USA+4More DMAs – P18+ who use UnitedHealthcare.

Complete Demographic & Media Use Profiles



United Healthcare

United Healthcare USA

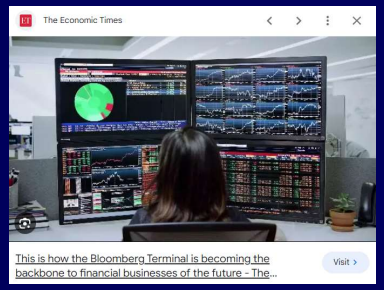
United Healthcare MSP

United Healthcare STL

United Healthcare CIN

United Healthcare WPB

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who use UnitedHealthcare as their Health Insurance Carrier (All Types) as of SEPTEMBER 2024.



P18+

Vanguard®

BLACKROCK

STATE STREET

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

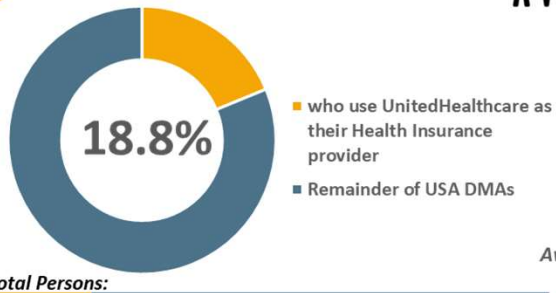
HUBBARD BROADCASTING INC. HB INC.

Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

18.8% or 49,268,482 of USA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 52.6 years old (7.7% older than average) and have a $91,802 (.7% lower than average) annual household income.

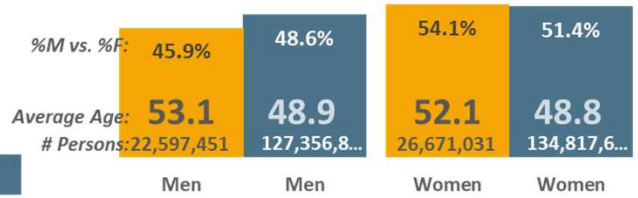
Percent of Market: Adults 18 or older



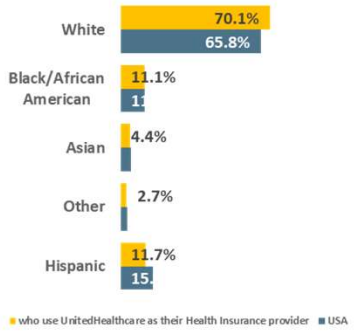
Total Persons:



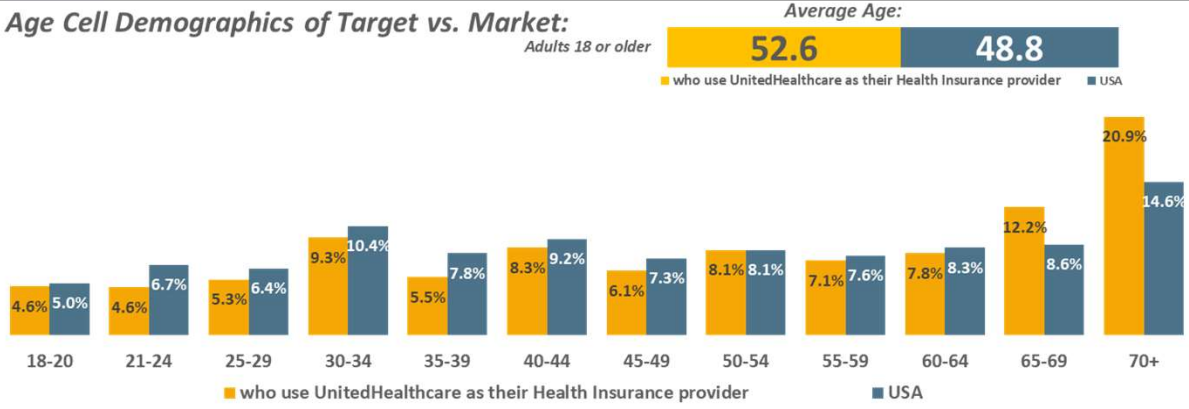
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

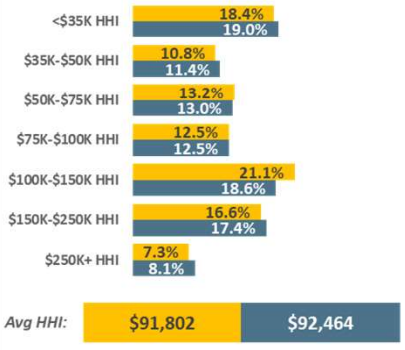


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,864*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

HHI of Target vs. Market:



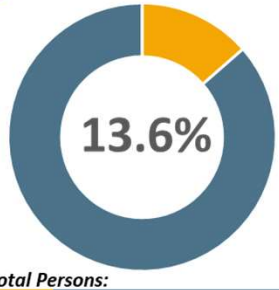
Avg HHI: $91,802 | $92,464

Health insurance carrier - All types: UnitedHealthcare

United Healthcare **MSP**

13.6% or 524,696 of MSP DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 48.1 years old (1.4% younger than average) and have a $123,831 (15.7% higher than average) annual household income.

Percent of Market: Adults 18 or older

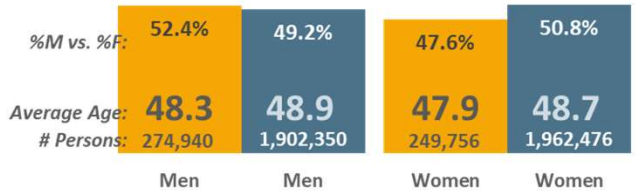


- who use UnitedHealthcare as their Health Insurance provider
- Remainder of MSP DMA

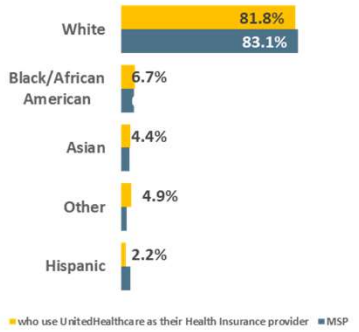
Total Persons:

524,696 | 3,340,130

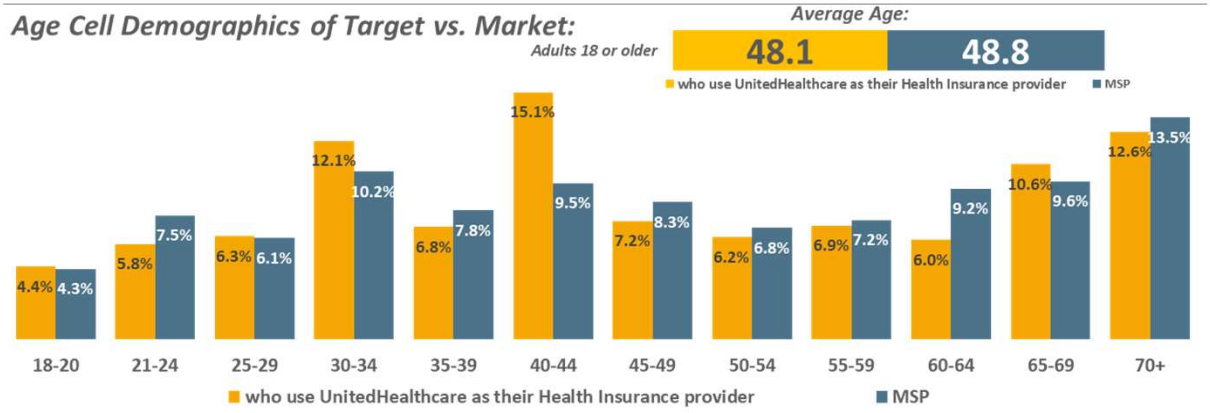
Gender of Target vs. Market: Adults 18 or older



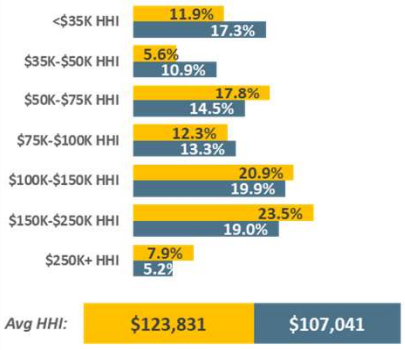
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $123,831 | $107,041

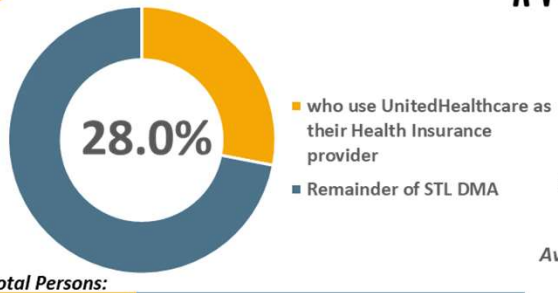
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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United Healthcare **STL**

28.% or 702,695 of STL DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 53.7 years old (8.5% older than average) and have a $104,201 (10.3% higher than average) annual household income.

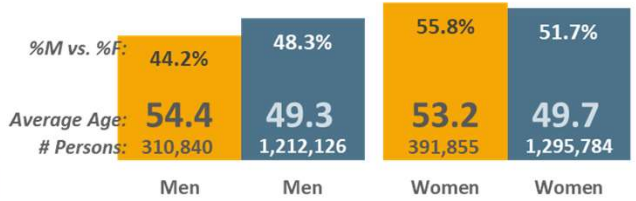
Percent of Market: Adults 18 or older



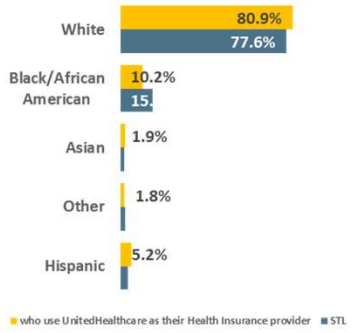
Total Persons:

702,695	1,805,215

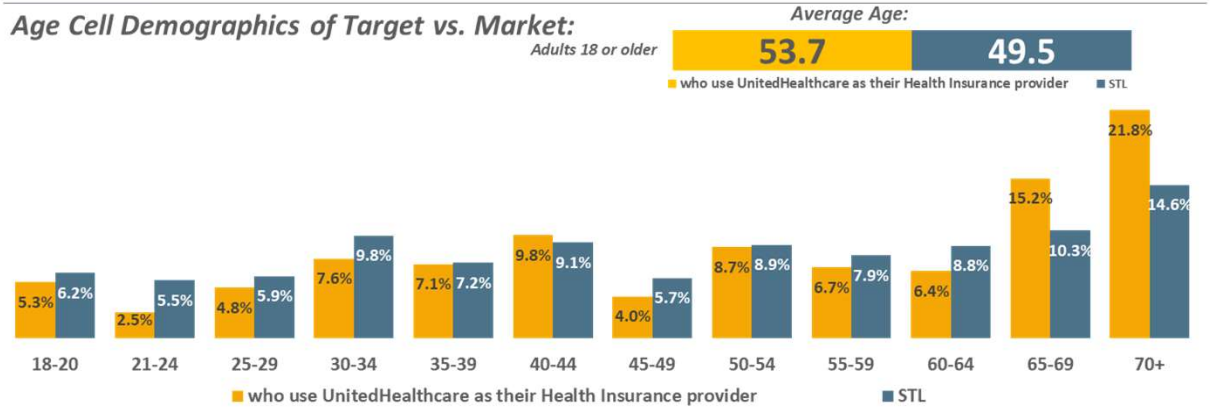
Gender of Target vs. Market: Adults 18 or older



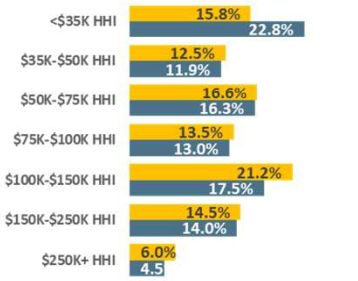
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

$104,201	$94,430

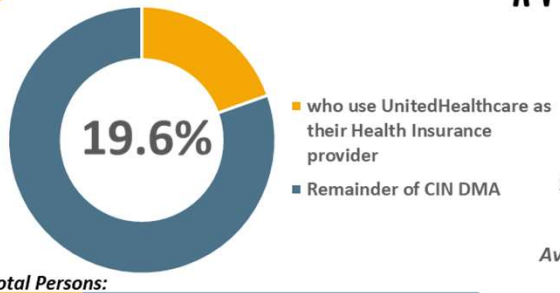
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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United Healthcare **CIN**

19.6% or 374,551 of CIN DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 51.4 years old (5.3% older than average) and have a $118,967 (24.5% higher than average) annual household income.

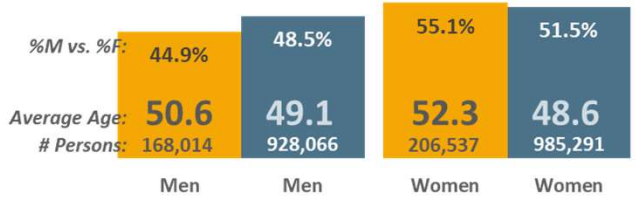
Percent of Market: Adults 18 or older



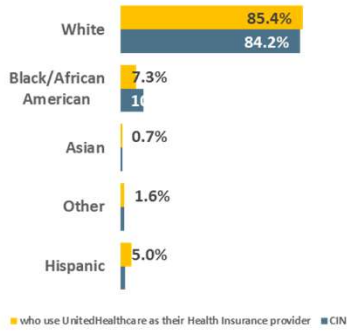
Total Persons:

374,551	1,538,806

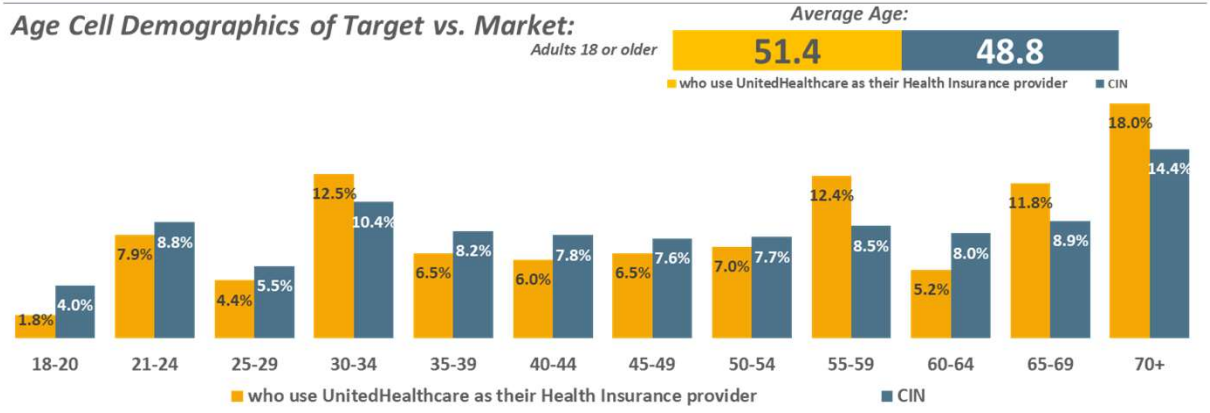
Gender of Target vs. Market: Adults 18 or older



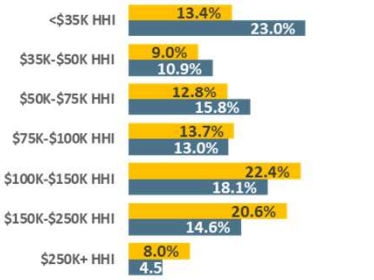
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $118,967 | $95,581

CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

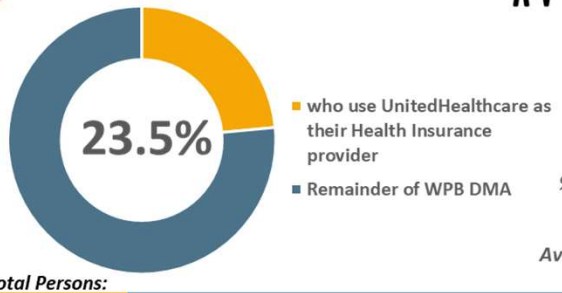
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **WPB**

23.5% or 441,461 of WPB DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 59.3 years old (10.5% older than average) and have a $112,400 (16.% higher than average) annual household income.

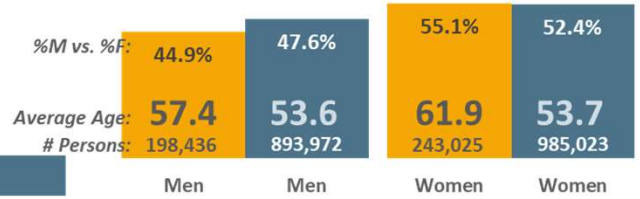
Percent of Market: Adults 18 or older



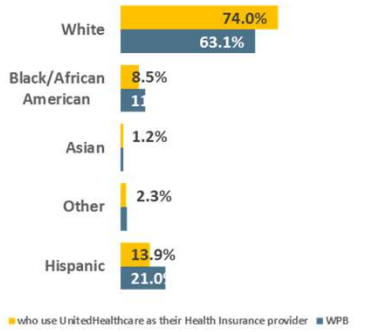
Total Persons:



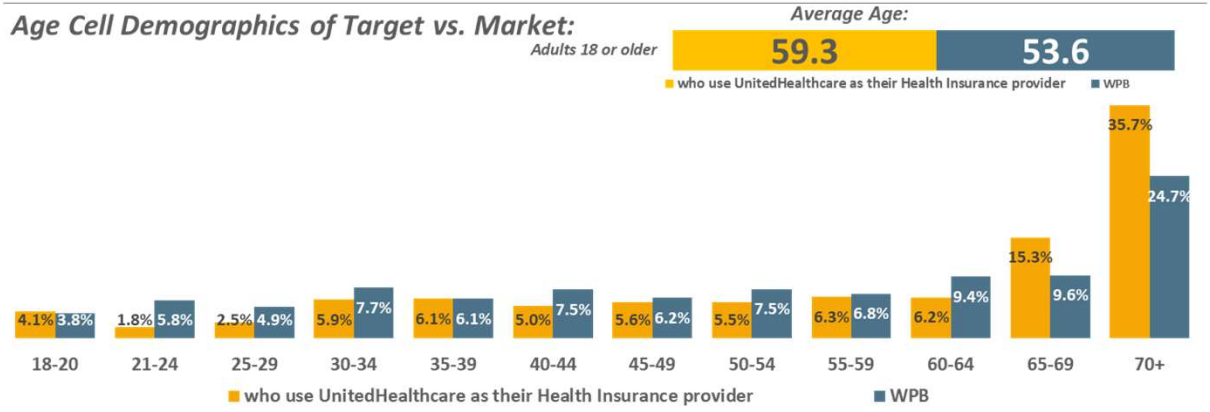
Gender of Target vs. Market: Adults 18 or older



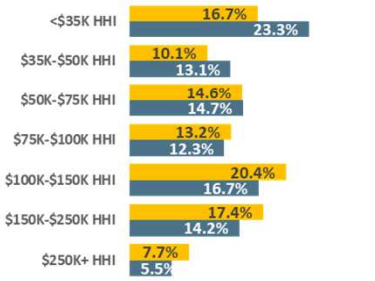
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $112,400 $96,915

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

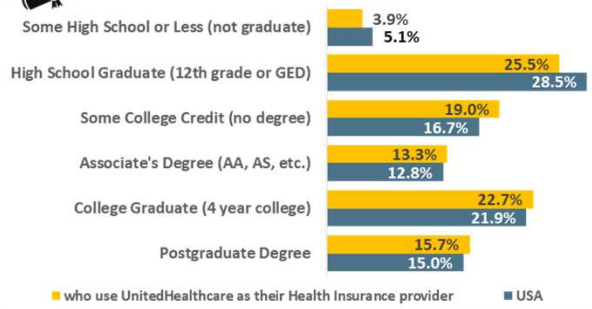
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Health insurance carrier - All types: UnitedHealthcare

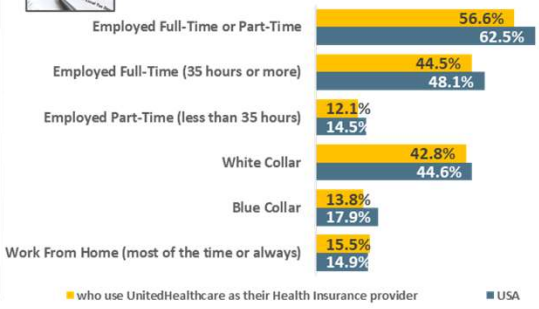
United Healthcare USA

18.8% or 49,268,482 of USA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 4.4% more likely to be a college graduate, 7.4% less likely to work full-time, 4.1% more likely to be married, 11.1% less likely to be a parent of 1 or more children under 1

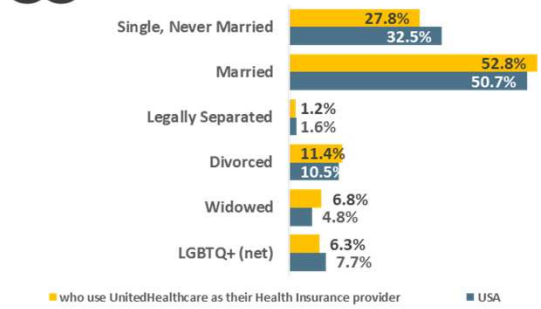
Education Levels: Adults 18 or older



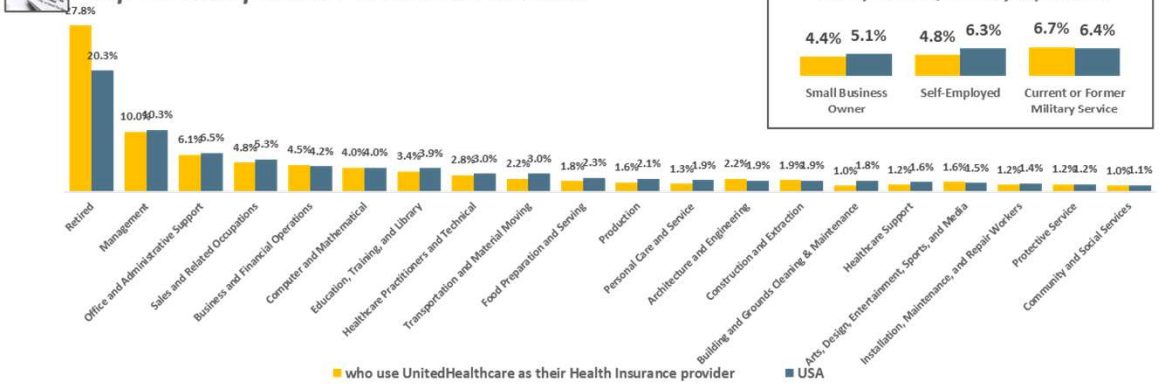
Employment: Adults 18 or older



Marital Status: Adults 18 or older

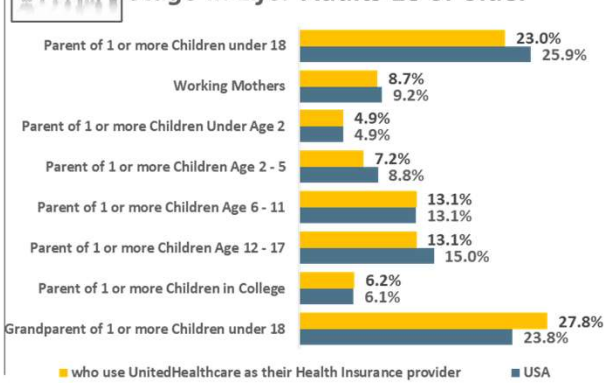


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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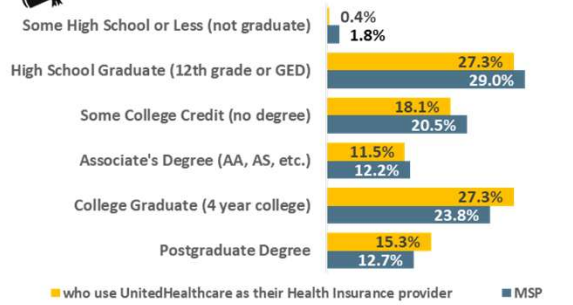
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Health insurance carrier - All types: UnitedHealthcare

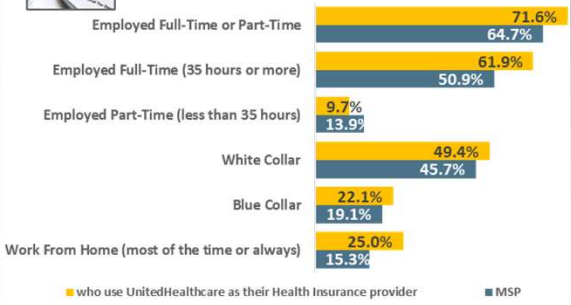
United Healthcare **MSP**

13.6% or 524,696 of MSP DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 16.7% more likely to be a college graduate, 21.7% more likely to work full-time, 17.5% more likely to be married, 14.% more likely to be a parent of 1 or more children unde

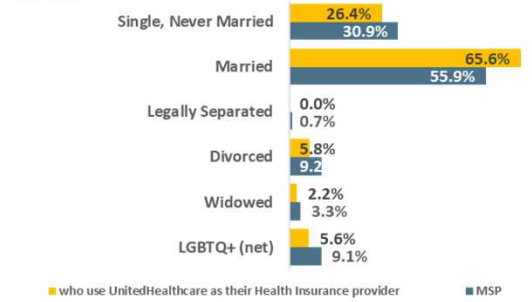
Education Levels: Adults 18 or older



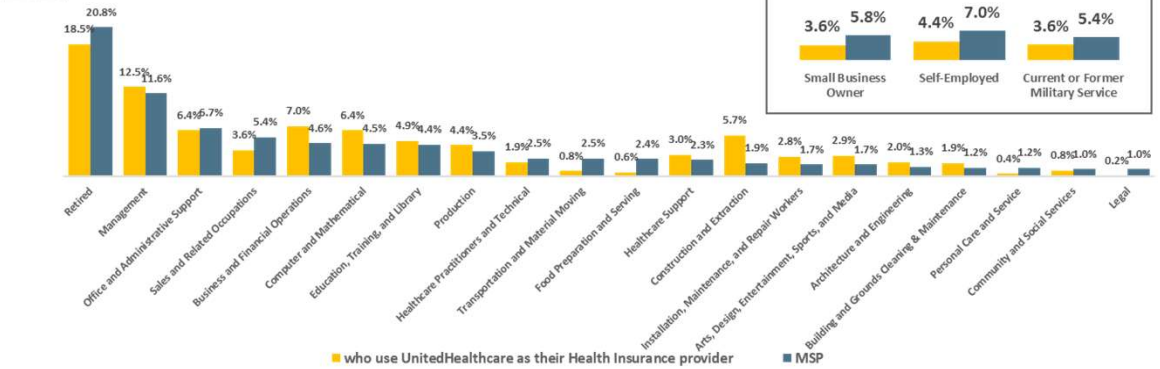
Employment: Adults 18 or older



Marital Status: Adults 18 or older

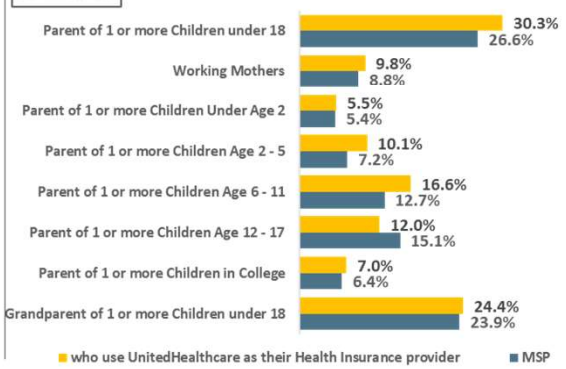


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

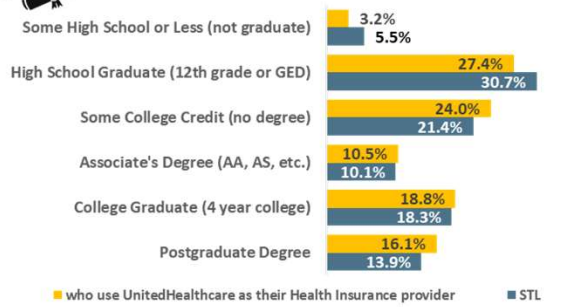
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Health insurance carrier - All types: UnitedHealthcare

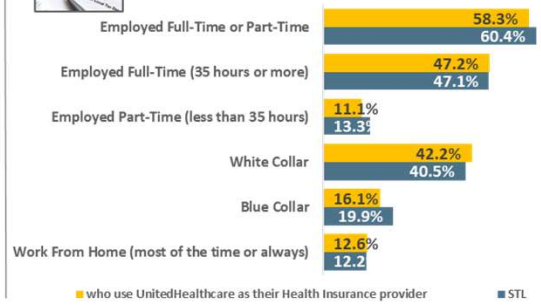
United Healthcare STL

28.% or 702,695 of STL DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 8.6% more likely to be a college graduate, .4% more likely to work full-time, 14.8% more likely to be married, 19.8% less likely to be a parent of 1 or more children under

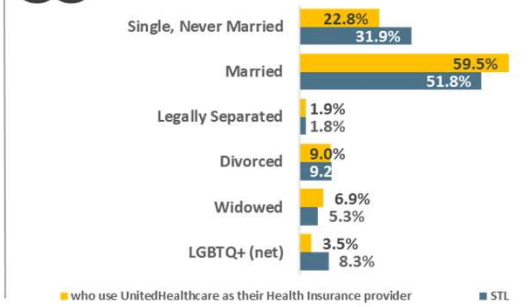
Education Levels: Adults 18 or older



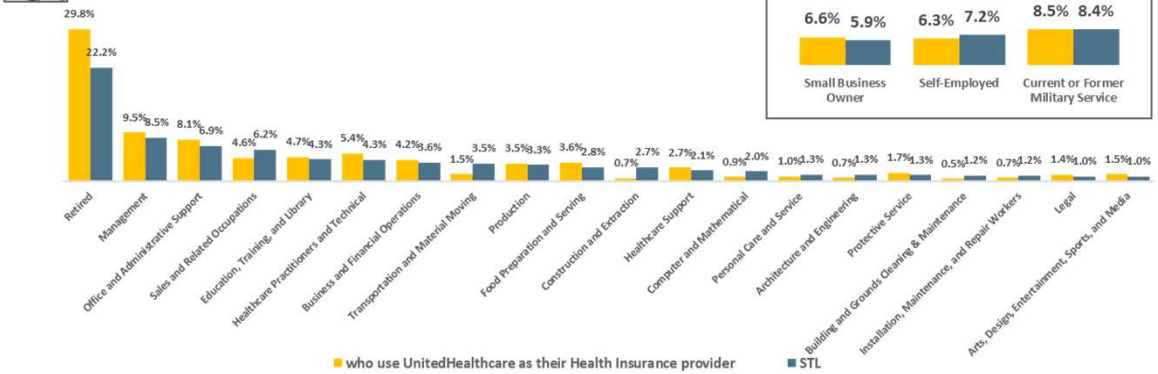
Employment: Adults 18 or older



Marital Status: Adults 18 or older

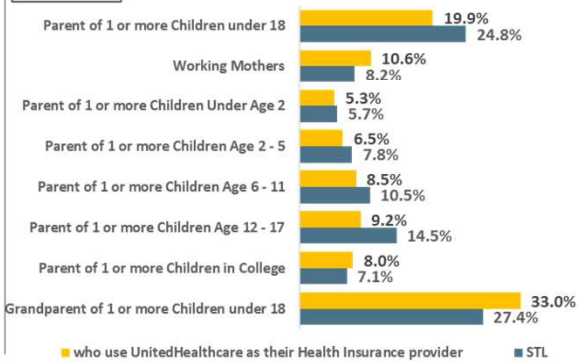


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



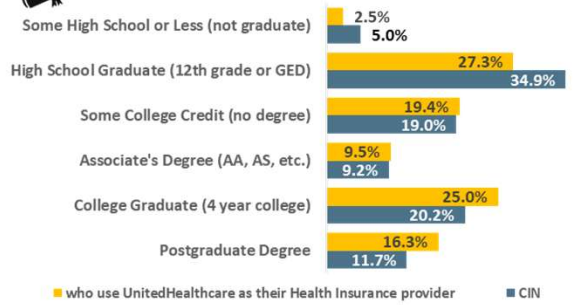
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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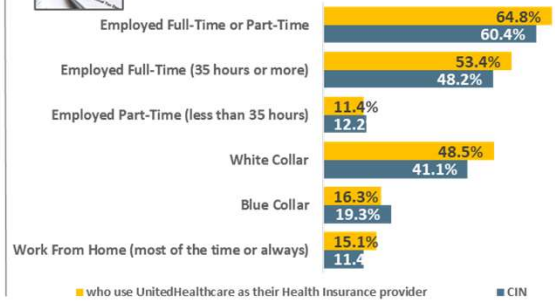
Health insurance carrier - All types: UnitedHealthcare

19.6% or 374,551 of CIN DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 29.5% more likely to be a college graduate, 11.% more likely to work full-time, 16.1% more likely to be married, 2.9% less likely to be a parent of 1 or more children under

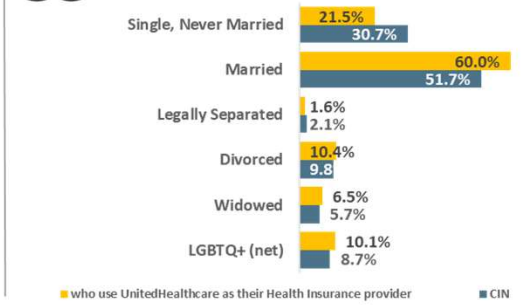
Education Levels: Adults 18 or older



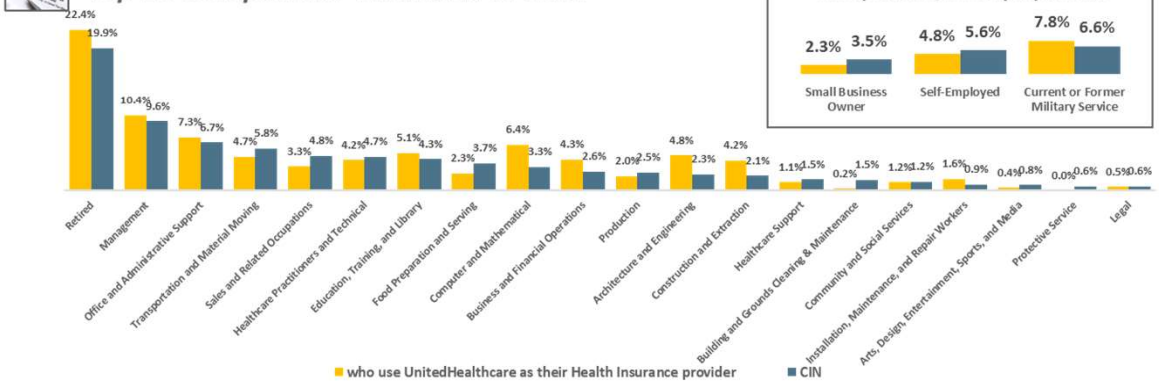
Employment: Adults 18 or older



Marital Status: Adults 18 or older

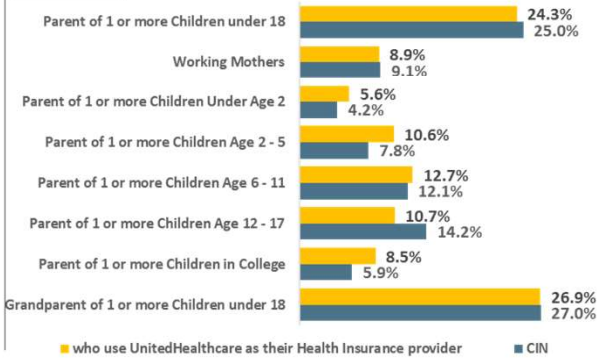


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

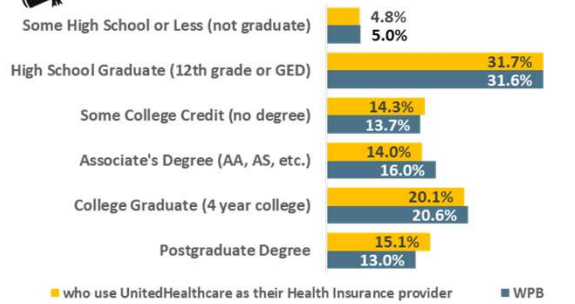
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Health insurance carrier - All types: UnitedHealthcare

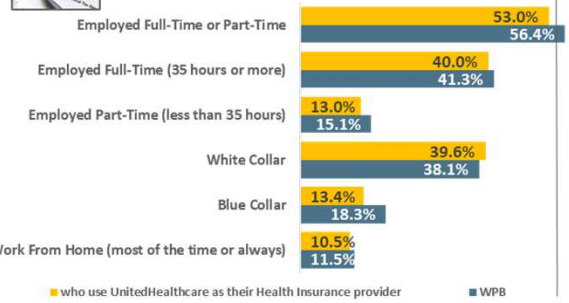
United Healthcare **WPB**

23.5% or 441,461 of WPB DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 4.7% more likely to be a college graduate, 3.1% less likely to work full-time, 14.7% more likely to be married, 36.5% less likely to be a parent of 1 or more children under

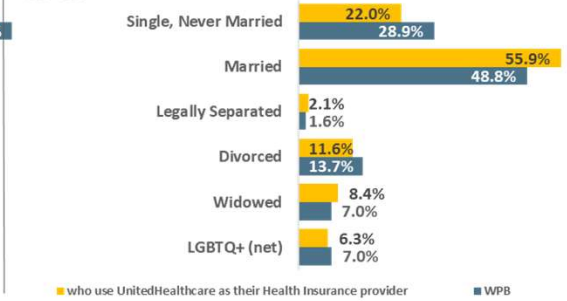
Education Levels: Adults 18 or older



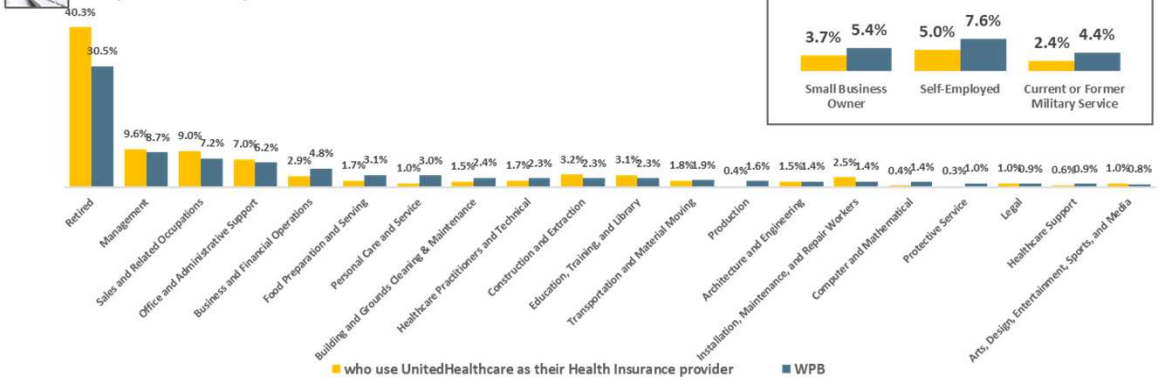
Employment: Adults 18 or older



Marital Status: Adults 18 or older

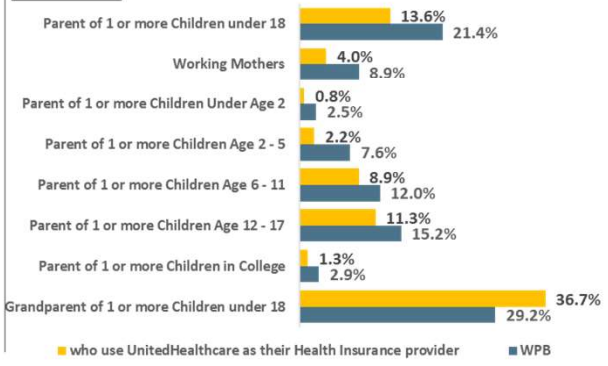


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

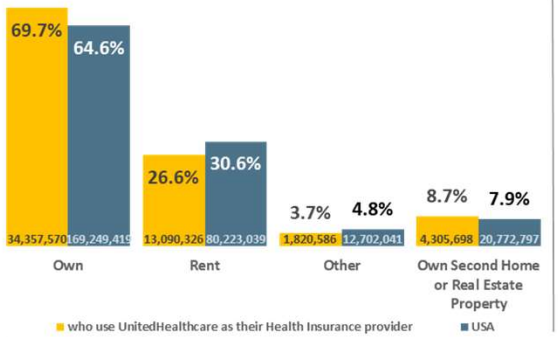
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Health insurance carrier - All types: UnitedHealthcare

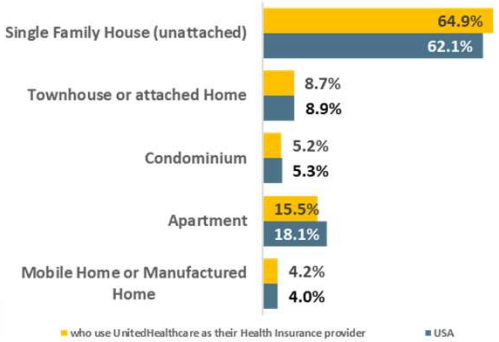
United Healthcare **USA**

18.8% or 49,268,482 of USA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 8.% more likely to own their home, 21.6% more likely to own a higher valued home, 4.6% more likely to have a single-family home, 6.% more likely to have a dog.

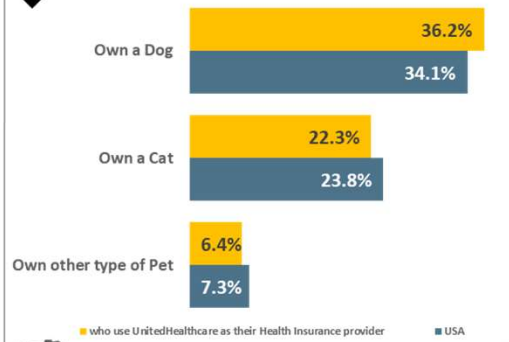
Own/Rent/Other: Adults 18 or older



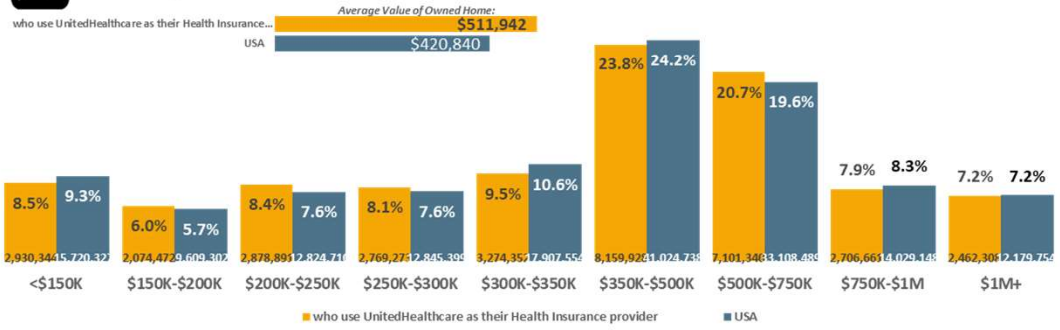
Type of Home: Adults 18 or older



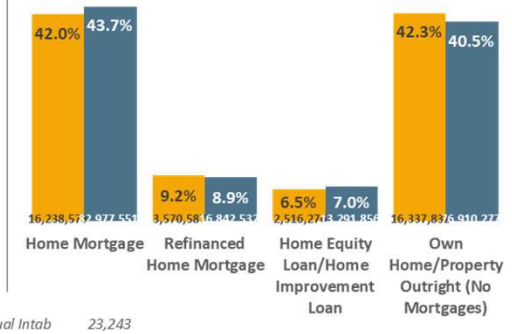
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,864*

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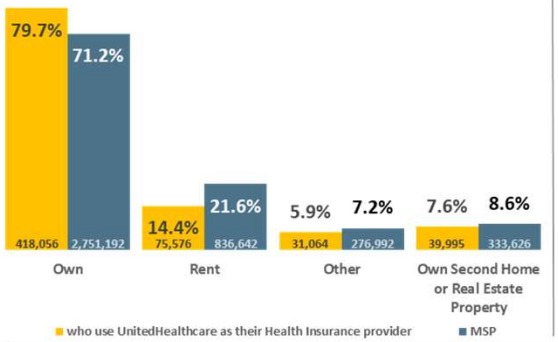
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Health insurance carrier - All types: UnitedHealthcare

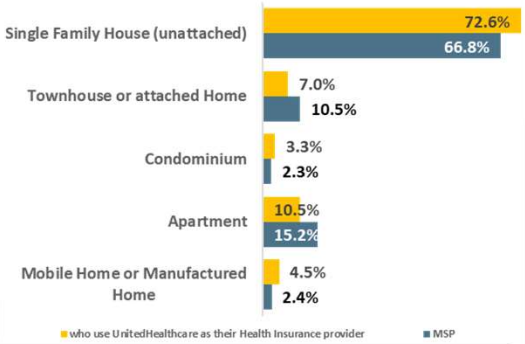
United Healthcare **MSP**

13.6% or 524,696 of MSP DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 11.9% more likely to own their home, 10.5% more likely to own a higher valued home, 8.6% more likely to have a single-family home, 19.1% more likely to have a dog.

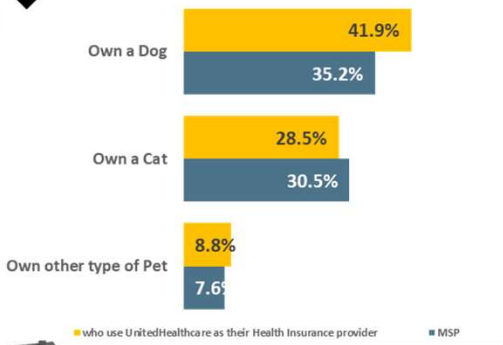
Own/Rent/Other: Adults 18 or older



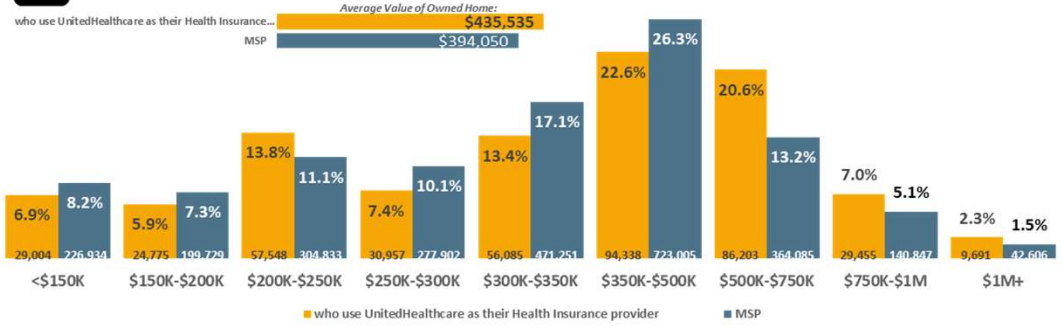
Type of Home: Adults 18 or older



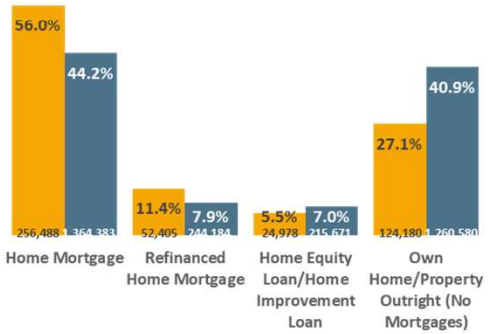
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

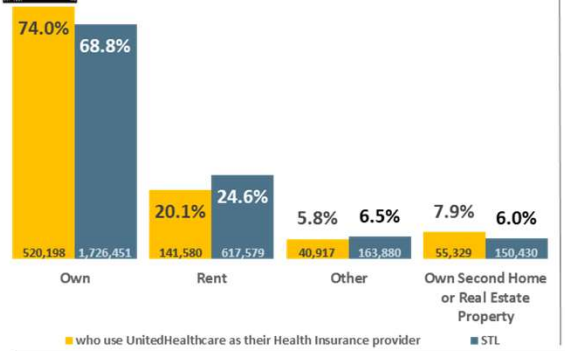
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Health insurance carrier - All types: UnitedHealthcare

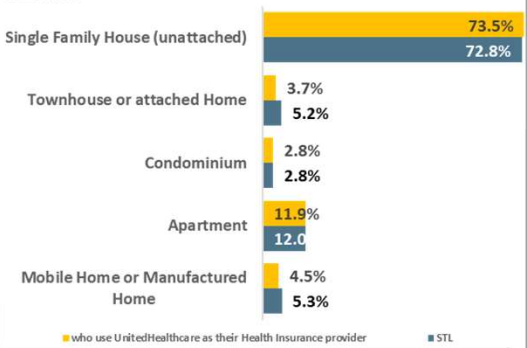
United Healthcare STL

28.% or 702,695 of STL DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 7.5% more likely to own their home, 3.2% more likely to own a higher valued home, 1.% more likely to have a single-family home, 10.% more likely to have a dog.

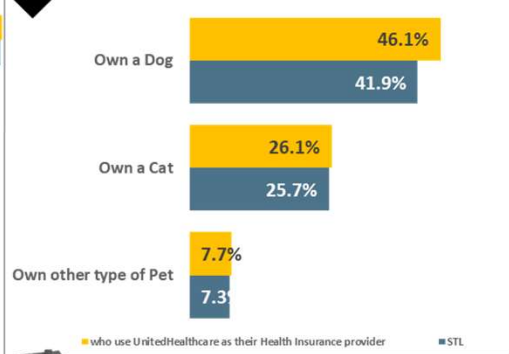
Own/Rent/Other: Adults 18 or older



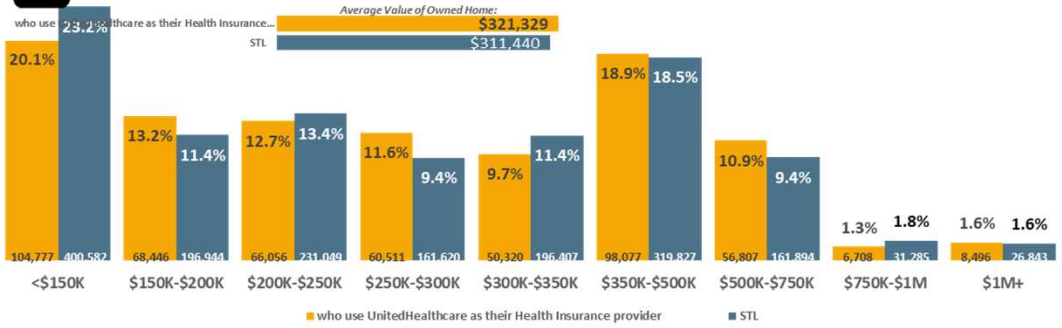
Type of Home: Adults 18 or older



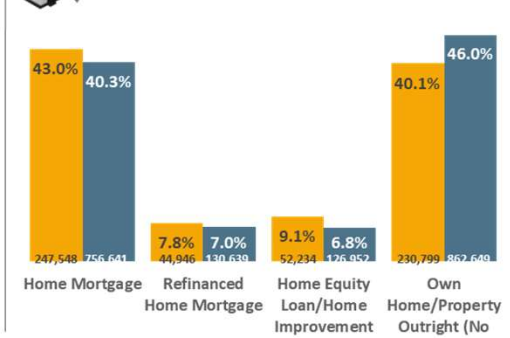
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

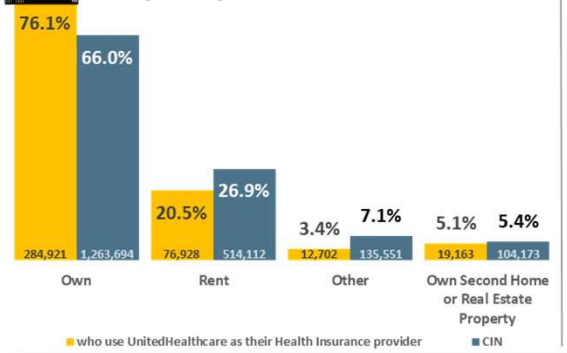
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Health insurance carrier - All types: UnitedHealthcare

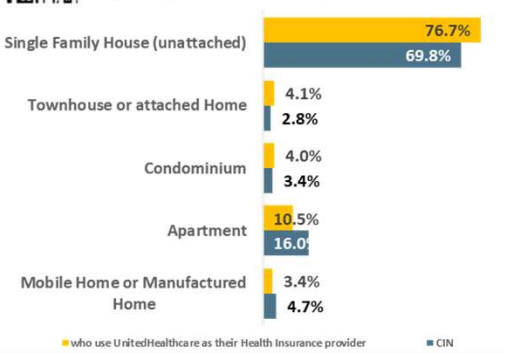
United Healthcare **CIN**

19.6% or 374,551 of CIN DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 15.2% more likely to own their home, 7.% more likely to own a higher valued home, 9.8% more likely to have a single-family home, 8.4% less likely to have a dog.

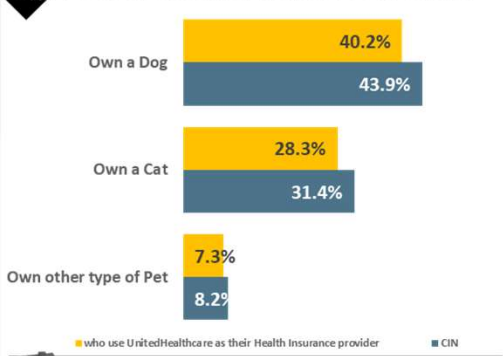
Own/Rent/Other: Adults 18 or older



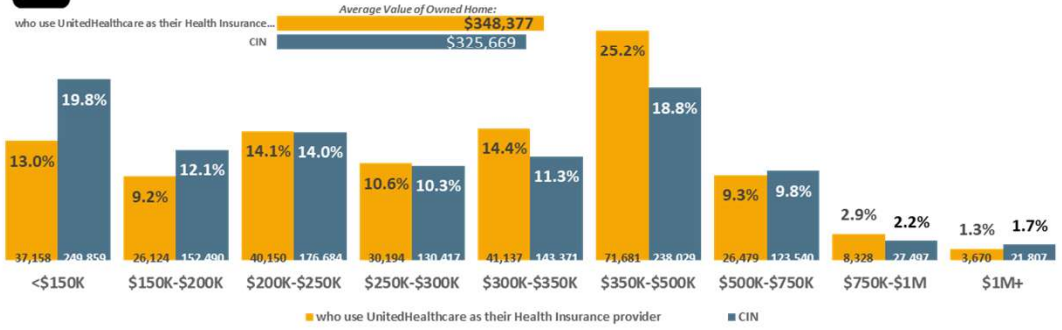
Type of Home: Adults 18 or older



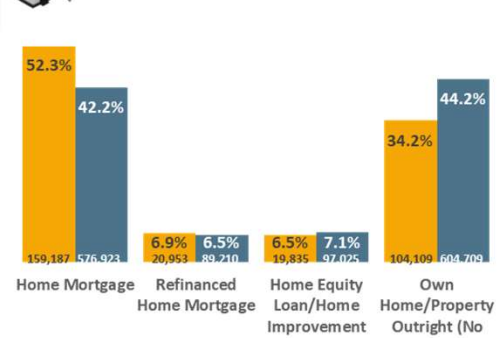
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



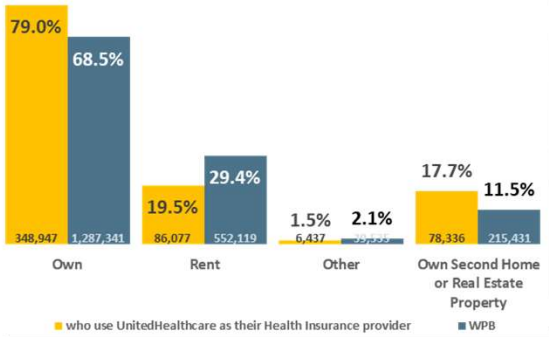
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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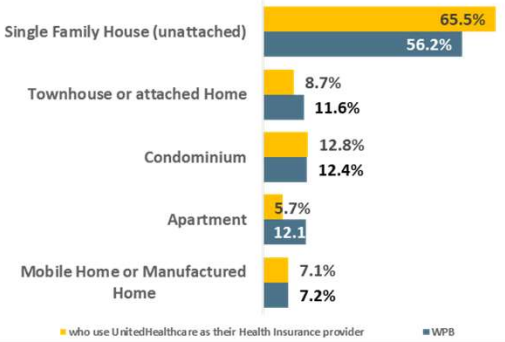
United Healthcare **WPB**

23.5% or 441,461 of WPB DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 15.4% more likely to own their home, 10.5% more likely to own a higher valued home, 16.7% more likely to have a single-family home, 11.5% less likely to have a dog.

