USA – FIVE of AMERICA'S Top INSURANCE Companies in 2023

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of the P25-64 Users of… FIVE of the USA's Top INSURANCE Companies.

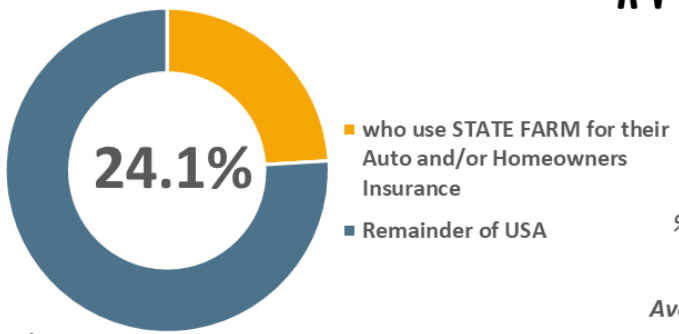
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm) (Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO) (Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

HUBBARD BROADCASTING INC. HB INC.

24.1% or 42,464,466 of USA Adults 25 - 64 use STATE FARM for their Auto and/or Homeowners Insurance. Typical Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance are 45.8 years old (2.5% older than average) and have a $98,292 (.3% higher than average) annual household income.

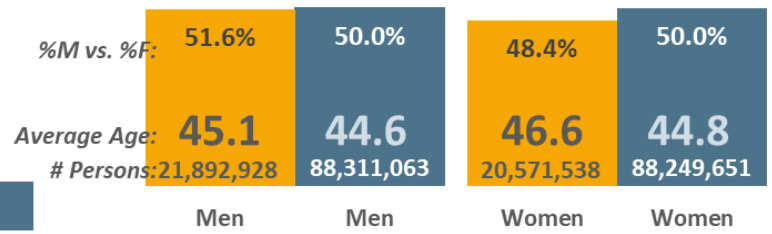
Percent of Market: Adults 25 - 64



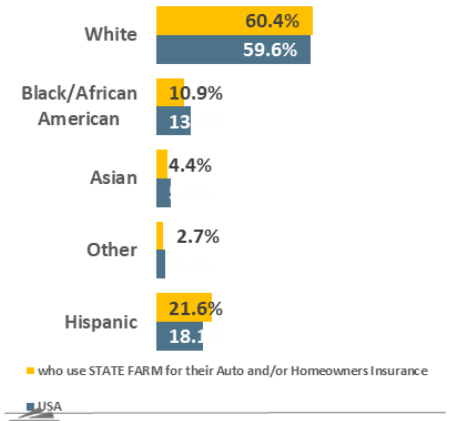
Total Persons:

42,464,466	134,096,248

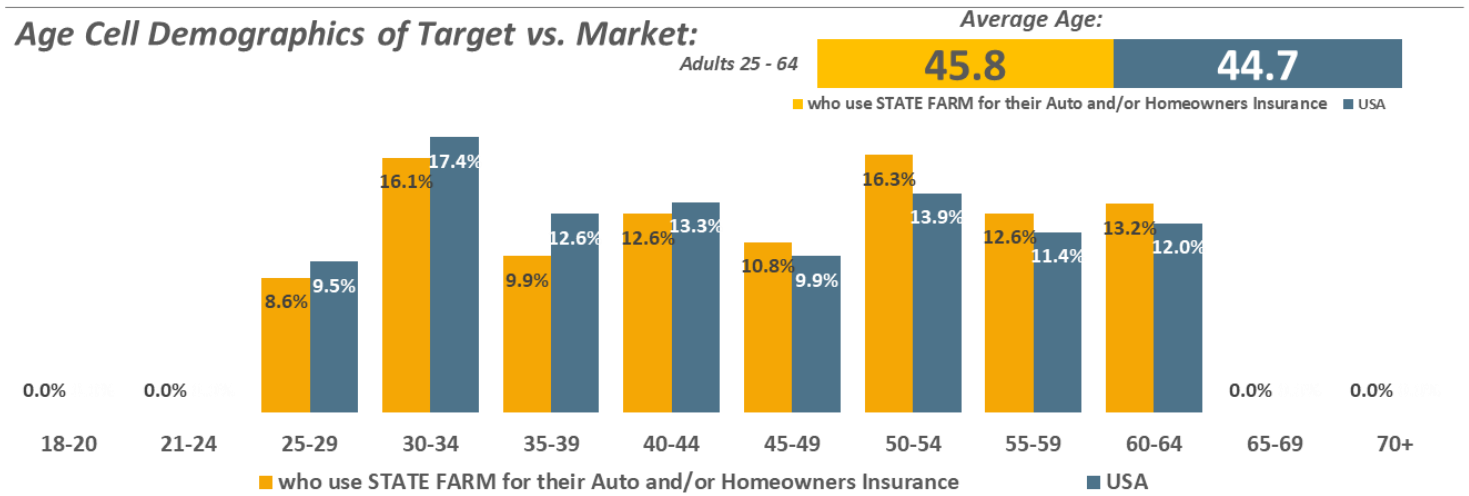
Gender of Target vs. Market: Adults 25 - 64



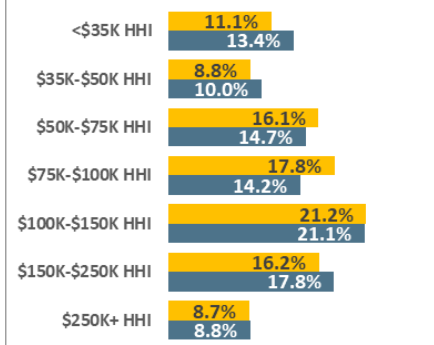
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$98,292	$98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

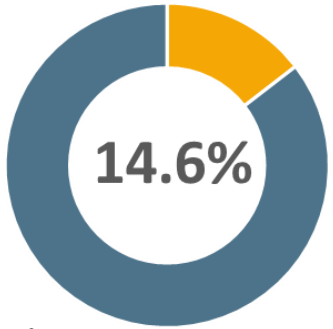
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

14.6% or 25,696,759 of USA Adults 25 - 64 use PROGRESSIVE for their Auto and/or Homeowners Insurance. Typical Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance are 42.1 years old (5.7% younger than average) and have a $96,655 (1.4% lower than average) annual household income.

Percent of Market: Adults 25 - 64



- who use PROGRESSIVE for their Auto and/or Homeowners Insurance
- Remainder of USA

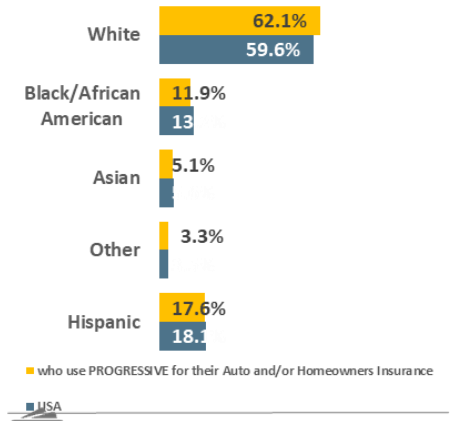
Total Persons:

25,696,759 | 150,863,956

Gender of Target vs. Market: Adults 25 - 64

	Men	Men	Women	Women
%M vs. %F:	54.7%	50.0%	45.3%	50.0%
Average Age:	41.3	44.6	43.2	44.8
# Persons:	14,066,732	88,311,063	11,630,027	88,249,651

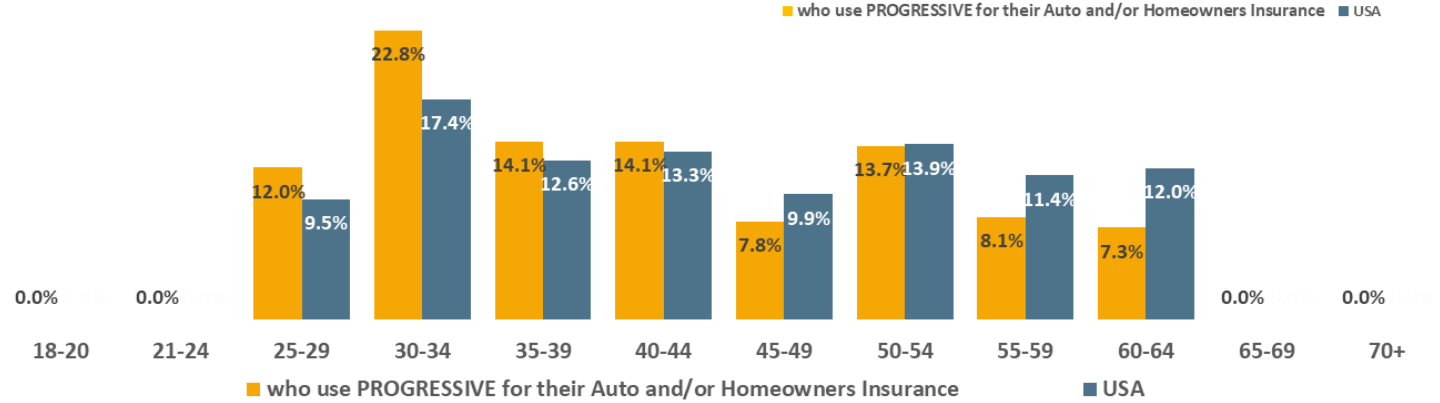
Ethnicity of Target vs. Market:



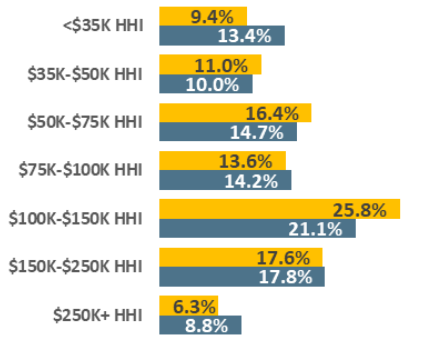
Age Cell Demographics of Target vs. Market:

Average Age:

	who use PROGRESSIVE for their Auto and/or Homeowners Insurance	USA
Adults 25 - 64	42.1	44.7



HHI of Target vs. Market:



Avg HHI:	$96,655	$98,039

USA | USA Projection | Scarborough R2 2023: Jan23-Oct23 | Qual Intab | 1,133

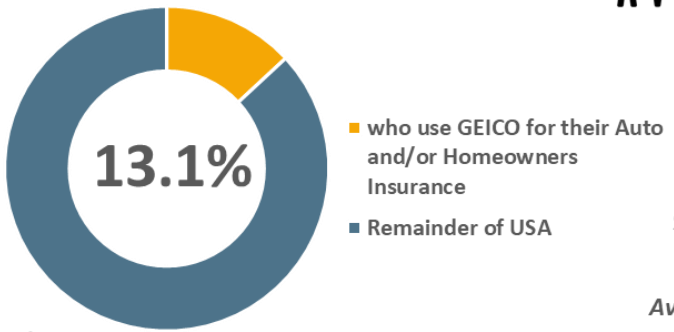
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 | USA Projection | Scarborough R2 2023: Jan23-Oct23 | Qual Intab | 9,908

(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

13.1% or 23,138,250 of USA Adults 25 - 64 use GEICO for their Auto and/or Homeowners Insurance.
Typical Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance are 43.4 years old (3.% younger than average) and have a $111,795 (14.% higher than average) annual household income.

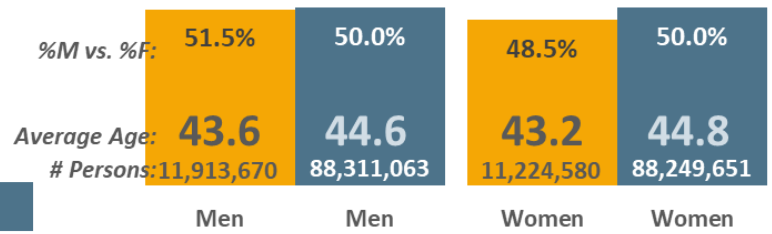
Percent of Market: Adults 25 - 64



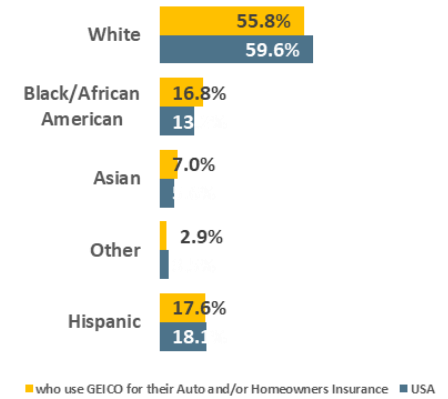
Total Persons:



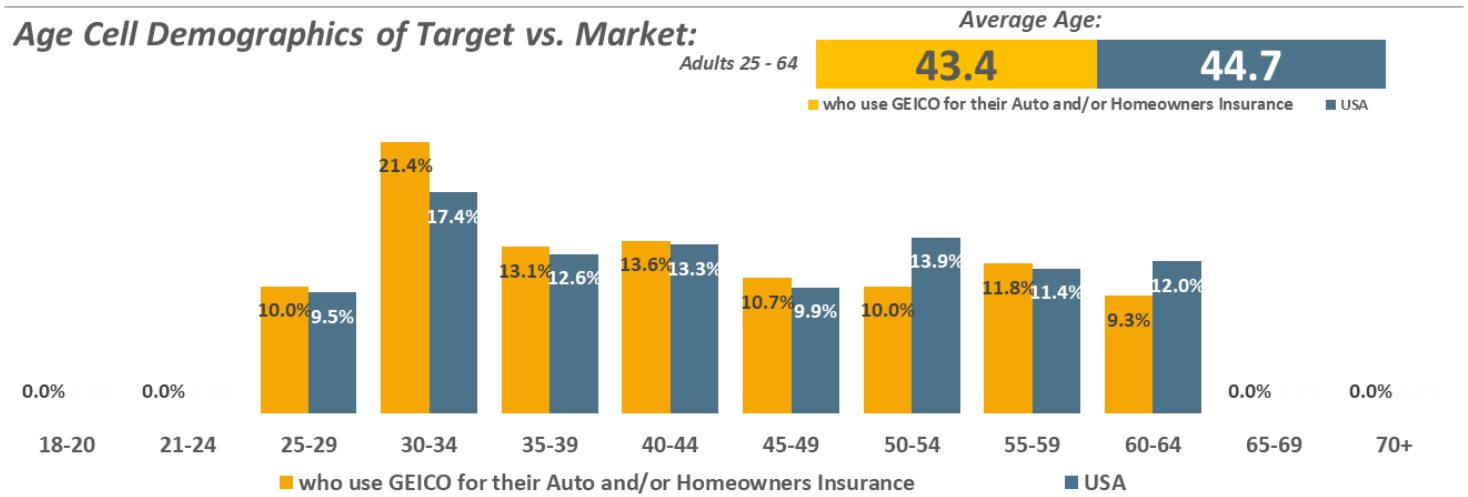
Gender of Target vs. Market: Adults 25 - 64



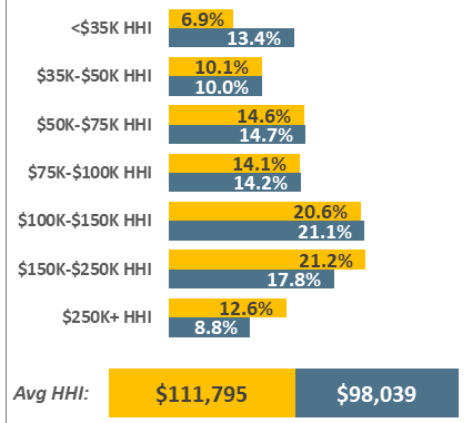
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $111,795 | $98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

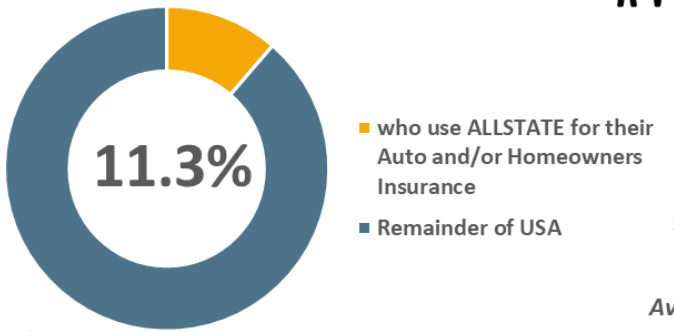
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

11.3% or 19,990,078 of USA Adults 25 - 64 use ALLSTATE for their Auto and/or Homeowners Insurance. Typical Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance are 44.8 years old (.3% older than average) and have a $103,592 (5.7% higher than average) annual household income.

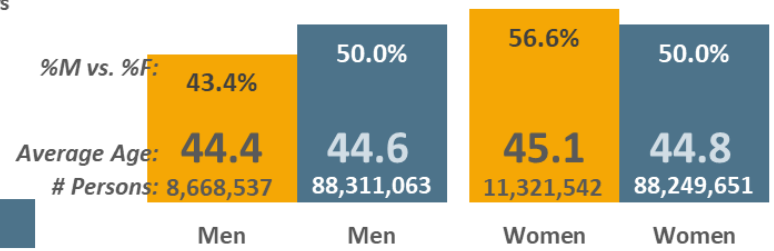
Percent of Market: Adults 25 - 64



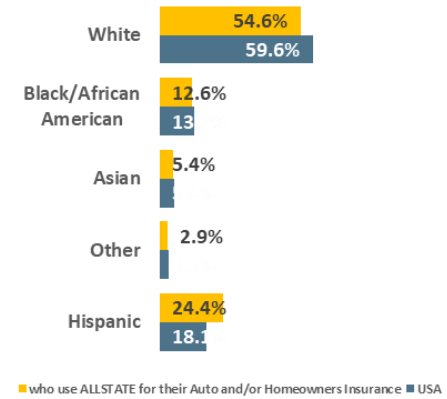
Total Persons:



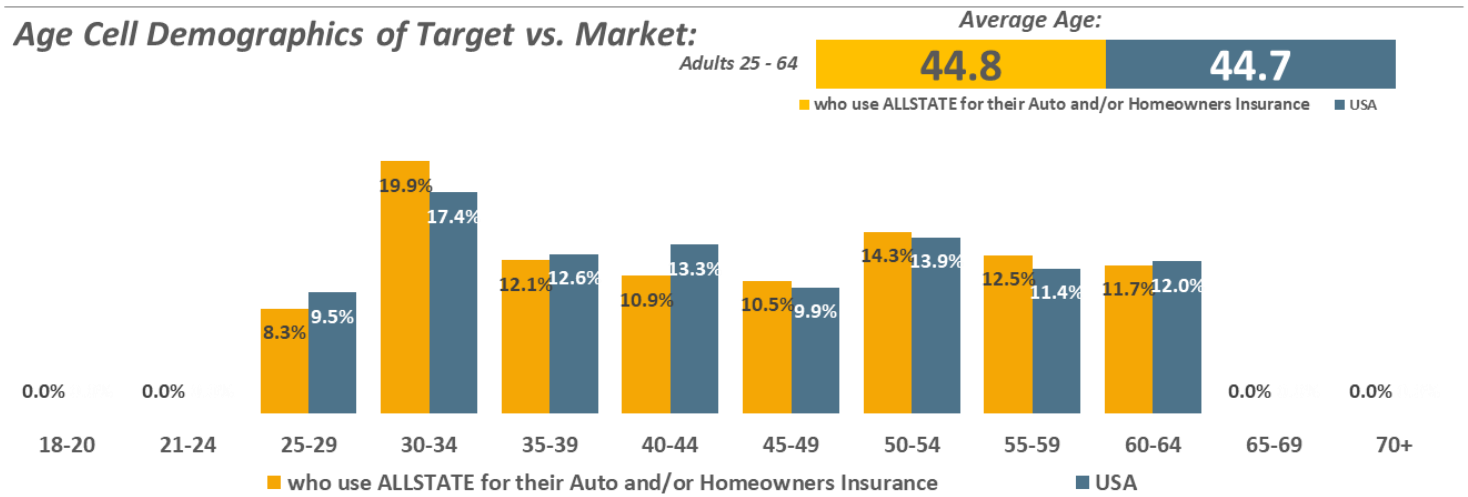
Gender of Target vs. Market: Adults 25 - 64



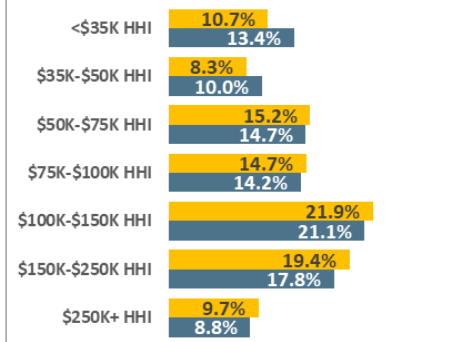
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $103,592 | $98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

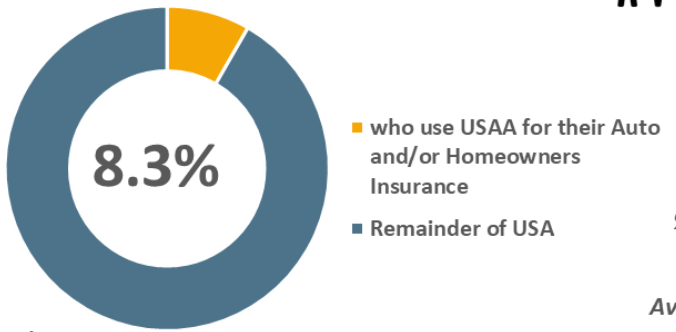
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

8.3% or 14,670,299 of USA Adults 25 - 64 use USAA for their Auto and/or Homeowners Insurance.
Typical Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance are 45.5 years old (1.9% older than average) and have a $124,996 (27.5% higher than average) annual household income.

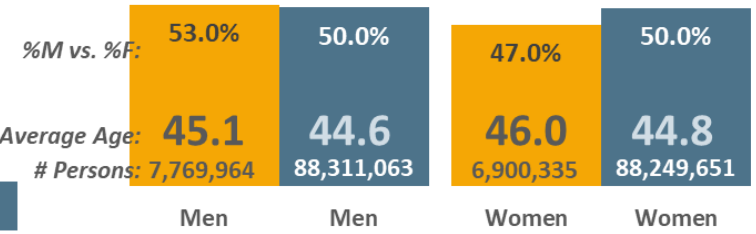
Percent of Market: Adults 25 - 64



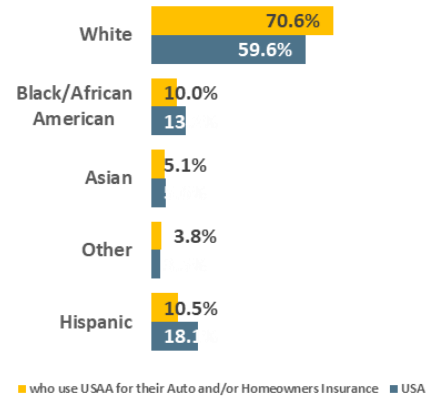
Total Persons:



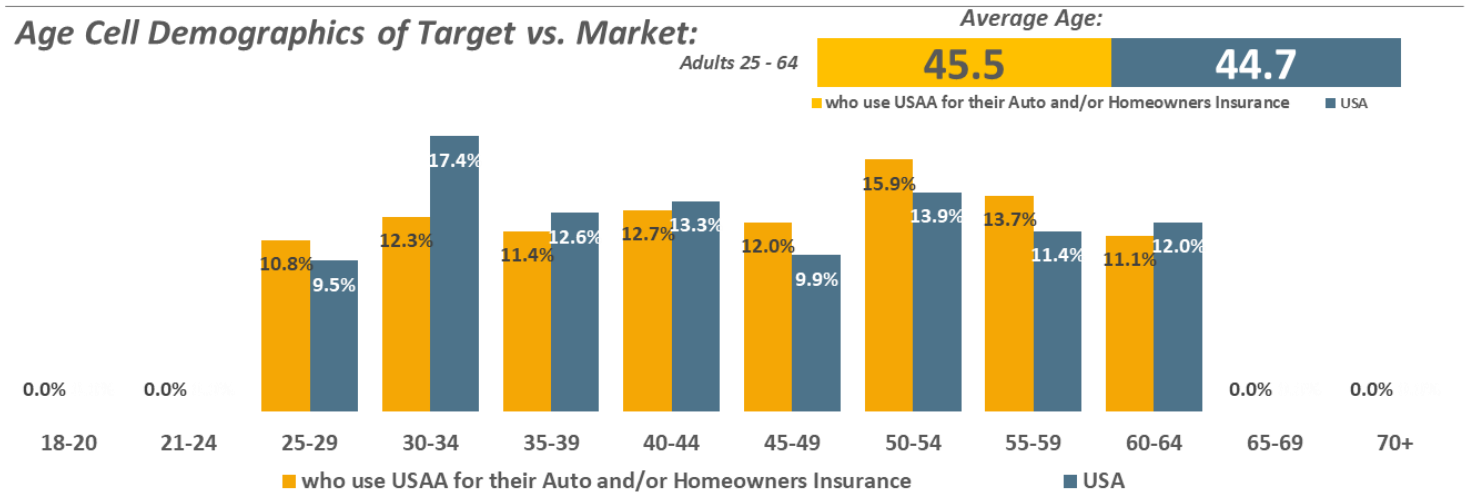
Gender of Target vs. Market: Adults 25 - 64



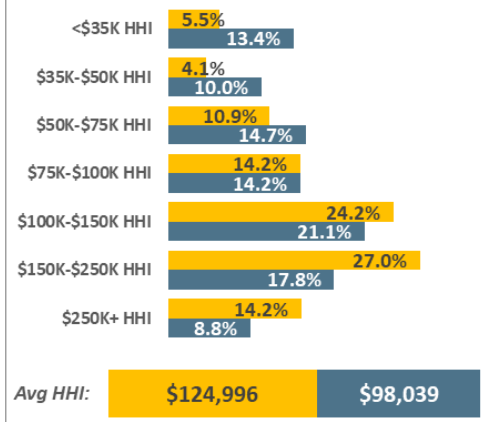
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $124,996 | $98,039

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

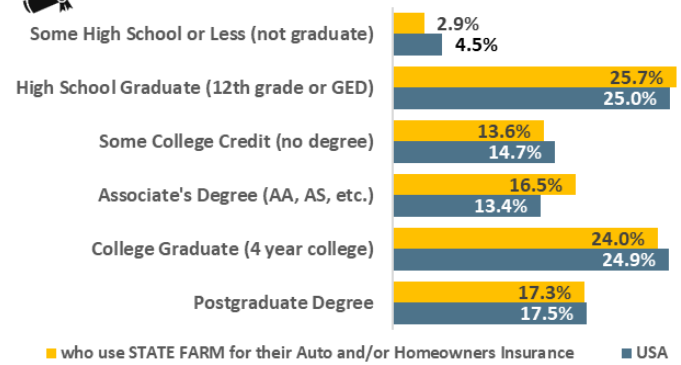
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

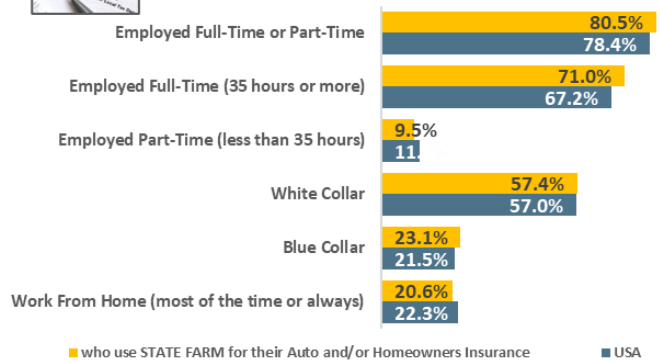
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

24.1% or 42,464,466 of USA Adults 25 - 64 use STATE FARM for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance are 2.5% less likely to be a college graduate, 5.7% more likely to work full-time, 4.% less likely to be married, 4.9% less likely to be a parent of 1 or more children under 18.

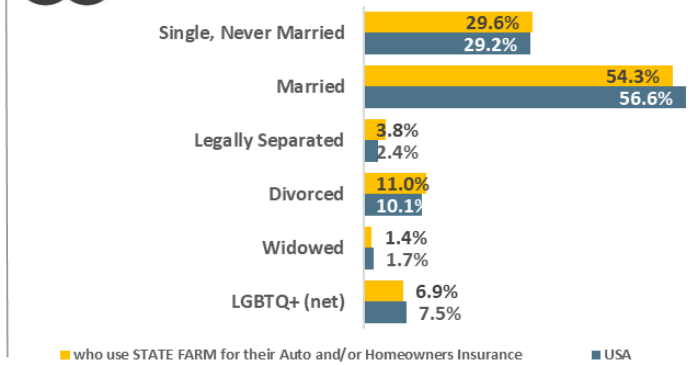
Education Levels: Adults 25 - 64



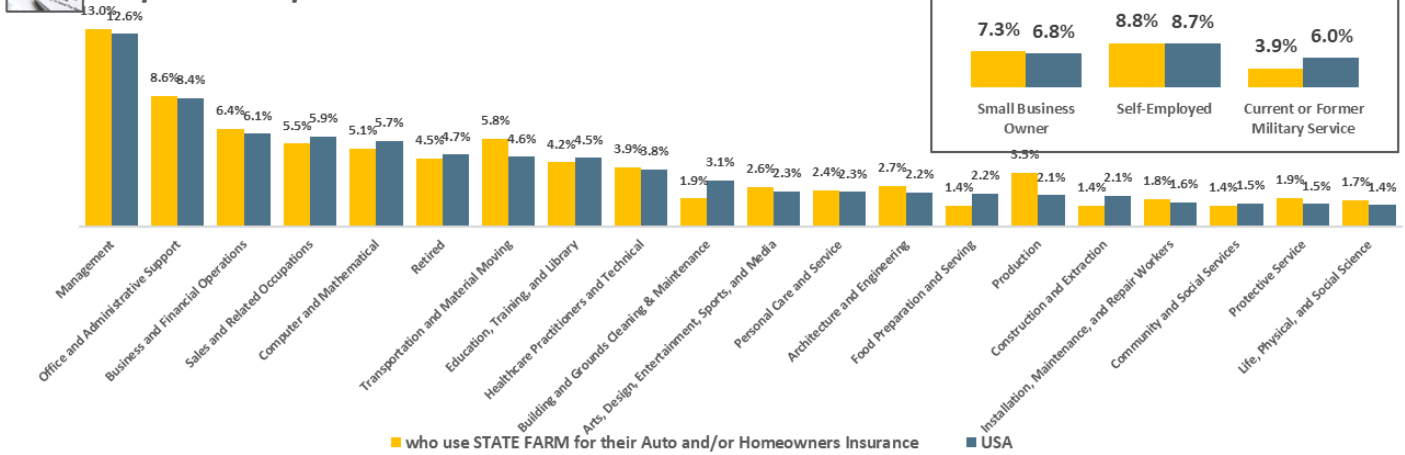
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

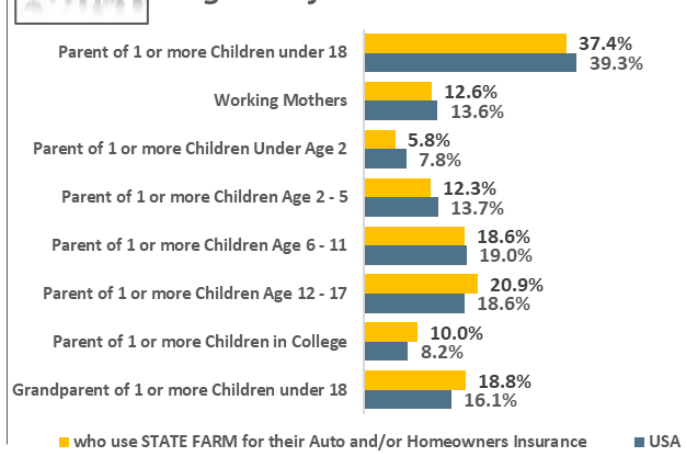


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

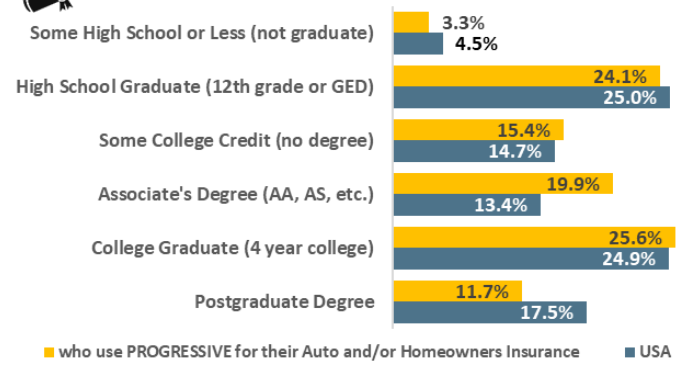
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

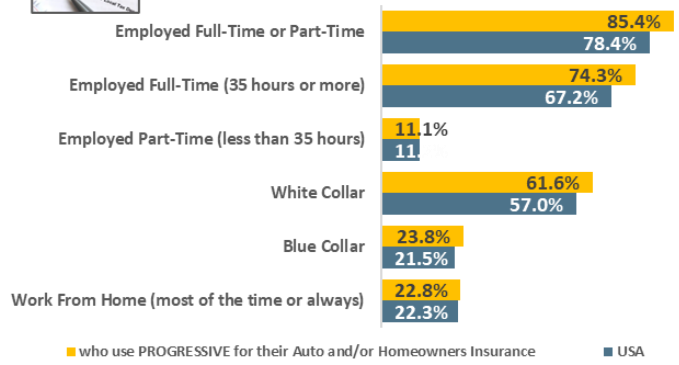
PROGRESSIVE®

14.6% or 25,696,759 of USA Adults 25 - 64 use PROGRESSIVE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance are 12.1% less likely to be a college graduate, 10.7% more likely to work full-time, 4.4% less likely to be married, 4.8% more likely to be a parent of 1 or more children under

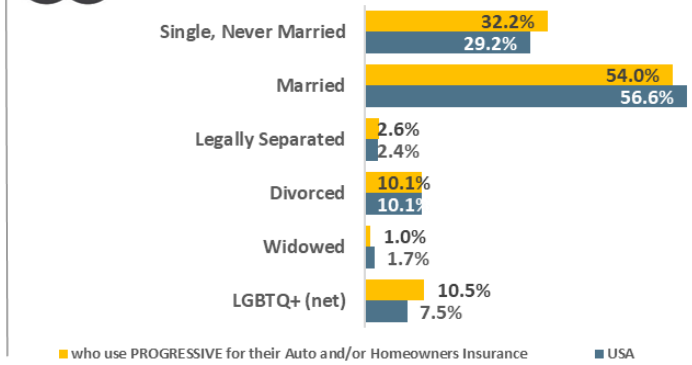
Education Levels: Adults 25 - 64



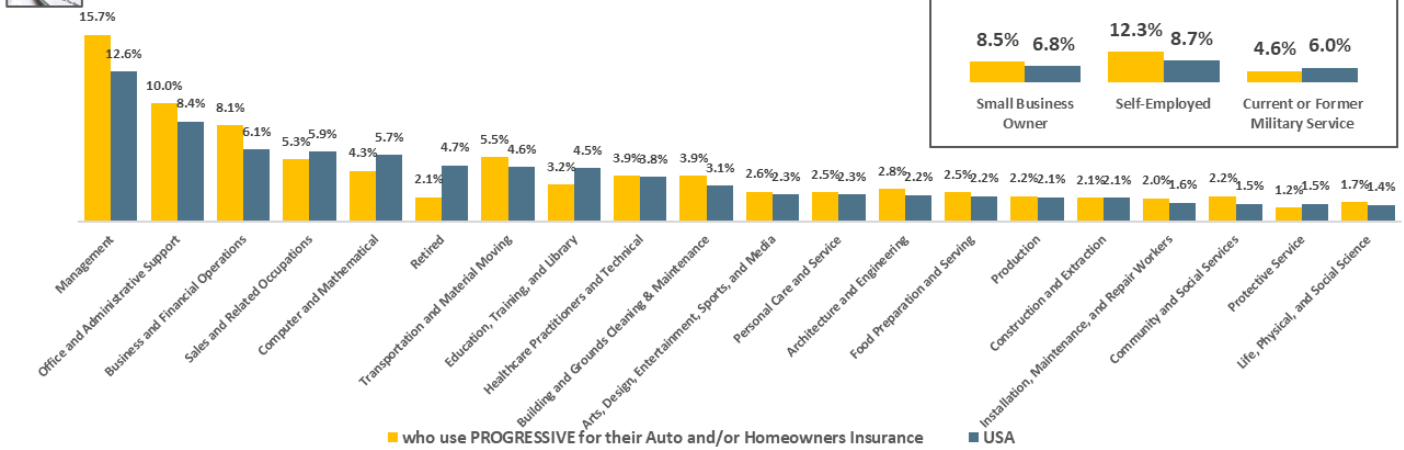
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

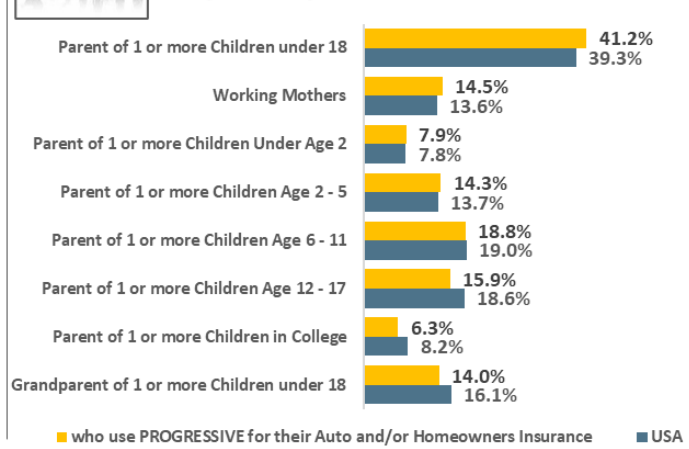


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

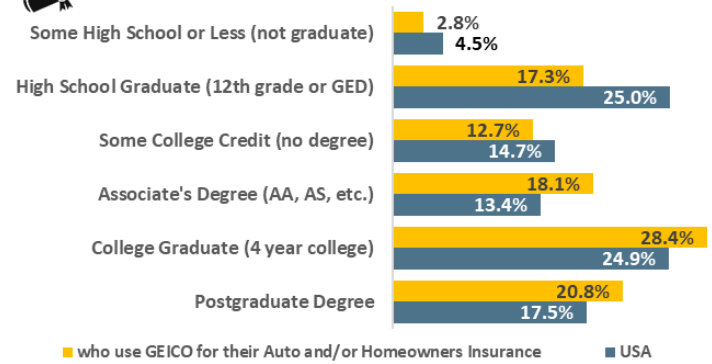
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

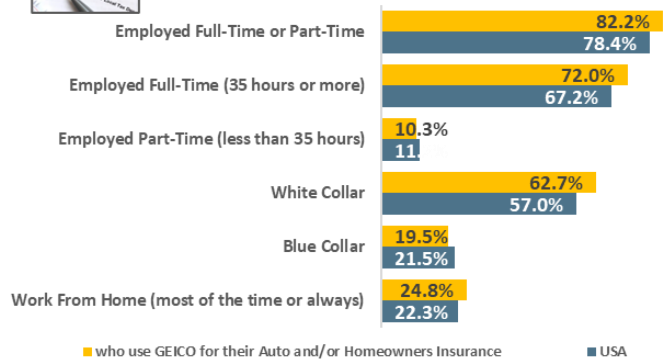
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

13.1% or 23,138,250 of USA Adults 25 - 64 use GEICO for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance are 16.% more likely to be a college graduate, 7.1% more likely to work full-time, 1.% more likely to be married, 2.5% more likely to be a parent of 1 or more children under 18.

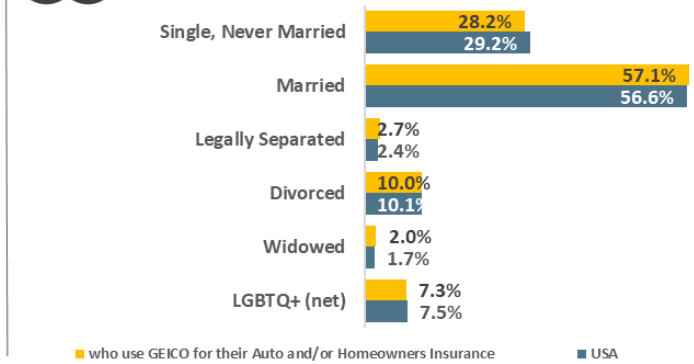
Education Levels: Adults 25 - 64



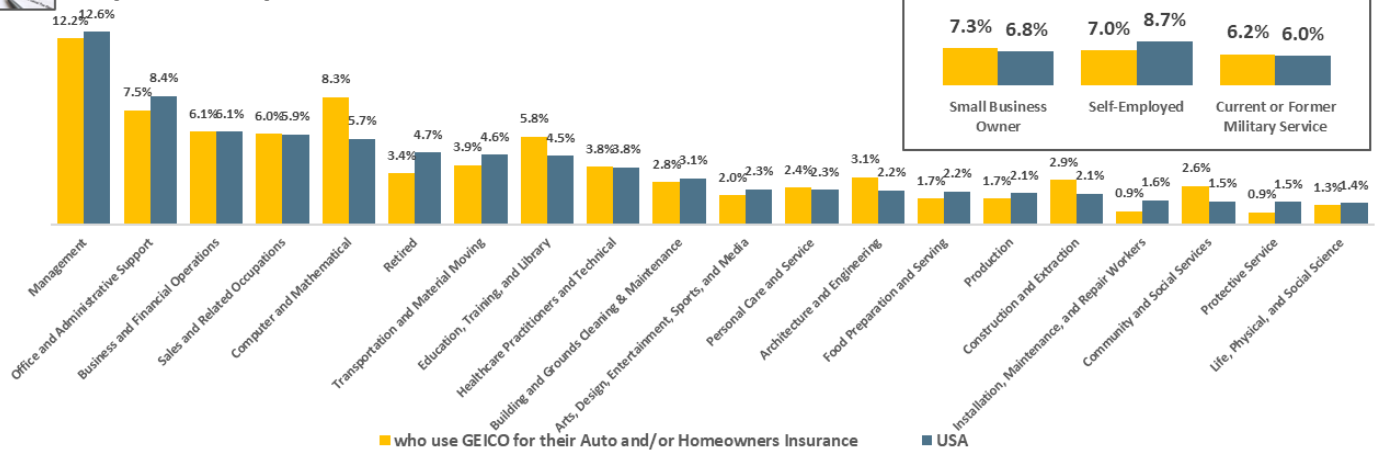
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

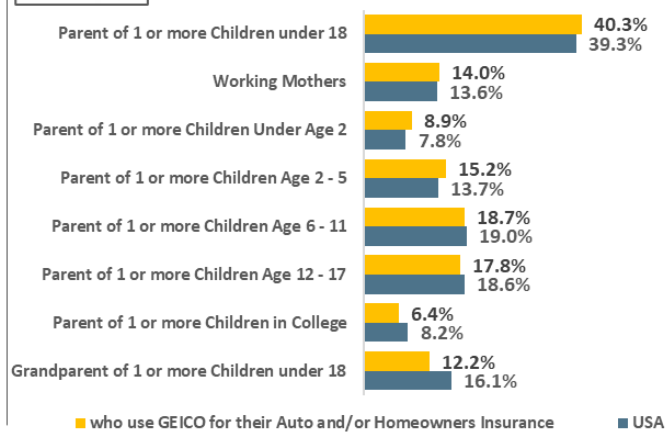


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

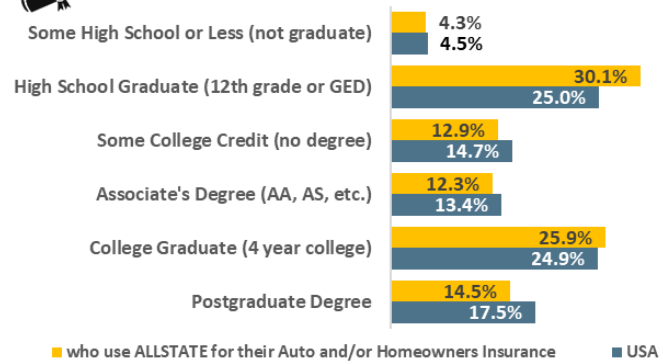
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

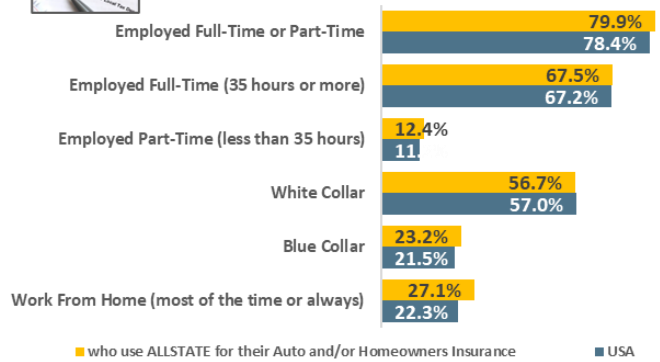
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

11.3% or 19,990,078 of USA Adults 25 - 64 use ALLSTATE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance are 4.7% less likely to be a college graduate, .5% more likely to work full-time, 9.6% more likely to be married, 10.1% less likely to be a parent of 1 or more children under 18.

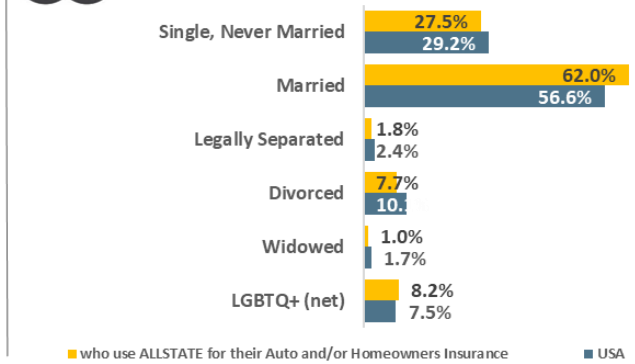
Education Levels: Adults 25 - 64



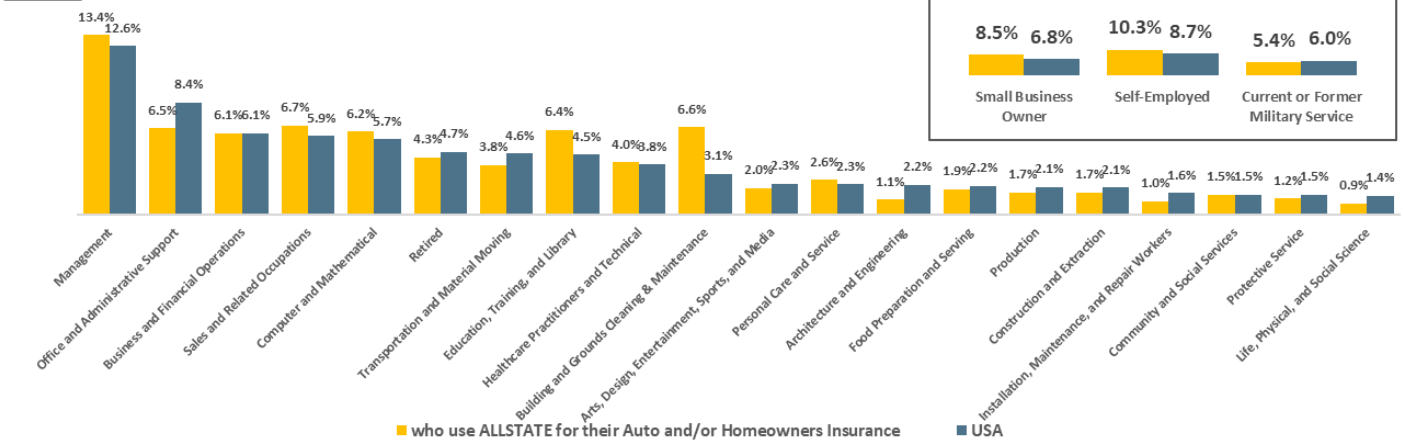
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

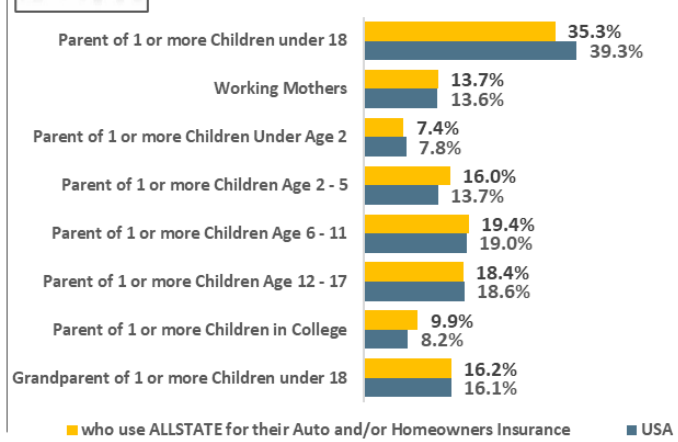


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

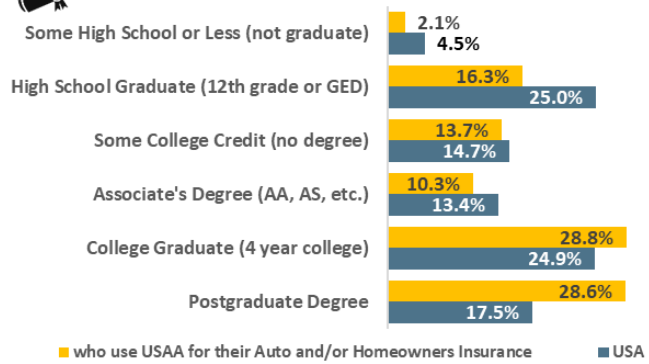
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

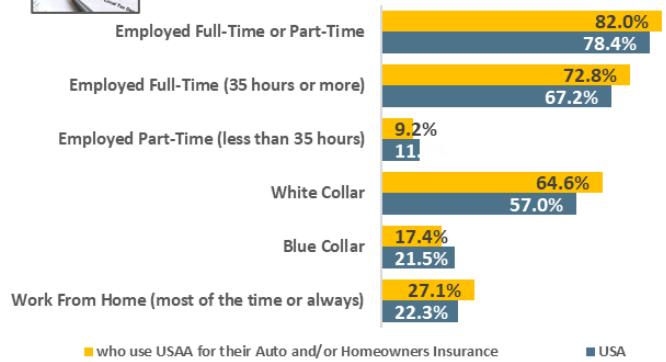
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

8.3% or 14,670,299 of USA Adults 25 - 64 use USAA for their Auto and/or Homeowners Insurance.
Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance are 35.5% more likely to be a college graduate, 8.3% more likely to work full-time, 18.8% more likely to be married, 10.6% more likely to be a parent of 1 or more children under 18.

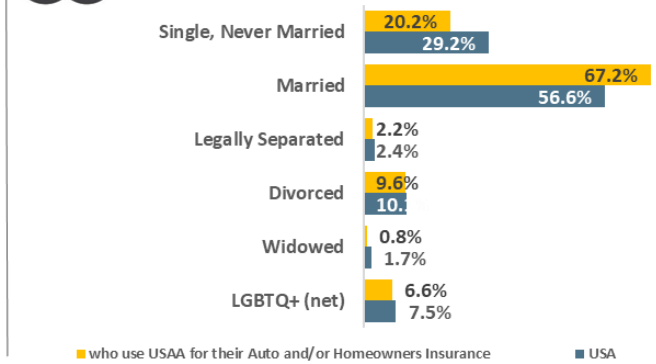
Education Levels: Adults 25 - 64



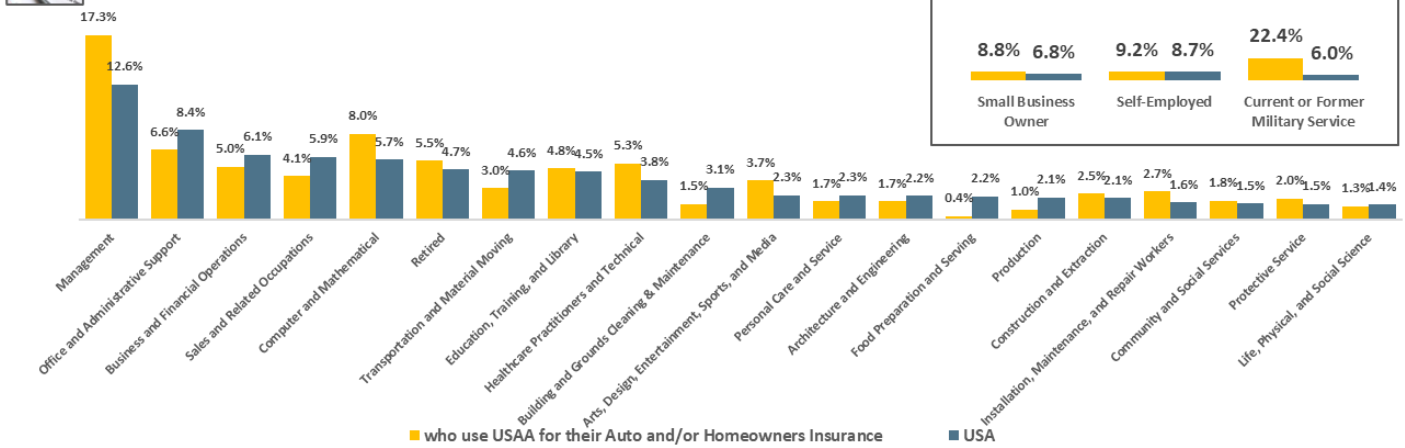
Employment: Adults 25 - 64



Marital Status: Adults 25 - 64

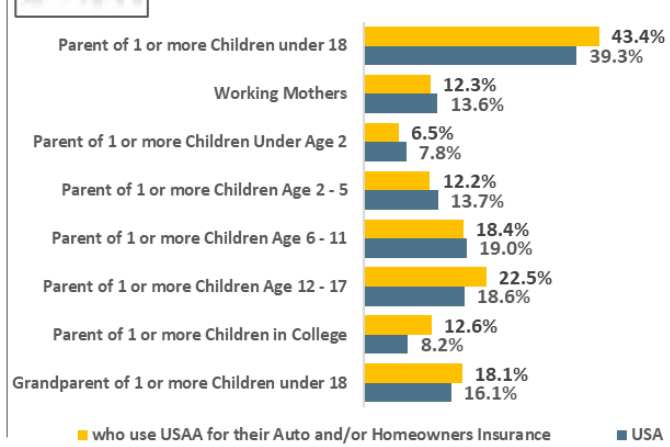


Top-20 Occupations: Adults 25 - 64



Entrepreneurs/Military Experience

Stage in Life: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

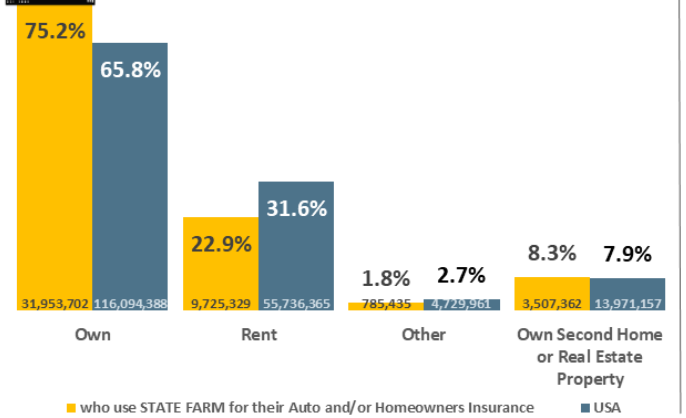
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

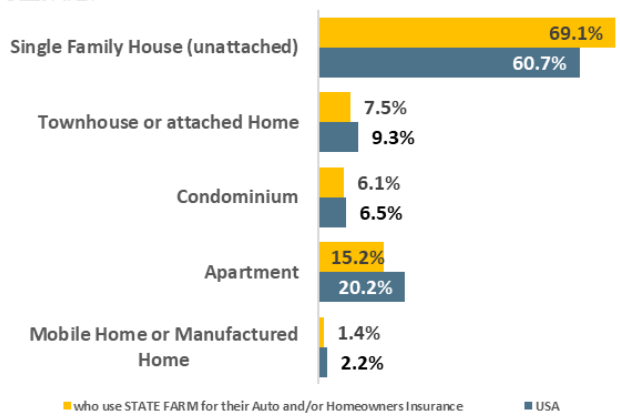
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

24.1% or 42,464,466 of USA Adults 25 - 64 use STATE FARM for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance are 14.4% more likely to own their home, 12.6% more likely to own a lower valued home, 13.8% more likely to have a single-family home, 3.3% more likely to have a dog.

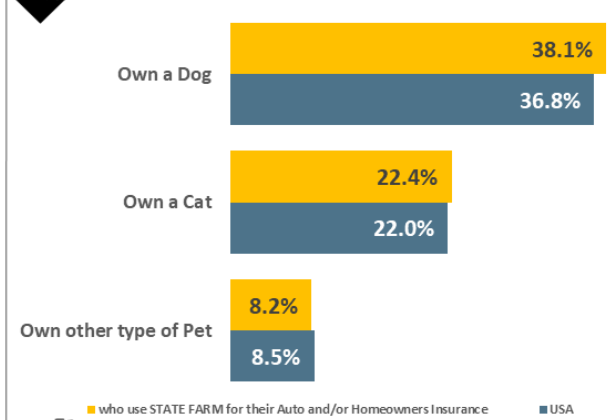
Own/Rent/Other: Adults 25 - 64



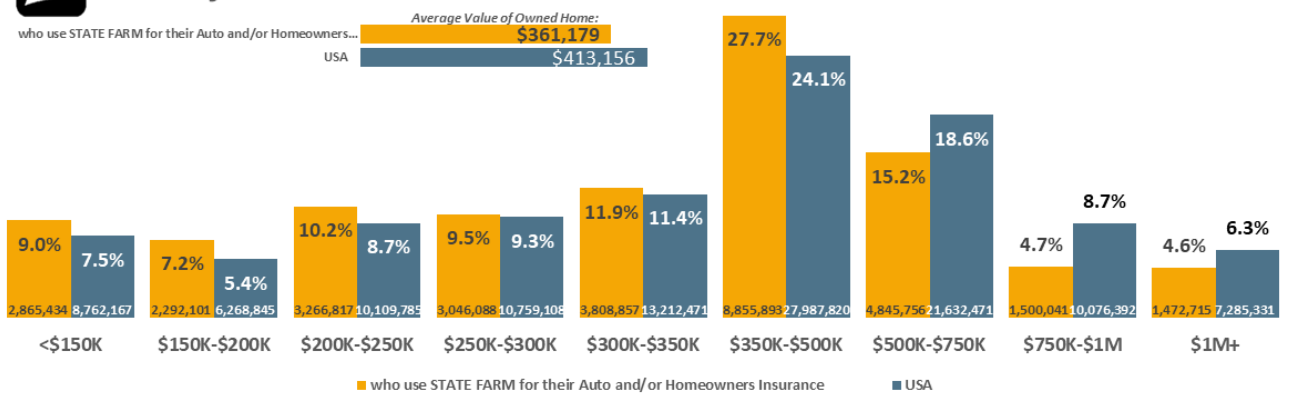
Type of Home: Adults 25 - 64



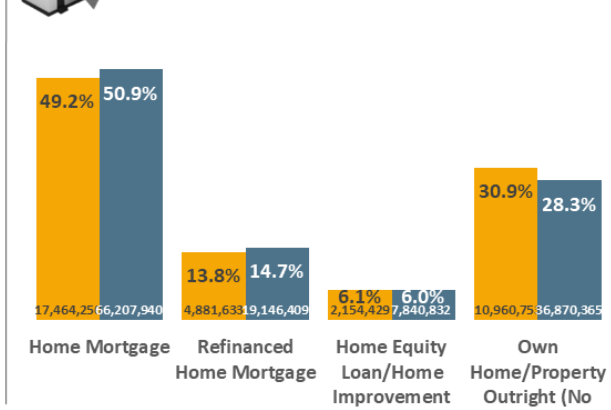
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,259*

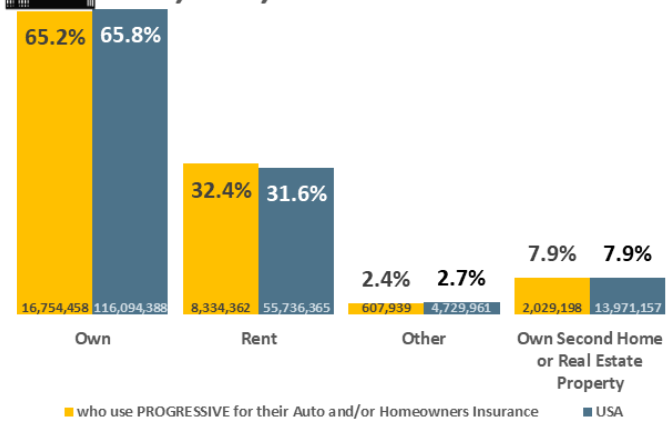
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23* *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

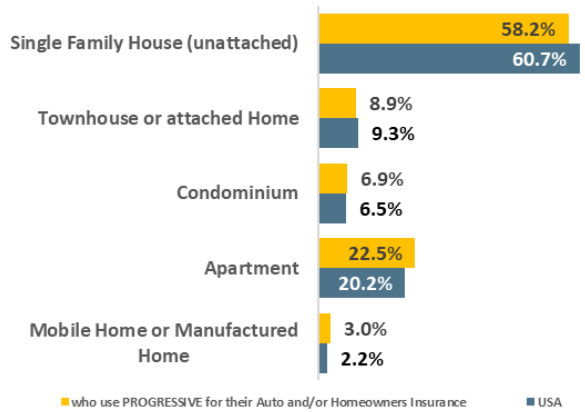
PROGRESSIVE

14.6% or 25,696,759 of USA Adults 25 - 64 use PROGRESSIVE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance are .8% less likely to own their home, 6.6% more likely to own a lower valued home, 4.% less likely to have a single-family home, 7.6% more likely to have a dog.

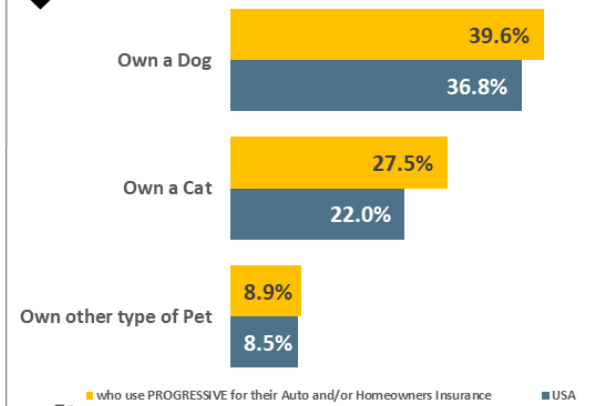
Own/Rent/Other: Adults 25 - 64



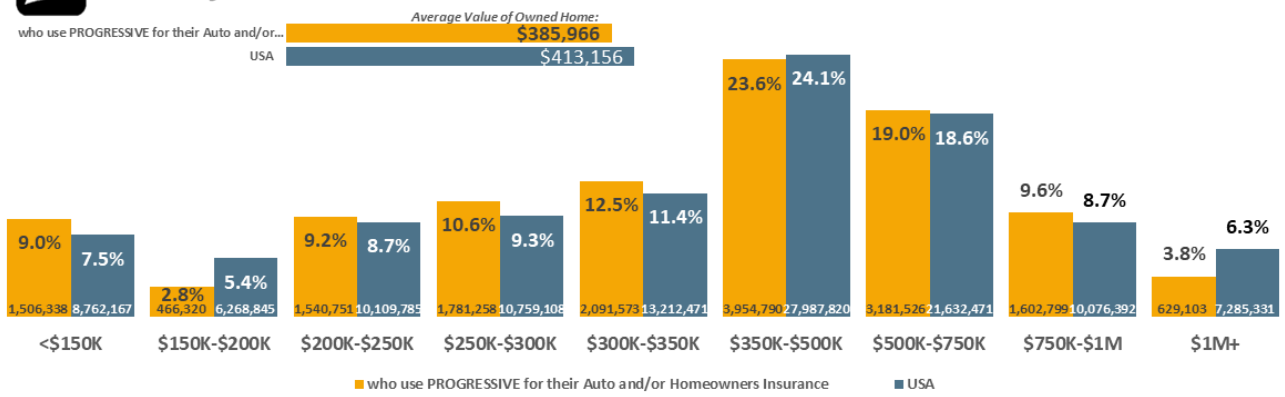
Type of Home: Adults 25 - 64



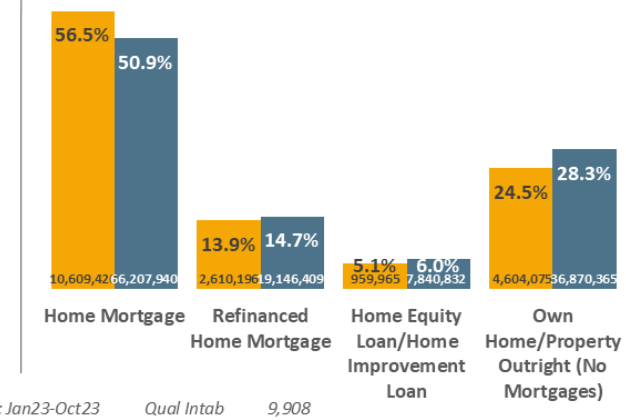
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



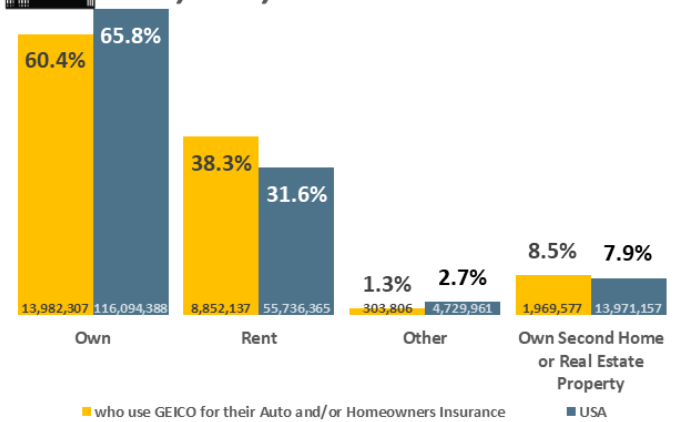
USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,133*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23* *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

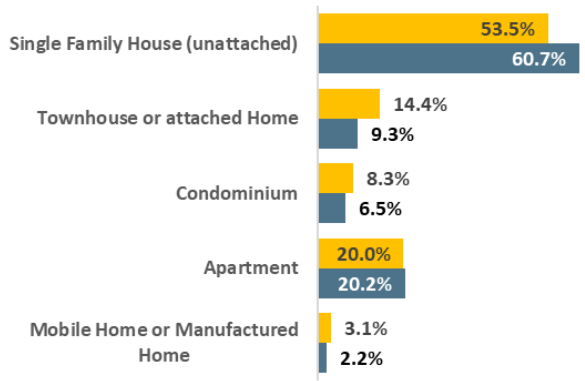
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

13.1% or 23,138,250 of USA Adults 25 - 64 use GEICO for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance are 8.1% less likely to own their home, 5.4% more likely to own a higher valued home, 11.9% less likely to have a single-family home, 2.1% less likely to have a dog.

