

USA+4 DMAs – P35+ who Have Dependents but Do NOT Have LIFE INSURANCE!

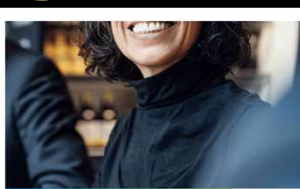
Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who Have Dependents but Do NOT Have LIFE INSURANCE as of August 31, 2025.**



Term Life Insurance



Group Variable Universal Life



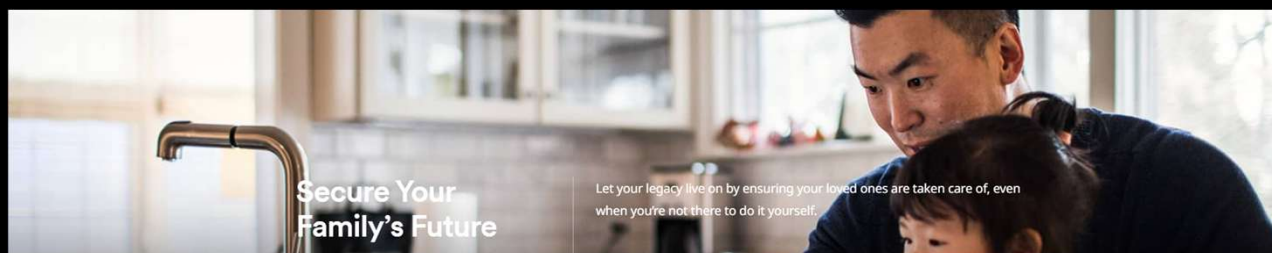
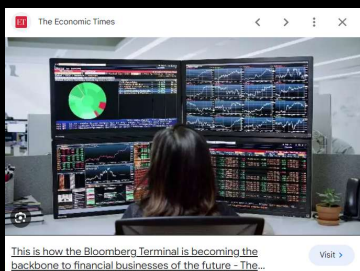
Group Universal Life Insurance



Accidental Death



MetLife



Secure Your Family's Future

Let your legacy live on by ensuring your loved ones are taken care of, even when you're not there to do it yourself.

Vanguard® BlackRock®

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

(Marital status summaries: Married OR Parent of child under 18; Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

P35+





35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE.
Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 56.3 years old (1.9% younger than average) and have a \$97,534 (1.8% lower than average) annual household income.

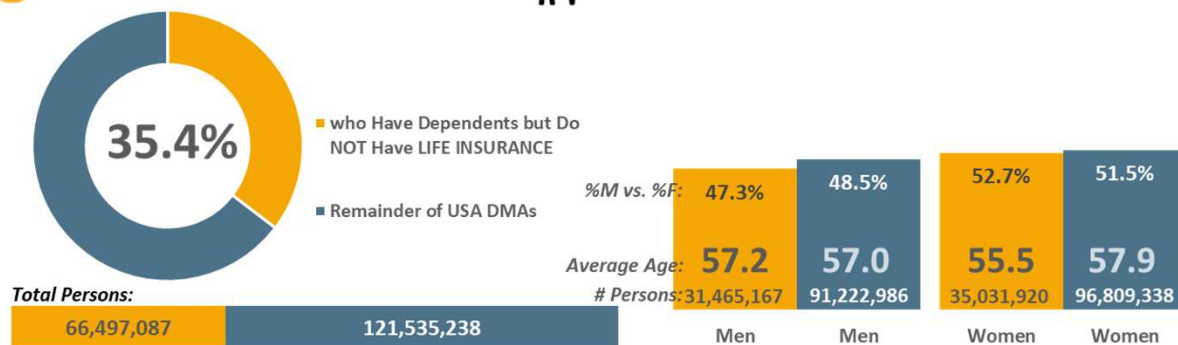


Percent of Market: Adults 35 or older

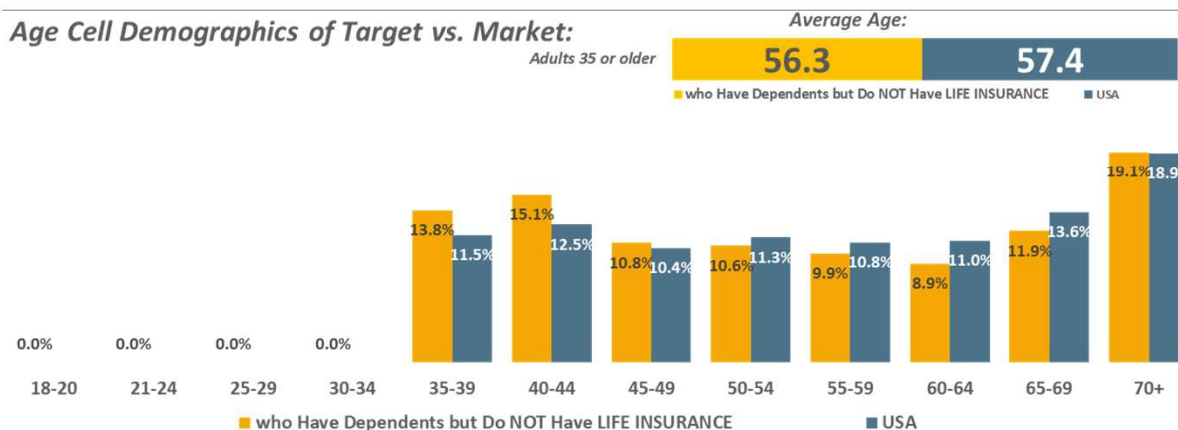


Gender of Target vs. Market: Adults 35 or older

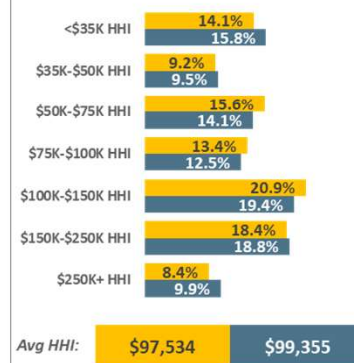
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



34.6% or 1,860,979 of CHI DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 55.6 years old (2.6% younger than average) and have a \$107,178 (3% lower than average) annual household income.

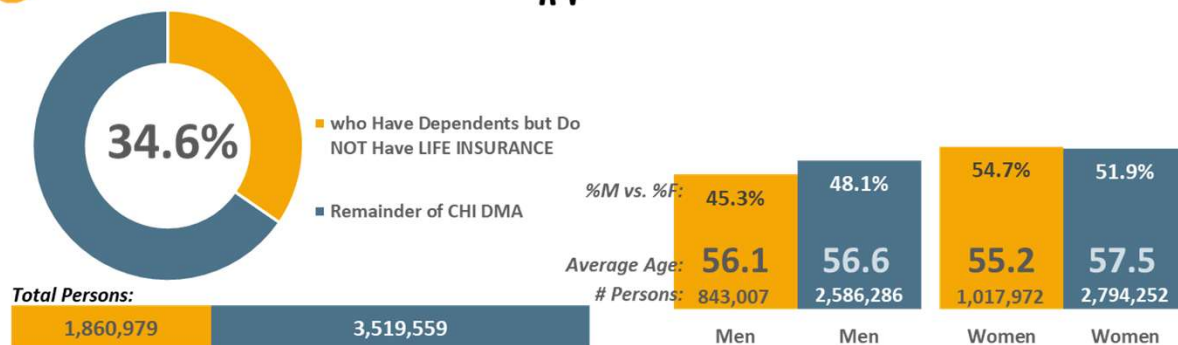


Percent of Market: Adults 35 or older

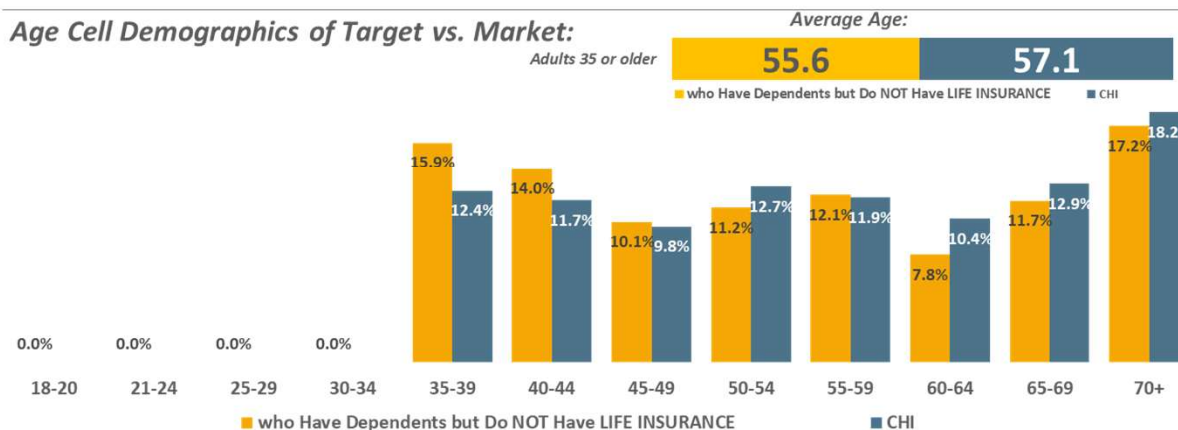


Gender of Target vs. Market: Adults 35 or older

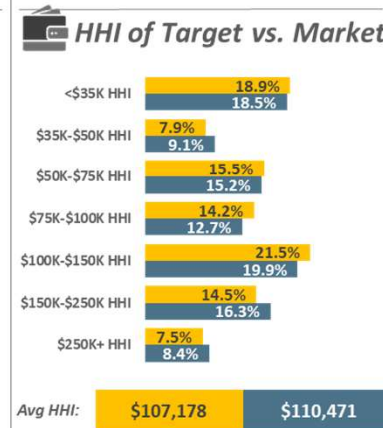
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



33.5% or 1,361,990 of WDC DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 54.5 years old (3.8% younger than average) and have a \$145,675 (.6% higher than average) annual household income.

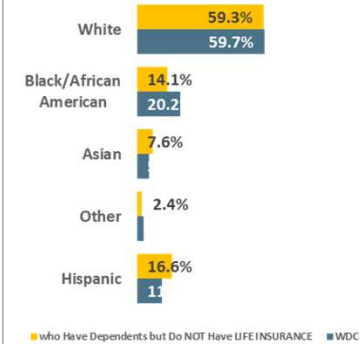
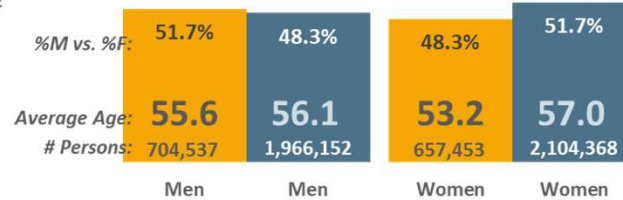
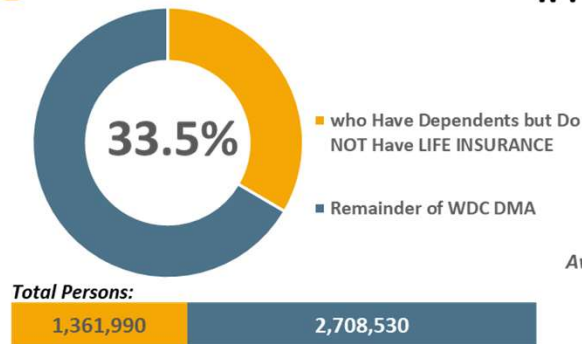


Percent of Market: Adults 35 or older

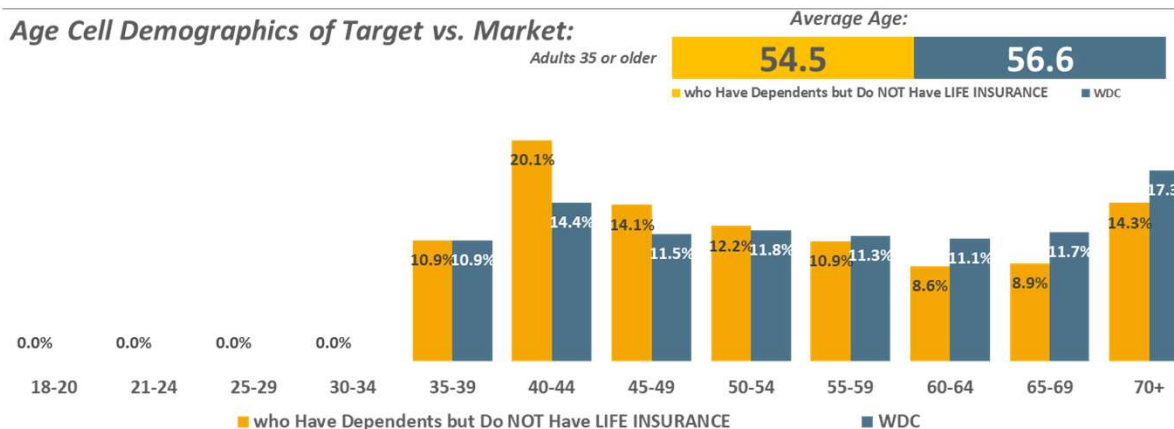


Gender of Target vs. Market: Adults 35 or older

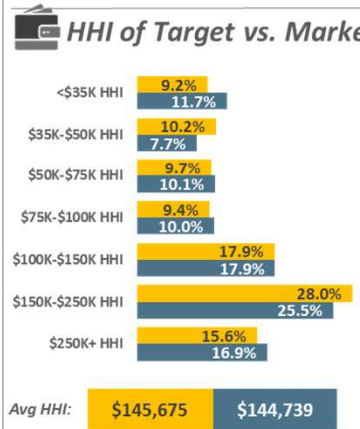
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





39.7% or 1,277,133 of SEAT DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 56.2 years old (.9% younger than average) and have a \$131,192 (2.3% higher than average) annual household income.

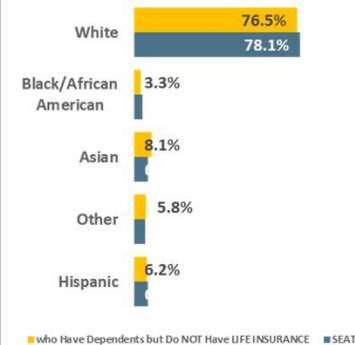
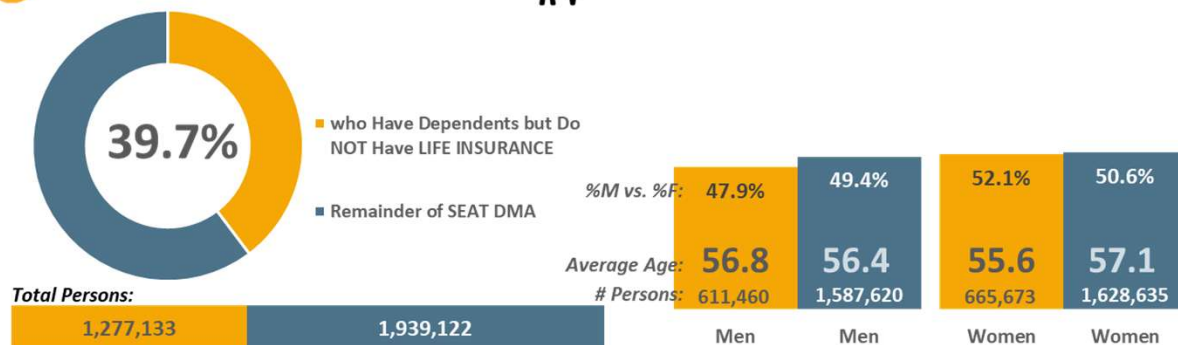


Percent of Market: Adults 35 or older

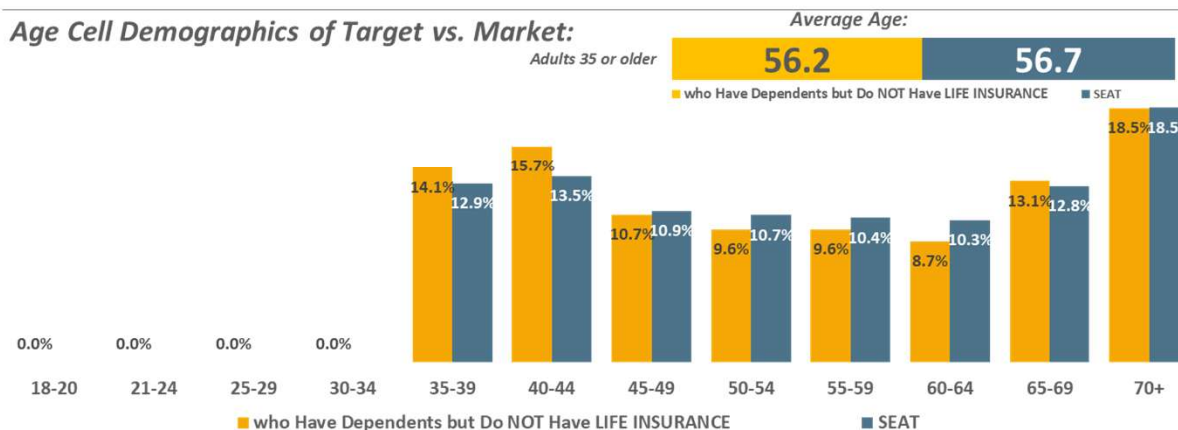


Gender of Target vs. Market: Adults 35 or older

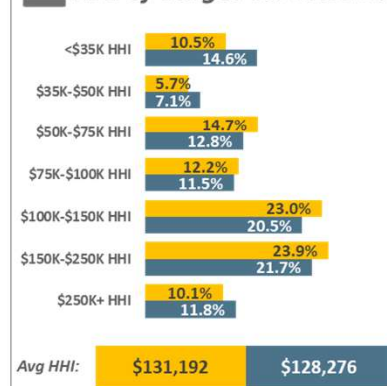
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



37.8% or 1,273,992 of PHX DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Typical Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 57.2 years old (1.1% younger than average) and have a \$106,106 (4.4% lower than average) annual household income.

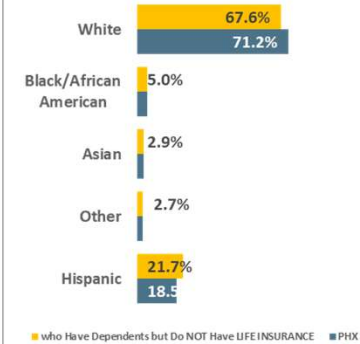
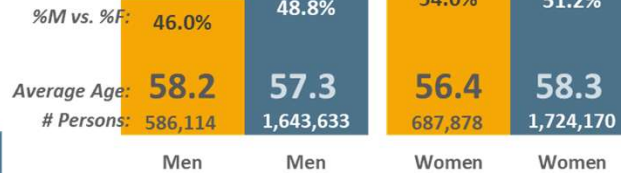
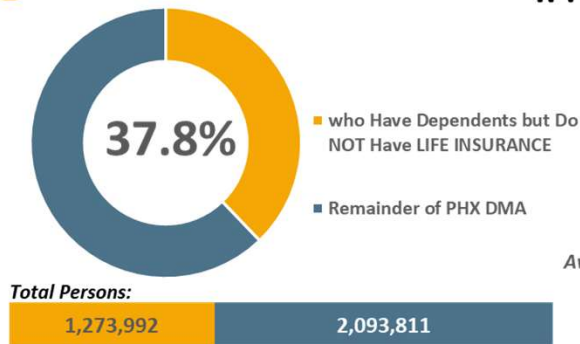


Percent of Market: Adults 35 or older

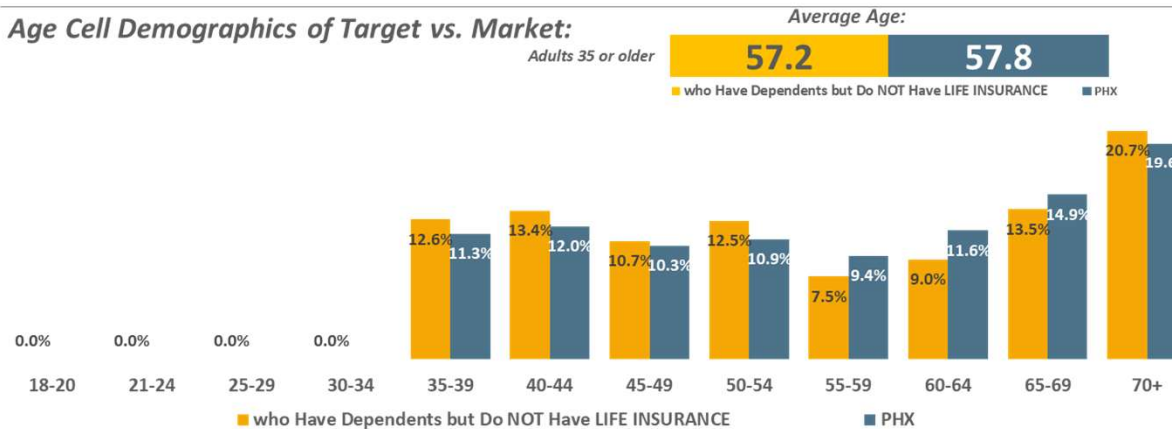


Gender of Target vs. Market: Adults 35 or older

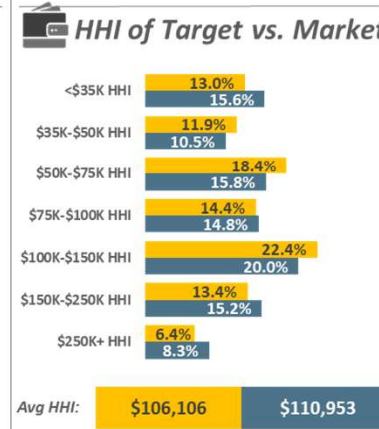
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

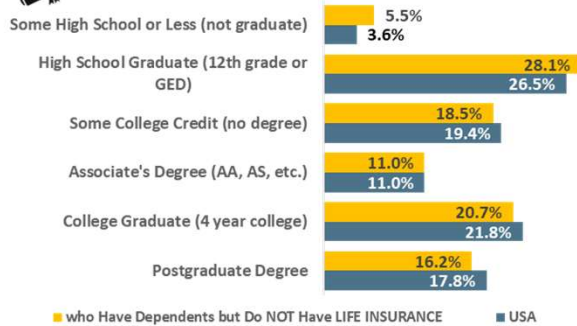




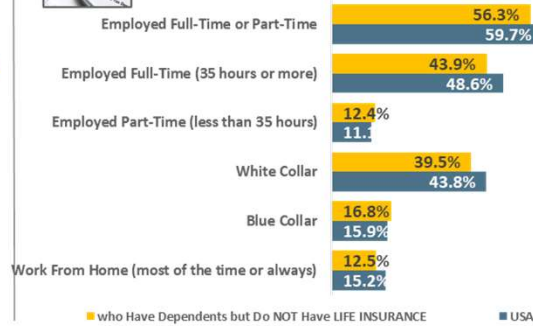
35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 6.8% less likely to be a college graduate, 9.6% less likely to work full-time, 38.7% more likely to be married, 2.4% more likely to be a grandparent of 1 or more children under 18.



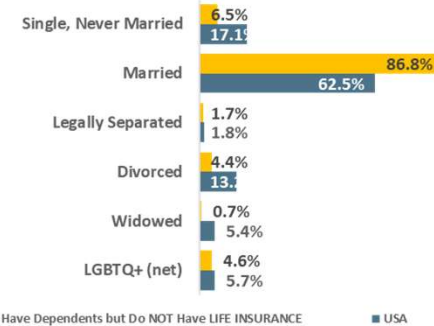
Education Levels: Adults 35 or older



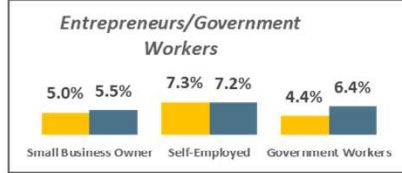
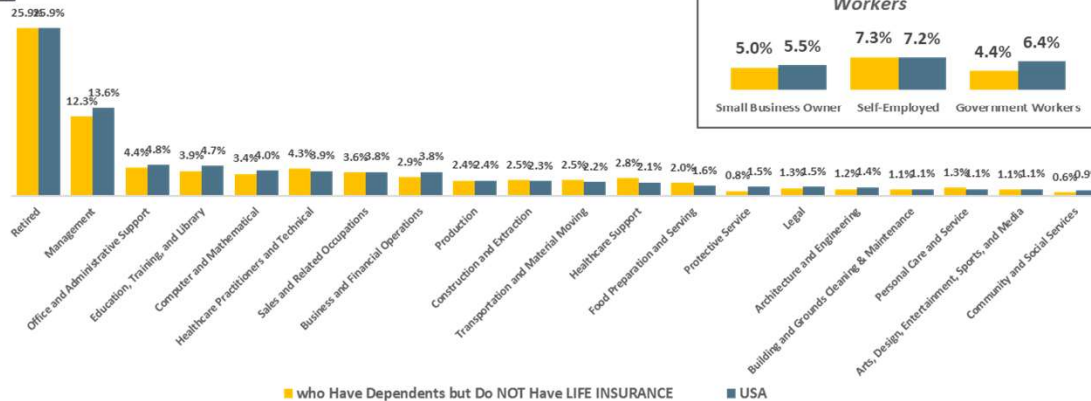
Employment: Adults 35 or older



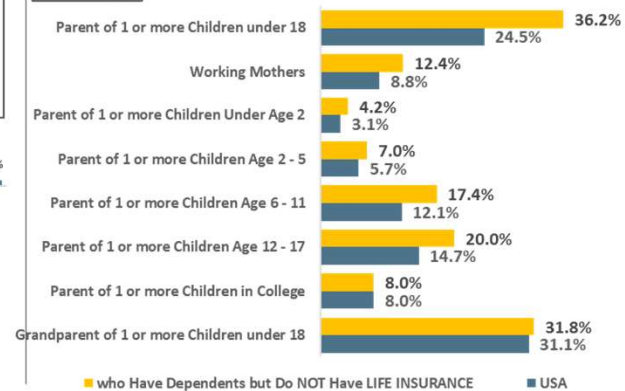
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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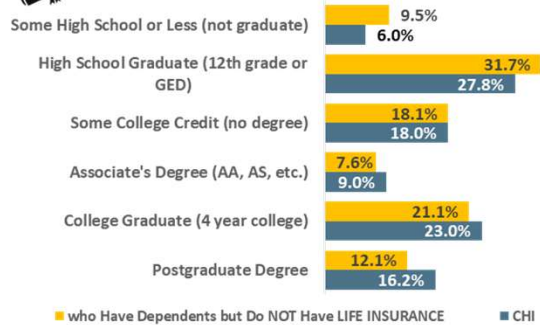
USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

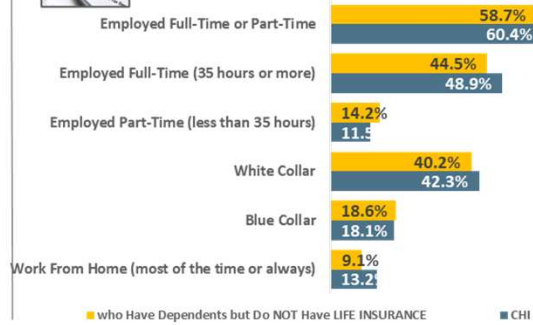


34.6% or 1,860,979 of CHI DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 15.2% less likely to be a college graduate, 9.9% less likely to work full-time, 38.1% more likely to be married, 7.2% more likely to be a grandparent of 1 or more children under 18.

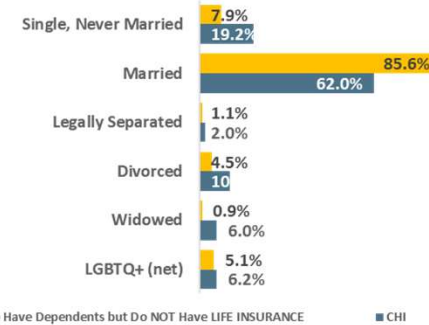
Education Levels: Adults 35 or older



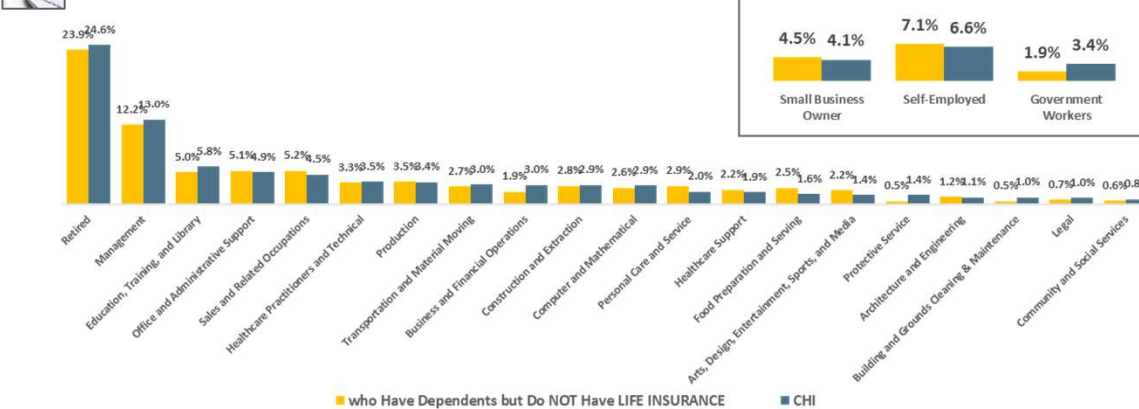
Employment: Adults 35 or older



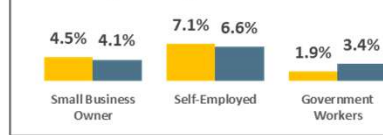
Marital Status: Adults 35 or older



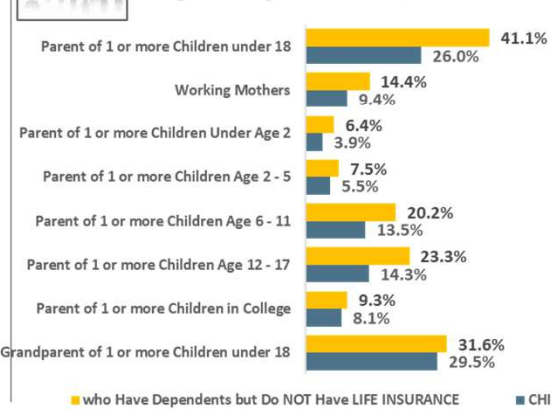
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older



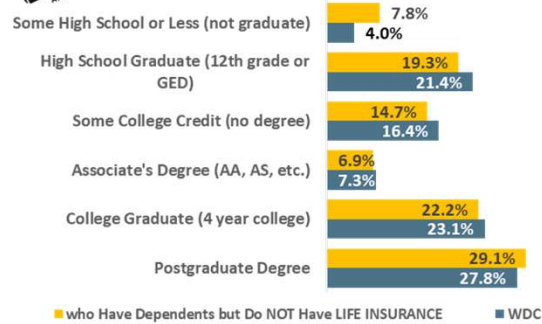
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

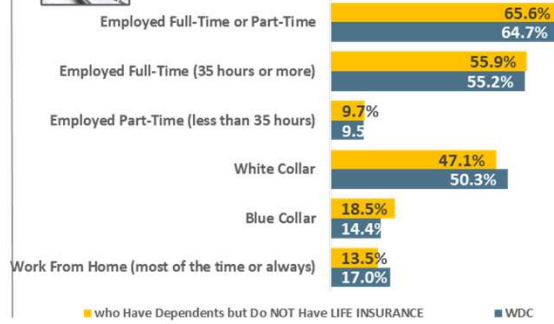


33.5% or 1,361,990 of WDC DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .8% more likely to be a college graduate, 1.4% more likely to work full-time, 39.6% more likely to be married, 8.8% less likely to be a grandparent of 1 or more children under 18.

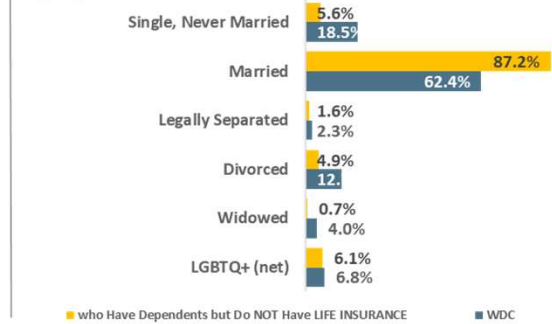
Education Levels: Adults 35 or older



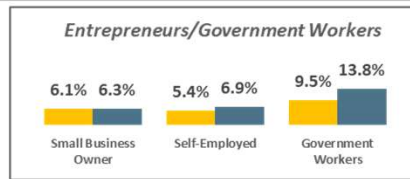
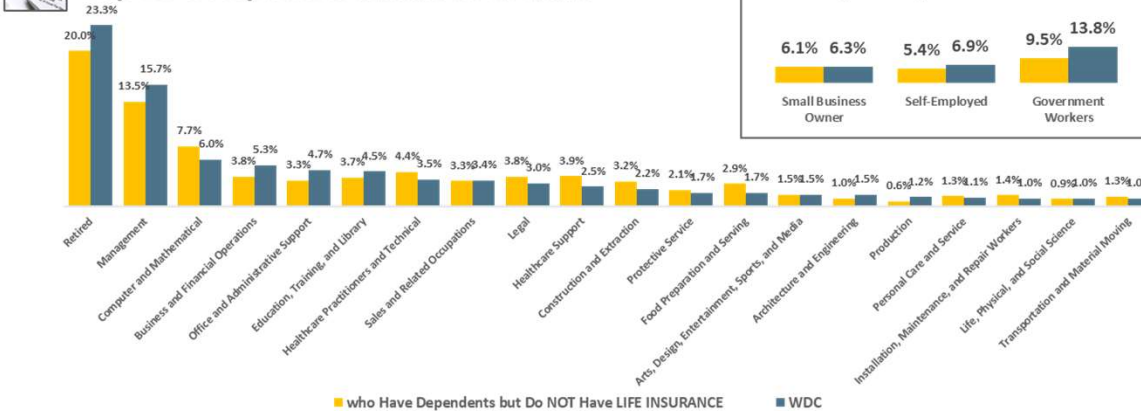
Employment: Adults 35 or older



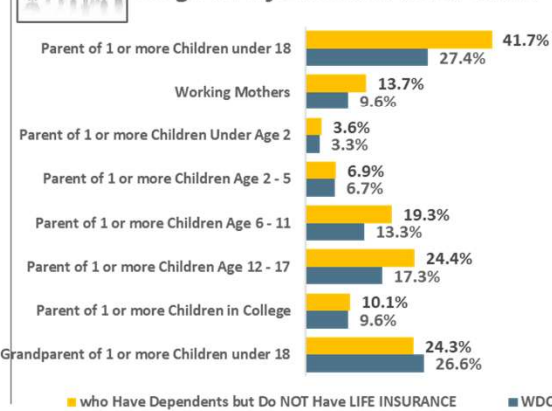
Marital Status: Adults 35 or older



Top-20 Occupations: Adults 35 or older



Stage in Life: Adults 35 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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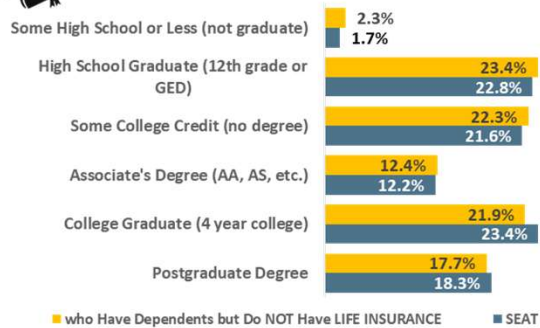
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



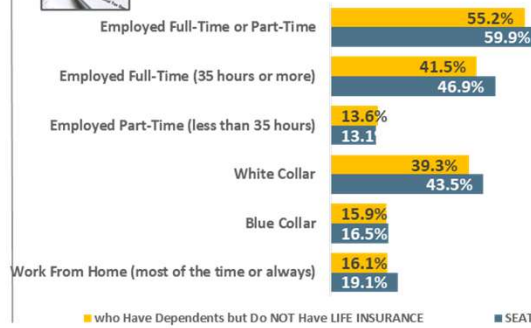
39.7% or 1,277,133 of SEAT DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 4.8% less likely to be a college graduate, 11.4% less likely to work full-time, 40.9% more likely to be married, 16.4% more likely to be a grandparent of 1 or more children under 18



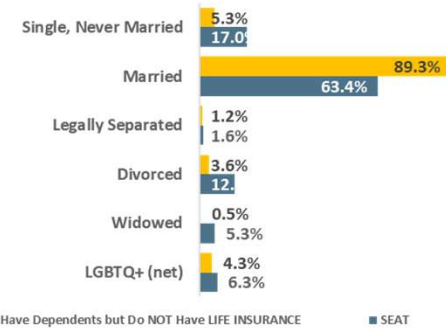
Education Levels: Adults 35 or older



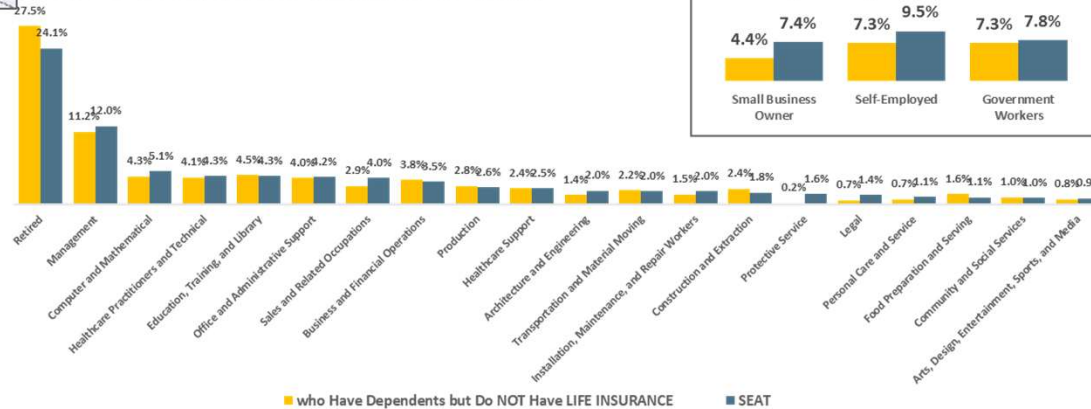
Employment: Adults 35 or older



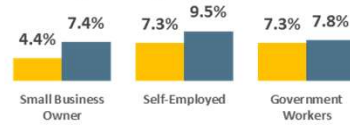
Marital Status: Adults 35 or older



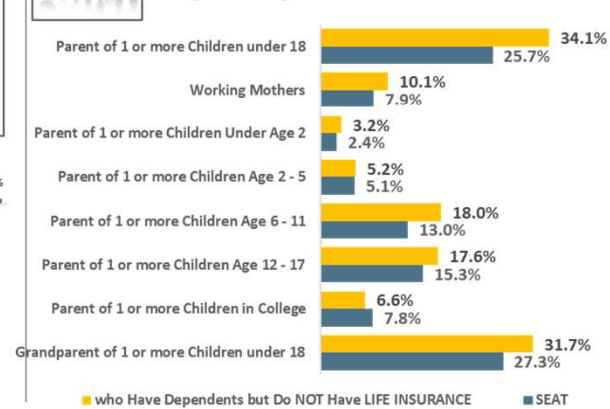
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

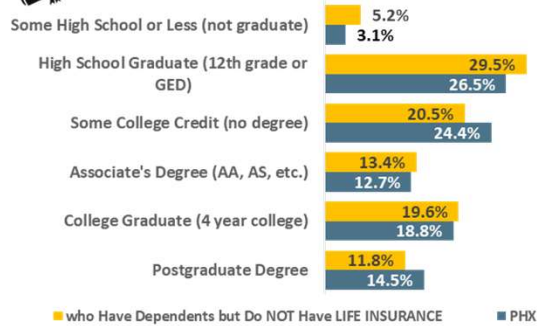




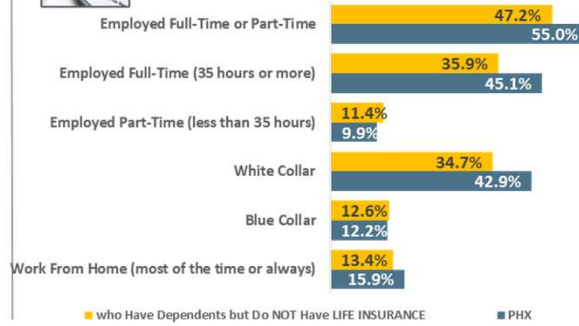
37.8% or 1,273,992 of PHX DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 6.% less likely to be a college graduate, 20.5% less likely to work full-time, 37.6% more likely to be married, 5.% more likely to be a grandparent of 1 or more children under 18.



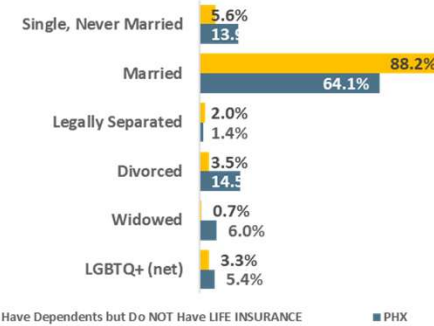
Education Levels: Adults 35 or older



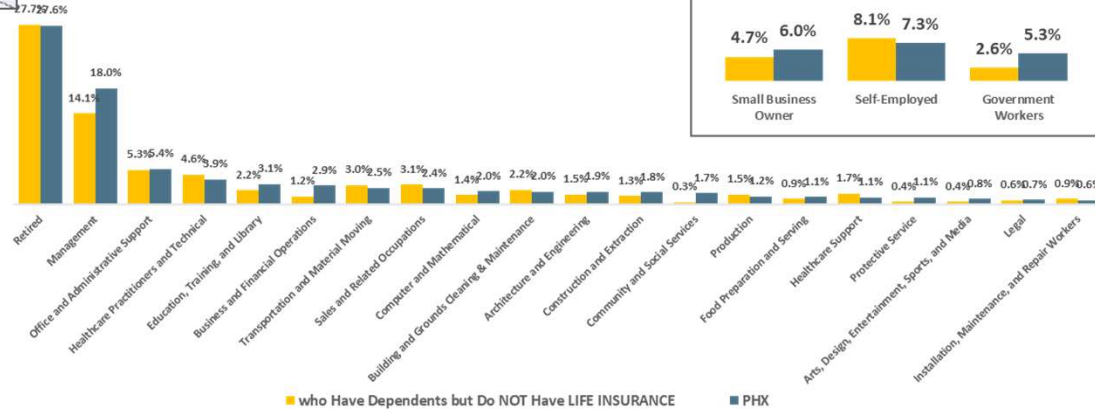
Employment: Adults 35 or older



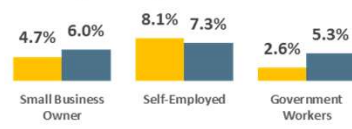
Marital Status: Adults 35 or older



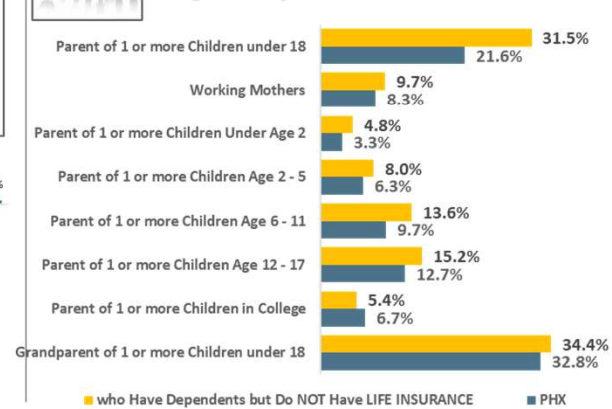
Top-20 Occupations: Adults 35 or older

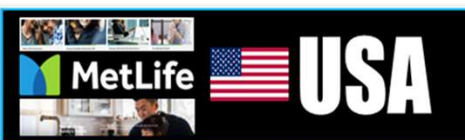


Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older



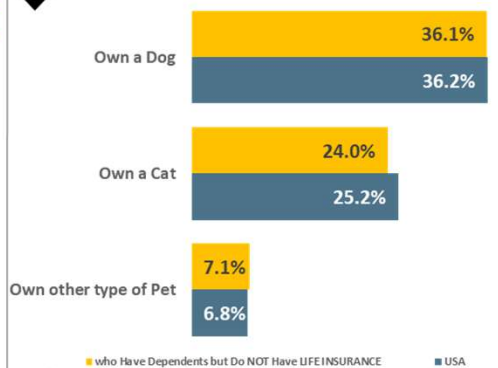
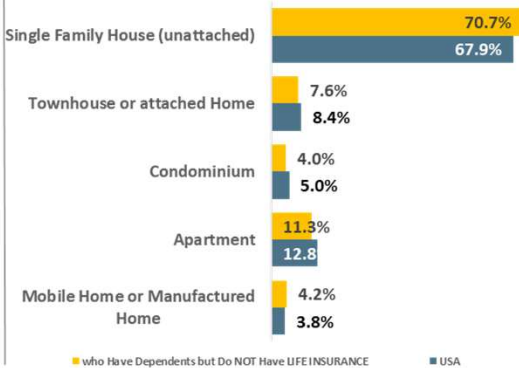
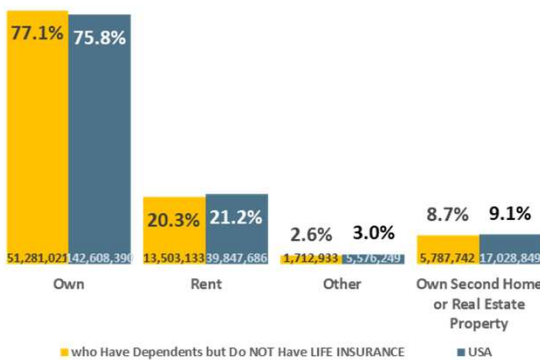


35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.7% more likely to own their home, 27.6% more likely to own a higher valued home, 4.% more likely to have a single-family home, .3% less likely to have a dog.

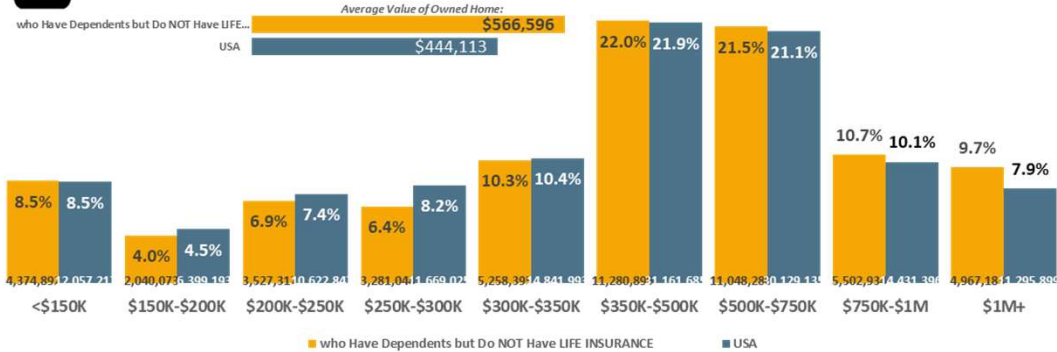
Own/Rent/Other: Adults 35 or older

Type of Home: Adults 35 or older

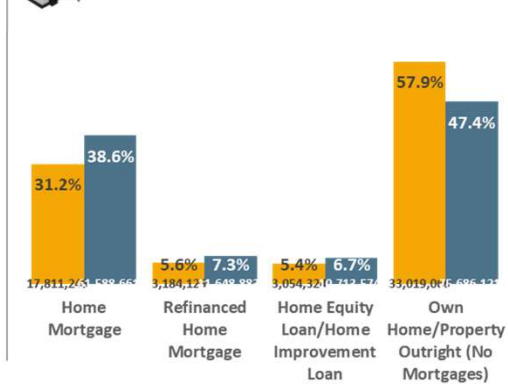
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



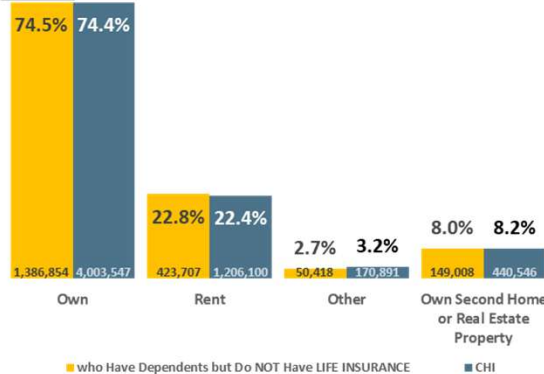
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

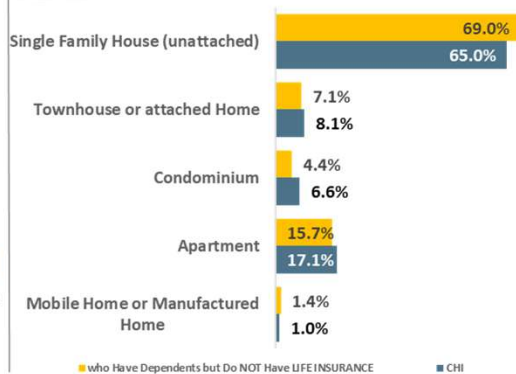


34.6% or 1,860,979 of CHI DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .2% more likely to own their home, .7% more likely to own a higher valued home, 6.1% more likely to have a single-family home, 1.1% less likely to have a dog.

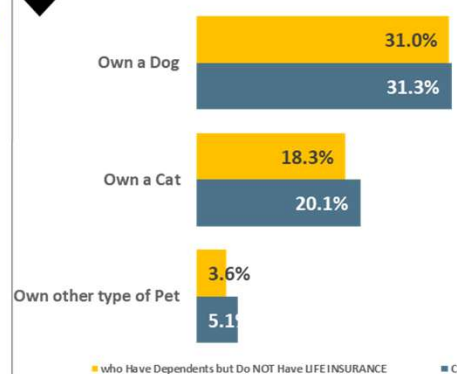
Own/Rent/Other: Adults 35 or older



Type of Home: Adults 35 or older



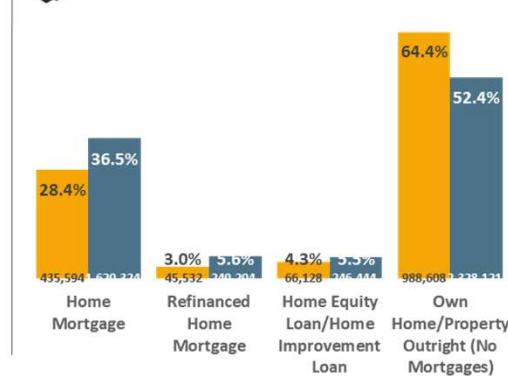
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



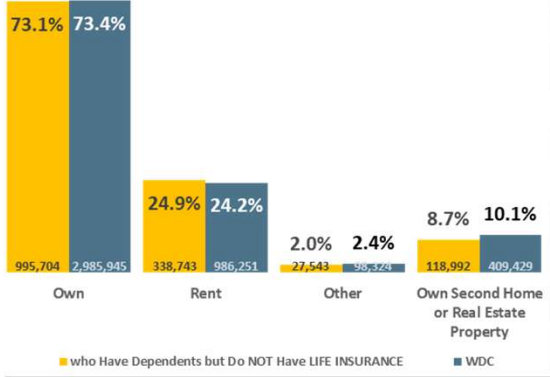
CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

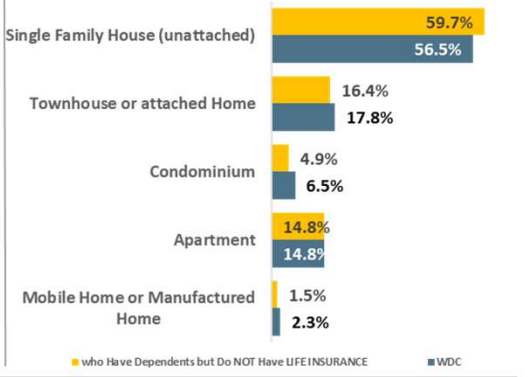


33.5% or 1,361,990 of WDC DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .3% less likely to own their home, 10.6% more likely to own a higher valued home, 5.5% more likely to have a single-family home, .6% more likely to have a dog.

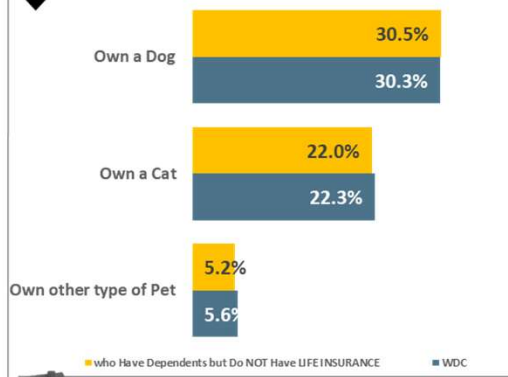
Own/Rent/Other: Adults 35 or older



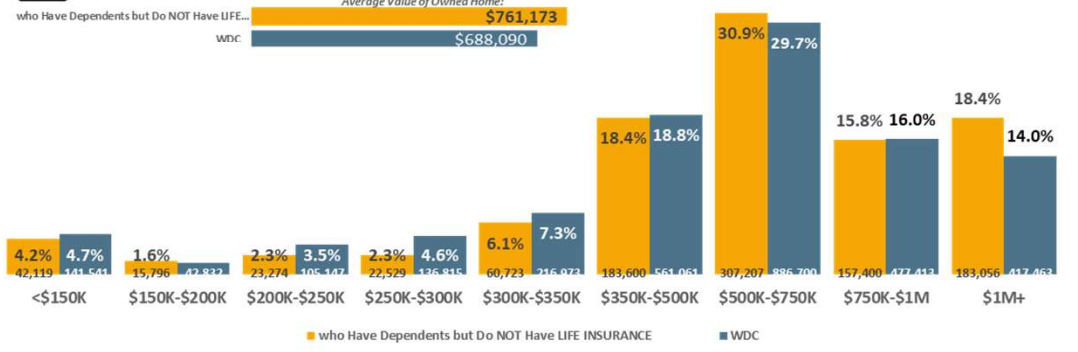
Type of Home: Adults 35 or older



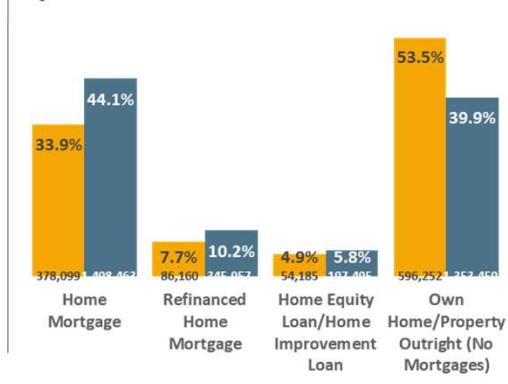
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



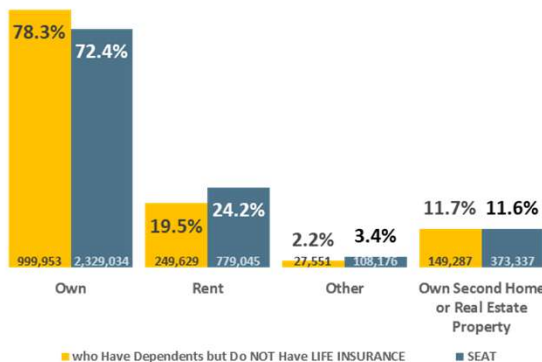
WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

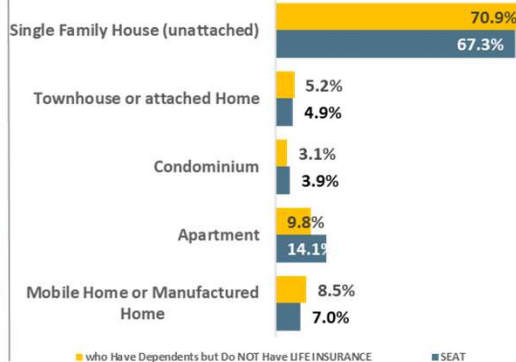


39.7% or 1,277,133 of SEAT DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 8.1% more likely to own their home, 2.% more likely to own a higher valued home, 5.4% more likely to have a single-family home, 11.5% more likely to have a dog.

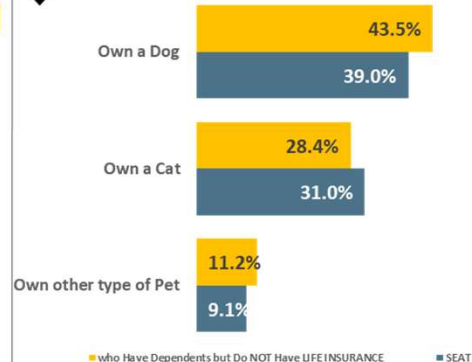
Own/Rent/Other: Adults 35 or older



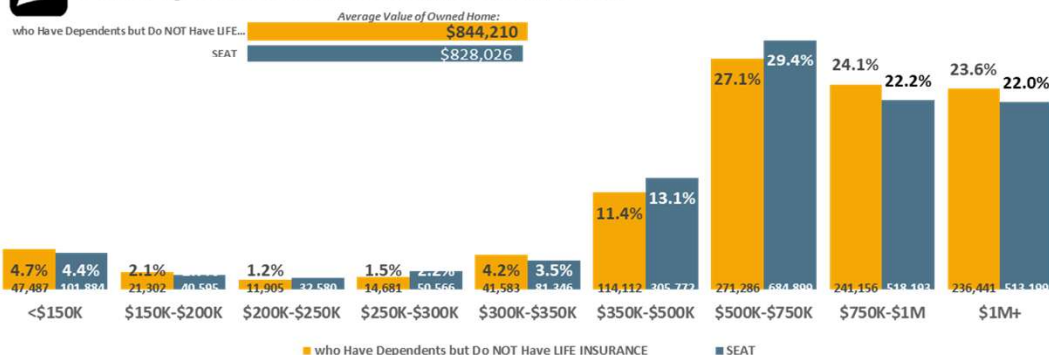
Type of Home: Adults 35 or older



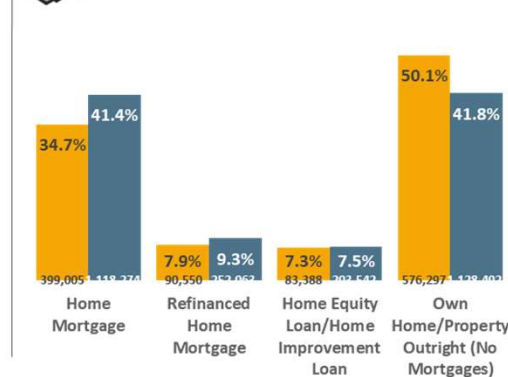
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



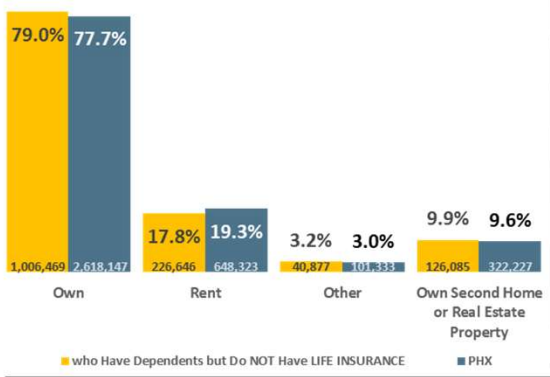
Home Loans: Adults 35 or older



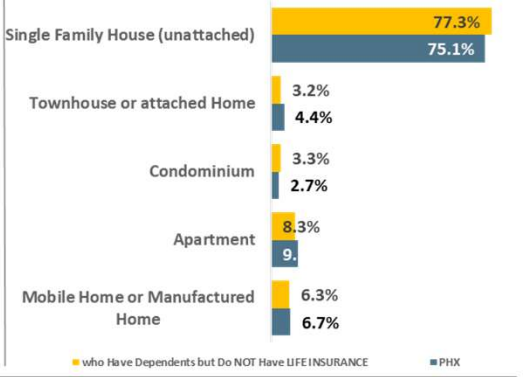


37.8% or 1,273,992 of PHX DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.6% more likely to own their home, 2.6% more likely to own a higher valued home, 2.9% more likely to have a single-family home, 3.3% less likely to have a dog.

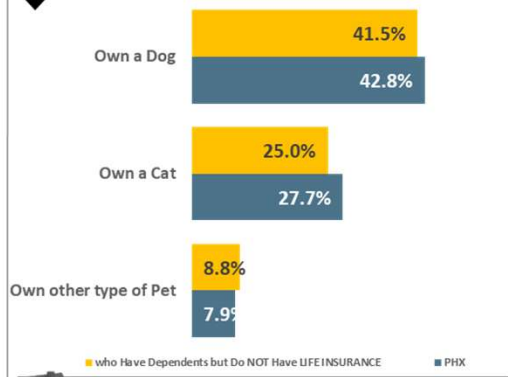
Own/Rent/Other: Adults 35 or older



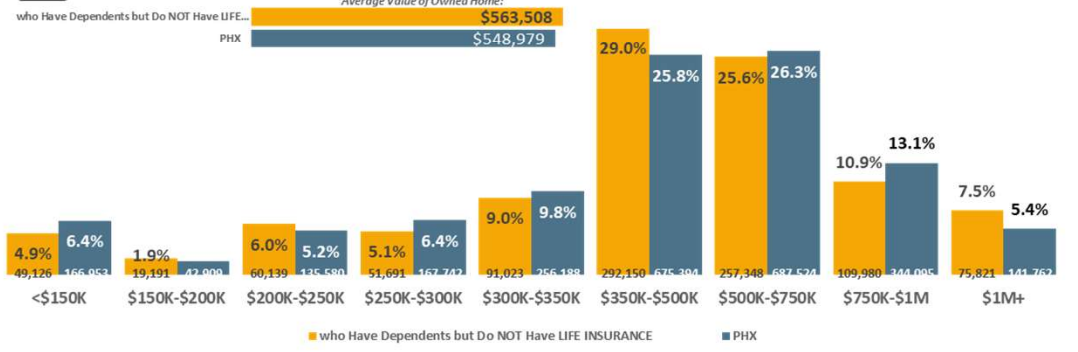
Type of Home: Adults 35 or older



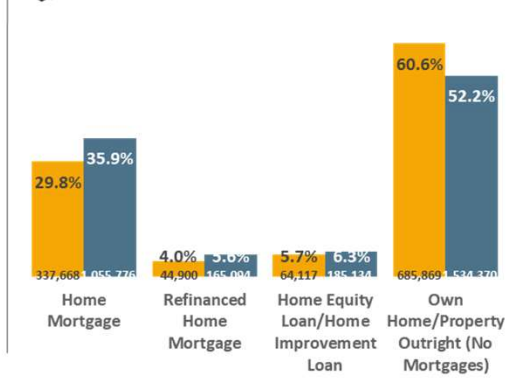
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



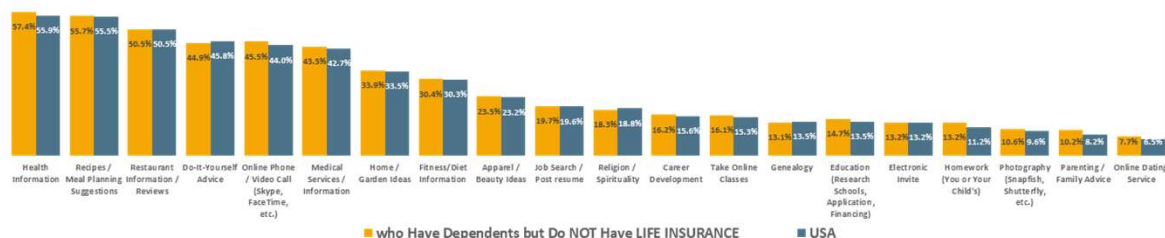
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



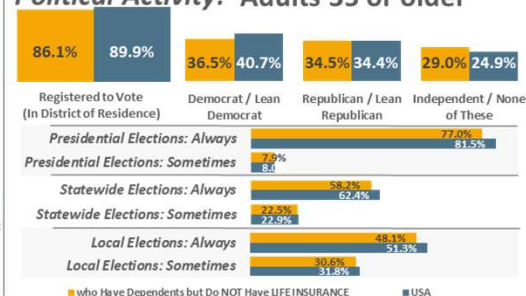
35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.9% less likely to look up D-I-Y advice online, 6.1% less likely to always vote in local elections, 13.3% less likely to belong to a gym, .1% more likely to fly domestic past yr.



