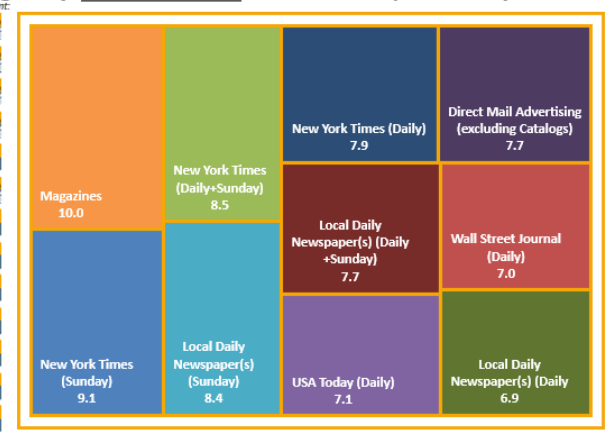


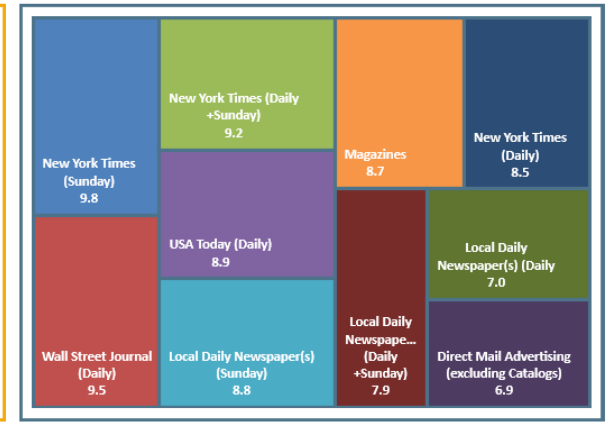


Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54





SEATTLE DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 238

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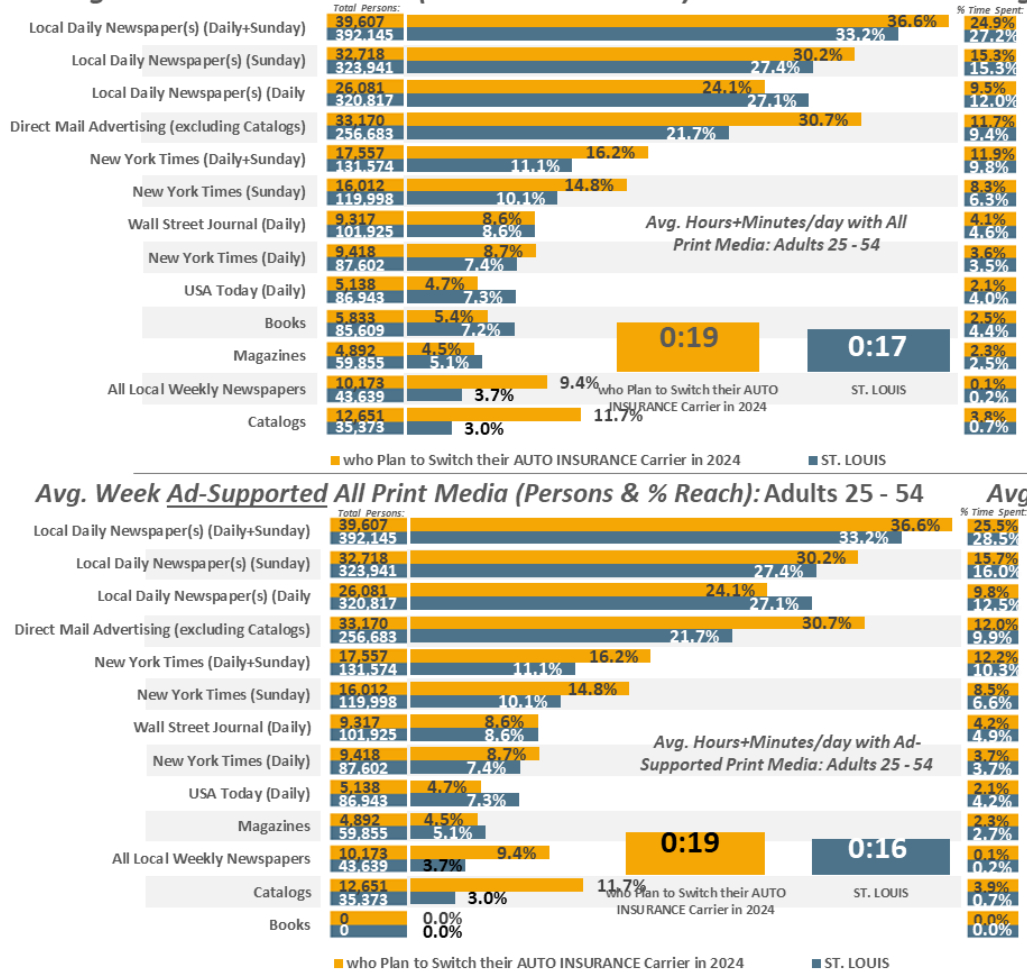
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

