USA+4 more DMAs - P18+ INSURED Pd. Labor past 12mos

AUTO GLASS Replacement/Repair Customers!

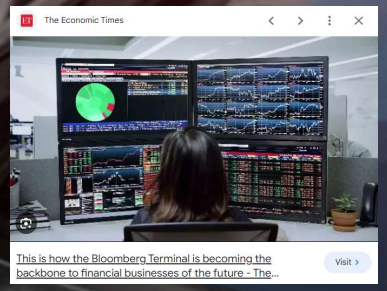
Complete Demographic & Media Use Profiles



Safelite®

AutoGlass

Complete Demographic, Psychographic, and Total Media Usage Profiles of Insured P18+ Drivers in USA, and in the Minneapolis-St. Paul, St. Louis, Cincinnati, and West Palm Beach-Boca Raton DMAs Purchasing Paid Labor AUTO GLASS Replacement/Repair in the past 12 months as of April 2024!





USA



MINNEPOLIS-ST. PAUL



ST. LOUIS



CINCINNATI



WEST PALM BEACH

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

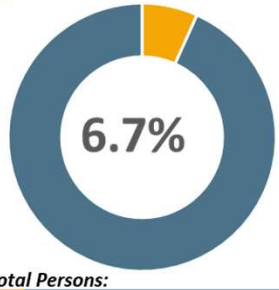
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

HUBBARD BROADCASTING INC. HB INC.



6.7% or 17,632,791 of USA Adults 18 or older purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos. Typical Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos are 48.6 years old (.5% younger than average) and have a $104,419 (16.4% higher than average) annual household…

Percent of Market: Adults 18 or older



who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos

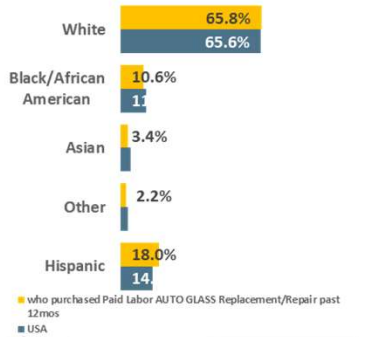
Total Persons:

17,632,791 | 244,541,709

Gender of Target vs. Market: Adults 18 or older

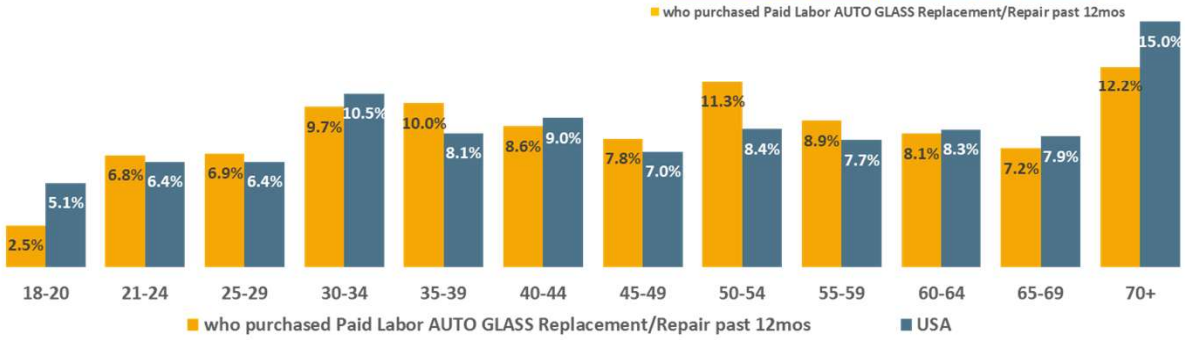
	Men	Men	Women	Women
%M vs. %F:	50.2%	48.7%	49.8%	51.3%
Average Age:	48.1	48.8	49.1	48.9
# Persons:	8,851,058	127,701,2…	8,781,734	134,473,2…

Ethnicity of Target vs. Market:

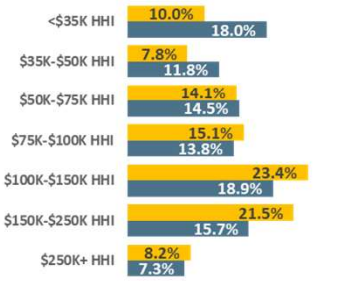


Age Cell Demographics of Target vs. Market:

	Average Age:	
Adults 18 or older	48.6	48.8



HHI of Target vs. Market:



Avg HHI:	$104,419	$89,673

USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

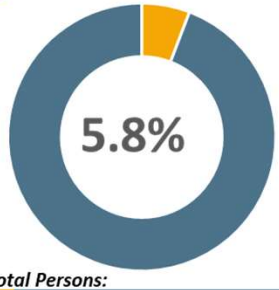
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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

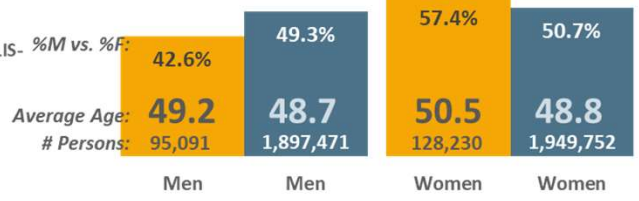
5.8% or 223,321 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased Pd Labor AUTO GLASS…
Typical Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 49.9 years old (2.2% older than average) and have a $132,872 (24.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

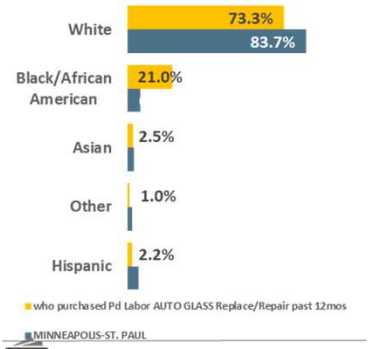


Total Persons:
223,321 | 3,623,902

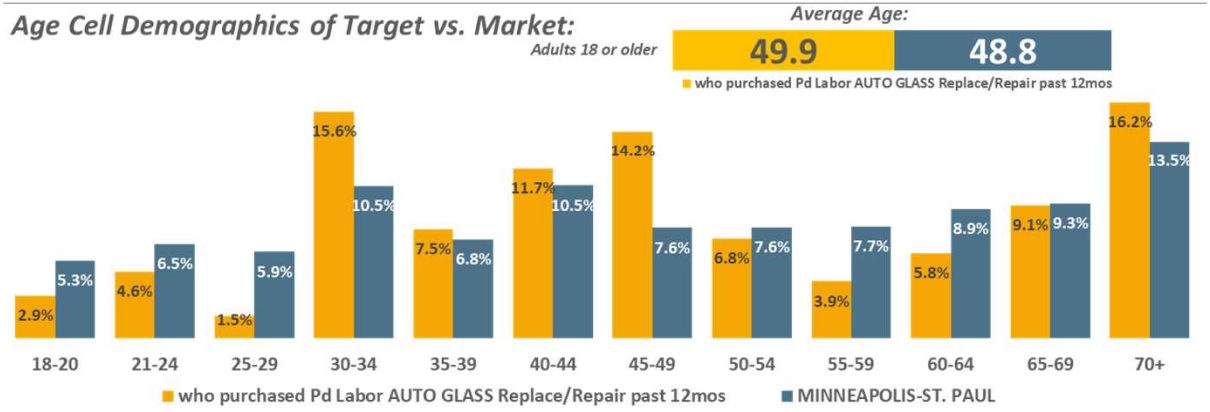
Gender of Target vs. Market: Adults 18 or older



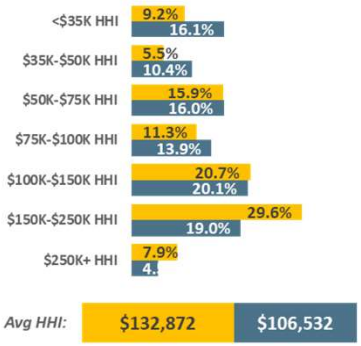
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

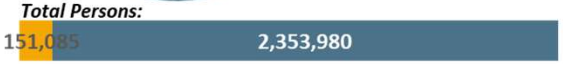
6.% or 151,085 of ST. LOUIS DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past...
Typical Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 48. years old (3.2% younger than average) and have a $126,616 (33.8% higher than average) annual household...

Percent of Market: Adults 18 or older

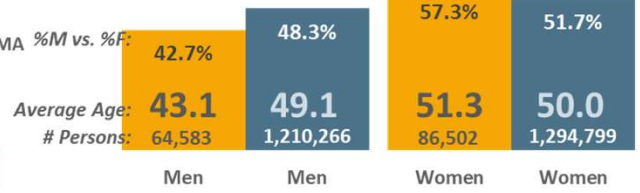


- who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos
- Remainder of ST. LOUIS DMA

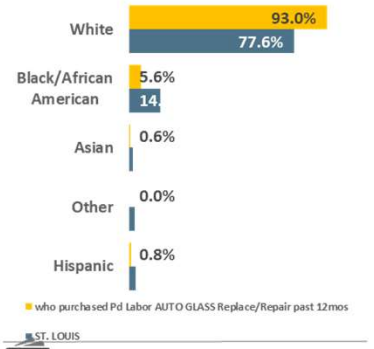
Total Persons:



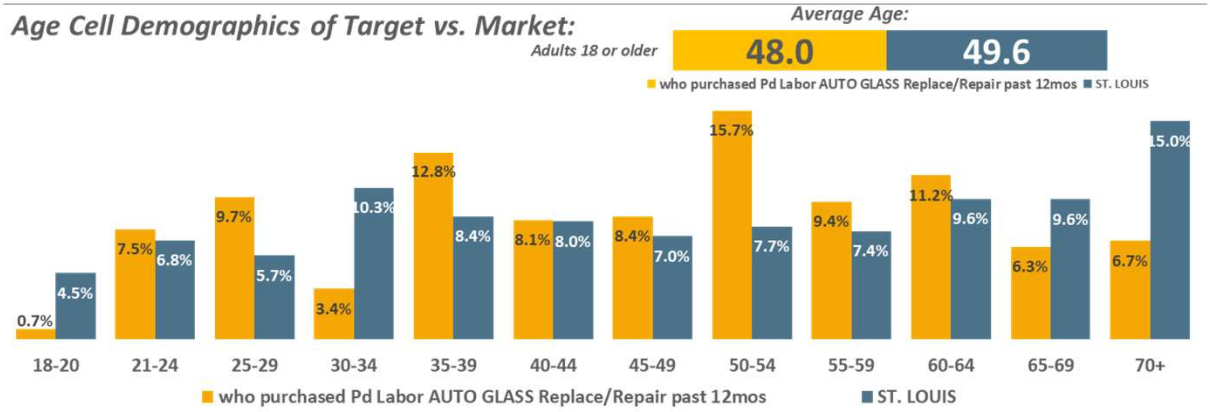
Gender of Target vs. Market: Adults 18 or older



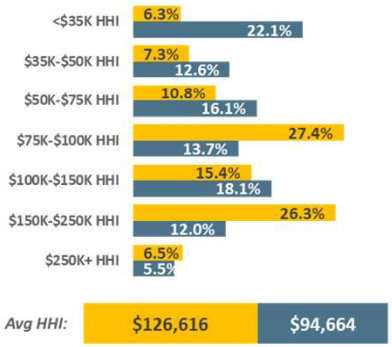
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



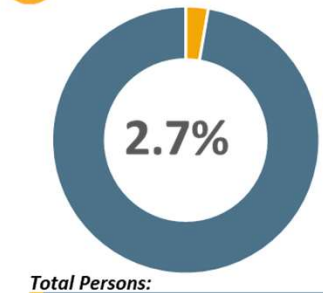
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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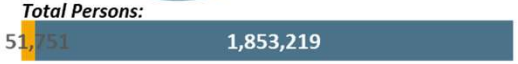
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

2.7% or 51,751 of Cincinnati DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past...
Typical Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 54.2 years old (10.9% older than average) and have a $135,010 (42.5% higher than average) annual household income.

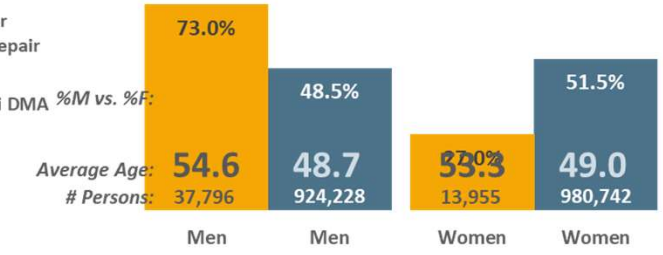
Percent of Market: Adults 18 or older



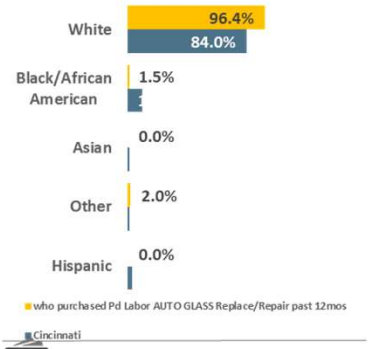
Total Persons:



Gender of Target vs. Market: Adults 18 or older

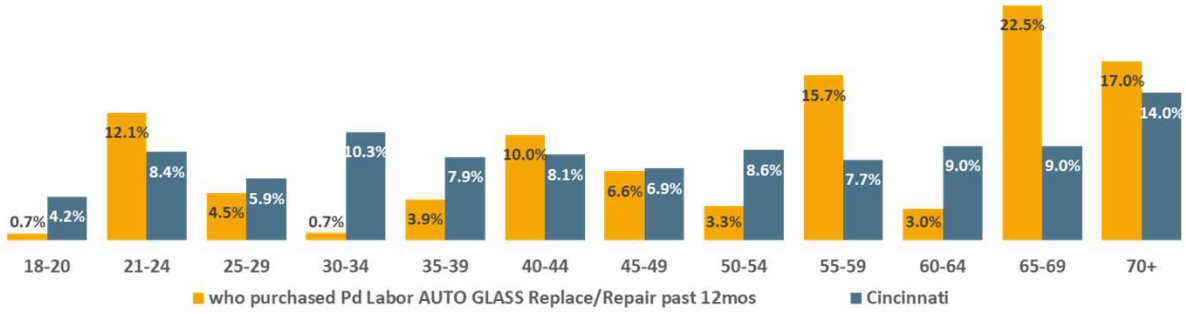


Ethnicity of Target vs. Market:

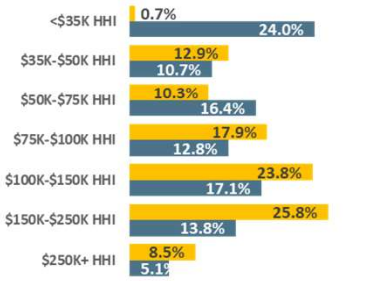


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



Avg HHI: $135,010 | $94,732

Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

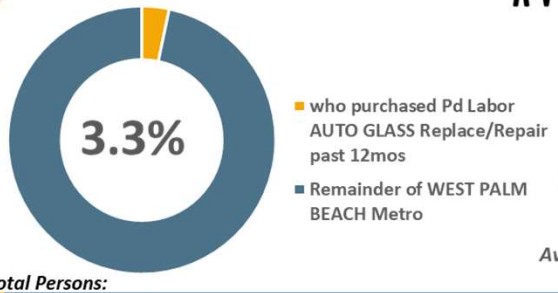
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



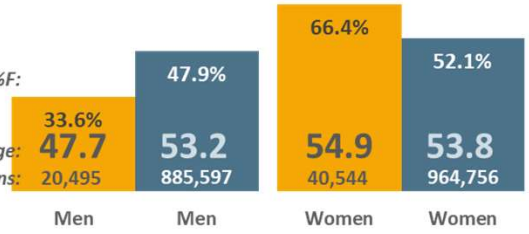
3.3% or 61,039 of WEST PALM BEACH DMA Adults 18 or older are purchased Pd Labor AUTO GLASS...
Typical Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 53.2 years old (.5% younger than average) and have a $118,114 (22.5% higher than average) annual household income.

Percent of Market: Adults 18 or older

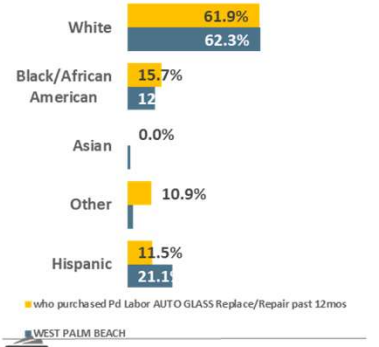


Total Persons:
61,039 | 1,789,314

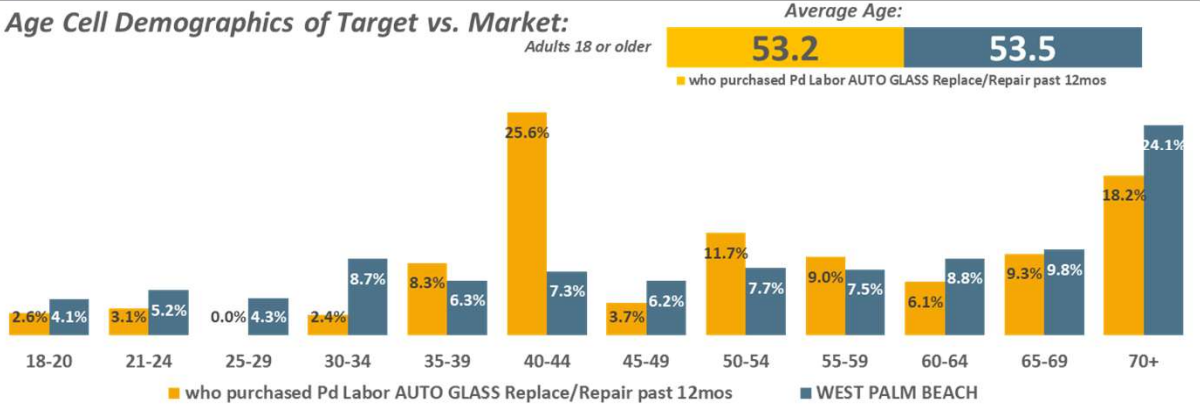
Gender of Target vs. Market: Adults 18 or older



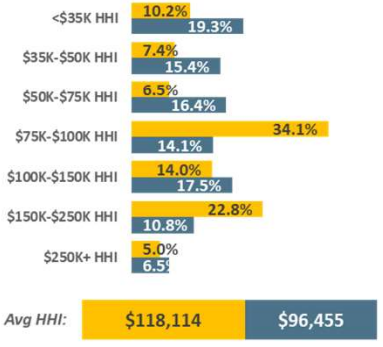
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

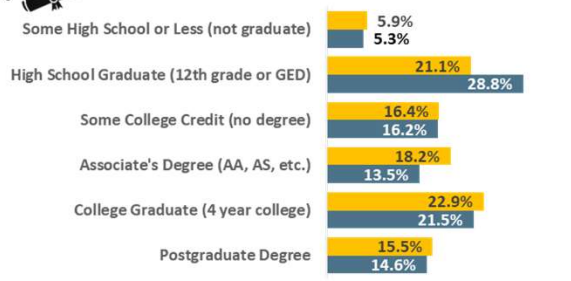
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

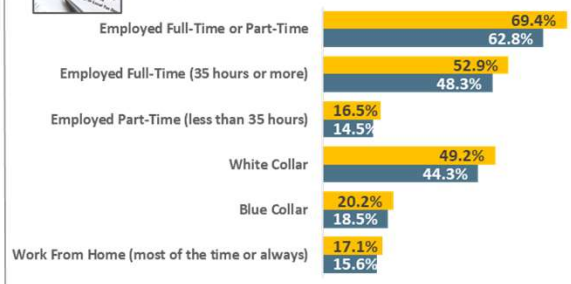


6.7% or 17,632,791 of USA Adults 18 or older purchased Paid Labor AUTO GLASS Replacement/Repair past… Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos are 6.4% more likely to be a college graduate, 9.6% more likely to work full-time, 21.7% more likely to be married, 14.% more likely to be a parent of 1 or more children

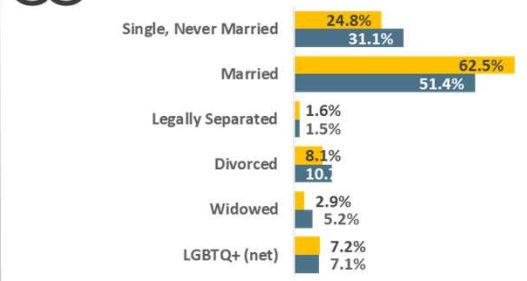
Education Levels: Adults 18 or older



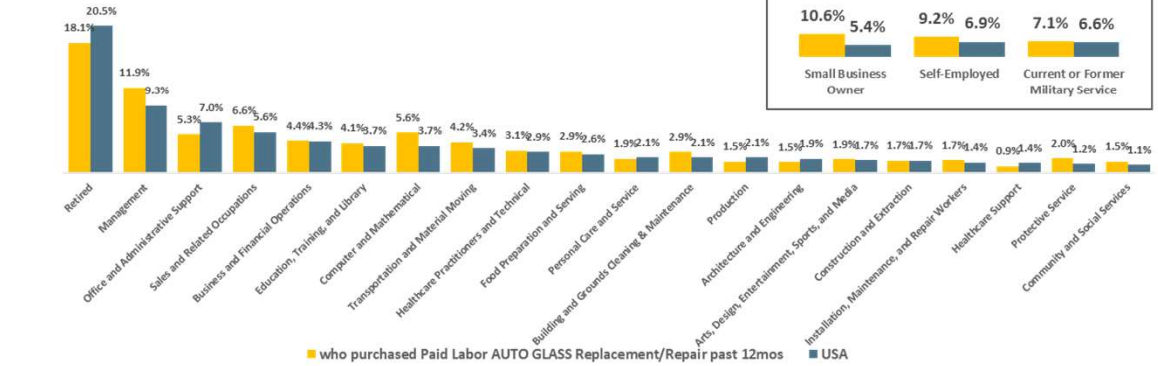
Employment: Adults 18 or older



Marital Status: Adults 18 or older

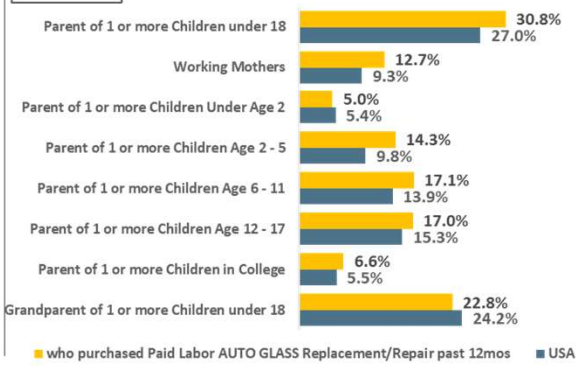


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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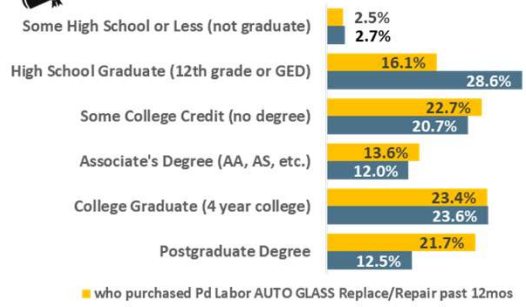
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

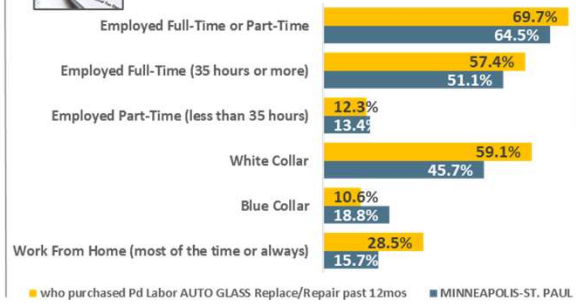
Safelite AutoGlass - Minneapolis - St. Paul

5.8% or 223,321 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased Pd Labor AUTO GLASS…
Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 25.3% more likely to be a college graduate, 12.4% more likely to work full-time, 28.6% more likely to be married, 12.6% more likely to be a parent of 1 or more children und

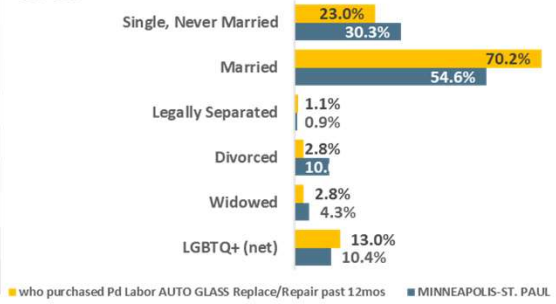
Education Levels: Adults 18 or older



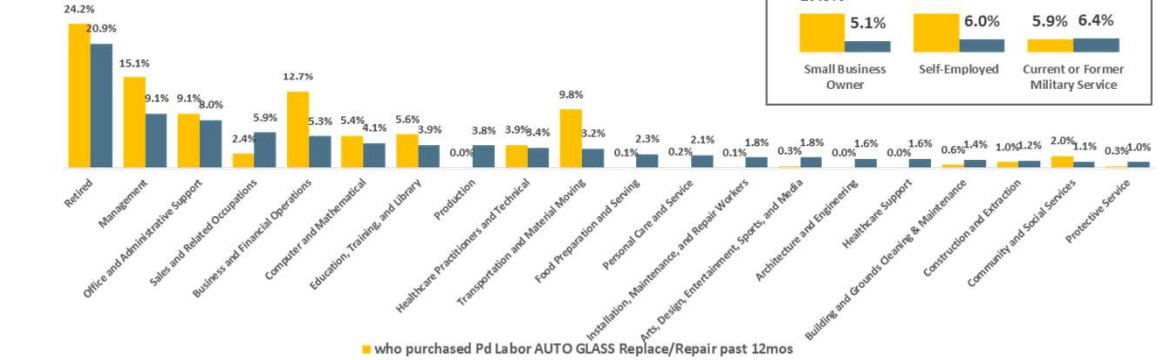
Employment: Adults 18 or older



Marital Status: Adults 18 or older

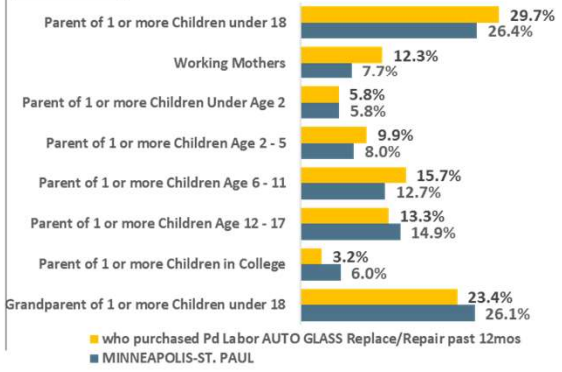


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

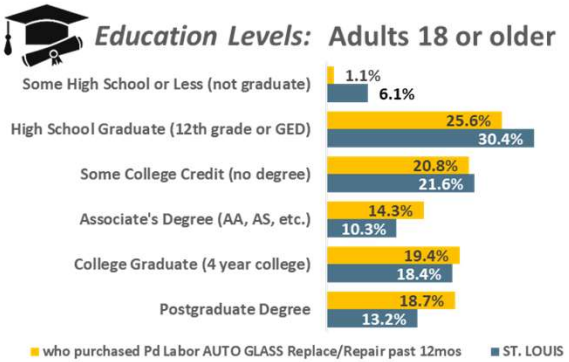
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

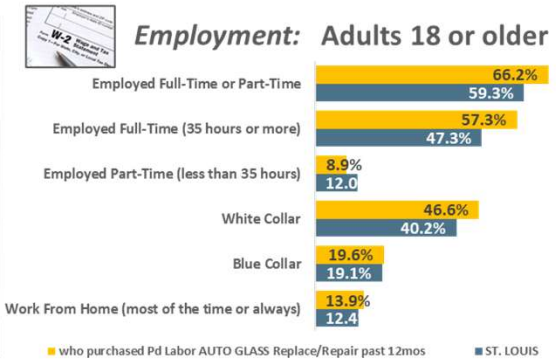


6.% or 151,085 of ST. LOUIS DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past.. Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 20.8% more likely to be a college graduate, 21.% more likely to work full-time, 26.8% more likely to be married, 6.6% more likely to be a parent of 1 or more children under

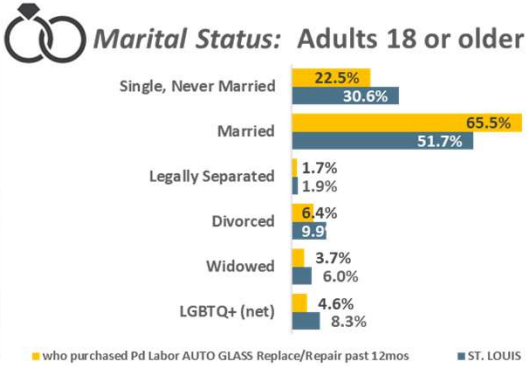
Education Levels: Adults 18 or older



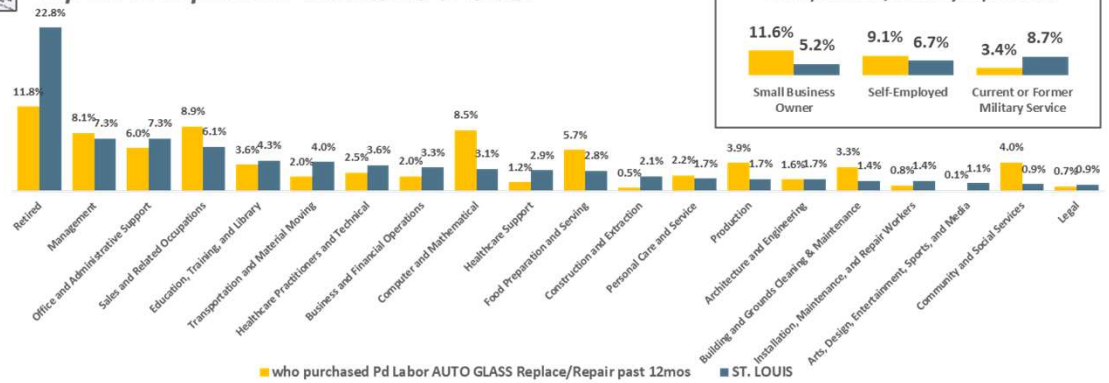
Employment: Adults 18 or older



Marital Status: Adults 18 or older

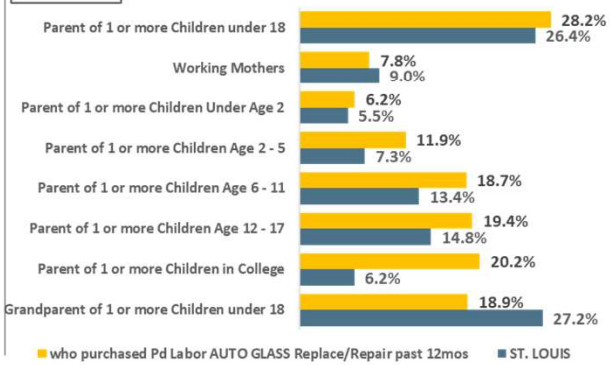


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

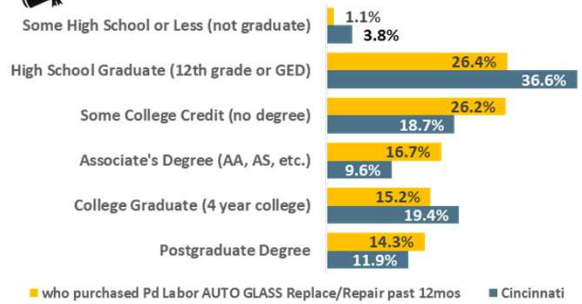
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

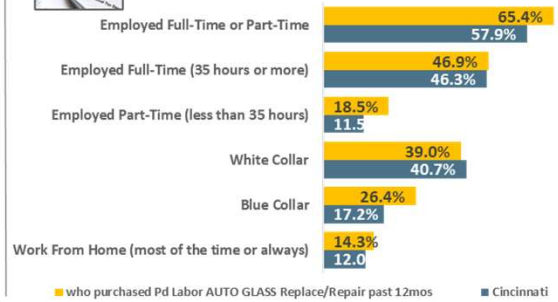


2.7% or 51,751 of Cincinnati DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past.. Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 5.6% less likely to be a college graduate, 1.1% more likely to work full-time, 21.8% more likely to be married, 24.8% less likely to be a parent of 1 or more children under

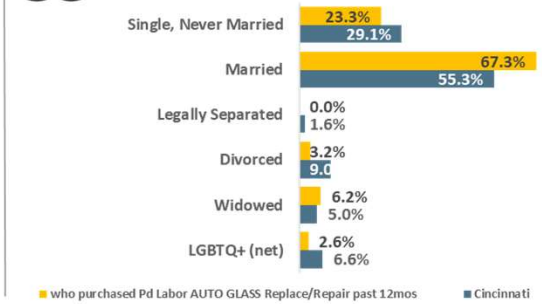
Education Levels: Adults 18 or older



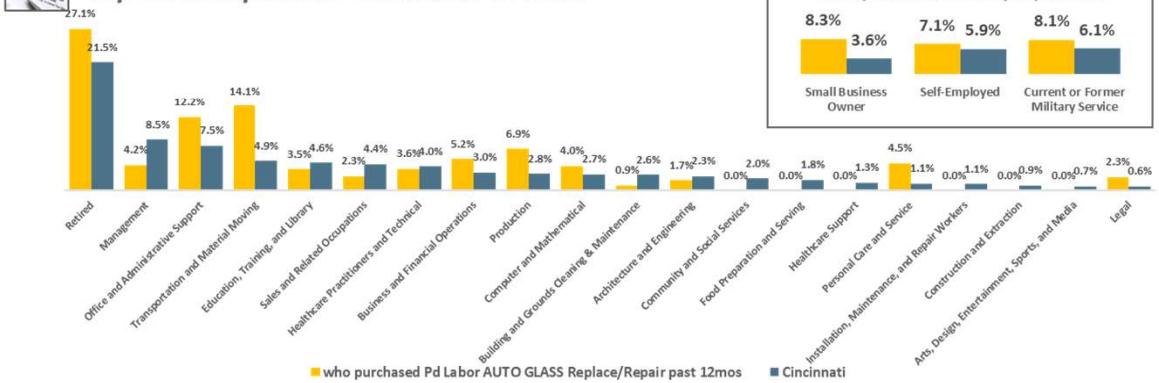
Employment: Adults 18 or older



Marital Status: Adults 18 or older

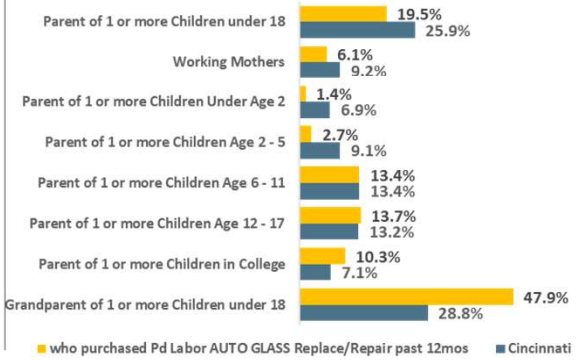


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

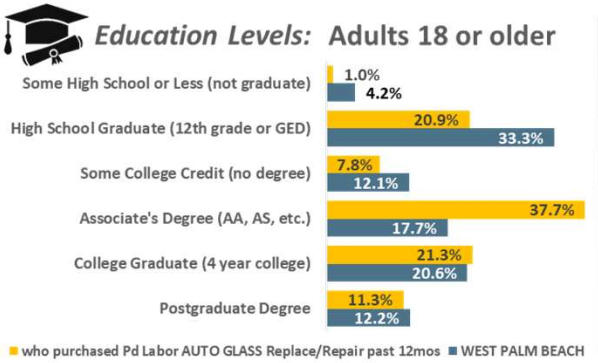
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

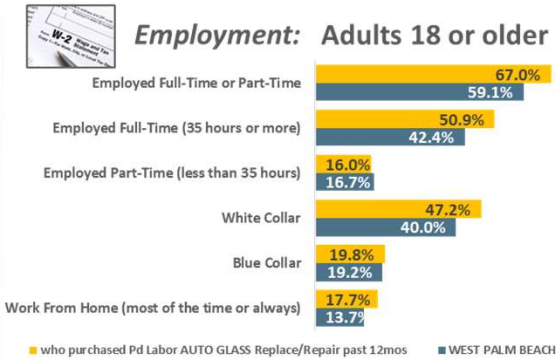


3.3% or 61,039 of WEST PALM BEACH DMA Adults 18 or older are purchased Pd Labor AUTO GLASS... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are .4% less likely to be a college graduate, 20.1% more likely to work full-time, 45.5% more likely to be married, 41.4% more likely to be a parent of 1 or more children under

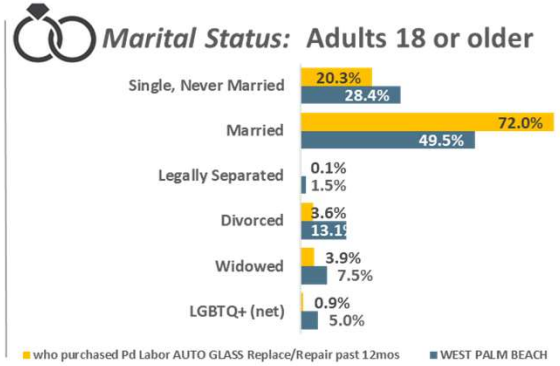
Education Levels: Adults 18 or older



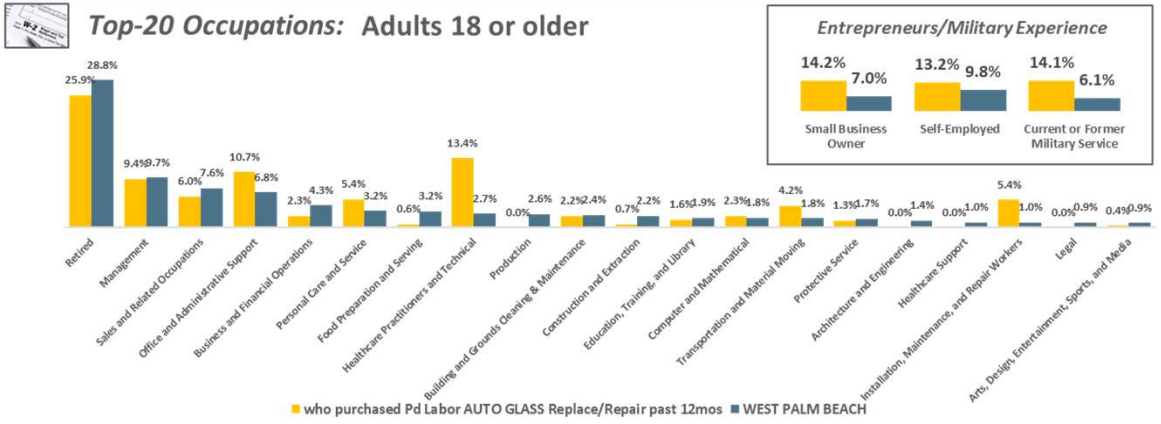
Employment: Adults 18 or older



Marital Status: Adults 18 or older

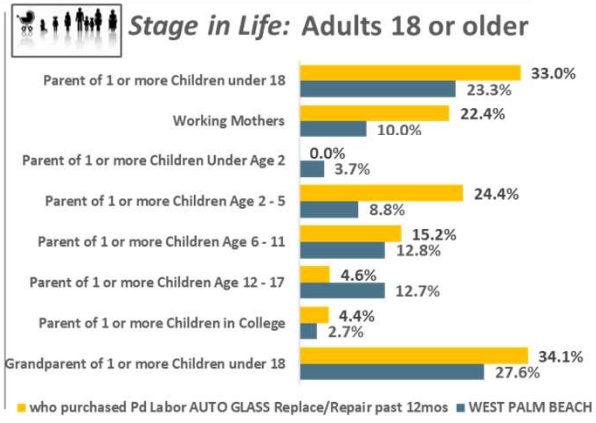


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

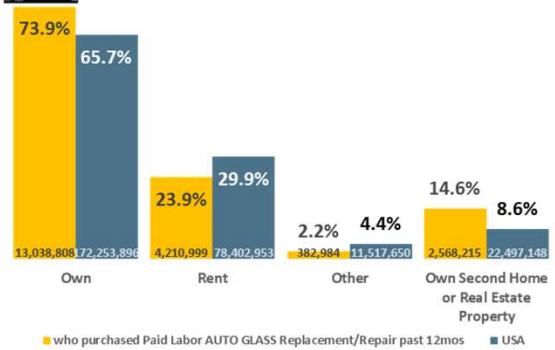
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

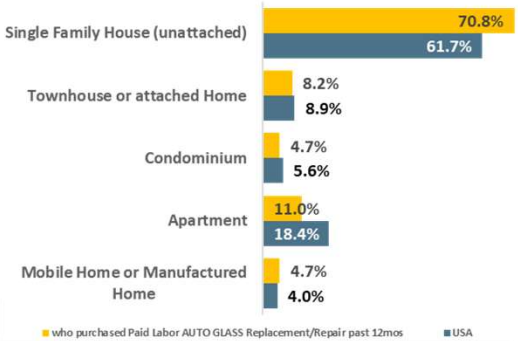


6.7% or 17,632,791 of USA Adults 18 or older purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos. Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos are 12.5% more likely to own their home, 26.6% more likely to own a higher valued home, 14.8% more likely to have a single-family home, 37.4% more likely to have a dog.

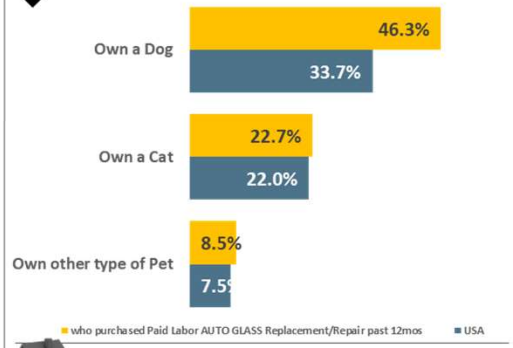
Own/Rent/Other: Adults 18 or older



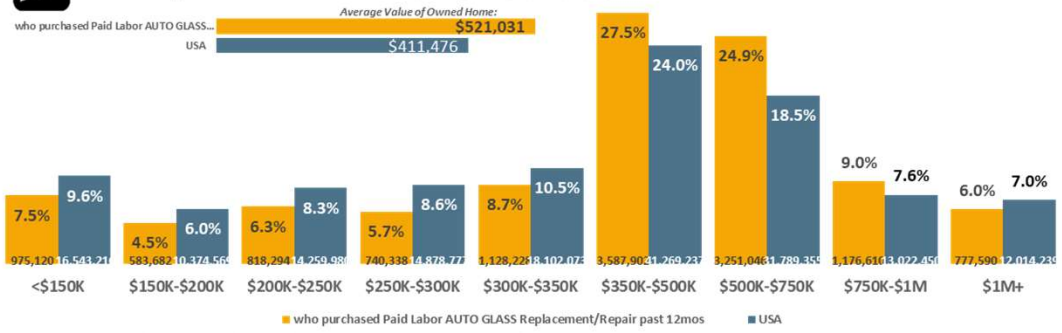
Type of Home: Adults 18 or older



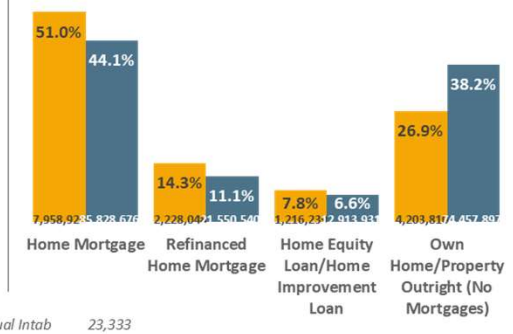
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,440*

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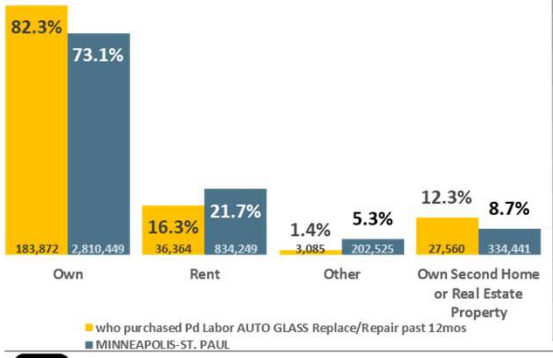
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

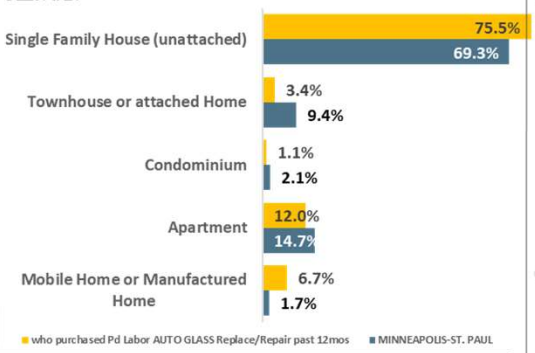


5.8% or 223,321 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased Pd Labor AUTO GLASS… Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 12.7% more likely to own their home, 4.9% more likely to own a higher valued home, 8.9% more likely to have a single-family home, 35.8% more likely to have a dog.

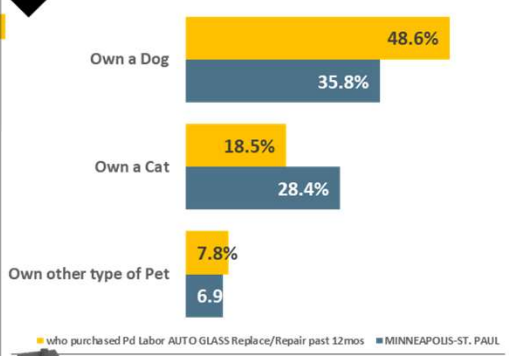
Own/Rent/Other: Adults 18 or older



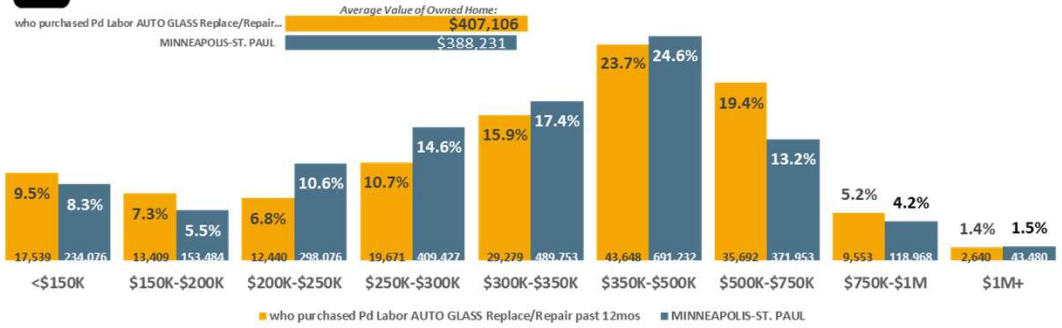
Type of Home: Adults 18 or older



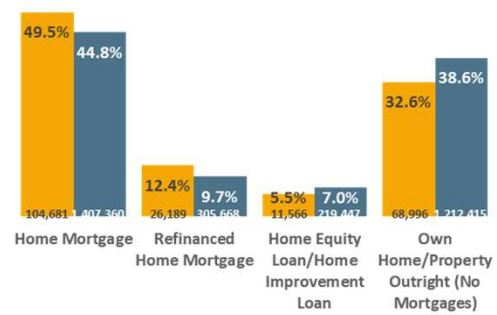
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

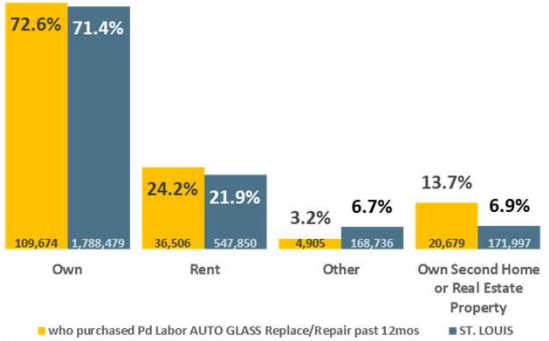
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

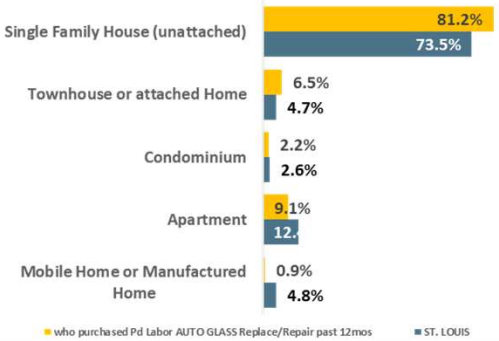


6.% or 151,085 of ST. LOUIS DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 1.7% more likely to own their home, 17.5% more likely to own a higher valued home, 10.5% more likely to have a single-family home, 25.4% more likely to have a dog.

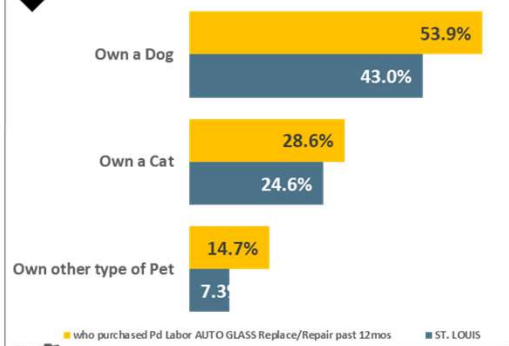
Own/Rent/Other: Adults 18 or older



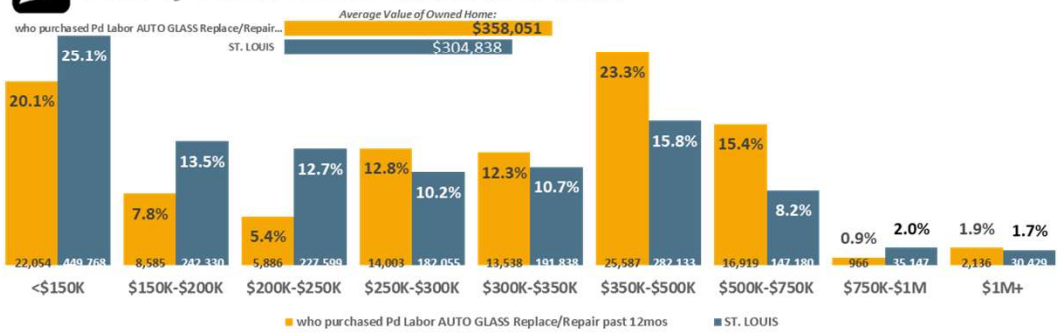
Type of Home: Adults 18 or older



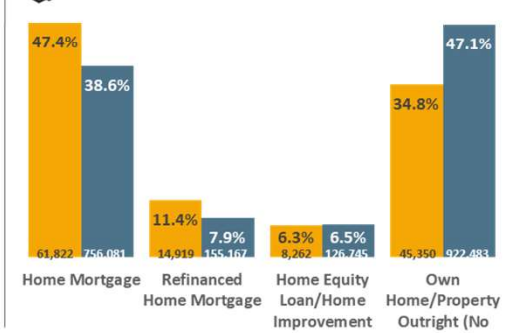
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

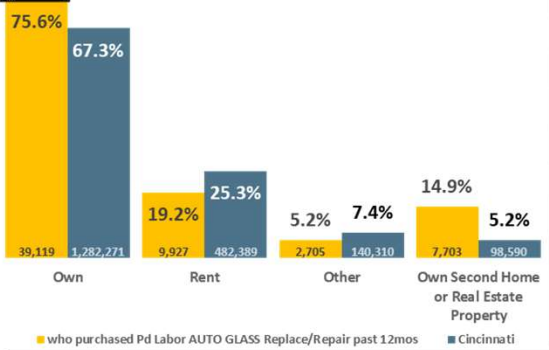
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

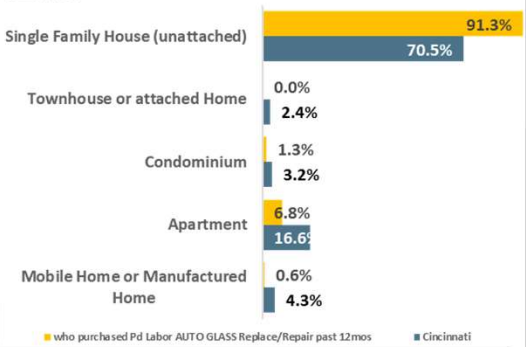


2.7% or 51,751 of Cincinnati DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 12.3% more likely to own their home, 25.2% more likely to own a higher valued home, 29.6% more likely to have a single-family home, 9.2% more likely to have a dog.

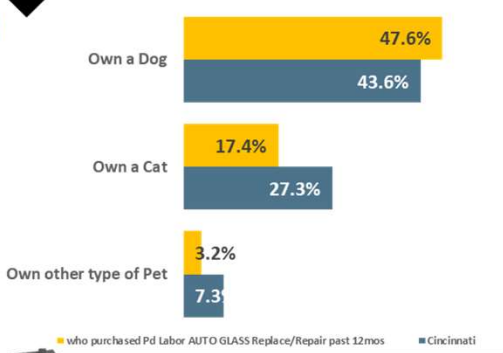
Own/Rent/Other: Adults 18 or older



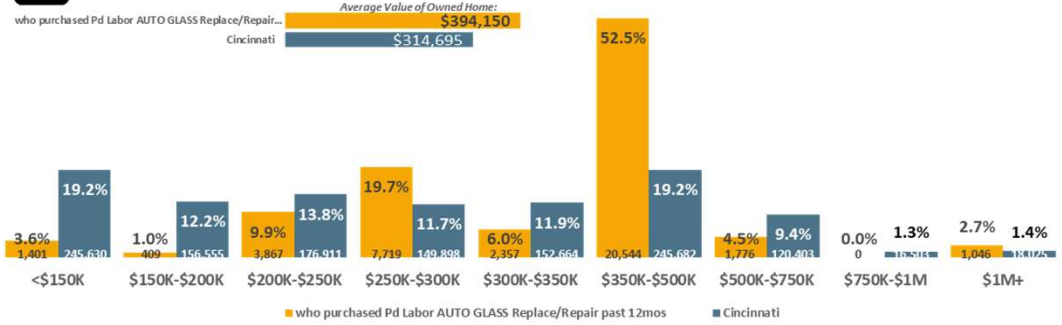
Type of Home: Adults 18 or older



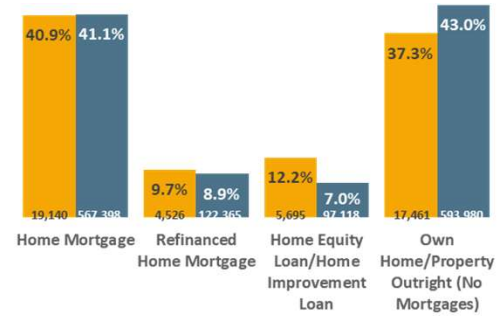
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

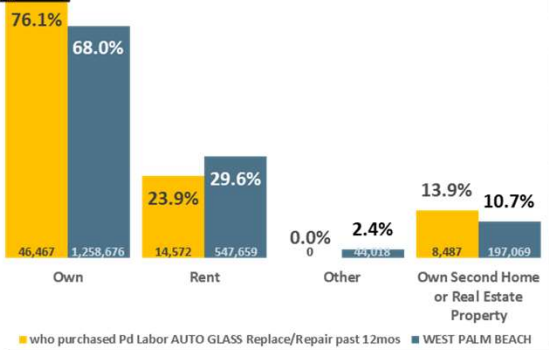
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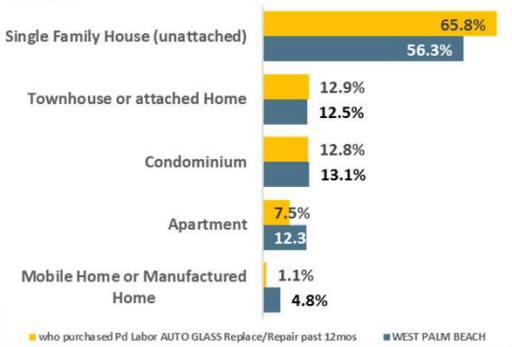


3.3% or 61,039 of WEST PALM BEACH DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair… Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 11.9% more likely to own their home, 8.8% more likely to own a lower valued home, 16.8% more likely to have a single-family home, 77.5% more likely to have a dog.