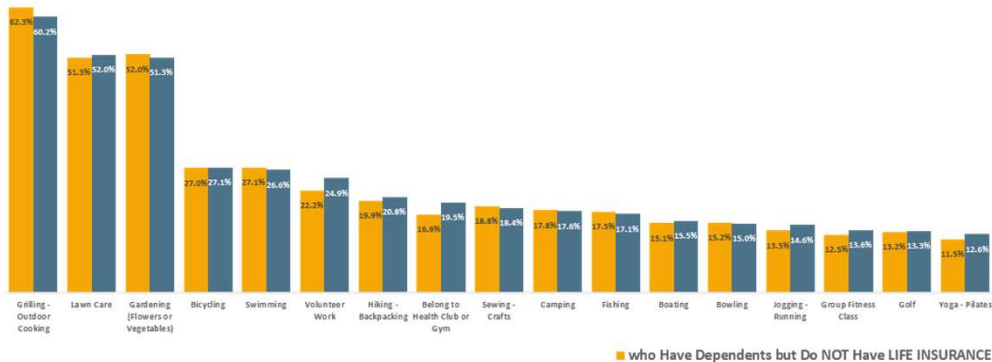
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



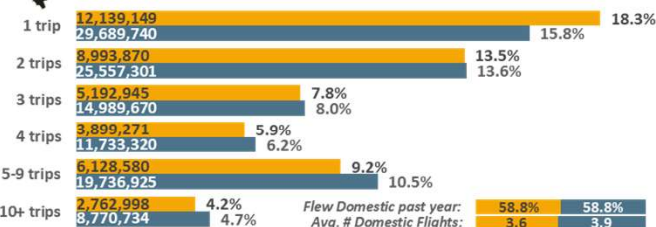
Political Activity: Adults 35 or older



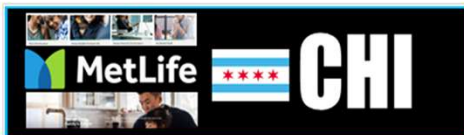
Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



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



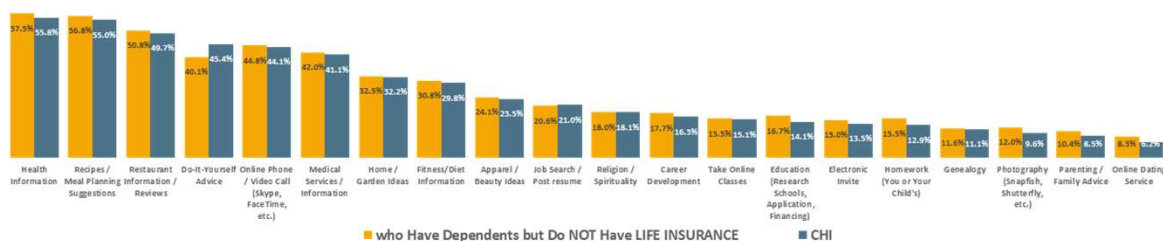
Flew Domestic past year: 58.8%
Avg. # Domestic Flights: 3.6



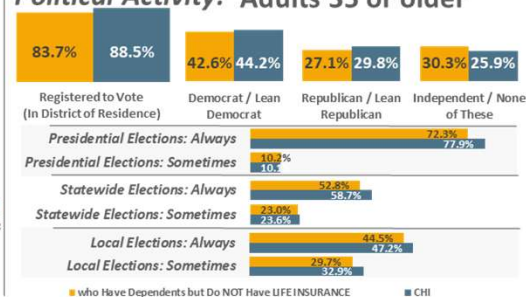
34.6% or 1,860,979 of CHI DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 11.6% less likely to look up D-I-Y advice online, 5.6% less likely to always vote in local elections, 16.6% less likely to belong to a gym, 5.7% more likely to fly domestic past yr.



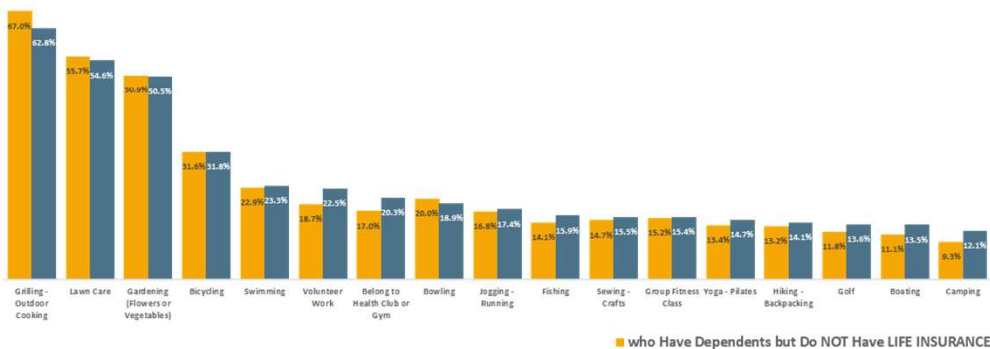
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



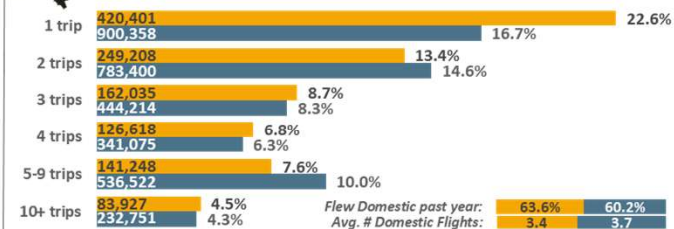
Political Activity: Adults 35 or older

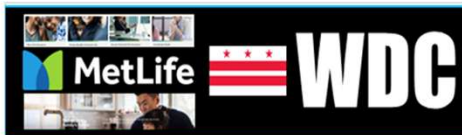


Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



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

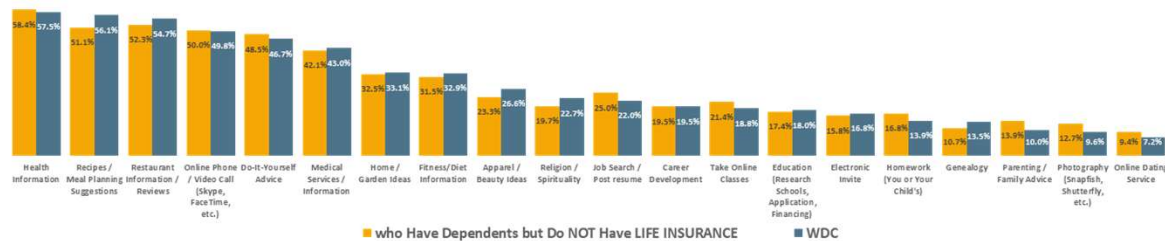




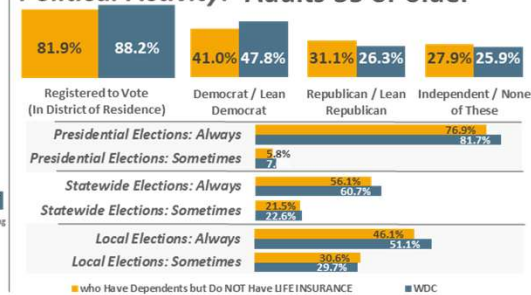
33.5% or 1,361,990 of WDC DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 3.9% more likely to look up D-I-Y advice online, 9.7% less likely to always vote in local elections, 21.6% less likely to belong to a gym, 1.4% more likely to fly domestic past yr.



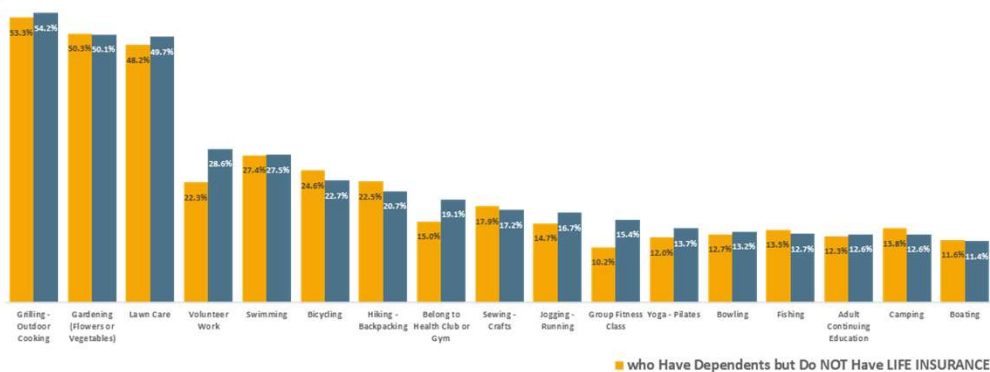
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



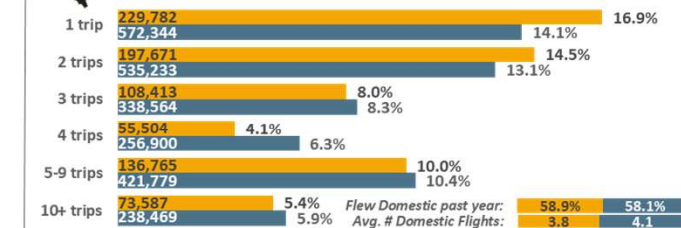
Political Activity: Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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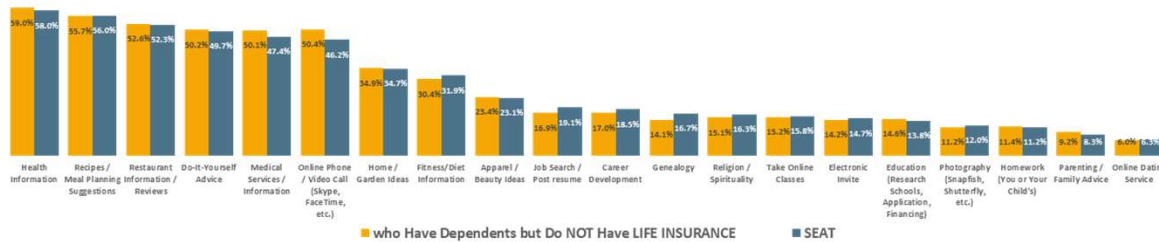
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



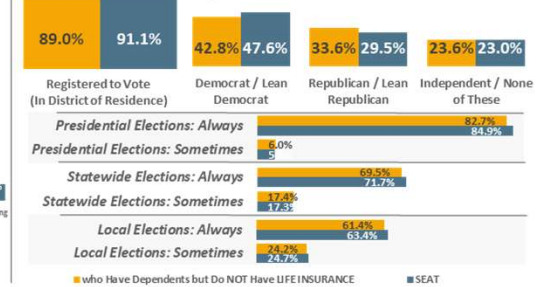
39.7% or 1,277,133 of SEAT DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.1% more likely to look up D-I-Y advice online, 3.2% less likely to always vote in local elections, 13.2% less likely to belong to a gym, 2.4% less likely to fly domestic past yr.



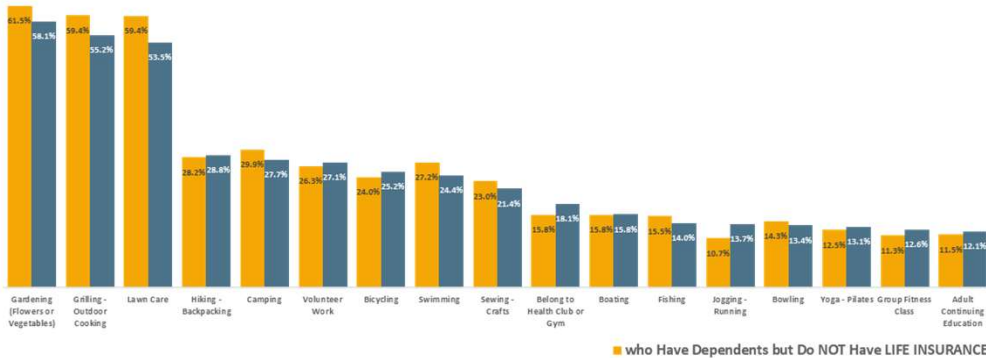
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



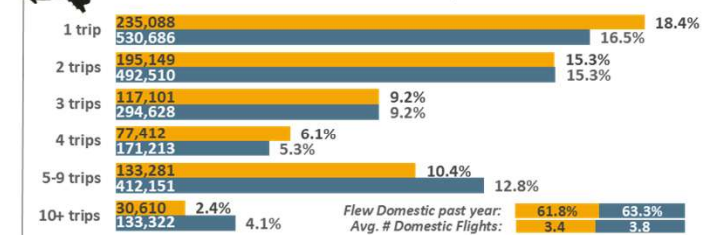
Political Activity: Adults 35 or older

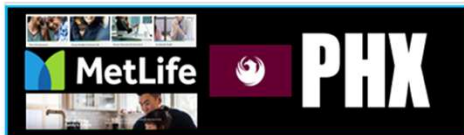


Top-30 past 12-months Active Lifestyle Activities: Adults 35 or older



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

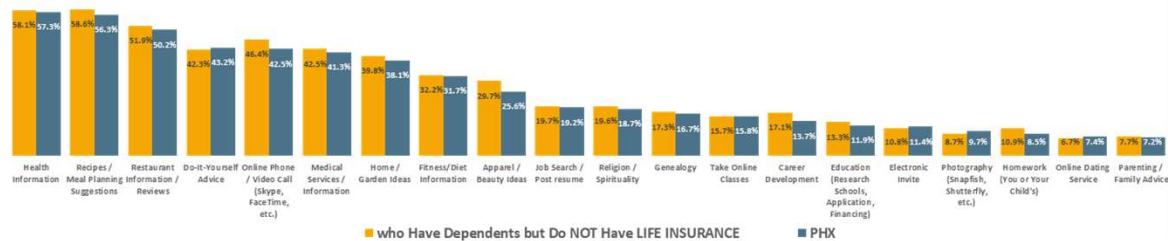




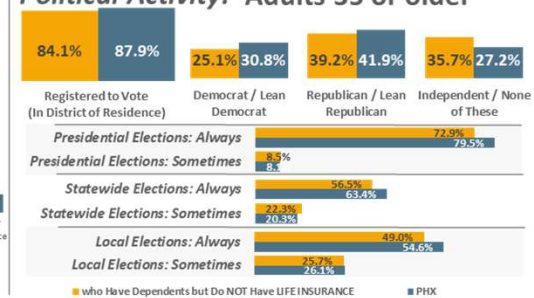
37.8% or 1,273,992 of PHX DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 2.% less likely to look up D-I-Y advice online, 10.2% less likely to always vote in local elections, 2.8% less likely to belong to a gym, 1.4% less likely to fly domestic past yr.



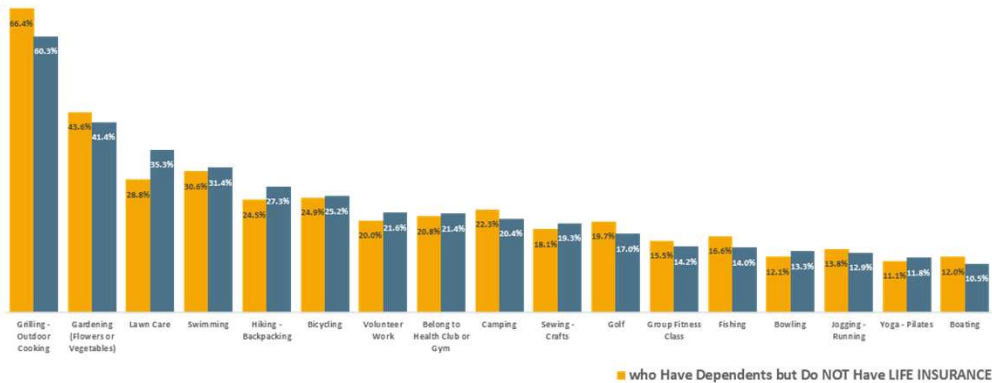
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



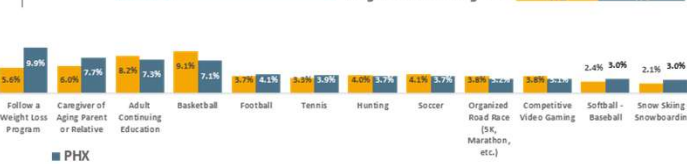
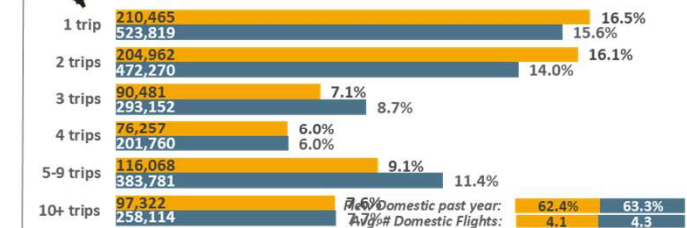
Political Activity: Adults 35 or older



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



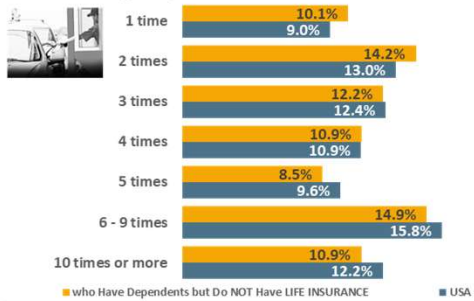
Past 12-months Domestic Airline Trips: Adults 35 or older





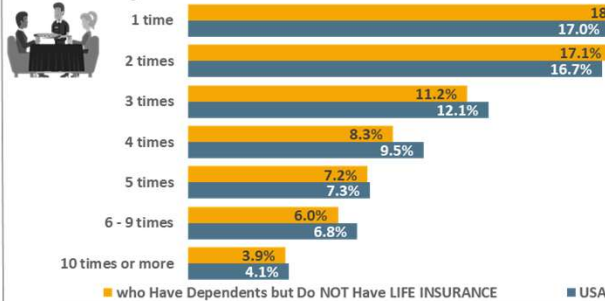
35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.3% less likely to use QSRs past mo., 1.9% less likely to use Sit-Down Restaurants past mo., 3.9% less likely to use Casinos past yr, 2.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



Total Monthly QSR Users: 81.8% (54,387,89) vs 82.9% (155,840,679)
Avg. Monthly QSR Meals: 5.3 vs 5.6

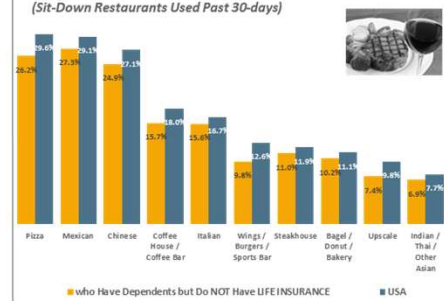
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



Total Monthly Sit-Down Restaurant Users: 72.1% (47,911,210) vs 73.5% (138,126,053)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 vs 3.7

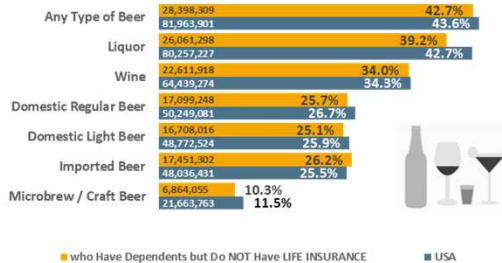
Top-10 Cuisines: Adults 35 or older

(Sit-Down Restaurants Used Past 30-days)



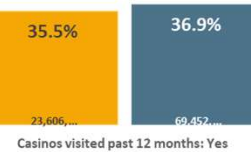
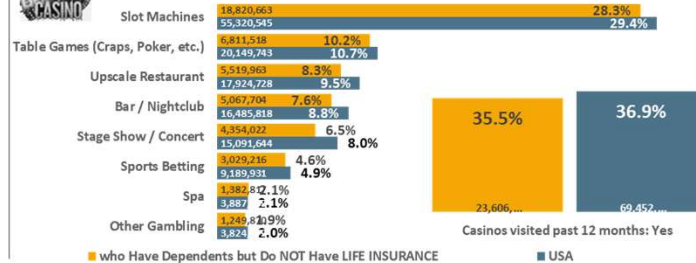
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Have Dependents but Do NOT Have LIFE... 8,705,932 (13.1%) vs USA 66,497,087 (15.8%)

Drank Past 30-days: Adults 35 or older



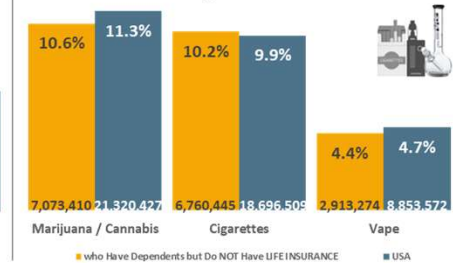
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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Past 12 months Casino Activities: Adults 35 or older



USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

Used Past 30-days: Adults 35 or older

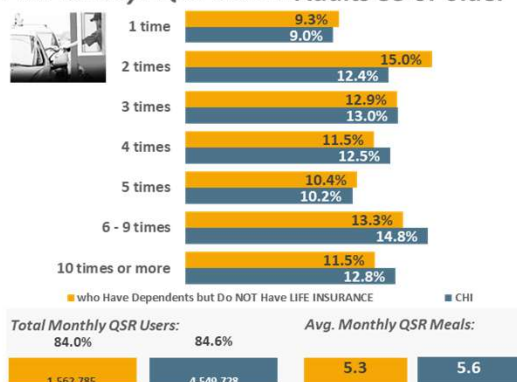


(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

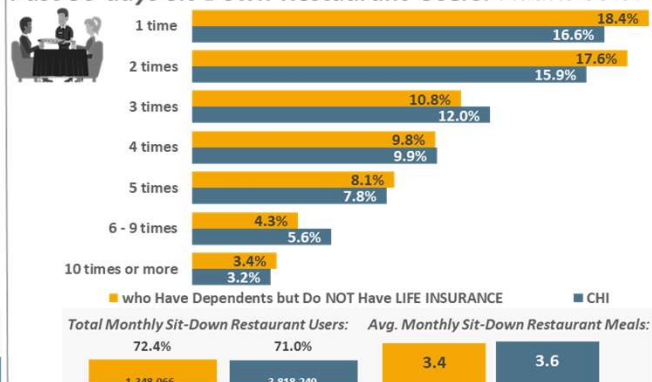


34.6% or 1,860,979 of CHI DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .7% less likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 8.3% less likely to use Casinos past yr., 21.8% less likely to smoke cigarettes.

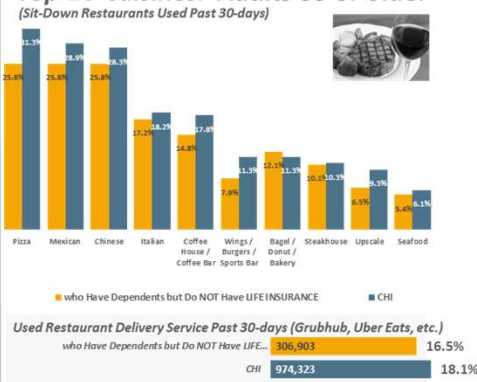
Past 30-days QSR Users: Adults 35 or older



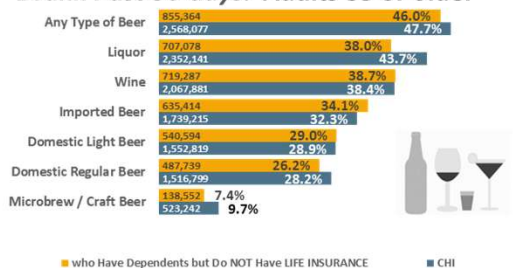
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



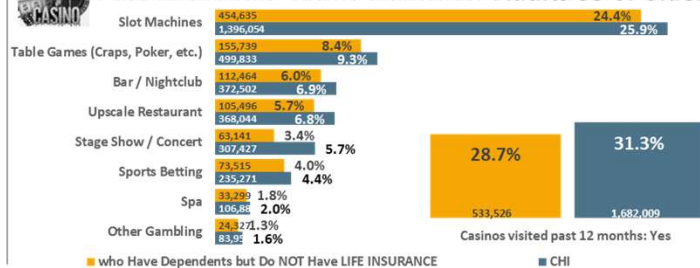
Top-10 Cuisines: Adults 35 or older



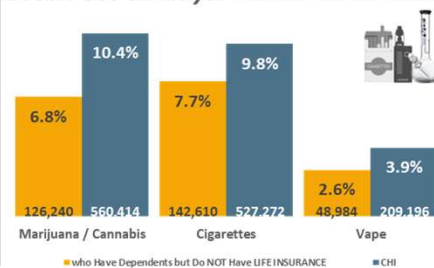
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



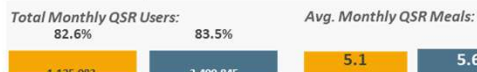
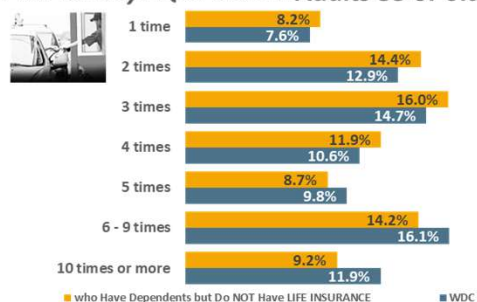
Used Past 30-days: Adults 35 or older



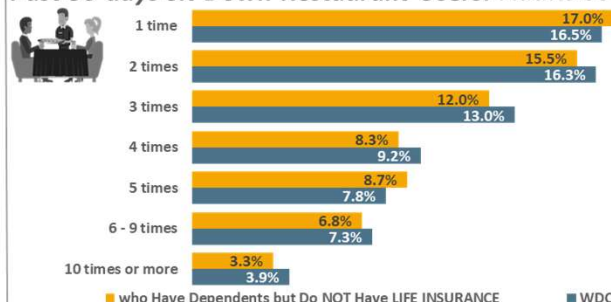


33.5% or 1,361,990 of WDC DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 1.1% less likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 13.6% less likely to use Casinos past yr., 18.4% less likely to smoke cigarettes.

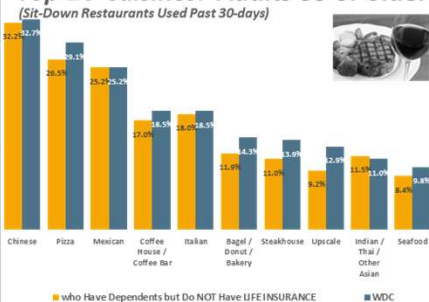
Past 30-days QSR Users: Adults 35 or older



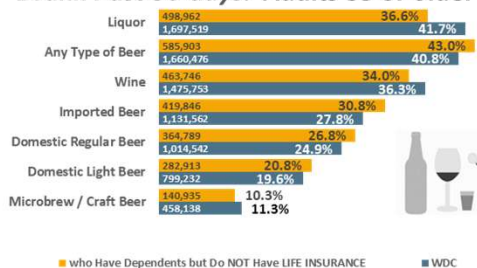
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



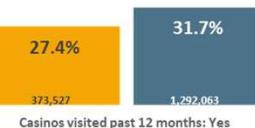
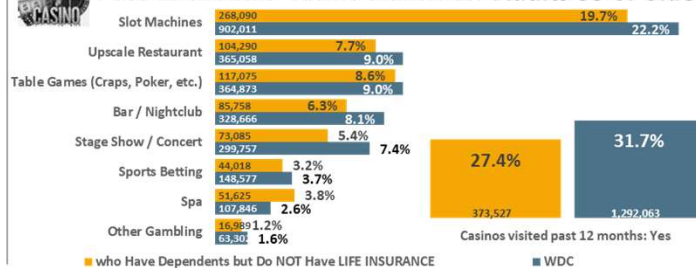
Top-10 Cuisines: Adults 35 or older



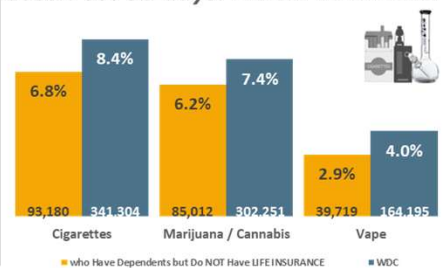
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



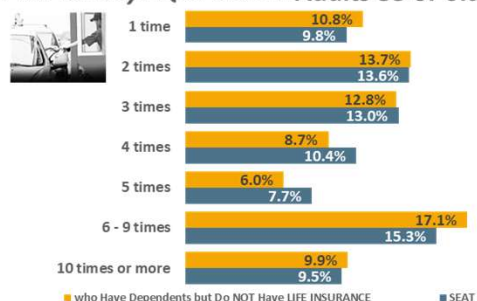
Used Past 30-days: Adults 35 or older





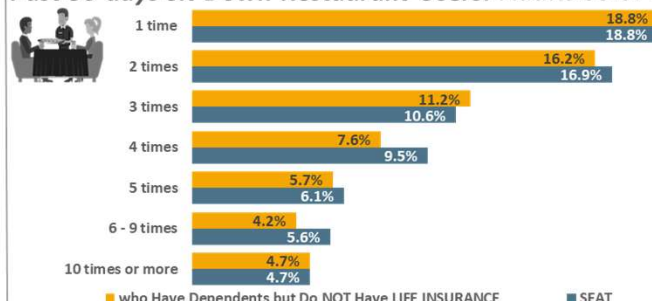
39.7% or 1,277,133 of SEAT DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .3% less likely to use QSRs past mo., 5.3% less likely to use Sit-Down Restaurants past mo., 4.9% less likely to use Casinos past yr., 20.1% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older



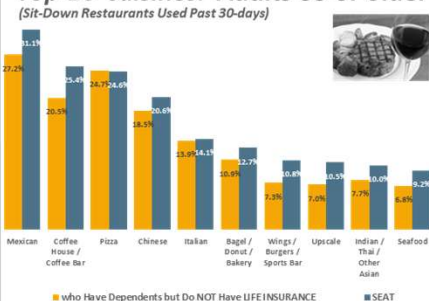
Total Monthly QSR Users: 79.1% (1,009,730) vs 79.3% (2,539,767)
Avg. Monthly QSR Meals: 5.3 vs 5.2

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



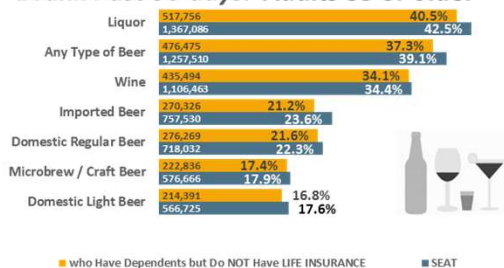
Total Monthly Sit-Down Restaurant Users: 68.4% (873,829) vs 72.2% (2,322,966)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 vs 3.7

Top-10 Cuisines: Adults 35 or older

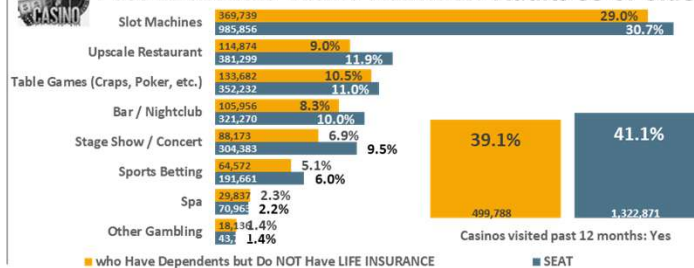


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Have Dependents but Do NOT Have LIFE... 147,721 (11.6%) vs SEAT 510,760 (15.9%)

Drank Past 30-days: Adults 35 or older

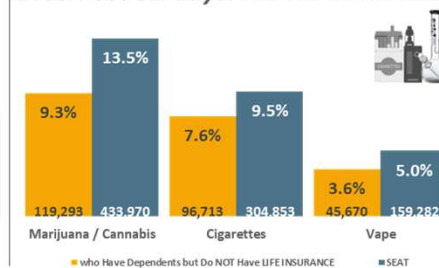


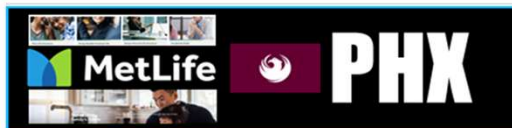
Past 12 months Casino Activities: Adults 35 or older



Casinos visited past 12 months: Yes
499,788 (39.1%) vs 1,822,871 (41.1%)

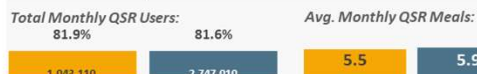
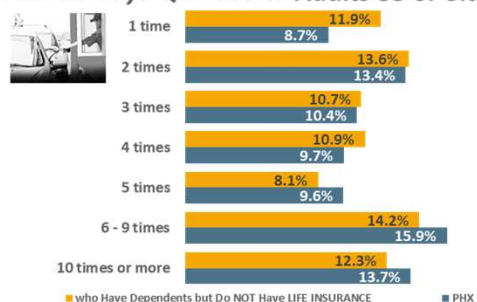
Used Past 30-days: Adults 35 or older



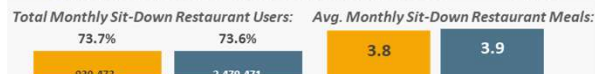
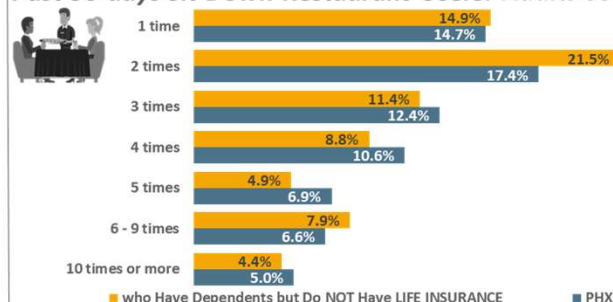


37.8% or 1,273,992 of PHX DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are .4% more likely to use QSRs past mo., .2% more likely to use Sit-Down Restaurants past mo., 7.5% more likely to use Casinos past yr., 29.8% less likely to smoke cigarettes.

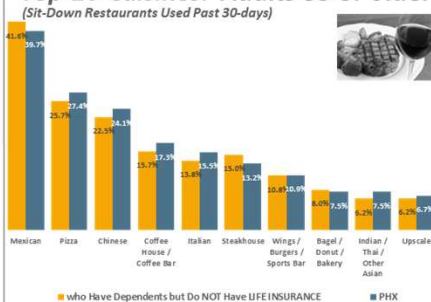
Past 30-days QSR Users: Adults 35 or older



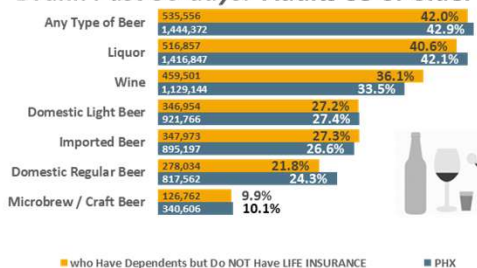
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



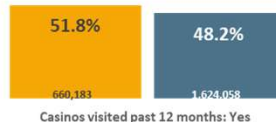
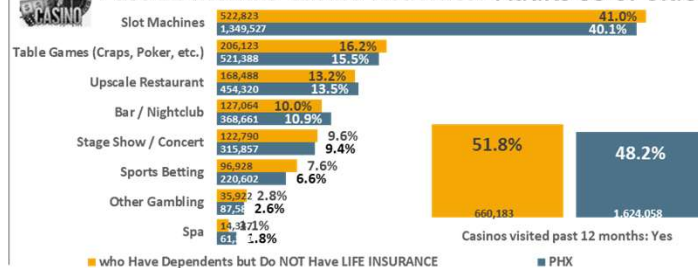
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



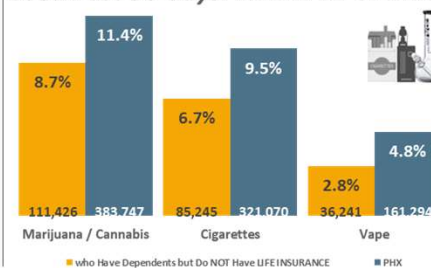
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

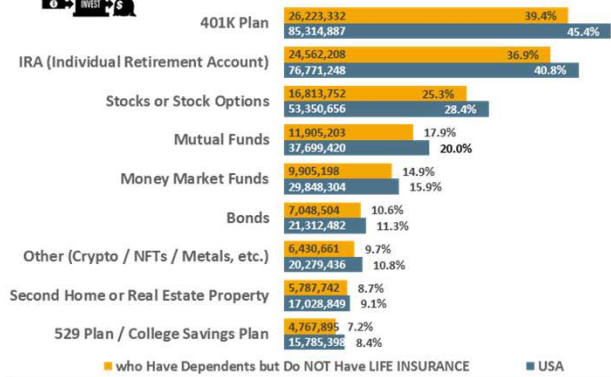




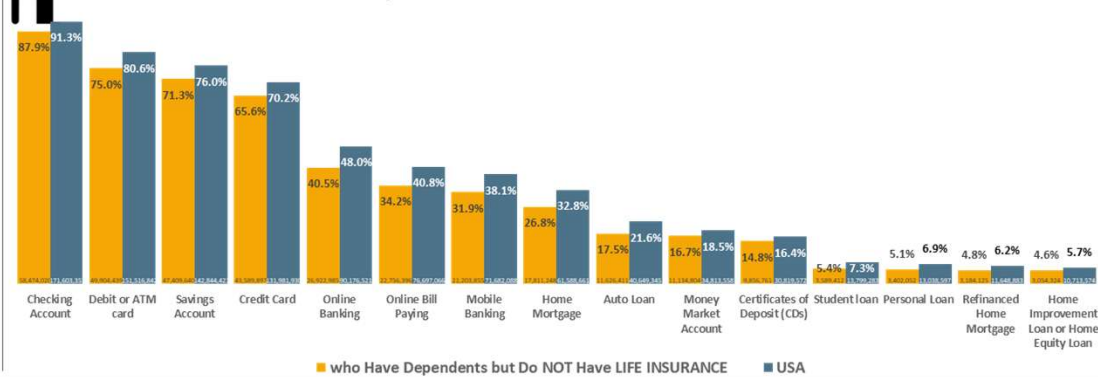
35.4% or 66,497,087 of USA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 13.1% less likely to have a 401K, 19.1% less likely to have an Auto Loan, 10.9% less likely to Invest/Trade Stocks Online, 13.1% less likely to pay with their Debit Card.



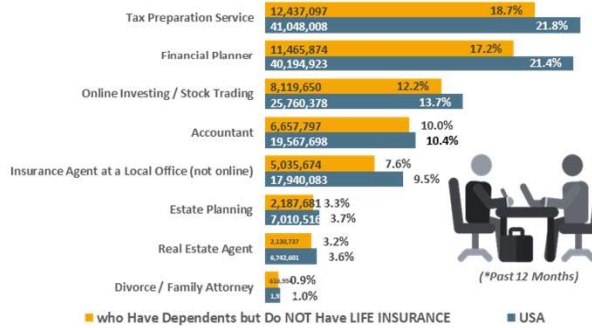
Investments Owned: Adults 35 or older



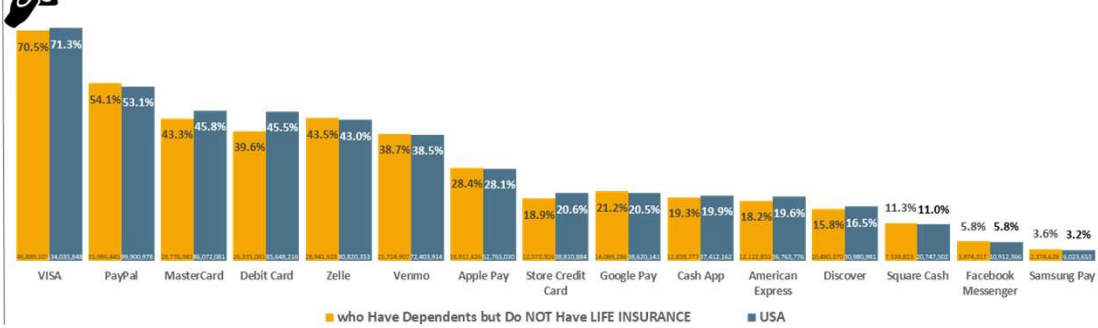
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

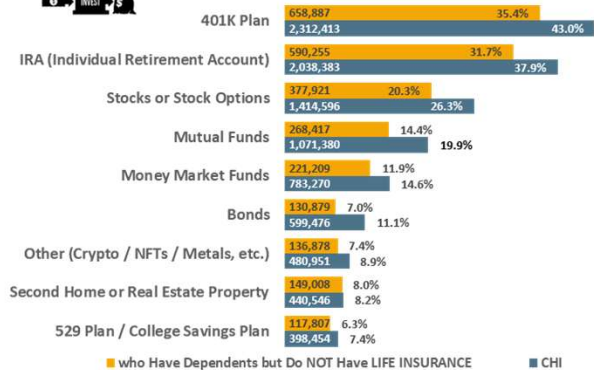




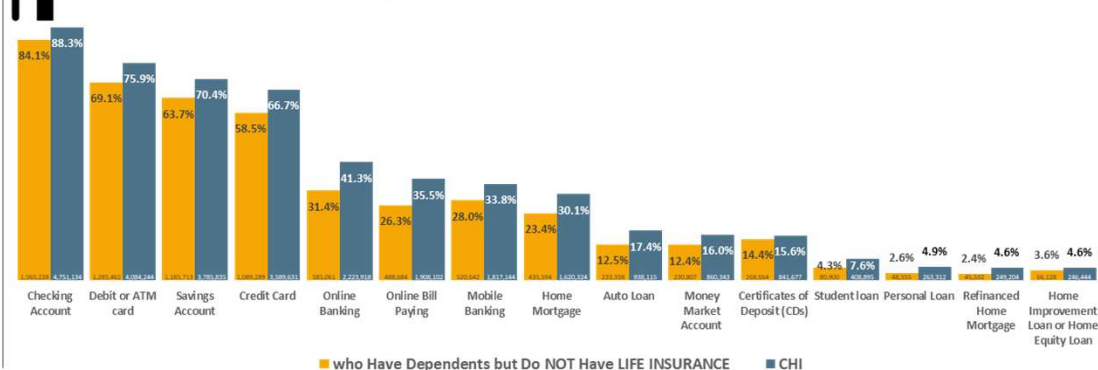
34.6% or 1,860,979 of CHI DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 17.6% less likely to have a 401K, 28.1% less likely to have an Auto Loan, 36.7% less likely to Invest/Trade Stocks Online, 8.7% less likely to pay with their Debit Card.



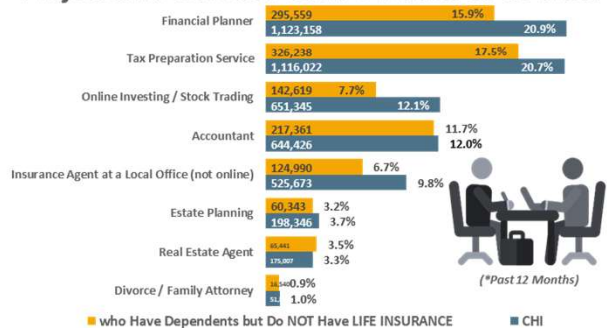
Investments Owned: Adults 35 or older



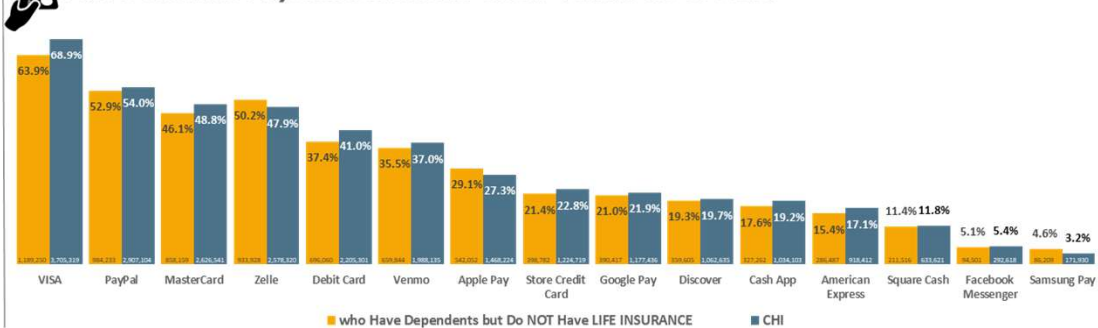
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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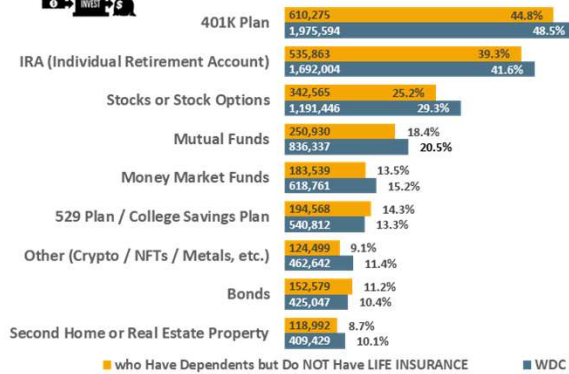
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



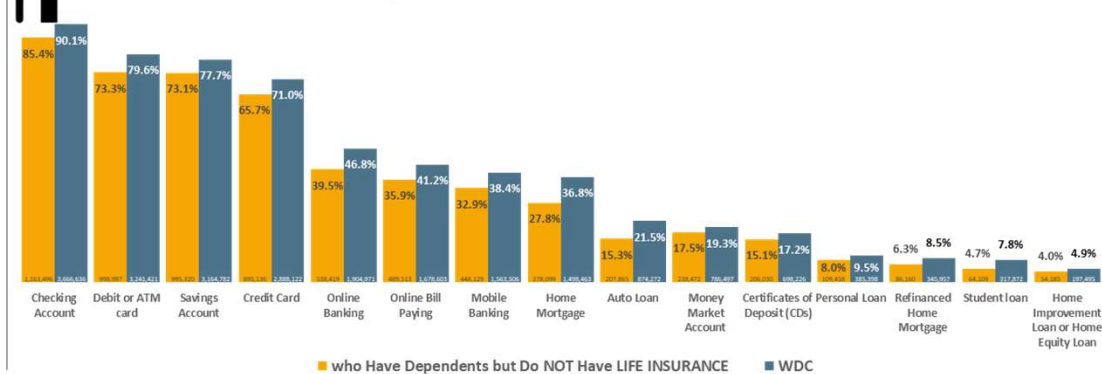
33.5% or 1,361,990 of WDC DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 7.7% less likely to have a 401K, 28.9% less likely to have an Auto Loan, 7.8% less likely to Invest/Trade Stocks Online, 17.8% less likely to pay with their Debit Card.



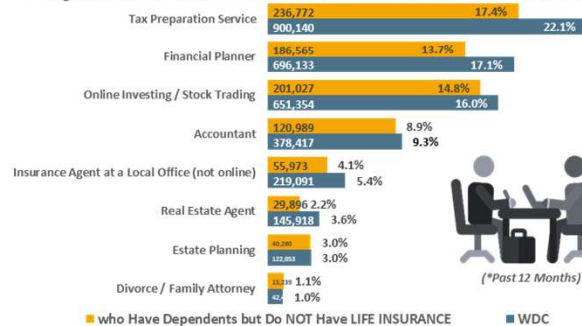
Investments Owned: Adults 35 or older



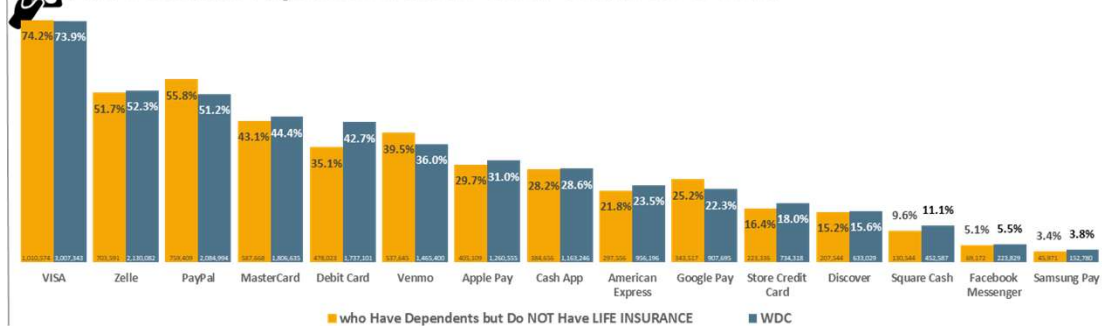
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

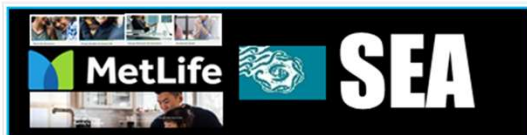


Past 3-Months Payment Methods Used: Adults 35 or older



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



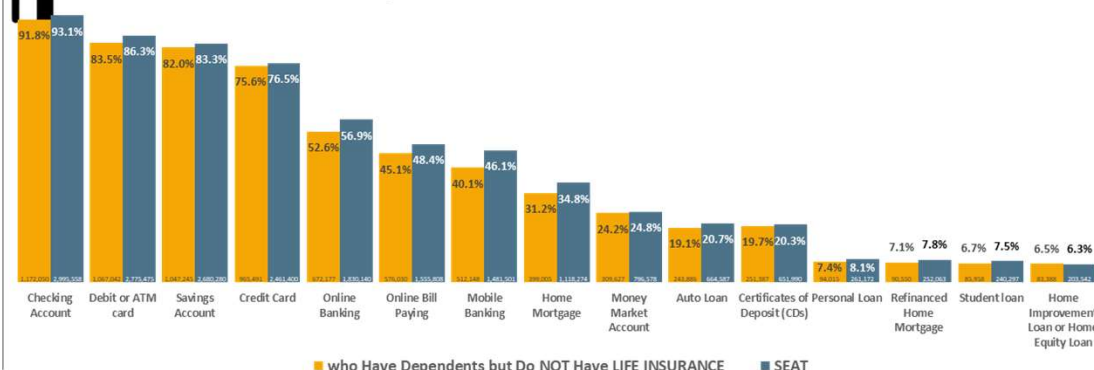
39.7% or 1,277,133 of SEAT DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 4.9% less likely to have a 401K, 7.6% less likely to have an Auto Loan, .1% more likely to Invest/Trade Stocks Online, 10.1% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



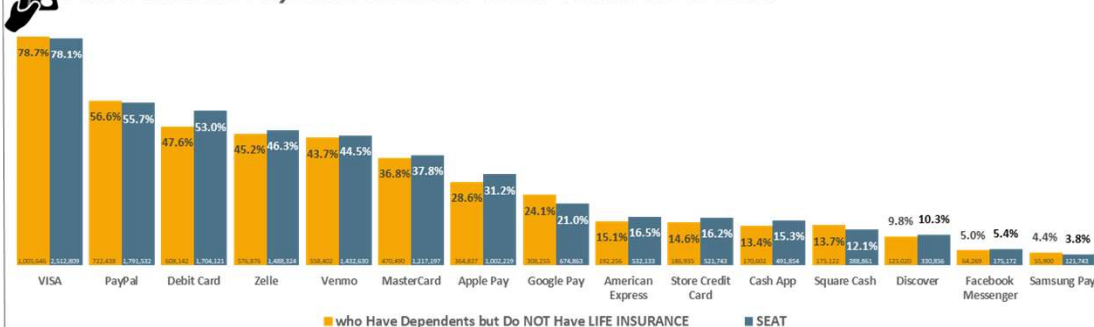
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

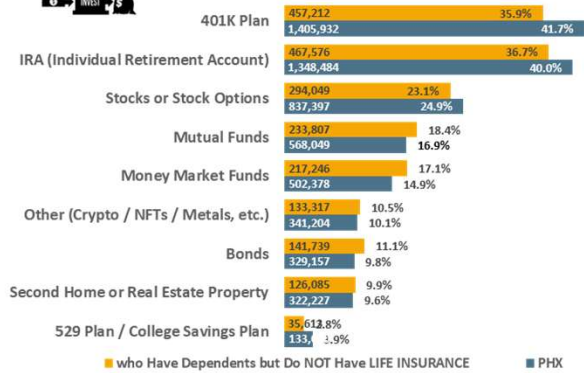




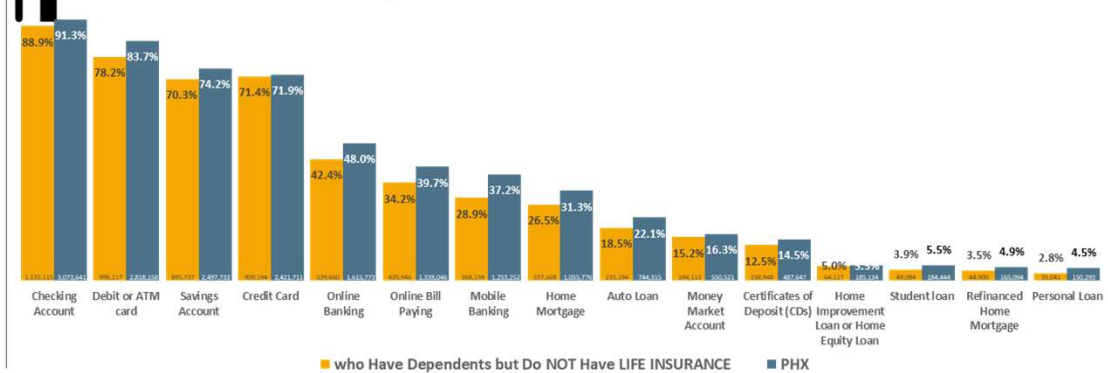
37.8% or 1,273,992 of PHX DMA Adults 35 or older Have Dependents but Do NOT Have LIFE INSURANCE. Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE are 14.% less likely to have a 401K, 16.5% less likely to have an Auto Loan, 2.5% less likely to Invest/Trade Stocks Online, 15.9% less likely to pay with their Debit Card.



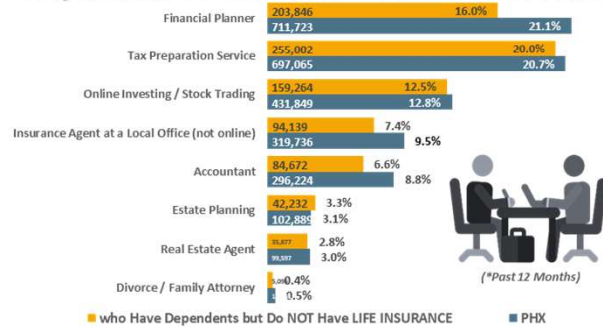
Investments Owned: Adults 35 or older



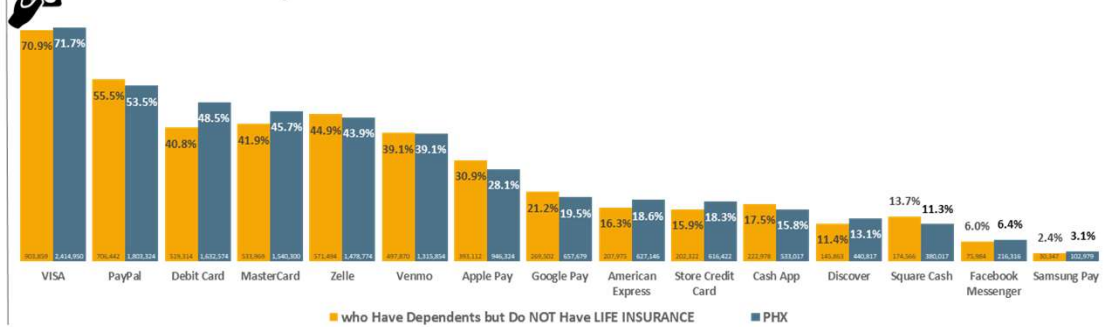
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older

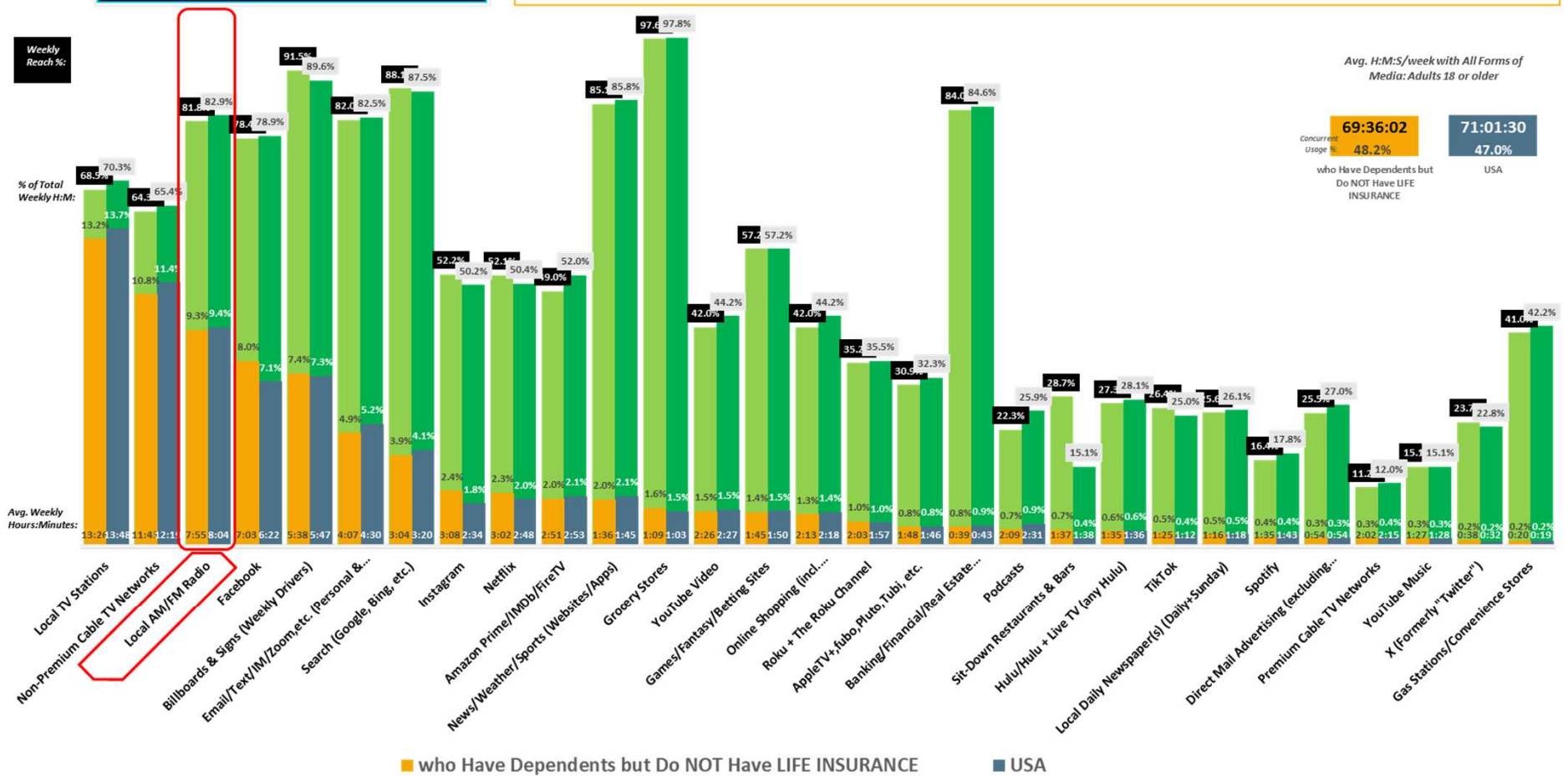


Past 3-Months Payment Methods Used: Adults 35 or older



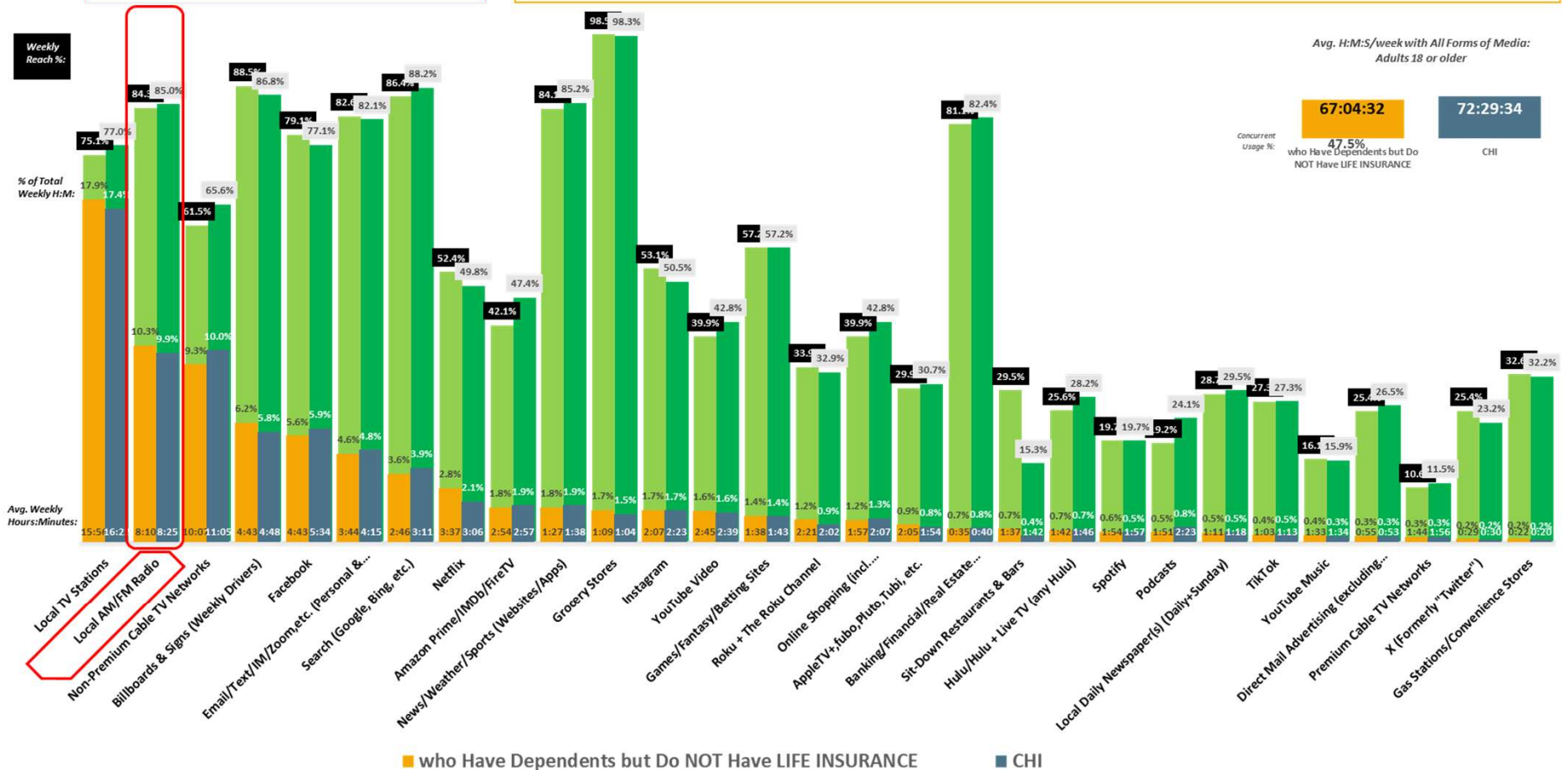


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 21 hours, 36 minutes and 2 seconds each week with All Forms of Media.
 81.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.





Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 19 hours, 4 minutes and 32 seconds each week with All Forms of Media.
 84.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 8 hours and 10 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



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

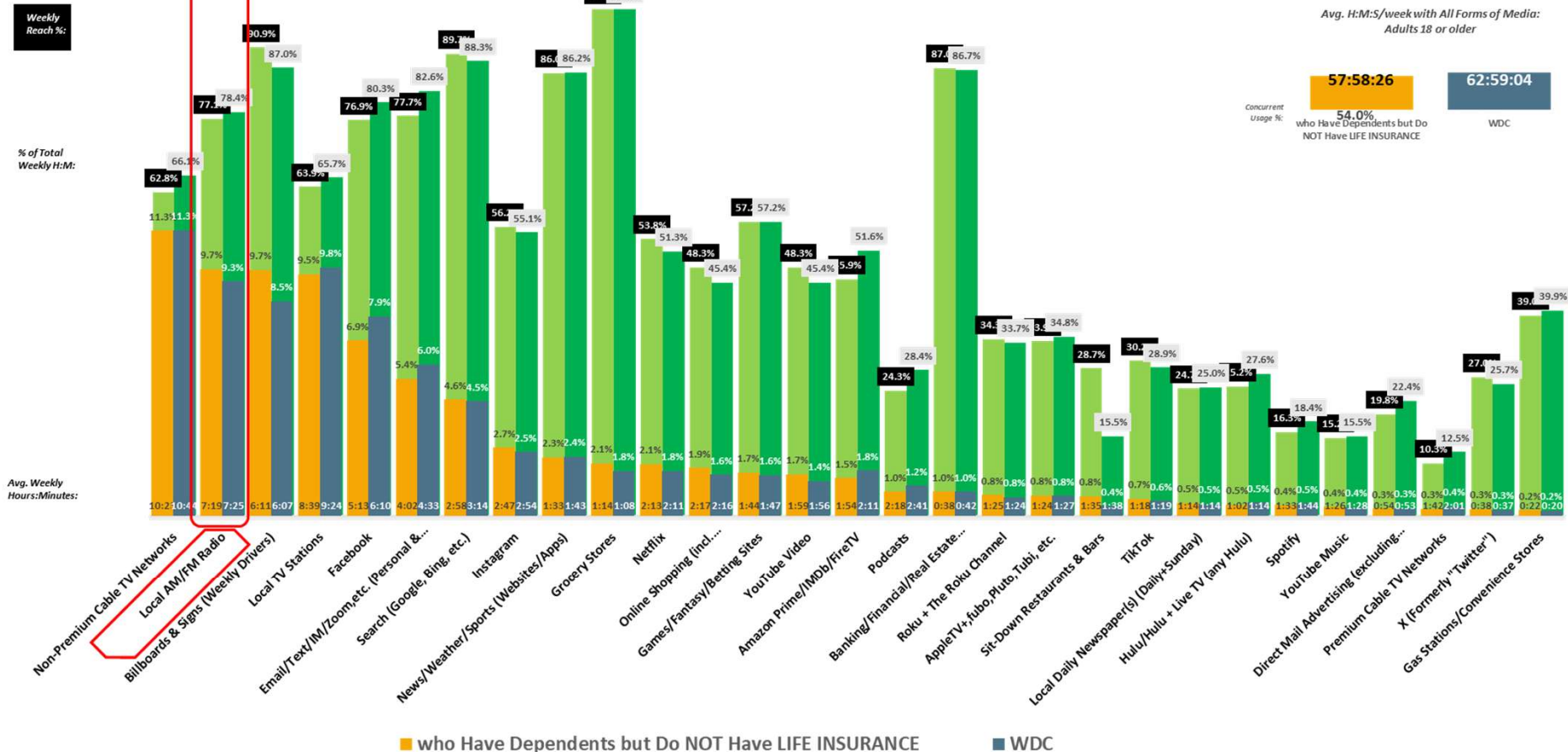
Concurrent Usage %:

47.5% who Have Dependents but Do NOT Have LIFE INSURANCE

CHI

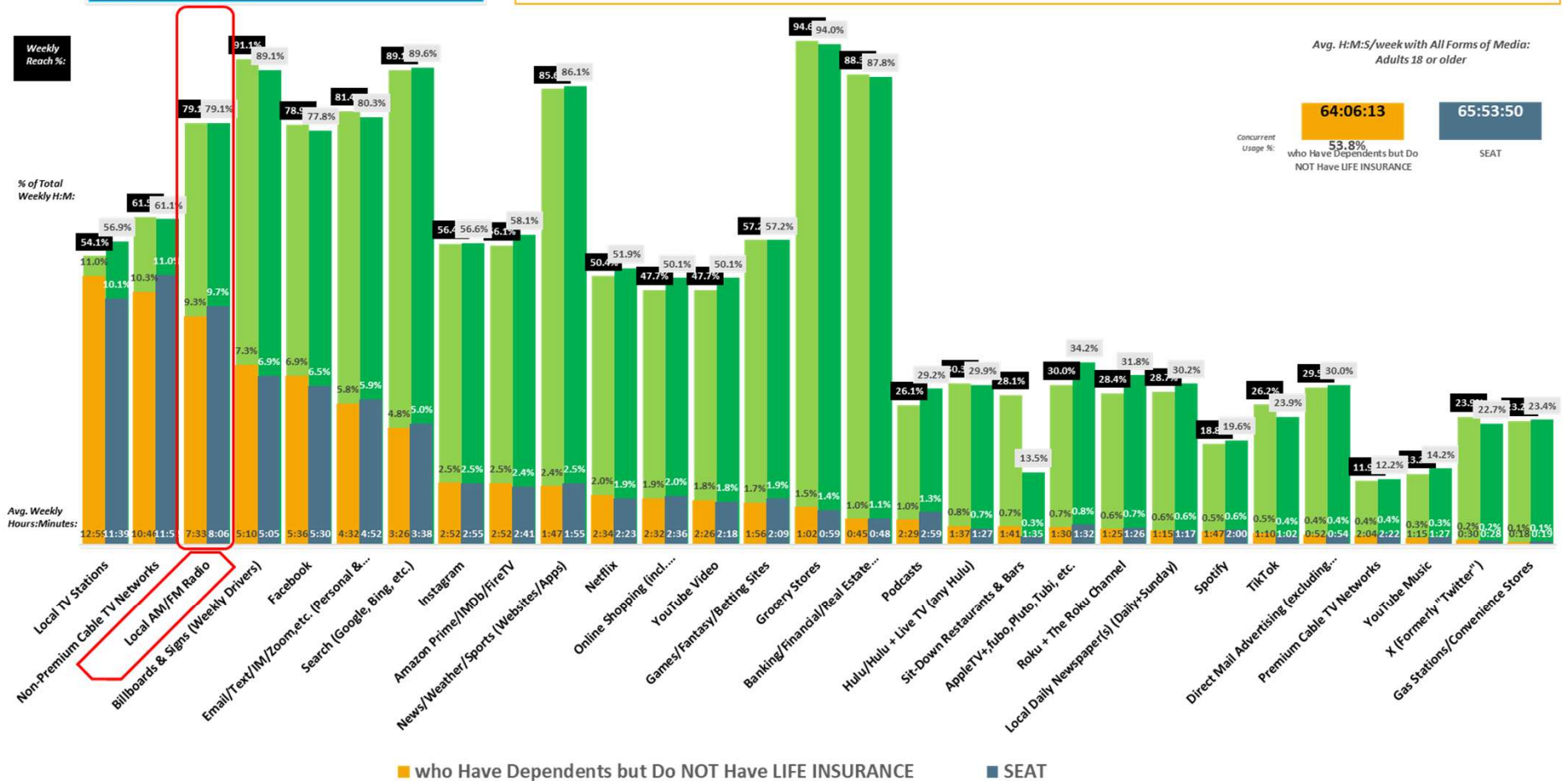


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 9 hours, 58 minutes and 26 seconds each week with All Forms of Media.
77.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.





Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 16 hours, 6 minutes and 13 seconds each week with All Forms of Media.
 79.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 33 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.

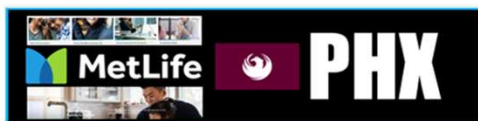


SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

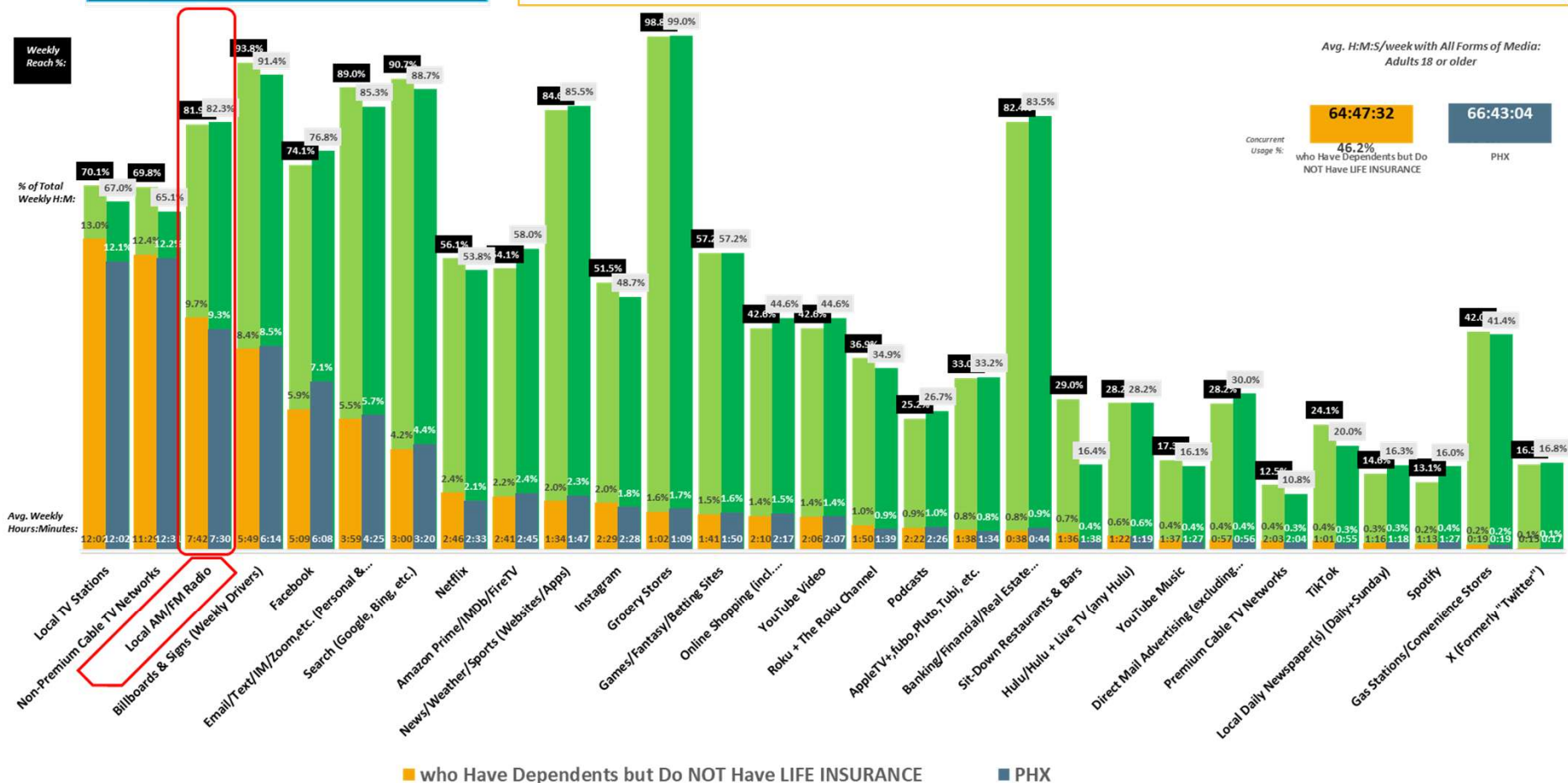


Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 16 hours, 47 minutes and 32 seconds each week with All Forms of Media.
81.9% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



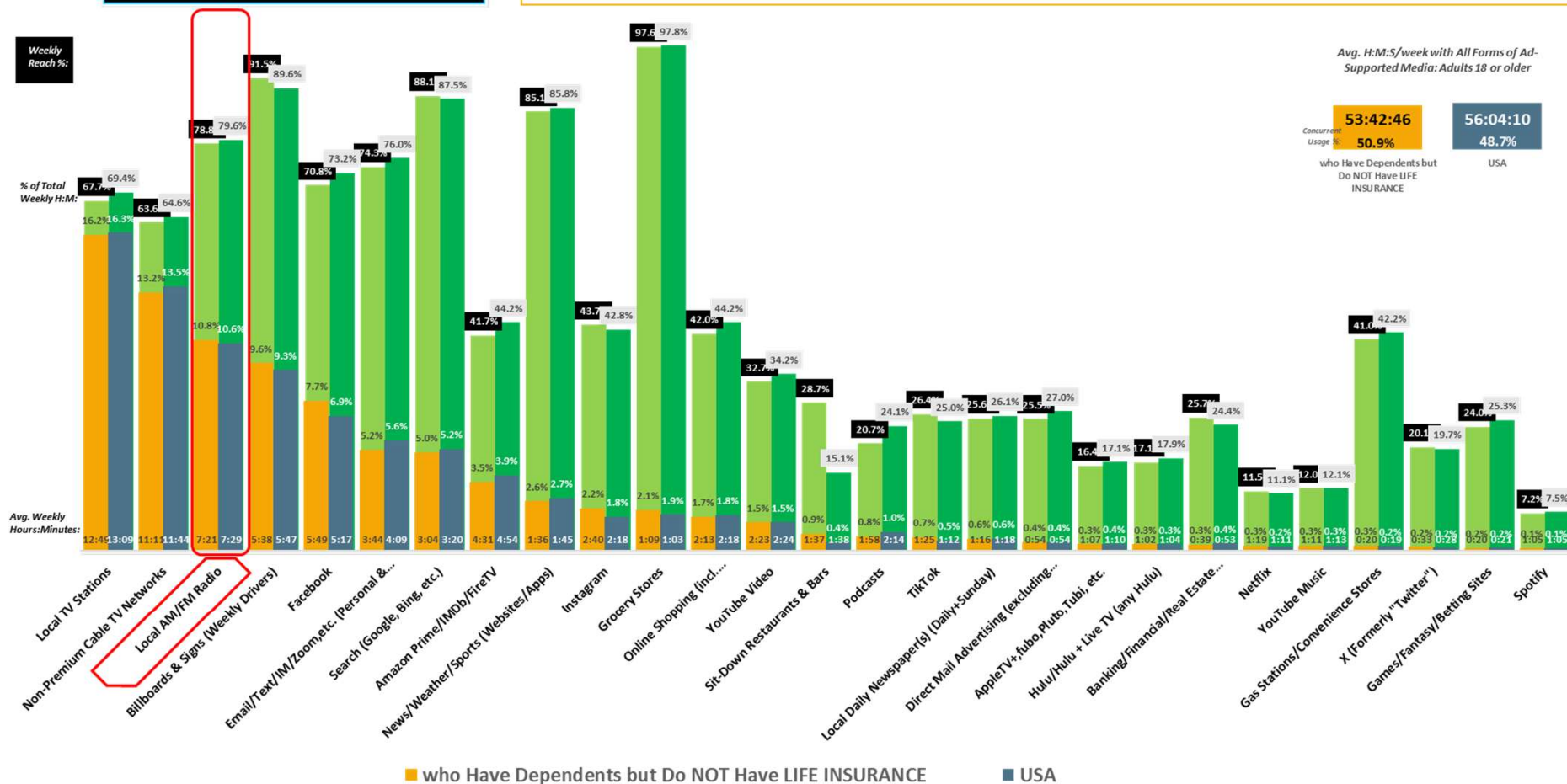
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 46.2% who Have Dependents but Do NOT Have LIFE INSURANCE

PHX

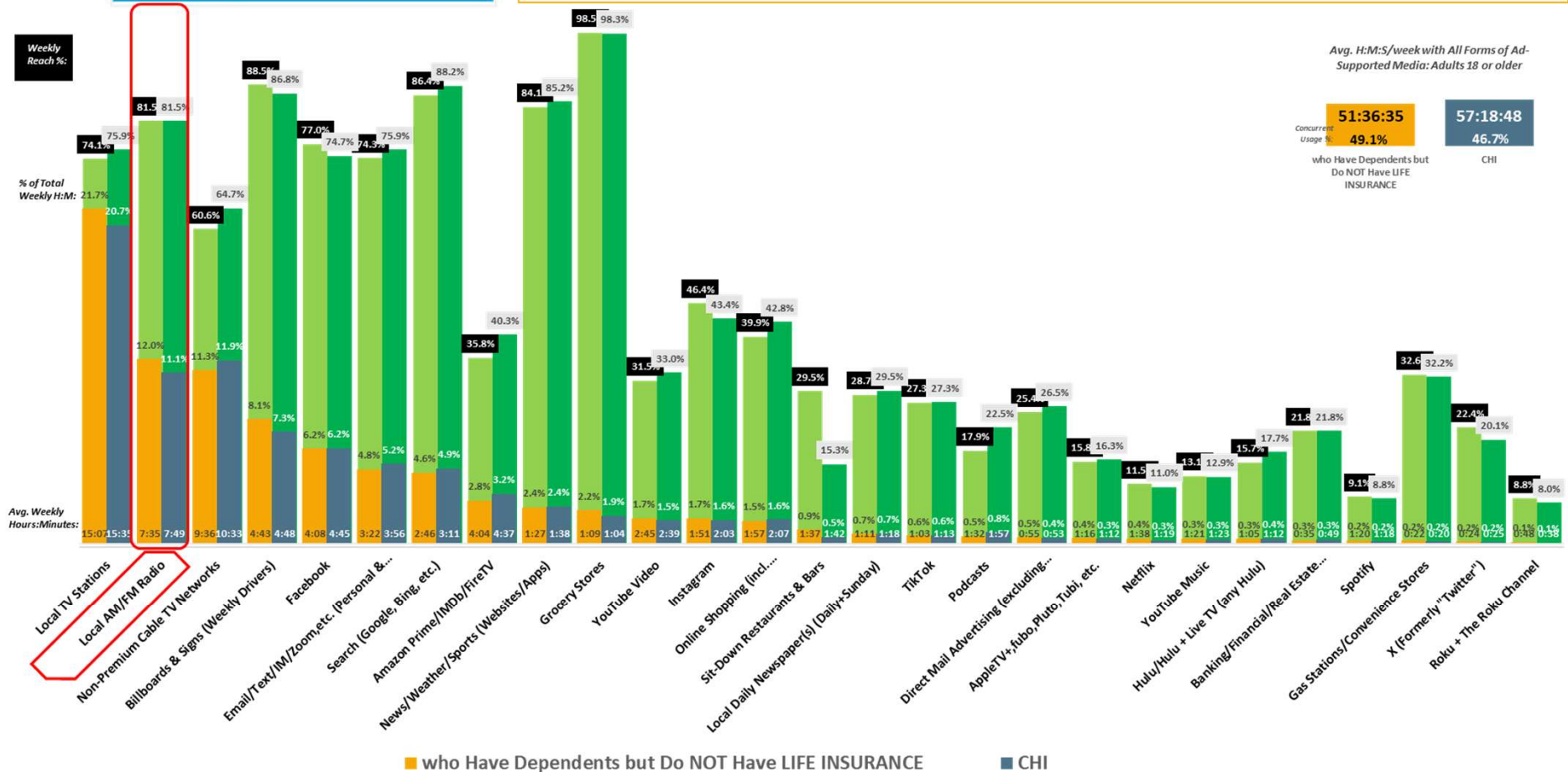


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 5 hours, 42 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
 78.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.



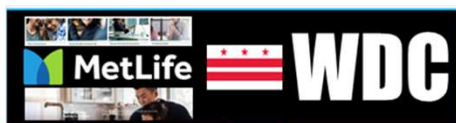


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 3 hours, 36 minutes and 35 seconds each week with All Forms of Ad-Supported Media.
 81.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 35 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.% of total time spent with all forms of Ad-Supported Media.

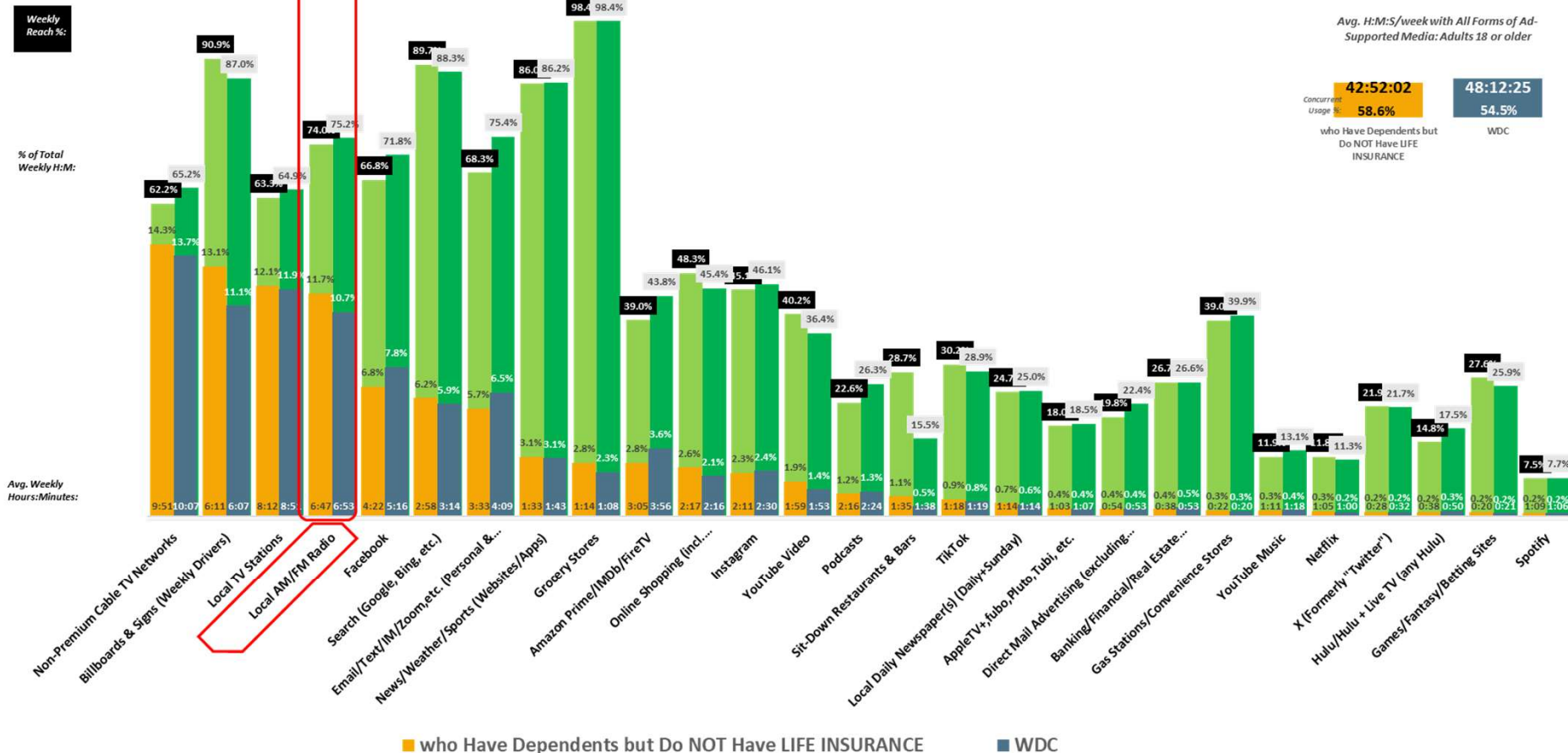


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

who Have Dependents but Do NOT Have LIFE INSURANCE	CHI
51:36:35	57:18:48
49.1%	46.7%



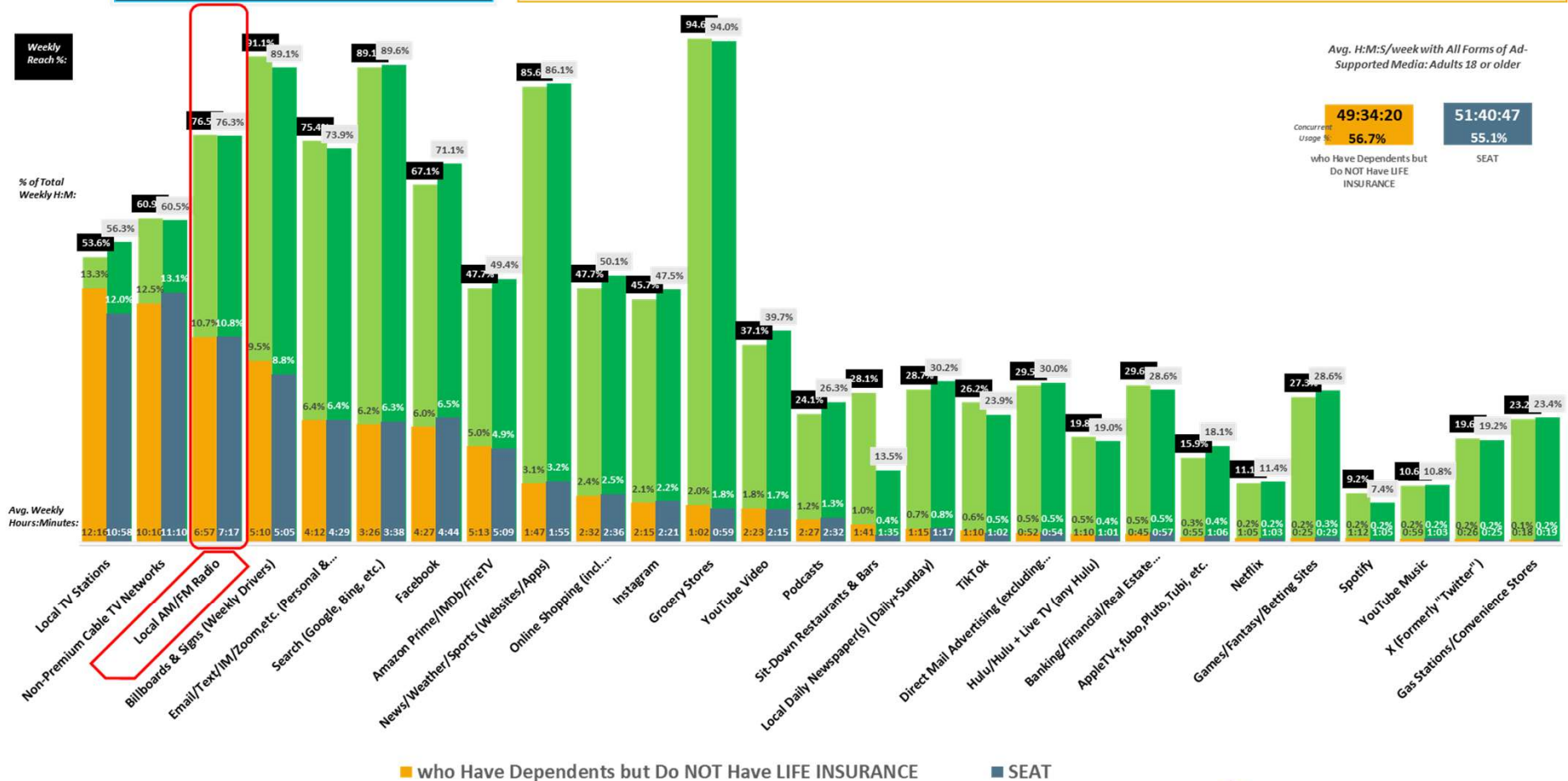
Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 1 days, 18 hours, 52 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 74.% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 6 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 1 hours, 34 minutes and 20 seconds each week with All Forms of Ad-Supported Media.

76.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 6 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media.



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

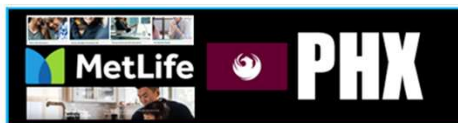
49:34:20
Concurrent Usage % **56.7%**
who Have Dependents but Do NOT Have LIFE INSURANCE

51:40:47
SEAT

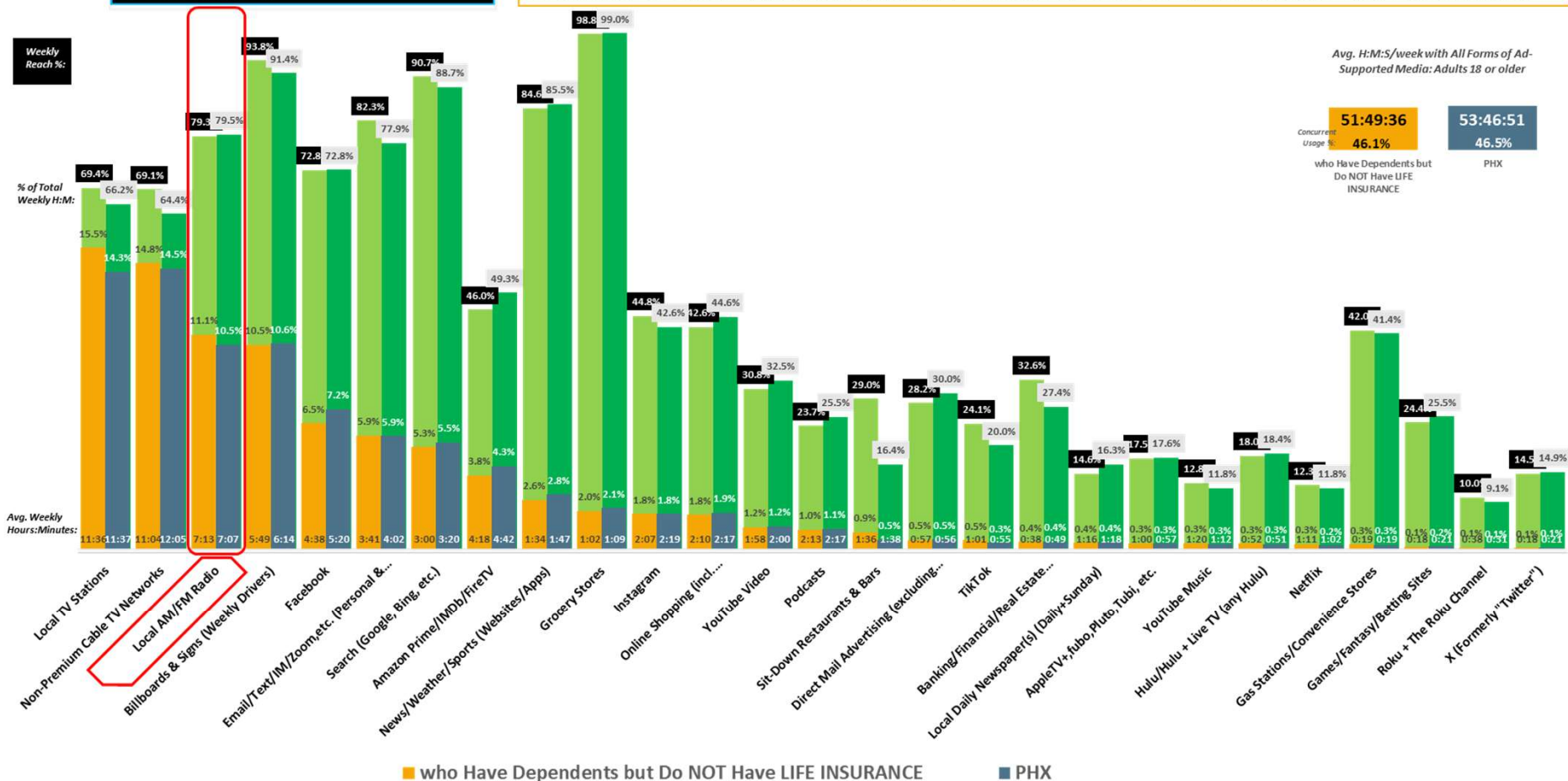


Share of Everything for Anything.

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 2 days, 3 hours, 49 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
79.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an avg. of 7 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.1% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %
51:49:36
46.1%
who Have Dependents but Do NOT Have LIFE INSURANCE

53:46:51
46.5%
PHX



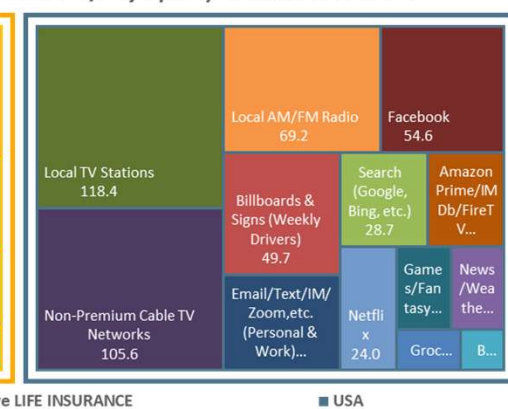
(Average Week)	Total Persons:	USA
Grocery Stores	64,917,014 165,107,012	97.6% 97.4%
Boards & Signs (Weekly Drivers)	60,869,875 168,558,785	91.5% 89.6%
Search (Google, Bing, etc.)	58,563,444 164,541,119	88.1% 87.5%
Weather/Sports (Websites/Apps)	56,590,692 163,449,634	85.1% 85.6%
Real Estate (Websites/Apps)	53,859,808 159,016,217	84.0% 84.6%
Local AM/FM Radio	54,378,914 155,875,024	81.8% 82.9%
Zoom/etc. (Personal & Work)	54,543,228 155,658,410	82.0% 82.5%
Facebook	57,988,988 148,867,112	78.8% 78.8%
Local TV Stations	45,574,272 132,096,813	68.5% 70.3%
Non-Premium Cable TV Networks	42,784,080 128,053,323	64.3% 65.6%
Games/Fantasy/Betting Sites	38,004,831 107,625,455	57.2% 57.6%
Amazon Prime/IMDb/FireTV	32,584,640 97,805,007	49.0% 52.0%
Netflix	34,619,947 94,744,702	52.1% 50.4%

■ who have Dependents but Do NOT have LIFE INSURANCE
■ USA

Avg. Hours+Minutes/day with All Forms of Media: Adults 35 or older

Concurrent Usage: **9:56** **48.2%**

USA **10:08** **47.0%**



(Average Week)	Total Persons:	who Have Dependents but Do NOT Have LIFE INSURANCE	USA
Grocery Stores	64,937,012 155,675,011	97.6% 97.4%	
Billboards & Signs (Weekly Drivers)	60,869,873 168,538,785	91.5% 89.6%	
Search (Google, Bing, etc.)	58,563,446 164,541,119	88.1% 87.4%	
News/Weather/Sports (Websites/Apps)	56,590,692 161,293,684	85.1% 85.8%	
Local AM/FM Radio	52,429,667 149,620,718	78.8% 79.6%	
Text/IM/Zoom/etc. (Personal & Work)	49,399,577 142,976,312	74.3% 76.0%	
Facebook	47,073,839 147,657,603	70.8% 74.4%	
Local TV Stations	49,098,145 150,458,412	67.9% 69.4%	
Non-Premium Cable TV Networks	42,230,162 121,527,317	63.6% 64.6%	
Search (incl. Food/Auctions/Travel, etc.)	27,904,841 88,177,401	42.0% 44.4%	
Amazon Prime/IMDb/FireTV	27,636,844 88,647,621	41.9% 44.2%	
Instagram	25,055,206 80,467,829	43.7% 42.8%	
Gas Stations/Convenience Stores	27,237,688 79,409,361	41.0% 47.2%	

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

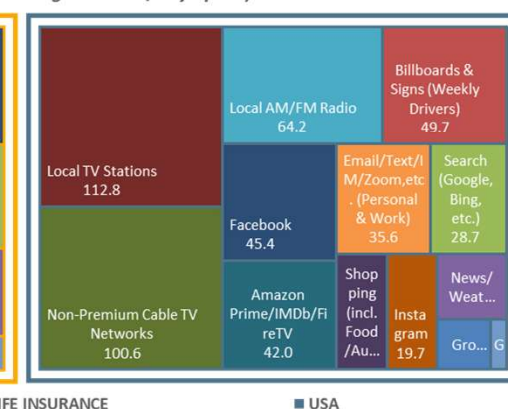
Concurrent Usage %

7:40 50.9%

8:00 48.7%

who Have Dependents but Do NOT Have LIFE INSURANCE

USA

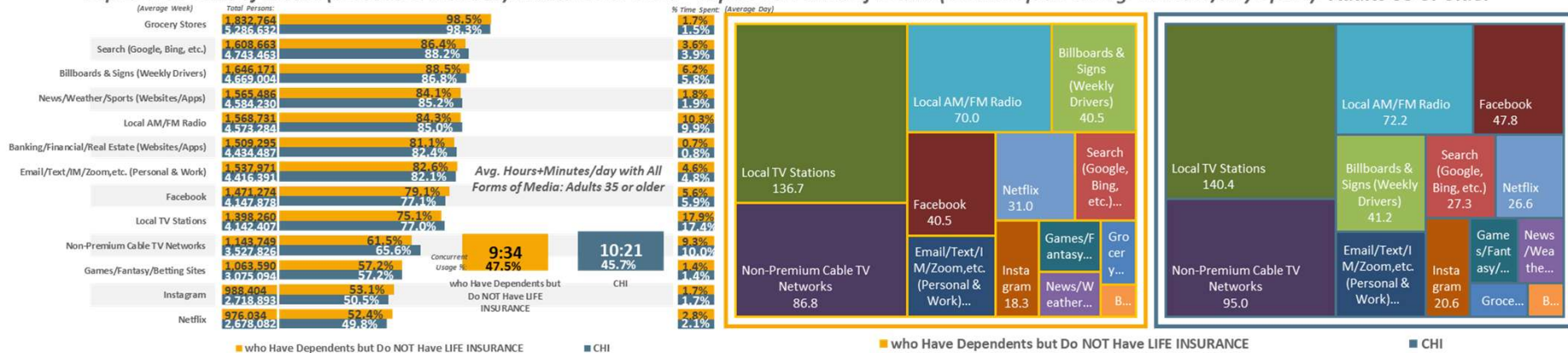


(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

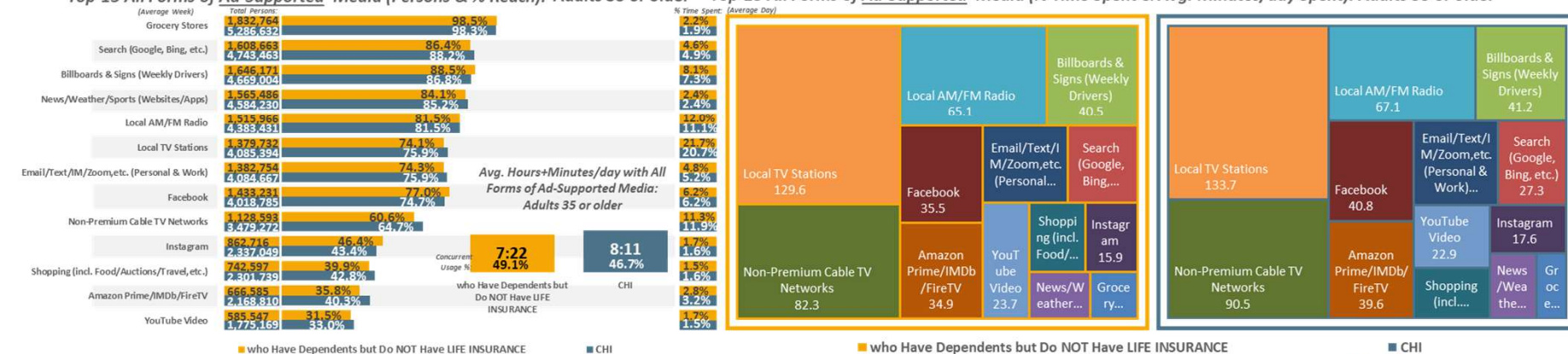


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 7 hours and 22 minutes each day with All Forms of Ad-Supported Media. 81.5% listen to Local AM/FM Radio for an avg. of 65.1 minutes/day. (Local Radio delivers 12.% of Time with Ad-Supported Media.)

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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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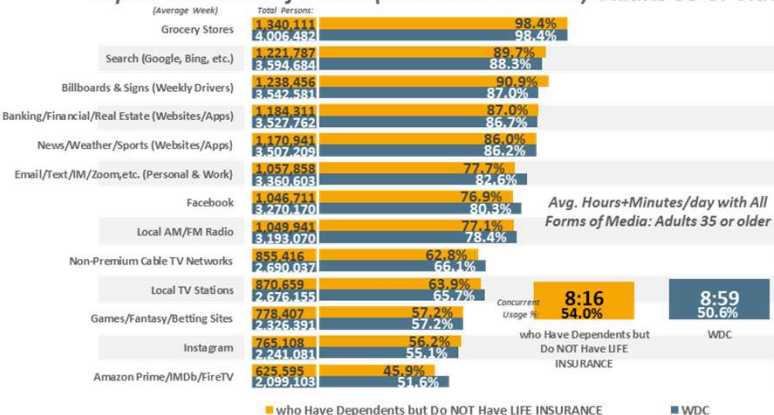
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

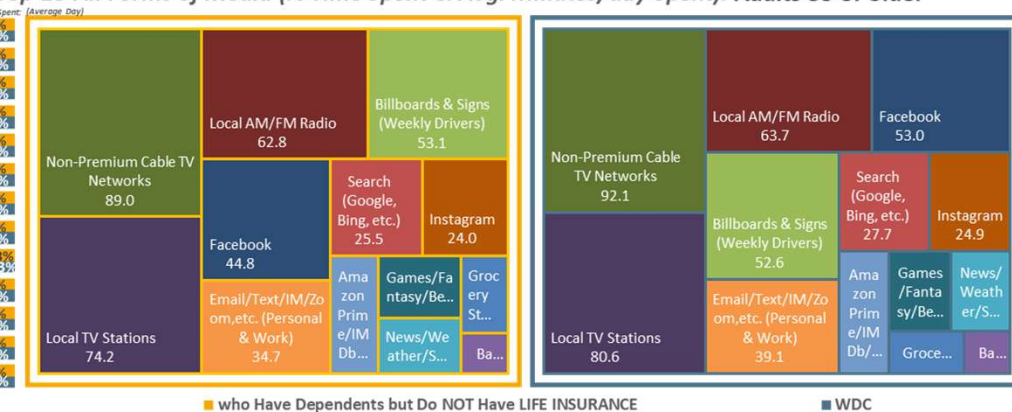


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 6 hours and 7 minutes each day with All Forms of Ad-Supported Media. 74.% listen to Local AM/FM Radio for an avg. of 58.2 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

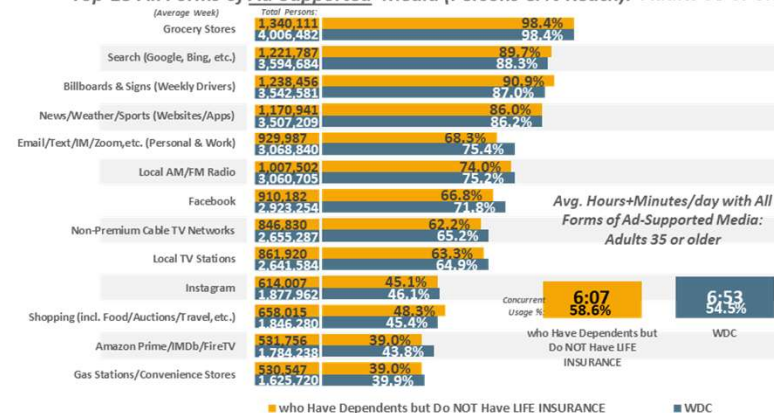
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



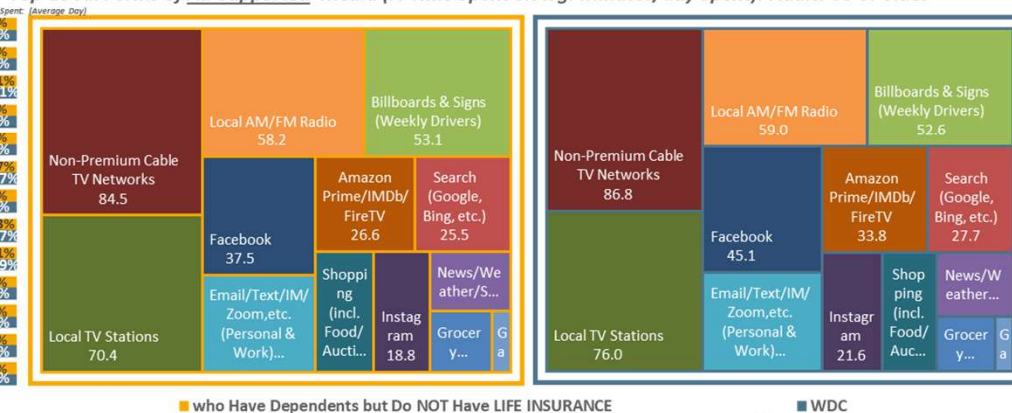
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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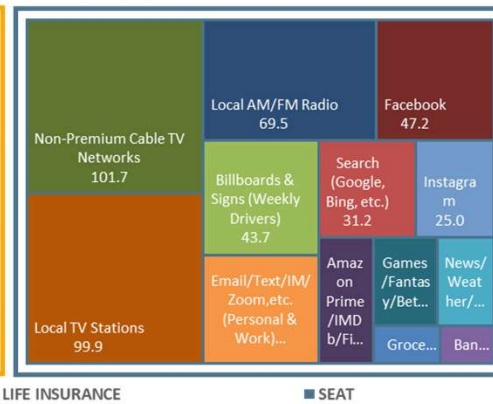
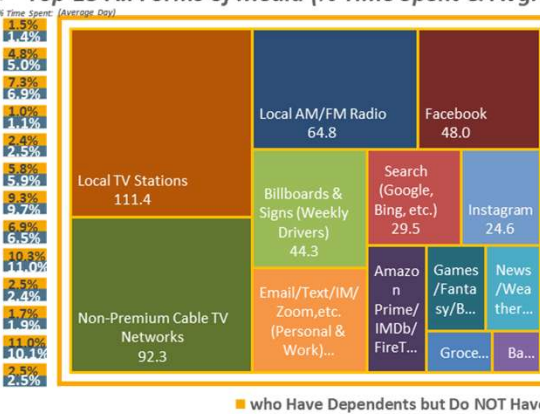
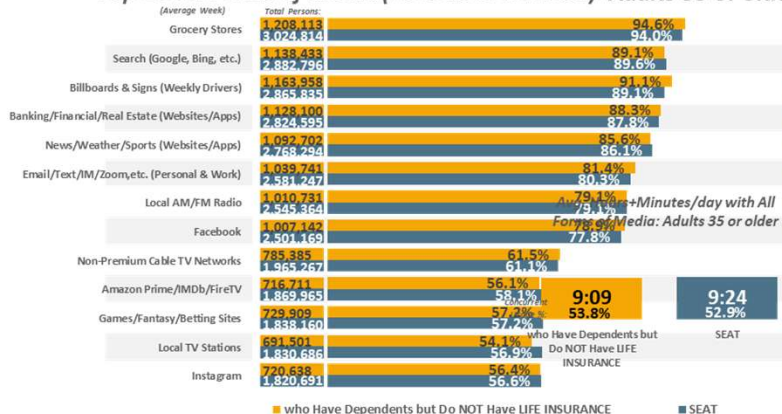
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 7 hours and 4 minutes each day with All Forms of Ad-Supported Media. 76.5% listen to Local AM/FM Radio for an avg. of 59.7 minutes/day. (Local Radio delivers 10.7% of Time with Ad-Supported Media.)

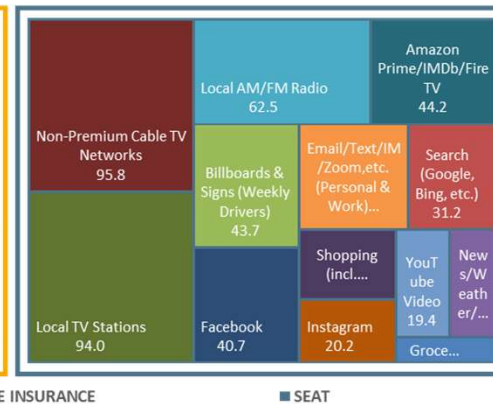
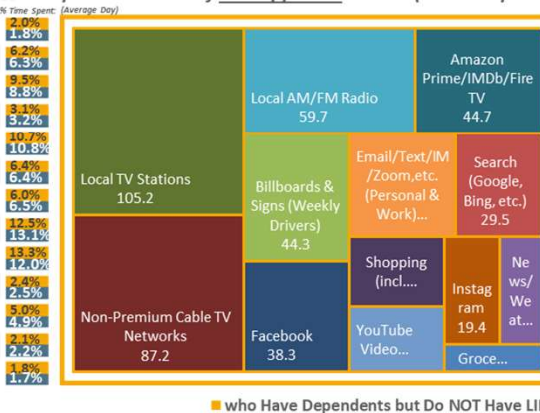
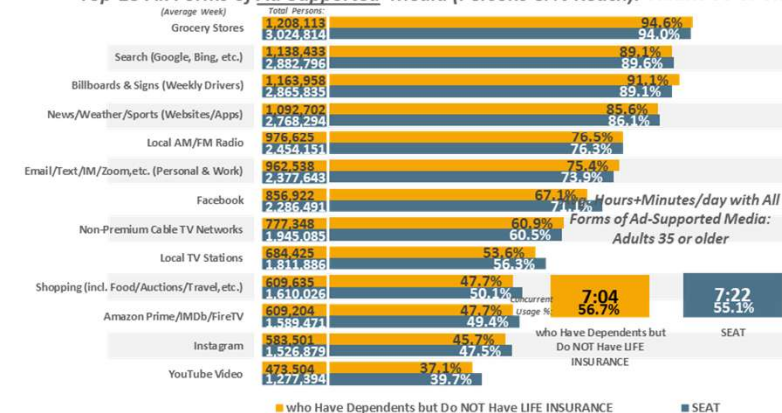
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

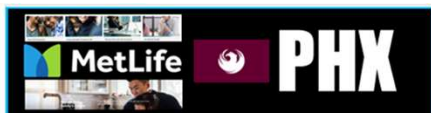
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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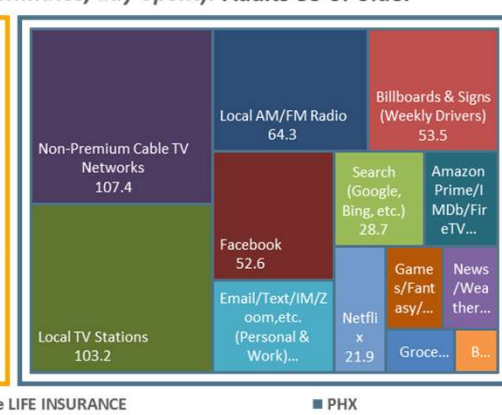
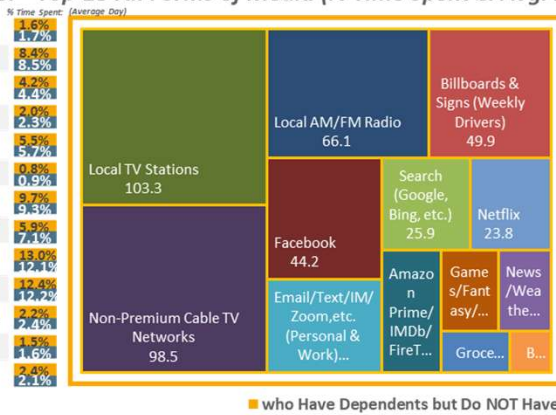
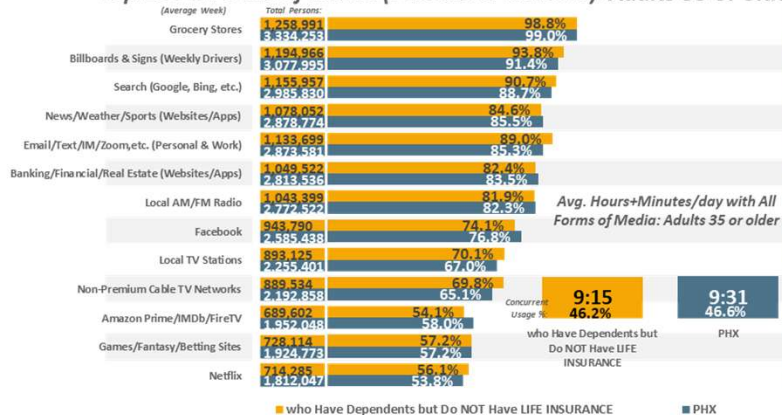
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

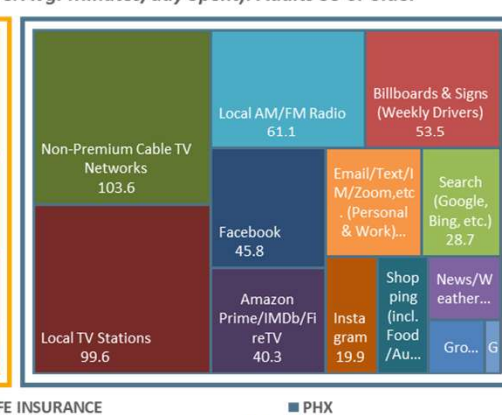
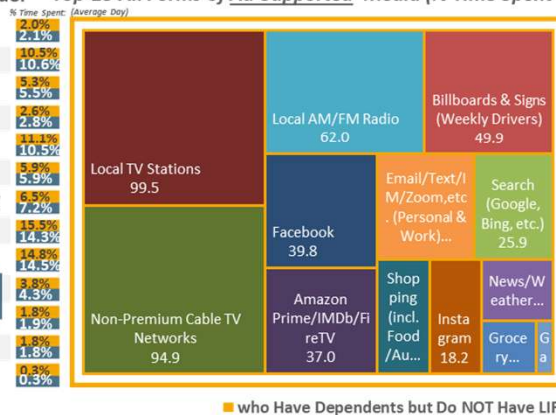
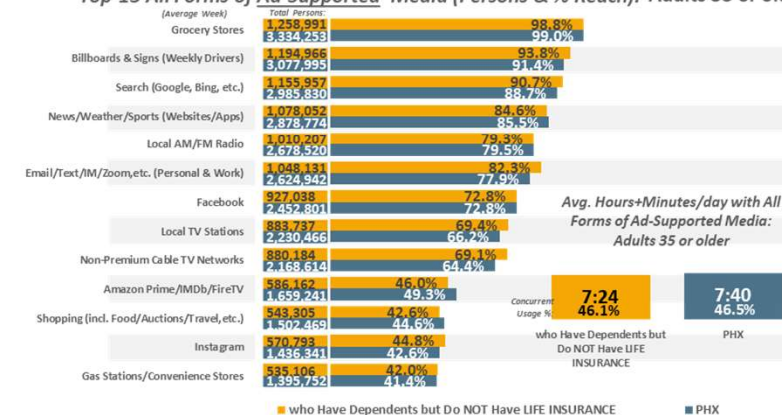


Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 7 hours and 24 minutes each day with All Forms of Ad-Supported Media. 79.3% listen to Local AM/FM Radio for an avg. of 62. minutes/day. (Local Radio delivers 11.1% of Time with Ad-Supported Media.)

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



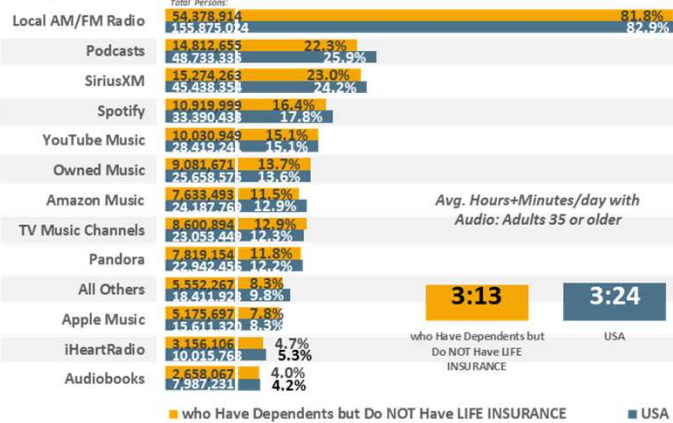
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



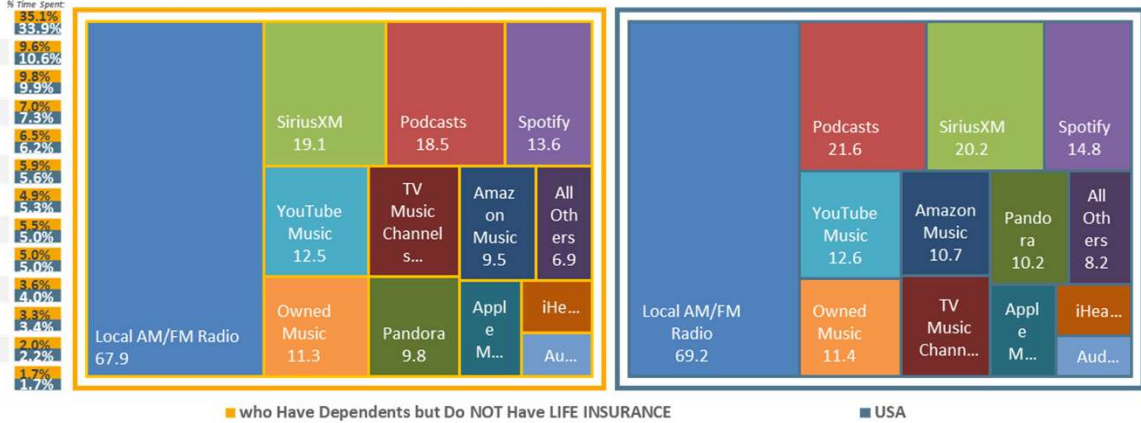


52,429,667 or 78.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.

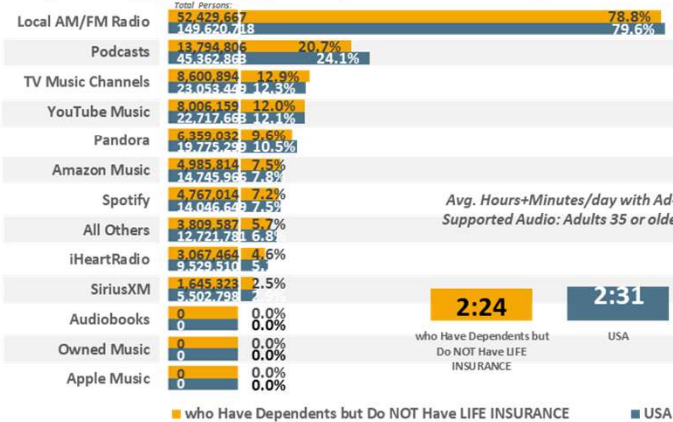
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



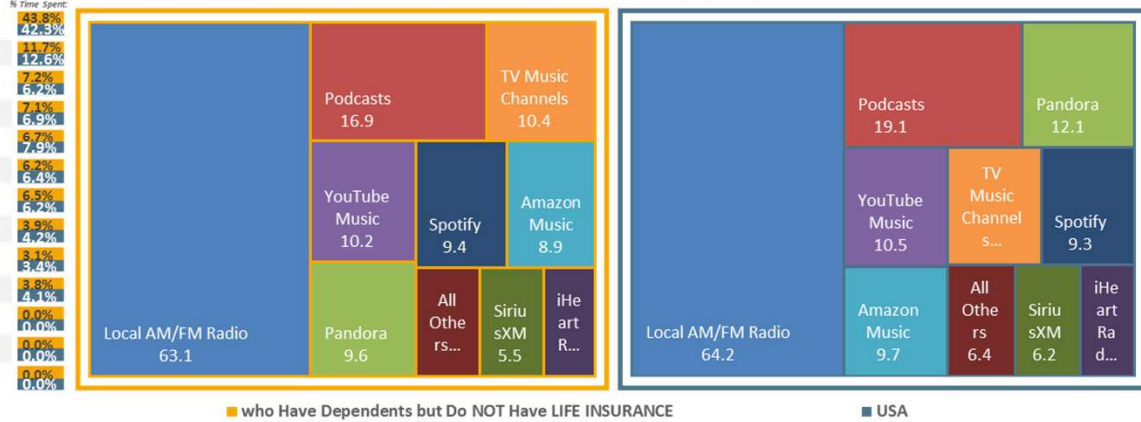
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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Scarborough R2 2025: Sep24-Aug25 USA Projection

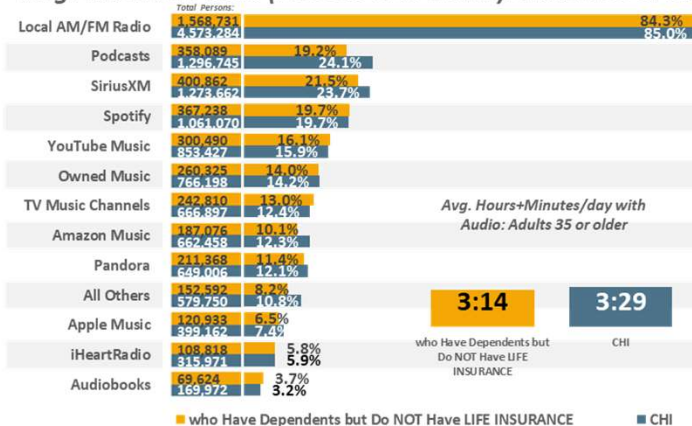
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

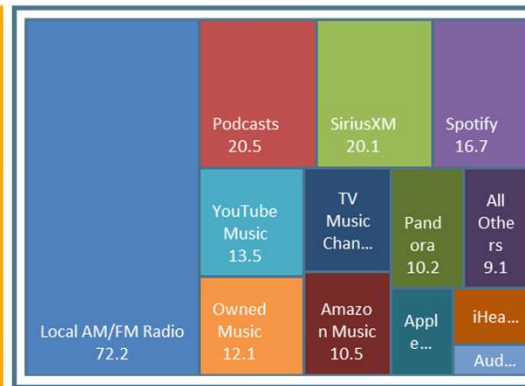
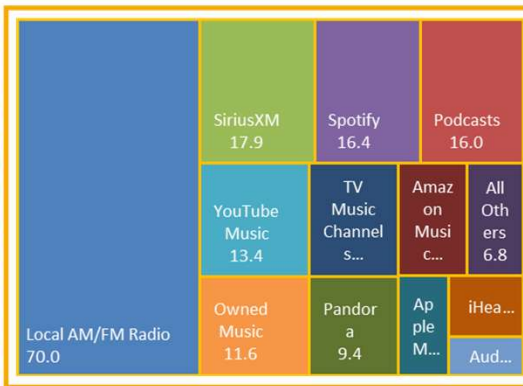


1,515,966 or 81.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

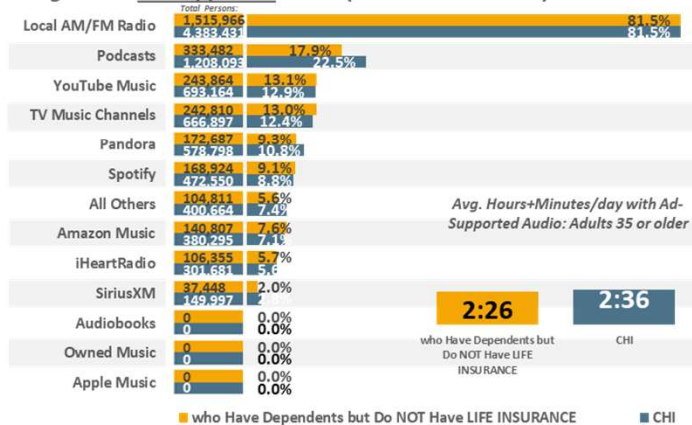
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



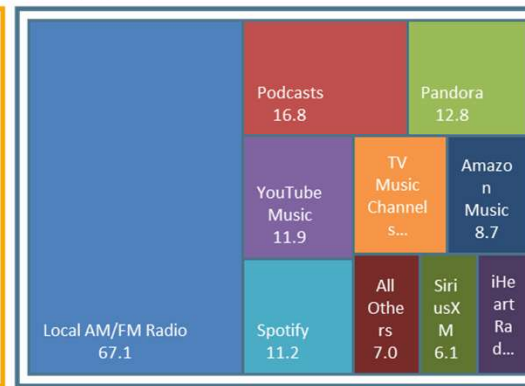
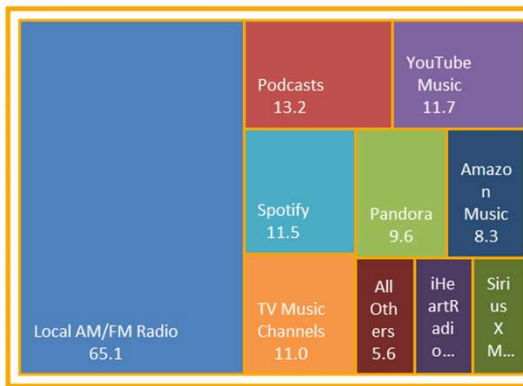
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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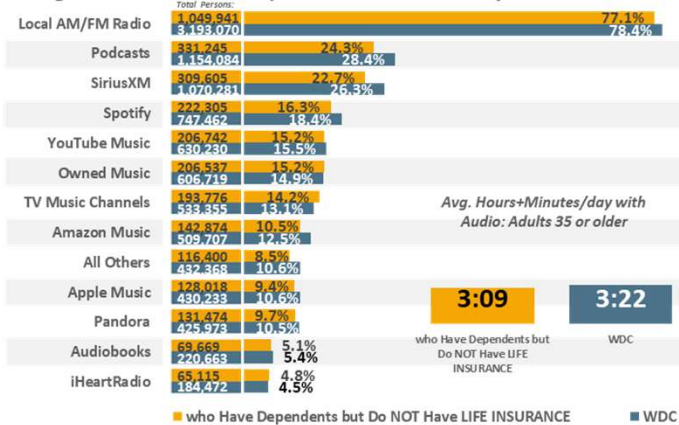
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

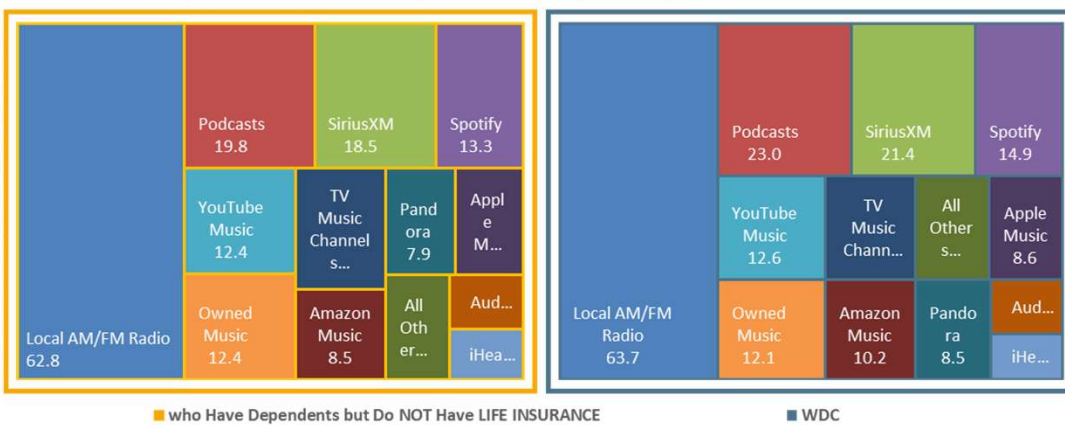


1,007,502 or 74.0% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.