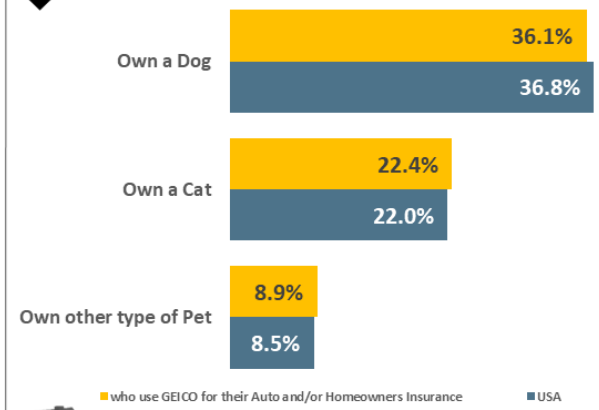
Own/Rent/Other: Adults 25 - 64



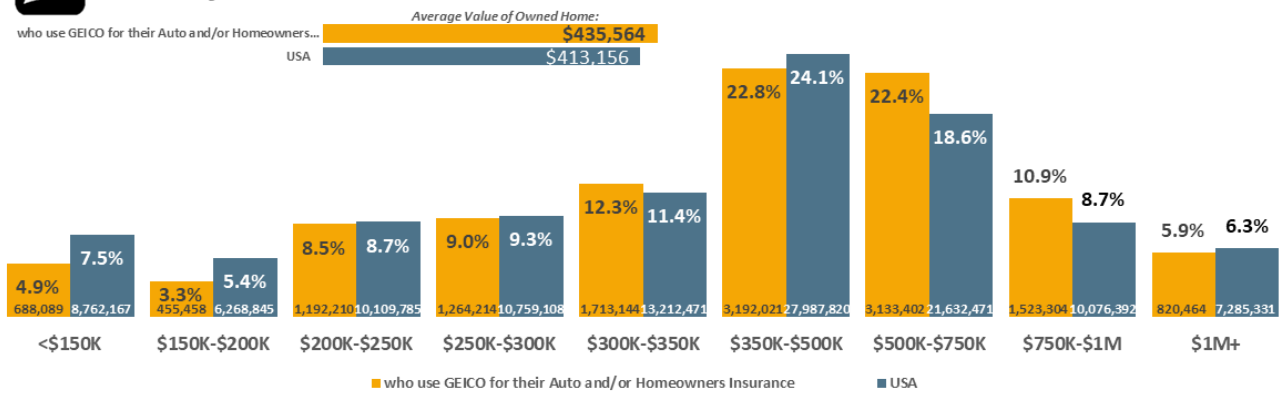
Type of Home: Adults 25 - 64



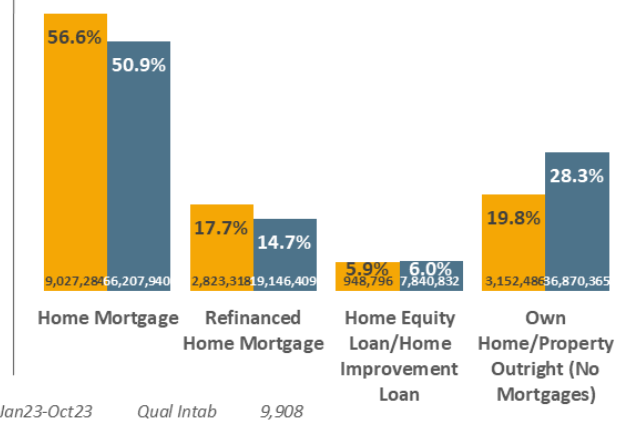
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,271*

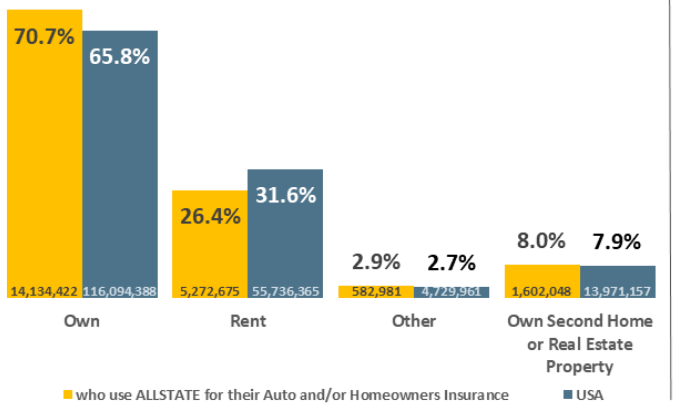
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

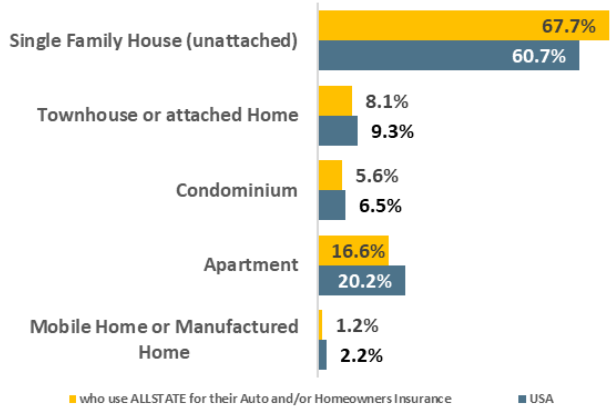
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

11.3% or 19,990,078 of USA Adults 25 - 64 use ALLSTATE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance are 7.5% more likely to own their home, 1.% more likely to own a higher valued home, 11.5% more likely to have a single-family home, 4.2% more likely to have a dog.

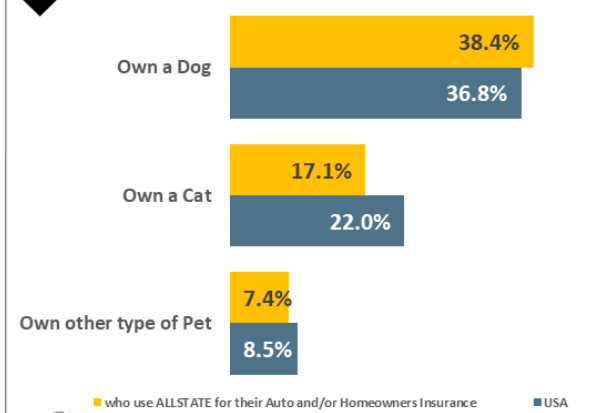
Own/Rent/Other: Adults 25 - 64



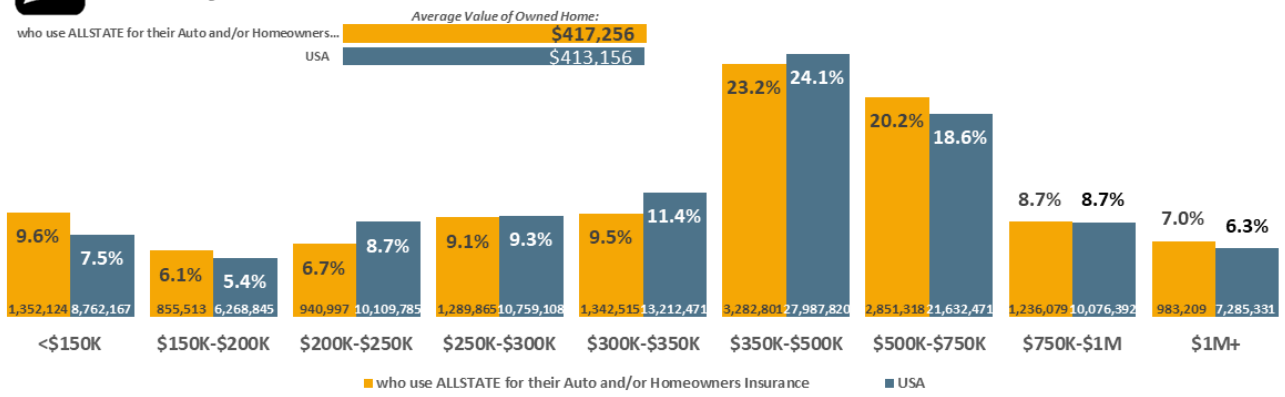
Type of Home: Adults 25 - 64



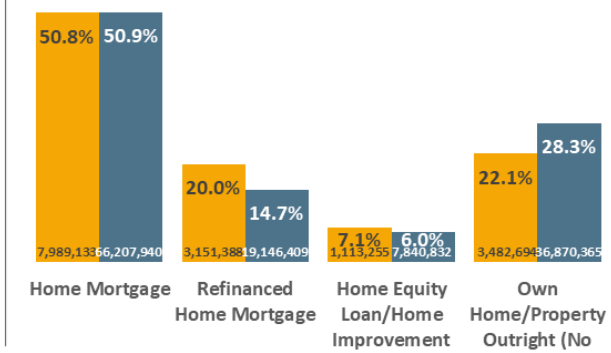
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,001*

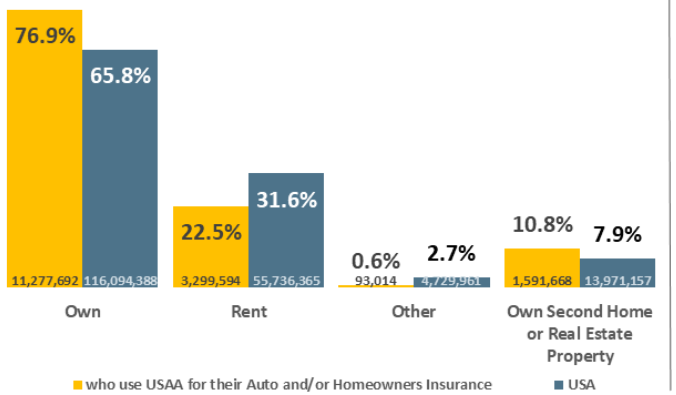
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

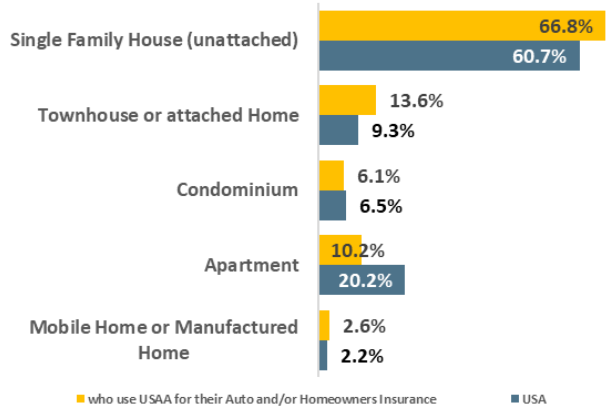
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

8.3% or 14,670,299 of USA Adults 25 - 64 use USAA for their Auto and/or Homeowners Insurance.
Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance are 16.9% more likely to own their home, 29.6% more likely to own a higher valued home, 10.1% more likely to have a single-family home, 28.2% more likely to have a dog.

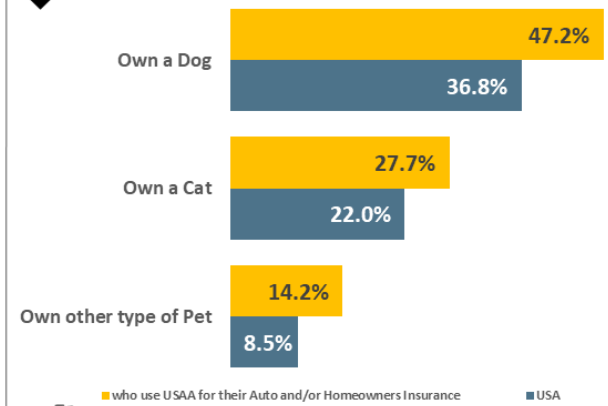
Own/Rent/Other: Adults 25 - 64



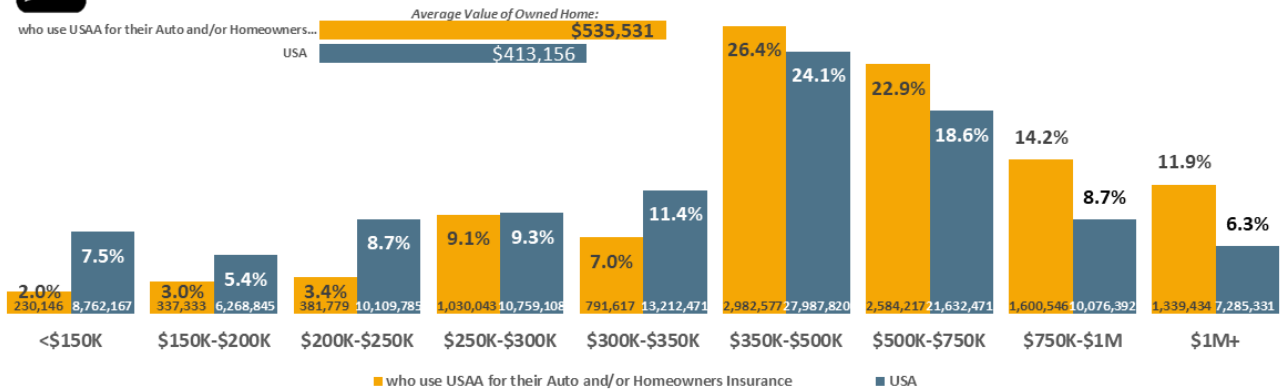
Type of Home: Adults 25 - 64



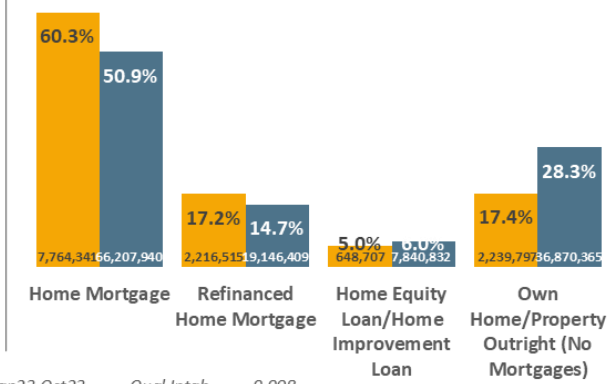
Pets in Home: Adults 25 - 64



Value of Owned Home: Adults 25 - 64



Home Loans: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

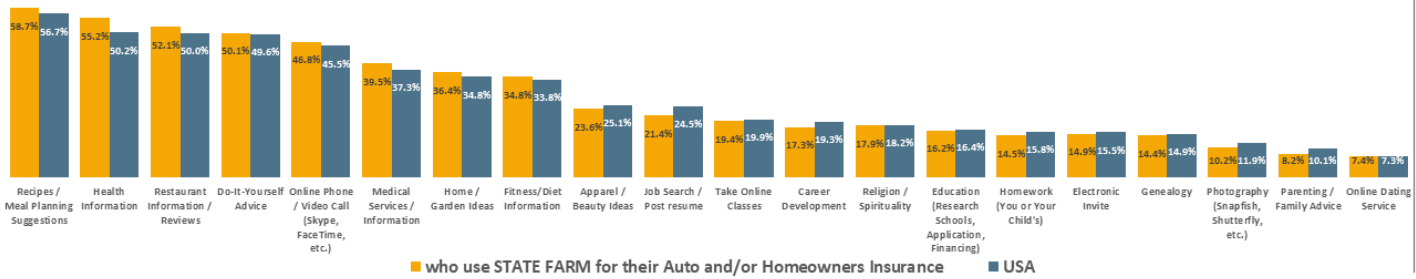
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

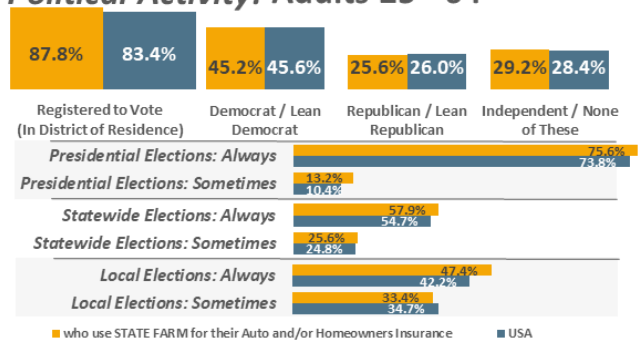
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

24.1% or 42,464,466 of USA Adults 25 - 64 use STATE FARM for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance are .9% more likely to look up D-I-Y advice online, 12.4% more likely to always vote in local elections, 10.4% more likely to belong to a gym, 1.6% less likely to fly domestic pa

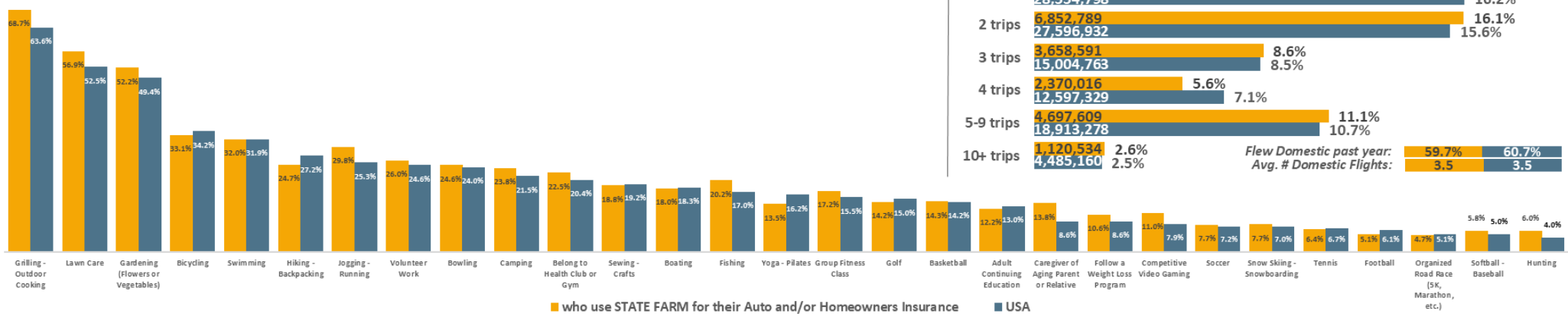
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

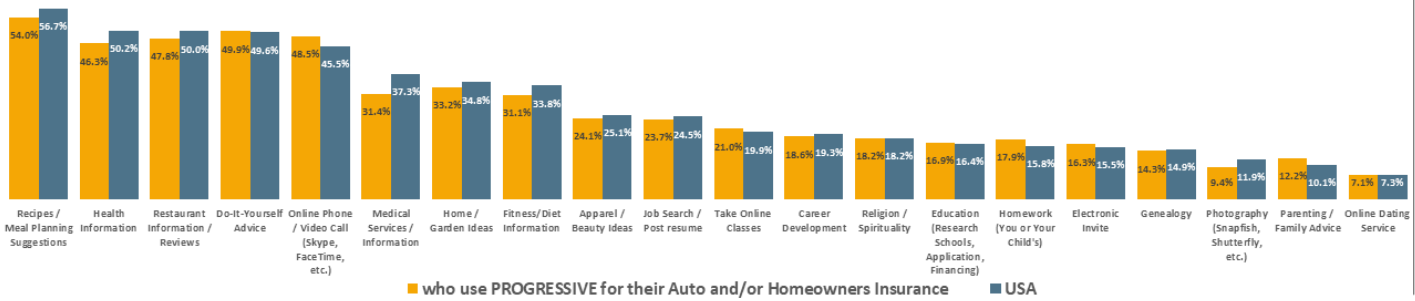
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

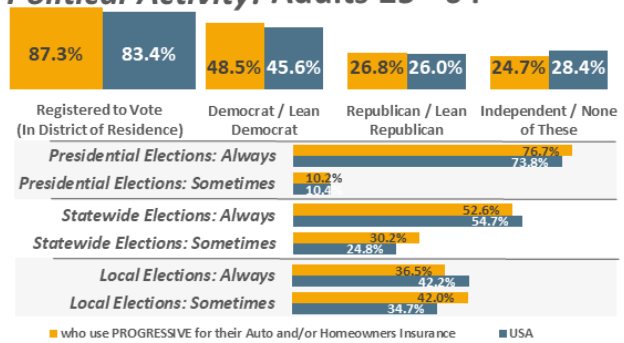
(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

14.6% or 25,696,759 of USA Adults 25 - 64 use PROGRESSIVE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance are .6% more likely to look up D-I-Y advice online, 13.5% less likely to always vote in local elections, 23.8% more likely to belong to a gym, 5.3% more likely to fly domestic p

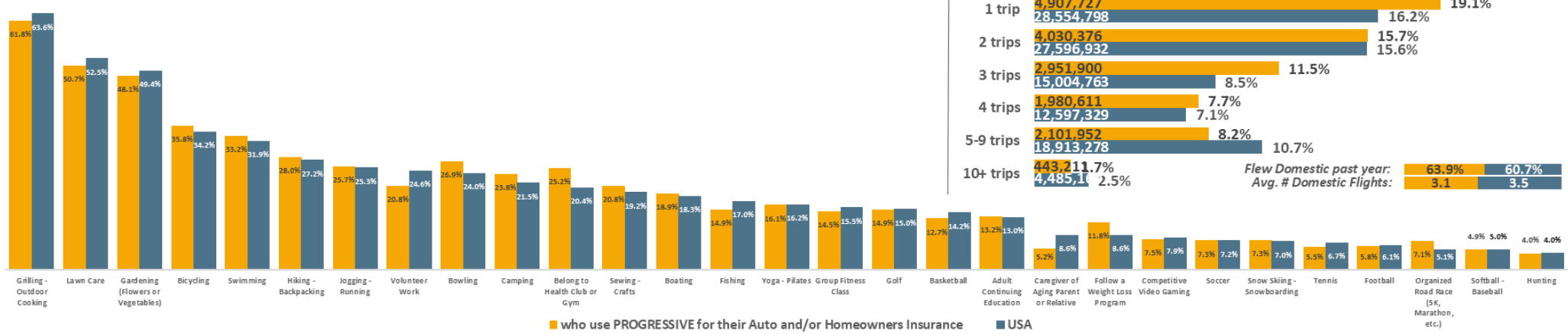
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

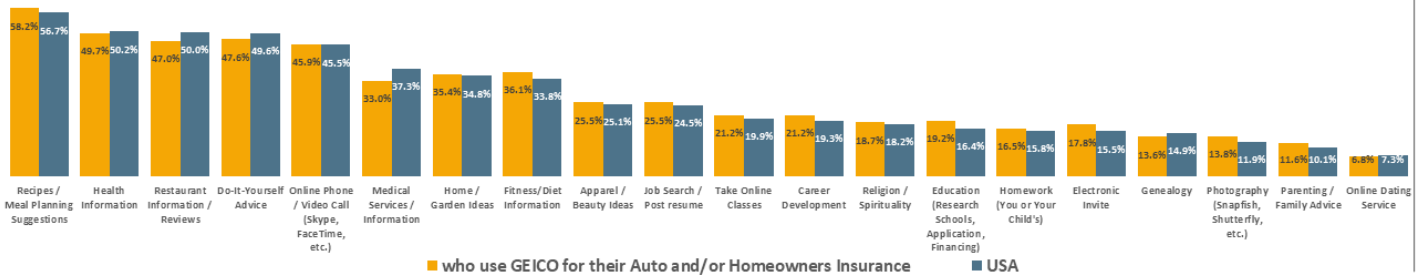
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

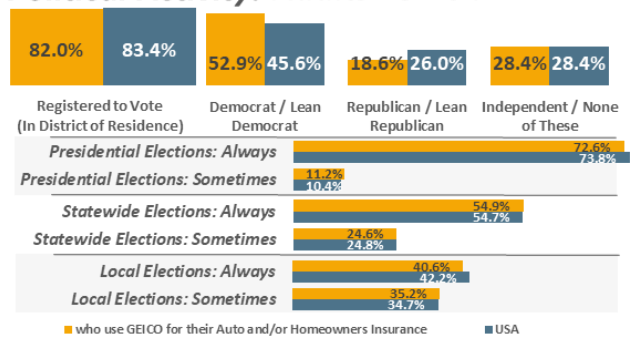
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

13.1% or 23,138,250 of USA Adults 25 - 64 use GEICO for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance are 4.1% less likely to look up D-I-Y advice online, 3.7% less likely to always vote in local elections, 5.7% more likely to belong to a gym, 16.6% more likely to fly domestic past yr

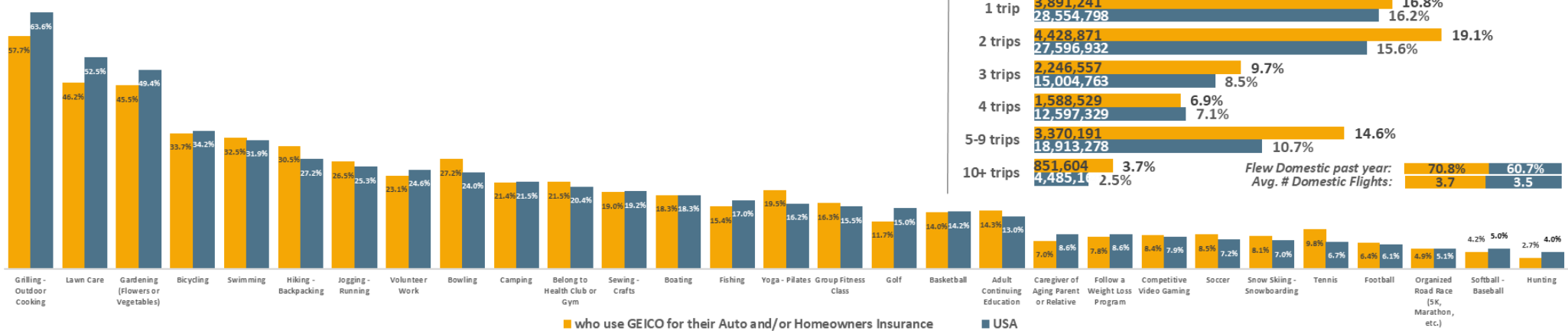
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

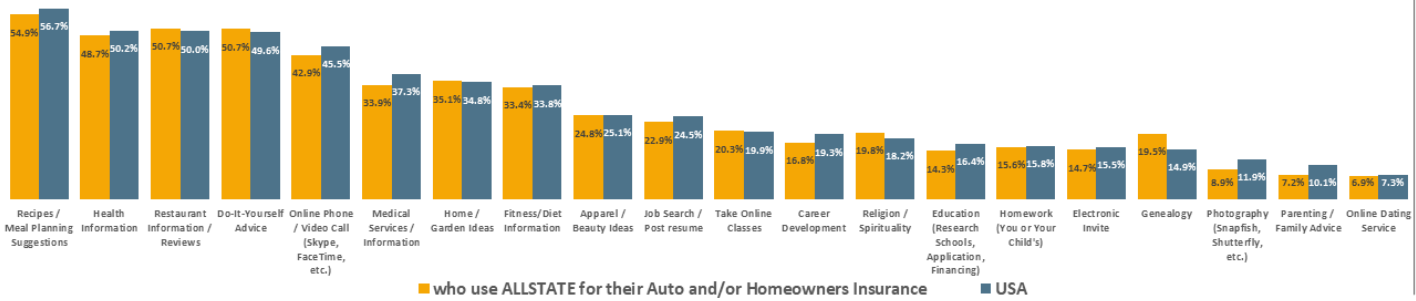
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

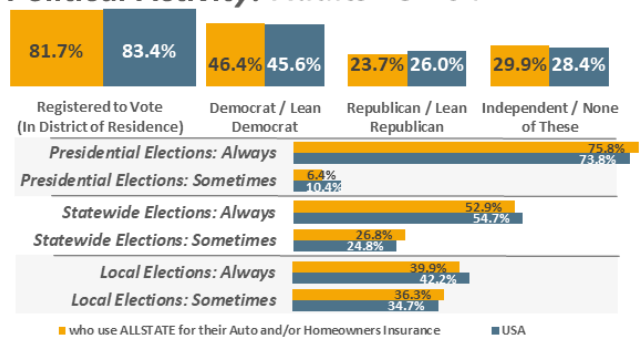
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

11.3% or 19,990,078 of USA Adults 25 - 64 use ALLSTATE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance are 2.1% more likely to look up D-I-Y advice online, 5.5% less likely to always vote in local elections, 5.8% less likely to belong to a gym, 2.1% more likely to fly domestic past

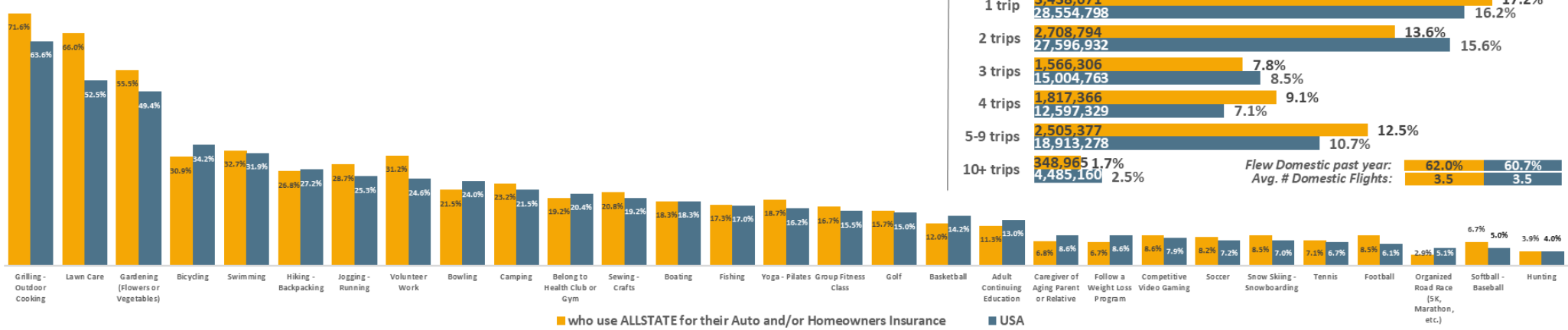
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,001*

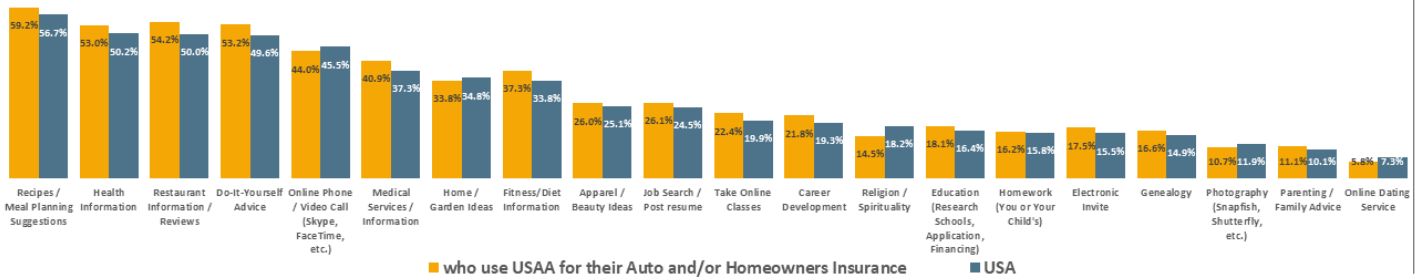
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

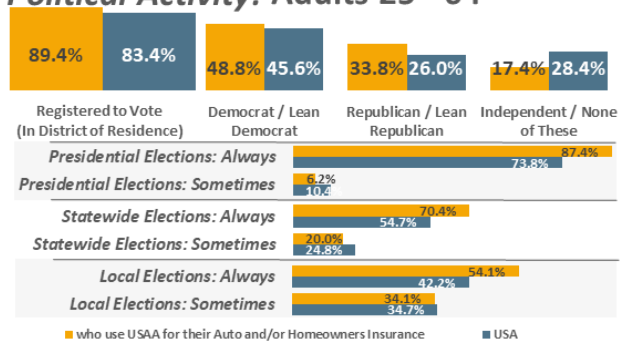
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

8.3% or 14,670,299 of USA Adults 25 - 64 use USAA for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance are 7.3% more likely to look up D-I-Y advice online, 28.1% more likely to always vote in local elections, 16.6% more likely to belong to a gym, 19.8% more likely to fly domestic past y

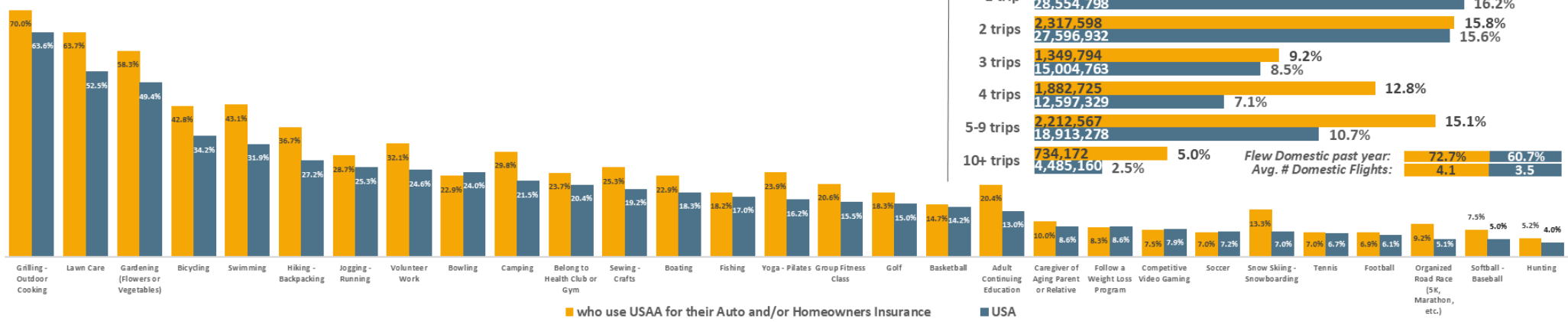
Top-20 past 30-days Online Lifestyle Activites: Adults 25 - 64



Political Activity: Adults 25 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 25 - 64



Past 12-months Domestic Airline Trips: Adults 25 - 64

USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *905*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

24.1% or 42,464,466 of USA Adults 25 - 64 use STATE FARM for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance are 4.6% more likely to use QSRs past mo., 1.3% more likely to use Sit-Down Restaurants past mo., 4.6% more likely to use Casinos past yr., 47.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users:

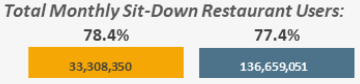


Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

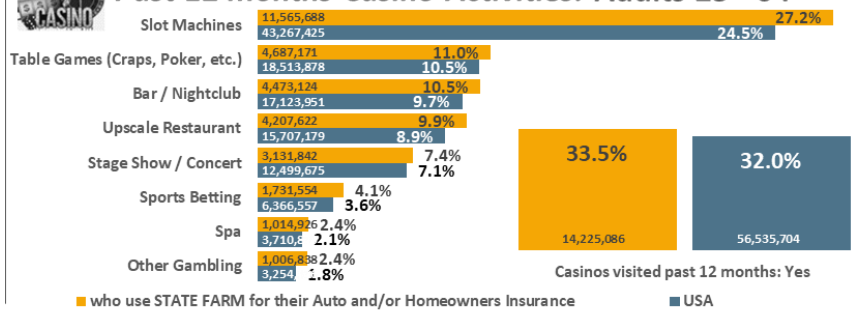


Drank Past 30-days: Adults 25 - 64



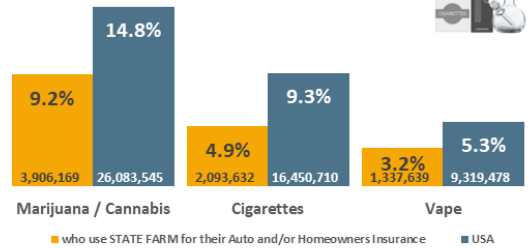
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *2,259*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

PROGRESSIVE

14.6% or 25,696,759 of USA Adults 25 - 64 use PROGRESSIVE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance are .2% more likely to use QSRs past mo., 4.4% more likely to use Sit-Down Restaurants past mo., 24.6% more likely to use Casinos past yr., 27.8% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 90.4% 23,228,279 | 90.2% 159,307,507

Avg. Monthly QSR Meals: 6.9 | 6.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 80.8% 20,773,588 | 77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who use PROGRESSIVE for their Auto and/or... 5,949,999 23.2%

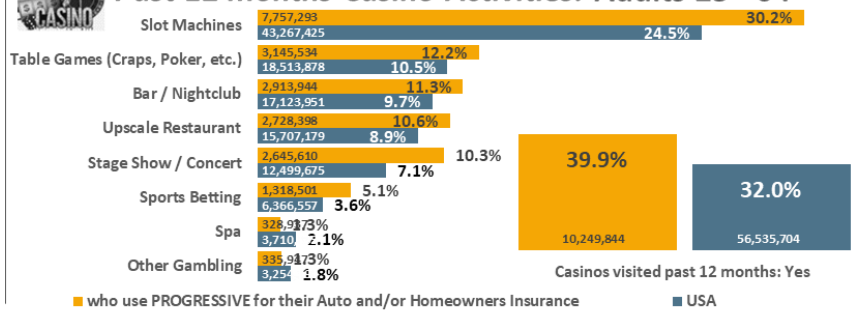
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



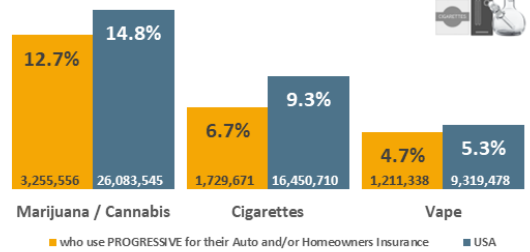
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

13.1% or 23,138,250 of USA Adults 25 - 64 use GEICO for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance are .6% less likely to use QSRs past mo., 2.6% more likely to use Sit-Down Restaurants past mo., 11.2% less likely to use Casinos past yr., 27.4% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



Total Monthly QSR Users: 89.7% 20,749,497 | 90.2% 159,307,507

Avg. Monthly QSR Meals: 6.7 | 6.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



Total Monthly Sit-Down Restaurant Users: 79.4% 18,378,556 | 77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals: 4.2 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who use GEICO for their Auto and/or Homeowners... 5,839,326 25.2%

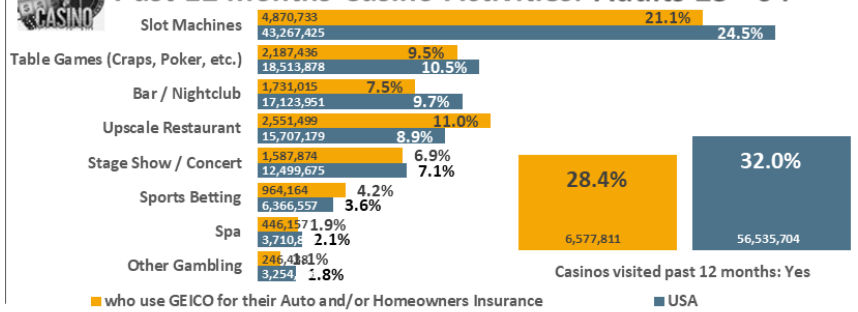
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



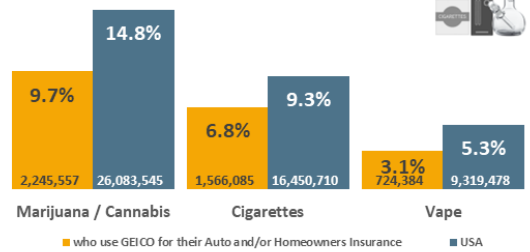
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,271*

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

11.3% or 19,990,078 of USA Adults 25 - 64 use ALLSTATE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance are 3.3% more likely to use QSRs past mo., 5.3% more likely to use Sit-Down Restaurants past mo., 10.9% more likely to use Casinos past yr., 42.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64

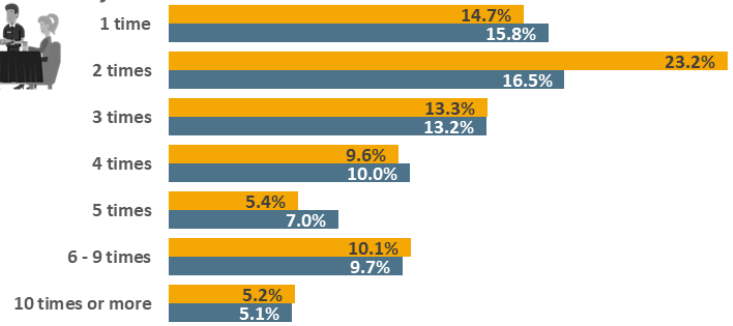


Total Monthly QSR Users: 93.2% 18,637,626 | 90.2% 159,307,507

Avg. Monthly QSR Meals: 6.4 | 6.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64





Total Monthly Sit-Down Restaurant Users: 81.5% 16,291,874 | 77.4% 136,659,051

Avg. Monthly Sit-Down Restaurant Meals: 3.9 | 4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who use ALLSTATE for their Auto and/or Homeowners... 5,819,722 29.1%

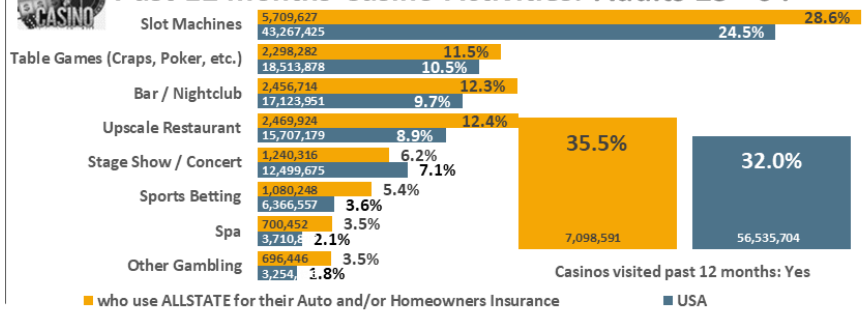
USA 39,315,793 22.3%

Drank Past 30-days: Adults 25 - 64



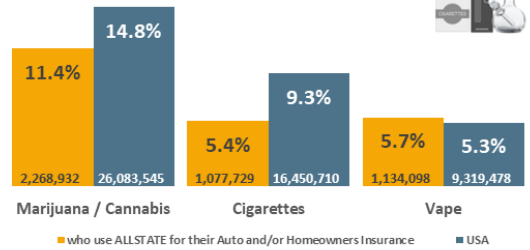
Past 12 months Casino Activities: Adults 25 - 64





Used Past 30-days: Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

8.3% or 14,670,299 of USA Adults 25 - 64 use USAA for their Auto and/or Homeowners Insurance.
Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance are 3.% more likely to use QSRs past mo., 6.9% more likely to use Sit-Down Restaurants past mo., 15.8% less likely to use Casinos past yr., 57.2% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 - 64



	who use USAA for their Auto and/or Homeowners Insurance	USA
1 time	7.5%	7.8%
2 times	10.7%	10.1%
3 times	10.7%	10.3%
4 times	12.3%	10.5%
5 times	9.3%	10.5%
6 - 9 times	24.4%	22.0%
10 times or more	17.9%	19.0%

Total Monthly QSR Users:	who use USAA for their Auto and/or Homeowners Insurance	USA
	92.9%	90.2%
	13,628,394	159,307,507

Avg. Monthly QSR Meals:	who use USAA for their Auto and/or Homeowners Insurance	USA
	6.6	6.7

Past 30-days Sit-Down Restaurant Users: Adults 25 - 64



	who use USAA for their Auto and/or Homeowners Insurance	USA
1 time	16.6%	15.8%
2 times	18.6%	16.5%
3 times	14.0%	13.2%
4 times	6.5%	10.0%
5 times	7.0%	7.0%
6 - 9 times	11.2%	9.7%
10 times or more	8.9%	5.1%

Total Monthly Sit-Down Restaurant Users:	who use USAA for their Auto and/or Homeowners Insurance	USA
	82.7%	77.4%
	12,134,573	136,659,051

Avg. Monthly Sit-Down Restaurant Meals:	who use USAA for their Auto and/or Homeowners Insurance	USA
	4.5	4.1

Top-10 Cuisines: Adults 25 - 64

(Sit-Down Restaurants Used Past 30-days)



	who use USAA for their Auto and/or Homeowners Insurance	USA
Mexican	45.8%	37.3%
Pizza	41.9%	36.2%
Chinese	32.8%	34.1%
Coffee House / Coffee Bar	28.2%	24.1%
Indian / Thai / Other Asian	23.3%	20.9%
Italian	17.8%	17.4%
Bagel / Donut / Bakery	18.6%	16.7%
Wings / Burgers / Sports Bar	19.4%	15.5%
Upscale	17.9%	14.7%
Steakhouse	9.2%	11.7%

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

	who use USAA for their Auto and/or Homeowners...	USA
	3,121,154	39,315,793
	21.3%	22.3%

Drank Past 30-days: Adults 25 - 64



	who use USAA for their Auto and/or Homeowners Insurance	USA
Liquor	7,762,300 52.9%	83,647,714 47.4%
Any Type of Beer	6,759,063 46.1%	77,595,650 43.9%
Wine	6,594,392 45.0%	59,031,645 33.4%
Domestic Regular Beer	4,264,277 29.1%	43,800,934 24.8%
Imported Beer	3,581,504 24.4%	41,529,015 23.5%
Domestic Light Beer	3,249,351 22.1%	39,521,964 22.4%
Microbrew / Craft Beer	2,861,871 19.5%	23,265,157 13.2%

Past 12 months Casino Activities: Adults 25 - 64

	who use USAA for their Auto and/or Homeowners Insurance	USA
Slot Machines	2,906,606 19.8%	43,267,425 24.5%
Table Games (Craps, Poker, etc.)	1,614,199 11.0%	18,513,878 10.5%
Bar / Nightclub	1,235,347 8.4%	17,123,951 9.7%
Upscale Restaurant	1,014,753 6.9%	15,707,179 8.9%
Stage Show / Concert	886,209 6.0%	12,499,675 7.1%
Sports Betting	318,961 2.2%	6,366,557 3.6%
Spa	185,66[illegible] 1.3%	3,710,8[illegible] 2.1%
Other Gambling	365,757 2.5%	3,254[illegible] 1.8%

Casinos visited past 12 months: Yes	who use USAA for their Auto and/or Homeowners Insurance	USA
	27.0%	32.0%
	3,956,581	56,535,704

Used Past 30-days: Adults 25 - 64



	who use USAA for their Auto and/or Homeowners Insurance	USA
Marijuana / Cannabis	8.4%	14.8%
	1,234,411	26,083,545
Cigarettes	4.0%	9.3%
	584,710	16,450,710
Vape	3.2%	5.3%
	473,368	9,319,478

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

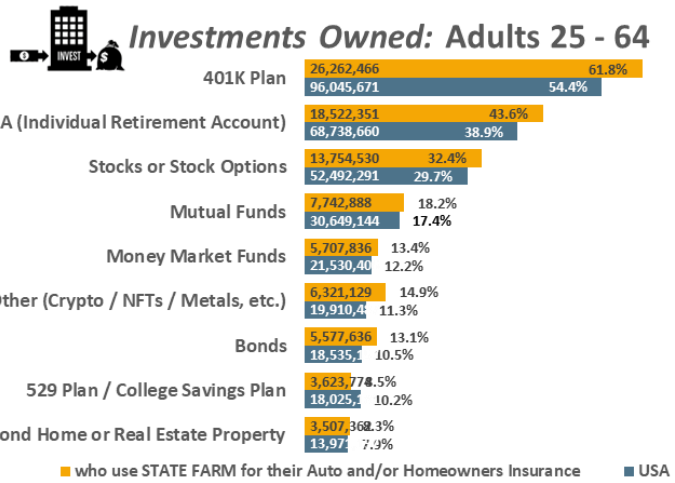
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

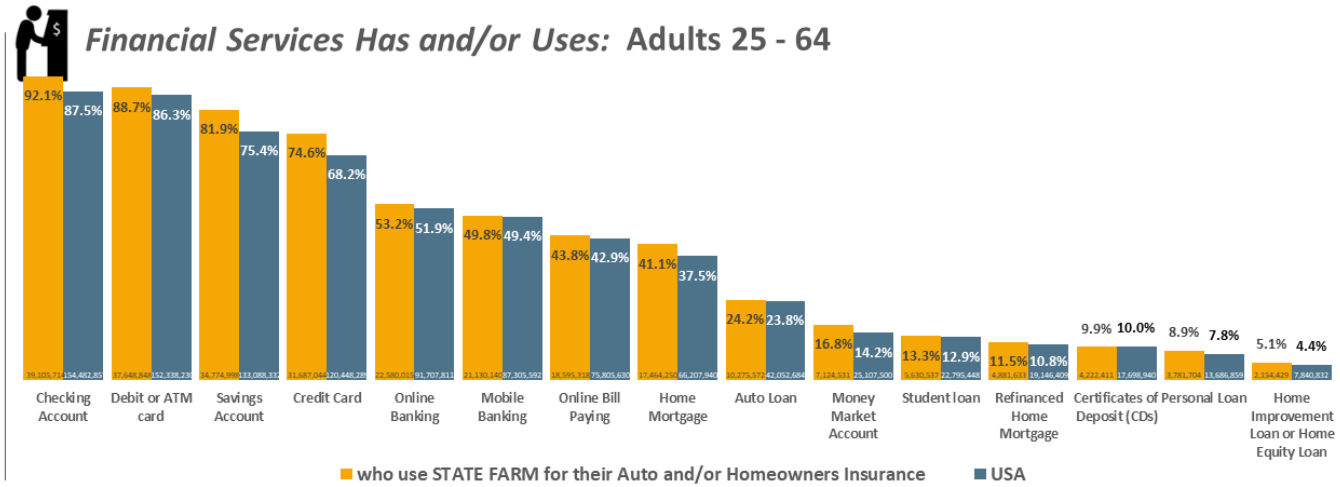
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

24.1% or 42,464,466 of USA Adults 25 - 64 use STATE FARM for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance are 13.7% more likely to have a 401K, 1.6% more likely to have an Auto Loan, 7.6% less likely to Invest/Trade Stocks Online, 6.% more likely to pay with their Debit Card.

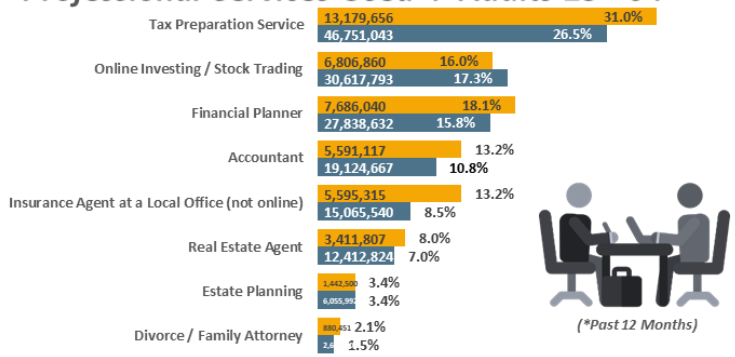
Investments Owned: Adults 25 - 64



Financial Services Has and/or Uses: Adults 25 - 64

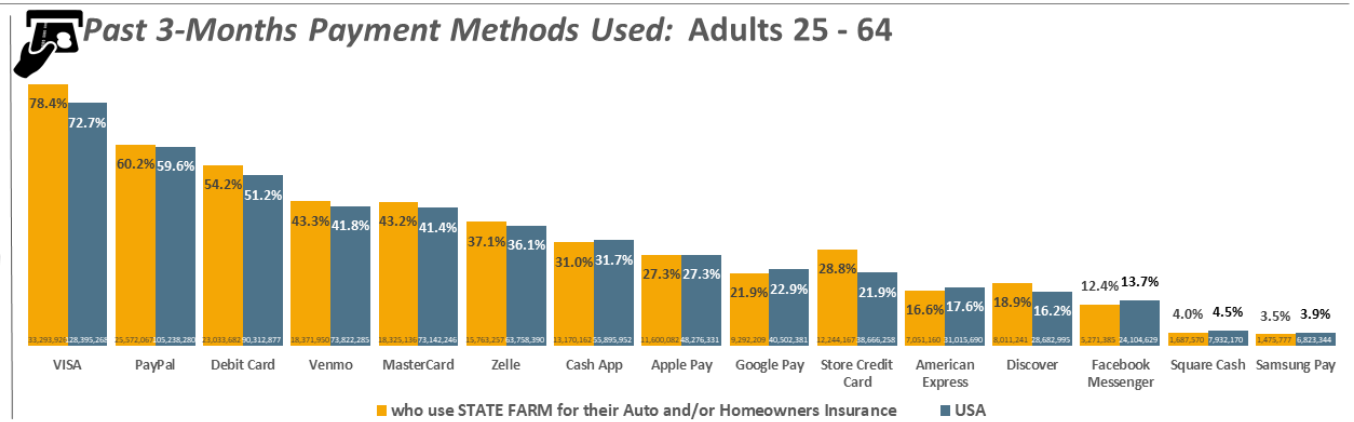


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

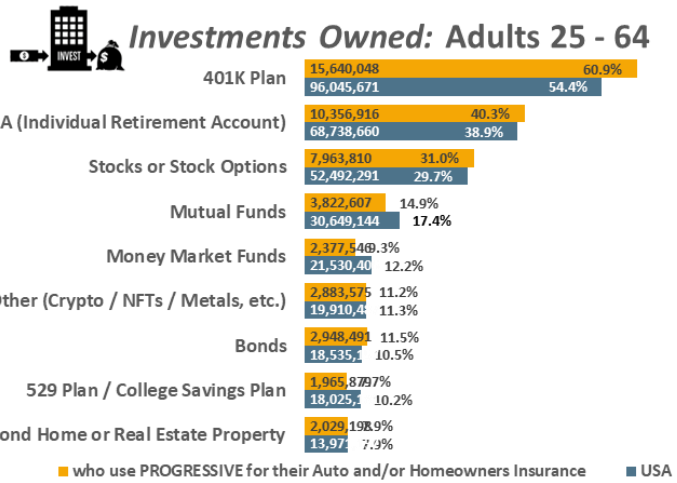
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

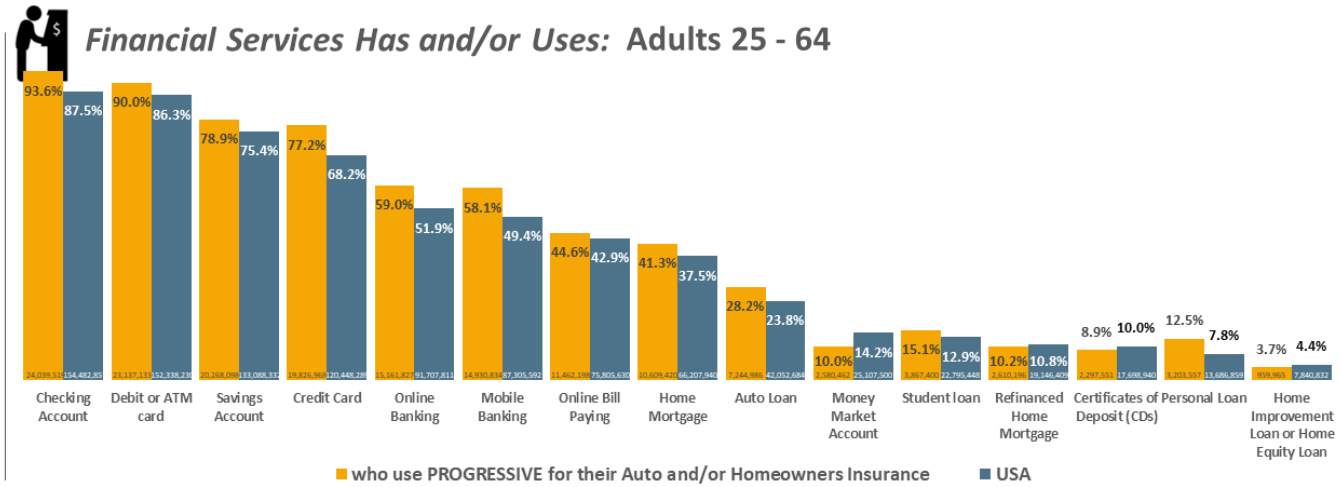
PROGRESSIVE®

14.6% or 25,696,759 of USA Adults 25 - 64 use PROGRESSIVE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance are 11.9% more likely to have a 401K, 18.4% more likely to have an Auto Loan, 17.4% more likely to Invest/Trade Stocks Online, 6.3% more likely to pay with their Debit Card.

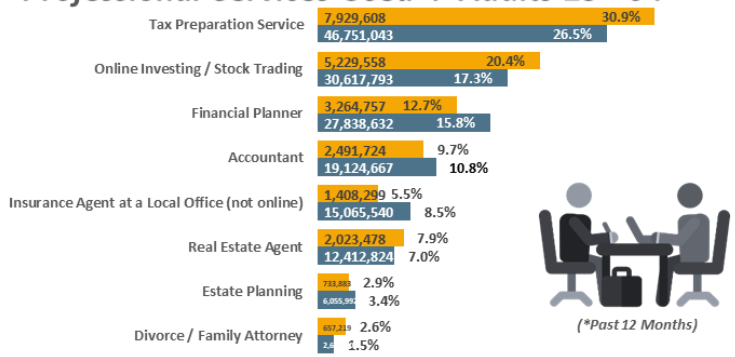
Investments Owned: Adults 25 - 64



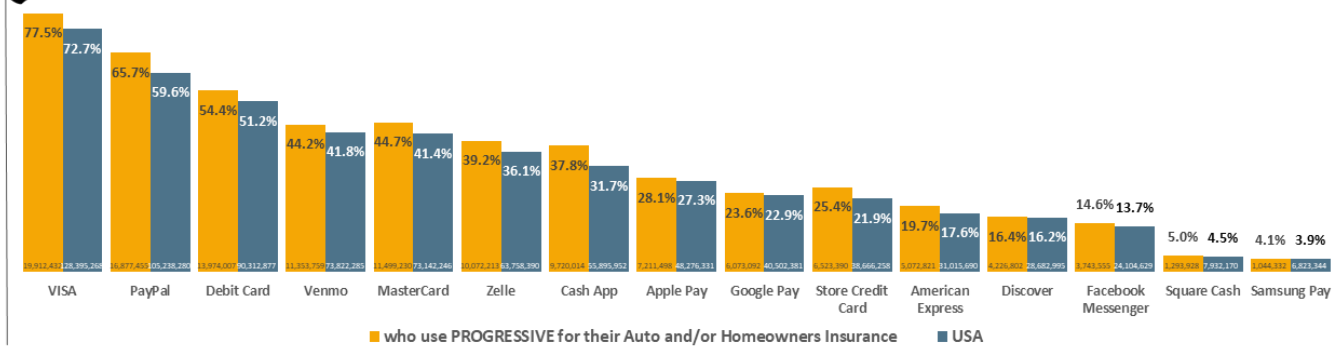
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

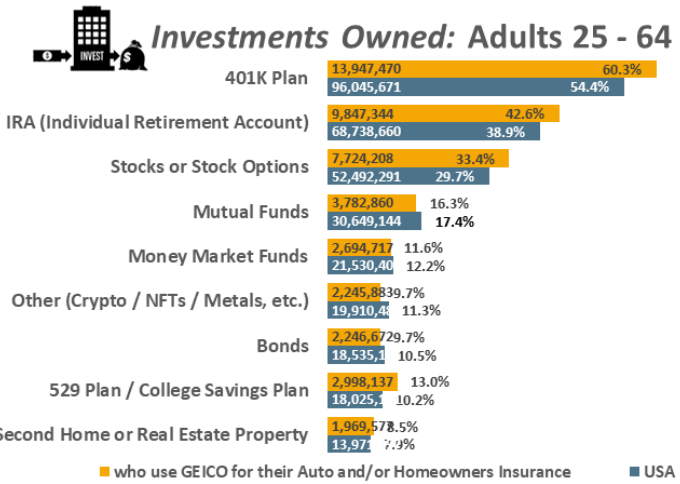
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

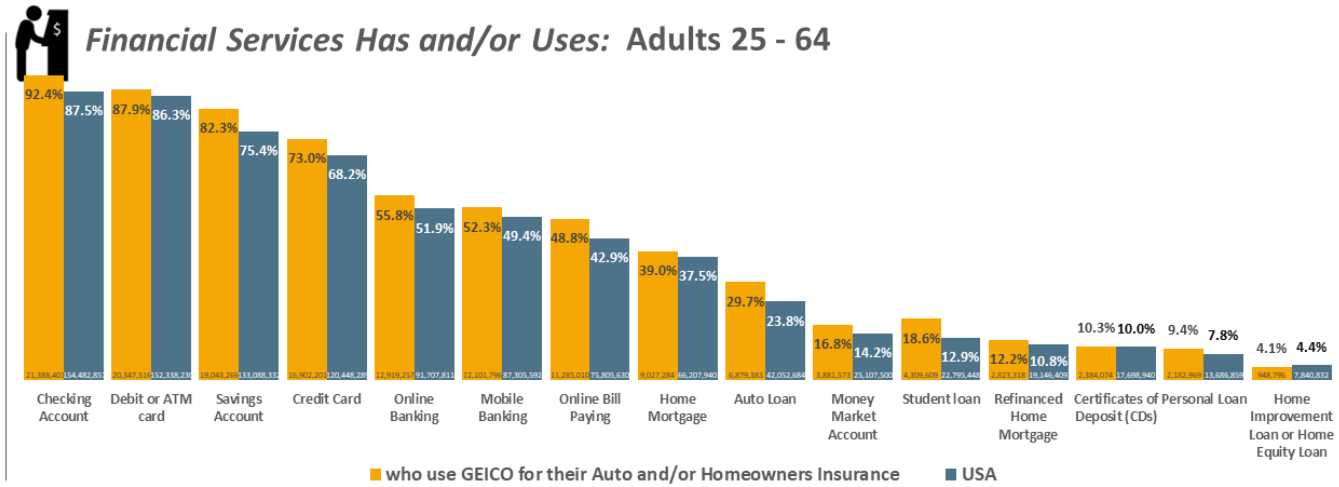
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

13.1% or 23,138,250 of USA Adults 25 - 64 use GEICO for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance are 10.8% more likely to have a 401K, 24.8% more likely to have an Auto Loan, 24.2% more likely to Invest/Trade Stocks Online, 4.7% less likely to pay with their Debit Card.

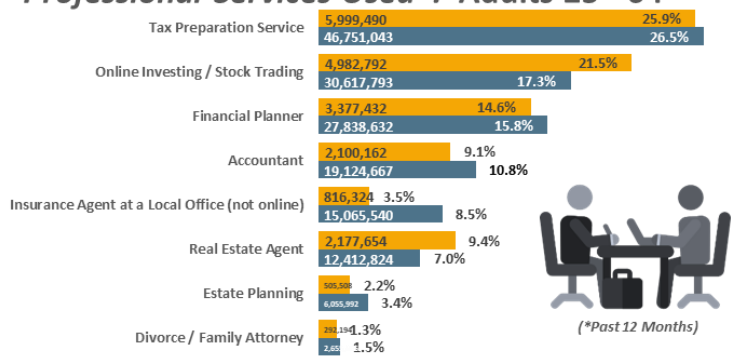
Investments Owned: Adults 25 - 64



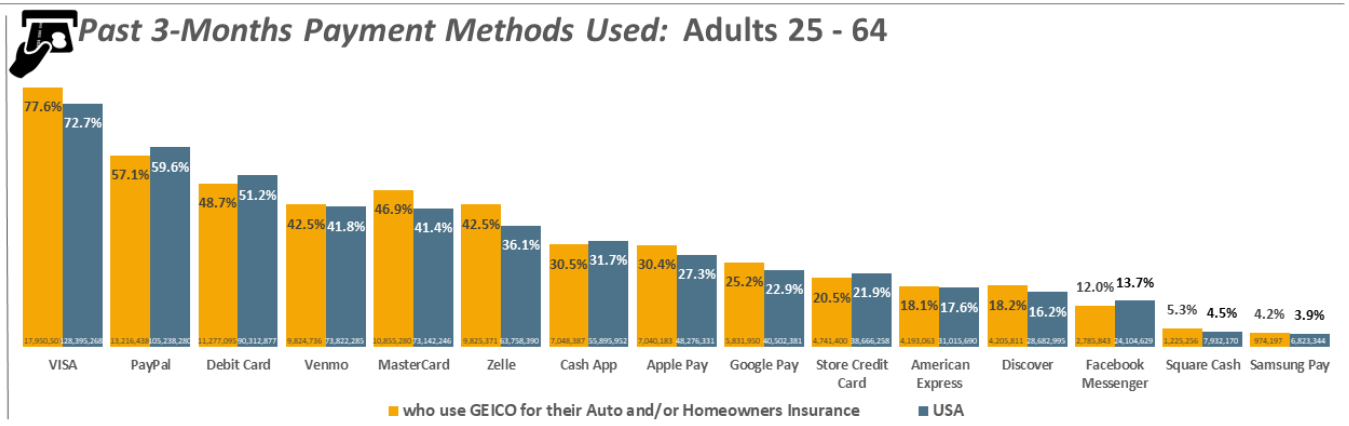
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,271*

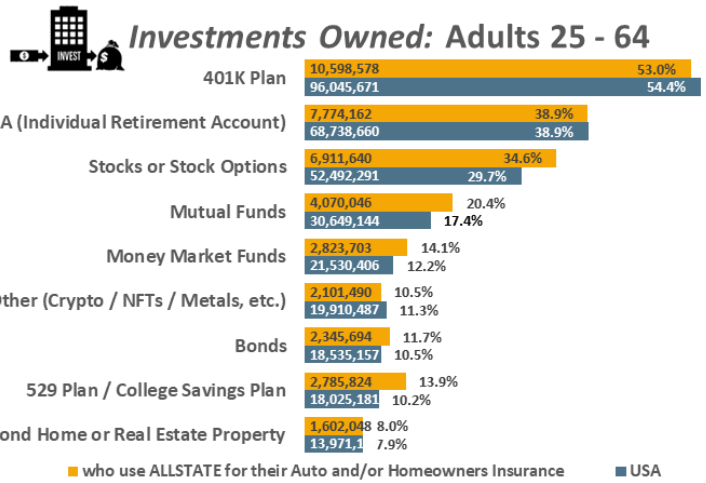
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

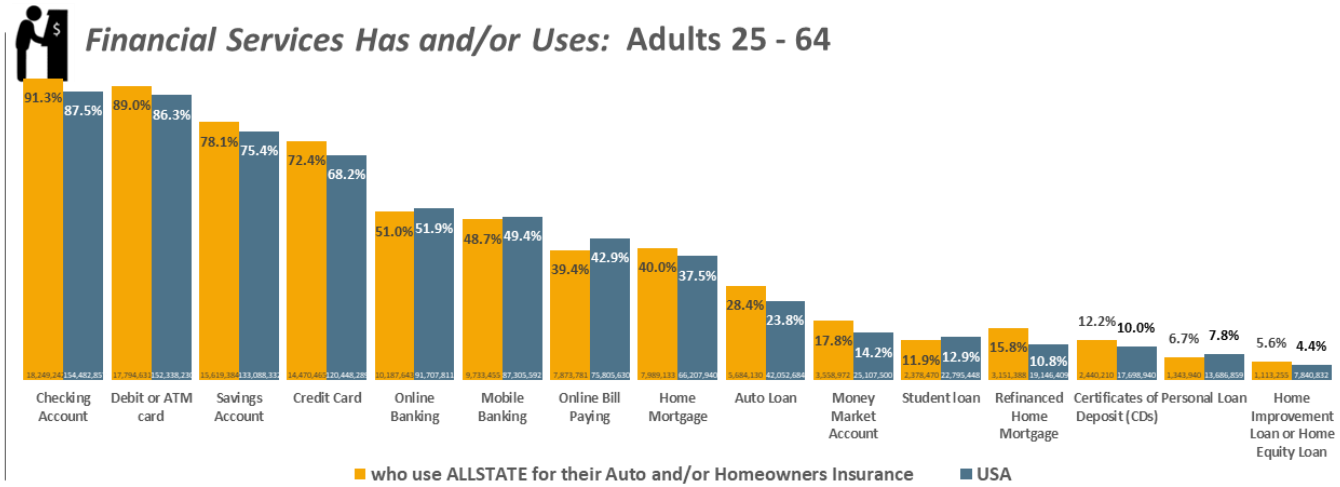
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

11.3% or 19,990,078 of USA Adults 25 - 64 use ALLSTATE for their Auto and/or Homeowners Insurance. Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance are 2.5% less likely to have a 401K, 19.4% more likely to have an Auto Loan, 12.% more likely to Invest/Trade Stocks Online, 2.5% more likely to pay with their Debit Card.

