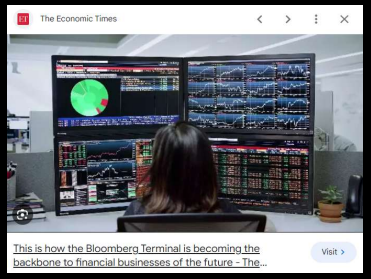
USA+4 DMAs – P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months!

Complete Demographic & Media Use Profiles

Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months** as of March 31, 2026.



ETHOS

Protecting the next million families

ETHOS LIFE INSURANCE USA

ETHOS LIFE INSURANCE CHI

ETHOS LIFE INSURANCE WDC

ETHOS LIFE INSURANCE SEA

ETHOS LIFE INSURANCE PHX

P35-64

SEQUOIA CAPITAL
THE ENTREPRENEURS BEHIND THE ENTREPRENEURS

Accel

Alphabet

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

HUBBARD BROADCASTING INC. HB INC.

Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

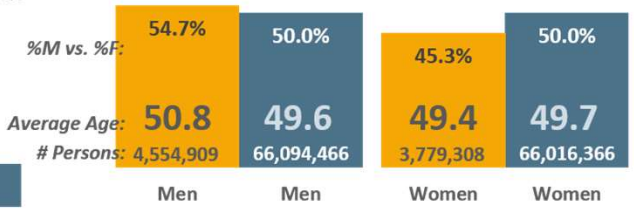
ETHOS LIFE INSURANCE — USA

6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months.
Typical Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 50.1 years old (.9% older than average) and have a $113,008 (3.1% higher than average) annual household income.

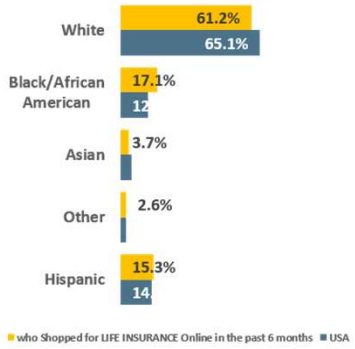
Percent of Market: Adults 35 - 64

Total Persons:

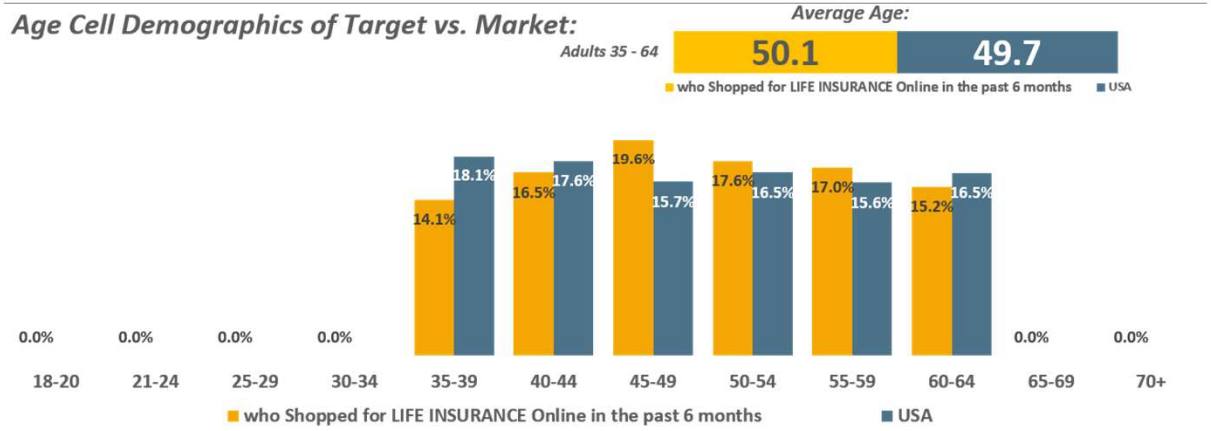
Gender of Target vs. Market: Adults 35 - 64



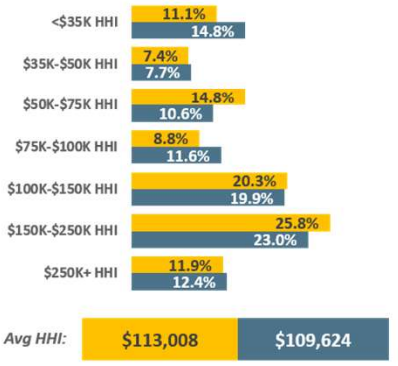
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

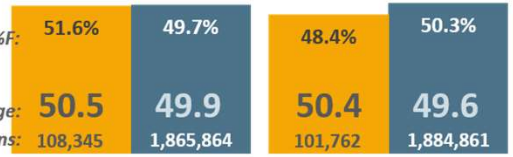
ETHOS LIFE INSURANCE — CHI

5.6% or 210,107 of CHI DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months.
Typical Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 50.4 years old (1.3% older than average) and have a $108,300 (10.5% lower than average) annual household income.

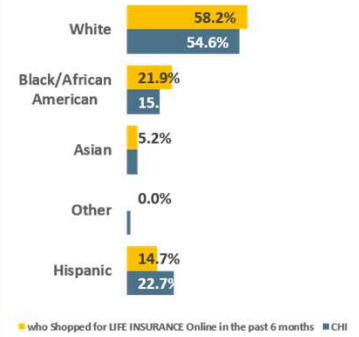
Percent of Market: Adults 35 - 64

Total Persons:

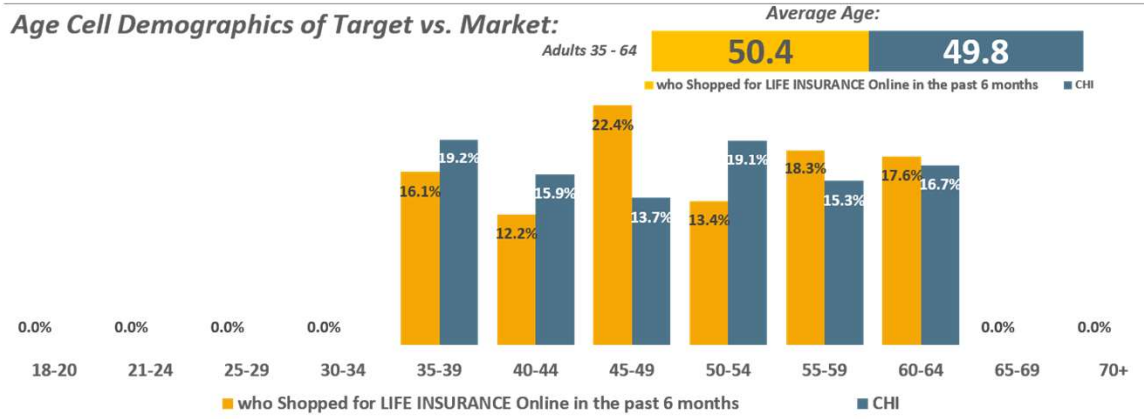
Gender of Target vs. Market: Adults 35 - 64



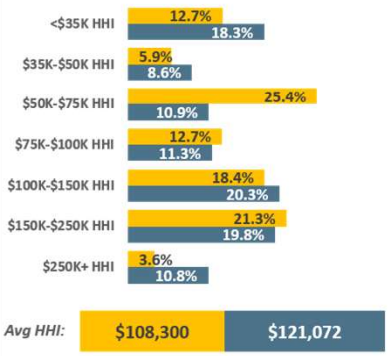
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

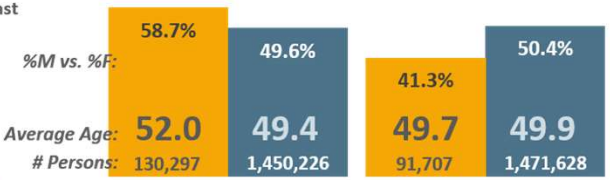
ETHOS LIFE INSURANCE — WDC

7.6% or 222,004 of WDC DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months.
Typical Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 51.1 years old (2.9% older than average) and have a $145,772 (7.3% lower than average) annual household income.

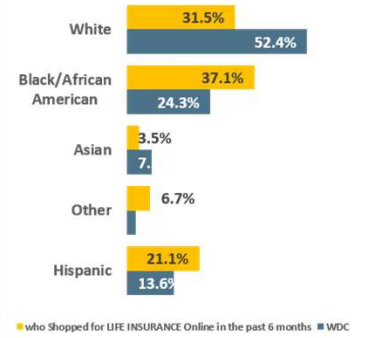
Percent of Market: Adults 35 - 64

Total Persons:

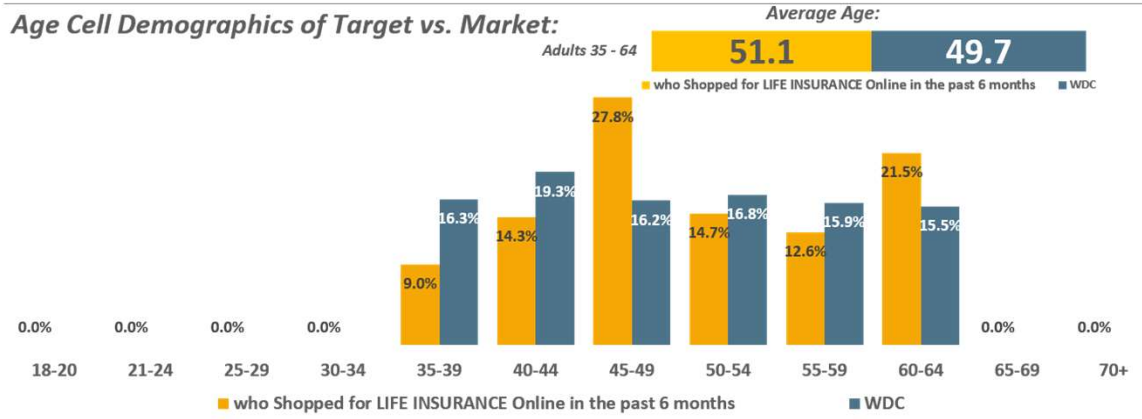
Gender of Target vs. Market: Adults 35 - 64



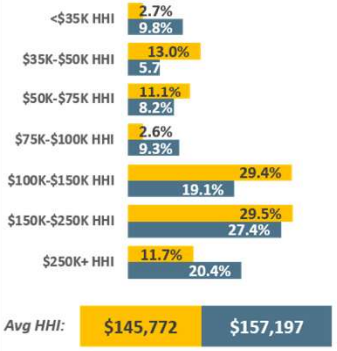
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

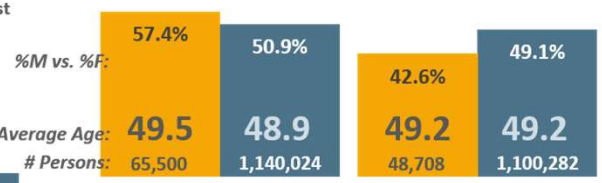
ETHOS LIFE INSURANCE | SEA

5.1% or 114,208 of SEA DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months.
Typical Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 49.4 years old (.9% older than average) and have a $164,872 (17.9% higher than average) annual household income.

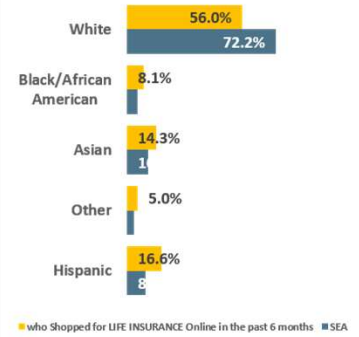
Percent of Market: Adults 35 - 64

Total Persons:

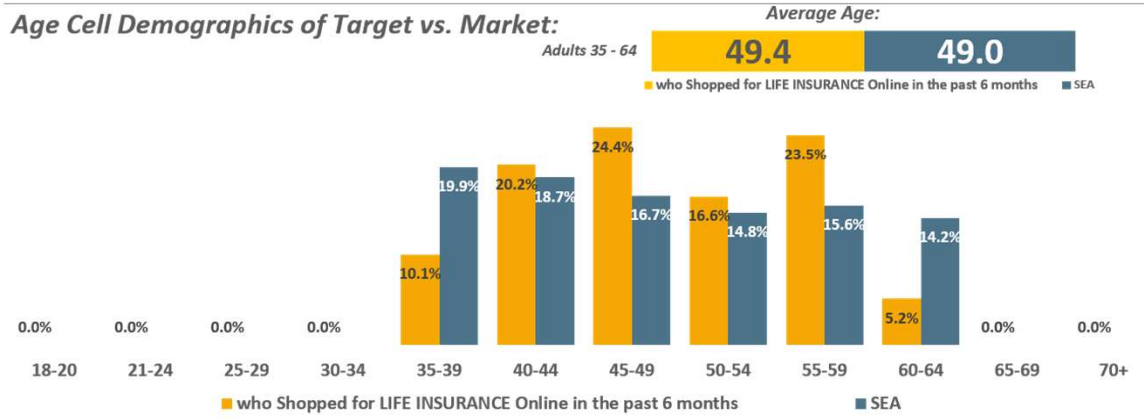
Gender of Target vs. Market: Adults 35 - 64



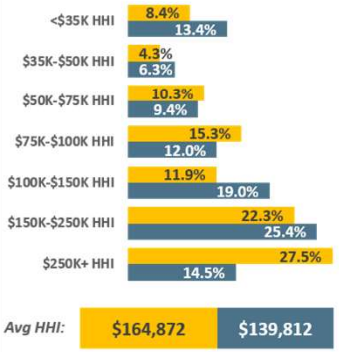
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

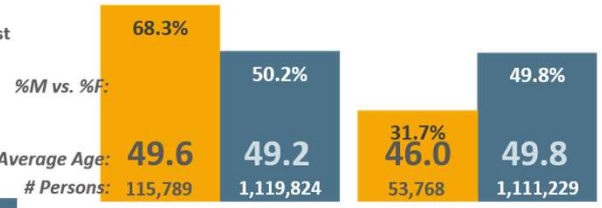
ETHOS LIFE INSURANCE | PHX

7.6% or 169,557 of PHX DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months.
Typical Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 48.1 years old (2.9% younger than average) and have a $138,104 (16.8% higher than average) annual household income.

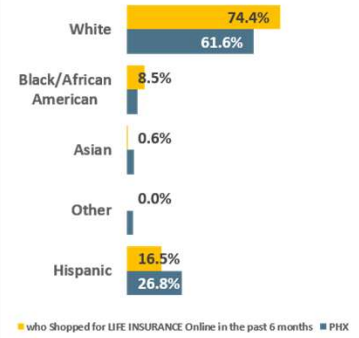
Percent of Market: Adults 35 - 64

Total Persons:

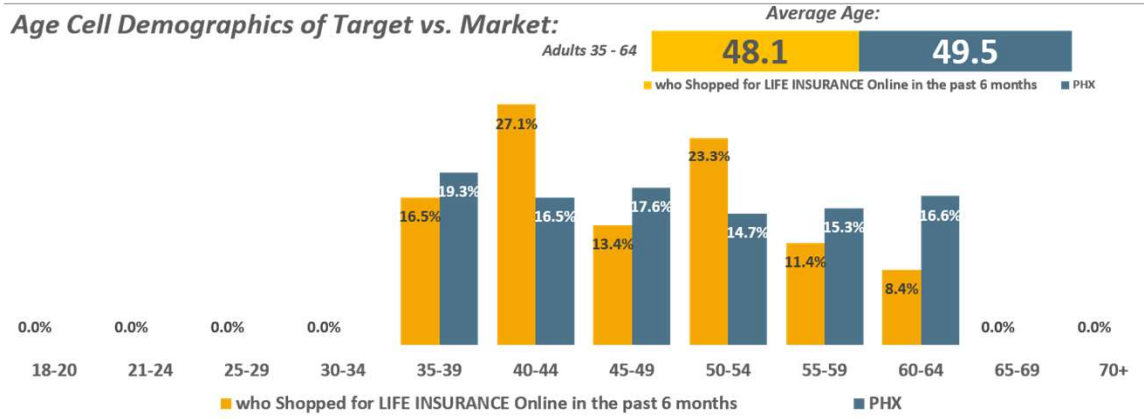
Gender of Target vs. Market: Adults 35 - 64



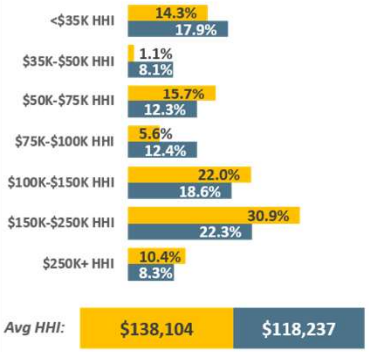
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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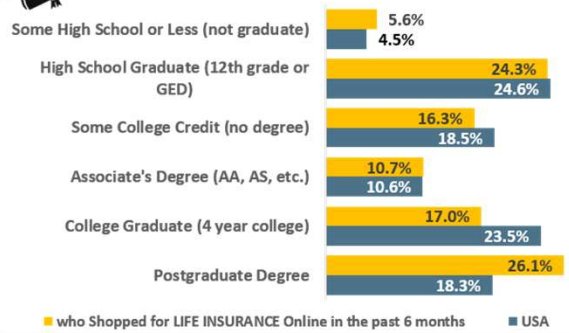
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

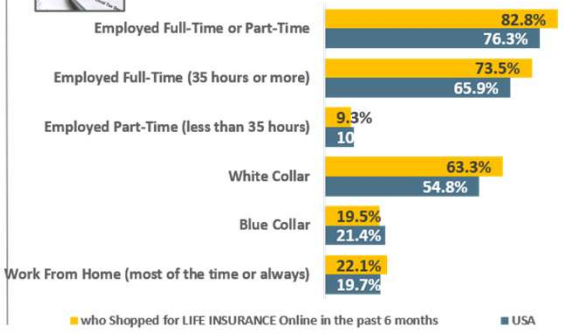
ETHOS LIFE INSURANCE — USA

6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 3.2% more likely to be a college graduate, 11.6% more likely to work full-time, .2% less likely to be married, 16.2% more likely to be a parent of 1 or more children under 18.

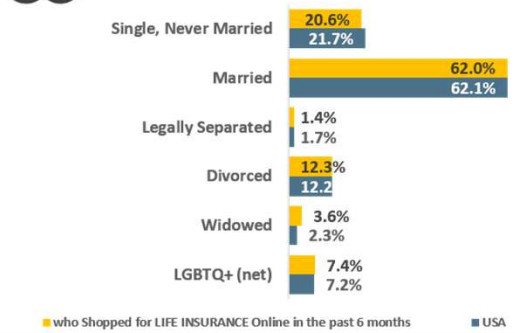
Education Levels: Adults 35 - 64



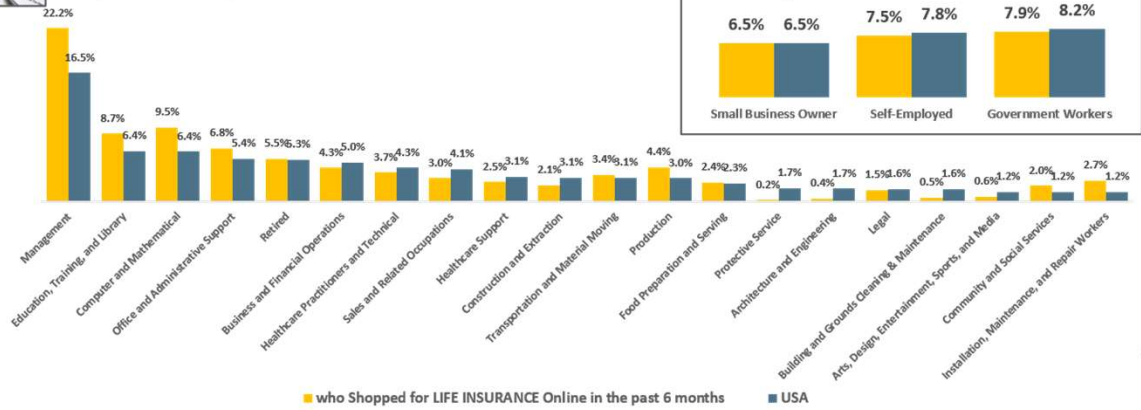
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

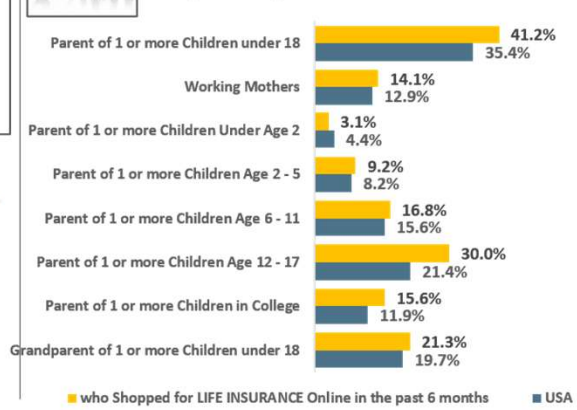


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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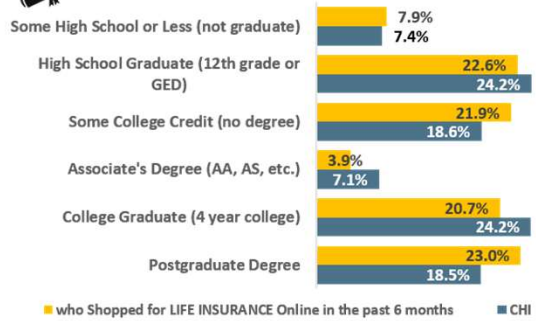
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

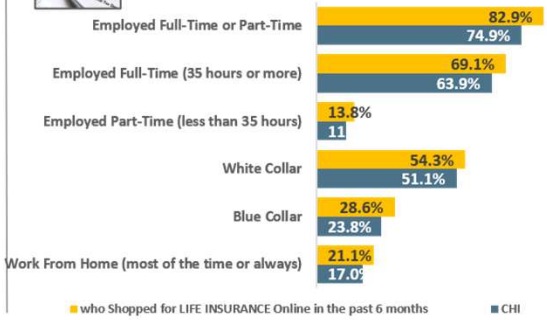
ETHOS LIFE INSURANCE — CHI

5.6% or 210,107 of CHI DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 2.3% more likely to be a college graduate, 8.1% more likely to work full-time, 15.% less likely to be married, 19.% less likely to be a grandparent of 1 or more children under 1

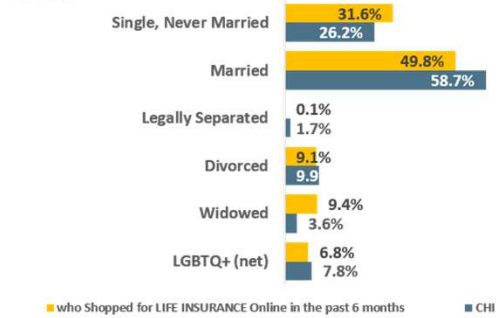
Education Levels: Adults 35 - 64



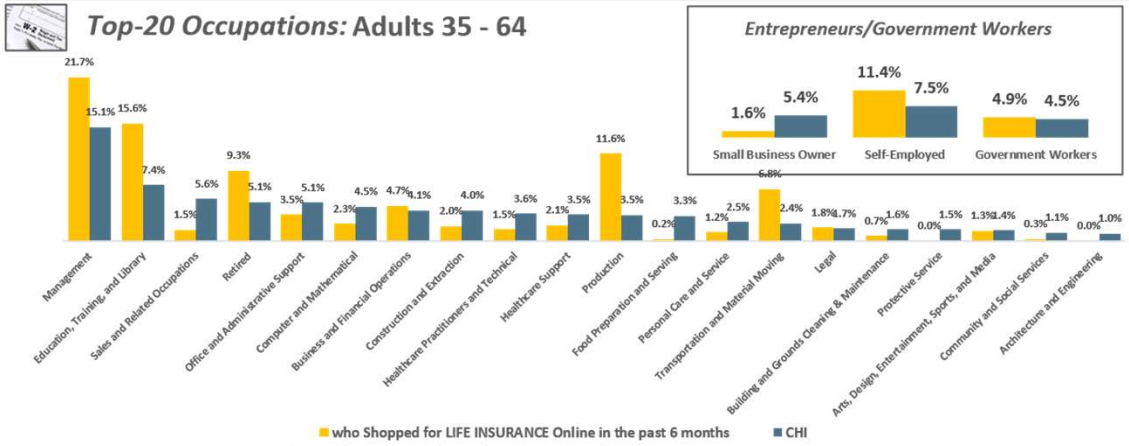
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

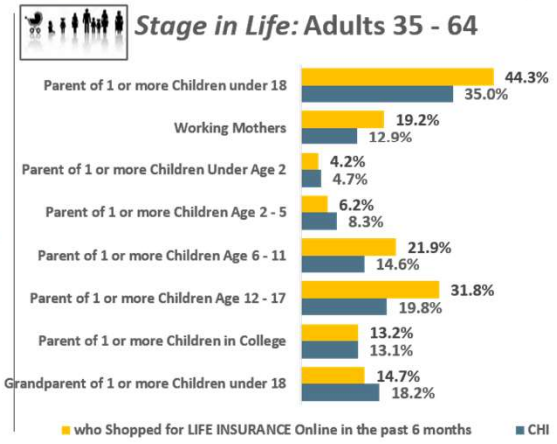


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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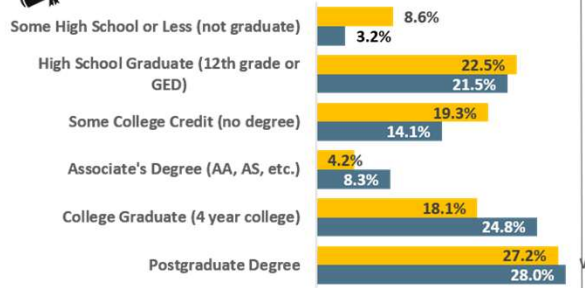
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

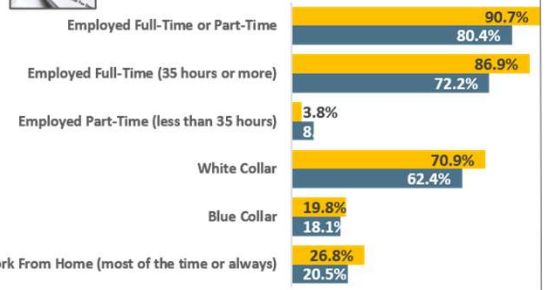
WDC

7.6% or 222,004 of WDC DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 14.3% less likely to be a college graduate, 20.3% more likely to work full-time, 15.% less likely to be married, 24.7% more likely to be a grandparent of 1 or more children unde

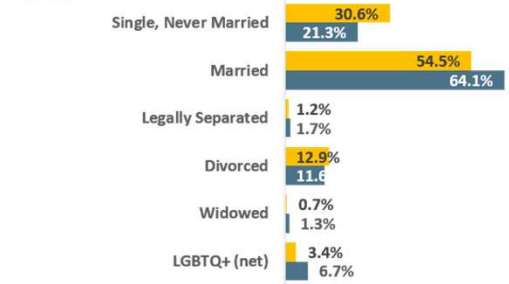
Education Levels: Adults 35 - 64



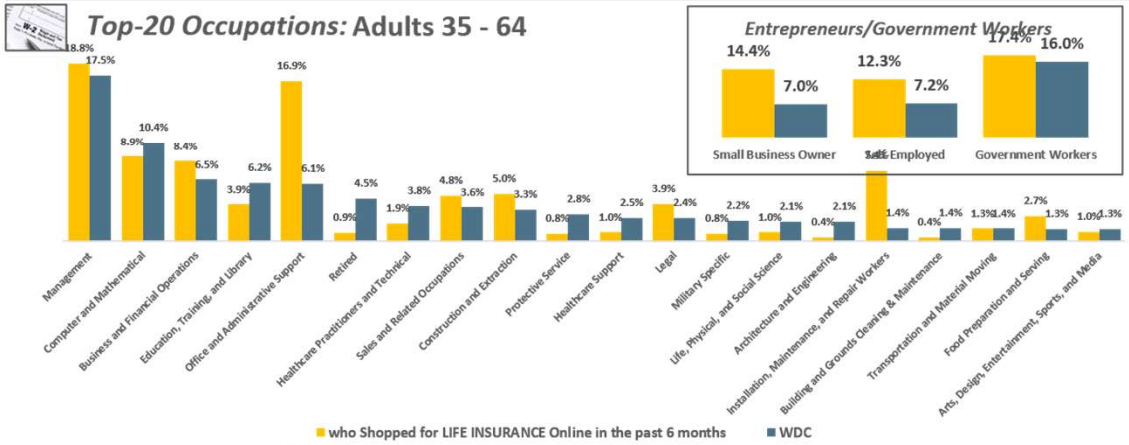
Employment: Adults 35 - 64



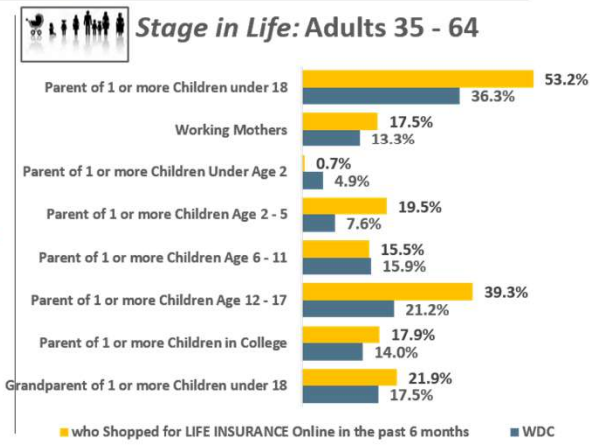
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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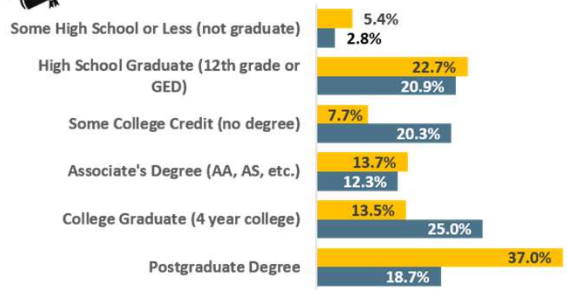
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

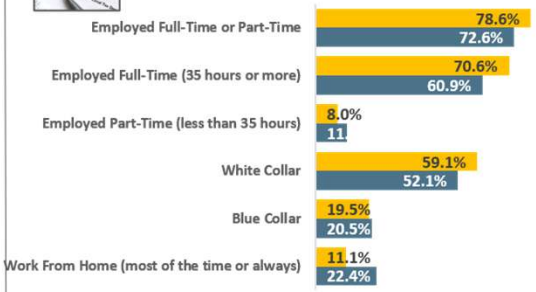
SEA

5.1% or 114,208 of SEA DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 15.6% more likely to be a college graduate, 15.9% more likely to work full-time, 9.8% more likely to be married, 20.% more likely to be a grandparent of 1 or more children under

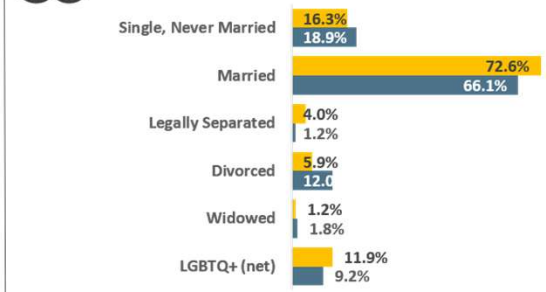
Education Levels: Adults 35 - 64



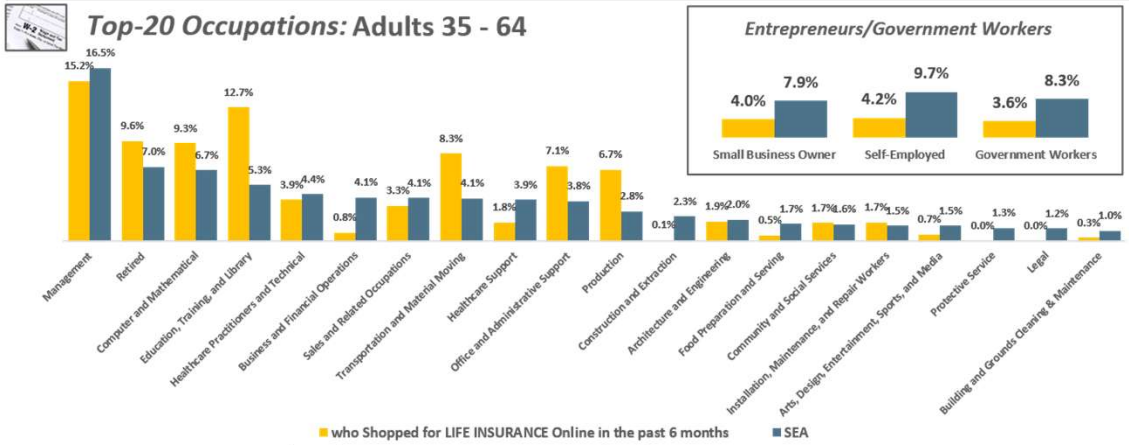
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

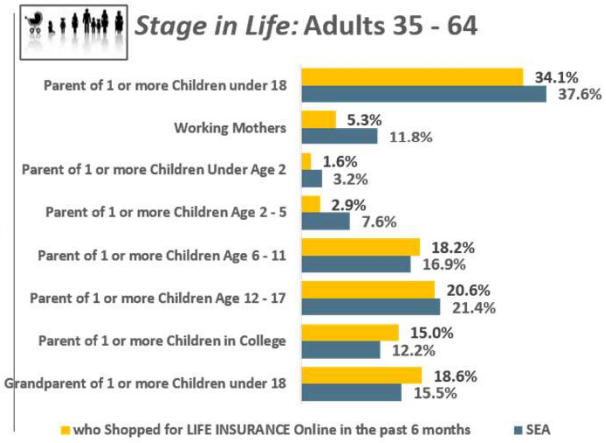


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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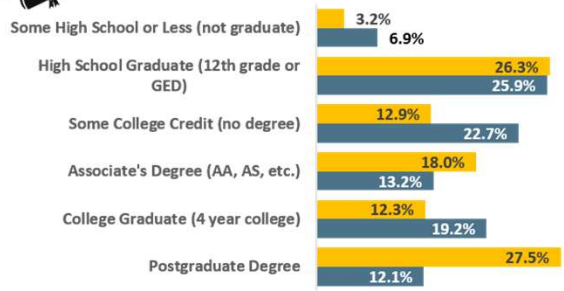
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

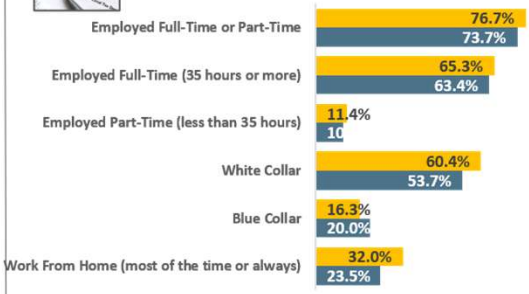
PHX

7.6% or 169,557 of PHX DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 27.1% more likely to be a college graduate, 2.9% more likely to work full-time, 30.9% more likely to be married, 4.9% less likely to be a grandparent of 1 or more children under

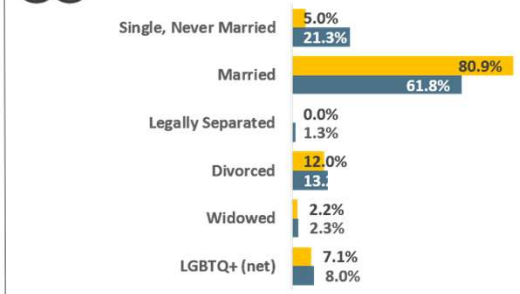
Education Levels: Adults 35 - 64



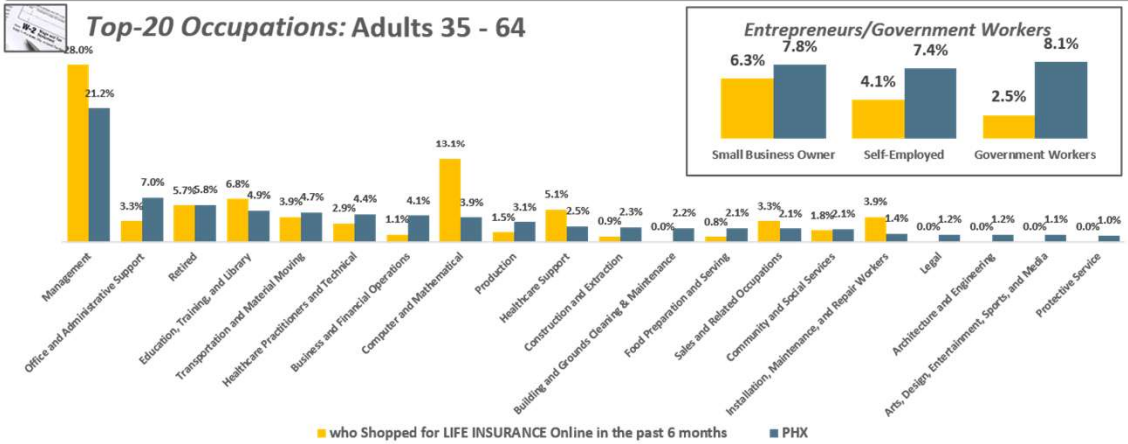
Employment: Adults 35 - 64



Marital Status: Adults 35 - 64

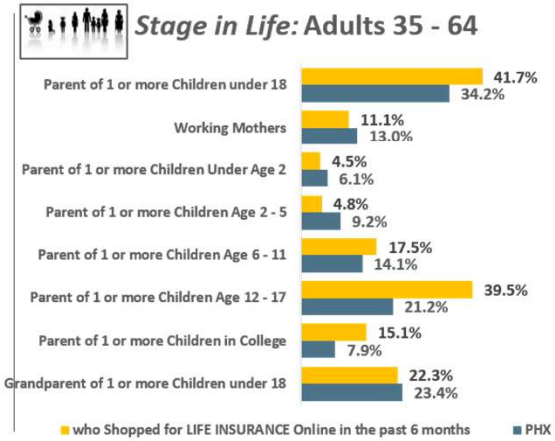


Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers

Stage in Life: Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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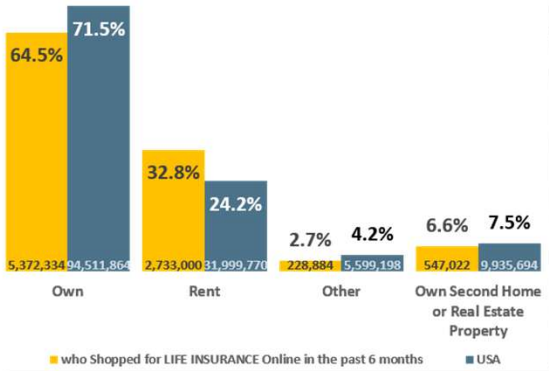
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

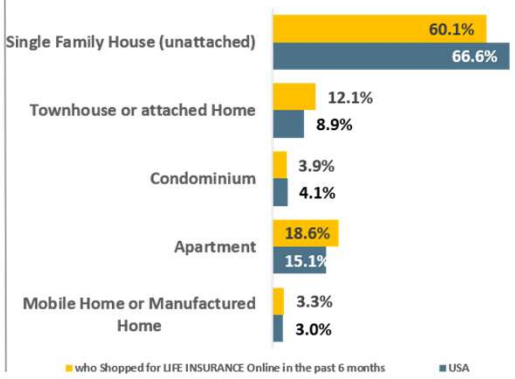
ETHOS LIFE INSURANCE — USA

6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 9.9% less likely to own their home, 29.1% more likely to own a higher valued home, 9.7% less likely to have a single-family home, .3% less likely to have a dog.

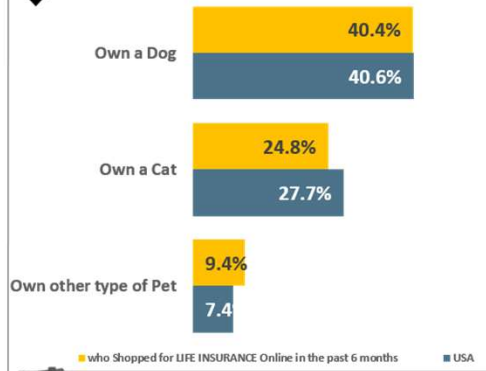
Own/Rent/Other: Adults 35 - 64



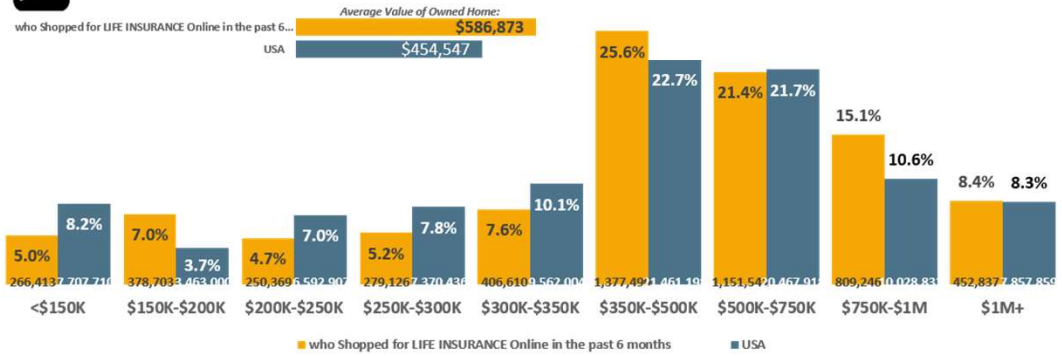
Type of Home: Adults 35 - 64



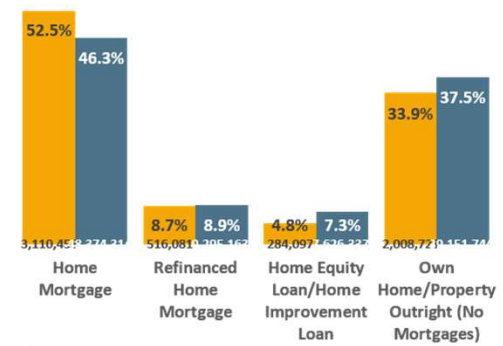
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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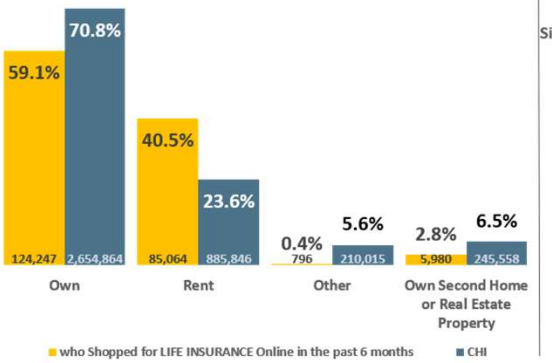
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

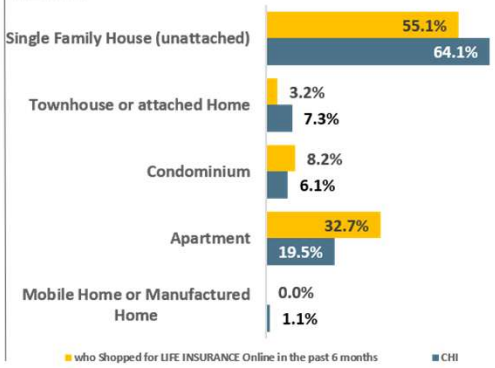
ETHOS LIFE INSURANCE — CHI

5.6% or 210,107 of CHI DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 16.5% less likely to own their home, 2.2% more likely to own a lower valued home, 14.% less likely to have a single-family home, 1.8% more likely to have a dog.

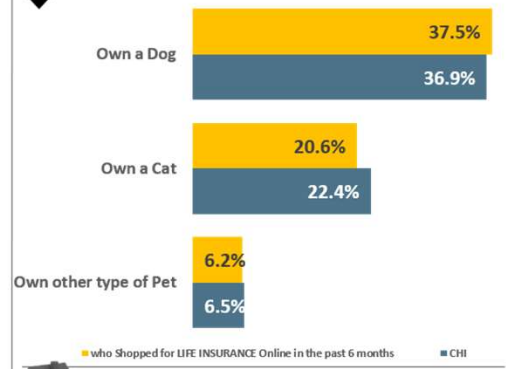
Own/Rent/Other: Adults 35 - 64



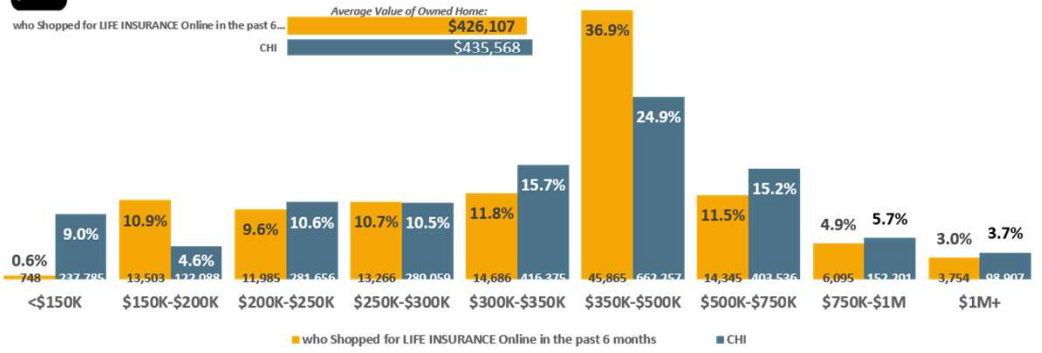
Type of Home: Adults 35 - 64



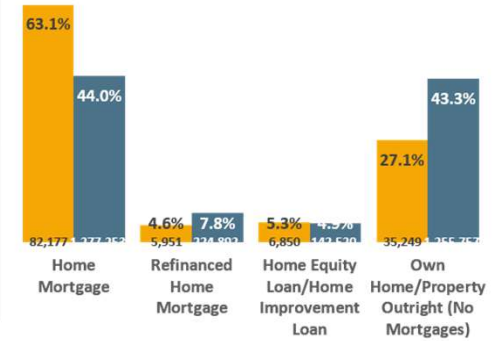
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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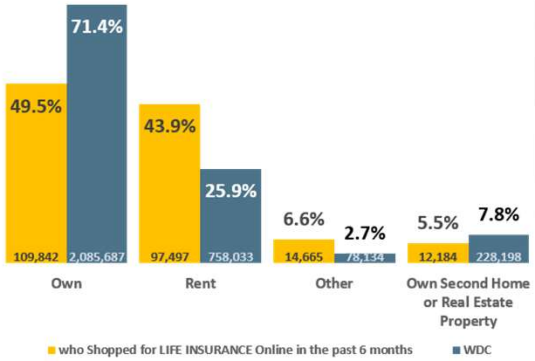
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

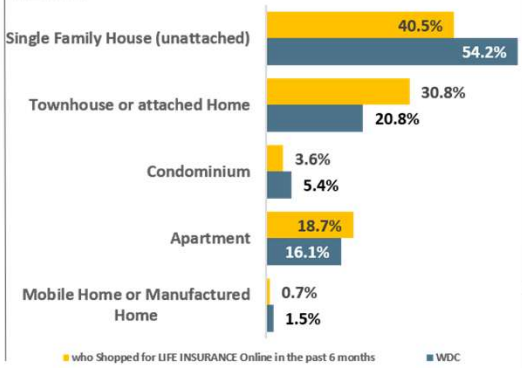
ETHOS LIFE INSURANCE — WDC

7.6% or 222,004 of WDC DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 30.7% less likely to own their home, 5.8% more likely to own a higher valued home, 25.4% less likely to have a single-family home, 20.7% more likely to have a dog.

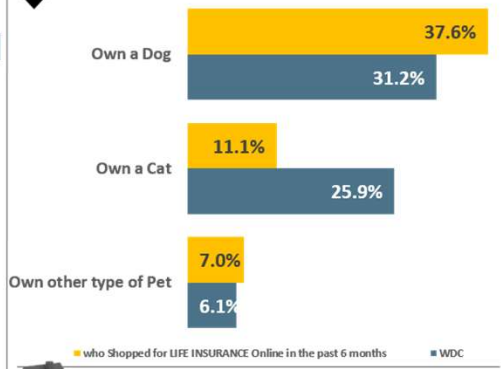
Own/Rent/Other: Adults 35 - 64



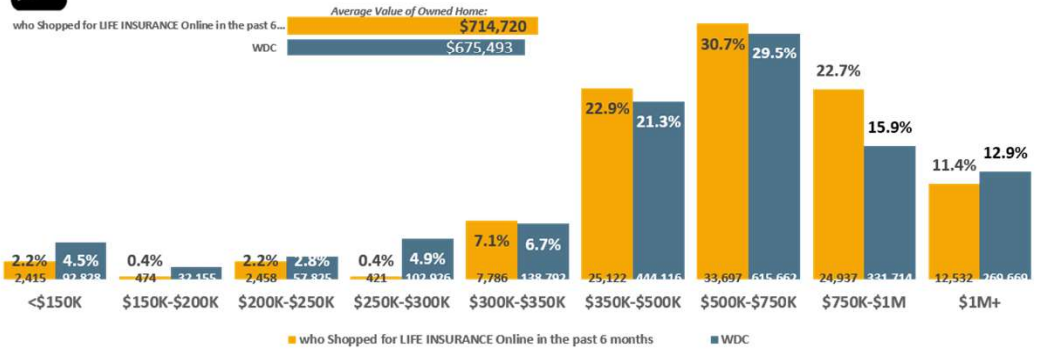
Type of Home: Adults 35 - 64



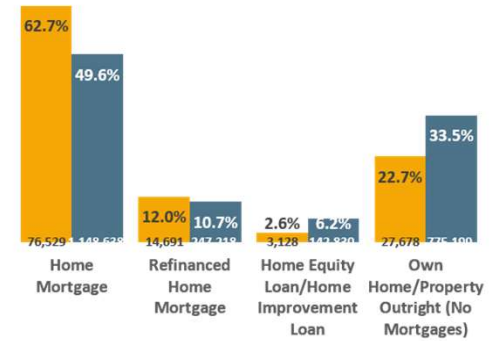
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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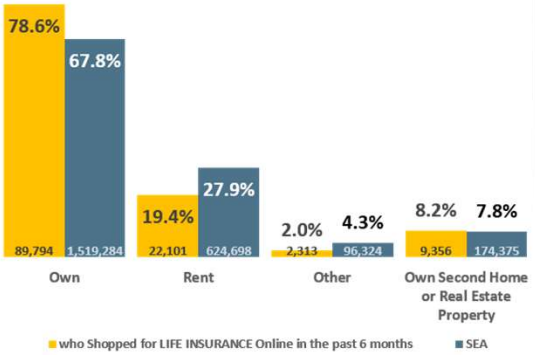
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

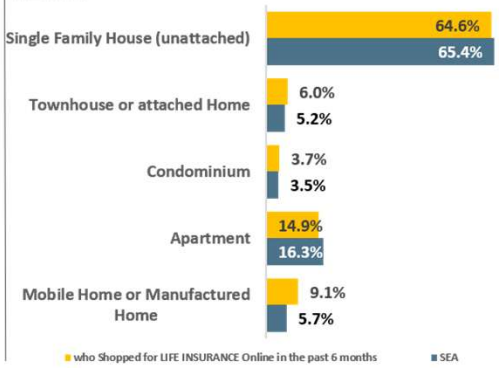
SEA

5.1% or 114,208 of SEA DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 15.9% more likely to own their home, 10.5% more likely to own a higher valued home, 1.2% less likely to have a single-family home, 8.5% less likely to have a dog.

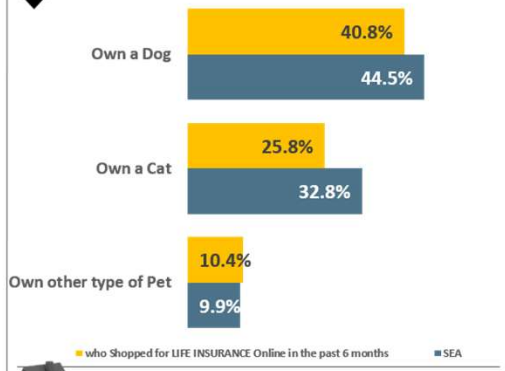
Own/Rent/Other: Adults 35 - 64



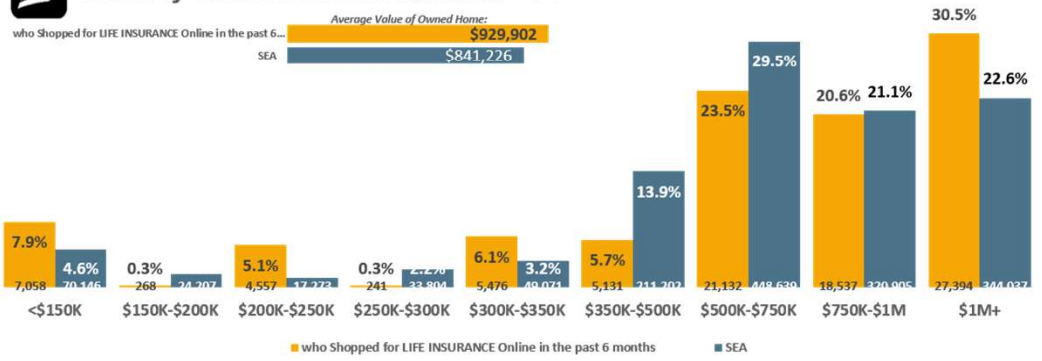
Type of Home: Adults 35 - 64



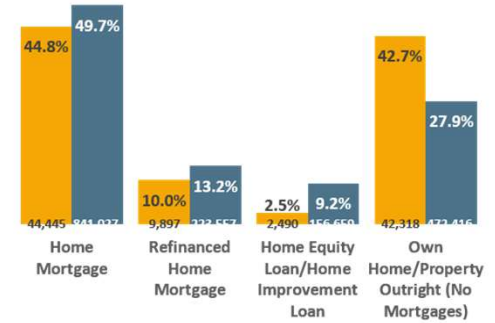
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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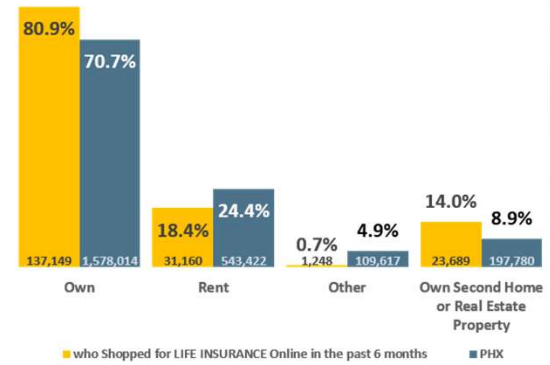
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

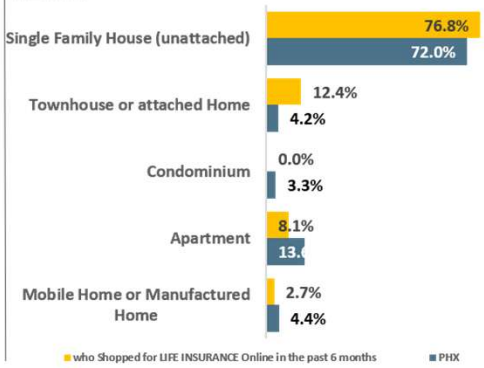
PHX

7.6% or 169,557 of PHX DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 14.4% more likely to own their home, 17.5% more likely to own a higher valued home, 6.6% more likely to have a single-family home, 29.% less likely to have a dog.

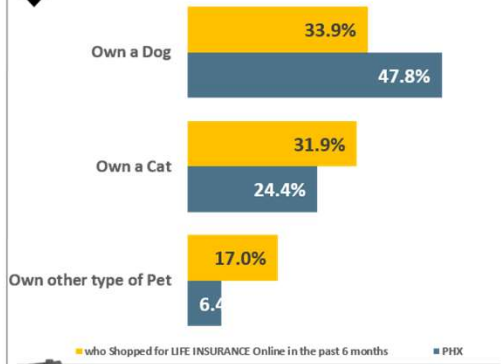
Own/Rent/Other: Adults 35 - 64



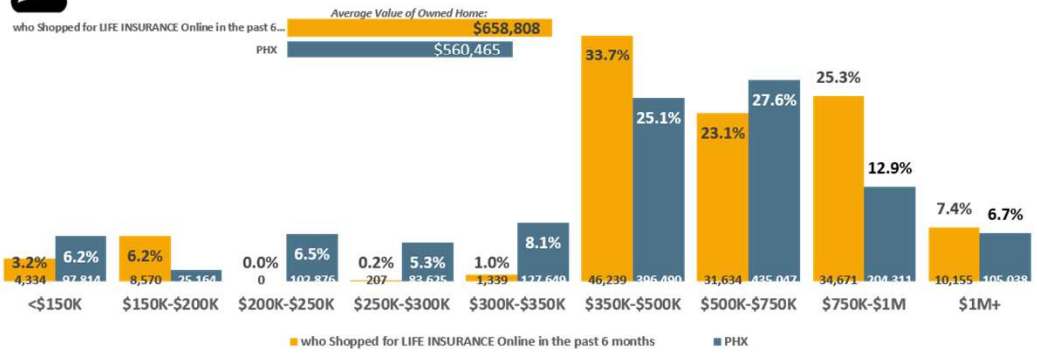
Type of Home: Adults 35 - 64



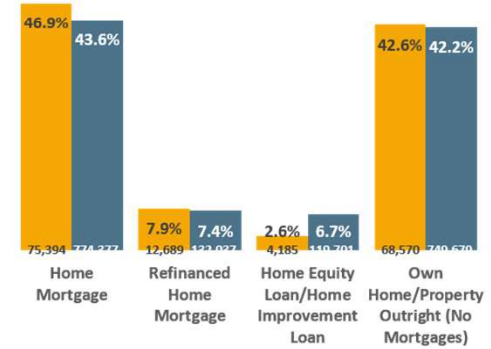
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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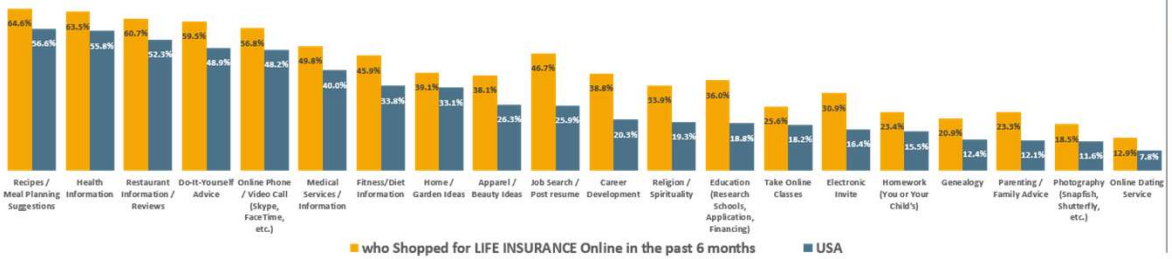
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

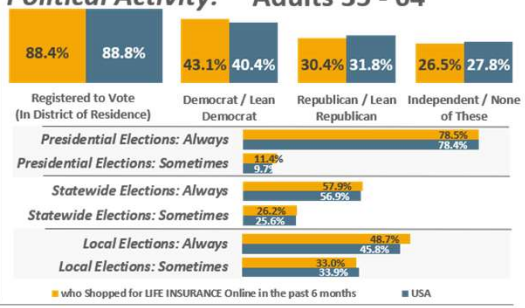
ETHOS LIFE INSURANCE — USA

6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 21.7% more likely to look up D-I-Y advice online, 6.4% more likely to always vote in local elections, 12.8% less likely to belong to a gym, 1.% more likely to fly domestic past

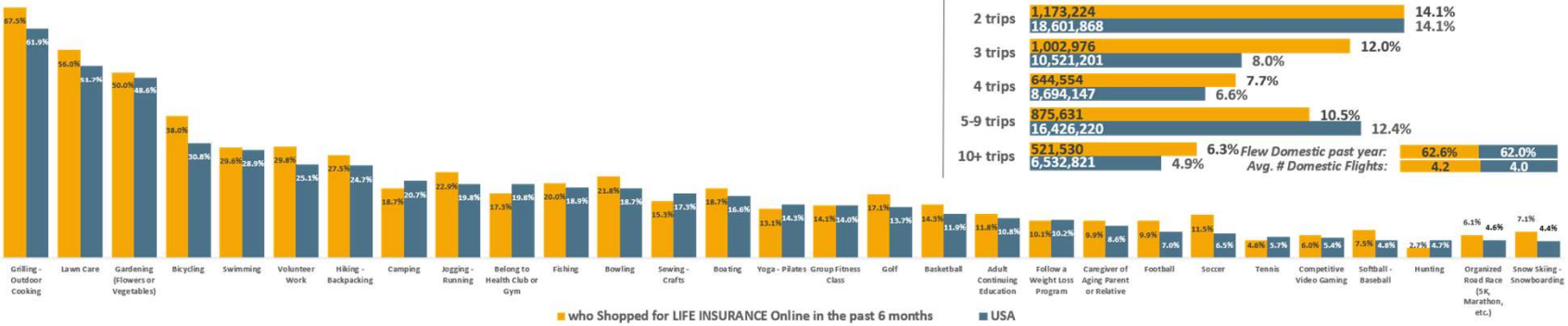
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



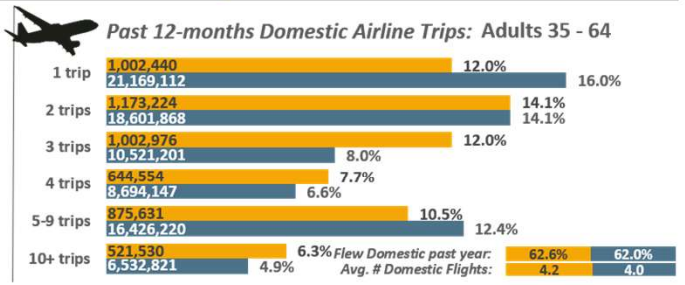
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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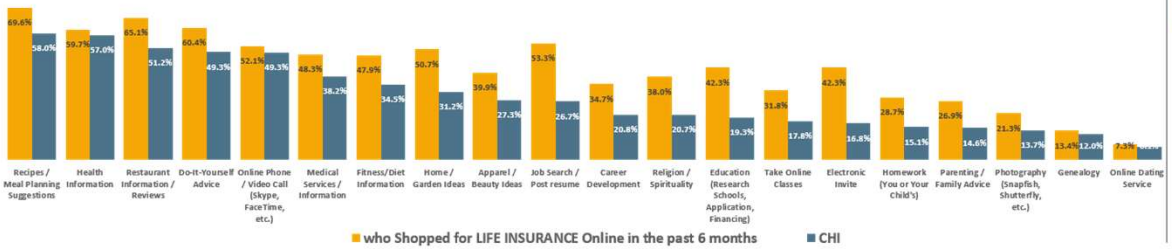
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

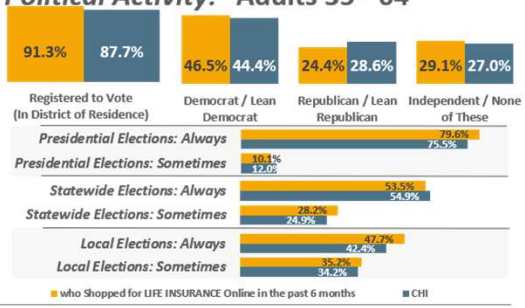
ETHOS LIFE INSURANCE — CHI

5.6% or 210,107 of CHI DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 22.6% more likely to look up D-I-Y advice online, 12.5% more likely to always vote in local elections, 8.8% more likely to belong to a gym, 6.7% less likely to fly domestic past

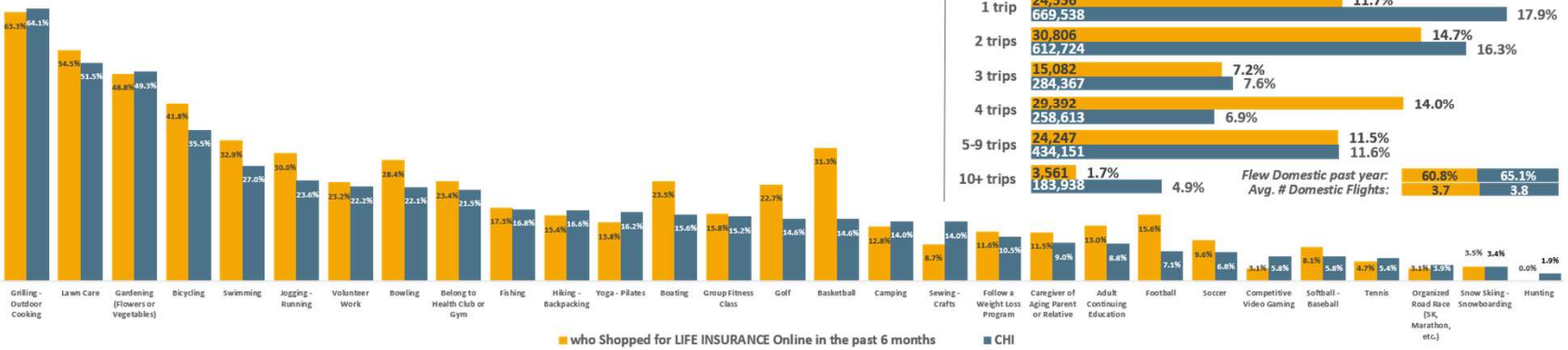
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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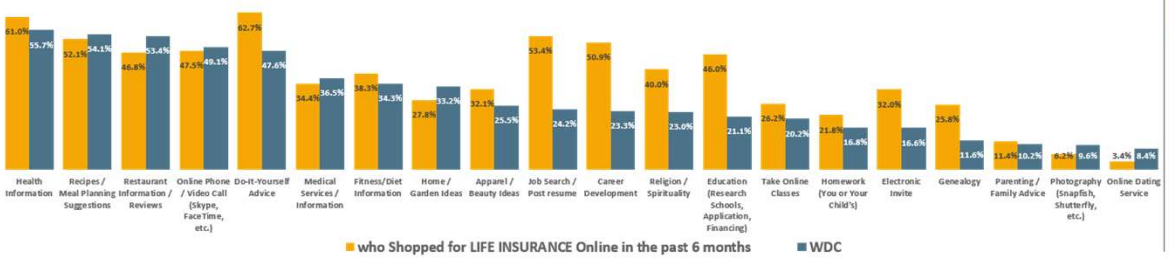
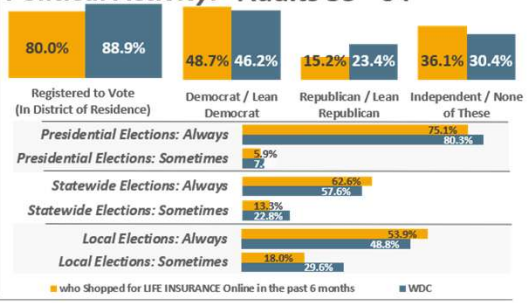
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

