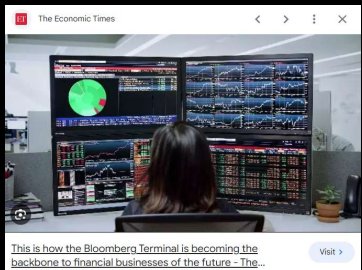


USA+4 More DMAs – P35-64 who Shopped for LIFE INSURANCE Online in the past 6 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P35-64** who Shopped for **LIFE INSURANCE** Online in the past 6 months as of **March 31, 2026.**



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!

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





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.

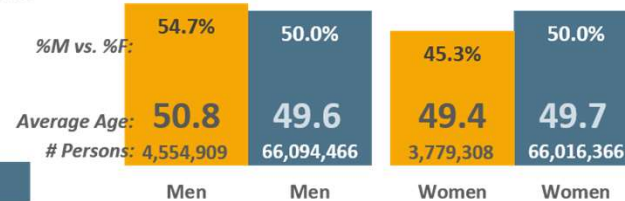
Percent of Market: Adults 35 - 64



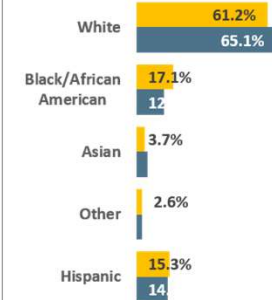
Total Persons:
8,334,218 123,776,615



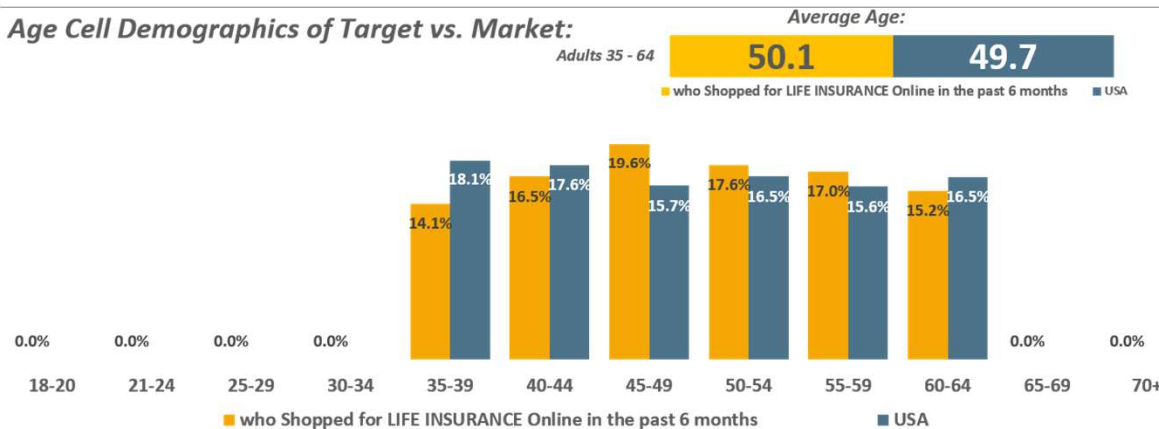
Gender of Target vs. Market: Adults 35 - 64



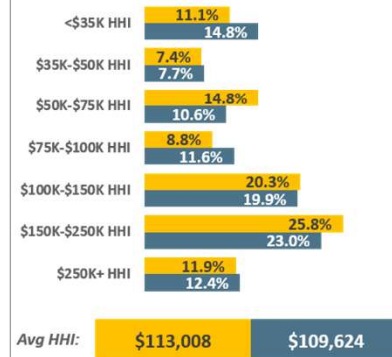
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



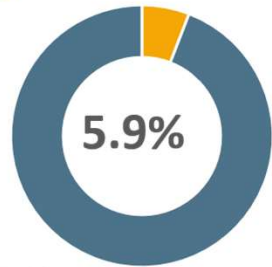
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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



5.9% or 111,174 of MSP 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 48.5 years old (2.5% younger than average) and have a \$131,920 (.8% lower than average) annual household income.

Percent of Market: Adults 35 - 64



■ who Shopped for LIFE INSURANCE Online in the past 6 months
■ Remainder of MSP DMA

Total Persons:

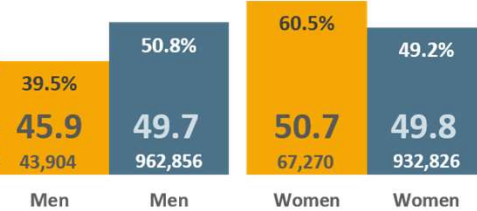


Gender of Target vs. Market: Adults 35 - 64

%M vs. %F:

Average Age:

Persons:



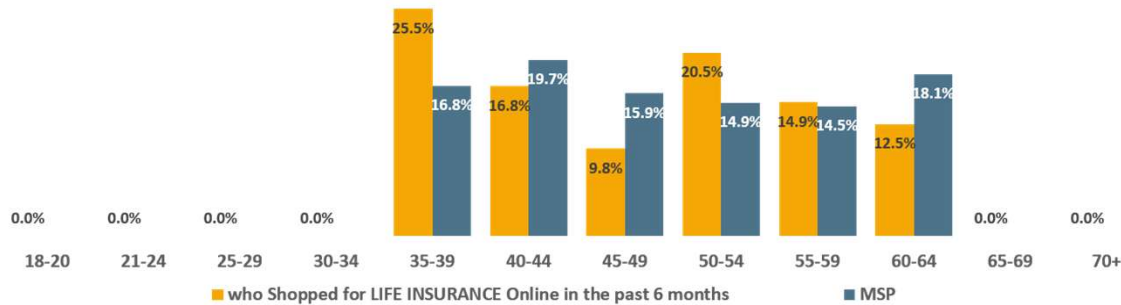
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 35 - 64

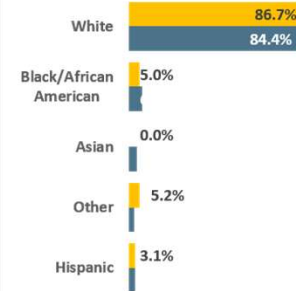


■ who Shopped for LIFE INSURANCE Online in the past 6 months ■ MSP



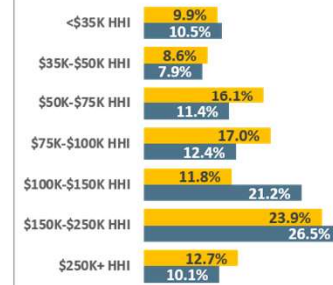
■ who Shopped for LIFE INSURANCE Online in the past 6 months ■ MSP

Ethnicity of Target vs. Market:



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

HHI of Target vs. Market:



Avg HHI: \$131,920 (target) vs \$133,001 (market)

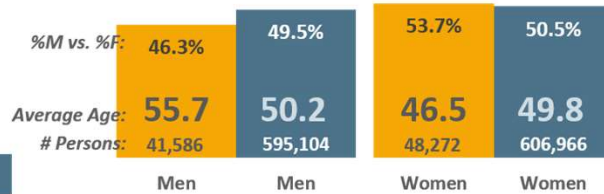


7.5% or 89,858 of STL DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months.
Typical Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 51.2 years old
(2.4% older than average) and have a \$135,190 (11.3% higher than average) annual household income.

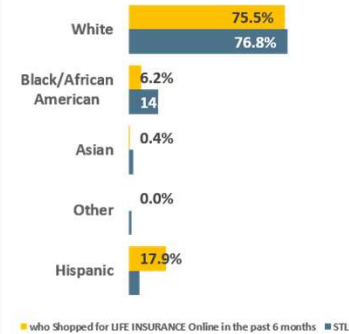
Percent of Market: Adults 35 - 64



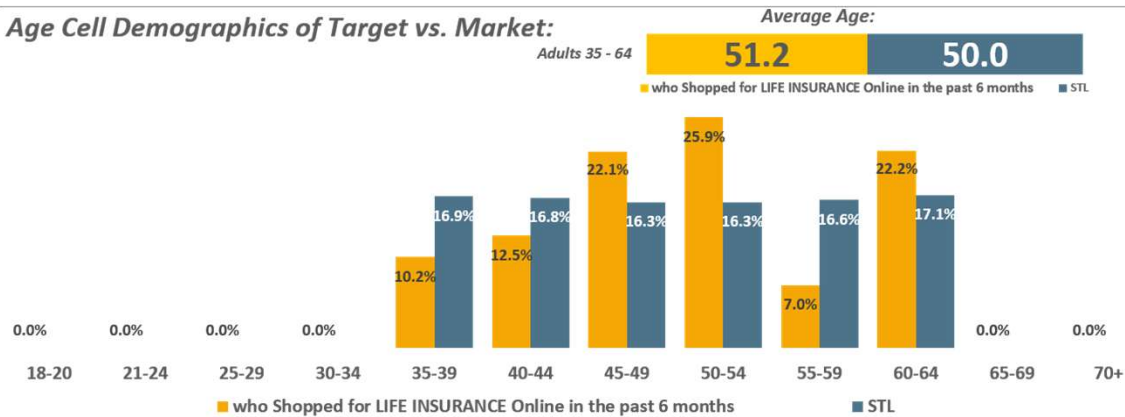
Gender of Target vs. Market: Adults 35 - 64



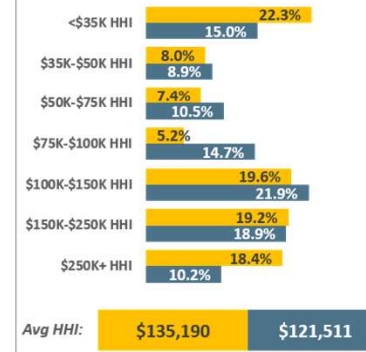
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





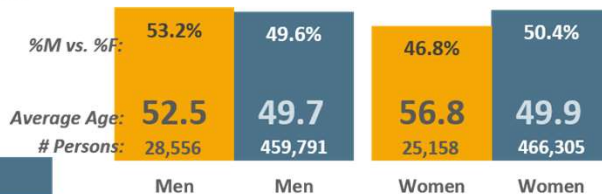
5.8% or 53,714 of CIN DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Typical Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 54.5 years old (9.5% older than average) and have a \$123,507 (4.3% higher than average) annual household income.

Percent of Market: Adults 35 - 64

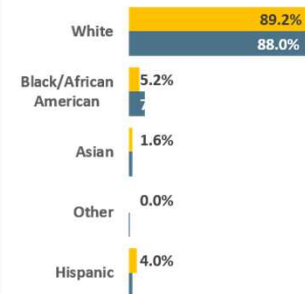


Total Persons: 53,714 (who shopped) / 872,382 (remainder)

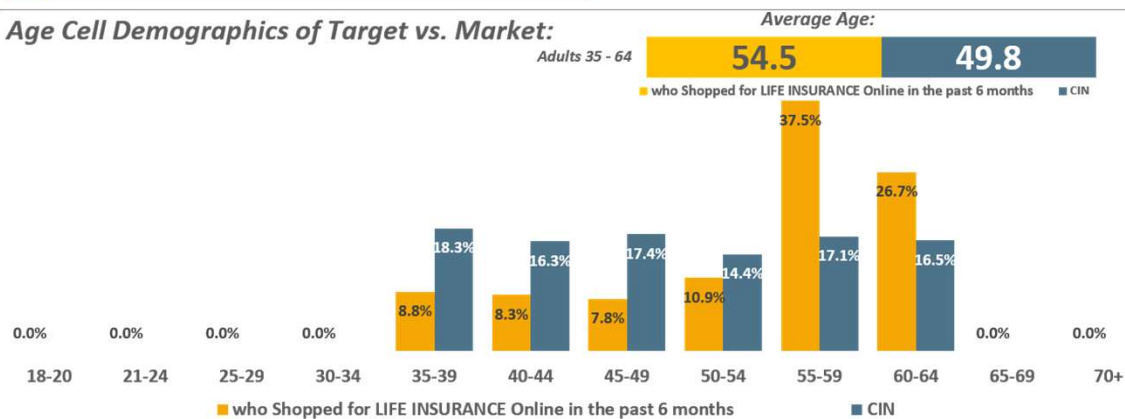
Gender of Target vs. Market: Adults 35 - 64



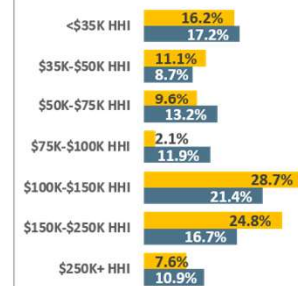
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$123,507 (who shopped) / \$118,407 (CIN)

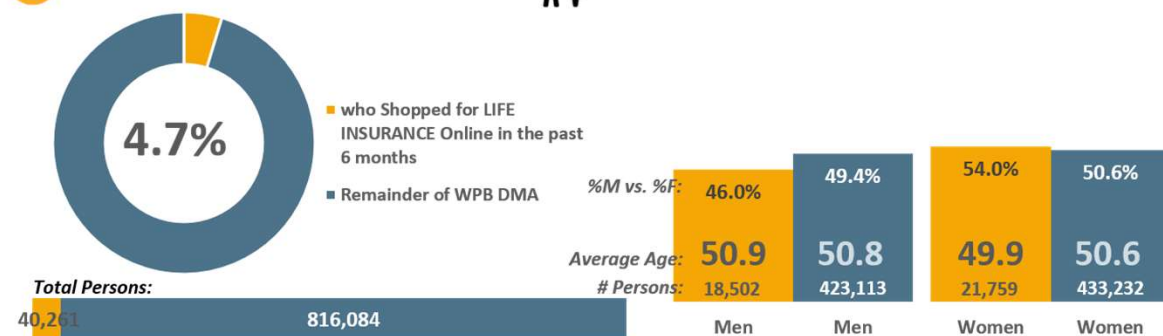


4.7% or 40,261 of WPB DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Typical Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 50.2 years old (.9% younger than average) and have a \$134,384 (19.4% higher than average) annual household income.

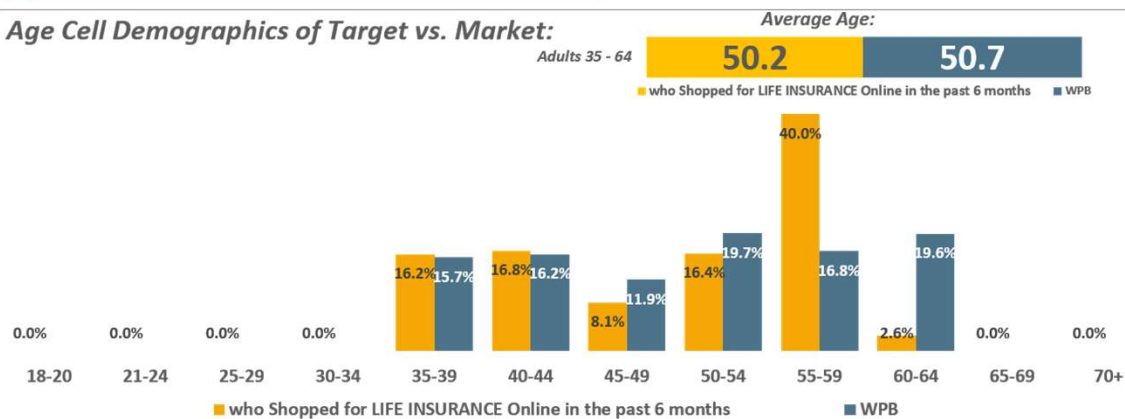
Percent of Market: Adults 35 - 64



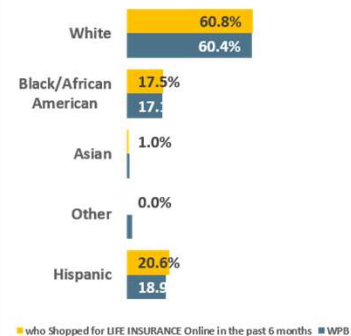
Gender of Target vs. Market: Adults 35 - 64



Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

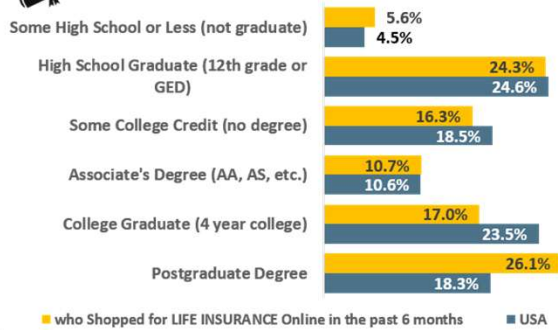




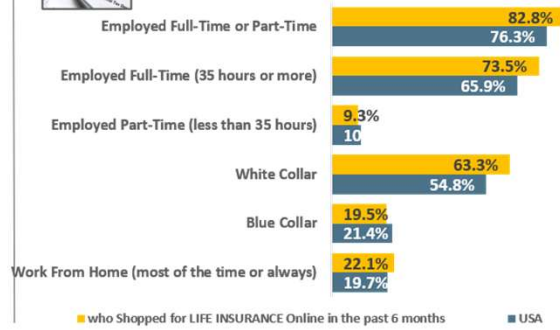
6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 3.2% more likely to be a college graduate, 11.6% more likely to work full-time, .2% less likely to be married, 16.2% more likely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



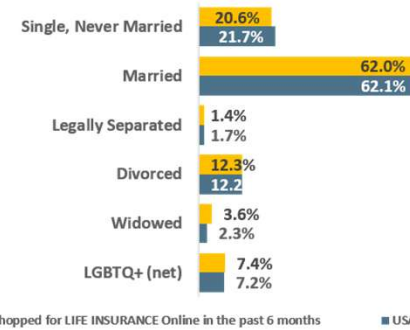
Education Levels: Adults 35 - 64



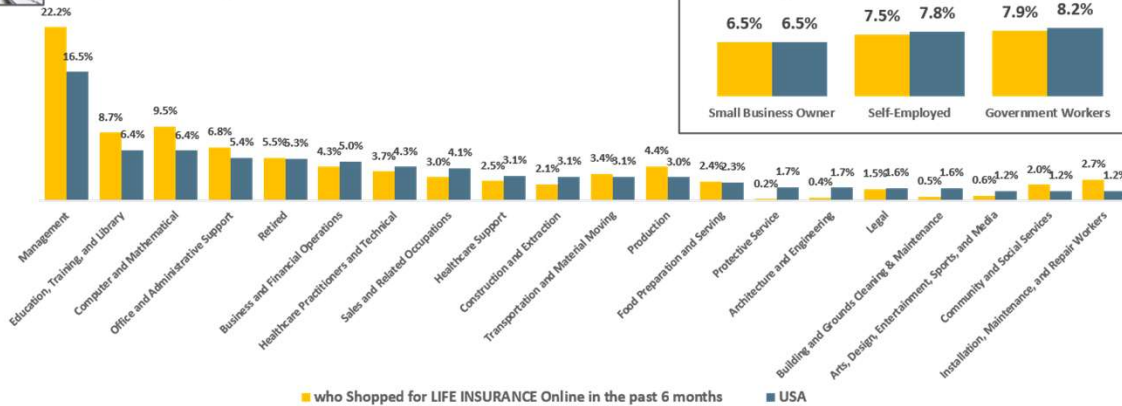
Employment: Adults 35 - 64



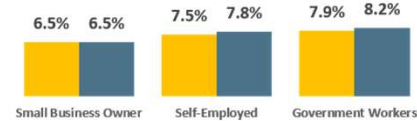
Marital Status: Adults 35 - 64



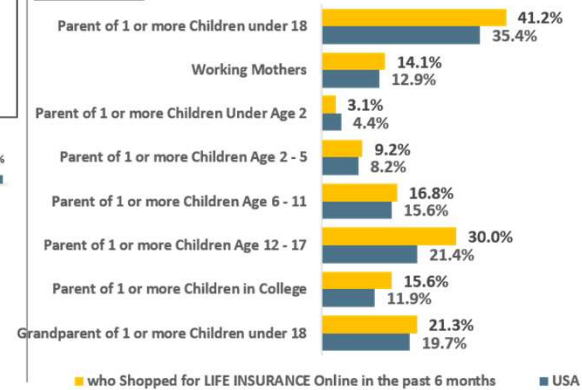
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64

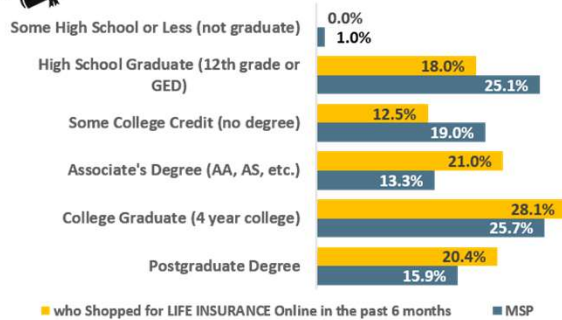




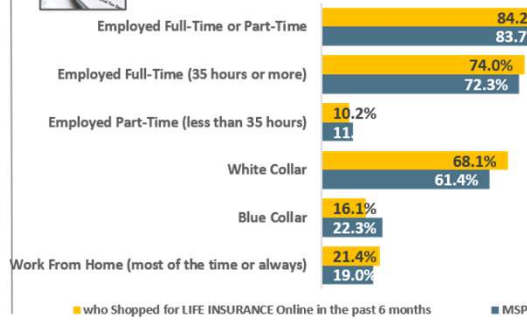
5.9% or 111,174 of MSP DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 16.5% more likely to be a college graduate, 2.4% more likely to work full-time, 7.3% less likely to be married, 7.9% less likely to be a grandparent of 1 or more children under 1



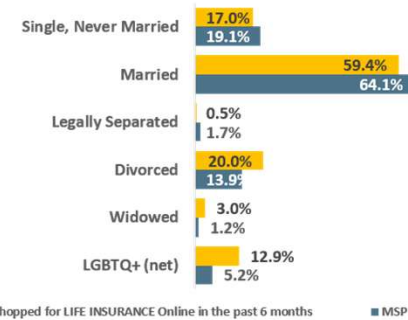
Education Levels: Adults 35 - 64



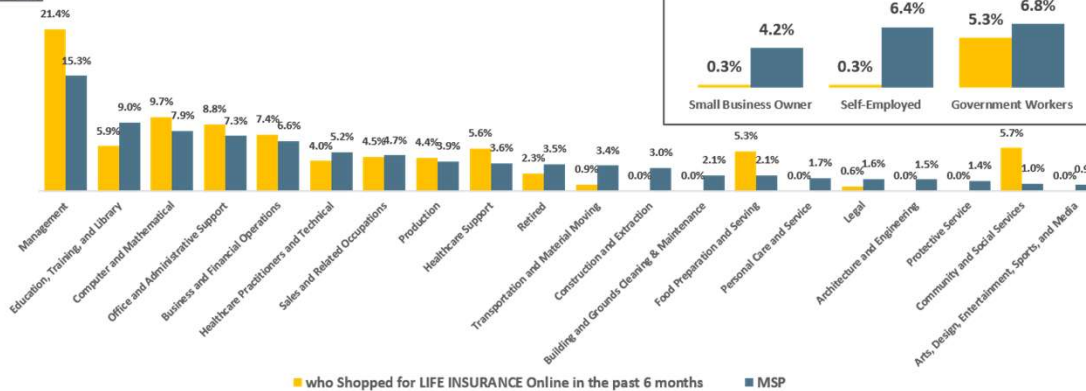
Employment: Adults 35 - 64



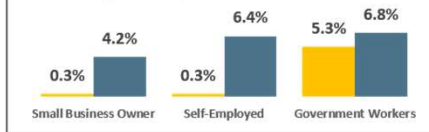
Marital Status: Adults 35 - 64



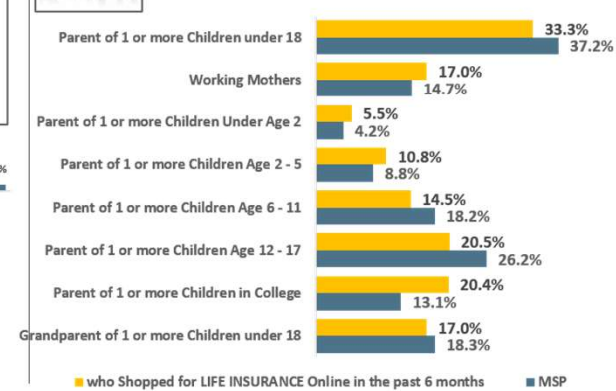
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64

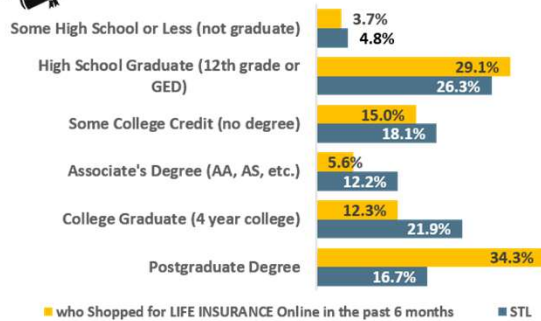




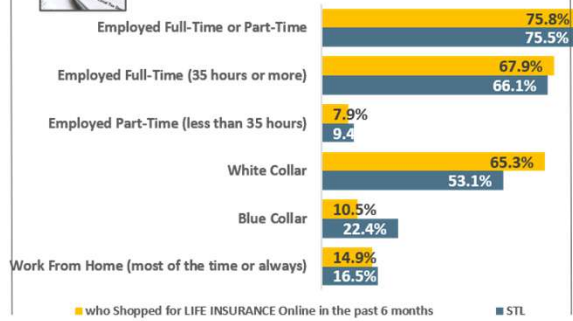
7.5% or 89,858 of STL DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 20.8% more likely to be a college graduate, 2.7% more likely to work full-time, 13.8% more likely to be married, 16.5% more likely to be a grandparent of 1 or more children unde



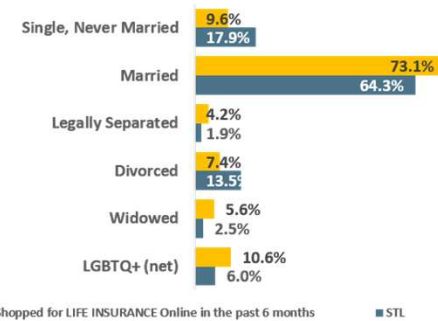
Education Levels: Adults 35 - 64



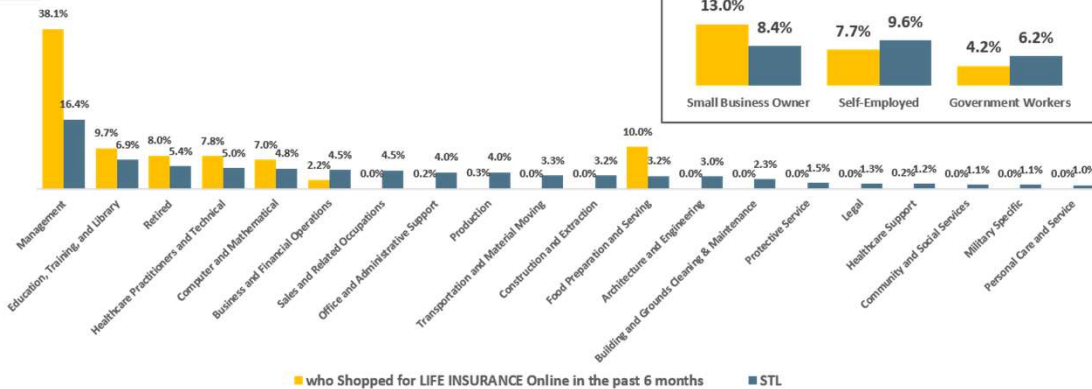
Employment: Adults 35 - 64



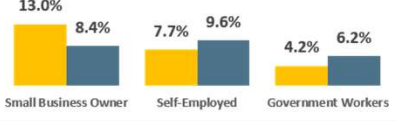
Marital Status: Adults 35 - 64



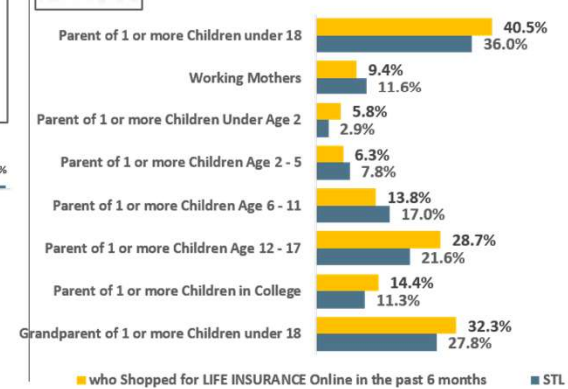
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64

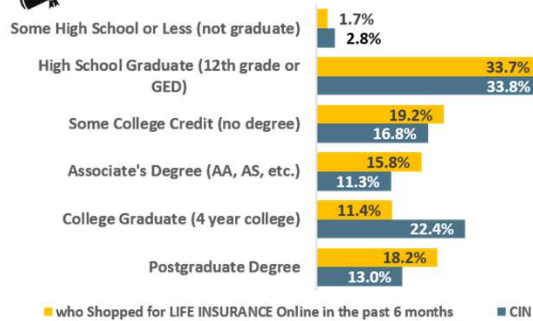




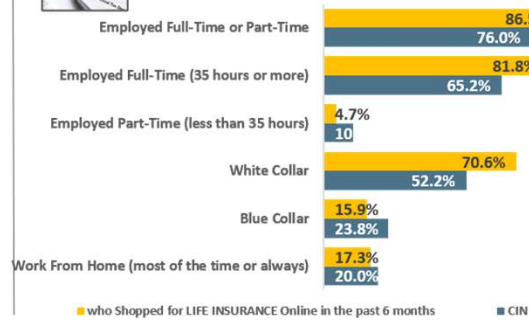
5.8% or 53,714 of CIN DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 16.2% less likely to be a college graduate, 25.5% more likely to work full-time, 4.3% less likely to be married, 62.8% more likely to be a grandparent of 1 or more children unde



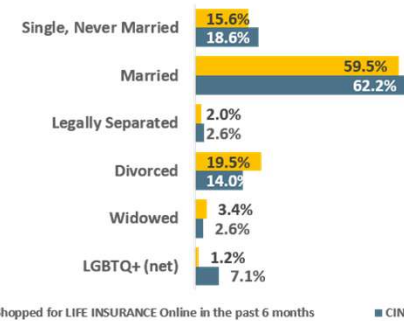
Education Levels: Adults 35 - 64



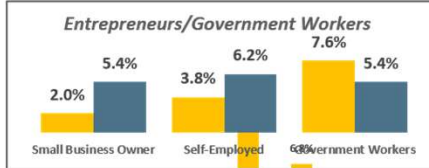
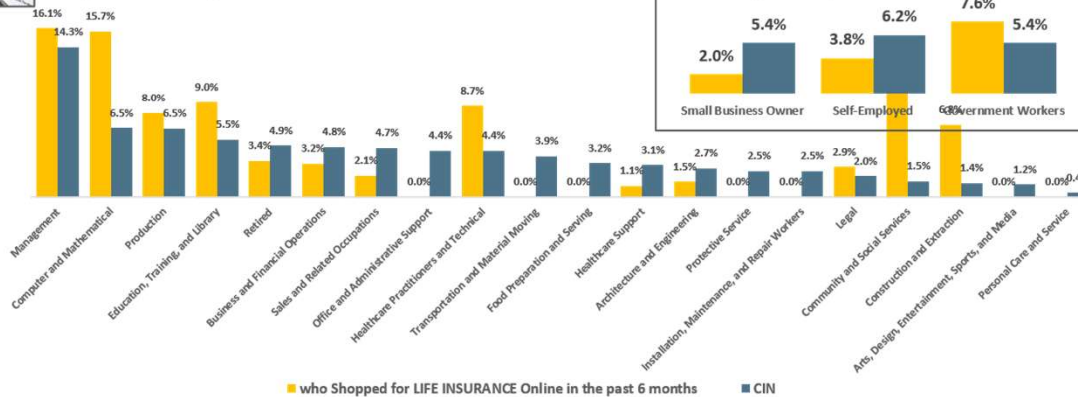
Employment: Adults 35 - 64



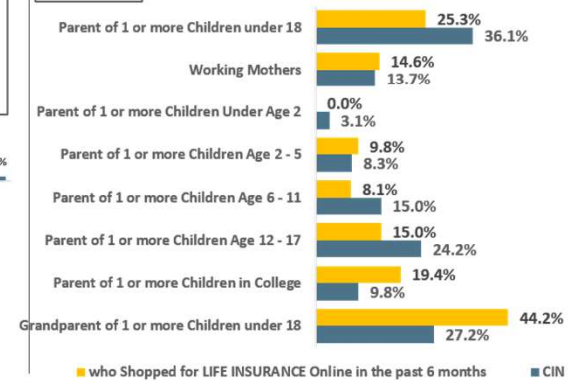
Marital Status: Adults 35 - 64



Top-20 Occupations: Adults 35 - 64



Stage in Life: Adults 35 - 64

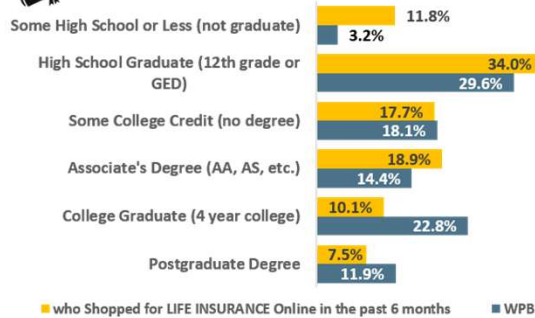




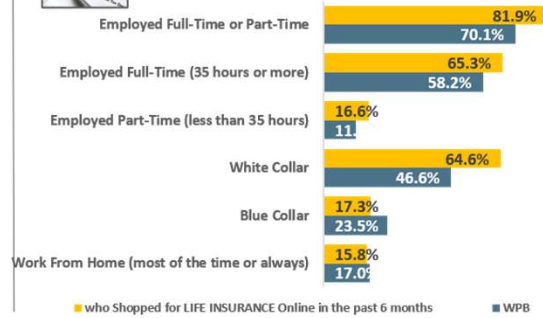
4.7% or 40,261 of WPB DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 49.3% less likely to be a college graduate, 12.2% more likely to work full-time, 19.7% less likely to be married, 35.3% less likely to be a grandparent of 1 or more children und



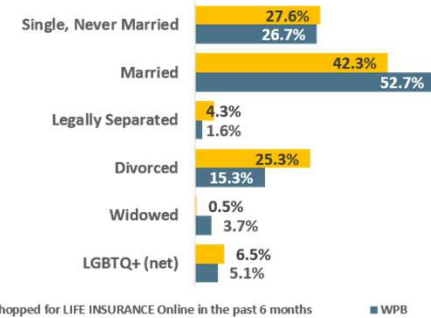
Education Levels: Adults 35 - 64



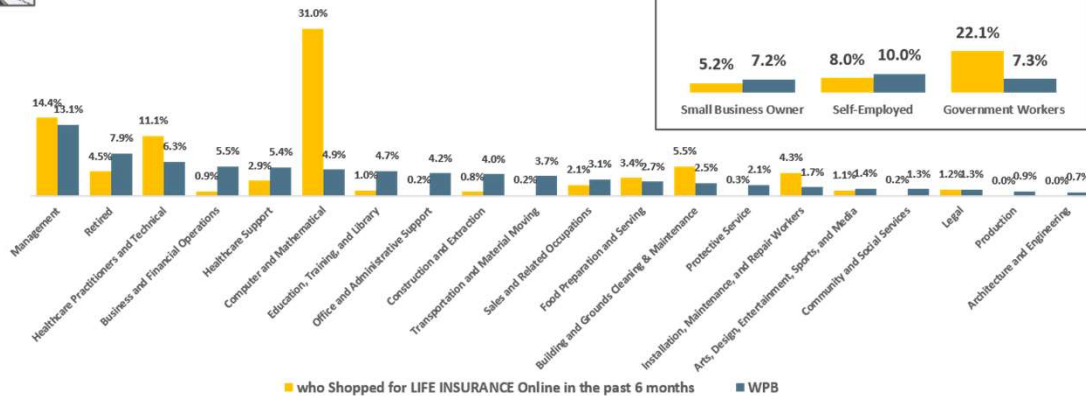
Employment: Adults 35 - 64



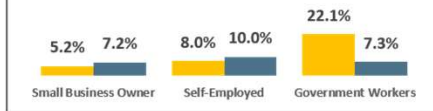
Marital Status: Adults 35 - 64



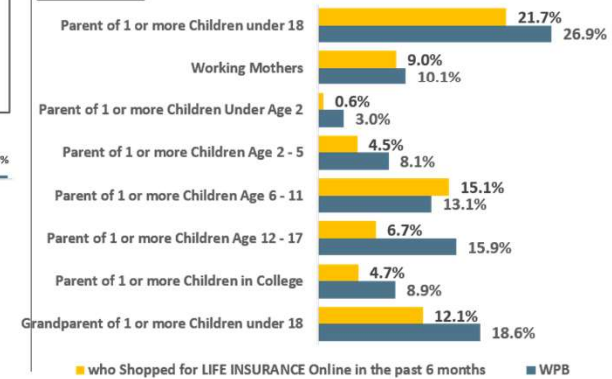
Top-20 Occupations: Adults 35 - 64



Entrepreneurs/Government Workers



Stage in Life: Adults 35 - 64



ETHOS
LIFE INSURANCE

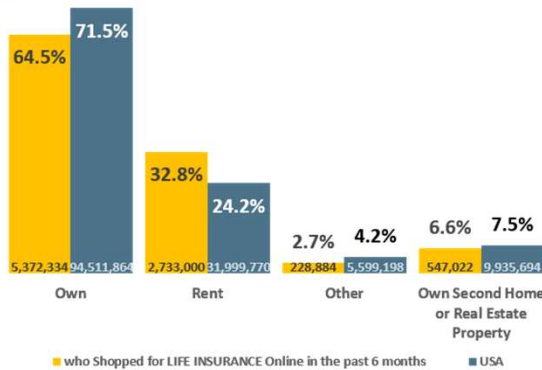


USA

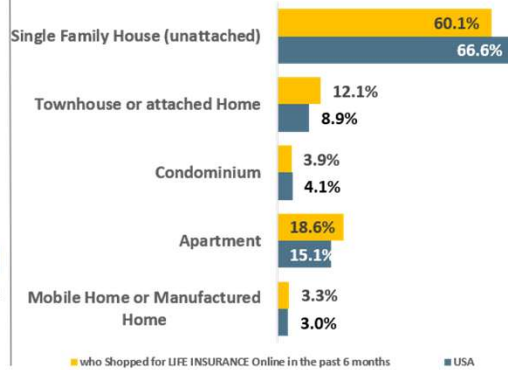
6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 9.9% less likely to own their home, 29.1% more likely to own a higher valued home, 9.7% less likely to have a single-family home,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



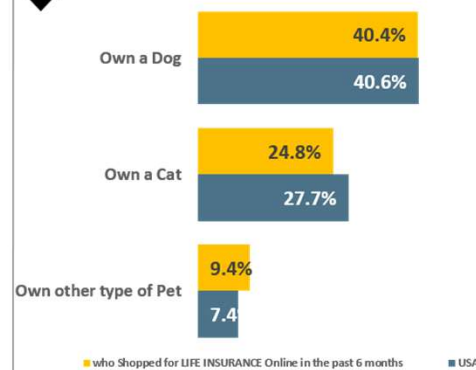
Own/Rent/Other: Adults 35 - 64



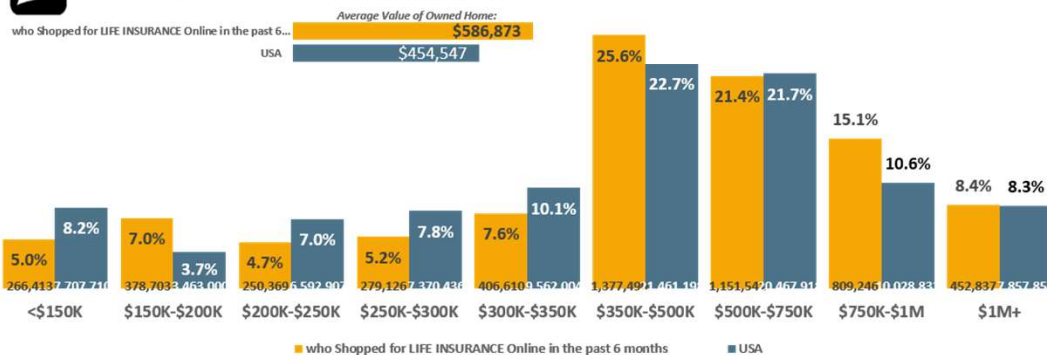
Type of Home: Adults 35 - 64



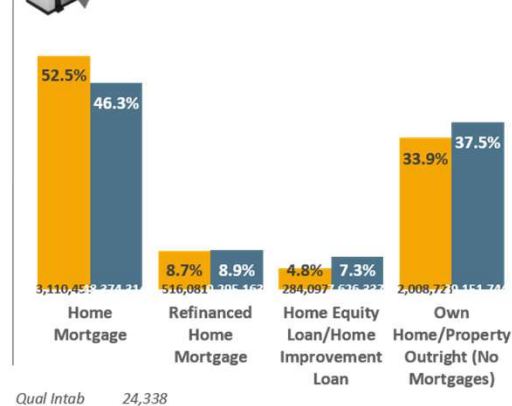
Pets in Home: Adults 35 - 64



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
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

USA Projection Scarborough R1 2026: Jan 25-Mar26

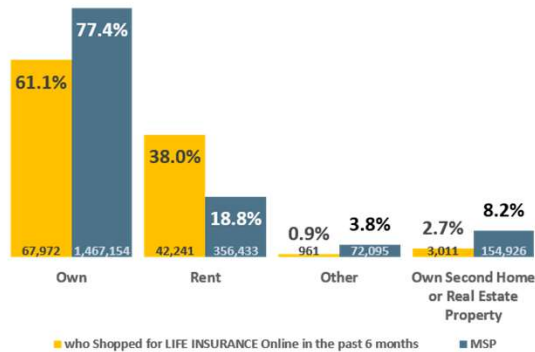
Qual Intab 24,338

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

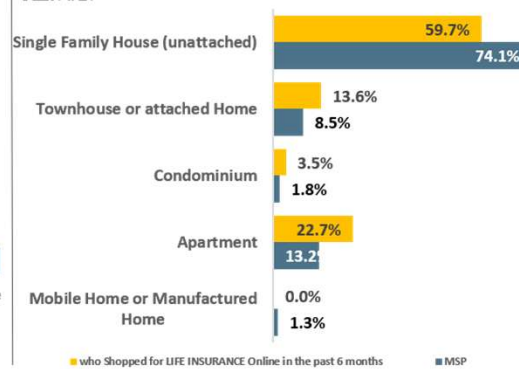
5.9% or 111,174 of MSP DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 21.% less likely to own their home, 2.2% more likely to own a higher valued home, 19.4% less likely to have a single-family home, 27.3% more likely to have a dog.



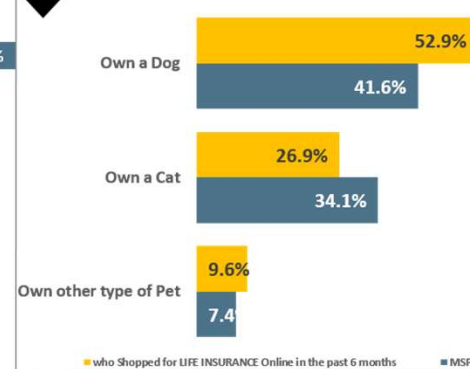
Own/Rent/Other:Adults 35 - 64



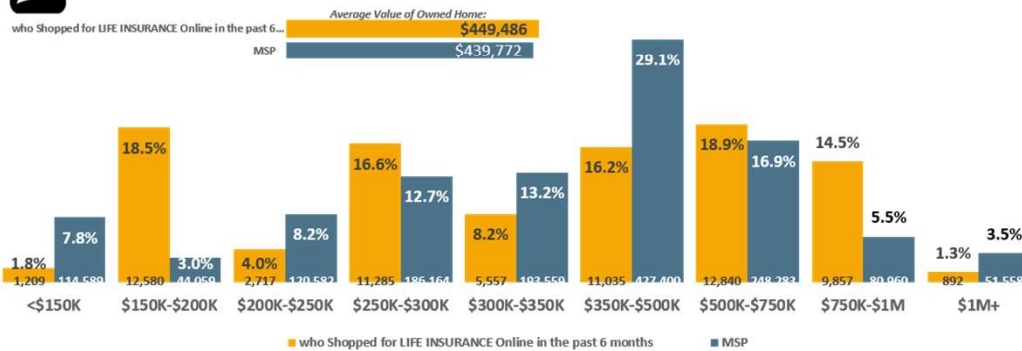
Type of Home:Adults 35 - 64



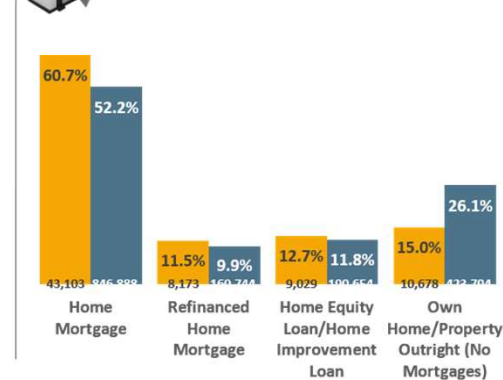
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



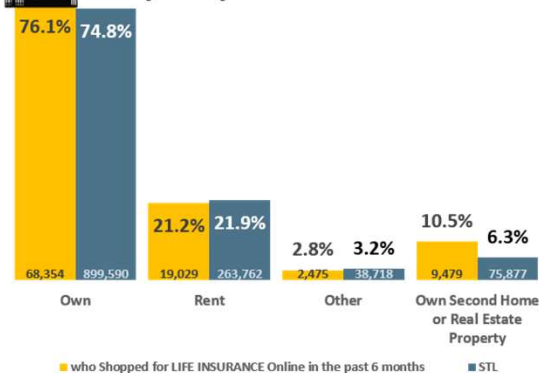
Home Loans: Adults 35 - 64



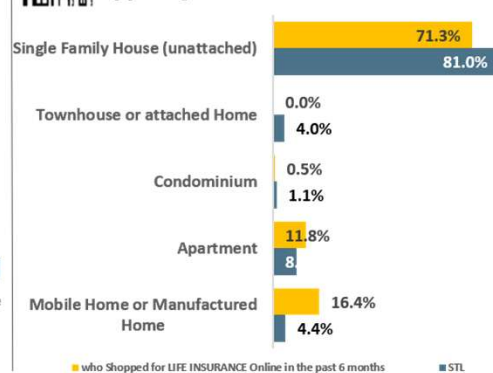
7.5% or 89,858 of STL DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 1.6% more likely to own their home, 1.% more likely to own a lower valued home, 12.% less likely to have a single-family home, 20.5% less likely to have a dog.



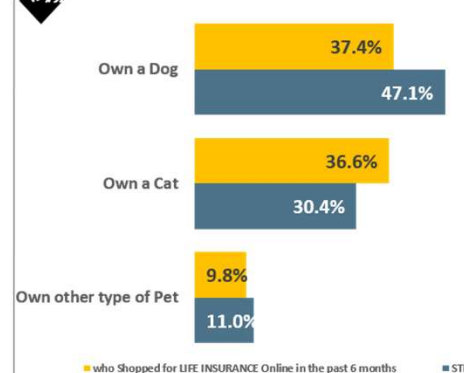
Own/Rent/Other: Adults 35 - 64



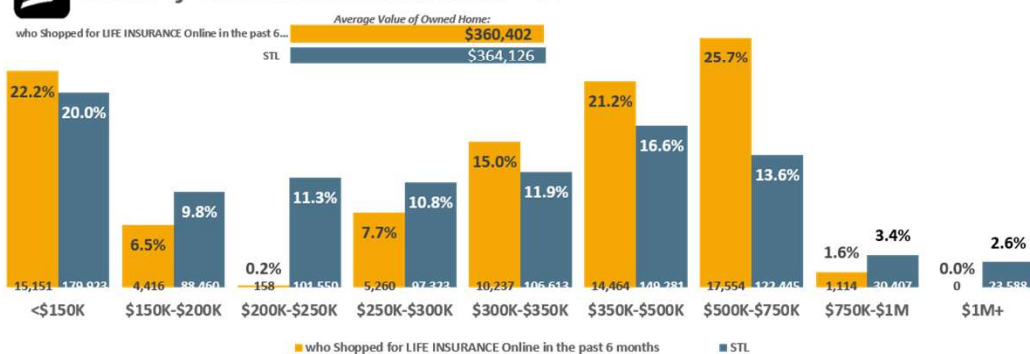
Type of Home: Adults 35 - 64



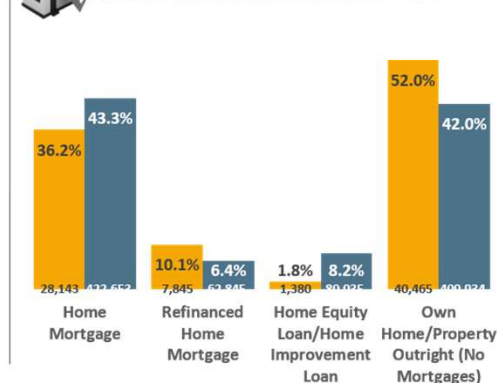
Pets in Home: Adults 35 - 64



Value of Owned Home: Adults 35 - 64

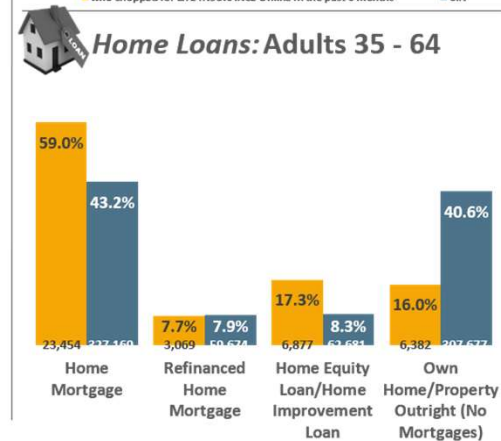
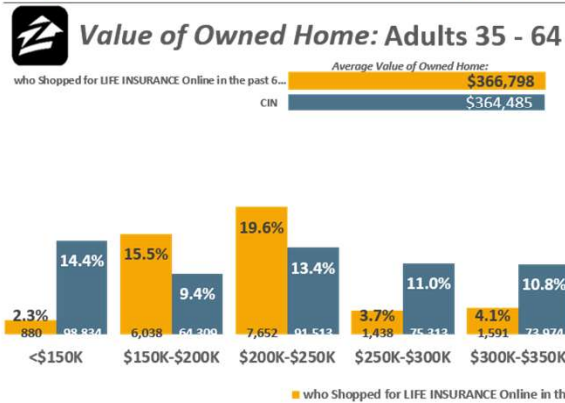
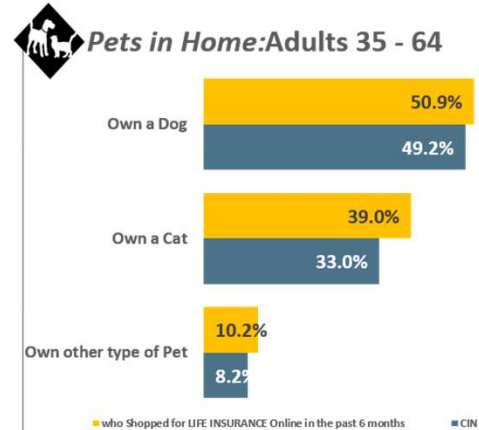
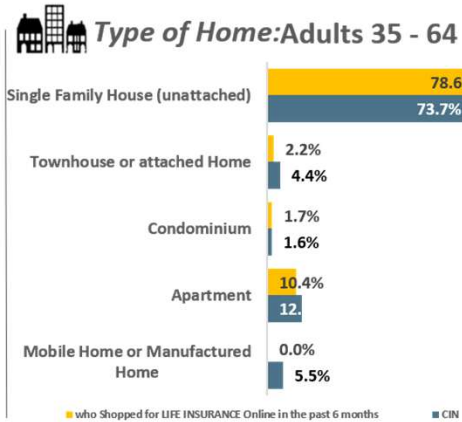
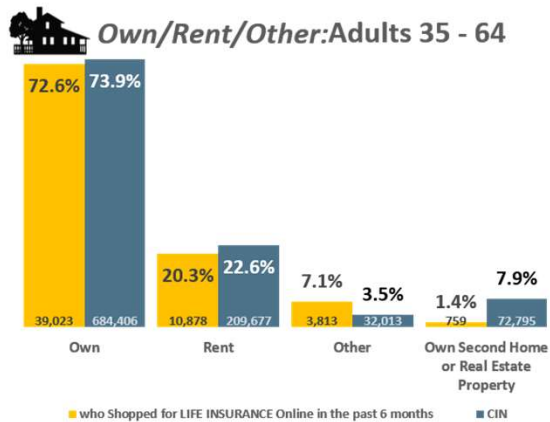


Home Loans: Adults 35 - 64





5.8% or 53,714 of CIN 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 1.7% less likely to own their home, .6% more likely to own a higher valued home, 6.6% more likely to have a single-family home, 3.3% more likely to have a dog.

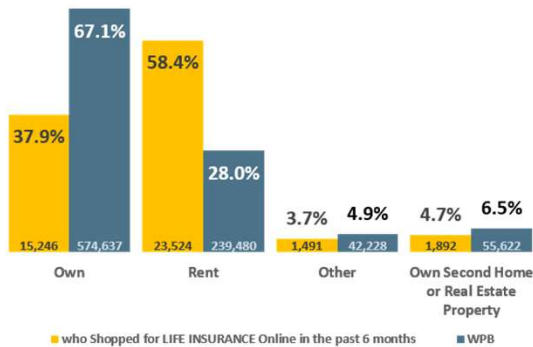




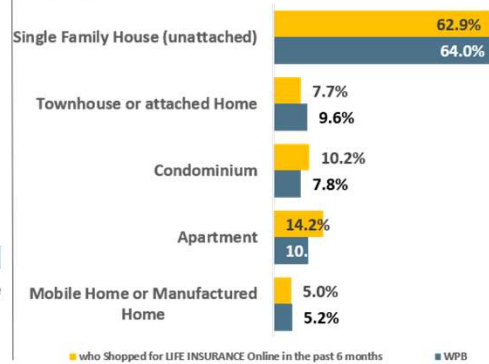
4.7% or 40,261 of WPB DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 43.6% less likely to own their home, 13.5% more likely to own a lower valued home, 1.7% less likely to have a single-family home, 45.5% more likely to have a dog.



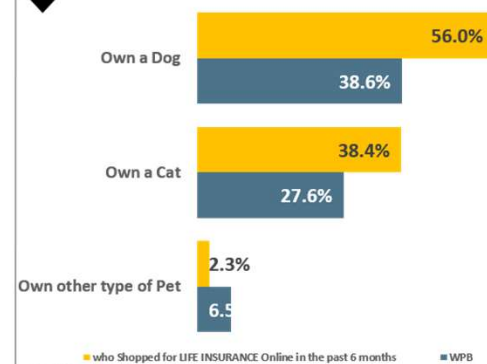
Own/Rent/Other:Adults 35 - 64



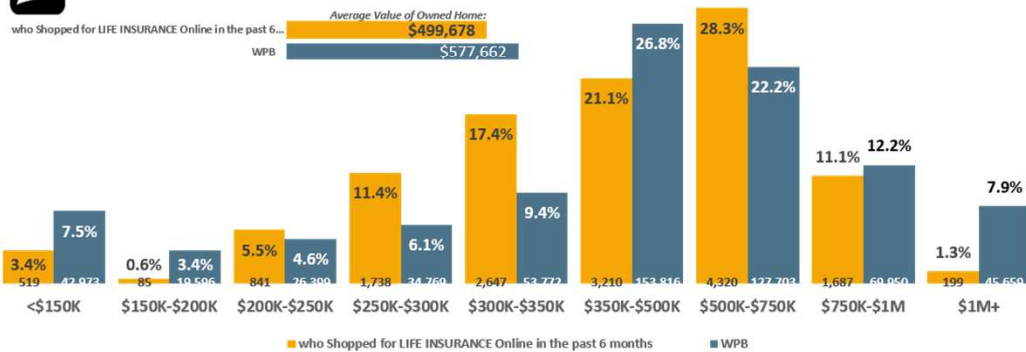
Type of Home:Adults 35 - 64



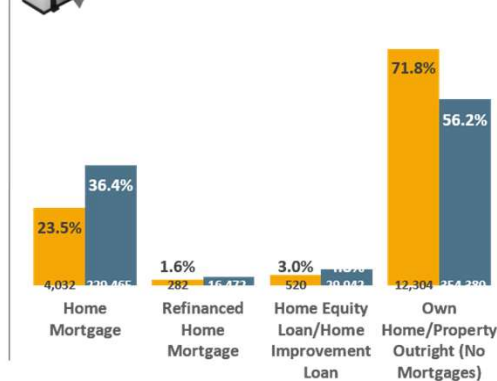
Pets in Home:Adults 35 - 64



Value of Owned Home: Adults 35 - 64



Home Loans: Adults 35 - 64

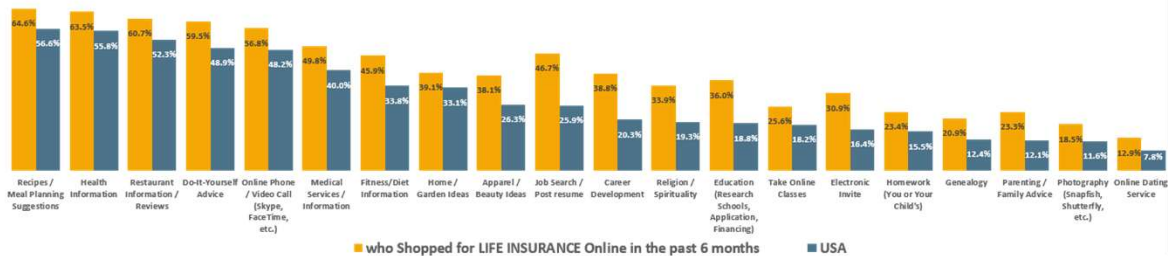




6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 21.7% more likely to look up D-I-Y advice online, 6.4% more likely to always vote in local elections, 12.8% less likely to belong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

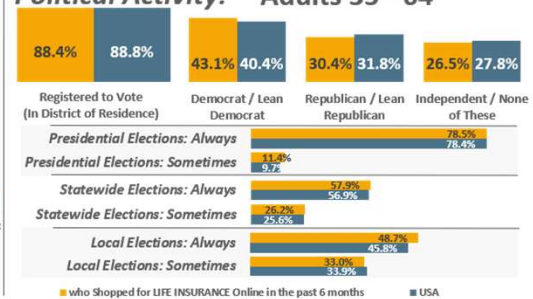


Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



■ who Shopped for LIFE Insurance Online in the past 6 months ■ USA

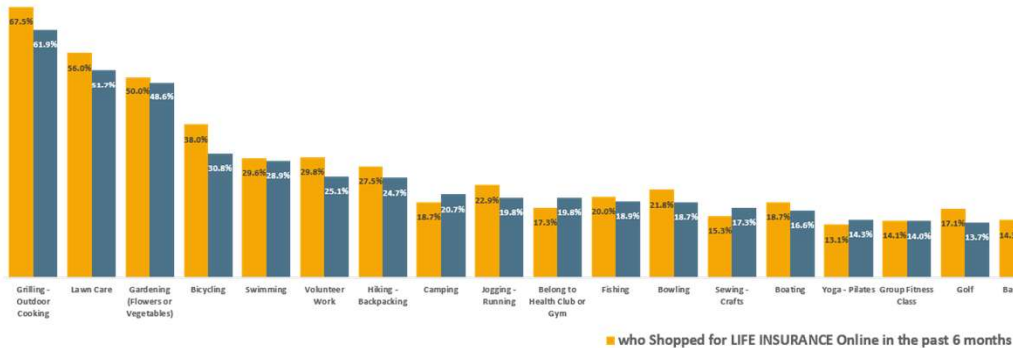
Political Activity: Adults 35 - 64



■ who Shopped for LIFE Insurance Online in the past 6 months ■ USA



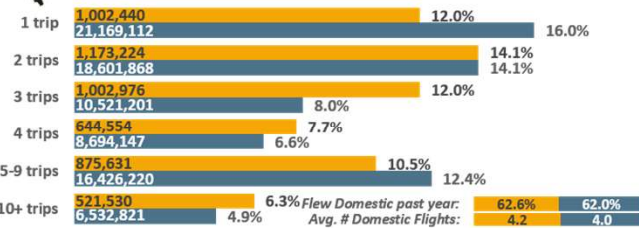
Top-30 past 12-months Active Lifestyle Activities: Adults 35 - 64



■ who Shopped for LIFE Insurance Online in the past 6 months ■ USA



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



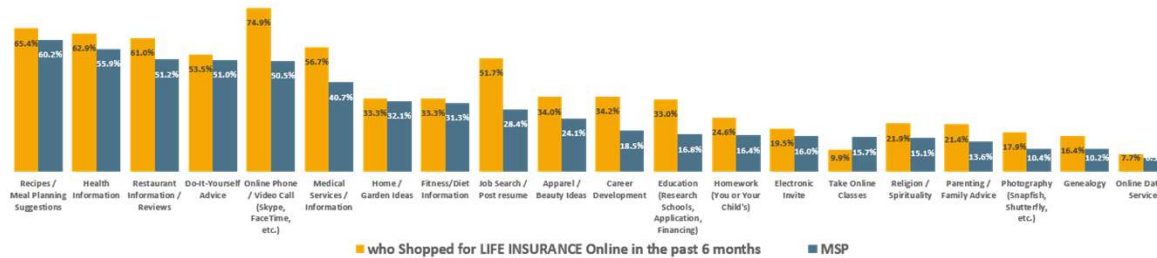
6.3% Flew Domestic past year: 62.6% vs 62.0%



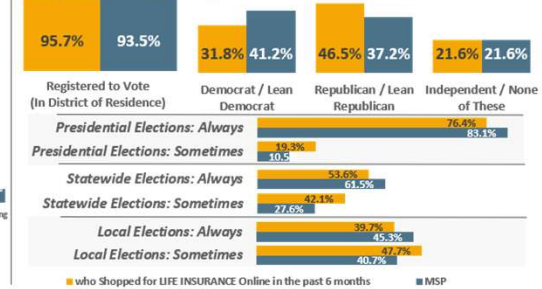
5.9% or 111,174 of MSP DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 4.9% more likely to look up D-I-Y advice online, 12.3% less likely to always vote in local elections, .% more likely to belong to a gym, 9.7% more likely to fly domestic past yr



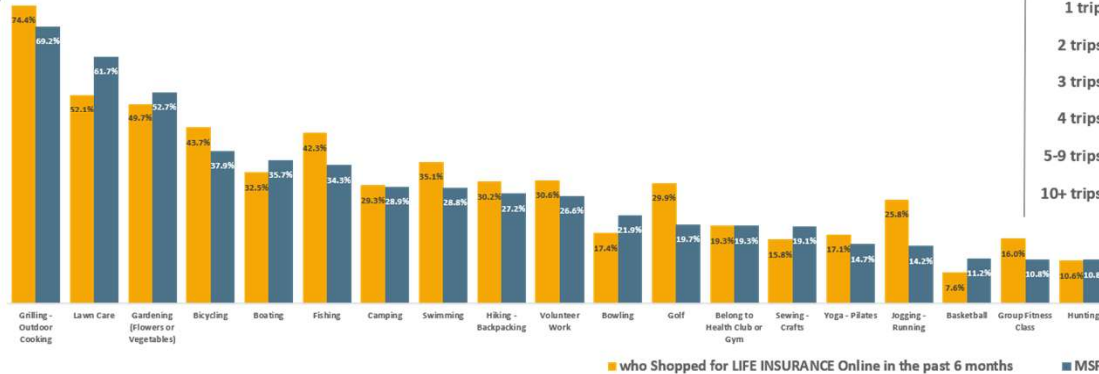
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



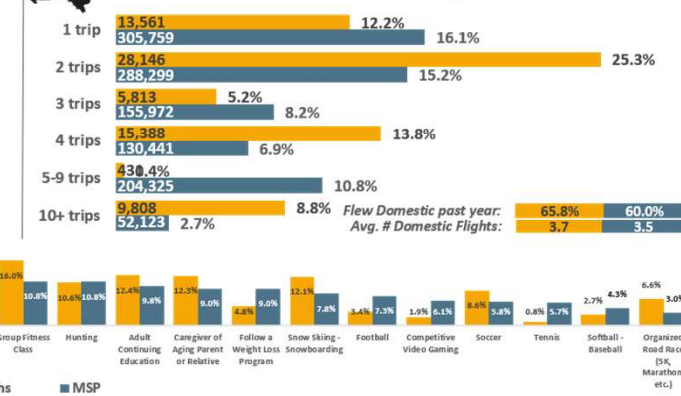
Political Activity: Adults 35 - 64



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



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

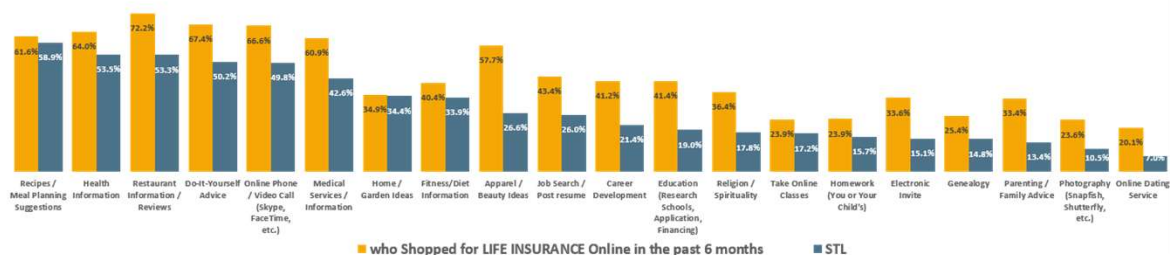




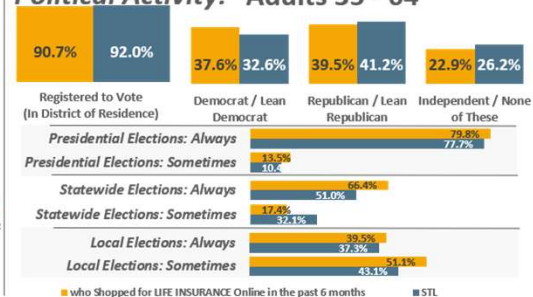
7.5% or 89,858 of STL DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 34.1% more likely to look up D-I-Y advice online, 6% more likely to always vote in local elections, 3.8% more likely to belong to a gym, 16.7% more likely to fly domestic past