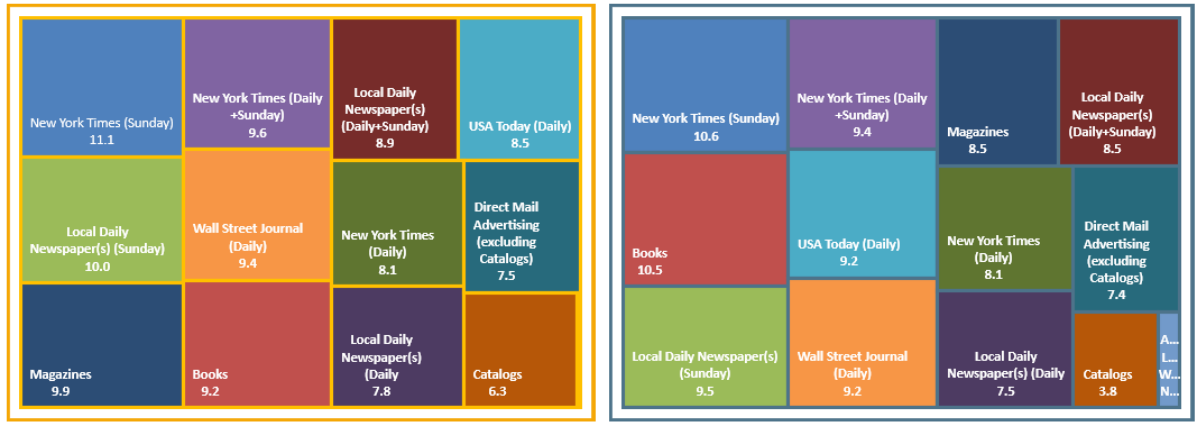
St. Louis DMA | **P25-54 Plan to Switch Auto Insurance**

39,607 or 36.6% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.9 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54

