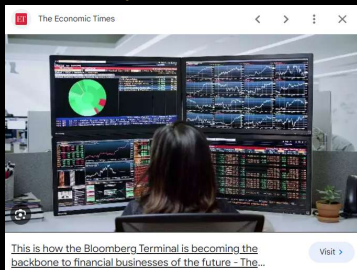


USA+4 More DMAs – P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA** **P35+ Homeowners** who Plan to Switch Carriers and Bundle their Home & Auto Insurance in the next 12 months as of **March 31, 2026.**



PROGRESSIVE®

Vanguard® BlackRock®

P35+

Hubbard
media that connects

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

[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 58.4 years old
(1.5% older than average) and have a \$144,301 (18.7% higher than average) annual household income.

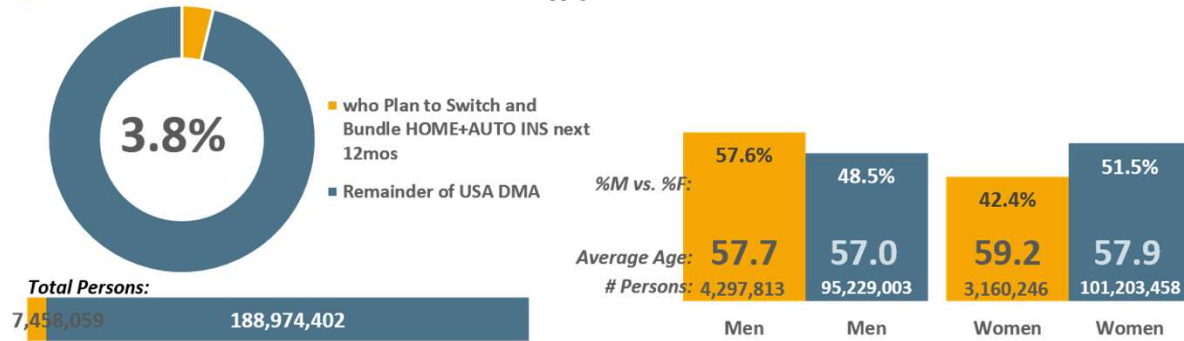


Percent of Market: Adults 35 or older

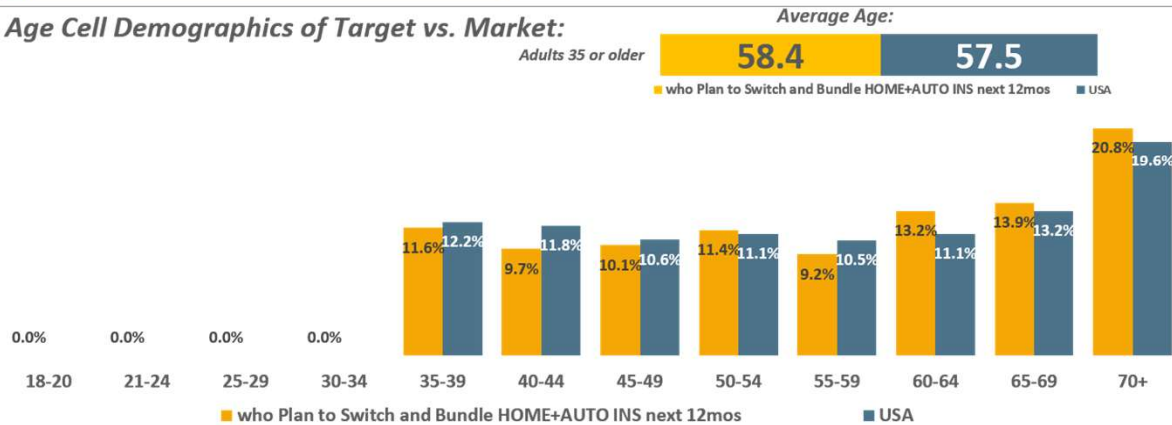


Gender of Target vs. Market: Adults 35 or older

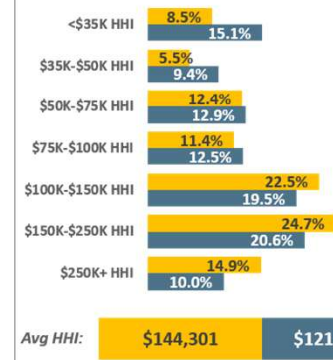
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



3.8% or 106,534 of MSP DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 54.4 years old
(5.4% younger than average) and have a \$152,151 (27.3% higher than average) annual household income.

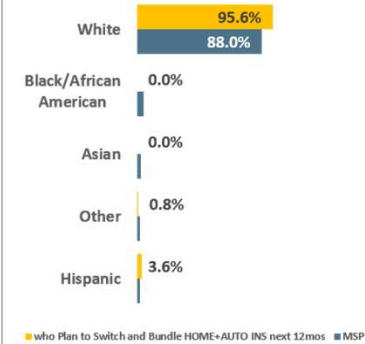
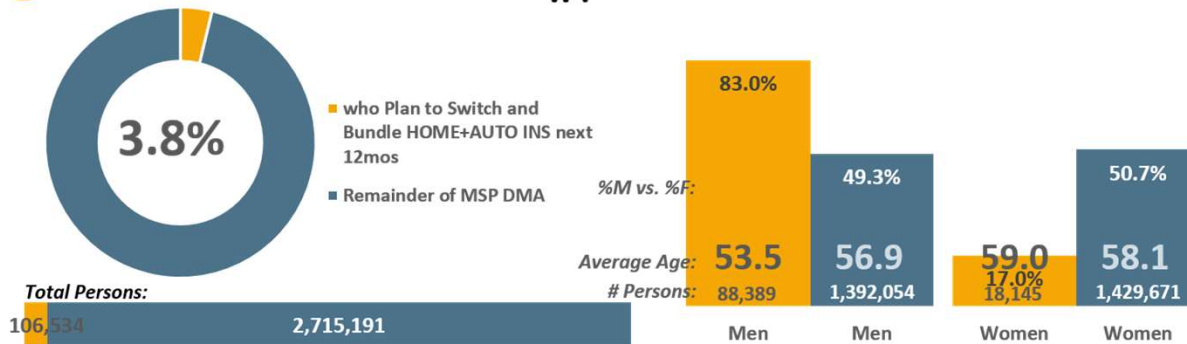


Percent of Market: Adults 35 or older

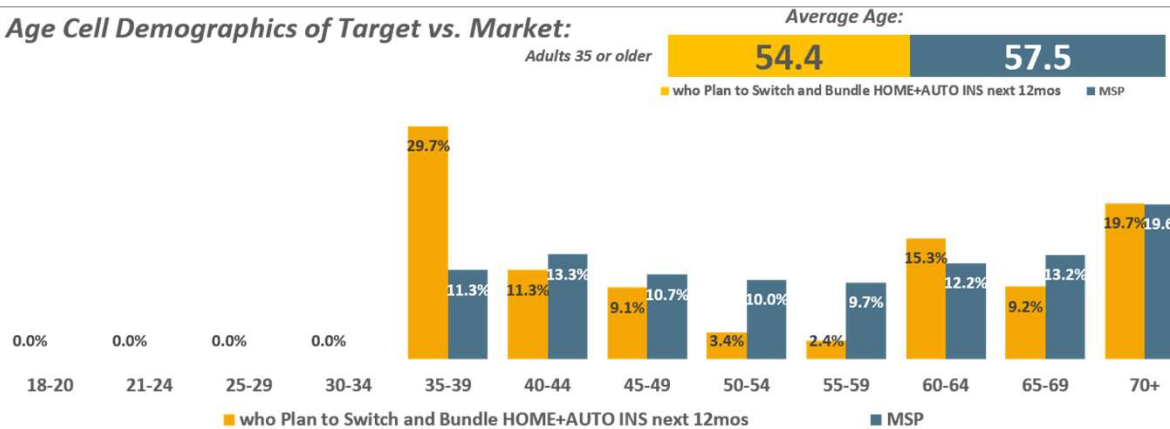


Gender of Target vs. Market: Adults 35 or older

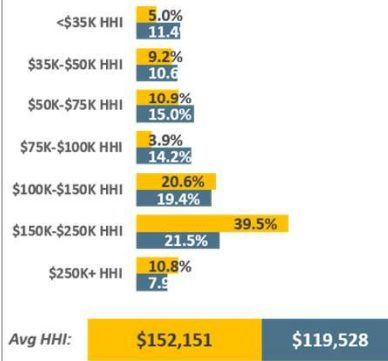
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





4.7% or 85,921 of STL DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 56.4 years old
(2.5% younger than average) and have a \$124,478 (13.6% higher than average) annual household income.

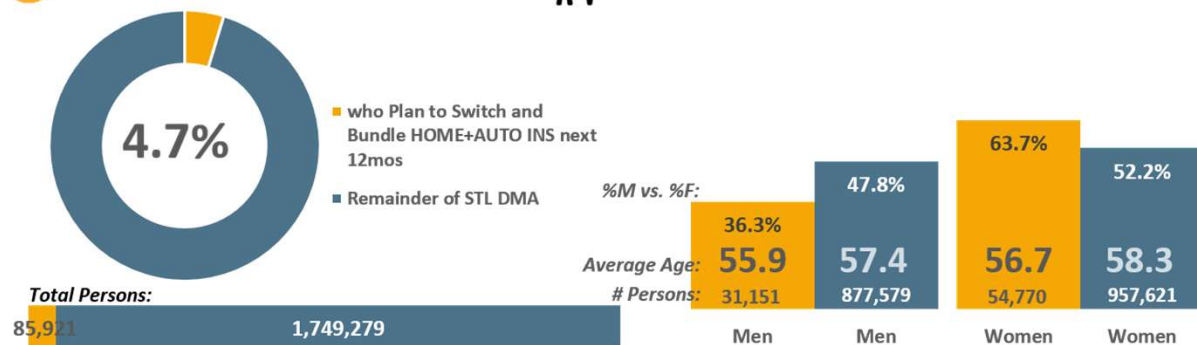


Percent of Market: Adults 35 or older

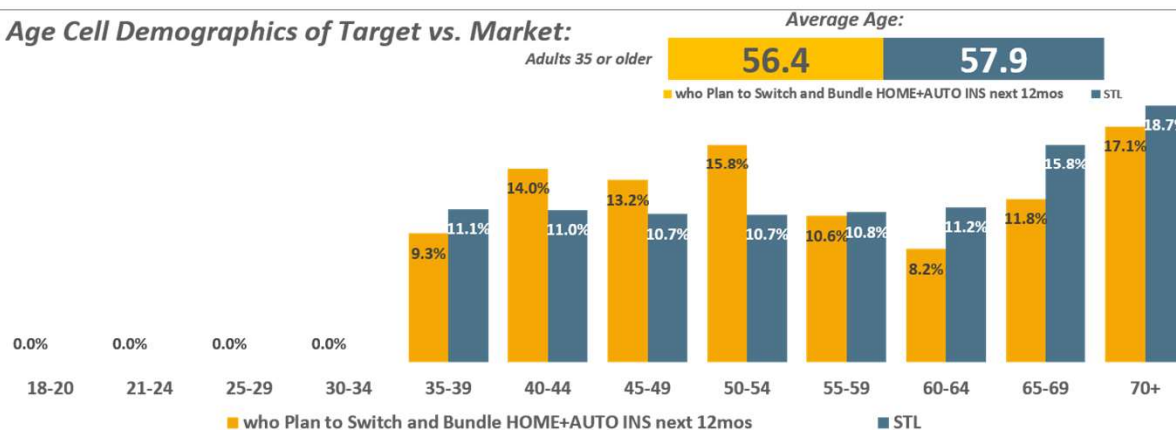


Gender of Target vs. Market: Adults 35 or older

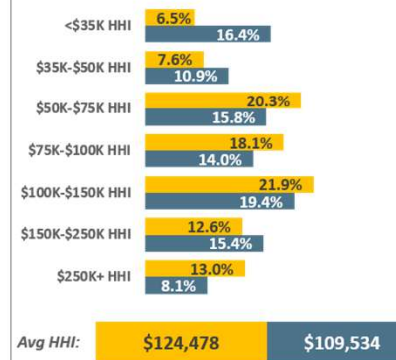
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



3.8% or 52,959 of CIN DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
 Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 57.7 years old
 (.3% older than average) and have a \$135,104 (27.1% higher than average) annual household income.

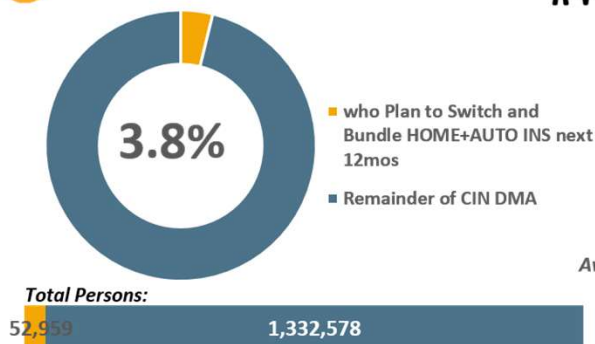


Percent of Market: Adults 35 or older



Gender of Target vs. Market: Adults 35 or older

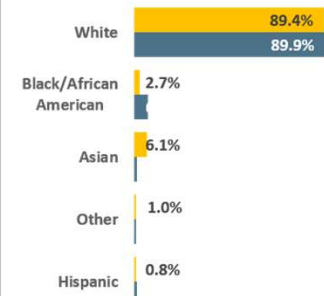
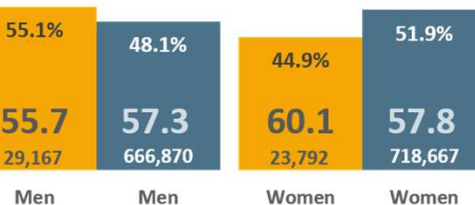
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

Persons:



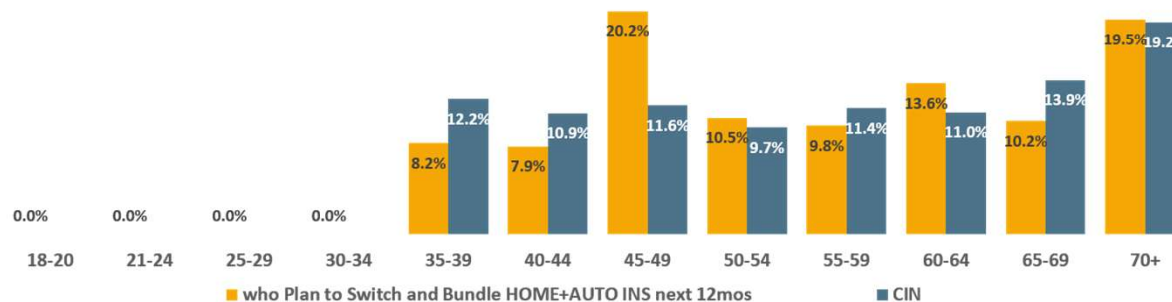
Age Cell Demographics of Target vs. Market:

Average Age:

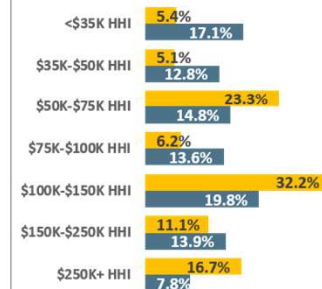
Adults 35 or older

who Plan to Switch and Bundle HOME+AUTO INS next 12mos

CIN



HHI of Target vs. Market:



Avg HHI: \$135,104 (Target) vs \$106,280 (Market)

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



2.2% or 33,930 of WPB DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos.
Typical Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 62.3 years old
(2.3% older than average) and have a \$128,417 (18.6% higher than average) annual household income.

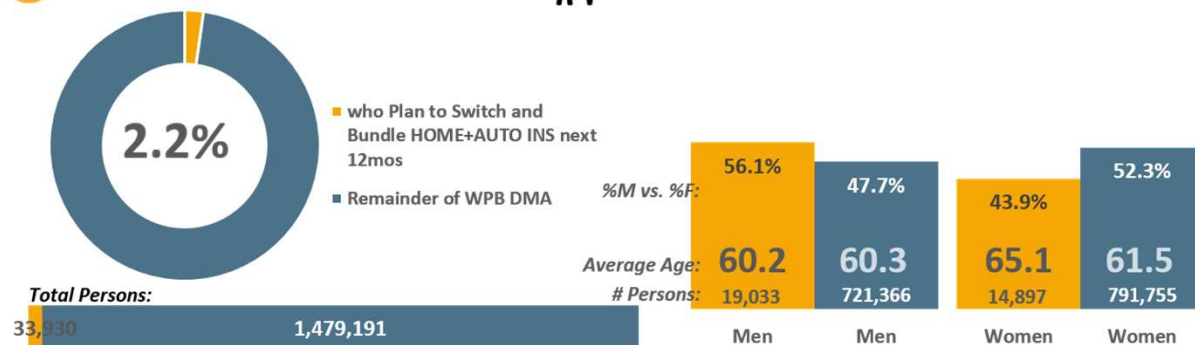


Percent of Market: Adults 35 or older

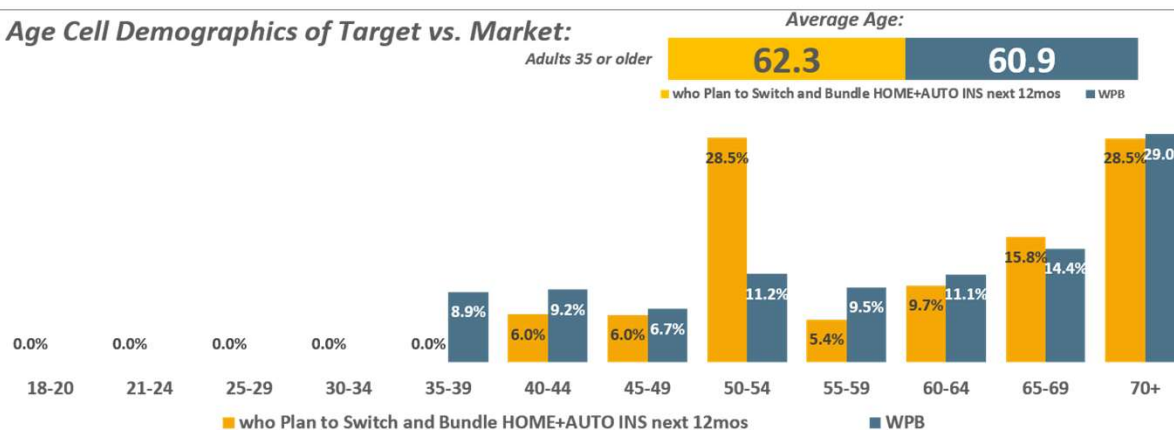


Gender of Target vs. Market: Adults 35 or older

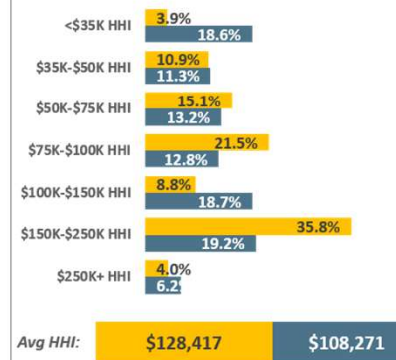
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

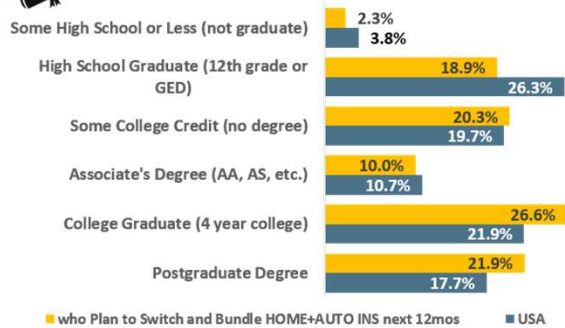




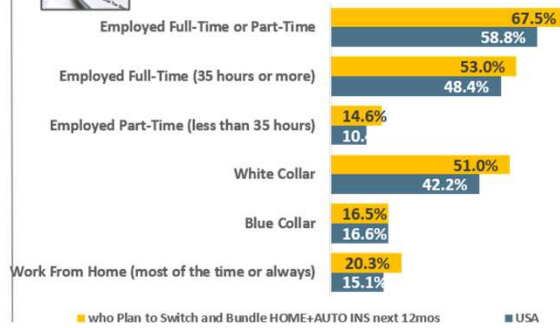
3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 22.4% more likely to be a college graduate, 9.4% more likely to work full-time, 18.9% more likely to be married, 11.1% less likely to be a grandparent of 1 or more children unde



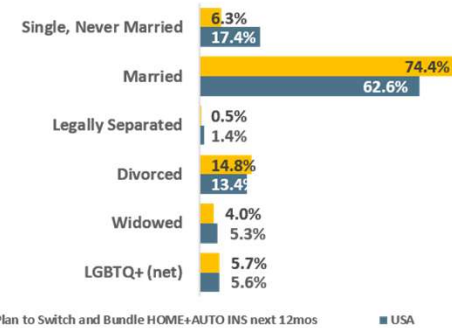
Education Levels: Adults 35 or older



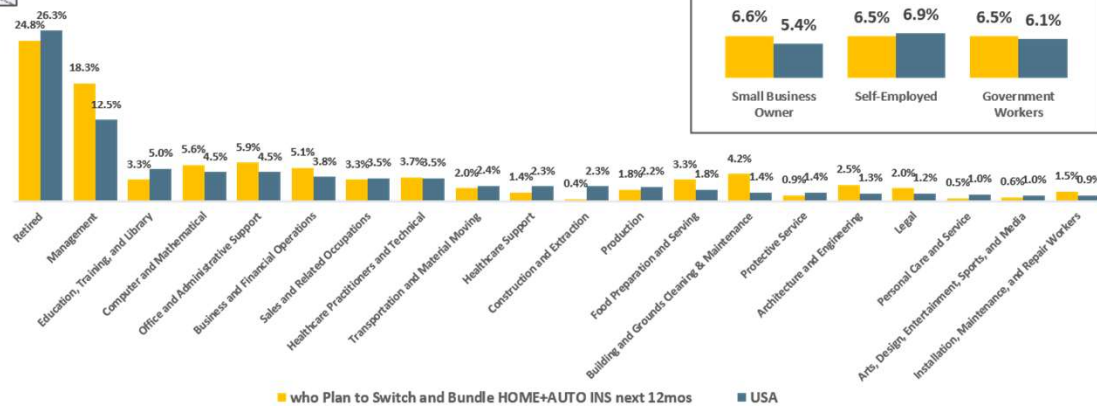
Employment: Adults 35 or older



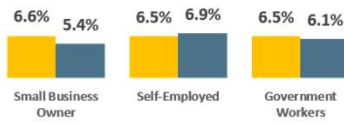
Marital Status: Adults 35 or older



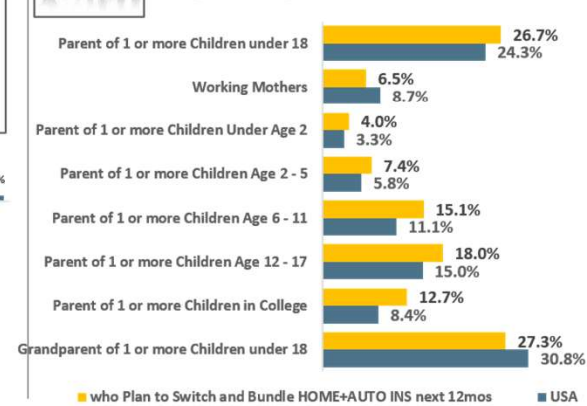
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

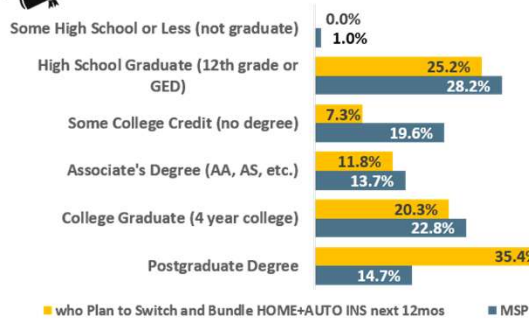




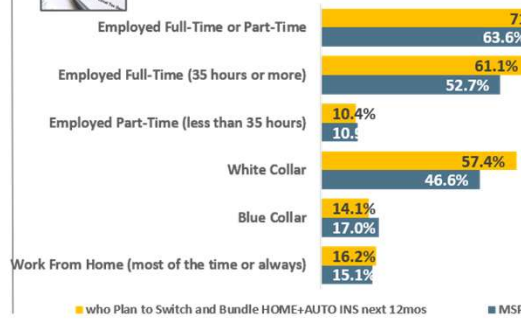
3.8% or 106,534 of MSP DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 48.5% more likely to be a college graduate, 16.% more likely to work full-time, 16.8% more likely to be married, 55.2% less likely to be a grandparent of 1 or more children unde



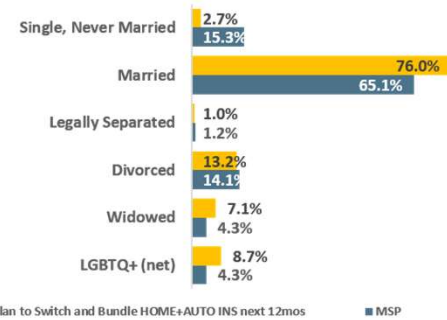
Education Levels: Adults 35 or older



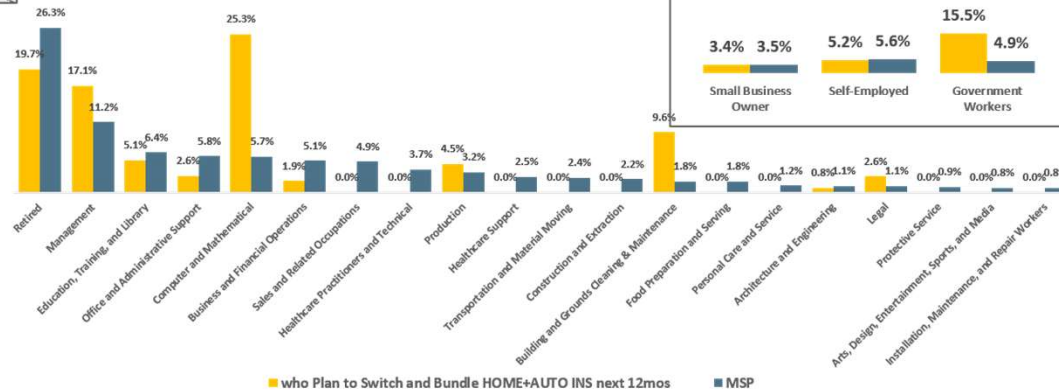
Employment: Adults 35 or older



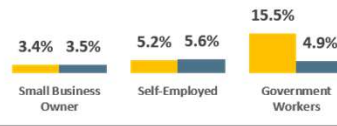
Marital Status: Adults 35 or older



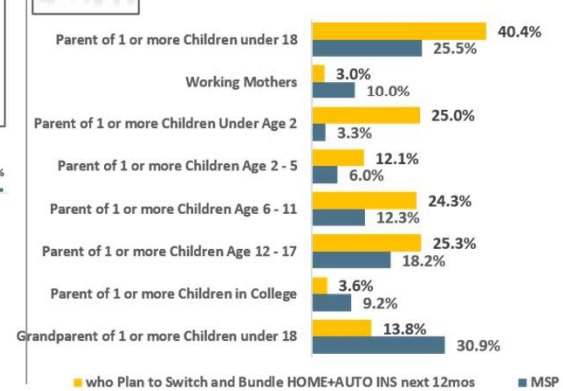
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

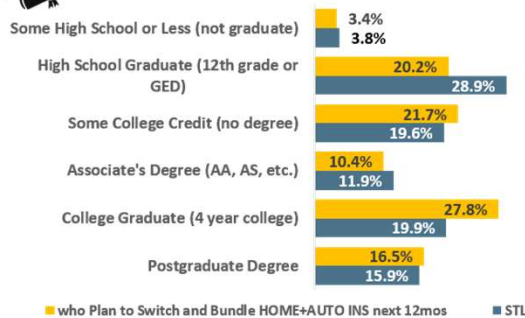




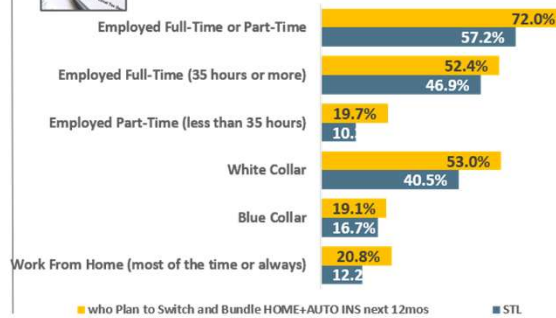
4.7% or 85,921 of STL DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 23.8% more likely to be a college graduate, 11.6% more likely to work full-time, 12.5% more likely to be married, 34.4% less likely to be a grandparent of 1 or more children und



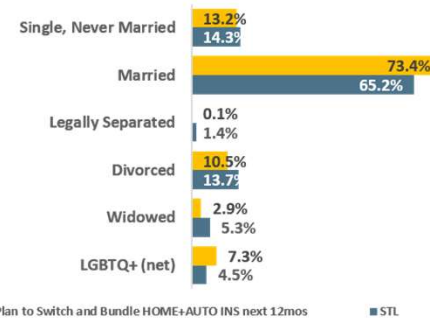
Education Levels: Adults 35 or older



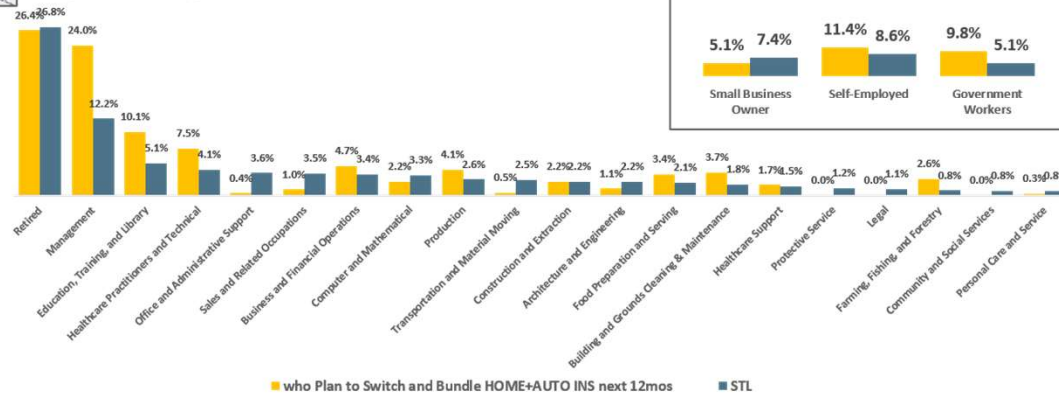
Employment: Adults 35 or older



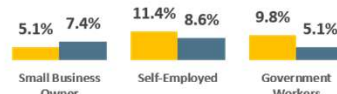
Marital Status: Adults 35 or older



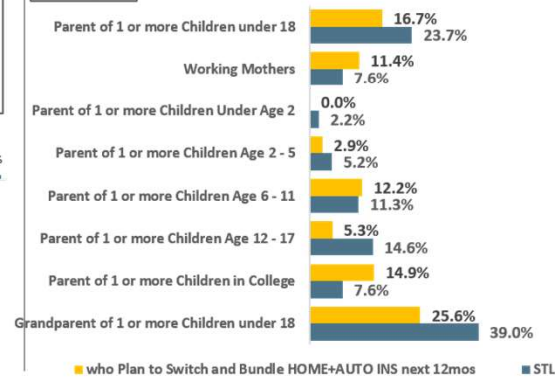
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

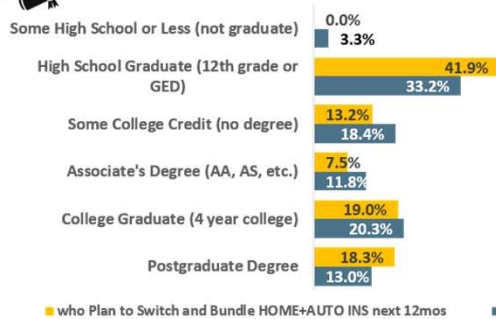




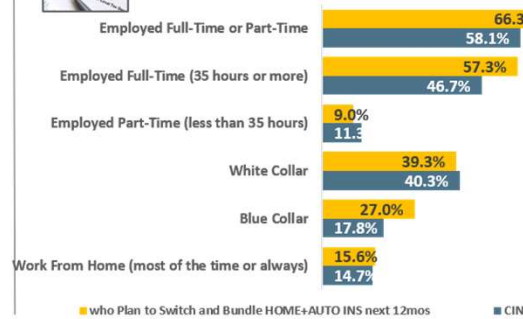
3.8% or 52,959 of CIN DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 11.8% more likely to be a college graduate, 22.6% more likely to work full-time, 27.% more likely to be married, 10.7% more likely to be a grandparent of 1 or more children unde



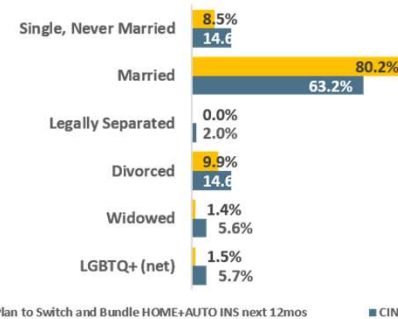
Education Levels: Adults 35 or older



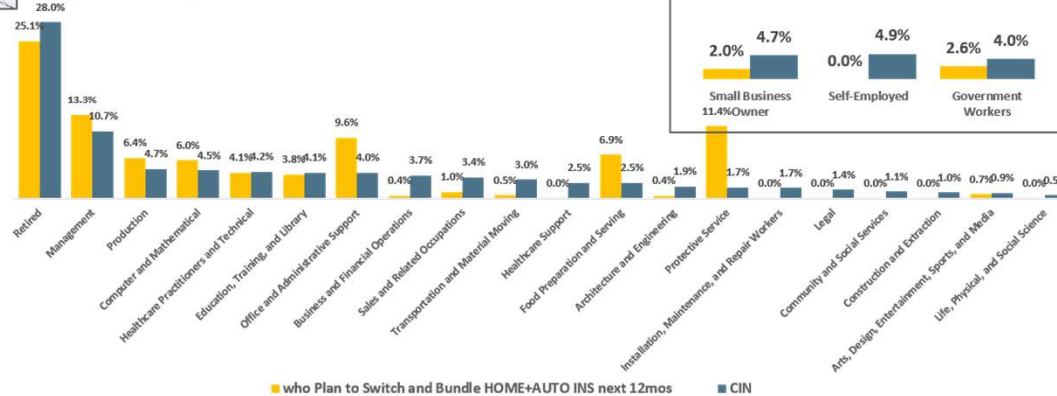
Employment: Adults 35 or older



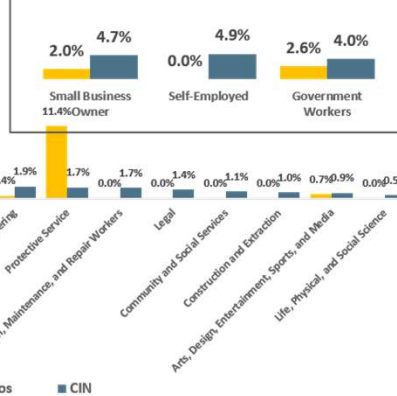
Marital Status: Adults 35 or older



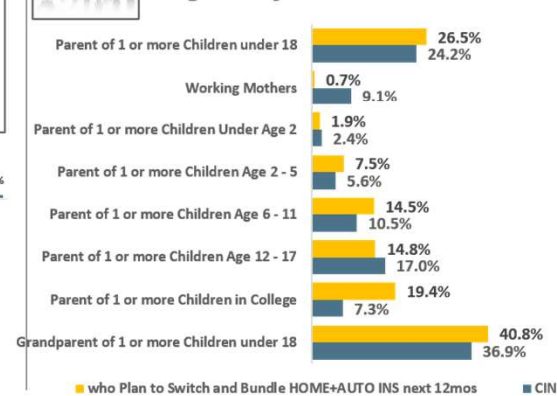
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 35 or older

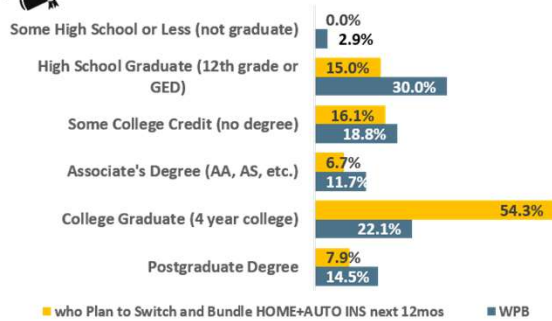




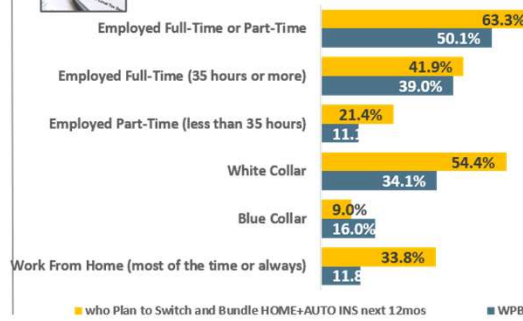
2.2% or 33,930 of WPB DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 70.% more likely to be a college graduate, 7.6% more likely to work full-time, 37.2% more likely to be married, 1.6% less likely to be a grandparent of 1 or more children under



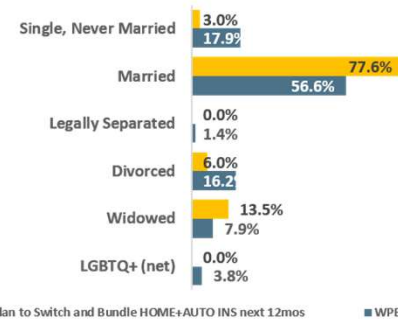
Education Levels: Adults 35 or older



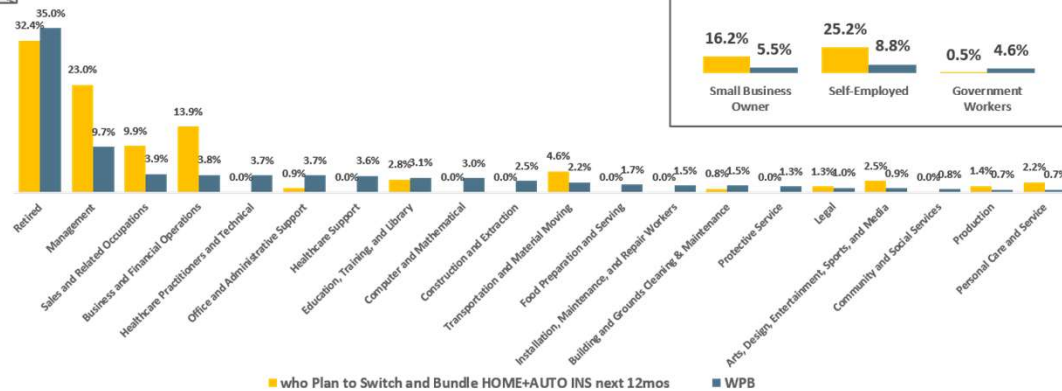
Employment: Adults 35 or older



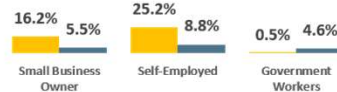
Marital Status: Adults 35 or older



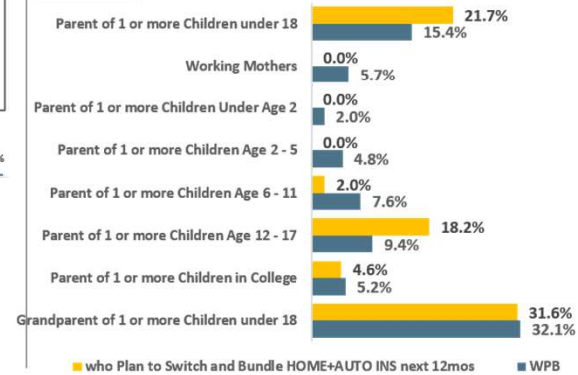
Top-20 Occupations: Adults 35 or older



Entrepreneurs/Government Workers



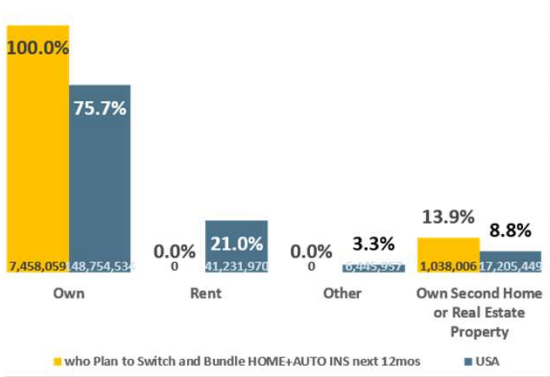
Stage in Life: Adults 35 or older



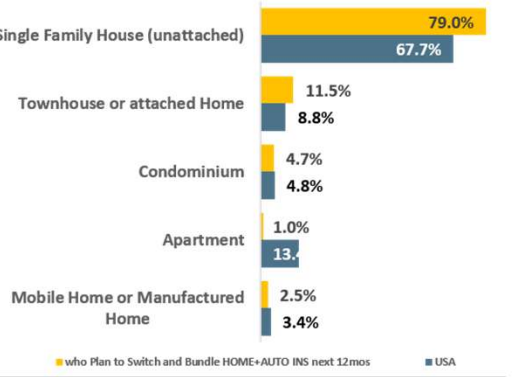


3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 32.1% more likely to own their home, 5.3% more likely to own a higher valued home, 16.8% more likely to have a single-family home, 25.5% more likely to have a dog.

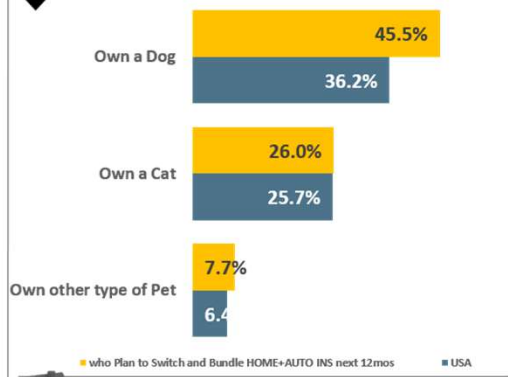
Own/Rent/Other:Adults 35 or older



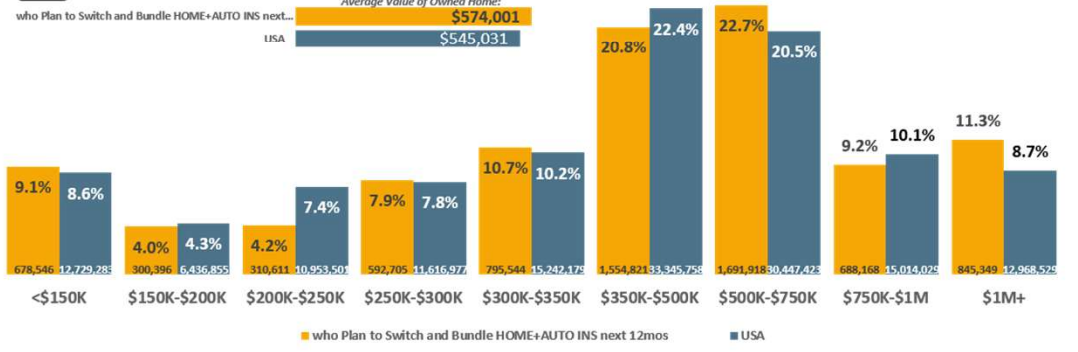
Type of Home:Adults 35 or older



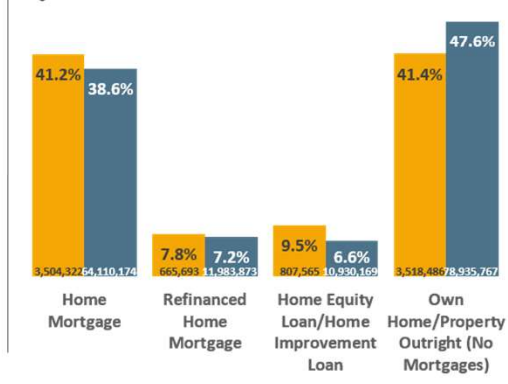
Pets in Home:Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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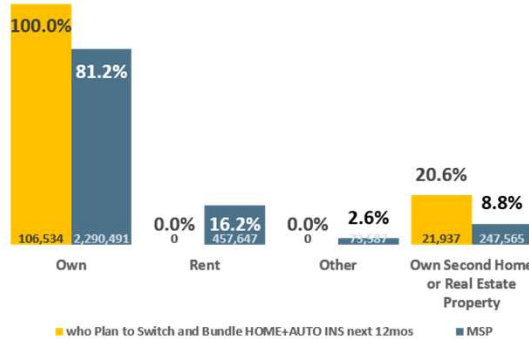
[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



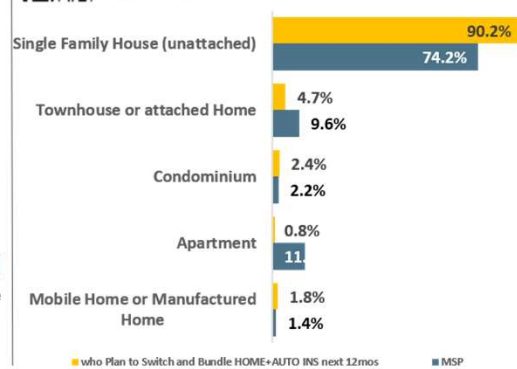
3.8% or 106,534 of MSP DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 23.2% more likely to own their home, 45.6% more likely to own a higher valued home, 21.6% more likely to have a single-family home, 50.5% more likely to have a dog.



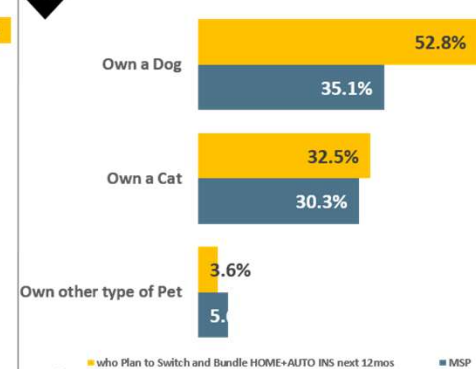
Own/Rent/Other: Adults 35 or older



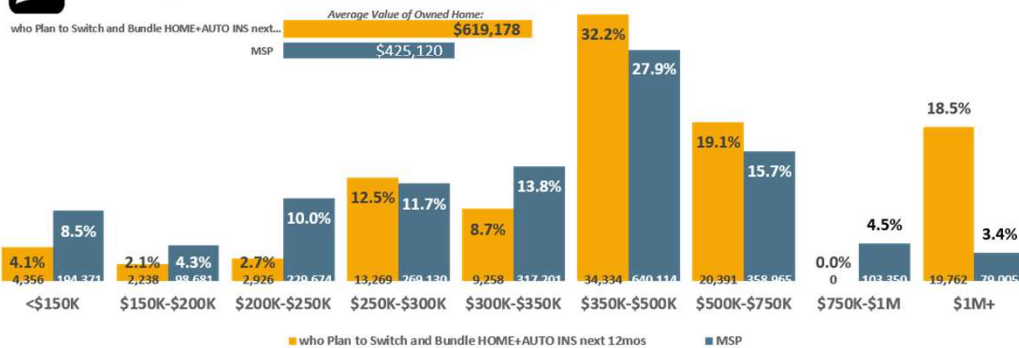
Type of Home: Adults 35 or older



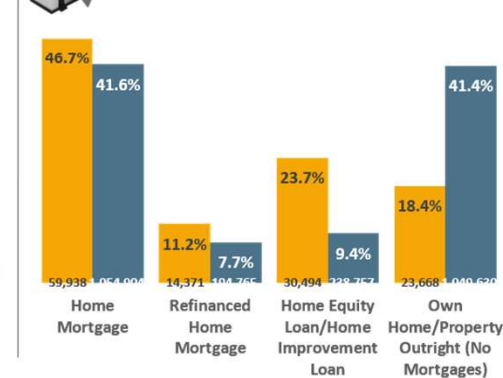
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

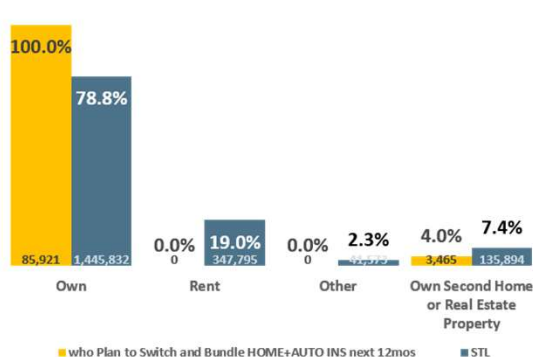




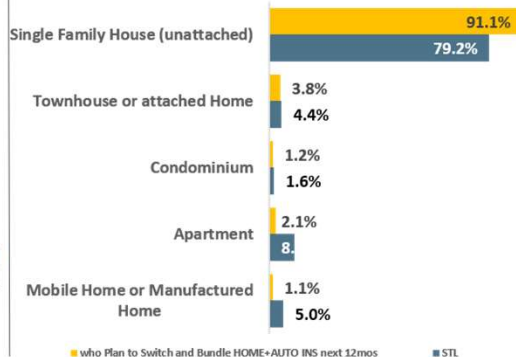
4.7% or 85,921 of STL DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 26.9% more likely to own their home, 4.3% more likely to own a lower valued home, 15.% more likely to have a single-family home, 16.1% more likely to have a dog.



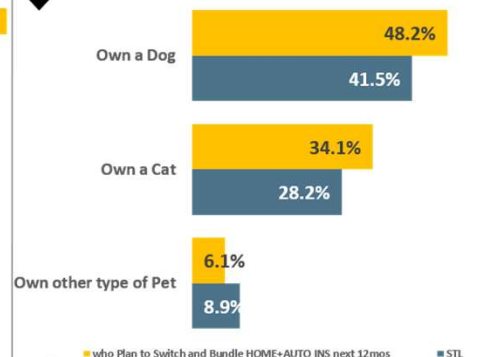
Own/Rent/Other: Adults 35 or older



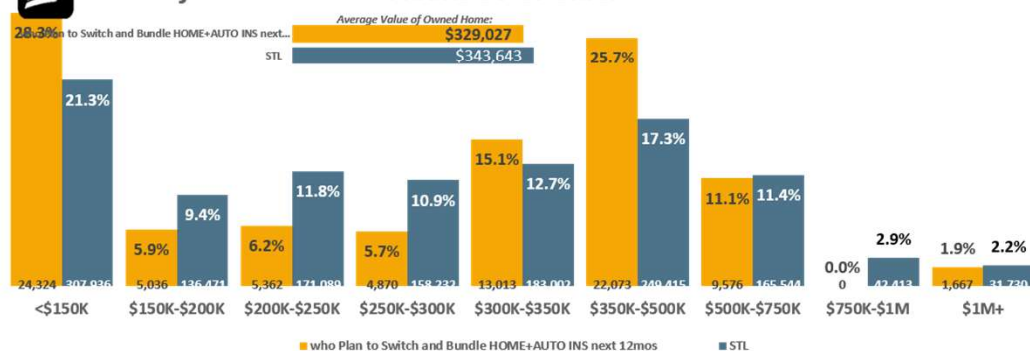
Type of Home: Adults 35 or older



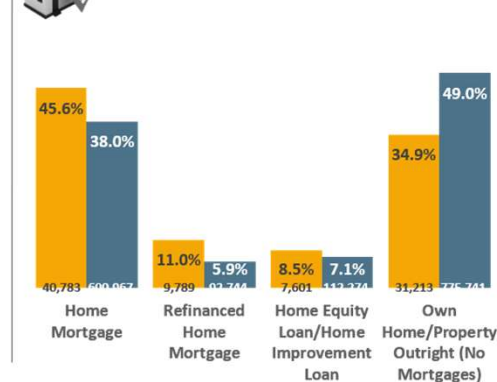
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older



STL DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 75
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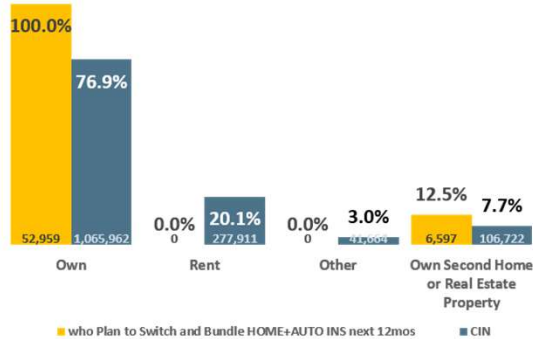
[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



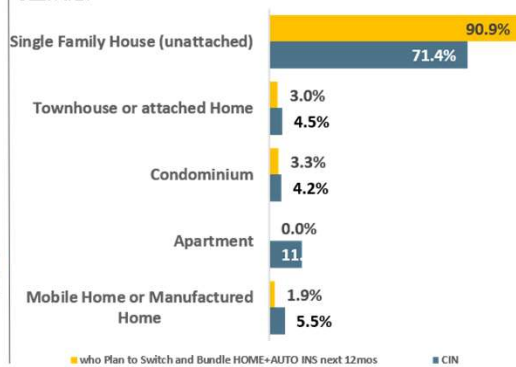
3.8% or 52,959 of CIN DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 30.% more likely to own their home, 8.7% more likely to own a higher valued home, 27.2% more likely to have a single-family home, 74.7% more likely to have a dog.



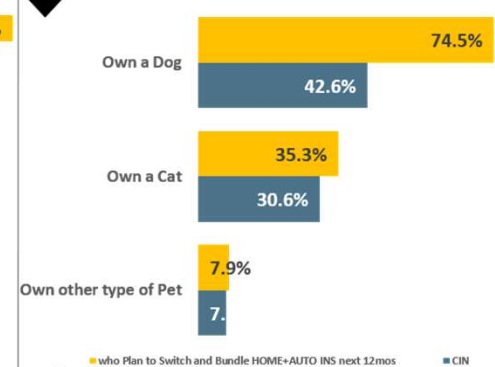
Own/Rent/Other: Adults 35 or older



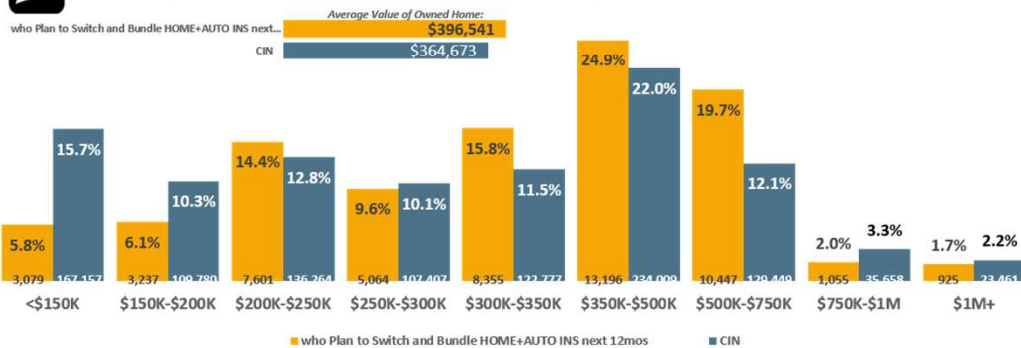
Type of Home: Adults 35 or older



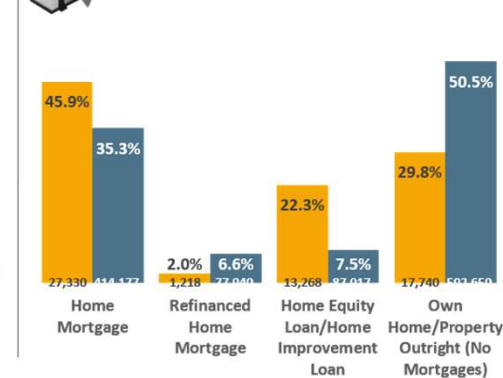
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

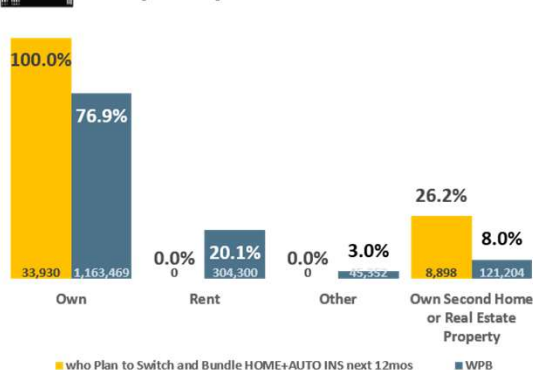




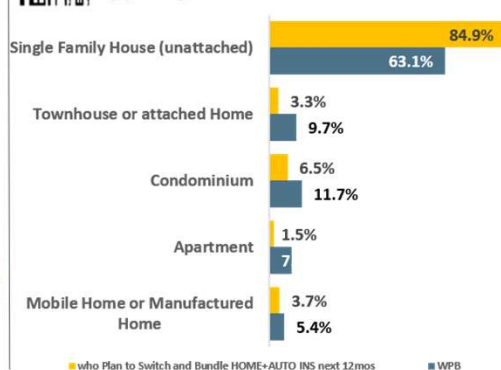
2.2% or 33,930 of WPB DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 30.1% more likely to own their home, 63.3% more likely to own a higher valued home, 34.5% more likely to have a single-family home, 23.2% more likely to have a dog.