7.6% or 222,004 of WDC DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 31.8% more likely to look up D-I-Y advice online, 10.4% more likely to always vote in local elections, 22.5% less likely to belong to a gym, 15.3% less likely to fly domestic pa

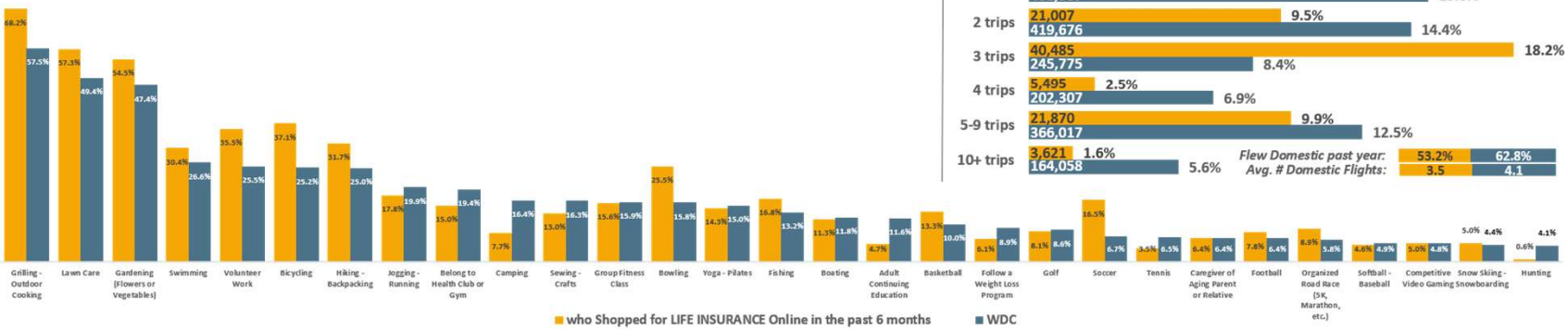
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



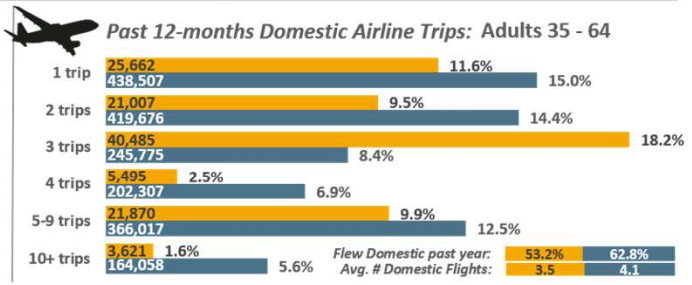
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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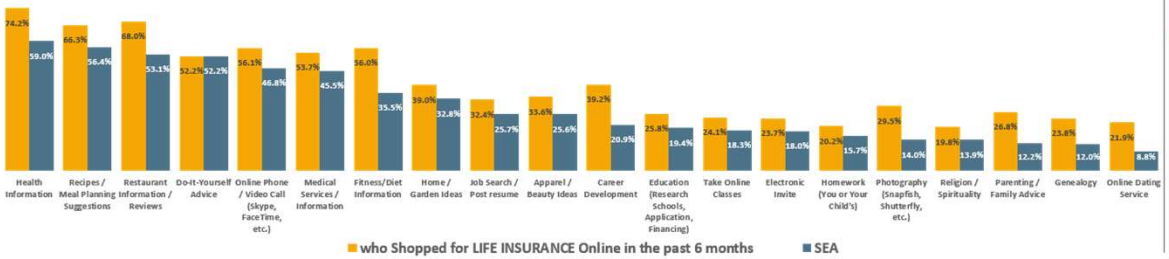
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

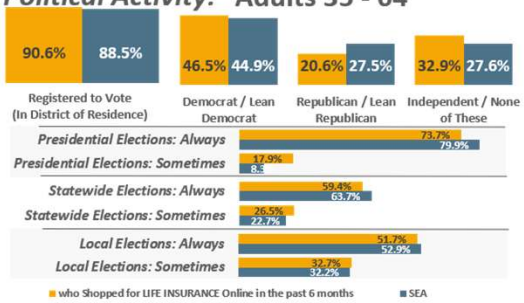
SEA

5.1% or 114,208 of SEA DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are .1% less likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 36.% more likely to belong to a gym, 13.8% more likely to fly domestic past y

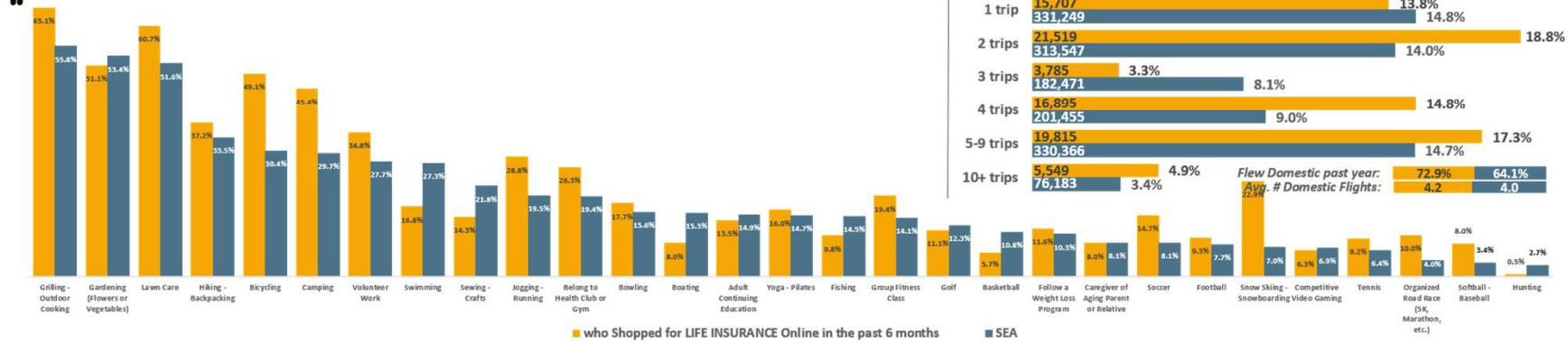
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



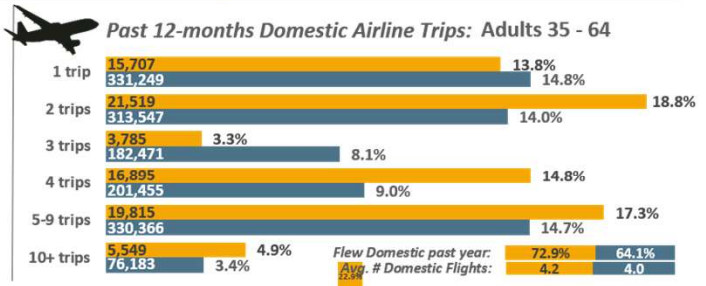
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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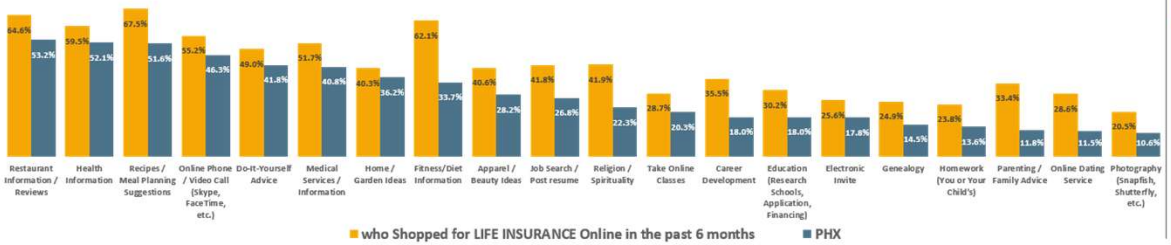
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

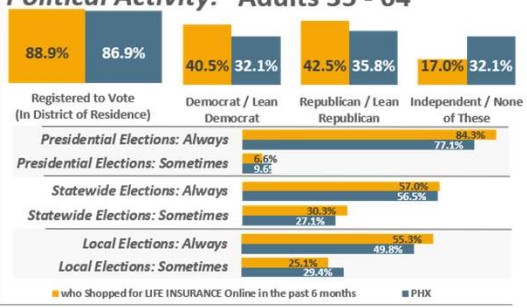
ETHOS LIFE INSURANCE — PHX

7.6% or 169,557 of PHX DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 17.4% more likely to look up D-I-Y advice online, 11.1% more likely to always vote in local elections, 63.1% less likely to belong to a gym, 7.2% more likely to fly domestic pas

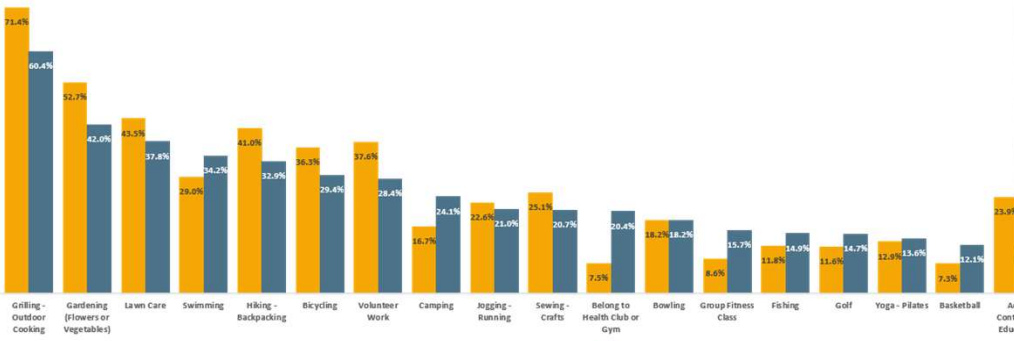
Top-20 past 30-days Online Lifestyle Activites: Adults 35 - 64



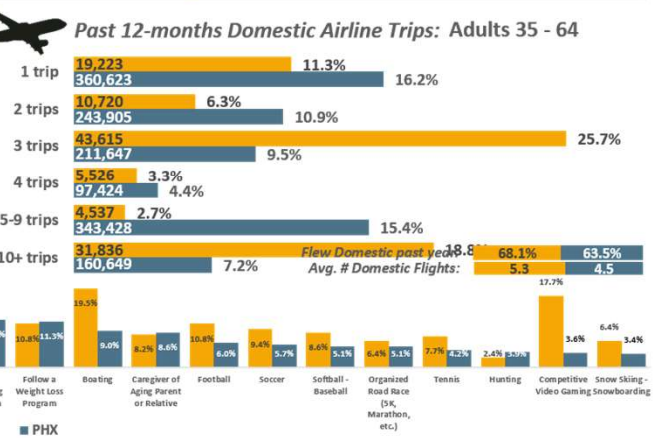
Political Activity: Adults 35 - 64



Top-30 past 12-months Active Lifestyle Activites: Adults 35 - 64



Past 12-months Domestic Airline Trips: Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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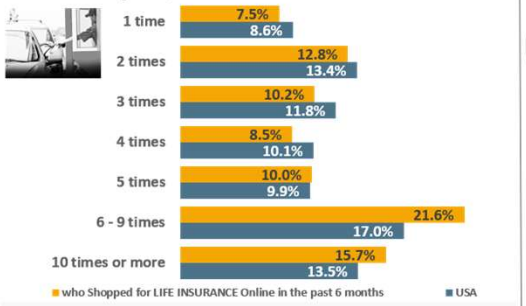
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

USA

6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months.
Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 2.3% more likely to use QSRs past mo., 4.8% more likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past yr., 14.% more likely to smoke cigarettes.

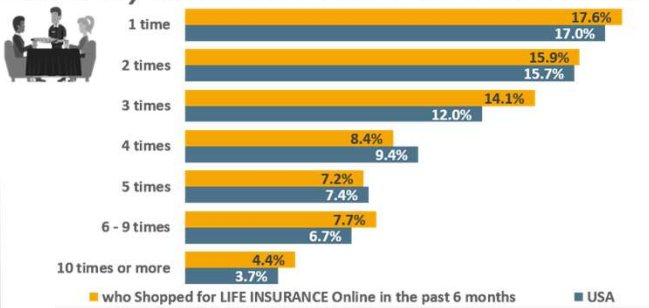
Past 30-days QSR Users: Adults 35 - 64



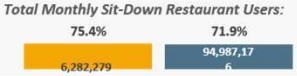
Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



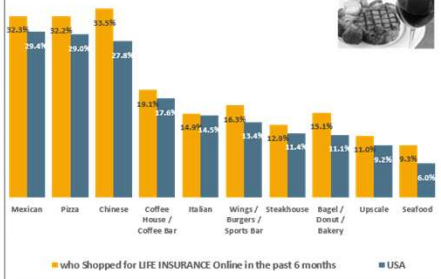
Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:

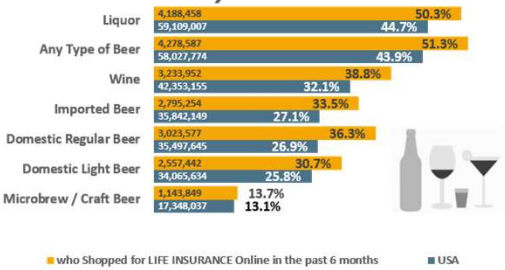
Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)

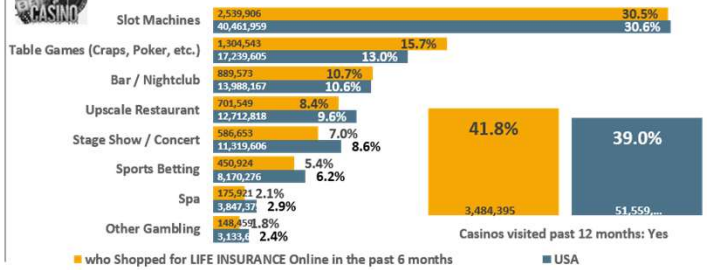


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

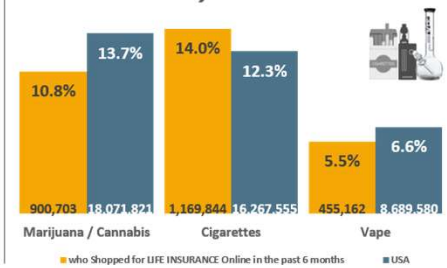
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



Used Past 30-days: Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — CHI

5.6% or 210,107 of CHI DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are .1% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., .% less likely to use Casinos past yr., 54.8% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 - 64

	who Shopped for LIFE INSURANCE Online in the past 6 months	CHI
1 time	4.9%	9.1%
2 times	16.7%	12.3%
3 times	11.5%	11.6%
4 times	8.7%	9.9%
5 times	8.2%	11.1%
6 - 9 times	10.7%	17.0%
10 times or more	23.8%	13.4%

Total Monthly QSR Users:		*Avg. Monthly QSR Meals:*	
84.5%	84.4%	6.9	5.8
177,461	3,164,660		

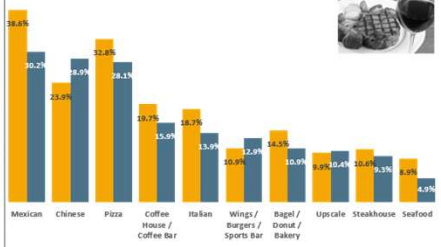
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64

	who Shopped for LIFE INSURANCE Online in the past 6 months	CHI
1 time	15.5%	17.1%
2 times	14.0%	15.7%
3 times	13.4%	10.9%
4 times	8.4%	9.6%
5 times	3.0%	7.2%
6 - 9 times	11.9%	5.6%
10 times or more	3.0%	2.9%

Total Monthly Sit-Down Restaurant Users:		*Avg. Monthly Sit-Down Restaurant Meals:*	
69.2%	69.0%	3.9	3.5
145,391	2,587,178		

Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)



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

who Shopped for LIFE INSURANCE Online in the past 6...	57,786	27.5%
CHI	783,063	20.9%

Drank Past 30-days: Adults 35 - 64

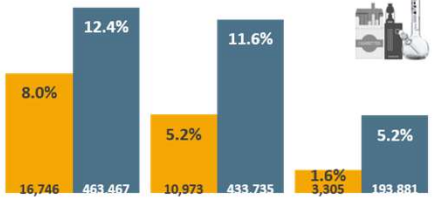
	who Shopped for LIFE INSURANCE Online in the past 6 months	CHI
Any Type of Beer	109,967 52.3%	1,834,113 48.9%
Liquor	103,463 49.2%	1,711,191 45.6%
Wine	84,197 40.1%	1,348,749 36.0%
Imported Beer	81,771 38.9%	1,268,760 33.8%
Domestic Regular Beer	79,679 37.9%	1,059,559 28.2%
Domestic Light Beer	49,426 23.5%	1,031,208 27.5%
Microbrew / Craft Beer	8,495 4.0%	417,735 11.1%

Past 12 months Casino Activities: Adults 35 - 64

	who Shopped for LIFE INSURANCE Online in the past 6 months	CHI
Slot Machines	58,595 27.9%	993,205 26.5%
Table Games (Craps, Poker, etc.)	44,885 21.4%	455,587 12.1%
Bar / Nightclub	10,077 4.8%	322,199 8.6%
Stage Show / Concert	6,732 3.2%	258,305 6.9%
Upscale Restaurant	12,052 5.7%	237,892 6.3%
Sports Betting	8,500 4.0%	178,983 4.8%
Spa	6,579 3.1%	118,655 3.2%
Other Gambling	1,045 0.5%	88,020 2.3%

Casinos visited past 12 months: Yes	
33.2%	33.2%
69,652	1,243,444

Used Past 30-days: Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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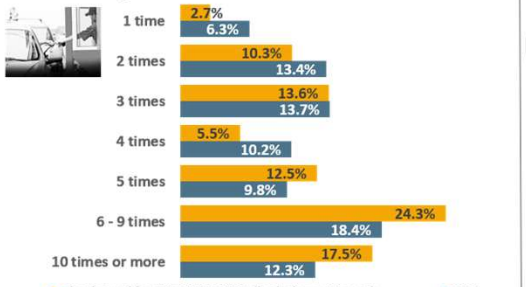
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

WDC

7.6% or 222,004 of WDC DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 2.7% more likely to use QSRs past mo., 4.7% more likely to use Sit-Down Restaurants past mo., 5.2% more likely to use Casinos past yr., 7.2% less likely to smoke cigarettes.

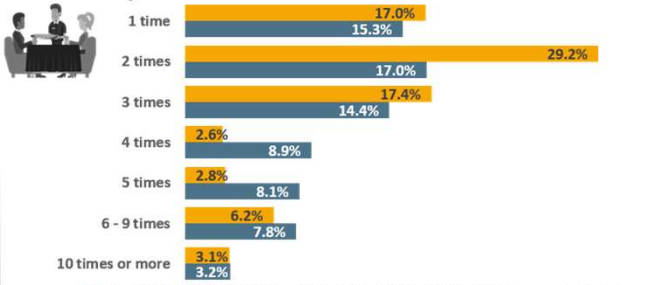
Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64

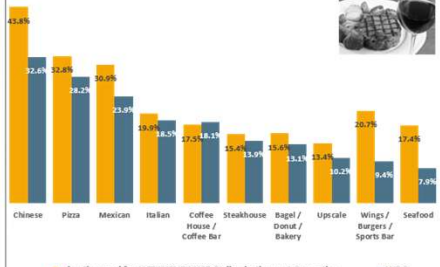


Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

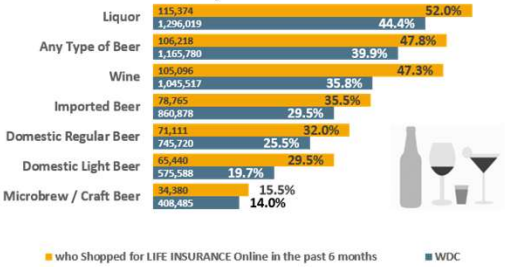
Top-10 Cuisines: Adults 35 - 64

(Sit-Down Restaurants Used Past 30-days)

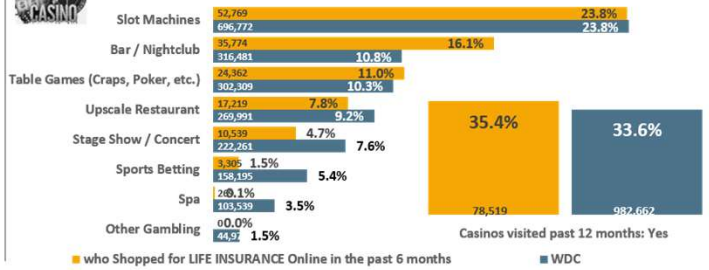


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

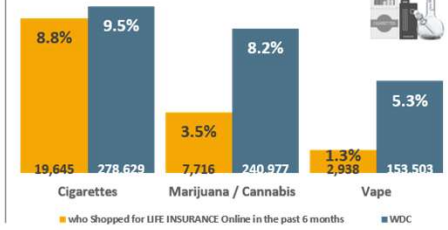
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



Used Past 30-days: Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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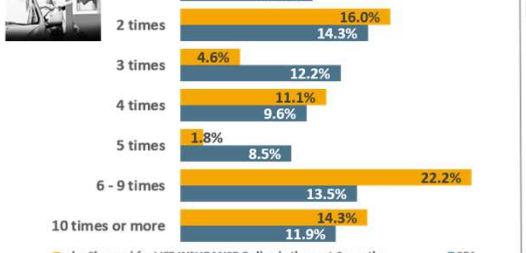
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

SEA

5.1% or 114,208 of SEA DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 1.8% less likely to use QSRs past mo., 7.2% less likely to use Sit-Down Restaurants past mo., 16.8% more likely to use Casinos past yr., 58.6% less likely to smoke cigarettes.

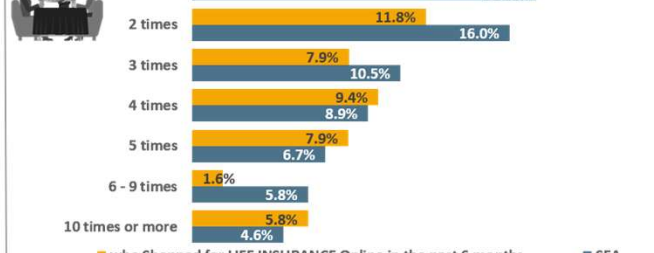
Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64

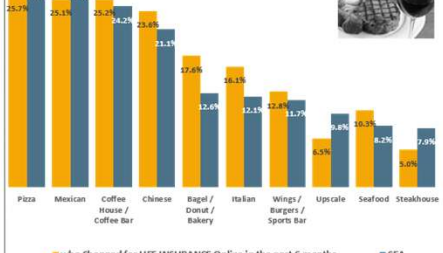


Total Monthly Sit-Down Restaurant Users:

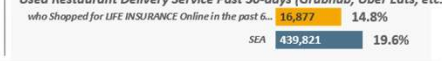
Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 35 - 64

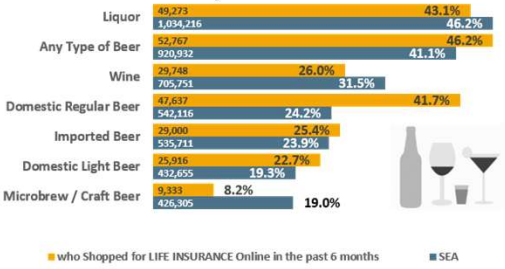
(Sit-Down Restaurants Used Past 30-days)



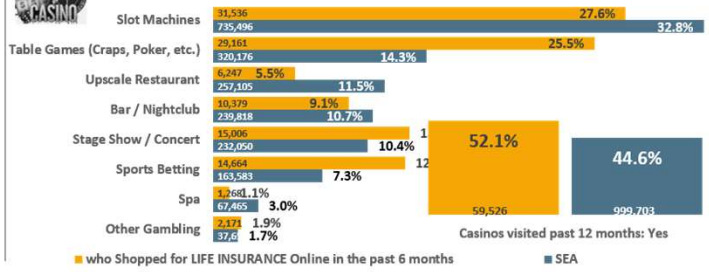
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)



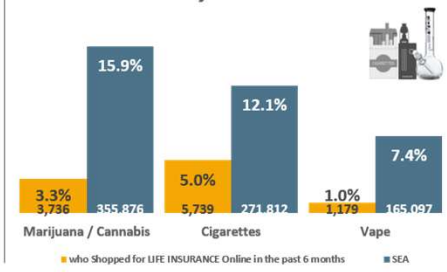
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



Used Past 30-days: Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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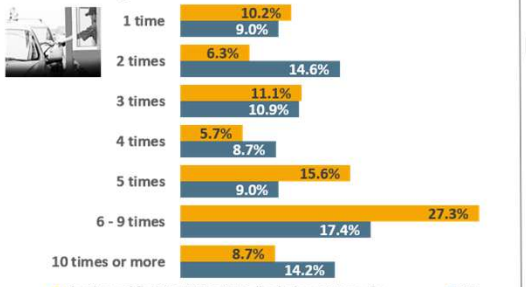
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

PHX

7.6% or 169,557 of PHX DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 1.4% more likely to use QSRs past mo., 7.1% more likely to use Sit-Down Restaurants past mo., 3.% more likely to use Casinos past yr., 31.8% less likely to smoke cigarettes.

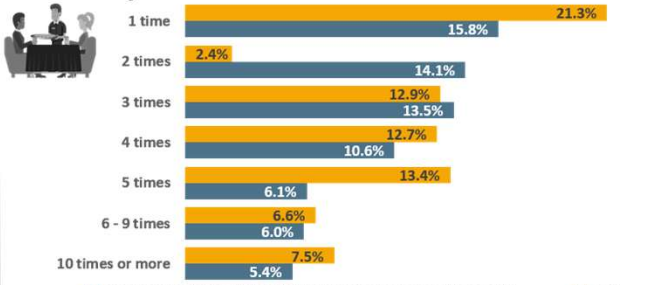
Past 30-days QSR Users: Adults 35 - 64



Total Monthly QSR Users:

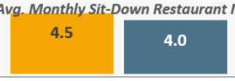
Avg. Monthly QSR Meals:

Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



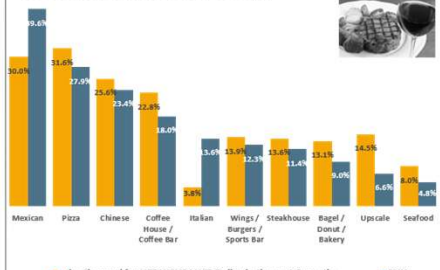
Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 35 - 64

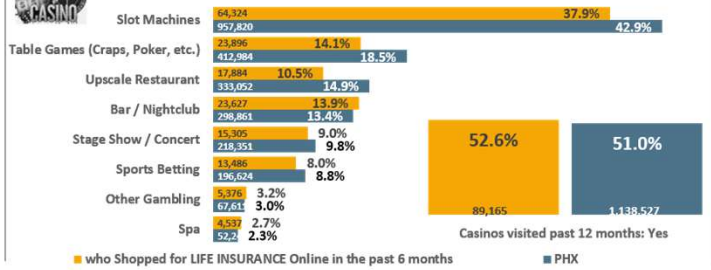
(Sit-Down Restaurants Used Past 30-days)



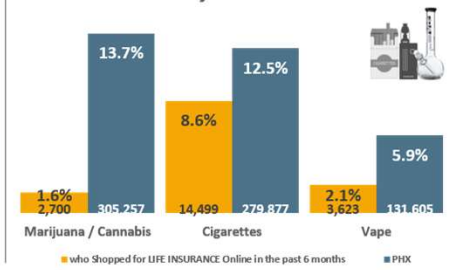
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 35 - 64

Past 12 months Casino Activities: Adults 35 - 64



Used Past 30-days: Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

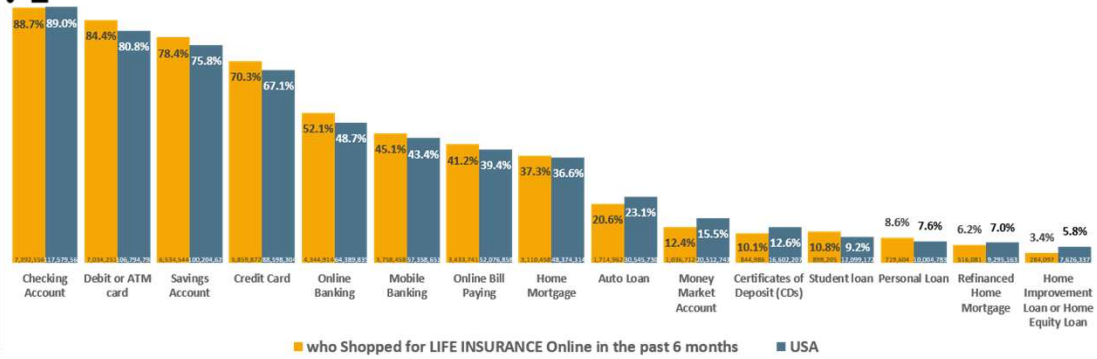
ETHOS LIFE INSURANCE

USA

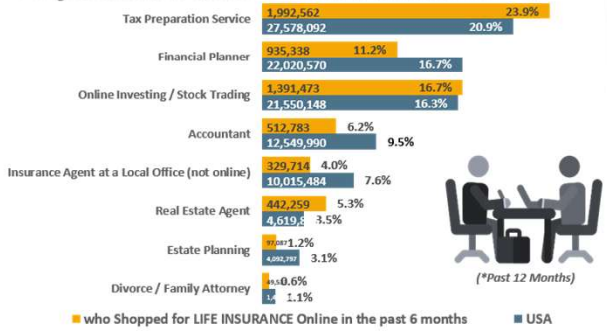
6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are .6% less likely to have a 401K, 11.% less likely to have an Auto Loan, 2.4% more likely to Invest/Trade Stocks Online, 3.1% more likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64

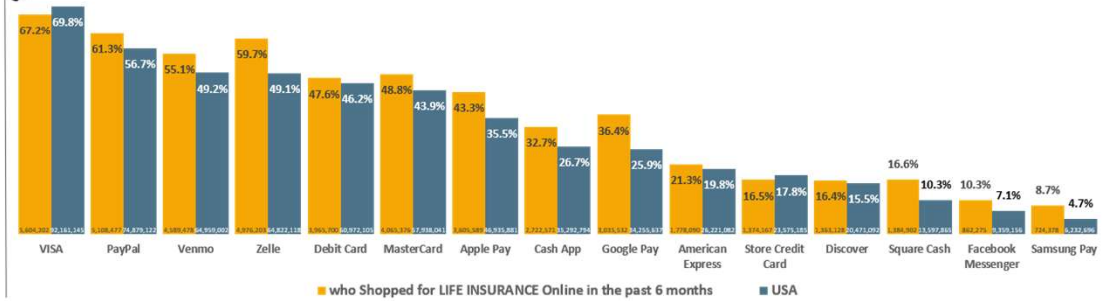
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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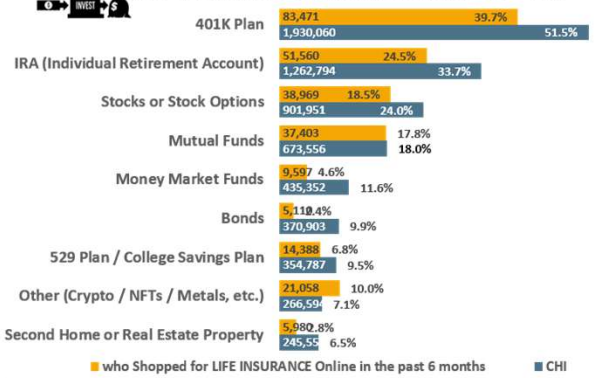
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

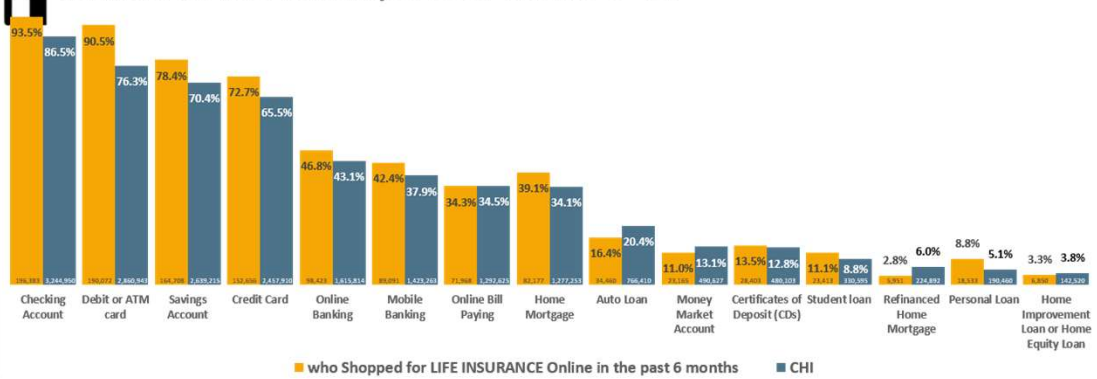
ETHOS LIFE INSURANCE — CHI

5.6% or 210,107 of CHI DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 22.8% less likely to have a 401K, 19.7% less likely to have an Auto Loan, 68.3% less likely to Invest/Trade Stocks Online, 17.3% more likely to pay with their Debit Card.

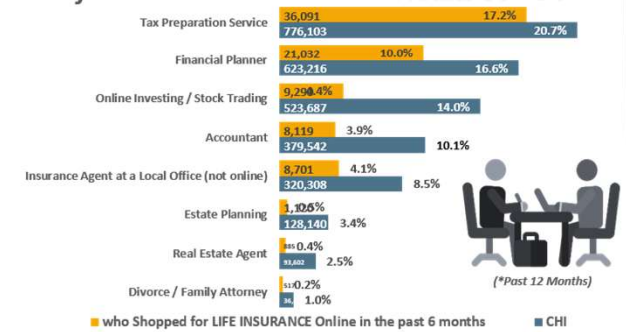
Investments Owned: Adults 35 - 64



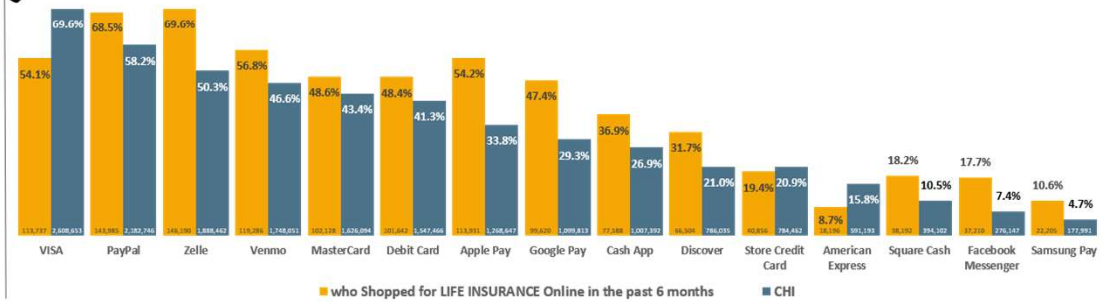
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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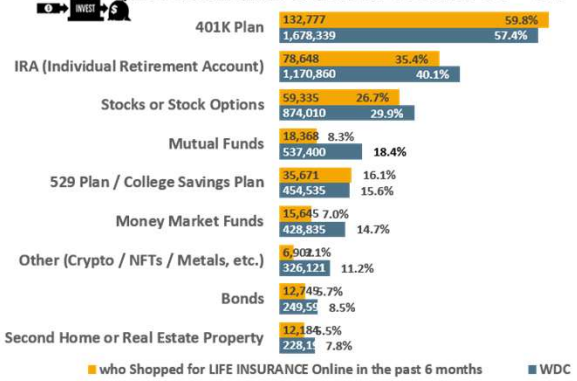
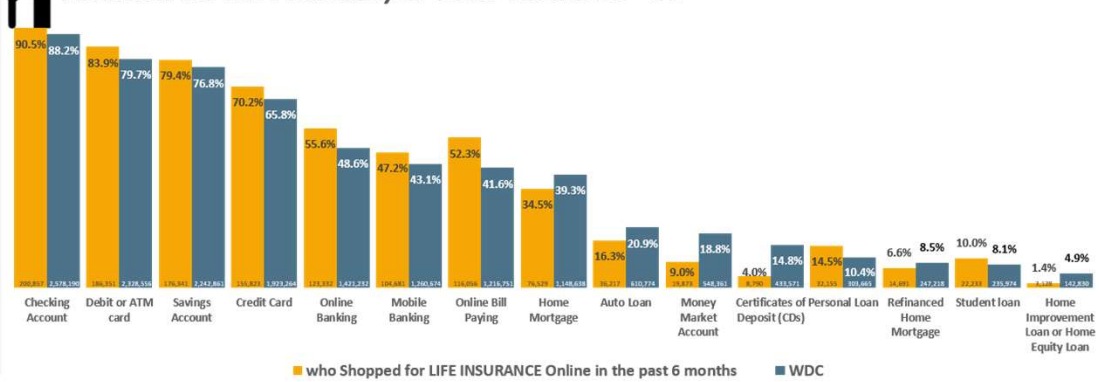
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

7.6% or 222,004 of WDC DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 4.1% more likely to have a 401K, 22.% less likely to have an Auto Loan, 7.3% less likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.

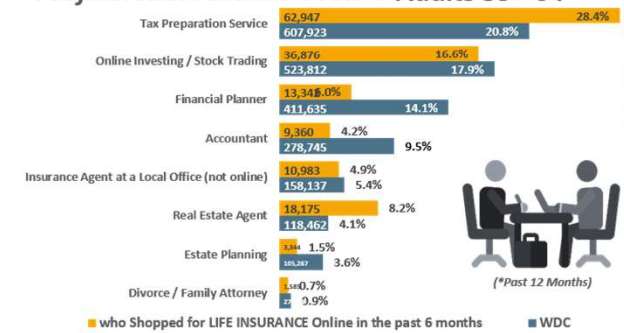
Investments Owned: Adults 35 - 64



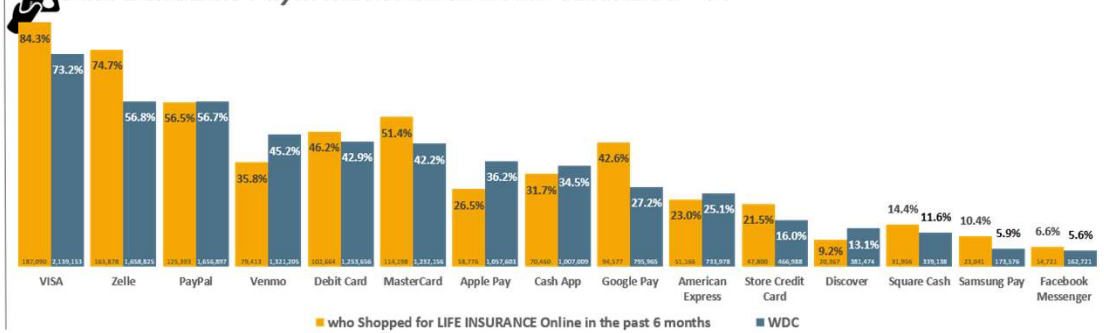
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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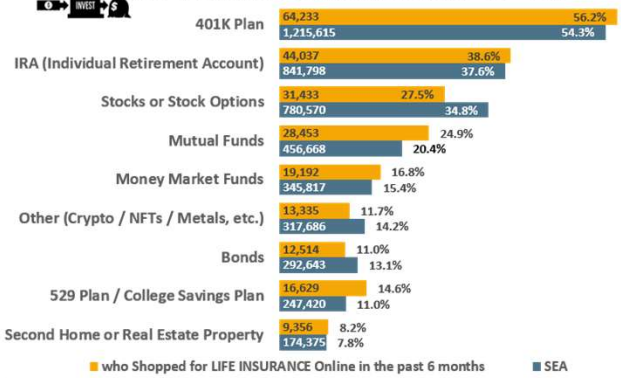
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

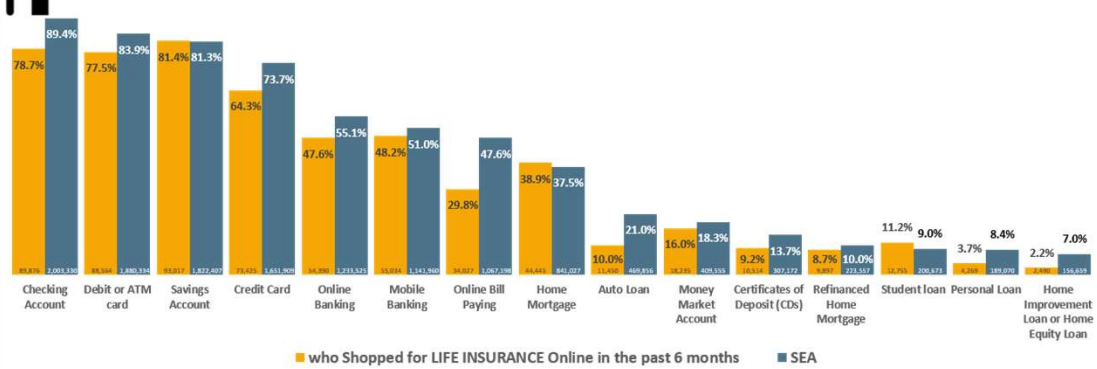
SEA

5.1% or 114,208 of SEA DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 3.7% more likely to have a 401K, 52.2% less likely to have an Auto Loan, .% less likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.

Investments Owned: Adults 35 - 64

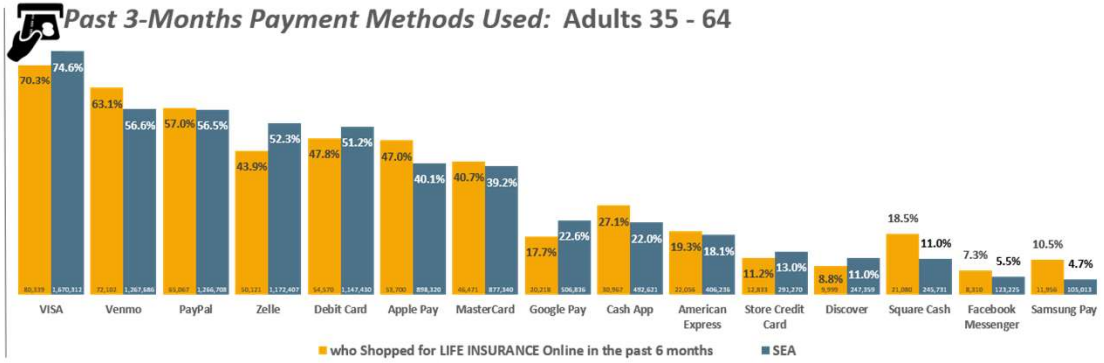


Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64

Past 3-Months Payment Methods Used: Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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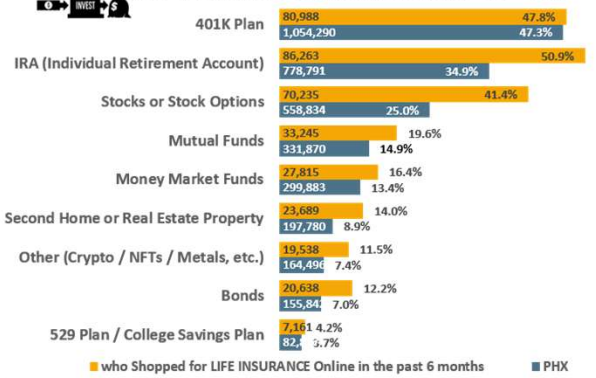
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

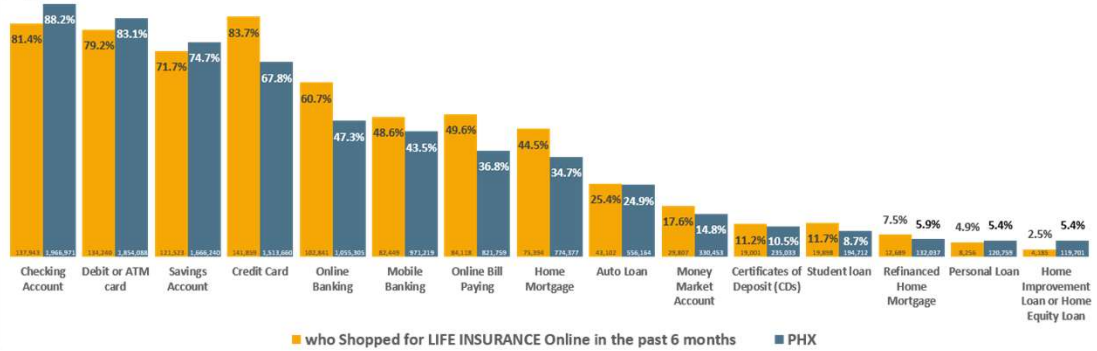
PHX

7.6% or 169,557 of PHX DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 1.1% more likely to have a 401K, 2.5% more likely to have an Auto Loan, 85.7% more likely to Invest/Trade Stocks Online, 20.6% less likely to pay with their Debit Card.

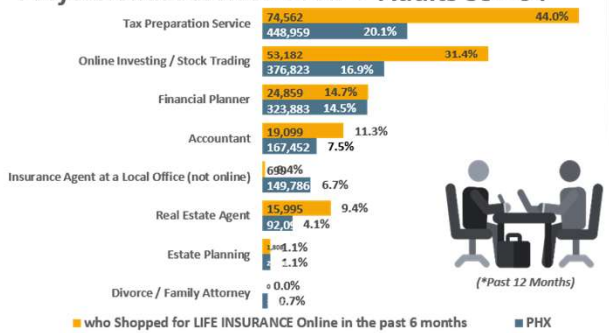
Investments Owned: Adults 35 - 64



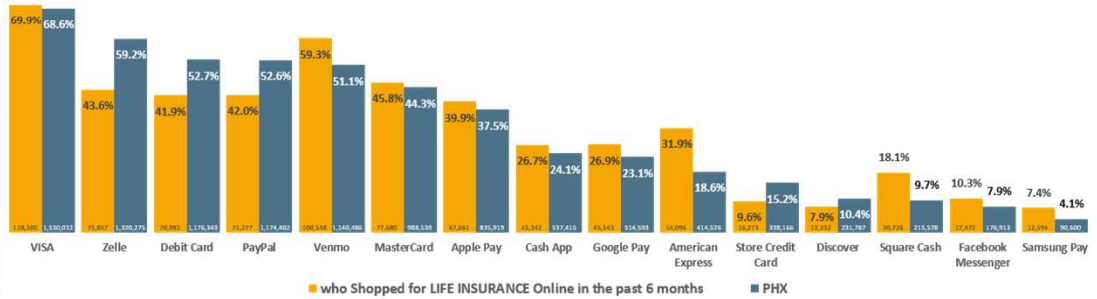
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used:* Adults 35 - 64



Past 3-Months Payment Methods Used: Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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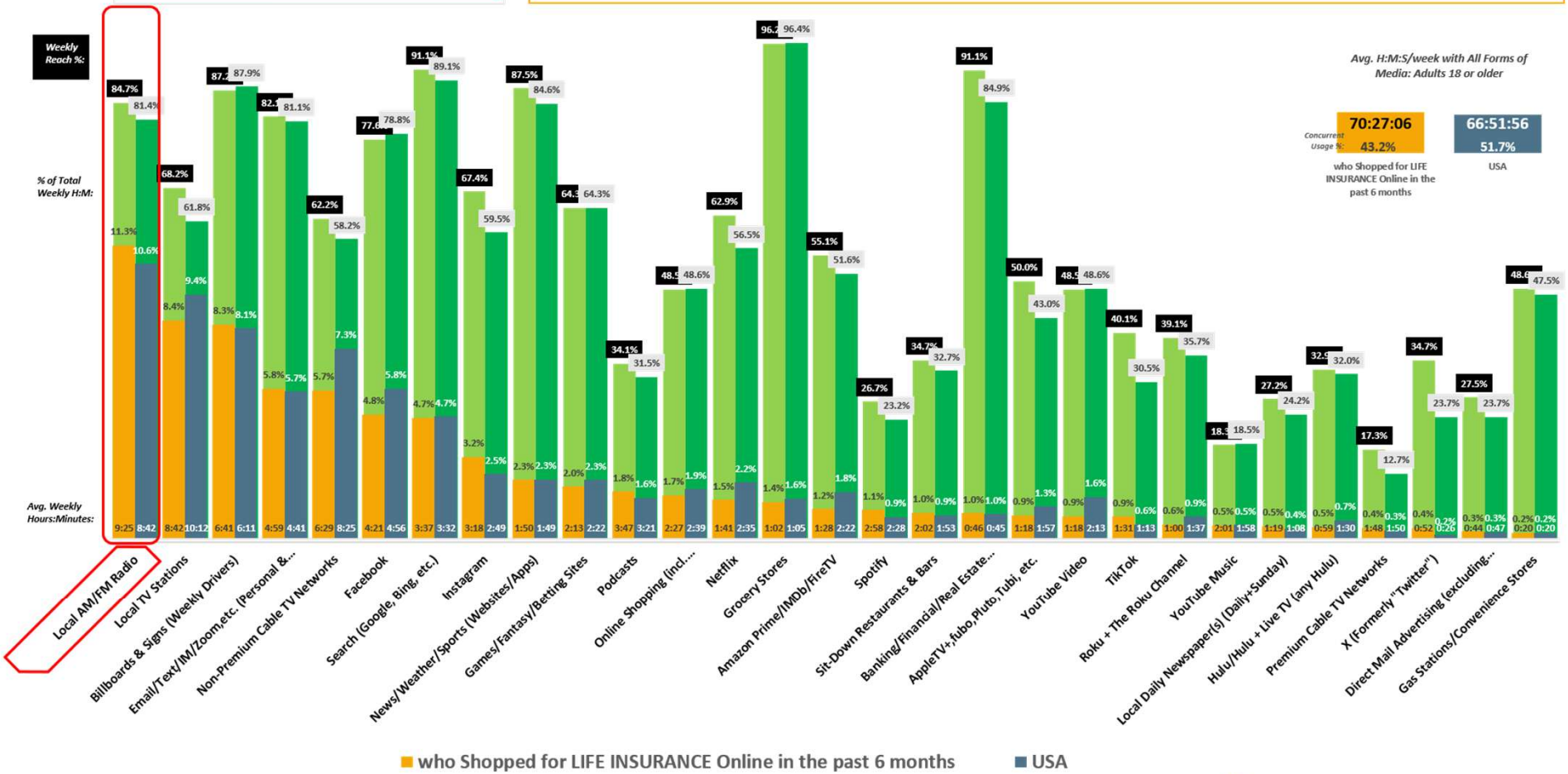
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — USA

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 22 hours, 27 minutes and 6 seconds each week with All Forms of Media.

84.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 9 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259 USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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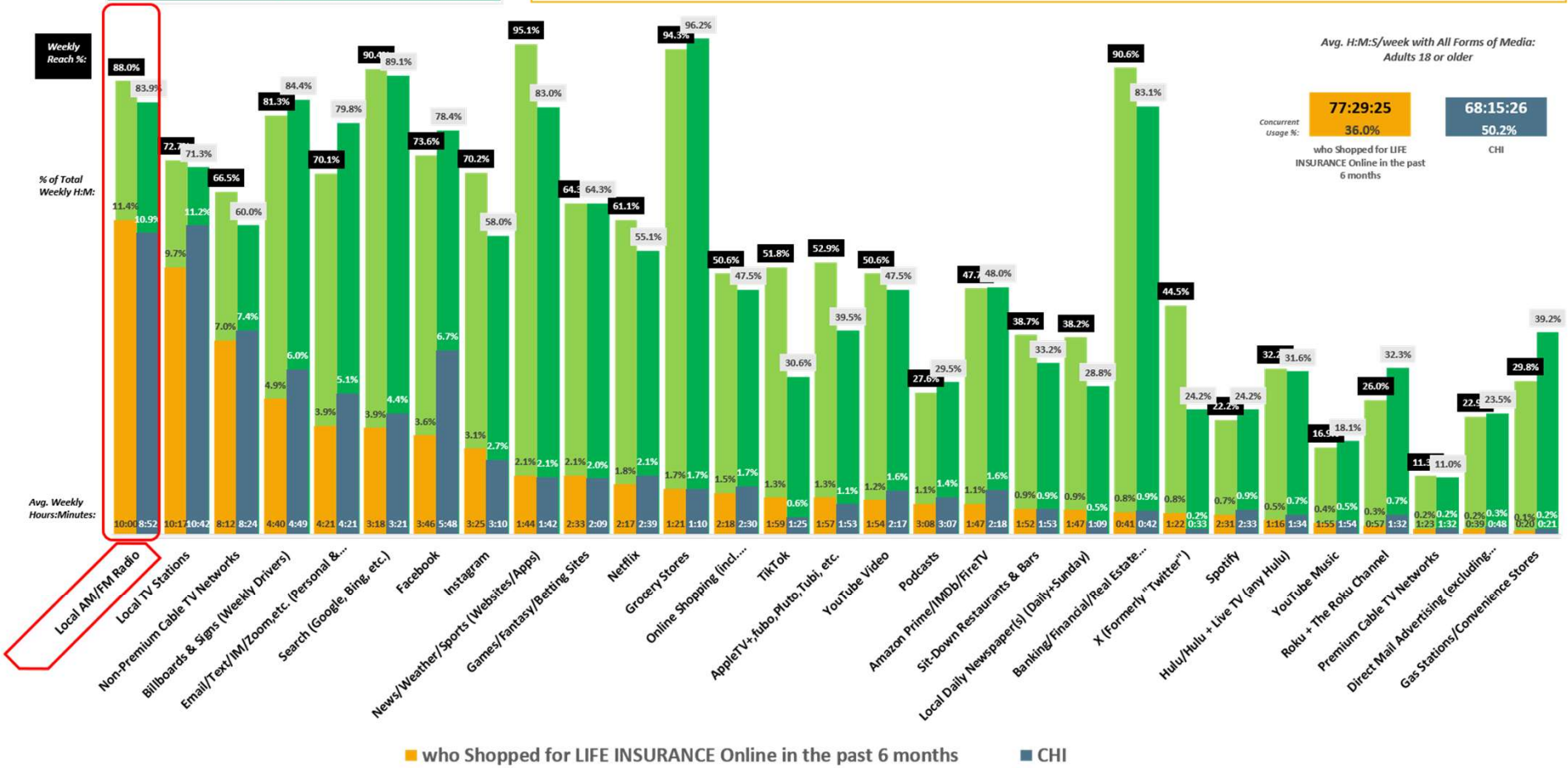
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — CHI

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 3 days, 5 hours, 29 minutes and 25 seconds each week with All Forms of Media.

88.% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 10 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 11.4% of total time spent with all forms of Media.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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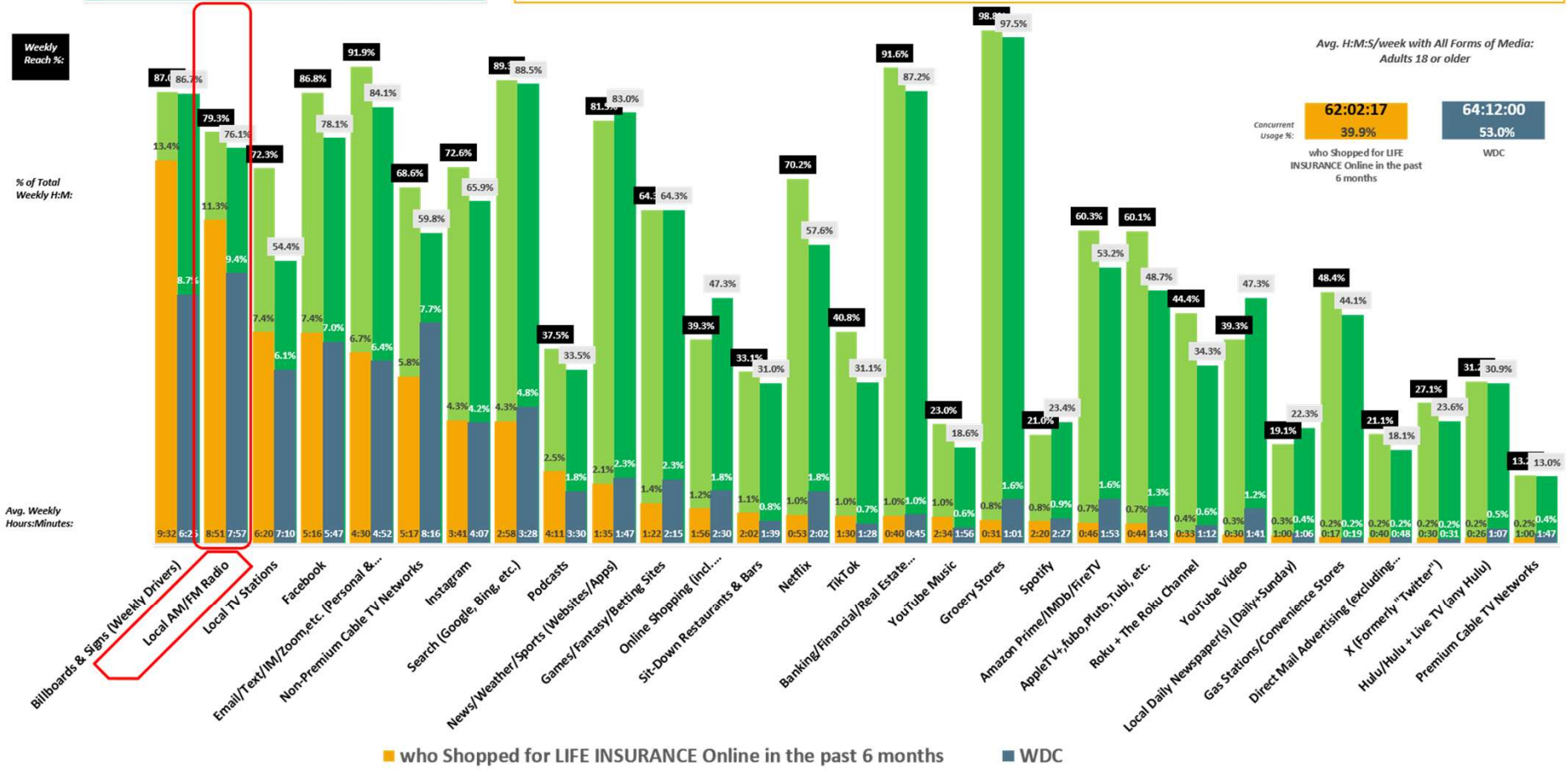
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — WDC

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 14 hours, 2 minutes and 17 seconds each week with All Forms of Media.

79.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 8 hours and 51 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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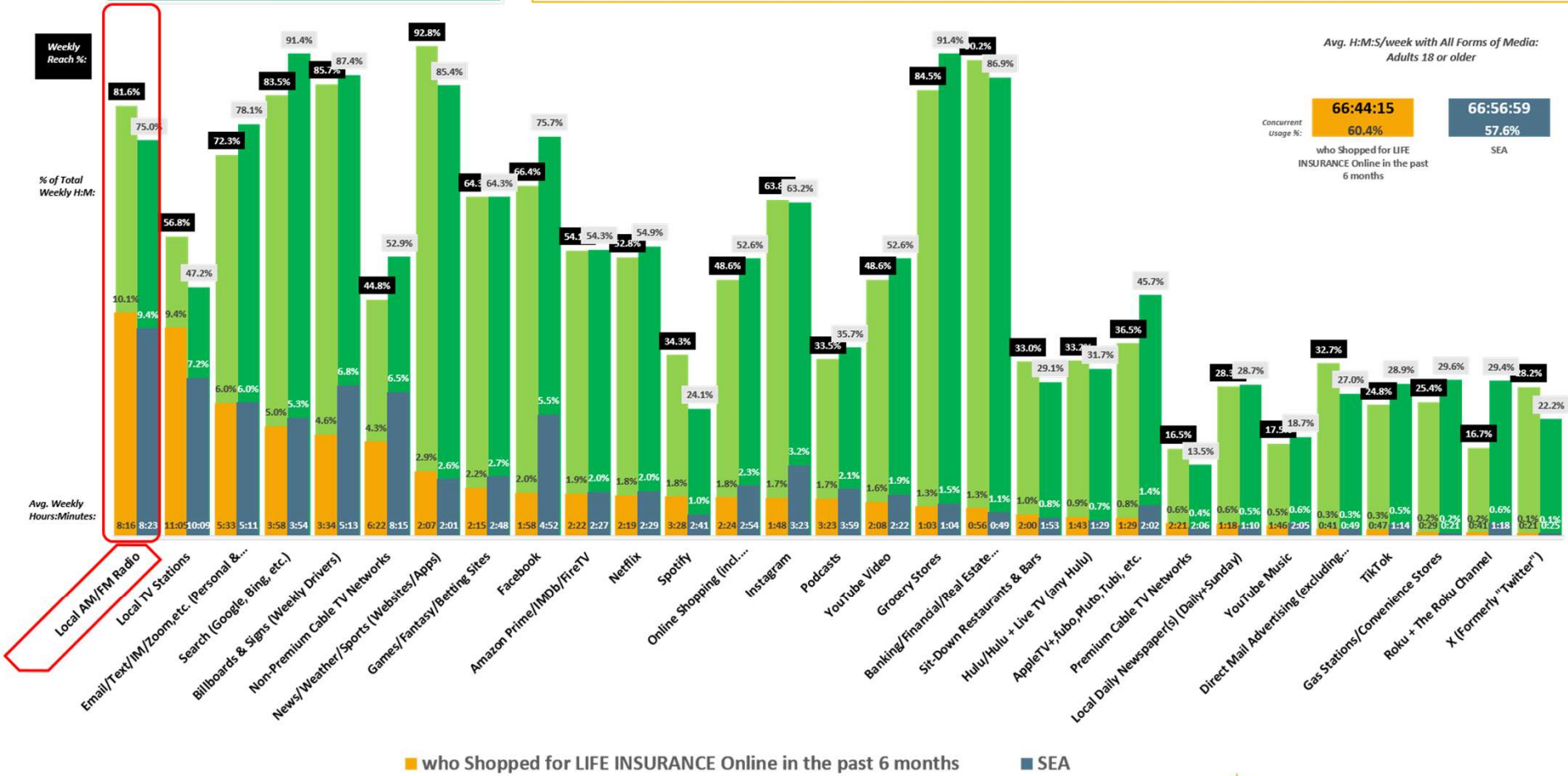
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

SEA

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 18 hours, 44 minutes and 15 seconds each week with All Forms of Media.

81.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 8 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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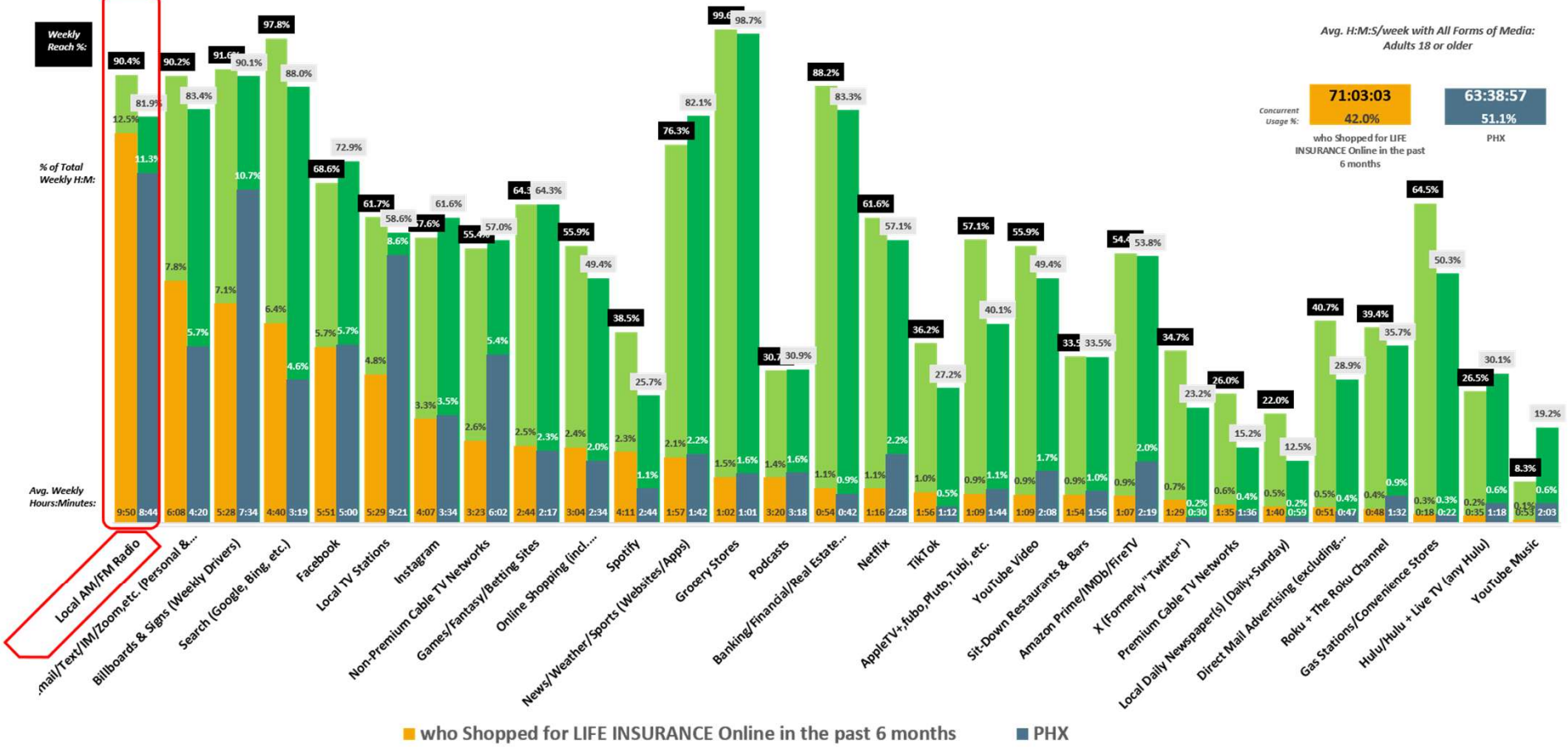
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — PHX

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 23 hours, 3 minutes and 3 seconds each week with All Forms of Media.