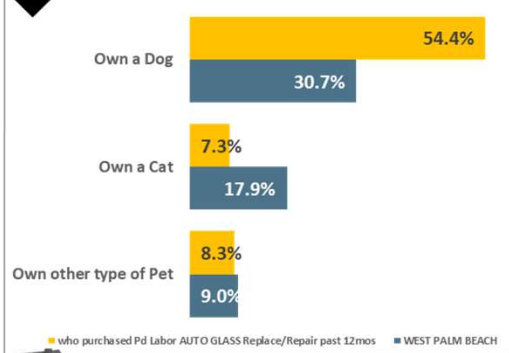
Own/Rent/Other: Adults 18 or older



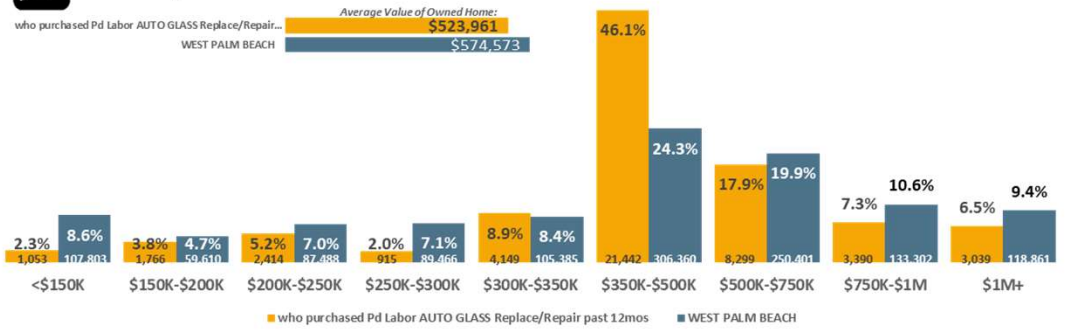
Type of Home: Adults 18 or older



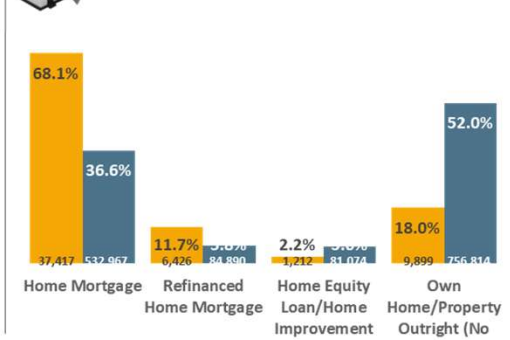
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

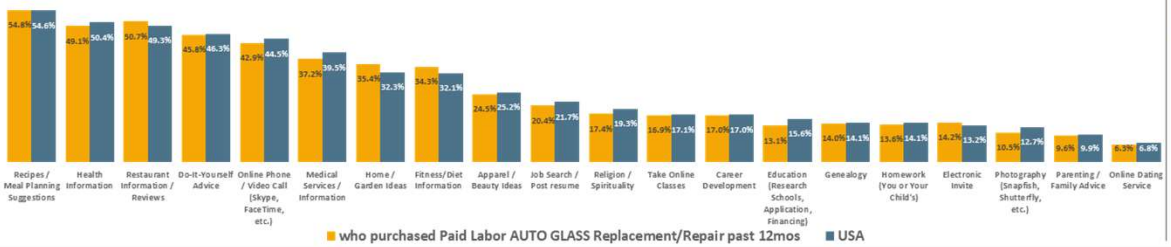
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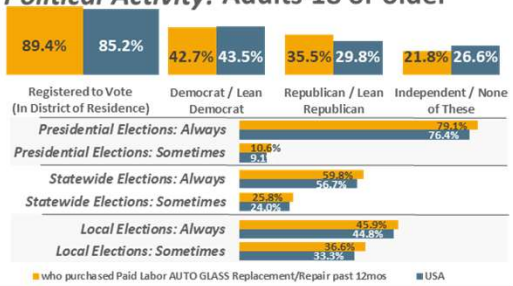


6.7% or 17,632,791 of USA Adults 18 or older purchased Paid Labor AUTO GLASS Replacement/Repair past… Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos are 1.1% less likely to look up D-I-Y advice online, 2.4% more likely to always vote in local elections, 25.3% more likely to belong to a gym, 14.6% more likely to fly do

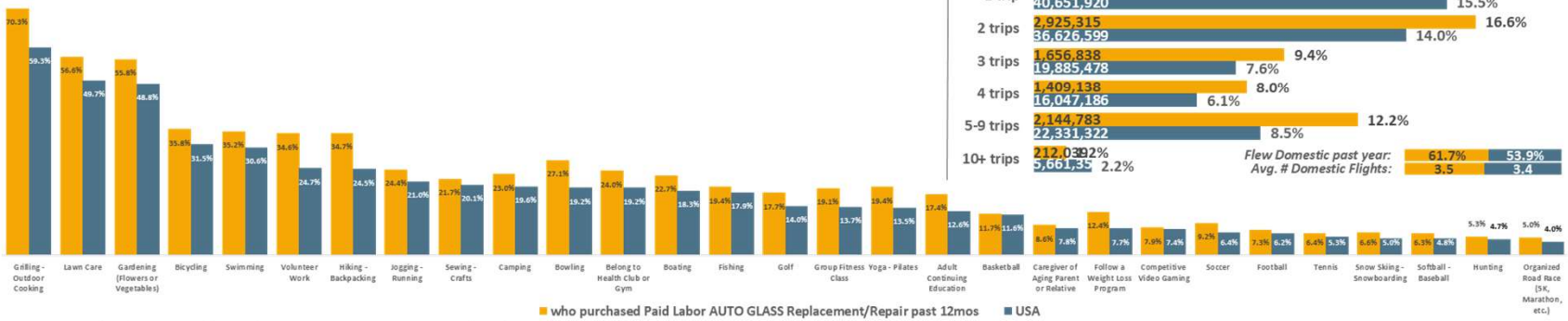
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,440*

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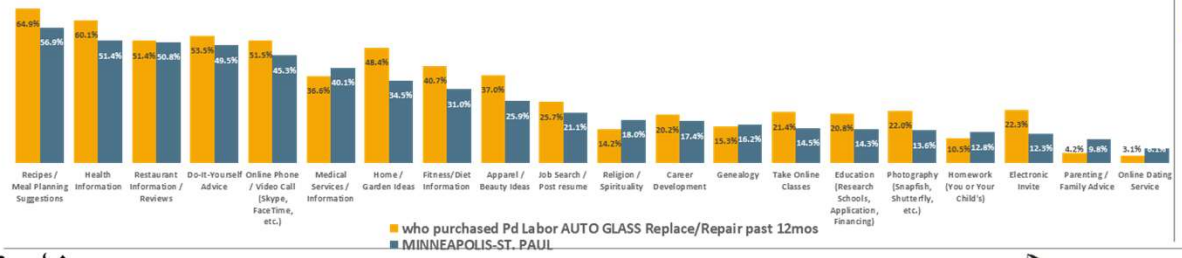
USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

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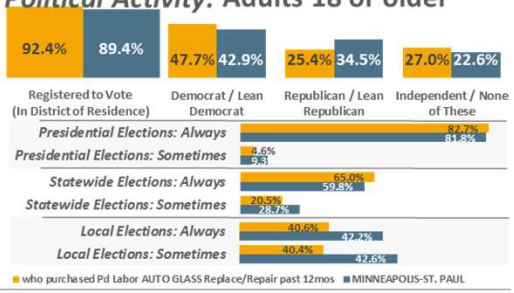


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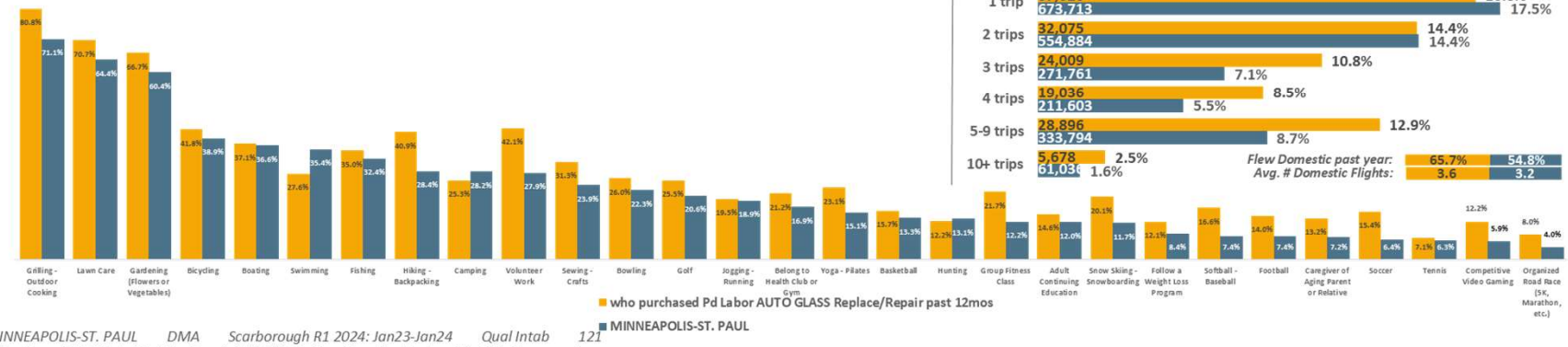
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

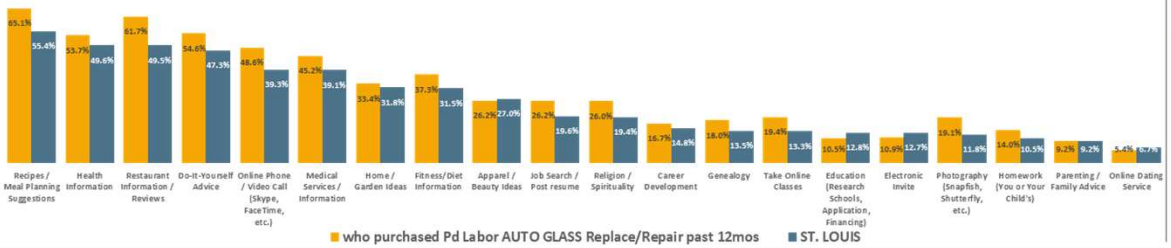
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

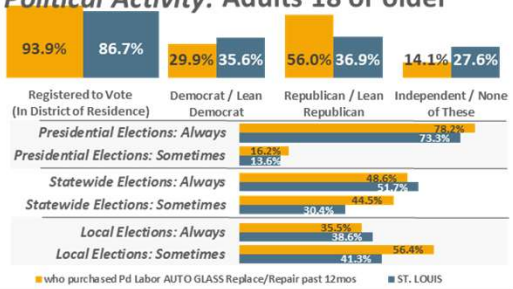


6.% or 151,085 of ST. LOUIS DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 15.3% more likely to look up D-I-Y advice online, 8.1% less likely to always vote in local elections, 46.1% more likely to belong to a gym, 22.3% more likely to fly domesti

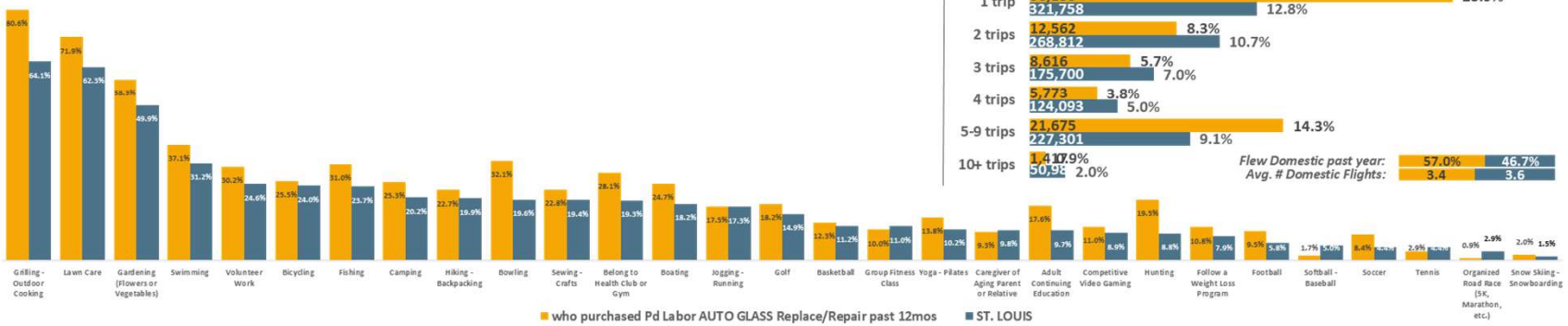
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

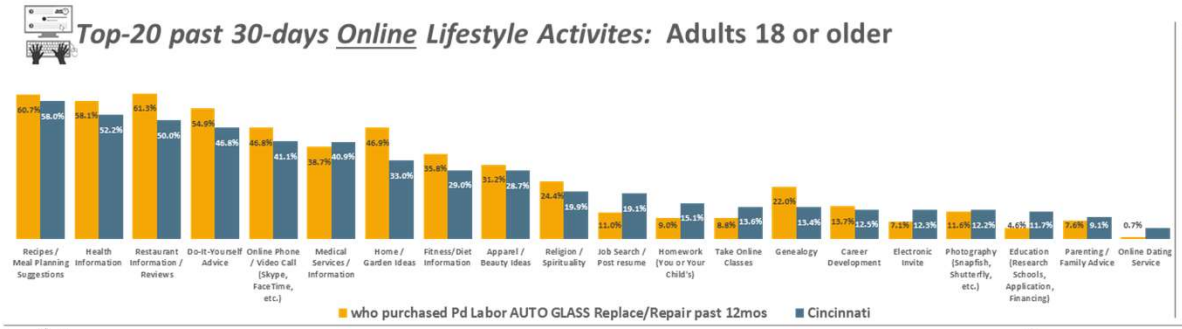
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

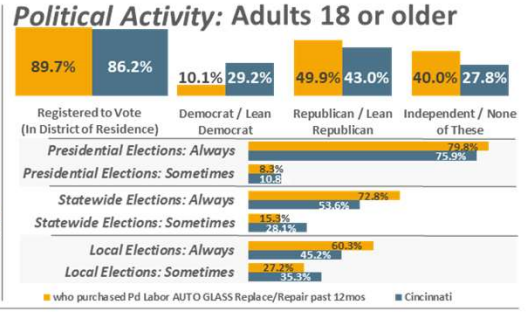
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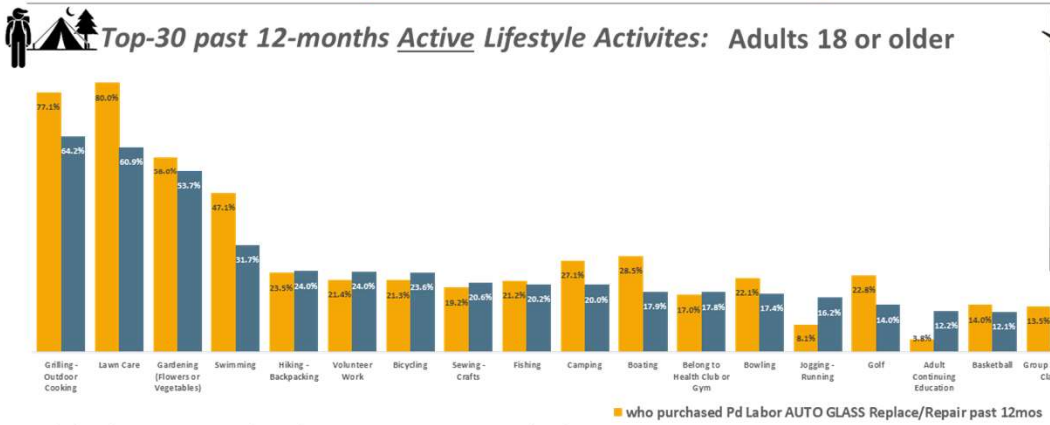
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

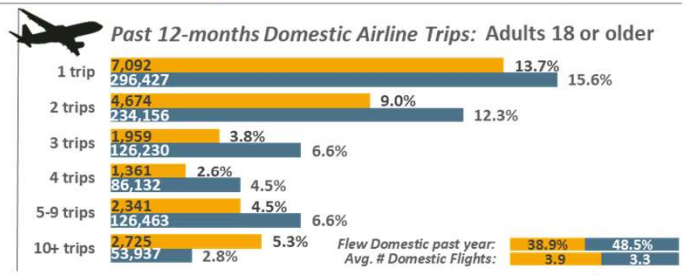


2.7% or 51,751 of Cincinnati DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair … Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 17.5% more likely to look up D-I-Y advice online, 33.5% more likely to always vote in local elections, 4.6% less likely to belong to a gym, 19.7% less likely to fly domesti









Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

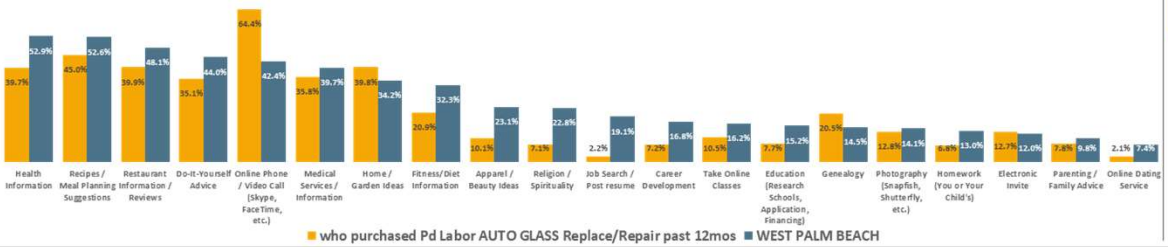
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

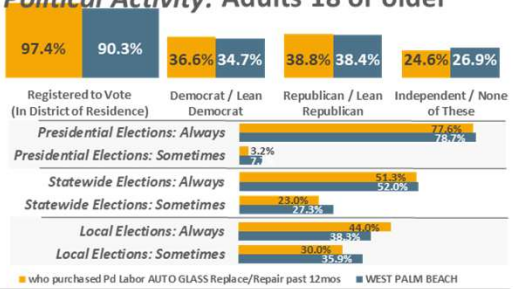


3.3% or 61,039 of WEST PALM BEACH DMA Adults 18 or older are purchased Pd Labor AUTO GLASS... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 20.2% less likely to look up D-I-Y advice online, 15.% more likely to always vote in local elections, 23.9% less likely to belong to a gym, 29.2% more likely to fly domesti

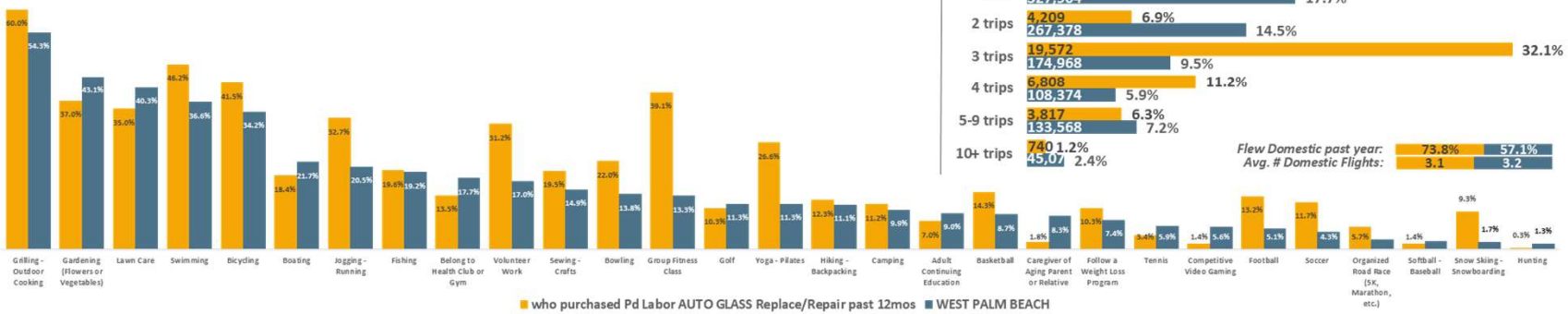
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



6.7% or 17,632,791 of USA Adults 18 or older purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos. Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos are 4.9% more likely to use QSRs past mo., 12.1% more likely to use Sit-Down Restaurants past mo., 26.6% more likely to use Casinos past yr., 35.9% less likely to smoke c

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 93.1% 88.7% — 16,409,622 — 232,484,369

Avg. Monthly QSR Meals: 7.4 — 6.4

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



Total Monthly Sit-Down Restaurant Users: 85.2% 76.0% — 15,025,851 — 199,361,135

Avg. Monthly Sit-Down Restaurant Meals: 4.5 — 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who purchased Paid Labor AUTO GLASS... 3,582,061 — 20.3%

USA [illegible] — 17.4%

Drank Past 30-days: Adults 18 or older

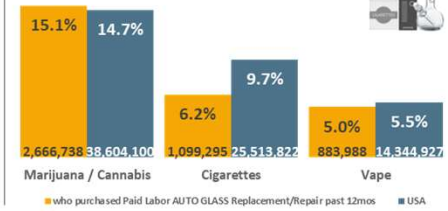


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *1,440*

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USA Projection *Scarborough R1 2024: Jan23-Apr24* *Qual Intab* *23,333*

[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



5.8% or 223,321 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased Pd Labor AUTO GLASS… Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 1.1% more likely to use QSRs past mo., 5.1% more likely to use Sit-Down Restaurants past mo., 4.7% less likely to use Casinos past yr., 23.5% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



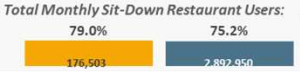
Avg. Monthly QSR Meals:



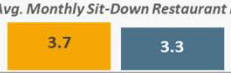
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



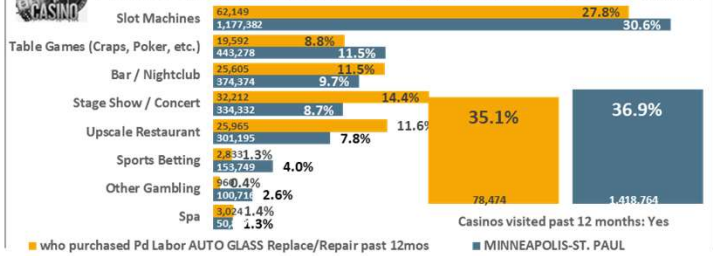
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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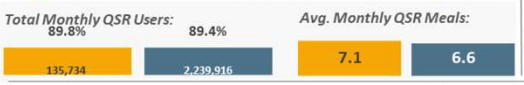
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



6.% or 151,085 of ST. LOUIS DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are .5% more likely to use QSRs past mo., 16.5% more likely to use Sit-Down Restaurants past mo., 18.7% more likely to use Casinos past yr., 42.2% less likely to smoke cigarett

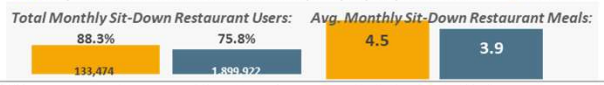
Past 30-days QSR Users: Adults 18 or older





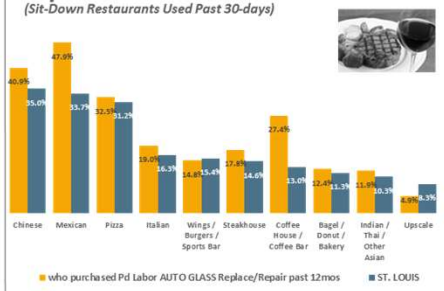
Past 30-days Sit-Down Restaurant Users: Adults 18 or older





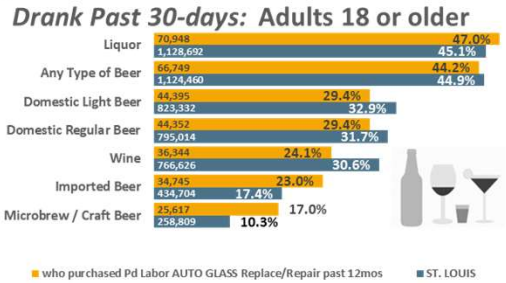
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



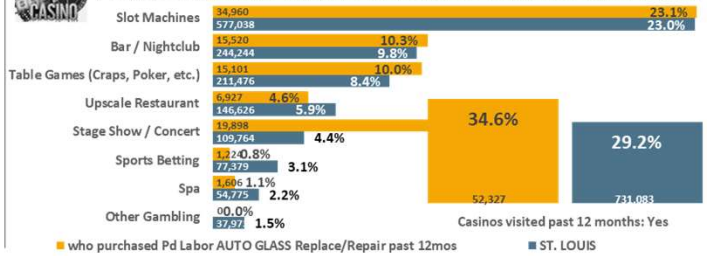


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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2.7% or 51,751 of Cincinnati DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 11.8% more likely to use QSRs past mo., 25.2% more likely to use Sit-Down Restaurants past mo., 11.6% less likely to use Casinos past yr., 61.8% less likely to smoke cigare

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



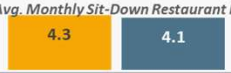
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

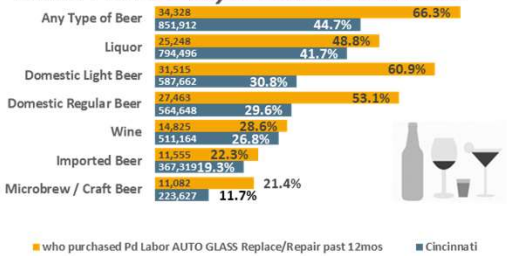
(Sit-Down Restaurants Used Past 30-days)



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

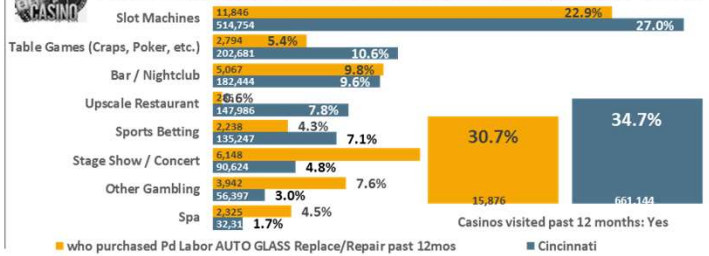


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



3.3% or 61,039 of WEST PALM BEACH DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair ... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 14.2% more likely to use QSRs past mo., 17.2% more likely to use Sit-Down Restaurants past mo., 1.2% more likely to use Casinos past yr., 38.7% less likely to smoke cigaret

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 95.4% 58,234 | 83.5% 1,545,244

Avg. Monthly QSR Meals: 6.7 | 5.9

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



Total Monthly Sit-Down Restaurant Users: 92.0% 56,170 | 78.5% 1,452,762

Avg. Monthly Sit-Down Restaurant Meals: 3.5 | 4.7

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

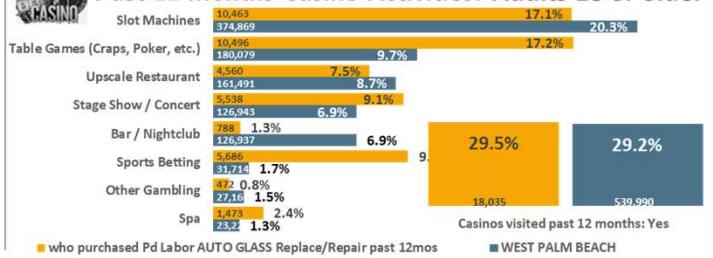
who purchased Pd Labor AUTO GLASS Replace/Repair...	14,354	23.5%
WEST PALM BEACH	316,072	17.1%

Drank Past 30-days: Adults 18 or older



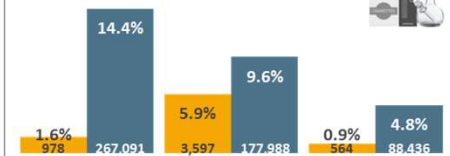
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





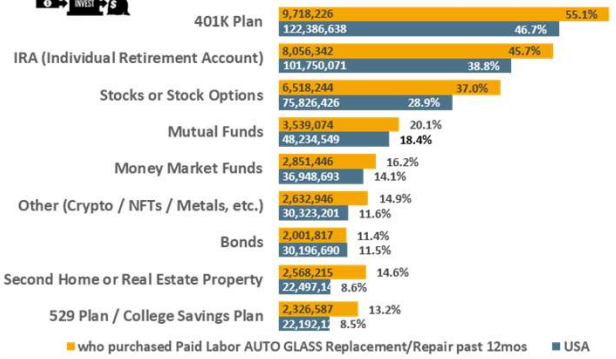
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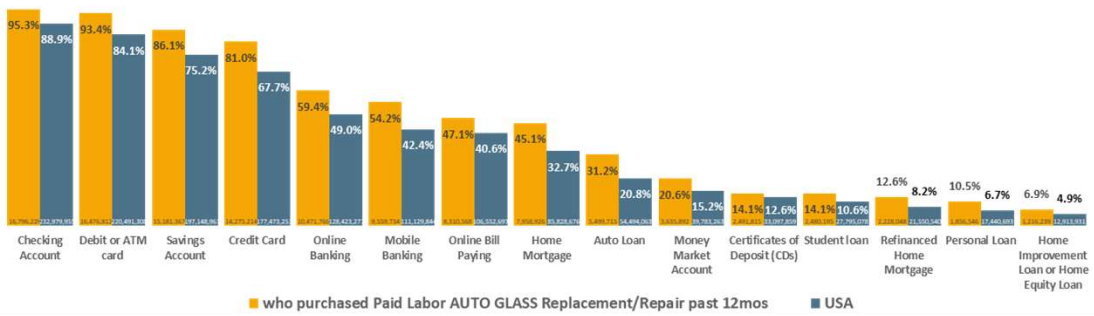


6.7% or 17,632,791 of USA Adults 18 or older purchased Paid Labor AUTO GLASS Replacement/Repair past… Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos are 18.1% more likely to have a 401K, 50.1% more likely to have an Auto Loan, 37.% more likely to Invest/Trade Stocks Online, 15.% more likely to pay with their Debit Car

Investments Owned: Adults 18 or older



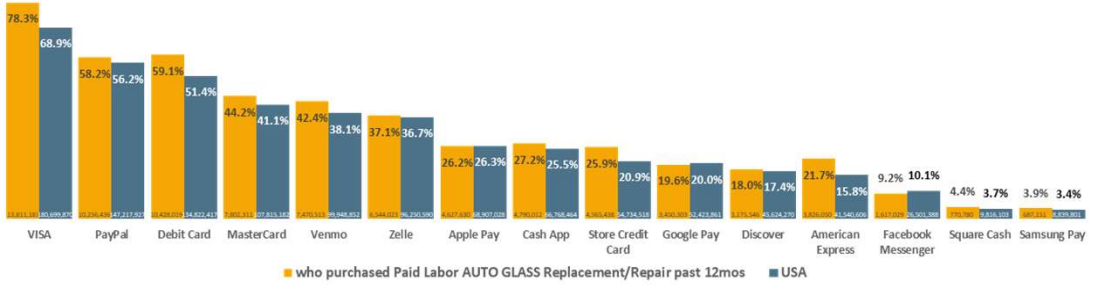
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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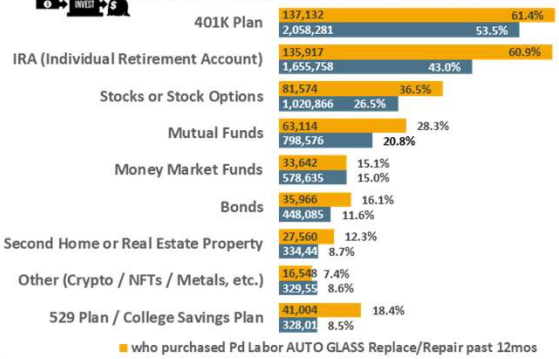
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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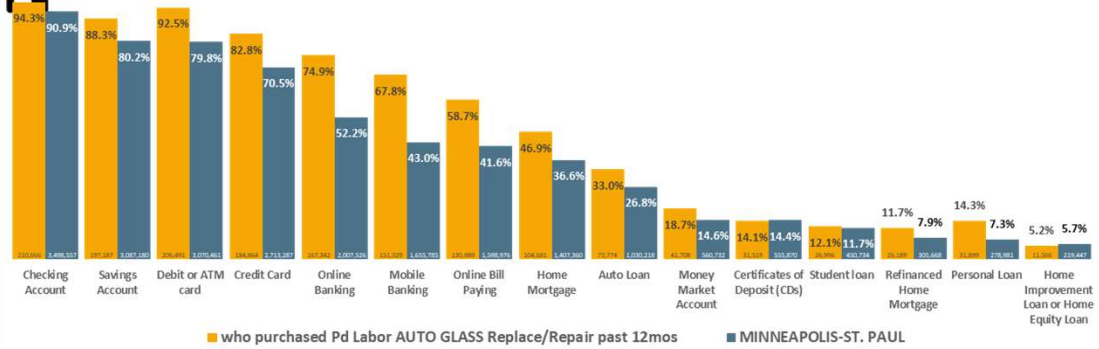


5.8% or 223,321 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older purchased Pd Labor AUTO GLASS... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 14.8% more likely to have a 401K, 23.4% more likely to have an Auto Loan, 18.2% more likely to Invest/Trade Stocks Online, 21.2% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



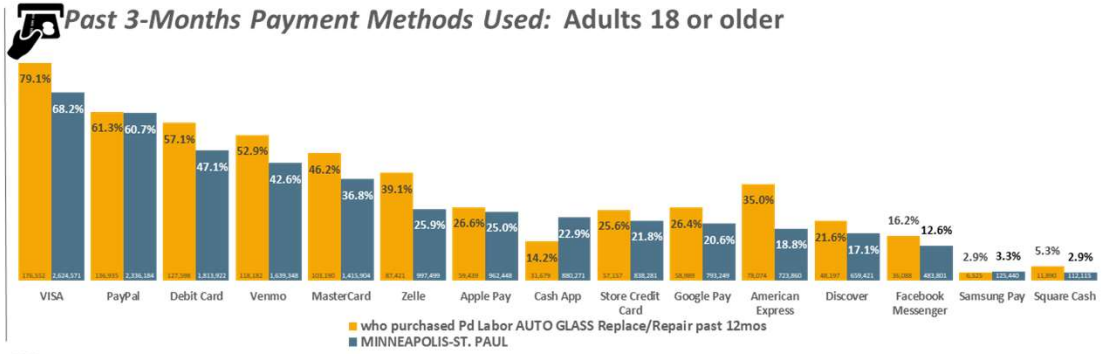
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



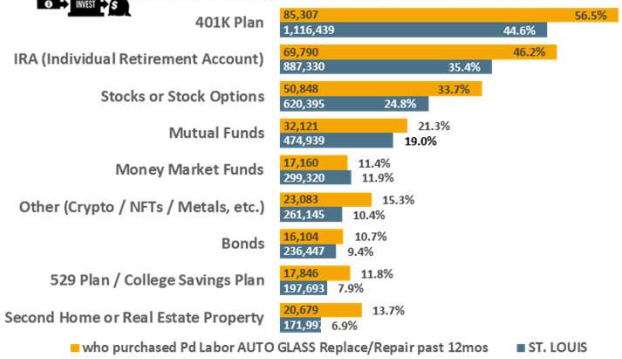
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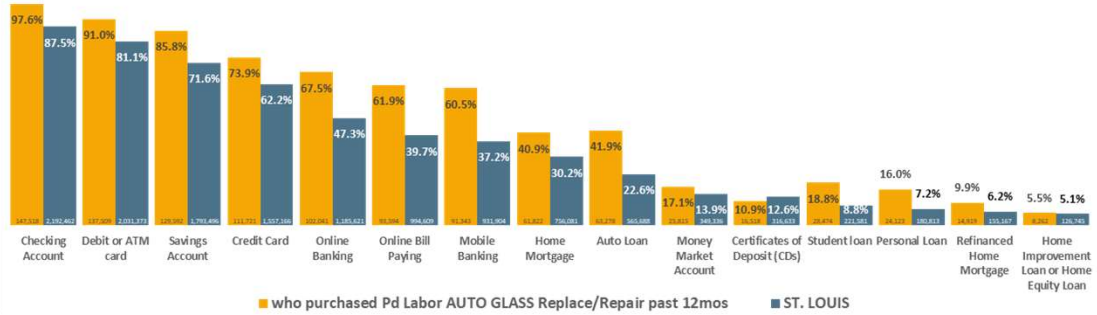


6.% or 151,085 of ST. LOUIS DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair past... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 26.7% more likely to have a 401K, 85.5% more likely to have an Auto Loan, 77.8% more likely to Invest/Trade Stocks Online, 22.4% more likely to pay with their Debit Card.

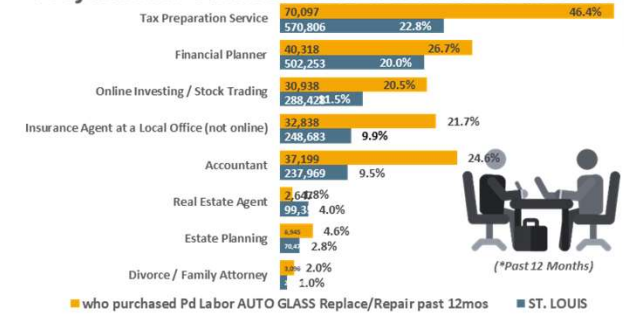
Investments Owned: Adults 18 or older



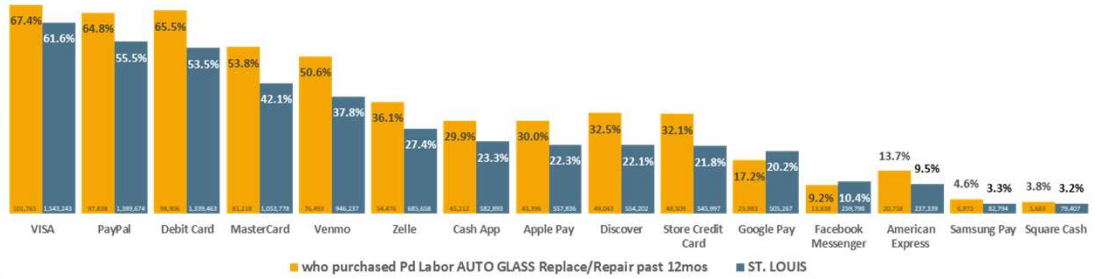
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

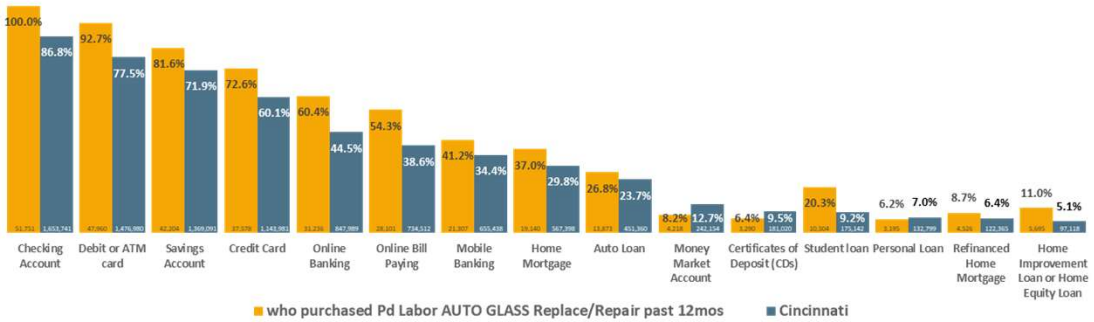


2.7% or 51,751 of Cincinnati DMA Adults 18 or older are purchased Pd Labor AUTO GLASS Replace/Repair … Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 49.% more likely to have a 401K, 13.1% more likely to have an Auto Loan, 16.7% more likely to Invest/Trade Stocks Online, 2.% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

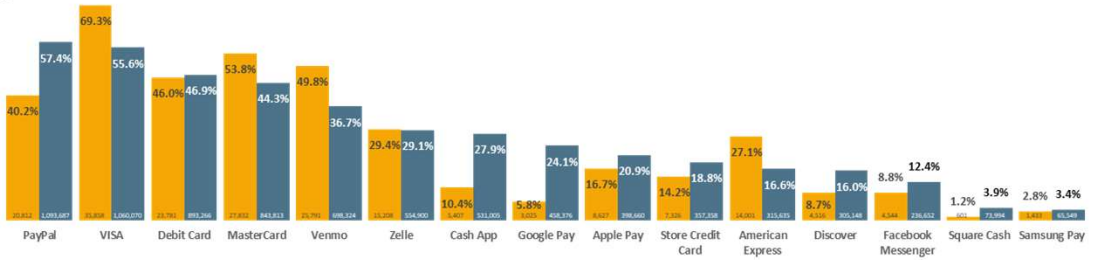


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

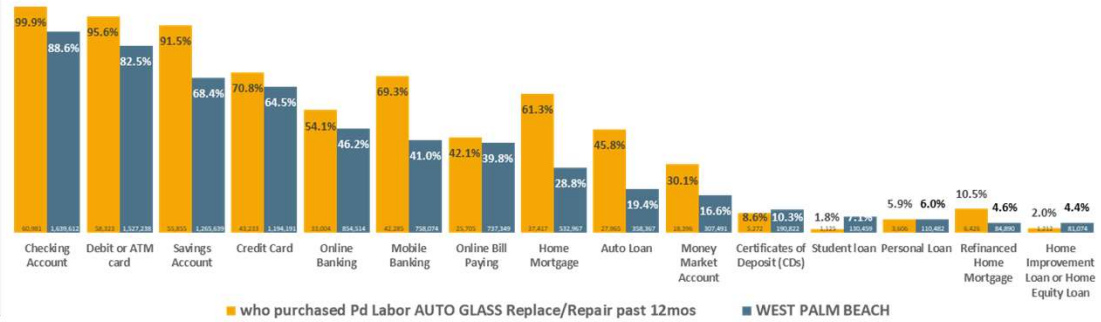


3.3% or 61,039 of WEST PALM BEACH DMA Adults 18 or older are purchased Pd Labor AUTO GLASS... Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos are 54.7% more likely to have a 401K, 136.6% more likely to have an Auto Loan, 123.5% more likely to Invest/Trade Stocks Online, 18.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



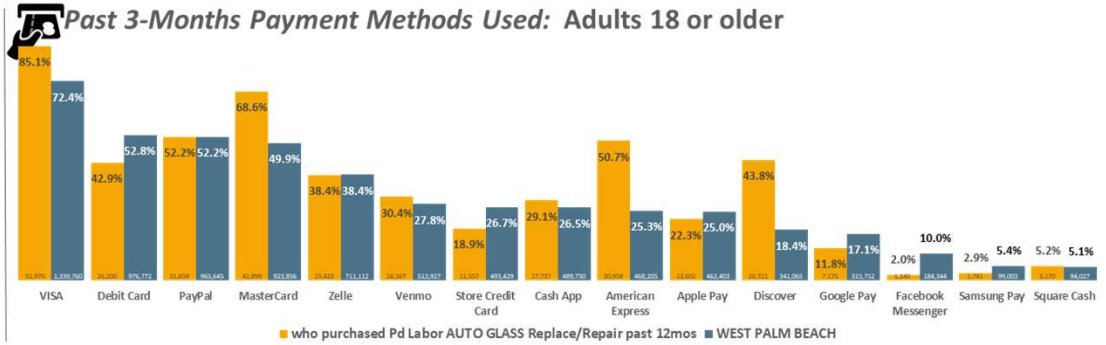
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older

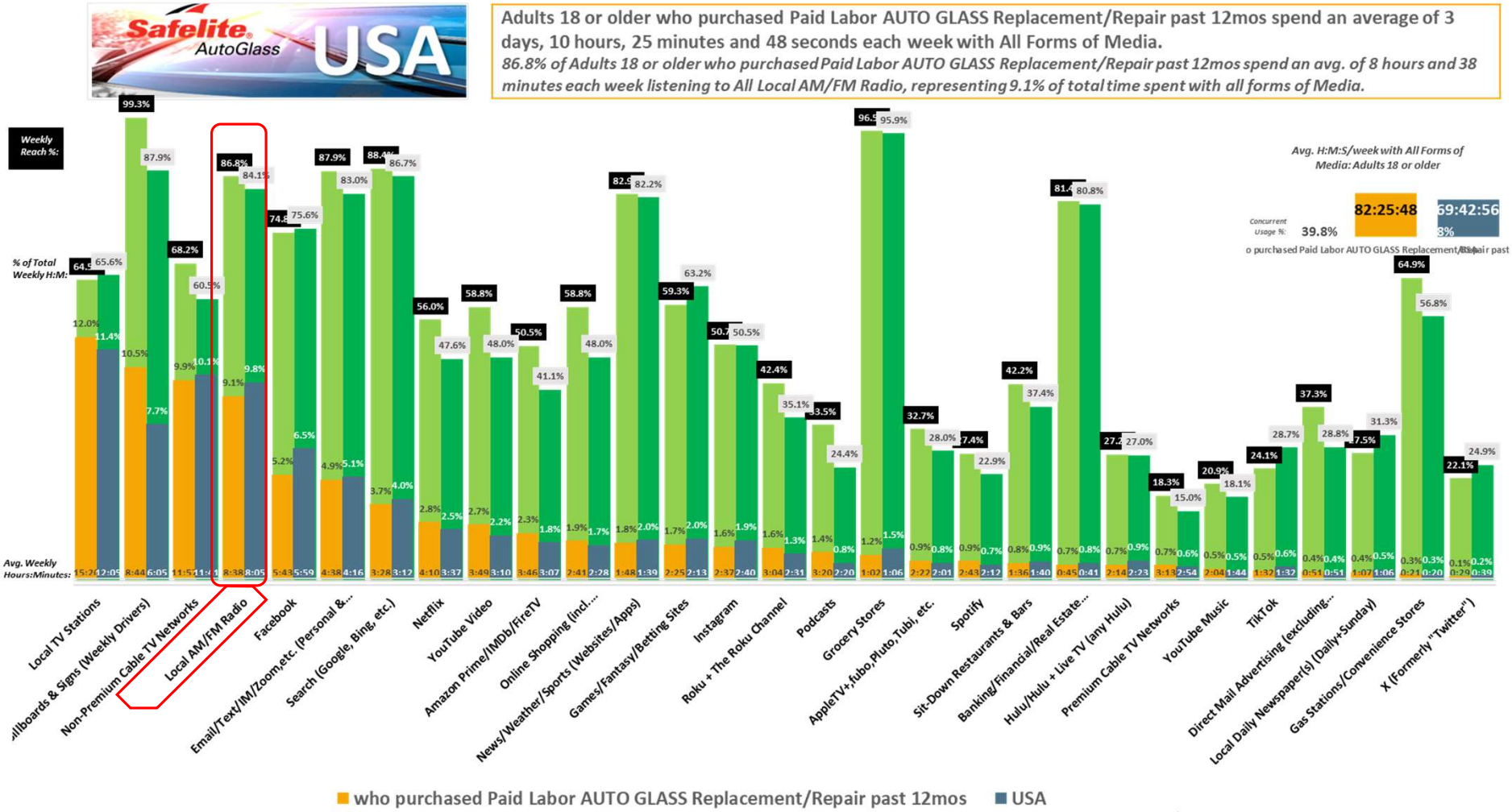


Past 3-Months Payment Methods Used: Adults 18 or older



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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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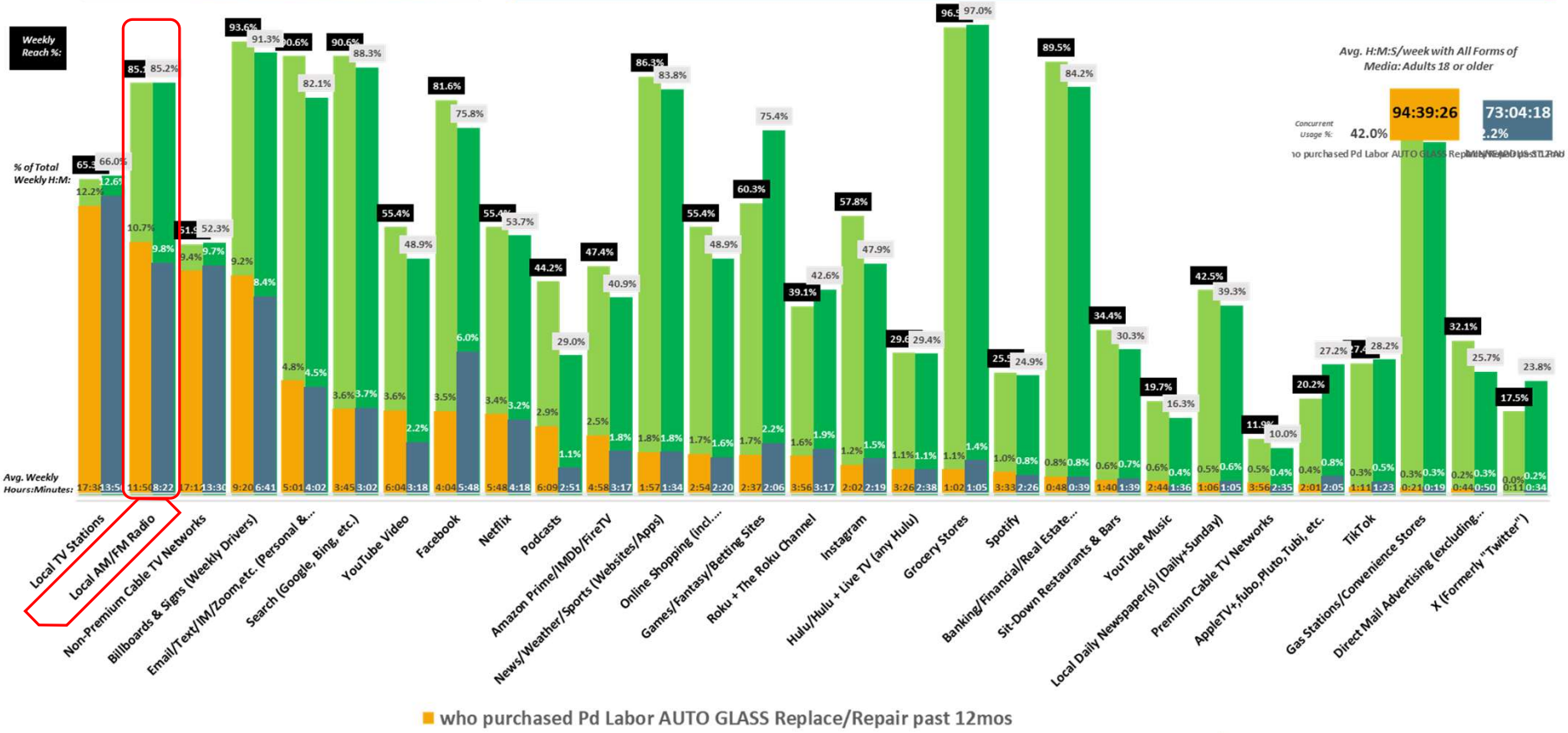
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 3 days, 22 hours, 39 minutes and 26 seconds each week with All Forms of Media.

85.1% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an avg. of 11 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.