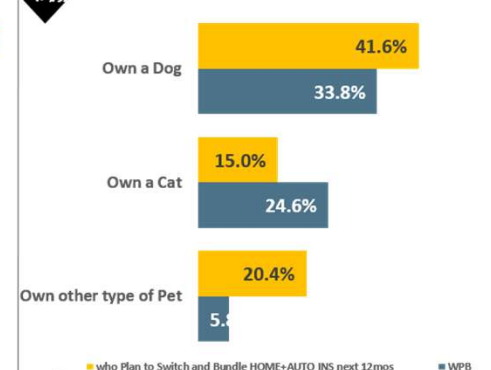
Own/Rent/Other: Adults 35 or older



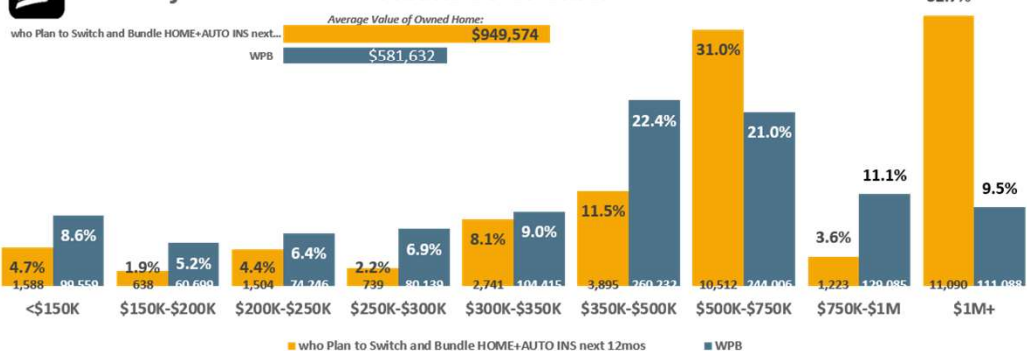
Type of Home: Adults 35 or older



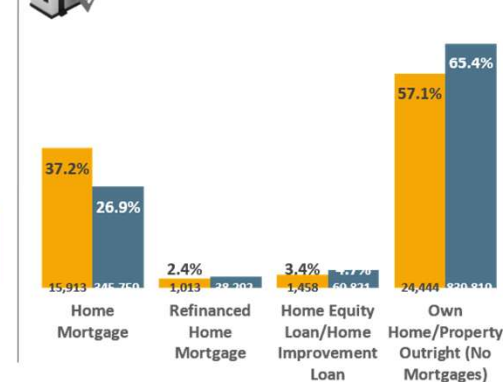
Pets in Home: Adults 35 or older



Value of Owned Home: Adults 35 or older



Home Loans: Adults 35 or older

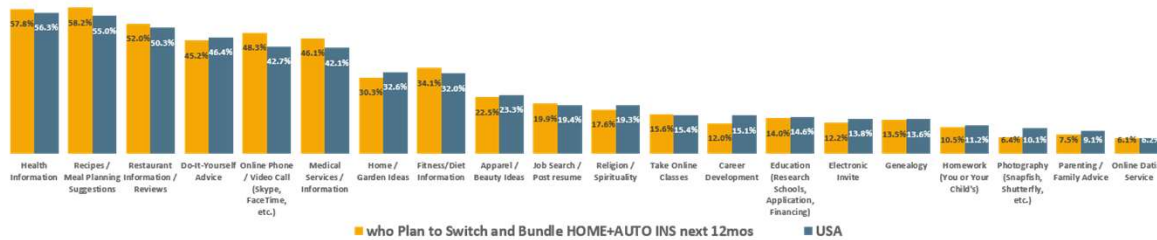




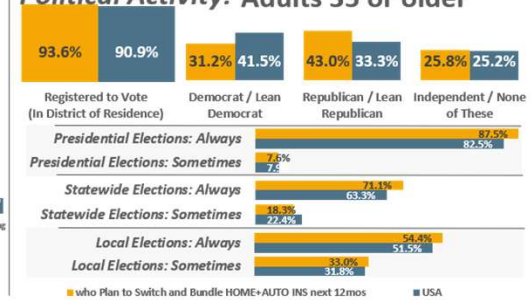
3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 2.7% less likely to look up D-I-Y advice online, 5.6% more likely to always vote in local elections, 35.5% more likely to belong to a gym, 22.% more likely to fly domestic past



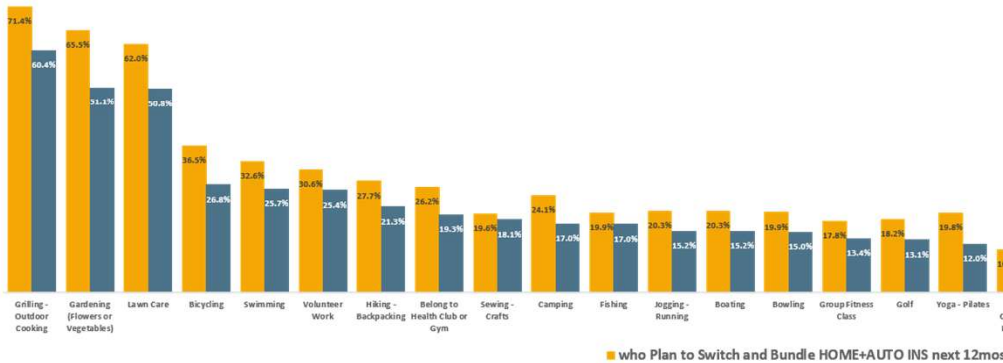
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



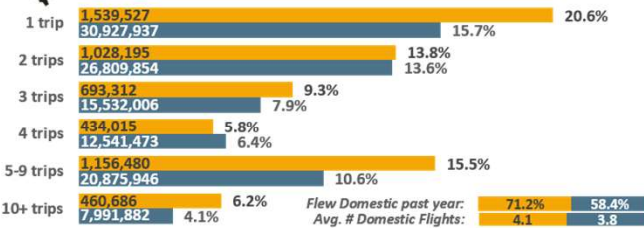
Political Activity: Adults 35 or older



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



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

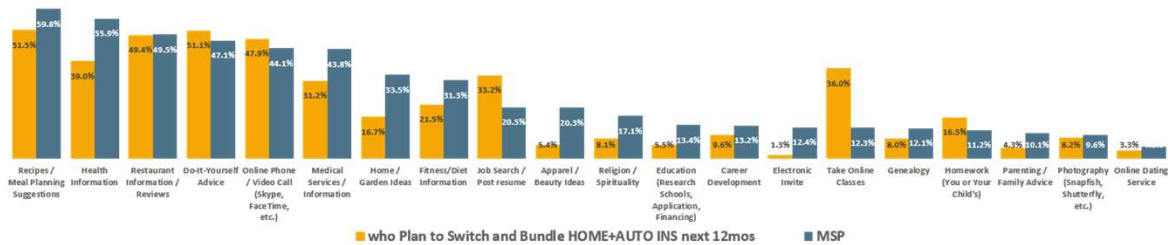




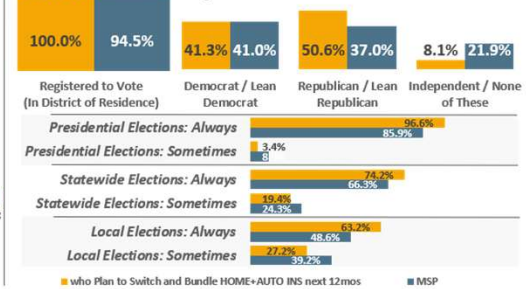
3.8% or 106,534 of MSP DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 8.5% more likely to look up D-I-Y advice online, 30.% more likely to always vote in local elections, 94.7% more likely to belong to a gym, 13.2% more likely to fly domestic past



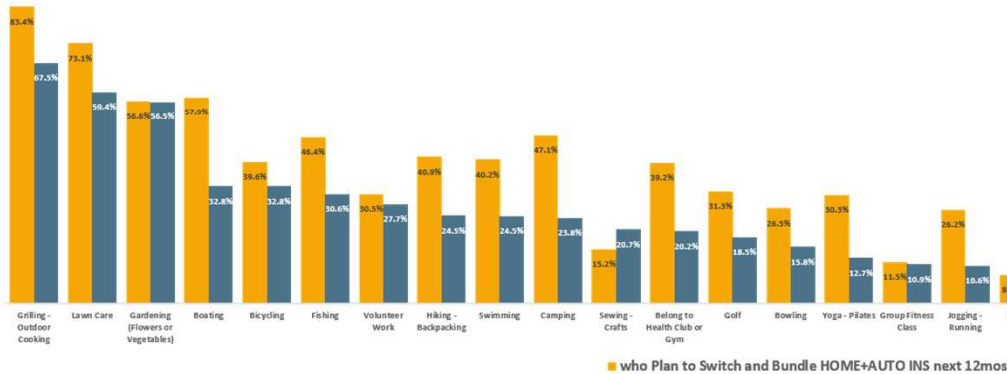
Top-20 past 30-days Online Lifestyle Activities: Adults 35 or older



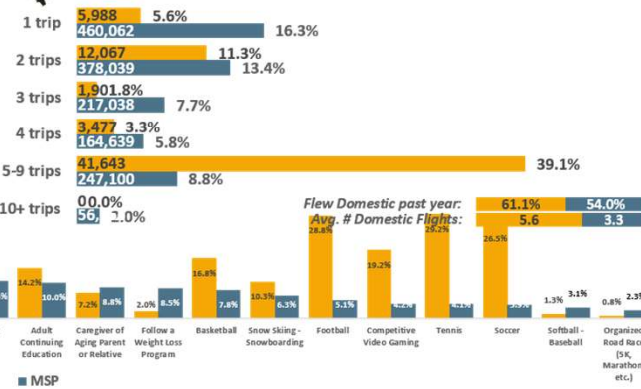
Political Activity: Adults 35 or older



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



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

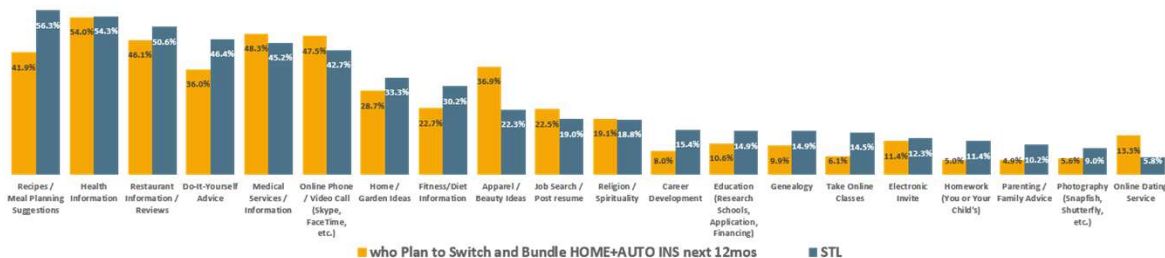




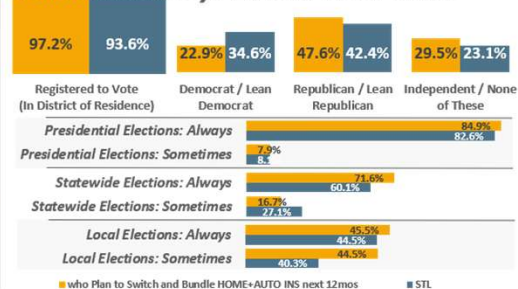
4.7% or 85,921 of STL DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 22.4% less likely to look up D-I-Y advice online, 2.1% more likely to always vote in local elections, 33.7% more likely to belong to a gym, 19.7% more likely to fly domestic pas



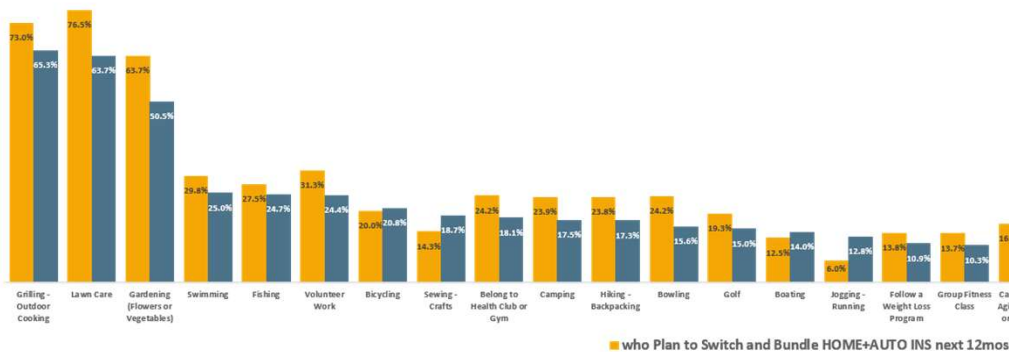
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



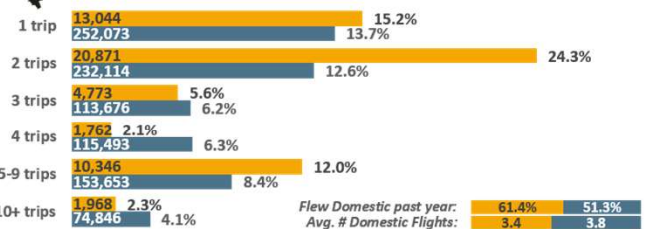
Political Activity: Adults 35 or older



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



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

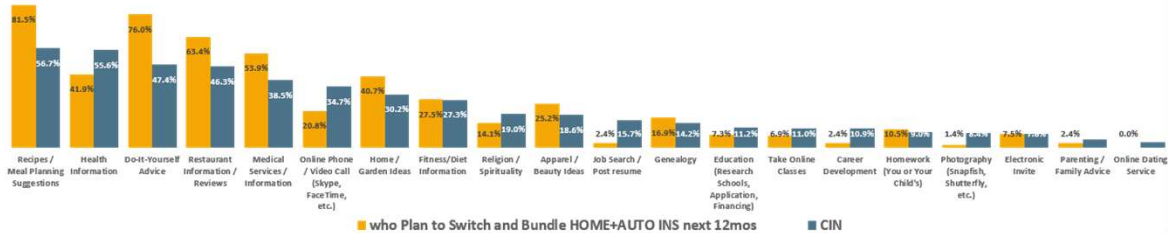




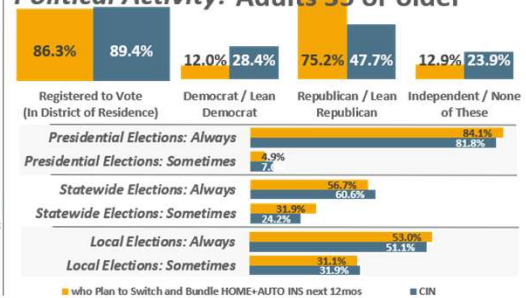
3.8% or 52,959 of CIN DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 60.5% more likely to look up D-I-Y advice online, 3.6% more likely to always vote in local elections, 74.9% more likely to belong to a gym, 35.2% more likely to fly domestic pas



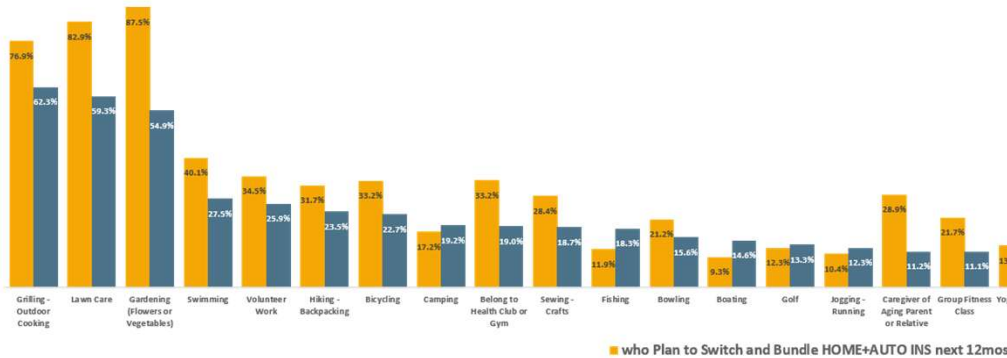
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



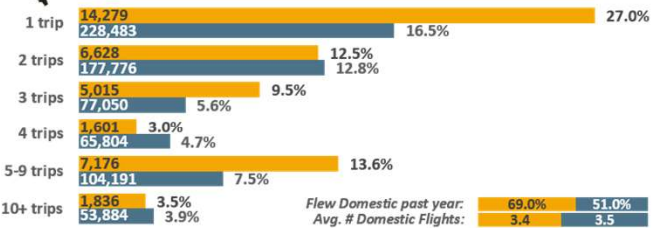
Political Activity: Adults 35 or older



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



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

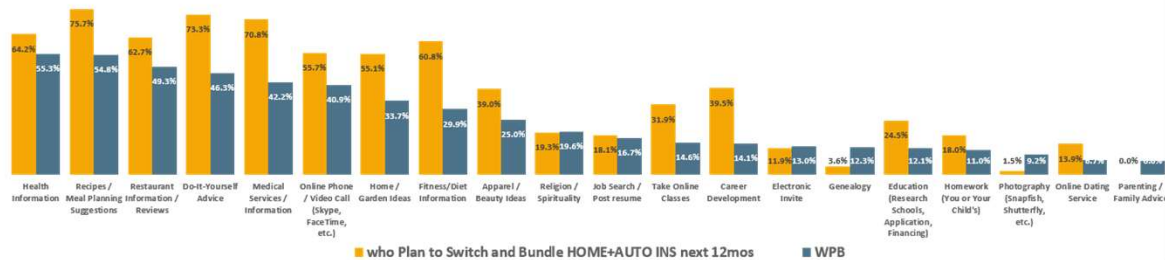




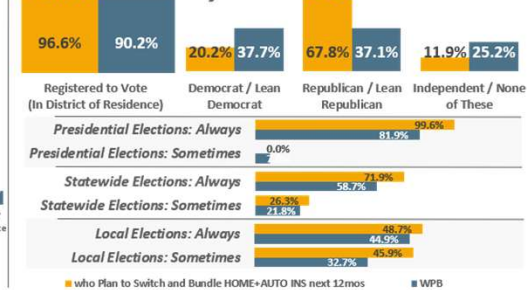
2.2% or 33,930 of WPB DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 58.3% more likely to look up D-I-Y advice online, 8.6% more likely to always vote in local elections, 42.% more likely to belong to a gym, 9.4% less likely to fly domestic past



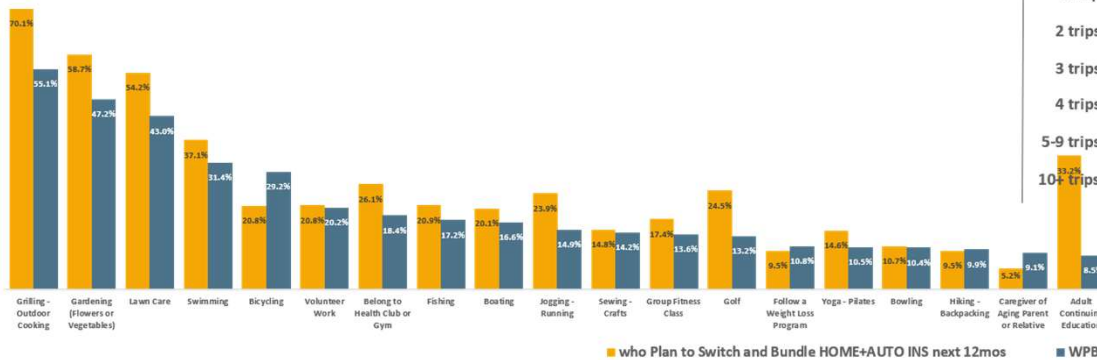
Top-20 past 30-days Online Lifestyle Activites: Adults 35 or older



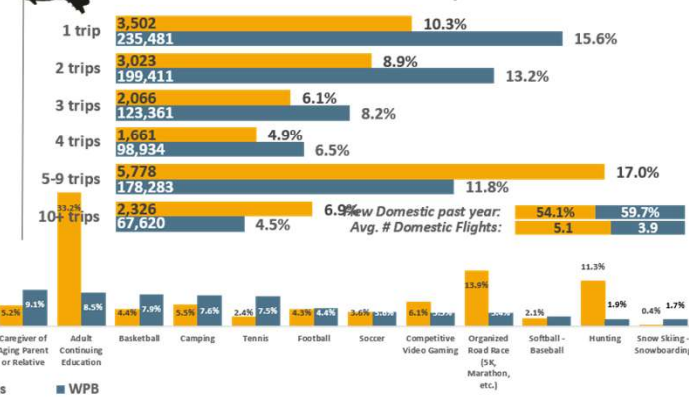
Political Activity: Adults 35 or older



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



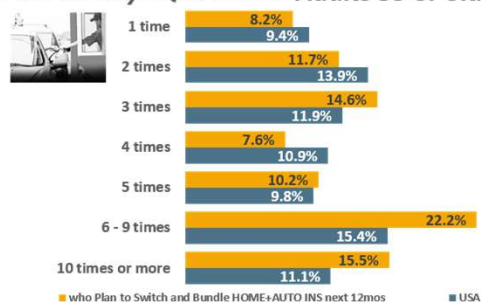
Past 12-months Domestic Airline Trips: Adults 35 or older



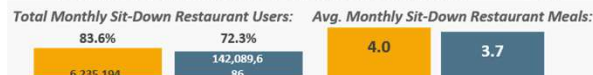
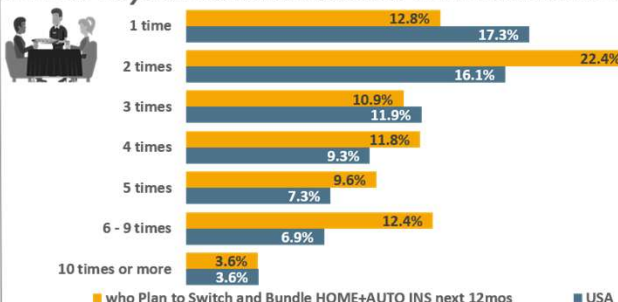


3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 9.2% more likely to use QSRs past mo., 15.6% more likely to use Sit-Down Restaurants past mo., 1.3% more likely to use Casinos past yr., 16.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 35 or older

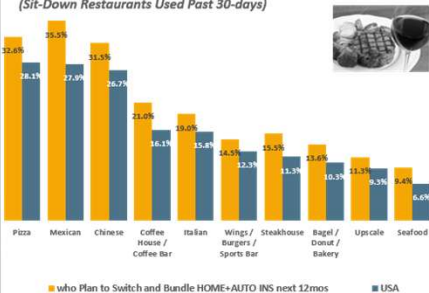


Past 30-days Sit-Down Restaurant Users: Adults 35 or older

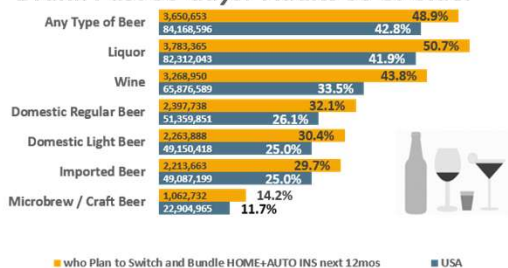


Top-10 Cuisines: Adults 35 or older

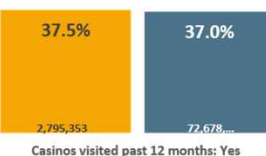
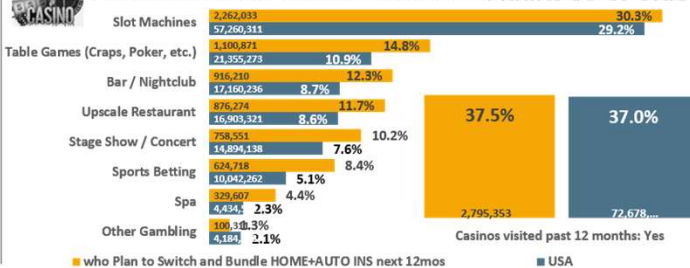
(Sit-Down Restaurants Used Past 30-days)



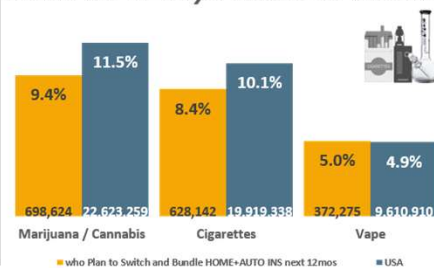
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



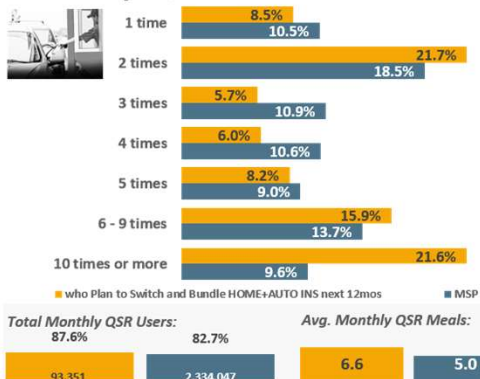
Used Past 30-days: Adults 35 or older



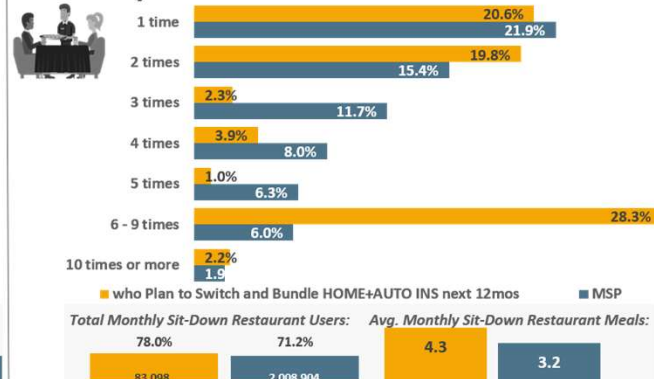


3.8% or 106,534 of MSP DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 5.9% more likely to use QSRs past mo., 9.6% more likely to use Sit-Down Restaurants past mo., 41.9% more likely to use Casinos past yr., 130.5% more likely to smoke cigarettes.

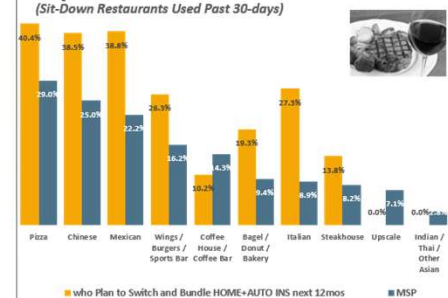
Past 30-days QSR Users: Adults 35 or older



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

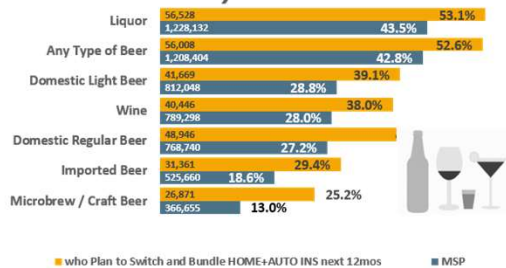


Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

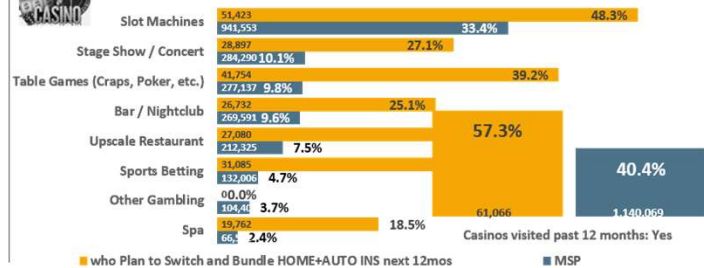


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Switch and Bundle HOME+AUTO INS next 12mos: 11,498 (10.8%)
MSP: 279,125 (9.9%)

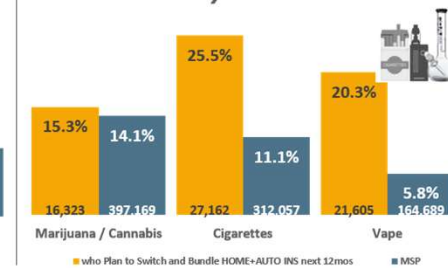
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



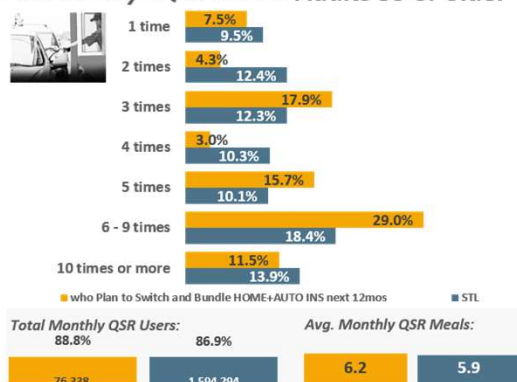
Used Past 30-days: Adults 35 or older



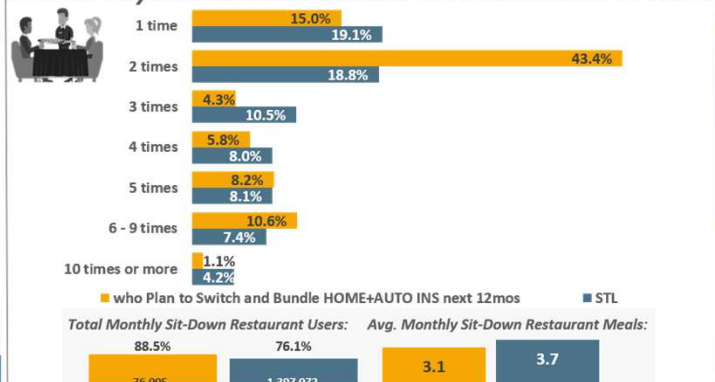


4.7% or 85,921 of STL DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 2.3% more likely to use QSRs past mo., 16.2% more likely to use Sit-Down Restaurants past mo., 8.% less likely to use Casinos past yr., 72.7% less likely to smoke cigarettes.

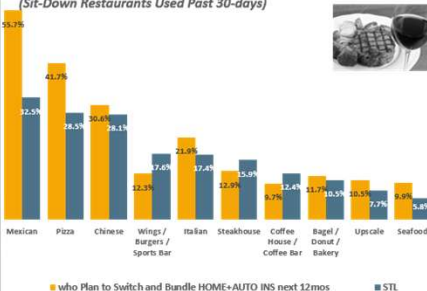
Past 30-days QSR Users: Adults 35 or older



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

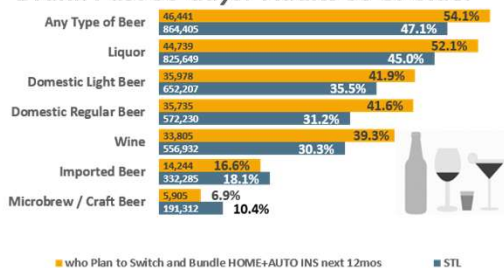


Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

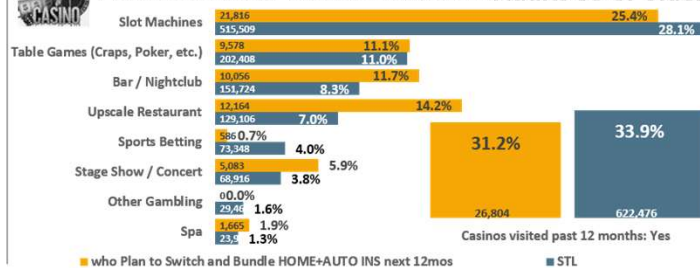


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who Plan to Switch and Bundle HOME+AUTO INS next 12mos: 8,485 (9.9%)
 STL: 257,312 (14.0%)

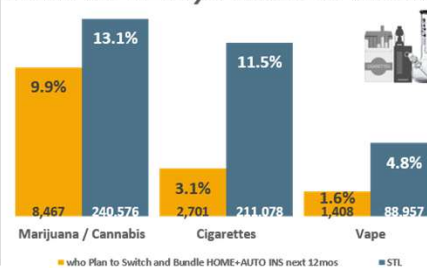
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



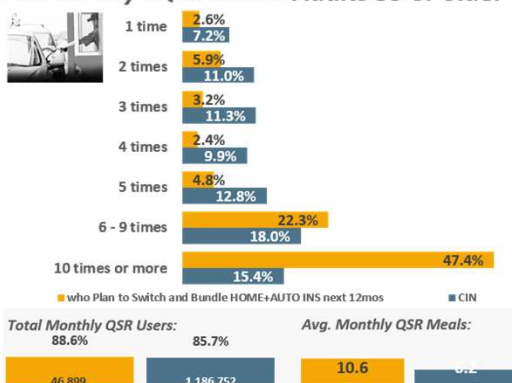
Used Past 30-days: Adults 35 or older



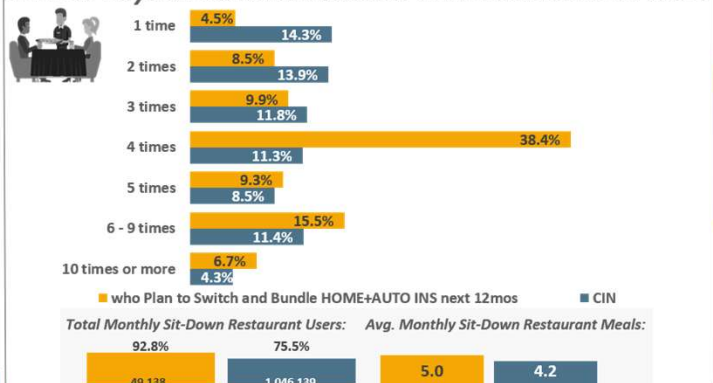


3.8% or 52,959 of CIN DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 3.4% more likely to use QSRs past mo., 22.9% more likely to use Sit-Down Restaurants past mo., .6% less likely to use Casinos past yr., 52.5% less likely to smoke cigarettes.

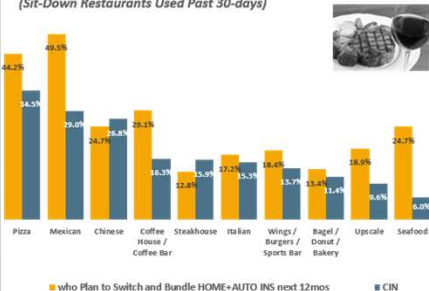
Past 30-days QSR Users: Adults 35 or older



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

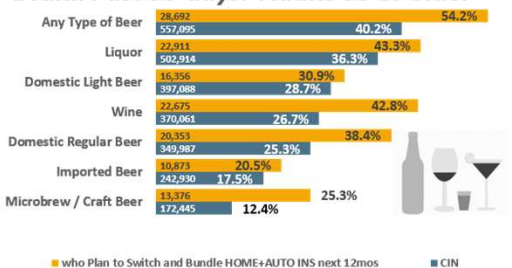


Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)

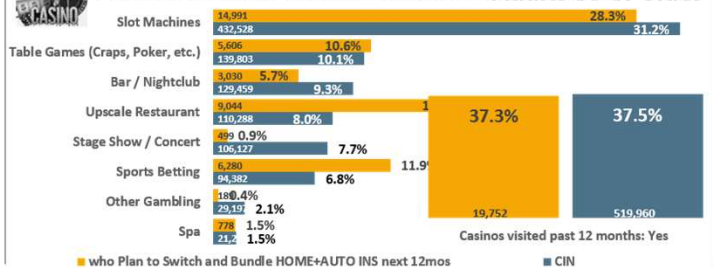


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Plan to Switch and Bundle HOME+AUTO INS next 12mos: 9,733 (18.4%)
CIN: 225,901 (16.3%)

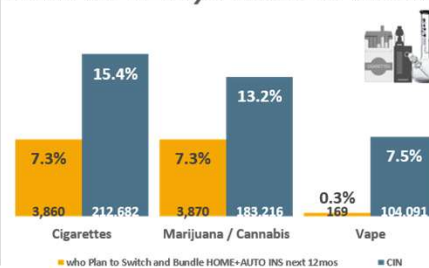
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



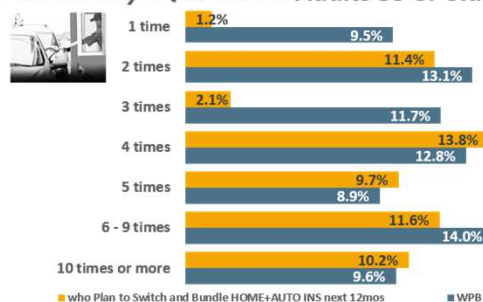
Used Past 30-days: Adults 35 or older



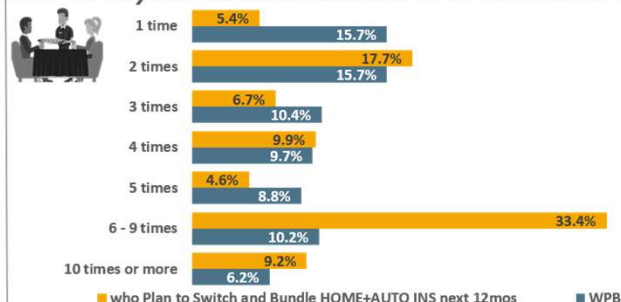


2.2% or 33,930 of WPB DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 24.5% less likely to use QSRs past mo., 13.3% more likely to use Sit-Down Restaurants past mo., 41.8% more likely to use Casinos past yr., 13.9% less likely to smoke cigarettes.

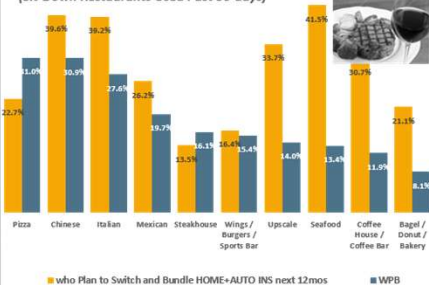
Past 30-days QSR Users: Adults 35 or older



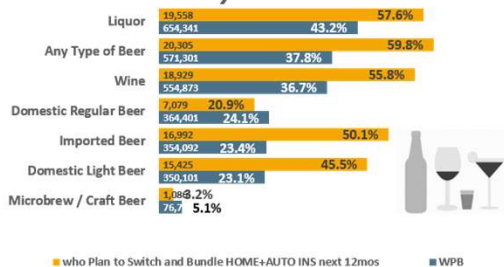
Past 30-days Sit-Down Restaurant Users: Adults 35 or older



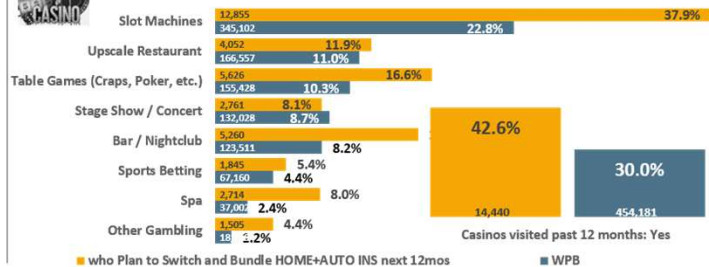
Top-10 Cuisines: Adults 35 or older (Sit-Down Restaurants Used Past 30-days)



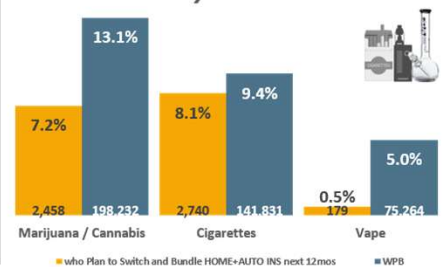
Drank Past 30-days: Adults 35 or older



Past 12 months Casino Activities: Adults 35 or older



Used Past 30-days: Adults 35 or older

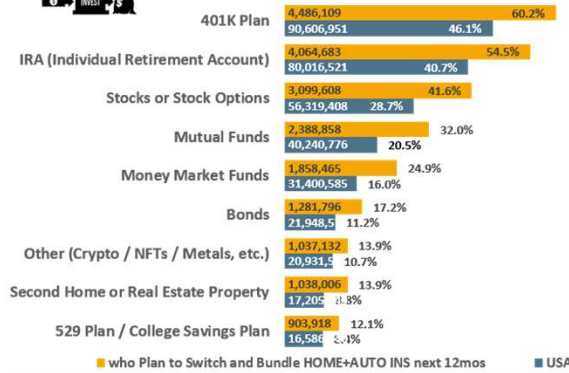




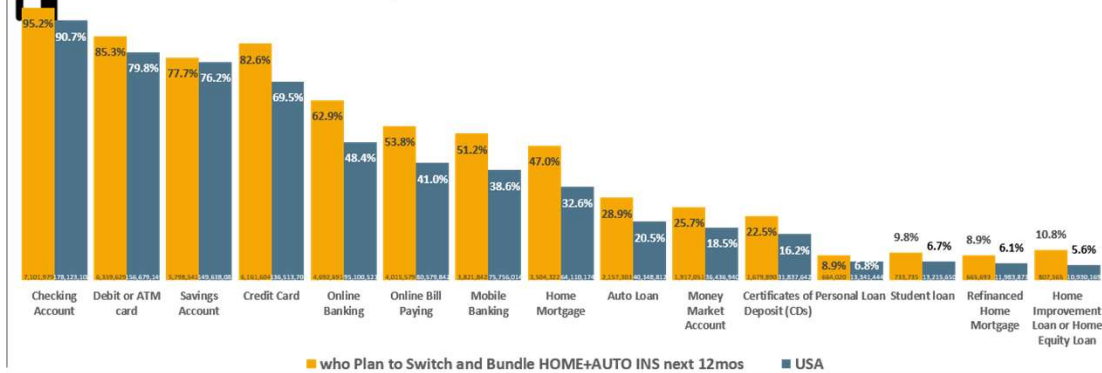
3.8% or 7,458,059 of USA DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 30.4% more likely to have a 401K, 40.8% more likely to have an Auto Loan, 65.% more likely to Invest/Trade Stocks Online, 9.6% more likely to pay with their Debit Card.



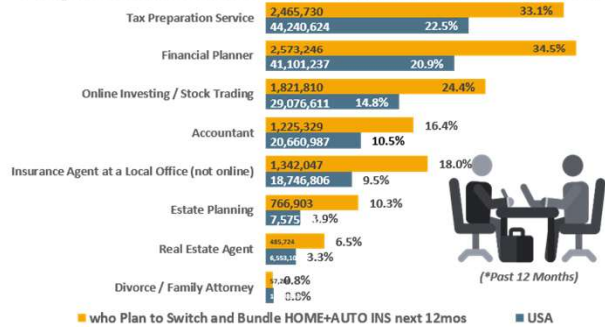
Investments Owned: Adults 35 or older



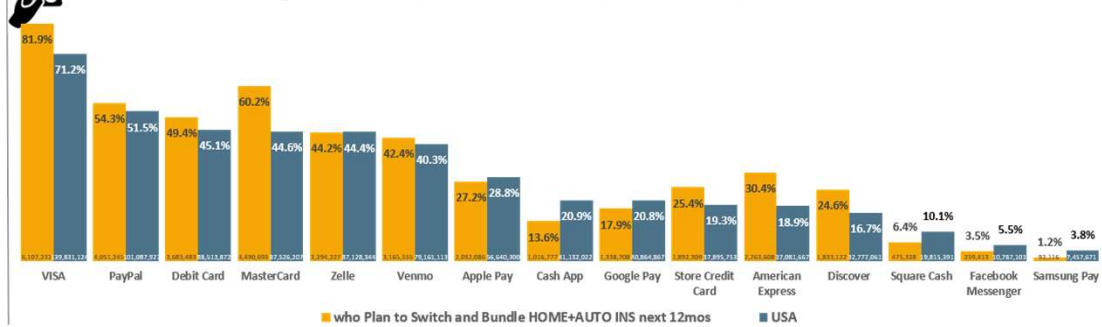
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

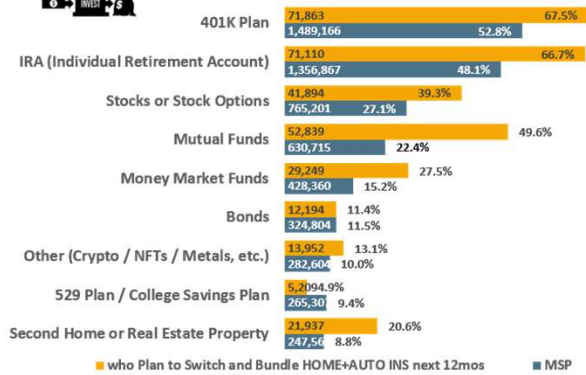




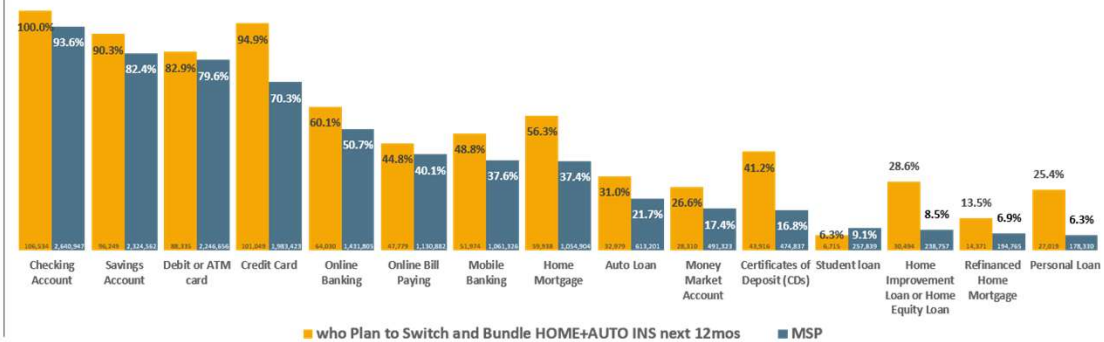
3.8% or 106,534 of MSP DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 27.8% more likely to have a 401K, 42.4% more likely to have an Auto Loan, 71.2% more likely to Invest/Trade Stocks Online, 48.% more likely to pay with their Debit Card.



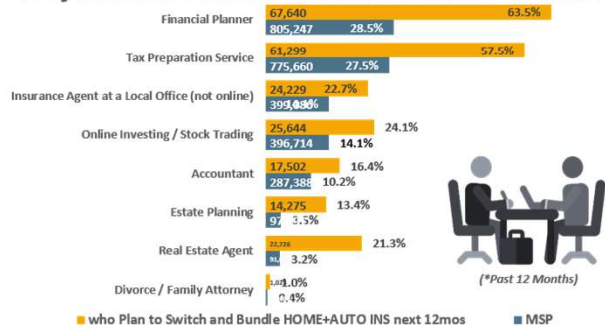
Investments Owned: Adults 35 or older



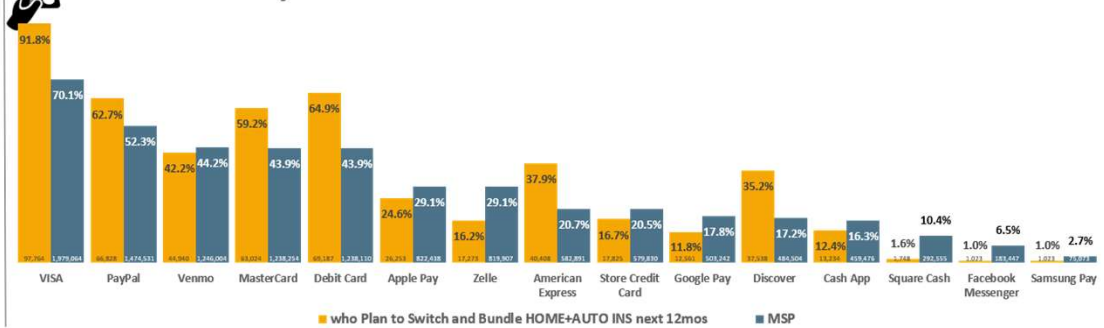
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

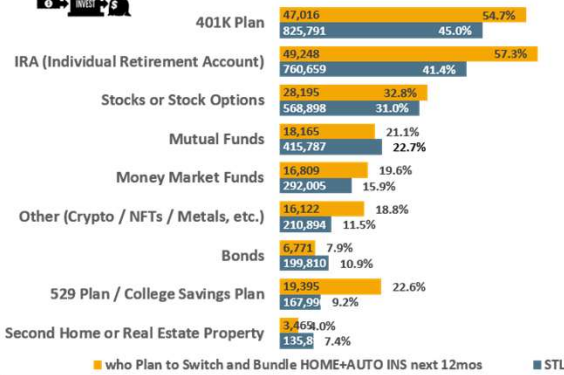




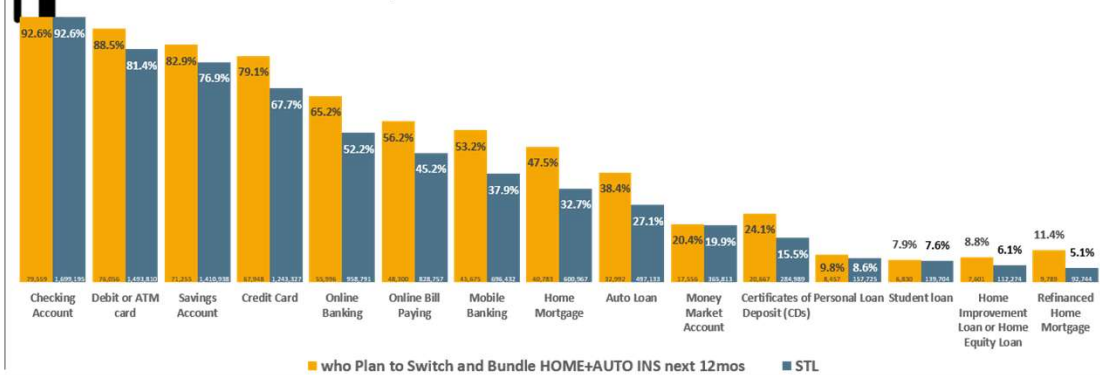
4.7% or 85,921 of STL DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 21.6% more likely to have a 401K, 41.7% more likely to have an Auto Loan, 10.6% more likely to Invest/Trade Stocks Online, 4.9% more likely to pay with their Debit Card.



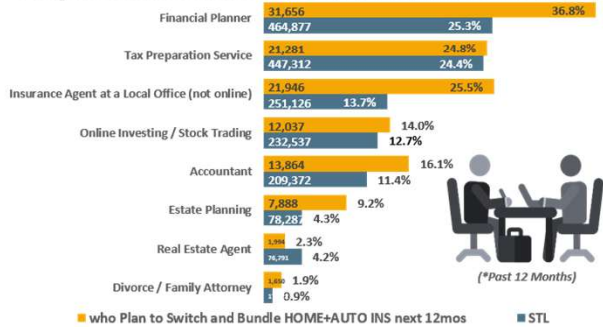
Investments Owned: Adults 35 or older



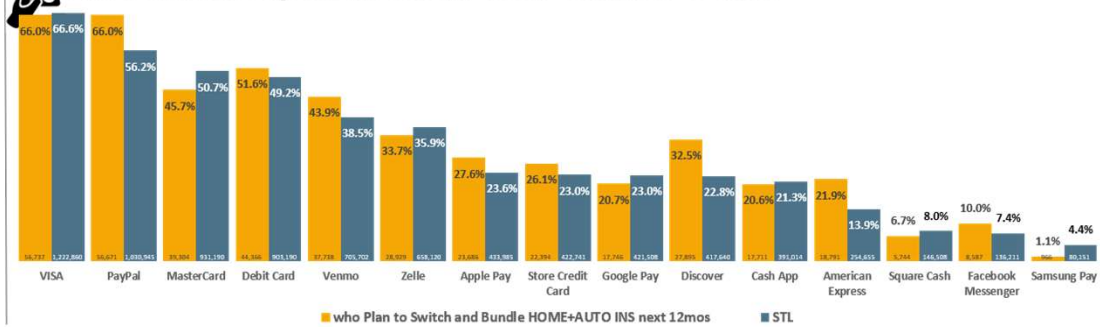
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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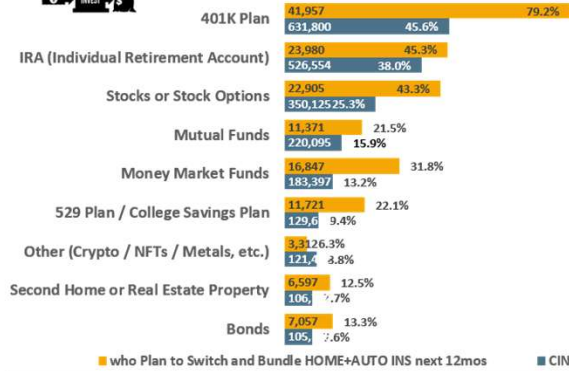
[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



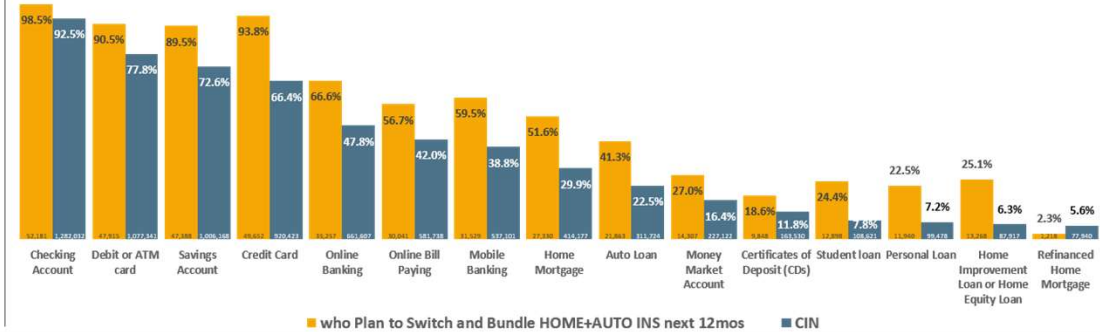
3.8% or 52,959 of CIN DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 73.7% more likely to have a 401K, 83.5% more likely to have an Auto Loan, 58.% more likely to Invest/Trade Stocks Online, 59.3% more likely to pay with their Debit Card.



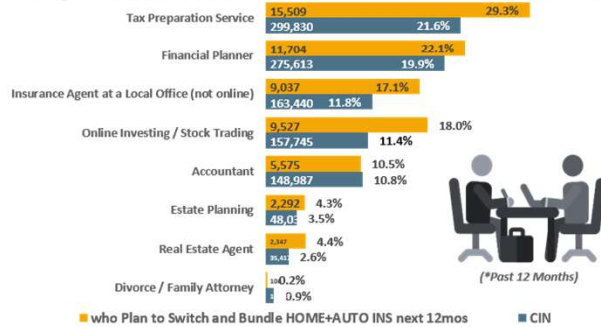
Investments Owned: Adults 35 or older



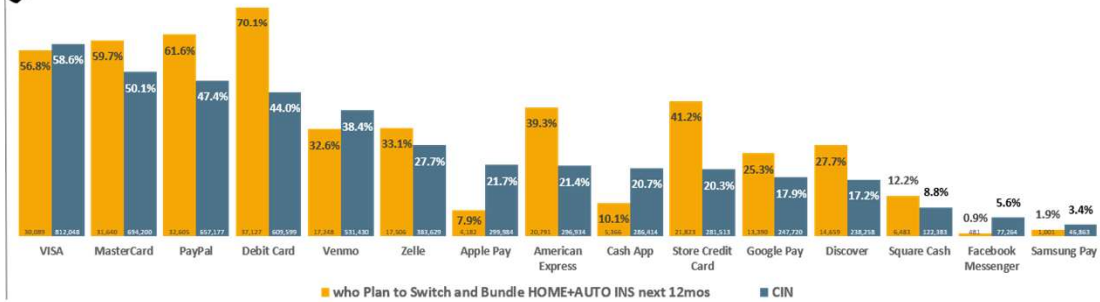
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



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

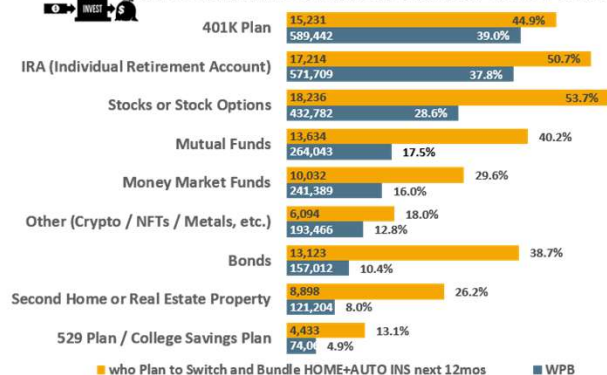




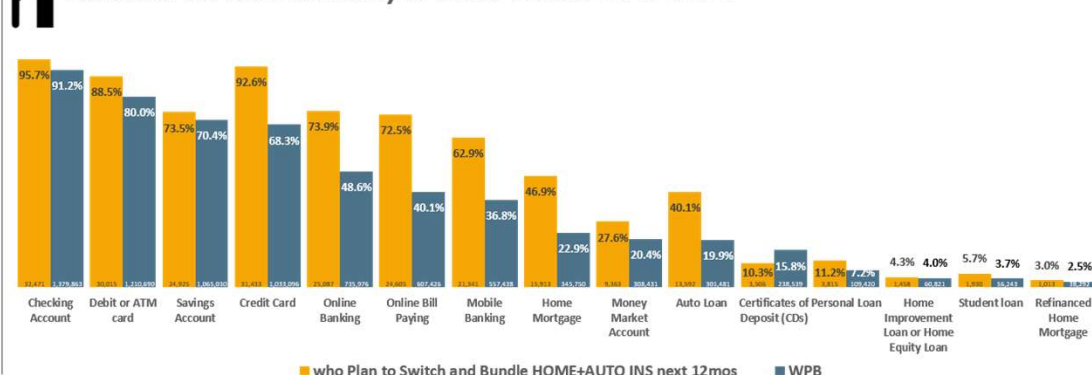
2.2% or 33,930 of WPB DMA Adults 35 or older Plan to Switch and Bundle HOME+AUTO INS next 12mos. Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos are 15.2% more likely to have a 401K, 101.1% more likely to have an Auto Loan, 265.5% more likely to Invest/Trade Stocks Online, 37.7% less likely to pay with their Debit Card.



Investments Owned: Adults 35 or older



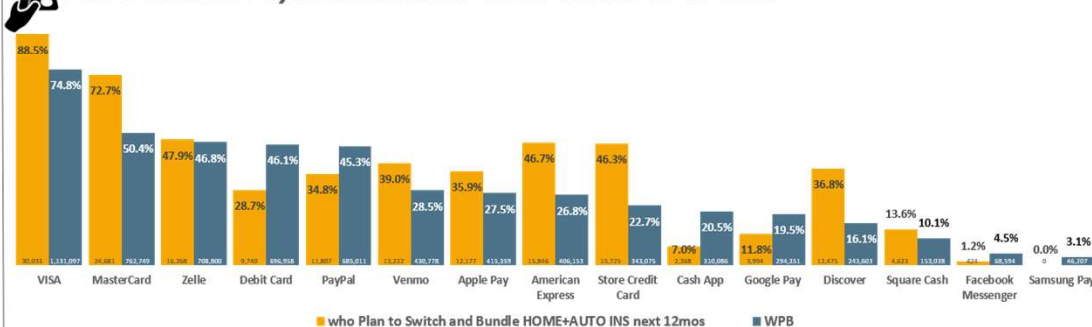
Financial Services Has and/or Uses: Adults 35 or older



Professional Services Used*: Adults 35 or older



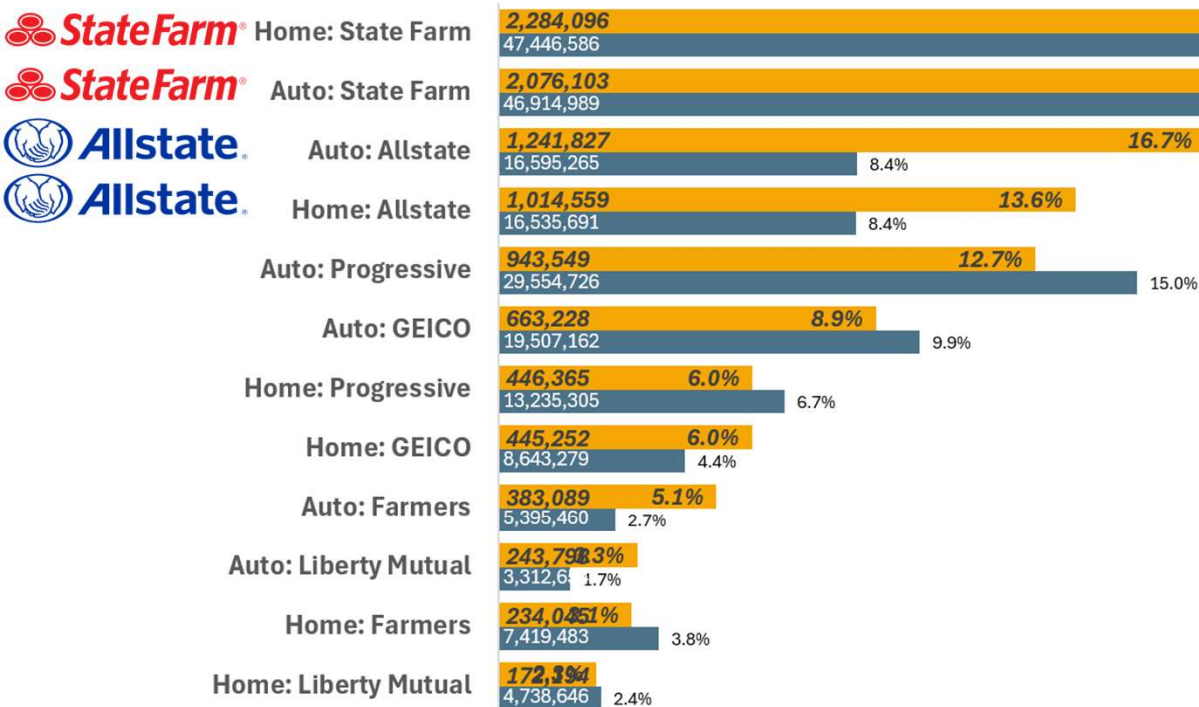
Past 3-Months Payment Methods Used: Adults 35 or older





"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ USA (Current Home and/or Auto Insurers Using)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 660

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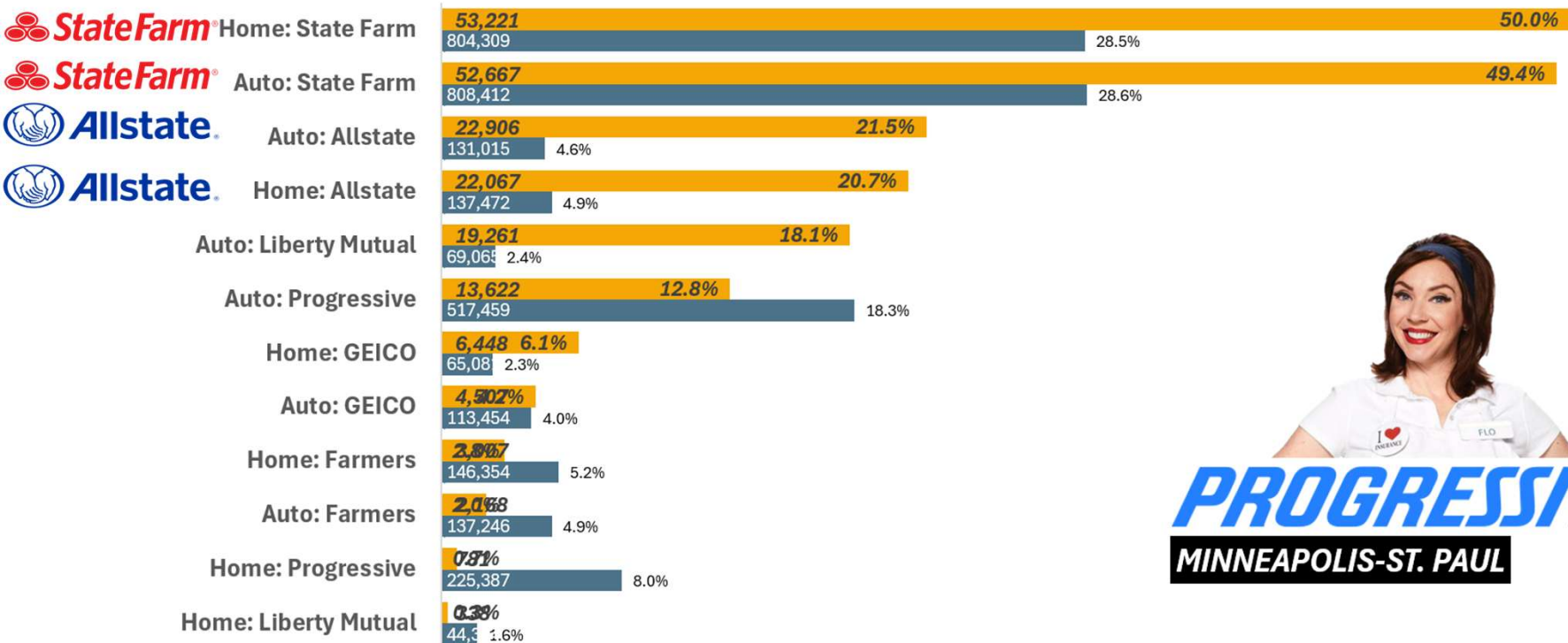
soefa.ai Share of Everything for Anything ®

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ MINNEAPOLIS-ST. PAUL (Current Home and/or Auto Insurers Using)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 52

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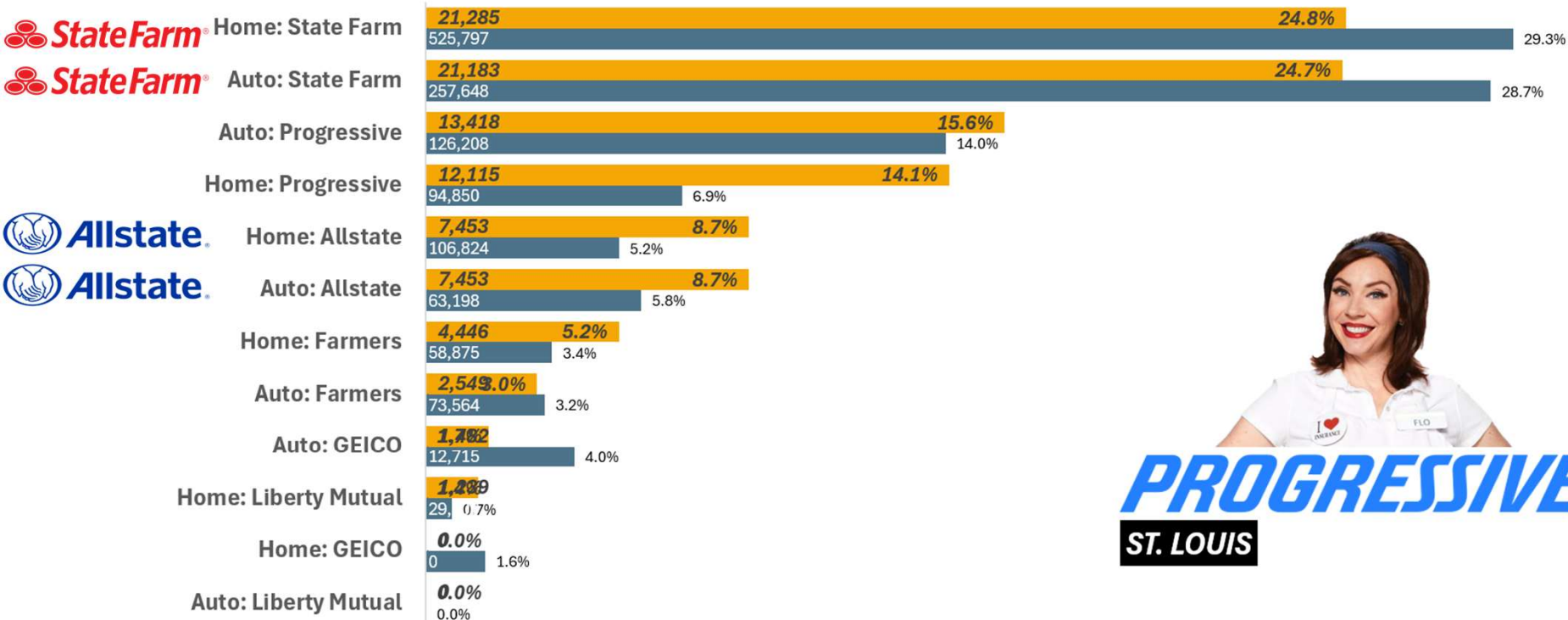
soefa.ai Share of Everything for Anything ®

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ ST. LOUIS (Current Home and/or Auto Insurers Using)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 70
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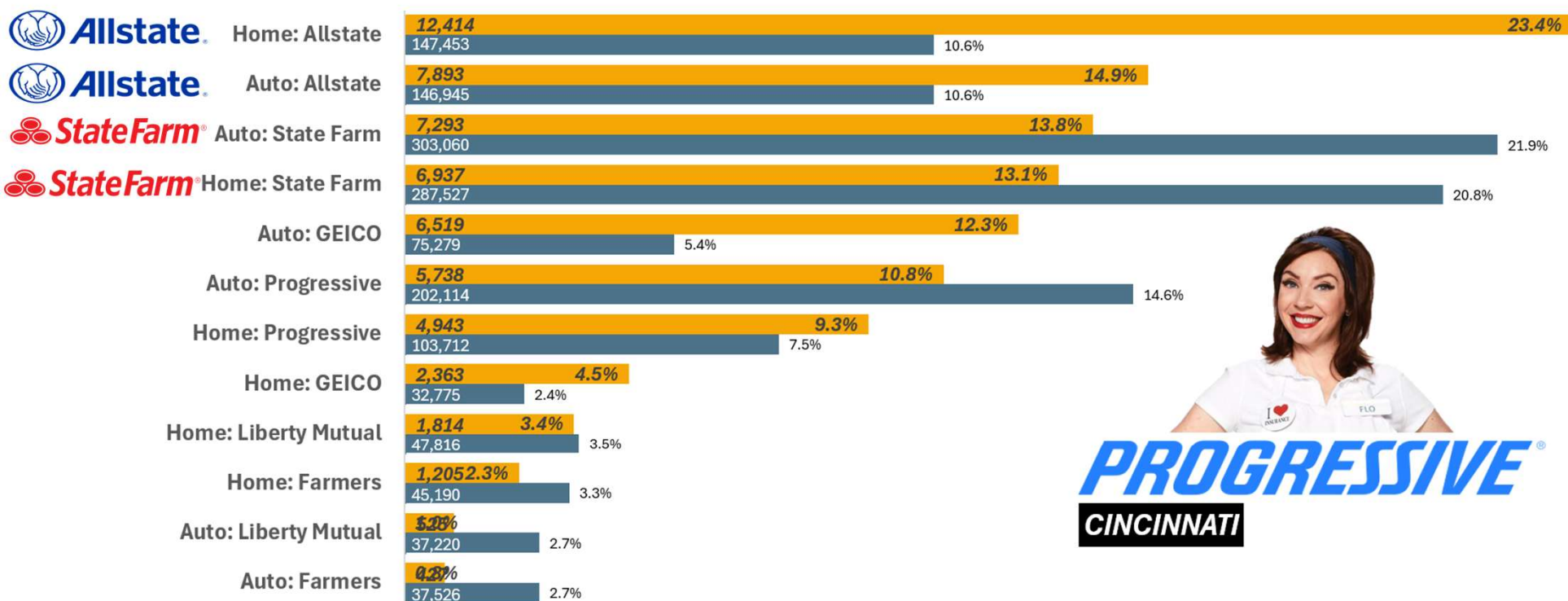
soefa.ai Share of Everything for Anything ®

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ CINCINNATI (Current Home and/or Auto Insurers Using)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 60

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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Current Carriers Used for Home and/or Auto Insurance"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)



Allstate

Auto: Allstate



Auto: State Farm



Home: Allstate



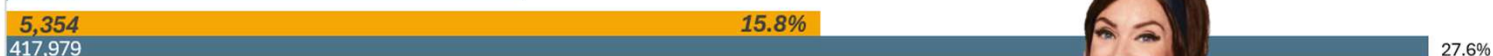
Auto: GEICO



Home: State Farm



Auto: Progressive



Auto: Farmers



Home: Liberty Mutual



Home: Progressive



Home: GEICO



Home: Farmers



Auto: Liberty Mutual



■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Current Home and/or Auto Insurers Planning to Switch from)

■ P35+ WEST PALM BEACH-BOCA RATON (Current Home and/or Auto Insurers Using)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 47