90.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 9 hours and 50 minutes each week listening to All Local AM/FM Radio, representing 12.5% of total time spent with all forms of Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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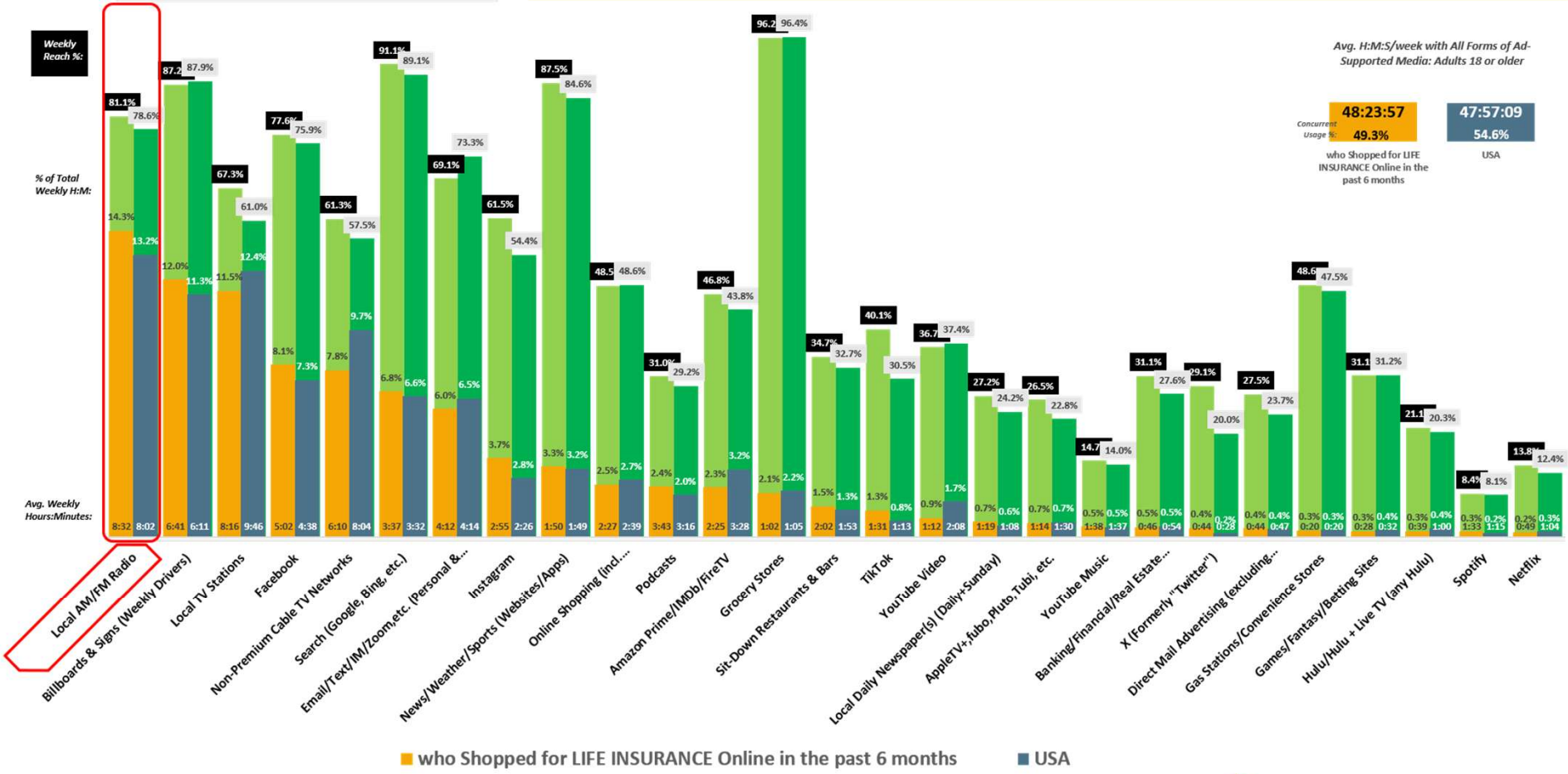
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — USA

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 0 hours, 23 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

81.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 8 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.3% of total time spent with all forms of Ad-Supported Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259 USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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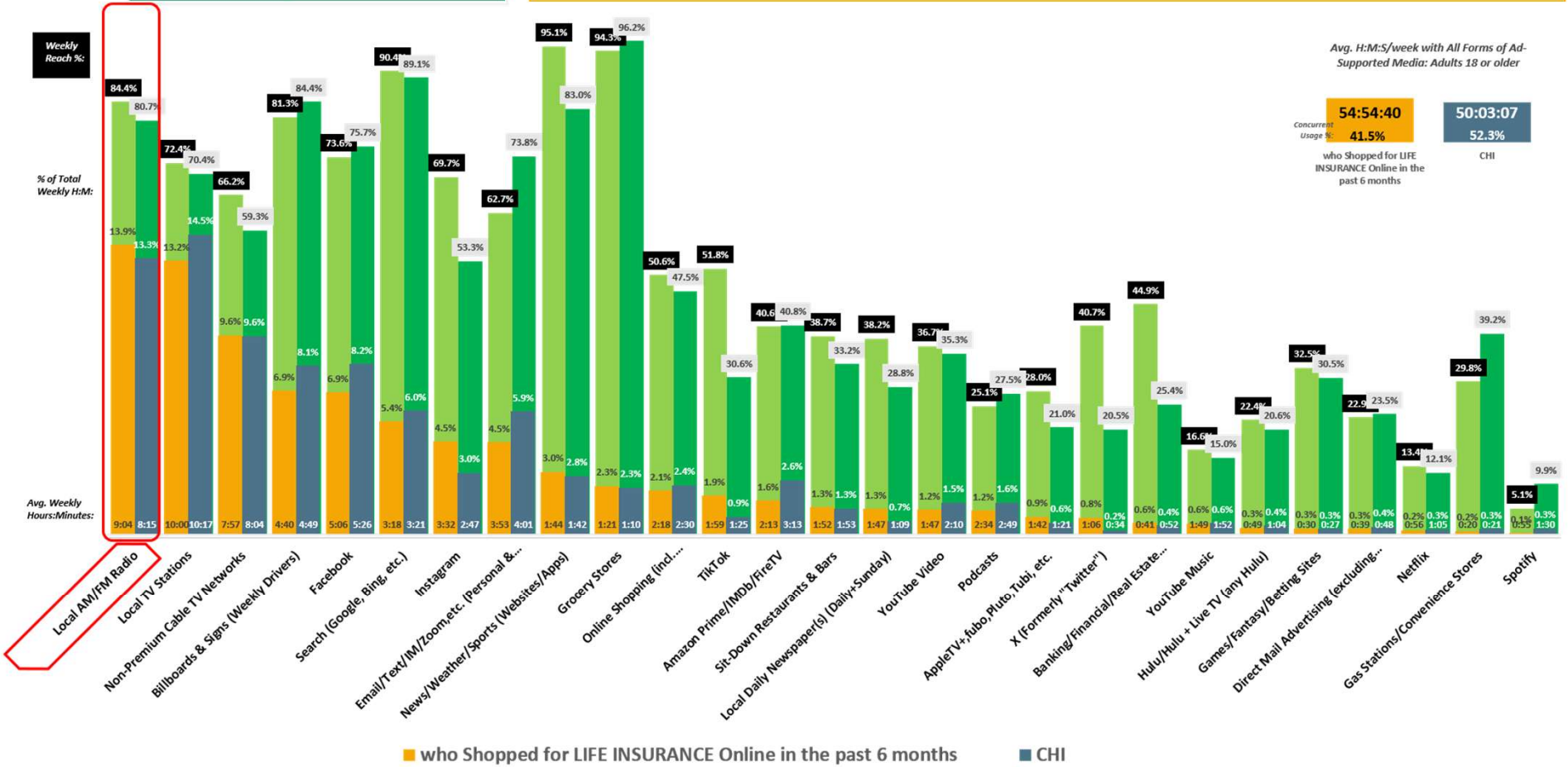
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — CHI

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 6 hours, 54 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

84.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 9 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.9% of total time spent with all forms of Ad-Supported Media.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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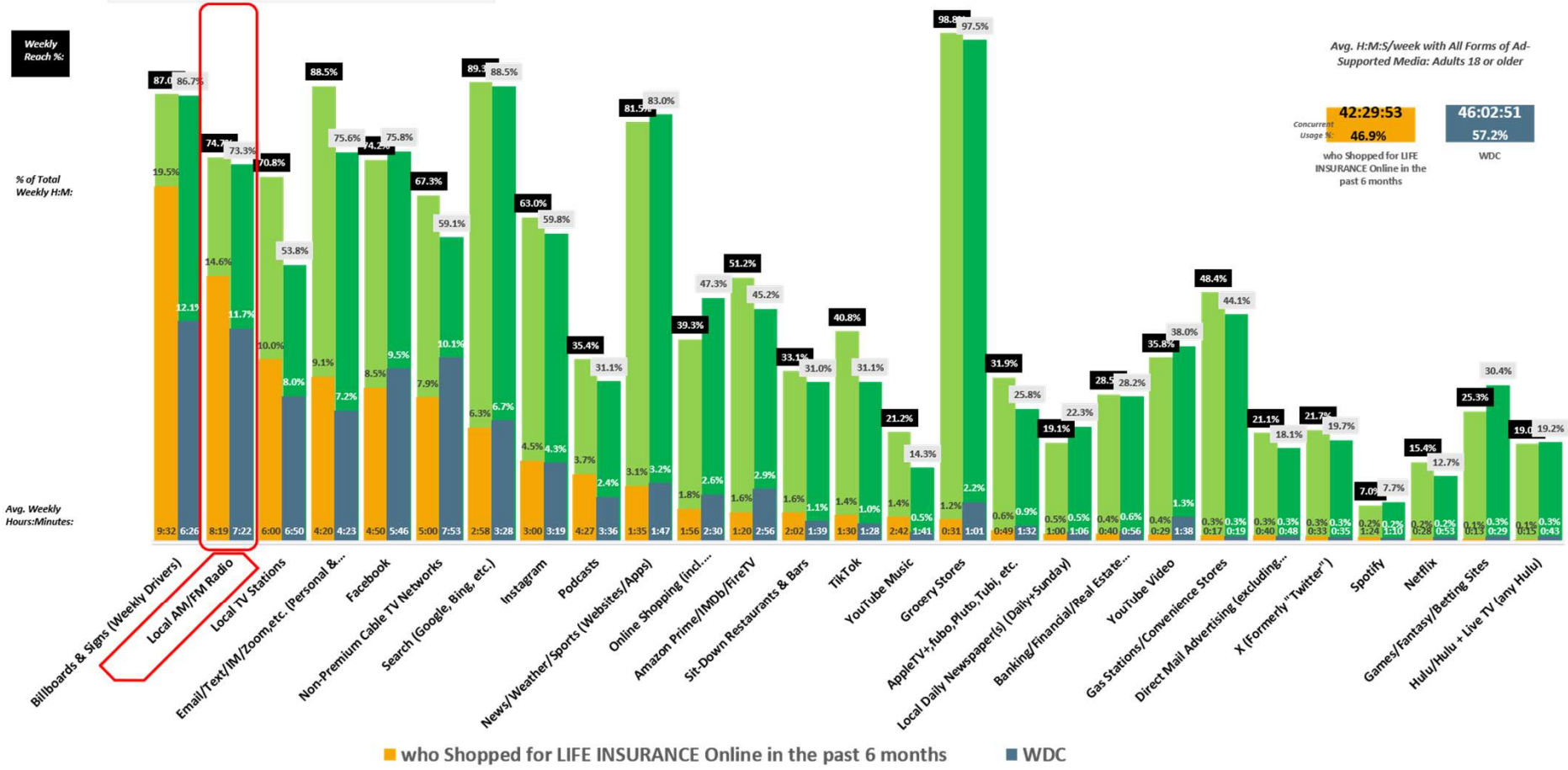
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — WDC

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 1 days, 18 hours, 29 minutes and 53 seconds each week with All Forms of Ad-Supported Media.

74.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 8 hours and 19 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.6% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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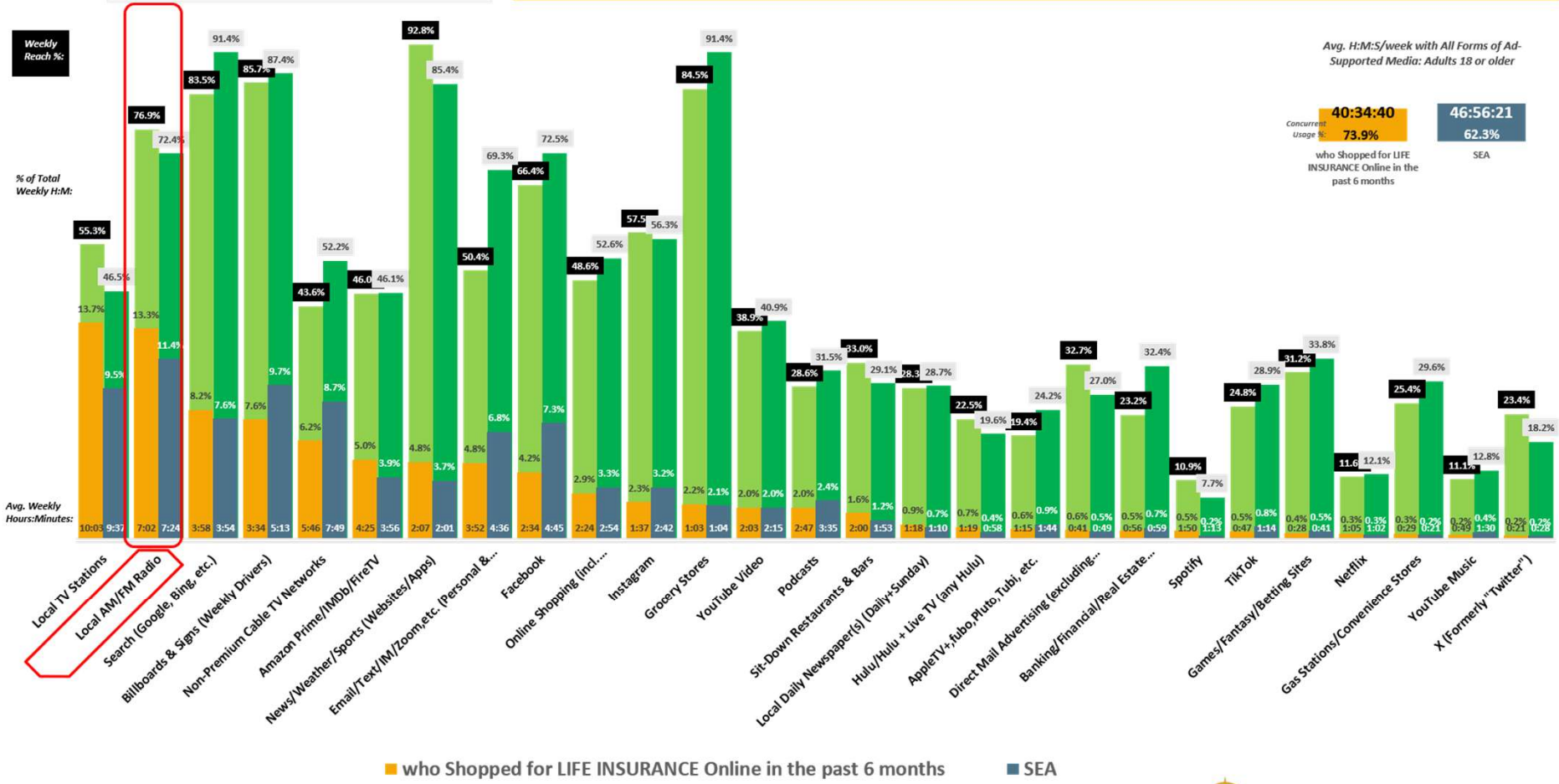
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

SEA

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 1 days, 16 hours, 34 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

76.9% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.



■ who Shopped for LIFE INSURANCE Online in the past 6 months ■ SEA

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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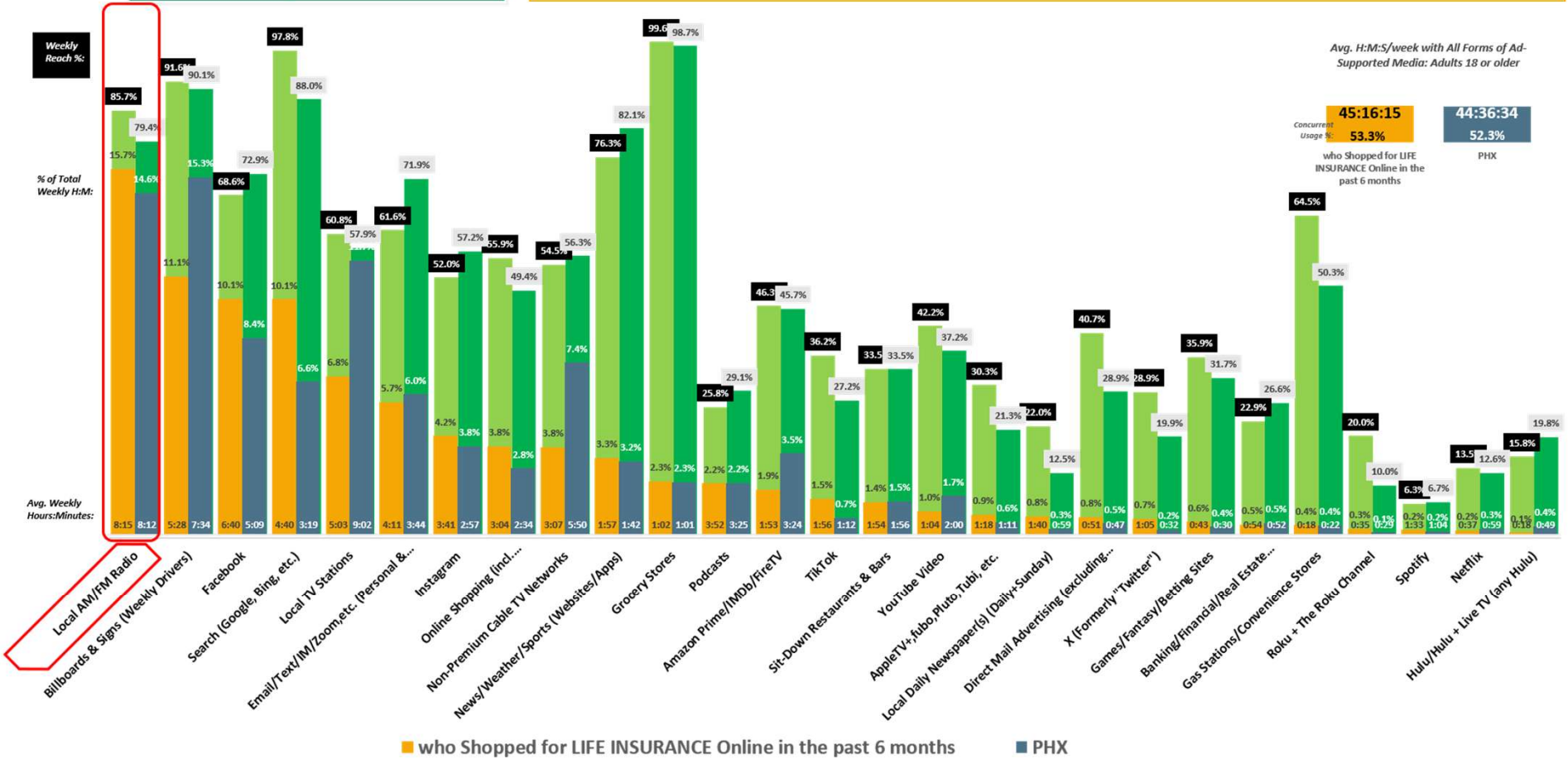
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

PHX

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 1 days, 21 hours, 16 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

85.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 8 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.7% of total time spent with all forms of Ad-Supported Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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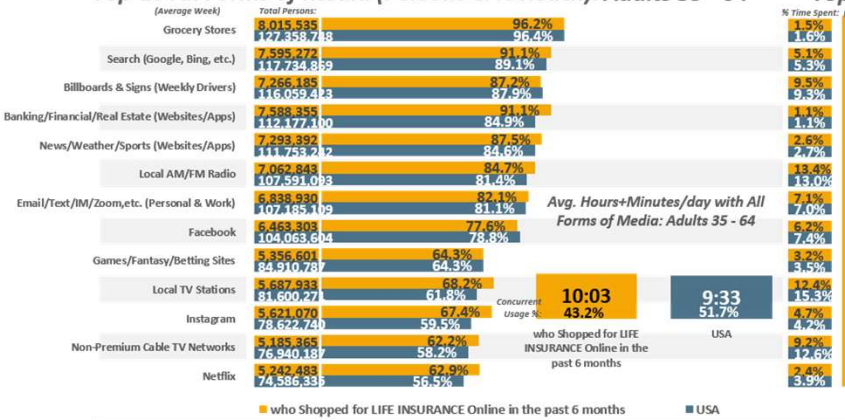
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

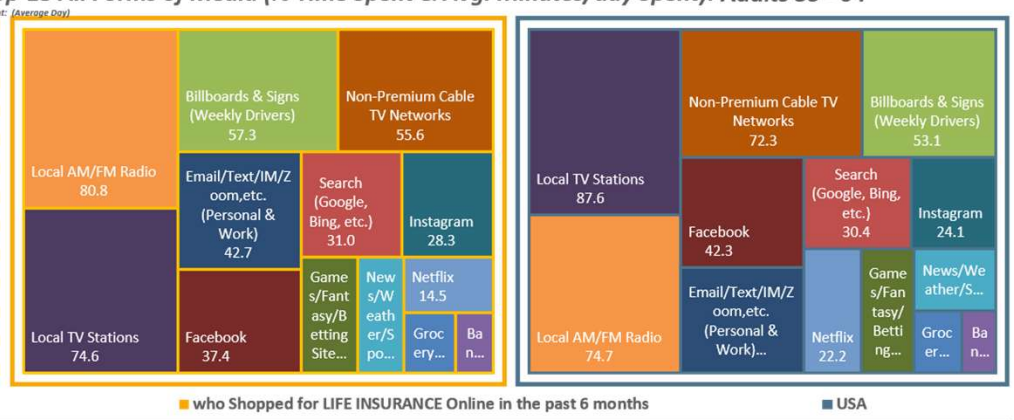
ETHOS LIFE INSURANCE — USA

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 73.3 minutes/day. *(Local Radio delivers 14.3% of Time with Ad-Supported Media.)*

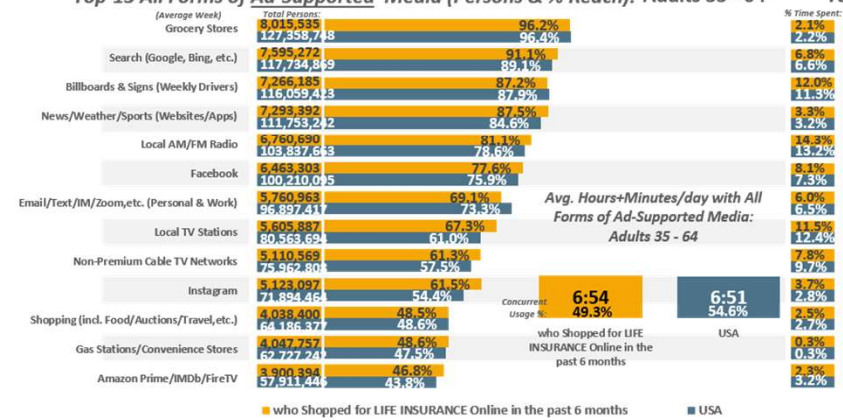
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



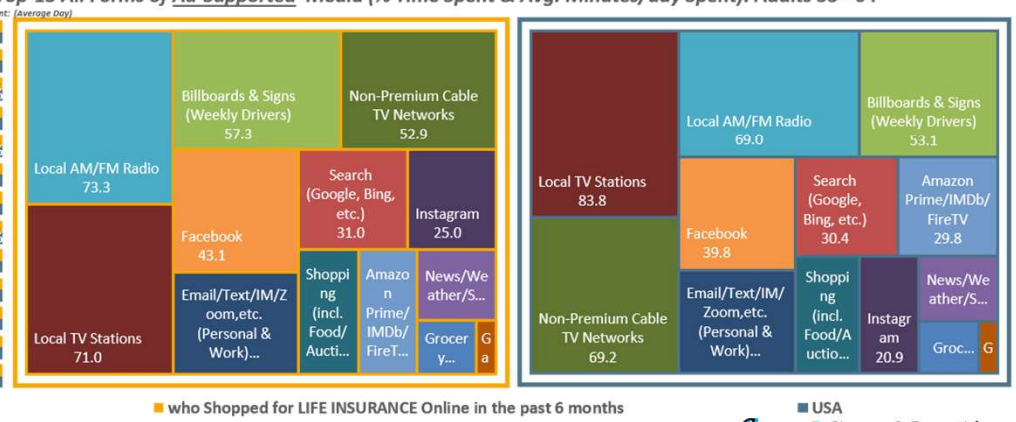
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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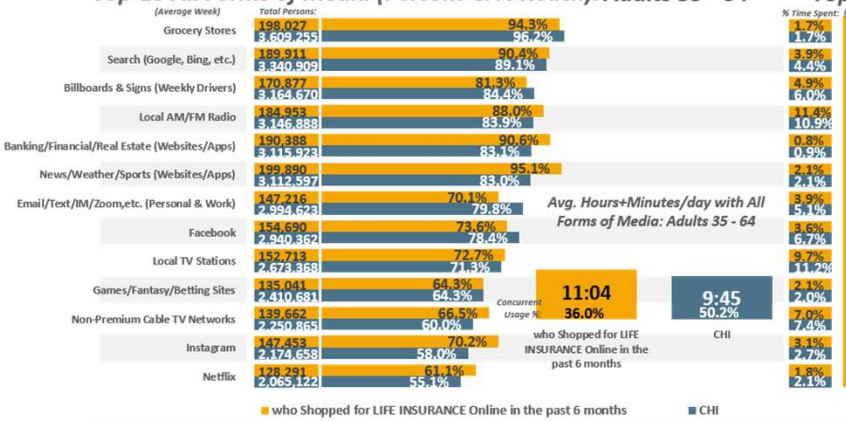
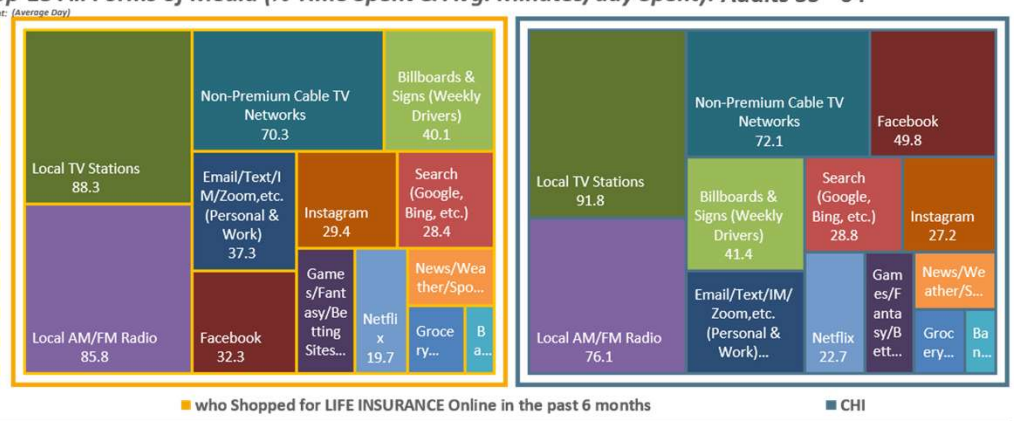
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 7 hours and 50 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 77.8 minutes/day. *(Local Radio delivers 13.9% of Time with Ad-Supported Media.)*

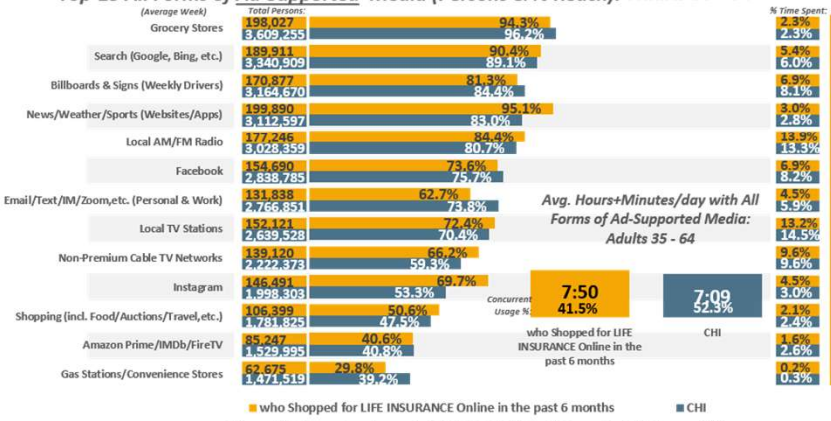
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



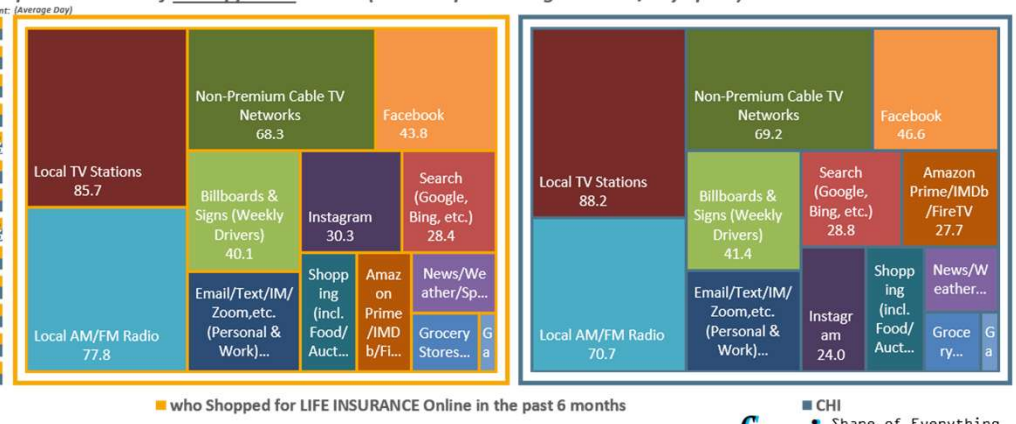
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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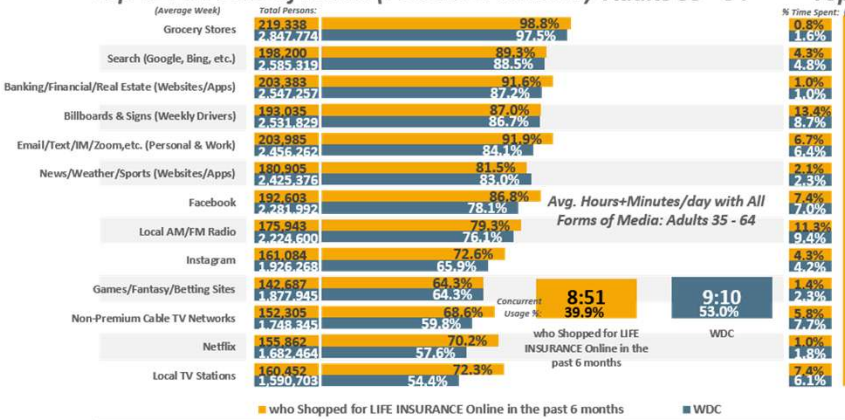
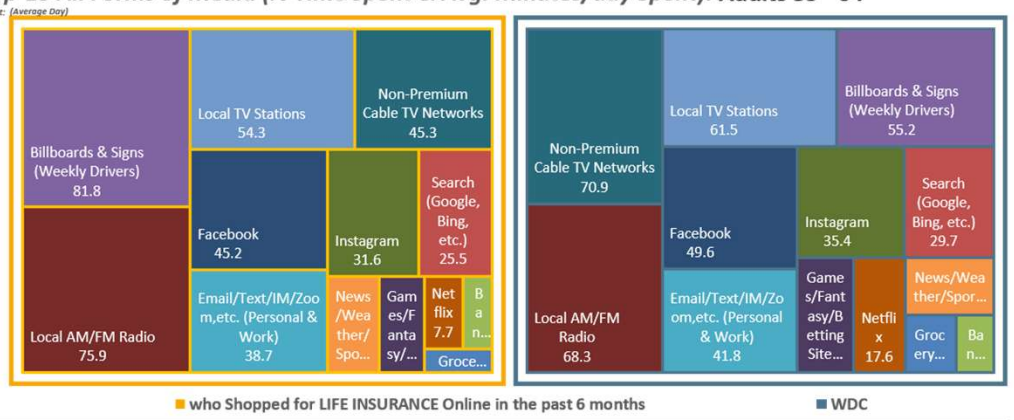
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 6 hours and 4 minutes each day with All Forms of Ad-Supported Media. 74.7% listen to Local AM/FM Radio for an avg. of 71.3 minutes/day. *(Local Radio delivers 14.6% of Time with Ad-Supported Media.)*

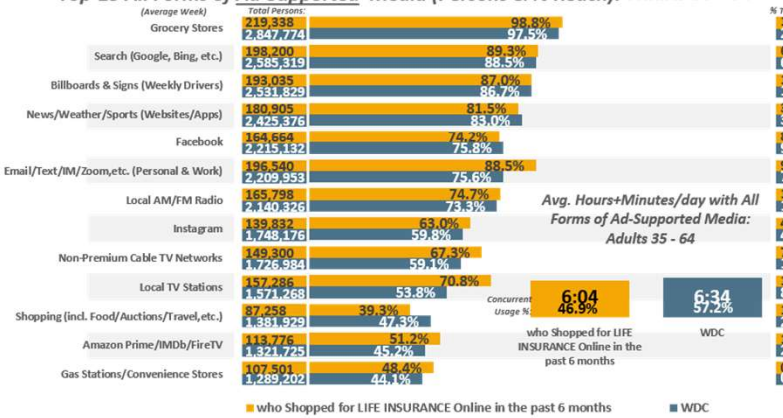
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



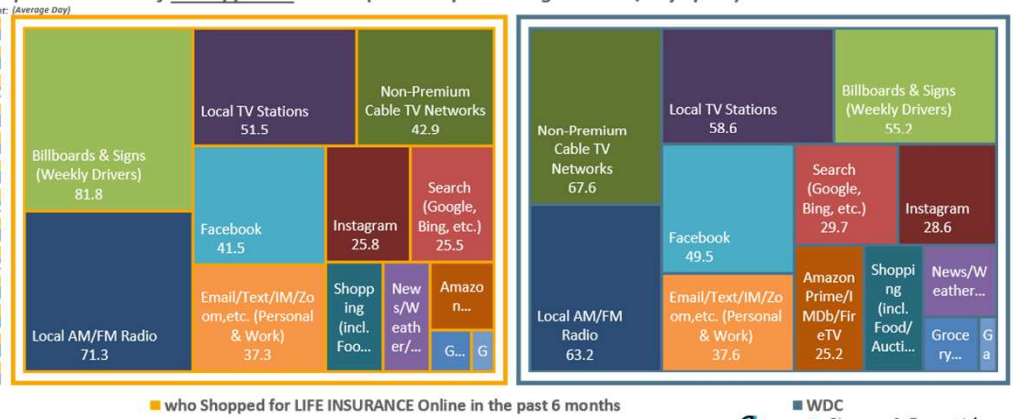
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338
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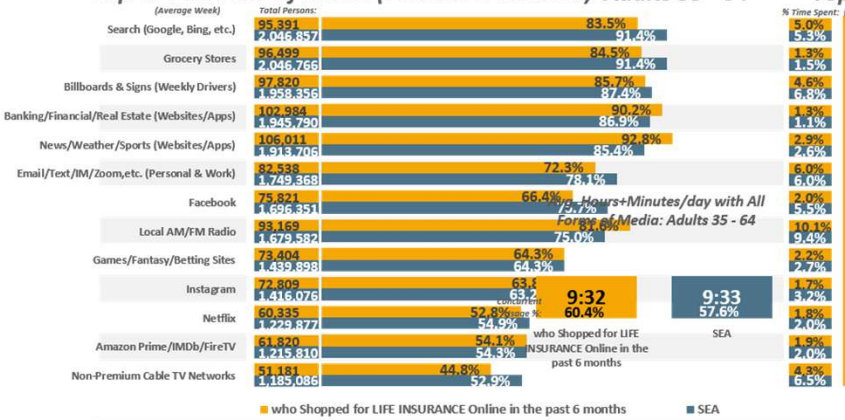
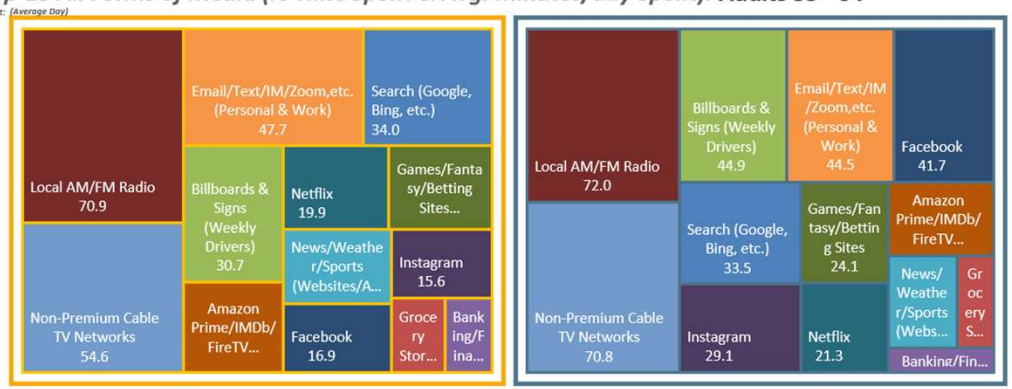
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 5 hours and 47 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 60.3 minutes/day. *(Local Radio delivers 13.3% of Time with Ad-Supported Media.)*

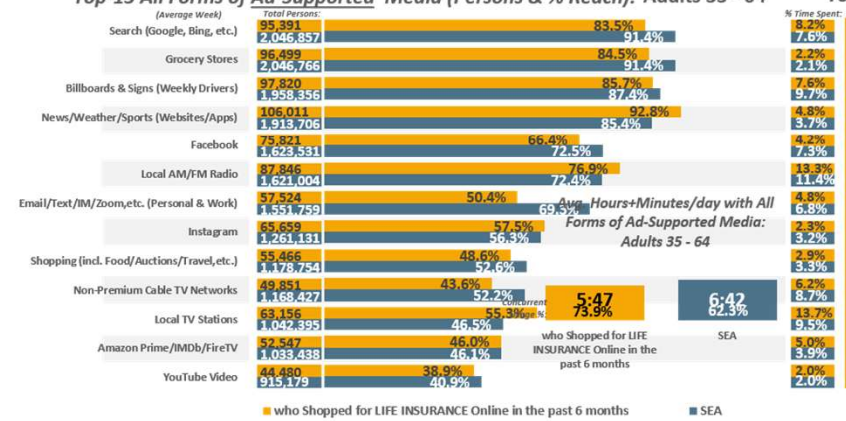
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



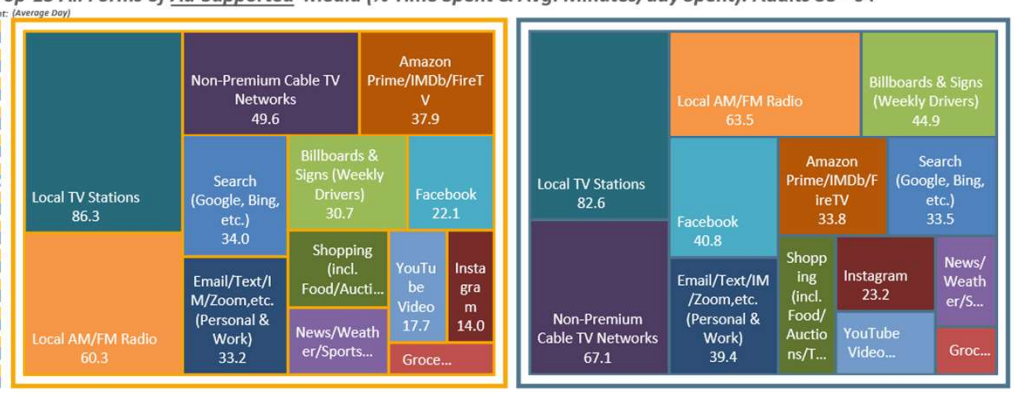
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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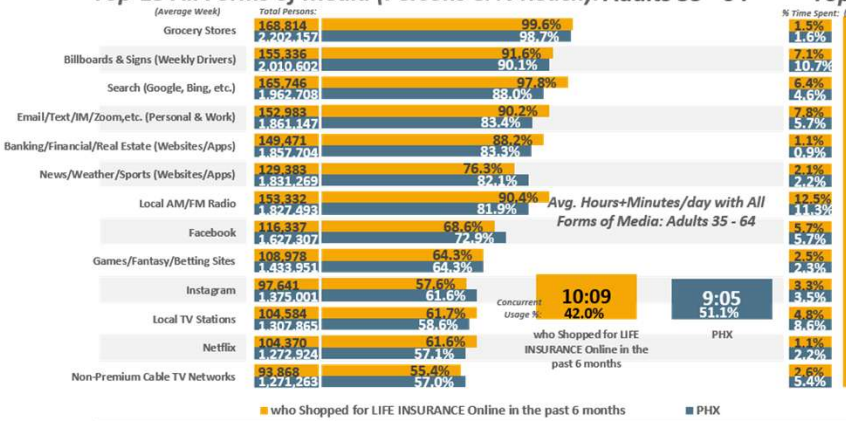
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

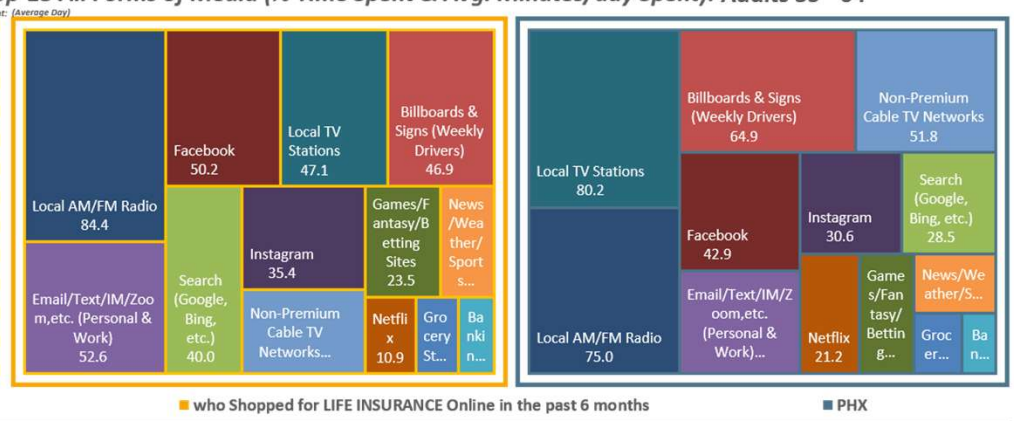
ETHOS LIFE INSURANCE — PHX

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 70.8 minutes/day. *(Local Radio delivers 15.7% of Time with Ad-Supported Media.)*

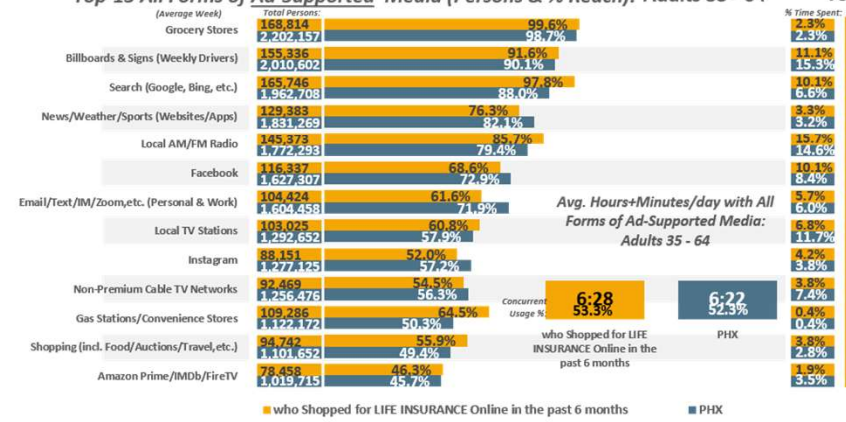
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



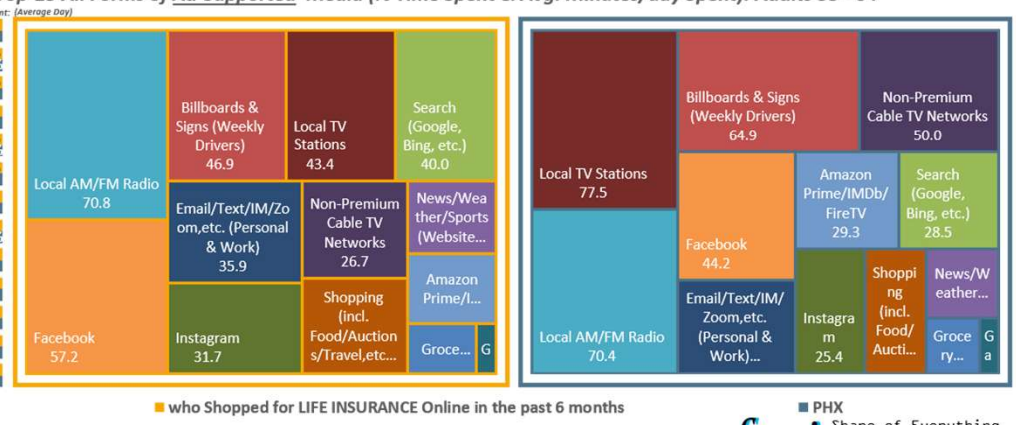
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 35 - 64



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121
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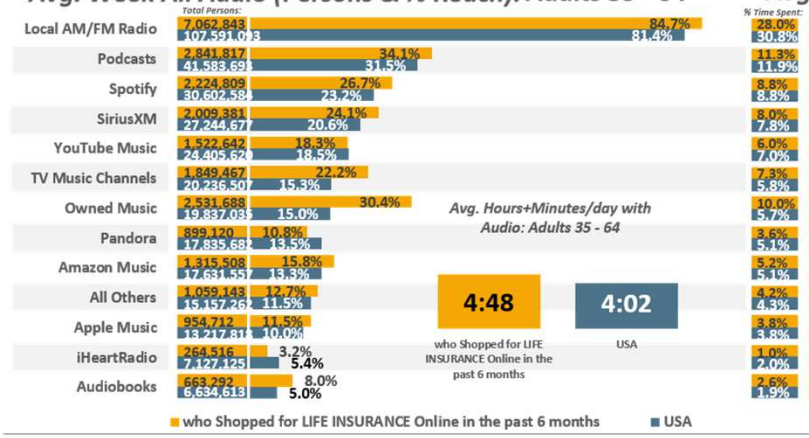
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

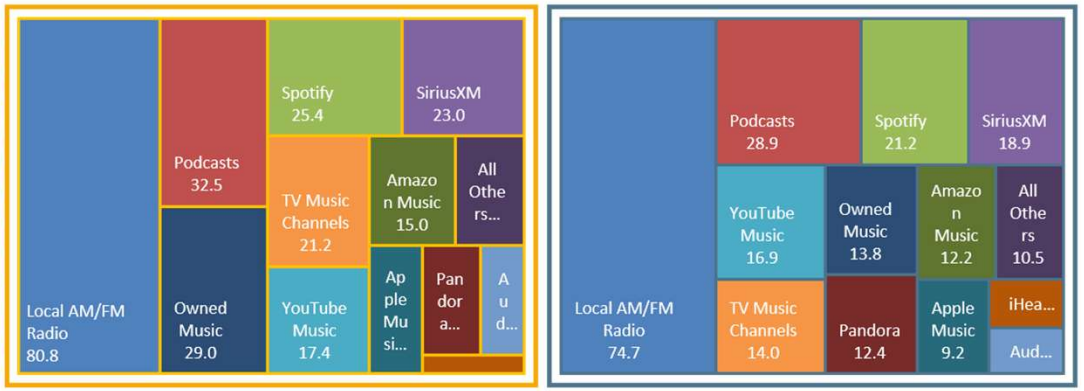
ETHOS LIFE INSURANCE — USA

6,760,690 or 81.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.

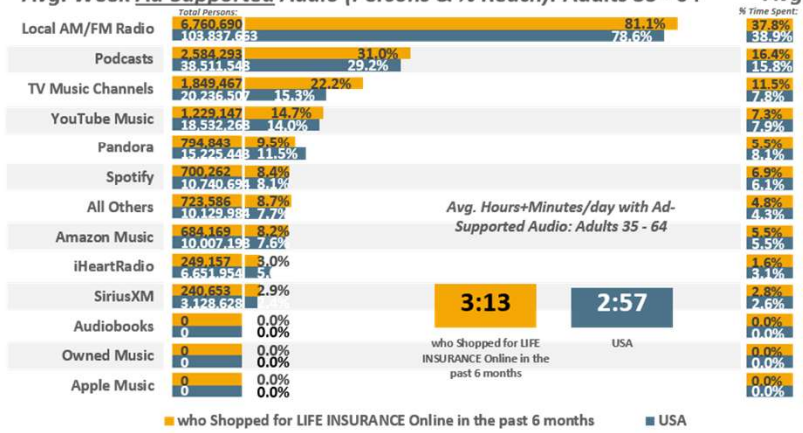
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



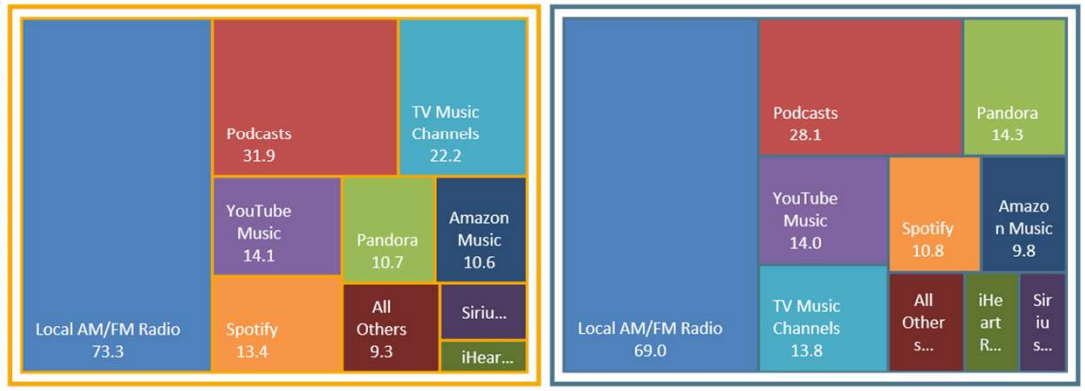
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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Scarborough R1 2026: Jan 25-Mar26 USA Projection

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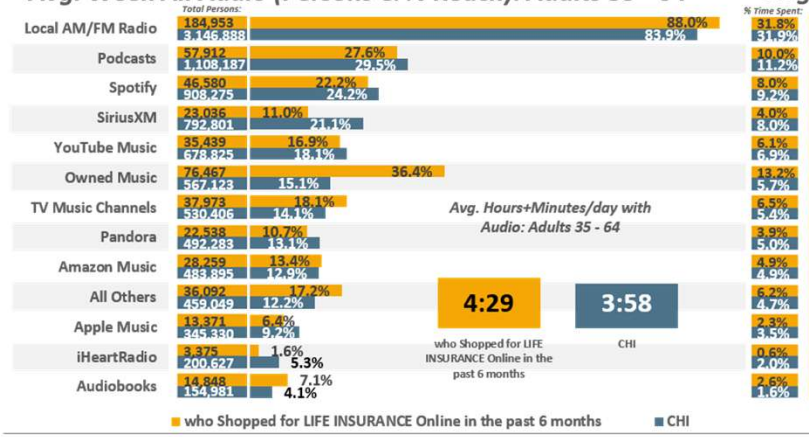
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

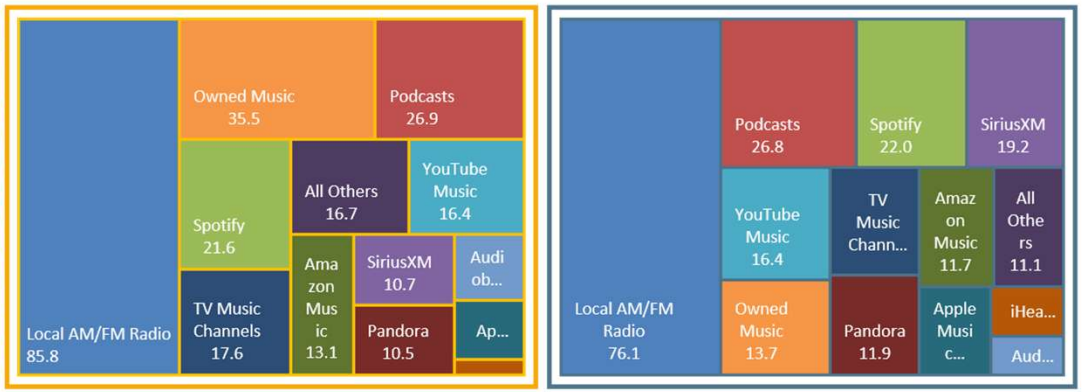
ETHOS LIFE INSURANCE — CHI

177,246 or 84.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 77.8 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

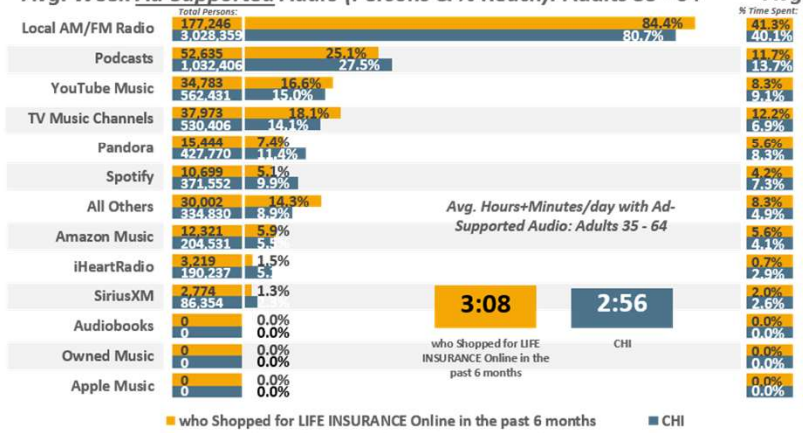
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



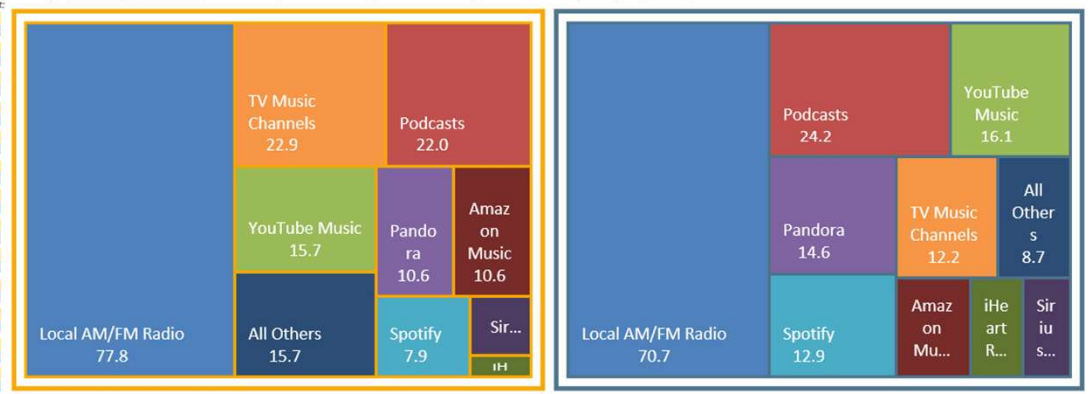
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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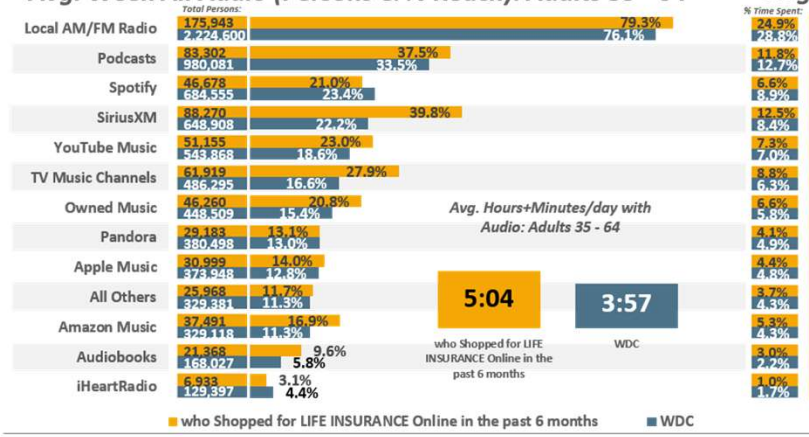
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

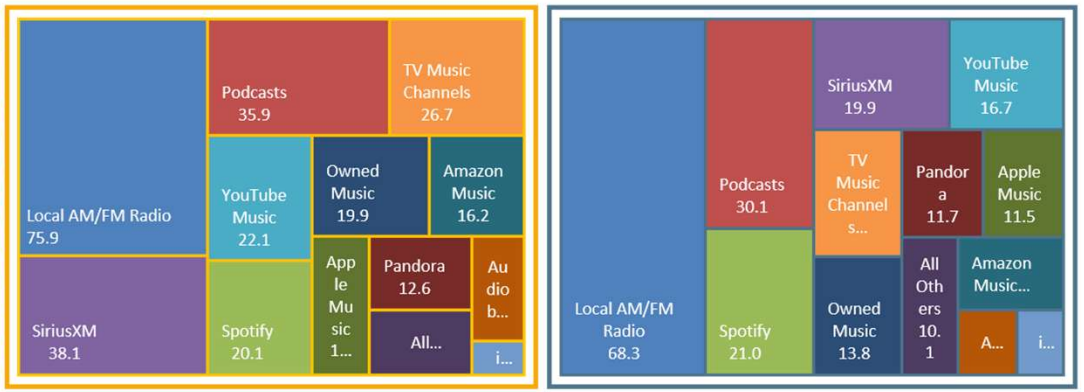
ETHOS LIFE INSURANCE | WDC

165,798 or 74.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

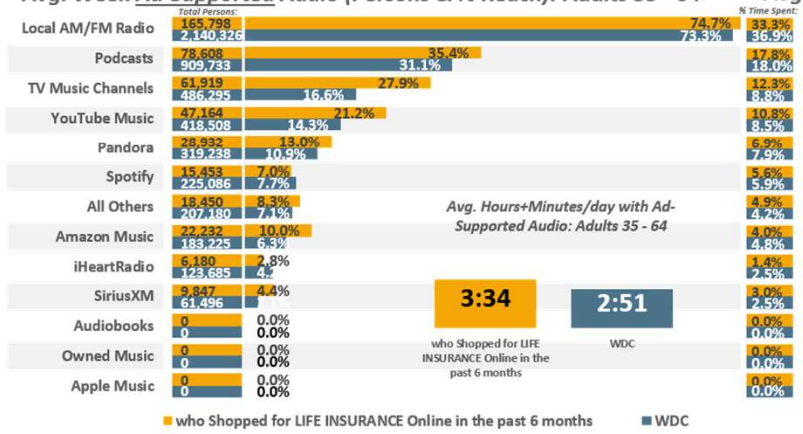
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



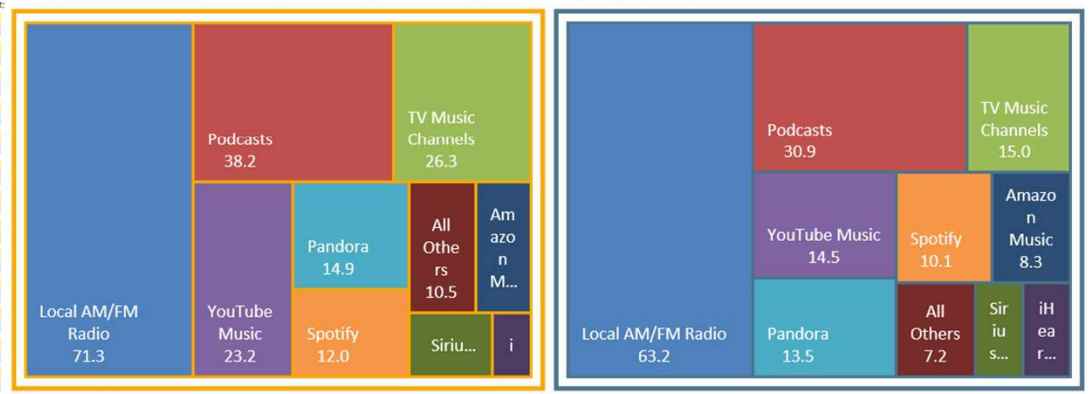
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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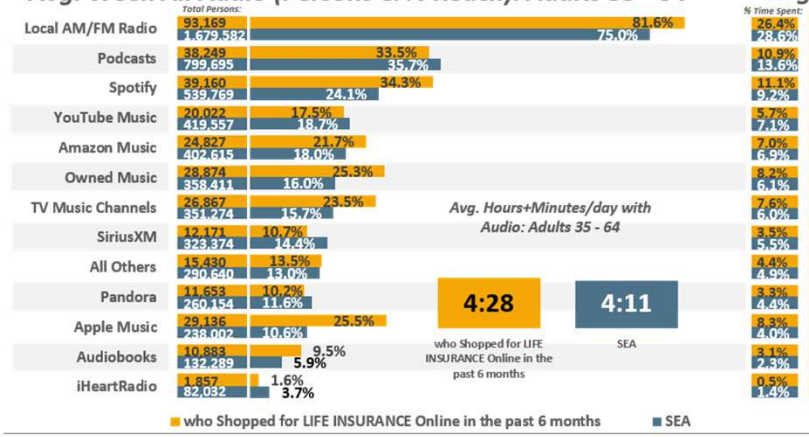
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

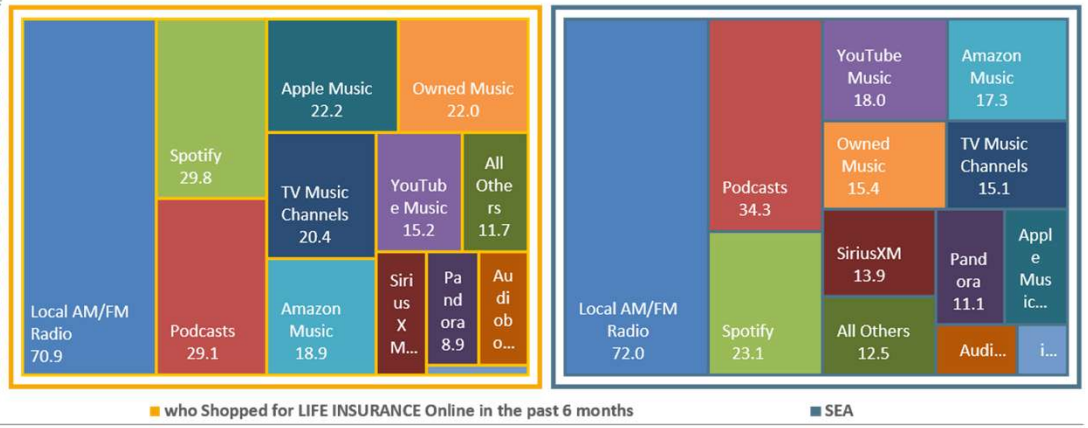
ETHOS LIFE INSURANCE | SEA

87,846 or 76.9% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

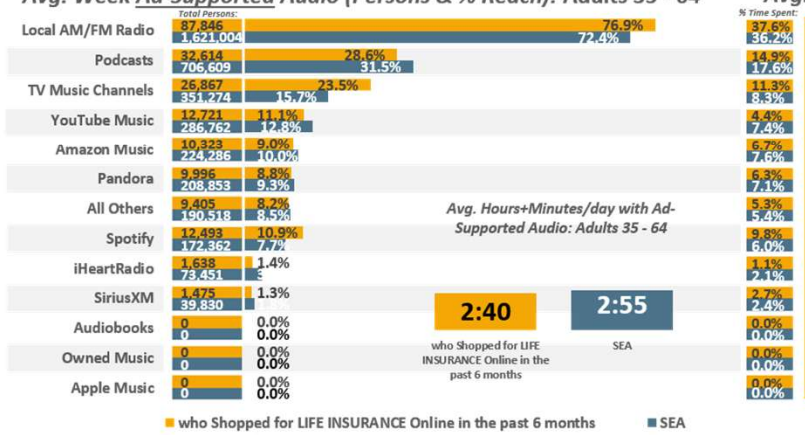
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



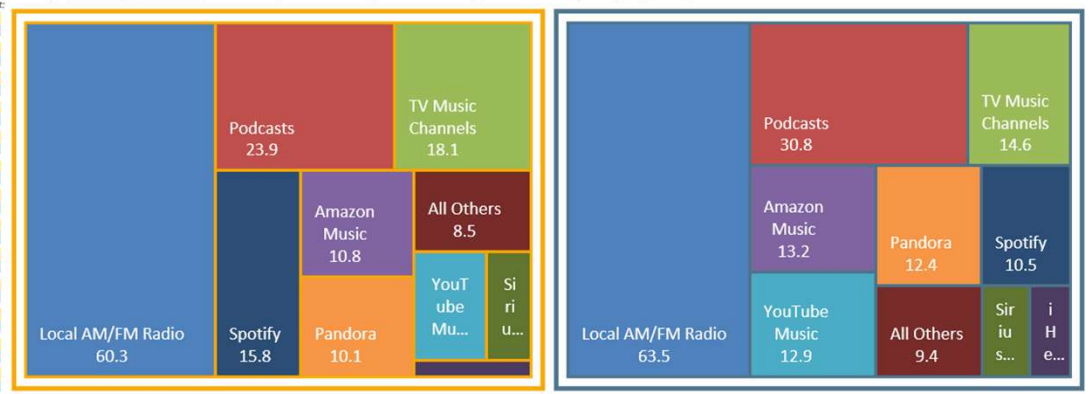
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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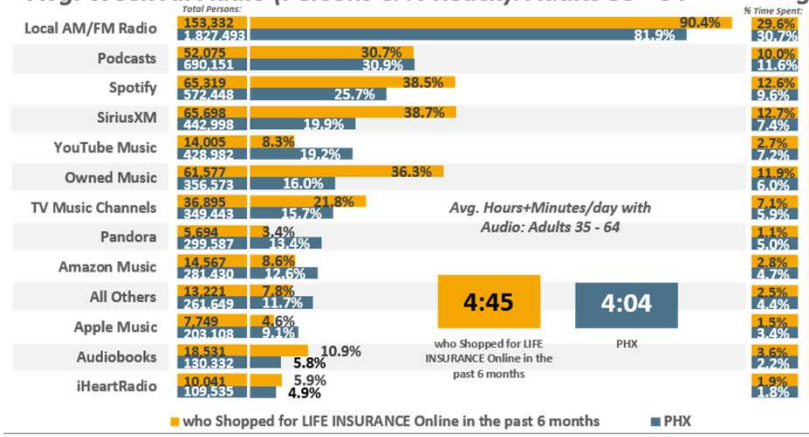
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

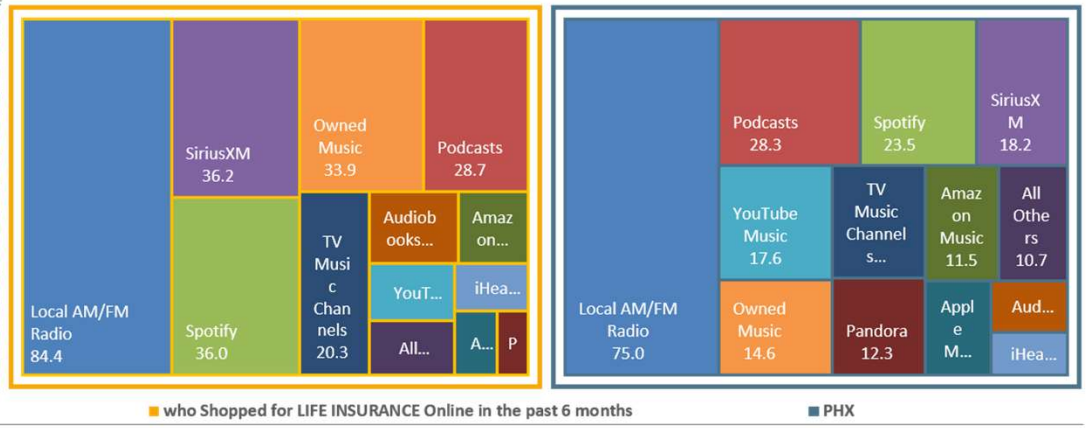
ETHOS LIFE INSURANCE | PHX

145,373 or 85.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.