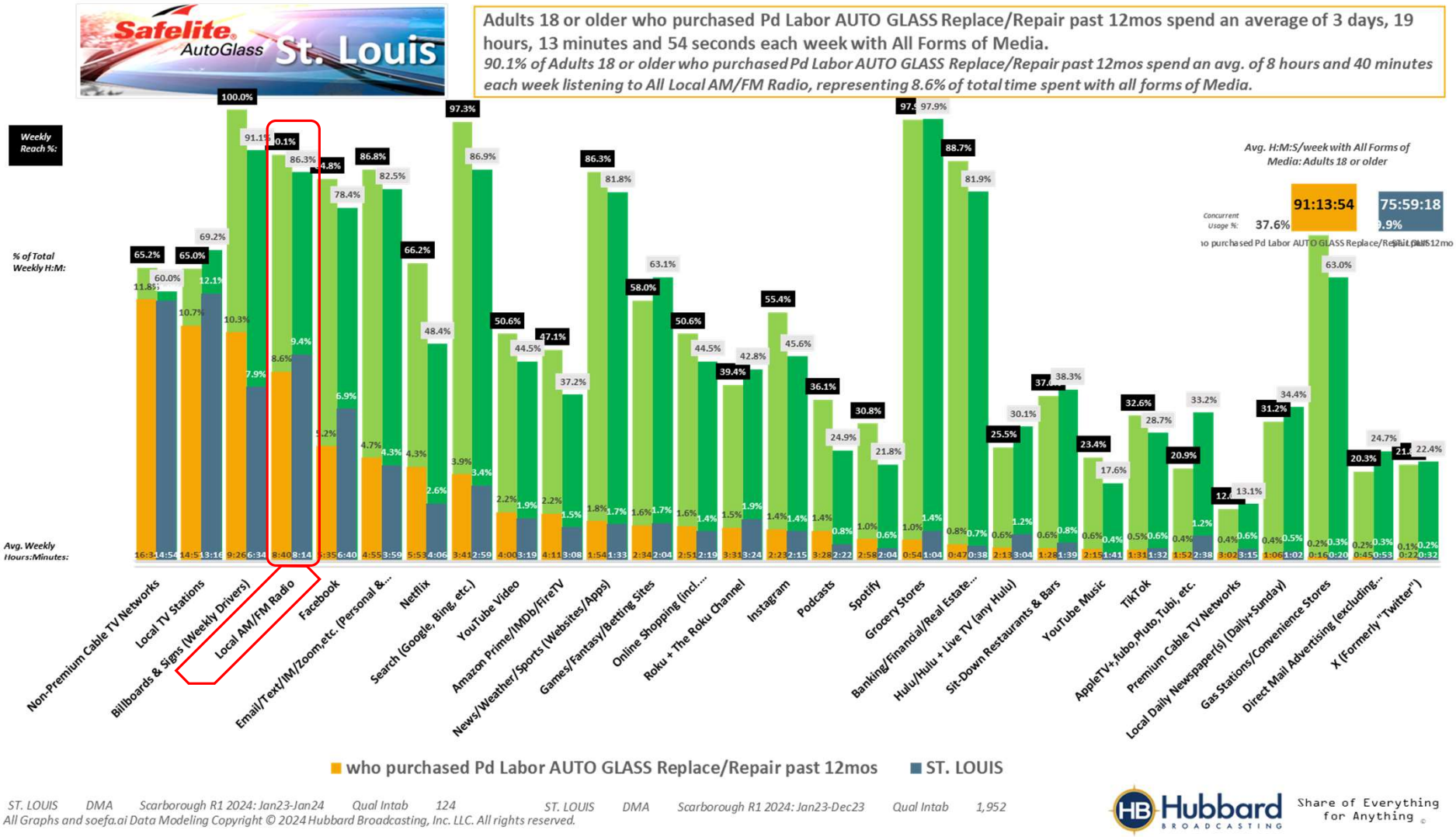


■ who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

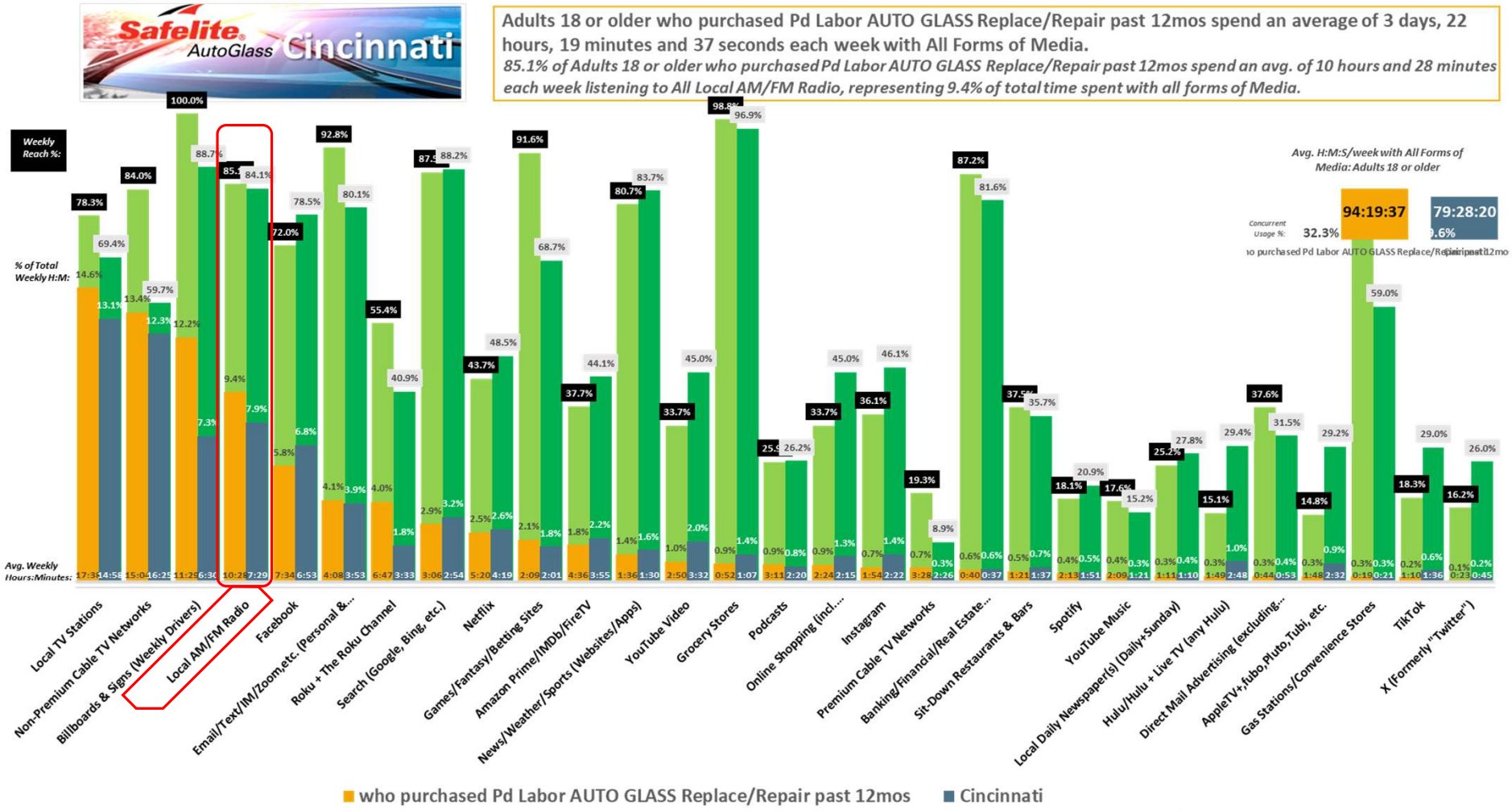


ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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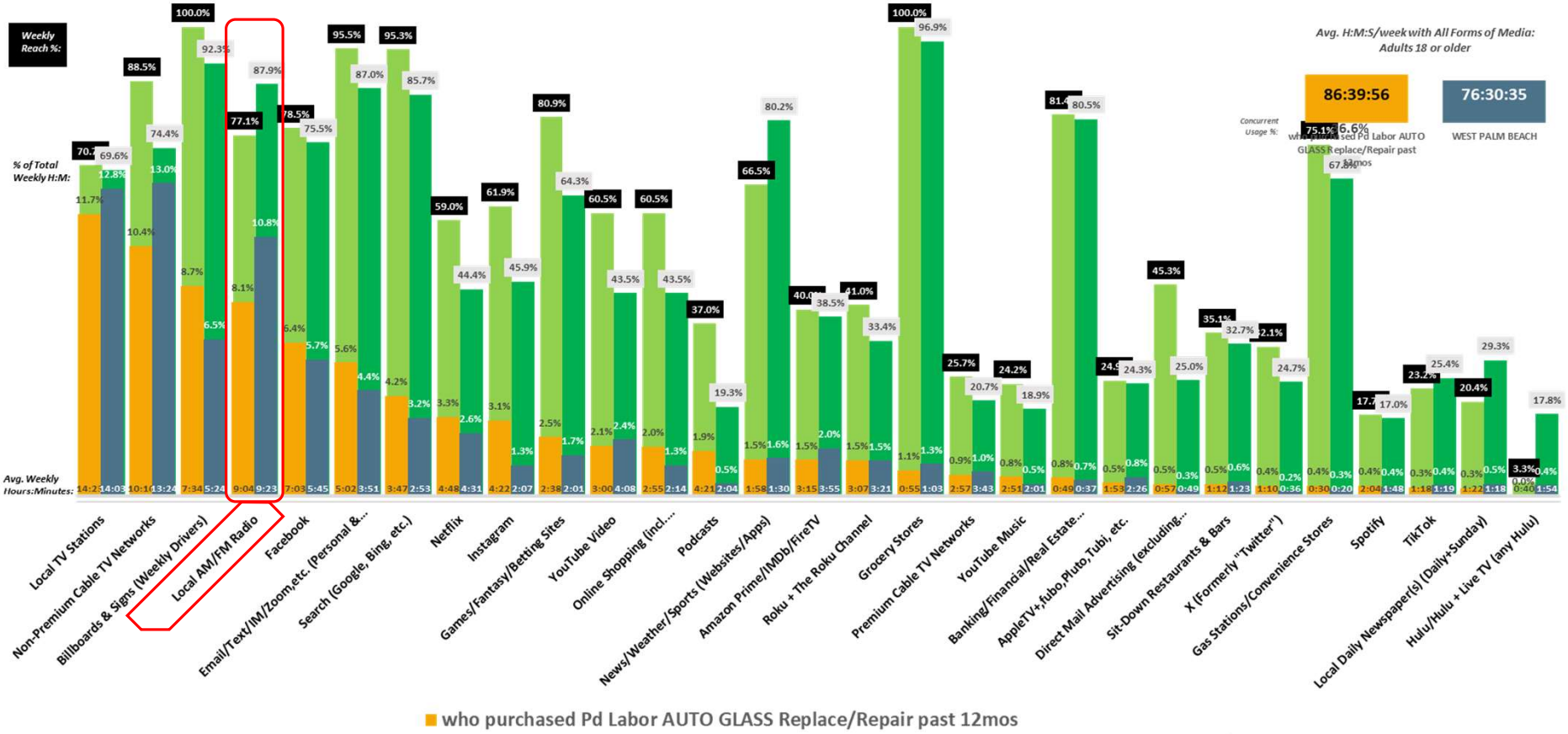
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 3 days, 14 hours, 39 minutes and 56 seconds each week with All Forms of Media.

77.1% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an avg. of 9 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



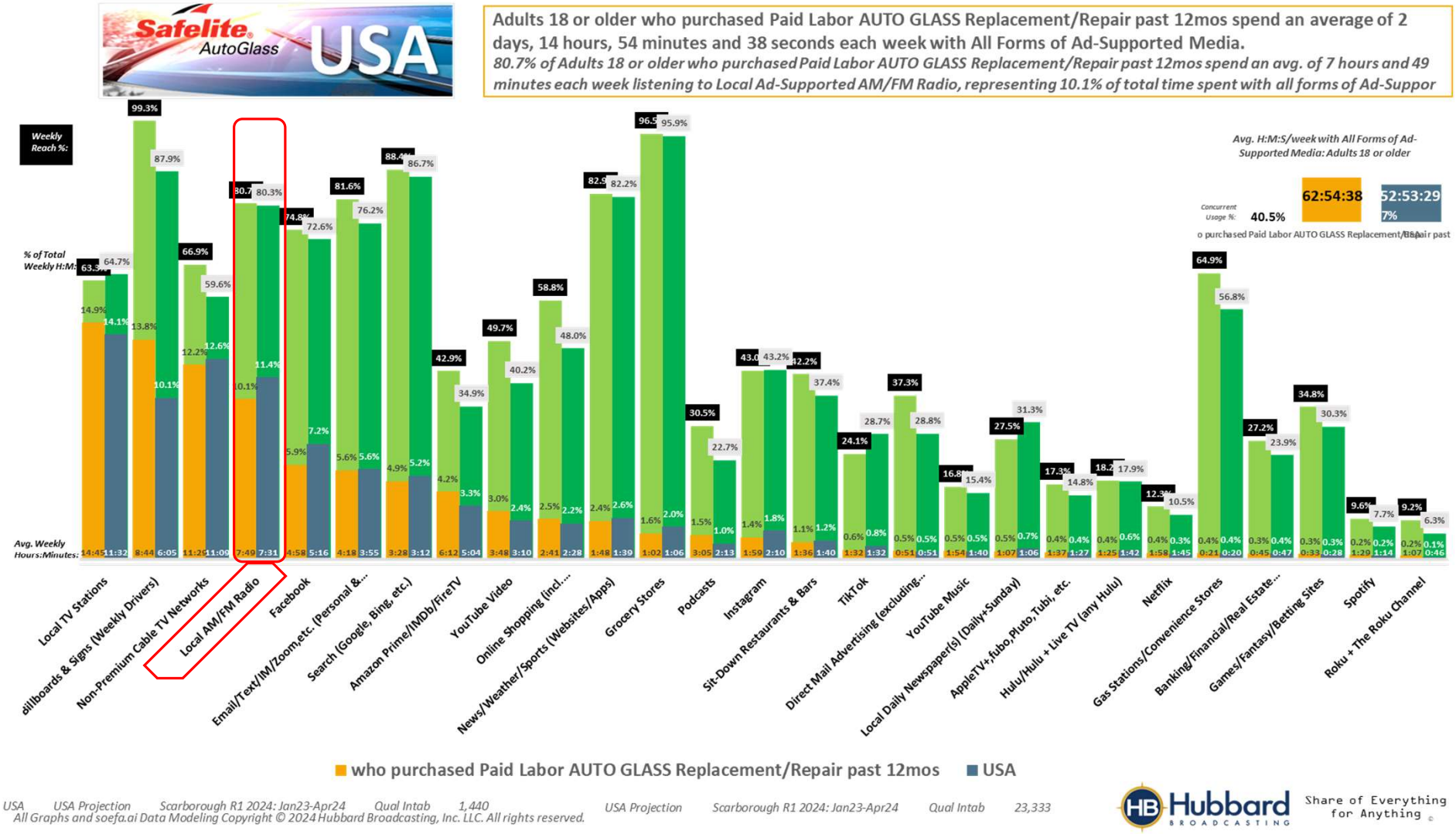
■ who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

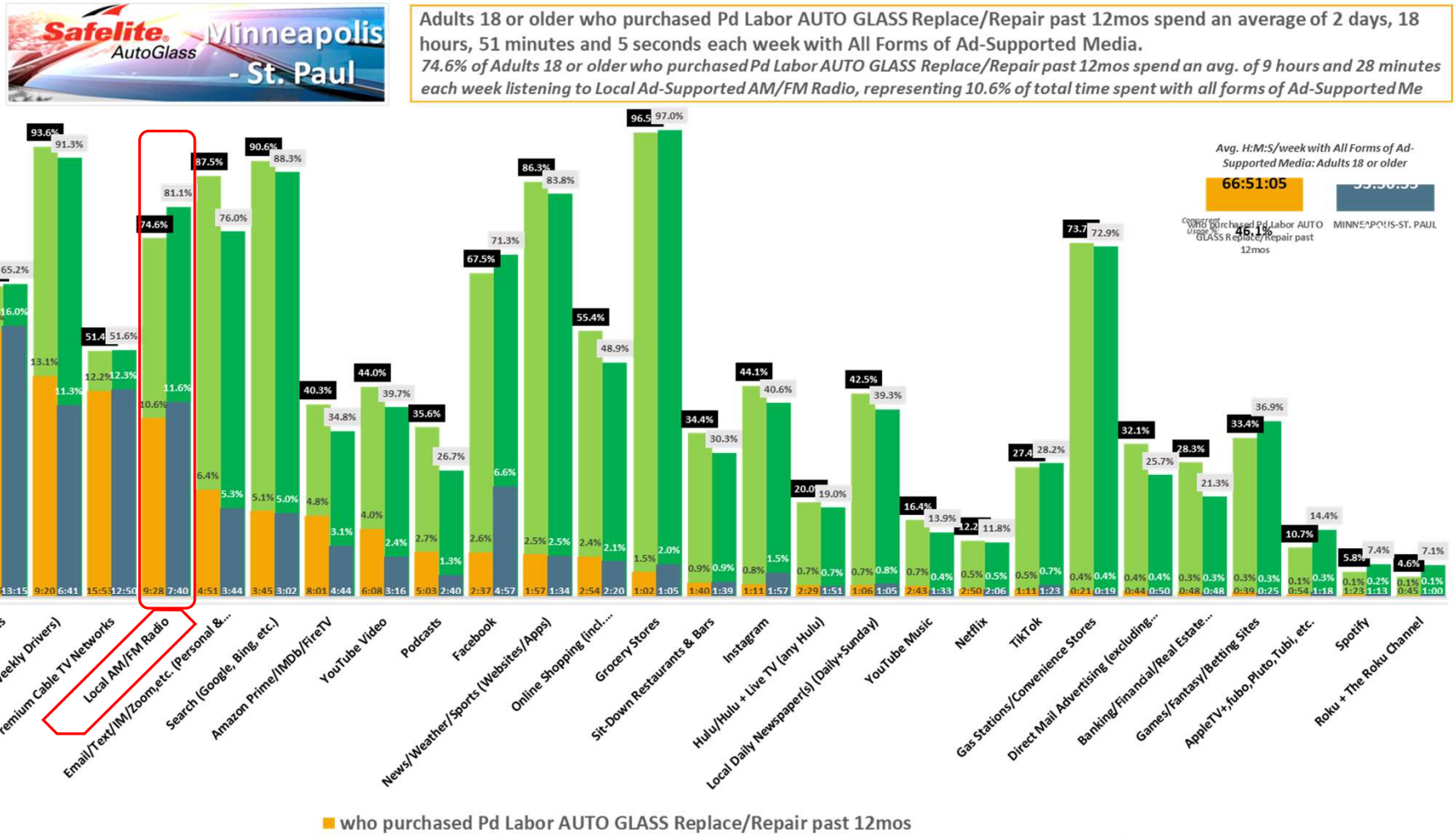


USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440 USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

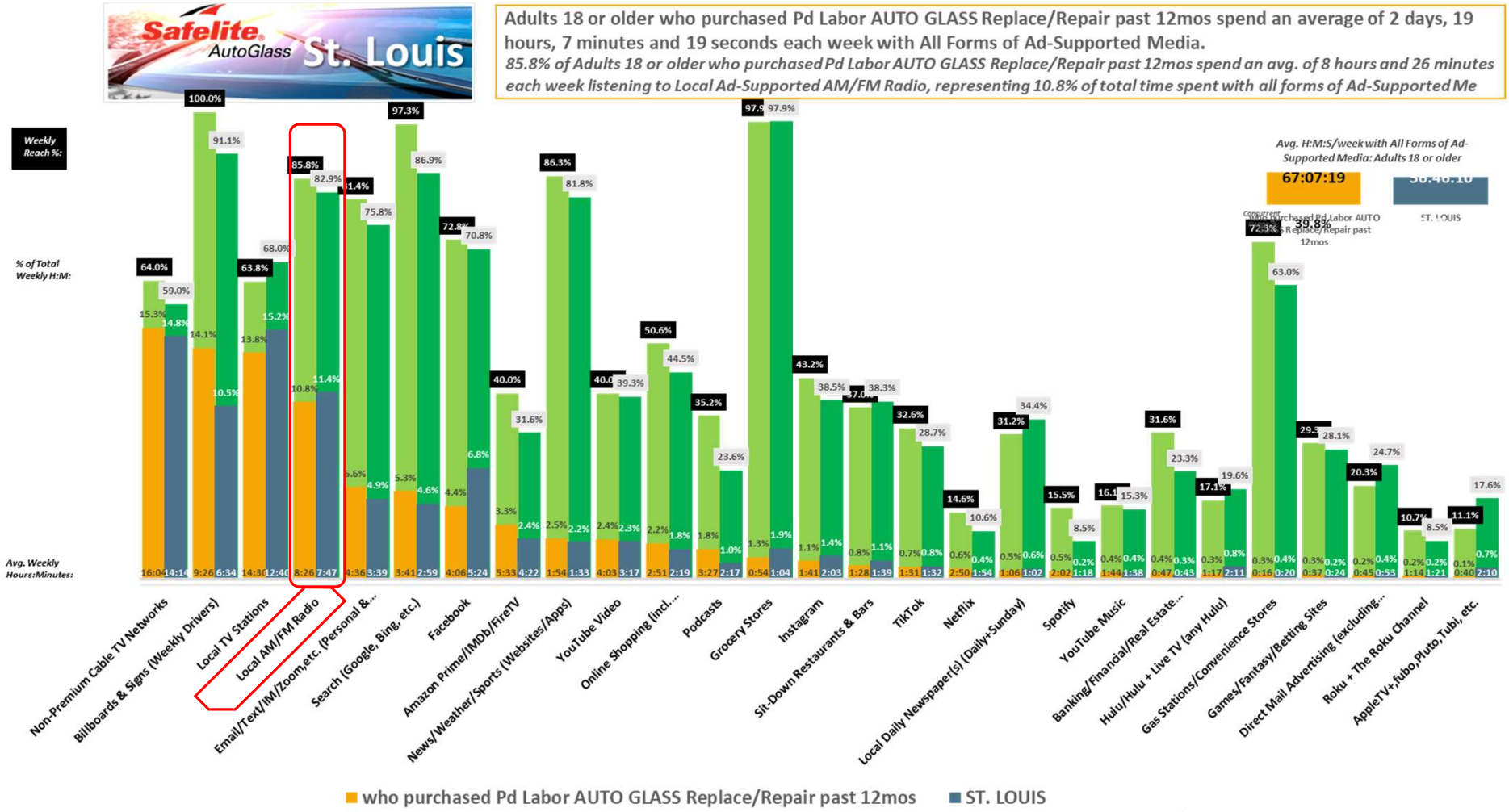


MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

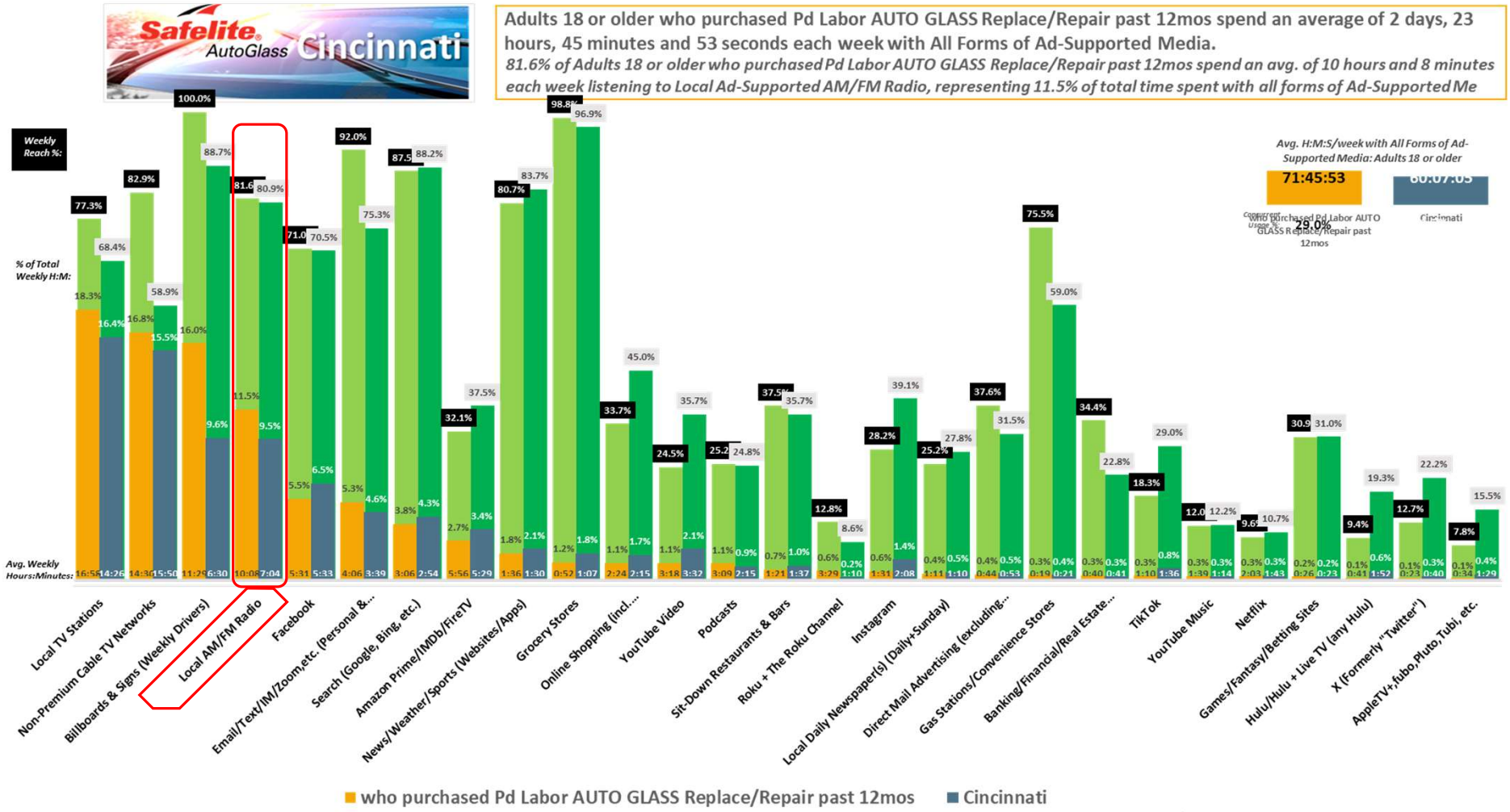


ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

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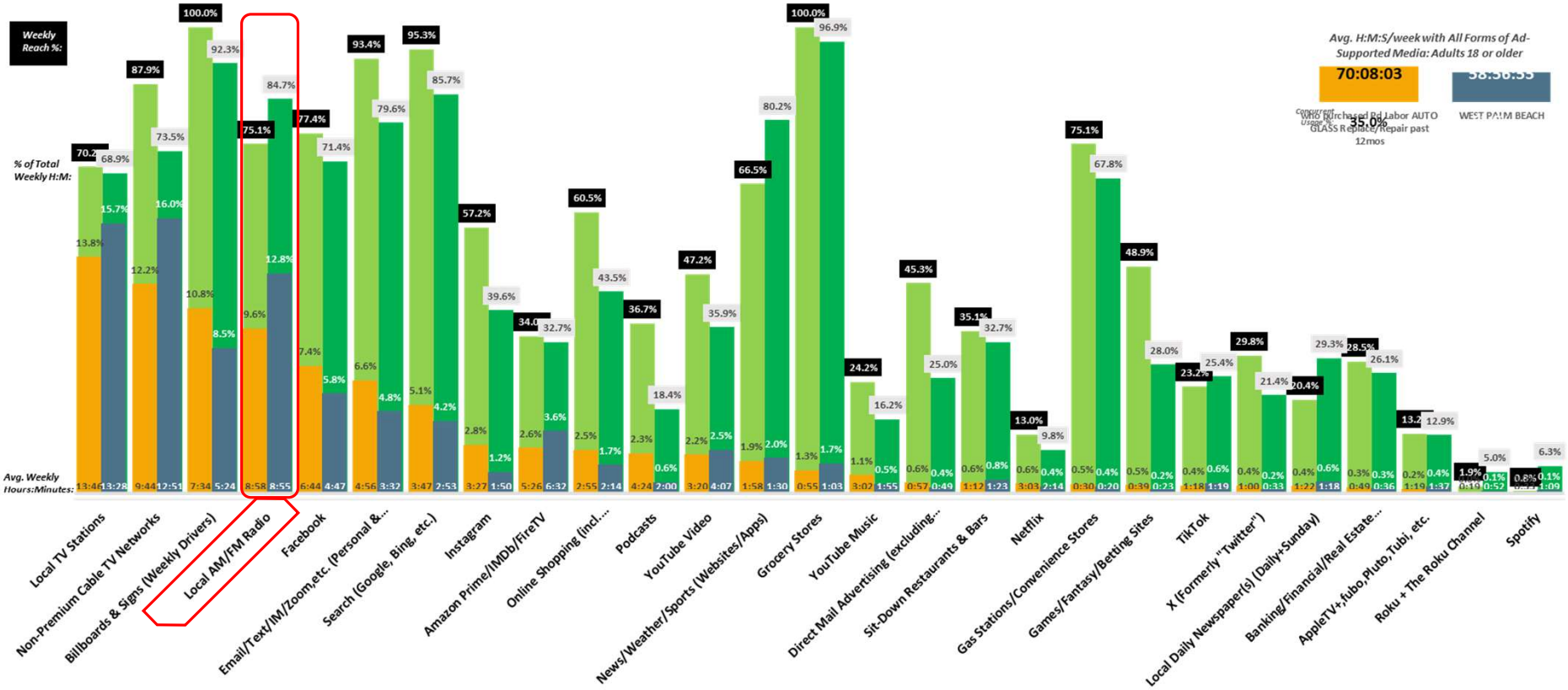
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 2 days, 22 hours, 8 minutes and 3 seconds each week with All Forms of Ad-Supported Media.

75.1% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an avg. of 8 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Med



■ who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos

WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

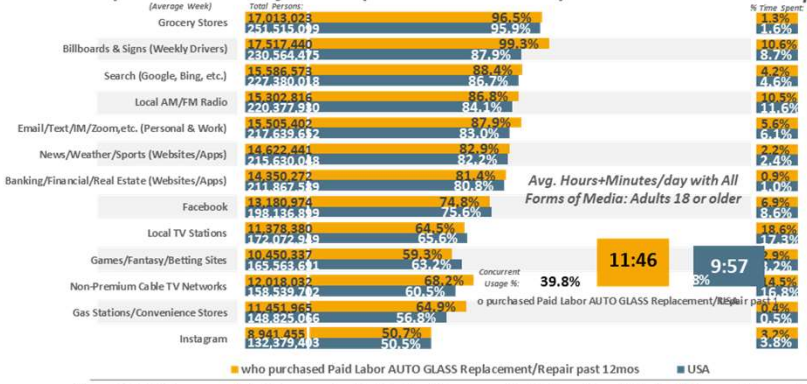
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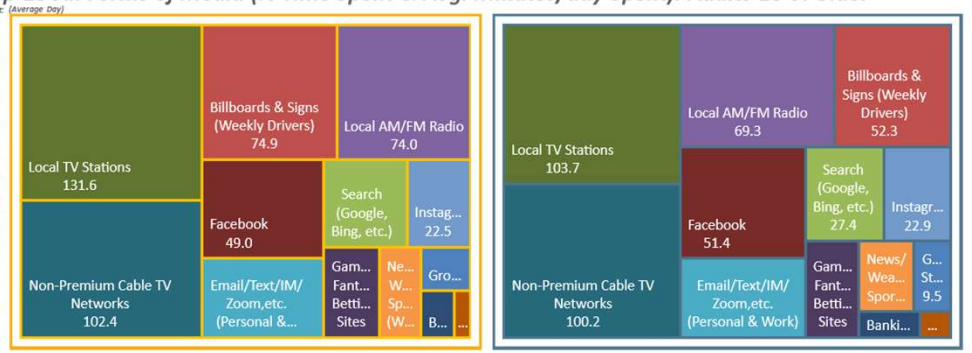
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos spend an average of 8 hours and 59 minutes each day with All Forms of Ad-Supported Media. 80.7% listen to Local AM/FM Radio for an avg. of 67.1 minutes/day. *(Local Radio delivers 10.1% of Time with Ad-Supported Media.)*

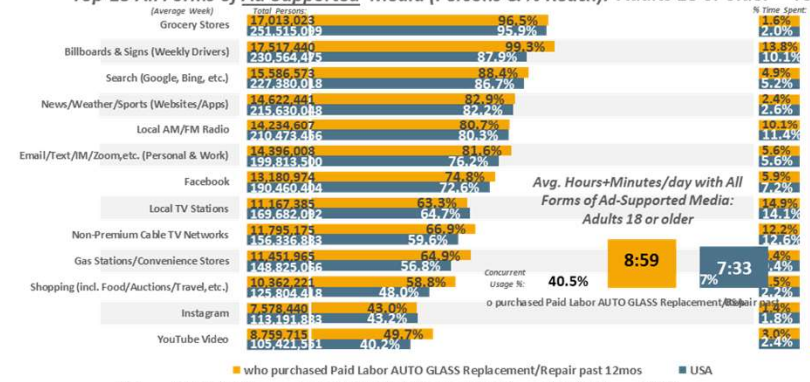
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



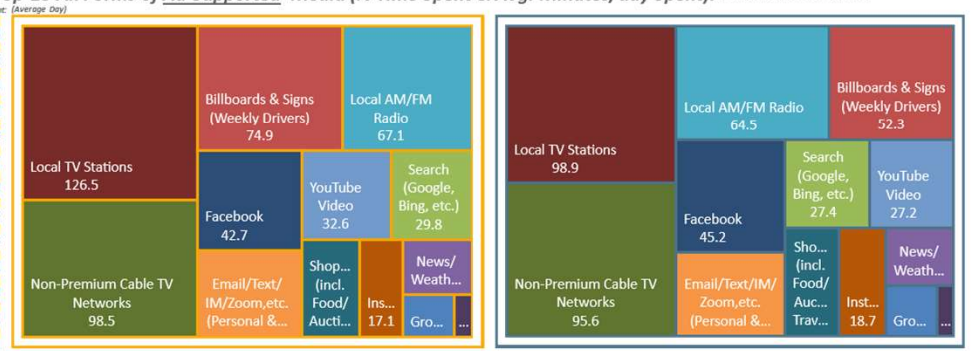
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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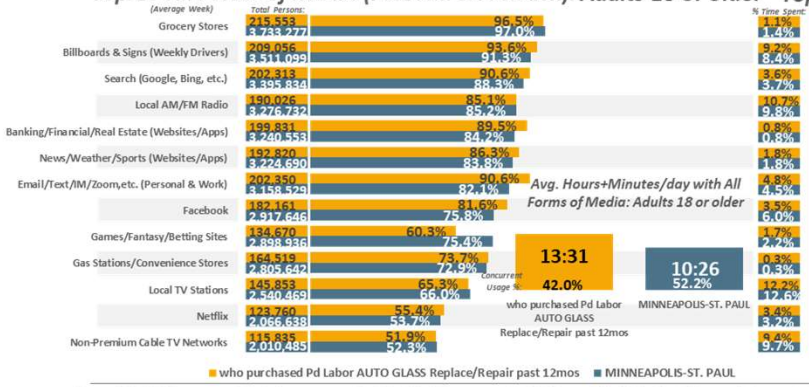
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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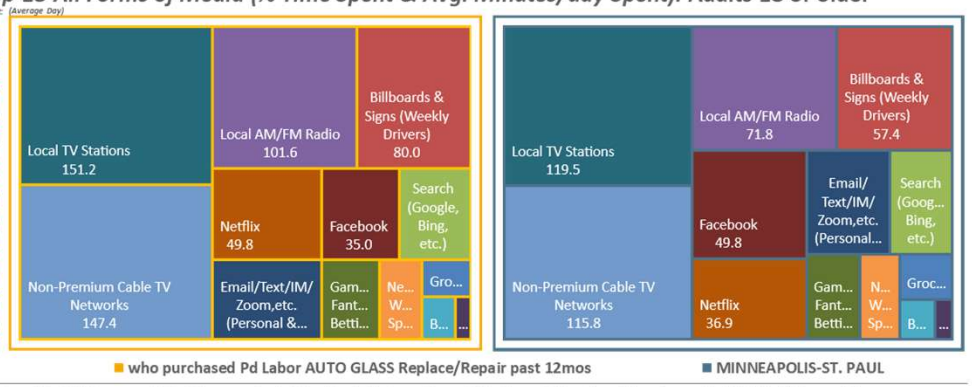
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 9 hours and 33 minutes each day with All Forms of Ad-Supported Media. 74.6% listen to Local AM/FM Radio for an avg. of 81.3 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

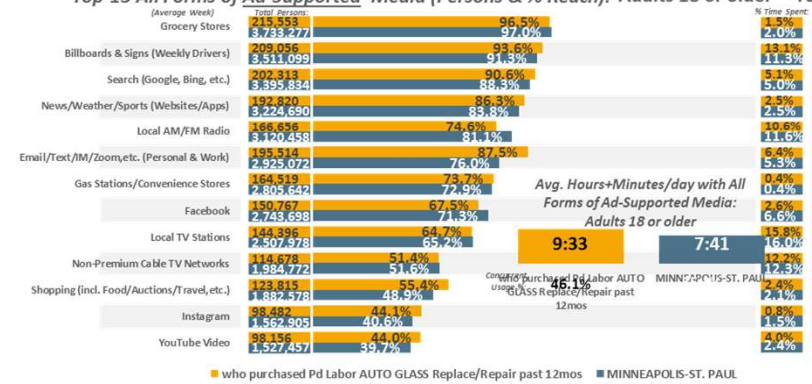
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



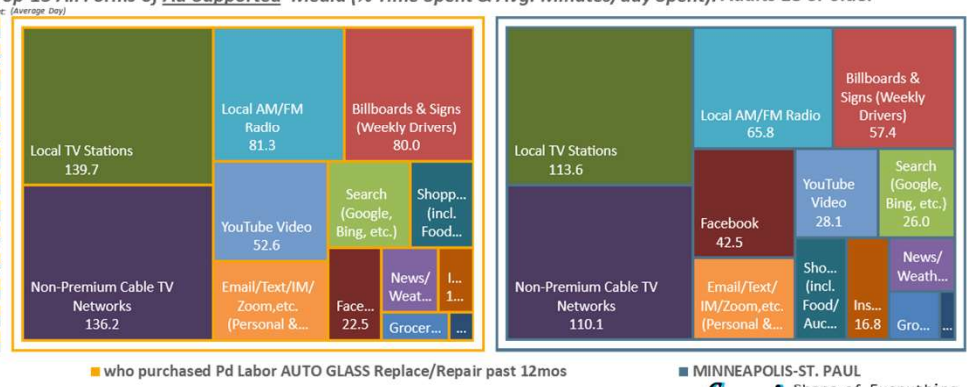
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

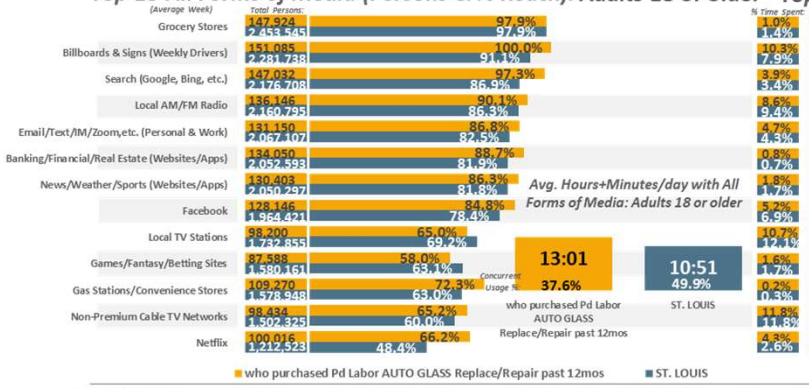
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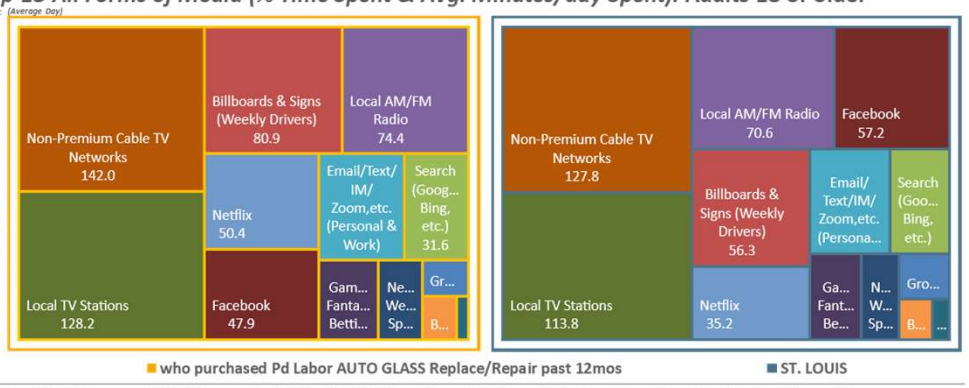
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 9 hours and 35 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 72.3 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

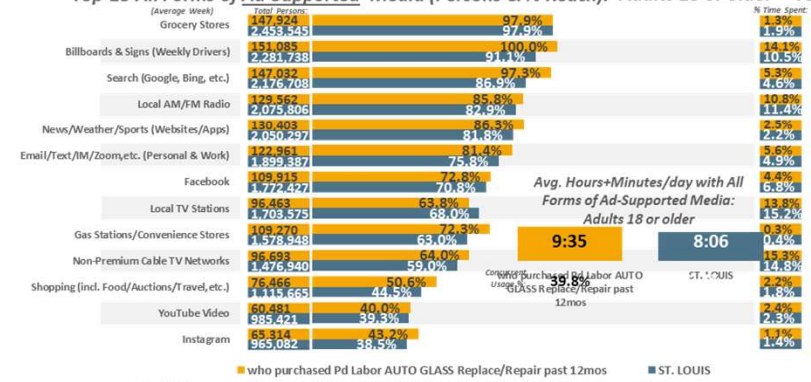
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



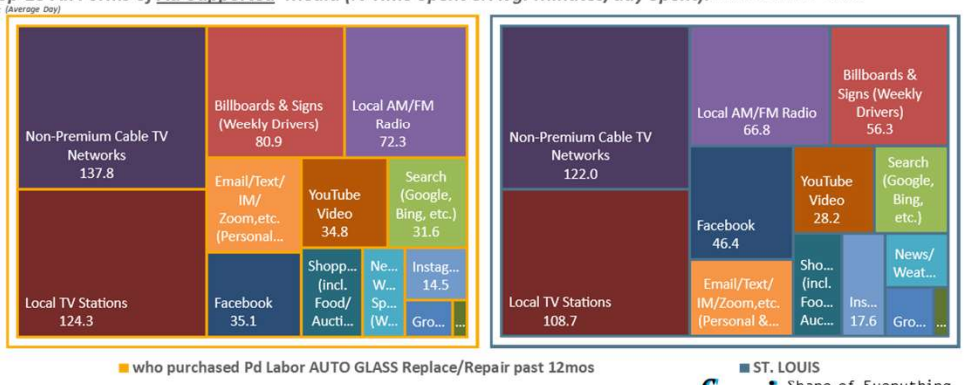
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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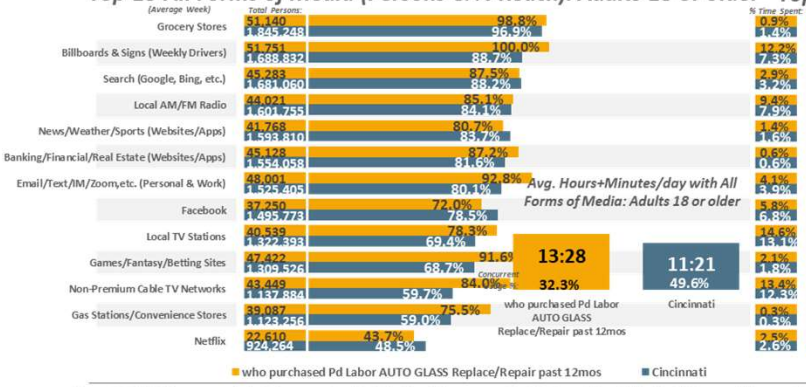
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

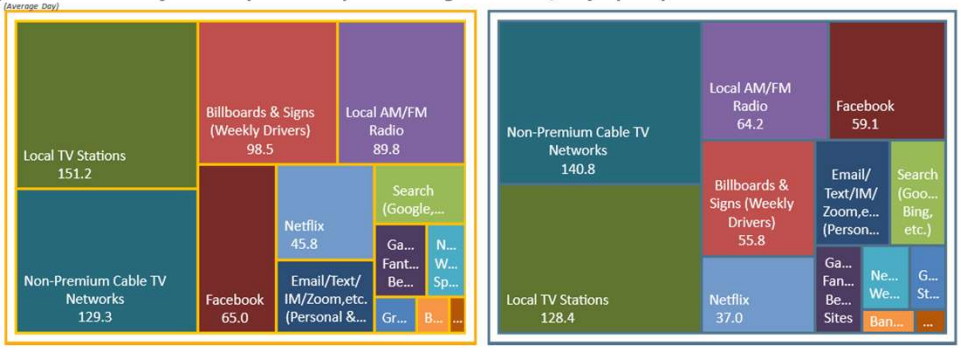


Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 10 hours and 15 minutes each day with All Forms of Ad-Supported Media. 81.6% listen to Local AM/FM Radio for an avg. of 86.9 minutes/day. *(Local Radio delivers 11.5% of Time with Ad-Supported Media.)*

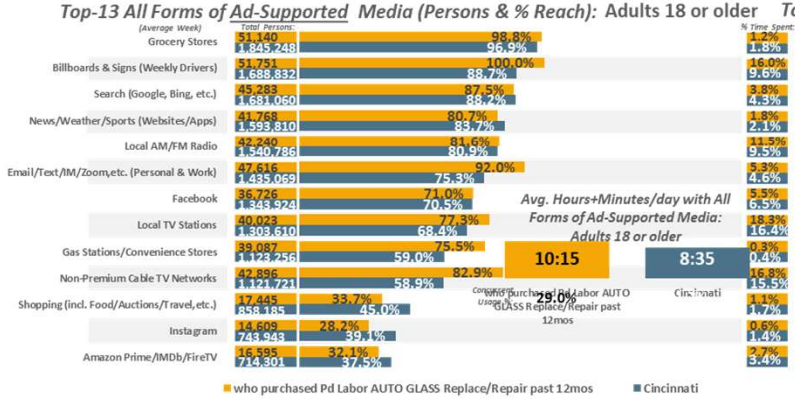
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



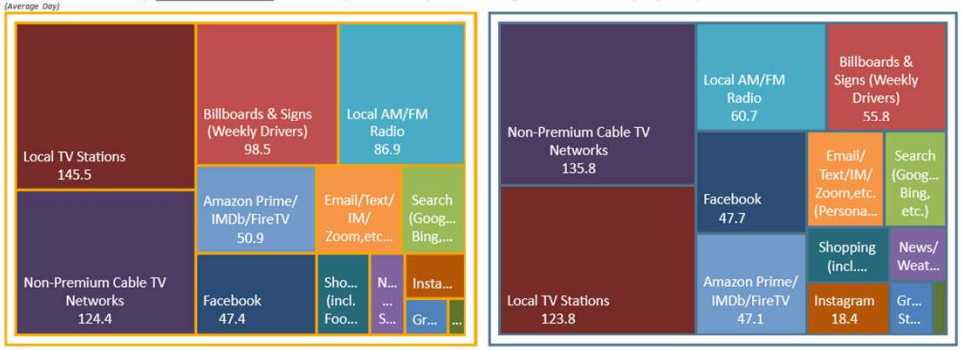
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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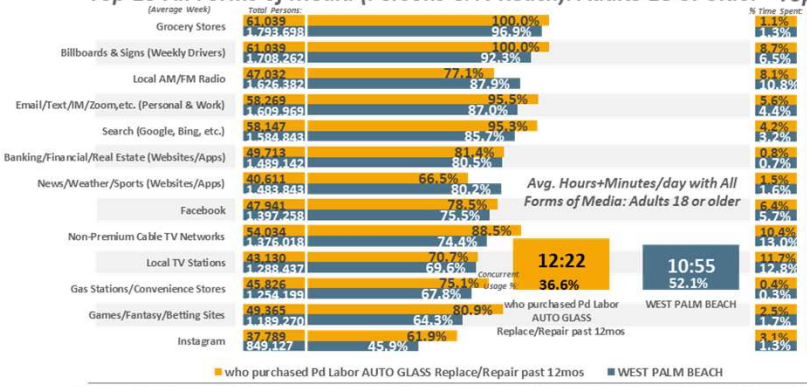
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

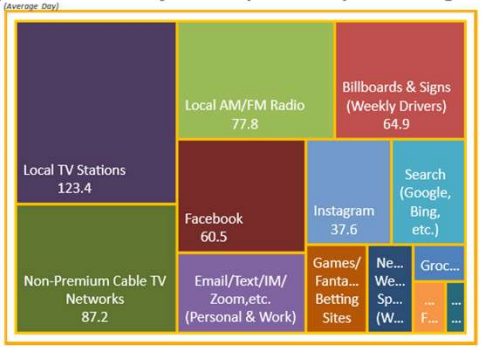


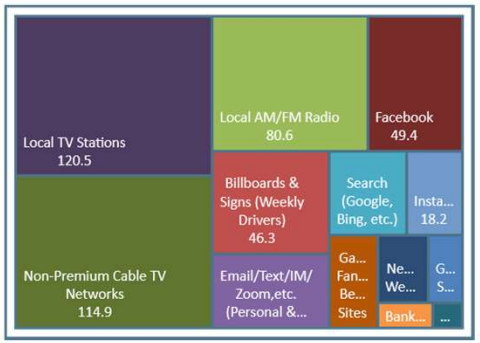
Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 10 hours and 1 minutes each day with All Forms of Ad-Supported Media. 75.1% listen to Local AM/FM Radio for an avg. of 76.9 minutes/day. *(Local Radio delivers 9.6% of Time with Ad-Supported Media.)*

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

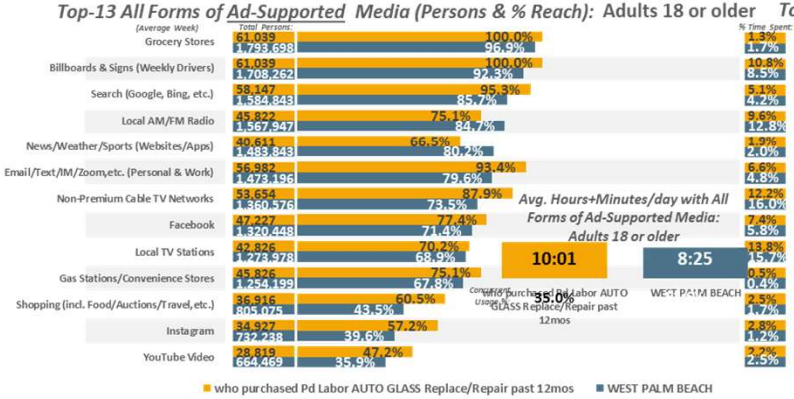


Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**

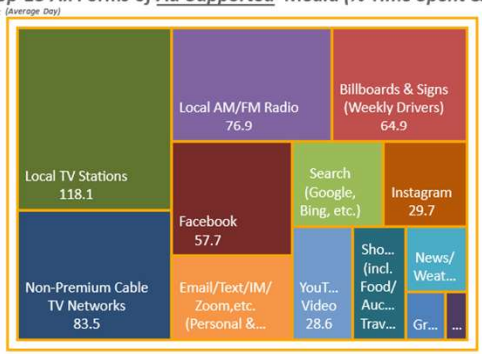


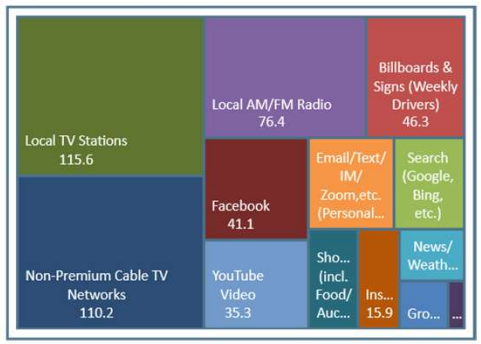


Top-13 All Forms of <u>Ad-Supported</u> Media (Persons & % Reach): **Adults 18 or older**



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





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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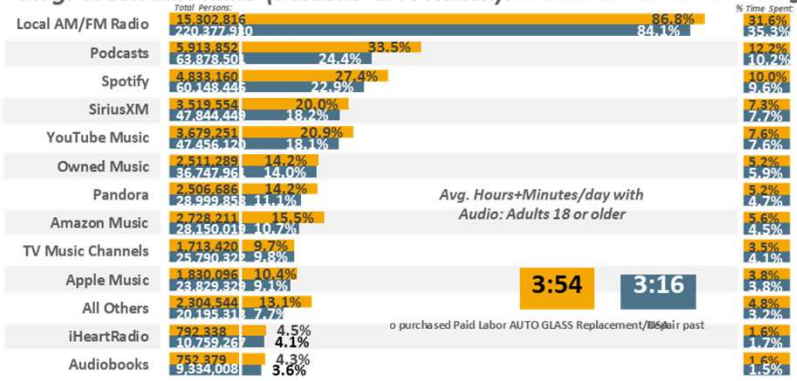
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

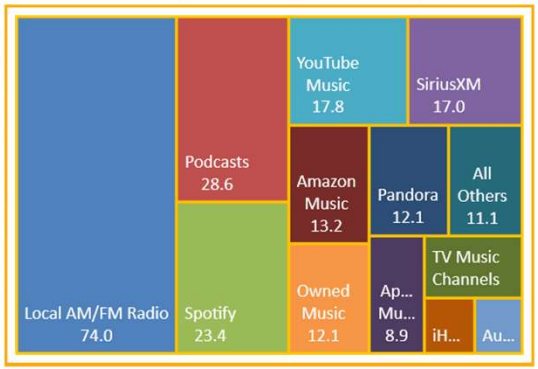


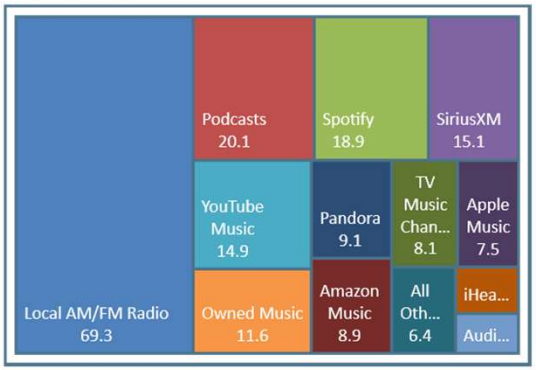
14,234,607 or 80.7% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audi

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

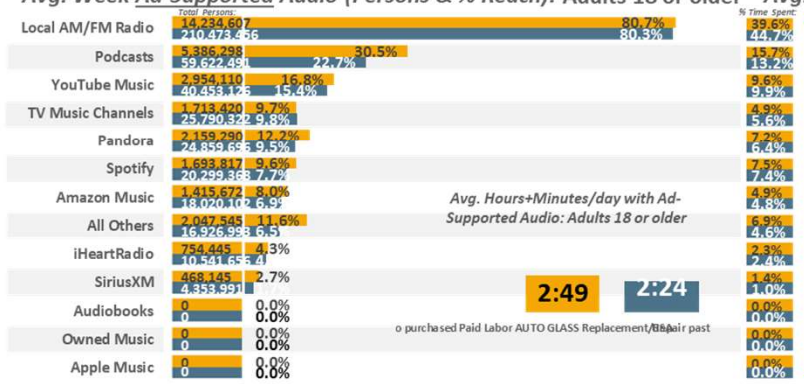


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

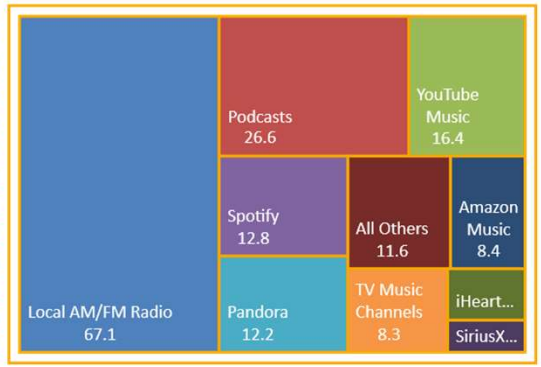


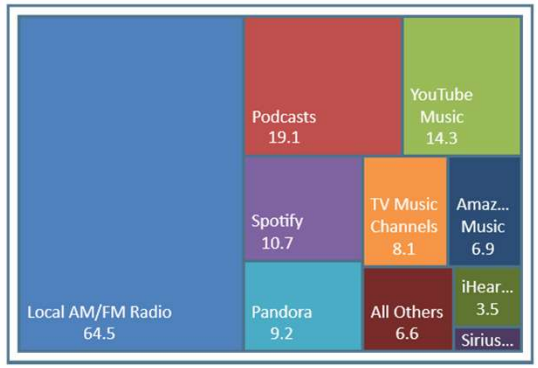


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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

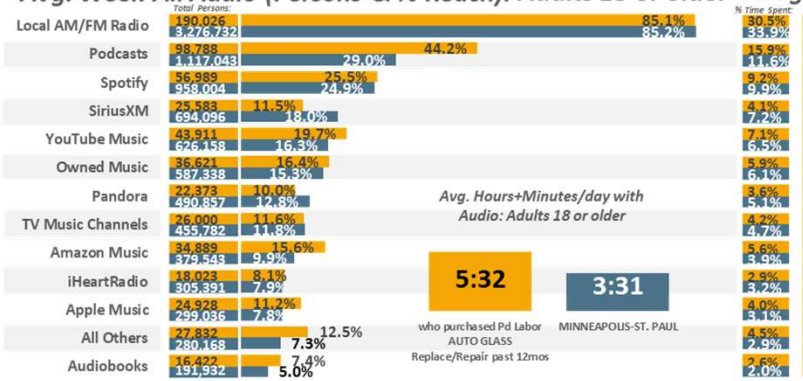
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

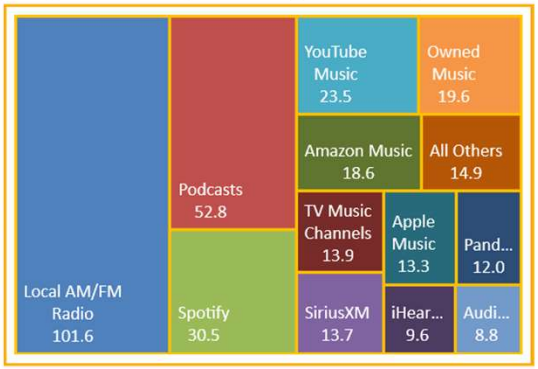


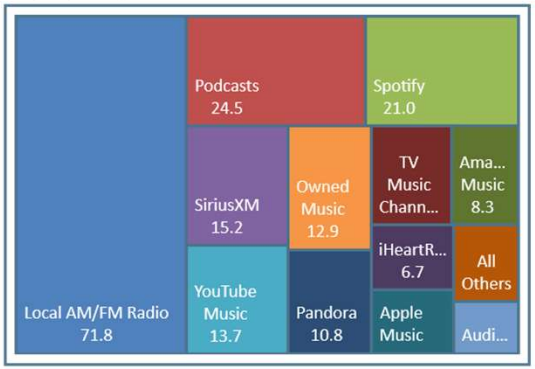
166,656 or 74.6% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 81.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

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

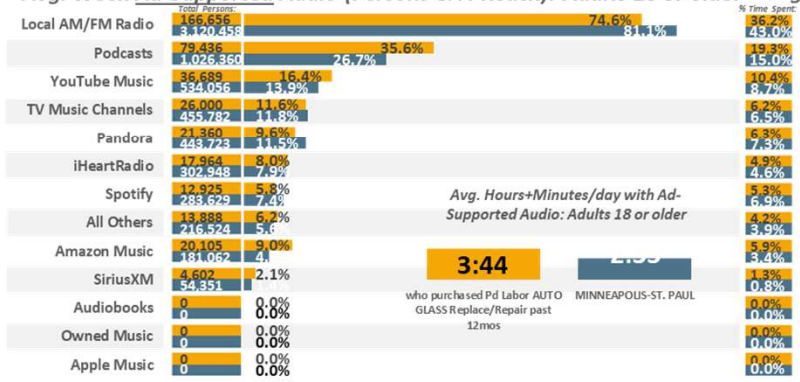


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

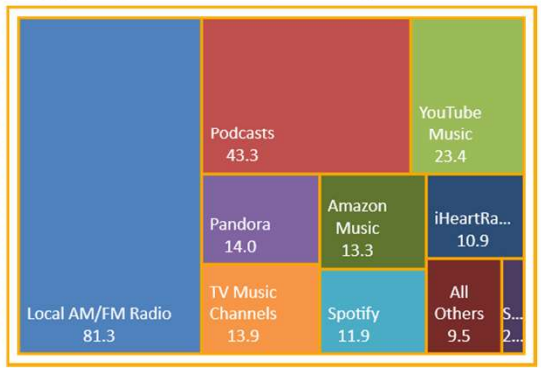


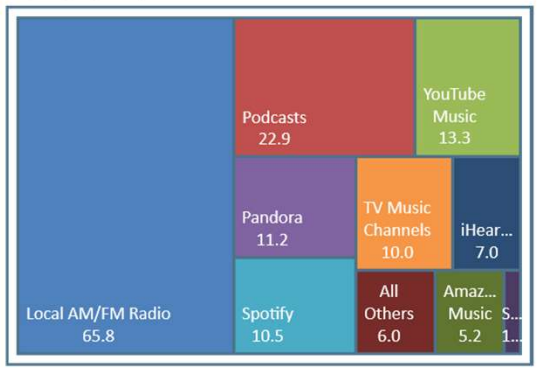


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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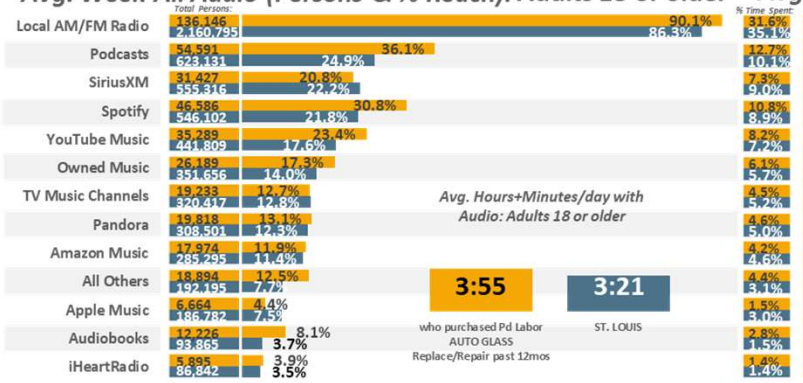
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

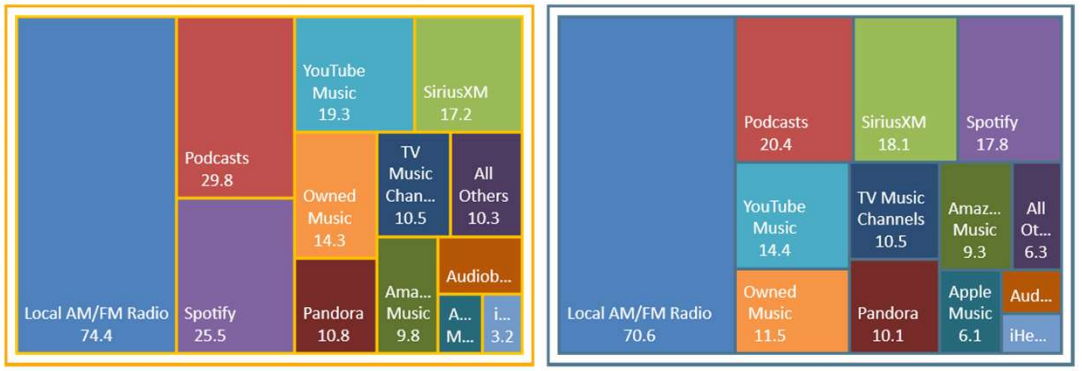


129,562 or 85.8% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 72.3 minutes every day representing 41.2% of all time spent daily with Ad-Supported Audio.