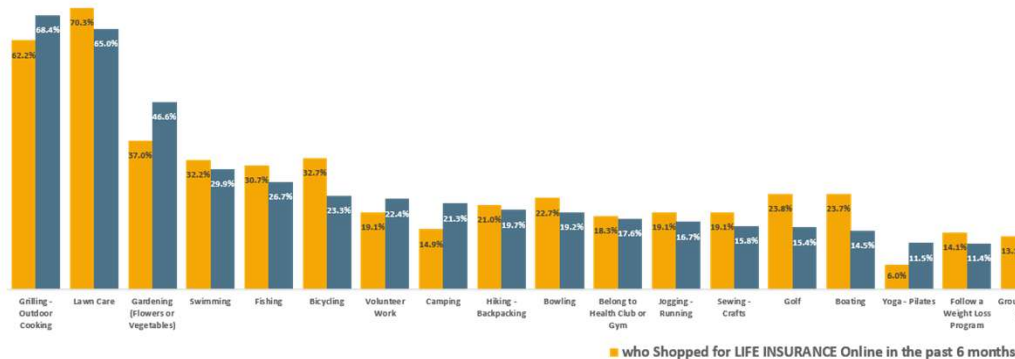
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



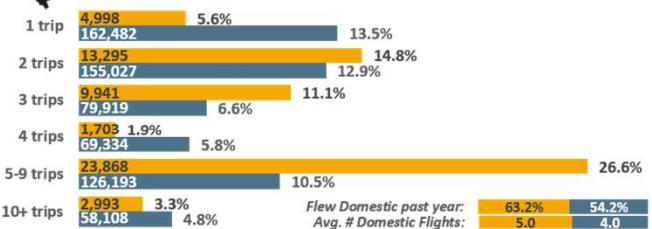
Political Activity: Adults 35 - 64



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



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



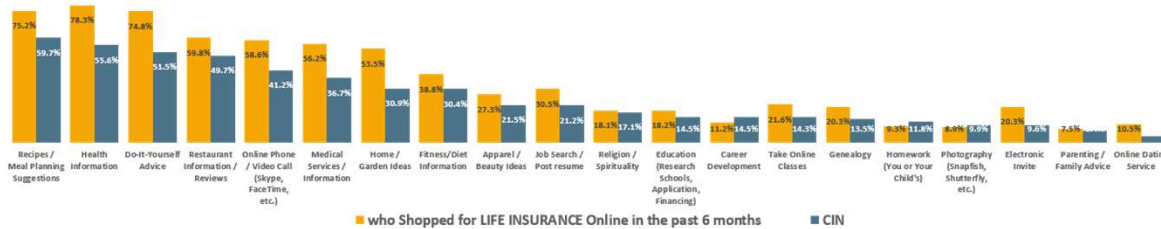
Flew Domestic past year: 63.2%
Avg. # Domestic Flights: 5.0



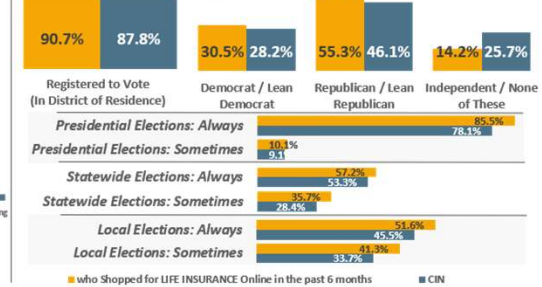
5.8% or 53,714 of CIN DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 45.3% more likely to look up D-I-Y advice online, 13.4% more likely to always vote in local elections, 36.6% less likely to belong to a gym, 8.9% less likely to fly domestic pas



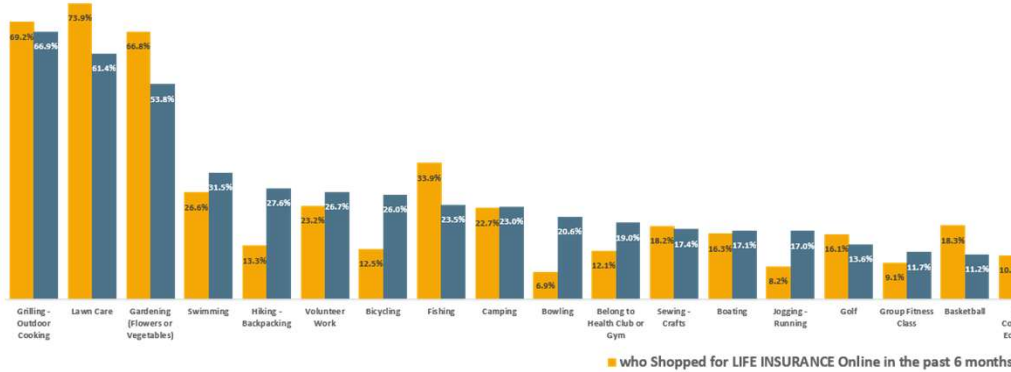
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



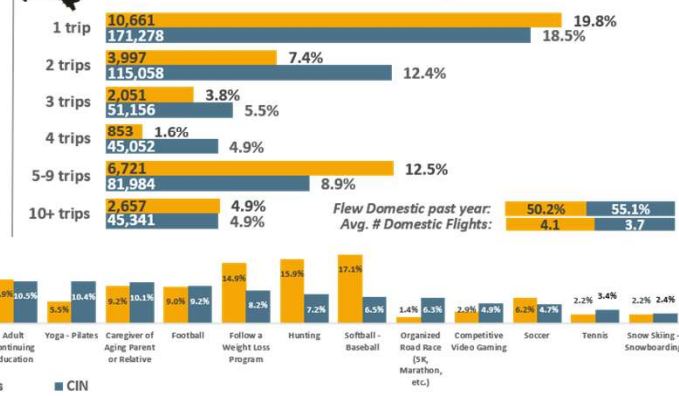
Political Activity: Adults 35 - 64



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



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

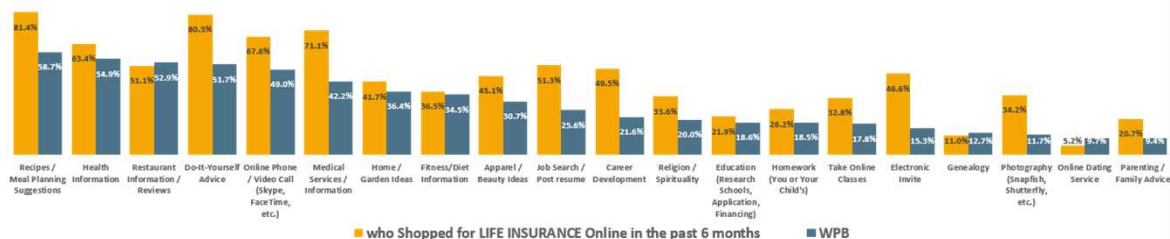




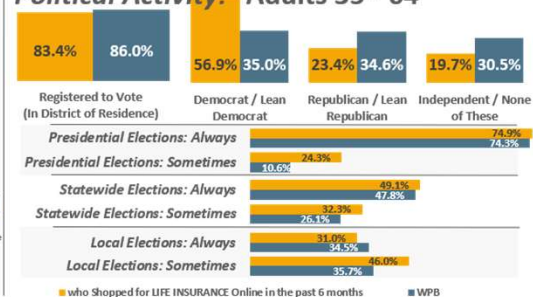
4.7% or 40,261 of WPB DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 55.3% more likely to look up D-I-Y advice online, 10.2% less likely to always vote in local elections, 34.2% less likely to belong to a gym, 32.9% more likely to fly domestic pa



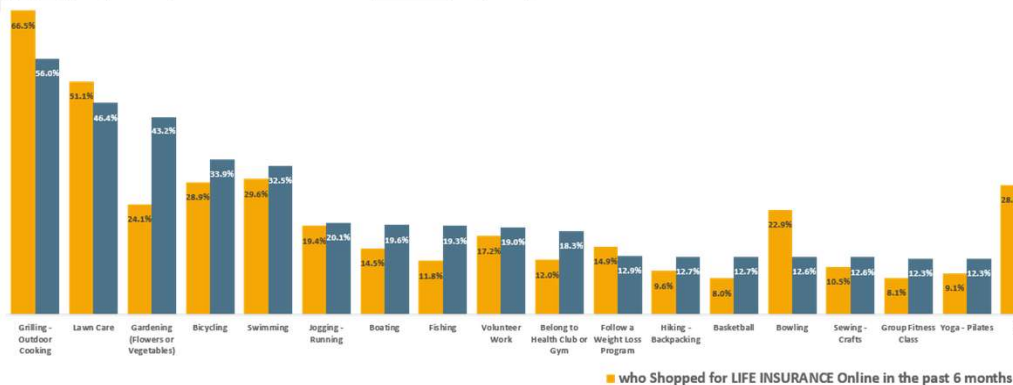
Top-20 past 30-days Online Lifestyle Activities: Adults 35 - 64



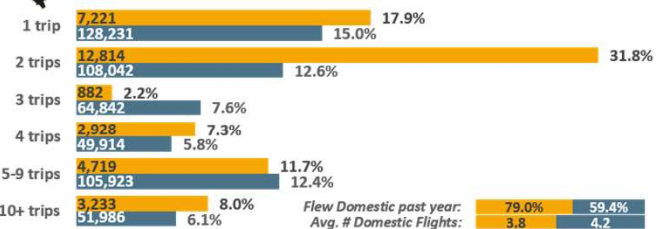
Political Activity: Adults 35 - 64



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



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

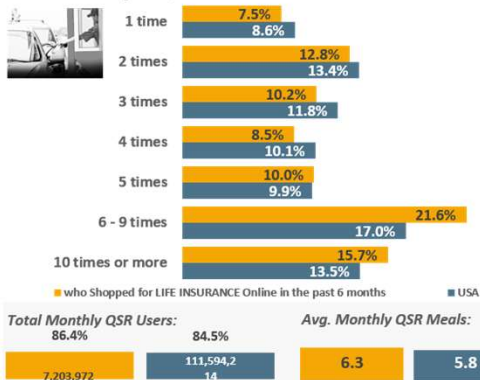


Flew Domestic past year: 79.0%
Avg. # Domestic Flights: 3.8

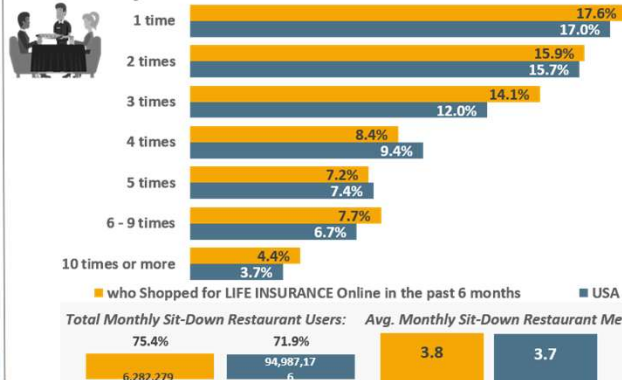


6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 2.3% more likely to use QSRs past mo., 4.8% more likely to use Sit-Down Restaurants past mo., 7.1% more likely to use Casinos past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

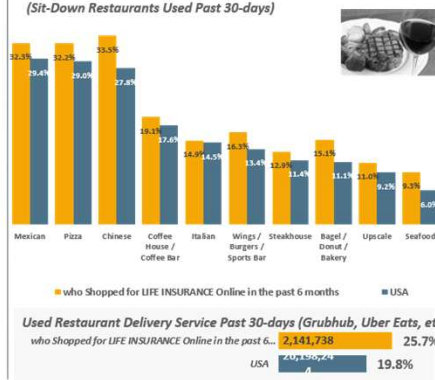
Past 30-days QSR Users: Adults 35 - 64



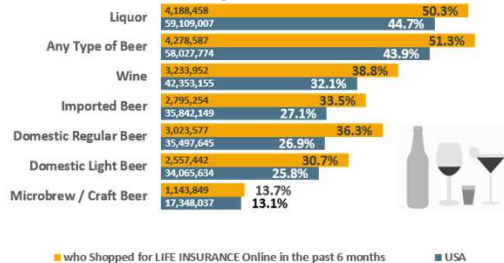
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



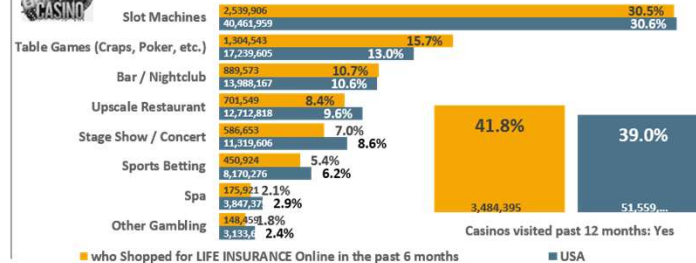
Top-10 Cuisines: Adults 35 - 64



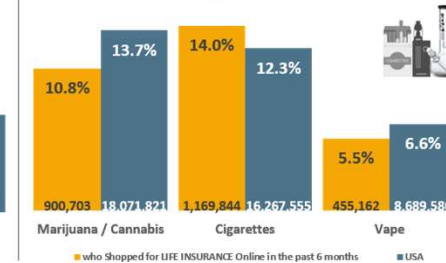
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



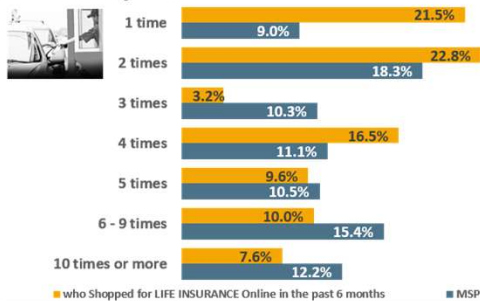
Used Past 30-days: Adults 35 - 64



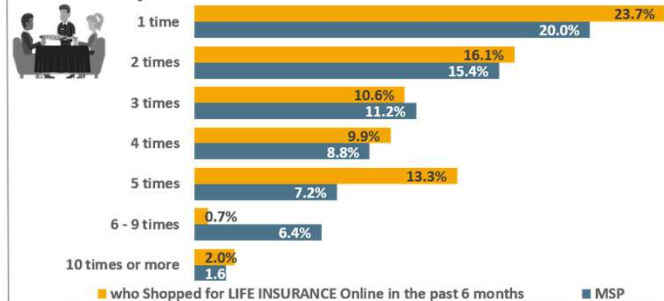


5.9% or 111,174 of MSP DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 5.3% more likely to use QSRs past mo., 8.2% more likely to use Sit-Down Restaurants past mo., 1.8% more likely to use Casinos past yr., 59.9% less likely to smoke cigarettes.

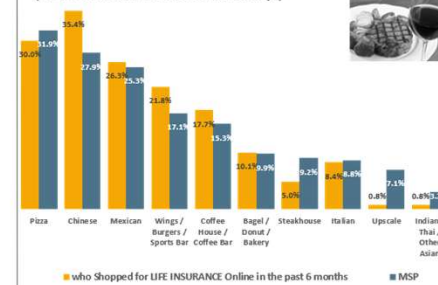
Past 30-days QSR Users: Adults 35 - 64



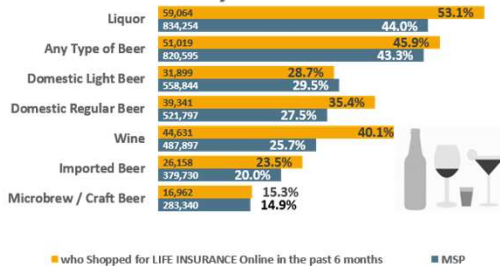
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



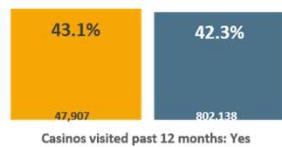
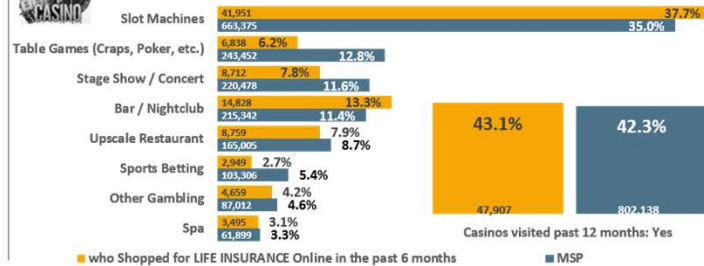
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



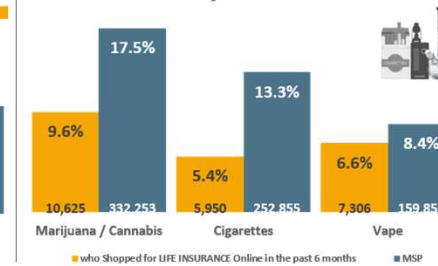
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



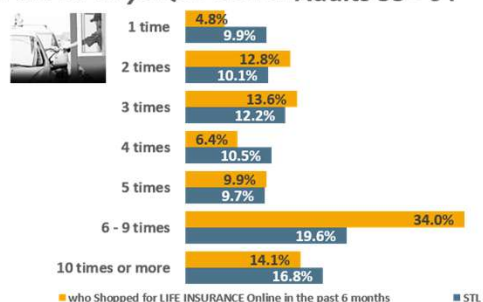
Used Past 30-days: Adults 35 - 64



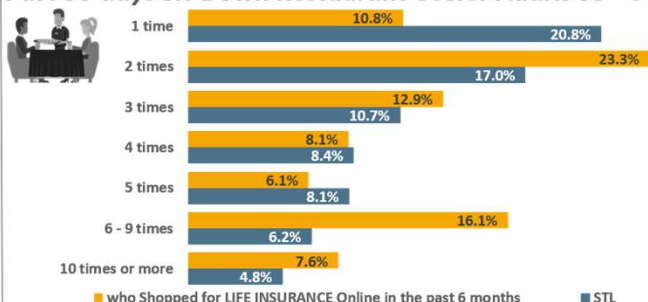


7.5% or 89,858 of STL DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 7.6% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 21.2% more likely to use Casinos past yr., 30.7% less likely to smoke cigarettes.

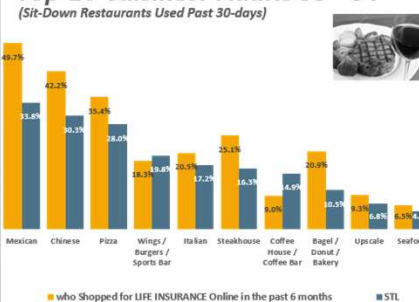
Past 30-days QSR Users: Adults 35 - 64



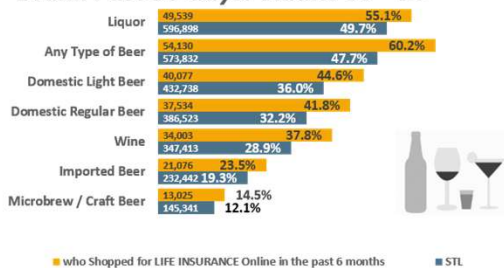
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



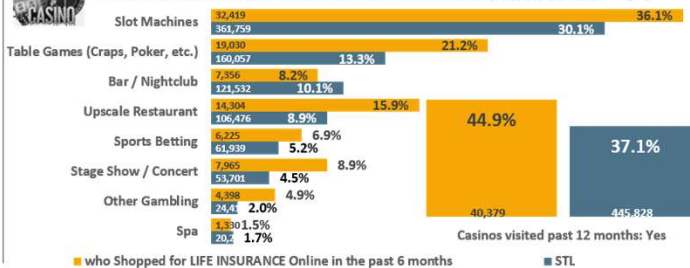
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



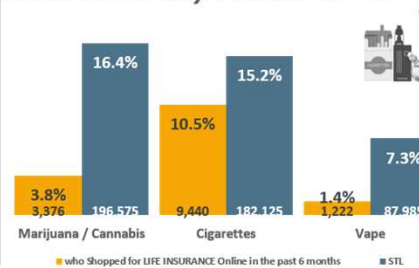
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



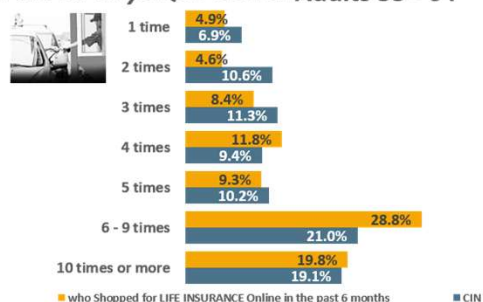
Used Past 30-days: Adults 35 - 64



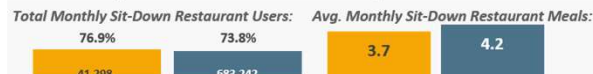
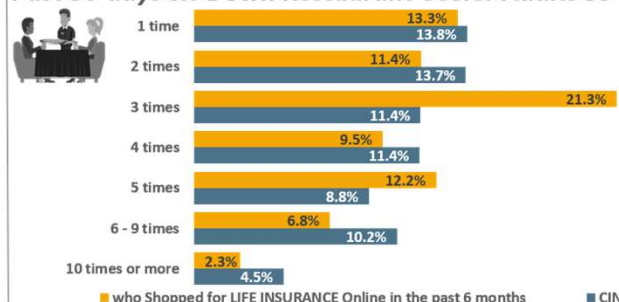


5.8% or 53,714 of CIN DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are .9% less likely to use QSRs past mo., 4.2% more likely to use Sit-Down Restaurants past mo., 23.% less likely to use Casinos past yr., 38.7% less likely to smoke cigarettes.

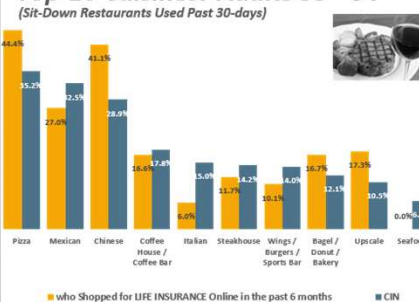
Past 30-days QSR Users: Adults 35 - 64



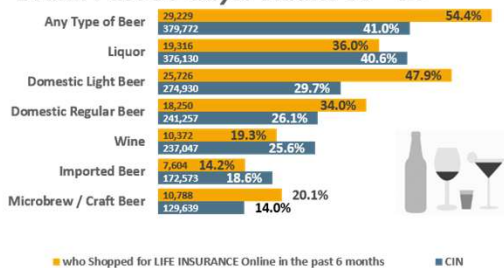
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



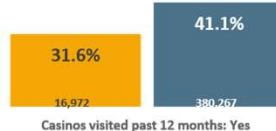
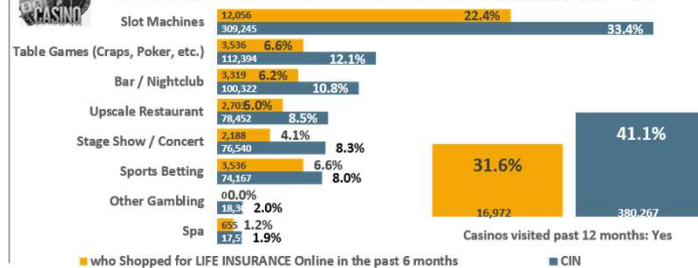
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



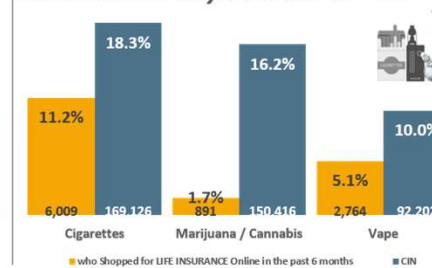
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



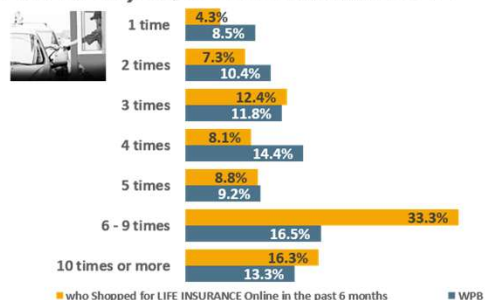
Used Past 30-days: Adults 35 - 64



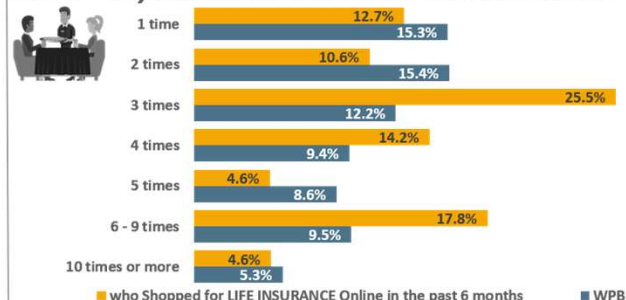


4.7% or 40,261 of WPB DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 7.4% more likely to use QSRs past mo., 18.7% more likely to use Sit-Down Restaurants past mo., 67.% more likely to use Casinos past yr., 78.3% less likely to smoke cigarettes.

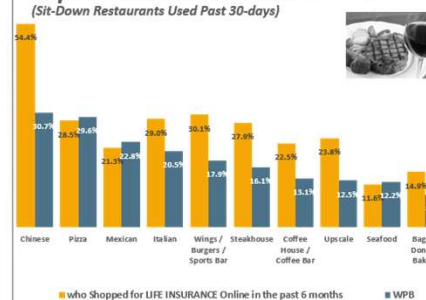
Past 30-days QSR Users: Adults 35 - 64



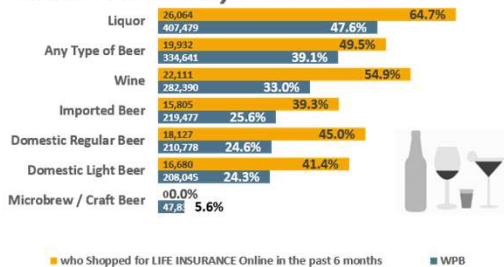
Past 30-days Sit-Down Restaurant Users: Adults 35 - 64



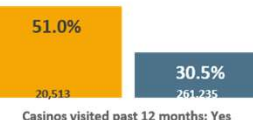
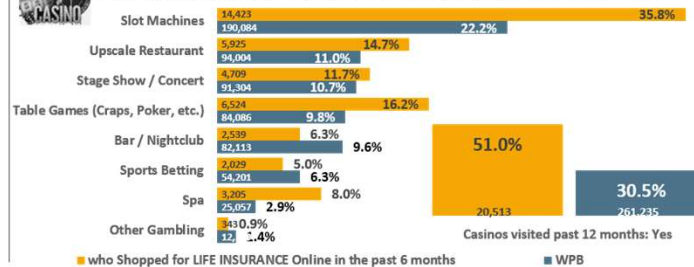
Top-10 Cuisines: Adults 35 - 64 (Sit-Down Restaurants Used Past 30-days)



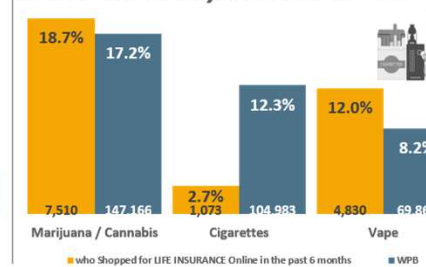
Drank Past 30-days: Adults 35 - 64



Past 12 months Casino Activities: Adults 35 - 64



Used Past 30-days: Adults 35 - 64





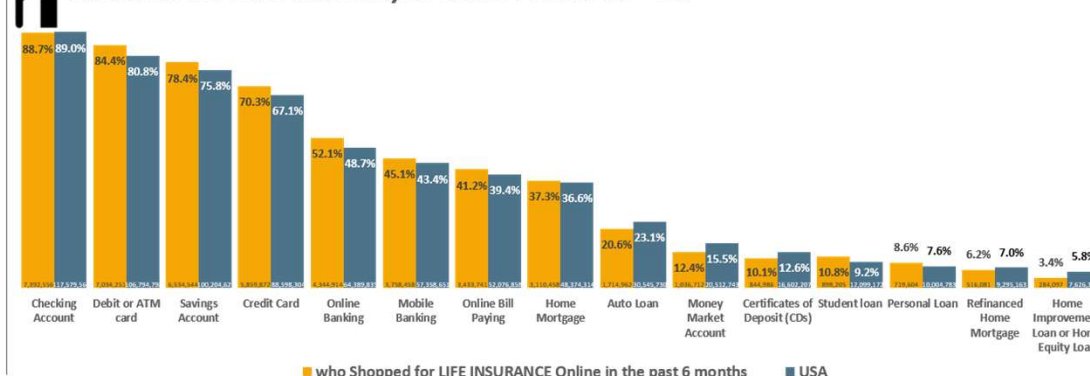
6.3% or 8,334,218 of USA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are .6% less likely to have a 401K, 11.% less likely to have an Auto Loan, 2.4% more likely to Invest/Trade Stocks Online, 3.1% more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



Investments Owned: Adults 35 - 64



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



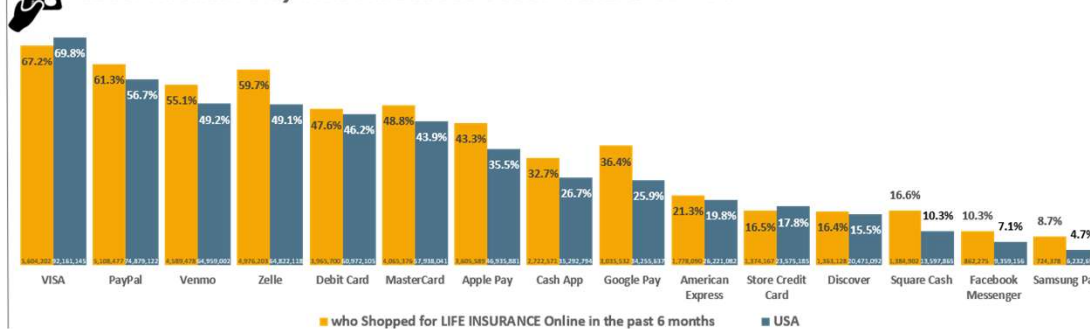
Professional Services Used*: Adults 35 - 64



(*Past 12 Months)



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

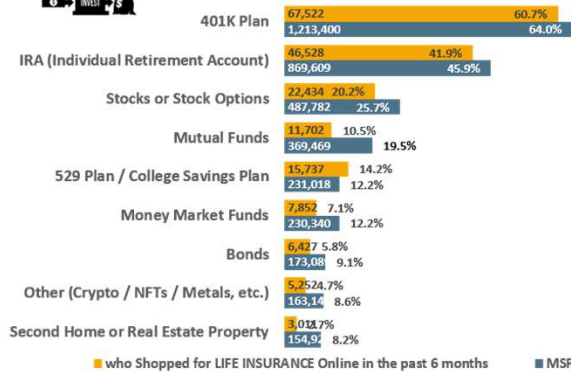




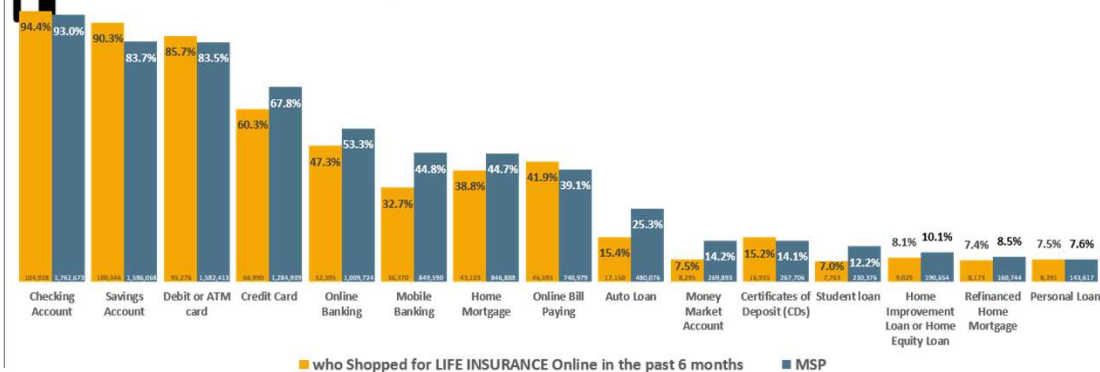
5.9% or 111,174 of MSP DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 5.1% less likely to have a 401K, 39.1% less likely to have an Auto Loan, 51.4% less likely to Invest/Trade Stocks Online, 7.9% more likely to pay with their Debit Card.



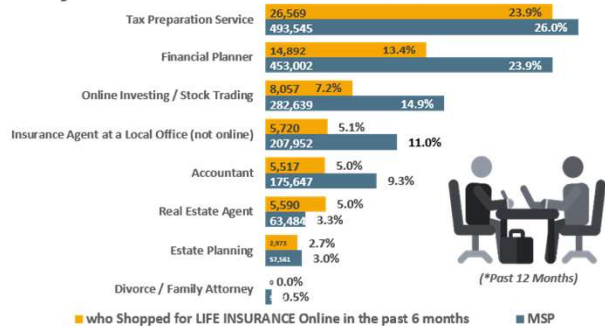
Investments Owned: Adults 35 - 64



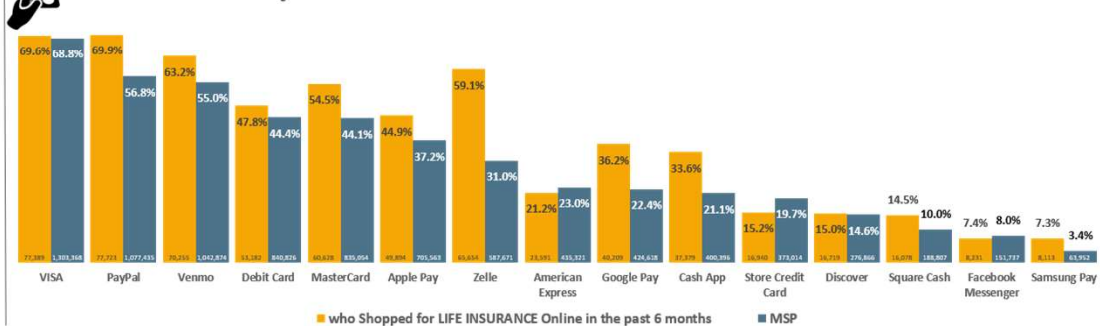
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



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

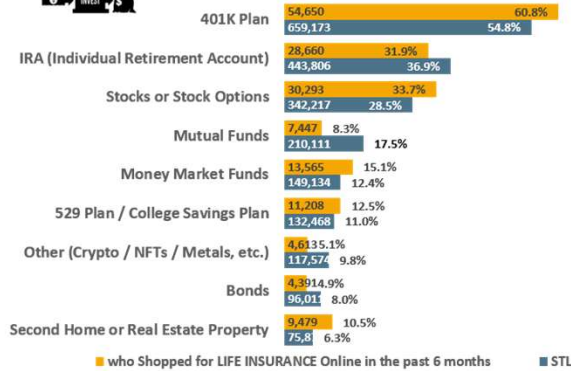




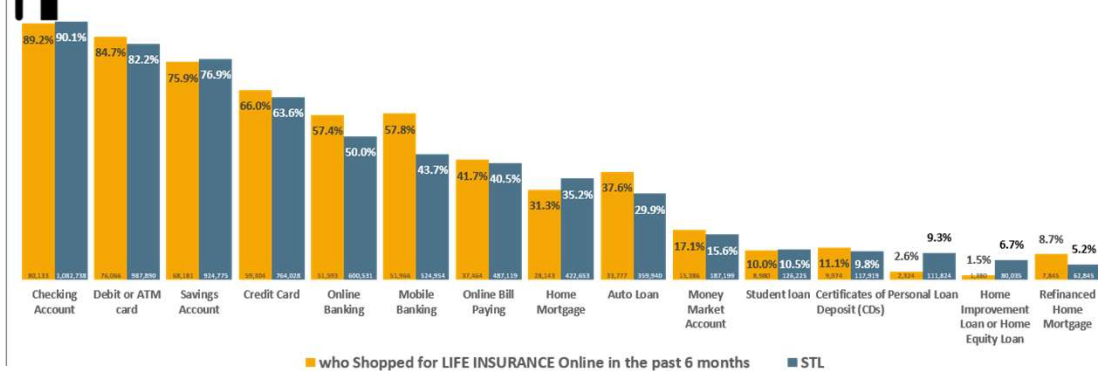
7.5% or 89,858 of STL DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 10.9% more likely to have a 401K, 25.5% more likely to have an Auto Loan, 87.8% more likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.



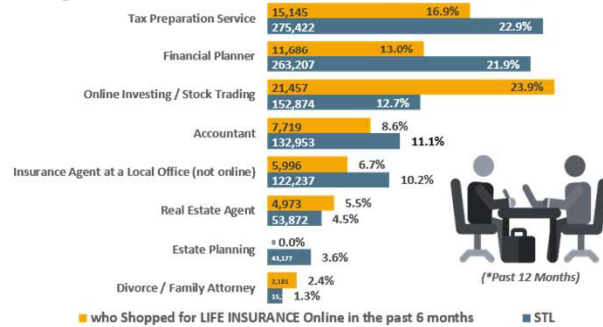
Investments Owned: Adults 35 - 64



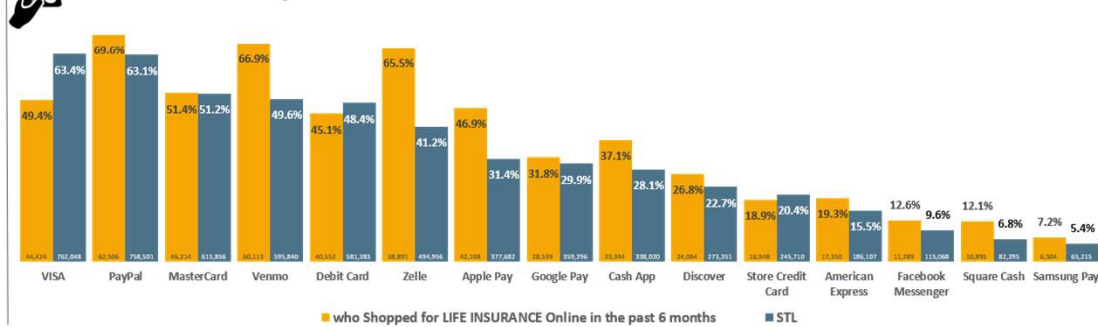
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



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

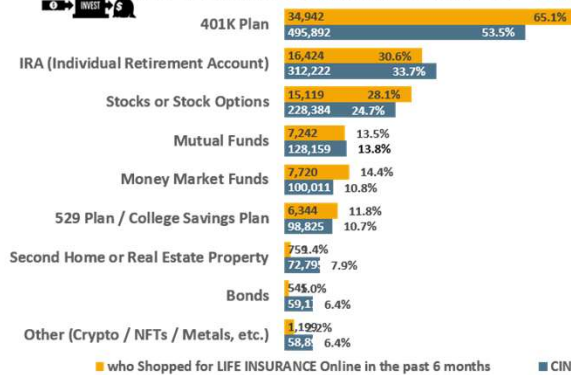




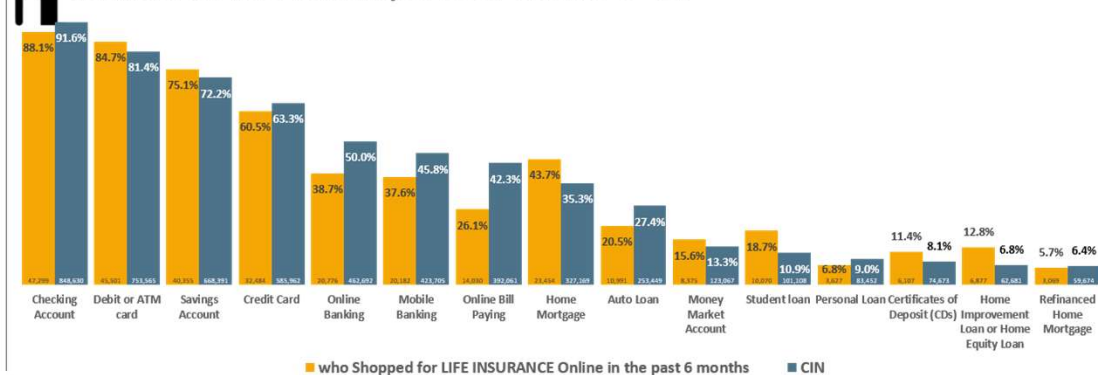
5.8% or 53,714 of CIN DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 21.5% more likely to have a 401K, 25.2% less likely to have an Auto Loan, 31.1% more likely to Invest/Trade Stocks Online, 21.5% more likely to pay with their Debit Card.



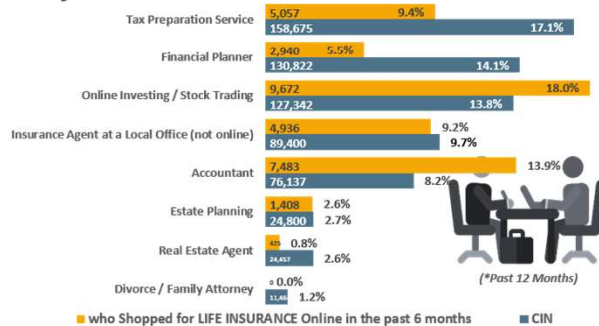
Investments Owned: Adults 35 - 64



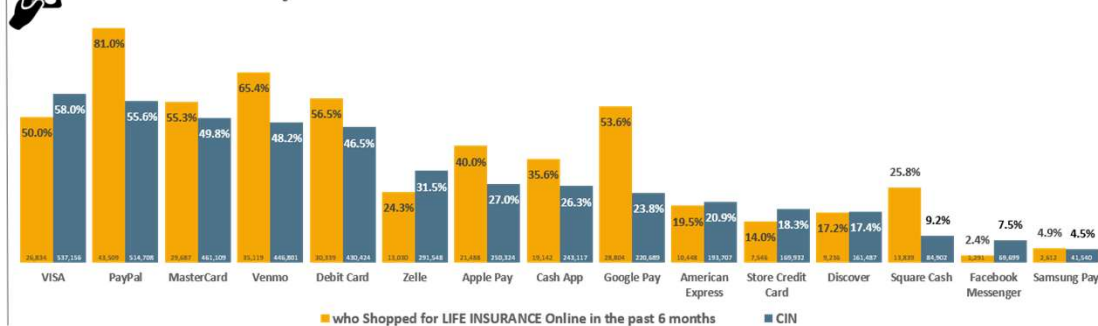
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64



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

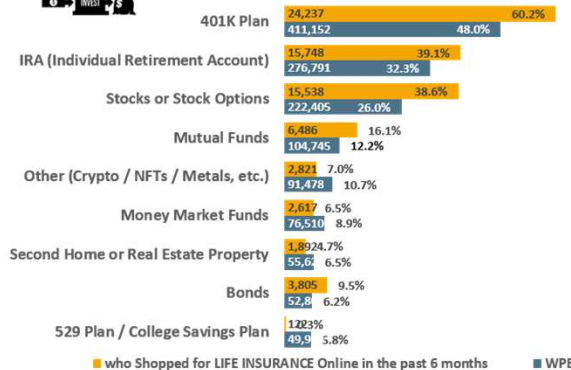




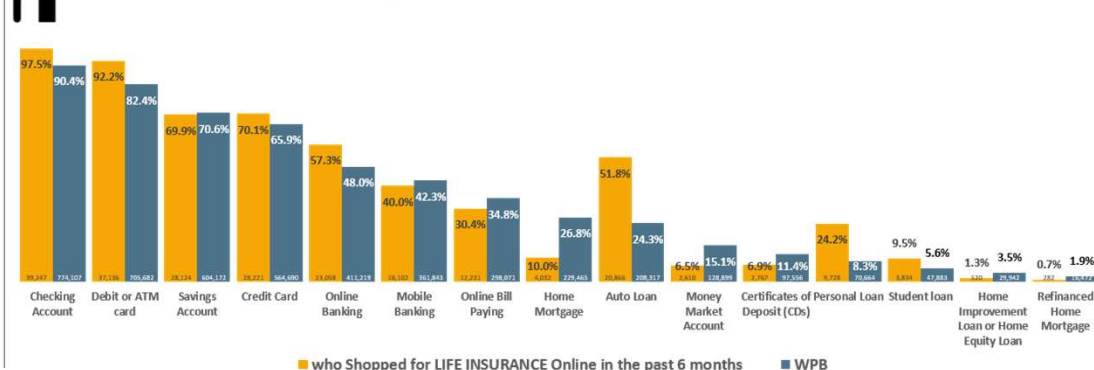
4.7% or 40,261 of WPB DMA Adults 35 - 64 Shopped for LIFE INSURANCE Online in the past 6 months. Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months are 25.4% more likely to have a 401K, 113.% more likely to have an Auto Loan, 21.6% less likely to Invest/Trade Stocks Online, 37.8% more likely to pay with their Debit Card.



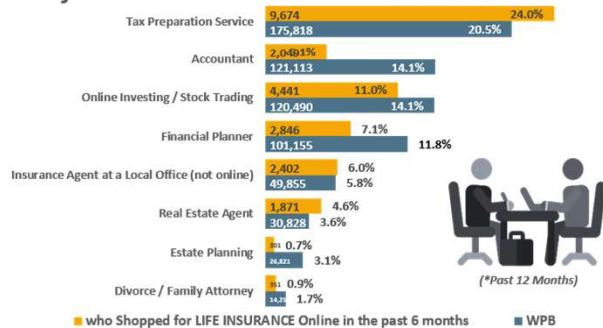
Investments Owned: Adults 35 - 64



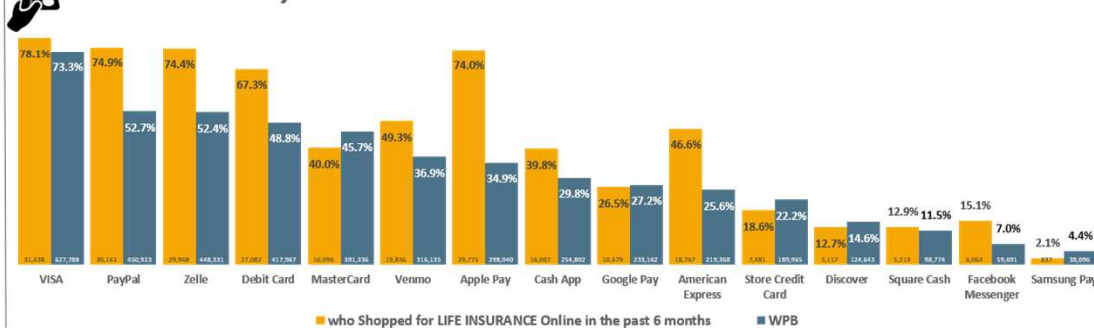
Financial Services Has and/or Uses: Adults 35 - 64



Professional Services Used*: Adults 35 - 64

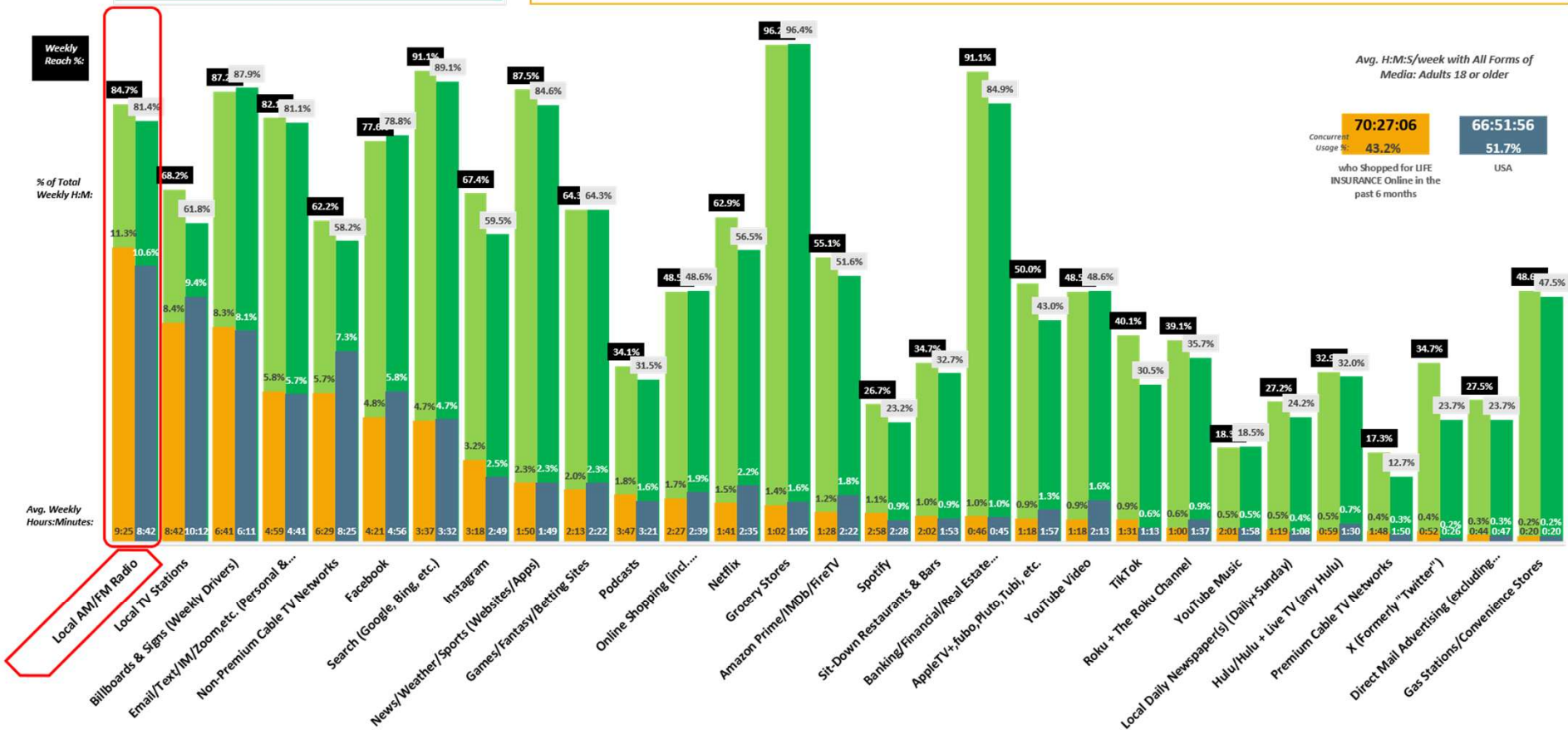


Past 3-Months Payment Methods Used: Adults 35 - 64





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.



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

Concurrent Usage %: **70:27:06** (43.2%) **66:51:56** (51.7%)

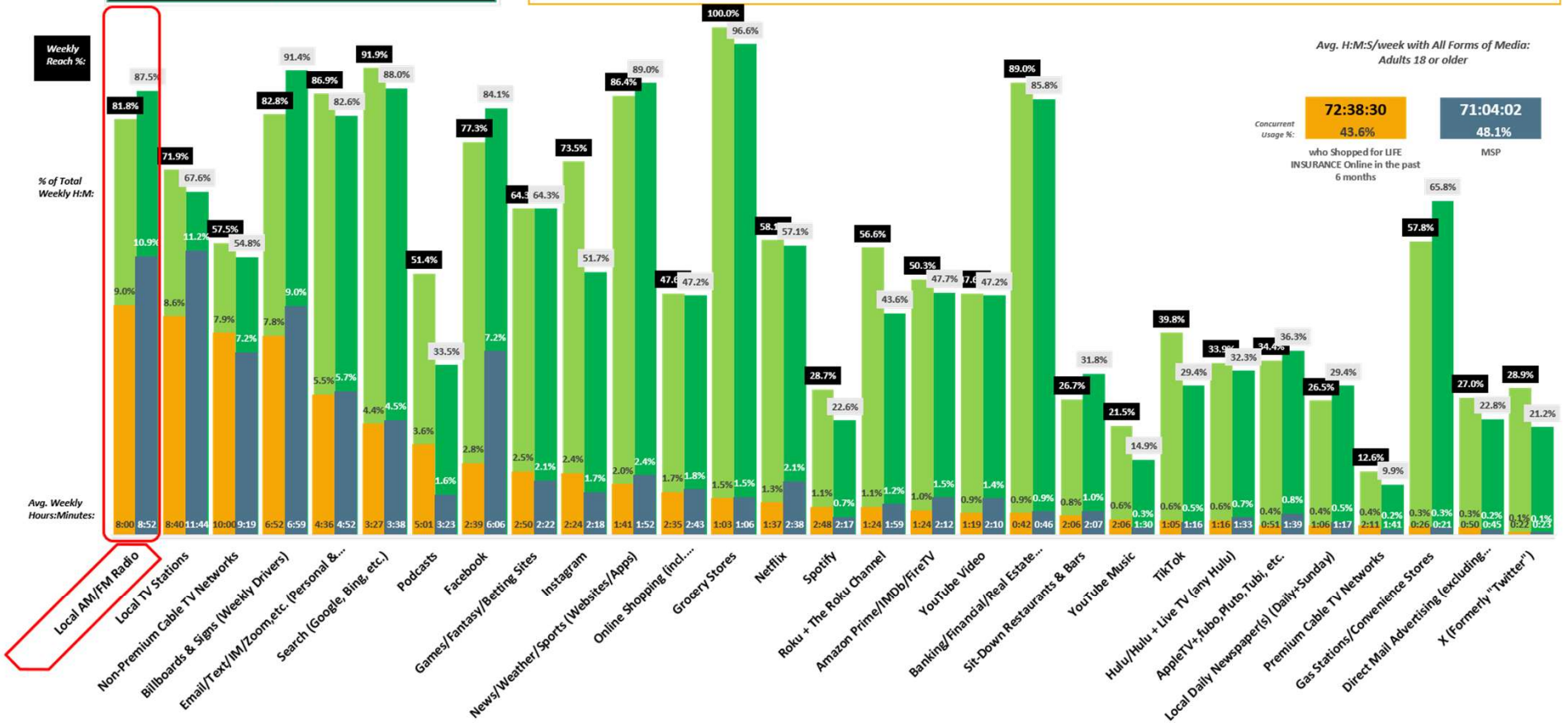
who Shopped for LIFE INSURANCE Online in the past 6 months USA

ETHOS
LIFE INSURANCE



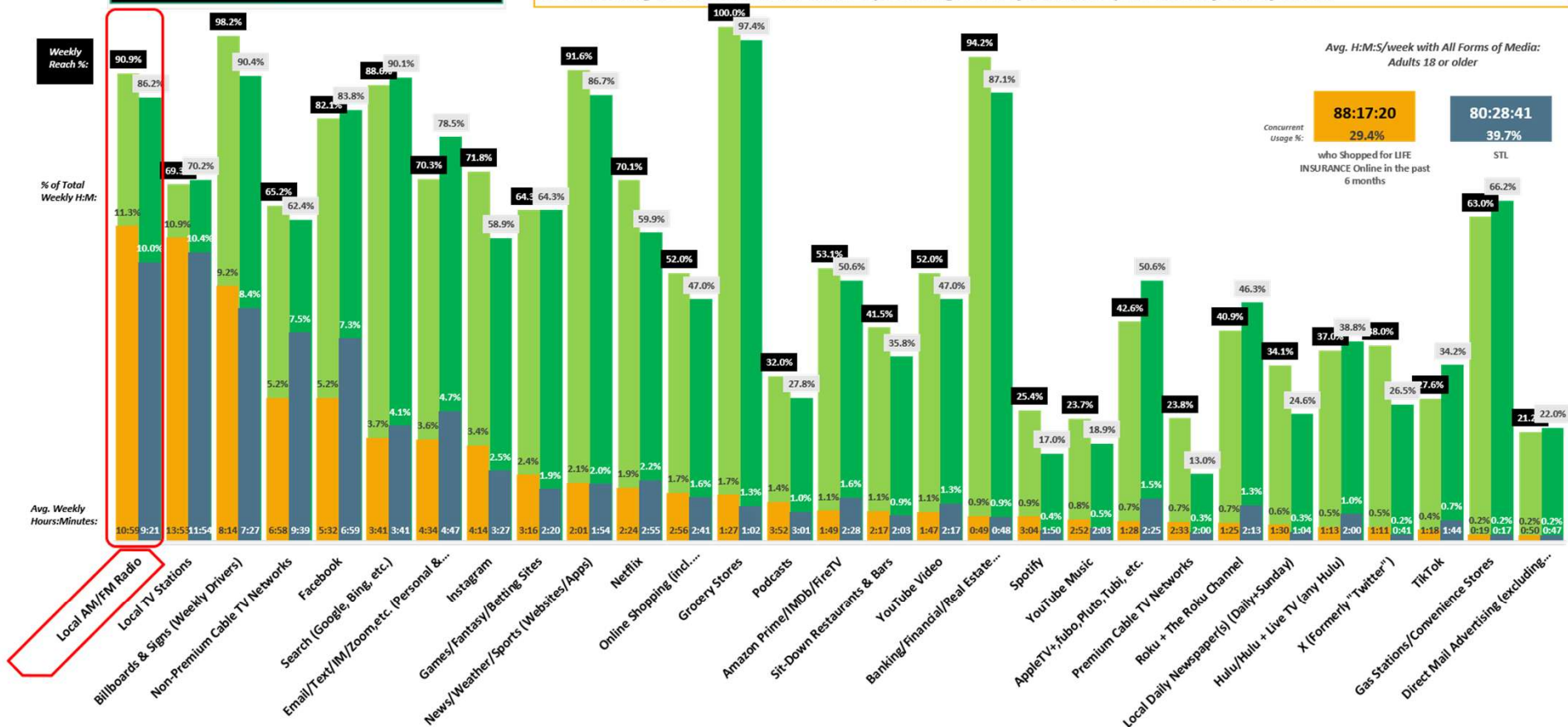
MSP

Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 3 days, 0 hours, 38 minutes and 30 seconds each week with All Forms of Media.
81.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 8 hours and 0 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.





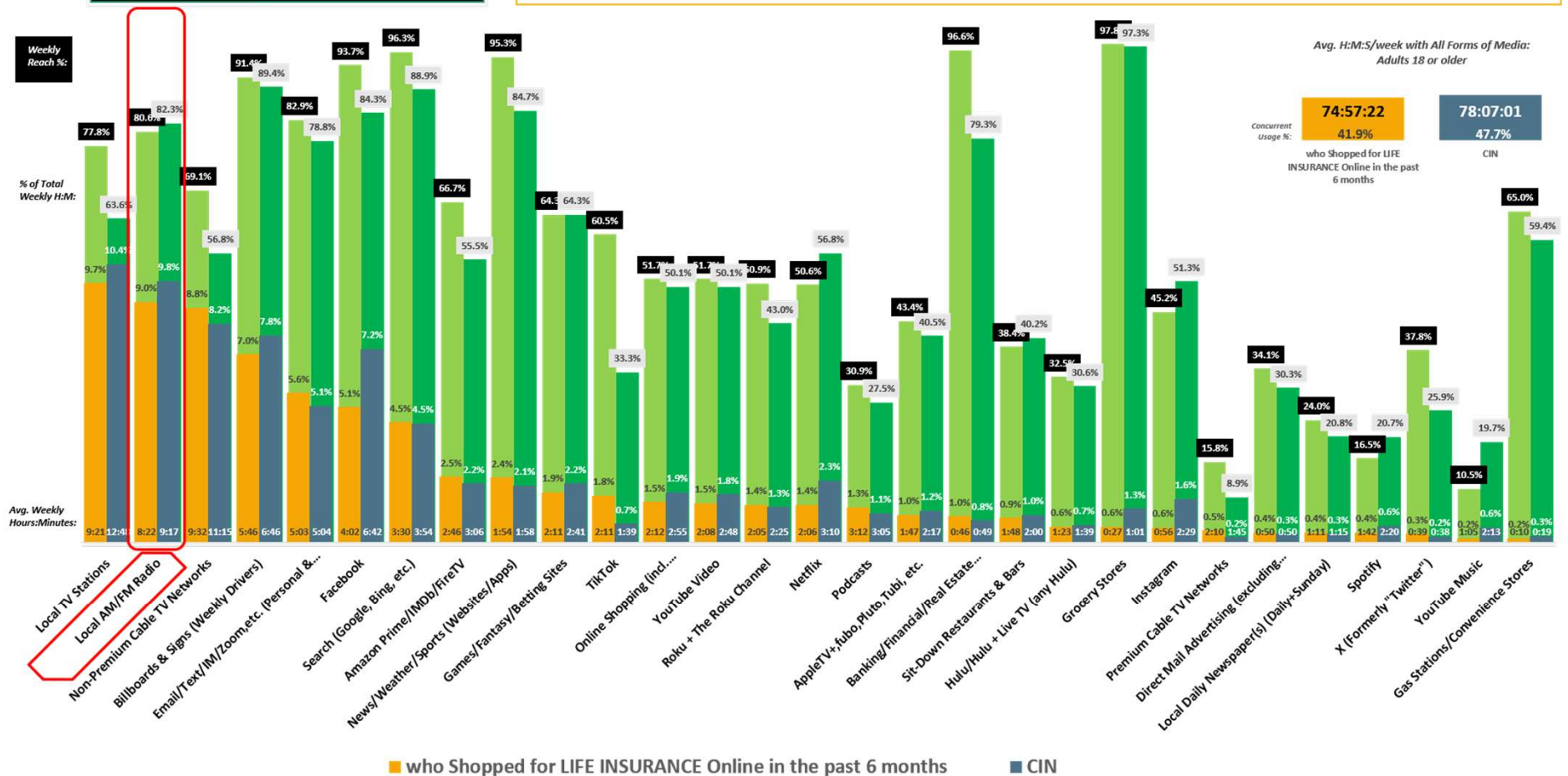
Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 3 days, 16 hours, 17 minutes and 20 seconds each week with All Forms of Media.
 90.9% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 10 hours and 59 minutes each week listening to All Local AM/FM Radio, representing 11.3% of total time spent with all forms of Media.