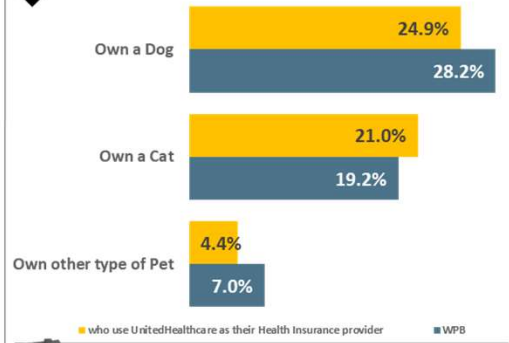
Own/Rent/Other: Adults 18 or older



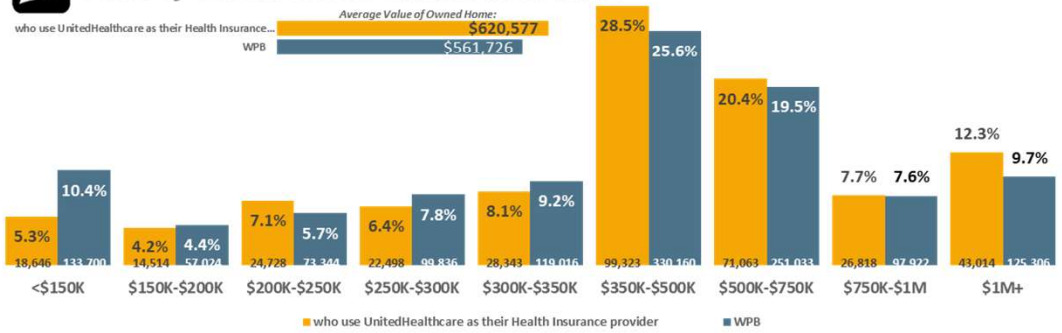
Type of Home: Adults 18 or older



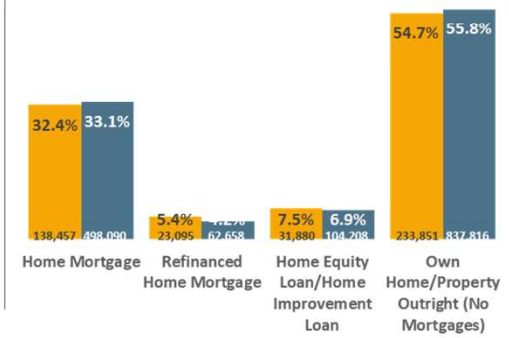
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

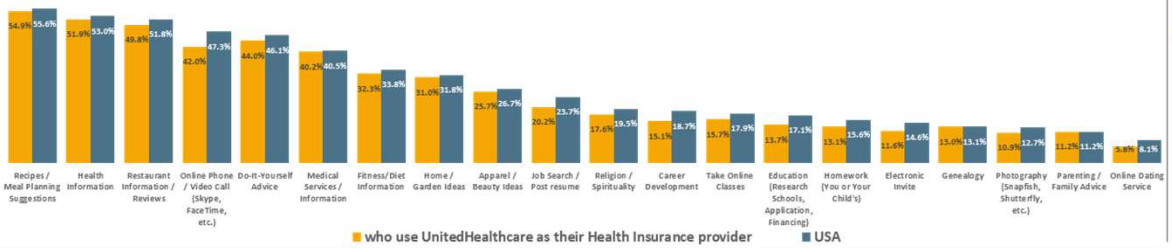
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Health insurance carrier - All types: UnitedHealthcare

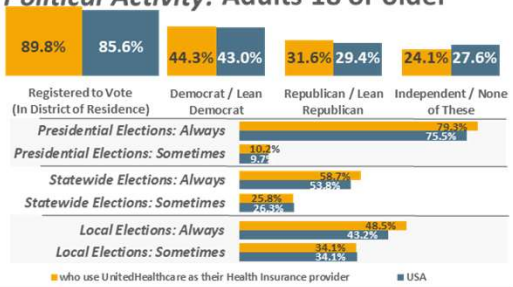
United Healthcare **USA**

18.8% or 49,268,482 of USA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 4.5% less likely to look up D-I-Y advice online, 12.1% more likely to always vote in local elections, 12.6% more likely to belong to a gym, .6% less likely to fly domestic

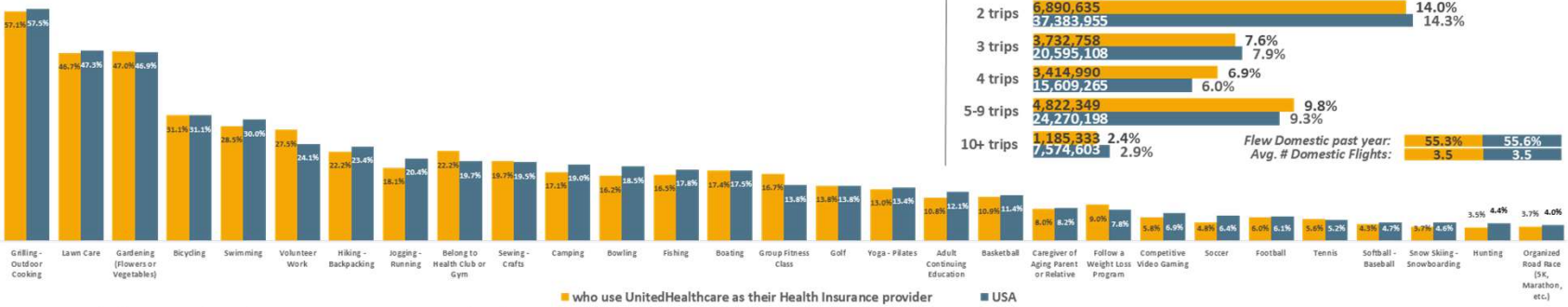
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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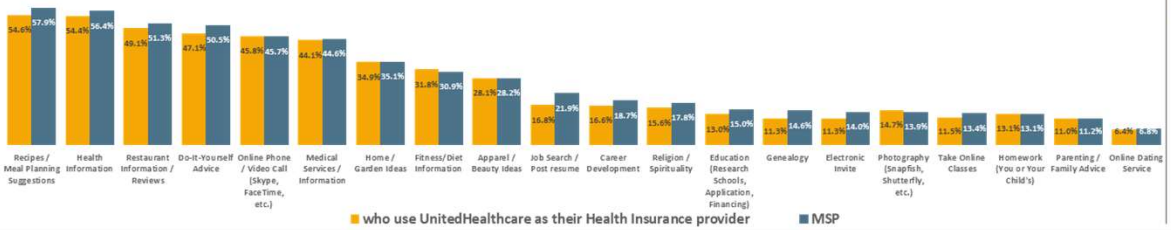
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Health insurance carrier - All types: UnitedHealthcare

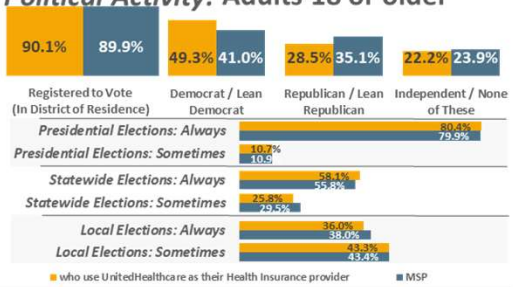
United Healthcare **MSP**

13.6% or 524,696 of MSP DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 6.8% less likely to look up D-I-Y advice online, 5.2% less likely to always vote in local elections, 8.7% more likely to belong to a gym, 4.6% more likely to fly domestic p

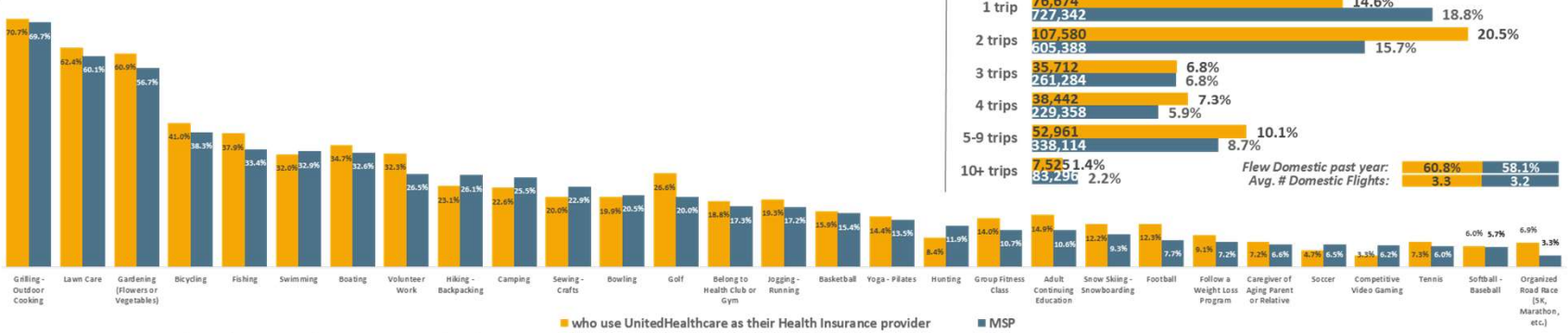
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

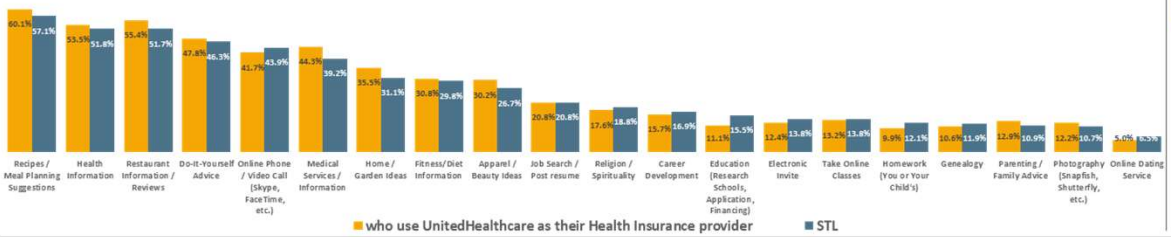
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Health insurance carrier - All types: UnitedHealthcare

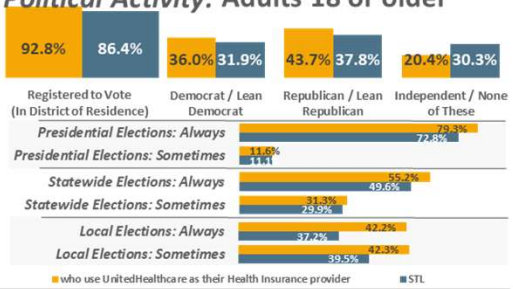
United Healthcare STL

28.% or 702,695 of STL DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 3.2% more likely to look up D-I-Y advice online, 13.2% more likely to always vote in local elections, 9.9% more likely to belong to a gym, 3.6% more likely to fly domestic

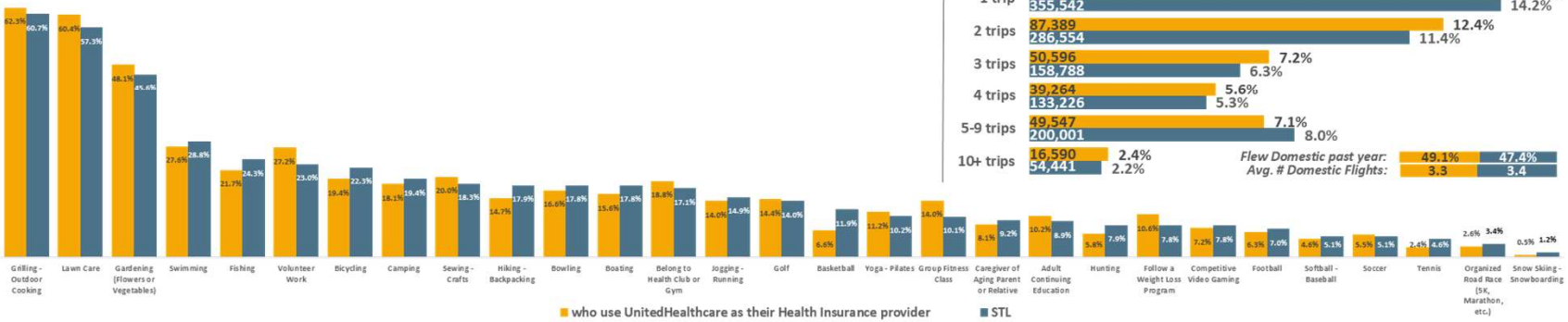
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

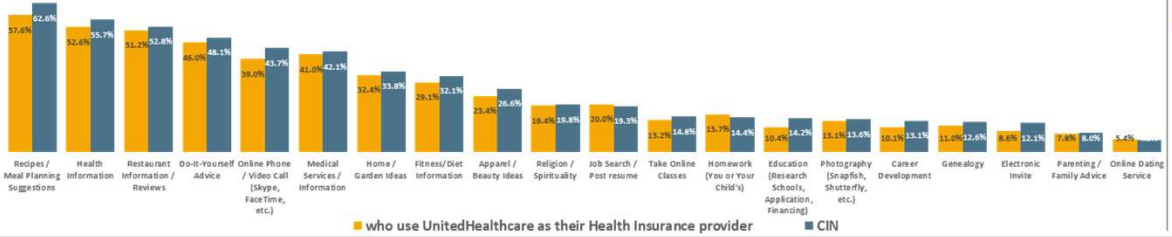
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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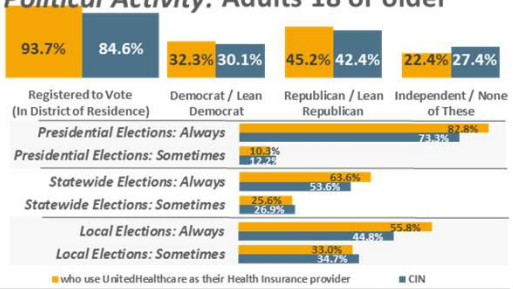
Health insurance carrier - All types: UnitedHealthcare

19.6% or 374,551 of CIN DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 4.4% less likely to look up D-I-Y advice online, 24.6% more likely to always vote in local elections, 45.4% more likely to belong to a gym, 8.4% more likely to fly domestic

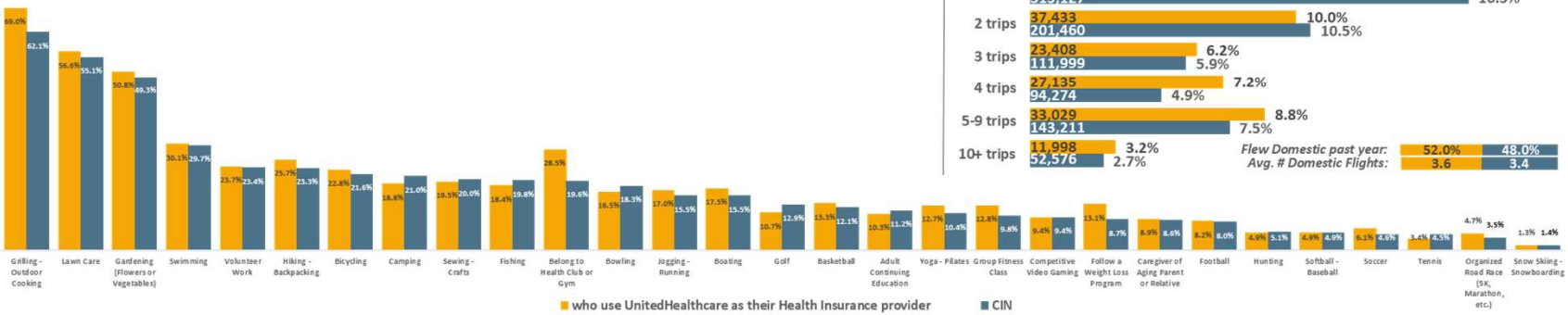
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

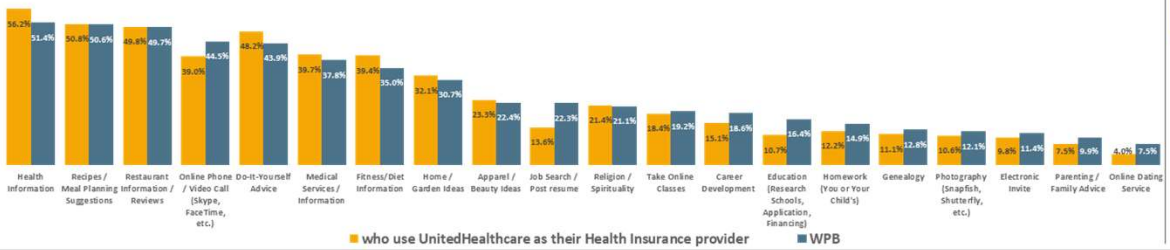
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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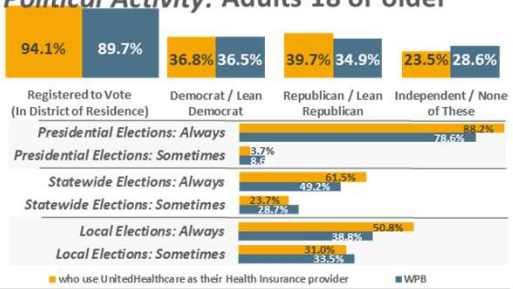
United Healthcare **WPB**

23.5% or 441,461 of WPB DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 9.9% more likely to look up D-I-Y advice online, 31.% more likely to always vote in local elections, 33.% more likely to belong to a gym, 6.8% more likely to fly domestic p

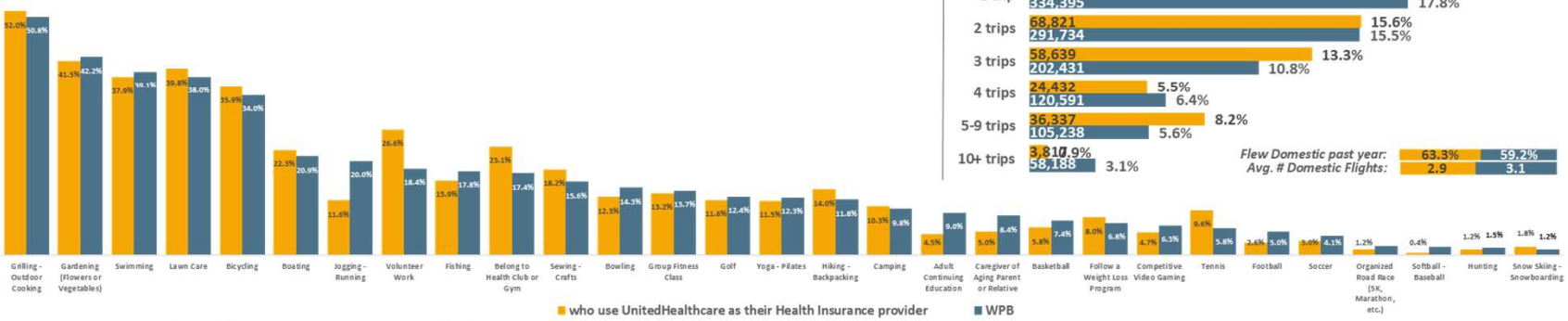
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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Health insurance carrier - All types: UnitedHealthcare

United Healthcare USA

18.8% or 49,268,482 of USA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are .3% more likely to use QSRs past mo., 2.4% more likely to use Sit-Down Restaurants past mo., 5.4% more likely to use Casinos past yr., 12.1% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.9% 87.7% — 43,301,442 — 229,822,149

Avg. Monthly QSR Meals: 6.2 — 6.3

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



Total Monthly Sit-Down Restaurant Users: 76.5% 74.7% — 37,676,033 — 195,761,148

Avg. Monthly Sit-Down Restaurant Meals: 4.2 — 4.0

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

who use UnitedHealthcare as their Health Insurance... 8,472,068 — 17.2%

USA — 18.6%

Drank Past 30-days: Adults 18 or older

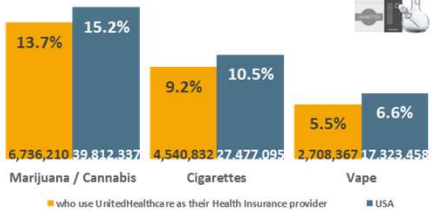


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,864*

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USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Health insurance carrier - All types: UnitedHealthcare

United Healthcare **MSP**

13.6% or 524,696 of MSP DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 3.6% more likely to use QSRs past mo., 8.% more likely to use Sit-Down Restaurants past mo., 12.9% more likely to use Casinos past yr., 59.9% less likely to smoke cigarette

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



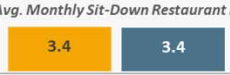
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

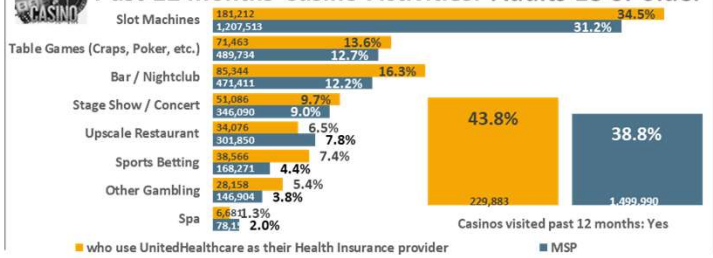


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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Health insurance carrier - All types: UnitedHealthcare

28.% or 702,695 of STL DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are .6% less likely to use QSRs past mo., 7.2% more likely to use Sit-Down Restaurants past mo., 12.% less likely to use Casinos past yr., 28.9% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



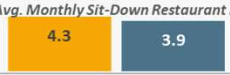
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

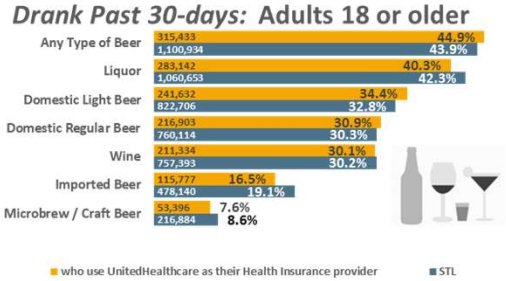
(Sit-Down Restaurants Used Past 30-days)



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



Drank Past 30-days: Adults 18 or older

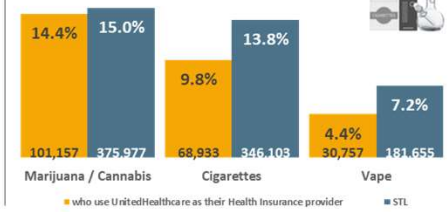


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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Health insurance carrier - All types: UnitedHealthcare

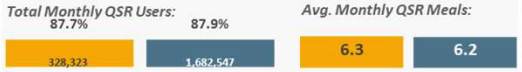
United Healthcare **CIN**

19.6% or 374,551 of CIN DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are .3% less likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 4.7% less likely to use Casinos past yr., 40.7% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

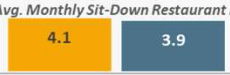
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

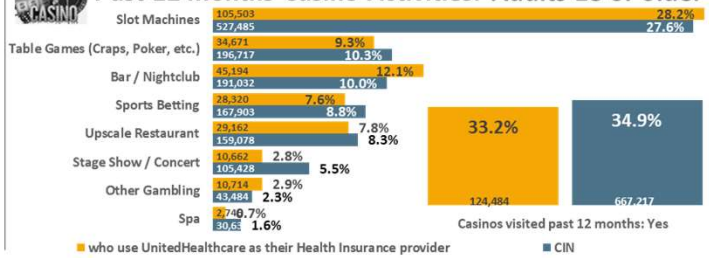


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **WPB**

23.5% or 441,461 of WPB DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are .2% more likely to use QSRs past mo., 6.1% more likely to use Sit-Down Restaurants past mo., 1.8% more likely to use Casinos past yr., 40.7% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

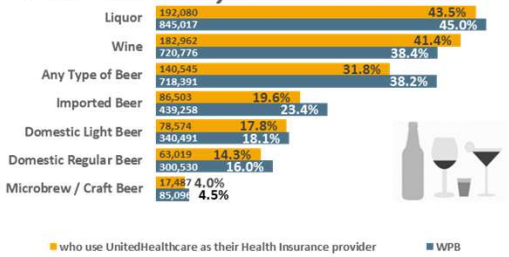
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



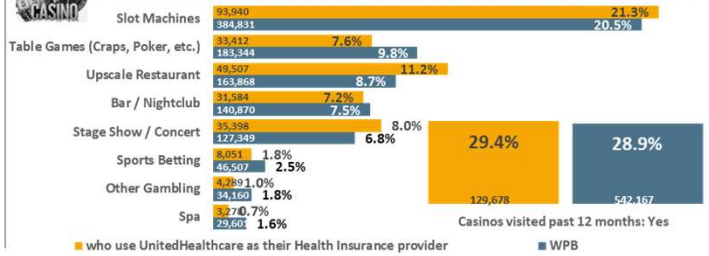
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

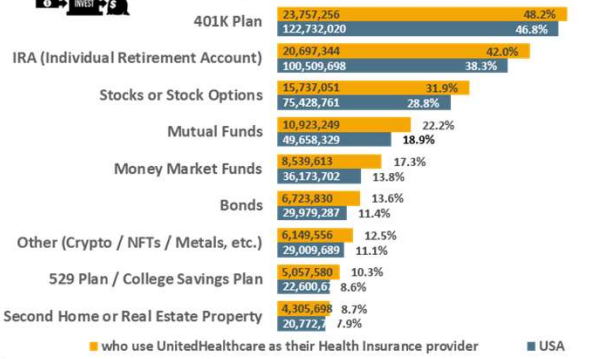
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Health insurance carrier - All types: UnitedHealthcare

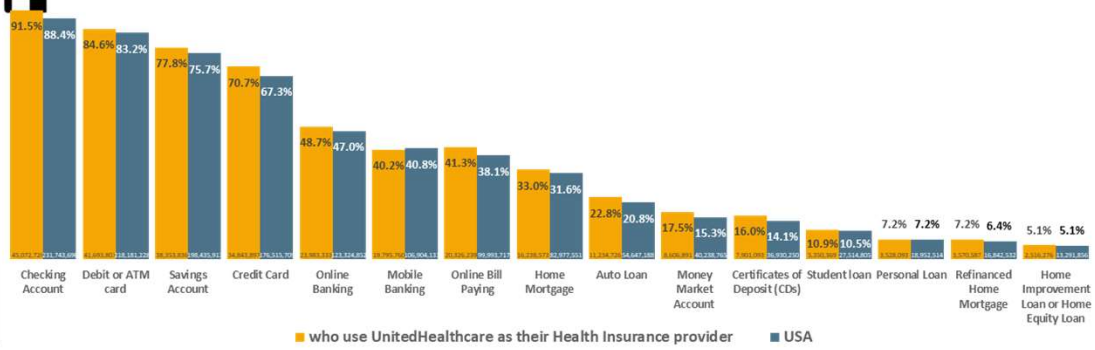
United Healthcare **USA**

18.8% or 49,268,482 of USA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 3.% more likely to have a 401K, 9.4% more likely to have an Auto Loan, 1.5% more likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



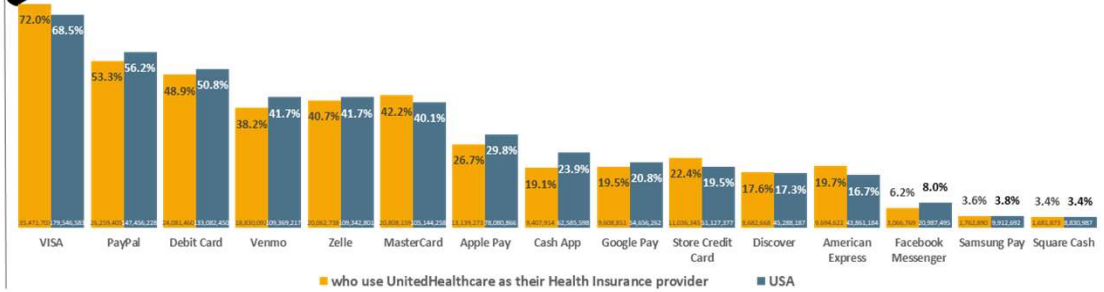
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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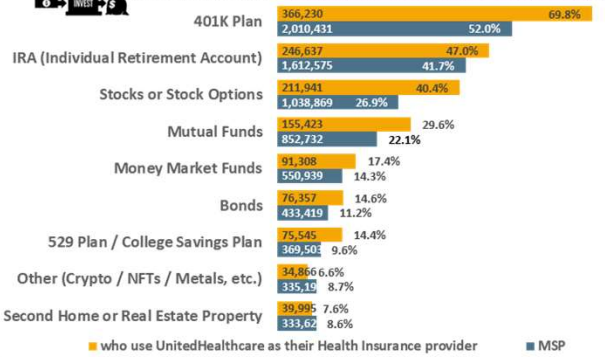
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Health insurance carrier - All types: UnitedHealthcare

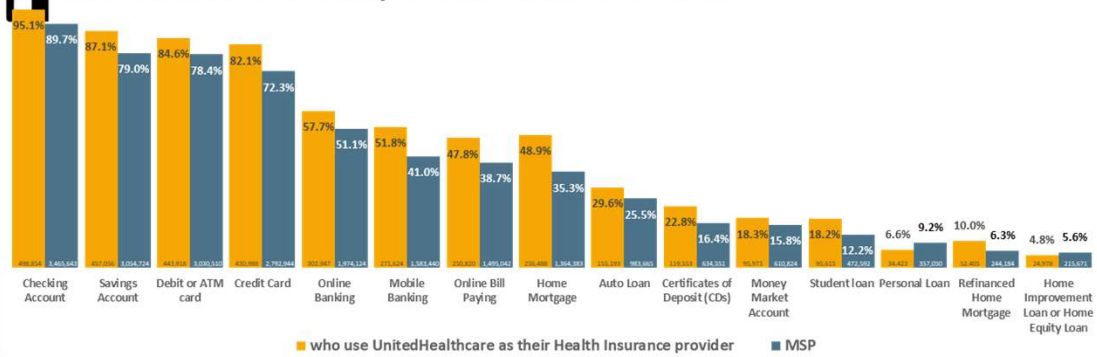
United Healthcare **MSP**

13.6% or 524,696 of MSP DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 34.2% more likely to have a 401K, 16.2% more likely to have an Auto Loan, 73.6% more likely to Invest/Trade Stocks Online, 6.8% less likely to pay with their Debit Card.

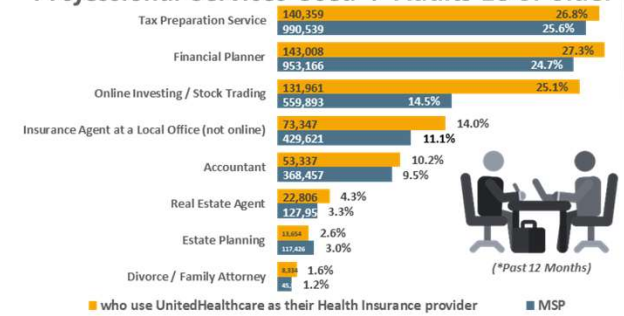
Investments Owned: Adults 18 or older



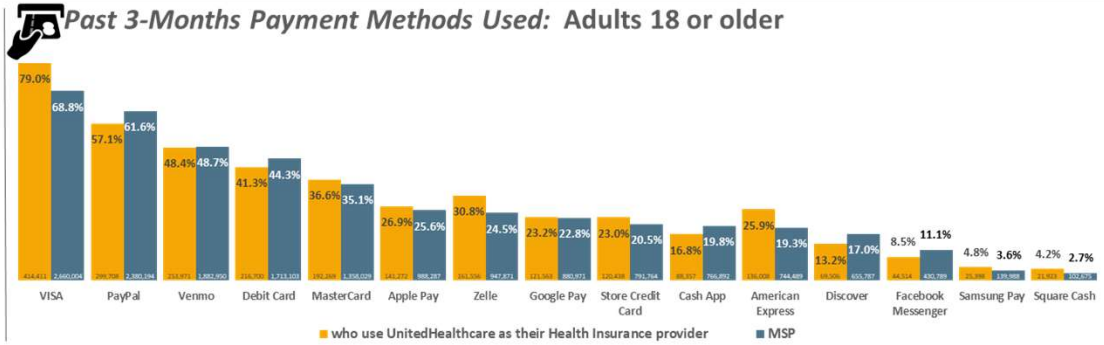
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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

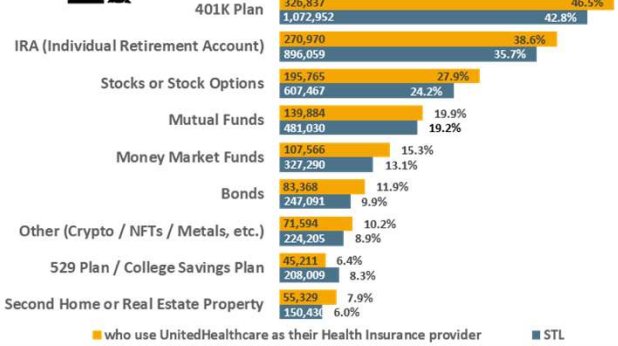


MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

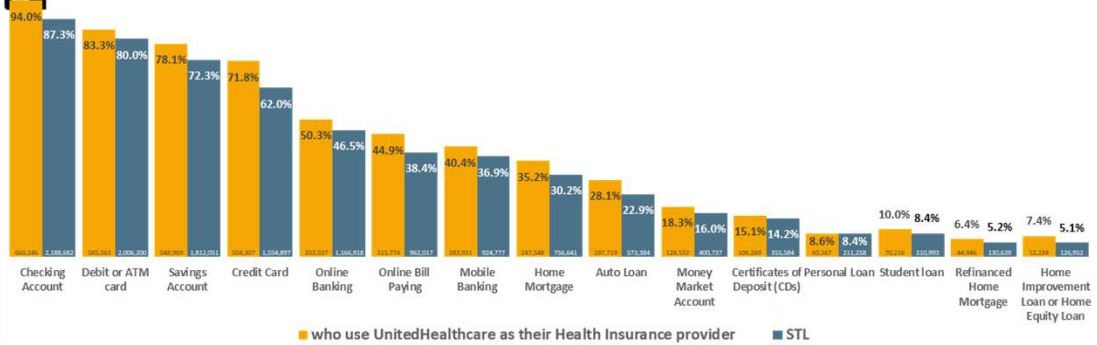
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28.% or 702,695 of STL DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 8.7% more likely to have a 401K, 23.1% more likely to have an Auto Loan, 5.5% more likely to Invest/Trade Stocks Online, 3.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



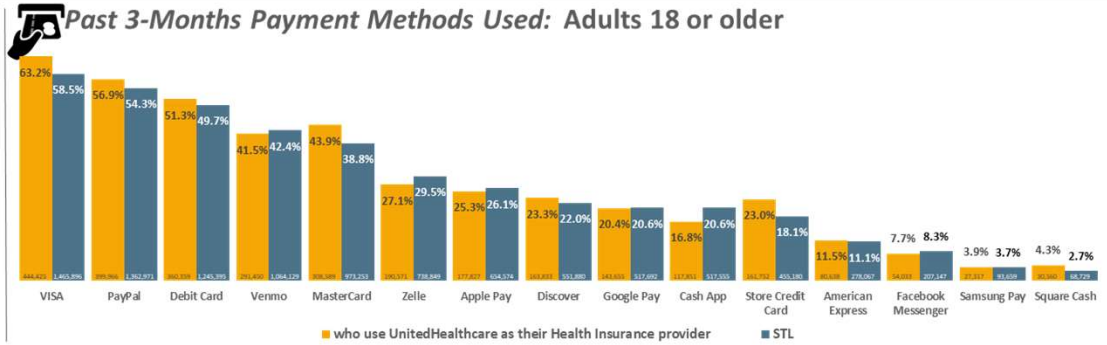
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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Health insurance carrier - All types: UnitedHealthcare

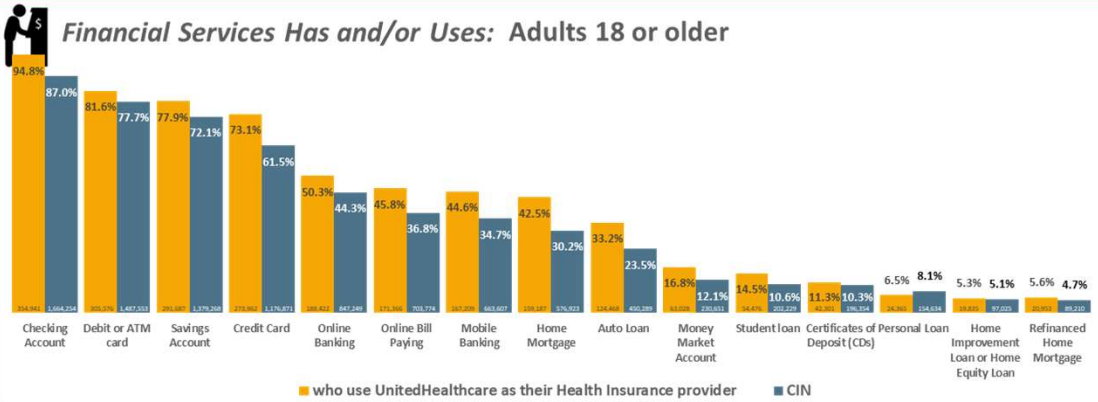
United Healthcare **CIN**

19.6% or 374,551 of CIN DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 29.2% more likely to have a 401K, 41.2% more likely to have an Auto Loan, 45.6% more likely to Invest/Trade Stocks Online, 10.8% less likely to pay with their Debit Card.

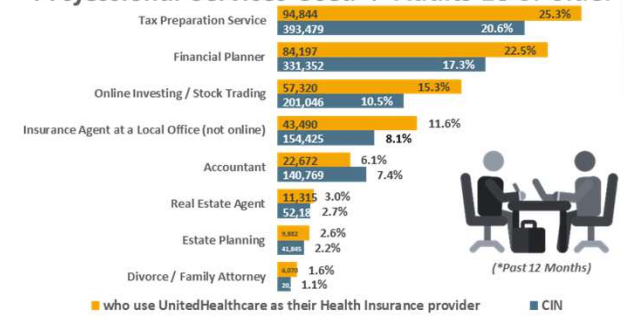
Investments Owned: Adults 18 or older



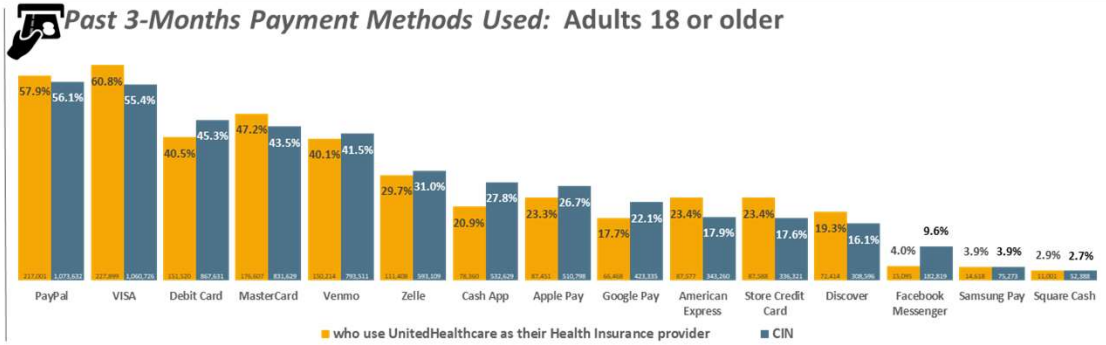
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

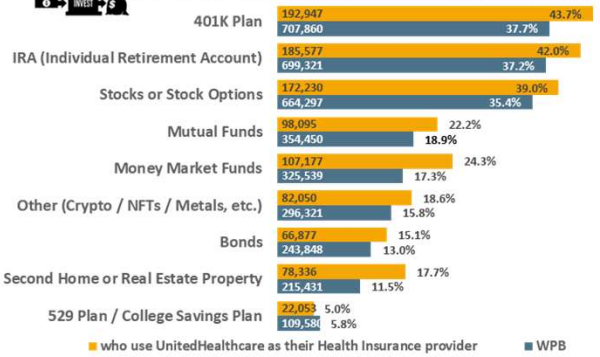
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Health insurance carrier - All types: UnitedHealthcare

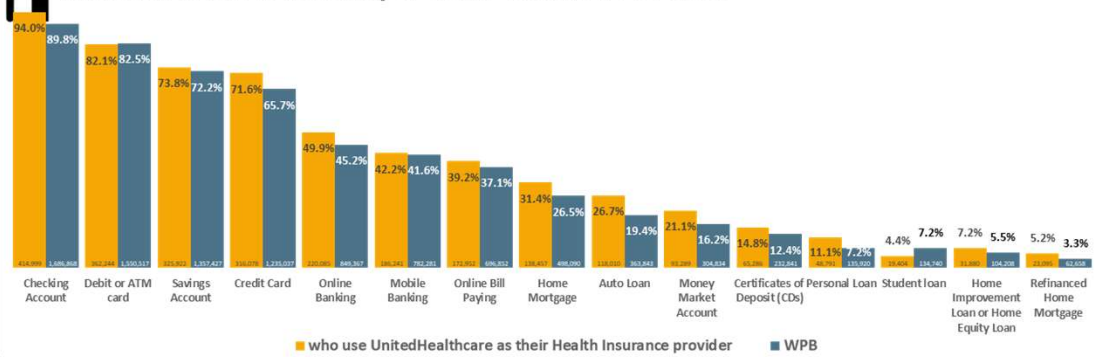
United Healthcare **WPB**

23.5% or 441,461 of WPB DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 16.% more likely to have a 401K, 38.1% more likely to have an Auto Loan, 16.4% less likely to Invest/Trade Stocks Online, 10.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



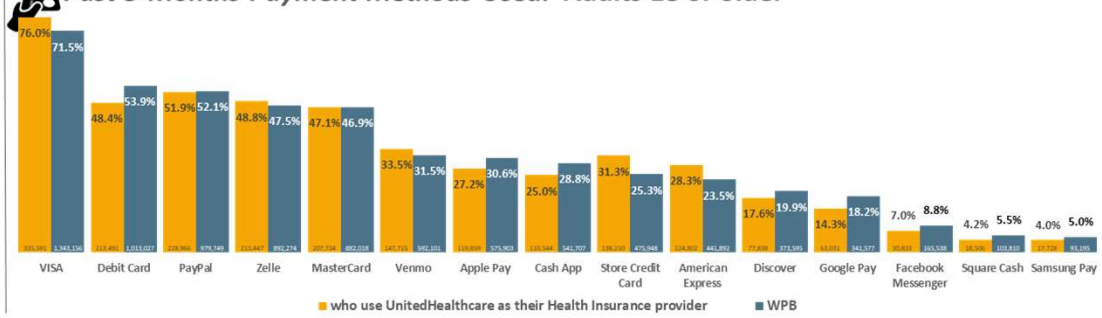
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

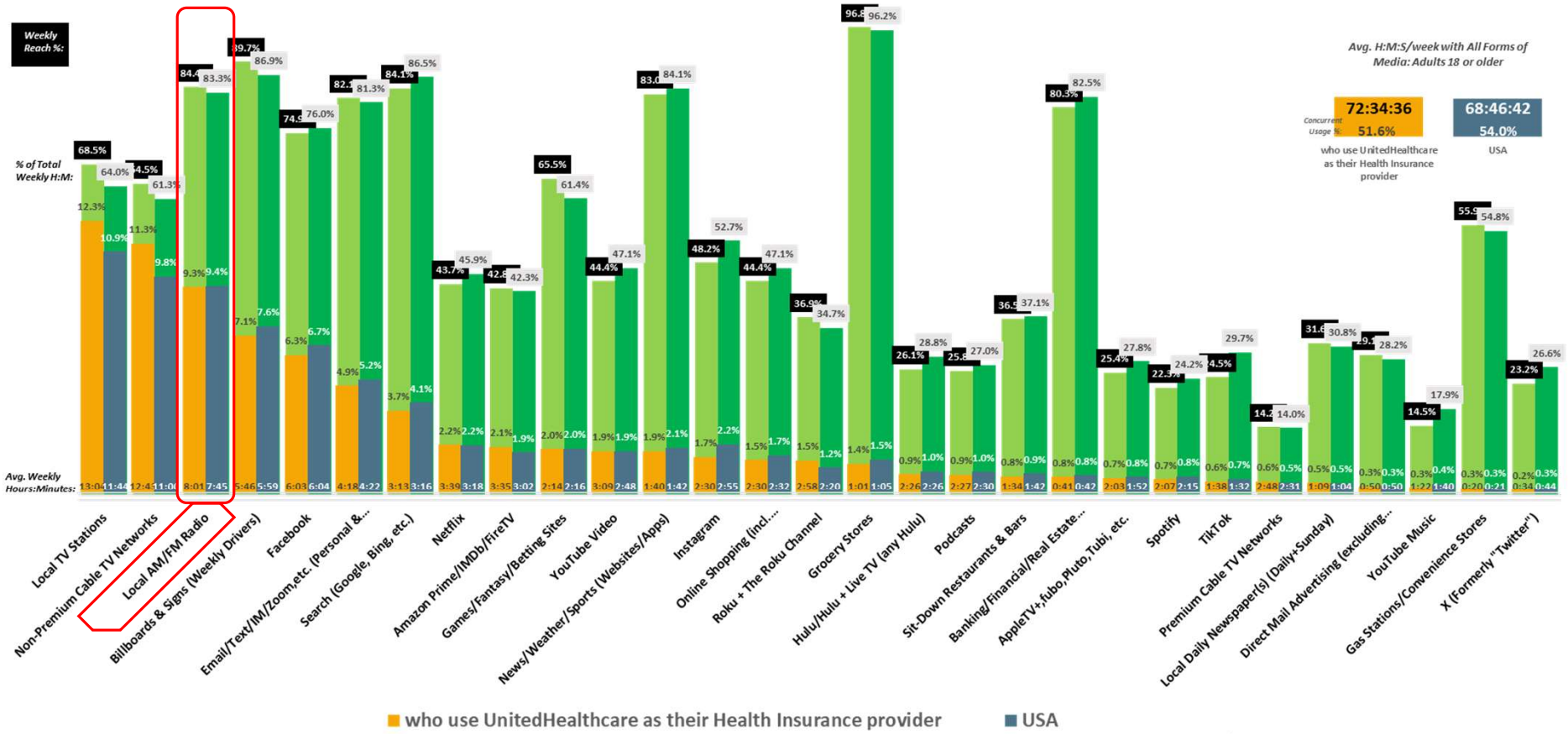
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 3 days, 0 hours, 34 minutes and 36 seconds each week with All Forms of Media.

84.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.3% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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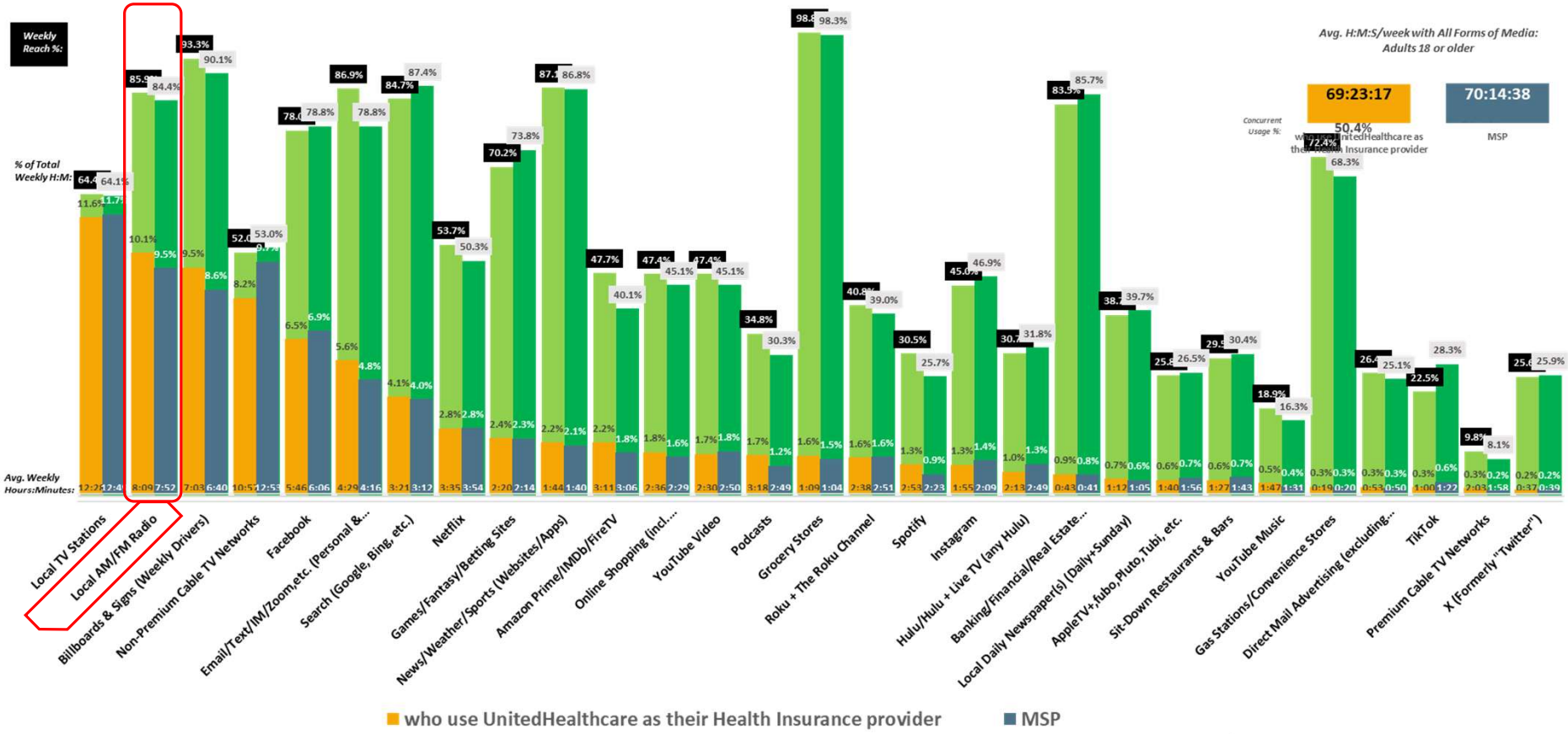
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **MSP**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 21 hours, 23 minutes and 17 seconds each week with All Forms of Media.

85.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 8 hours and 9 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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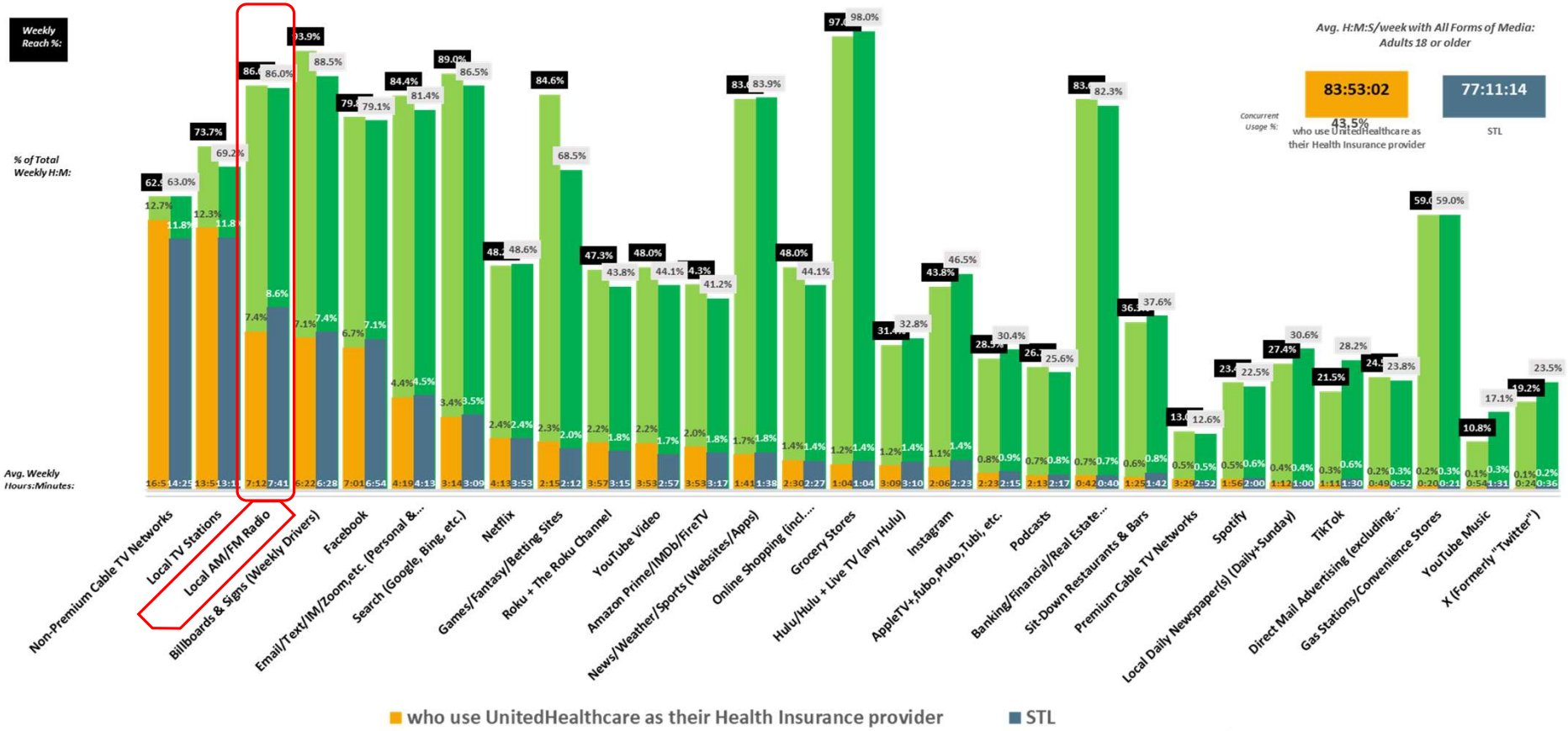
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare STL

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 3 days, 11 hours, 53 minutes and 2 seconds each week with All Forms of Media.

86.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 7 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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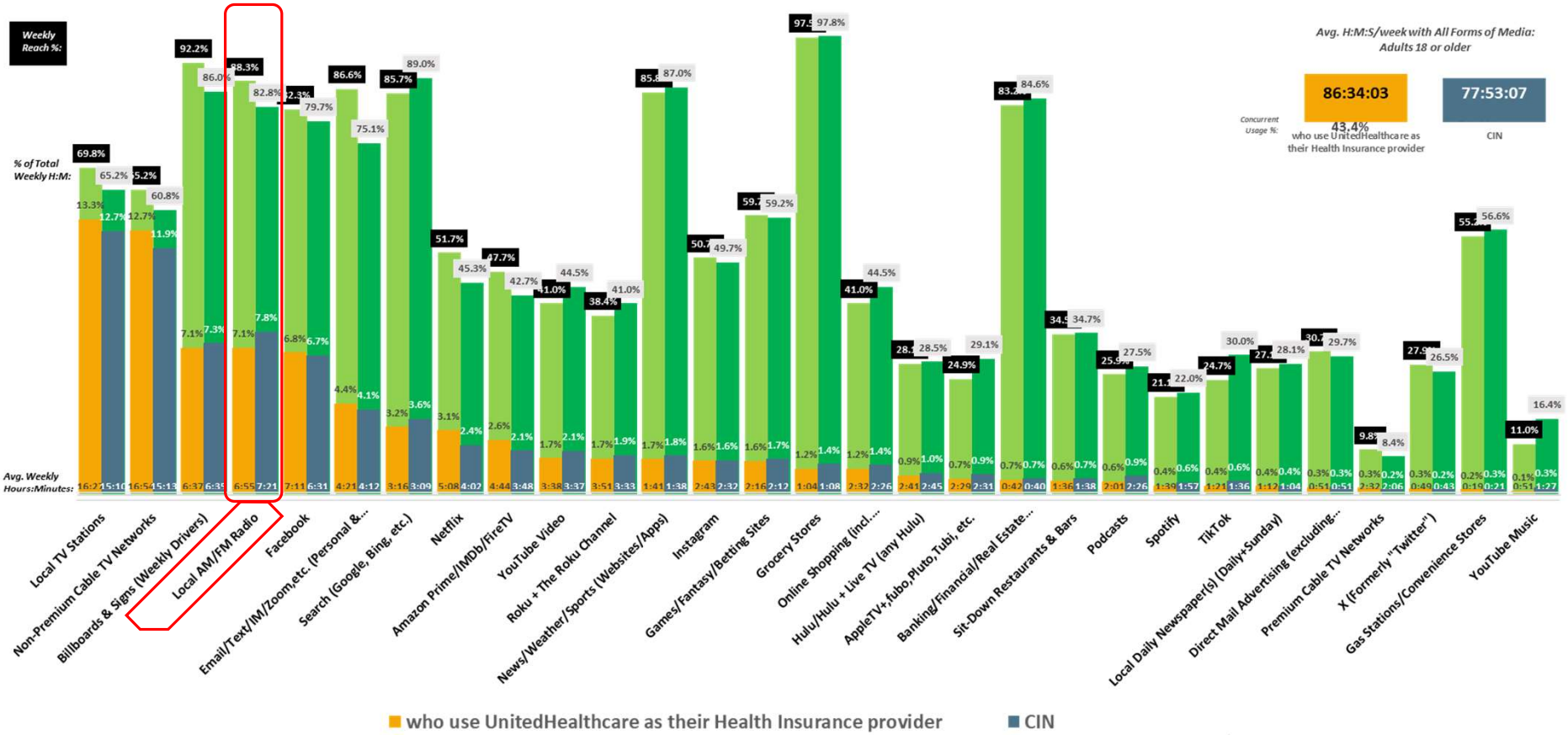
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **CIN**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 3 days, 14 hours, 34 minutes and 3 seconds each week with All Forms of Media.

88.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 6 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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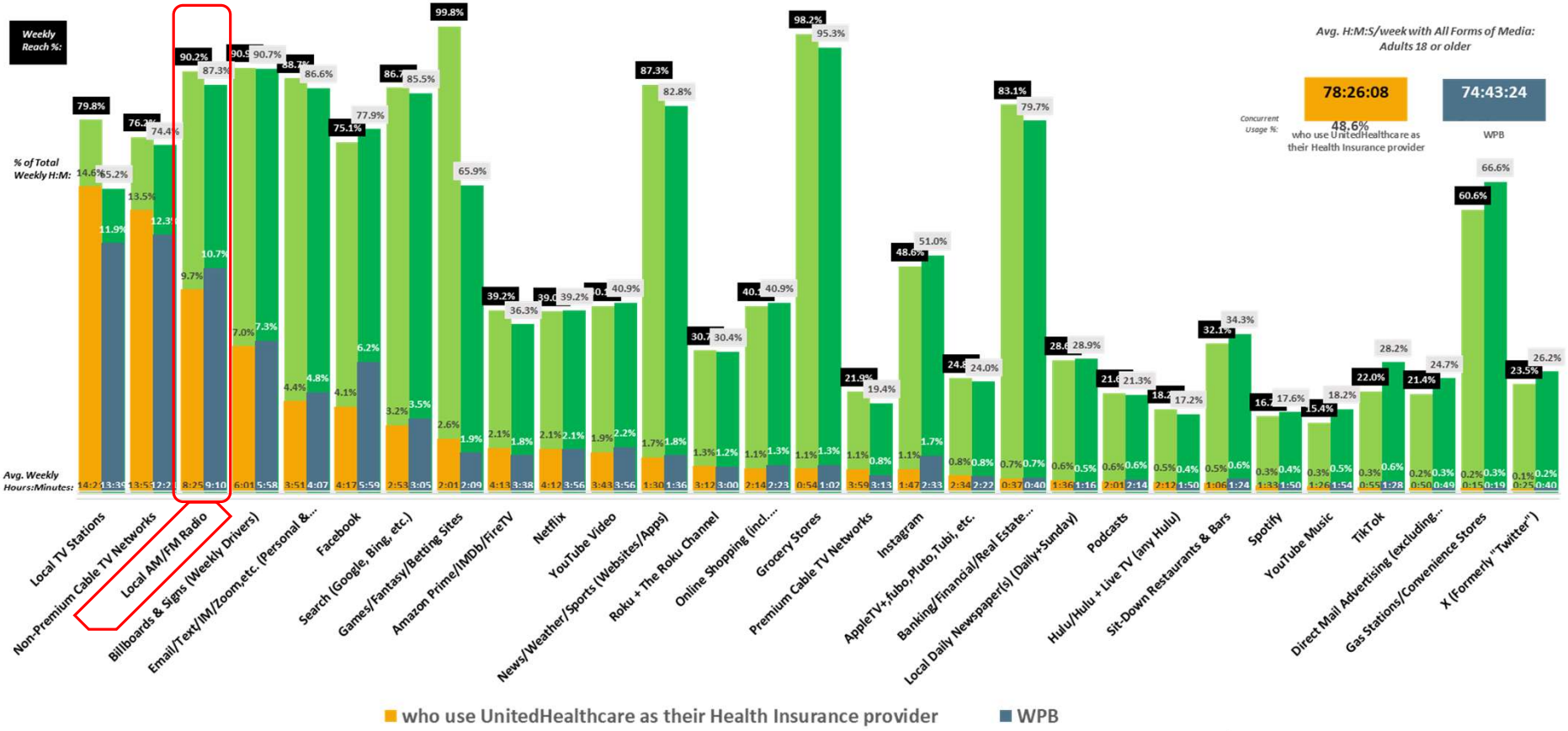
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **WPB**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 3 days, 6 hours, 26 minutes and 8 seconds each week with All Forms of Media.

90.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 8 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 9.7% of total time spent with all forms of Media.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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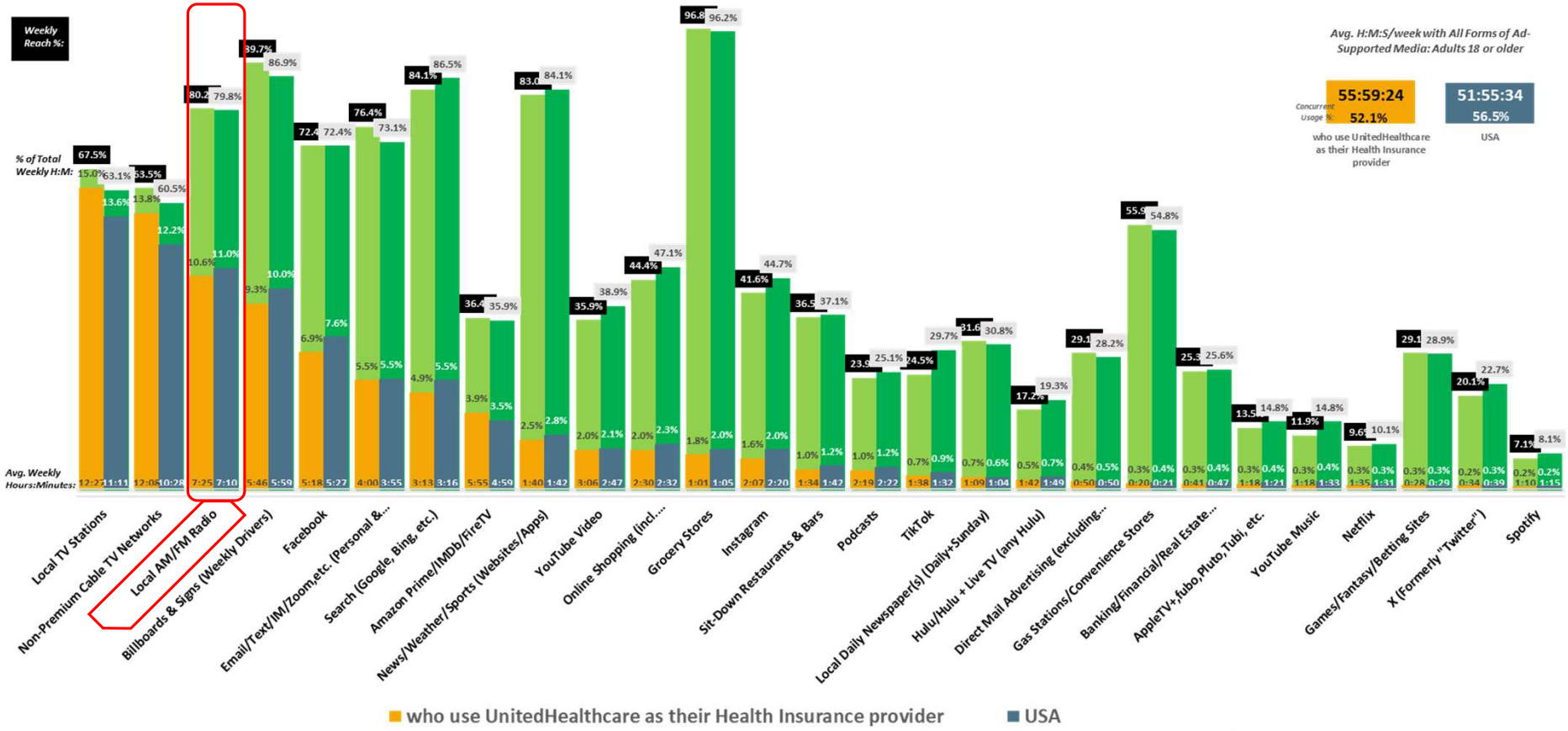
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 7 hours, 59 minutes and 24 seconds each week with All Forms of Ad-Supported Media.