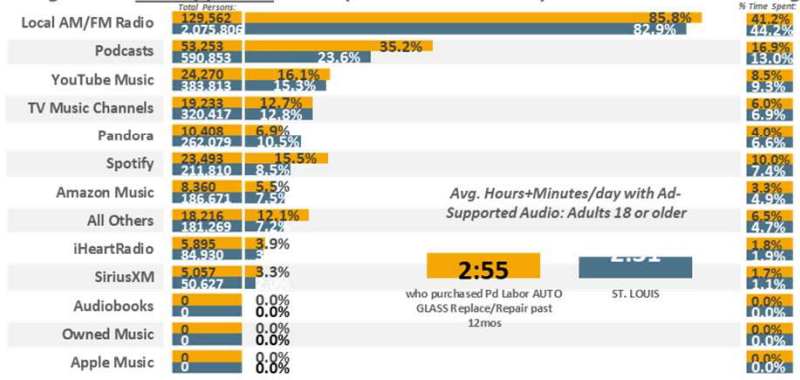
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



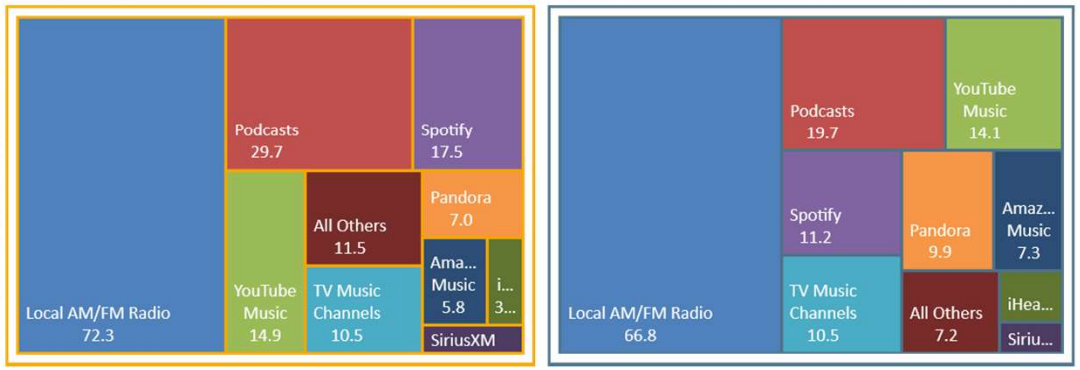
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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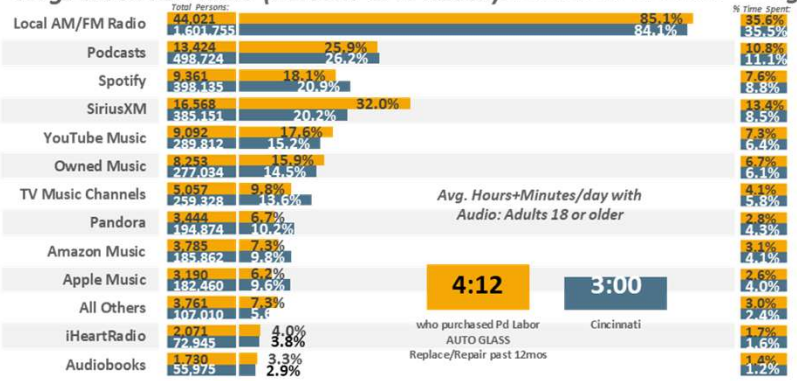
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

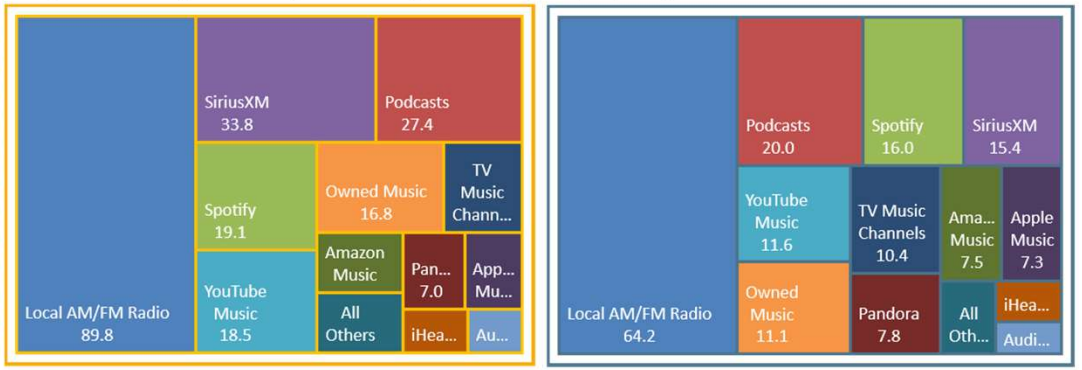


42,240 or 81.6% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 86.9 minutes every day representing 50.% of all time spent daily with Ad-Supported Audio.

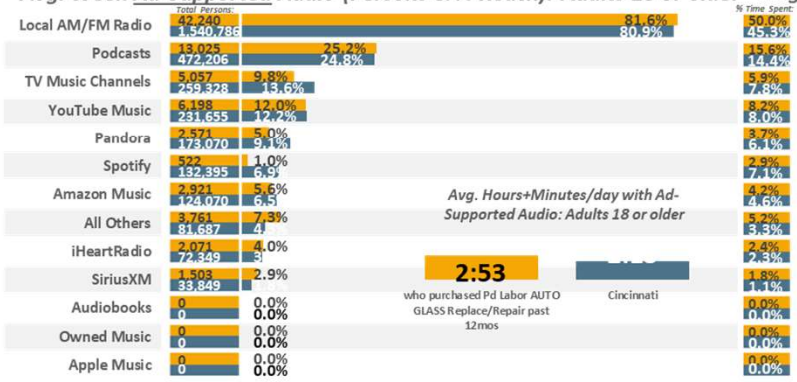
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



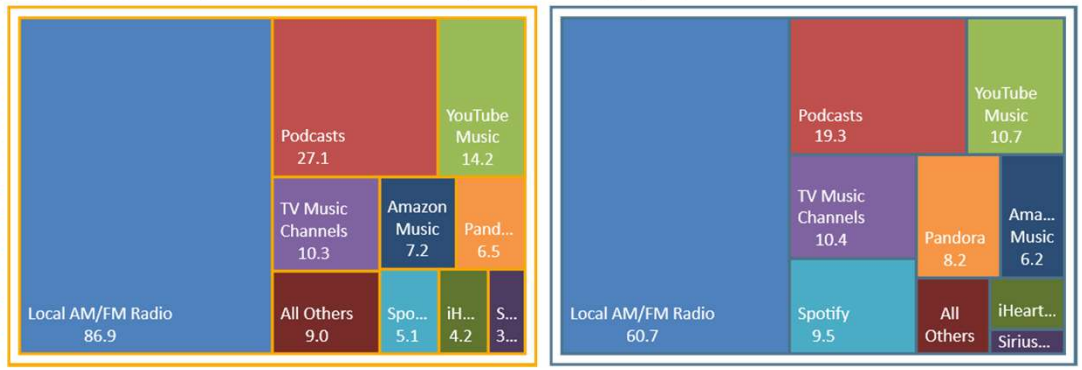
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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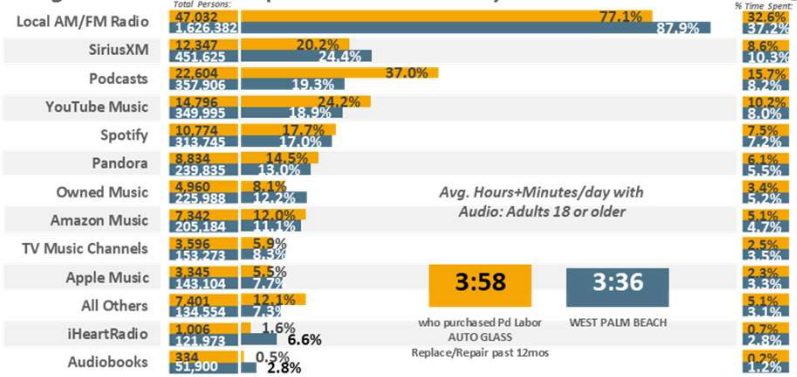
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

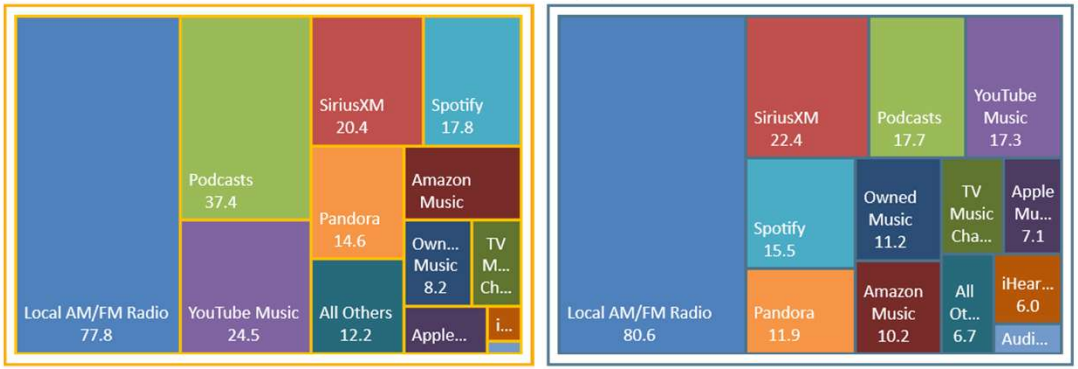


45,822 or 75.1% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 76.9 minutes every day representing 40.1% of all time spent daily with Ad-Supported Audio.

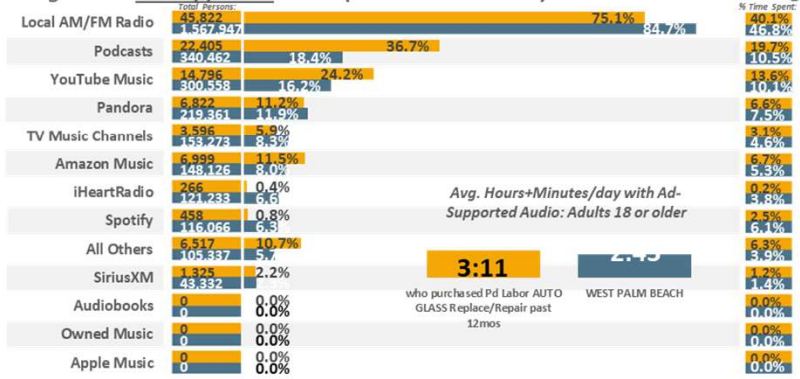
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



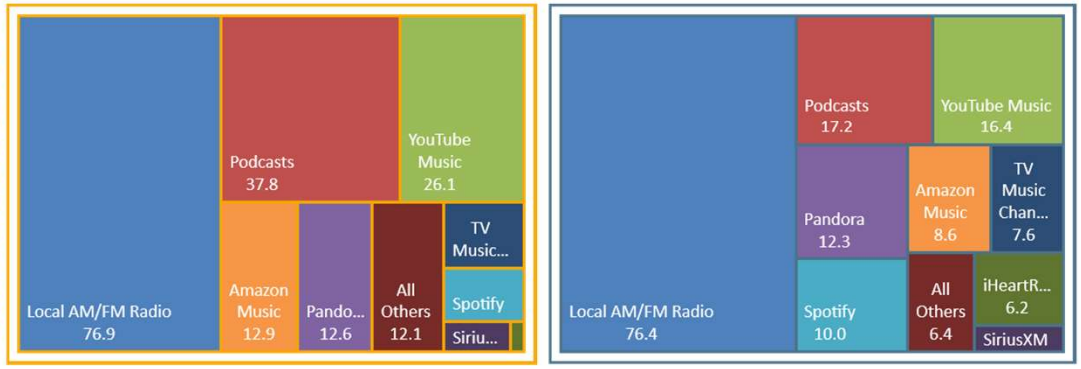
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

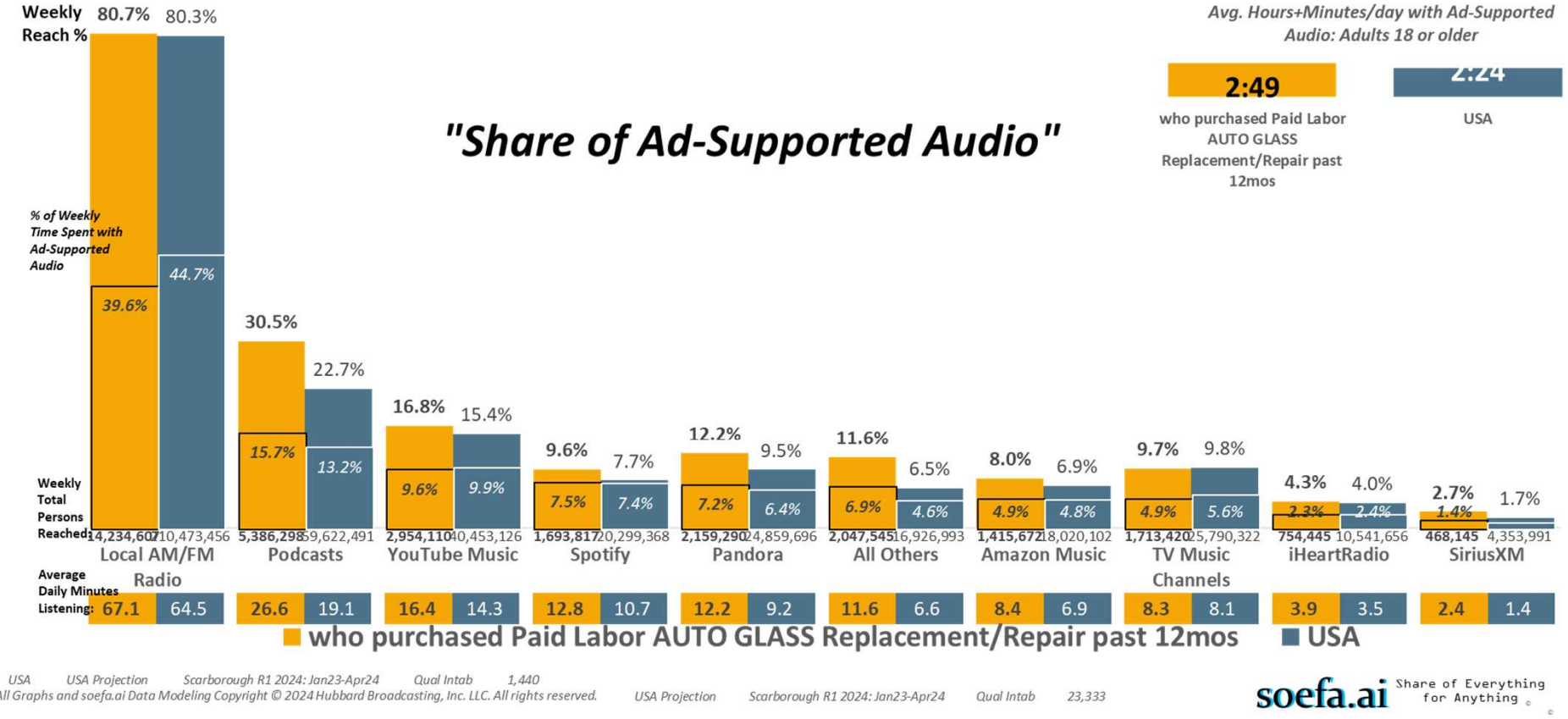
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



14,234,607 or 80.7% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audi



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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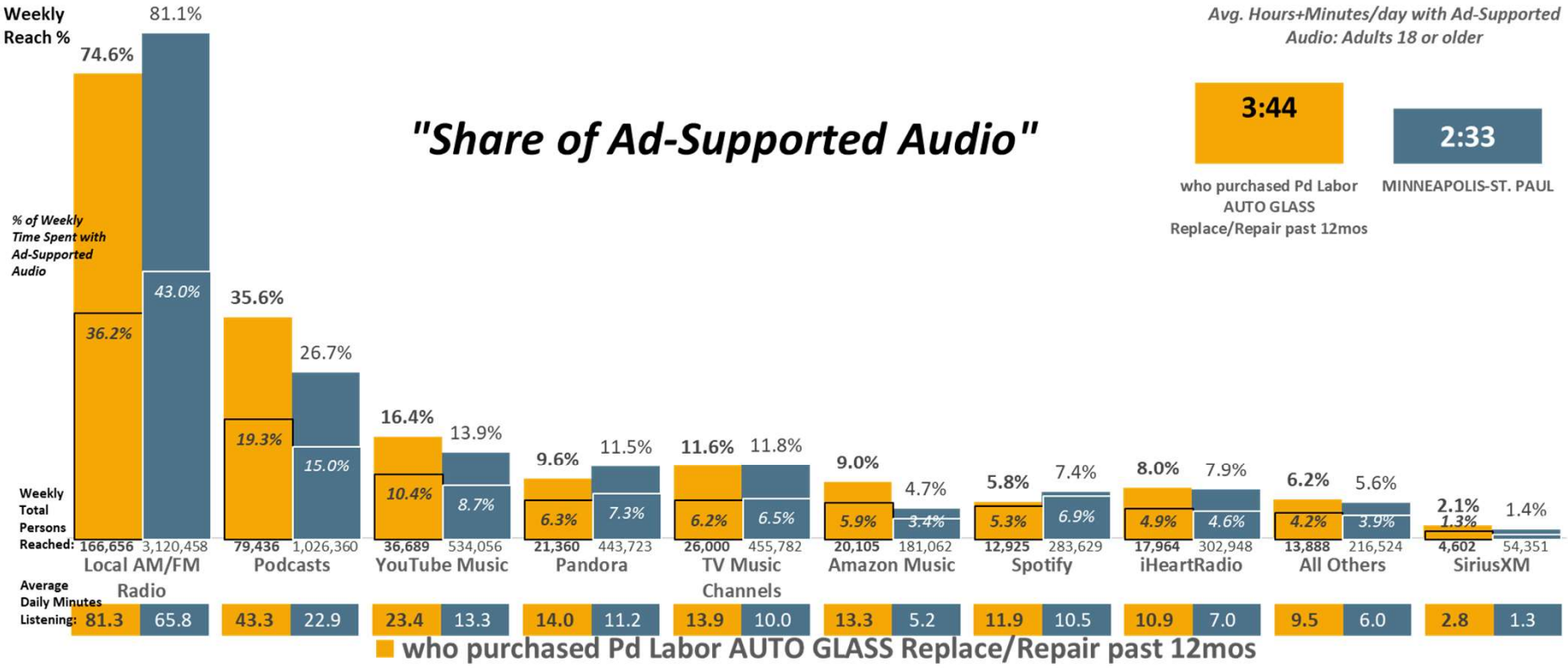
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



166,656 or 74.6% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio for an average of 81.3 minutes every day representing 36.2% of all time spent daily with Ad-Supported Audio.

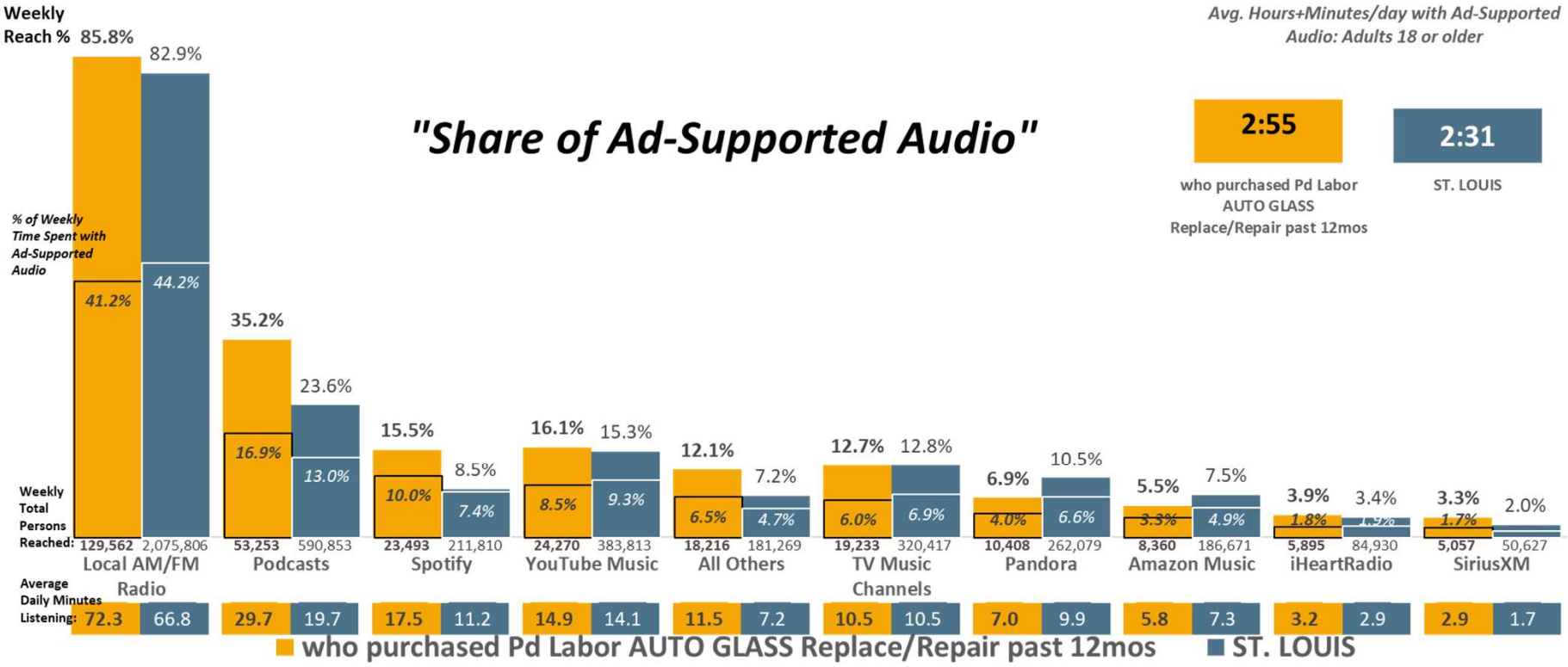


MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

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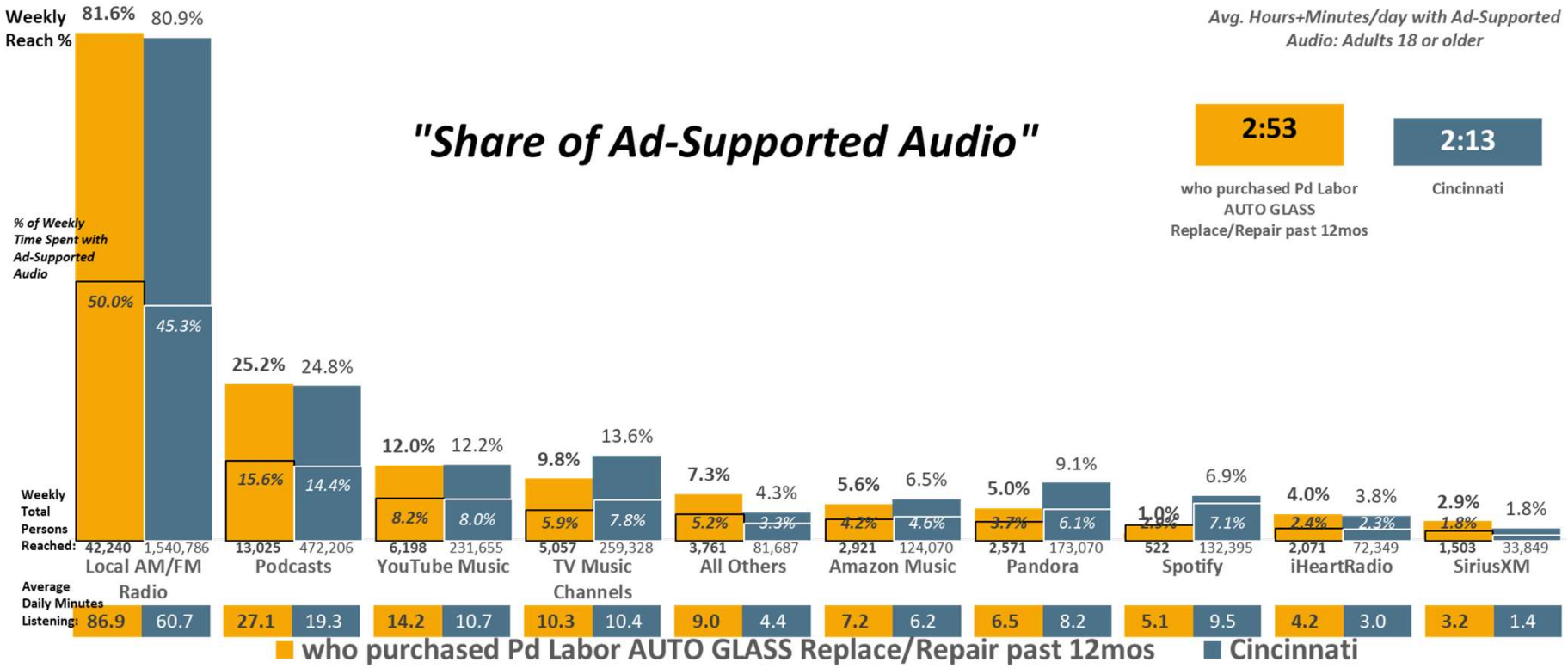
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

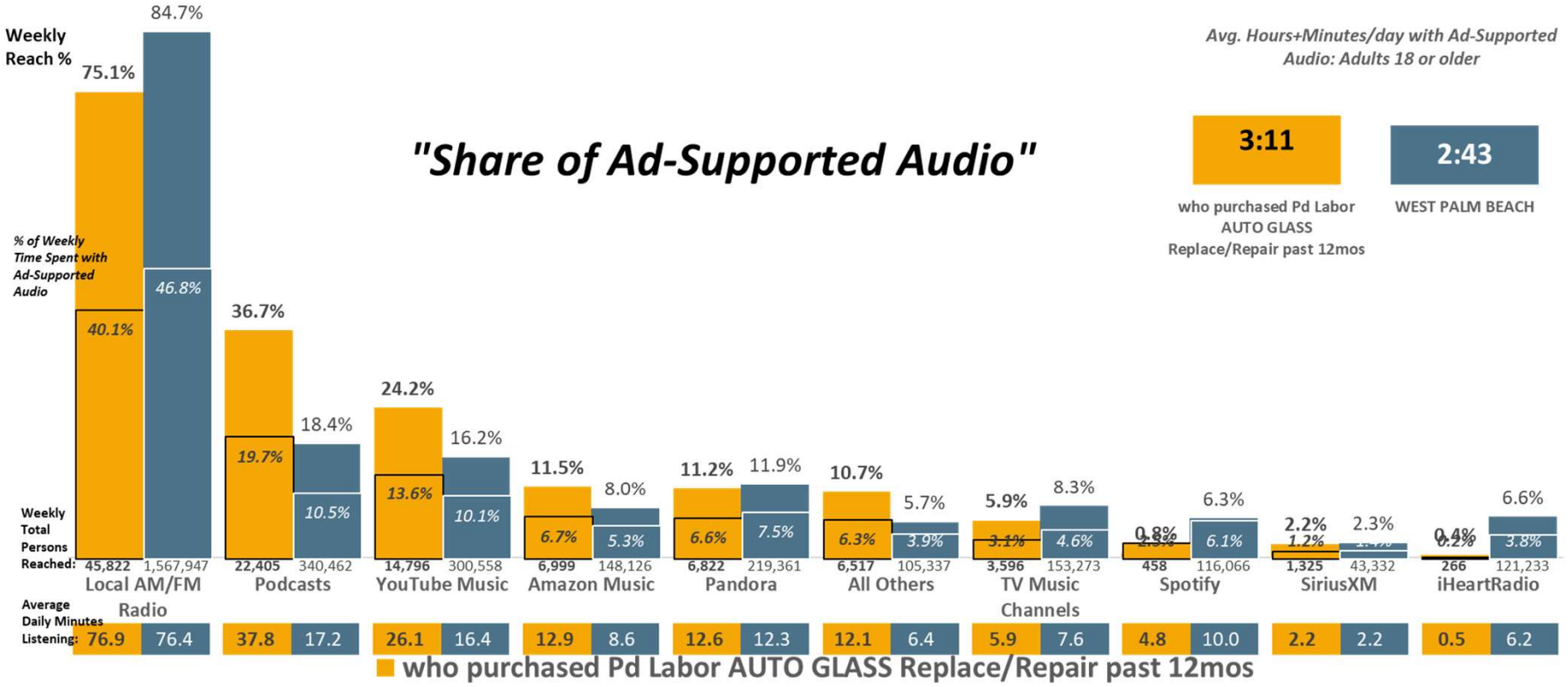
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WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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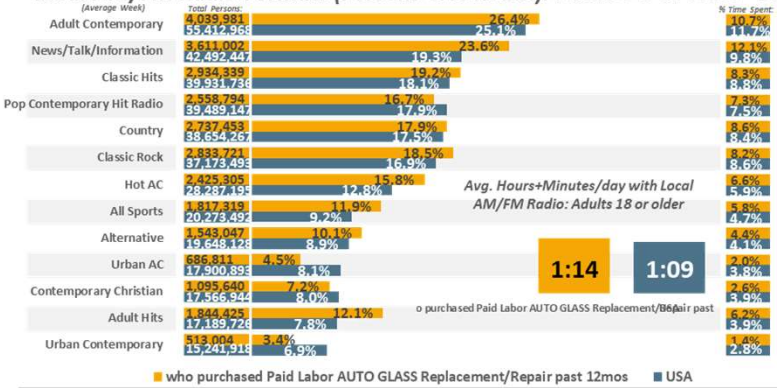
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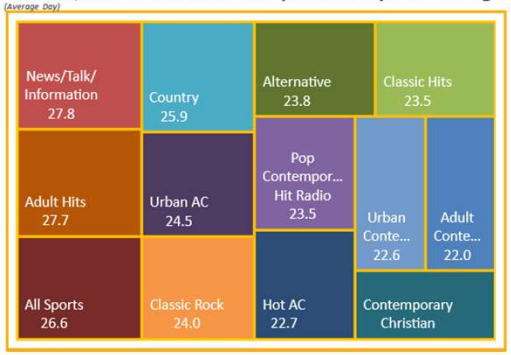


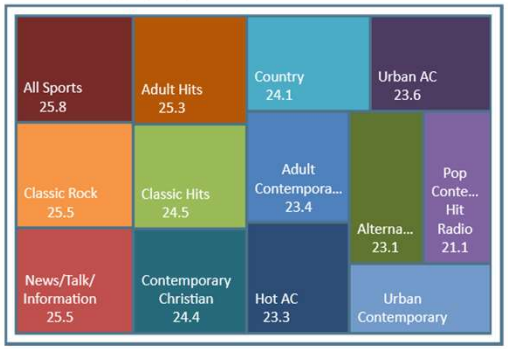
14,234,607 or 80.7% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit R

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

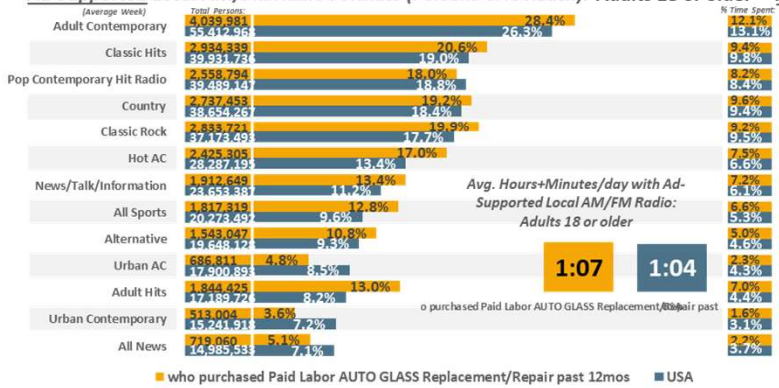


Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

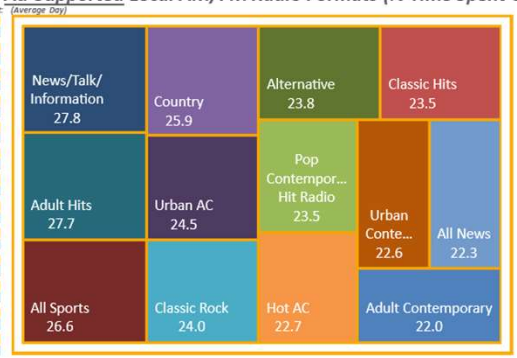


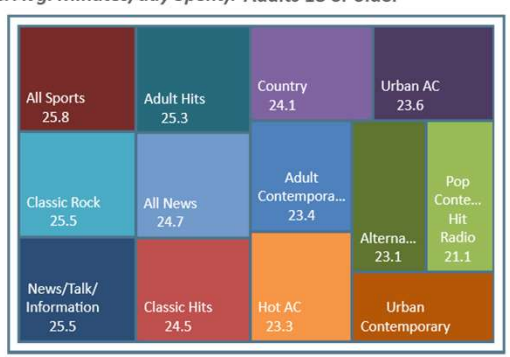


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

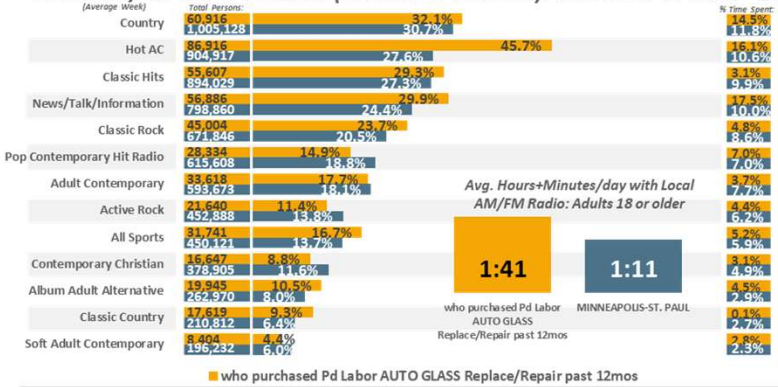
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

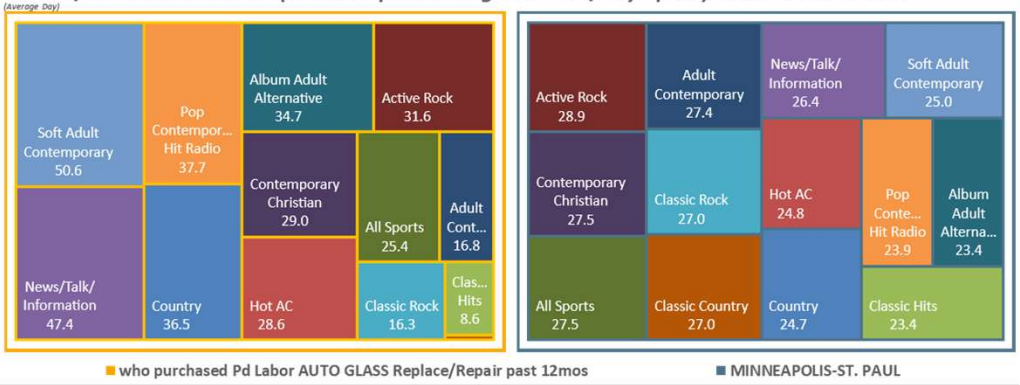


166,656 or 74.6% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Classic Hits, Classic Rock, and Adult Contemporary.

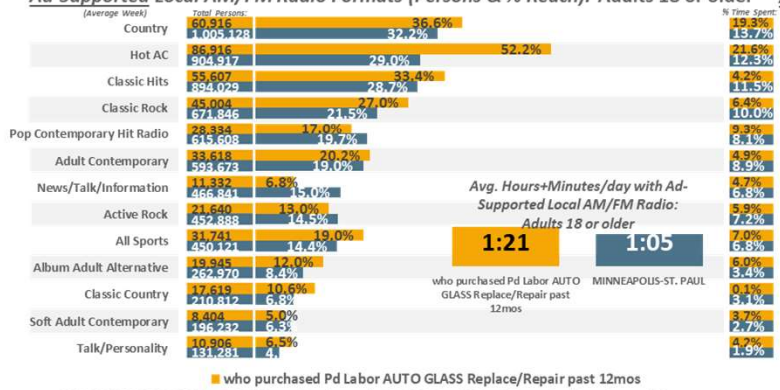
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



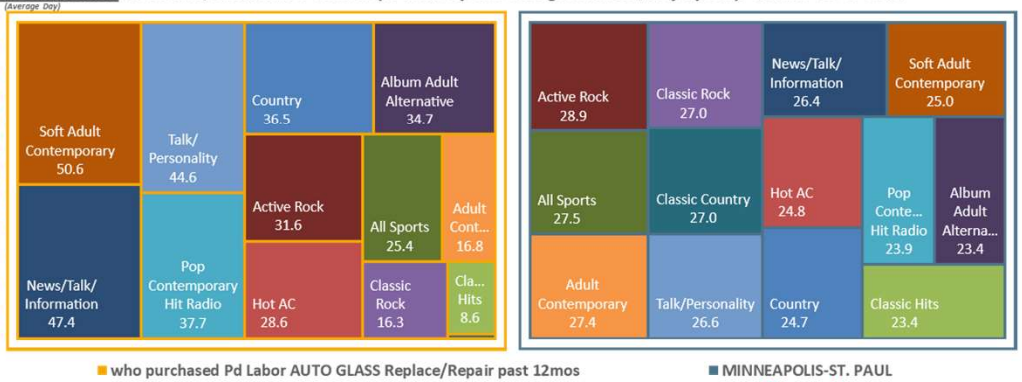
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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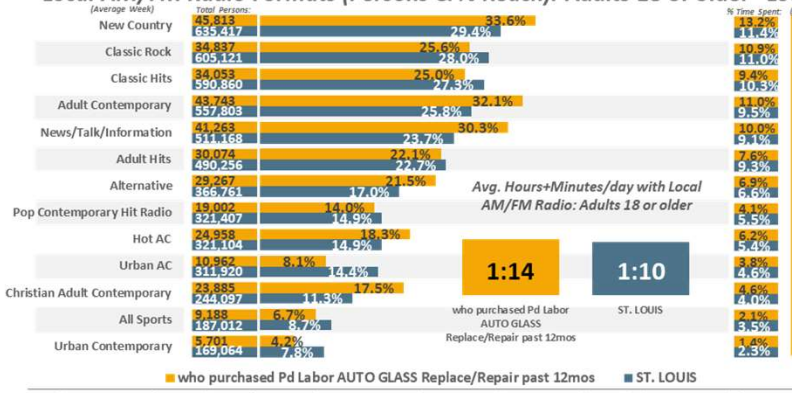
soefa.ai Share of Everything for Anything ©

[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

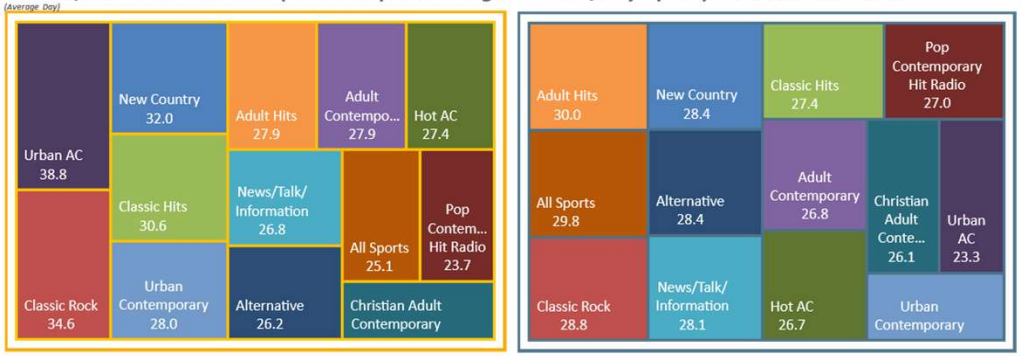


129,562 or 85.8% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Adult Contemporary, News/Talk/Information, Classic Rock, and Classic Hits.

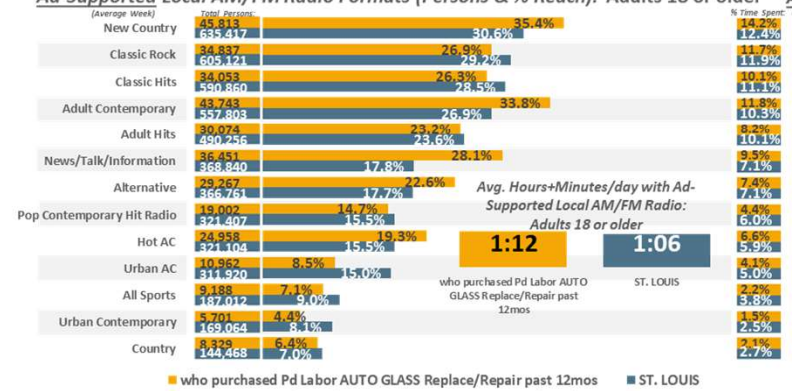
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



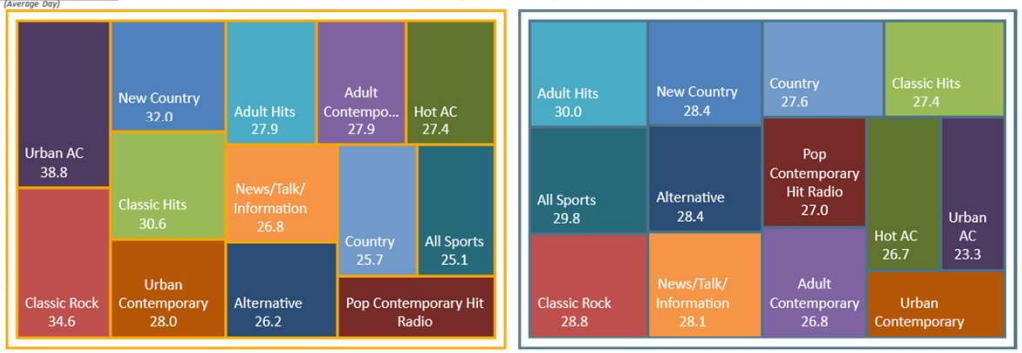
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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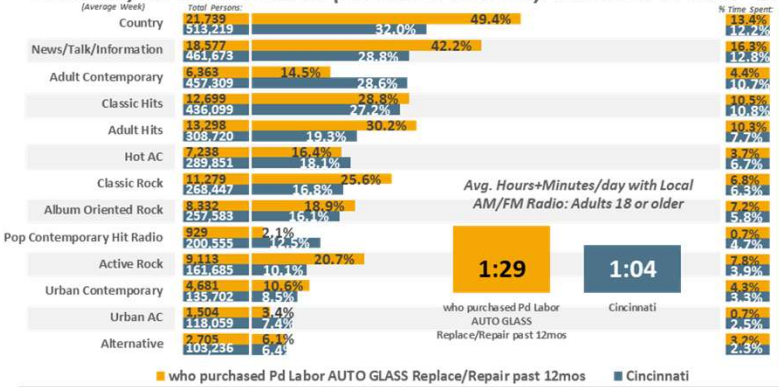
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

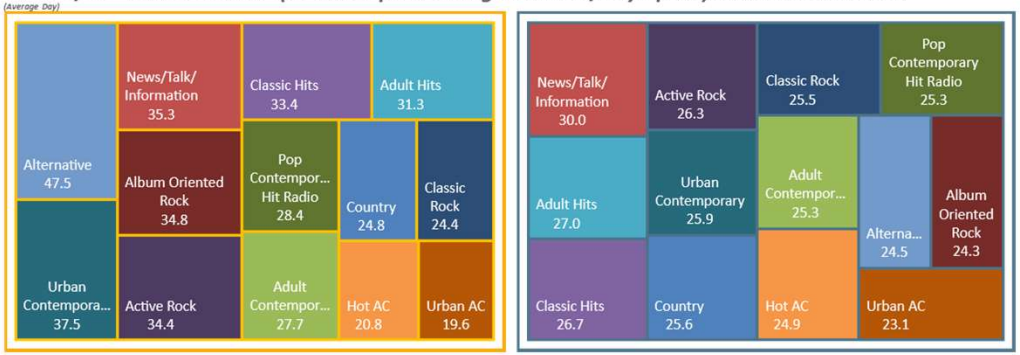


42,240 or 81.6% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, News/Talk/Information, Adult Hits, Classic Hits, and Classic Rock.

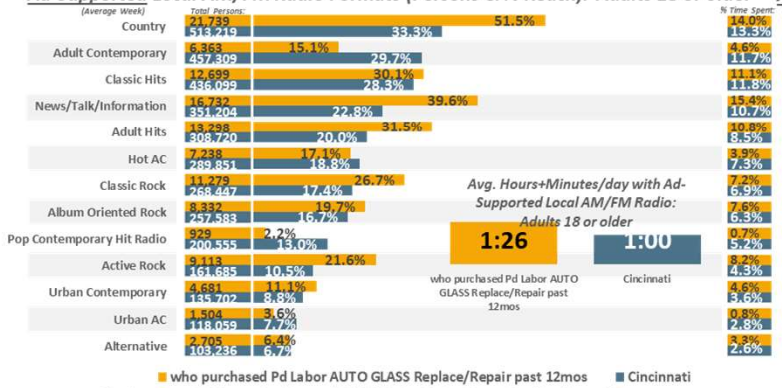
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



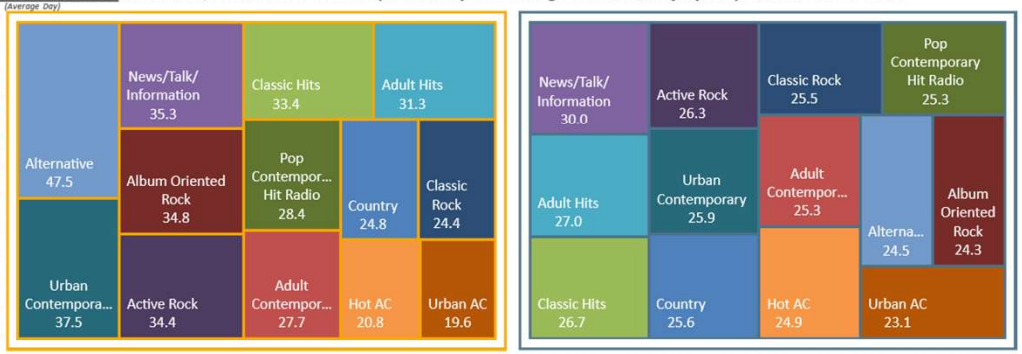
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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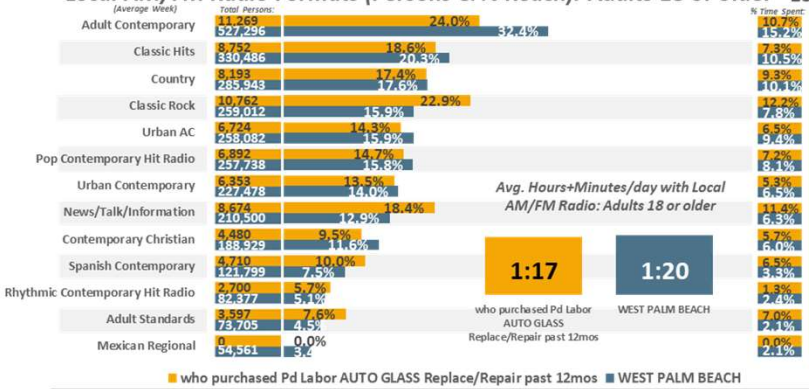
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

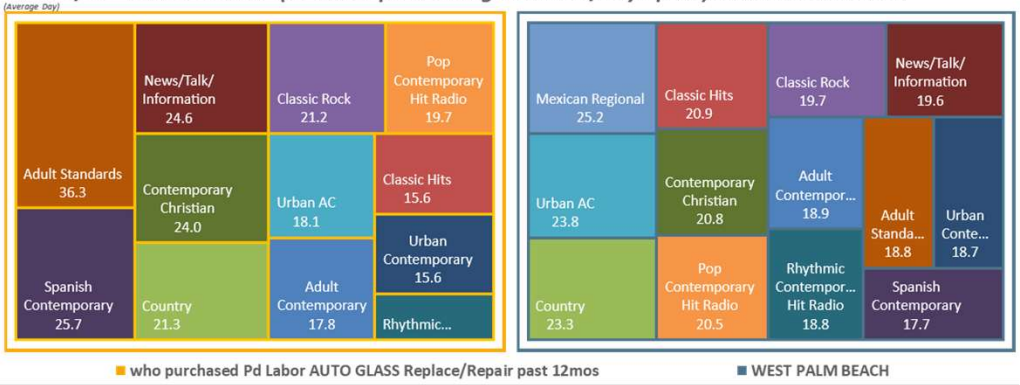


45,822 or 75.1% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Country, and News/Talk/Information.