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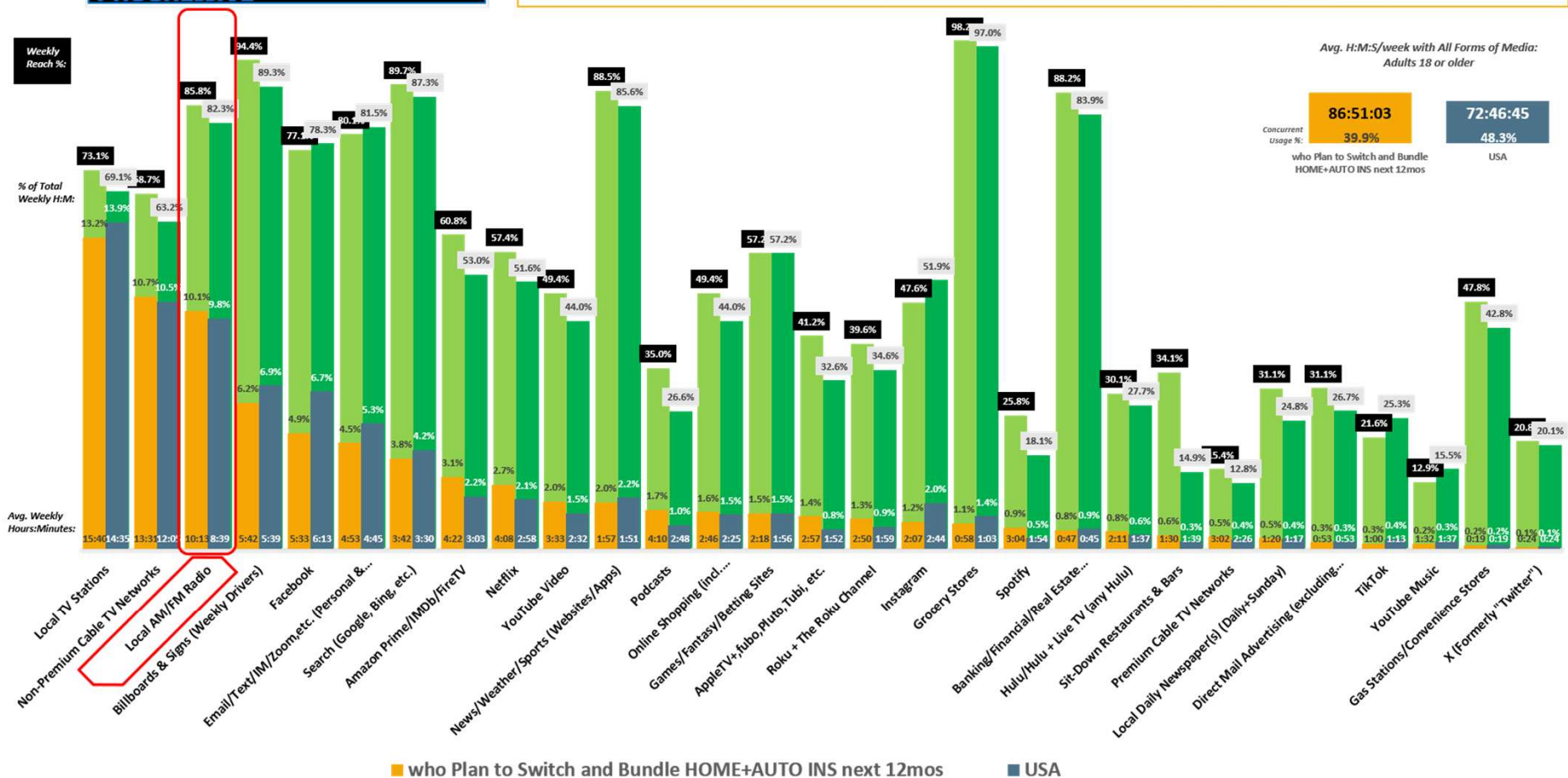
PROGRESSIVE
WEST PALM BEACH-BOCA RATON

soefa.ai Share of Everything
for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

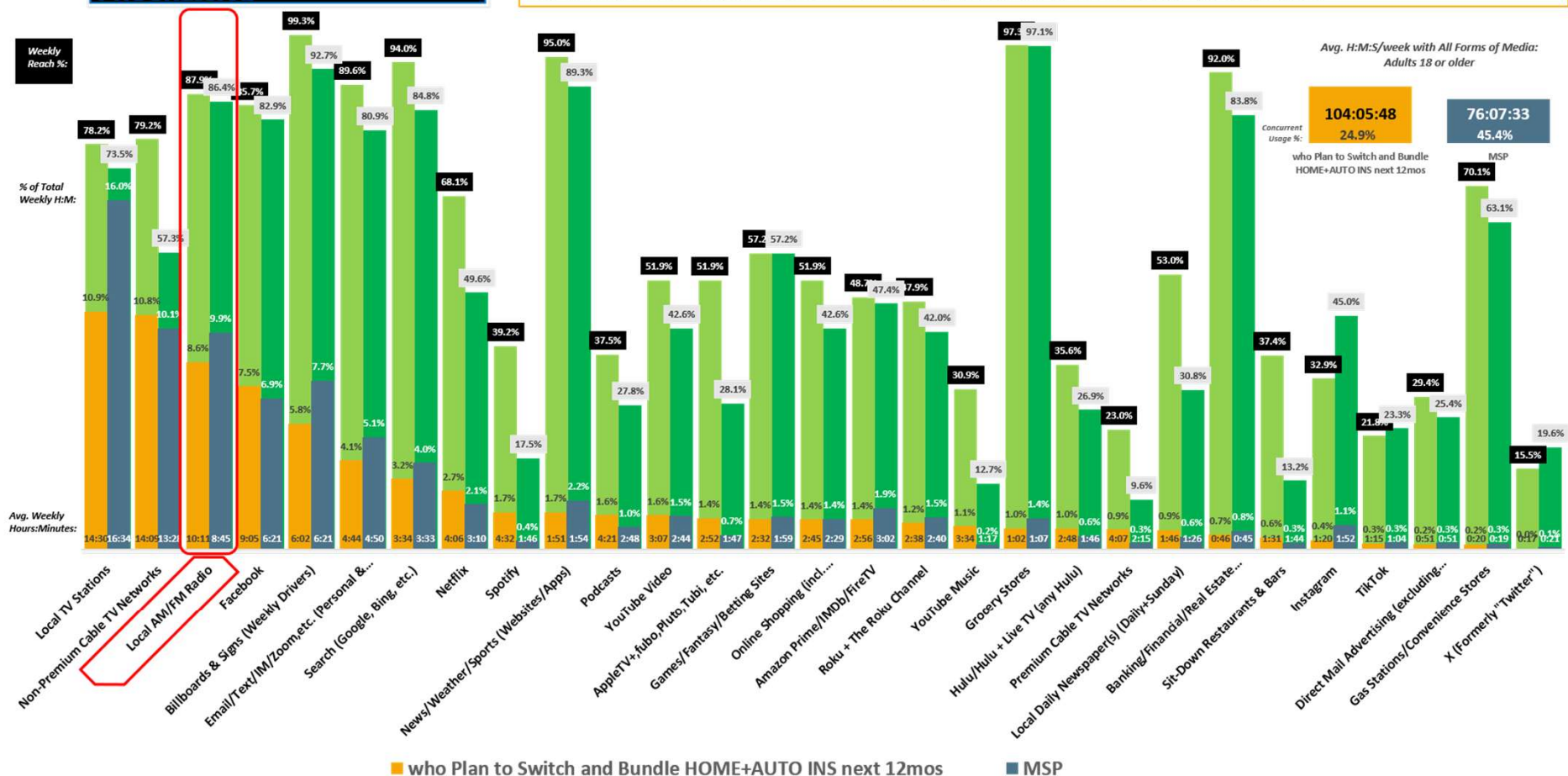


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 14 hours, 51 minutes and 3 seconds each week with All Forms of Media.
 85.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 10 hours and 13 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



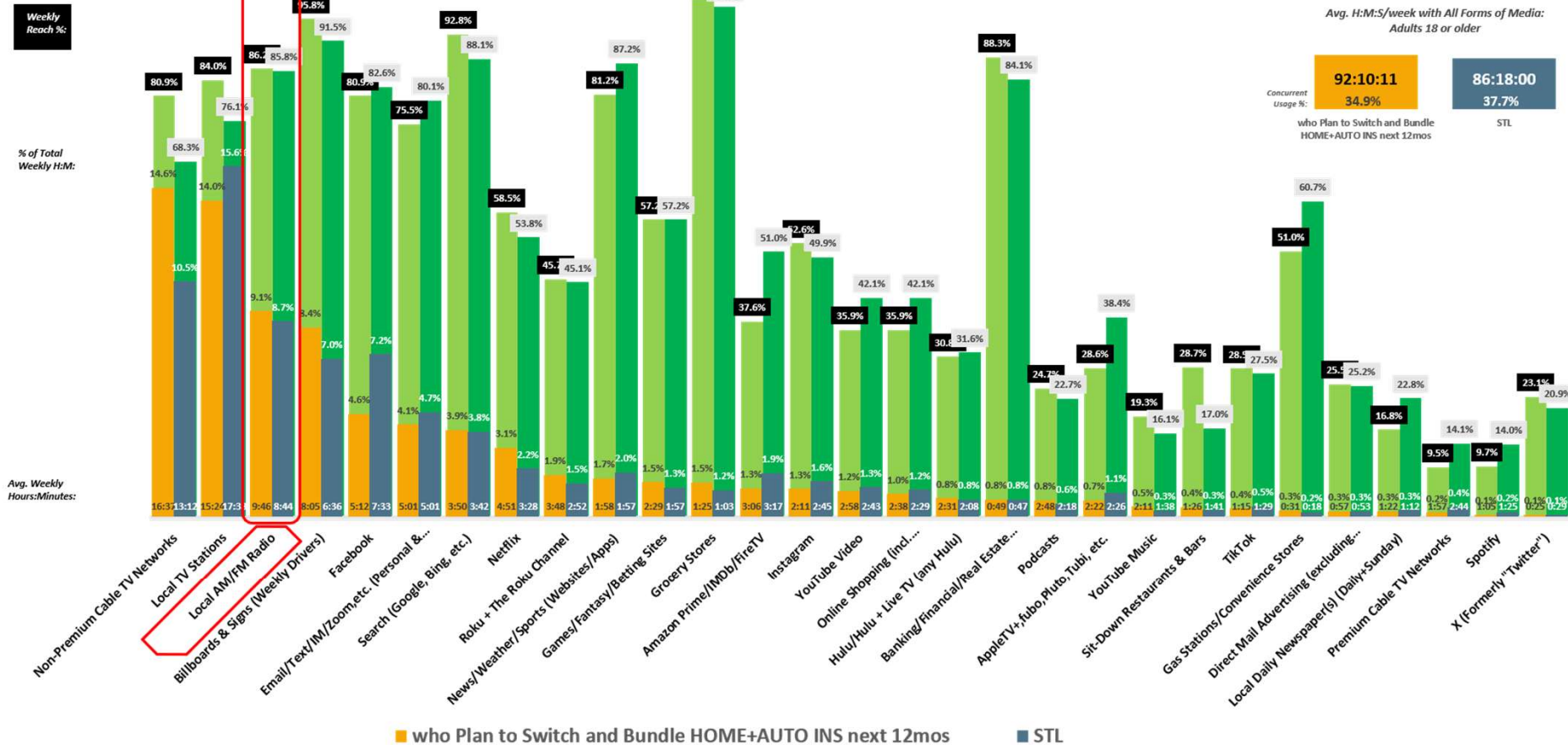


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 4 days, 8 hours, 5 minutes and 48 seconds each week with All Forms of Media.
 87.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 10 hours and 11 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.



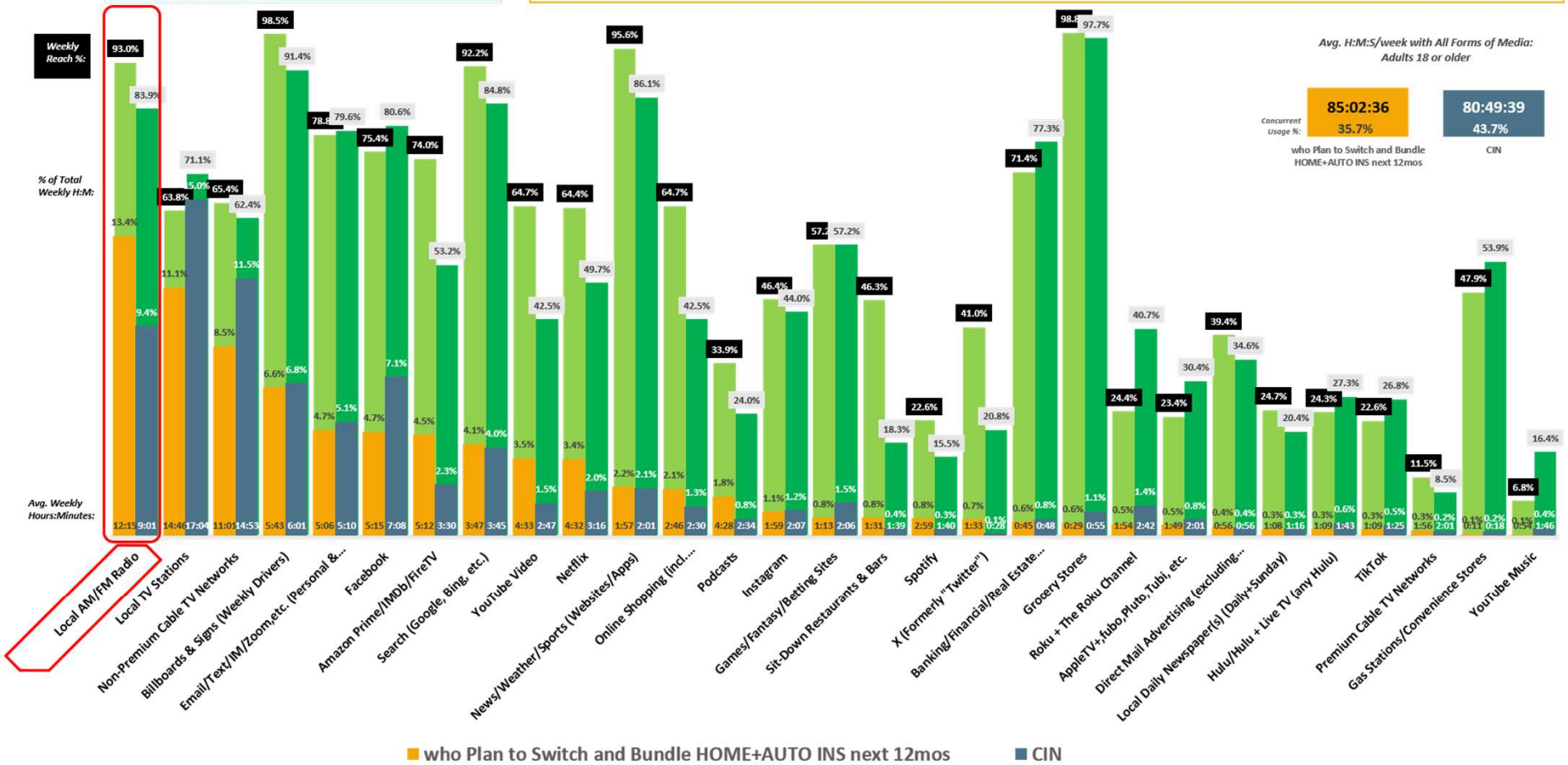


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 20 hours, 10 minutes and 11 seconds each week with All Forms of Media.
 86.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 9 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



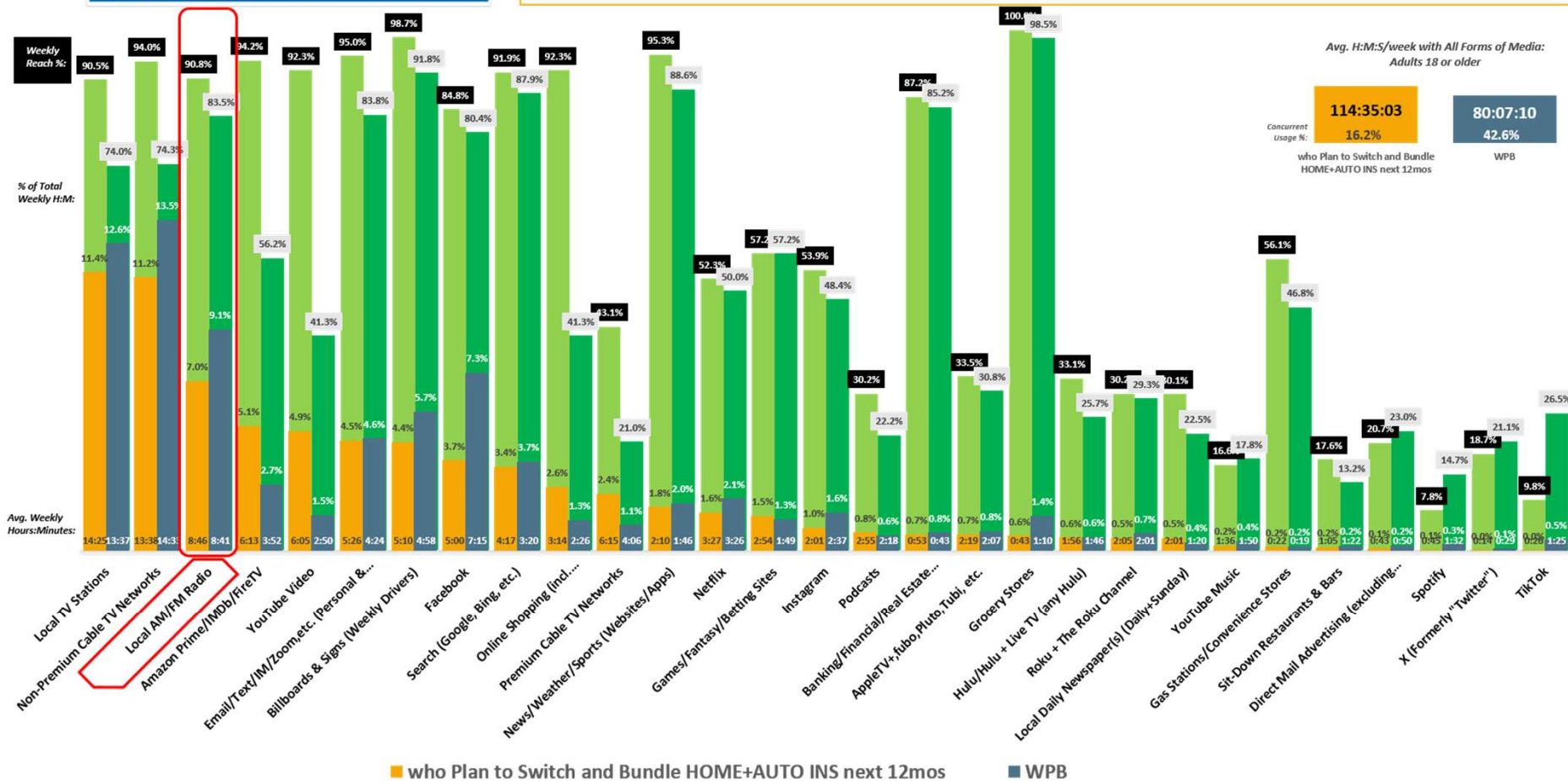


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 13 hours, 2 minutes and 36 seconds each week with All Forms of Media.
93.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 12 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 13.4% of total time spent with all forms of Media.





Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 4 days, 18 hours, 35 minutes and 3 seconds each week with All Forms of Media.
 90.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 8 hours and 46 minutes each week listening to All Local AM/FM Radio, representing 7.% of total time spent with all forms of Media.



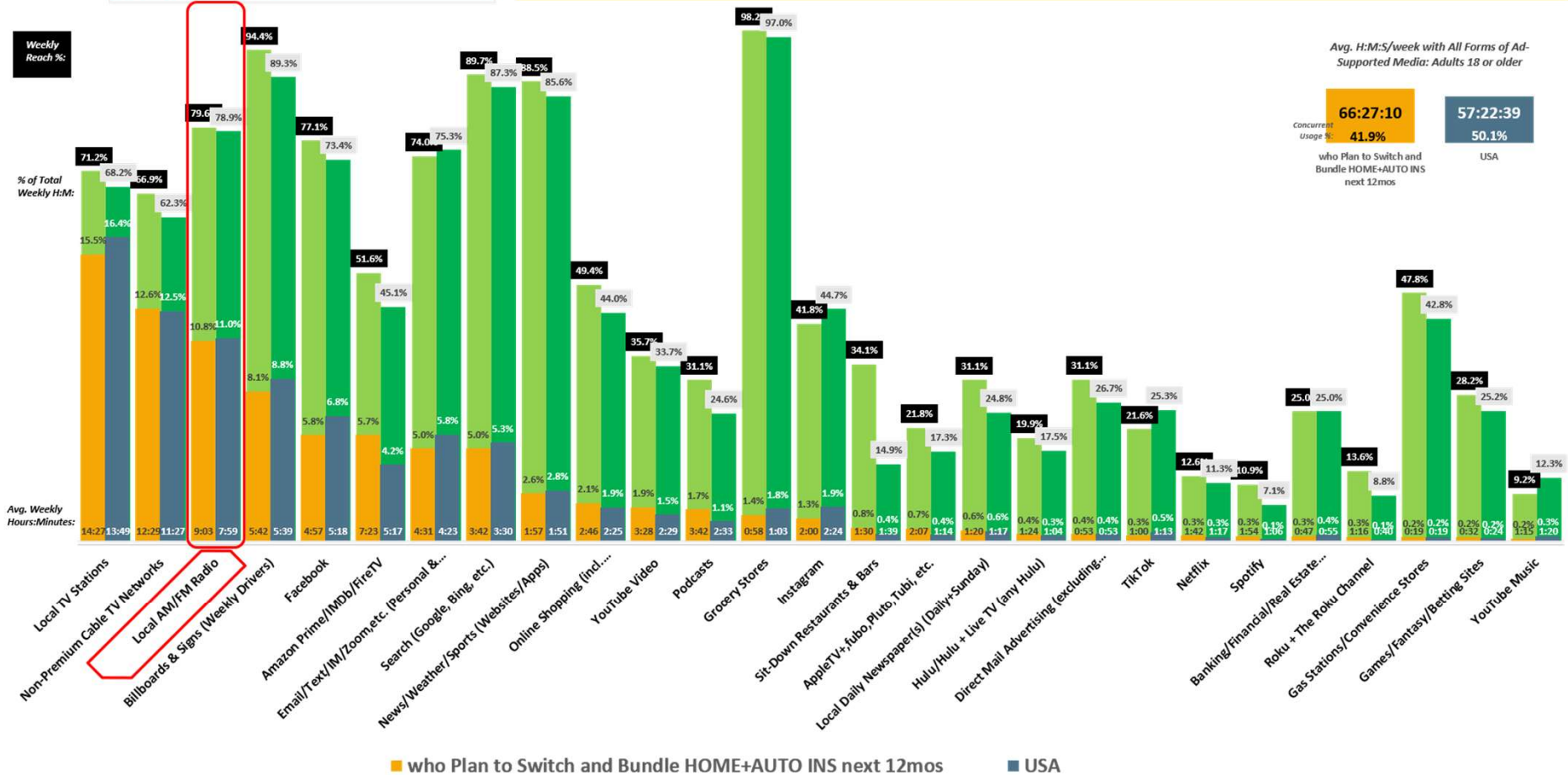
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

114:35:03
 Concurrent Usage %: 16.2%
 who Plan to Switch and Bundle HOME+AUTO INS next 12mos

80:07:10
 42.6%
 WPB

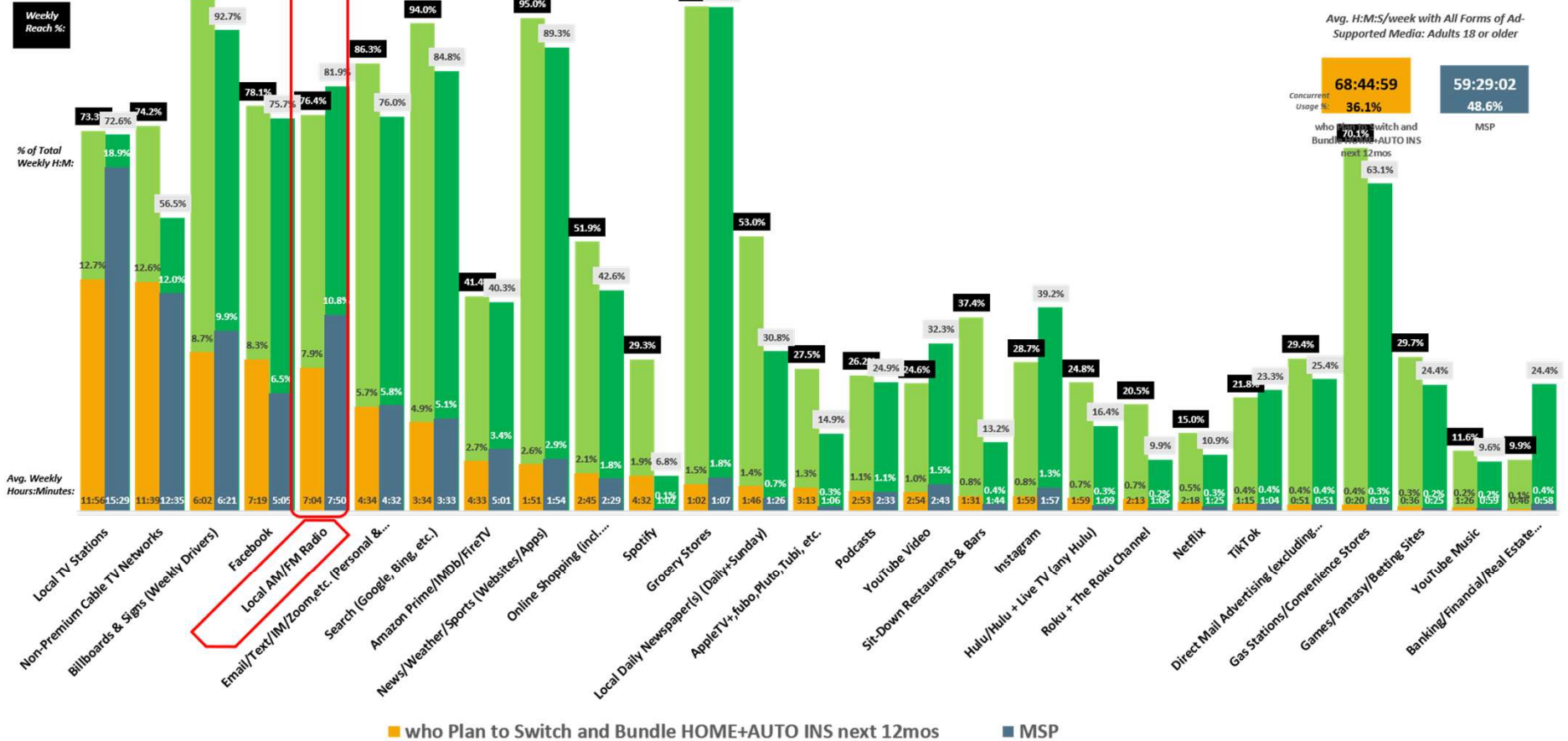


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 18 hours, 27 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
79.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 9 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Media.





Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 20 hours, 44 minutes and 59 seconds each week with All Forms of Ad-Supported Media.
 76.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.9% of total time spent with all forms of Ad-Supported Media.



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab

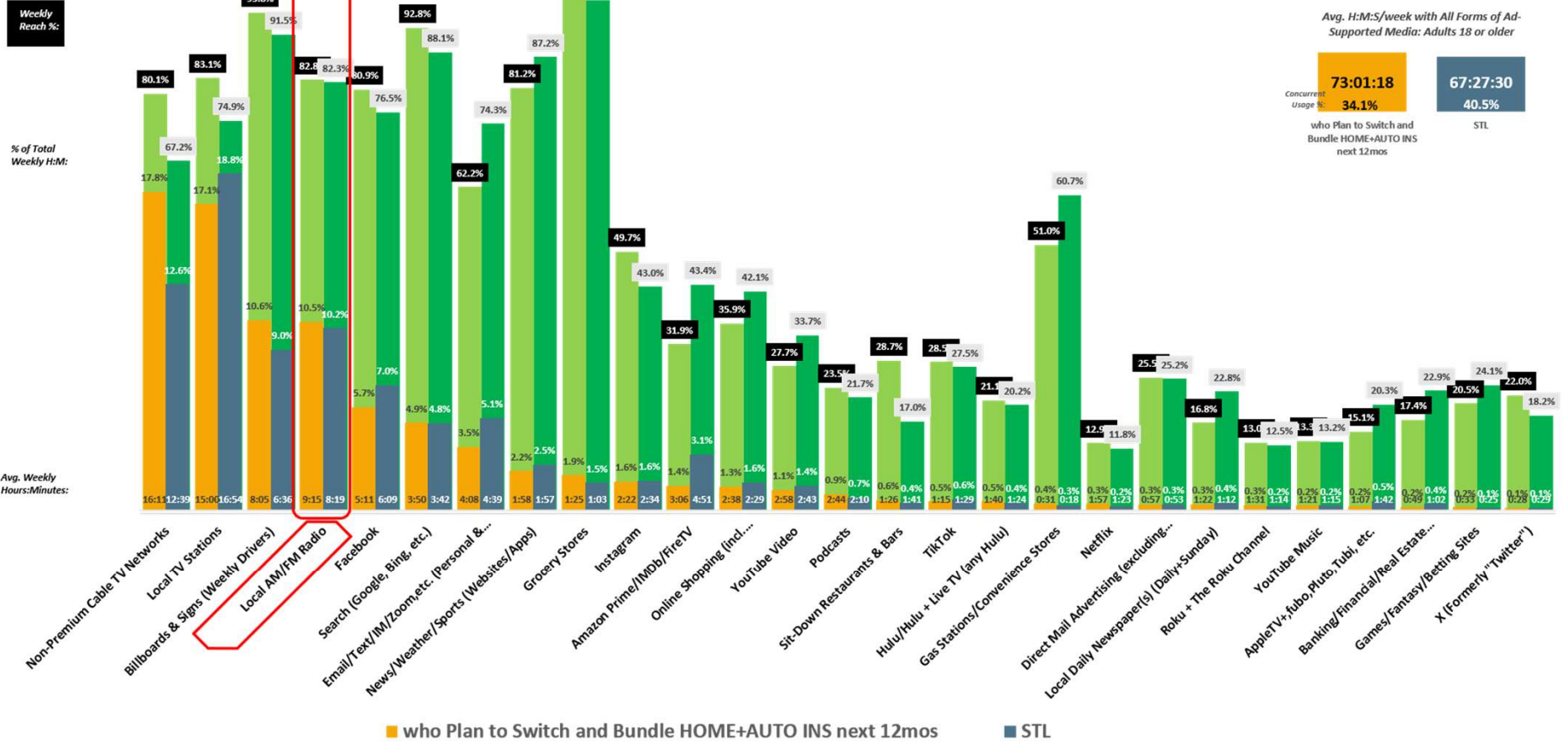


Share of Everything
 for Anything.

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 1 hours, 1 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 82.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 9 hours and 15 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

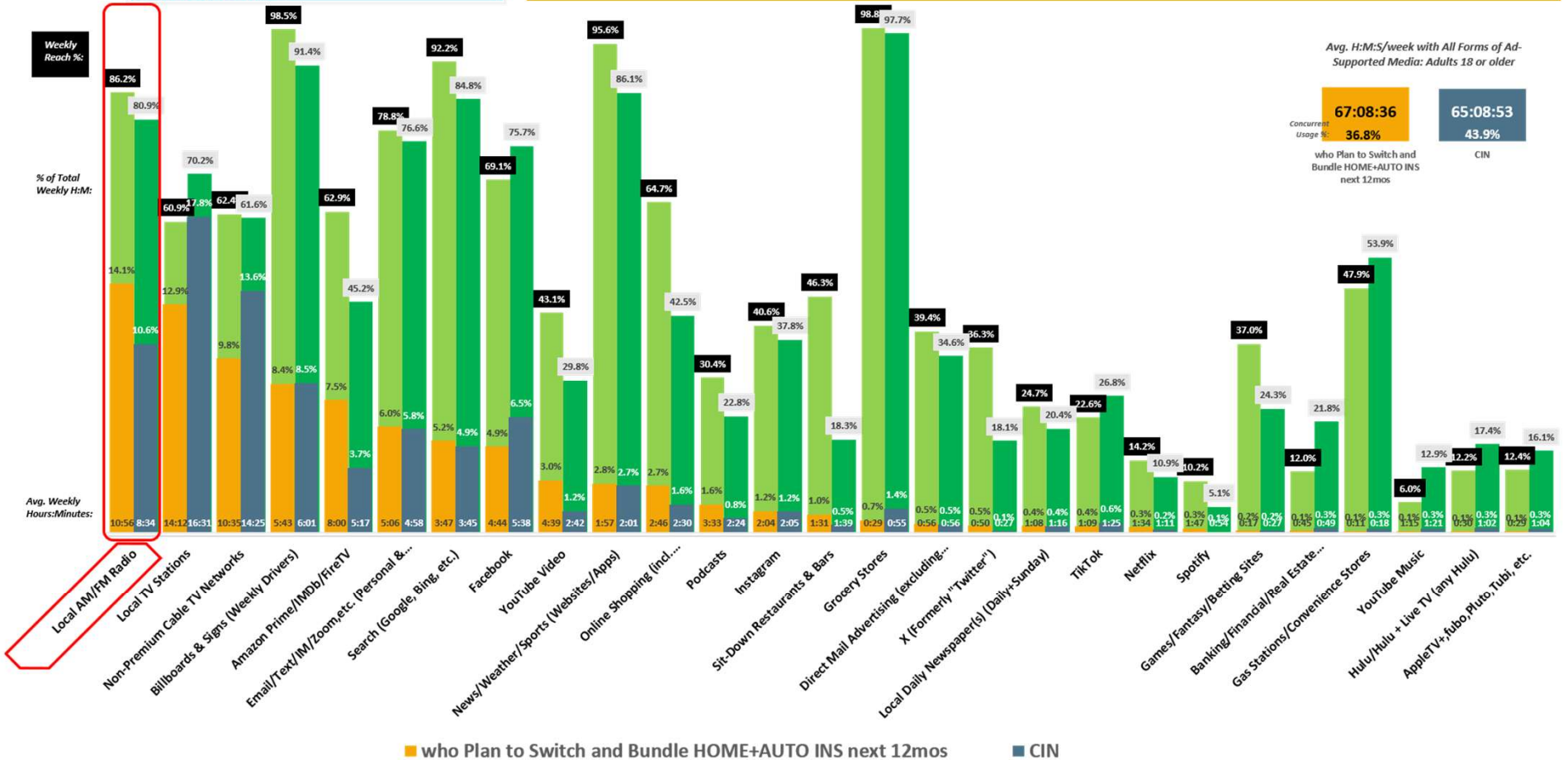


Share of Everything for Anything.

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 2 days, 19 hours, 8 minutes and 36 seconds each week with All Forms of Ad-Supported Media.
86.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 10 hours and 56 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.1% of total time spent with all forms of Ad-Supported Media.



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

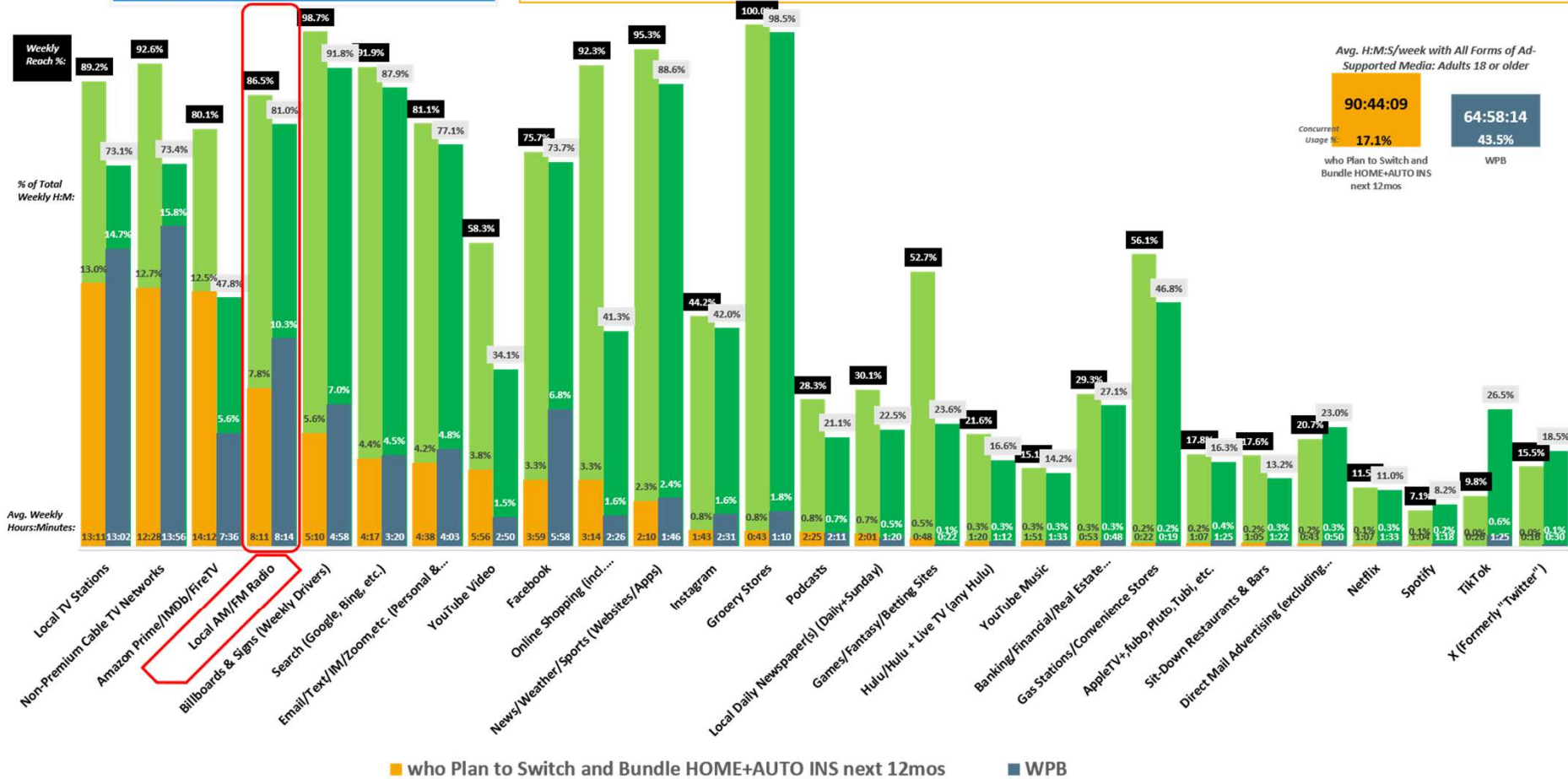


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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 3 days, 18 hours, 44 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
86.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an avg. of 8 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.8% of total time spent with all forms of Ad-Supported Media.



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51
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WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab



Share of Everything for Anything.

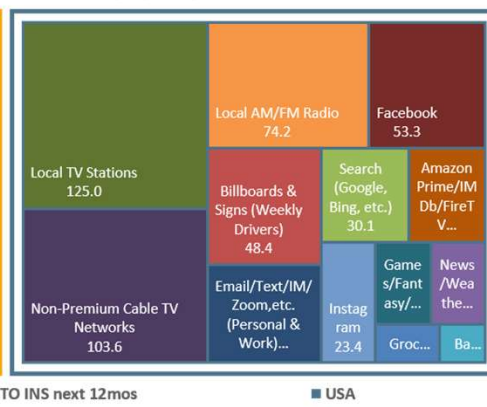
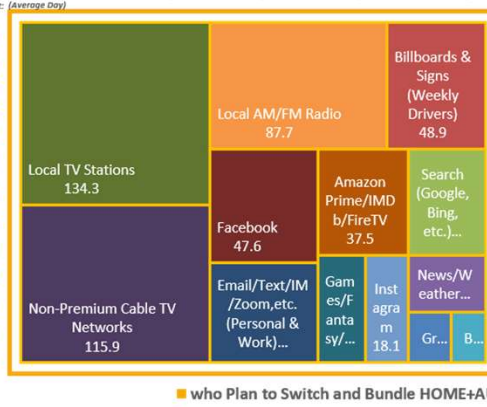
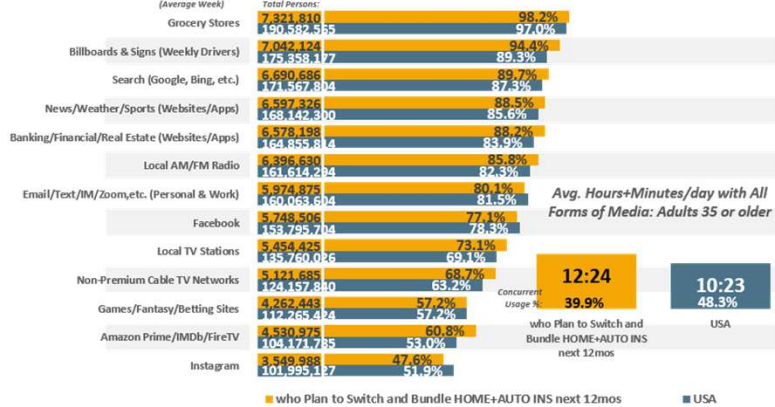
[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 9 hours and 29 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 77.6 minutes/day. (Local Radio delivers 10.8% of Time with Ad-Supported Media.)

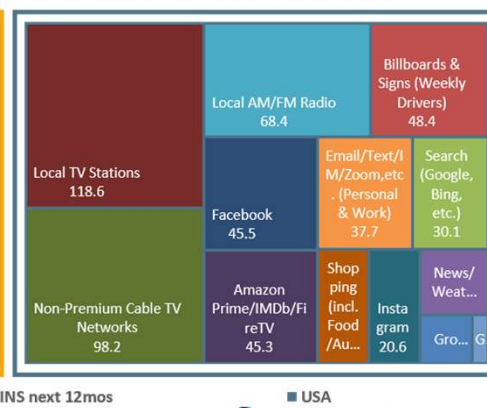
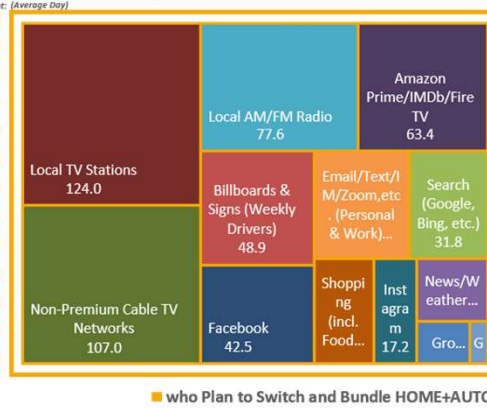
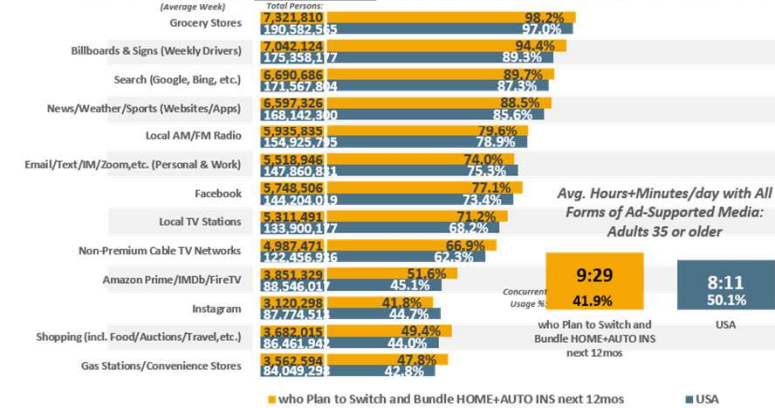
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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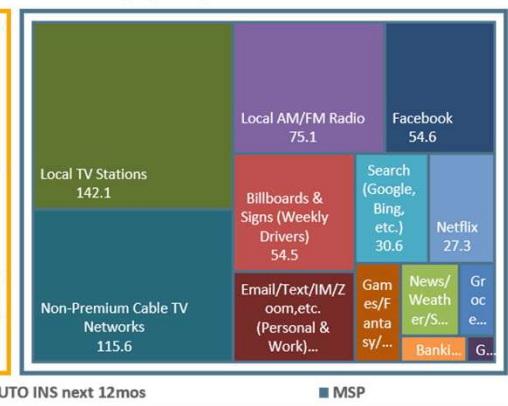
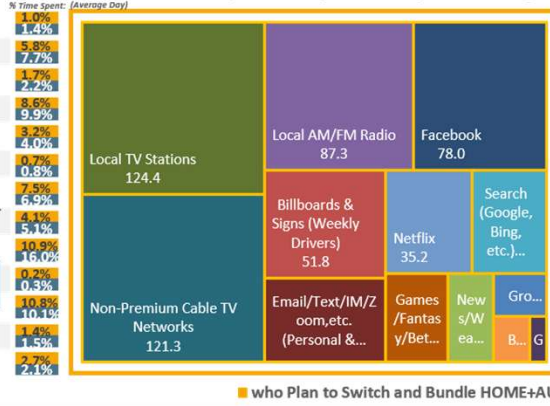
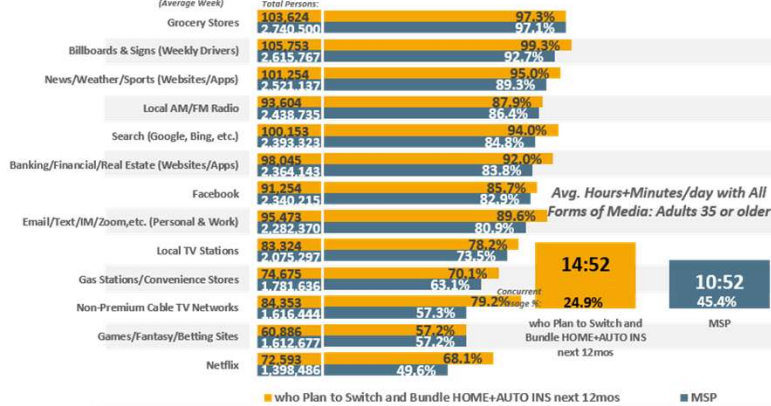
[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 9 hours and 49 minutes each day with All Forms of Ad-Supported Media. 76.4% listen to Local AM/FM Radio for an avg. of 60.6 minutes/day. (Local Radio delivers 7.9% of Time with Ad-Supported Media.)

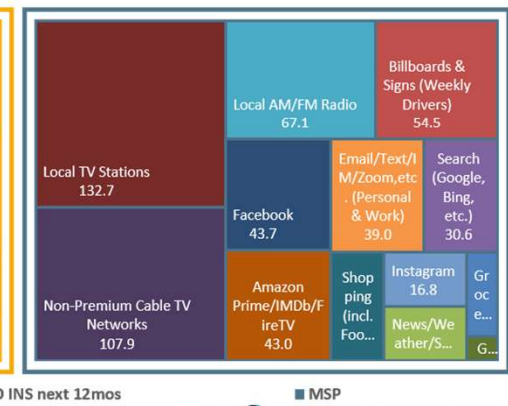
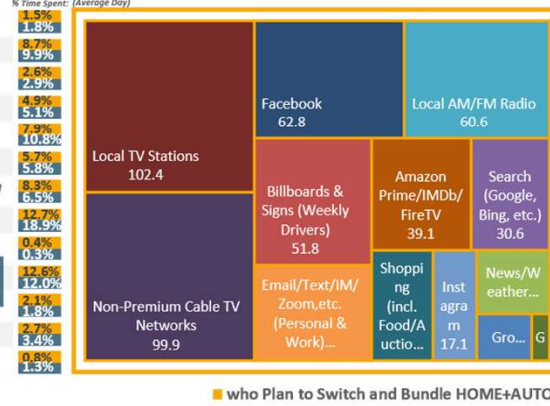
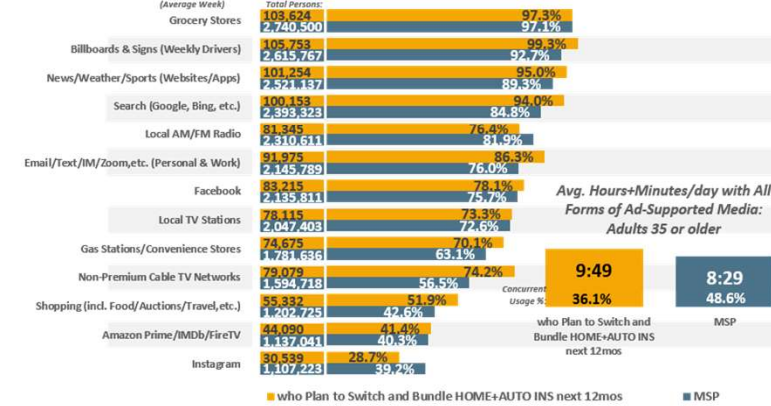
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

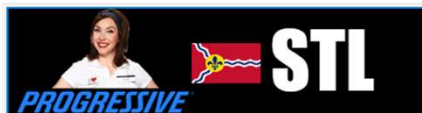
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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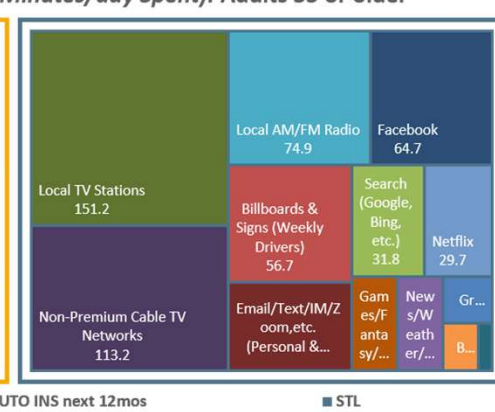
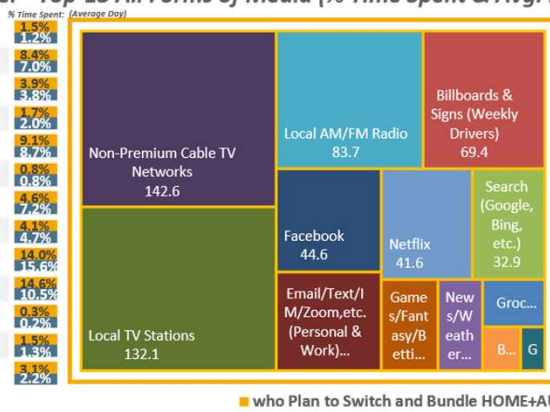
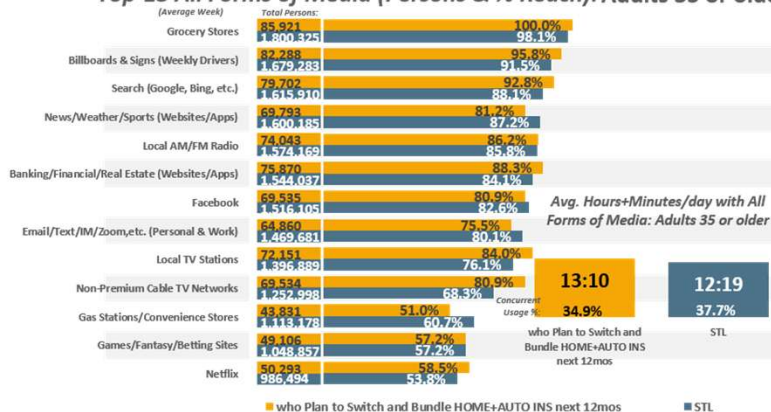
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Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 10 hours and 25 minutes each day with All Forms of Ad-Supported Media. 82.8% listen to Local AM/FM Radio for an avg. of 79.4 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

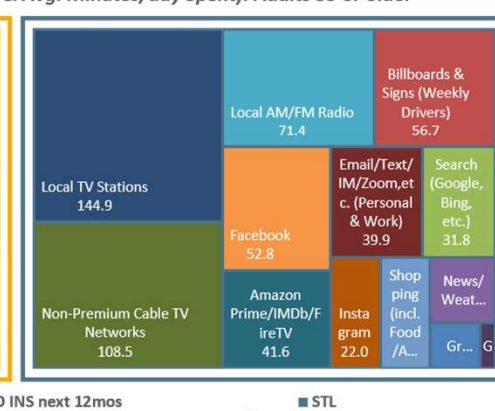
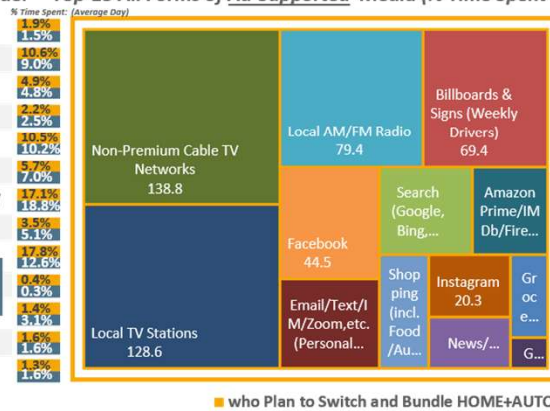
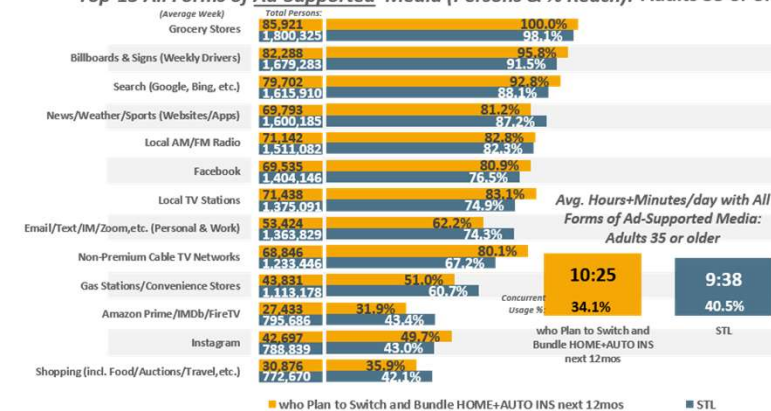
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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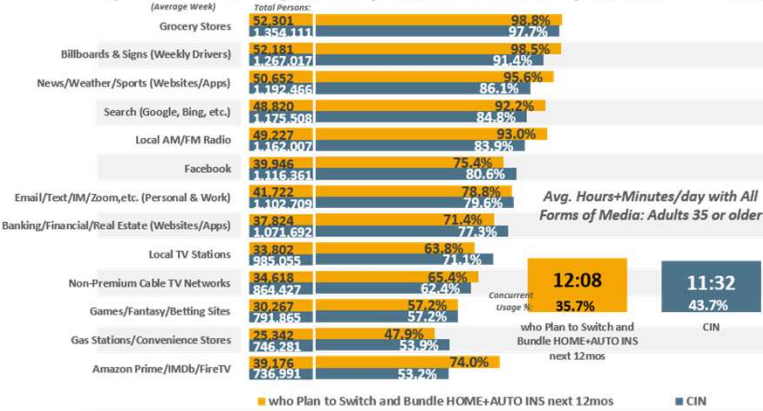
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

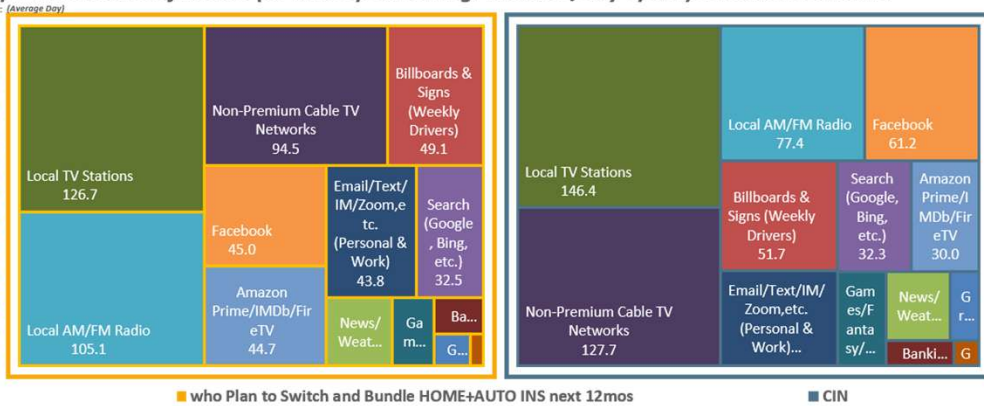


Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 9 hours and 35 minutes each day with All Forms of Ad-Supported Media. 86.2% listen to Local AM/FM Radio for an avg. of 93.8 minutes/day. (Local Radio delivers 14.1% of Time with Ad-Supported Media.)

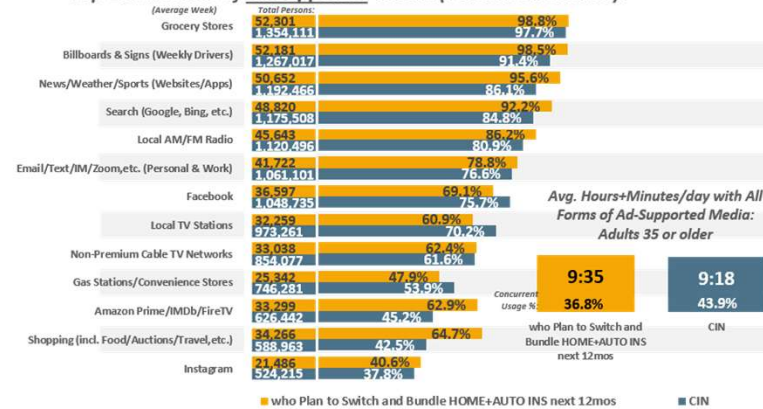
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older



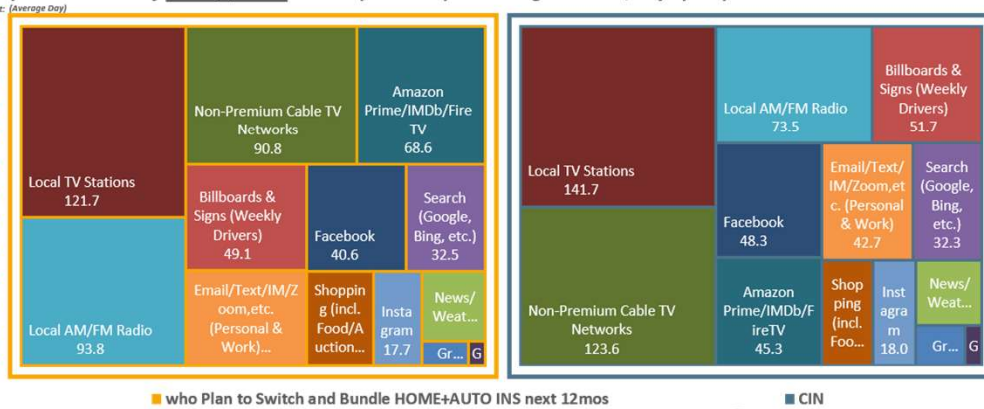
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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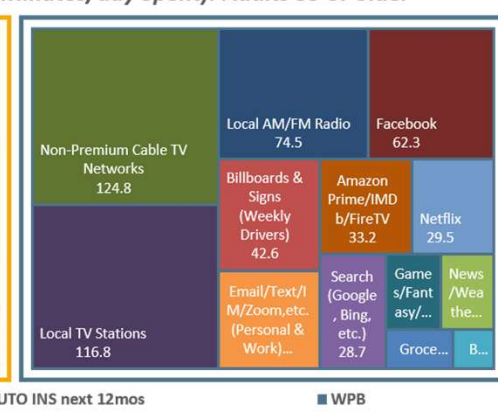
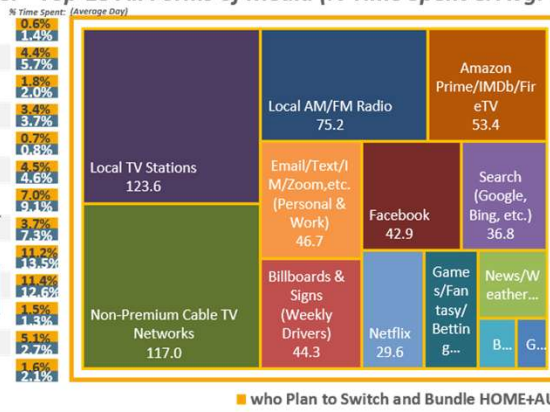
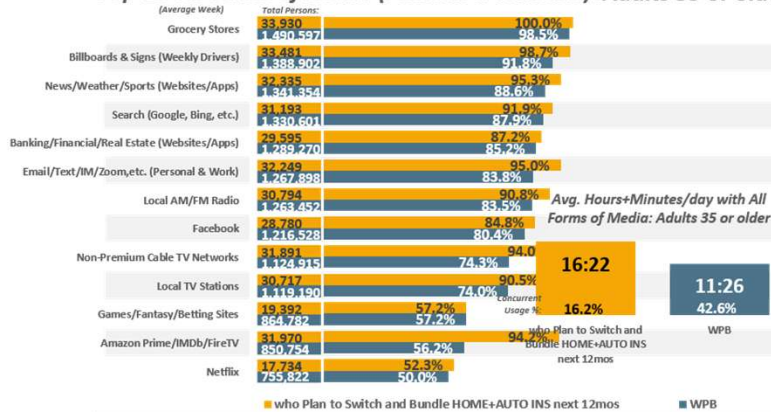
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Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 12 hours and 57 minutes each day with All Forms of Ad-Supported Media. 86.5% listen to Local AM/FM Radio for an avg. of 70.1 minutes/day. (Local Radio delivers 7.8% of Time with Ad-Supported Media.)