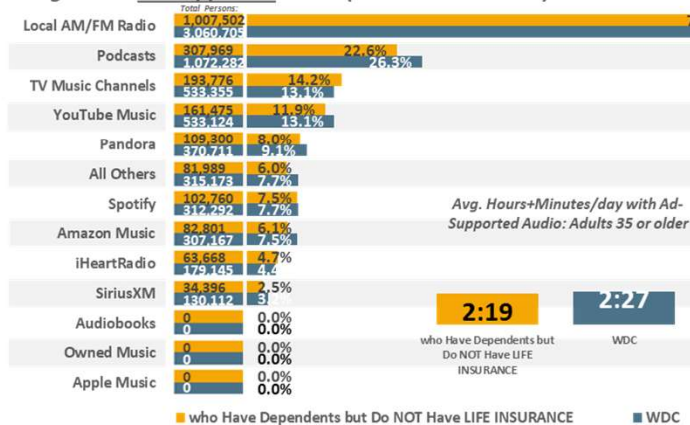
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



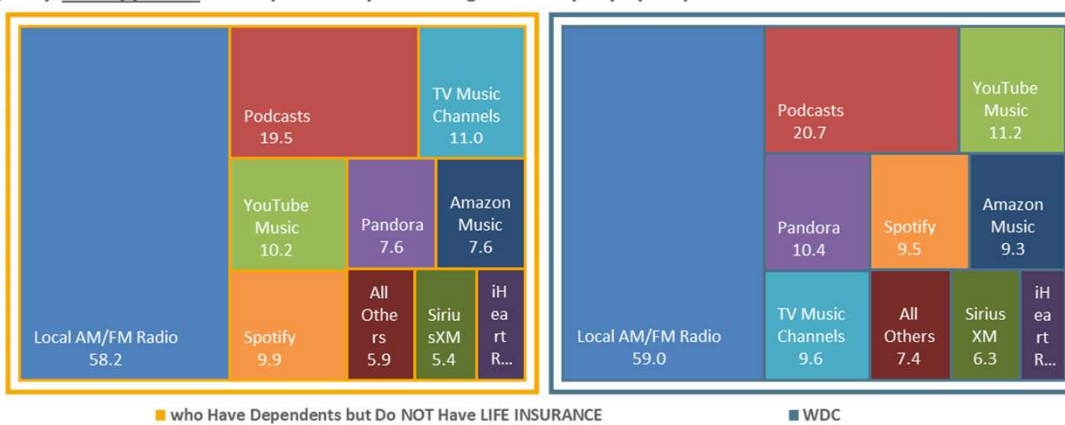
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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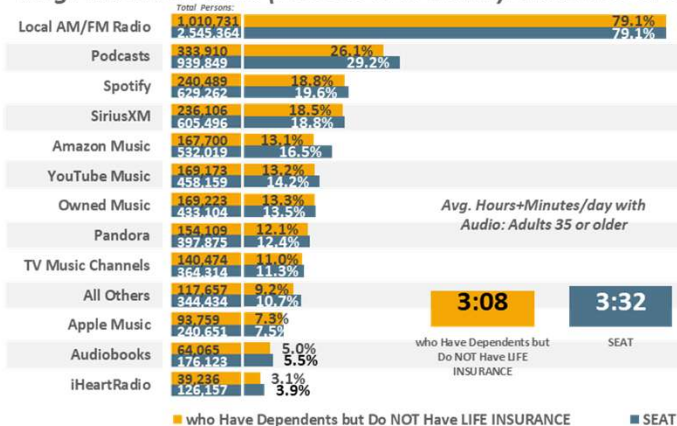
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

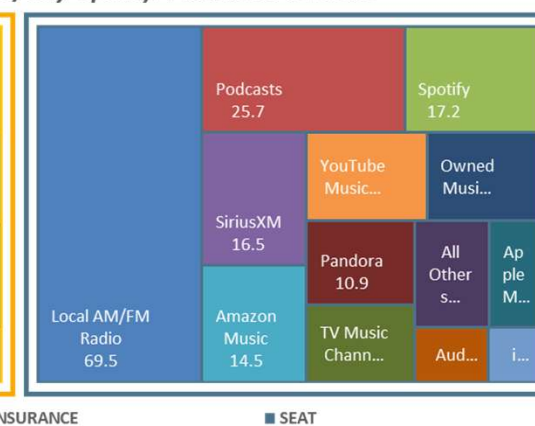
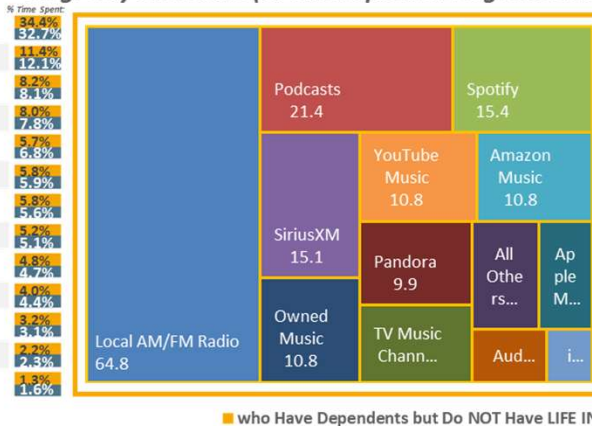


976,625 or 76.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

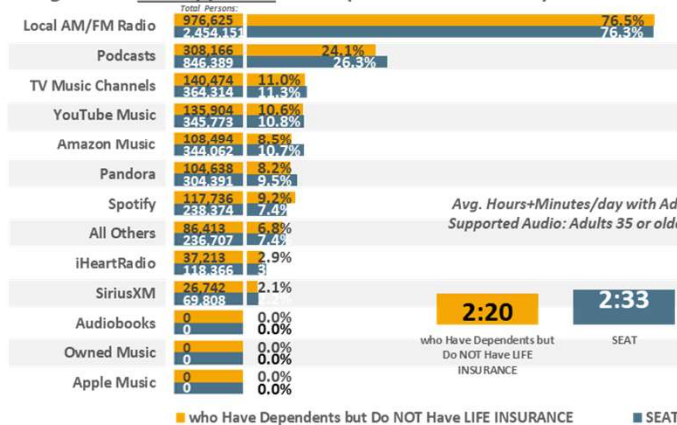
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



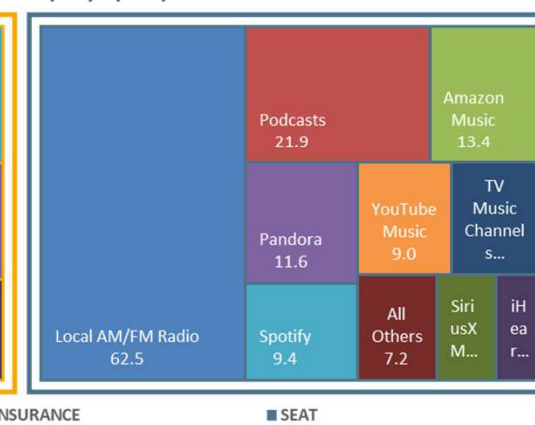
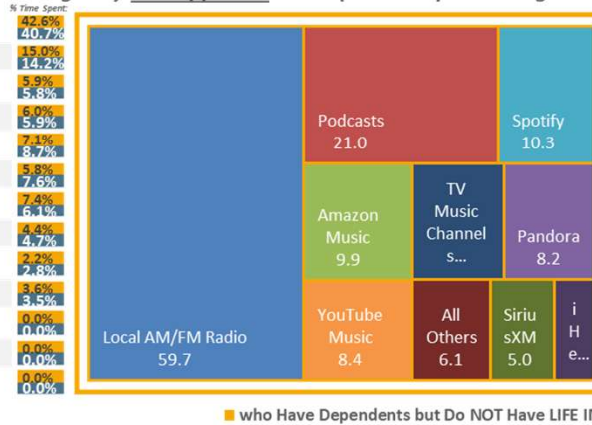
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

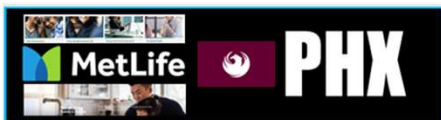


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 or older



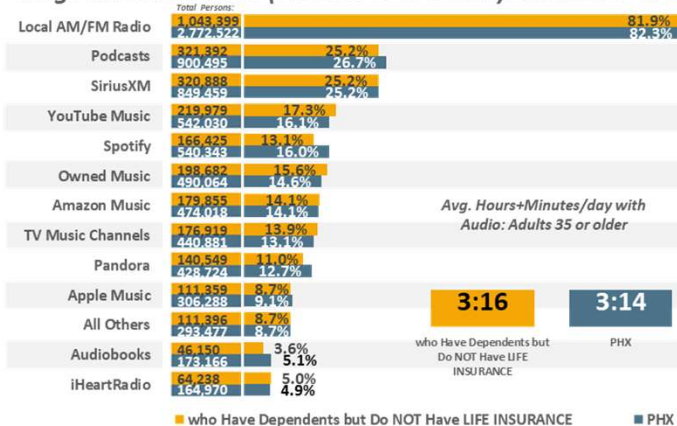
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



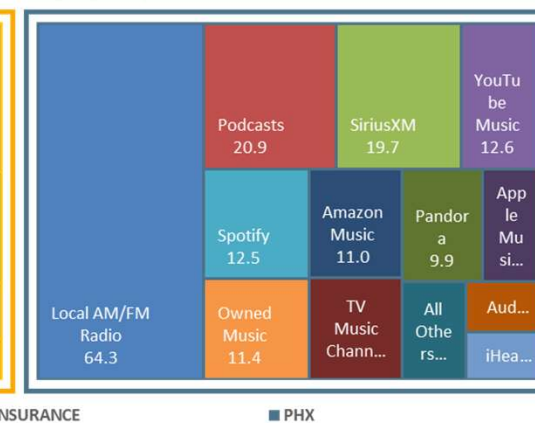
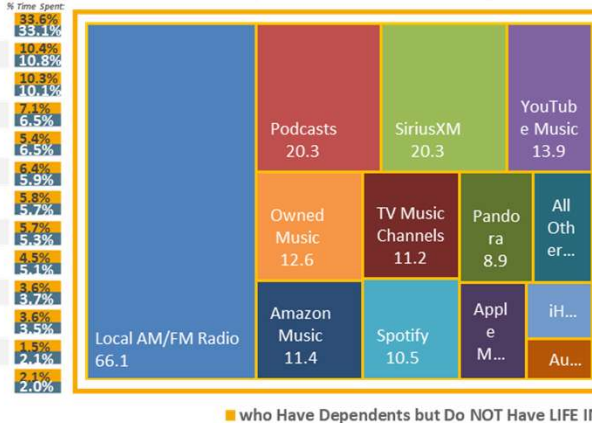


1,010,207 or 79.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.

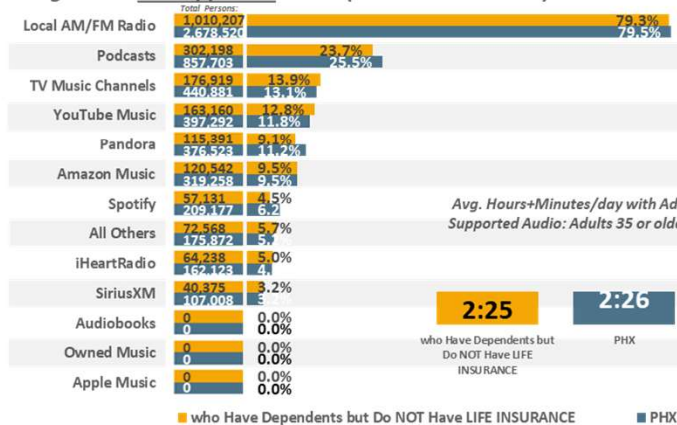
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



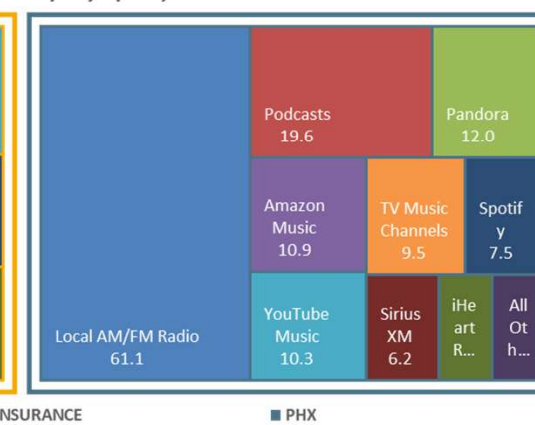
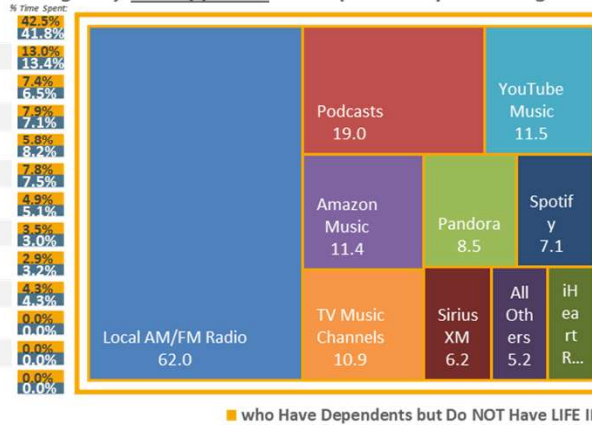
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



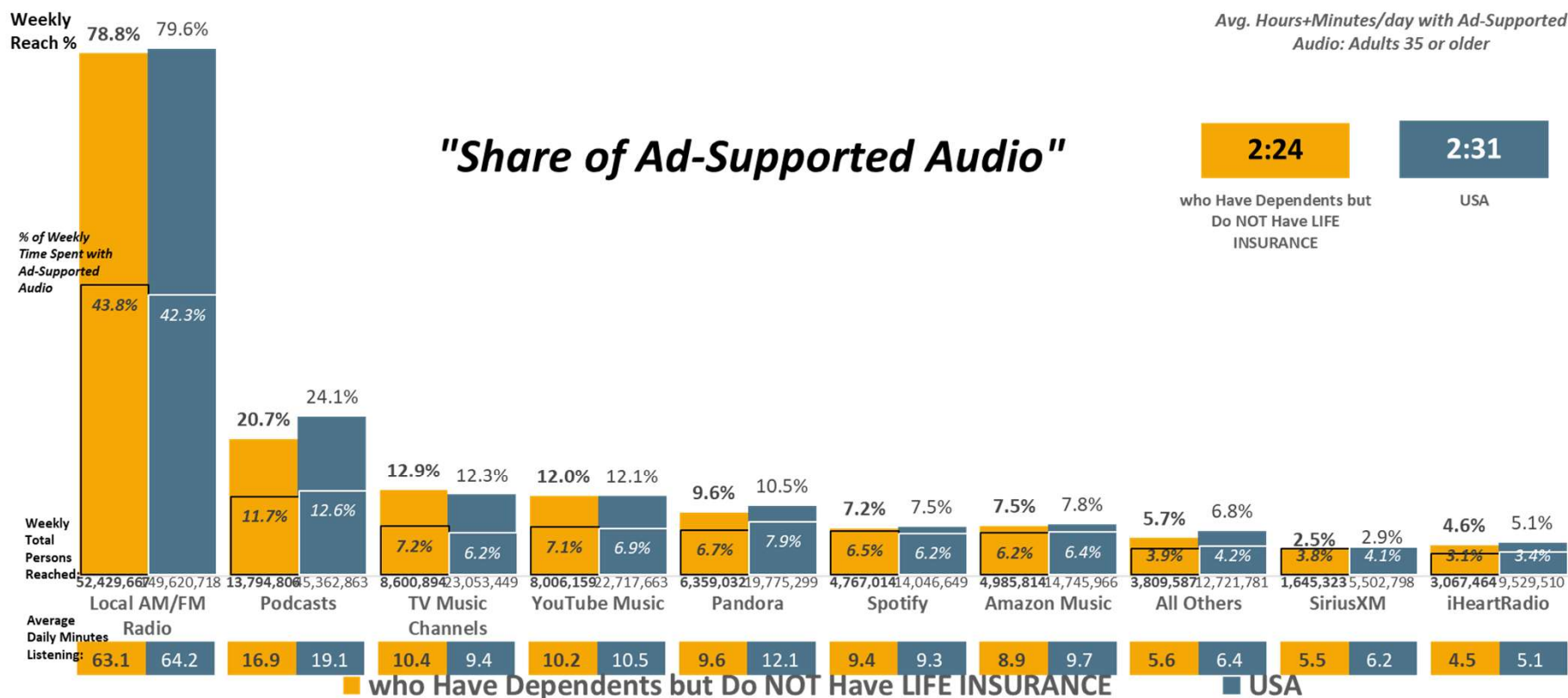
PHX DMA Scarborough R2 2025; Aug24-Jul25 Qual Intab 874
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



52,429,667 or 78.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 43.8% of all time spent daily with Ad-Supported Audio.





1,515,966 or 81.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 65.1 minutes every day representing 44.4% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 81.5% 81.5%

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached

Average Daily Minutes Listening

"Share of Ad-Supported Audio"

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

2:26

2:36

who Have Dependents but Do NOT Have LIFE INSURANCE

CHI

who Have Dependents but Do NOT Have LIFE INSURANCE

CHI

CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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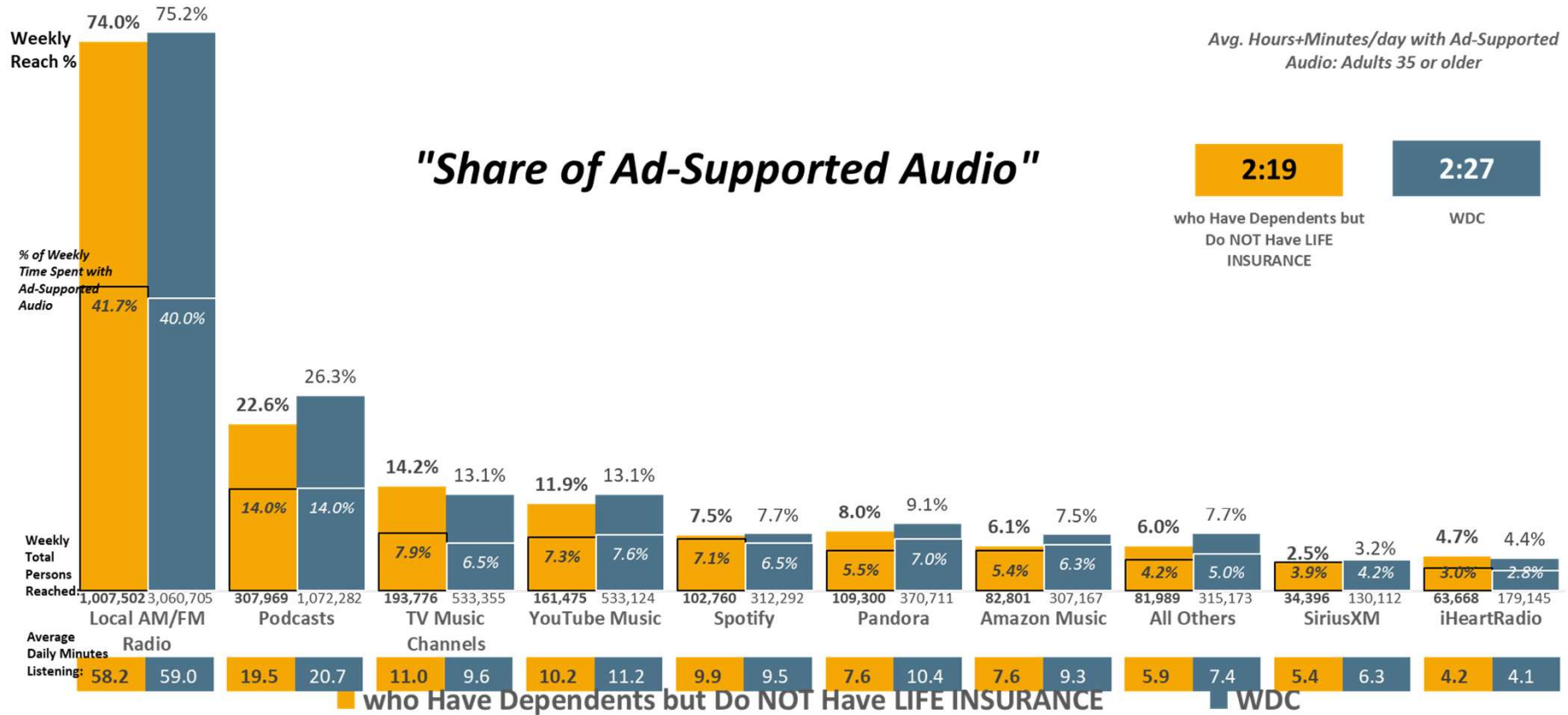
CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186

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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



1,007,502 or 74.0% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 58.2 minutes every day representing 41.7% of all time spent daily with Ad-Supported Audio.





976,625 or 76.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 59.7 minutes every day representing 42.6% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 76.5% 76.3%

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

"Share of Ad-Supported Audio"

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached

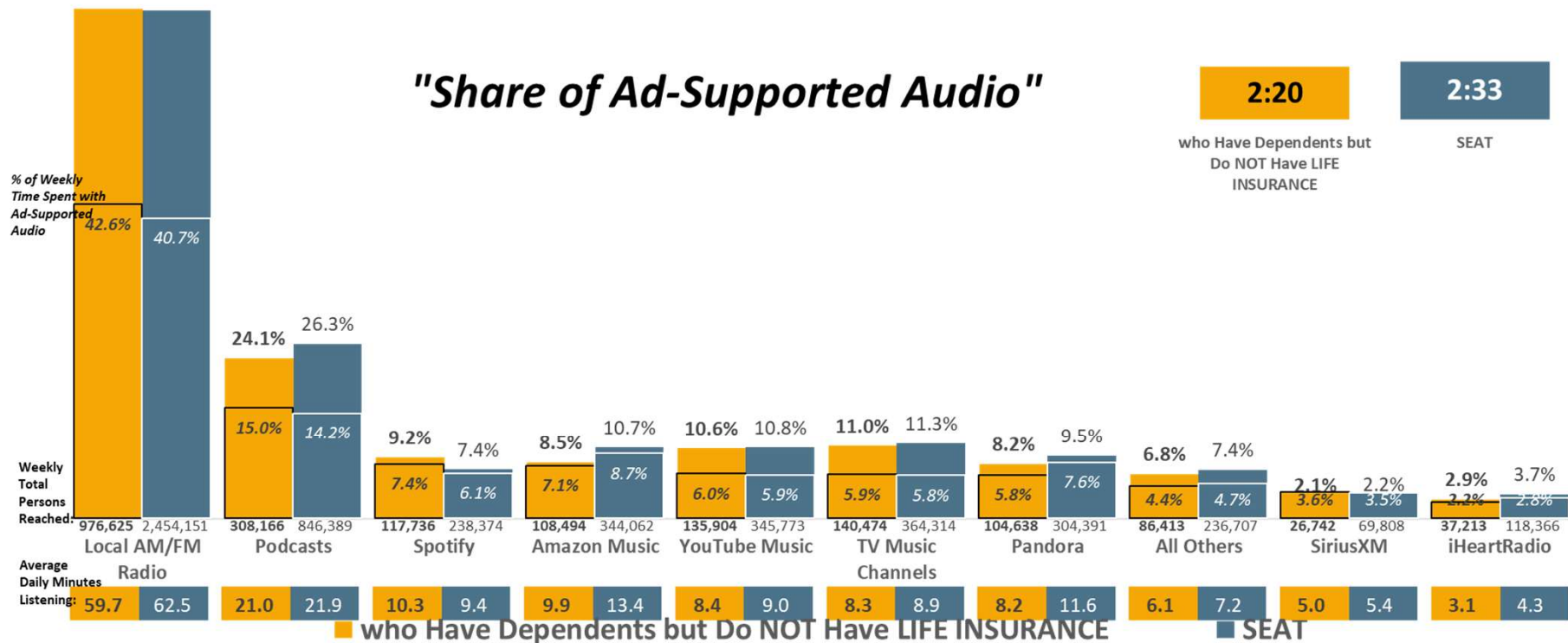
Average
Daily Minutes
Listening

2:20

2:33

who Have Dependents but
Do NOT Have LIFE
INSURANCE

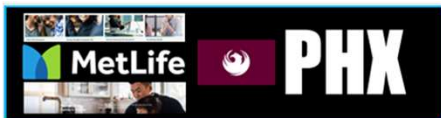
SEAT



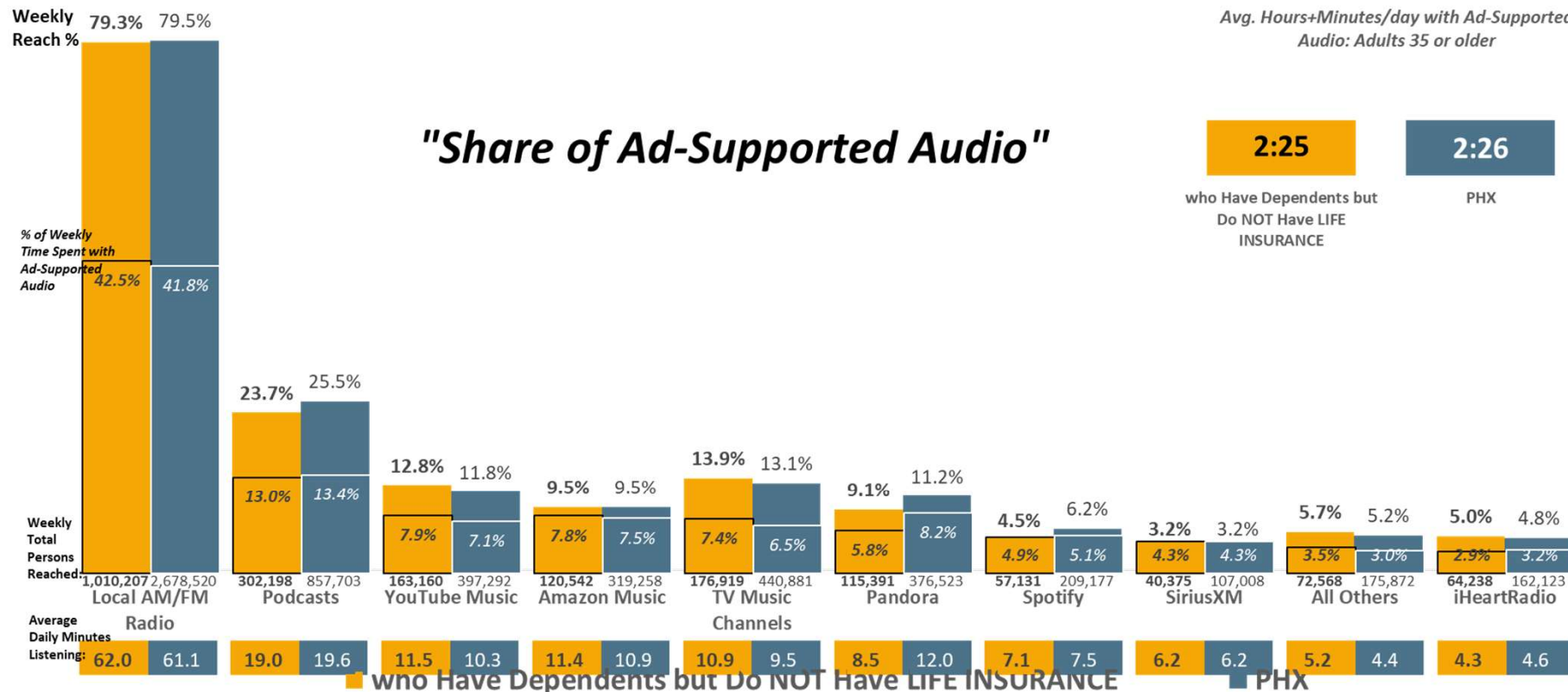
SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



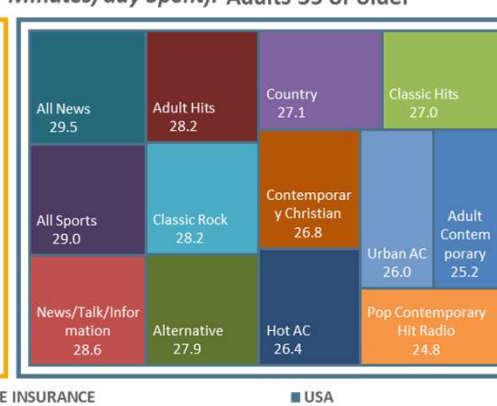
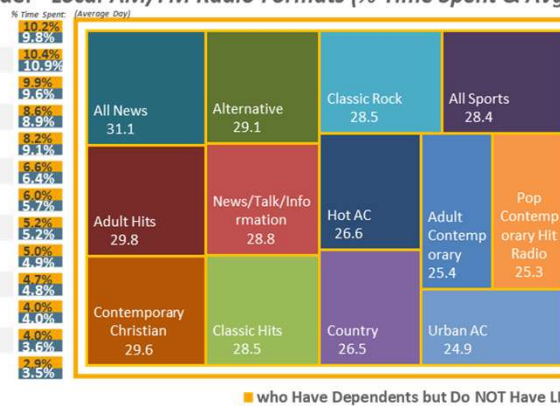
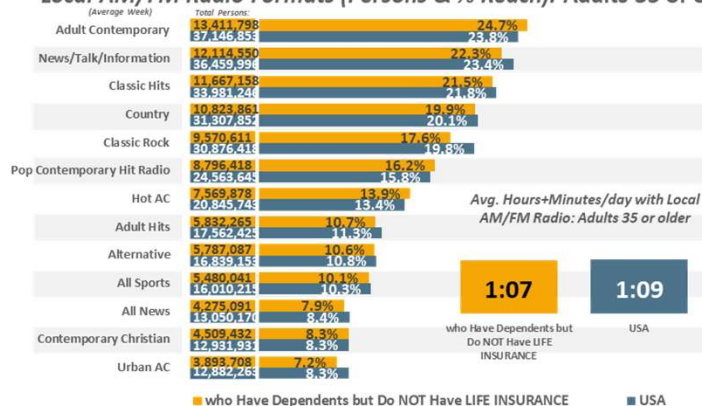
1,010,207 or 79.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 42.5% of all time spent daily with Ad-Supported Audio.



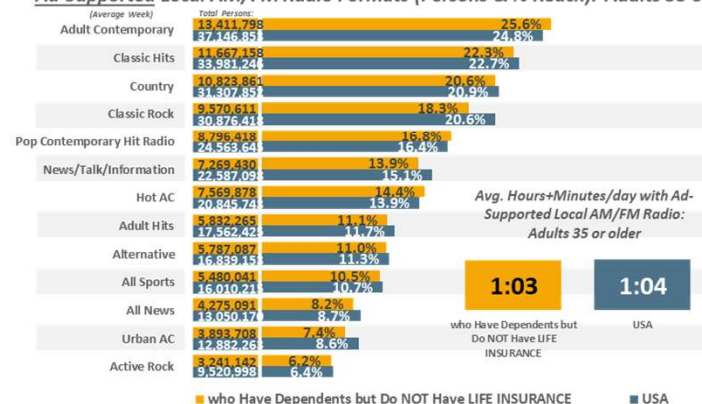


52,429,667 or 78.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

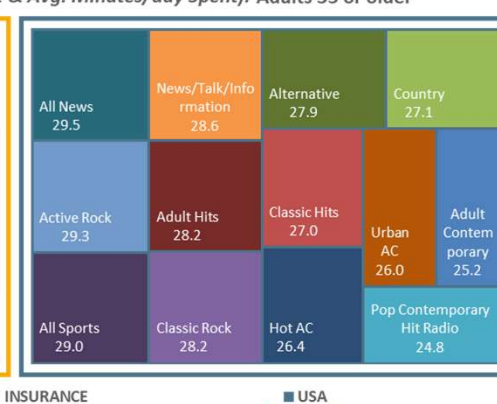
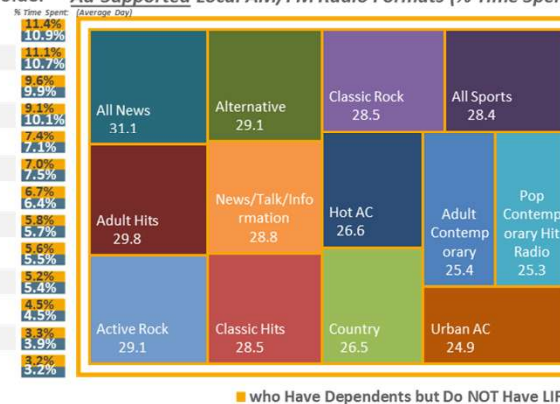
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

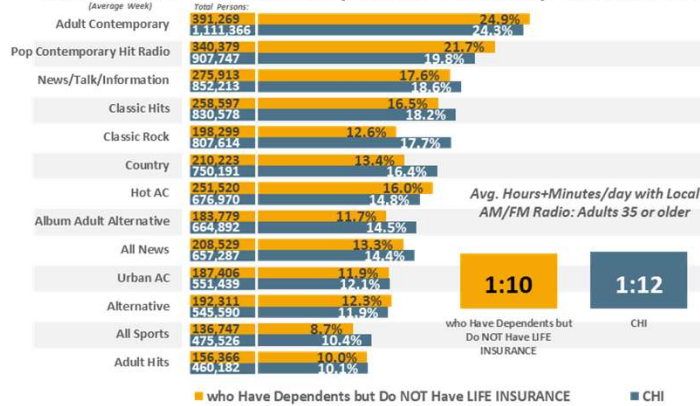
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

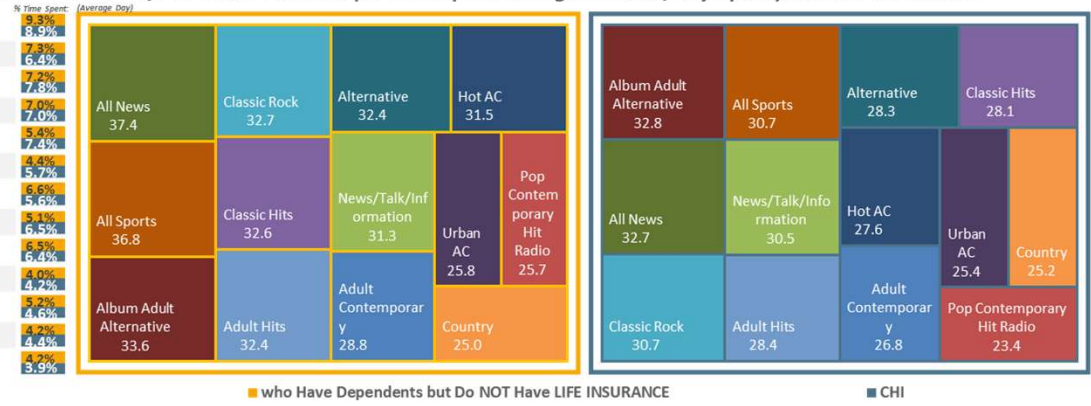


1,515,966 or 81.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Mexican Regional.

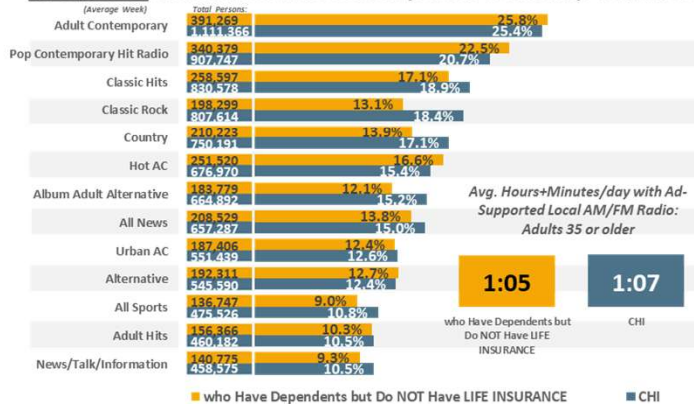
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



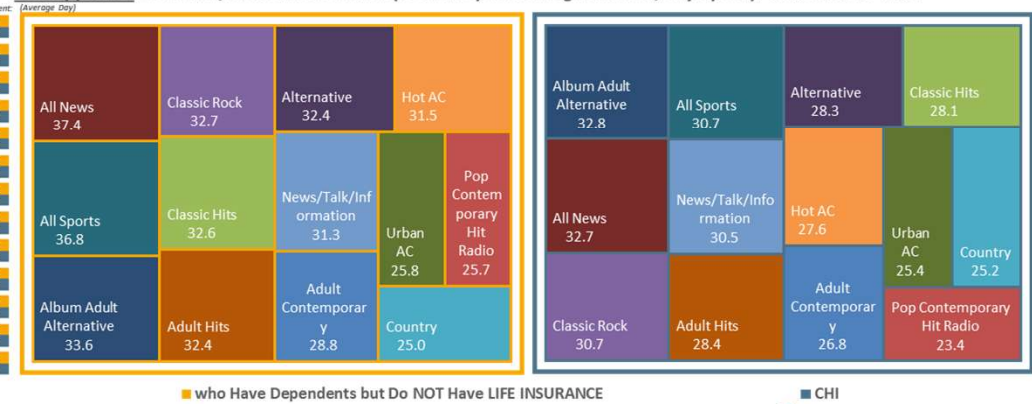
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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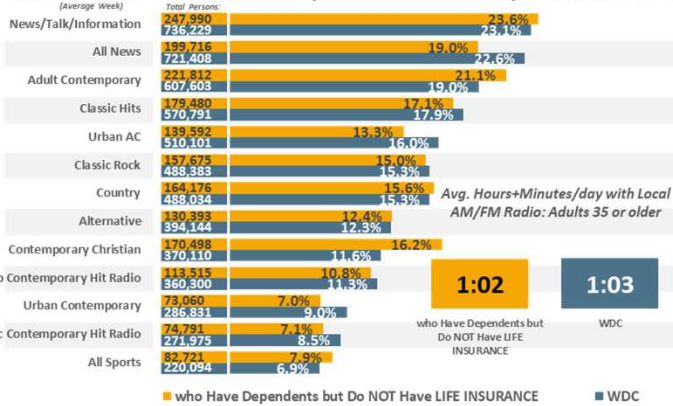
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

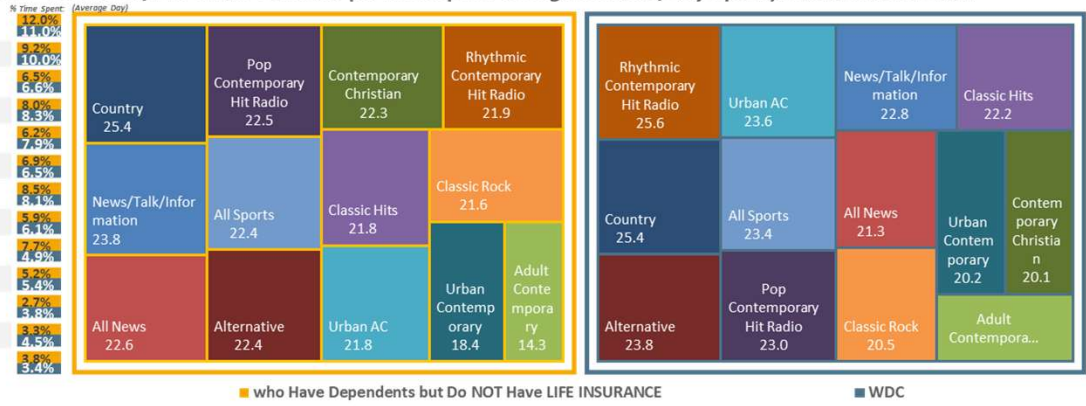


1,007,502 or 74.% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, All News, Classic Hits, Country, and Classic Rock.

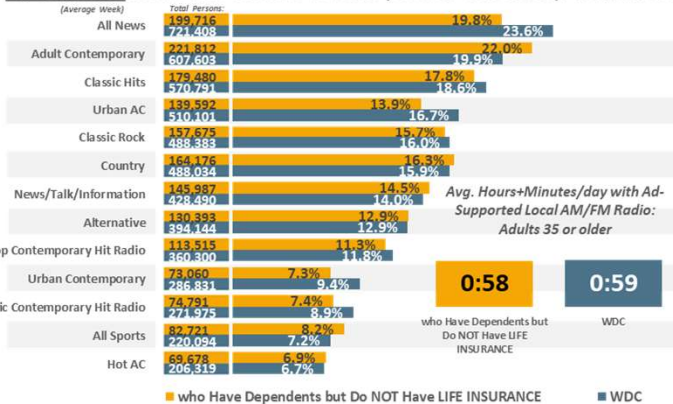
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



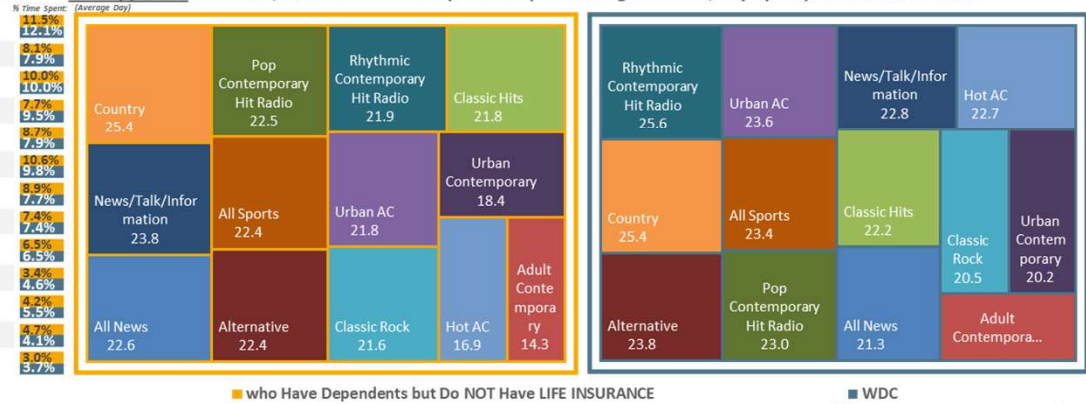
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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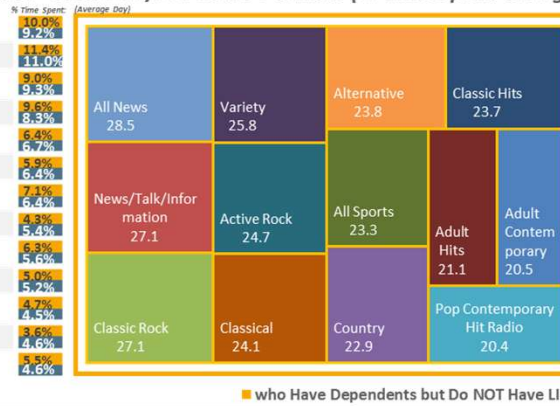
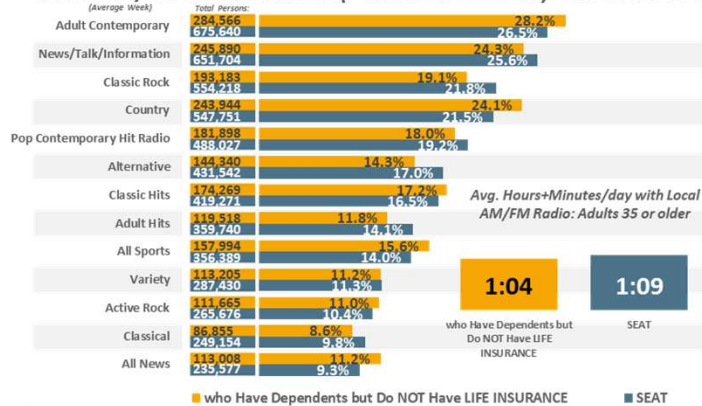
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

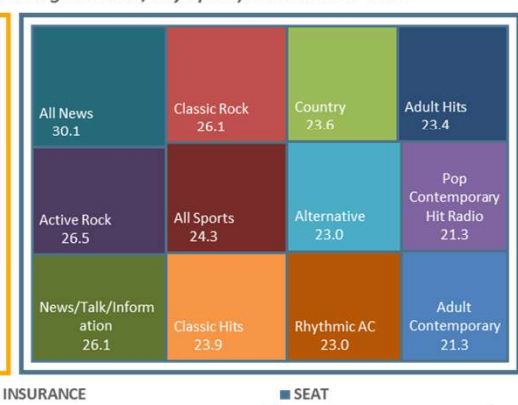
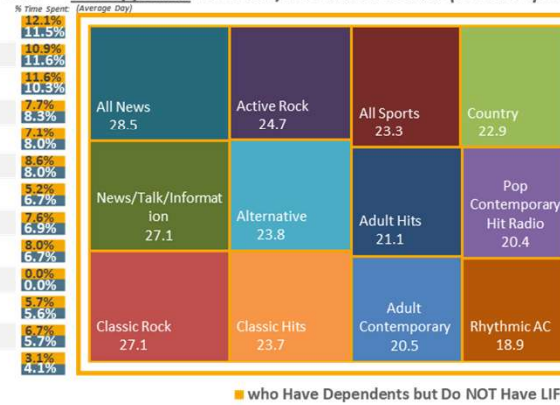
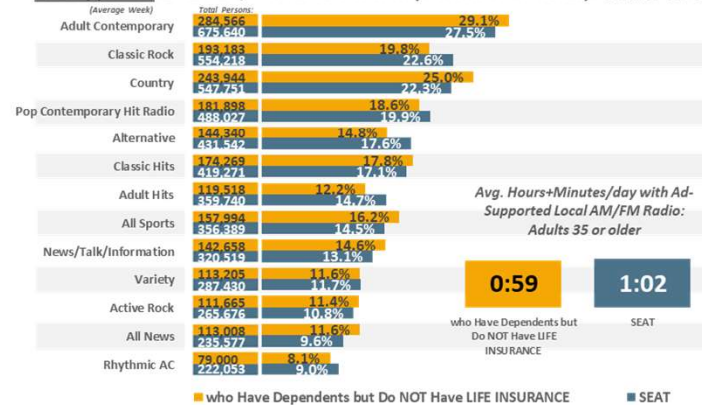


976,625 or 76.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Rock, Pop Contemporary Hit Radio, and Classic Hits.

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



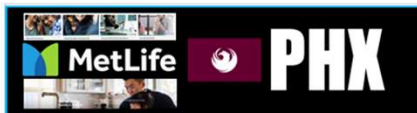
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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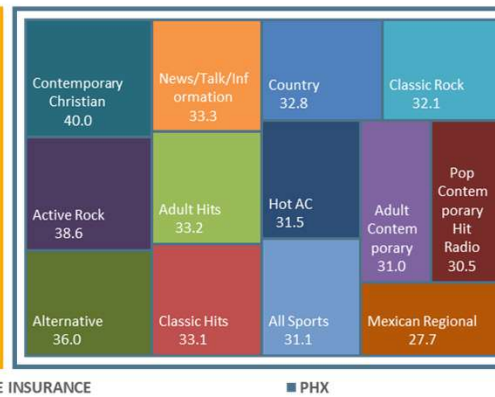
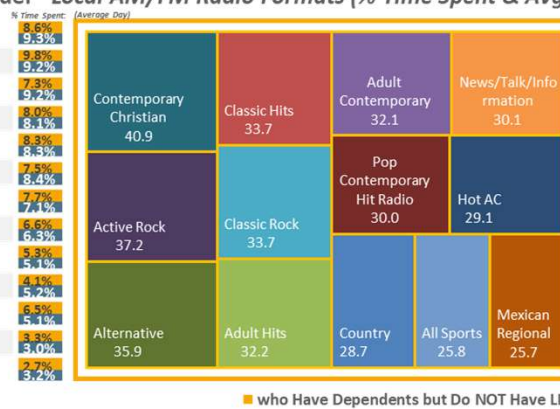
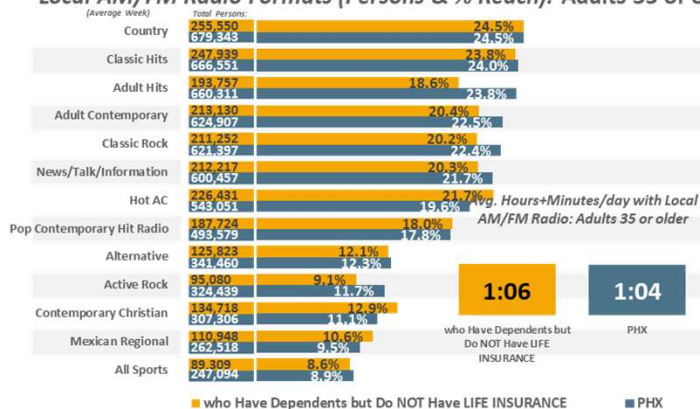
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

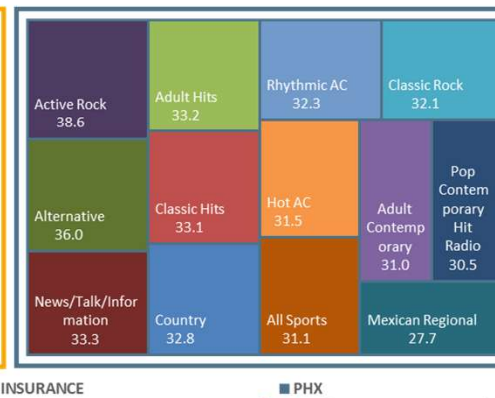
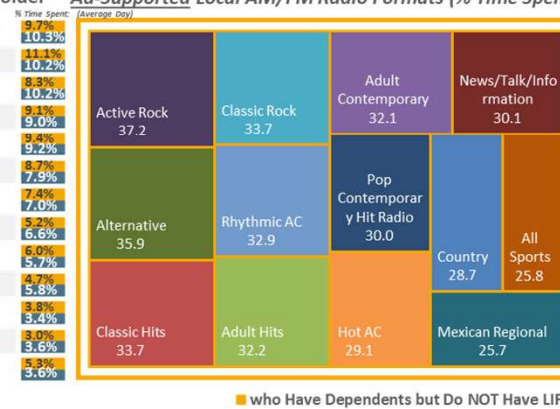
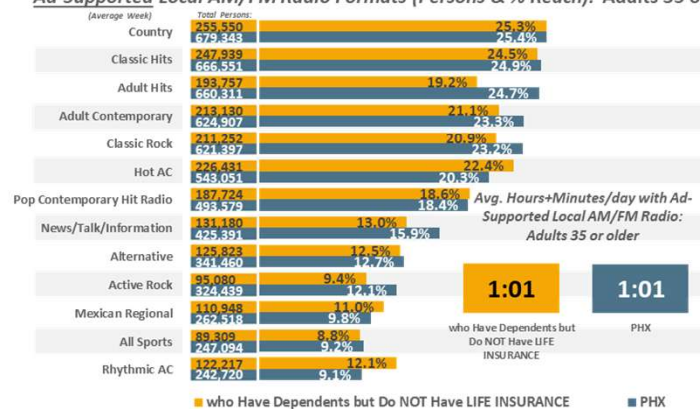


1,010,207 or 79.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Adult Contemporary, and Classic Rock.

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



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

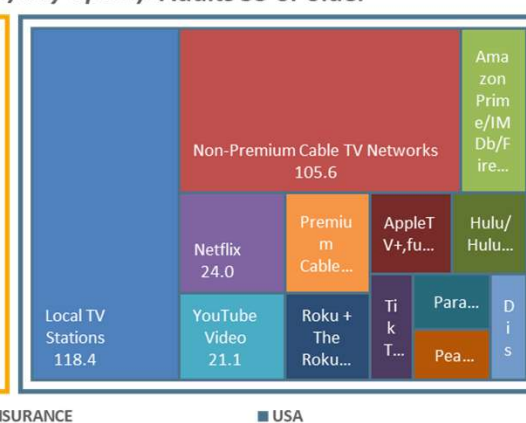
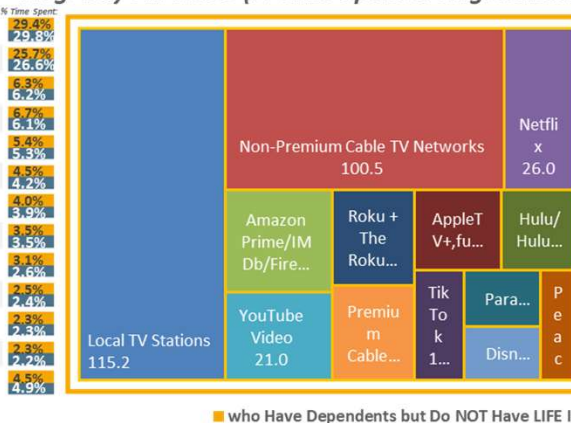
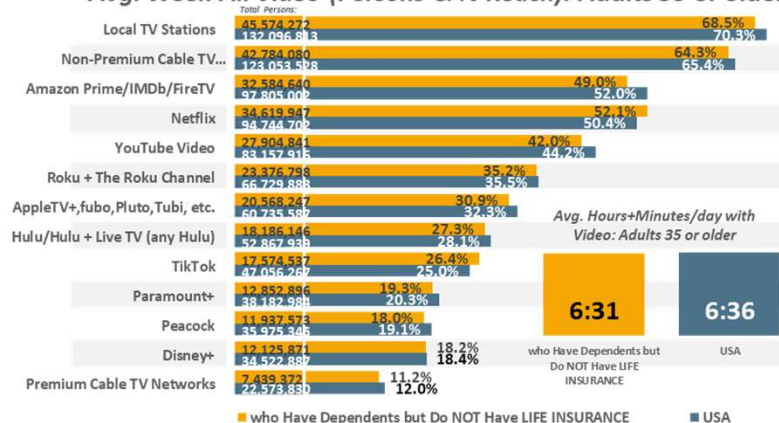




45,048,143 or 67.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 109.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

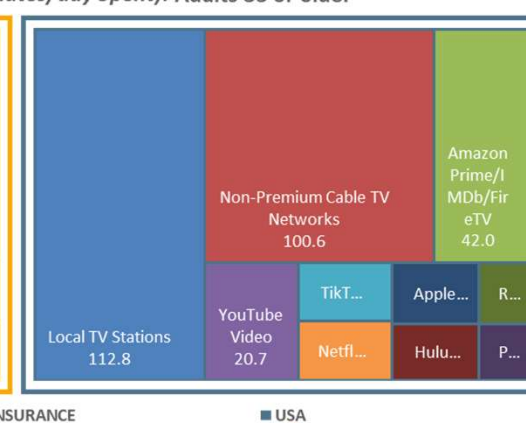
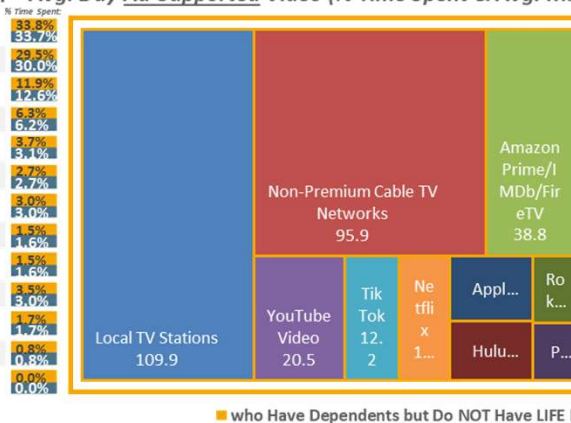
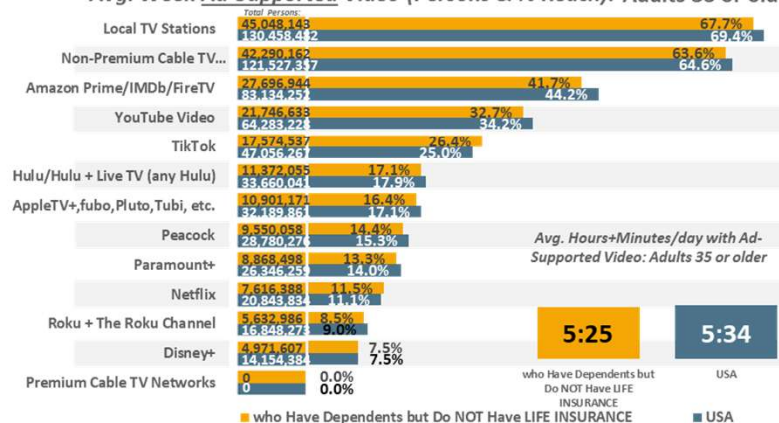
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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

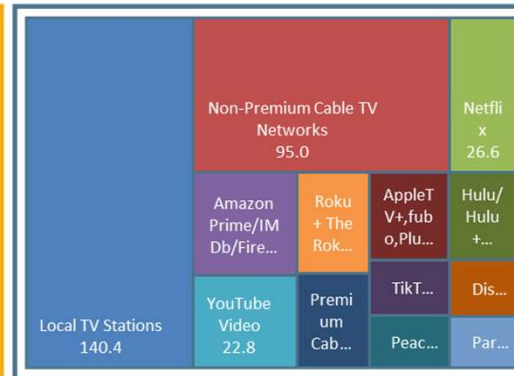
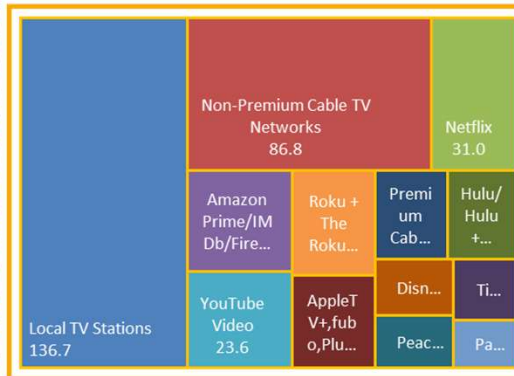
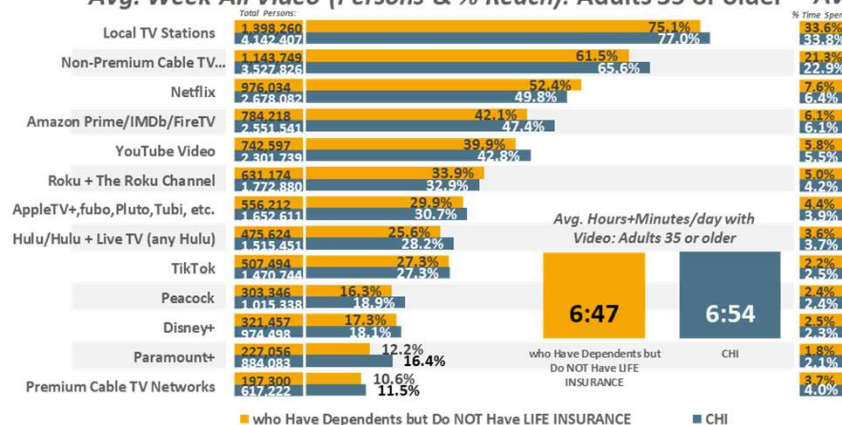




1,379,732 or 74.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 39.2% of all time spent daily with Ad-Supported Video.