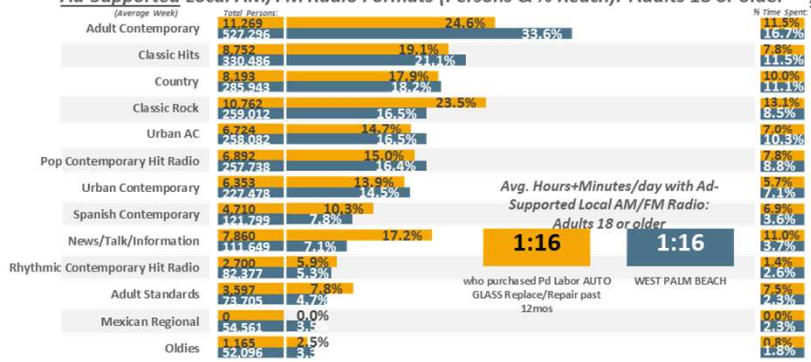
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



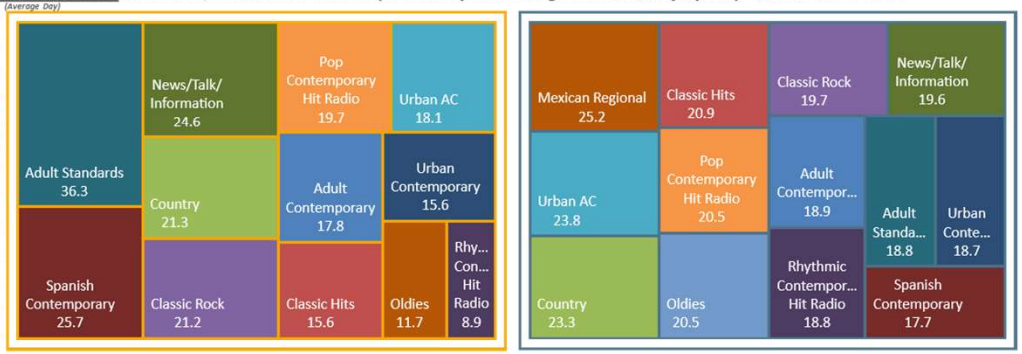
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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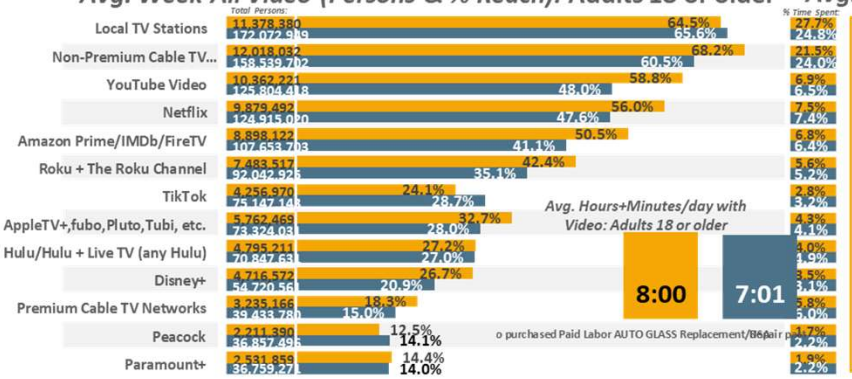
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

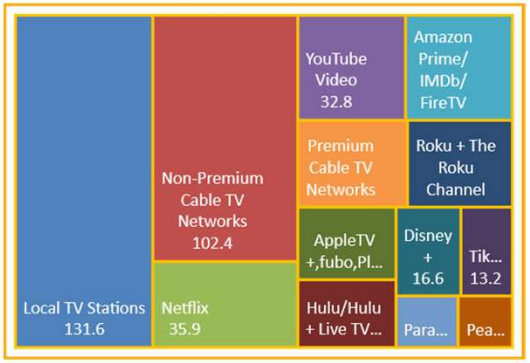


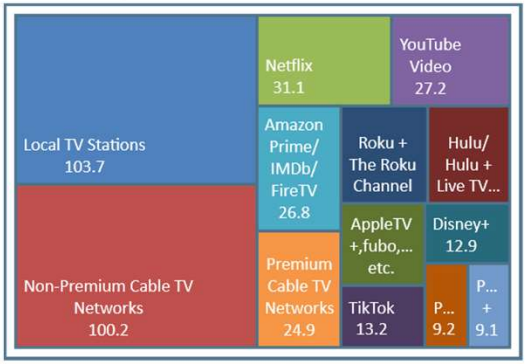
11,167,385 or 63.3% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 126.5 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

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

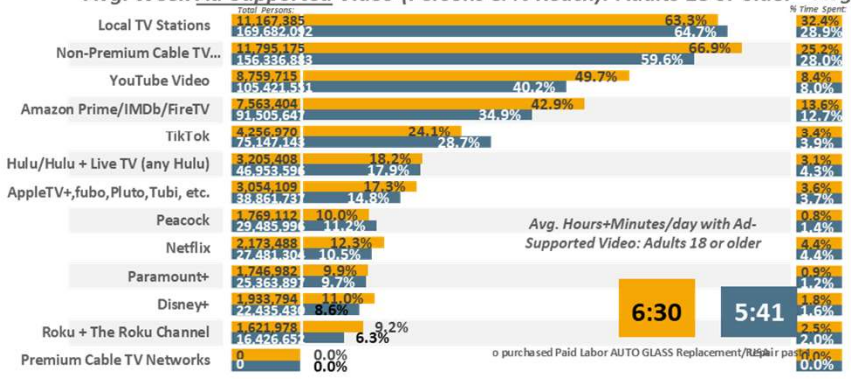


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

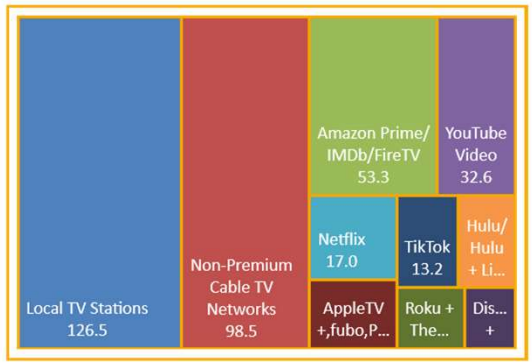


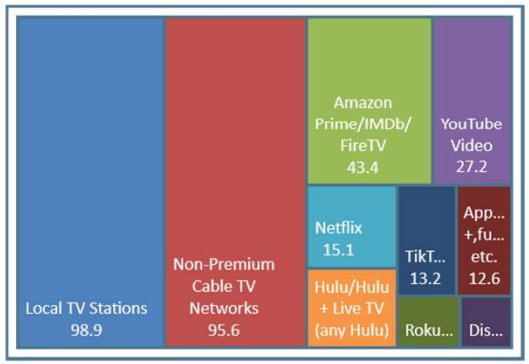


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

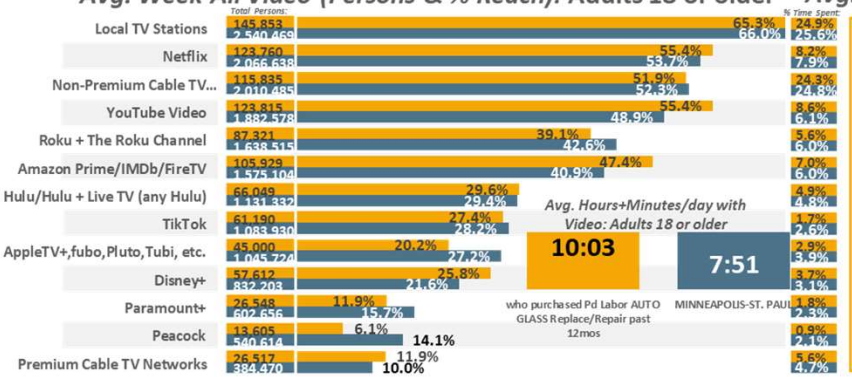
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

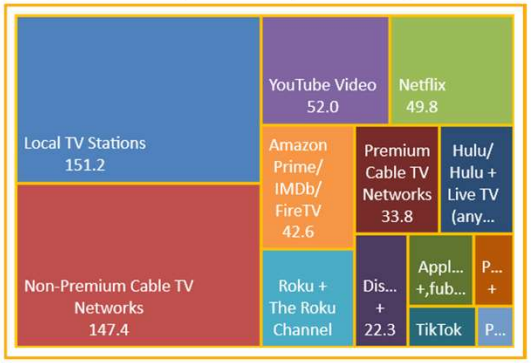


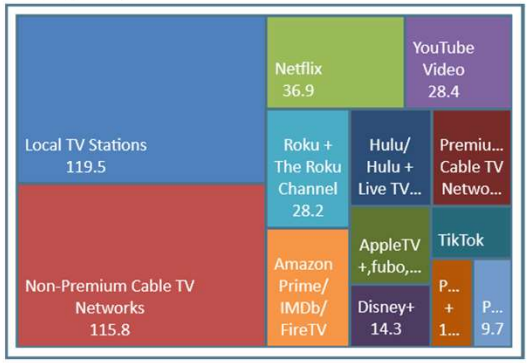
144,396 or 64.7% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 139.7 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.

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



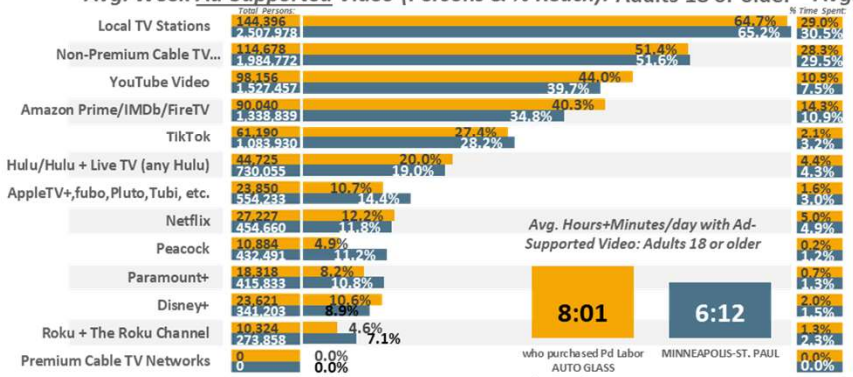
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



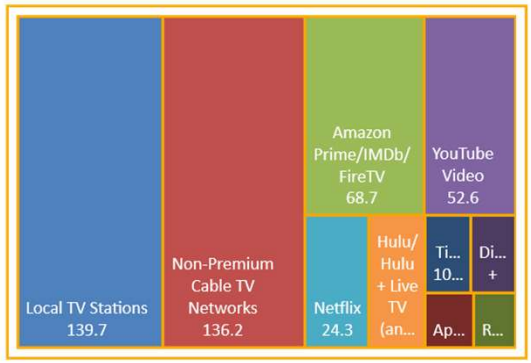


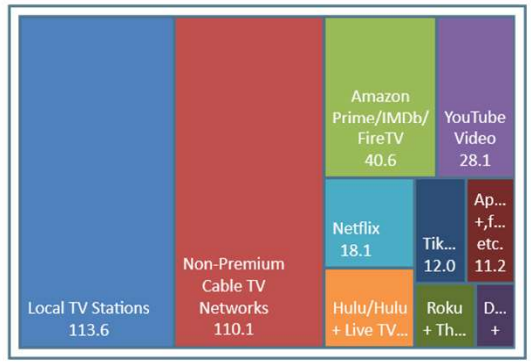
■ who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos ■ MINNEAPOLIS-ST. PAUL

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



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





■ who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos ■ MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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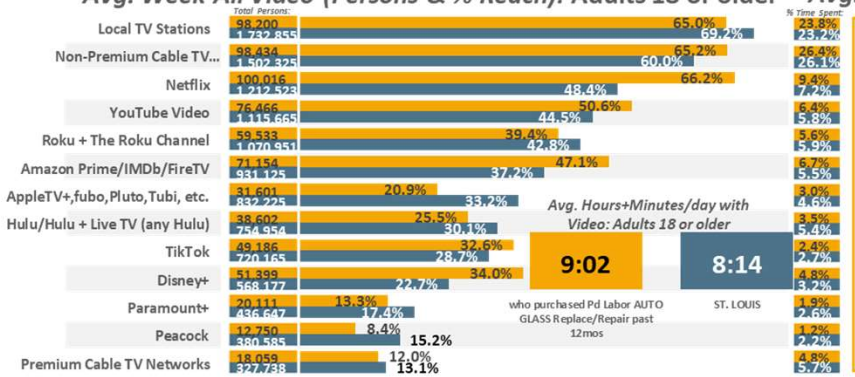
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

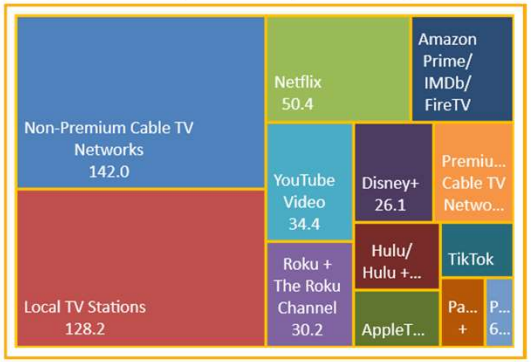


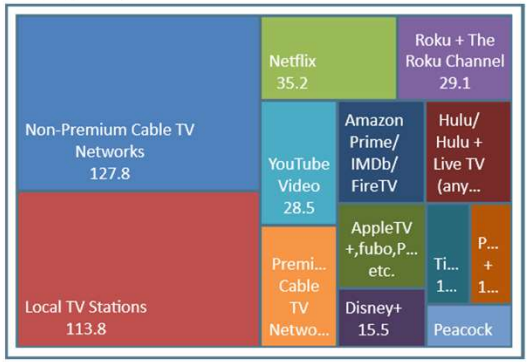
96,463 or 63.8% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 124.3 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

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

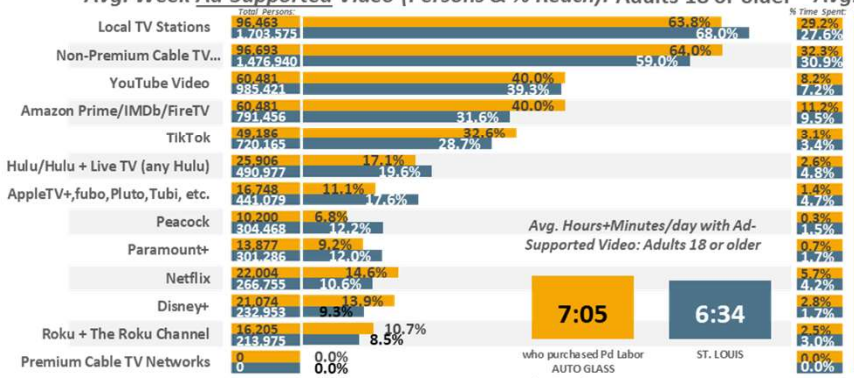


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

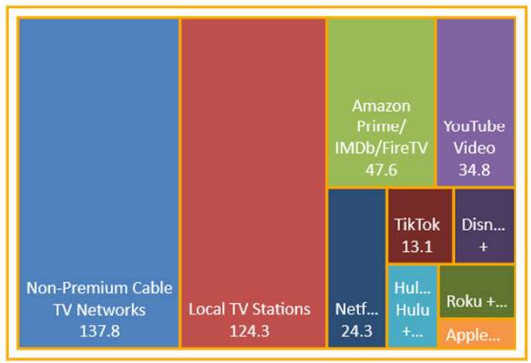


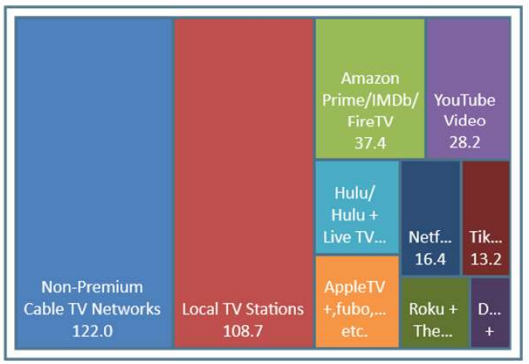


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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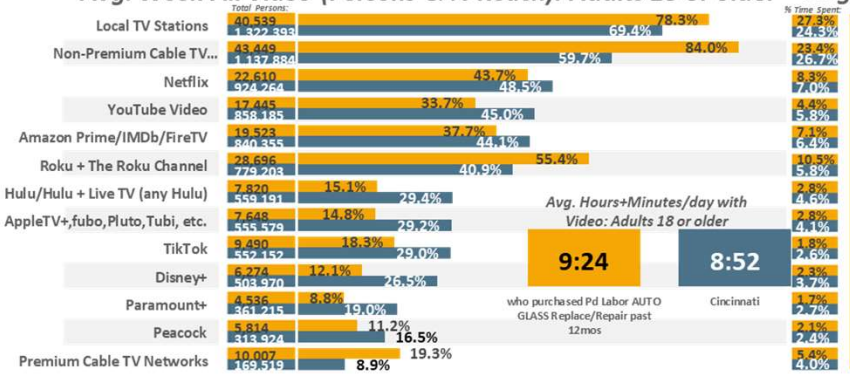
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

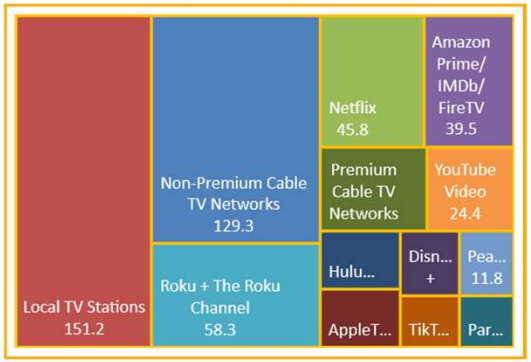


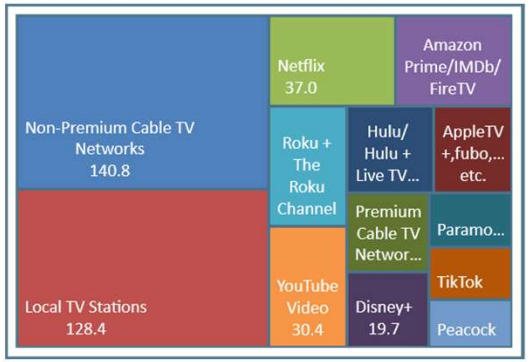
40,023 or 77.3% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 145.5 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

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

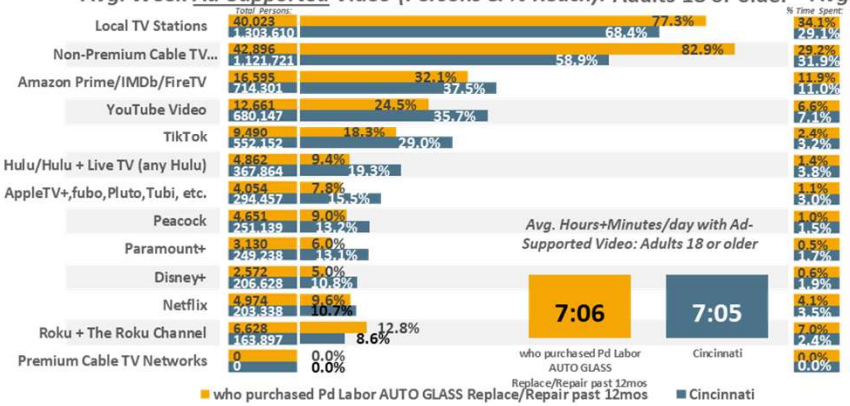


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

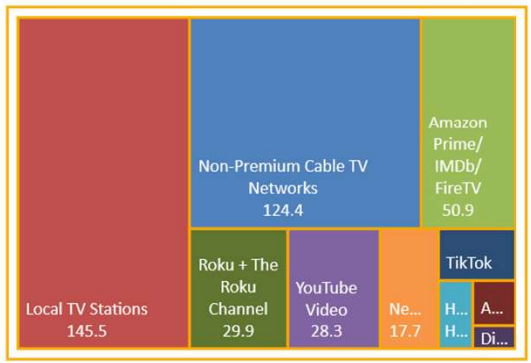


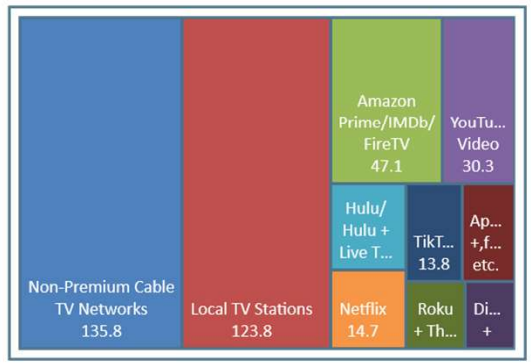


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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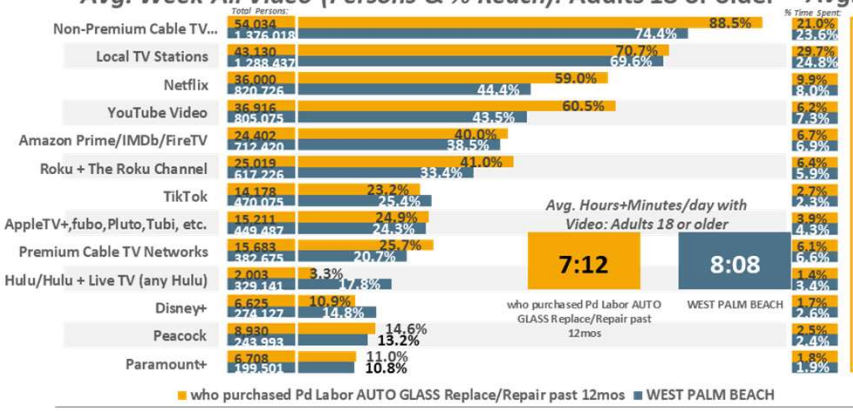
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

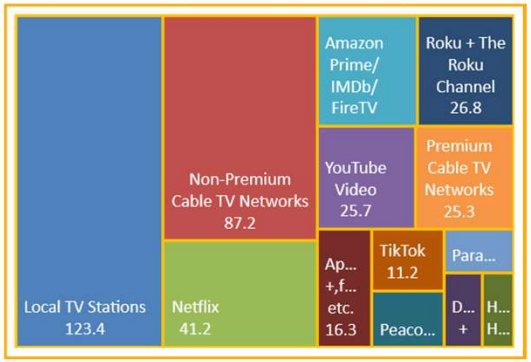


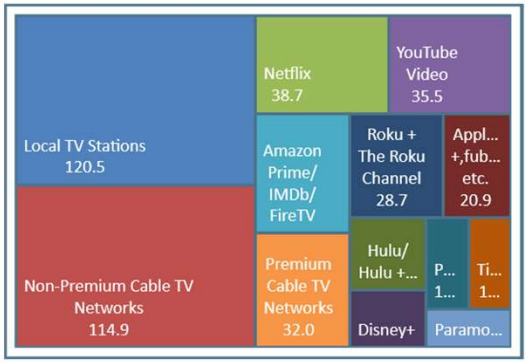
42,826 or 70.2% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 118.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

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

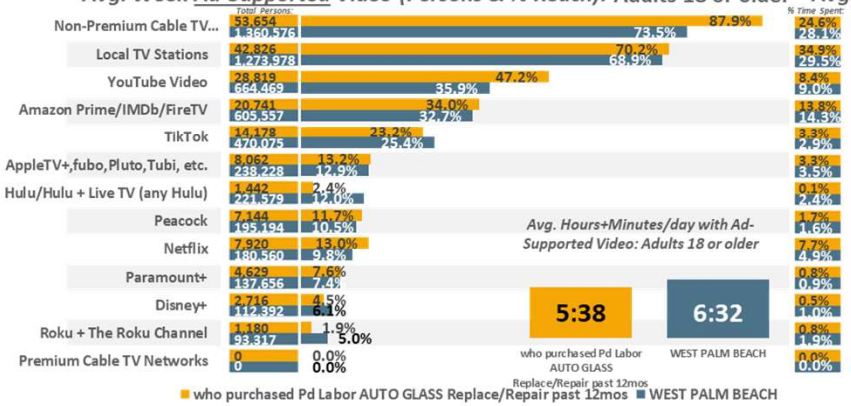


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

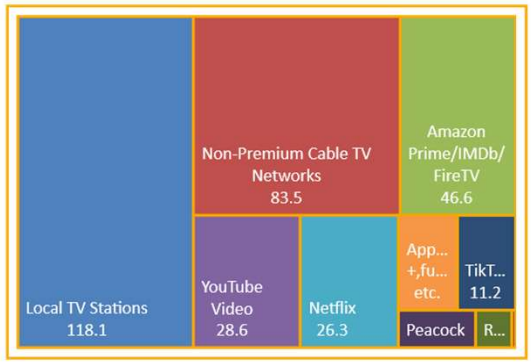


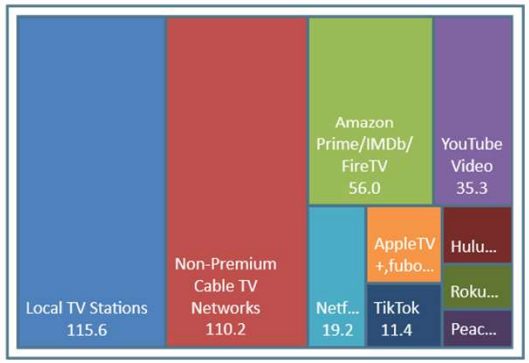


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

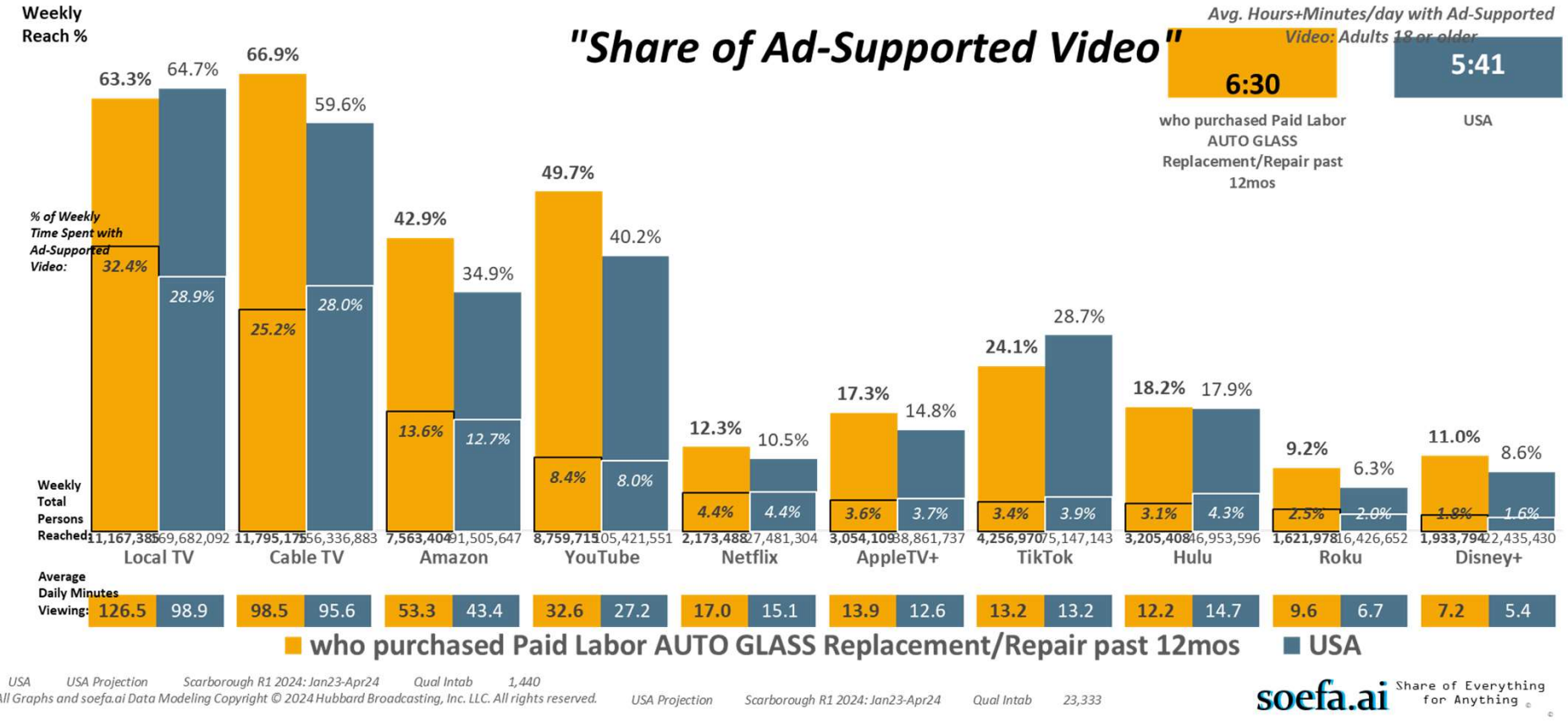
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



11,167,385 or 63.3% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 126.5 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

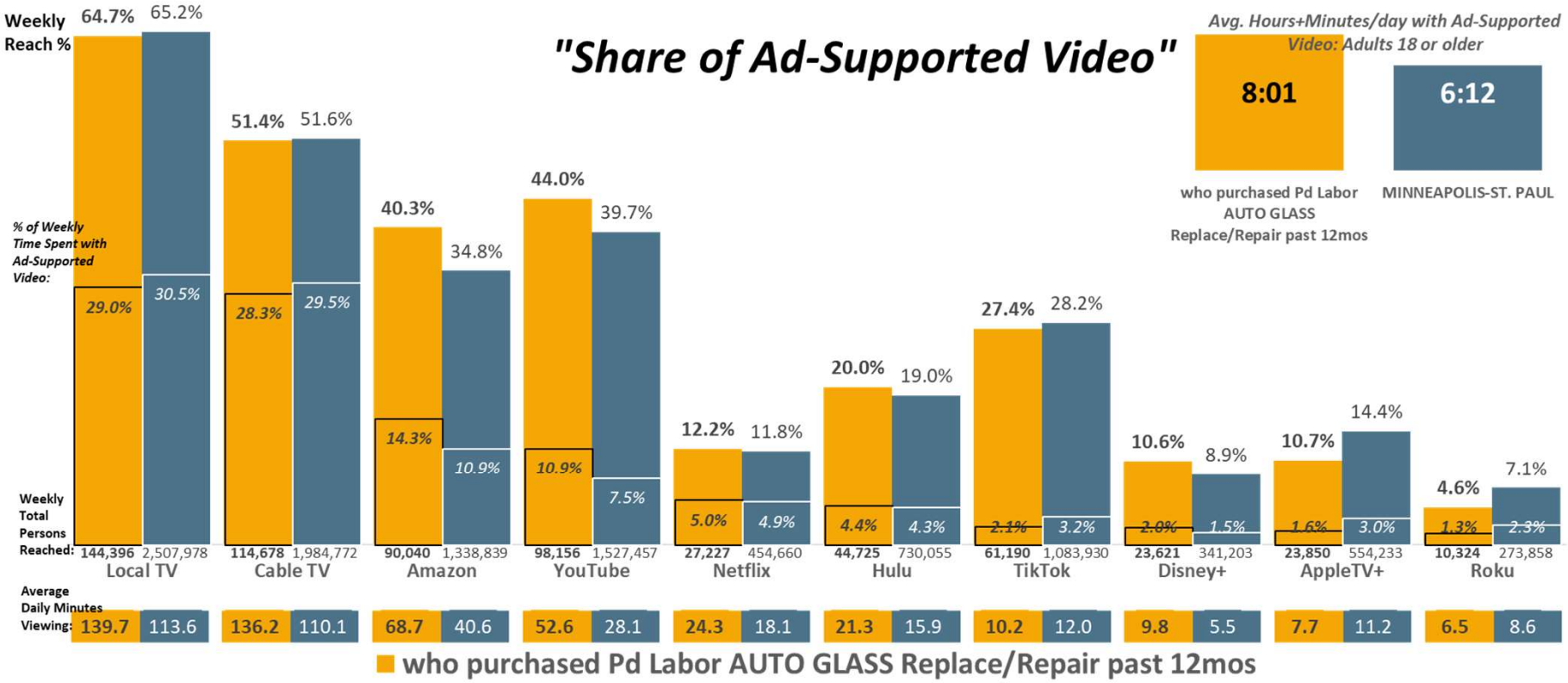
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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

144,396 or 64.7% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 139.7 minutes every day representing 29.% of all time spent daily with Ad-Supported Video.



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,873

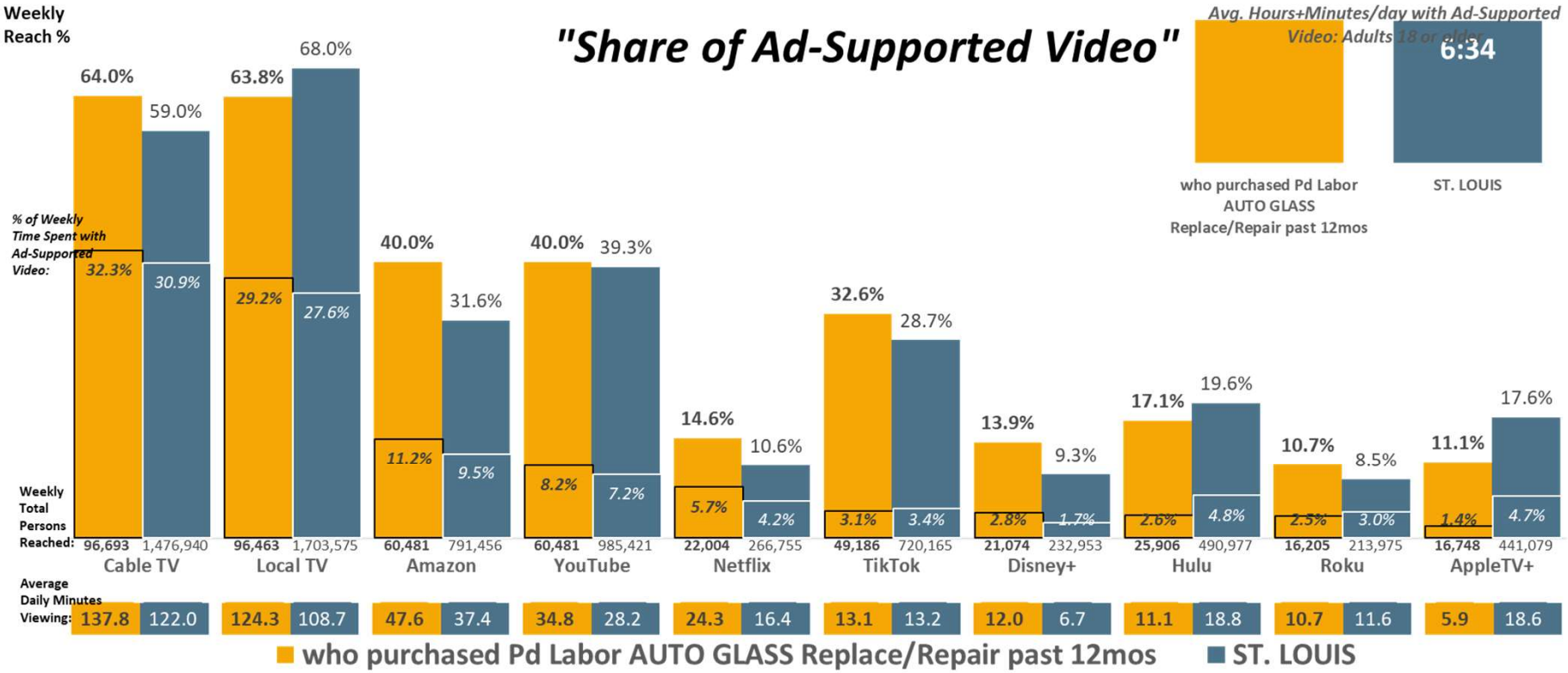
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



96,463 or 63.8% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 124.3 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



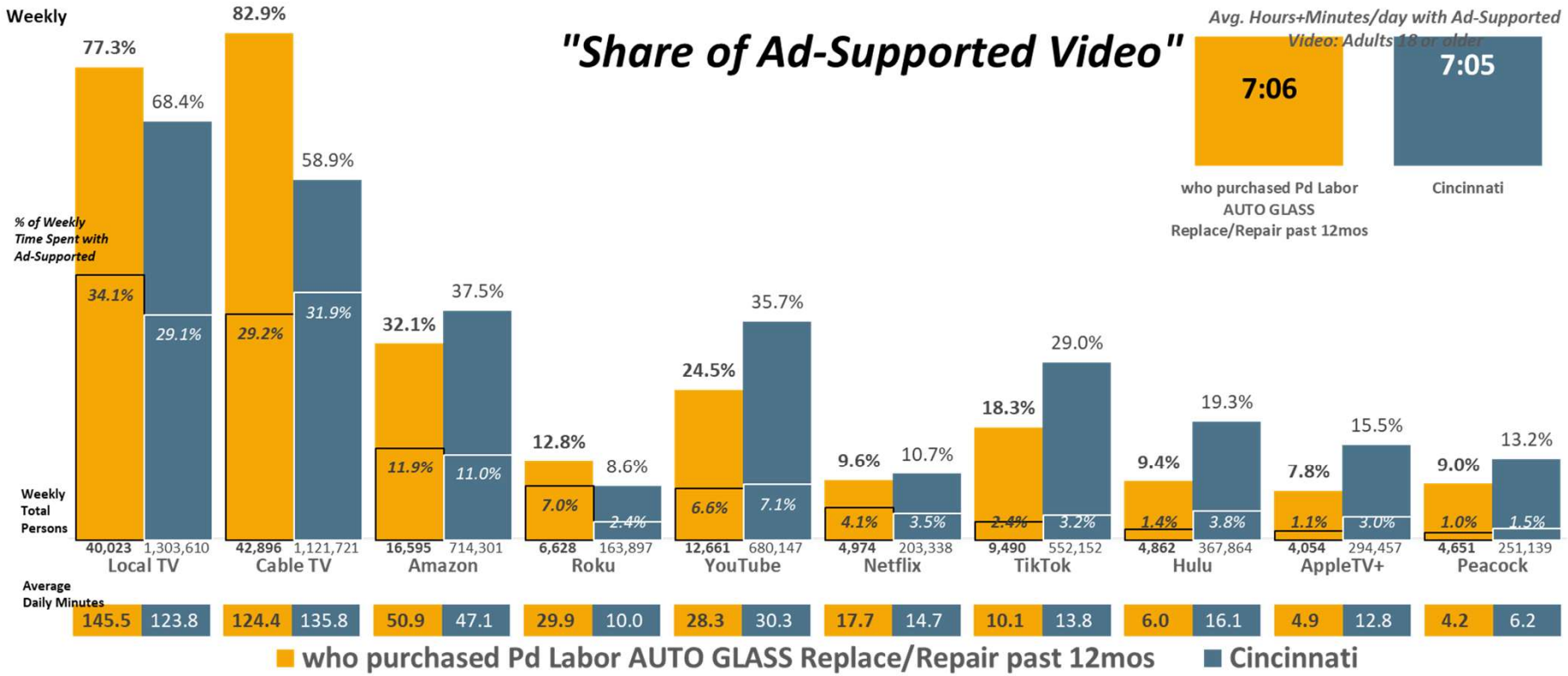
ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124 ST. LOUIS DMA Scarborough R1 2024: Jan23-Dec23 Qual Intab 1,952

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

40,023 or 77.3% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 145.5 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55 CINCINNATI DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 1,928

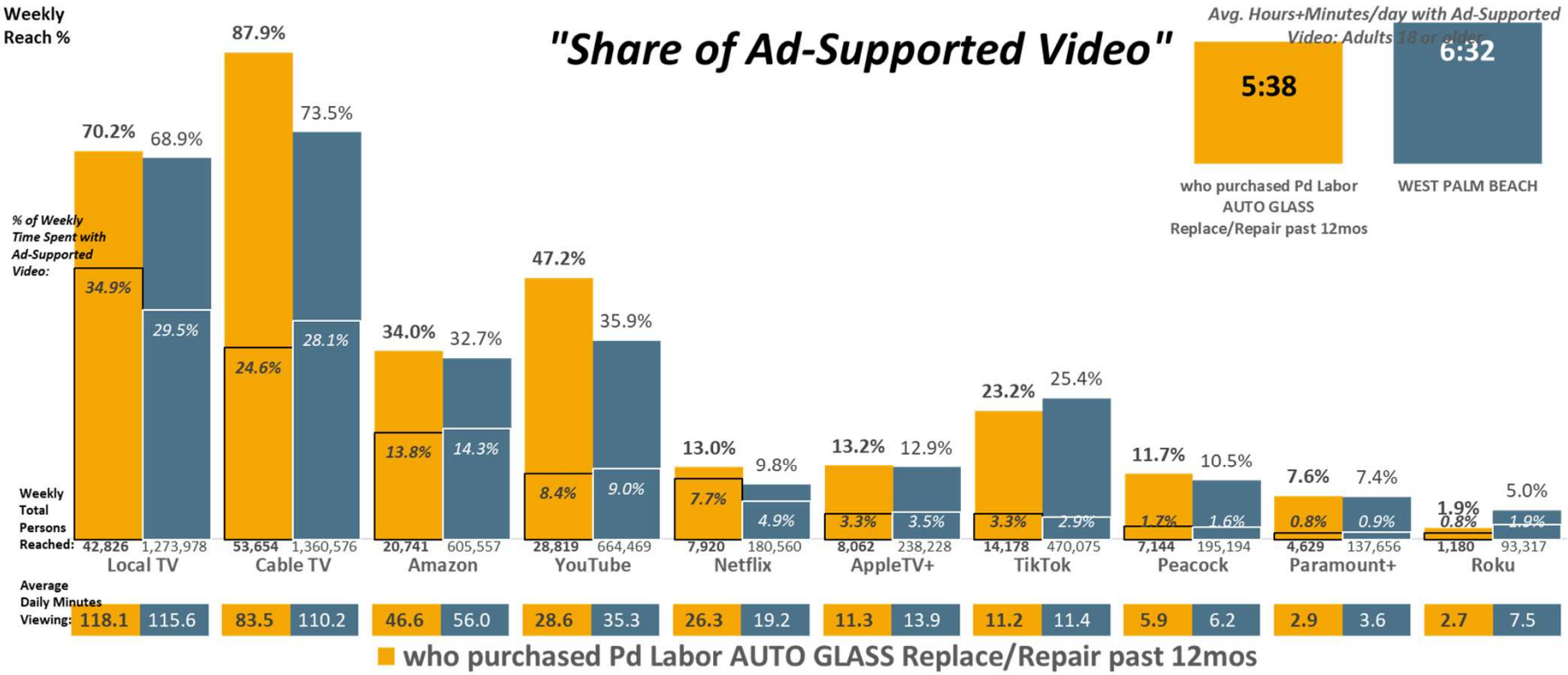
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



42,826 or 70.2% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations for an average of 118.1 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,465

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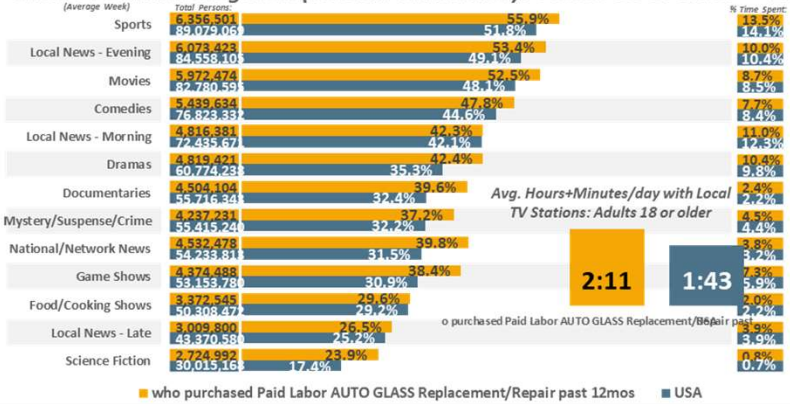
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

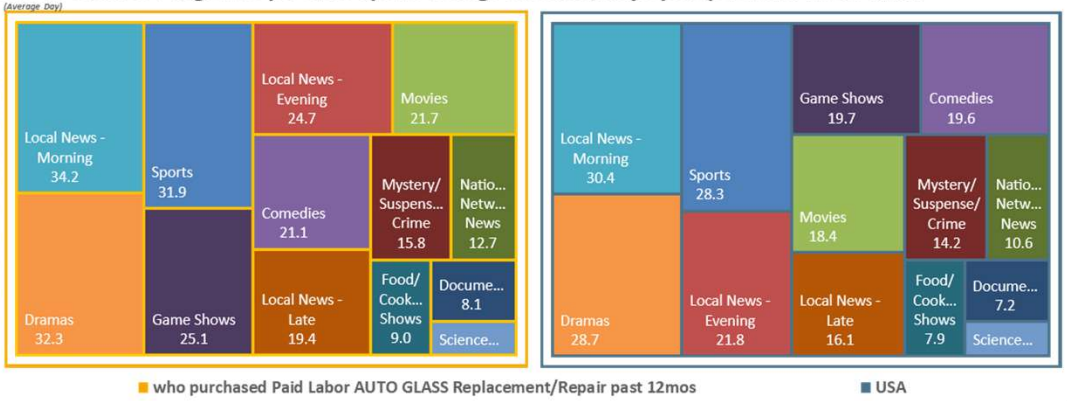


11,167,385 or 63.3% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Local News - Morning, and Dramas.

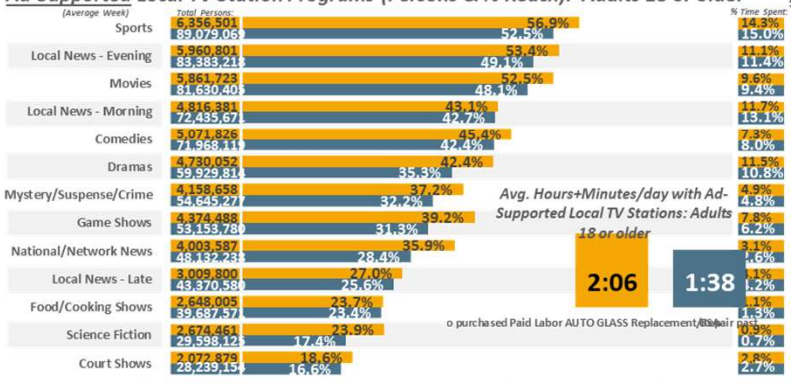
Local TV Station Programs (Persons & % Reach): Adults 18 or older



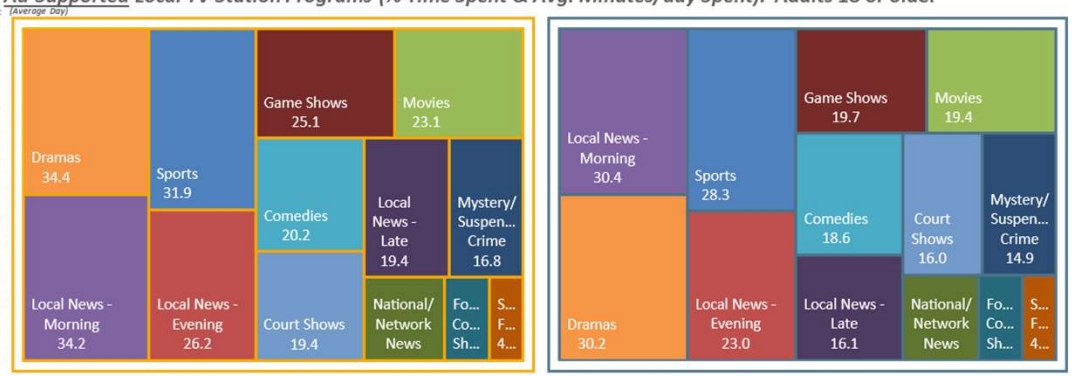
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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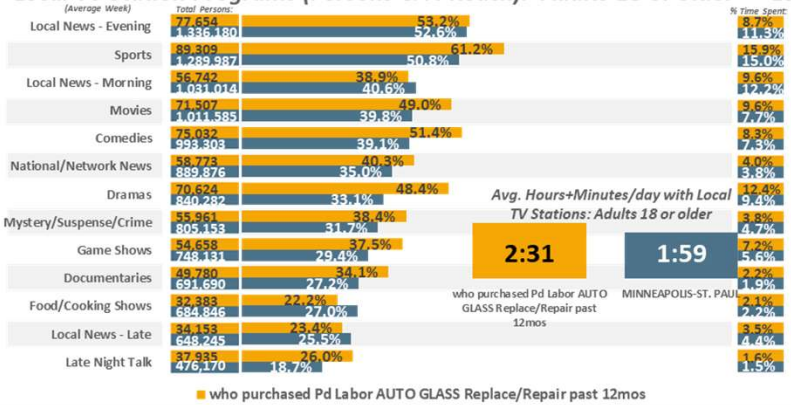
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

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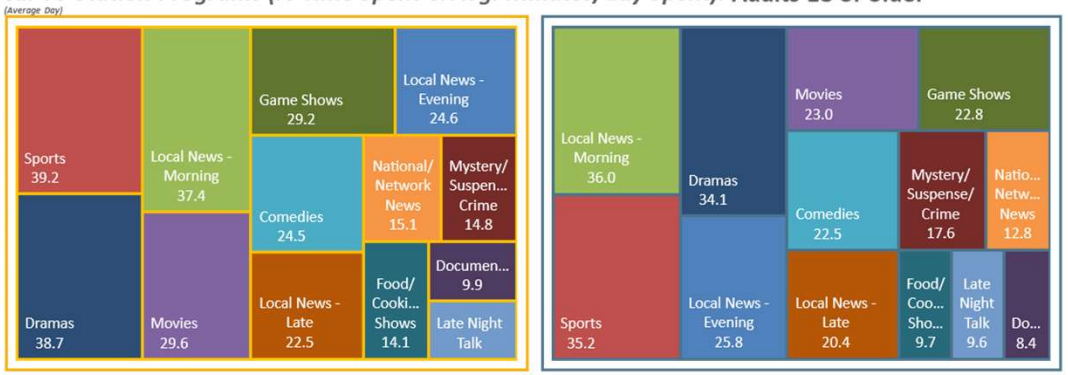
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

144,396 or 64.7% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Movies, Comedies, Dramas, and Local News - Morning.

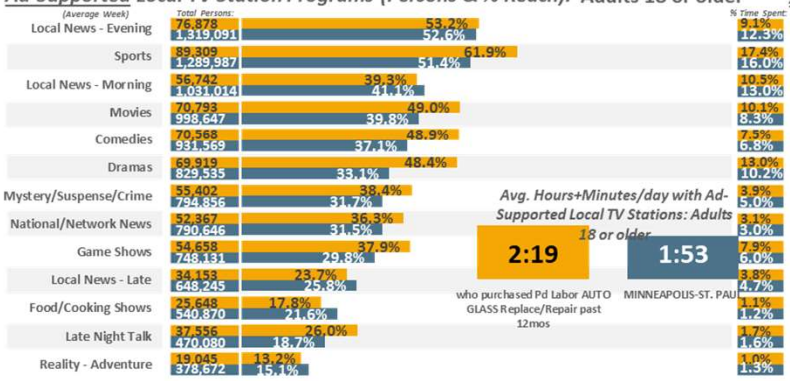
Local TV Station Programs (Persons & % Reach): Adults 18 or older



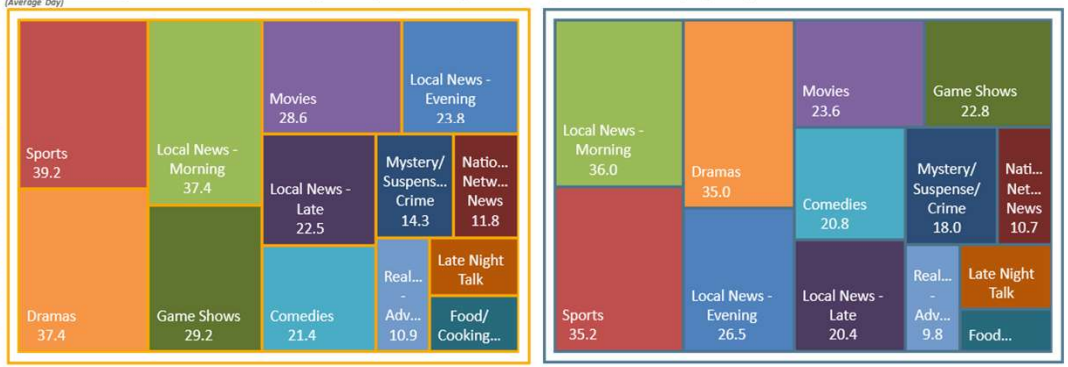
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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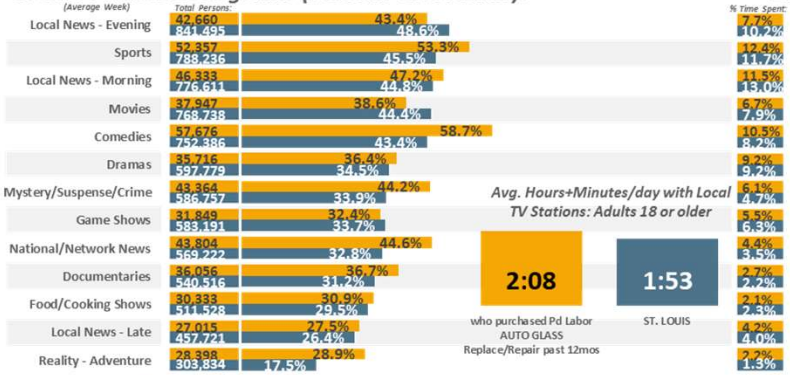
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

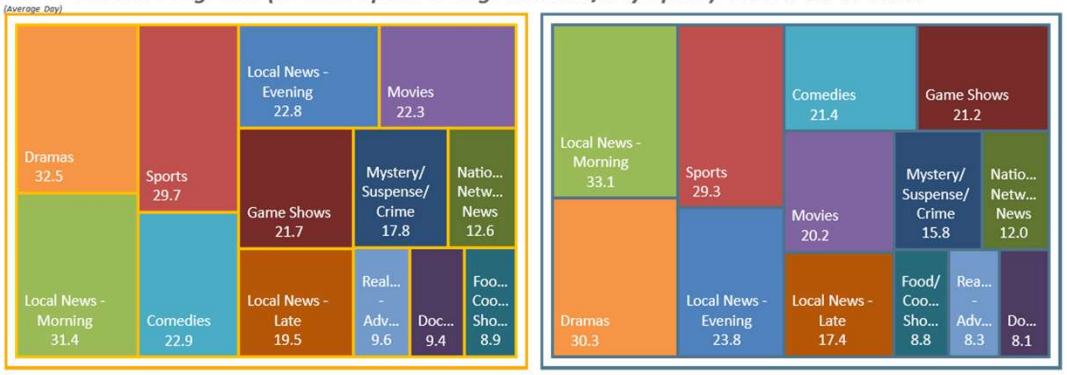


96,463 or 63.8% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Mystery/Suspense/Crime, Local News - Evening, and Nation

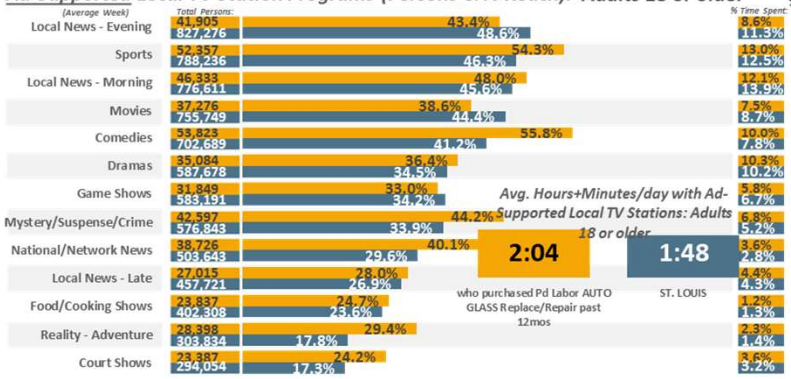
Local TV Station Programs (Persons & % Reach): Adults 18 or older



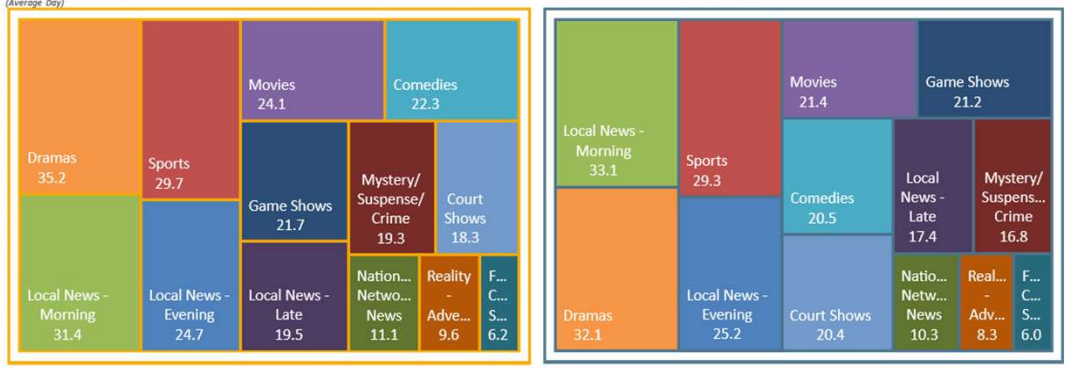
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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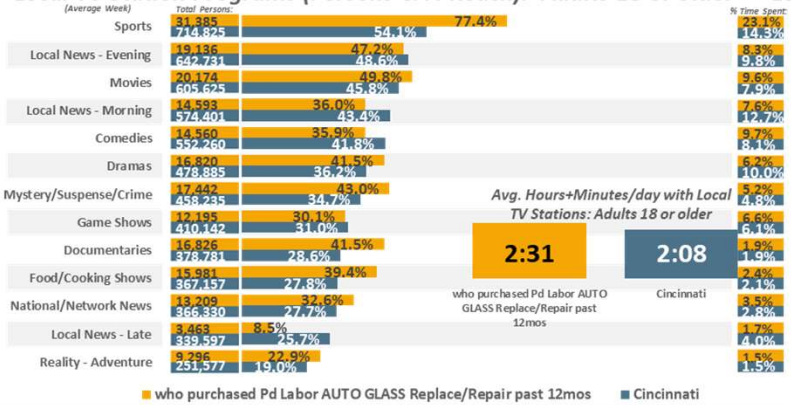
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

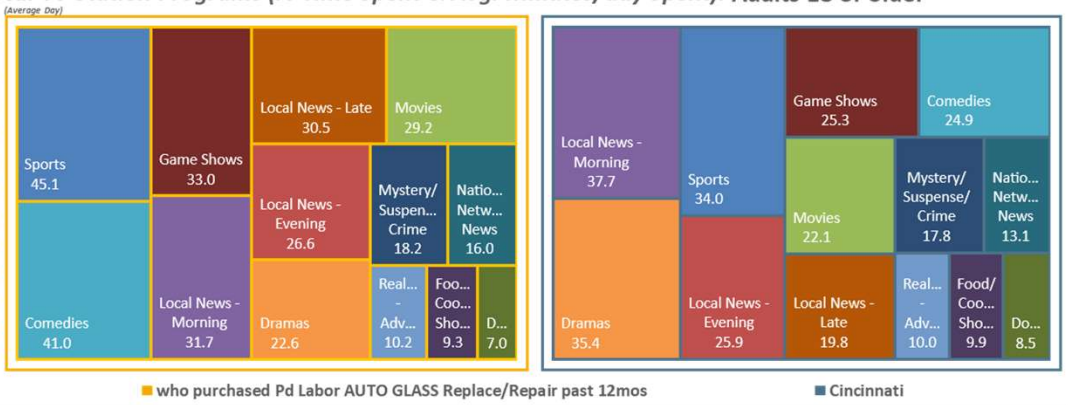


40,023 or 77.3% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Mystery/Suspense/Crime, Dramas, and Local News - Morning.