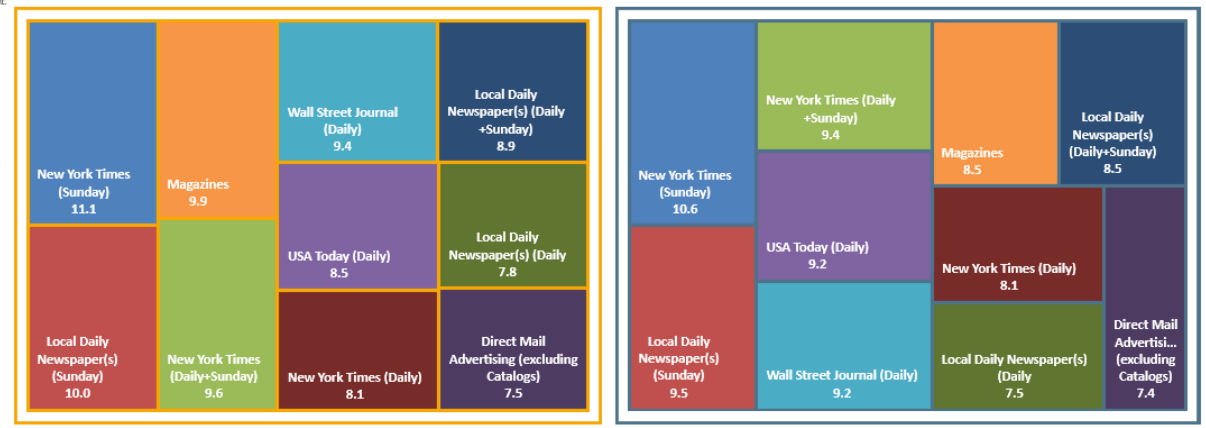


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54

Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 148

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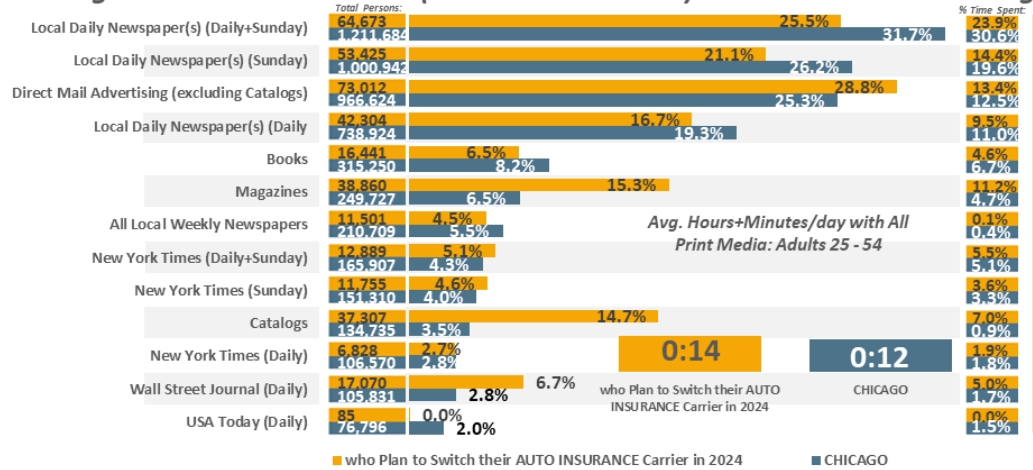
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

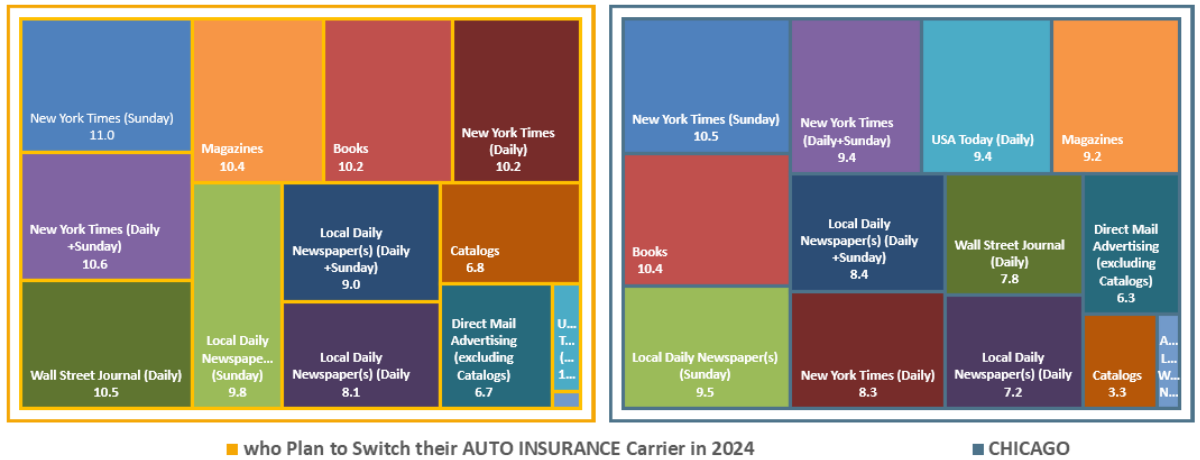
Chicago DMA | **P25-54 Plan to Switch Auto Insurance**

64,673 or 25.5% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9. minutes every day representing 25.1% of all time spent daily with All forms of Print Media.

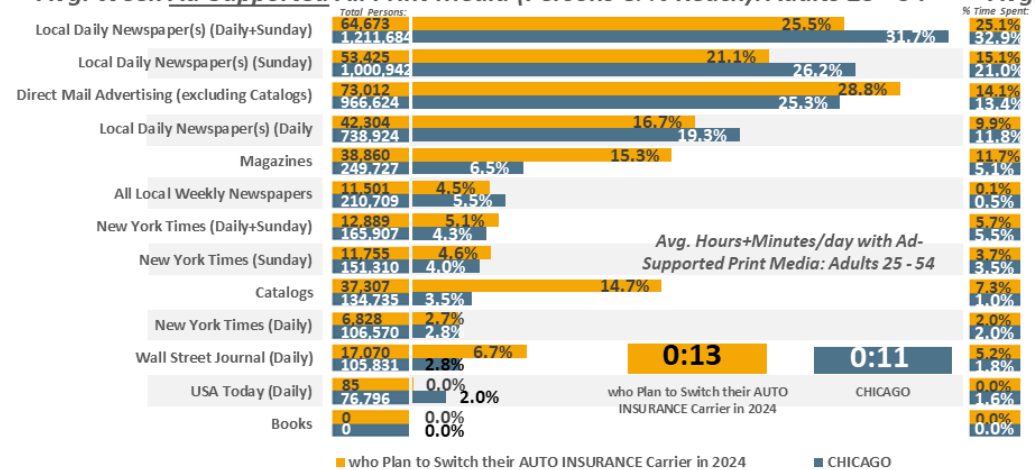
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