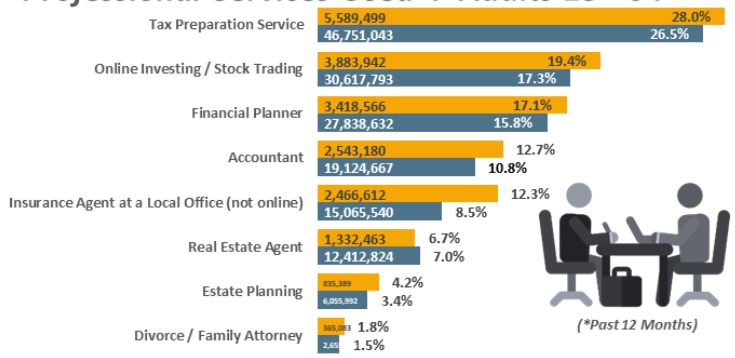
Investments Owned: Adults 25 - 64



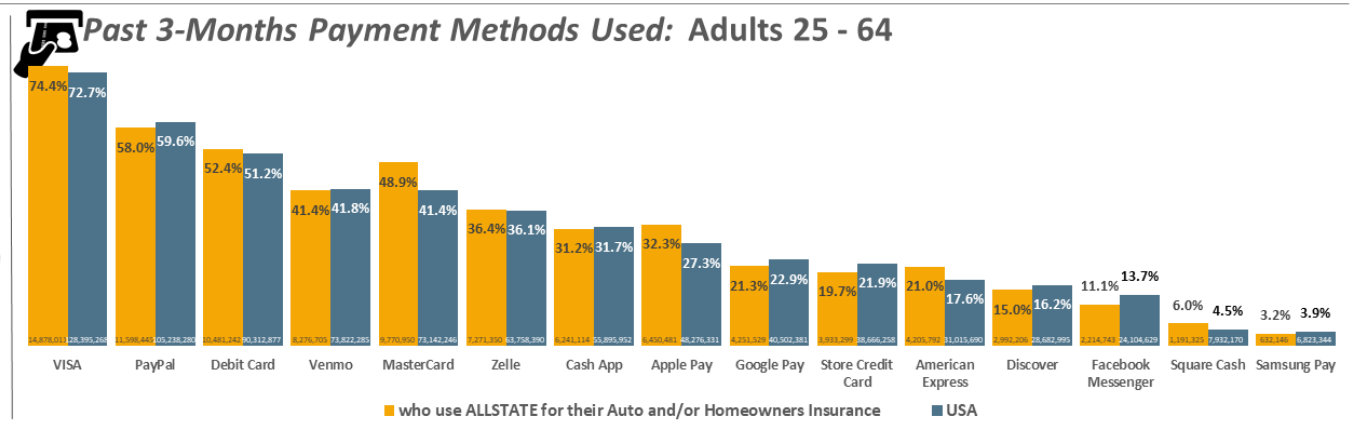
Financial Services Has and/or Uses: Adults 25 - 64



Professional Services Used:* Adults 25 - 64



Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

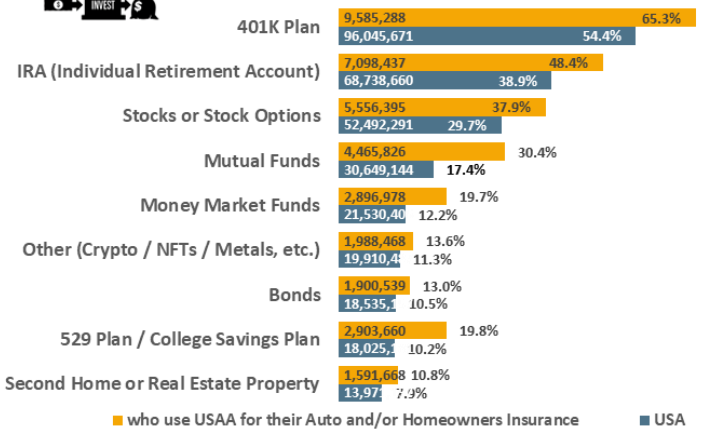
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

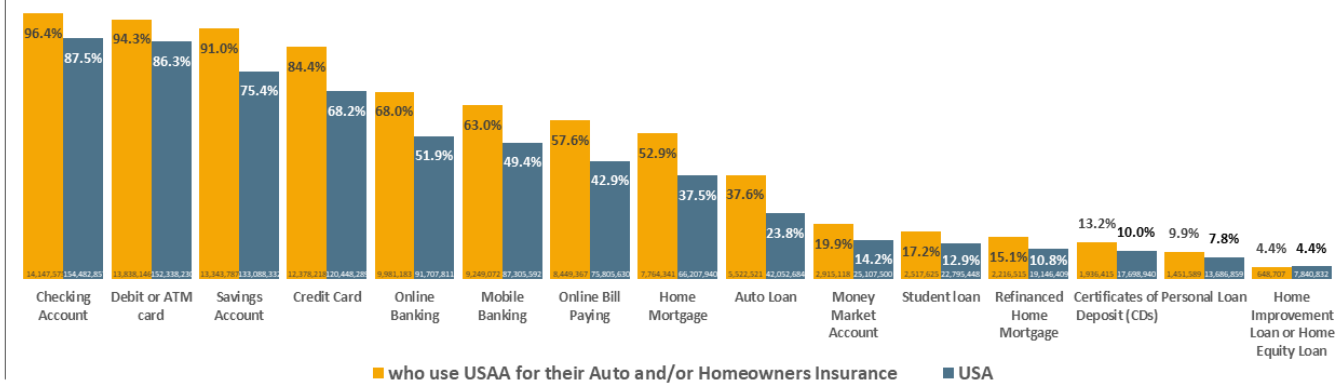
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

8.3% or 14,670,299 of USA Adults 25 - 64 use USAA for their Auto and/or Homeowners Insurance.
Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance are 20.1% more likely to have a 401K, 58.1% more likely to have an Auto Loan, 54.1% more likely to Invest/Trade Stocks Online, 1.5% less likely to pay with their Debit Card.

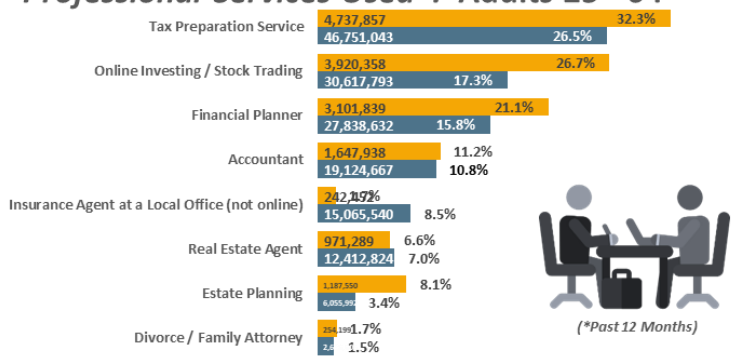
Investments Owned: Adults 25 - 64



Financial Services Has and/or Uses: Adults 25 - 64

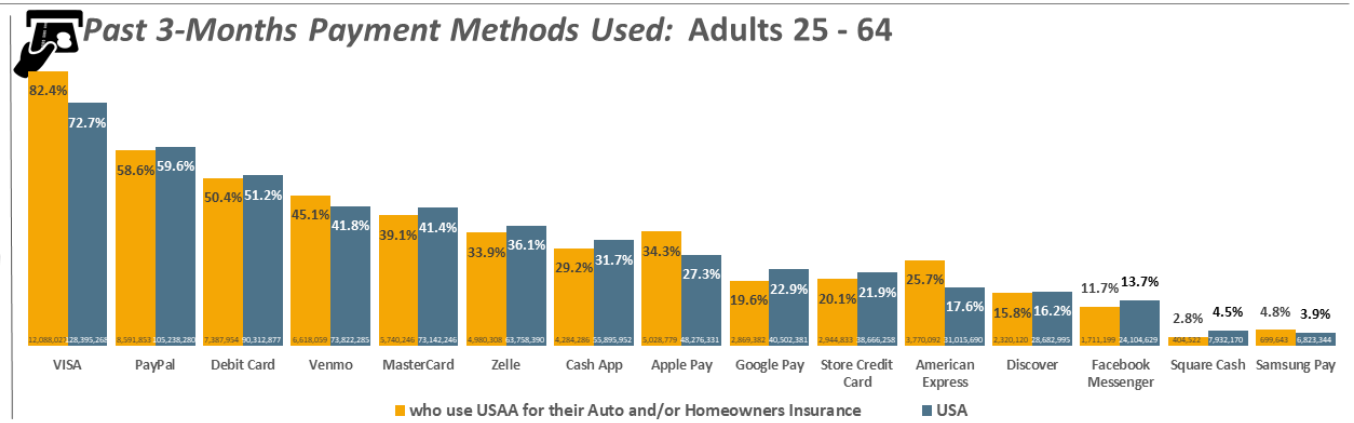


Professional Services Used:* Adults 25 - 64



*(*Past 12 Months)*

Past 3-Months Payment Methods Used: Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

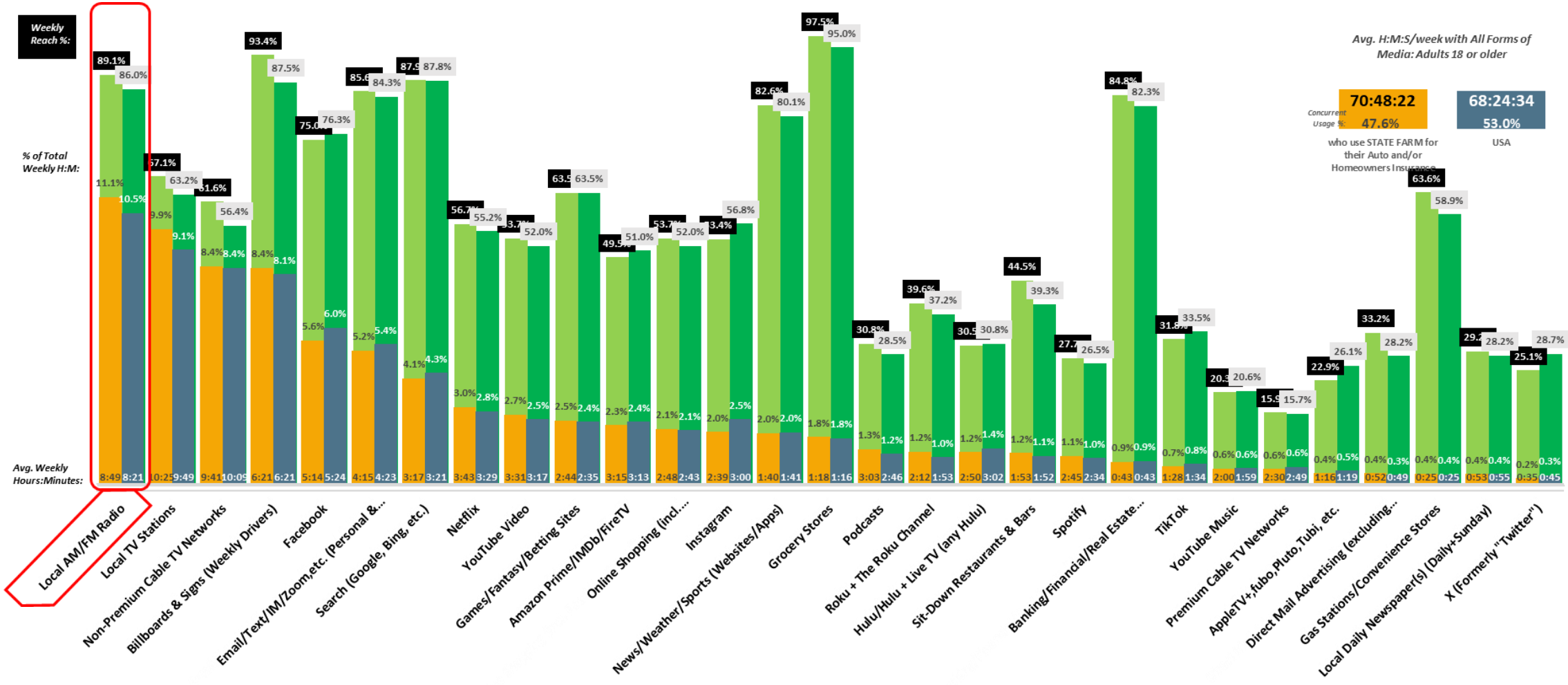
All Graphs and HBIAI Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance spend an average of 2 days, 22 hours, 48 minutes and 22 seconds each week with All Forms of Media.

89.1% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance spend an avg. of 8 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

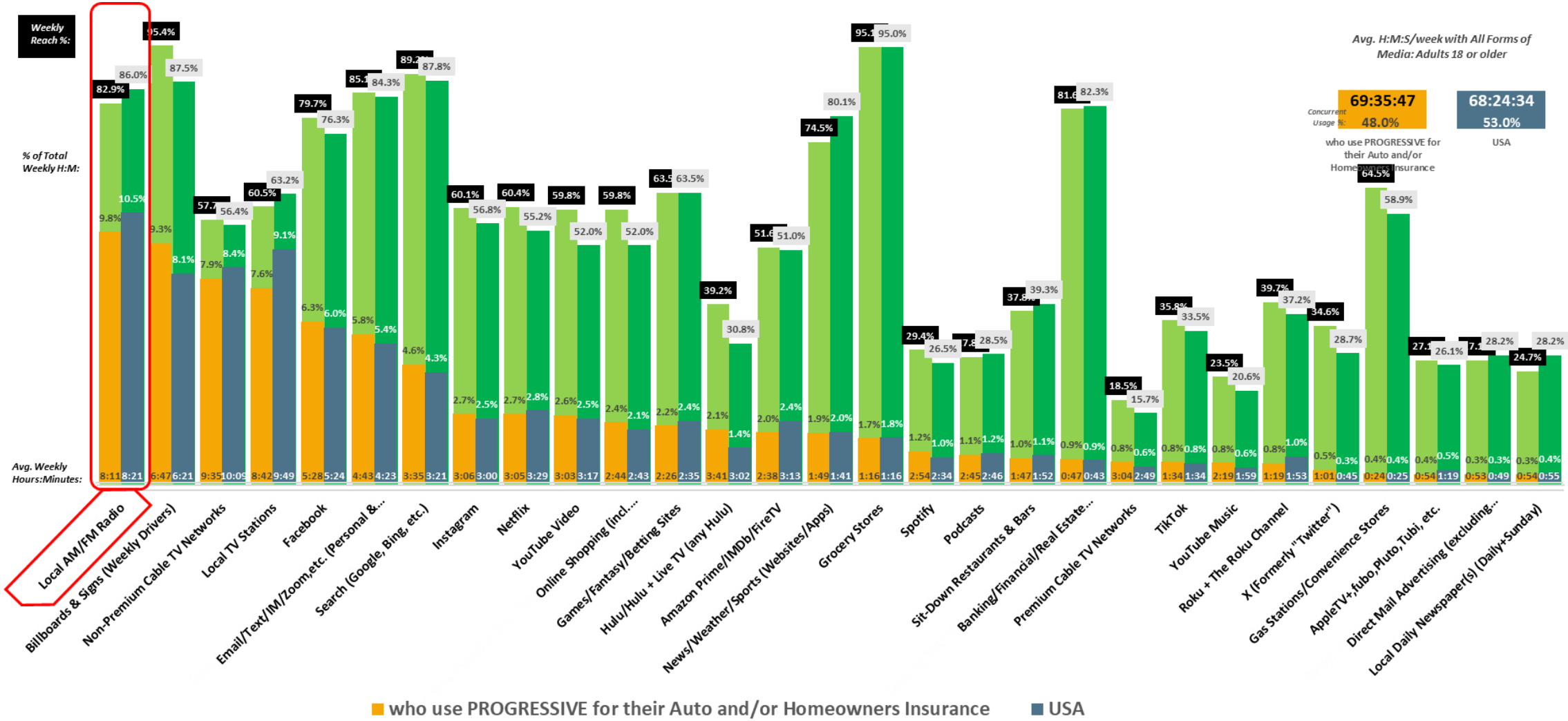
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance spend an average of 2 days, 21 hours, 35 minutes and 47 seconds each week with All Forms of Media.

82.9% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance spend an avg. of 8 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

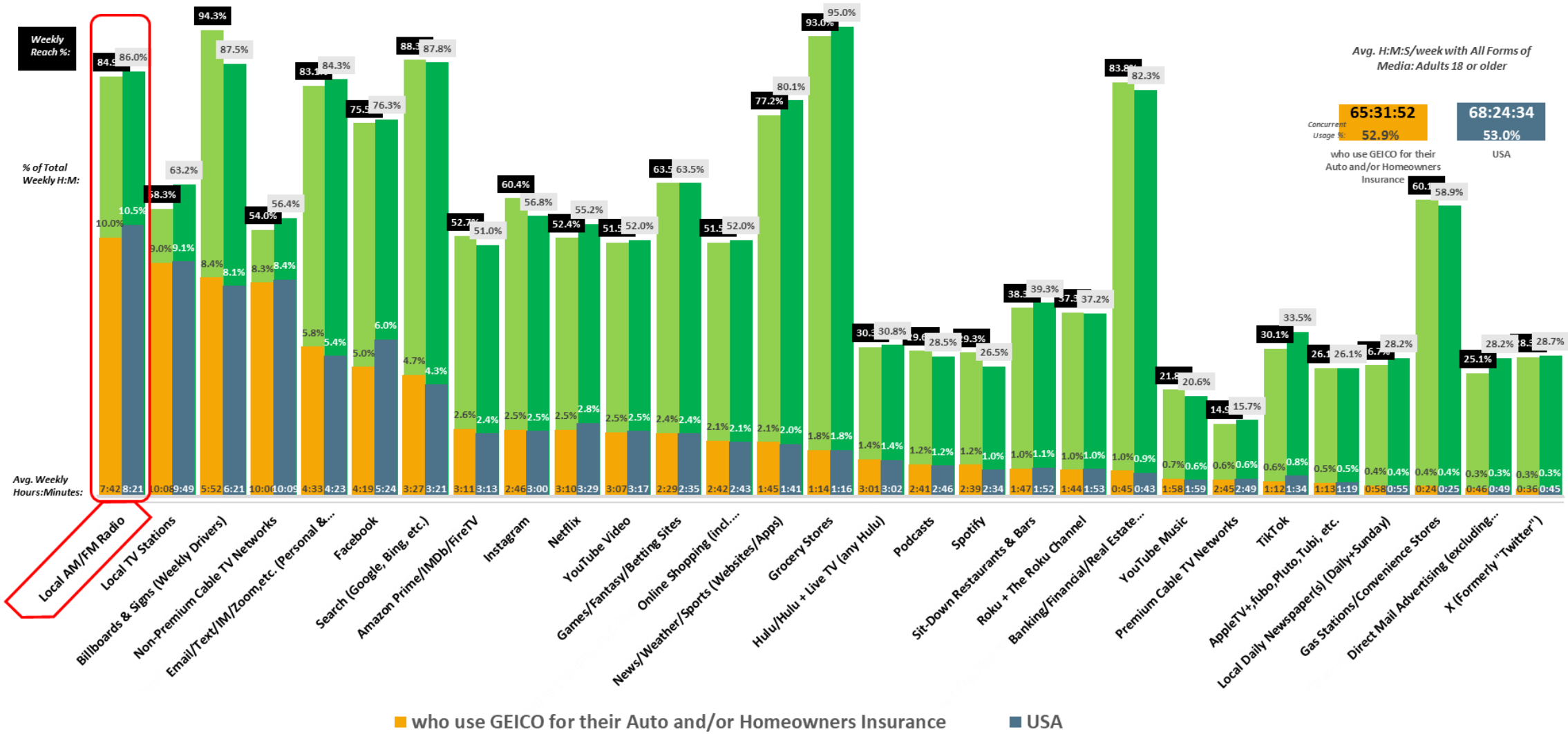
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance spend an average of 2 days, 17 hours, 31 minutes and 52 seconds each week with All Forms of Media.

84.9% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

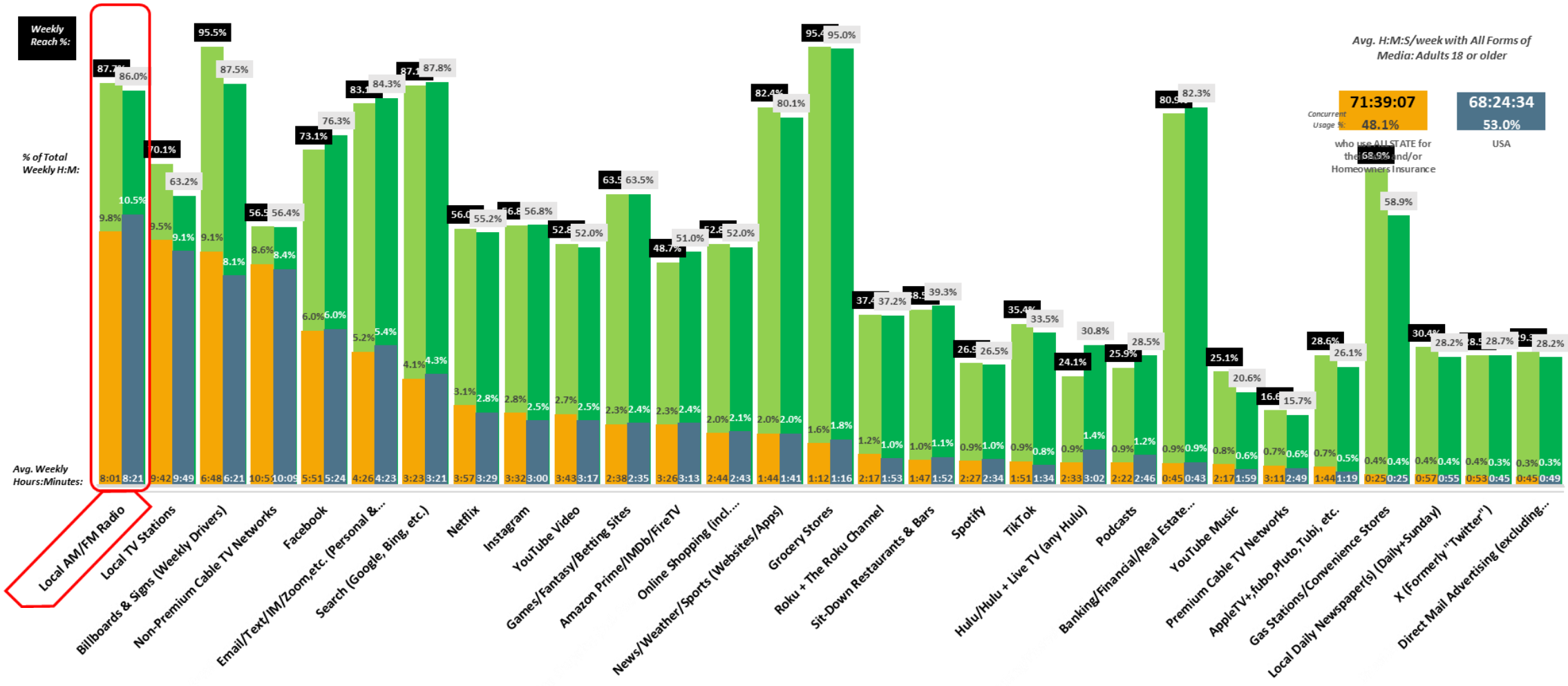
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance spend an average of 2 days, 23 hours, 39 minutes and 7 seconds each week with All Forms of Media.

87.7% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

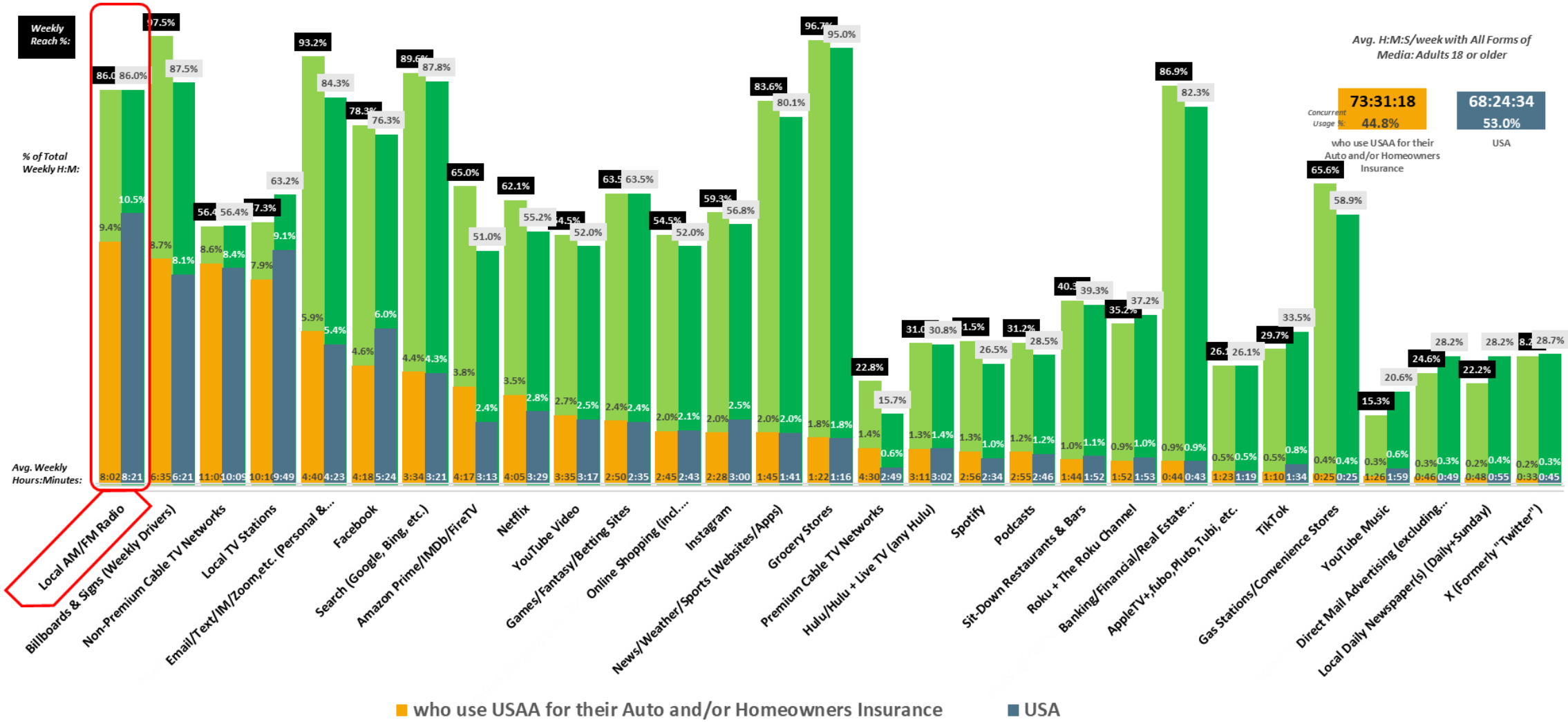
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance spend an average of 3 days, 1 hours, 31 minutes and 18 seconds each week with All Forms of Media.

86.% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance spend an avg. of 8 hours and 2 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

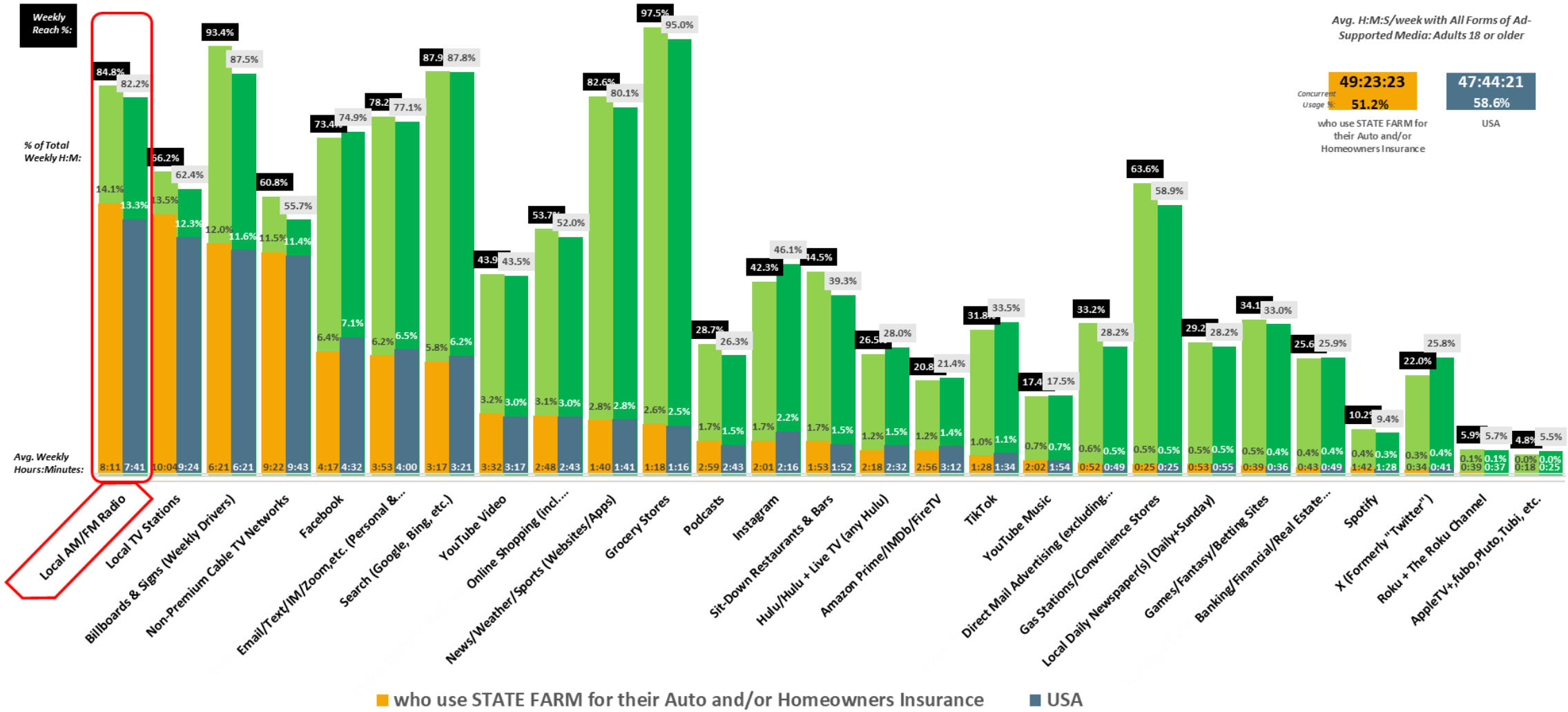
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance spend an average of 2 days, 1 hours, 23 minutes and 23 seconds each week with All Forms of Ad-Supported Media.

84.8% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance spend an avg. of 8 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.1% of total time spent with all forms of Ad-Supported Medi



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

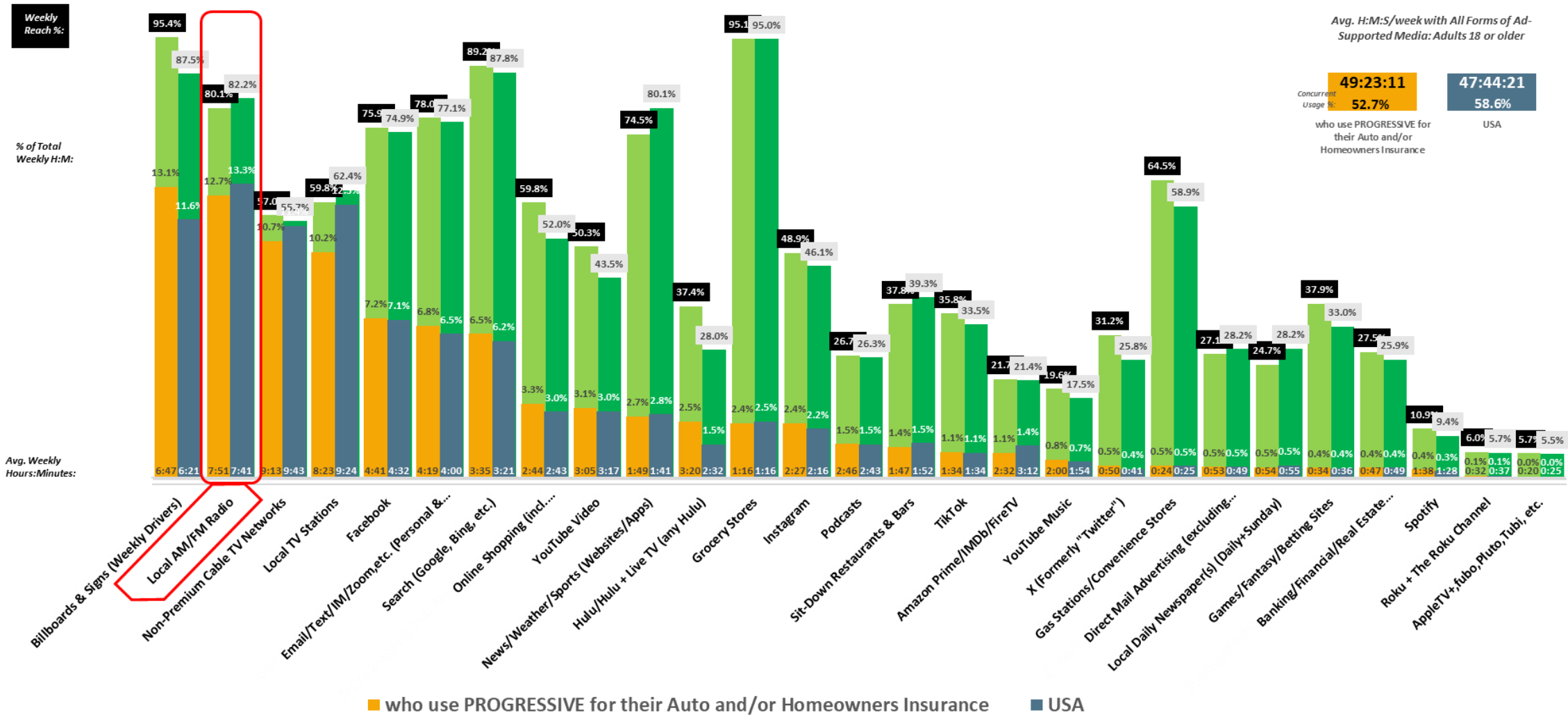
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance spend an average of 2 days, 1 hours, 23 minutes and 11 seconds each week with All Forms of Ad-Supported Media.

80.1% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance spend an avg. of 7 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Med



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

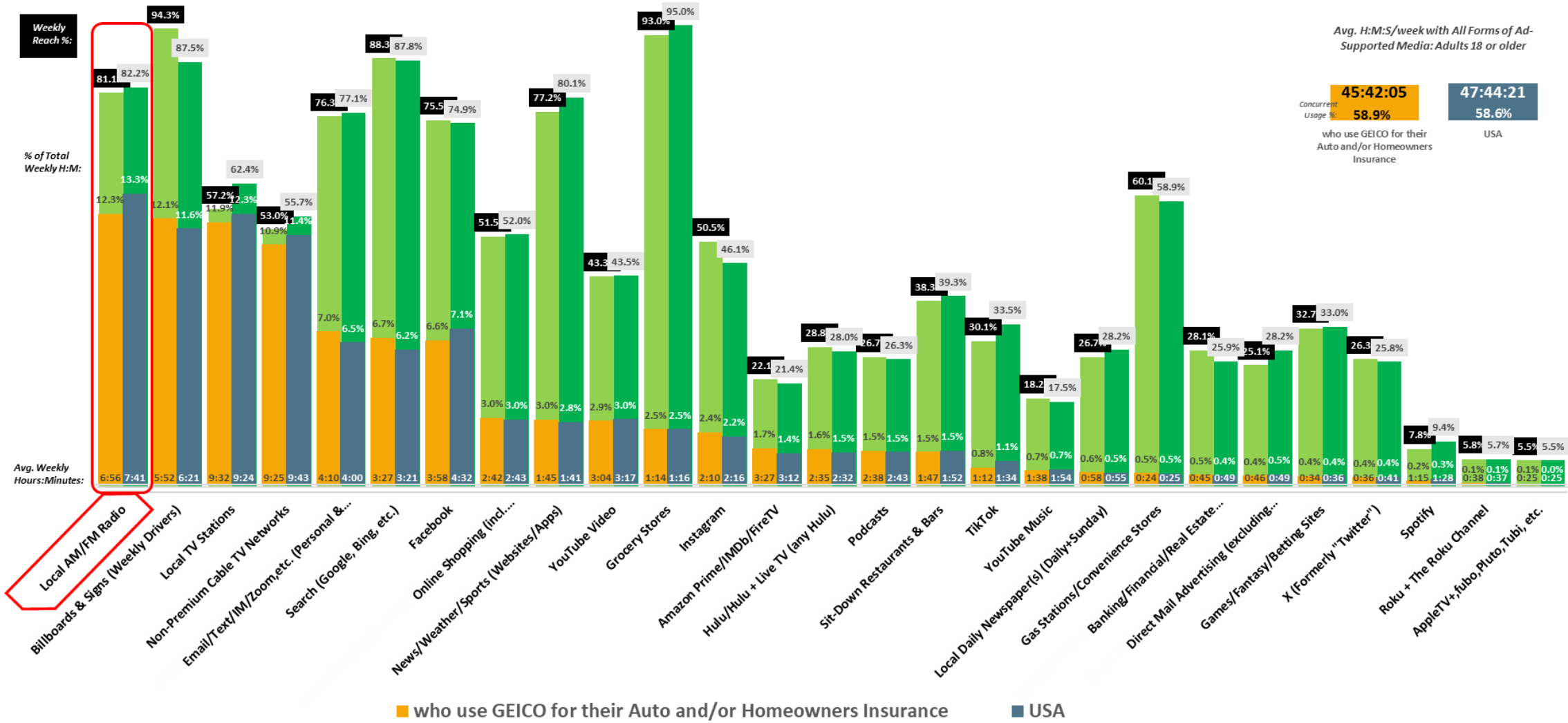
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance spend an average of 1 days, 21 hours, 42 minutes and 5 seconds each week with All Forms of Ad-Supported Media.

81.1% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance spend an avg. of 6 hours and 56 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 R2 2023: Jan23-Oct23 Qual Intab 1,271 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

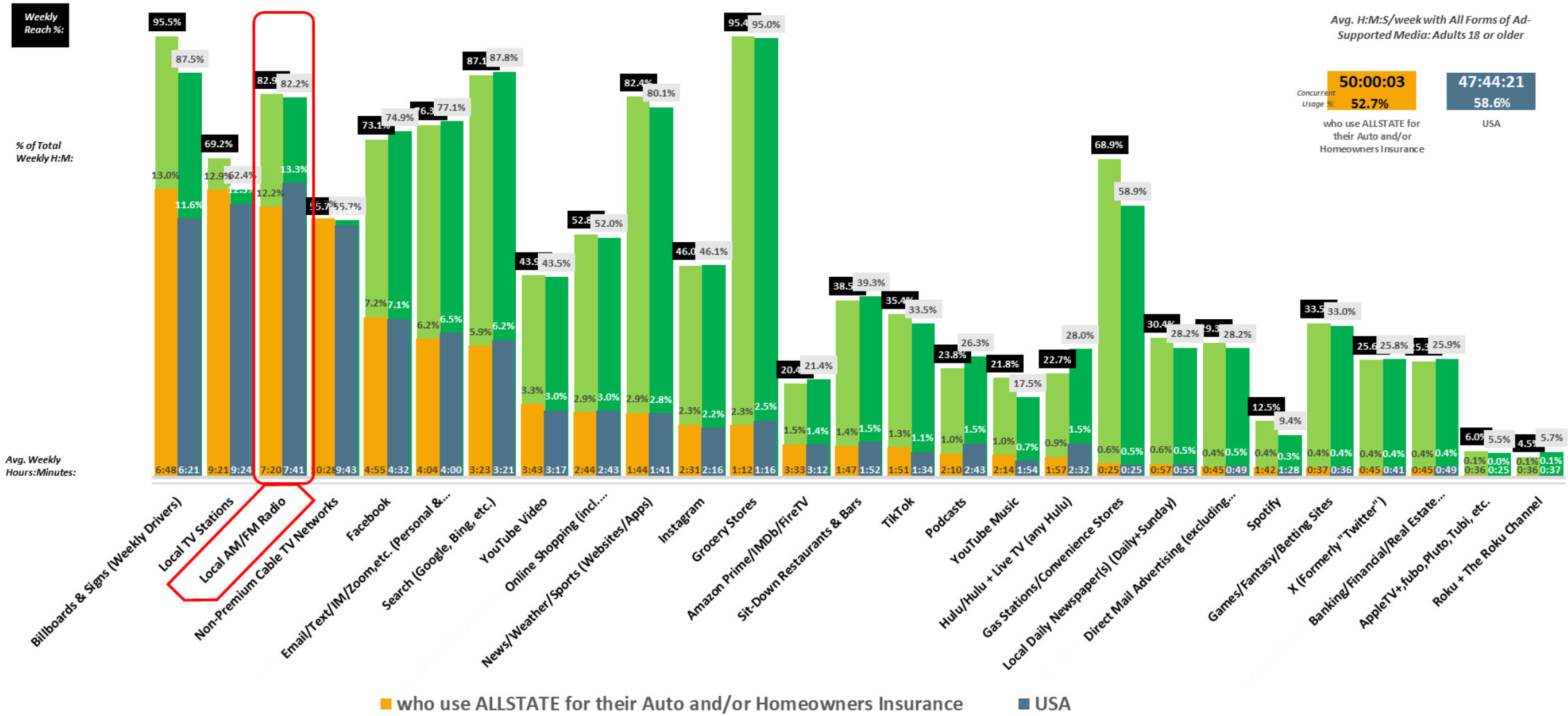
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance spend an average of 2 days, 2 hours, 0 minutes and 3 seconds each week with All Forms of Ad-Supported Media.

82.9% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance spend an avg. of 7 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

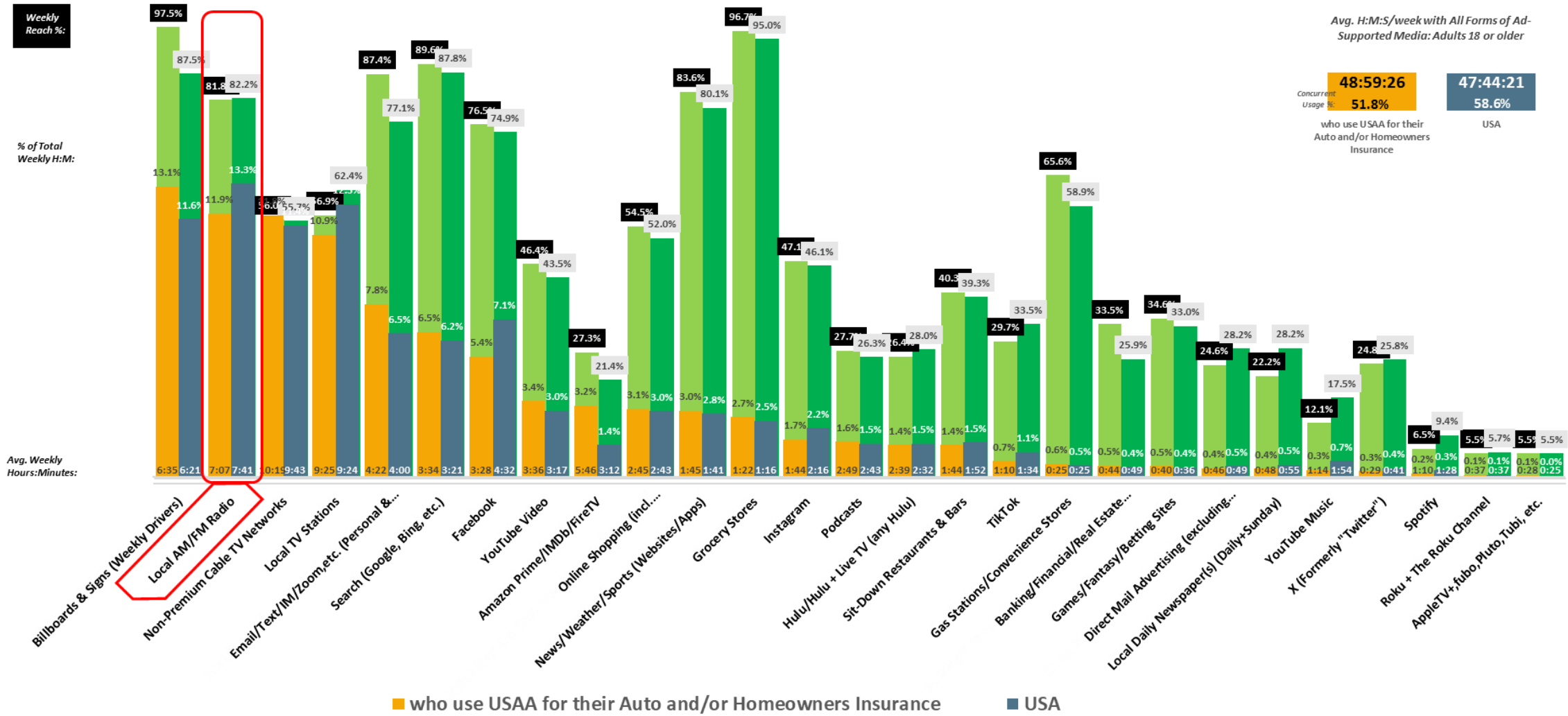
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance spend an average of 2 days, 0 hours, 59 minutes and 26 seconds each week with All Forms of Ad-Supported Media.

81.8% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance spend an avg. of 7 hours and 7 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905 USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

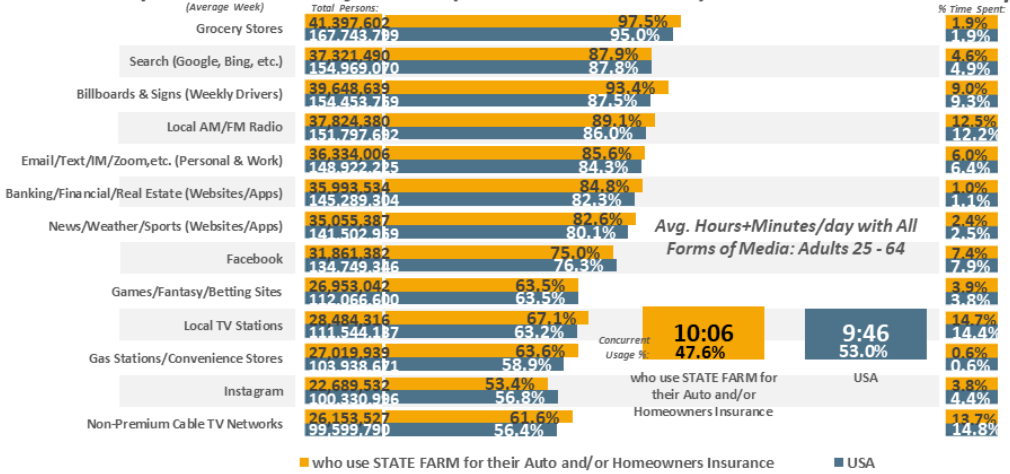
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Hubbard BROADCASTING Share of Everything for Anything ©

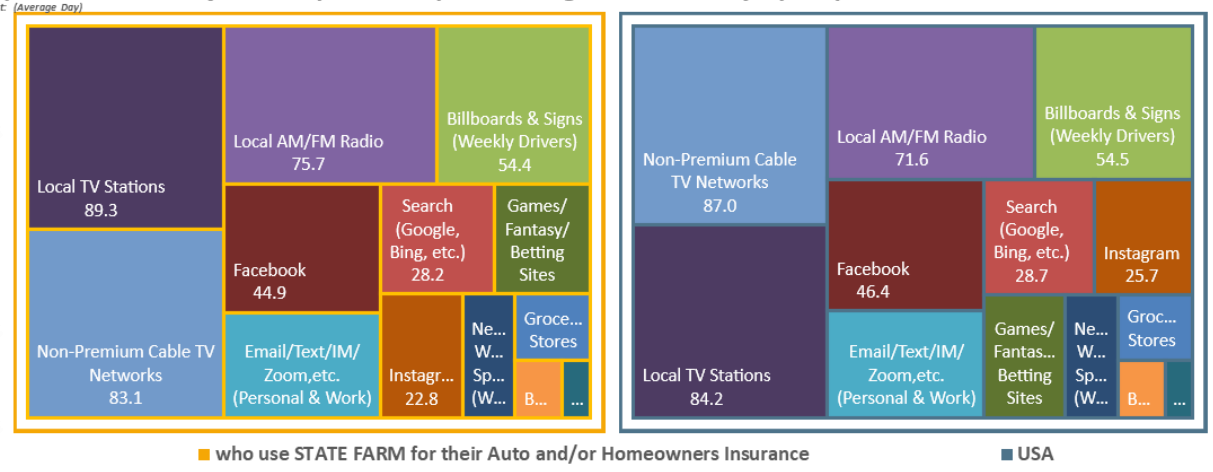
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 84.8% listen to Local AM/FM Radio for an avg. of 70.2 minutes/day. *(Local Radio delivers 14.1% of Time with Ad-Supported Media.)*

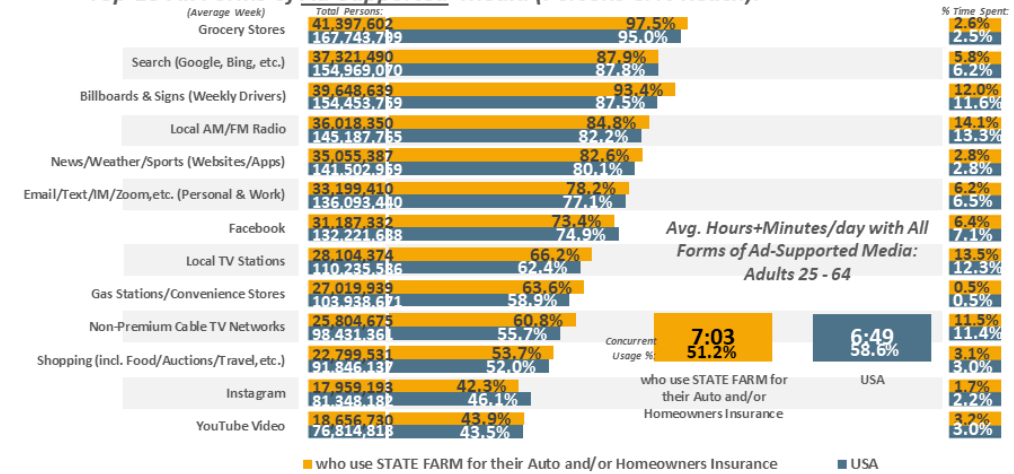
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



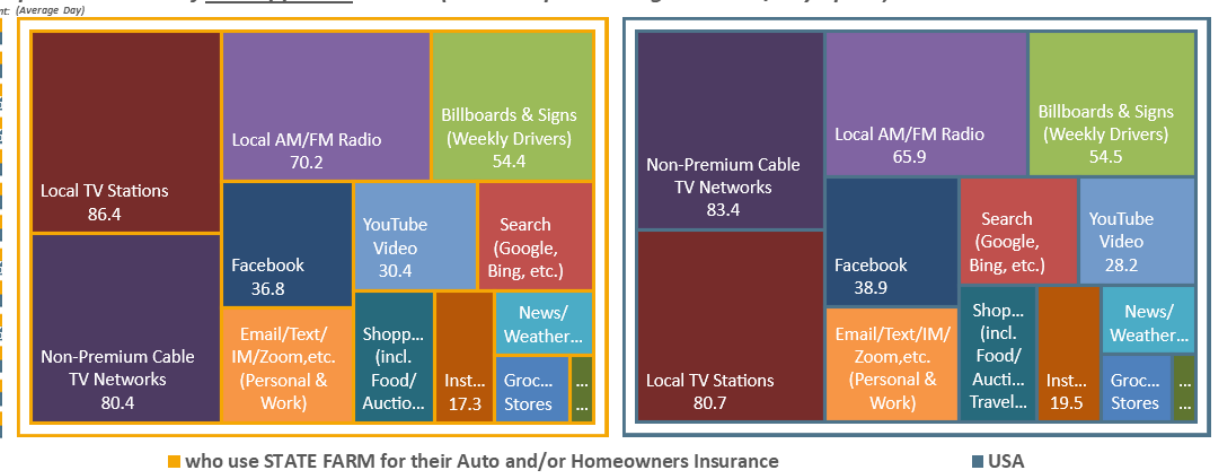
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

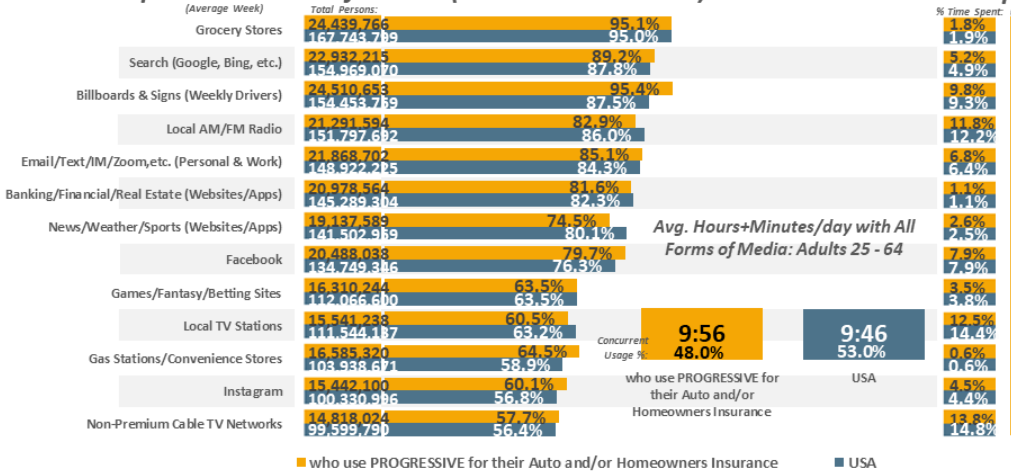
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

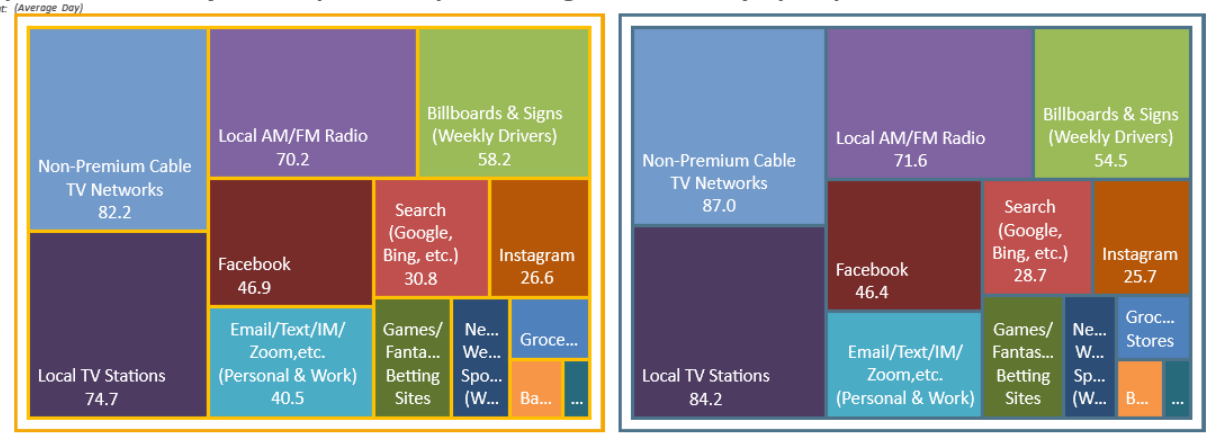
(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance spend an average of 7 hours and 3 minutes each day with All Forms of Ad-Supported Media. 80.1% listen to Local AM/FM Radio for an avg. of 67.3 minutes/day. *(Local Radio delivers 12.7% of Time with Ad-Supported Media.)*

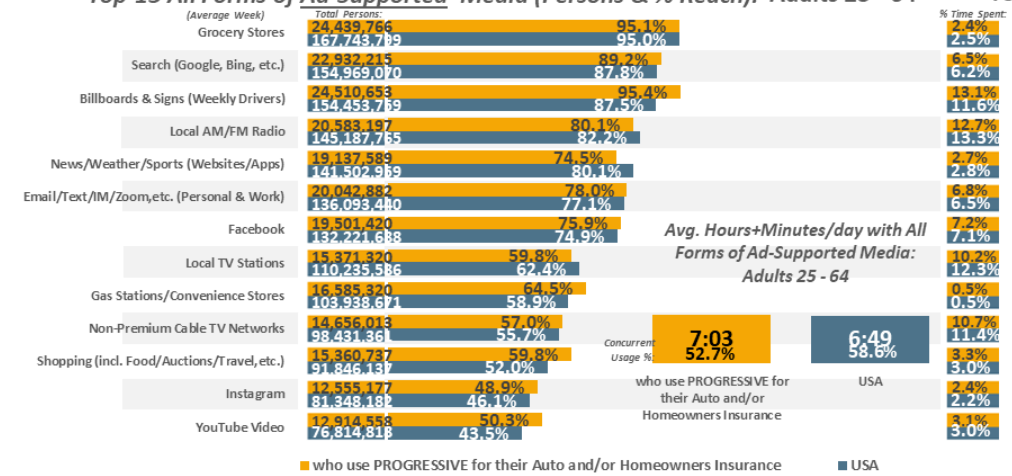
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



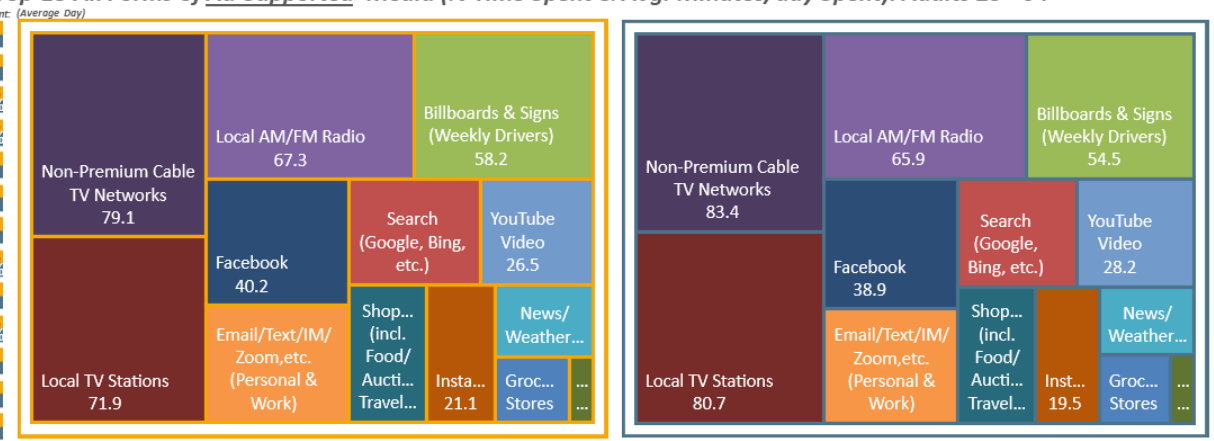
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

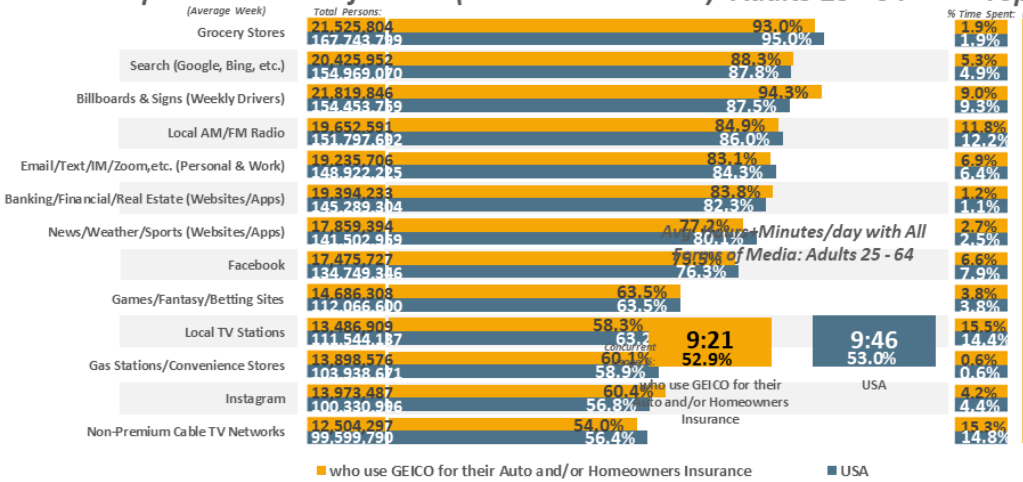
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

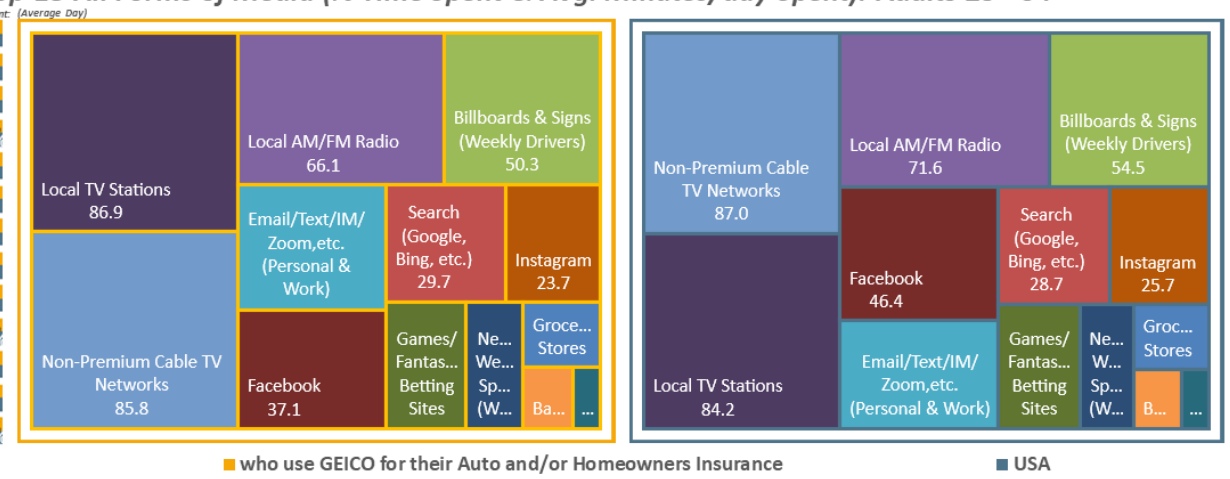
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance spend an average of 6 hours and 31 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 59.5 minutes/day. *(Local Radio delivers 12.3% of Time with Ad-Supported Media.)*

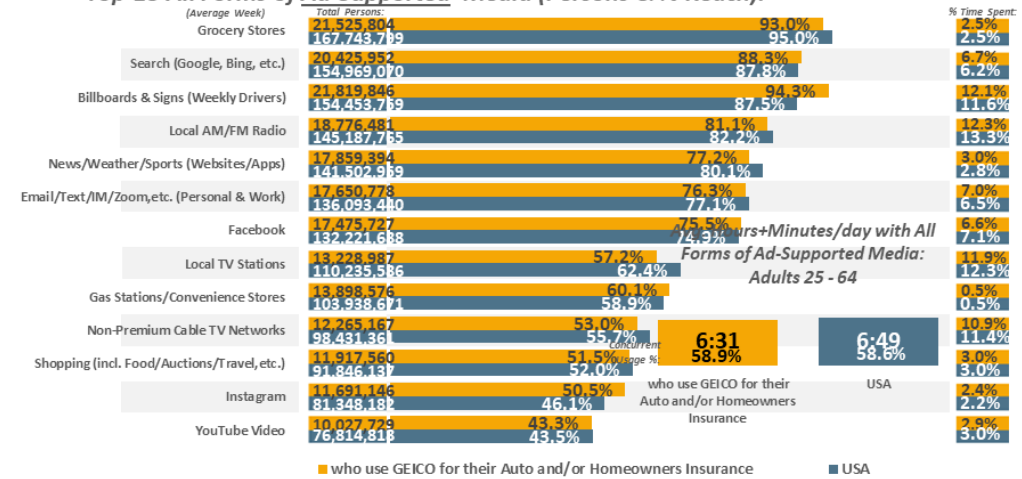
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



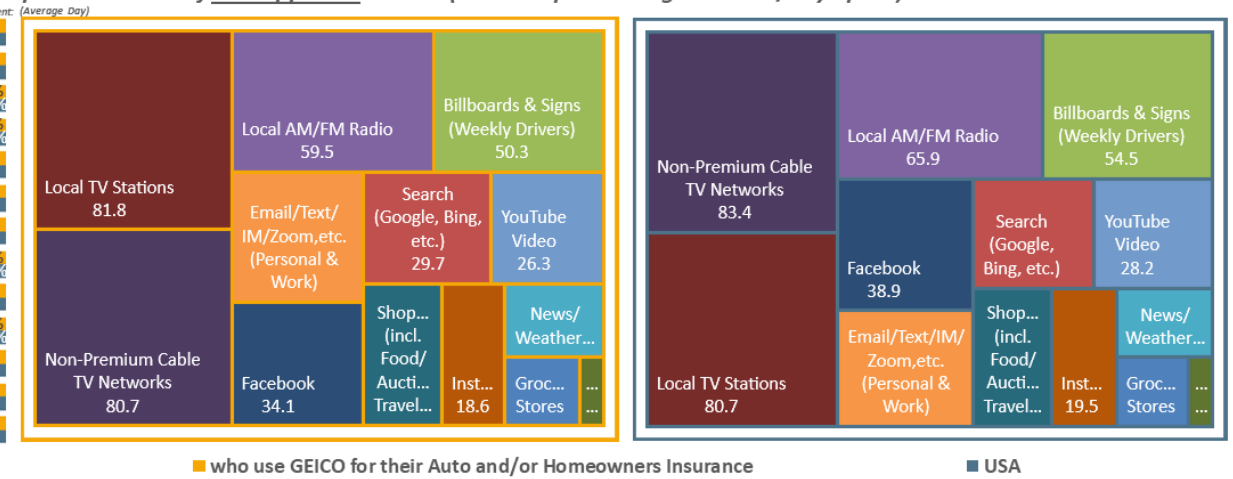
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