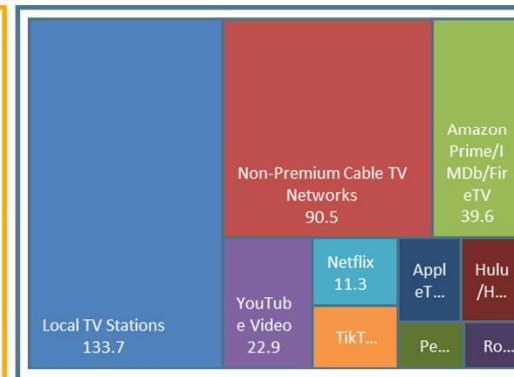
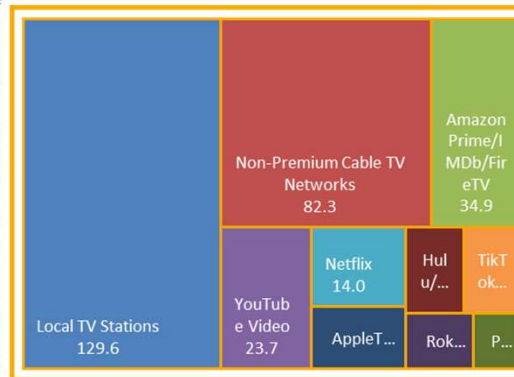
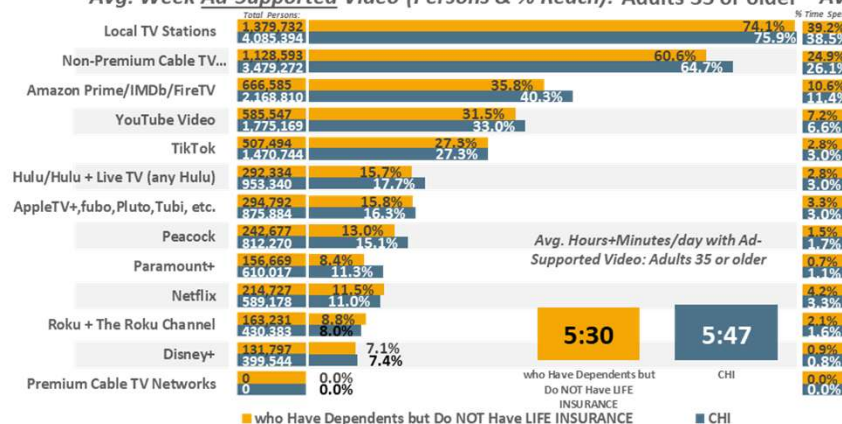
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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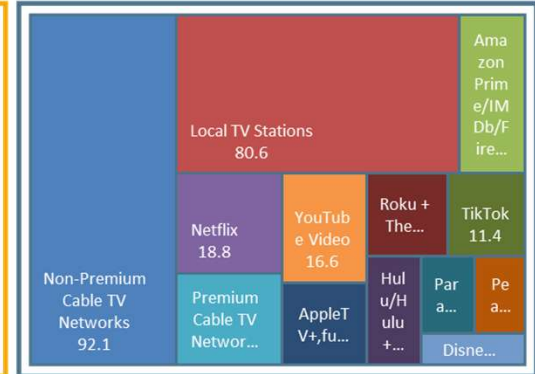
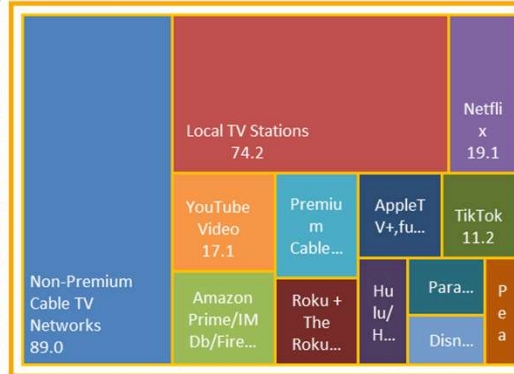
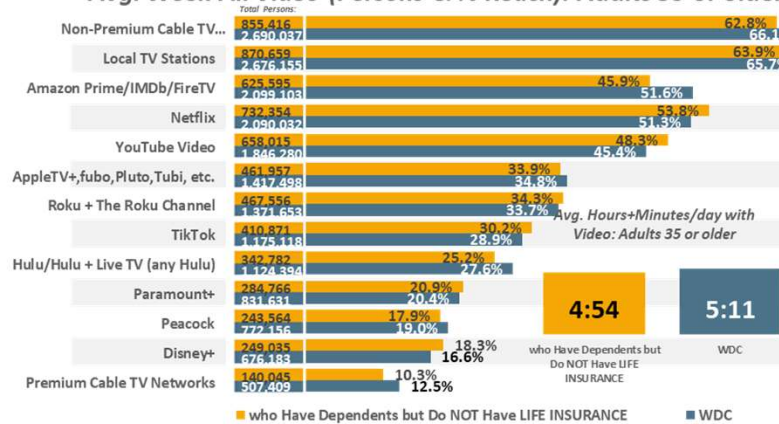
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



861,920 or 63.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 70.4 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

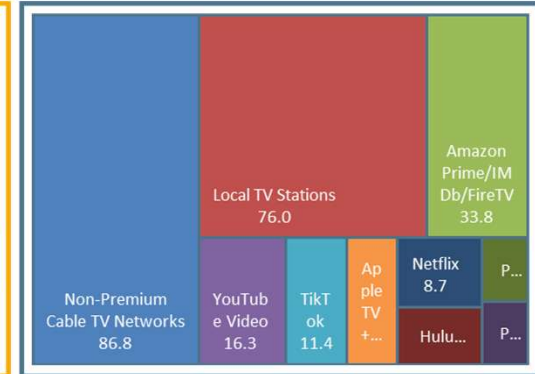
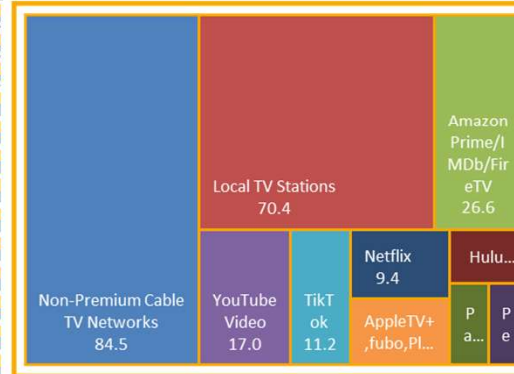
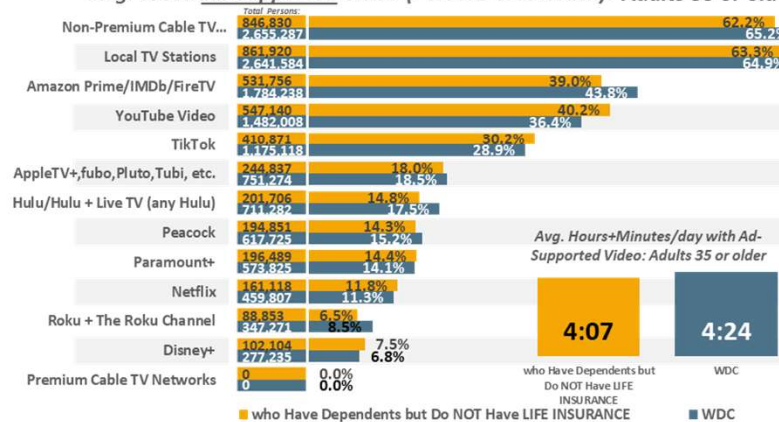
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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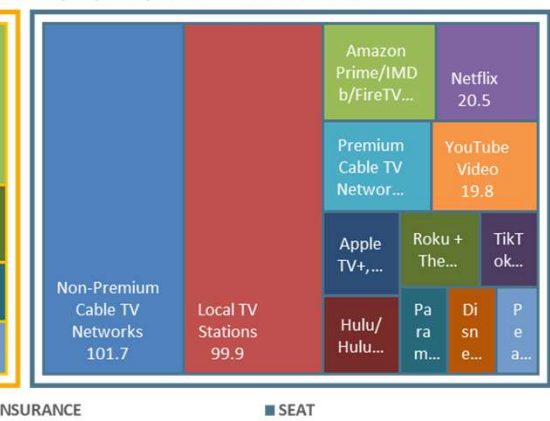
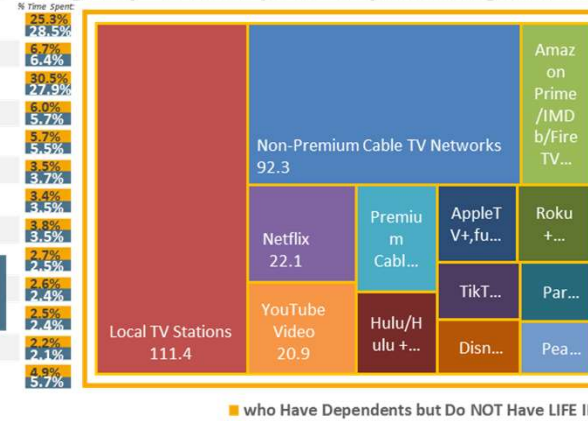
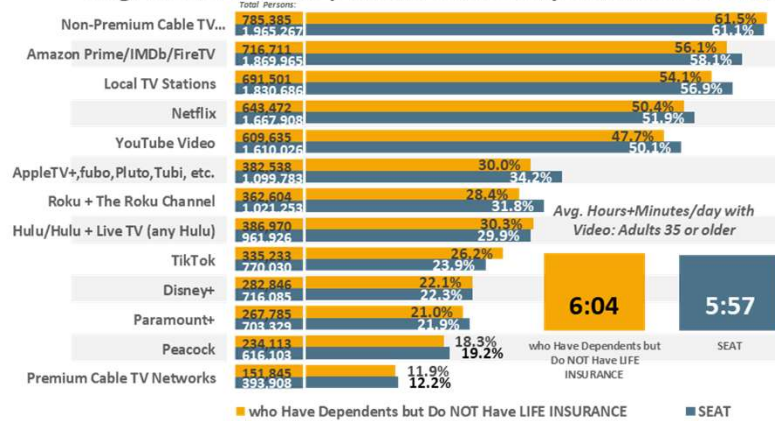
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



684,425 or 53.6% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

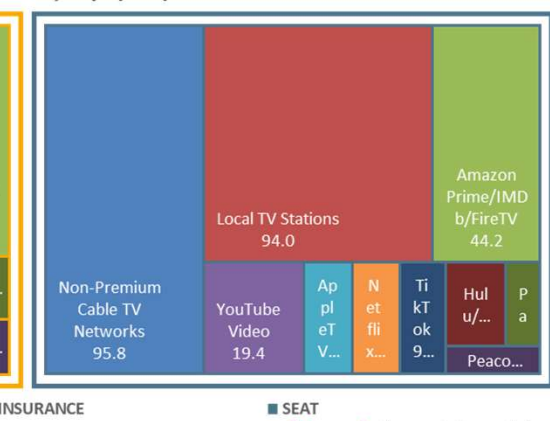
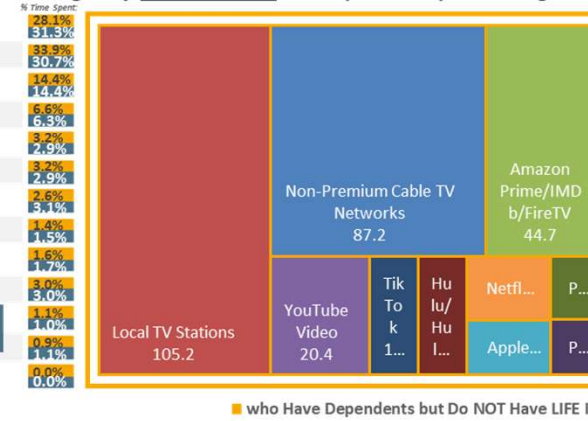
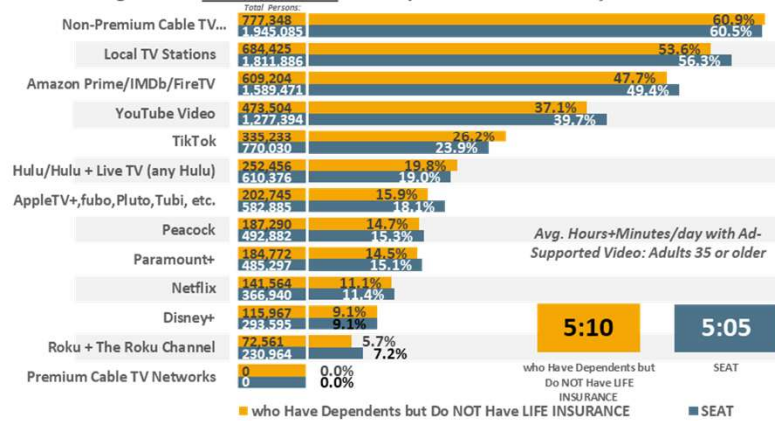
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

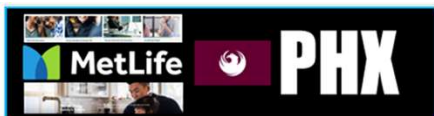
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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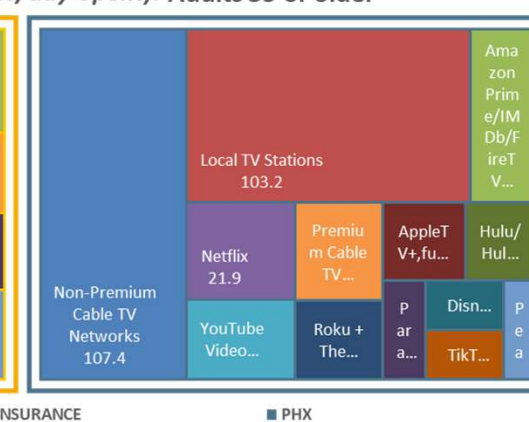
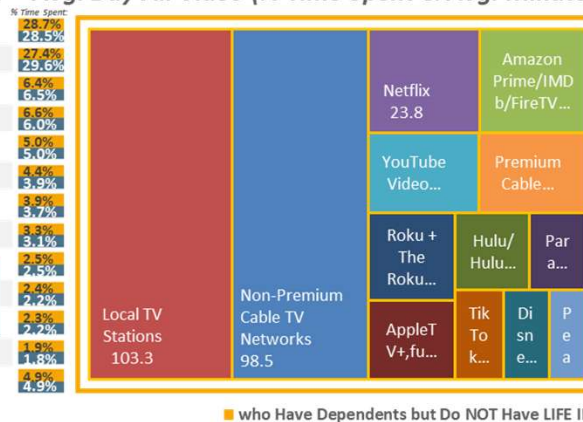
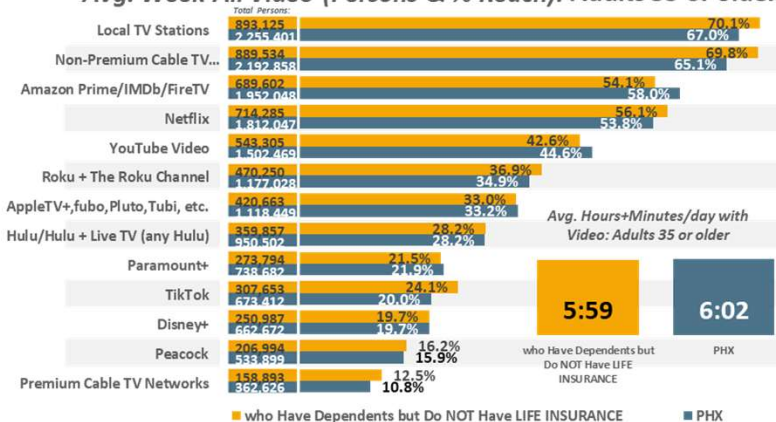
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



883,737 or 69.4% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 99.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

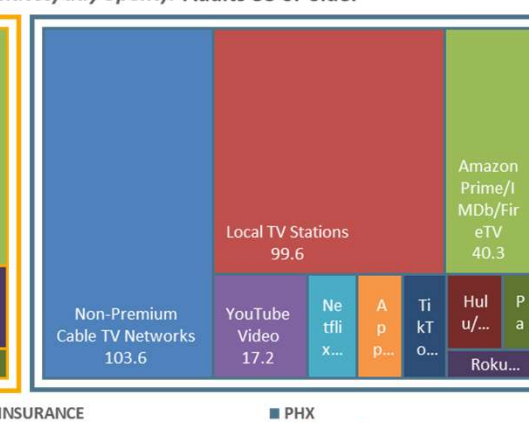
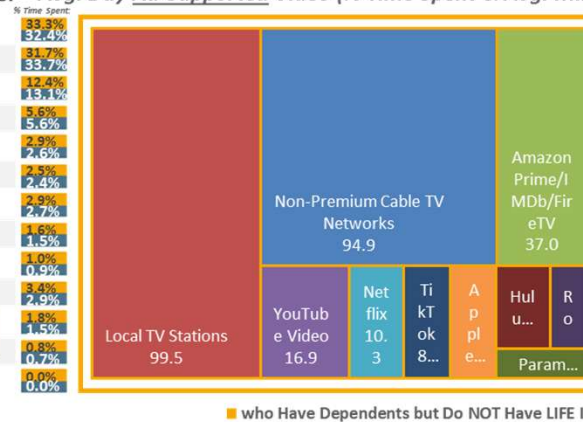
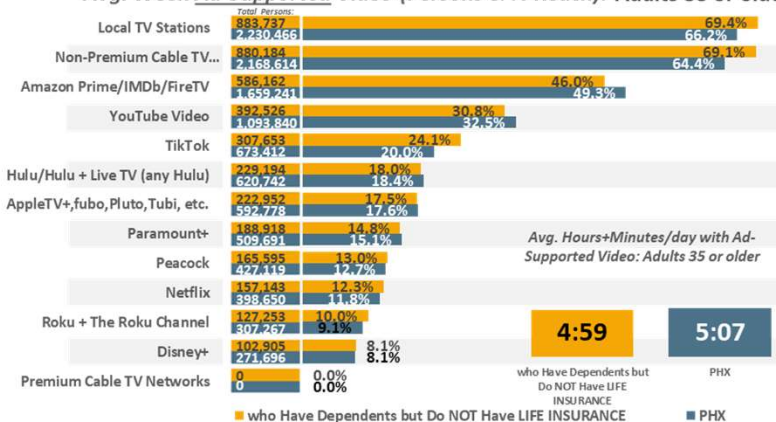
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 874
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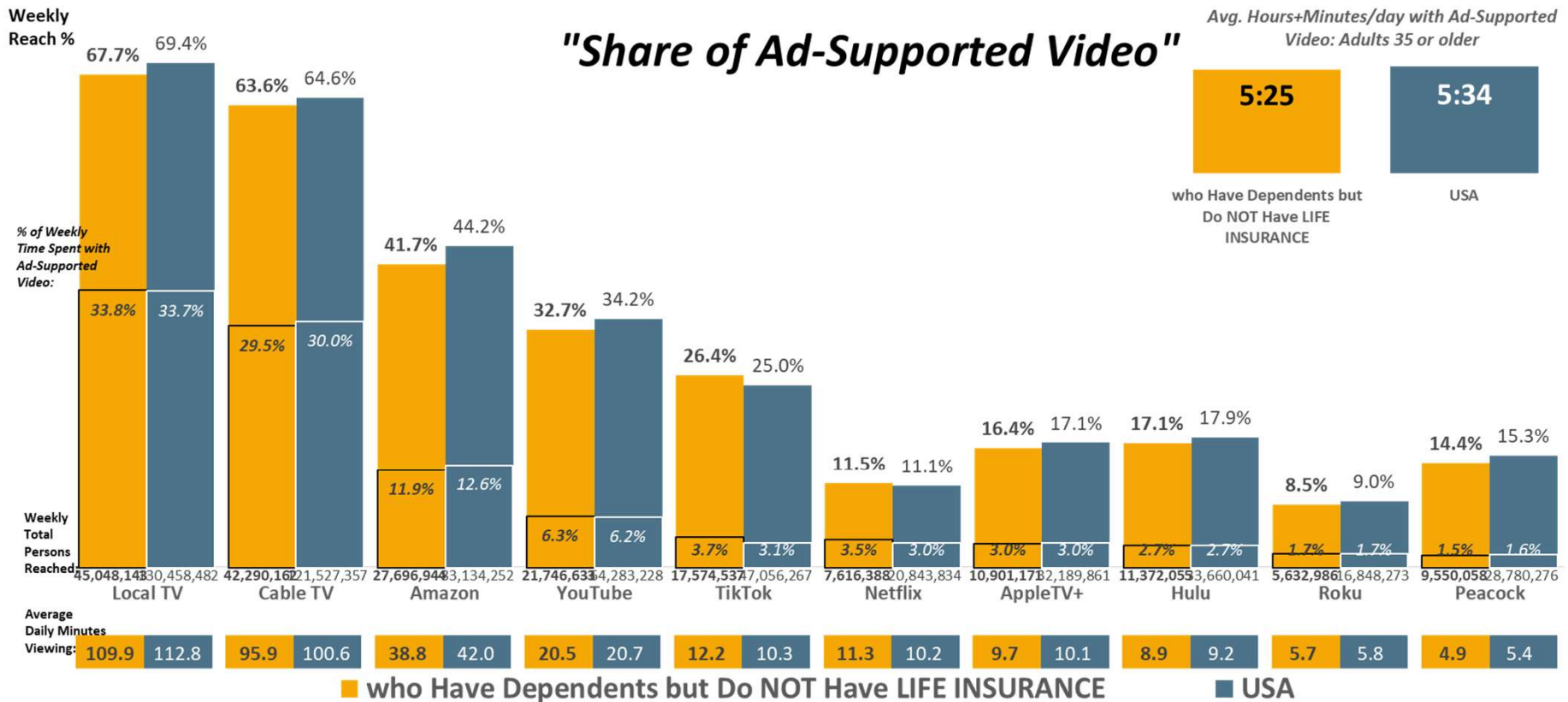
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



45,048,143 or 67.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 109.9 minutes every day representing 33.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

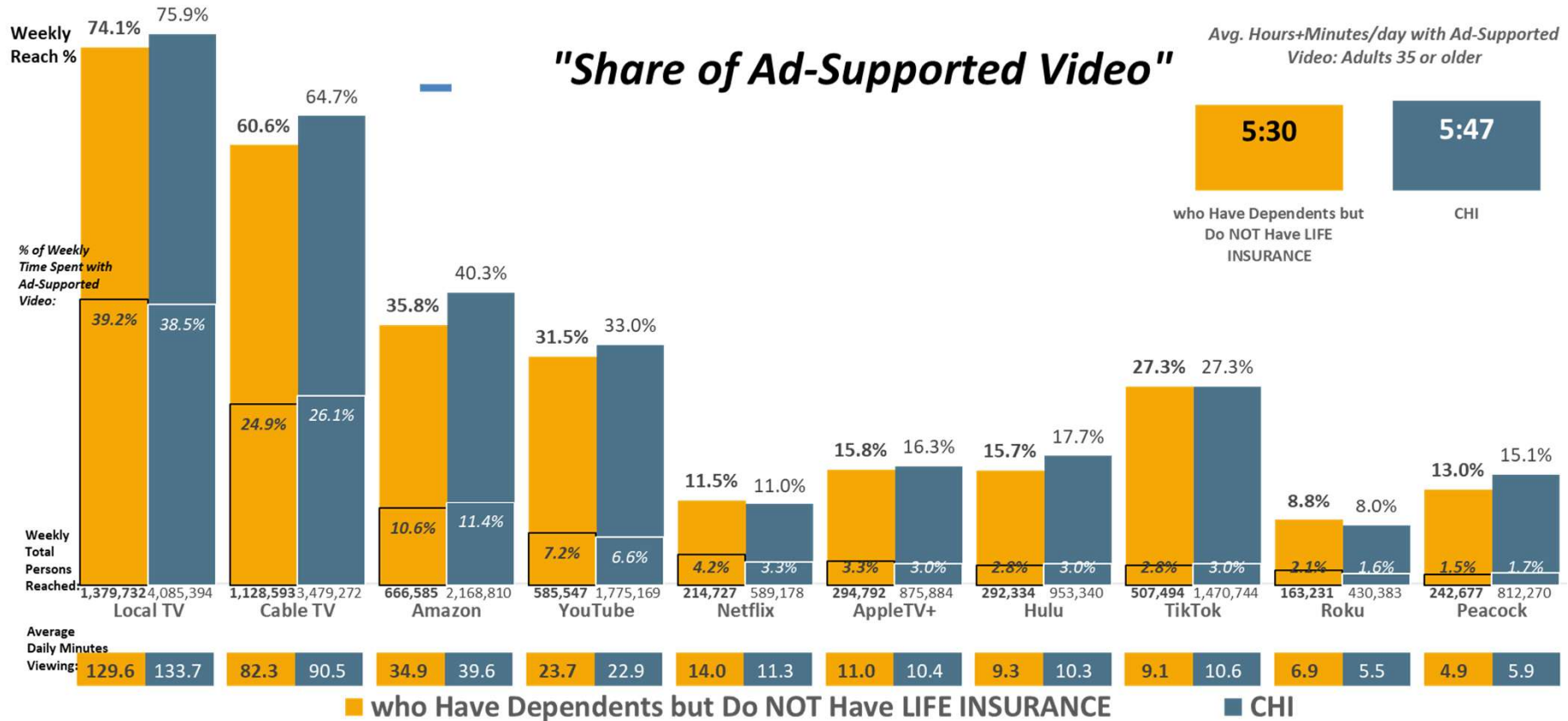
soefa.ai Share of Everything for Anything®

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



1,379,732 or 74.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 129.6 minutes every day representing 39.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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

5:30

5:47

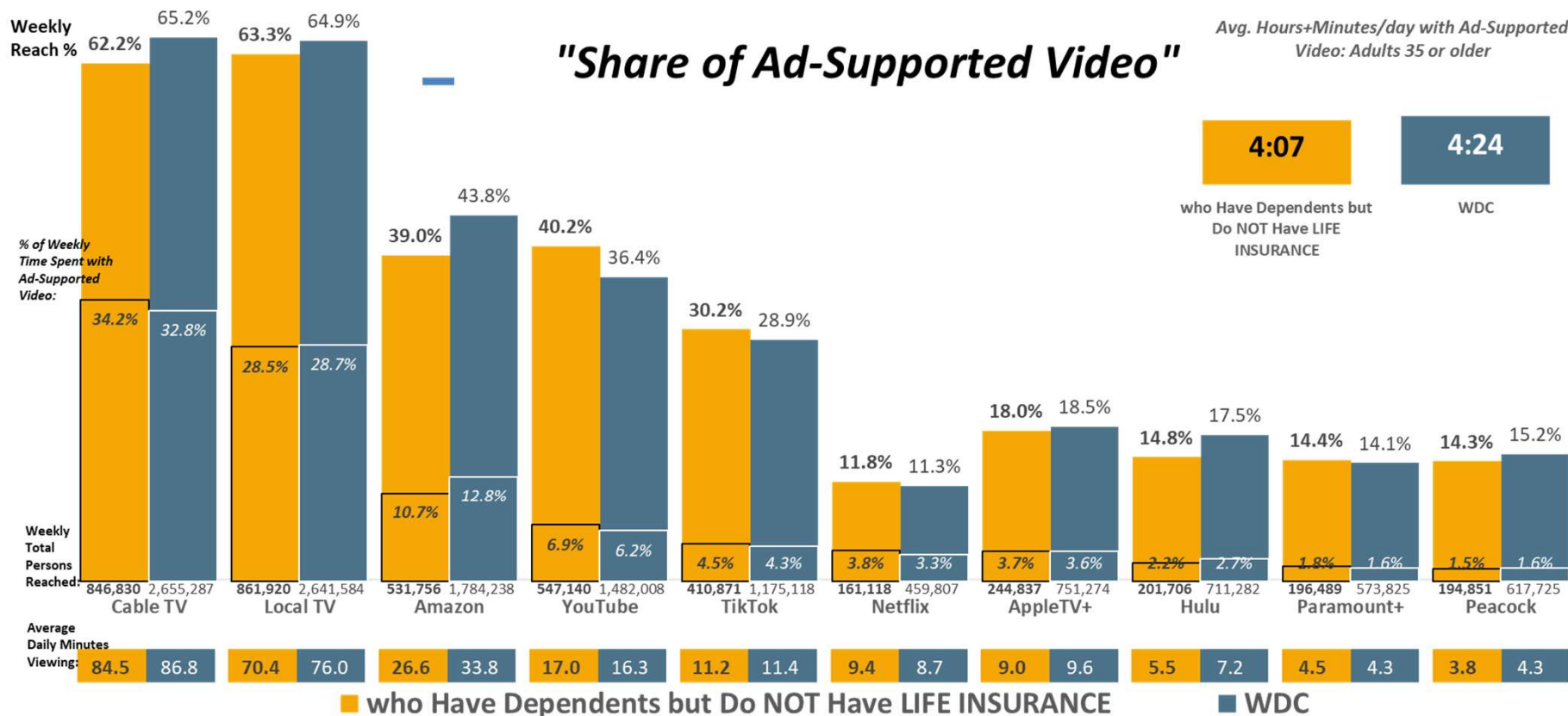
who Have Dependents but Do NOT Have LIFE INSURANCE

CHI



861,920 or 63.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 70.4 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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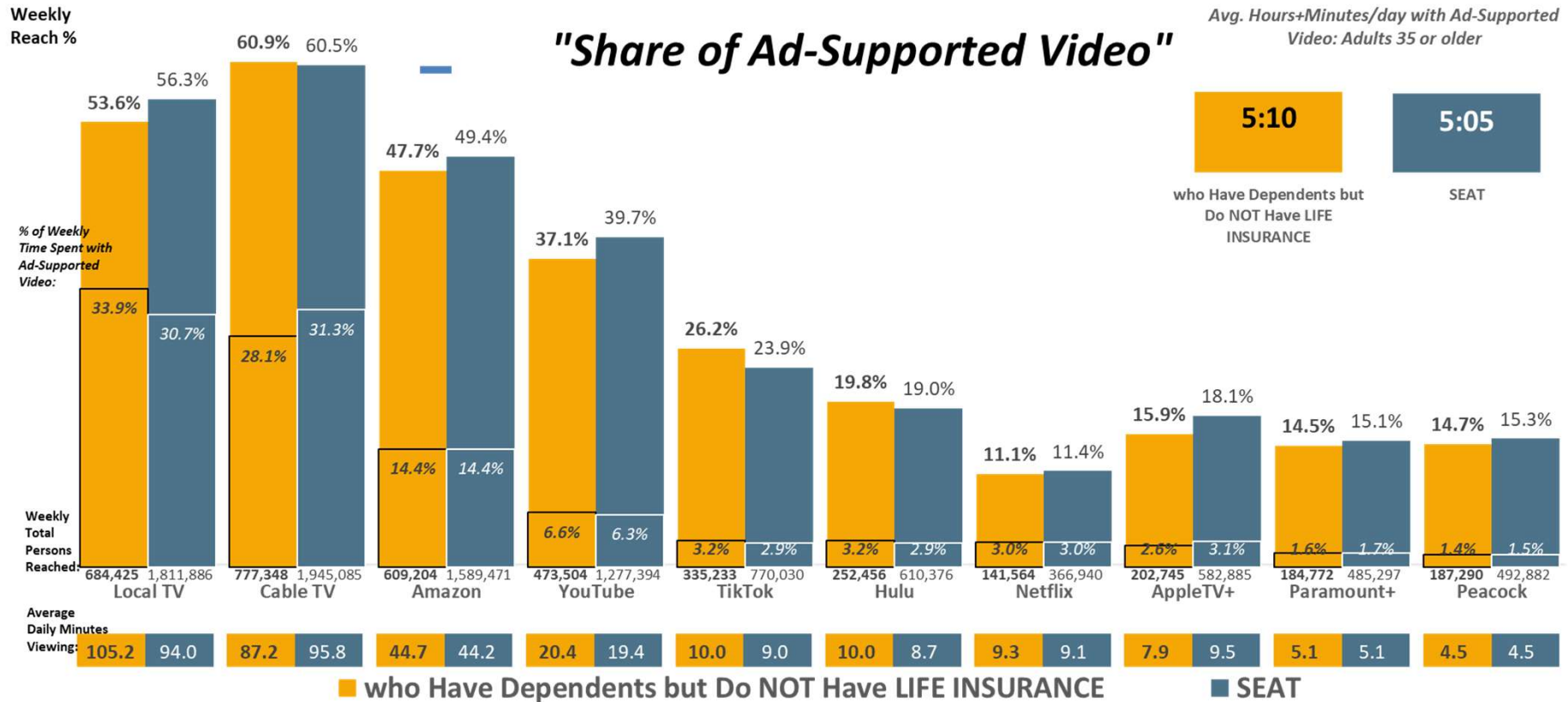
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



684,425 or 53.6% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 105.2 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"

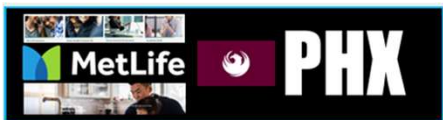


SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986

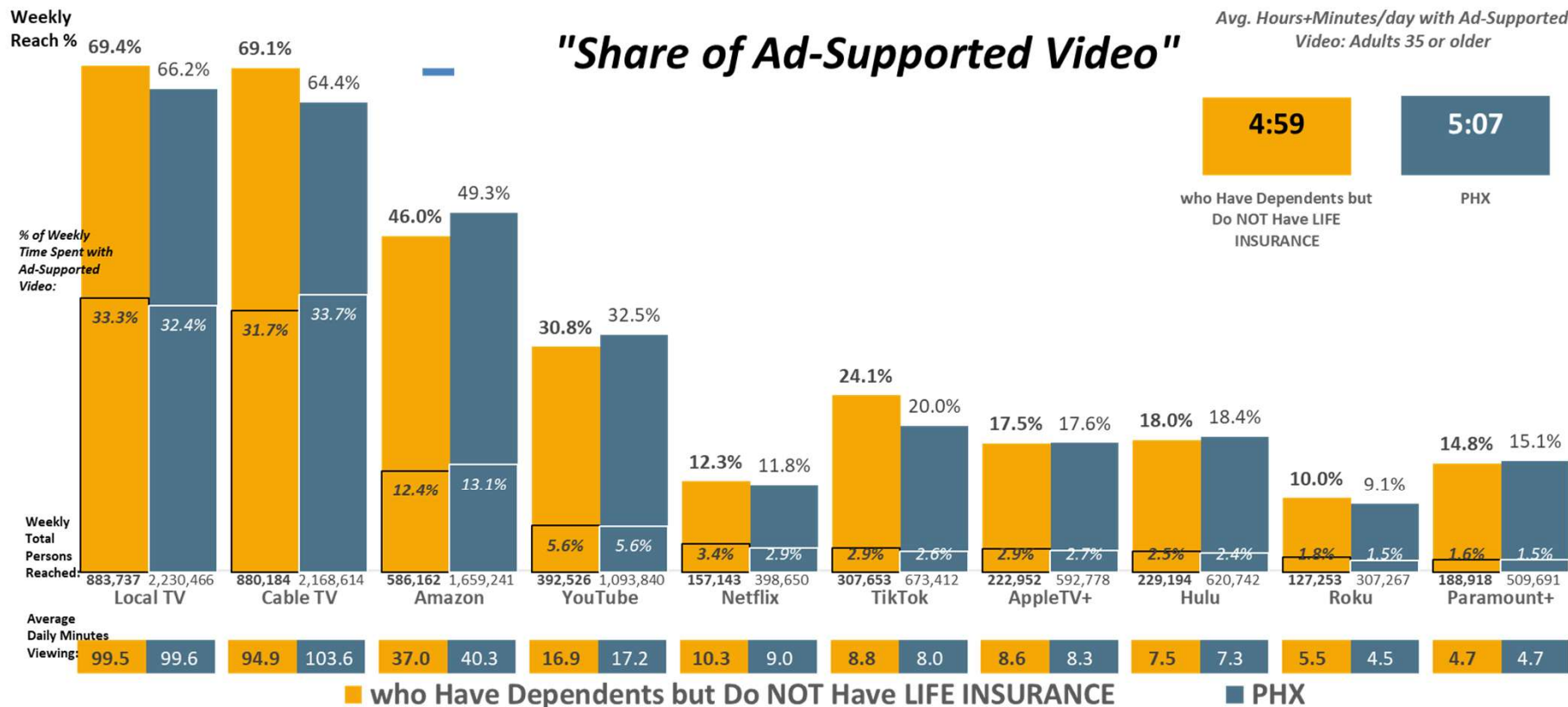
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



883,737 or 69.4% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations for an average of 99.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

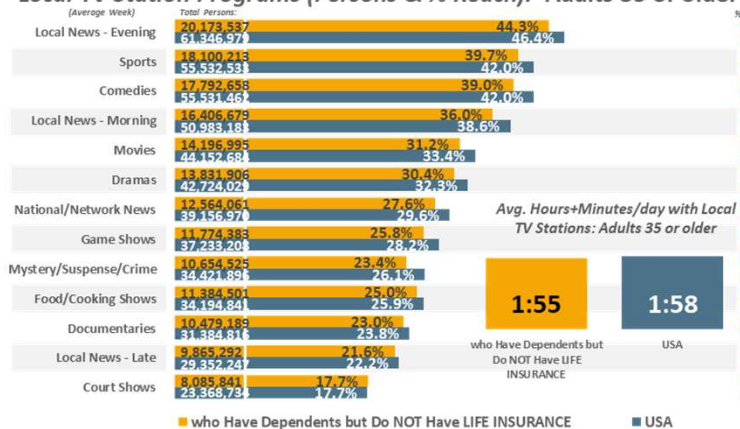
"Share of Ad-Supported Video"



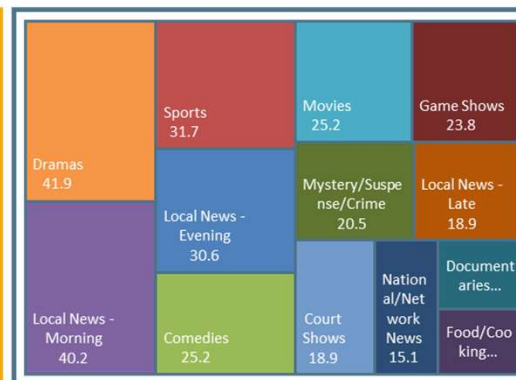
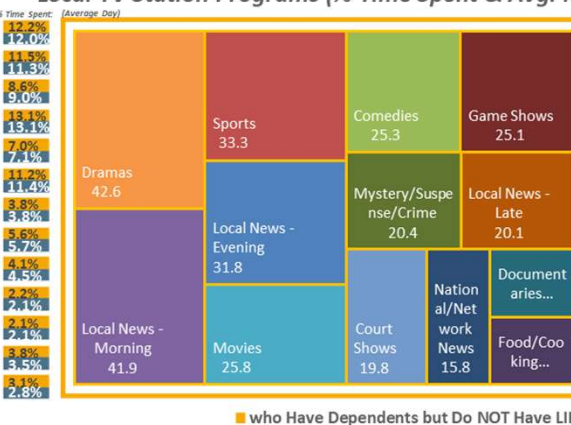


45,048,143 or 67.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Movies, and Dramas.

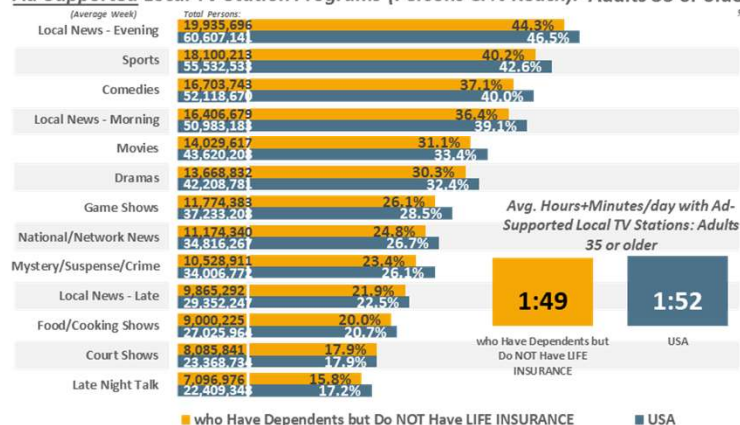
Local TV Station Programs (Persons & % Reach): Adults 35 or older



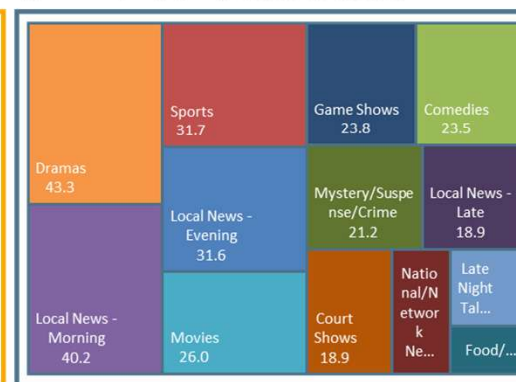
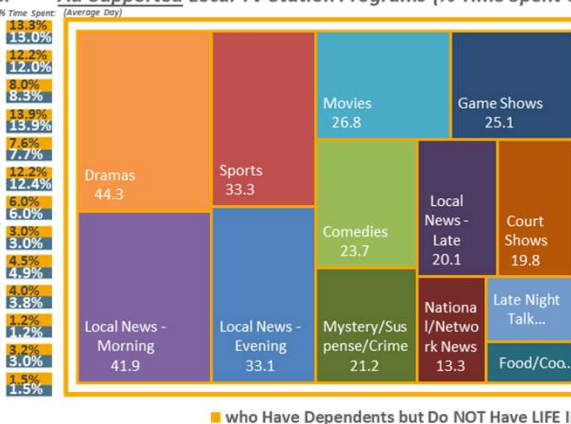
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



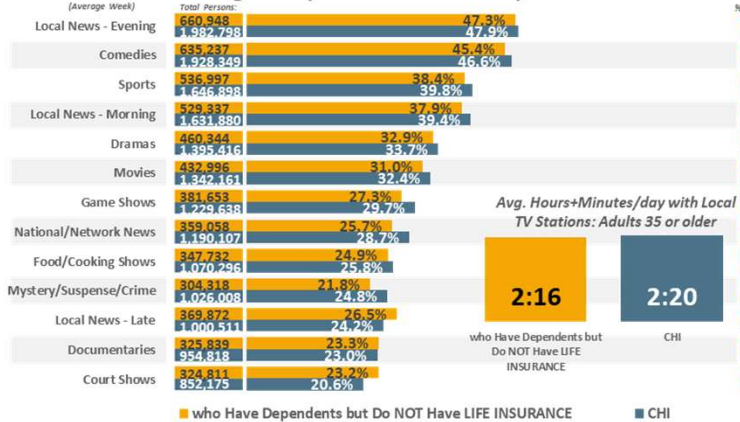
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



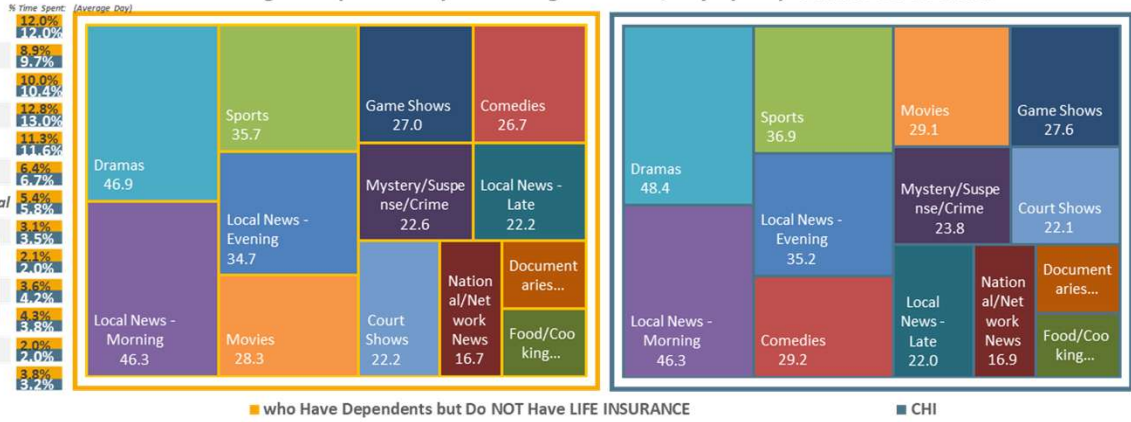


1,379,732 or 74.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Sports, Local News - Morning, Dramas, and Movies.

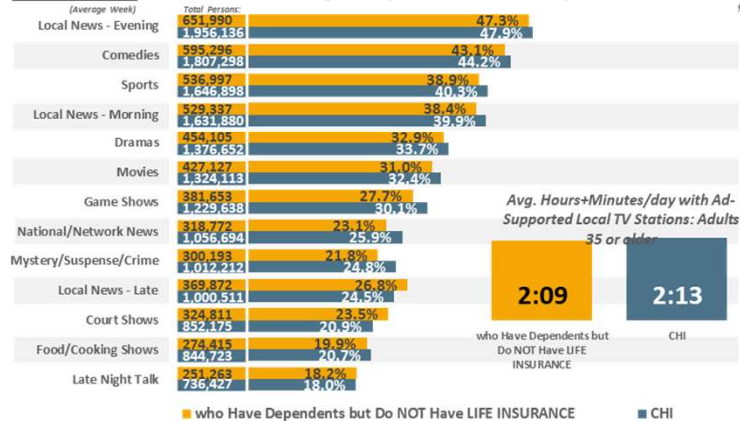
Local TV Station Programs (Persons & % Reach): Adults 35 or older



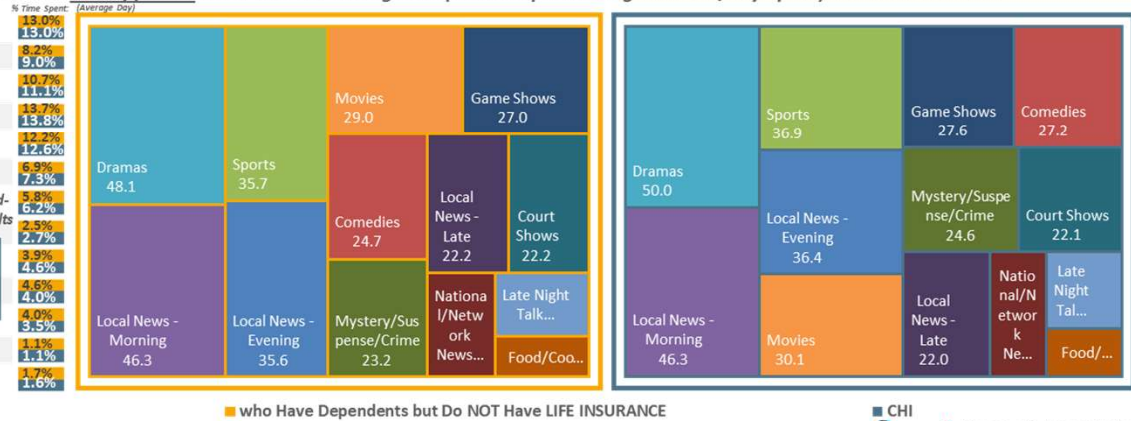
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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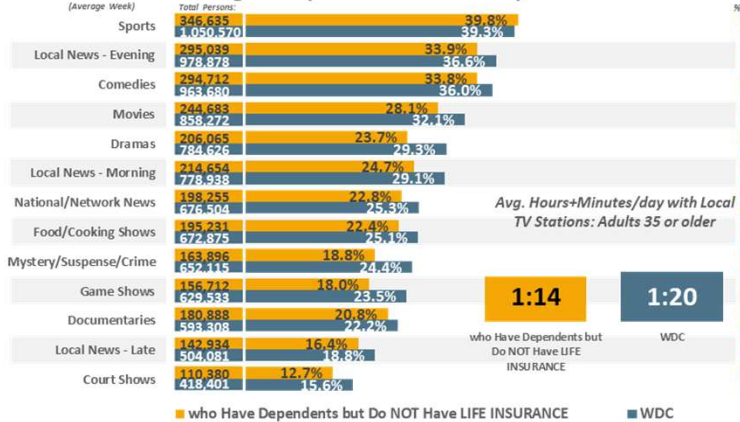
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

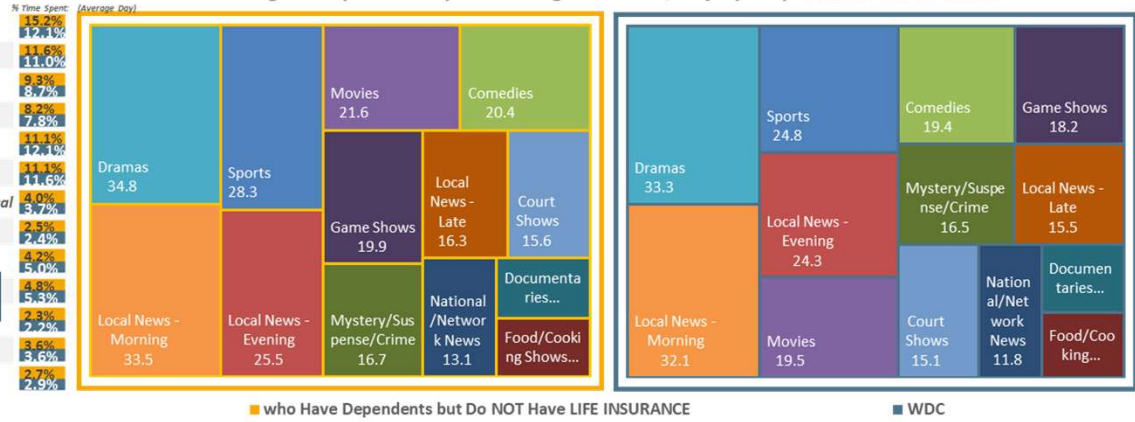


861,920 or 63.3% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Movies, Local News - Morning, and Dramas.

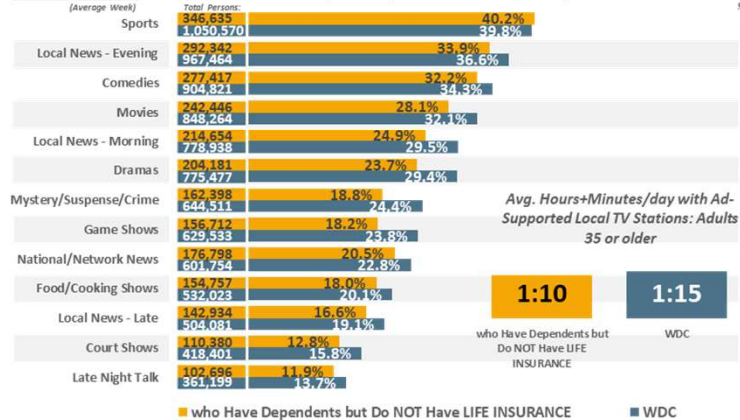
Local TV Station Programs (Persons & % Reach): Adults 35 or older



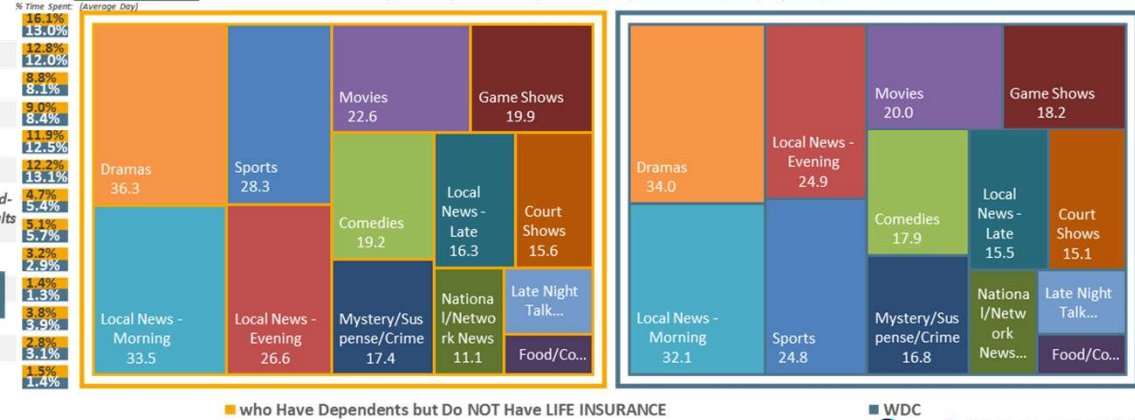
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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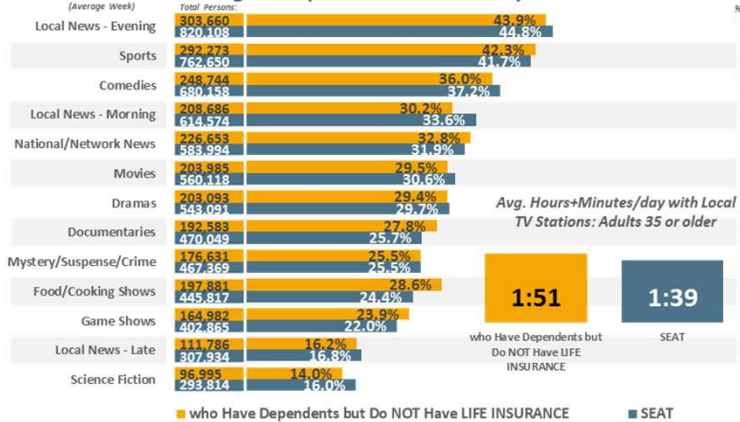
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

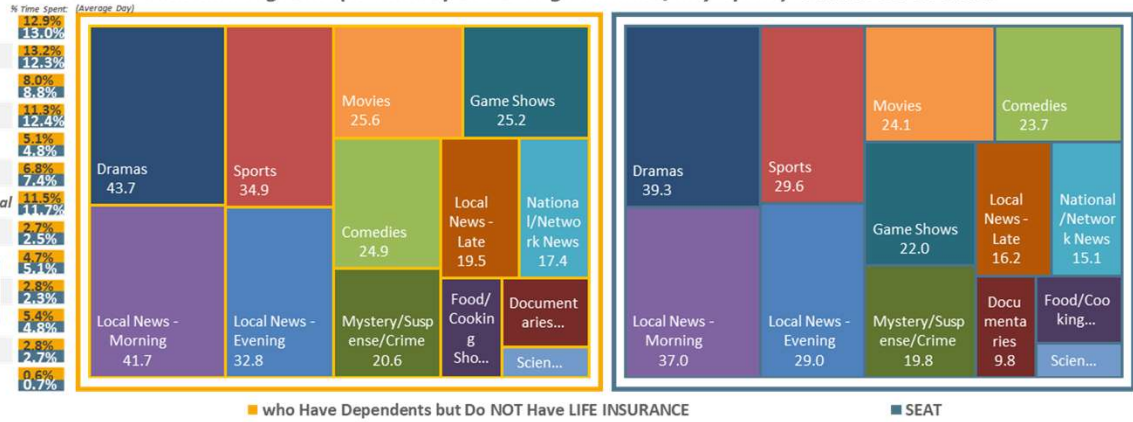


684,425 or 53.6% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, National/Network News, and Movies.

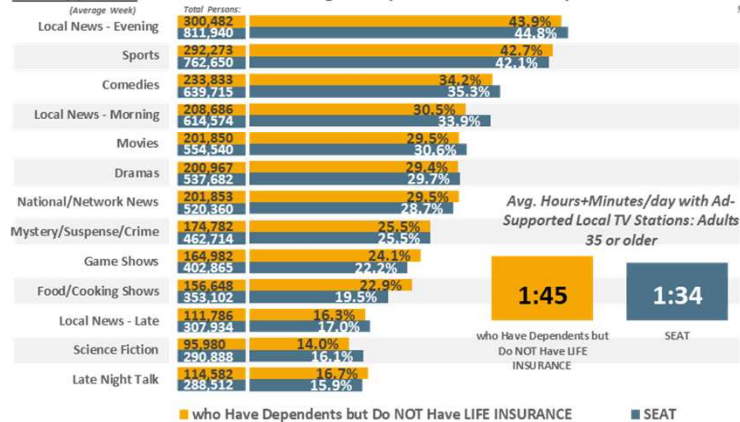
Local TV Station Programs (Persons & % Reach): Adults 35 or older



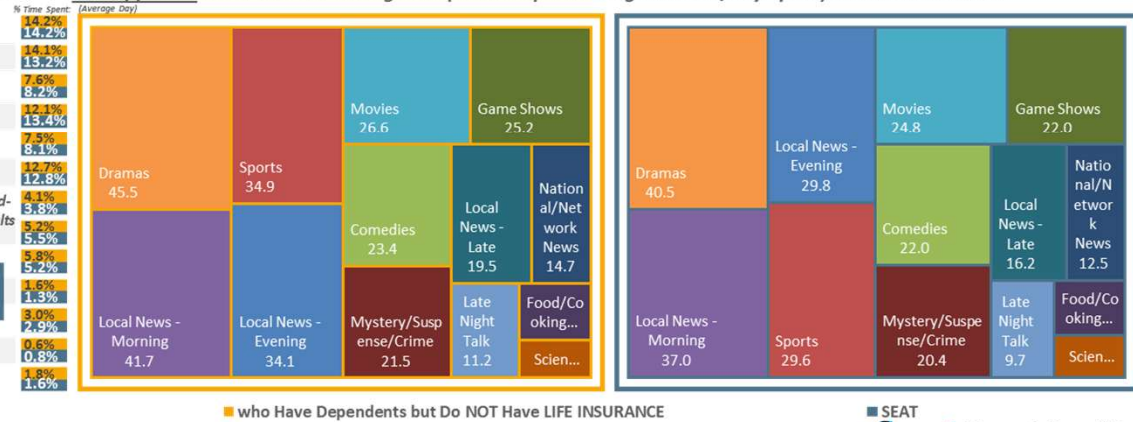
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



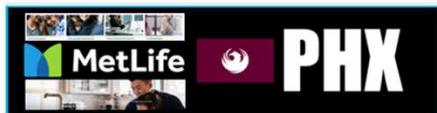
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



SEA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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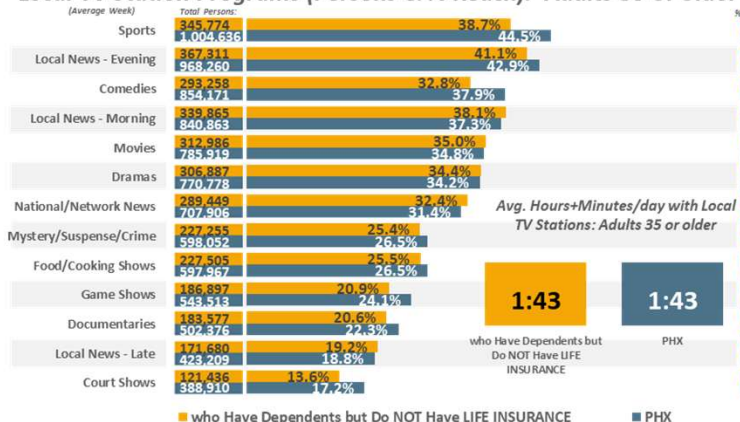
SEA
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

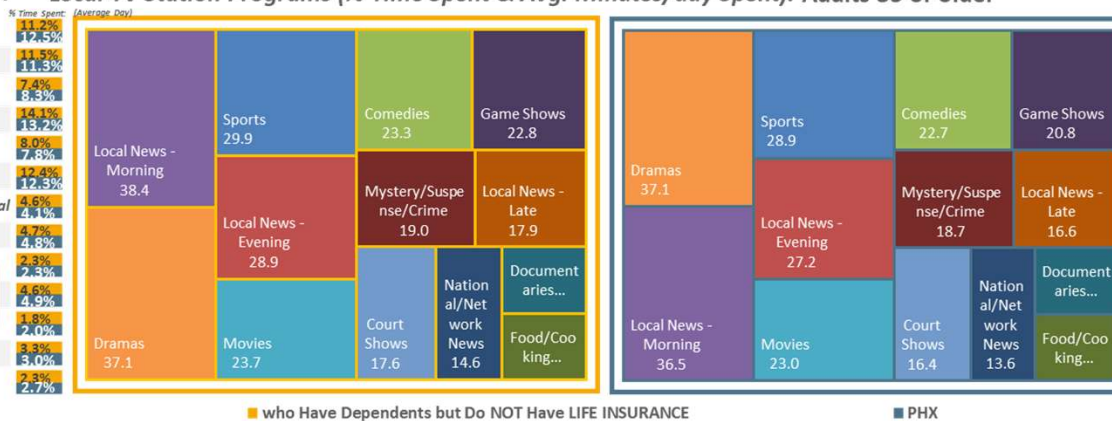


883,737 or 69.4% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Dramas, and Comedies.

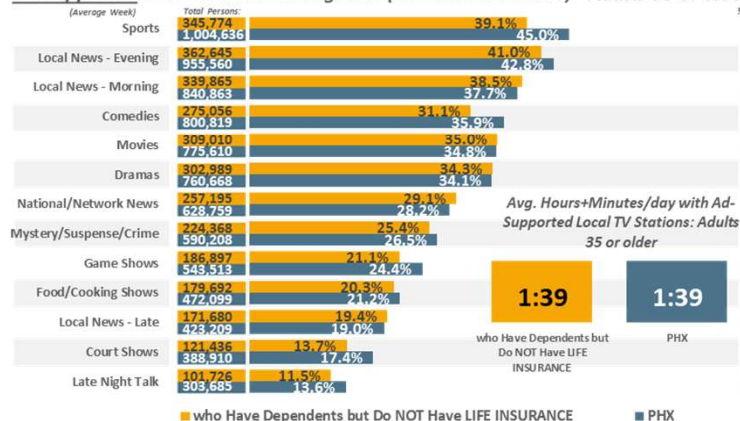
Local TV Station Programs (Persons & % Reach): Adults 35 or older



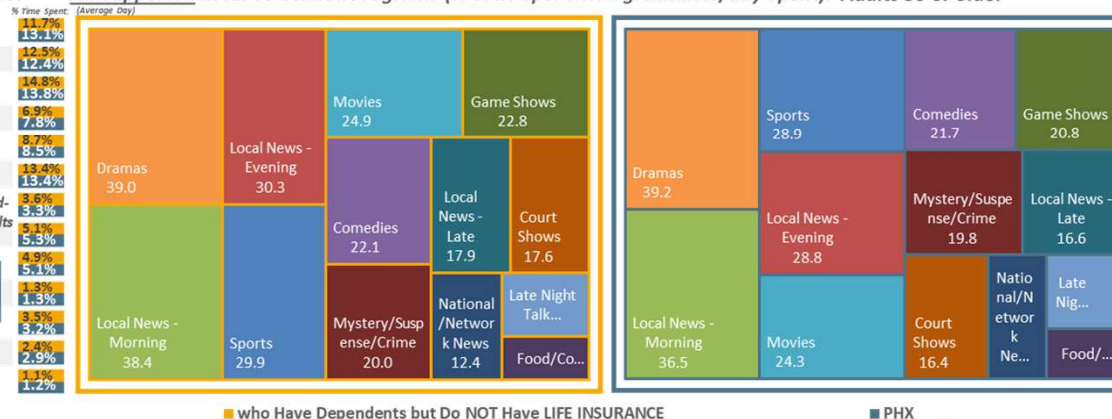
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 874
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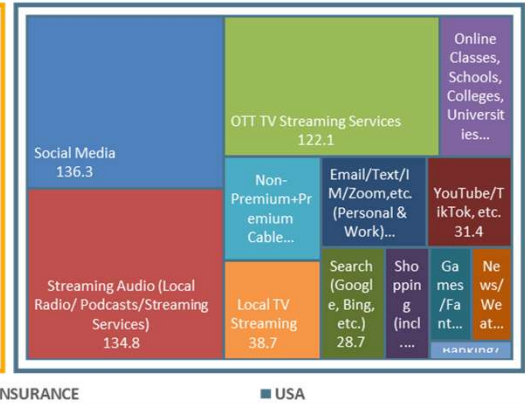
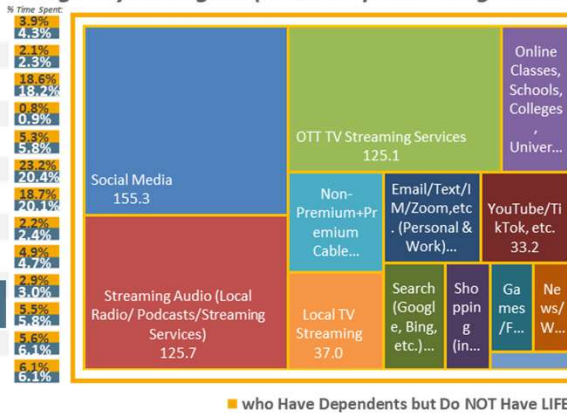
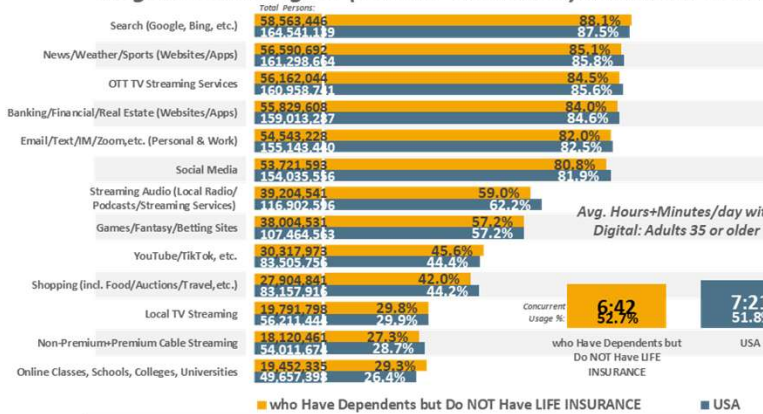
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



47,073,839 or 70.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 142.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Digital Media.

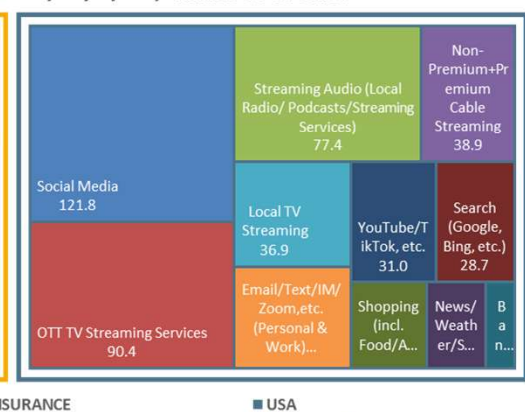
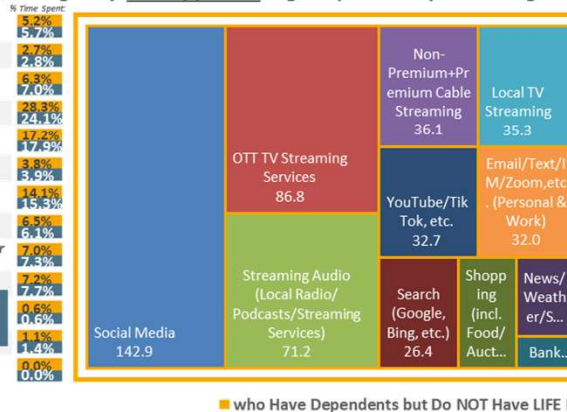
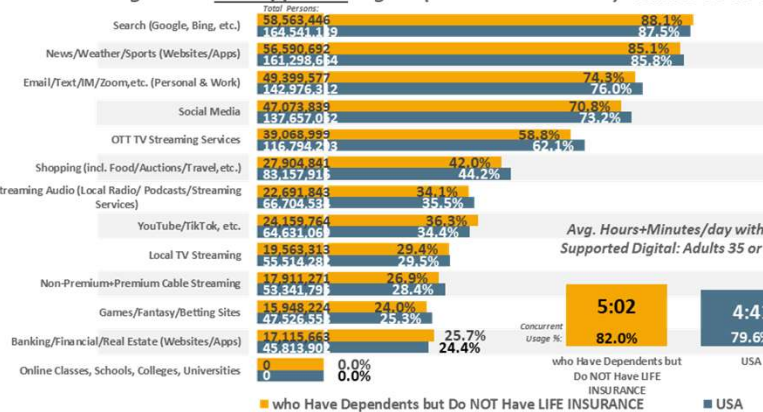
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

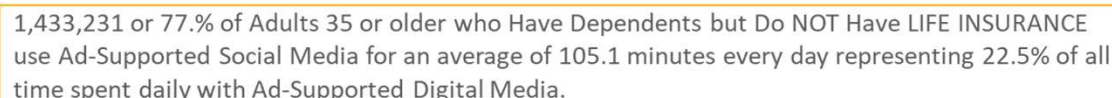
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



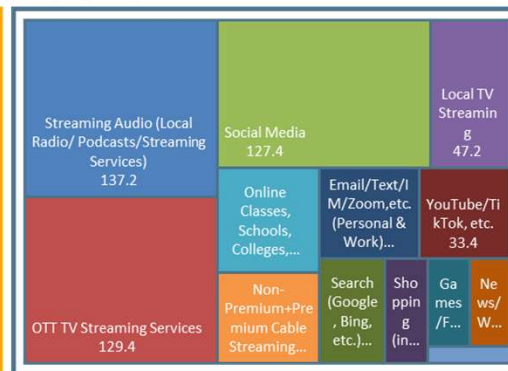
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 or older

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

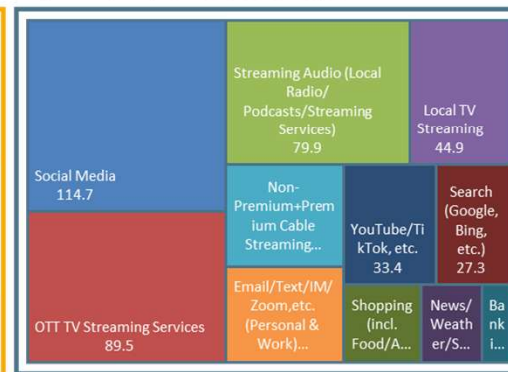




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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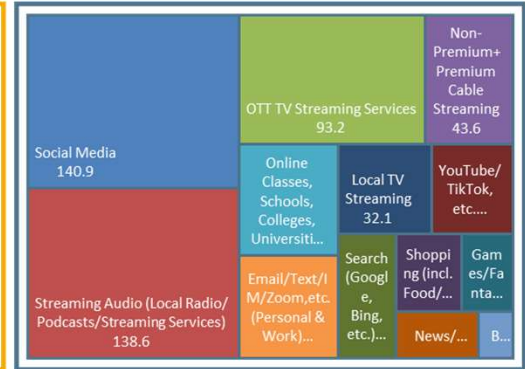
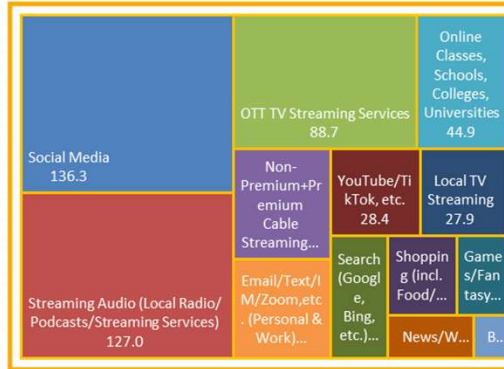
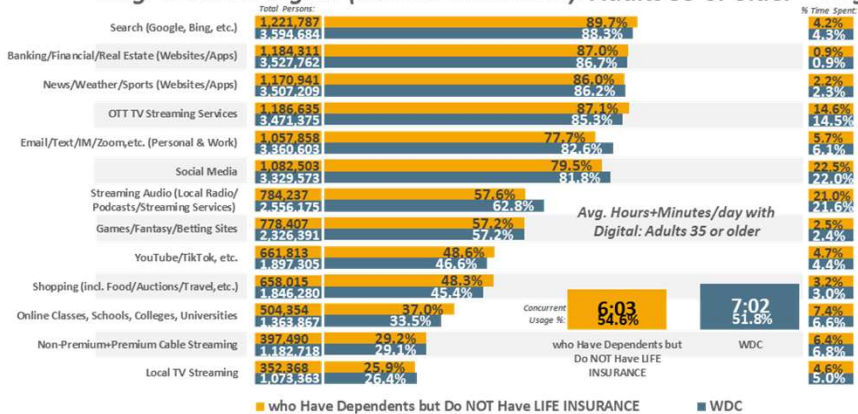
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



910,182 or 66.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 125.4 minutes every day representing 27.9% of all time spent daily with Ad-Supported Digital Media.