80.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Me



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864 USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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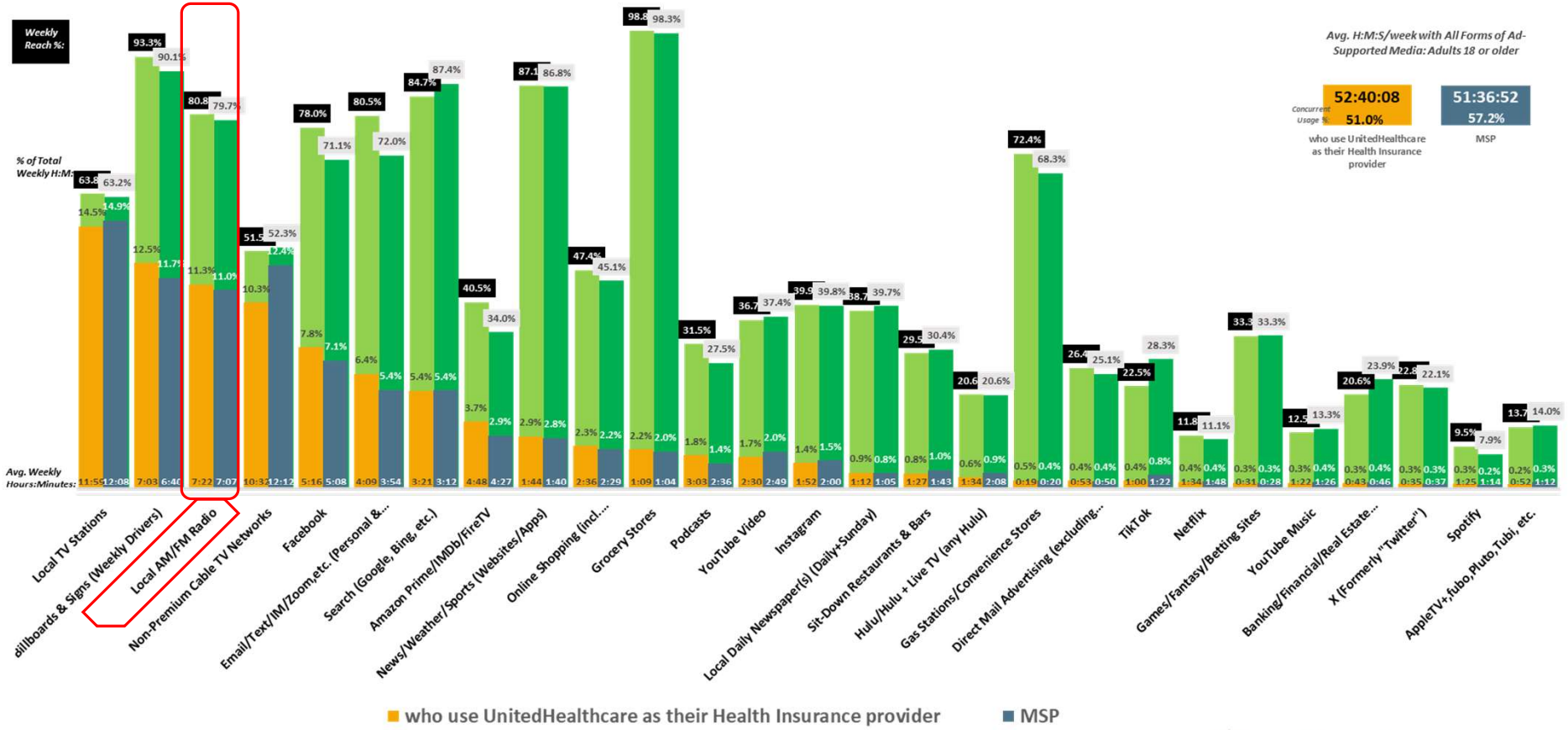
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare MSP

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 4 hours, 40 minutes and 8 seconds each week with All Forms of Ad-Supported Media.

80.8% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 7 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Me



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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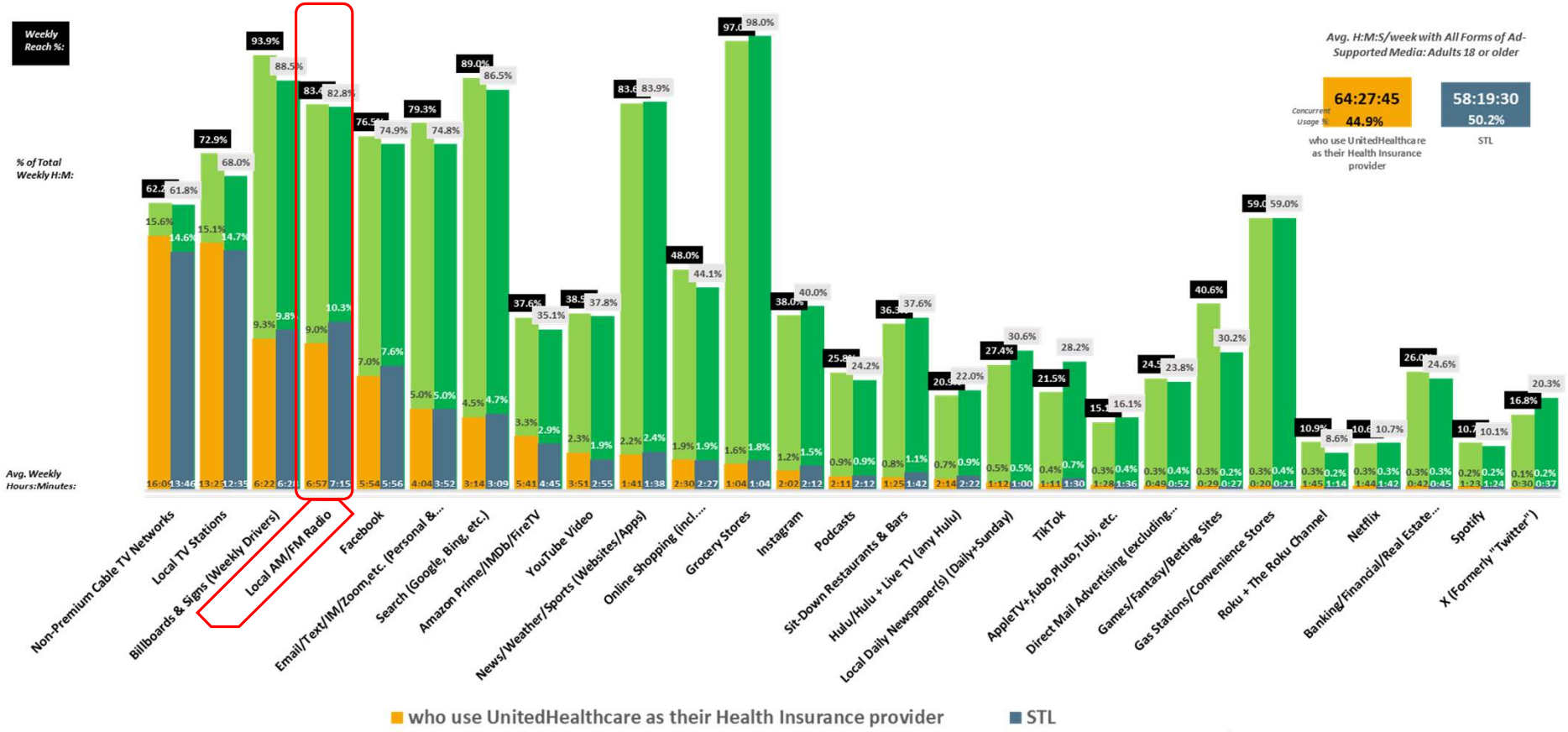
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare STL

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 16 hours, 27 minutes and 45 seconds each week with All Forms of Ad-Supported Media.

83.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 6 hours and 57 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.% of total time spent with all forms of Ad-Supported Medi



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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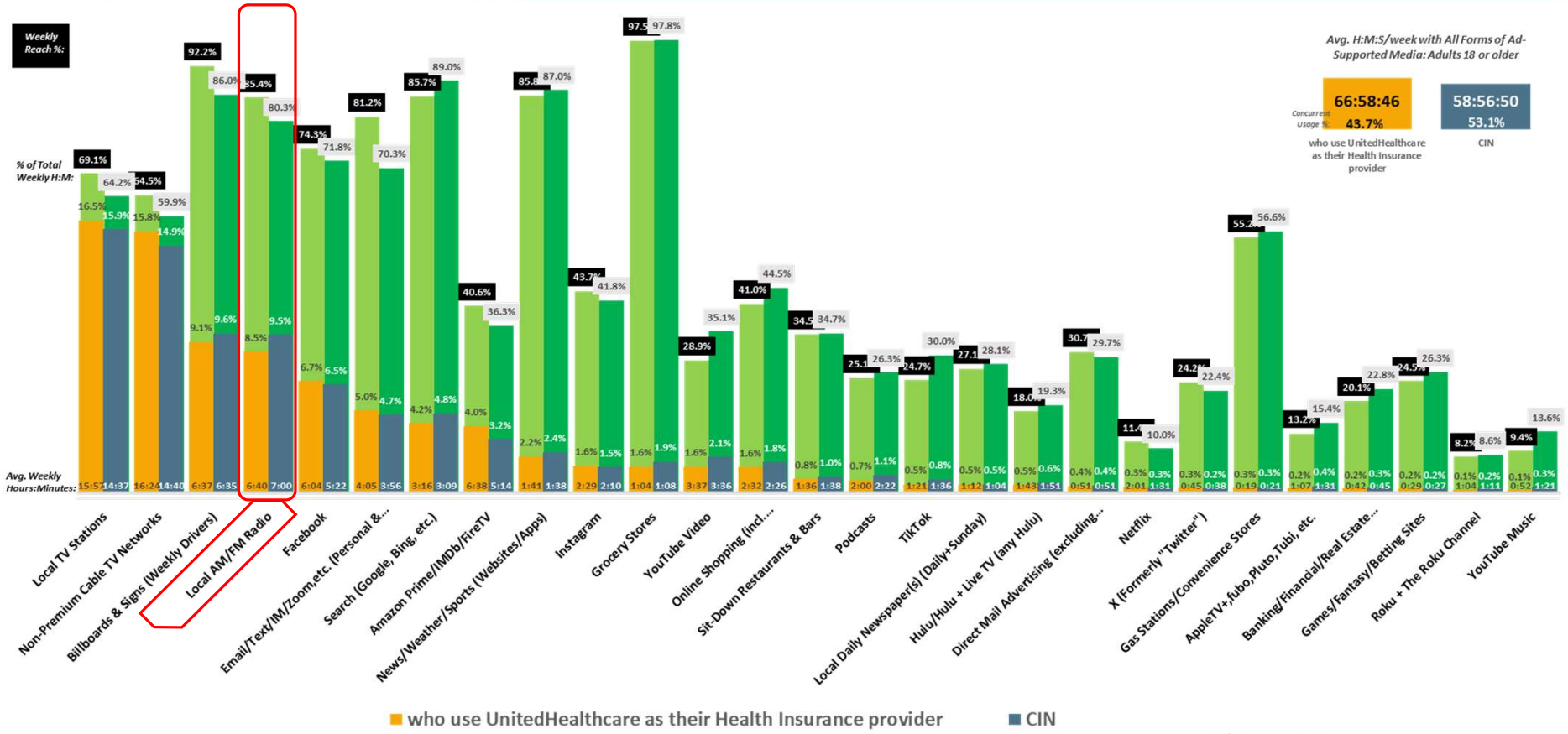
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **CIN**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 18 hours, 58 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

85.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 6 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.5% of total time spent with all forms of Ad-Supported Med



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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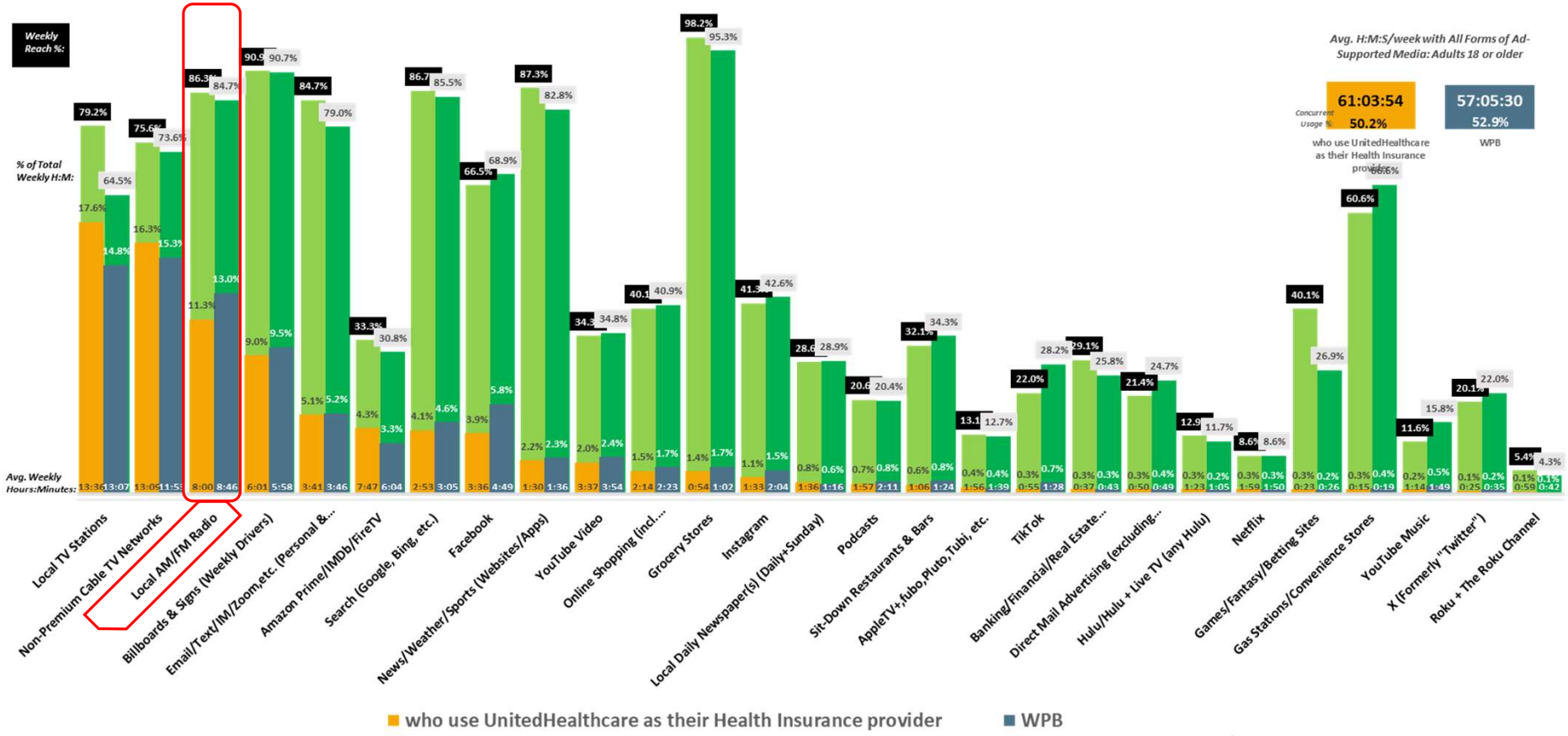
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **WPB**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 13 hours, 3 minutes and 54 seconds each week with All Forms of Ad-Supported Media.

86.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 8 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.3% of total time spent with all forms of Ad-Supported Med



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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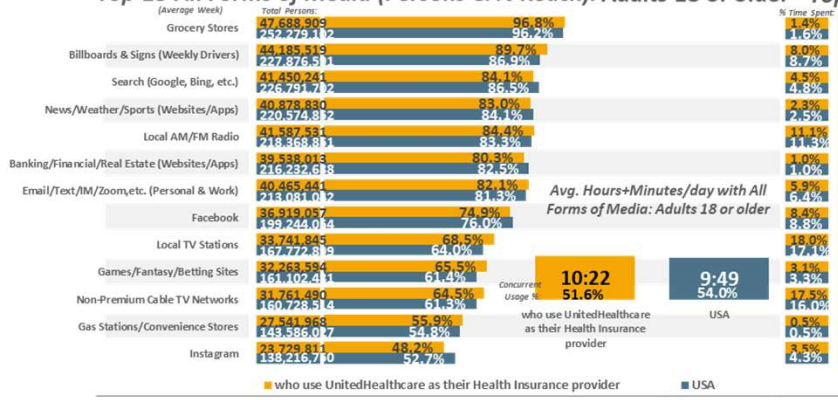
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Health insurance carrier - All types: UnitedHealthcare

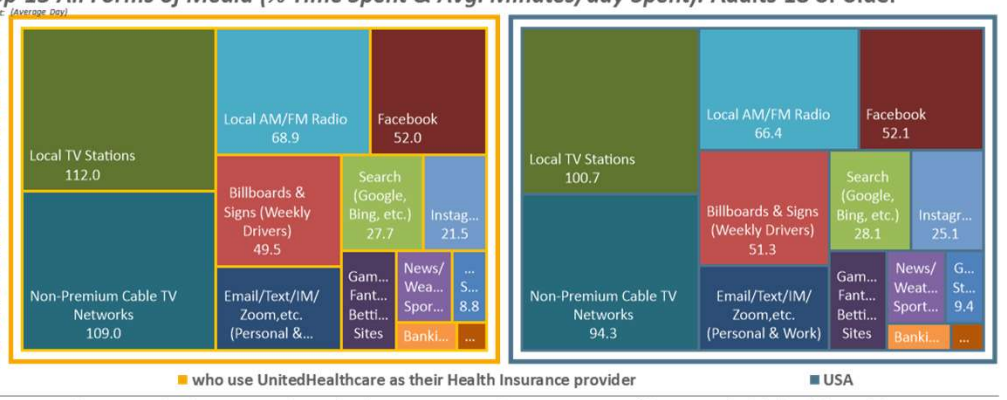
United Healthcare **USA**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 7 hours and 59 minutes each day with All Forms of Ad-Supported Media. 80.2% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. *(Local Radio delivers 10.6% of Time with Ad-Supported Media.)*

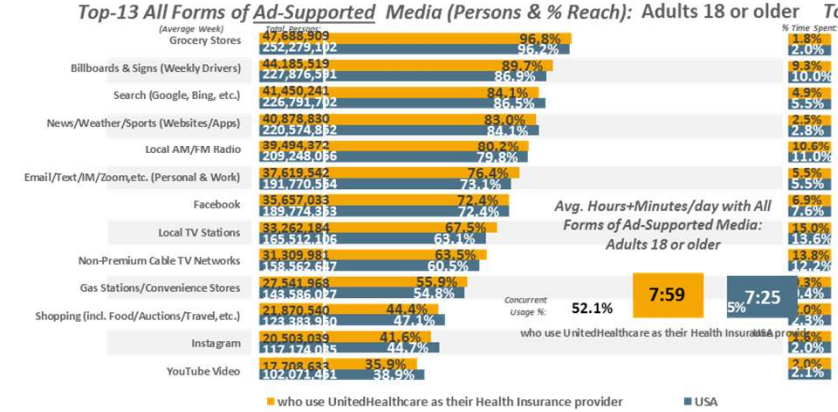
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



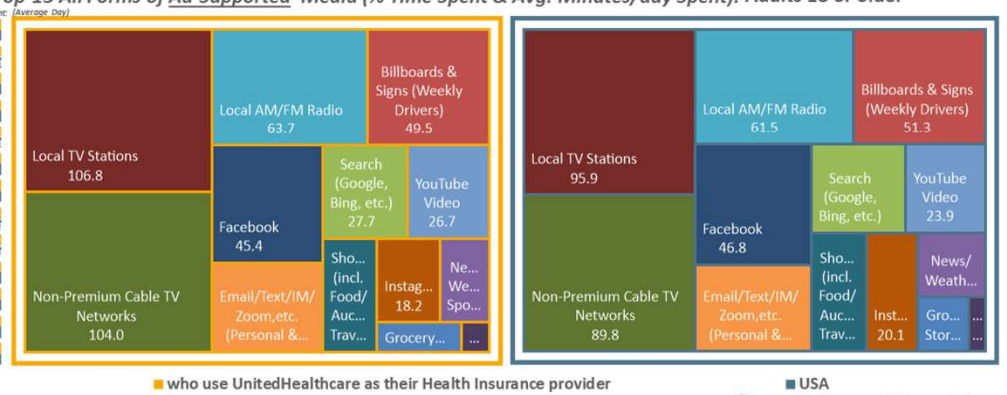
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

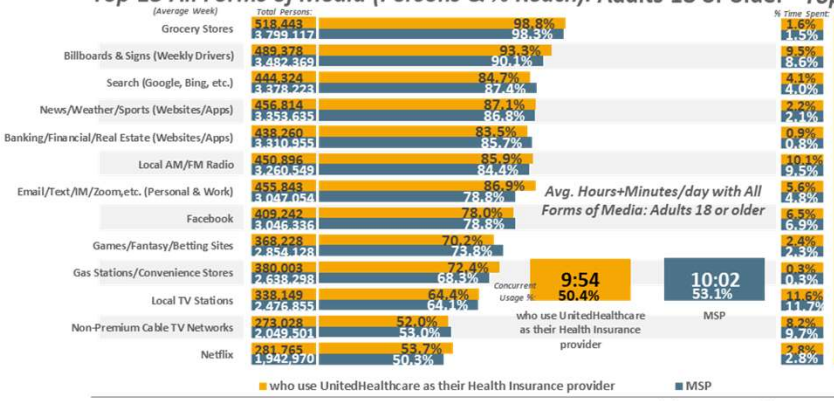
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Health insurance carrier - All types: UnitedHealthcare

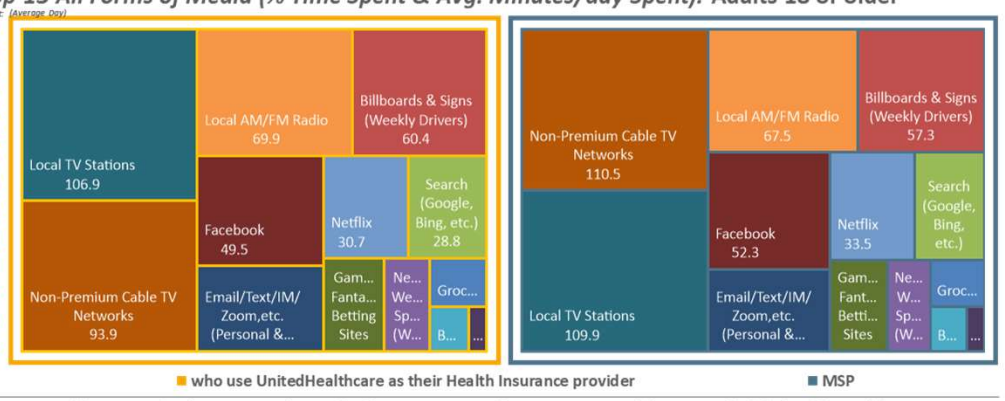
United Healthcare **MSP**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 7 hours and 31 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 63.2 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

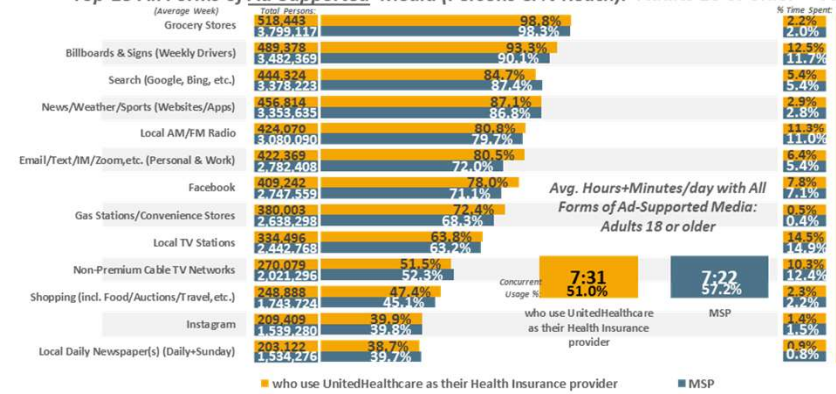
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



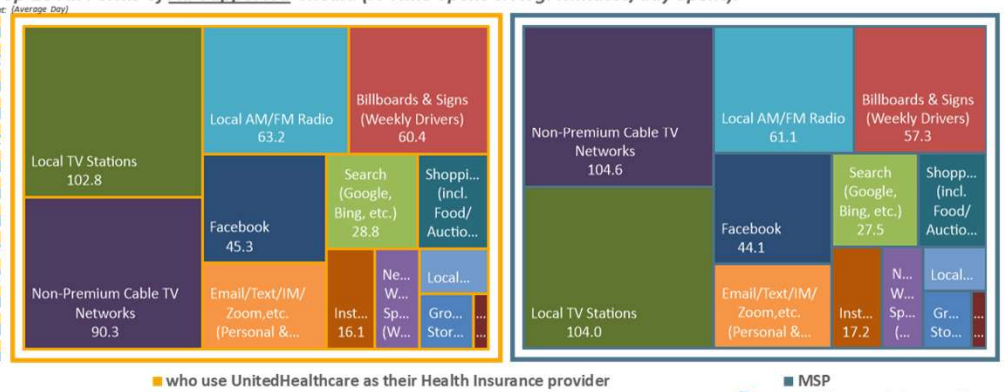
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

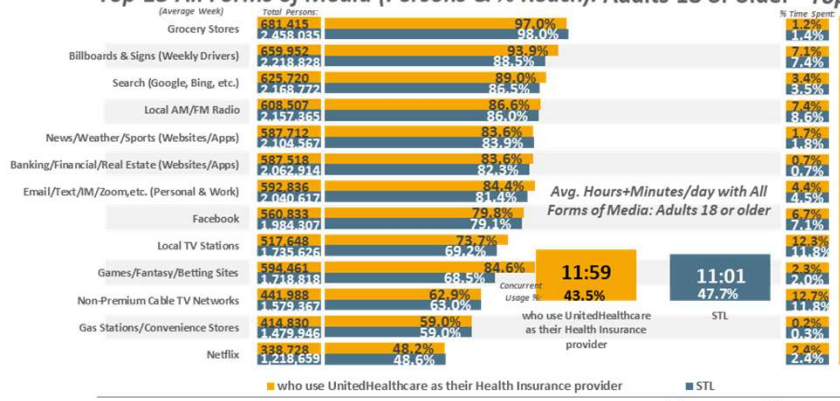
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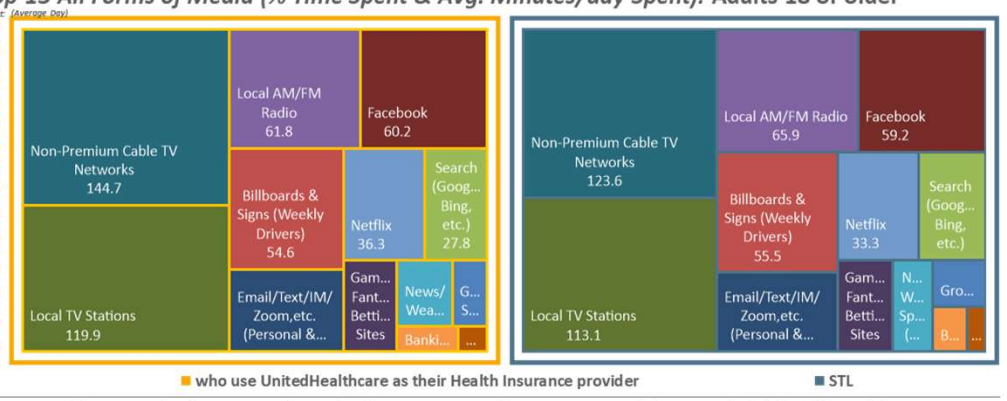
Health insurance carrier - All types: UnitedHealthcare

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 9 hours and 12 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 59.6 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

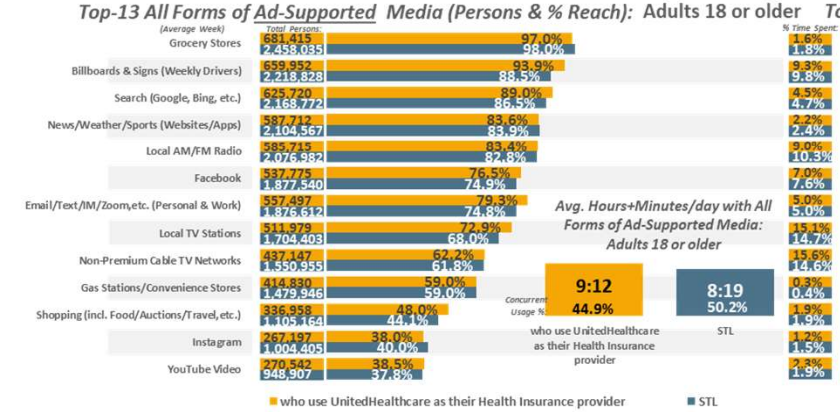
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



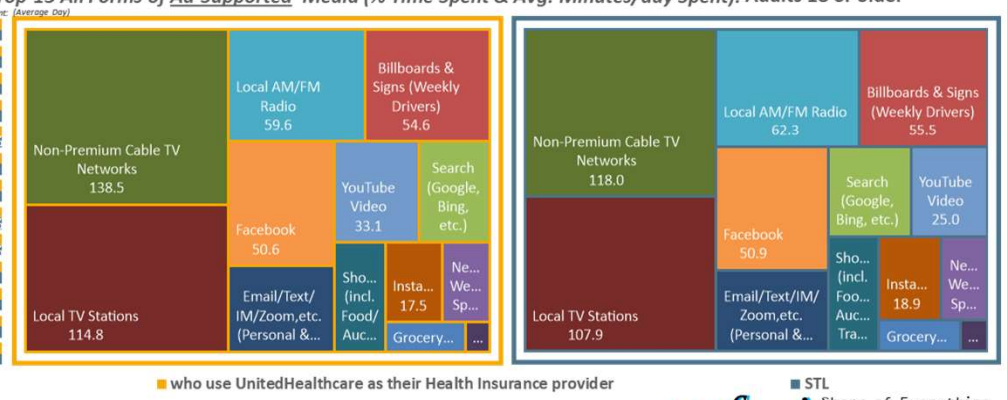
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

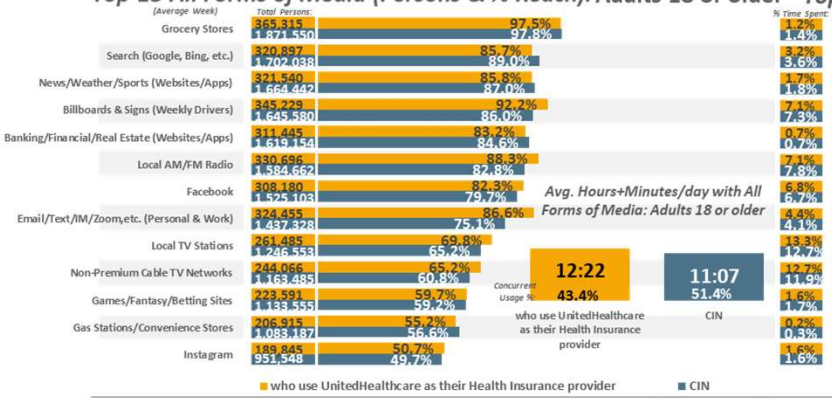
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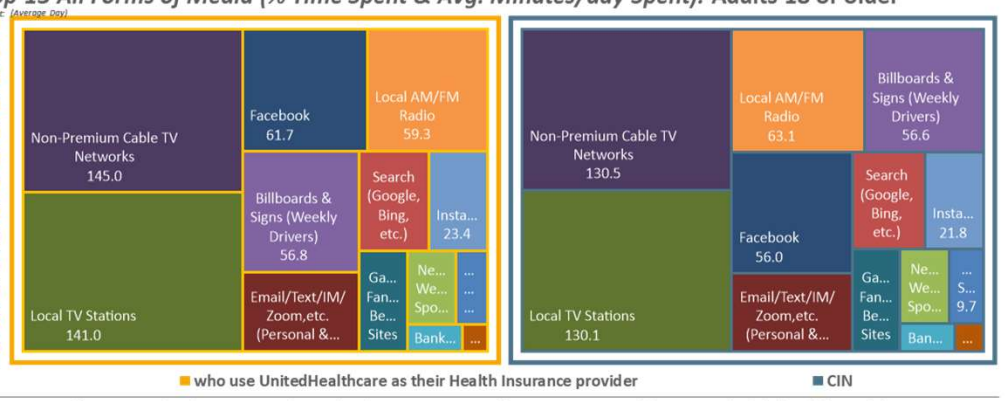
Health insurance carrier - All types: UnitedHealthcare

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 9 hours and 34 minutes each day with All Forms of Ad-Supported Media. 85.4% listen to Local AM/FM Radio for an avg. of 57.3 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

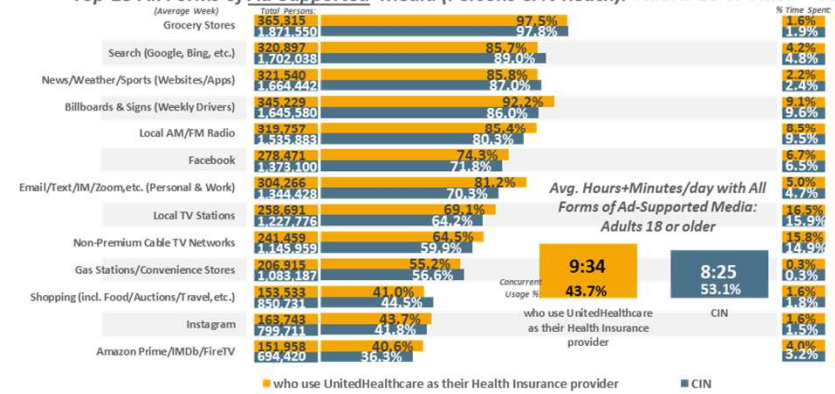
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



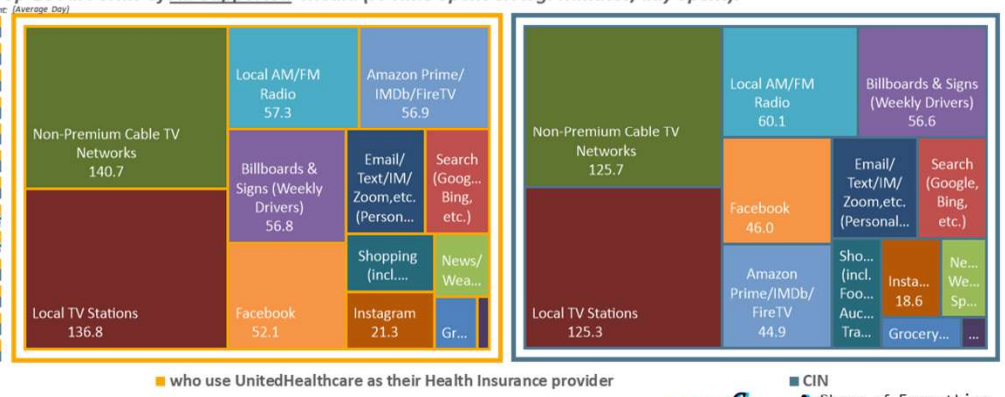
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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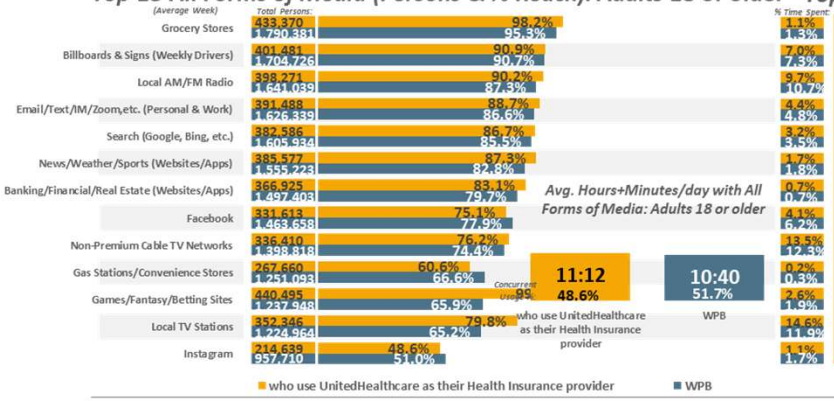
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Health insurance carrier - All types: UnitedHealthcare

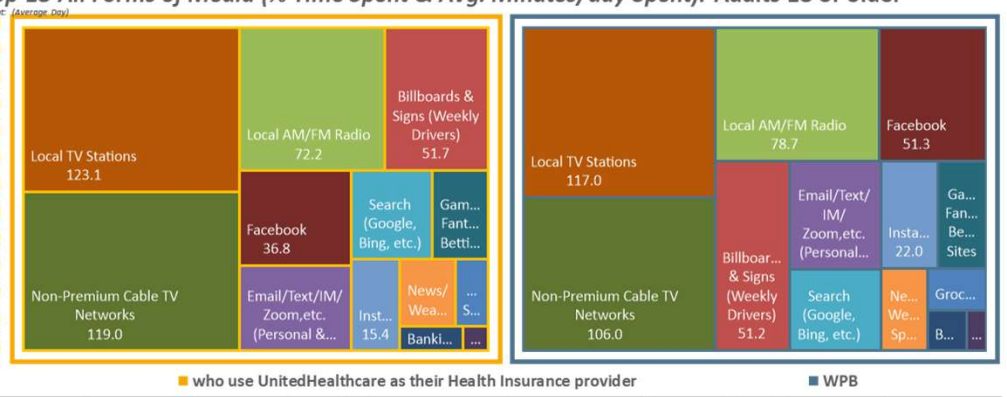
United Healthcare **WPB**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 8 hours and 43 minutes each day with All Forms of Ad-Supported Media. 86.3% listen to Local AM/FM Radio for an avg. of 68.6 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

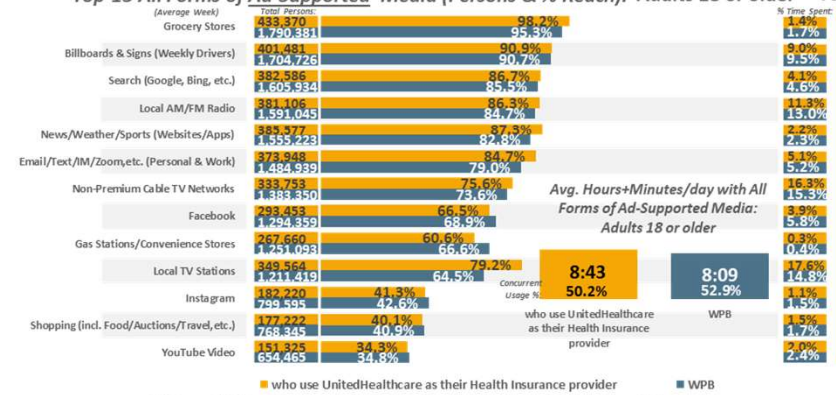
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



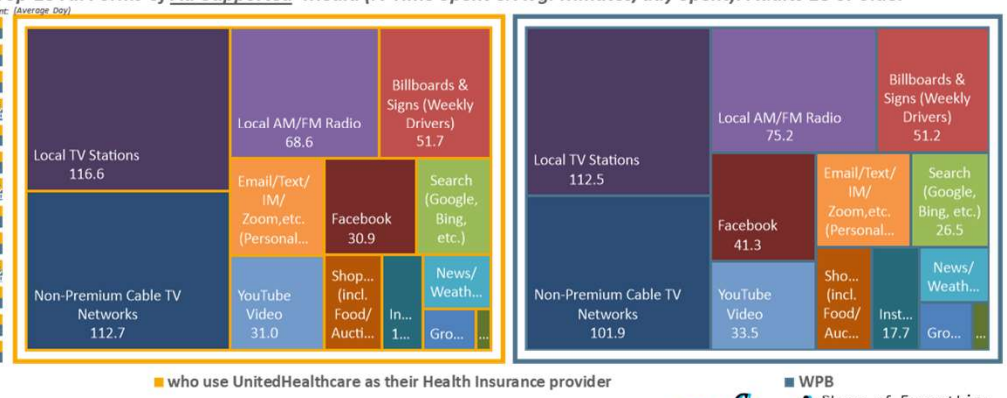
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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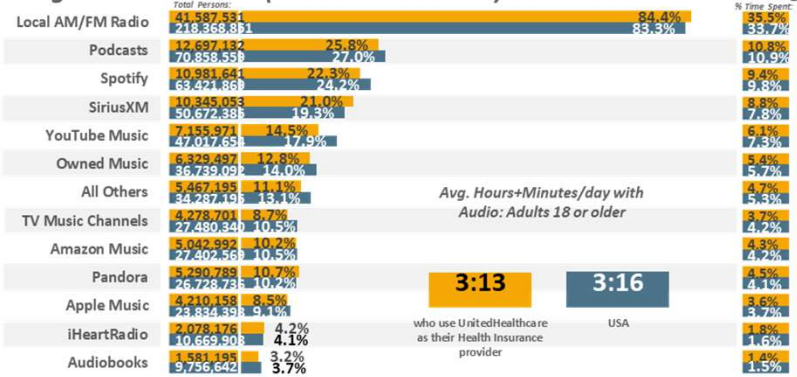
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Health insurance carrier - All types: UnitedHealthcare

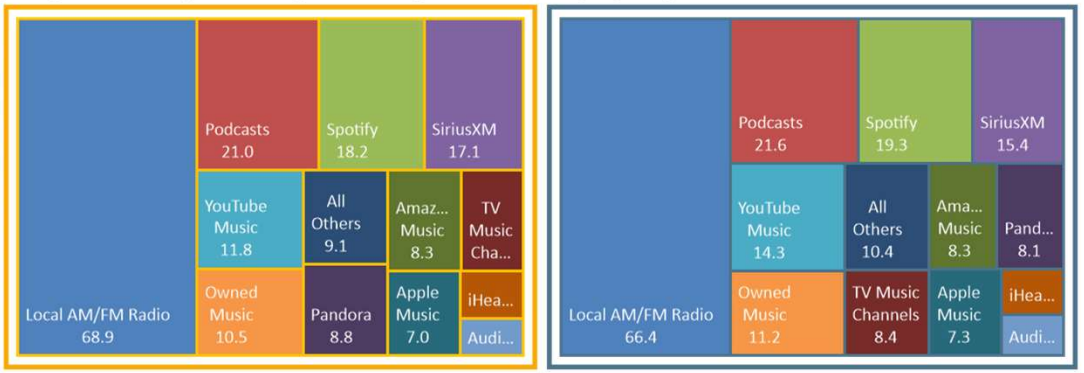
United Healthcare **USA**

39,494,372 or 80.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.

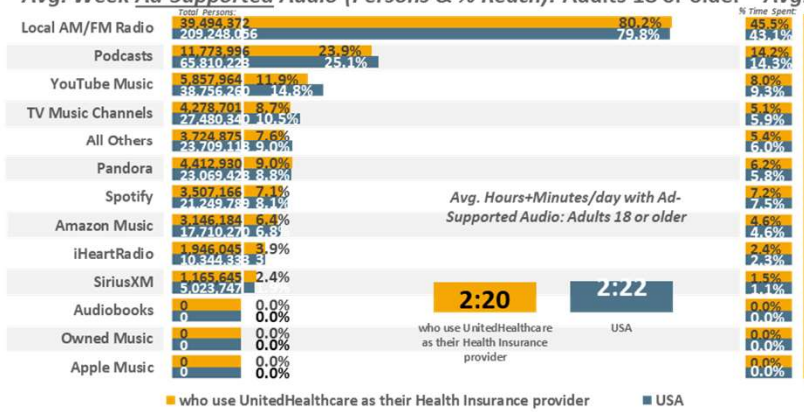
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



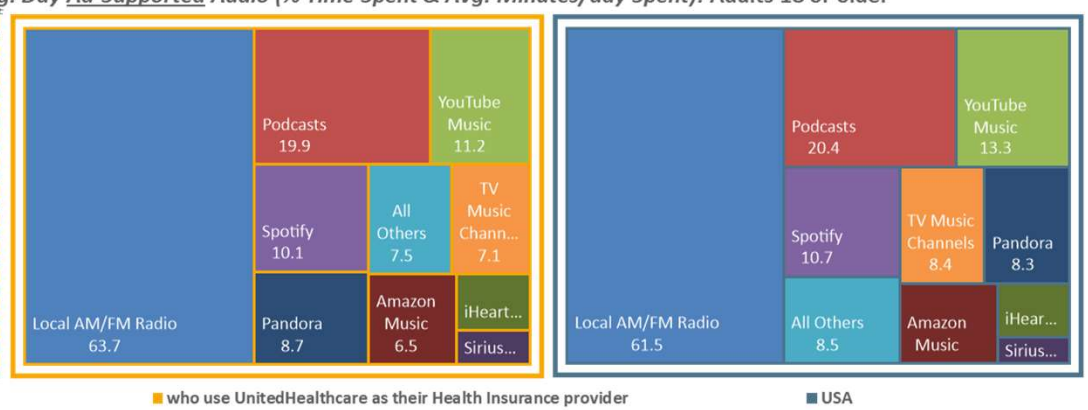
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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Scarborough R1 2024: Jan23-Aug24 USA Projection Scarborough R1 2024: Jan23-Aug24

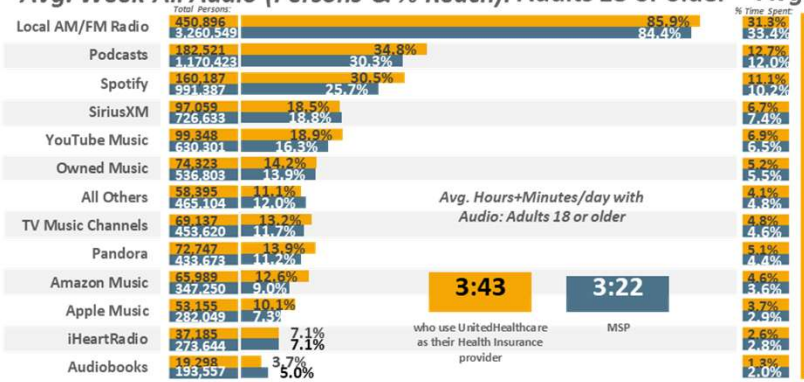
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Health insurance carrier - All types: UnitedHealthcare

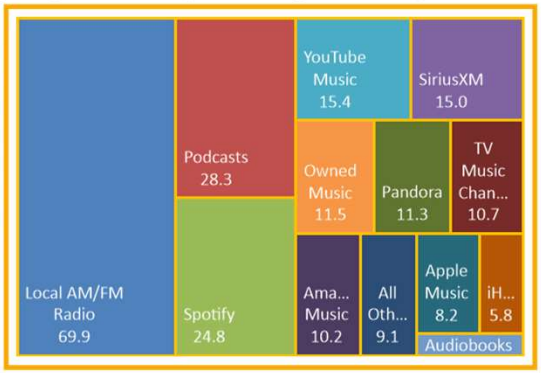
United Healthcare **MSP**

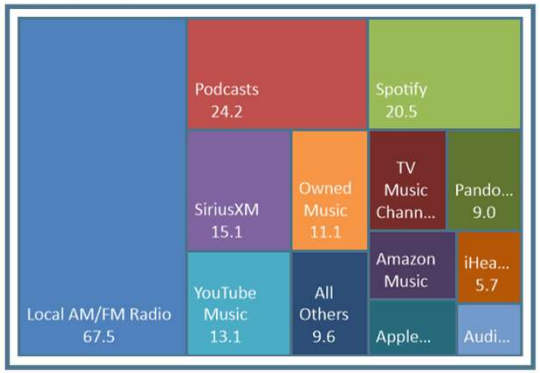
424,070 or 80.8% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.

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

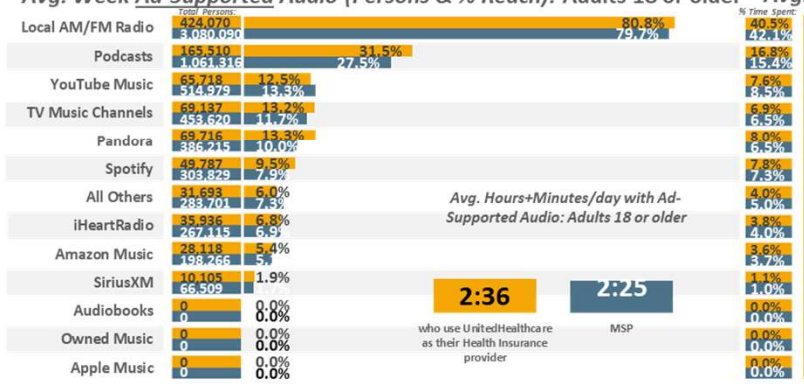


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

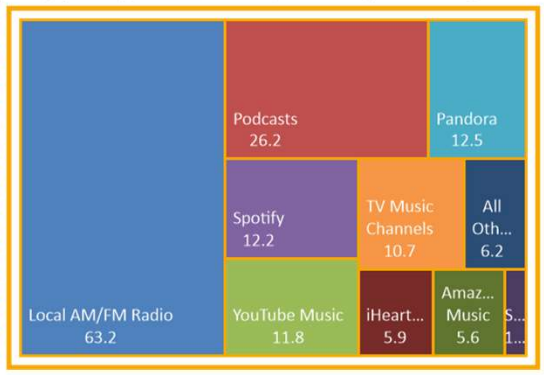


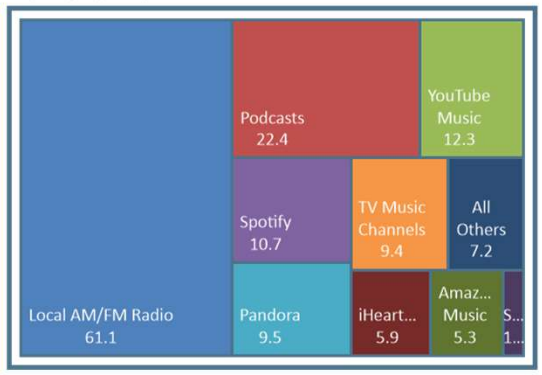


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





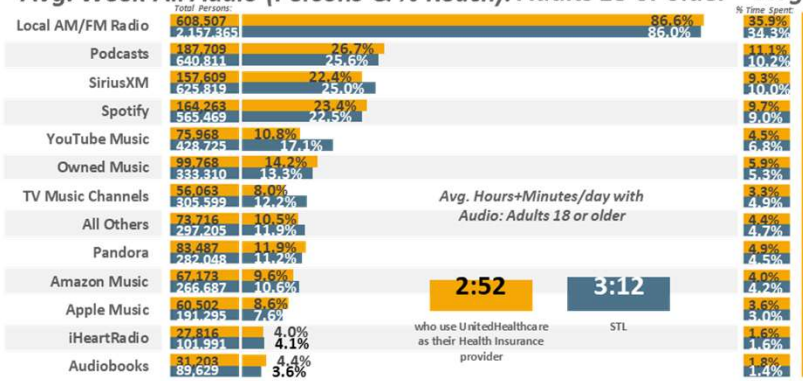
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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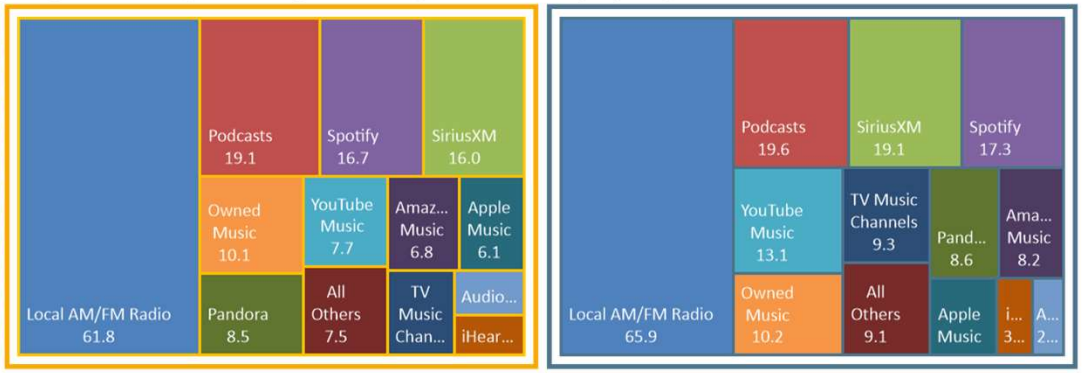
soefa.ai Share of Everything for Anything ©

585,715 or 83.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.

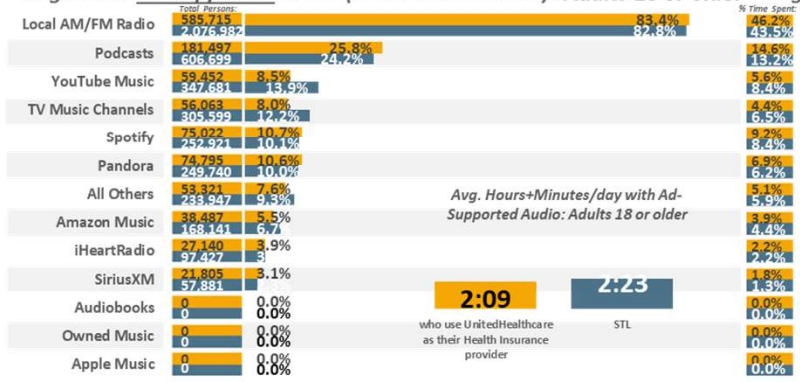
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



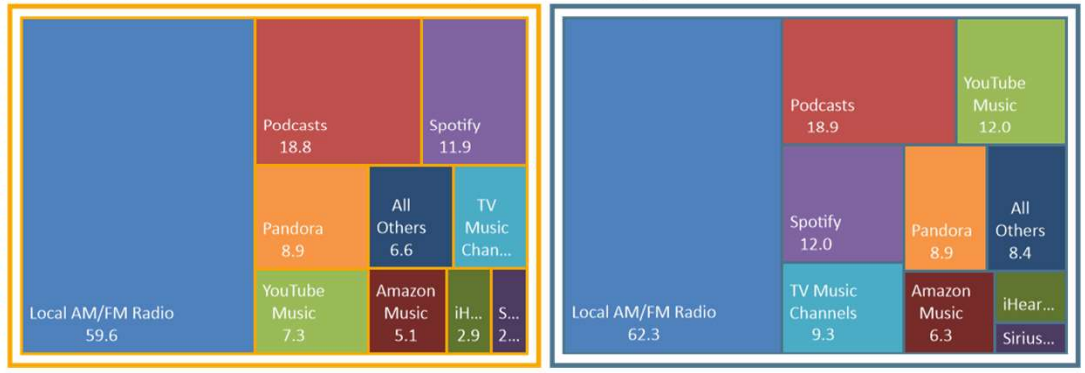
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

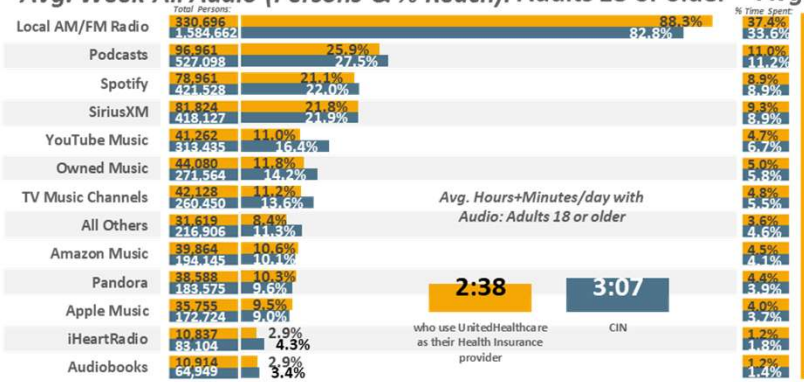
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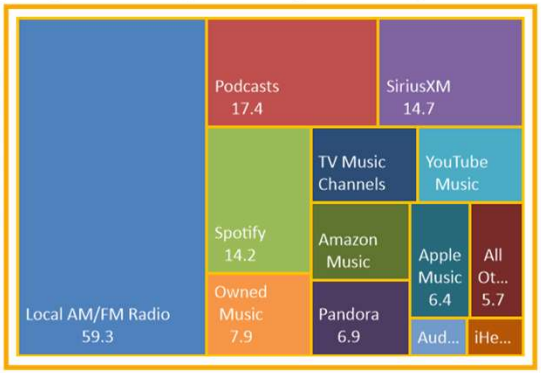
United Healthcare **CIN**

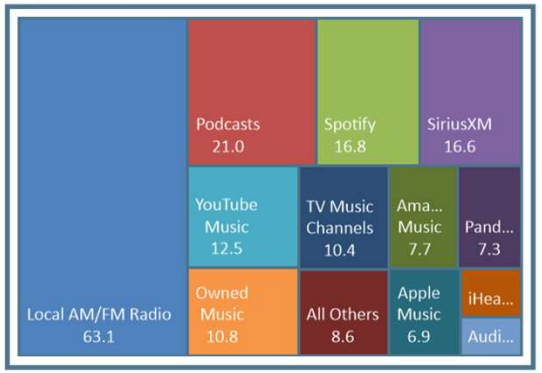
319,757 or 85.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.

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

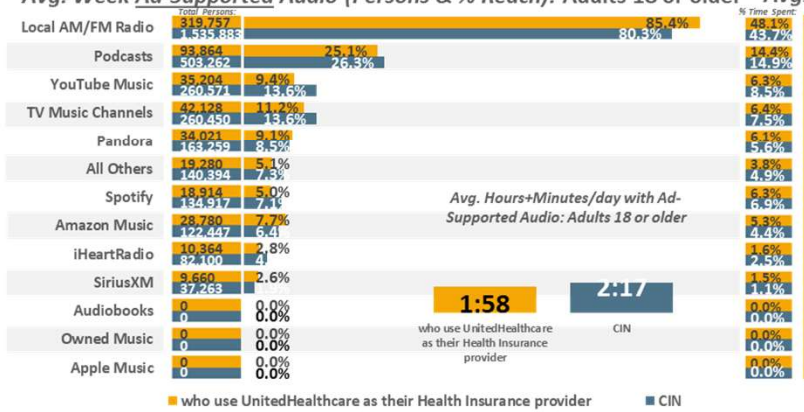


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

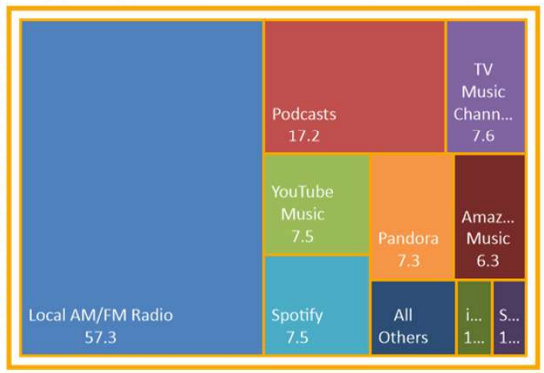


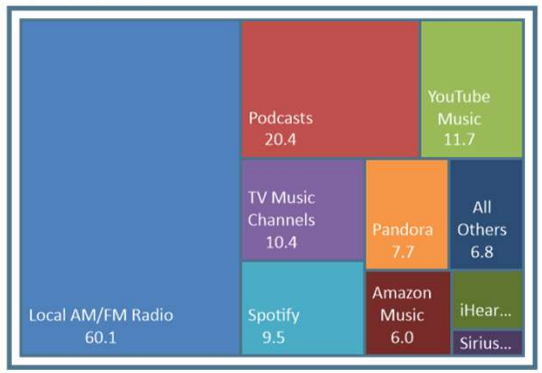


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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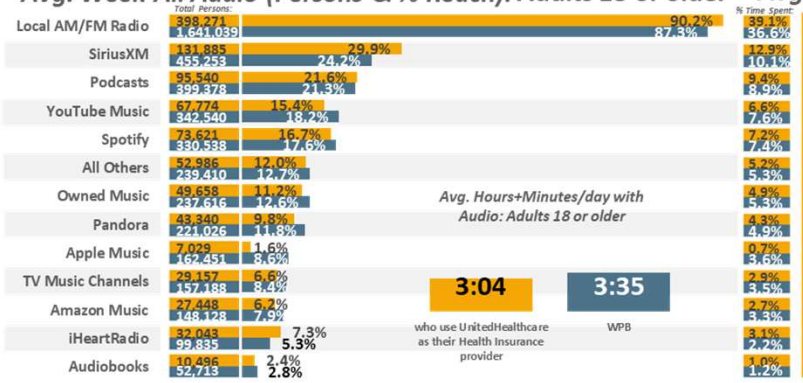
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Health insurance carrier - All types: UnitedHealthcare

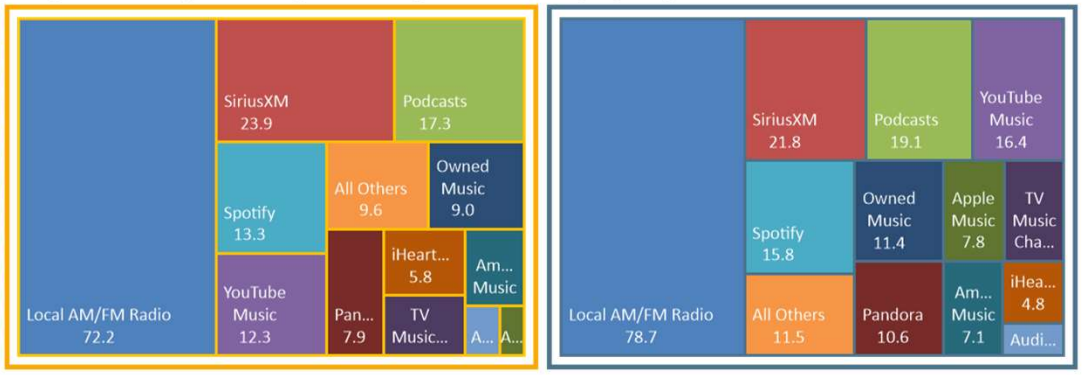
United Healthcare **WPB**

381,106 or 86.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 49.5% of all time spent daily with Ad-Supported Audio.