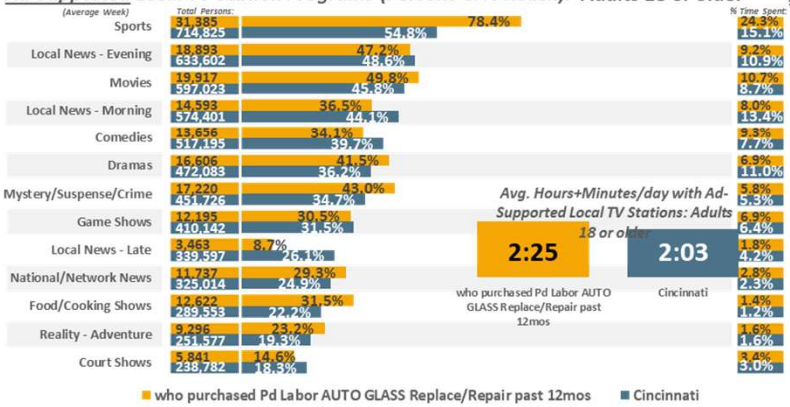
Local TV Station Programs (Persons & % Reach): Adults 18 or older



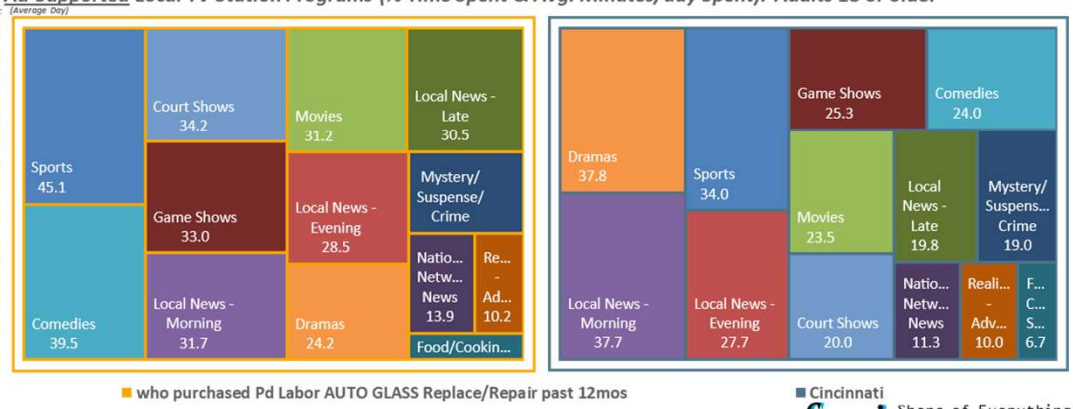
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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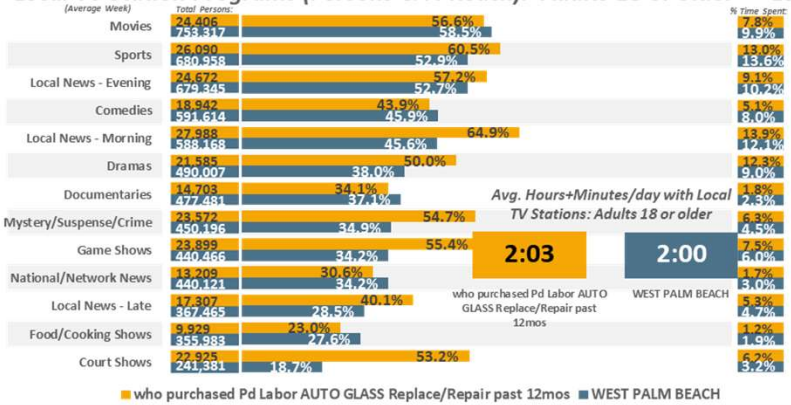
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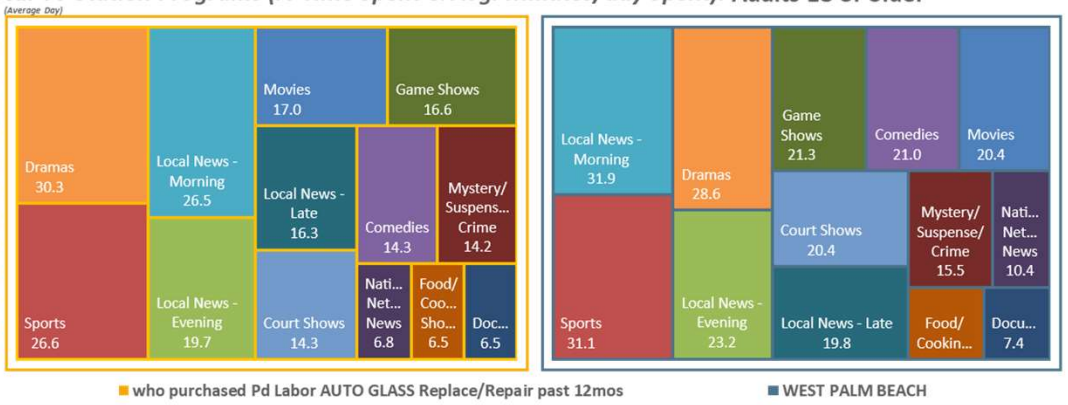


42,826 or 70.2% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Movies, Game Shows, and Mystery/Suspense/Cri

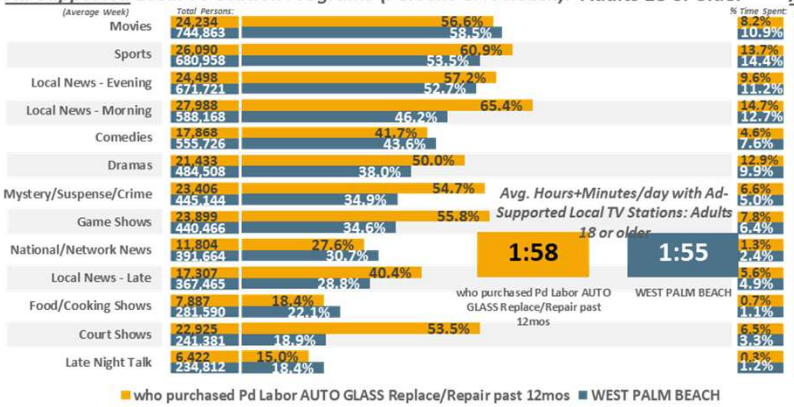
Local TV Station Programs (Persons & % Reach): Adults 18 or older



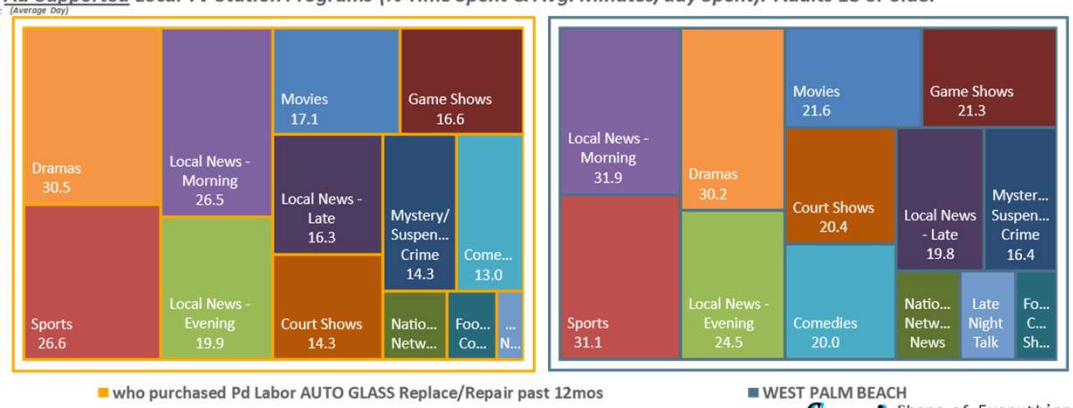
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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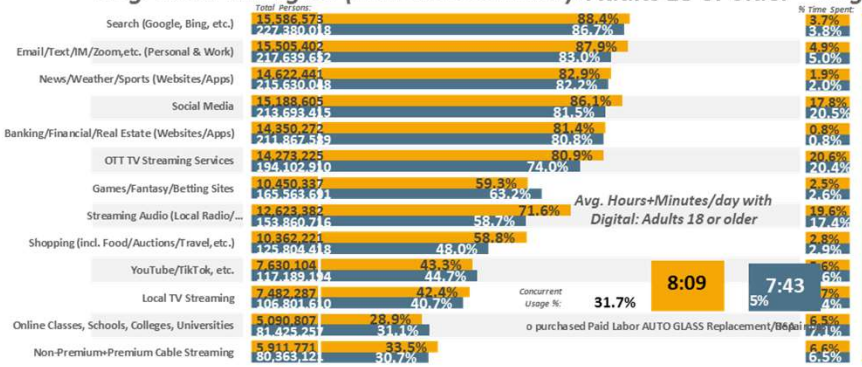
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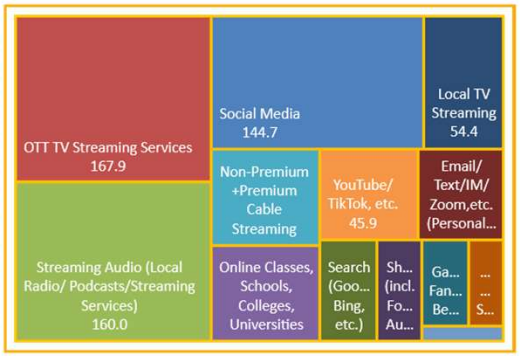


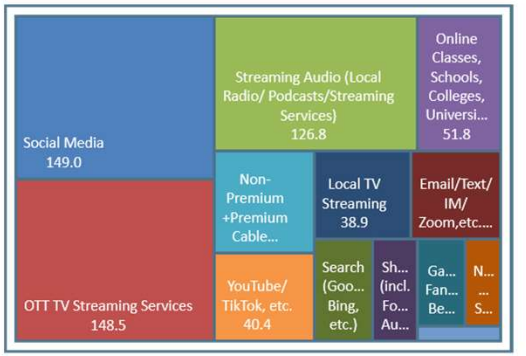
13,418,631 or 76.1% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos use Ad-Supported Social Media for an average of 127.8 minutes every day representing 20.9% of all time spent daily with Ad-Supported Digital Media.

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

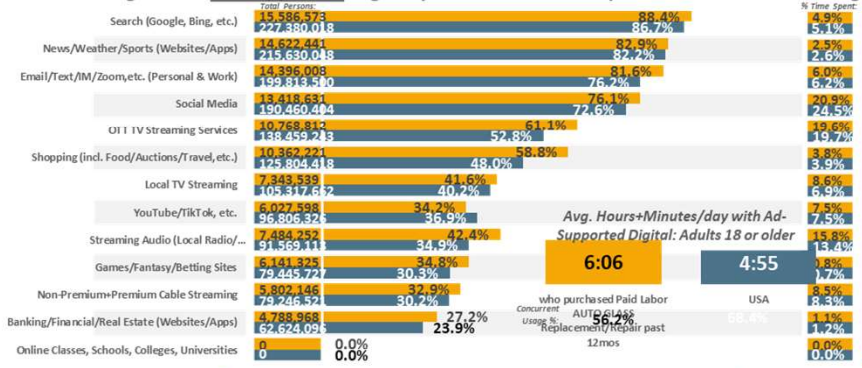


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

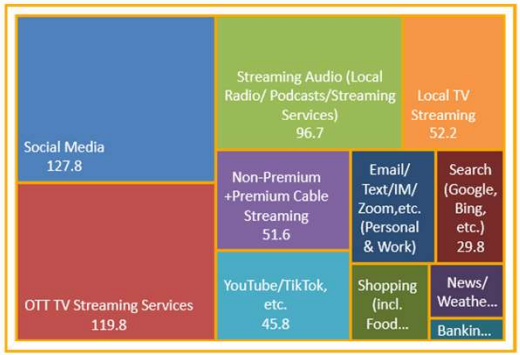


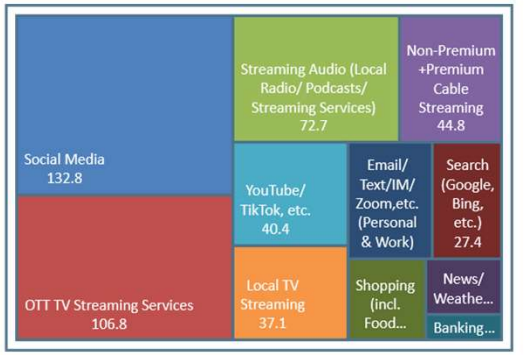


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

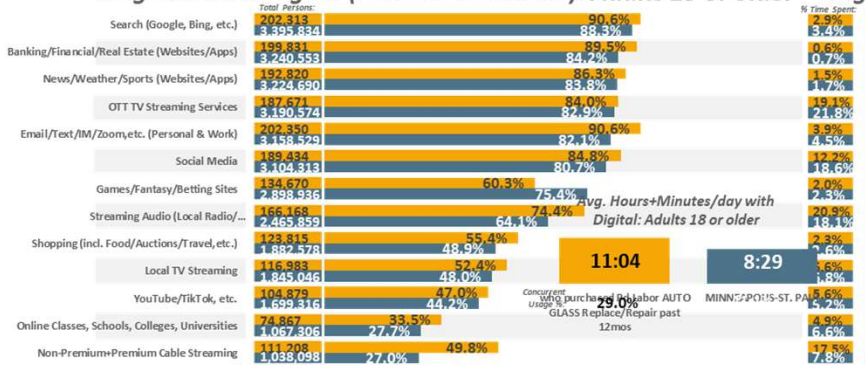
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

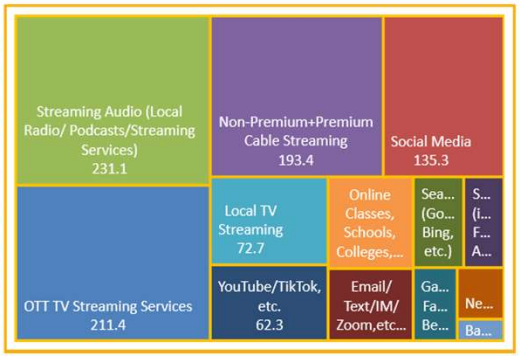


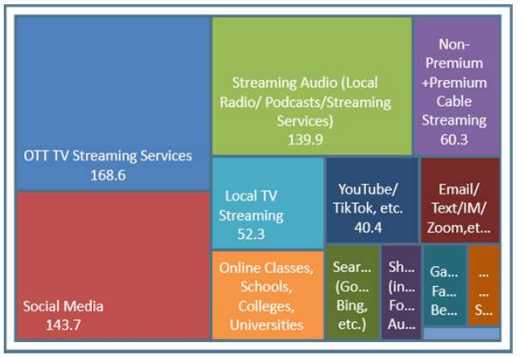
150,767 or 67.5% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos use Ad-Supported Social Media for an average of 107.7 minutes every day representing 13.% of all time spent daily with Ad-Supported Digital Media.

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

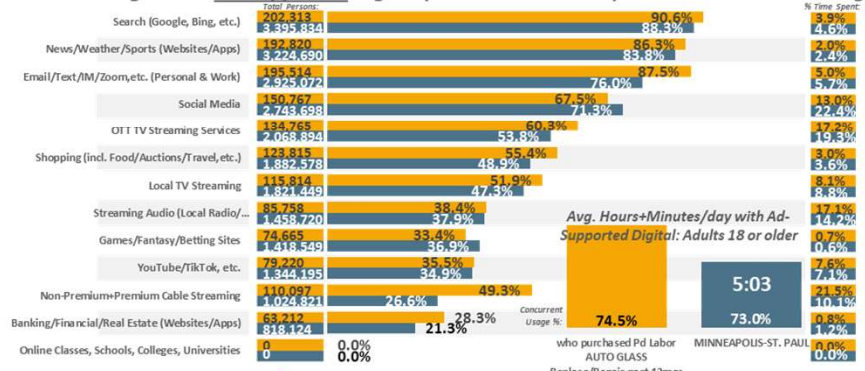


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

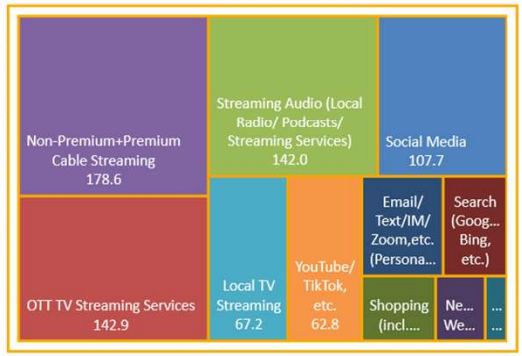


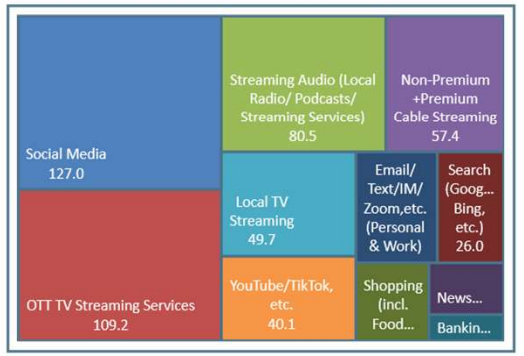


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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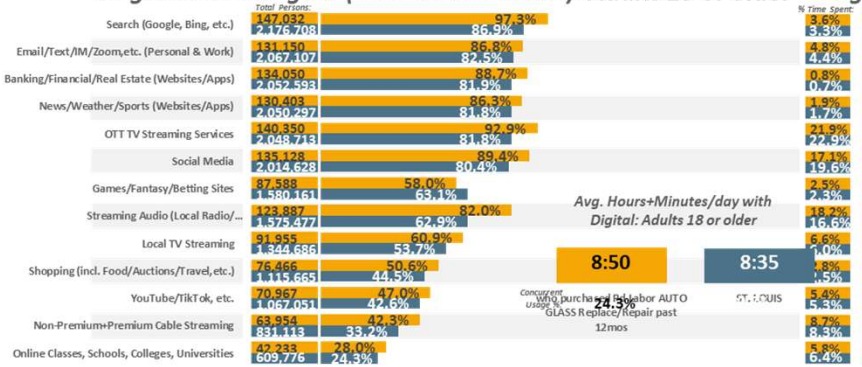
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

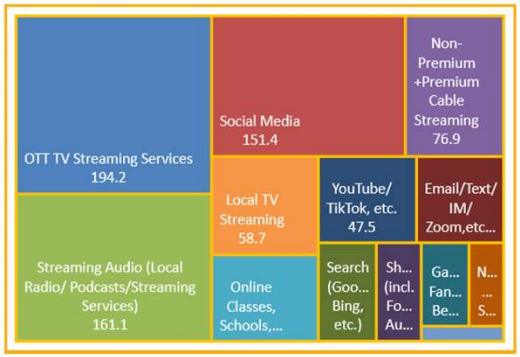


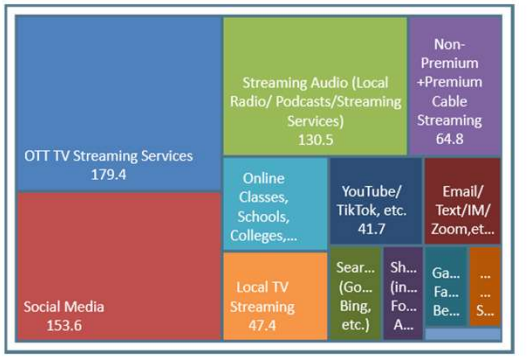
109,915 or 72.8% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos use Ad-Supported Social Media for an average of 123.1 minutes every day representing 19.3% of all time spent daily with Ad-Supported Digital Media.

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

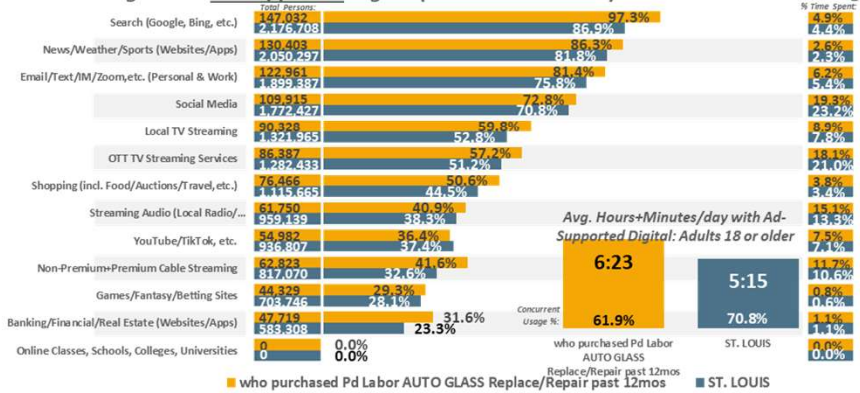


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

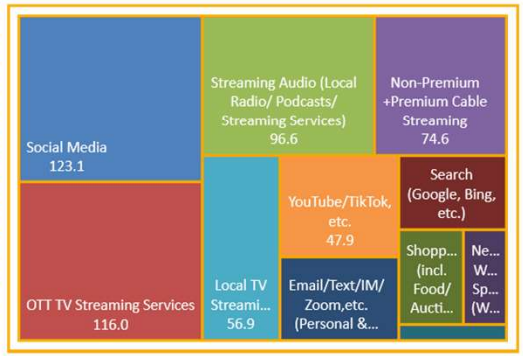


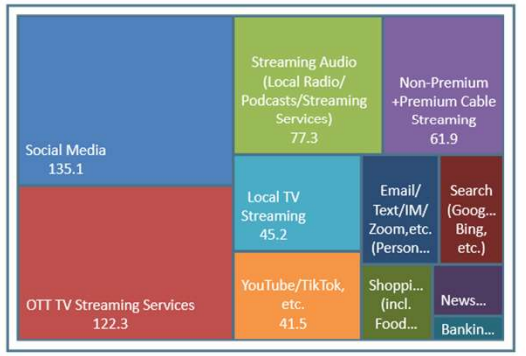


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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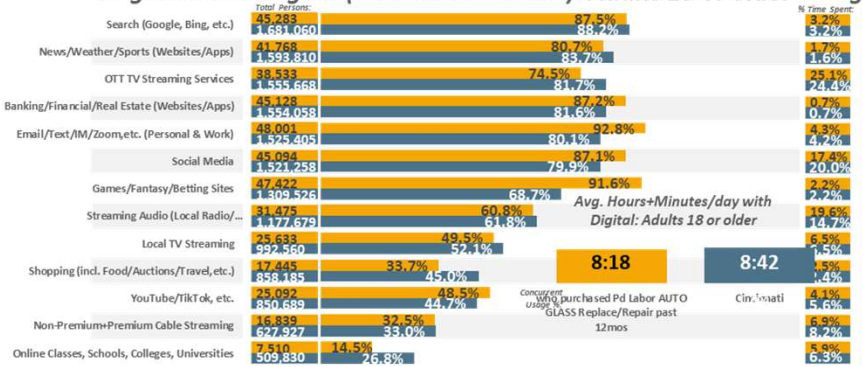
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

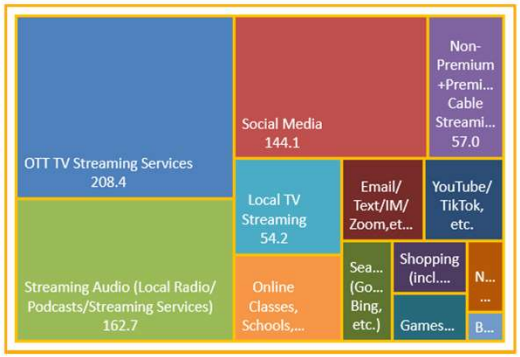


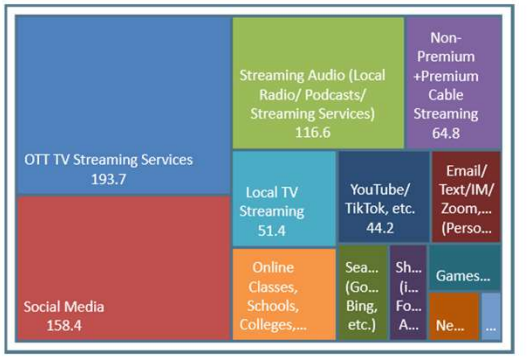
36,726 or 71.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos use Ad-Supported Social Media for an average of 117.4 minutes every day representing 20.7% of all time spent daily with Ad-Supported Digital Media.

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

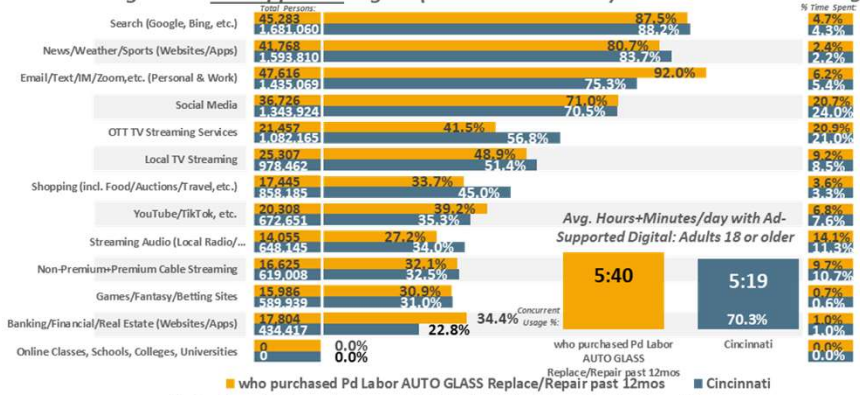


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

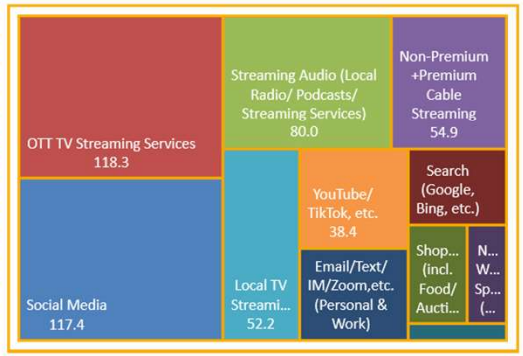


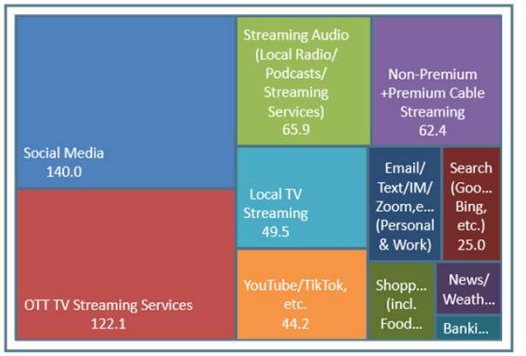


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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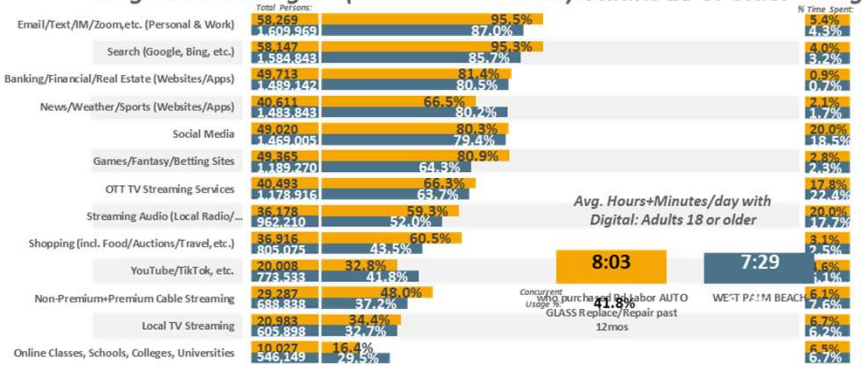
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

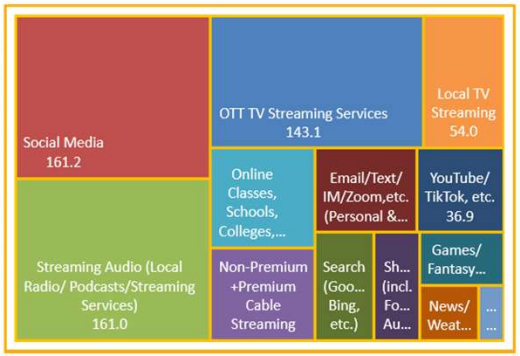


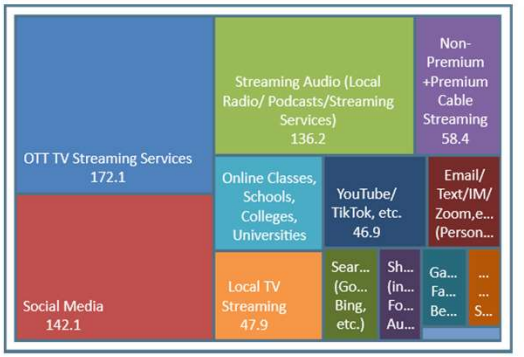
47,227 or 77.4% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos use Ad-Supported Social Media for an average of 155.3 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

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

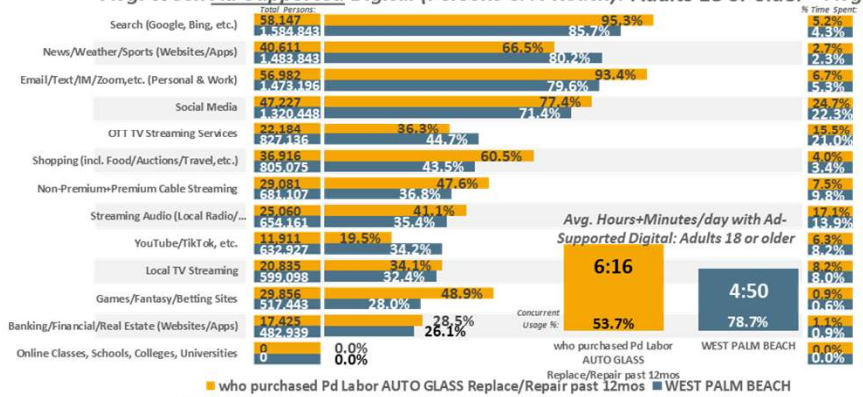


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

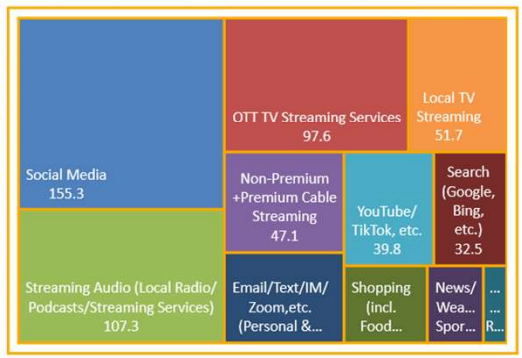


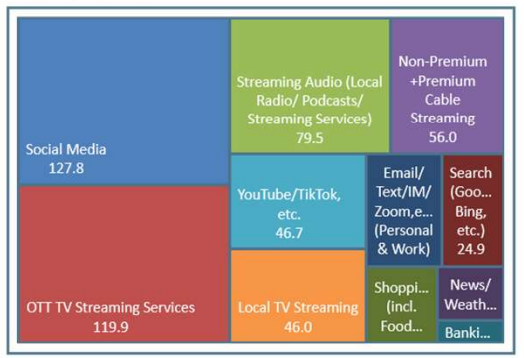


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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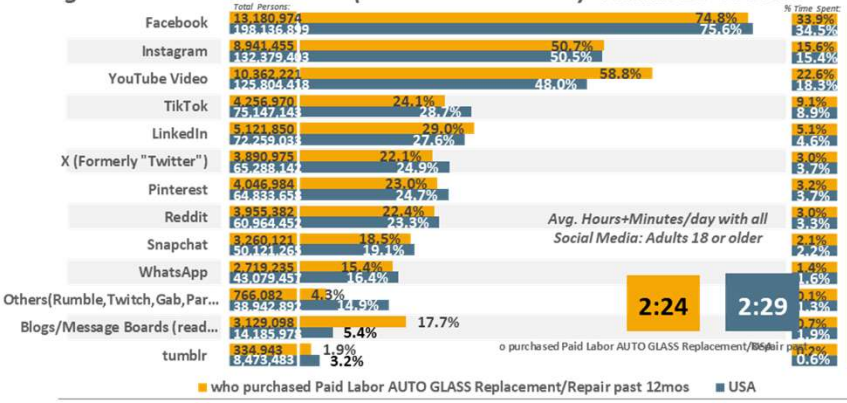
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

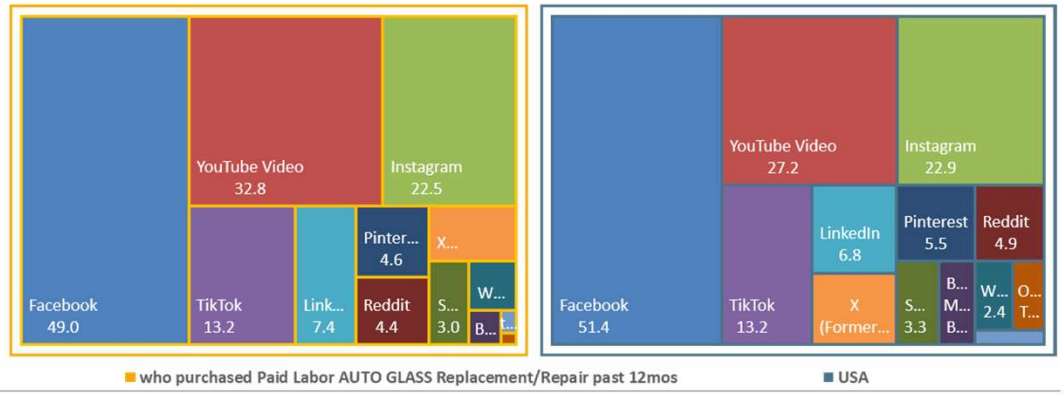


13,180,974 or 74.8% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos use Ad-Supported Facebook for an average of 42.7 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

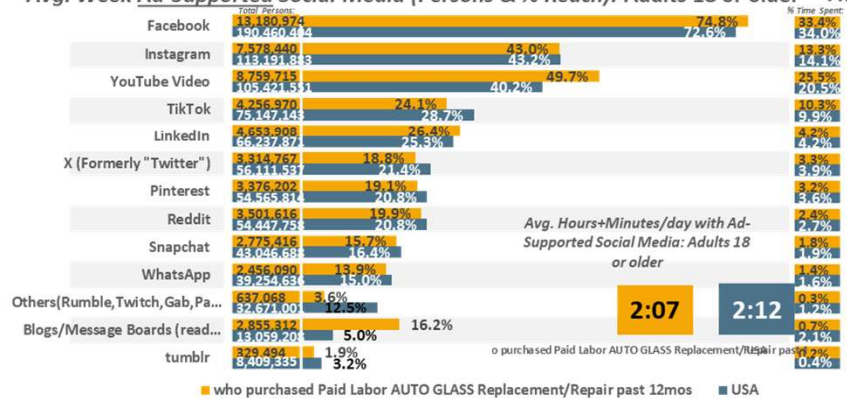
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



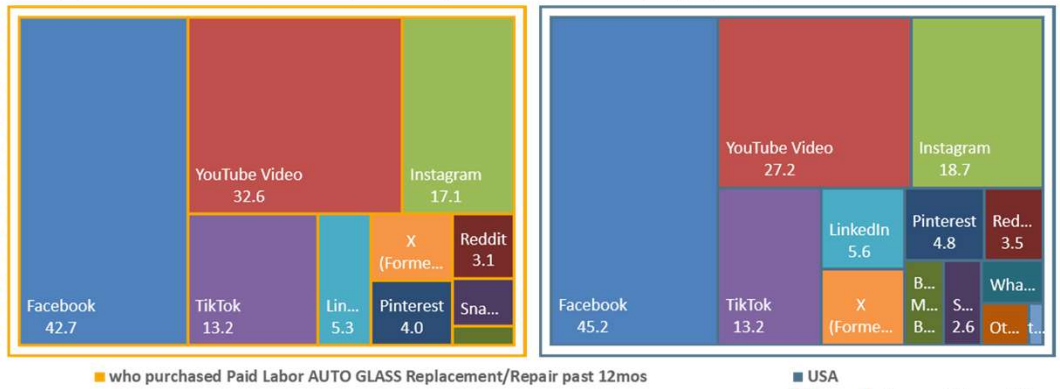
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

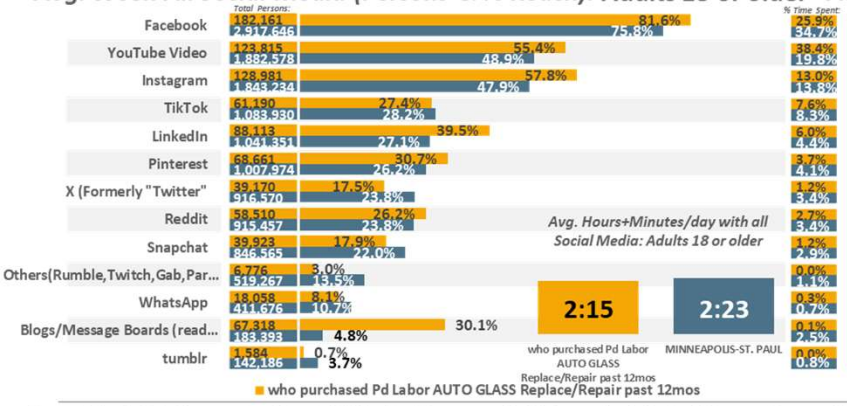
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

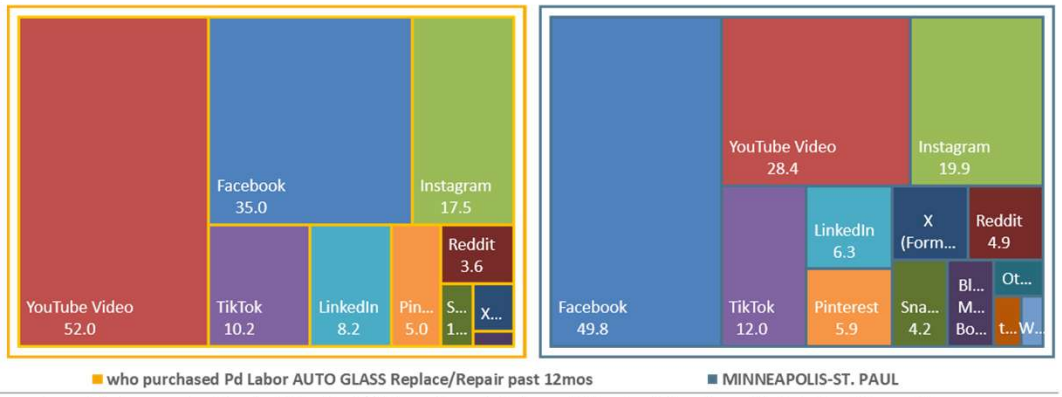


98,156 or 44.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos use Ad-Supported YouTube Video for an average of 52.6 minutes every day representing 48.8% of all time spent daily with Ad-Supported Social Media.

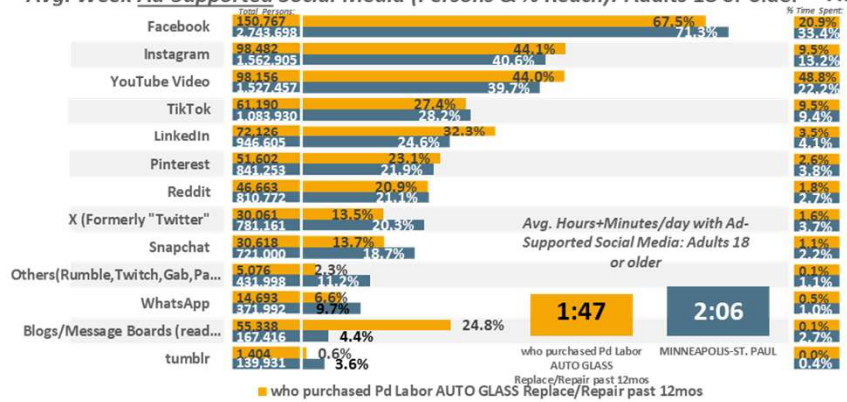
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



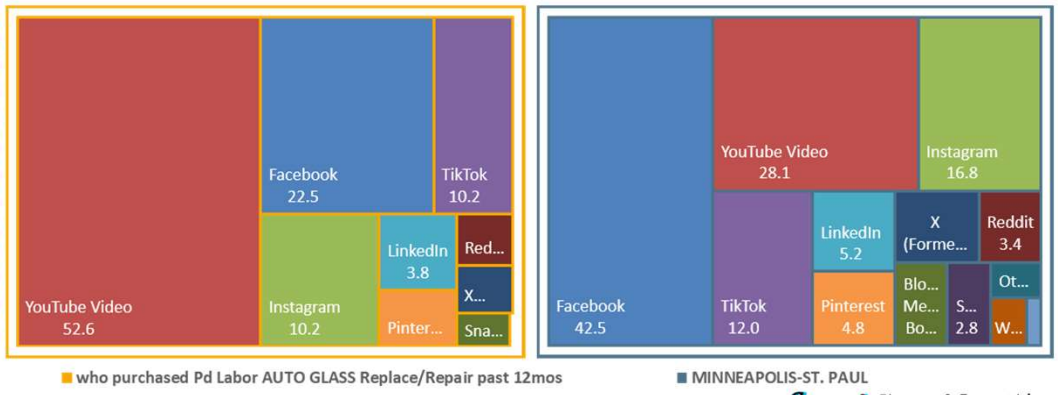
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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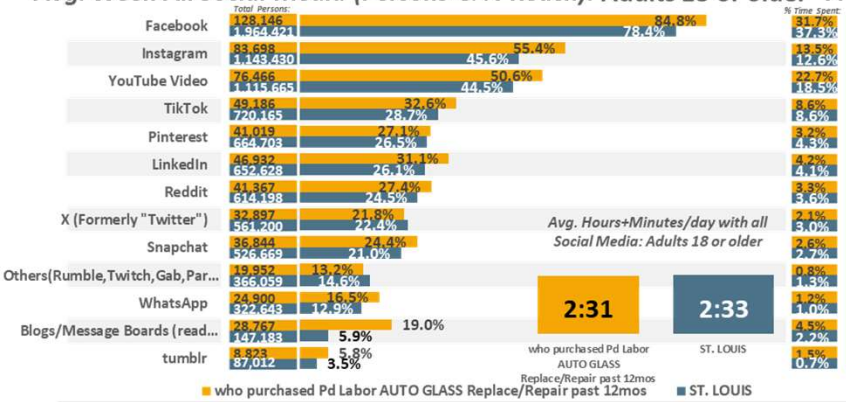
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

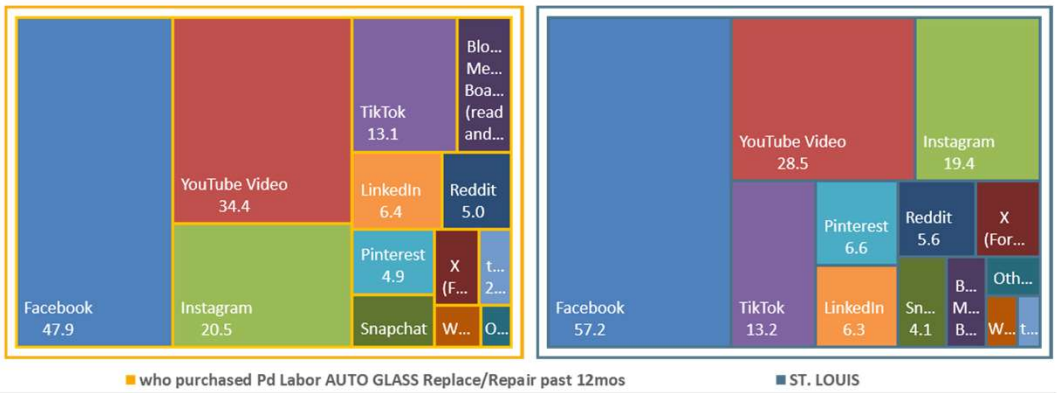


109,915 or 72.8% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos use Ad-Supported Facebook for an average of 35.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Social Media.

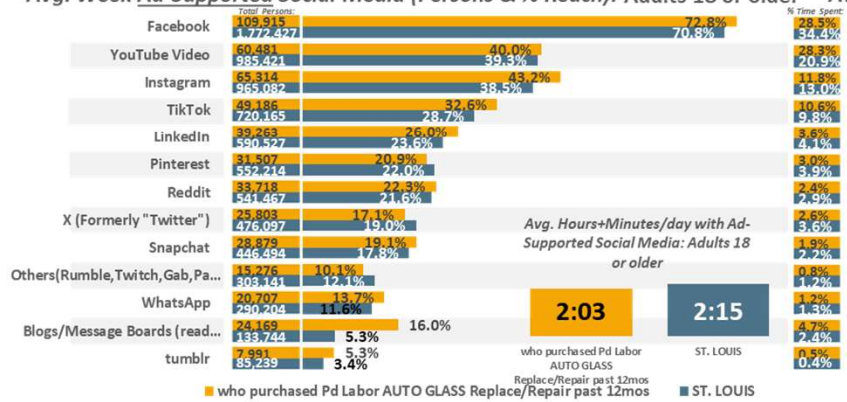
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



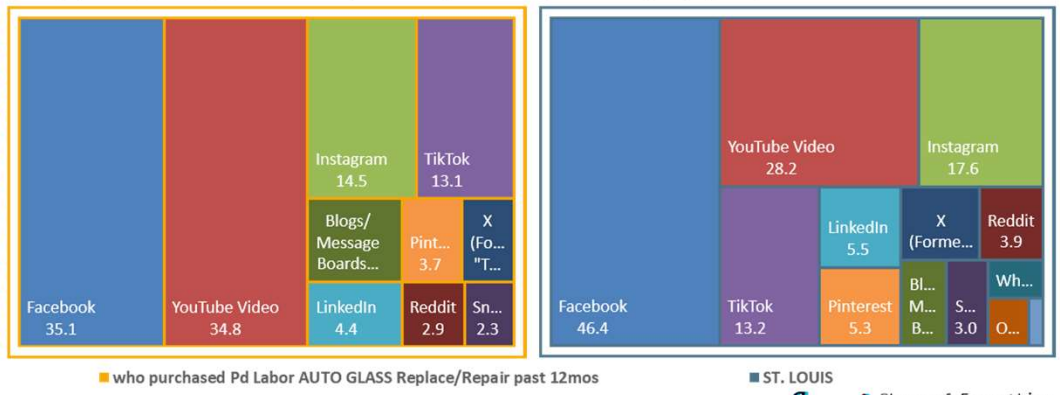
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

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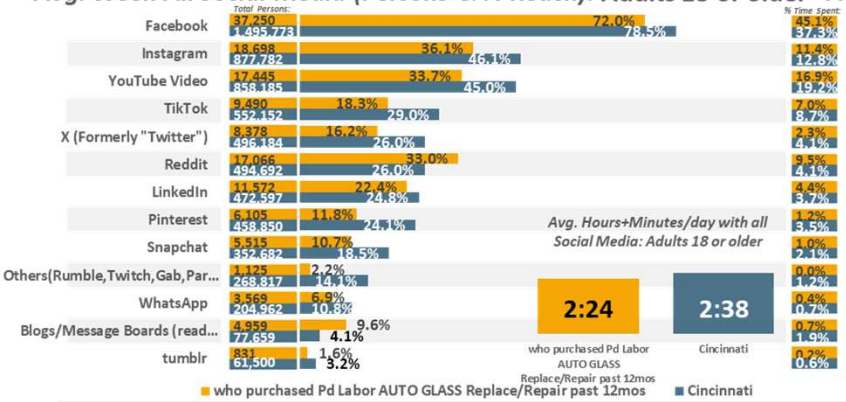
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

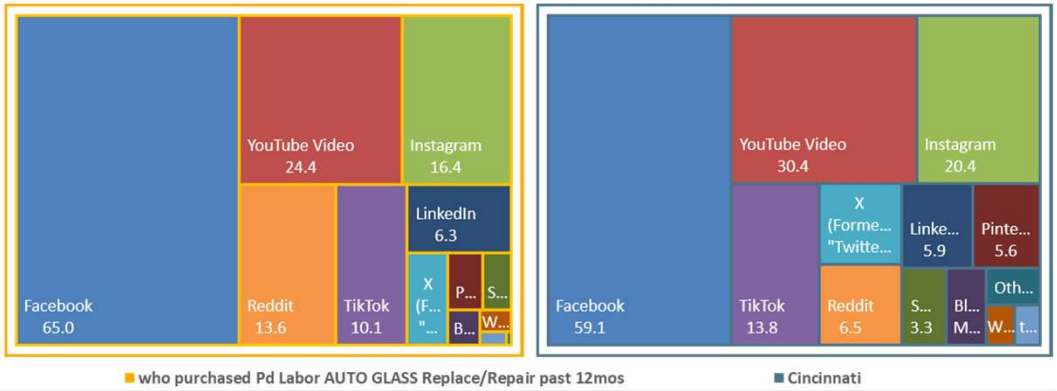


36,726 or 71.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos use Ad-Supported Facebook for an average of 47.4 minutes every day representing 40.4% of all time spent daily with Ad-Supported Social Media.

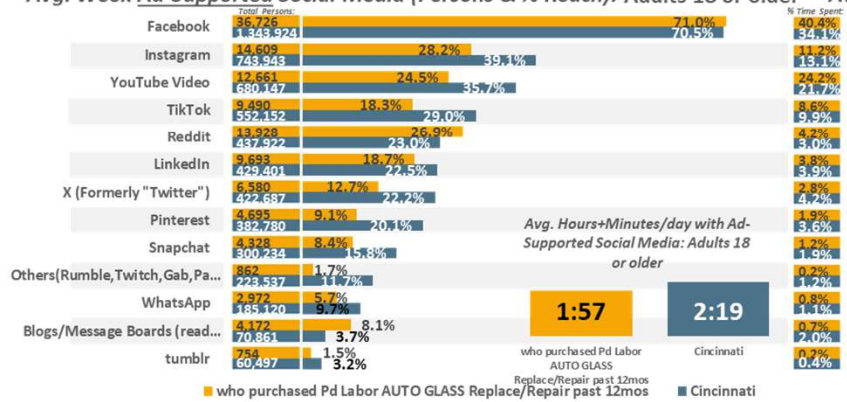
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



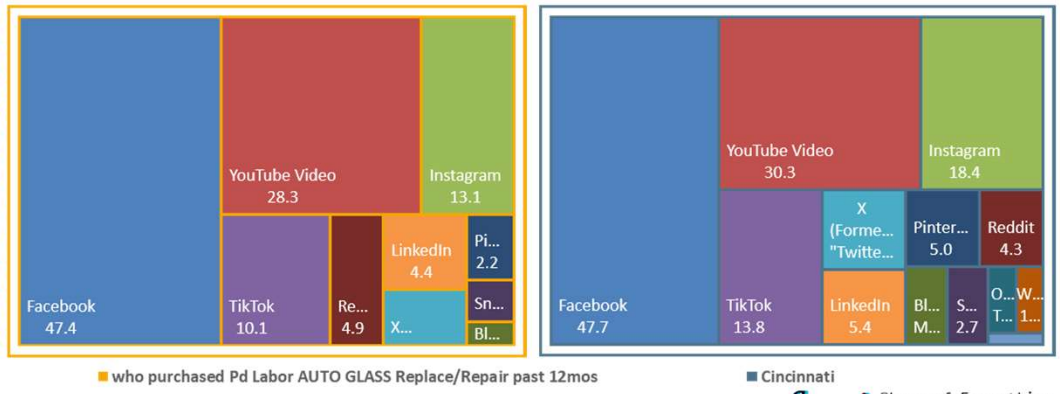
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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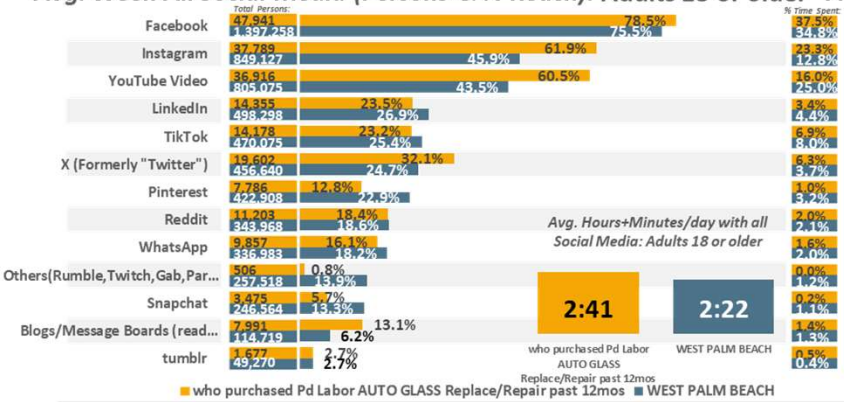
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

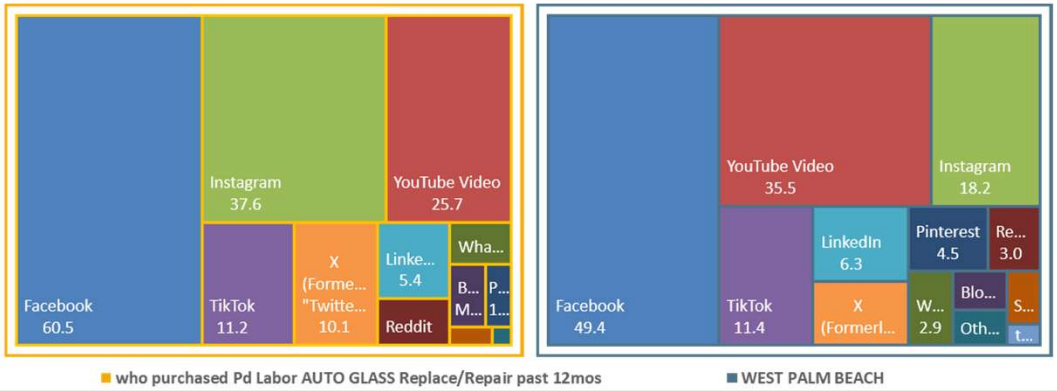


47,227 or 77.4% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos use Ad-Supported Facebook for an average of 57.7 minutes every day representing 37.2% of all time spent daily with Ad-Supported Social Media.