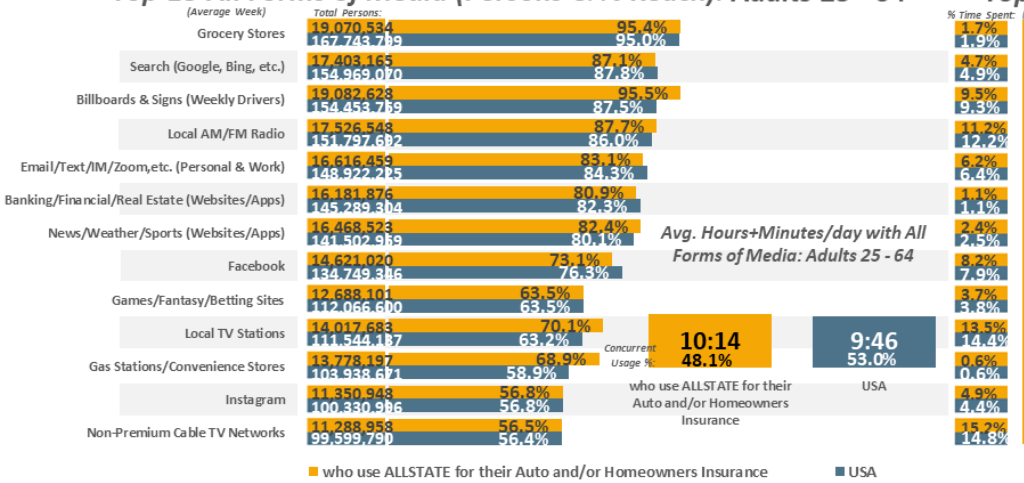
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

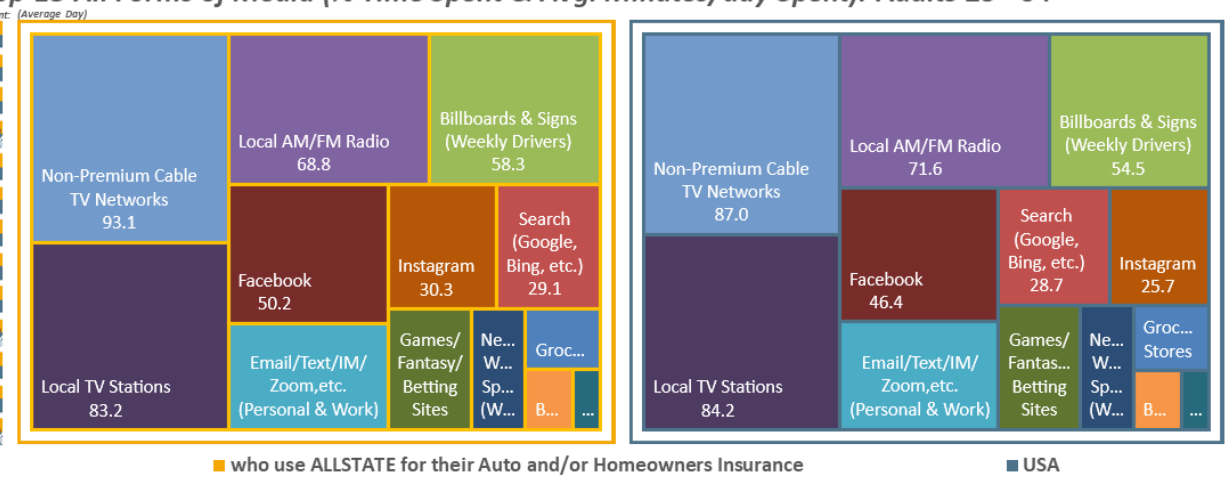
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance spend an average of 7 hours and 8 minutes each day with All Forms of Ad-Supported Media. 82.9% listen to Local AM/FM Radio for an avg. of 62.9 minutes/day. *(Local Radio delivers 12.2% of Time with Ad-Supported Media.)*

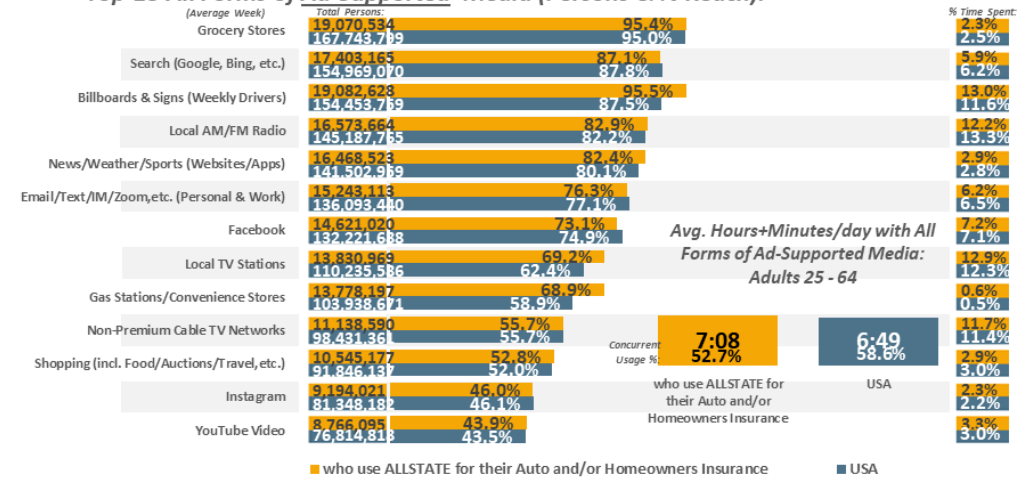
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



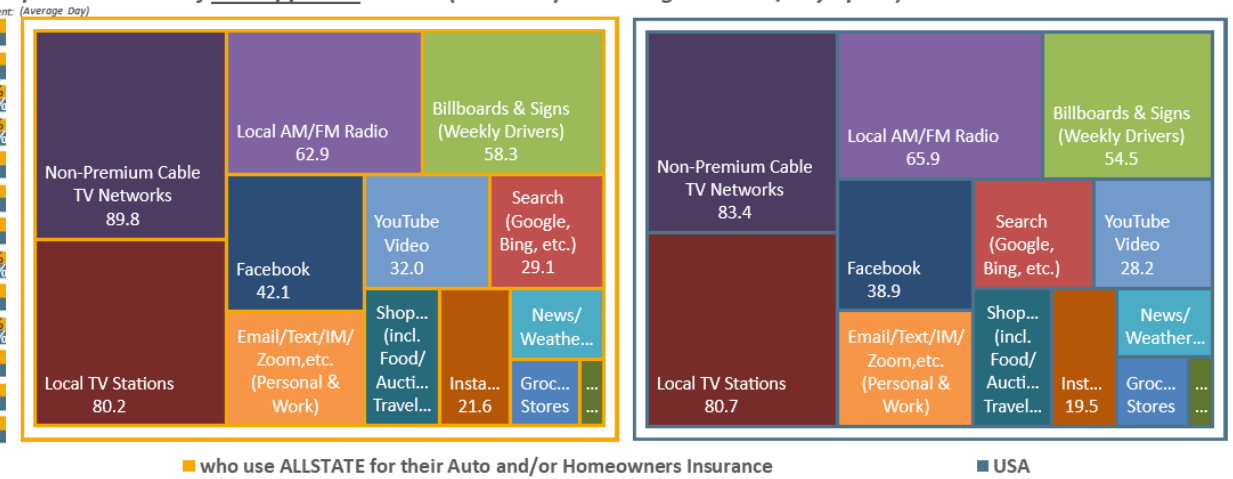
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

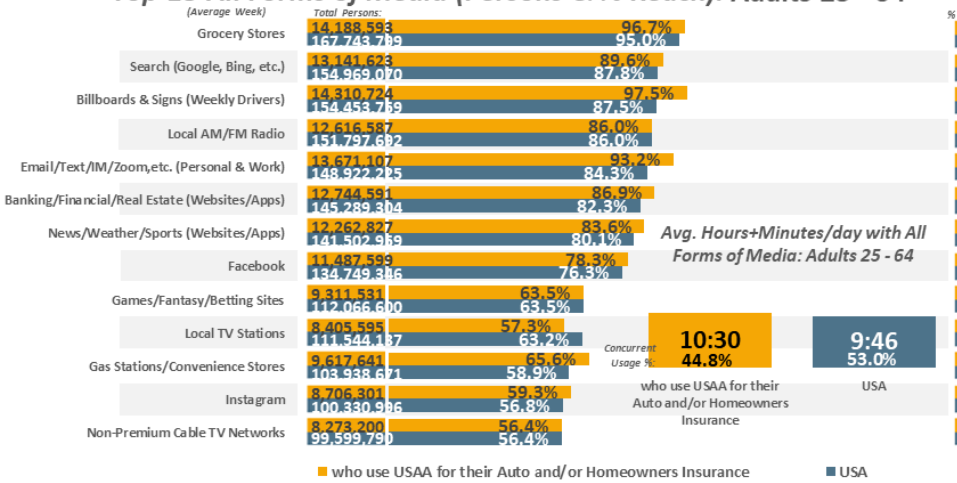
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

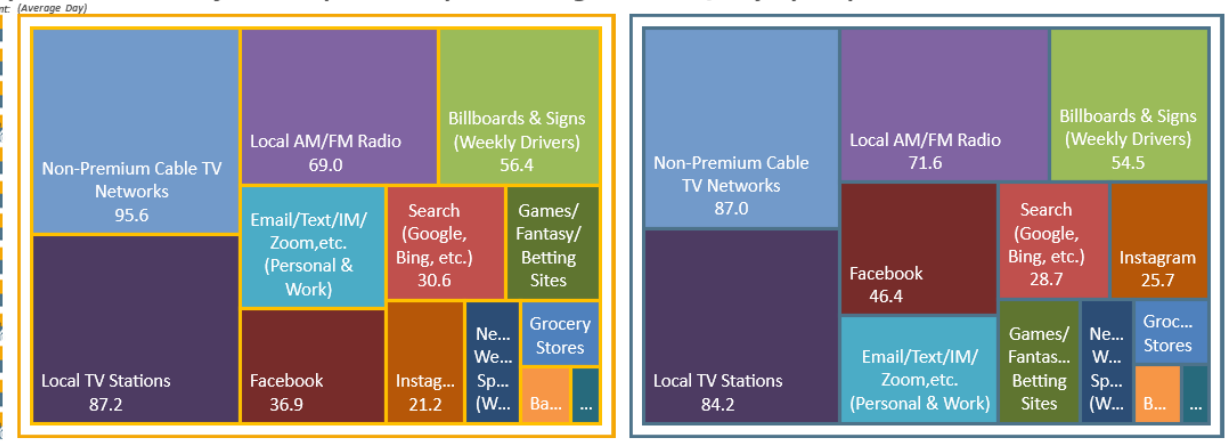
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance spend an average of 6 hours and 59 minutes each day with All Forms of Ad-Supported Media. 81.8% listen to Local AM/FM Radio for an avg. of 61.1 minutes/day. *(Local Radio delivers 11.9% of Time with Ad-Supported Media.)*

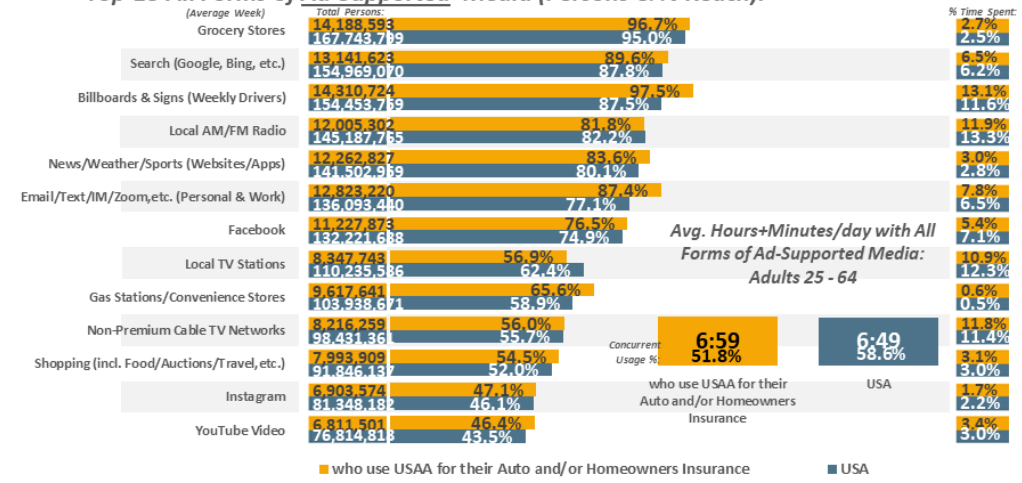
Top-13 All Forms of Media (Persons & % Reach): Adults 25 - 64



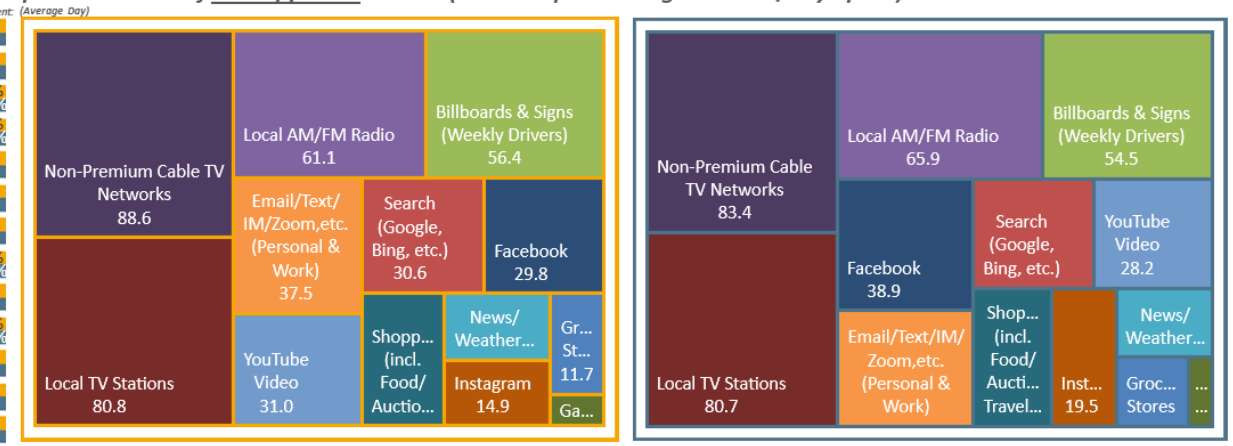
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

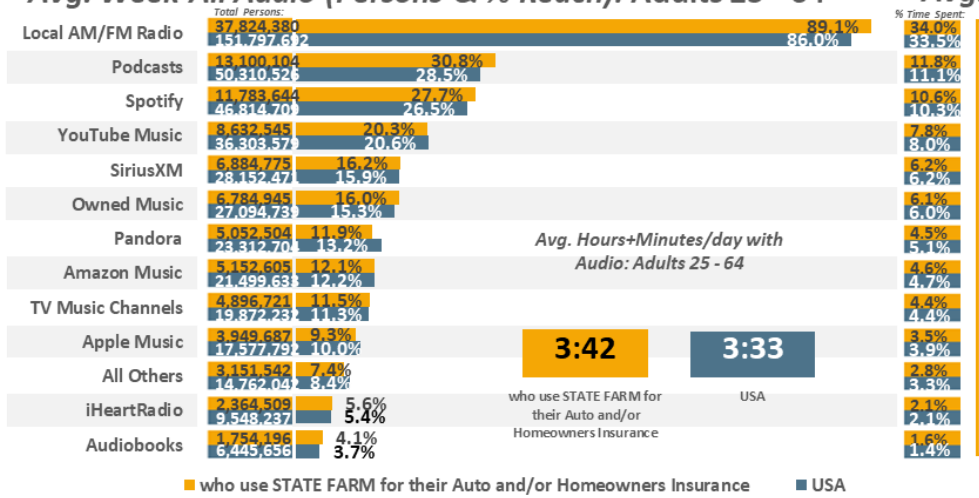
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

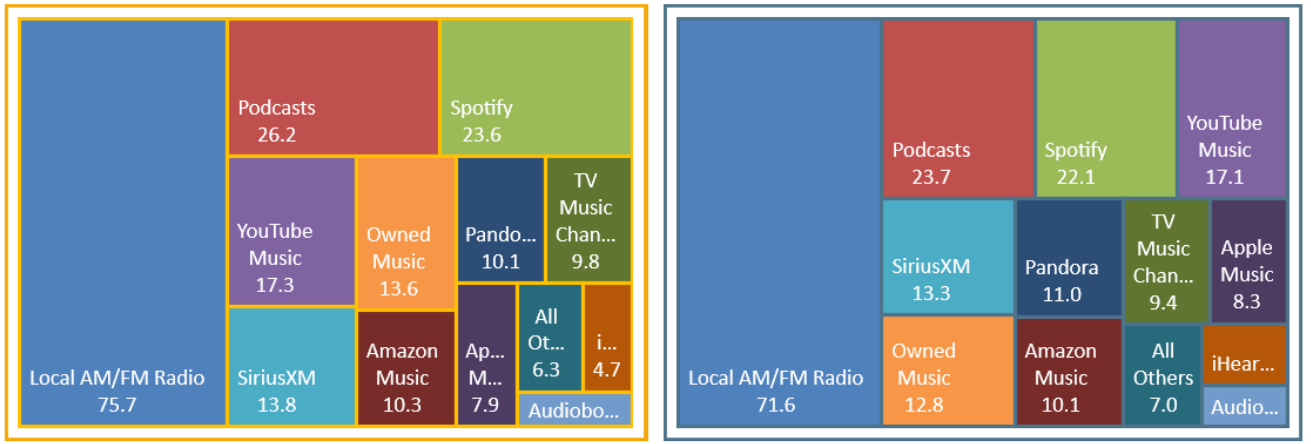
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

36,018,350 or 84.8% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

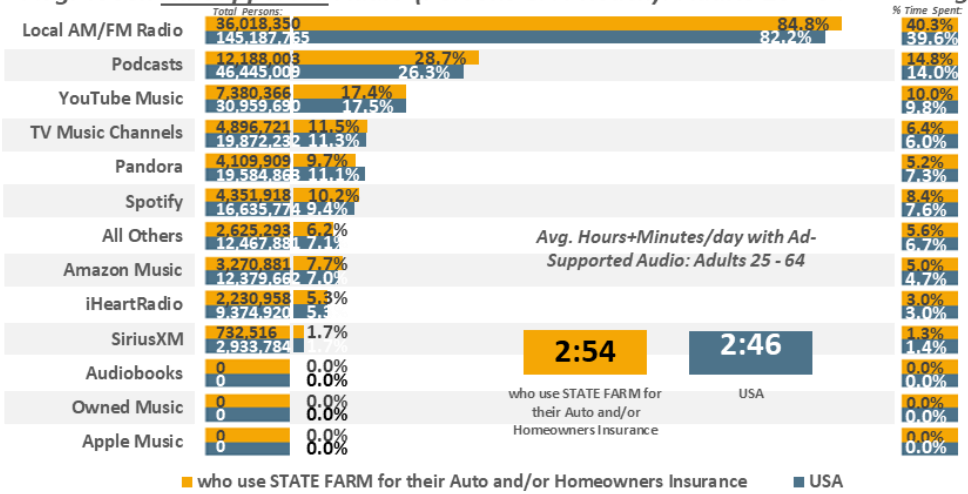
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



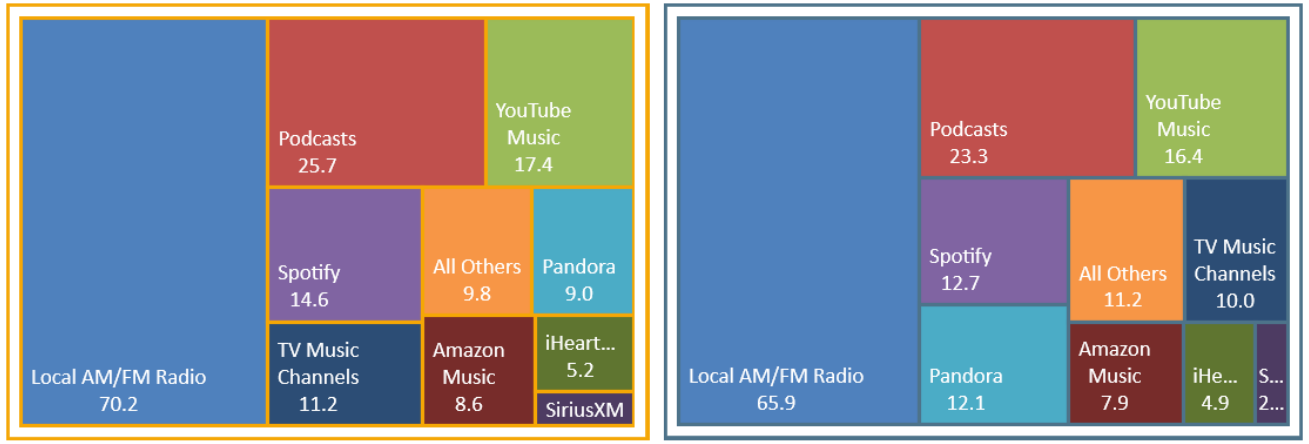
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

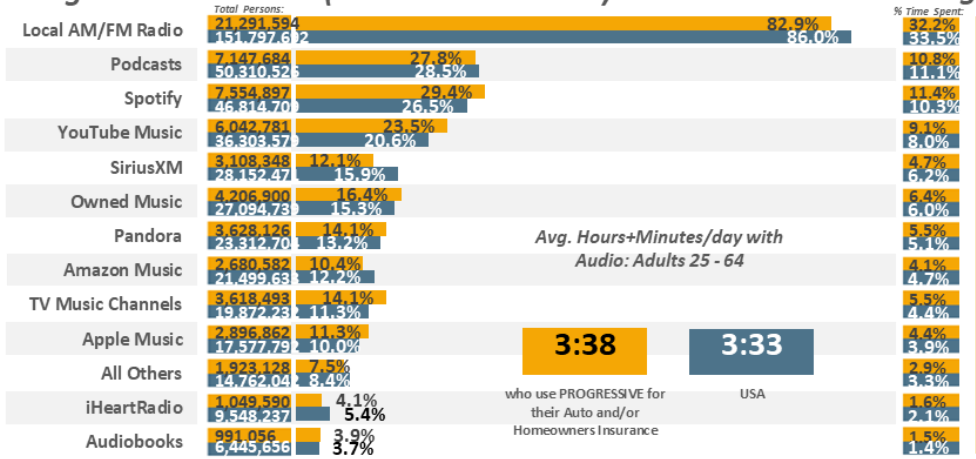
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

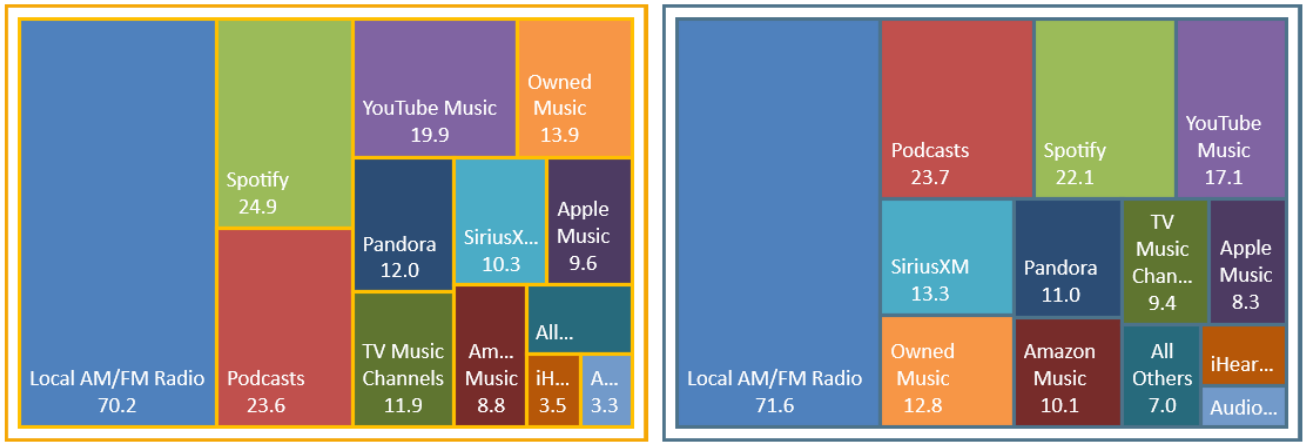
(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

20,583,197 or 80.1% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

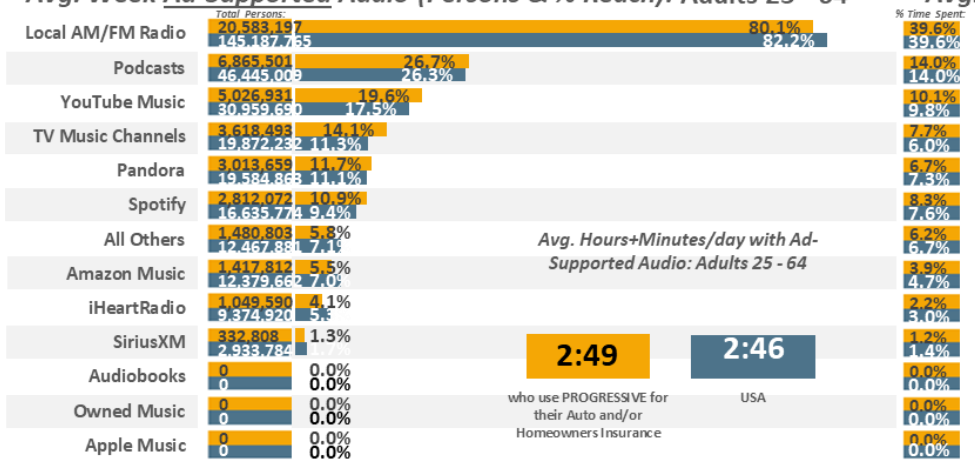
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



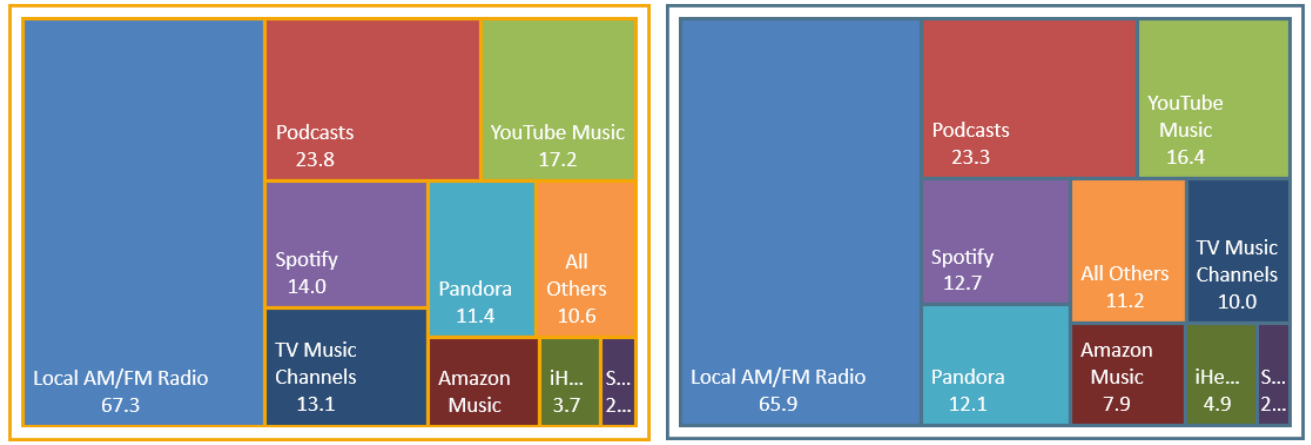
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

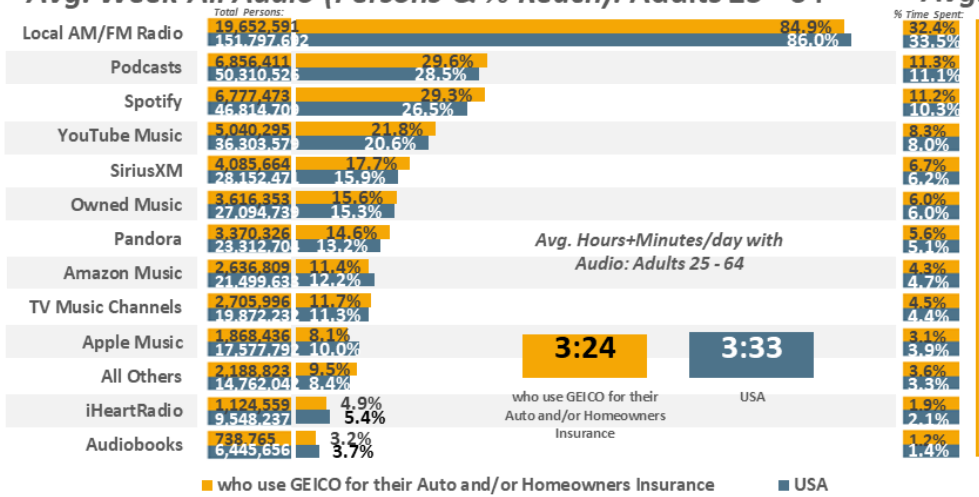
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

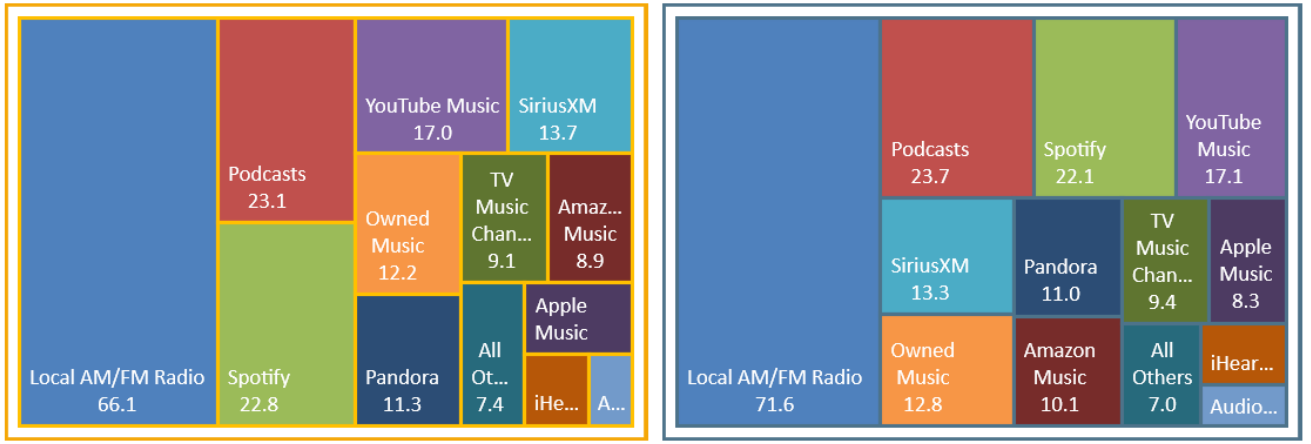
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

18,776,481 or 81.1% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

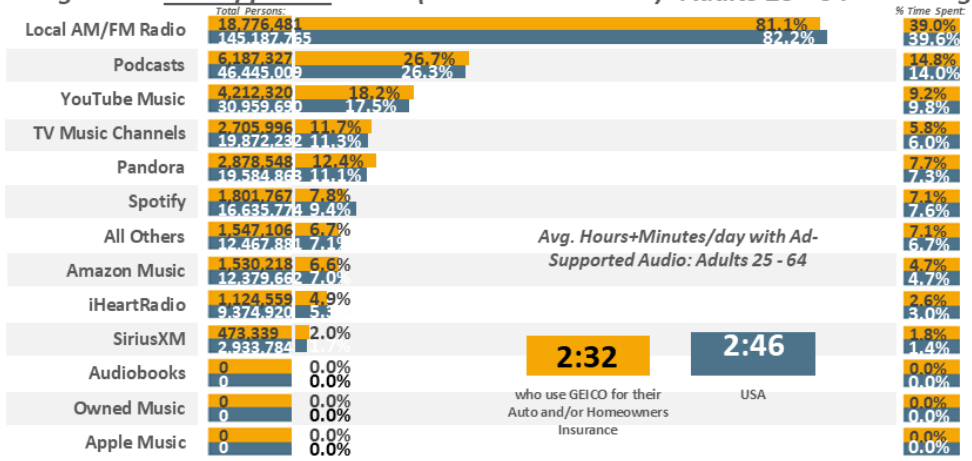
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



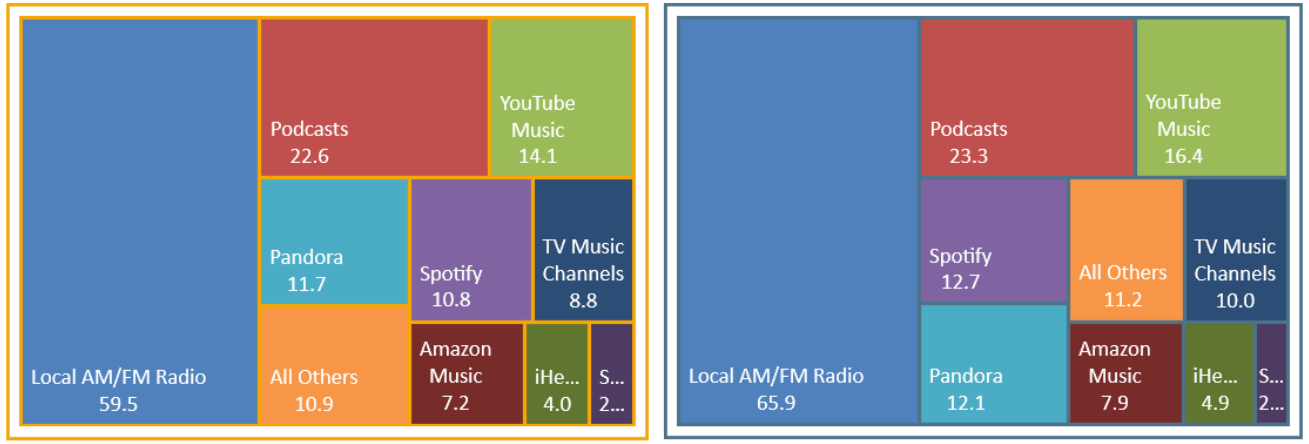
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

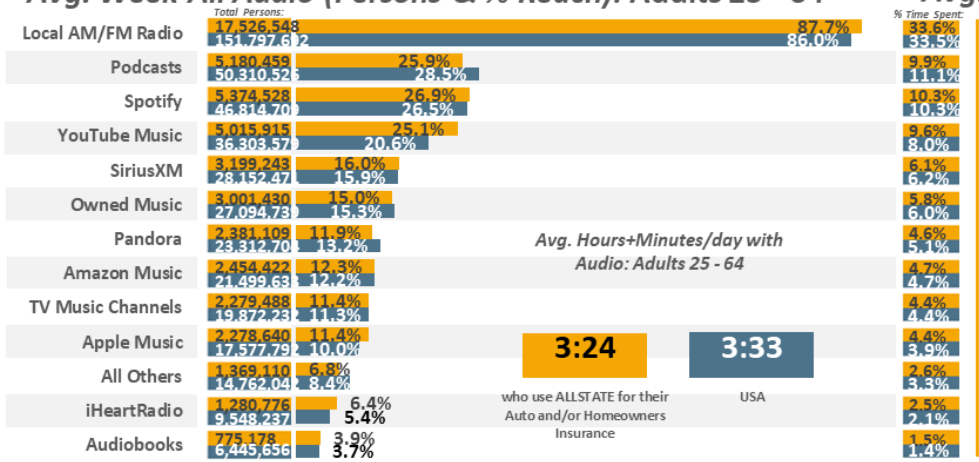
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

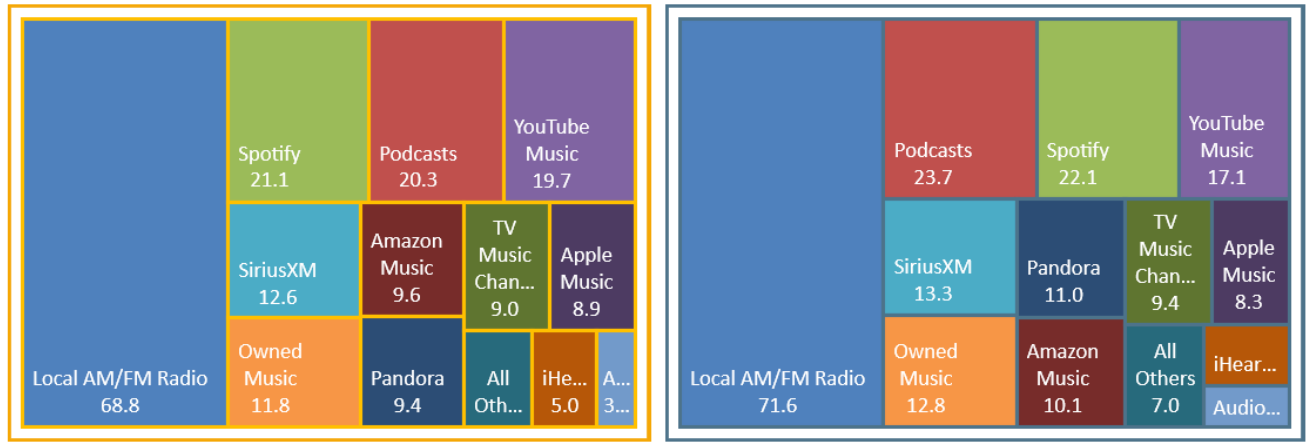
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

16,573,664 or 82.9% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

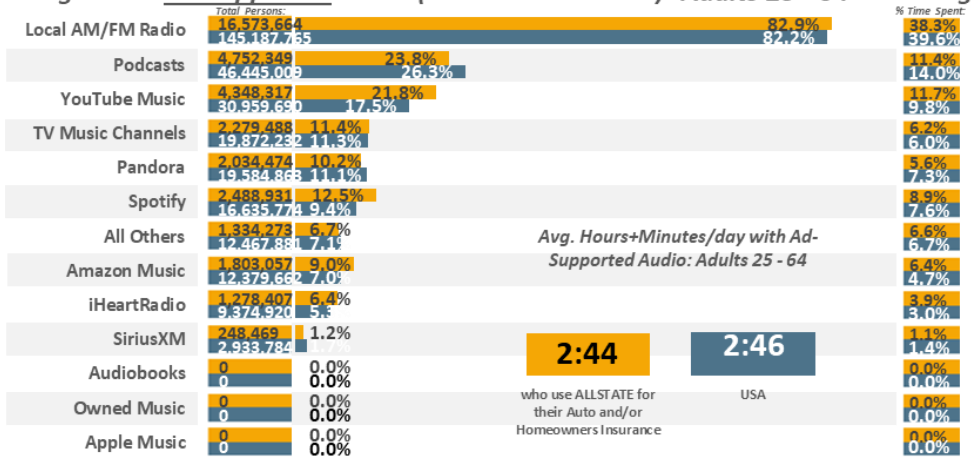
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



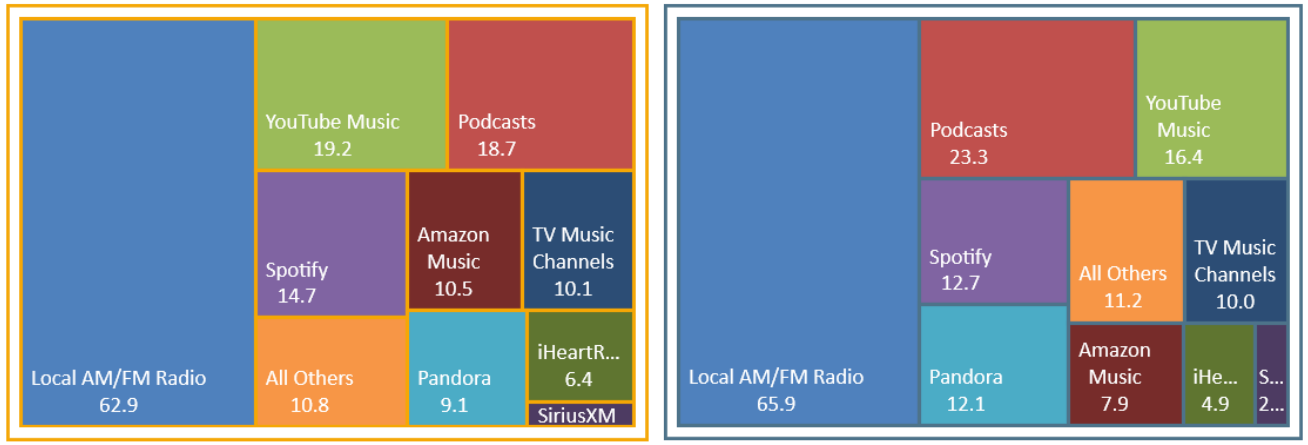
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *1,001*

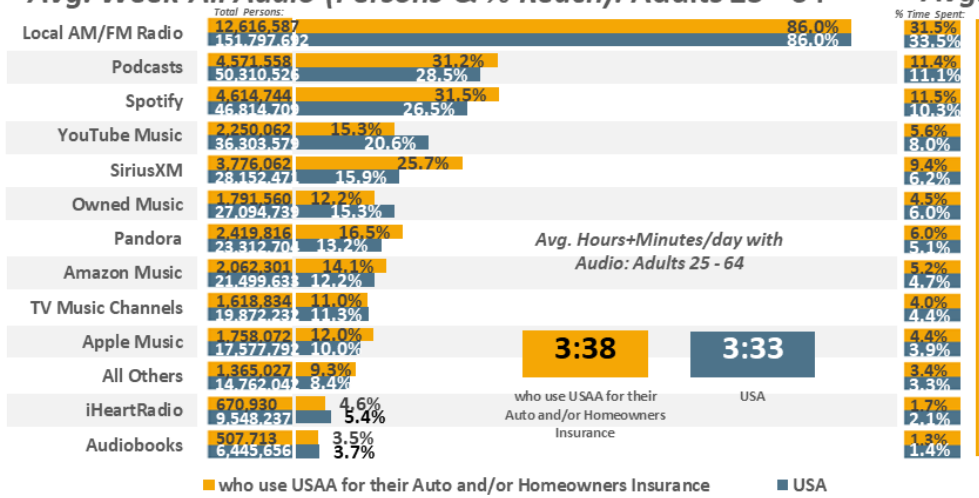
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23* *USA Projection* *Scarborough R2 2023: Jan23-Oct23* *Qual Intab* *9,908*

soefa.ai Share of Everything for Anything ©

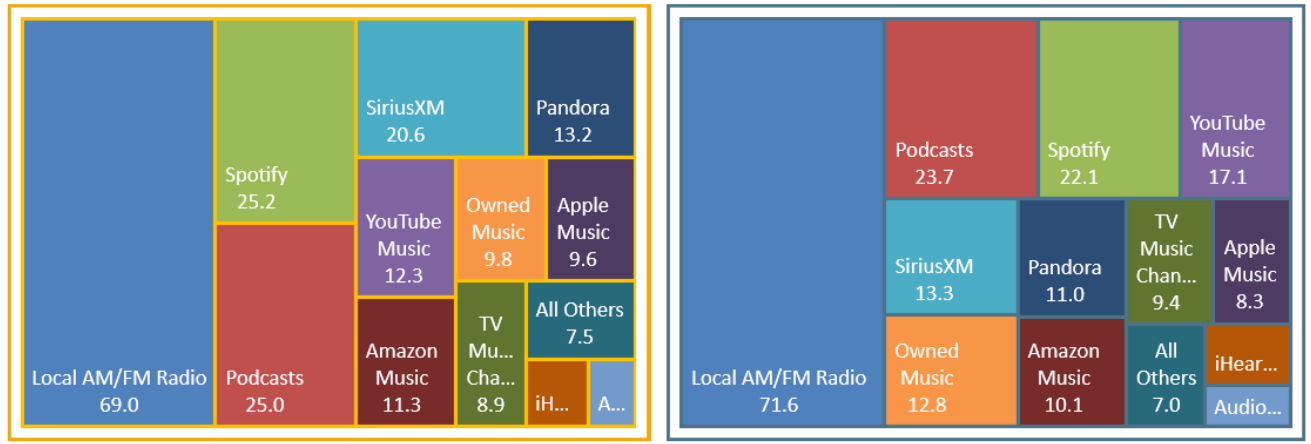
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

12,005,302 or 81.8% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

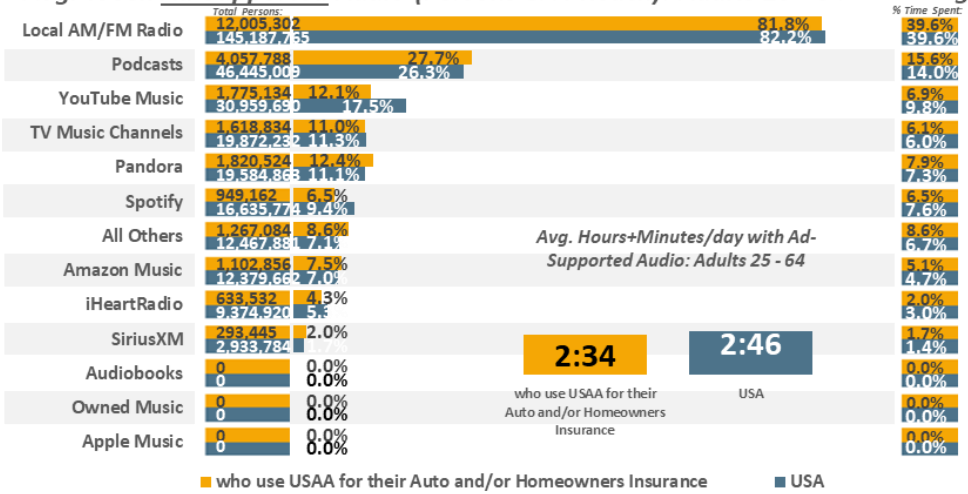
Avg. Week All Audio (Persons & % Reach): Adults 25 - 64



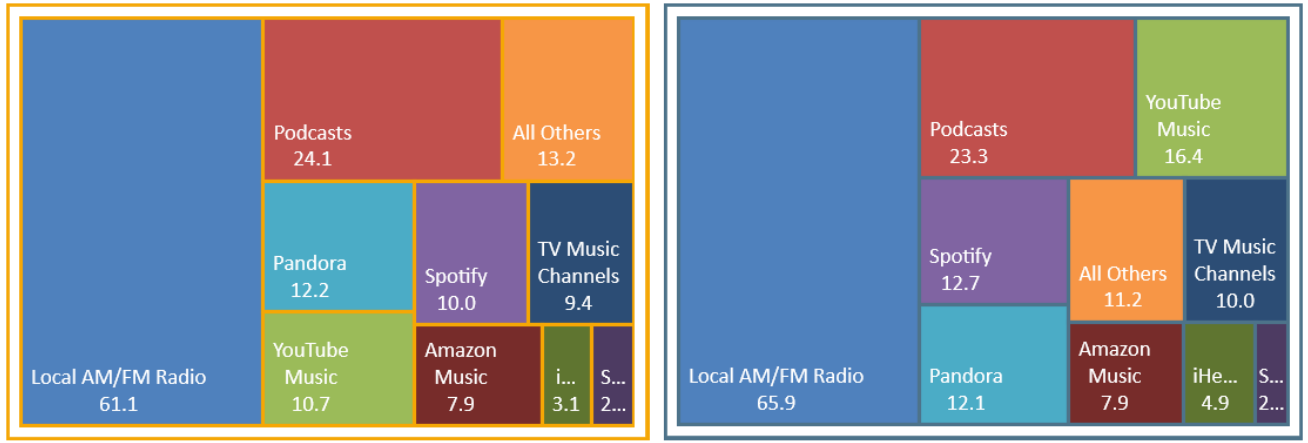
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

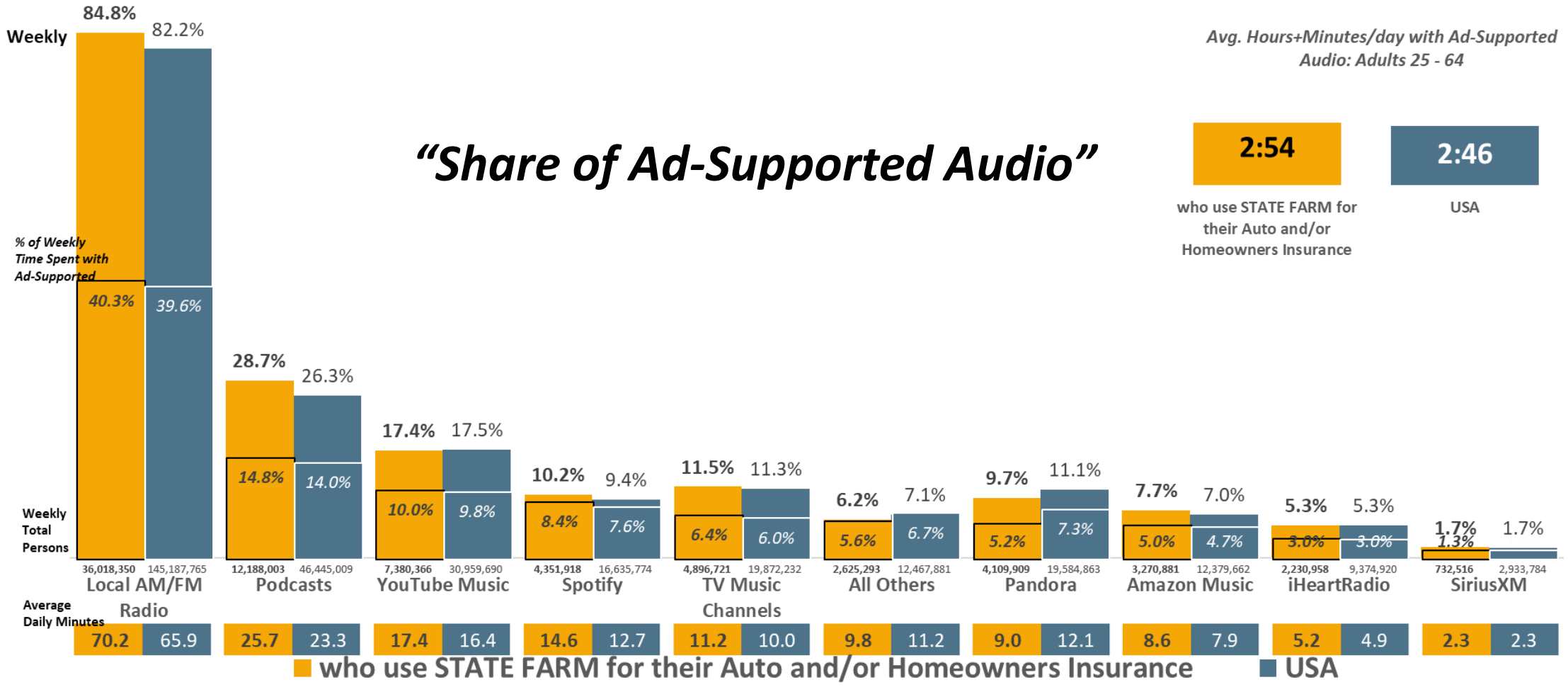
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

36,018,350 or 84.8% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 70.2 minutes every day representing 40.3% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

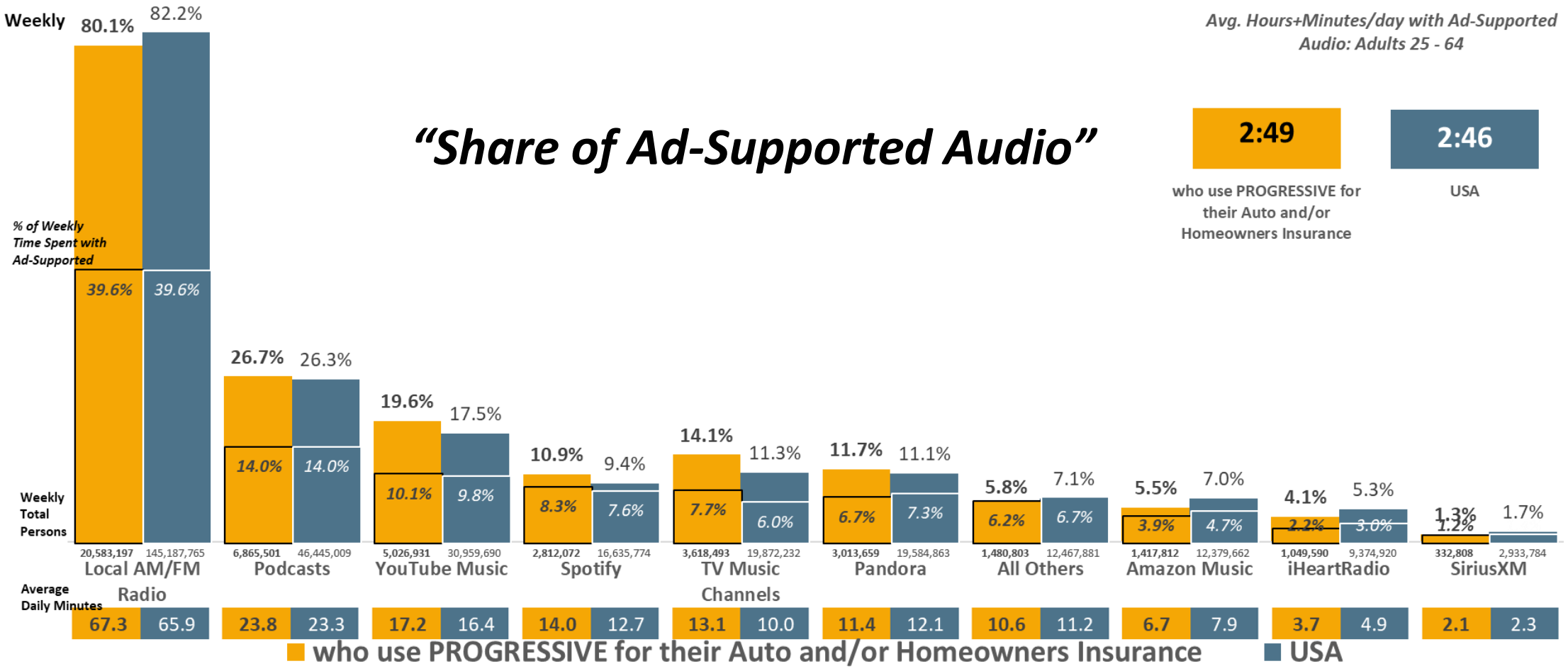
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

20,583,197 or 80.1% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 67.3 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

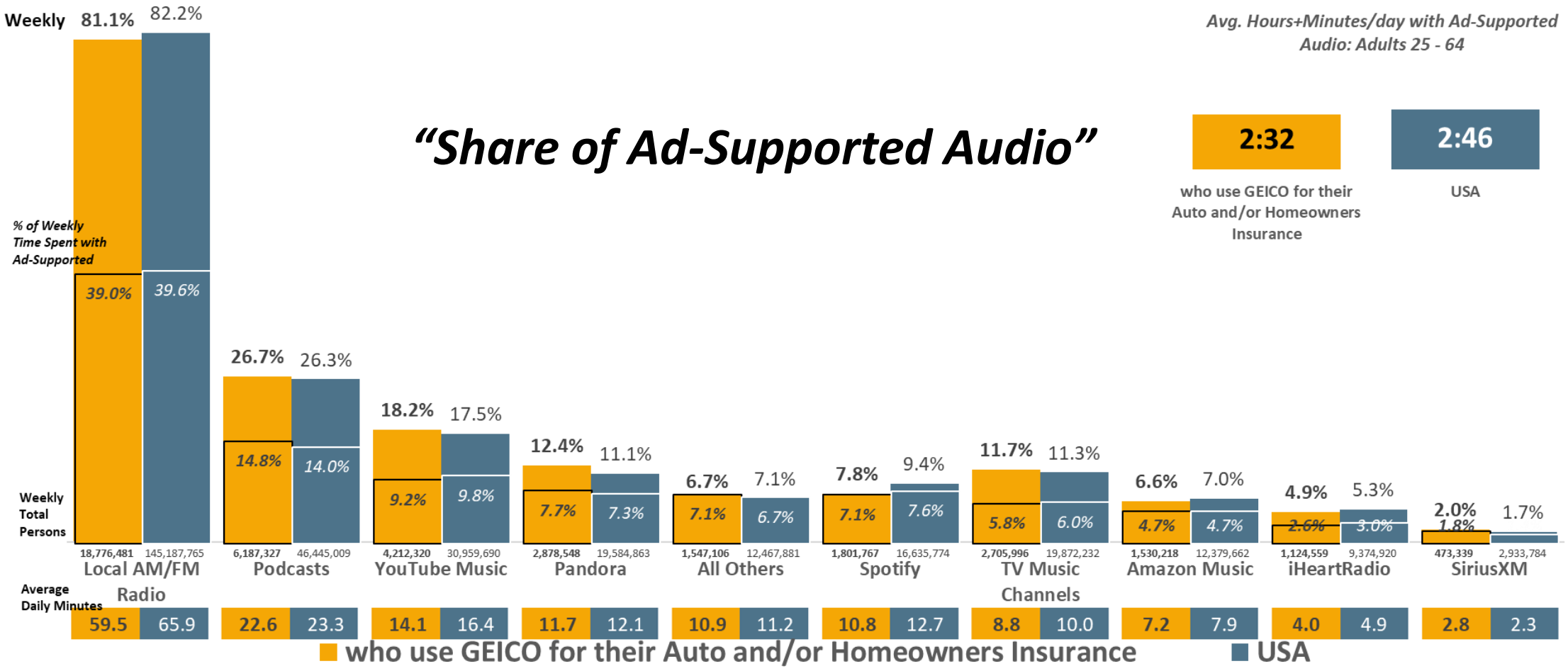
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

18,776,481 or 81.1% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 59.5 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

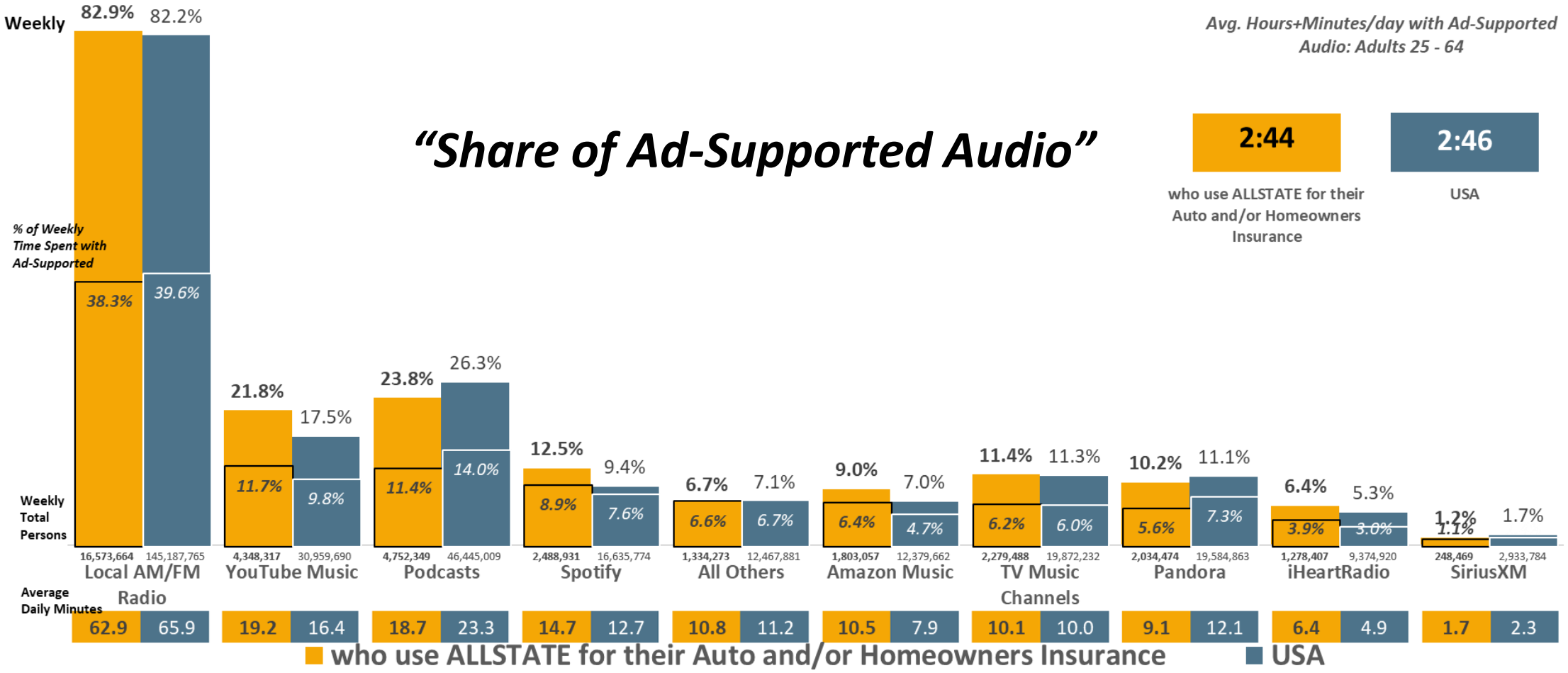
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

16,573,664 or 82.9% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 62.9 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

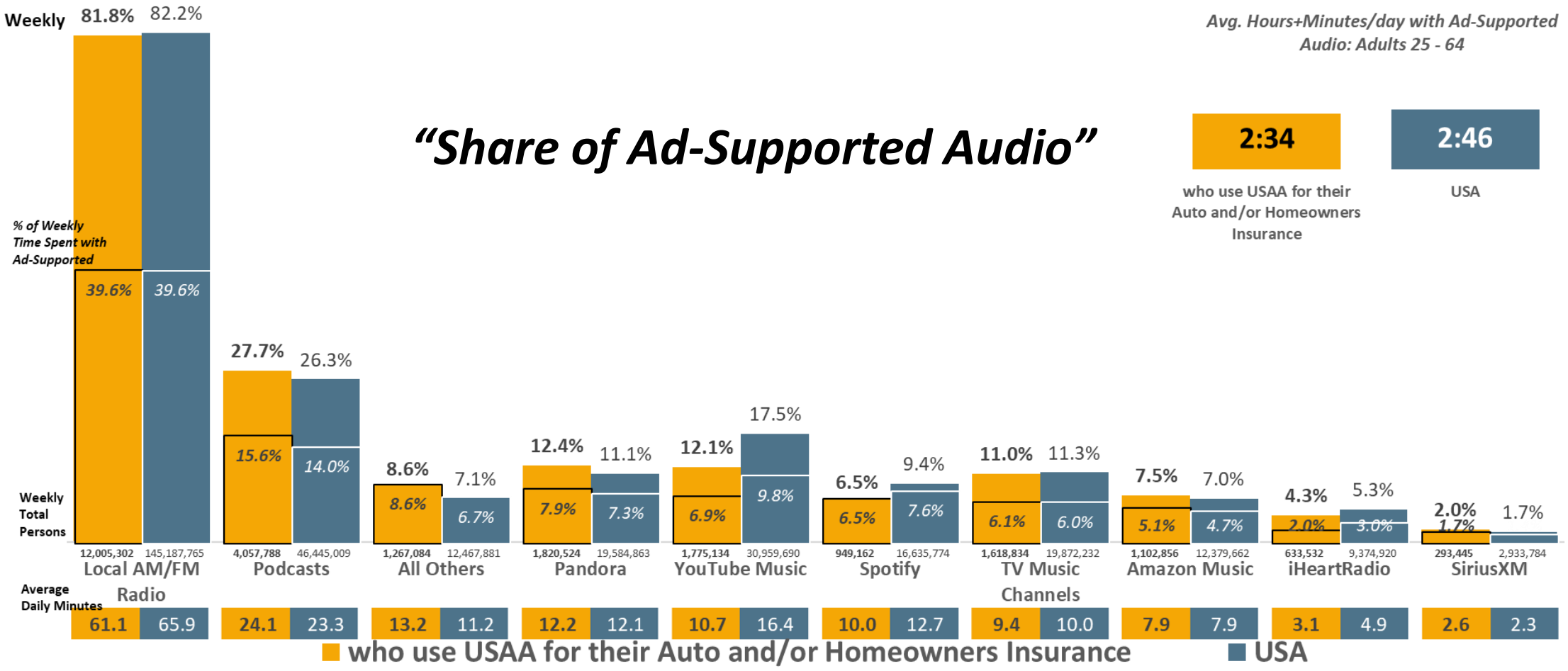
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

12,005,302 or 81.8% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio for an average of 61.1 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

"Share of Ad-Supported Audio"



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

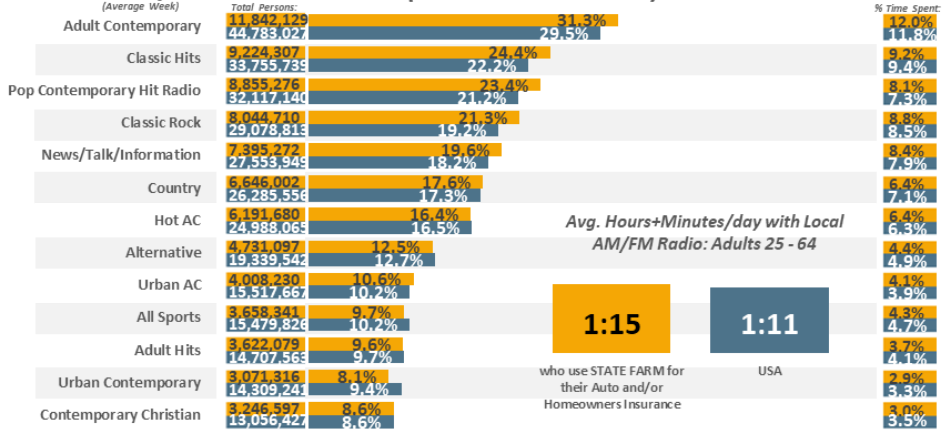
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

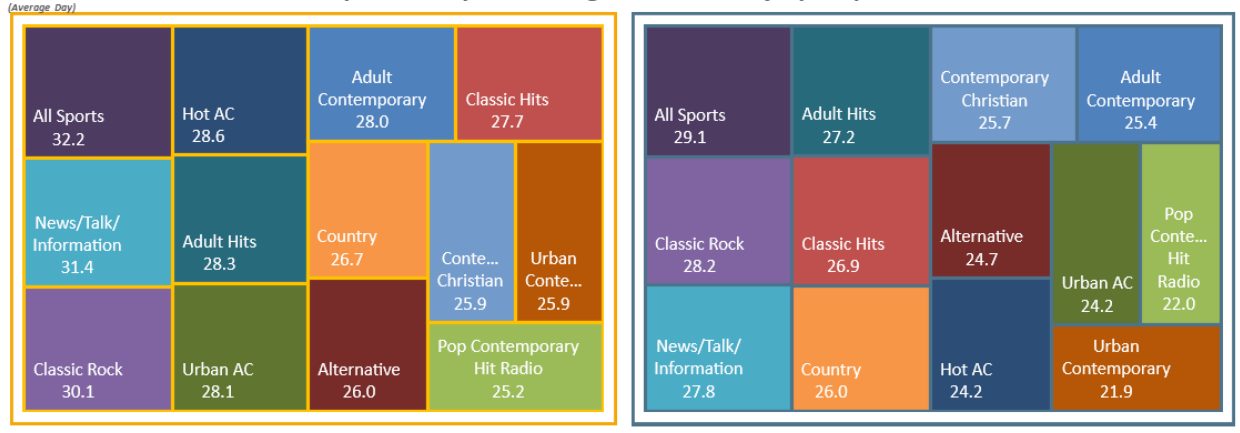
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