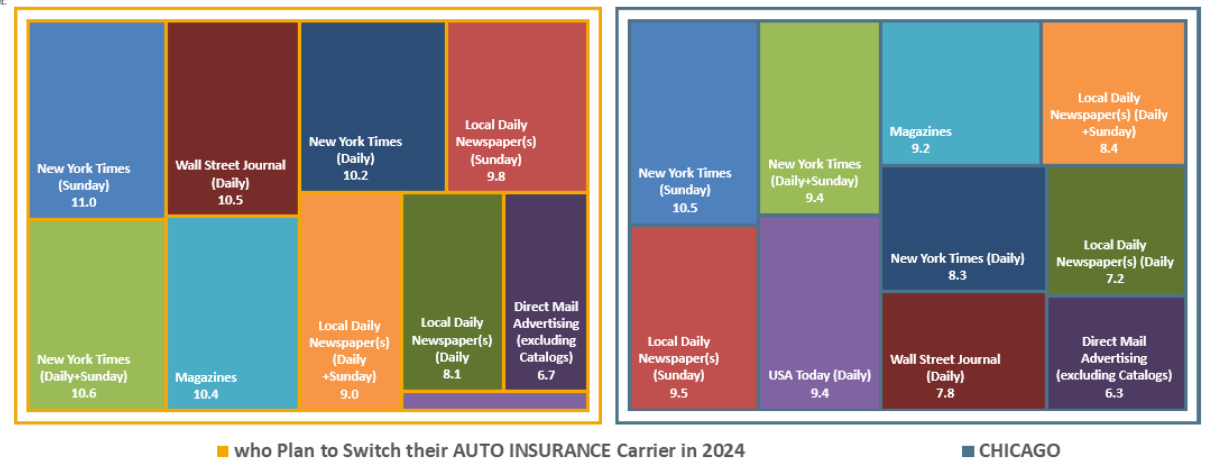
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



CHICAGO DMA Scarborough R1 2024: Feb23-Mar24 Qual Intab 243

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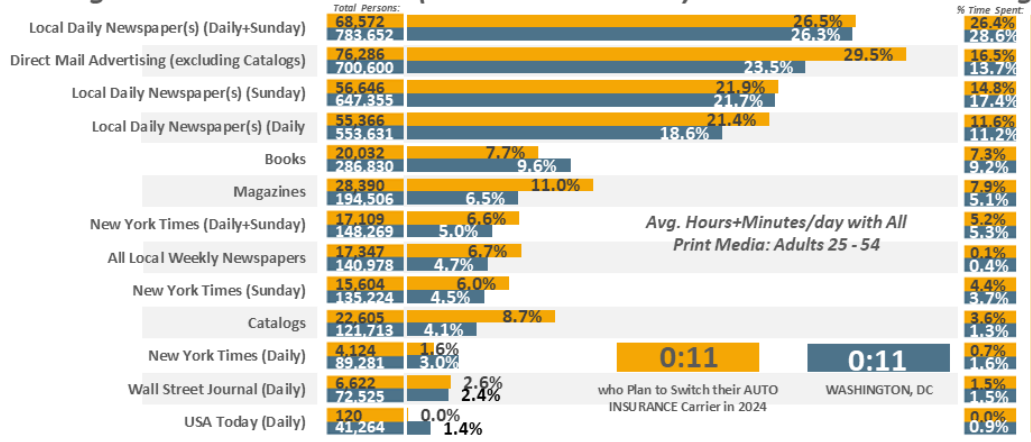
Auto insurance - plan to switch provider next 12 mths (HHLD): Yes