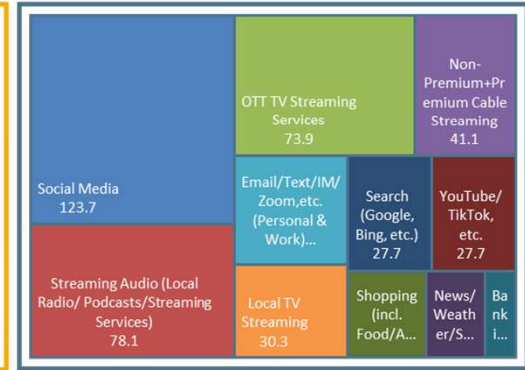
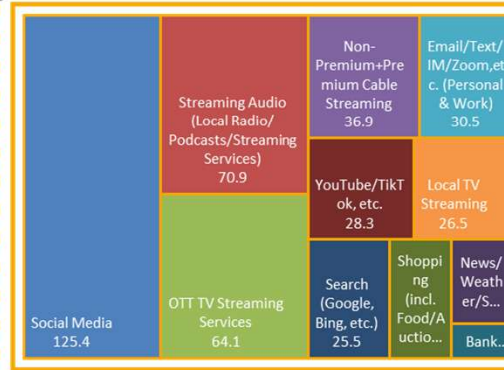
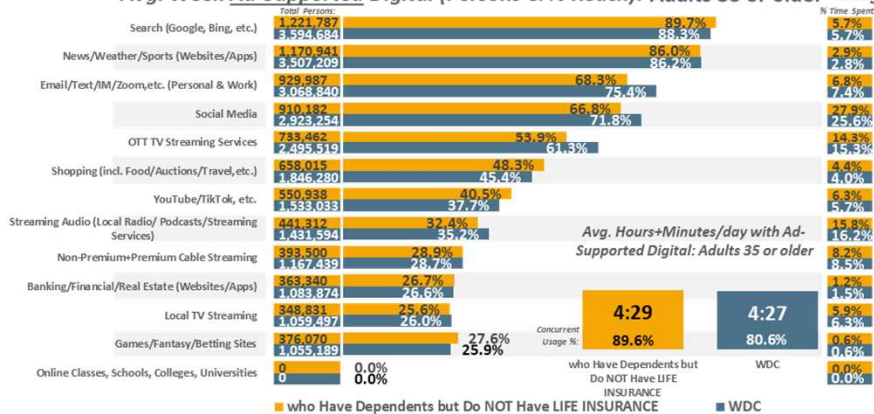
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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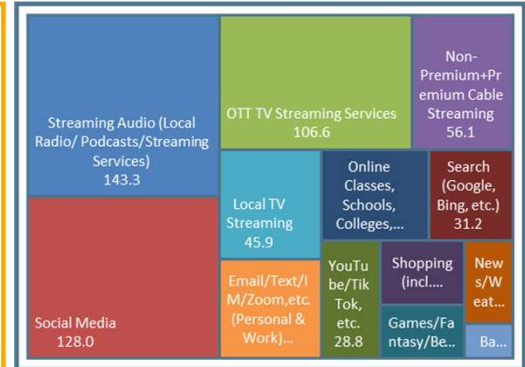
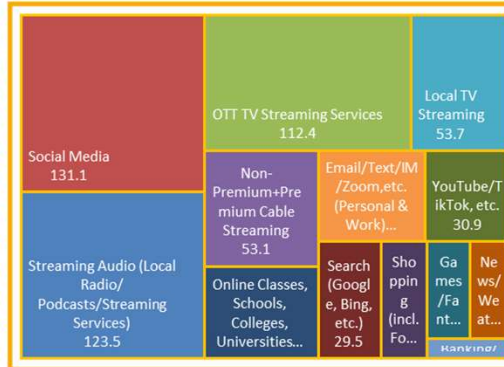
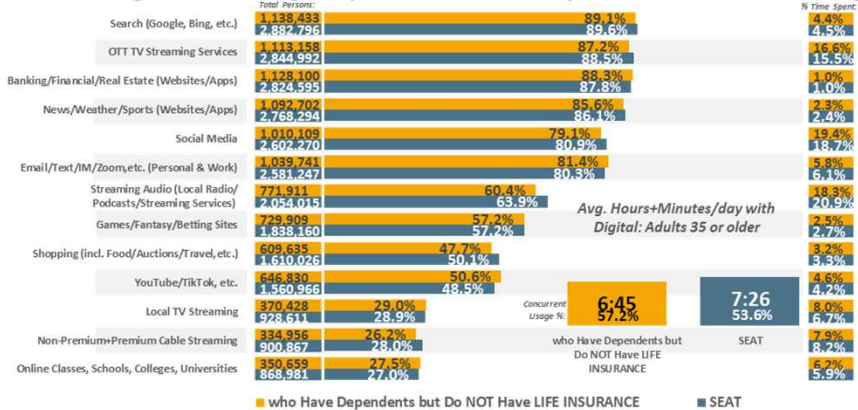
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



856,922 or 67.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 120.6 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

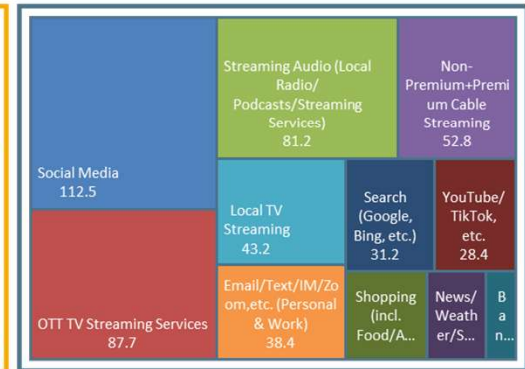
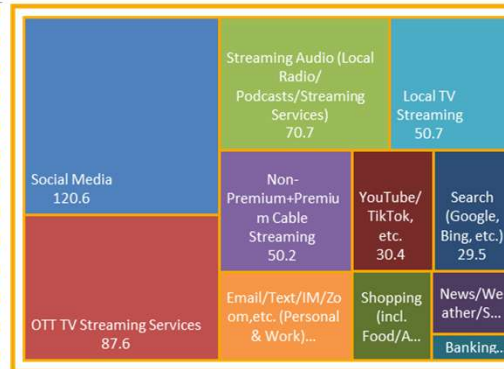
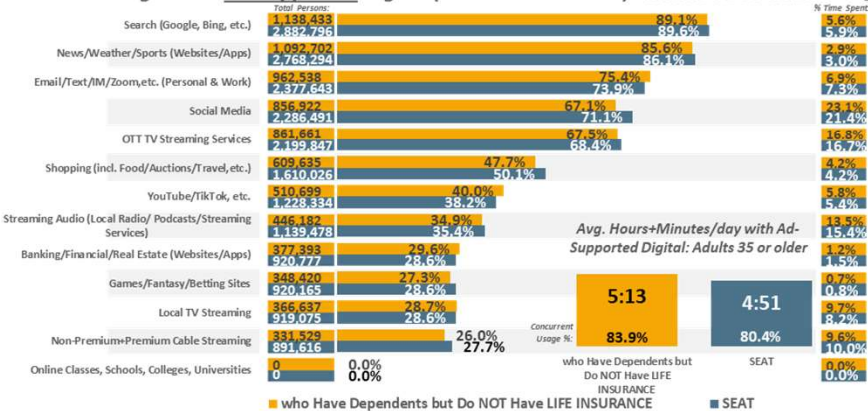
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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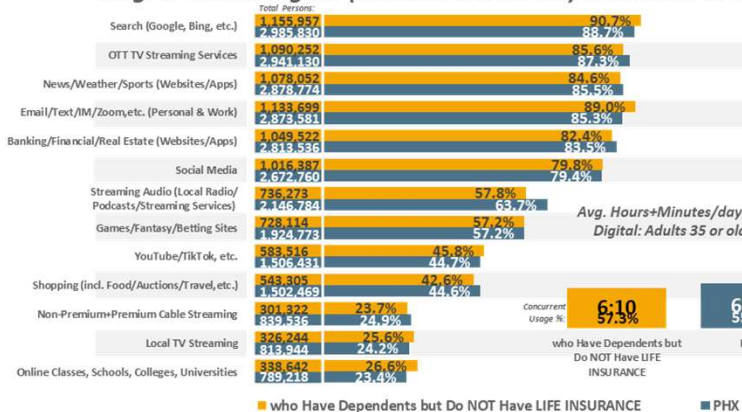
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



927,038 or 72.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Social Media for an average of 106.2 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

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

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

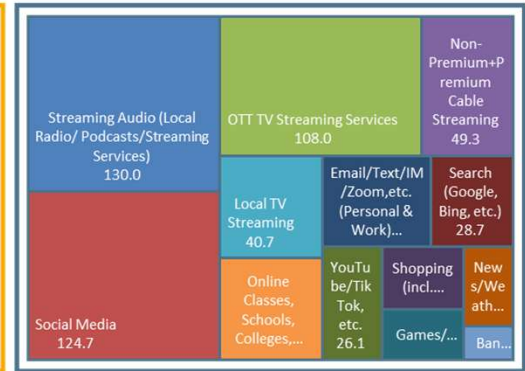
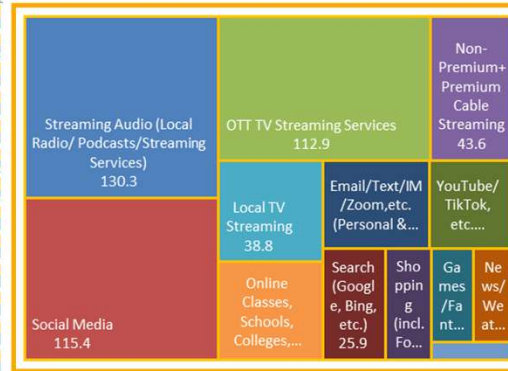


Avg. Hours+Minutes/day with Digital: Adults 35 or older

Concurrent Usage %: 6:10 57.3%

who Have Dependents but Do NOT Have LIFE INSURANCE

PHX

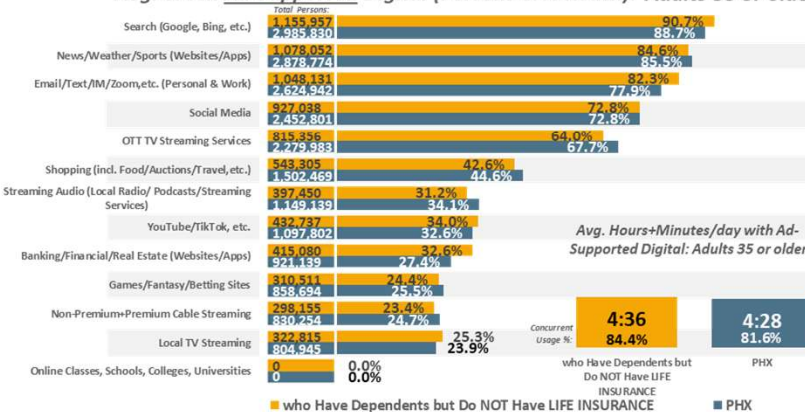


who Have Dependents but Do NOT Have LIFE INSURANCE

PHX

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

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

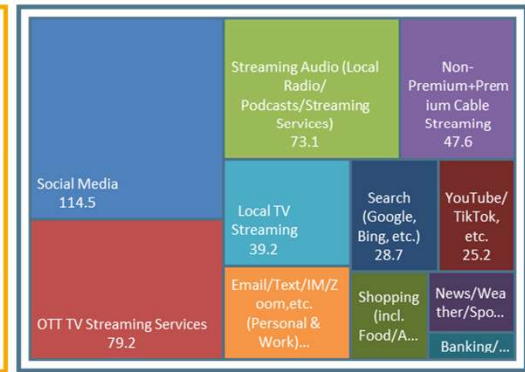
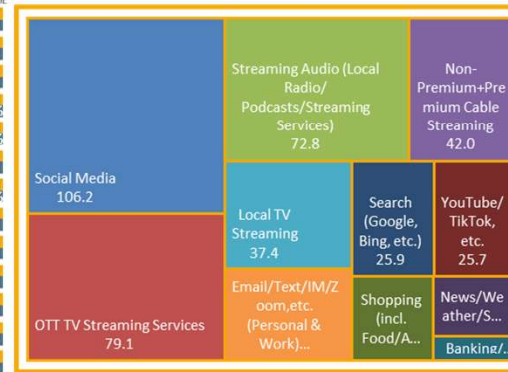


Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 35 or older

Concurrent Usage %: 4:36 84.4%

who Have Dependents but Do NOT Have LIFE INSURANCE

PHX



who Have Dependents but Do NOT Have LIFE INSURANCE

PHX

PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 874
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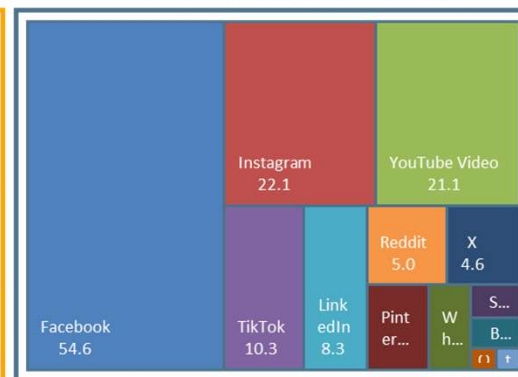
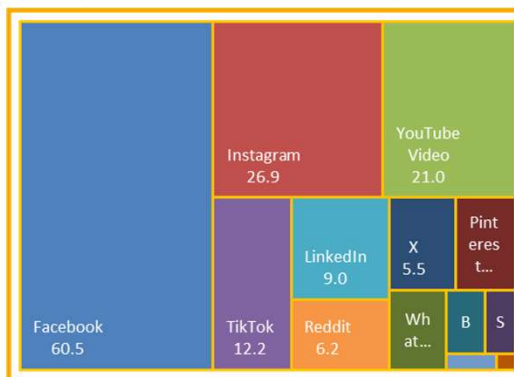
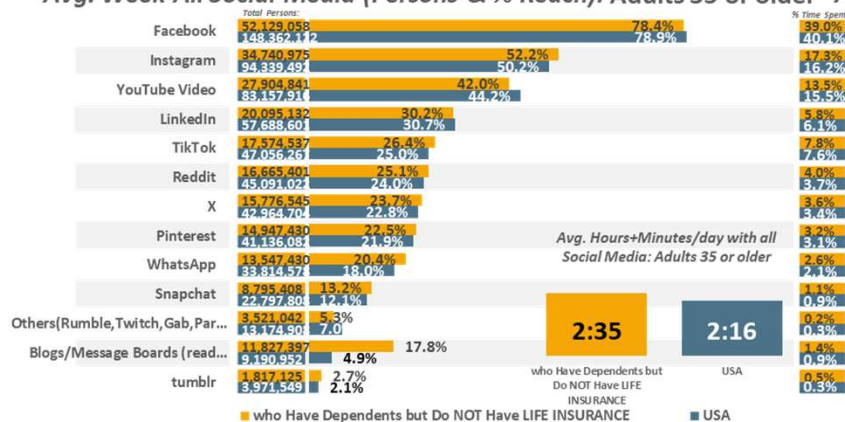
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

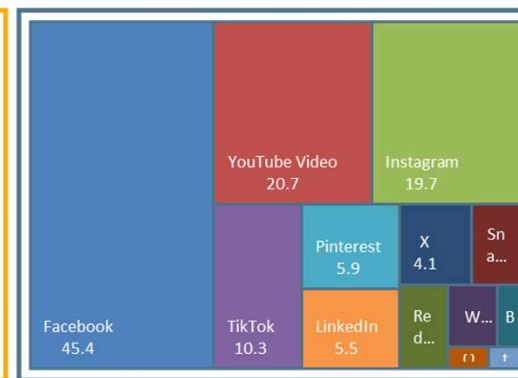
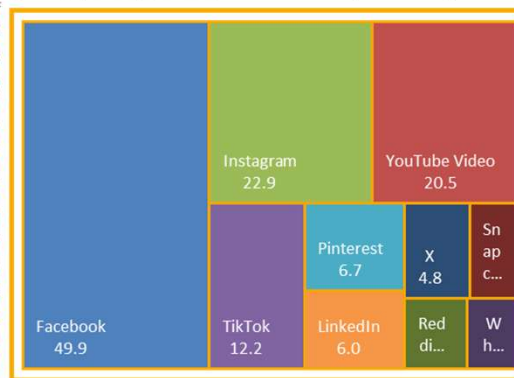
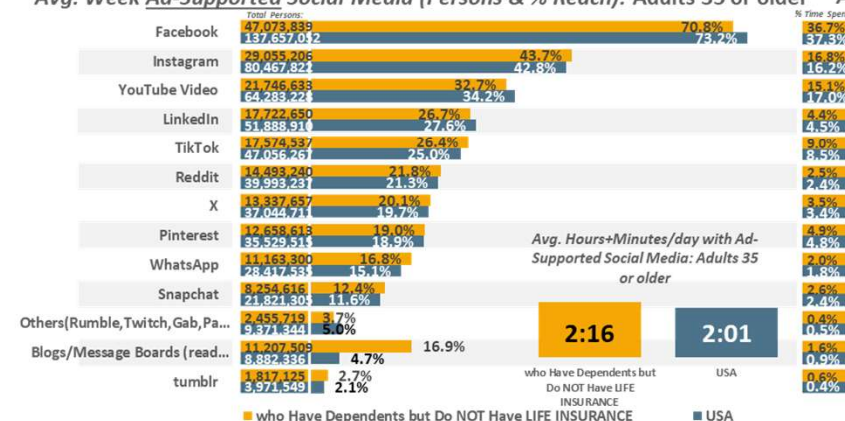


47,073,839 or 70.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 49.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

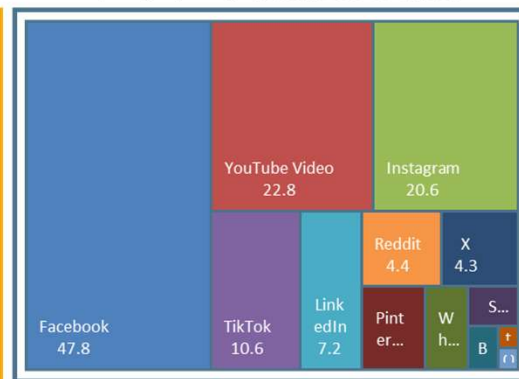
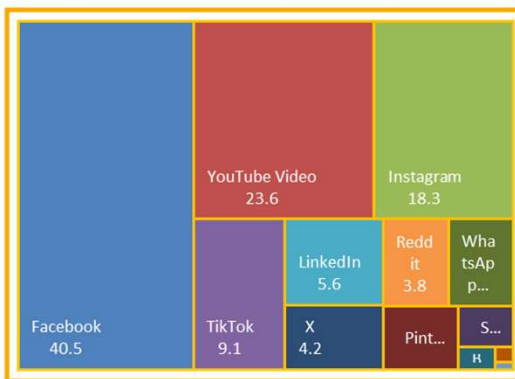
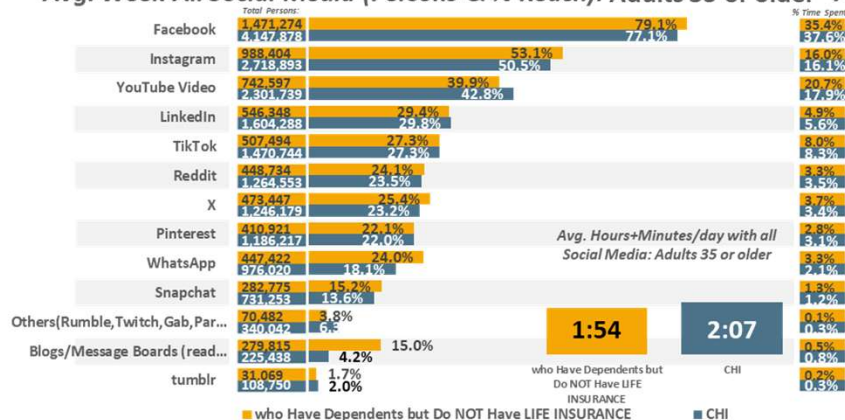
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

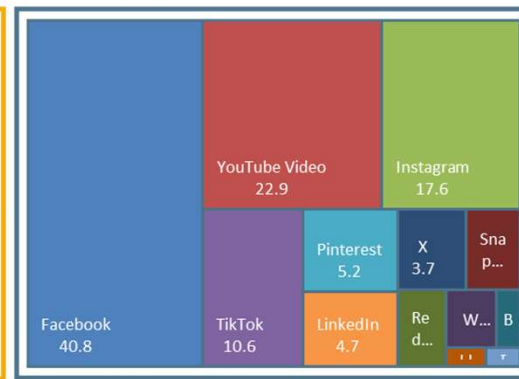
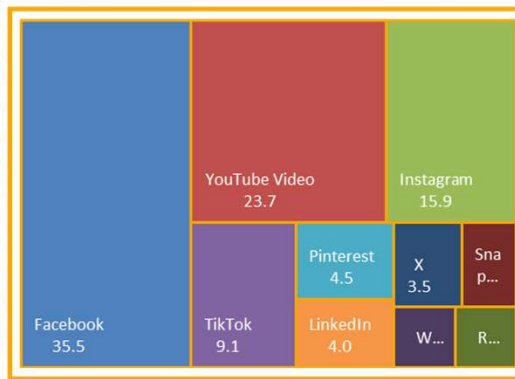
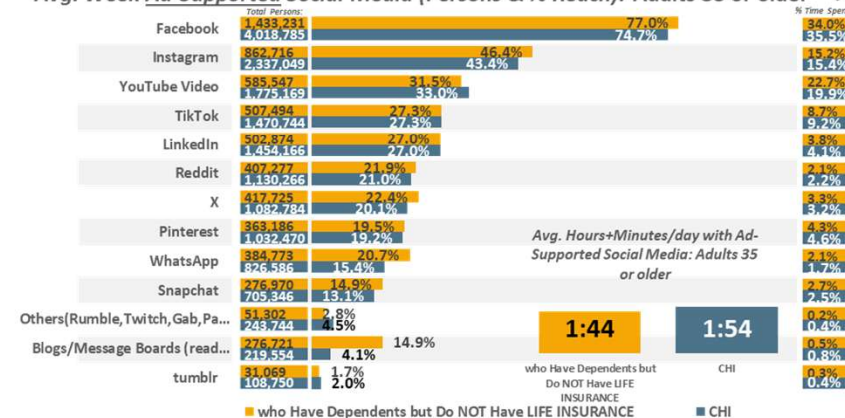


1,433,231 or 77.% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 35.5 minutes every day representing 34.% of all time spent daily with Ad-Supported Social Media.

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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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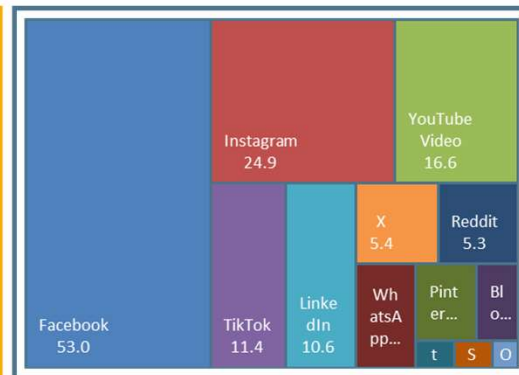
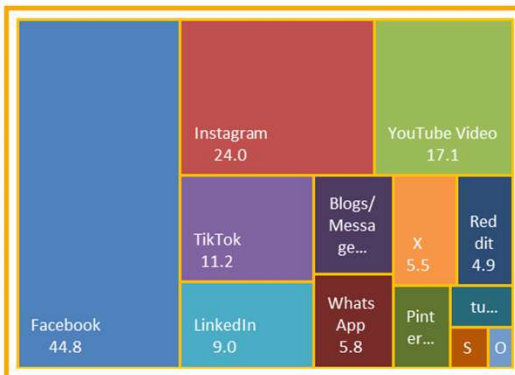
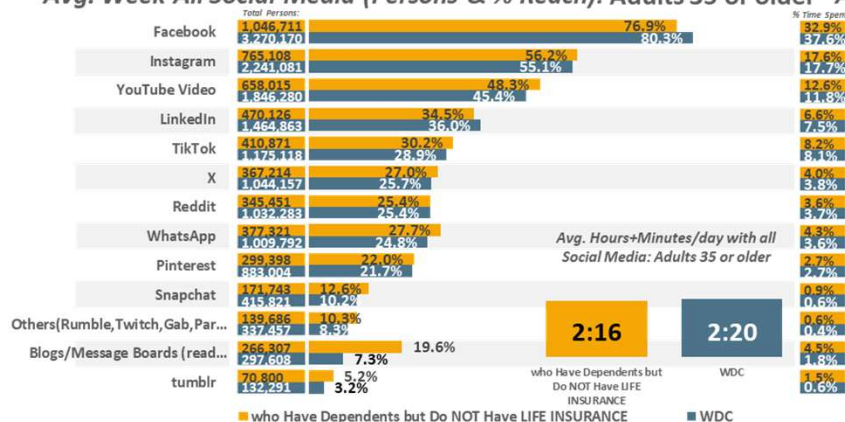
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

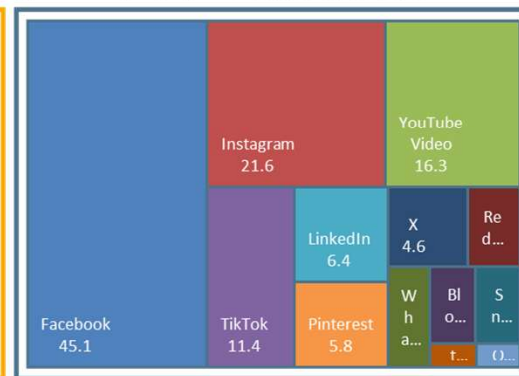
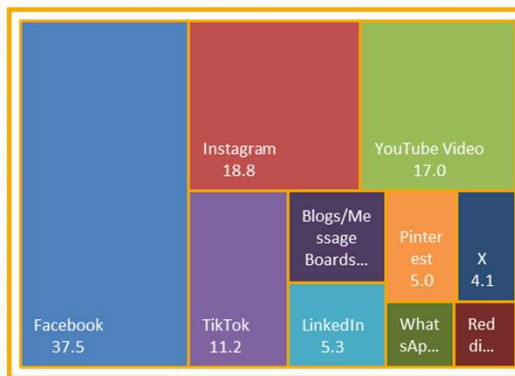
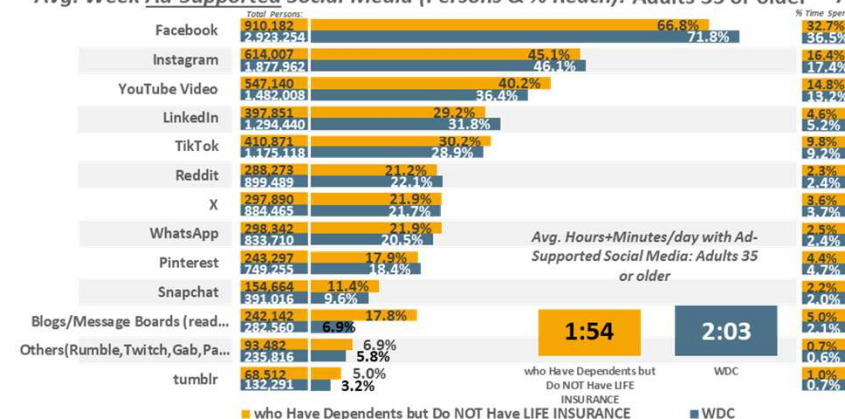


910,182 or 66.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 37.5 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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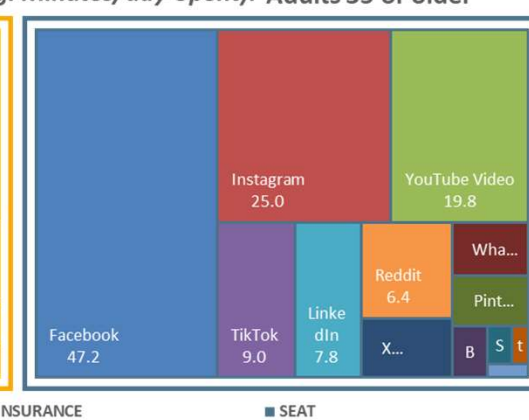
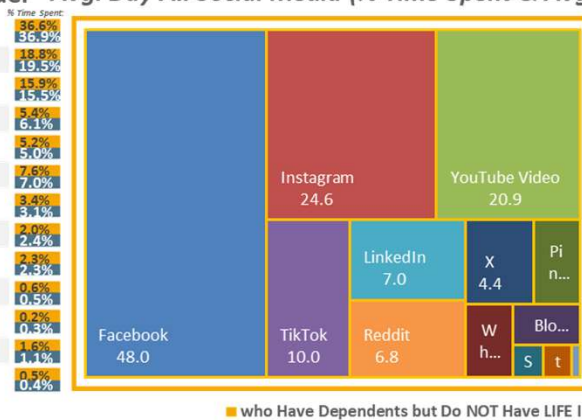
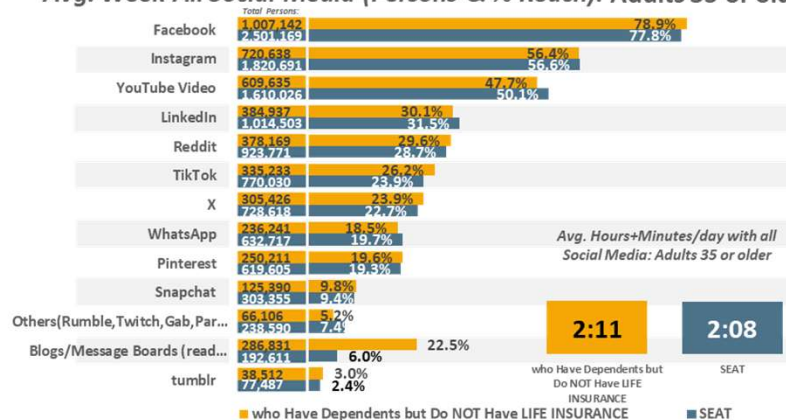
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

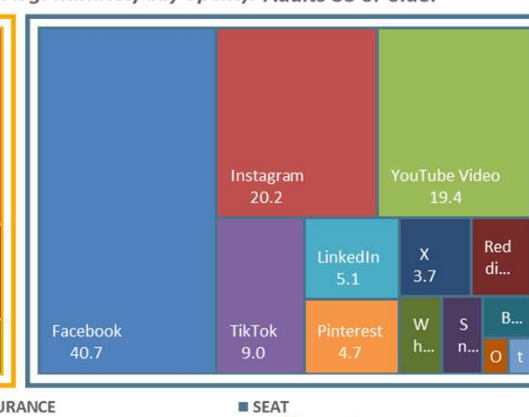
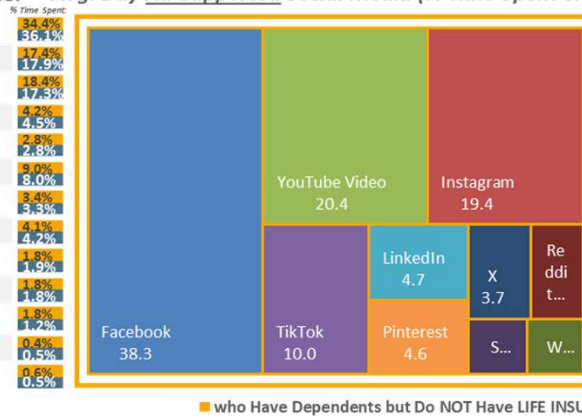
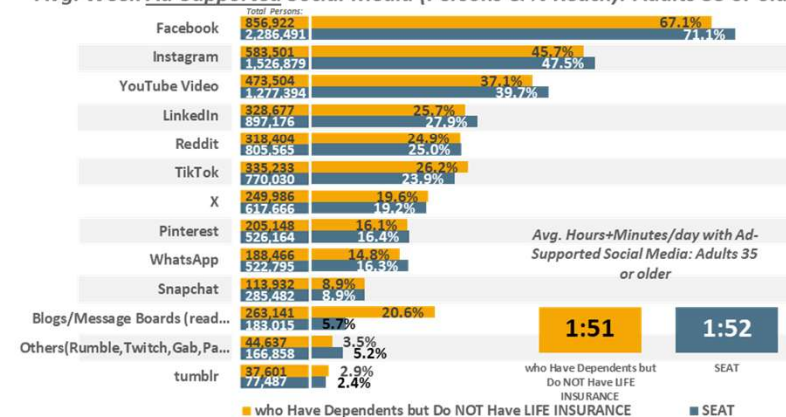


856,922 or 67.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 38.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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



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



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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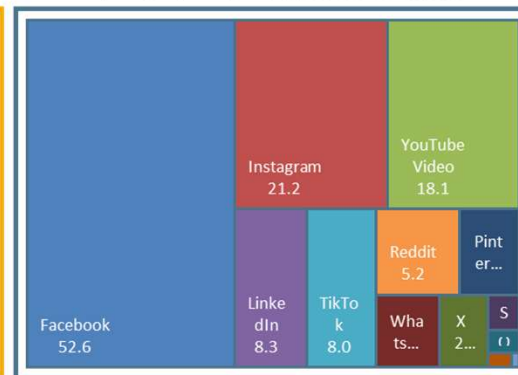
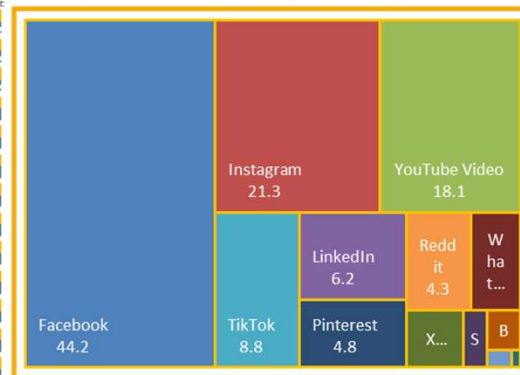
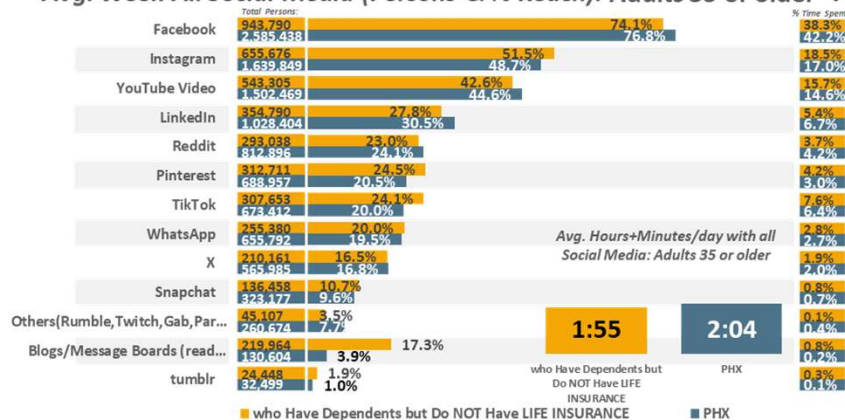
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

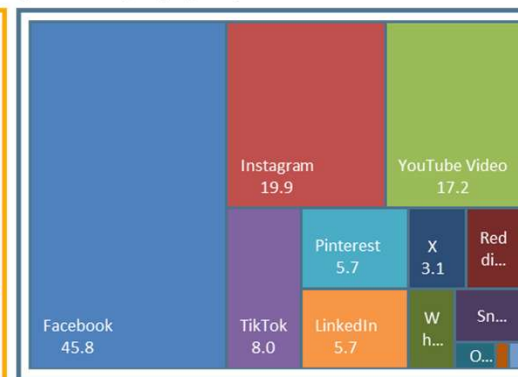
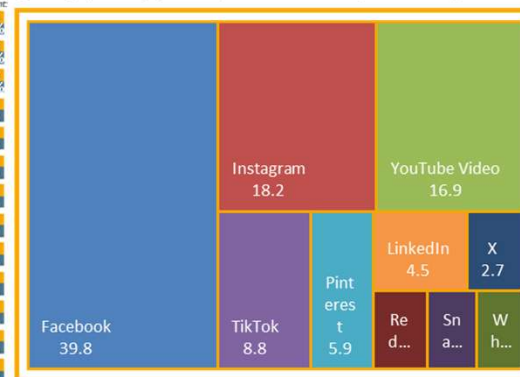
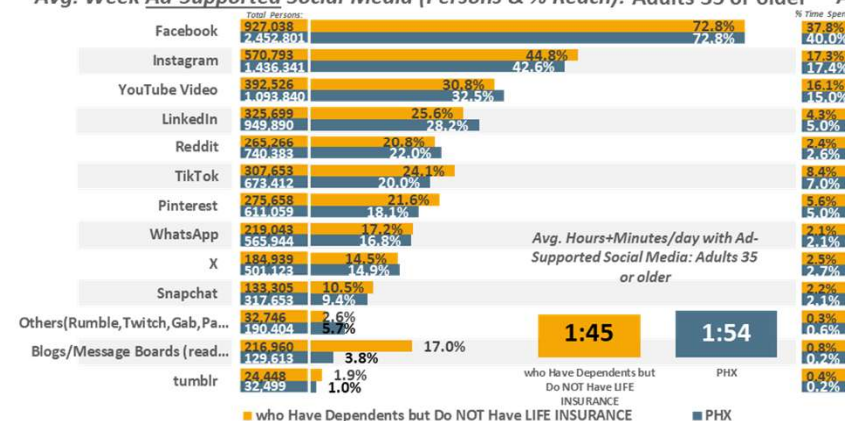


927,038 or 72.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 39.8 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

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



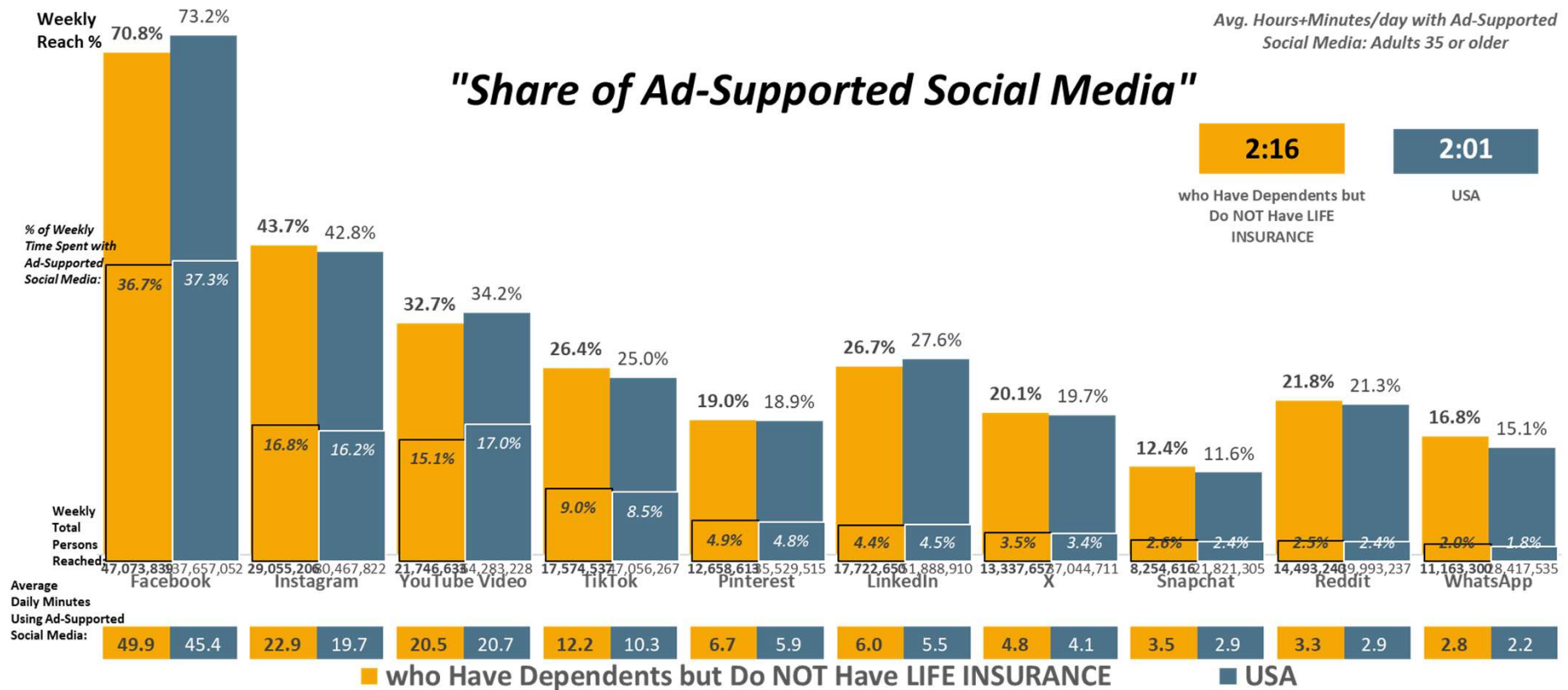
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





47,073,839 or 70.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 49.9 minutes every day representing 36.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

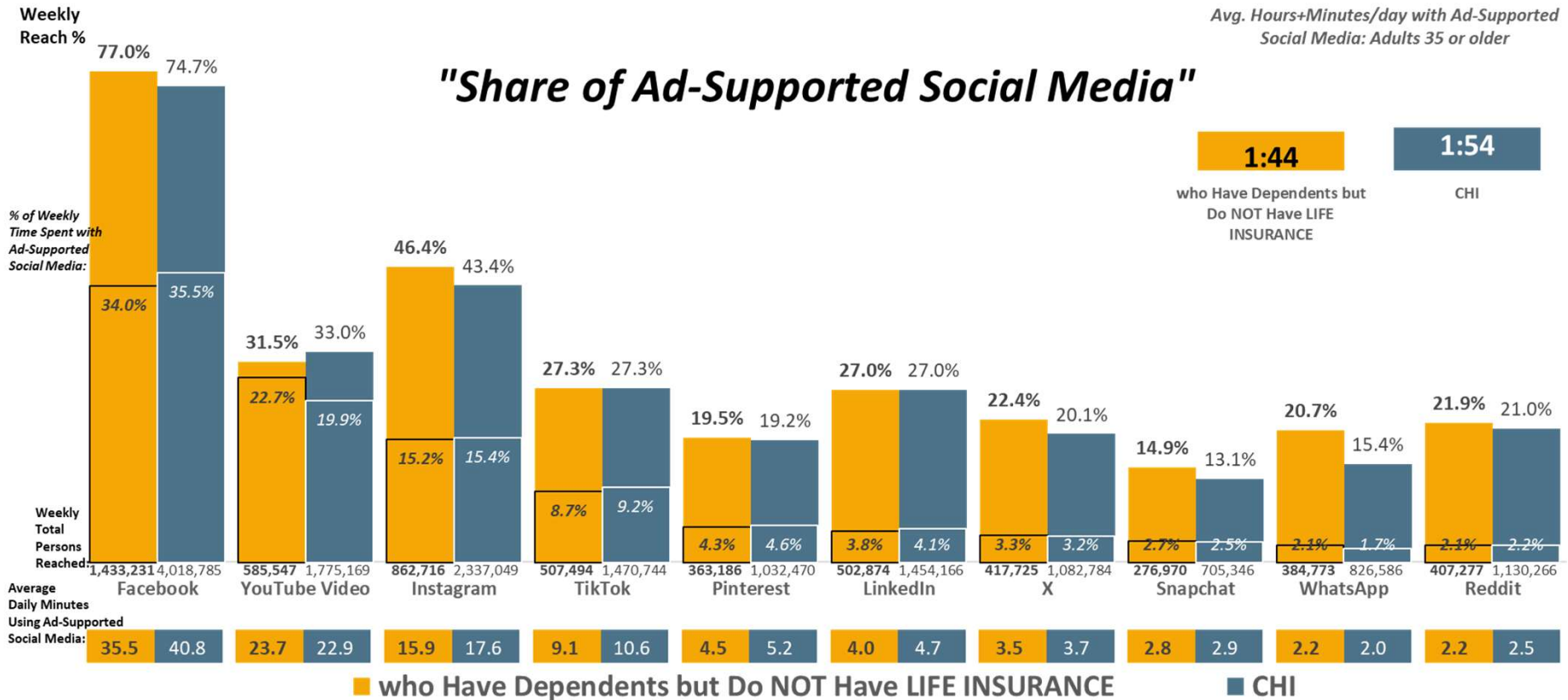
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



1,433,231 or 77.0% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 35.5 minutes every day representing 34.0% of all time spent daily with Ad-Supported Social Media.

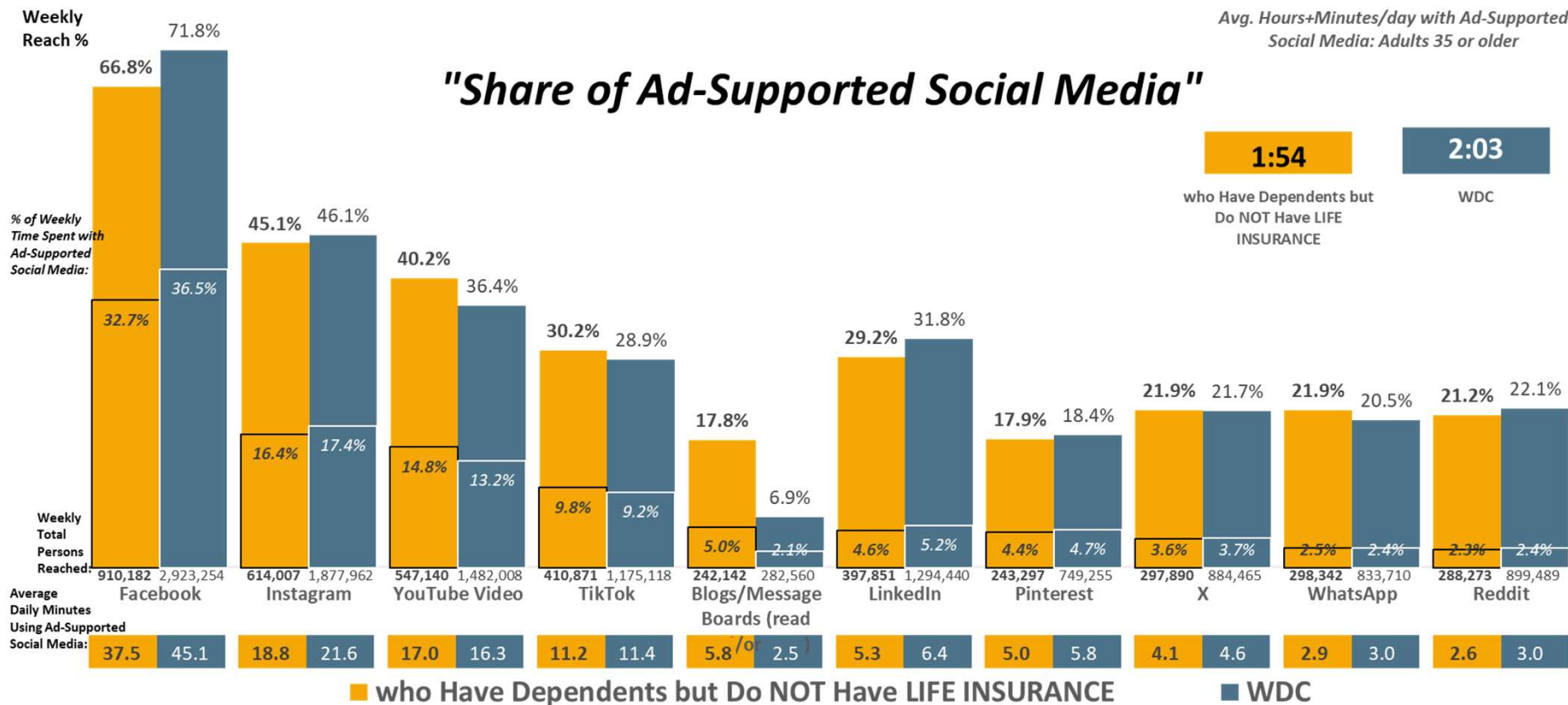
"Share of Ad-Supported Social Media"





910,182 or 66.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 37.5 minutes every day representing 32.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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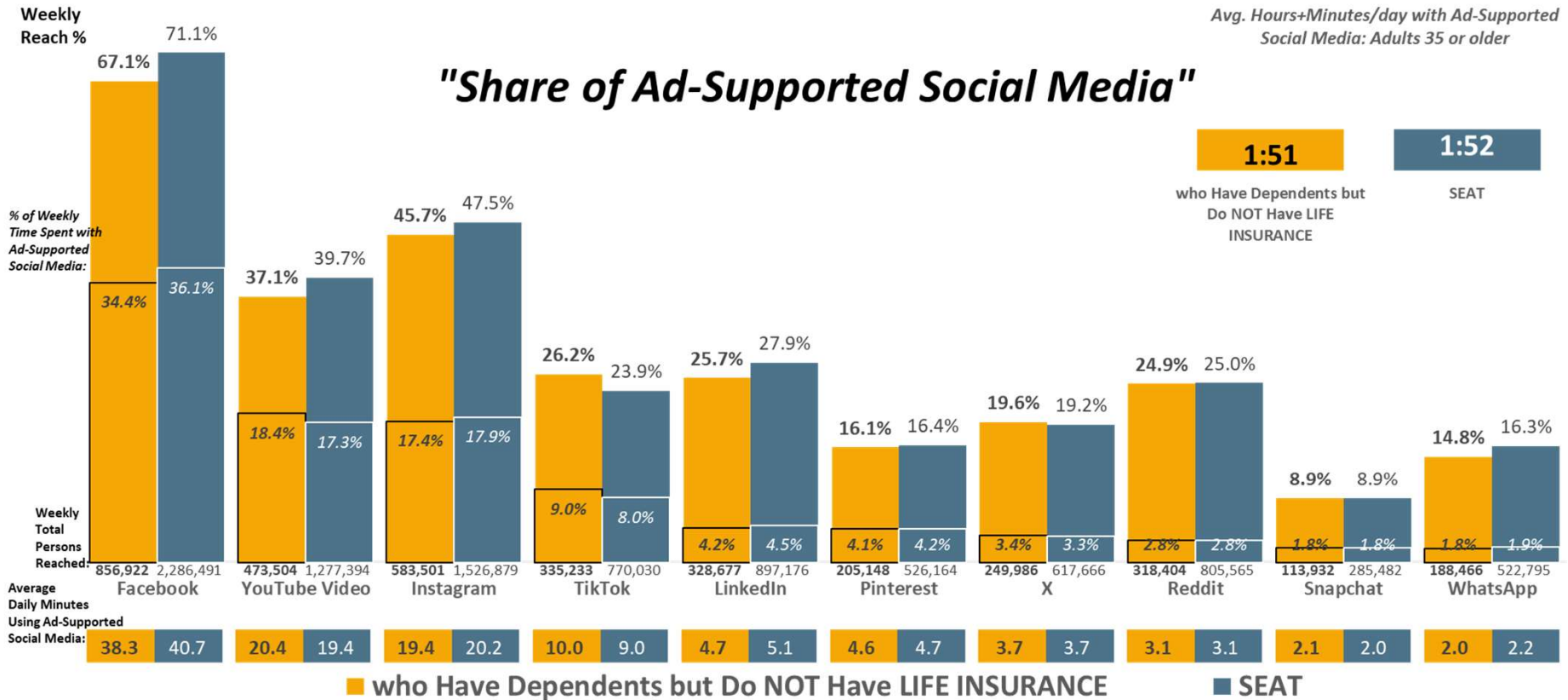
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



856,922 or 67.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 38.3 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

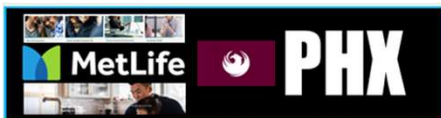
"Share of Ad-Supported Social Media"



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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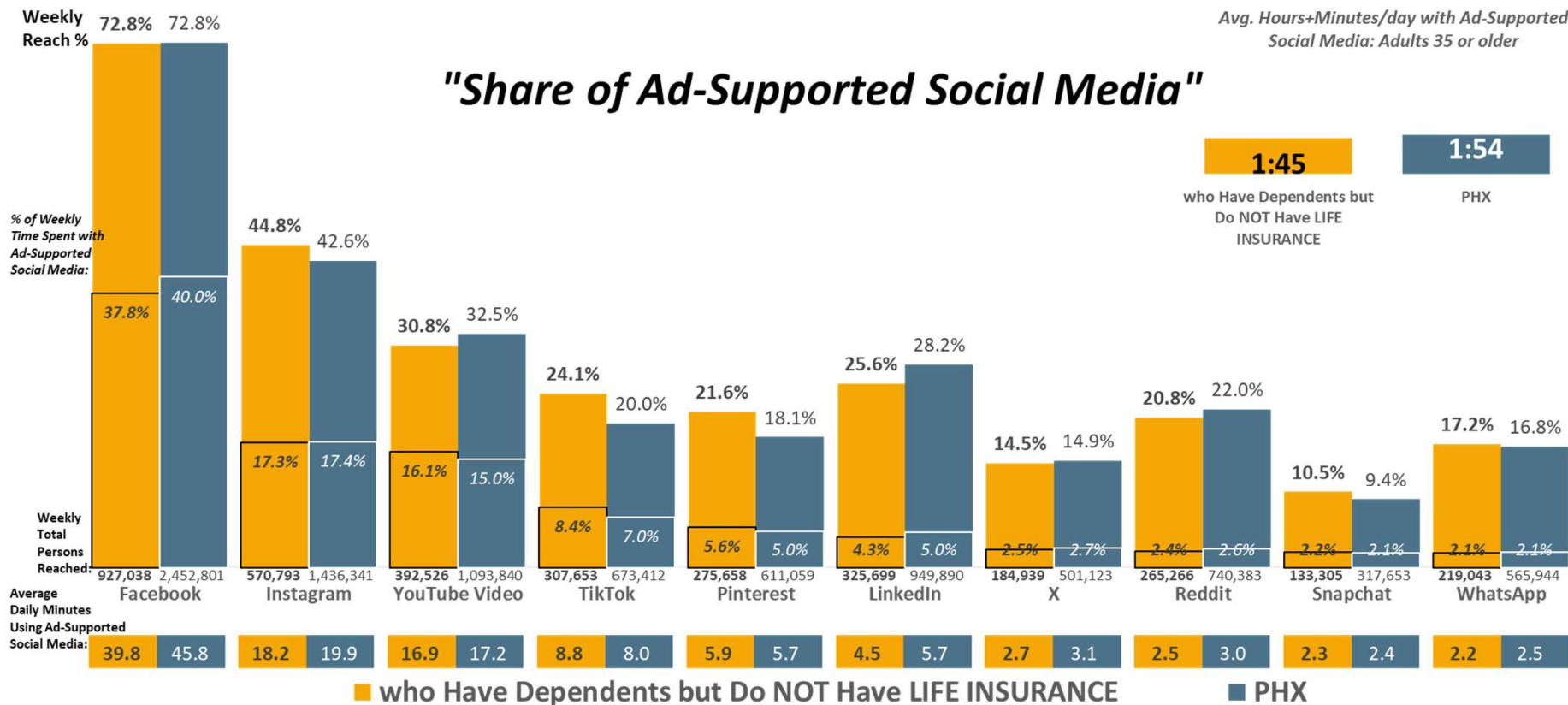
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



927,038 or 72.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE use Ad-Supported Facebook for an average of 39.8 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 874
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PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

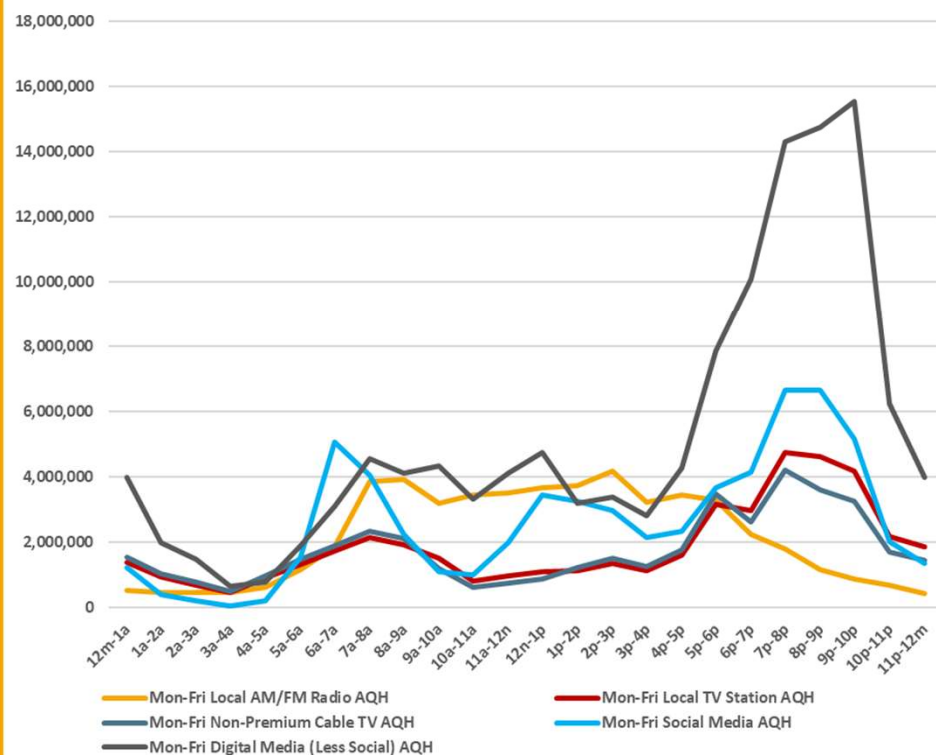
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

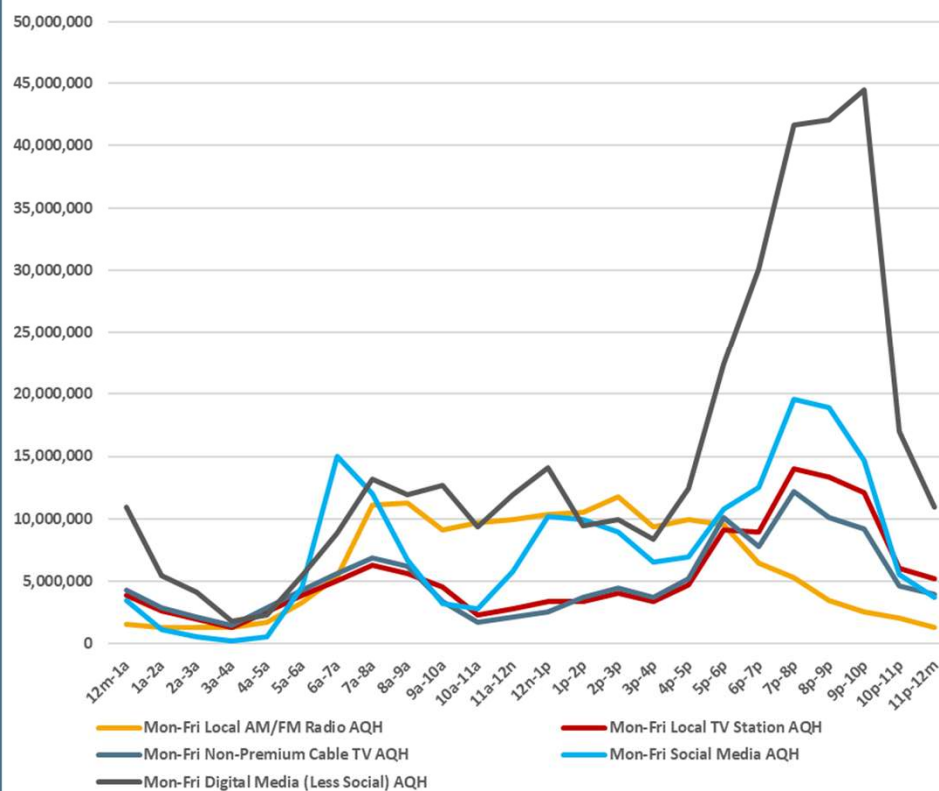


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,616,115;
Local Radio: 3,363,330; Social Media: 2,885,648; Non-Prem. Cable: 1,671,594; Local TV:
1,666,098 reaching Adults 35 or older who Have Dependents but Do NOT Hav

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Have Dependents but Do NOT Have
LIFE INSURANCE*



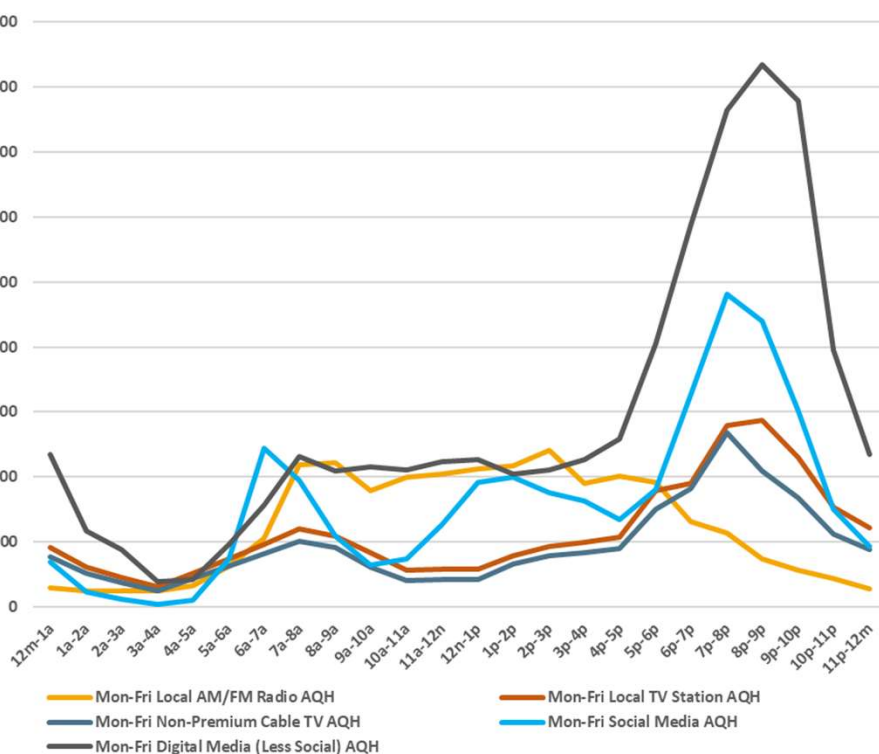
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Adults 35 or older*



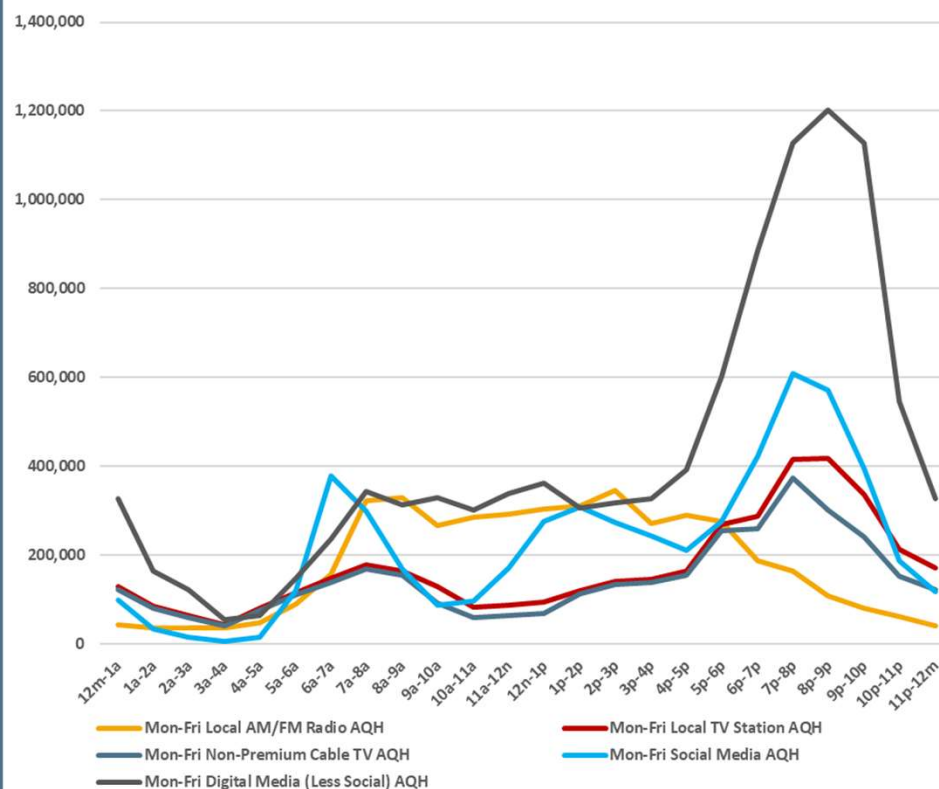


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 129,513;
Local Radio: 96,761; Social Media: 84,048; Local TV: 51,244; Non-Prem. Cable: 42,802
reaching Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURAN

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Have Dependents but Do NOT Have
LIFE INSURANCE*