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

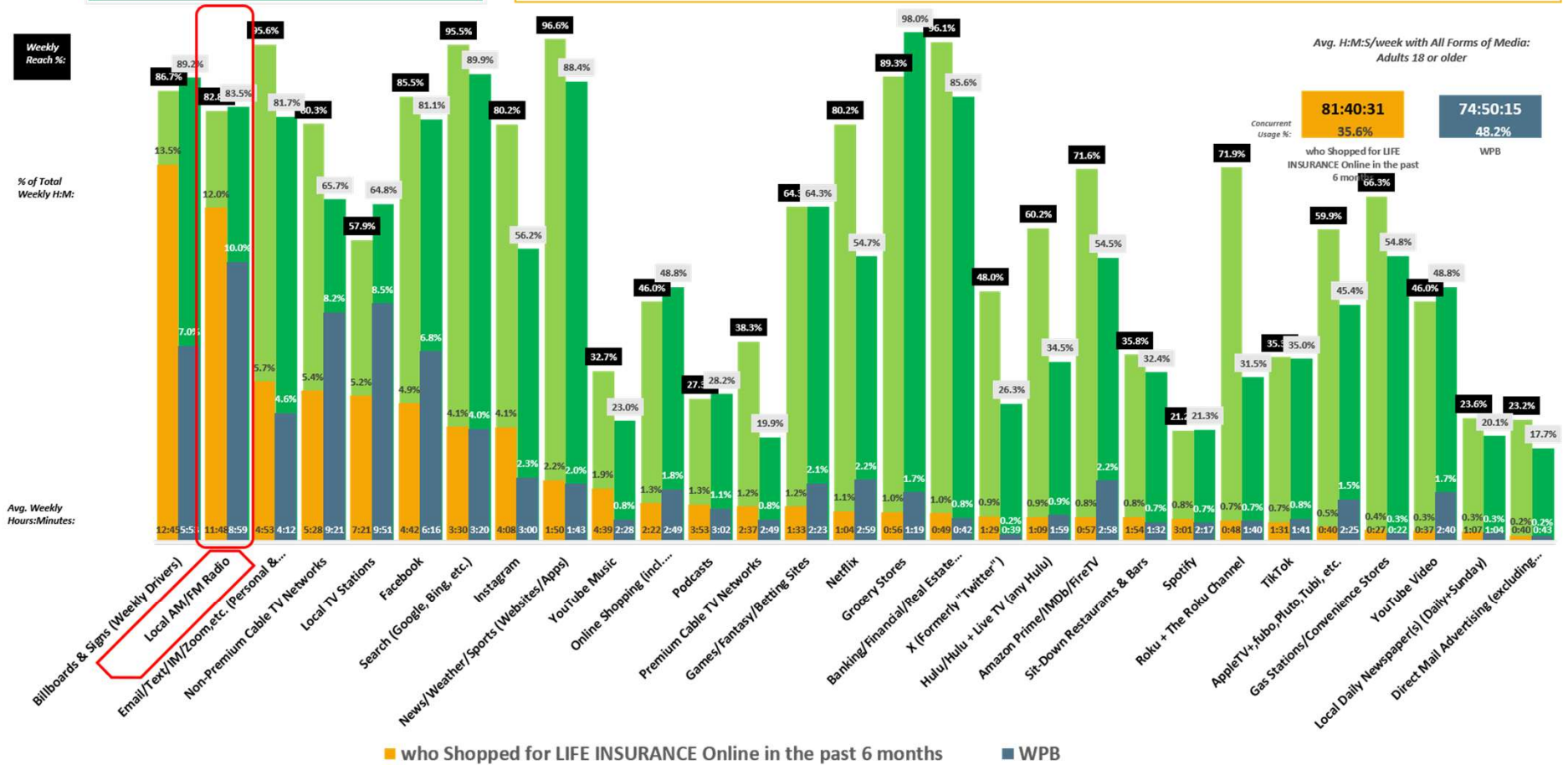


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 3 days, 2 hours, 57 minutes and 22 seconds each week with All Forms of Media.
 80.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



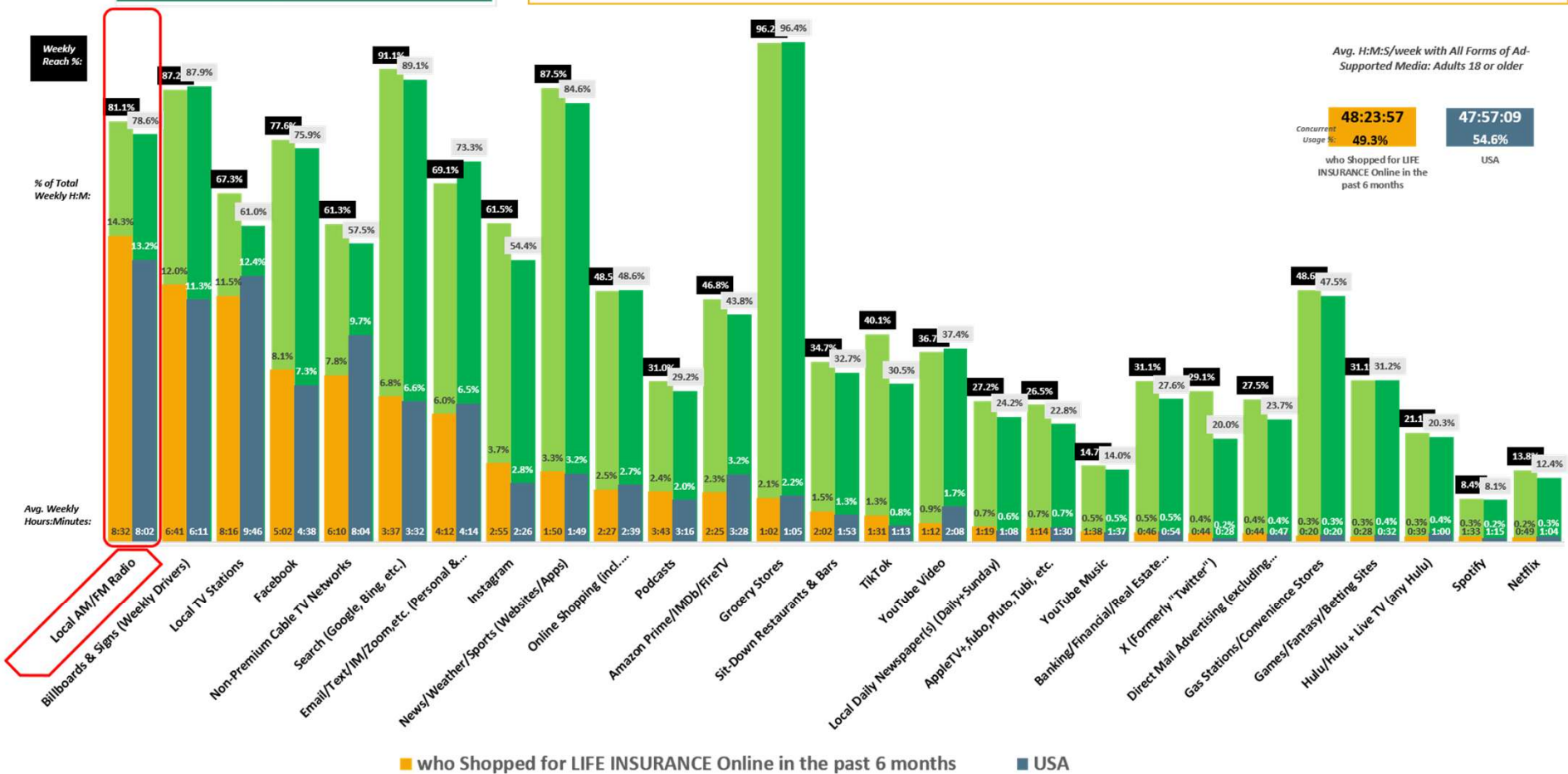


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 3 days, 9 hours, 40 minutes and 31 seconds each week with All Forms of Media.
 82.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 11 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 12.% of total time spent with all forms of Media.





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
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

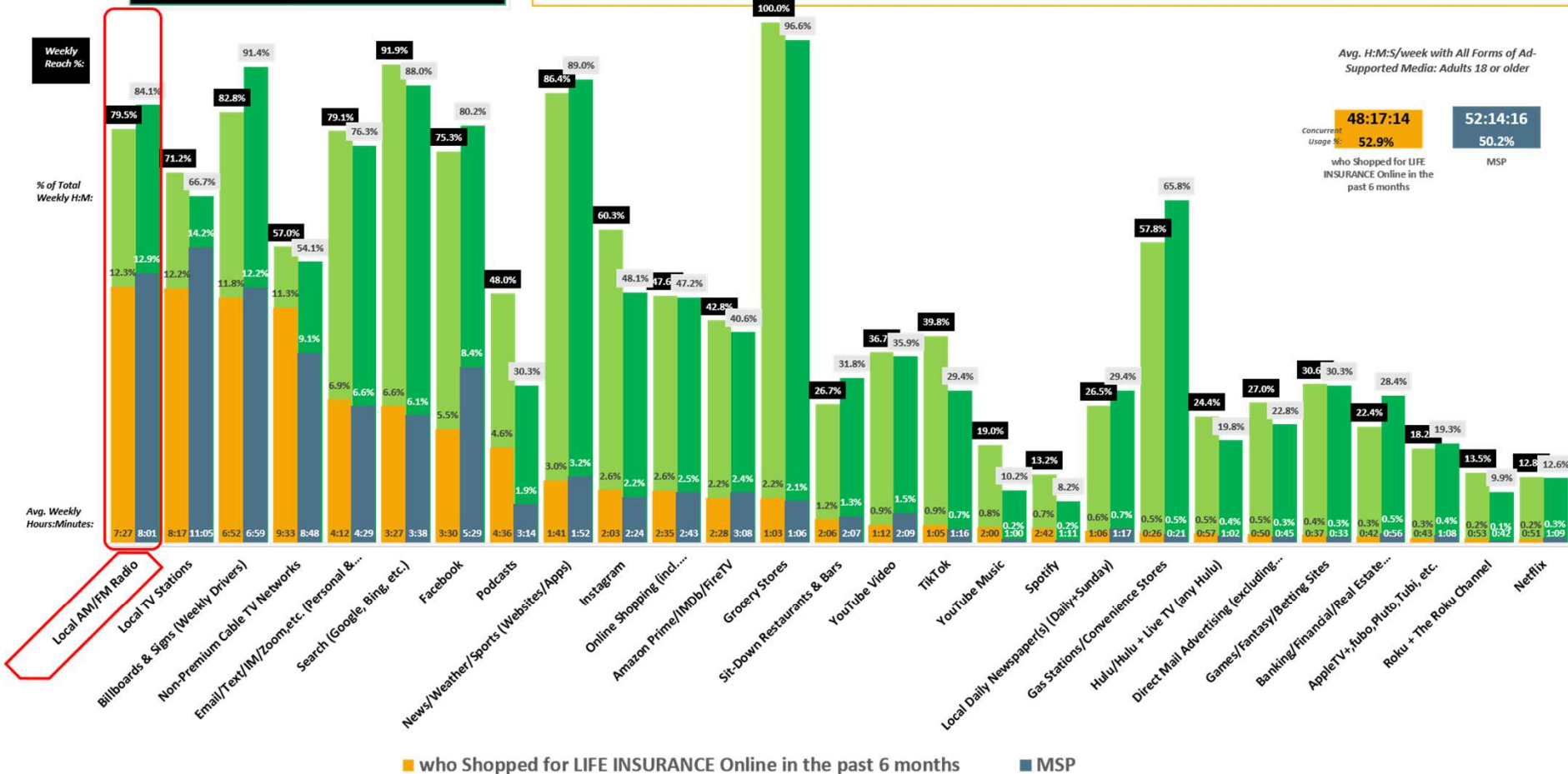
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life



Share of Everything for Anything.

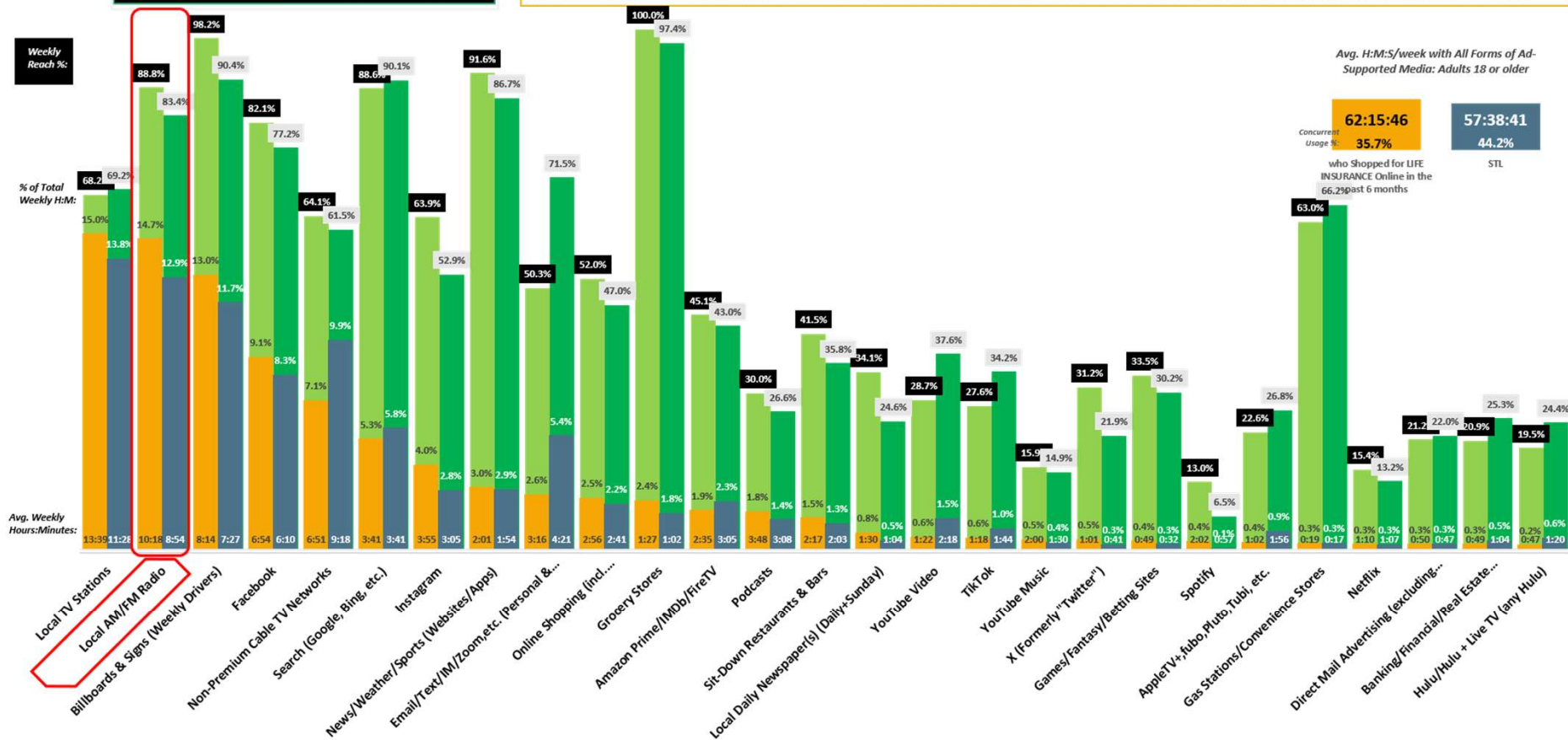


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 0 hours, 17 minutes and 14 seconds each week with All Forms of Ad-Supported Media.
 79.5% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 7 hours and 27 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.





Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 14 hours, 15 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
 88.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 10 hours and 18 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.7% of total time spent with all forms of Ad-Supported Media.



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

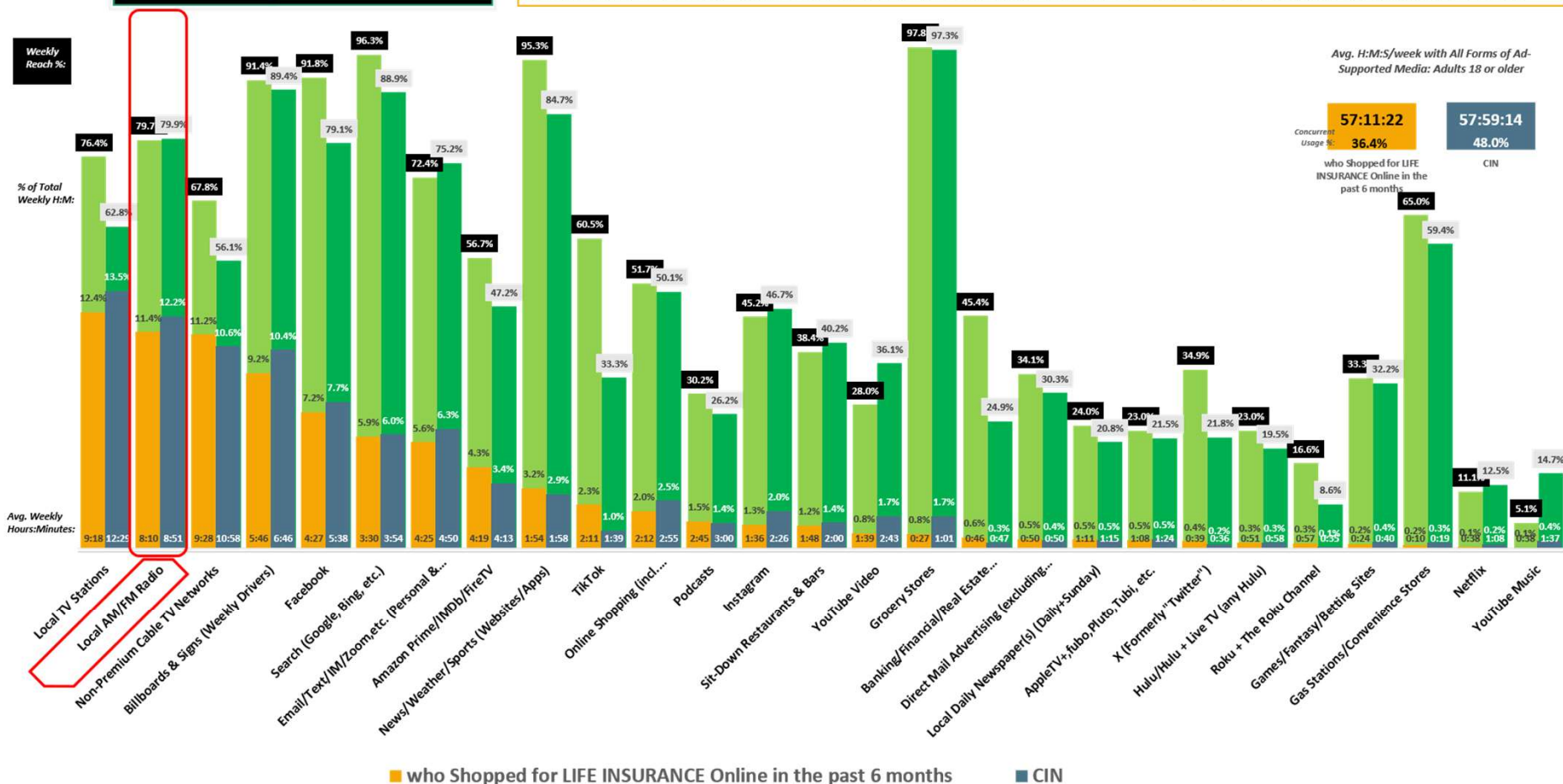
62:15:46
 Concurrent Usage %: 35.7%
 who Shopped for LIFE INSURANCE Online in the past 6 months

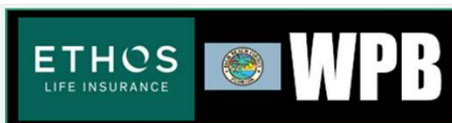
57:38:41
 STL

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

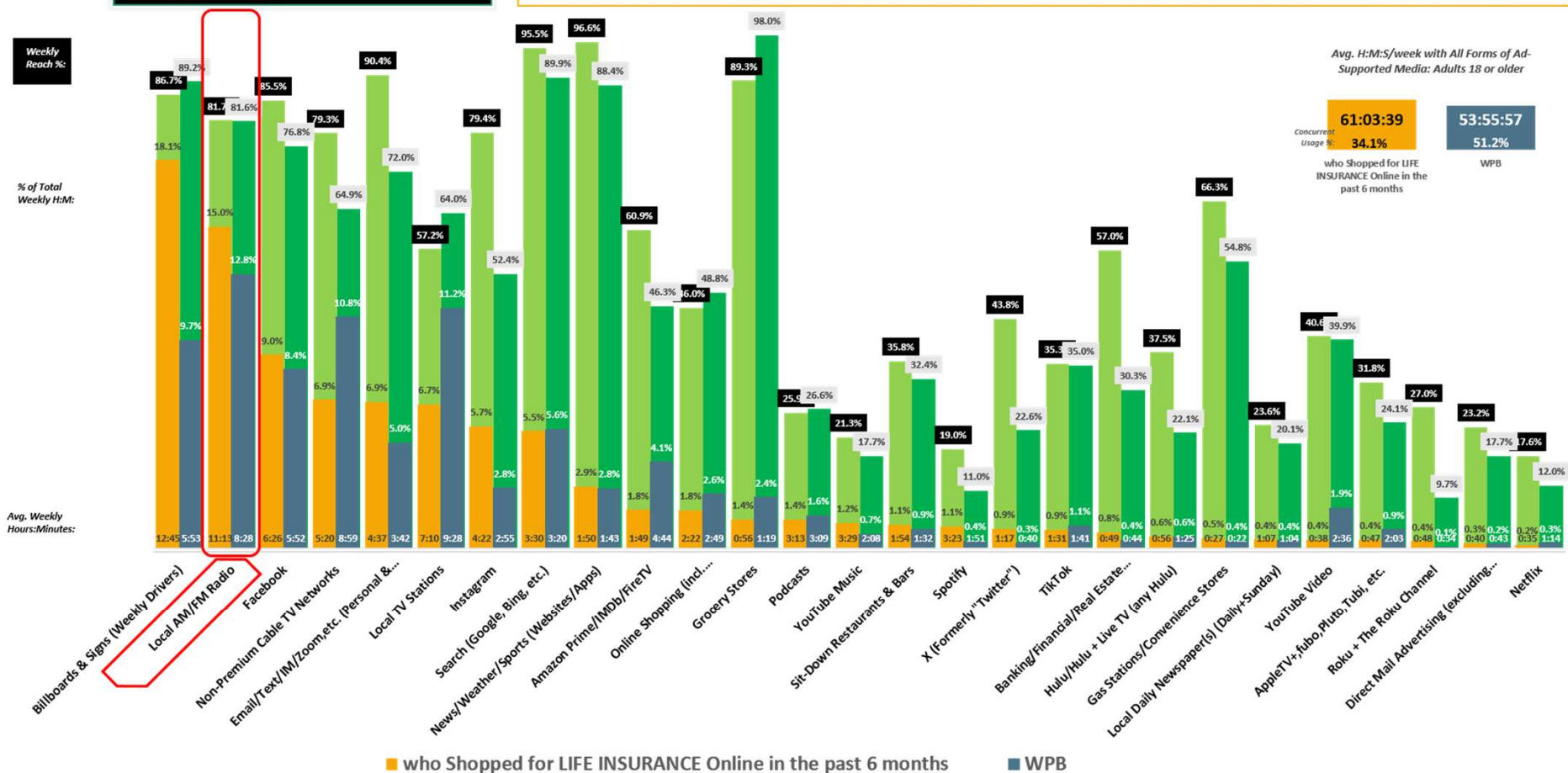


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 9 hours, 11 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 79.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 8 hours and 10 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.





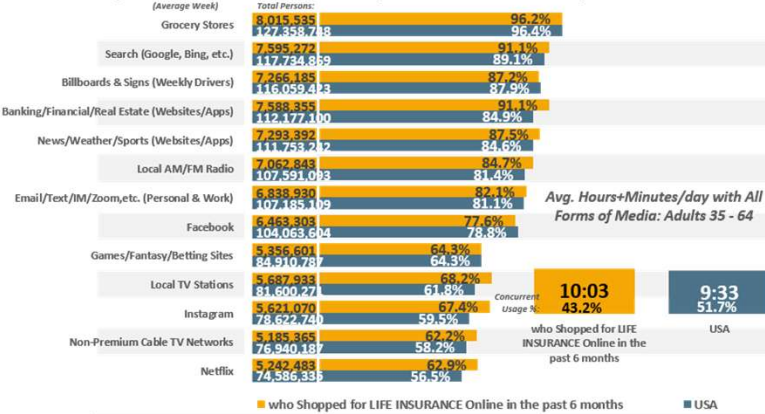
Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 2 days, 13 hours, 3 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 81.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an avg. of 11 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.% of total time spent with all forms of Ad-Supported Media.



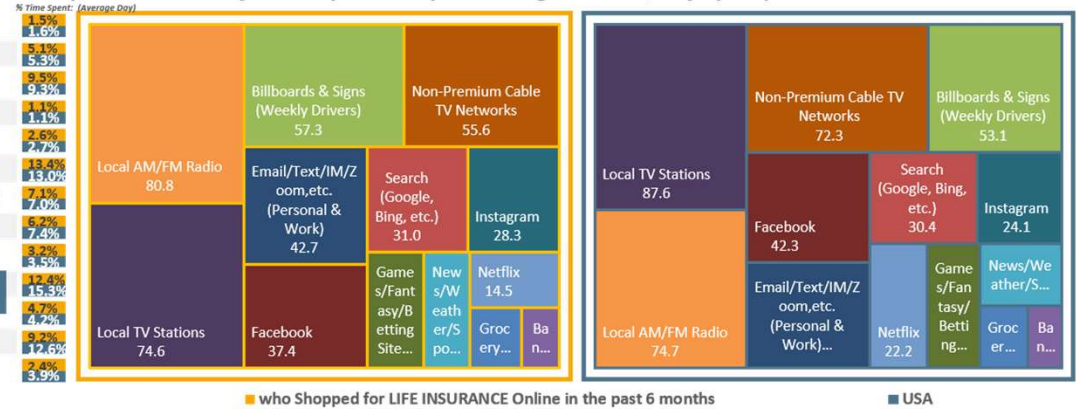


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 6 hours and 54 minutes each day with All Forms of Ad-Supported Media. 81.1% listen to Local AM/FM Radio for an avg. of 73.3 minutes/day. (Local Radio delivers 14.3% of Time with Ad-Supported Media.)

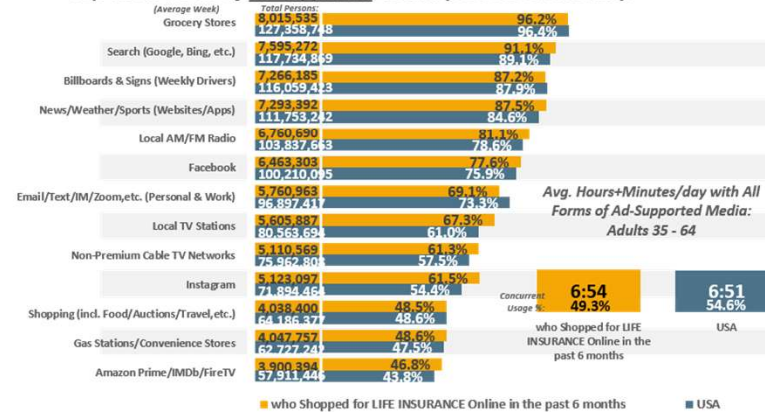
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



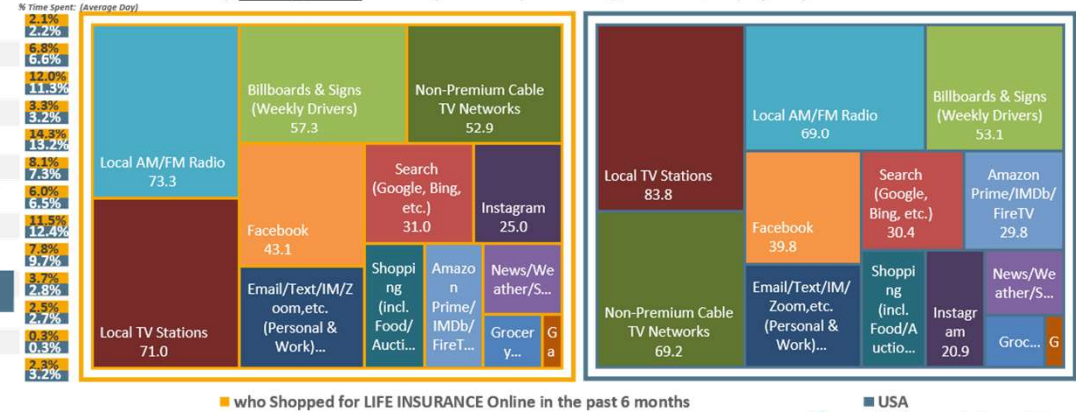
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

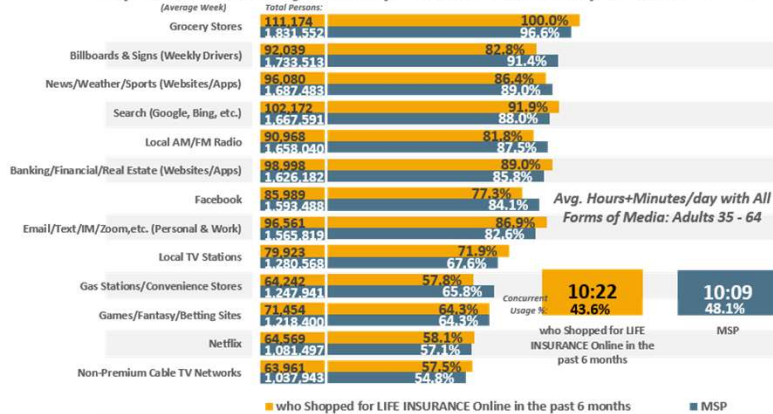
soefa.ai Share of Everything for Anything

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

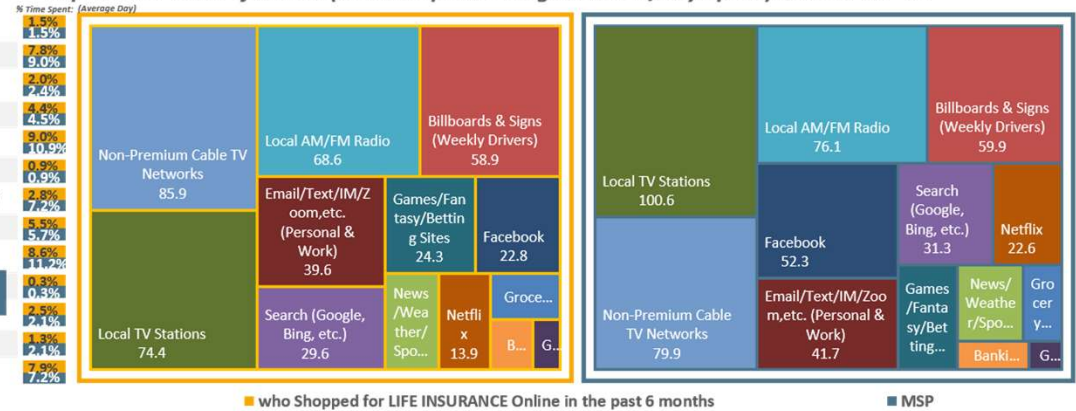


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 6 hours and 53 minutes each day with All Forms of Ad-Supported Media. 79.5% listen to Local AM/FM Radio for an avg. of 63.9 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

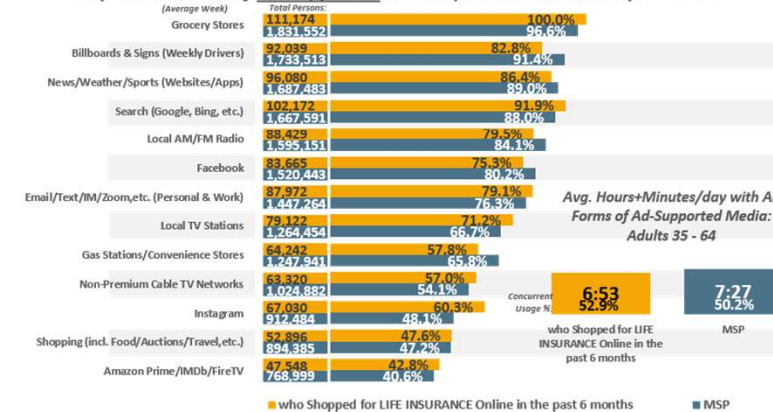
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



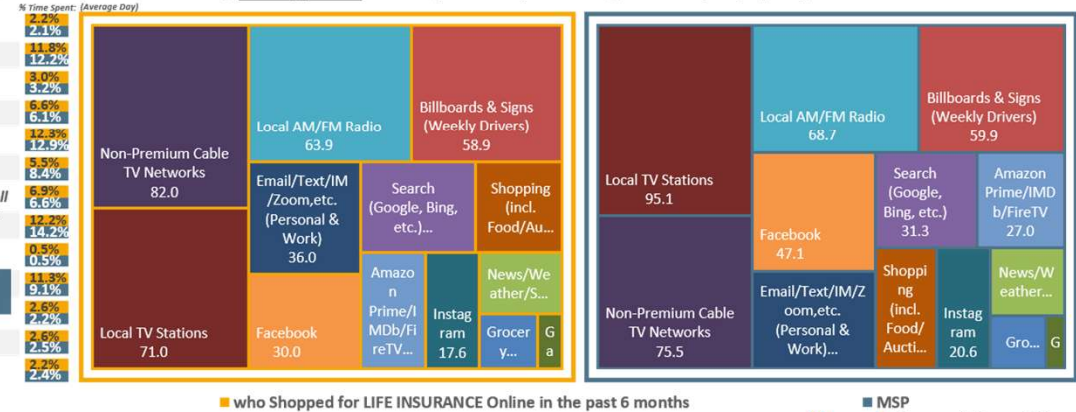
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

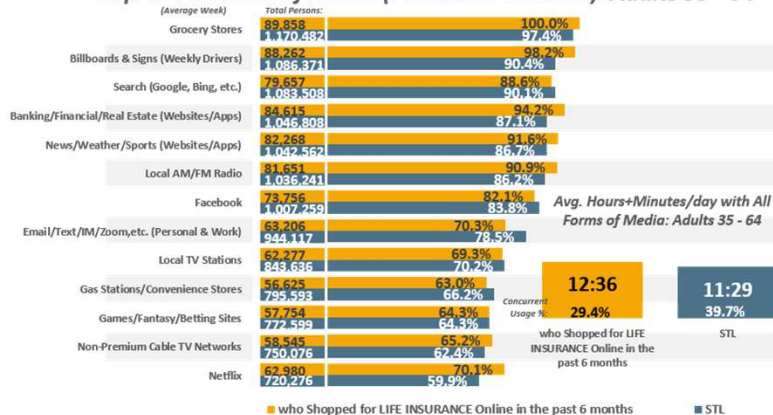
soefa.ai Share of Everything for Anything

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

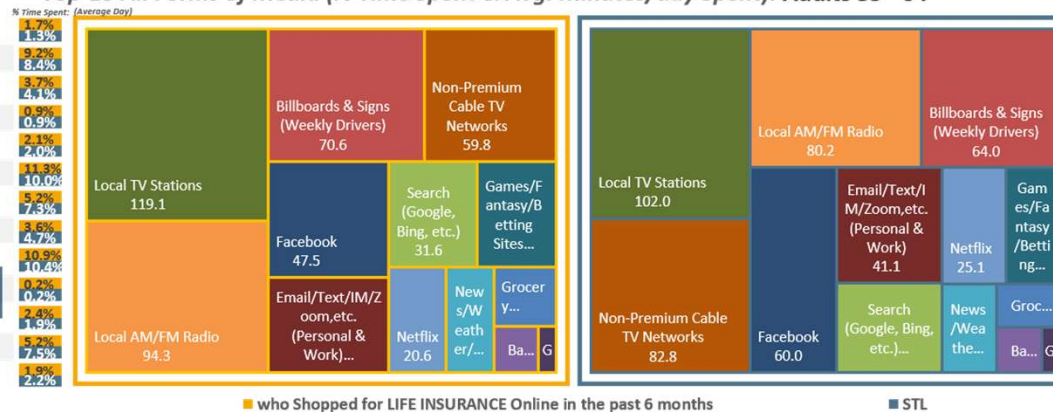


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 8 hours and 53 minutes each day with All Forms of Ad-Supported Media. 88.8% listen to Local AM/FM Radio for an avg. of 88.4 minutes/day. (Local Radio delivers 14.7% of Time with Ad-Supported Media.)

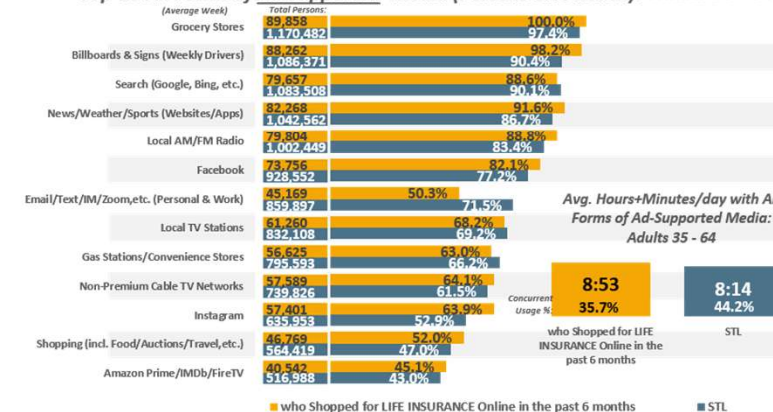
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



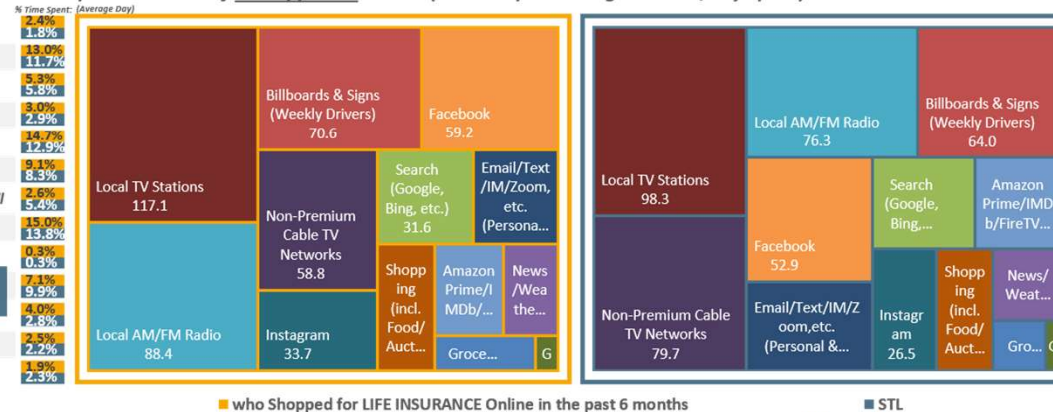
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



STL DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 120
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

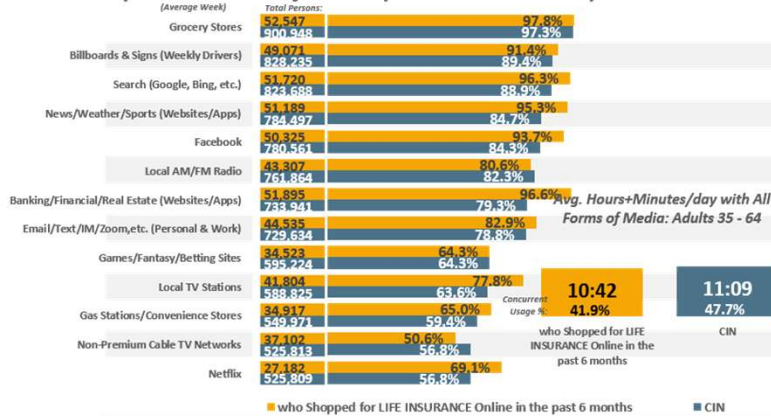
soefa.ai Share of Everything for Anything

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

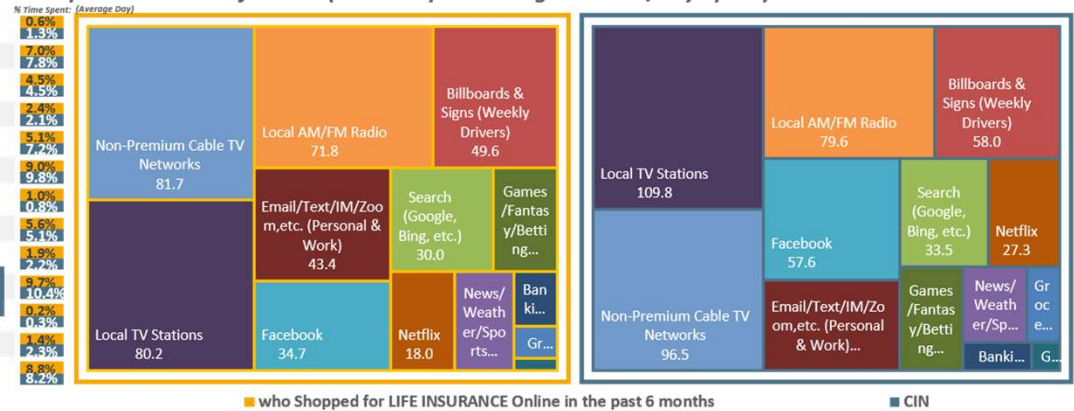


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 8 hours and 10 minutes each day with All Forms of Ad-Supported Media. 79.7% listen to Local AM/FM Radio for an avg. of 70. minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

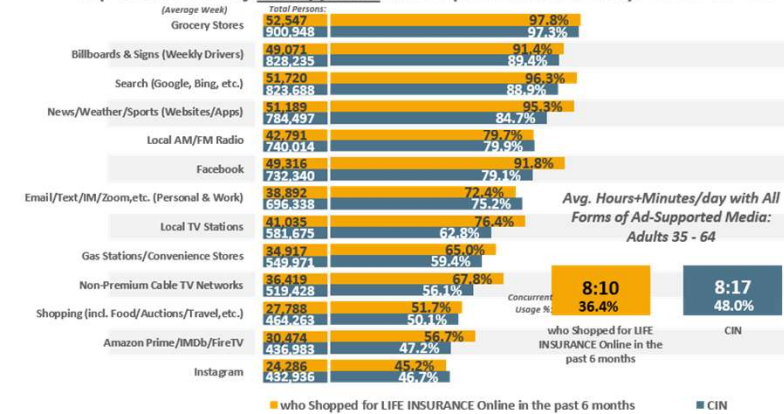
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



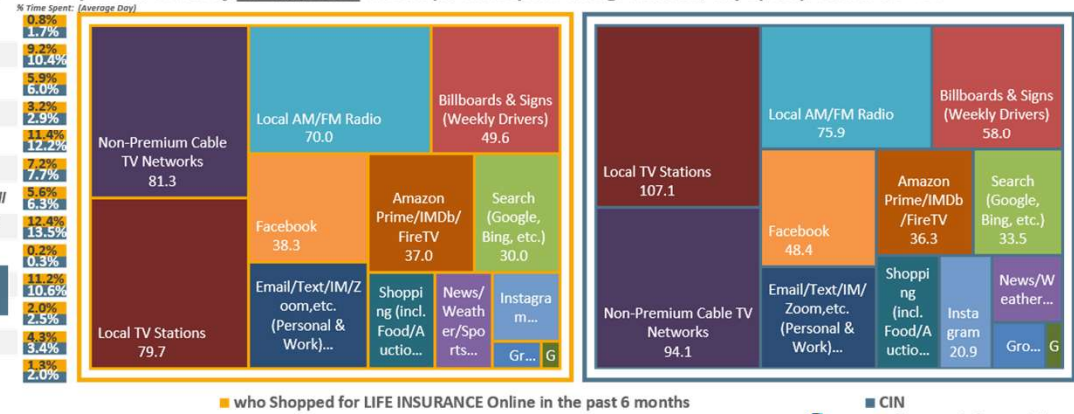
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 86
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

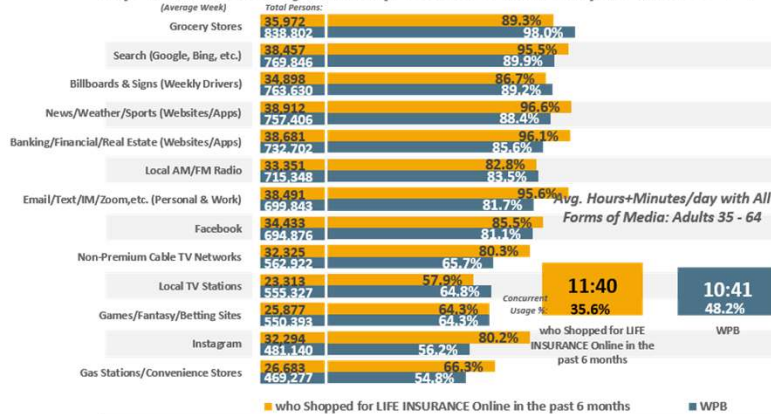
soefa.ai Share of Everything for Anything

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

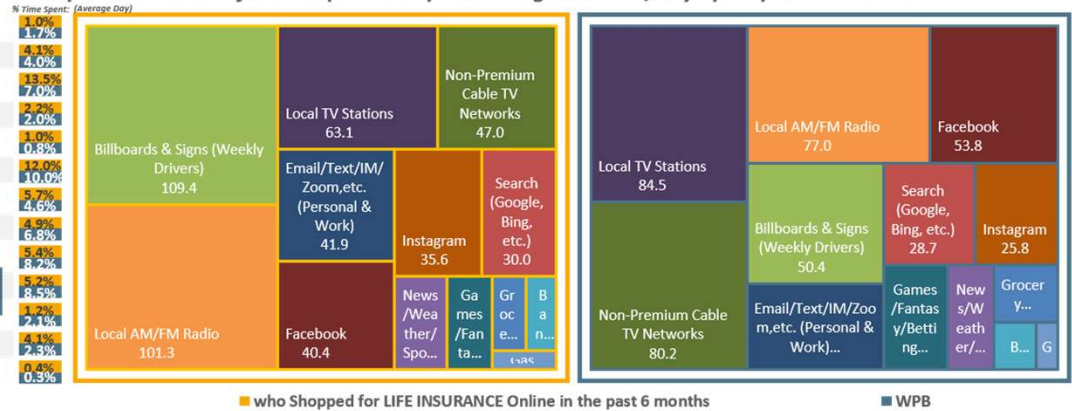


Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 81.7% listen to Local AM/FM Radio for an avg. of 96.1 minutes/day. (Local Radio delivers 15.% of Time with Ad-Supported Media.)

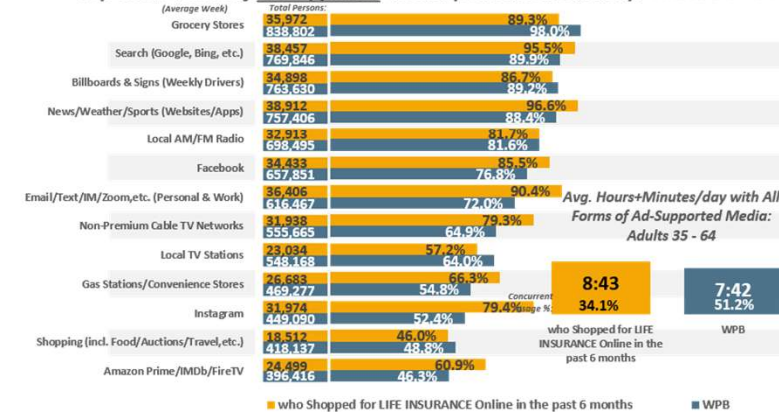
Top-13 All Forms of Media (Persons & % Reach): Adults 35 - 64



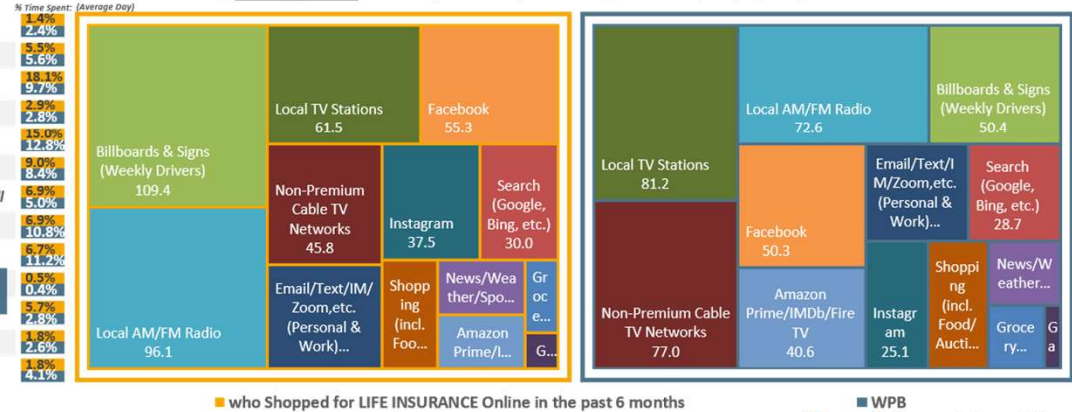
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 105
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

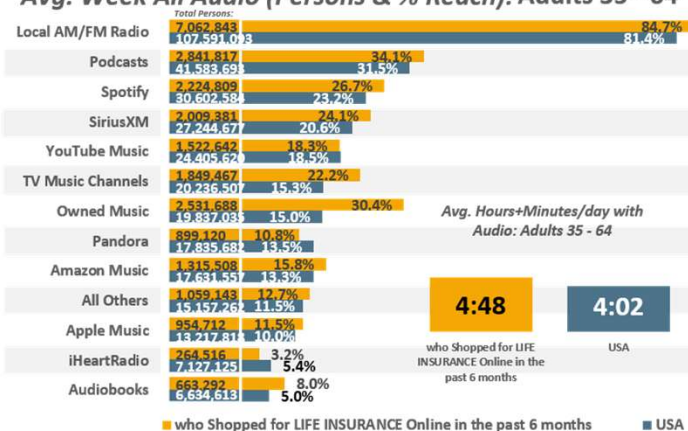
soefa.ai Share of Everything for Anything

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

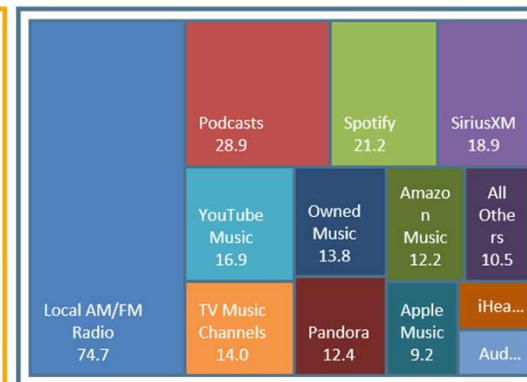
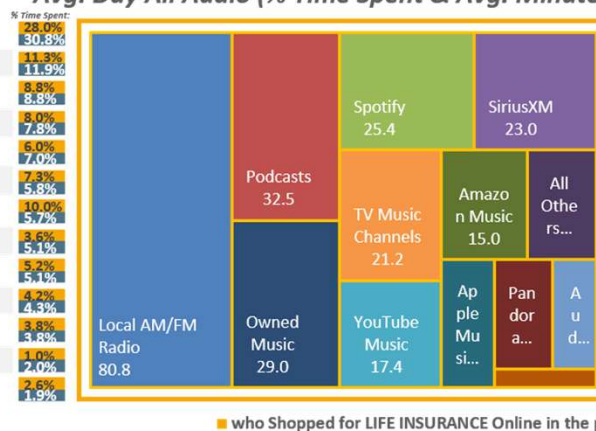


6,760,690 or 81.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.

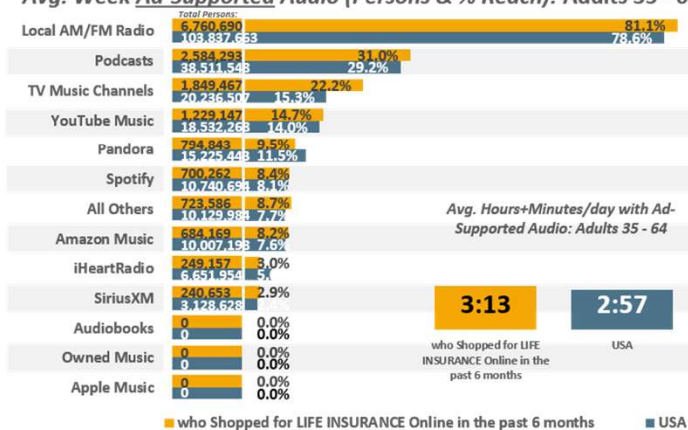
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



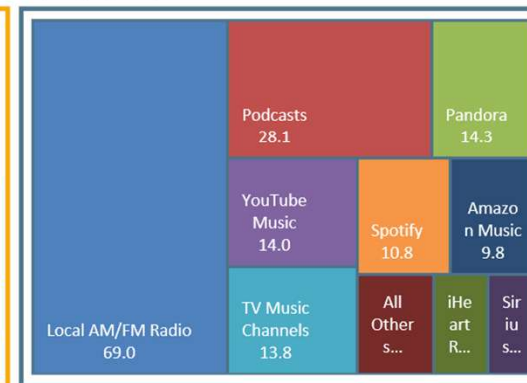
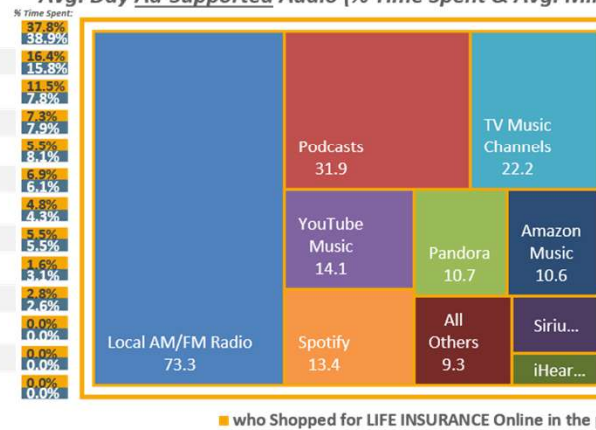
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Scarborough R1 2026: Jan 25-Mar26 USA Projection

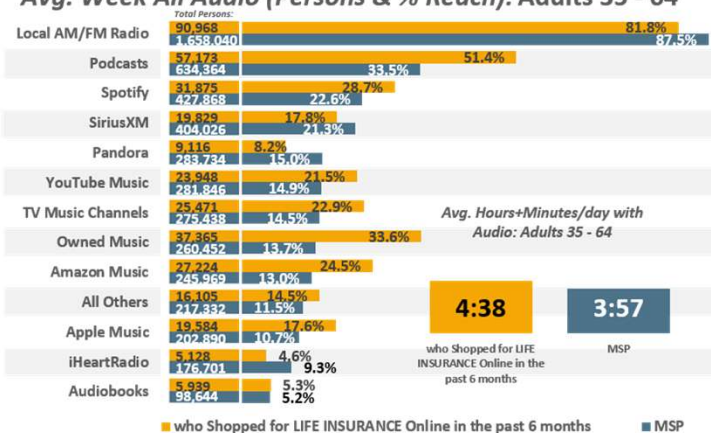
soefa.ai Share of Everything for Anything

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

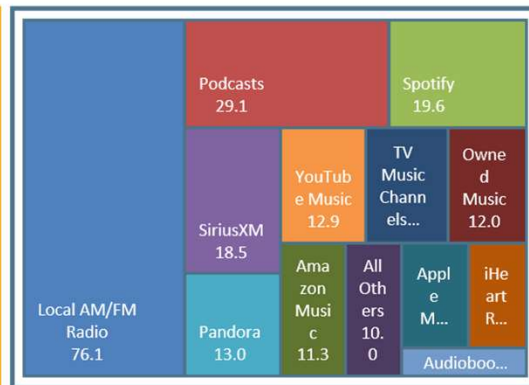
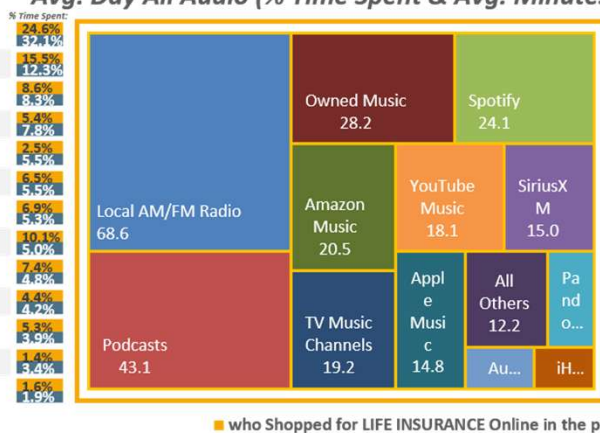


88,429 or 79.5% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

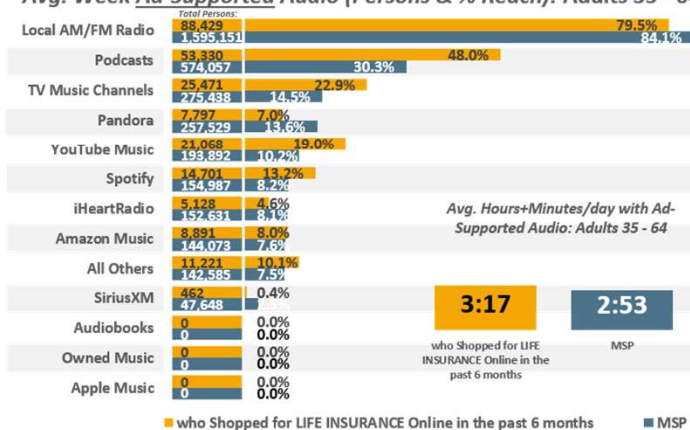
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



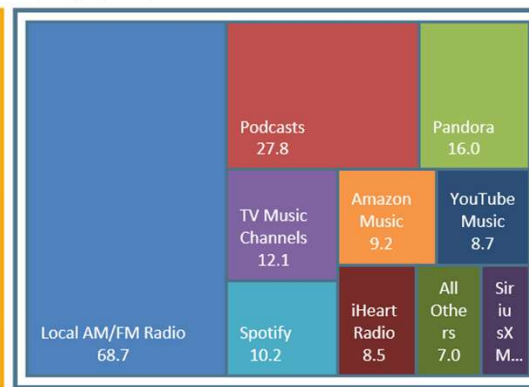
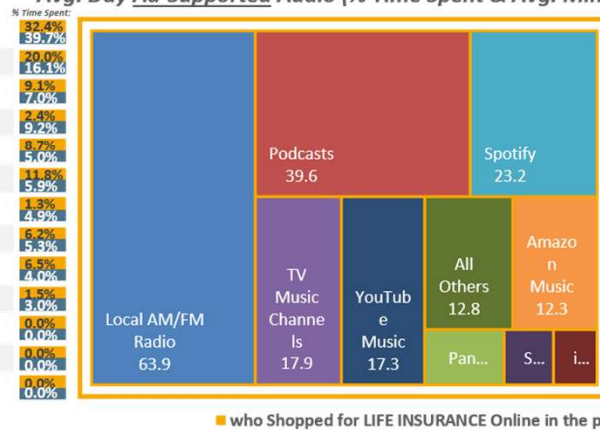
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



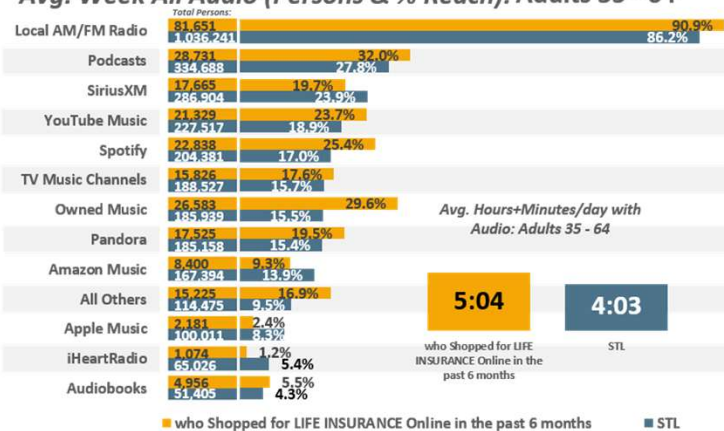
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



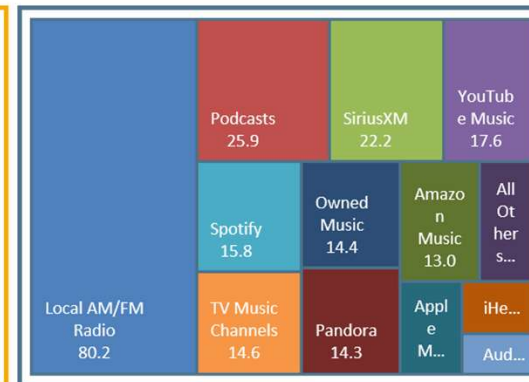
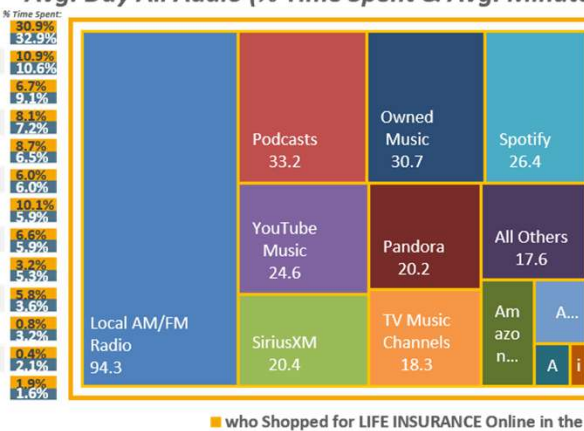


79,804 or 88.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 88.4 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.

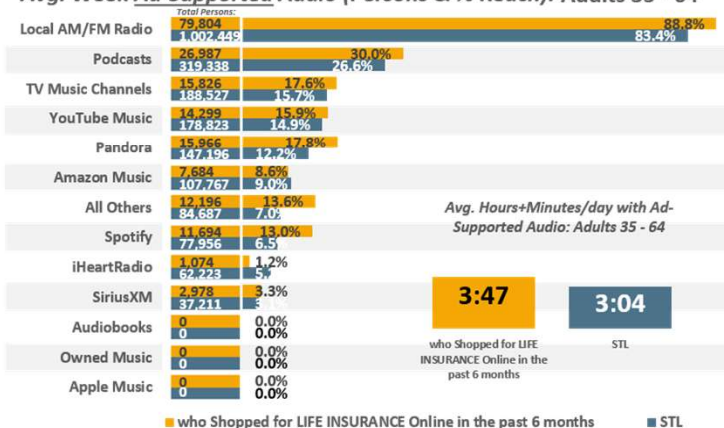
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



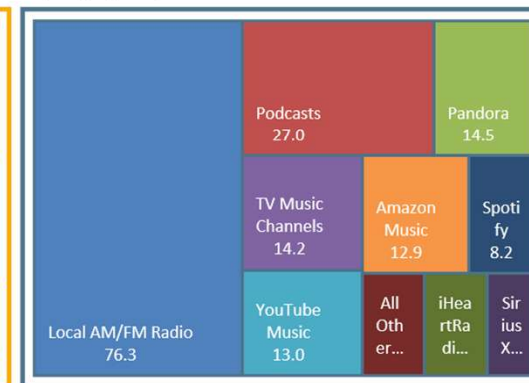
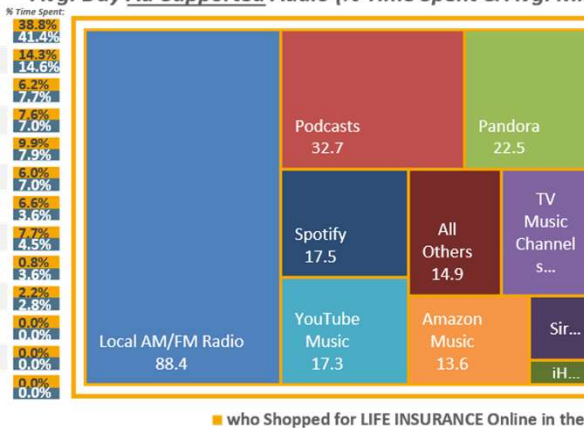
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



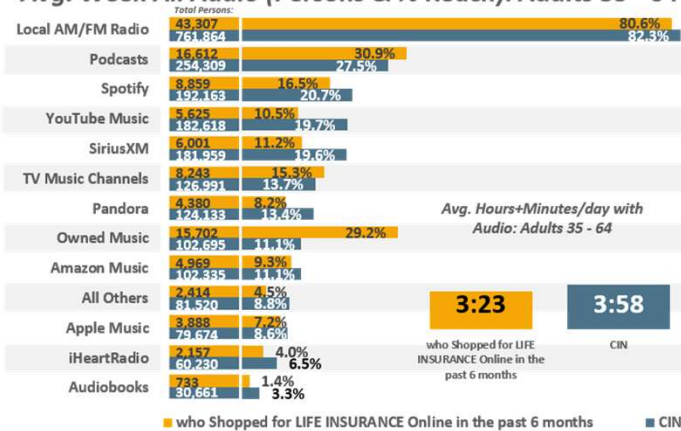
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



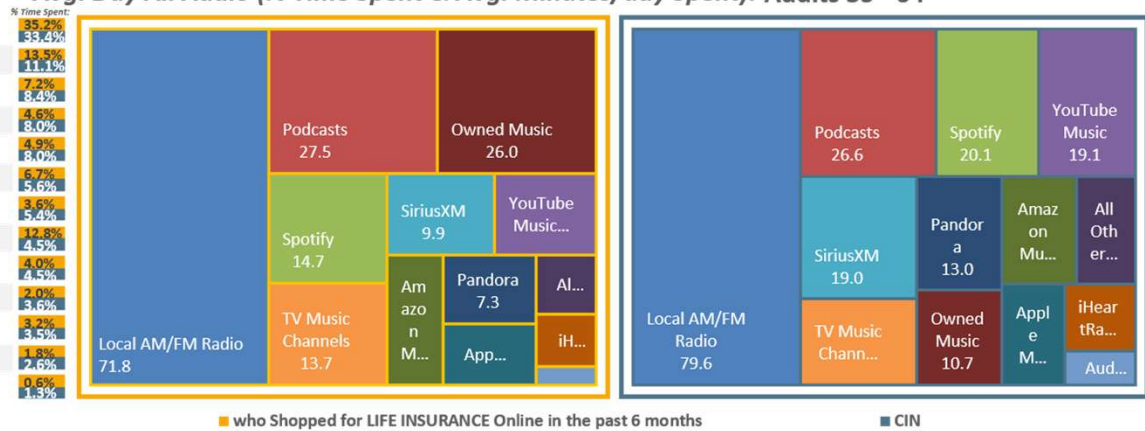


42,791 or 79.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.