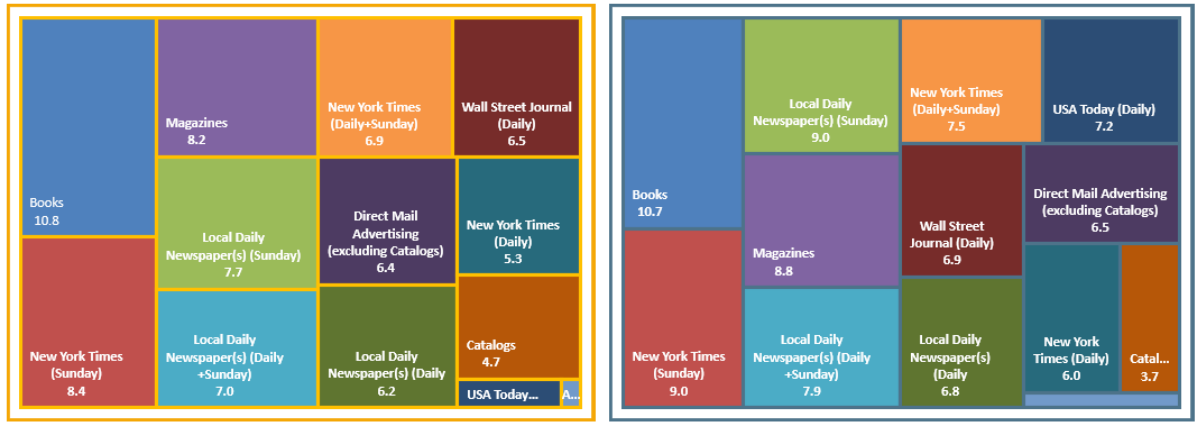
Washington, DC DMA | P25-54 Plan to Switch Auto Insurance

68,572 or 26.5% of Adults 25 - 54 who Plan to Switch their AUTO INSURANCE Carrier in 2024 read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 28.5% of all time spent daily with All forms of Print Media.

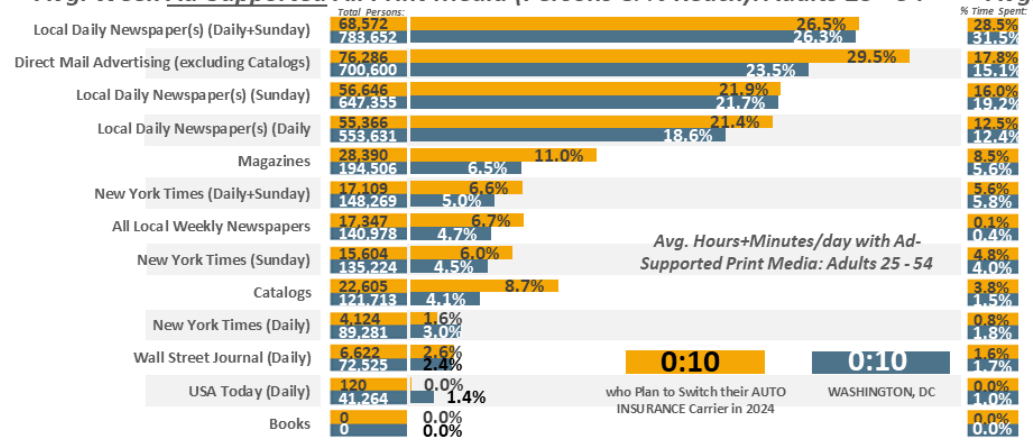
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 54



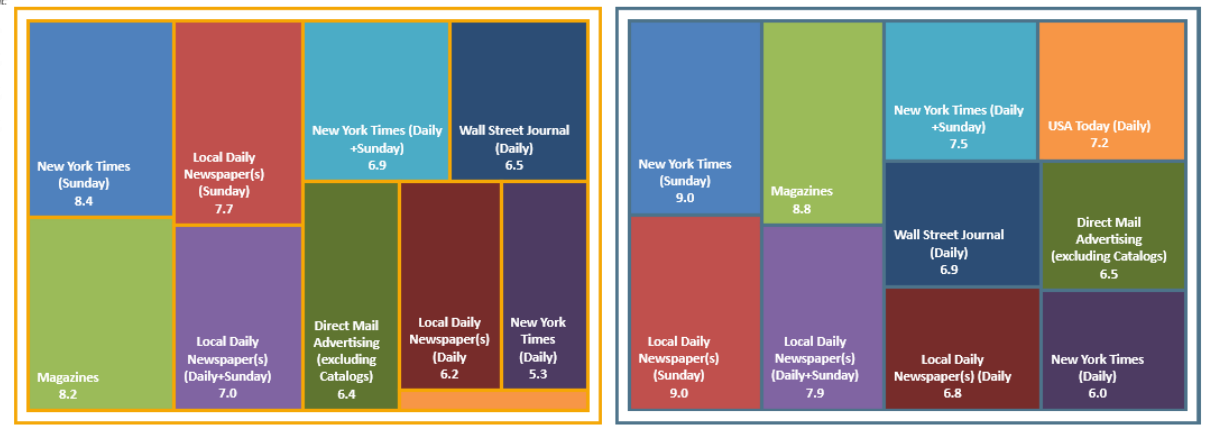
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 54



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 54



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Auto insurance - plan to switch provider next 12 mths (HHLD): Yes