36,018,350 or 84.8% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

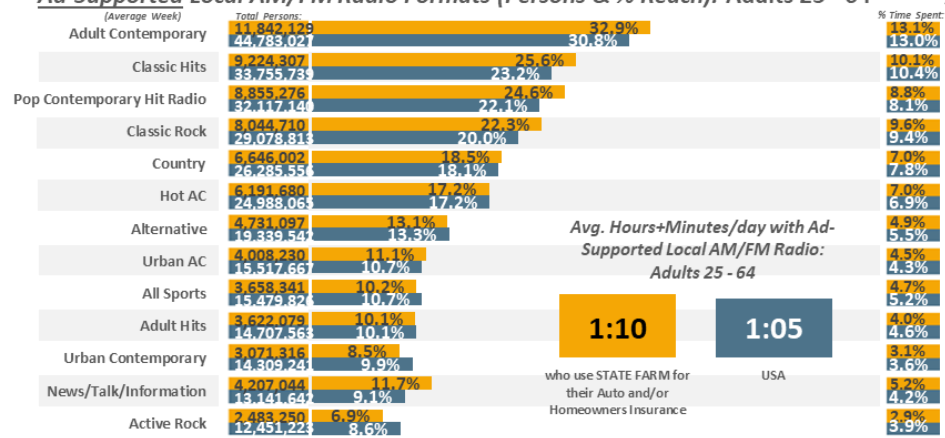
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



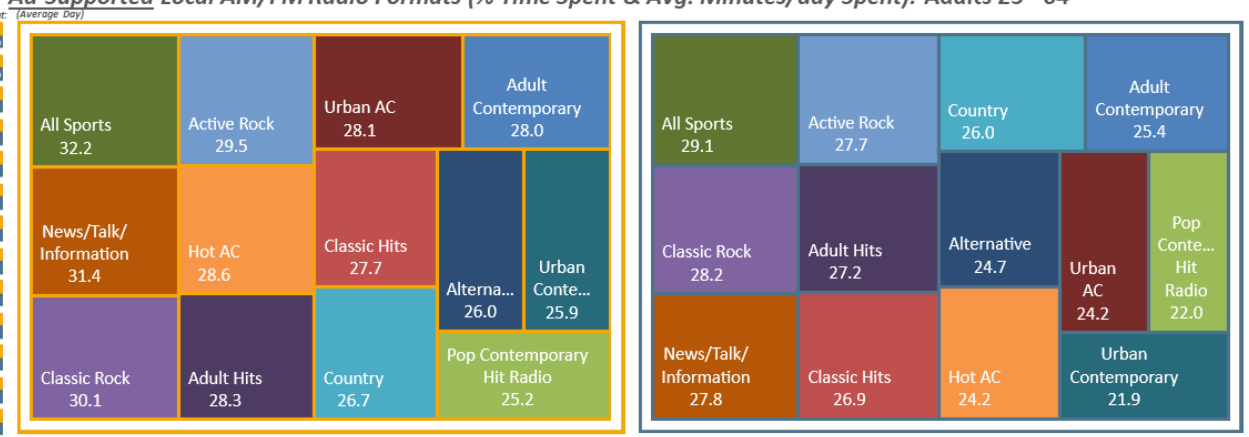
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

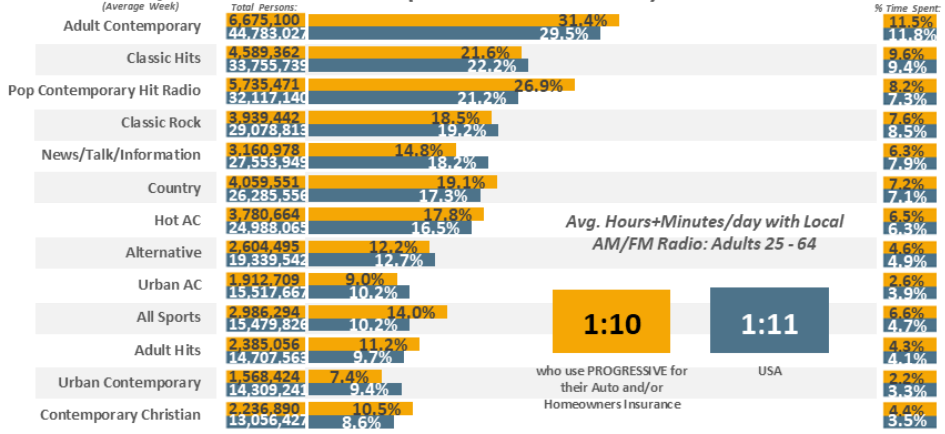
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

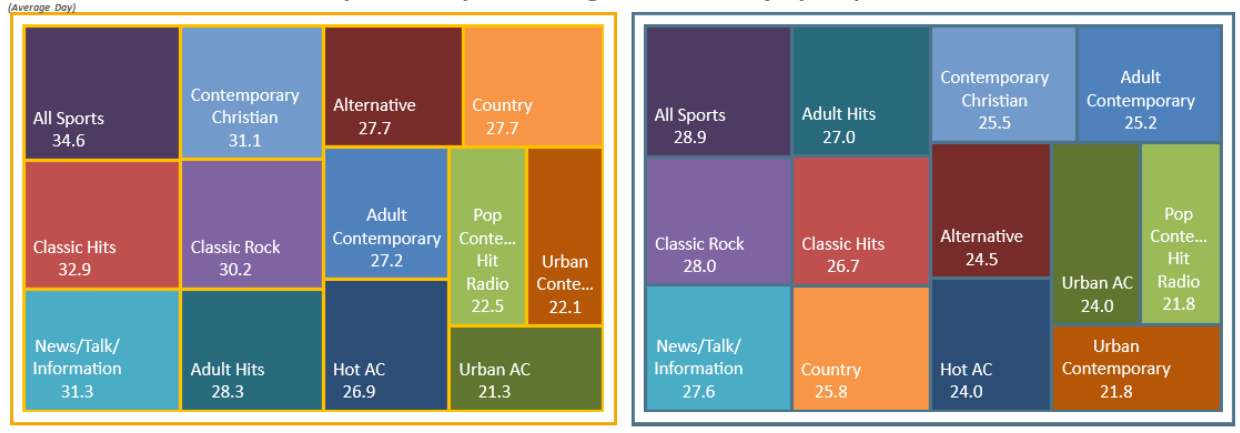
(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

20,583,197 or 80.1% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

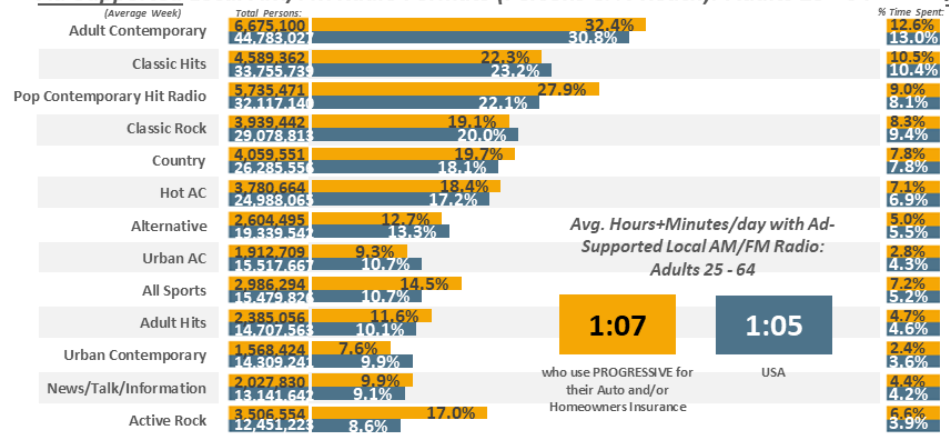
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



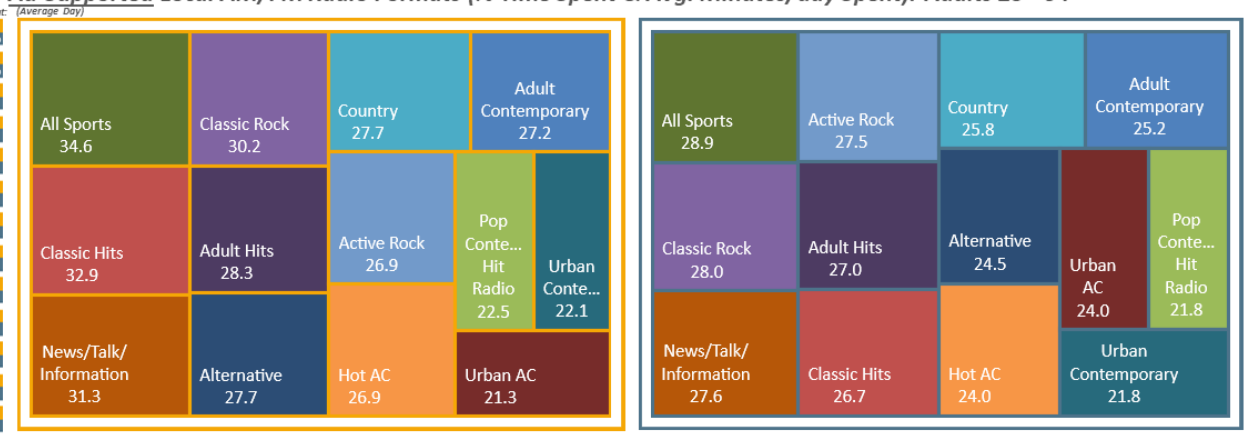
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

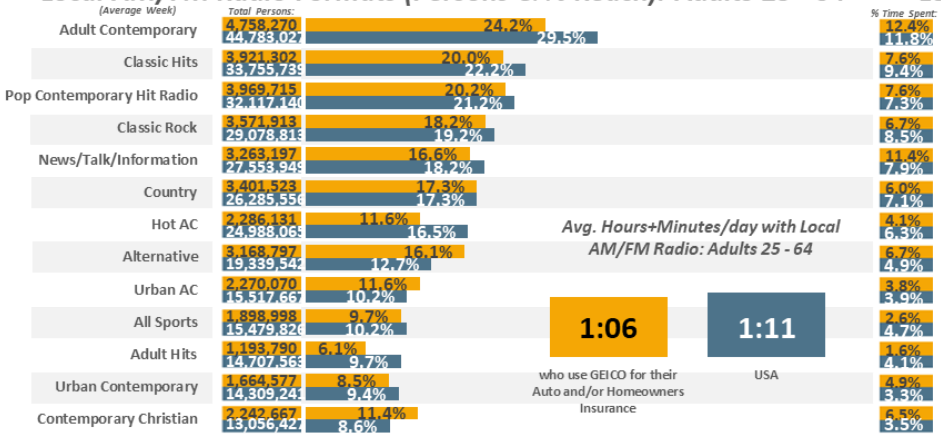
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

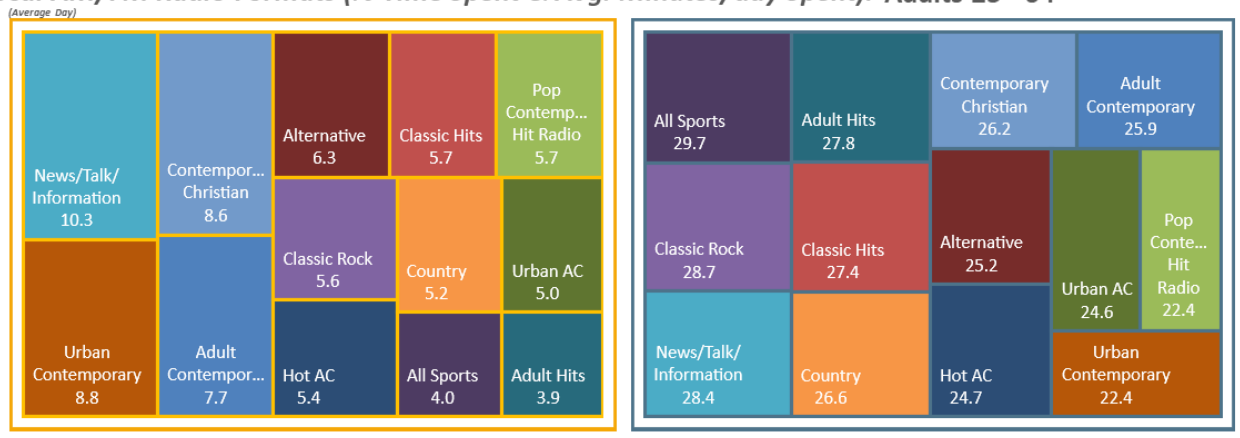
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

18,776,481 or 81.1% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and Country.

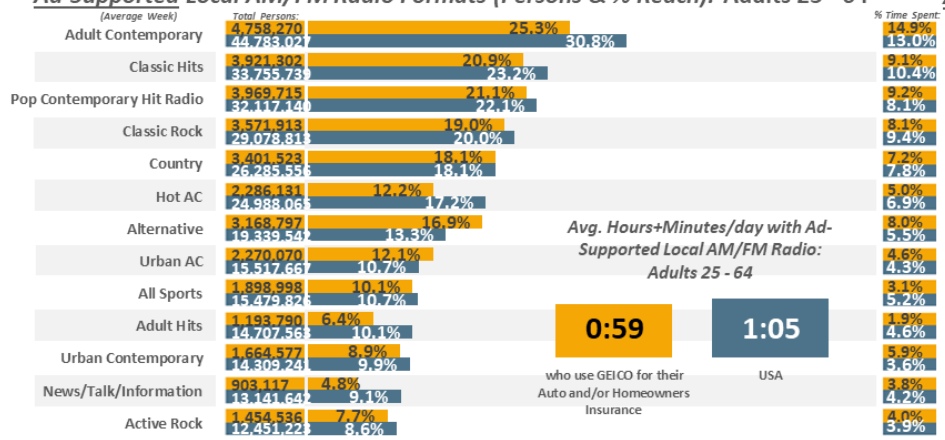
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



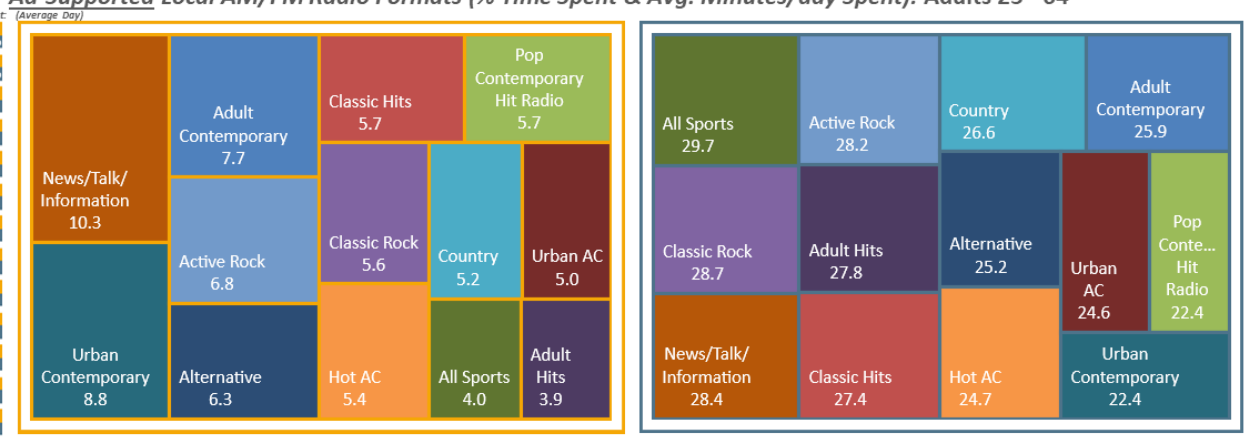
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

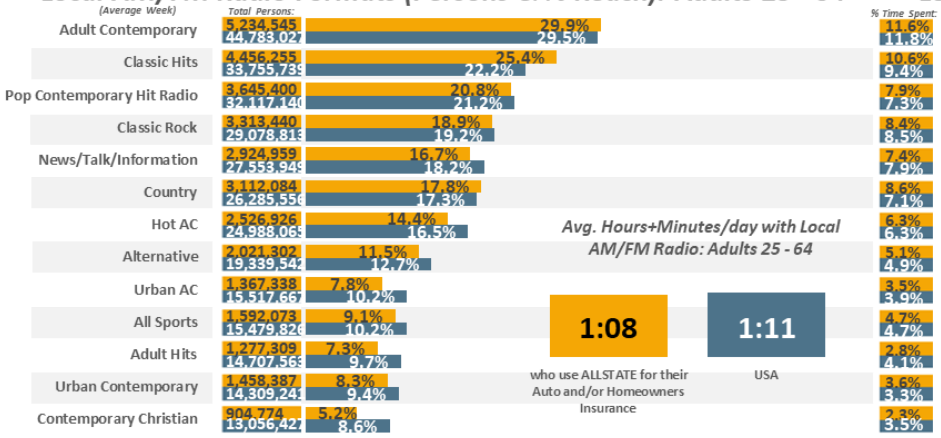
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

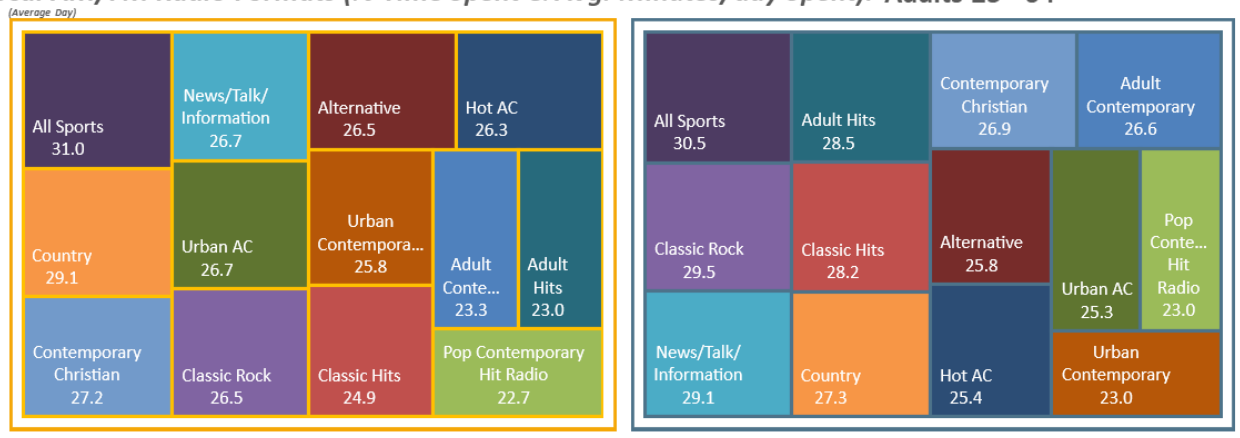
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

16,573,664 or 82.9% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

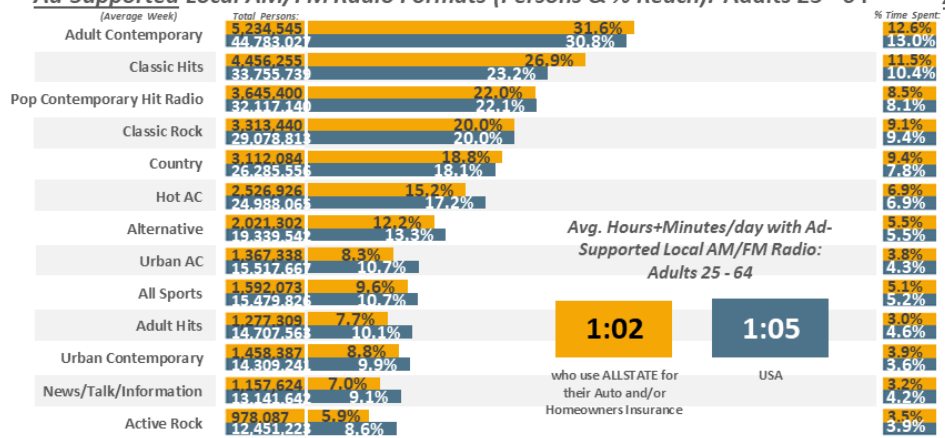
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



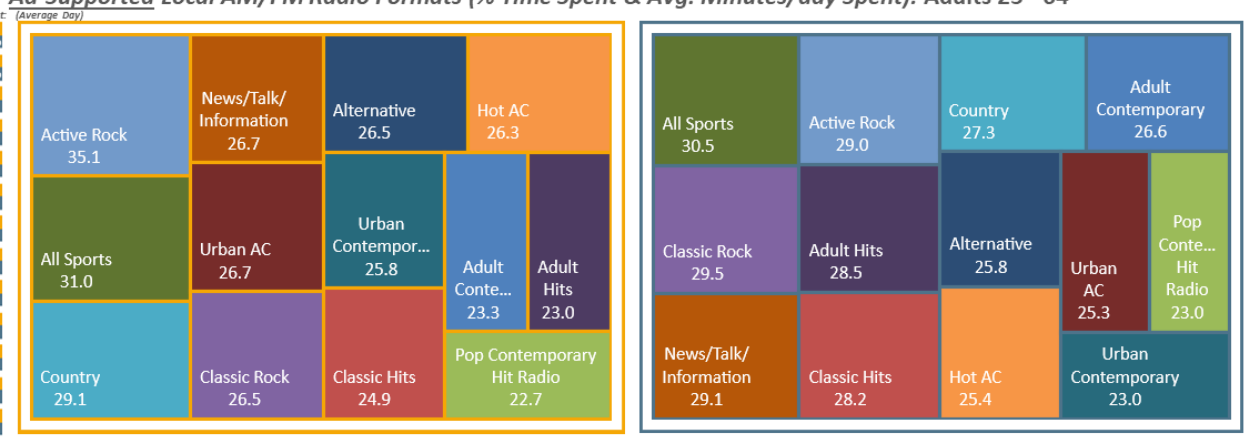
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

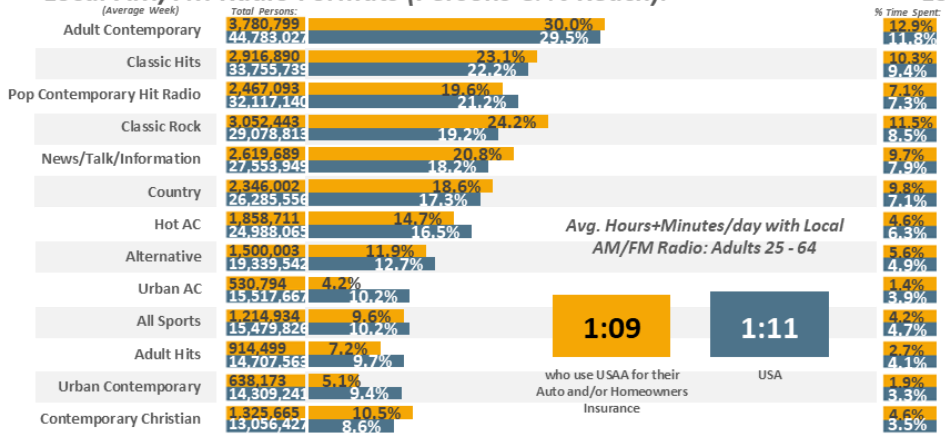
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

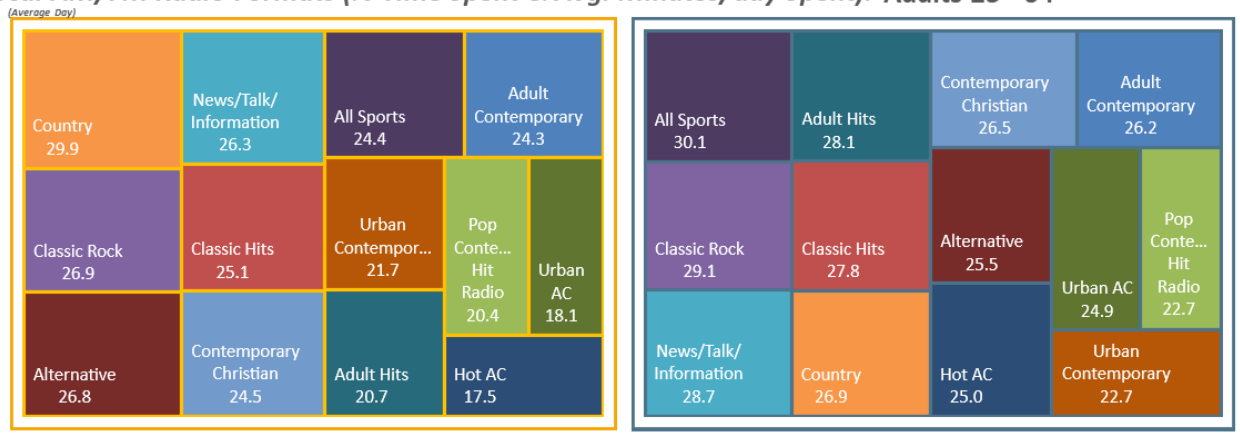
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

12,005,302 or 81.8% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Country.

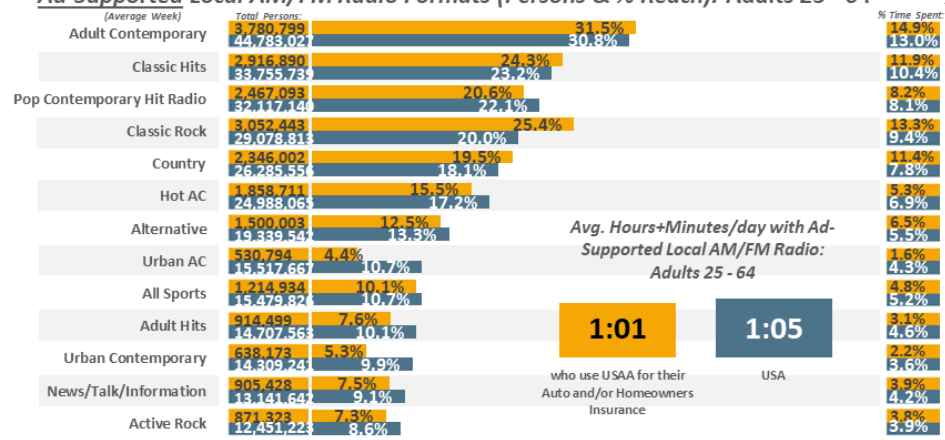
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



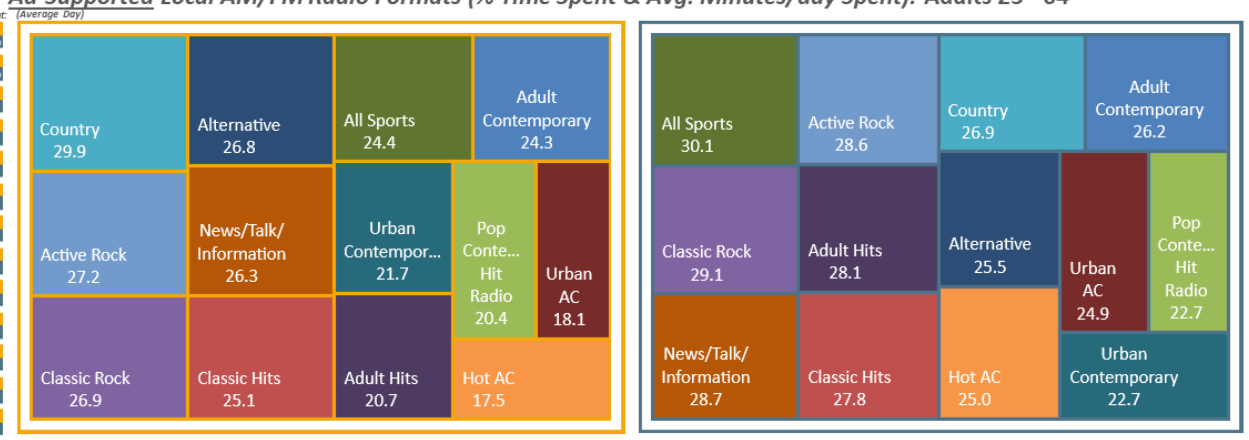
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

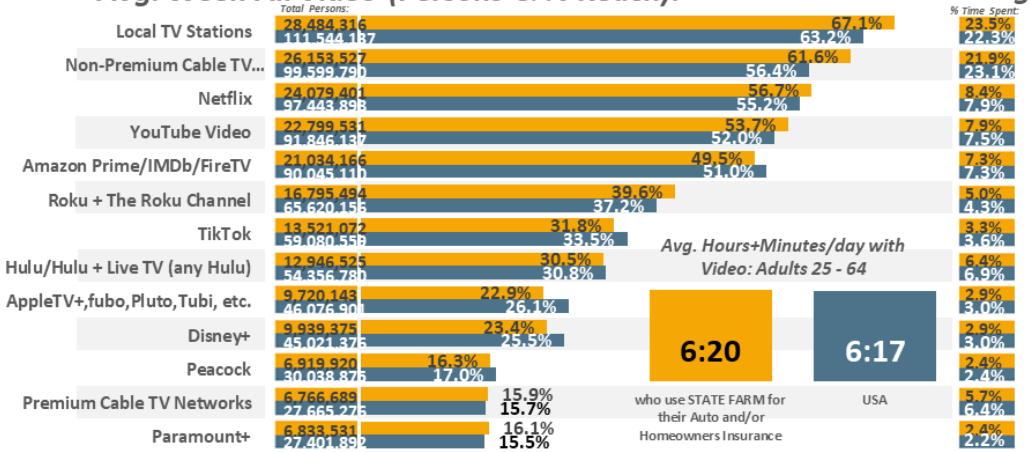
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

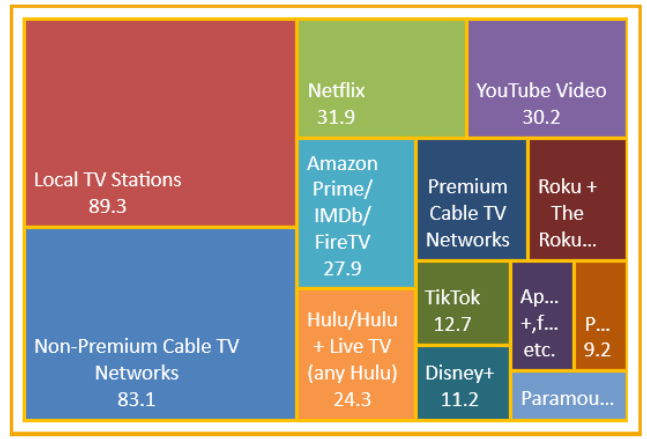
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

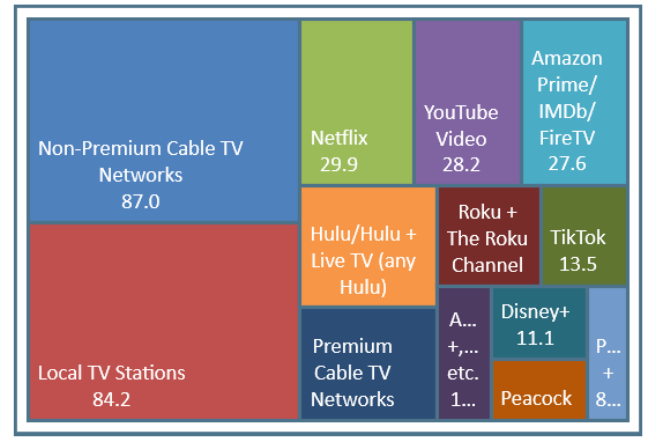
28,104,374 or 66.2% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations for an average of 86.4 minutes every day representing 31.3% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

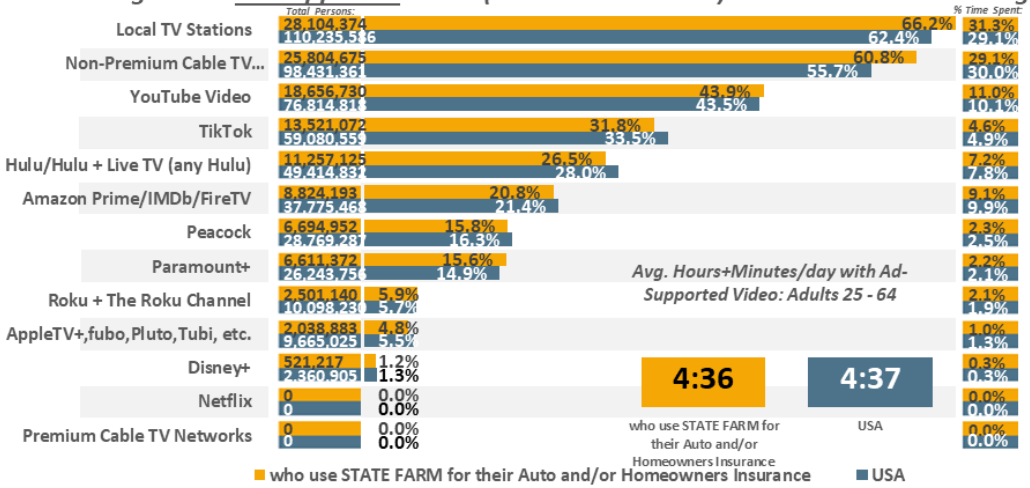


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

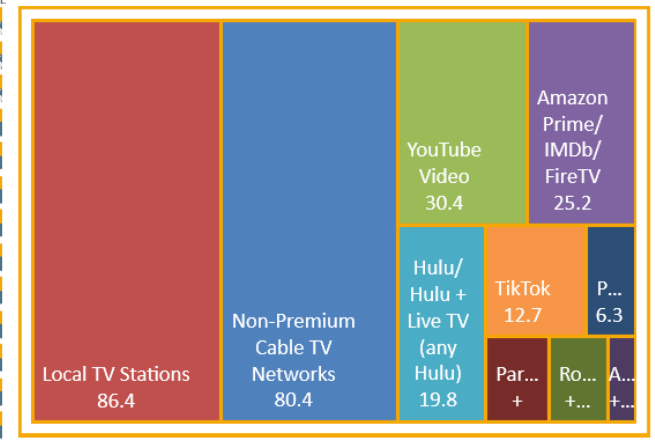


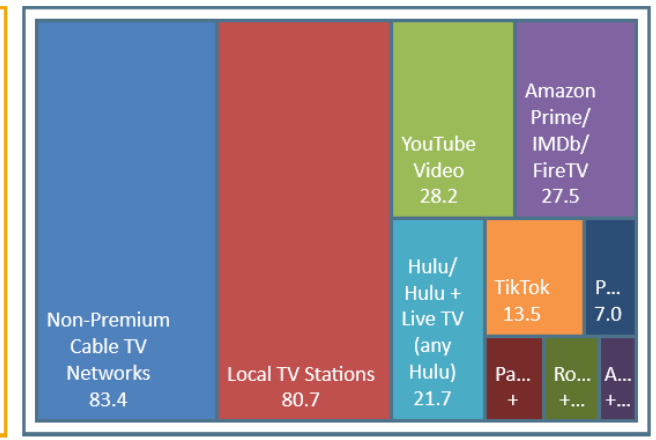


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

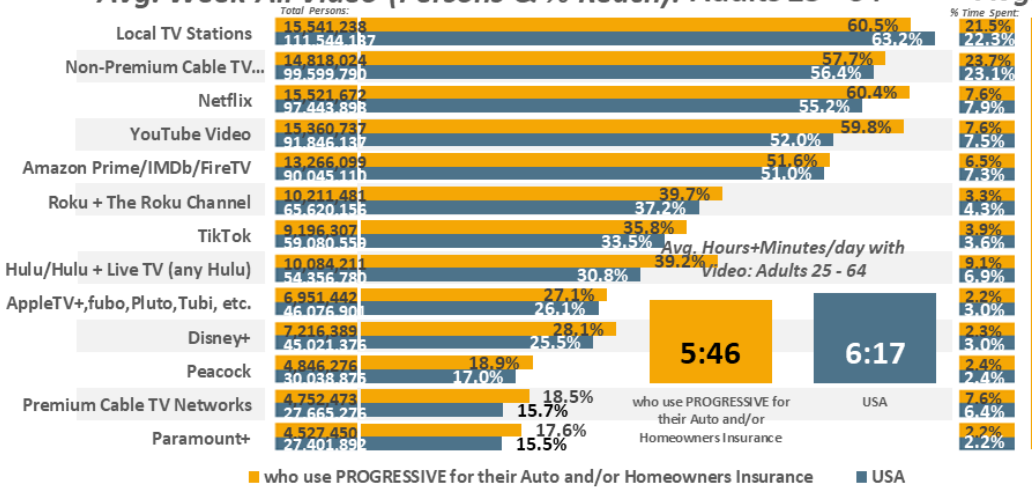
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

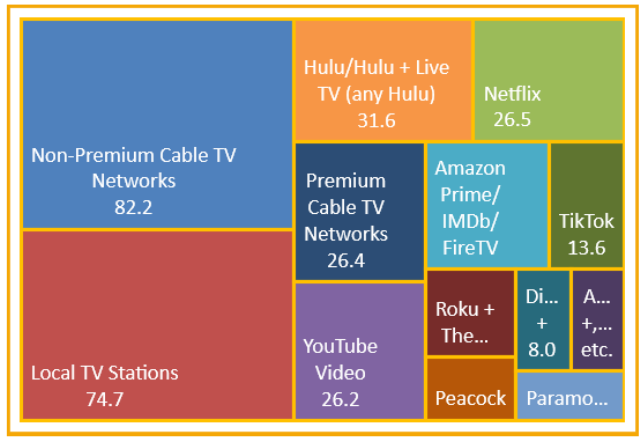
(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

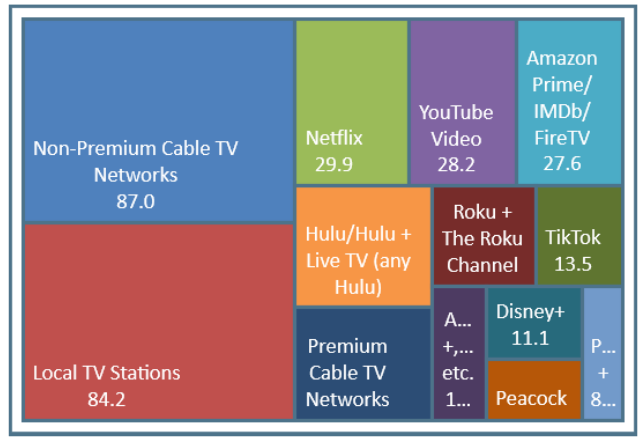
15,371,320 or 59.8% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations for an average of 71.9 minutes every day representing 27.4% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64



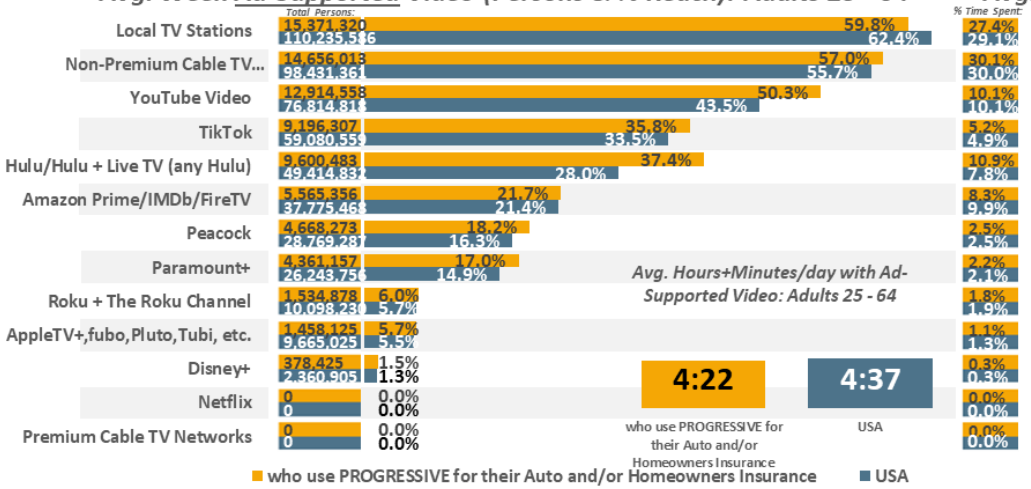
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



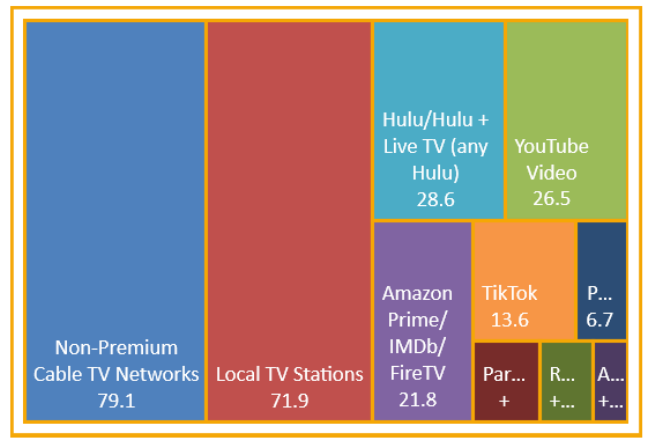


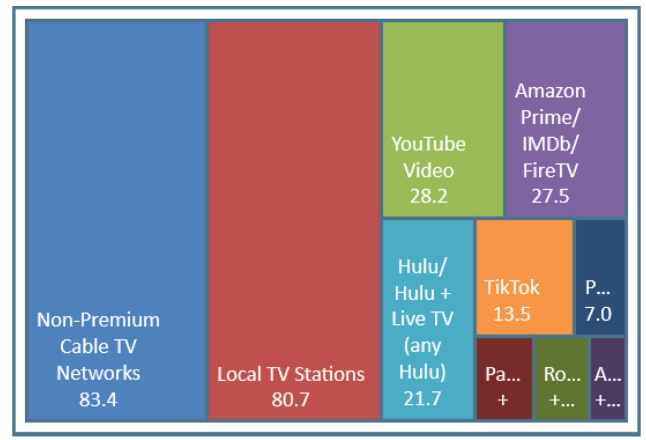
who use PROGRESSIVE for their Auto and/or Homeowners Insurance ■ USA

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





who use PROGRESSIVE for their Auto and/or Homeowners Insurance ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

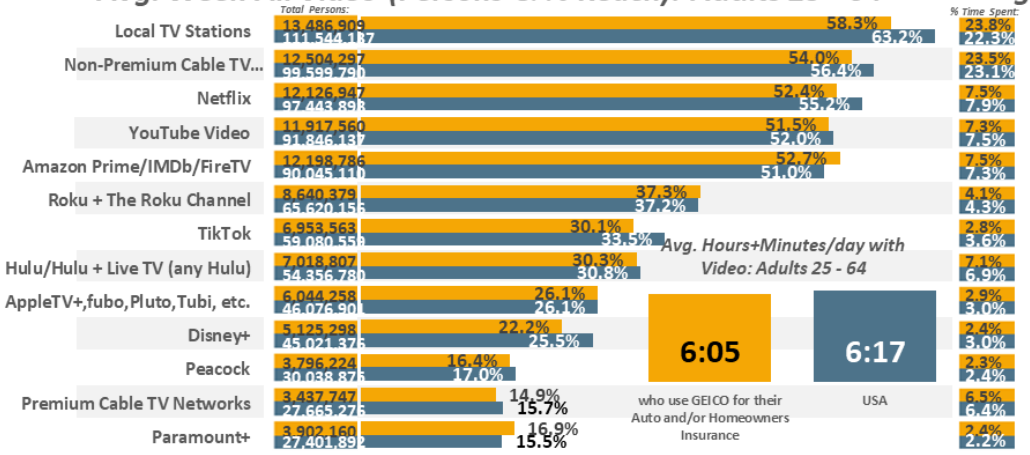
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

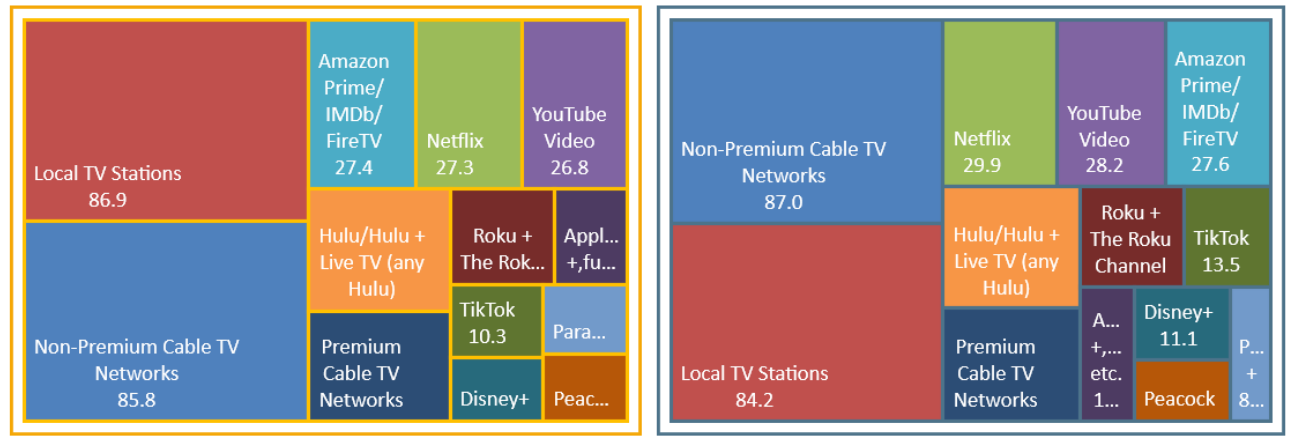
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

13,228,987 or 57.2% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations for an average of 81.8 minutes every day representing 29.9% of all time spent daily with Ad-Supported Video.

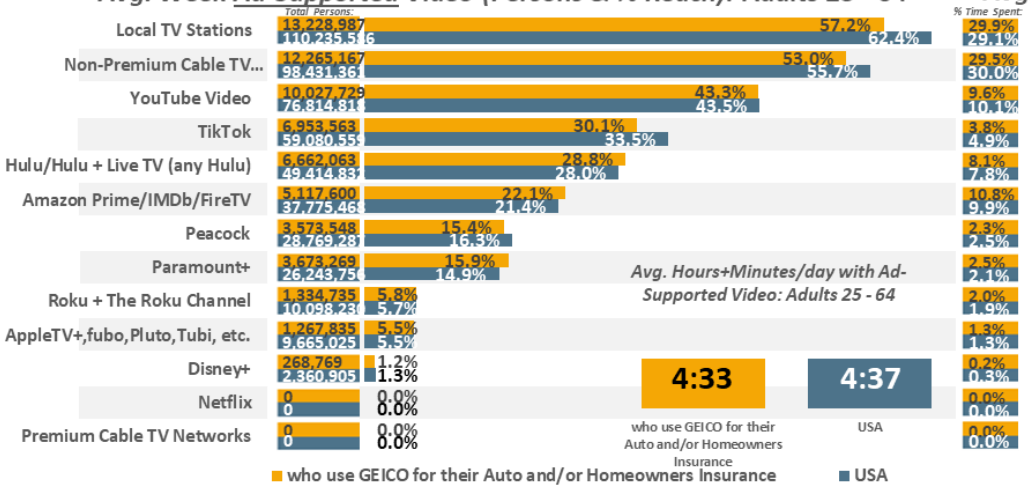
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



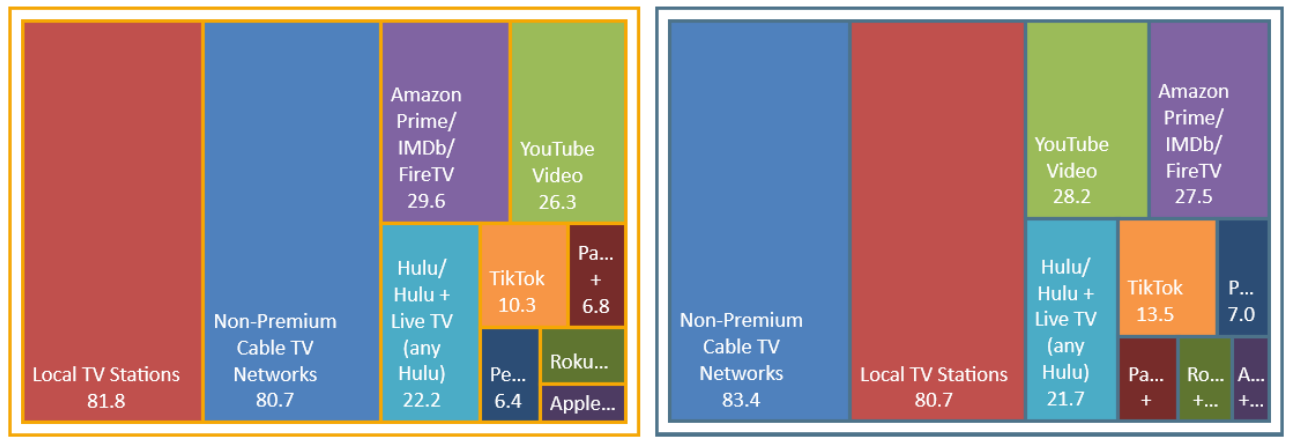
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 - 64



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

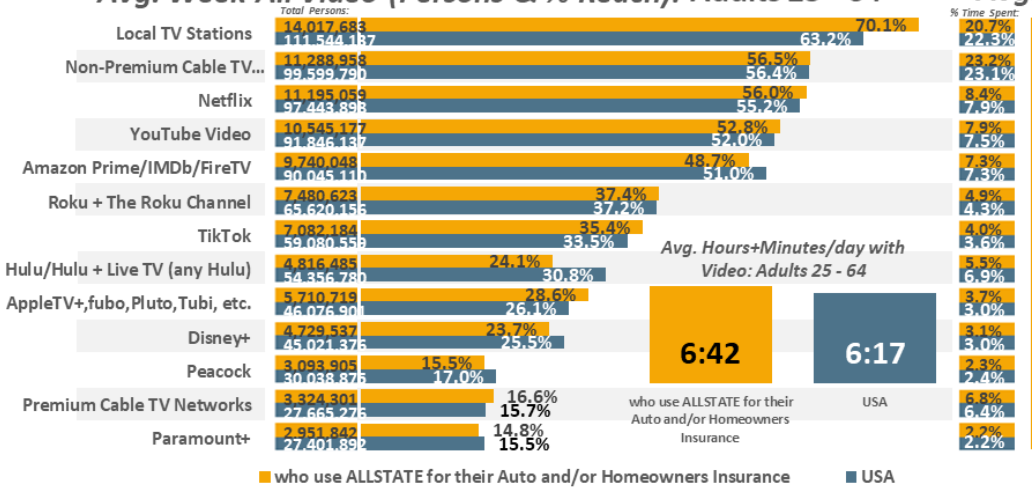
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

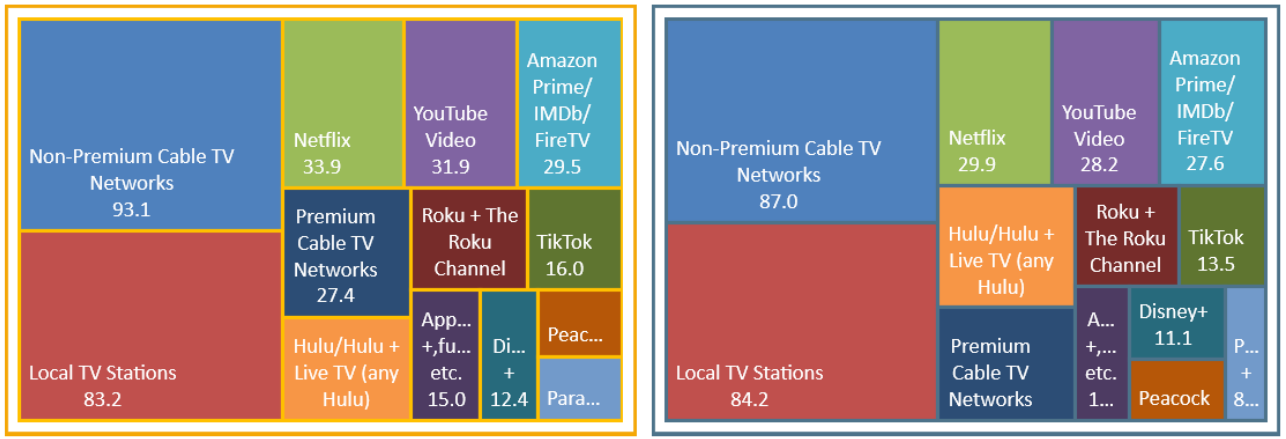
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

13,830,969 or 69.2% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations for an average of 80.2 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

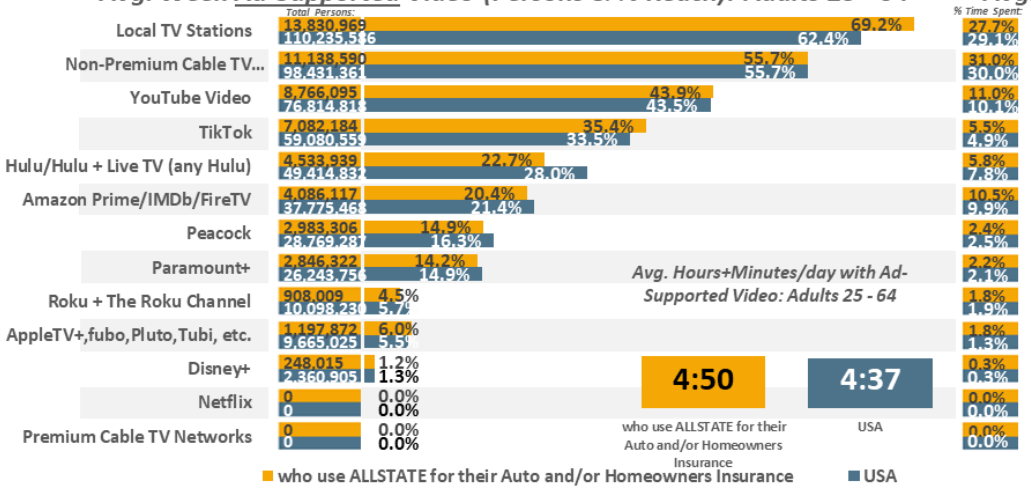
Avg. Week All Video (Persons & % Reach): Adults 25 - 64



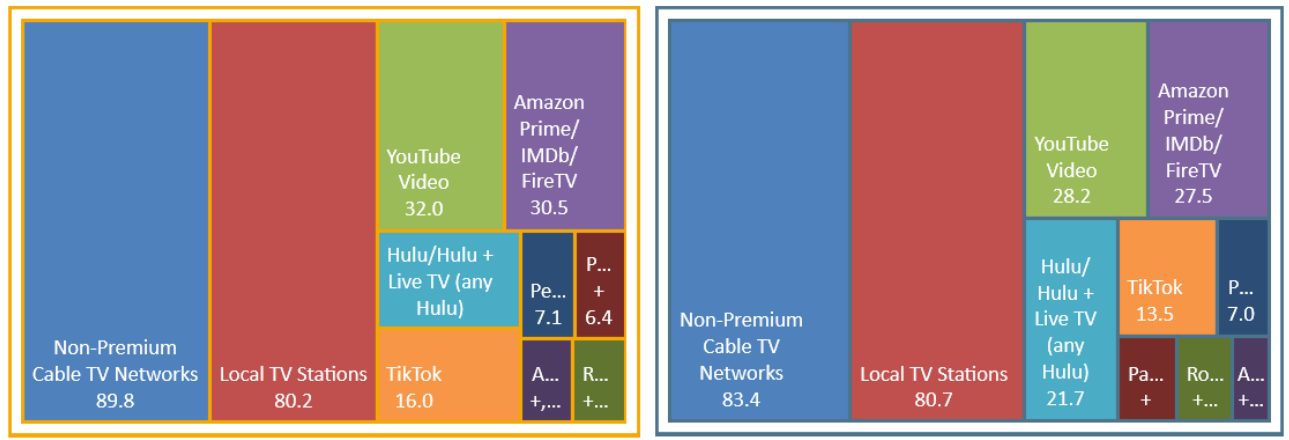
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

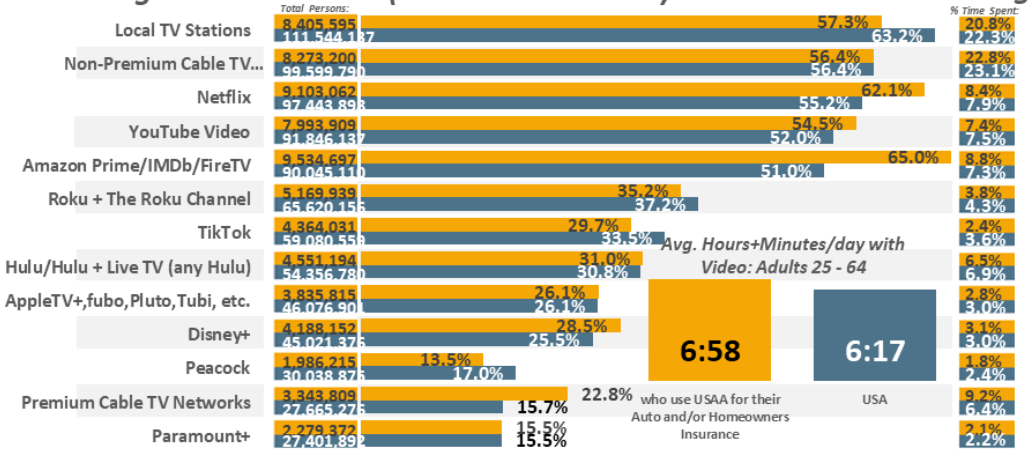
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

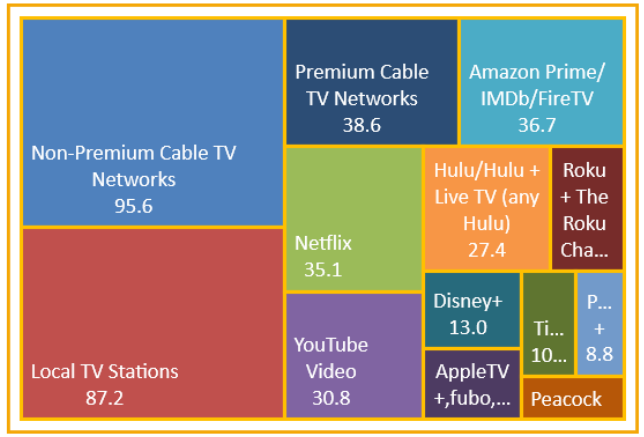
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

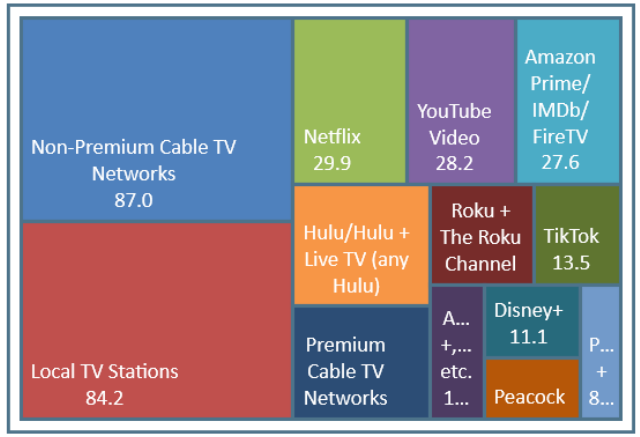
8,347,743 or 56.9% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations for an average of 80.8 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 25 - 64

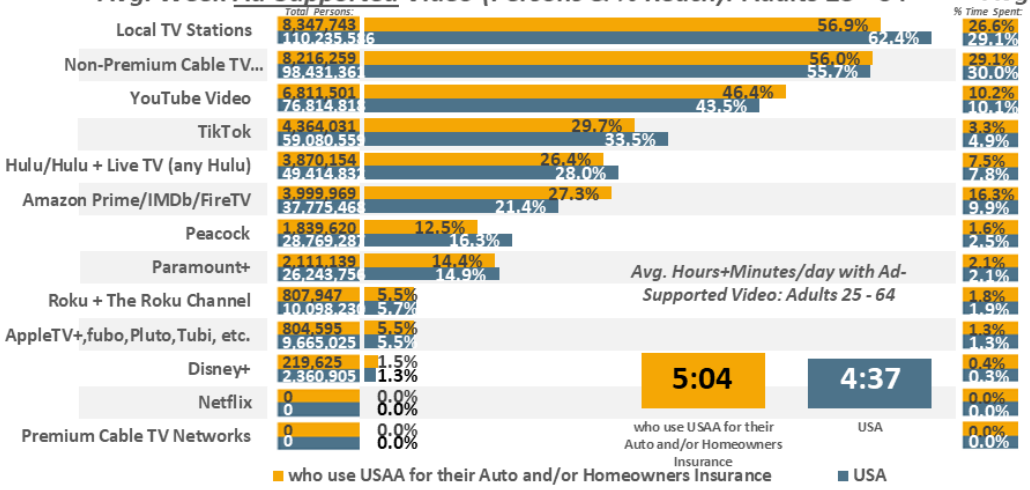


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

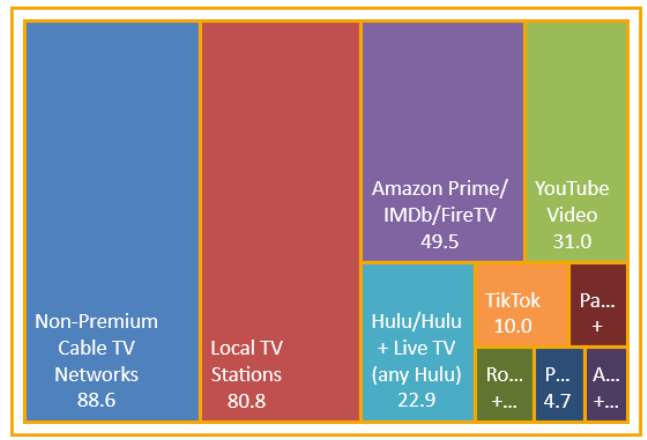


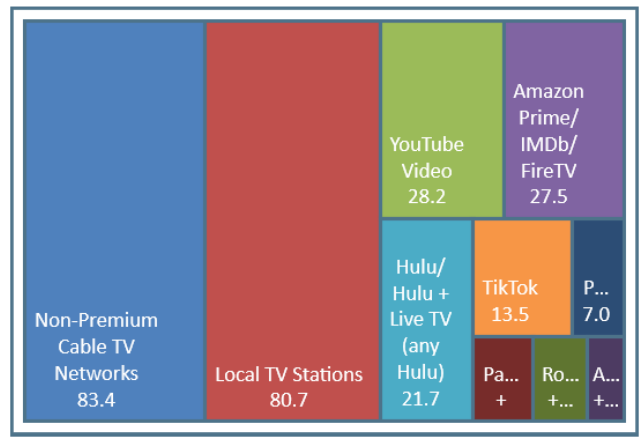


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 25 - 64



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

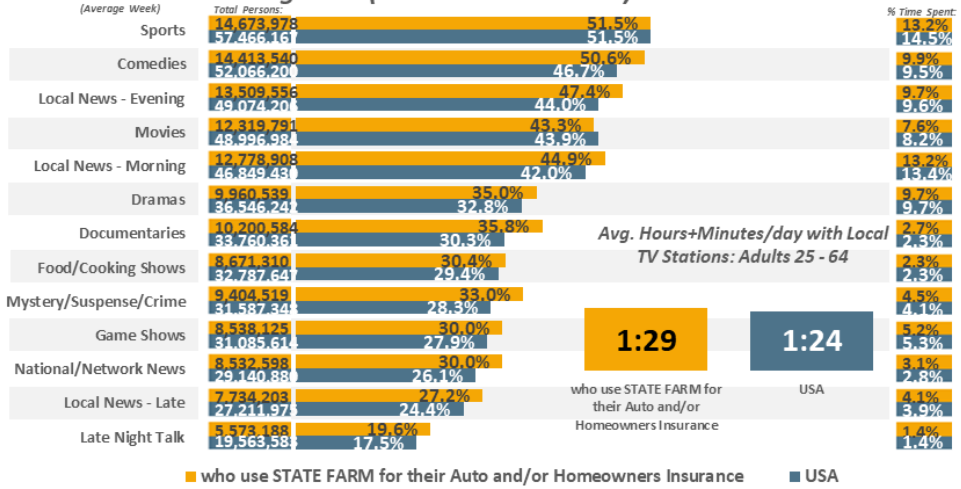
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

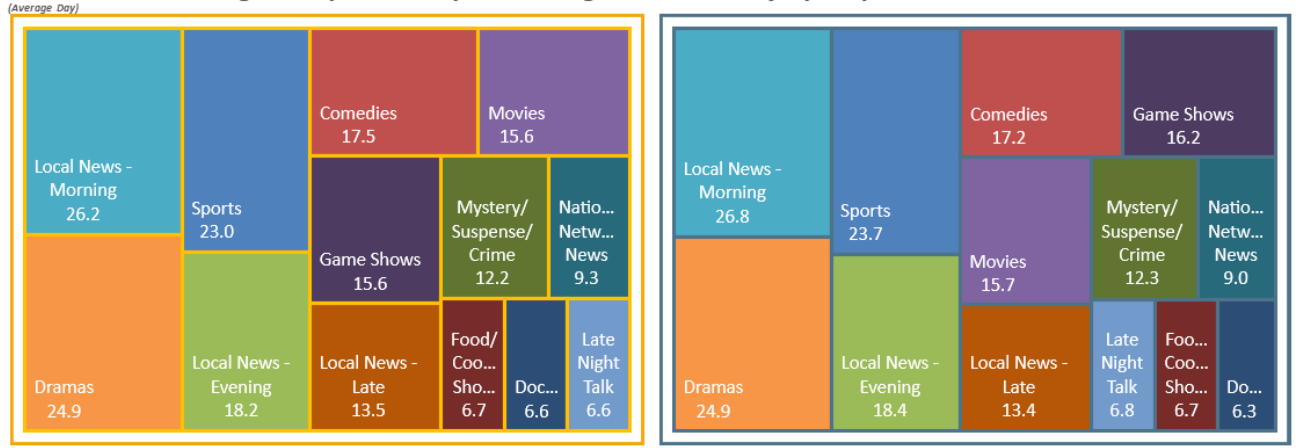
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

28,104,374 or 66.2% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

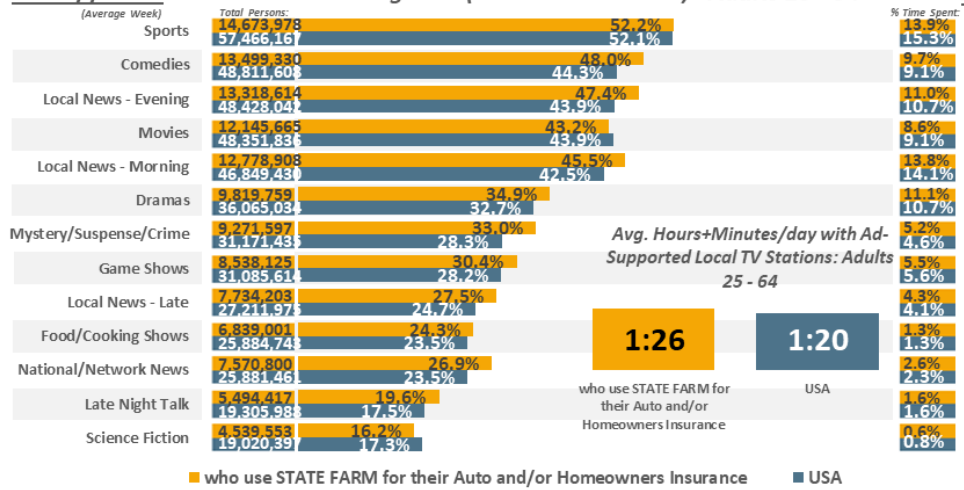
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



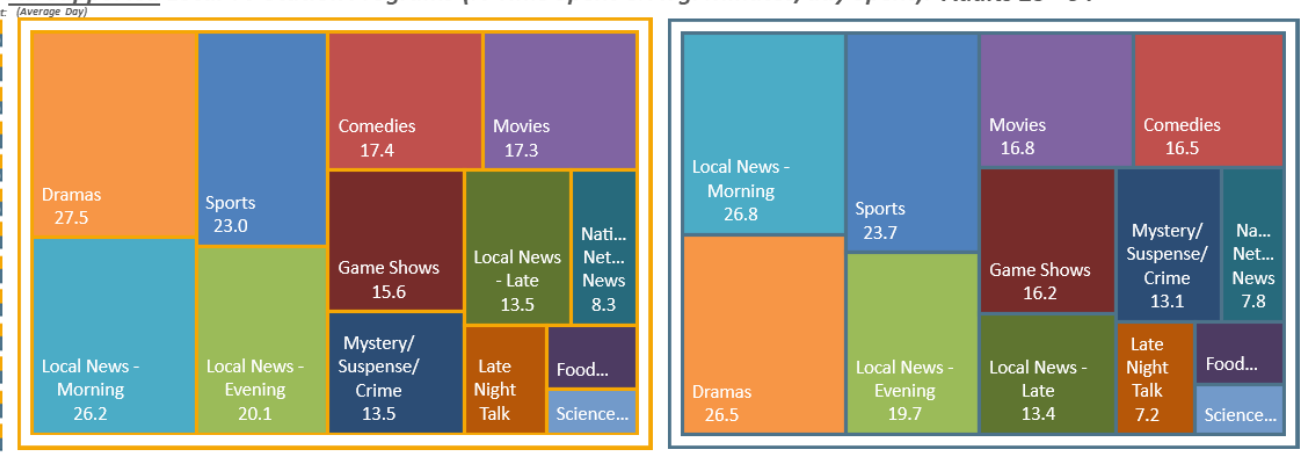
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

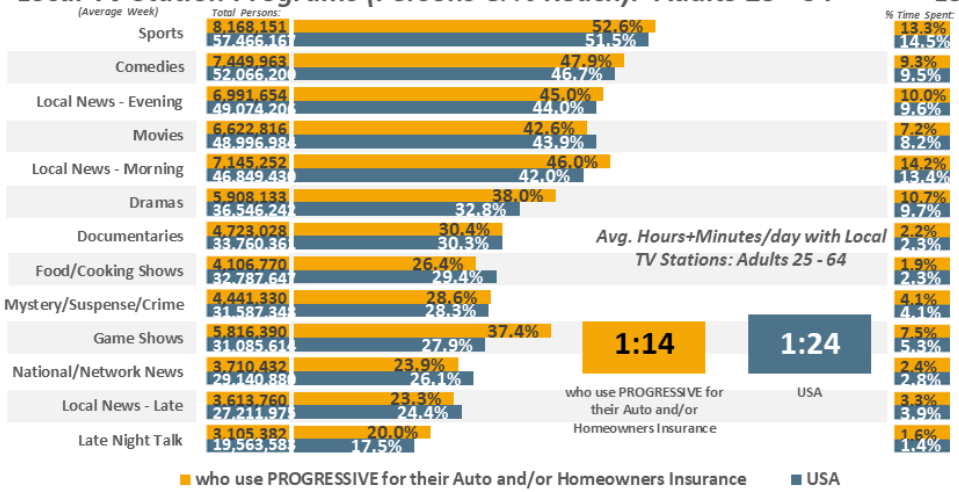
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

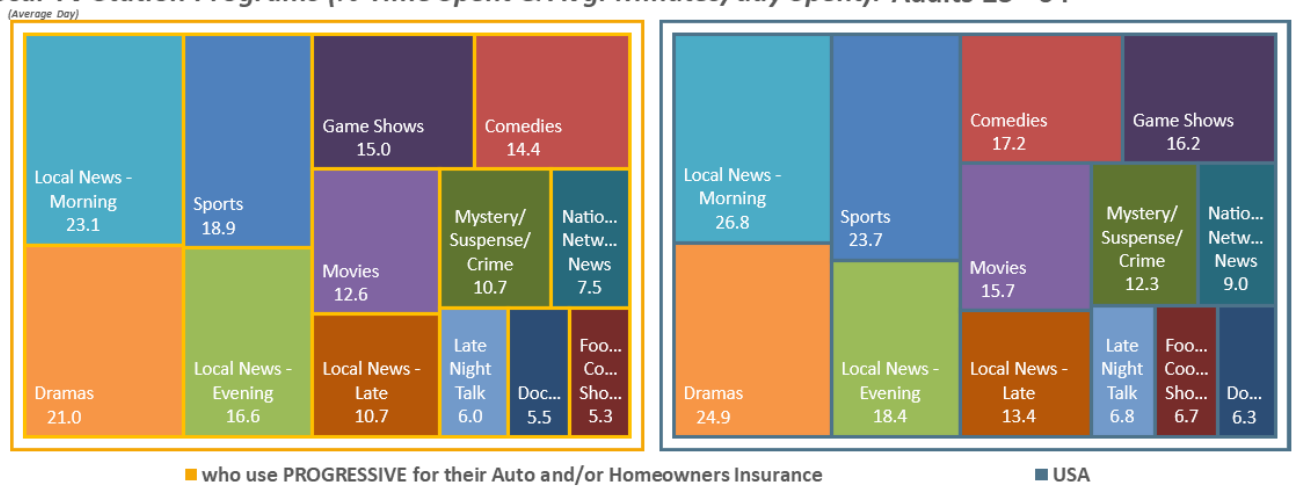
(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

15,371,320 or 59.8% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Evening, Movies, and Dramas.