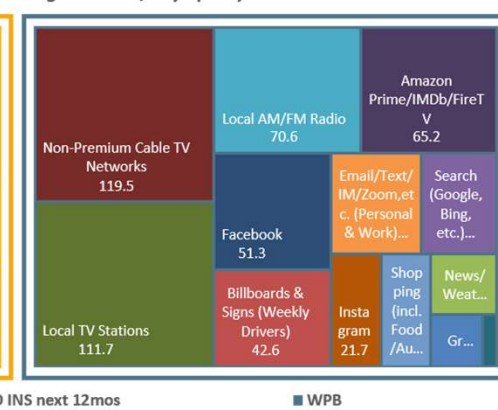
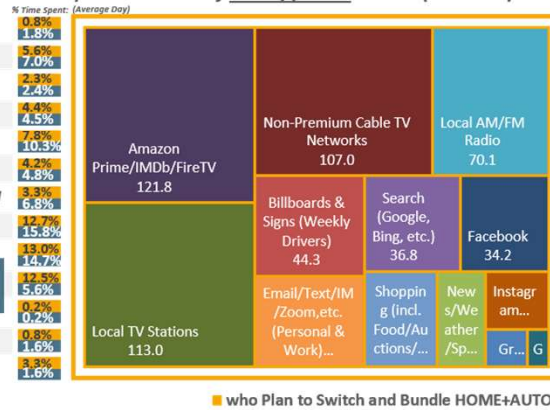
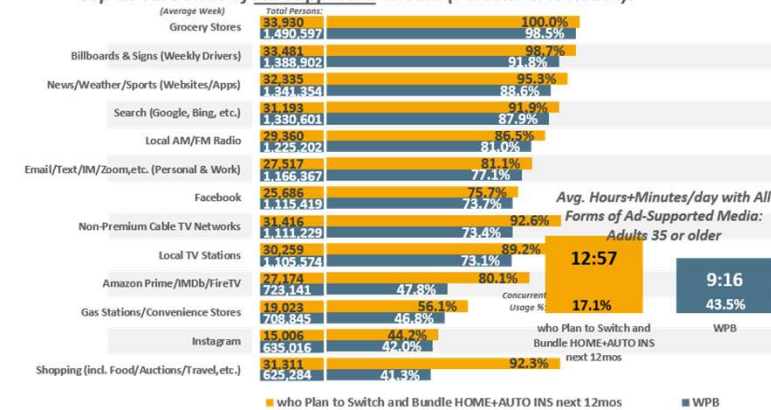
Top-13 All Forms of Media (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51
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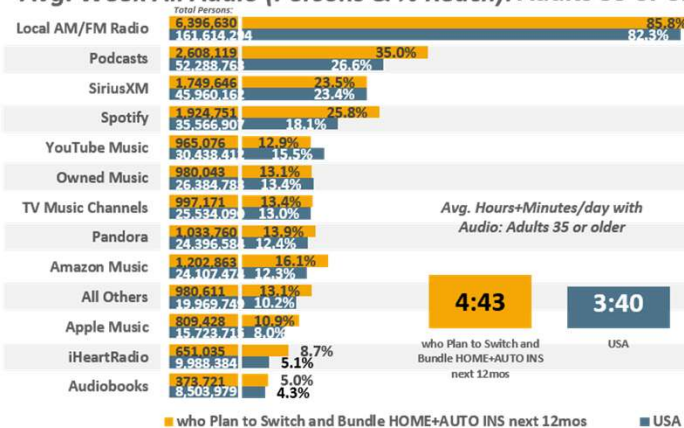
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

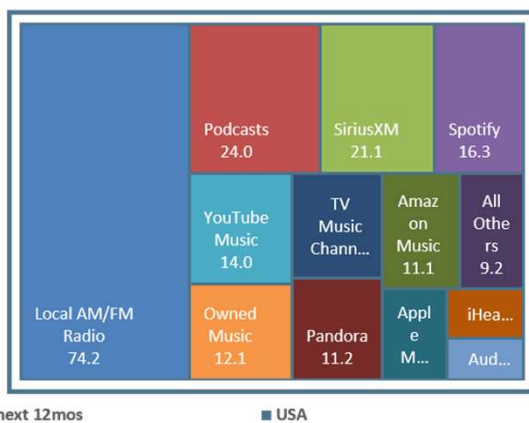
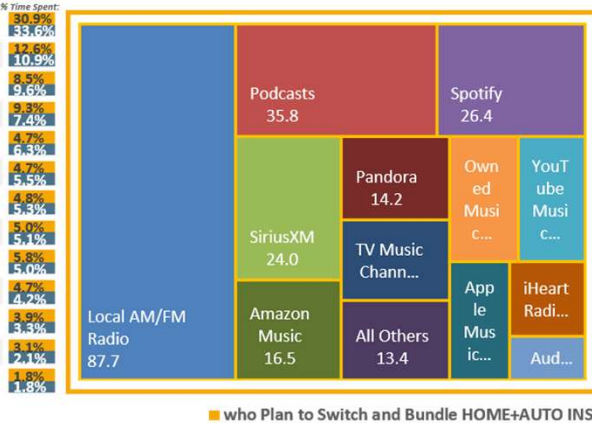


5,935,835 or 79.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

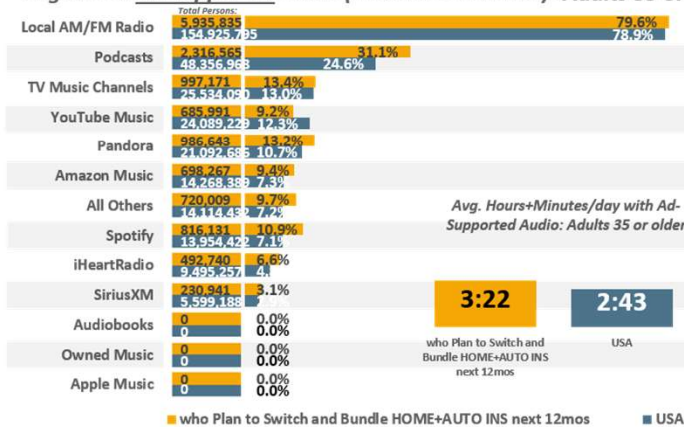
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



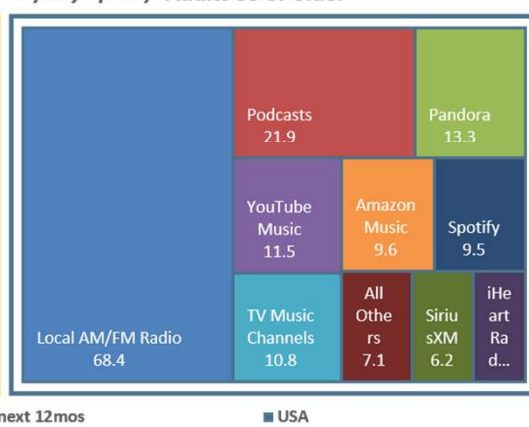
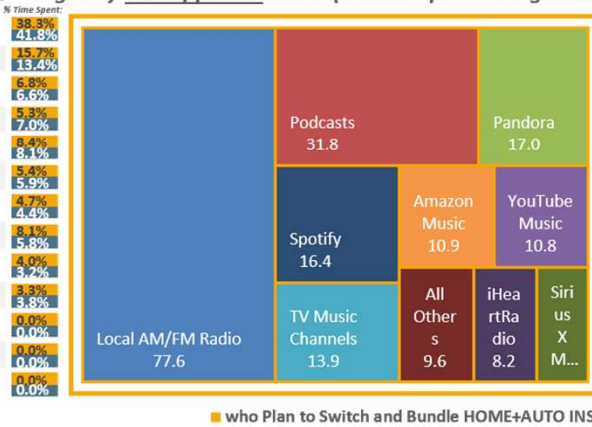
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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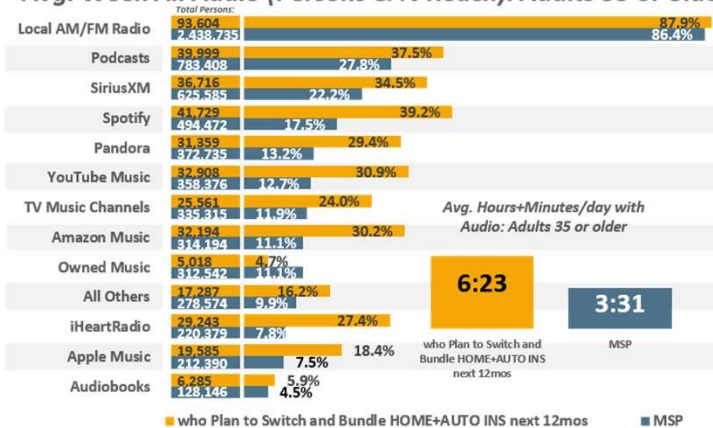
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

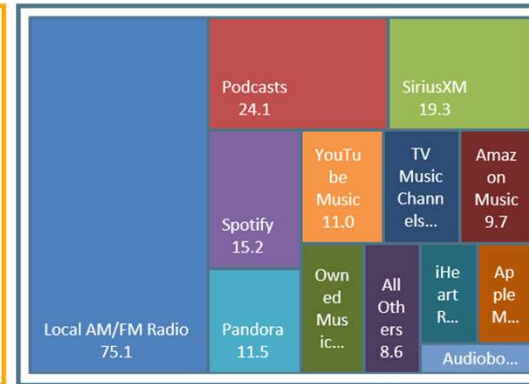
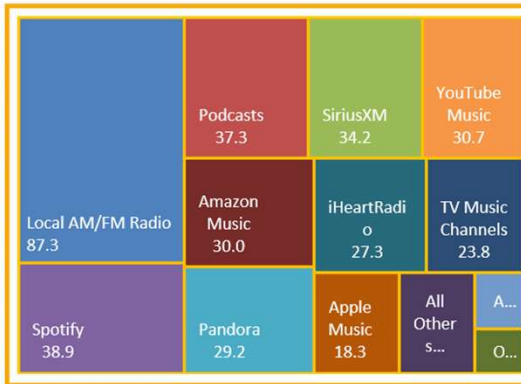


81,345 or 76.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 23.0% of all time spent daily with Ad-Supported Audio.

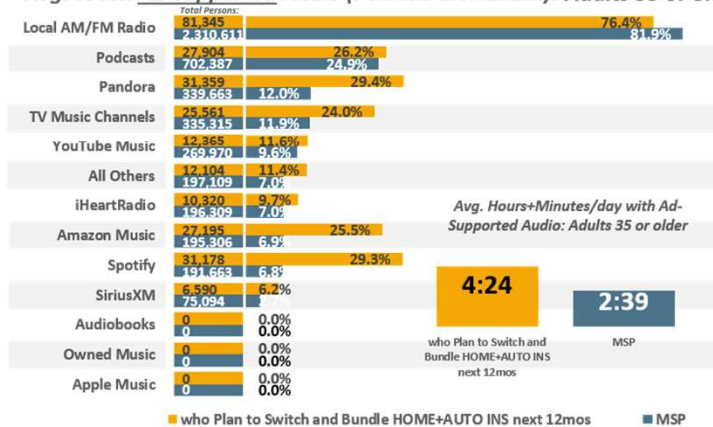
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



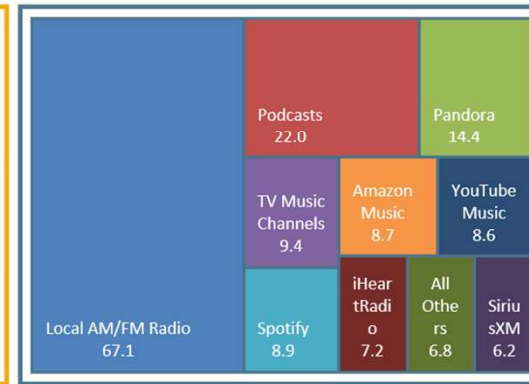
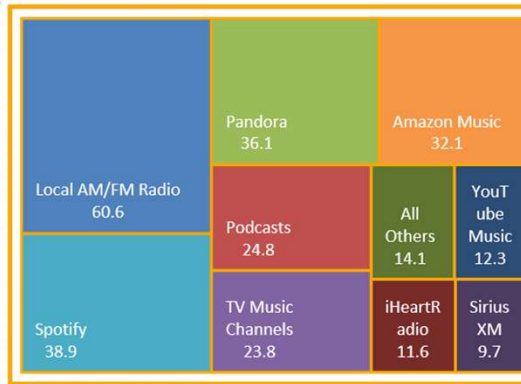
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



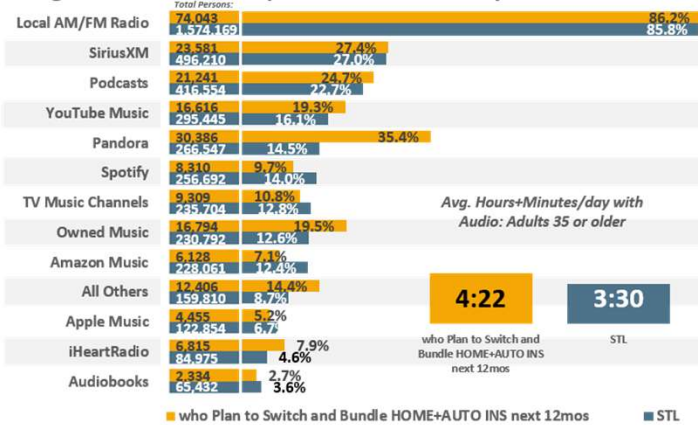
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



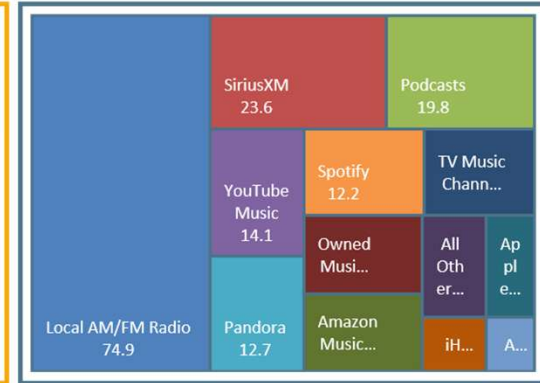
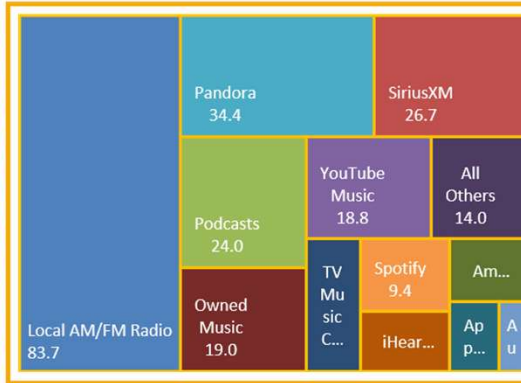


71,142 or 82.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.

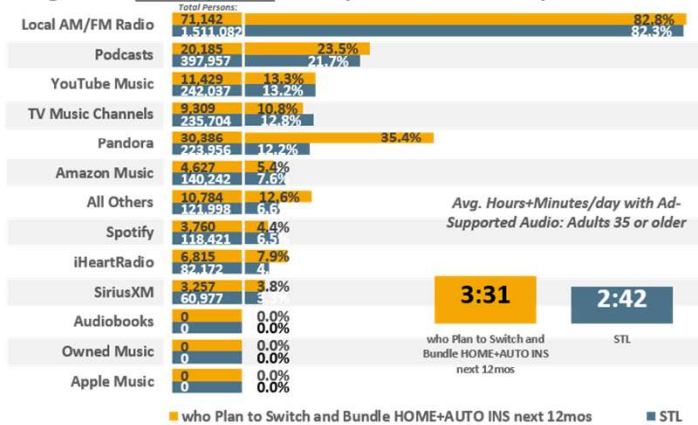
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



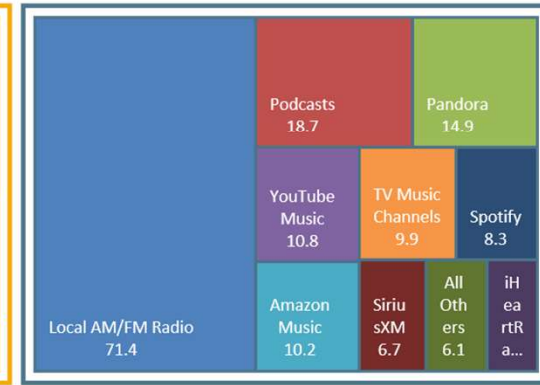
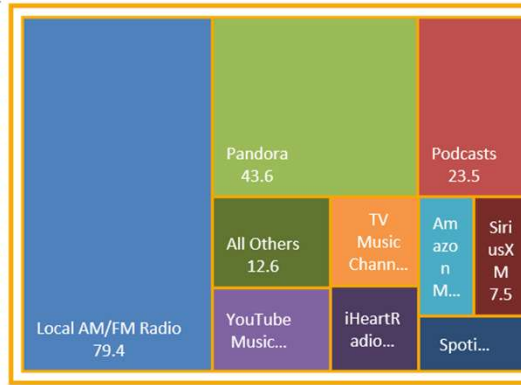
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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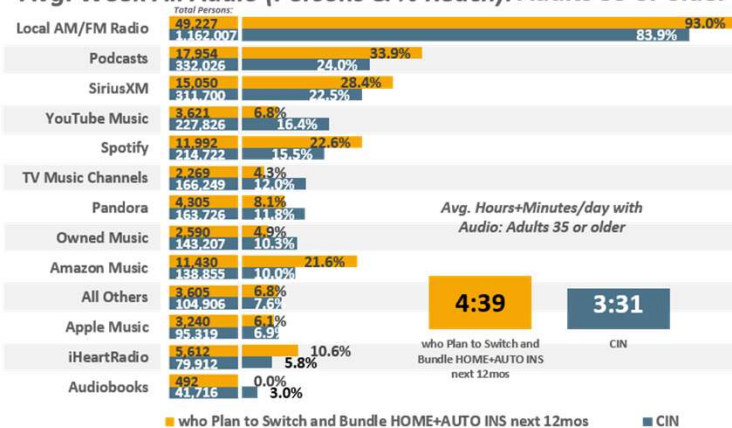
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[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

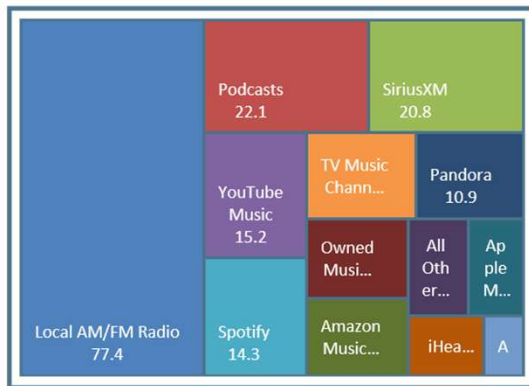
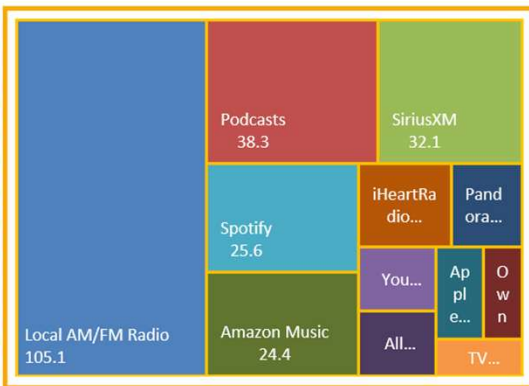


45,643 or 86.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 93.8 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

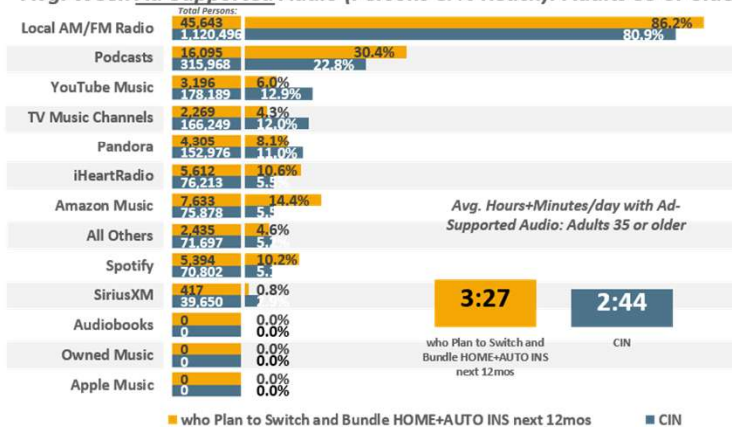
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



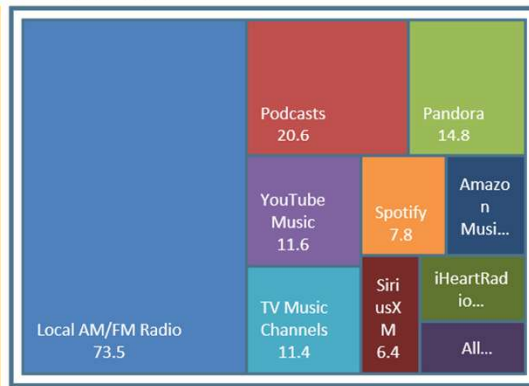
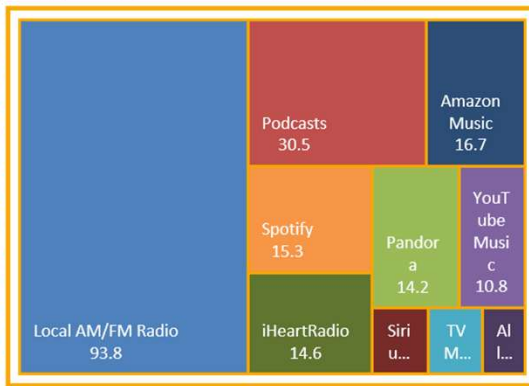
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



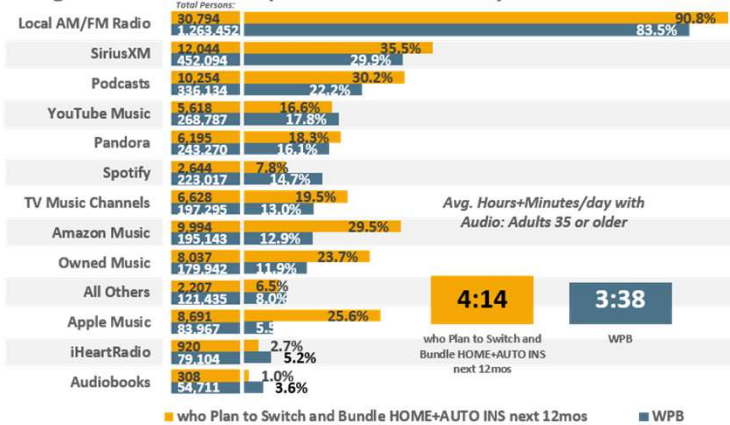
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



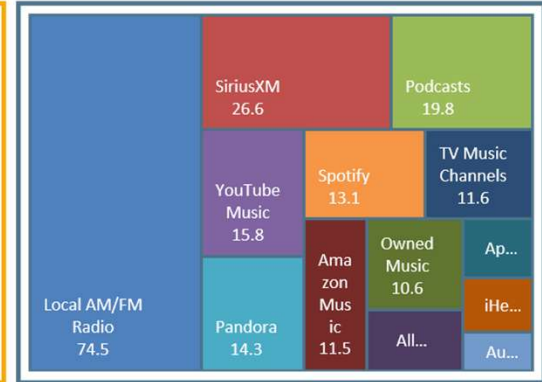
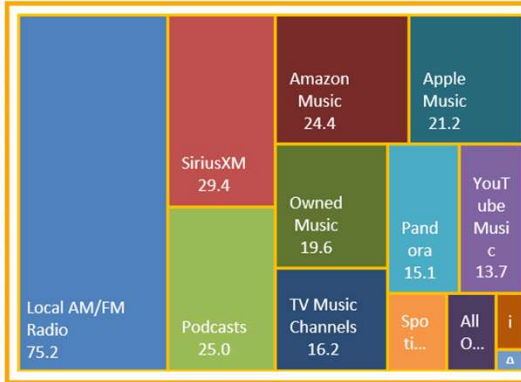


29,360 or 86.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 70.1 minutes every day representing 36.9% of all time spent daily with Ad-Supported Audio.

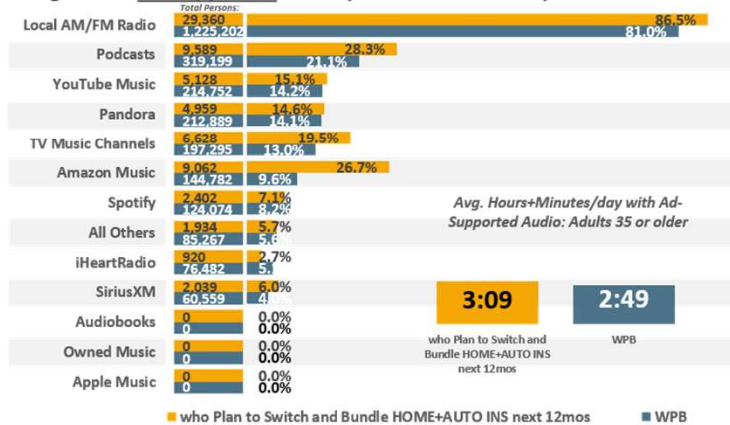
Avg. Week All Audio (Persons & % Reach): Adults 35 or older



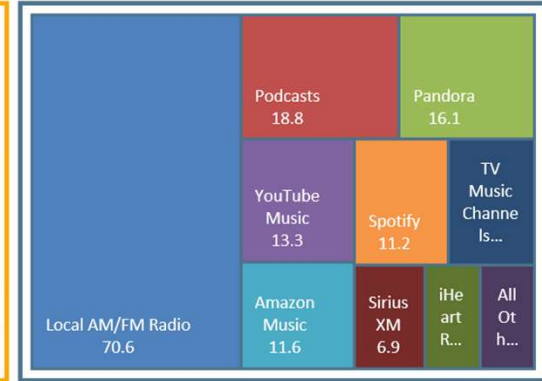
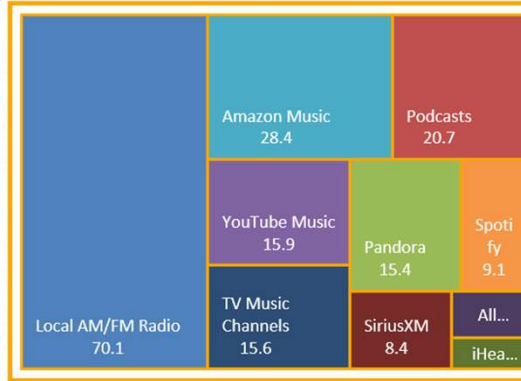
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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

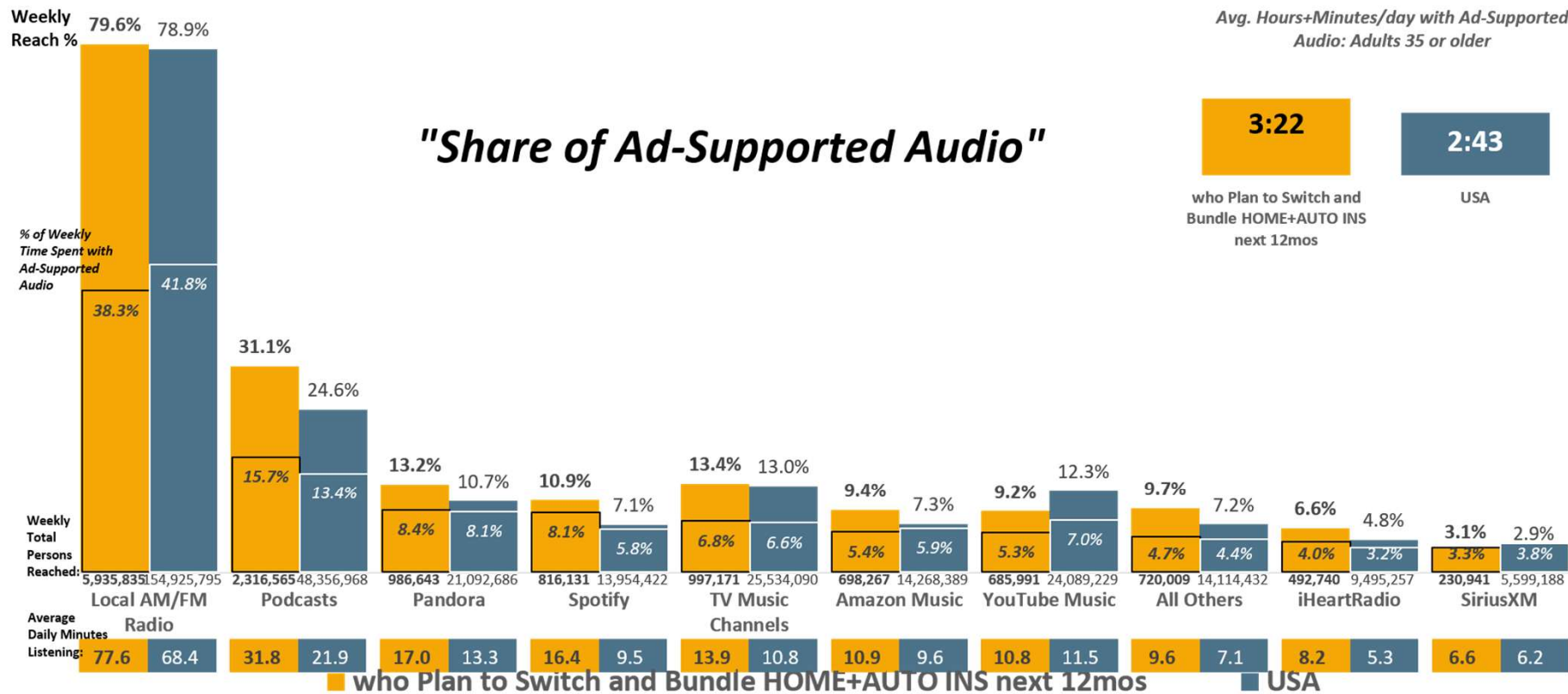


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



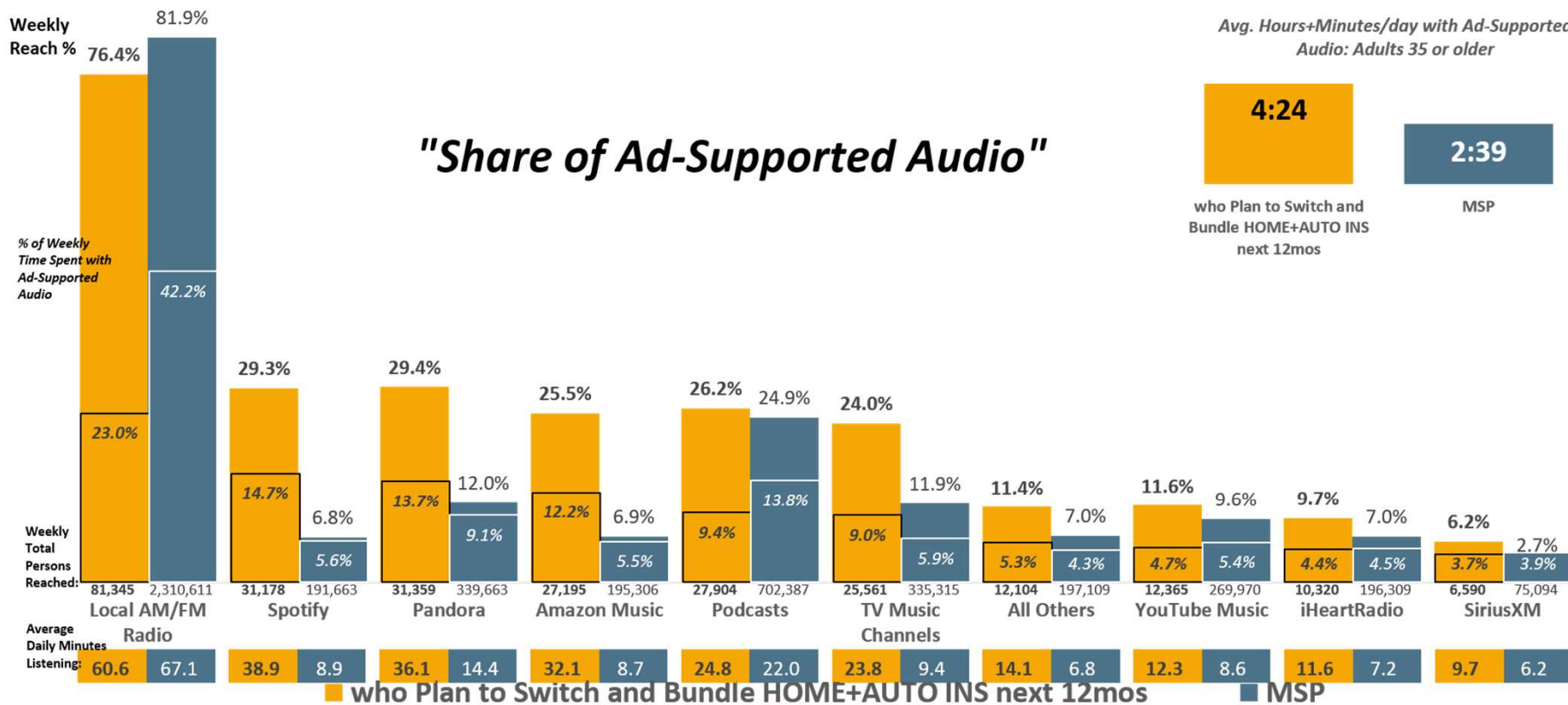


5,935,835 or 79.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 77.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.



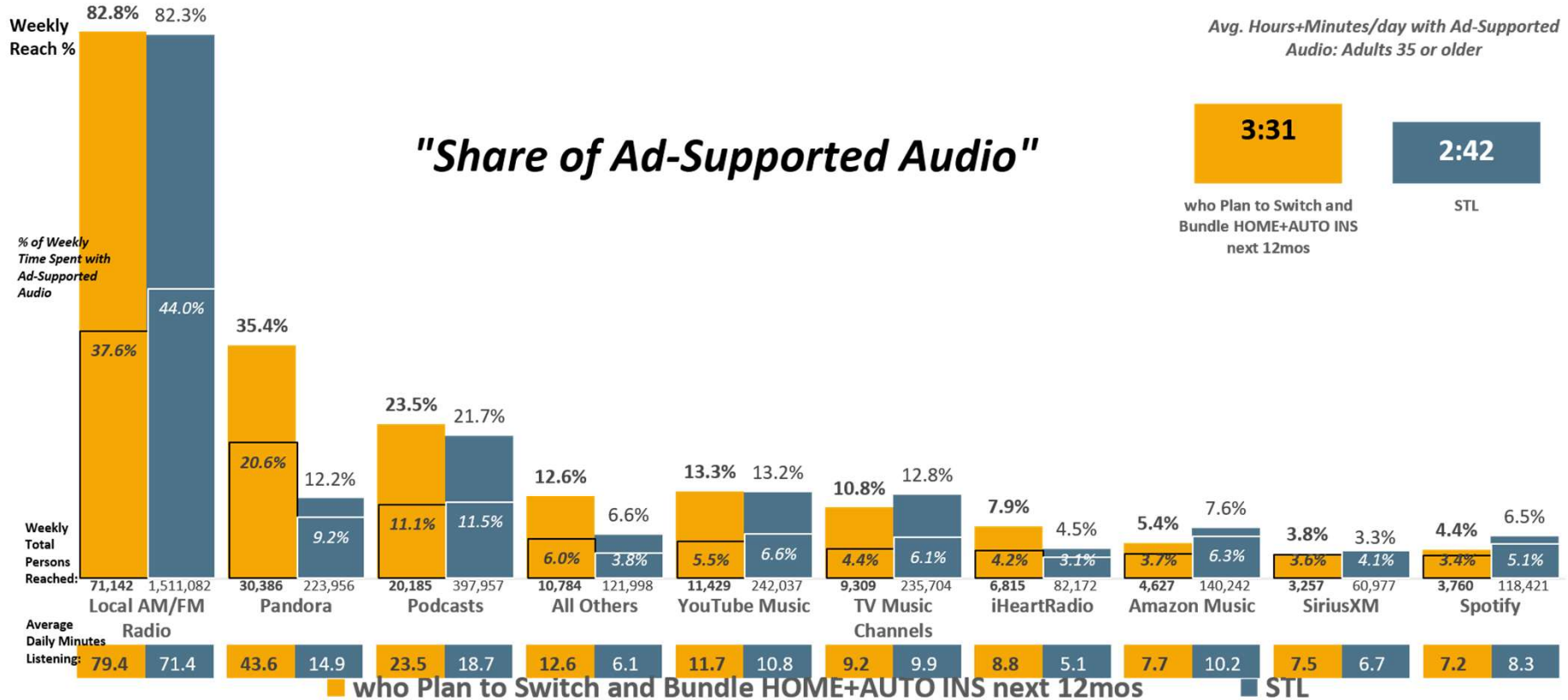


81,345 or 76.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 60.6 minutes every day representing 23.0% of all time spent daily with Ad-Supported Audio.





71,142 or 82.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 79.4 minutes every day representing 37.6% of all time spent daily with Ad-Supported Audio.



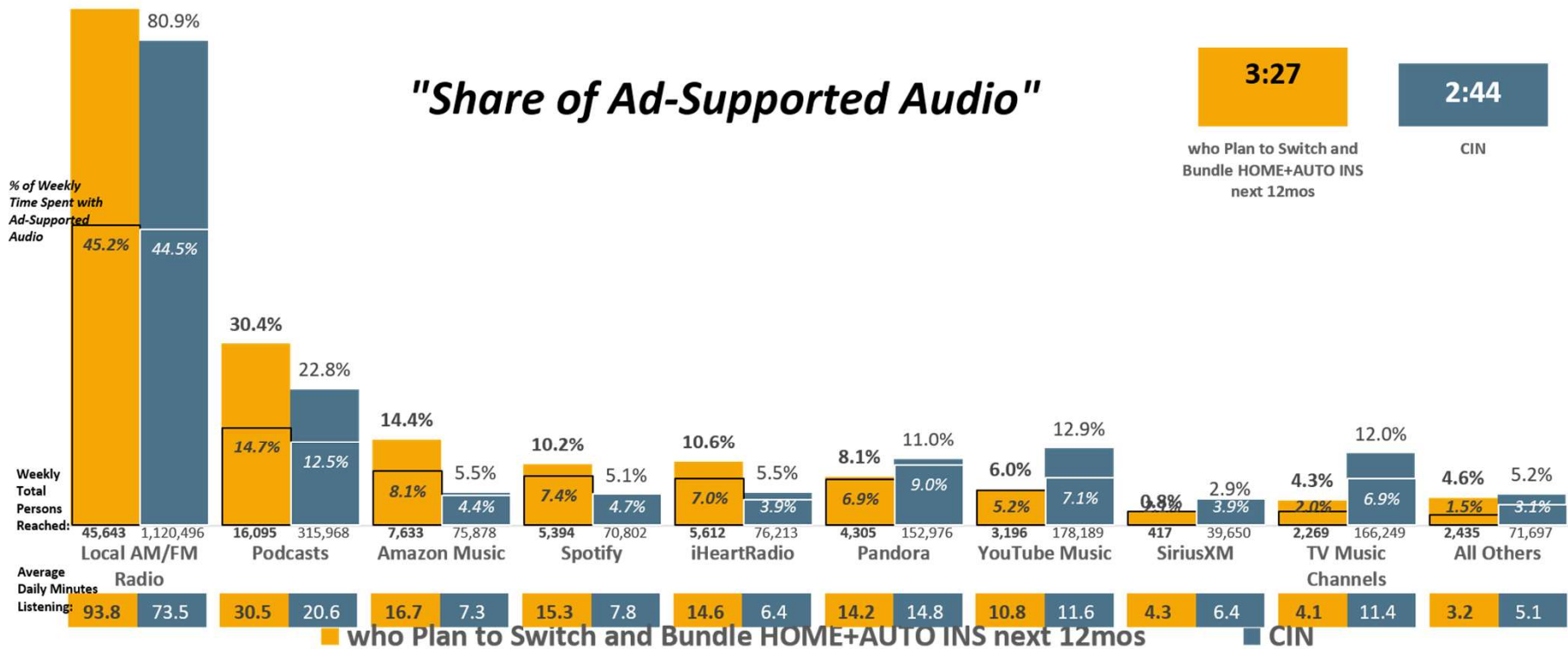


45,643 or 86.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio for an average of 93.8 minutes every day representing 45.2% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 86.2%

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

"Share of Ad-Supported Audio"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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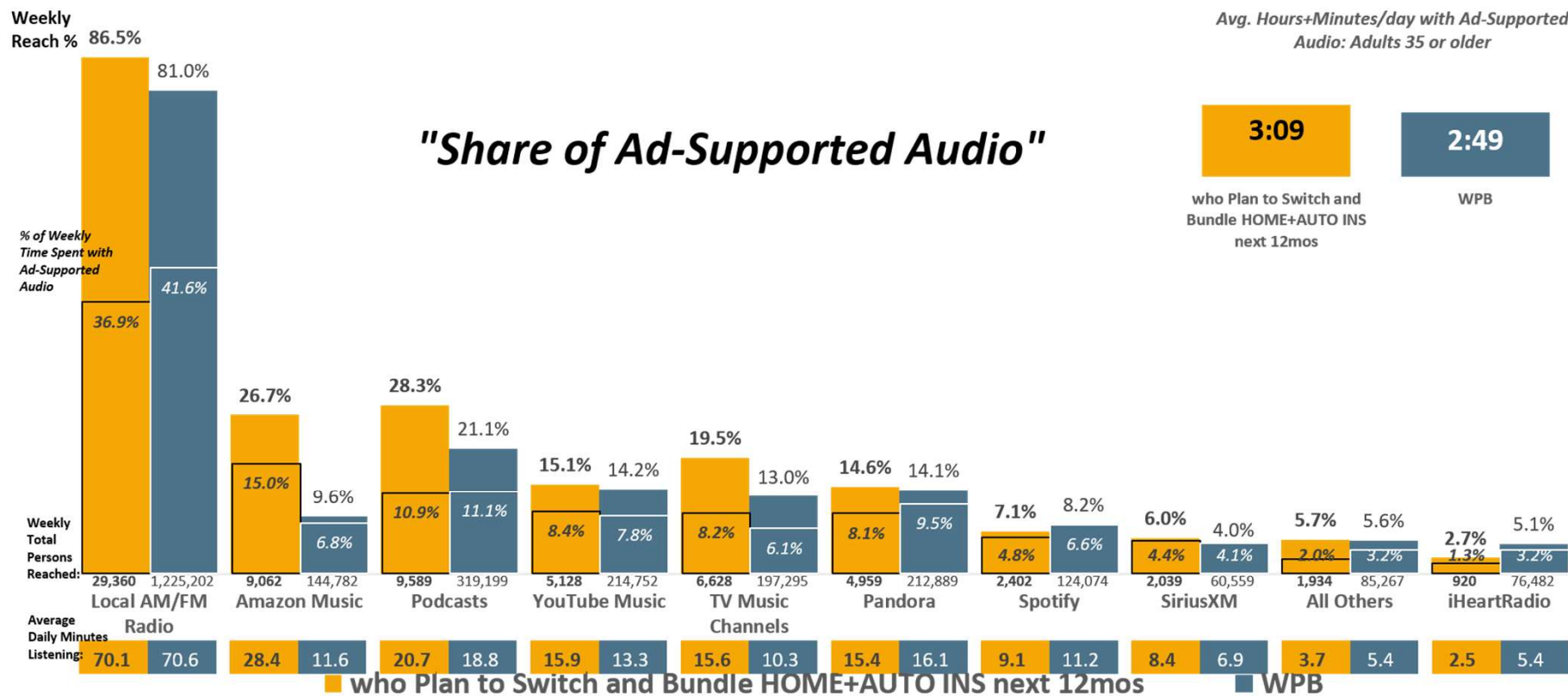
CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



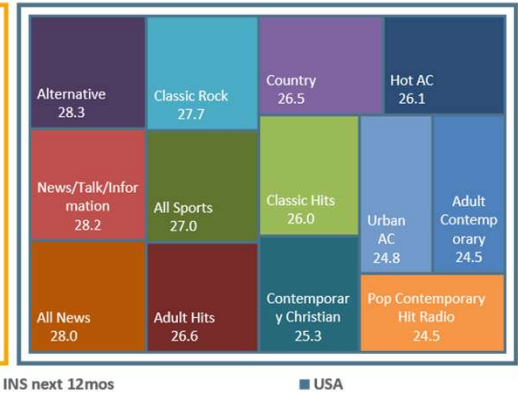
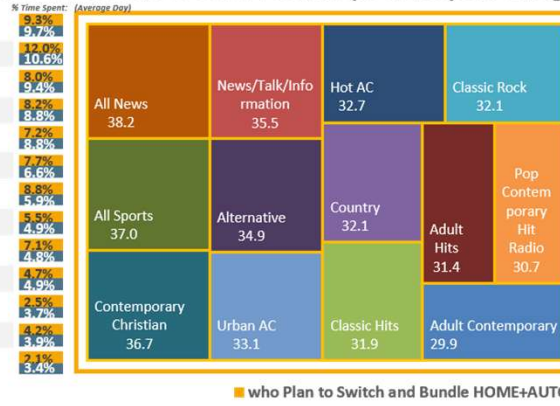
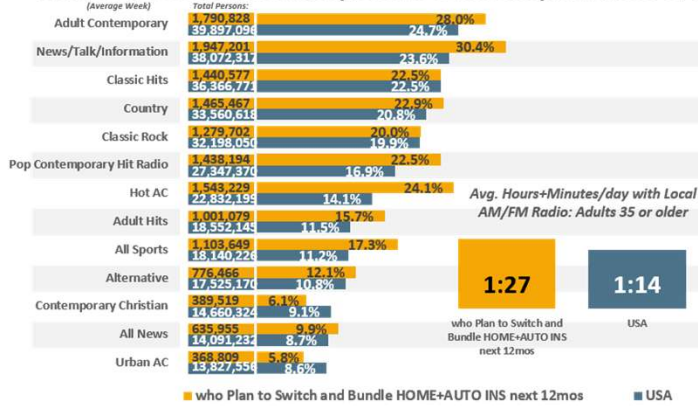
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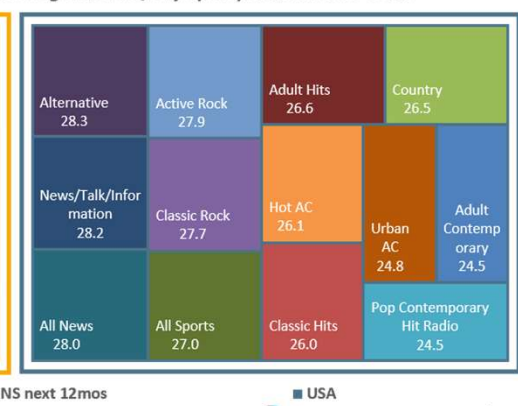
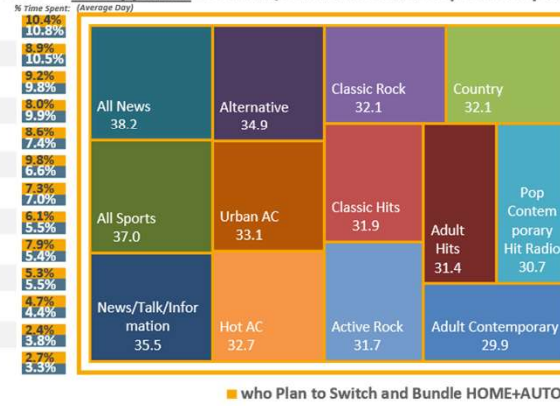
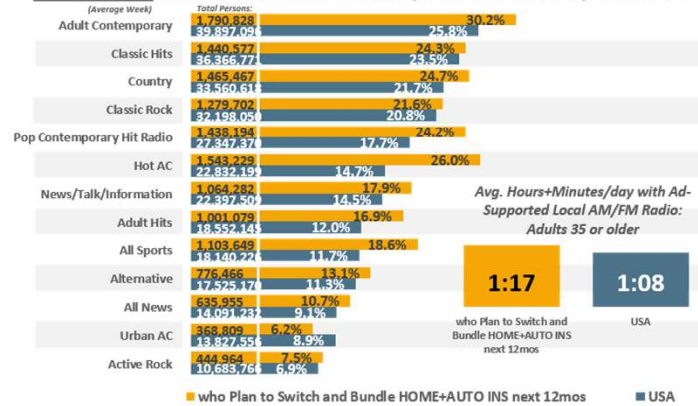


5,935,835 or 79.6% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Country, Classic Hits, and Pop Contemporary Hit Radio.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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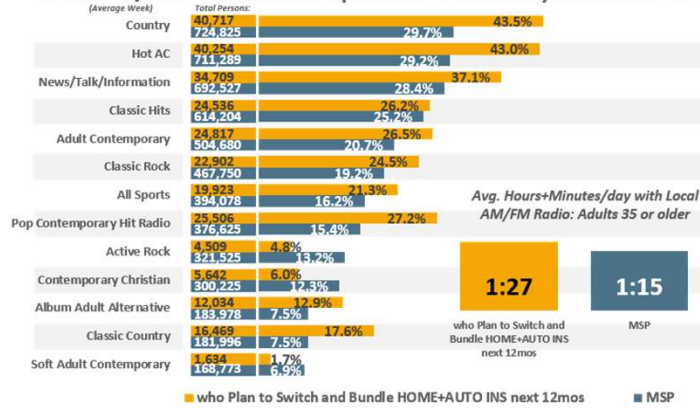
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

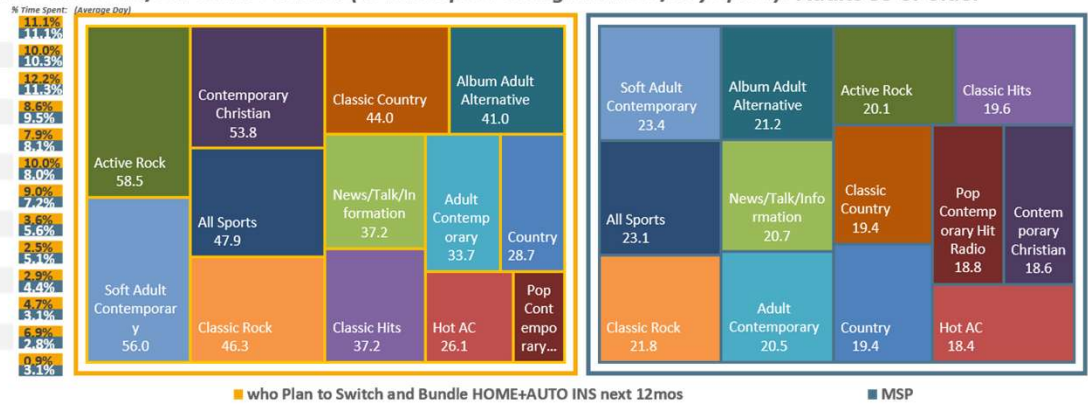


81,345 or 76.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Hot AC, Pop Contemporary Hit Radio, Adult Contemporary, and Classic Hits.

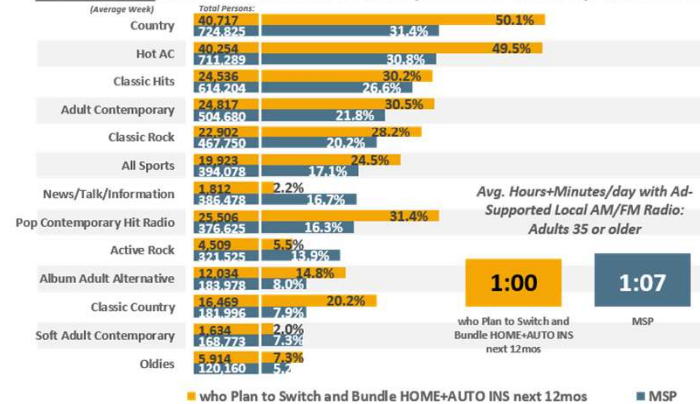
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



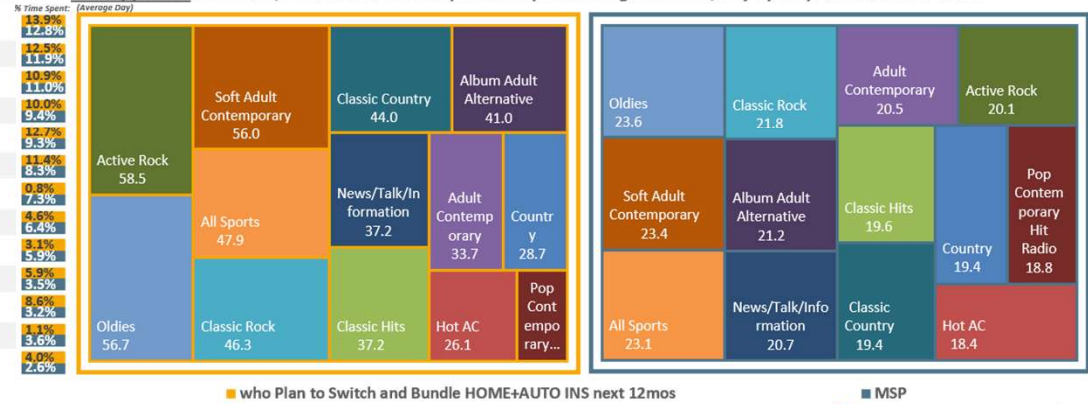
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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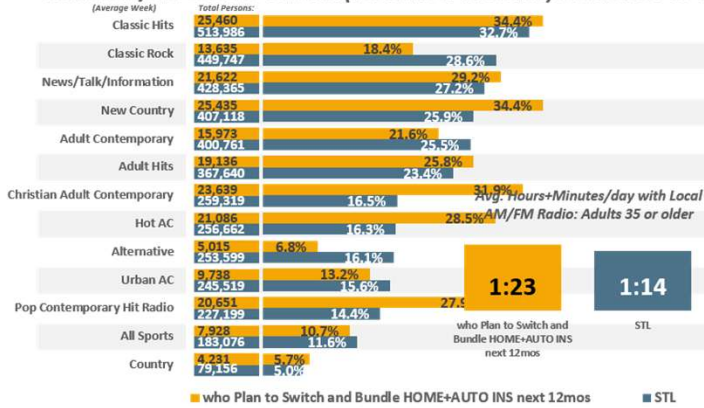
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

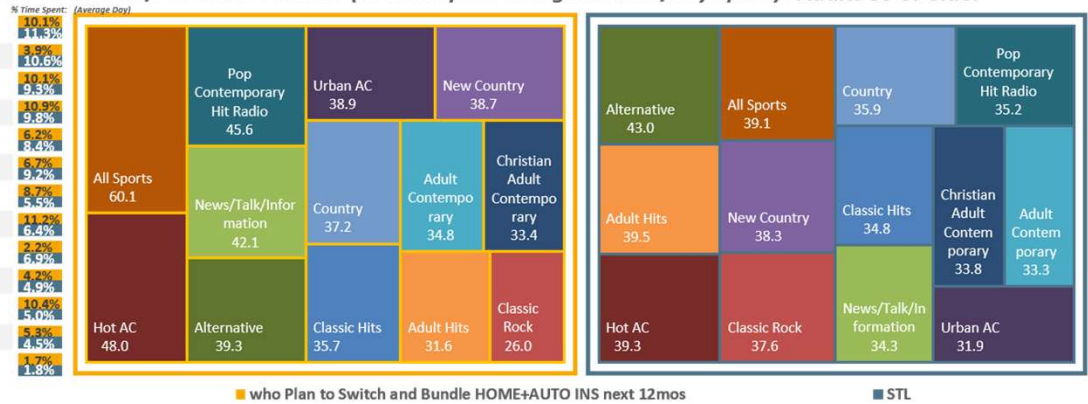


71,142 or 82.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, New Country, Hot AC, Pop Contemporary Hit Radio, and Adult Hits.

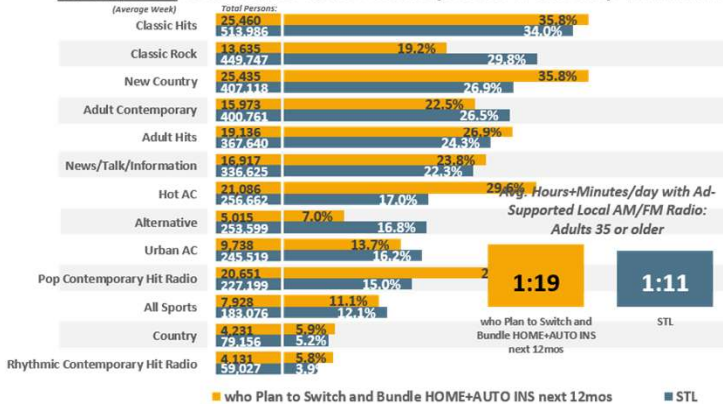
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older



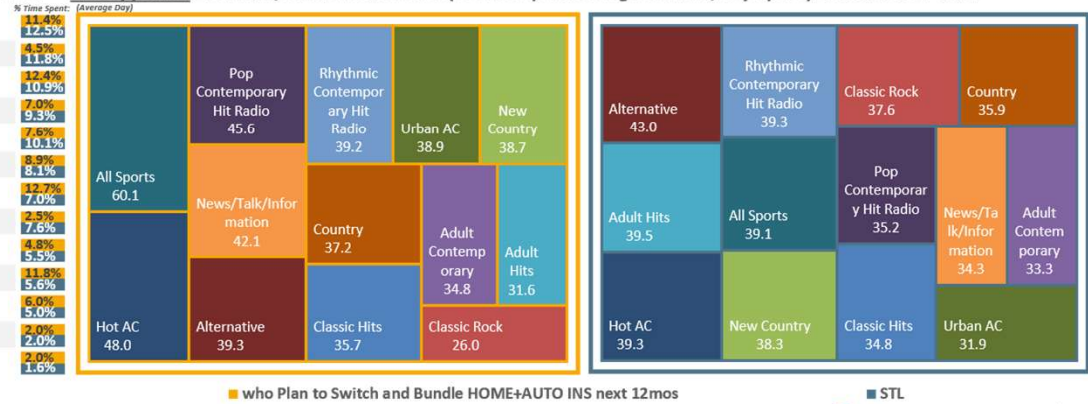
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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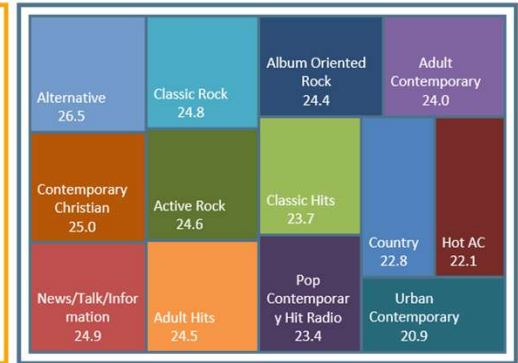
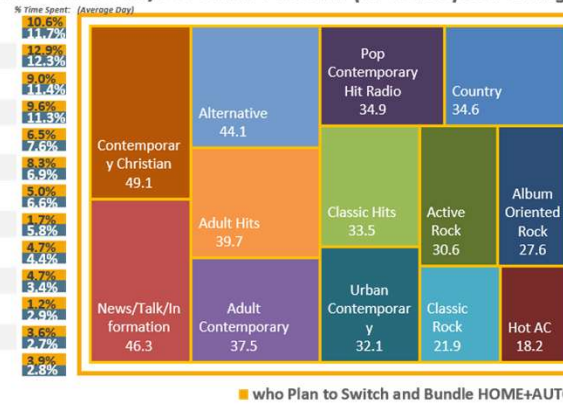
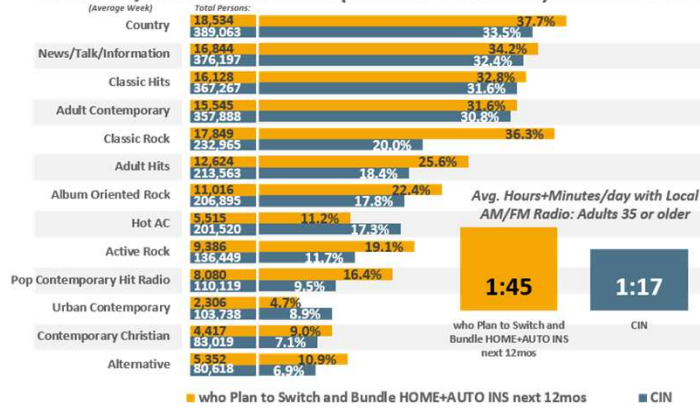
soefa.ai Share of Everything for Anything

[[([Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

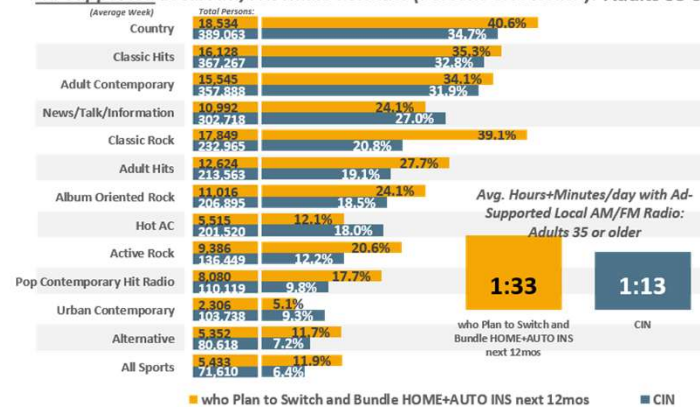


45,643 or 86.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Rock, Classic Hits, Adult Contemporary, and Adult Hits.

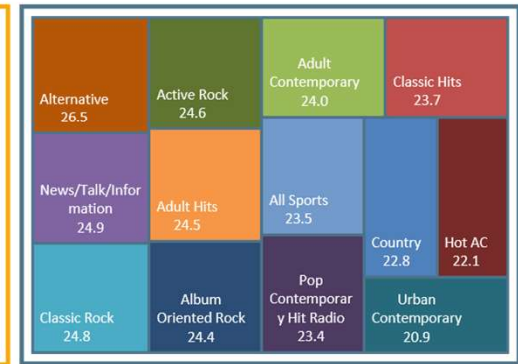
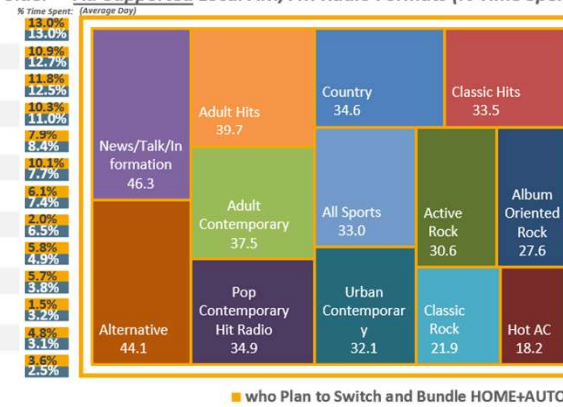
Local AM/FM Radio Formats (Persons & % Reach): Adults 35 or older **Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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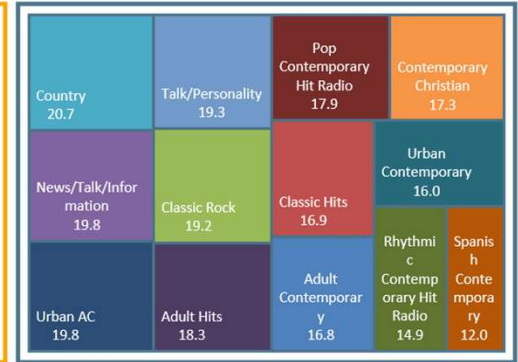
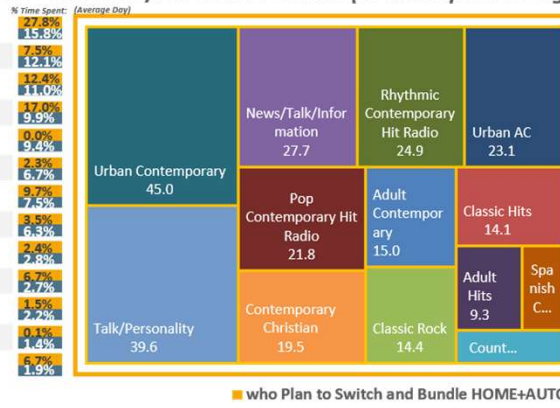
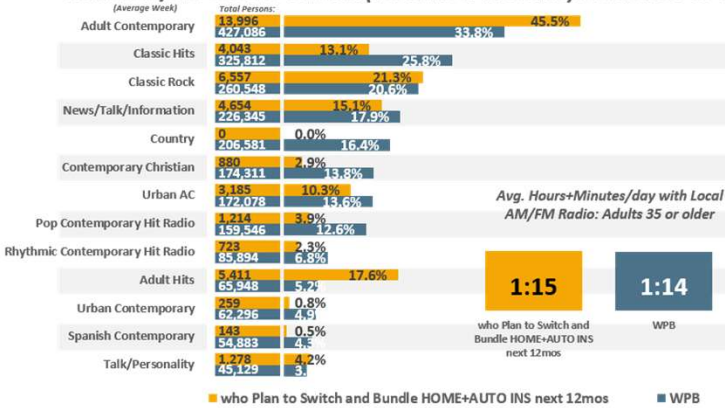
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

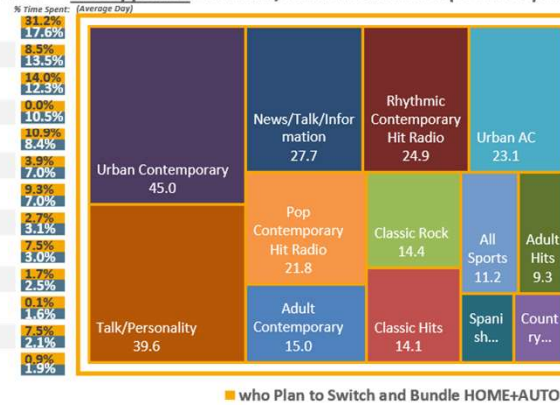
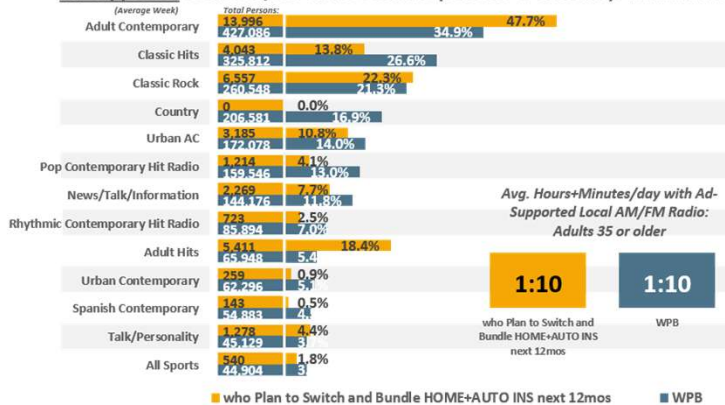


29,360 or 86.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Adult Hits, Classic Hits, and Urban AC.