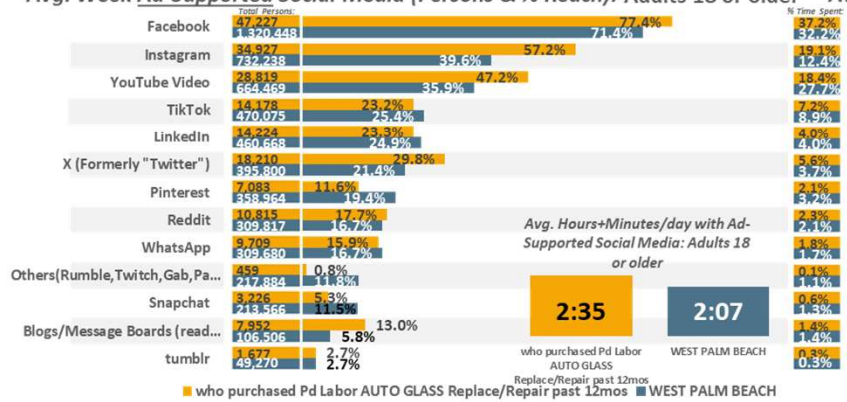
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



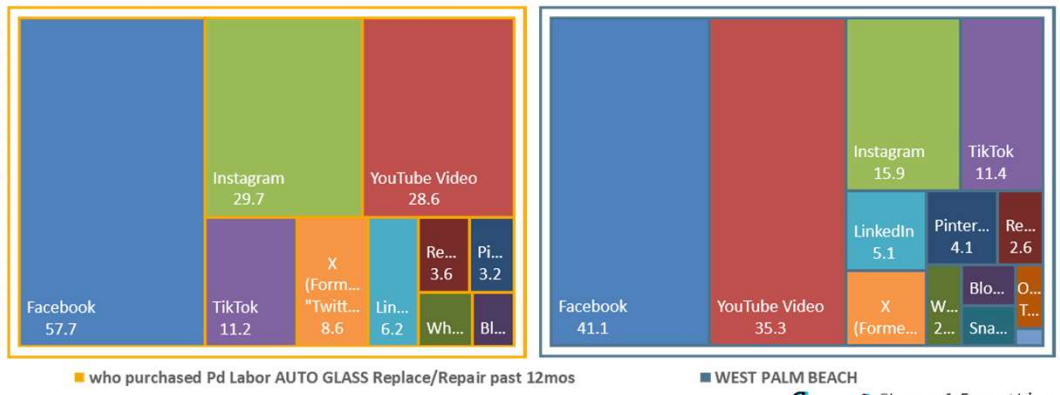
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

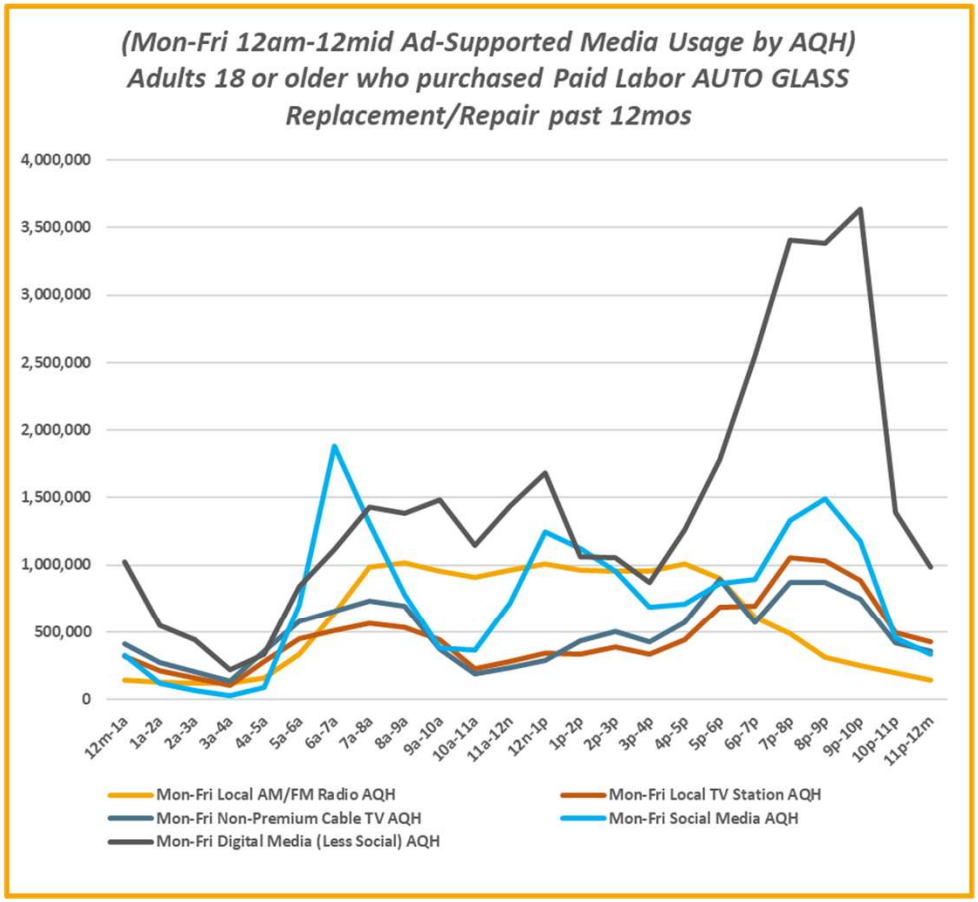
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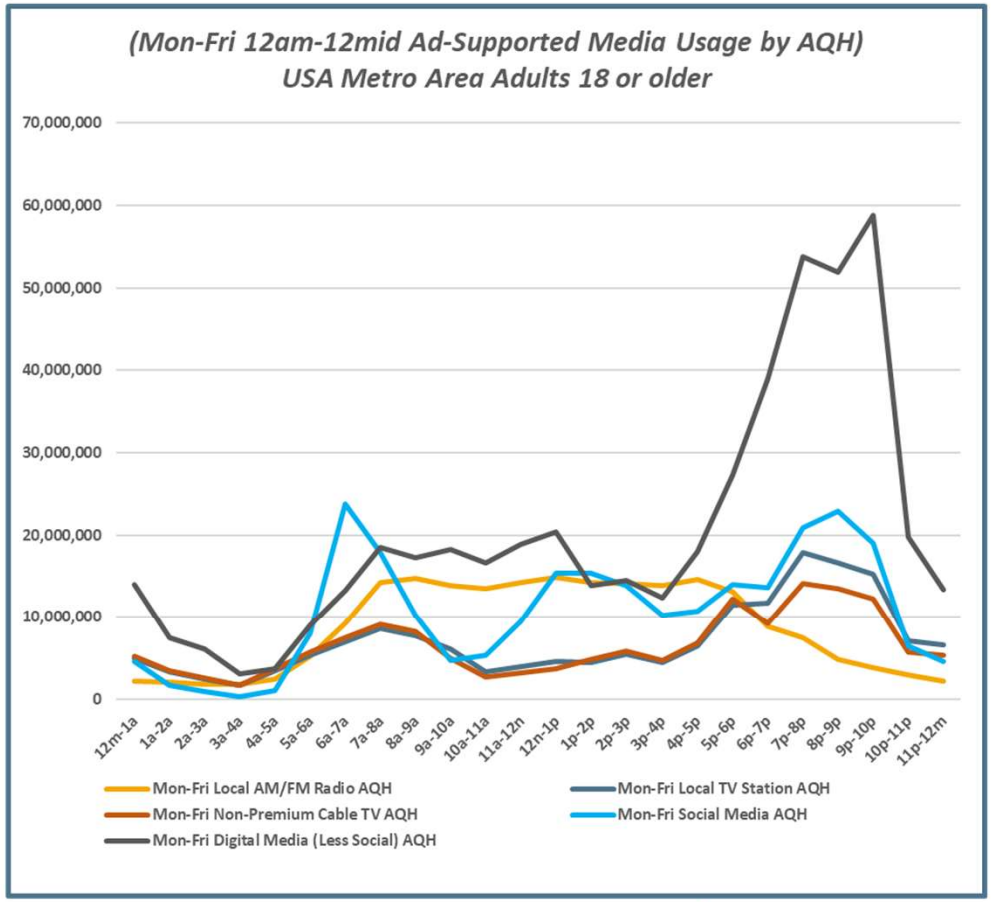
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 1,403,168; Social Media: 913,934; Local Radio: 911,772; Non-Prem. Cable: 504,600; Local TV: 442,950 reaching Adults 18 or older who purchased Paid Labor AUTO GLASS Replac





USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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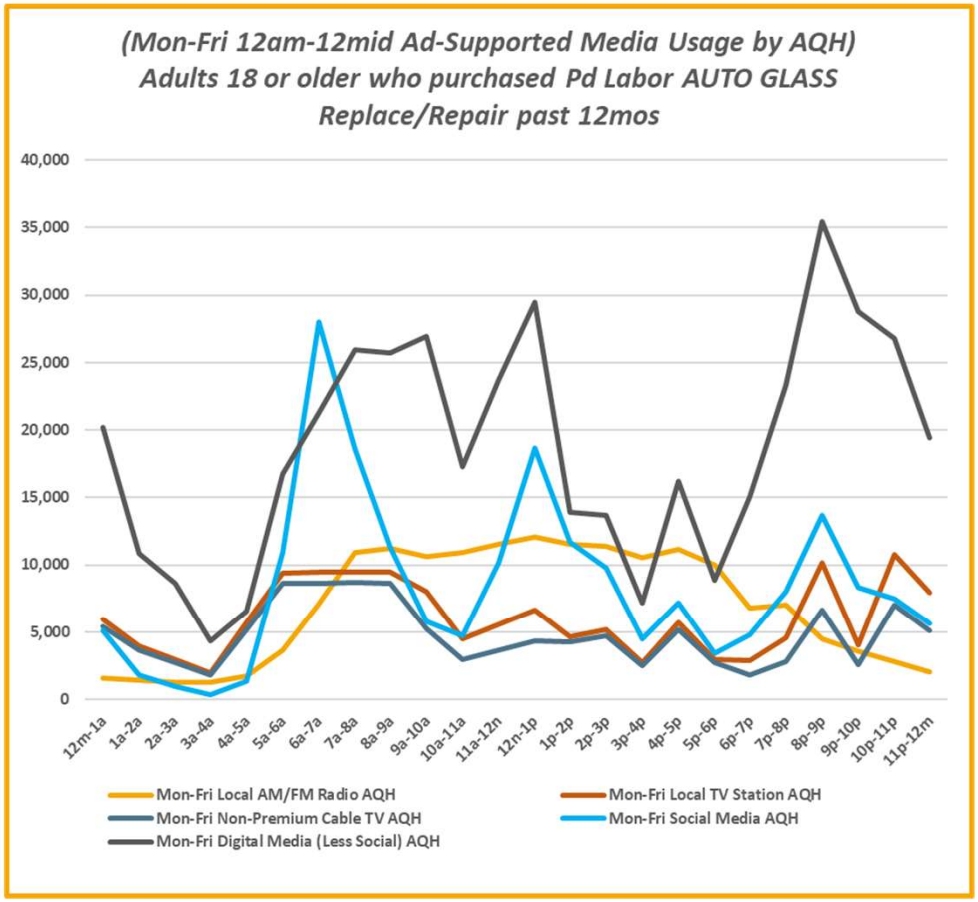
USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

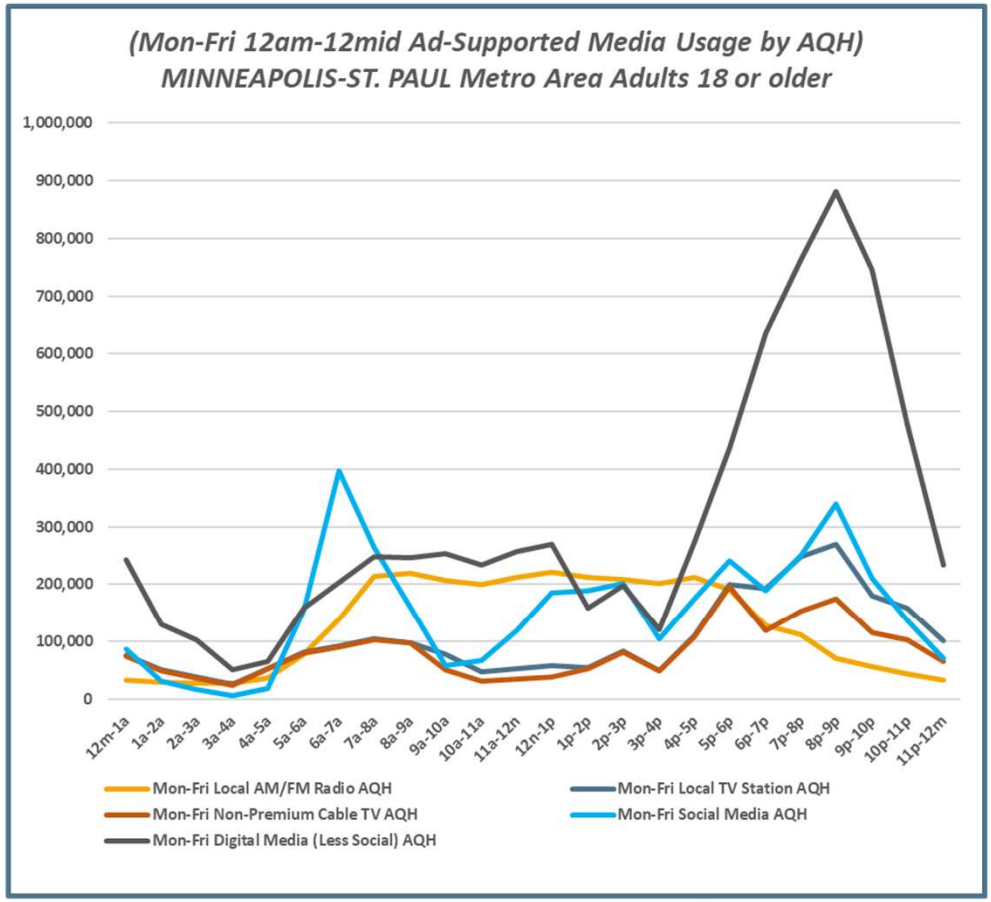
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 18,859; Social Media: 10,653; Local Radio: 10,446; Local TV: 5,931; Non-Prem. Cable: 4,858 reaching Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair pa





MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

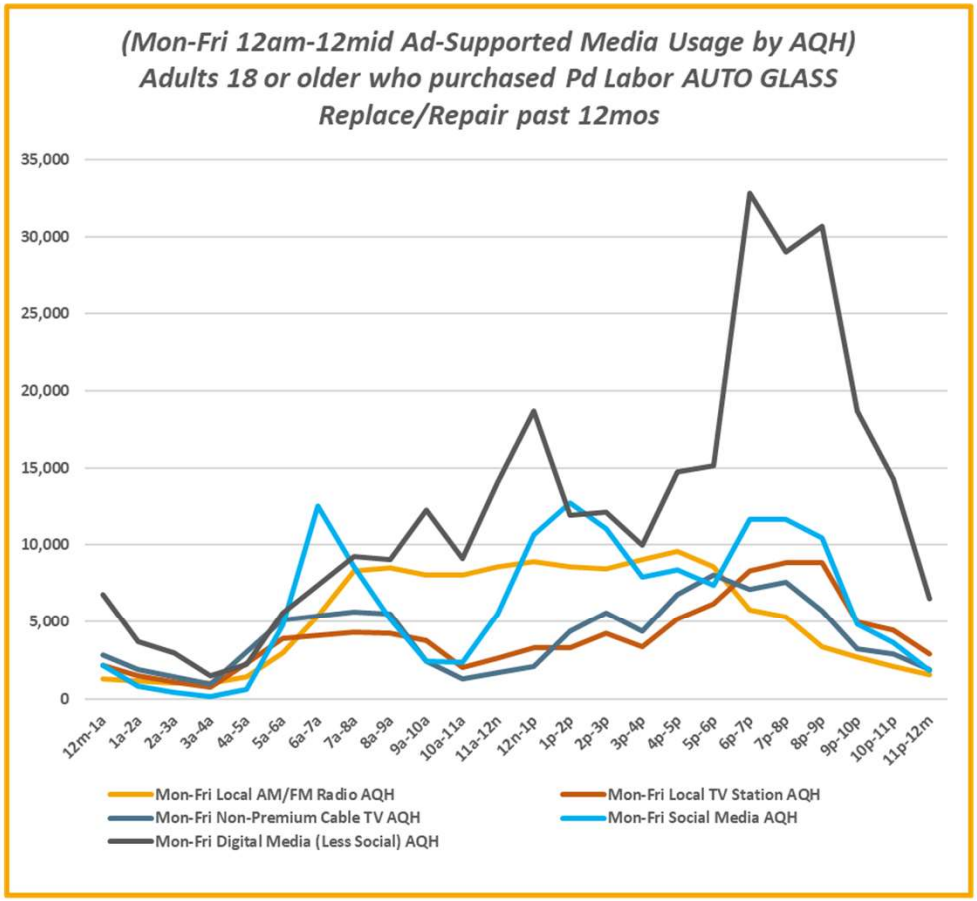
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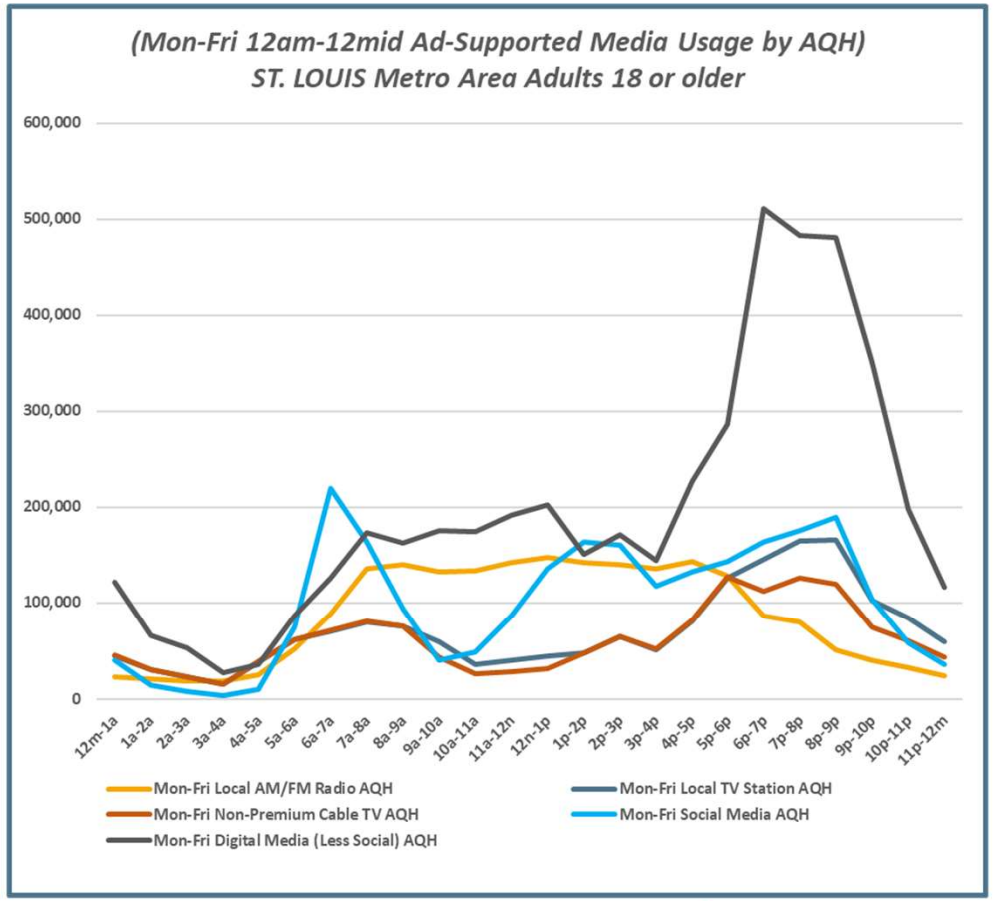
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,573; Social Media: 8,165; Local Radio: 8,136; Non-Prem. Cable: 4,637; Local TV: 4,219 reaching Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past





ST. LOUIS DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 124

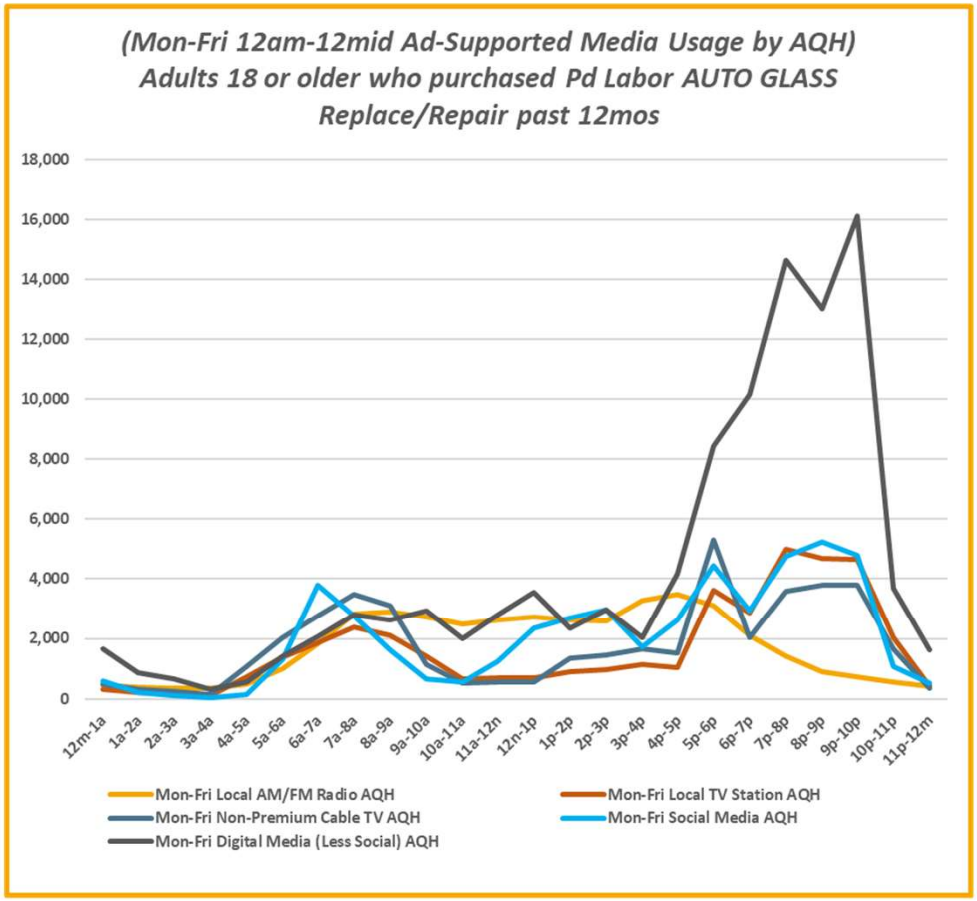
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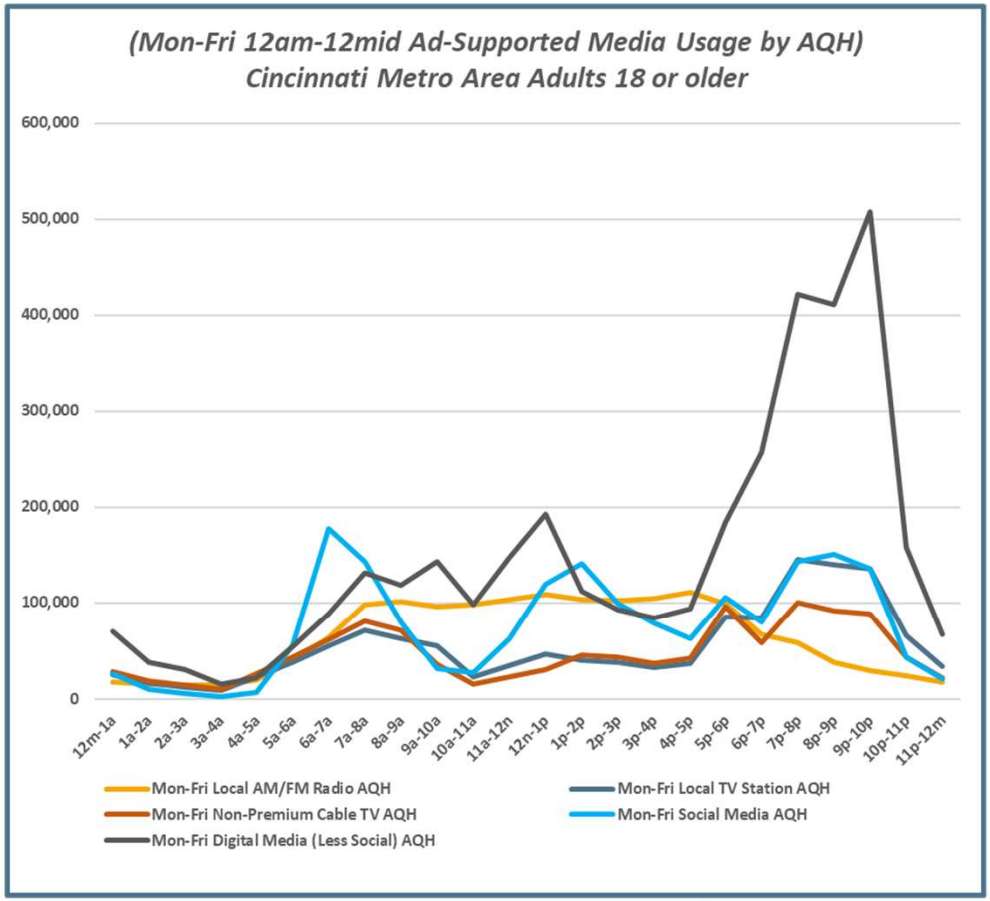
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,761; Local Radio: 2,713; Social Media: 2,341; Non-Prem. Cable: 1,958; Local TV: 1,562 reaching Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past





Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

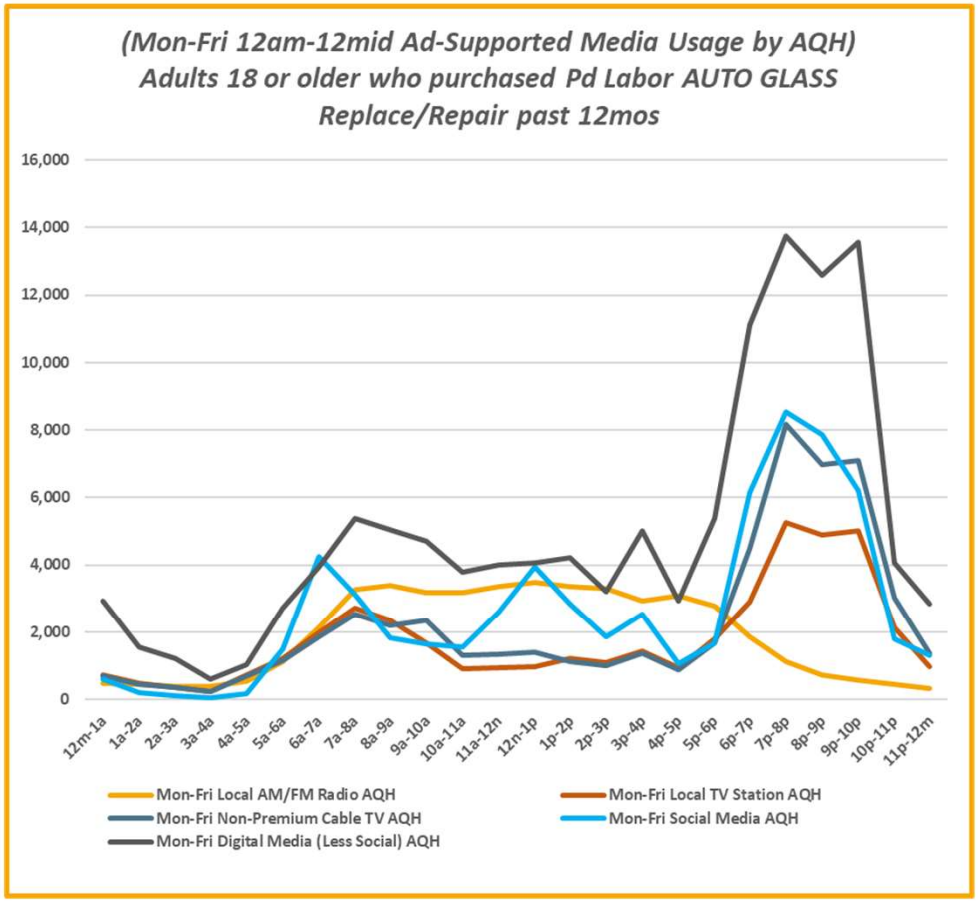
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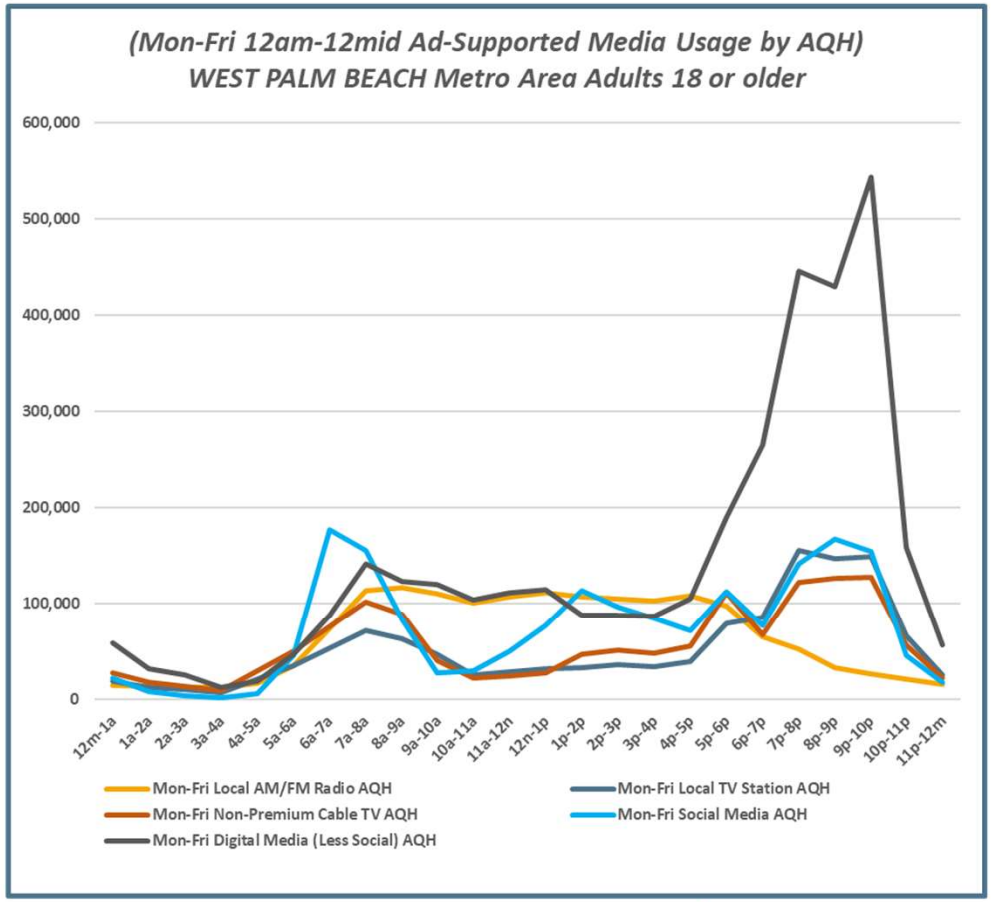
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,831; Local Radio: 3,020; Social Media: 2,688; Non-Prem. Cable: 1,809; Local TV: 1,604 reaching Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past





WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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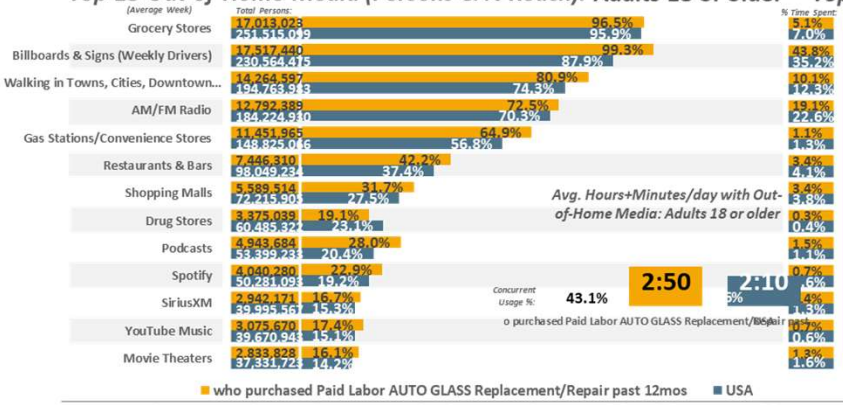
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

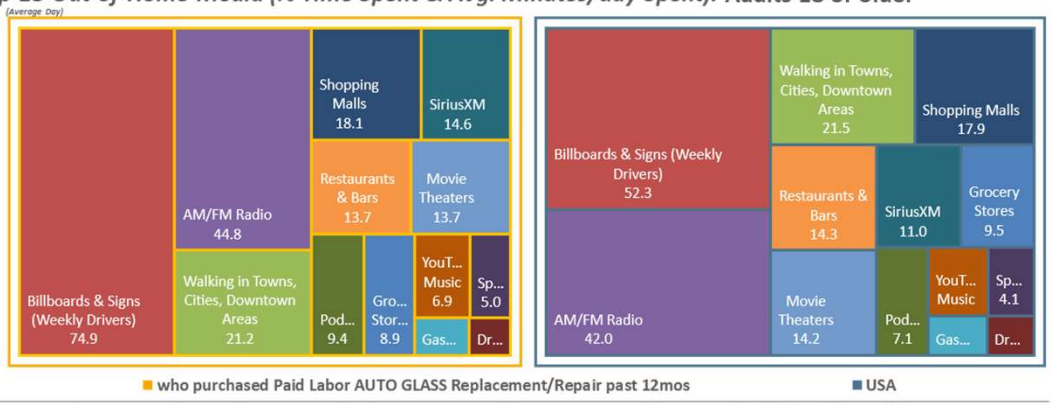


17,517,440 or 99.3% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos spend an average of 74.9 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 4

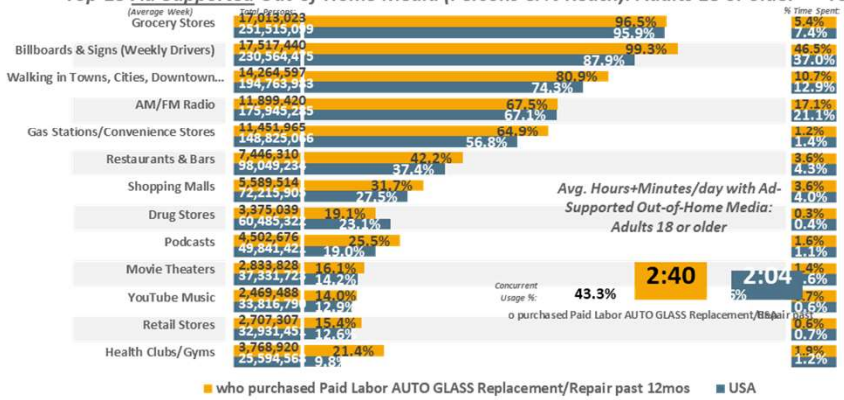
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



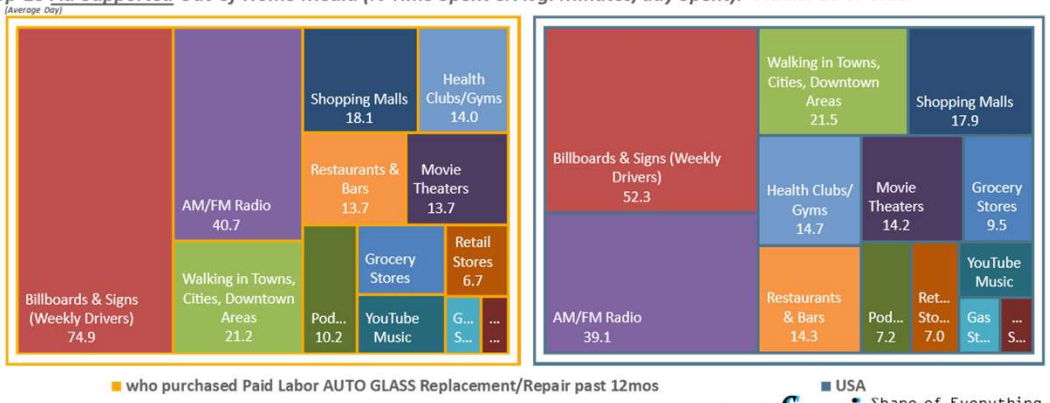
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

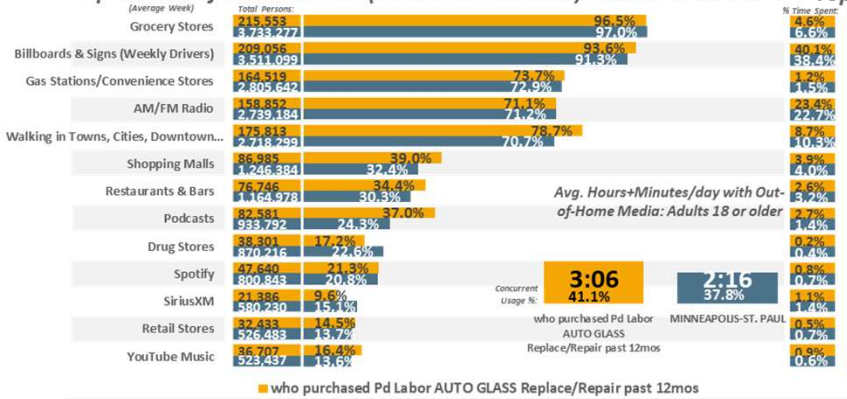
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

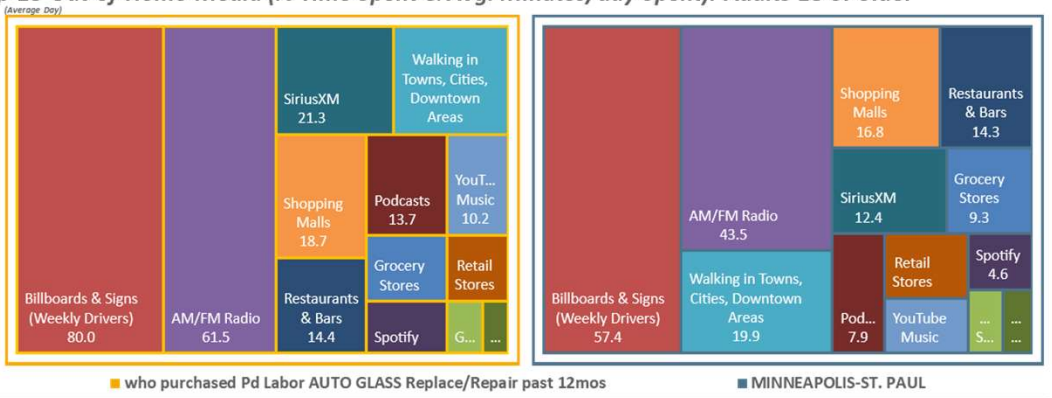


209,056 or 93.6% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 80. minutes per day driving, seeing Billboards and Signs. 62.4% Listen to Local Radio Stations Out-of-Home for an average of 49.2 minute

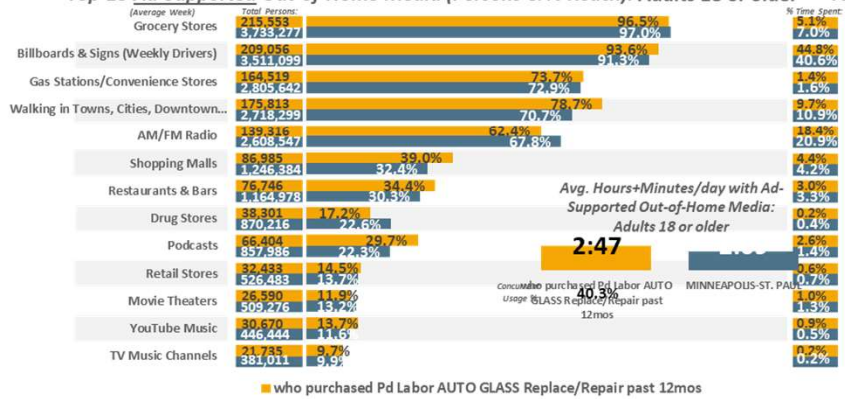
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



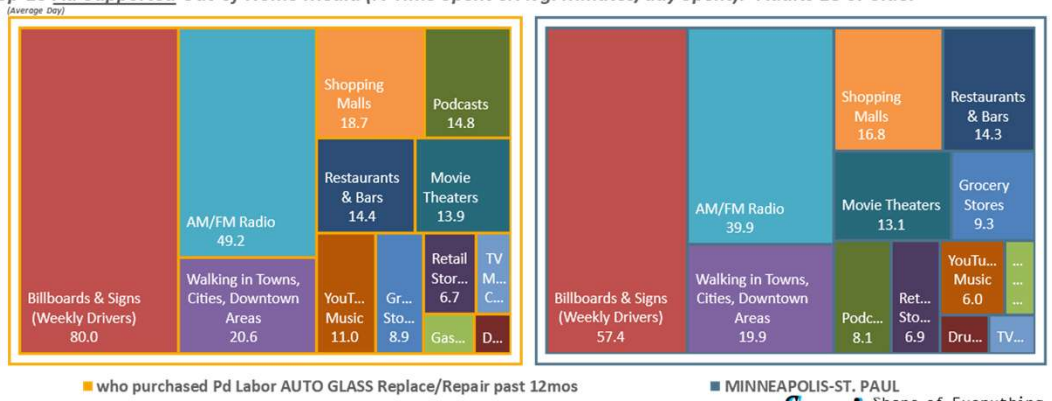
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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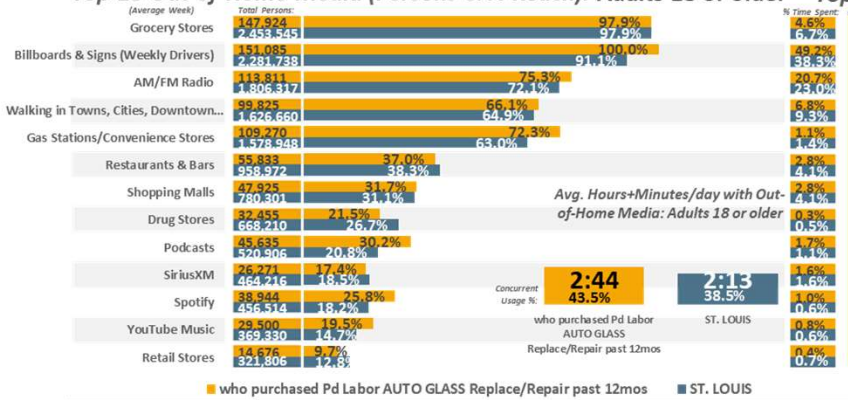
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

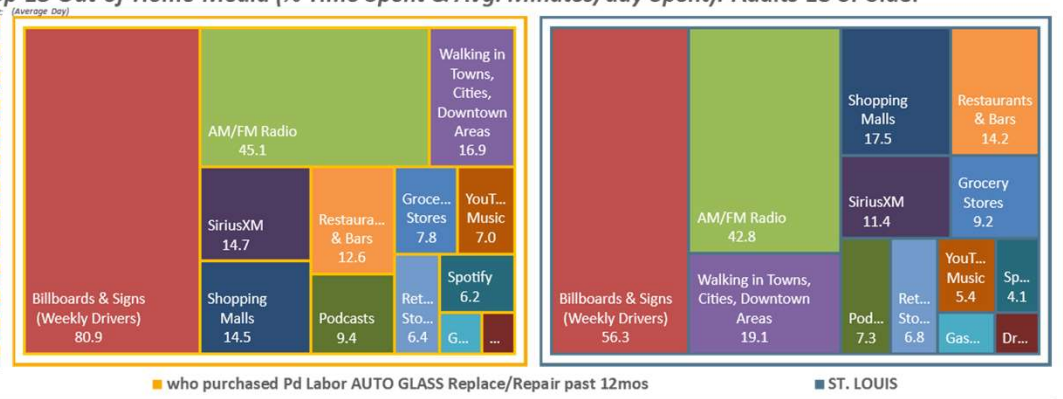


151,085 or 100.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 80.9 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minut

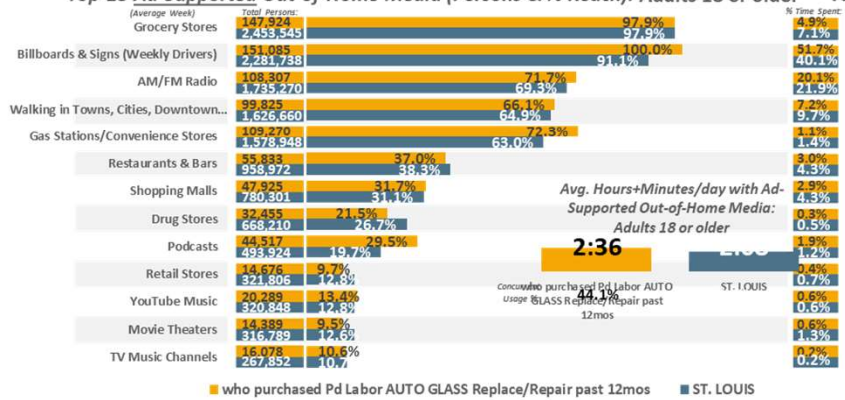
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



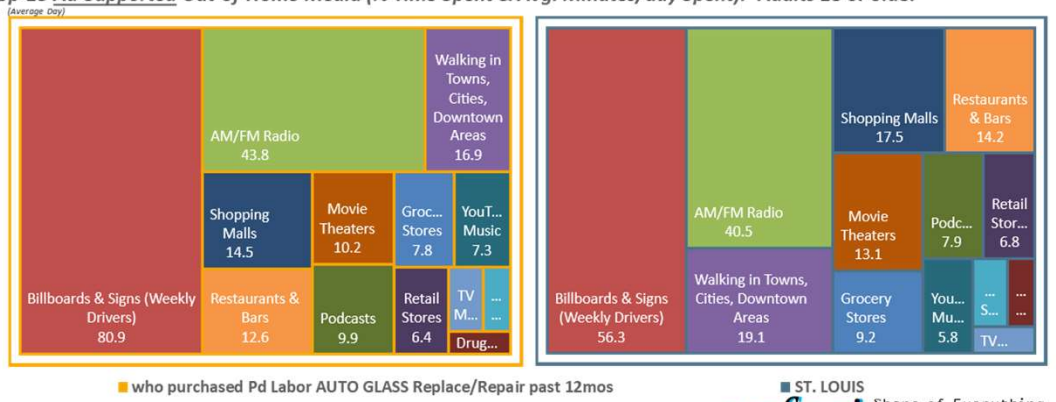
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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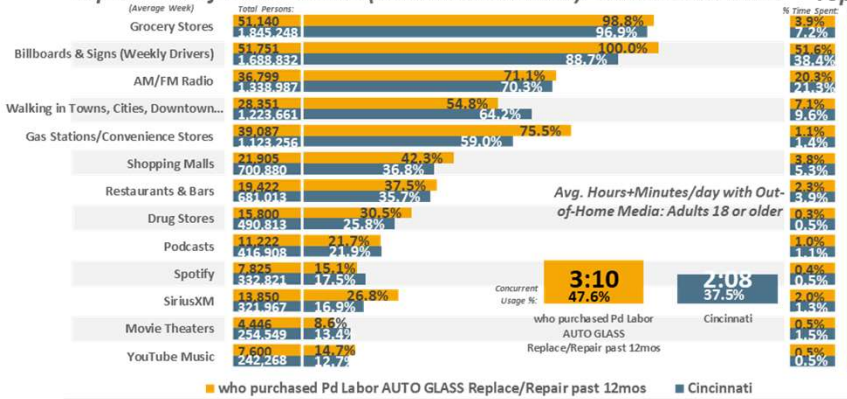
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

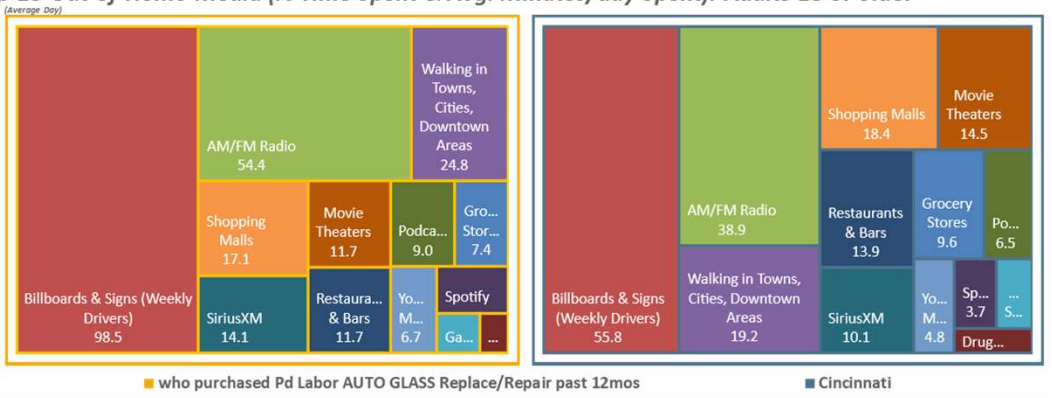


51,751 or 100.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 98.5 minutes per day driving, seeing Billboards and Signs. 68.2% Listen to Local Radio Stations Out-of-Home for an average of 52.6 minute

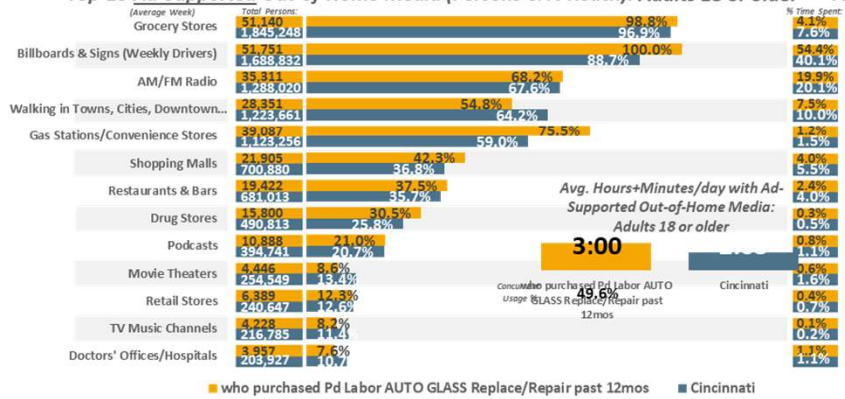
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



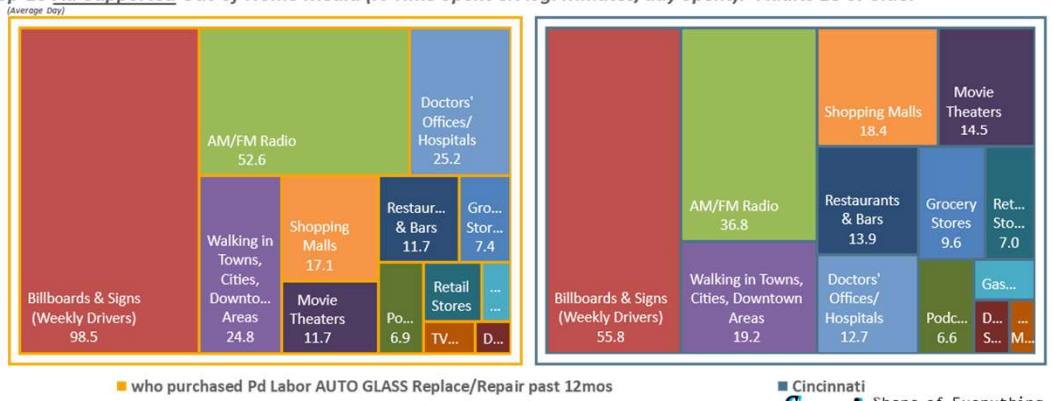
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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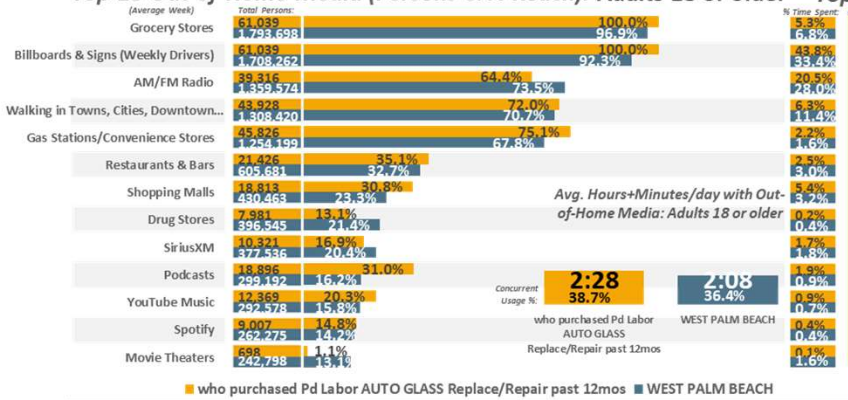
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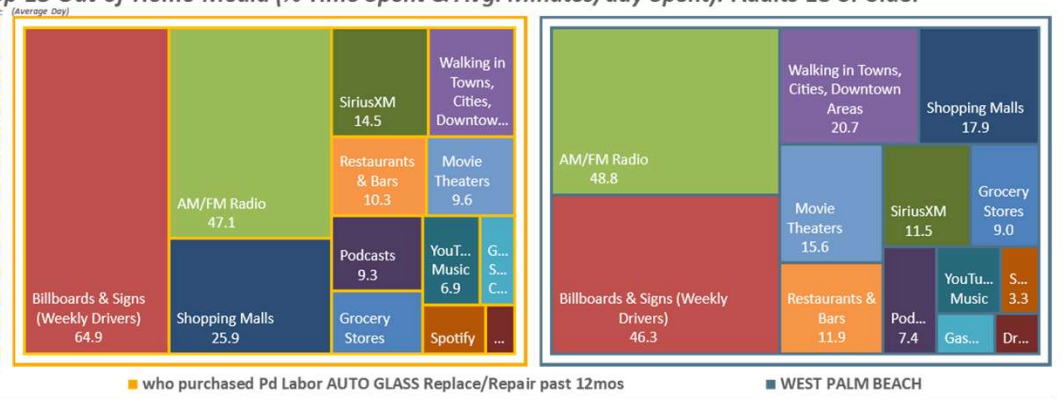


61,039 or 100.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 64.9 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 46.6 minute

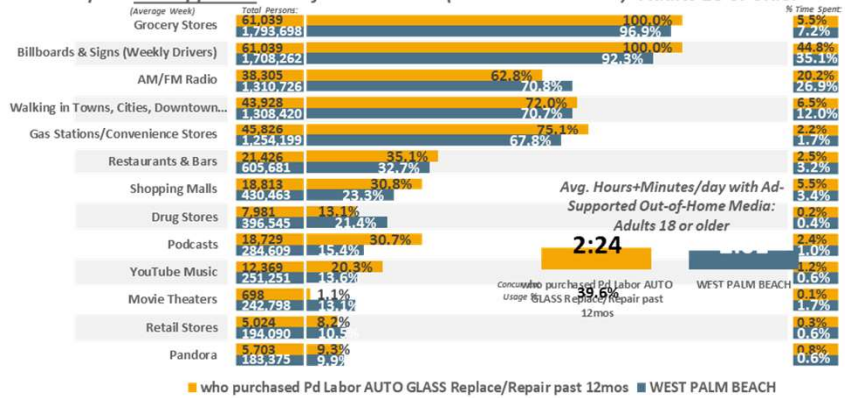
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



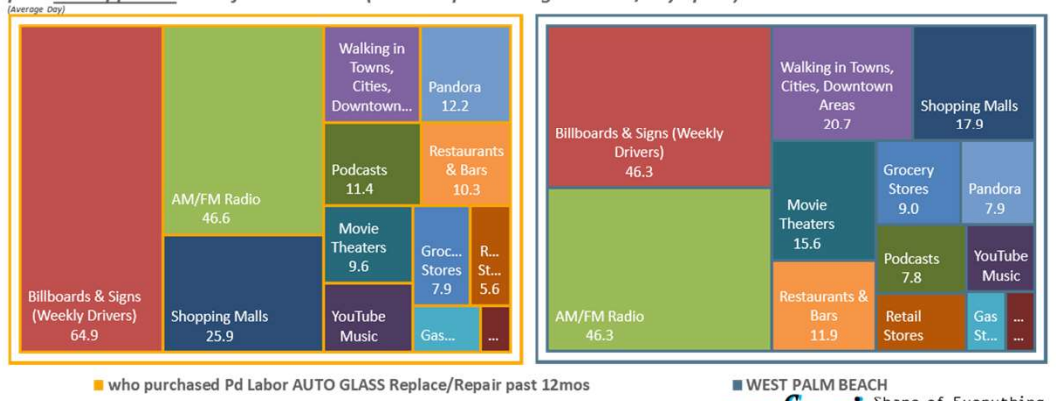
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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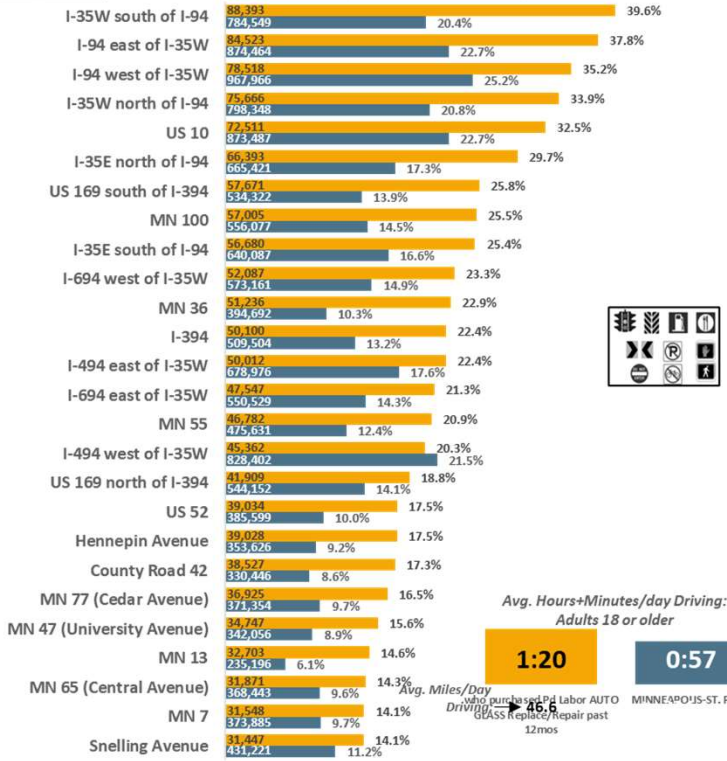
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209,056 or 93.6% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 80. minutes per day driving an average of 46.6 miles each day and are 123.6% more likely to use MN 36 than the Metro average.