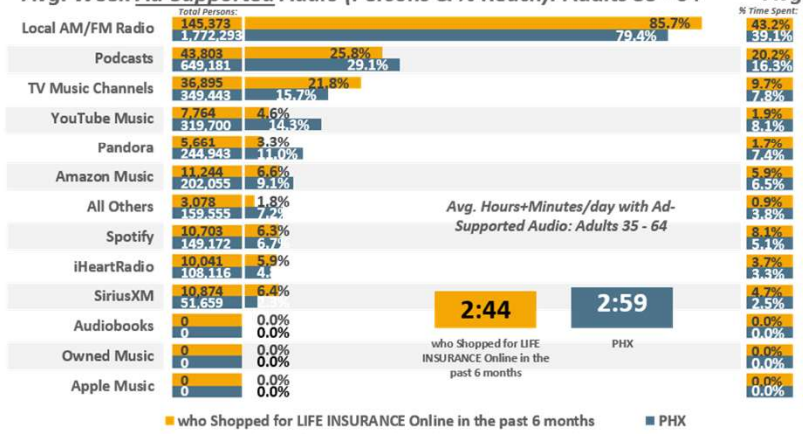
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



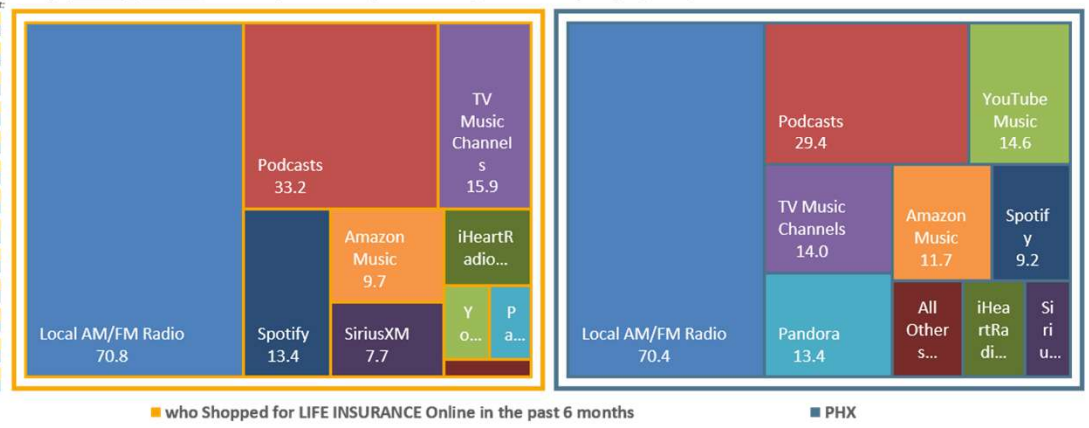
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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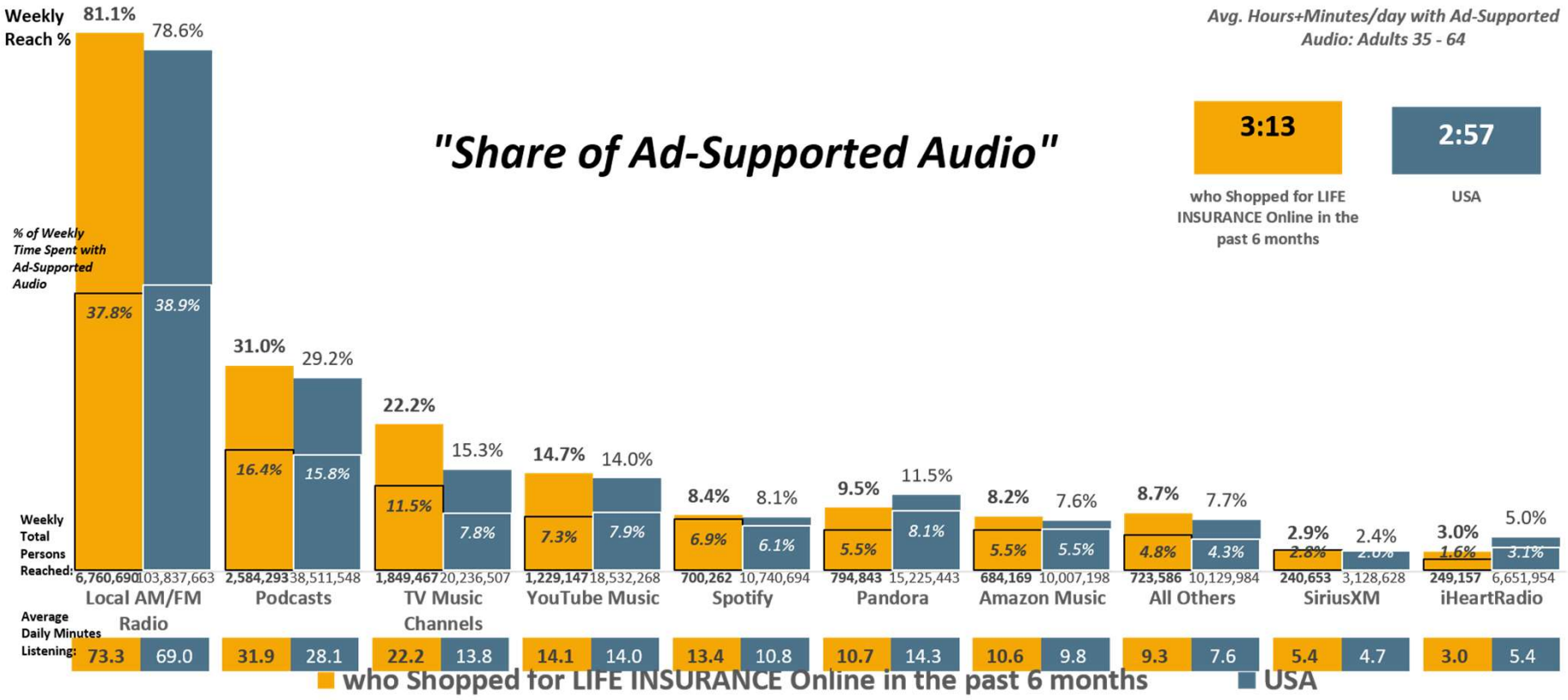
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — USA

6,760,690 or 81.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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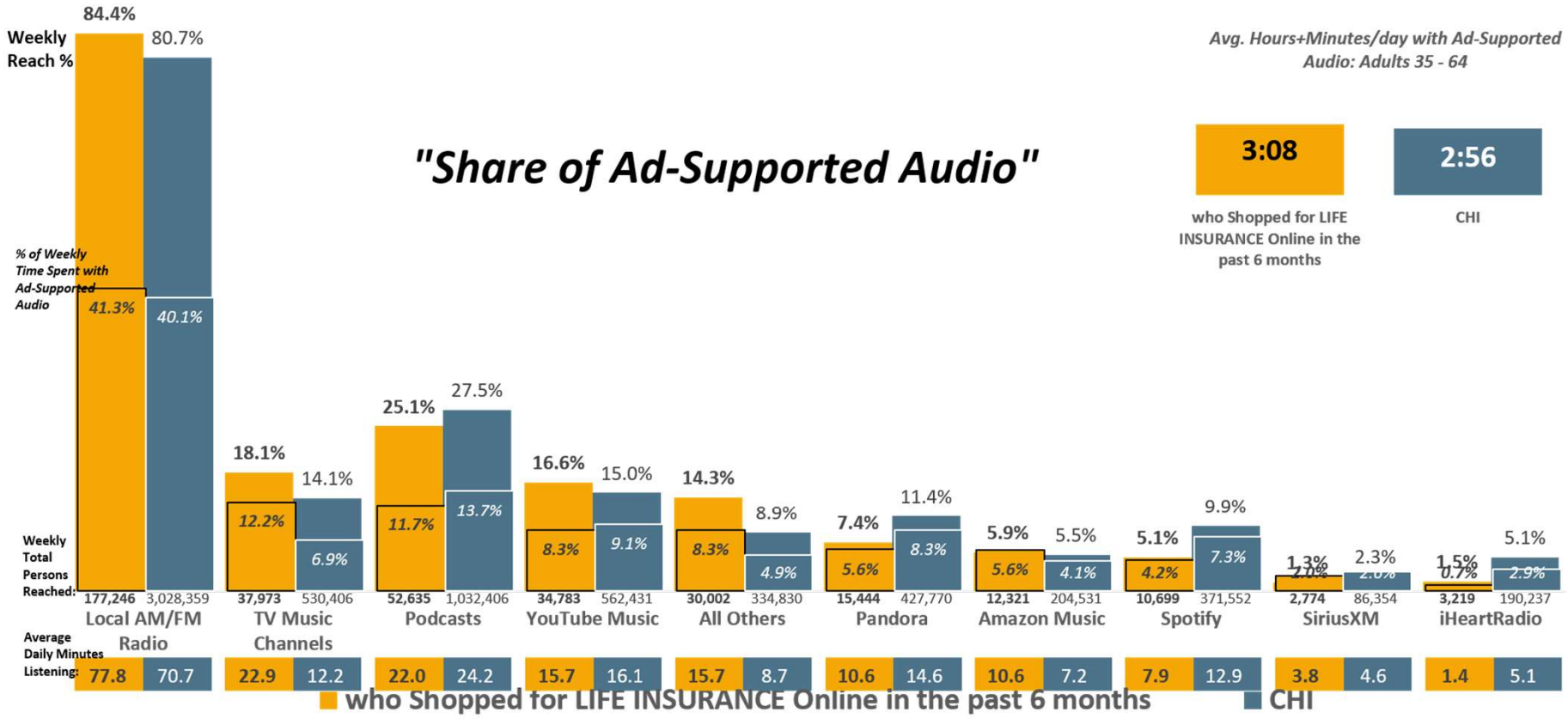
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

177,246 or 84.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 77.8 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	TV Music Channels	Podcasts	YouTube Music	All Others	Pandora	Amazon Music	Spotify	SiriusXM	iHeartRadio
Weekly Reach %	84.4% / 80.7%	18.1% / 14.1%	25.1% / 27.5%	16.6% / 15.0%	14.3% / 8.9%	7.4% / 11.4%	5.9% / 5.5%	5.1% / 9.9%	1.3% / 2.3%	1.5% / 5.1%
% of Weekly Time Spent with Ad-Supported Audio	41.3% / 40.1%	12.2% / 6.9%	11.7% / 13.7%	8.3% / 9.1%	8.3% / 4.9%	5.6% / 8.3%	5.6% / 4.1%	4.2% / 7.3%	2.0% / 2.0%	0.7% / 2.9%
Weekly Total Persons Reached:	177,246 / 3,028,359	37,973 / 530,406	52,635 / 1,032,406	34,783 / 562,431	30,002 / 334,830	15,444 / 427,770	12,321 / 204,531	10,699 / 371,552	2,774 / 86,354	3,219 / 190,237
Average Daily Minutes Listening:	77.8 / 70.7	22.9 / 12.2	22.0 / 24.2	15.7 / 16.1	15.7 / 8.7	10.6 / 14.6	10.6 / 7.2	7.9 / 12.9	3.8 / 4.6	1.4 / 5.1

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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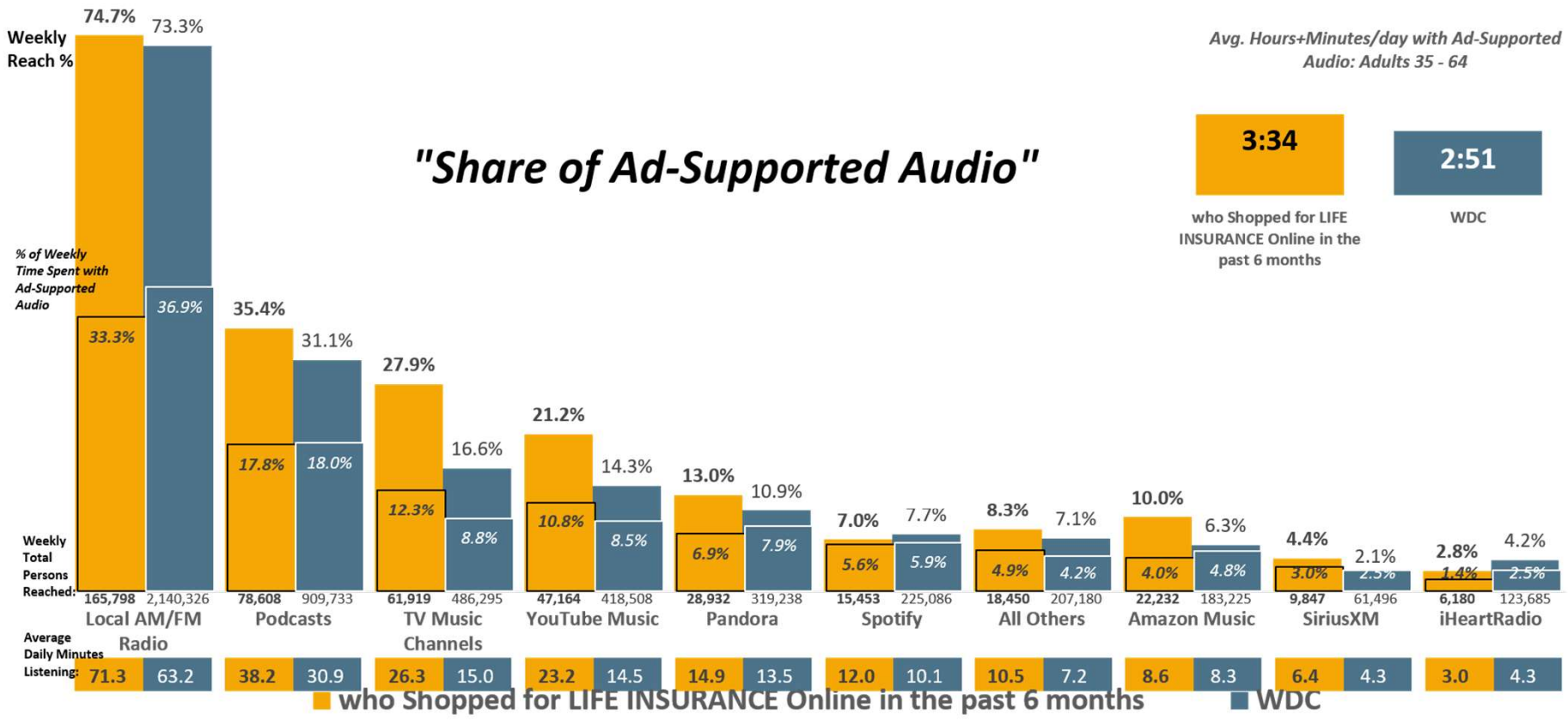
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE | WDC

165,798 or 74.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 71.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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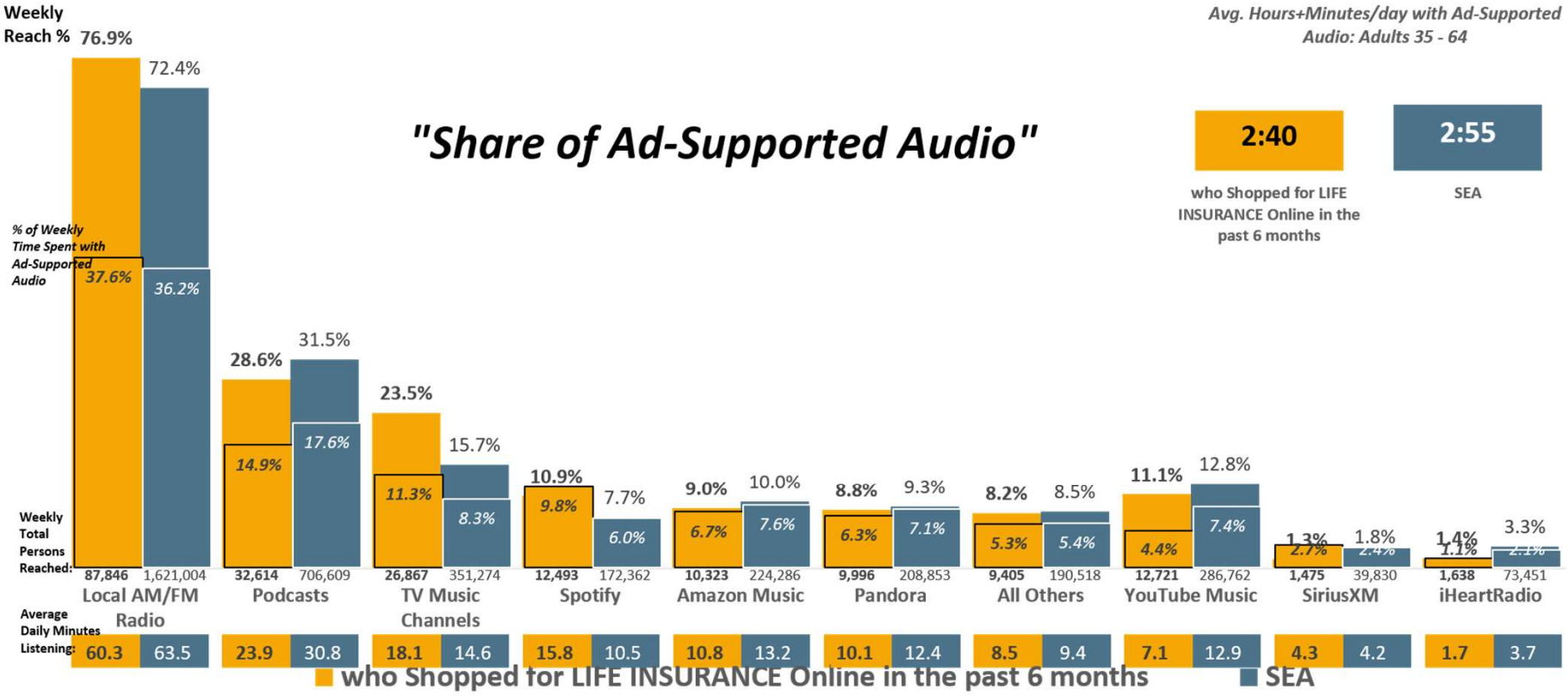
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

SEA

87,846 or 76.9% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 60.3 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	Spotify	Amazon Music	Pandora	All Others	YouTube Music	SiriusXM	iHeartRadio
Weekly Reach %	76.9% / 72.4%	28.6% / 31.5%	23.5% / 15.7%	10.9% / 7.7%	9.0% / 10.0%	8.8% / 9.3%	8.2% / 8.5%	11.1% / 12.8%	1.3% / 1.8%	1.4% / 3.3%
% of Weekly Time Spent with Ad-Supported Audio	37.6% / 36.2%	14.9% / 17.6%	11.3% / 8.3%	9.8% / 6.0%	6.7% / 7.6%	6.3% / 7.1%	5.3% / 5.4%	4.4% / 7.4%	2.7% / 2.4%	1.1% / 2.1%
Weekly Total Persons Reached:	87,846 / 1,621,004	32,614 / 706,609	26,867 / 351,274	12,493 / 172,362	10,323 / 224,286	9,996 / 208,853	9,405 / 190,518	12,721 / 286,762	1,475 / 39,830	1,638 / 73,451
Average Daily Minutes Listening:	60.3 / 63.5	23.9 / 30.8	18.1 / 14.6	15.8 / 10.5	10.8 / 13.2	10.1 / 12.4	8.5 / 9.4	7.1 / 12.9	4.3 / 4.2	1.7 / 3.7

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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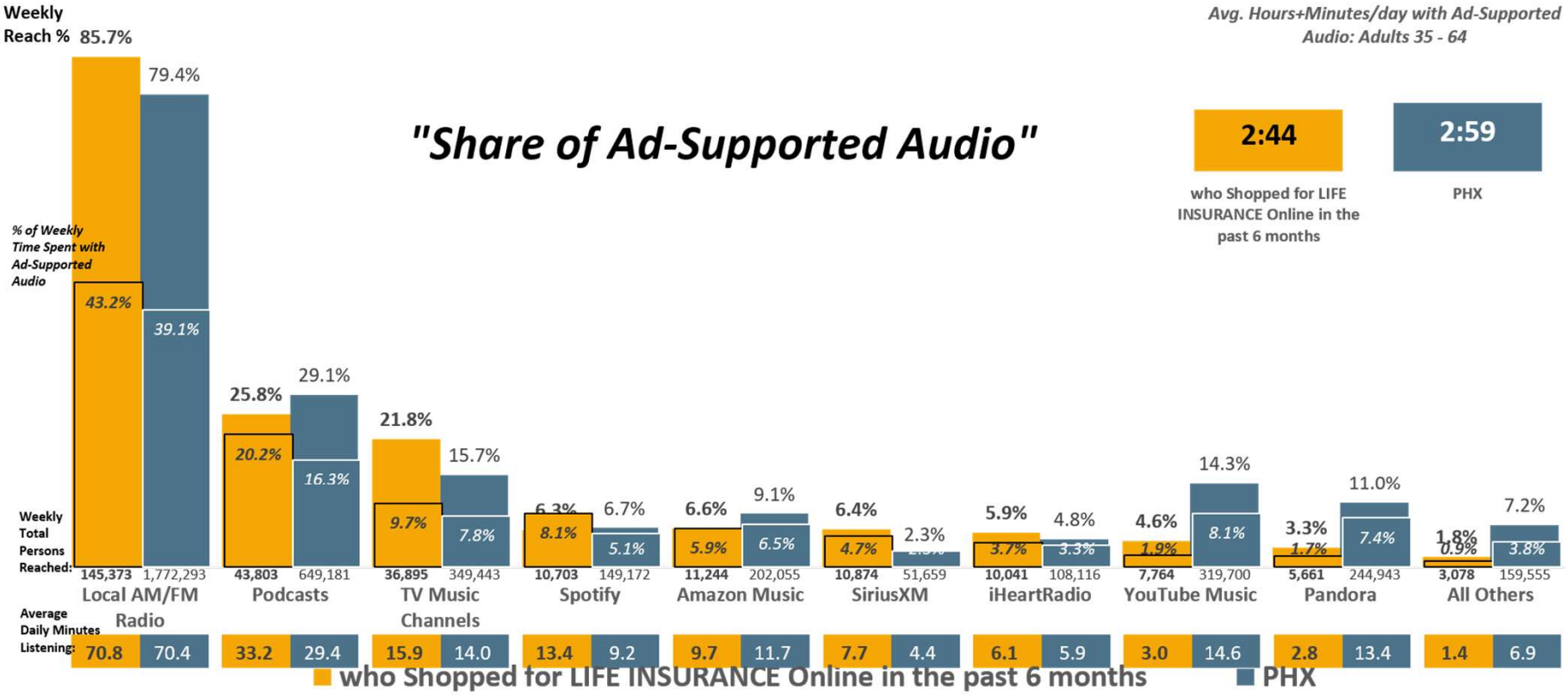
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE | PHX

145,373 or 85.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 70.8 minutes every day representing 43.2% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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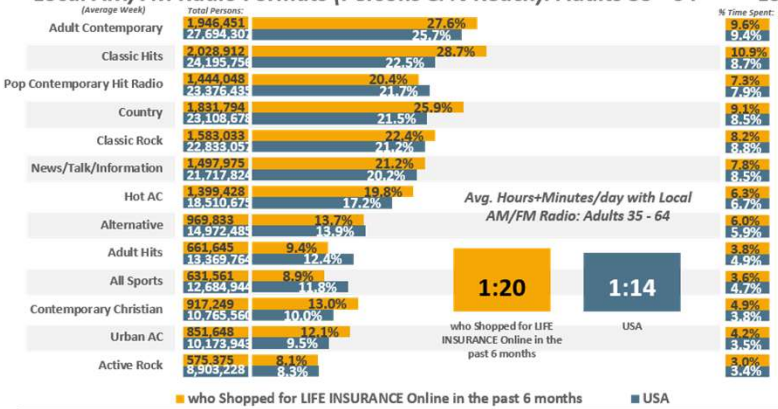
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

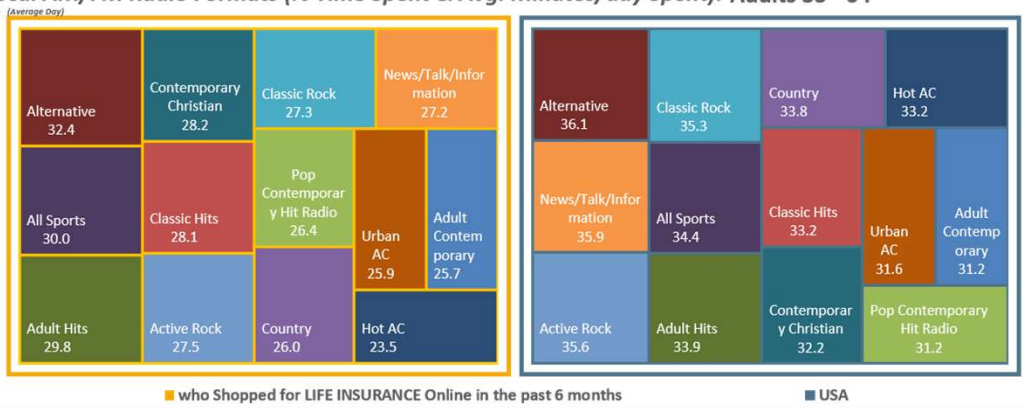
ETHOS LIFE INSURANCE — USA

6,760,690 or 81.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Pop Contemporary Hit Radio.

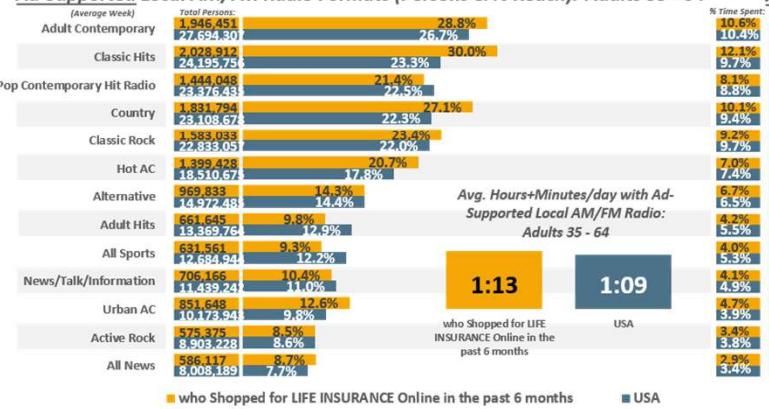
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



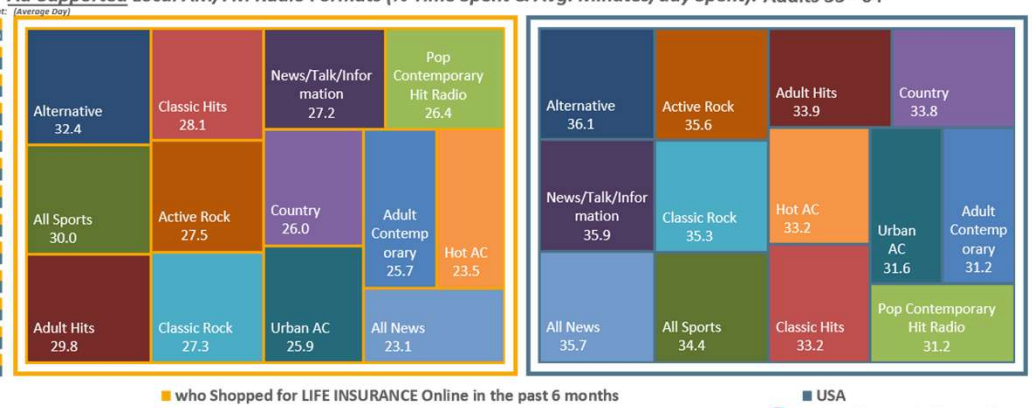
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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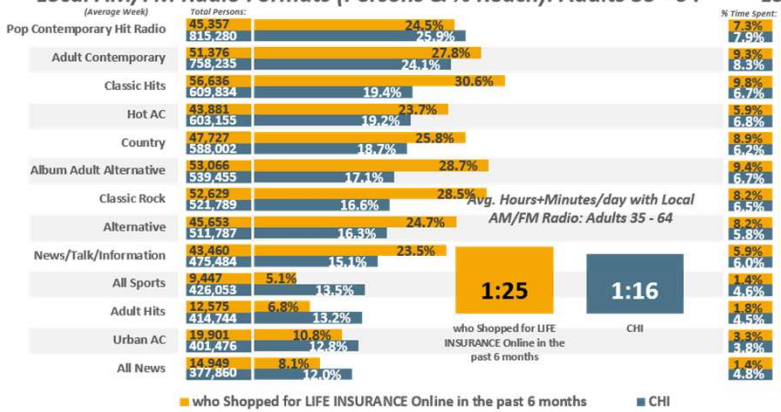
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

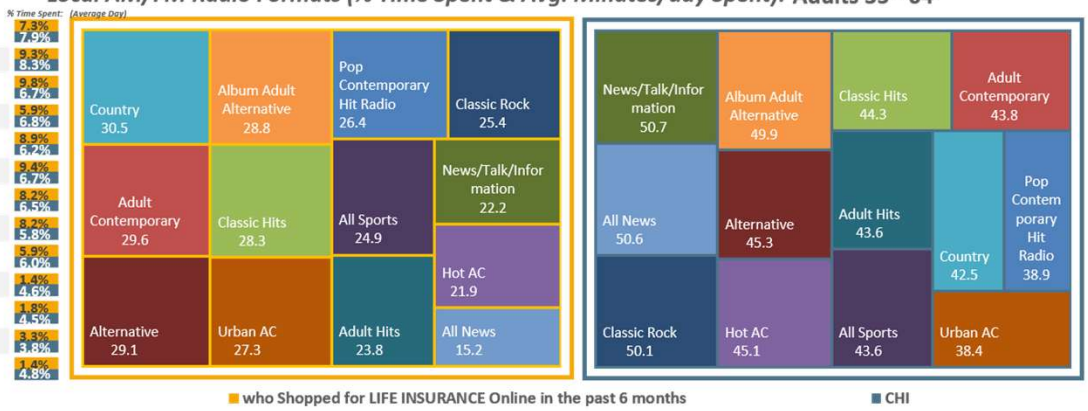
ETHOS LIFE INSURANCE — CHI

177,246 or 84.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Album Adult Alternative, Classic Rock, Adult Contemporary, and Country.

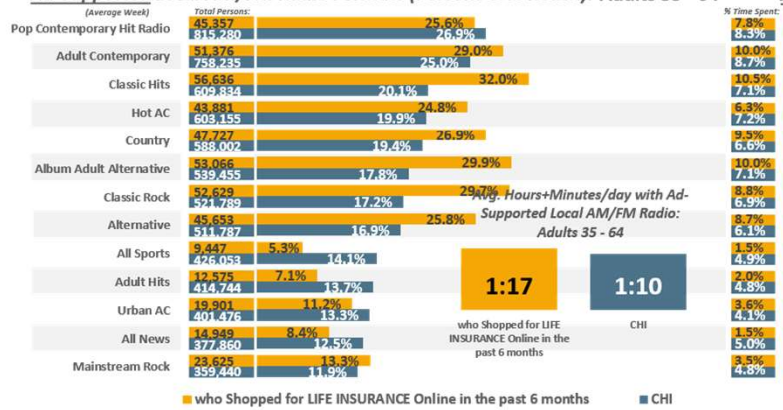
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



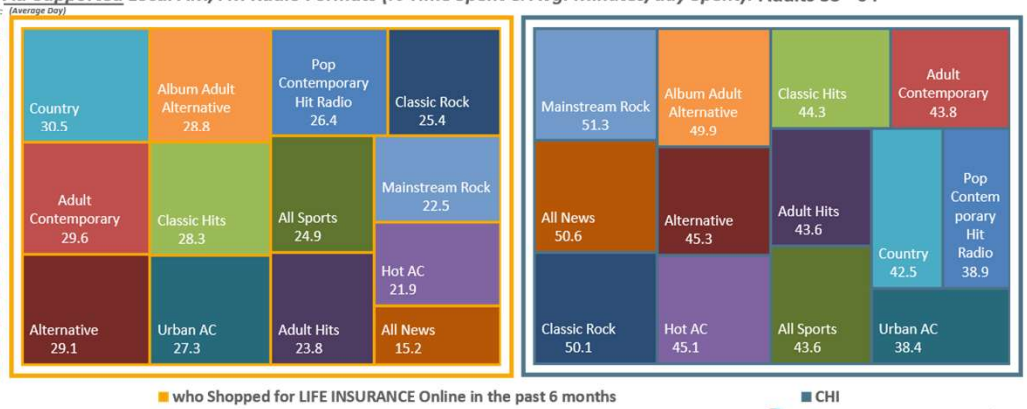
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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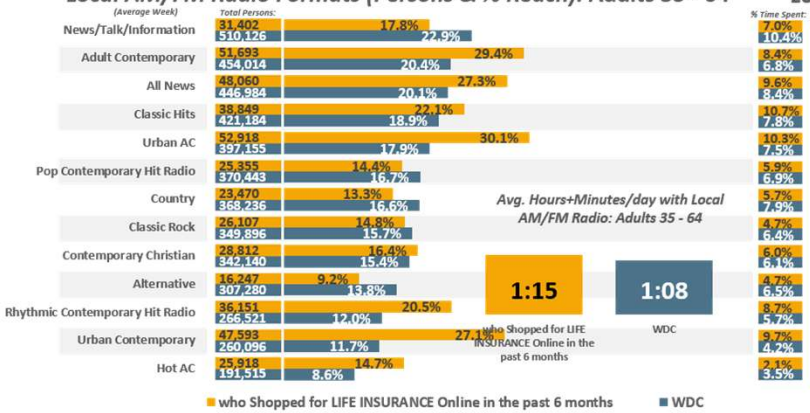
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

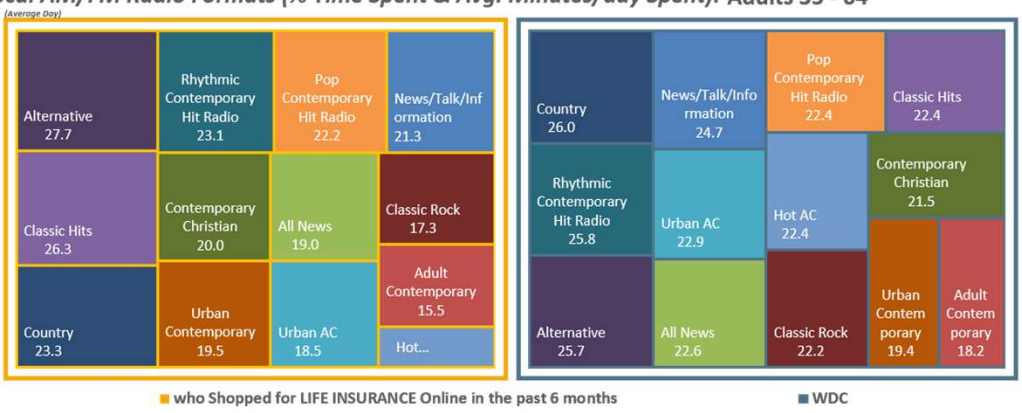
ETHOS LIFE INSURANCE — WDC

165,798 or 74.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, Adult Contemporary, All News, Urban Contemporary, and Classic Hits.

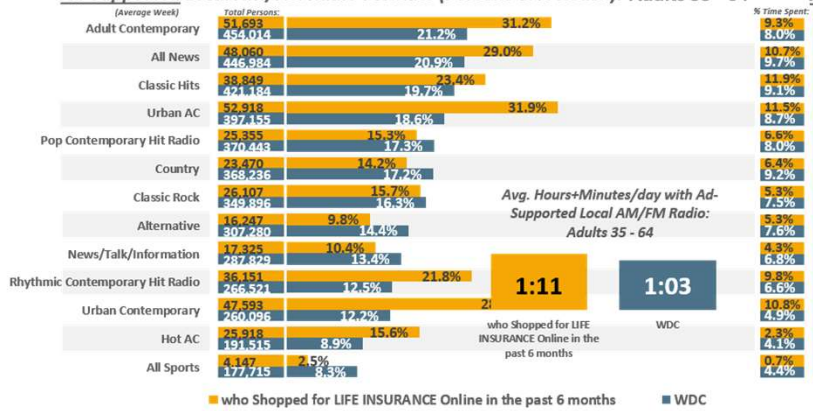
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



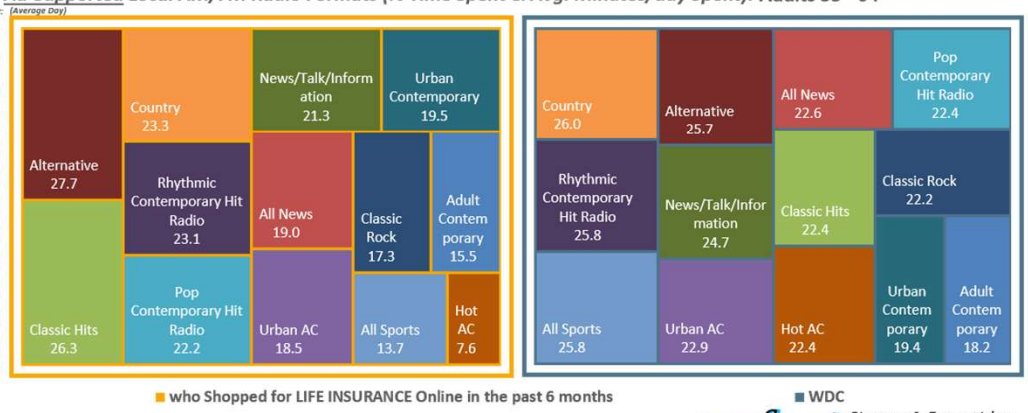
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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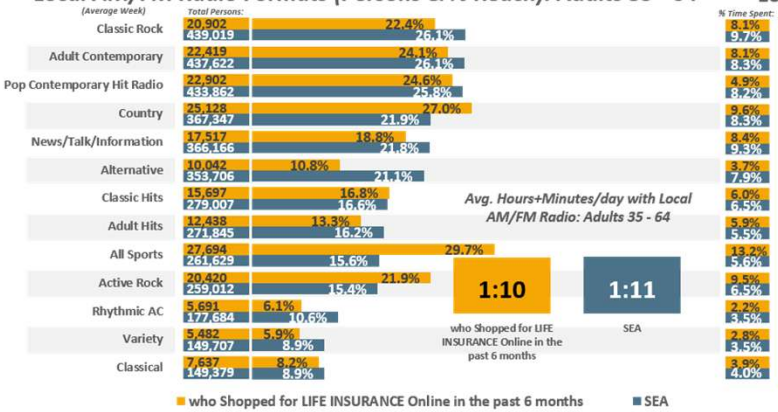
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

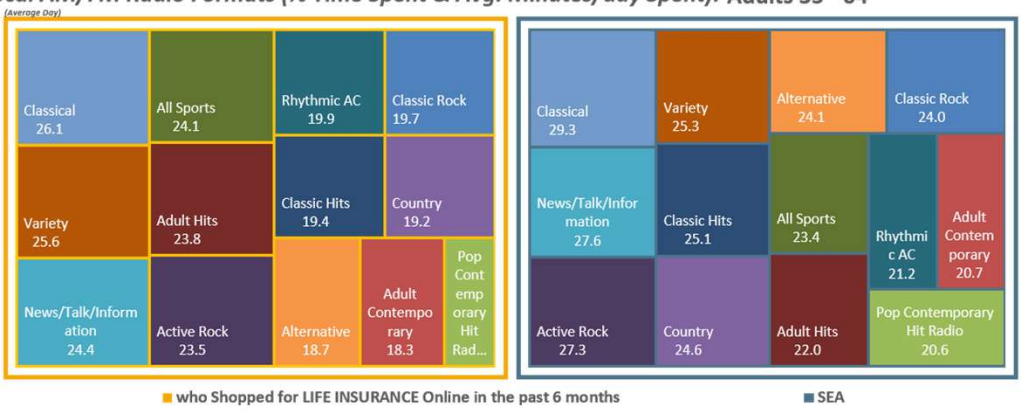
ETHOS LIFE INSURANCE — SEA

87,846 or 76.9% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are All Sports, Country, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Rock.

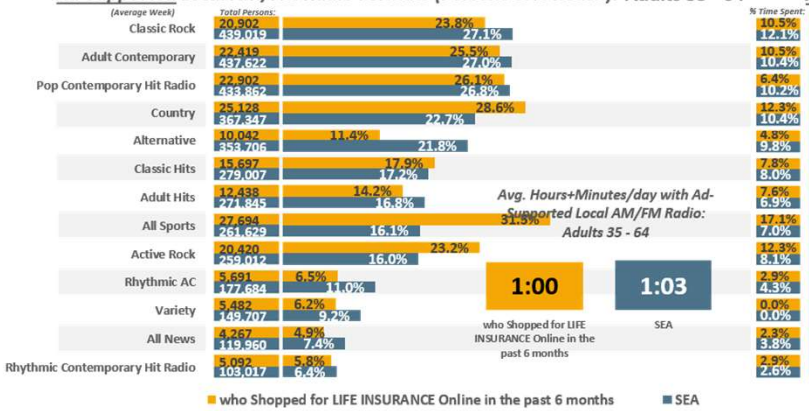
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



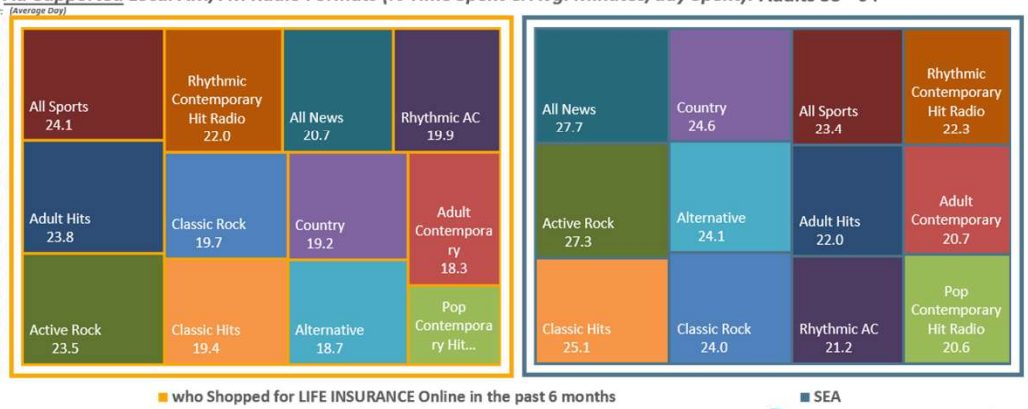
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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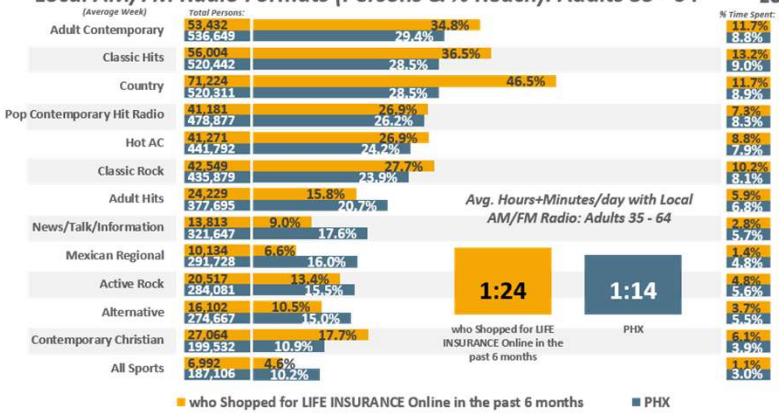
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

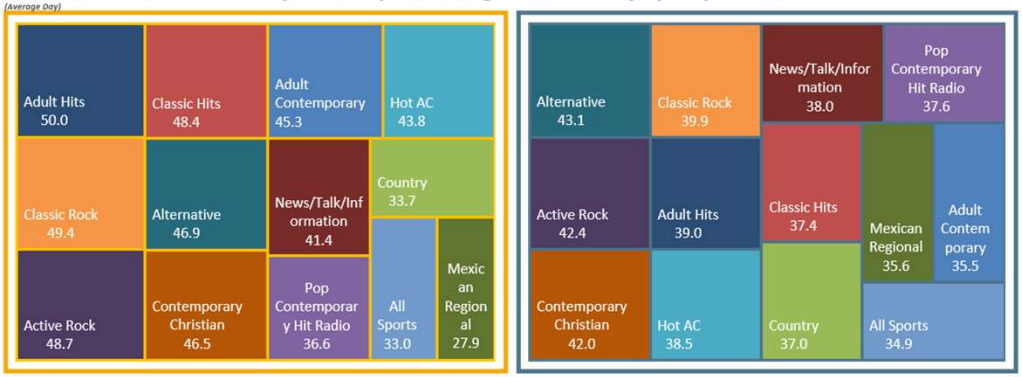
PHX

145,373 or 85.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Adult Contemporary, Classic Rock, and Hot AC.

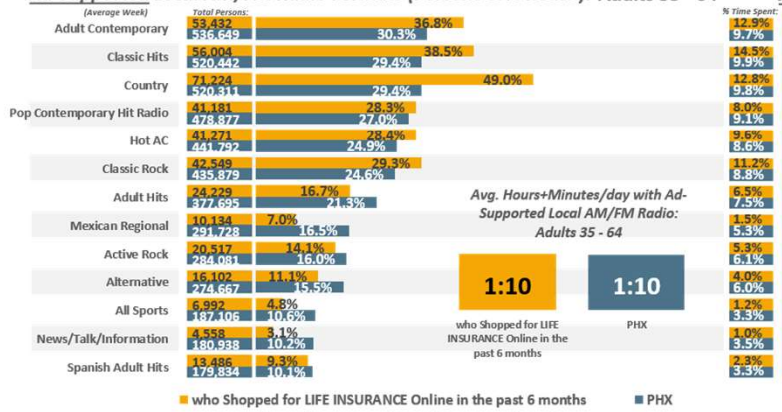
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



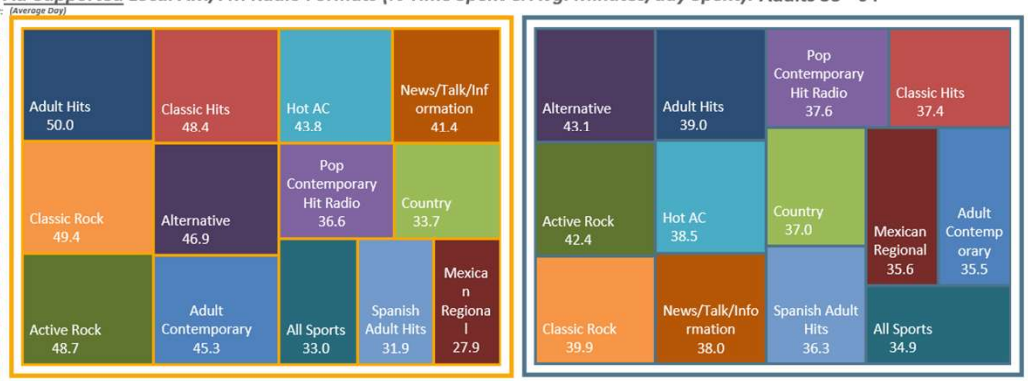
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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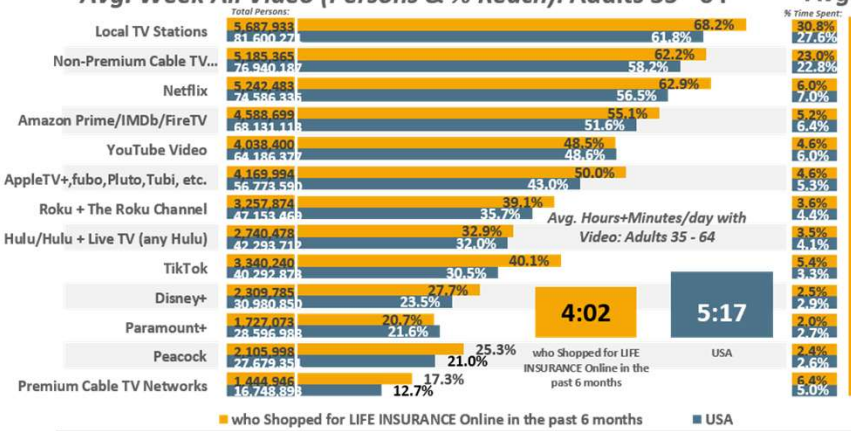
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

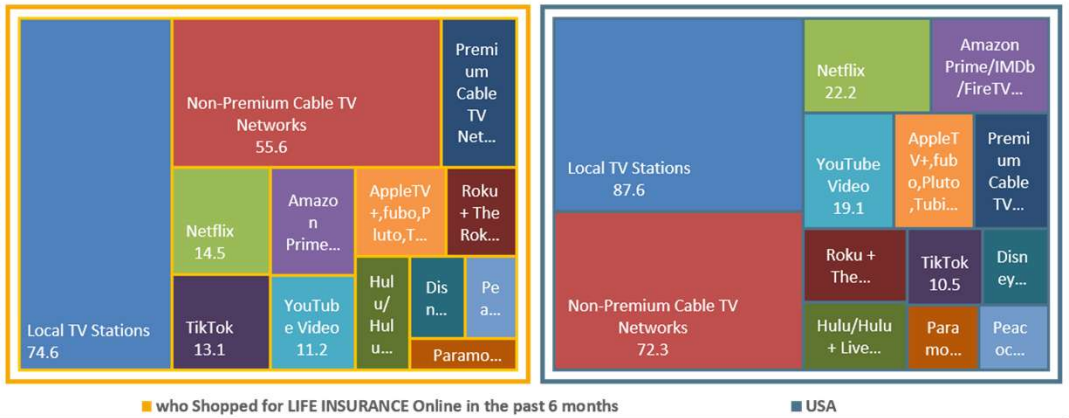
ETHOS LIFE INSURANCE — USA

5,605,887 or 67.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 71. minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.

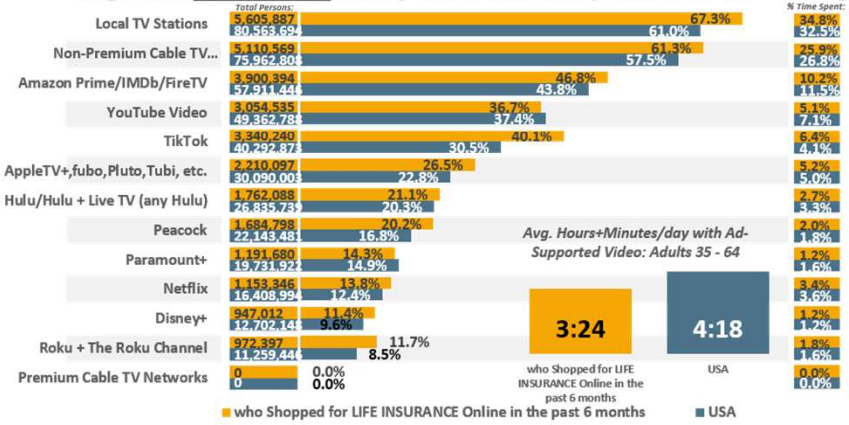
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



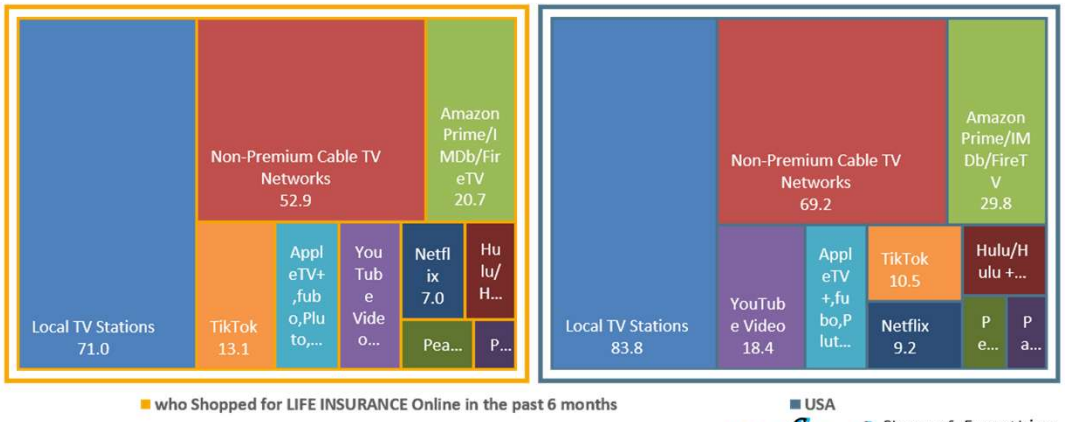
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 35 - 64



Avg. Day <u>Ad-Supported</u> Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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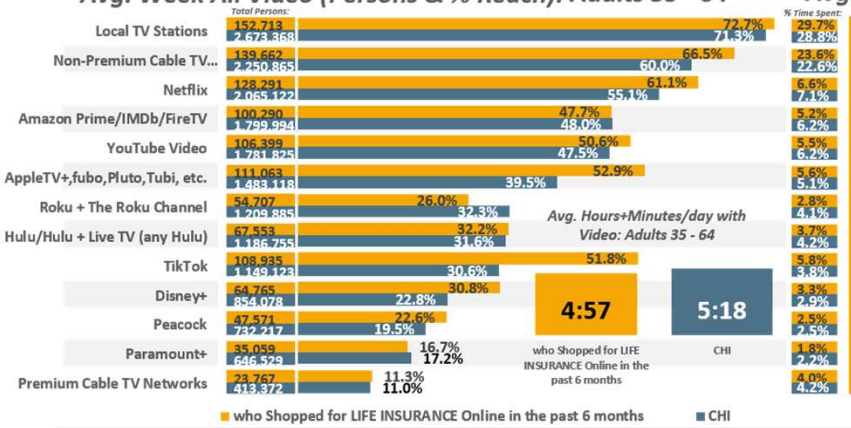
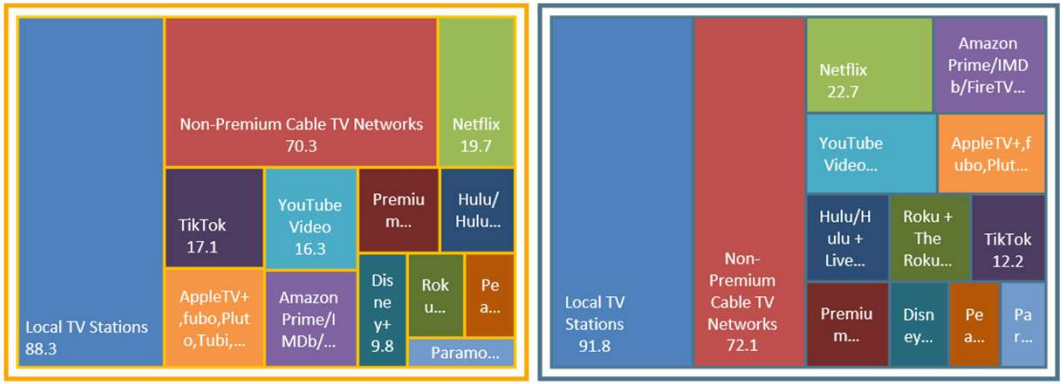
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

152,121 or 72.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 85.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

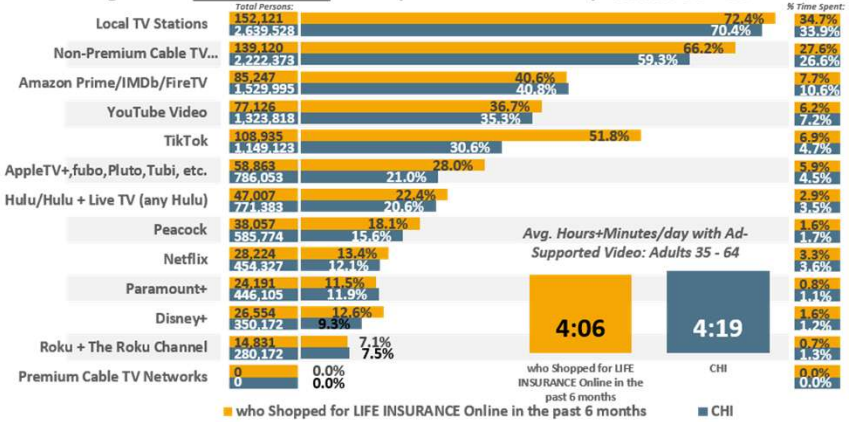
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



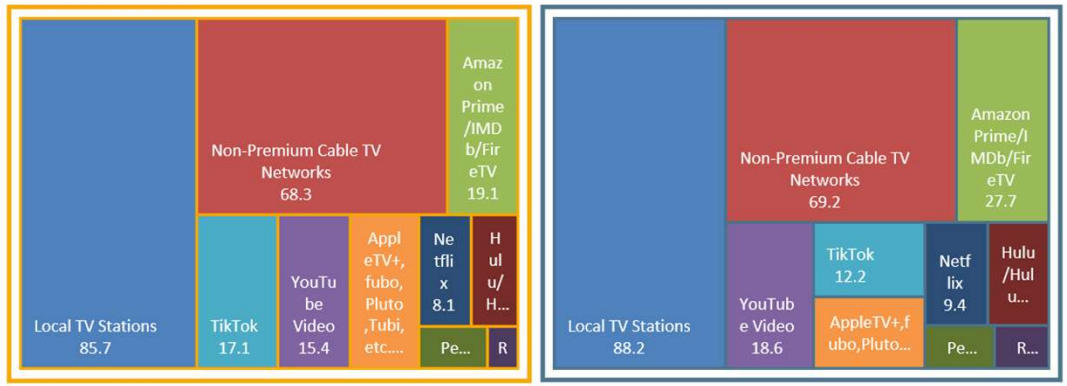
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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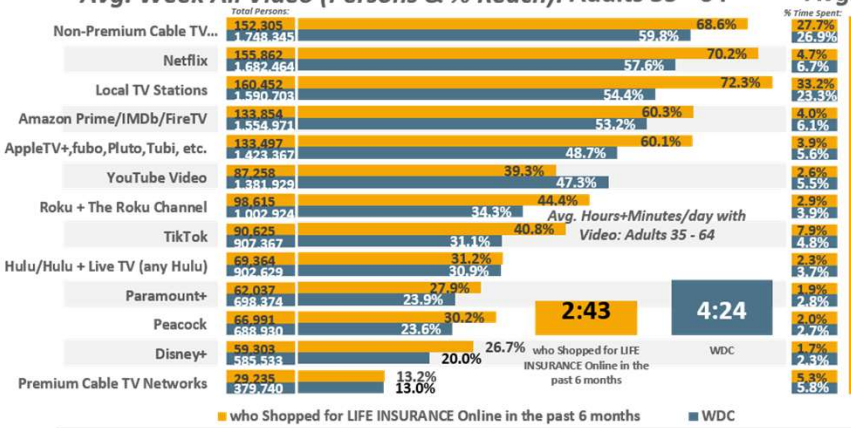
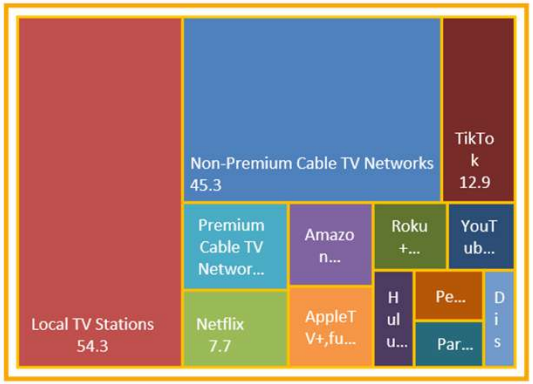
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

157,286 or 70.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 51.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Video.

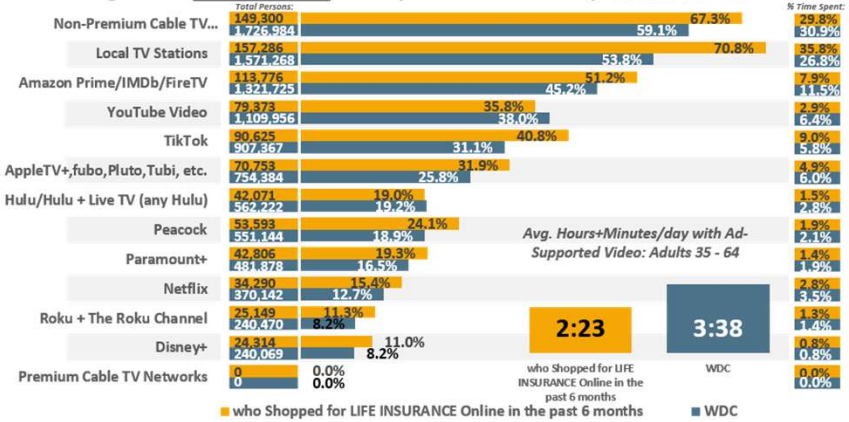
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



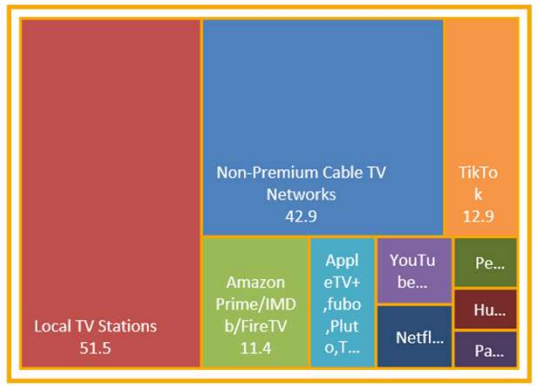
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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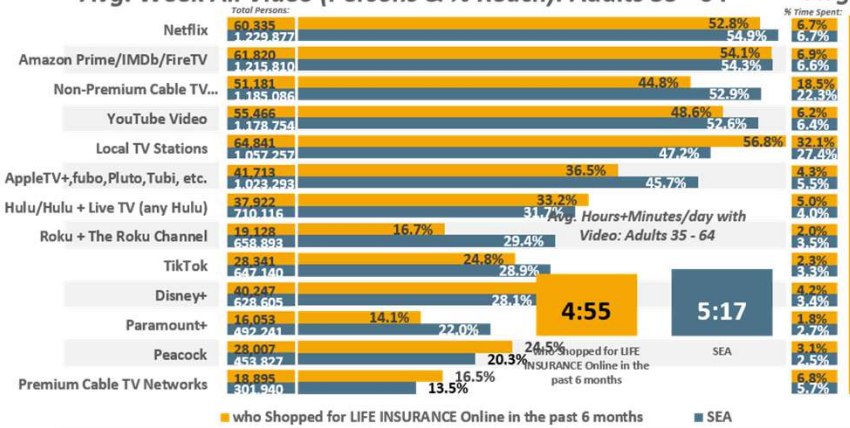
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

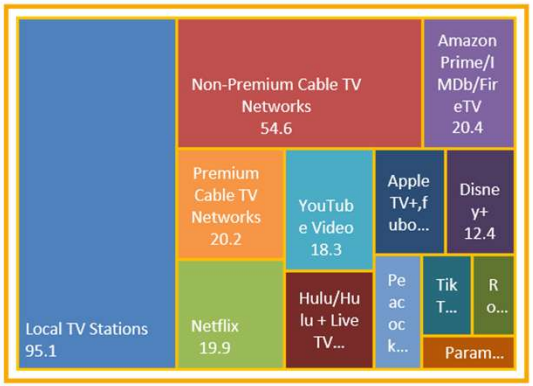
ETHOS LIFE INSURANCE | SEA

63,156 or 55.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 86.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.