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



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51
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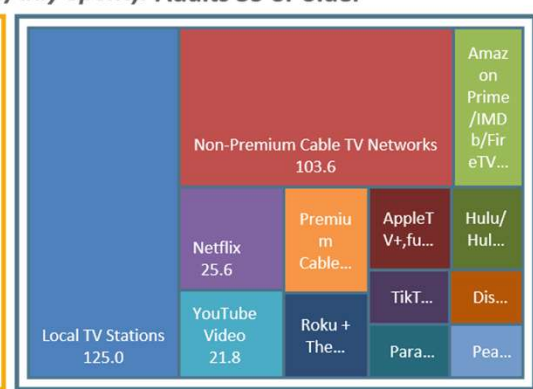
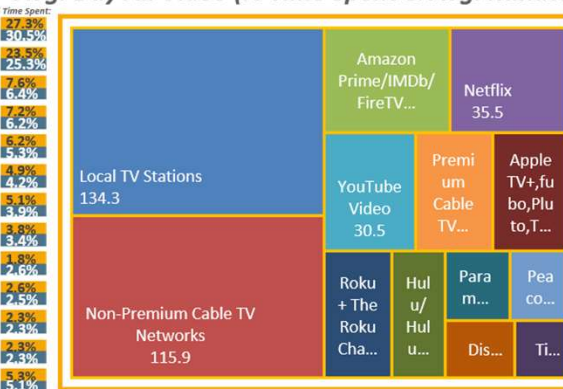
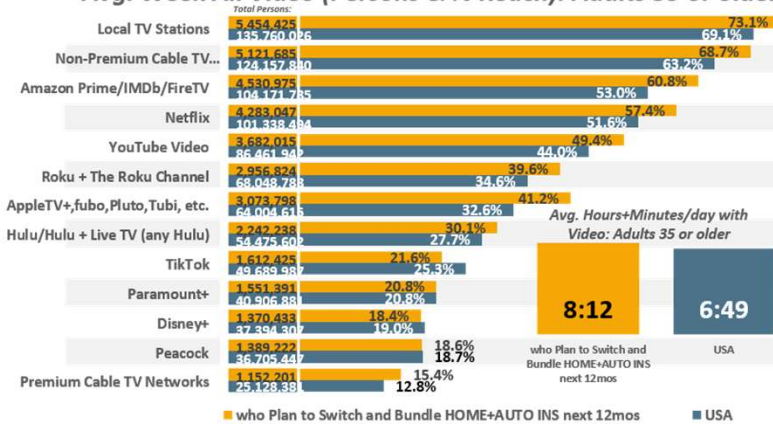
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5,311,491 or 71.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 124. minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

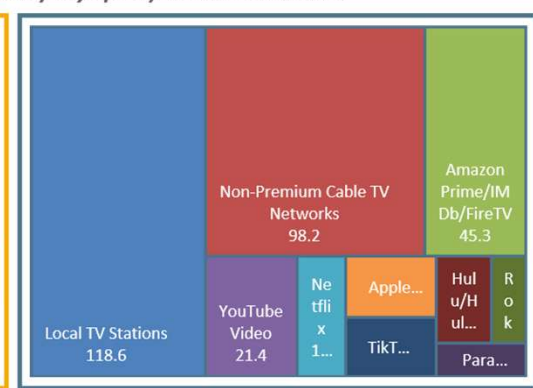
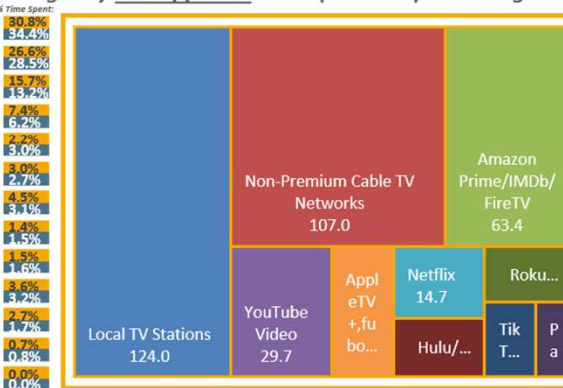
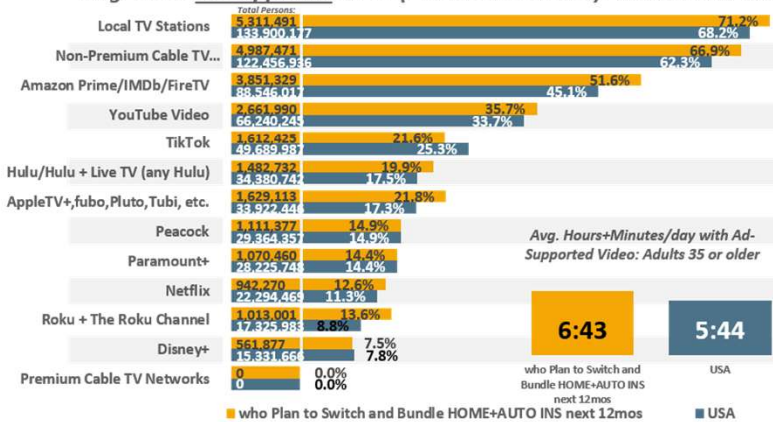
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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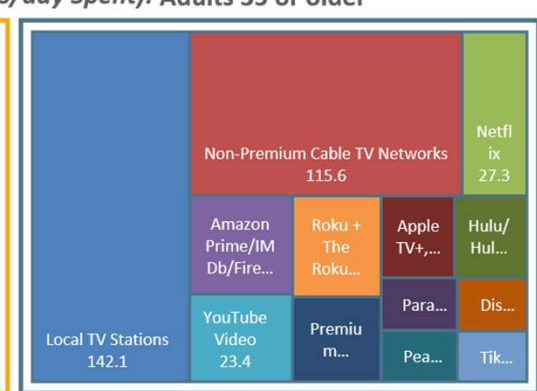
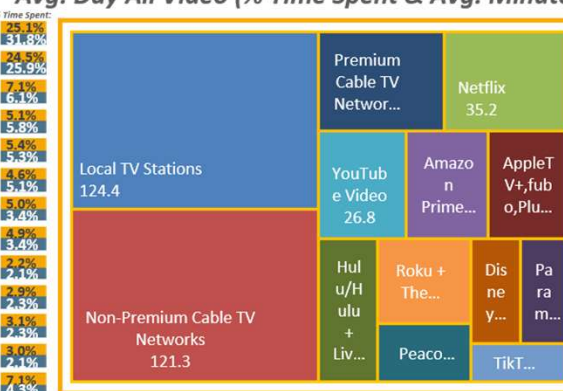
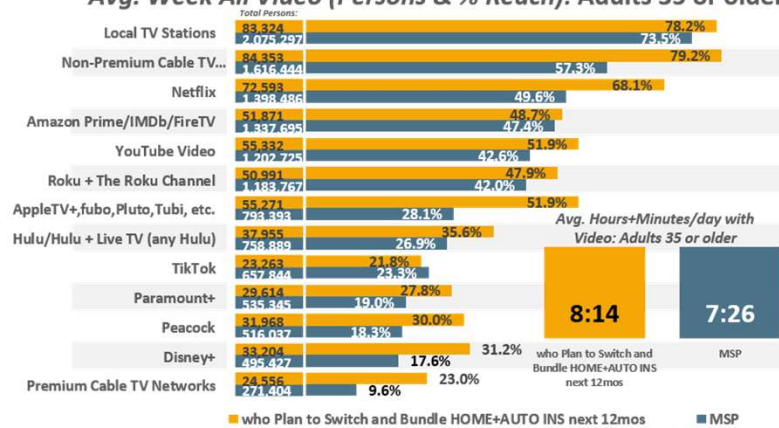
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78,115 or 73.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 102.4 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

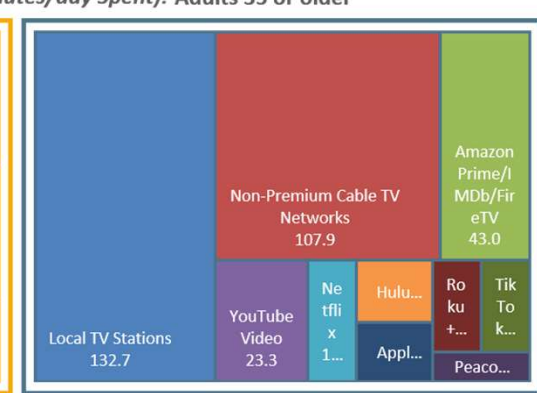
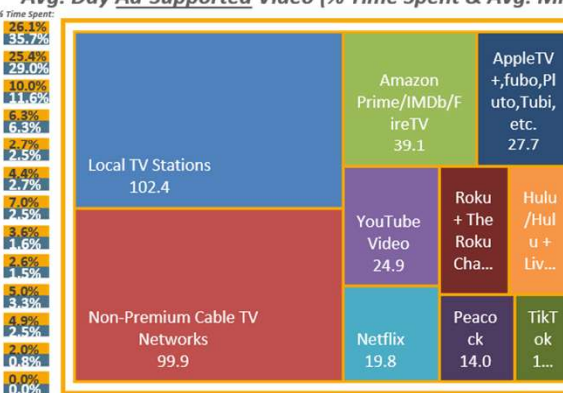
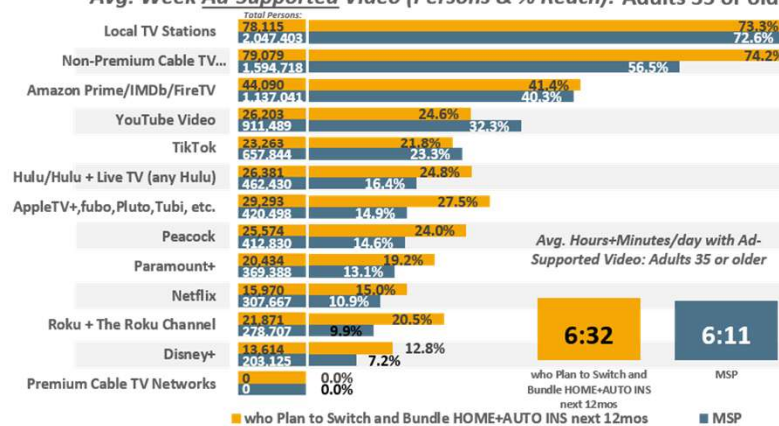
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

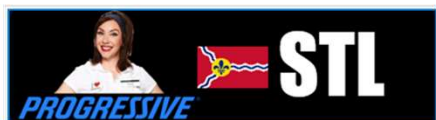
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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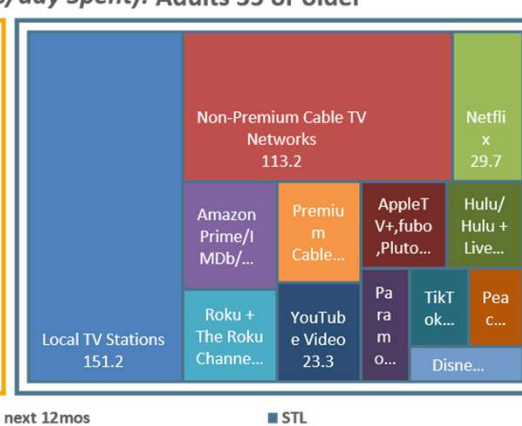
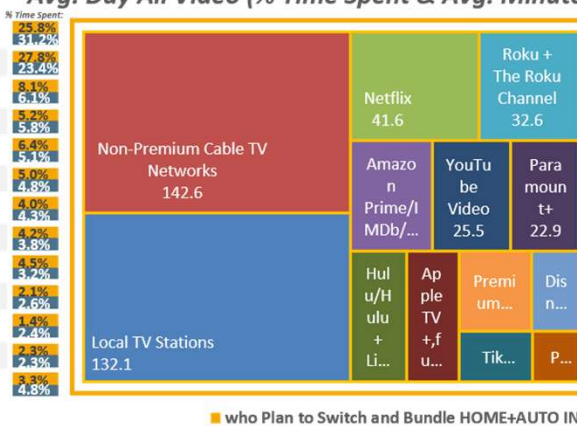
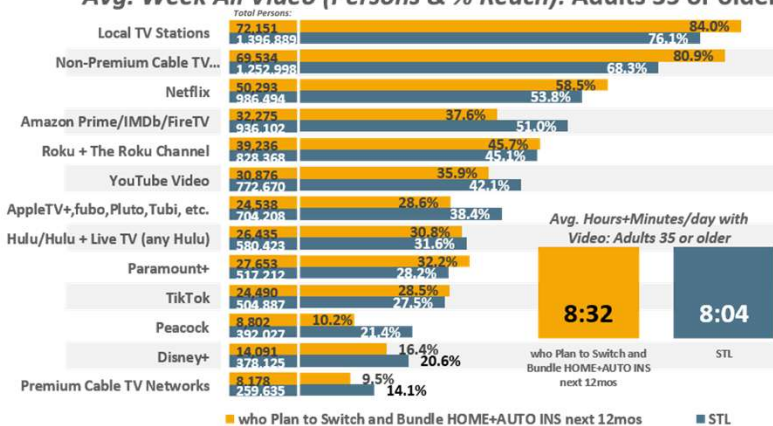
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71,438 or 83.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 128.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

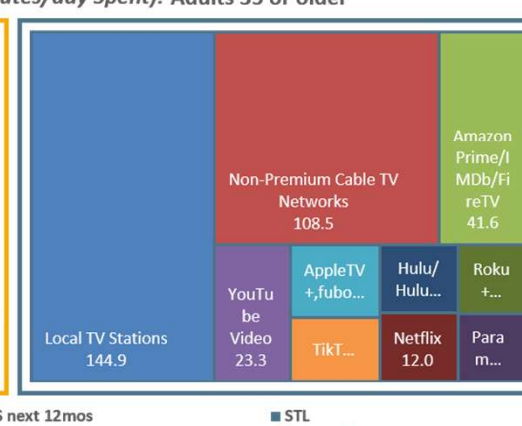
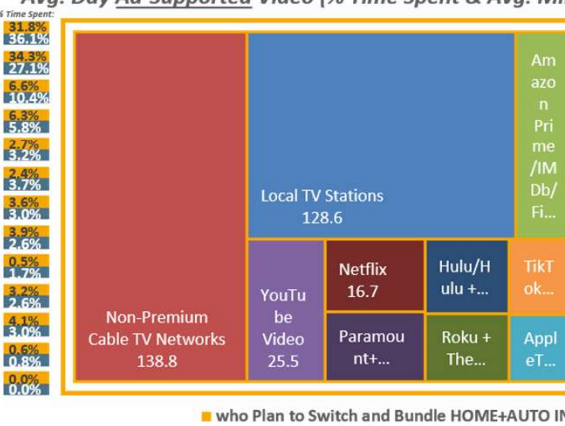
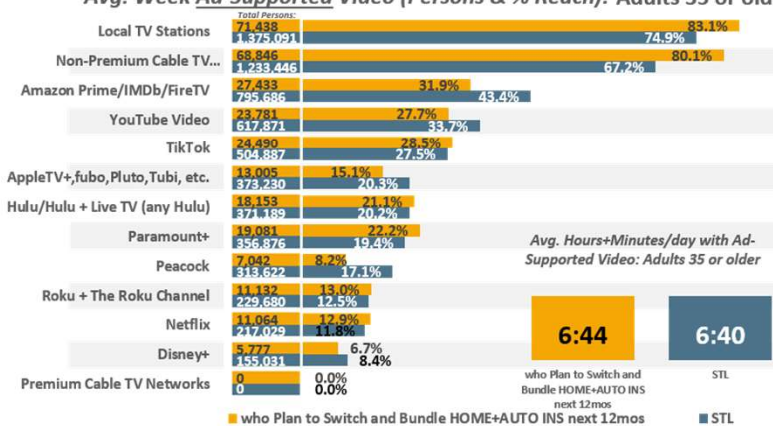
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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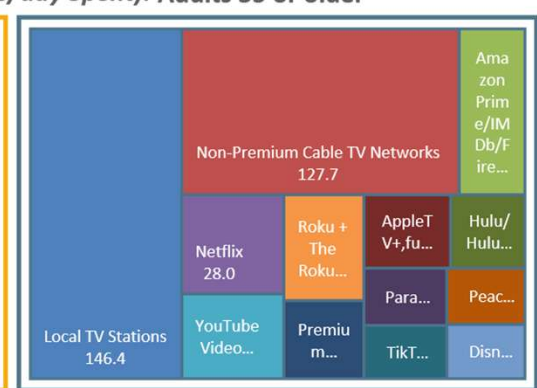
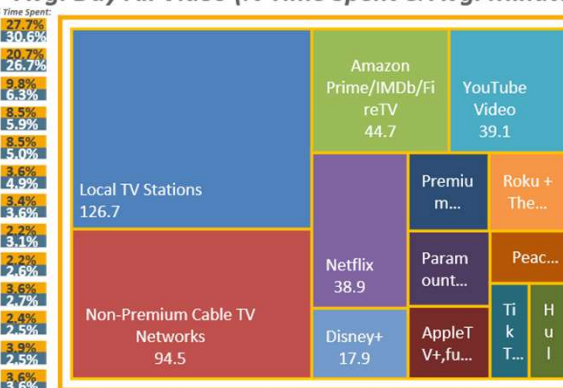
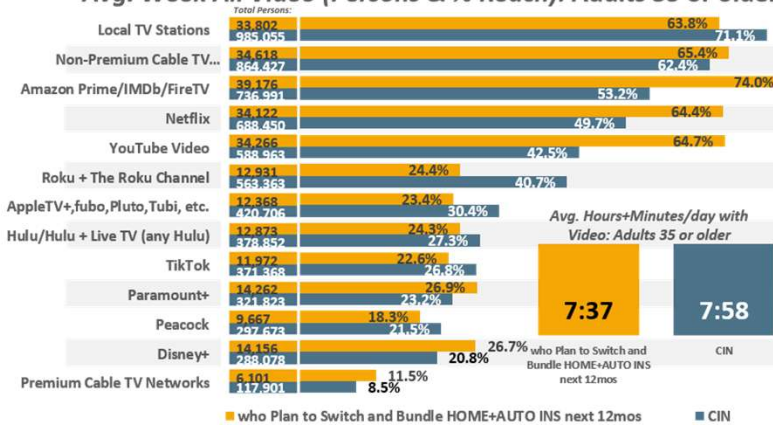
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32,259 or 60.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 121.7 minutes every day representing 33.0% of all time spent daily with Ad-Supported Video.

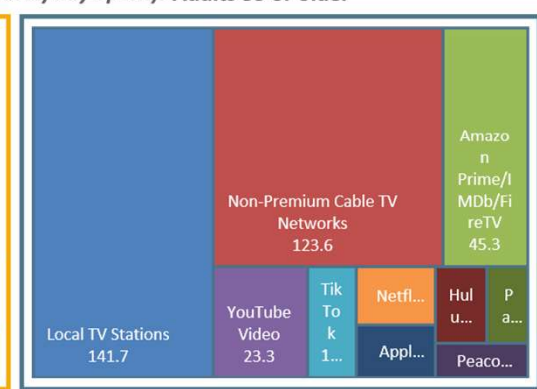
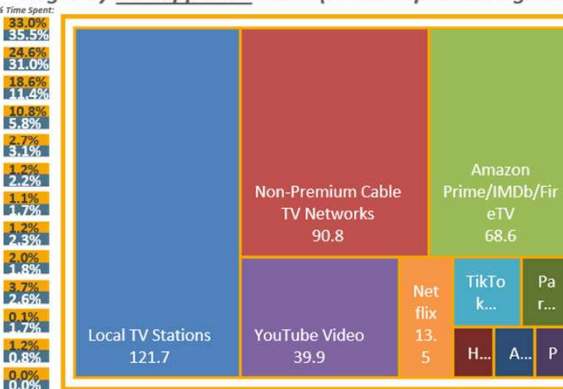
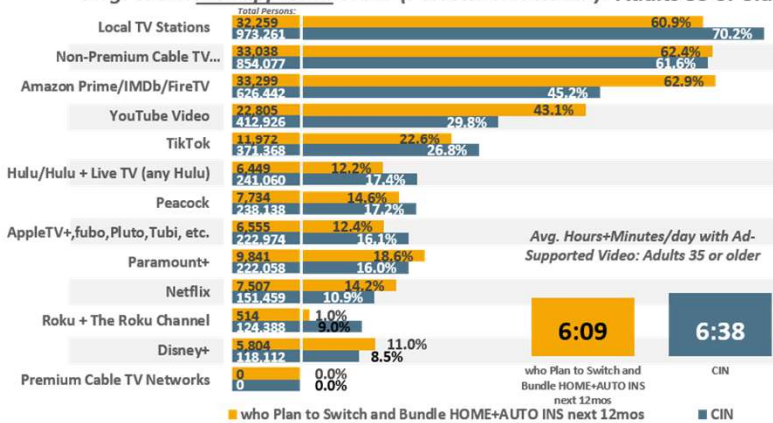
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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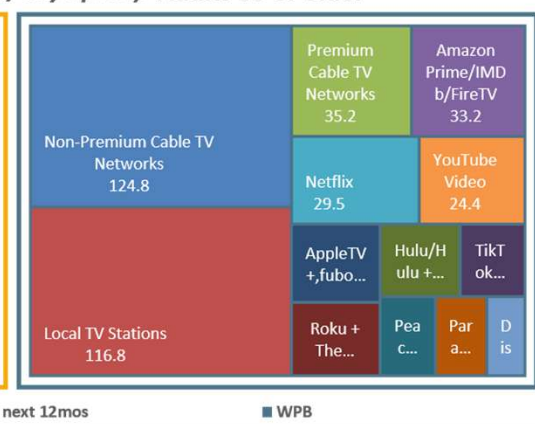
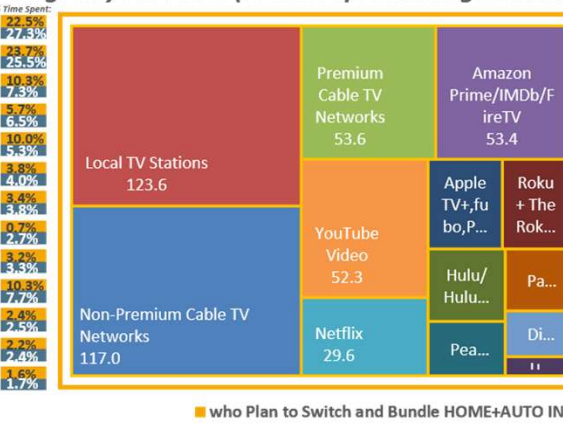
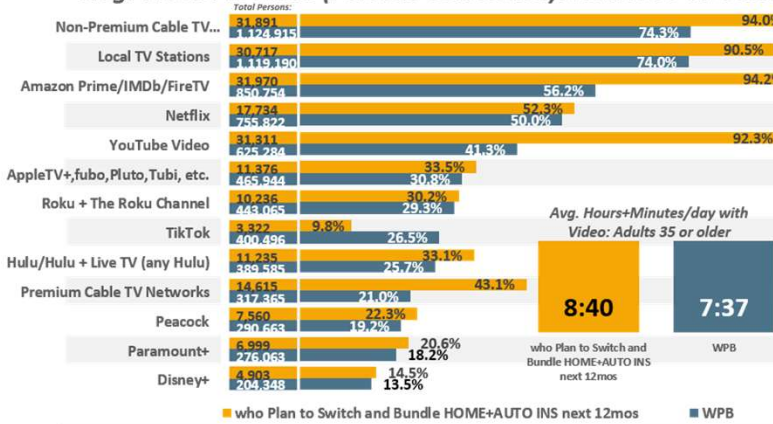
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30,259 or 89.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 113. minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

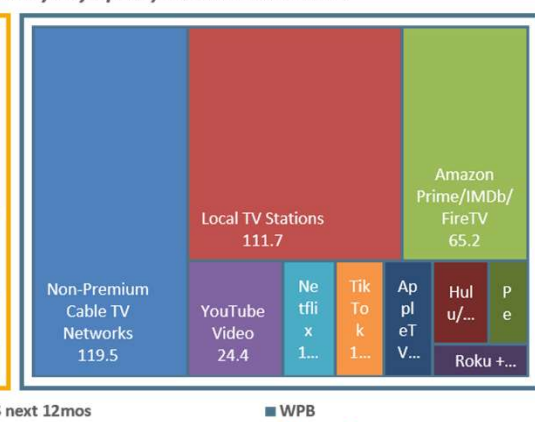
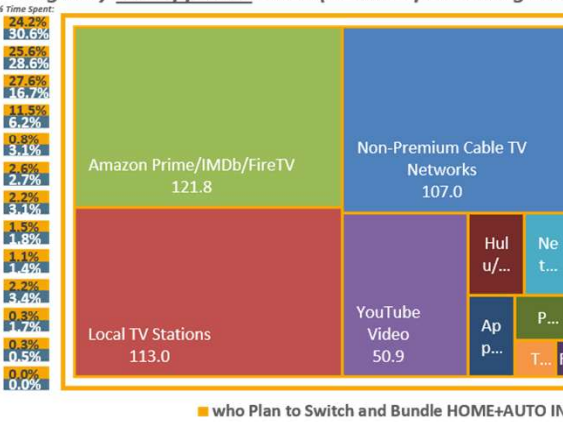
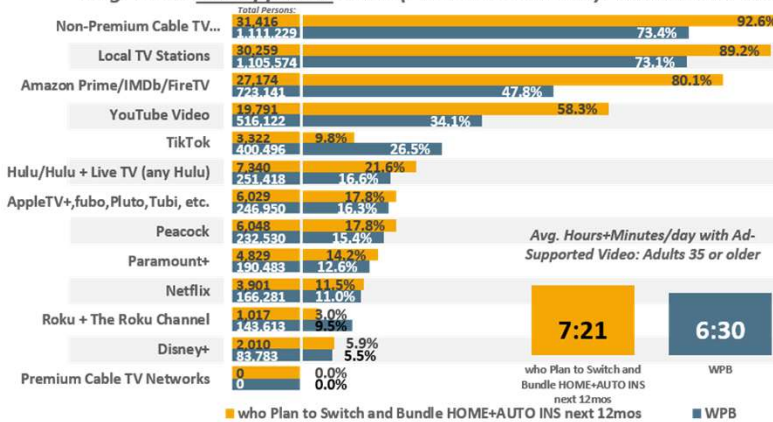
Avg. Week All Video (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51
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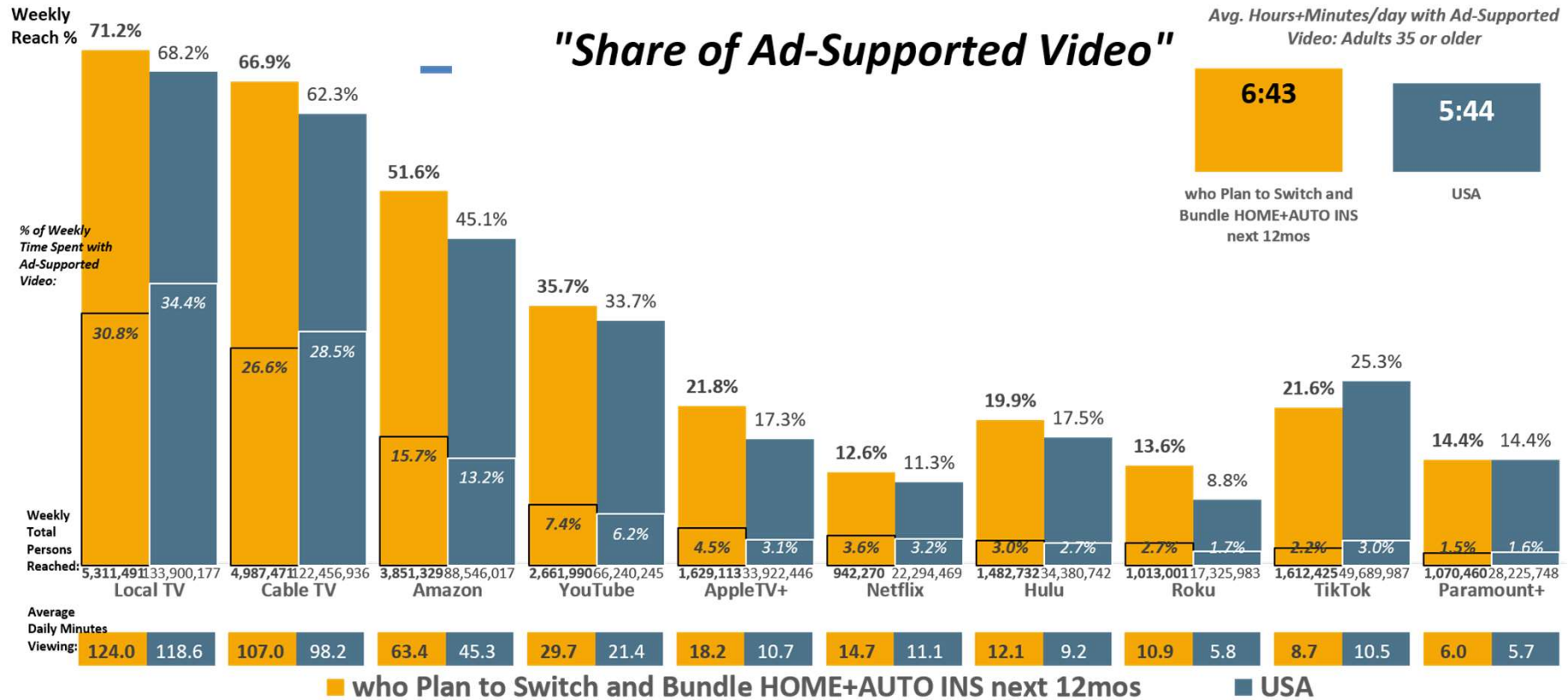
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



5,311,491 or 71.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 124. minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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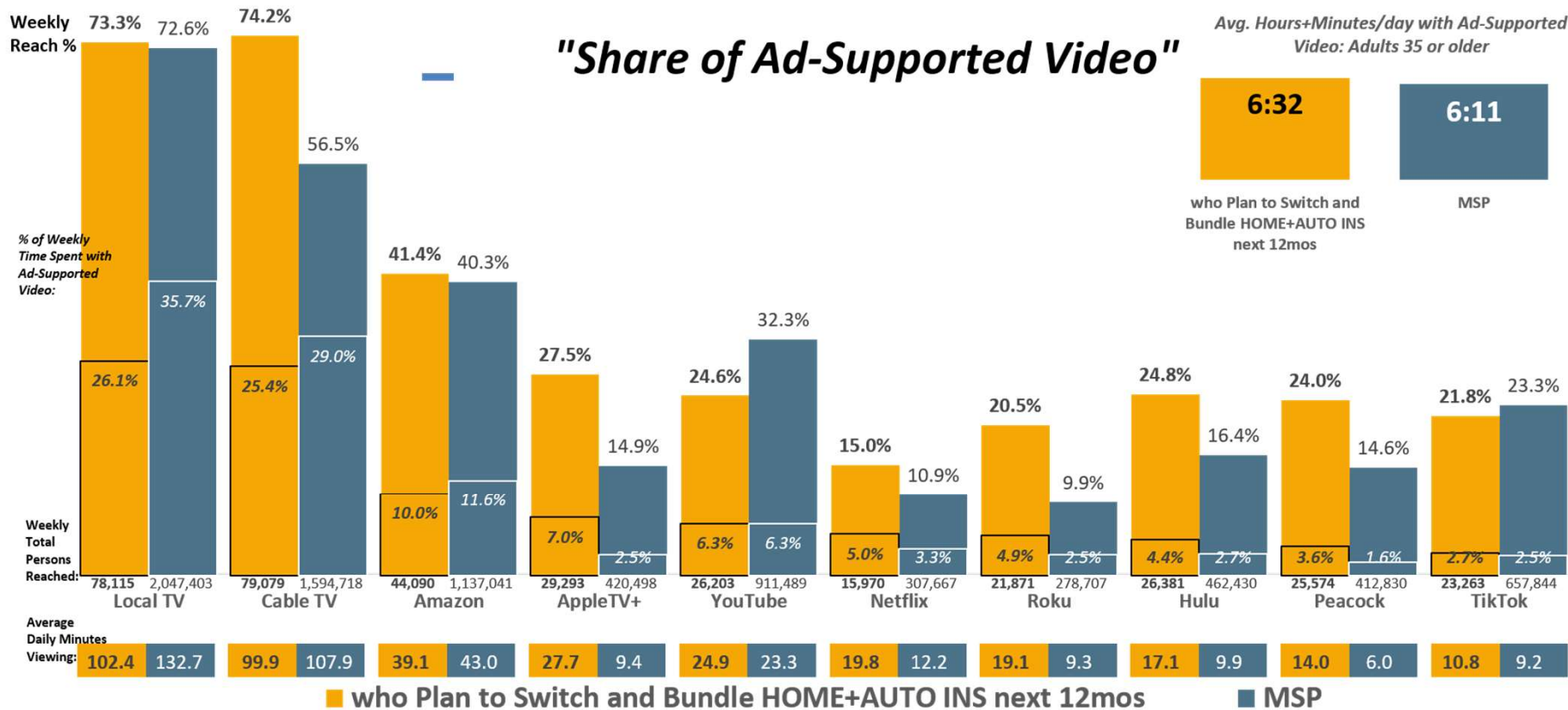
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



78,115 or 73.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 102.4 minutes every day representing 26.1% of all time spent daily with Ad-Supported Video.

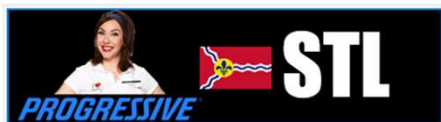
"Share of Ad-Supported Video"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

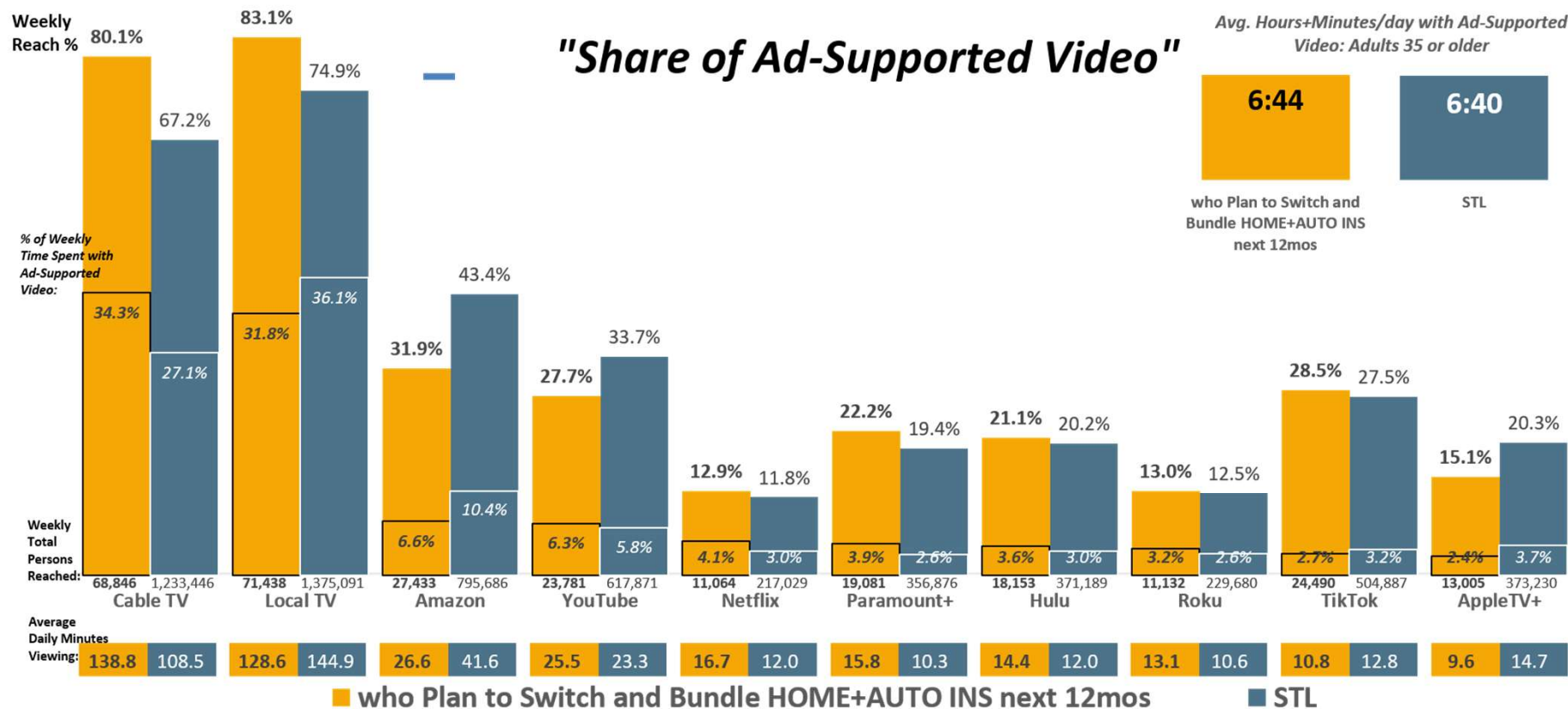
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



71,438 or 83.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 128.6 minutes every day representing 31.8% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

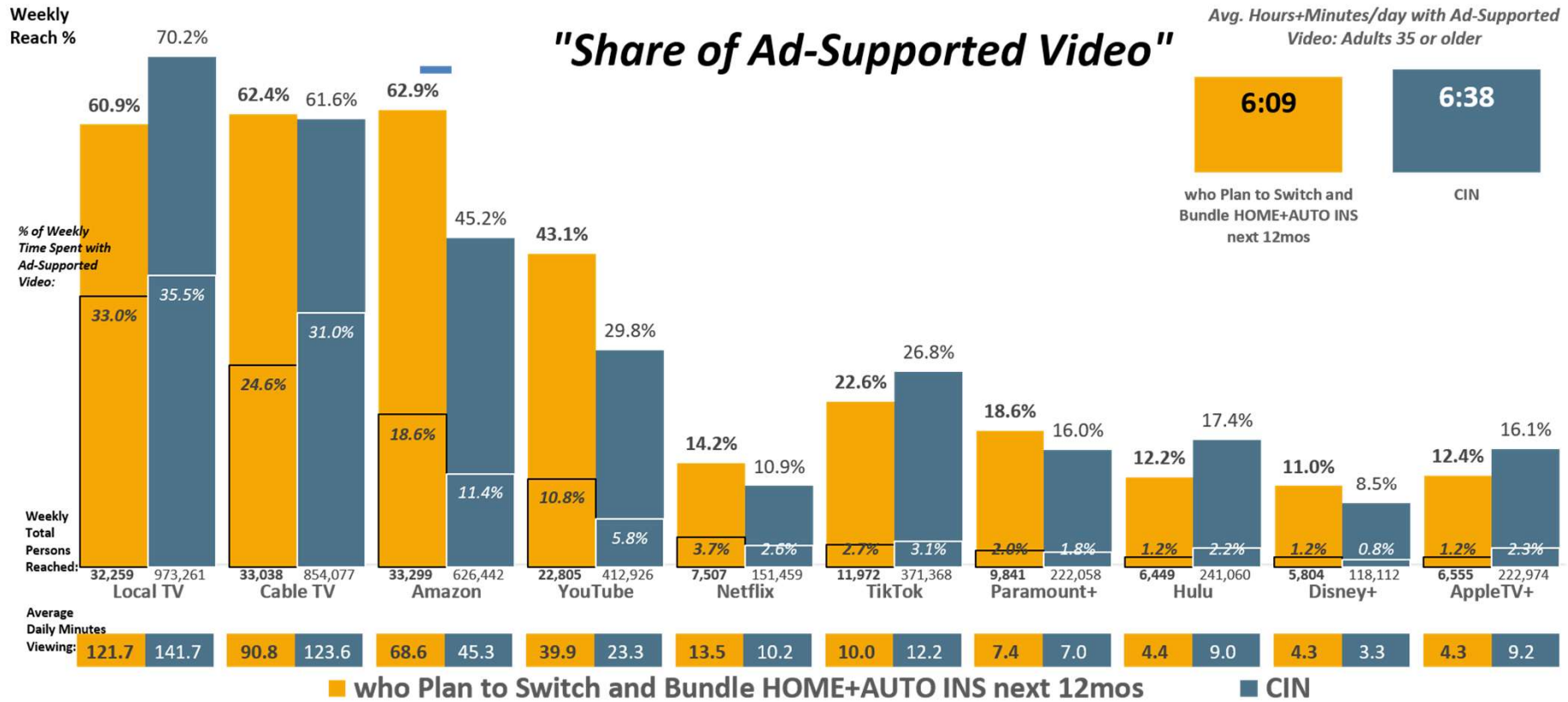
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



32,259 or 60.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 121.7 minutes every day representing 33.0% of all time spent daily with Ad-Supported Video.

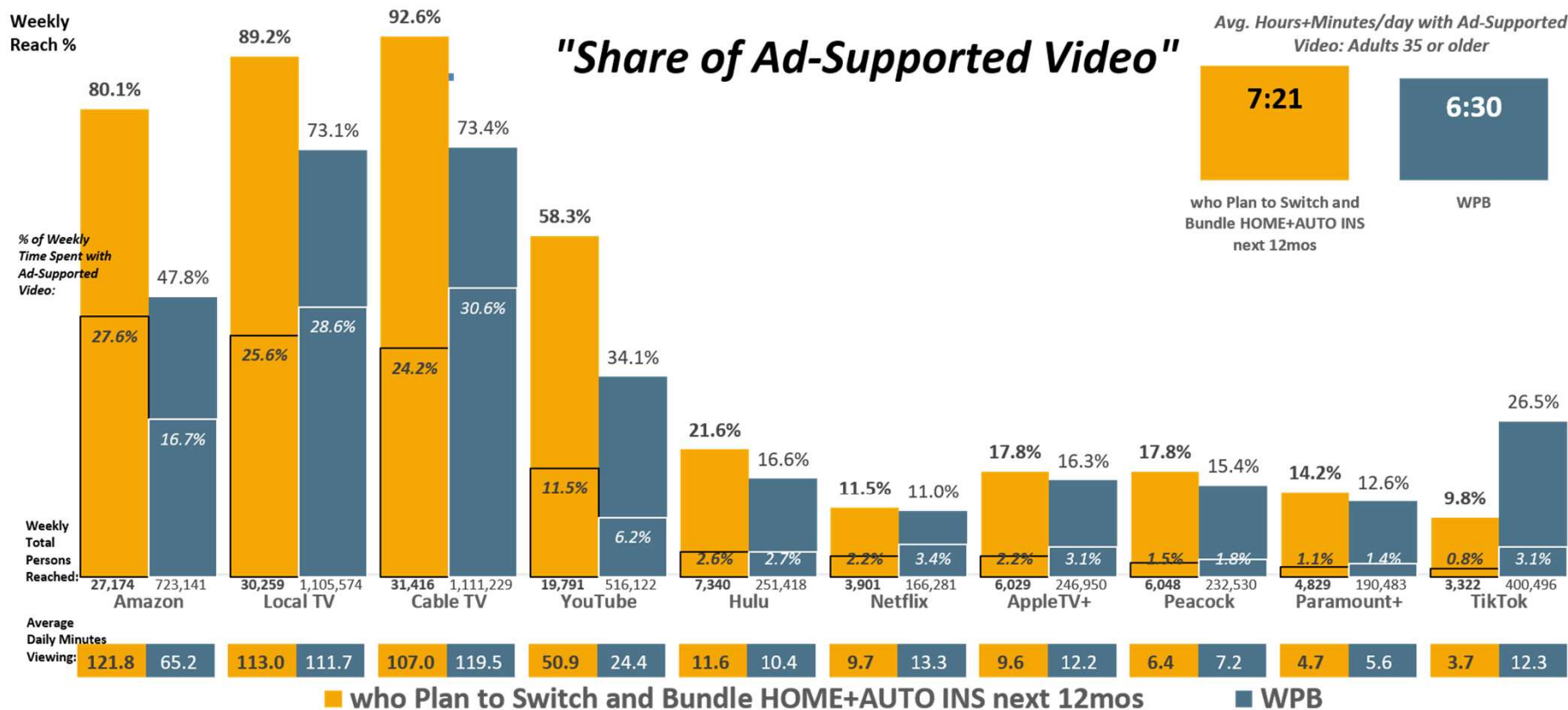
"Share of Ad-Supported Video"





30,259 or 89.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations for an average of 113. minutes every day representing 25.6% of all time spent daily with Ad-Supported Video.

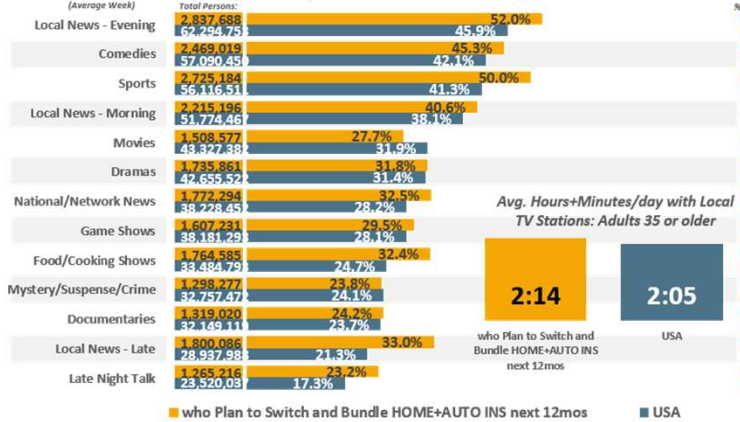
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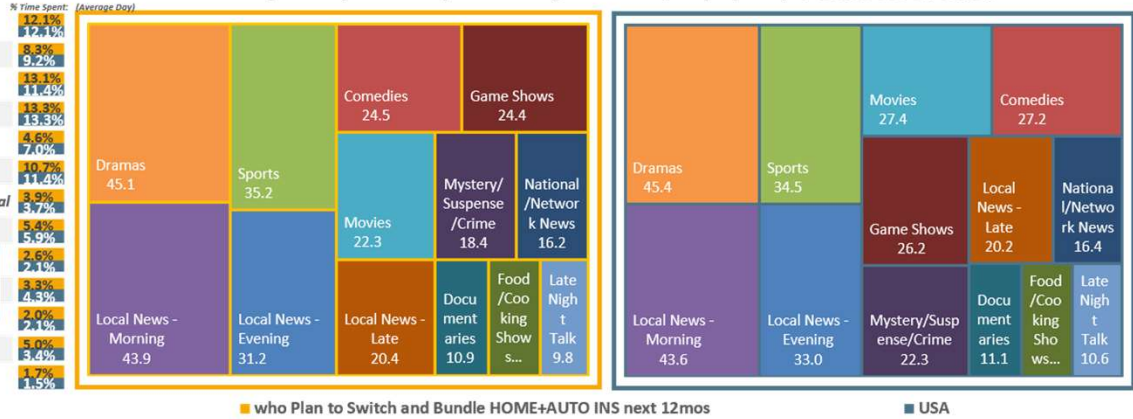


5,311,491 or 71.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Local News - Morning, Local News - Late, and Dramas.

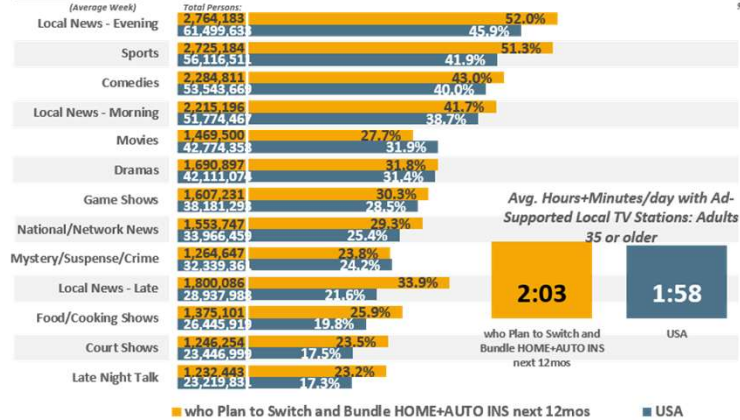
Local TV Station Programs (Persons & % Reach): Adults 35 or older



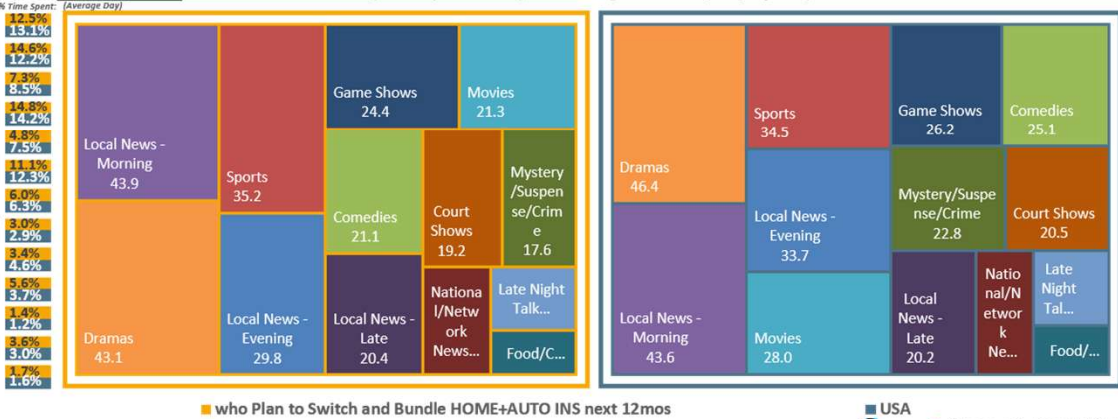
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



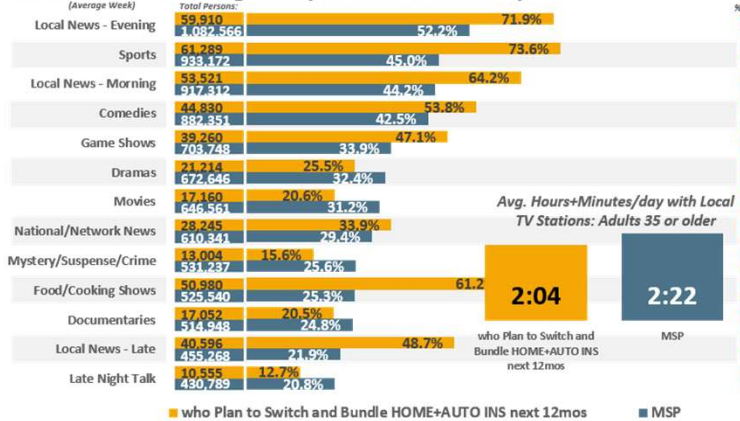
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



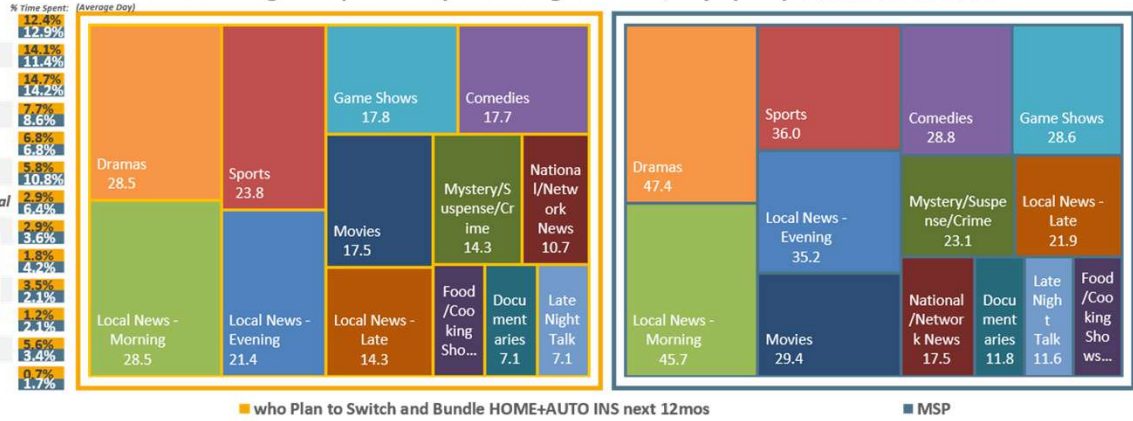


78,115 or 73.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Local News - Late, Comedies, and Game Shows.

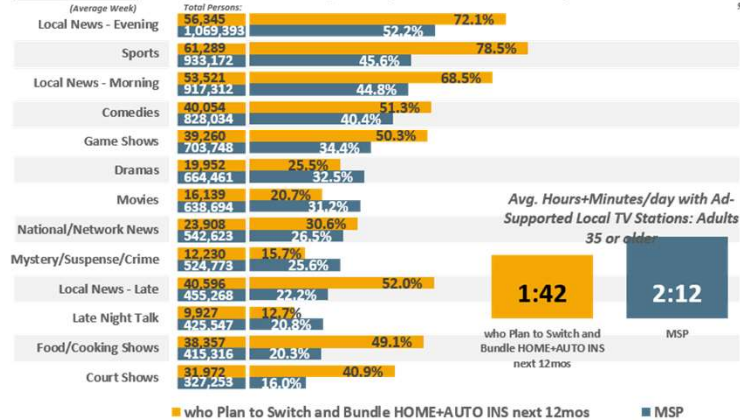
Local TV Station Programs (Persons & % Reach): Adults 35 or older



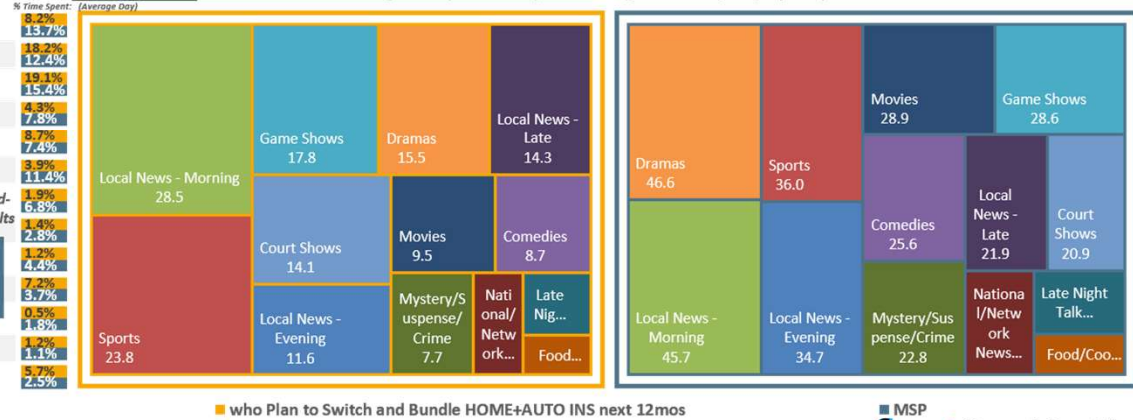
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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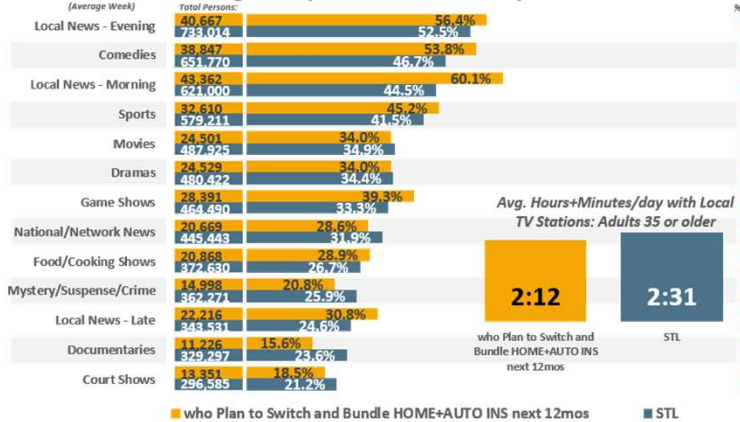
MSP
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

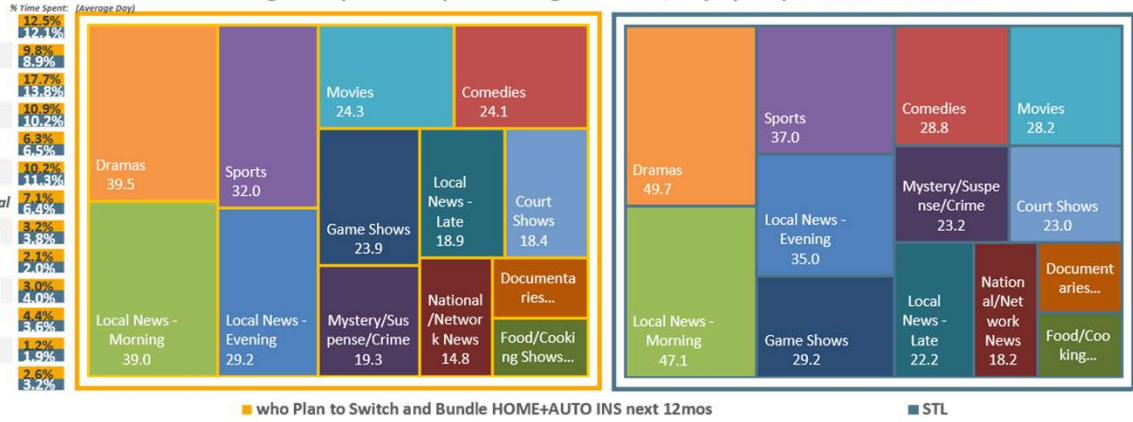


71,438 or 83.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Comedies, Sports, Game Shows, and Dramas.

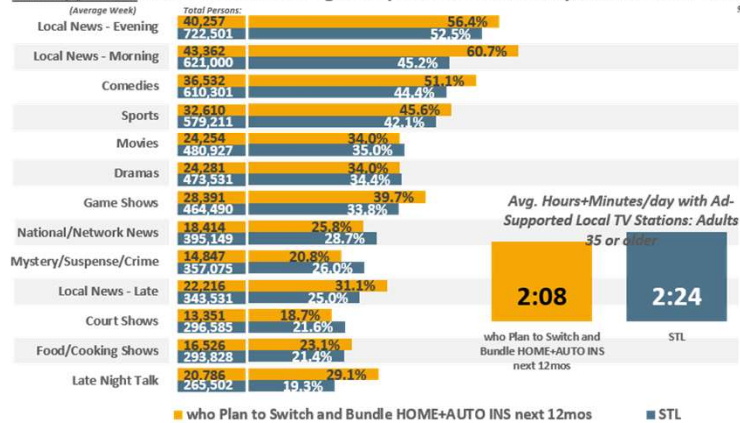
Local TV Station Programs (Persons & % Reach): Adults 35 or older



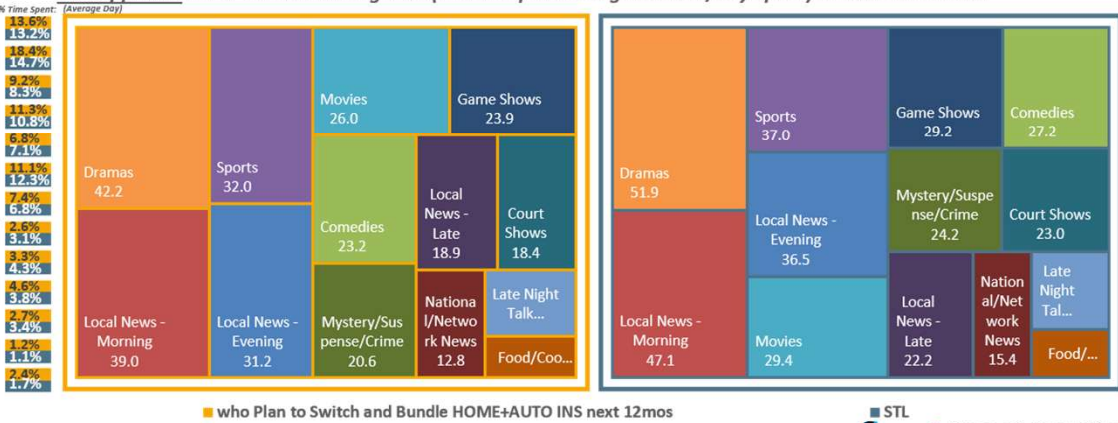
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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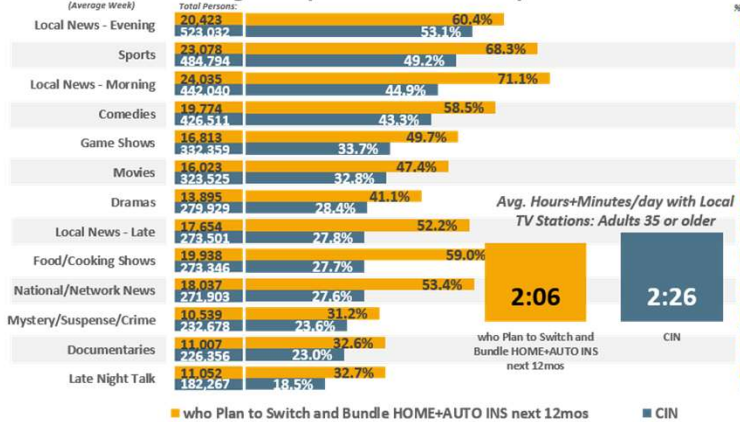
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

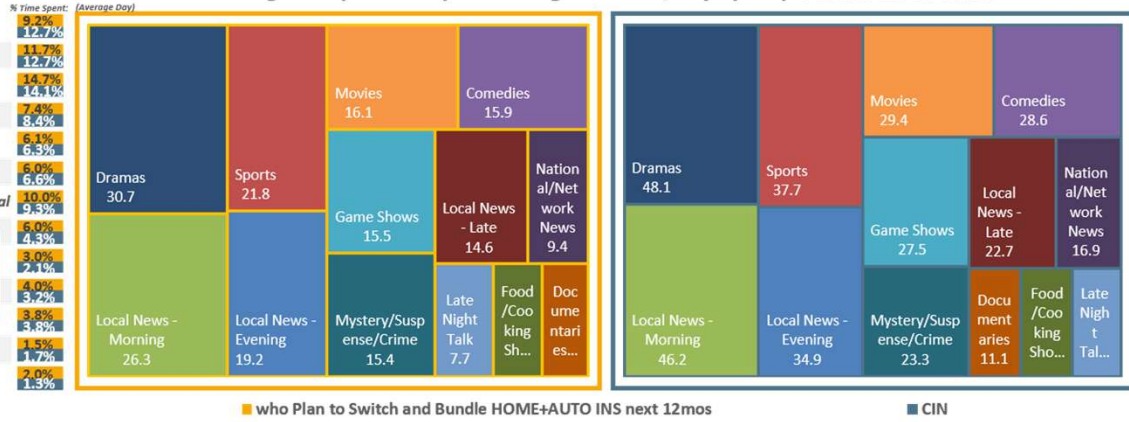


32,259 or 60.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Sports, Local News - Evening, Comedies, Local News - Late, and Game Shows.

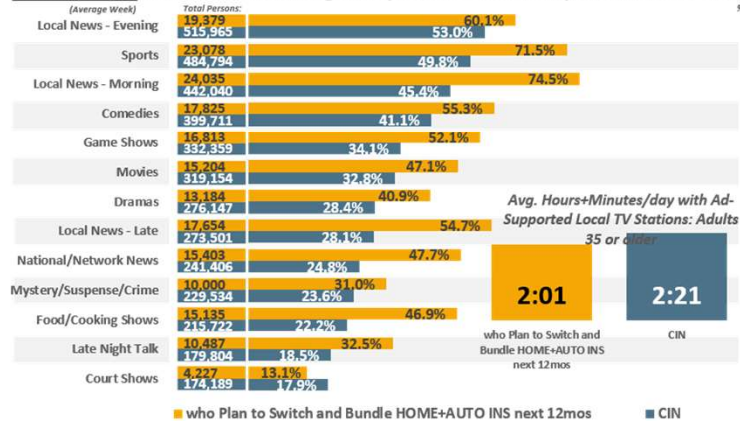
Local TV Station Programs (Persons & % Reach): Adults 35 or older



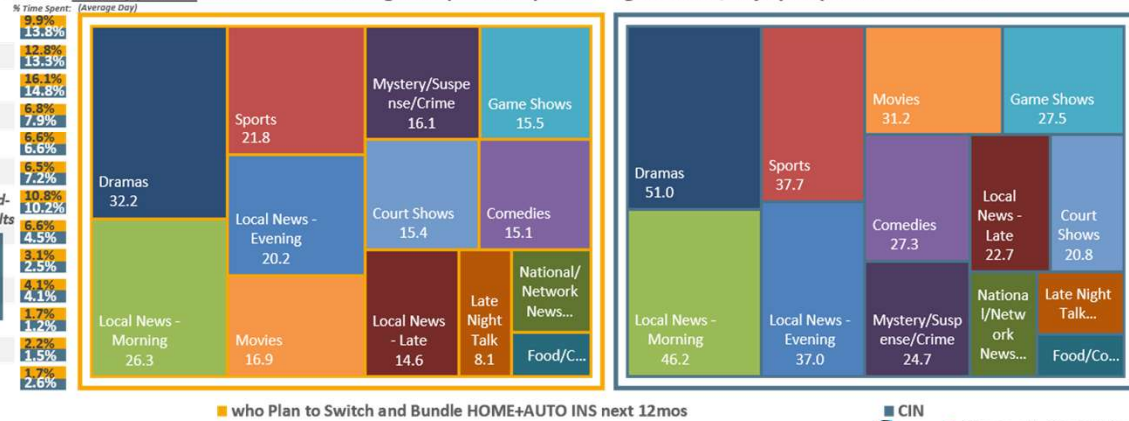
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



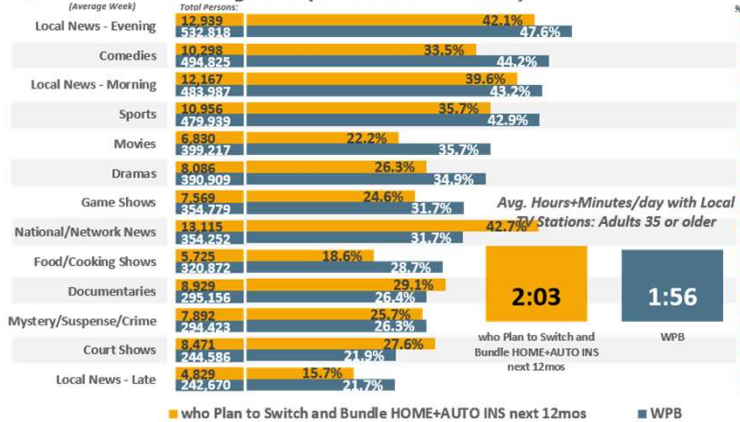
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



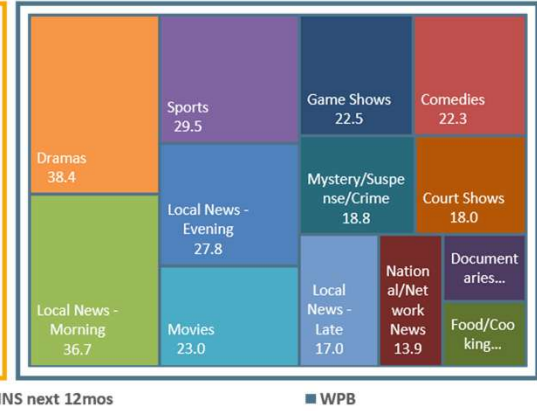
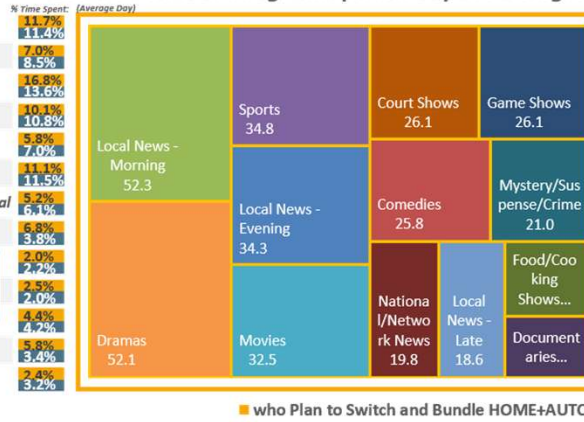


30,259 or 89.2% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Local News - Morning, National/Network News, Sports, Comedies, and Court Shows.