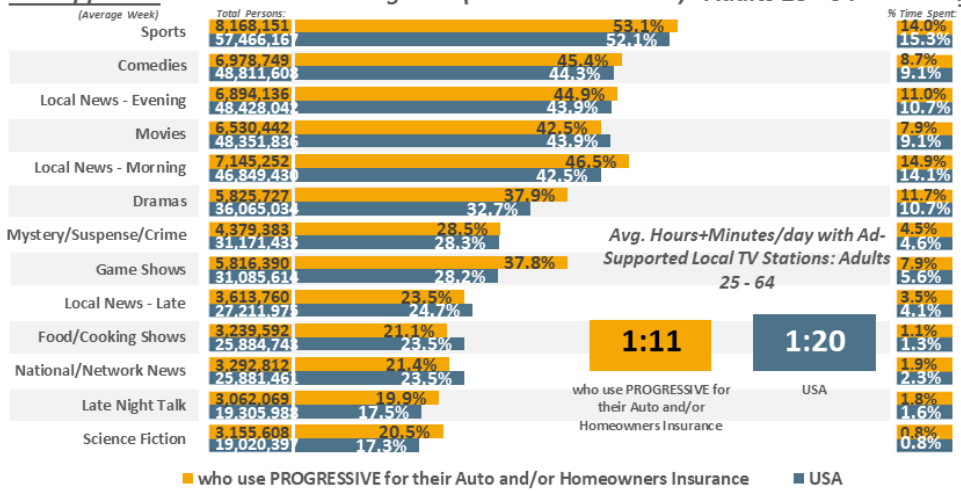
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



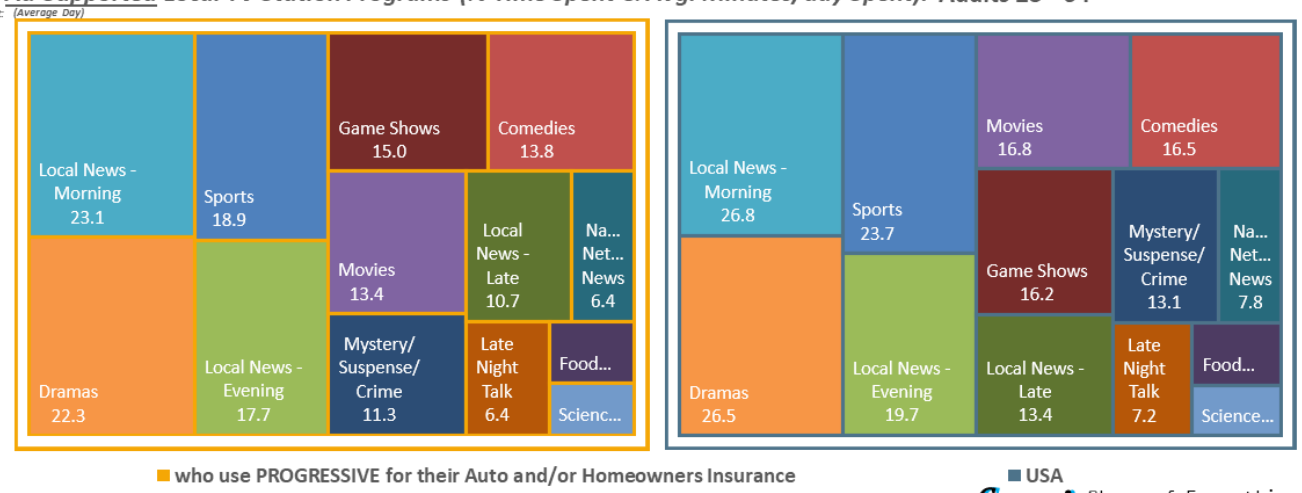
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

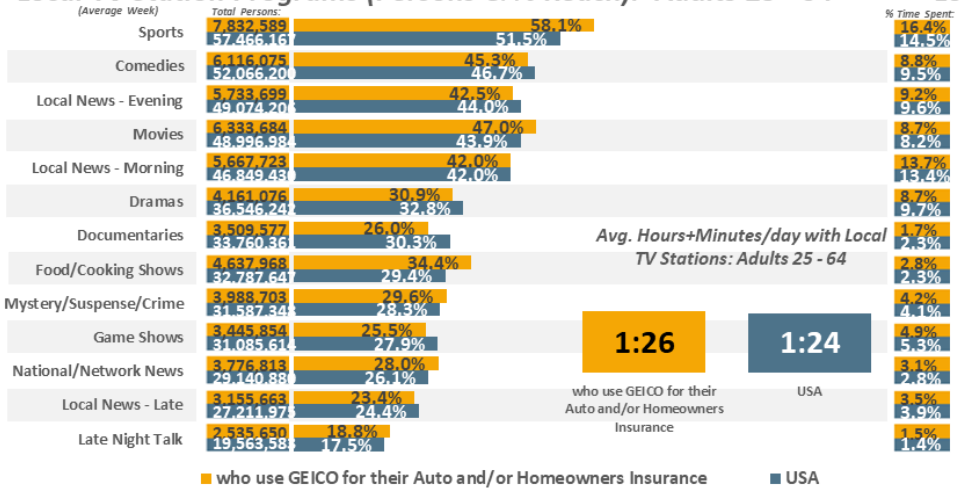
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

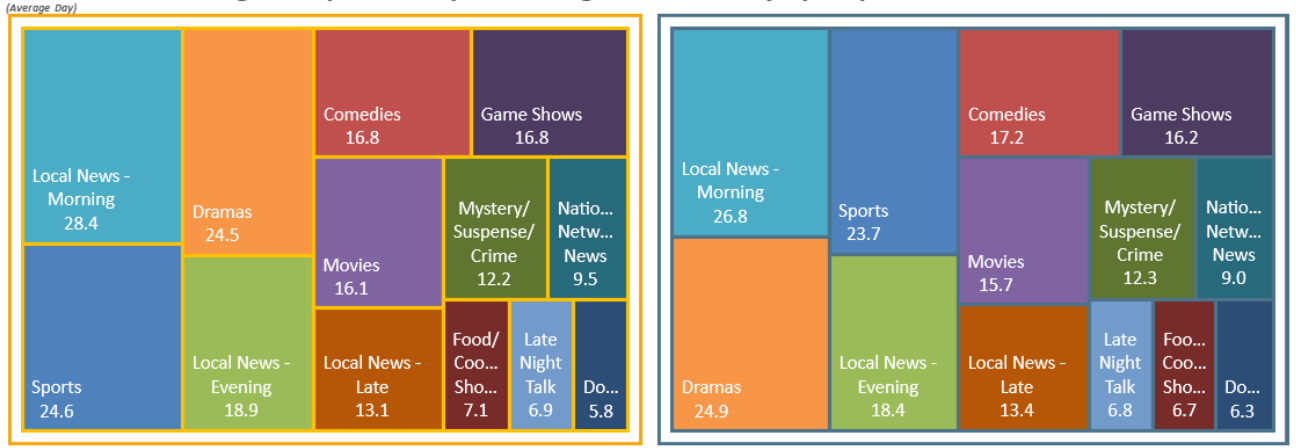
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

13,228,987 or 57.2% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Comedies, Local News - Morning, Local News - Evening, and Dramas.

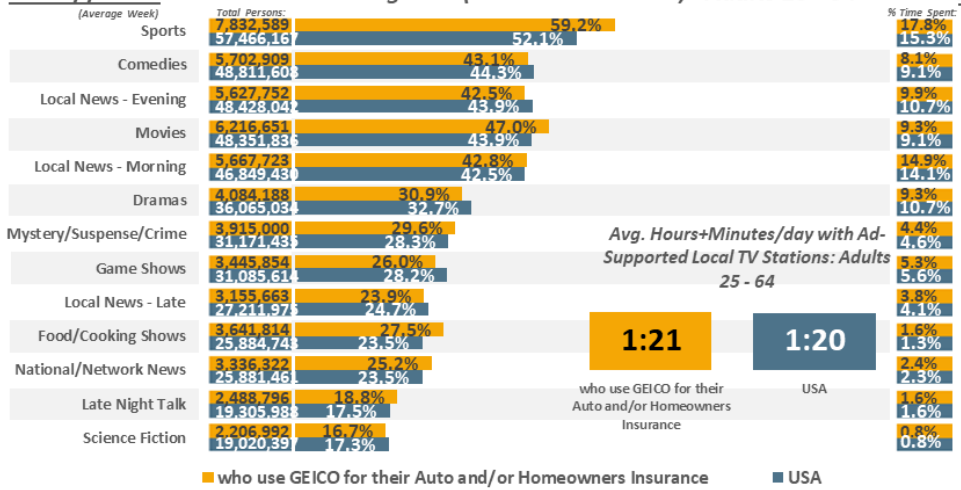
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



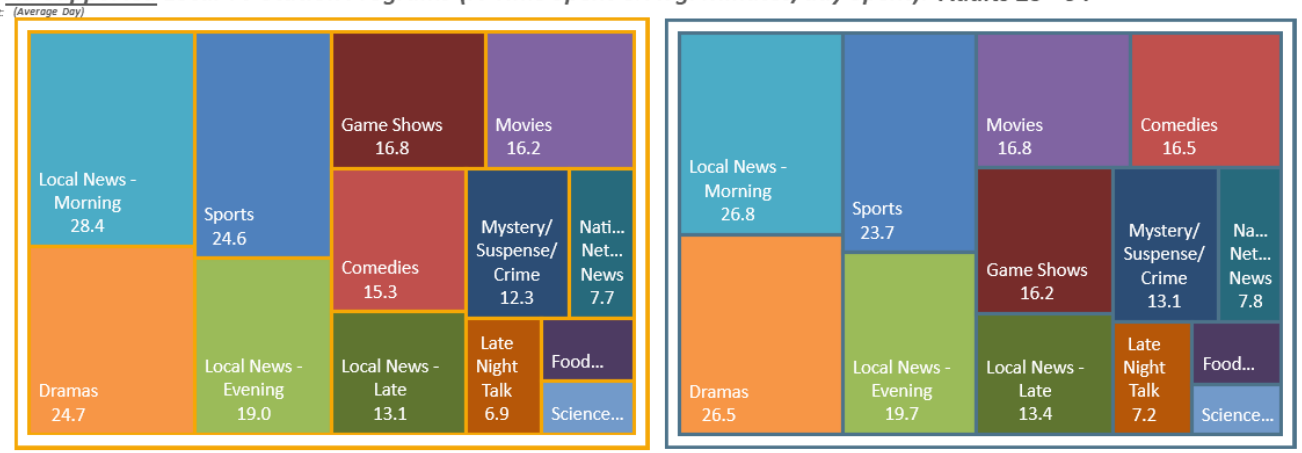
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

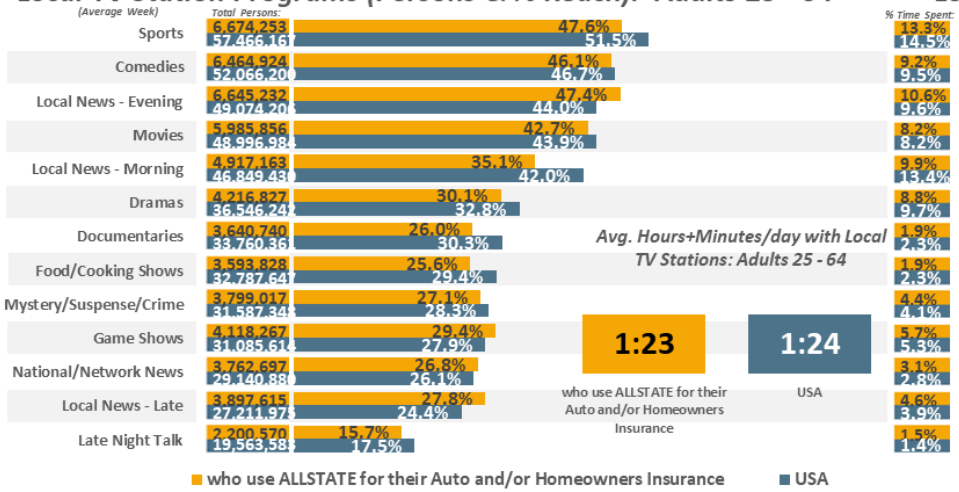
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

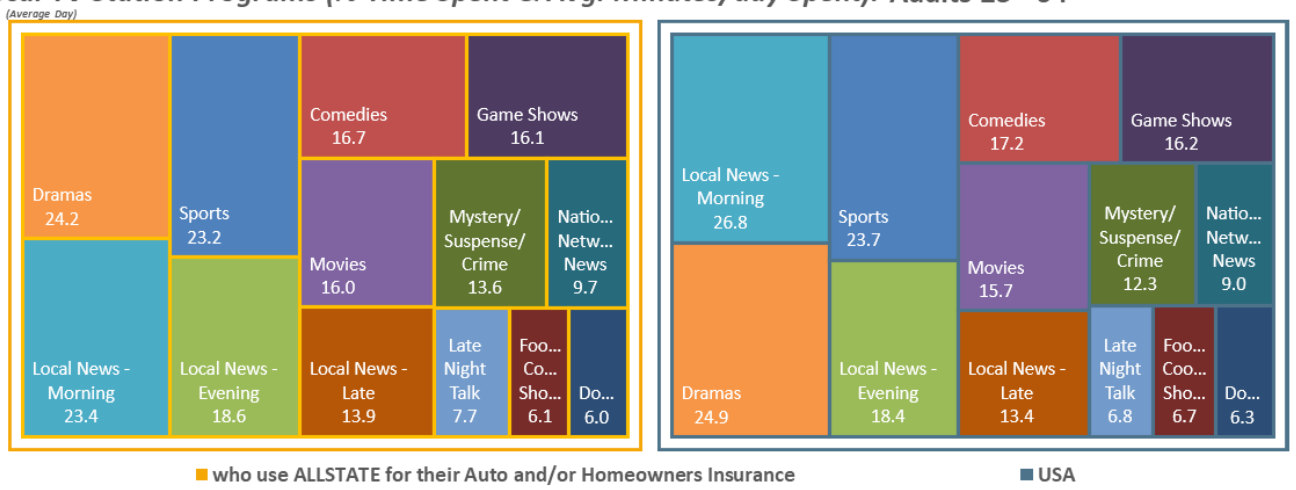
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

13,830,969 or 69.2% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

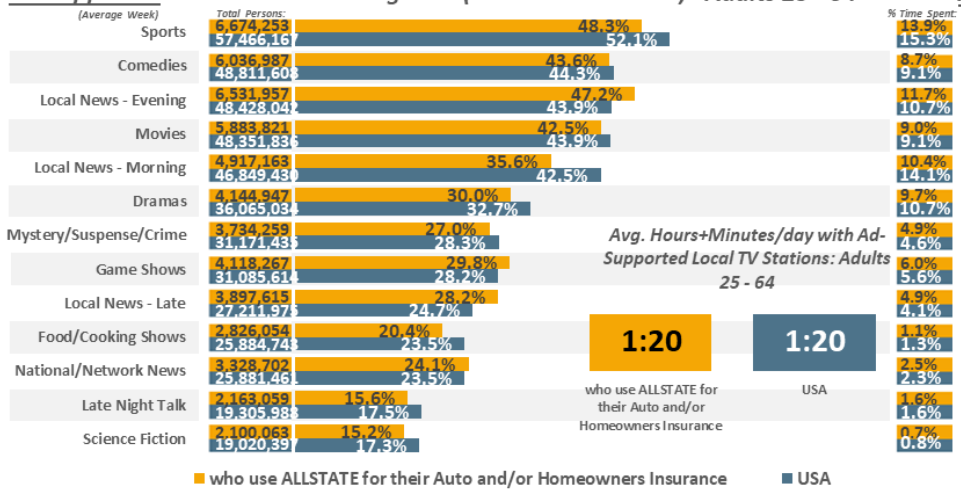
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



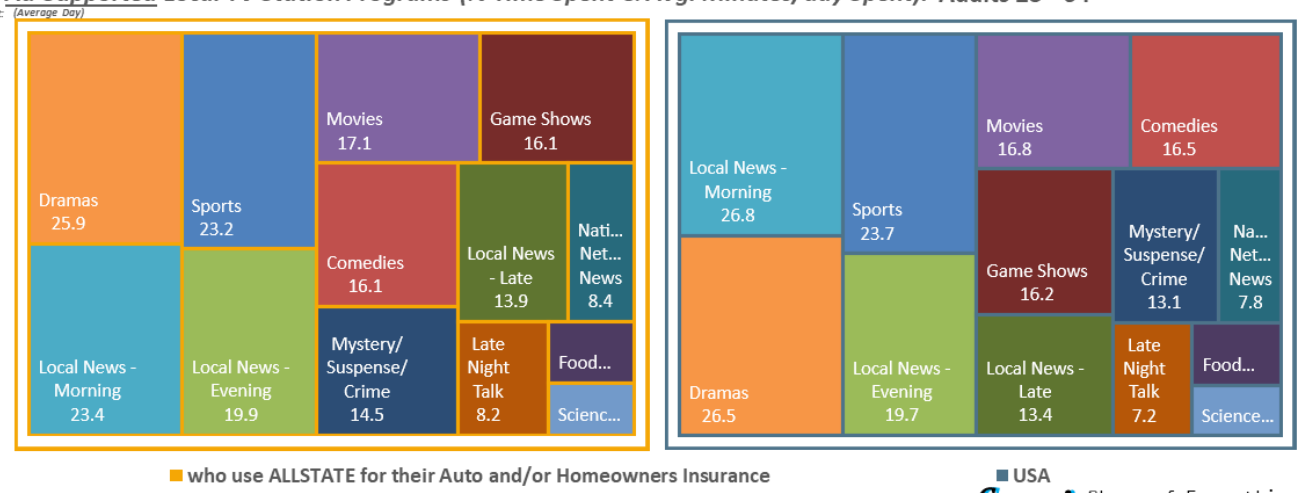
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

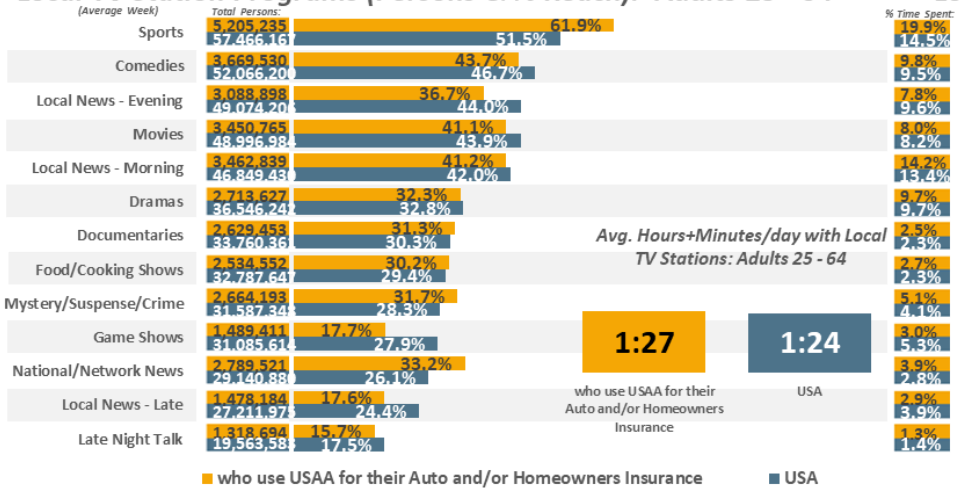
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

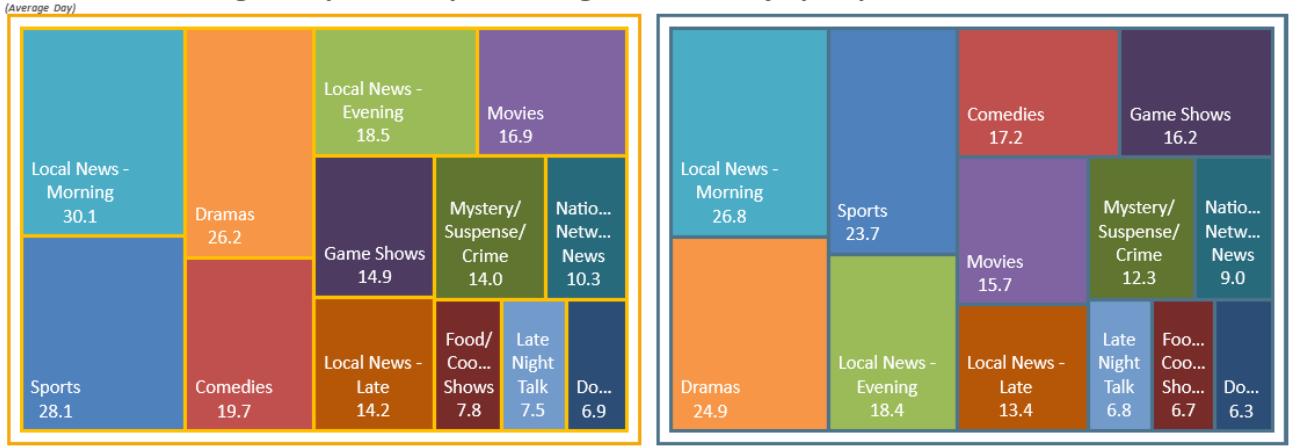
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

8,347,743 or 56.9% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Movies, Local News - Evening, and Dramas.

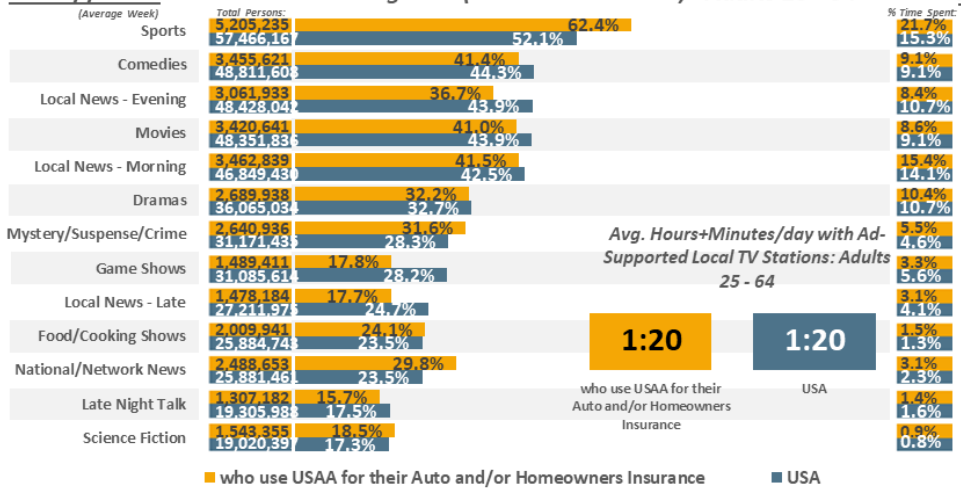
Local TV Station Programs (Persons & % Reach): Adults 25 - 64



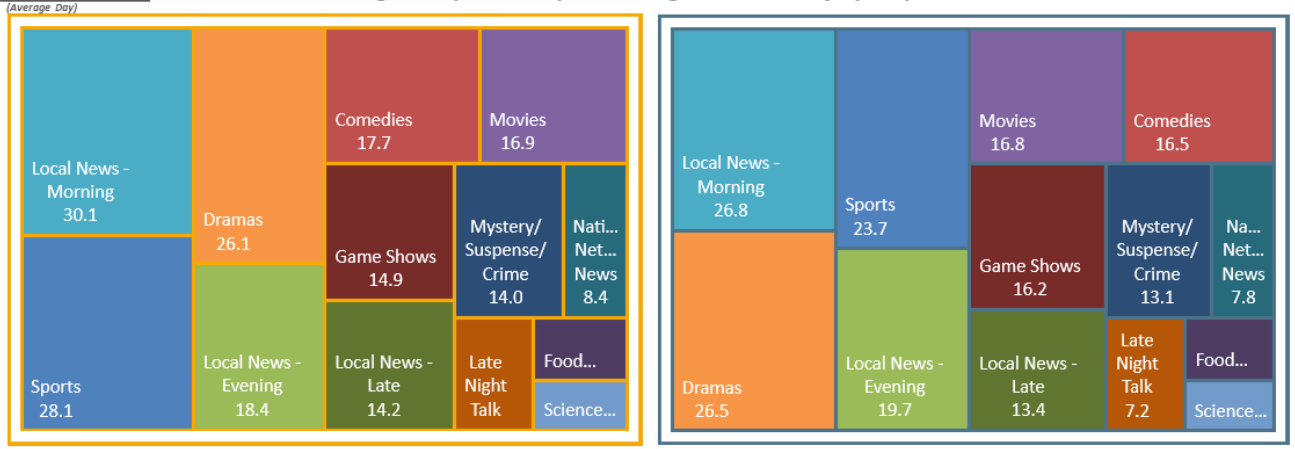
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

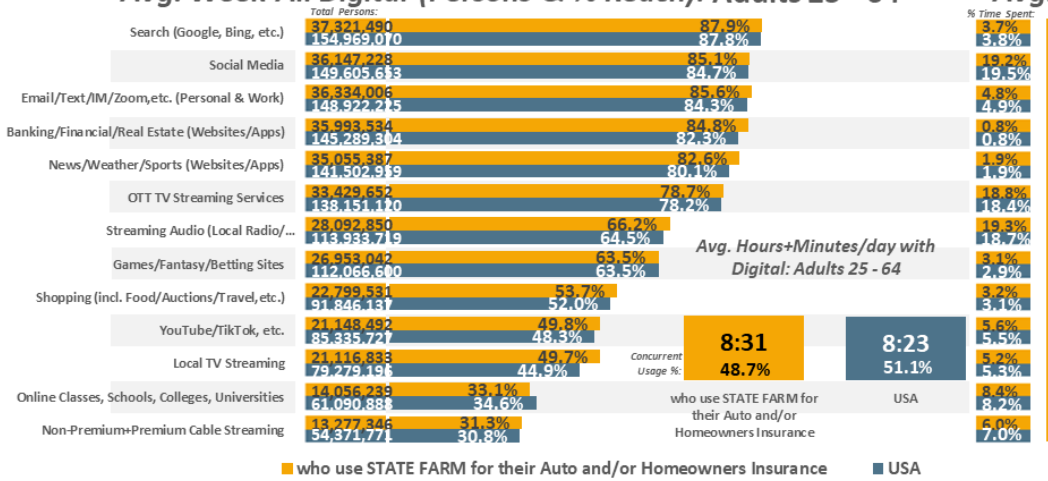
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

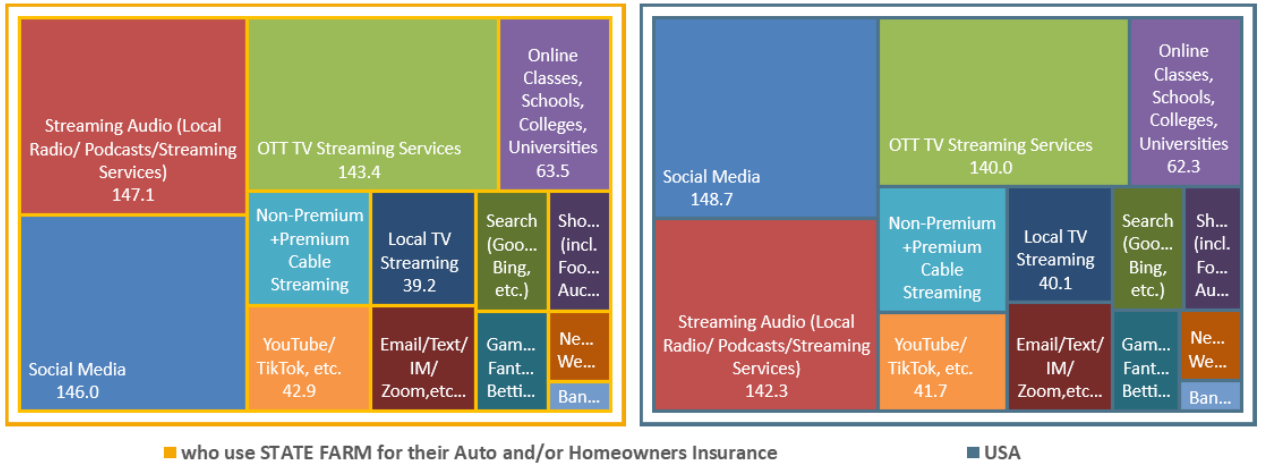
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

31,187,332 or 73.4% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance use Ad-Supported Social Media for an average of 134.3 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

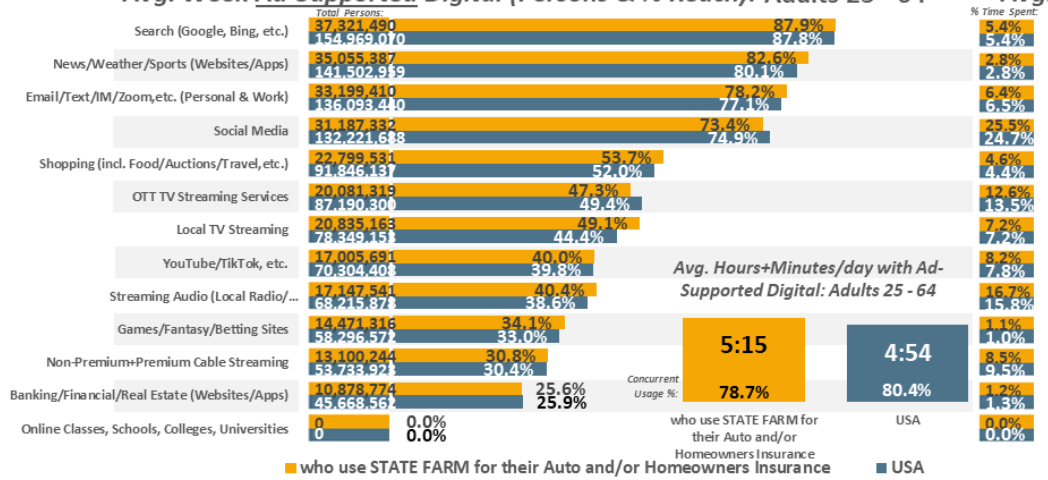
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



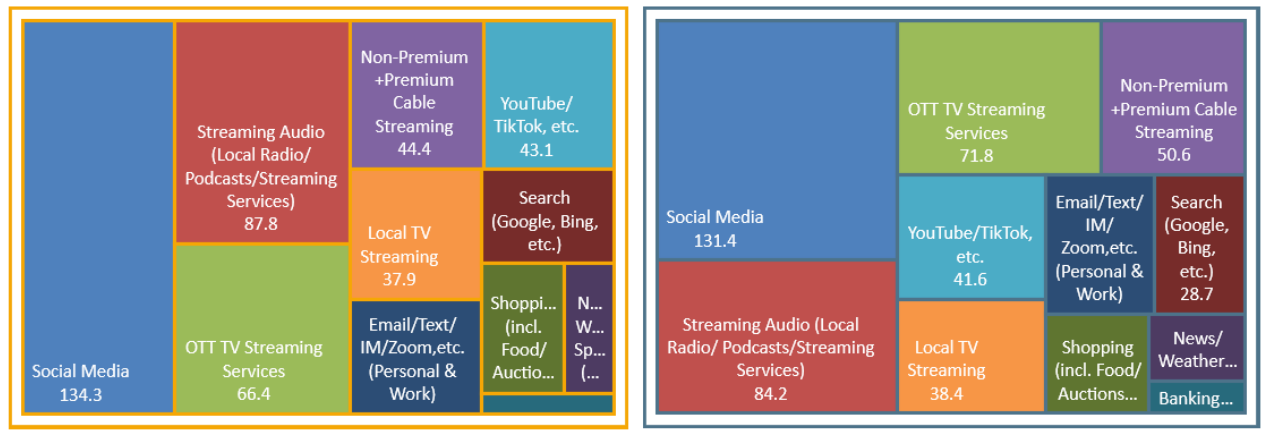
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

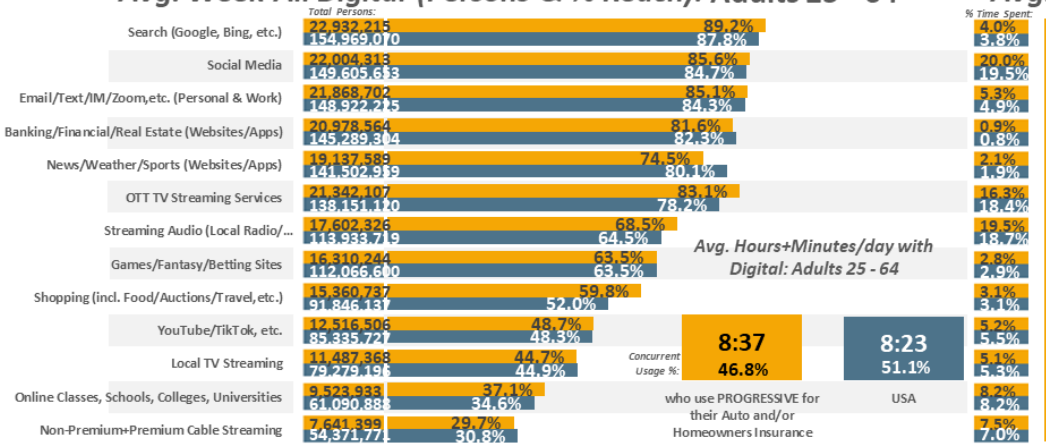
soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

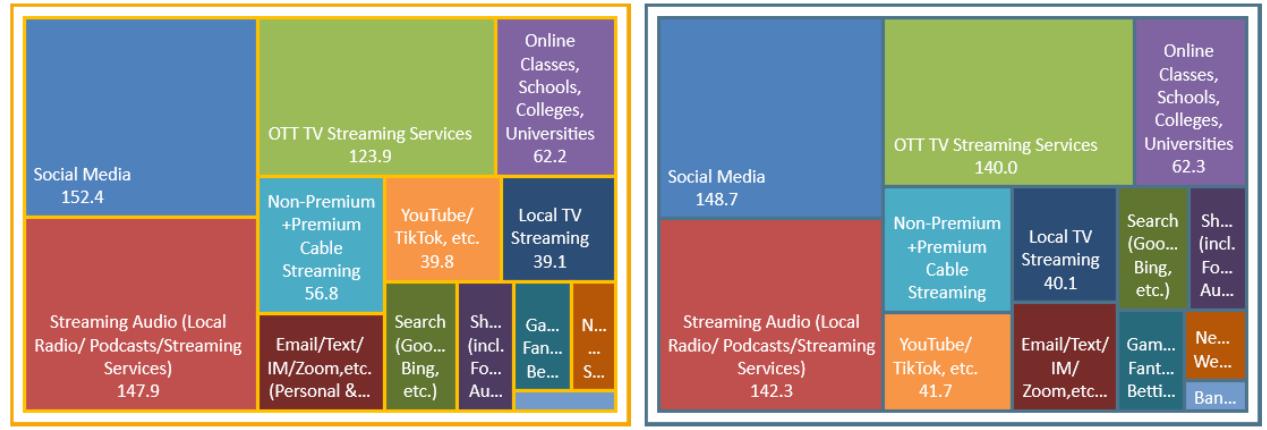
PROGRESSIVE

19,501,420 or 75.9% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance use Ad-Supported Social Media for an average of 140.2 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

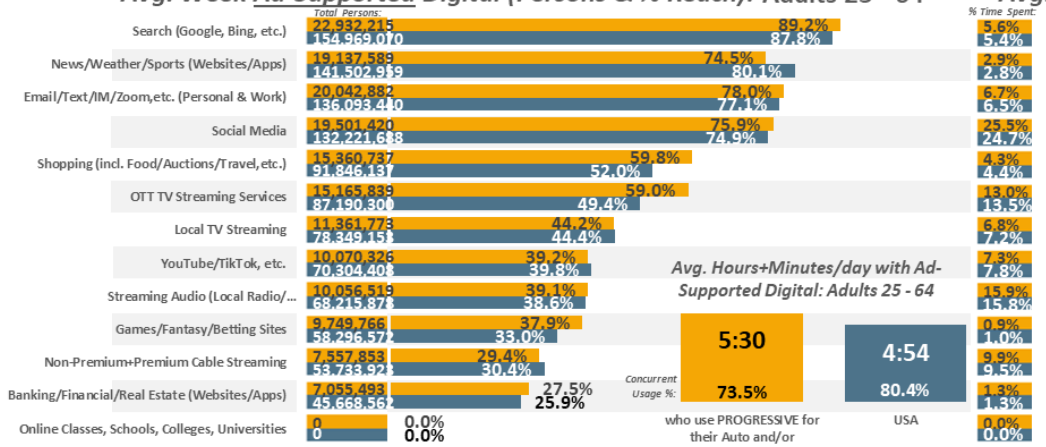
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



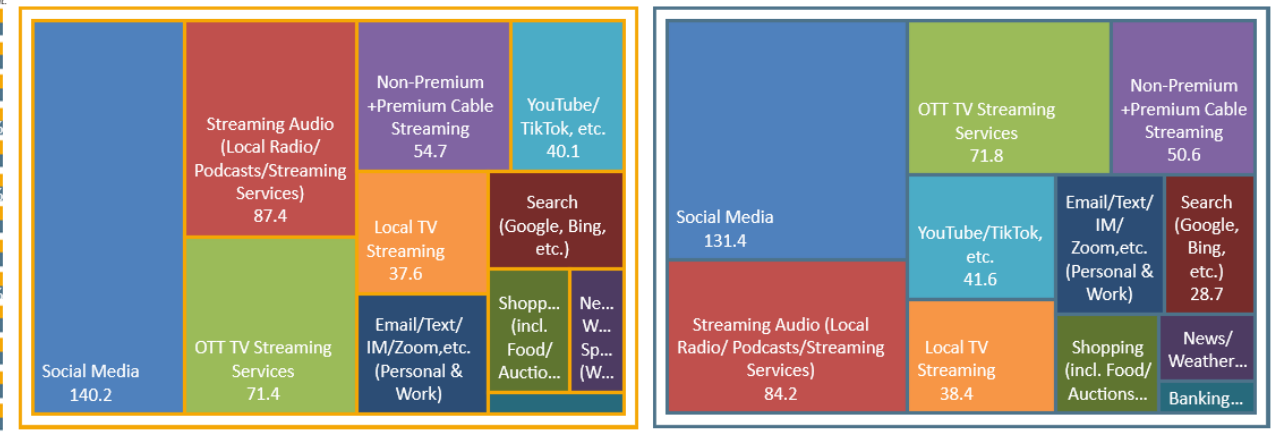
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

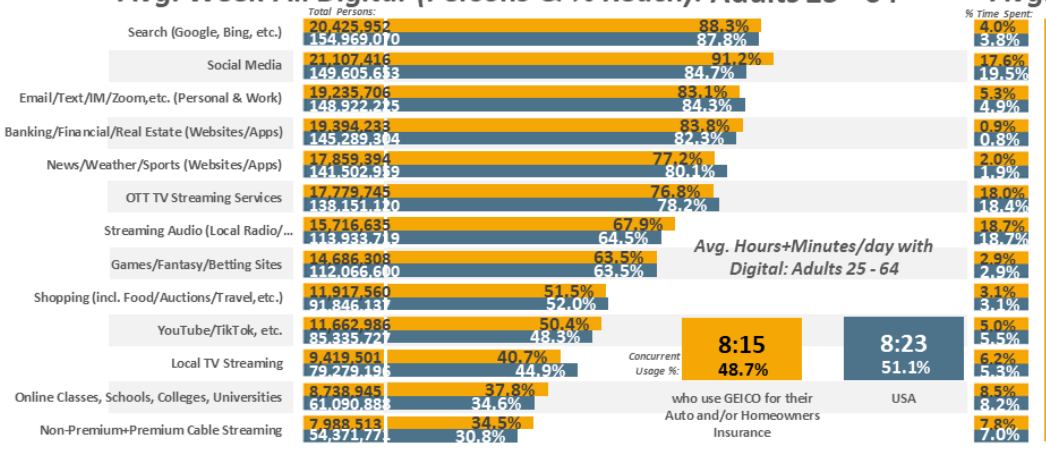
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

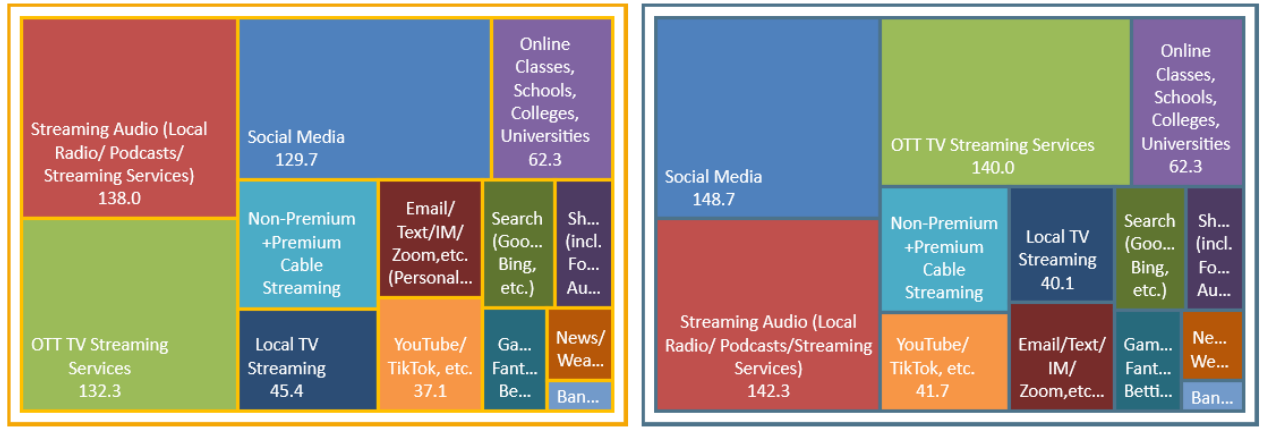
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

19,249,937 or 83.2% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance use Ad-Supported Social Media for an average of 119.3 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

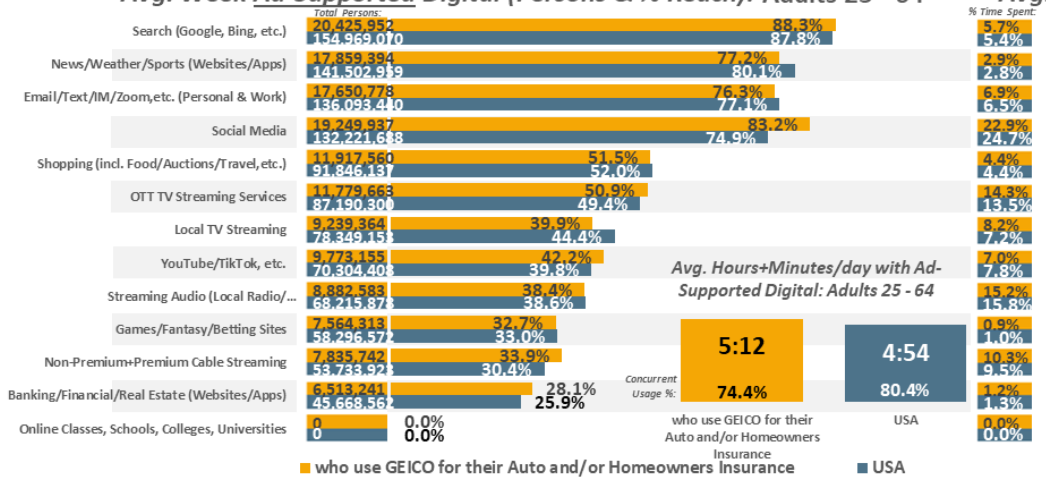
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



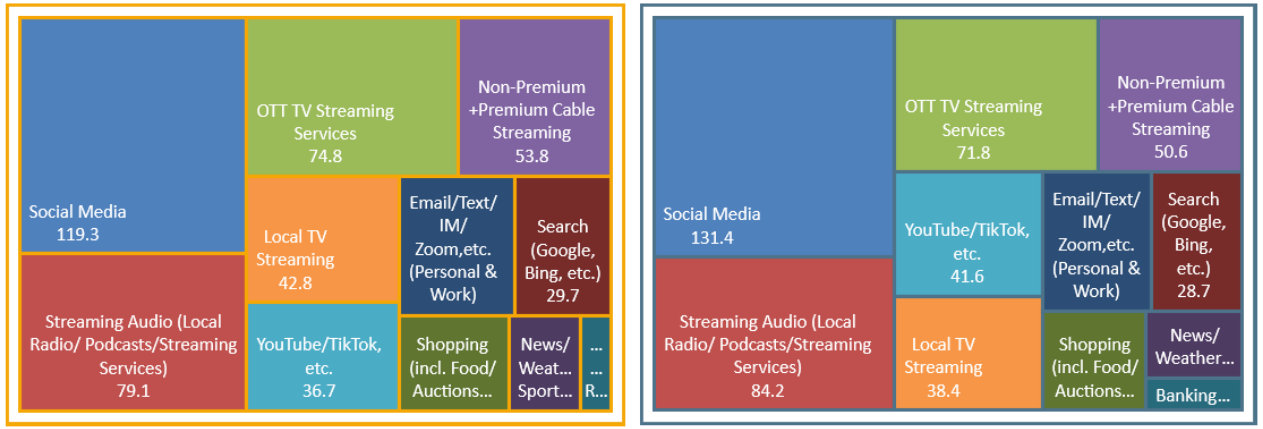
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

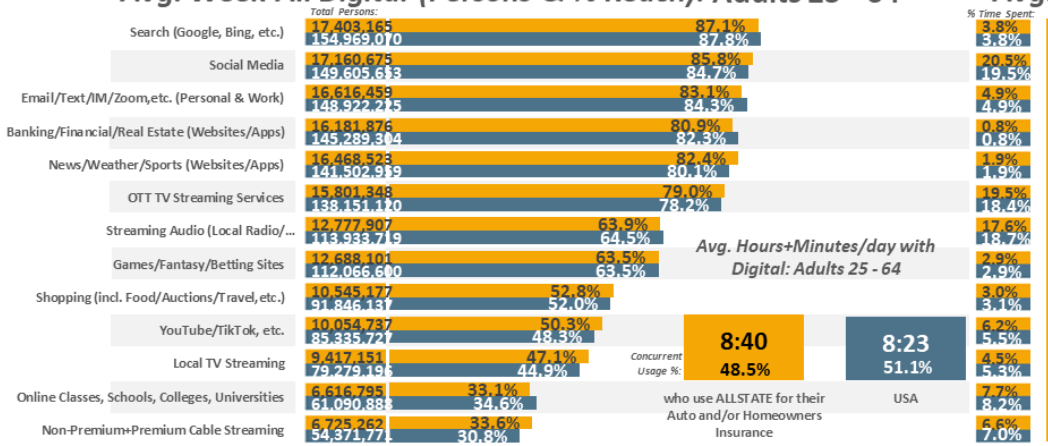
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

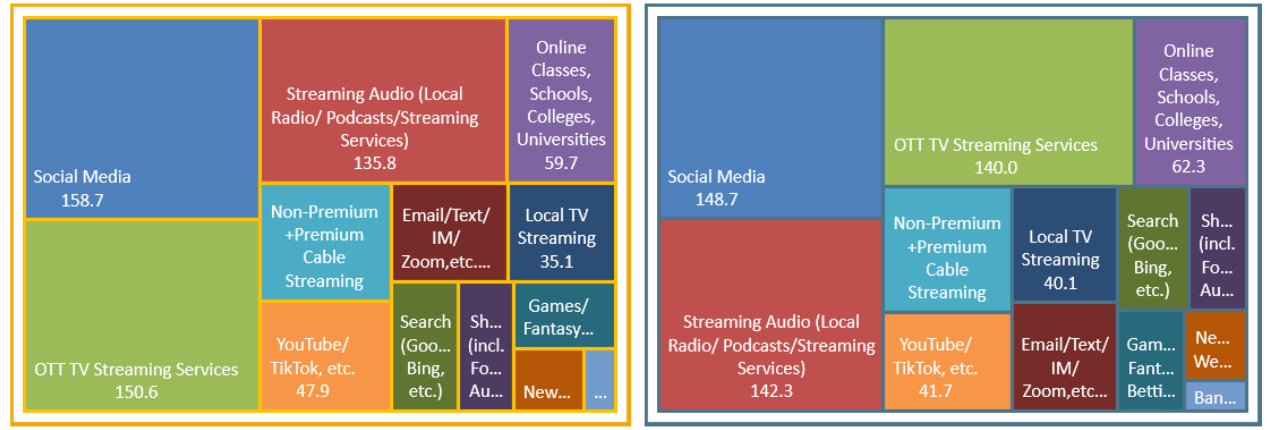
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

15,151,293 or 75.8% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance use Ad-Supported Social Media for an average of 146. minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

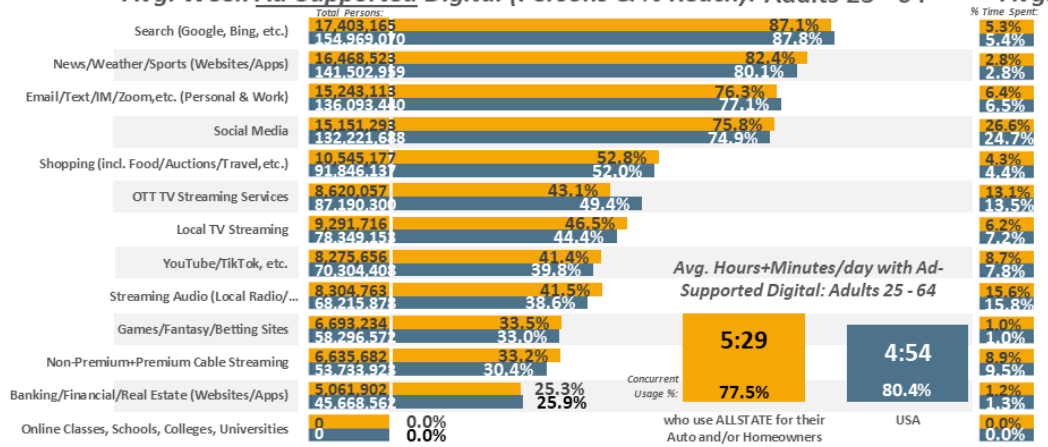
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



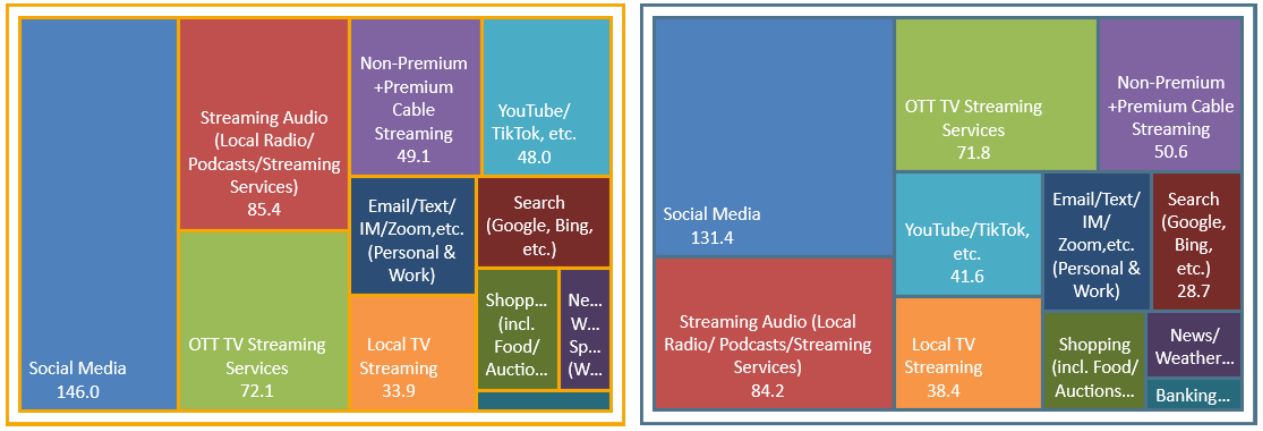
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

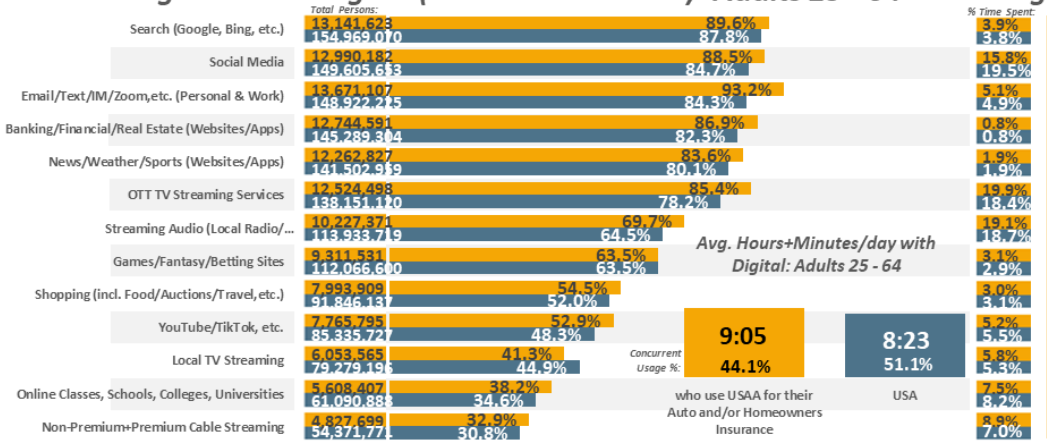
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

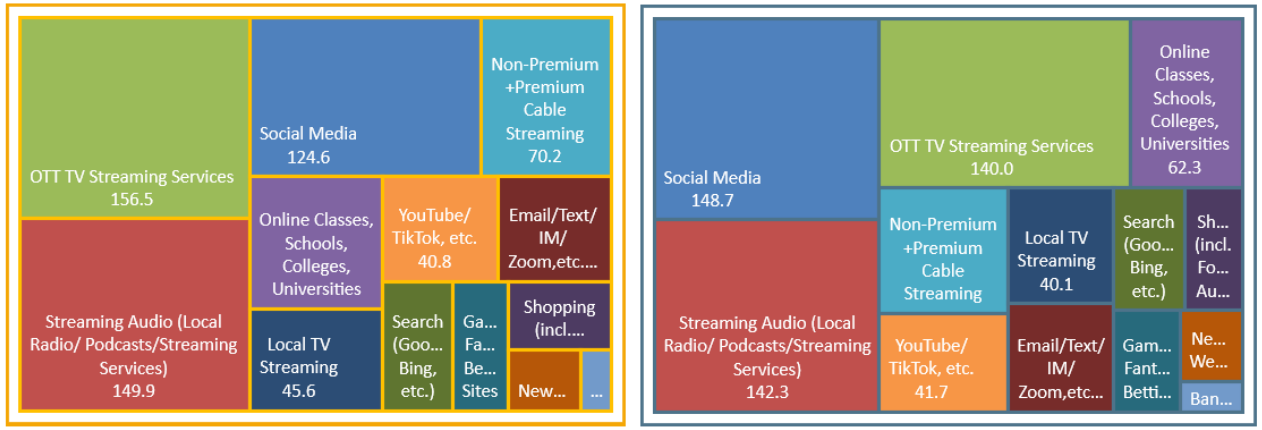
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

11,227,873 or 76.5% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance use Ad-Supported Social Media for an average of 114.7 minutes every day representing 20.7% of all time spent daily with Ad-Supported Digital Media.

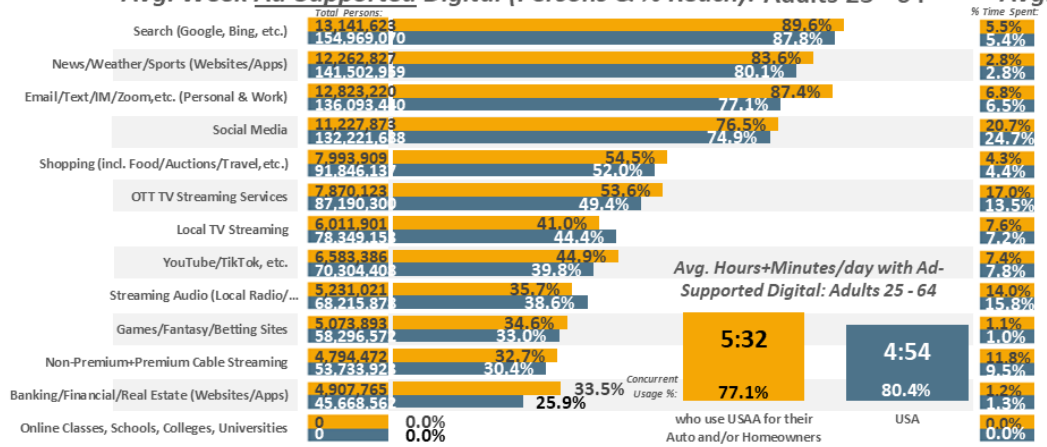
Avg. Week All Digital (Persons & % Reach): Adults 25 - 64



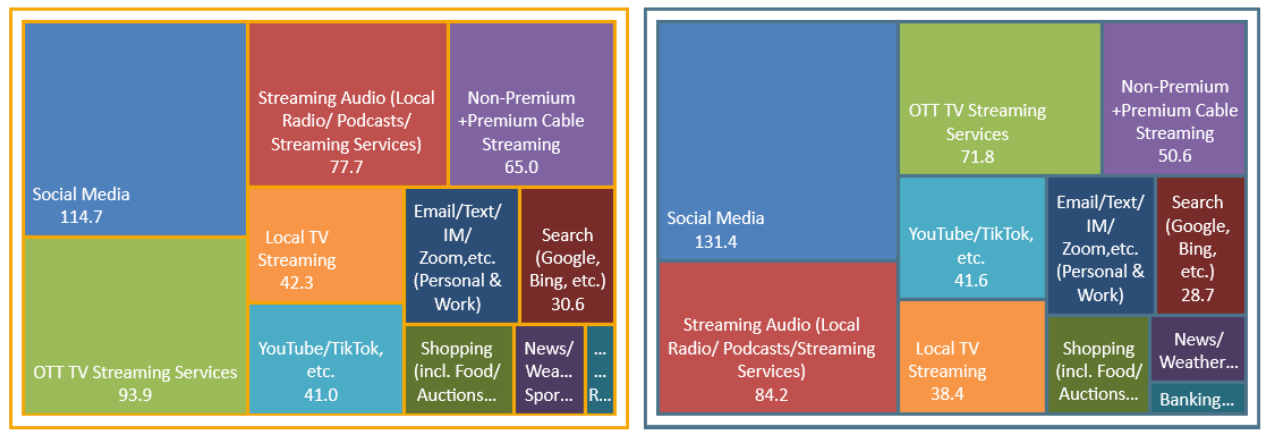
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

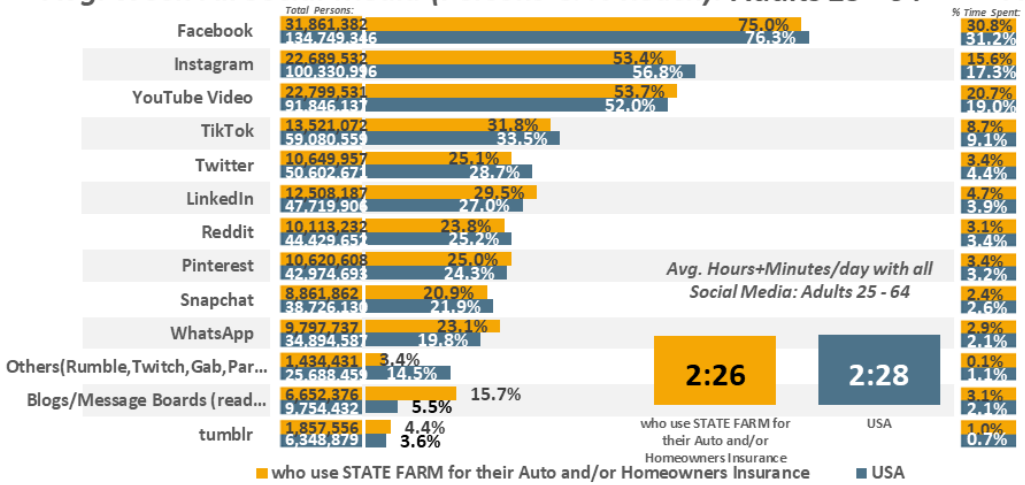
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

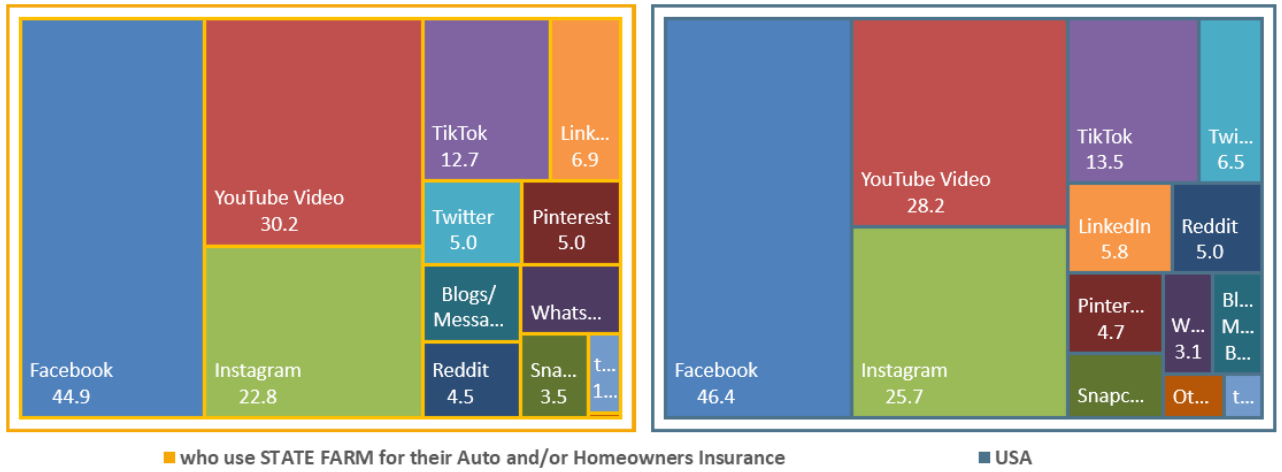
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

31,187,332 or 73.4% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance use Ad-Supported Facebook for an average of 36.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Social Media.