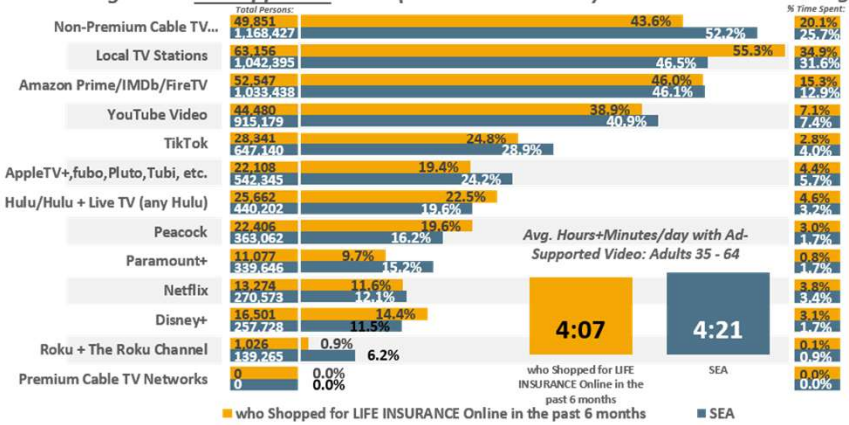
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



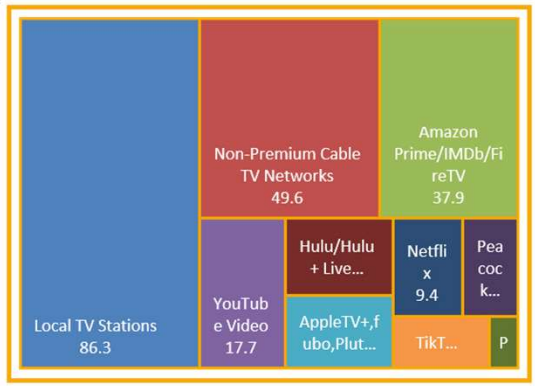
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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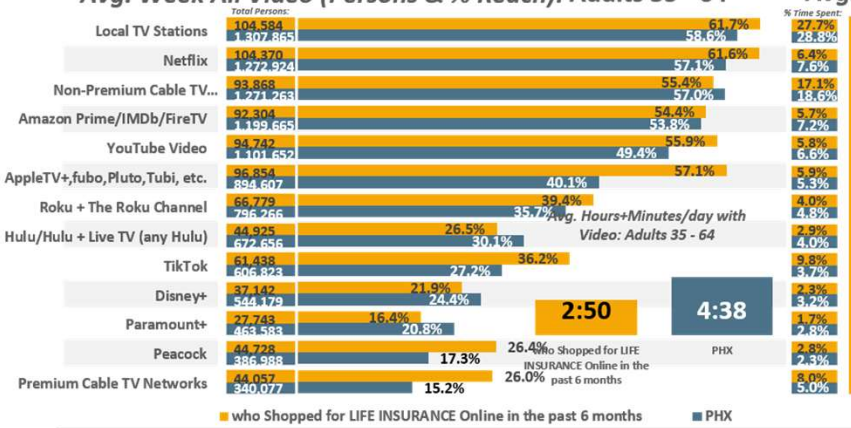
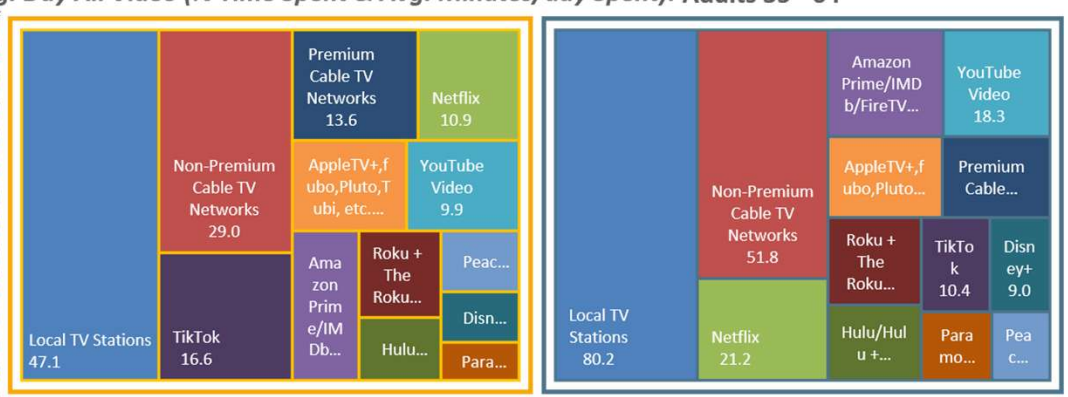
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

103,025 or 60.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 43.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

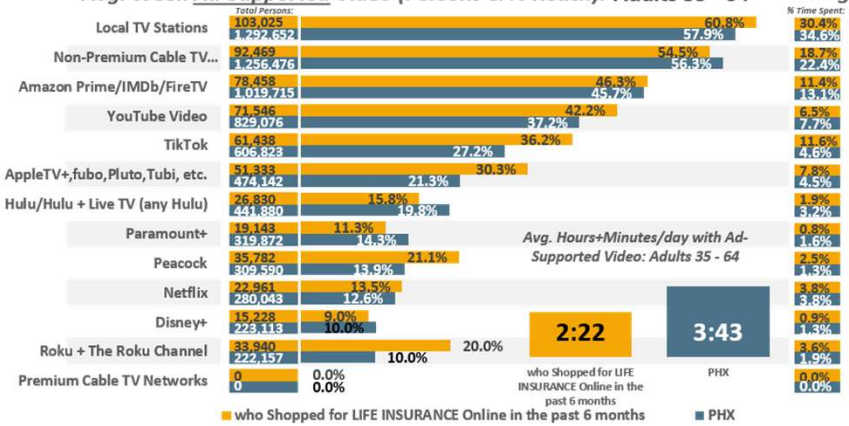
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



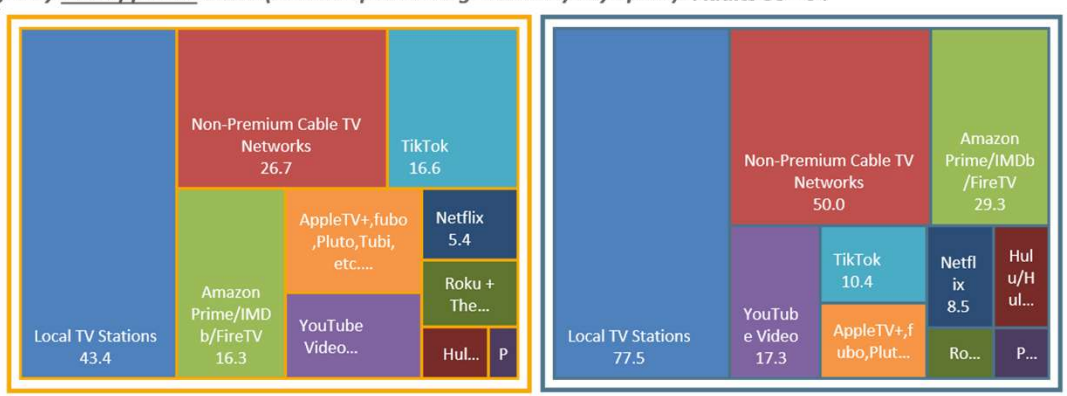
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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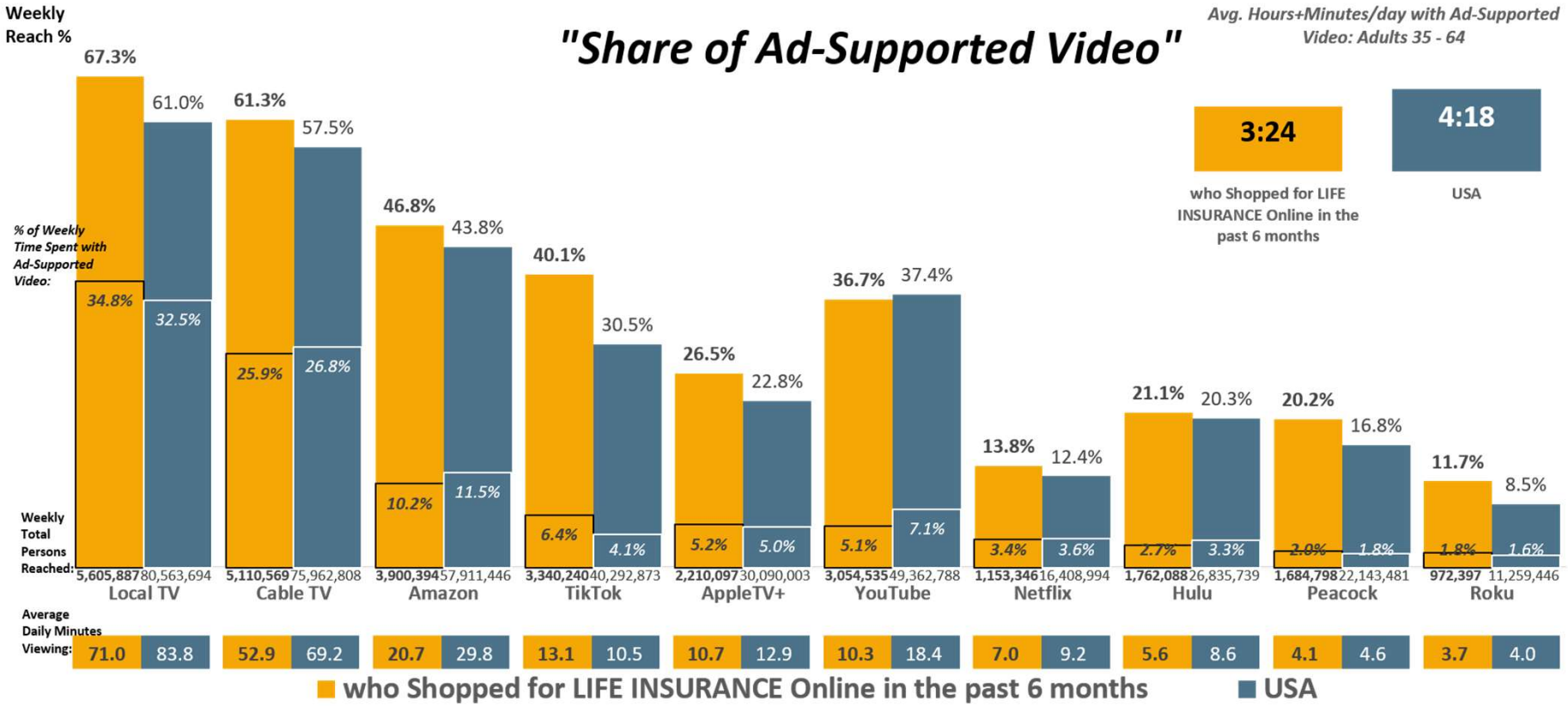
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — USA

5,605,887 or 67.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 71. minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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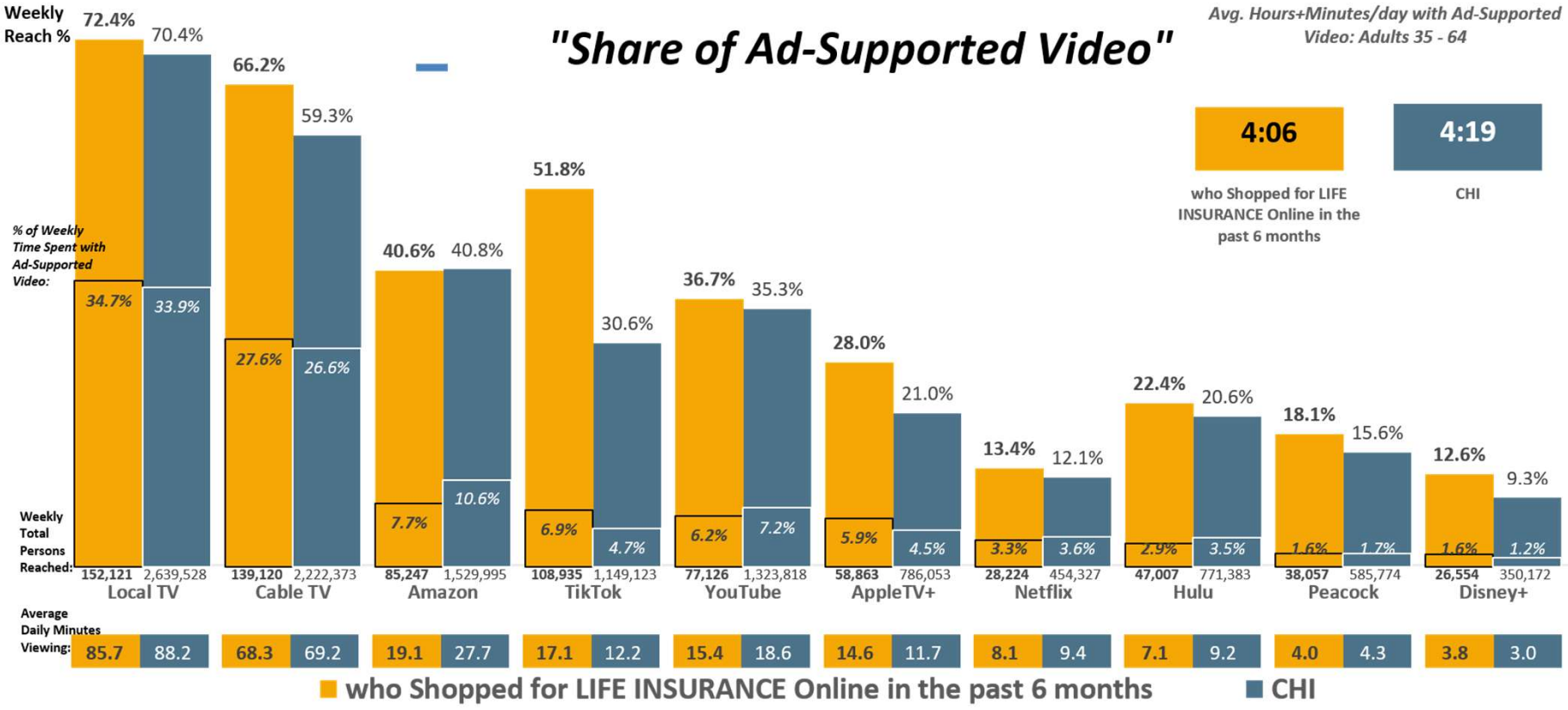
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — CHI

152,121 or 72.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 85.7 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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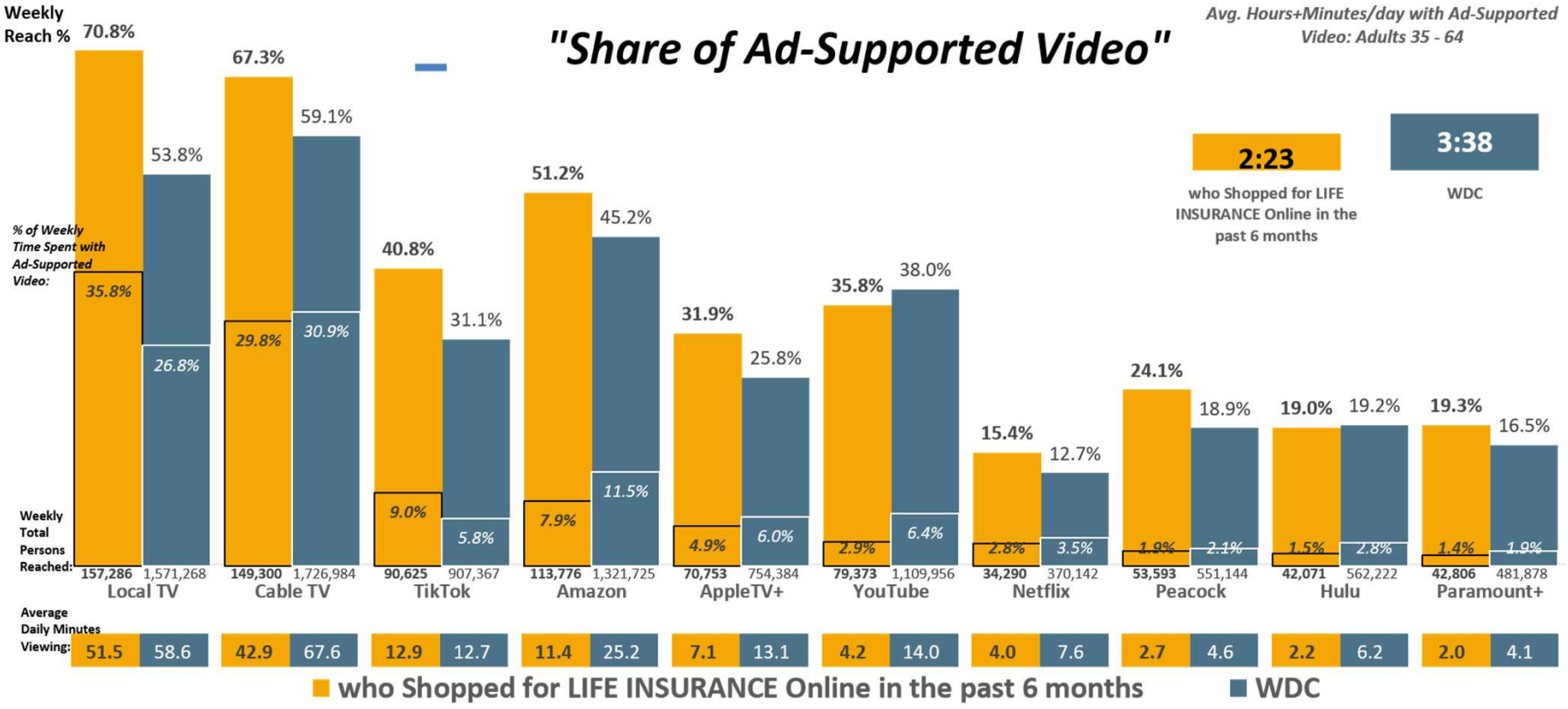
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

157,286 or 70.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 51.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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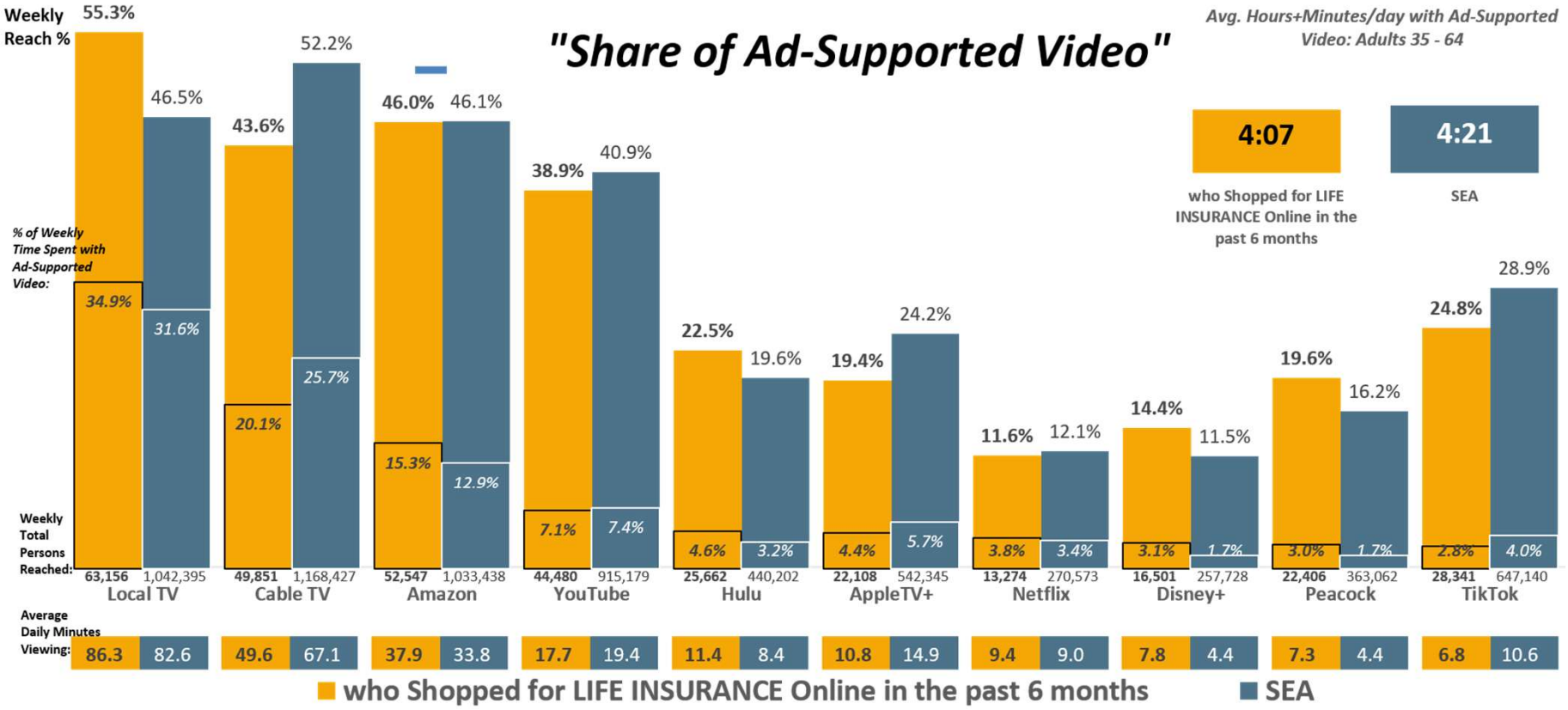
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE | SEA

63,156 or 55.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 86.3 minutes every day representing 34.9% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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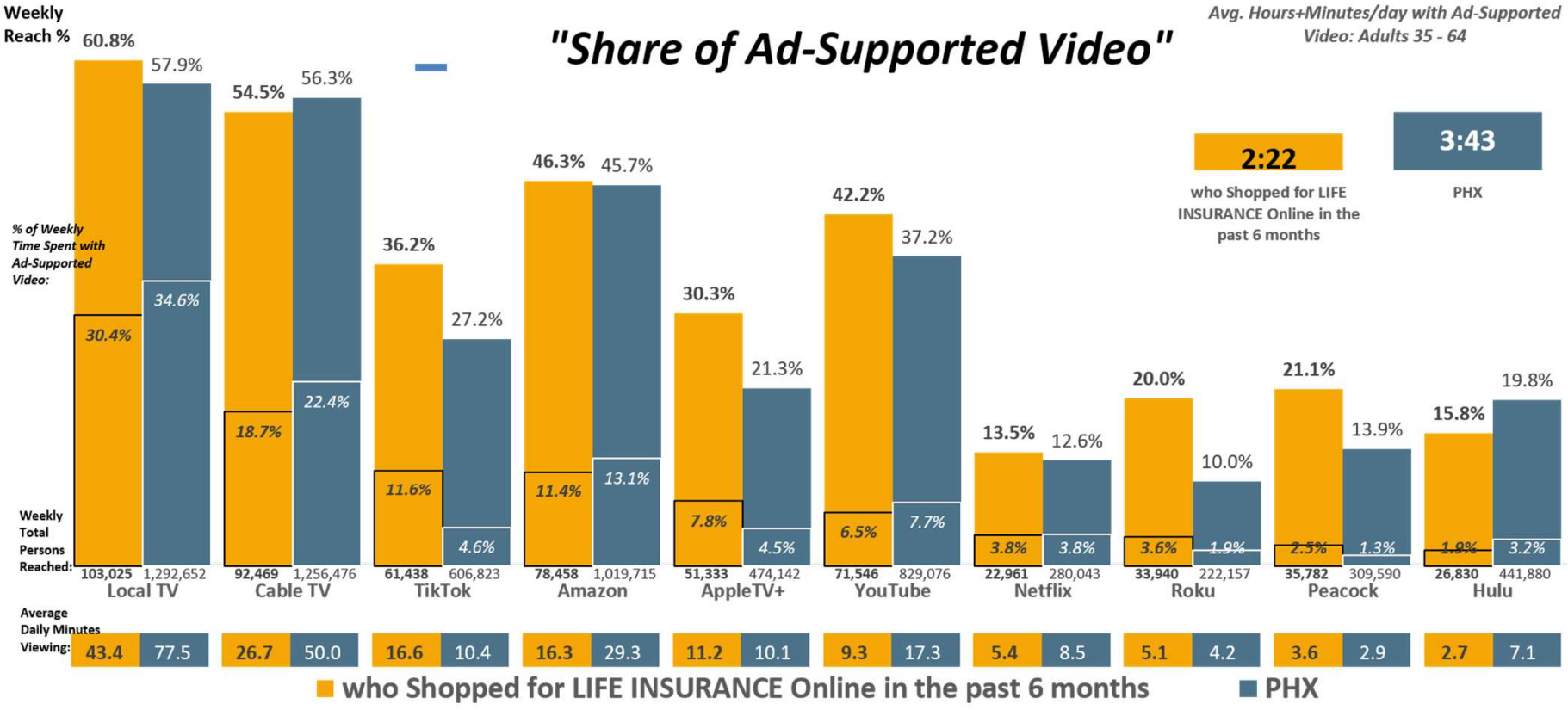
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE | PHX

103,025 or 60.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 43.4 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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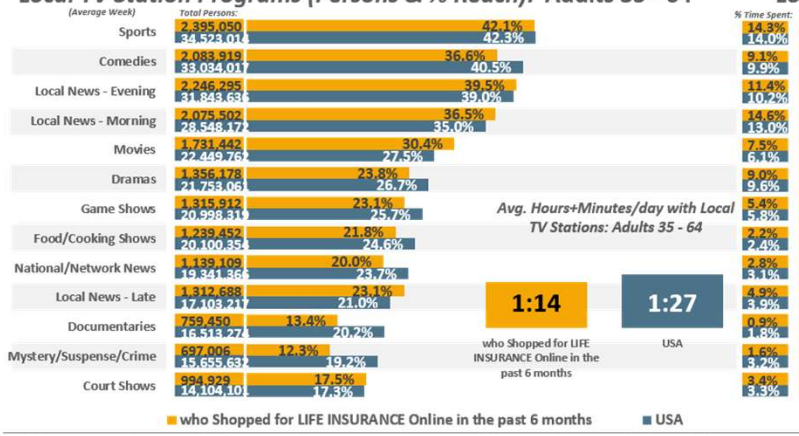
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

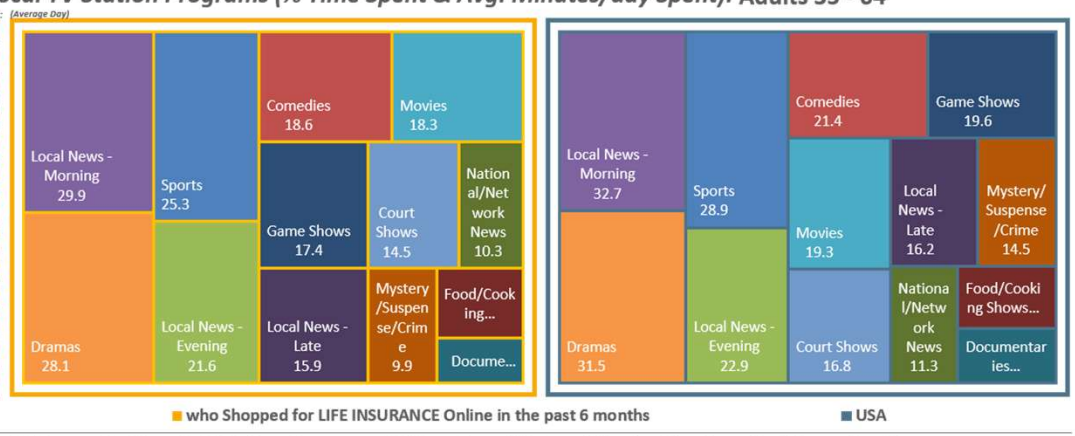
ETHOS LIFE INSURANCE — USA

5,605,887 or 67.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

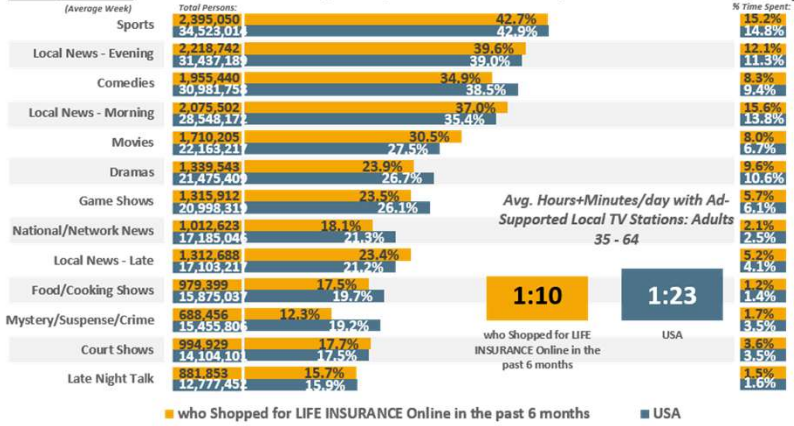
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



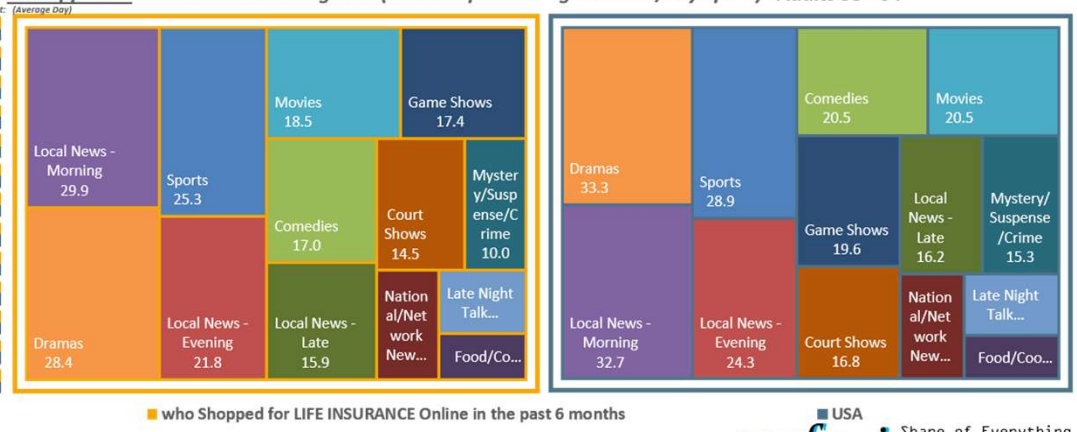
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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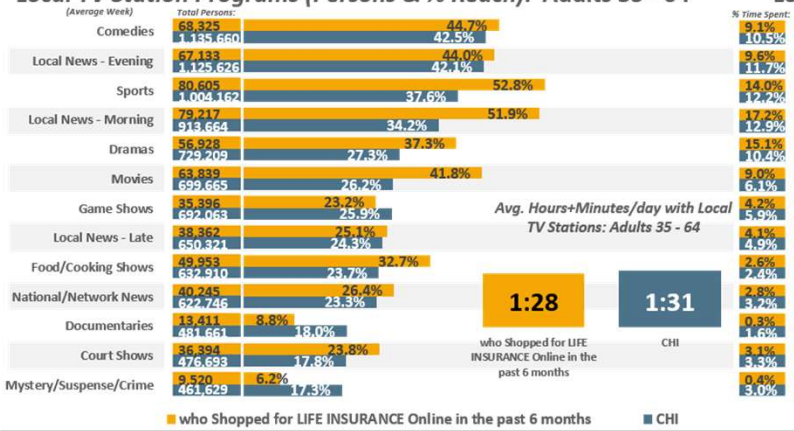
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

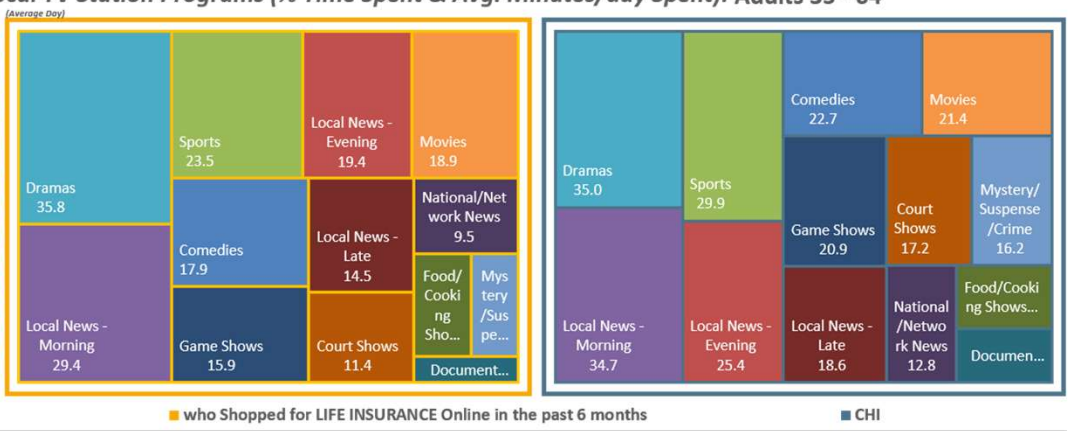
ETHOS LIFE INSURANCE — CHI

152,121 or 72.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Dramas.

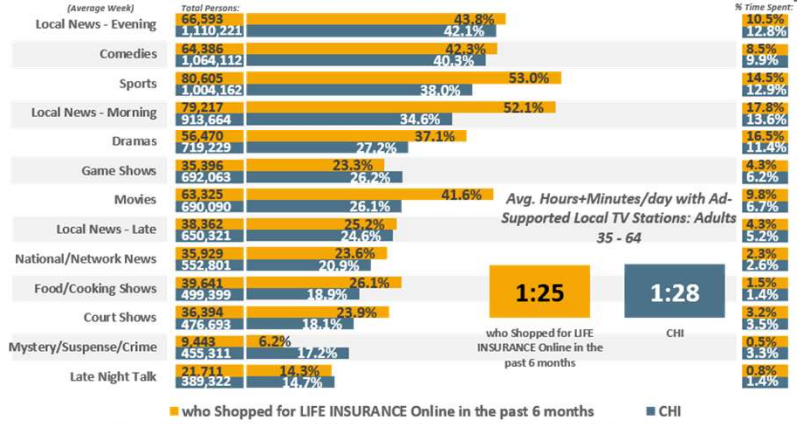
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



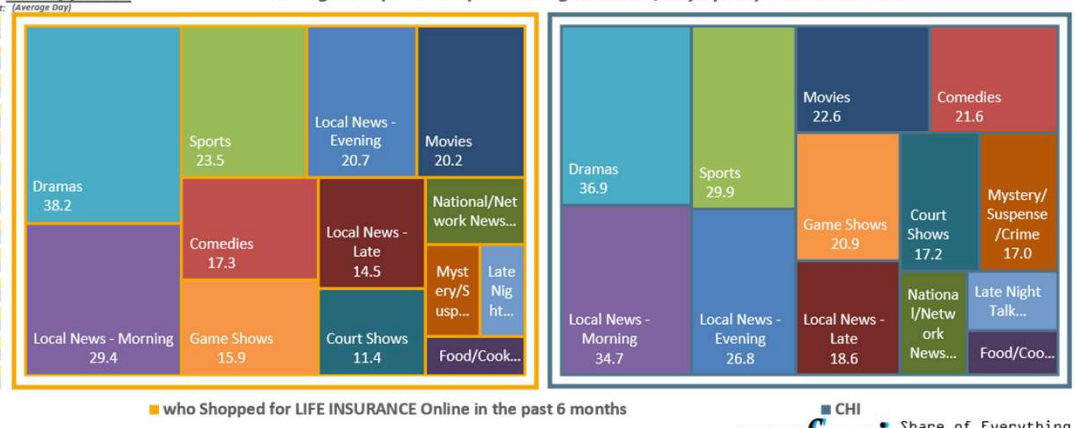
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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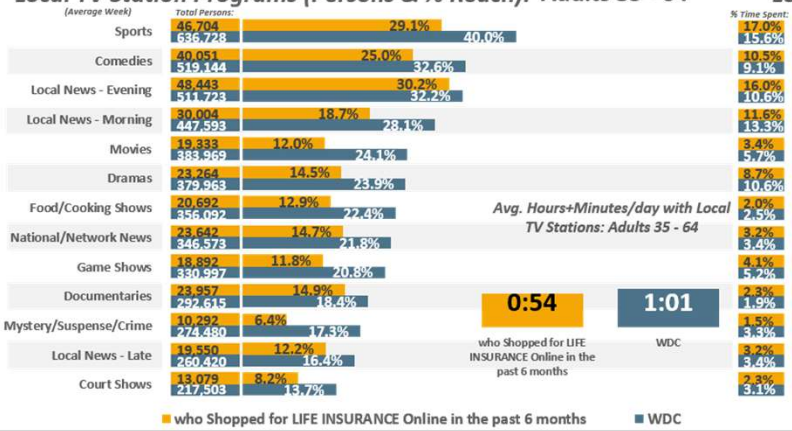
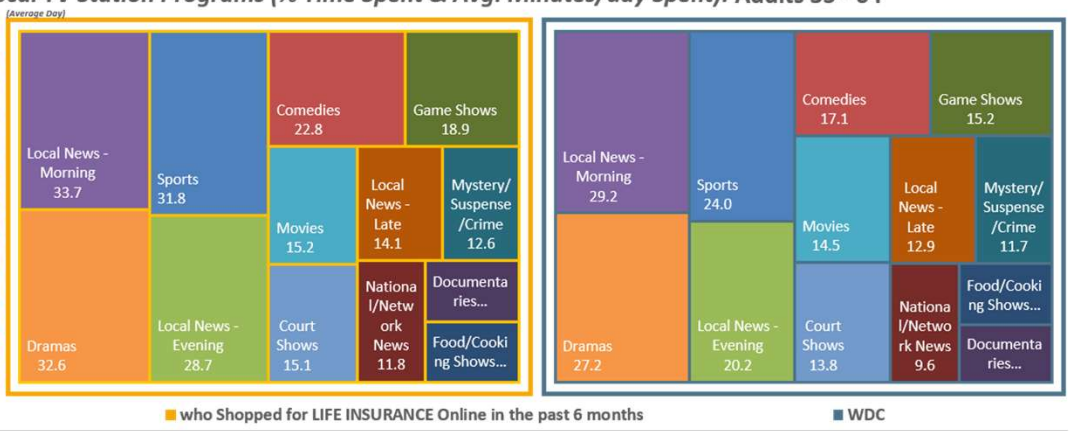
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

157,286 or 70.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Dramas, and National/Network News.

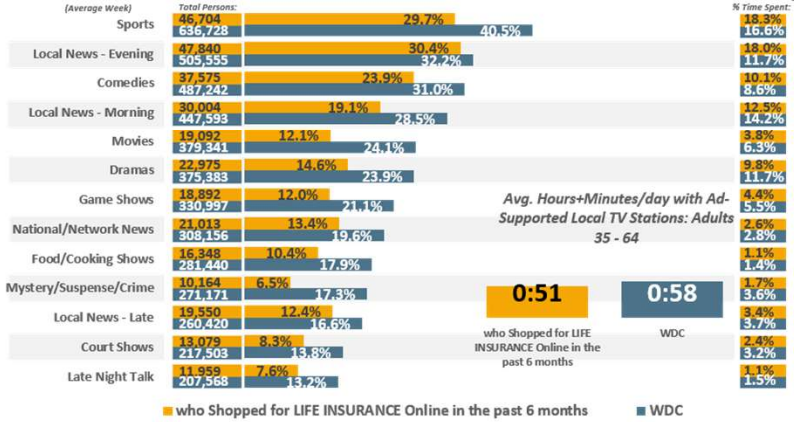
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



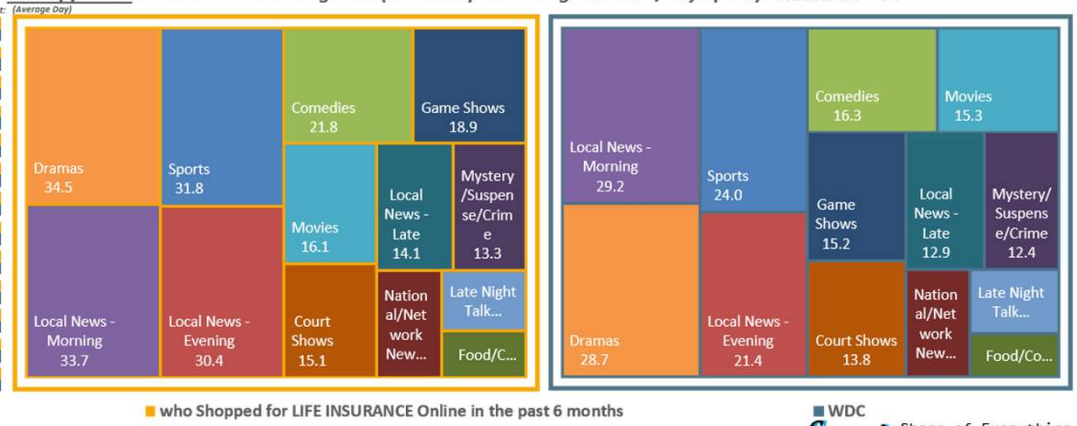
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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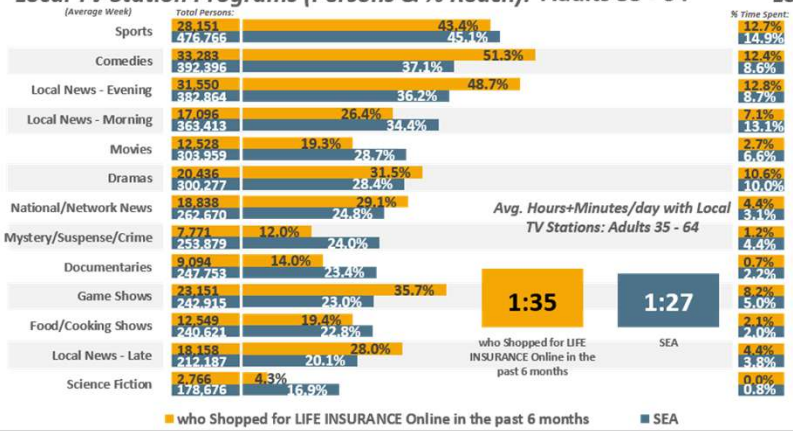
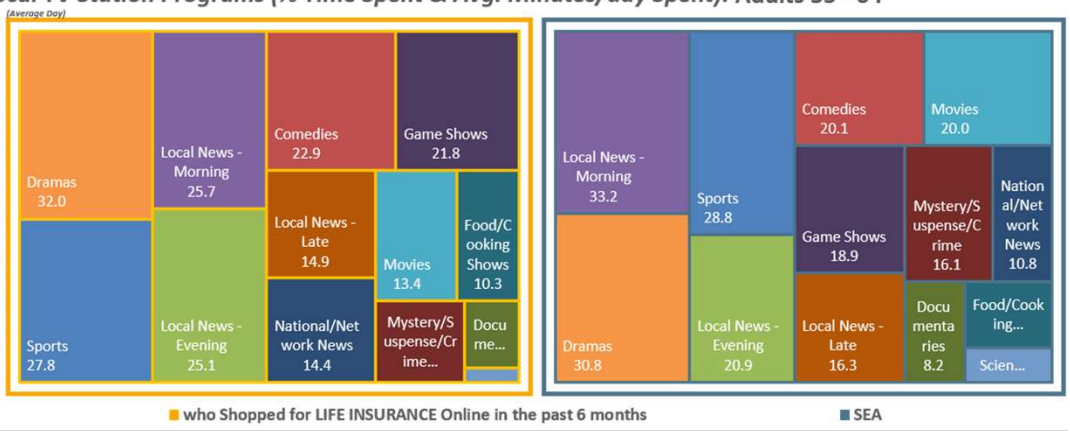
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

63,156 or 55.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Game Shows, Dramas, and Reality - Adventure.

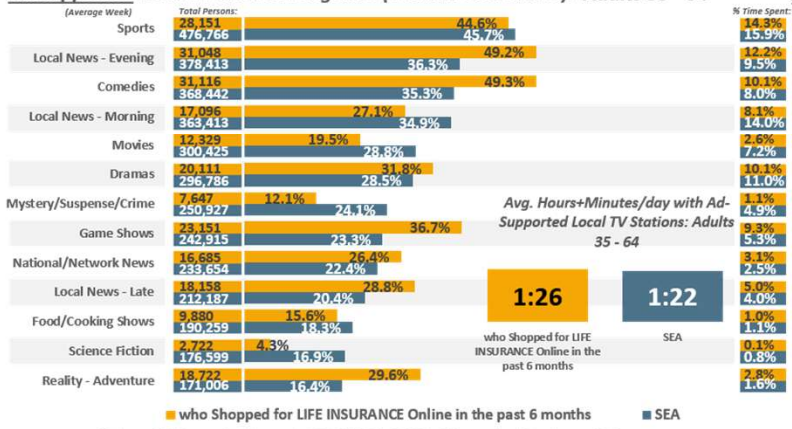
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



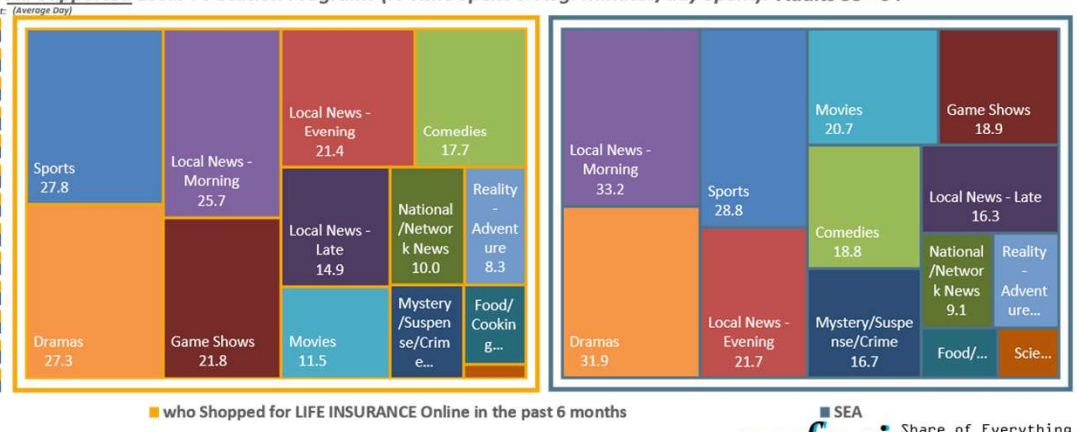
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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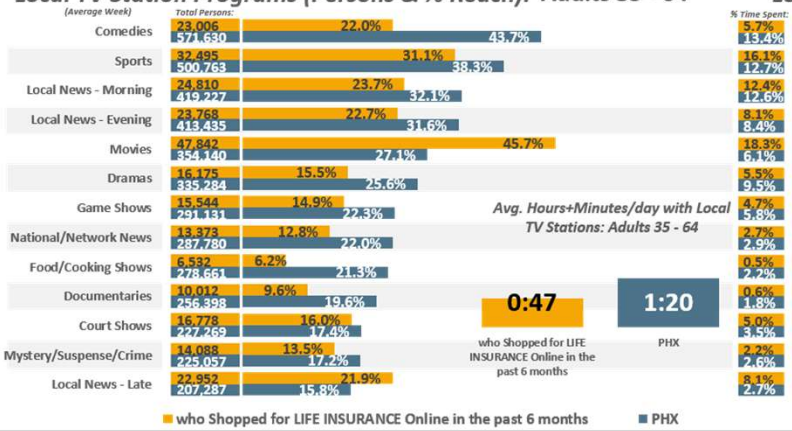
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

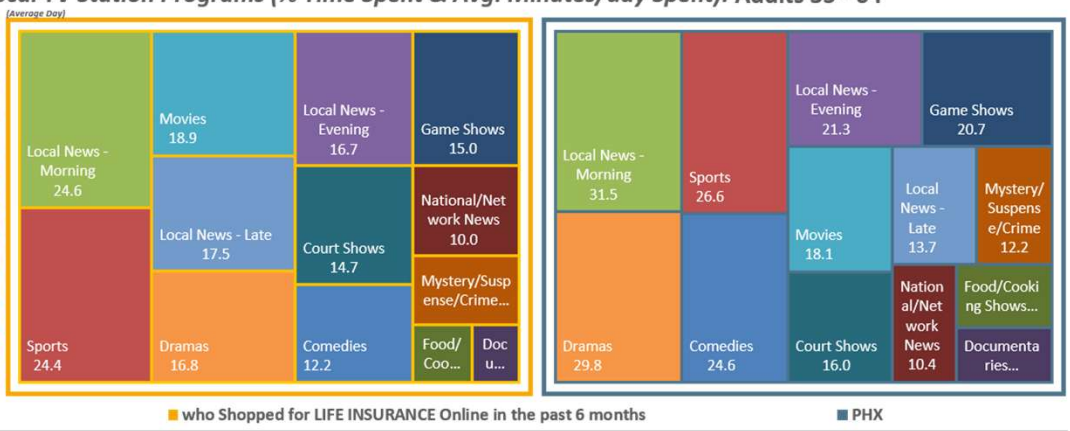
ETHOS LIFE INSURANCE — PHX

103,025 or 60.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Sports, Local News - Morning, Local News - Evening, Local News - Late, and Comedies.

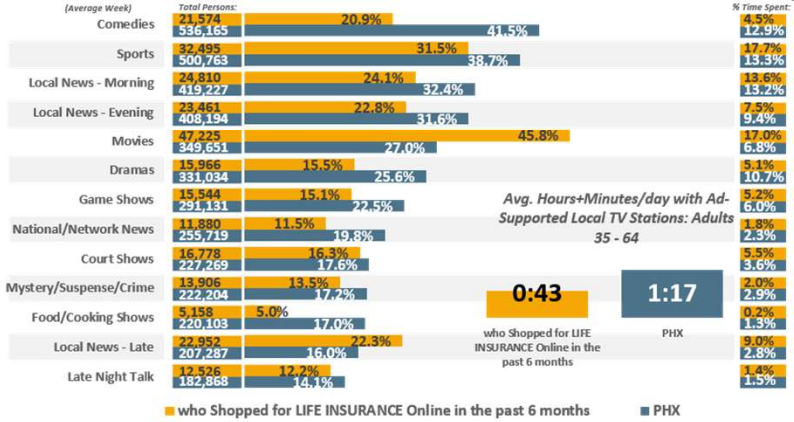
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



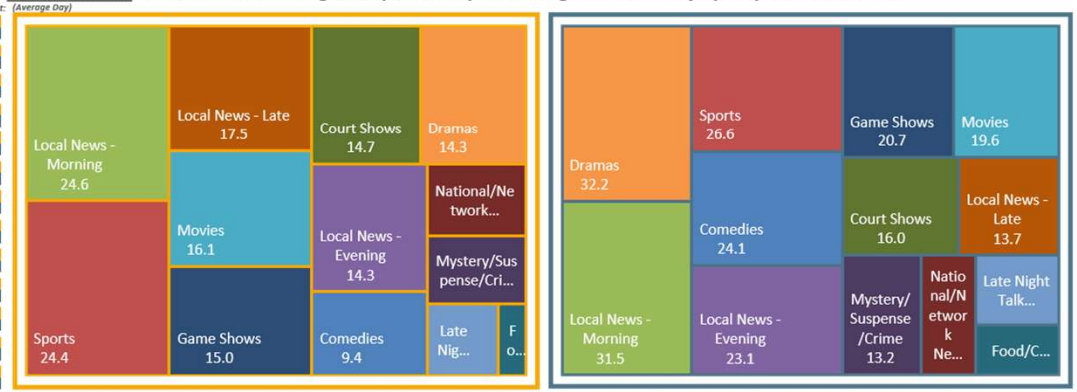
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 - 64



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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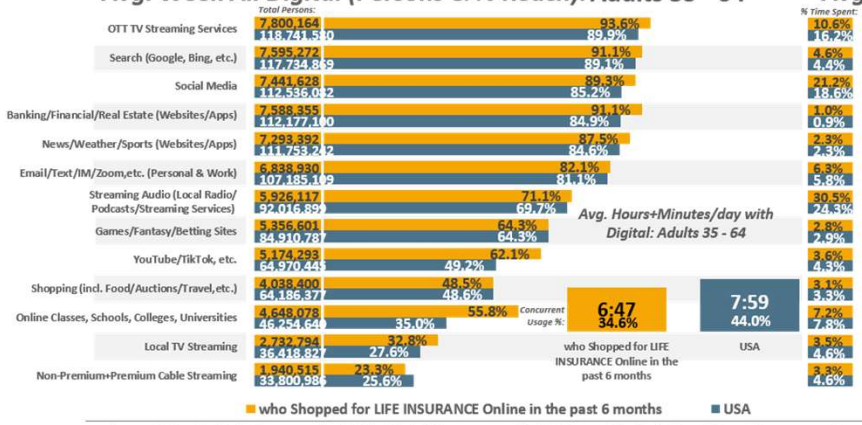
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

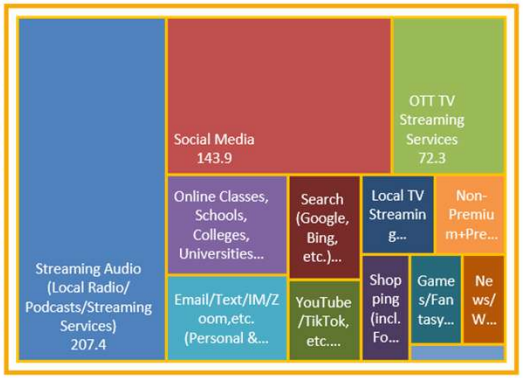
ETHOS LIFE INSURANCE — USA

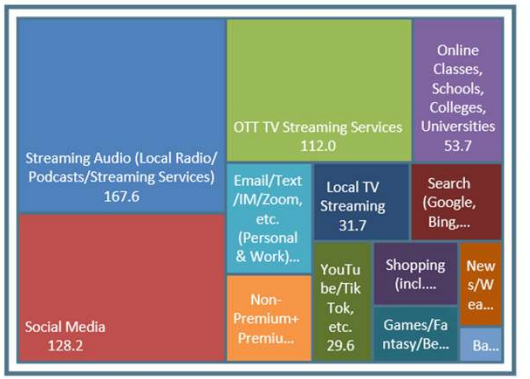
6,604,713 or 79.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 132.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

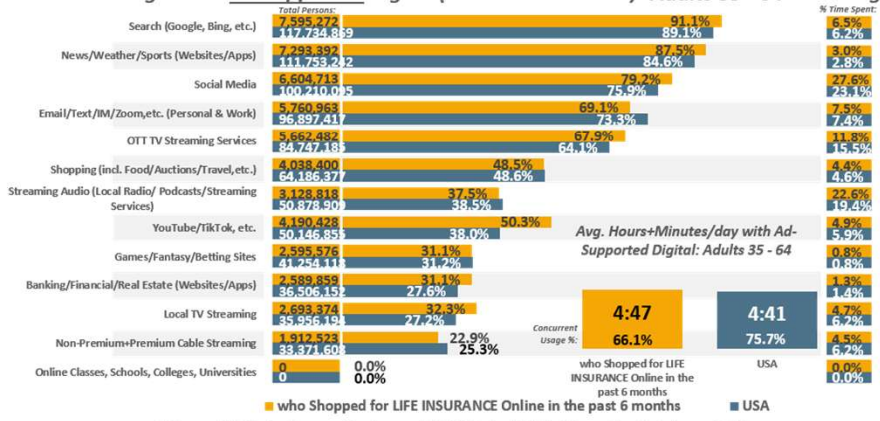


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

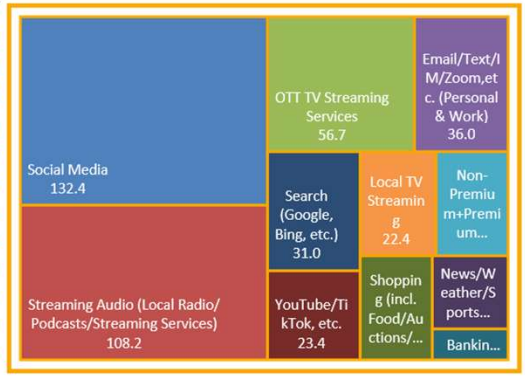


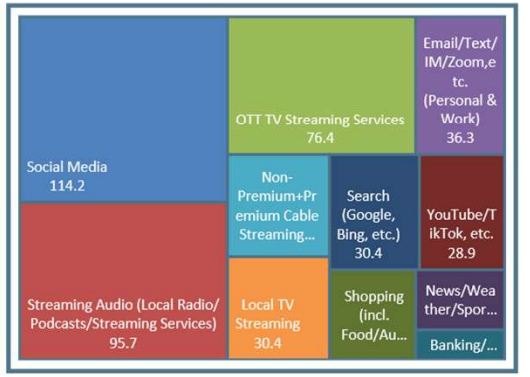


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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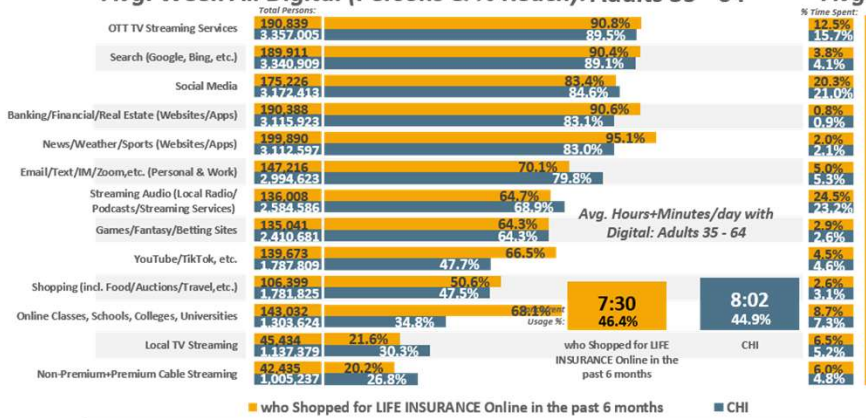
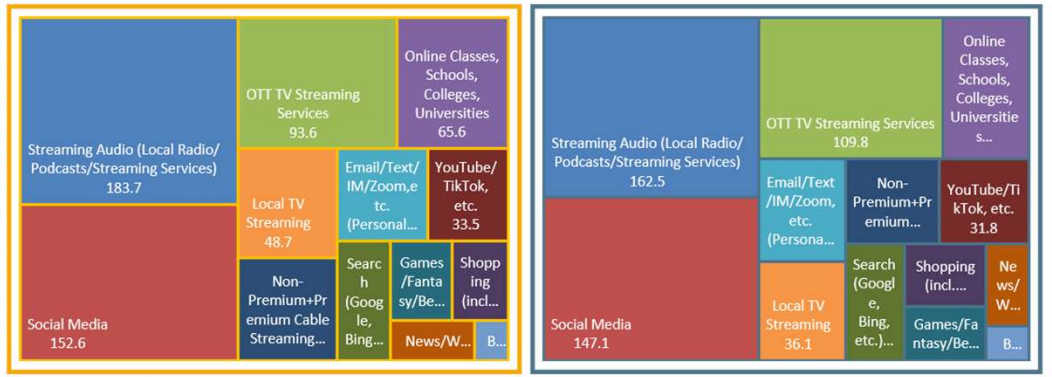
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

169,523 or 80.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 140.4 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

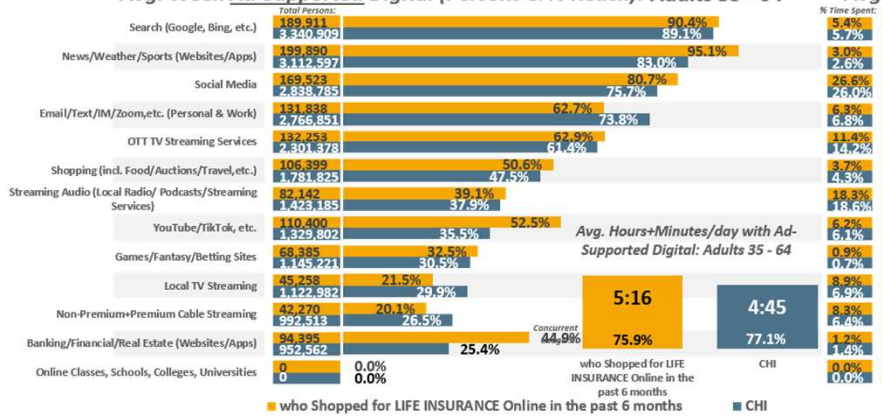
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



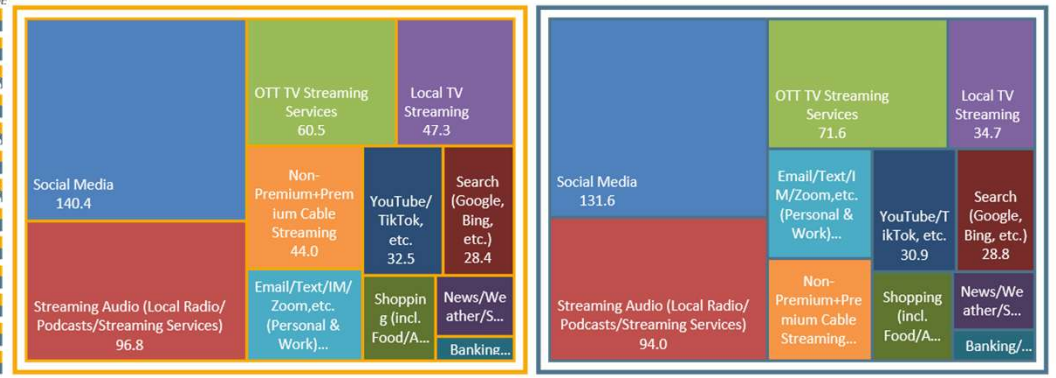
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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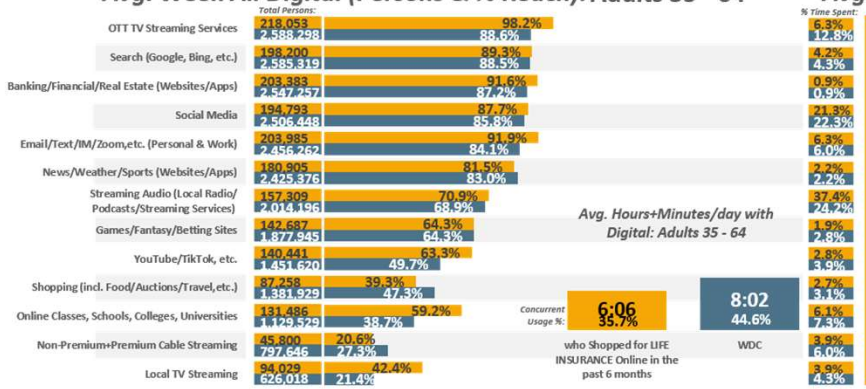
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

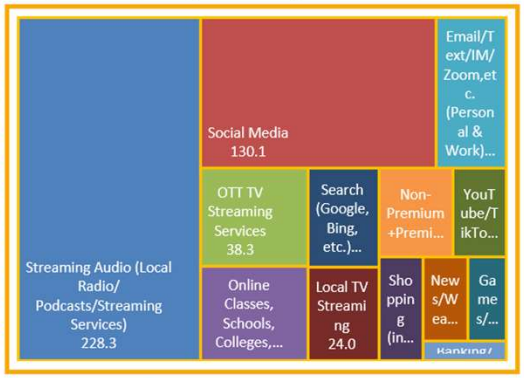
ETHOS LIFE INSURANCE — WDC

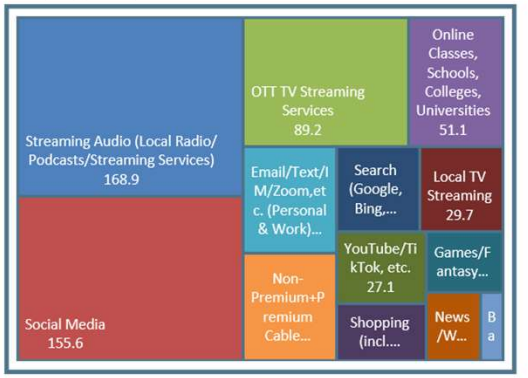
164,664 or 74.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 119.7 minutes every day representing 26.8% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

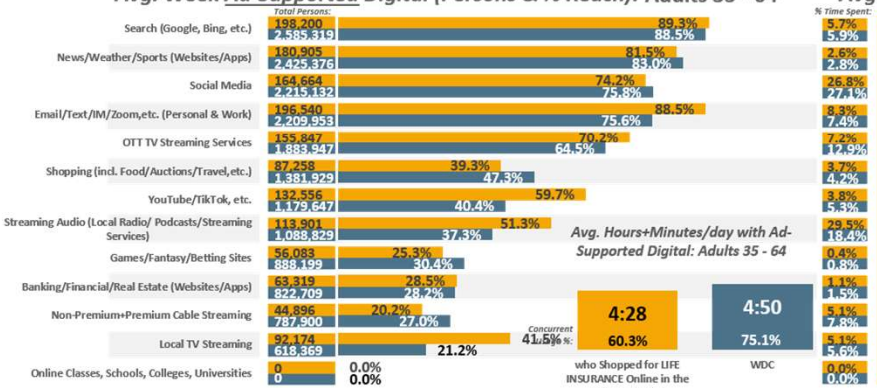


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

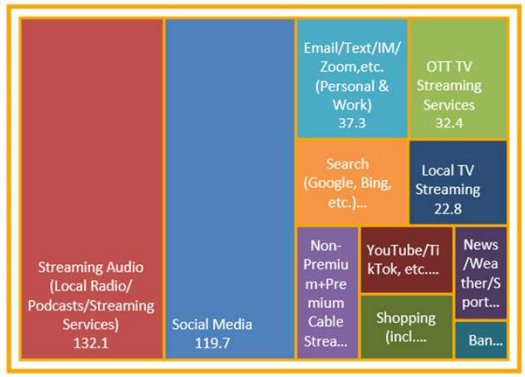


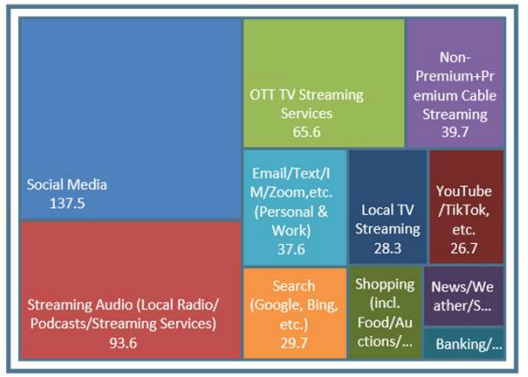


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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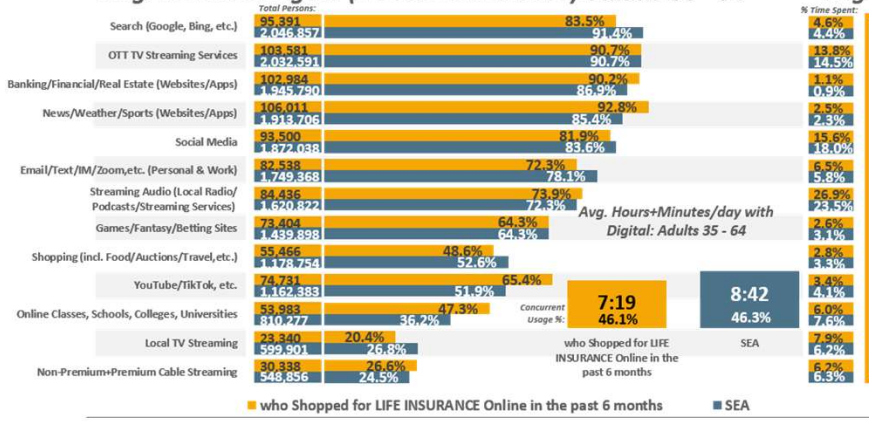
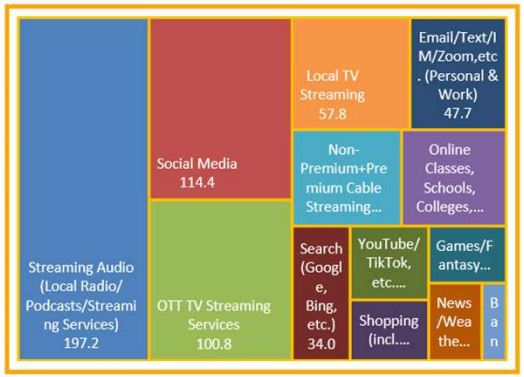
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

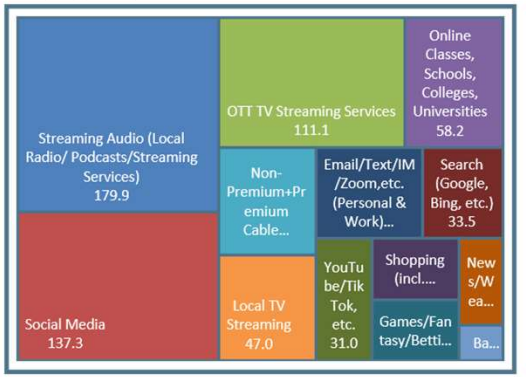
82,110 or 71.9% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 105.2 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 35 - 64

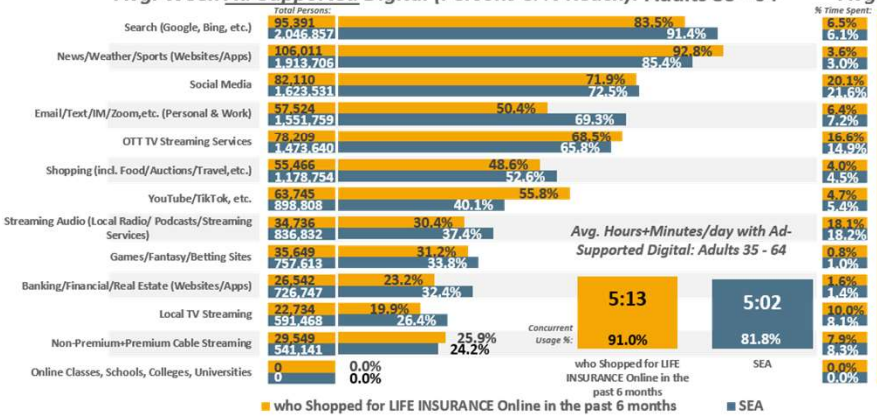


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

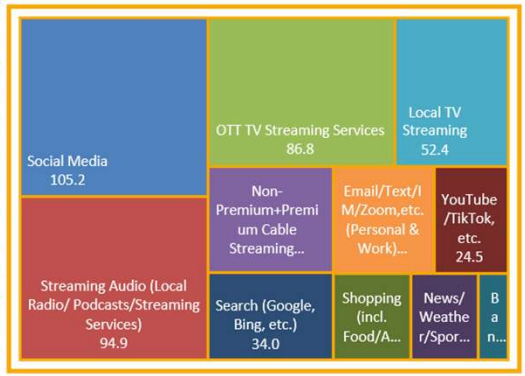


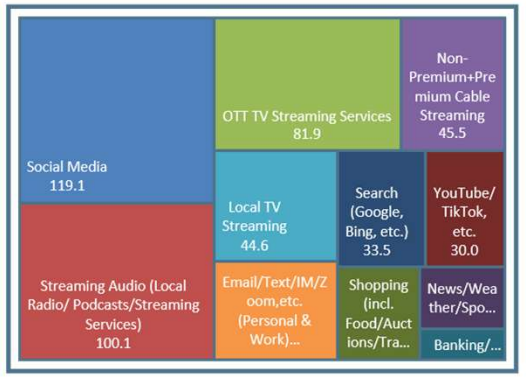


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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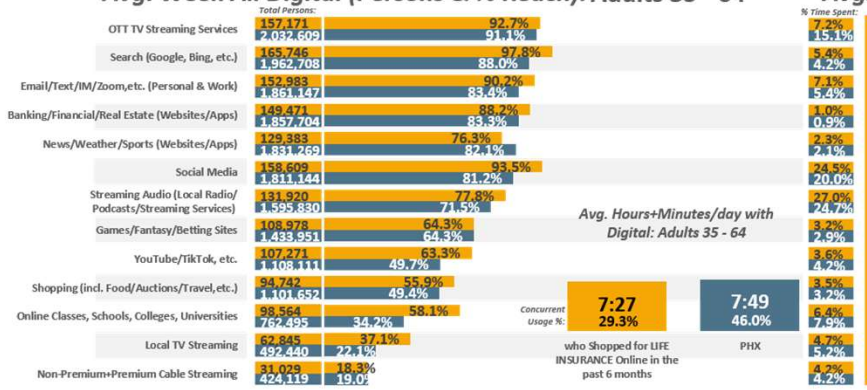
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

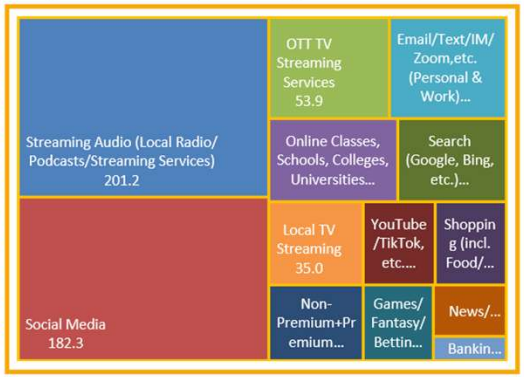
ETHOS LIFE INSURANCE | PHX

139,443 or 82.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 167.8 minutes every day representing 32.5% of all time spent daily with Ad-Supported Digital Media.