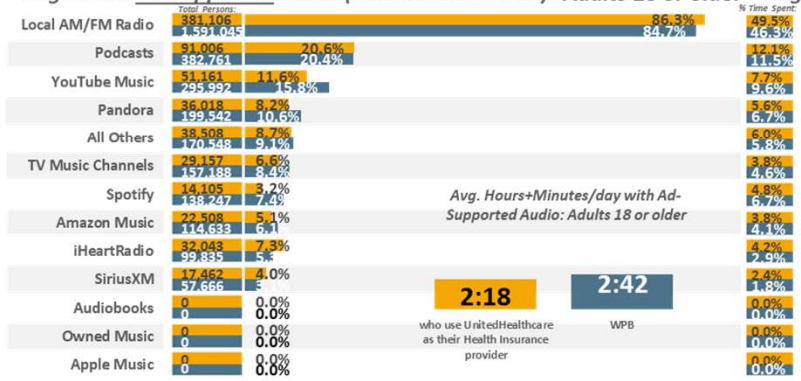
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



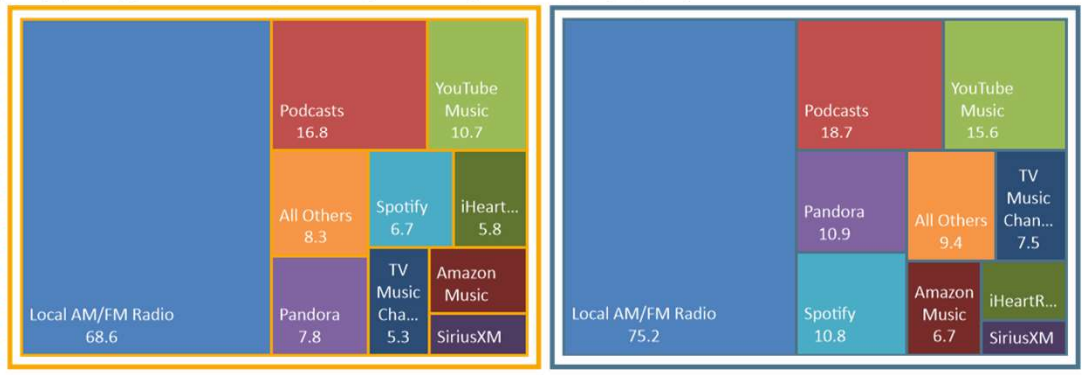
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

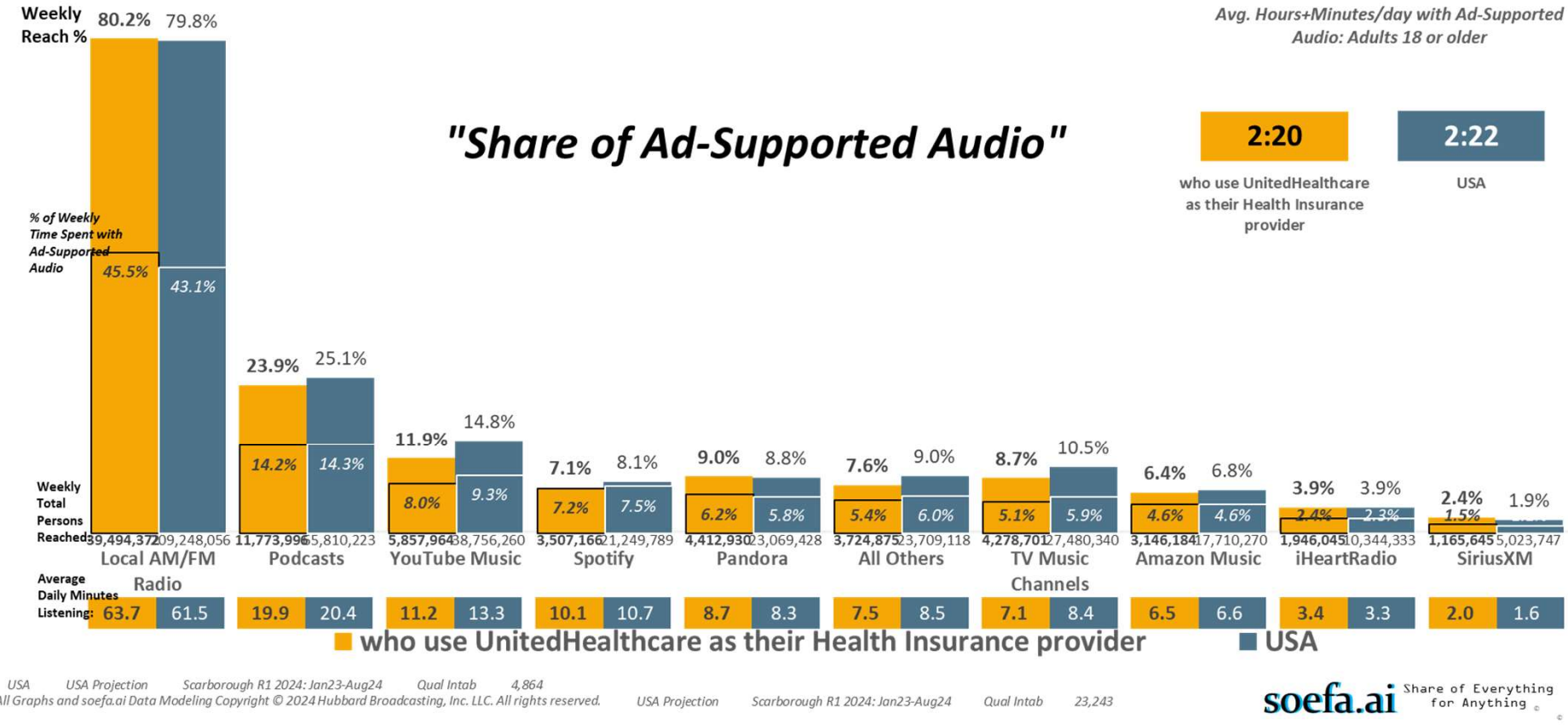
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare USA

39,494,372 or 80.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 45.5% of all time spent daily with Ad-Supported Audio.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

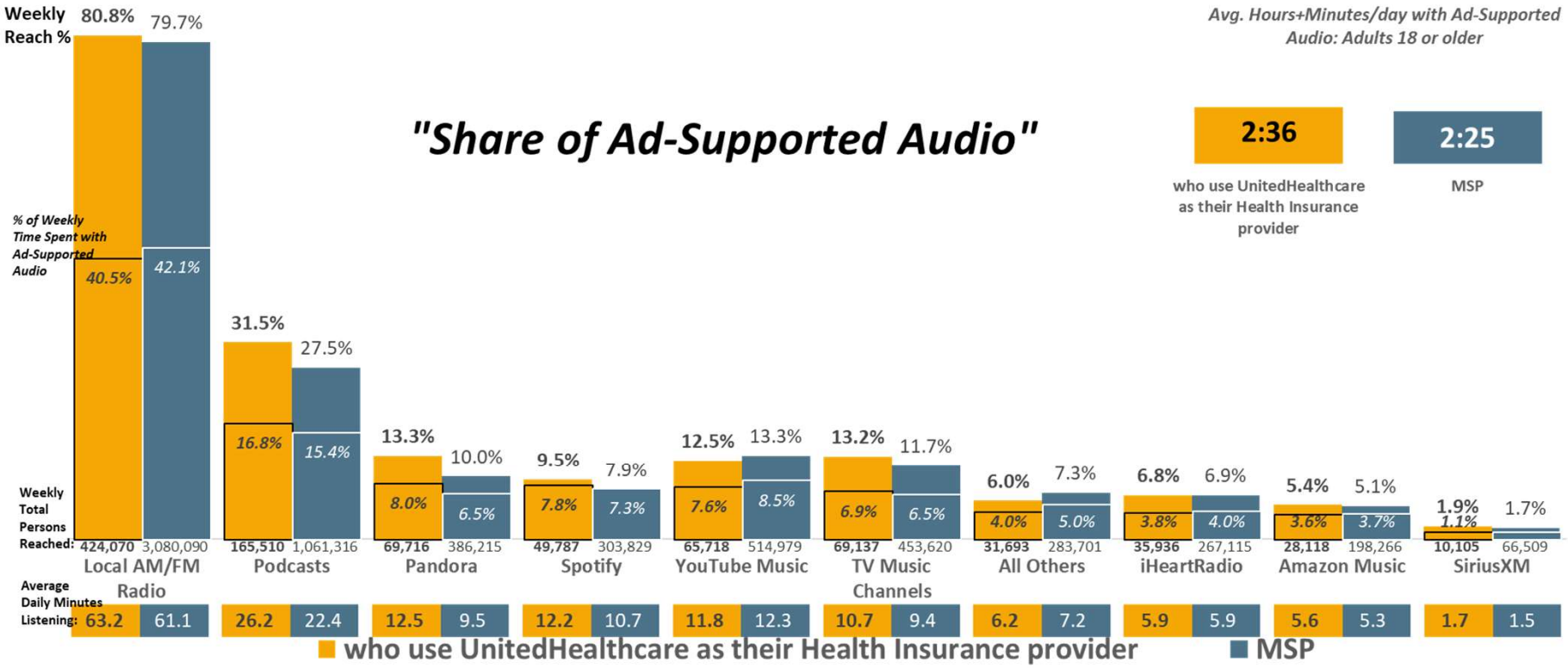
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Health insurance carrier - All types: UnitedHealthcare

424,070 or 80.8% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 63.2 minutes every day representing 40.5% of all time spent daily with Ad-Supported Audio.



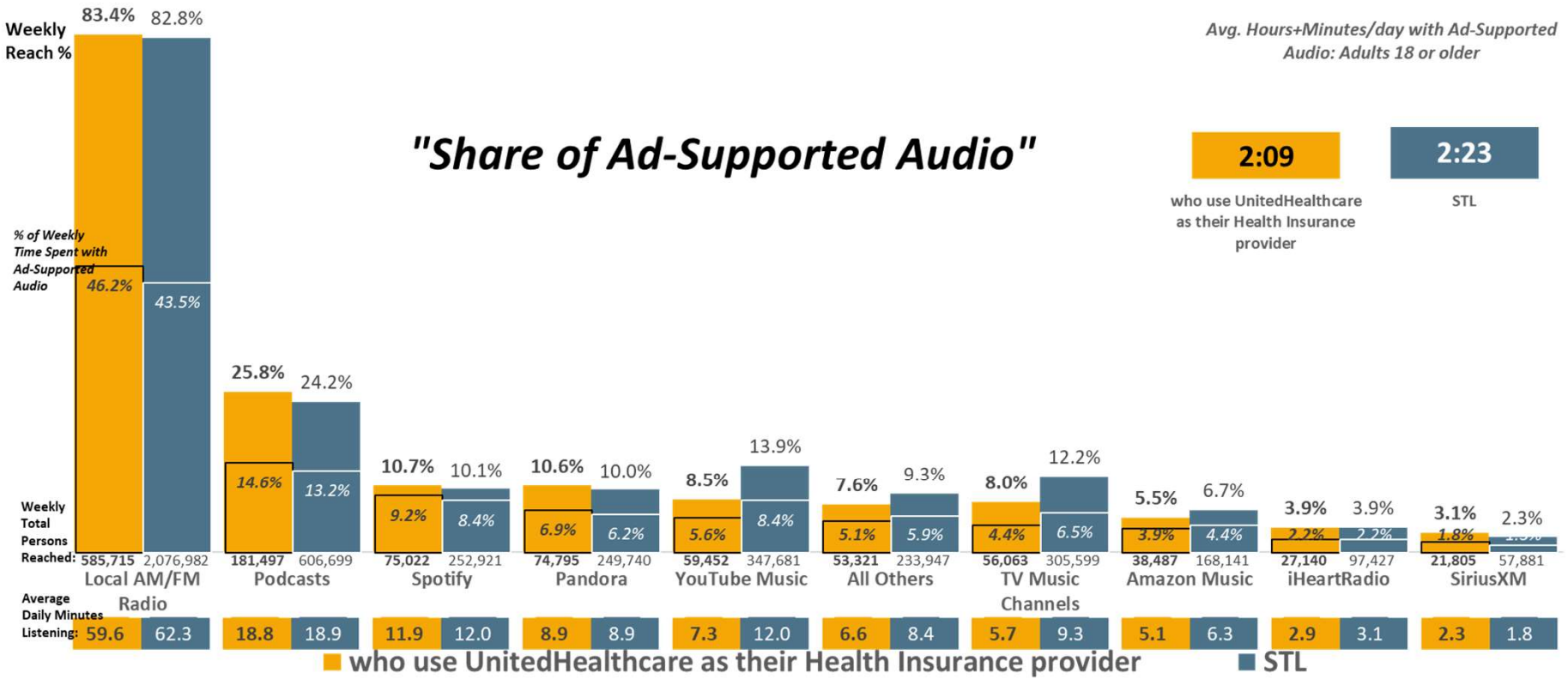
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Health insurance carrier - All types: UnitedHealthcare

585,715 or 83.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 59.6 minutes every day representing 46.2% of all time spent daily with Ad-Supported Audio.



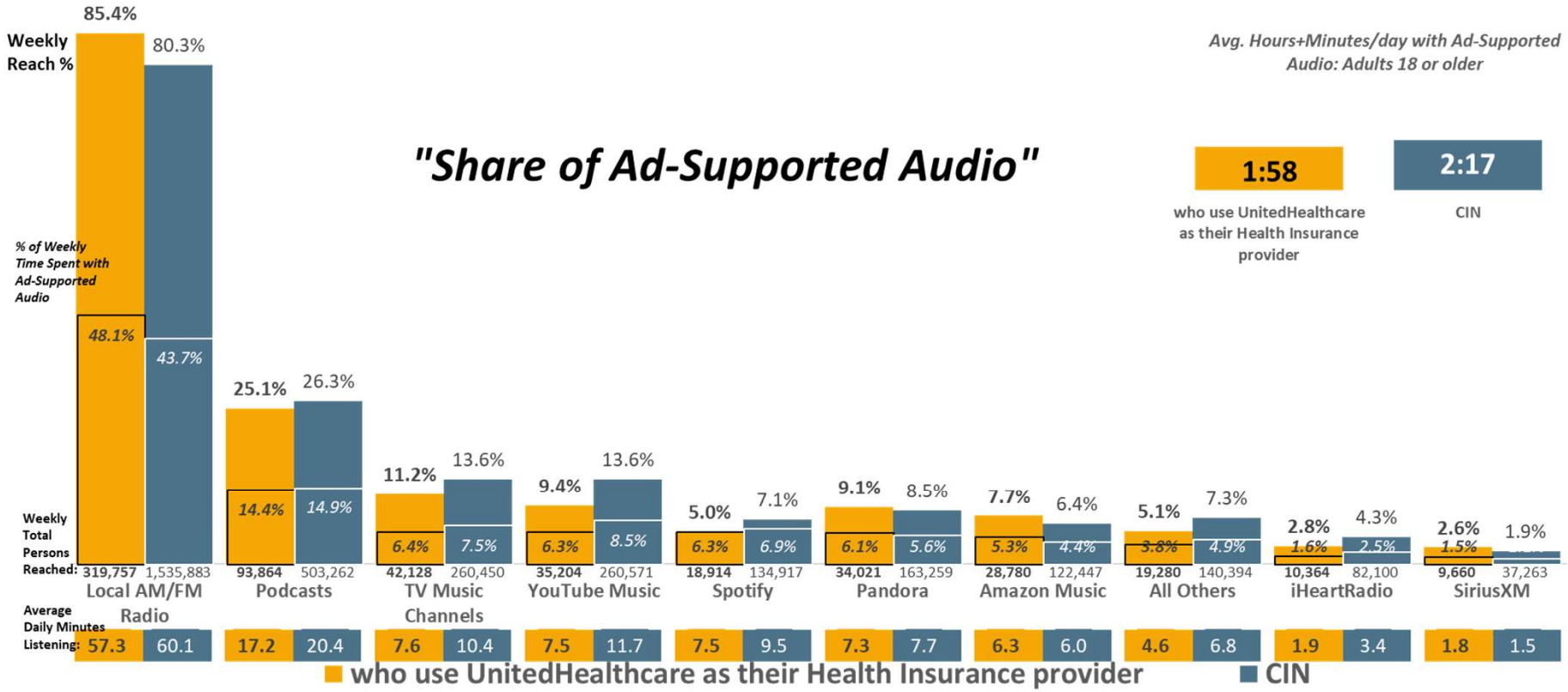
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Health insurance carrier - All types: UnitedHealthcare

319,757 or 85.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 57.3 minutes every day representing 48.1% of all time spent daily with Ad-Supported Audio.



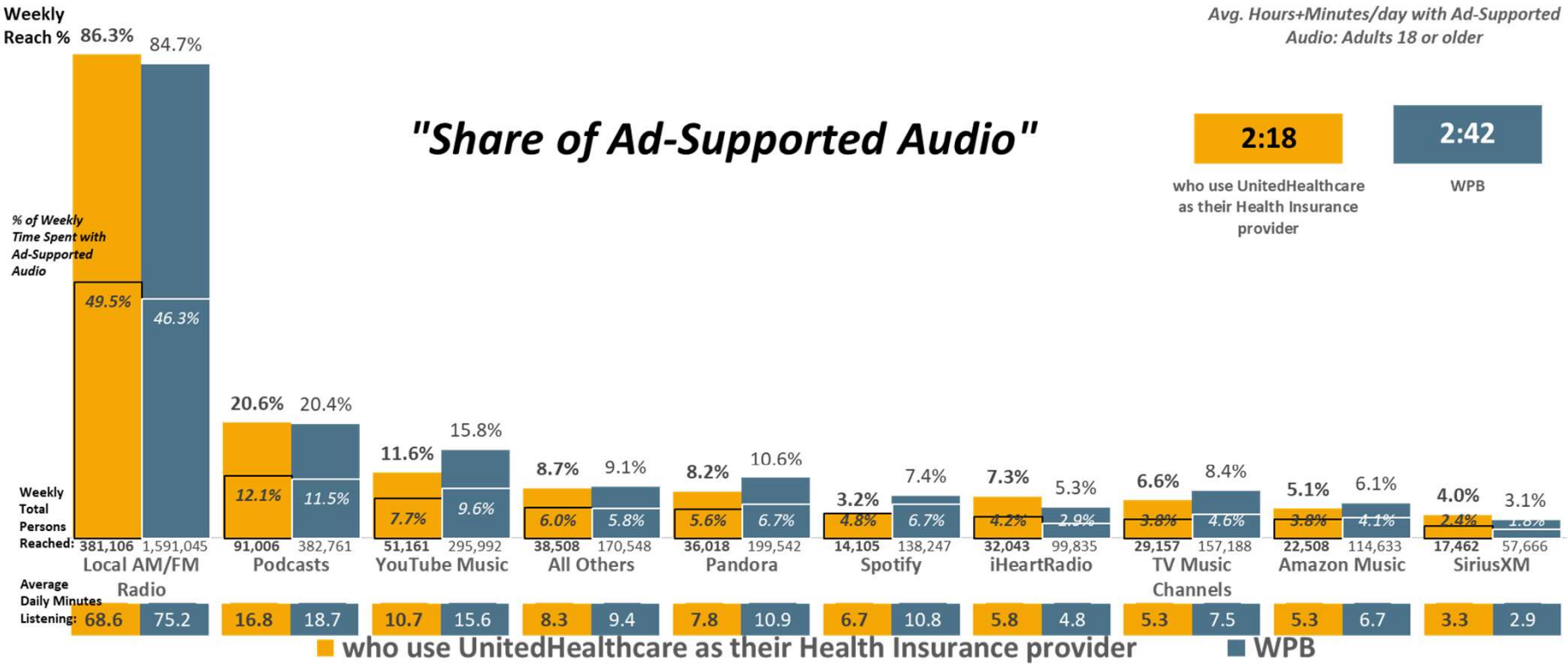
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Health insurance carrier - All types: UnitedHealthcare

381,106 or 86.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 68.6 minutes every day representing 49.5% of all time spent daily with Ad-Supported Audio.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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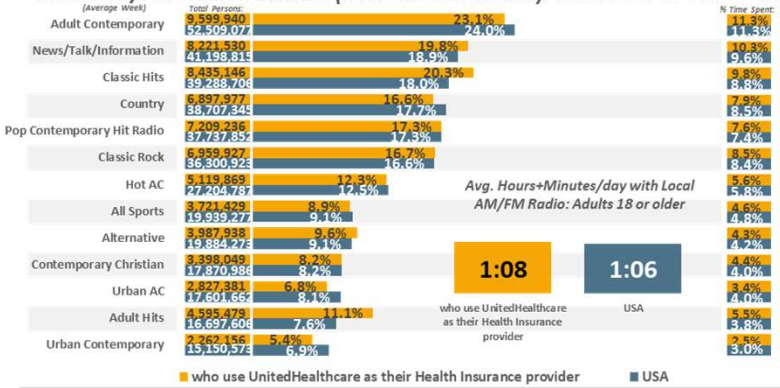
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Health insurance carrier - All types: UnitedHealthcare

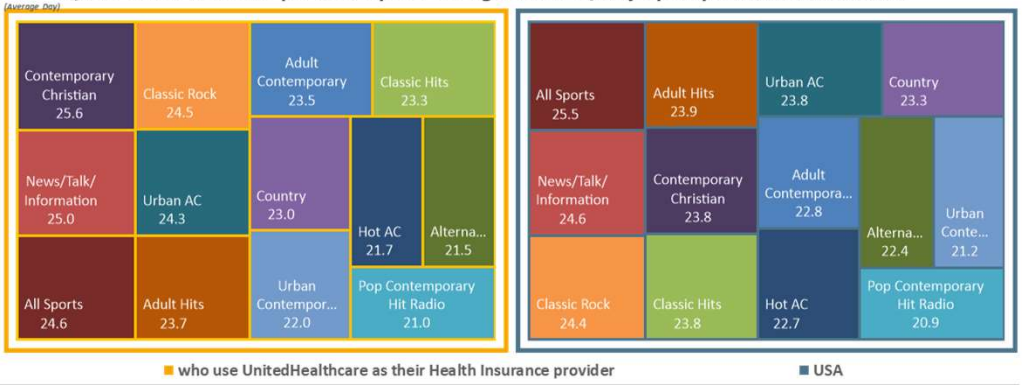
United Healthcare USA

39,494,372 or 80.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Classic Rock, and Country.

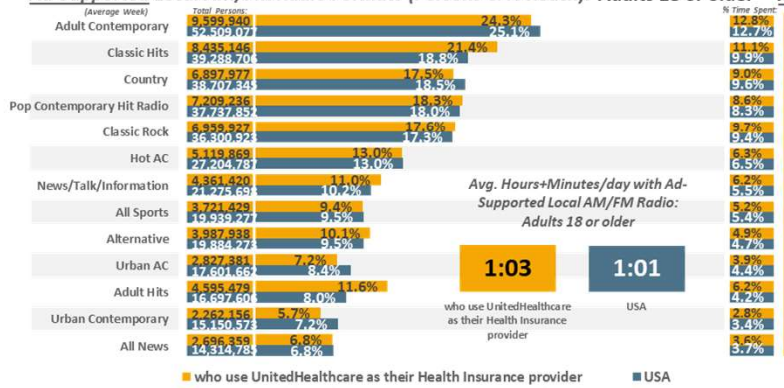
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



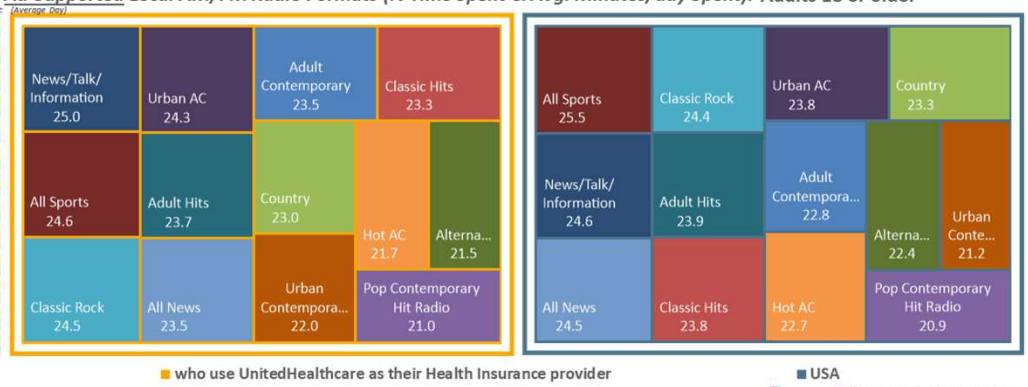
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

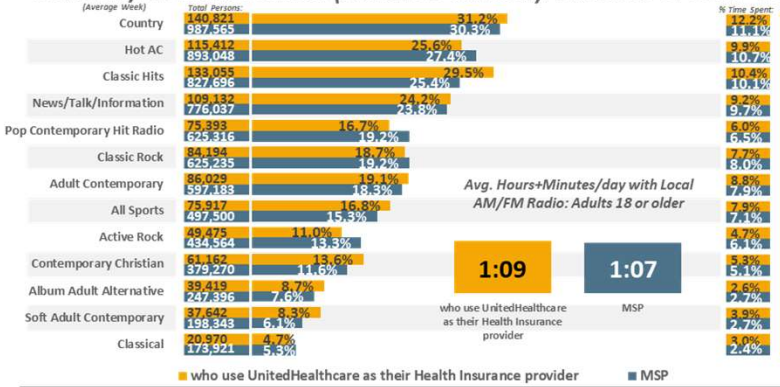
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Health insurance carrier - All types: UnitedHealthcare

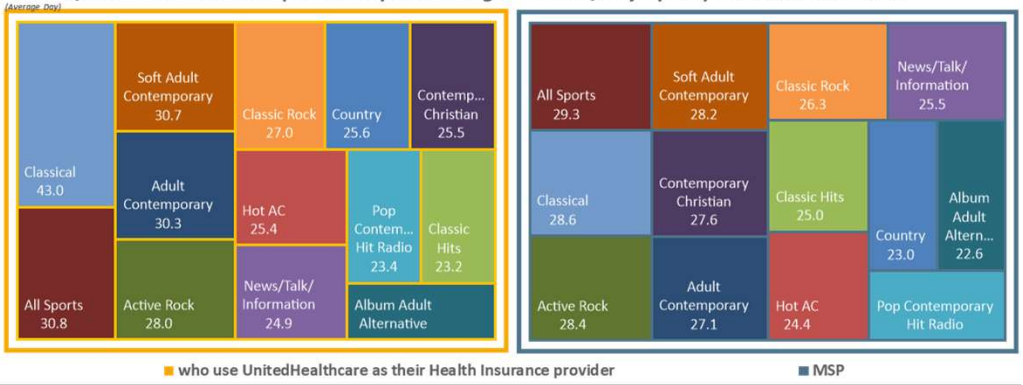
United Healthcare **MSP**

424,070 or 80.8% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, Hot AC, Adult Contemporary, and Classic Rock.

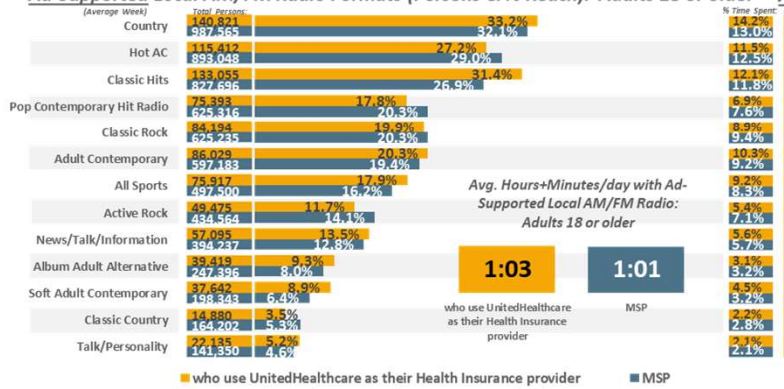
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



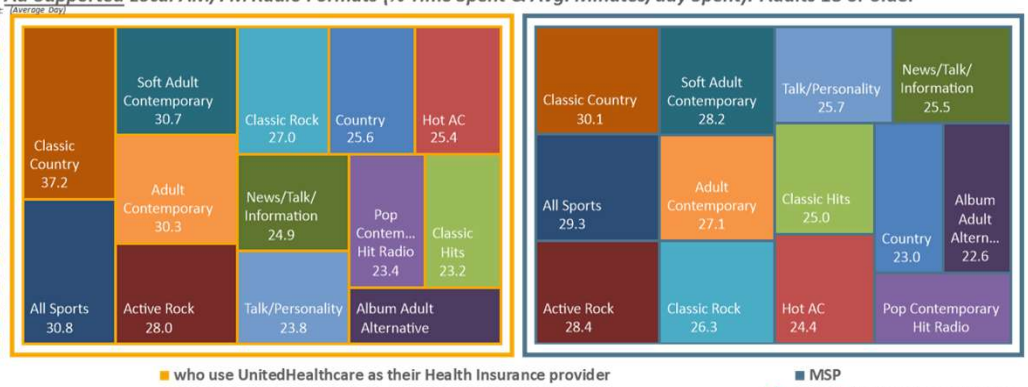
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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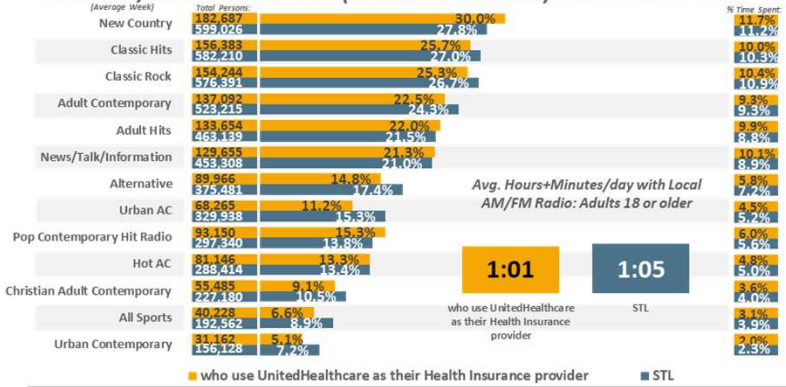
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Health insurance carrier - All types: UnitedHealthcare

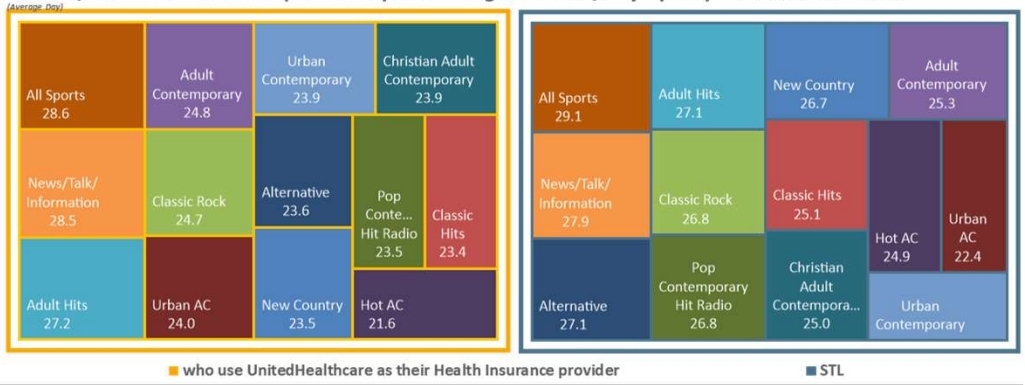
United Healthcare STL

585,715 or 83.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Hits, Classic Rock, Adult Contemporary, and Adult Hits.

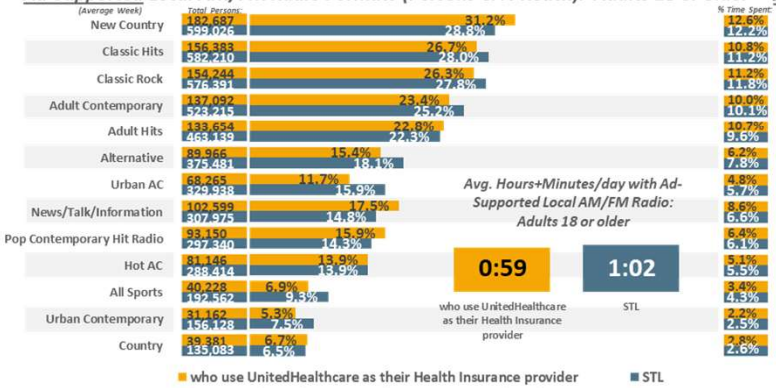
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



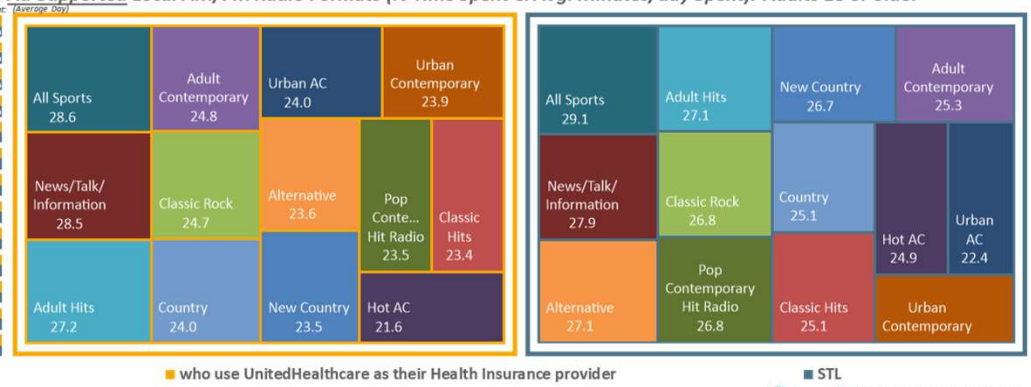
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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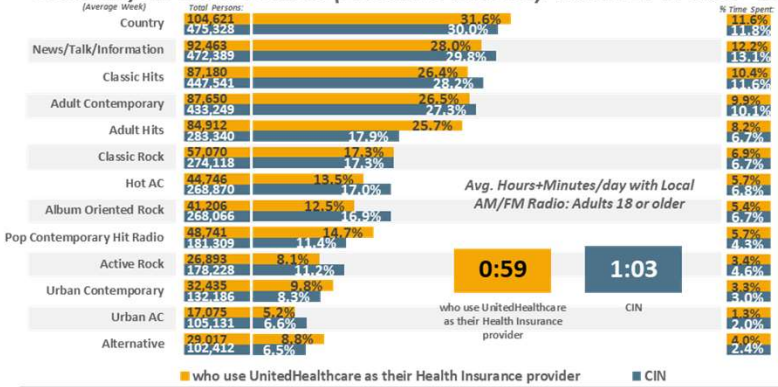
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Health insurance carrier - All types: UnitedHealthcare

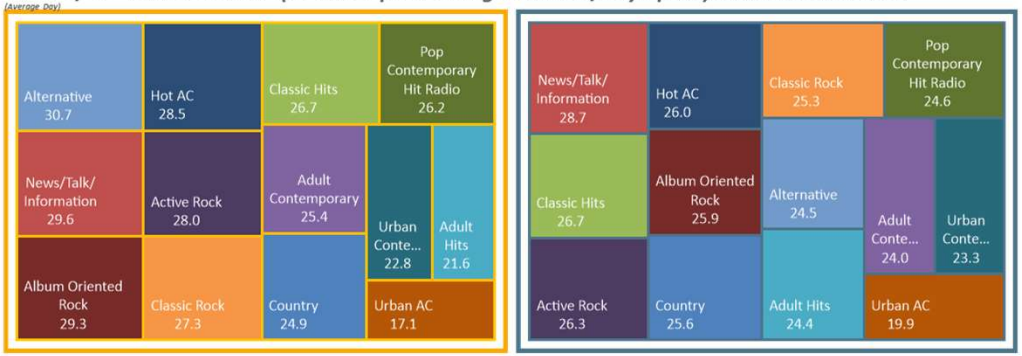
United Healthcare **CIN**

319,757 or 85.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Adult Hits, and News/Talk/Information.

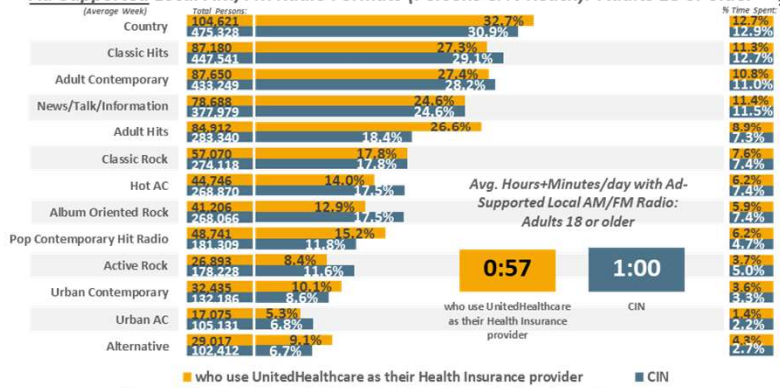
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



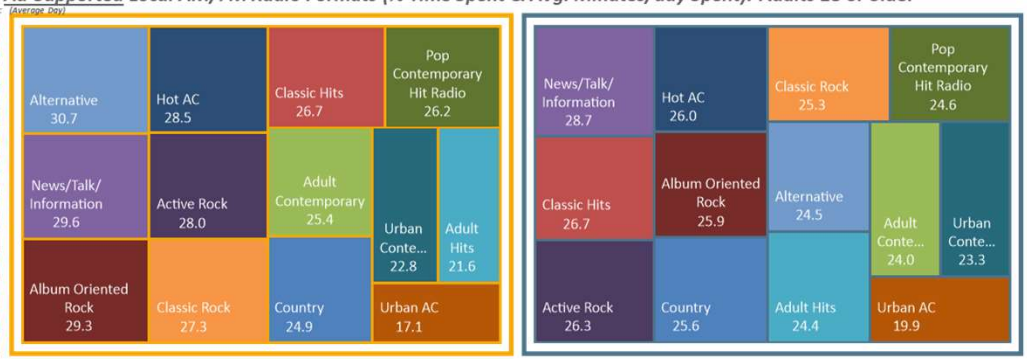
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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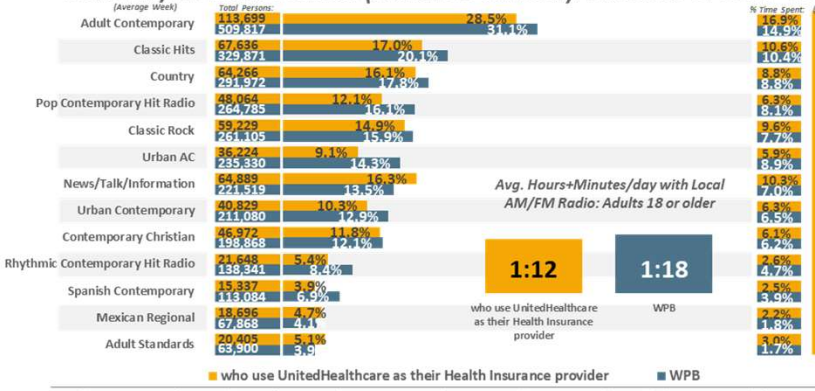
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Health insurance carrier - All types: UnitedHealthcare

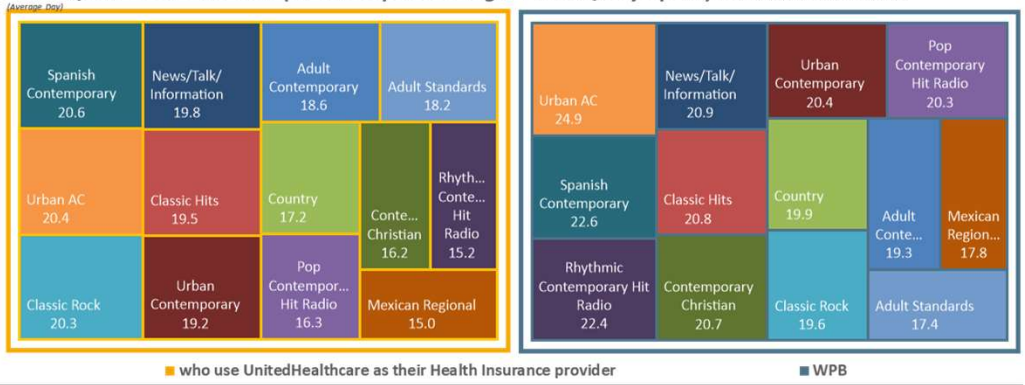
United Healthcare WPB

381,106 or 86.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Pop Contemporary Hit Radio.

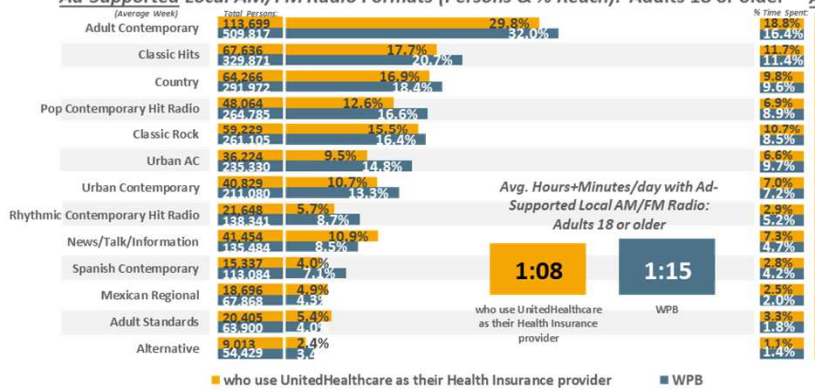
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



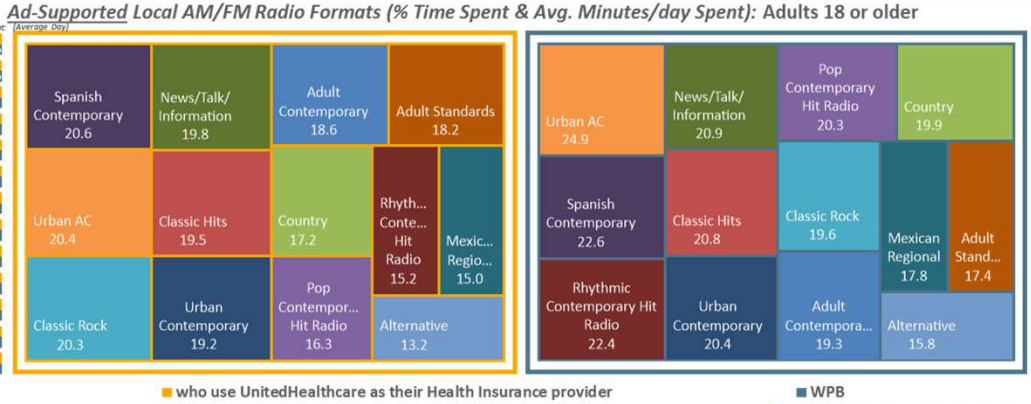
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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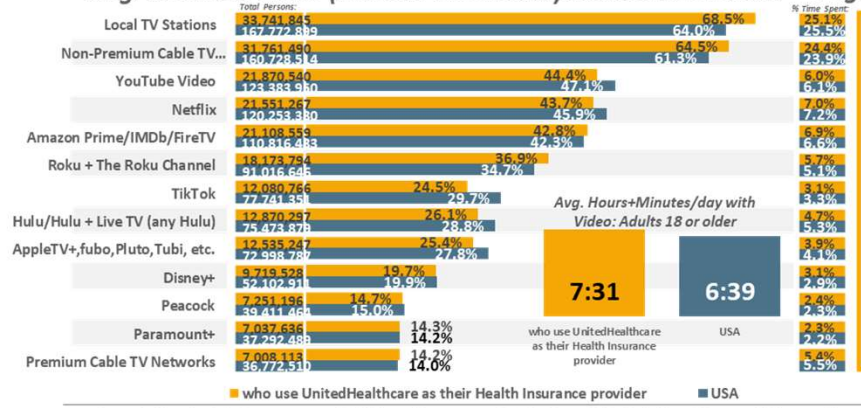
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Health insurance carrier - All types: UnitedHealthcare

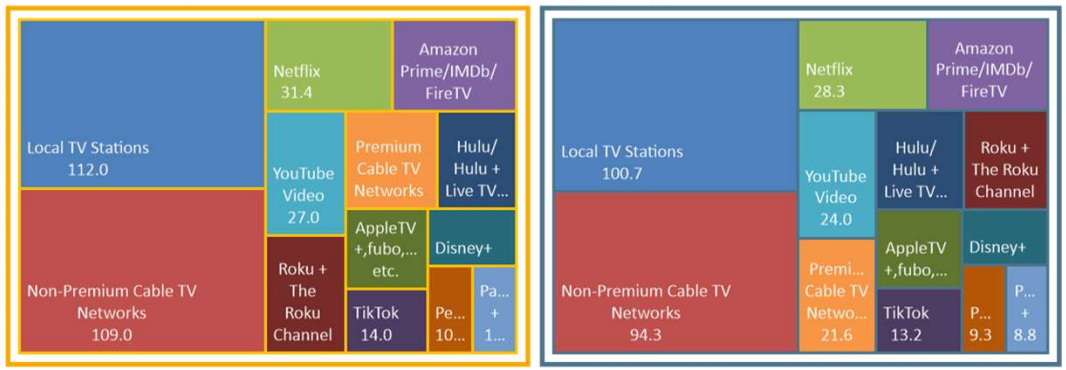
United Healthcare **USA**

33,262,184 or 67.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 106.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

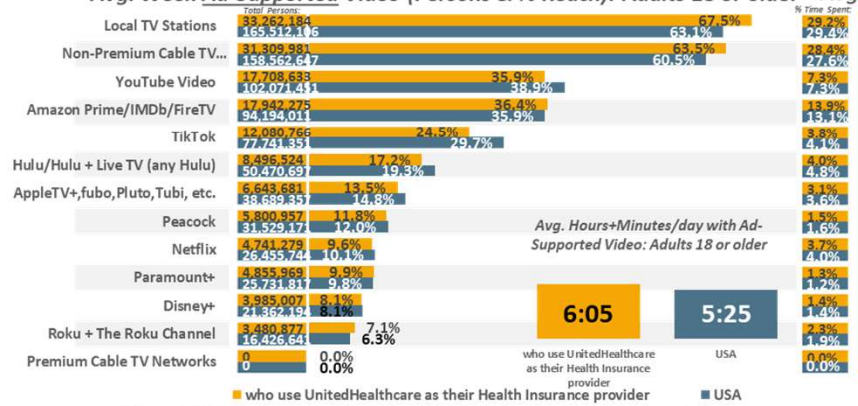
Avg. Week All Video (Persons & % Reach): Adults 18 or older



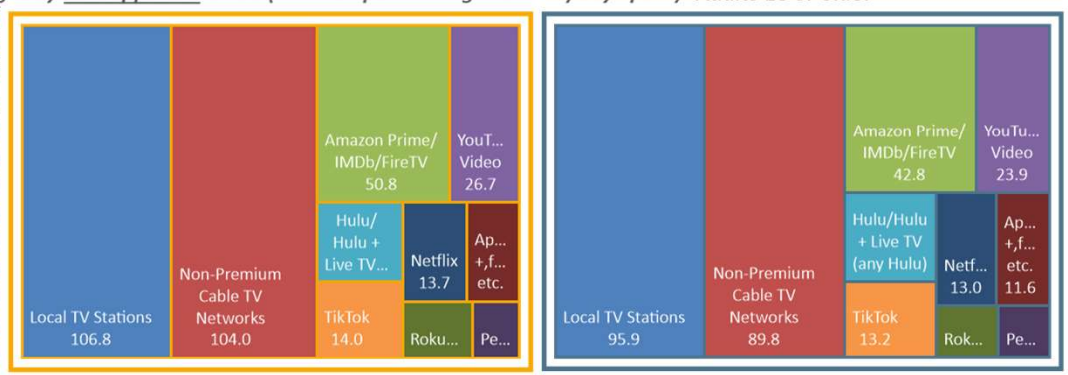
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

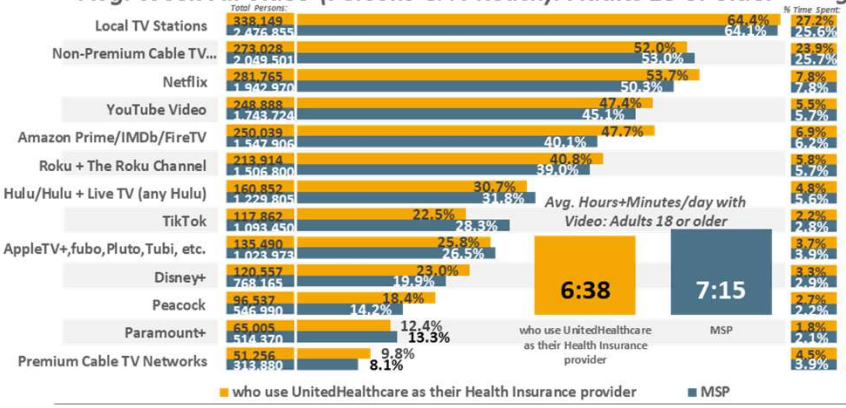
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Health insurance carrier - All types: UnitedHealthcare

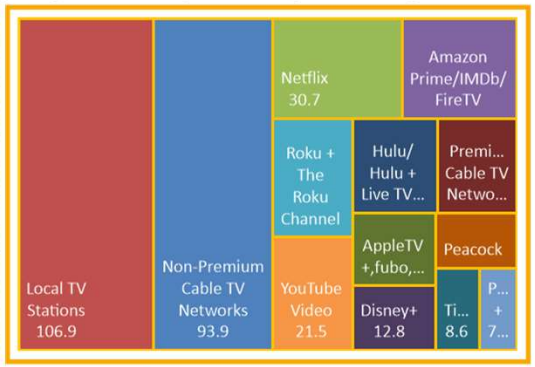
United Healthcare **MSP**

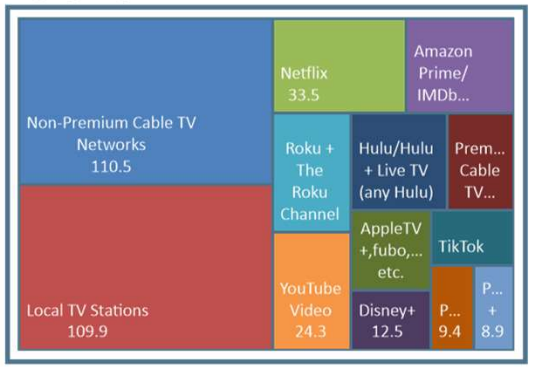
334,496 or 63.8% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 102.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.

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

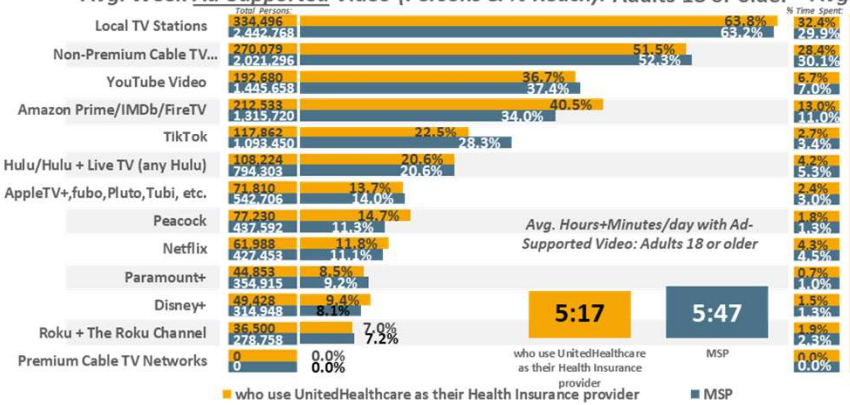


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

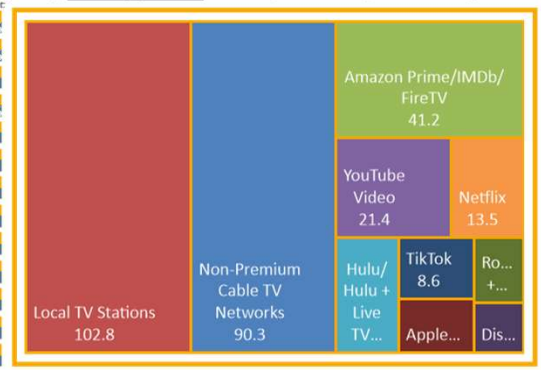


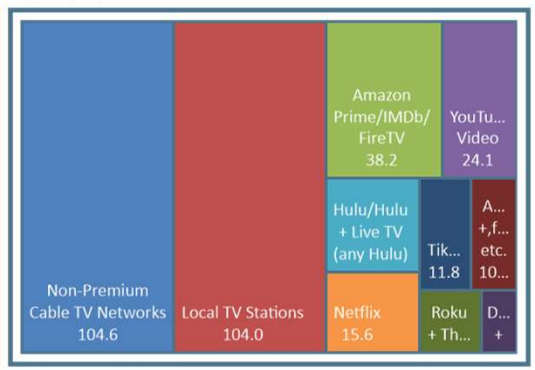


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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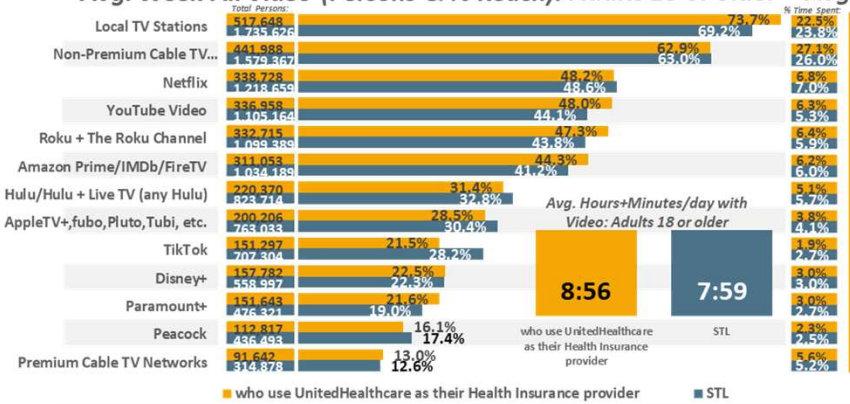
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Health insurance carrier - All types: UnitedHealthcare

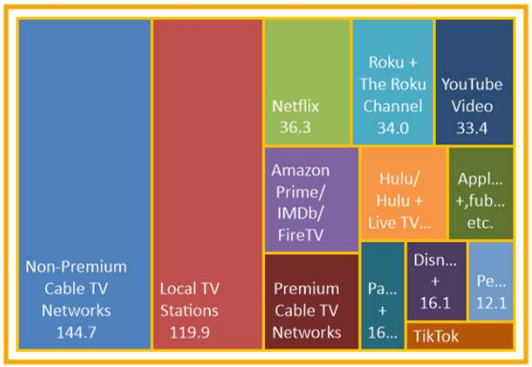
United Healthcare STL

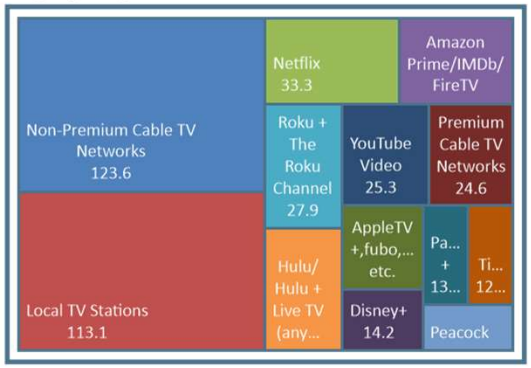
511,979 or 72.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.

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

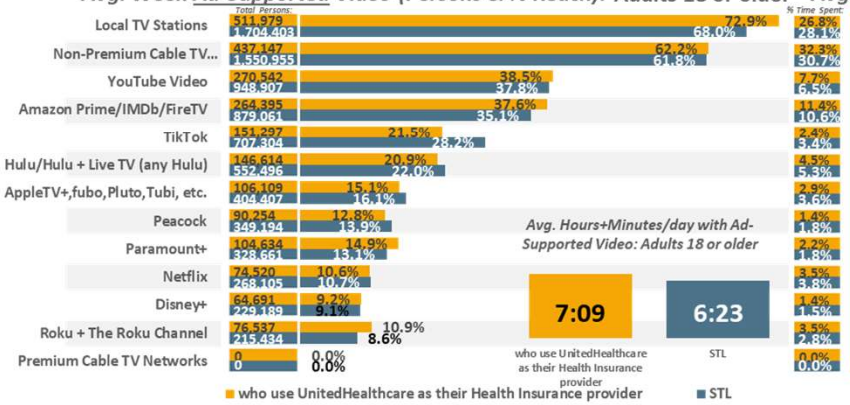


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

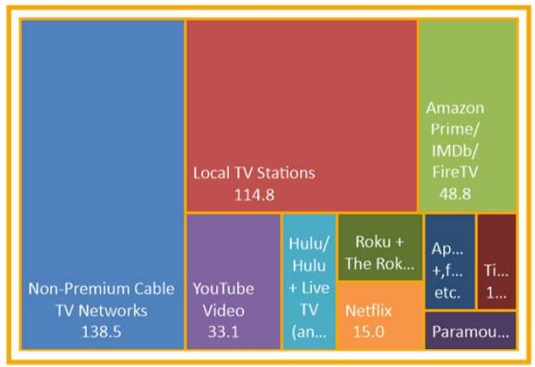


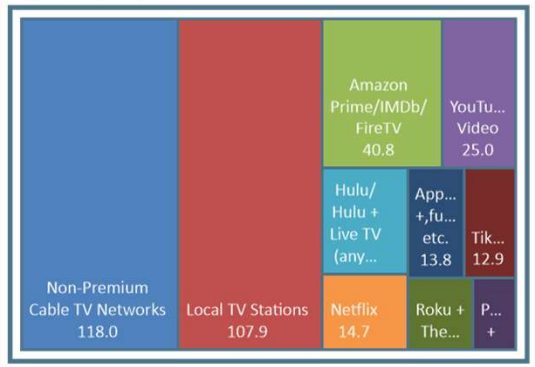


Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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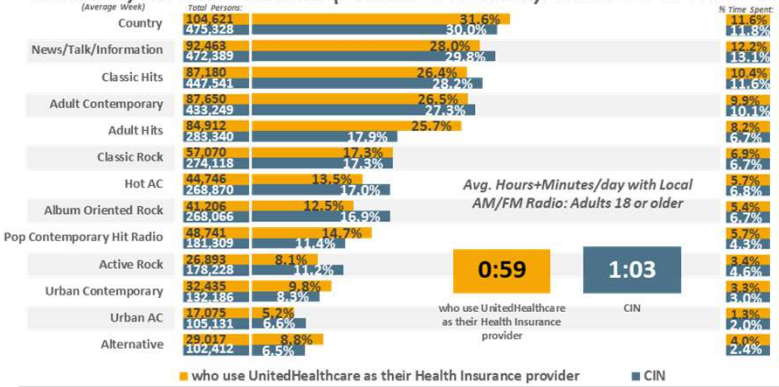
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Health insurance carrier - All types: UnitedHealthcare

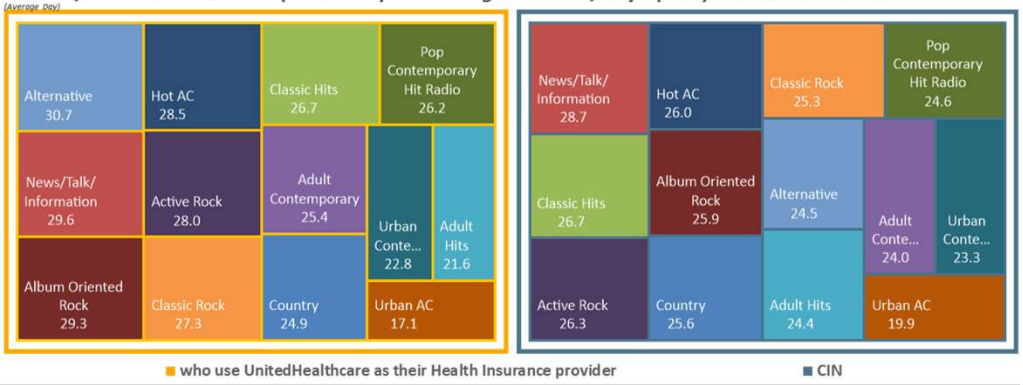
United Healthcare **CIN**

319,757 or 85.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Hits, Adult Hits, and News/Talk/Information.