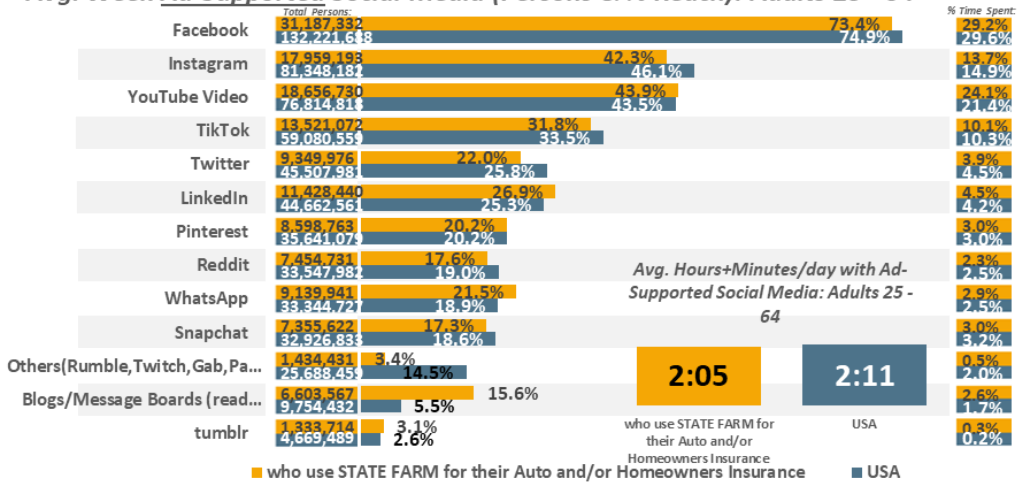
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



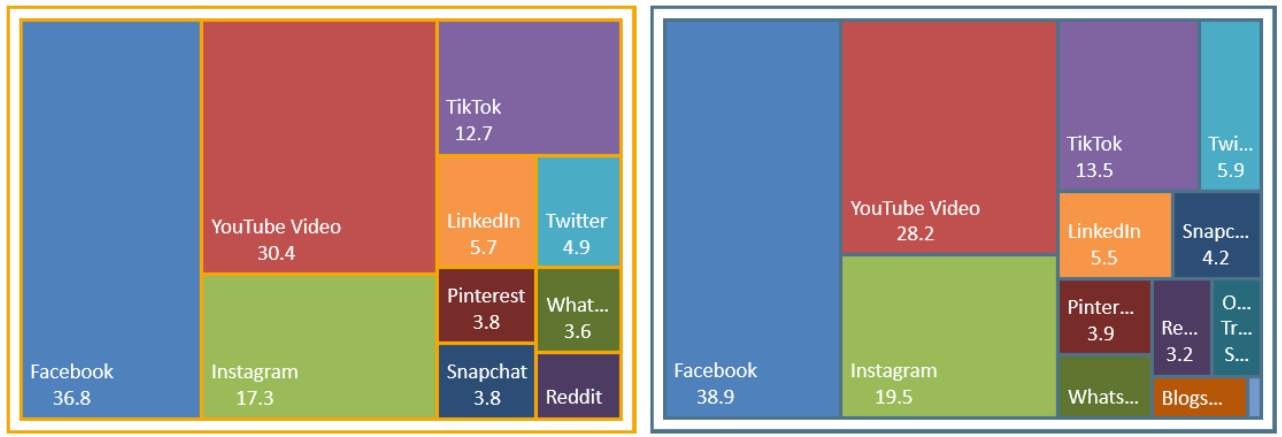
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

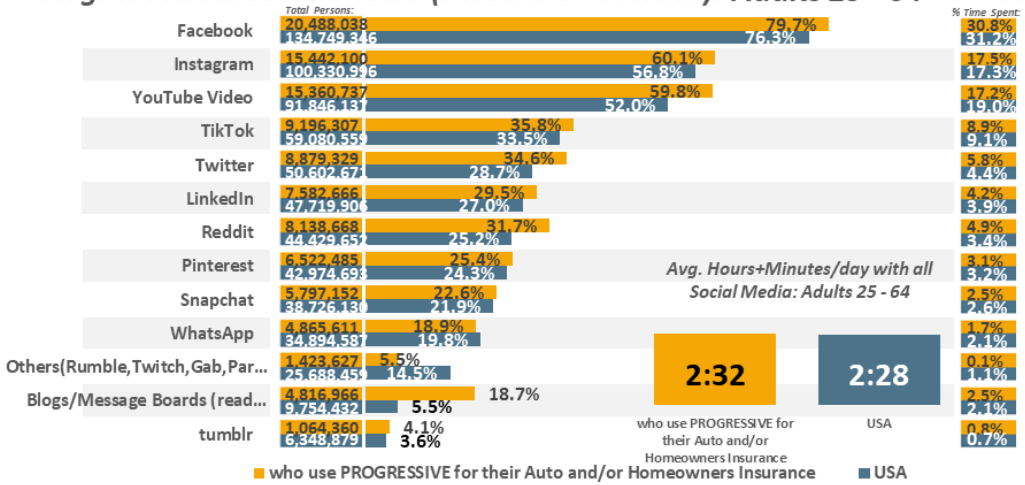
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

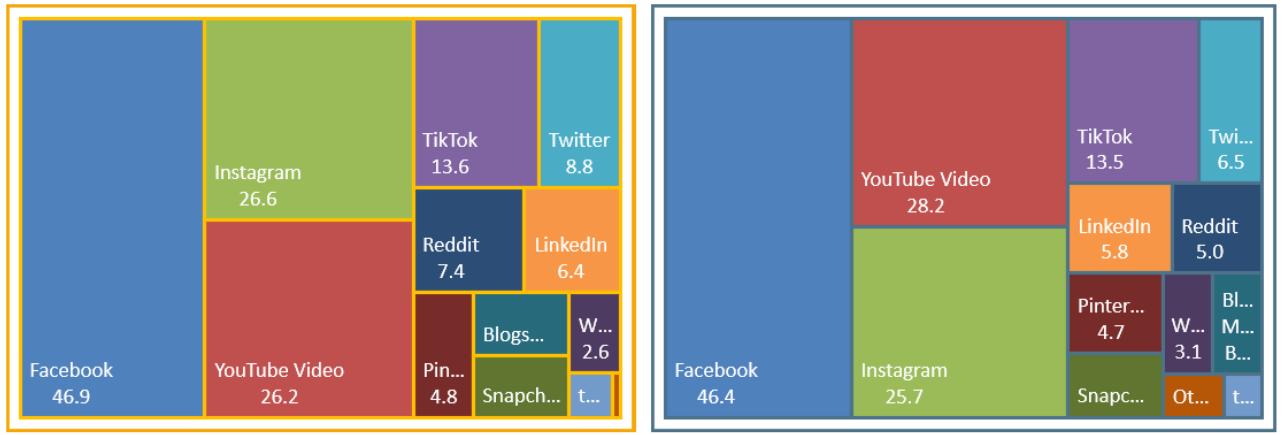
(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

19,501,420 or 75.9% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance use Ad-Supported Facebook for an average of 40.2 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

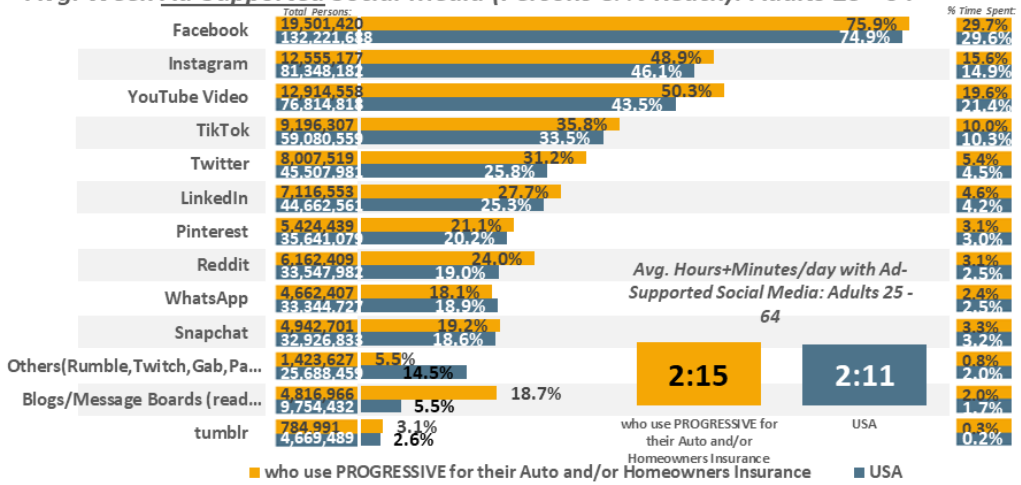


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

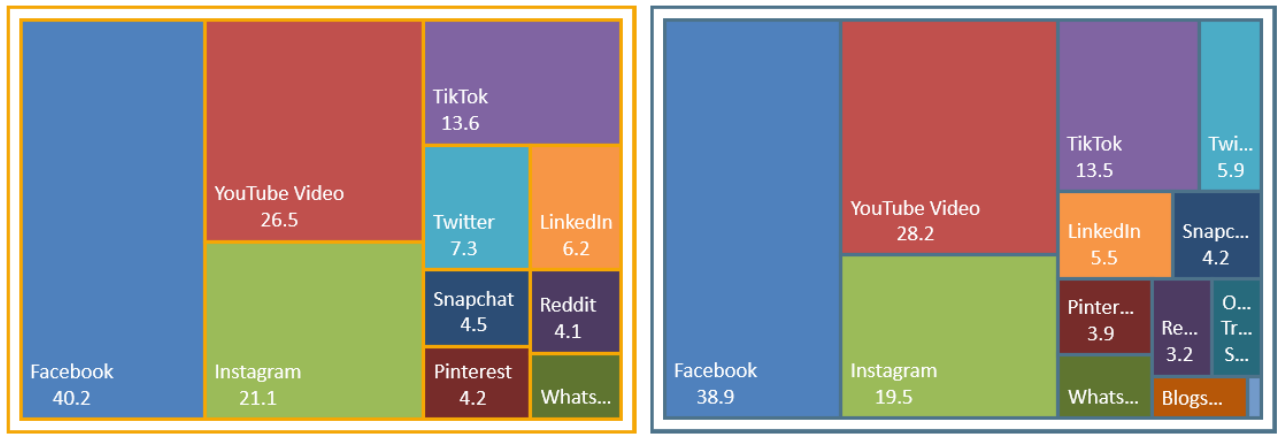


who use PROGRESSIVE for their Auto and/or Homeowners Insurance ■ USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who use PROGRESSIVE for their Auto and/or Homeowners Insurance ■ USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

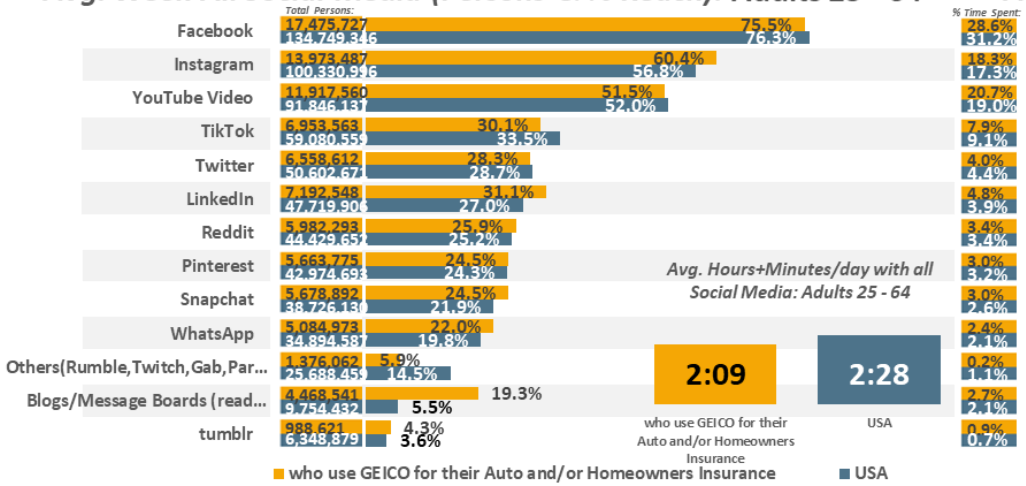
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

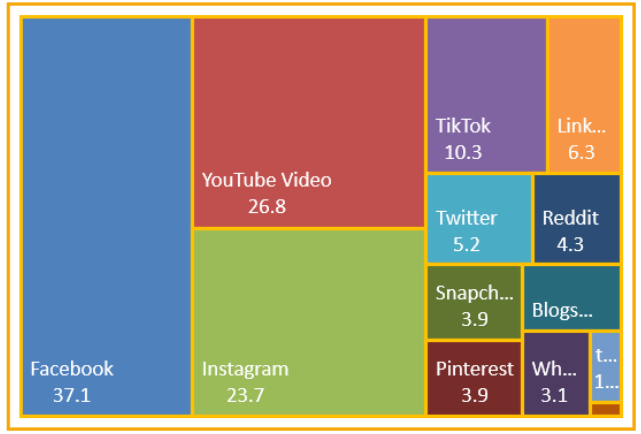
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

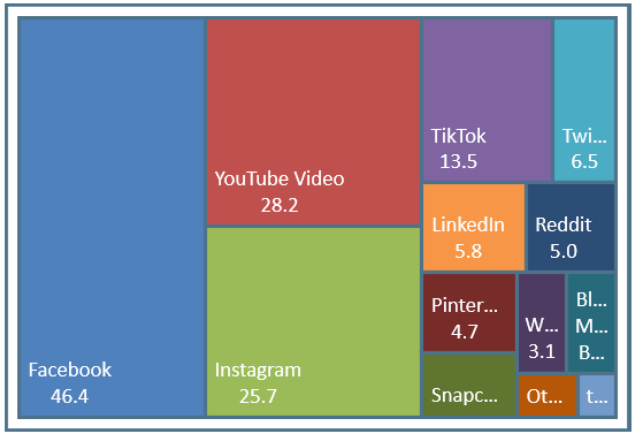
17,475,727 or 75.5% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance use Ad-Supported Facebook for an average of 34.1 minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

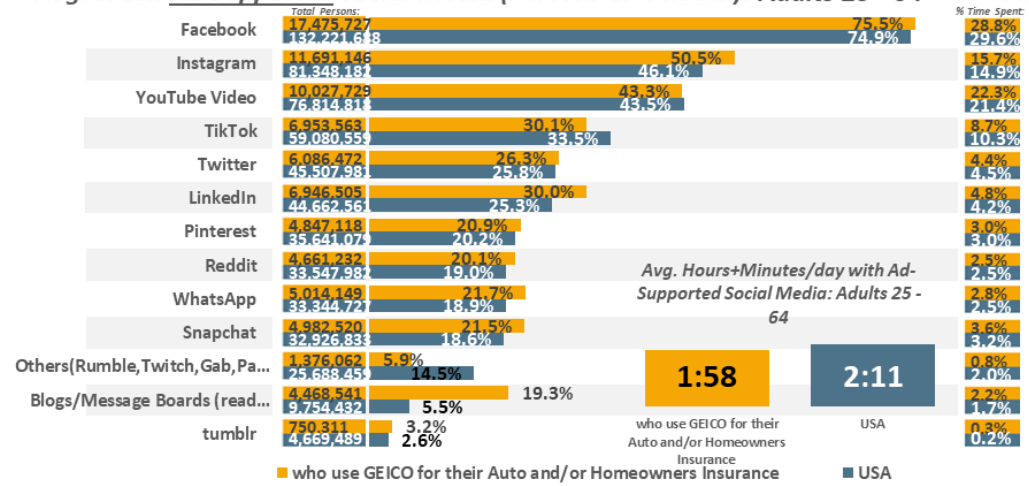


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

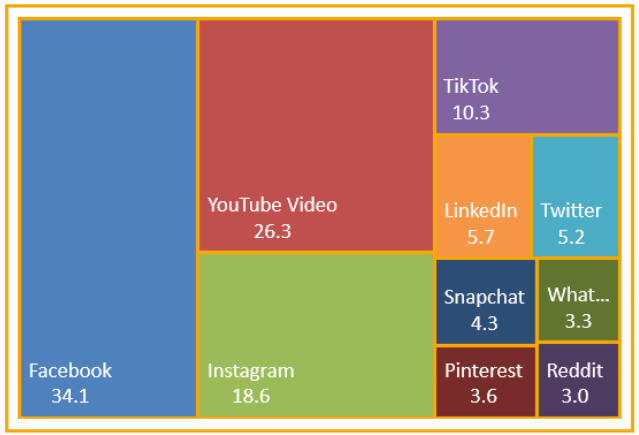


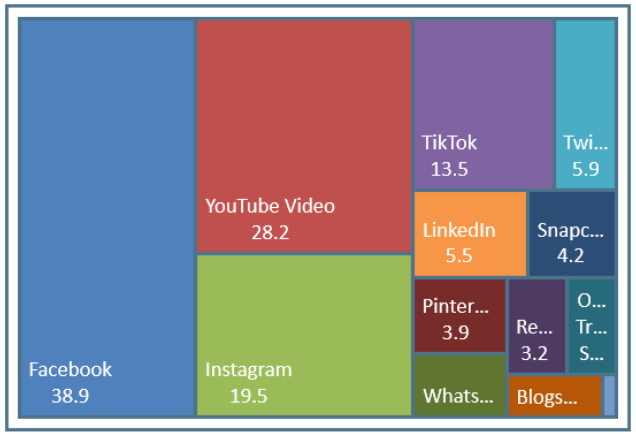


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

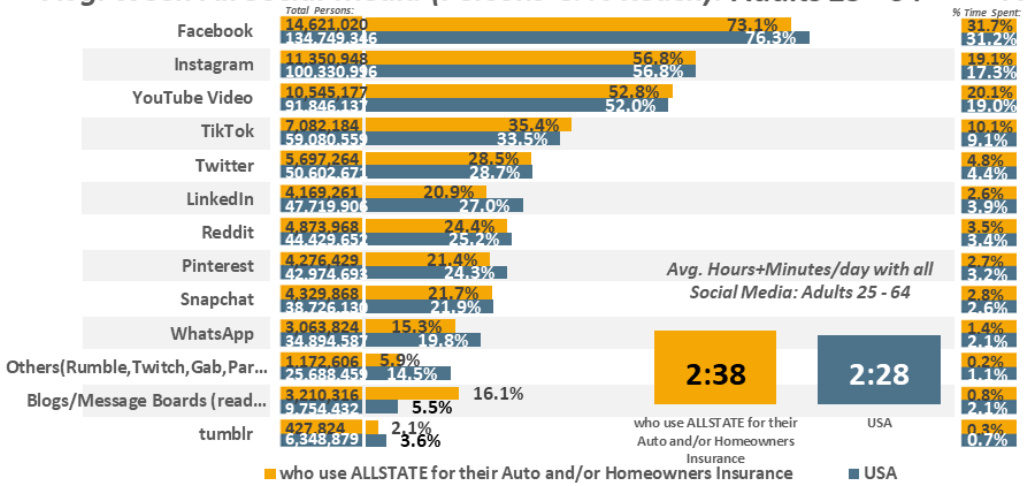
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

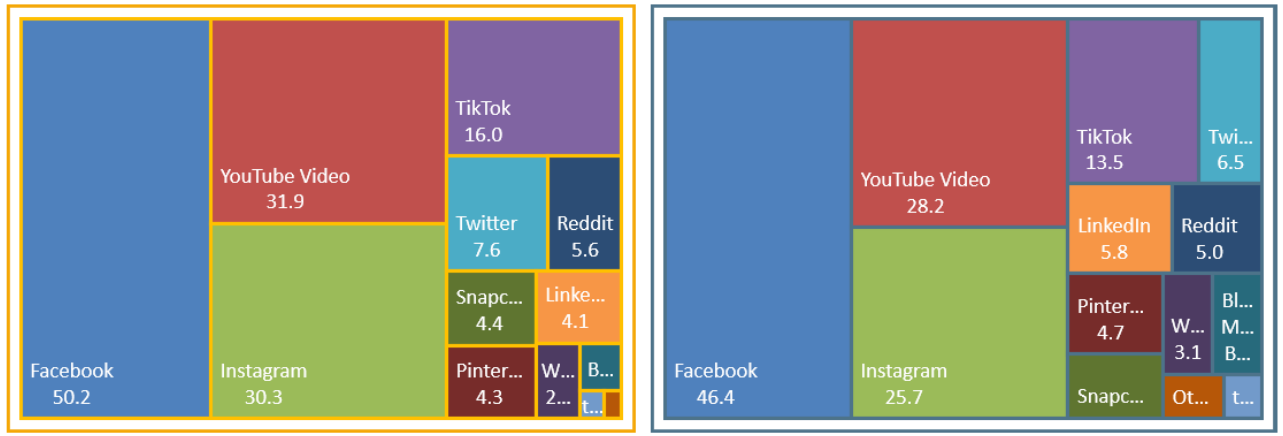
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

14,621,020 or 73.1% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance use Ad-Supported Facebook for an average of 42.1 minutes every day representing 30.1% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64

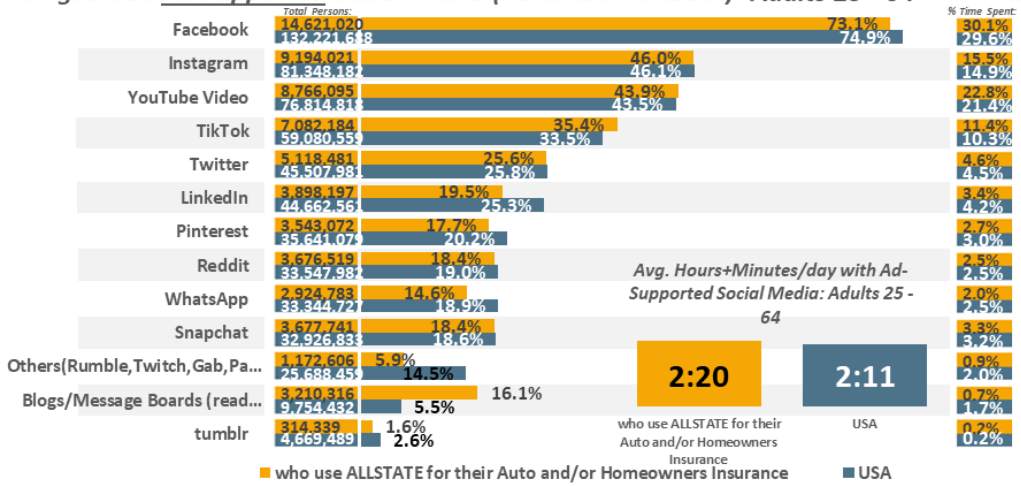


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64

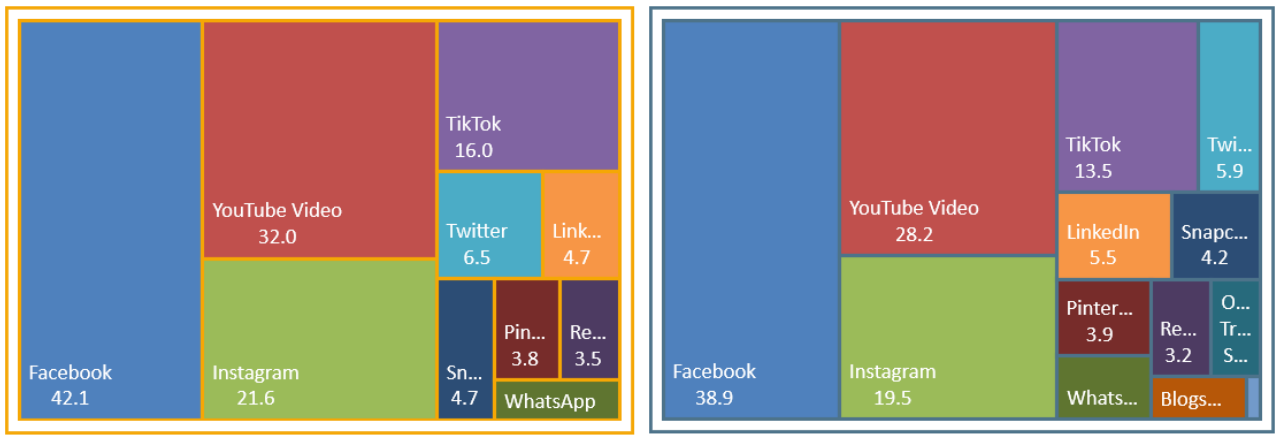


who use ALLSTATE for their Auto and/or Homeowners Insurance USA

Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



who use ALLSTATE for their Auto and/or Homeowners Insurance USA

USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

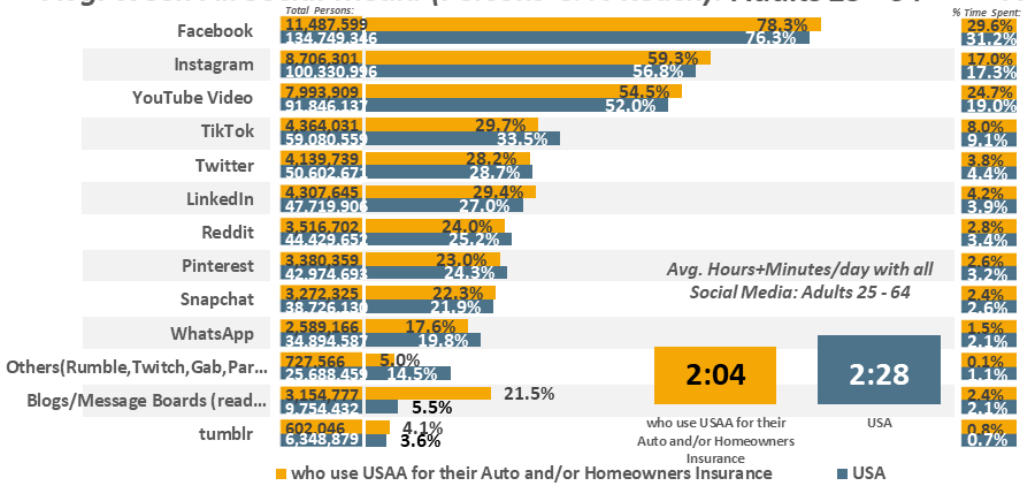
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

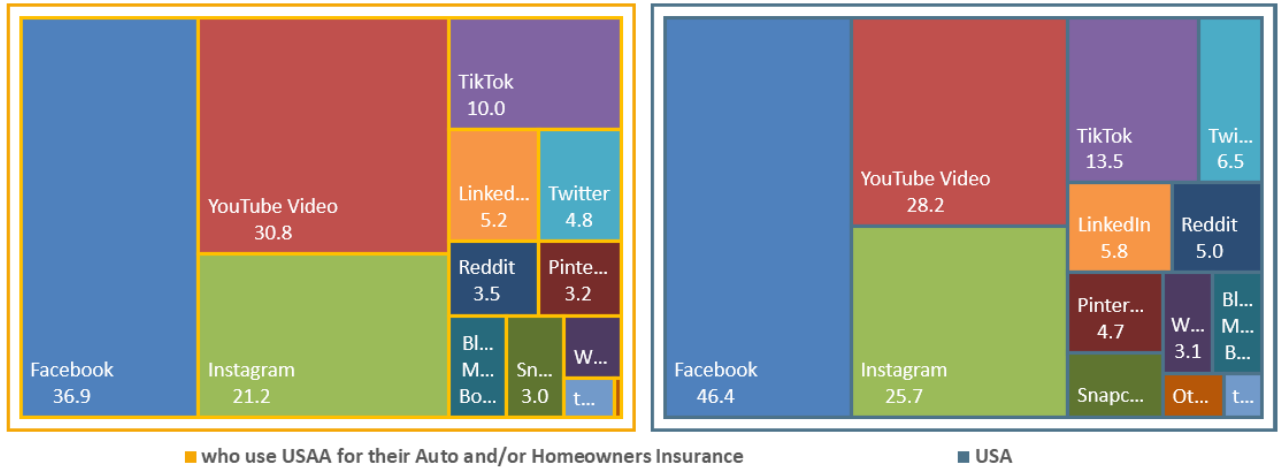
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

6,811,501 or 46.4% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance use Ad-Supported YouTube Video for an average of 31. minutes every day representing 28.8% of all time spent daily with Ad-Supported Social Media.

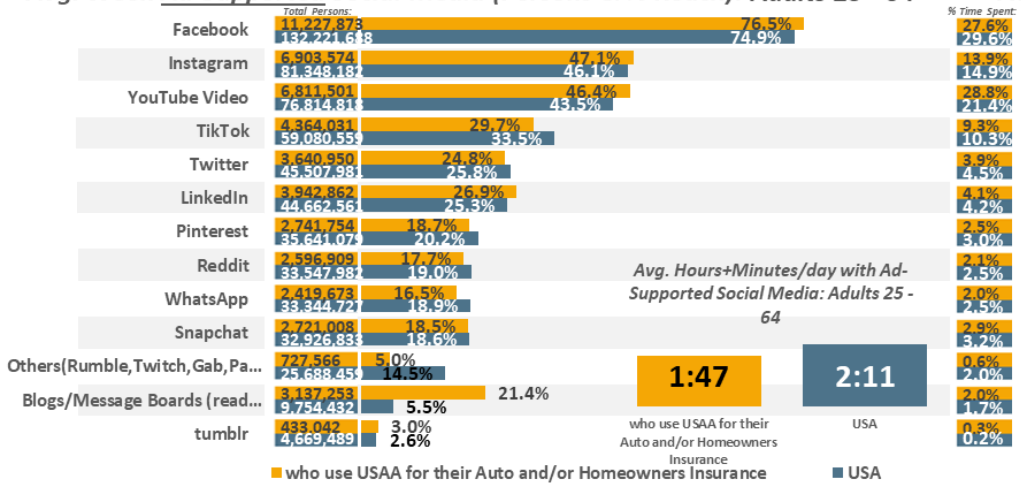
Avg. Week All Social Media (Persons & % Reach): Adults 25 - 64



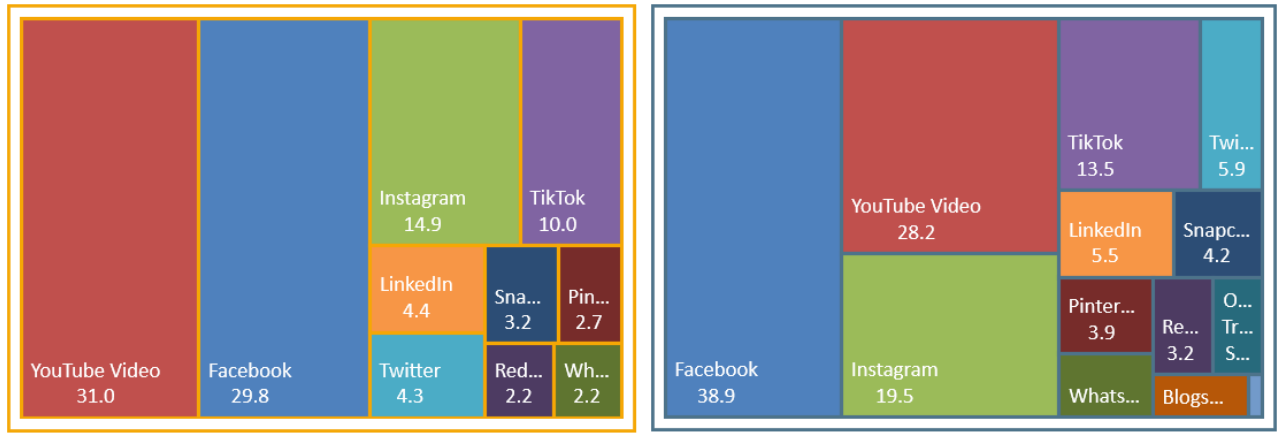
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved.

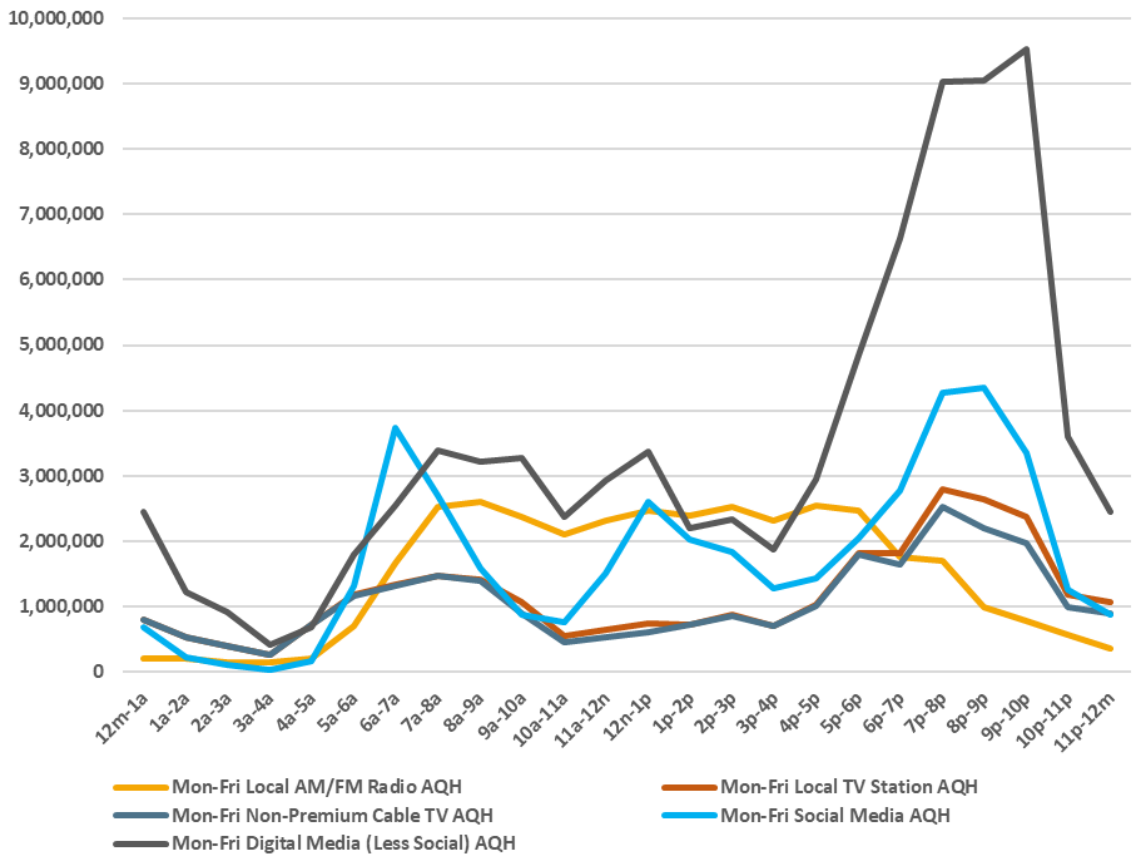
USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

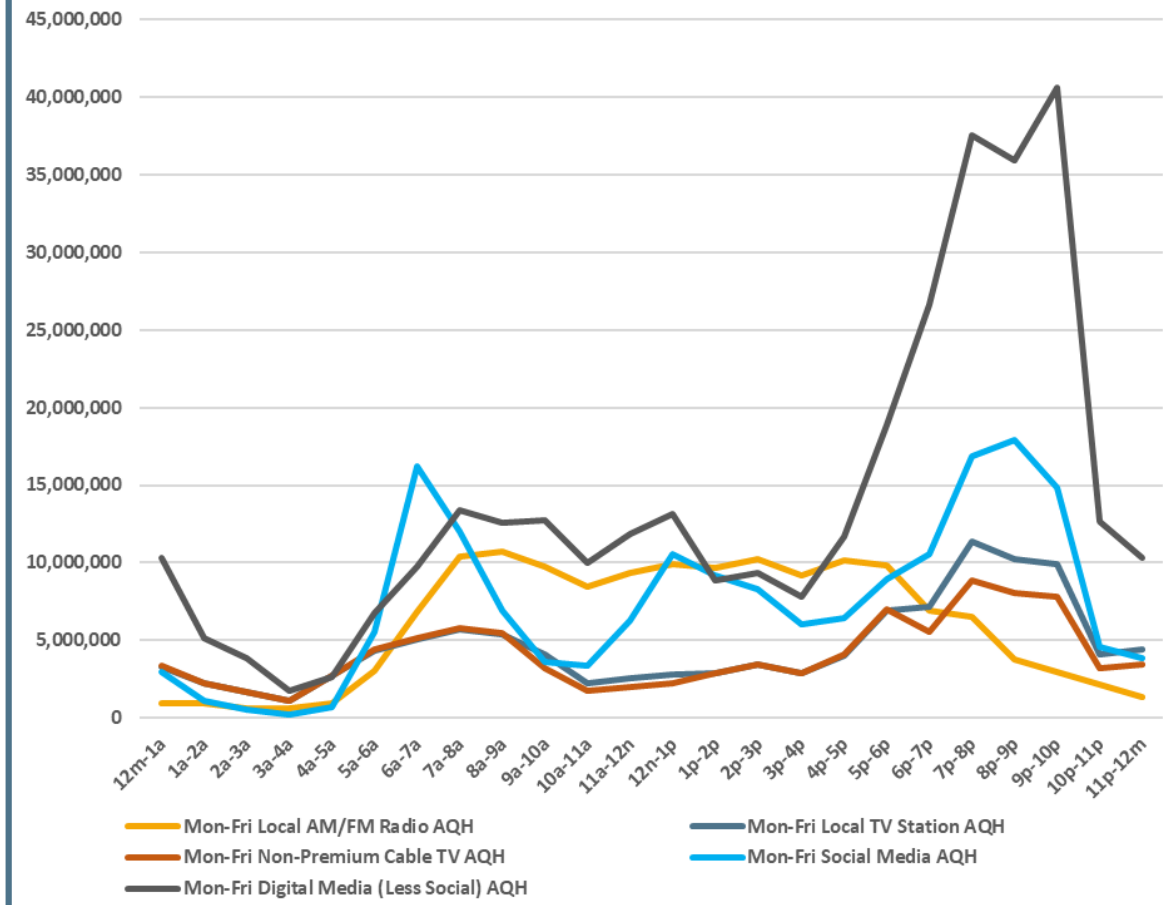
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,223,823; Local Radio: 2,310,404; Social Media: 1,934,883; Local TV: 1,088,443; Non-Prem. Cable: 1,029,505 reaching Adults 25 - 64 who use STATE FARM for their Auto and/

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

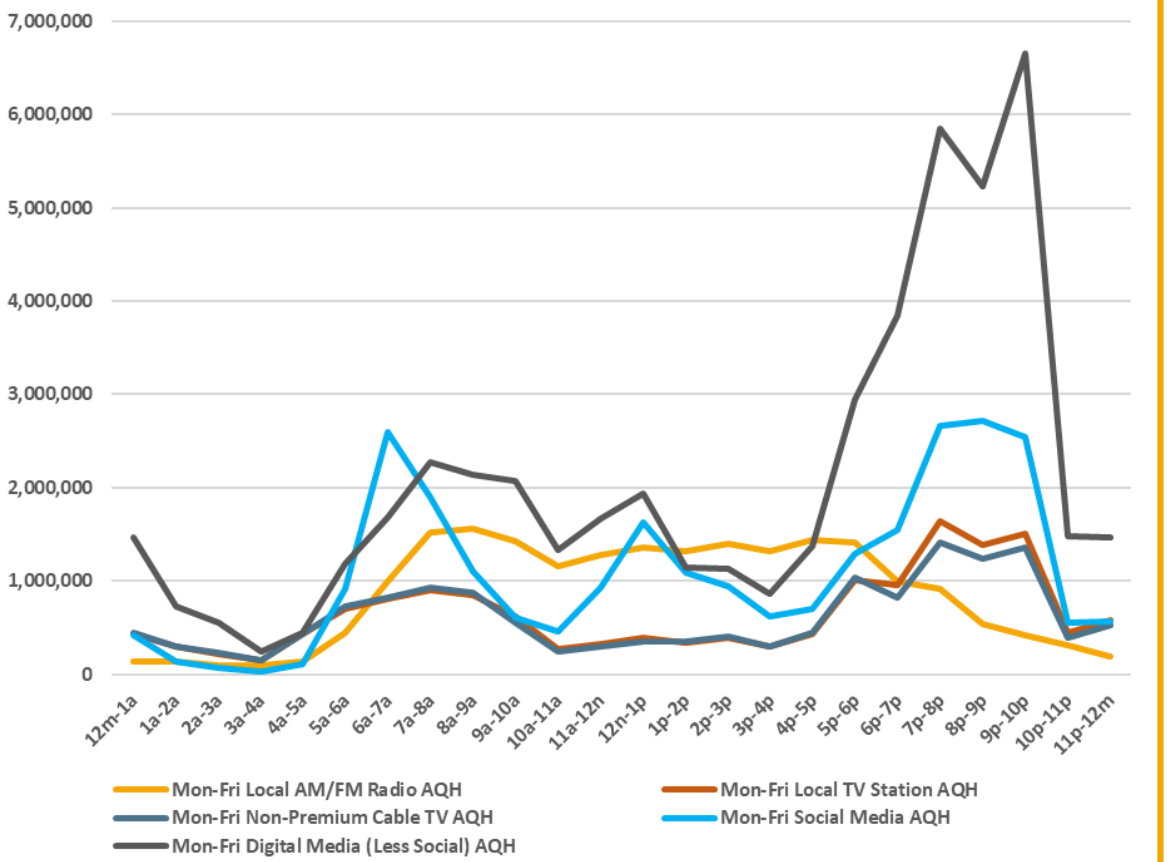
soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

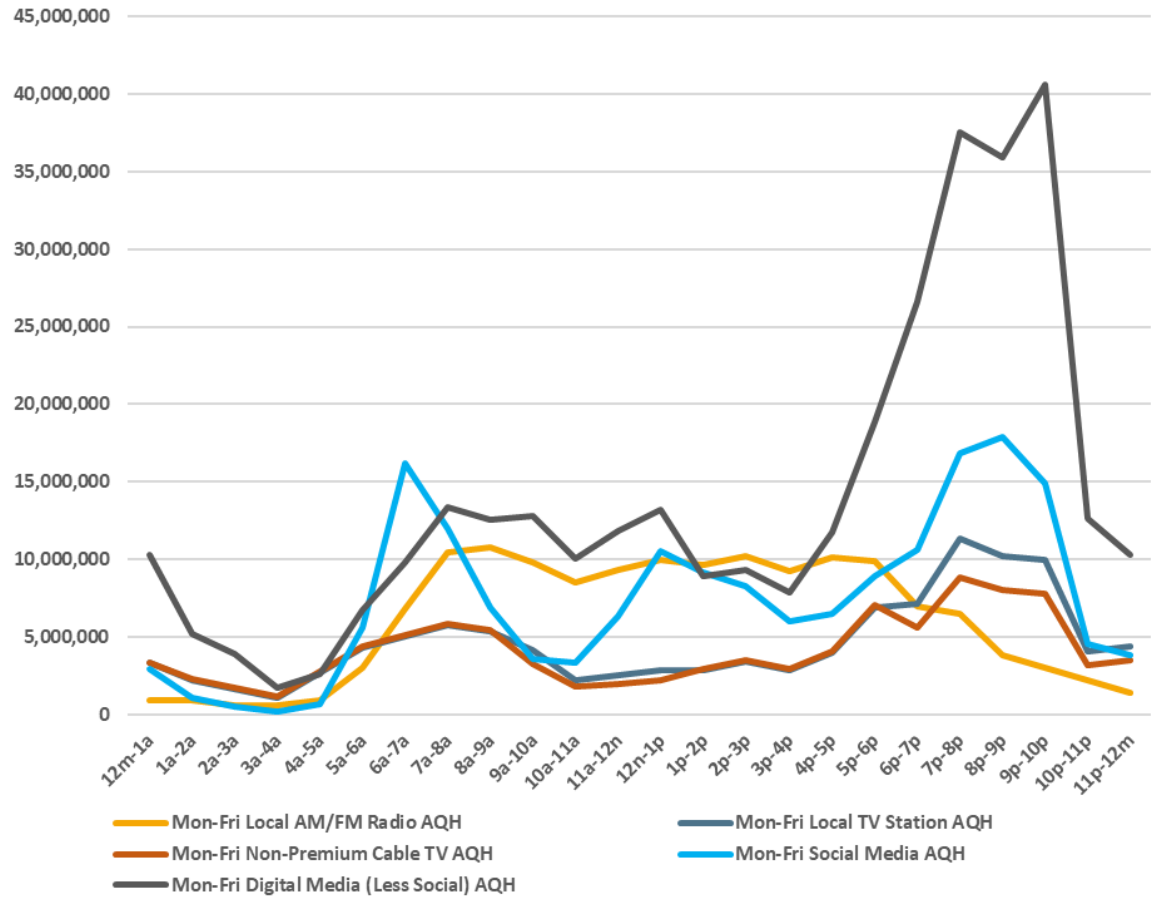
PROGRESSIVE®

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,877,731; Local Radio: 1,321,981; Social Media: 1,184,687; Local TV: 583,388; Non-Prem. Cable: 572,009 reaching Adults 25 - 64 who use PROGRESSIVE for their Auto and/or

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

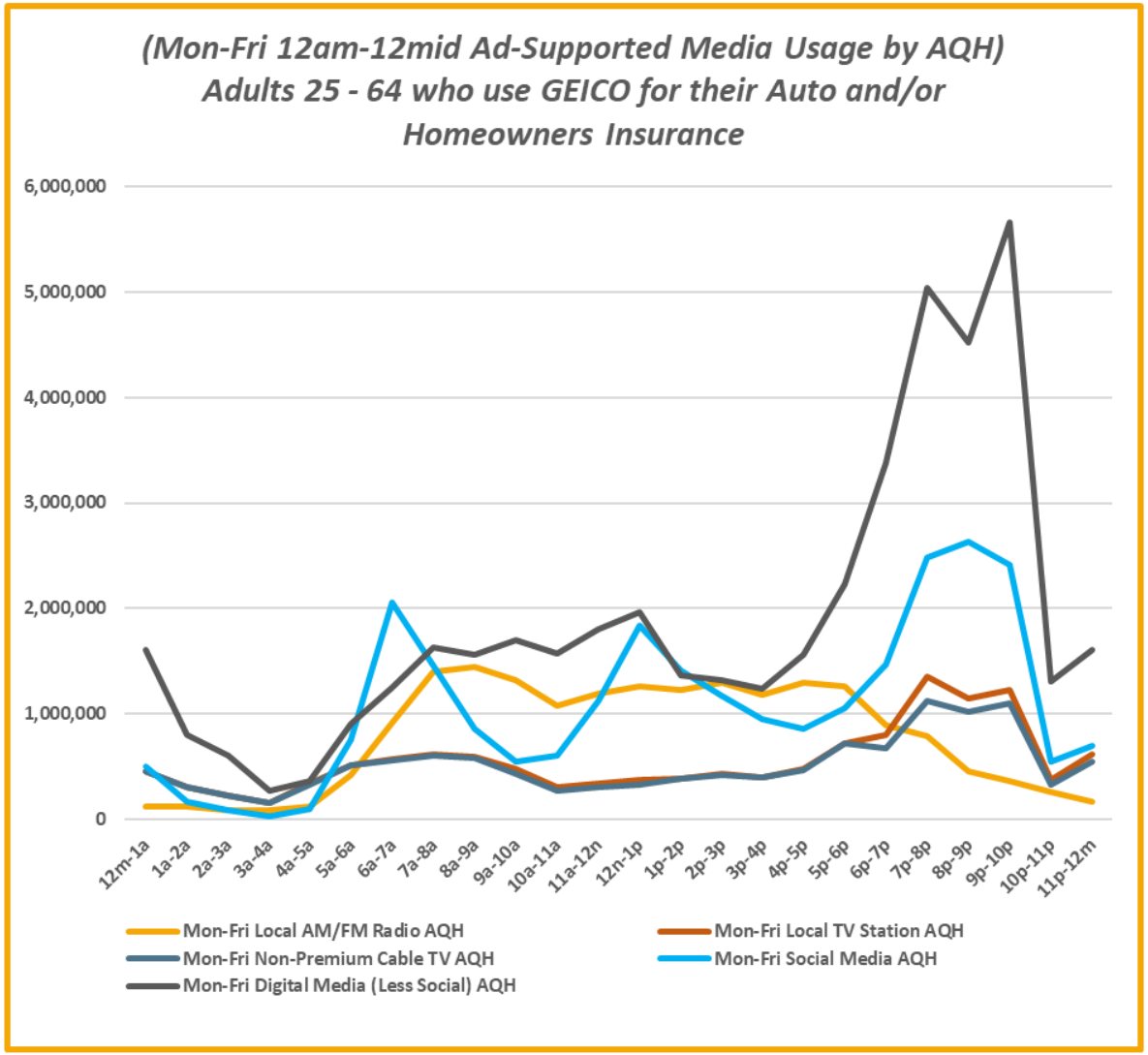
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23

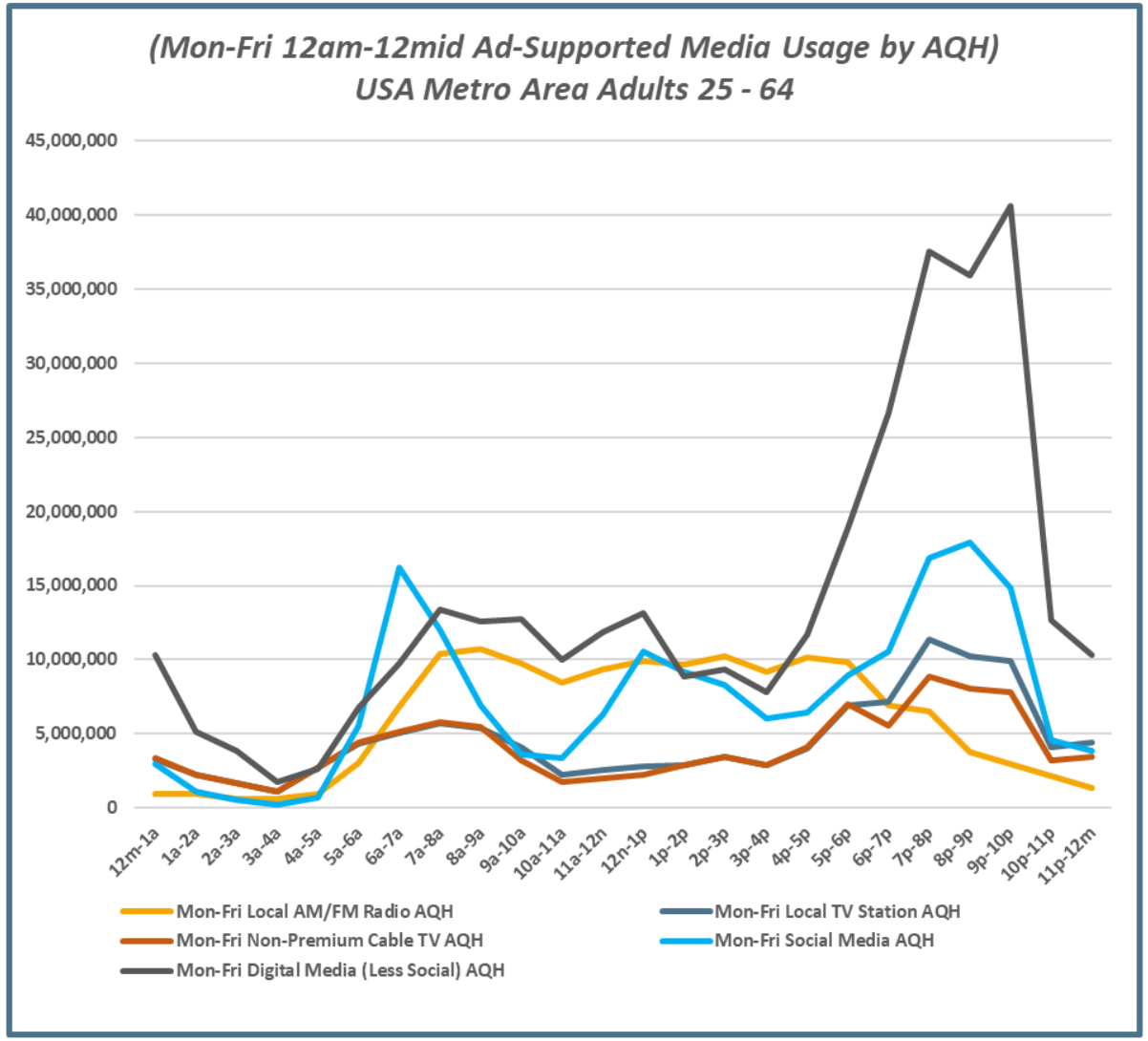
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,734,922; Local Radio: 1,213,688; Social Media: 1,185,114; Local TV: 501,225; Non-Prem. Cable: 474,312 reaching Adults 25 - 64 who use GEICO for their Auto and/or Homeow





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

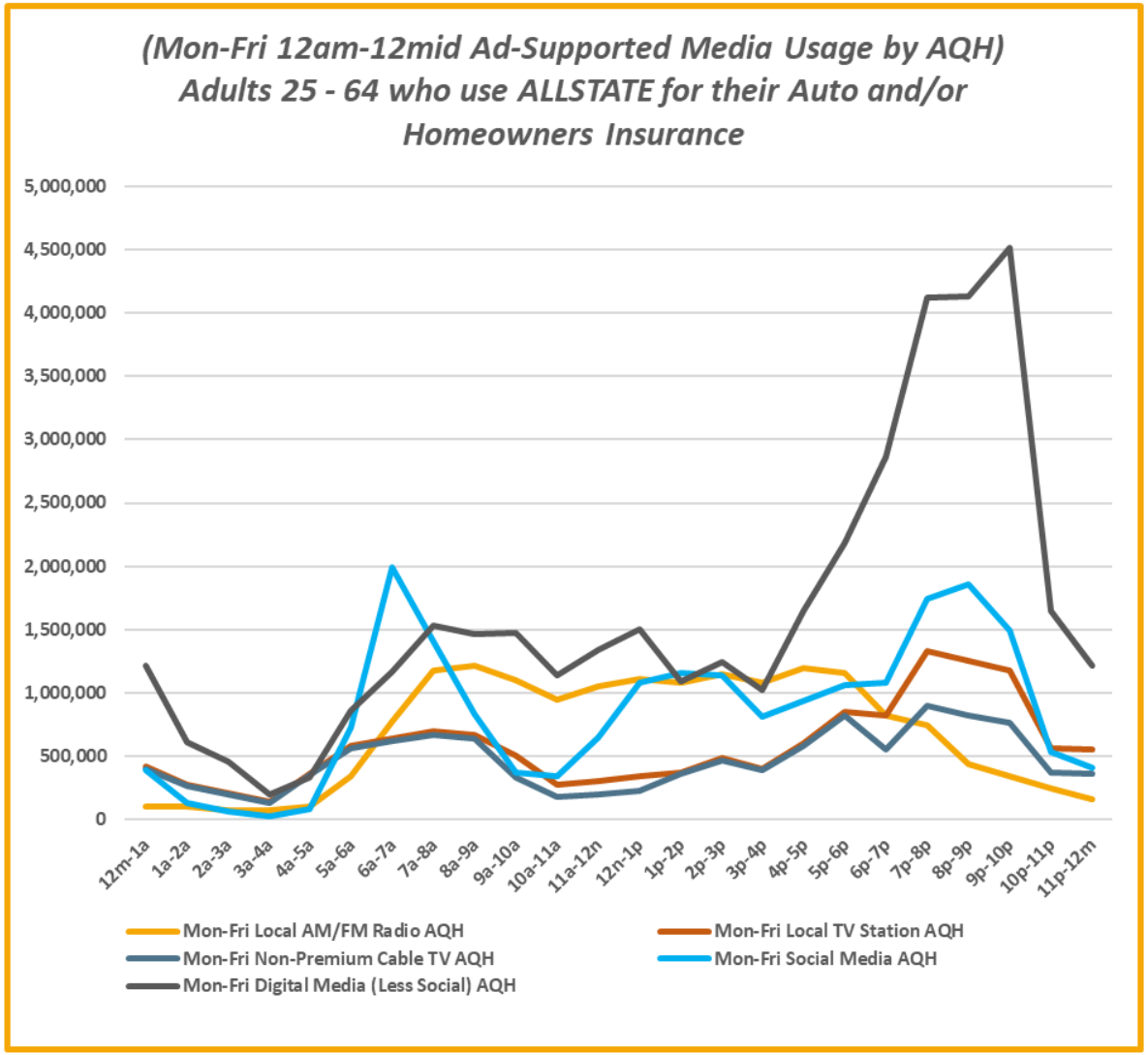
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23

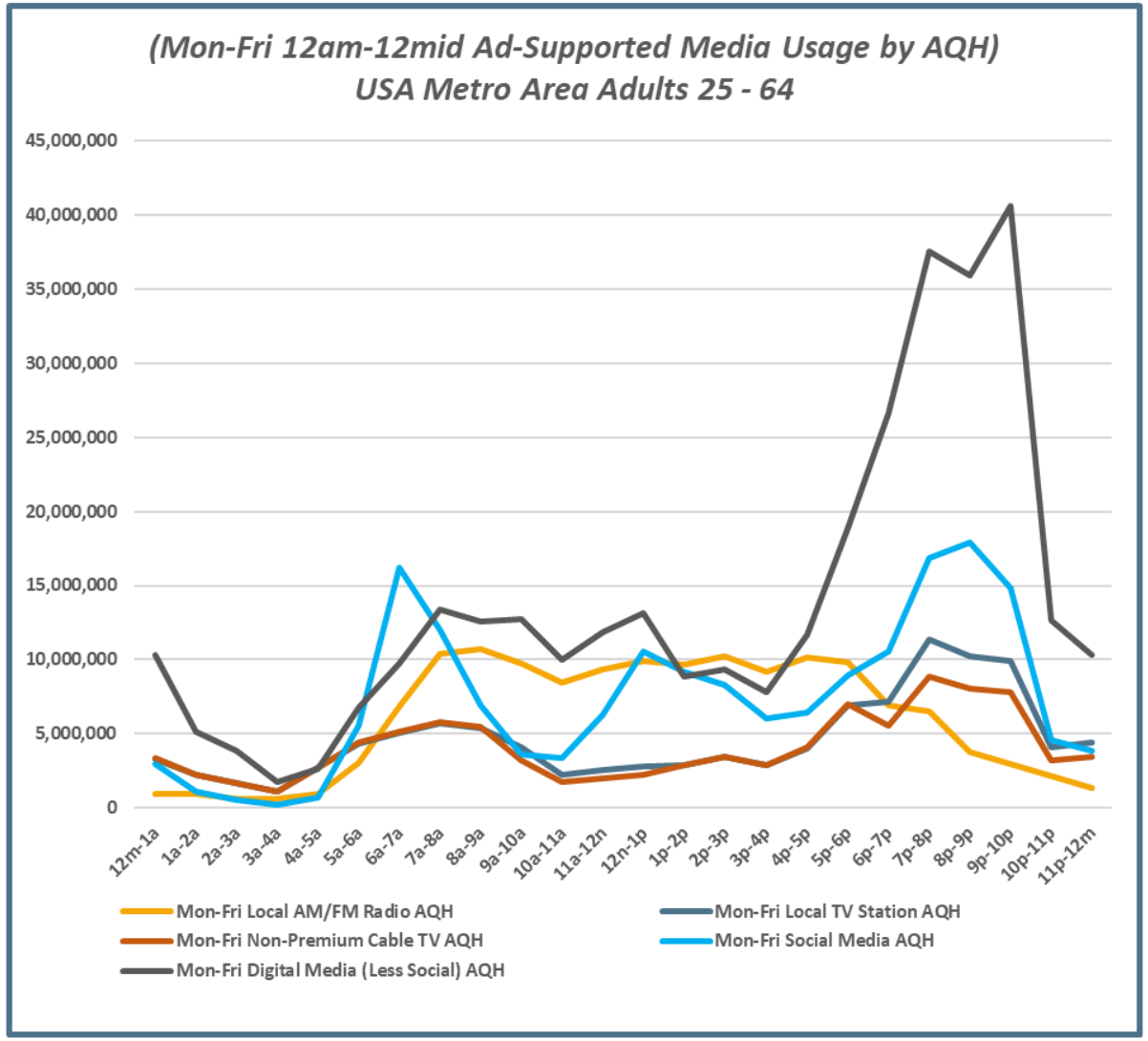
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,513,281; Local Radio: 1,066,217; Social Media: 988,476; Local TV: 536,023; Non-Prem. Cable: 462,976 reaching Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeo





USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23

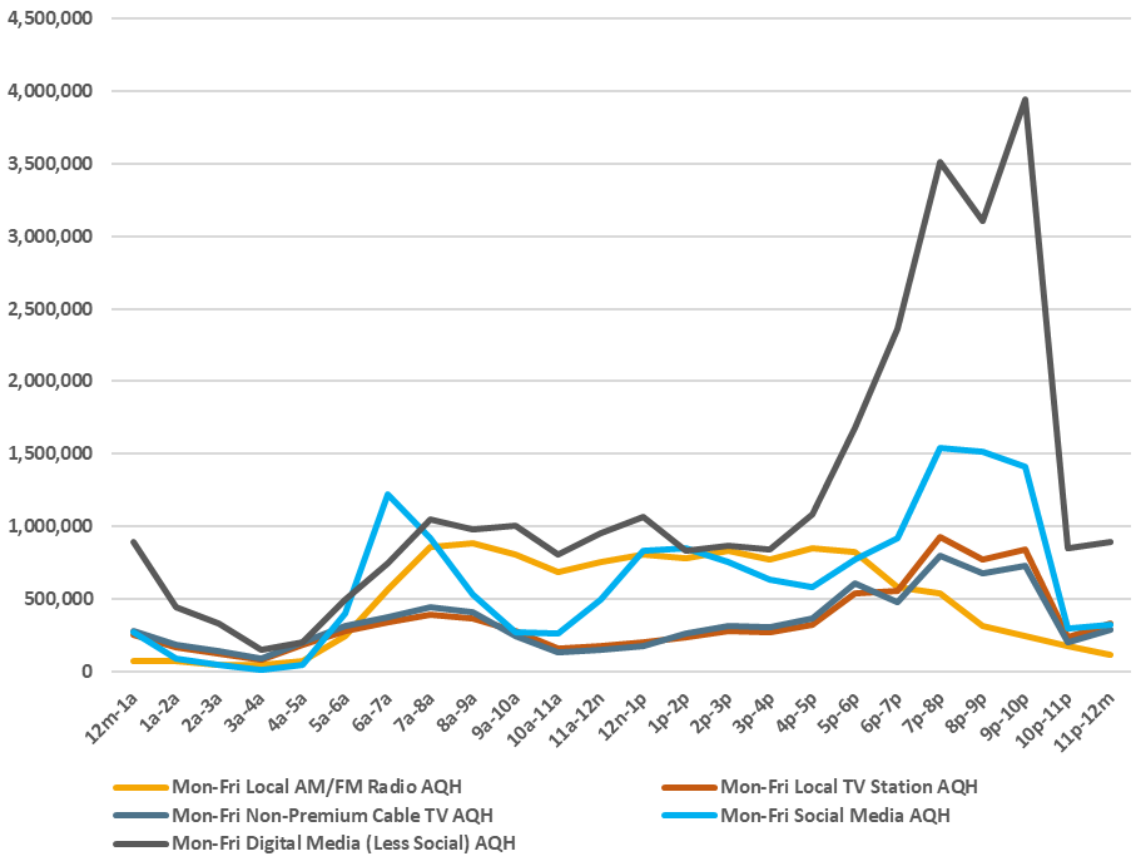
USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

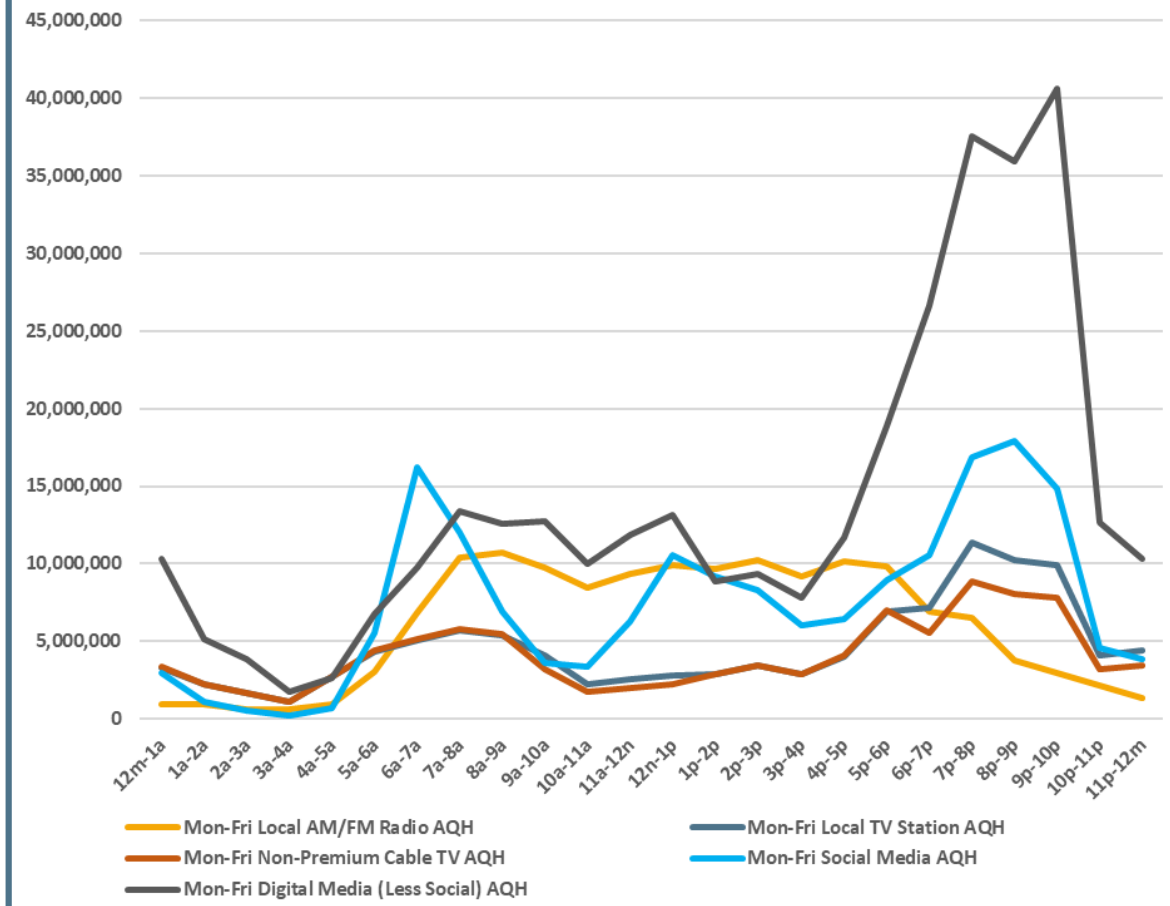
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,099,496; Local Radio: 770,828; Social Media: 697,255; Non-Prem. Cable: 328,963; Local TV: 317,266 reaching Adults 25 - 64 who use USAA for their Auto and/or Homeowners