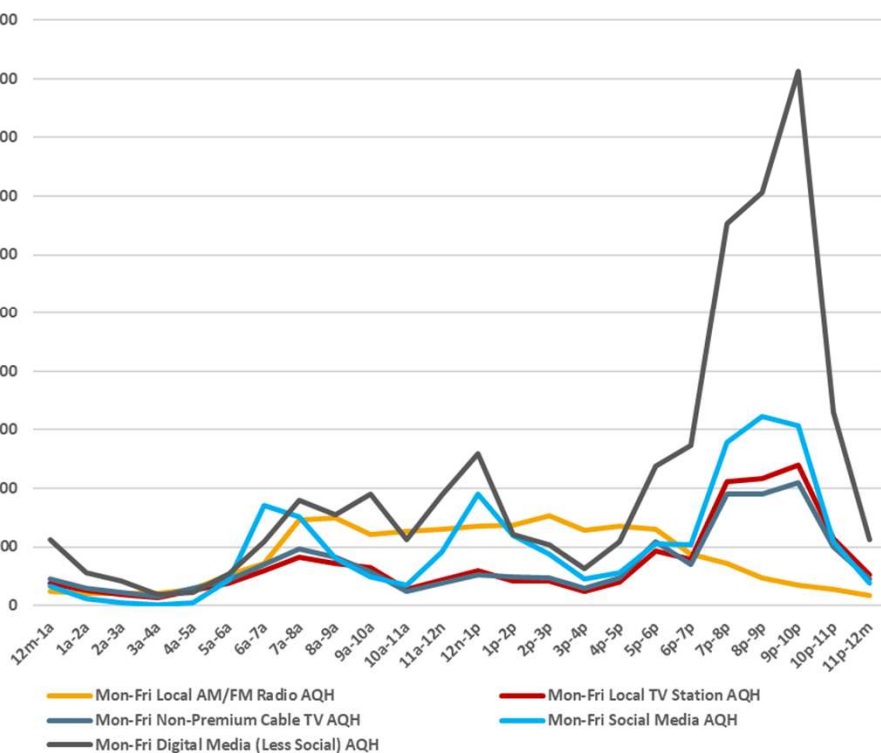
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 35 or older*



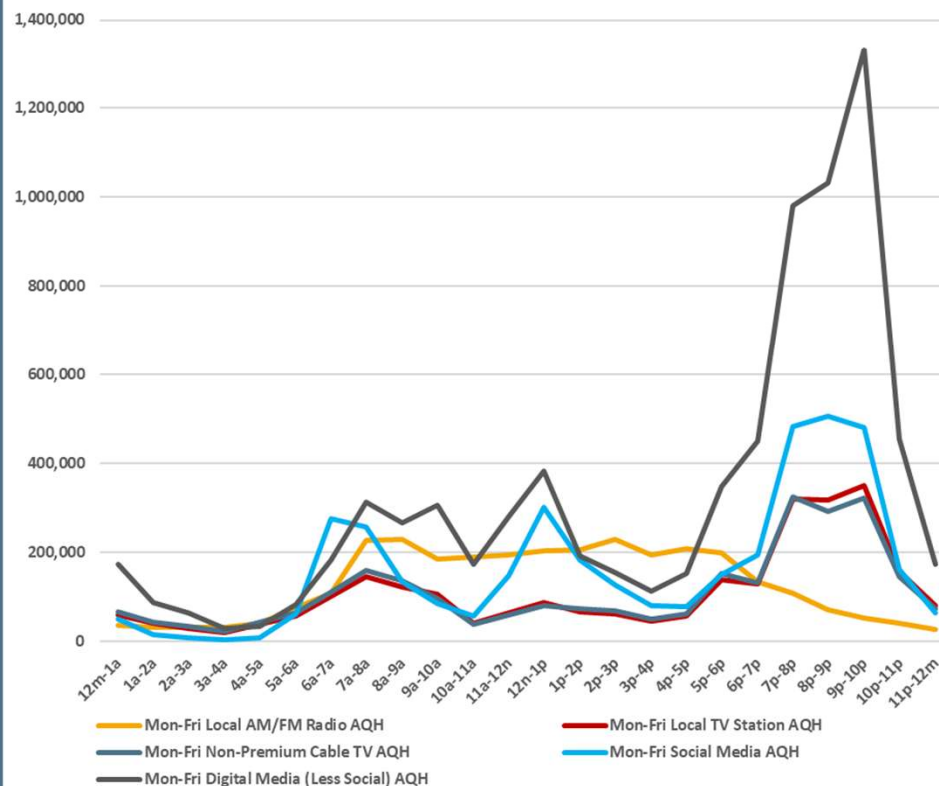


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 80,843;
Local Radio: 63,541; Social Media: 49,416; Non-Prem. Cable: 29,680; Local TV: 28,064
reaching Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANC

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Have Dependents but Do NOT Have
LIFE INSURANCE



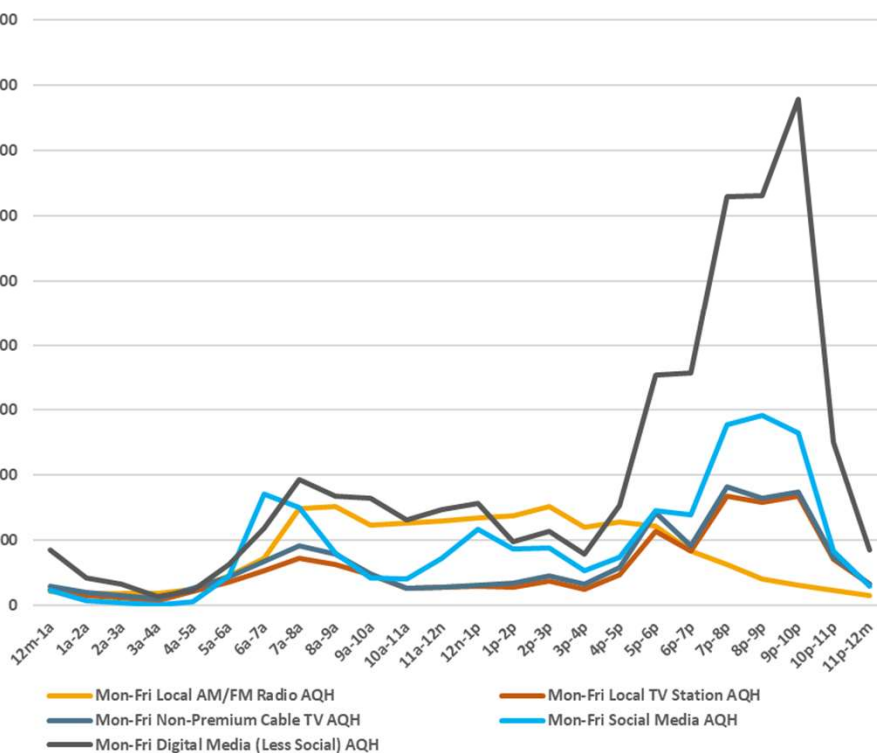
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC DMA Adults 35 or older



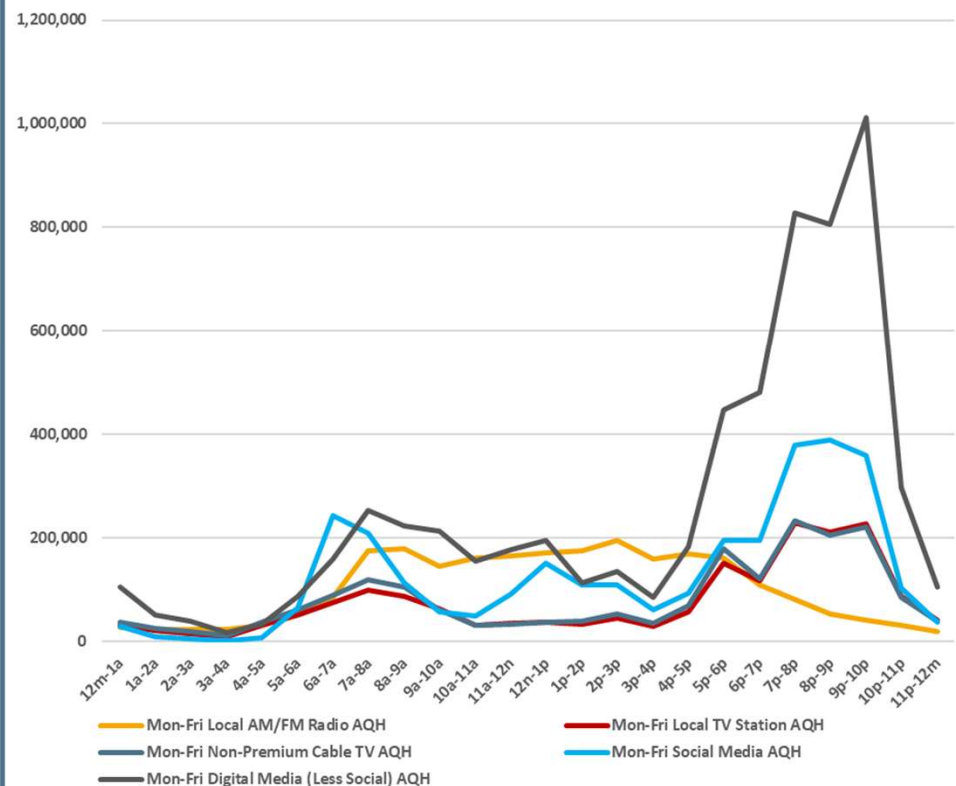


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 85,909; Local Radio: 62,718; Social Media: 48,522; Non-Prem. Cable: 29,945; Local TV: 25,168 reaching Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Have Dependents but Do NOT Have
LIFE INSURANCE**



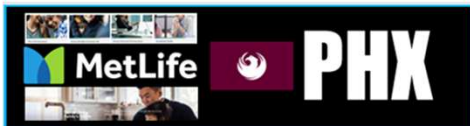
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEAT Metro Area Adults 35 or older**



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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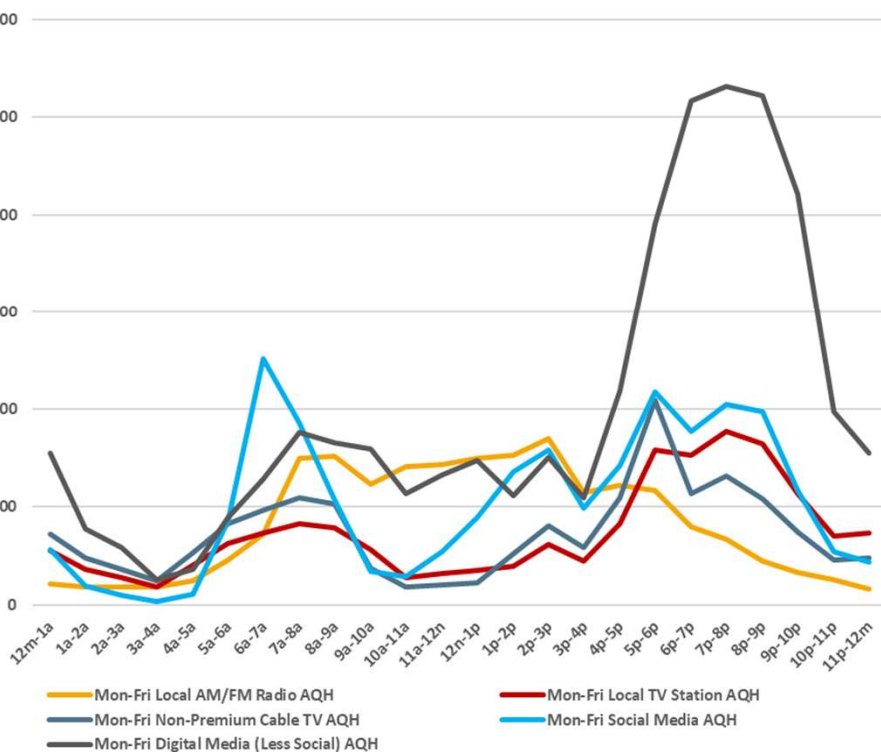
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

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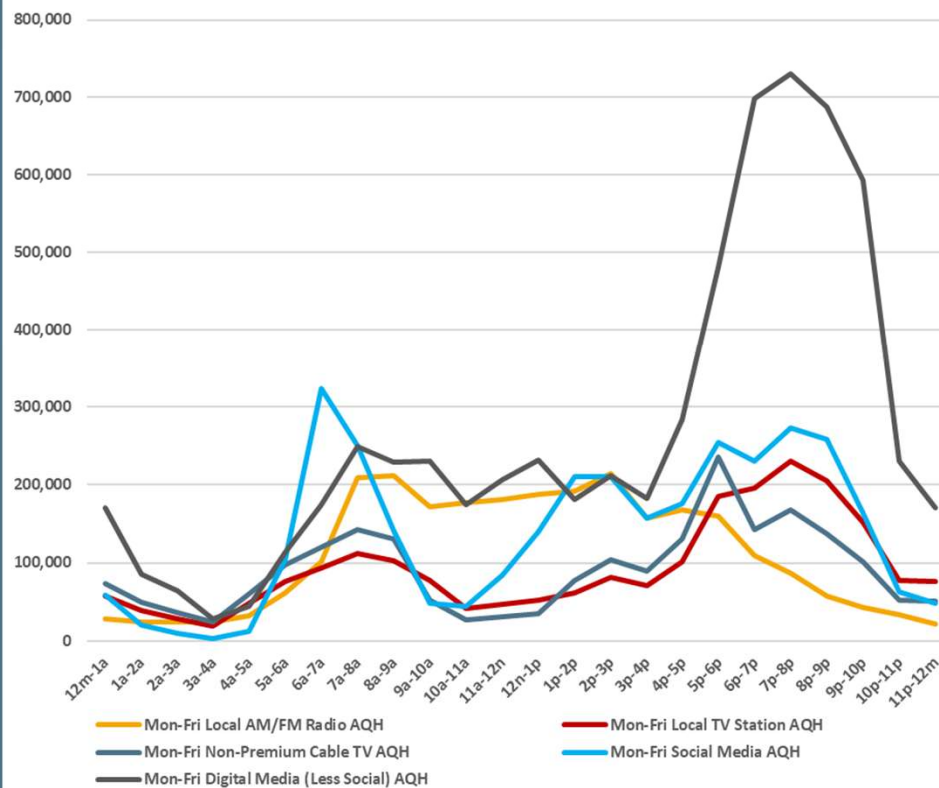


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 97,113;
Local Radio: 64,904; Social Media: 64,674; Non-Prem. Cable: 39,734; Local TV: 35,630
reaching Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Have Dependents but Do NOT Have
LIFE INSURANCE*



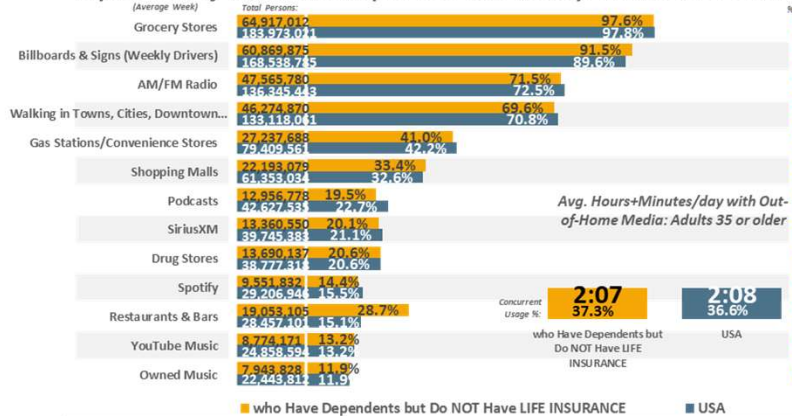
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 35 or older*



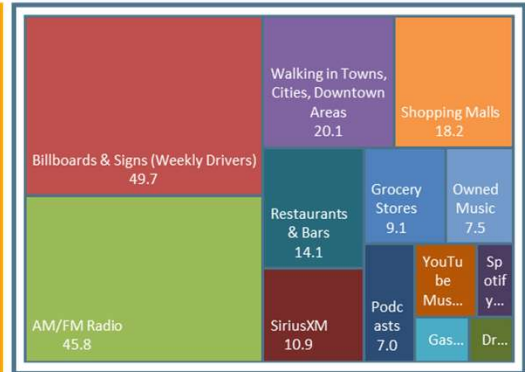
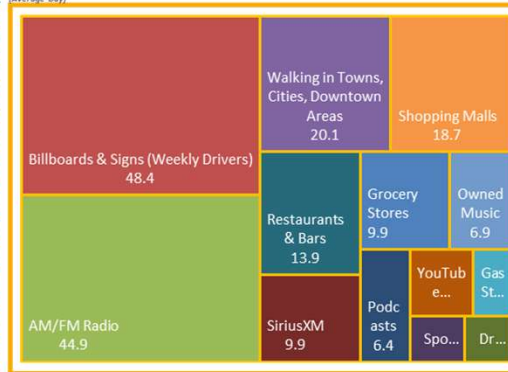


60,869,875 or 91.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 48.4 minutes per day driving, seeing Billboards and Signs. 69.% Listen to Local Radio Stations Out-of-Home for an average of 41.7 minutes/day.

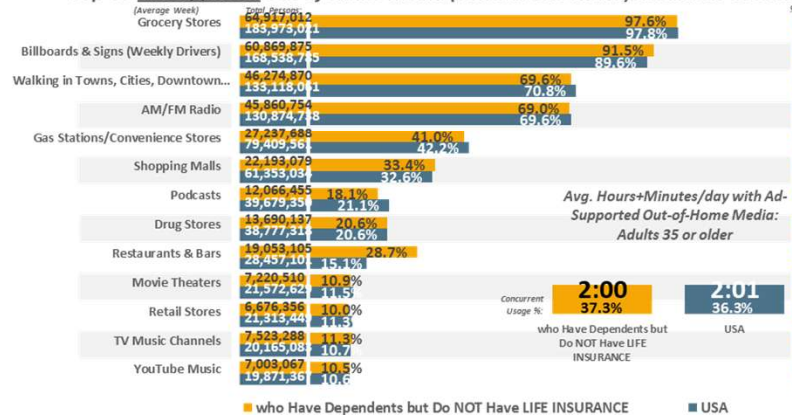
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



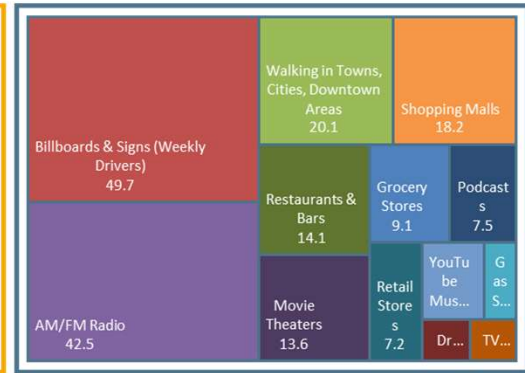
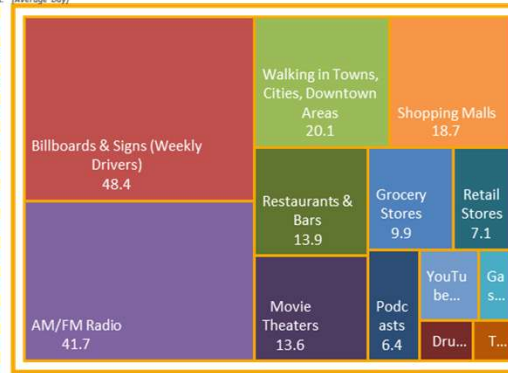
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

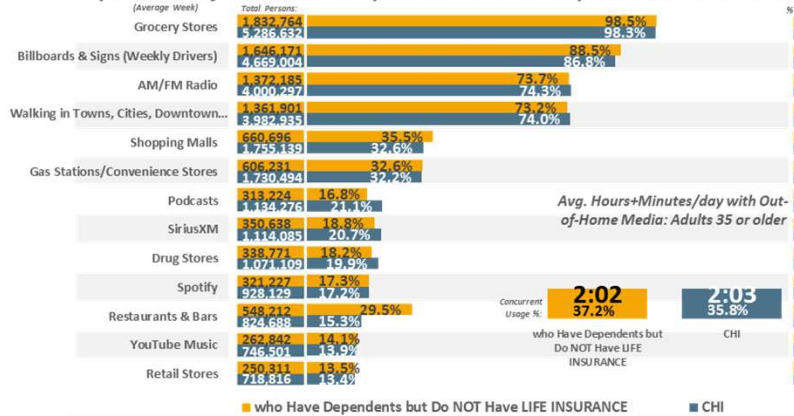
soeafa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

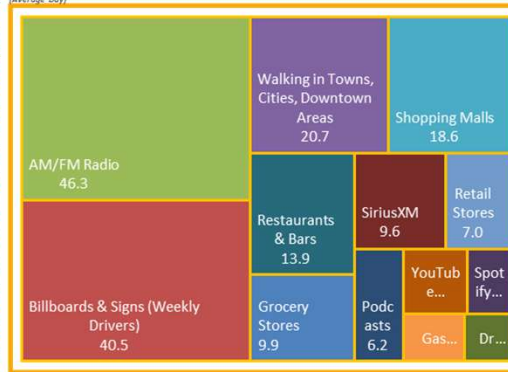


1,646,171 or 88.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 40.5 minutes per day driving, seeing Billboards and Signs. 71.3% Listen to Local Radio Stations Out-of-Home for an average of 43. minutes/day.

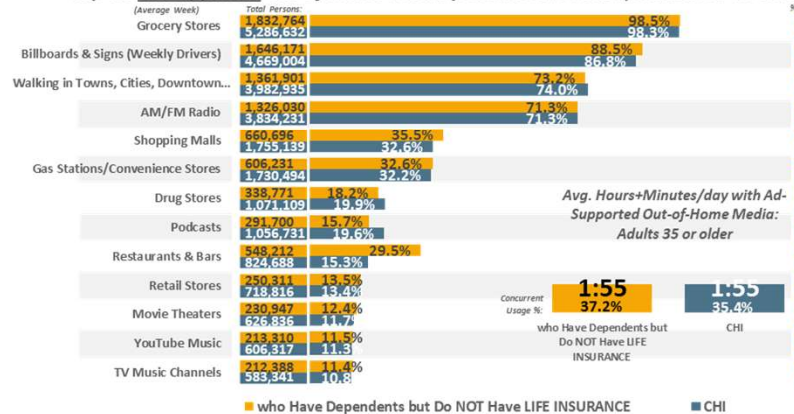
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



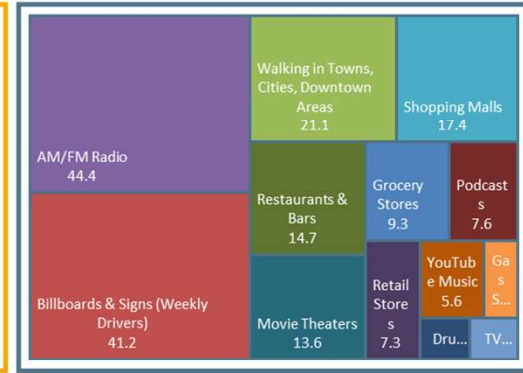
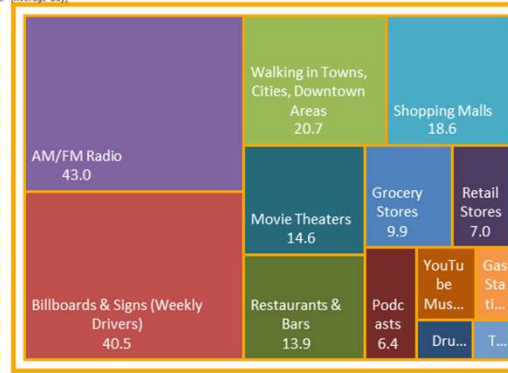
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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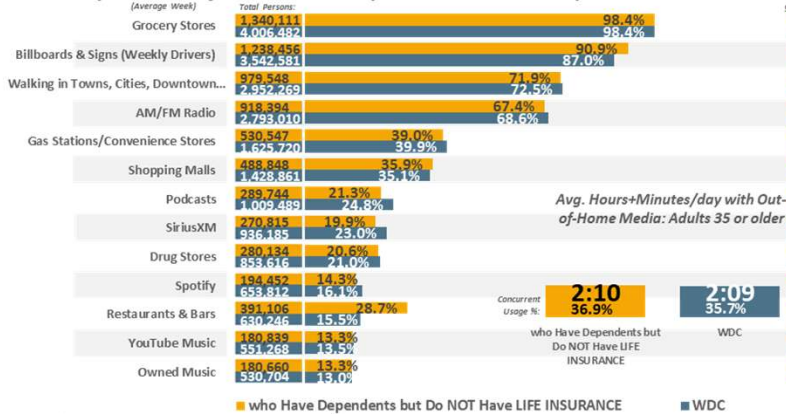
soeafa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

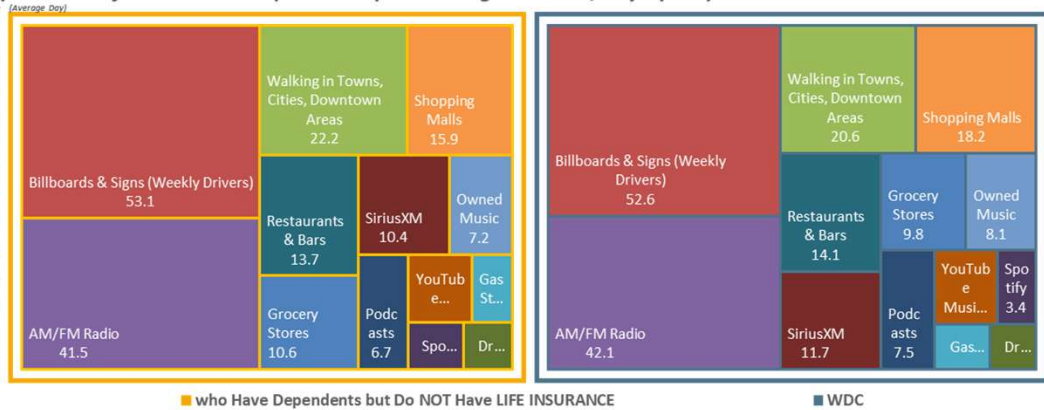


1,238,456 or 90.9% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 64.7% Listen to Local Radio Stations Out-of-Home for an average of 38.5 minutes/day.

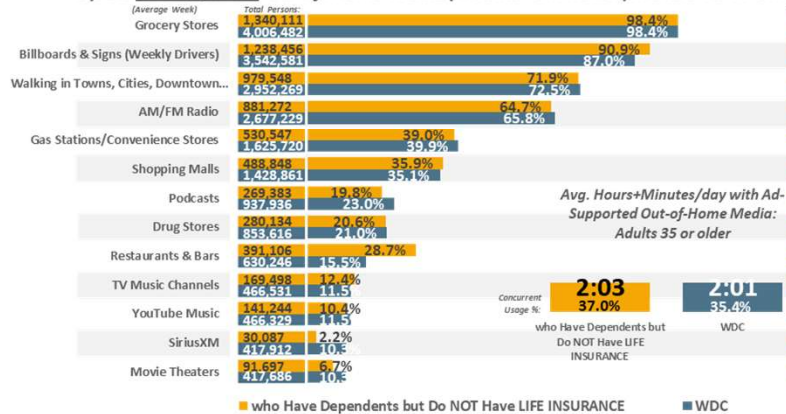
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



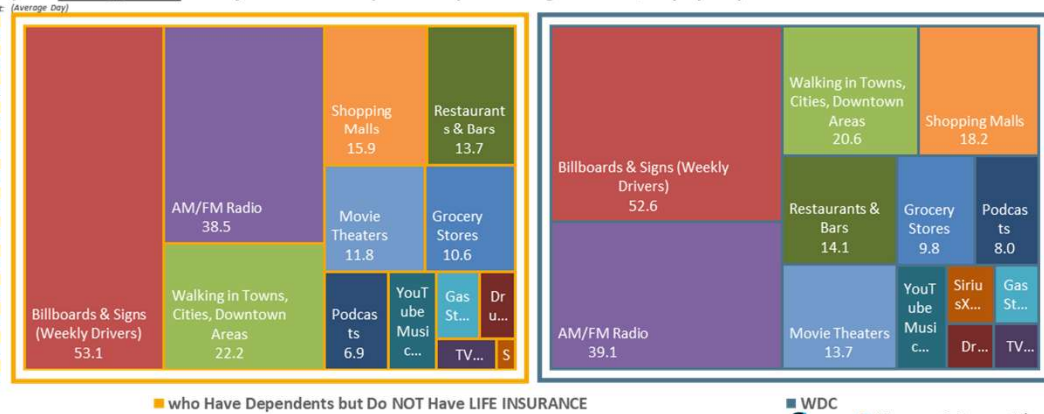
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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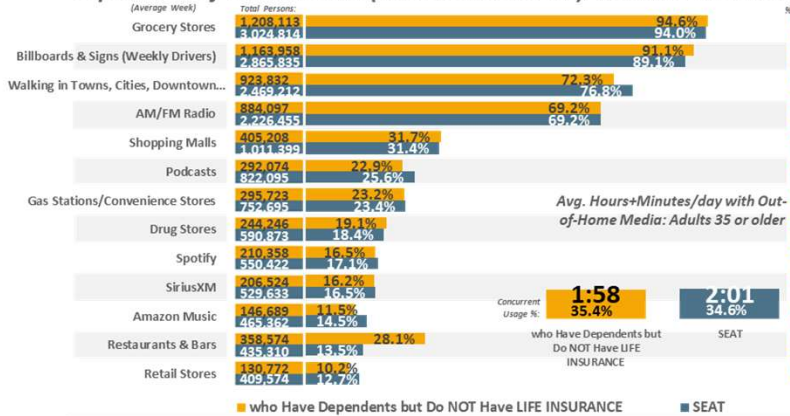
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

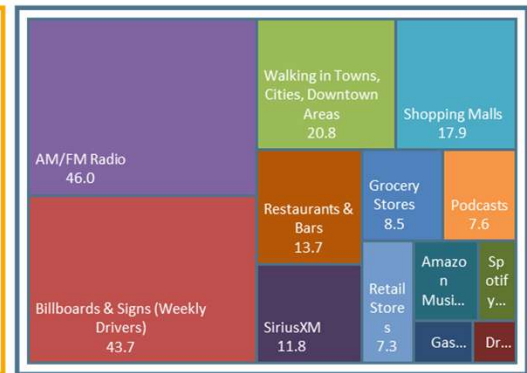
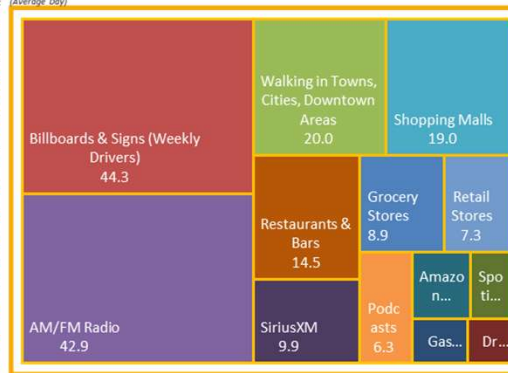


1,163,958 or 91.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 44.3 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minutes/day.

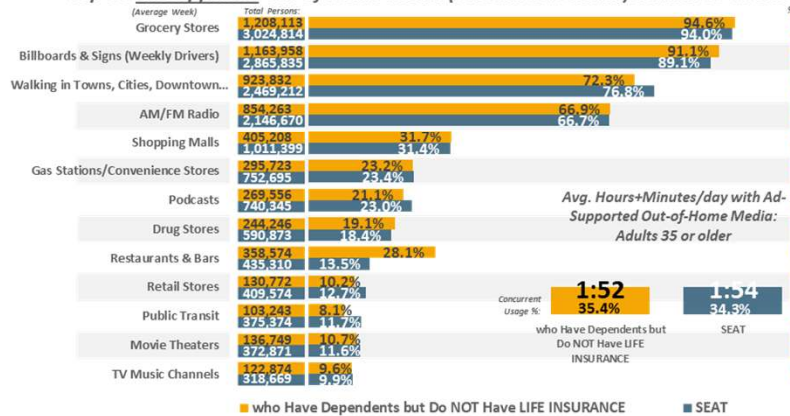
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



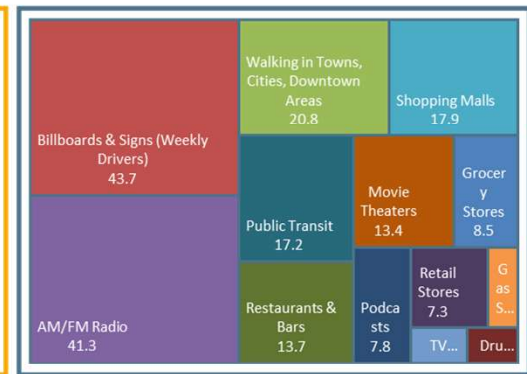
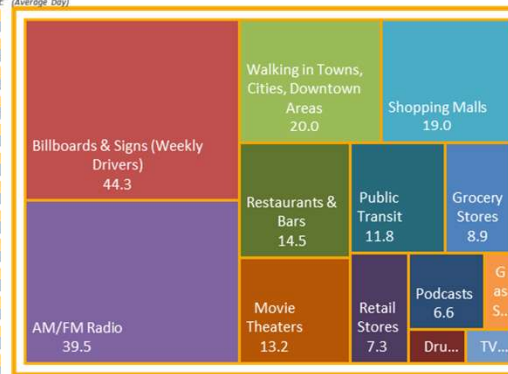
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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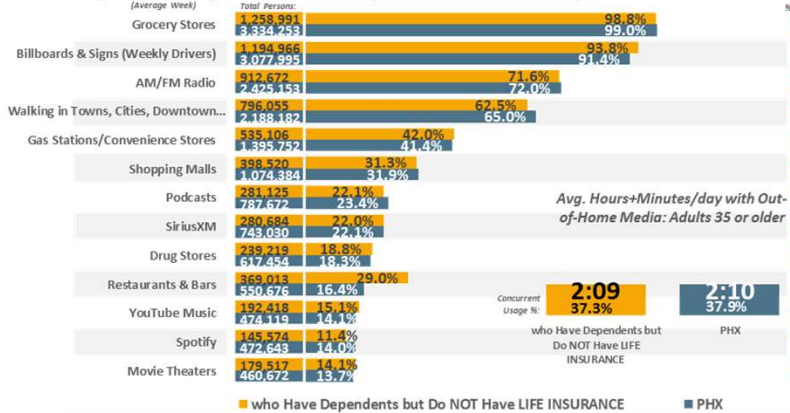
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

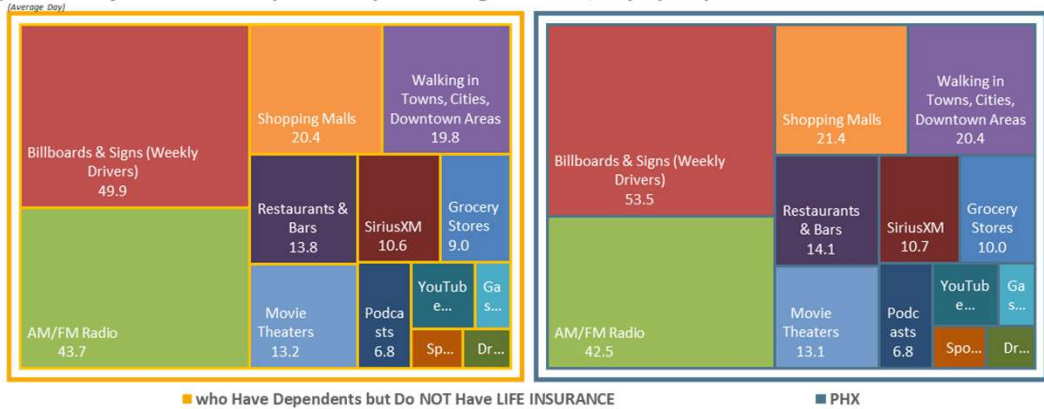


1,194,966 or 93.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 49.9 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 41. minutes/day.

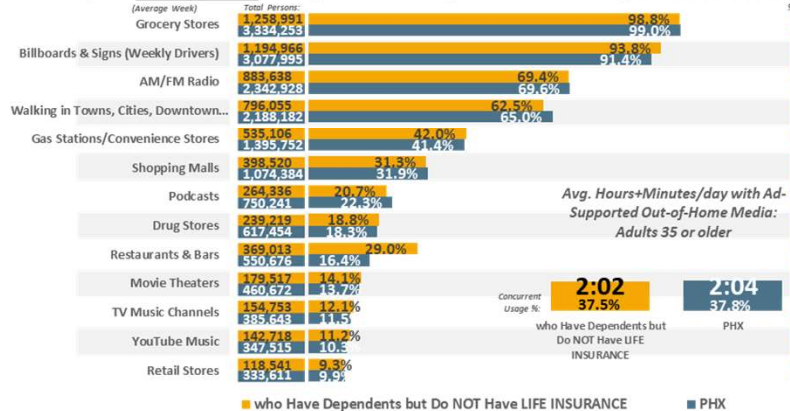
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



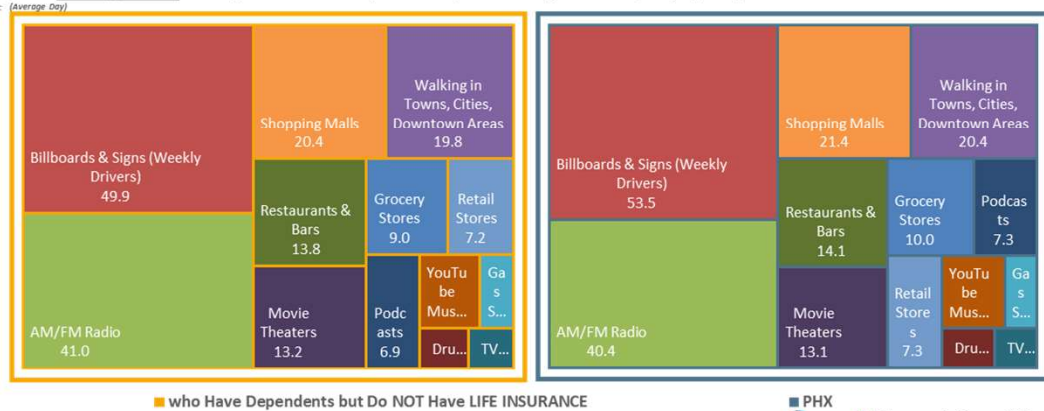
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 874
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

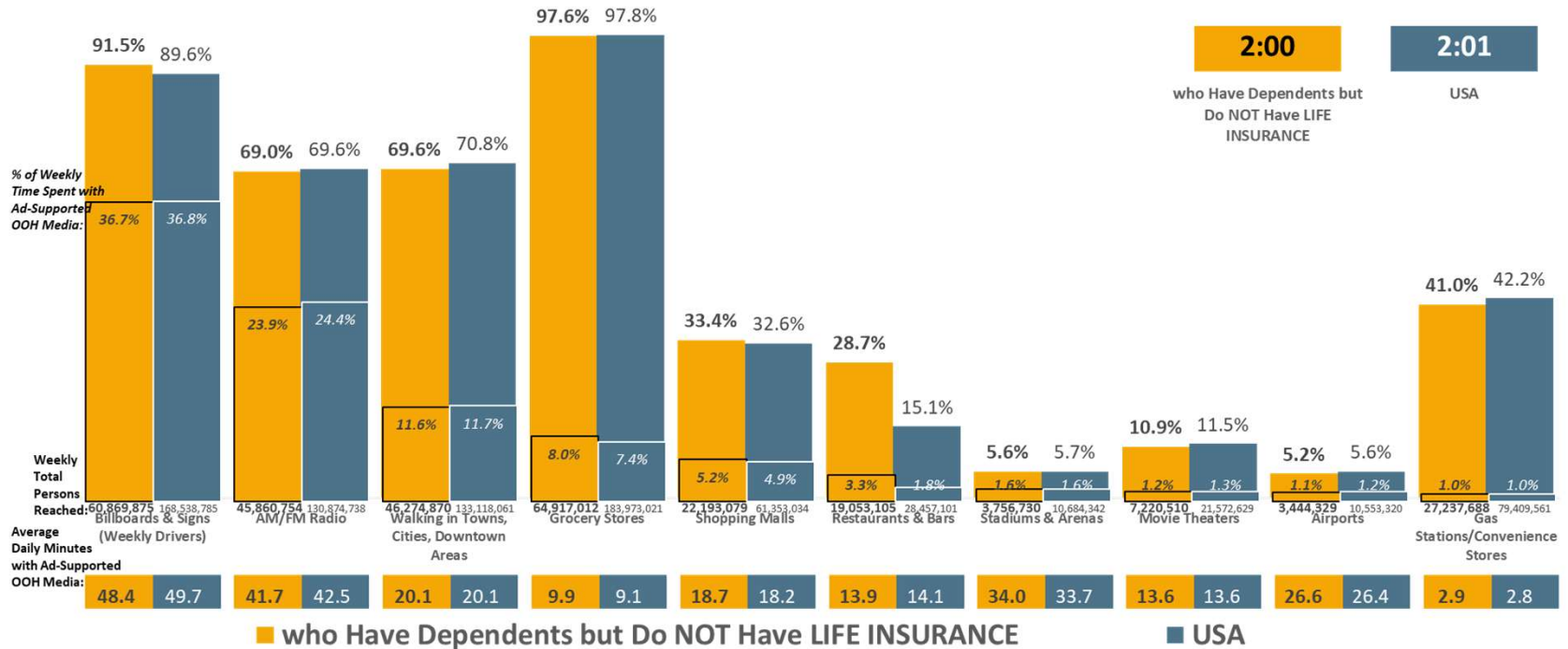


60,869,875 or 91.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 48.4 minutes per day driving, seeing Billboards and Signs representing 36.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 8,096
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

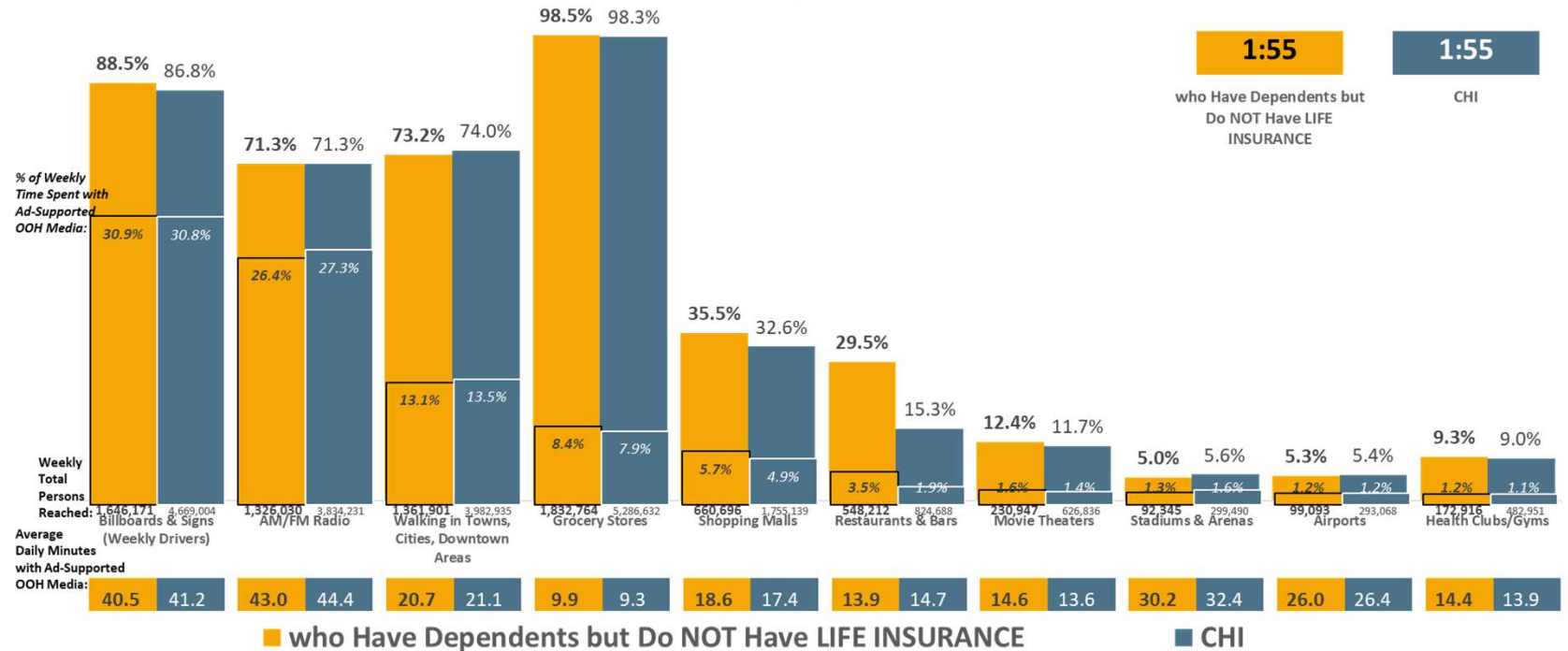


1,646,171 or 88.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 40.5 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281 CHICAGO DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 4,186
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soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

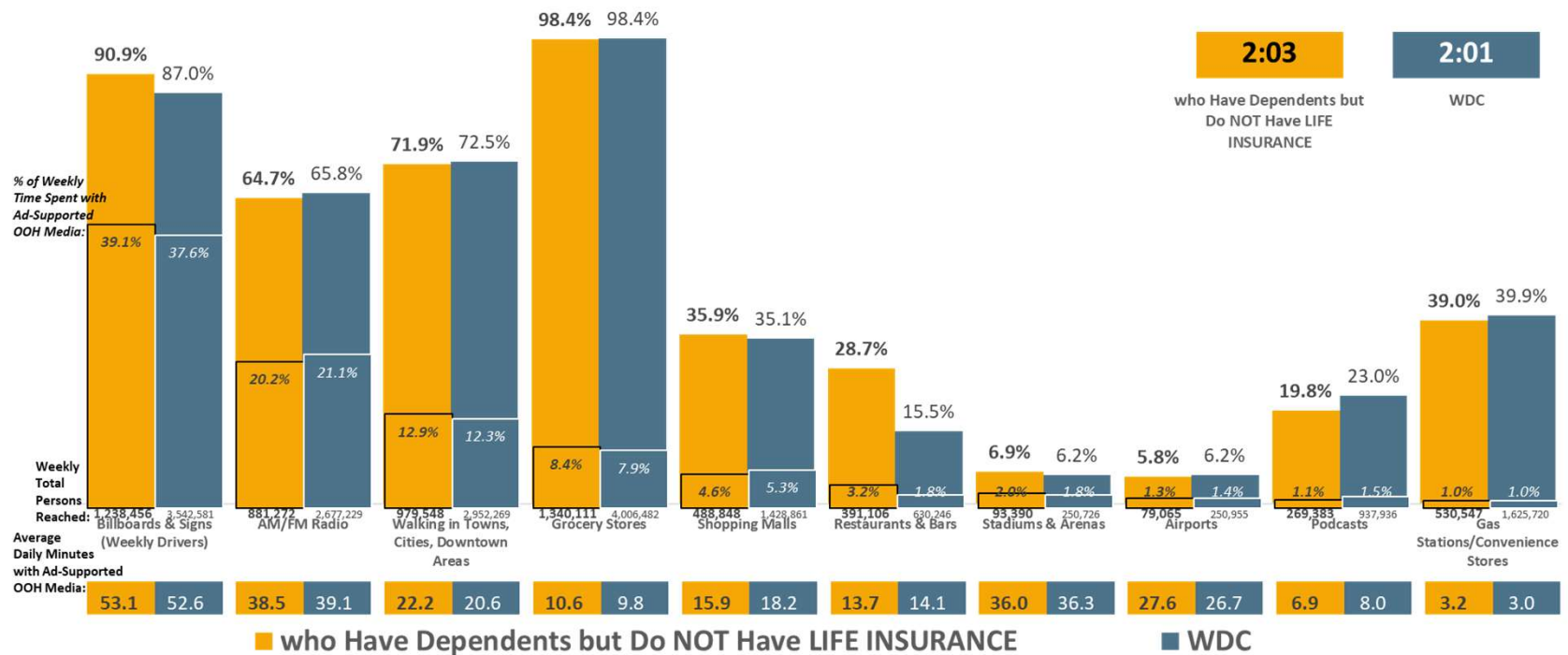


1,238,456 or 90.9% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:03

who Have Dependents but Do NOT Have LIFE INSURANCE

2:01

WDC

WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730 WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 5,919
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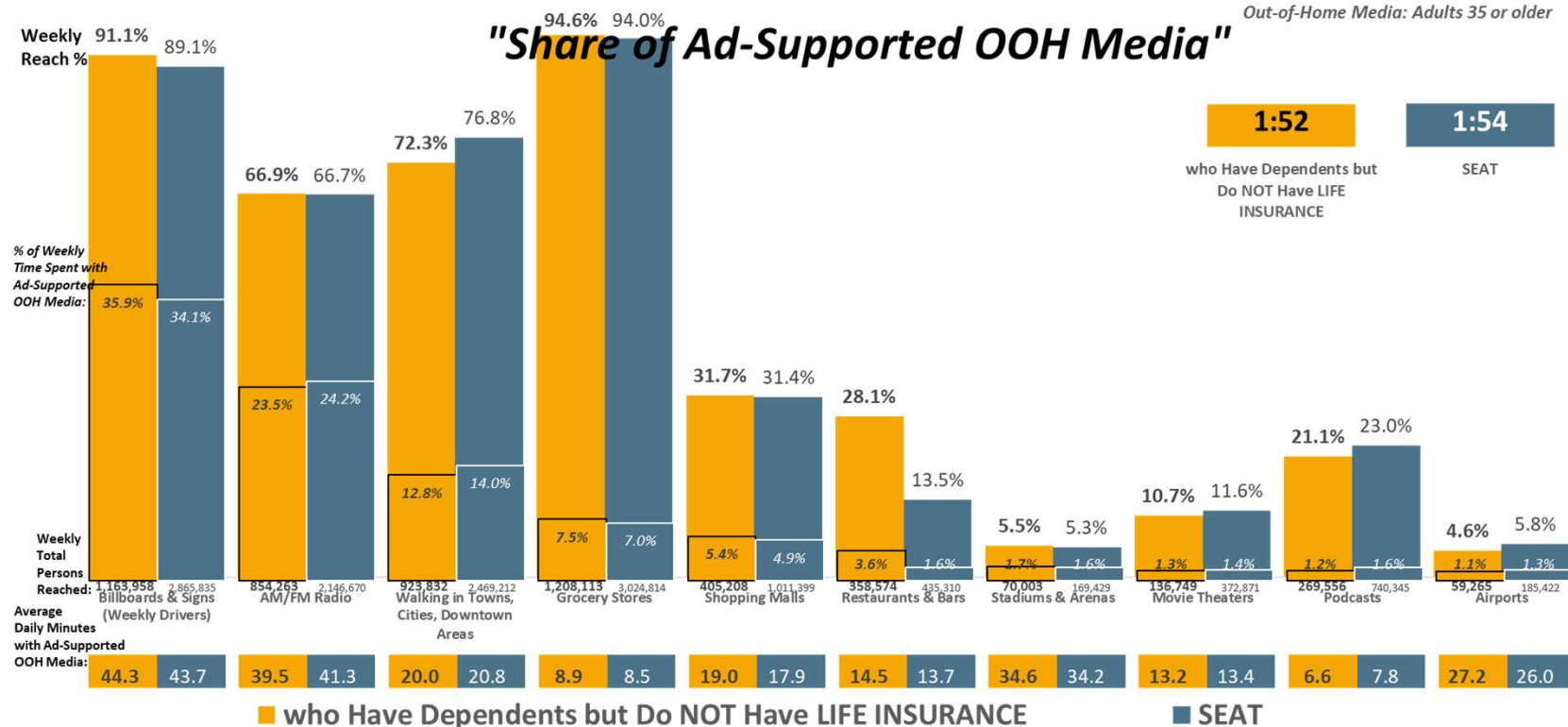
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



1,163,958 or 91.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 44.3 minutes per day driving, seeing Billboards and Signs representing 35.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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



1:52
 who Have Dependents but Do NOT Have LIFE INSURANCE
1:54
 SEAT

SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405 SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 3,986
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

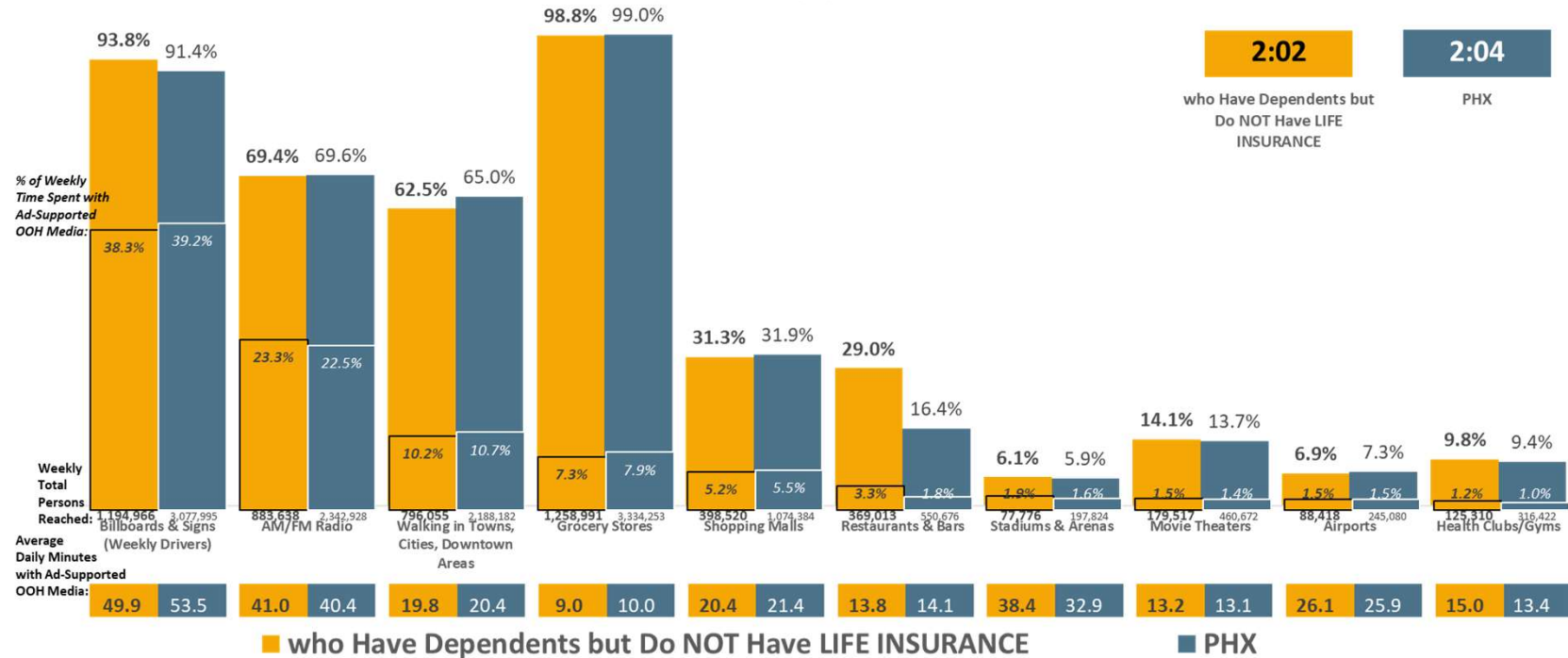


1,194,966 or 93.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 49.9 minutes per day driving, seeing Billboards and Signs representing 38.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 874 PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,520

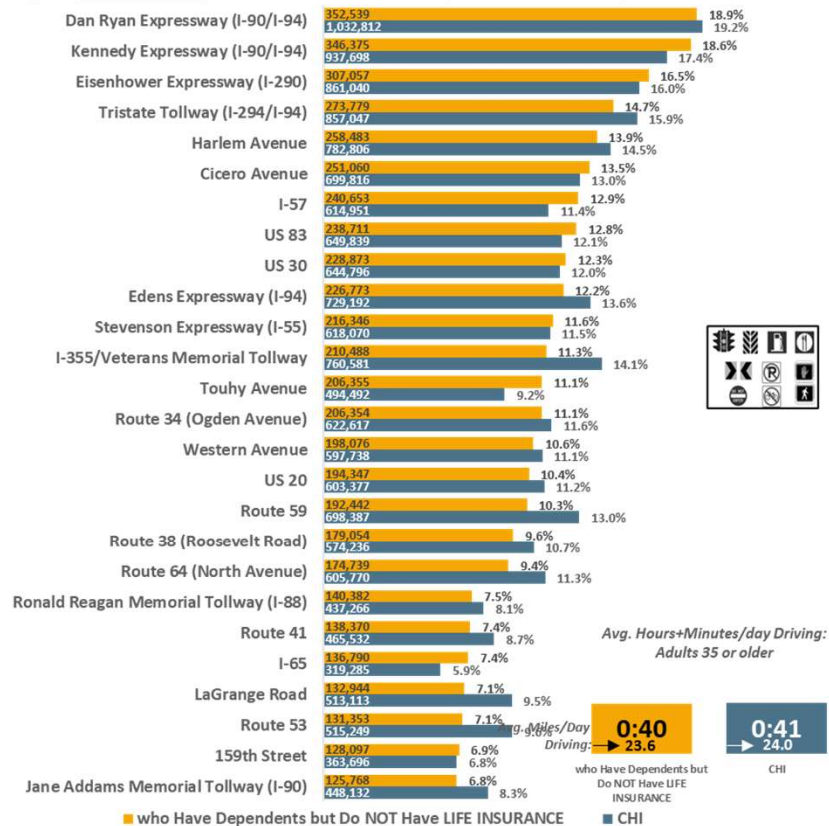
soefa.ai Share of Everything for Anything

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

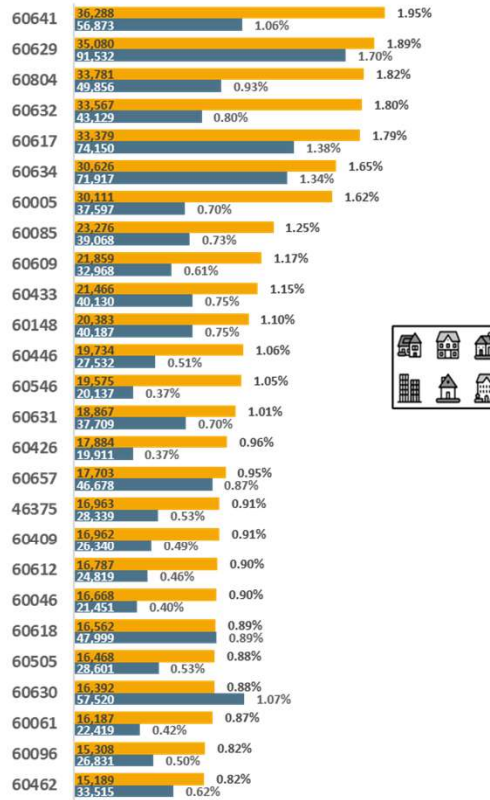


1,646,171 or 88.5% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 40.5 minutes per day driving an average of 23.6 miles each day and are 20.7% more likely to use Touhy Avenue than the Metro average.