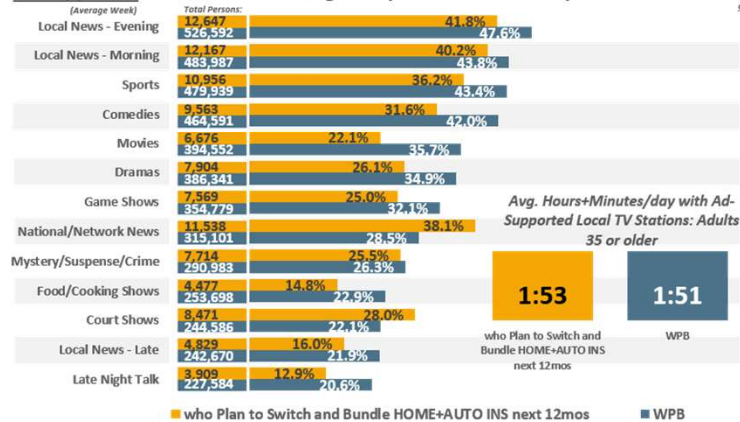
Local TV Station Programs (Persons & % Reach): Adults 35 or older



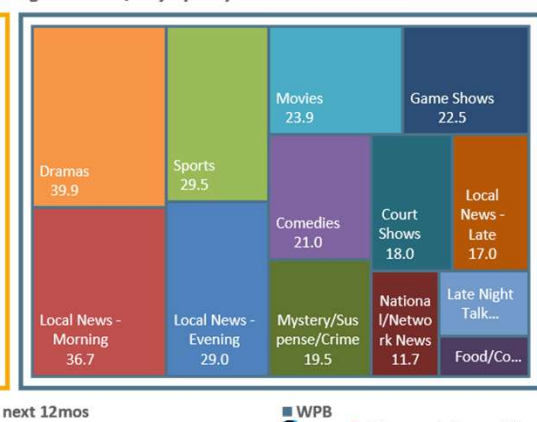
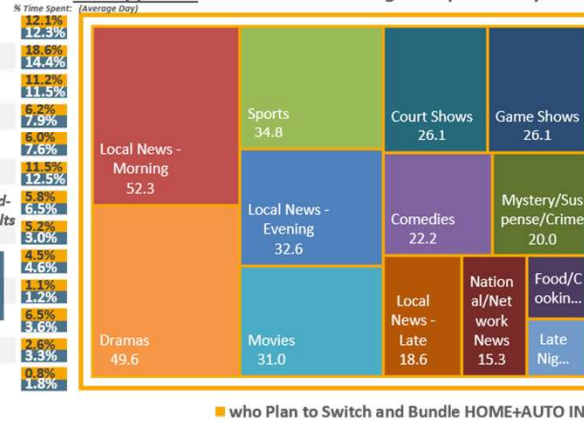
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

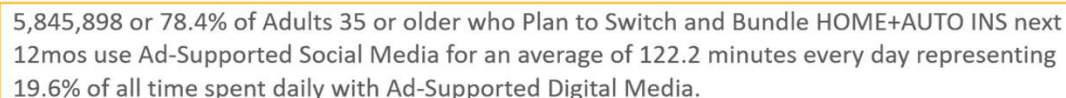


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 35 or older

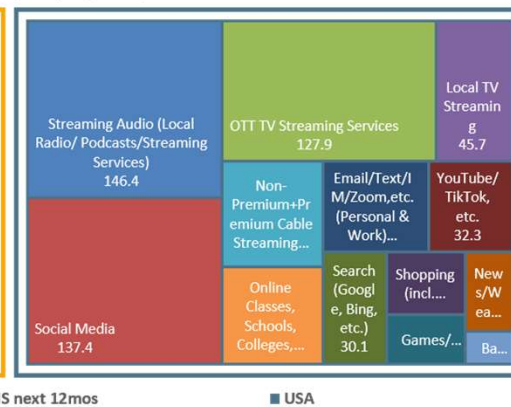
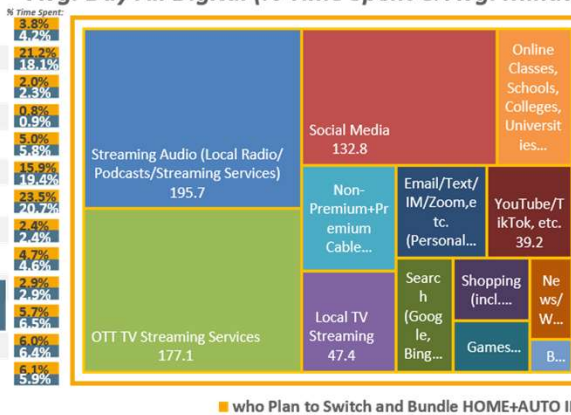


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older

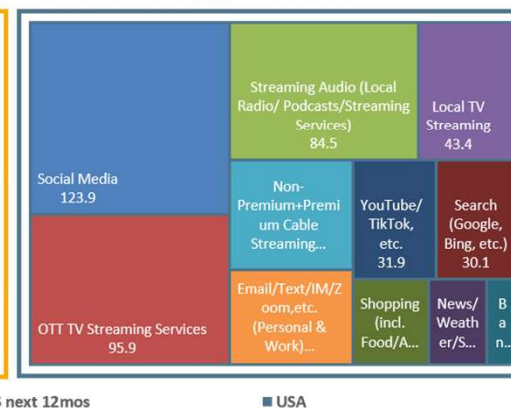
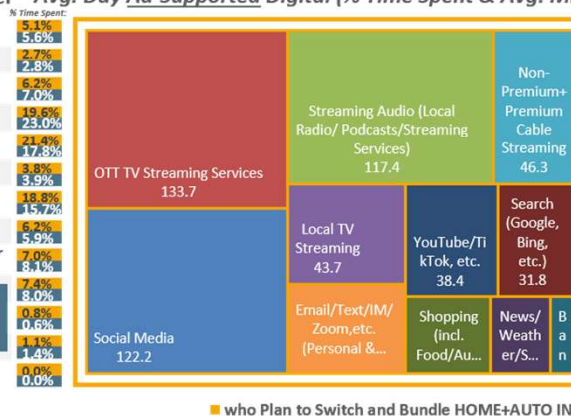




Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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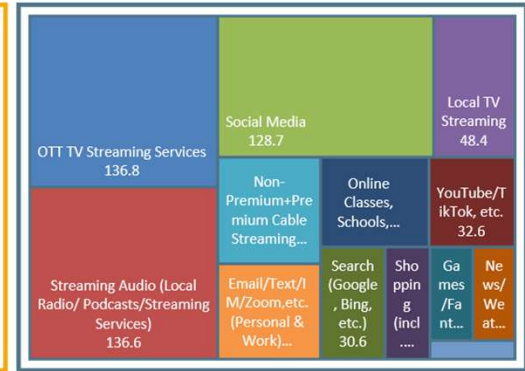
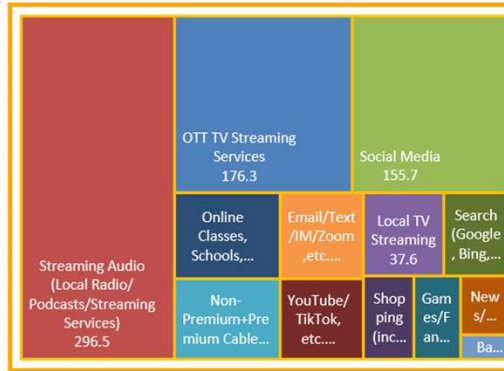
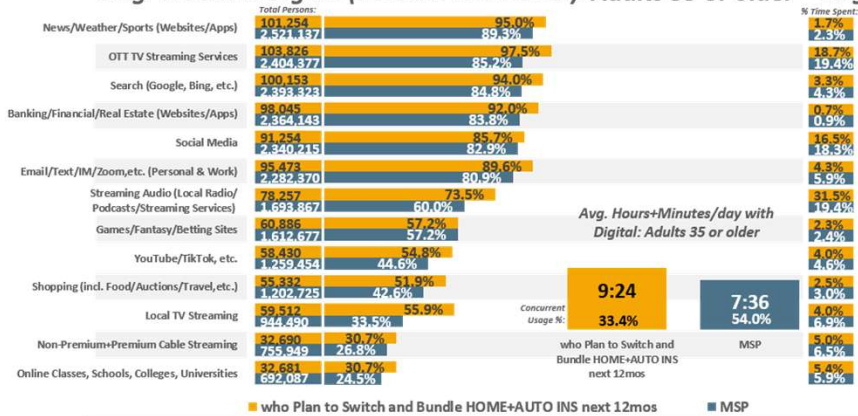
(((Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes))



83,215 or 78.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 143.2 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

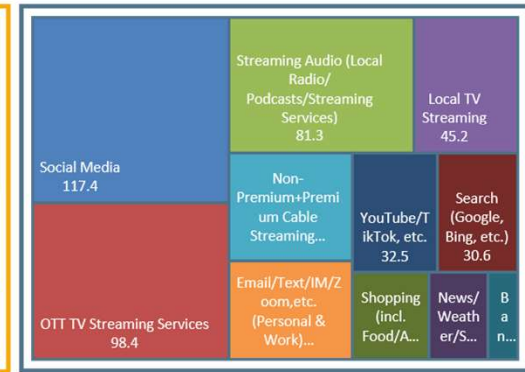
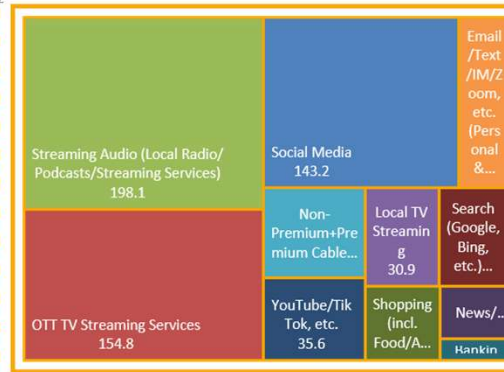
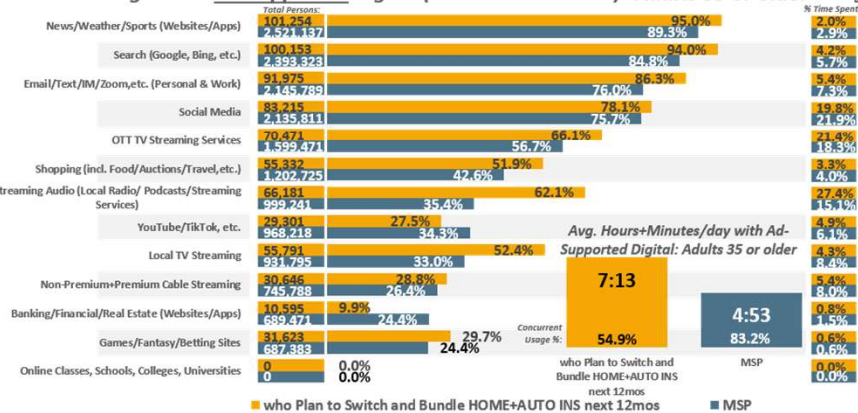
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



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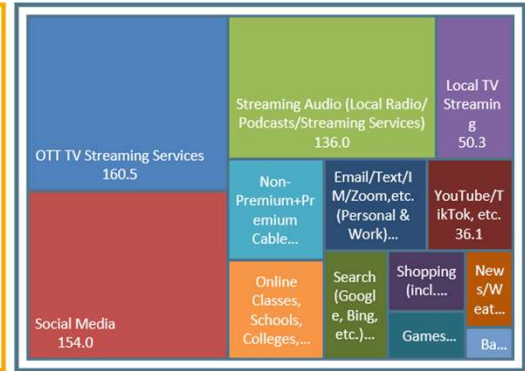
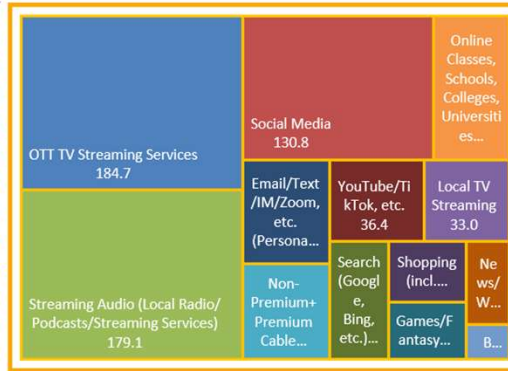
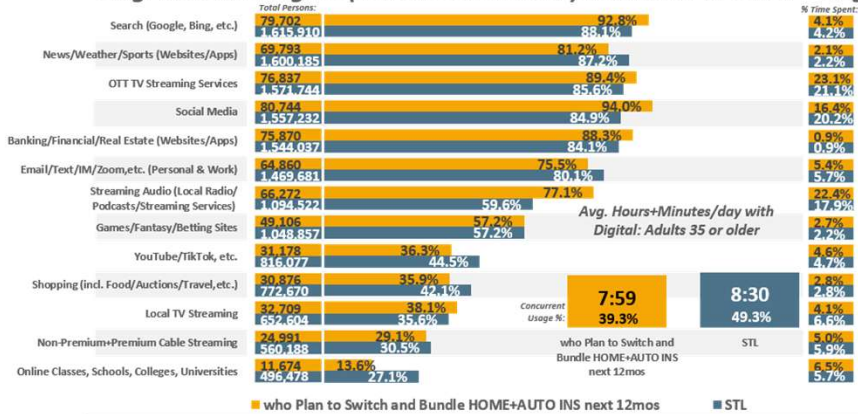
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79,901 or 93.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 120.4 minutes every day representing 21.3% of all time spent daily with Ad-Supported Digital Media.

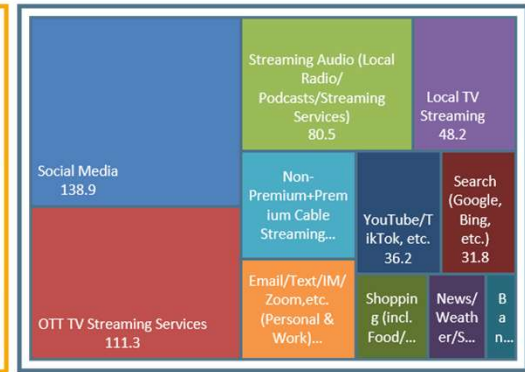
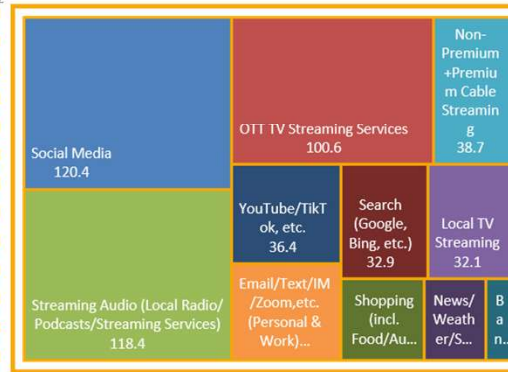
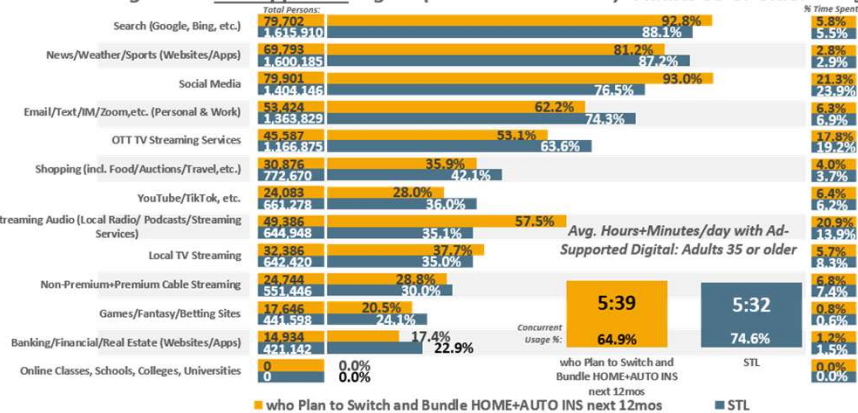
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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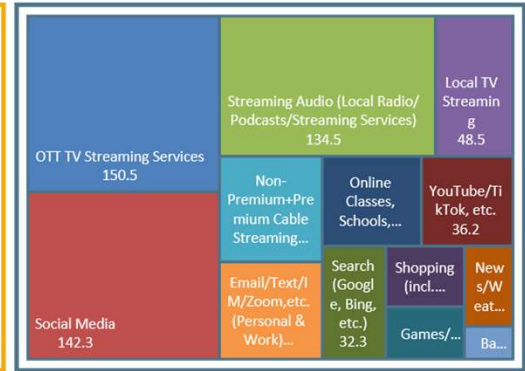
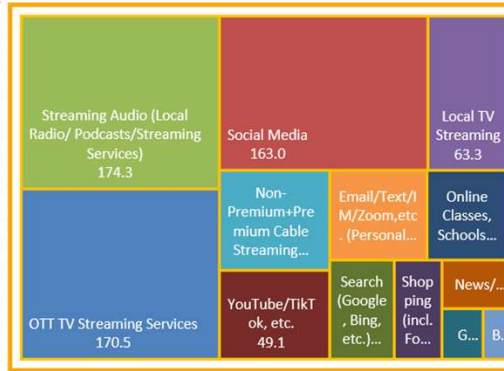
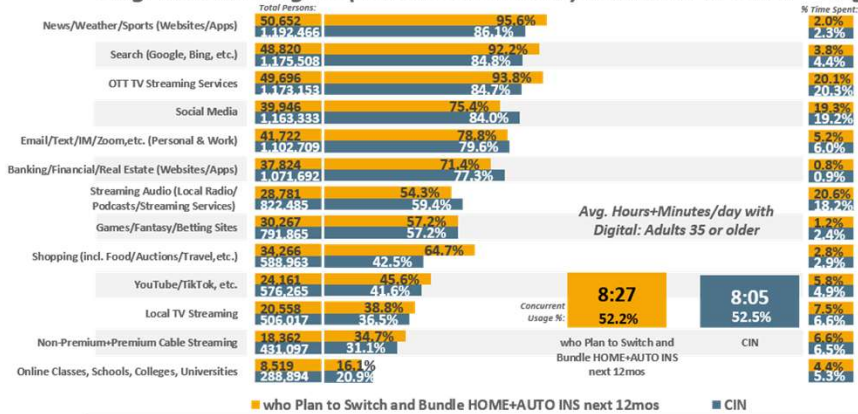
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

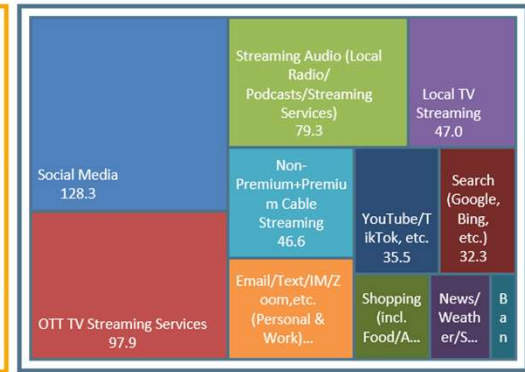
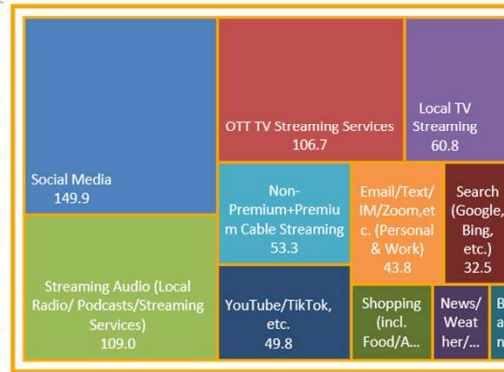
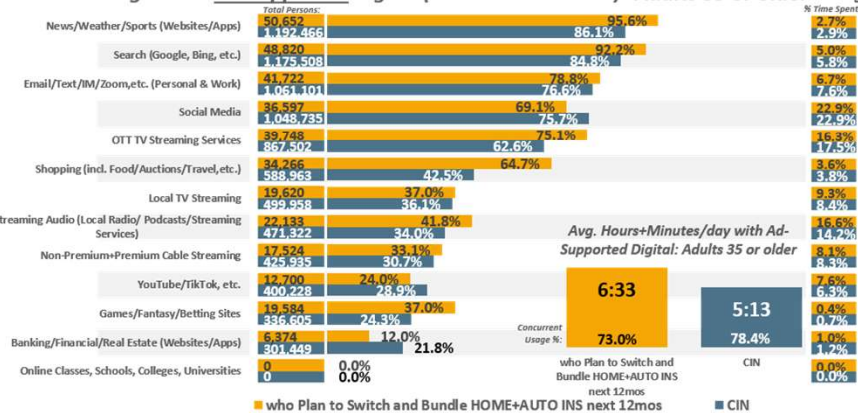


36,597 or 69.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 149.9 minutes every day representing 22.9% of all time spent daily with Ad-Supported Digital Media.

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



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

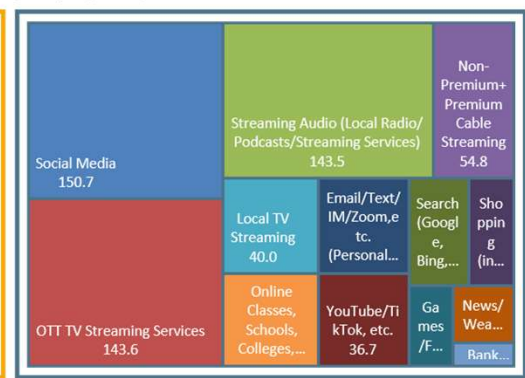
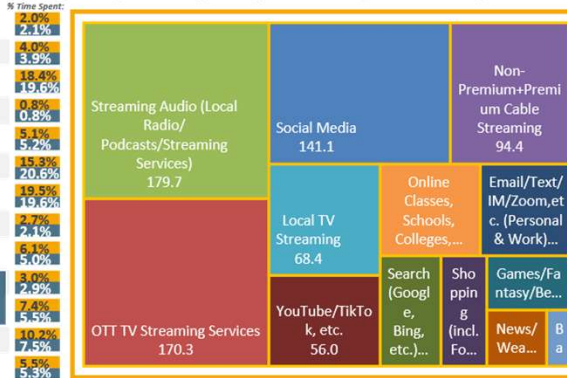
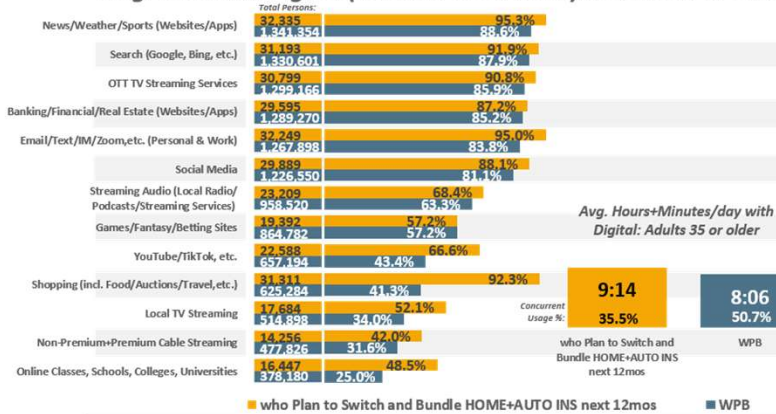




25,686 or 75.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Social Media for an average of 129.9 minutes every day representing 17.4% of all time spent daily with Ad-Supported Digital Media.

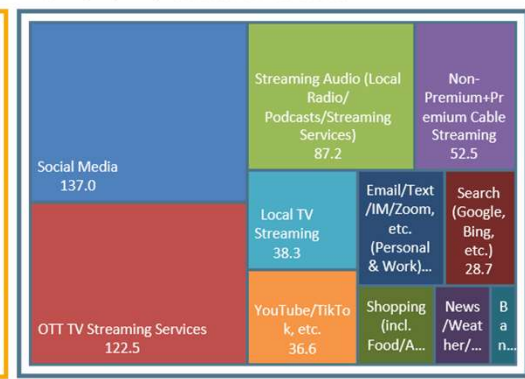
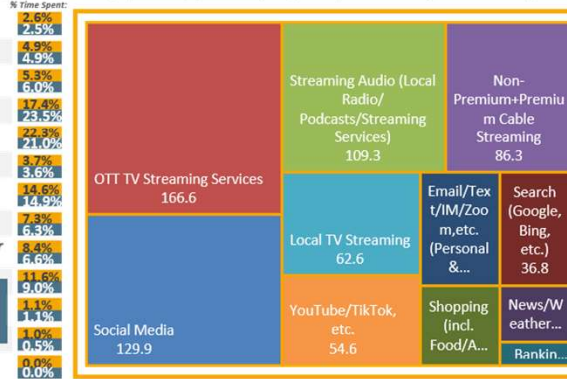
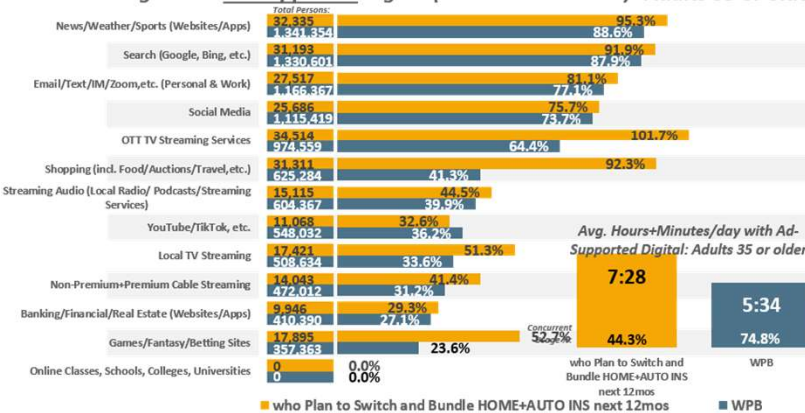
Avg. Week All Digital (Persons & % Reach): Adults 35 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51
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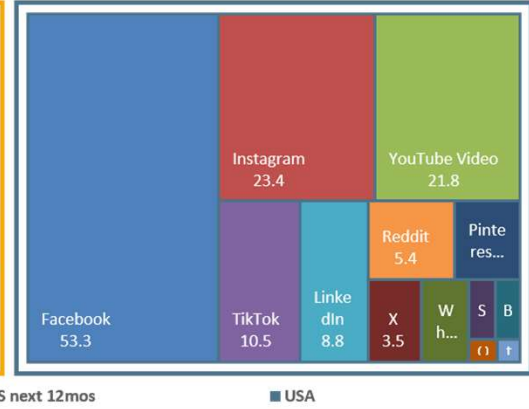
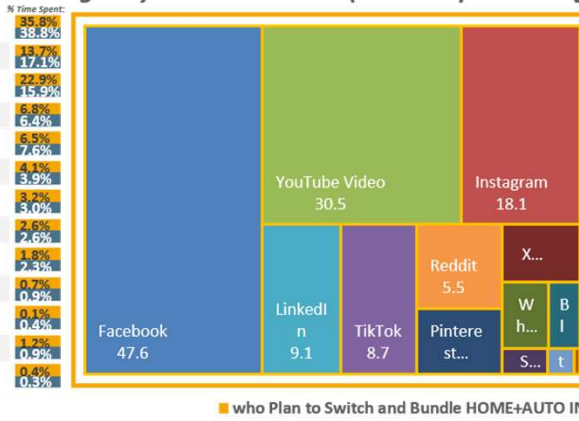
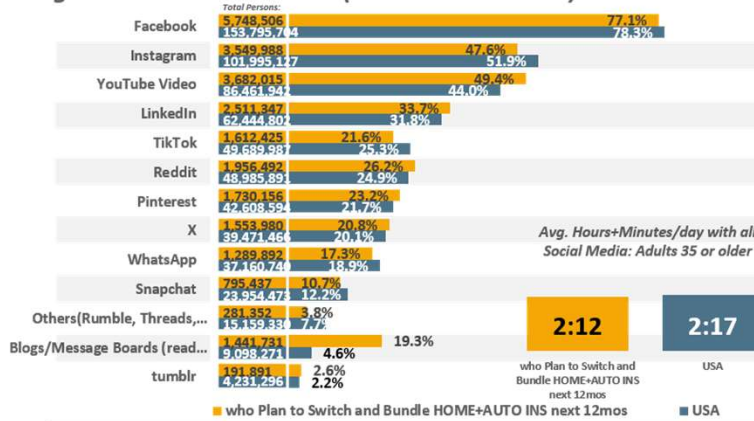
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

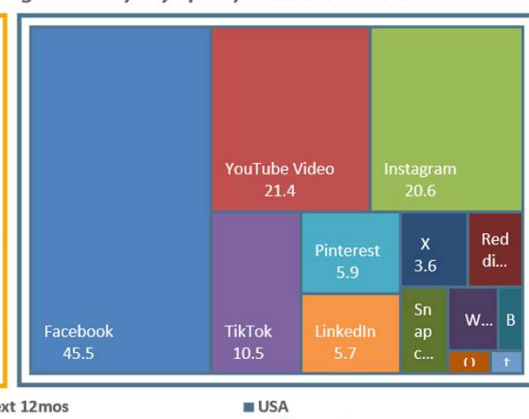
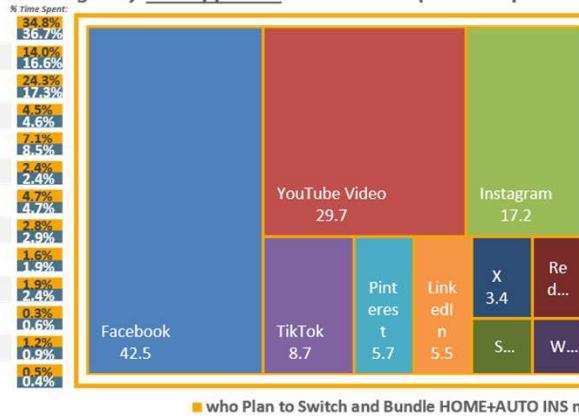
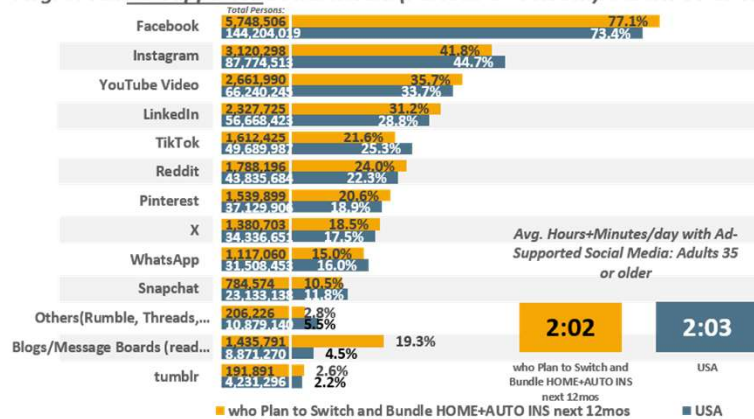


5,748,506 or 77.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 42.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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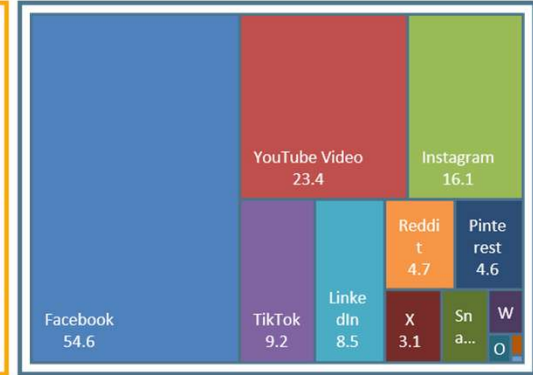
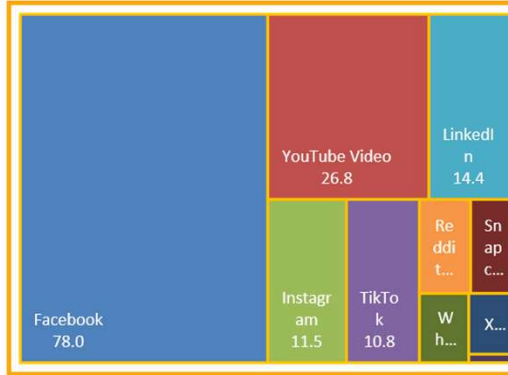
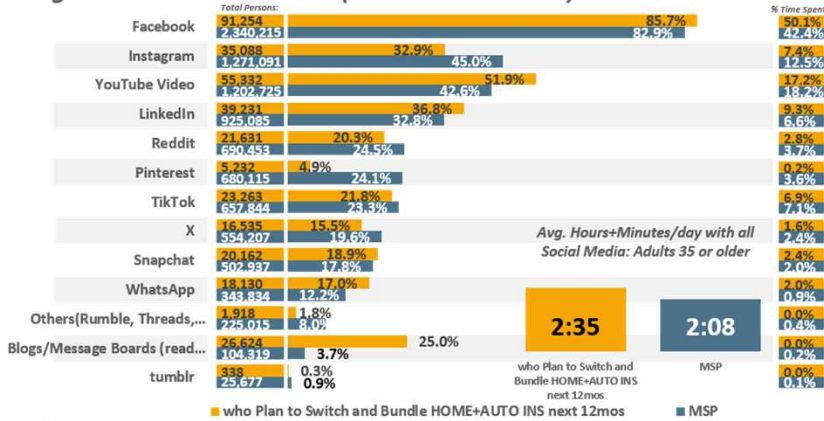
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

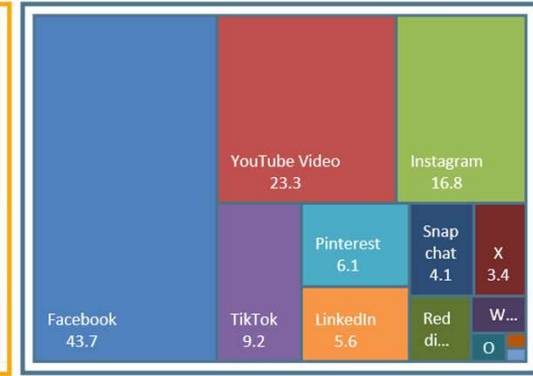
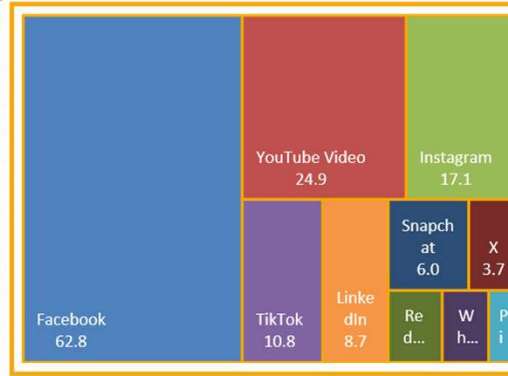
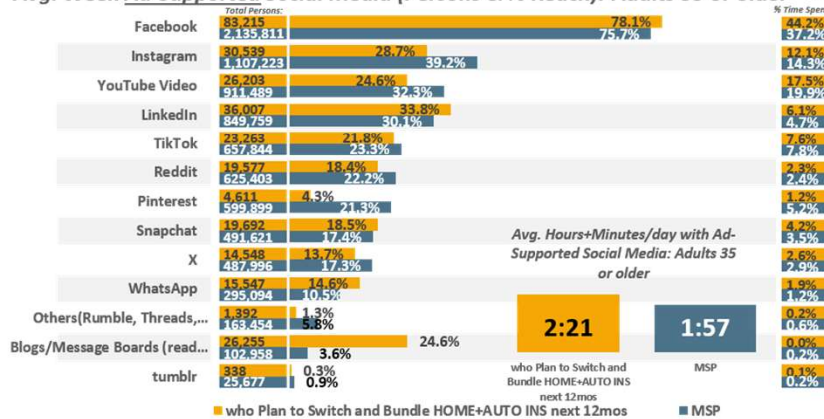


83,215 or 78.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 62.8 minutes every day representing 44.2% of all time spent daily with Ad-Supported Social Media.

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



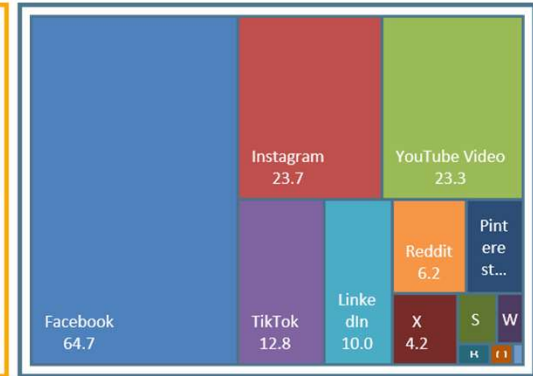
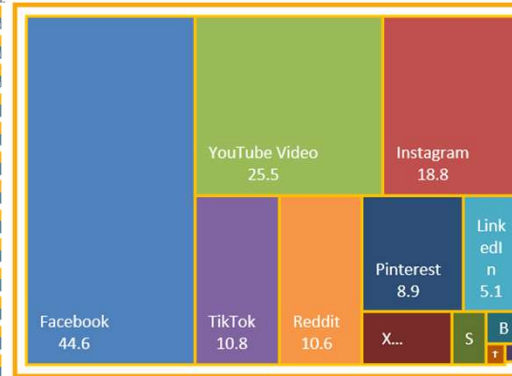
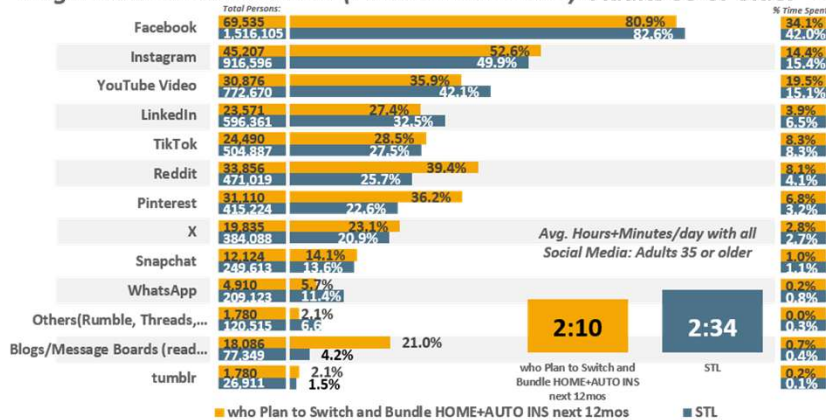
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



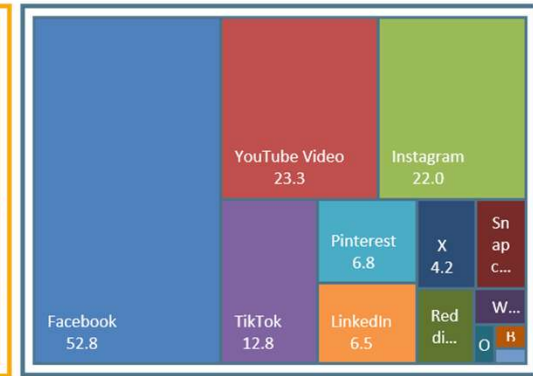
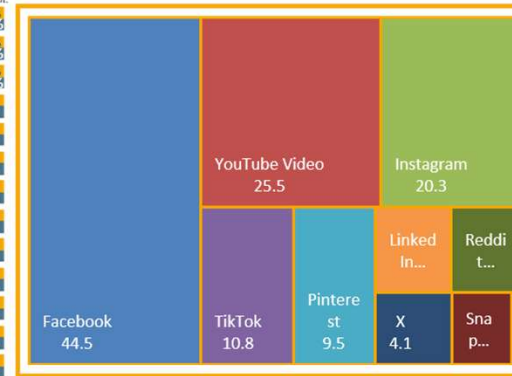
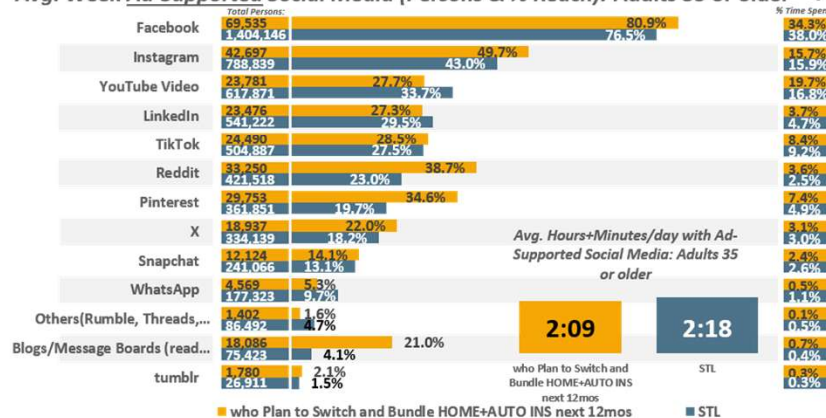


69,535 or 80.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 44.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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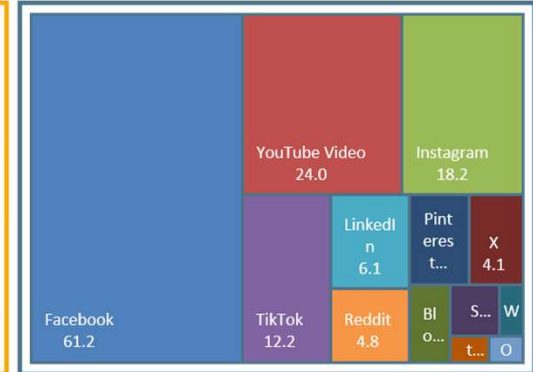
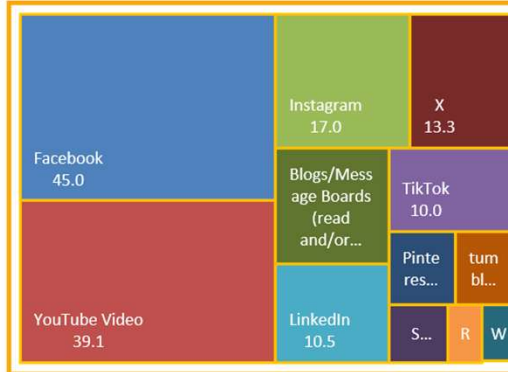
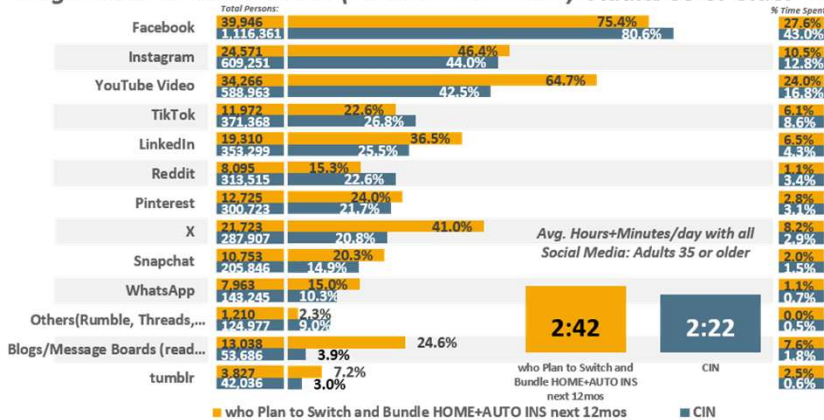
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

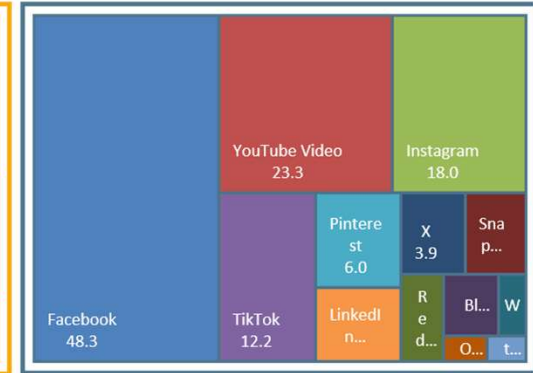
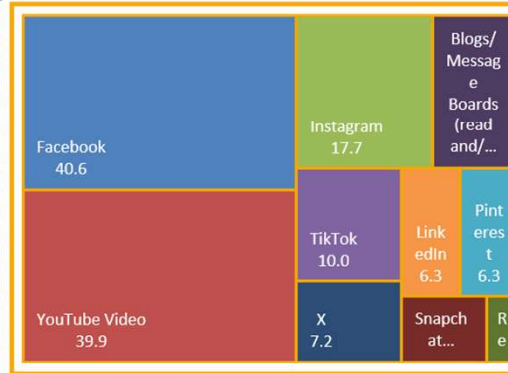
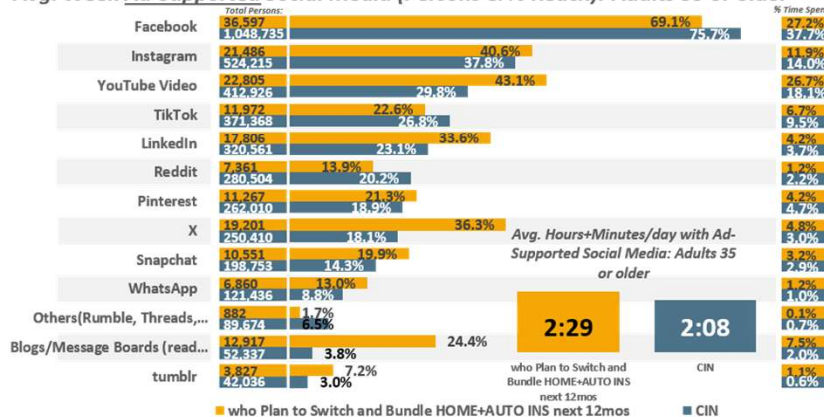


36,597 or 69.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 40.6 minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.

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



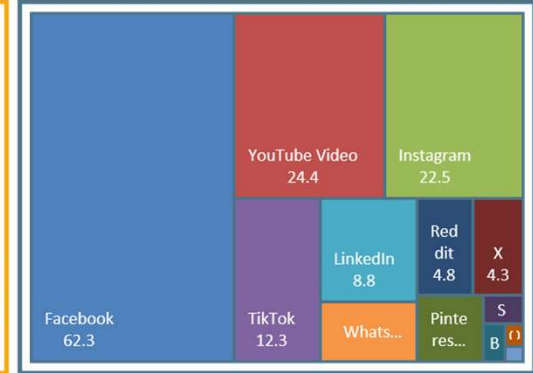
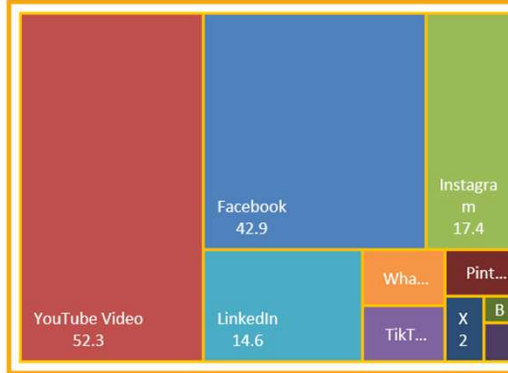
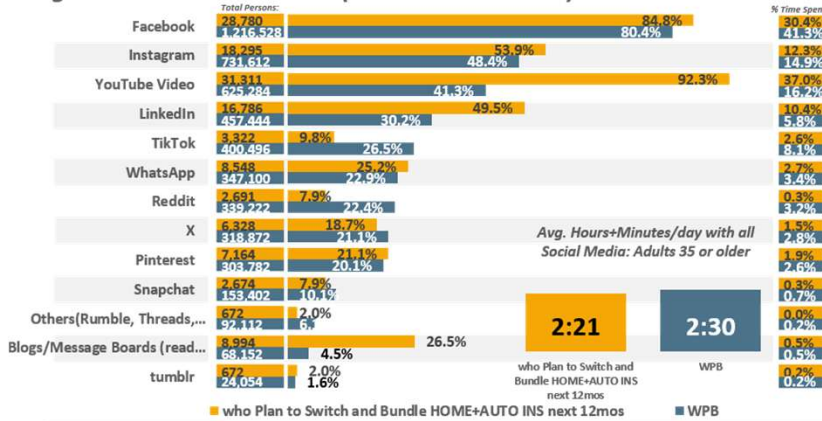
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**



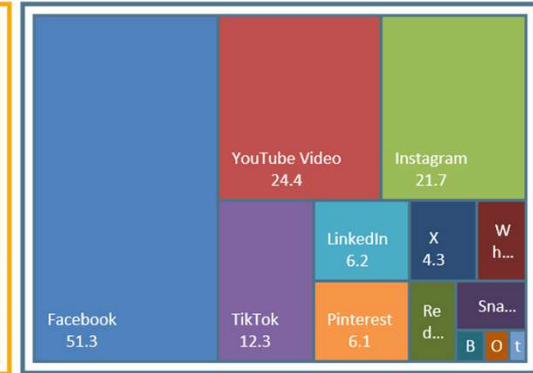
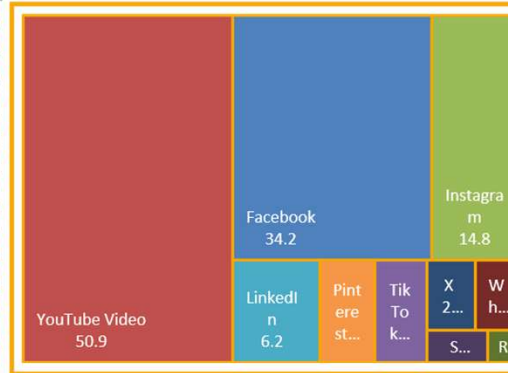
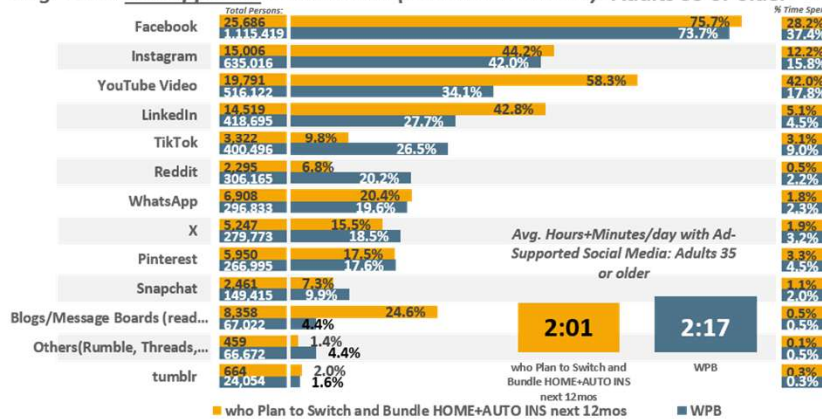


19,791 or 58.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported YouTube Video for an average of 50.9 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

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

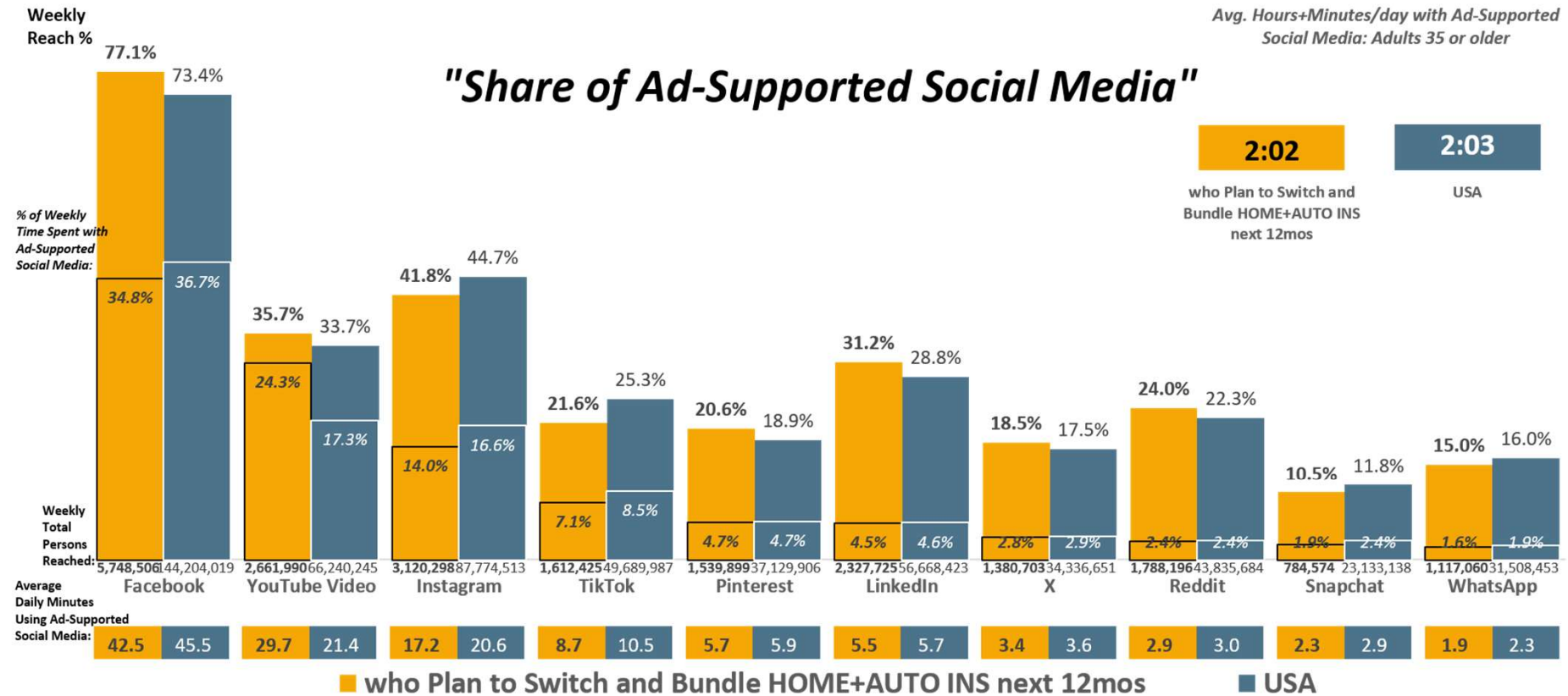


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





5,748,506 or 77.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 42.5 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

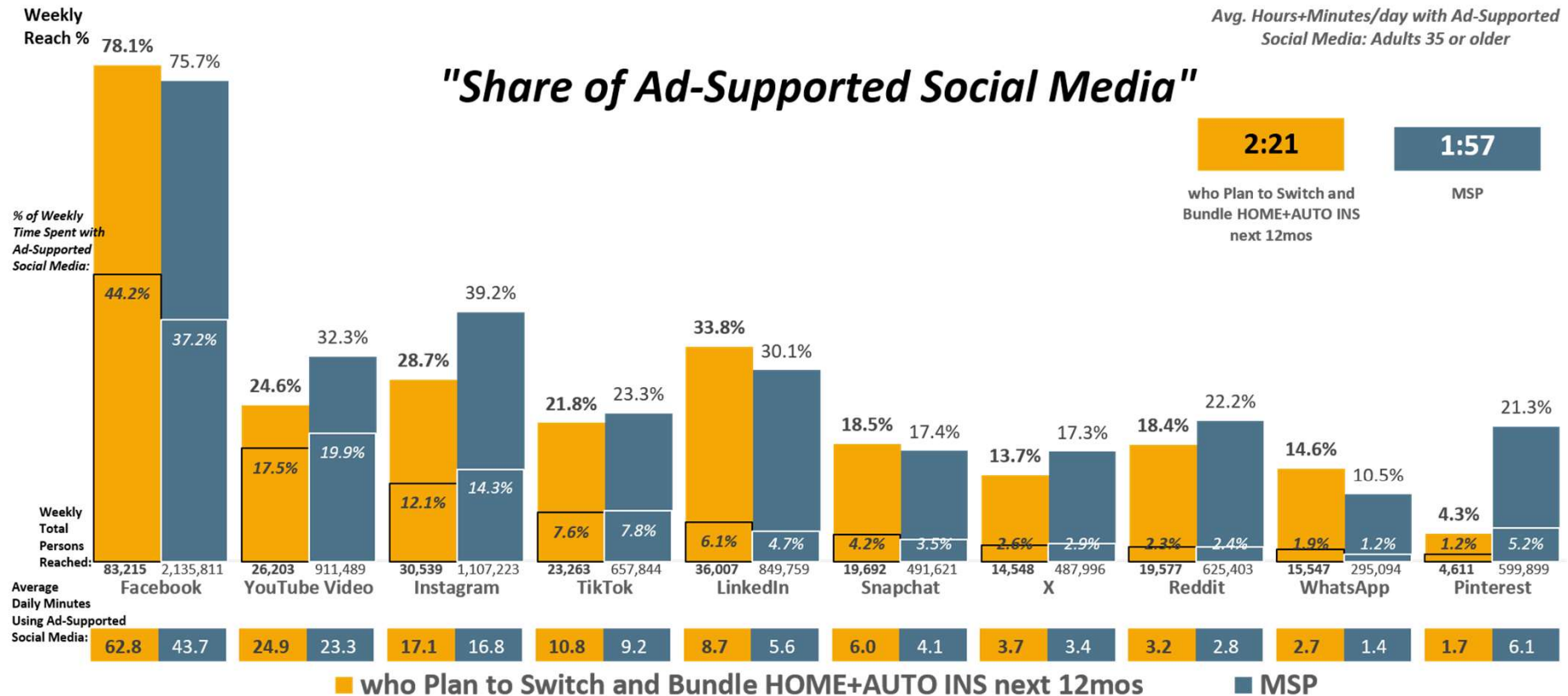


[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



83,215 or 78.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 62.8 minutes every day representing 44.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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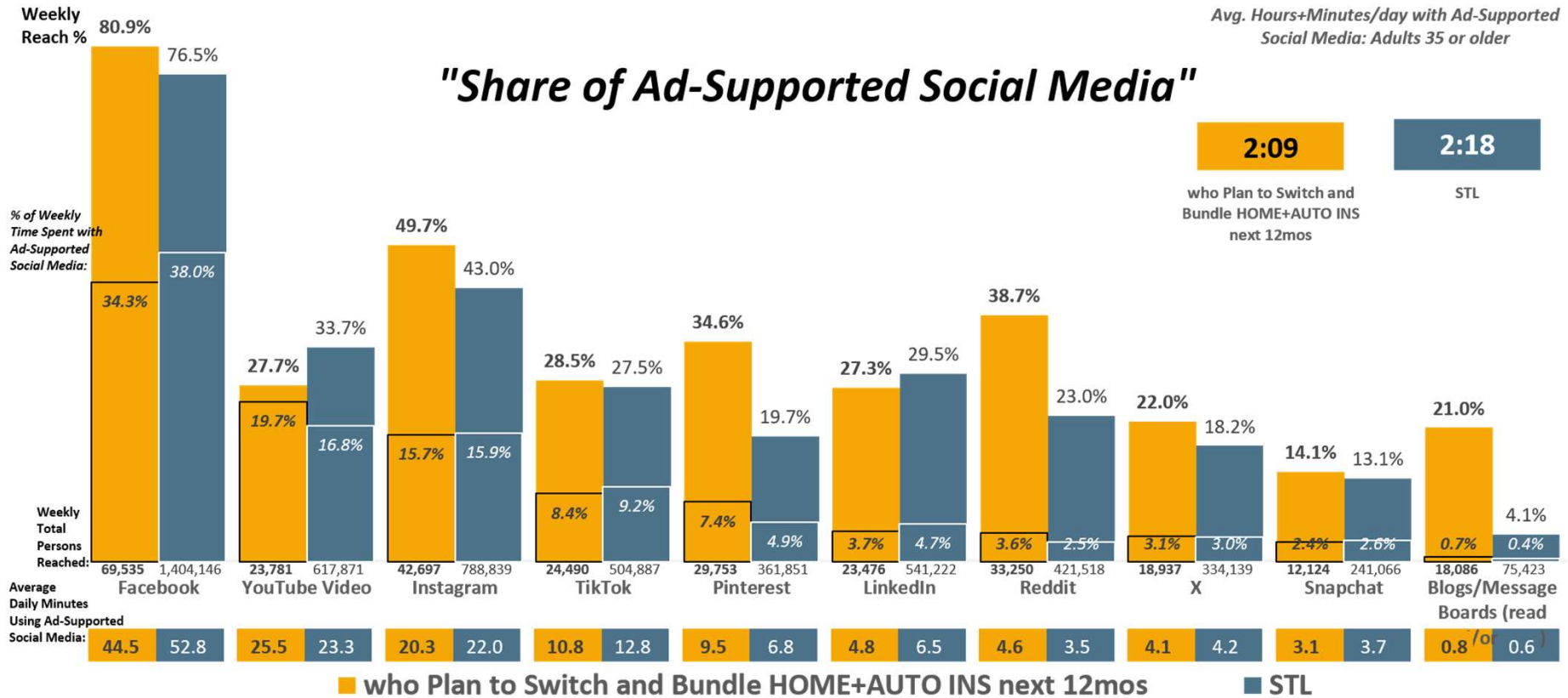
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



69,535 or 80.9% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 44.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

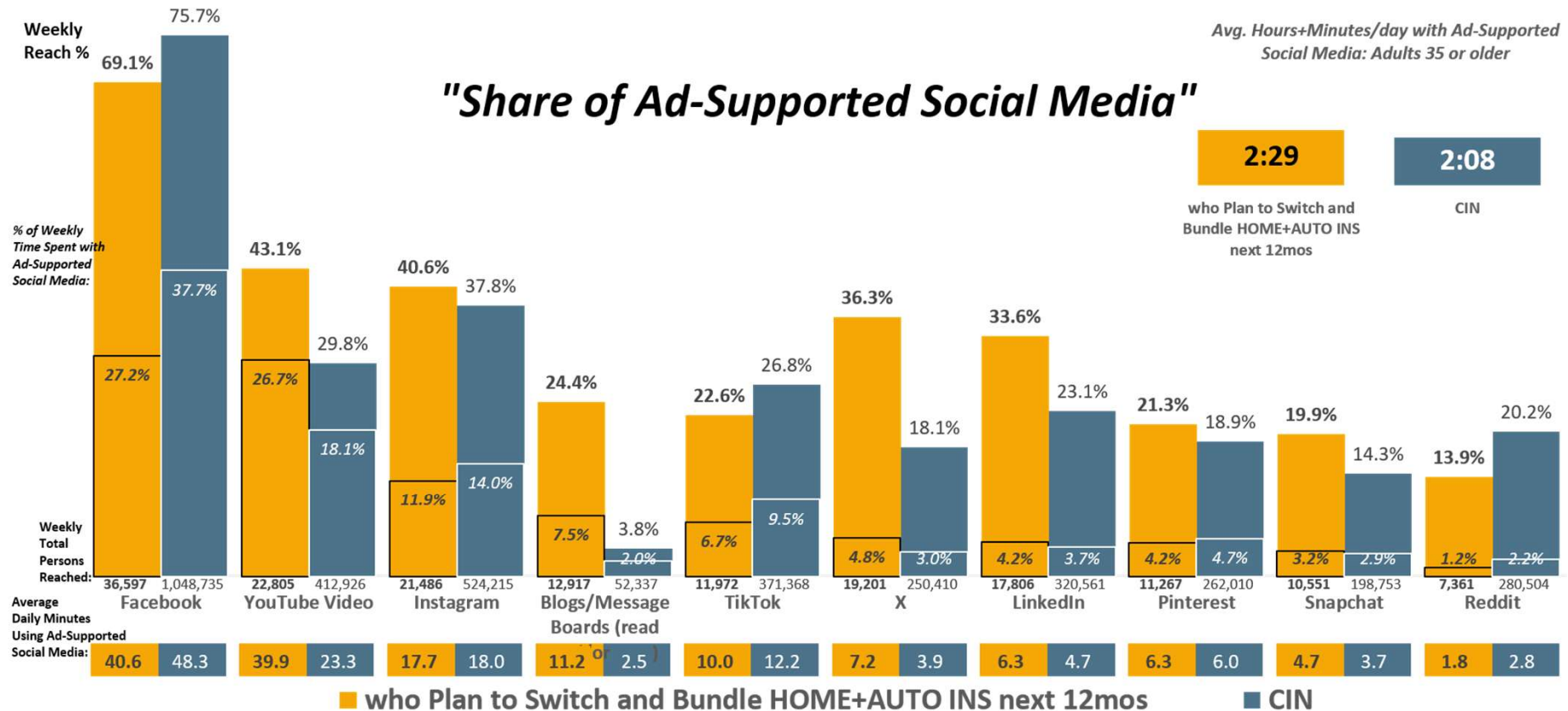
soefa.ai Share of Everything for Anything

(((Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes))