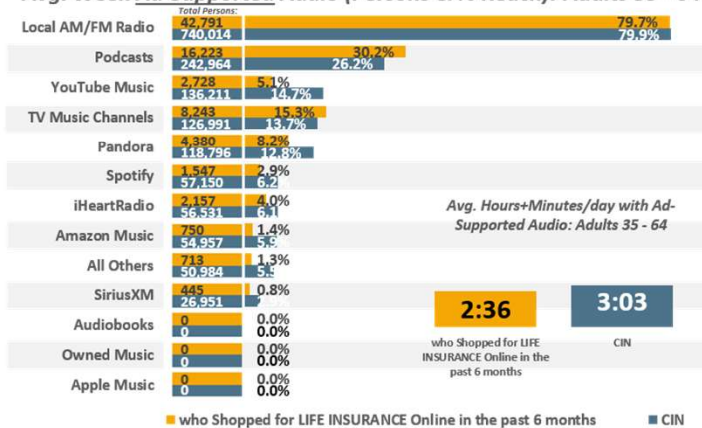
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



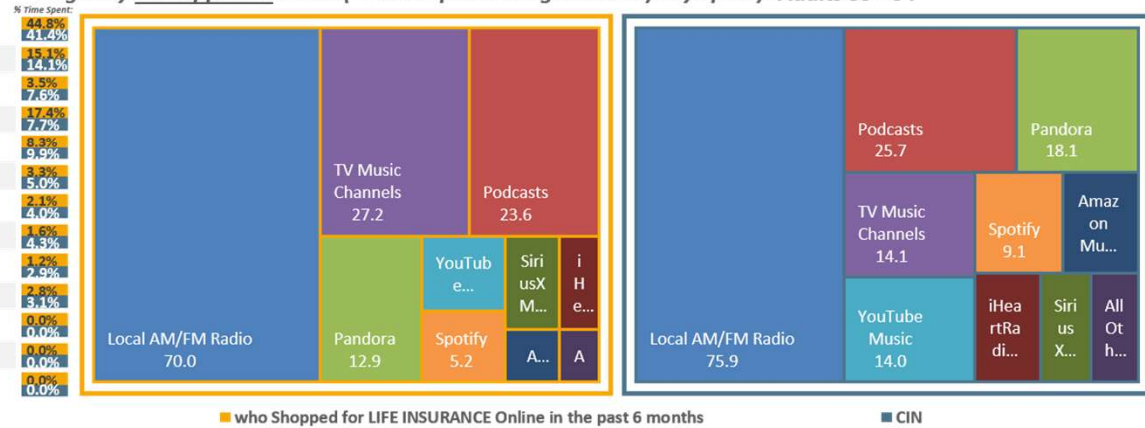
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



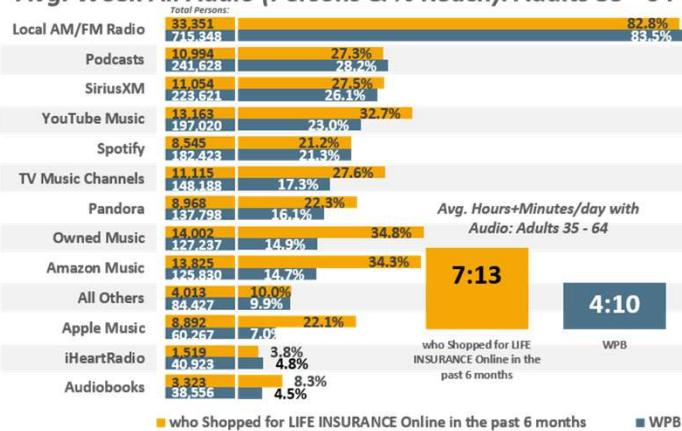
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



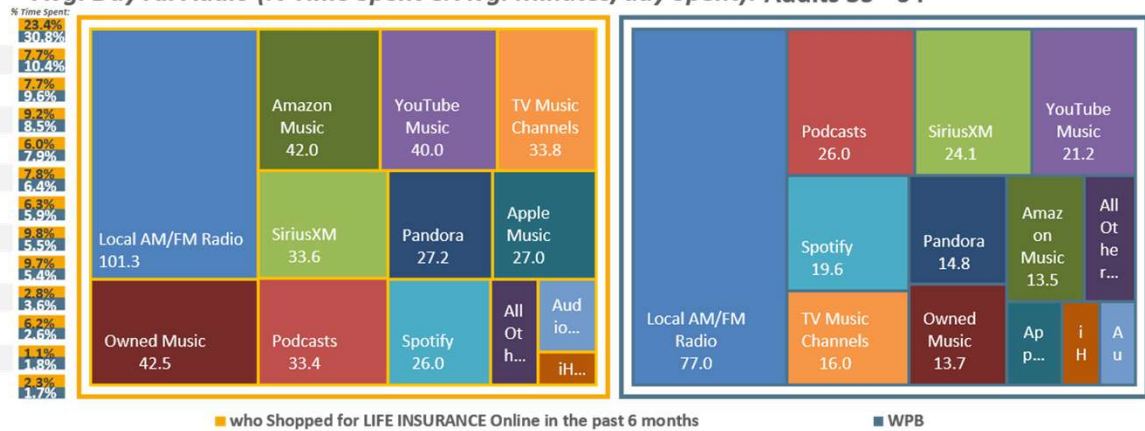


32,913 or 81.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 96.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.

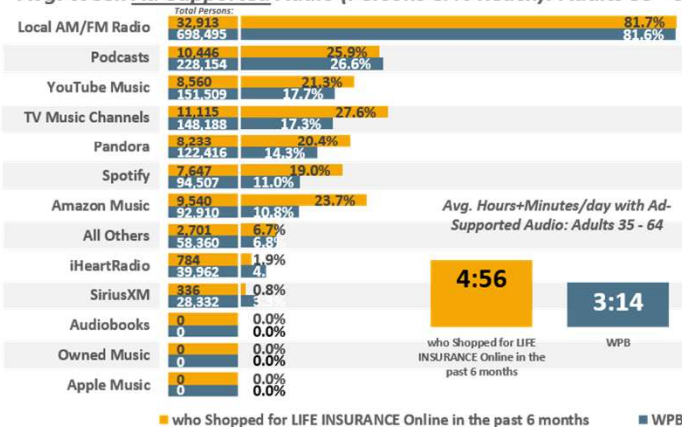
Avg. Week All Audio (Persons & % Reach): Adults 35 - 64



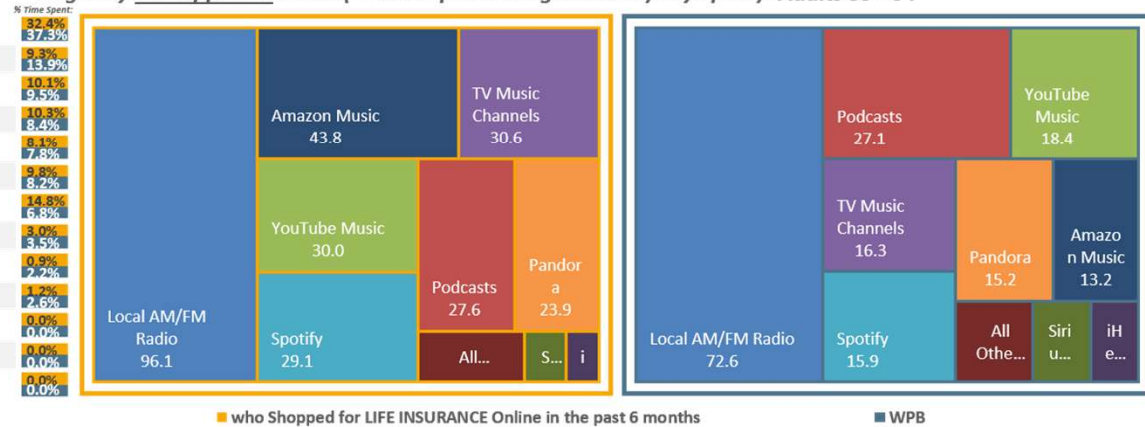
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

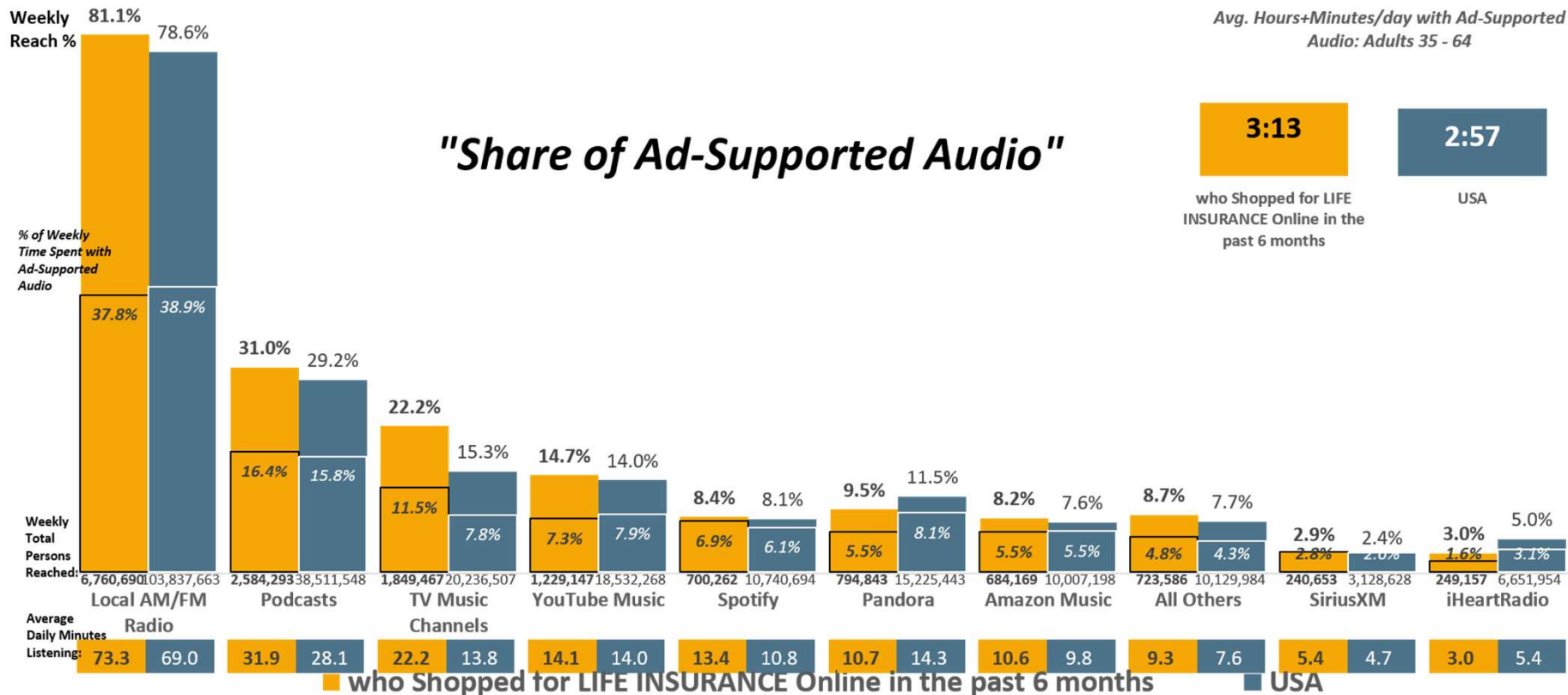


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



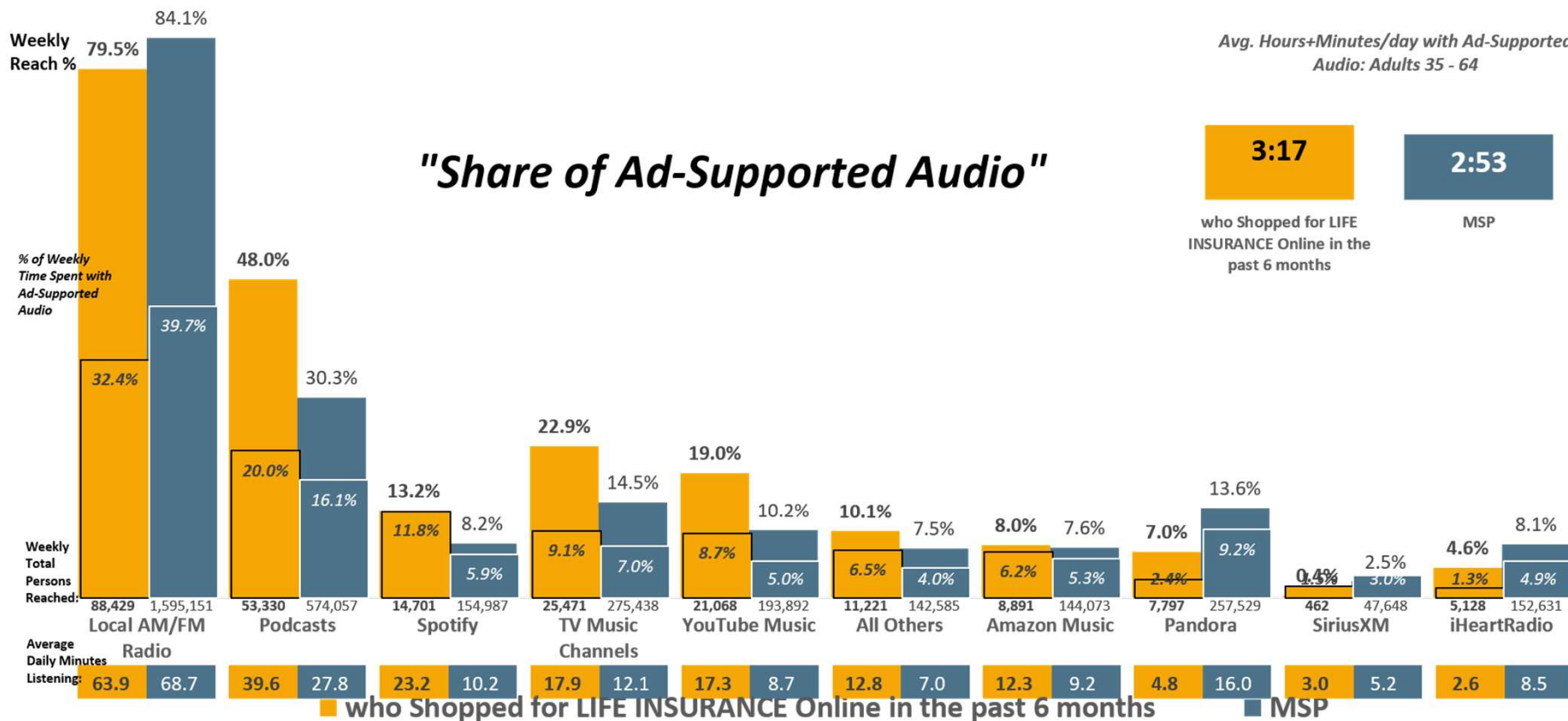


6,760,690 or 81.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 73.3 minutes every day representing 37.8% of all time spent daily with Ad-Supported Audio.



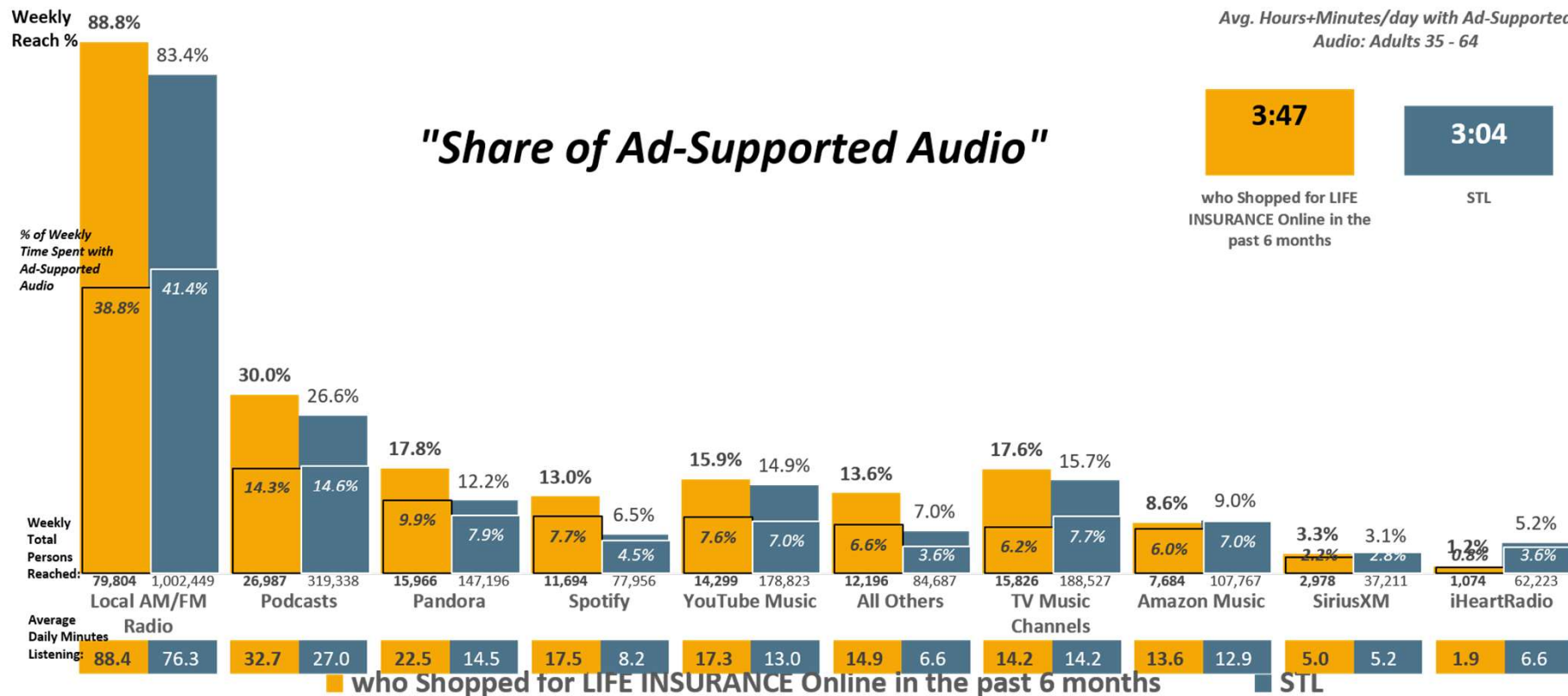


88,429 or 79.5% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 63.9 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



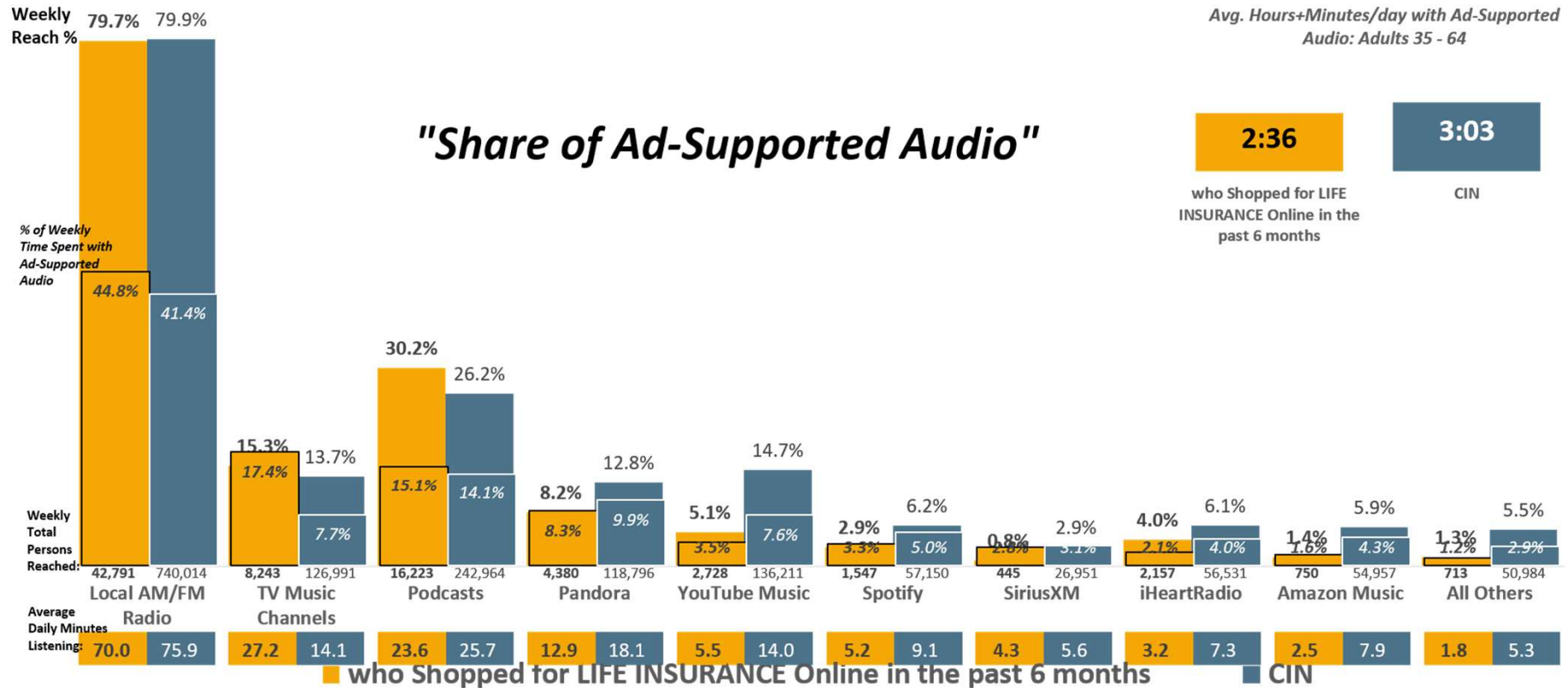


79,804 or 88.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 88.4 minutes every day representing 38.8% of all time spent daily with Ad-Supported Audio.



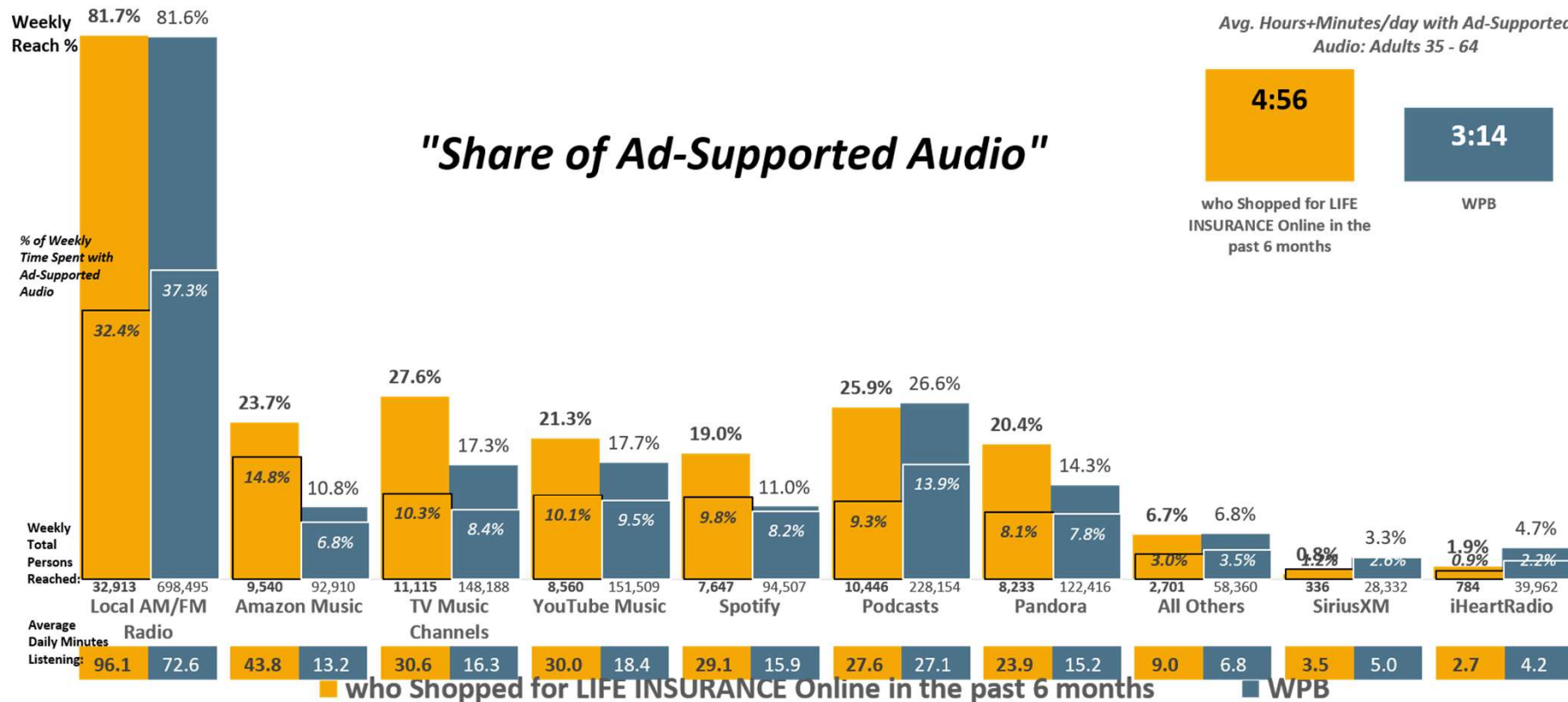


42,791 or 79.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 70. minutes every day representing 44.8% of all time spent daily with Ad-Supported Audio.





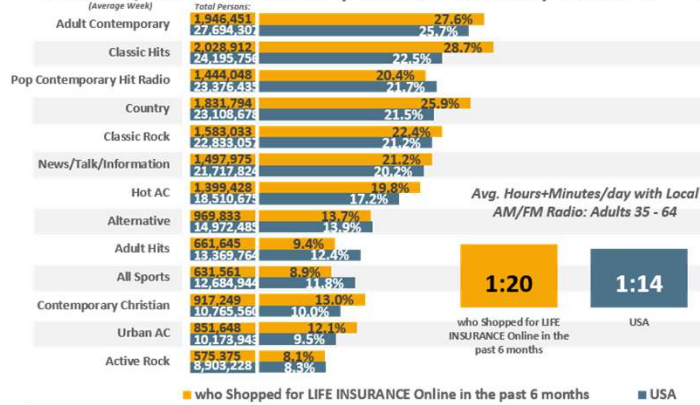
32,913 or 81.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio for an average of 96.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Audio.



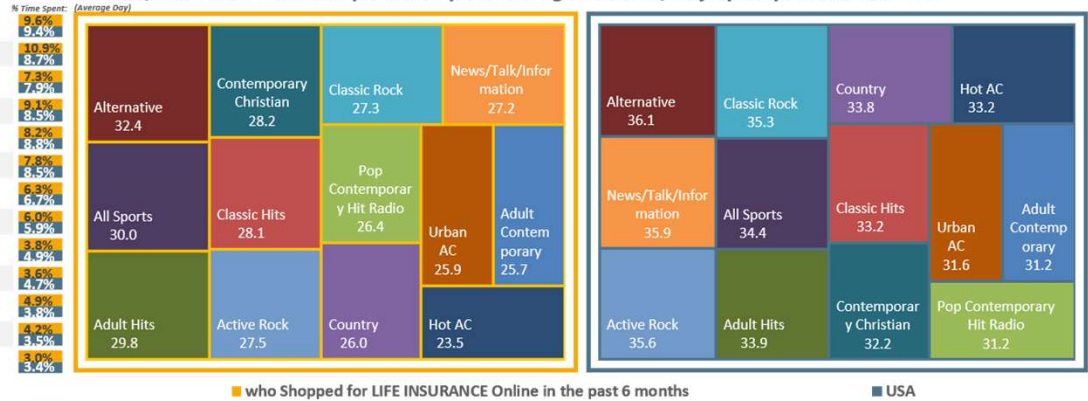


6,760,690 or 81.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Adult Contemporary, Country, Classic Rock, and Pop Contemporary Hit Radio.

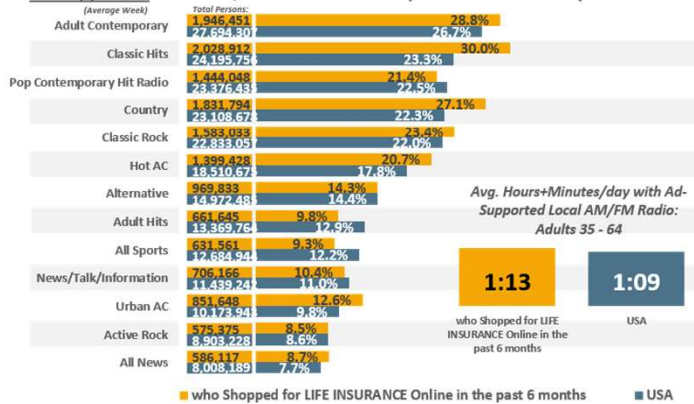
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



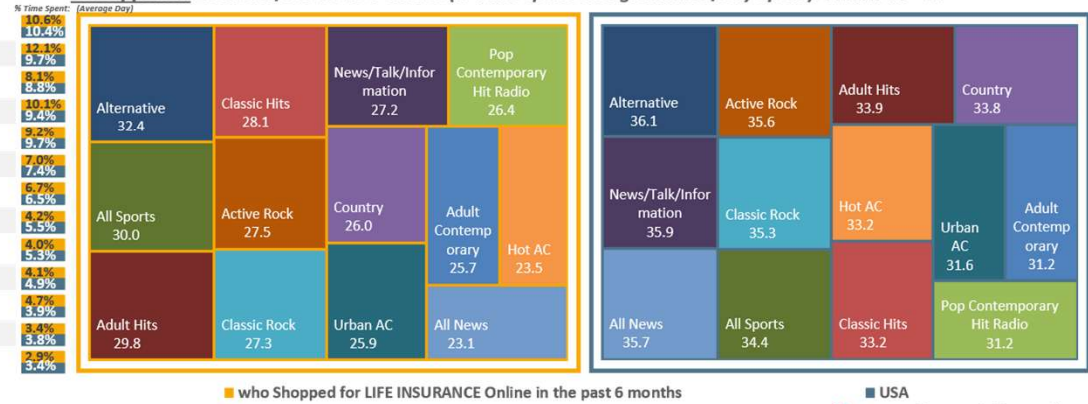
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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
All Graphs and soeфа.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

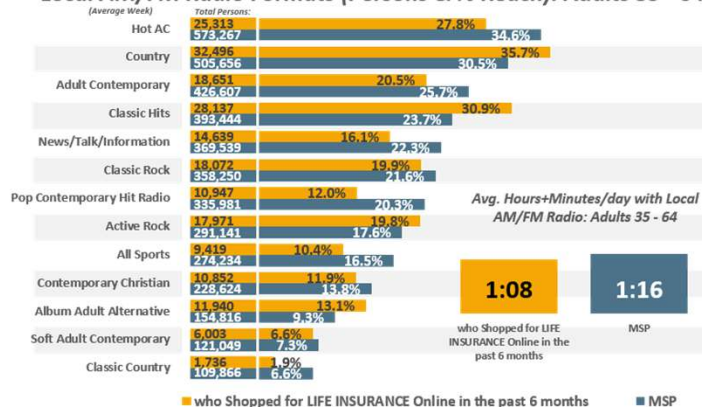
soeфа.ai Share of Everything for Anything

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

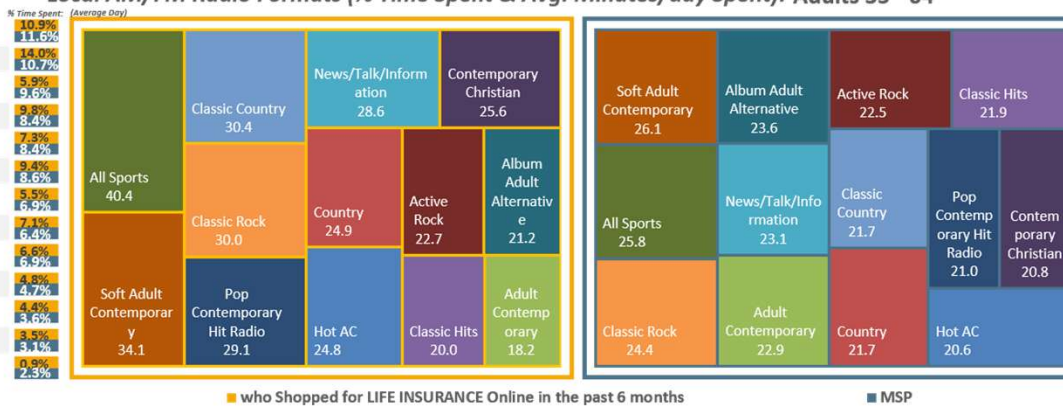


88,429 or 79.5% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Adult Contemporary, and Classic Rock.

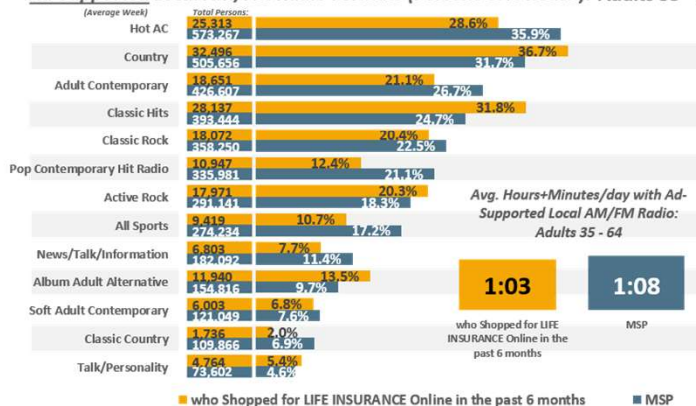
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



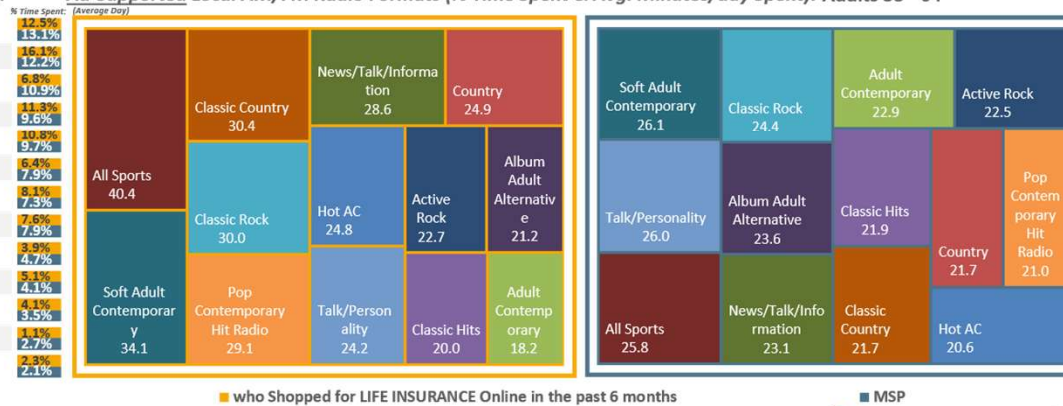
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



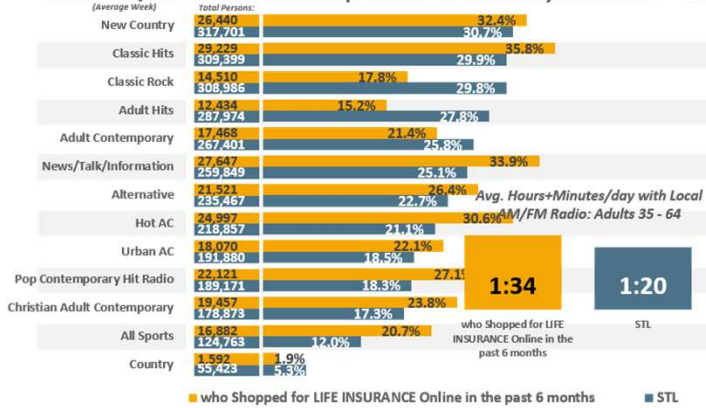
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



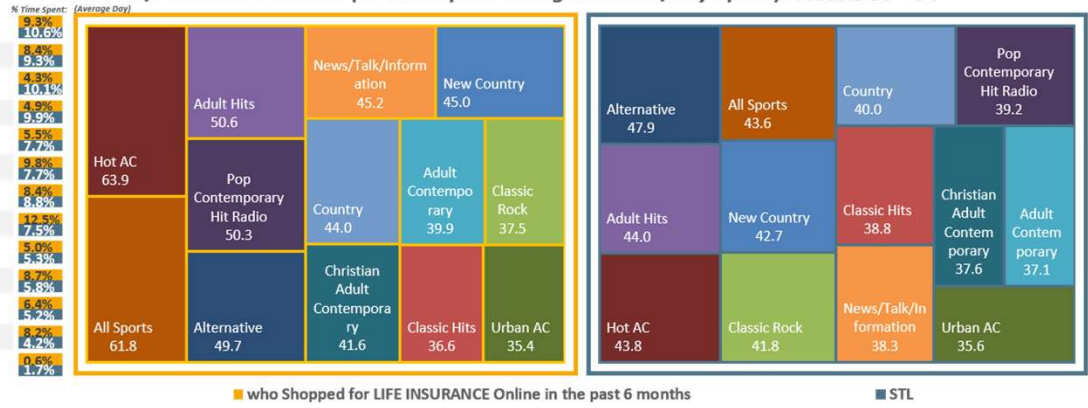


79,804 or 88.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Hot AC, Pop Contemporary Hit Radio, and News/Talk/Information.

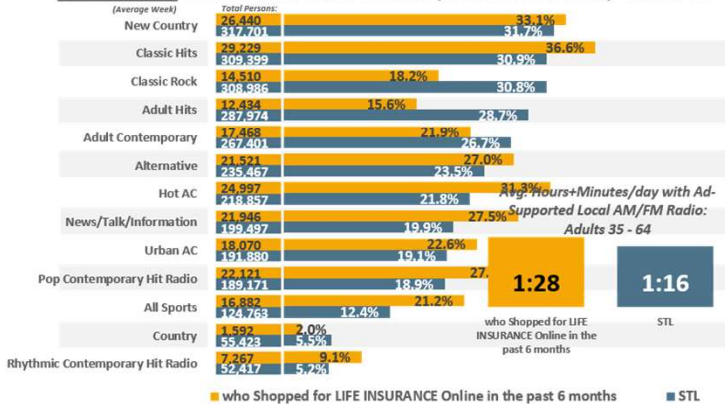
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



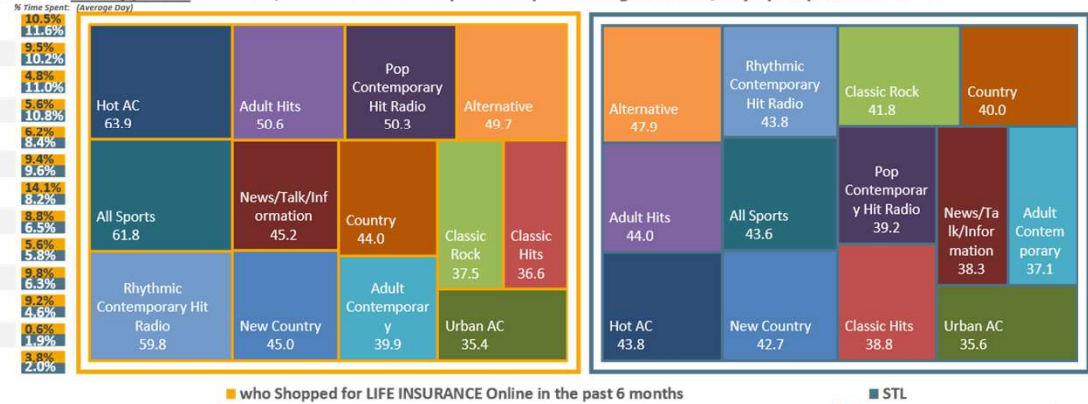
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 120
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

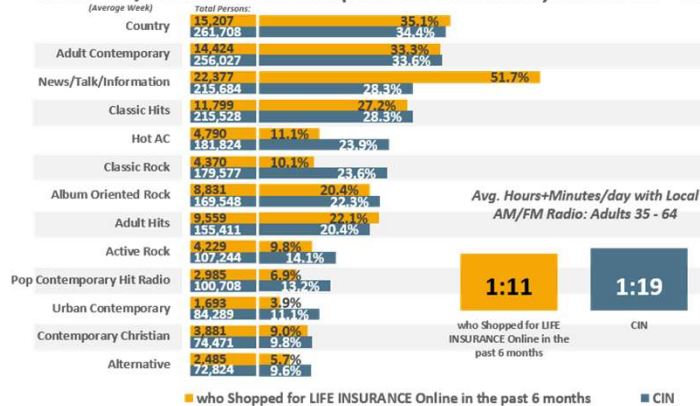
soefa.ai Share of Everything for Anything

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

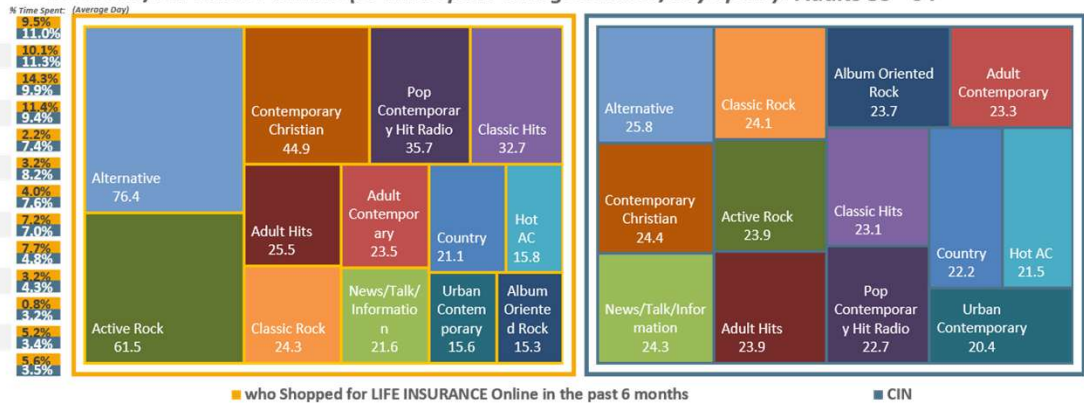


42,791 or 79.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are News/Talk/Information, Country, Adult Contemporary, Classic Hits, and Adult Hits.

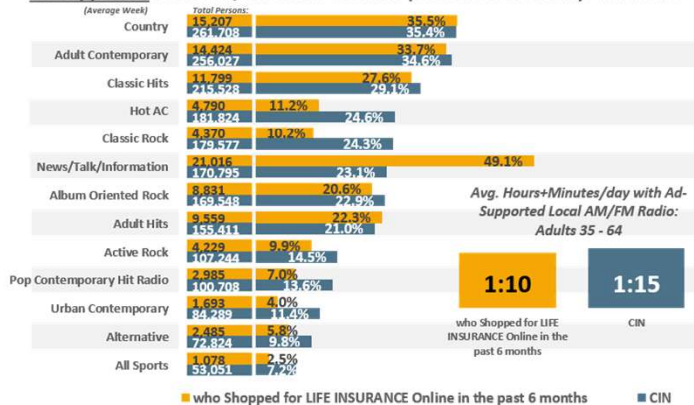
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



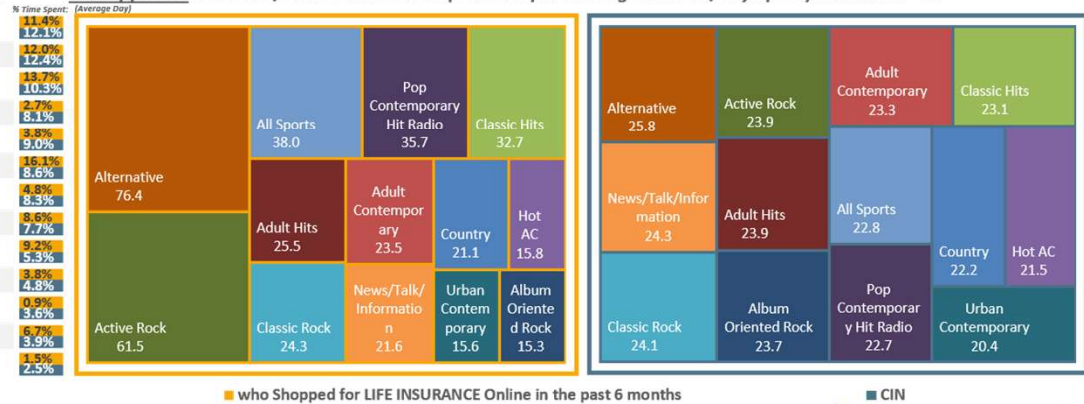
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 86
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

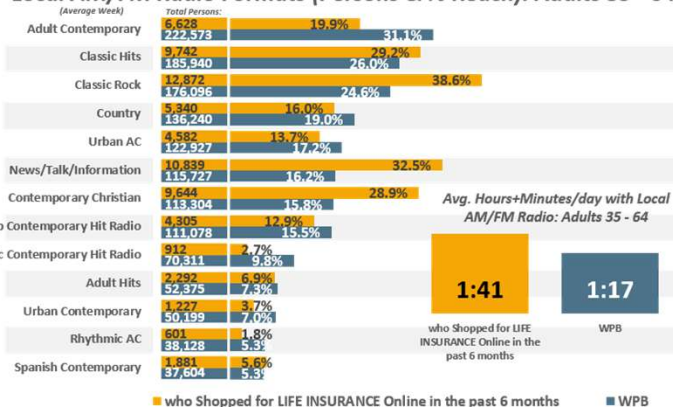
soefa.ai Share of Everything for Anything

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

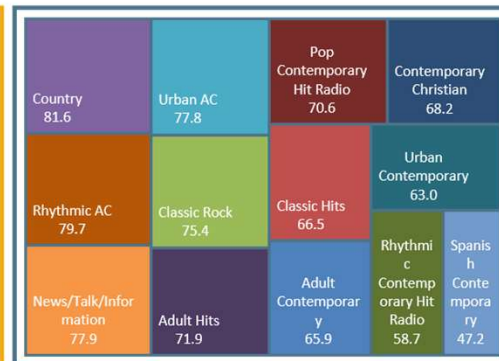
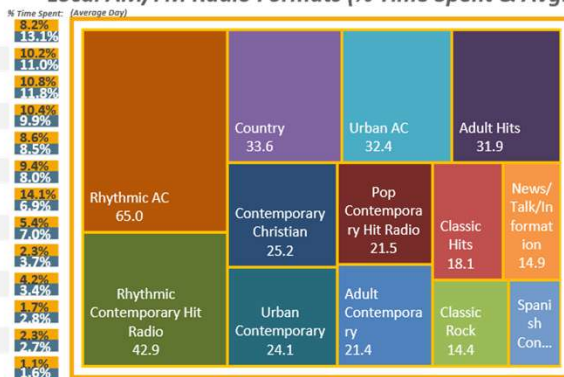


32,913 or 81.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, News/Talk/Information, Adult Contemporary, and Country.

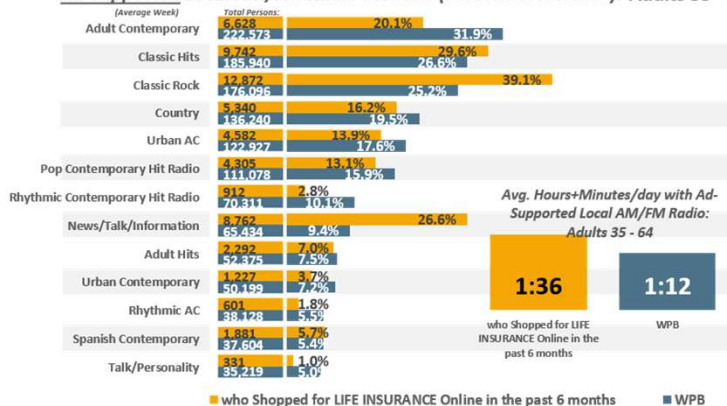
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 - 64



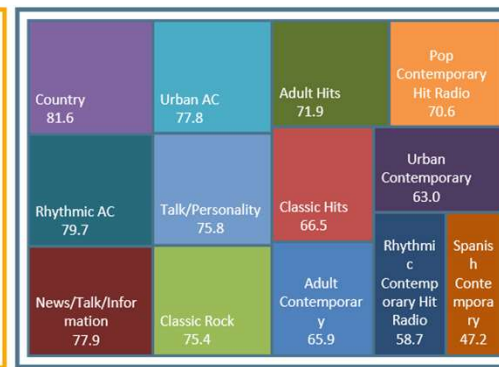
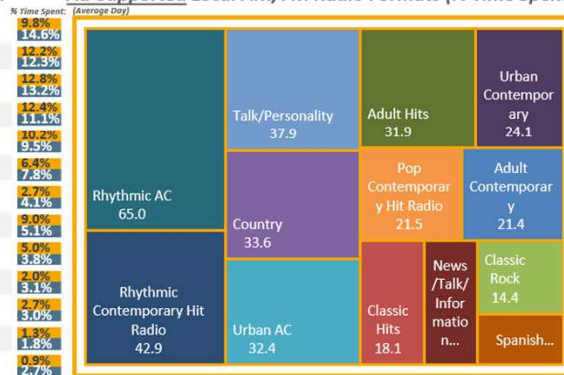
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 105
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

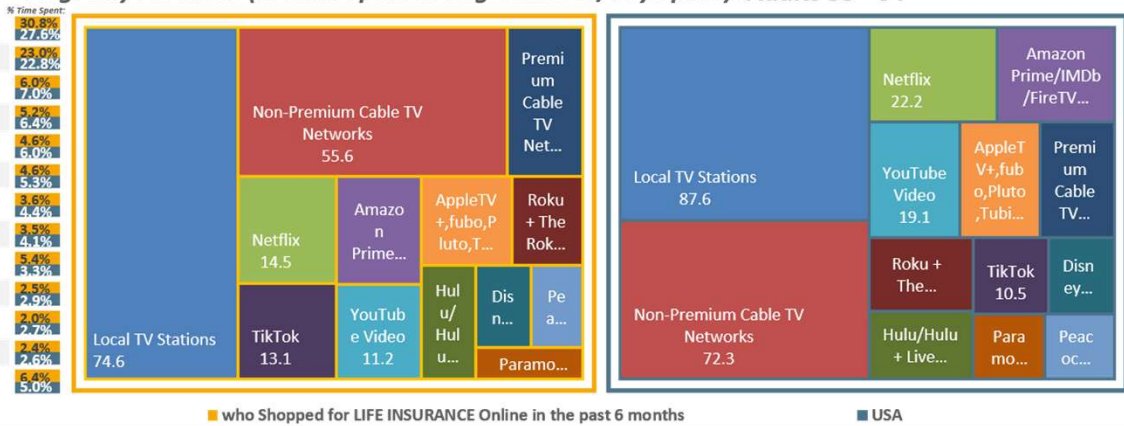
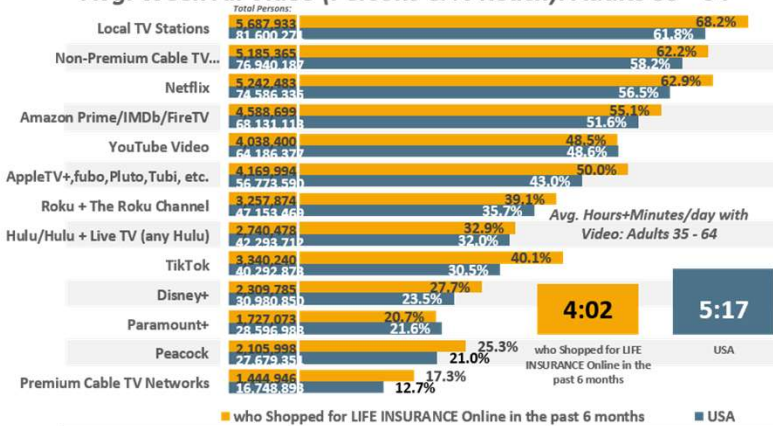
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life



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.

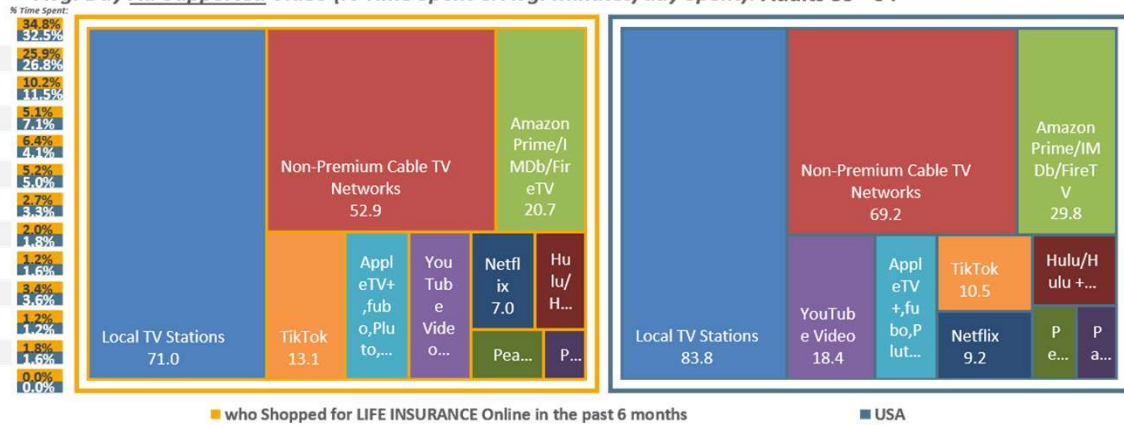
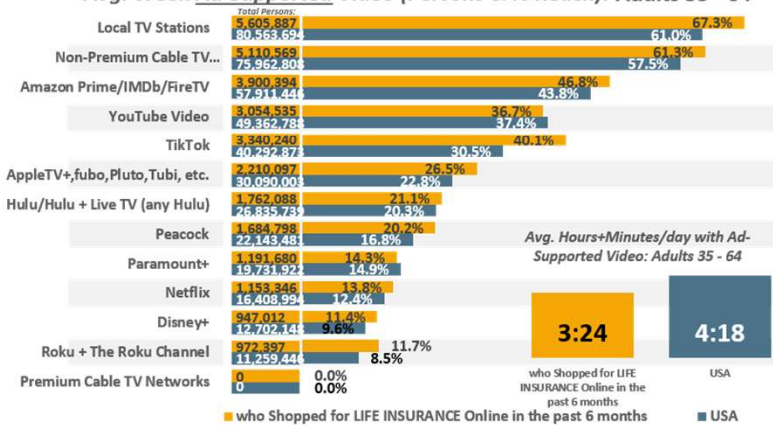
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



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

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

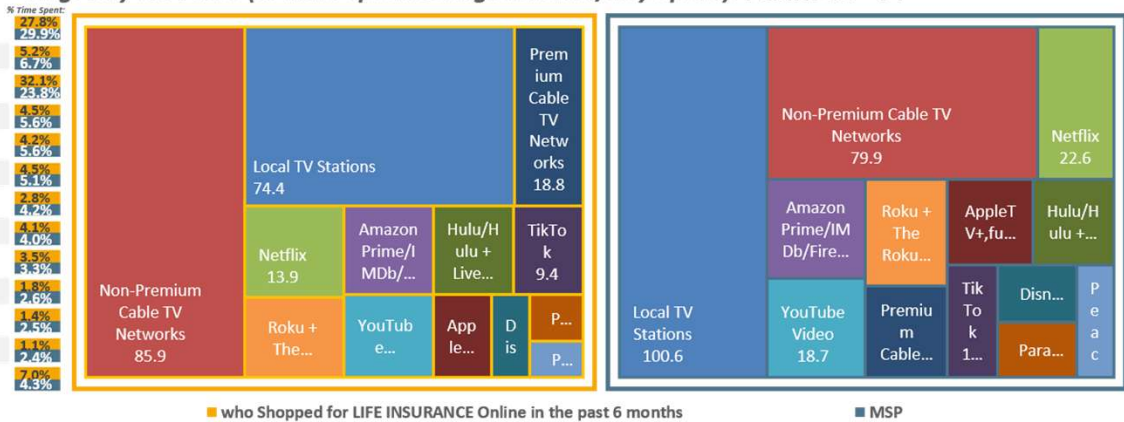
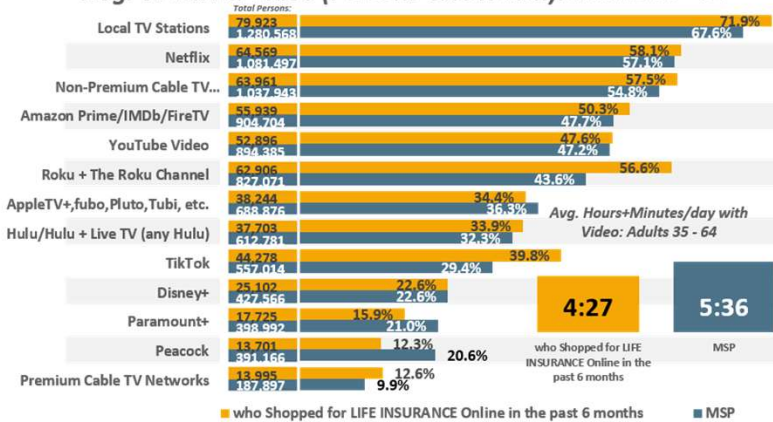




79,122 or 71.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 71. minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

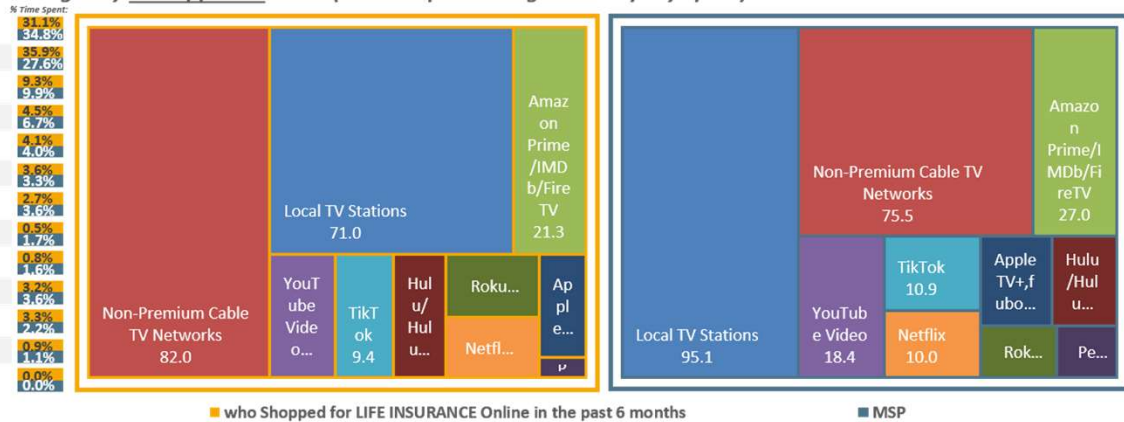
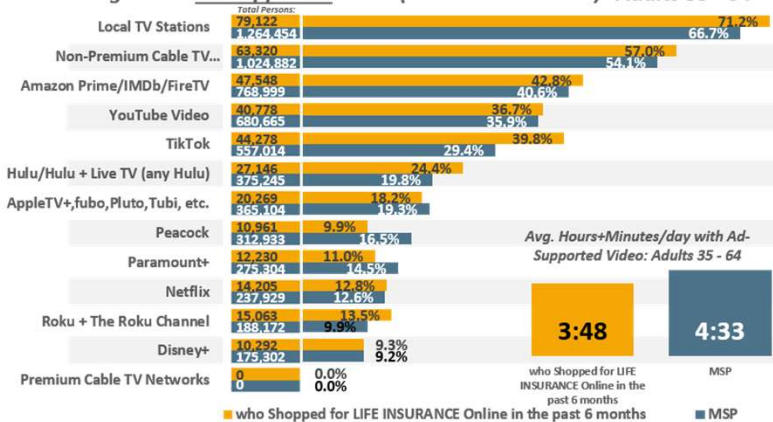
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

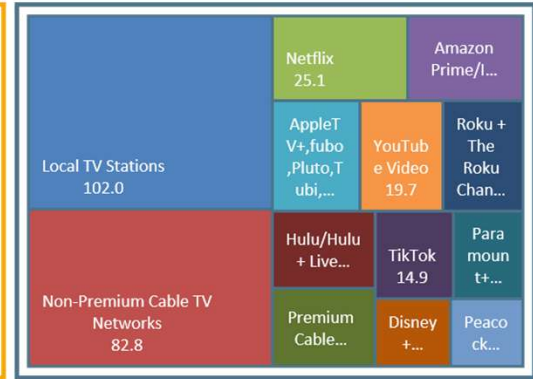
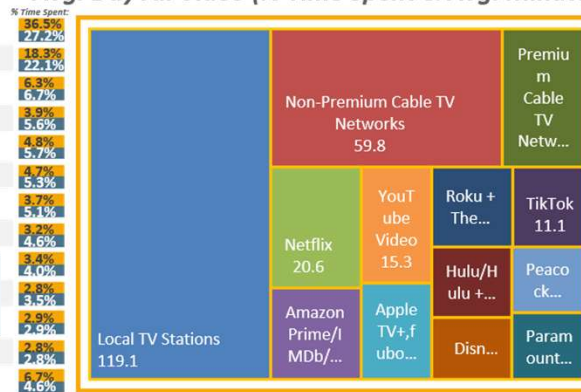
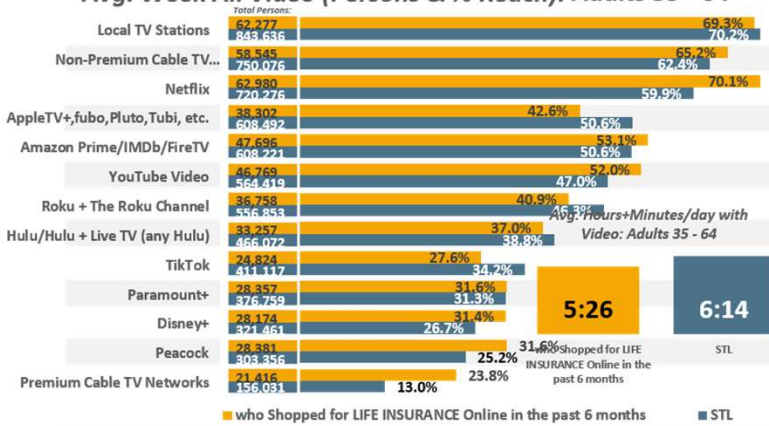
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life



61,260 or 68.2% 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 117.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Video.