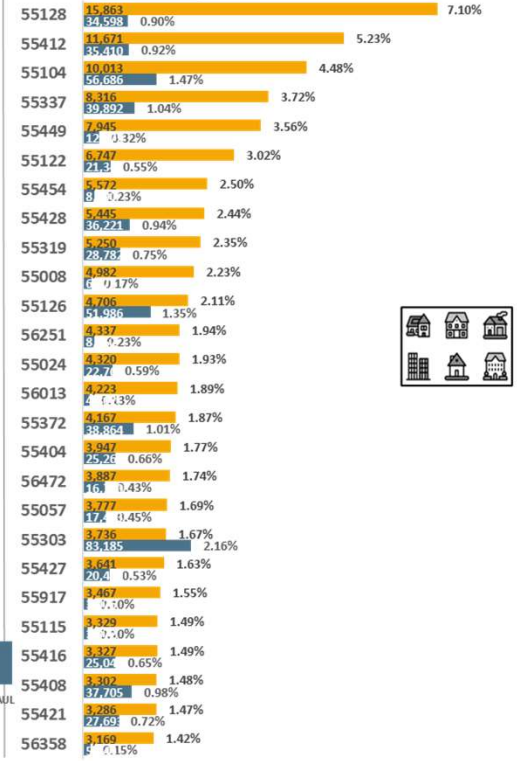
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



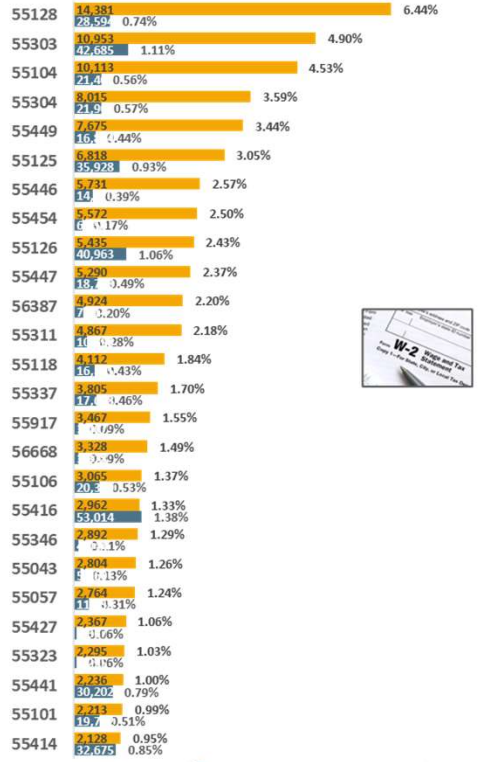
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: ▶ 46.6

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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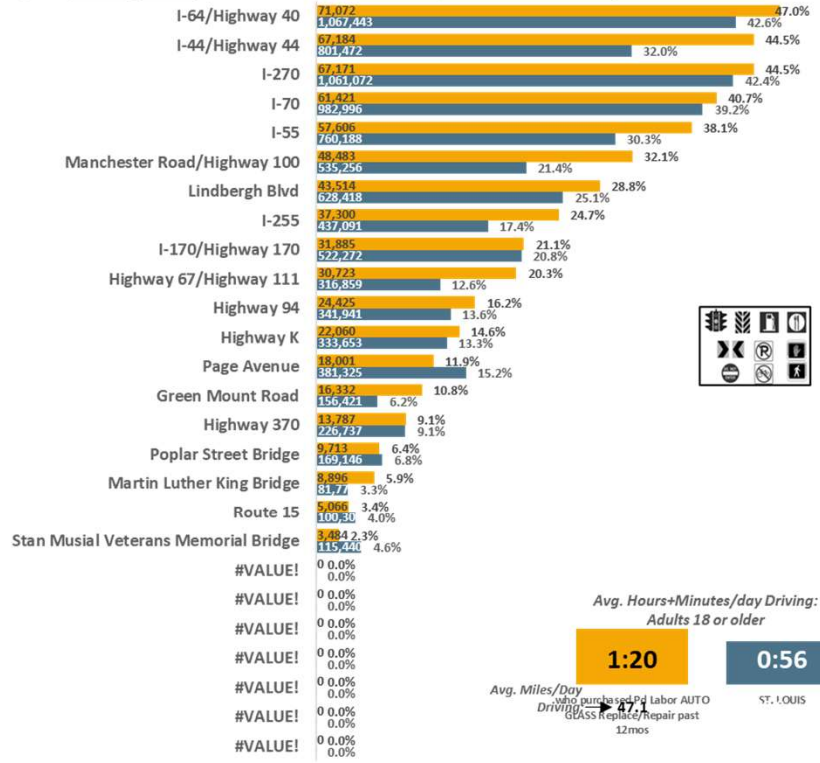
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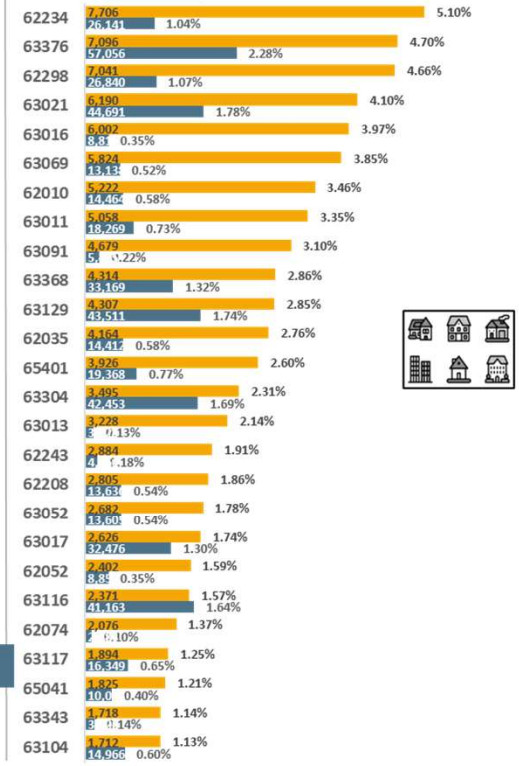


151,085 or 100.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 80.9 minutes per day driving an average of 47.1 miles each day and are 80.4% more likely to use Martin Luther King Bridge than the Metro

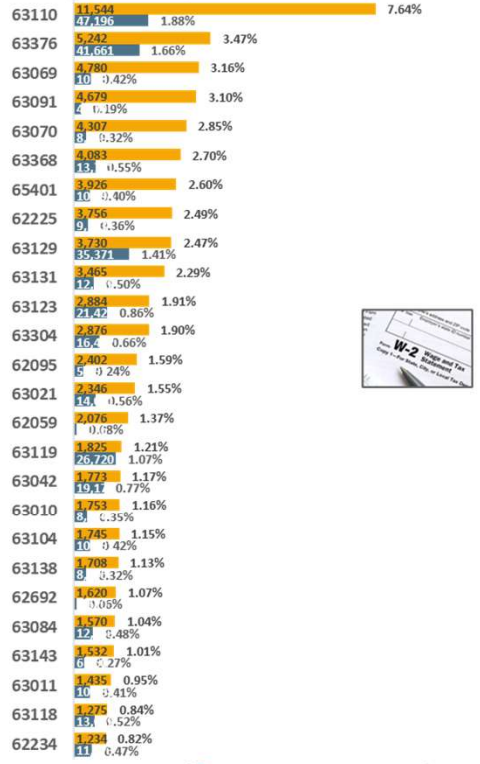
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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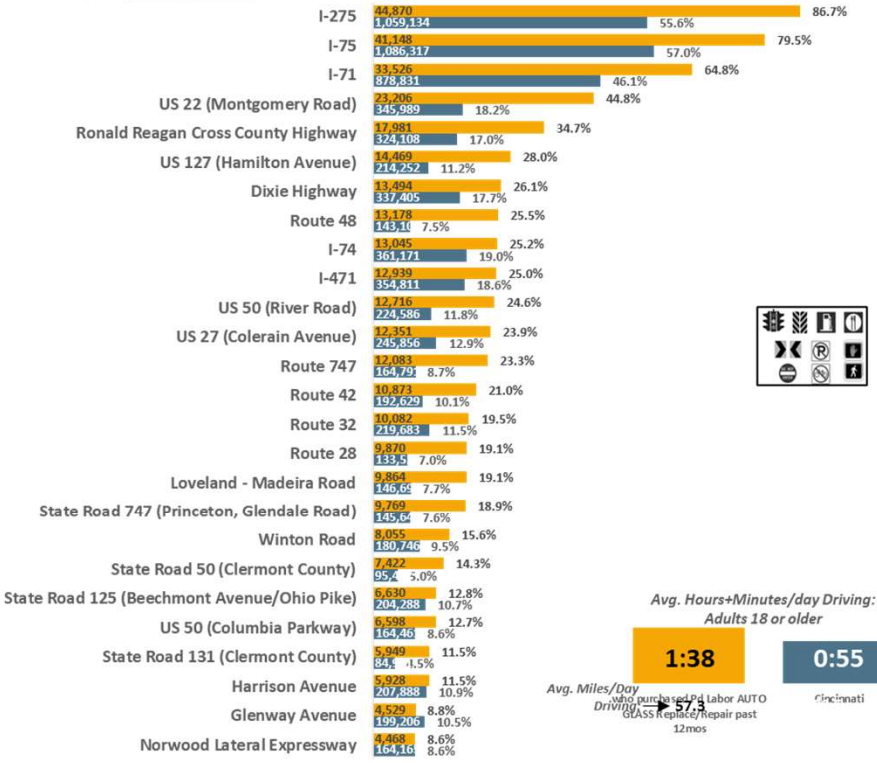
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



51,751 or 100.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 98.5 minutes per day driving an average of 57.3 miles each day and are 239.% more likely to use Route 48 than the Metro average.

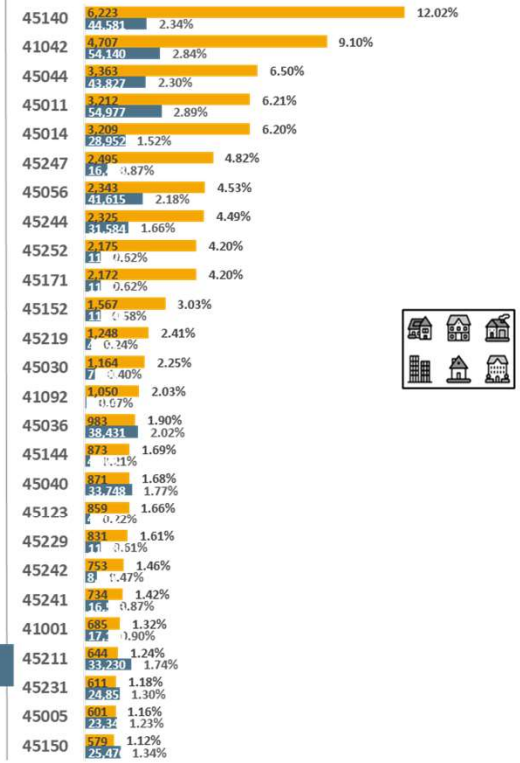
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



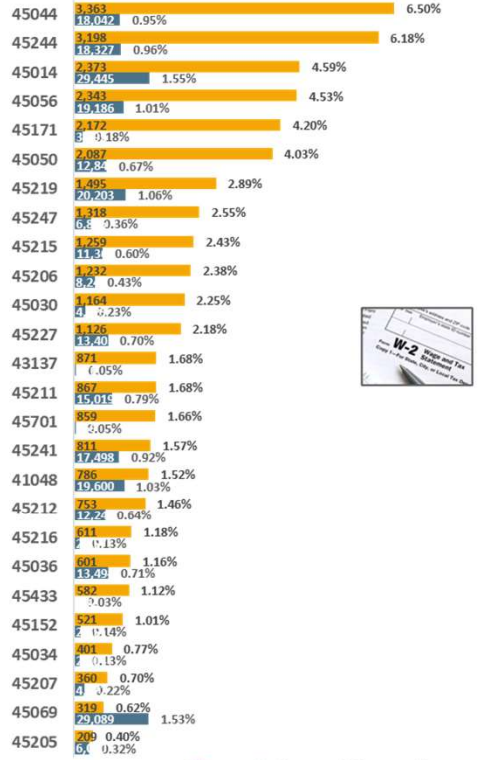
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving ▶ 57.3 — who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

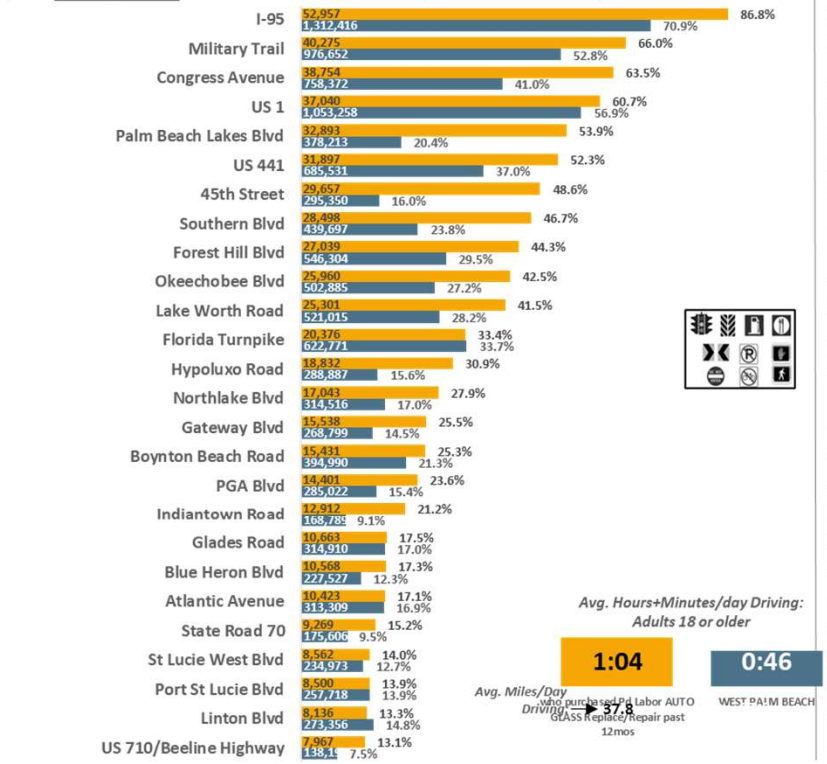
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair



61,039 or 100.% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos spend an average of 64.9 minutes per day driving an average of 37.8 miles each day and are 204.4% more likely to use 45th Street than the Metro average.

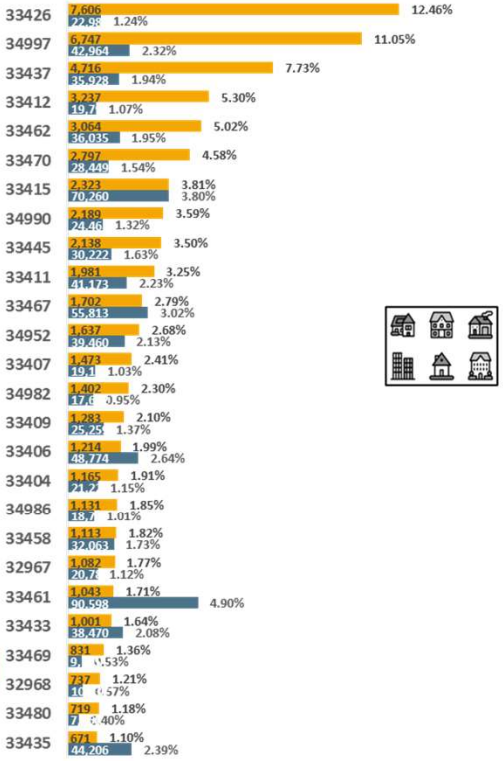
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



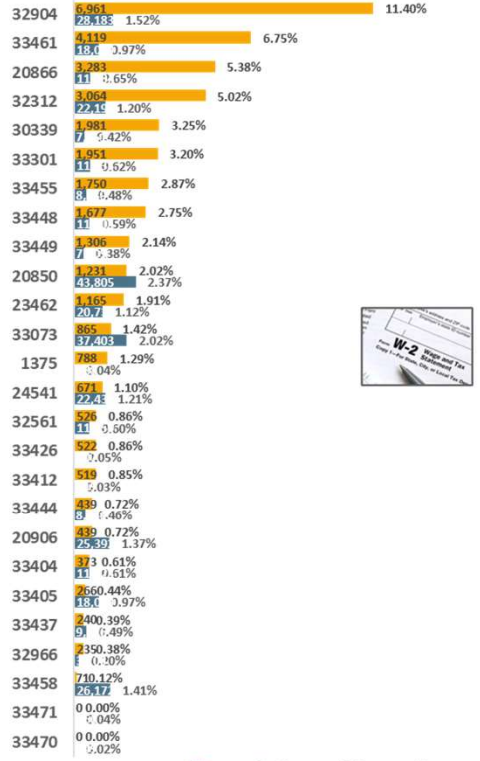
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving ▶ 37.8

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos ■ WEST PALM BEACH

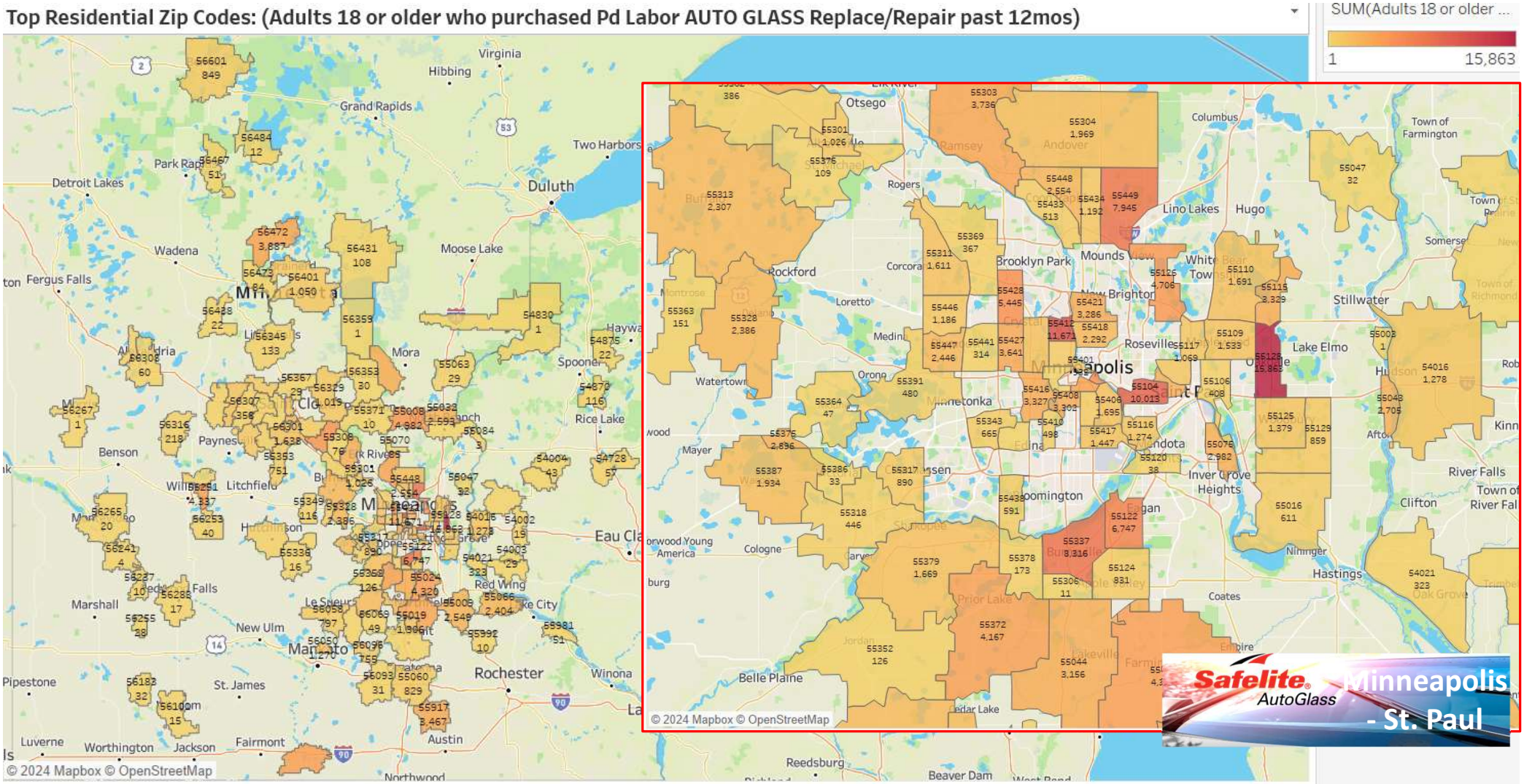
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WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

Top Residential Zip Codes: (Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos)

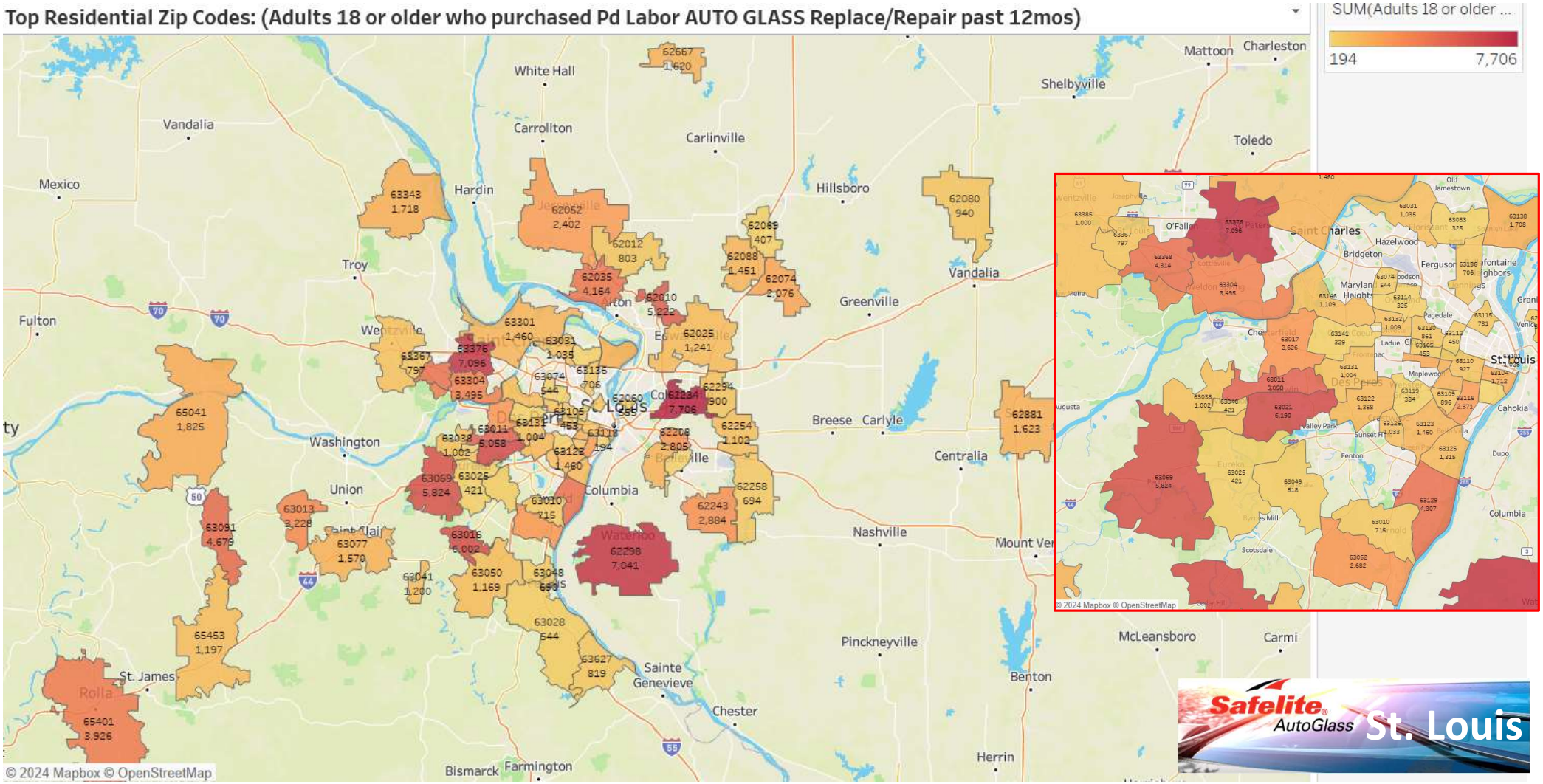


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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

Top Residential Zip Codes: (Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos)

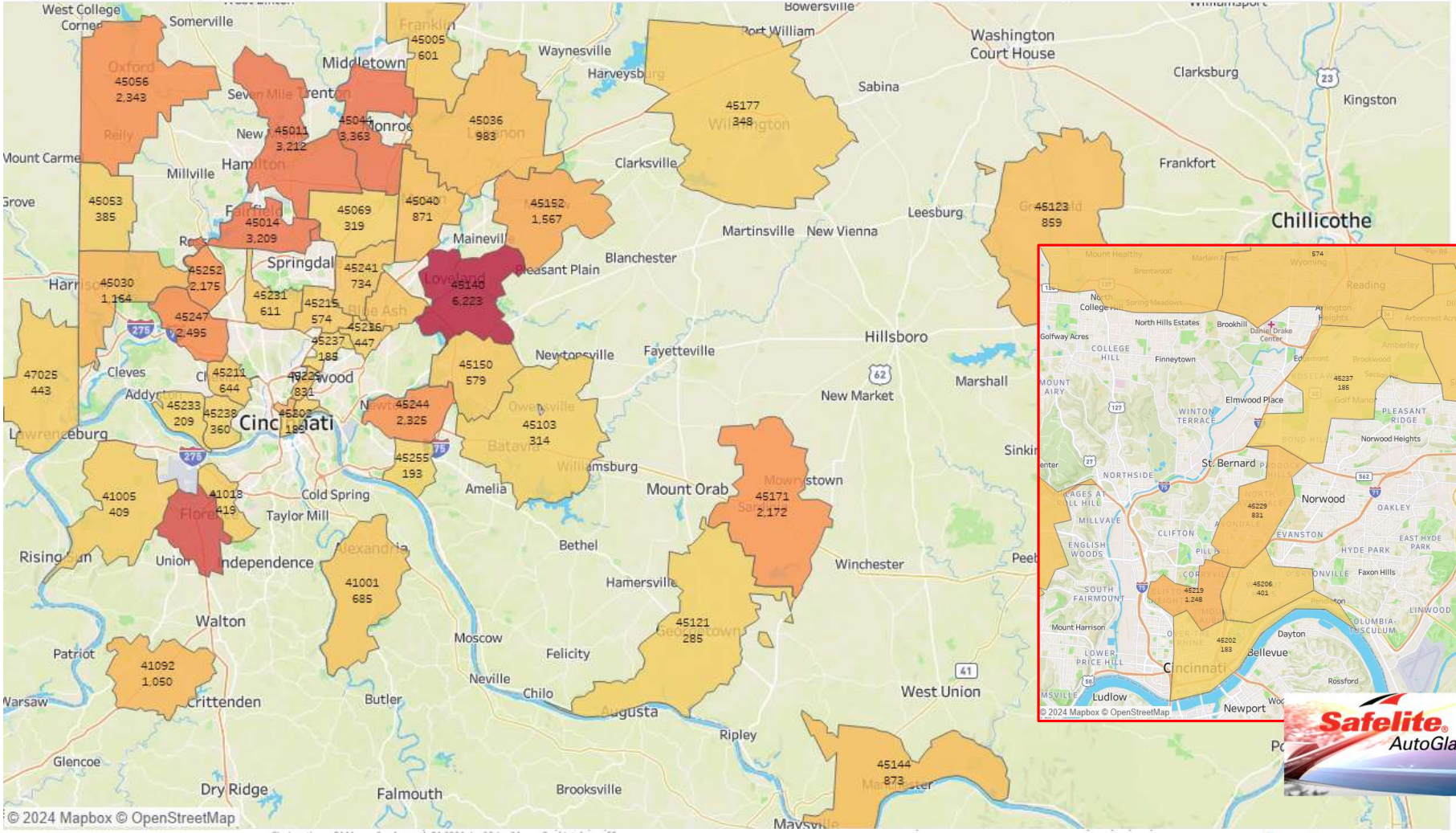


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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

Top Residential Zip Codes: (Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos)



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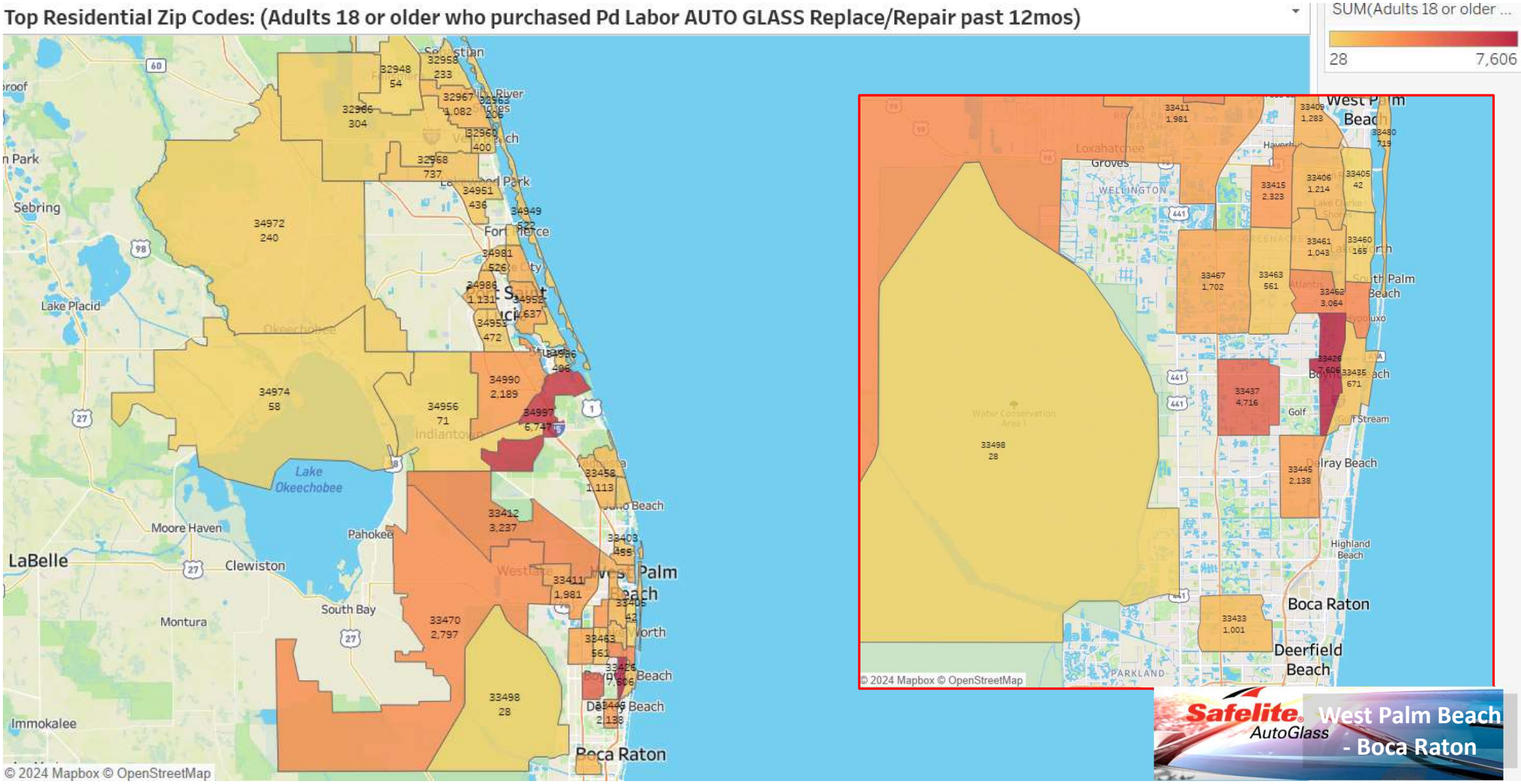
Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

Top Residential Zip Codes: (Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos)



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80
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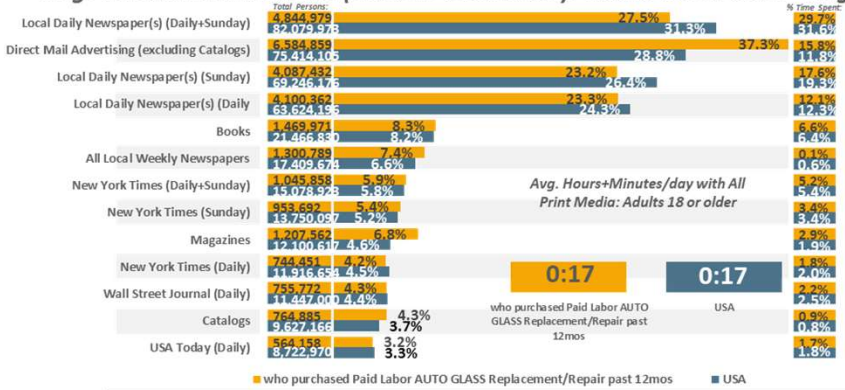
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

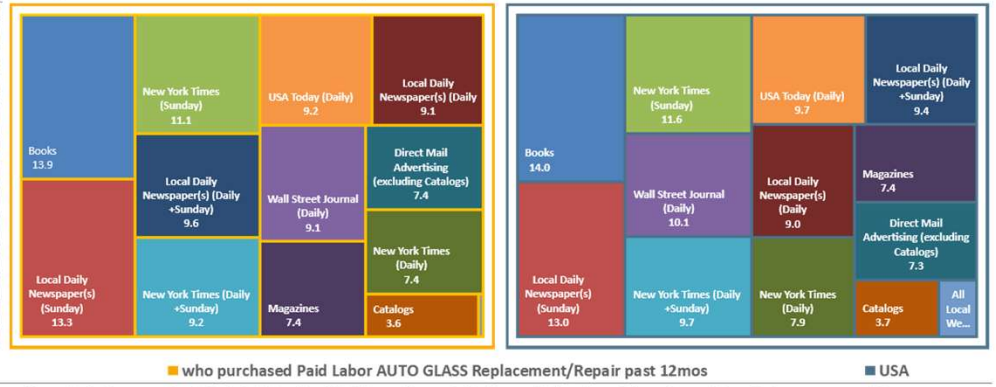


4,844,979 or 27.5% of Adults 18 or older who purchased Paid Labor AUTO GLASS Replacement/Repair past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 31.8% of all time spent daily with All forms of P

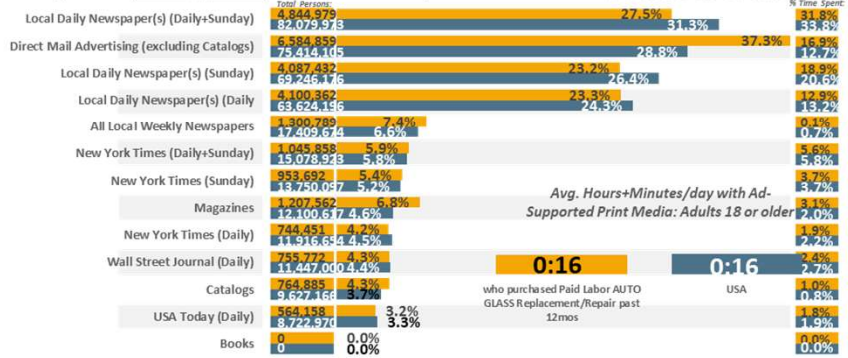
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



USA USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 1,440

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USA Projection Scarborough R1 2024: Jan23-Apr24 Qual Intab 23,333

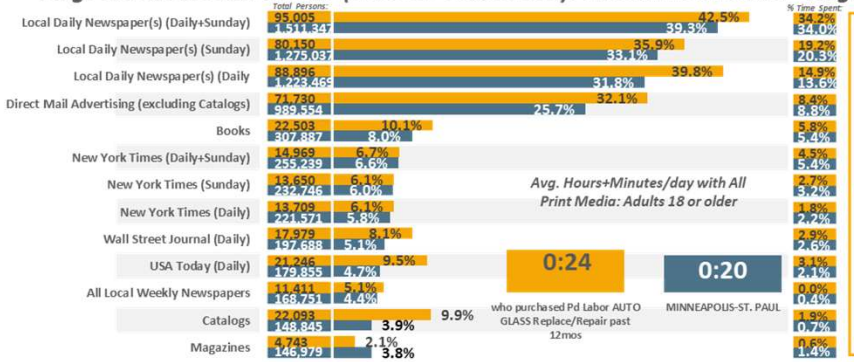
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

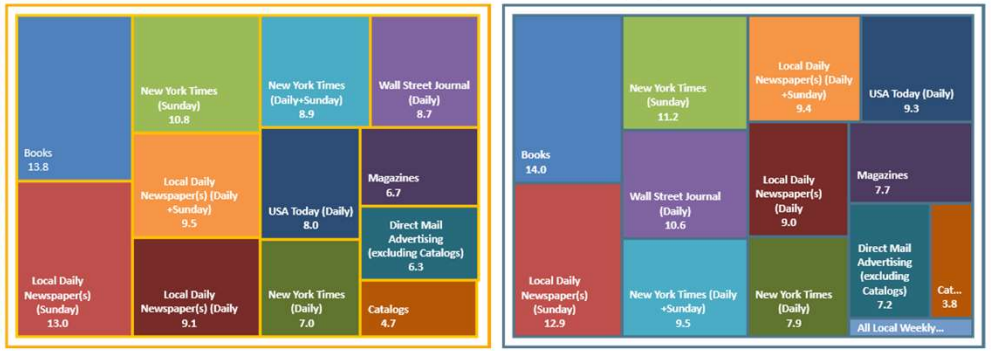


95,005 or 42.5% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 36.2% of all time spent daily with All forms of Print Medi

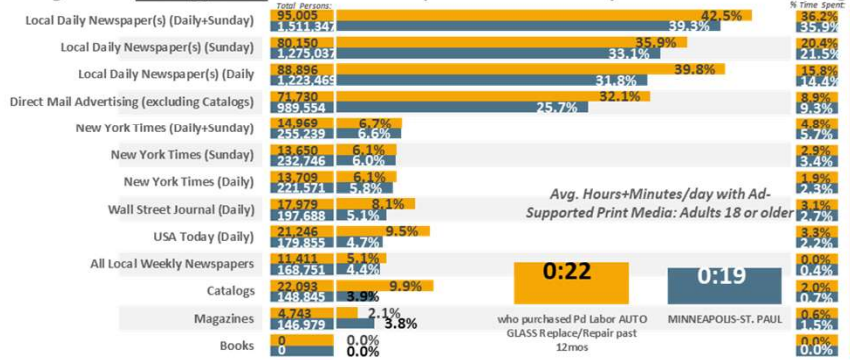
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



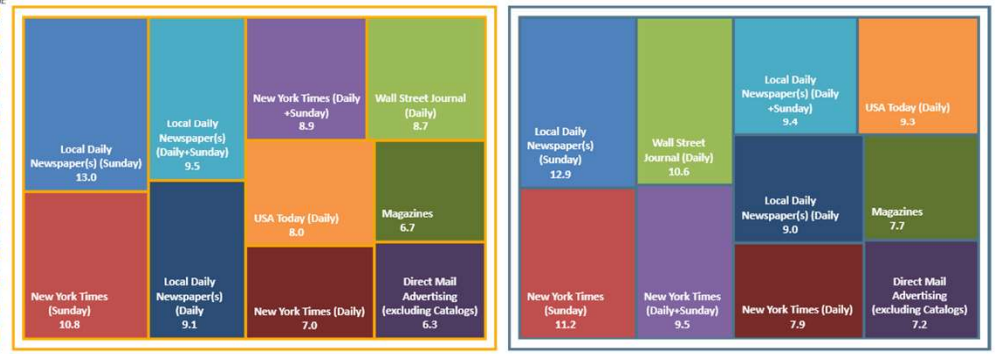
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 121

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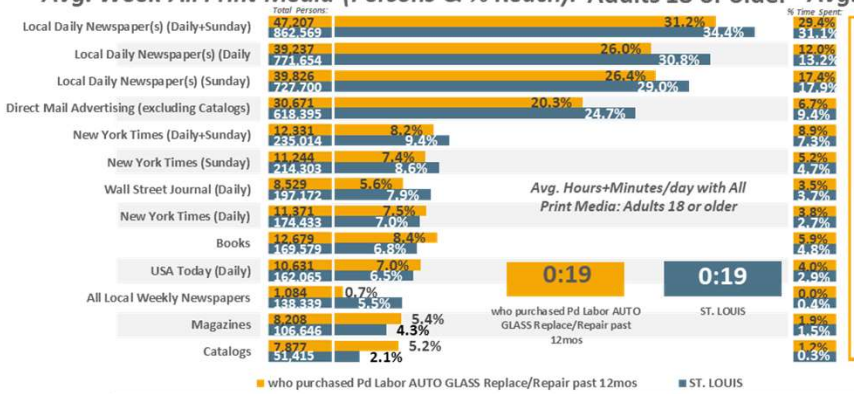
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

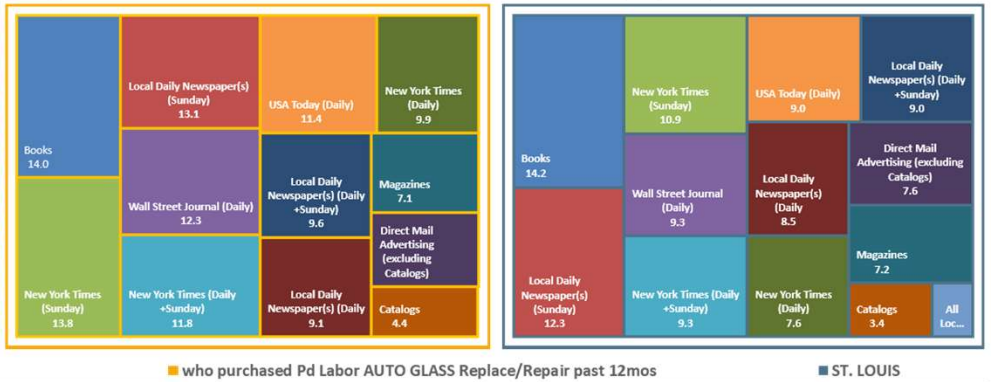


47,207 or 31.2% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 31.3% of all time spent daily with All forms of Print Medi

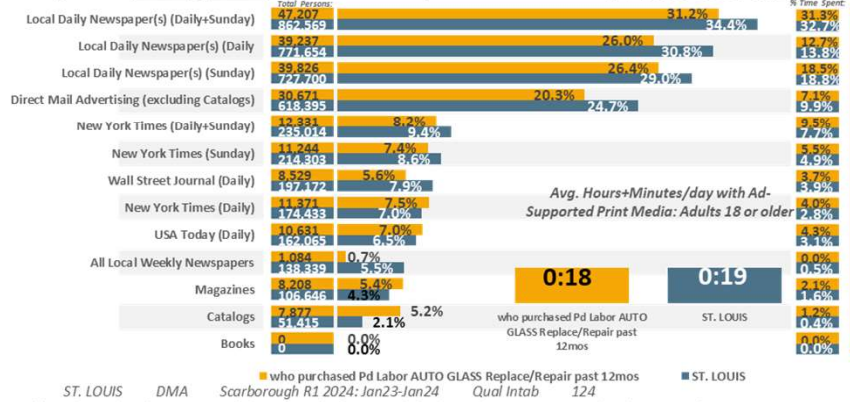
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



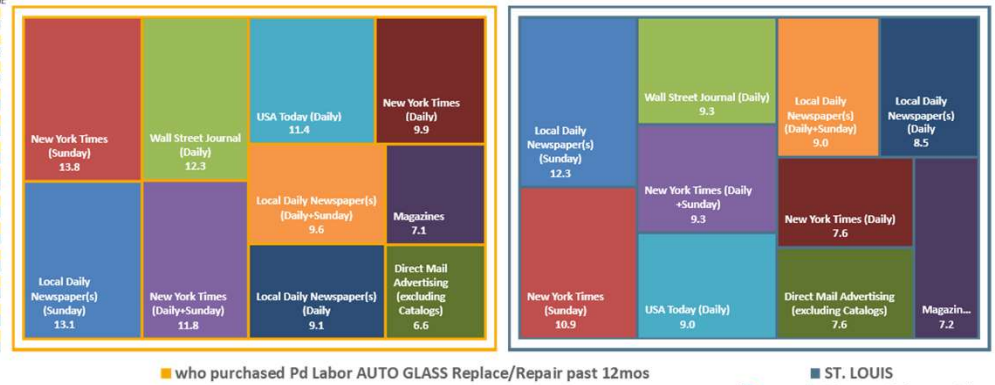
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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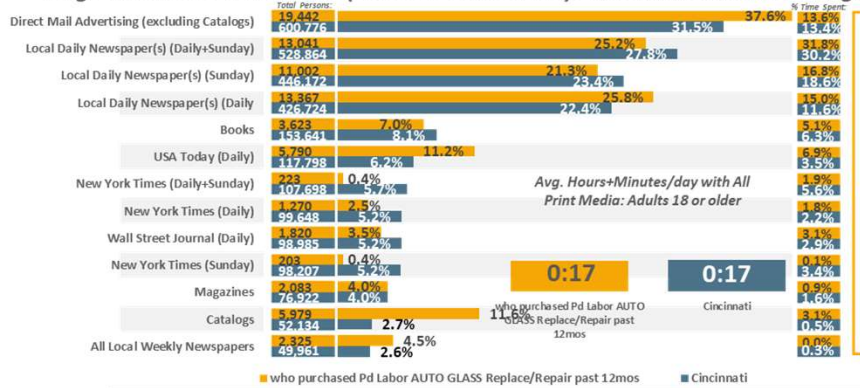
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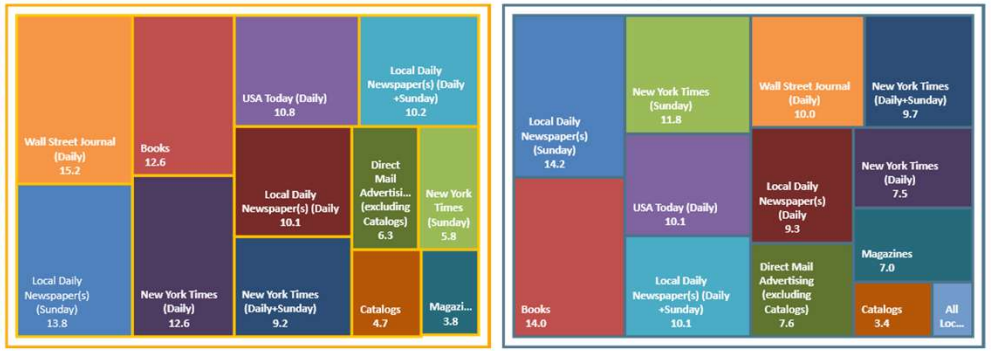
[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

13,041 or 25.2% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 33.5% of all time spent daily with All forms of Print Med

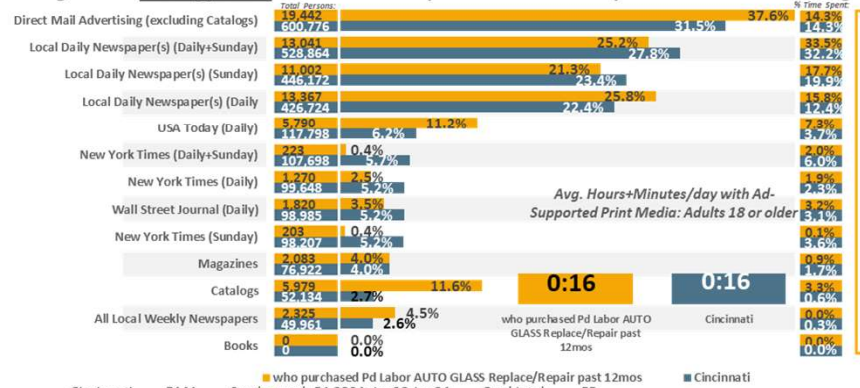
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



Cincinnati DMA Scarborough R1 2024: Jan23-Jan24 Qual Intab 55

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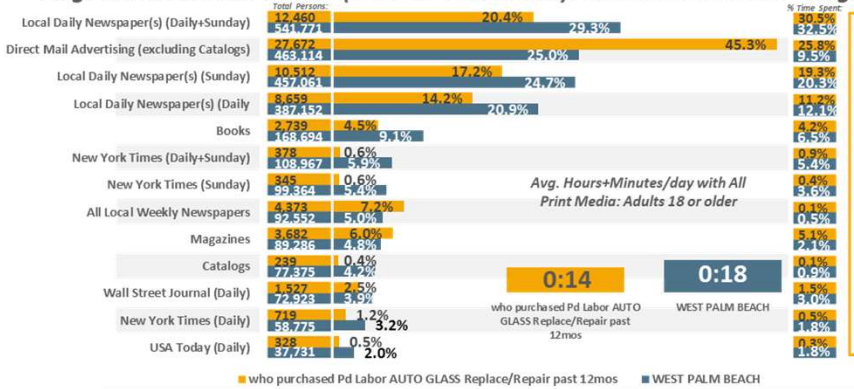
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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair

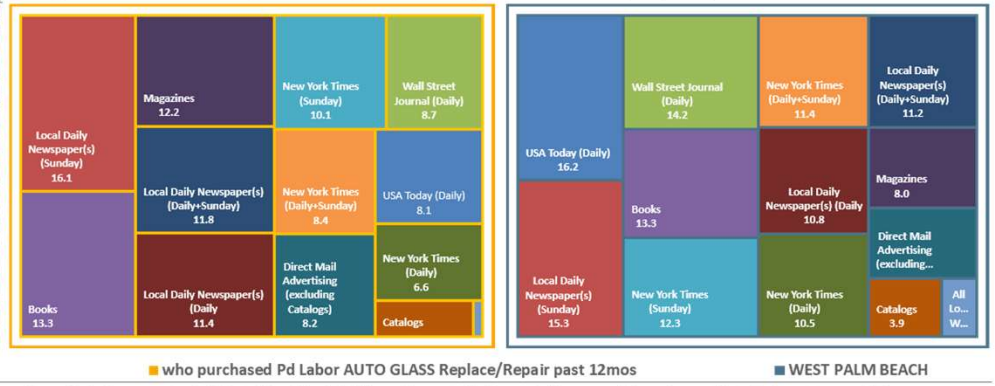


12,460 or 20.4% of Adults 18 or older who purchased Pd Labor AUTO GLASS Replace/Repair past 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 31.8% of all time spent daily with All forms of Print Med

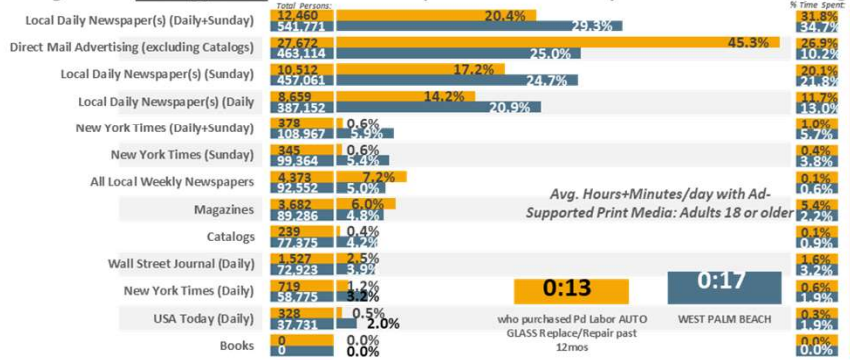
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WEST PALM BEACH DMA Scarborough R1 2024: Jan23-Feb24 Qual Intab 80

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[(Auto insurance provider for household (HHLD): Any auto insurance provider AND Mode of transportation past 7 days (any purpose): Drive (not carpool))] ANDAuto repair/srvc on HHLD vehicle pst 12 mo (pd labor) (HHLD): Auto glass replacement/repair