36,597 or 69.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported Facebook for an average of 40.6 minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900
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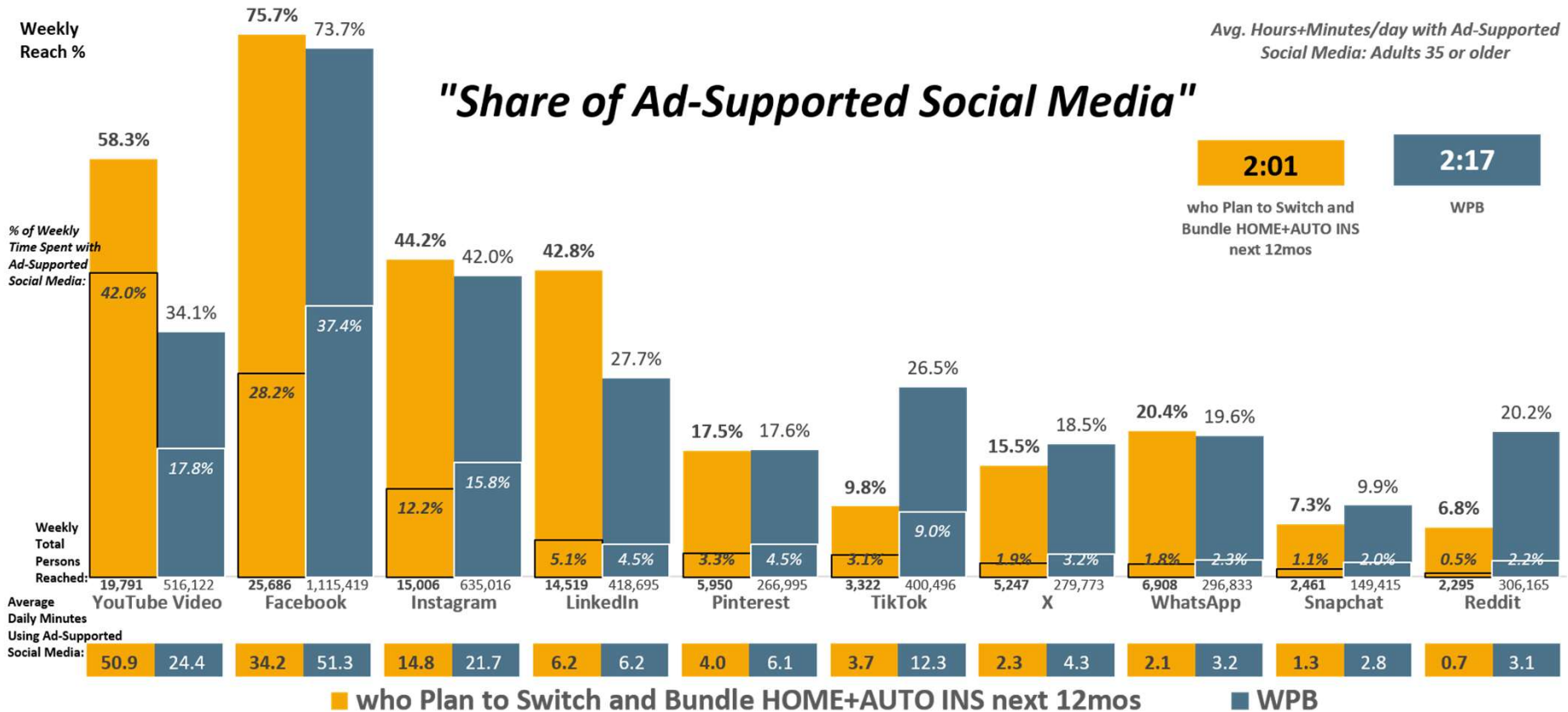
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



19,791 or 58.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos use Ad-Supported YouTube Video for an average of 50.9 minutes every day representing 42.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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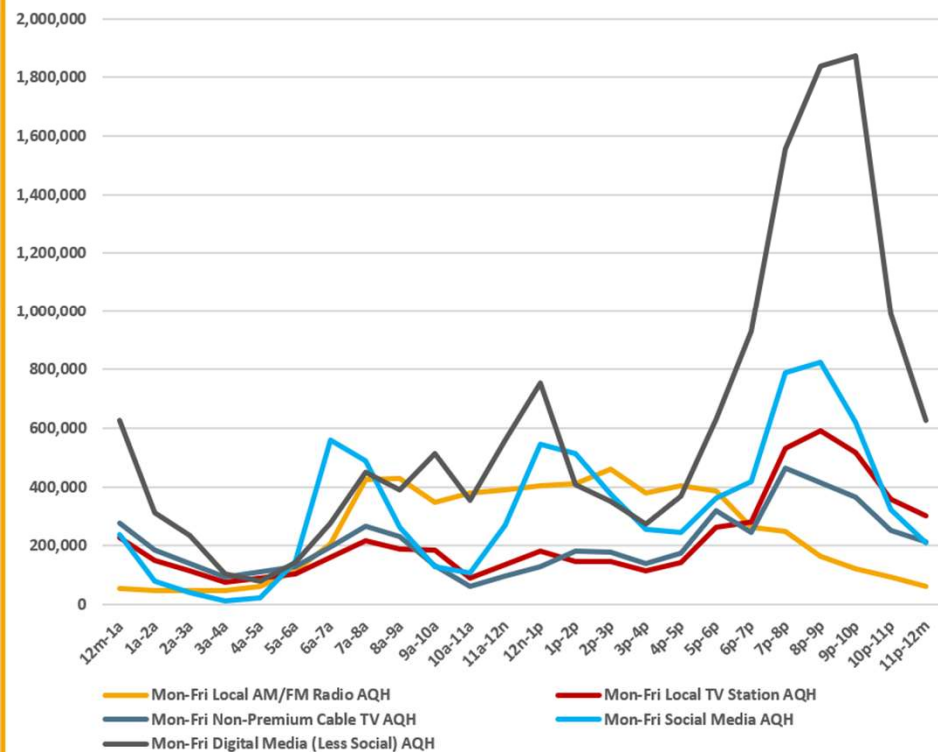
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

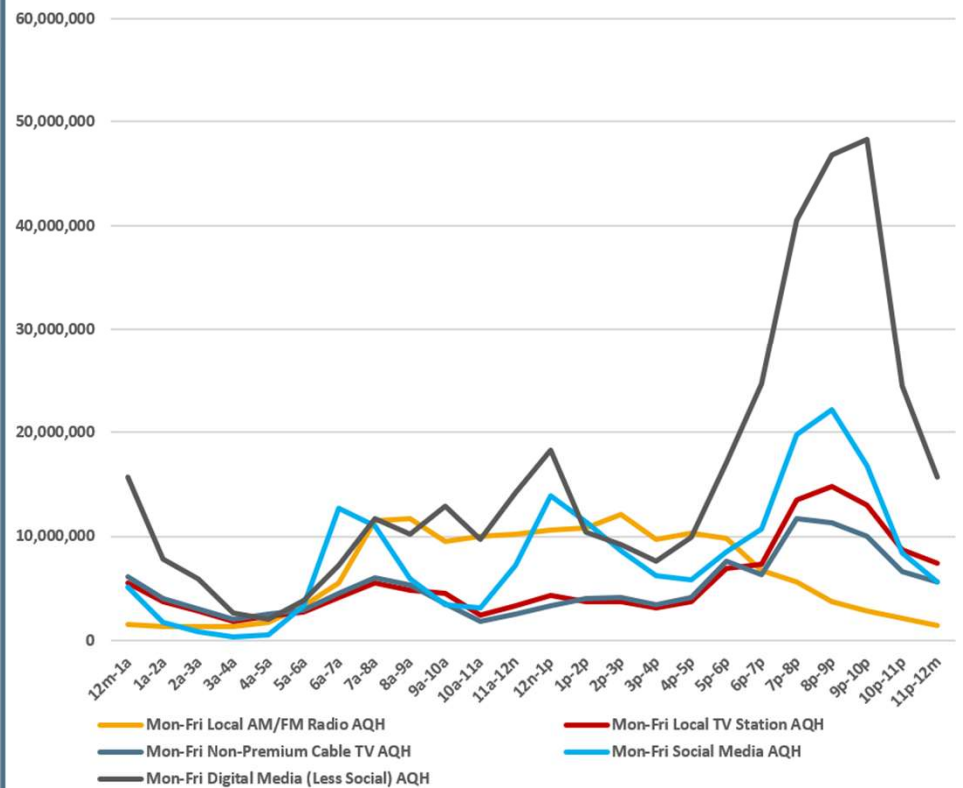


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 481,329;
Local Radio: 375,711; Social Media: 348,623; Non-Prem. Cable: 180,525; Local TV: 173,011
reaching Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



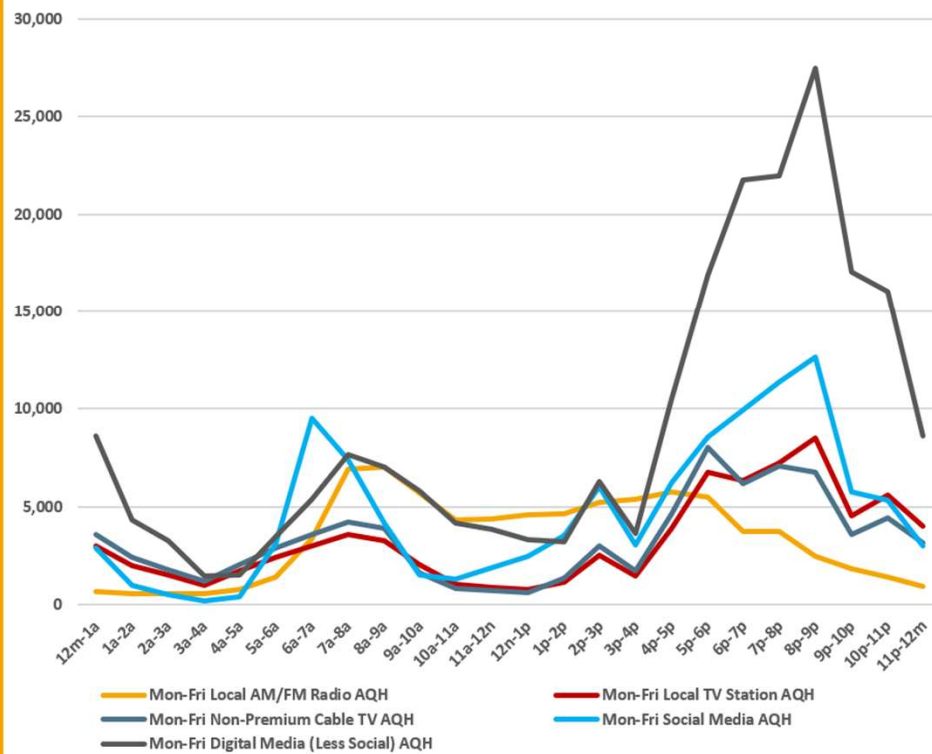
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 35 or older



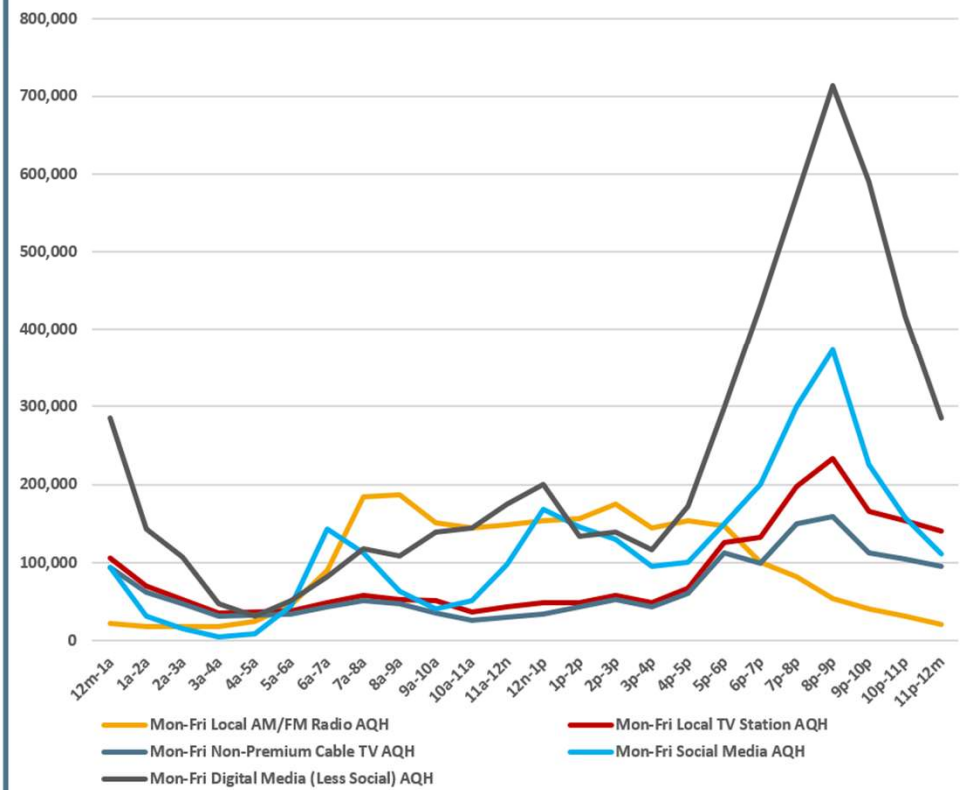


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,646; Local Radio: 5,115; Social Media: 5,039; Non-Prem. Cable: 3,099; Local TV: 2,814 reaching Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



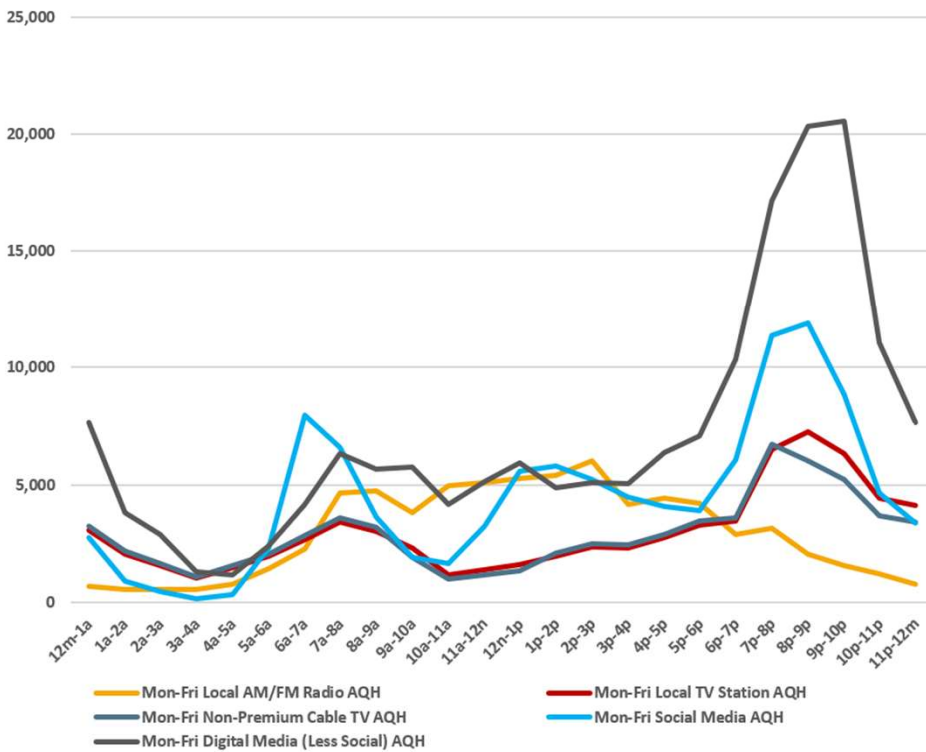
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 35 or older



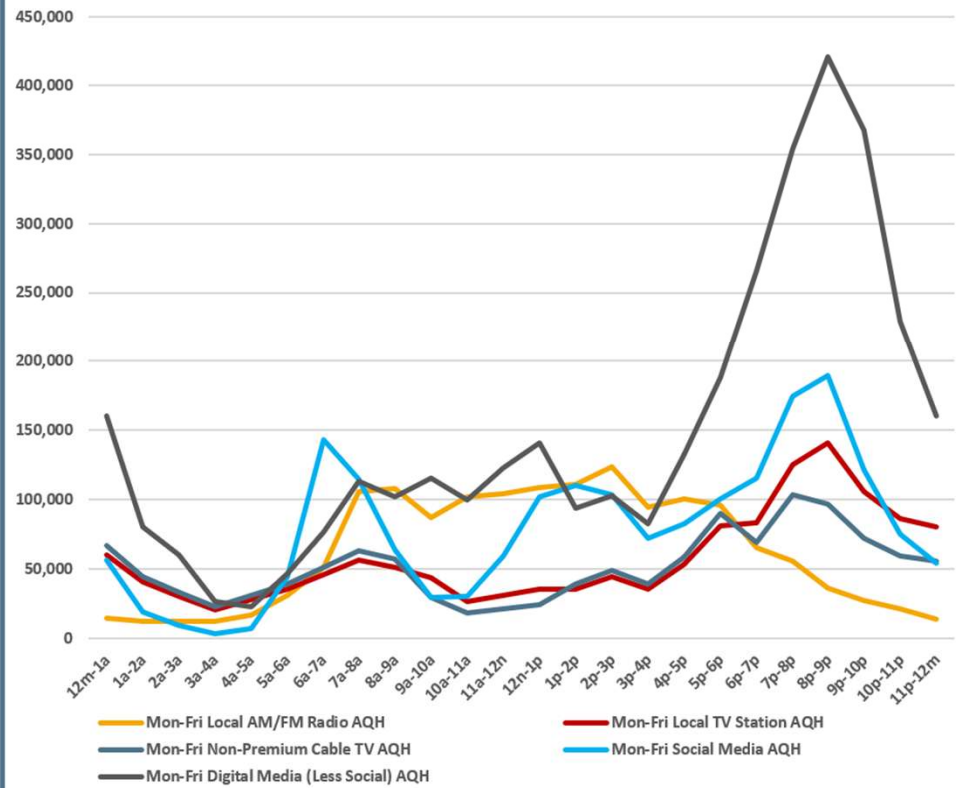


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,841;
Social Media: 4,618; Local Radio: 4,455; Non-Prem. Cable: 2,458; Local TV: 2,435 reaching
Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



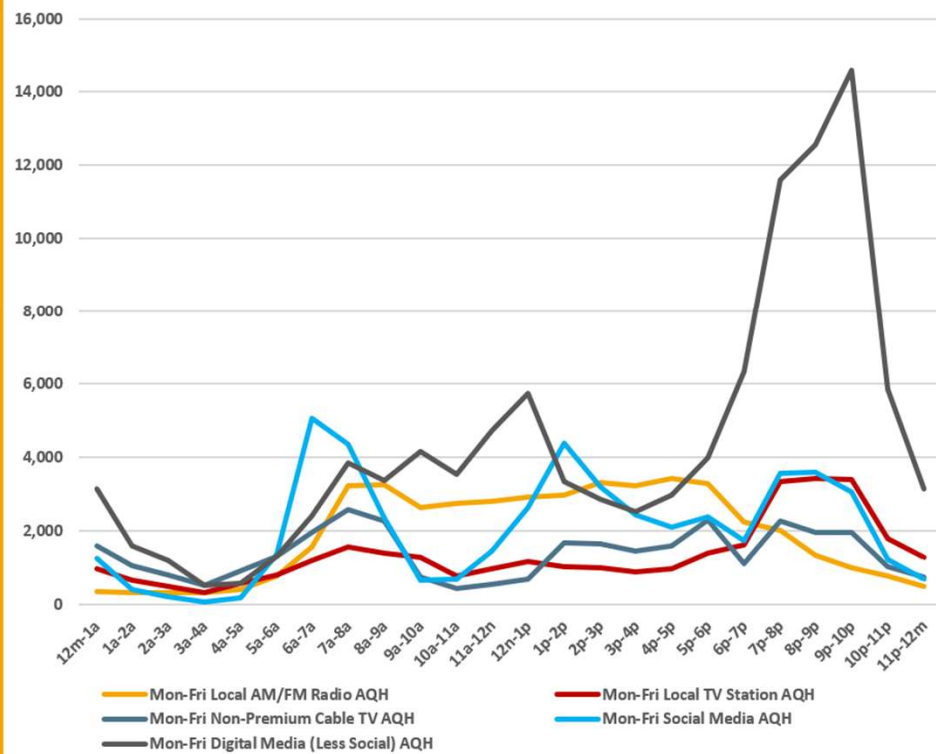
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 35 or older



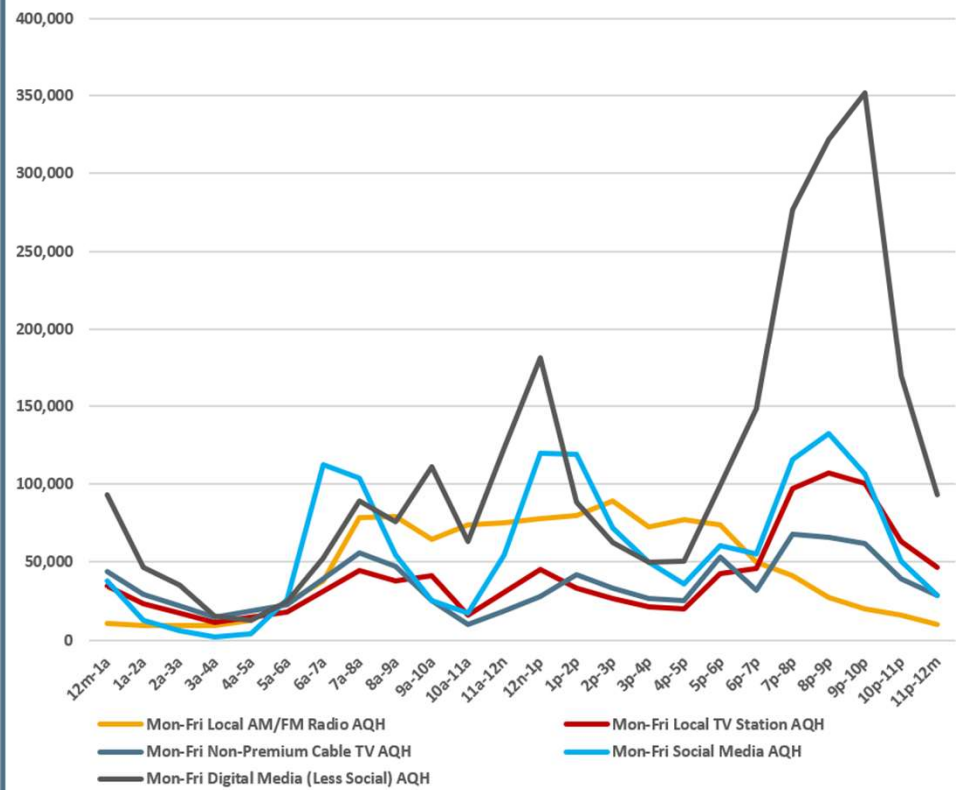


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,834; Local Radio: 2,892; Social Media: 2,574; Non-Prem. Cable: 1,454; Local TV: 1,170 reaching Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



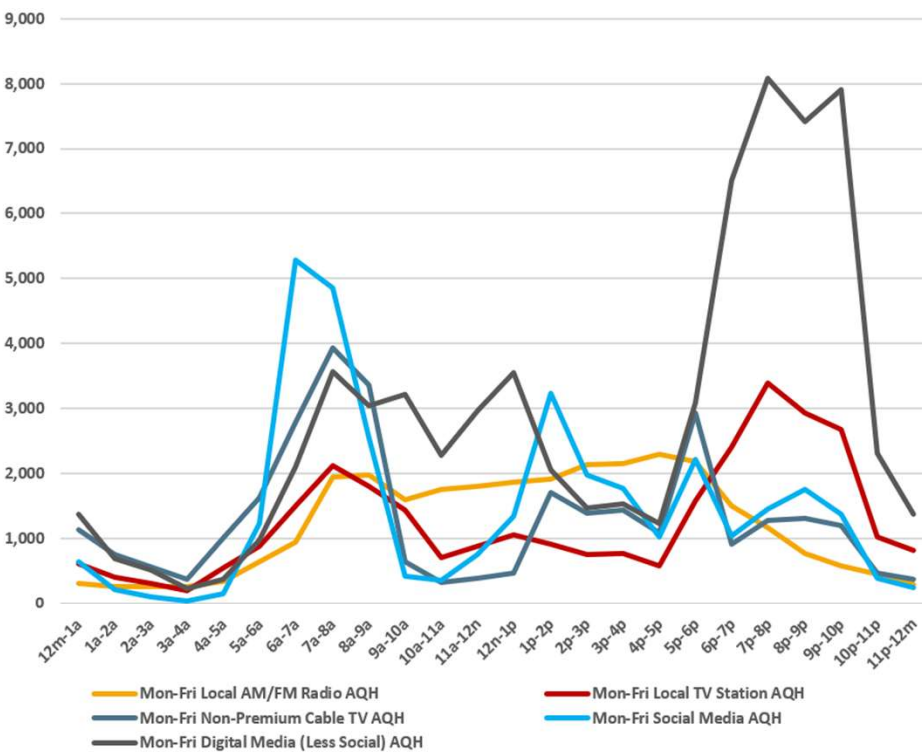
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 35 or older



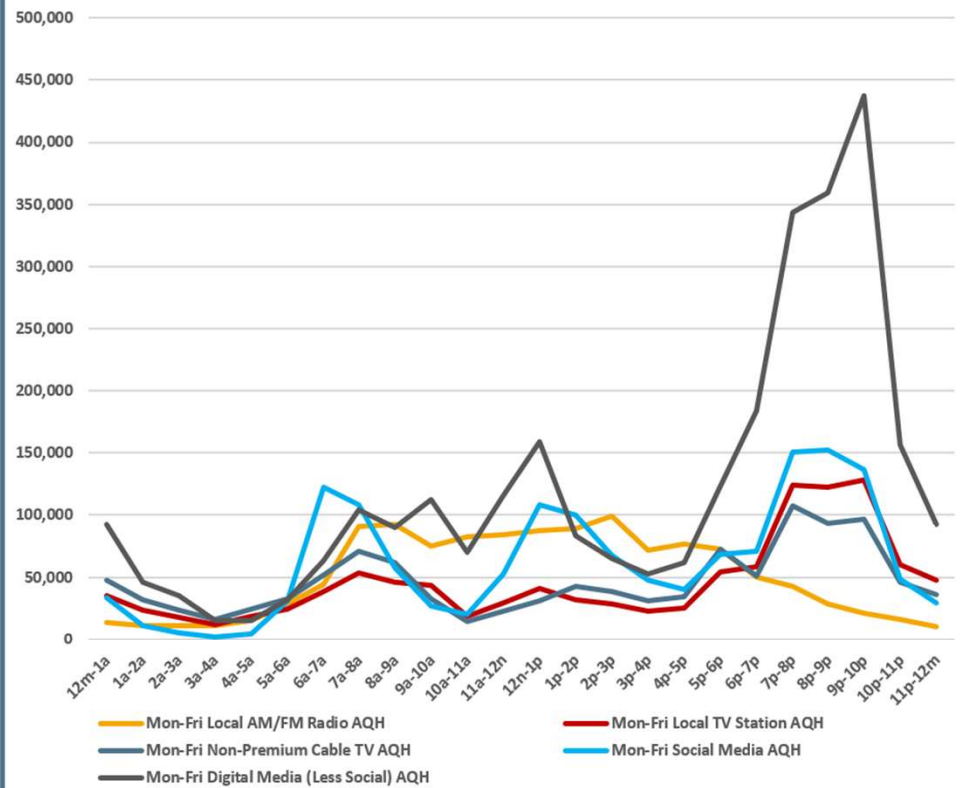


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,817;
Social Media: 2,064; Local Radio: 1,850; Non-Prem. Cable: 1,642; Local TV: 1,269 reaching
Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 35 or older who Plan to Switch and Bundle
HOME+AUTO INS next 12mos



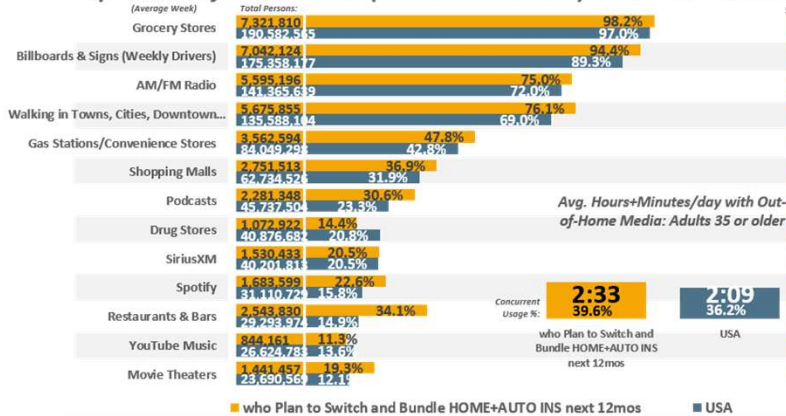
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 35 or older



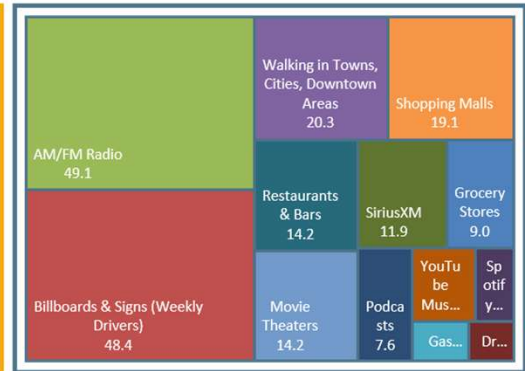
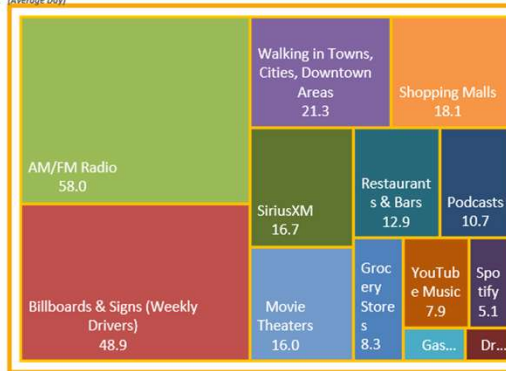


7,042,124 or 94.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 48.9 minutes per day driving, seeing Billboards and Signs. 69.6% Listen to Local Radio Stations Out-of-Home for an average of 51.3 minutes/

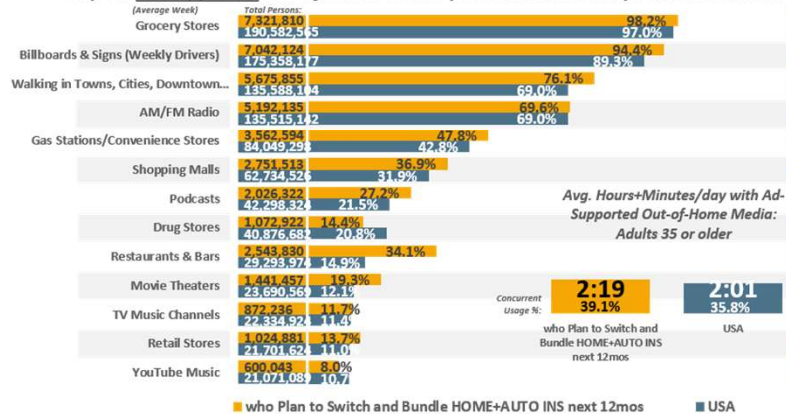
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



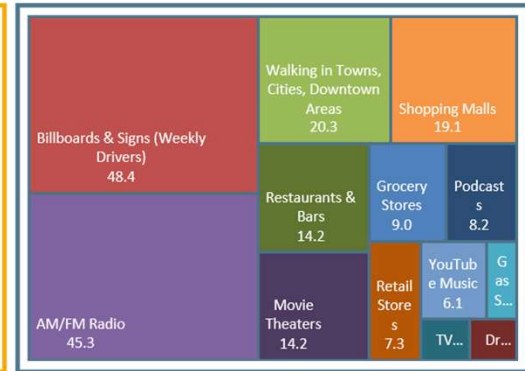
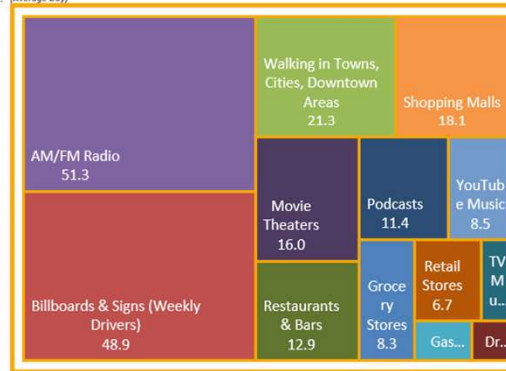
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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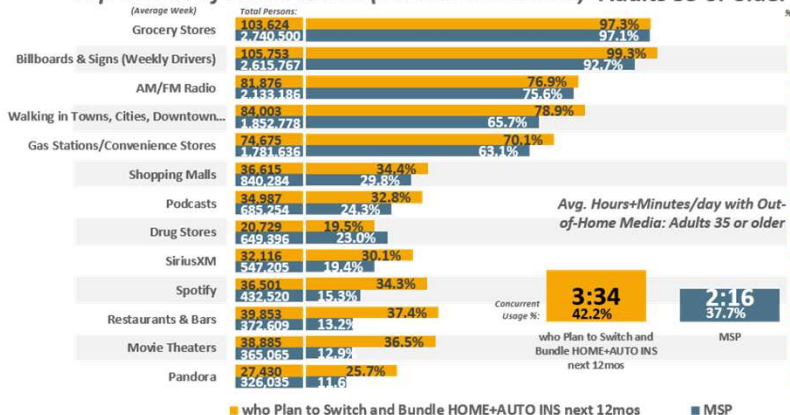
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

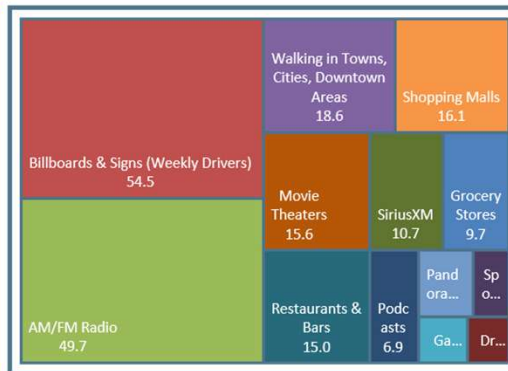
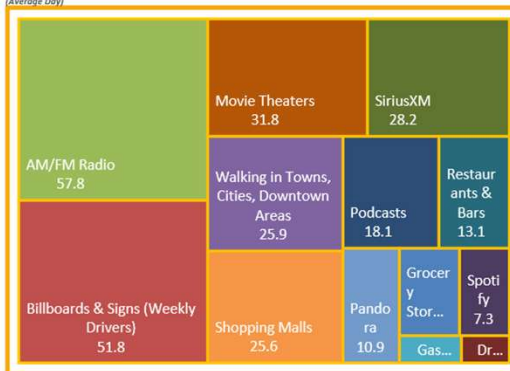


105,753 or 99.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 51.8 minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 40.1 minutes/day

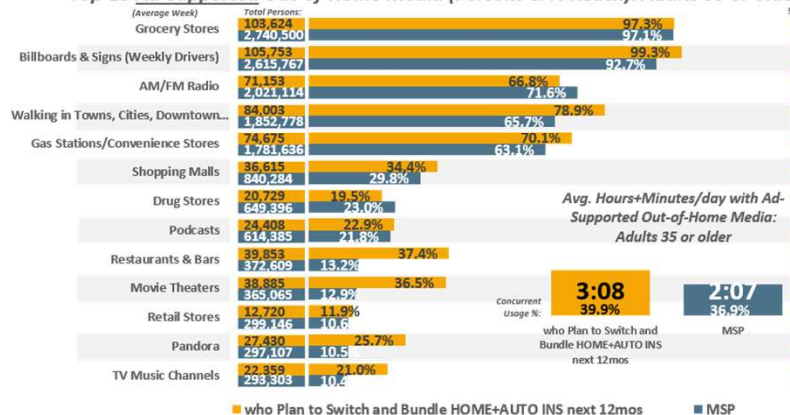
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



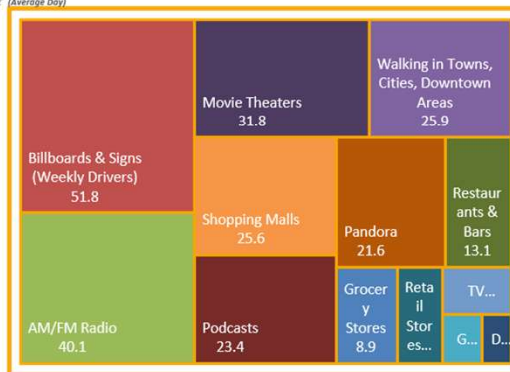
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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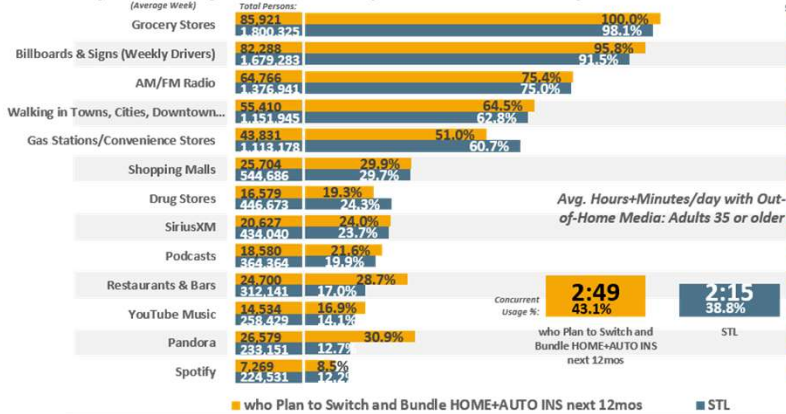
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

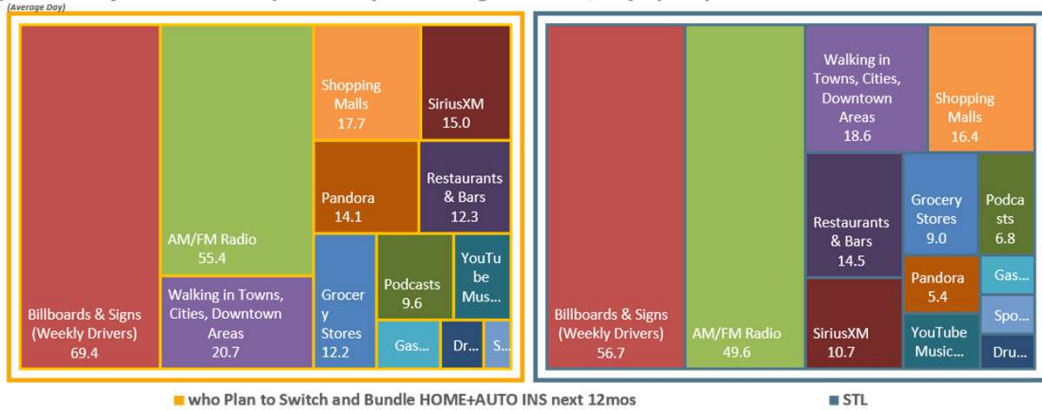


82,288 or 95.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 69.4 minutes per day driving, seeing Billboards and Signs. 72.4% Listen to Local Radio Stations Out-of-Home for an average of 52.5 minutes/day

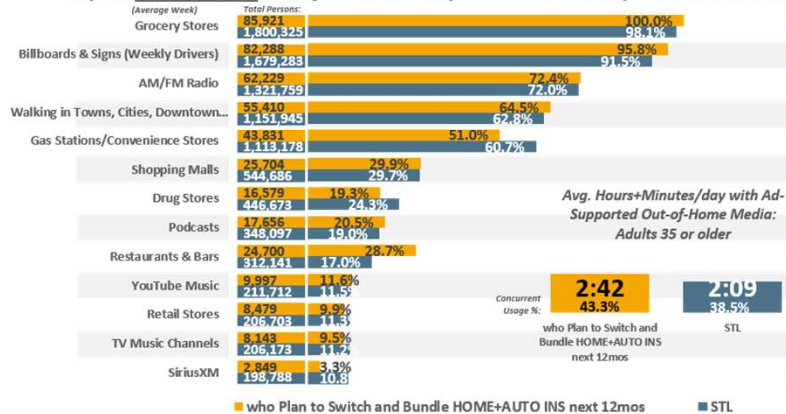
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



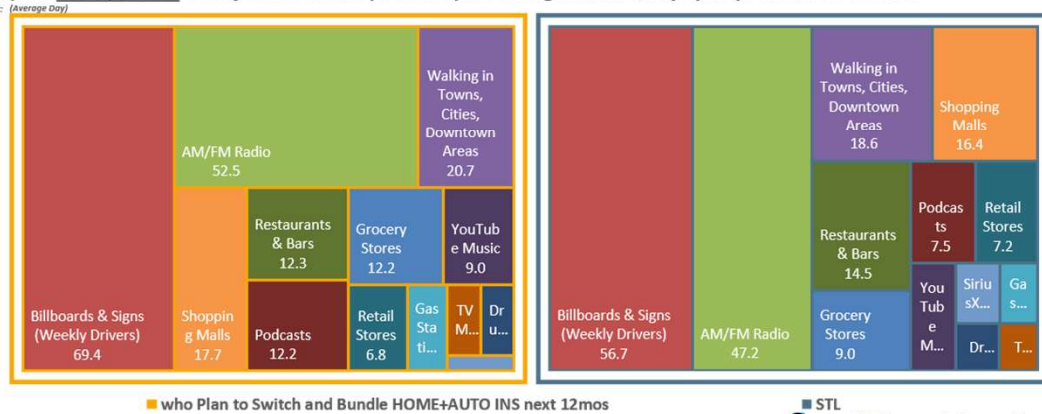
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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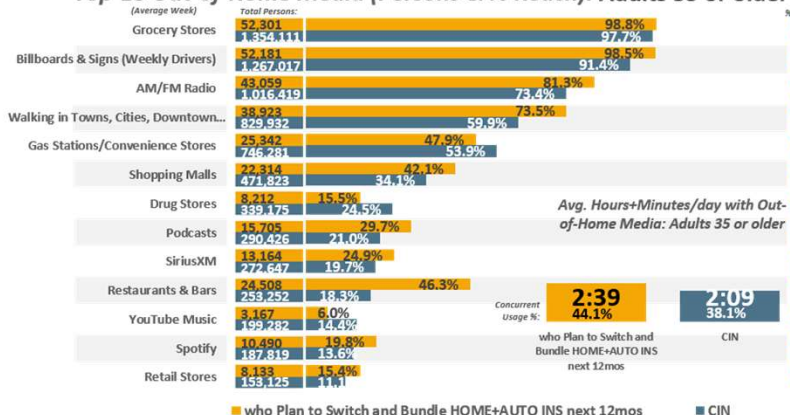
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

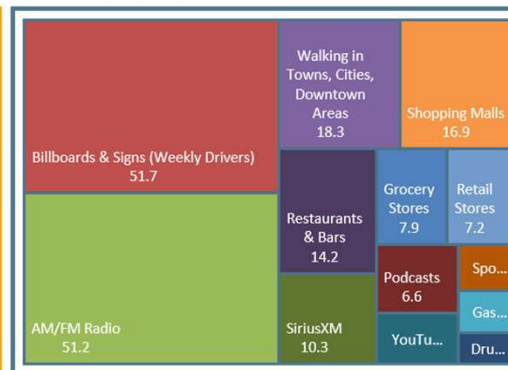
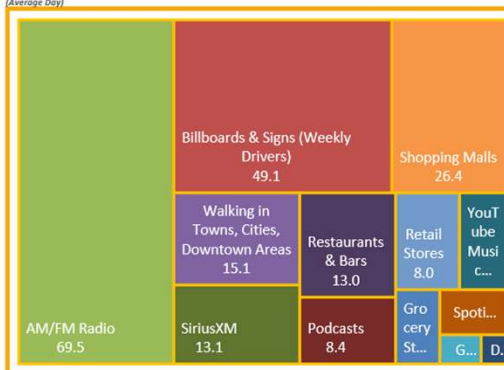


52,181 or 98.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 49.1 minutes per day driving, seeing Billboards and Signs. 75.4% Listen to Local Radio Stations Out-of-Home for an average of 62.1 minutes/day

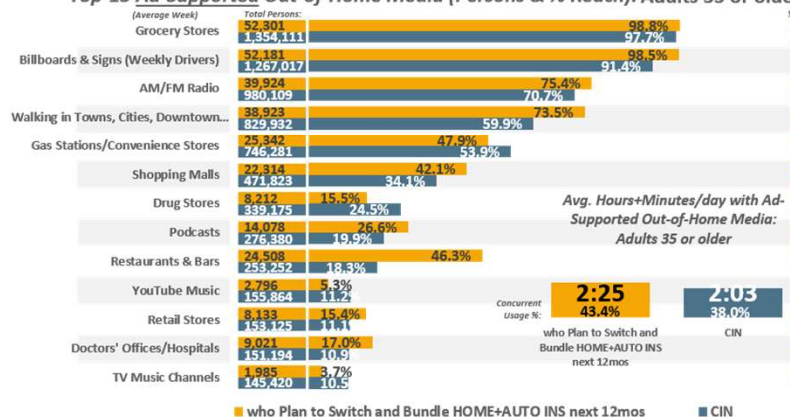
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



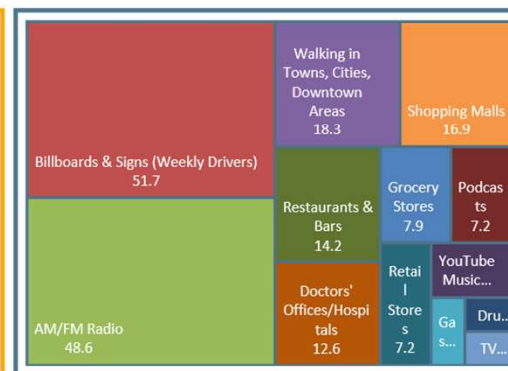
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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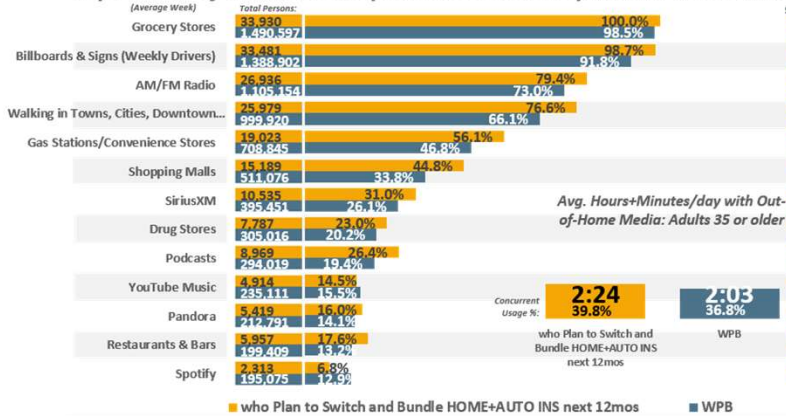
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

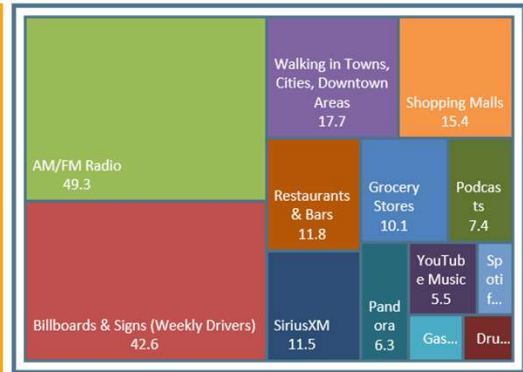
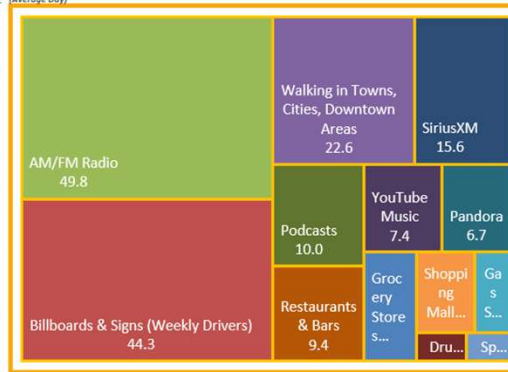


33,481 or 98.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 44.3 minutes per day driving, seeing Billboards and Signs. 75.7% Listen to Local Radio Stations Out-of-Home for an average of 46.4 minutes/day

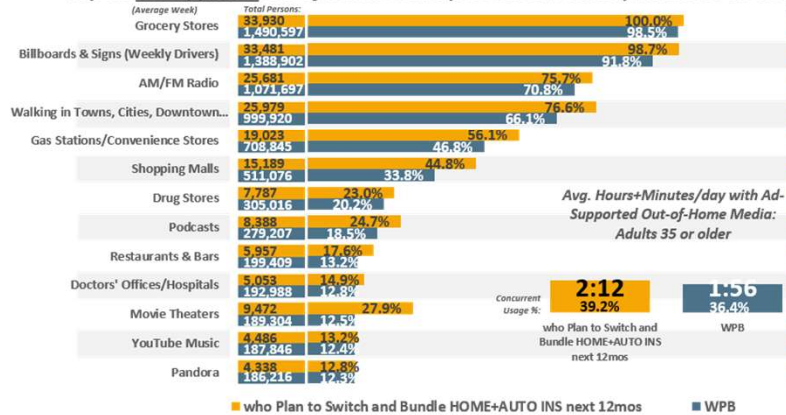
Top-13 Out-of-Home Media (Persons & % Reach): Adults 35 or older



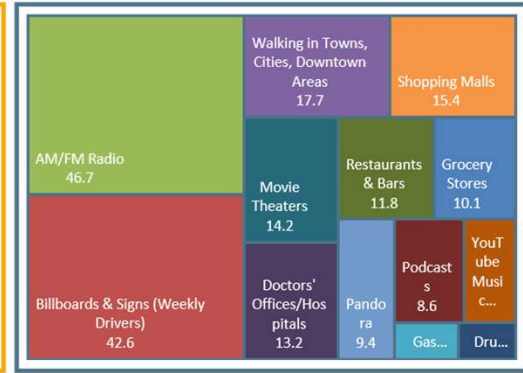
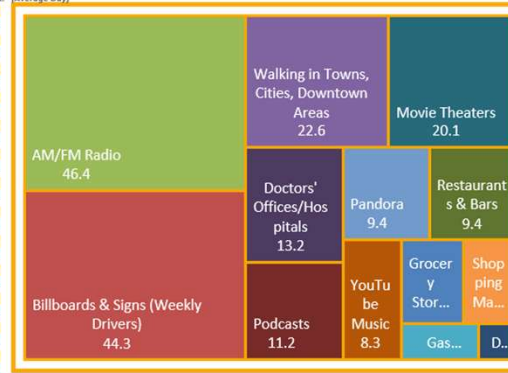
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



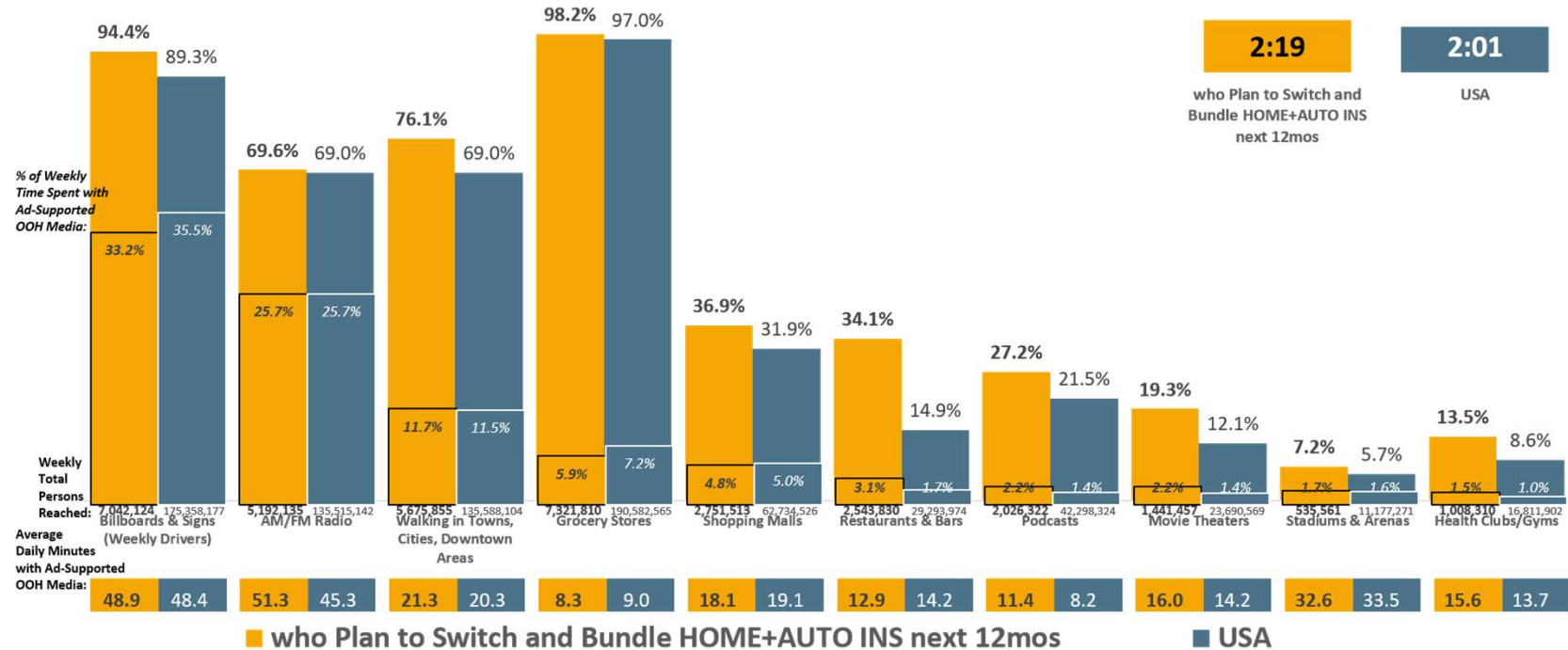


7,042,124 or 94.4% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 48.9 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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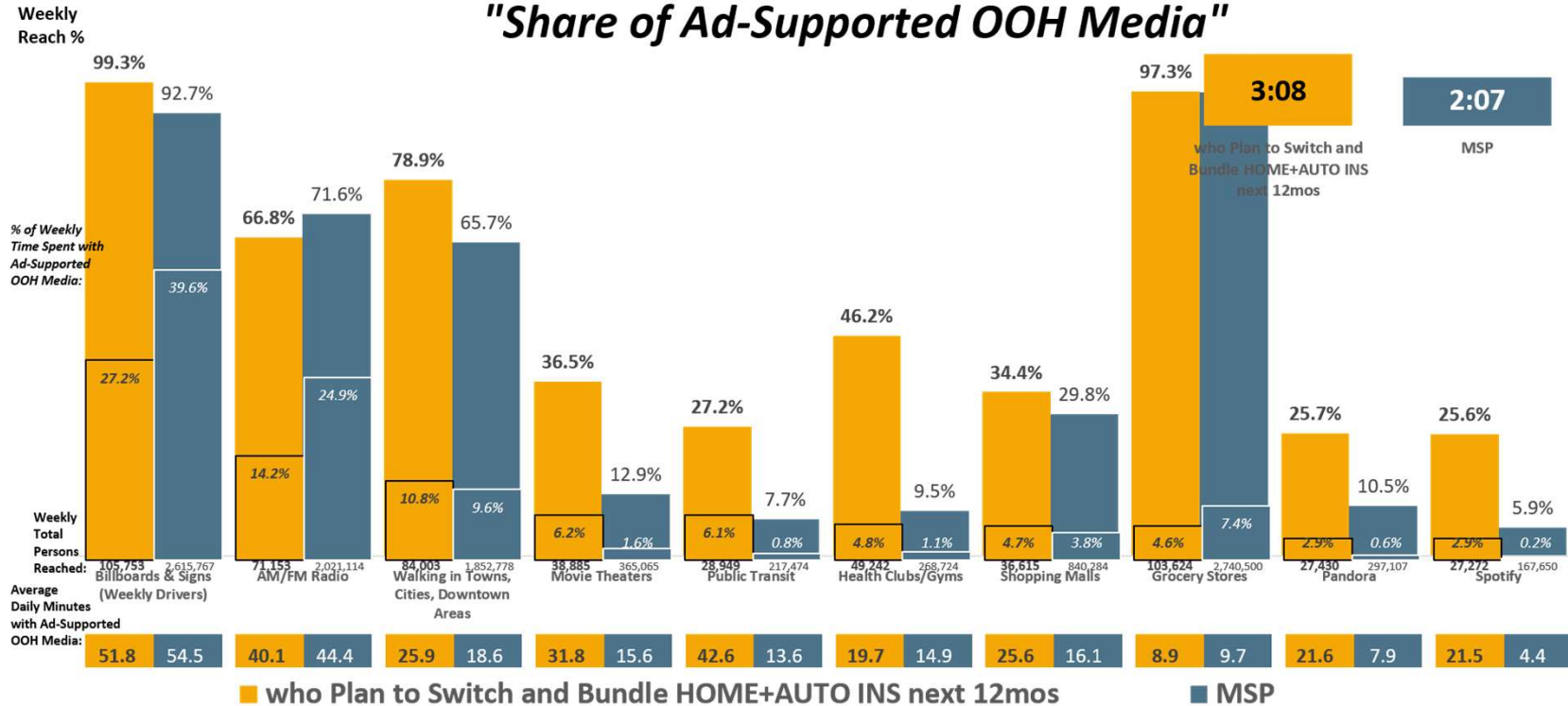
[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



105,753 or 99.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 51.8 minutes per day driving, seeing Billboards and Signs representing 27.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



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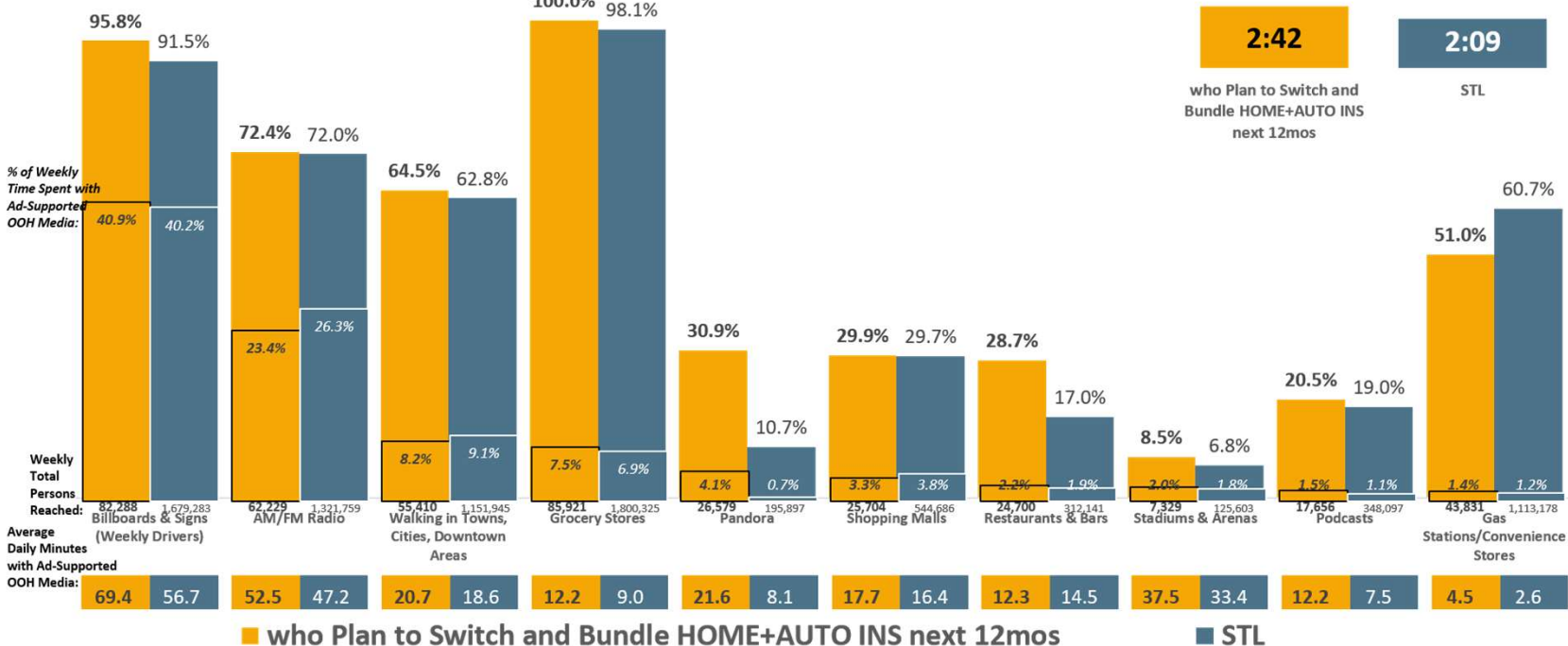


82,288 or 95.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 69.4 minutes per day driving, seeing Billboards and Signs representing 40.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

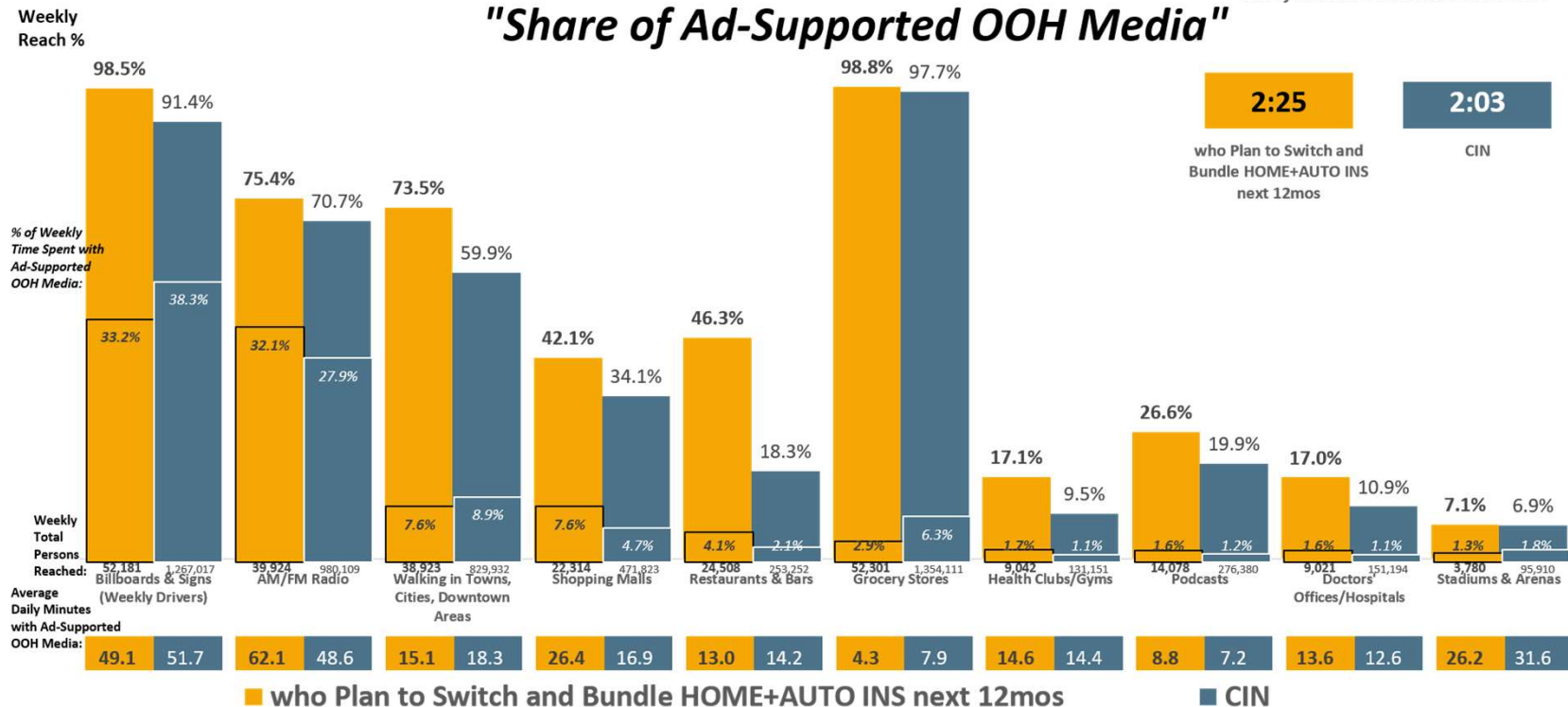
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



52,181 or 98.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 49.1 minutes per day driving, seeing Billboards and Signs representing 33.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