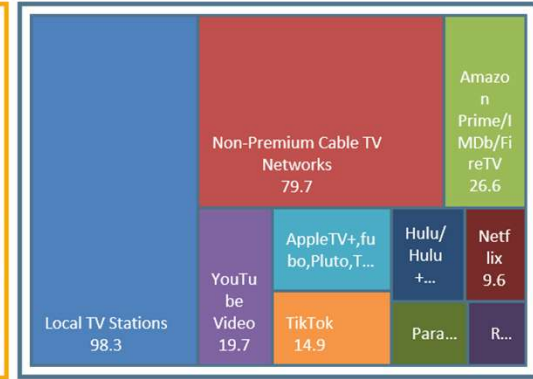
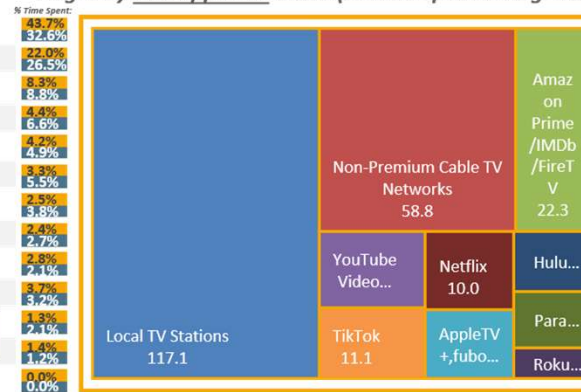
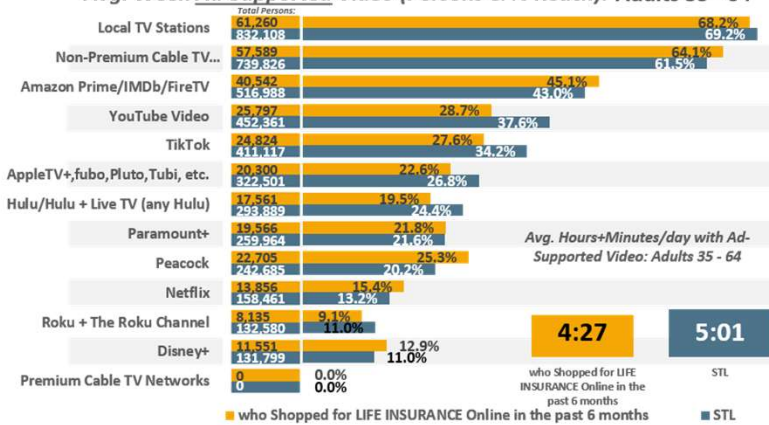
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 120
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

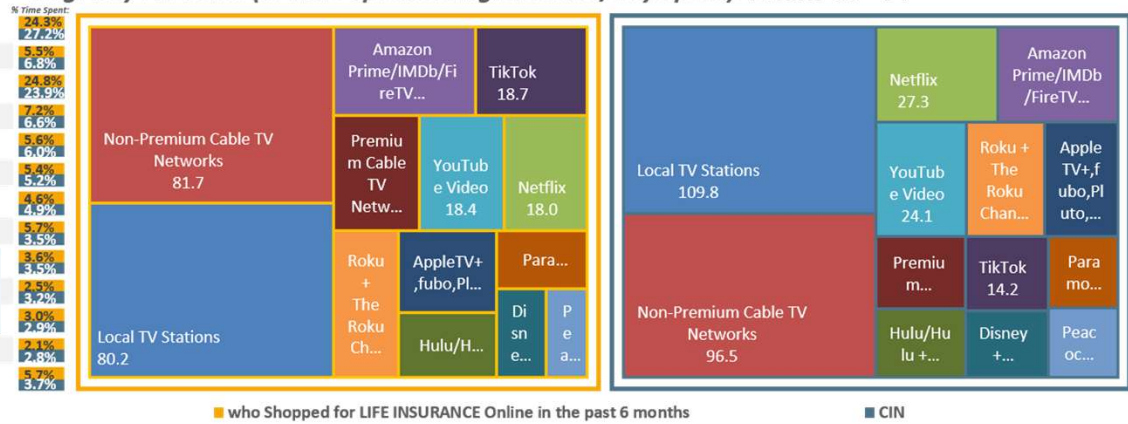
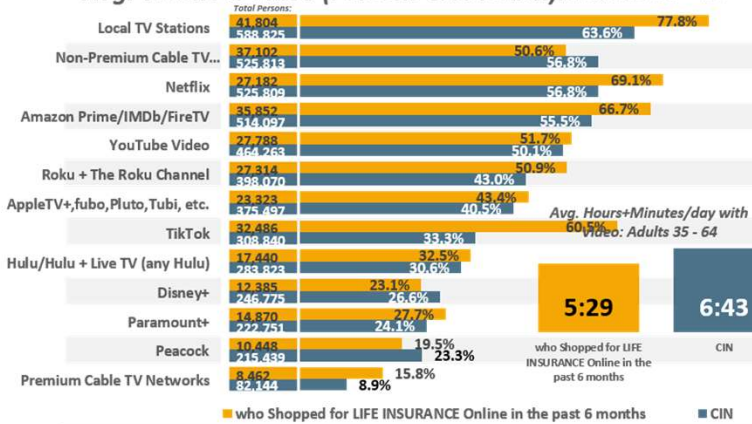
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life



41,035 or 76.4% 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 79.7 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

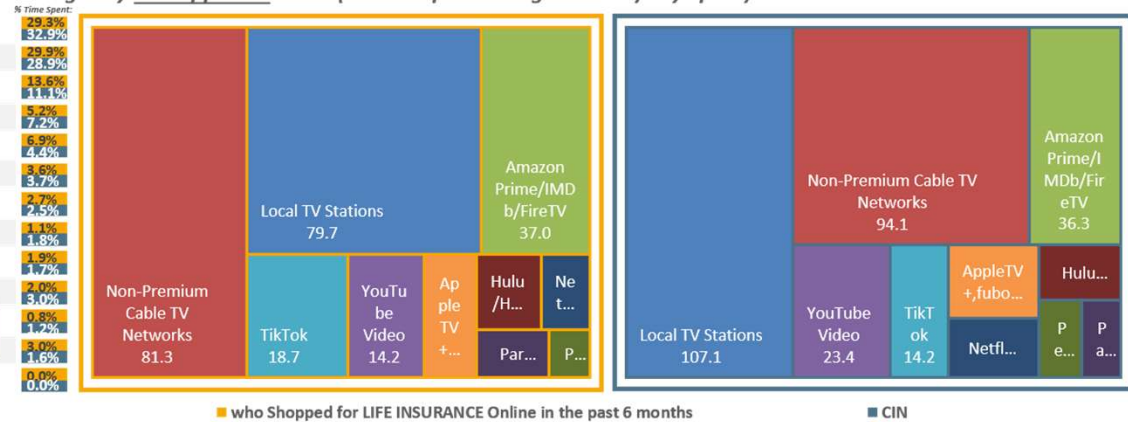
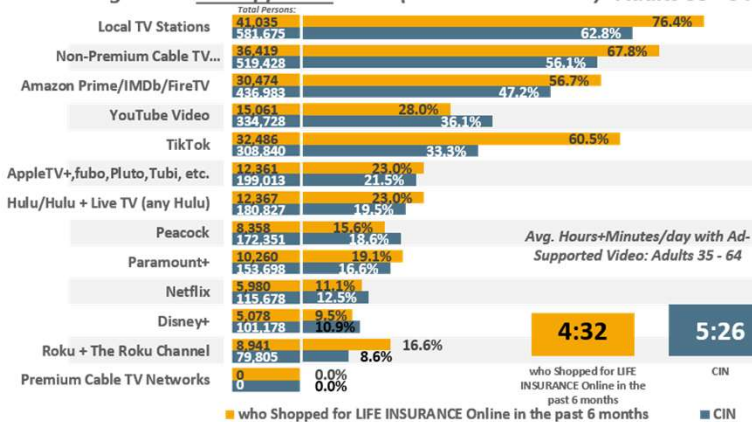
Avg. Week All Video (Persons & % Reach): Adults 35 - 64

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 86
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

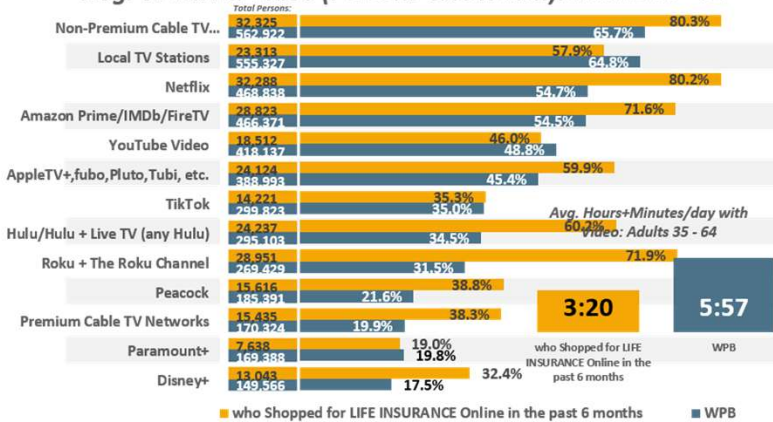
soefa.ai Share of Everything for Anything

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

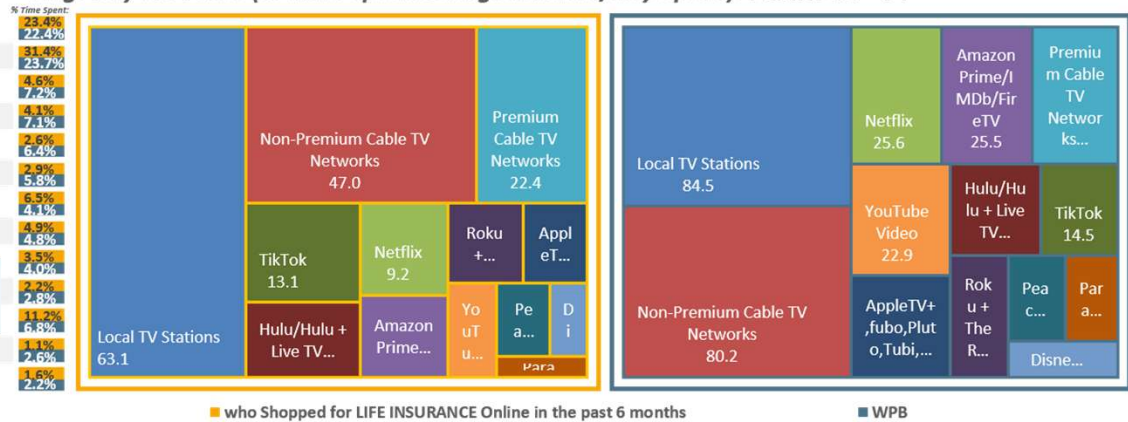


23,034 or 57.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 61.5 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

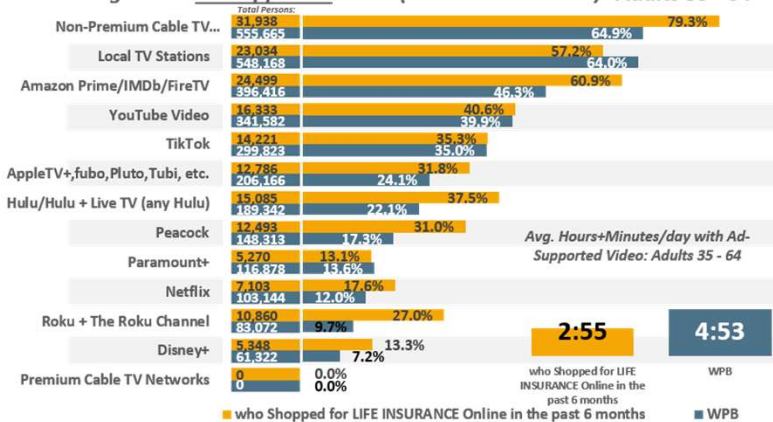
Avg. Week All Video (Persons & % Reach): Adults 35 - 64



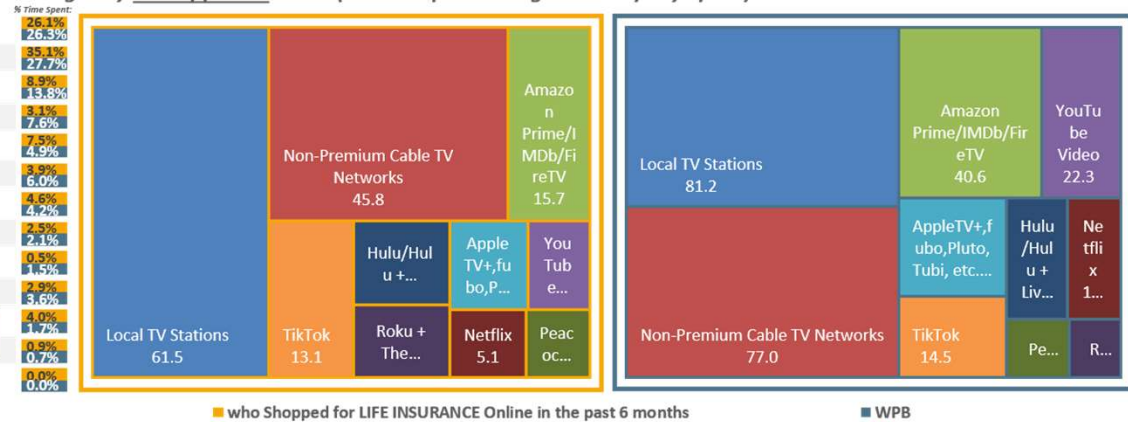
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



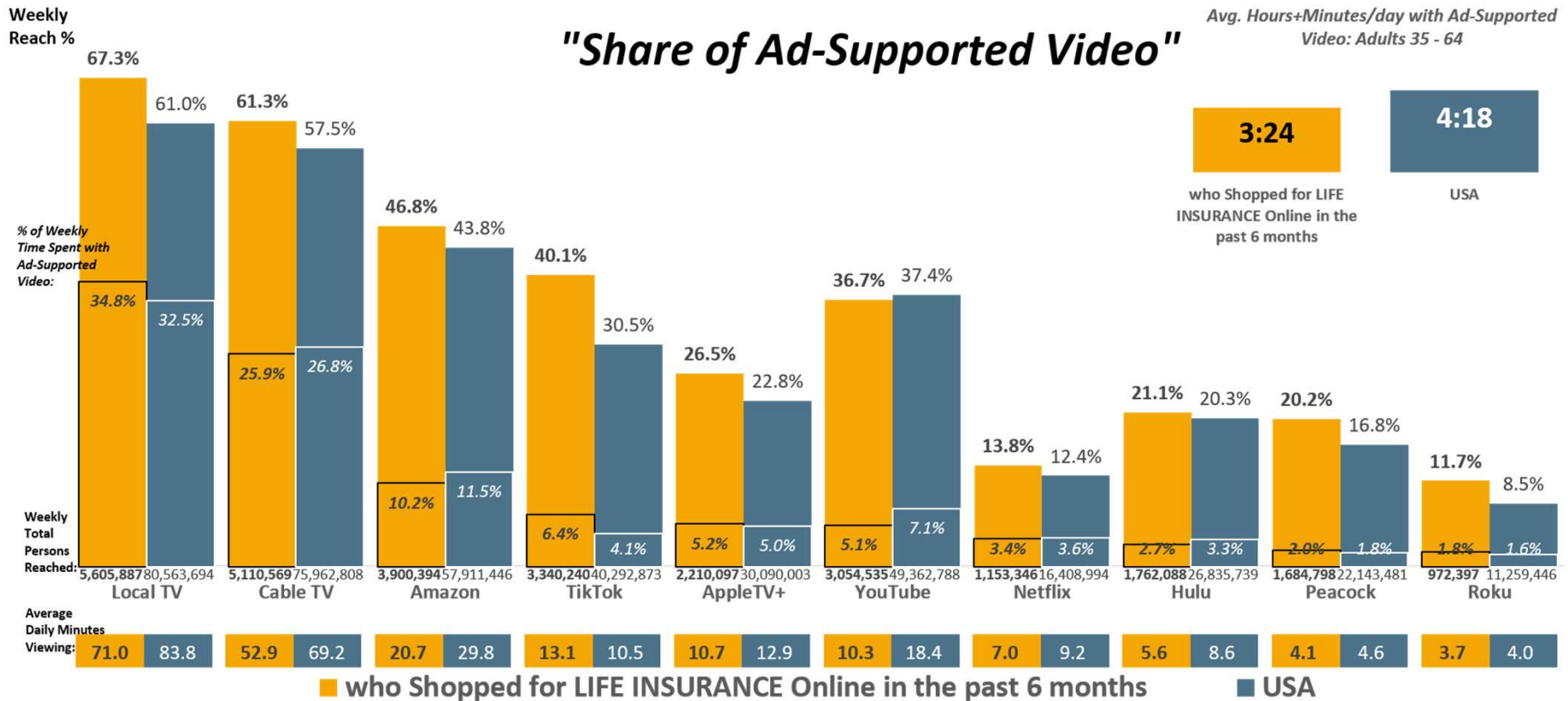
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 105
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

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



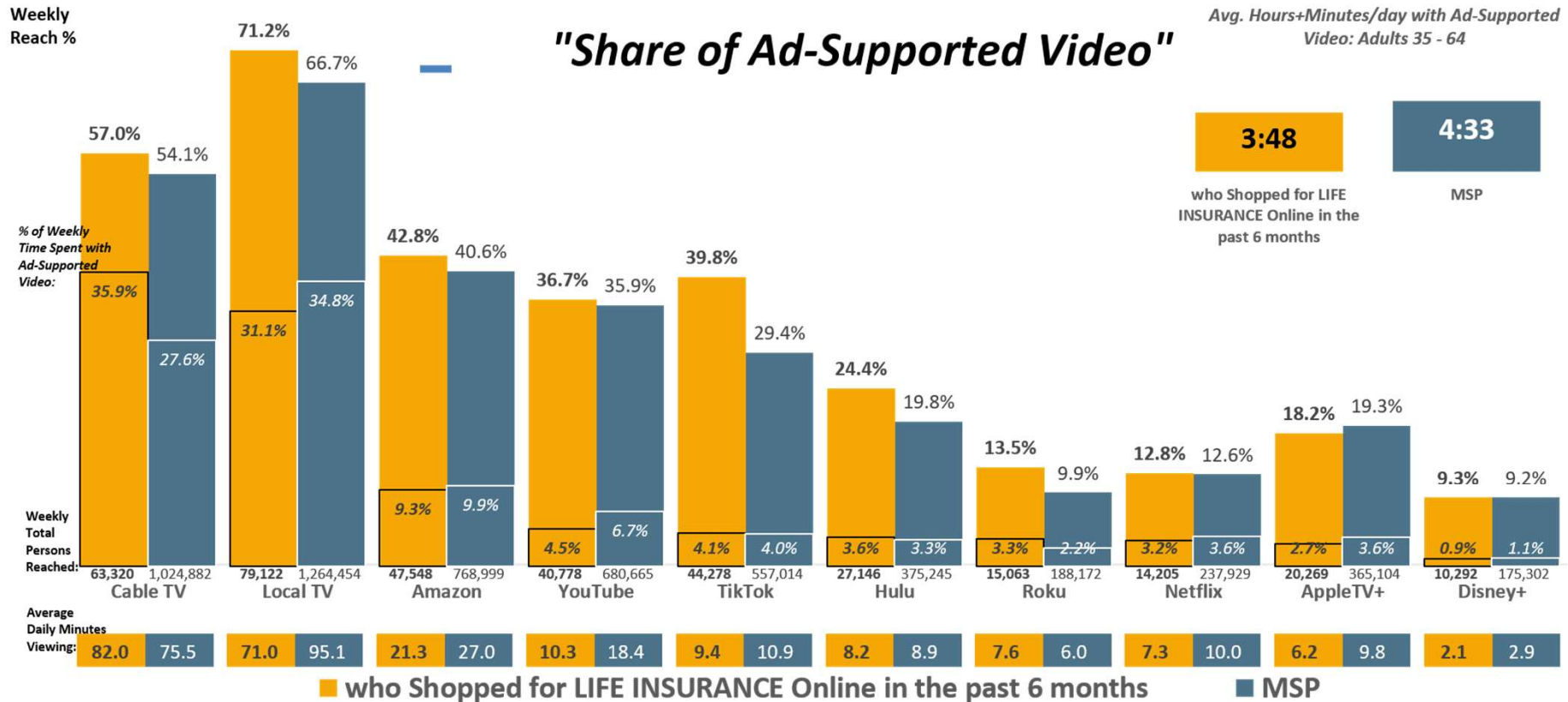
5,605,887 or 67.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 71. minutes every day representing 34.8% of all time spent daily with Ad-Supported Video.





79,122 or 71.2% 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 31.1% of all time spent daily with Ad-Supported Video.

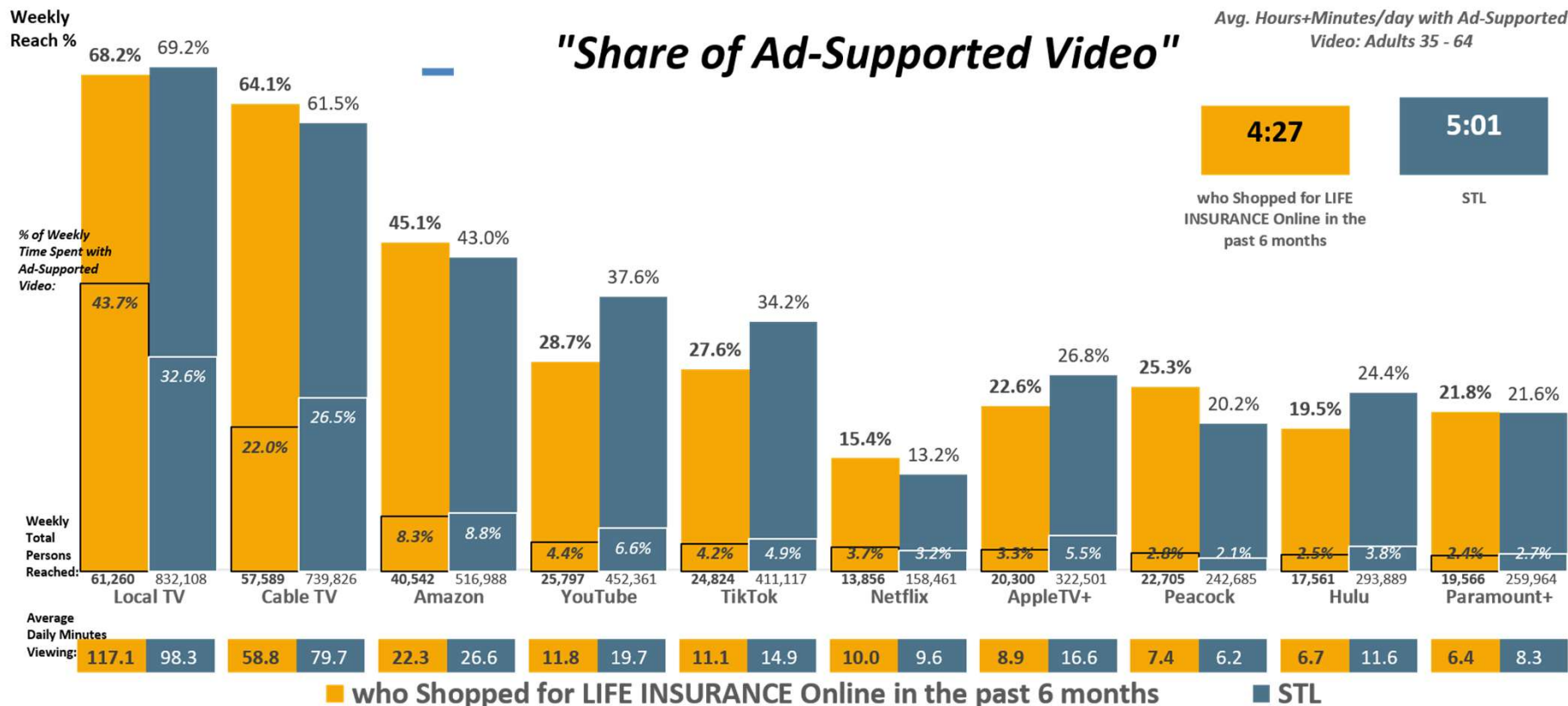
"Share of Ad-Supported Video"





61,260 or 68.2% 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 117.1 minutes every day representing 43.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



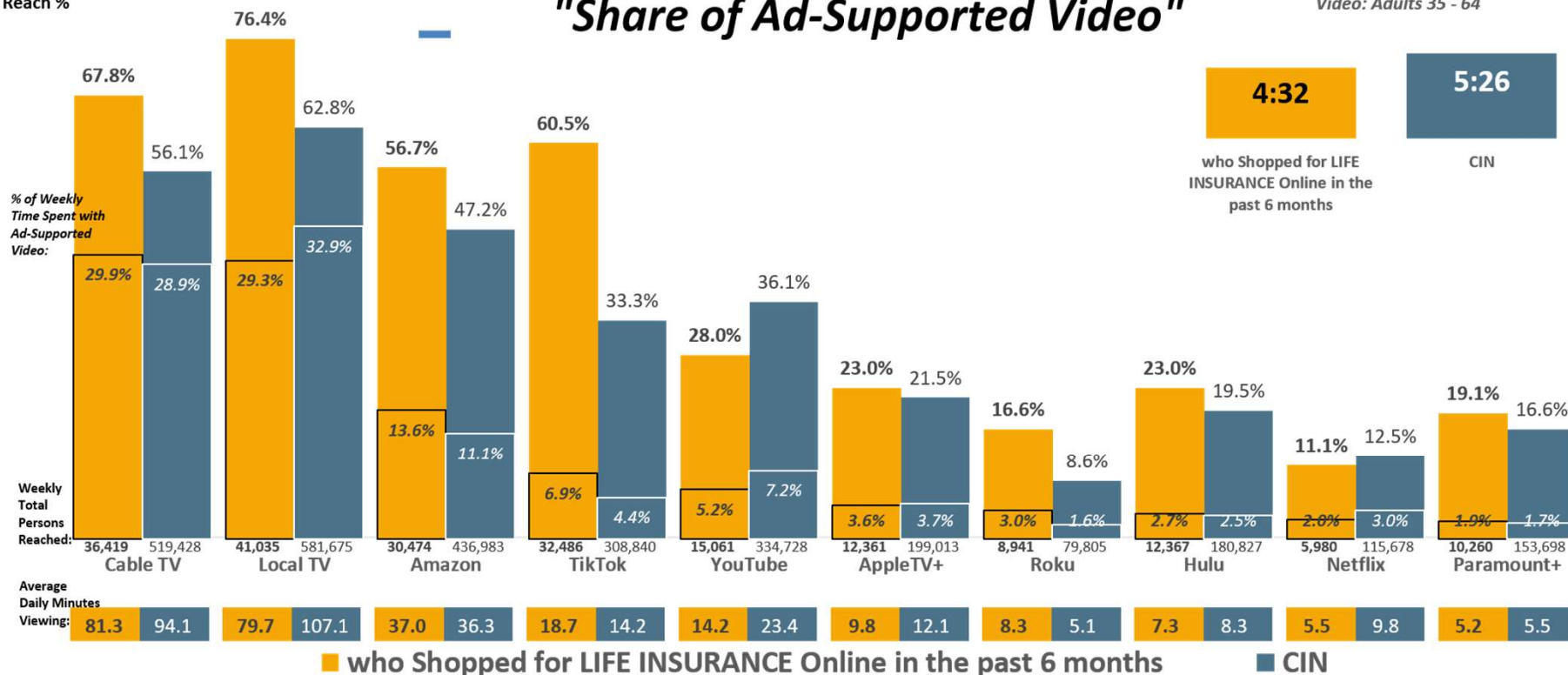


41,035 or 76.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations for an average of 79.7 minutes every day representing 29.3% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 35 - 64



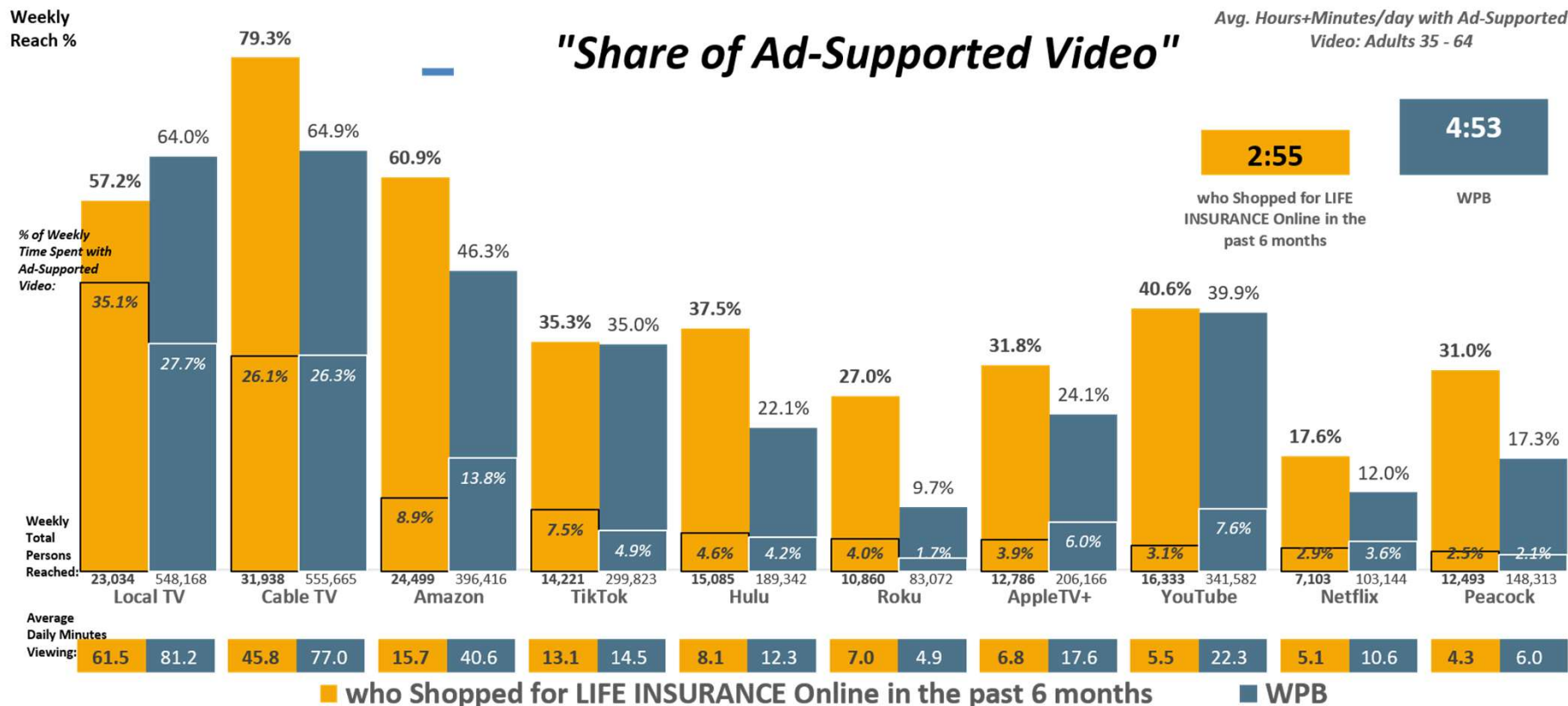
4:32
who Shopped for LIFE
INSURANCE Online in the
past 6 months

5:26
CIN



23,034 or 57.2% 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 61.5 minutes every day representing 35.1% of all time spent daily with Ad-Supported Video.

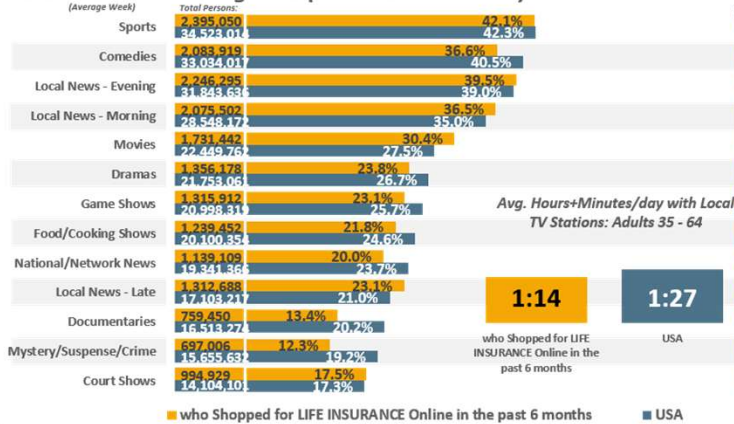
"Share of Ad-Supported Video"



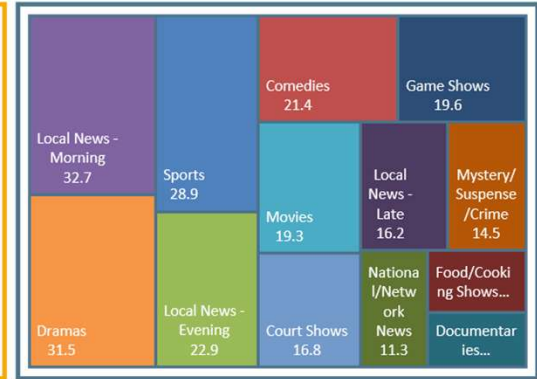
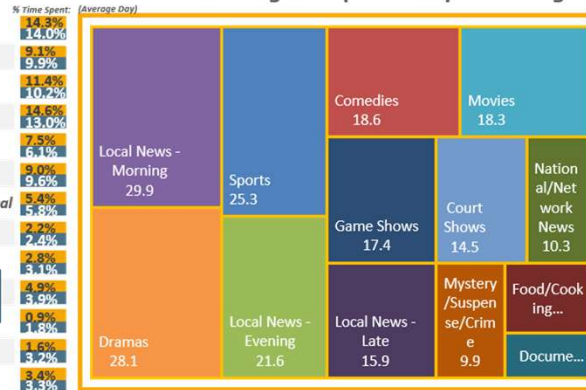


5,605,887 or 67.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Movies, and Dramas.

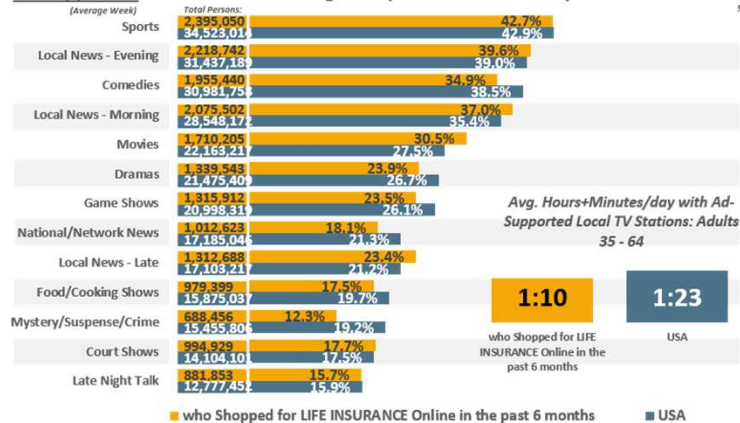
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



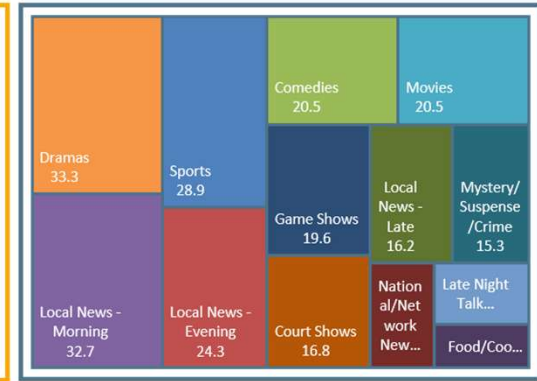
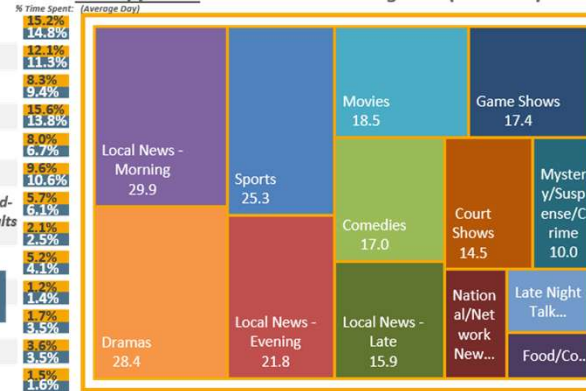
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



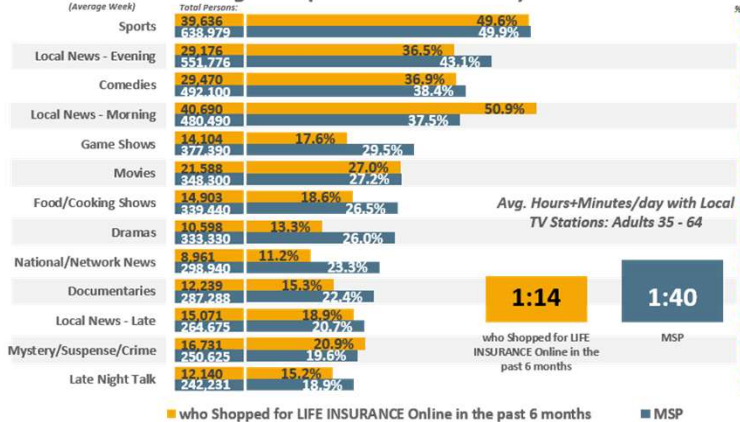
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



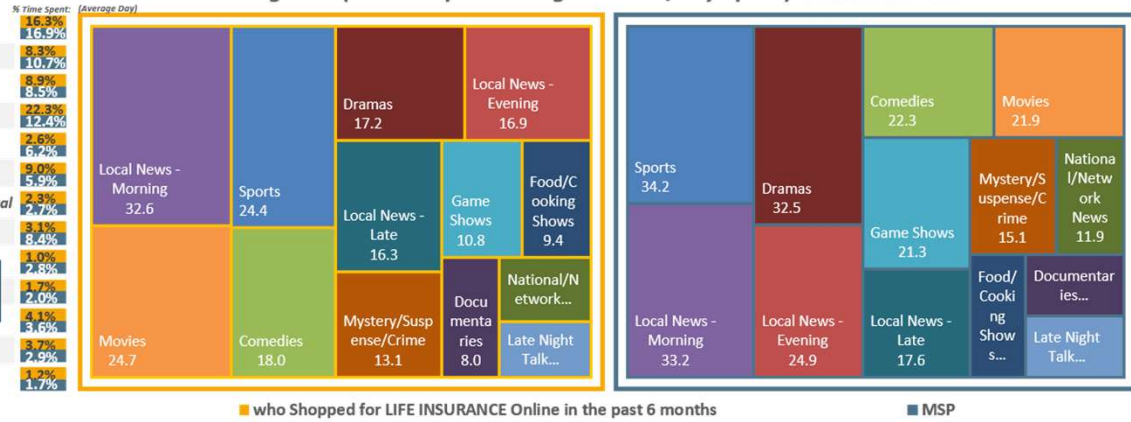


79,122 or 71.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Movies, and Mystery/Suspense/Crime.

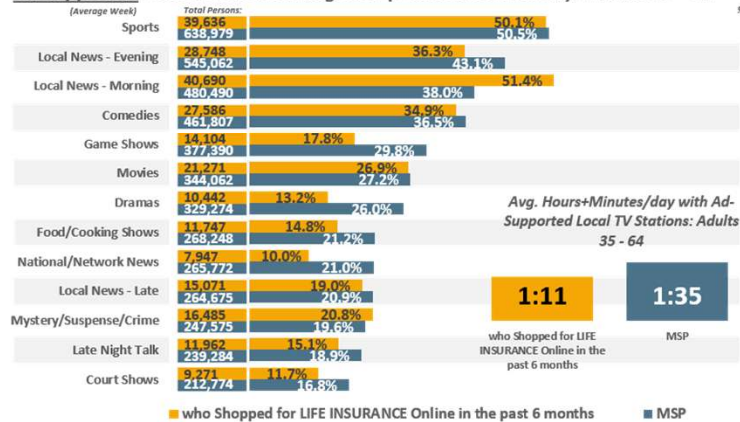
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



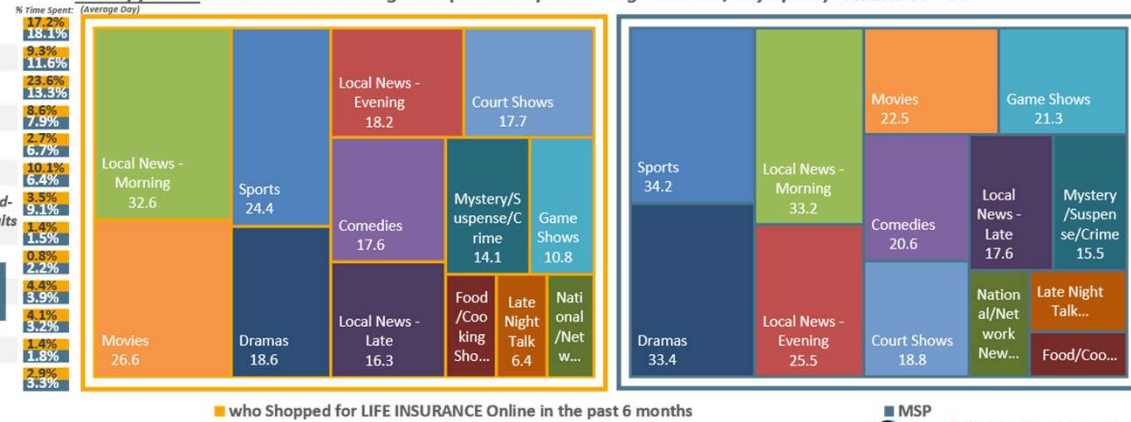
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



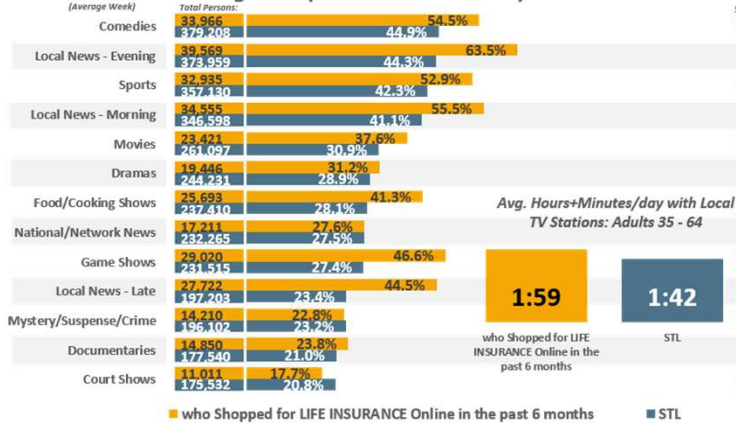
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



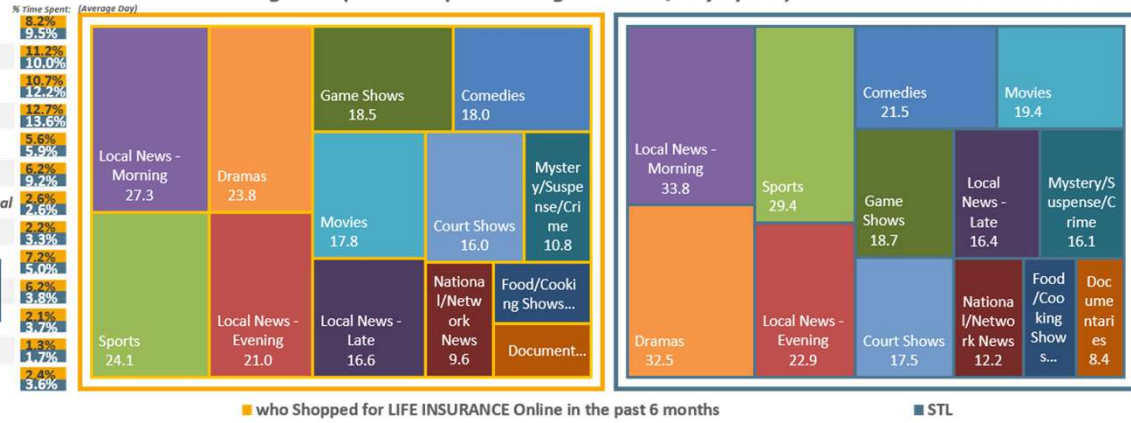


61,260 or 68.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, Sports, Comedies, Game Shows, and Local News - Late.

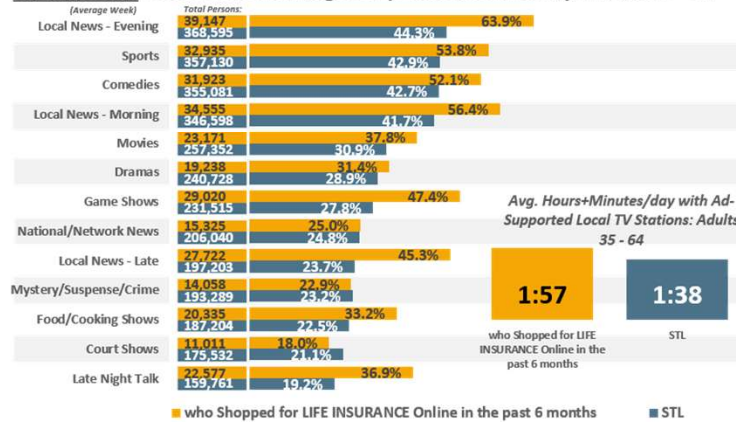
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



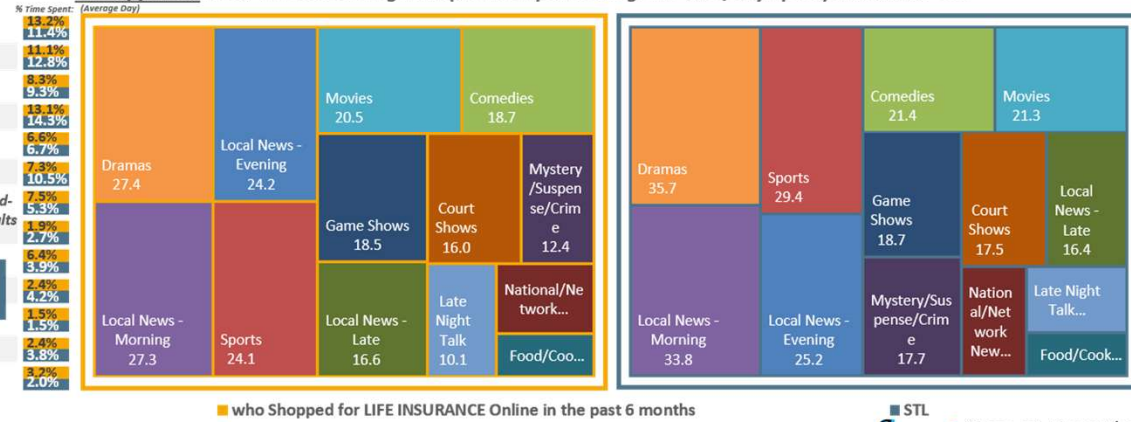
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 120
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

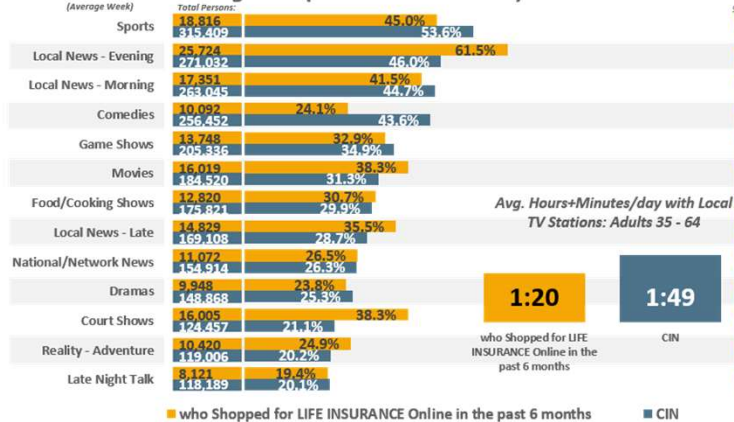
soefa.ai Share of Everything for Anything

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

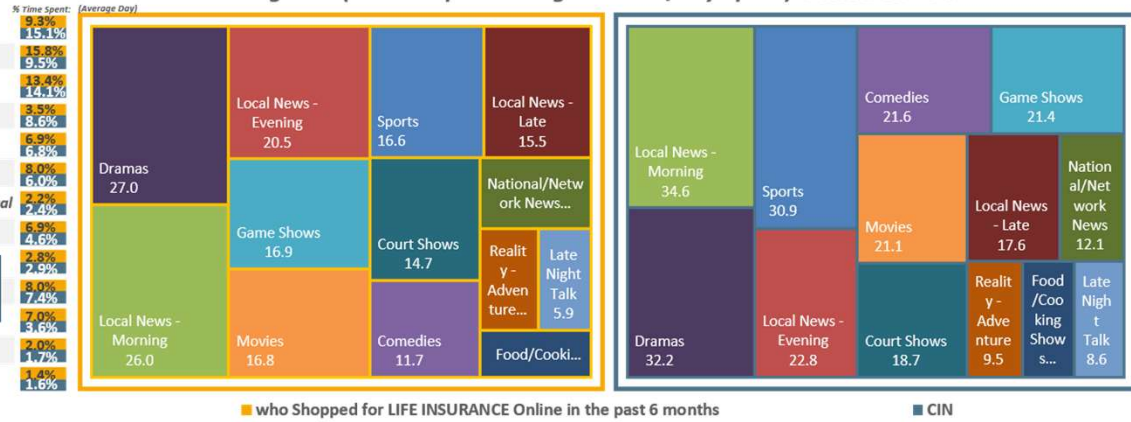


41,035 or 76.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Court Shows, Movies, and Local News - Late.

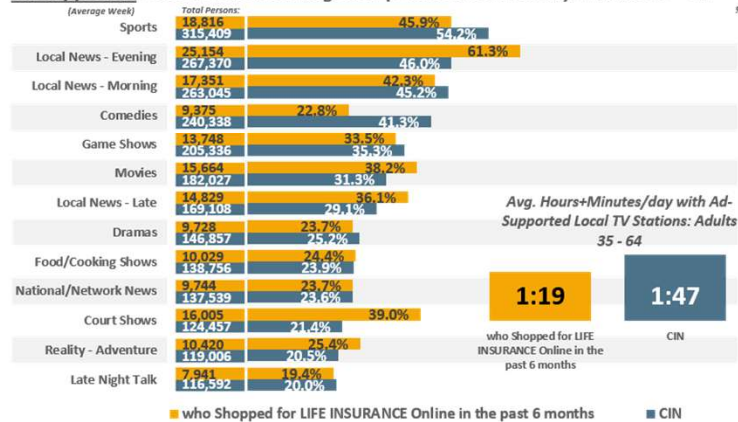
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



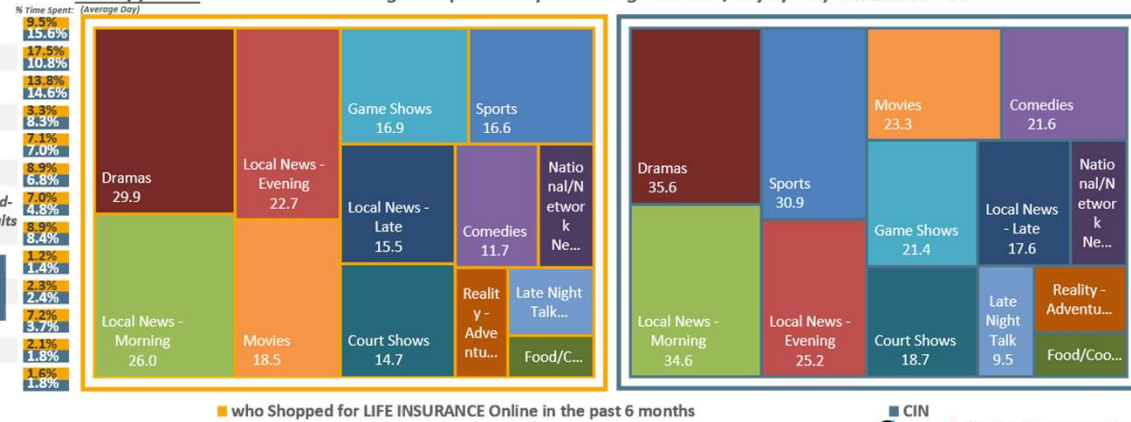
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



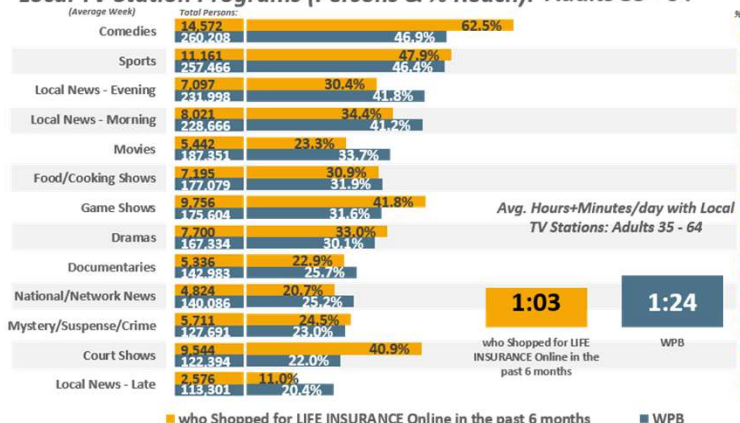
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



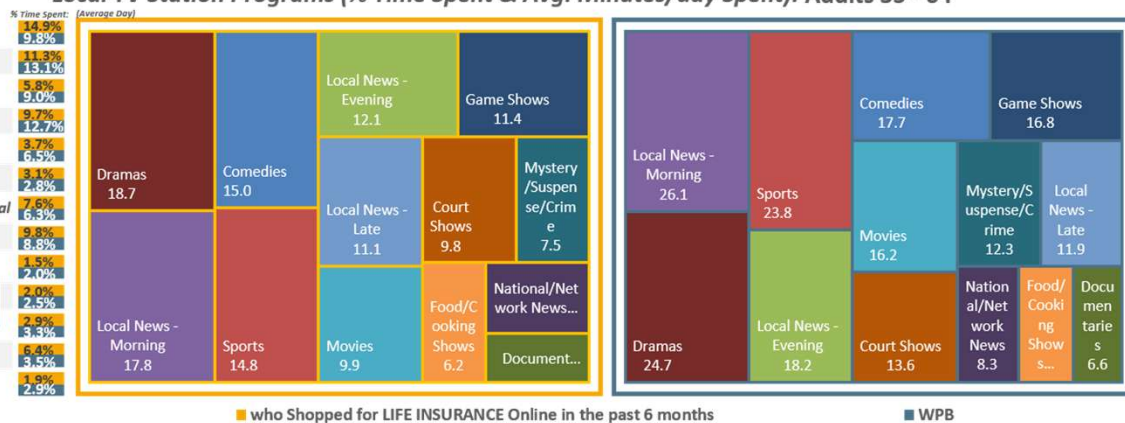


23,034 or 57.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Game Shows, Late Night Talk, Court Shows, and Local News - Morning.

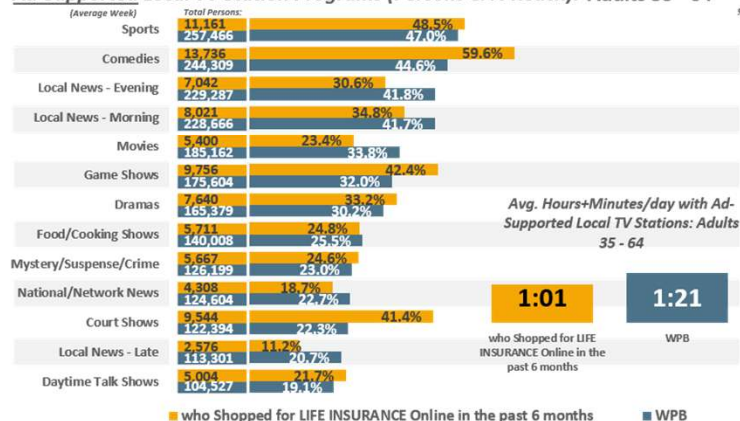
Local TV Station Programs (Persons & % Reach): Adults 35 - 64



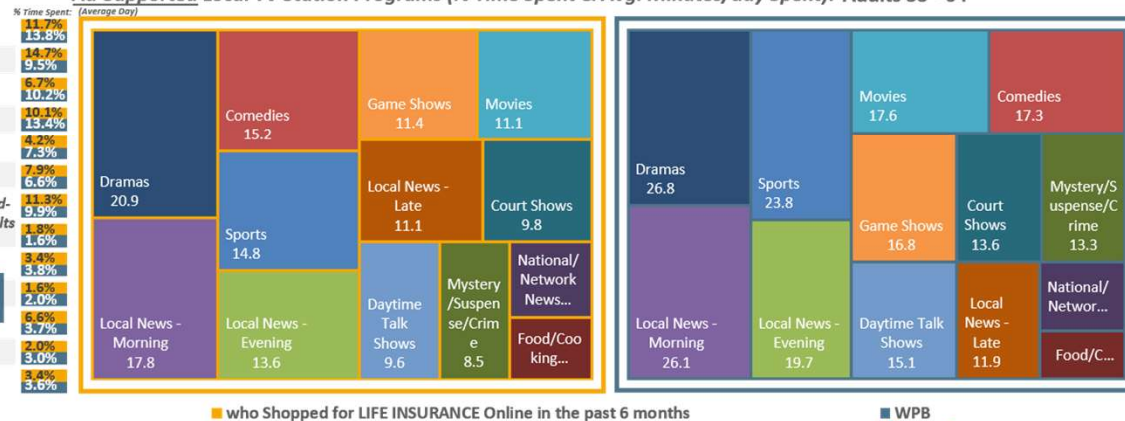
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 105
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

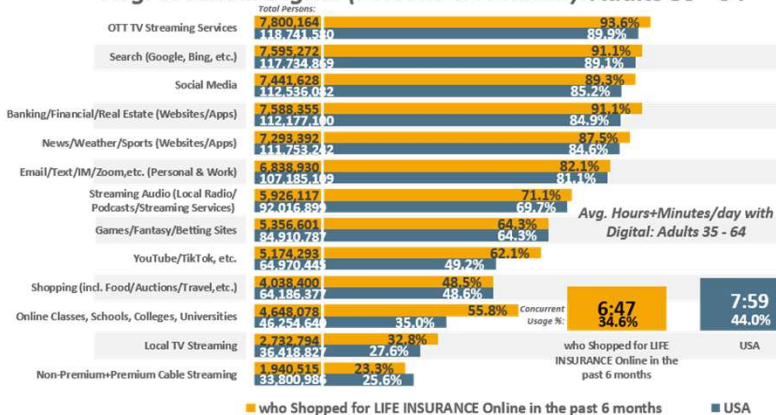
soefa.ai Share of Everything for Anything

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

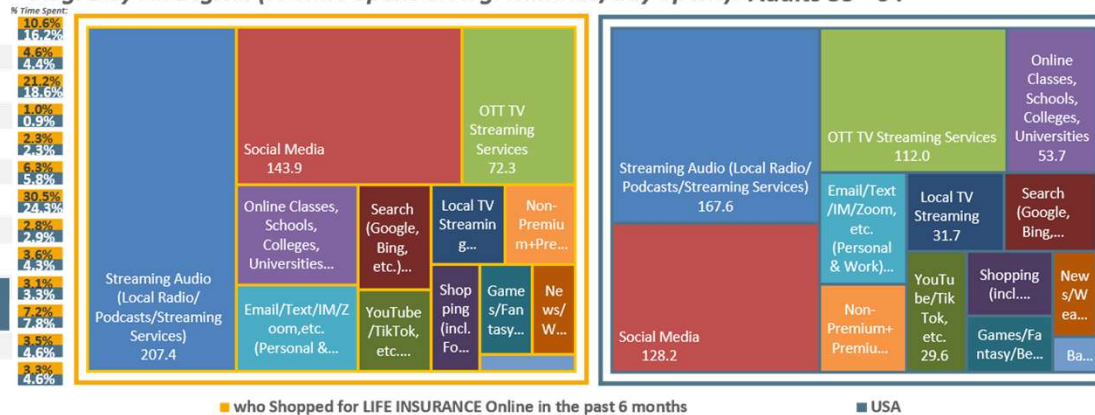


6,604,713 or 79.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 132.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

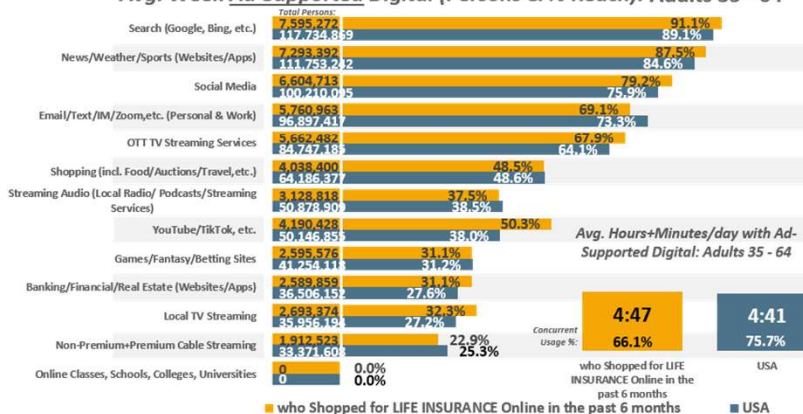
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



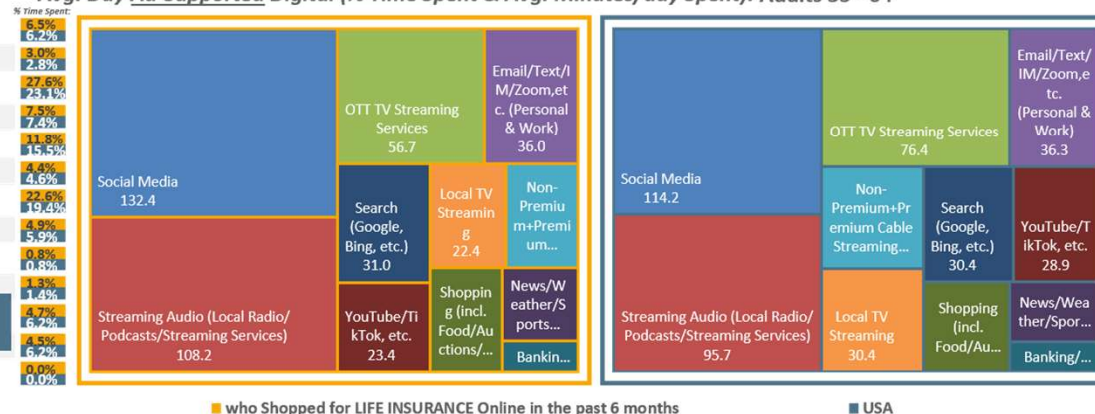
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

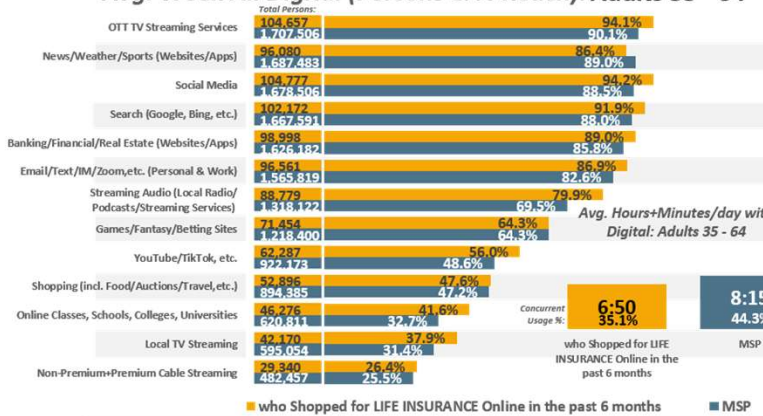
soefa.ai Share of Everything for Anything

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

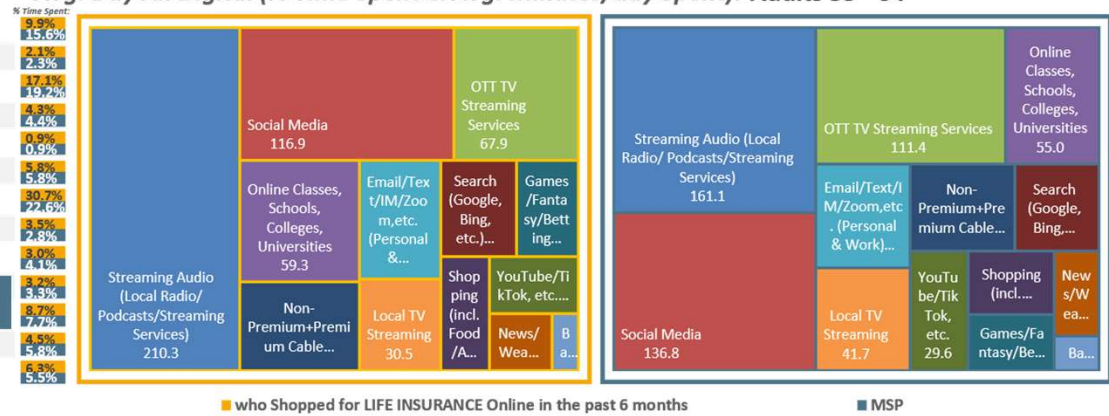


83,665 or 75.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 107.6 minutes every day representing 22.3% of all time spent daily with Ad-Supported Digital Media.

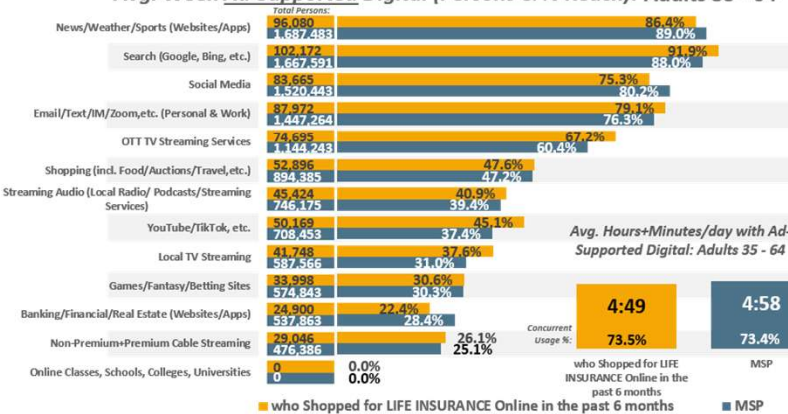
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



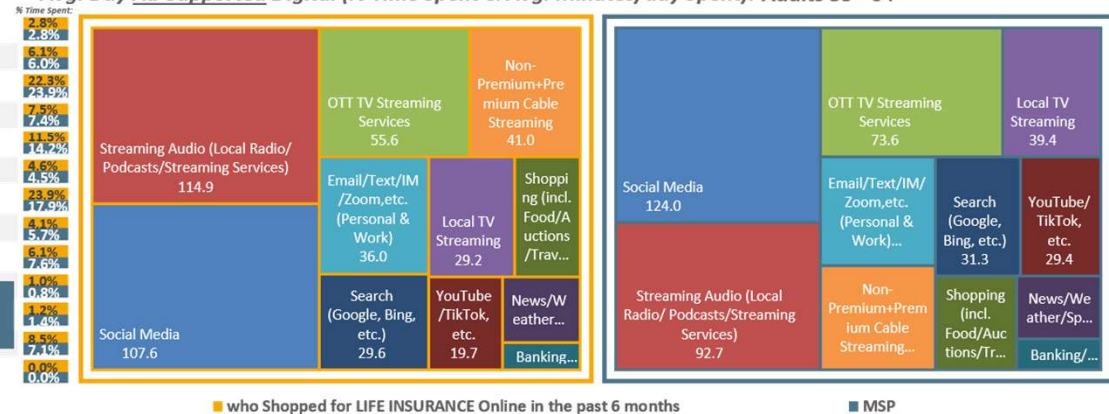
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



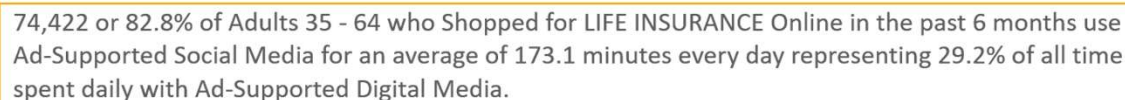
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



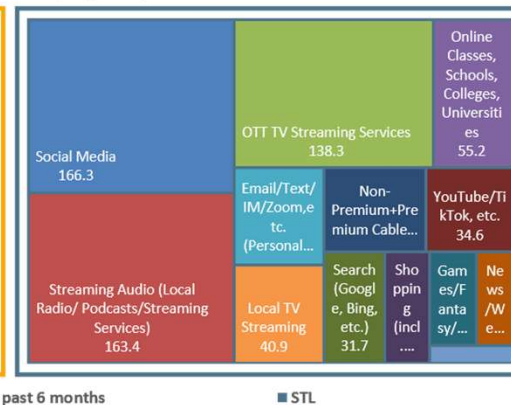
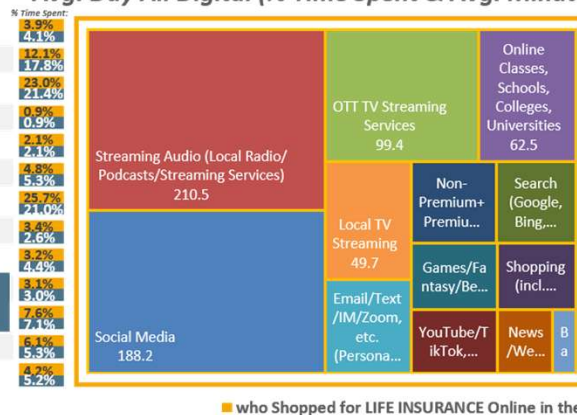
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything

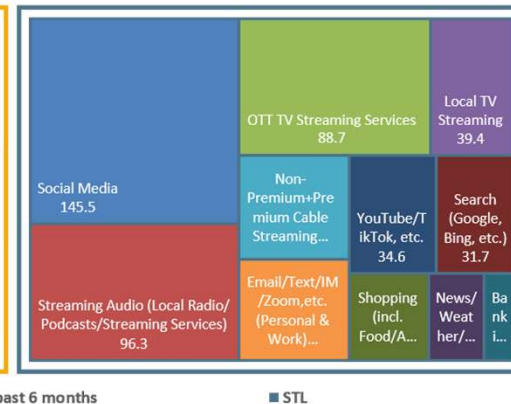
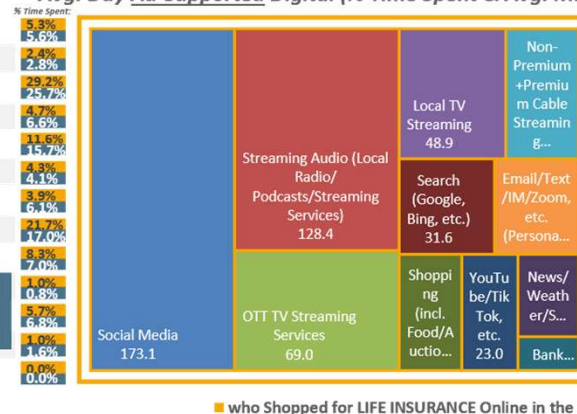
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life



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



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



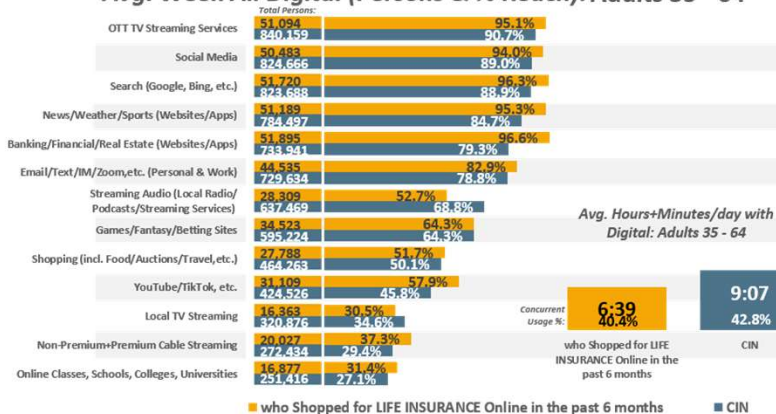
■ STL
soefa.ai Share of Everything
for Anything .