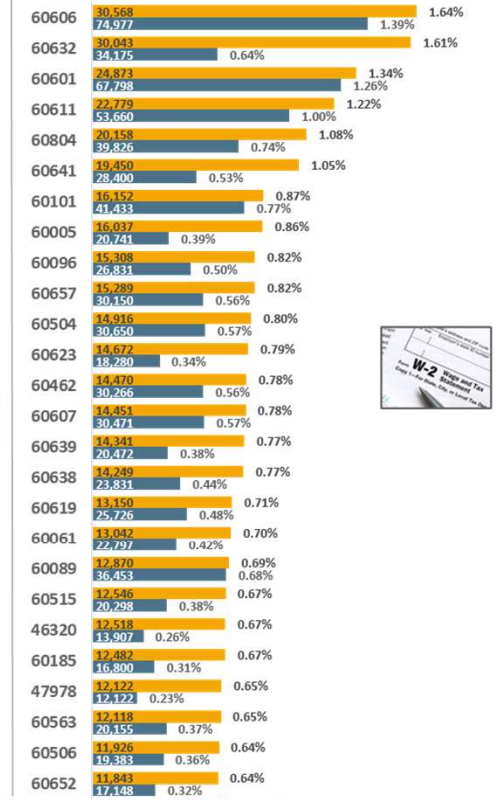
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



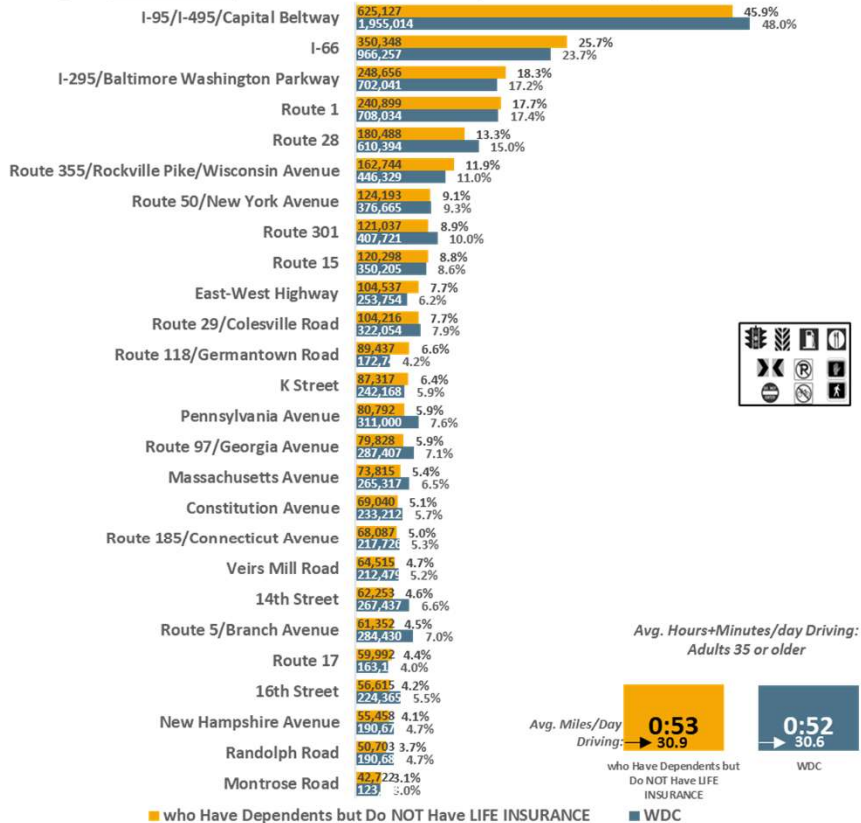
Top-26 Employment Zip Codes: Adults 35 or older



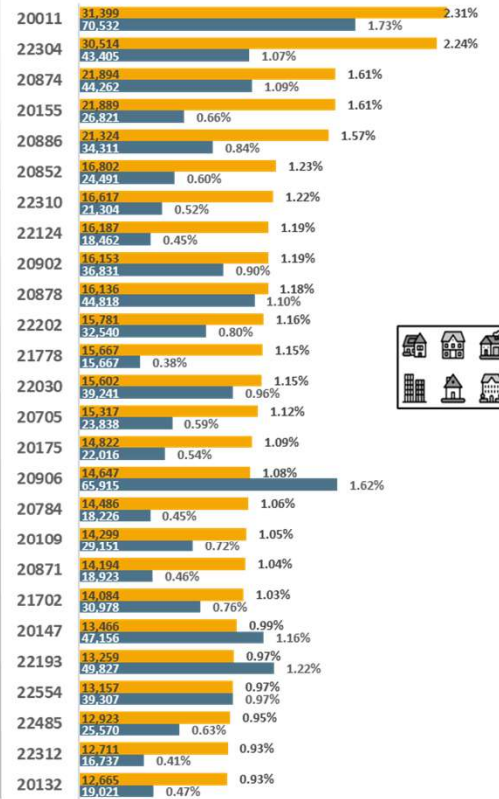


1,238,456 or 90.9% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 53.1 minutes per day driving an average of 30.9 miles each day and are 54.7% more likely to use Route 118/Germantown Road than the Metro averag

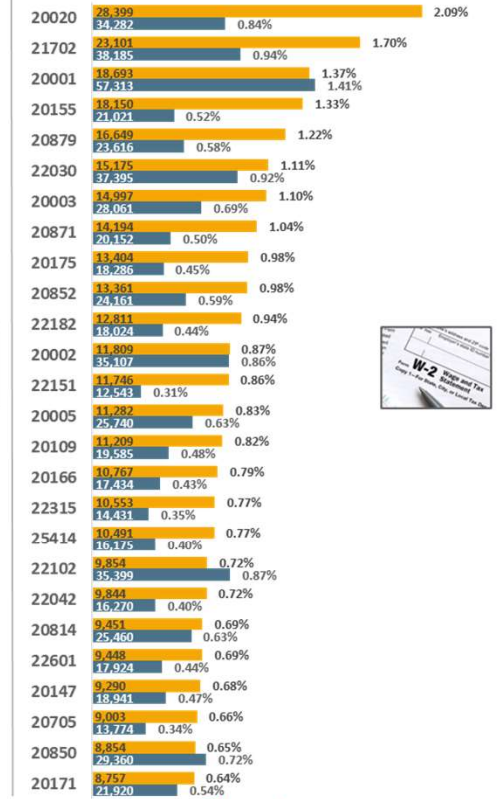
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

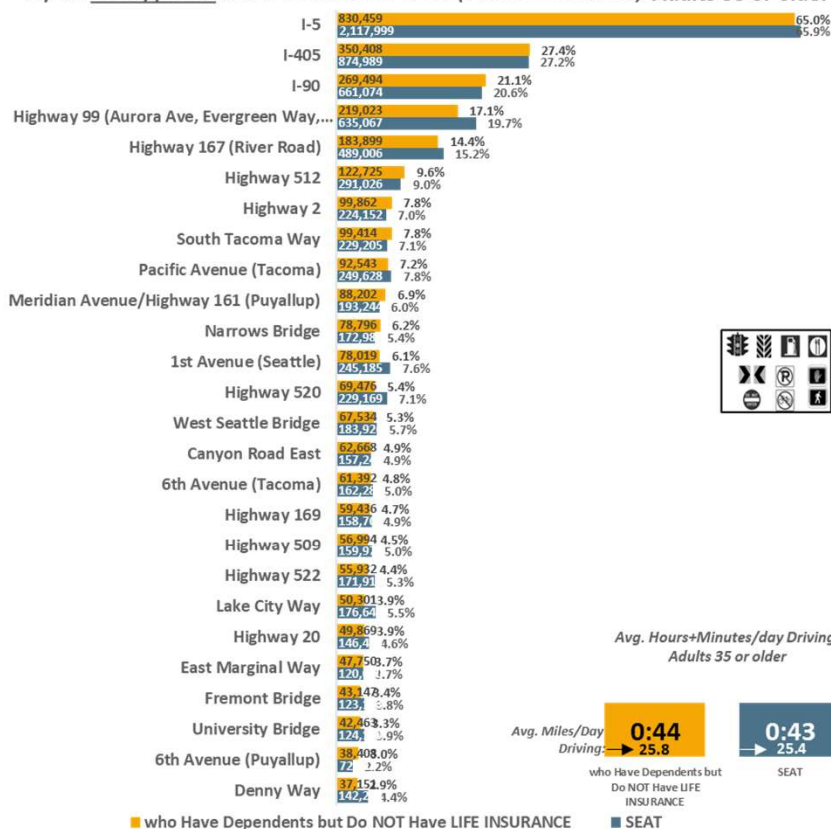


soefa.ai Share of Everything for Anything

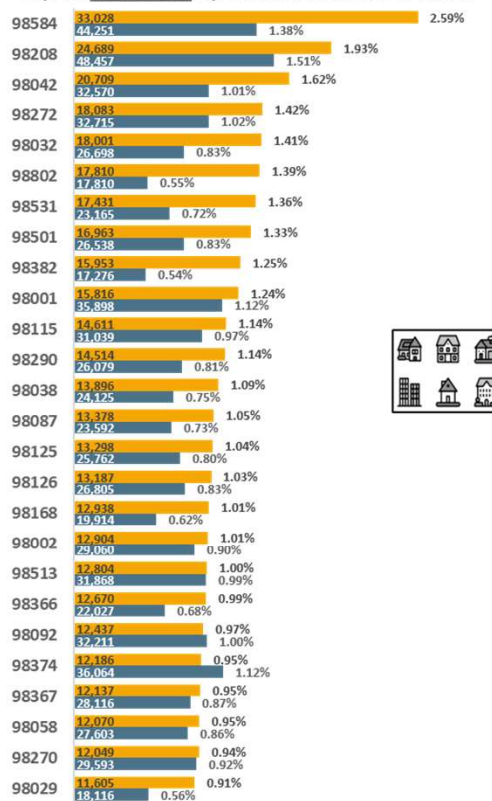


1,163,958 or 91.1% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 44.3 minutes per day driving an average of 25.8 miles each day and are 14.9% more likely to use Meridian Avenue/Highway 161 (Puyallup) than the

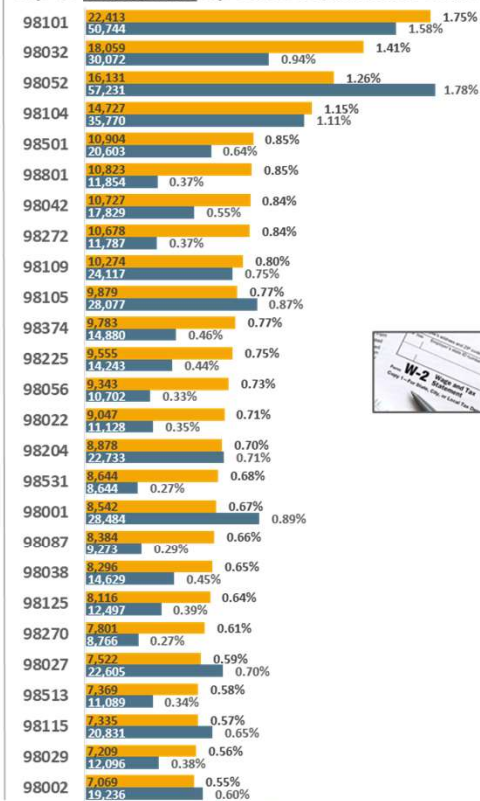
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



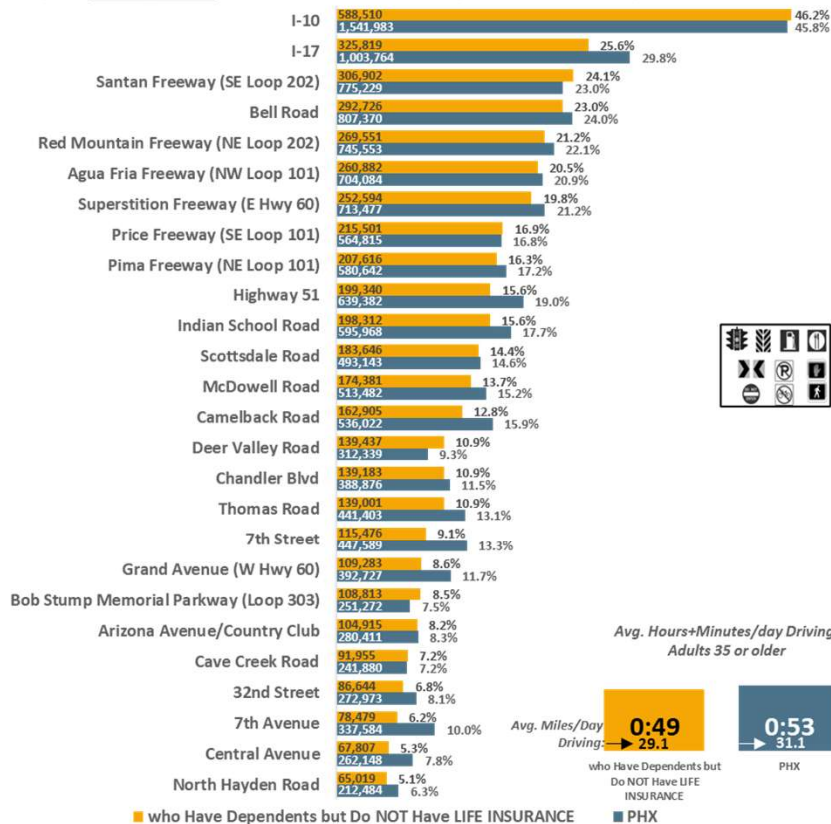
Top-26 Employment Zip Codes: Adults 35 or older



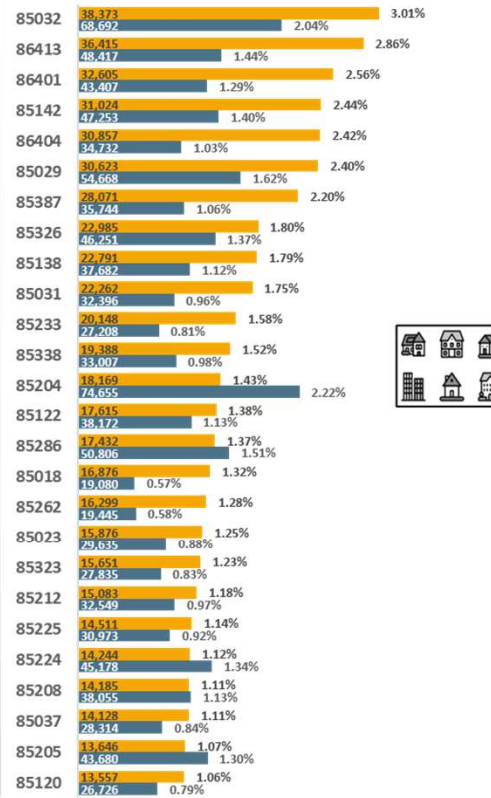


1,194,966 or 93.8% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE spend an average of 49.9 minutes per day driving an average of 29.1 miles each day and are 18.% more likely to use Deer Valley Road than the Metro average.

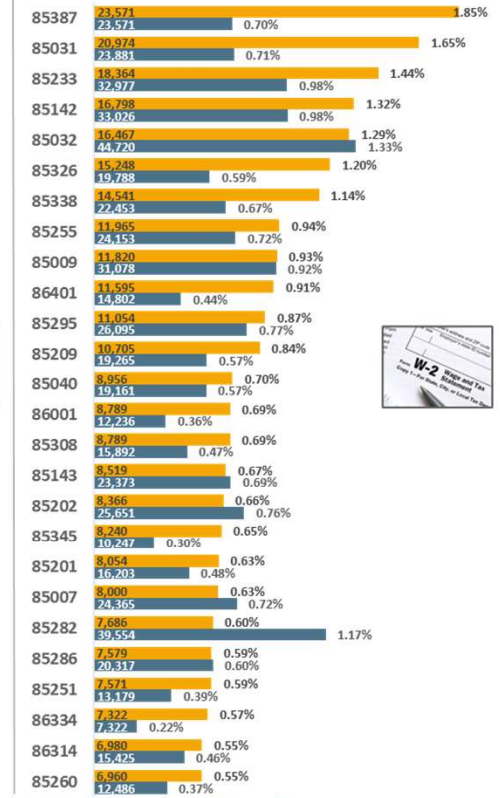
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



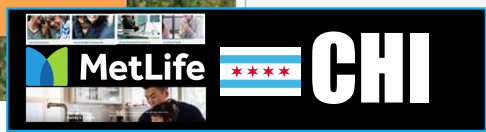
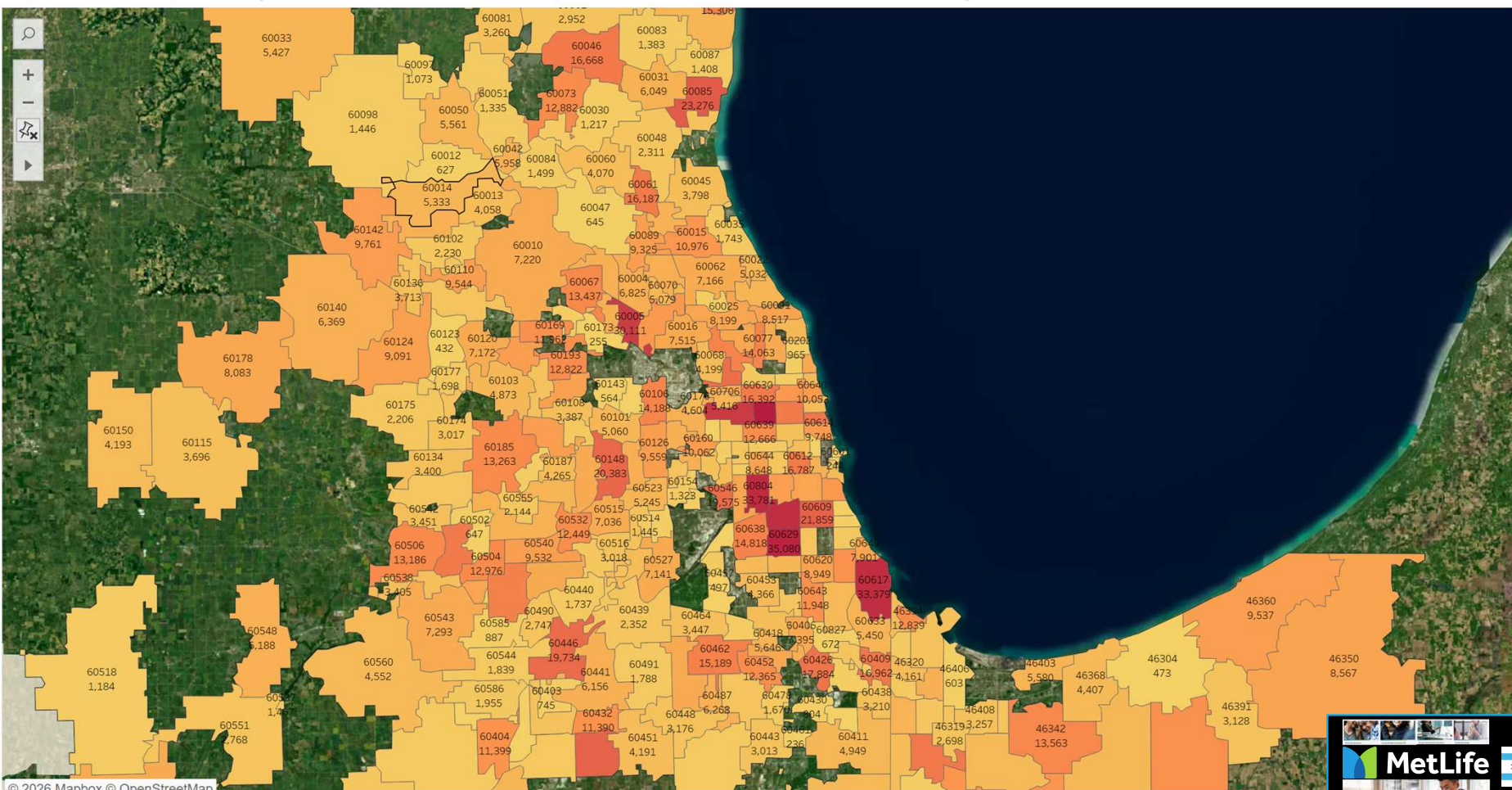
Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE)

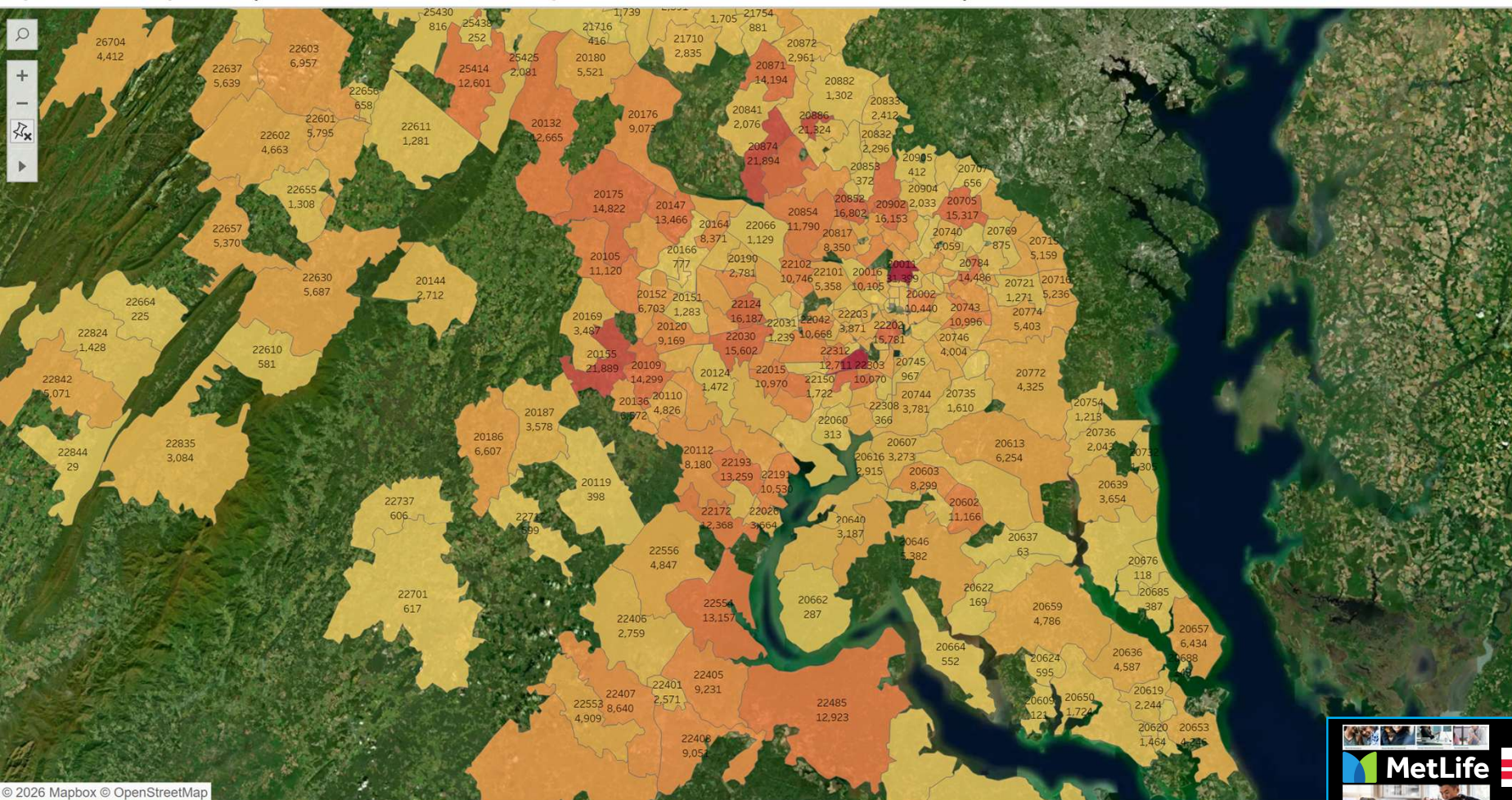


CHI DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,281
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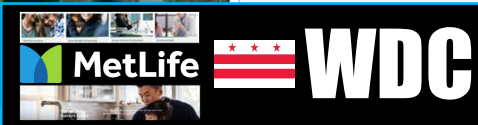
(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

Top Residential Zip Codes: (Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE)



SUM(Adults 35 or olde...
10 31,399

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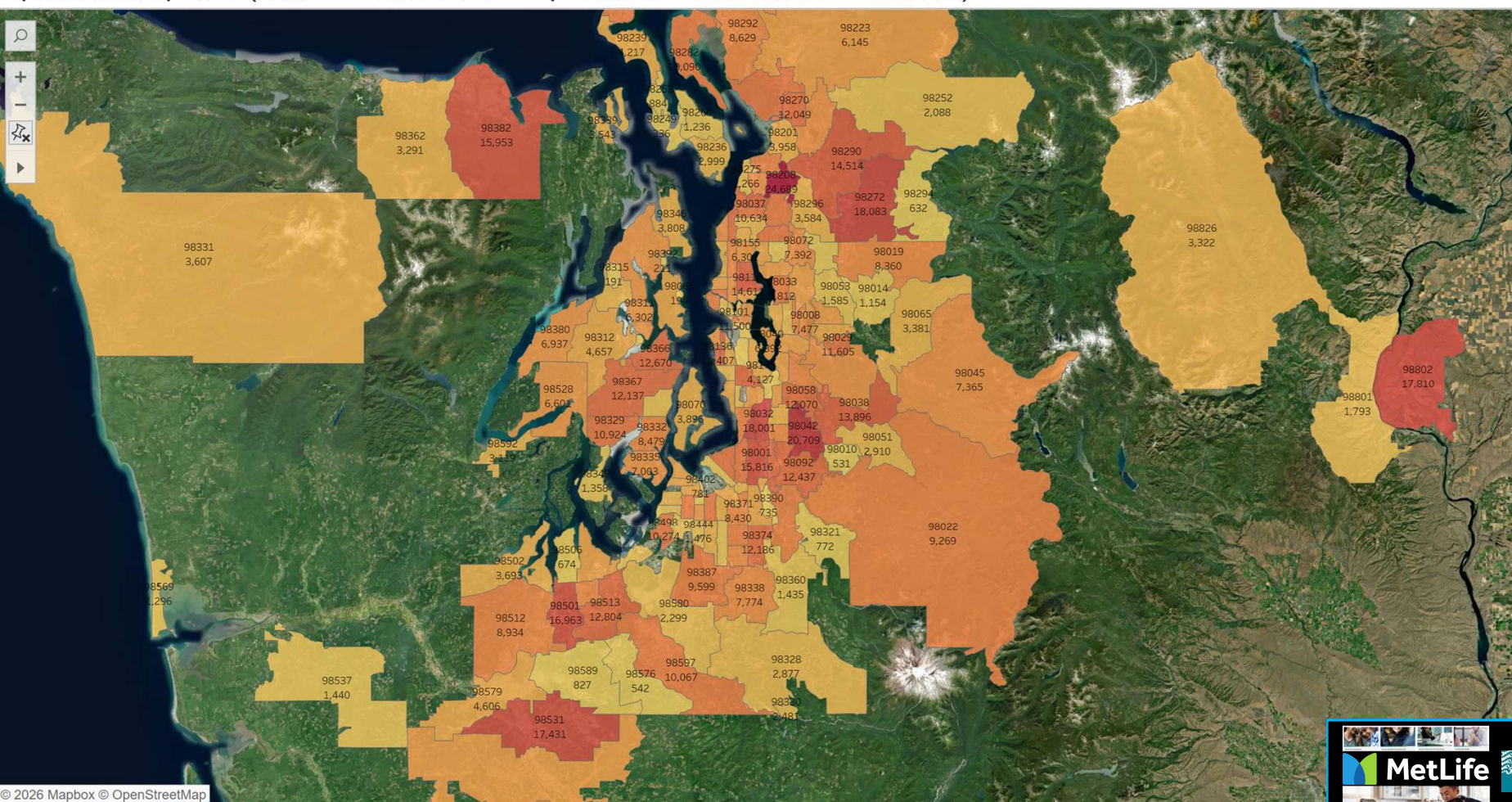


WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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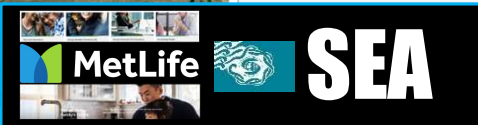
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

Top Residential Zip Codes: (Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE)



SUM(Adults 35 or olde...



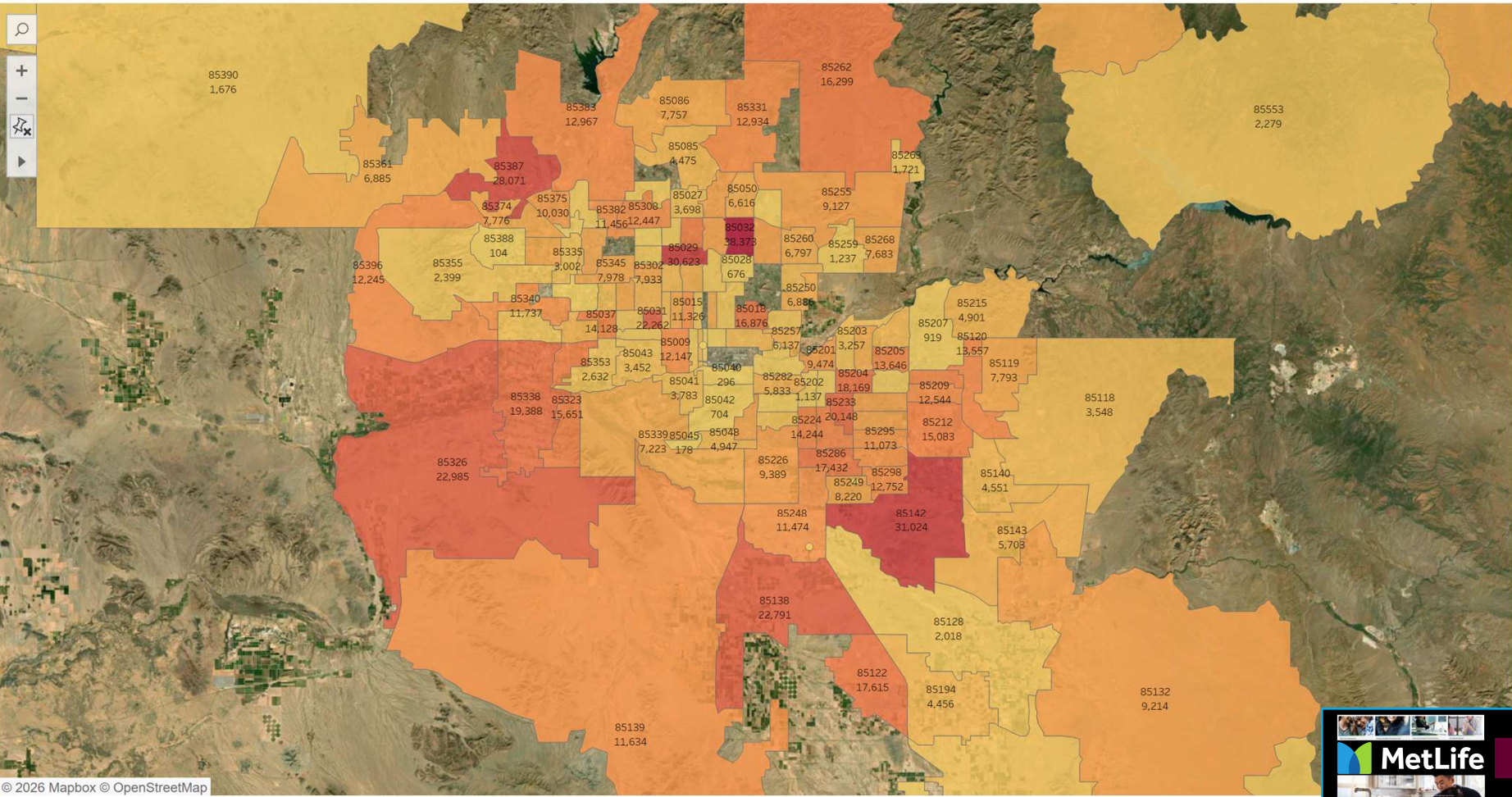
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SEAT DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 1,405
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

Top Residential Zip Codes: (Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE)



SUM(Adults 35 or olde...
47 38,373

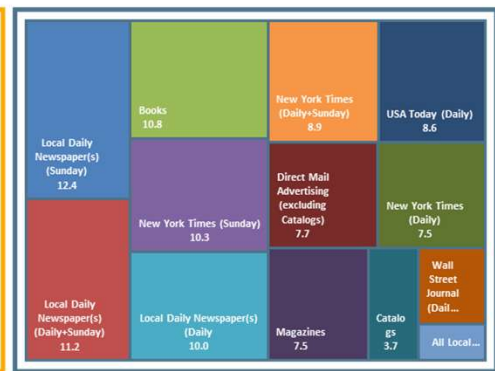
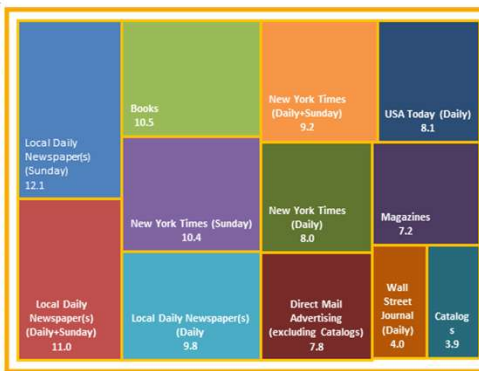
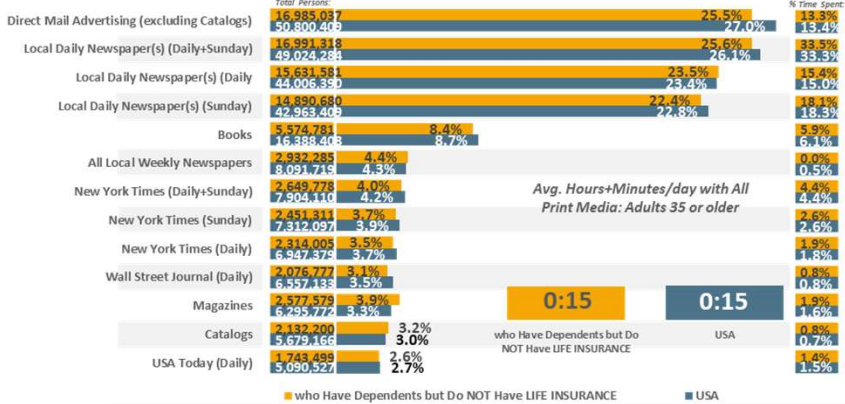


(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance

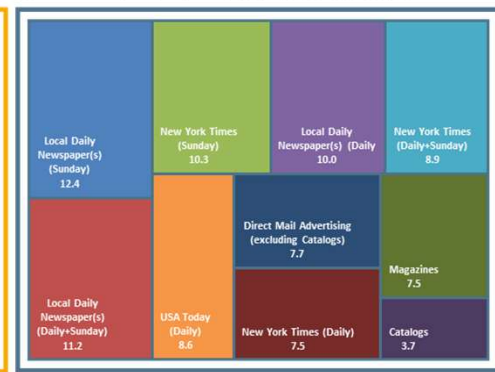
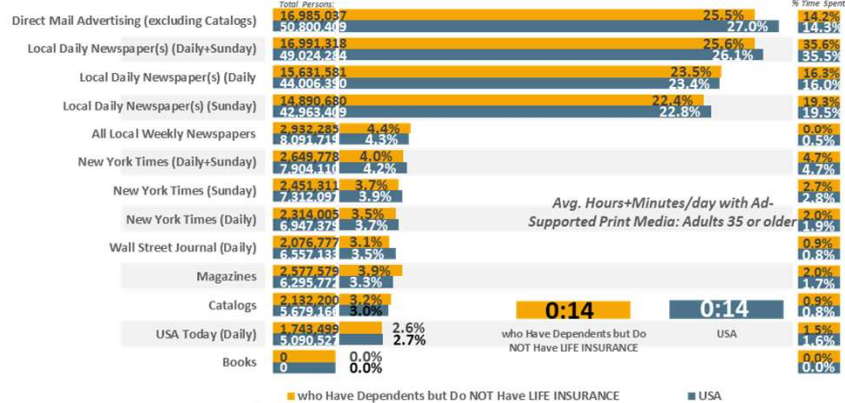


16,991,318 or 25.6% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11. minutes every day representing 35.6% of all time spent daily with All forms of Print Media.

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



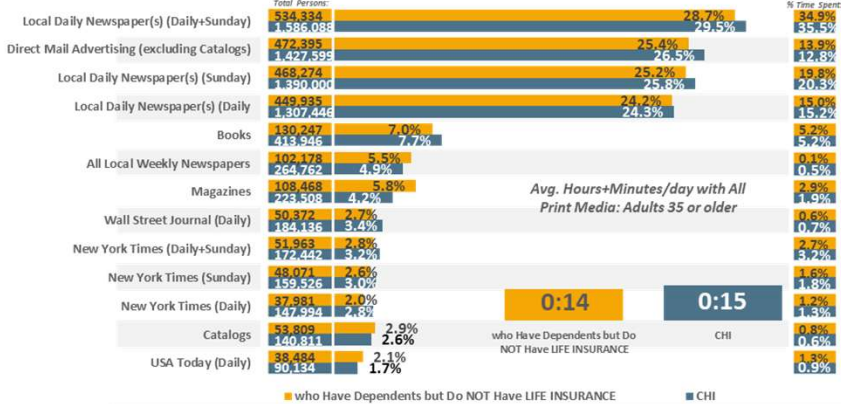
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



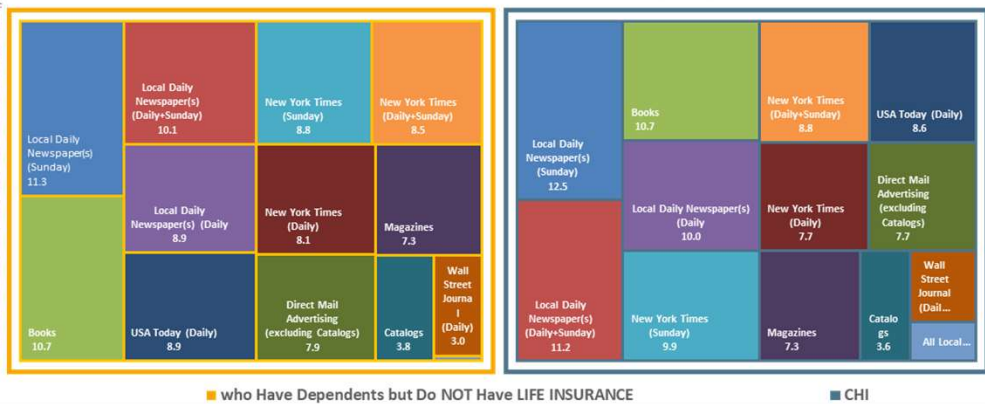


534,334 or 28.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 36.8% of all time spent daily with All forms of Print Media.

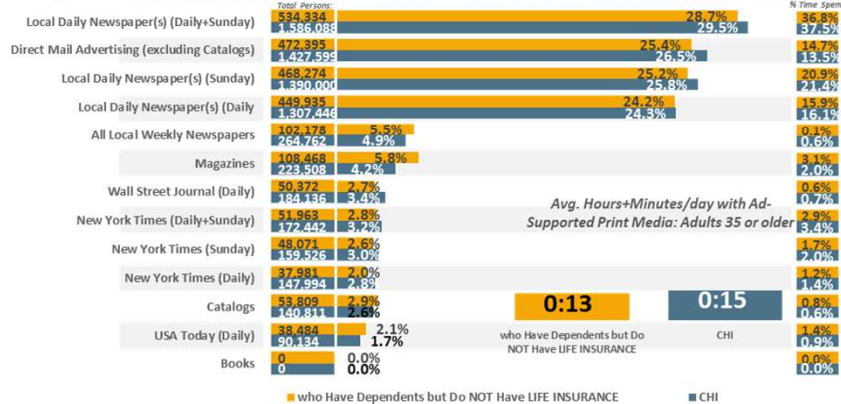
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



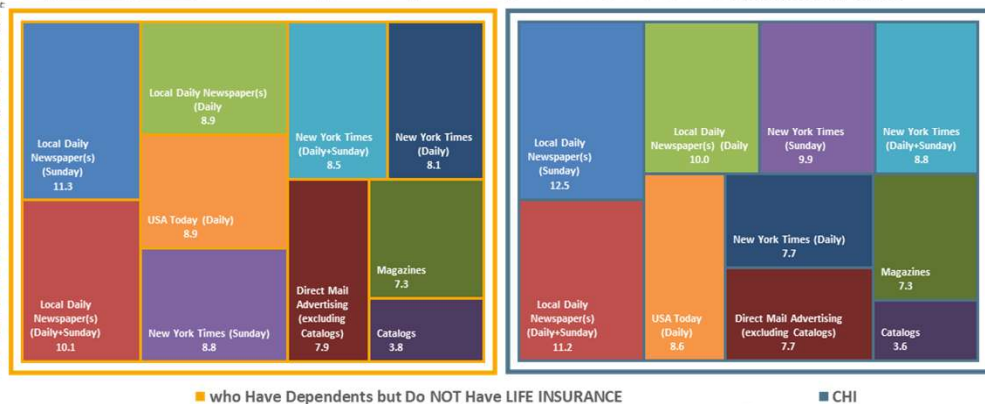
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



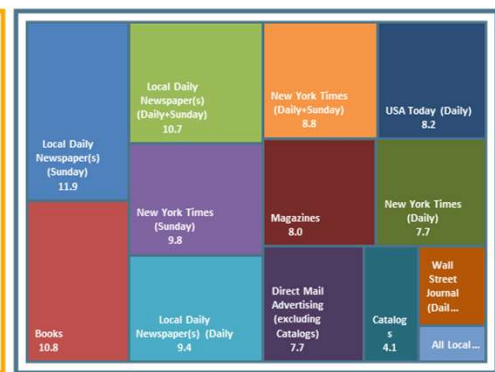
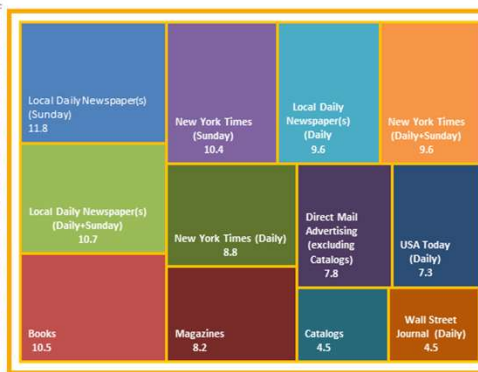
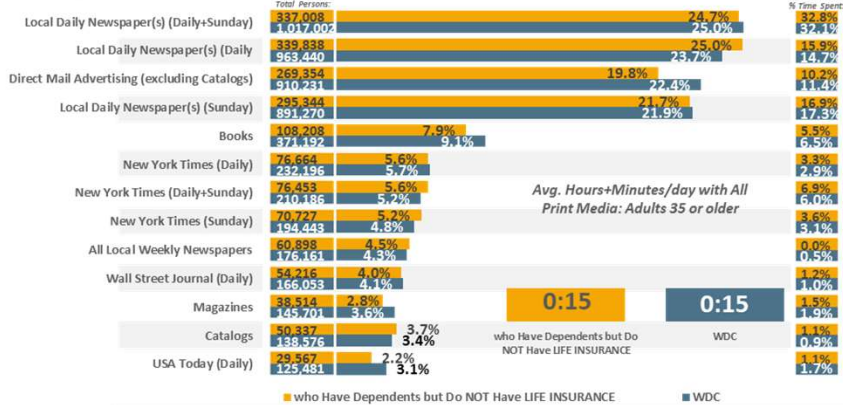
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



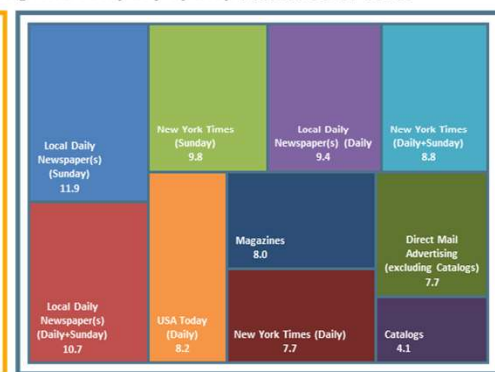
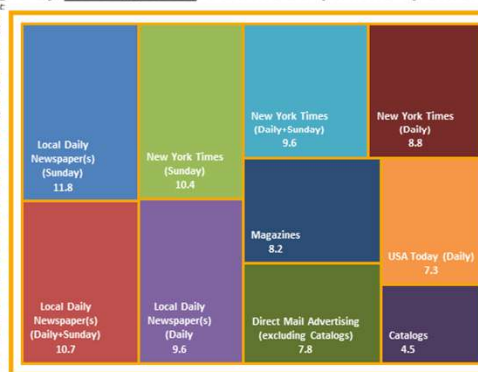
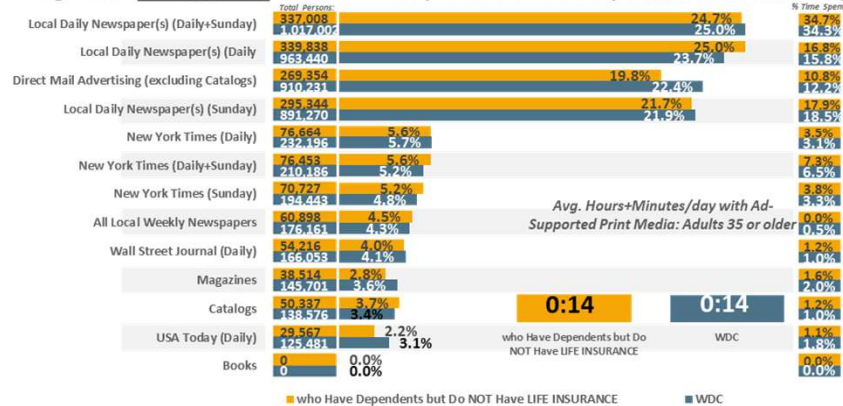


337,008 or 24.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.7 minutes every day representing 34.7% of all time spent daily with All forms of Print Media.

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



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



WDC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab 1,730
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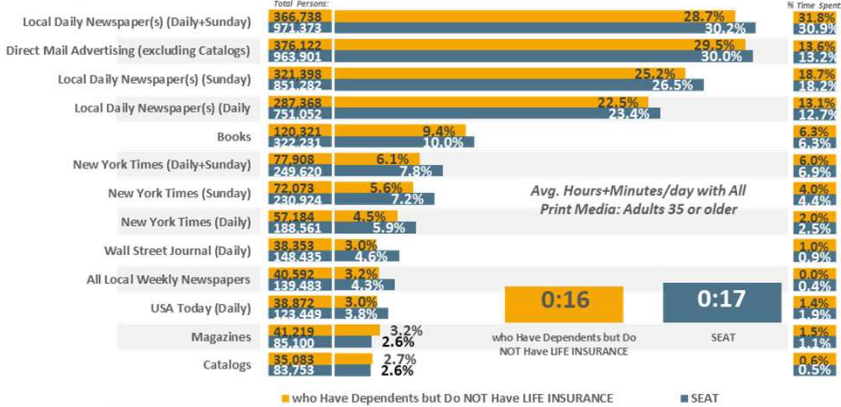
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



366,738 or 28.7% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.8 minutes every day representing 34.4% of all time spent daily with All forms of Print Media.

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

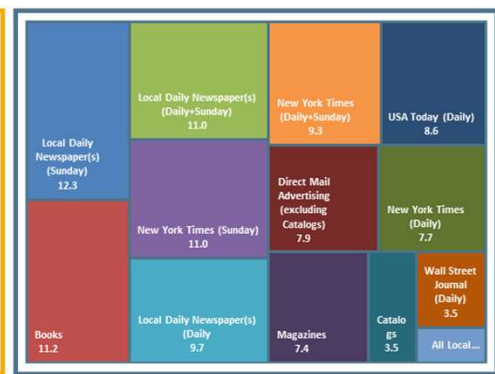


Avg. Hours+Minutes/day with All Print Media: Adults 35 or older

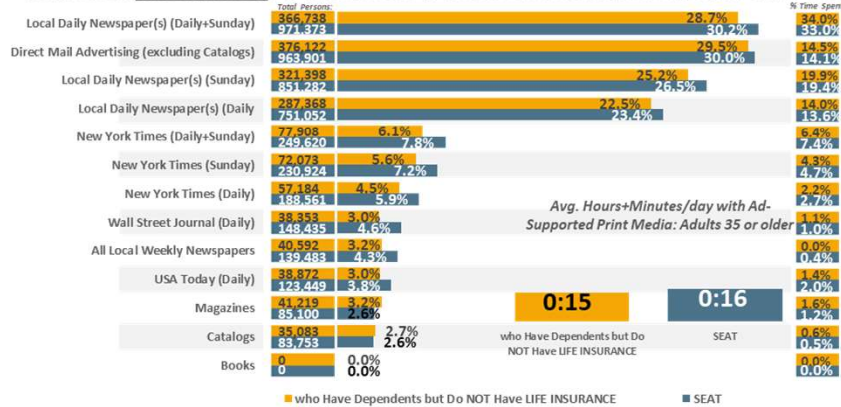
0:16

0:17

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



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

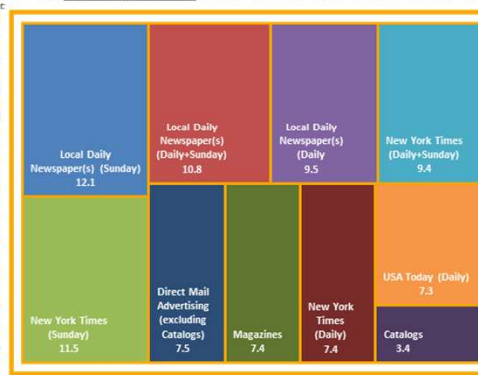


Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 35 or older

0:15

0:16

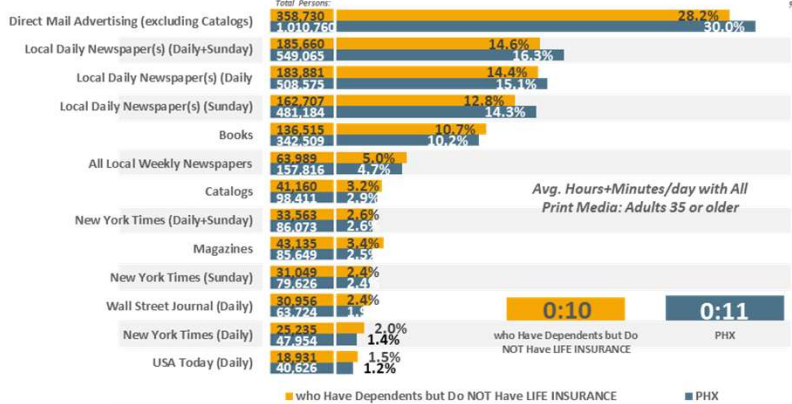
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



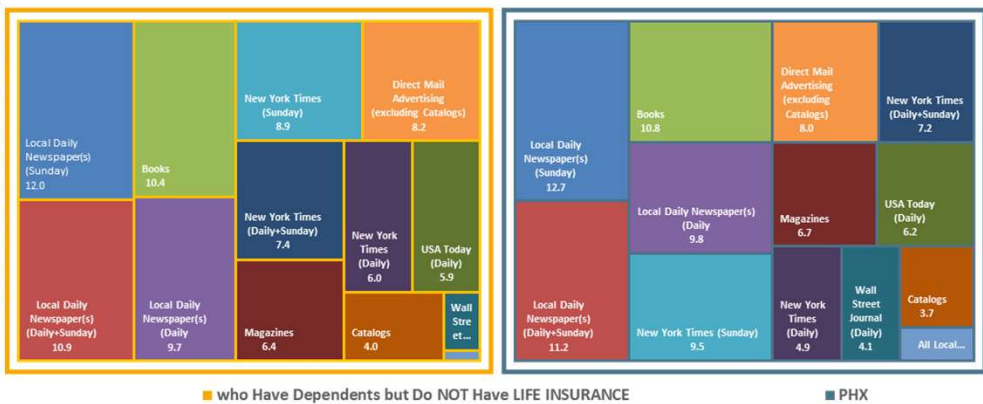


185,660 or 14.6% of Adults 35 or older who Have Dependents but Do NOT Have LIFE INSURANCE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 31.5% of all time spent daily with All forms of Print Media.

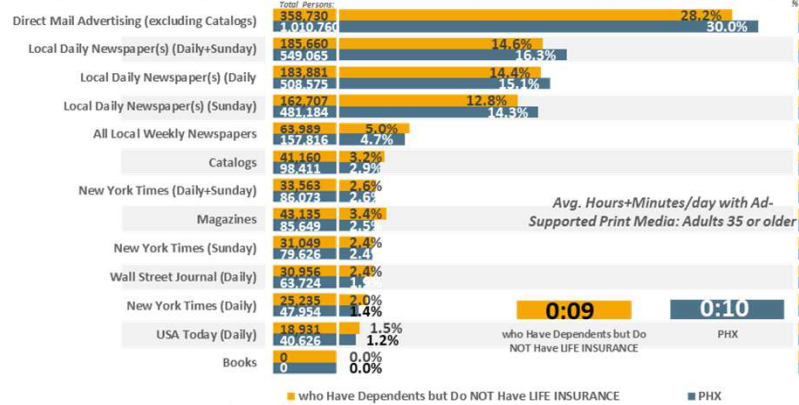
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



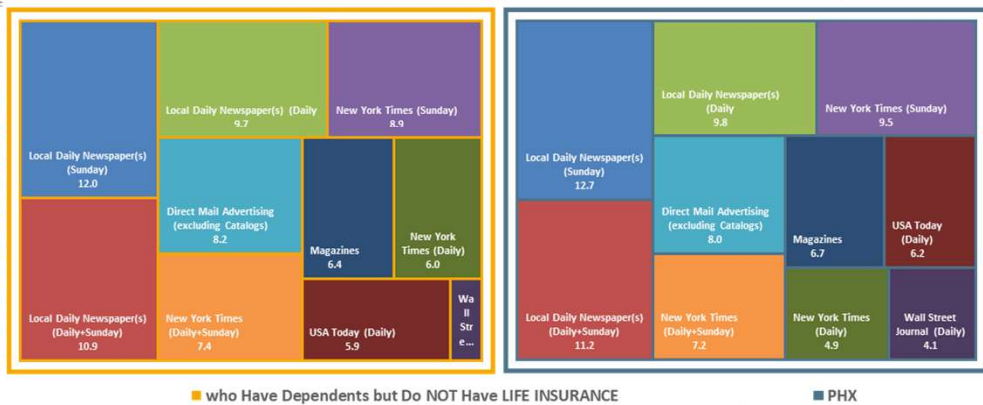
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



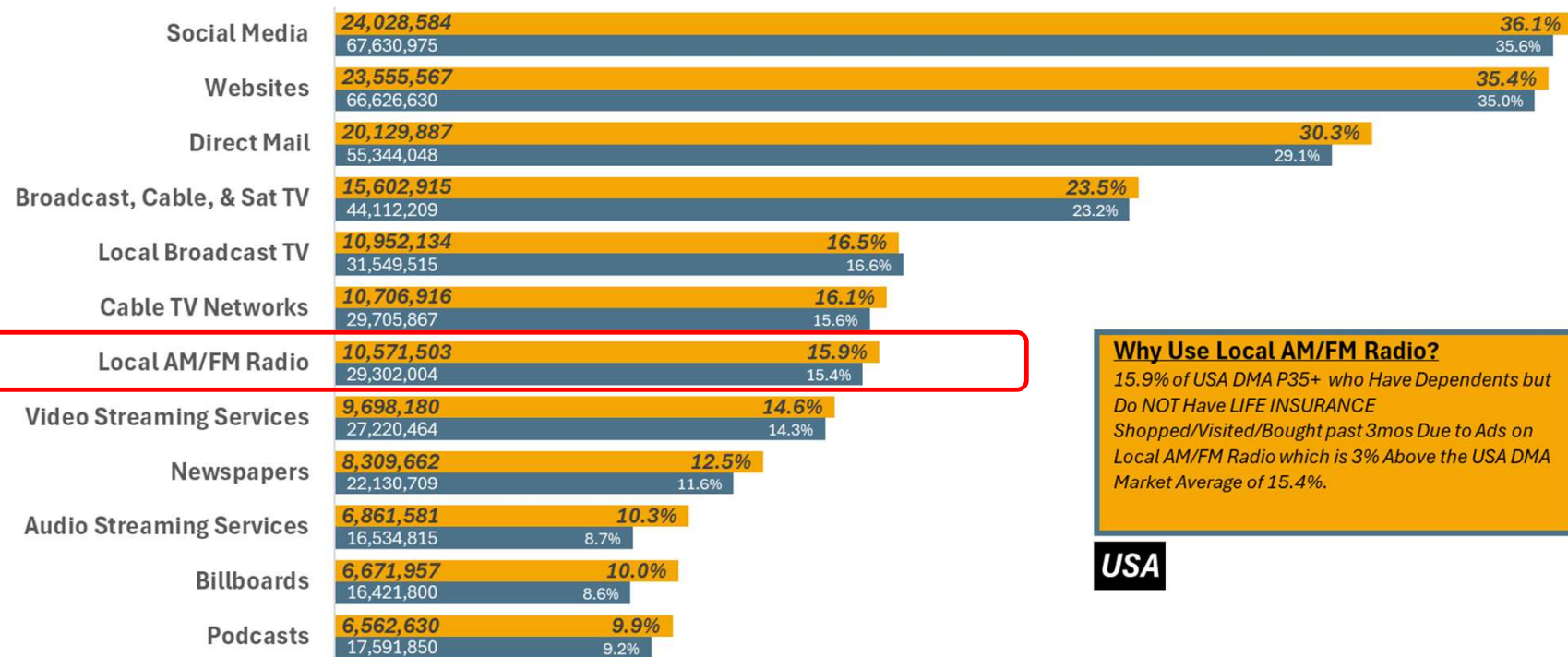
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





"Advertising Actions"

P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.9% of USA DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 3% Above the USA DMA Market Average of 15.4%.

USA

■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 6692

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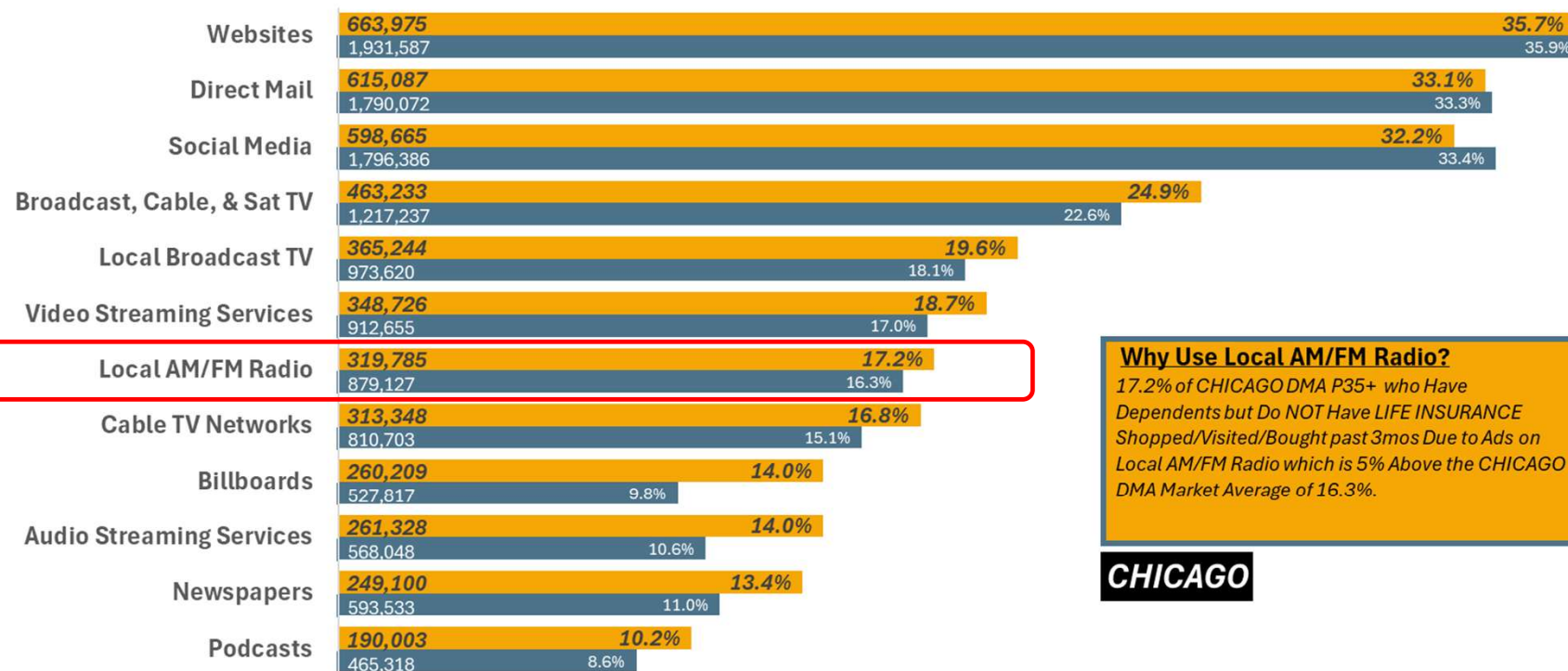
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



"Advertising Actions"

P35+ who Have Dependents but Do NOT Have LIFE INSURANCE
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.2% of CHICAGO DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the CHICAGO DMA Market Average of 16.3%.

CHICAGO

■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R2 2025: Sep 24-Jul 25 Qual Intab: 1021

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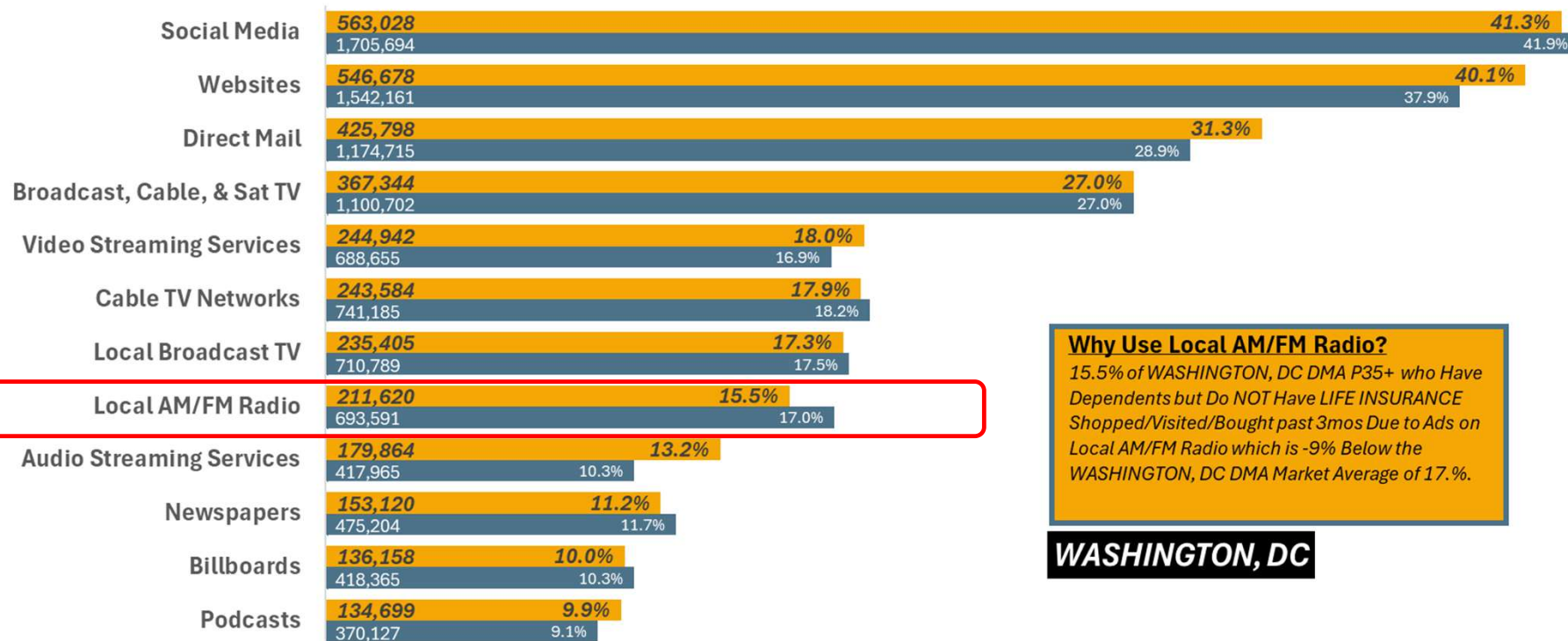
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



"Advertising Actions"

P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.5% of WASHINGTON, DC DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the WASHINGTON, DC DMA Market Average of 17%.

WASHINGTON, DC

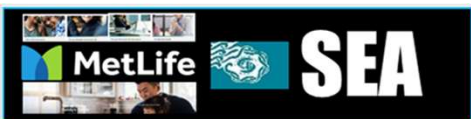
■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R2 2025: Oct24-Aug25 Qual Intab: 1425
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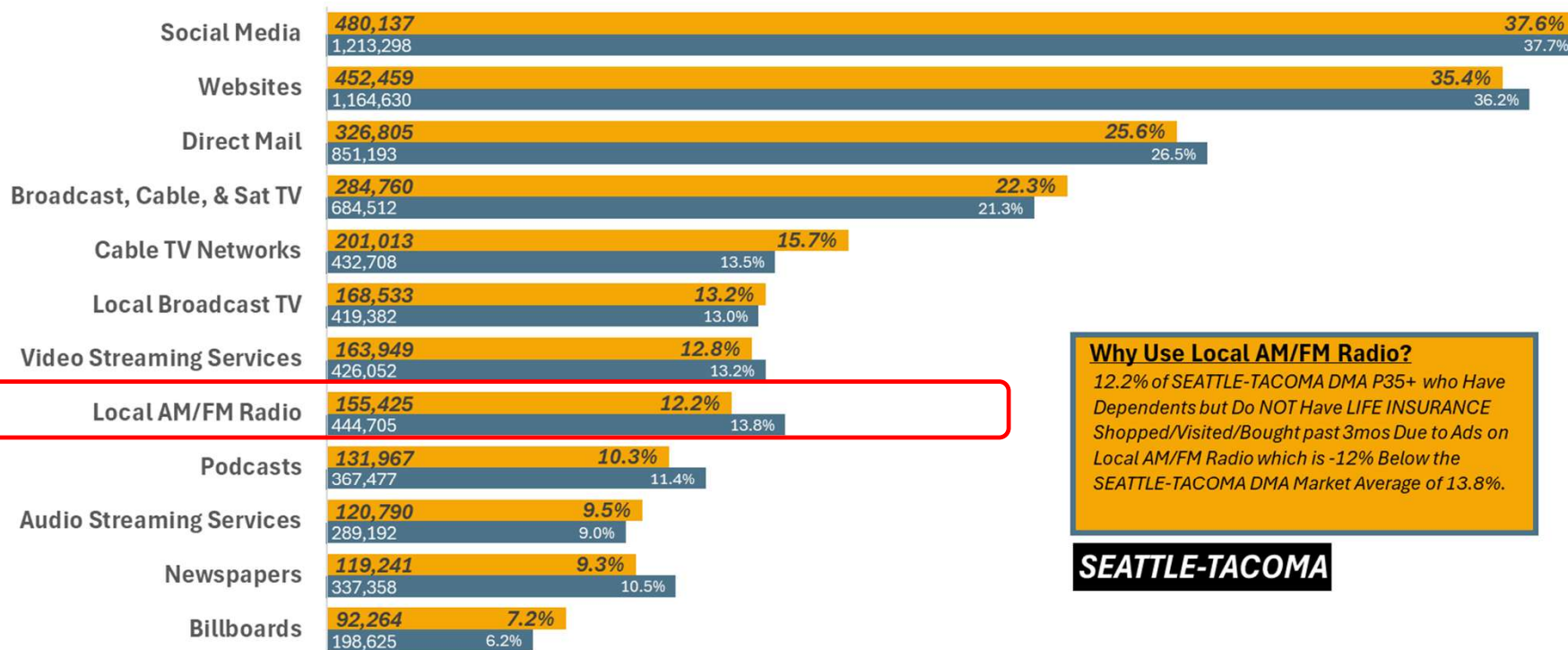
soefa.ai Share of Everything
for Anything ®

(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



"Advertising Actions"

P35+ who Have Dependents but Do NOT Have LIFE INSURANCE
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

12.2% of SEATTLE-TACOMA DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the SEATTLE-TACOMA DMA Market Average of 13.8%.

SEATTLE-TACOMA

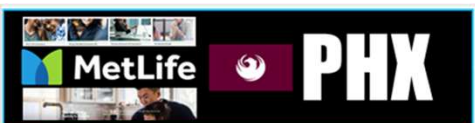
■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab: 1201
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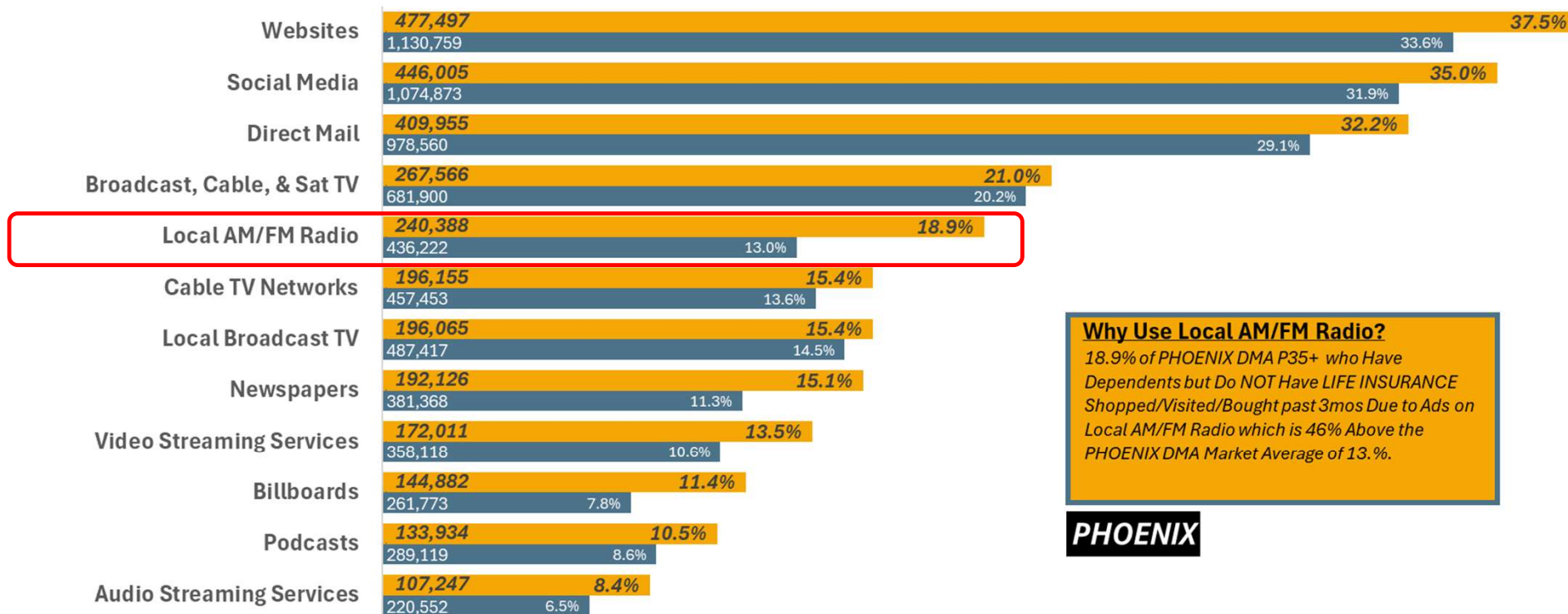
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(Marital status summaries: Married OR Parent of child under 18: Yes OR Lifestyle characteristics: Have child entering/in college) AND NOT Lifestyle characteristics: Have life insurance



"Advertising Actions"

P35+ who Have Dependents but Do NOT Have LIFE INSURANCE
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.9% of PHOENIX DMA P35+ who Have Dependents but Do NOT Have LIFE INSURANCE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 46% Above the PHOENIX DMA Market Average of 13.0%.

PHOENIX

■ P35+ who Have Dependents but Do NOT Have LIFE INSURANCE (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 699
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