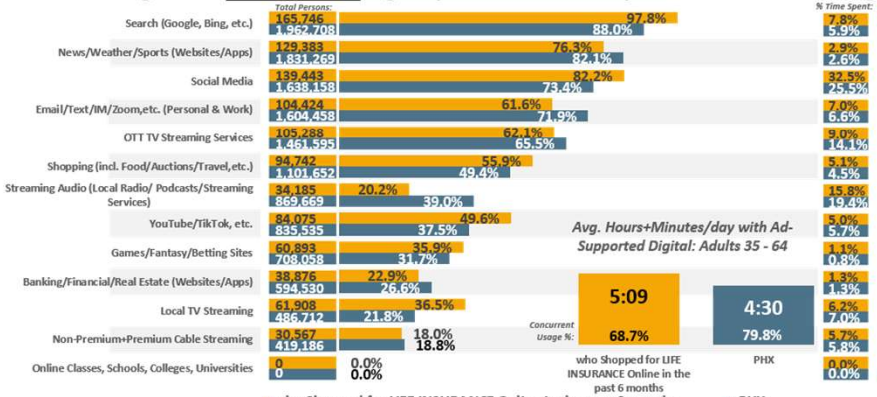
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



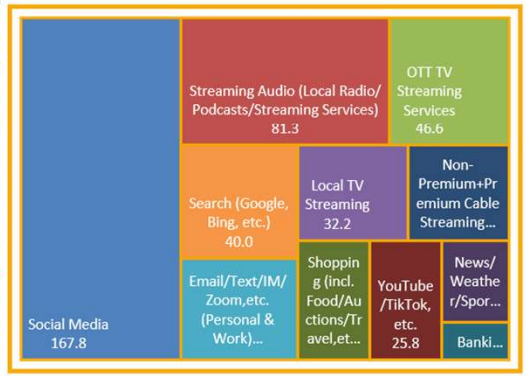
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

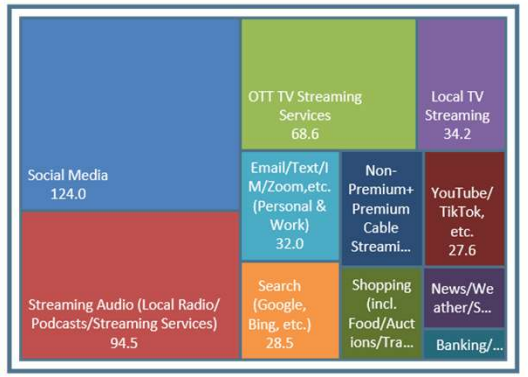


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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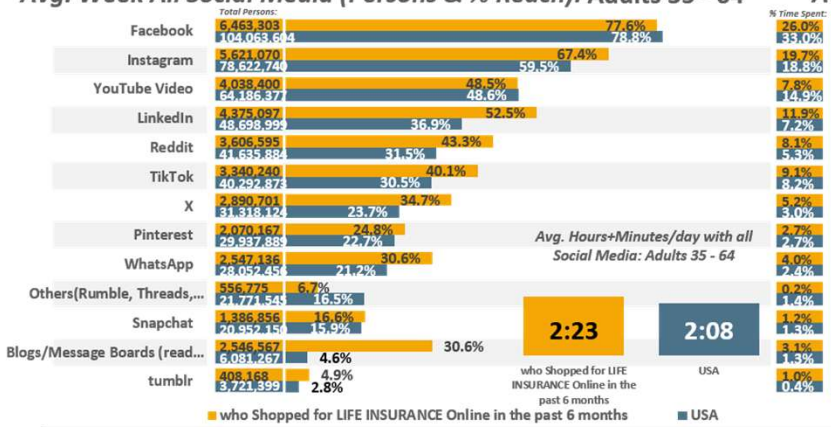
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

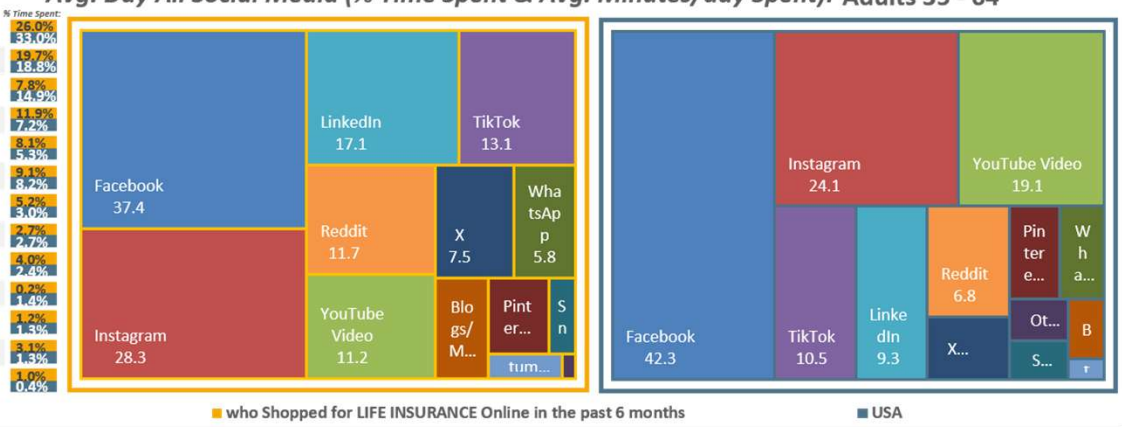
ETHOS LIFE INSURANCE — USA

6,463,303 or 77.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 43.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

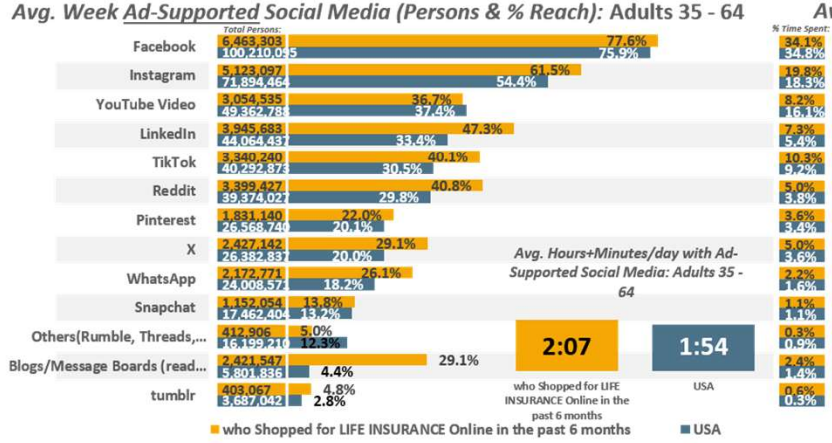
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



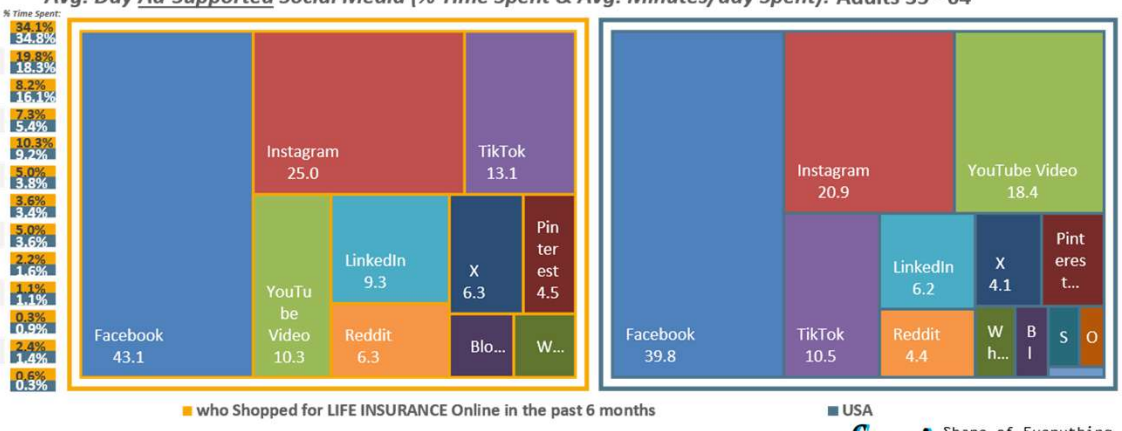
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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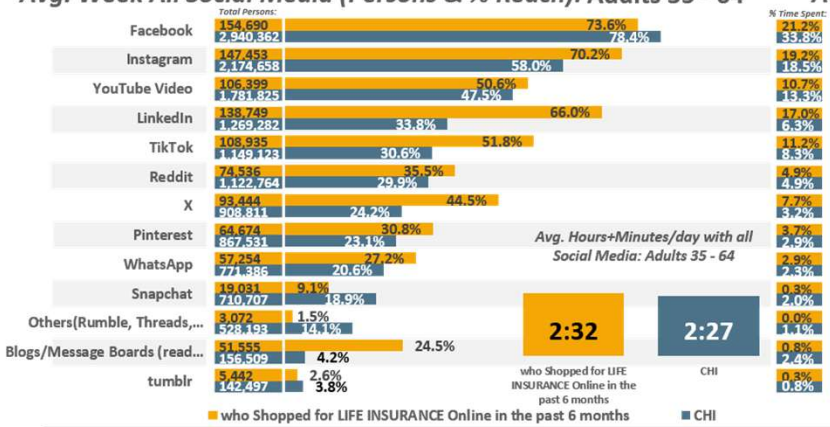
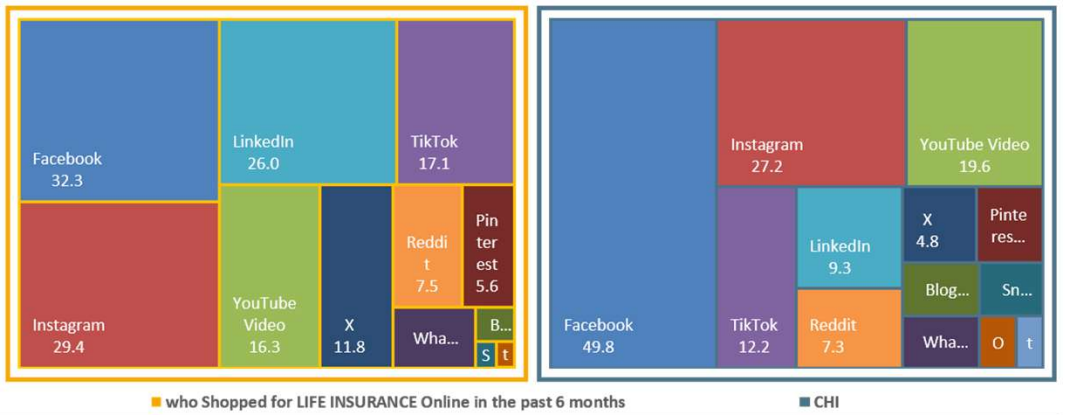
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

154,690 or 73.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 43.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.

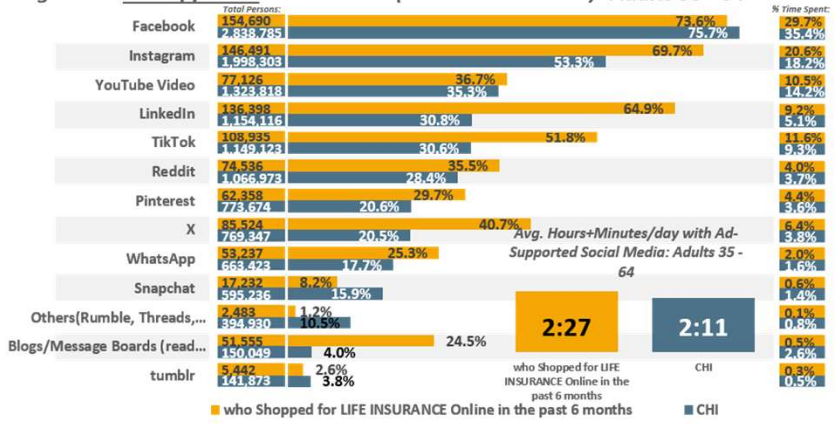
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



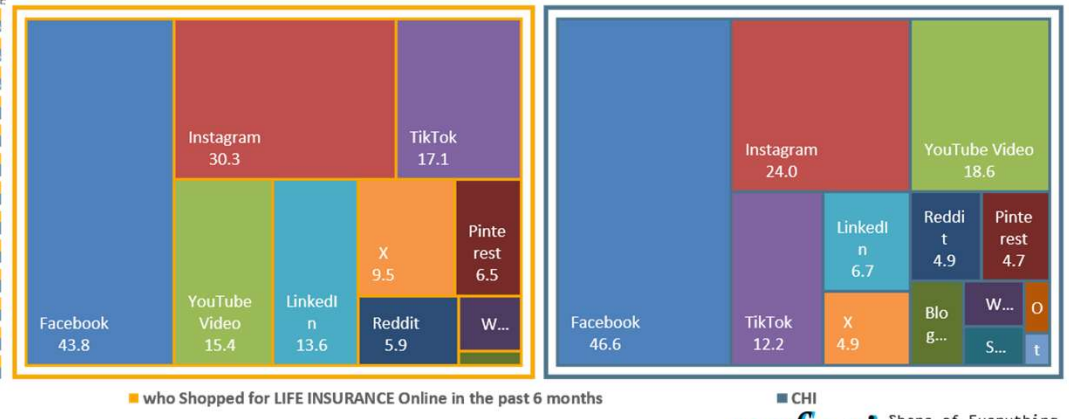
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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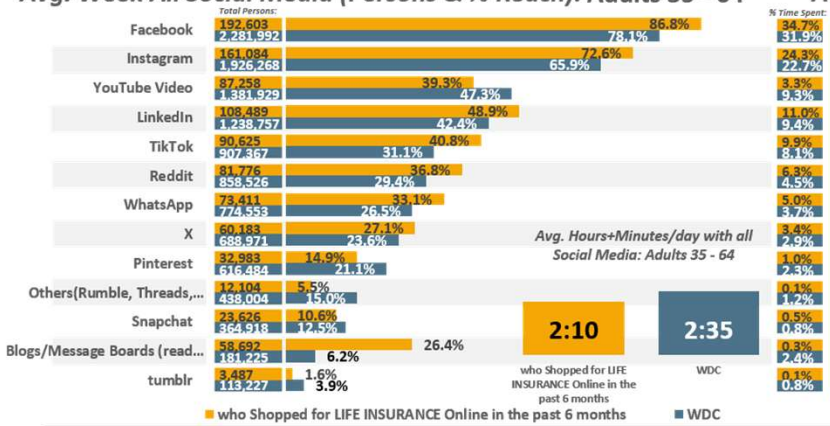
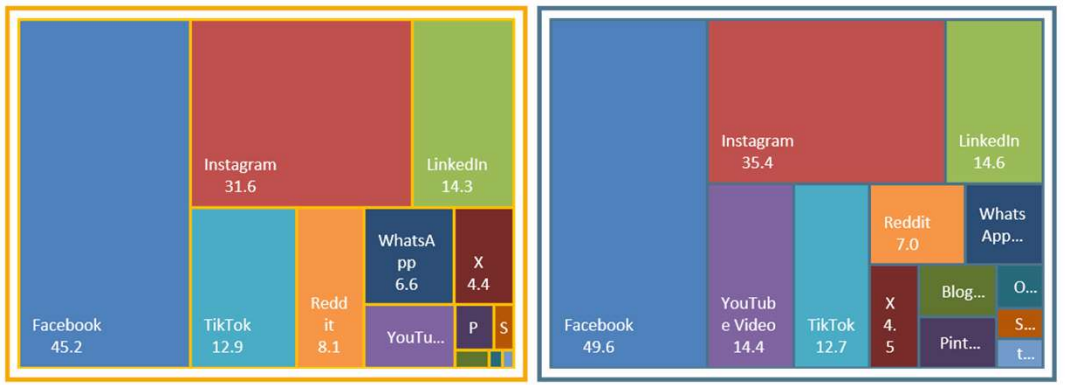
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

164,664 or 74.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 41.5 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.

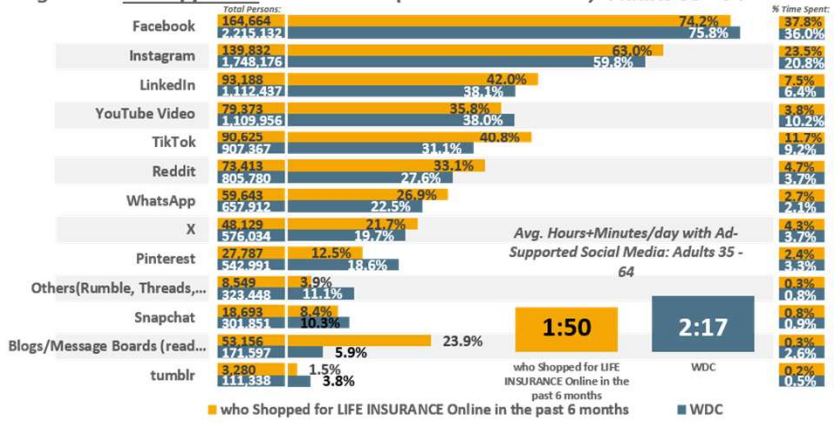
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



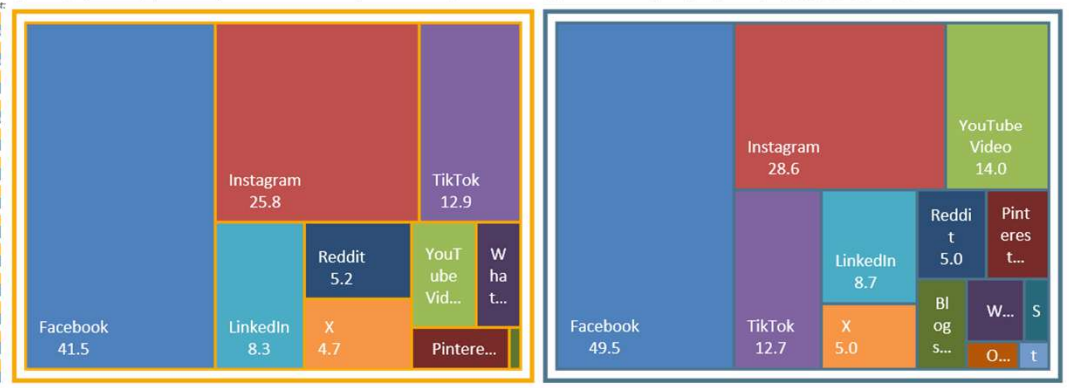
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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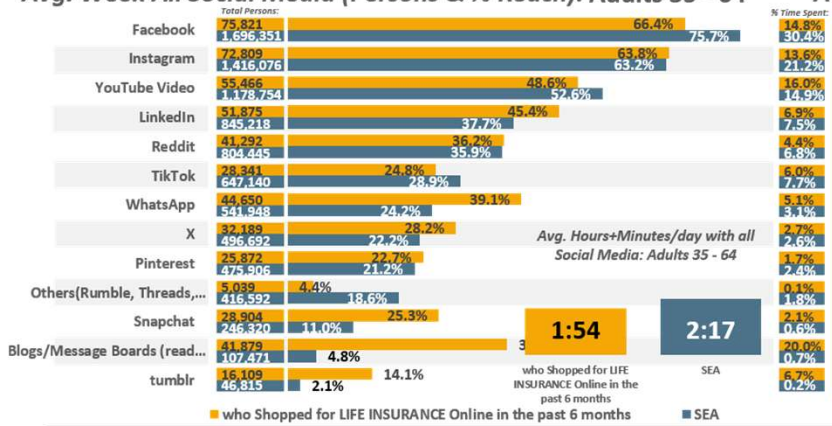
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

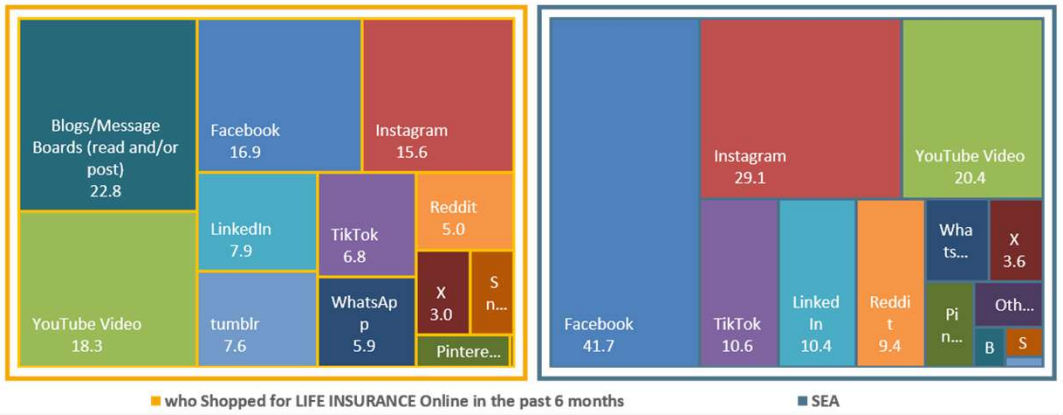
ETHOS LIFE INSURANCE | SEA

75,821 or 66.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 22.1 minutes every day representing 23.5% of all time spent daily with Ad-Supported Social Media.

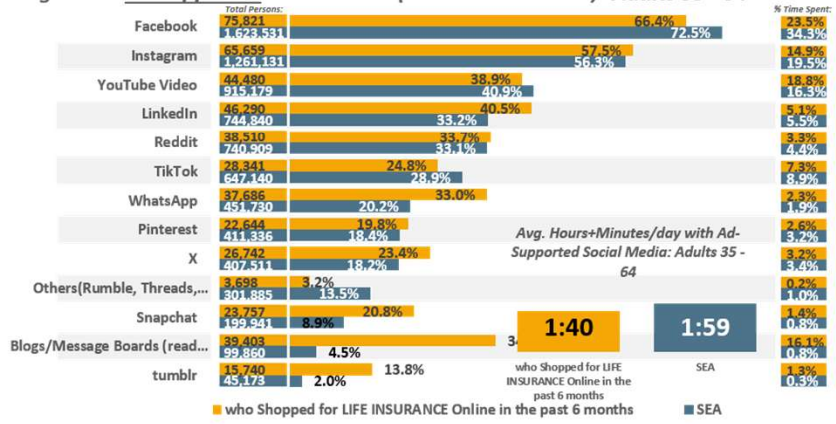
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



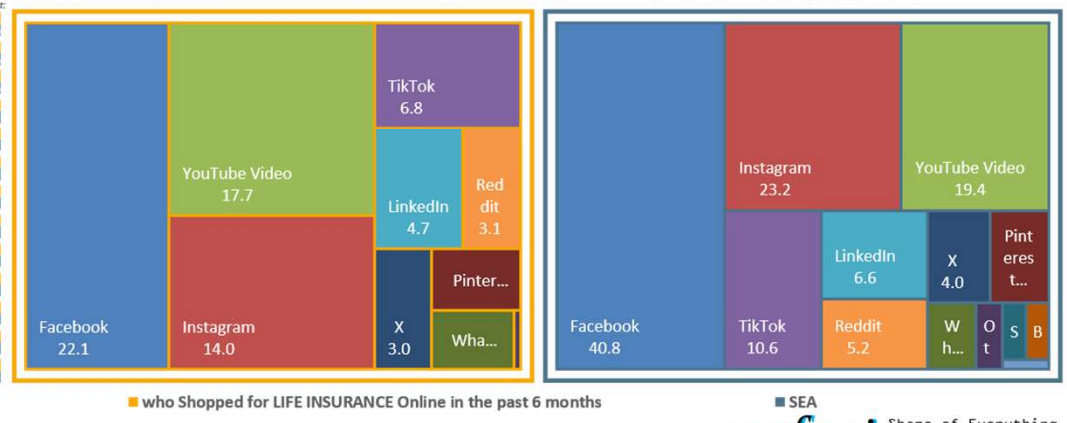
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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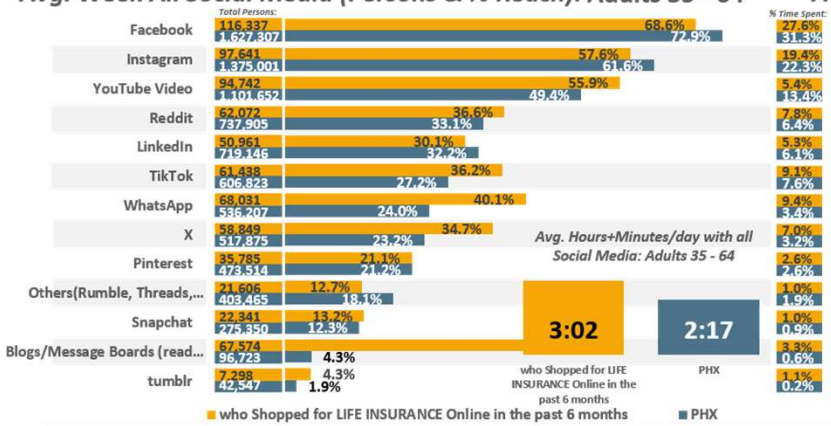
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

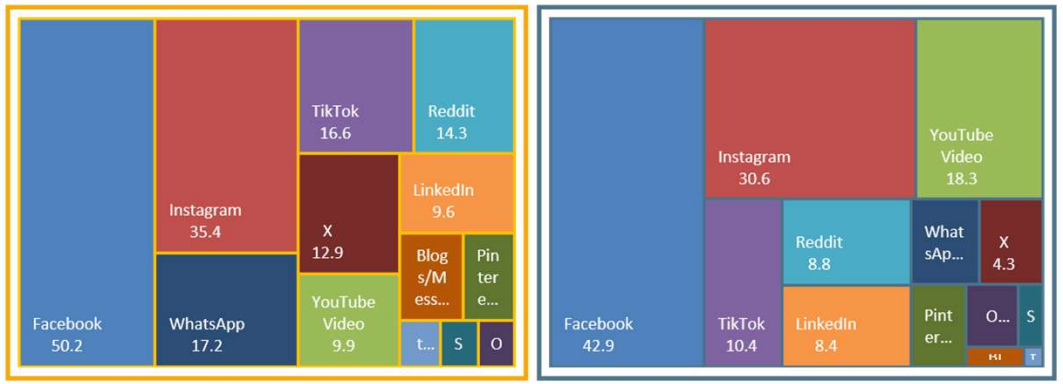
ETHOS LIFE INSURANCE | PHX

116,337 or 68.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 57.2 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

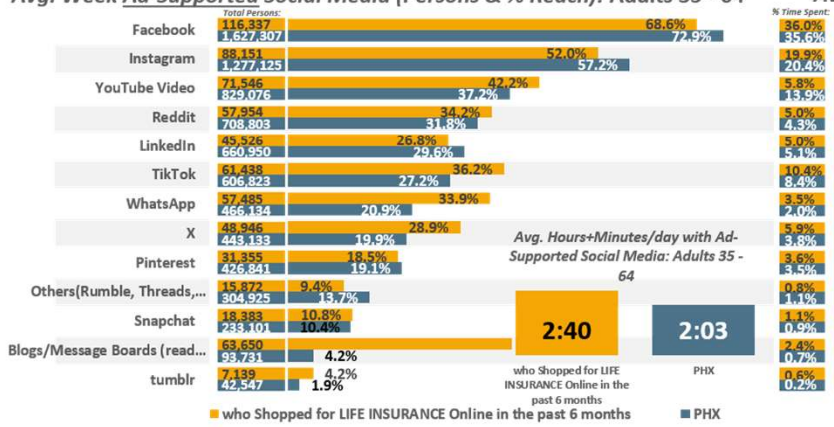
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



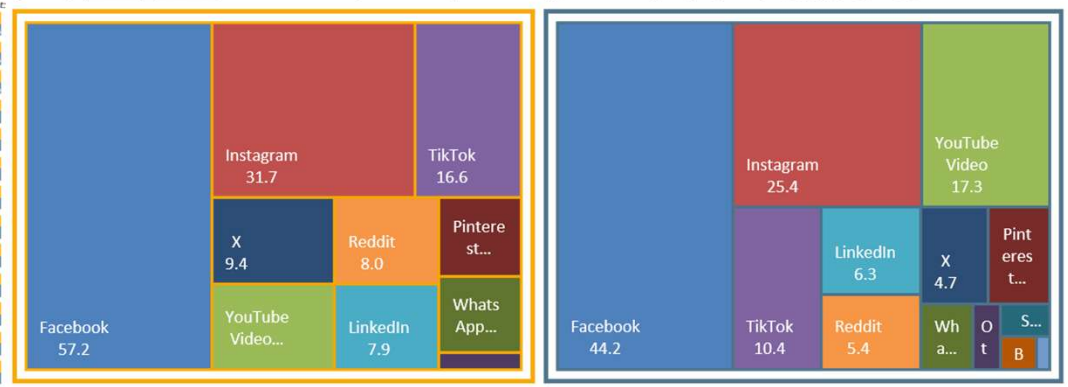
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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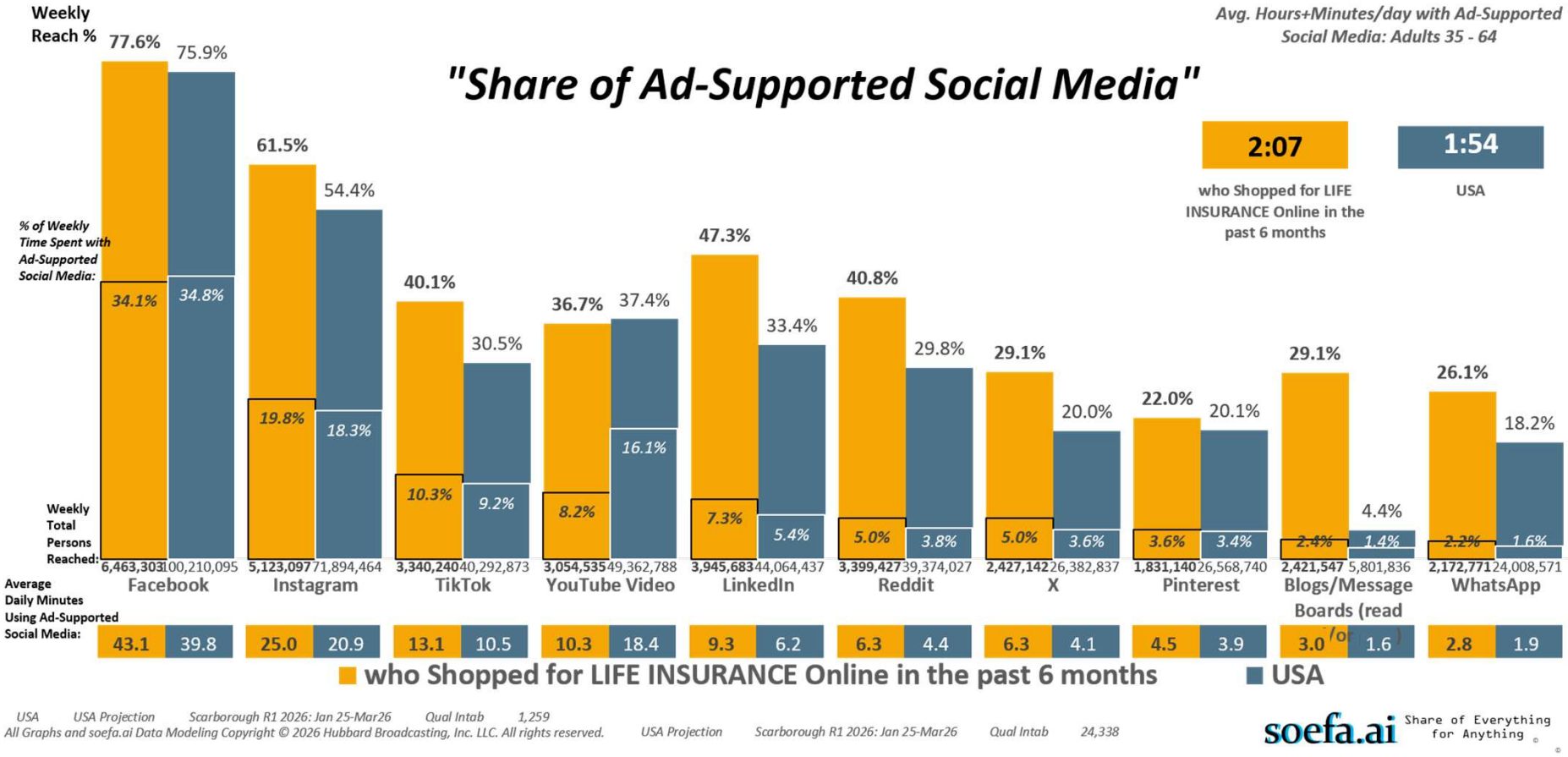
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — USA

6,463,303 or 77.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 43.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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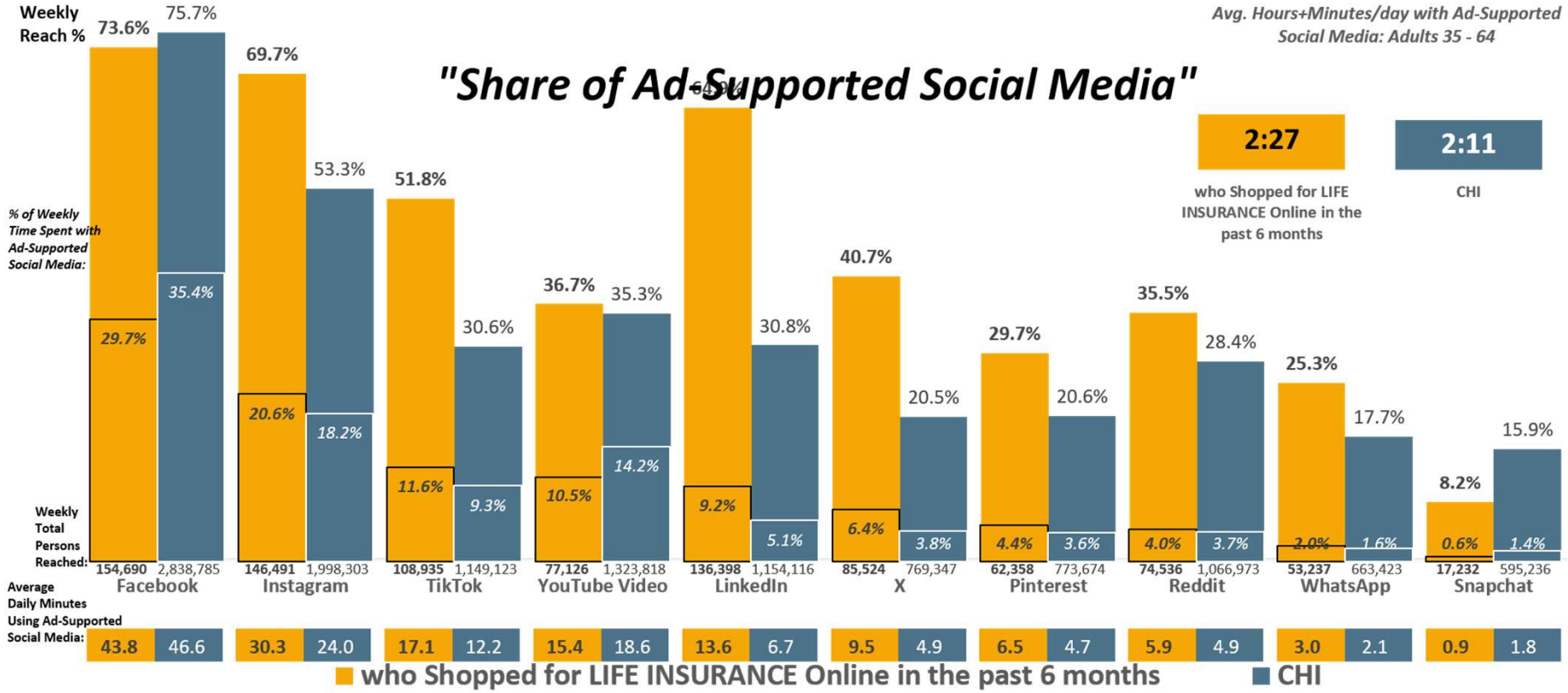
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

154,690 or 73.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 43.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported Social Media.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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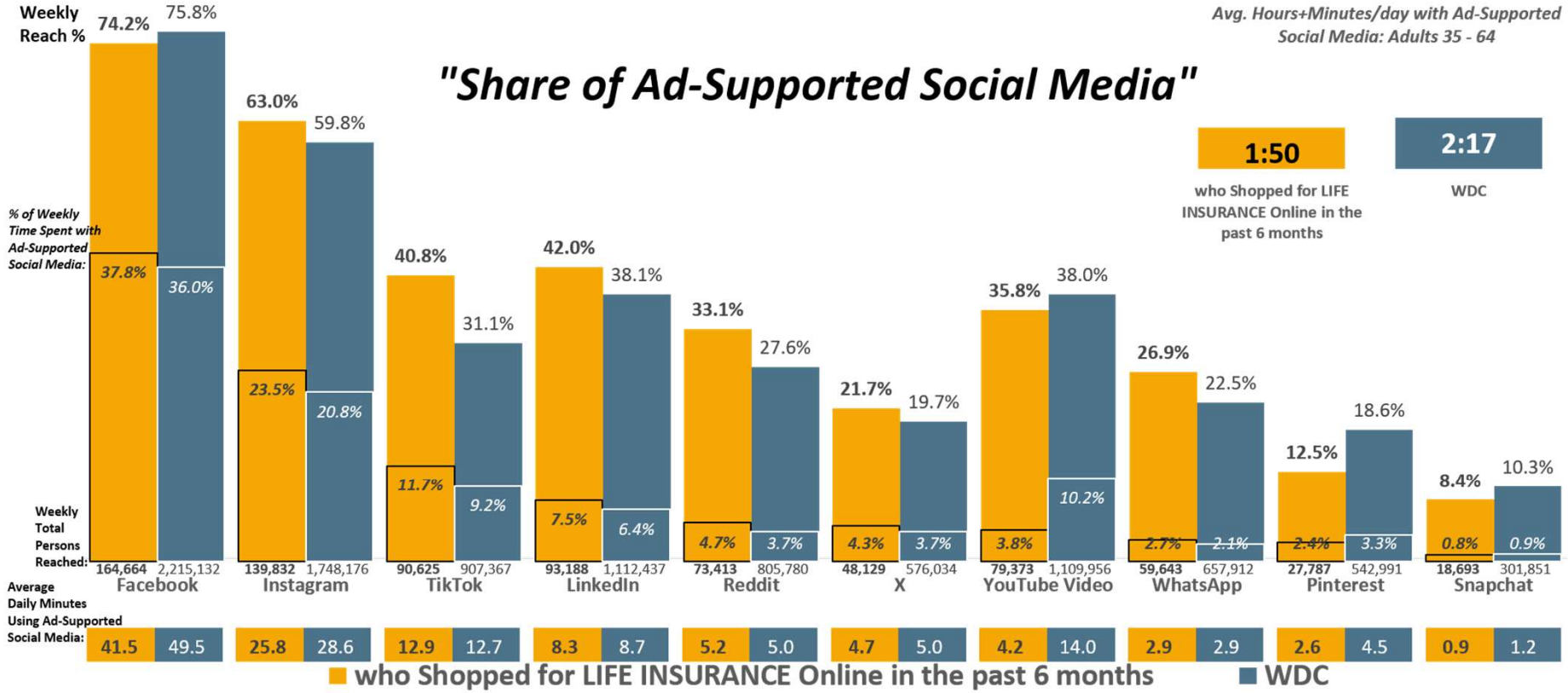
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

164,664 or 74.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 41.5 minutes every day representing 37.8% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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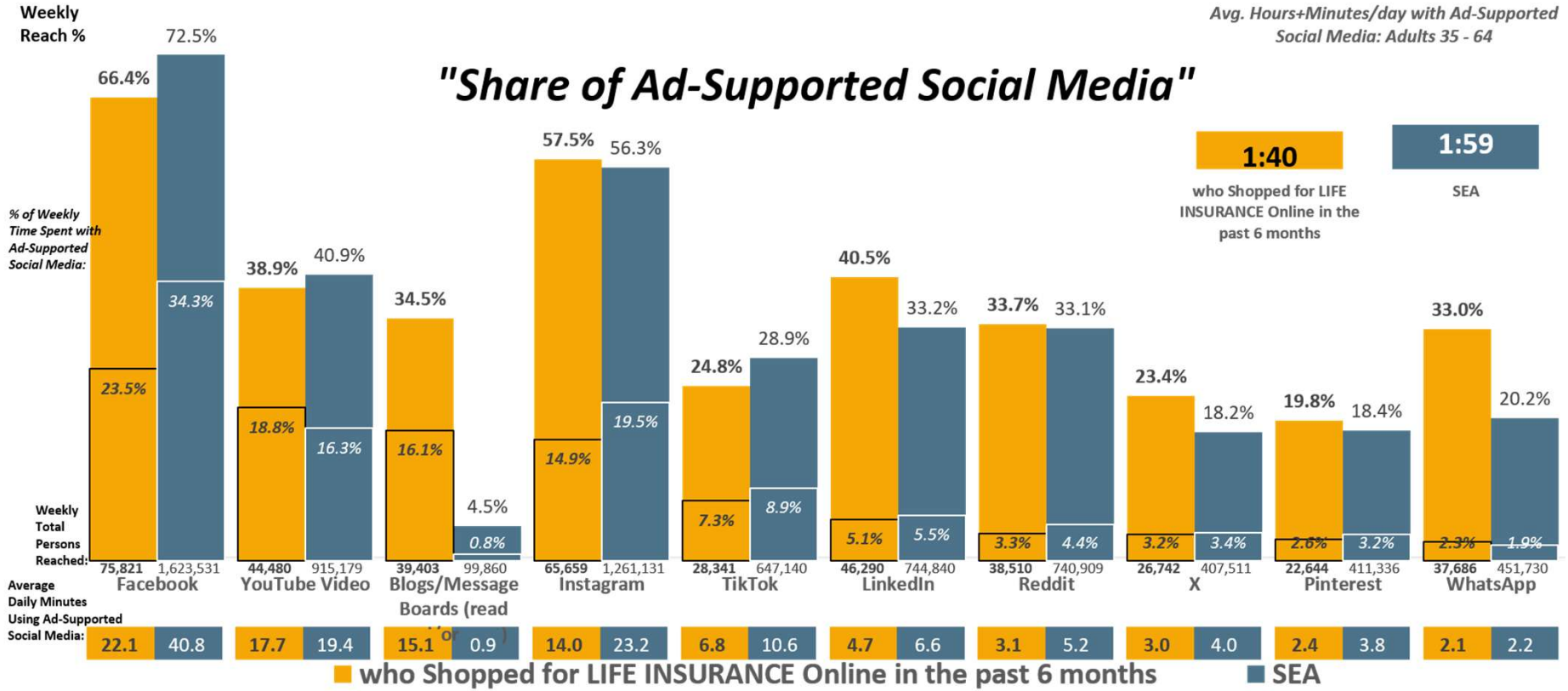
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE | SEA

75,821 or 66.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 22.1 minutes every day representing 23.5% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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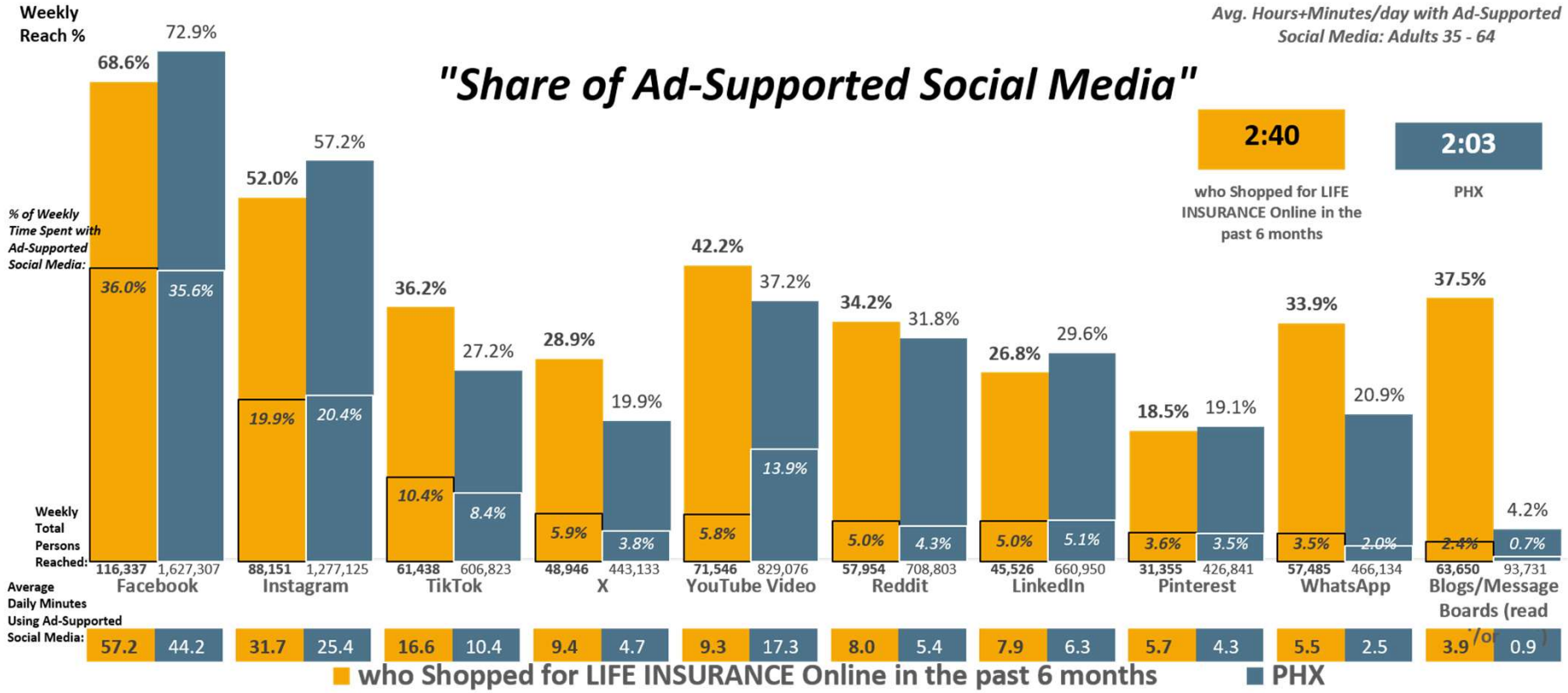
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE | PHX

116,337 or 68.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 57.2 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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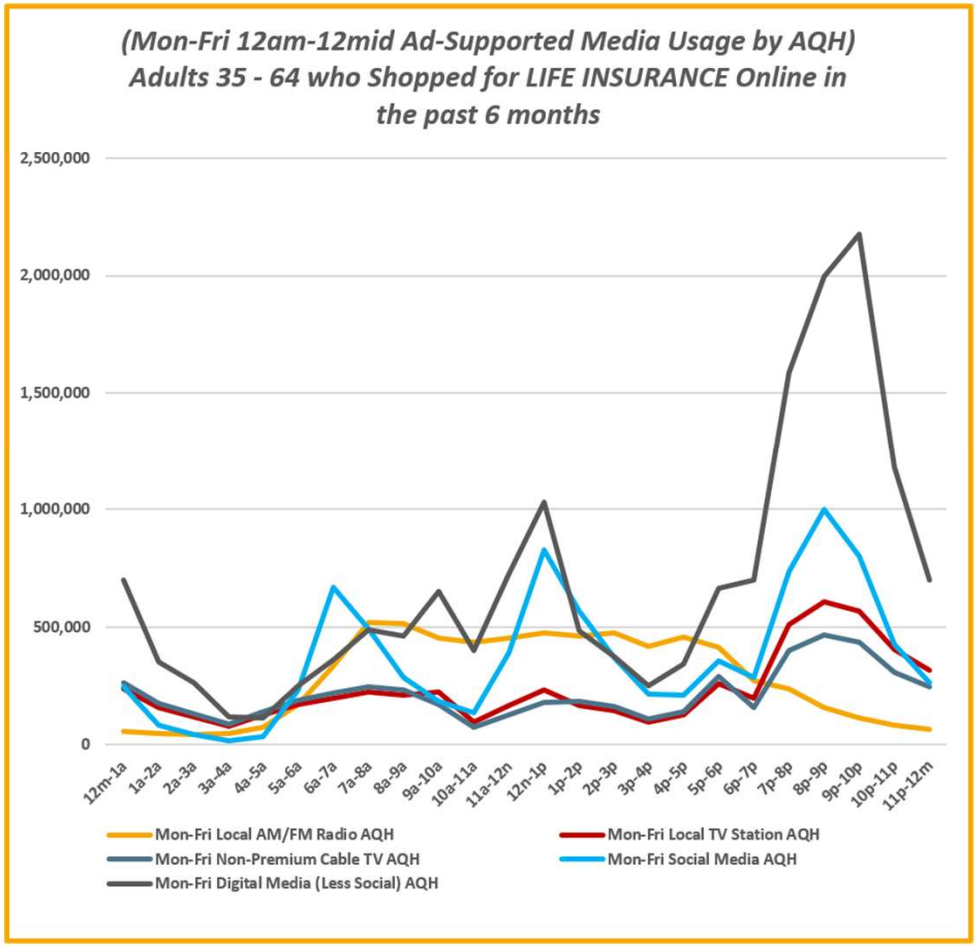
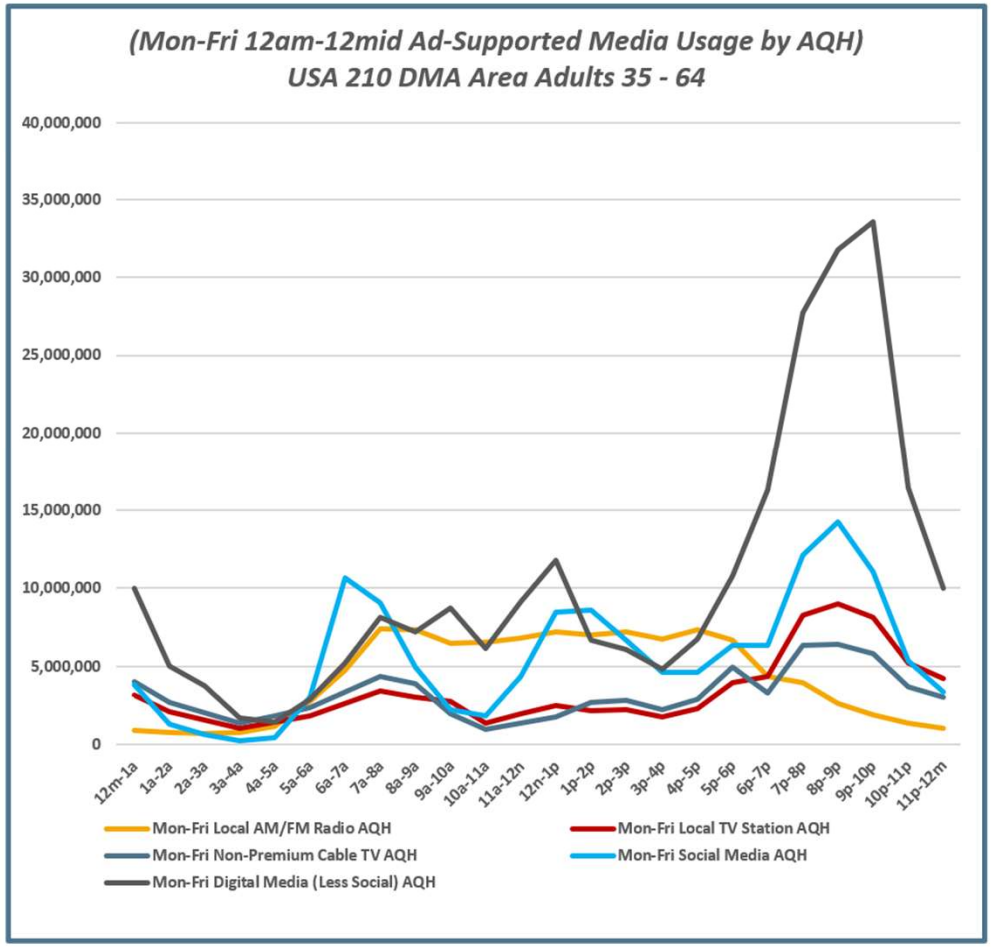
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE USA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 531,688; Local Radio: 436,423; Social Media: 383,207; Local TV: 178,801; Non-Prem. Cable: 175,048 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the pas





USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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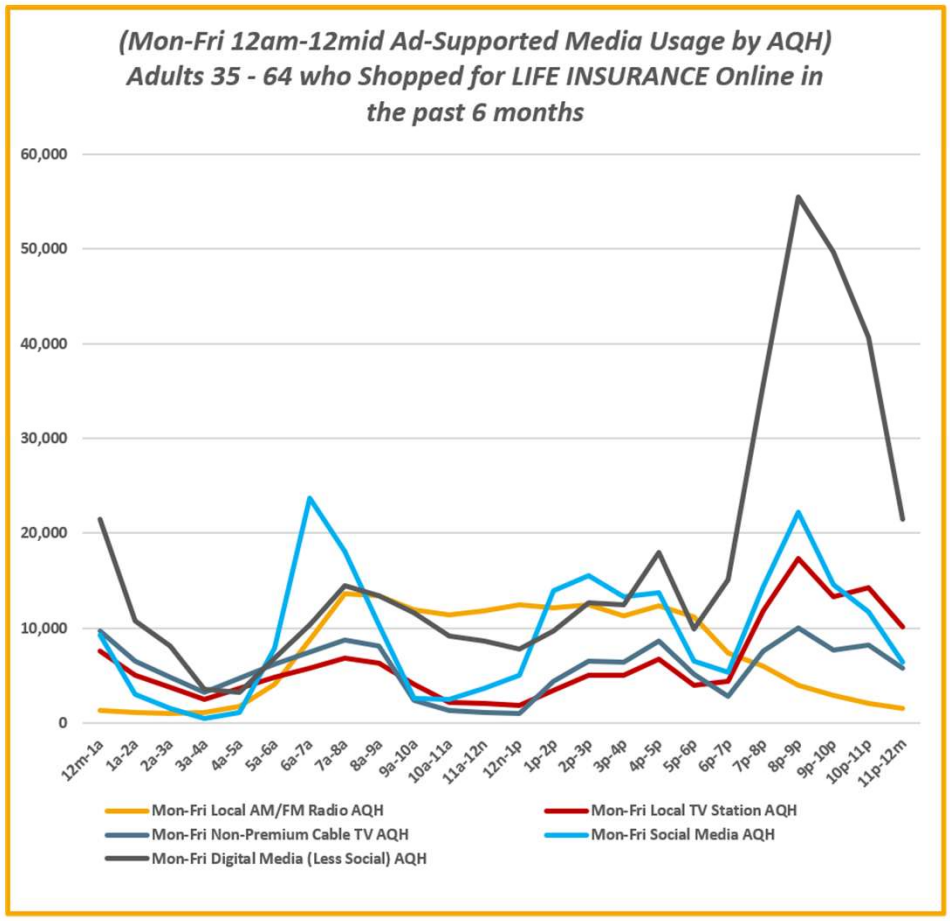
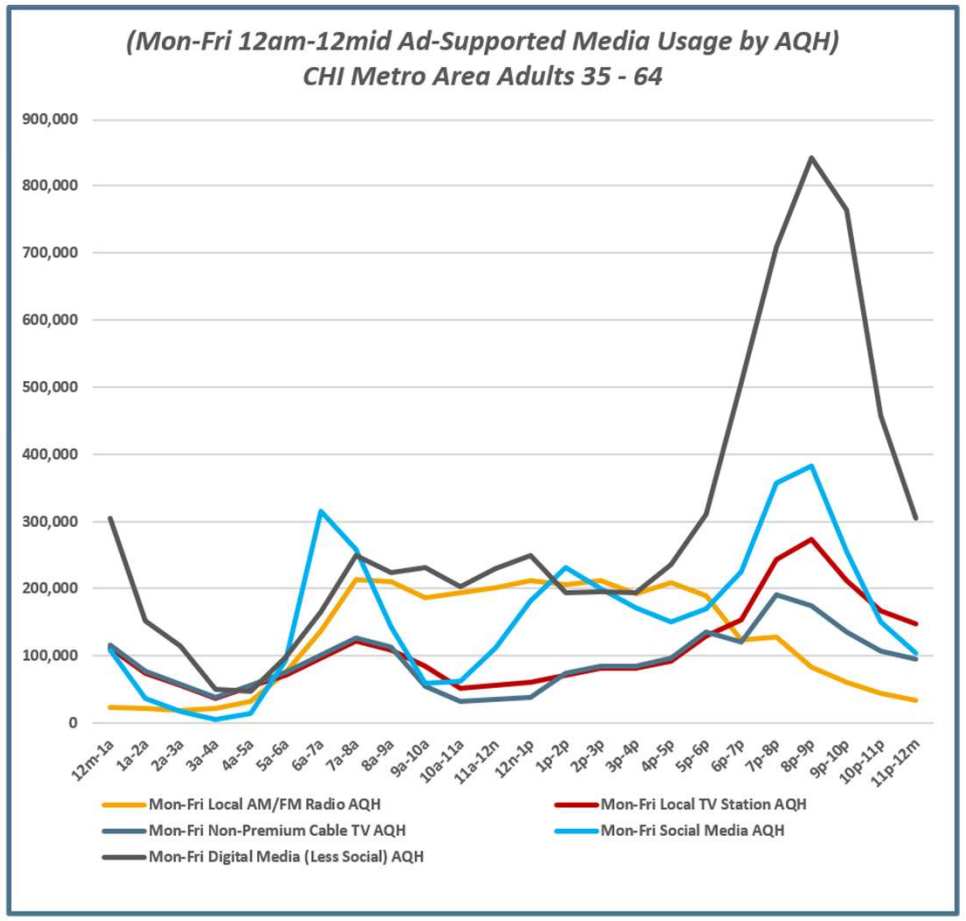
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,797; Local Radio: 11,547; Social Media: 10,330; Non-Prem. Cable: 4,952; Local TV: 4,446 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 mon





CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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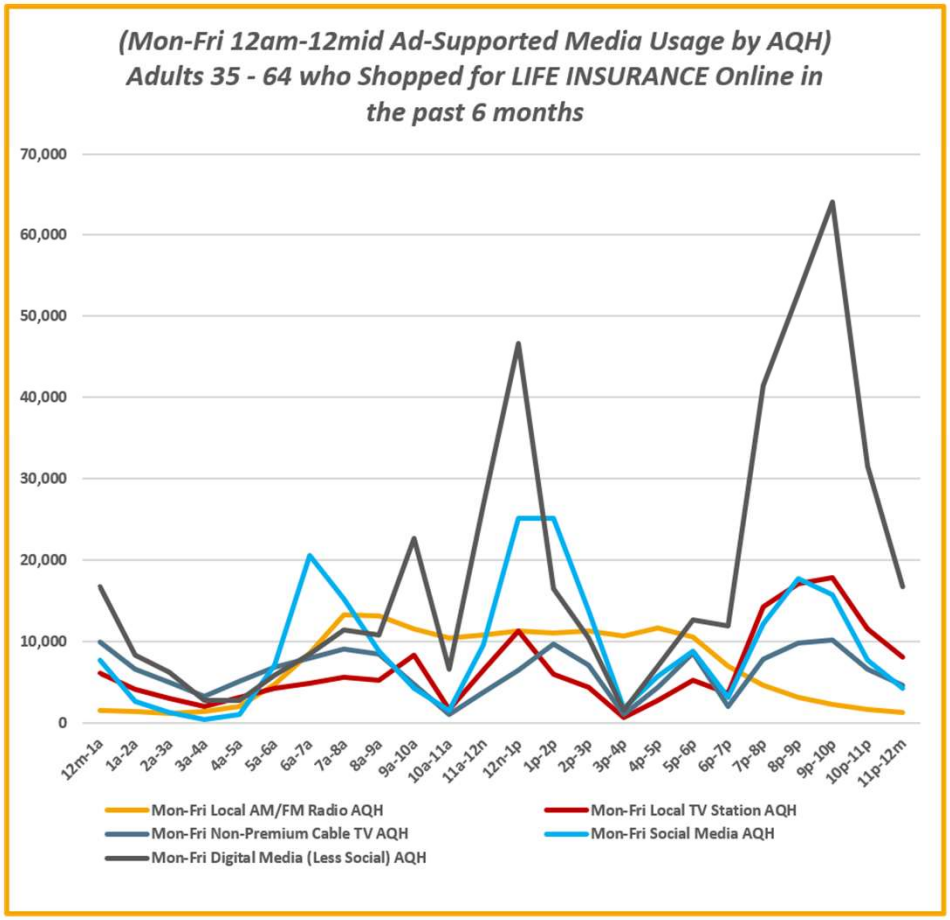
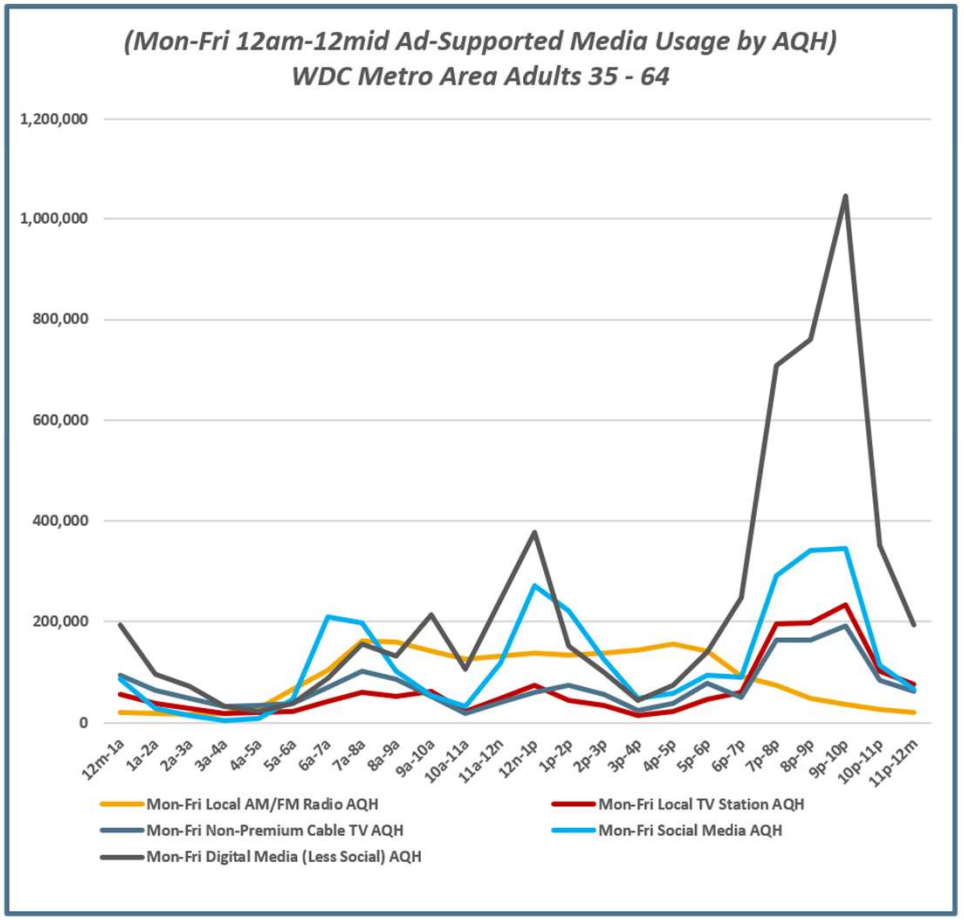
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 14,836; Social Media: 11,014; Local Radio: 10,836; Non-Prem. Cable: 5,683; Local TV: 5,075 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 mon





WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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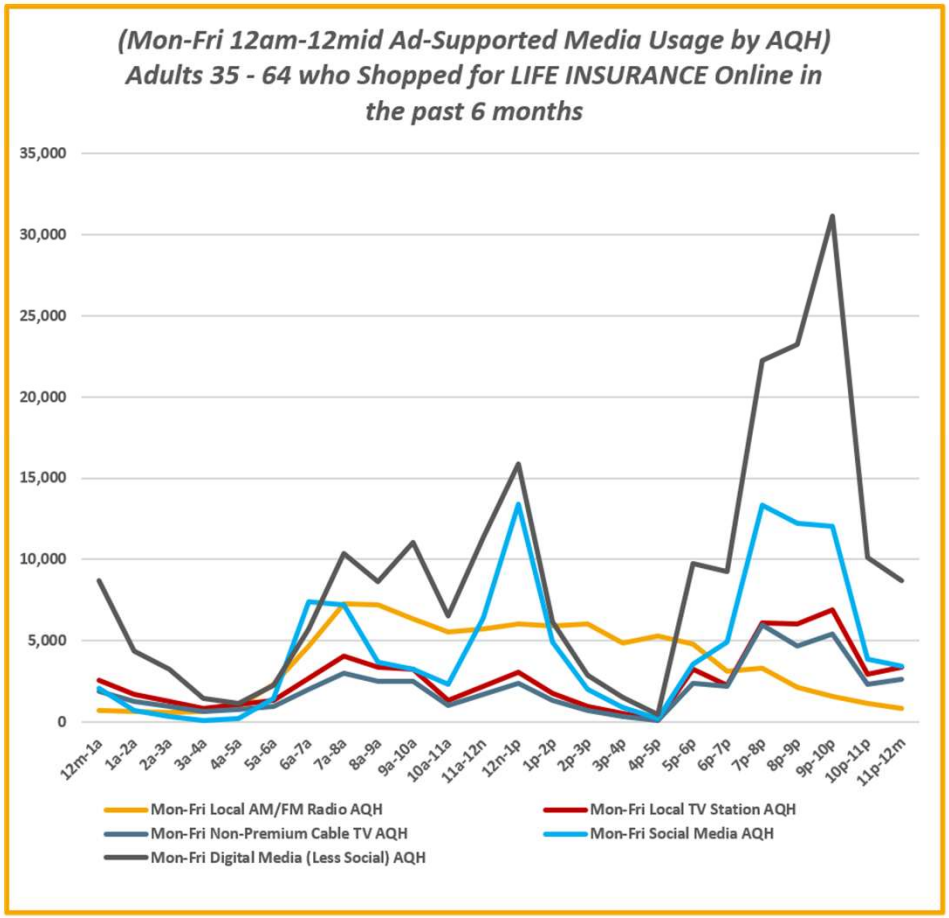
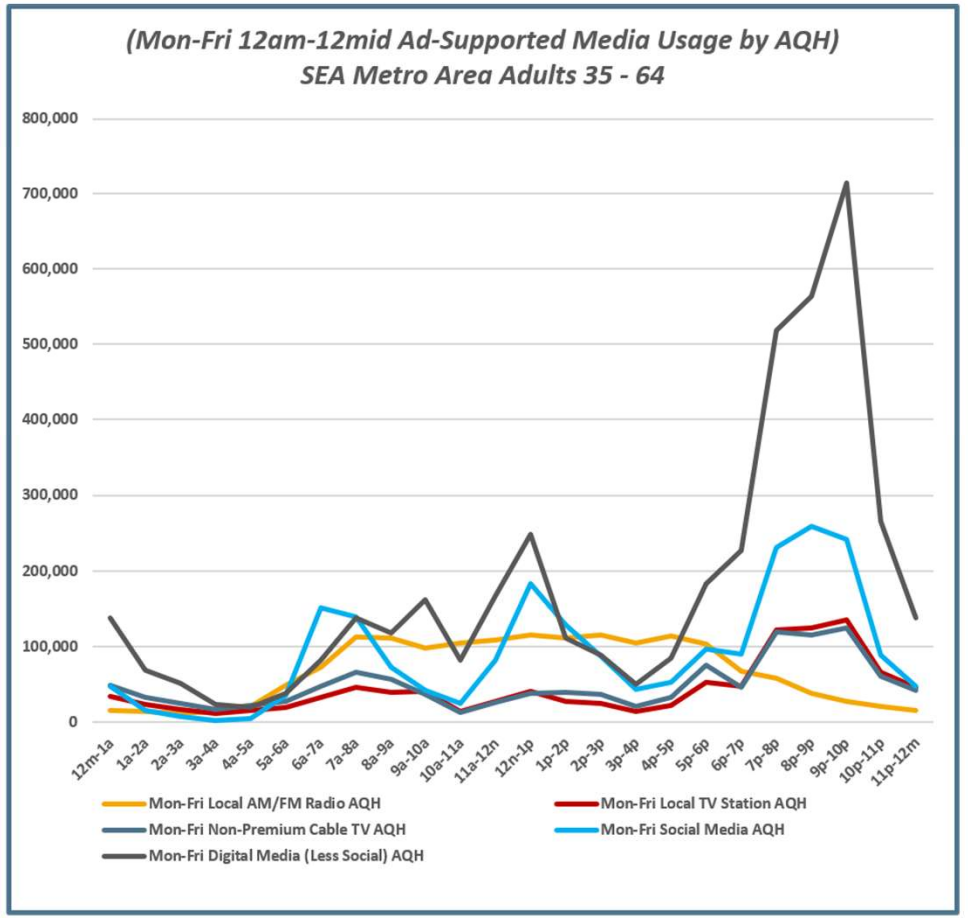
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

SEA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,662; Local Radio: 5,604; Social Media: 4,631; Local TV: 2,223; Non-Prem. Cable: 1,715 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months





SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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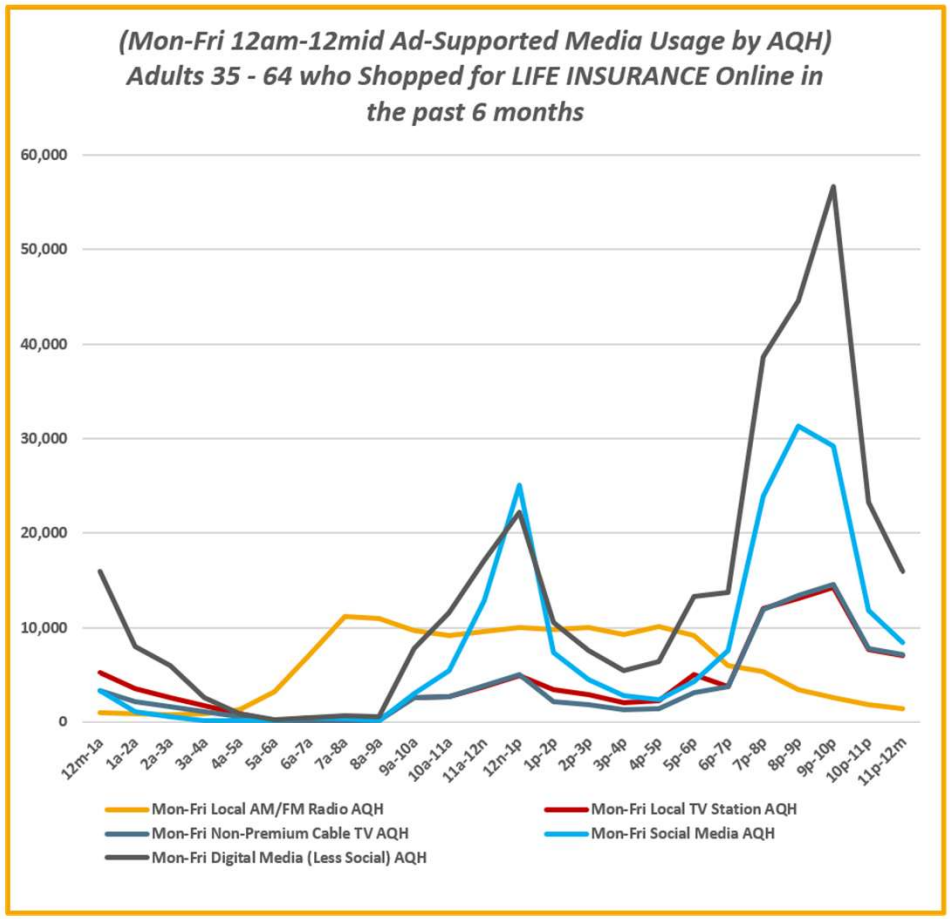
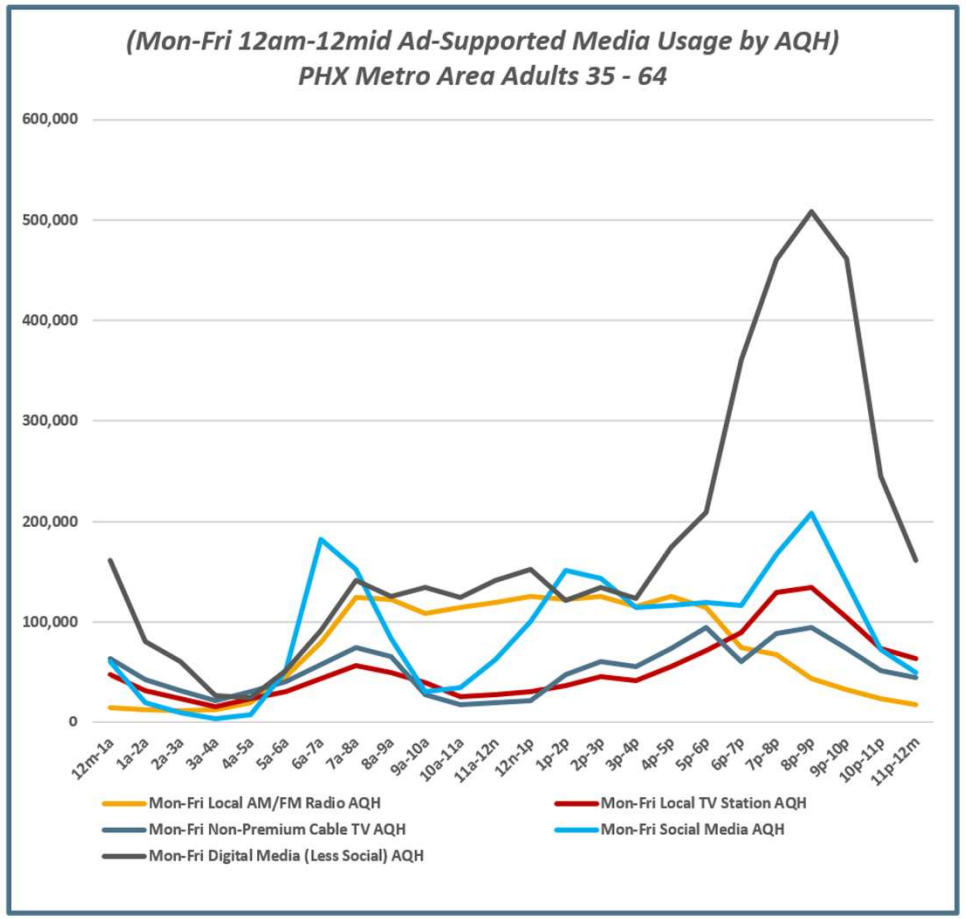
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 9,411; All Other Digital Media: 9,057; Social Media: 5,897; Local TV: 2,645; Non-Prem. Cable: 2,190 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months





PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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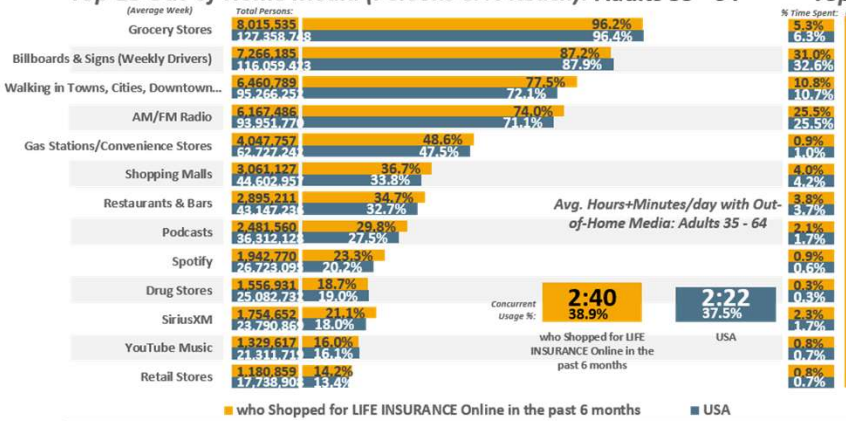
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

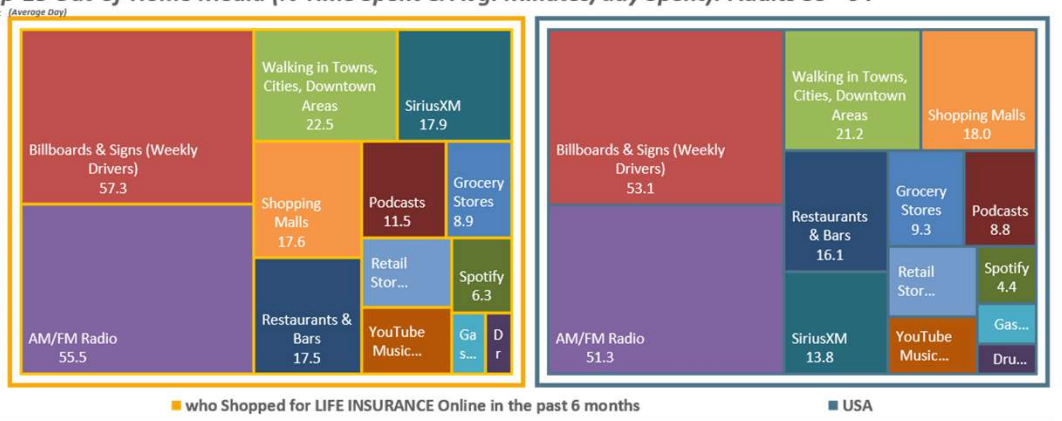
ETHOS LIFE INSURANCE — USA

7,266,185 or 87.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 57.3 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes/

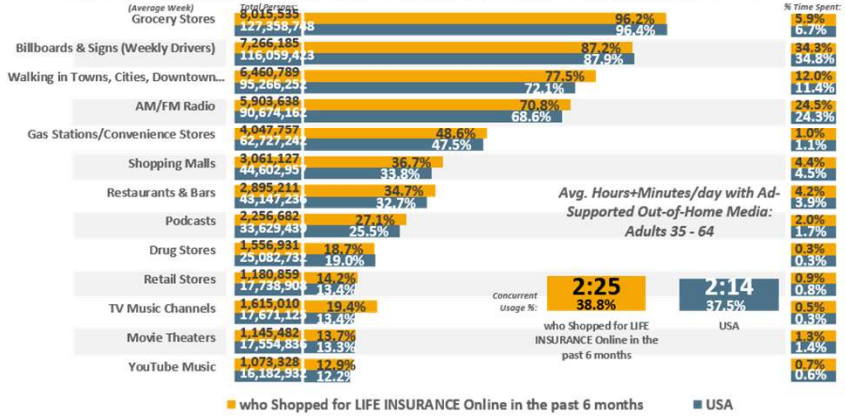
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



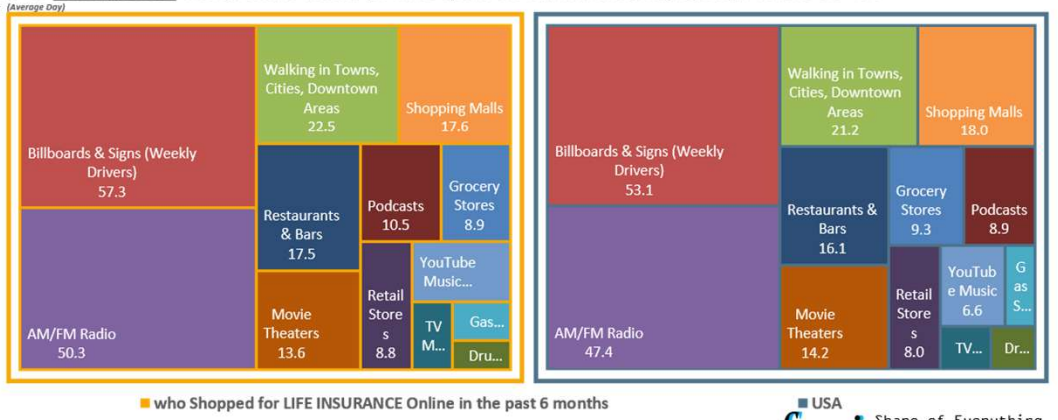
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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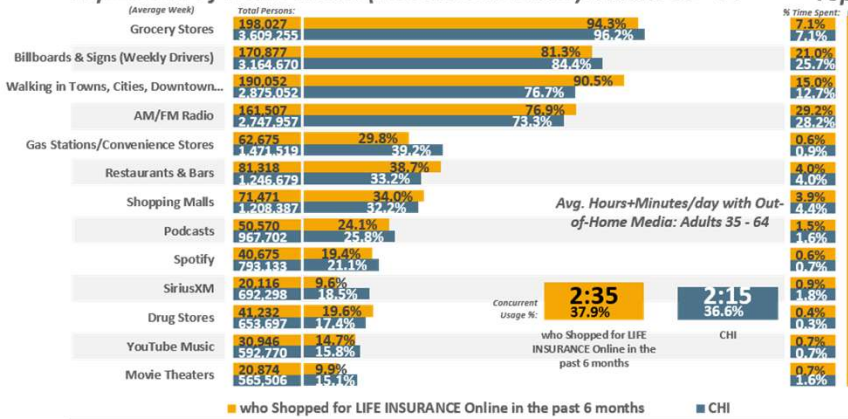
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

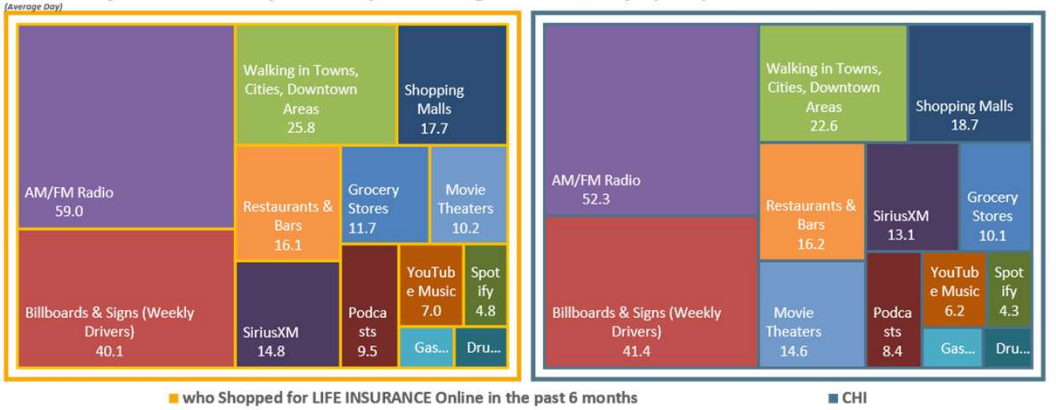
ETHOS LIFE INSURANCE — CHI

170,877 or 81.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 40.1 minutes per day driving, seeing Billboards and Signs. 73.7% Listen to Local Radio Stations Out-of-Home for an average of 53.5 minutes/da

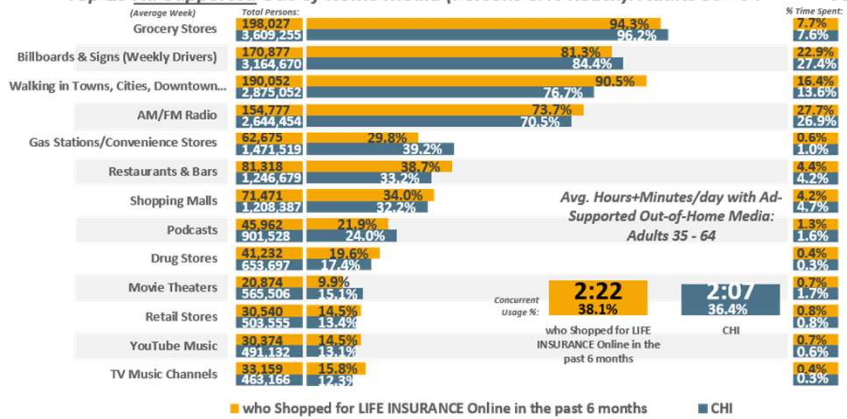
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



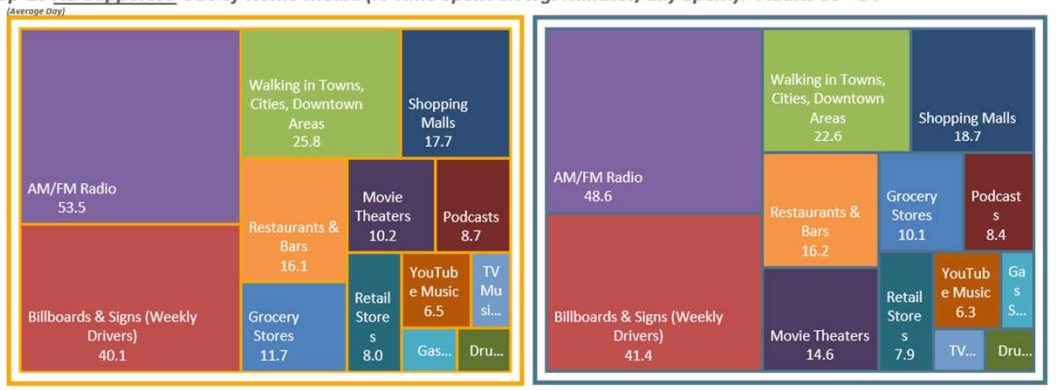
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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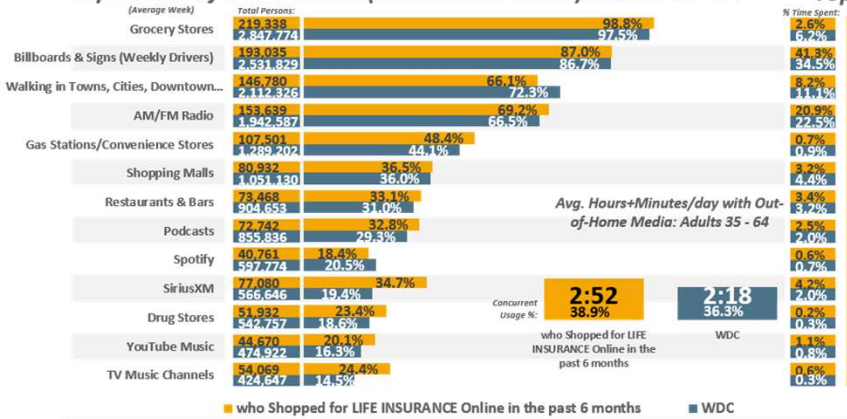
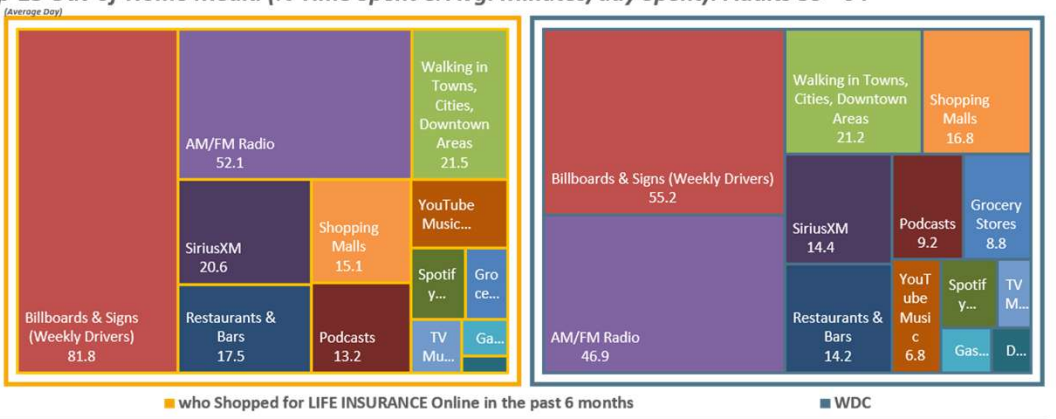
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

193,035 or 87.% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 81.8 minutes per day driving, seeing Billboards and Signs. 65.2% Listen to Local Radio Stations Out-of-Home for an average of 49. minutes/day.

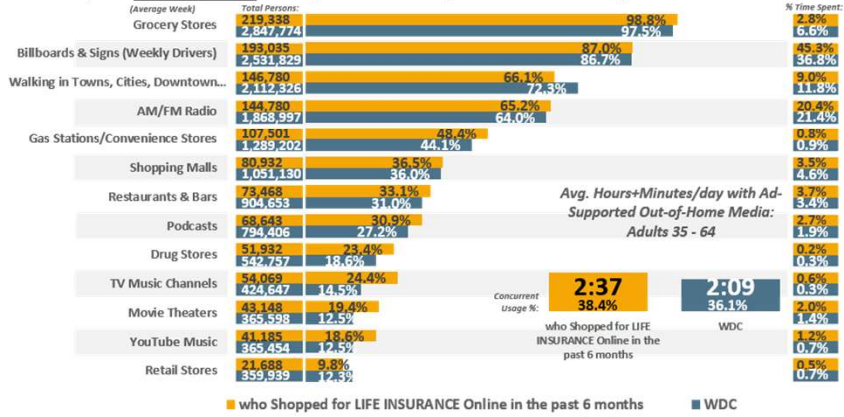
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



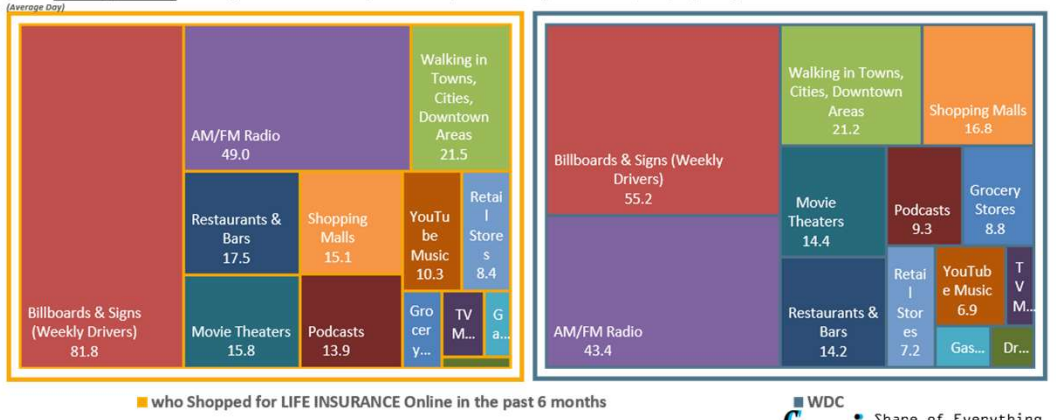
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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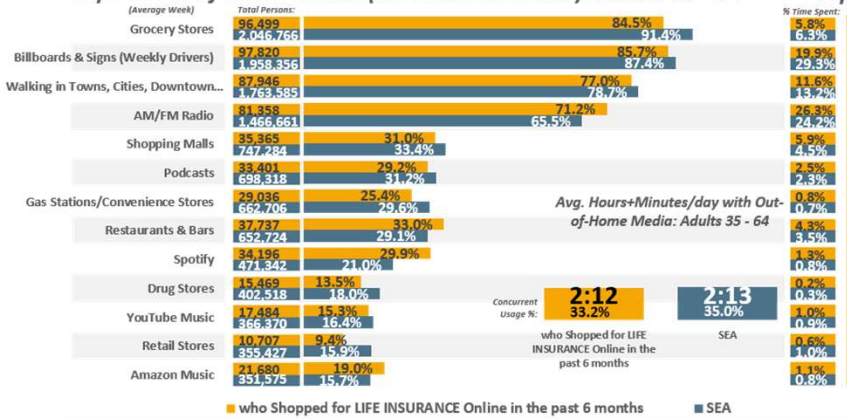
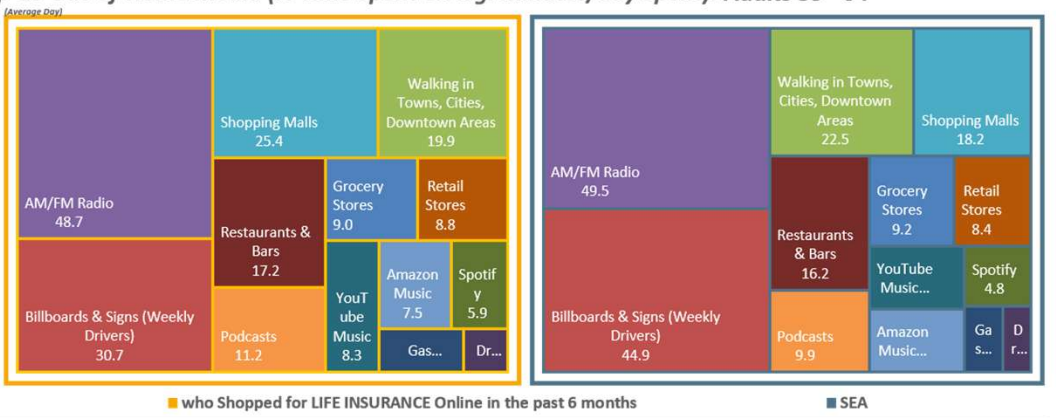
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

97,820 or 85.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 30.7 minutes per day driving, seeing Billboards and Signs. 67.2% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/day

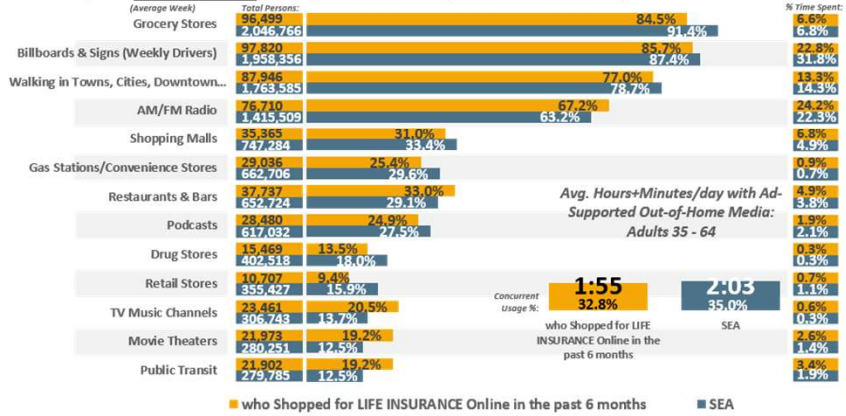
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



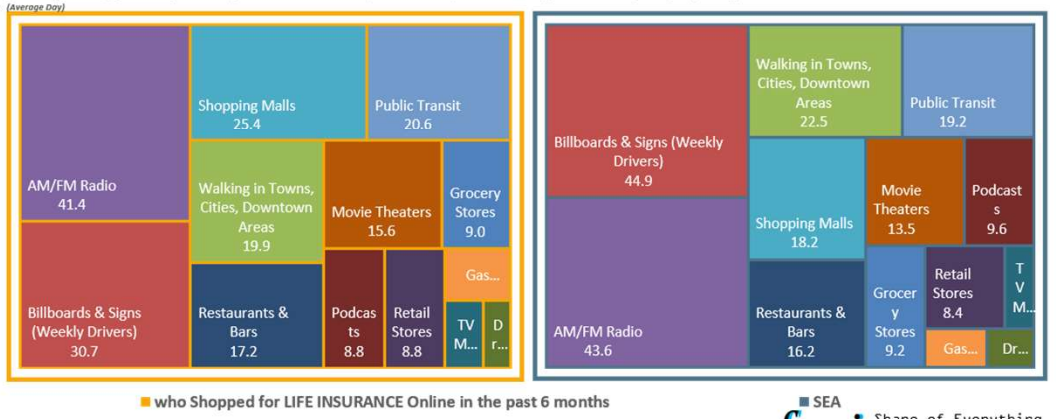
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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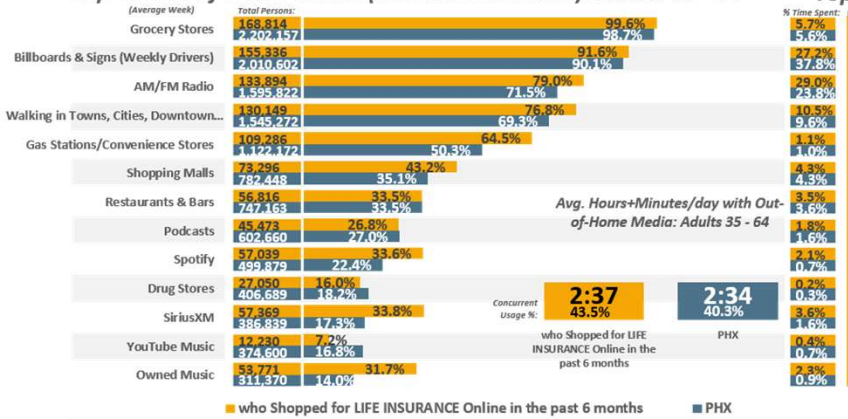
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

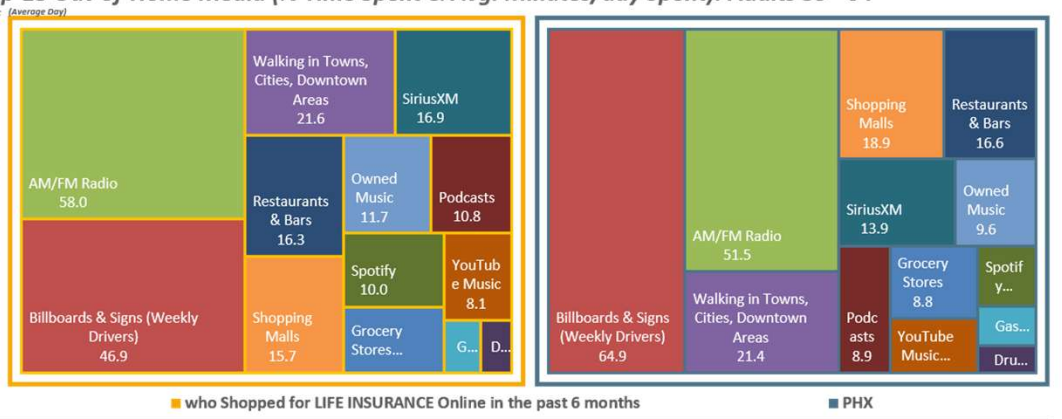
PHX

155,336 or 91.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 74.9% Listen to Local Radio Stations Out-of-Home for an average of 48.7 minutes/da

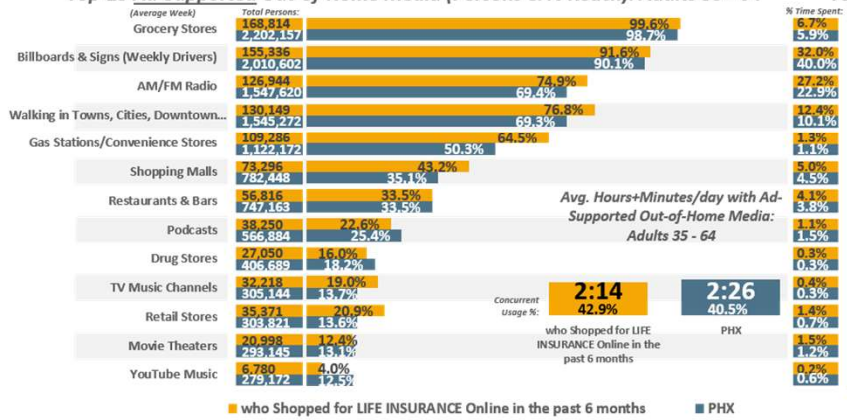
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



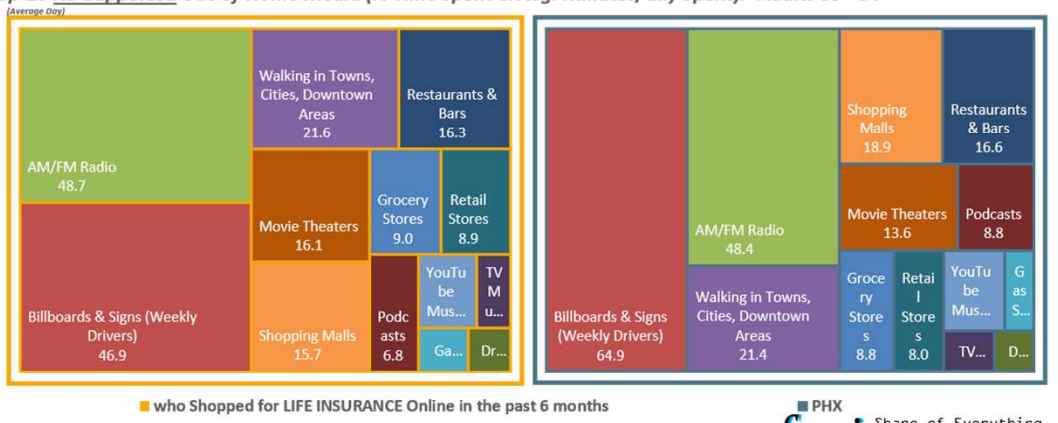
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 35 - 64



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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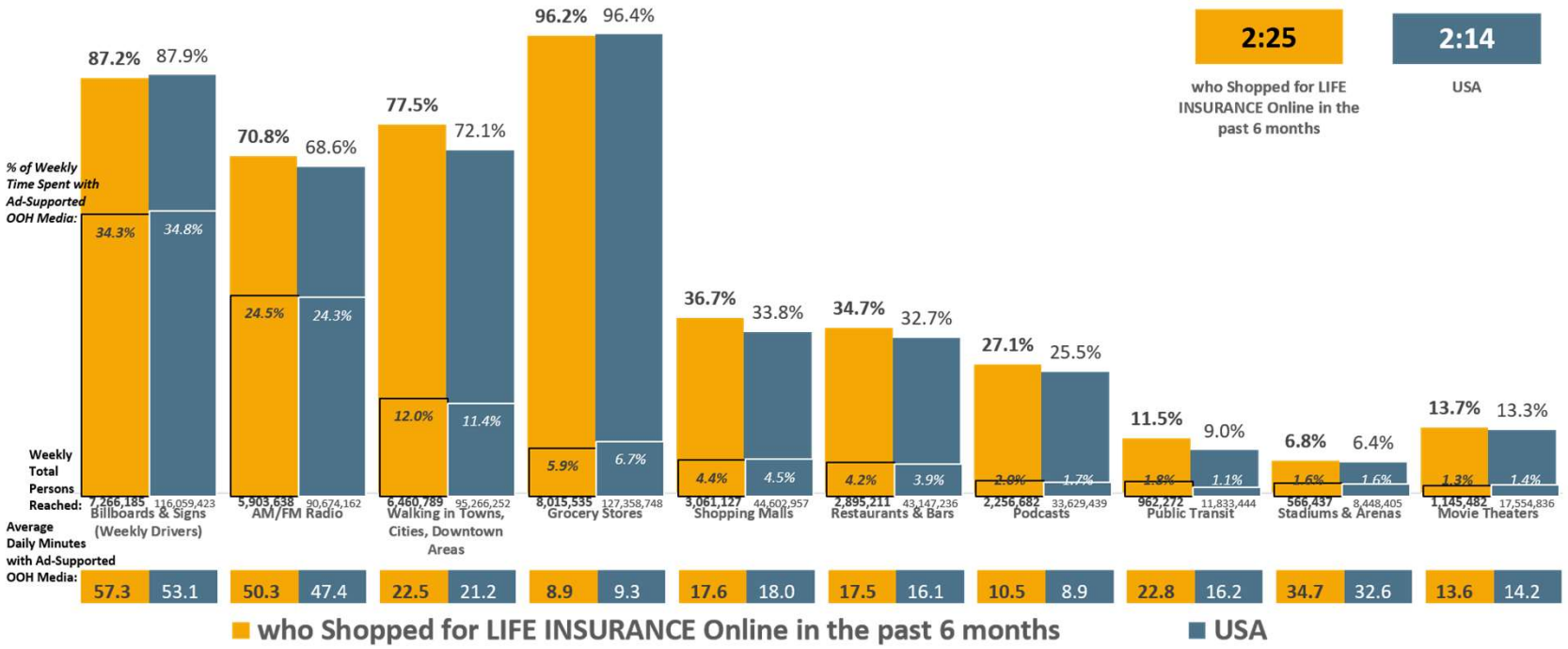
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — USA

7,266,185 or 87.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 57.3 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

"Share of Ad-Supported OOH Media"



	Billboards & Signs (Weekly Drivers)	AM/FM Radio	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Shopping Malls	Restaurants & Bars	Podcasts	Public Transit	Stadiums & Arenas	Movie Theaters
Weekly Reach %	87.2% / 87.9%	70.8% / 68.6%	77.5% / 72.1%	96.2% / 96.4%	36.7% / 33.8%	34.7% / 32.7%	27.1% / 25.5%	11.5% / 9.0%	6.8% / 6.4%	13.7% / 13.3%
% of Weekly Time Spent with Ad-Supported OOH Media:	34.3% / 34.8%	24.5% / 24.3%	12.0% / 11.4%	5.9% / 6.7%	4.4% / 4.5%	4.2% / 3.9%	2.0% / 1.7%	1.8% / 1.1%	1.6% / 1.6%	1.3% / 1.4%
Weekly Total Persons Reached:	7,266,185 / 116,059,423	5,903,638 / 90,674,162	6,460,789 / 95,266,252	8,015,535 / 127,358,748	3,061,127 / 44,602,957	2,895,211 / 43,147,236	2,256,682 / 33,629,439	962,272 / 11,833,444	566,437 / 8,448,405	1,145,482 / 17,554,836
Average Daily Minutes with Ad-Supported OOH Media:	57.3 / 53.1	50.3 / 47.4	22.5 / 21.2	8.9 / 9.3	17.6 / 18.0	17.5 / 16.1	10.5 / 8.9	22.8 / 16.2	34.7 / 32.6	13.6 / 14.2

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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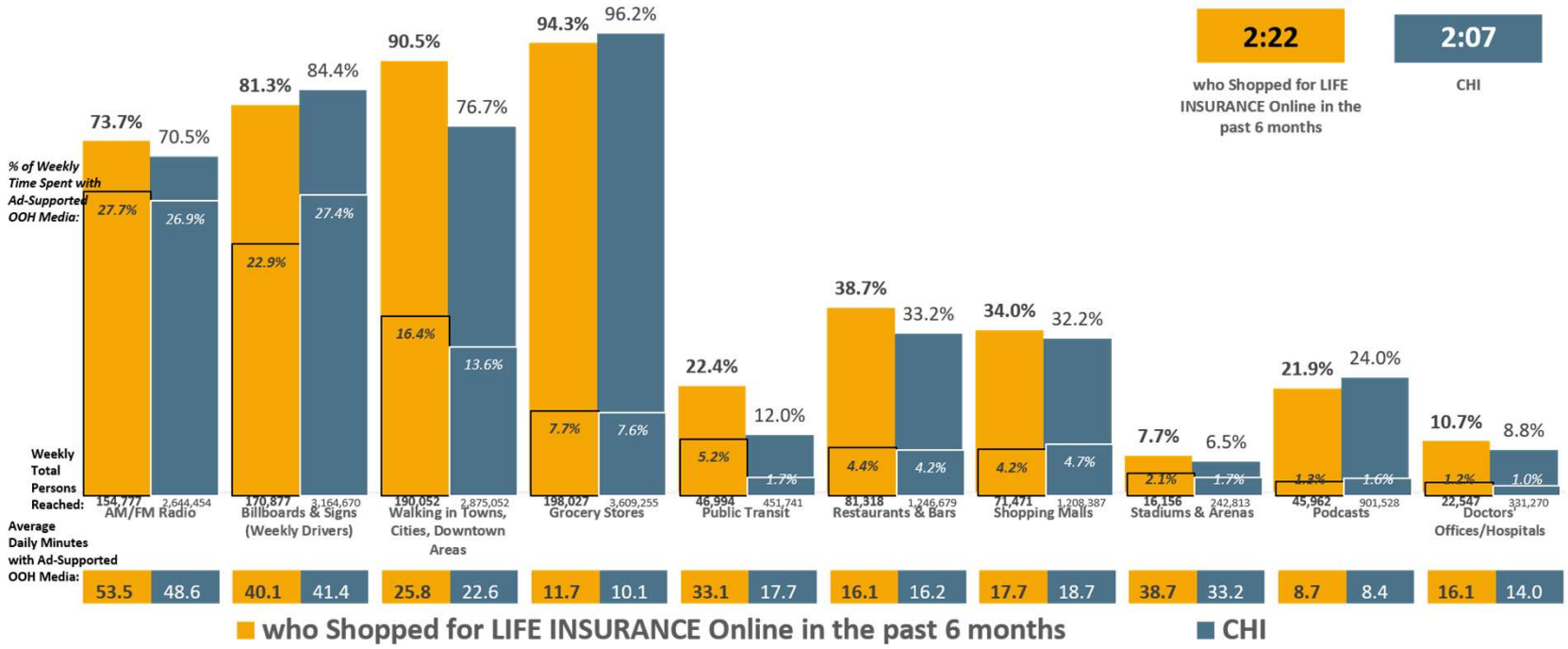
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — CHI

170,877 or 81.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 40.1 minutes per day driving, seeing Billboards and Signs representing 22.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

"Share of Ad-Supported OOH Media"



	AM/FM Radio	Billboards & Signs (Weekly Drivers)	Walking in Towns, Cities, Downtown Areas	Grocery Stores	Public Transit	Restaurants & Bars	Shopping Malls	Stadiums & Arenas	Podcasts	Doctors' Offices/Hospitals
Weekly Reach % (who Shopped for LIFE INSURANCE Online in the past 6 months)	73.7%	81.3%	90.5%	94.3%	22.4%	38.7%	34.0%	7.7%	21.9%	10.7%
Weekly Reach % (CHI)	70.5%	84.4%	76.7%	96.2%	12.0%	33.2%	32.2%	6.5%	24.0%	8.8%
% of Weekly Time Spent with Ad-Supported OOH Media: (who Shopped for LIFE INSURANCE Online in the past 6 months)	27.7%	22.9%	16.4%	7.7%	5.2%	4.4%	4.2%	2.1%	1.3%	1.2%
% of Weekly Time Spent with Ad-Supported OOH Media: (CHI)	26.9%	27.4%	13.6%	7.6%	1.7%	4.2%	4.7%	1.7%	1.6%	1.0%
Weekly Total Persons Reached: (who Shopped for LIFE INSURANCE Online in the past 6 months)	154,777	170,877	190,052	198,027	46,994	81,318	71,471	16,156	45,962	22,547
Weekly Total Persons Reached: (CHI)	2,644,454	3,164,670	2,875,052	3,609,255	451,741	1,246,679	1,208,387	242,813	901,528	331,270
Average Daily Minutes with Ad-Supported OOH Media: (who Shopped for LIFE INSURANCE Online in the past 6 months)	53.5	40.1	25.8	11.7	33.1	16.1	17.7	38.7	8.7	16.1
Average Daily Minutes with Ad-Supported OOH Media: (CHI)	48.6	41.4	22.6	10.1	17.7	16.2	18.7	33.2	8.4	14.0

CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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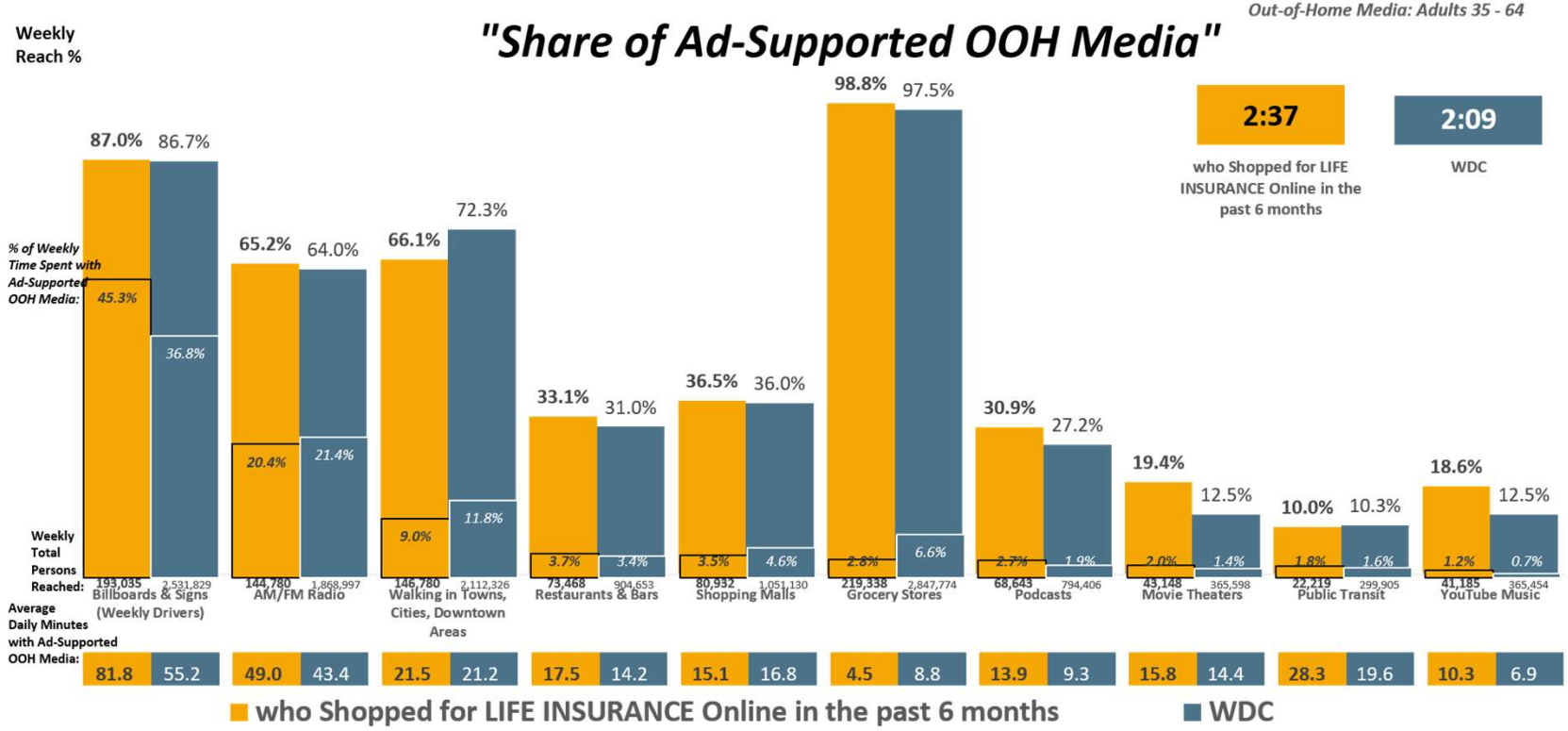
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

193,035 or 87.% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 81.8 minutes per day driving, seeing Billboards and Signs representing 45.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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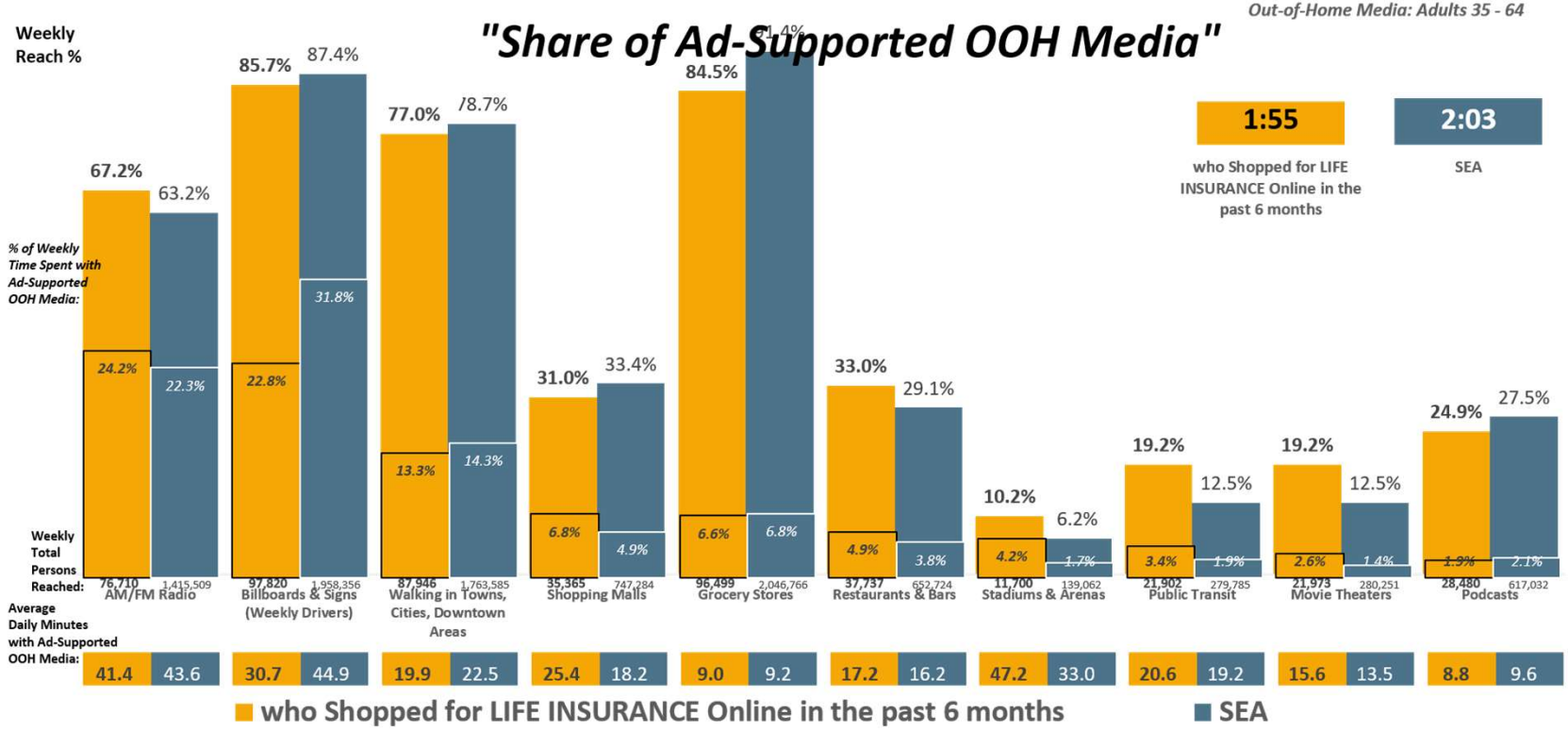
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

97,820 or 85.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 30.7 minutes per day driving, seeing Billboards and Signs representing 22.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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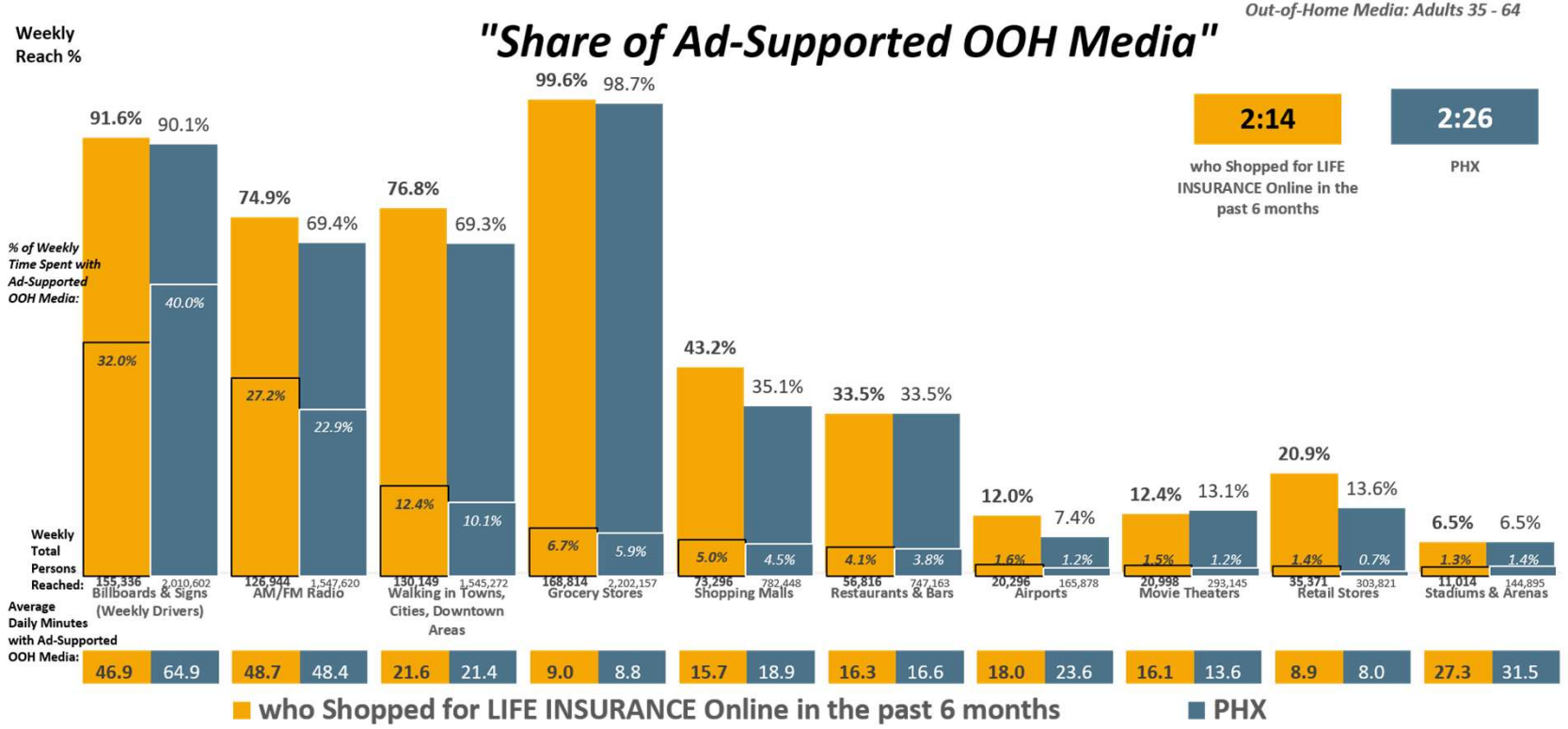
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

155,336 or 91.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 46.9 minutes per day driving, seeing Billboards and Signs representing 32.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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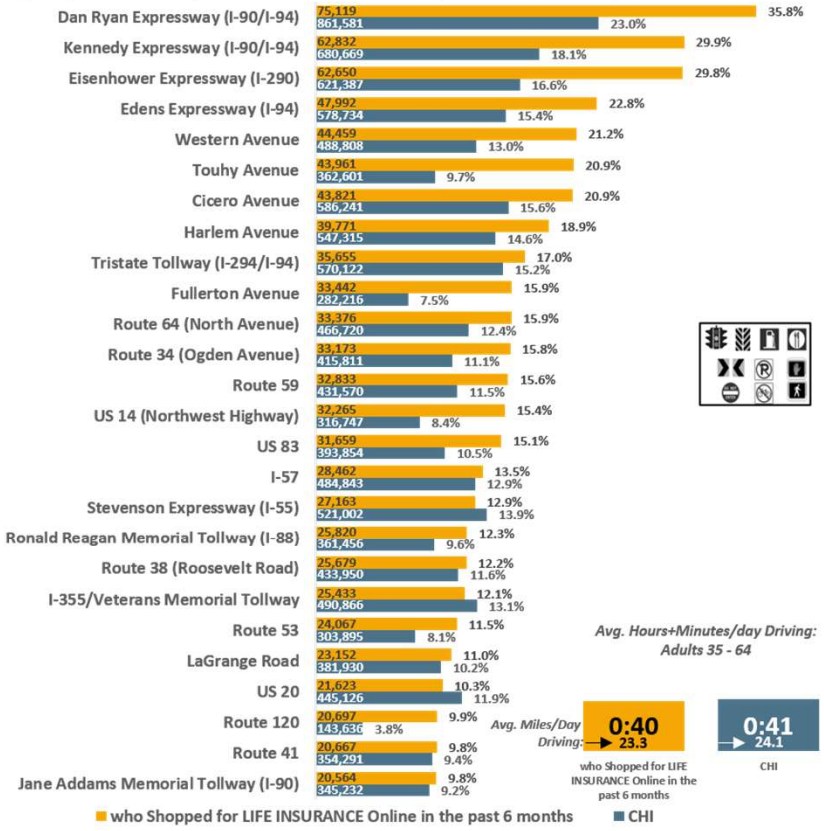
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

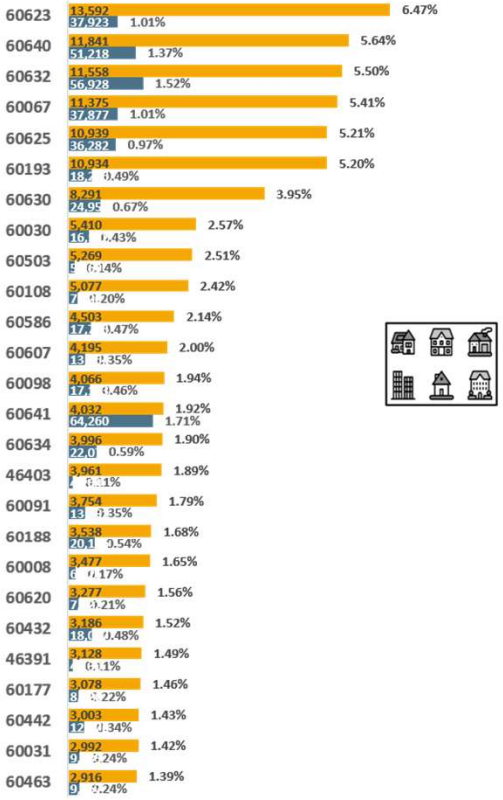
ETHOS LIFE INSURANCE — CHI

170,877 or 81.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 40.1 minutes per day driving an average of 23.3 miles each day and are 116.4% more likely to use Touhy Avenue than the Metro average.