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

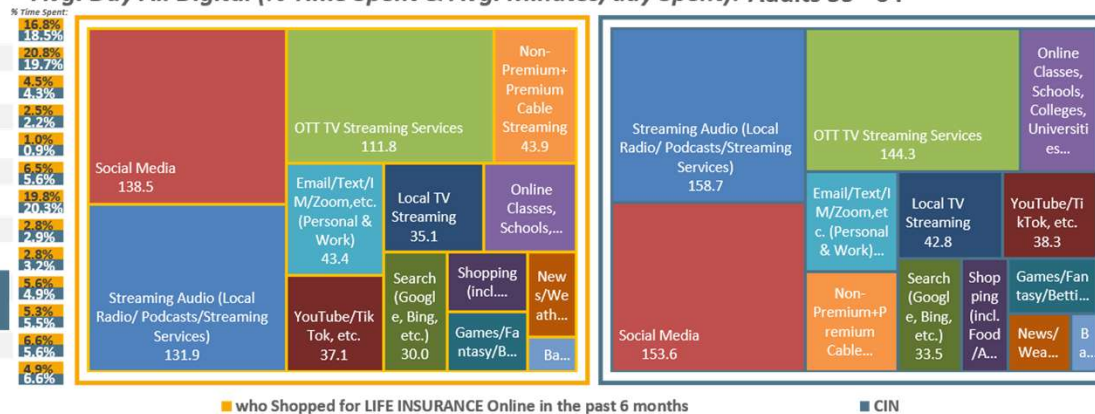


49,316 or 91.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 127.4 minutes every day representing 25.9% of all time spent daily with Ad-Supported Digital Media.

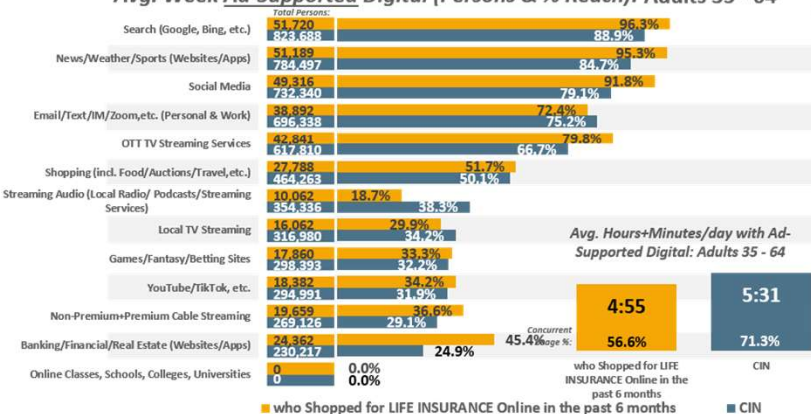
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



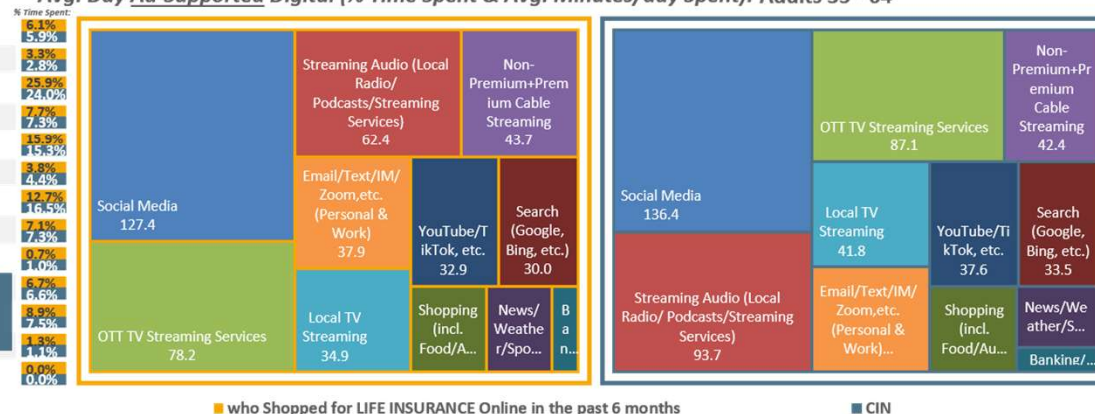
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 86
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

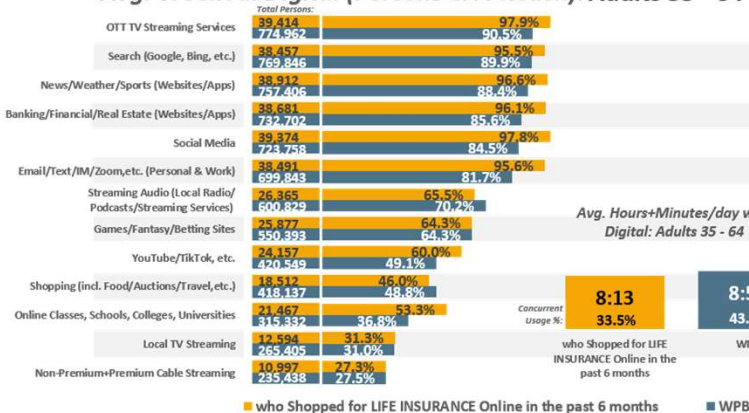
soefa.ai Share of Everything for Anything

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

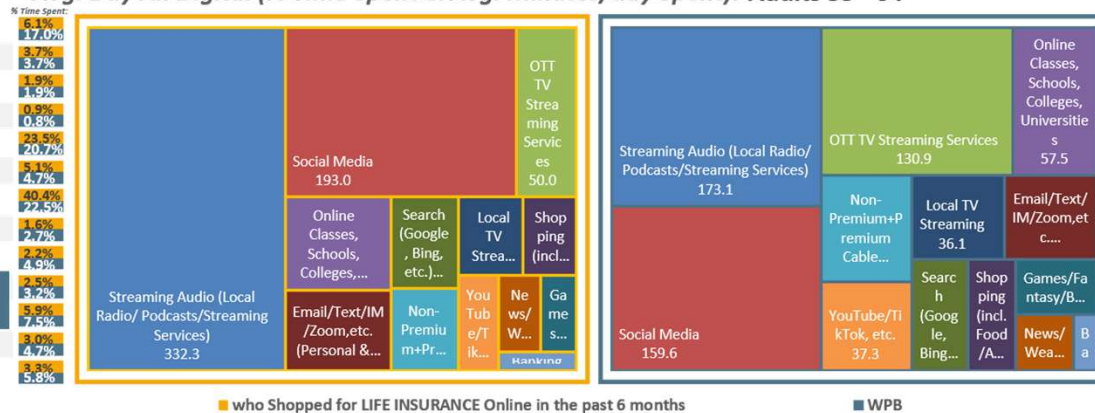


37,963 or 94.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Social Media for an average of 177.5 minutes every day representing 29.9% of all time spent daily with Ad-Supported Digital Media.

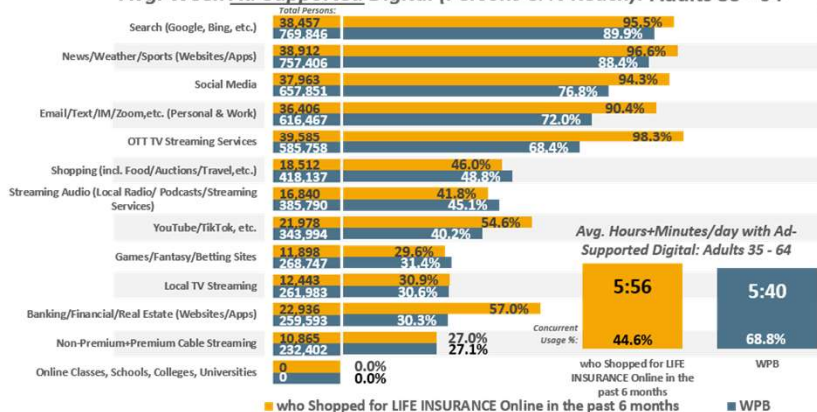
Avg. Week All Digital (Persons & % Reach): Adults 35 - 64



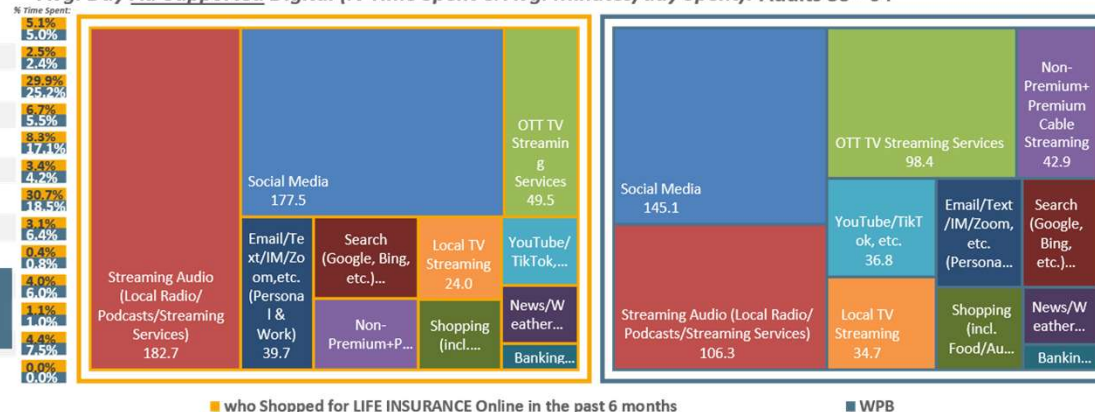
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 105
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

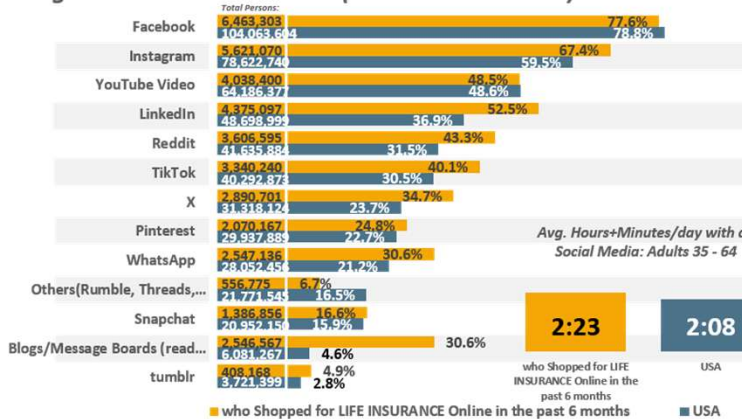
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

soefa.ai Share of Everything for Anything

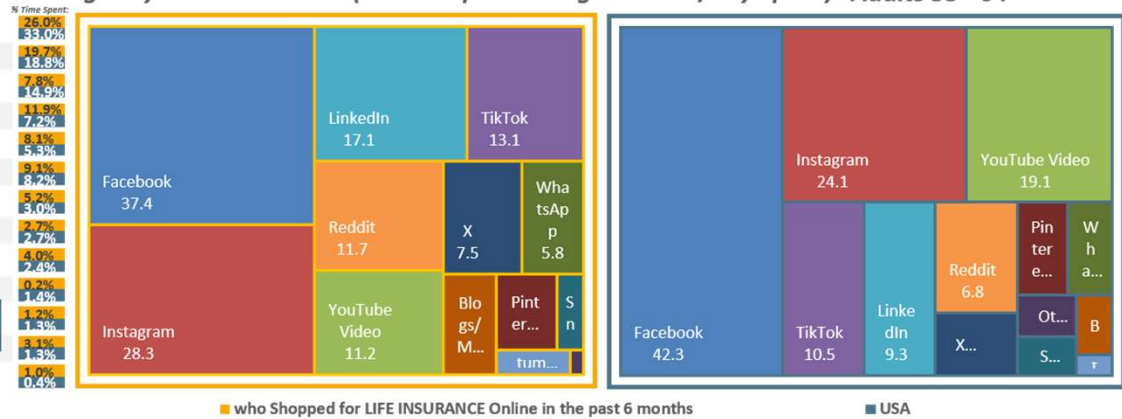


6,463,303 or 77.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 43.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

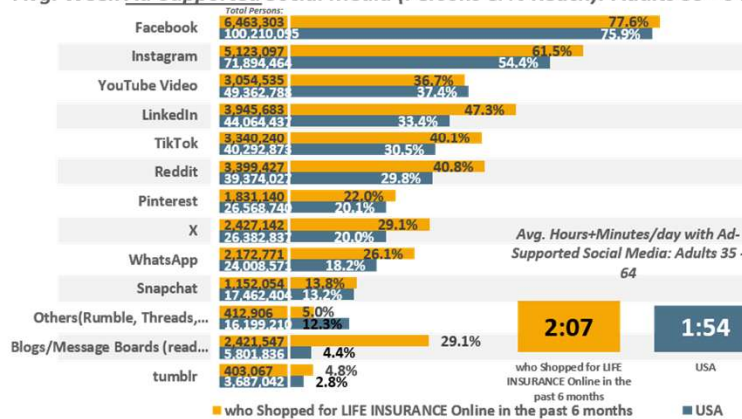
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



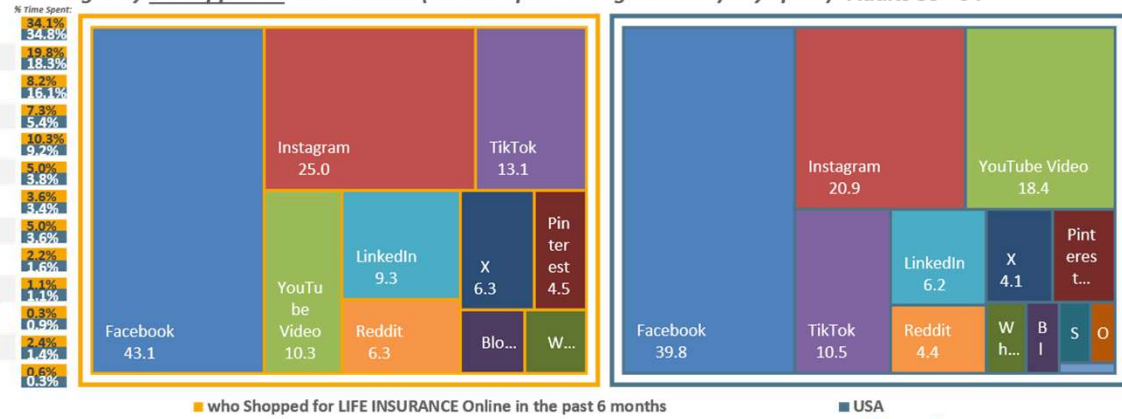
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

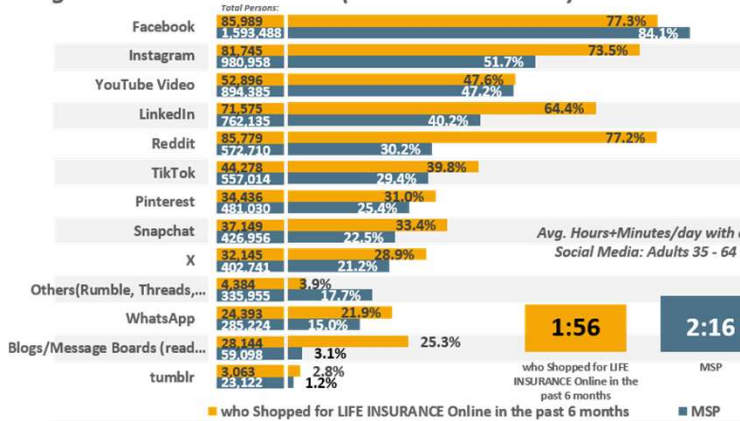
soefa.ai Share of Everything for Anything

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

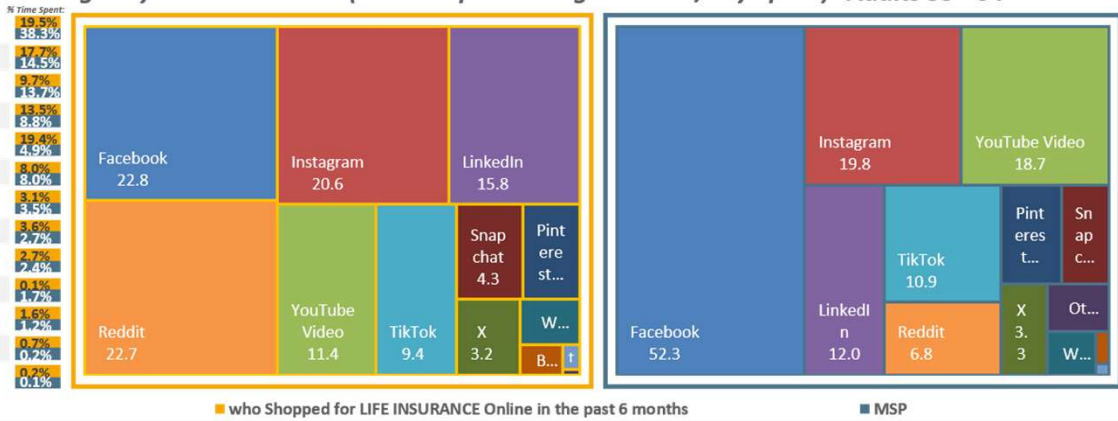


83,665 or 75.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 30. minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

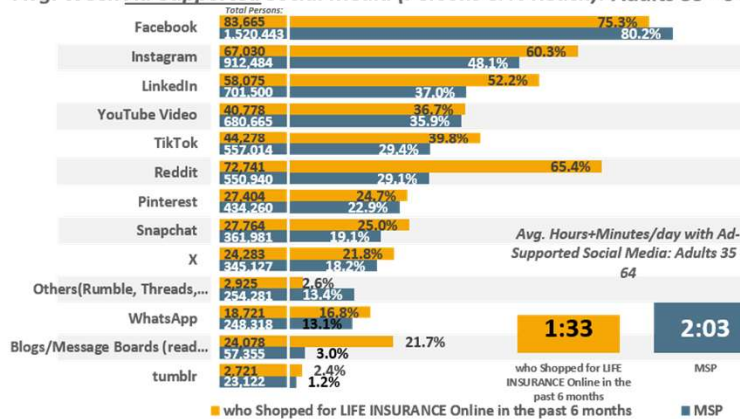
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



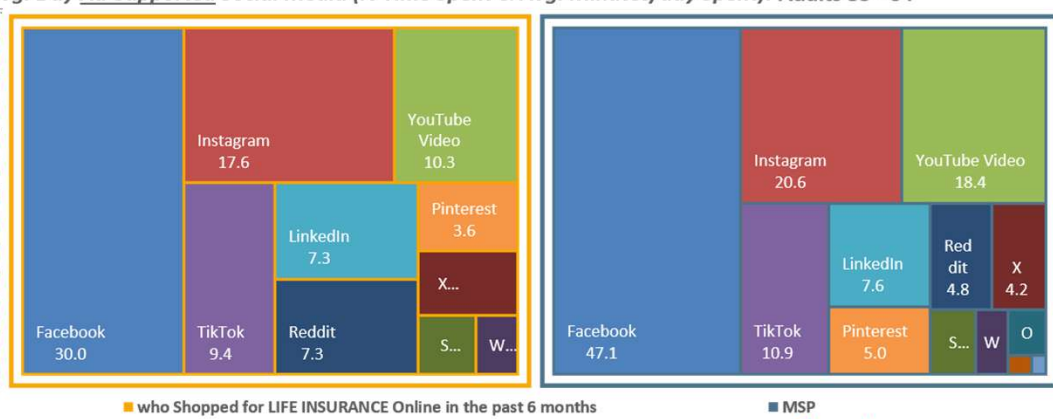
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



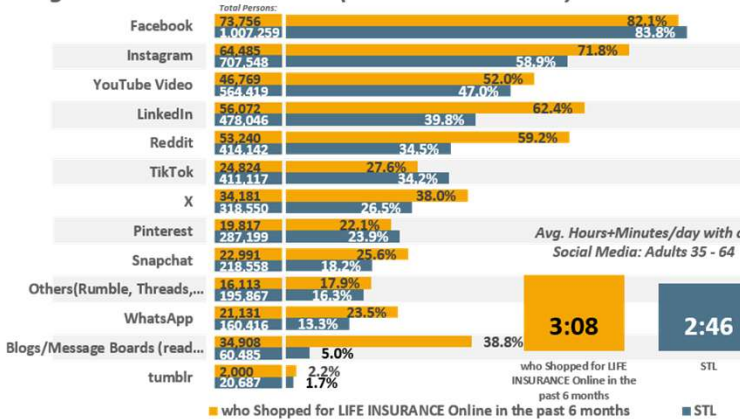
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



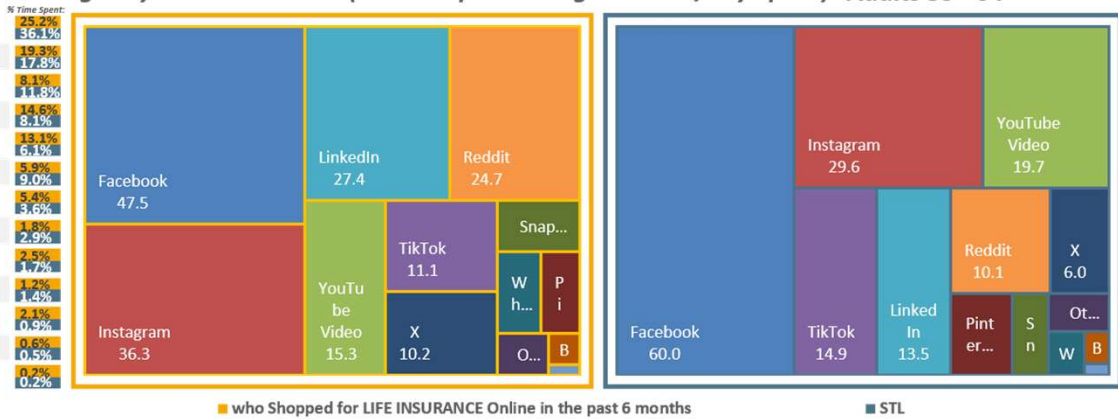


73,756 or 82.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 59.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

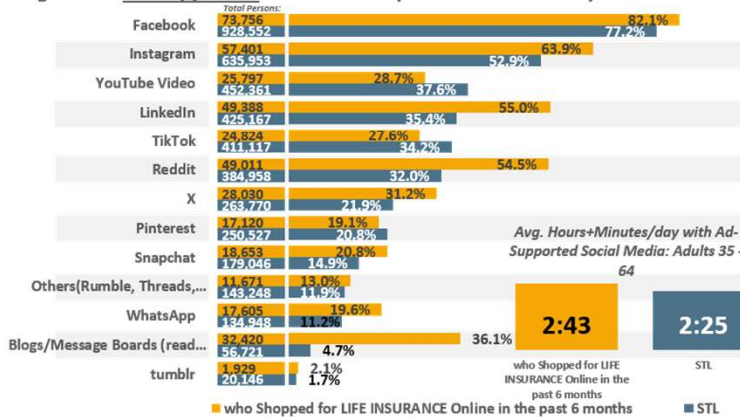
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



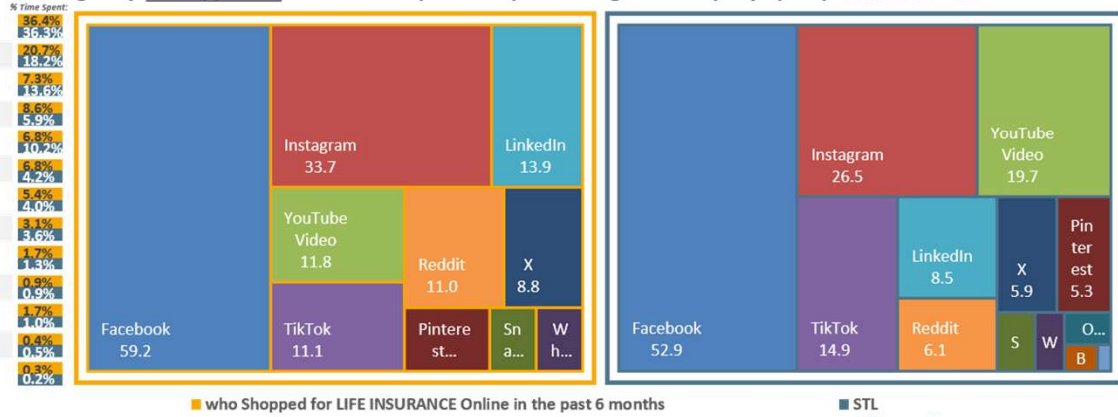
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



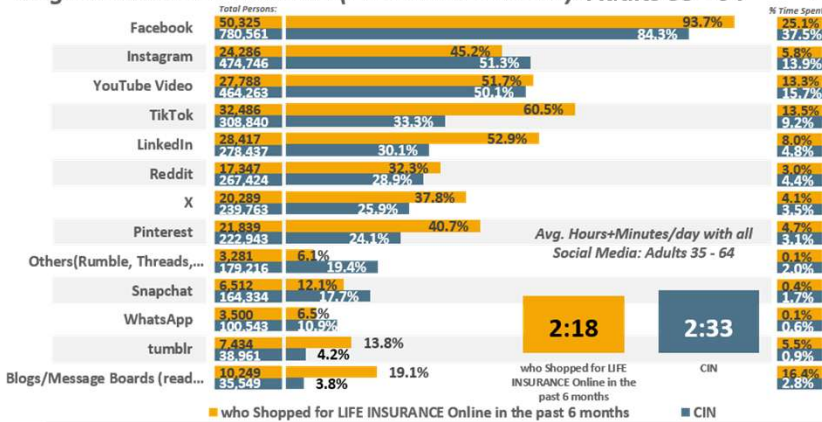
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



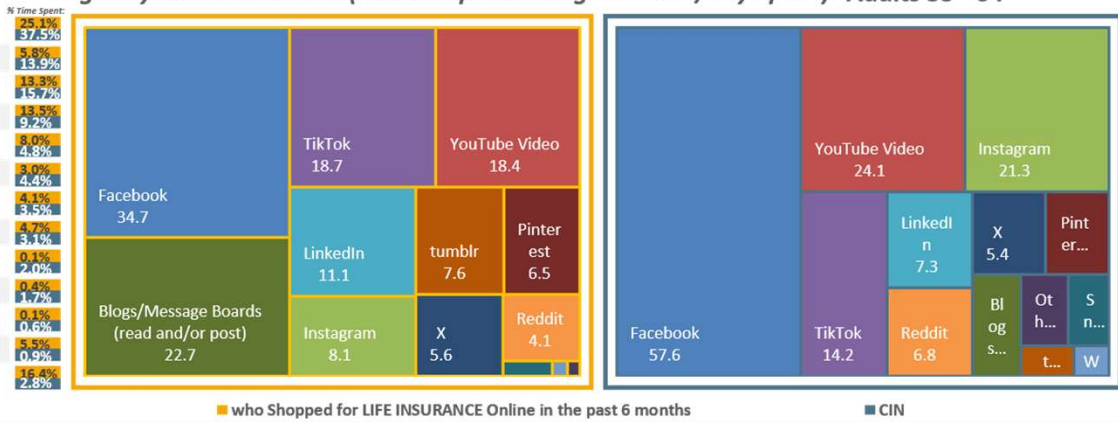


49,316 or 91.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 38.3 minutes every day representing 30.0% of all time spent daily with Ad-Supported Social Media.

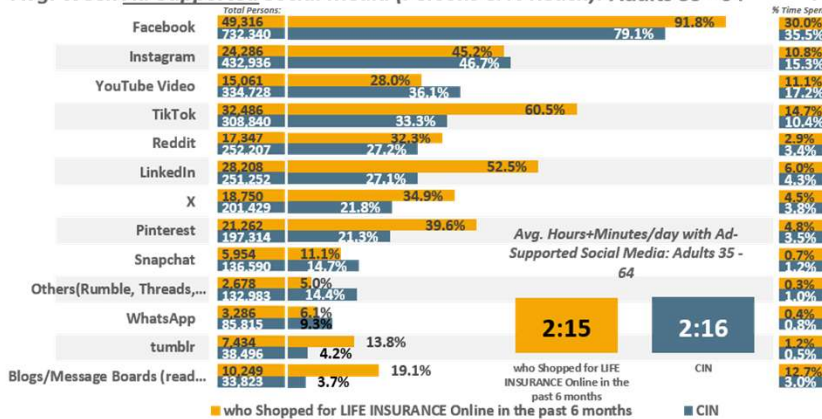
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



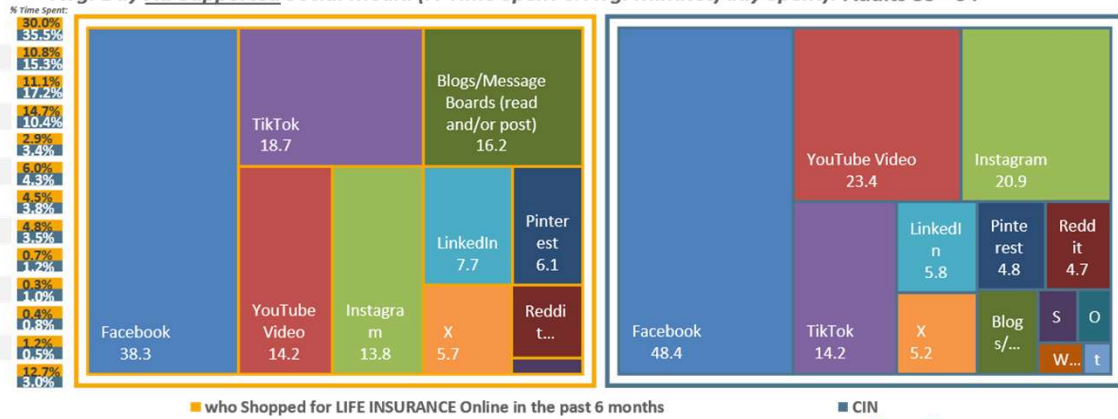
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



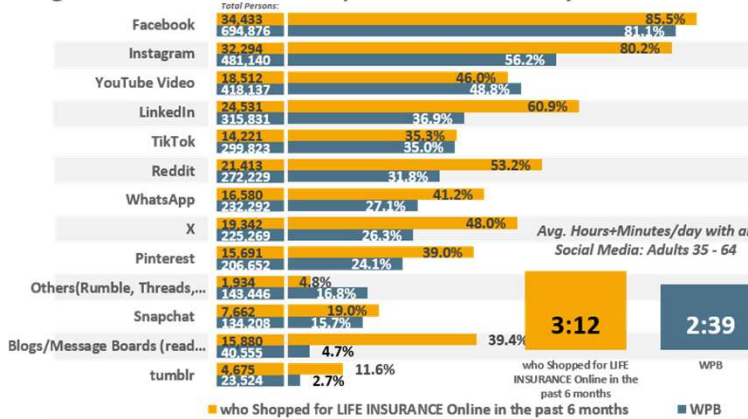
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



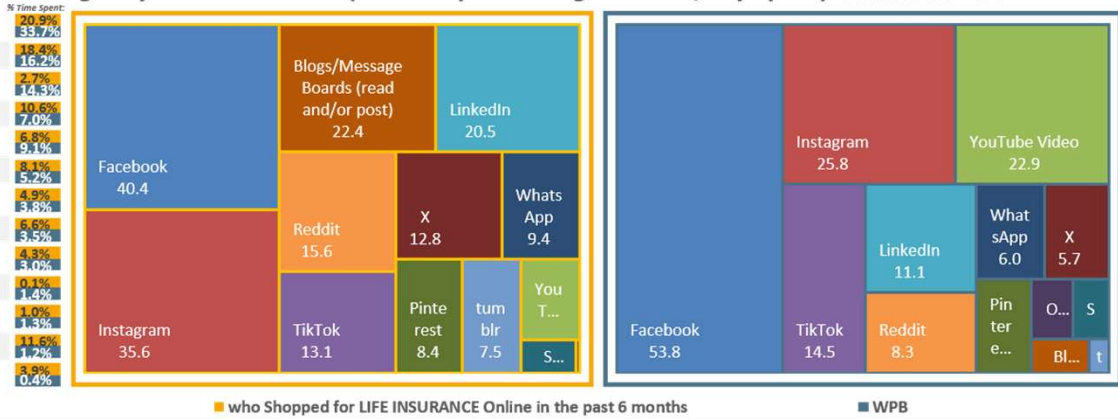


34,433 or 85.5% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 55.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

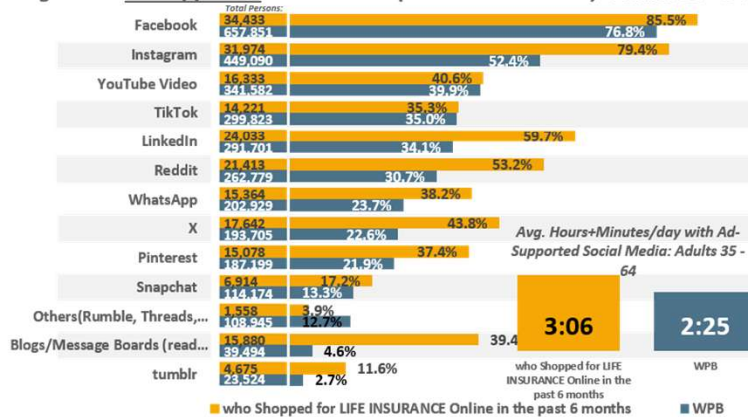
Avg. Week All Social Media (Persons & % Reach): Adults 35 - 64



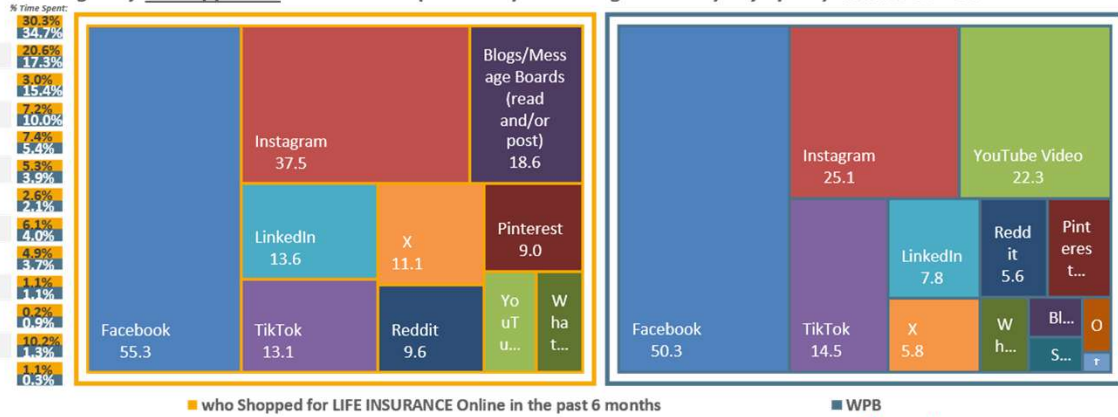
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

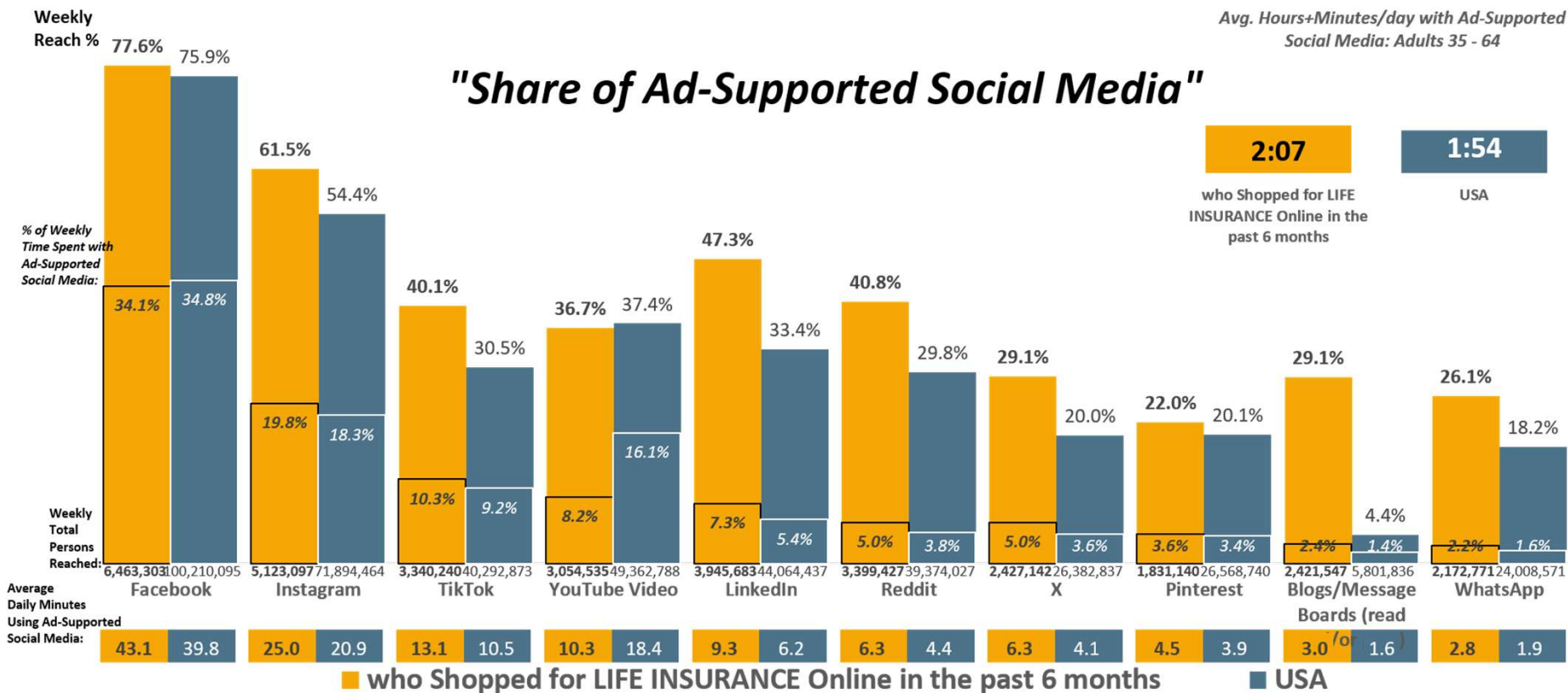


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64





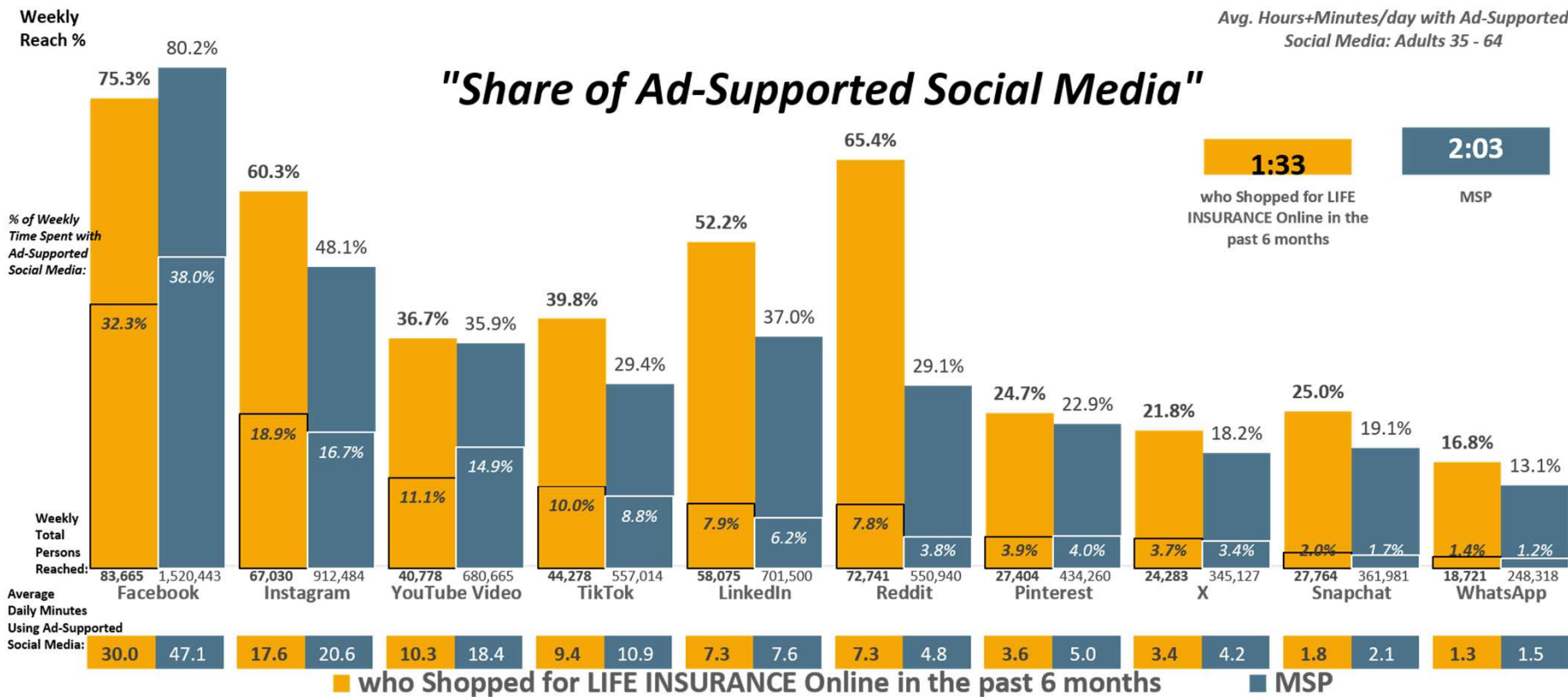
6,463,303 or 77.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 43.1 minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.





83,665 or 75.3% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 30. minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

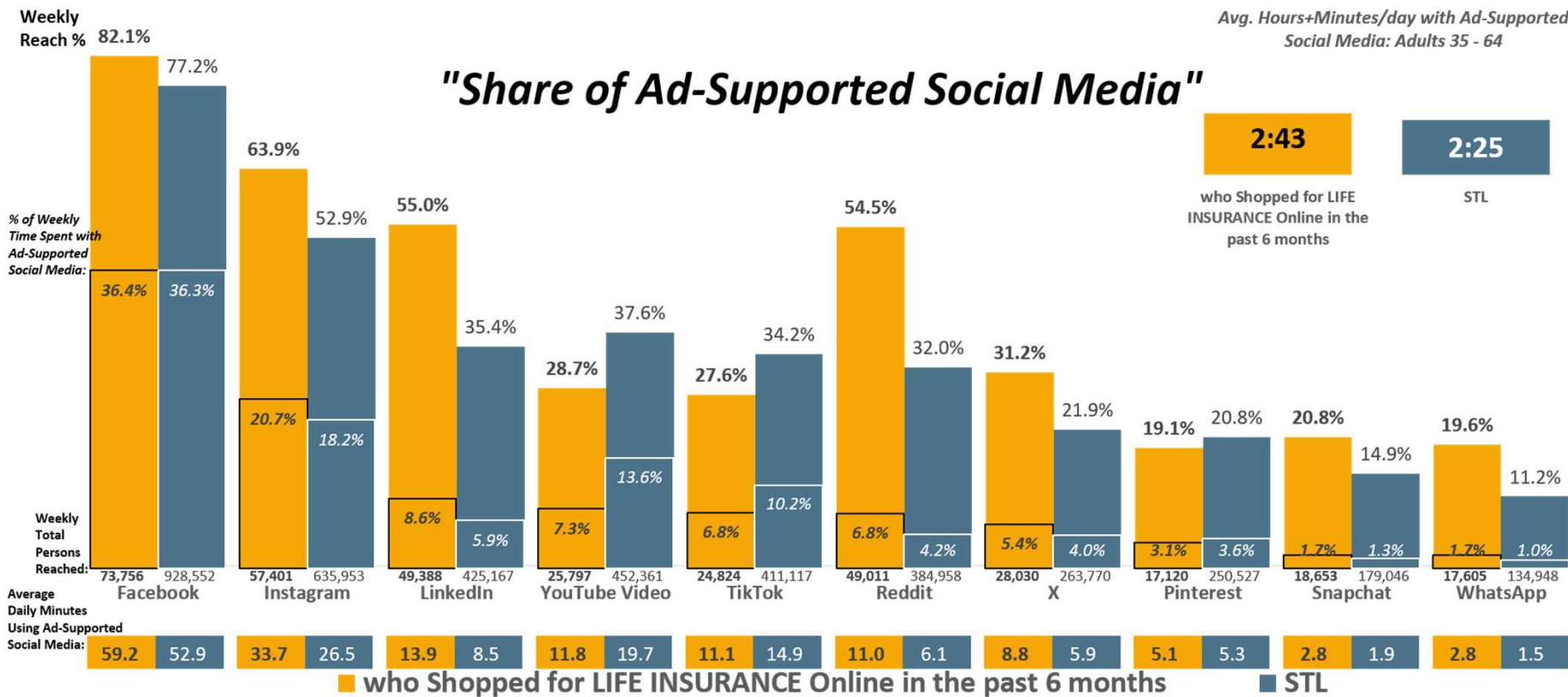
"Share of Ad-Supported Social Media"





73,756 or 82.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 59.2 minutes every day representing 36.4% of all time spent daily with Ad-Supported Social Media.

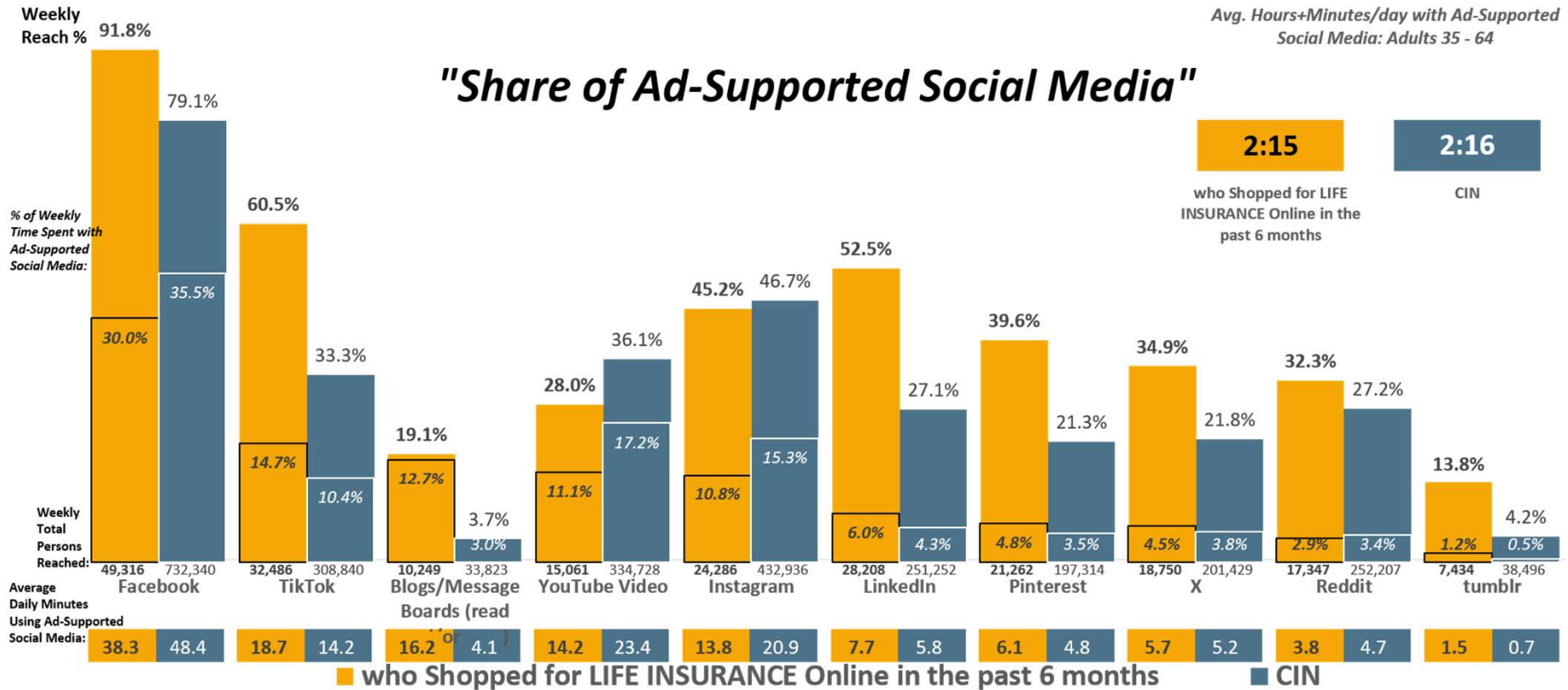
"Share of Ad-Supported Social Media"





49,316 or 91.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 38.3 minutes every day representing 30.0% of all time spent daily with Ad-Supported Social Media.

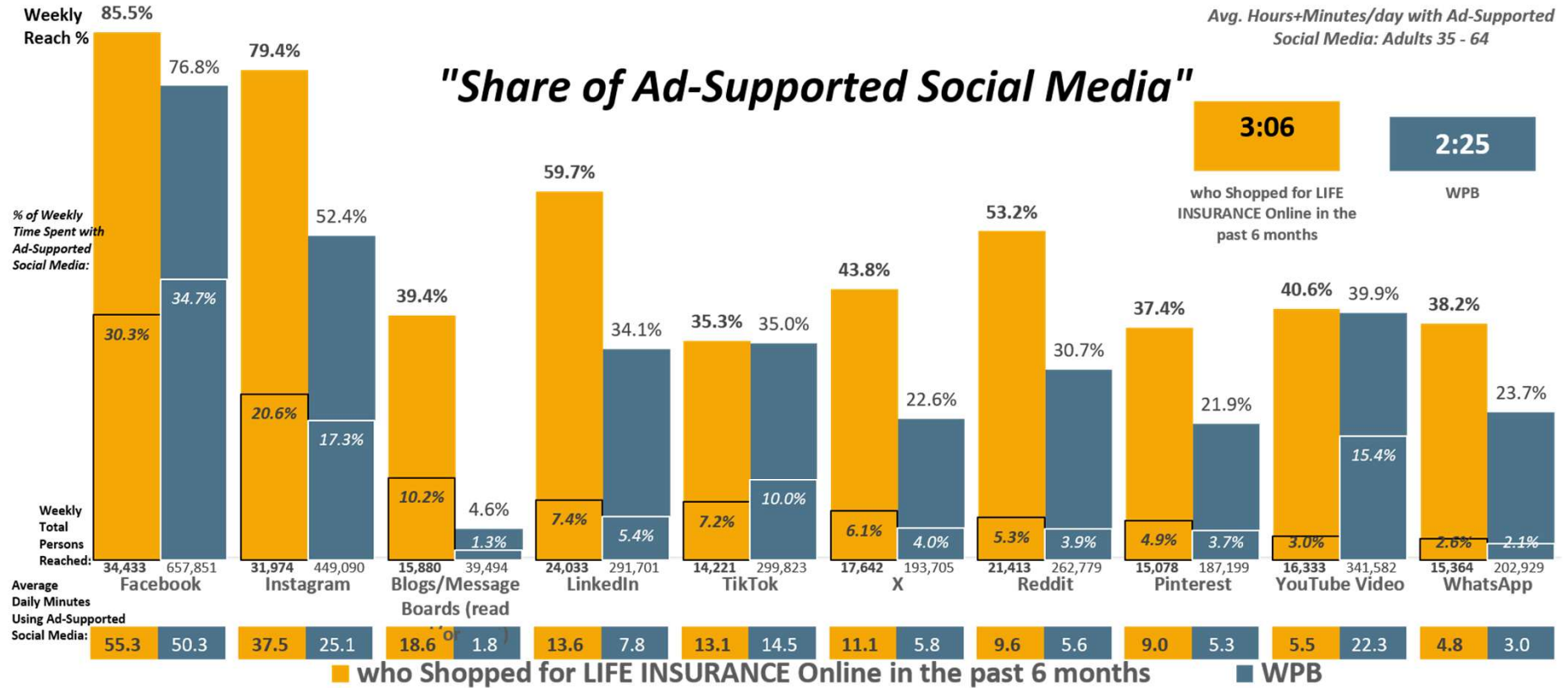
"Share of Ad-Supported Social Media"





34,433 or 85.5% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months use Ad-Supported Facebook for an average of 55.3 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

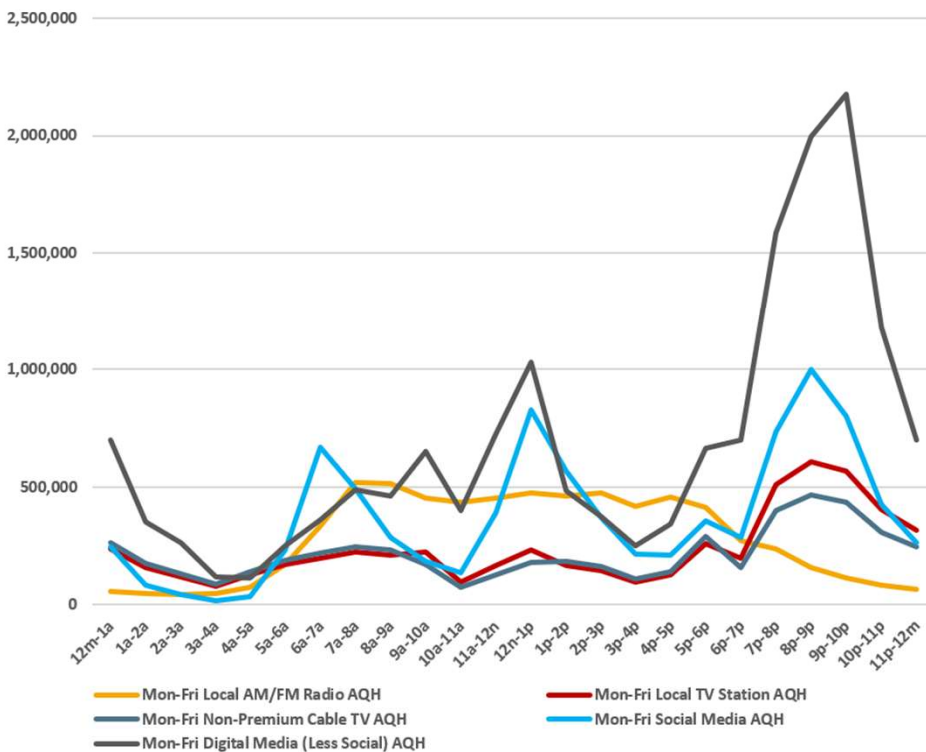
"Share of Ad-Supported Social Media"



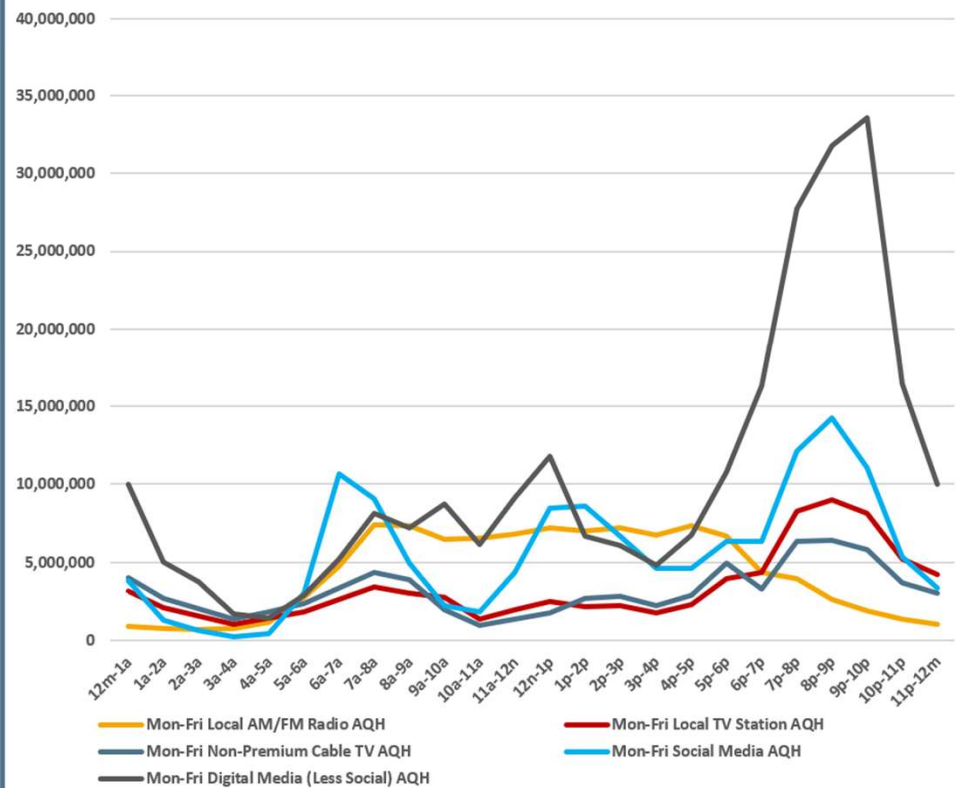


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 531,688;
Local Radio: 436,423; Social Media: 383,207; Local TV: 178,801; Non-Prem. Cable: 175,048
reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the pas

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Shopped for LIFE INSURANCE Online in
the past 6 months



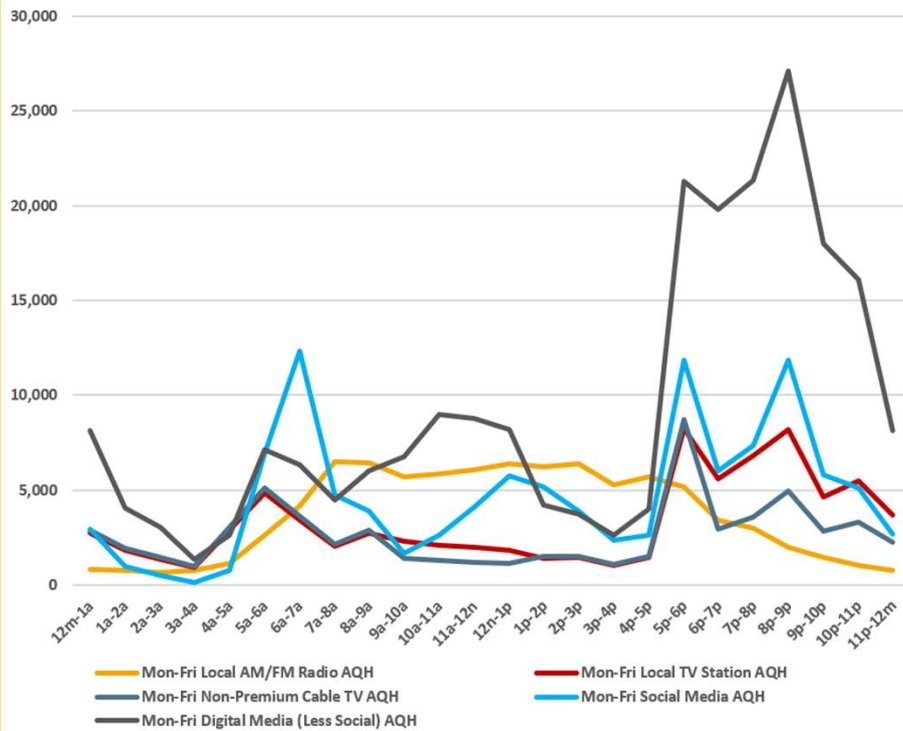
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 35 - 64



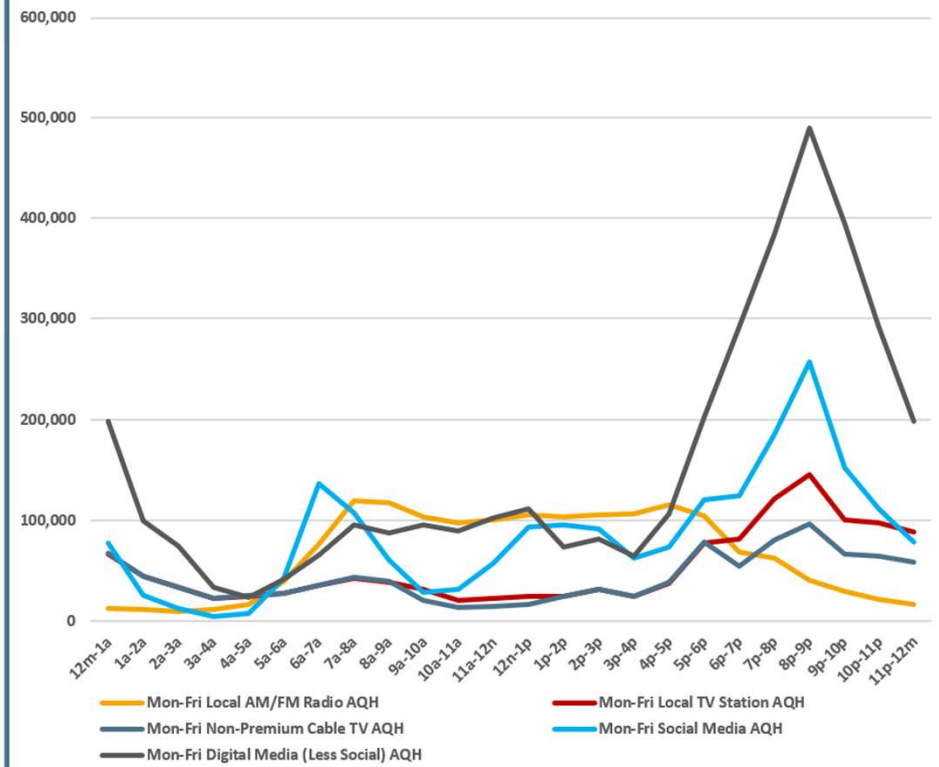


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,098; Local Radio: 5,641; Social Media: 5,157; Local TV: 2,745; Non-Prem. Cable: 2,381 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months**