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH) USA Metro Area Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

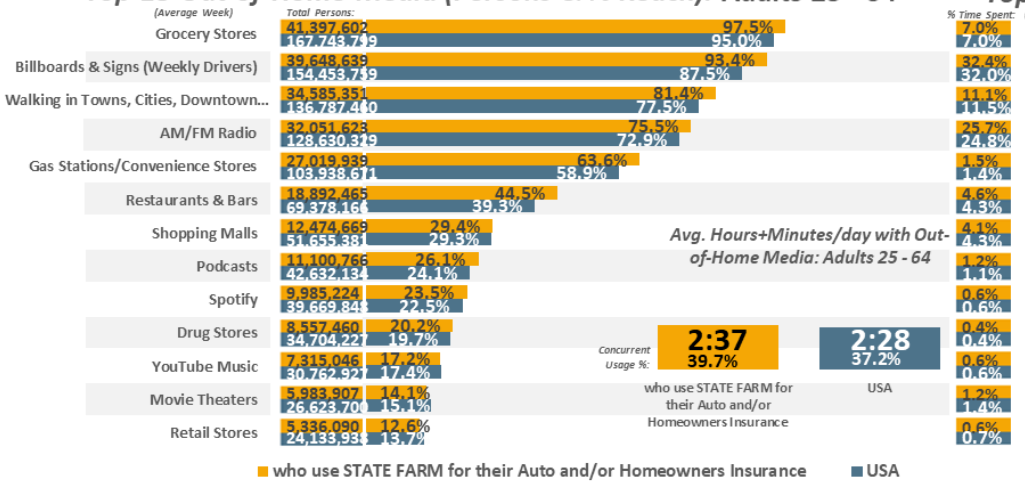
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

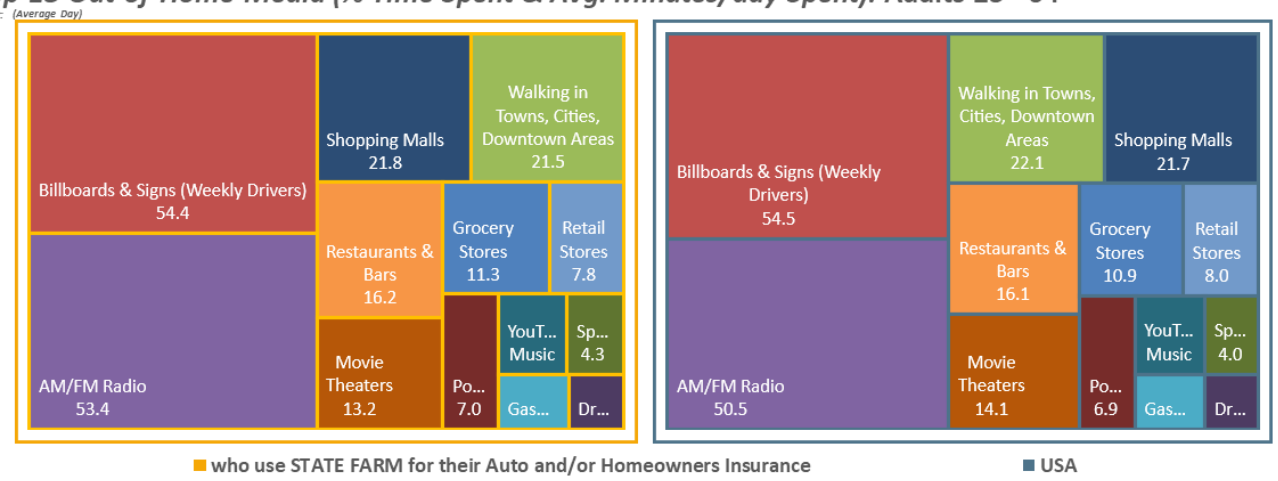
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

39,648,639 or 93.4% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance spend an average of 54.4 minutes per day driving, seeing Billboards and Signs. 71.9% Listen to Local Radio Stations Out-of-Home for an average of 49.6 minu

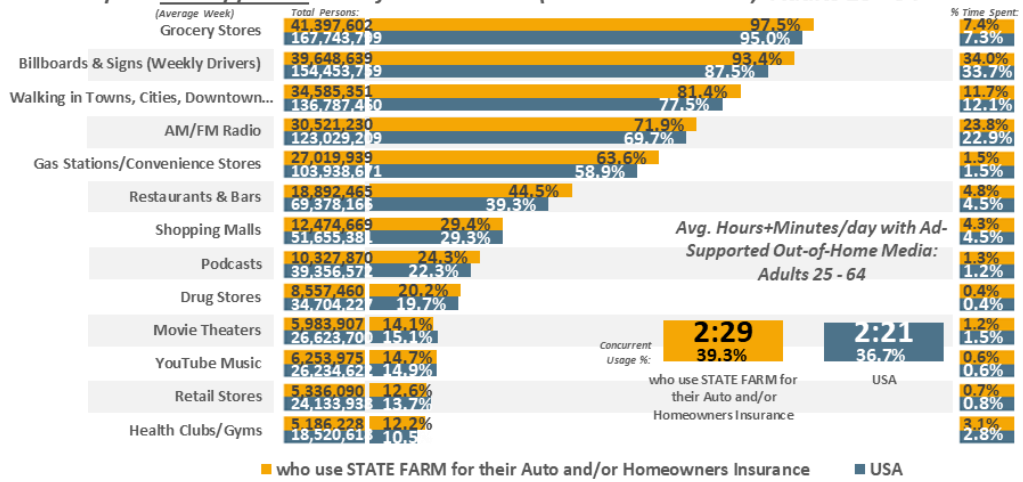
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



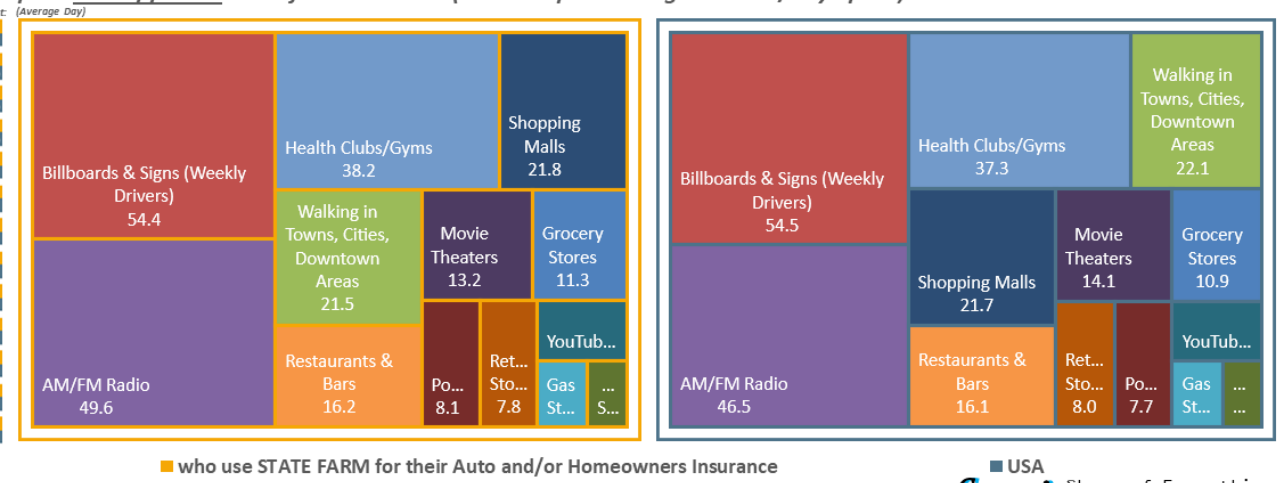
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

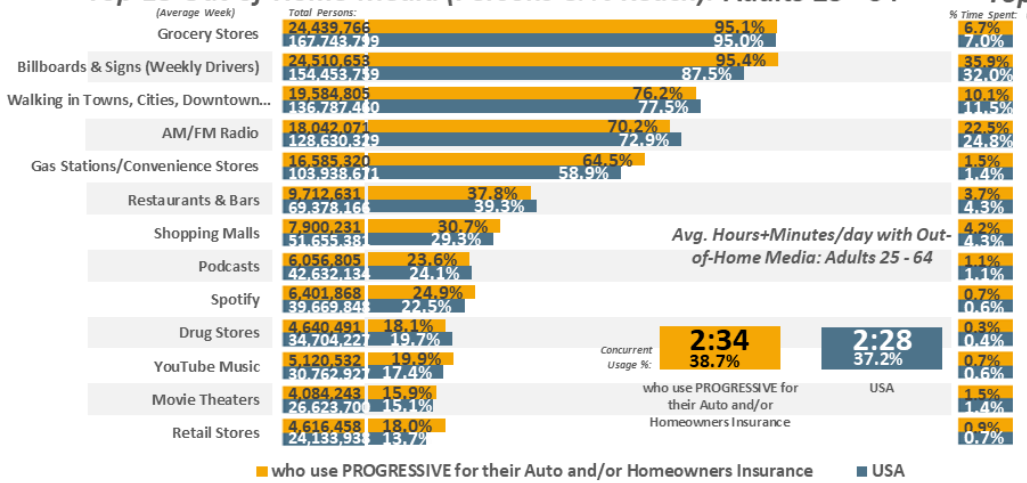
soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

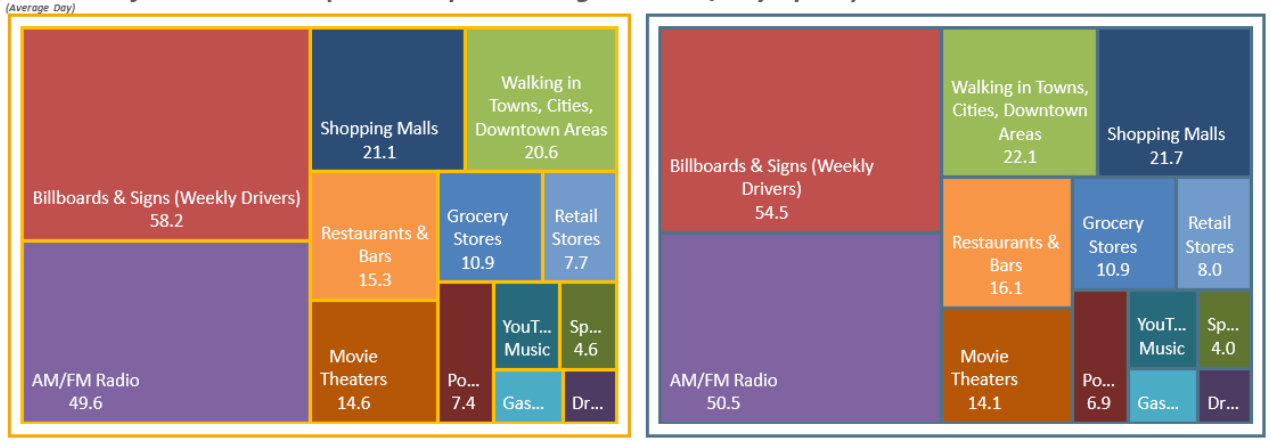
PROGRESSIVE

24,510,653 or 95.4% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance spend an average of 58.2 minutes per day driving, seeing Billboards and Signs. 67.9% Listen to Local Radio Stations Out-of-Home for an average of 47.5 min

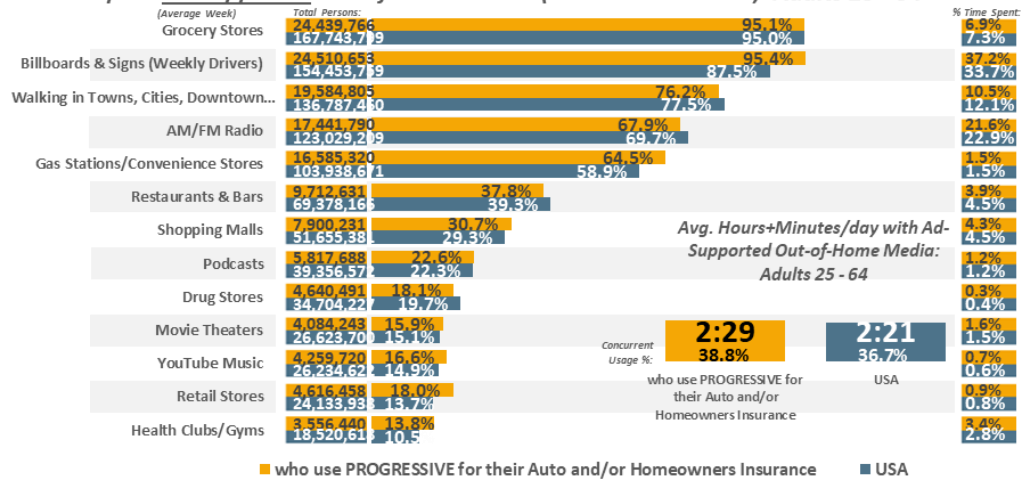
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



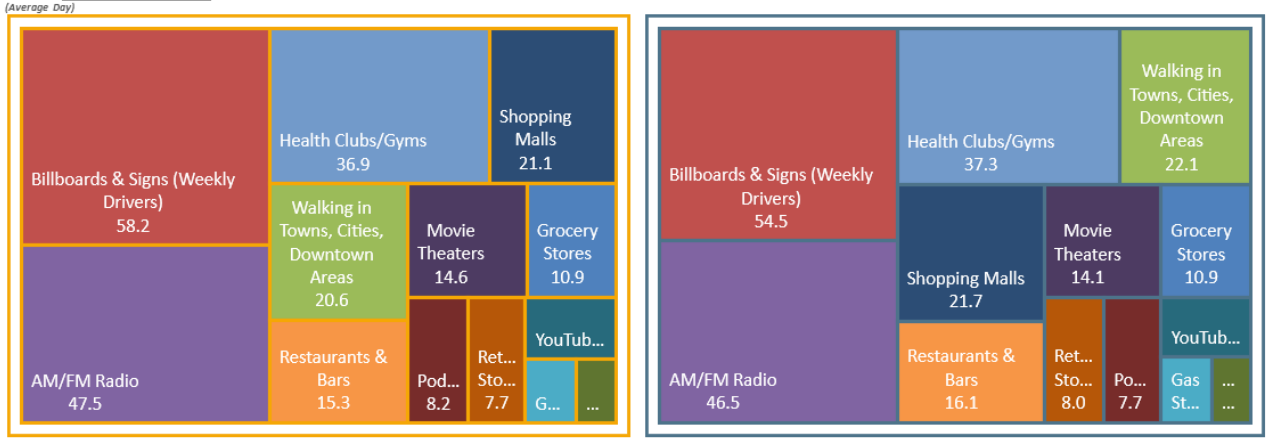
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

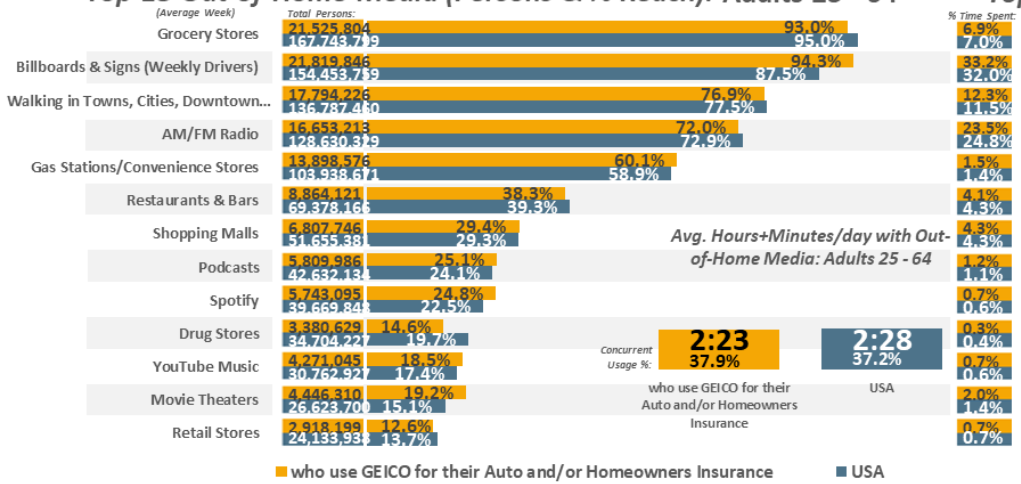
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

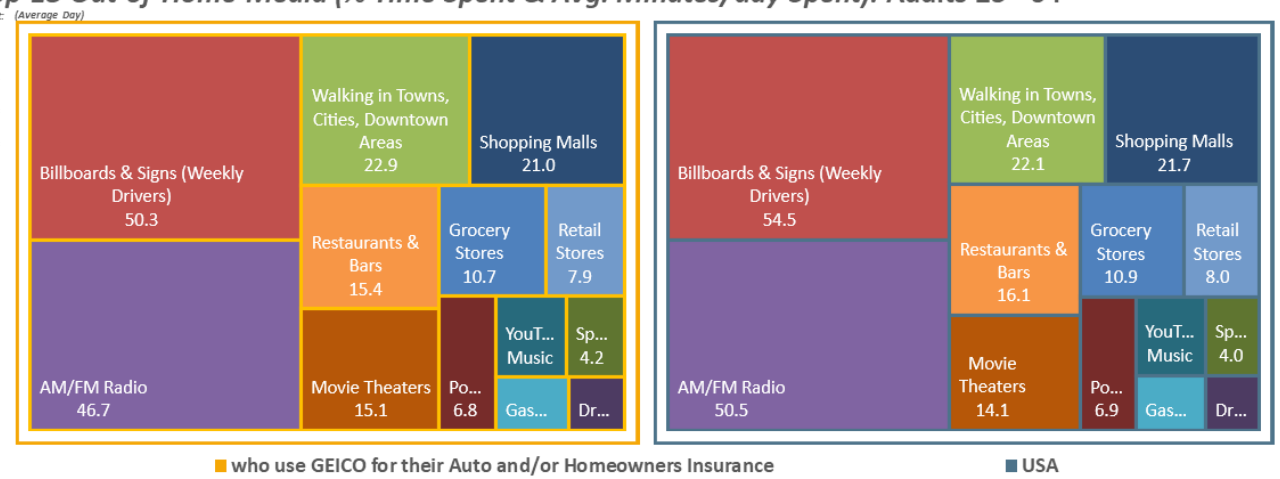
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

21,819,846 or 94.3% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance spend an average of 50.3 minutes per day driving, seeing Billboards and Signs. 68.8% Listen to Local Radio Stations Out-of-Home for an average of 42. minutes/da

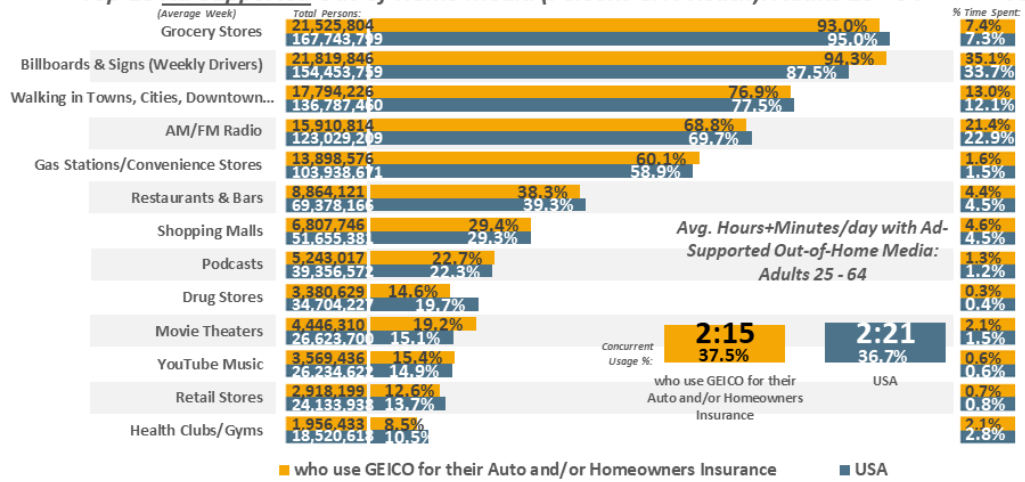
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



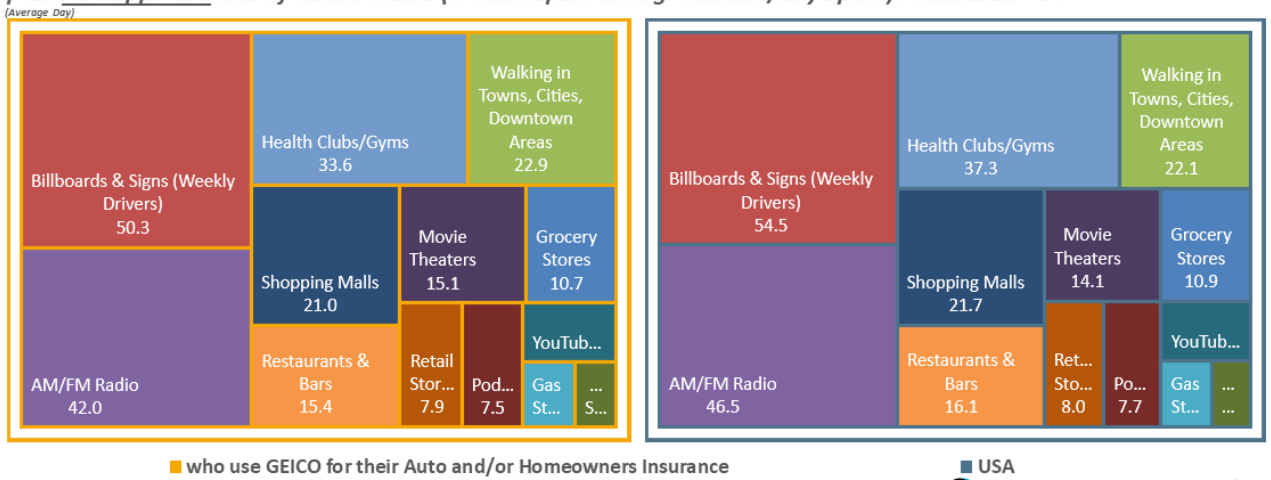
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

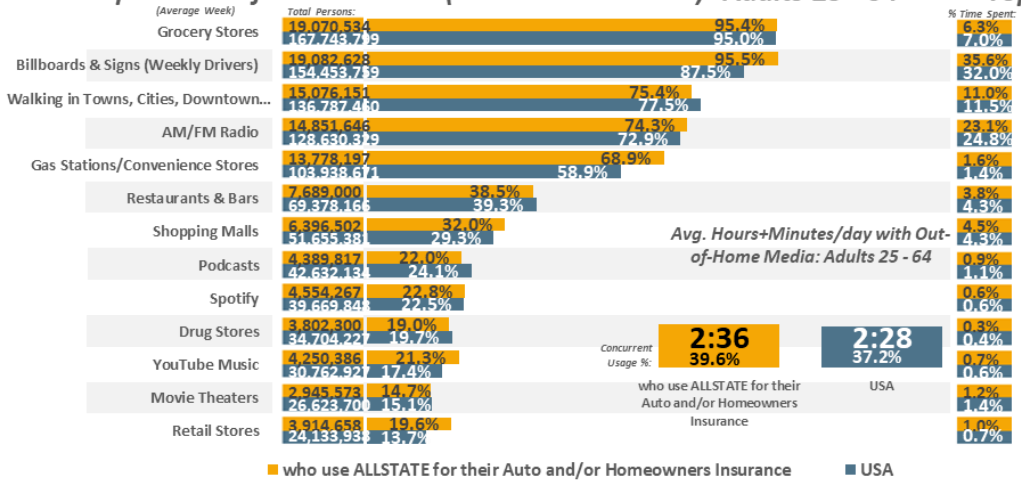
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

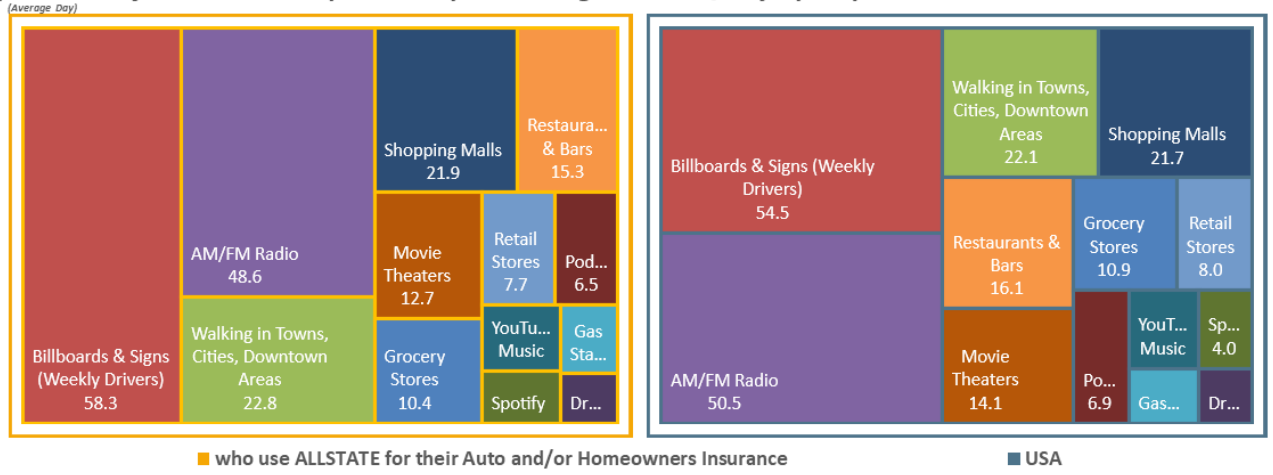
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

19,082,628 or 95.5% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance spend an average of 58.3 minutes per day driving, seeing Billboards and Signs. 70.3% Listen to Local Radio Stations Out-of-Home for an average of 44.4 minute

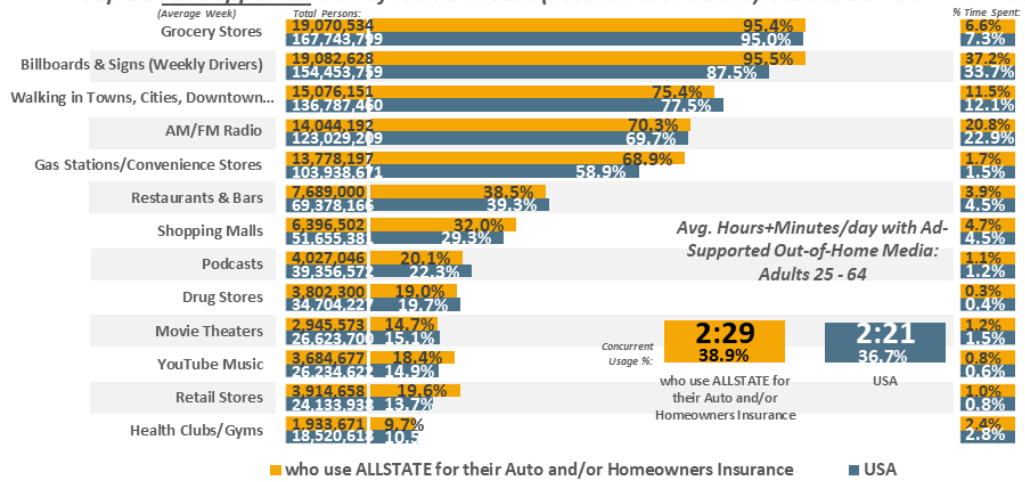
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



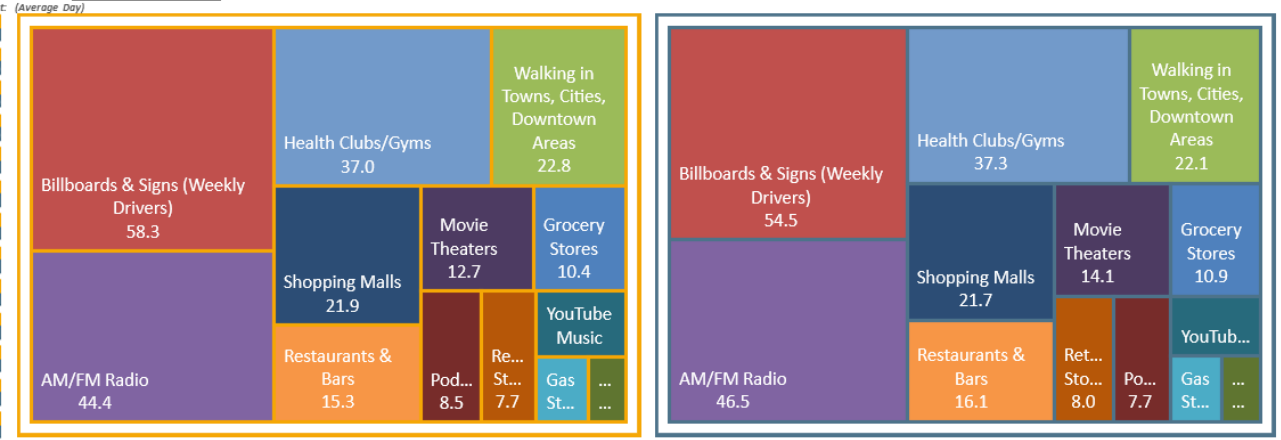
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

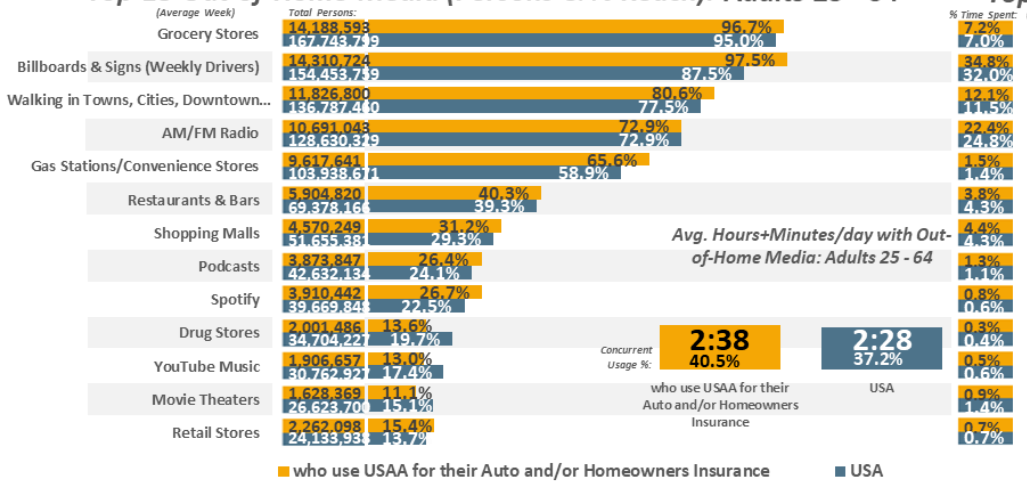
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

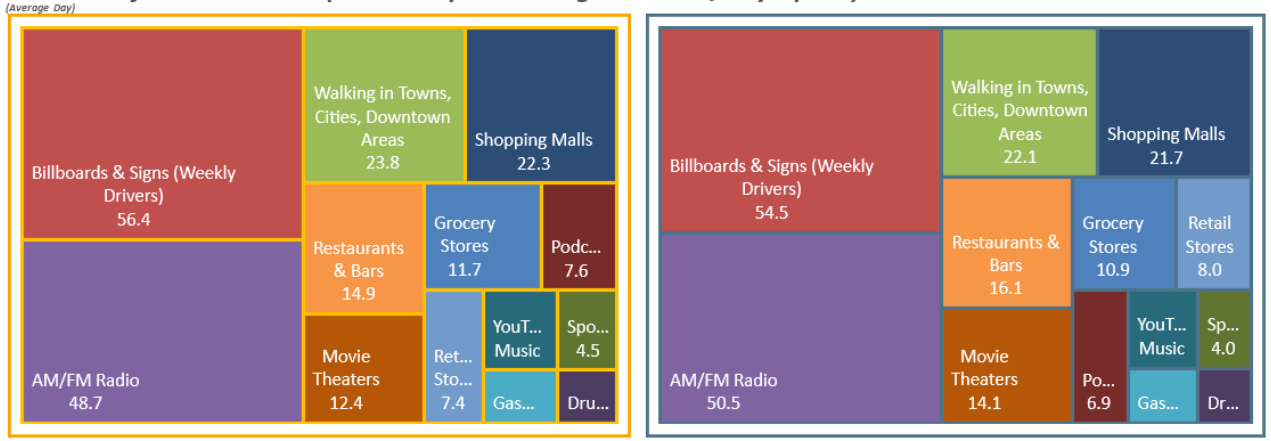
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

14,310,724 or 97.5% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance spend an average of 56.4 minutes per day driving, seeing Billboards and Signs. 69.3% Listen to Local Radio Stations Out-of-Home for an average of 43.1 minutes/da

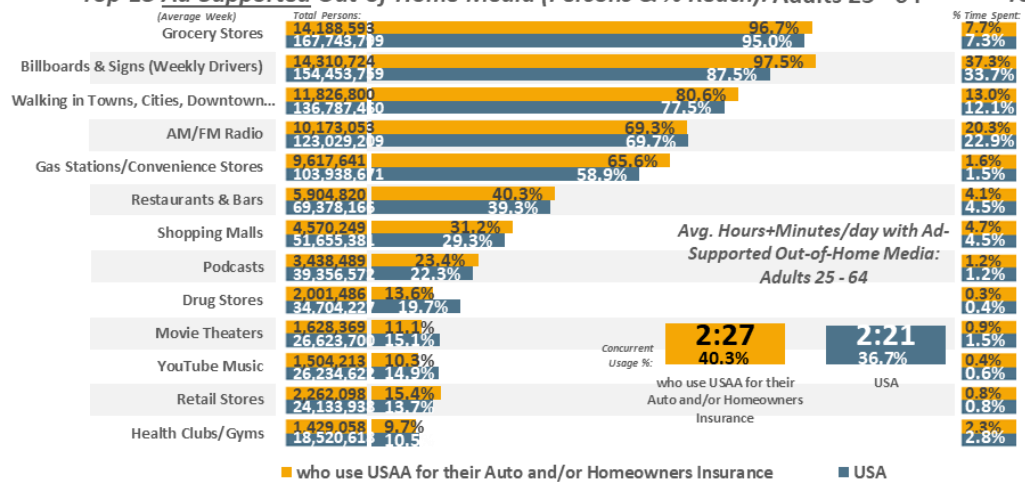
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 - 64



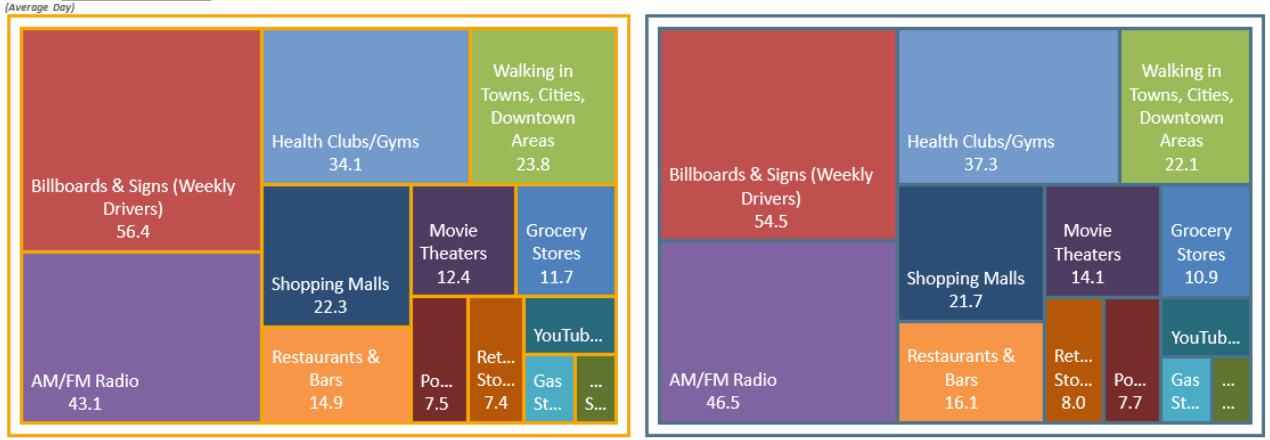
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



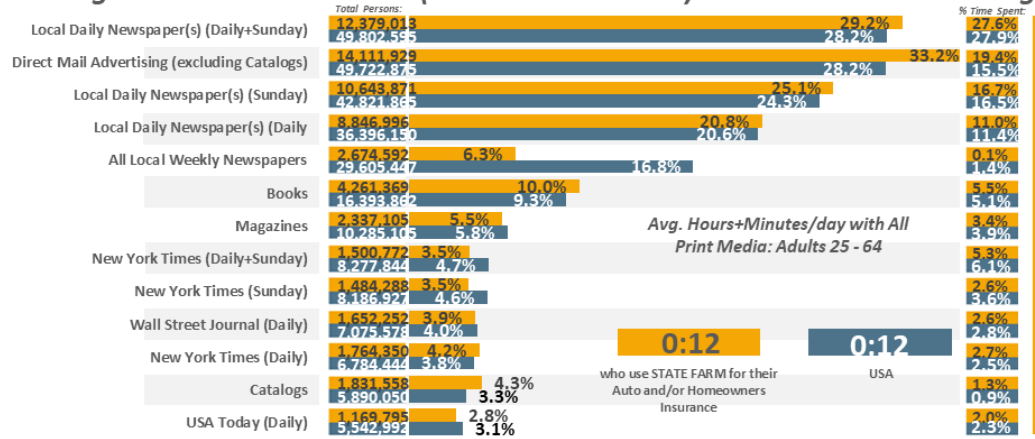
USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908

soefa.ai Share of Everything for Anything ©

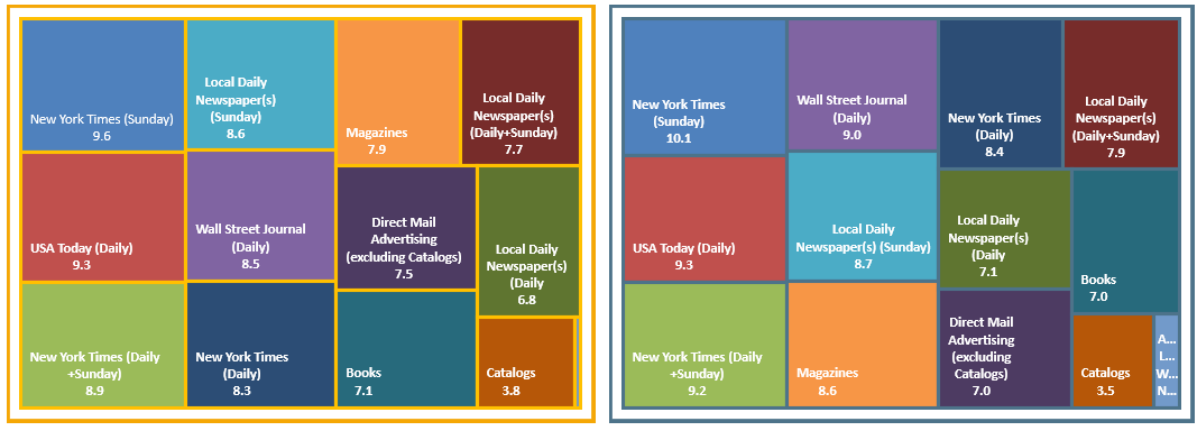
(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)

12,379,013 or 29.2% of Adults 25 - 64 who use STATE FARM for their Auto and/or Homeowners Insurance read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 29.3% of all time spent daily with All forms of Print Me

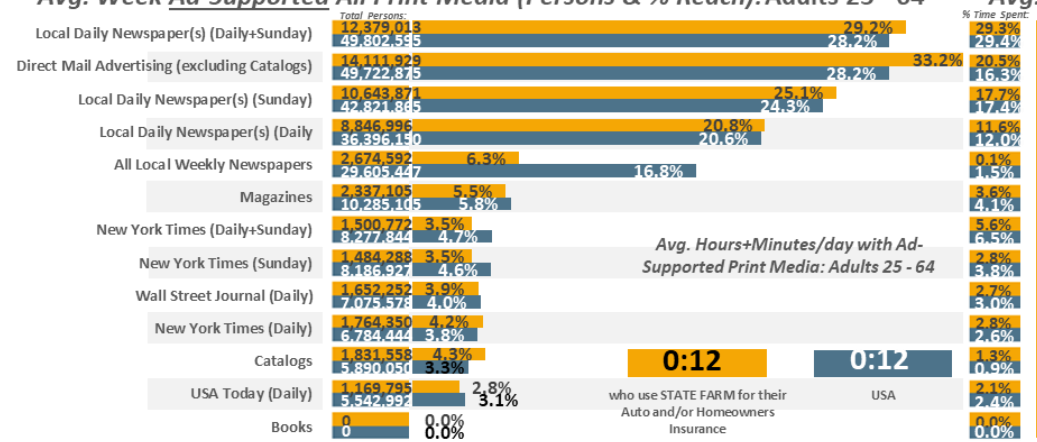
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



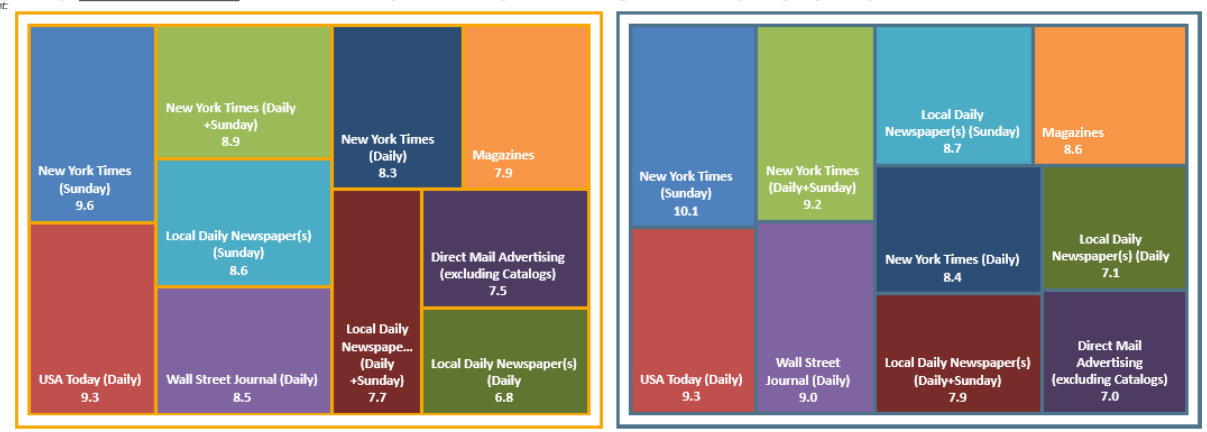
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 2,259

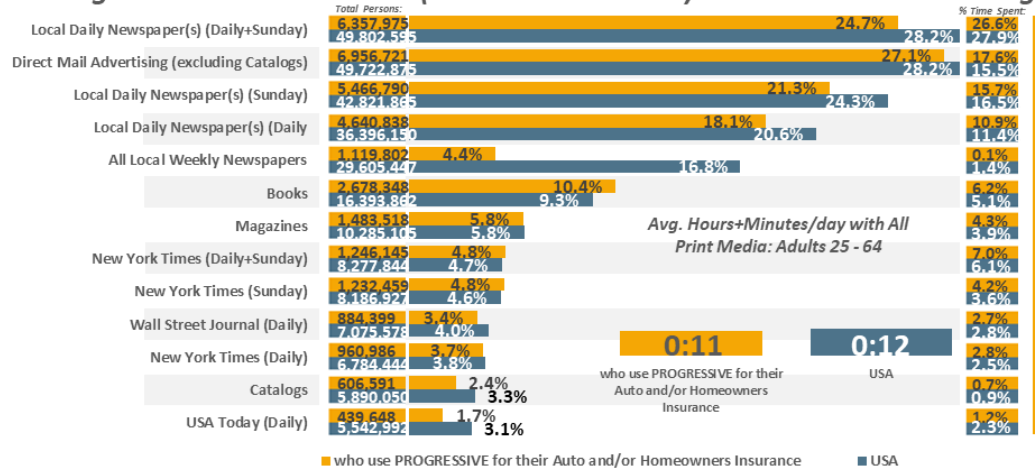
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

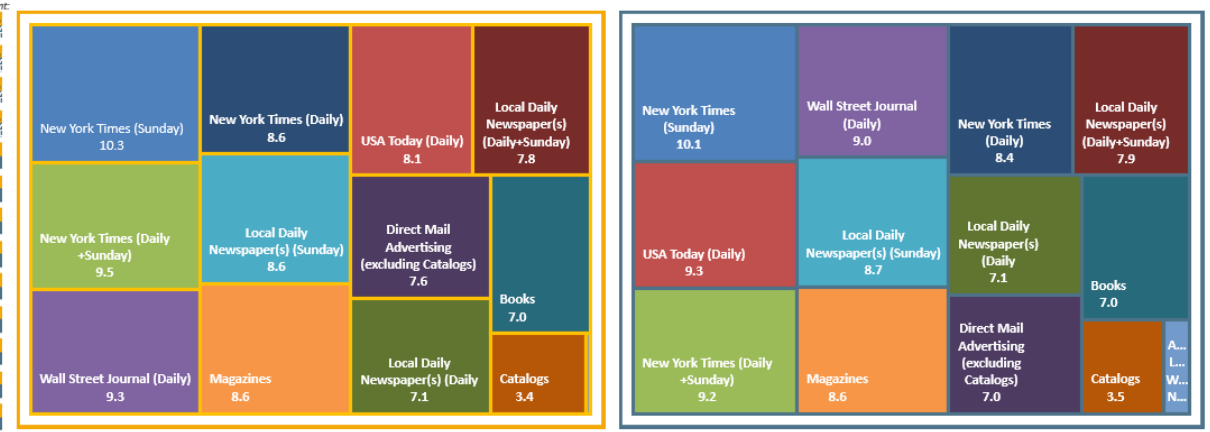
(Auto insurance provider for household (HHLD): State Farm OR Homeowners/renters insurance provider for household (HHLD): State Farm)

6,357,975 or 24.7% of Adults 25 - 64 who use PROGRESSIVE for their Auto and/or Homeowners Insurance read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 28.4% of all time spent daily with All forms of Print Me

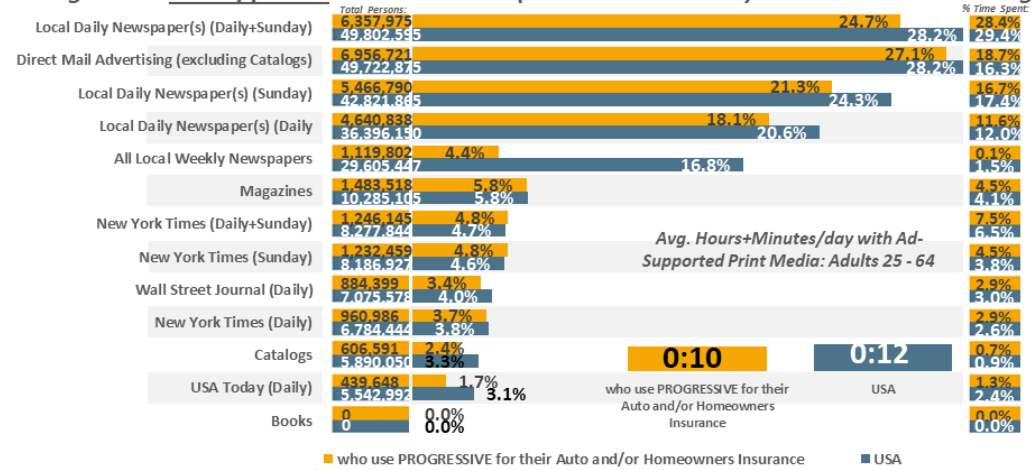
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,133

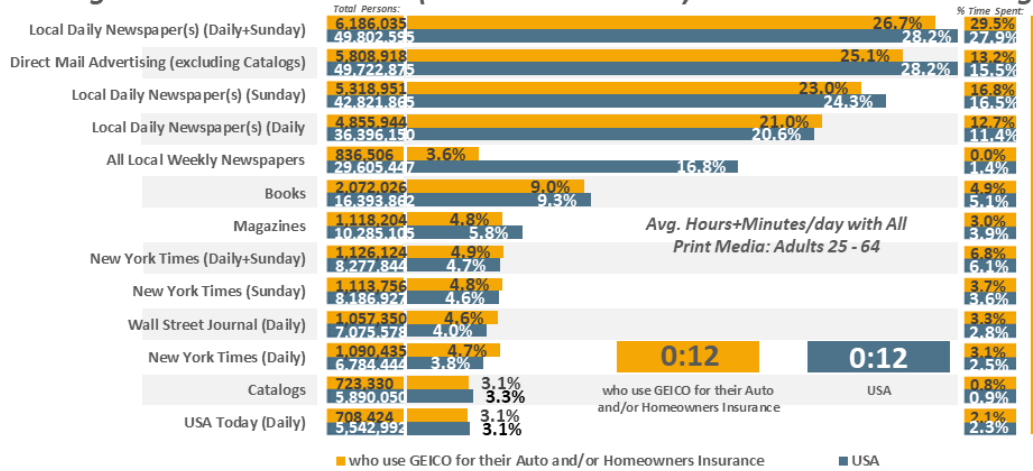
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

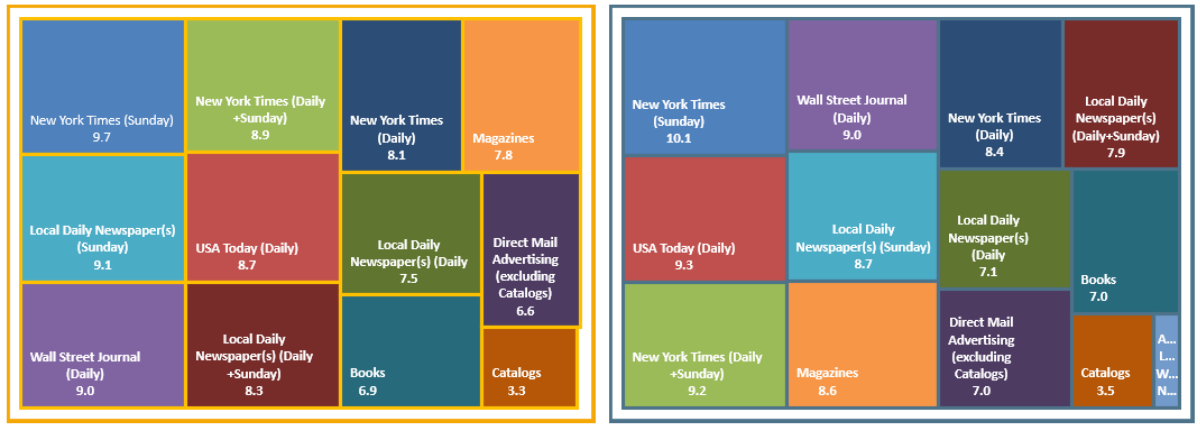
(Auto insurance provider for household (HHLD): Progressive OR Homeowners/renters insurance provider for household (HHLD): Progressive)

6,186,035 or 26.7% of Adults 25 - 64 who use GEICO for their Auto and/or Homeowners Insurance read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 31.% of all time spent daily with All forms of Print Media.

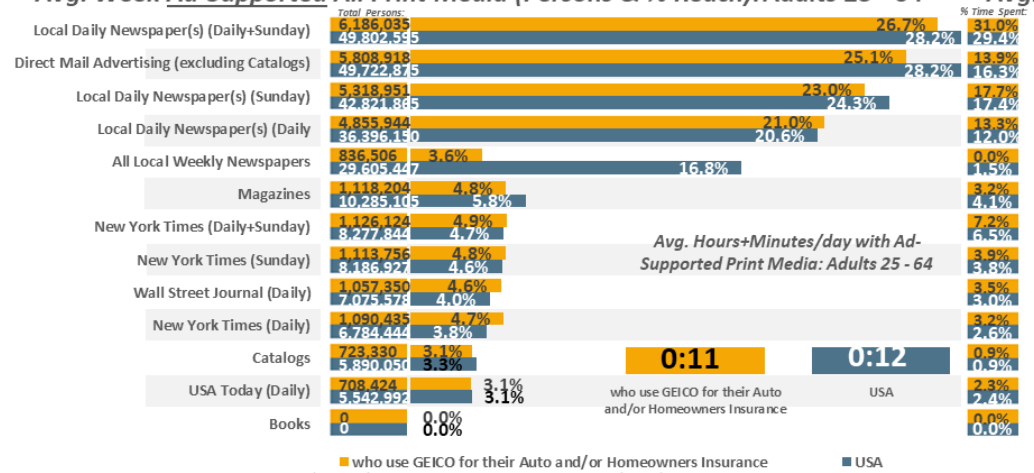
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



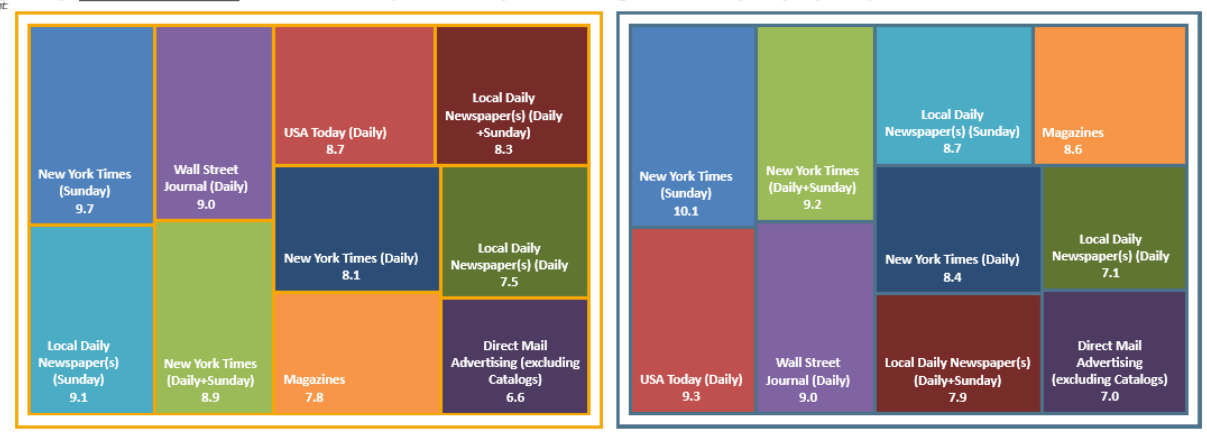
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,271

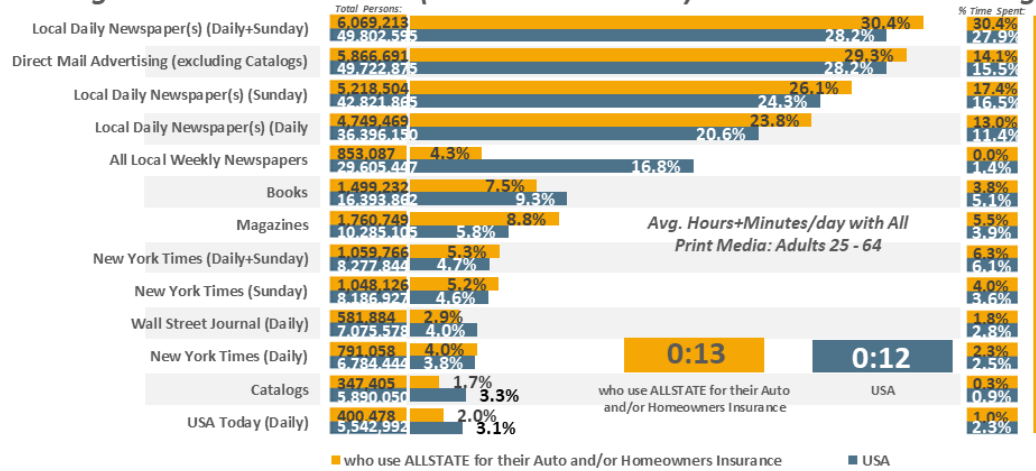
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

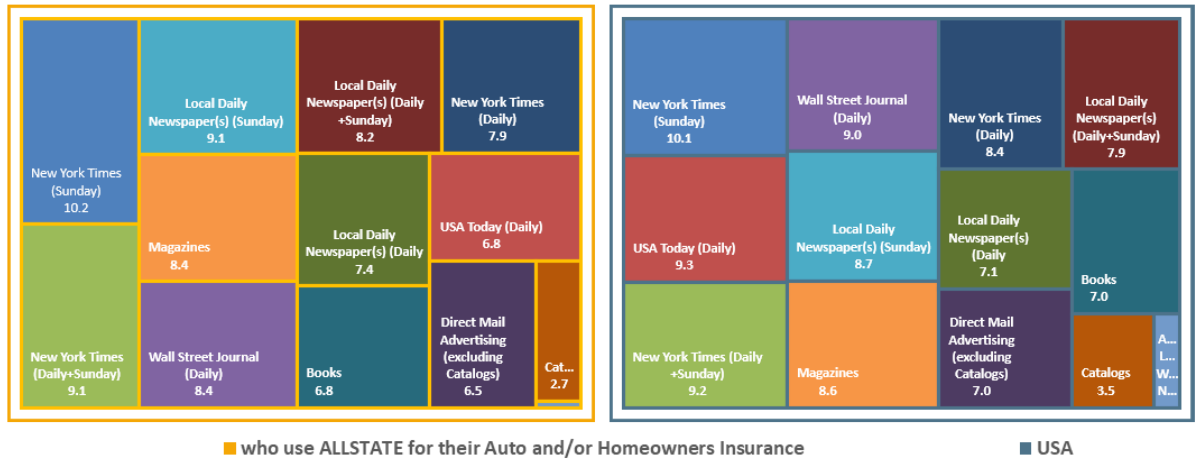
(Auto insurance provider for household (HHLD): GEICO OR Homeowners/renters insurance provider for household (HHLD): GEICO)

6,069,213 or 30.4% of Adults 25 - 64 who use ALLSTATE for their Auto and/or Homeowners Insurance read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 31.6% of all time spent daily with All forms of Print Media

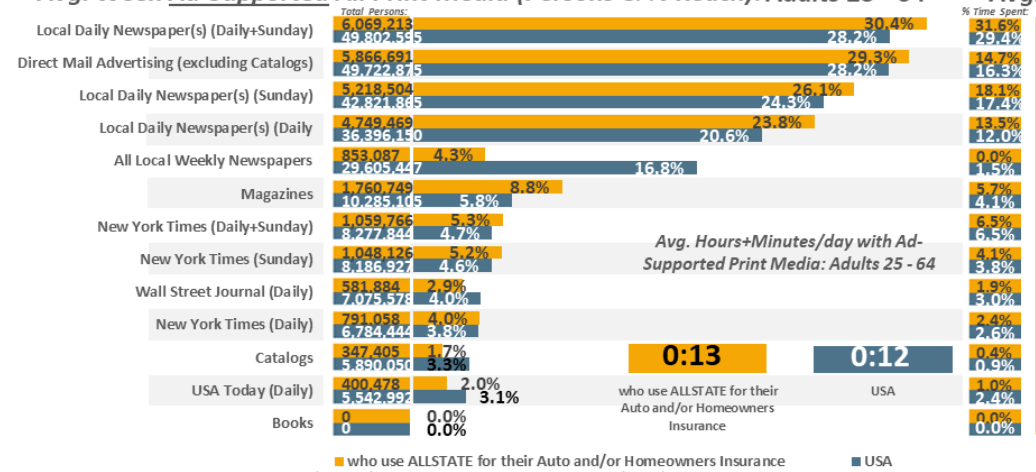
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



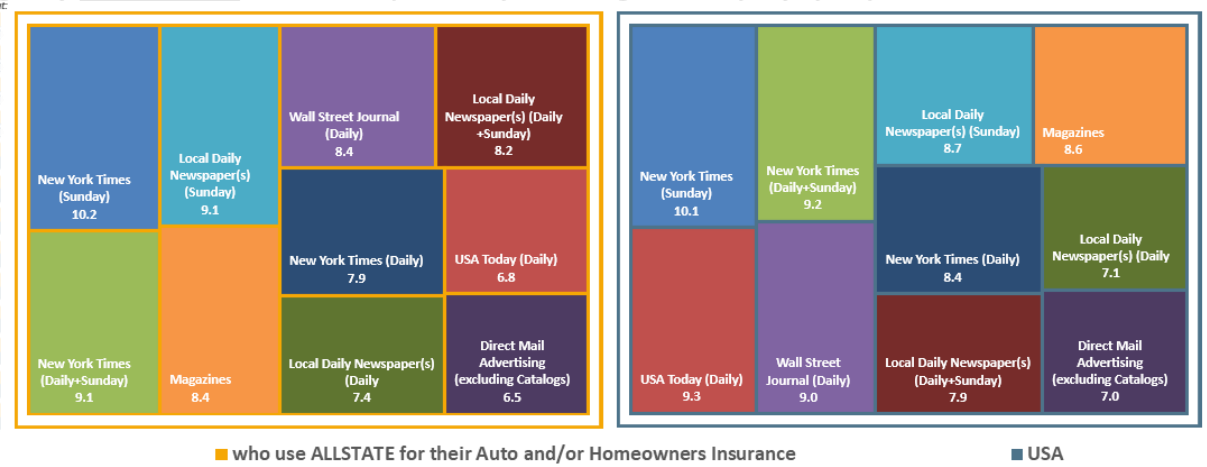
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 1,001

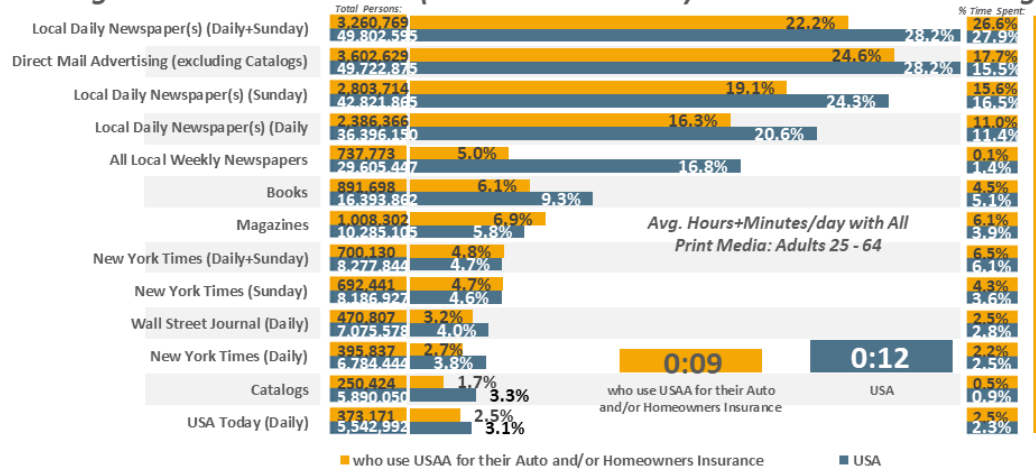
All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

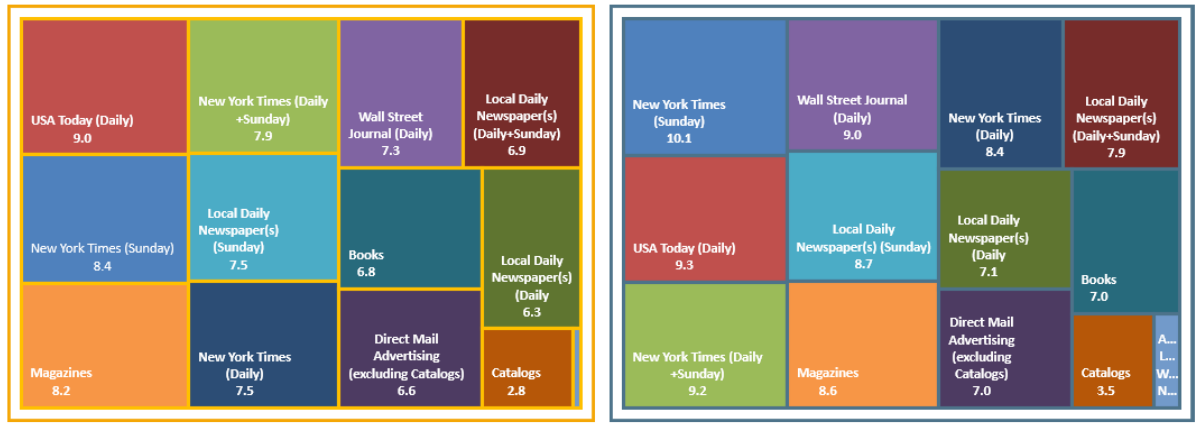
(Auto insurance provider for household (HHLD): Allstate OR Homeowners/renters insurance provider for household (HHLD): Allstate)

3,260,769 or 22.2% of Adults 25 - 64 who use USAA for their Auto and/or Homeowners Insurance read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.9 minutes every day representing 27.8% of all time spent daily with All forms of Print Media.

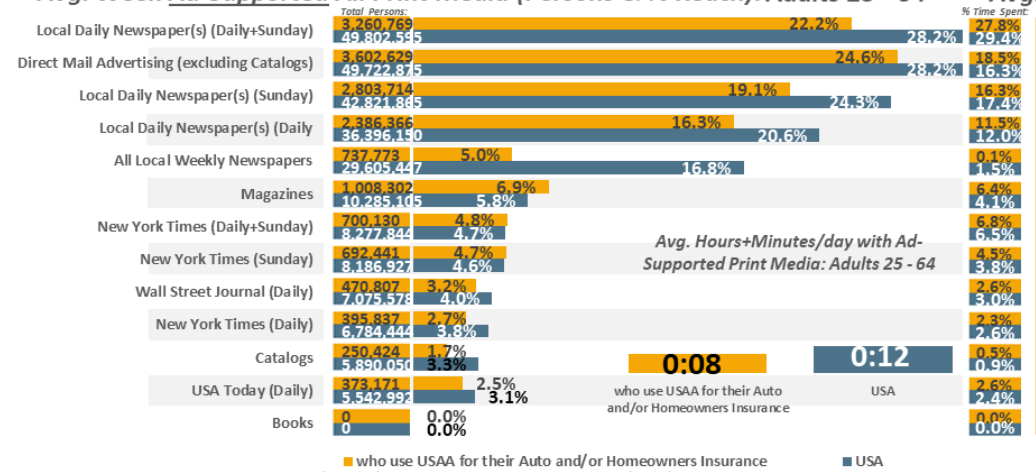
Avg. Week All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 - 64



USA USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 905

All Graphs and soefa.ai Data Modeling Copyright © 2024 Hubbard Broadcasting, Inc. LLC. All rights reserved. *USA Jan23-Oct23 USA Projection Scarborough R2 2023: Jan23-Oct23 Qual Intab 9,908*

soefa.ai Share of Everything for Anything ©

(Auto insurance provider for household (HHLD): USAA OR Homeowners/renters insurance provider for household (HHLD): USAA)