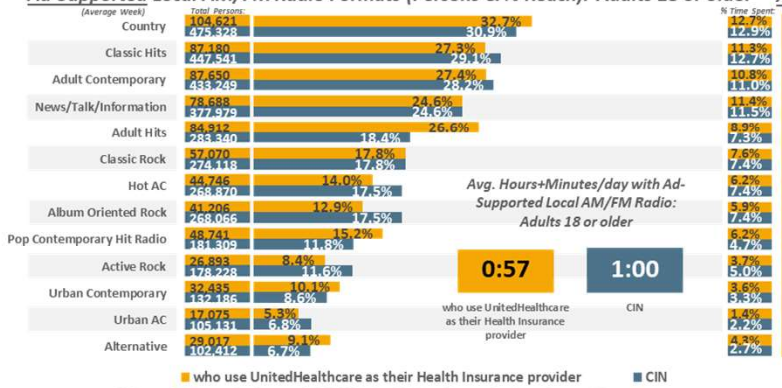
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



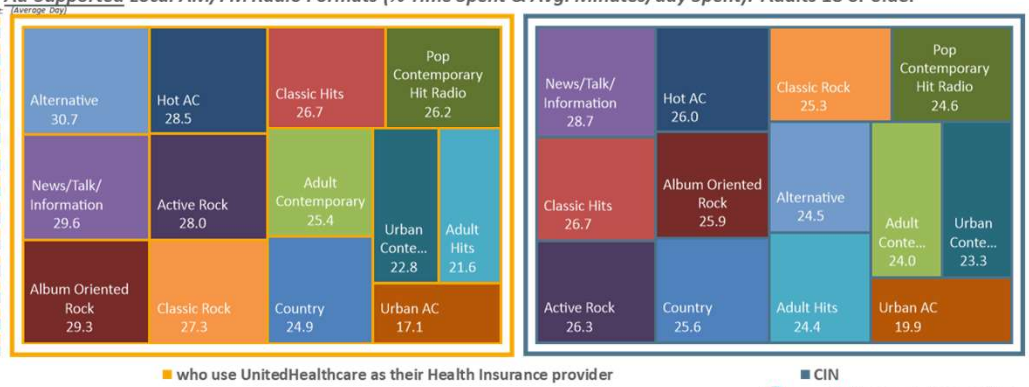
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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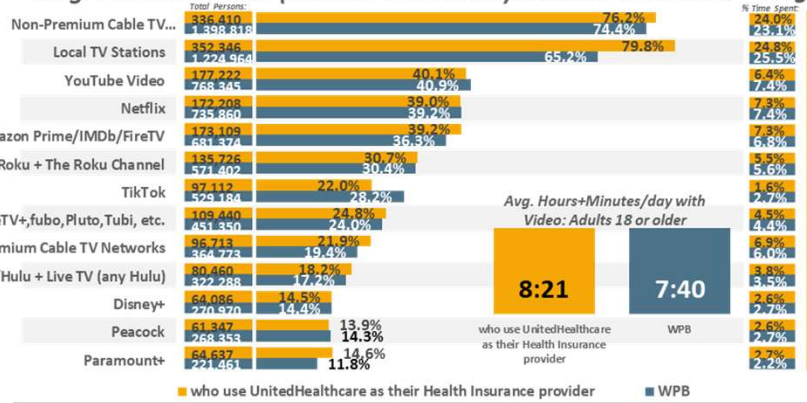
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Health insurance carrier - All types: UnitedHealthcare

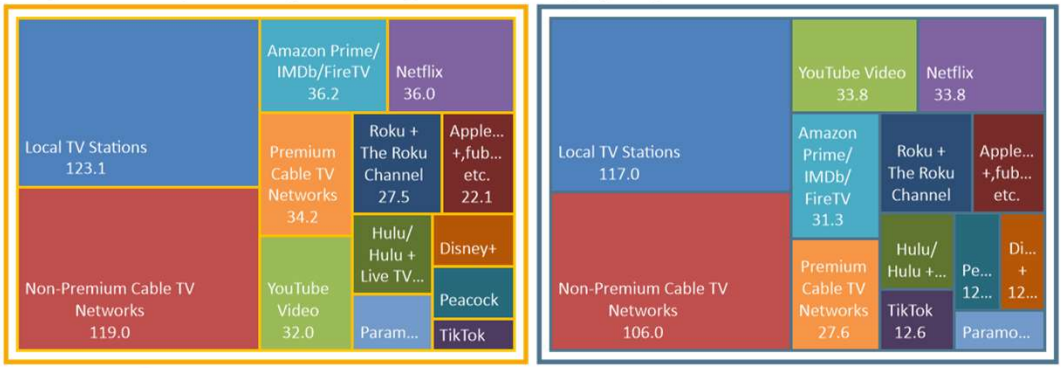
United Healthcare **WPB**

349,564 or 79.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 116.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

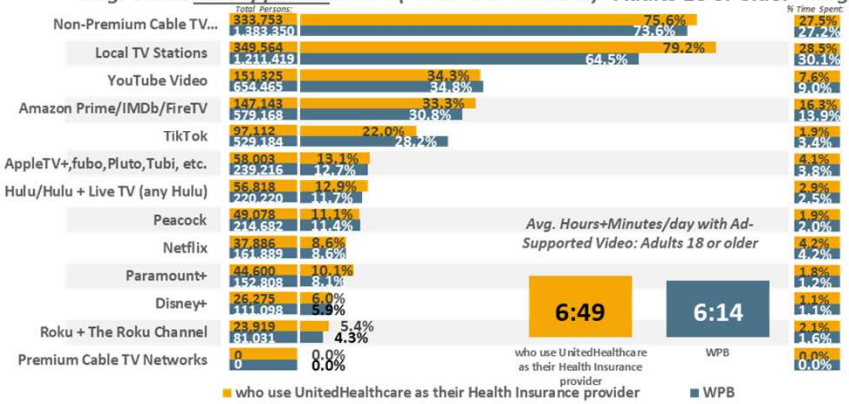
Avg. Week All Video (Persons & % Reach): Adults 18 or older



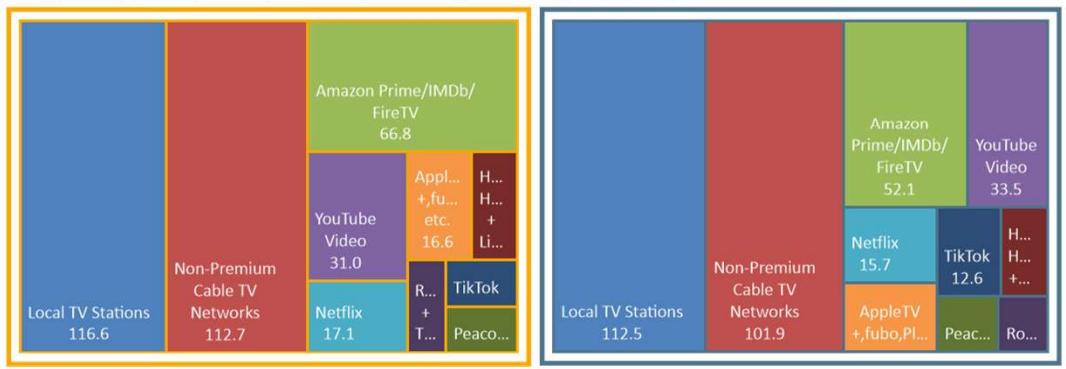
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

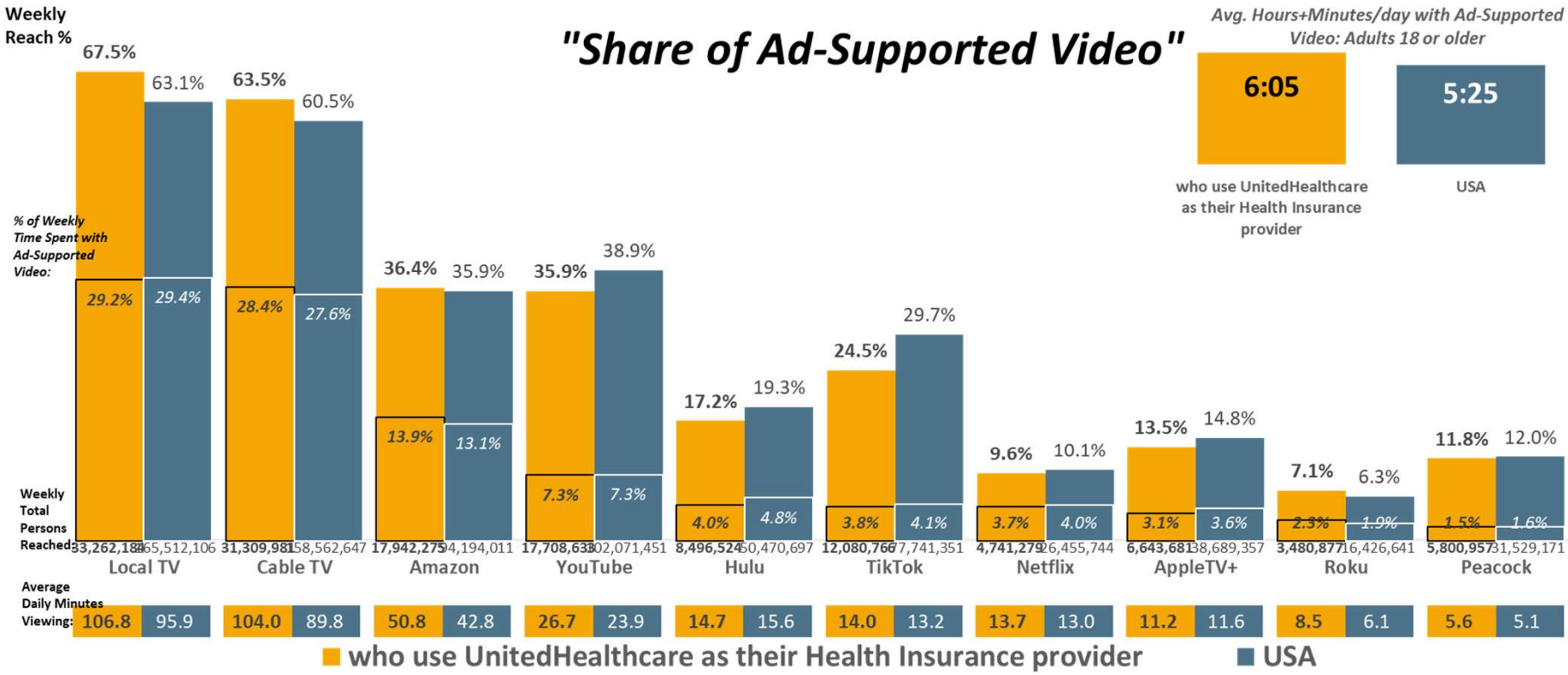
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare USA

33,262,184 or 67.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 106.8 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

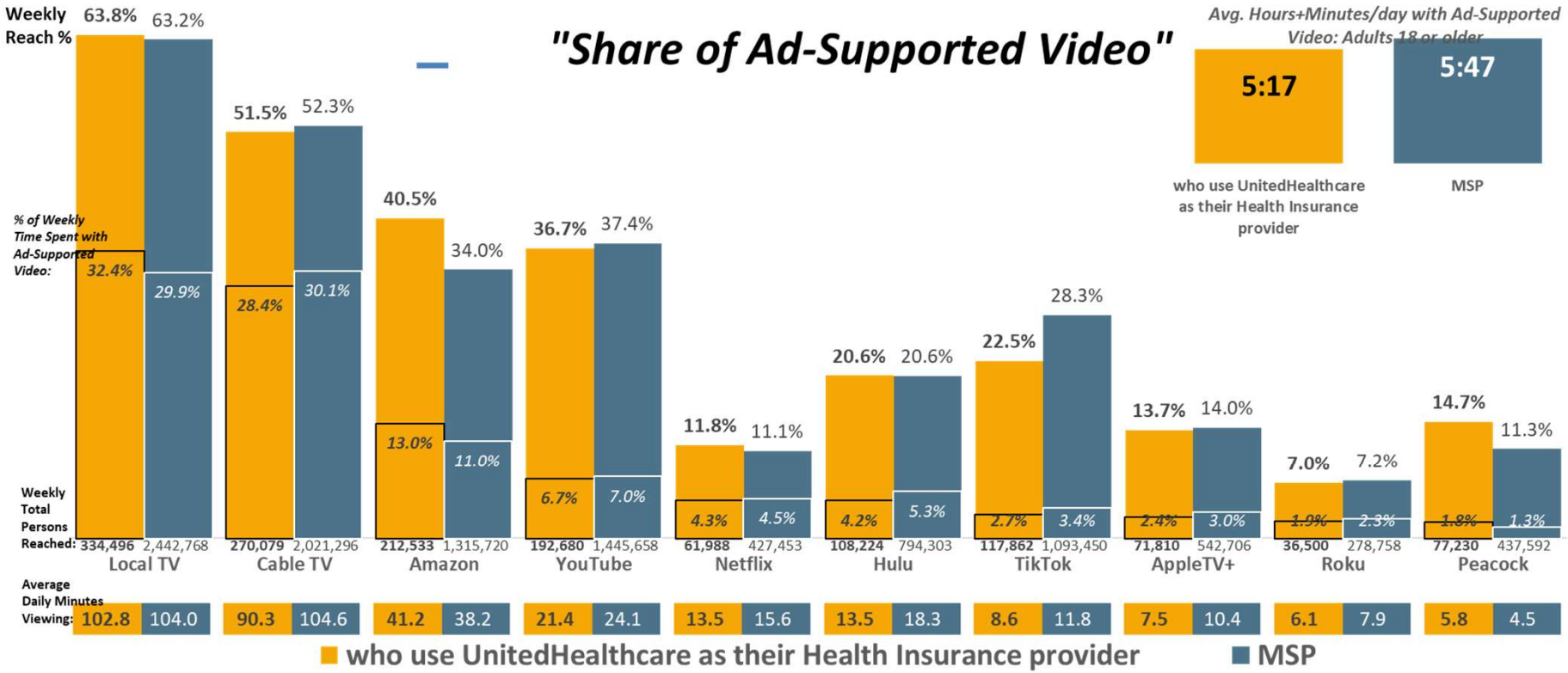
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Health insurance carrier - All types: UnitedHealthcare

334,496 or 63.8% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 102.8 minutes every day representing 32.4% of all time spent daily with Ad-Supported Video.



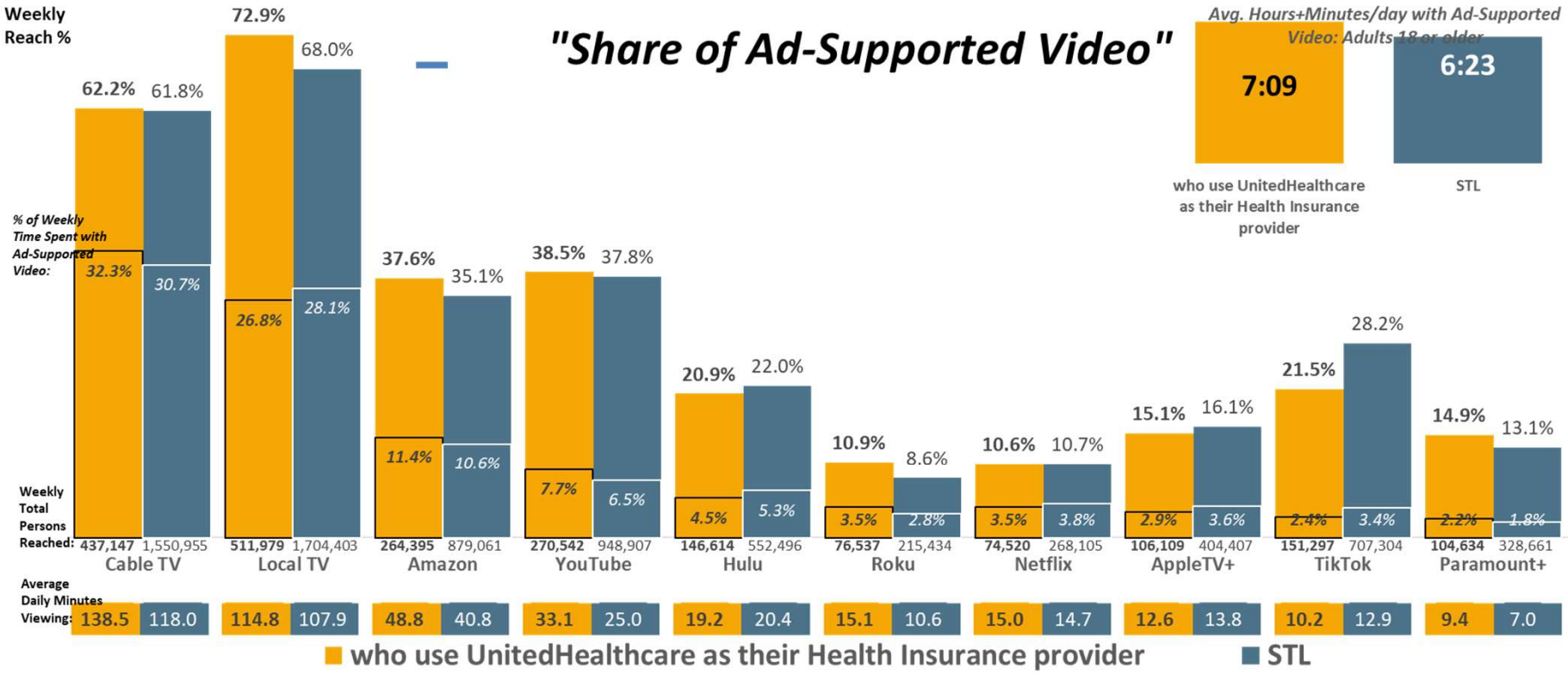
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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Health insurance carrier - All types: UnitedHealthcare

511,979 or 72.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 114.8 minutes every day representing 26.8% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

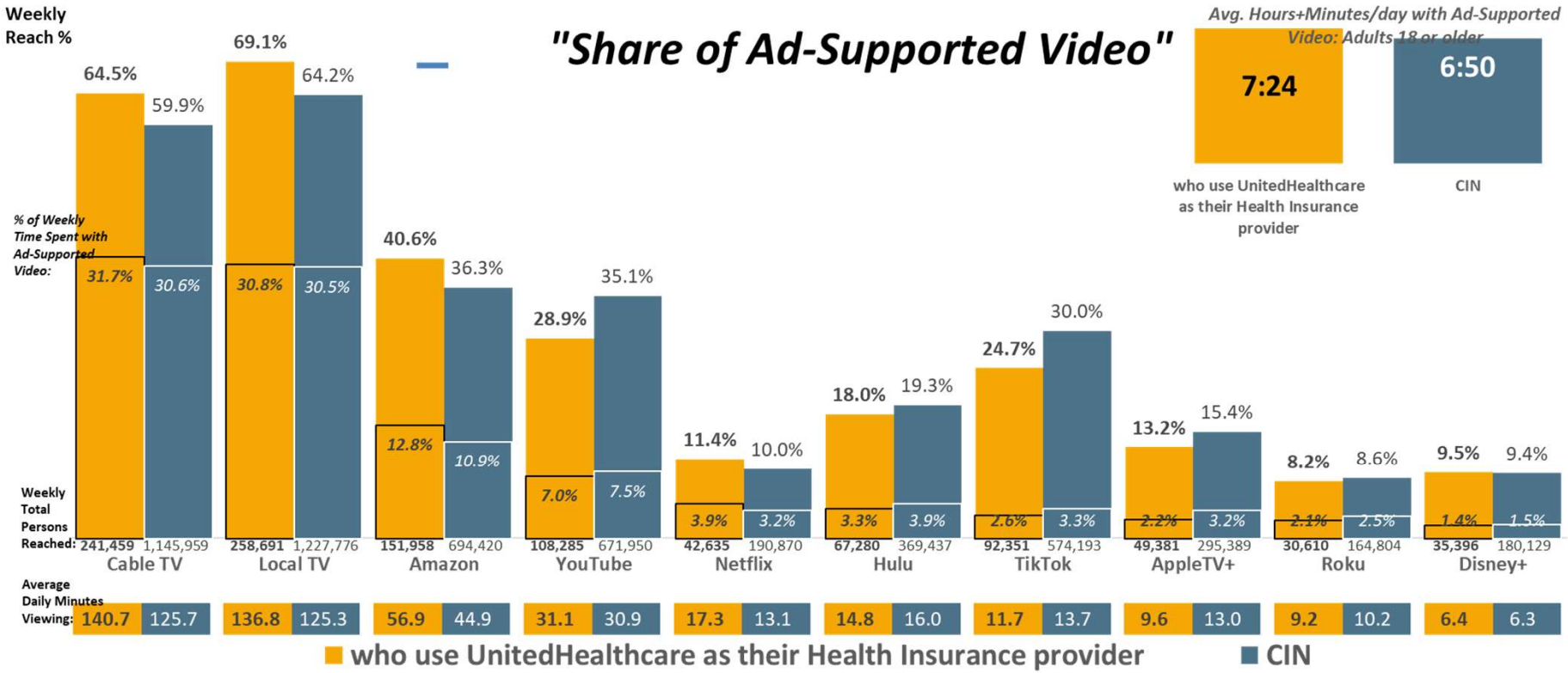
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare CIN

258,691 or 69.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 136.8 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

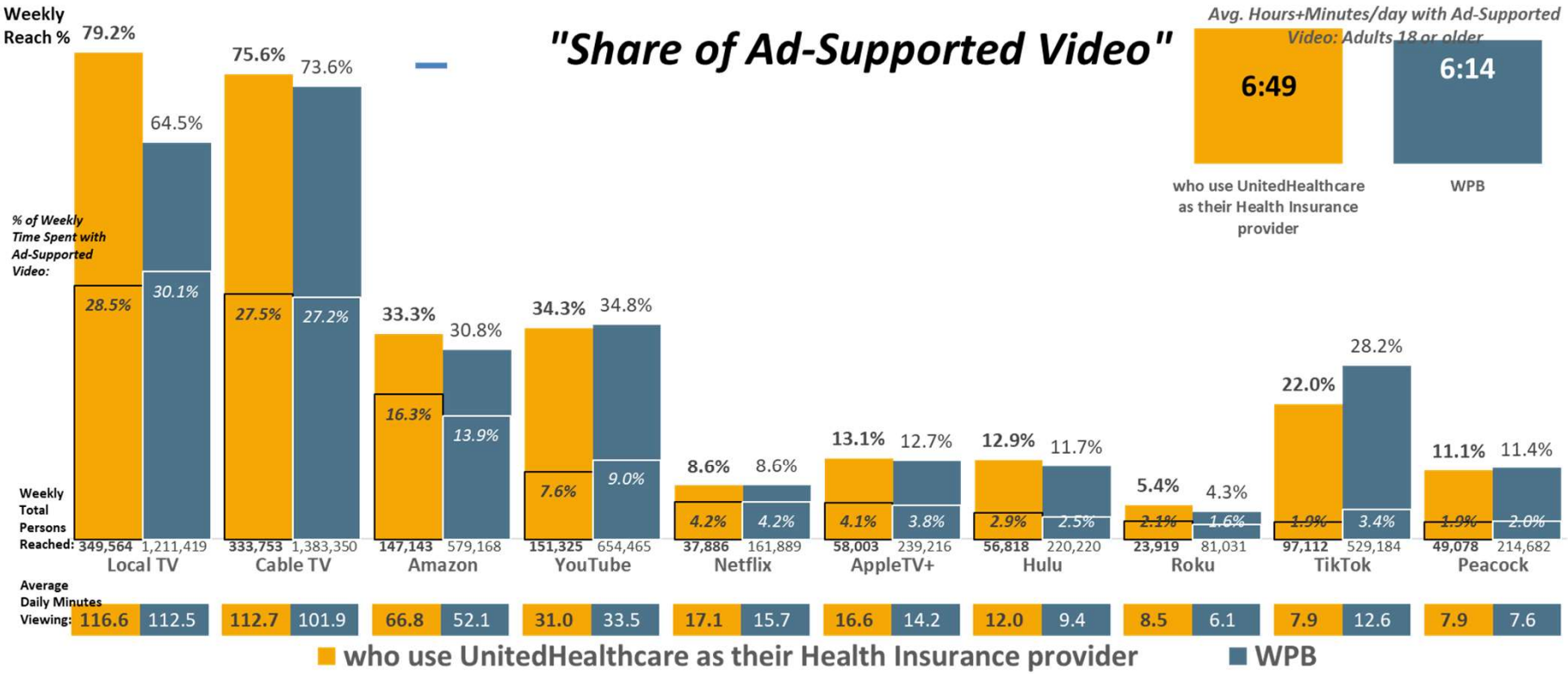
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare WPB

349,564 or 79.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 116.6 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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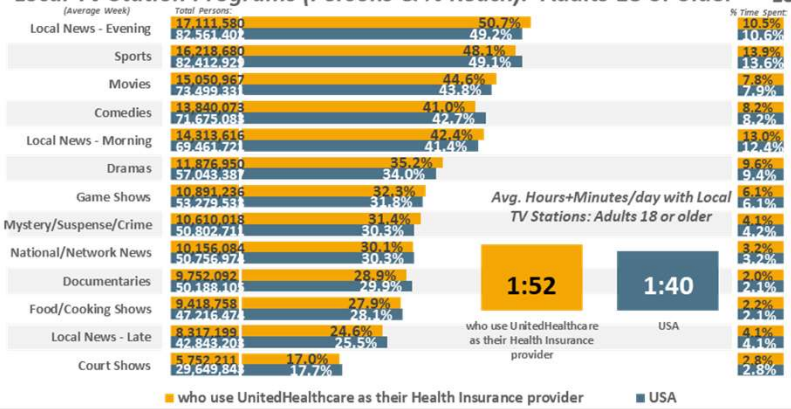
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Health insurance carrier - All types: UnitedHealthcare

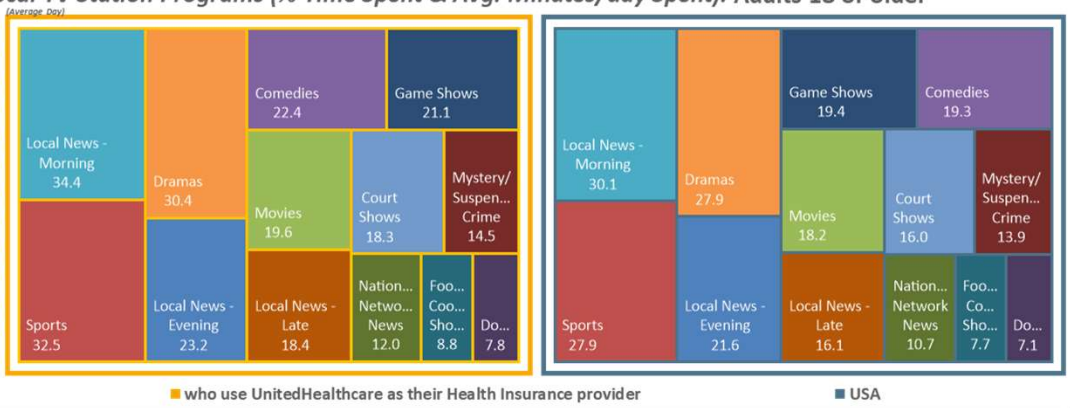
United Healthcare **USA**

33,262,184 or 67.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and Dramas.

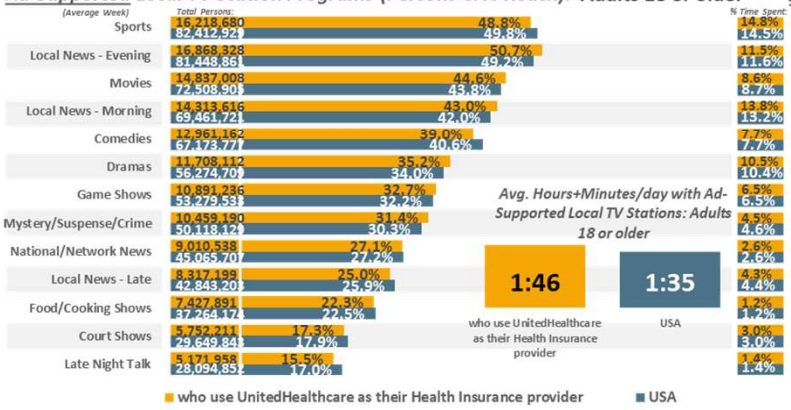
Local TV Station Programs (Persons & % Reach): Adults 18 or older



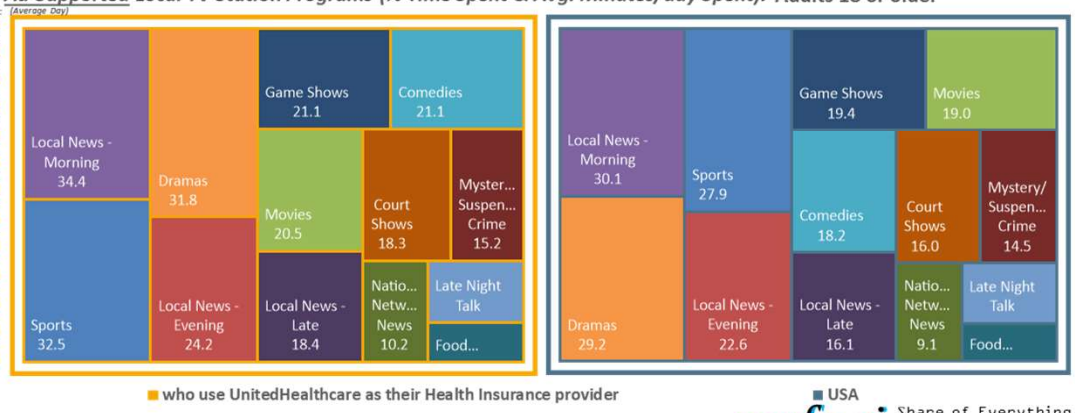
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,864*

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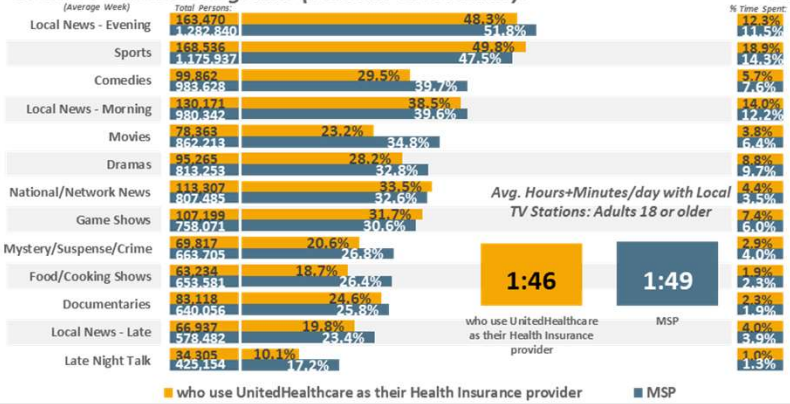
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

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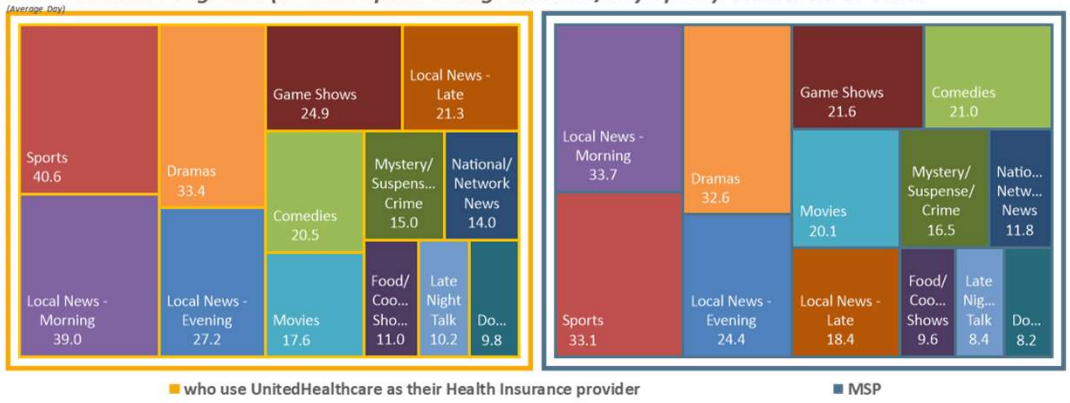
Health insurance carrier - All types: UnitedHealthcare

334,496 or 63.8% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Game Shows, National/Network News, and Dram

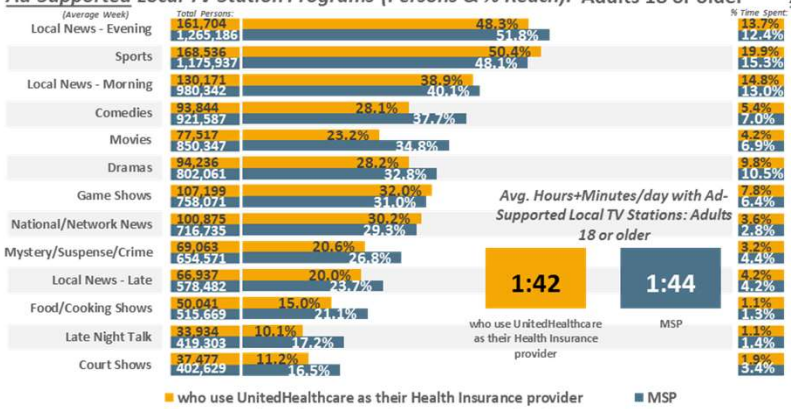
Local TV Station Programs (Persons & % Reach): Adults 18 or older



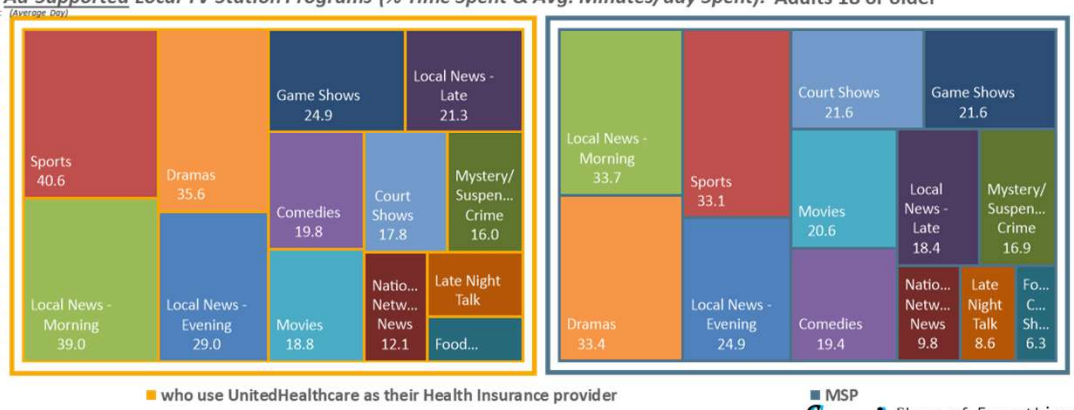
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

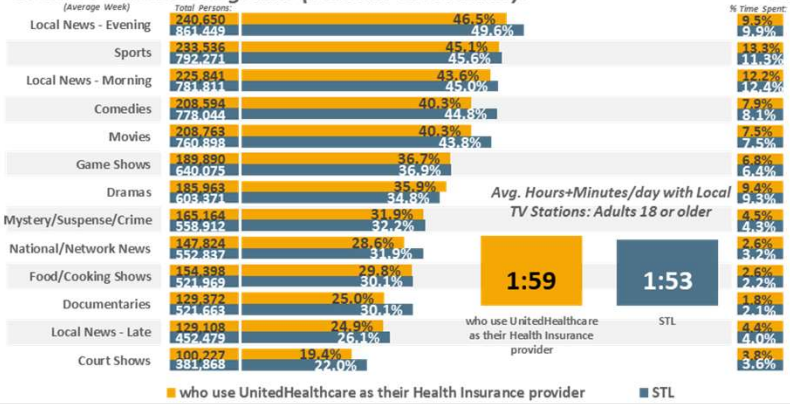
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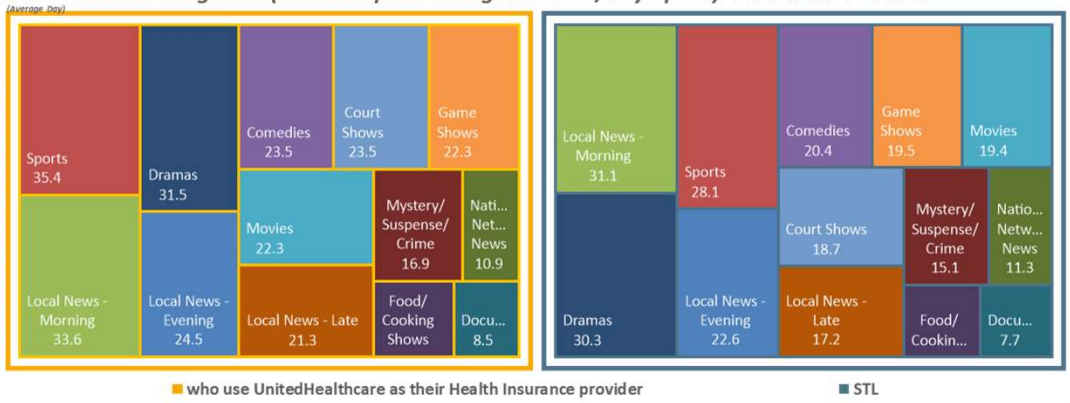
Health insurance carrier - All types: UnitedHealthcare

511,979 or 72.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Movies, Comedies, and Game Shows.

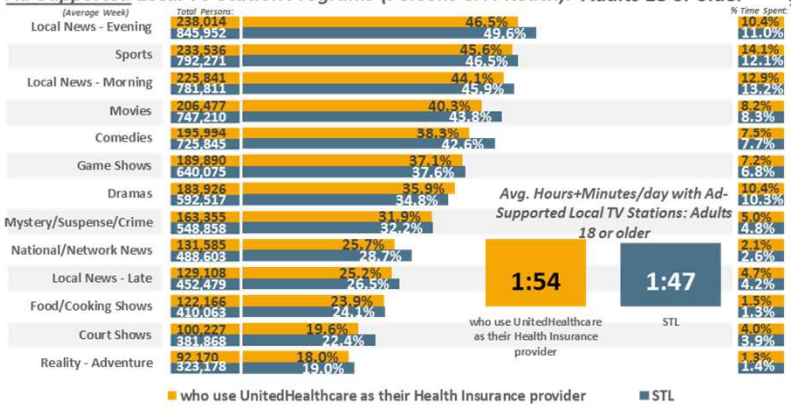
Local TV Station Programs (Persons & % Reach): Adults 18 or older



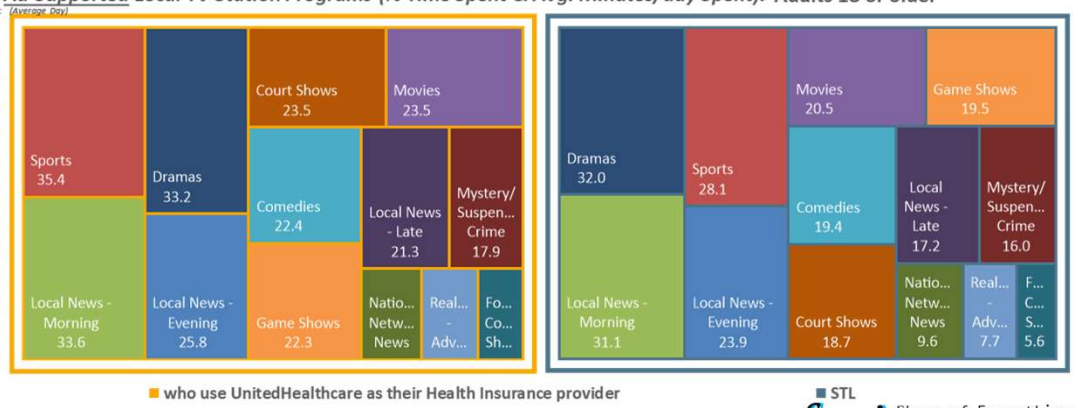
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

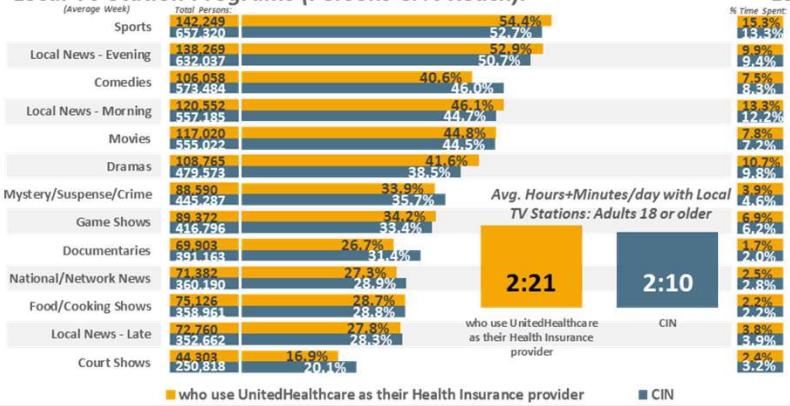
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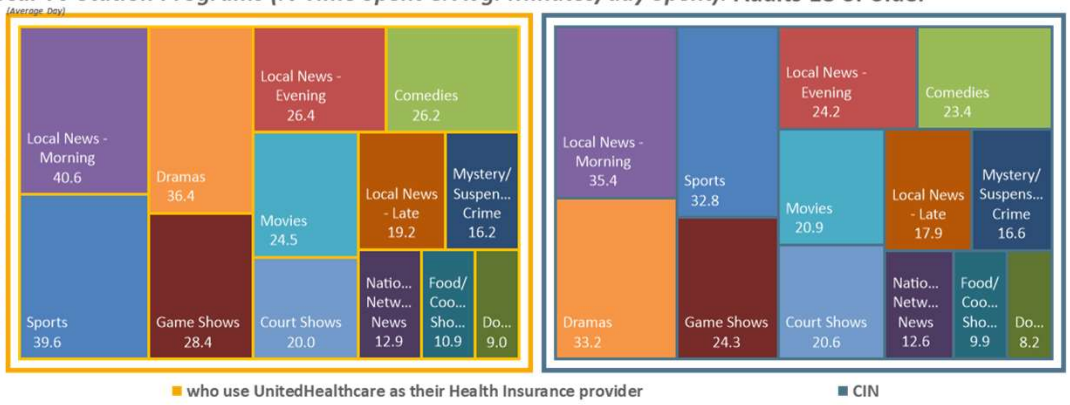
Health insurance carrier - All types: UnitedHealthcare

258,691 or 69.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Movies, Dramas, and Comedies.

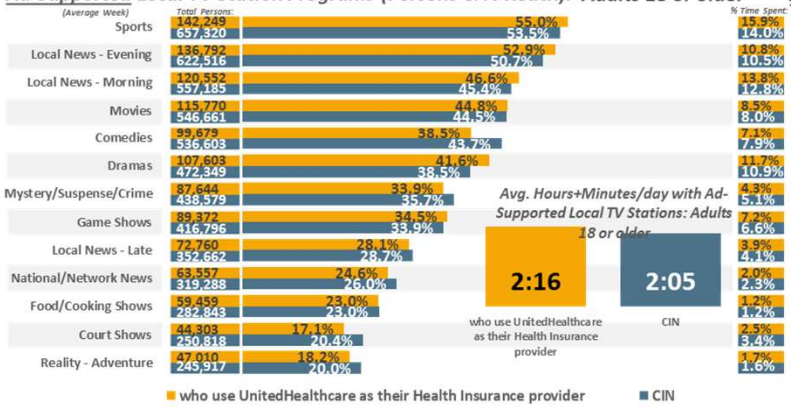
Local TV Station Programs (Persons & % Reach): Adults 18 or older



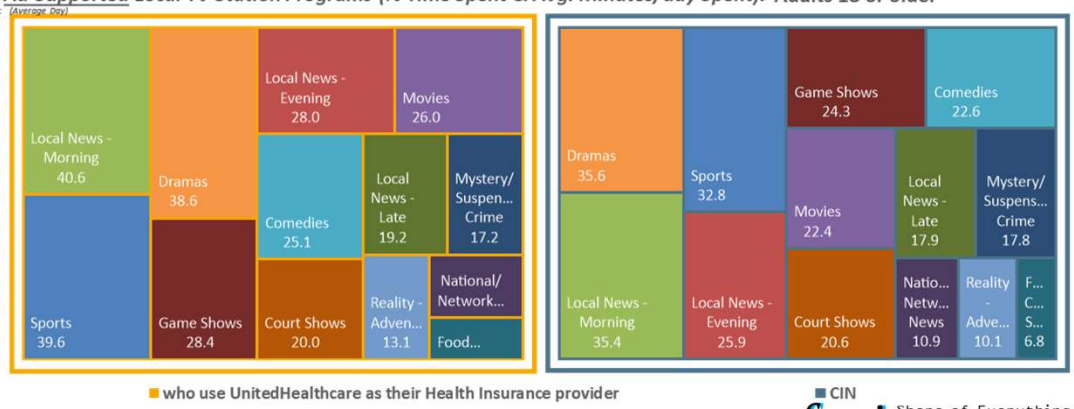
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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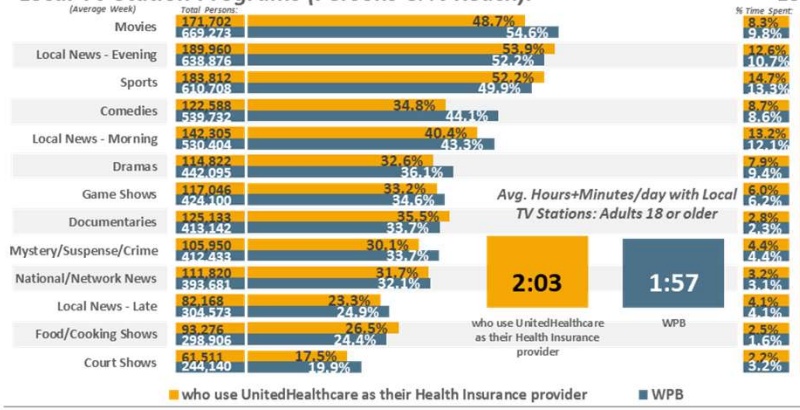
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Health insurance carrier - All types: UnitedHealthcare

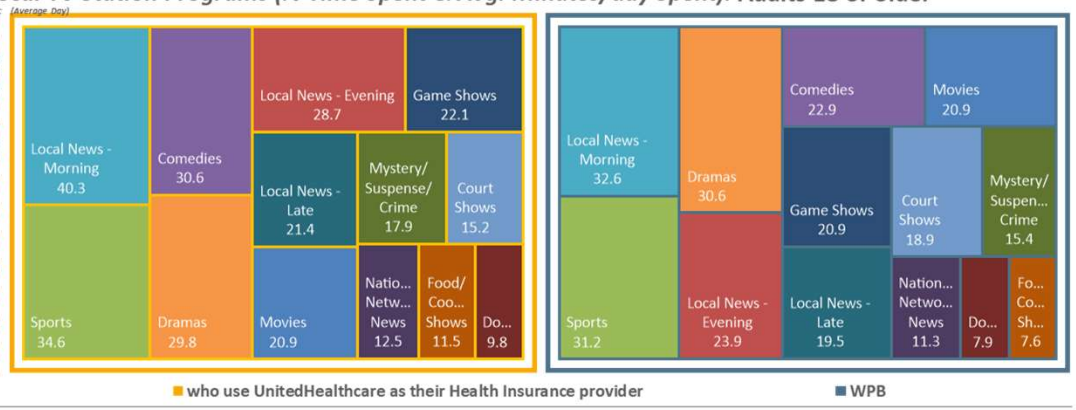
United Healthcare **WPB**

349,564 or 79.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Game Shows, and Comedies.

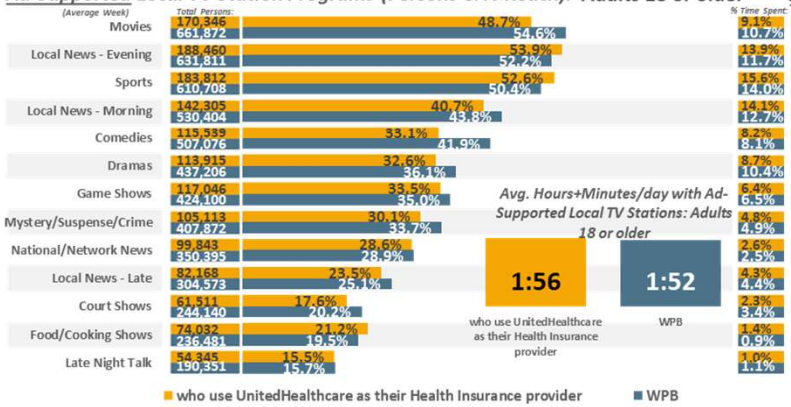
Local TV Station Programs (Persons & % Reach): Adults 18 or older



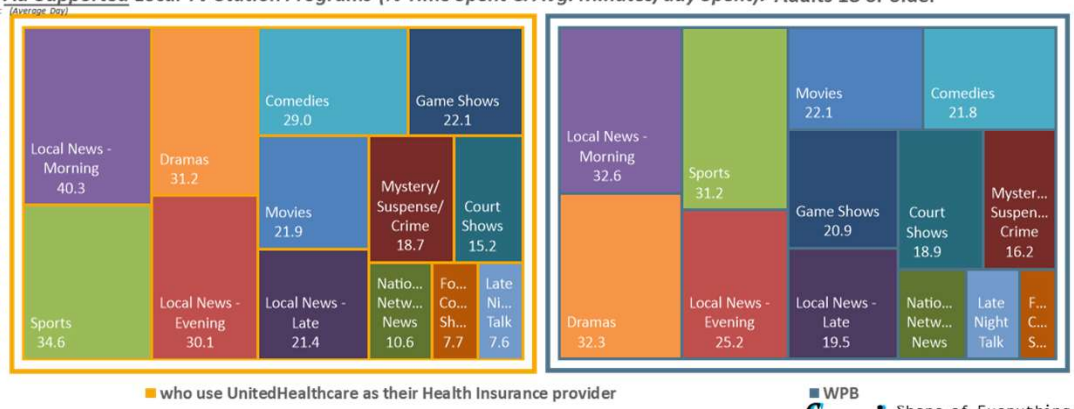
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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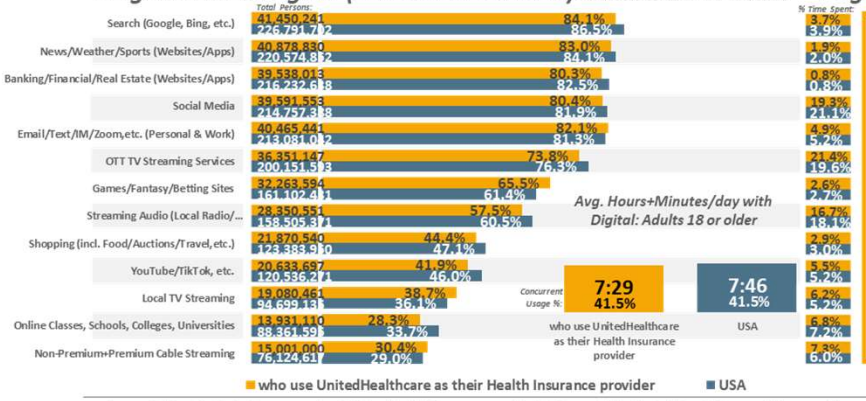
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Health insurance carrier - All types: UnitedHealthcare

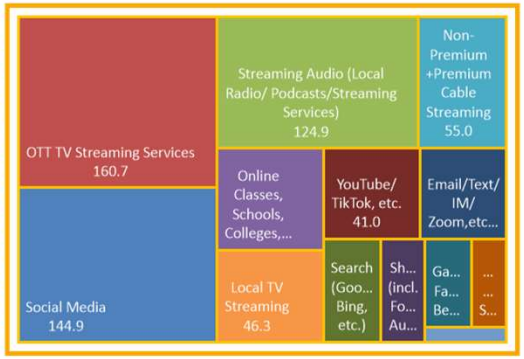
United Healthcare **USA**

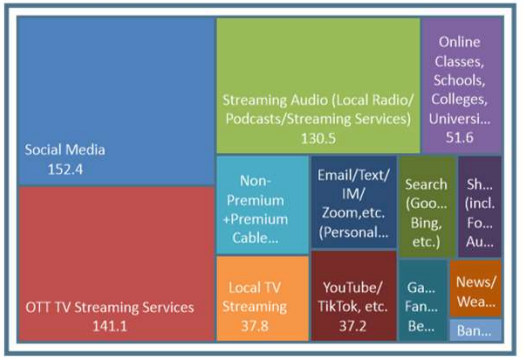
35,657,033 or 72.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 130.5 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

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

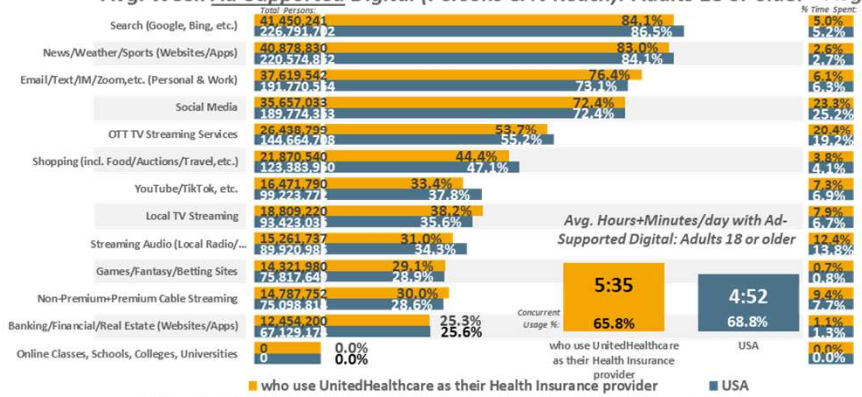


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

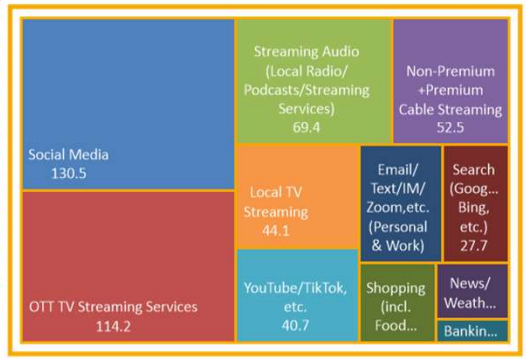


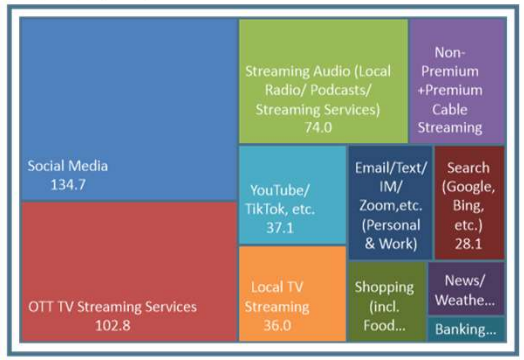


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

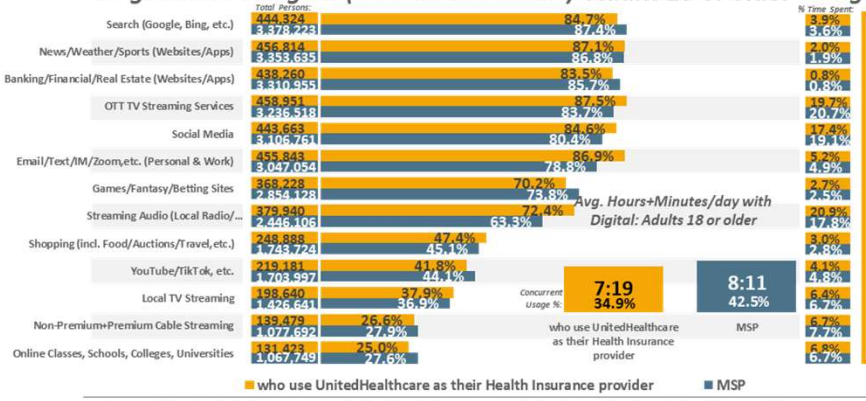
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Health insurance carrier - All types: UnitedHealthcare

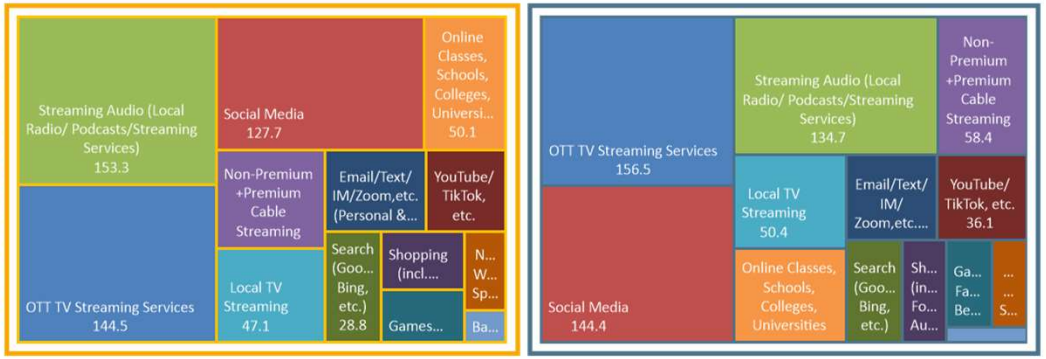
United Healthcare **MSP**

409,913 or 78.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 118. minutes every day representing 22.1% of all time spent daily with Ad-Supported Digital Media.

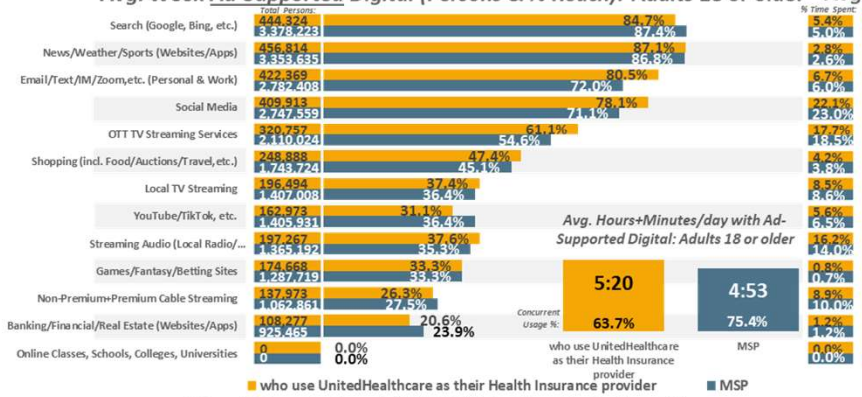
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



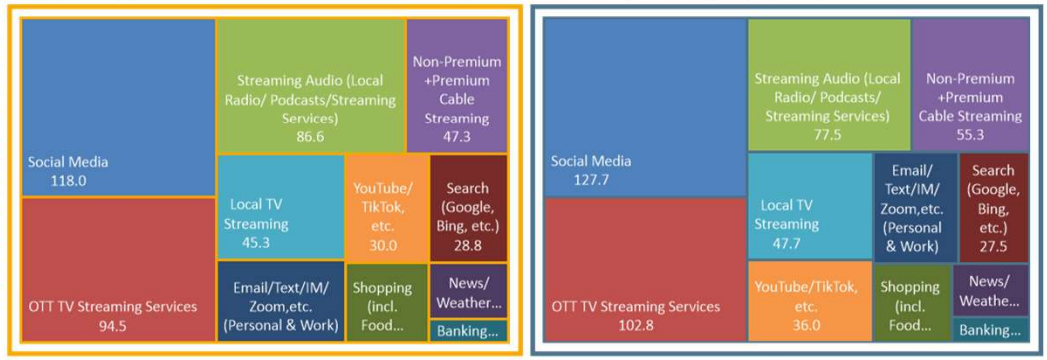
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

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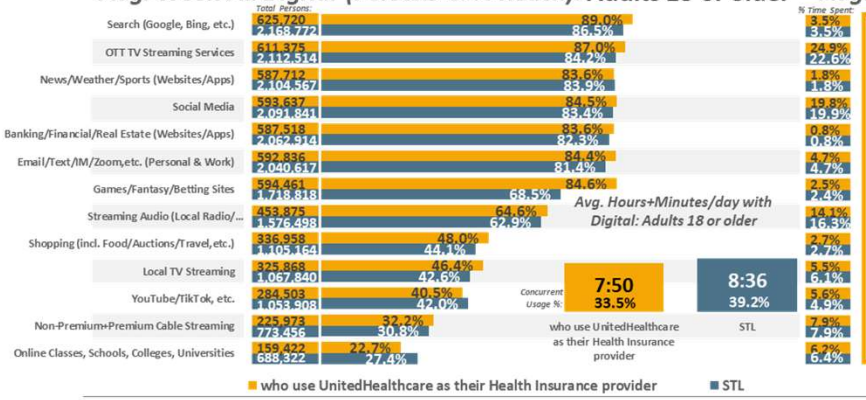
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Health insurance carrier - All types: UnitedHealthcare

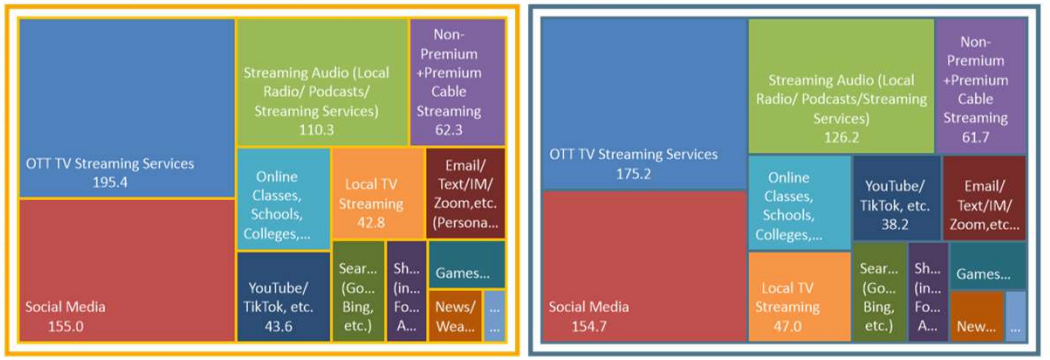
United Healthcare STL

537,775 or 76.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 140.4 minutes every day representing 23.9% of all time spent daily with Ad-Supported Digital Media.