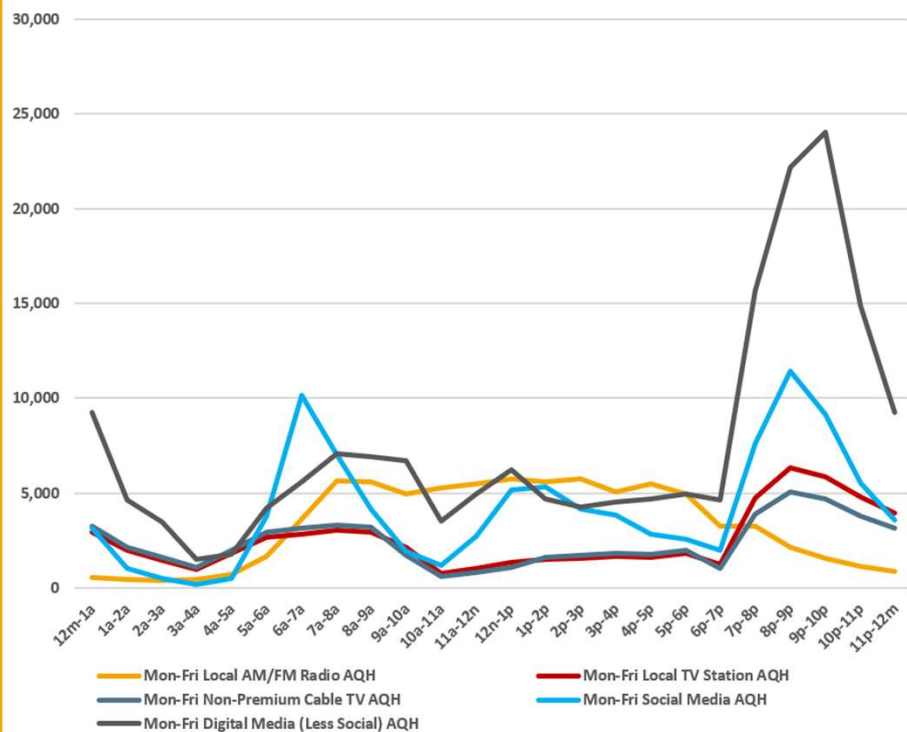
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 35 - 64**



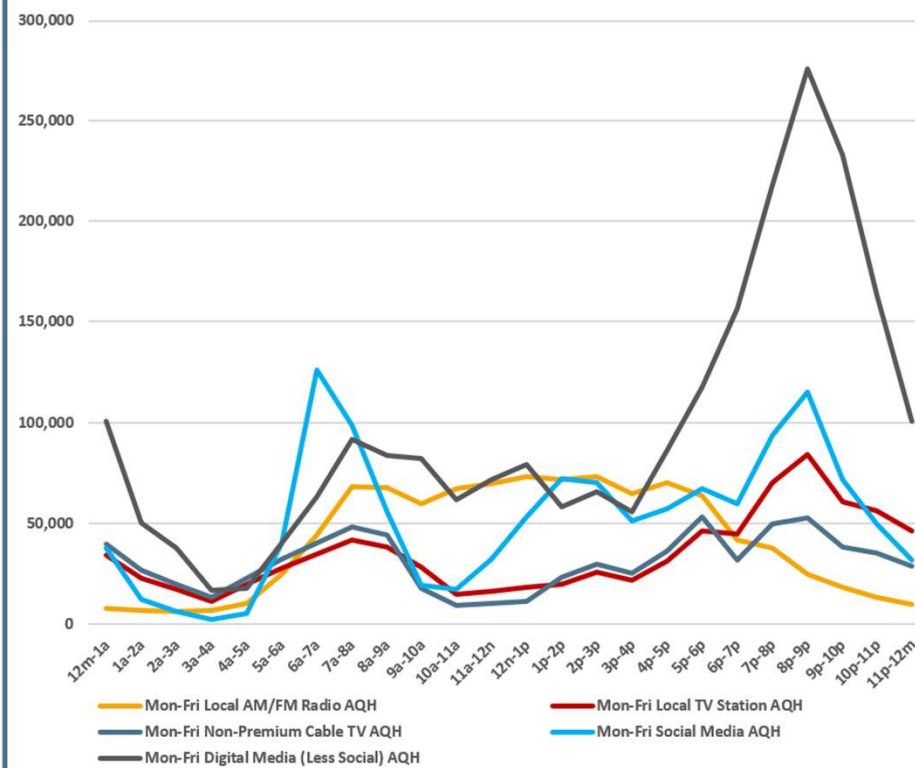


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,292; Local Radio: 5,116; Social Media: 4,091; Non-Prem. Cable: 1,838; Local TV: 1,816 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Shopped for LIFE INSURANCE Online in
the past 6 months**



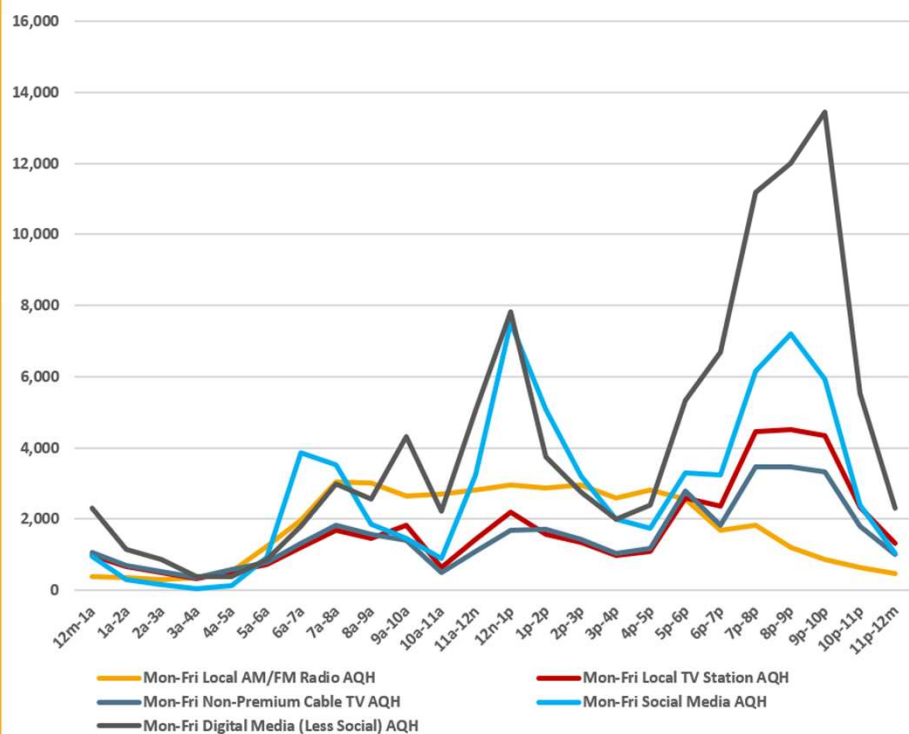
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 35 - 64**



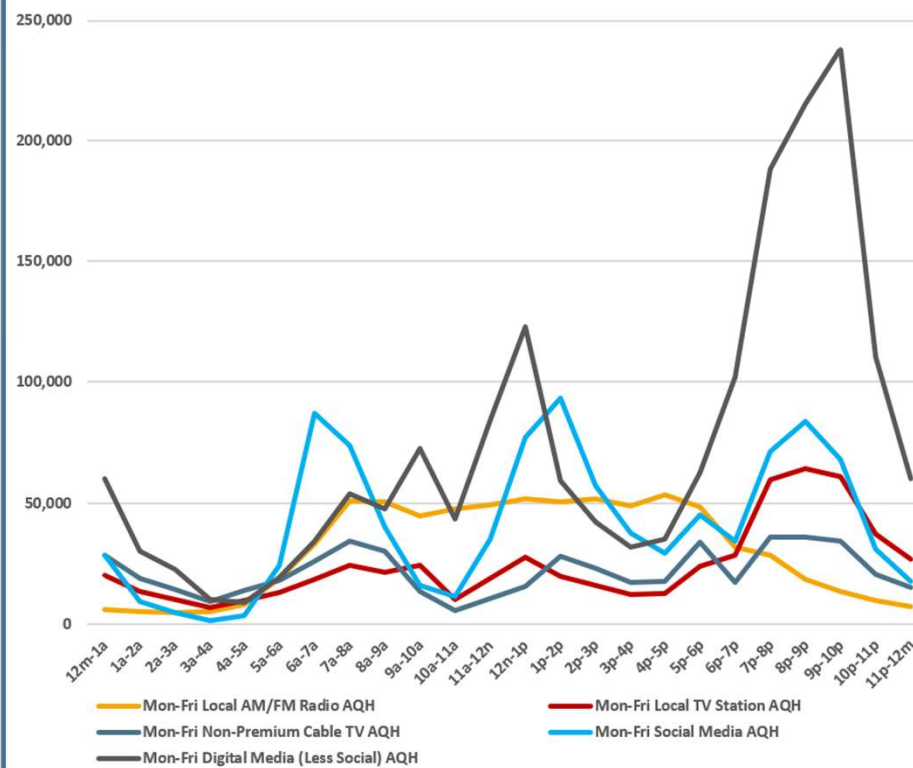


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,820; Social Media: 3,145; Local Radio: 2,664; Local TV: 1,567; Non-Prem. Cable: 1,490 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Shopped for LIFE INSURANCE Online in
the past 6 months**



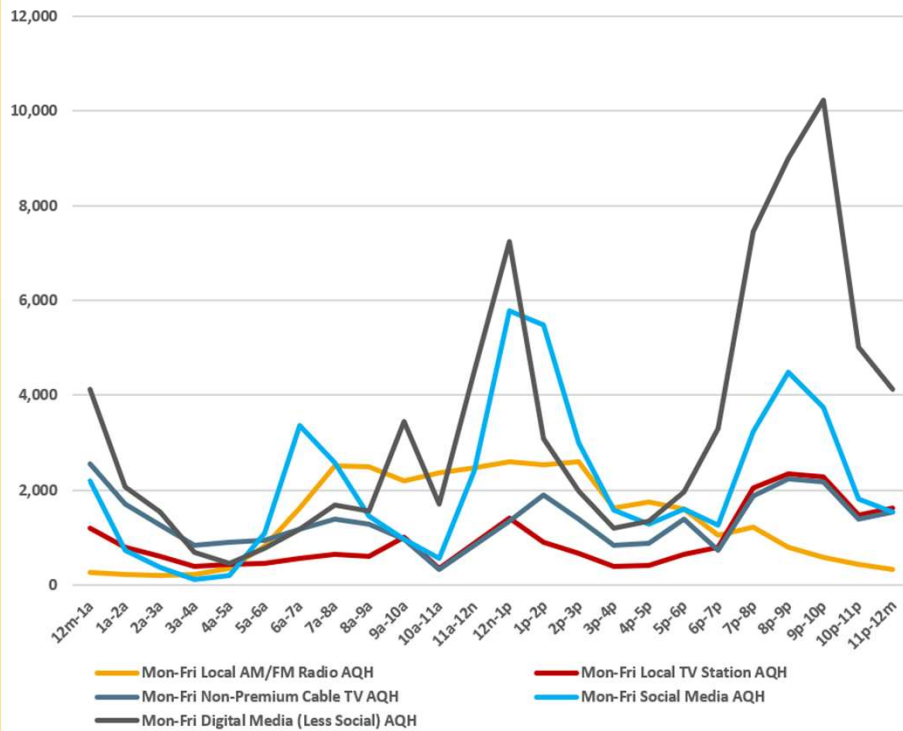
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 35 - 64**



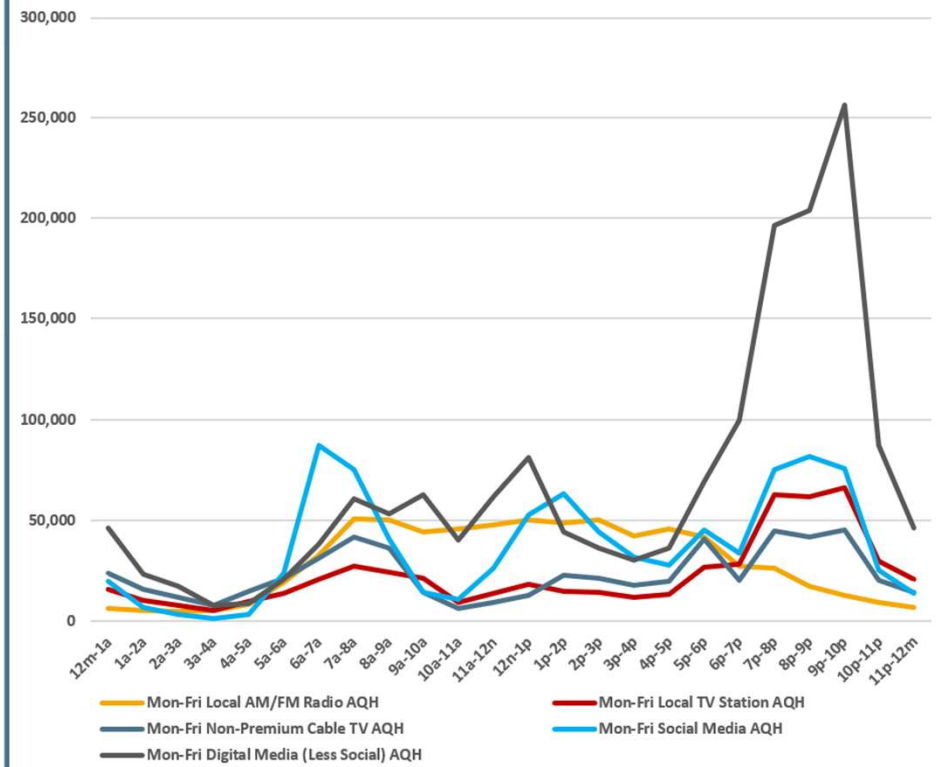


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,632; Social Media: 2,411; Local Radio: 2,110; Non-Prem. Cable: 1,114; Local TV: 719 reaching Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 - 64 who Shopped for LIFE INSURANCE Online
in the past 6 months**



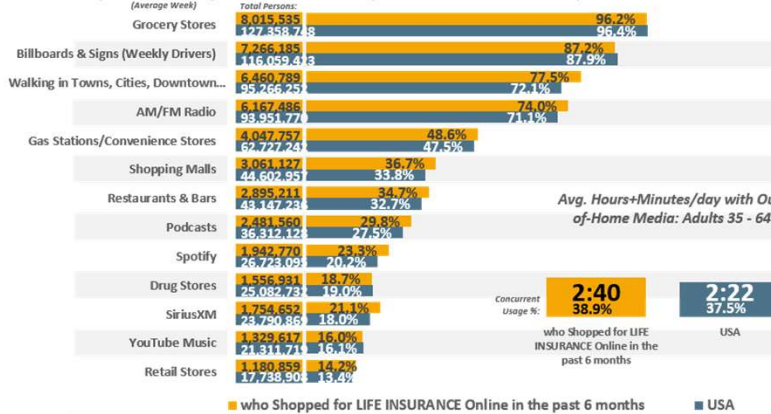
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 35 - 64**



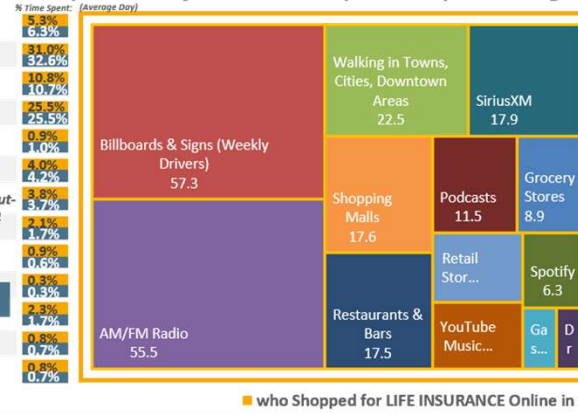


7,266,185 or 87.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 57.3 minutes per day driving, seeing Billboards and Signs. 70.8% Listen to Local Radio Stations Out-of-Home for an average of 50.3 minutes/

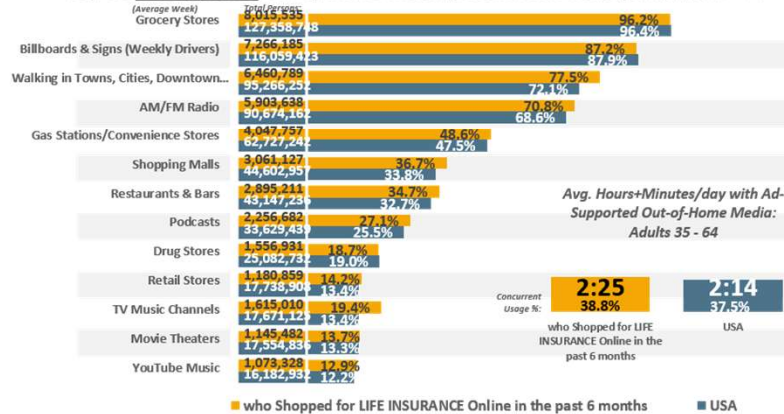
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



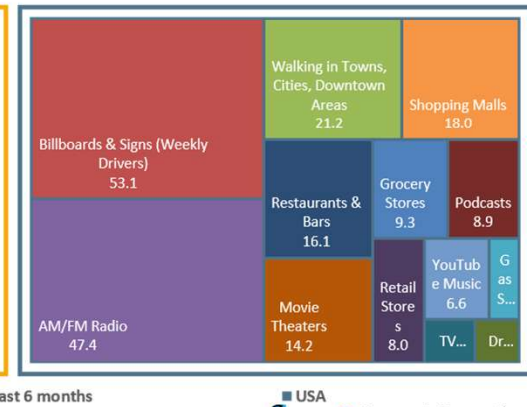
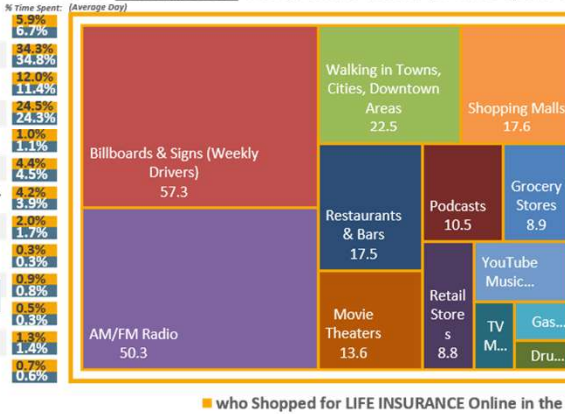
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

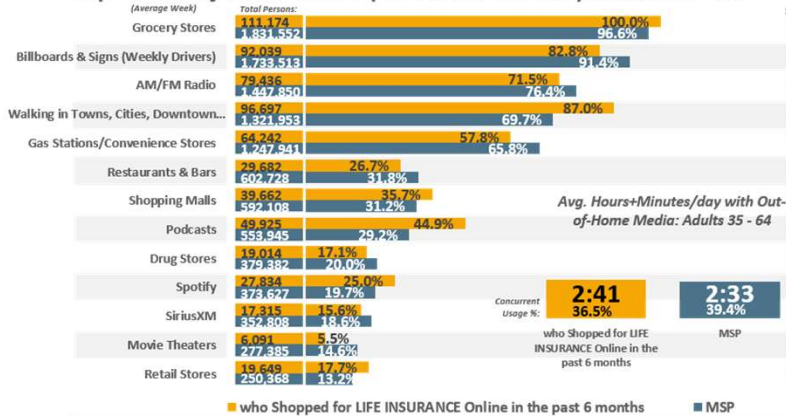
soefa.ai Share of Everything for Anything

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

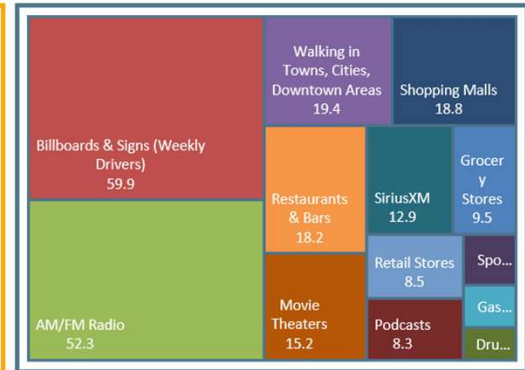
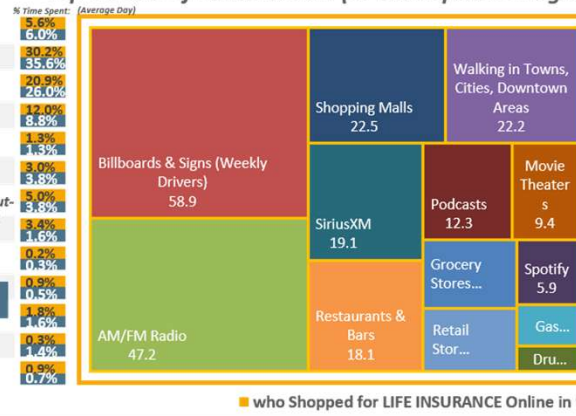


92,039 or 82.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 58.9 minutes per day driving, seeing Billboards and Signs. 69.5% Listen to Local Radio Stations Out-of-Home for an average of 43.9 minutes/day

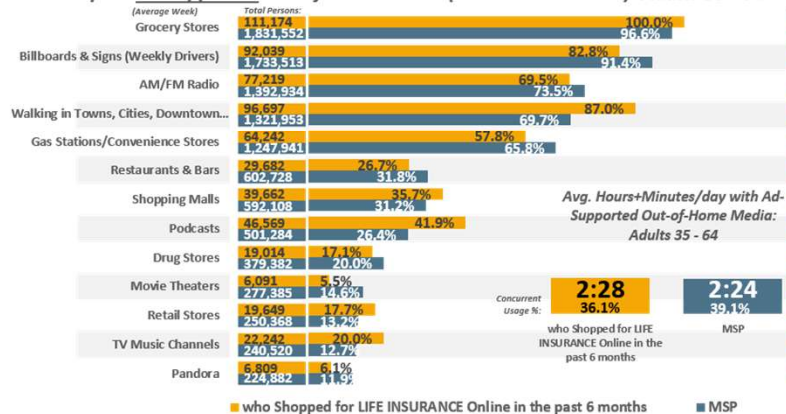
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



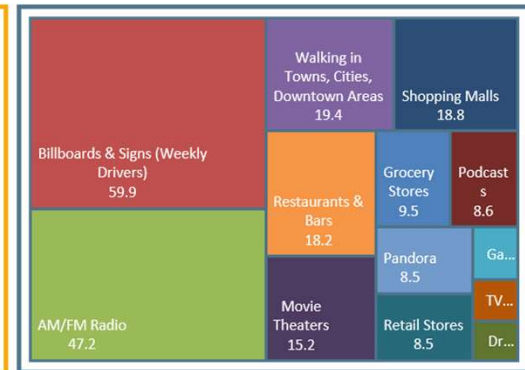
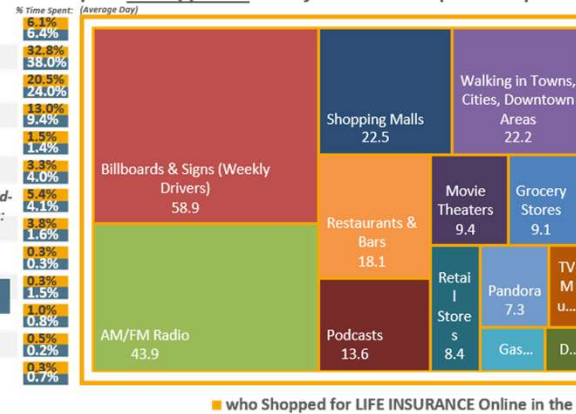
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

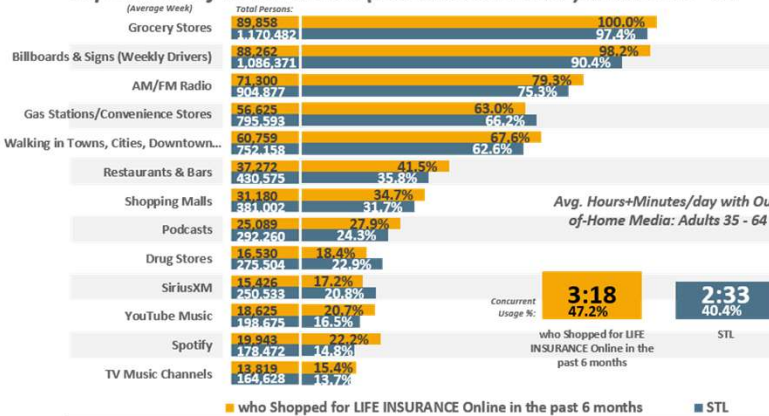
Items shopped for on the Internet past 6 months: Finance/Insurance: Insurance - life

soefa.ai Share of Everything for Anything

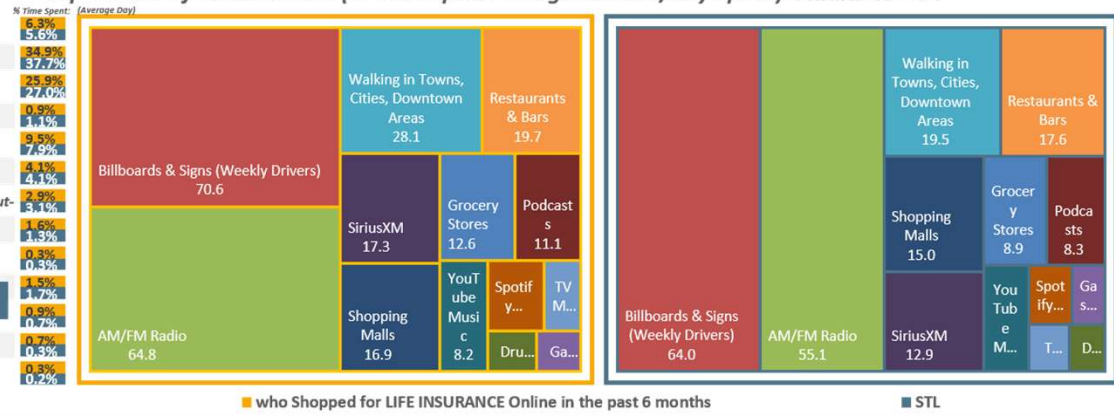


88,262 or 98.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 70.6 minutes per day driving, seeing Billboards and Signs. 77.6% Listen to Local Radio Stations Out-of-Home for an average of 60.8 minutes/day

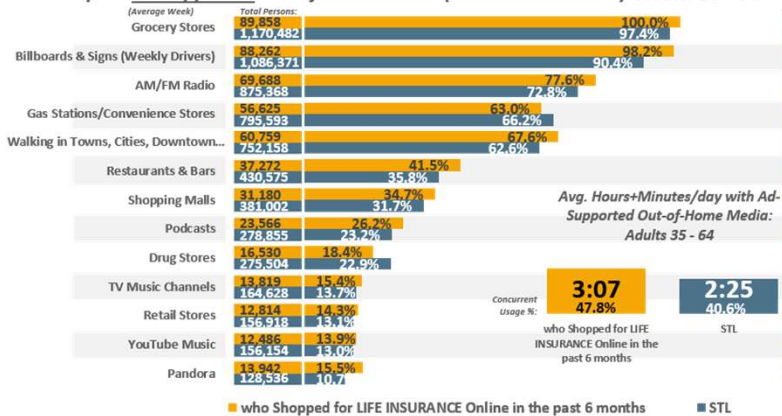
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



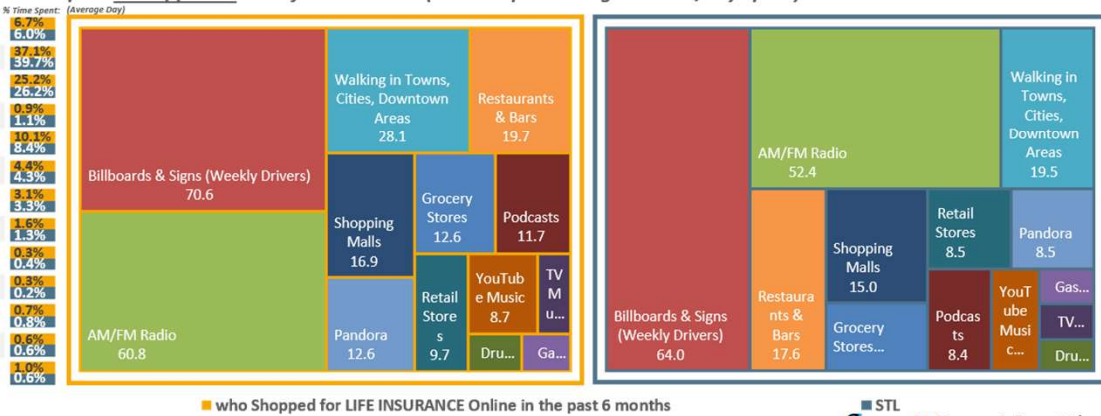
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



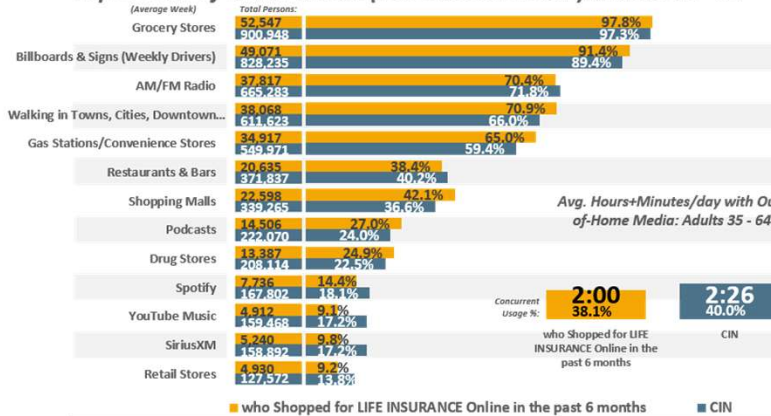
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



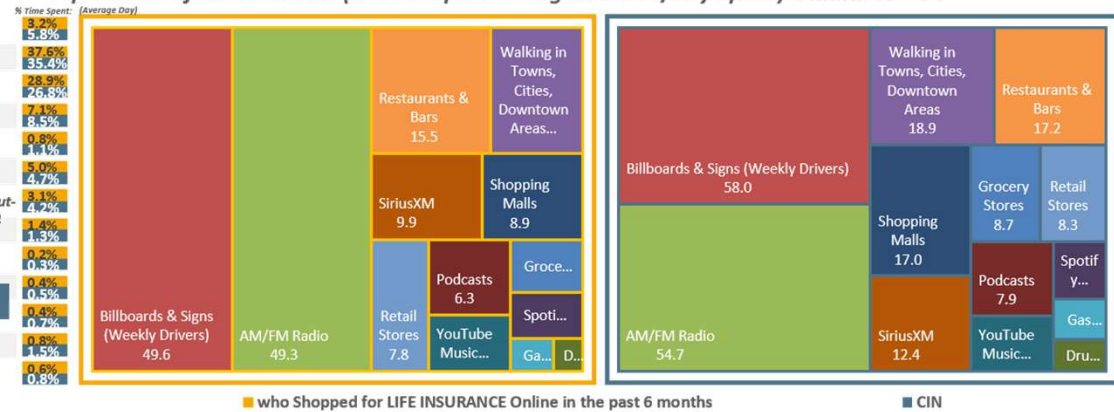


49,071 or 91.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 49.6 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 48.1 minutes/day

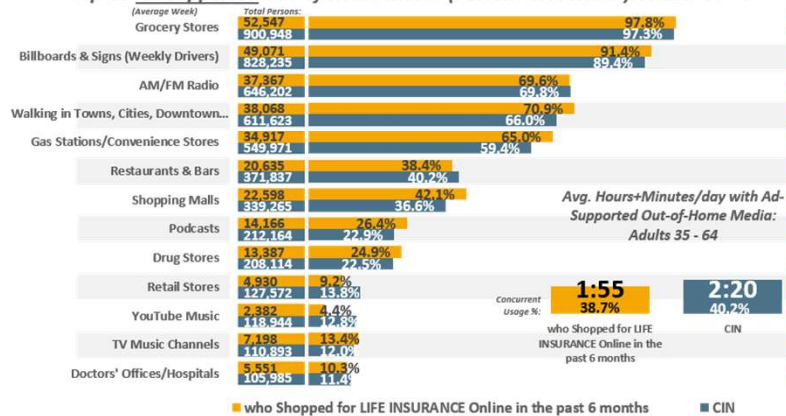
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



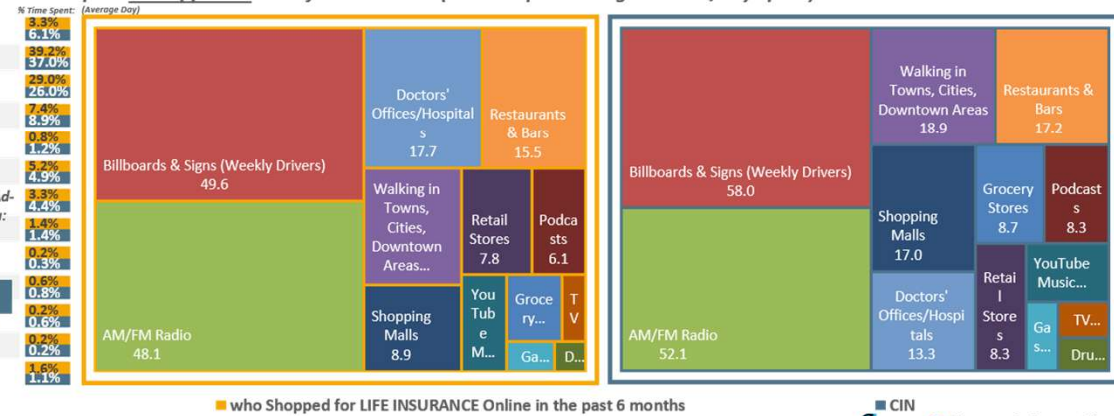
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 86
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

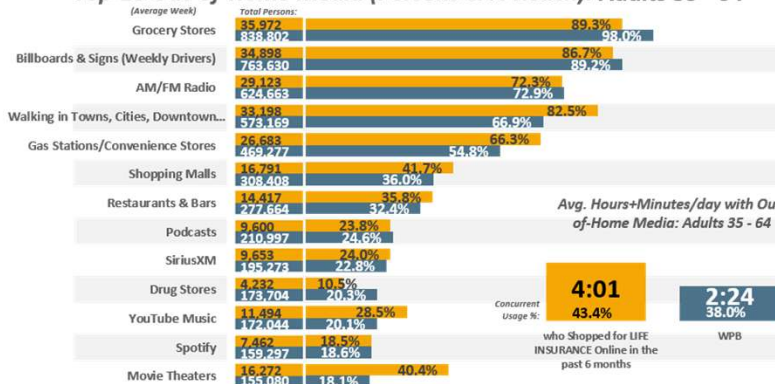
soefa.ai Share of Everything for Anything

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

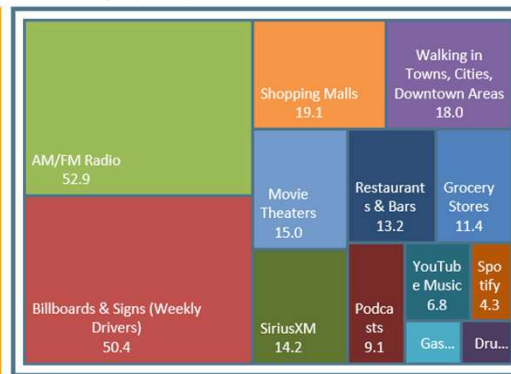
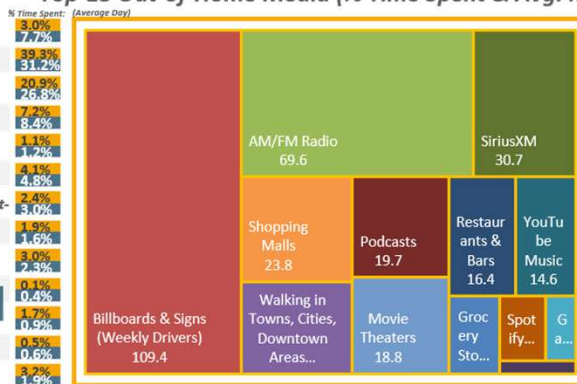


34,898 or 86.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 109.4 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 66.1 minutes/day

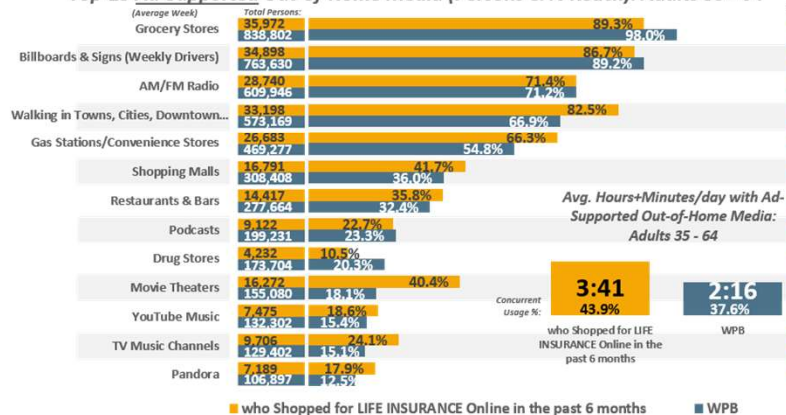
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 - 64



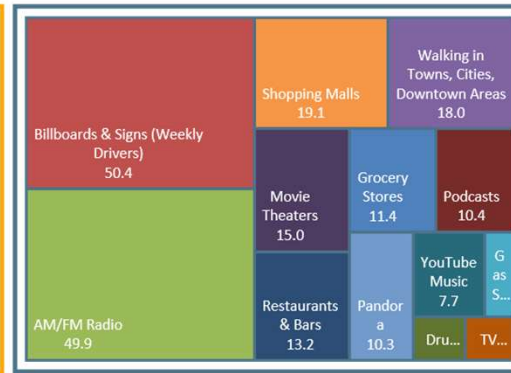
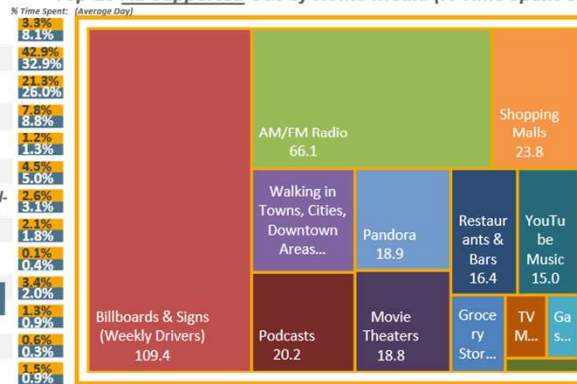
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



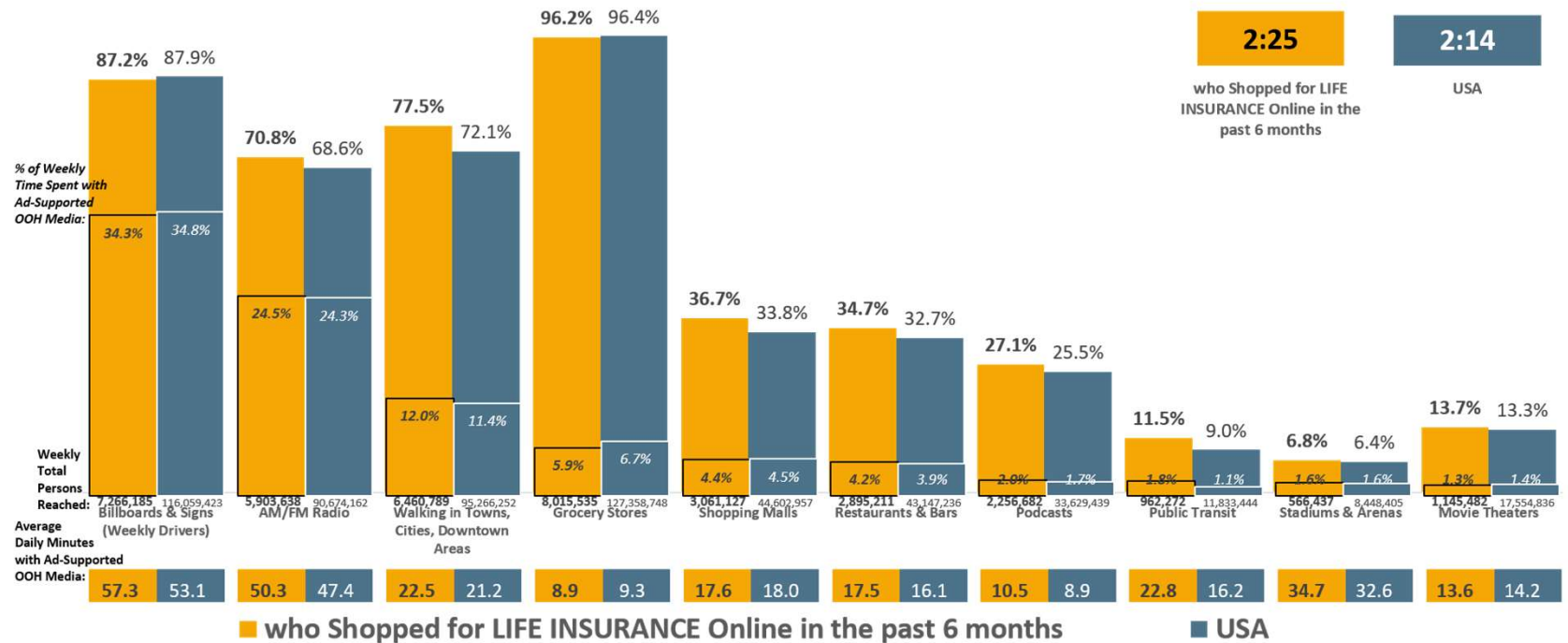


7,266,185 or 87.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 57.3 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 1,259
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

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

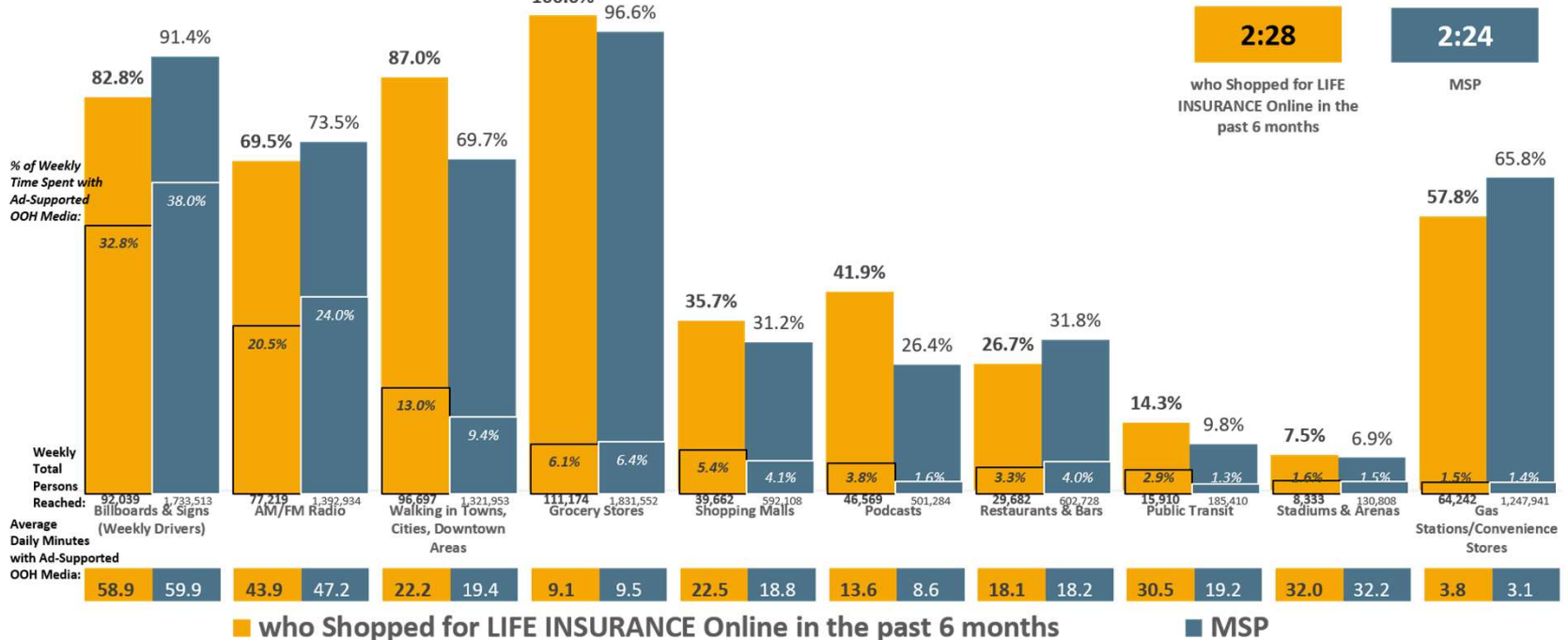


92,039 or 82.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 58.9 minutes per day driving, seeing Billboards and Signs representing 32.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 112 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

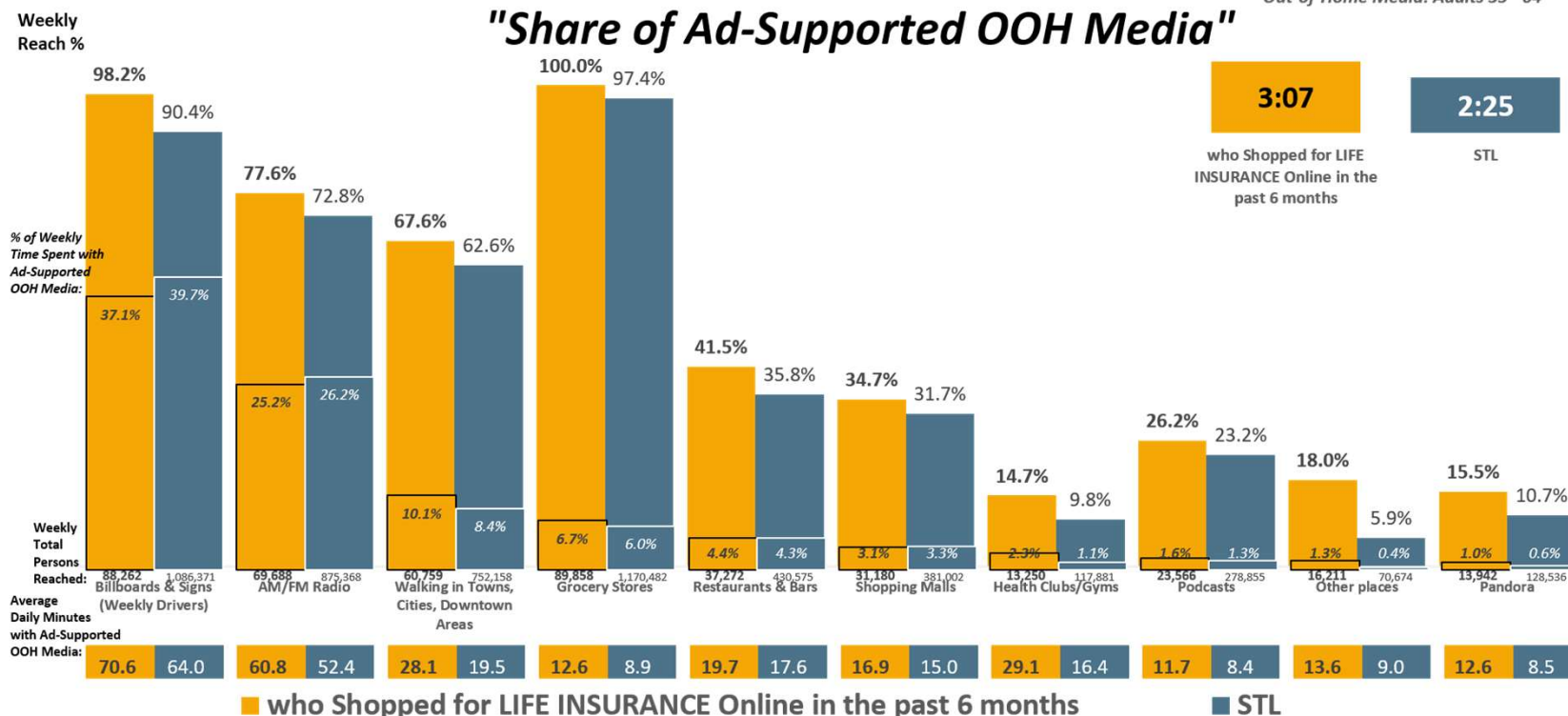
soefa.ai Share of Everything for Anything

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



88,262 or 98.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 70.6 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



3:07
who Shopped for LIFE INSURANCE Online in the past 6 months

2:25
STL

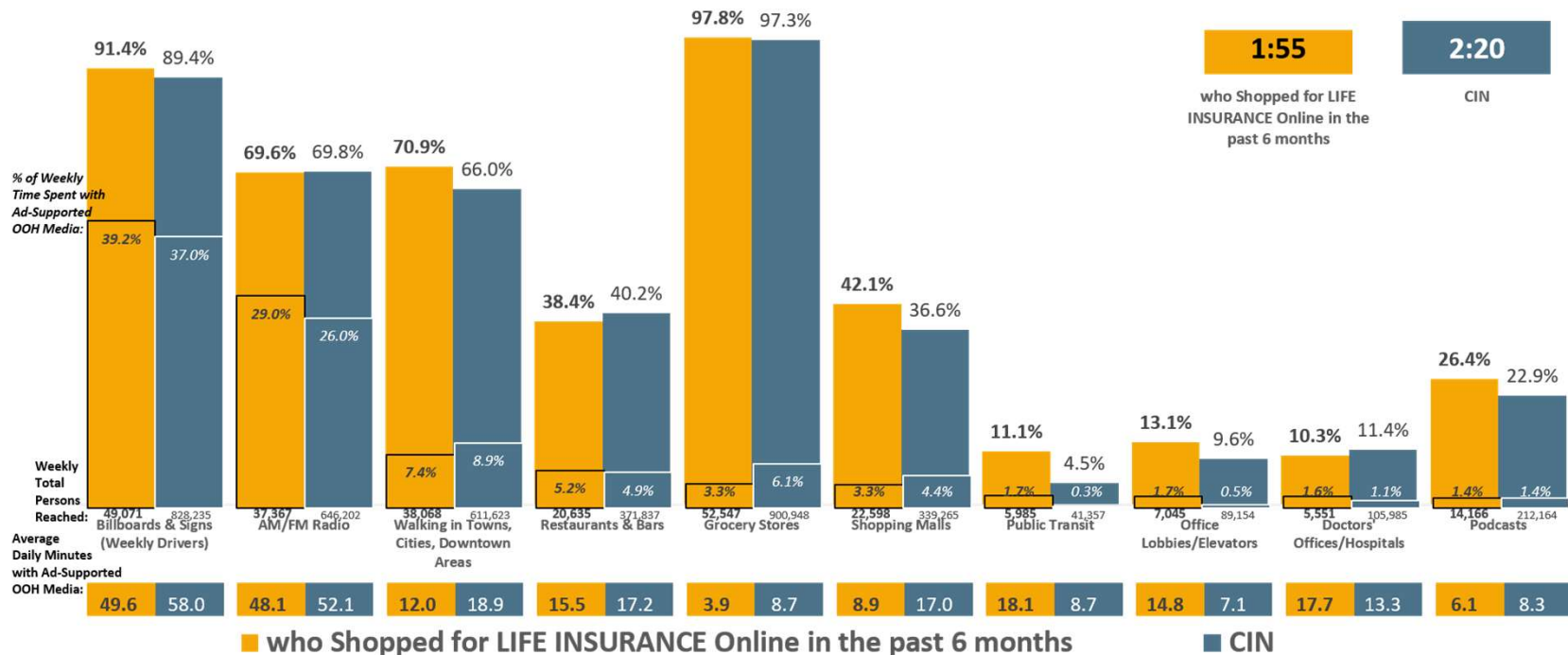


49,071 or 91.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 49.6 minutes per day driving, seeing Billboards and Signs representing 39.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 86
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

soefa.ai Share of Everything for Anything

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

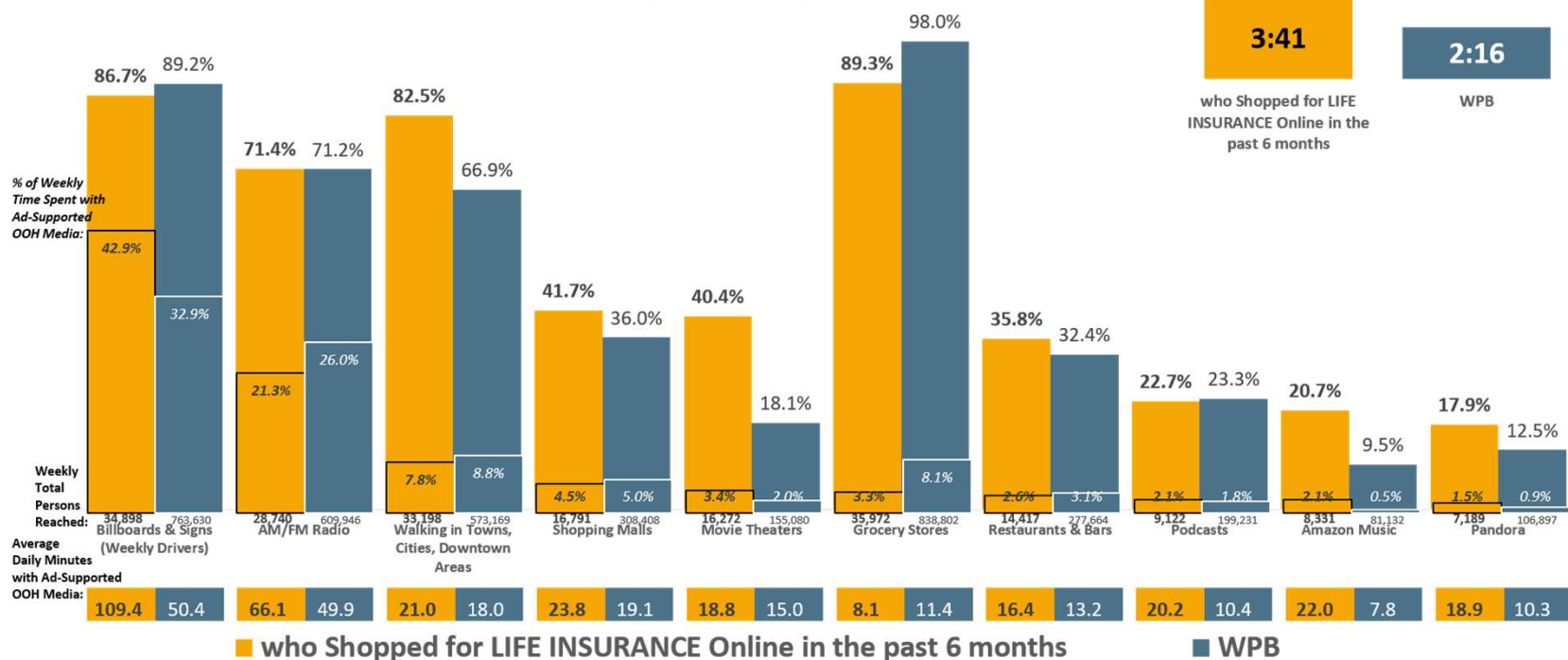


34,898 or 86.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 109.4 minutes per day driving, seeing Billboards and Signs representing 42.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



3:41

who Shopped for LIFE INSURANCE Online in the past 6 months

2:16

WPB

WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 105 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

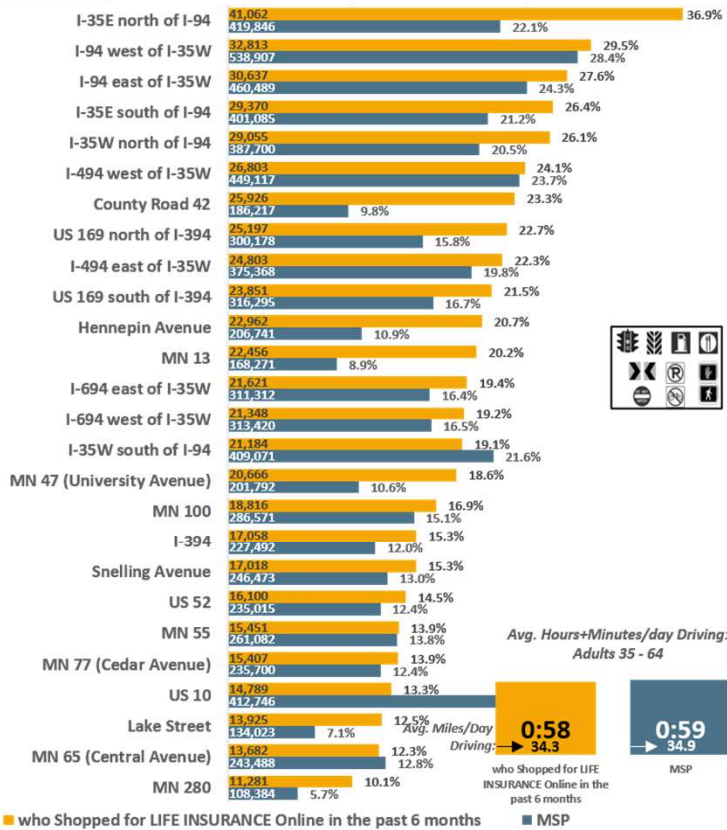
soefa.ai Share of Everything for Anything

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

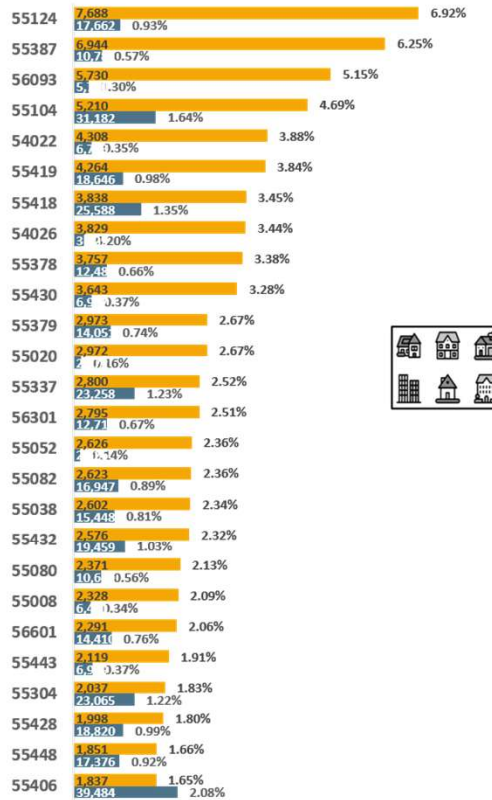


92,039 or 82.8% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 58.9 minutes per day driving an average of 34.3 miles each day and are 137.4% more likely to use County Road 42 than the Metro average.

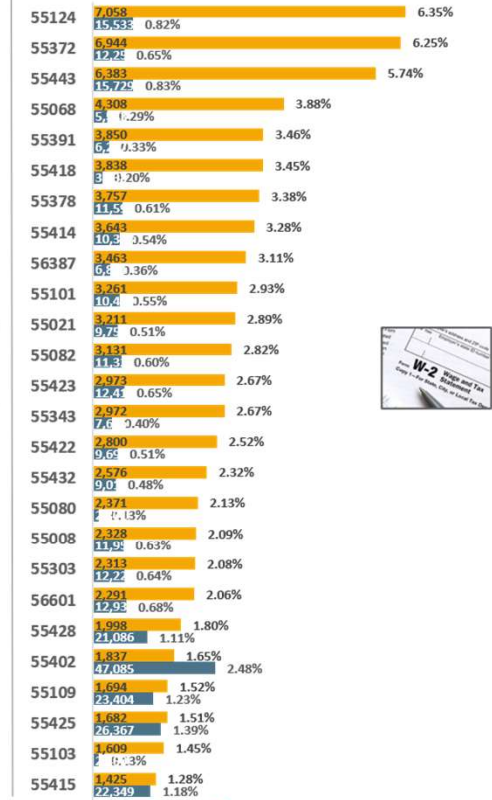
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



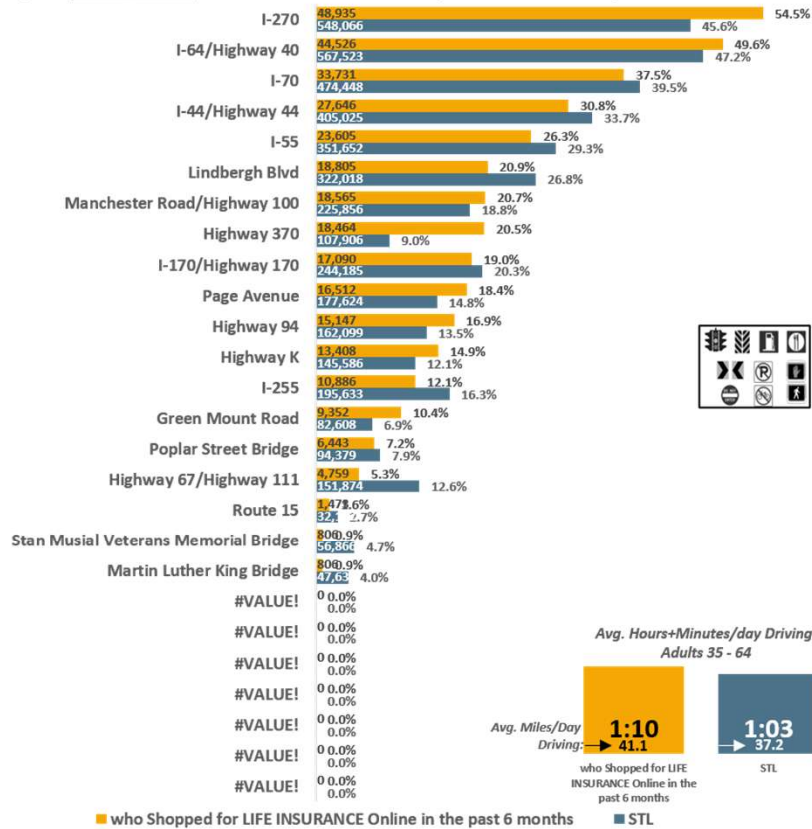
Top-26 Employment Zip Codes: Adults 35 - 64



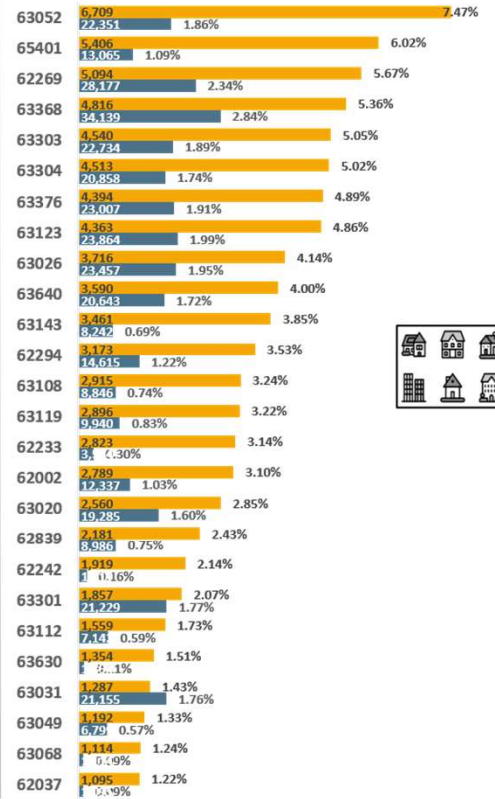


88,262 or 98.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 70.6 minutes per day driving an average of 41.1 miles each day and are 128.9% more likely to use Highway 370 than the Metro average.