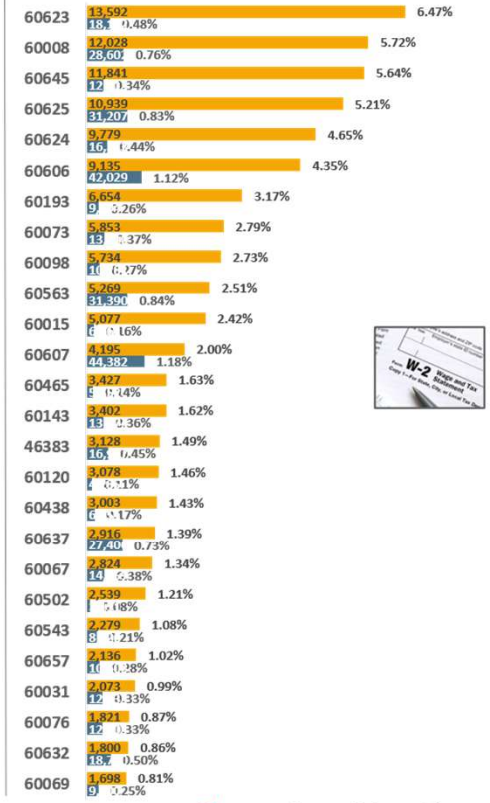
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64



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CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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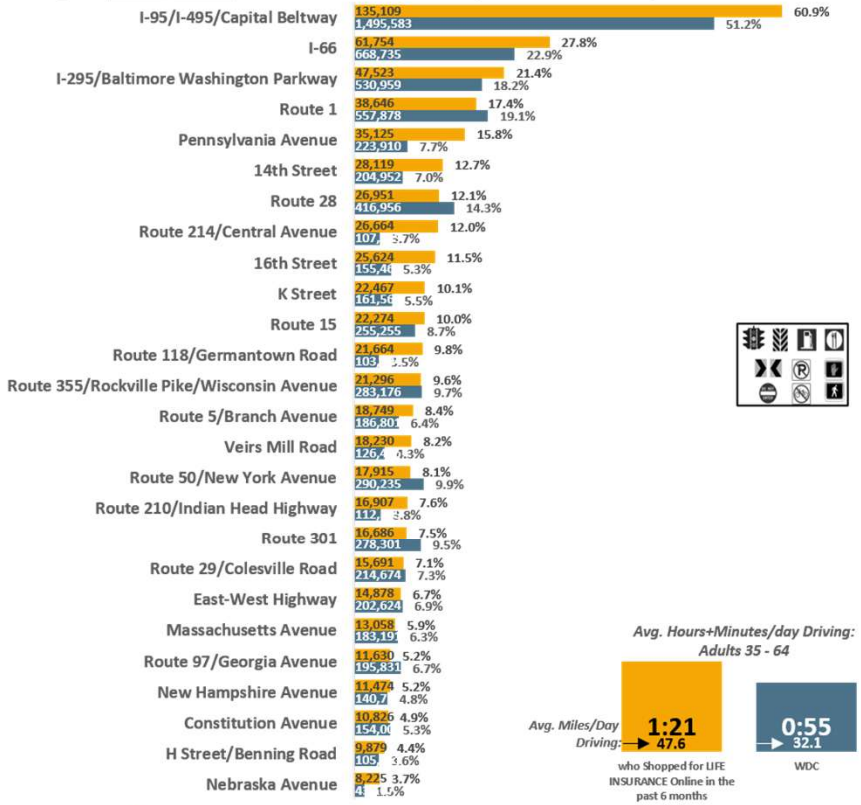
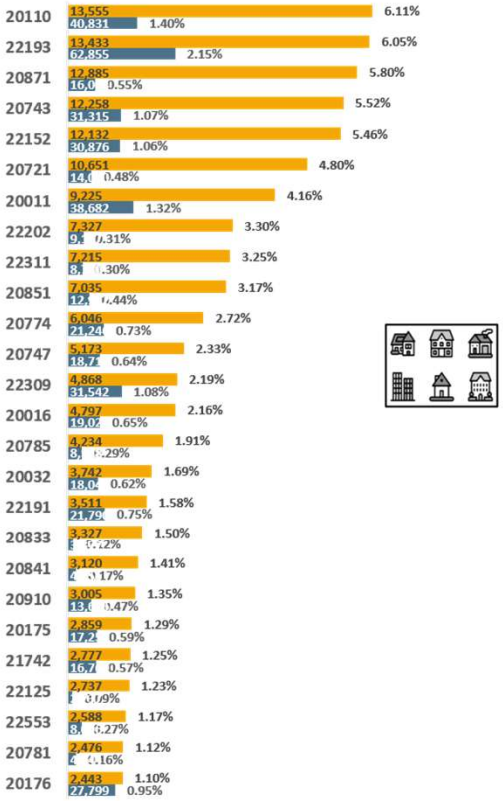
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

193,035 or 87.% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 81.8 minutes per day driving an average of 47.6 miles each day and are 226.9% more likely to use Route 214/Central Avenue than the Metro avera

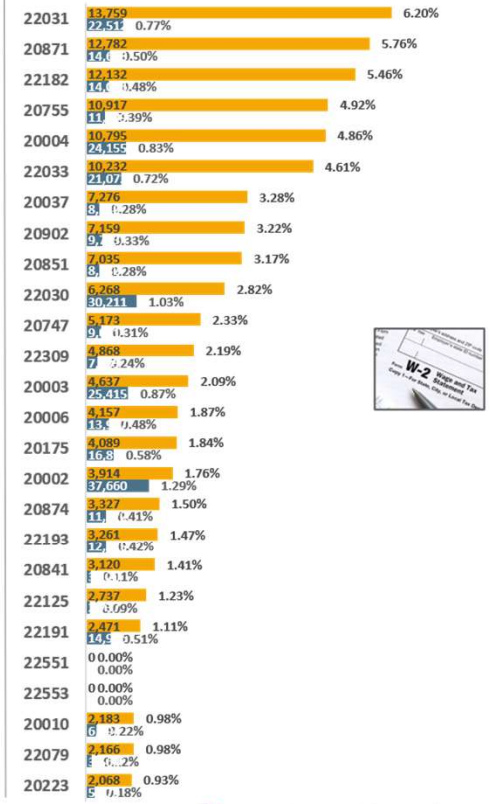
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64



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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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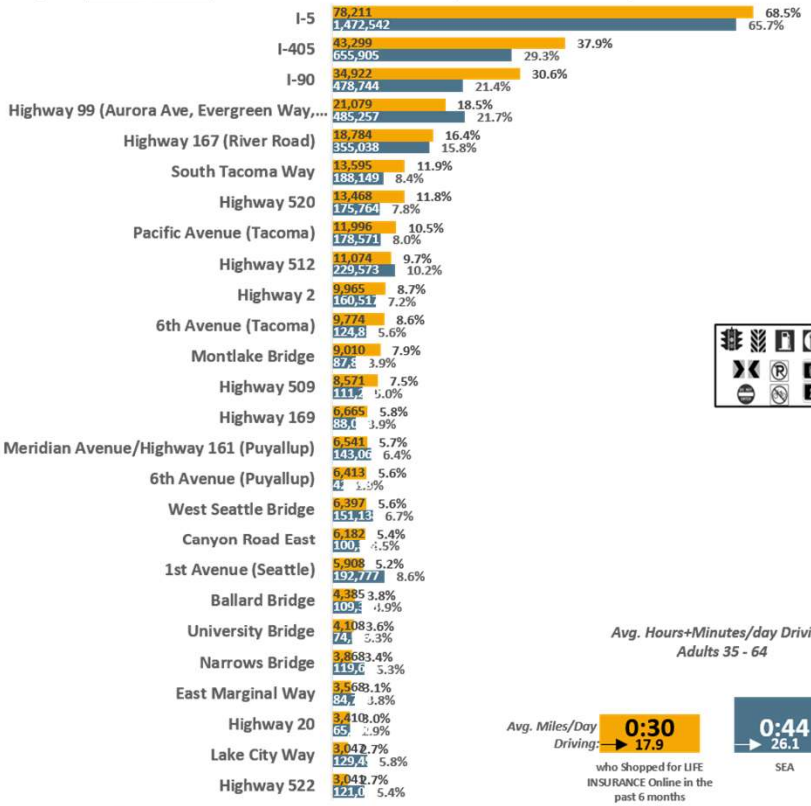
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

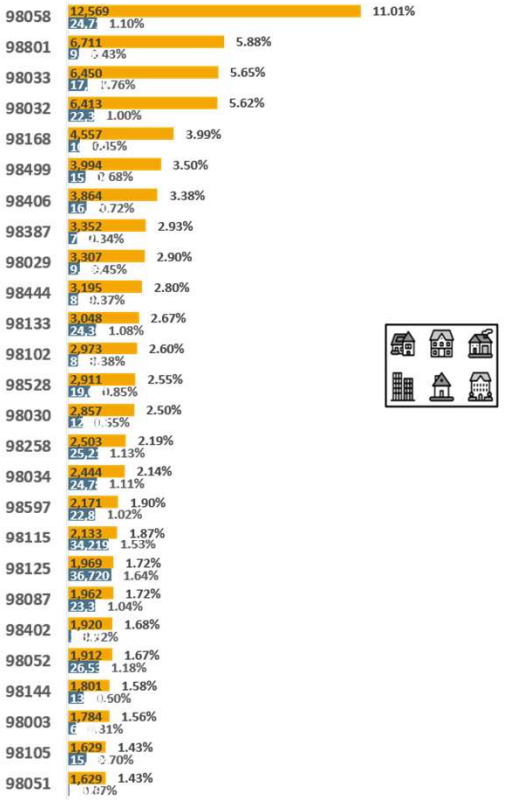
ETHOS LIFE INSURANCE — SEA

97,820 or 85.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 30.7 minutes per day driving an average of 17.9 miles each day and are 196.% more likely to use 6th Avenue (Puyallup) than the Metro average.

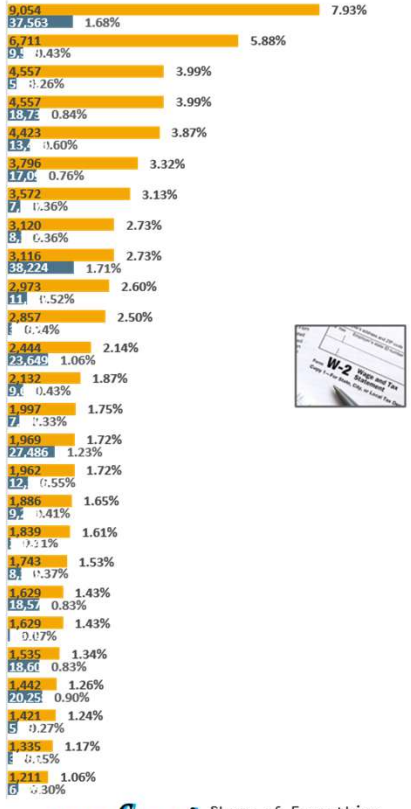
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64



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SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 157

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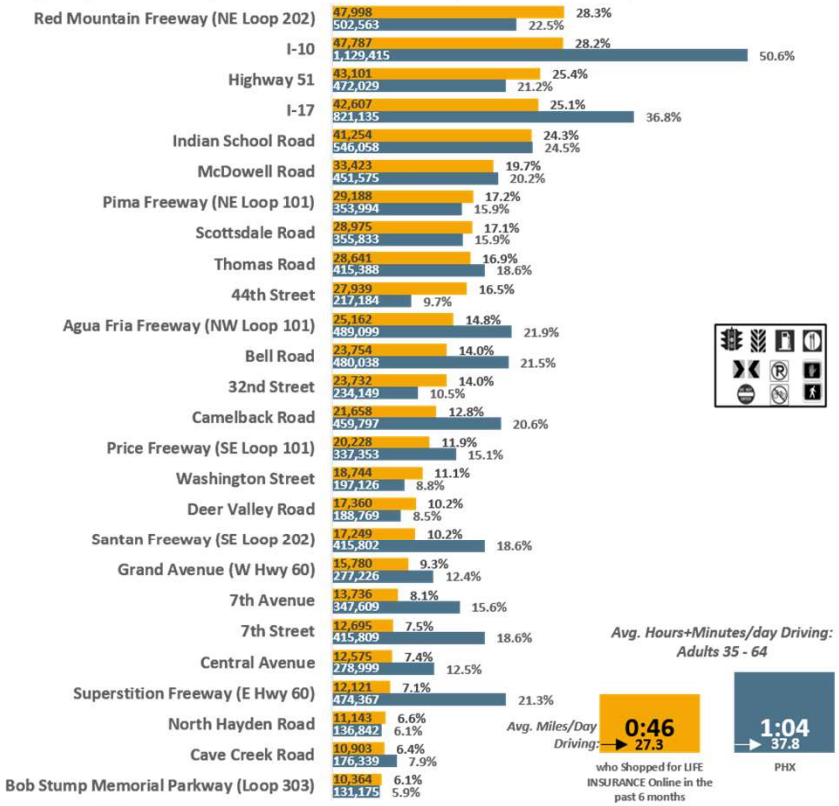
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

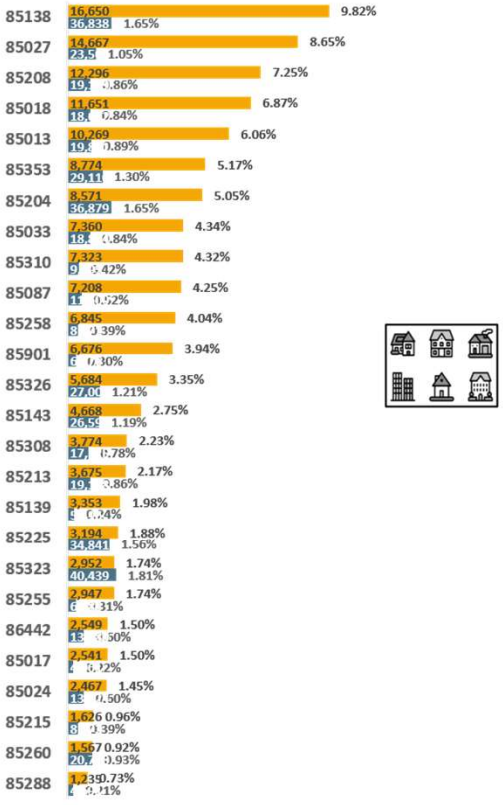
ETHOS LIFE INSURANCE — PHX

155,336 or 91.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 46.9 minutes per day driving an average of 27.3 miles each day and are 69.3% more likely to use 44th Street than the Metro average.

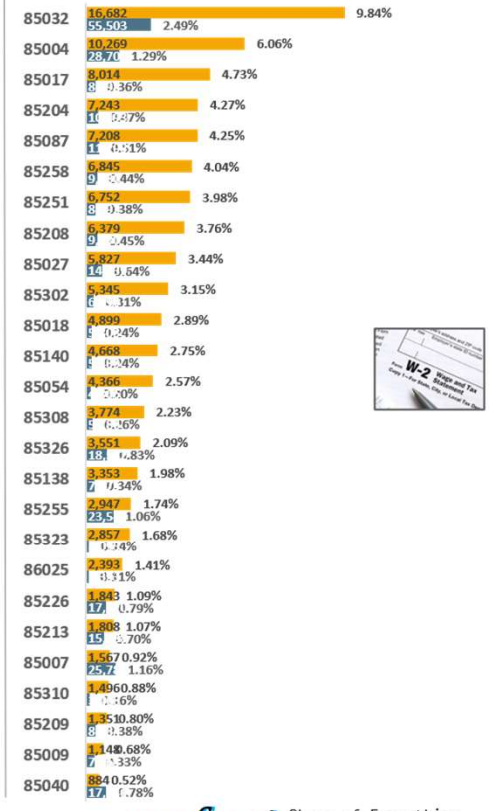
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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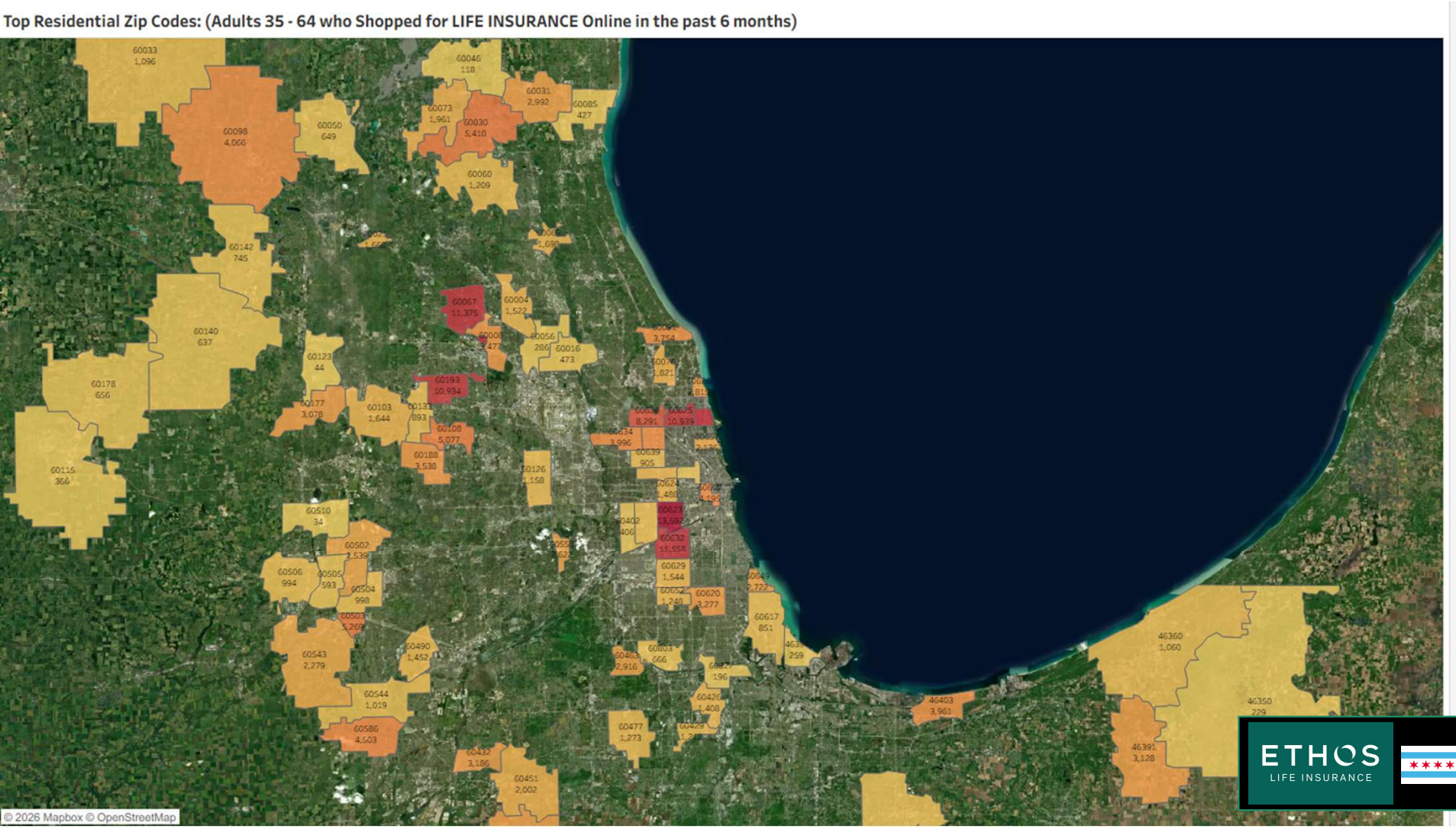
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

Top Residential Zip Codes: (Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months)



ETHOS LIFE INSURANCE

CHI

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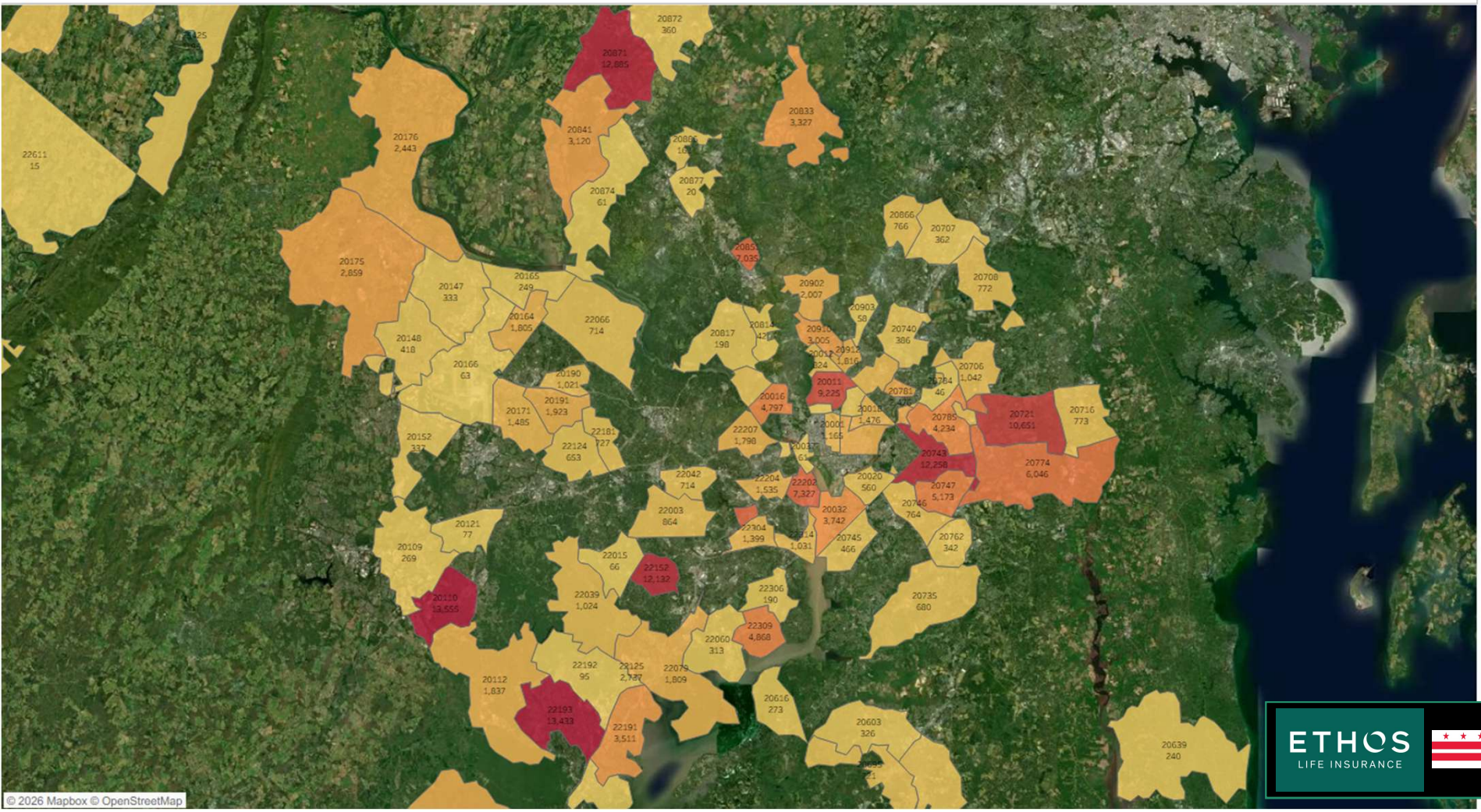
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

Top Residential Zip Codes: (Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months)



ETHOS LIFE INSURANCE WDC

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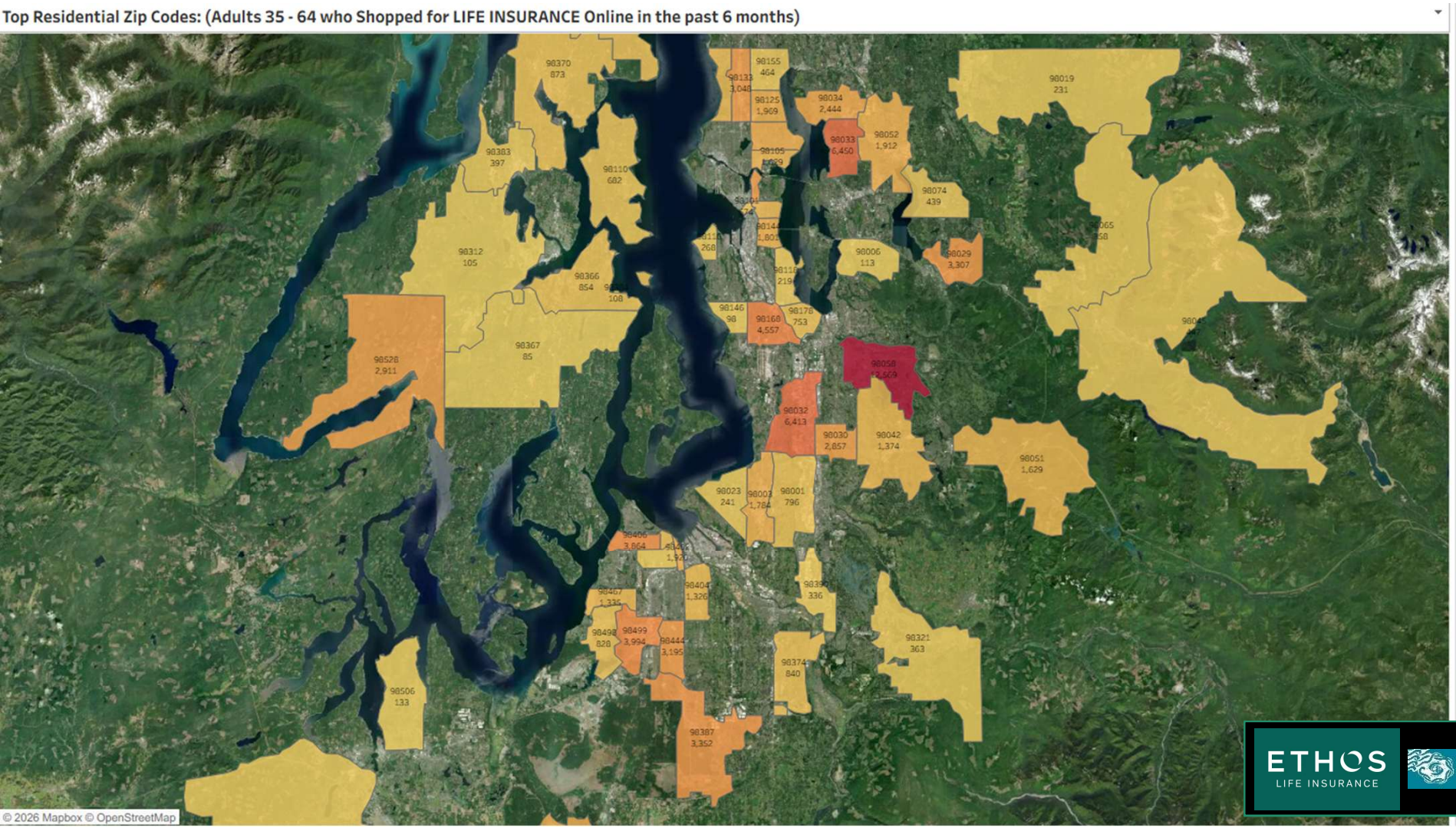
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

Top Residential Zip Codes: (Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months)



ETHOS LIFE INSURANCE

SEA

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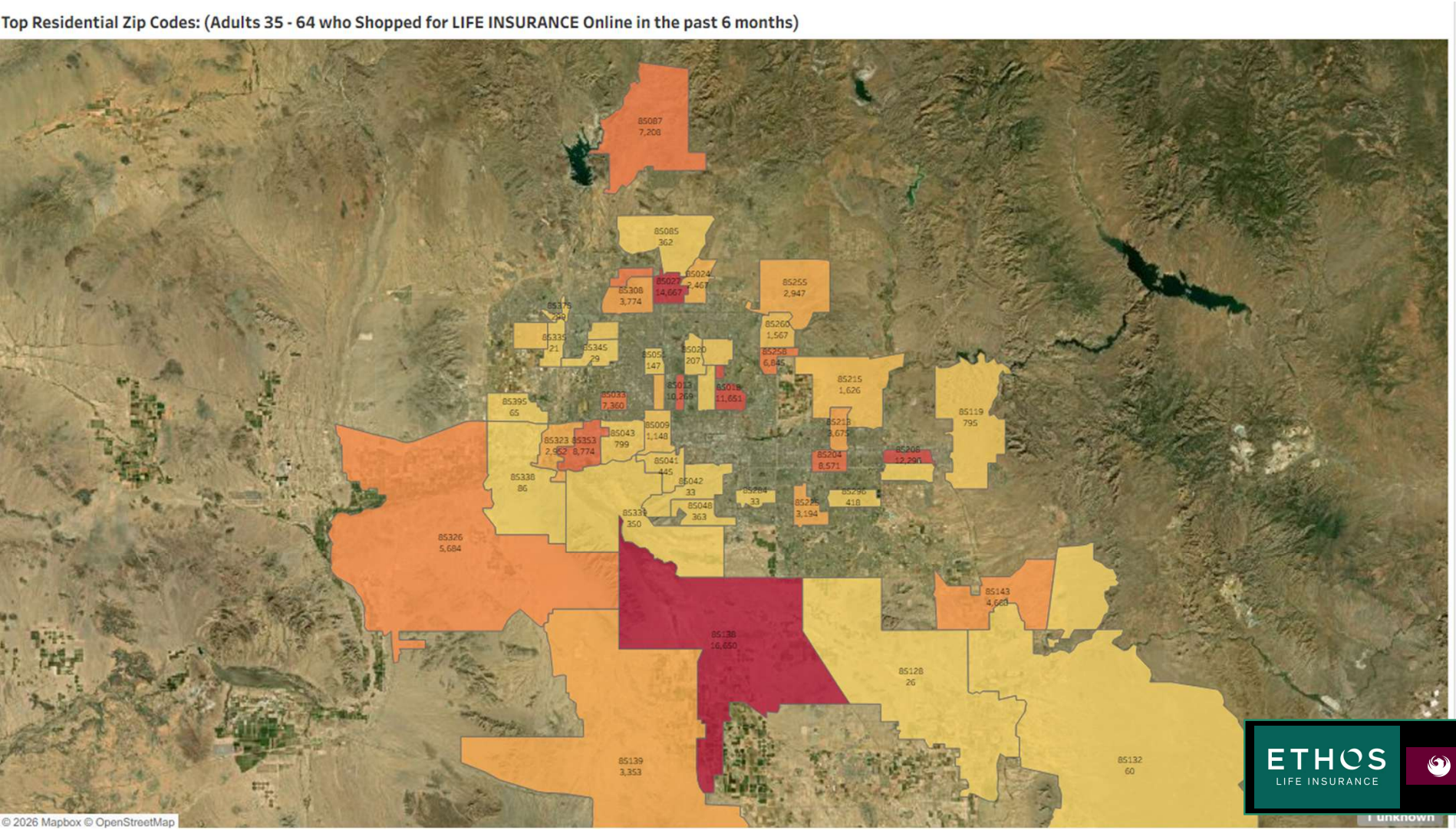
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

Top Residential Zip Codes: (Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months)



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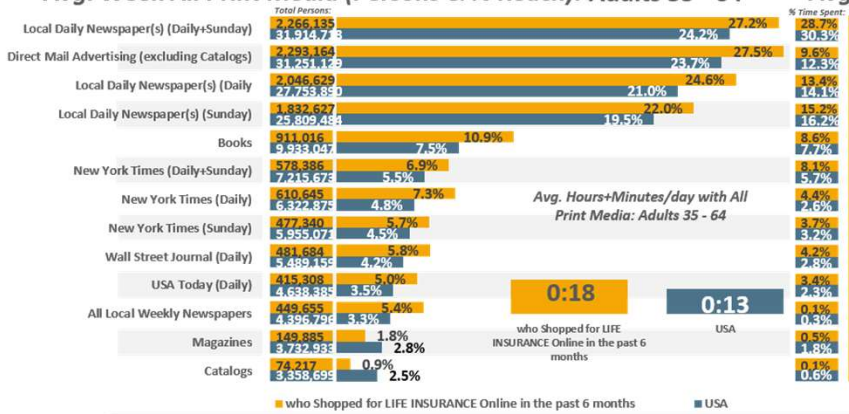
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — USA

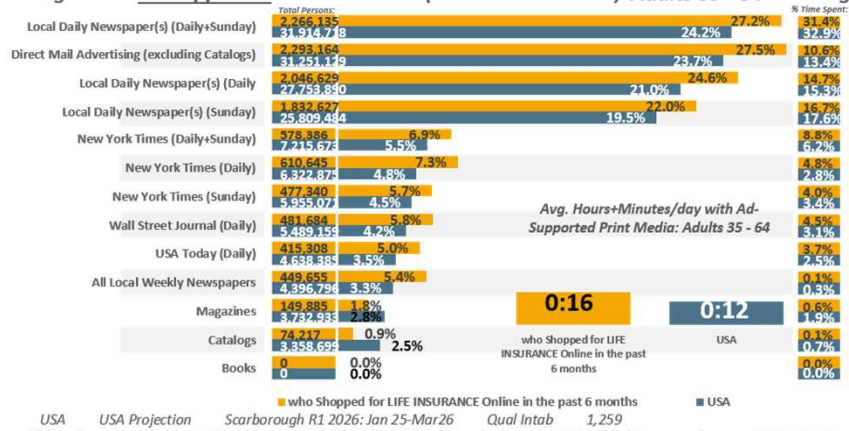
2,266,135 or 27.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 31.4% of all time spent daily with All forms of Print Media

Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64

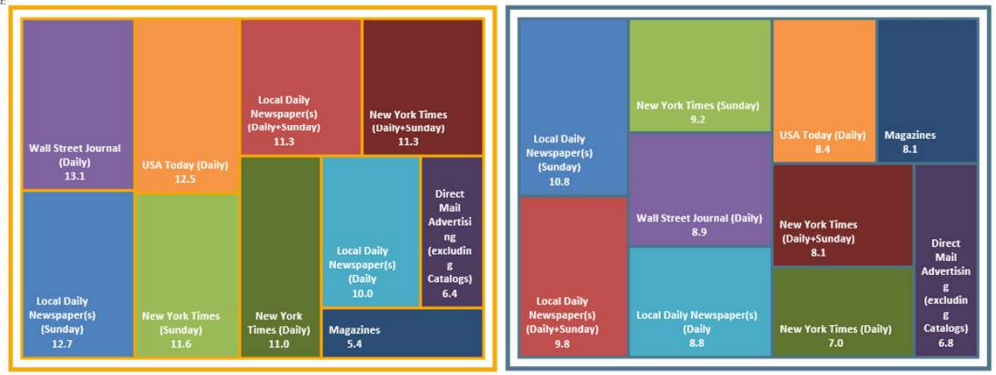


Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259

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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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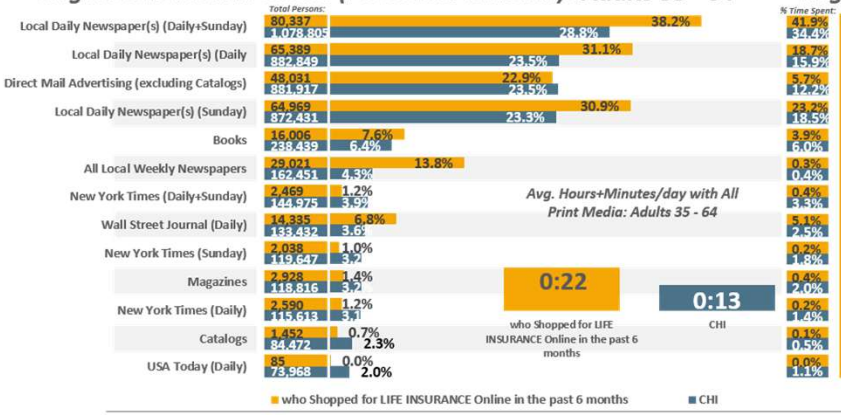
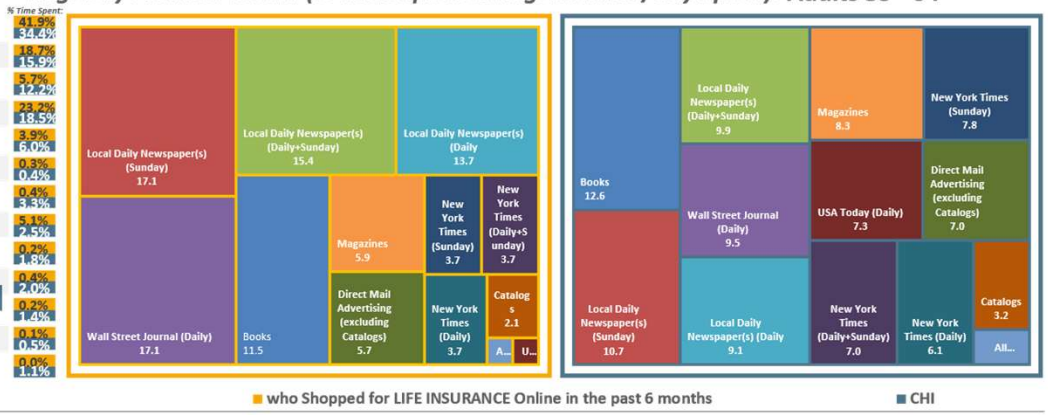
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

80,337 or 38.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.4 minutes every day representing 43.6% of all time spent daily with All forms of Print Media.

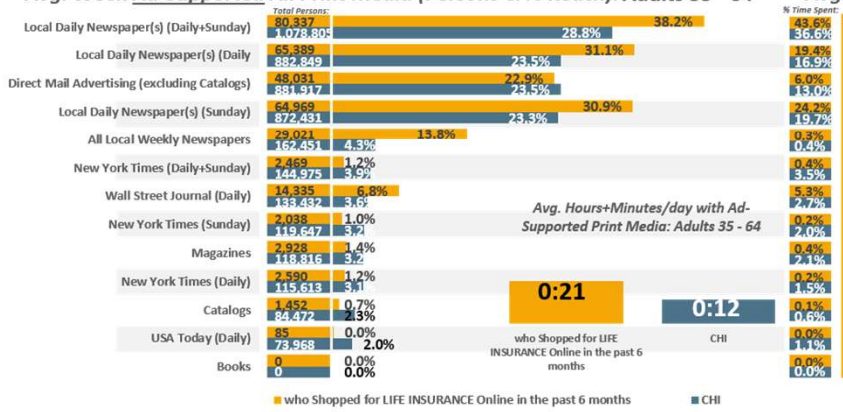
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



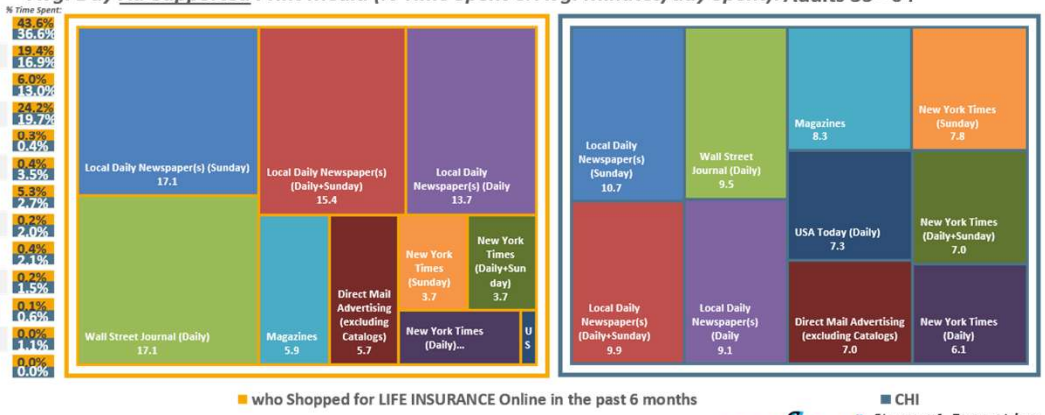
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 220

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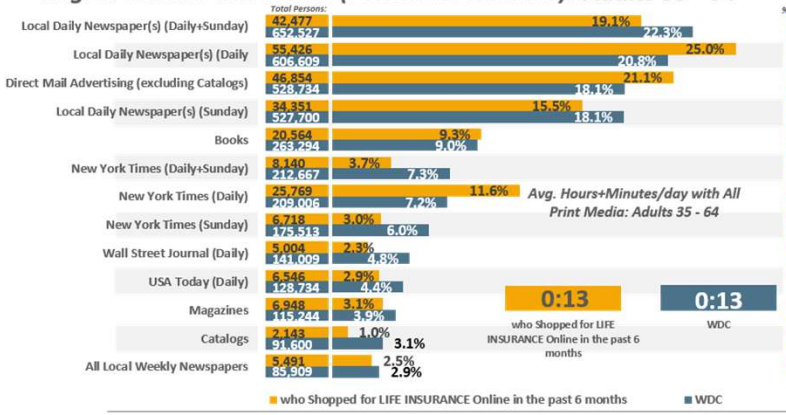
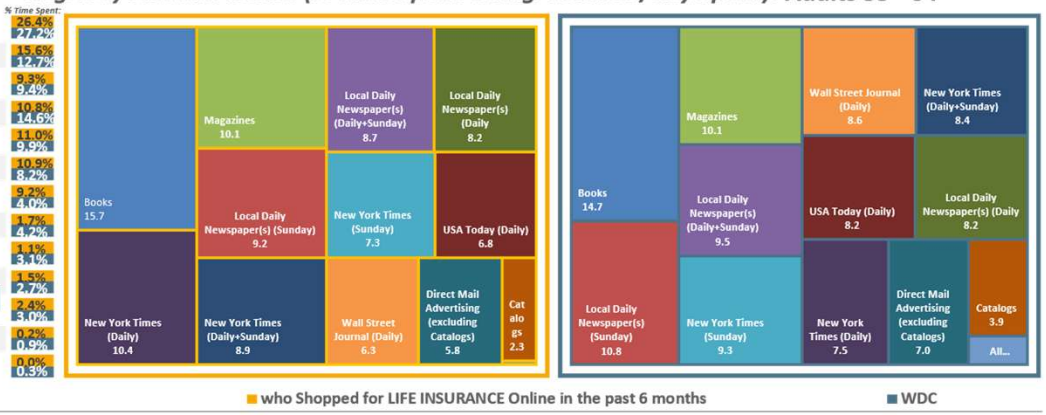
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

42,477 or 19.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

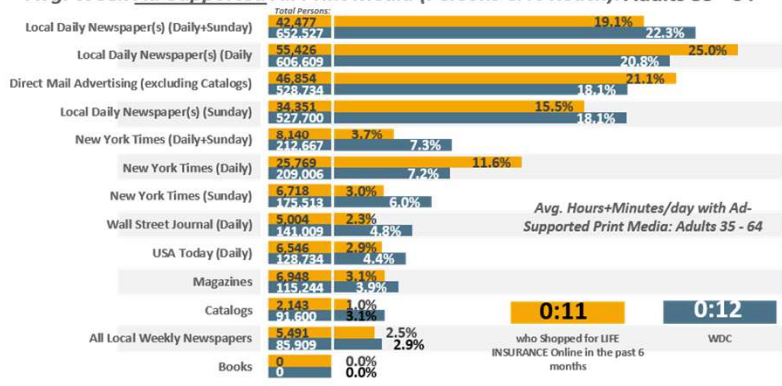
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 338

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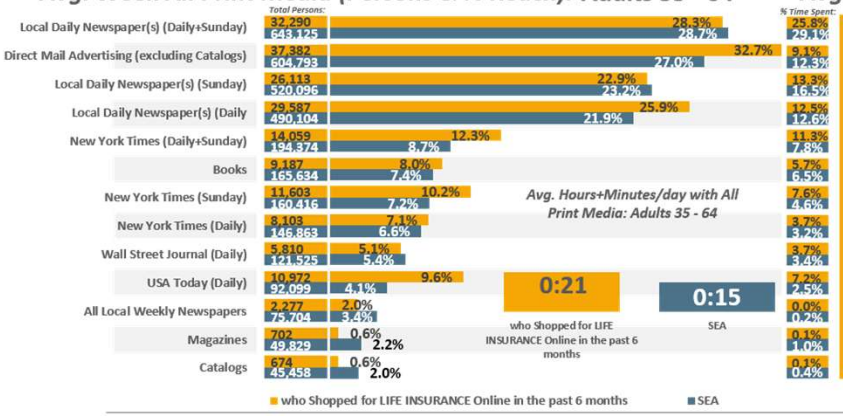
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

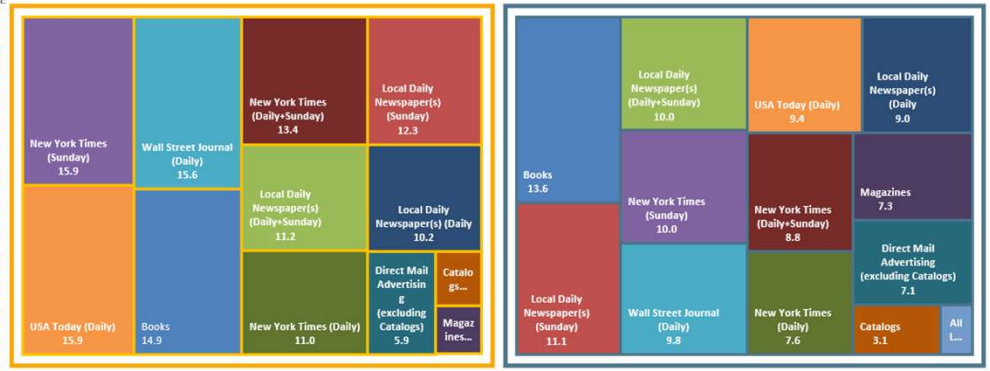
ETHOS LIFE INSURANCE | SEA

32,290 or 28.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

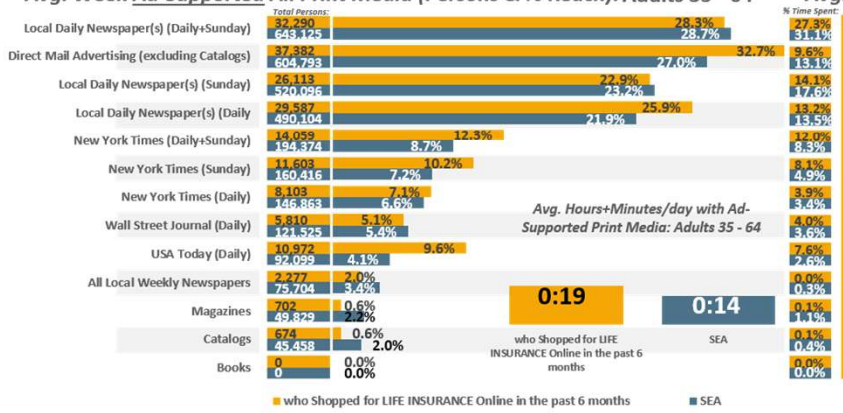
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64

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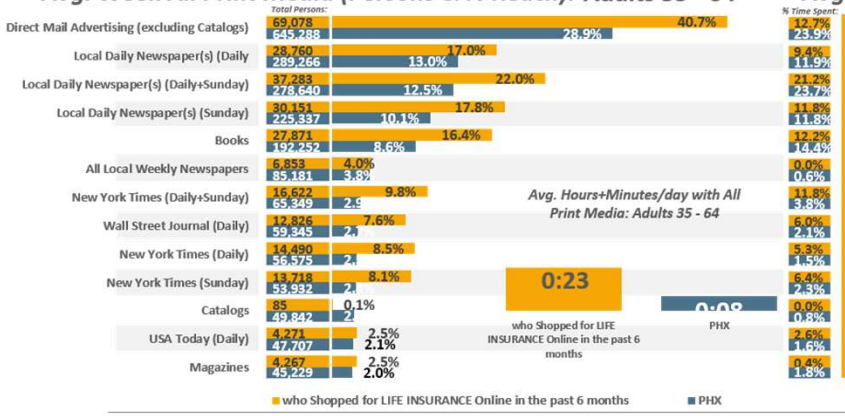
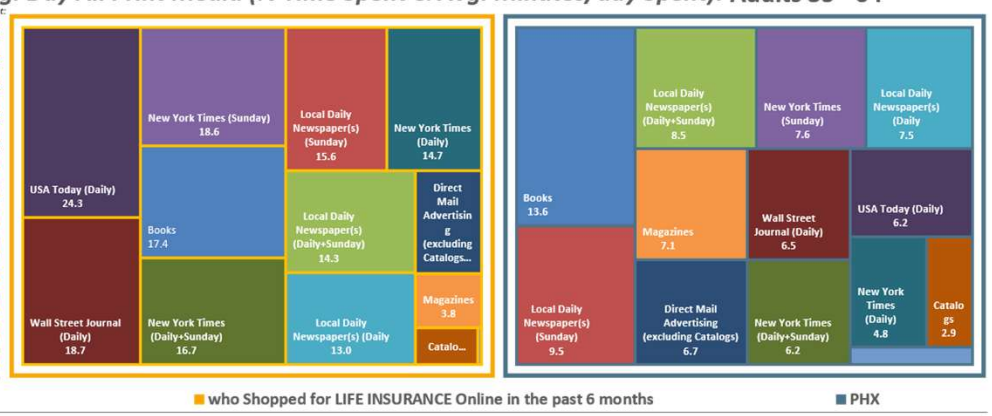
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

37,283 or 22.% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 14.3 minutes every day representing 24.2% of all time spent daily with All forms of Print Media.

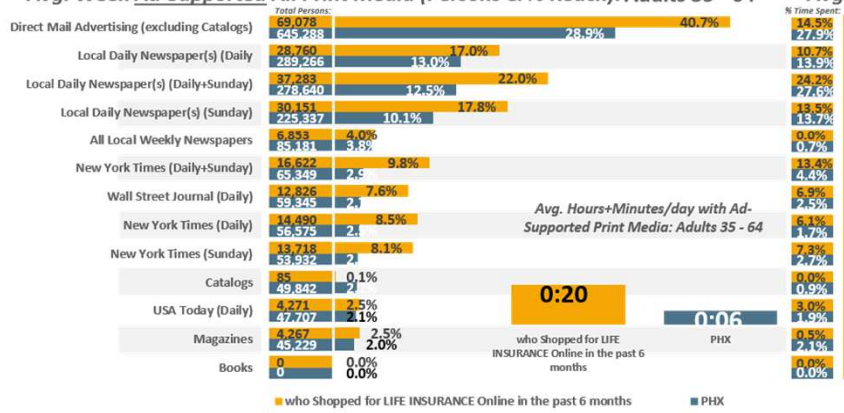
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



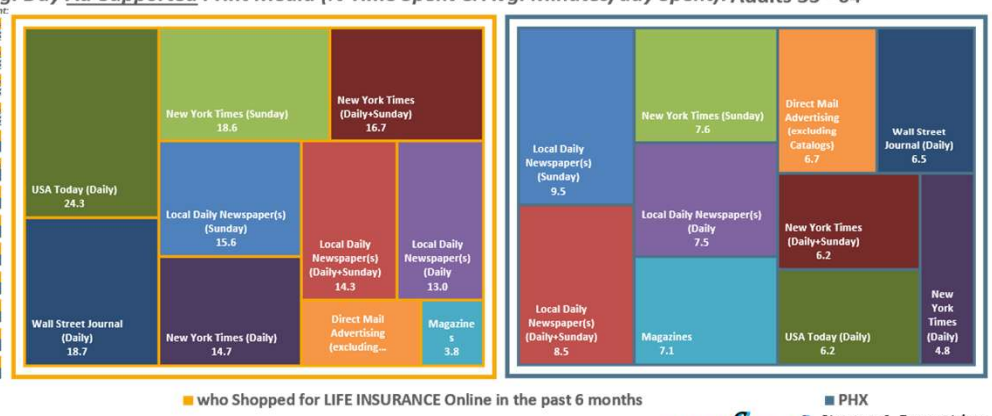
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 - 64



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 121

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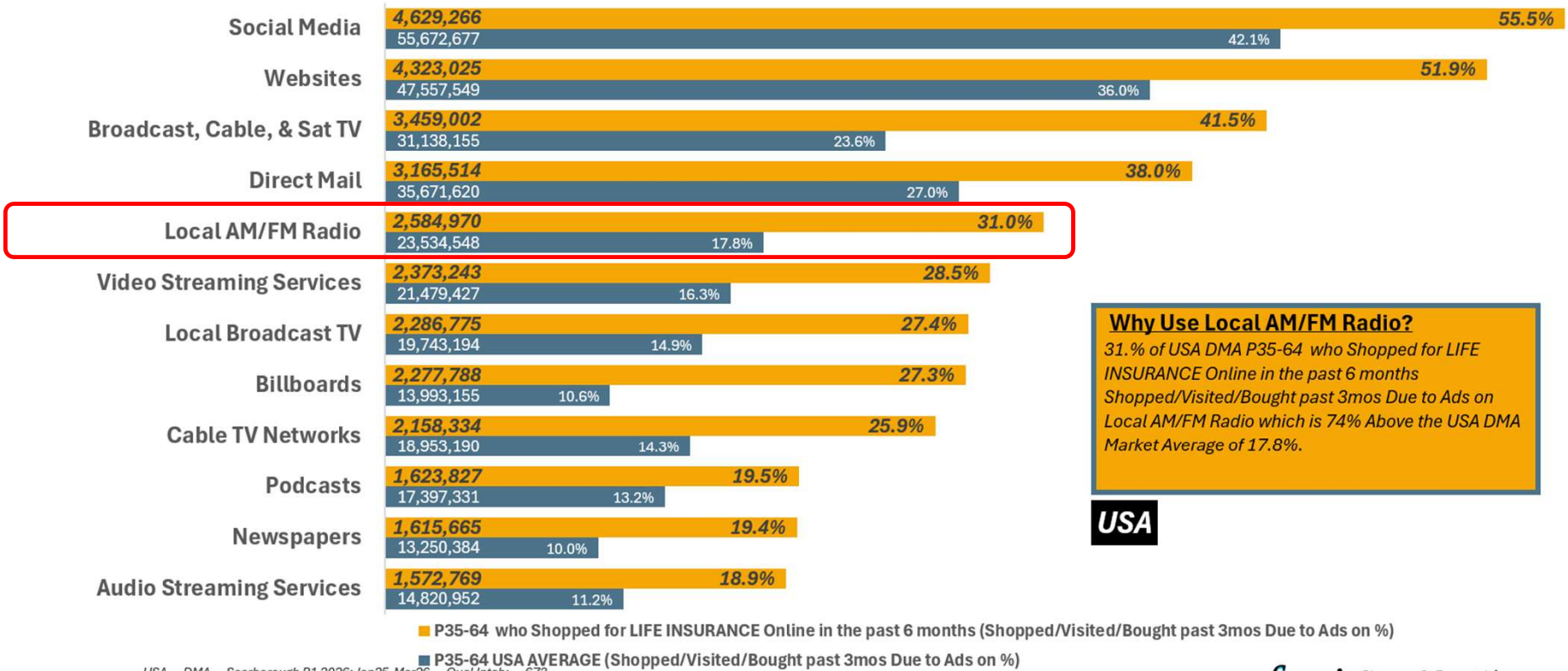
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

USA

"Advertising Actions"

P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

31.% of USA DMA P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 74% Above the USA DMA Market Average of 17.8%.

USA

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 673

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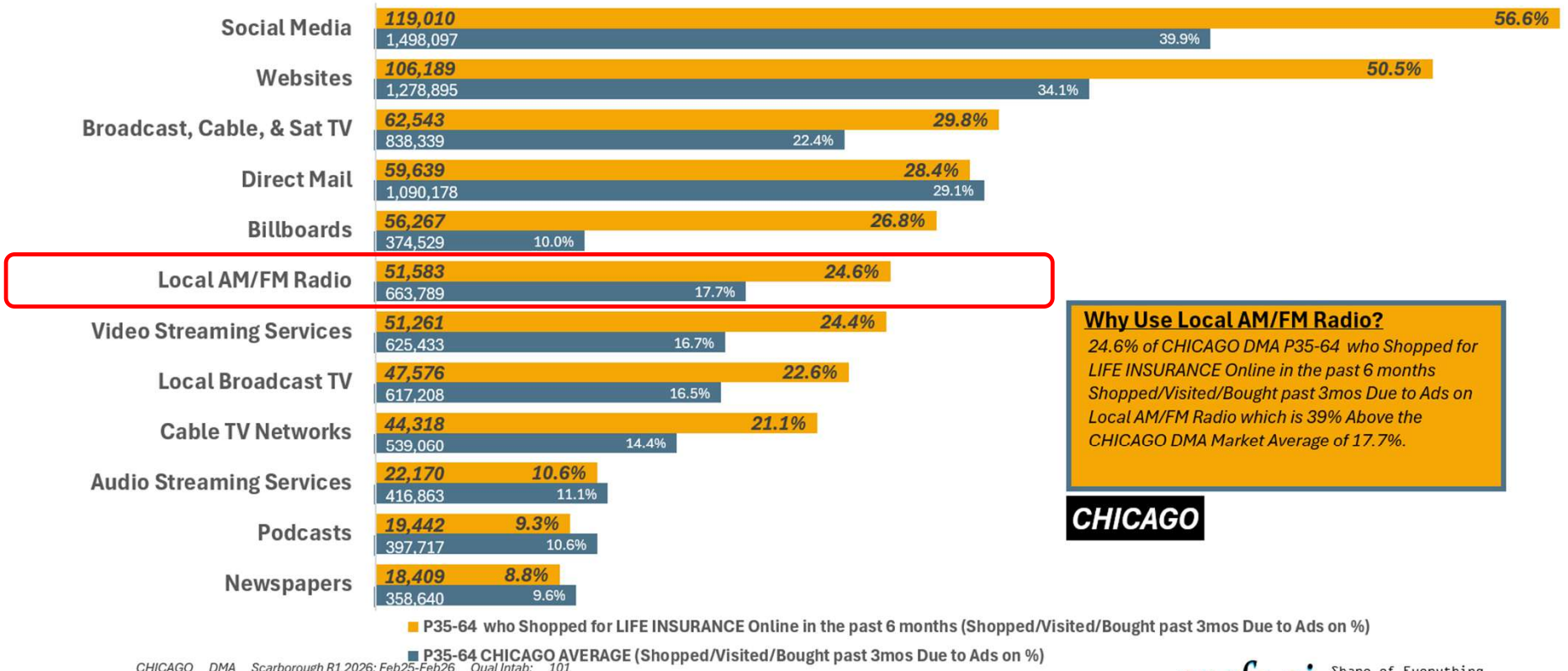
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE — CHI

"Advertising Actions"

P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

24.6% of CHICAGO DMA P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 39% Above the CHICAGO DMA Market Average of 17.7%.

CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 101

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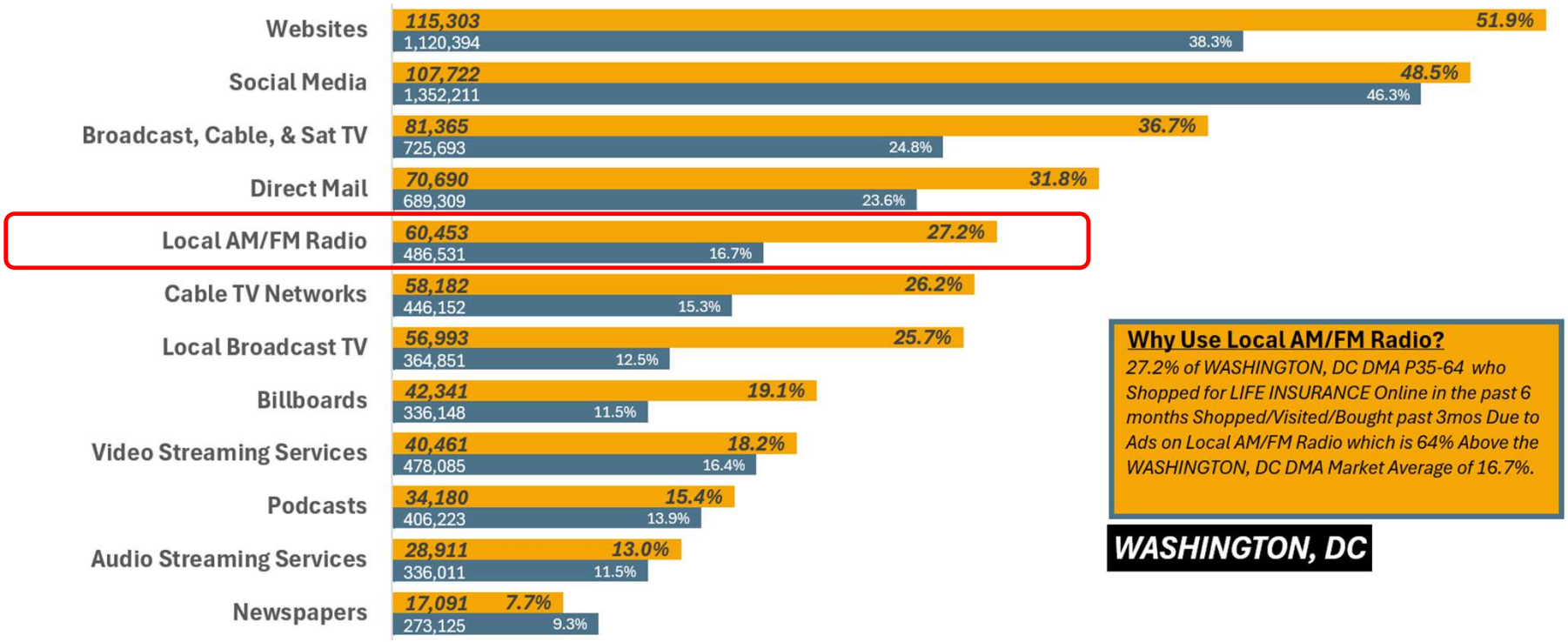
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

WDC

"Advertising Actions"

P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

27.2% of WASHINGTON, DC DMA P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 64% Above the WASHINGTON, DC DMA Market Average of 16.7%.

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 185

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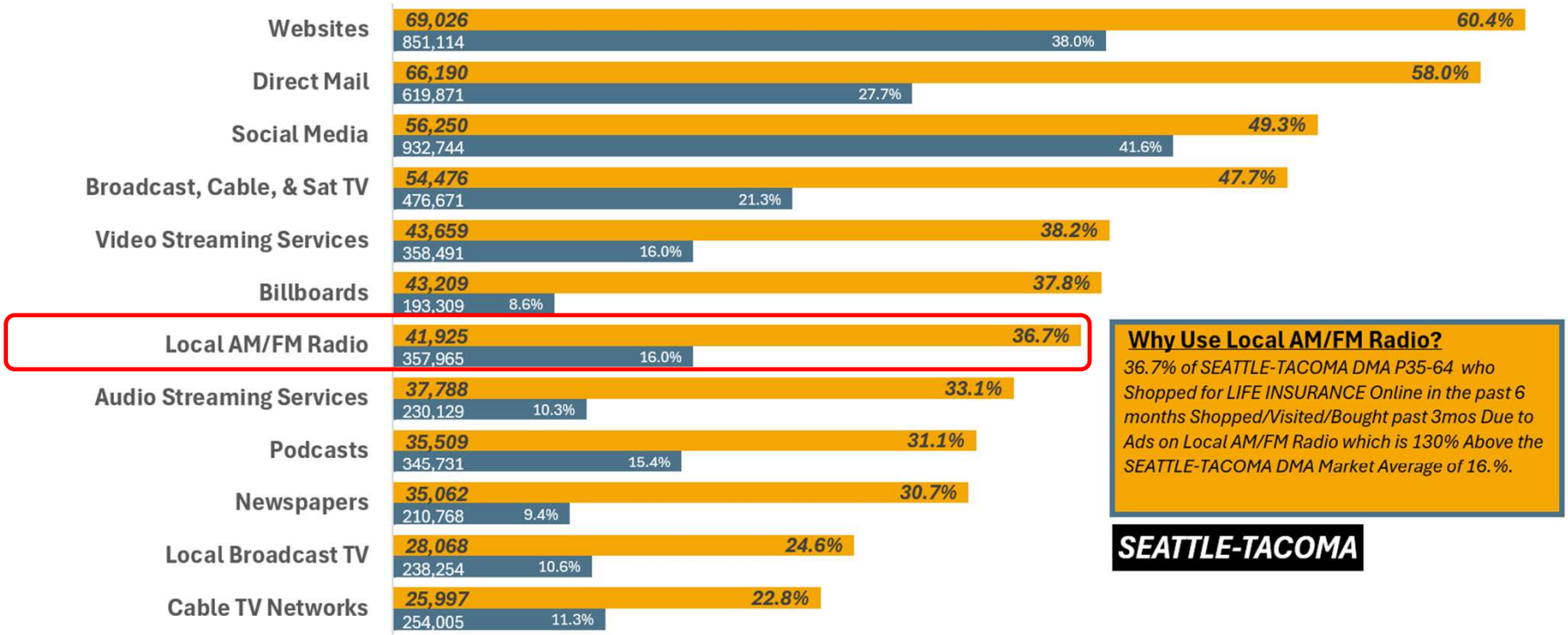
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

SEA

"Advertising Actions"

P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

36.7% of SEATTLE-TACOMA DMA P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 130% Above the SEATTLE-TACOMA DMA Market Average of 16.%.

SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 87

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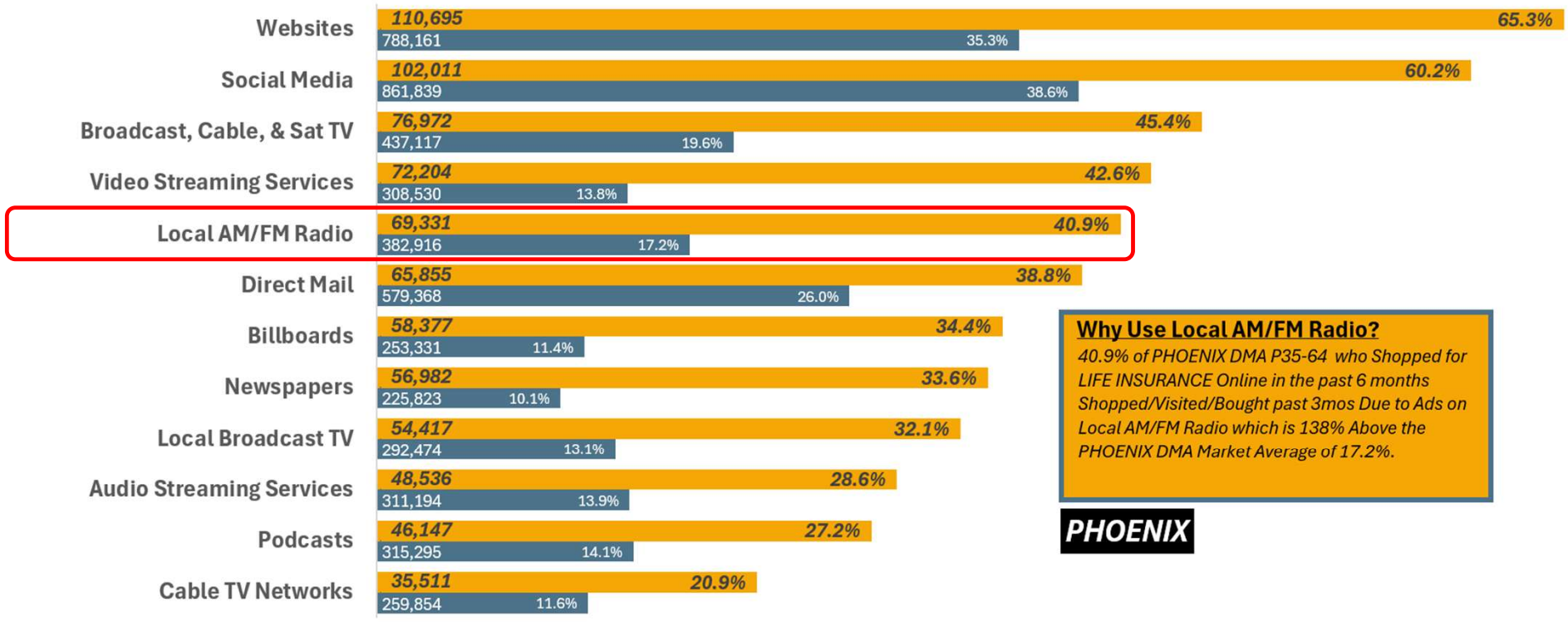
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

ETHOS LIFE INSURANCE

PHX

"Advertising Actions"

P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

40.9% of PHOENIX DMA P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 138% Above the PHOENIX DMA Market Average of 17.2%.

PHOENIX

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 71

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Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life