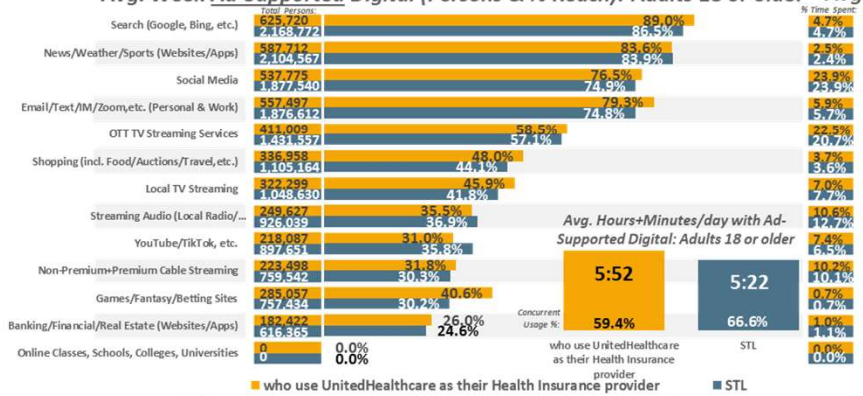
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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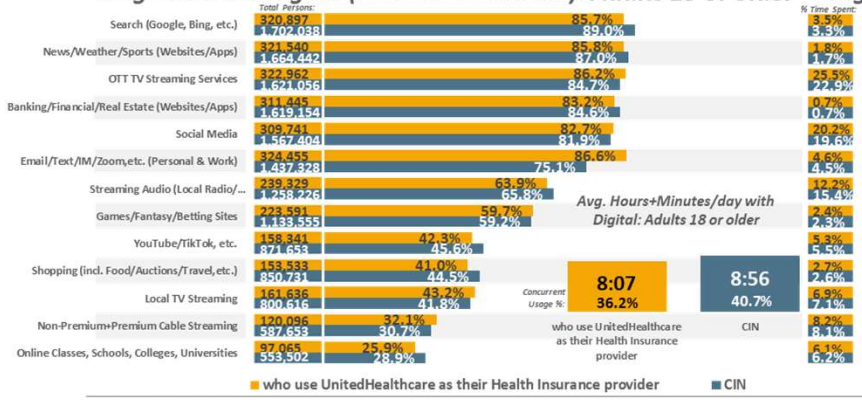
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **CIN**

278,471 or 74.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 147.2 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

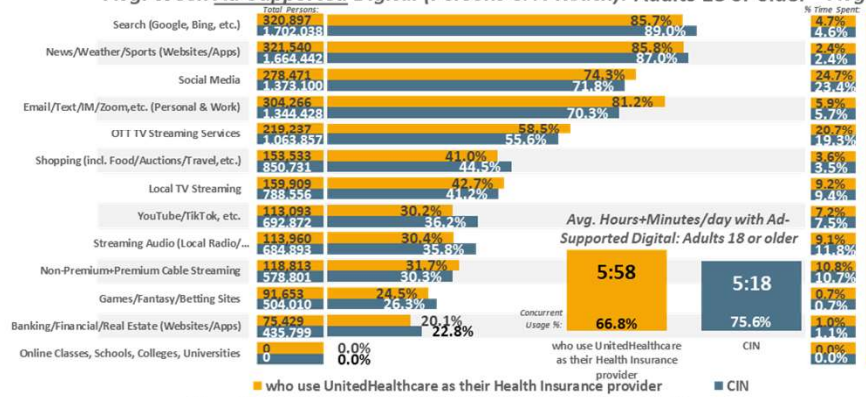
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



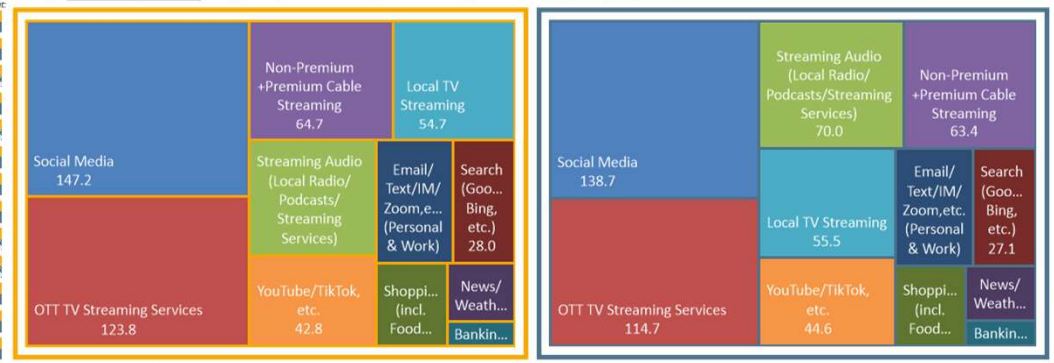
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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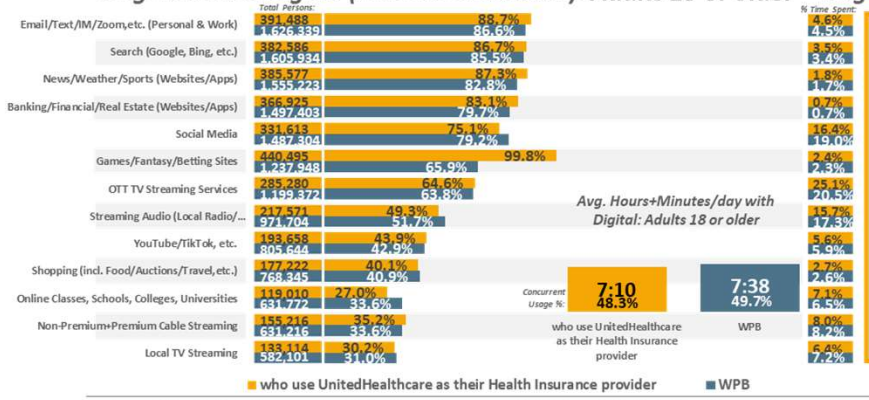
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Health insurance carrier - All types: UnitedHealthcare

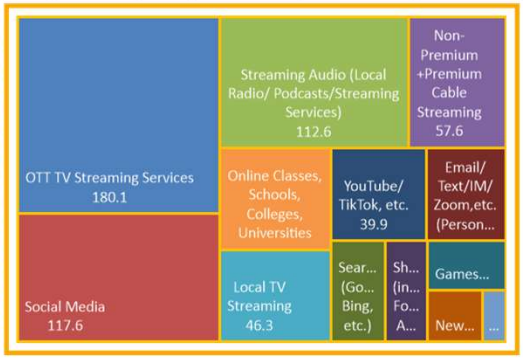
United Healthcare **WPB**

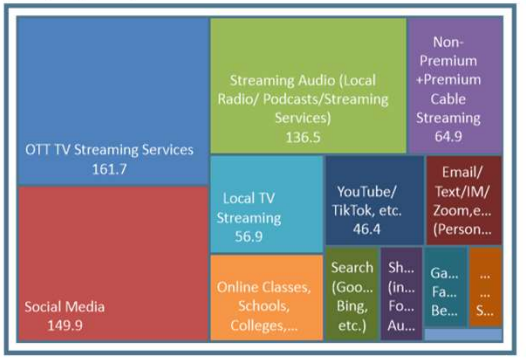
293,453 or 66.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 104. minutes every day representing 19.2% of all time spent daily with Ad-Supported Digital Media.

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

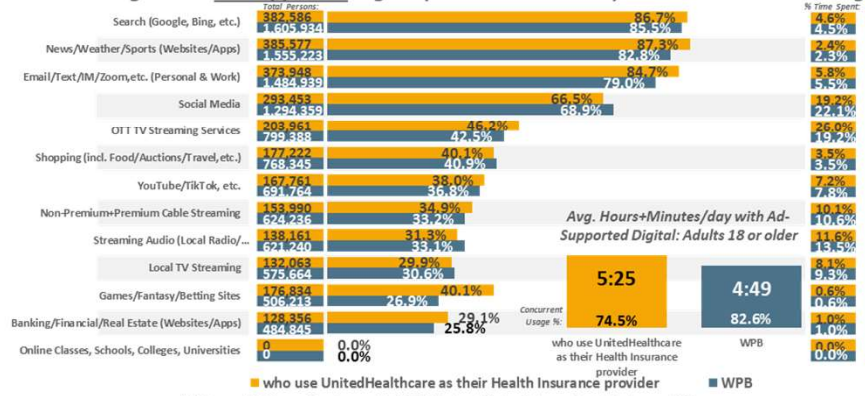


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

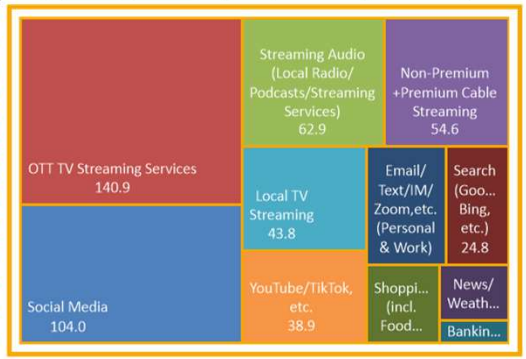


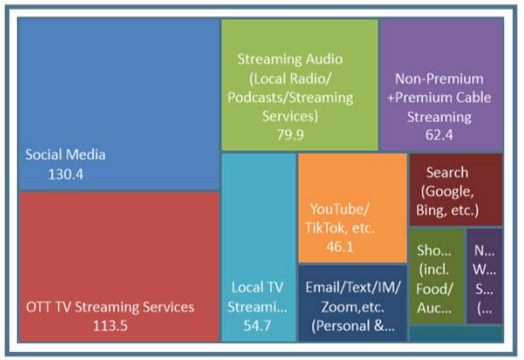


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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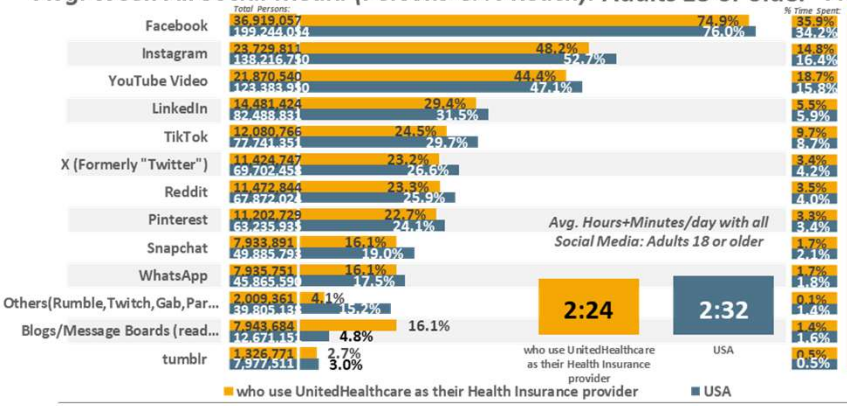
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Health insurance carrier - All types: UnitedHealthcare

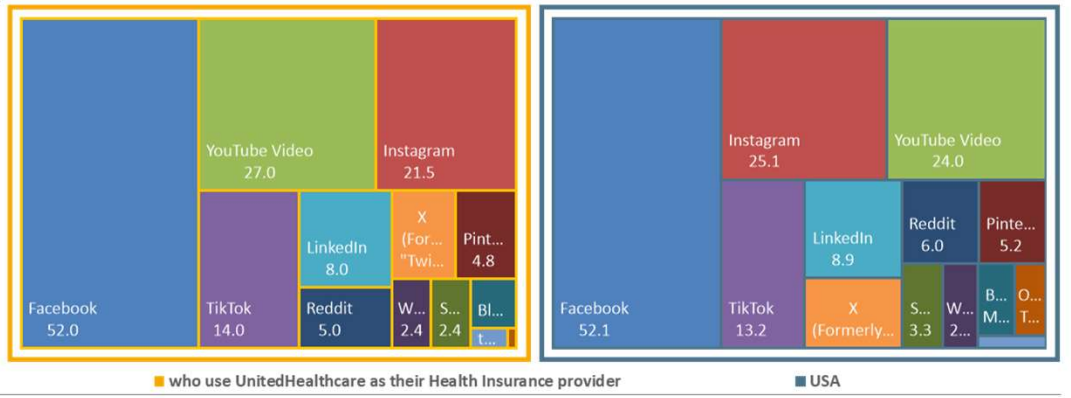
United Healthcare **USA**

35,657,033 or 72.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 45.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

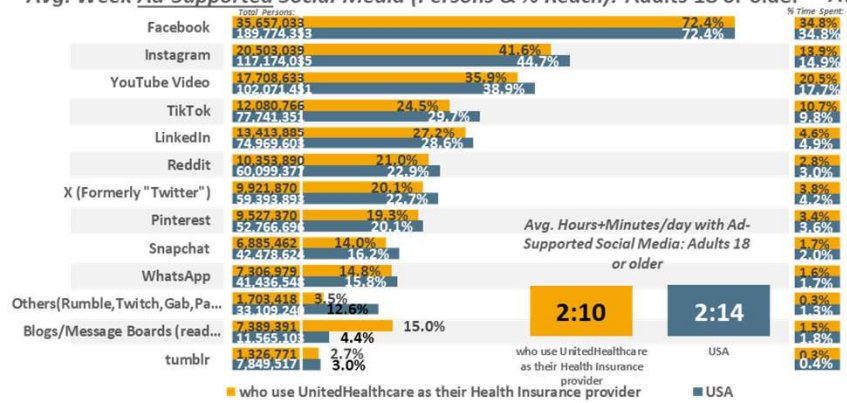
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



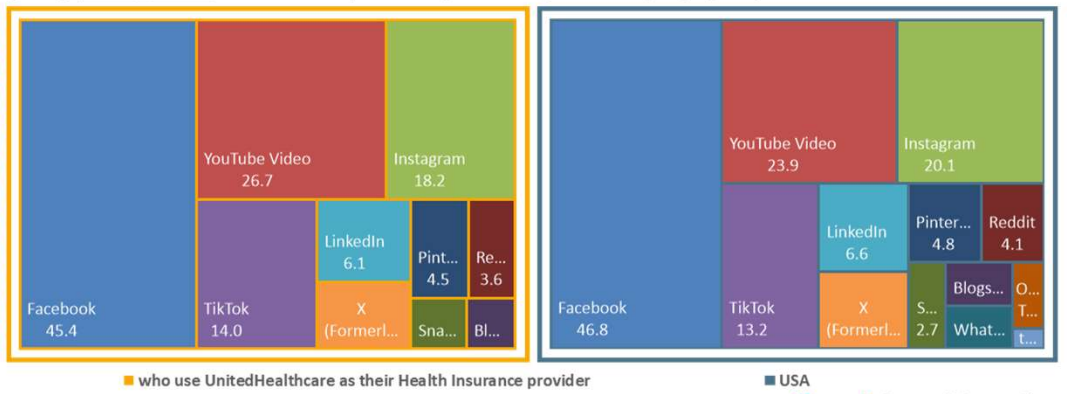
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

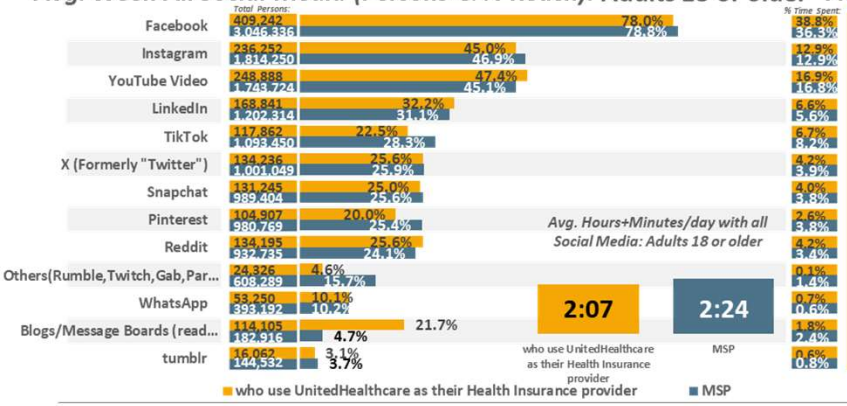
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Health insurance carrier - All types: UnitedHealthcare

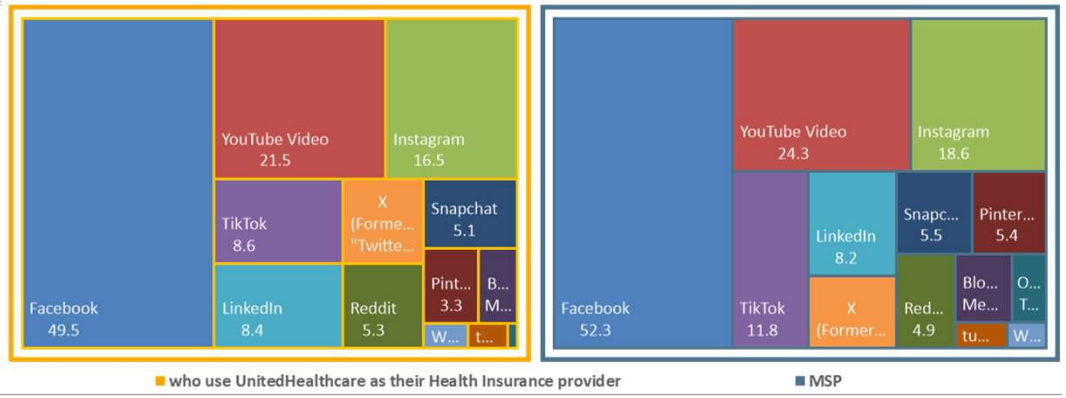
United Healthcare **MSP**

409,242 or 78.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 45.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.

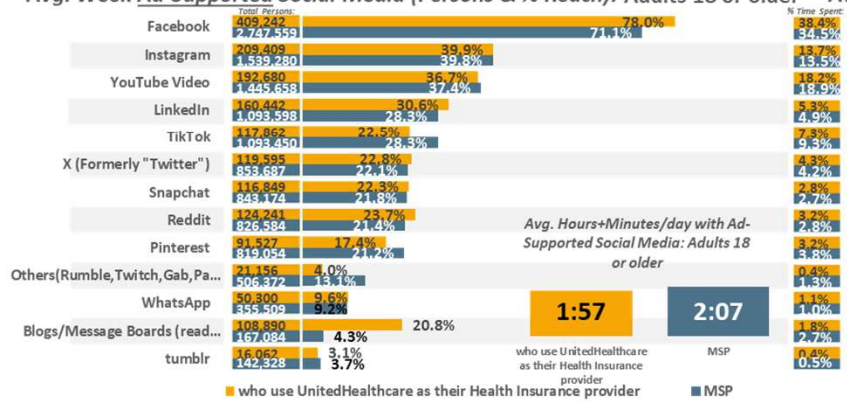
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



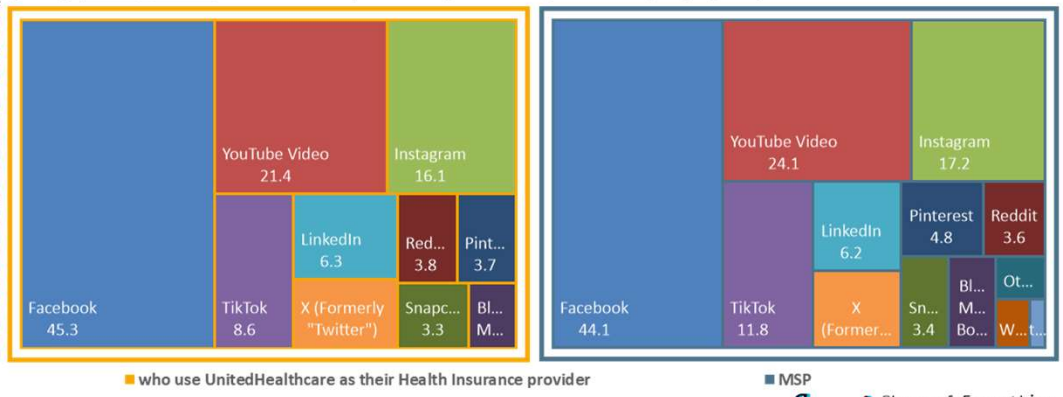
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

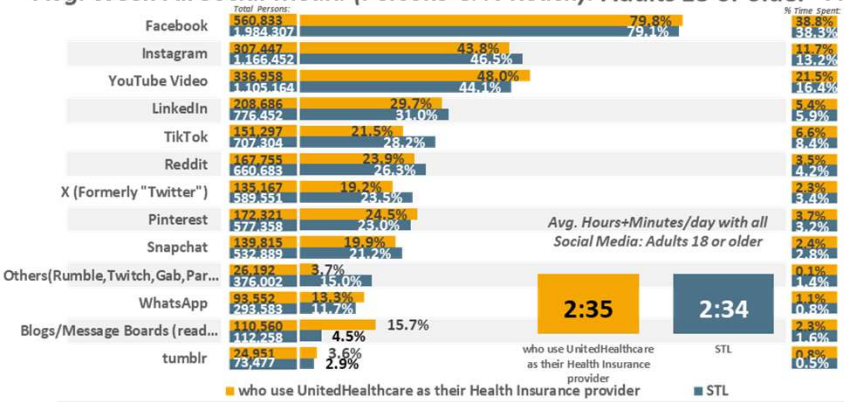
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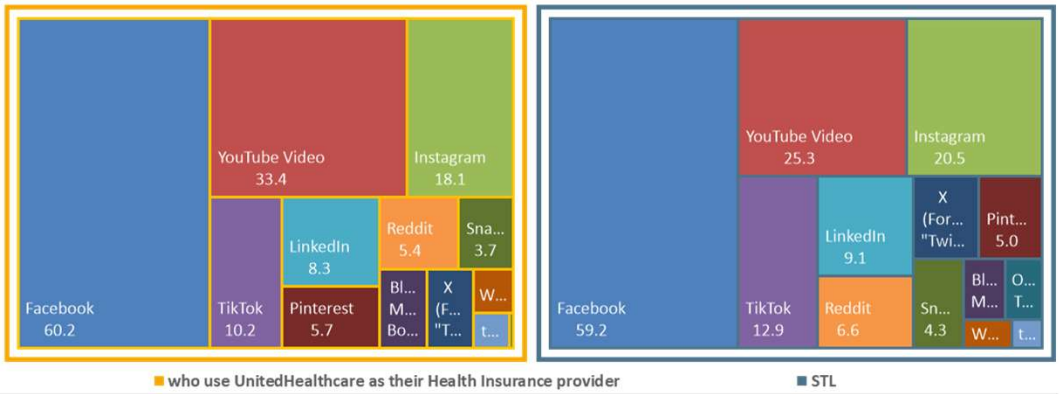
Health insurance carrier - All types: UnitedHealthcare

537,775 or 76.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 50.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

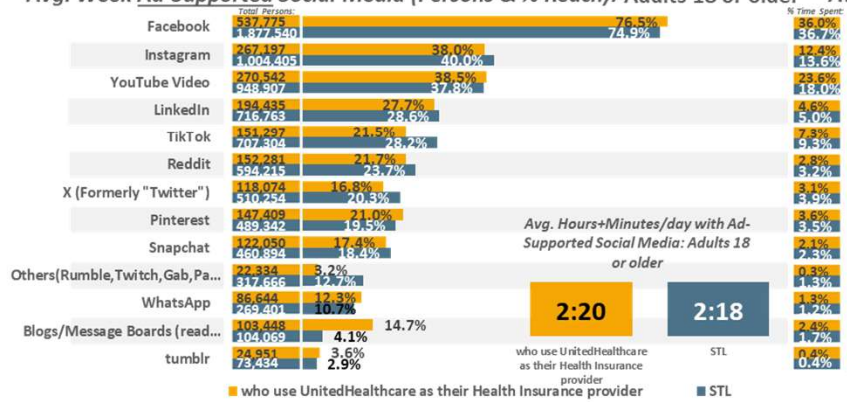
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



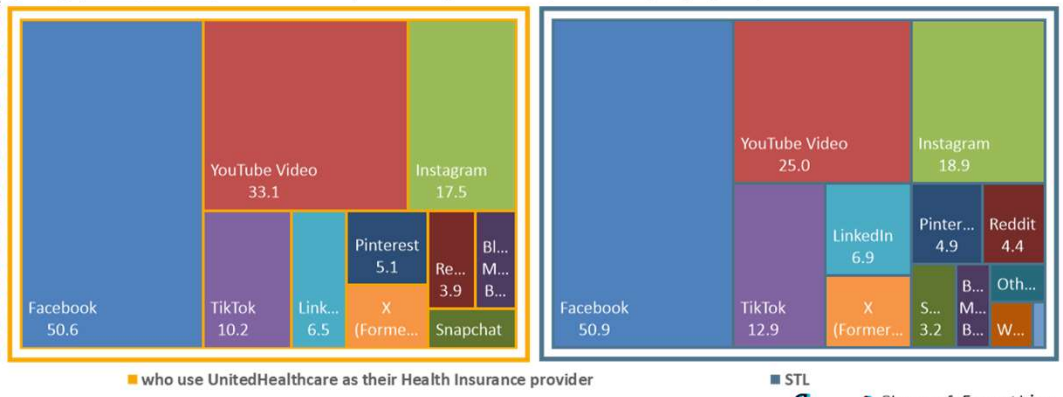
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

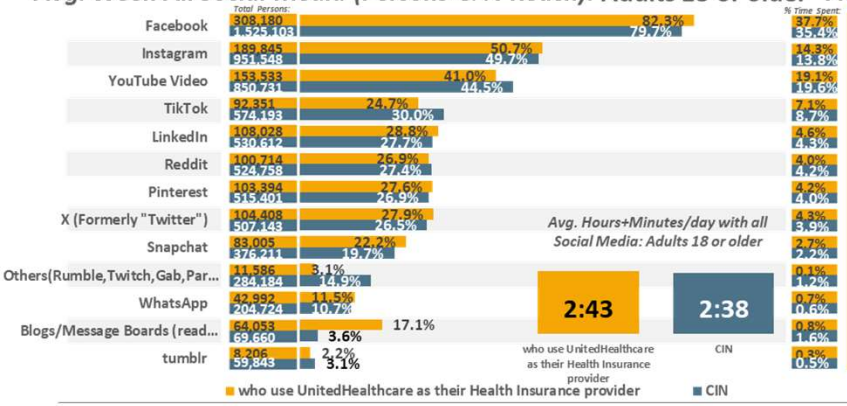
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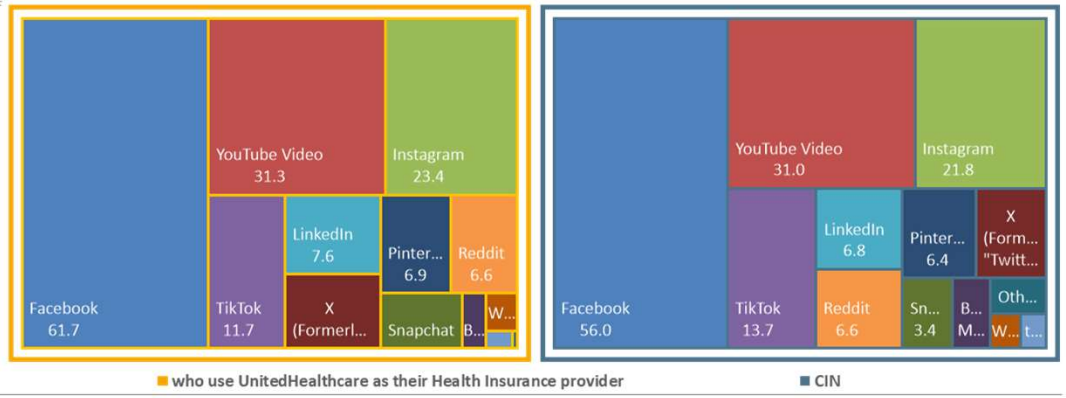
Health insurance carrier - All types: UnitedHealthcare

278,471 or 74.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 52.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

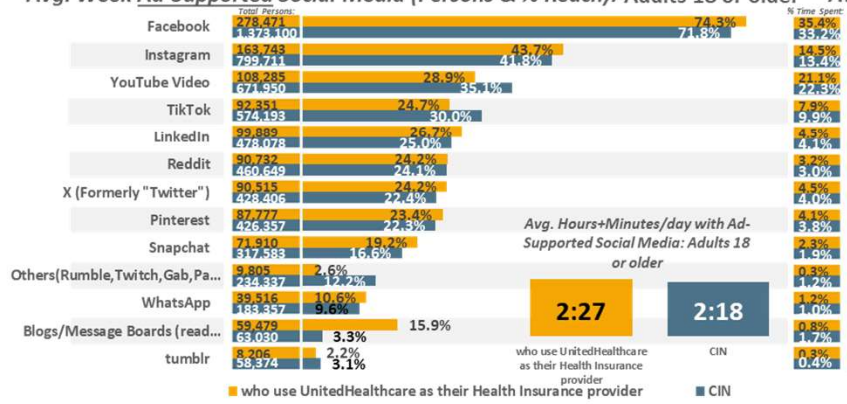
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



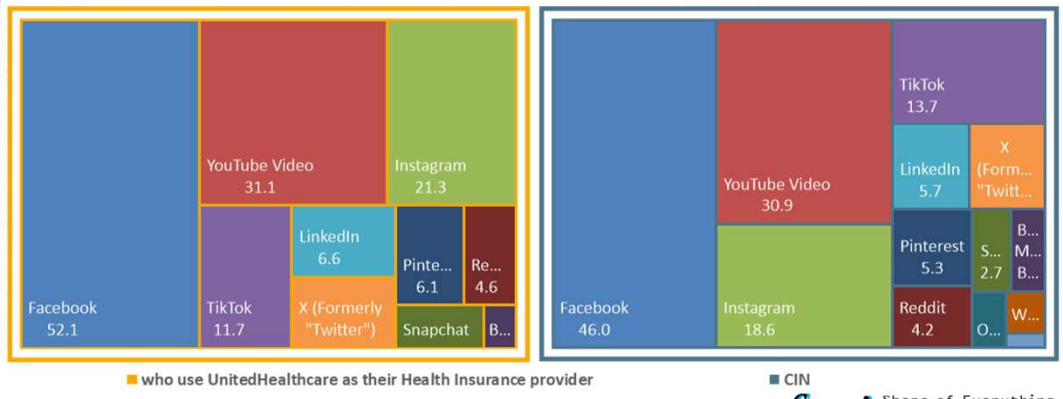
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

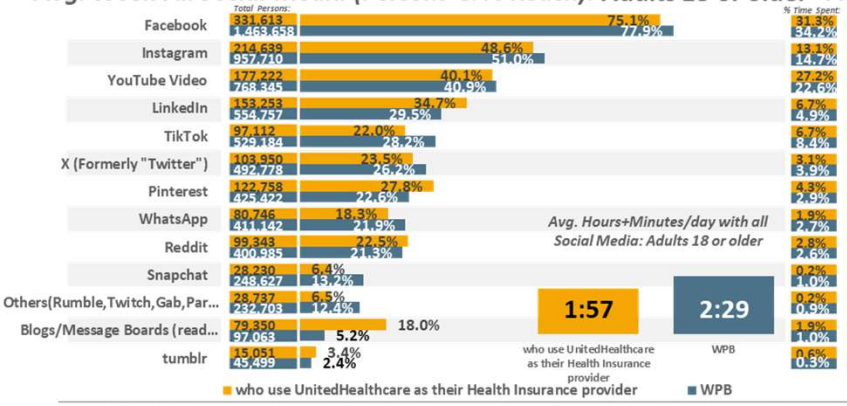
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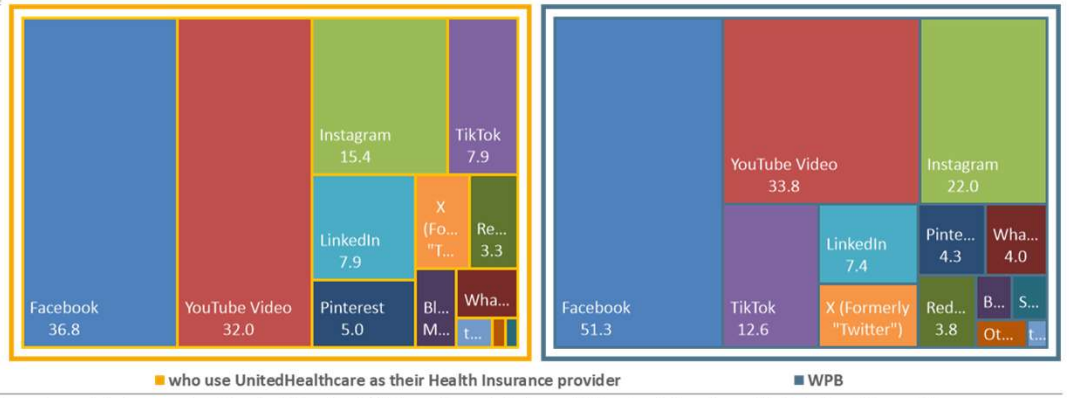
Health insurance carrier - All types: UnitedHealthcare

151,325 or 34.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported YouTube Video for an average of 31. minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

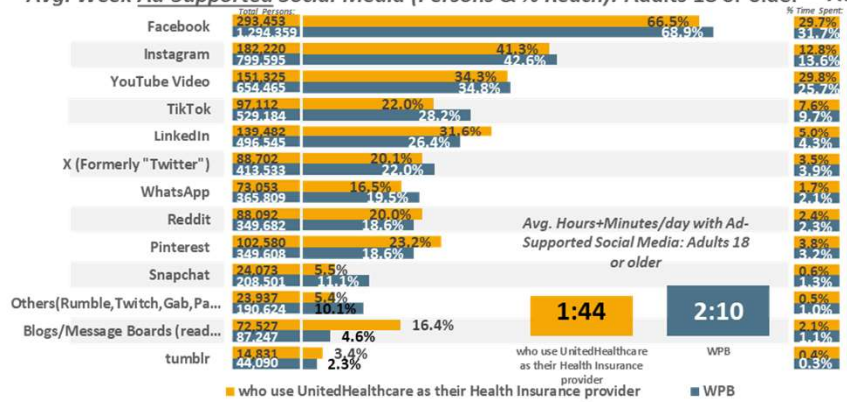
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



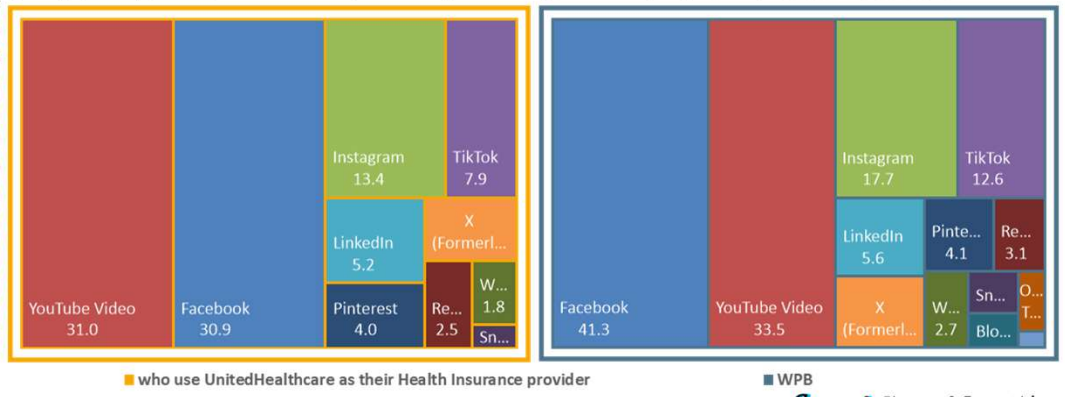
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

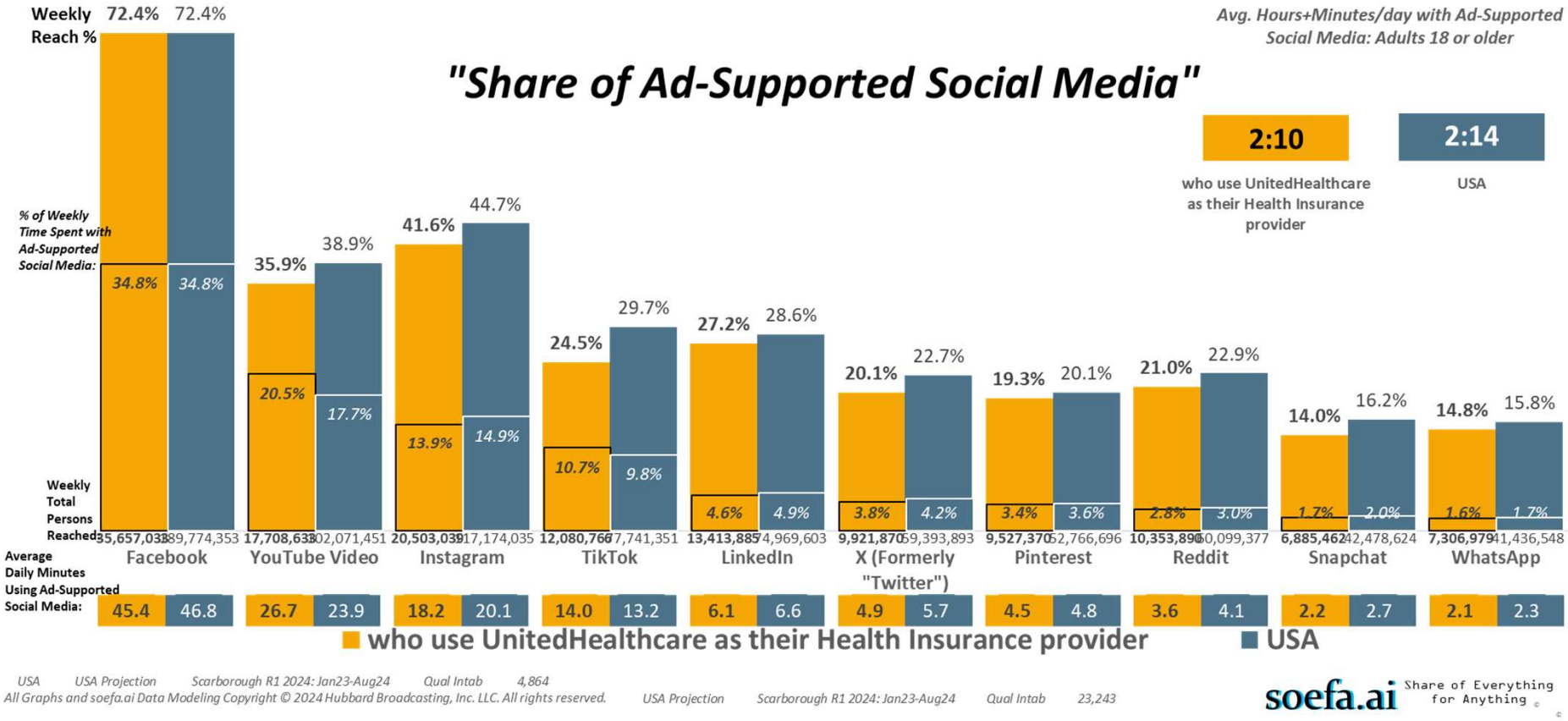
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare USA

35,657,033 or 72.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 45.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

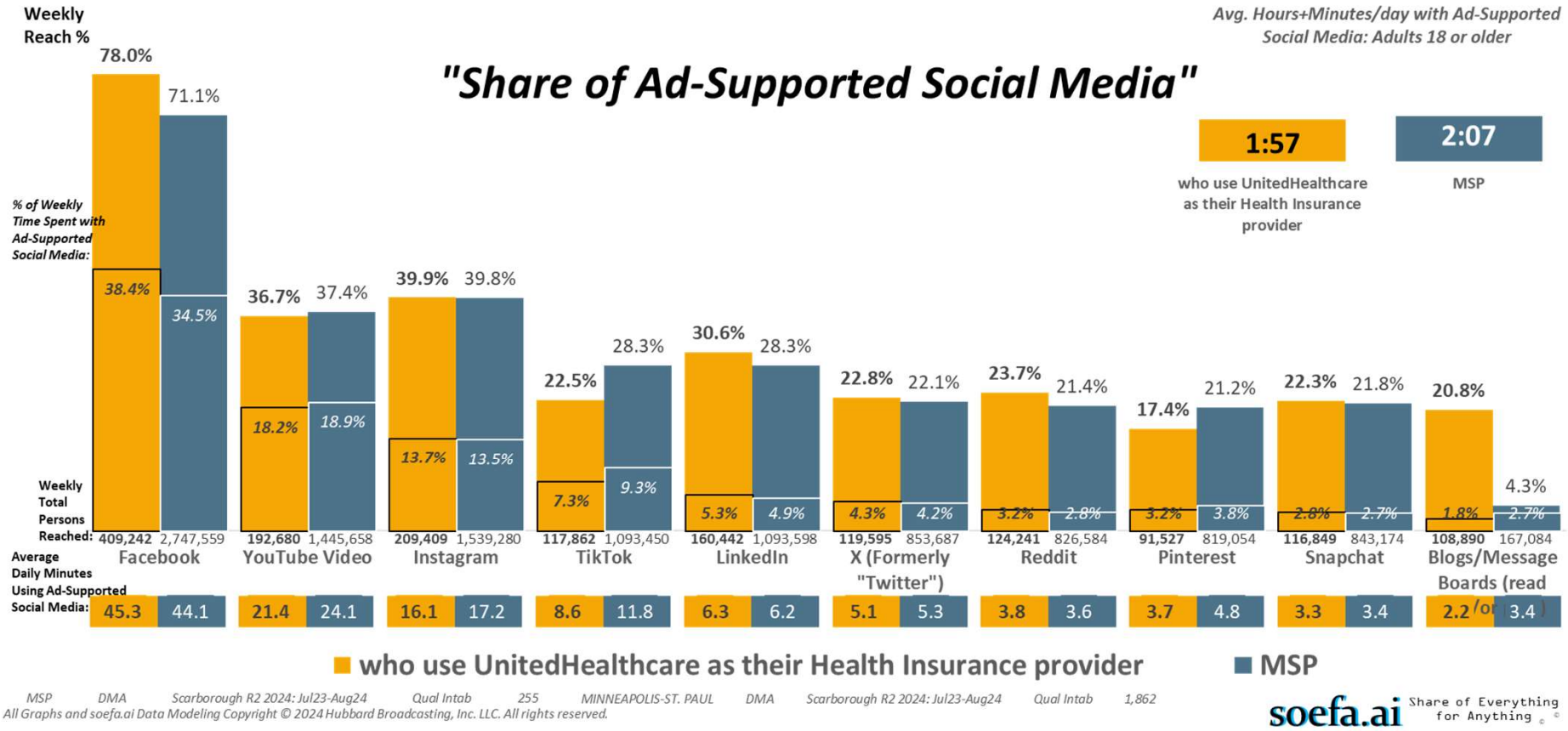
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Health insurance carrier - All types: UnitedHealthcare

409,242 or 78.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 45.3 minutes every day representing 38.4% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

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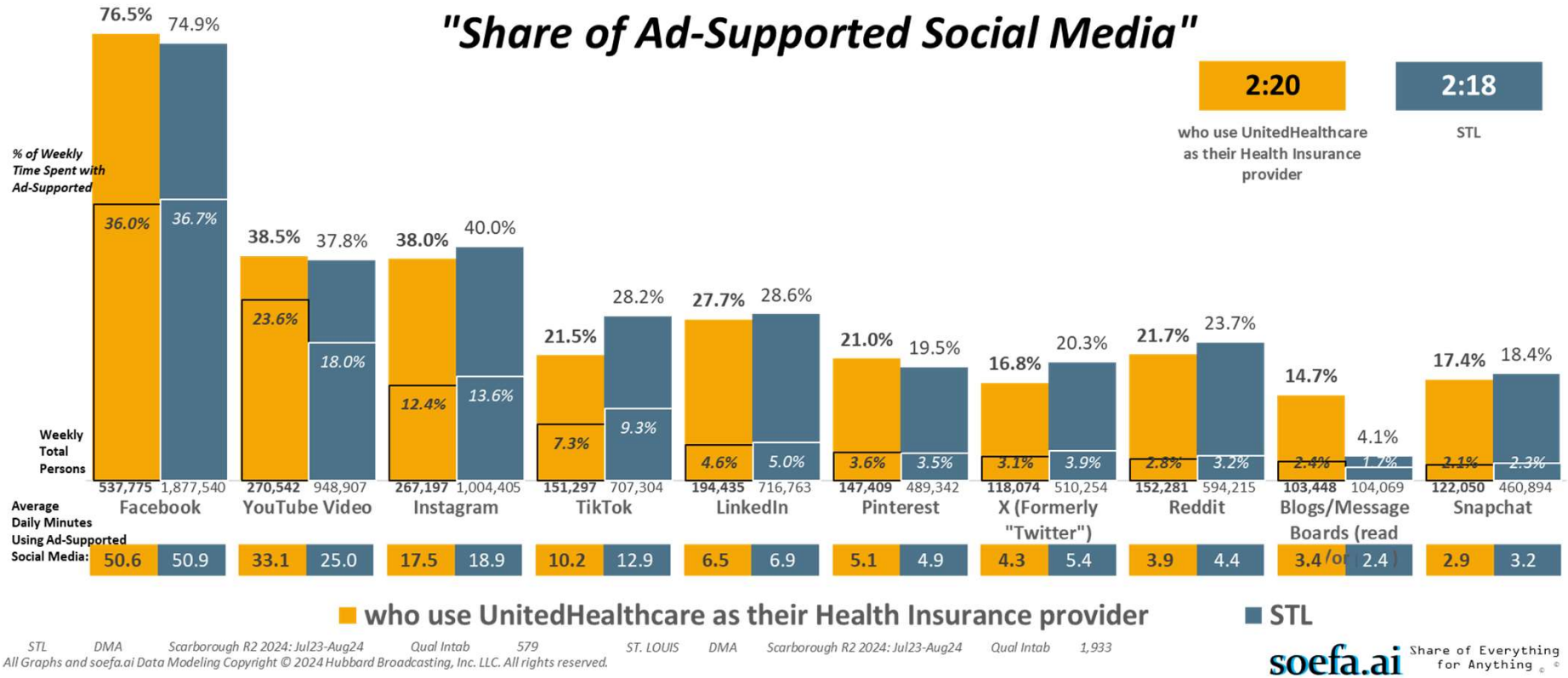
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Health insurance carrier - All types: UnitedHealthcare

537,775 or 76.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 50.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

Weekly

Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 18 or older



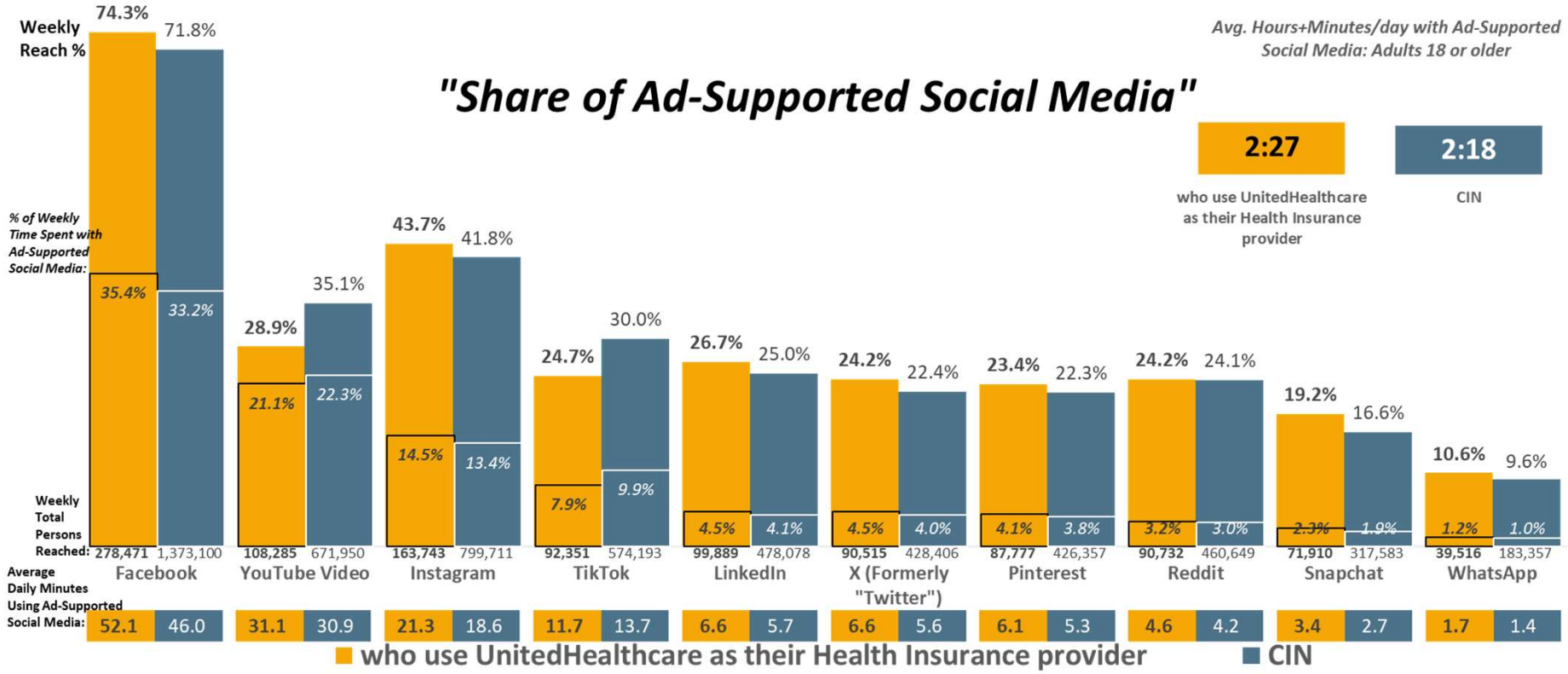
STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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Health insurance carrier - All types: UnitedHealthcare

278,471 or 74.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 52.1 minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.



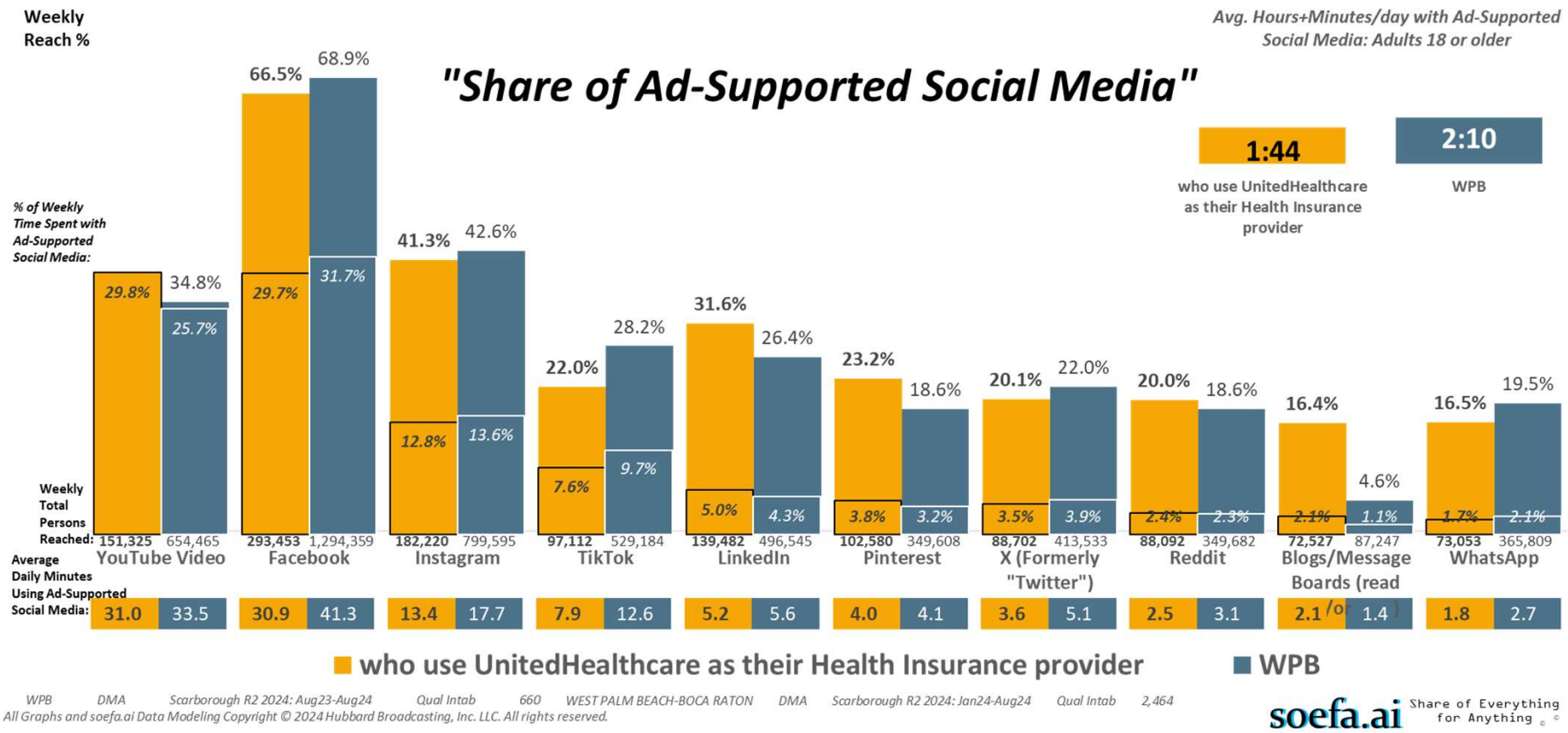
CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

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Health insurance carrier - All types: UnitedHealthcare

151,325 or 34.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported YouTube Video for an average of 31. minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

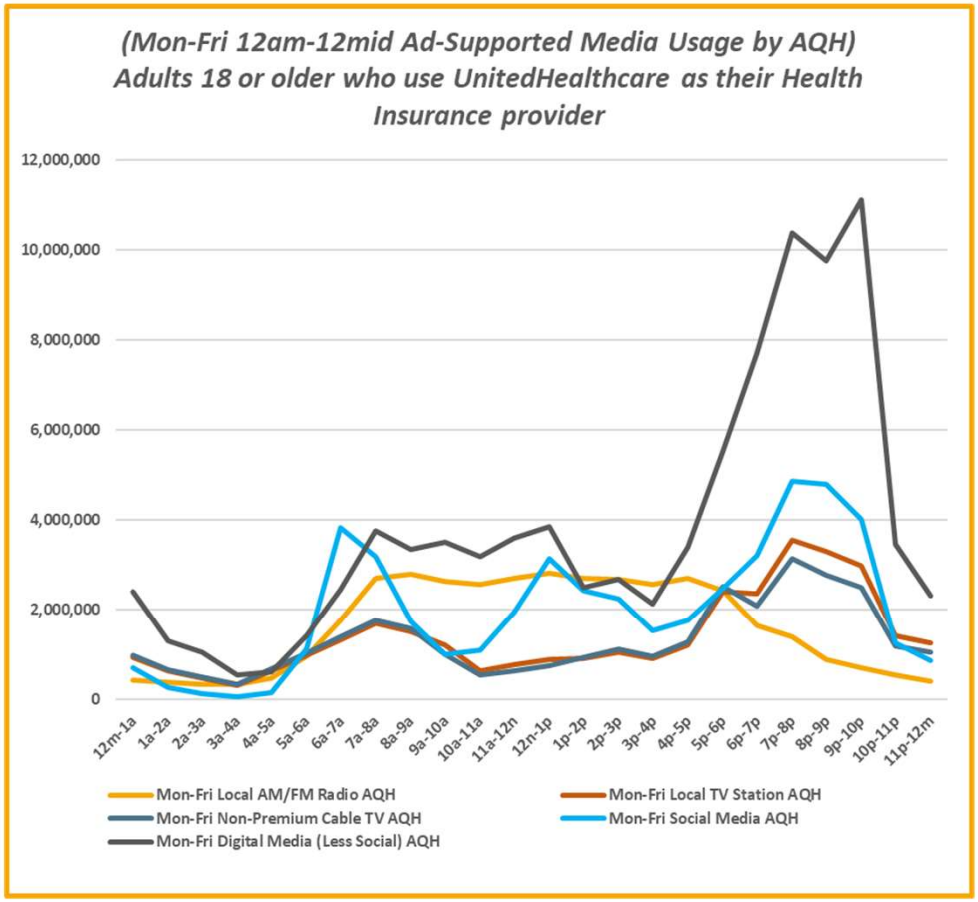
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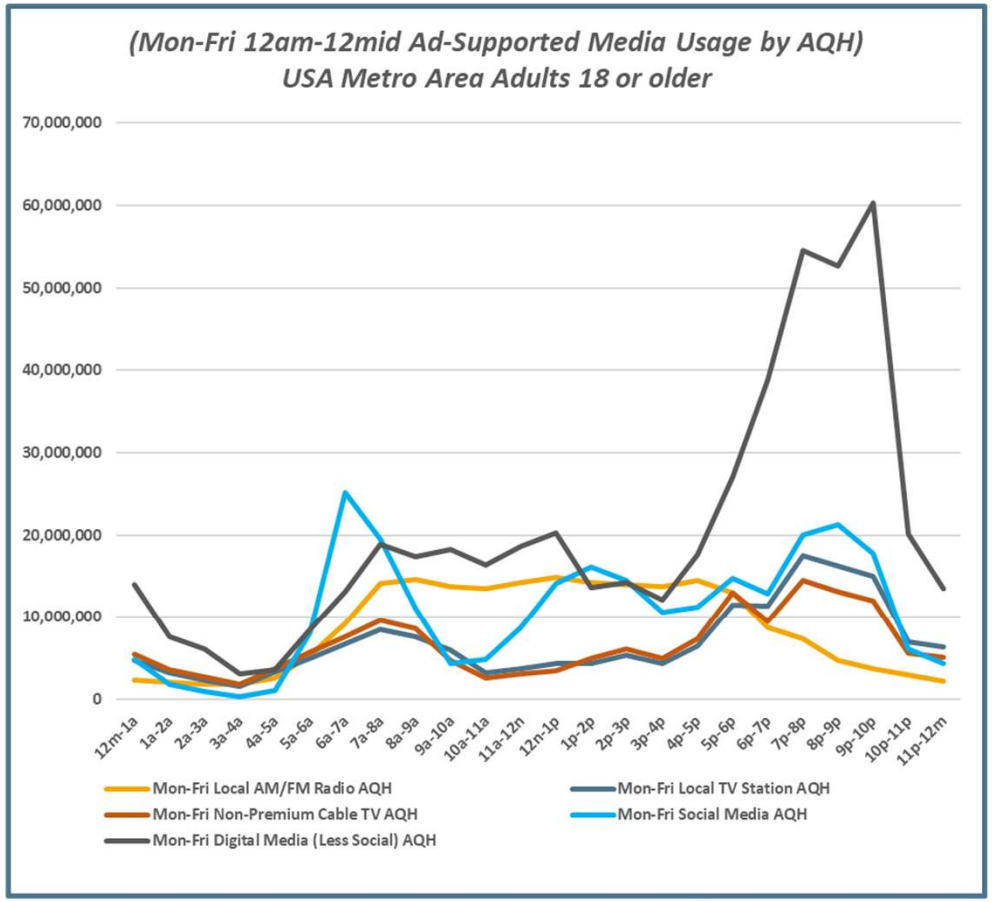
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,665,181; Local Radio: 2,514,493; Social Media: 2,274,226; Local TV: 1,294,899; Non-Prem. Cable: 1,271,504 reaching Adults 18 or older who use UnitedHealthcare as their





USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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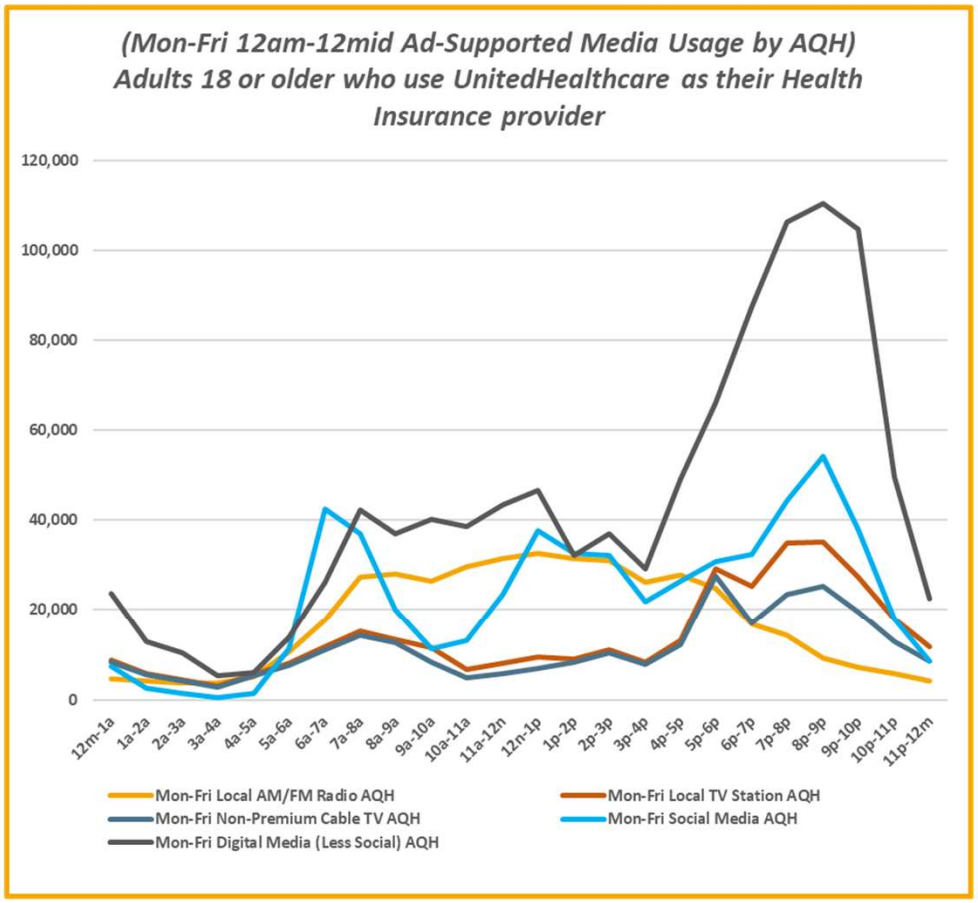
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

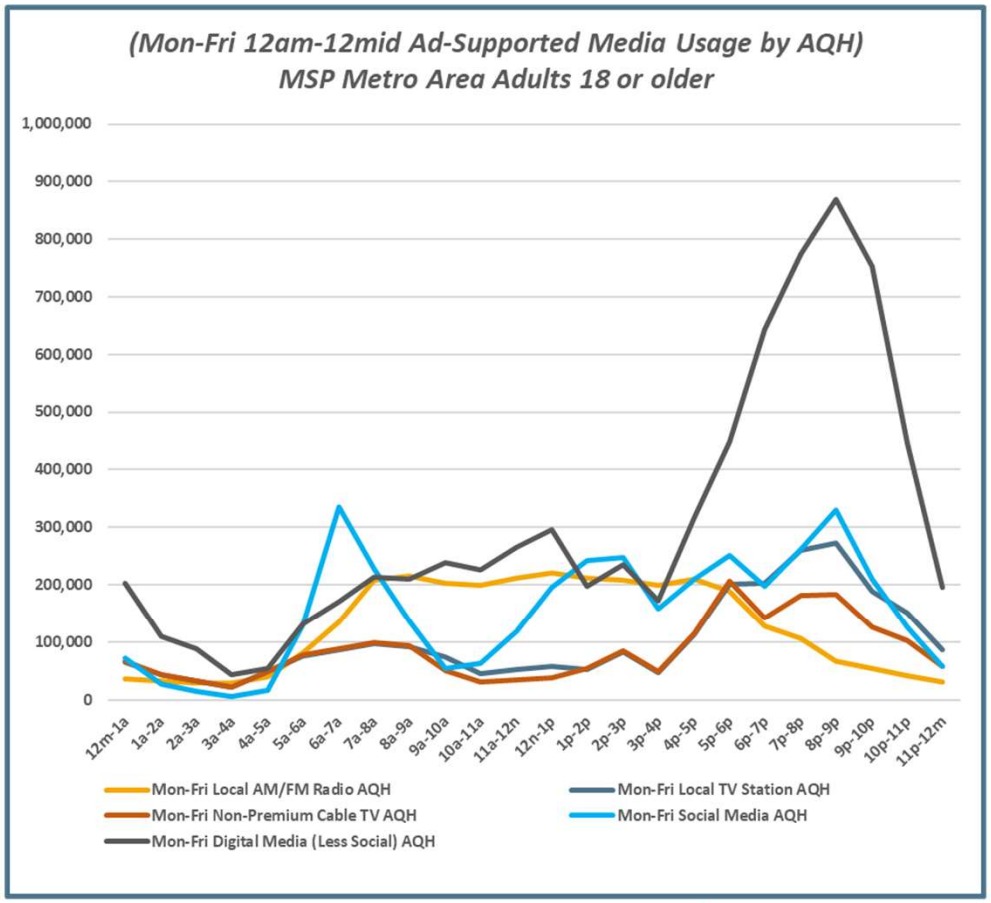
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **MSP**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 44,282; Social Media: 27,808; Local Radio: 27,040; Local TV: 13,210; Non-Prem. Cable: 11,297 reaching Adults 18 or older who use UnitedHealthcare as their Health Insuranc





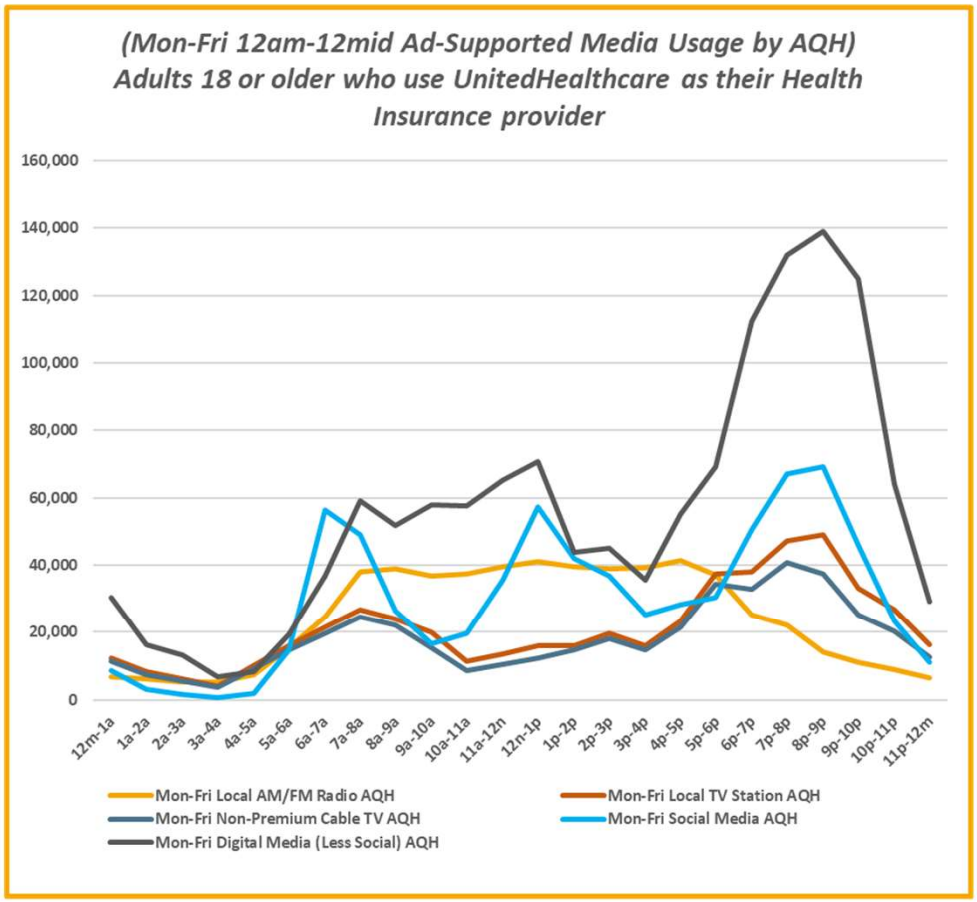
MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

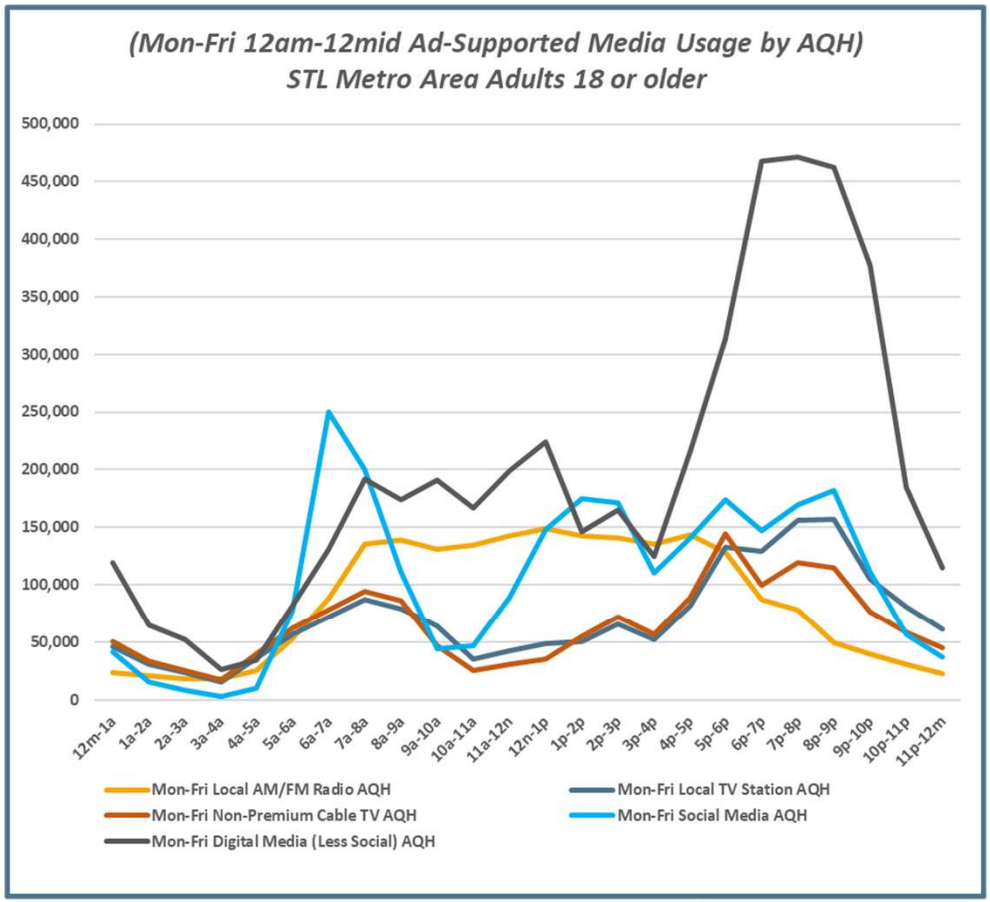
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Health insurance carrier - All types: UnitedHealthcare

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 58,512; Local Radio: 36,708; Social Media: 36,430; Local TV: 21,759; Non-Prem. Cable: 19,121 reaching Adults 18 or older who use UnitedHealthcare as their Health Insuranc





STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

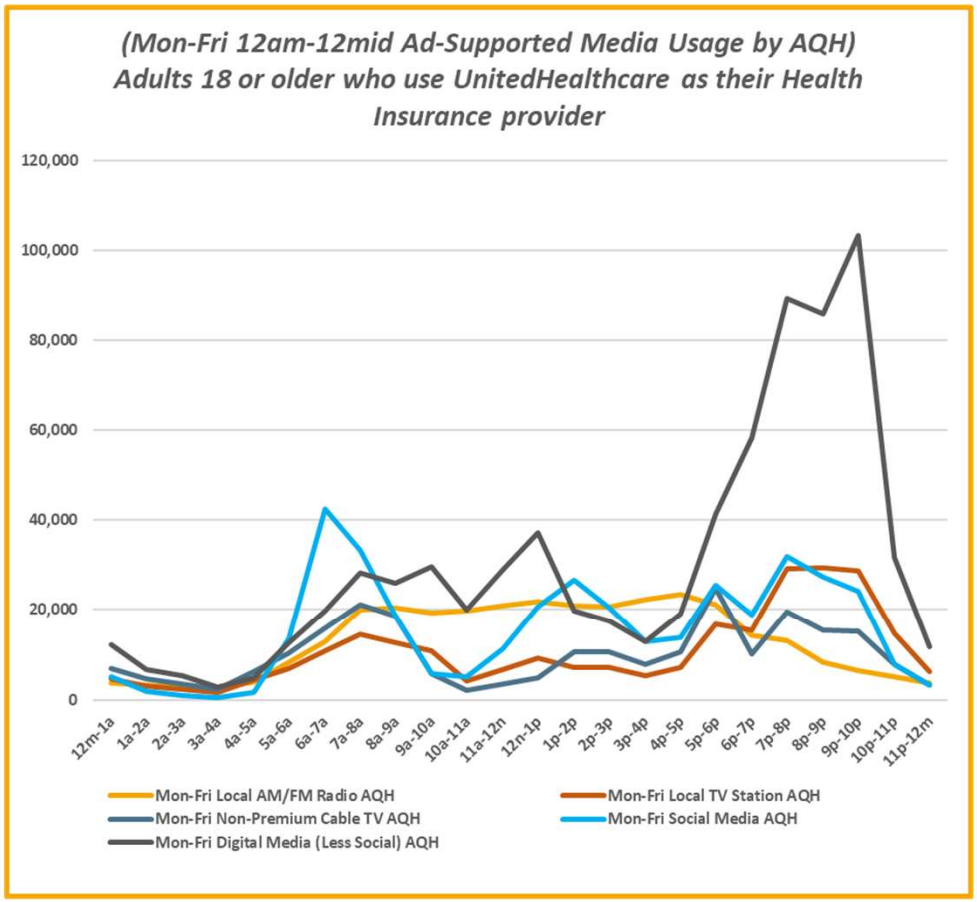
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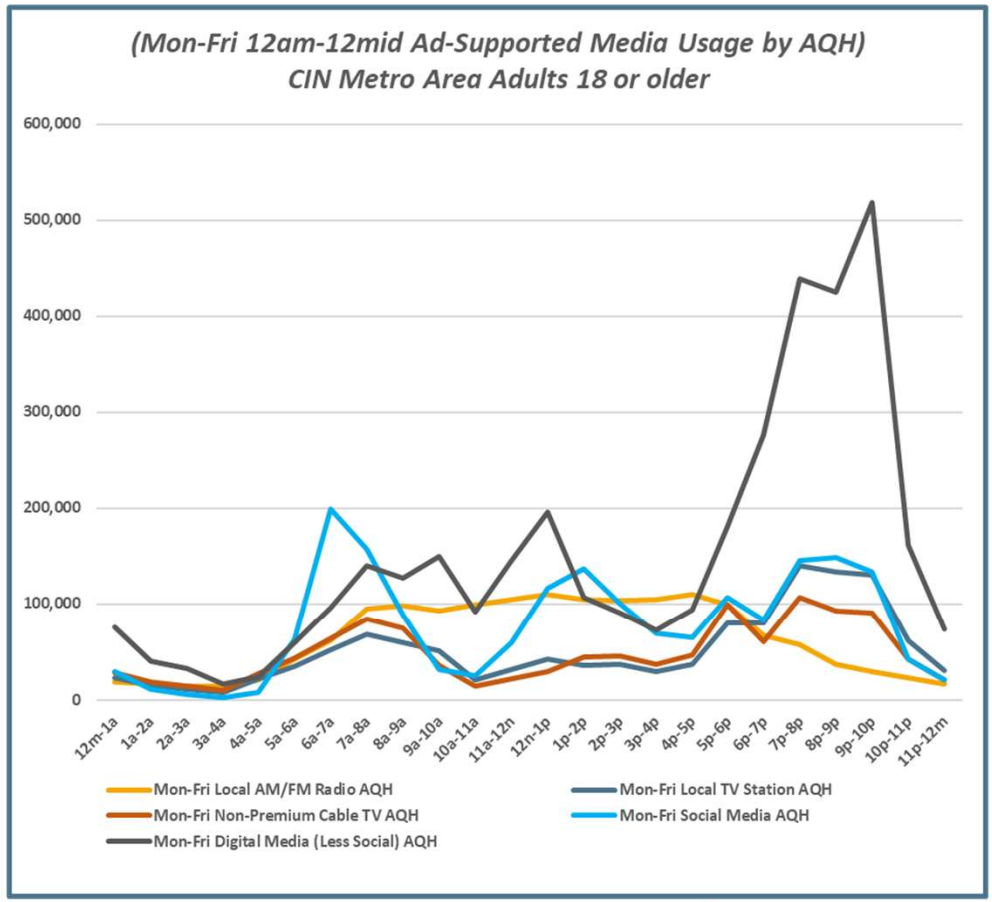
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **CIN**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,604; Local Radio: 19,867; Social Media: 19,652; Non-Prem. Cable: 11,278; Local TV: 9,815 reaching Adults 18 or older who use UnitedHealthcare as their Health Insurance





CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

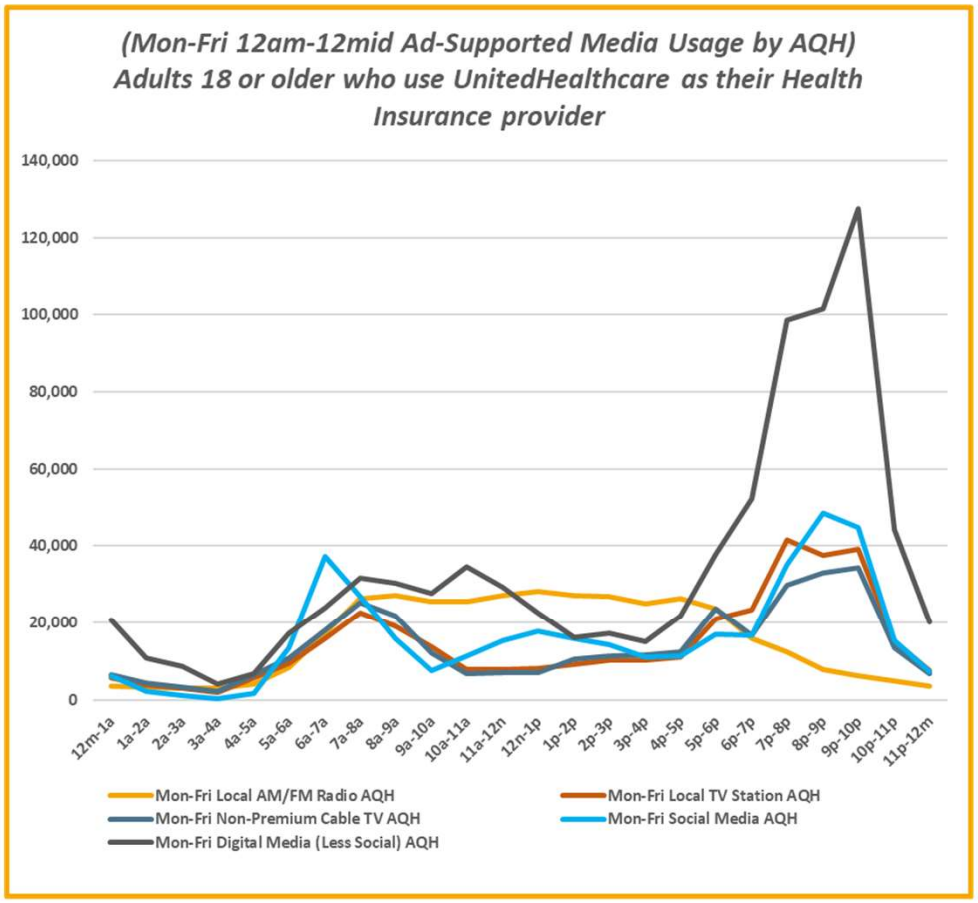
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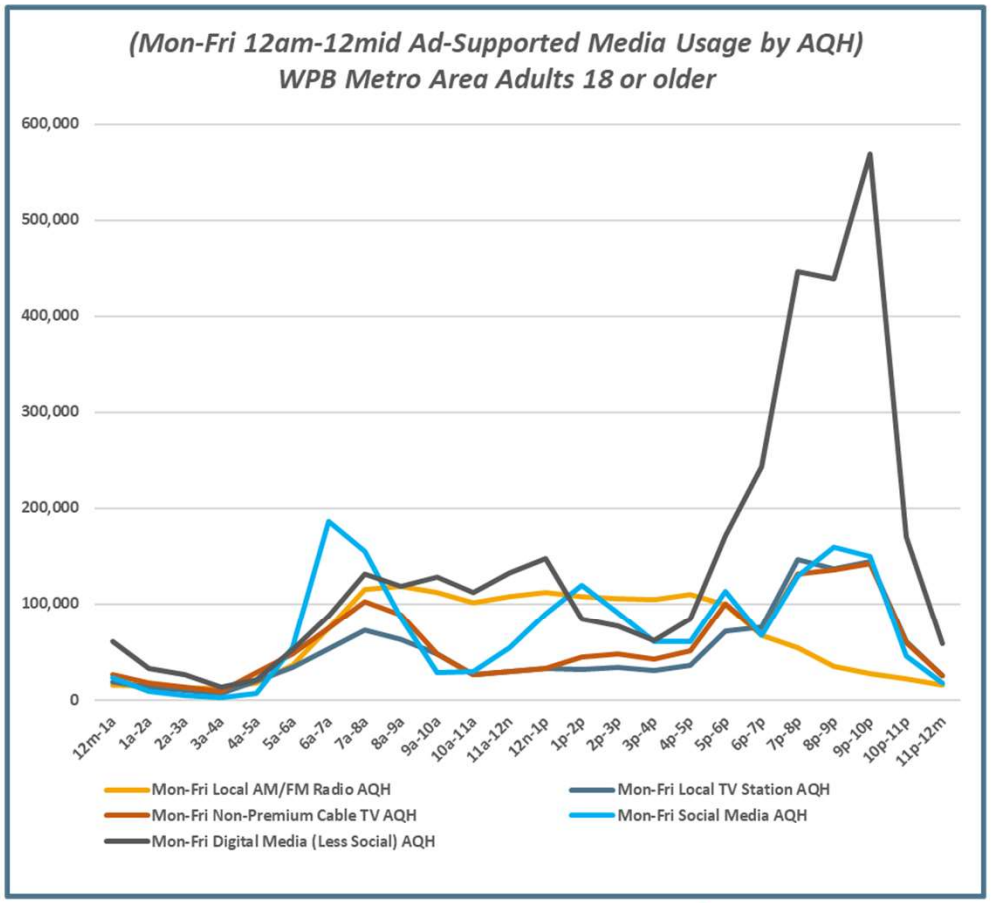
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare WPB

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,677; Local Radio: 24,731; Social Media: 16,745; Non-Prem. Cable: 14,127; Local TV: 13,804 reaching Adults 18 or older who use UnitedHealthcare as their Health Insuranc





WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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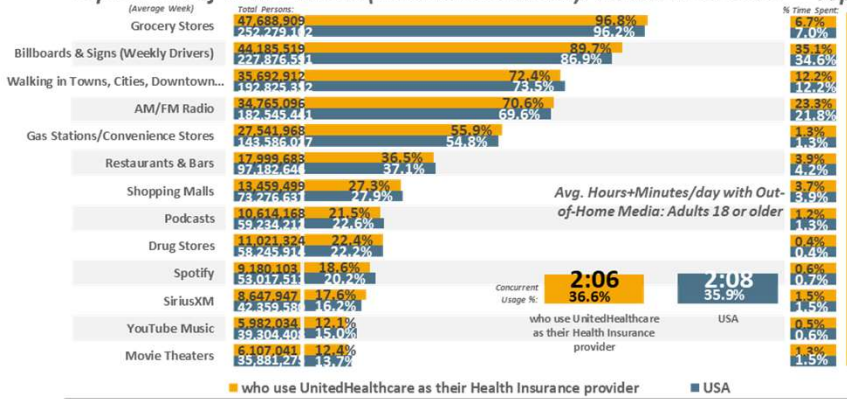
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Health insurance carrier - All types: UnitedHealthcare

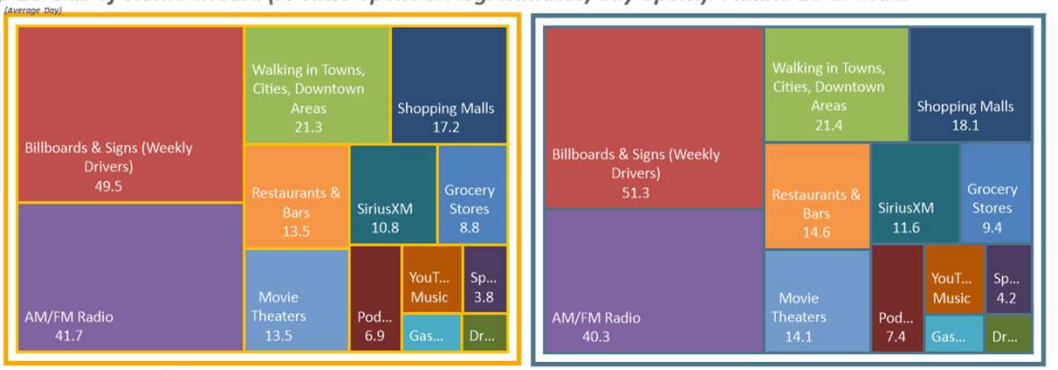
United Healthcare **USA**

44,185,519 or 89.7% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 49.5 minutes per day driving, seeing Billboards and Signs. 67.% Listen to Local Radio Stations Out-of-Home for an average of 38.6 min

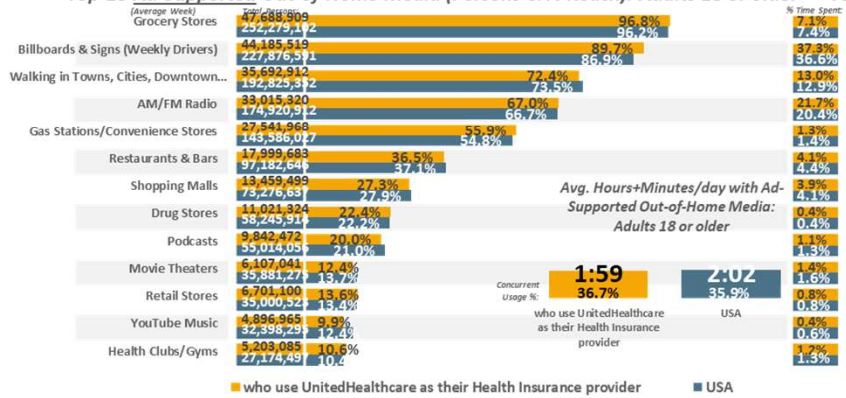
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



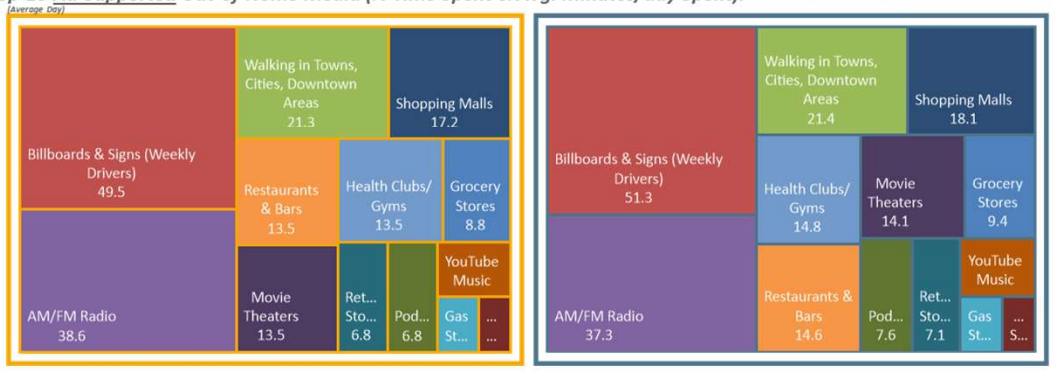
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

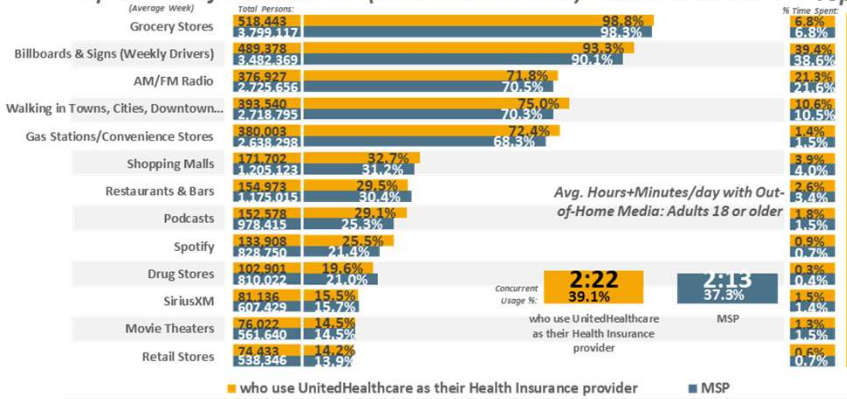
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Health insurance carrier - All types: UnitedHealthcare

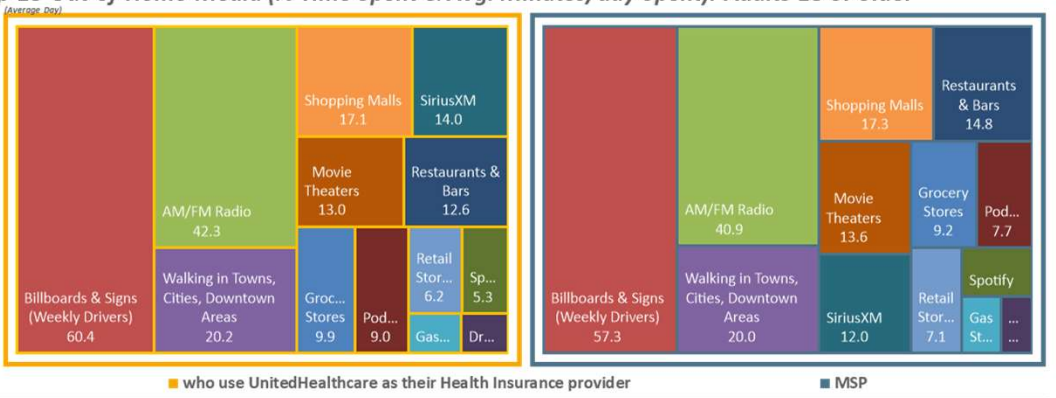
United Healthcare **MSP**

489,378 or 93.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 60.4 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 38.3 minut

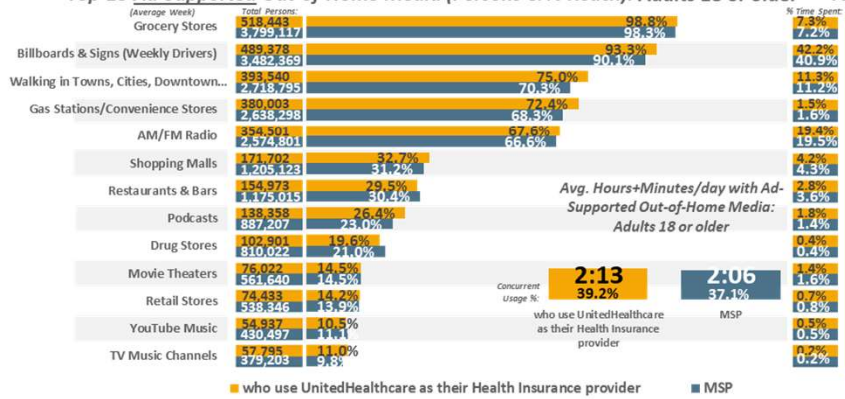
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



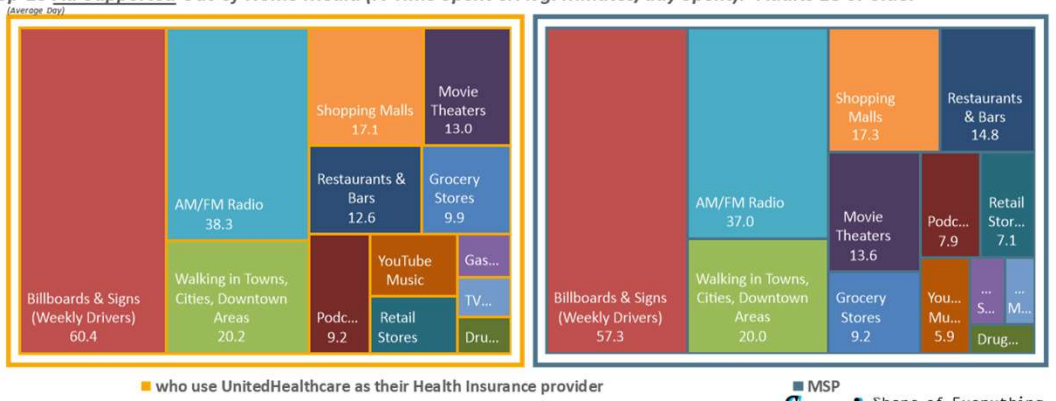
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

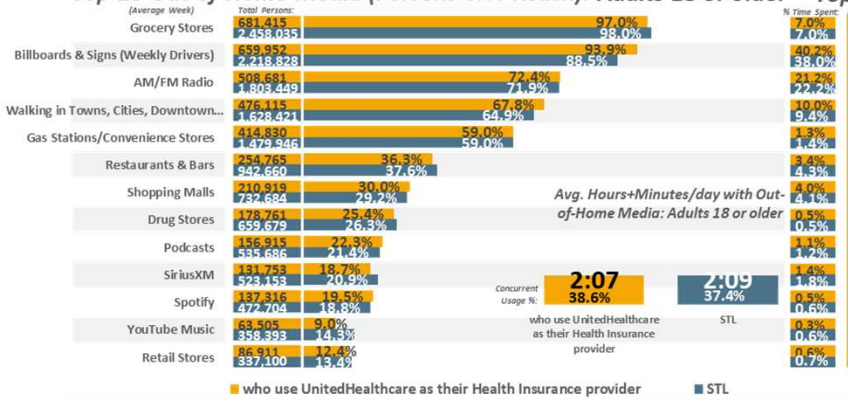
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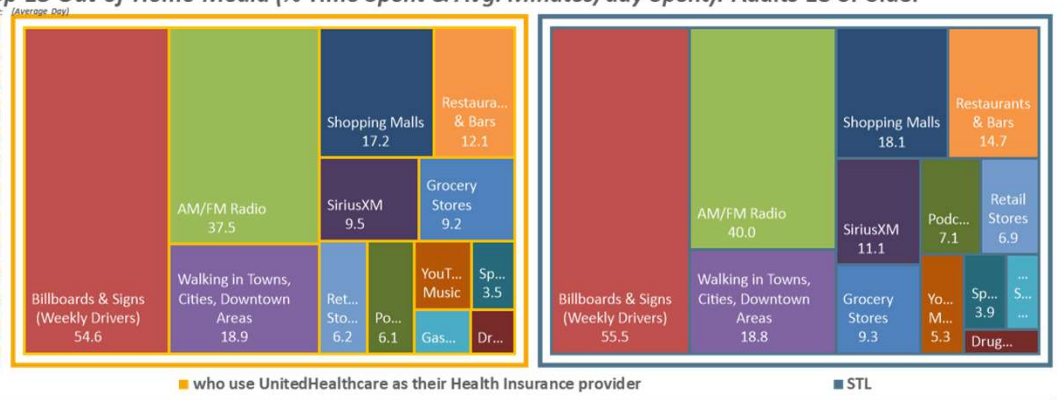
Health insurance carrier - All types: UnitedHealthcare

659,952 or 93.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 54.6 minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 36.1 minut

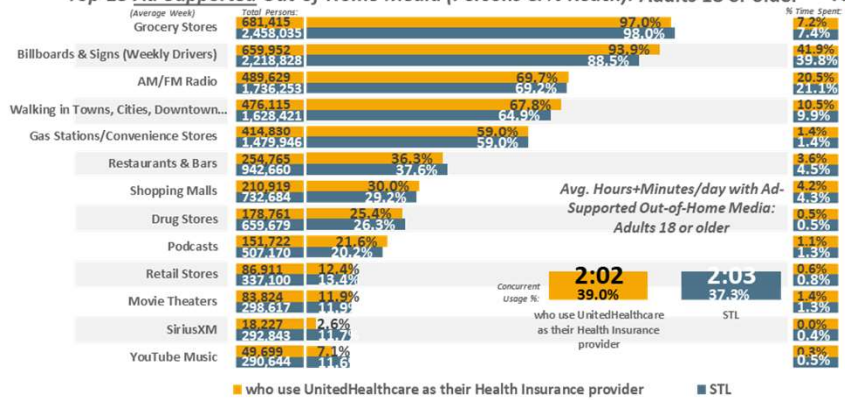
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



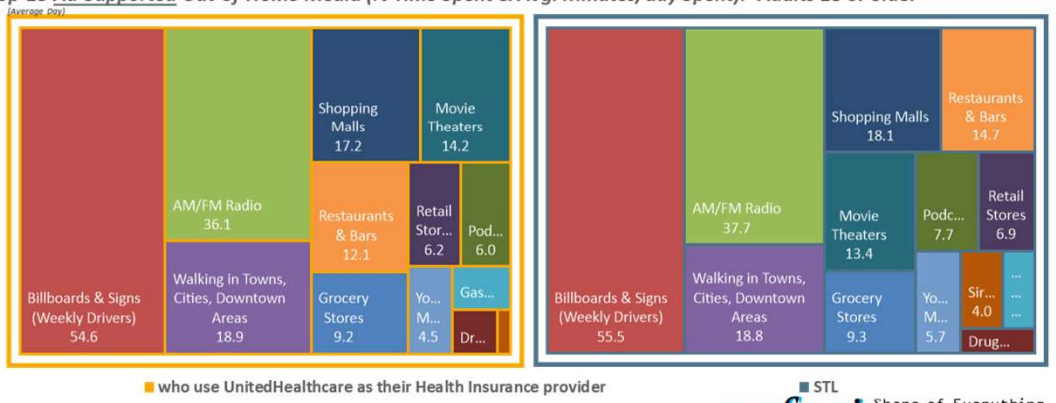
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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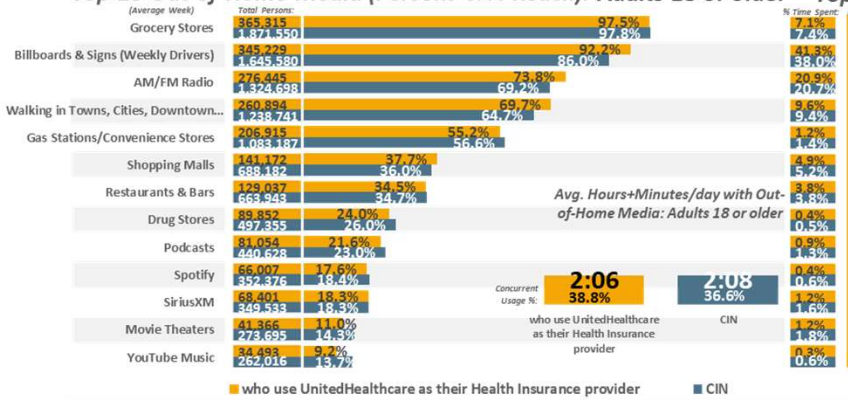
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Health insurance carrier - All types: UnitedHealthcare

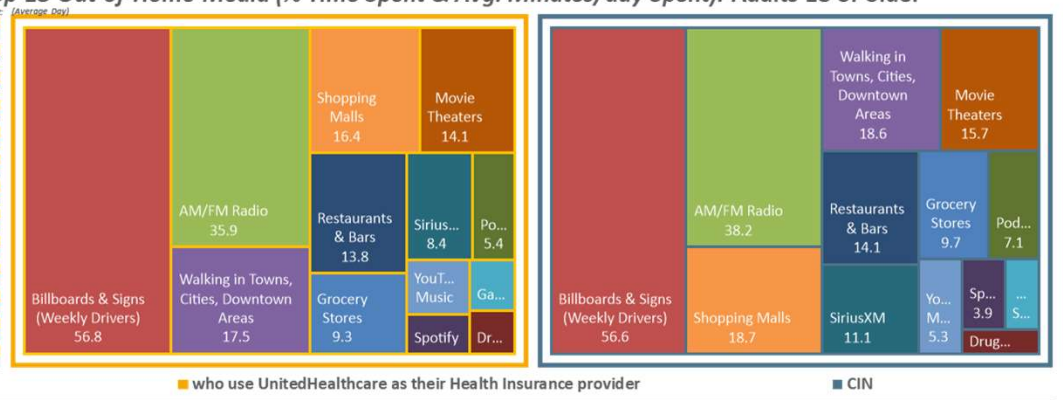
United Healthcare **CIN**

345,229 or 92.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 56.8 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 34.7 minut

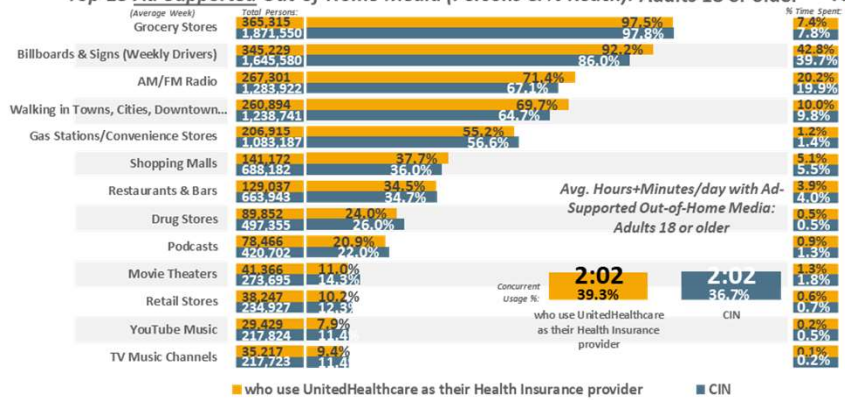
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



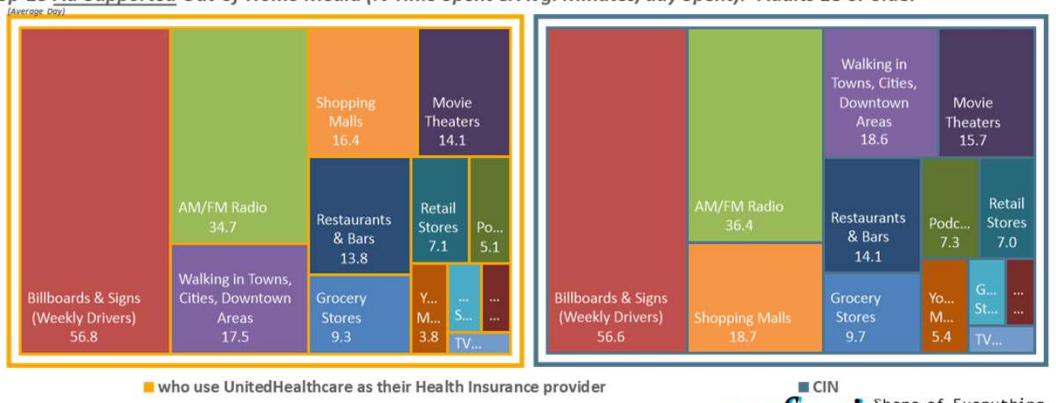
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

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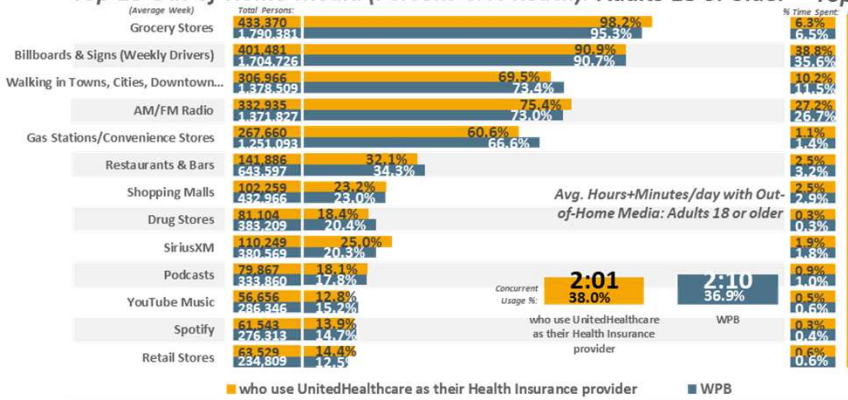
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Health insurance carrier - All types: UnitedHealthcare

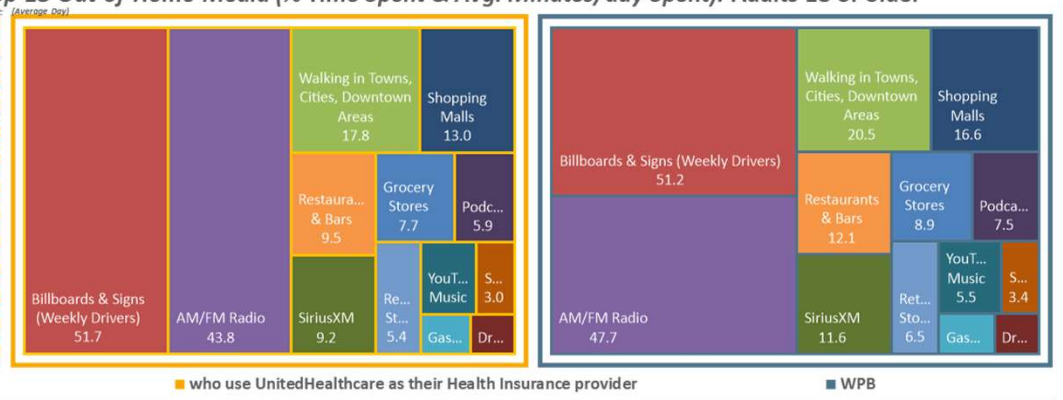
United Healthcare **WPB**

401,481 or 90.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.7 minutes per day driving, seeing Billboards and Signs. 72.2% Listen to Local Radio Stations Out-of-Home for an average of 41.6 minut

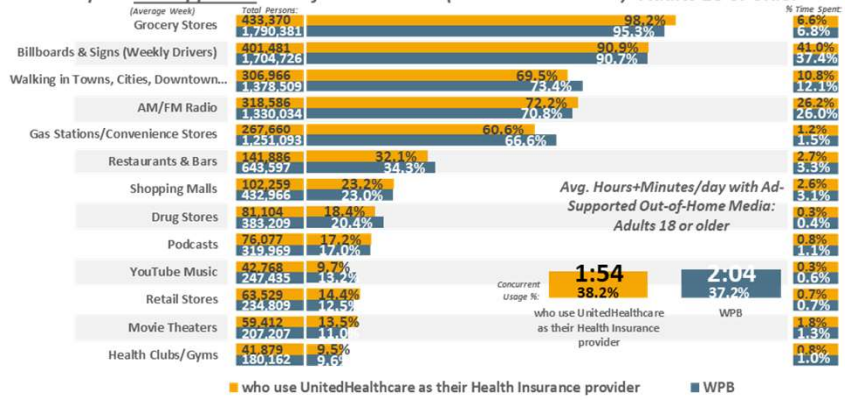
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



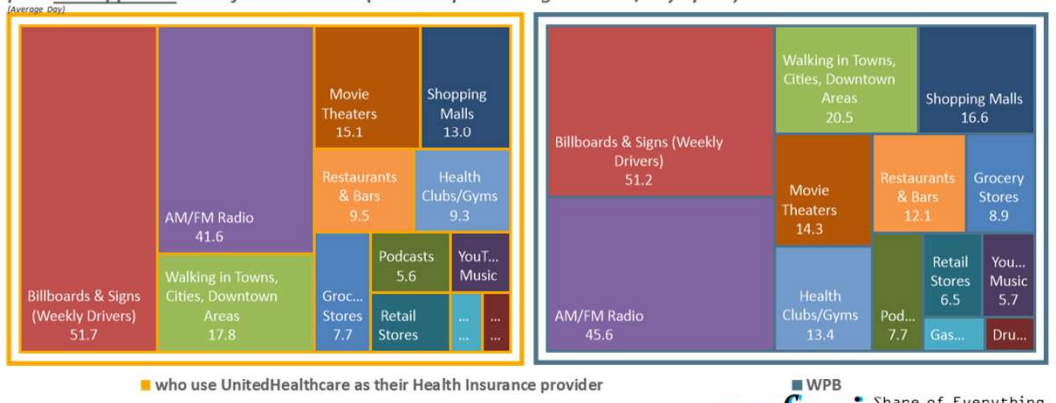
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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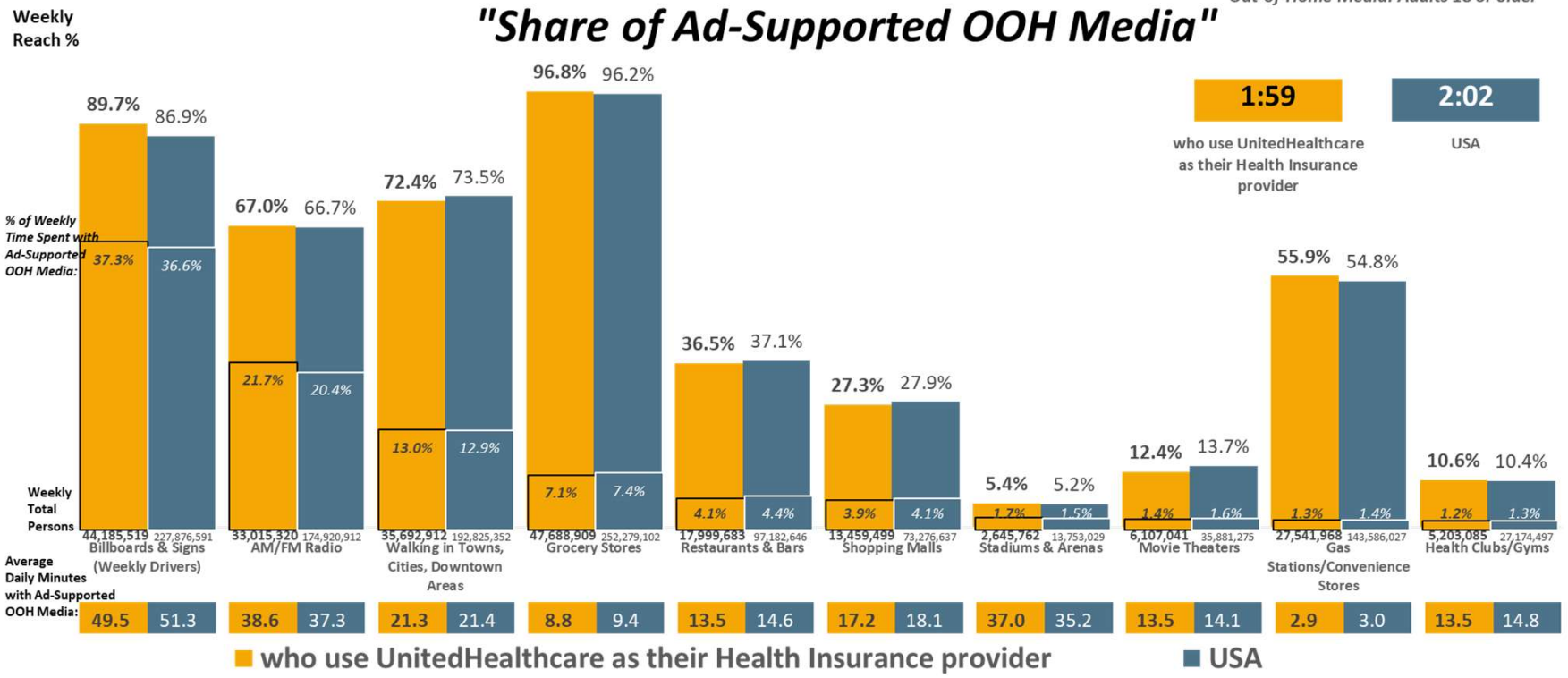
Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

44,185,519 or 89.7% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 49.5 minutes per day driving, seeing Billboards and Signs representing 37.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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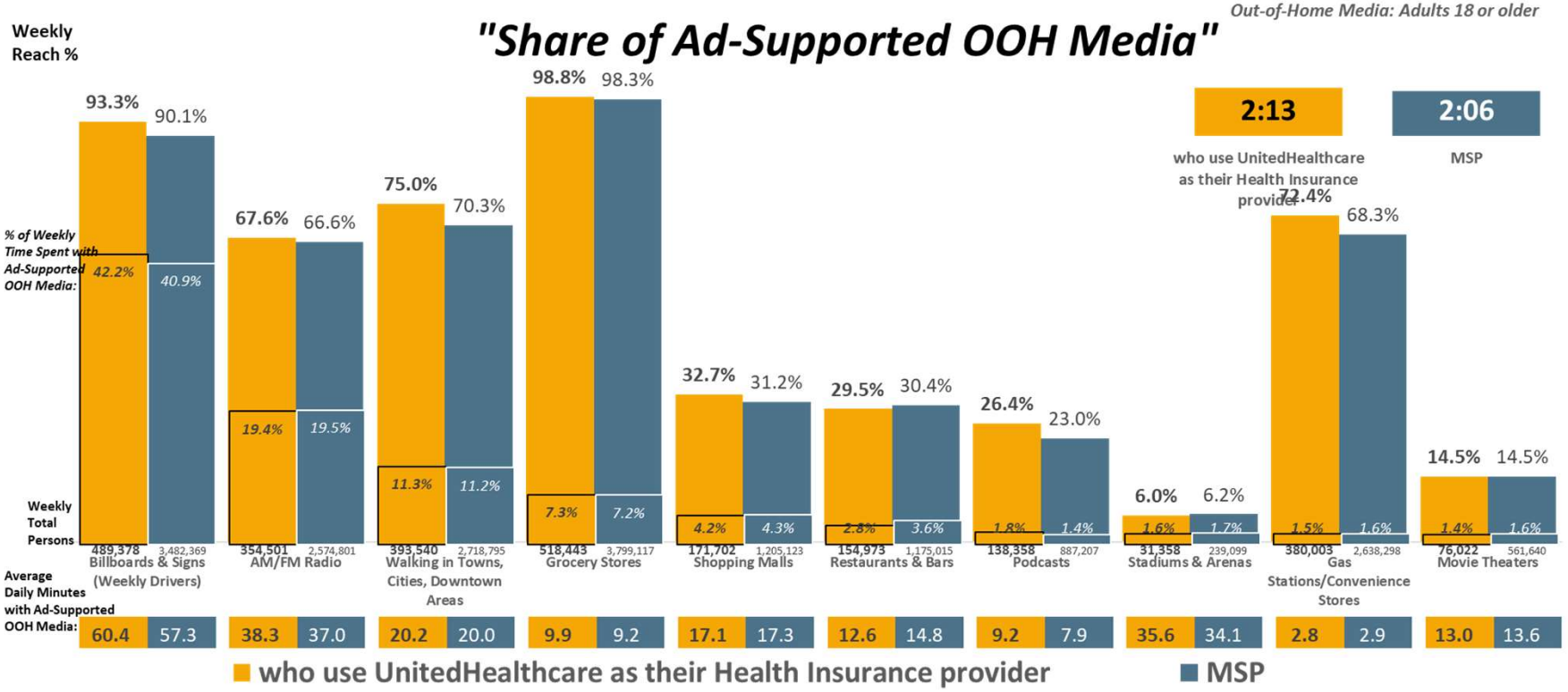
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Health insurance carrier - All types: UnitedHealthcare

489,378 or 93.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 60.4 minutes per day driving, seeing Billboards and Signs representing 42.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,862

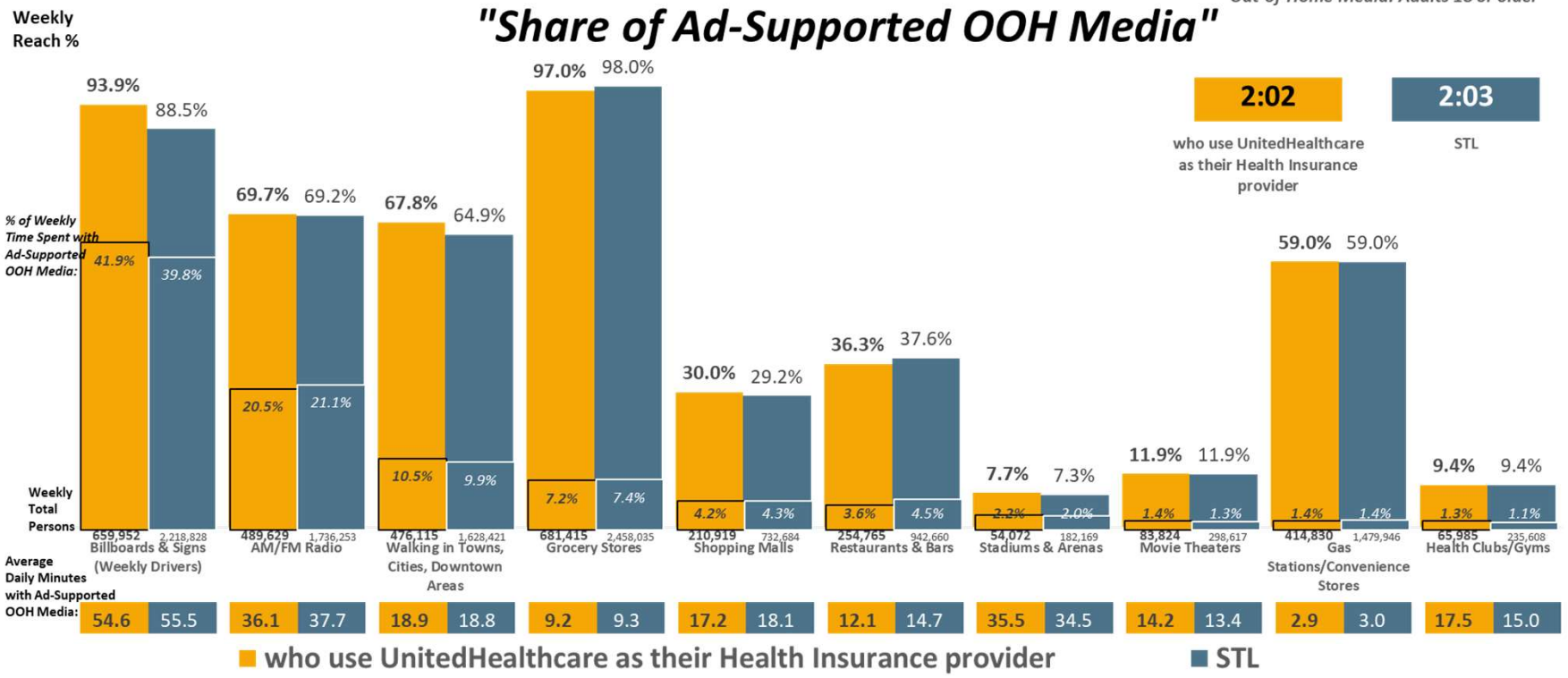
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Health insurance carrier - All types: UnitedHealthcare

659,952 or 93.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 54.6 minutes per day driving, seeing Billboards and Signs representing 41.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579 ST. LOUIS DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 1,933

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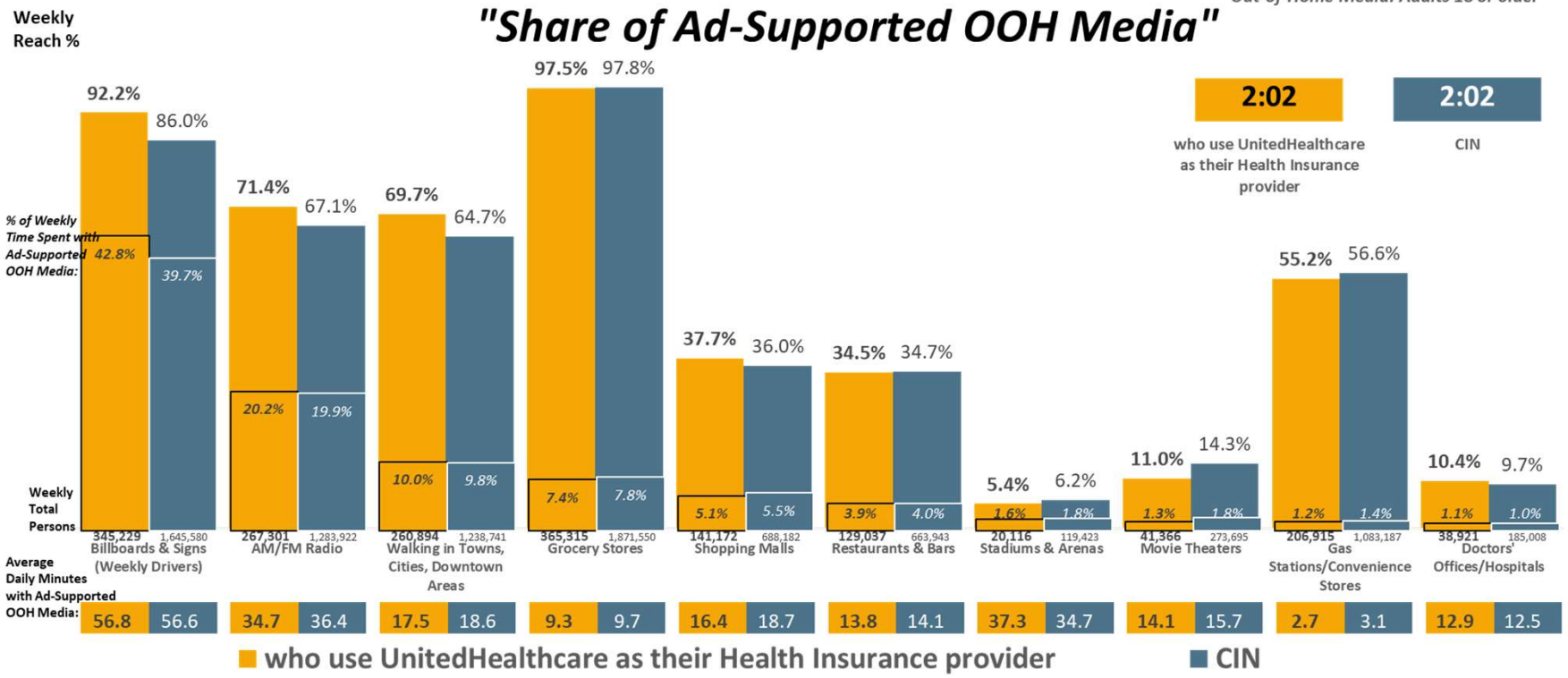
Health insurance carrier - All types: UnitedHealthcare

United Healthcare **CIN**

345,229 or 92.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 56.8 minutes per day driving, seeing Billboards and Signs representing 42.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402 CINCINNATI DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 1,879

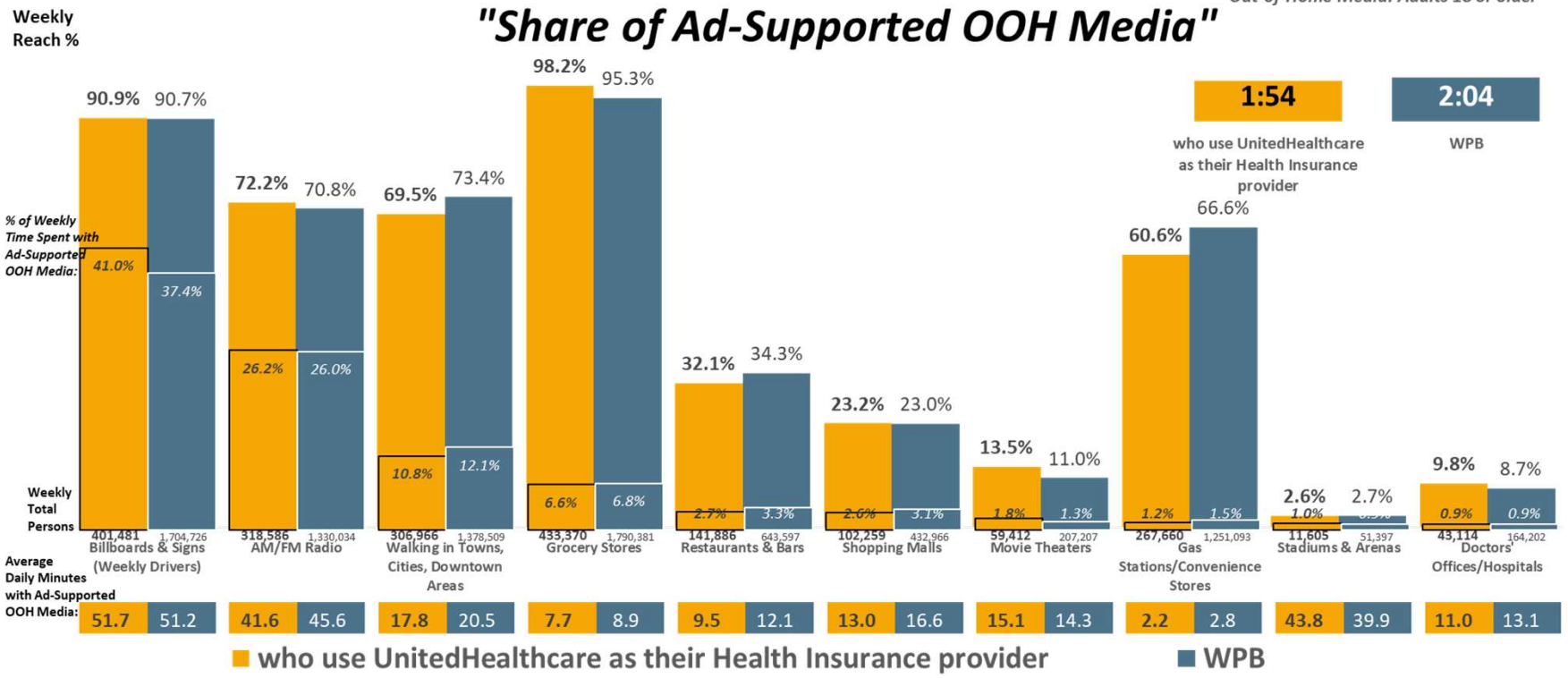
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Health insurance carrier - All types: UnitedHealthcare

401,481 or 90.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.7 minutes per day driving, seeing Billboards and Signs representing 41.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 or older



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2024: Jan24-Aug24 Qual Intab 2,464

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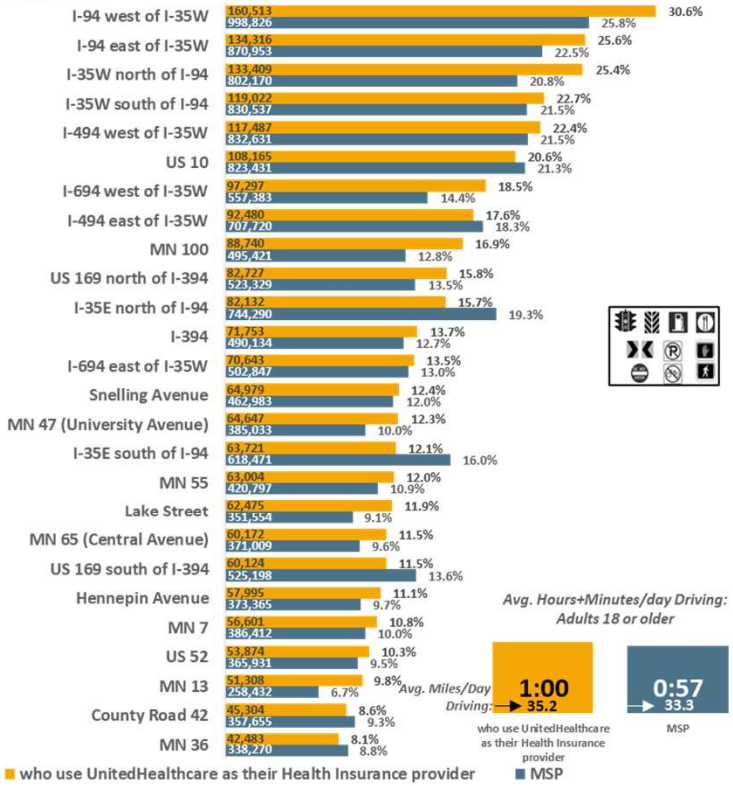
soefa.ai Share of Everything for Anything

Health insurance carrier - All types: UnitedHealthcare

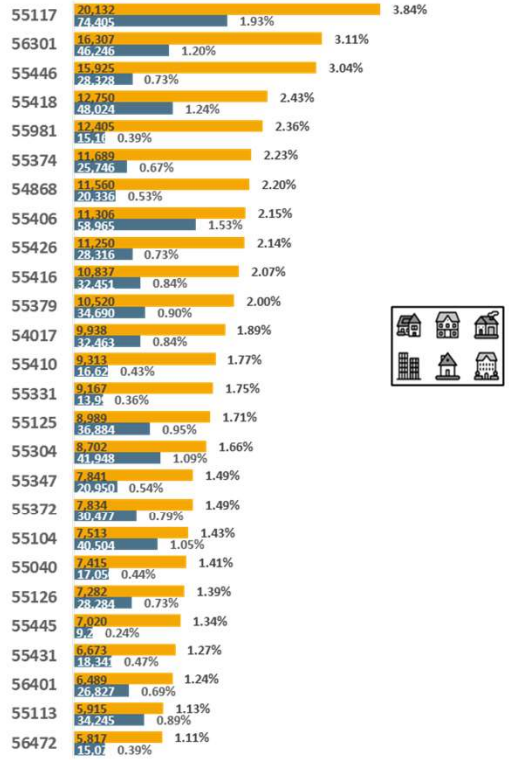
United Healthcare **MSP**

489,378 or 93.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 60.4 minutes per day driving an average of 35.2 miles each day and are 31.9% more likely to use MN 100 than the Metro average.