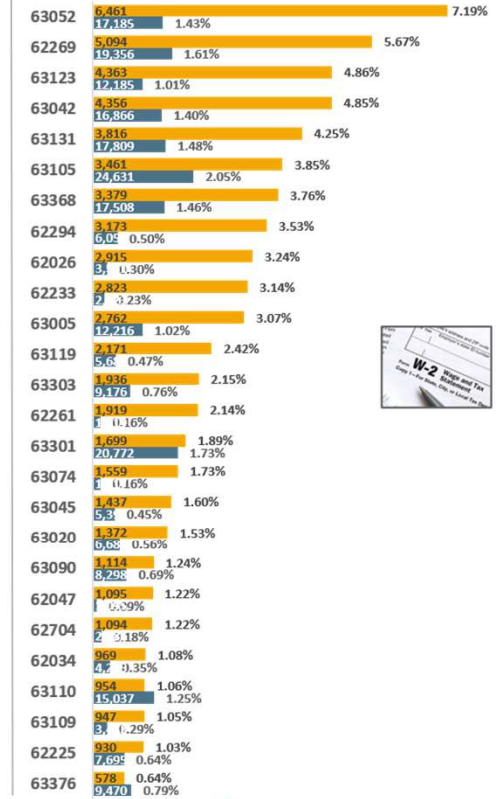
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64

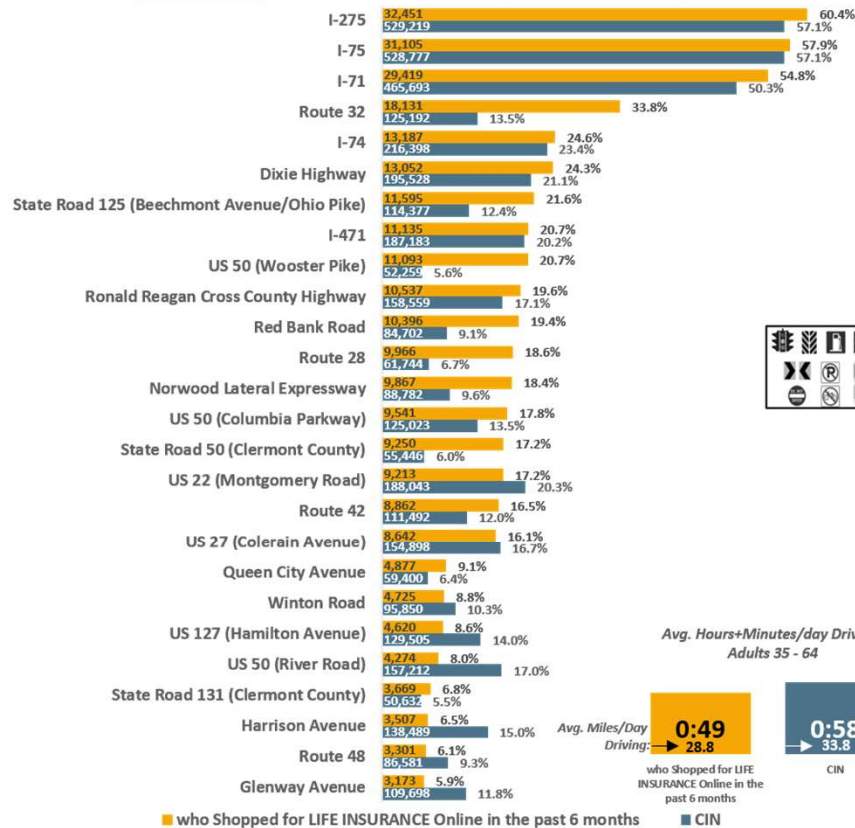


soefa.ai Share of Everything for Anything

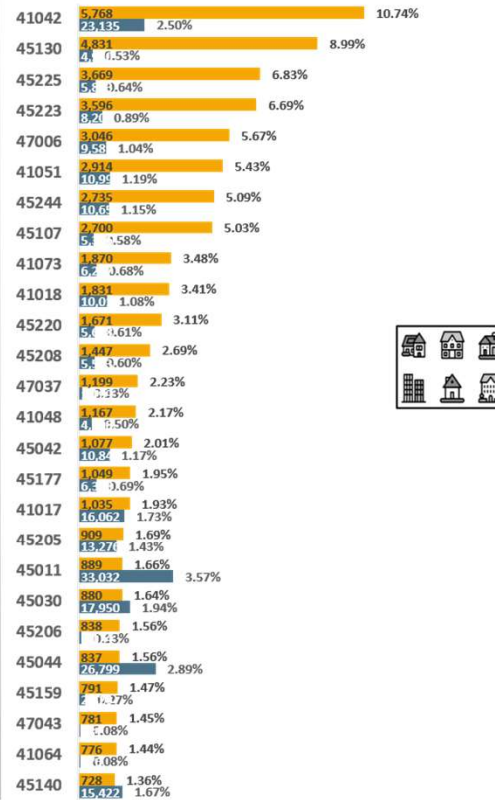


49,071 or 91.4% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 49.6 minutes per day driving an average of 28.8 miles each day and are 266.% more likely to use US 50 (Wooster Pike) than the Metro average.

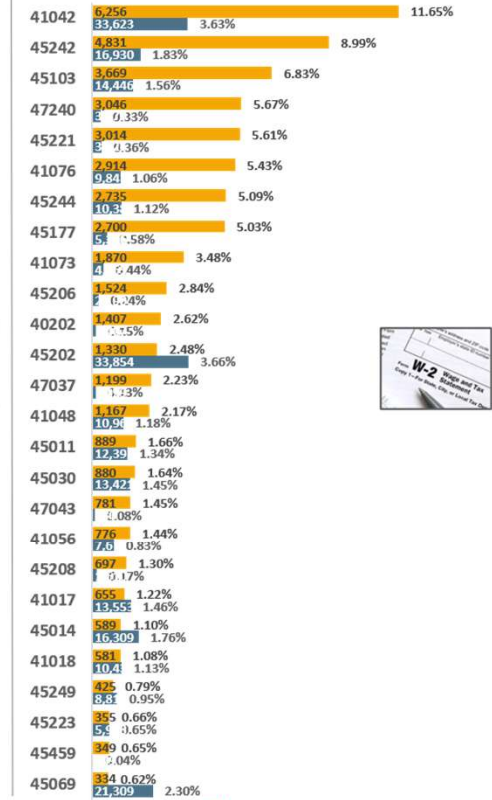
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



Top-26 Residential Zip Codes: Adults 35 - 64



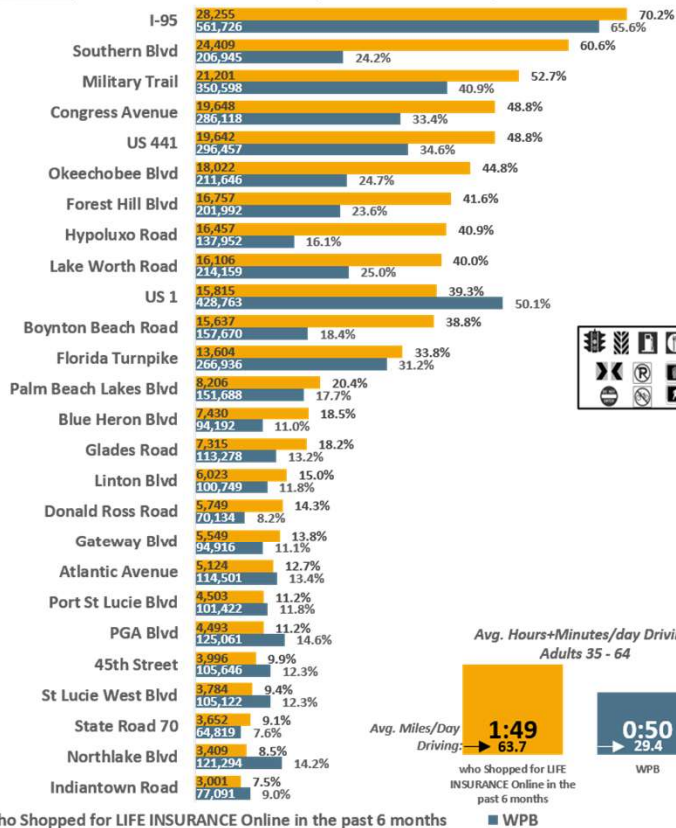
Top-26 Employment Zip Codes: Adults 35 - 64



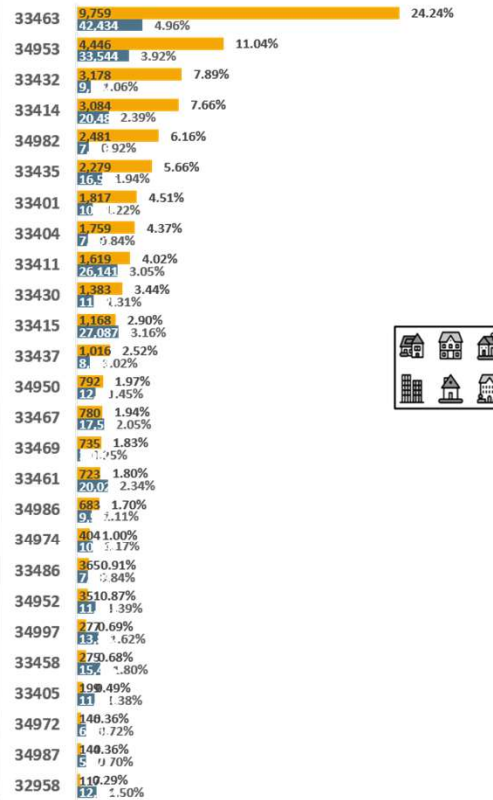


34,898 or 86.7% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months spend an average of 109.4 minutes per day driving an average of 63.7 miles each day and are 153.7% more likely to use Hypoluxo Road than the Metro average.

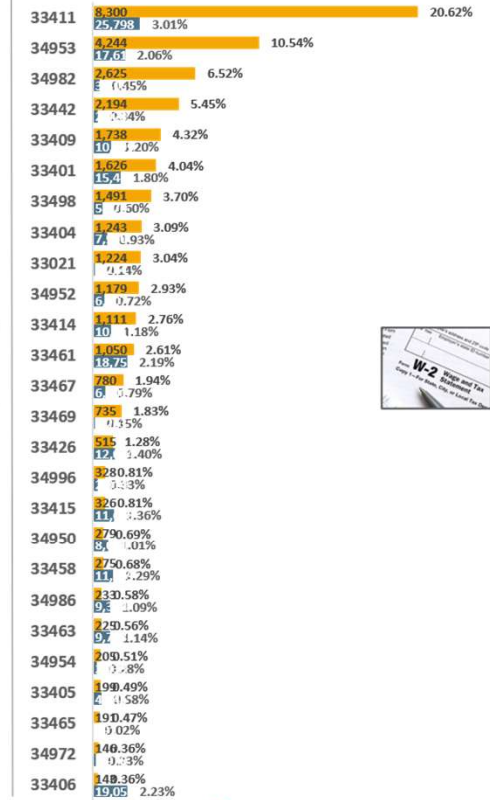
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 - 64



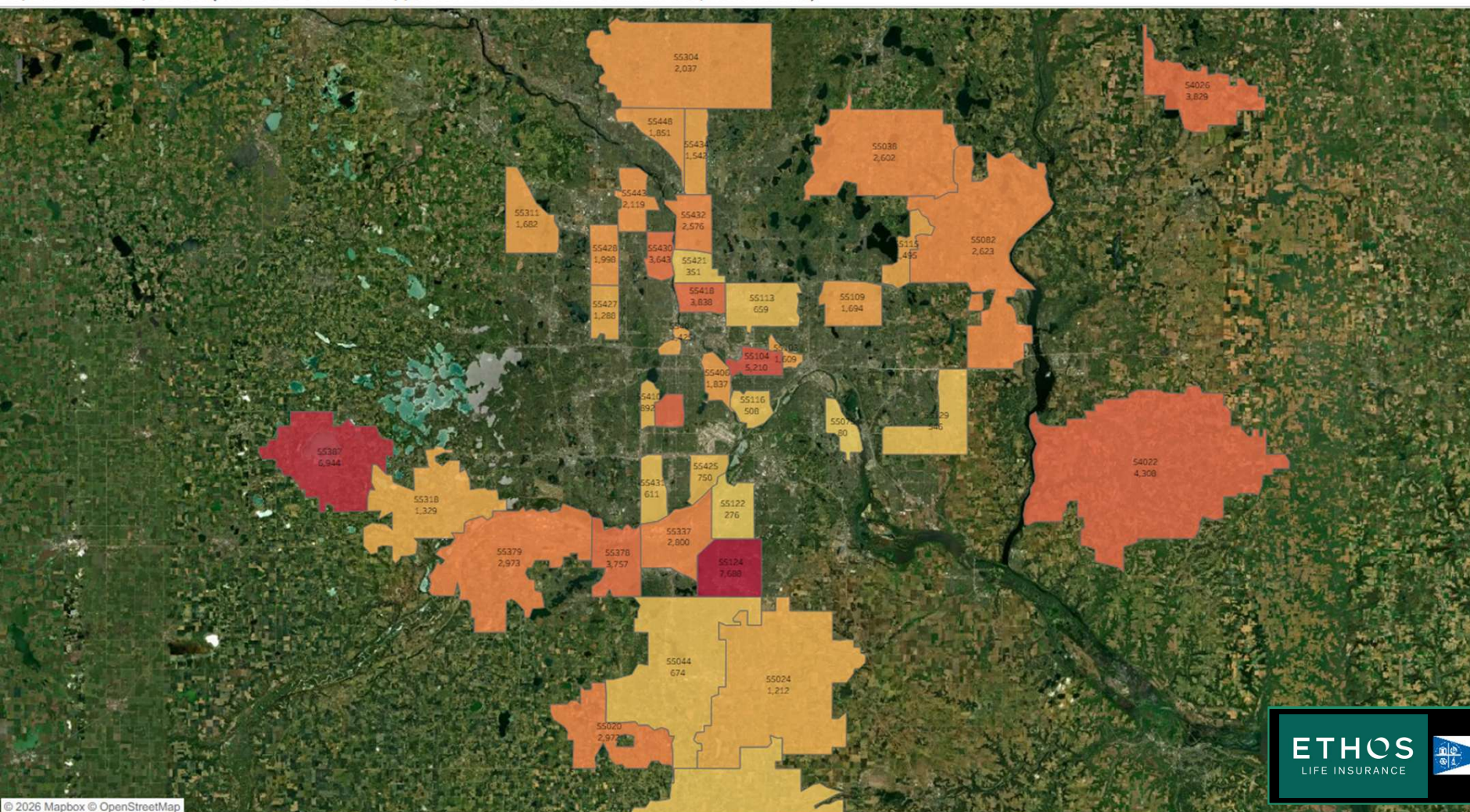
Top-26 Residential Zip Codes: Adults 35 - 64



Top-26 Employment Zip Codes: Adults 35 - 64



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

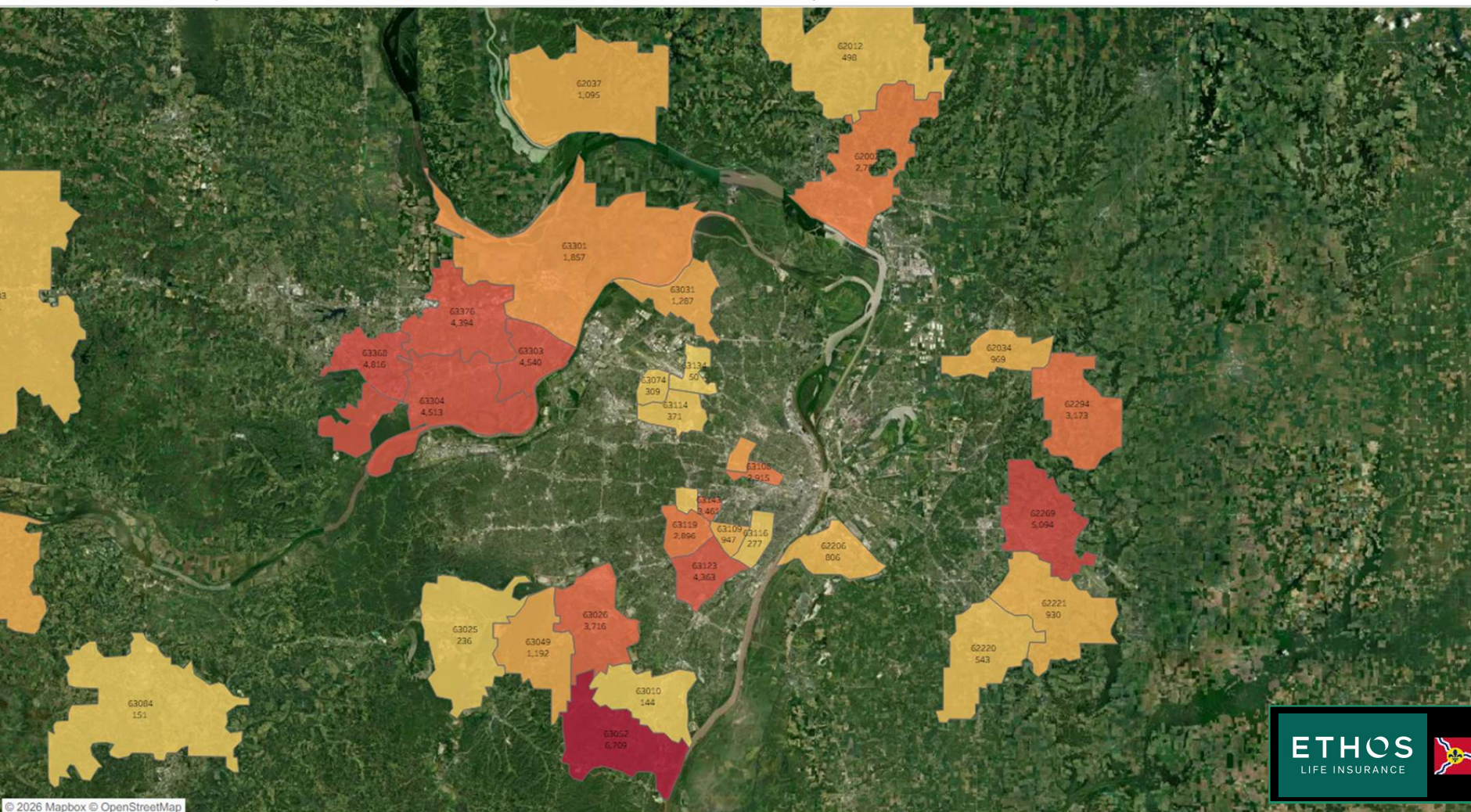


SUM(Adults 35 - 64 wh...
80 7,688



© 2026 Mapbox © OpenStreetMap

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

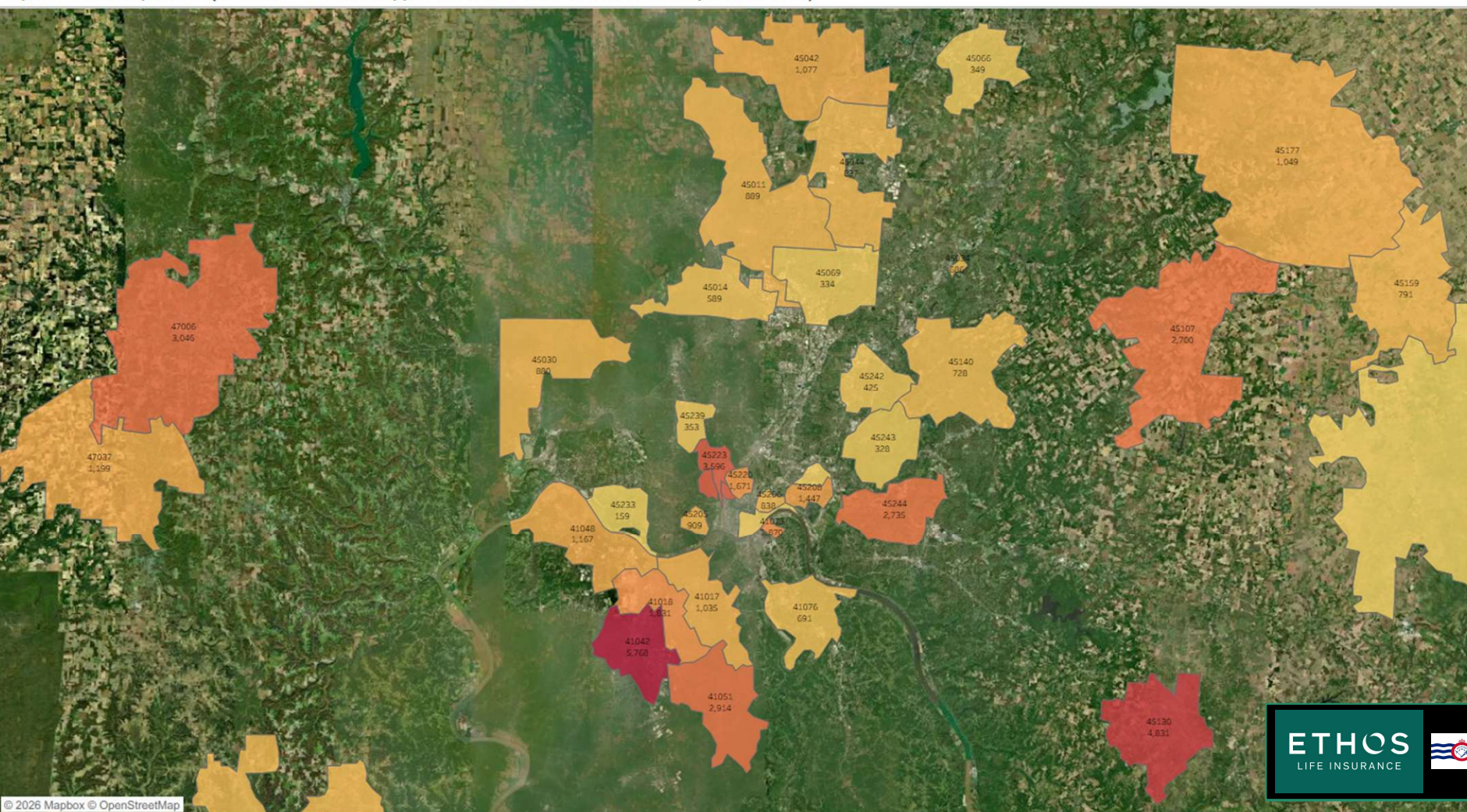


SUM(Adults 35 - 64 wh...
39 6,709

© 2026 Mapbox © OpenStreetMap



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



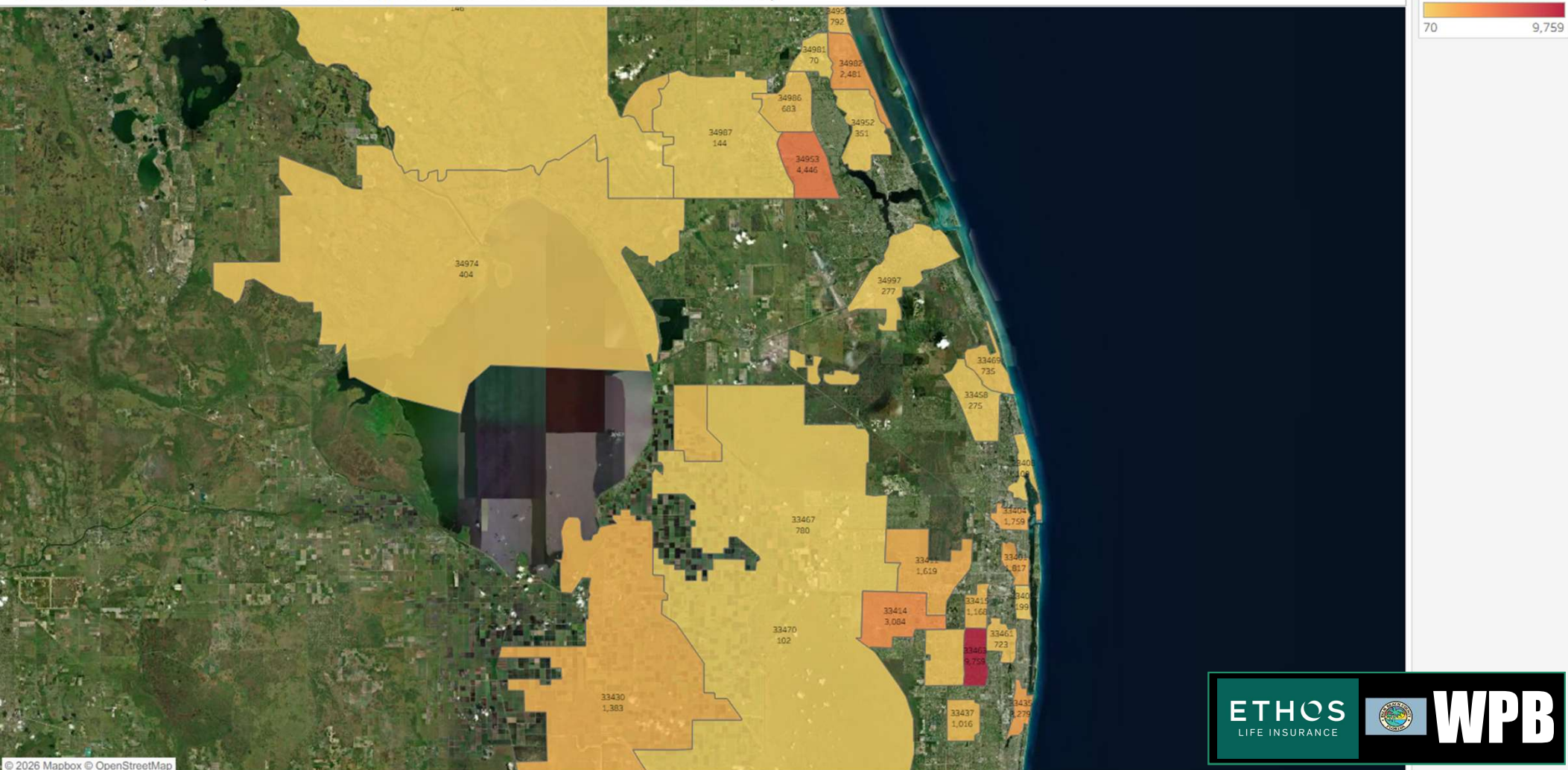
SUM(Adults 35 - 64 wh...



© 2026 Mapbox © OpenStreetMap



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



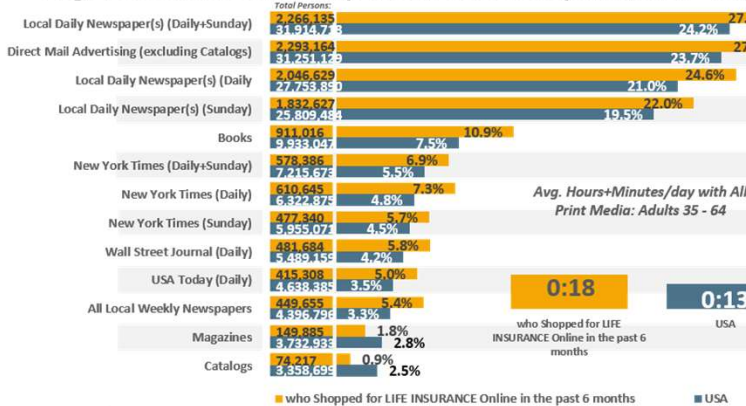
© 2026 Mapbox © OpenStreetMap



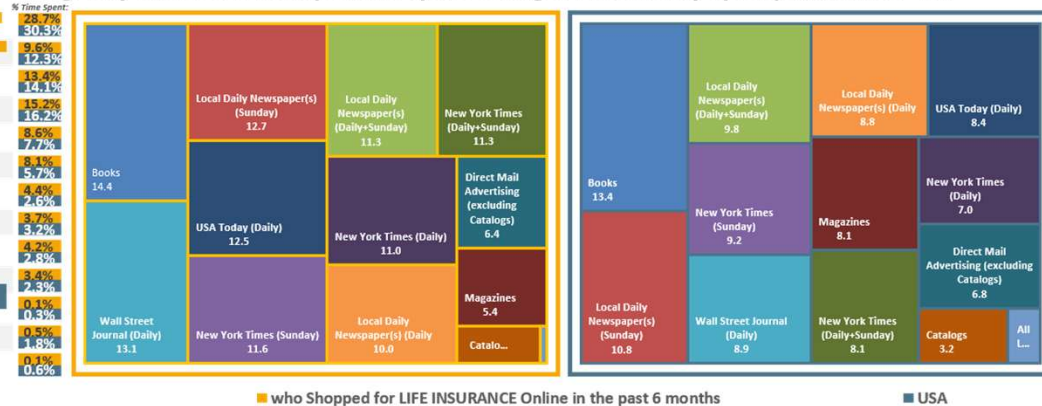


2,266,135 or 27.2% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.3 minutes every day representing 31.4% of all time spent daily with All forms of Print Media

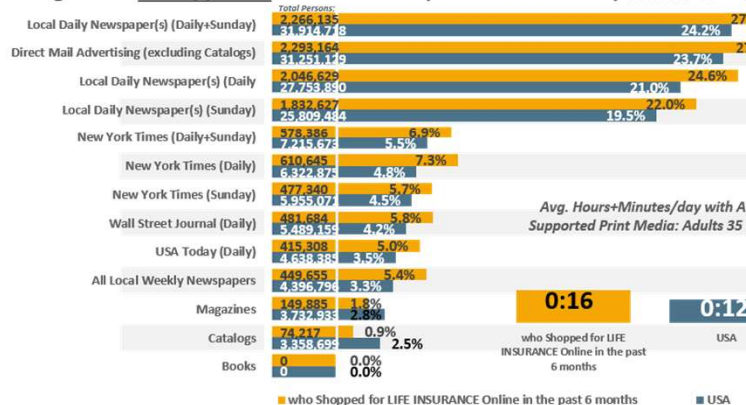
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



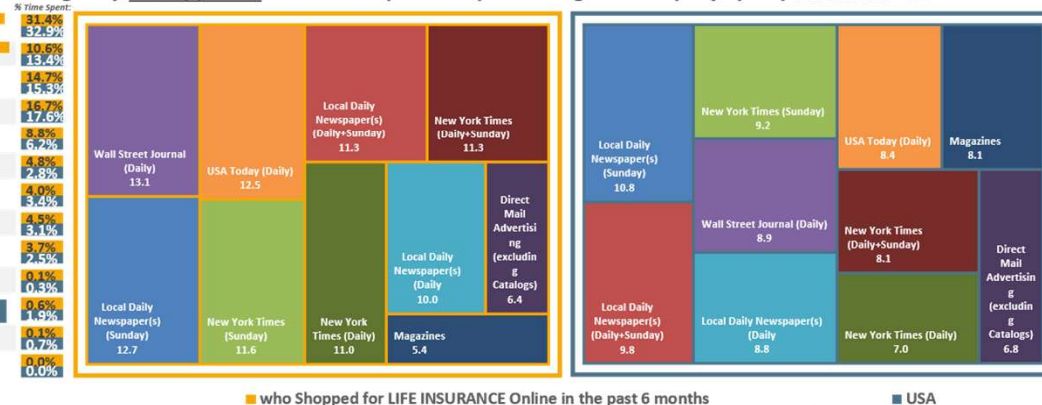
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

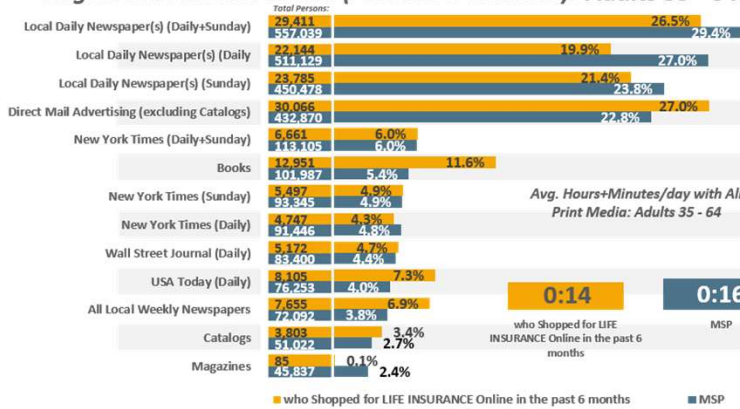
soefa.ai Share of Everything for Anything

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

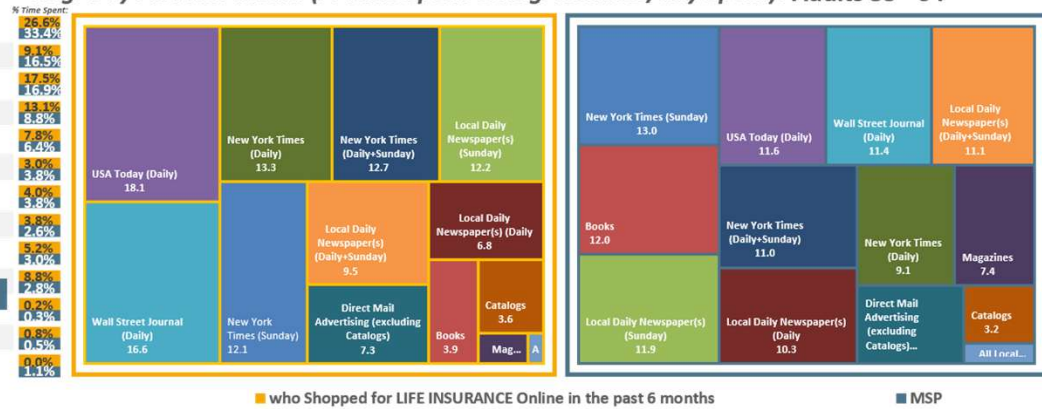


29,411 or 26.5% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.5 minutes every day representing 27.4% of all time spent daily with All forms of Print Media.

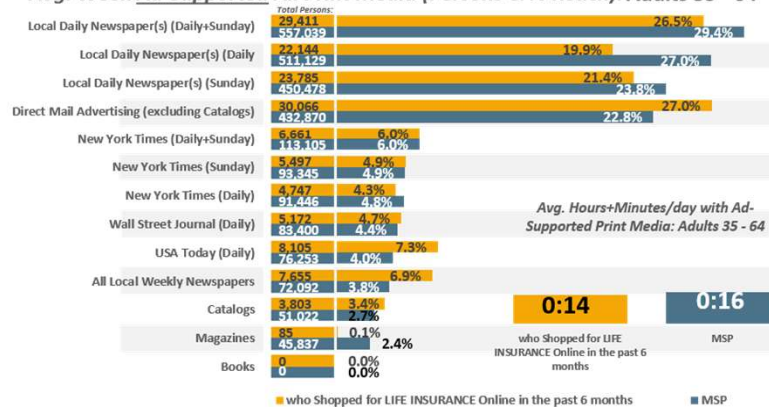
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



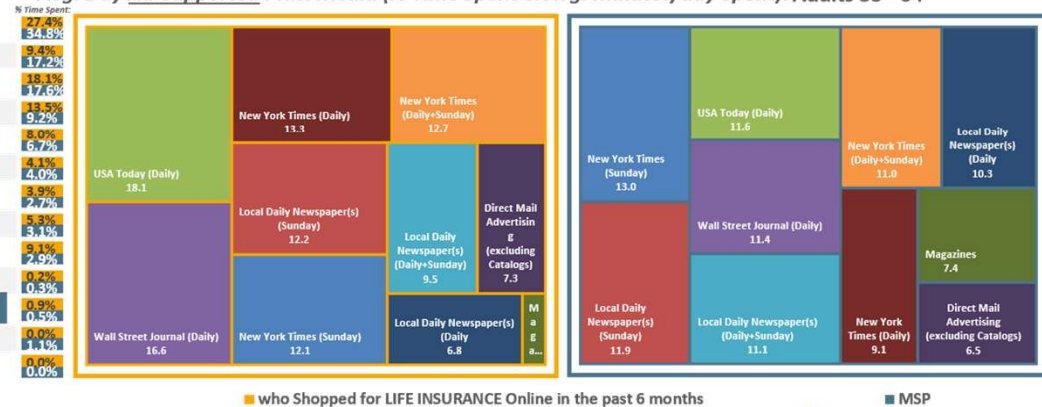
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



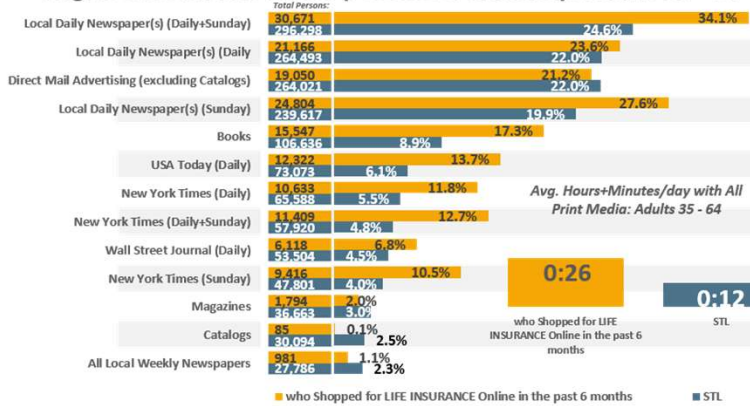
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



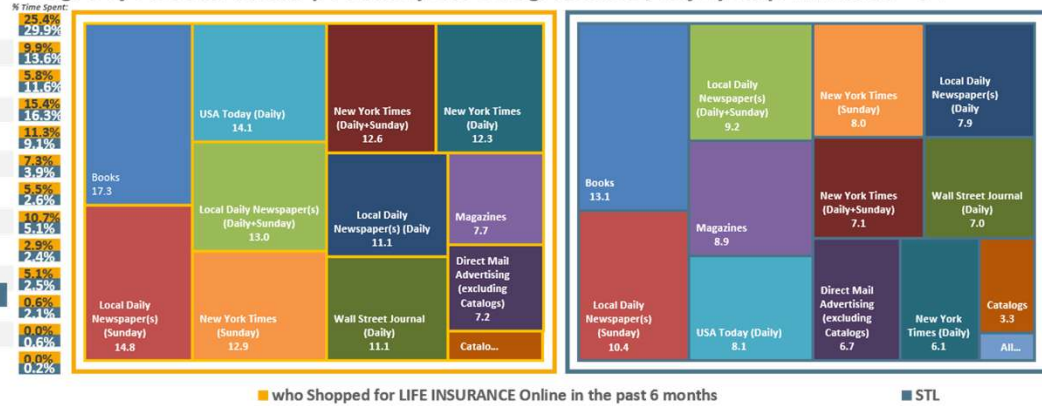


30,671 or 34.1% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

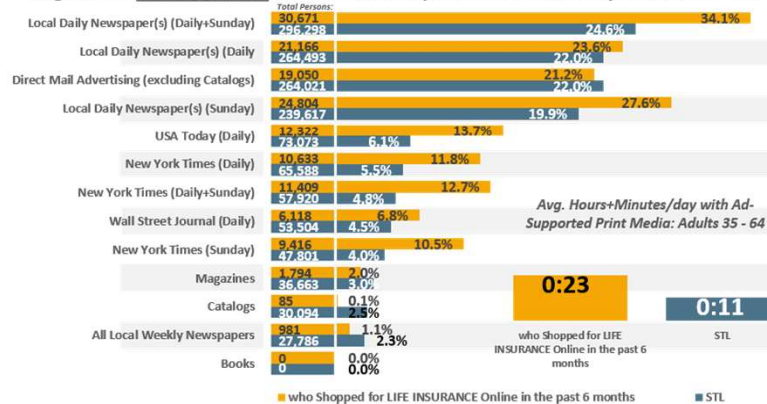
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



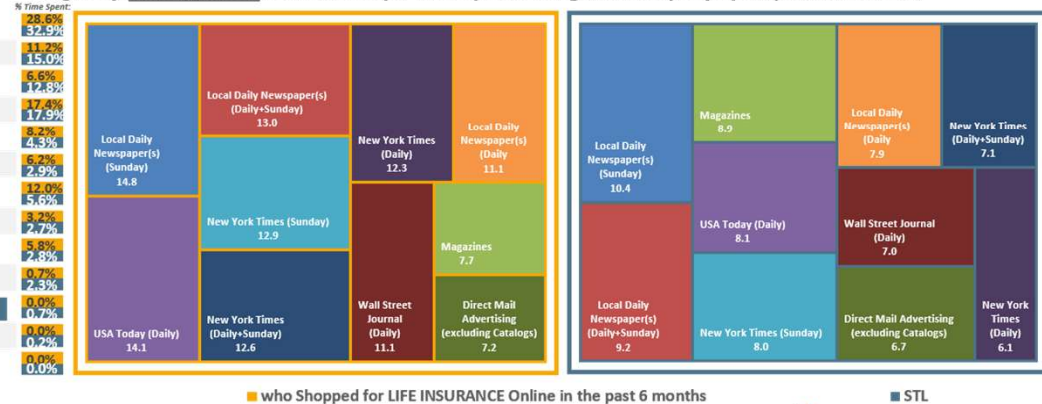
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



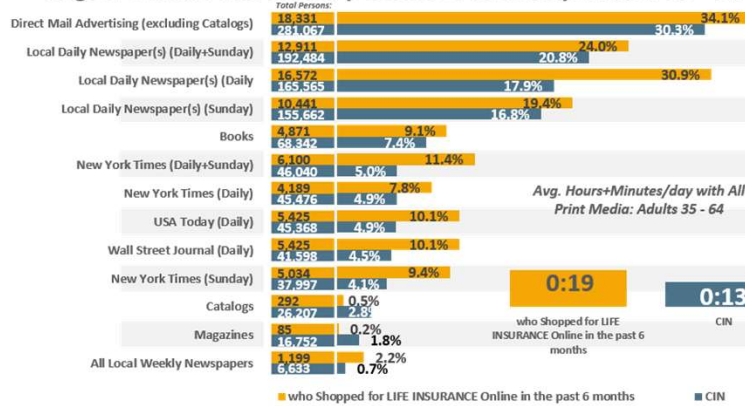
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



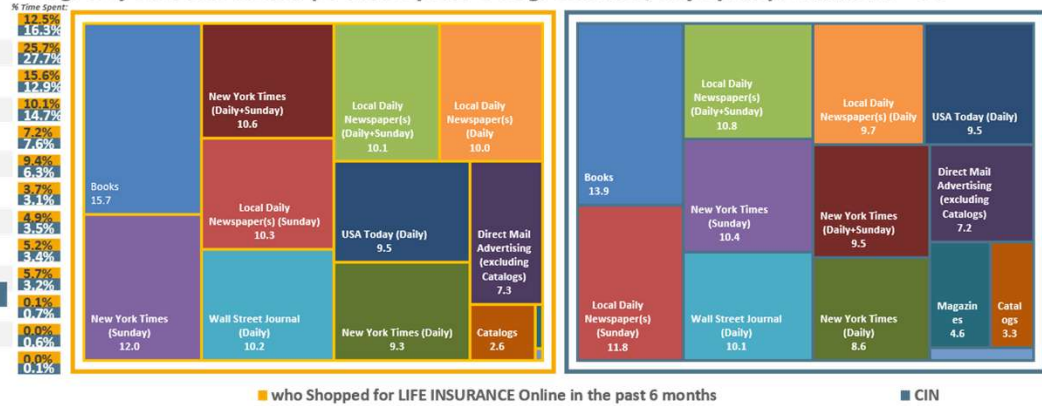


12,911 or 24.% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.1 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

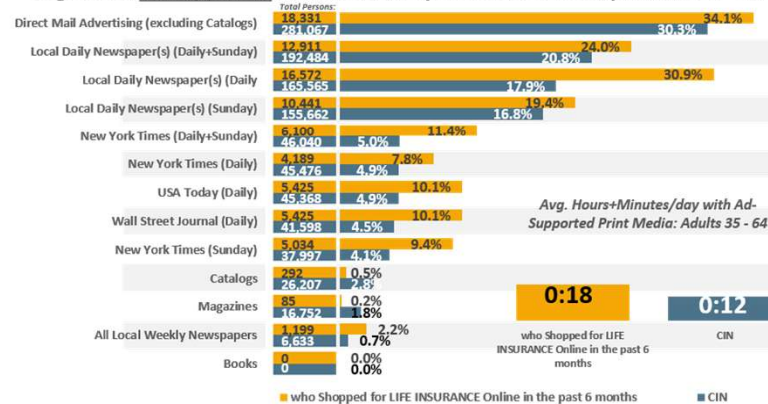
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



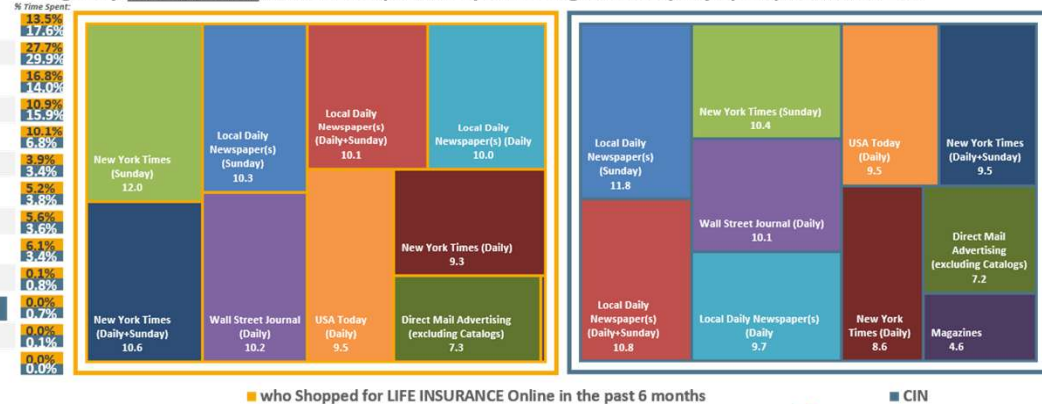
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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



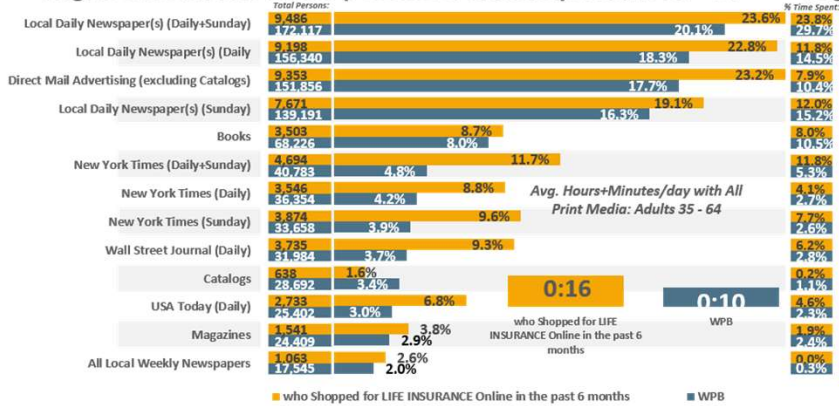
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



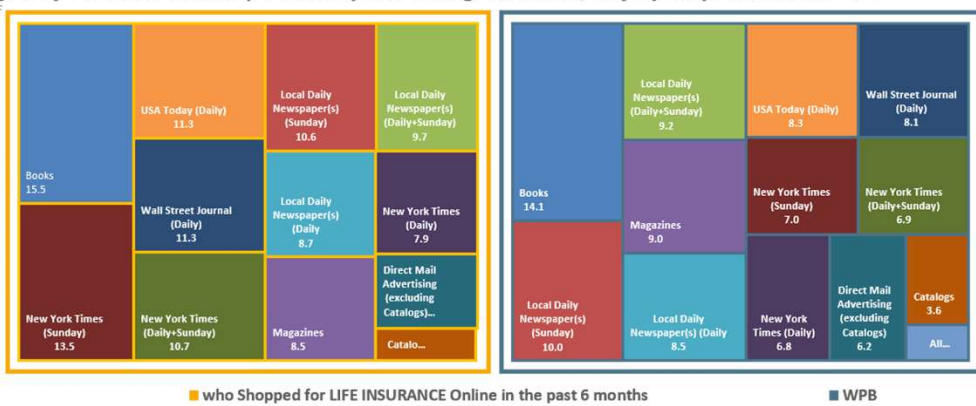


9,486 or 23.6% of Adults 35 - 64 who Shopped for LIFE INSURANCE Online in the past 6 months read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.7 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

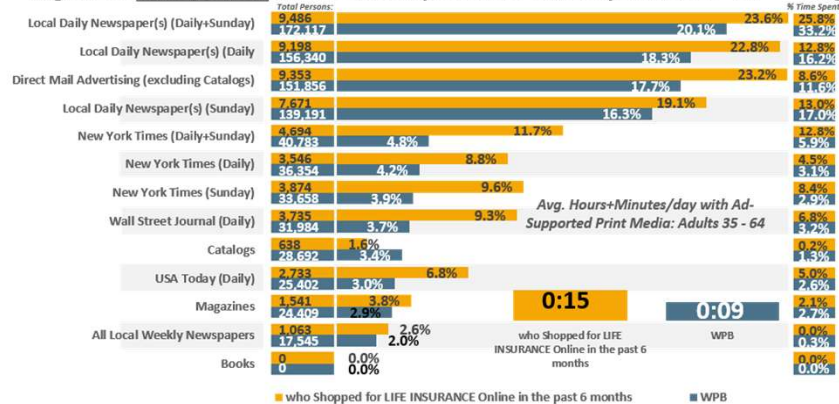
Avg. Week All Print Media (Persons & % Reach): Adults 35 - 64



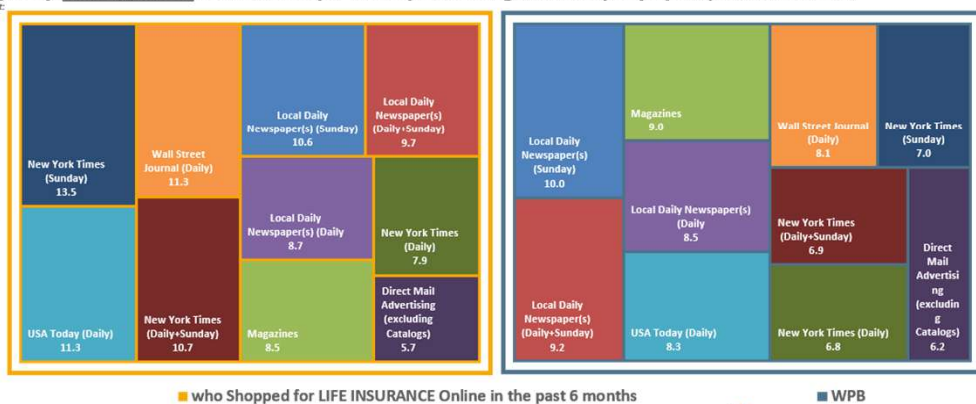
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



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

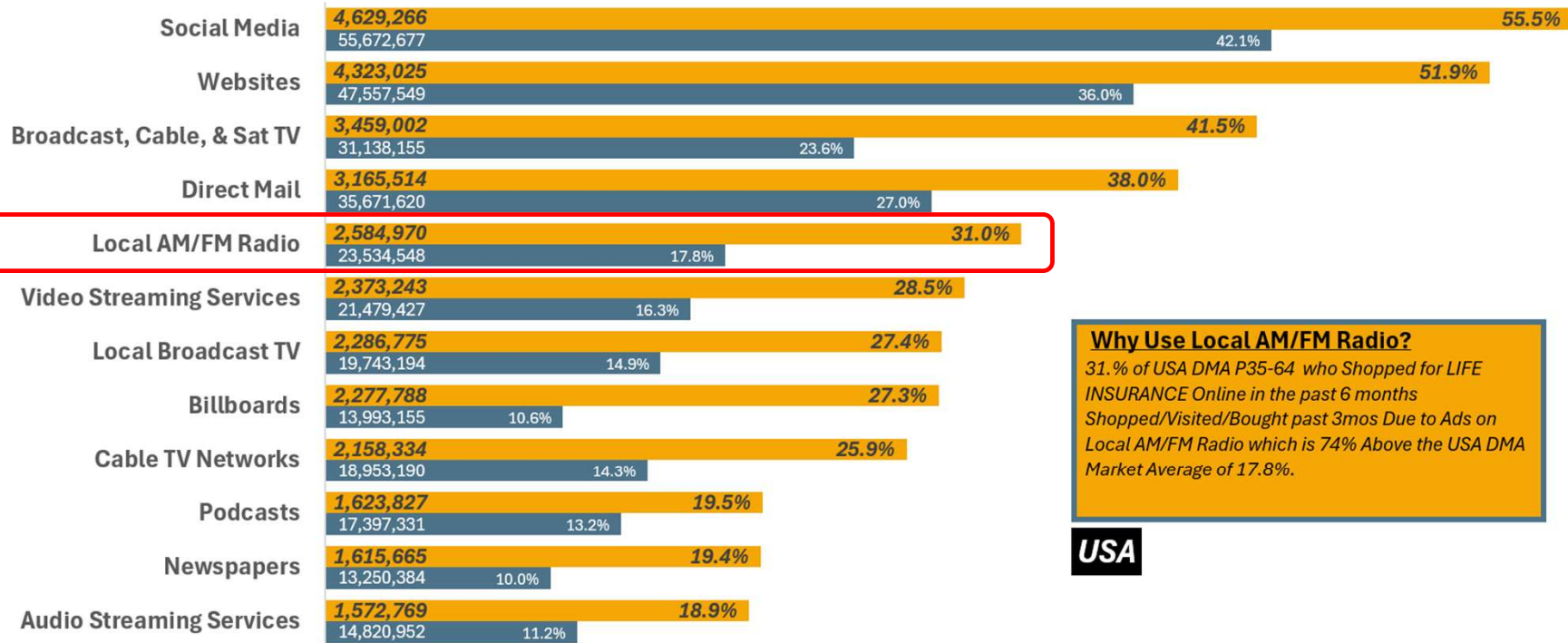


Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 - 64



"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?

31.0% 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

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

■ P35-64 USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

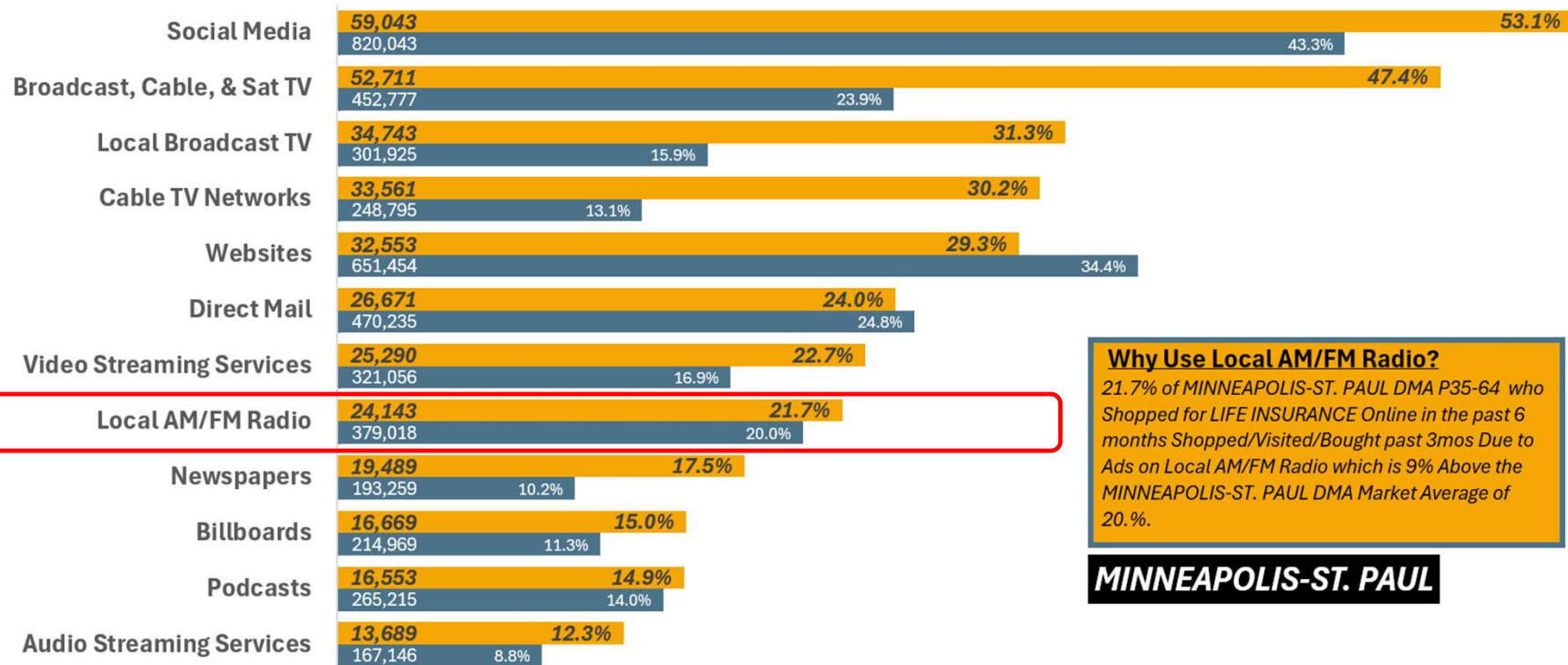
USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 673
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything ®

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

"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?**

21.7% of MINNEAPOLIS-ST. PAUL 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 9% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 20.0%.

MINNEAPOLIS-ST. PAUL

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

■ P35-64 MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

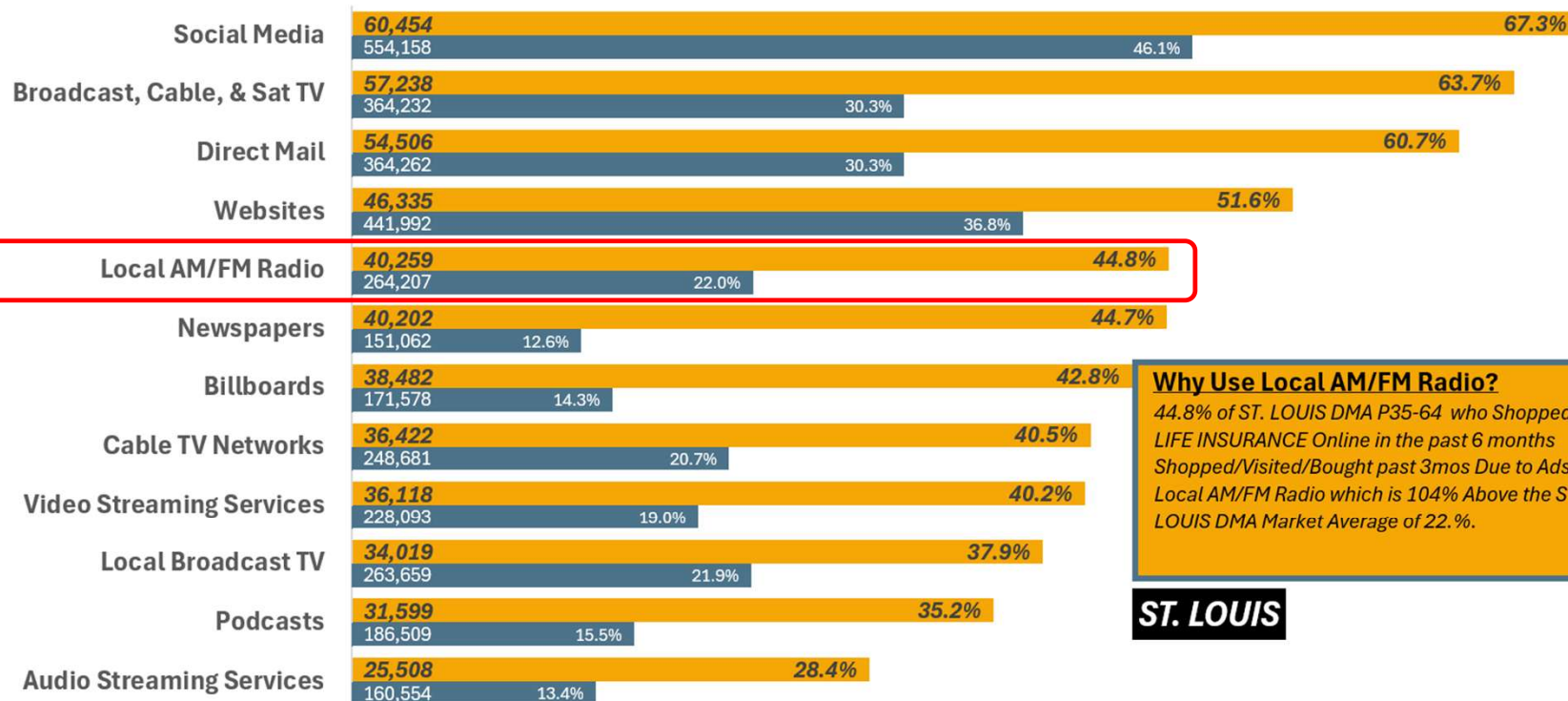
MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 62

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything

"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?

44.8% of ST. LOUIS 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 104% Above the ST. LOUIS DMA Market Average of 22.0%.

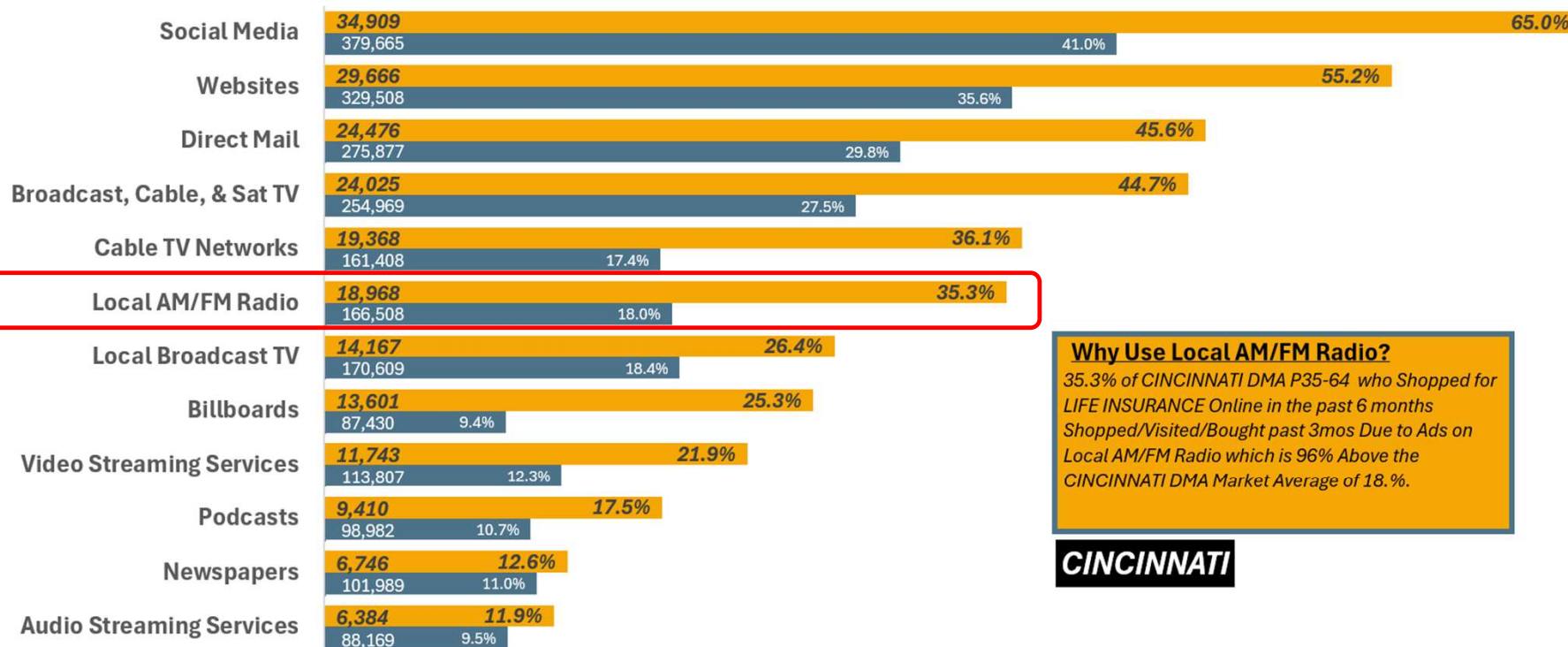
ST. LOUIS

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

■ P35-64 ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

"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?**

35.3% of CINCINNATI 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 96% Above the CINCINNATI DMA Market Average of 18. %.

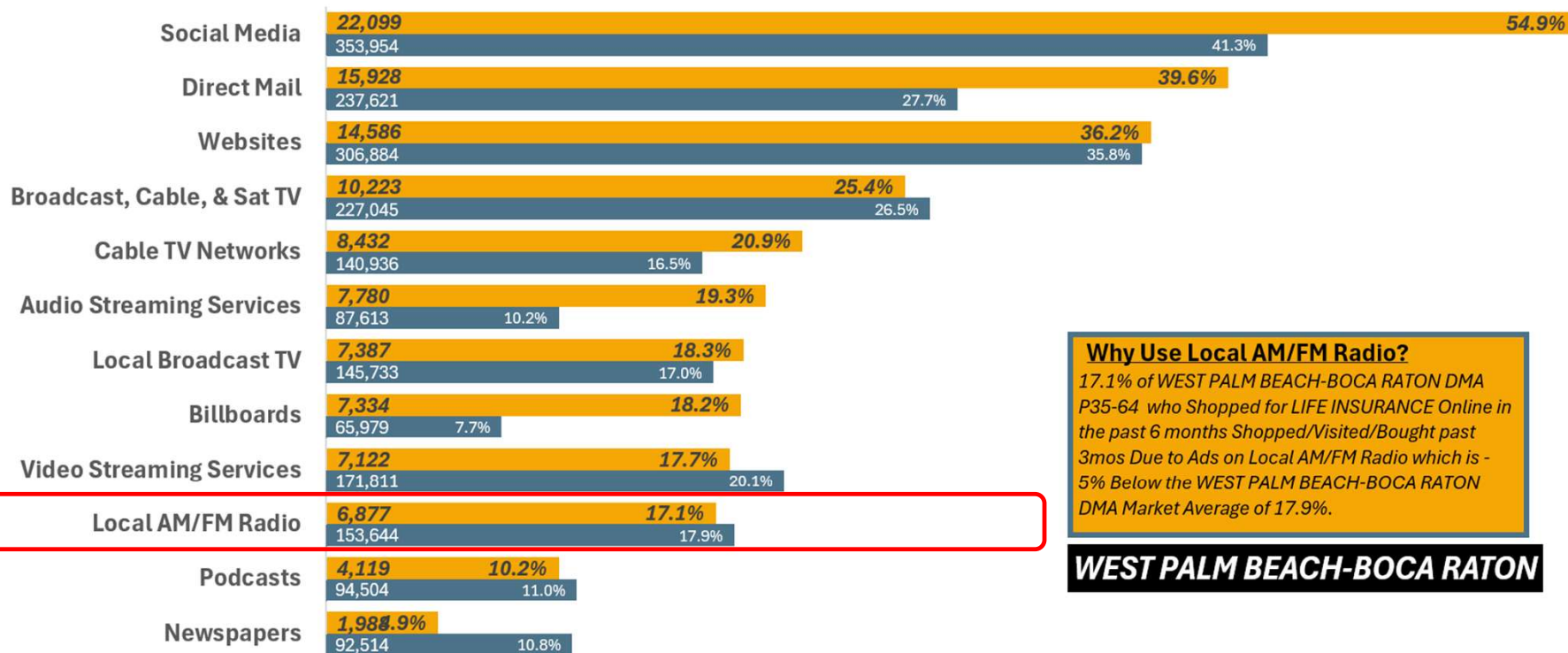
CINCINNATI

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

■ P35-64 CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

"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?**

17.1% of WEST PALM BEACH-BOCA RATON 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 - 5% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 17.9%.

WEST PALM BEACH-BOCA RATON

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

■ P35-64 WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 55

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything
for Anything