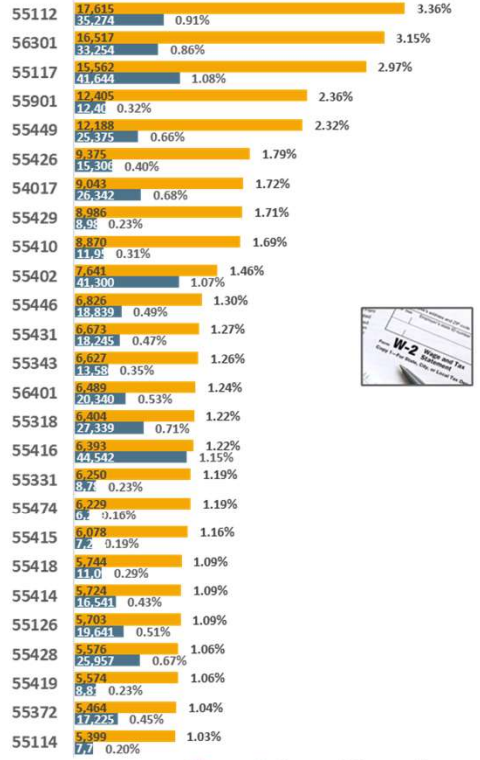
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

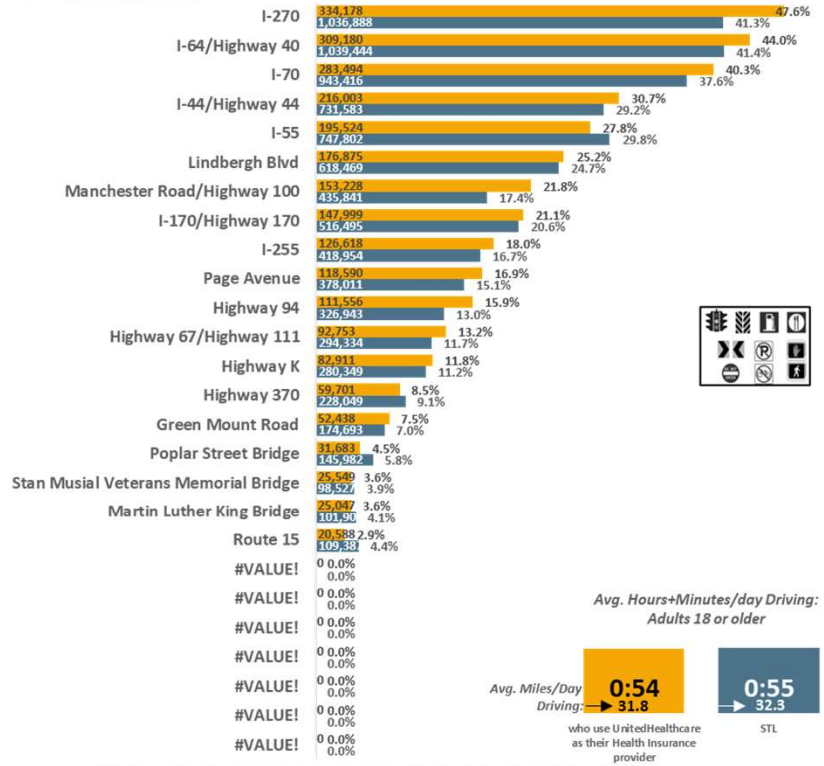
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Health insurance carrier - All types: UnitedHealthcare

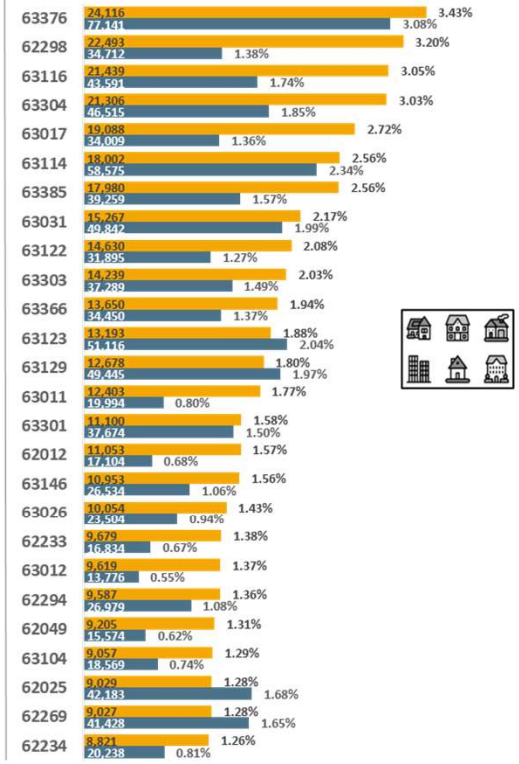
United Healthcare **STL**

659,952 or 93.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 54.6 minutes per day driving an average of 31.8 miles each day and are 25.5% more likely to use Manchester Road/Highway 100 than the Met

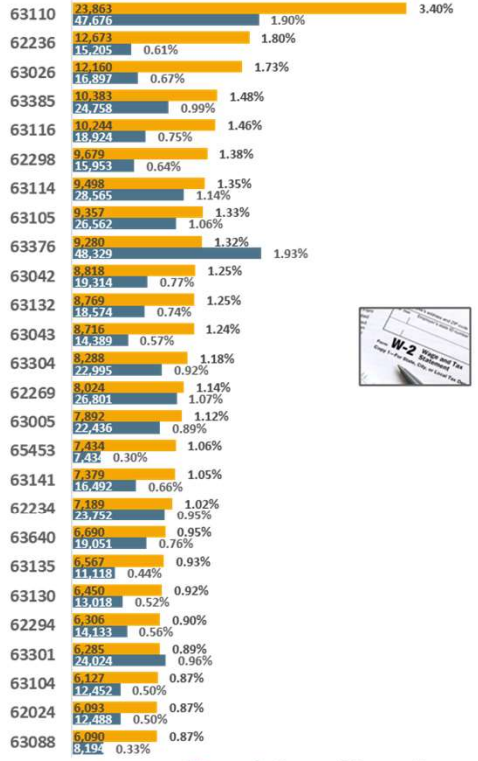
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

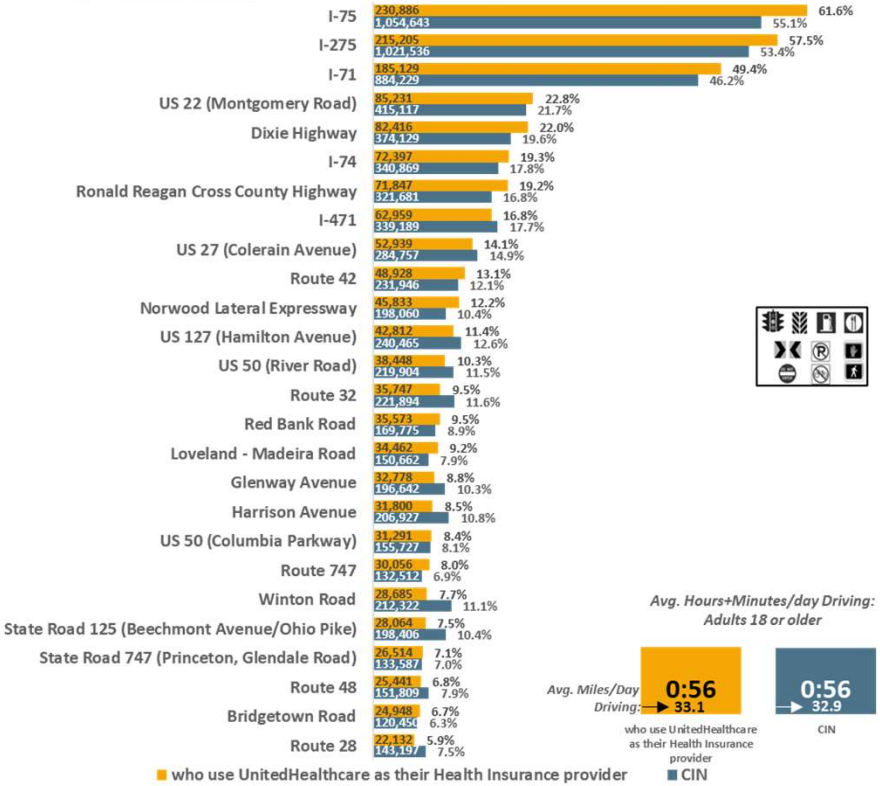
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **CIN**

345,229 or 92.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 56.8 minutes per day driving an average of 33.1 miles each day and are 18.2% more likely to use Norwood Lateral Expressway than the Metr

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



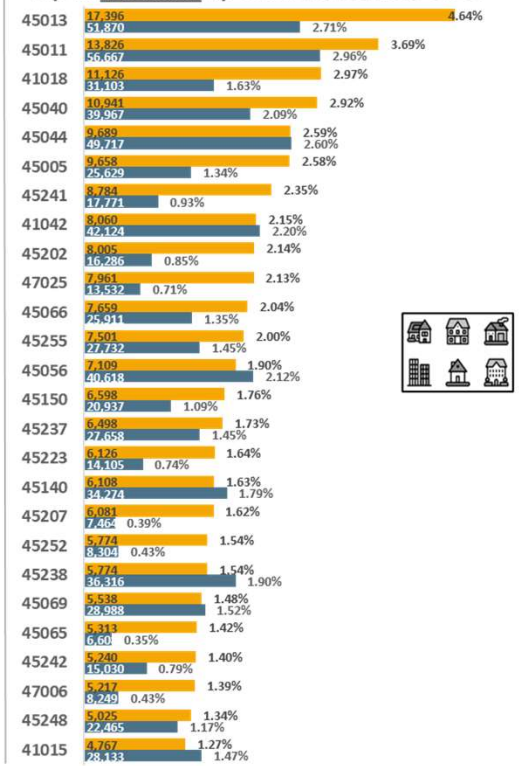
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 33.1

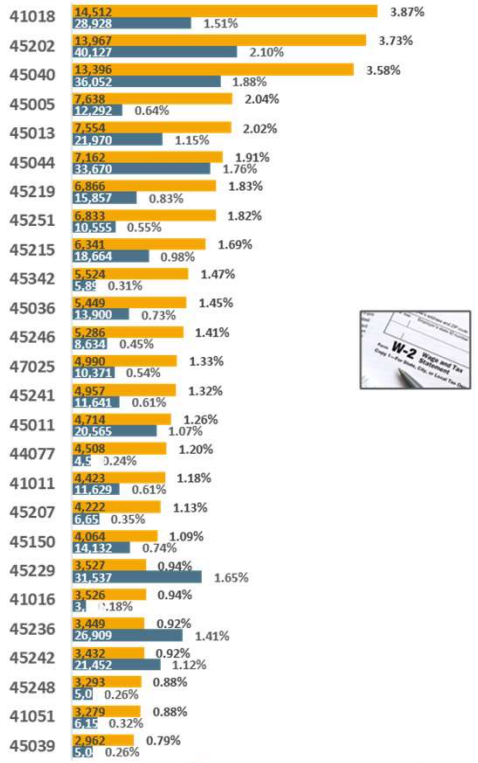
0:56 who use UnitedHealthcare as their Health Insurance provider

0:56 32.9 CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

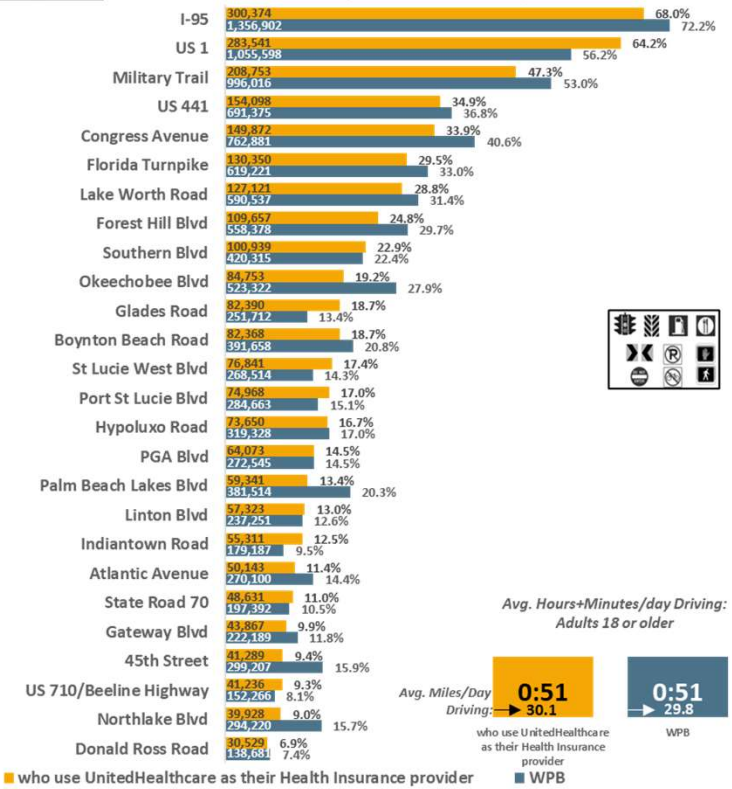
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Health insurance carrier - All types: UnitedHealthcare

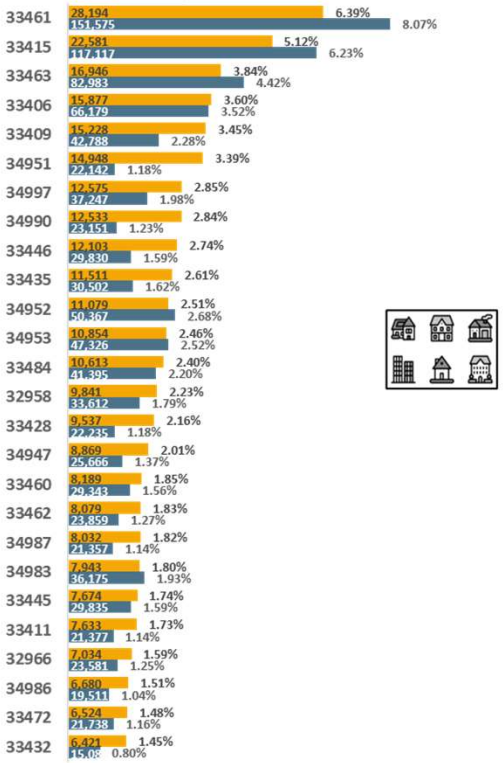
United Healthcare **WPB**

401,481 or 90.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.7 minutes per day driving an average of 30.1 miles each day and are 39.3% more likely to use Glades Road than the Metro average.

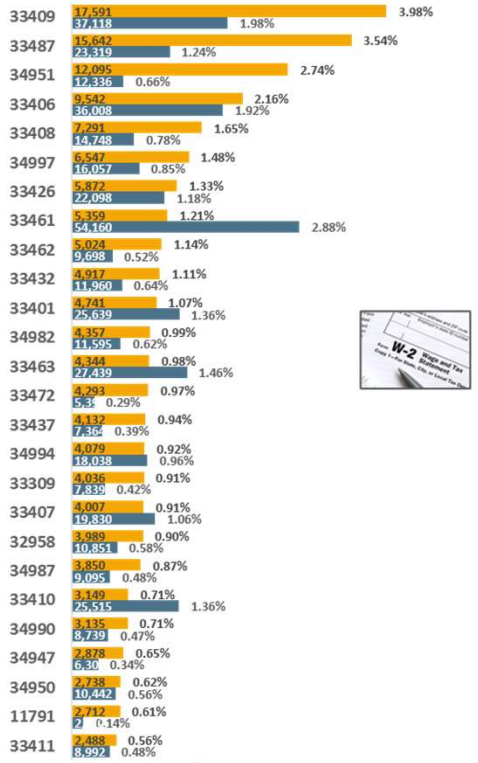
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



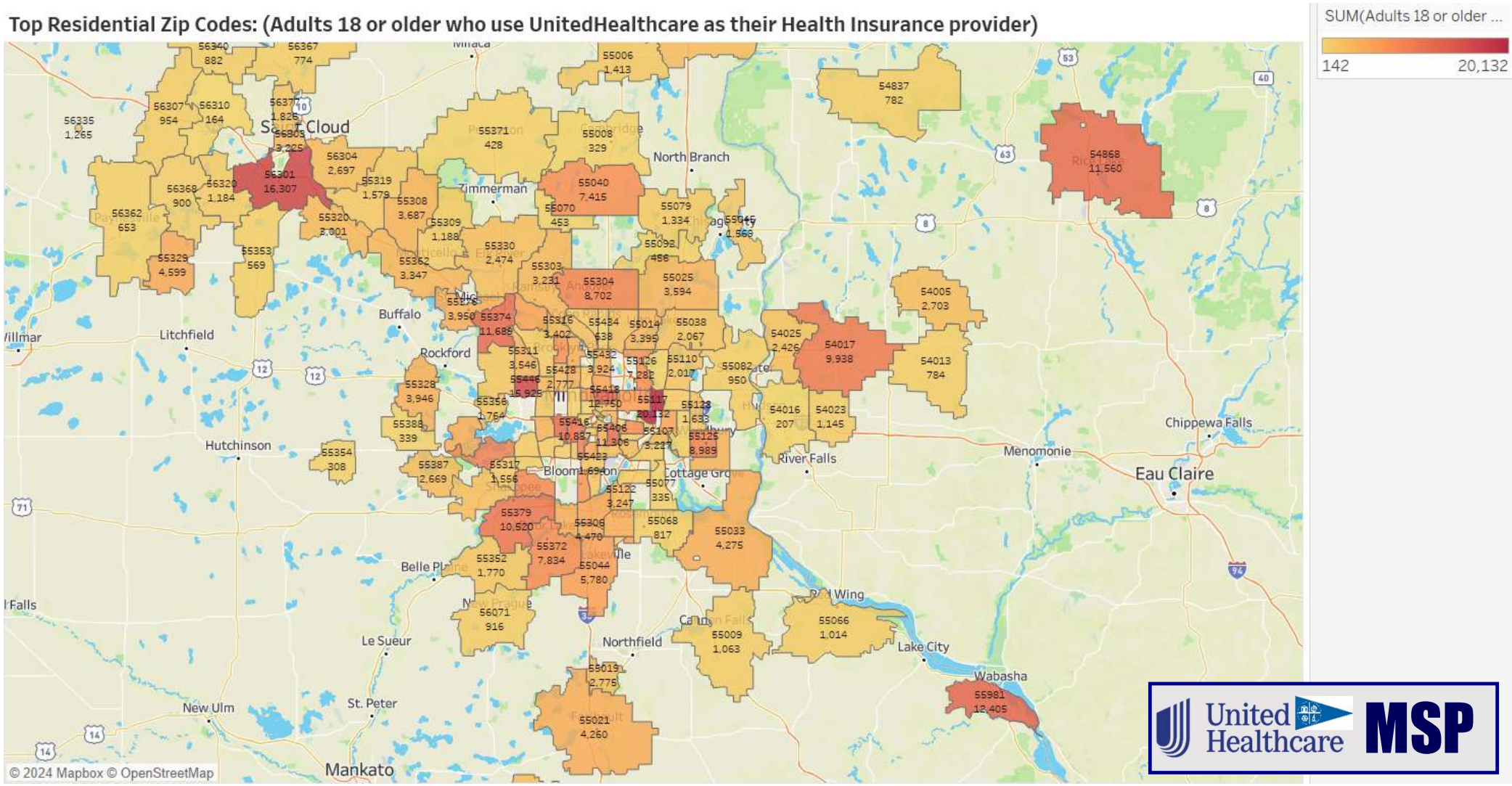
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WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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Health insurance carrier - All types: UnitedHealthcare

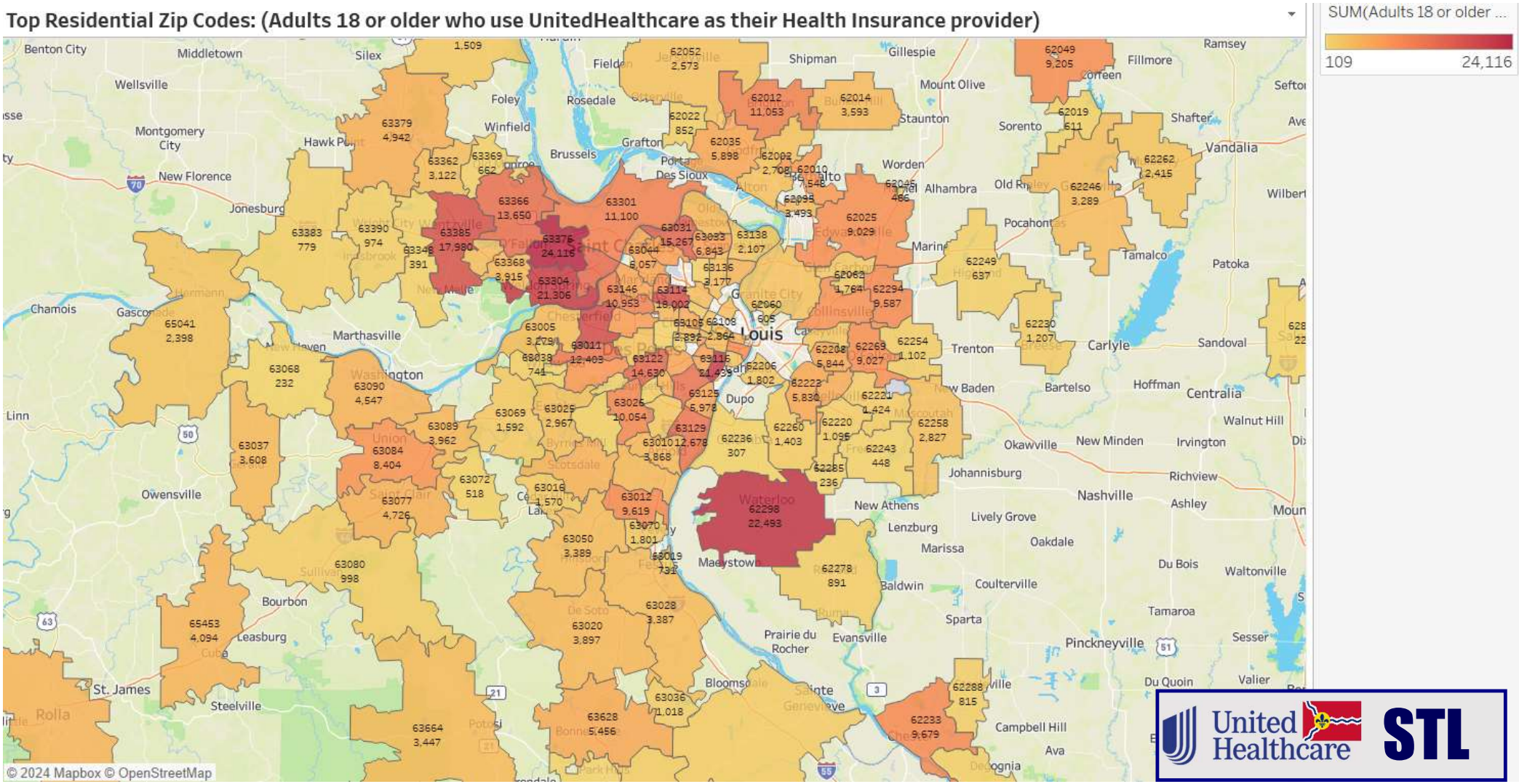
Top Residential Zip Codes: (Adults 18 or older who use UnitedHealthcare as their Health Insurance provider)



United Healthcare **MSP**

Health insurance carrier - All types: UnitedHealthcare

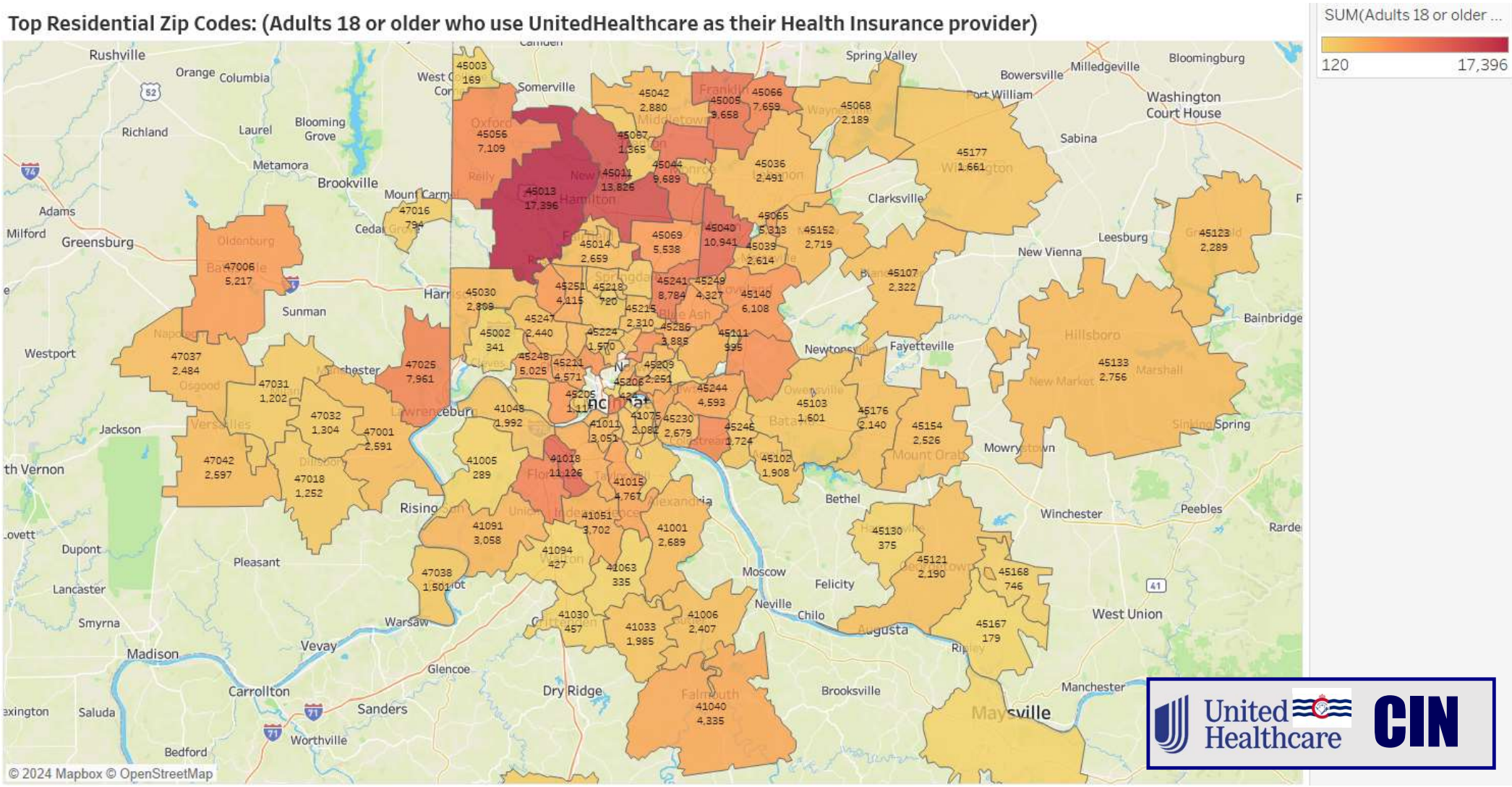
Top Residential Zip Codes: (Adults 18 or older who use UnitedHealthcare as their Health Insurance provider)



United Healthcare STL

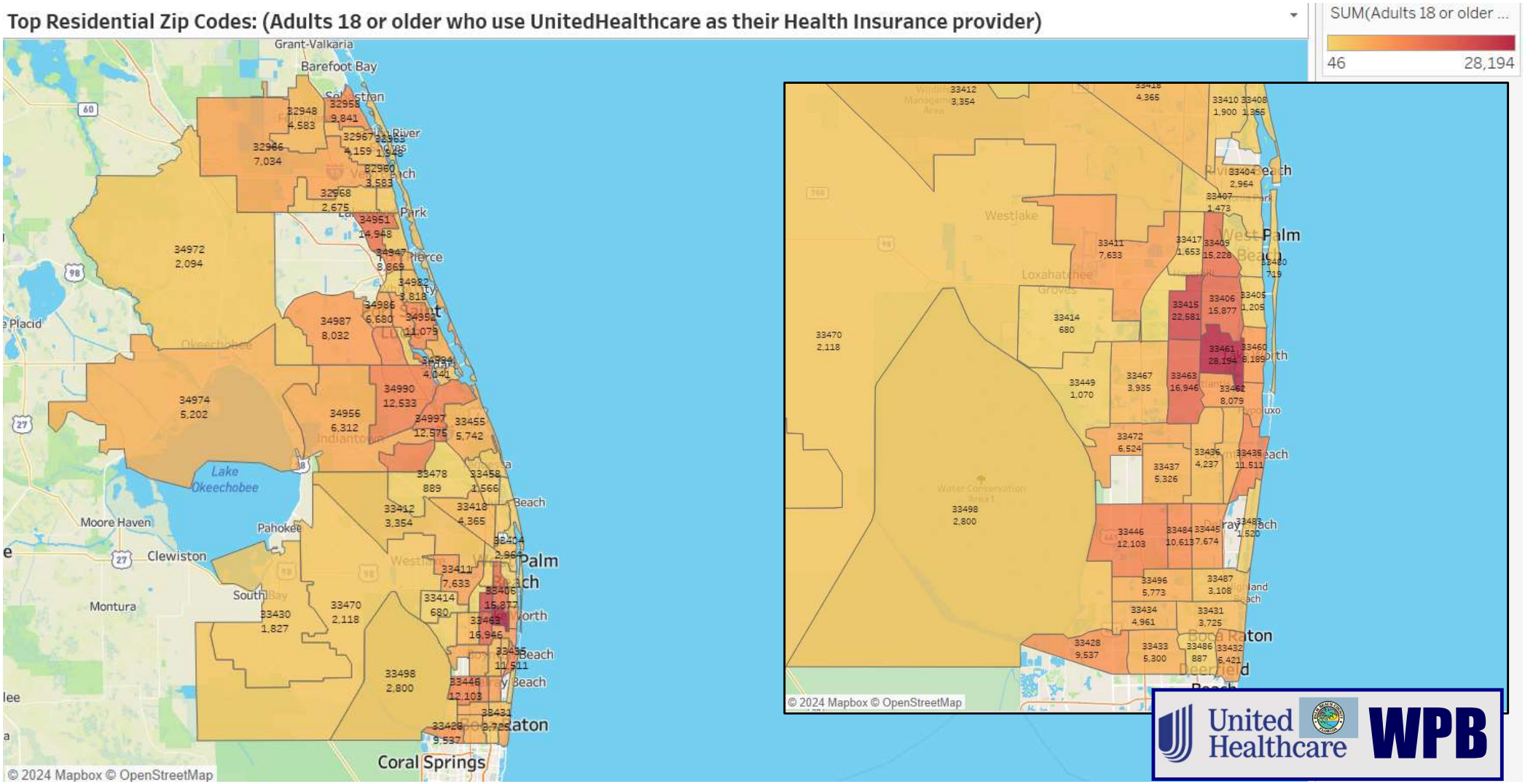
Health insurance carrier - All types: UnitedHealthcare

Top Residential Zip Codes: (Adults 18 or older who use UnitedHealthcare as their Health Insurance provider)



Health insurance carrier - All types: UnitedHealthcare

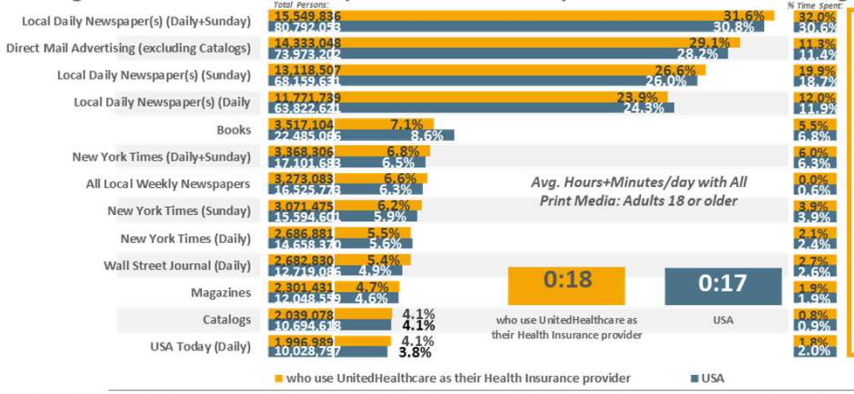
Top Residential Zip Codes: (Adults 18 or older who use UnitedHealthcare as their Health Insurance provider)



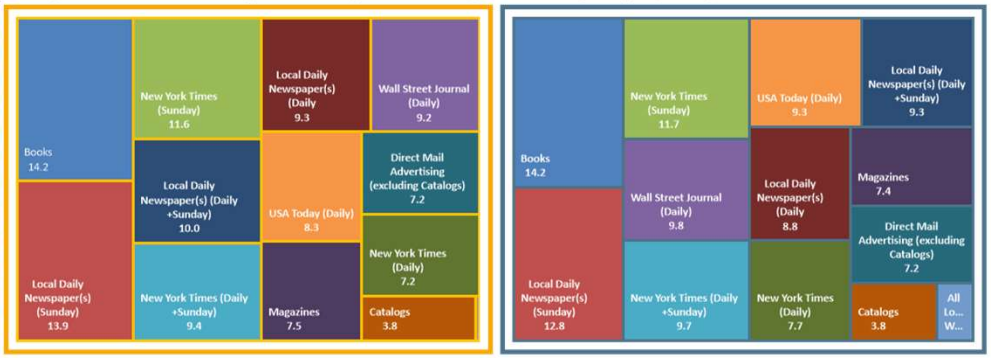
Health insurance carrier - All types: UnitedHealthcare

15,549,836 or 31.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10. minutes every day representing 33.8% of all time spent daily with All forms of Print

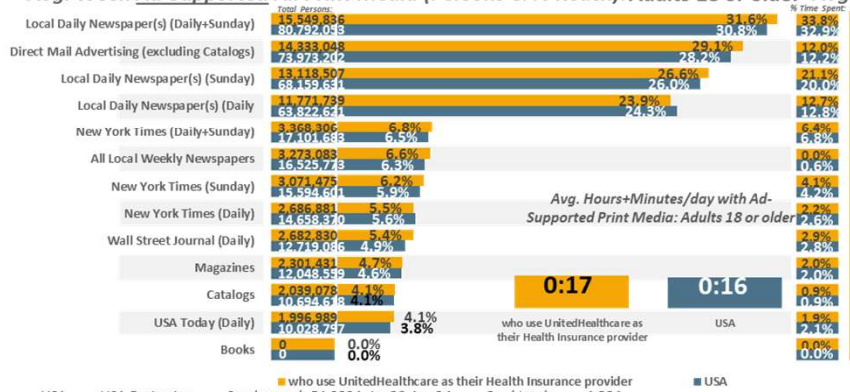
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



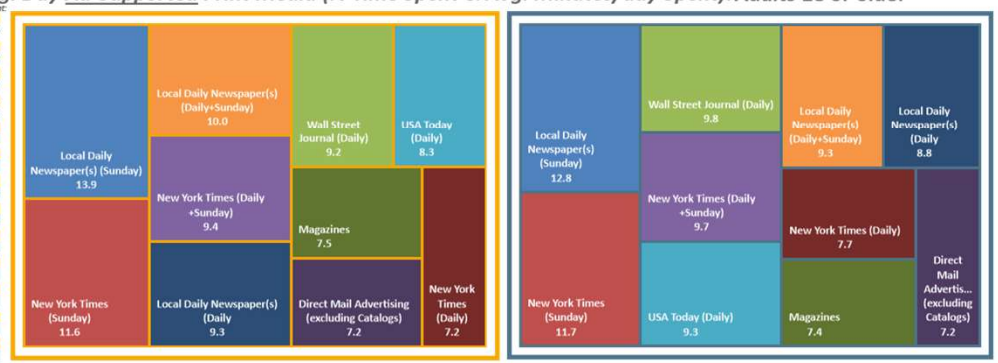
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 4,864

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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

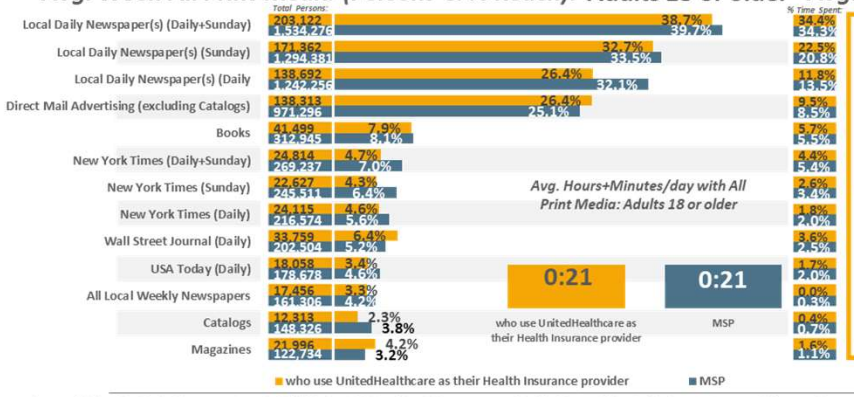
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Health insurance carrier - All types: UnitedHealthcare

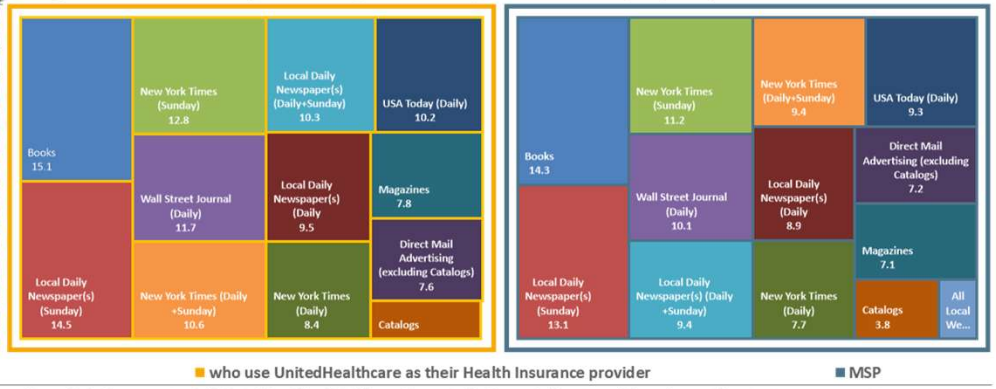
United Healthcare **MSP**

203,122 or 38.7% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 36.5% of all time spent daily with All forms of Print Me

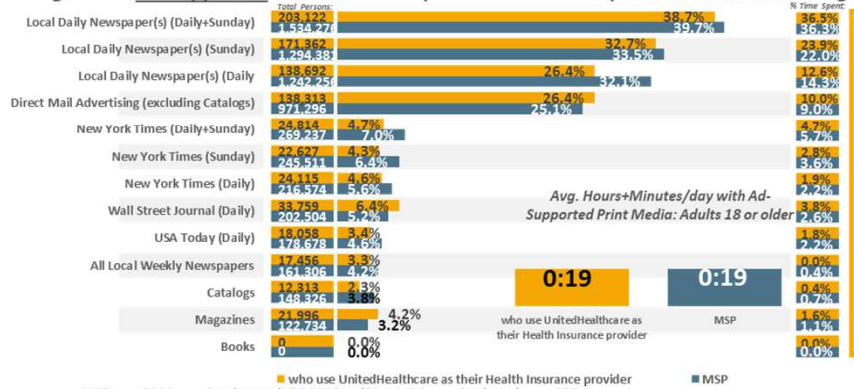
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



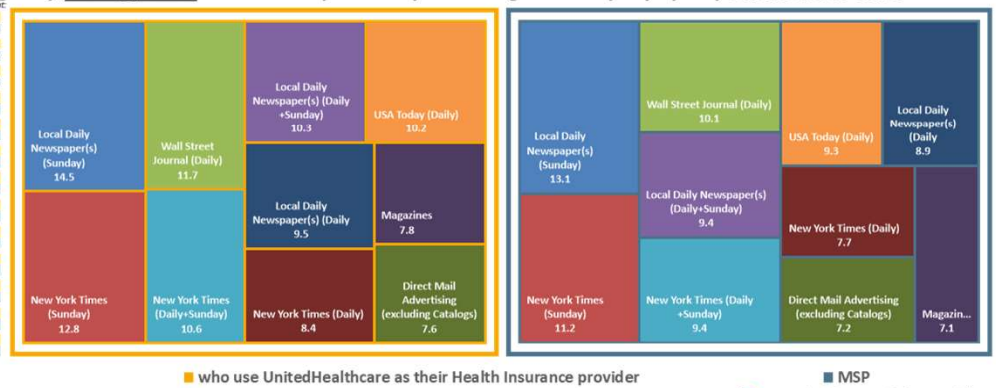
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



MSP DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 255

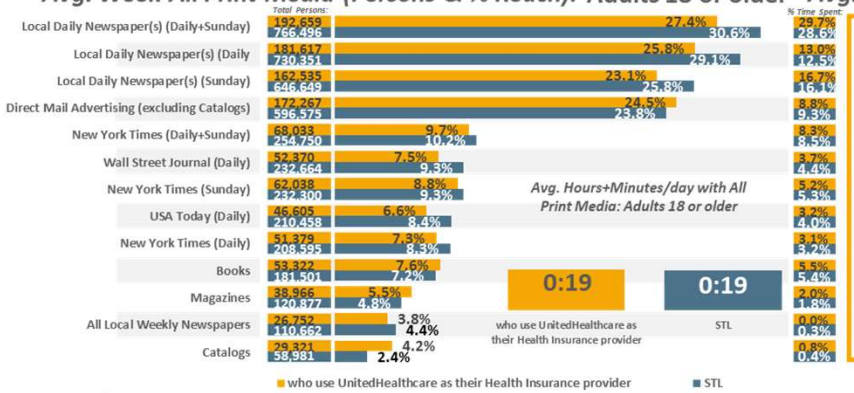
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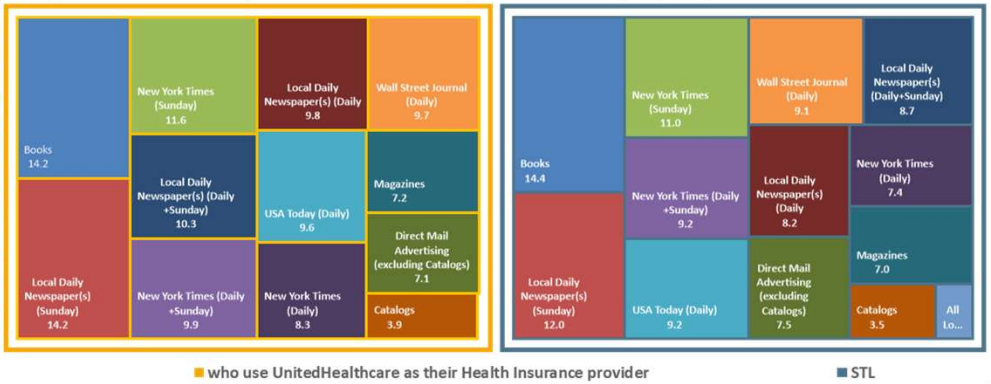
Health insurance carrier - All types: UnitedHealthcare

192,659 or 27.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 31.4% of all time spent daily with All forms of Print Me

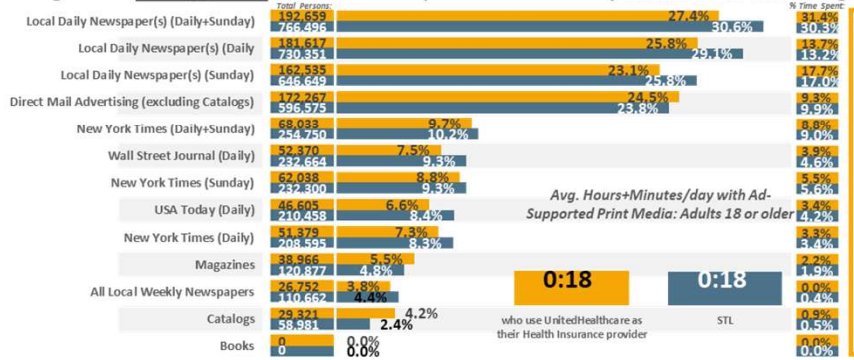
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



STL DMA Scarborough R2 2024: Jul23-Aug24 Qual Intab 579

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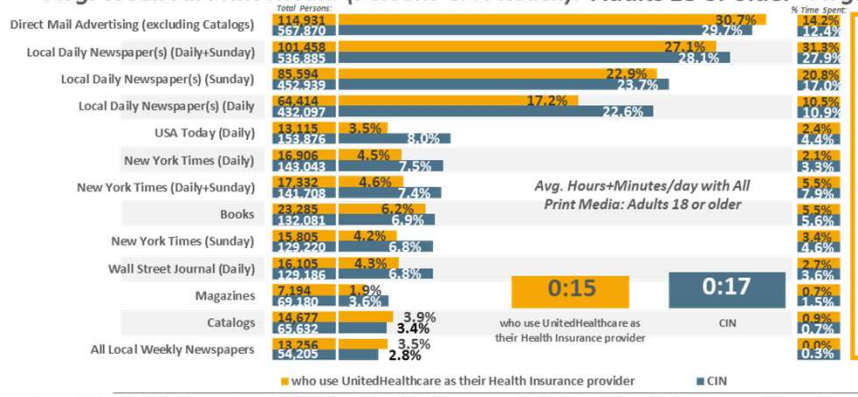
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Health insurance carrier - All types: UnitedHealthcare

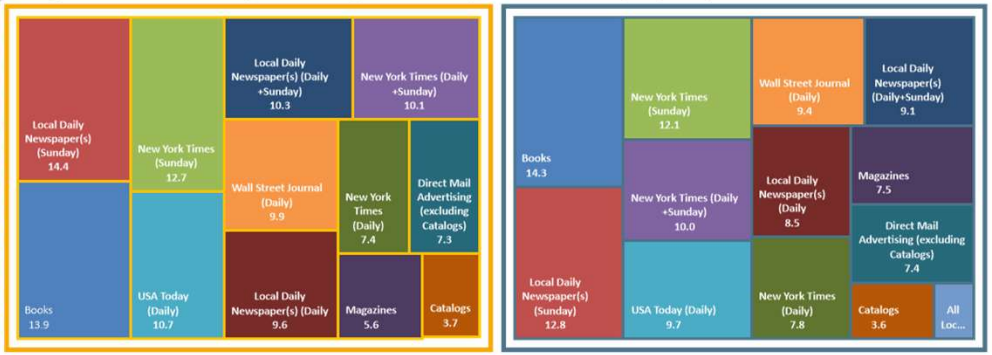
United Healthcare **CIN**

101,458 or 27.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 33.1% of all time spent daily with All forms of Print Me

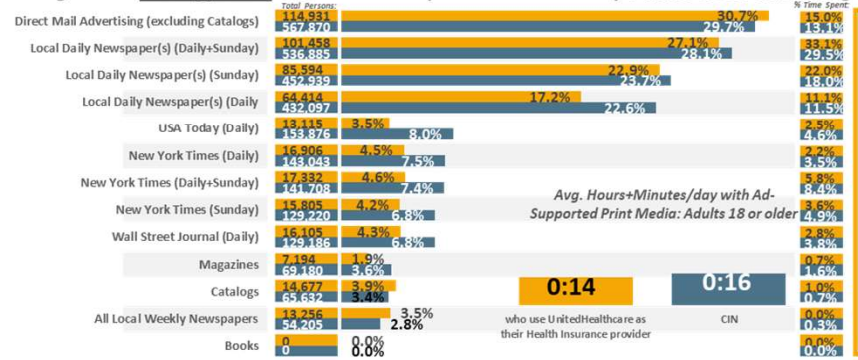
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



CIN DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 402

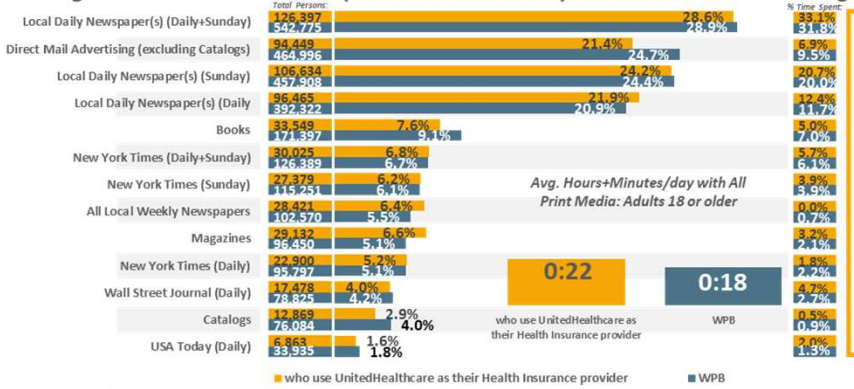
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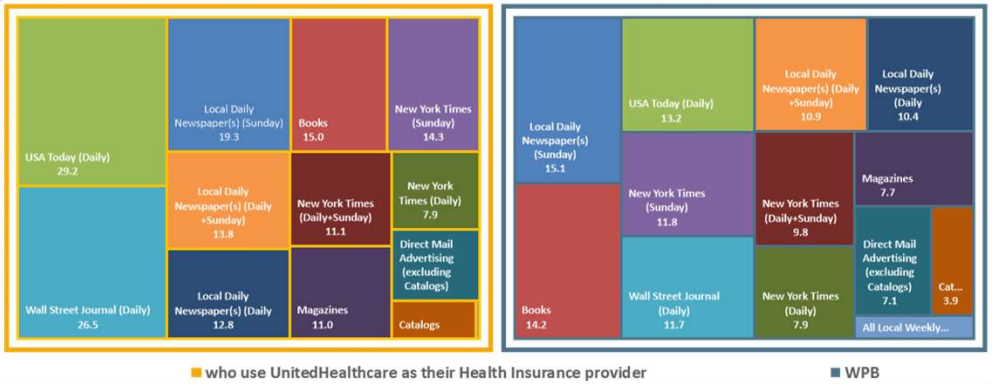
Health insurance carrier - All types: UnitedHealthcare

126,397 or 28.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.8 minutes every day representing 34.8% of all time spent daily with All forms of Print Me

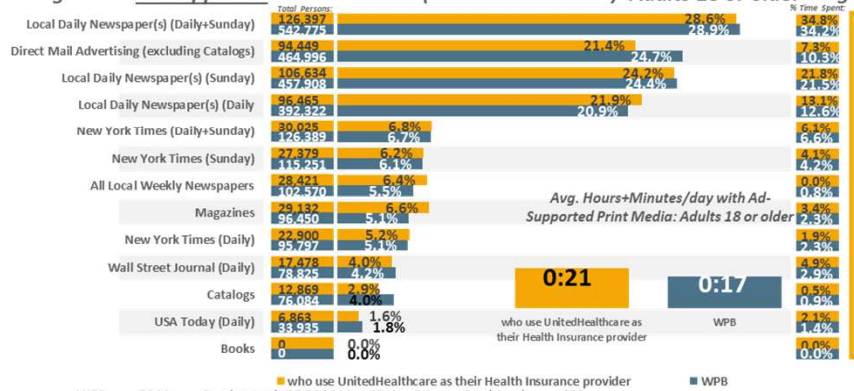
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



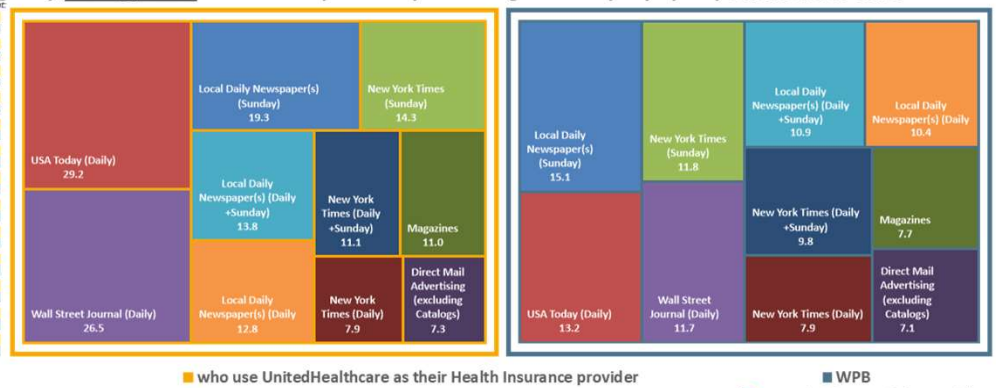
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 660

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Health insurance carrier - All types: UnitedHealthcare