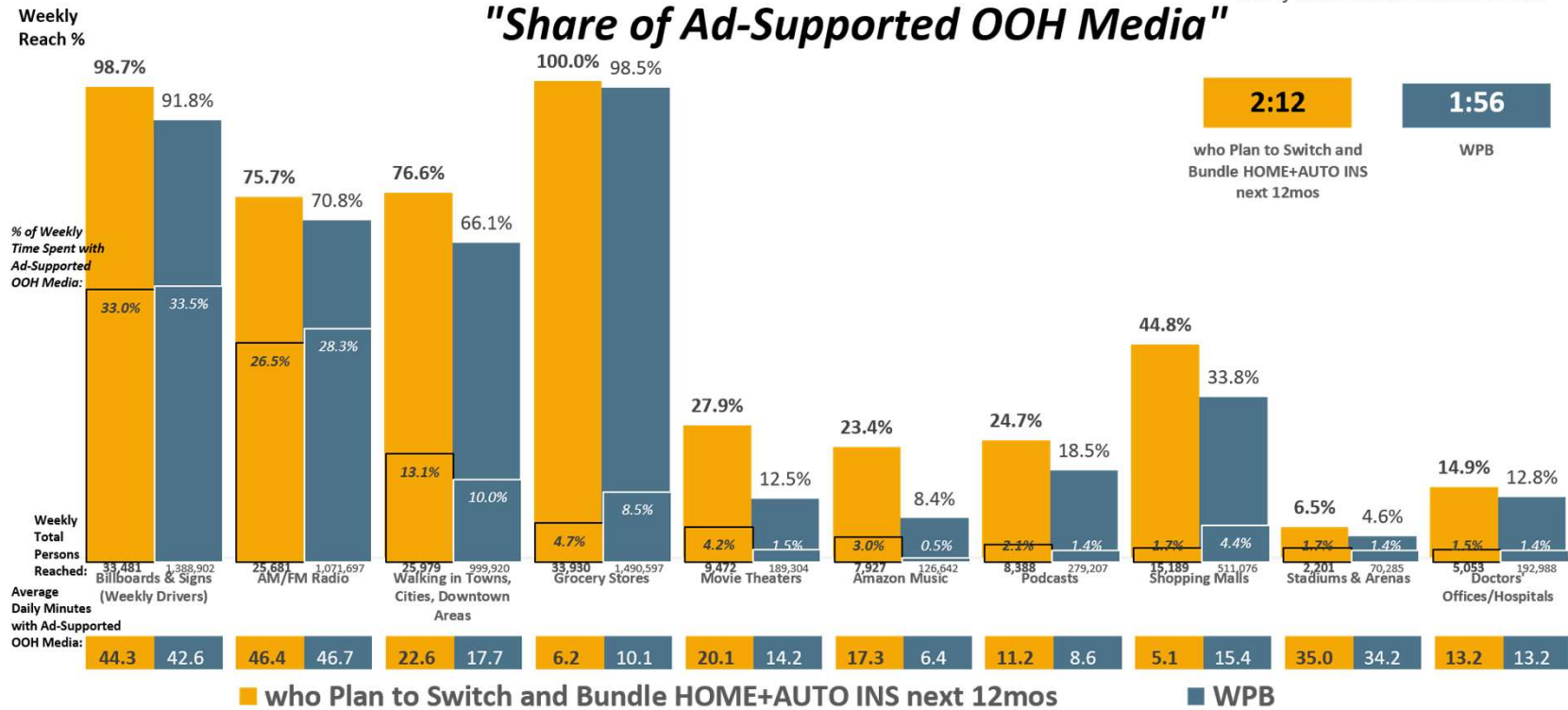
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



33,481 or 98.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 44.3 minutes per day driving, seeing Billboards and Signs representing 33.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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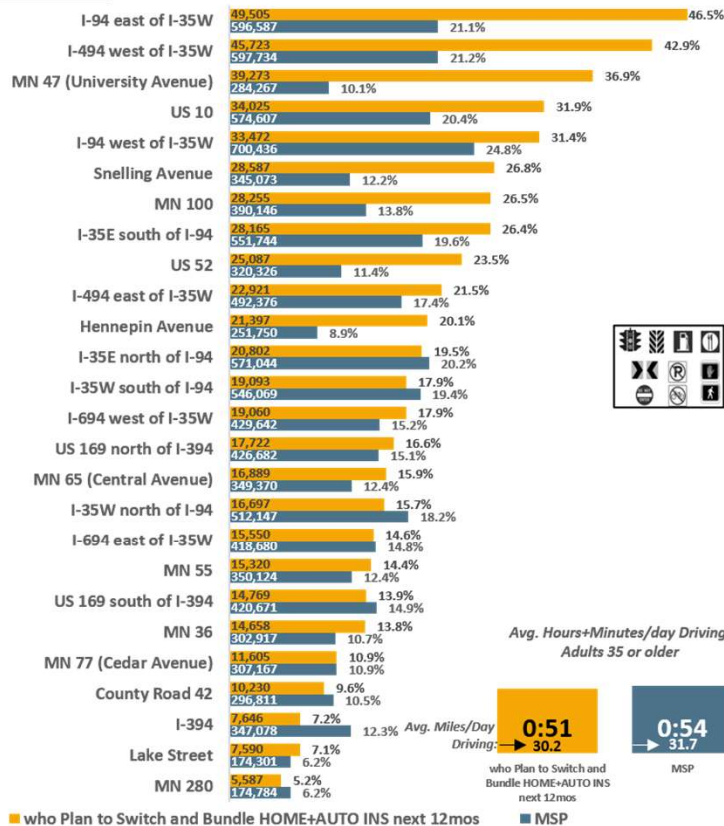
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

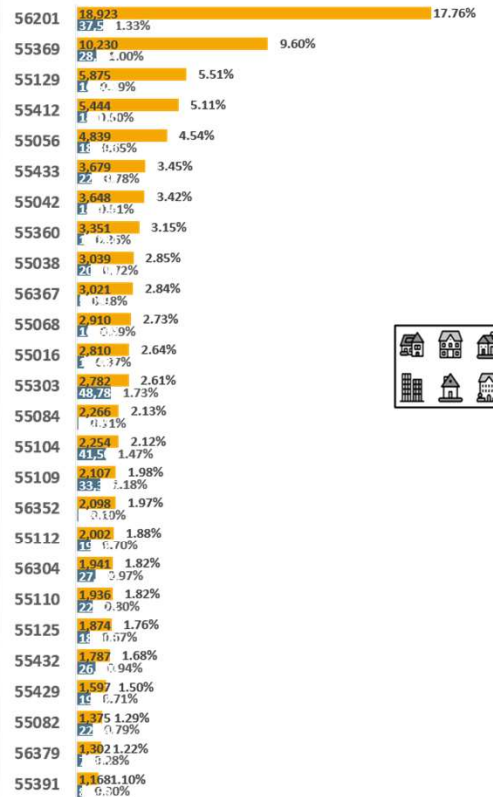


105,753 or 99.3% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos
spend an average of 51.8 minutes per day driving an average of 30.2 miles each day and are 265.9%
more likely to use MN 47 (University Avenue) than the Metro ave

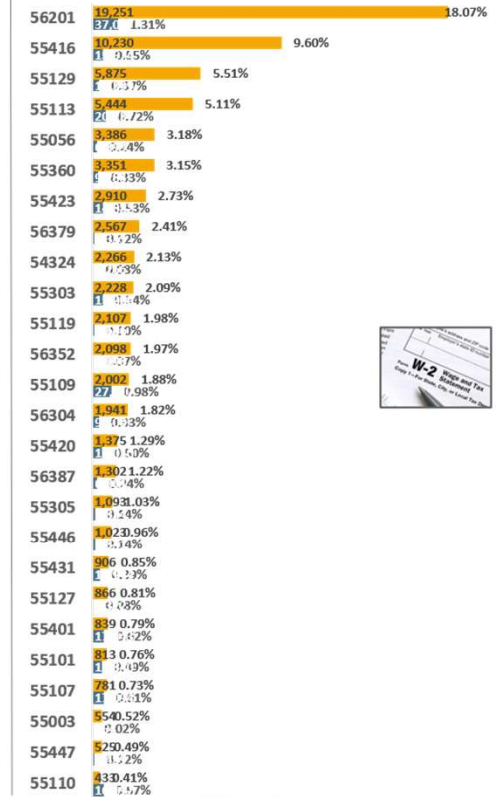
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



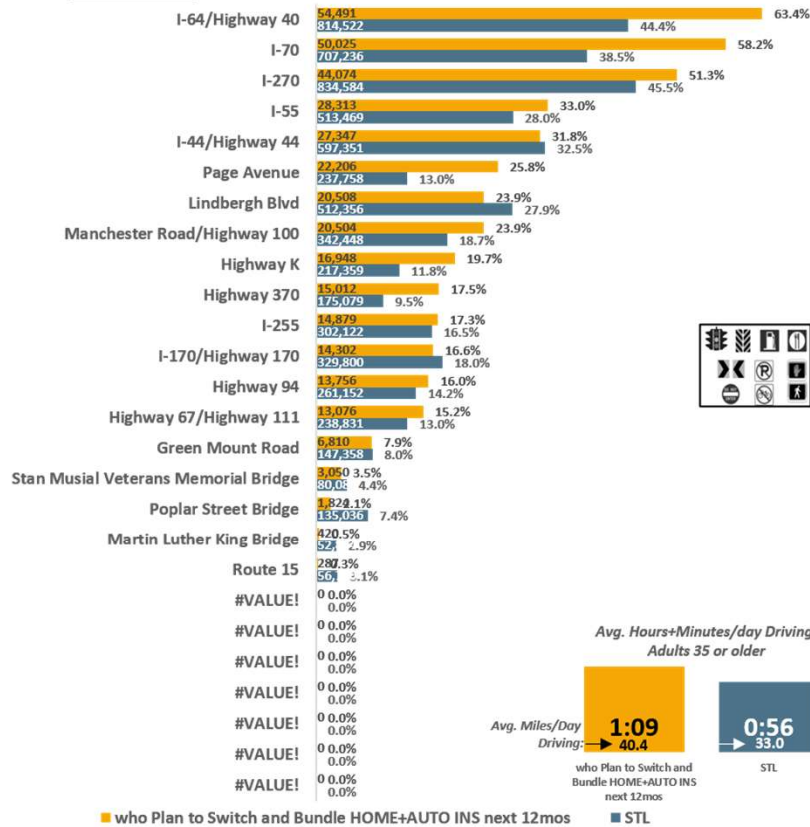
Top-26 Employment Zip Codes: Adults 35 or older



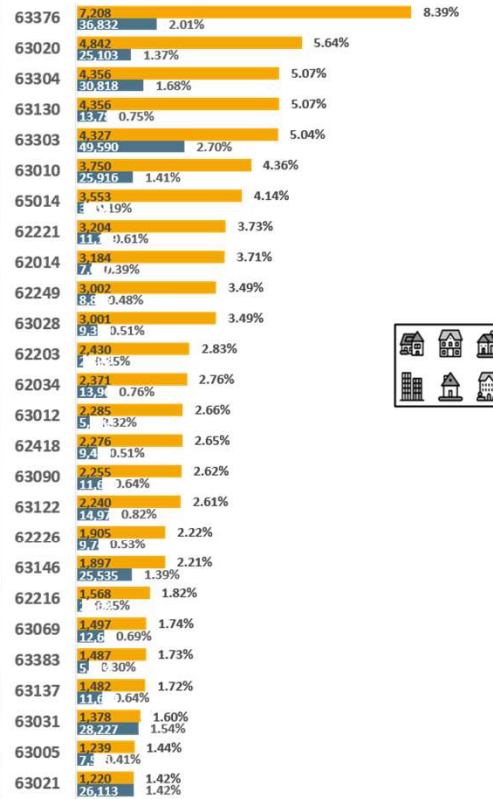


82,288 or 95.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 69.4 minutes per day driving an average of 40.4 miles each day and are 99.5% more likely to use Page Avenue than the Metro average.

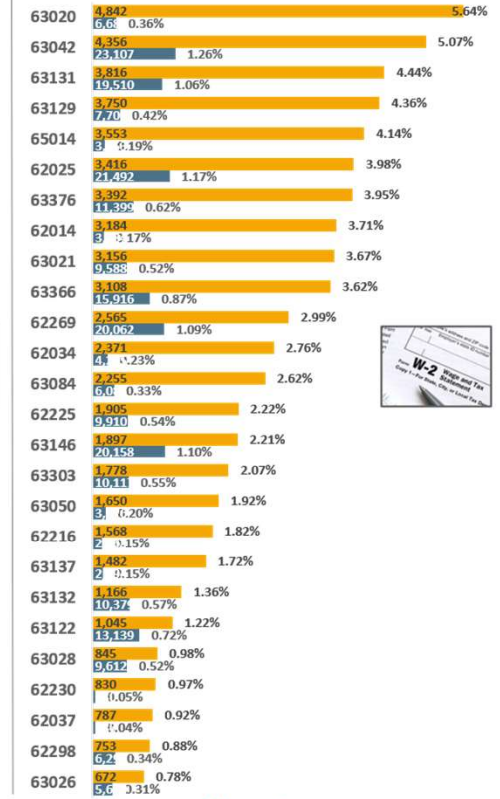
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

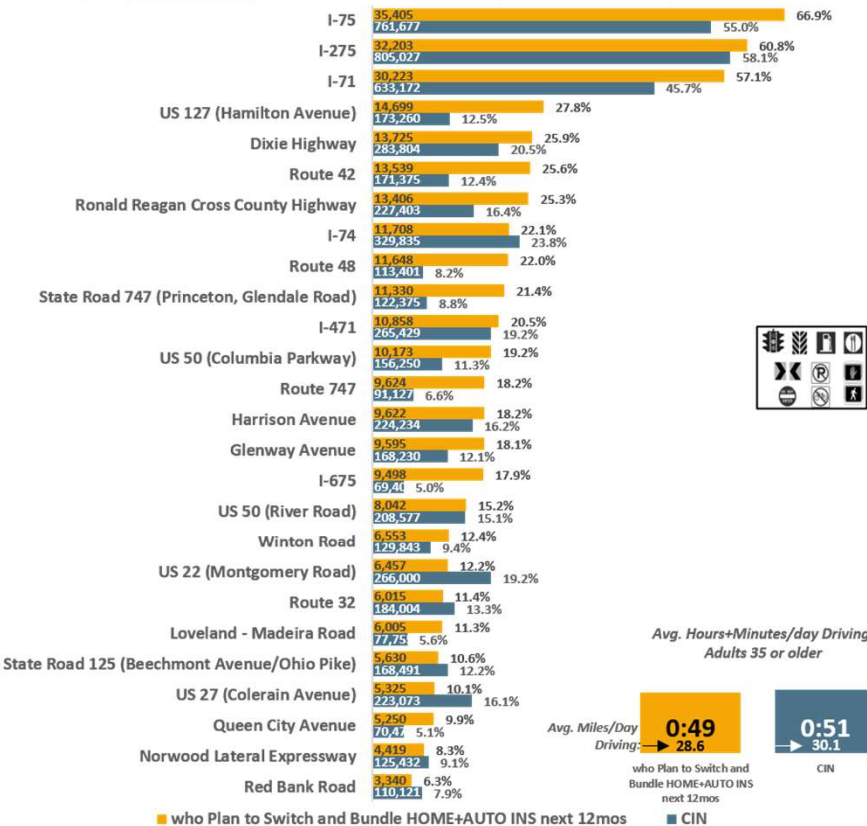


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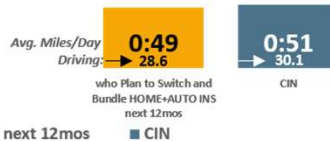


52,181 or 98.5% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 49.1 minutes per day driving an average of 28.6 miles each day and are 258.% more likely to use I-675 than the Metro average.

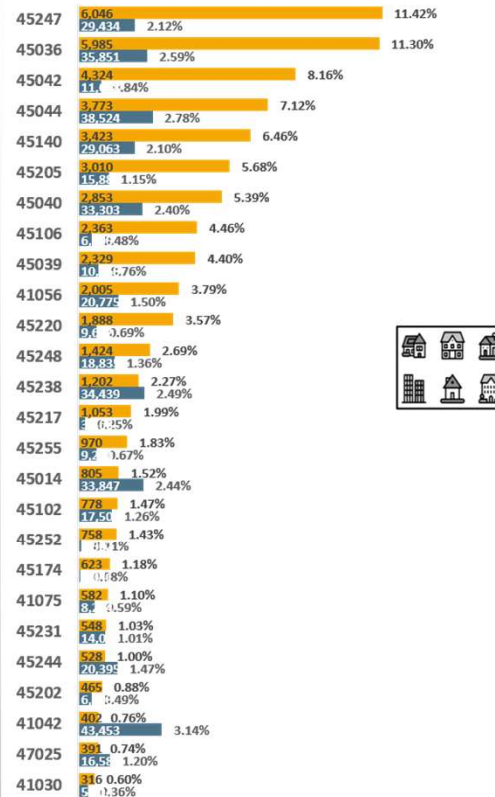
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



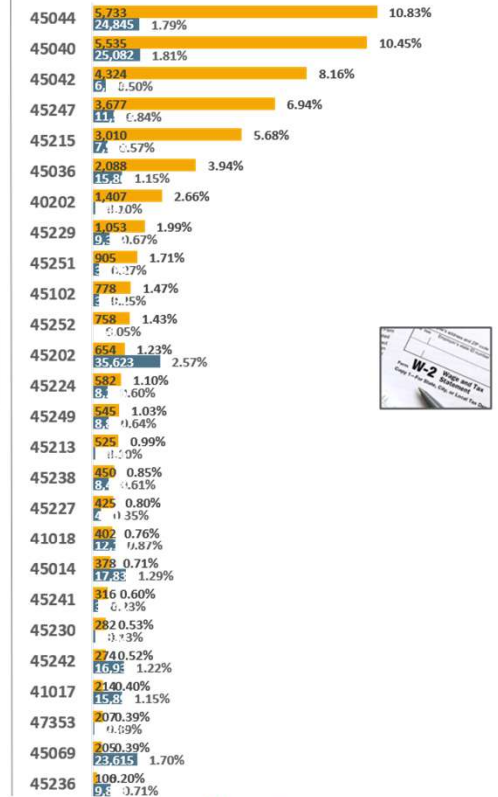
Avg. Hours+Minutes/day Driving:
Adults 35 or older



Top-26 Residential Zip Codes: Adults 35 or older



Top-26 Employment Zip Codes: Adults 35 or older

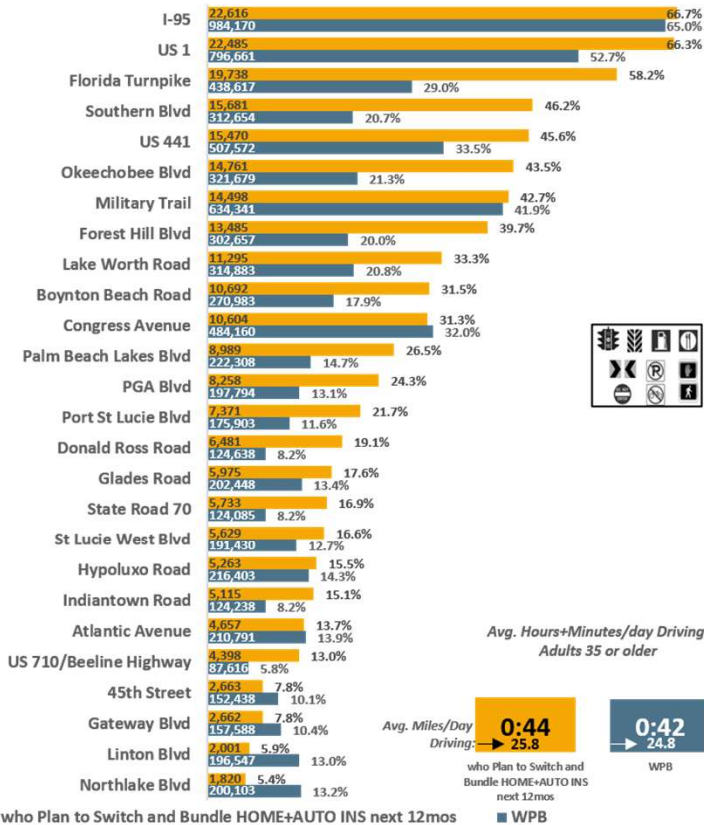


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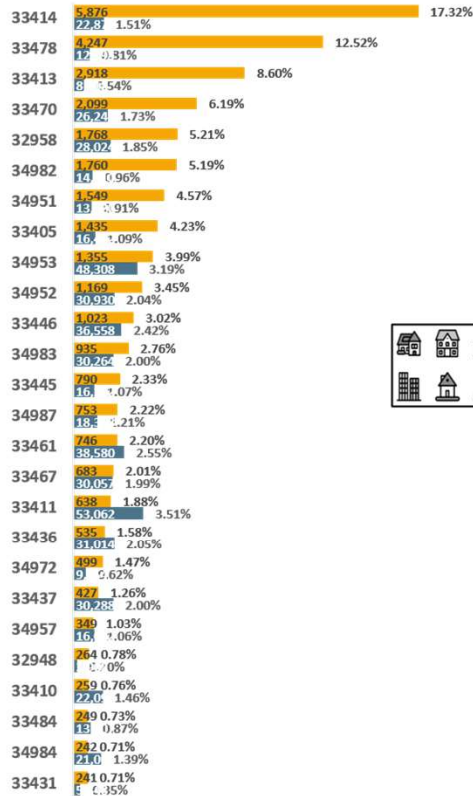


33,481 or 98.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos spend an average of 44.3 minutes per day driving an average of 25.8 miles each day and are 131.9% more likely to use Donald Ross Road than the Metro average.

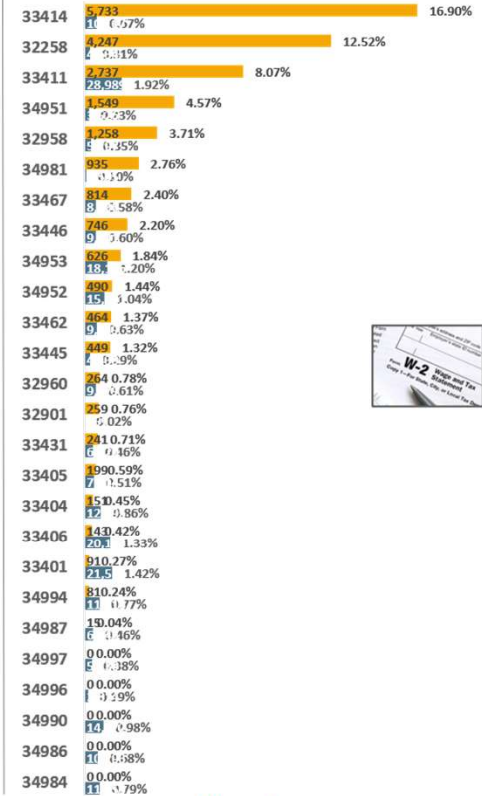
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 35 or older



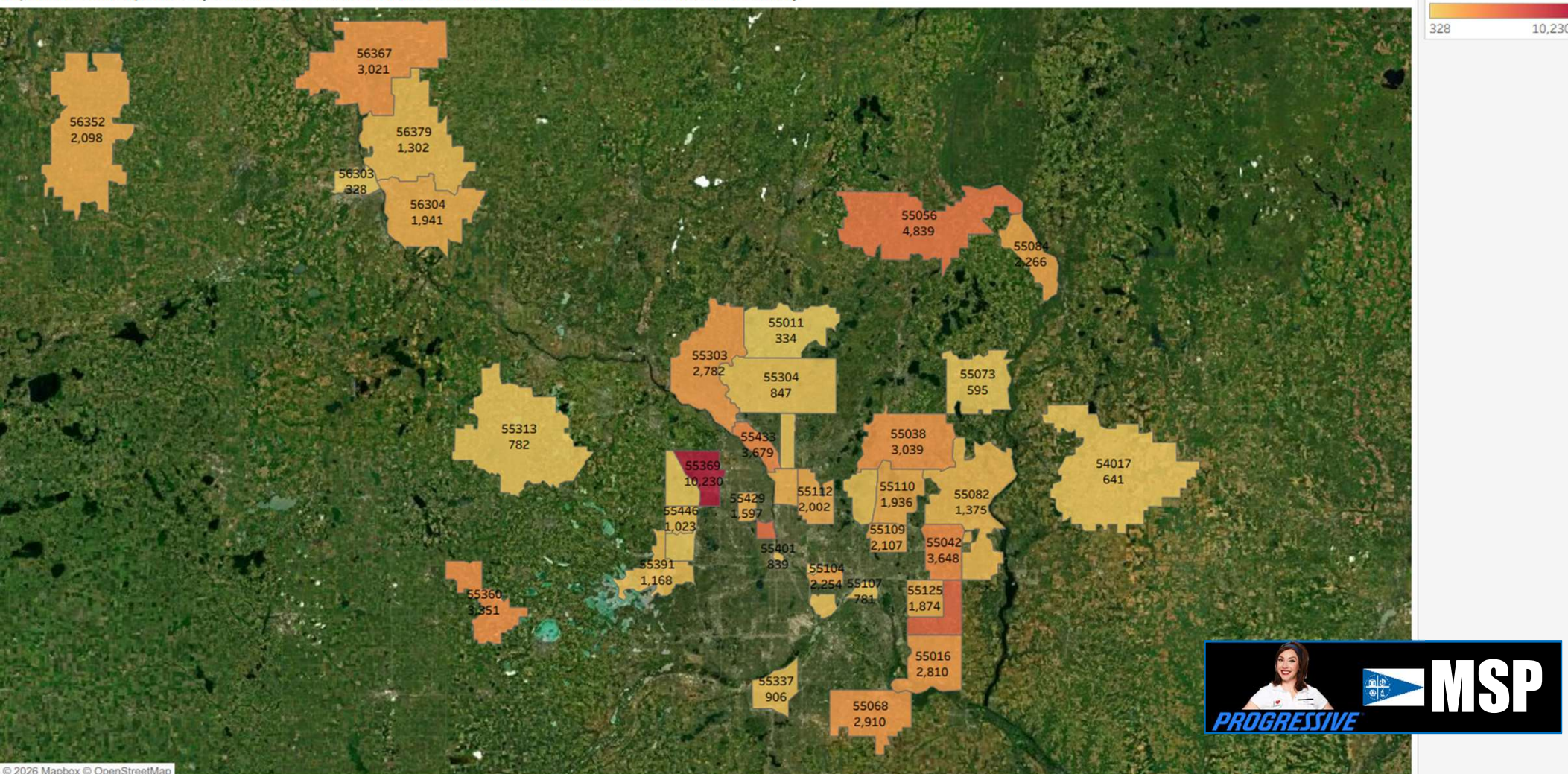
Top-26 Residential Zip Codes: Adults 35 or older



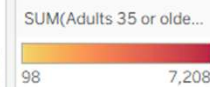
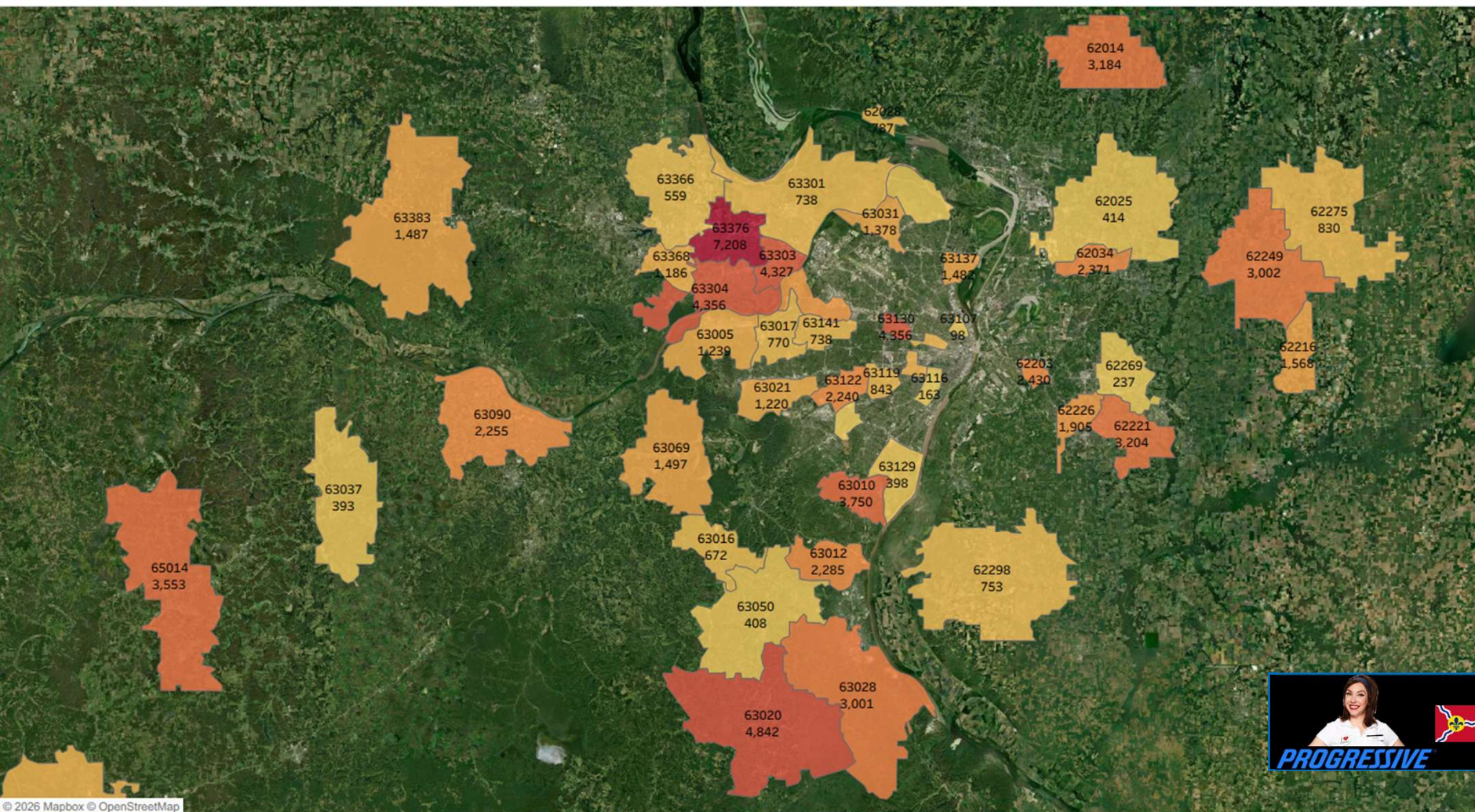
Top-26 Employment Zip Codes: Adults 35 or older



Top Residential Zip Codes: (Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos)



Top Residential Zip Codes: (Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos)



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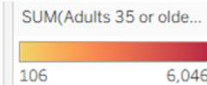
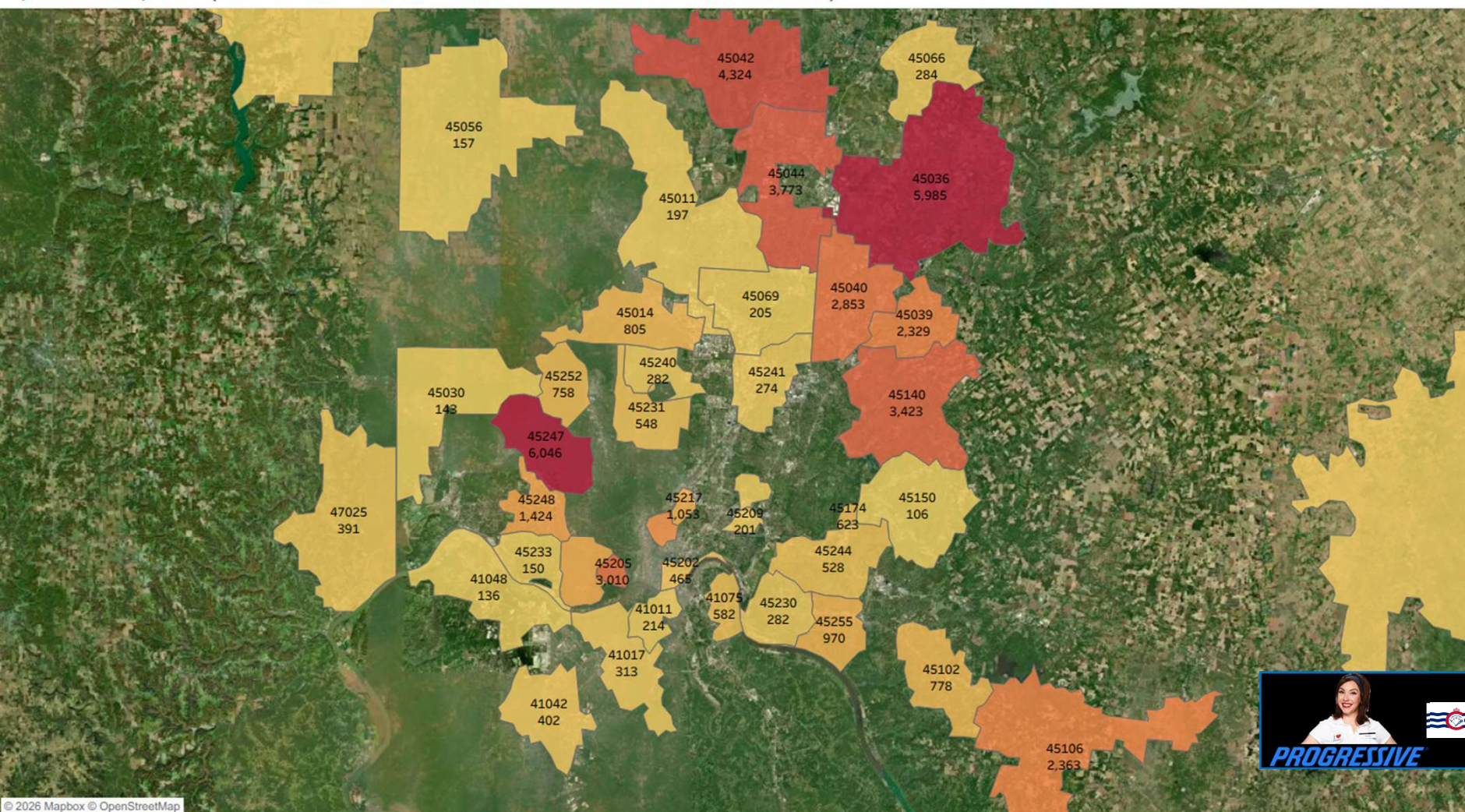
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75

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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

Top Residential Zip Codes: (Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos)



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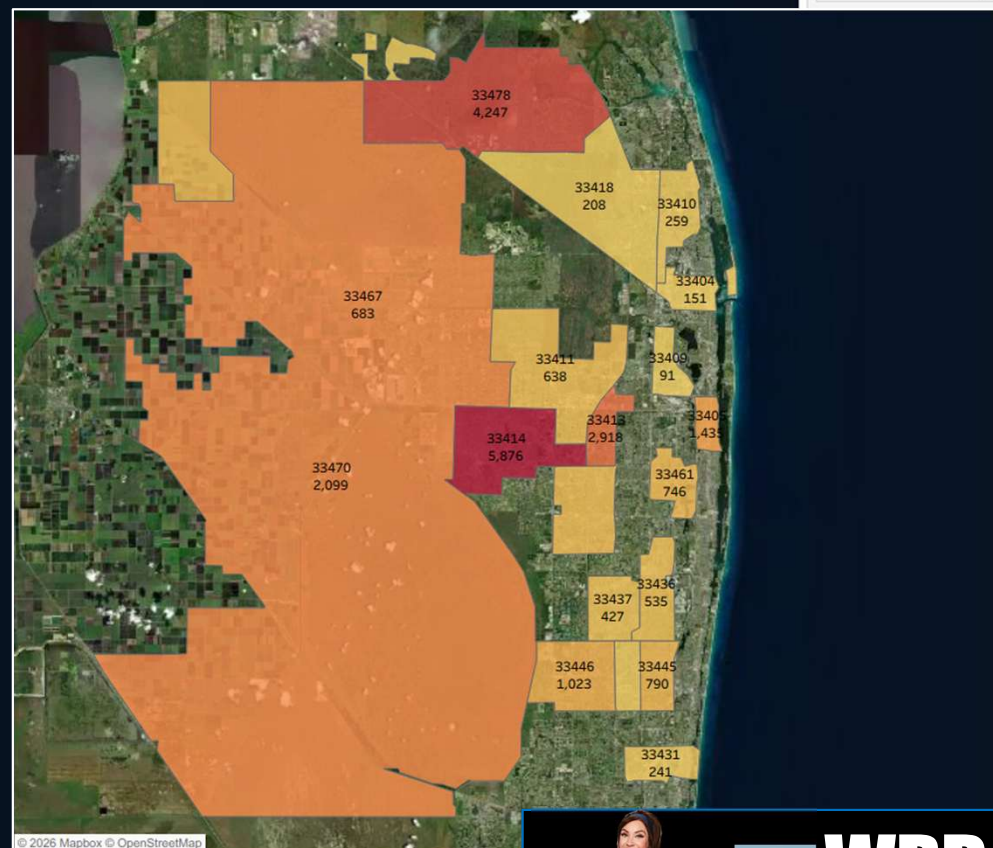
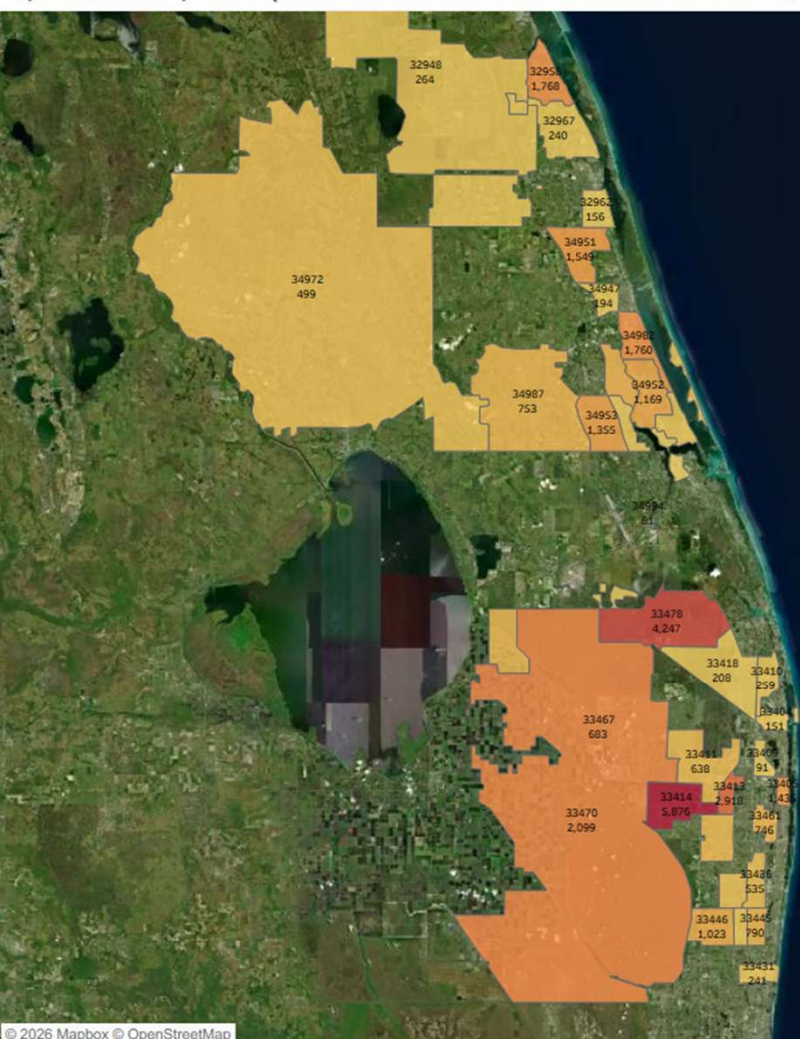
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 65

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[[[OwN or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

Top Residential Zip Codes: (Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos)



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WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 51

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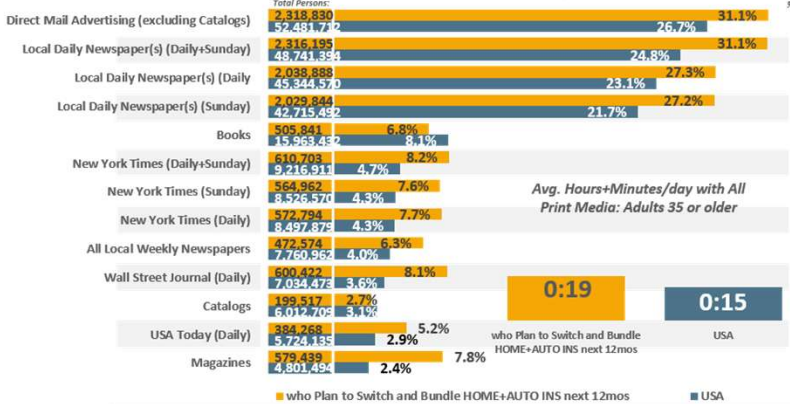
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

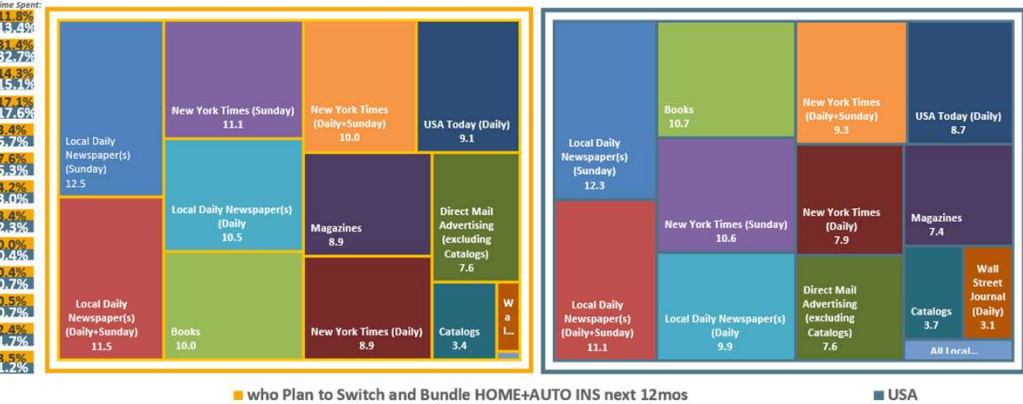


2,316,195 or 31.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.5 minutes every day representing 32.5% of all time spent daily with All forms of Print Media

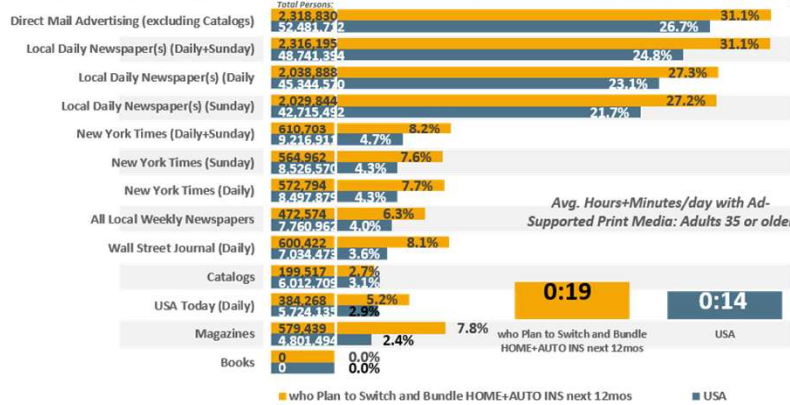
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



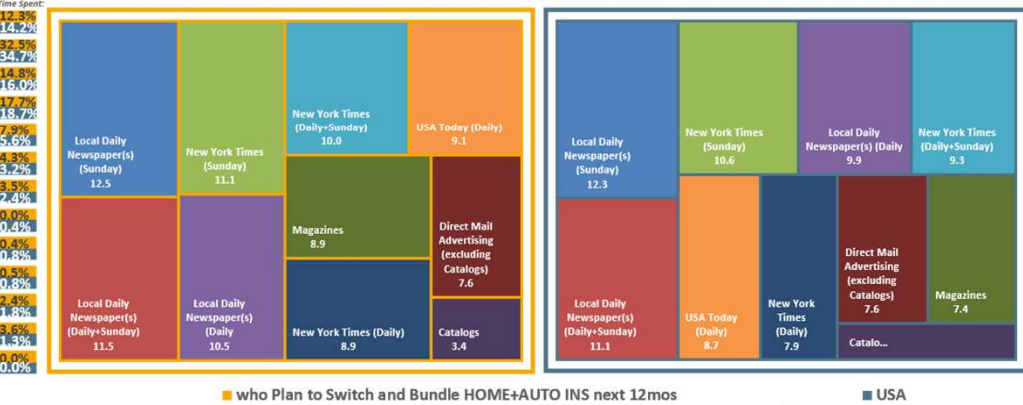
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 731
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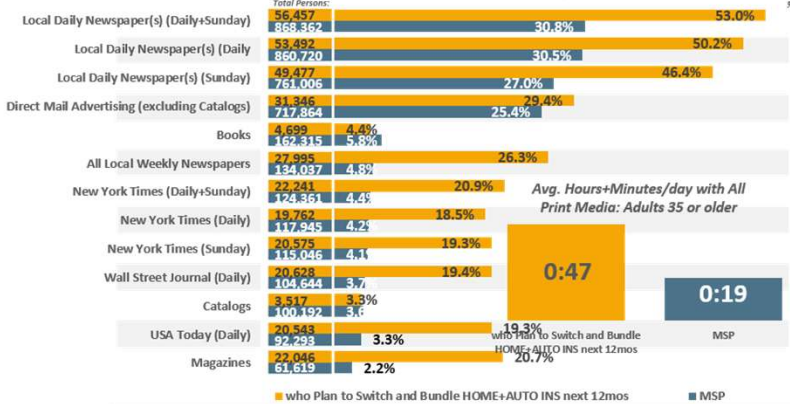
soefa.ai Share of Everything for Anything

[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

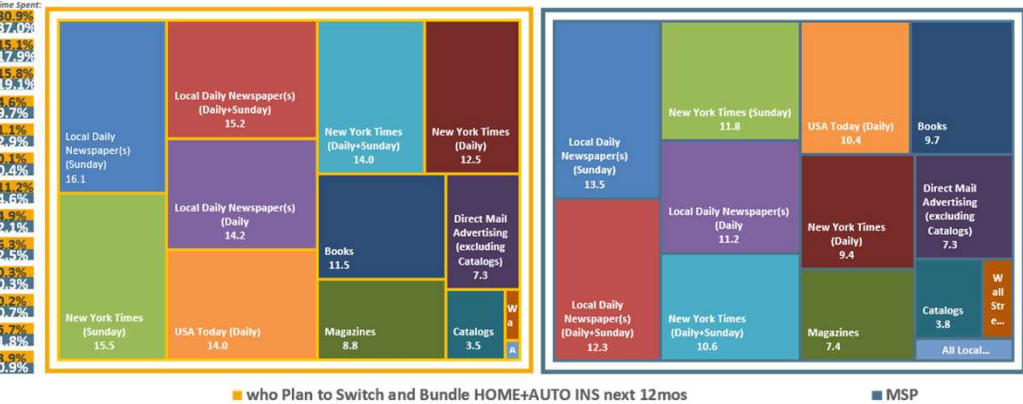


56,457 or 53.% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 15.2 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

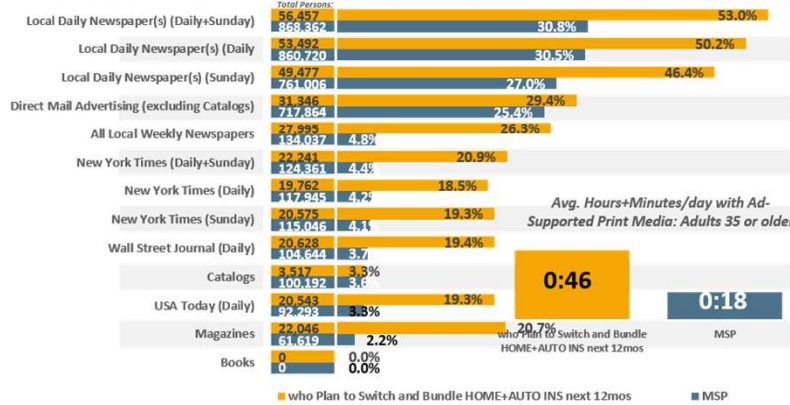
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



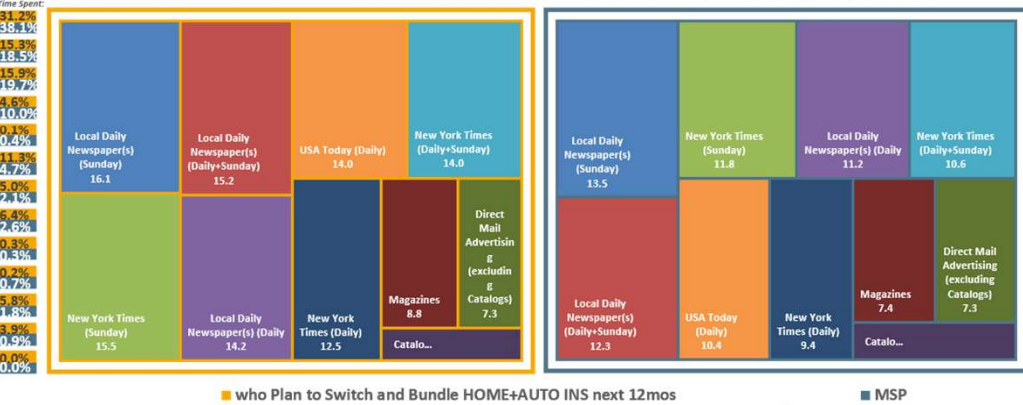
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



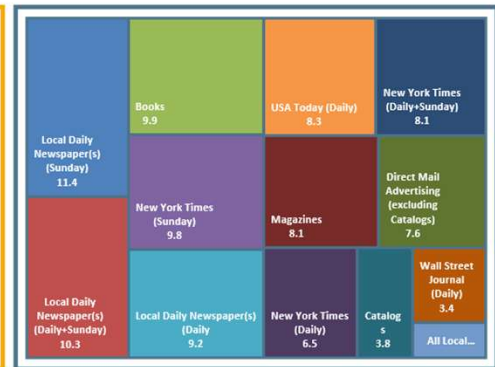
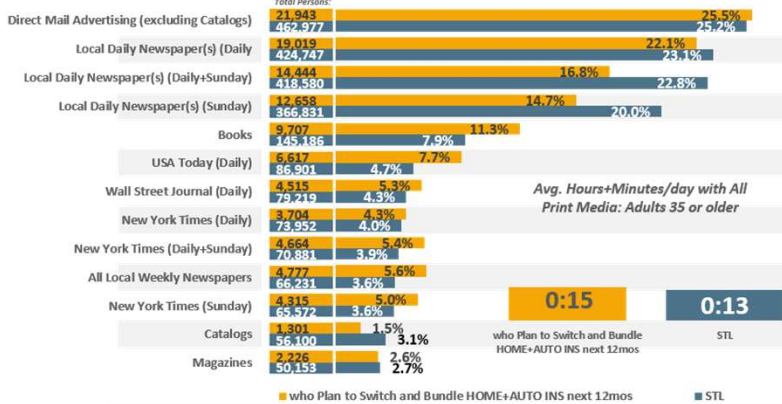
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



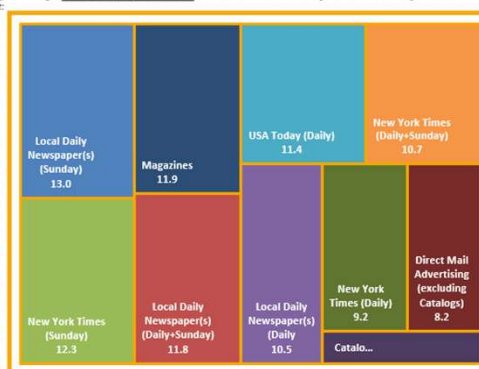
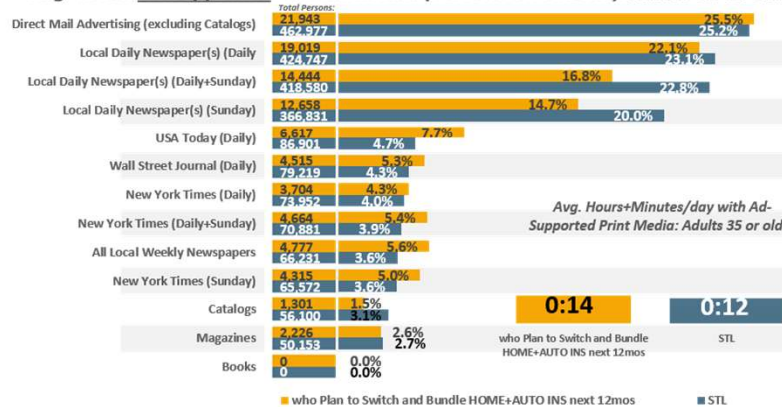


14,444 or 16.8% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.8 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 75
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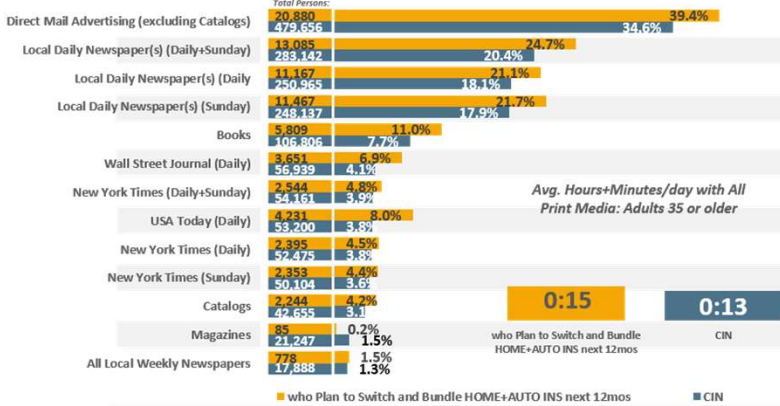
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)] AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes] AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]

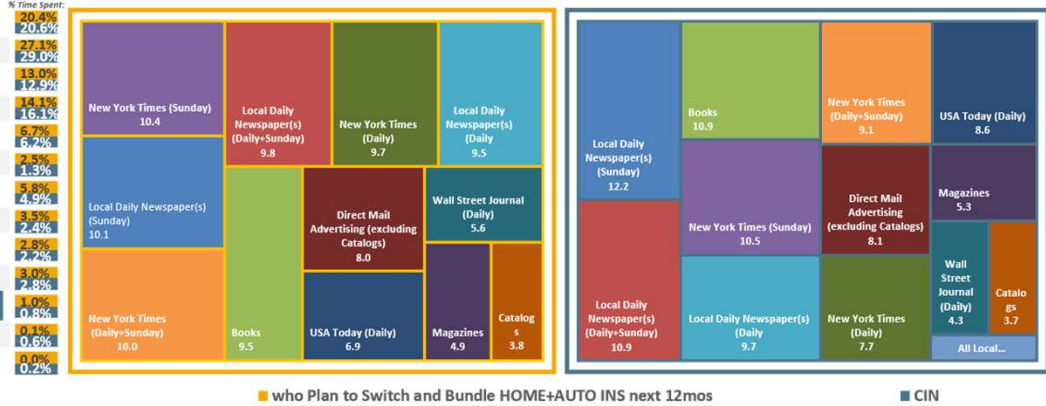


13,085 or 24.7% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.8 minutes every day representing 29.9% of all time spent daily with All forms of Print Media.

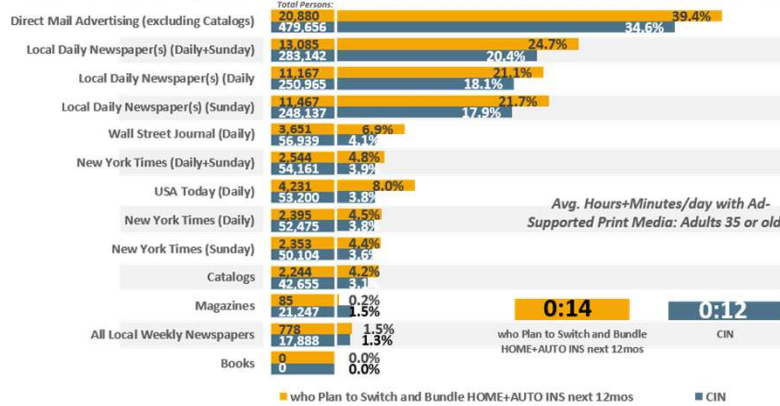
Avg. Week All Print Media (Persons & % Reach): Adults 35 or older



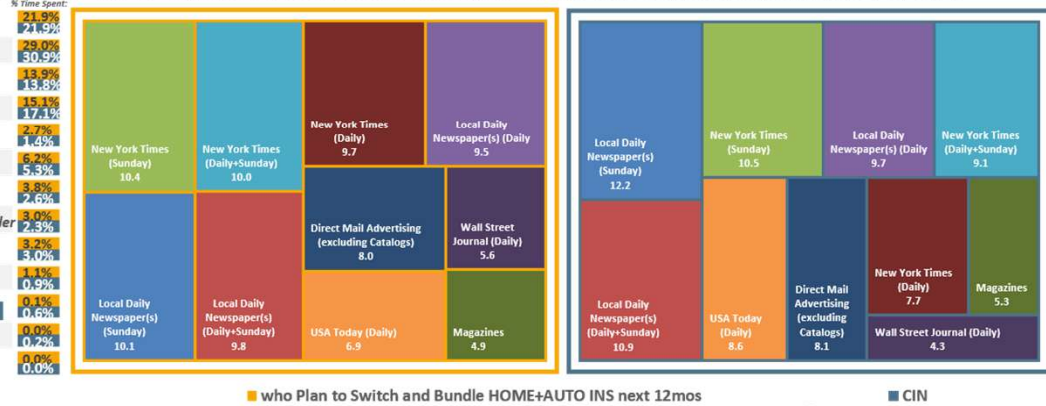
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older



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



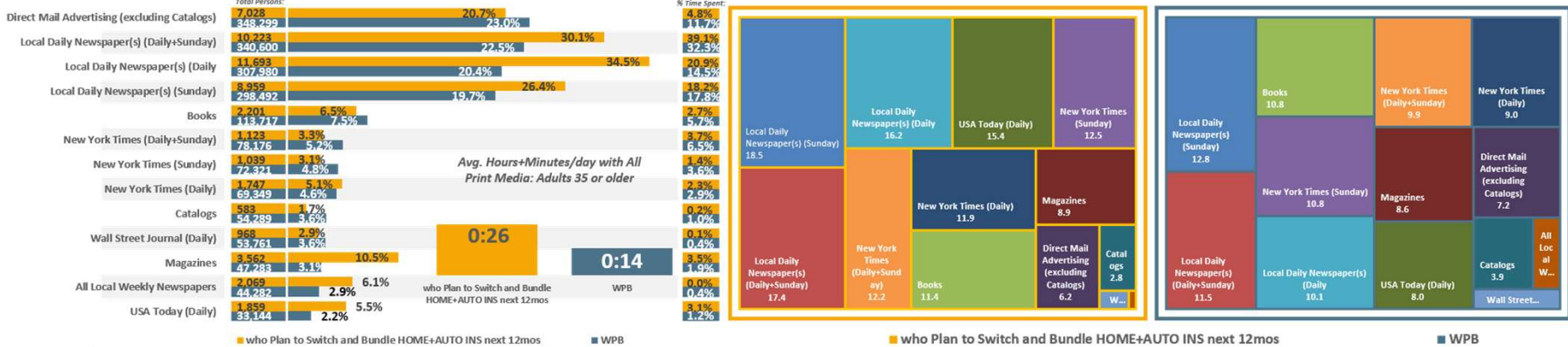
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older





10,223 or 30.1% of Adults 35 or older who Plan to Switch and Bundle HOME+AUTO INS next 12mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 17.4 minutes every day representing 40.2% of all time spent daily with All forms of Print Media.

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



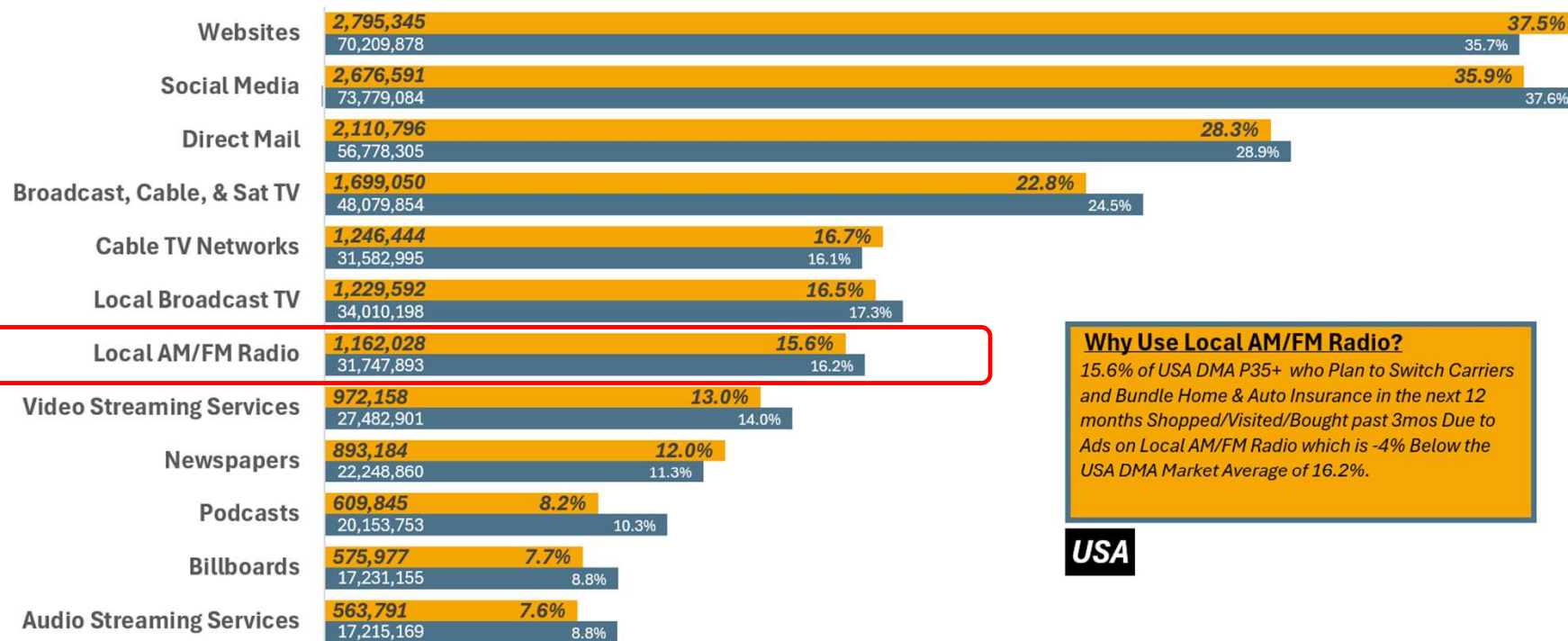
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 35 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 35 or older**





"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.6% of USA DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -4% Below the USA DMA Market Average of 16.2%.

USA

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 660

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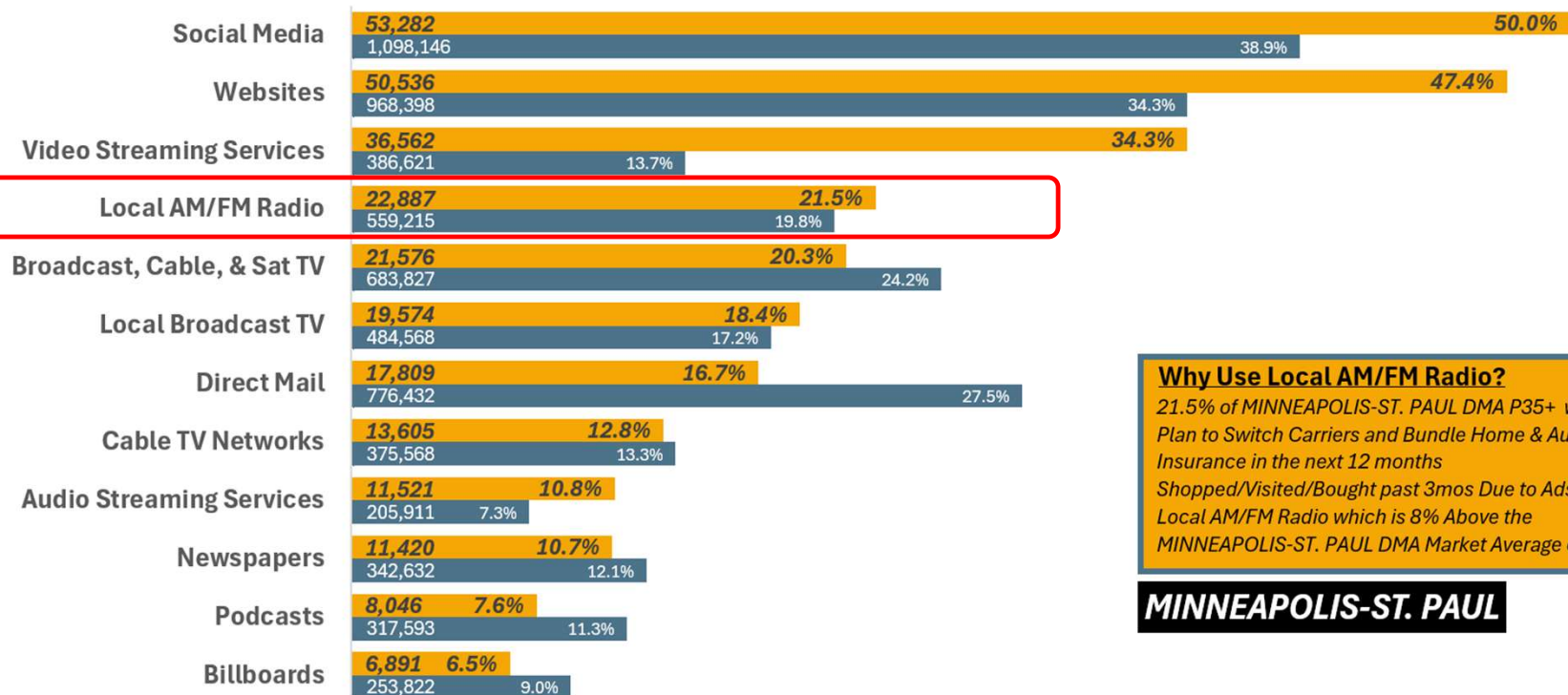
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"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.5% of MINNEAPOLIS-ST. PAUL DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 8% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 19

MINNEAPOLIS-ST. PAUL

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 52
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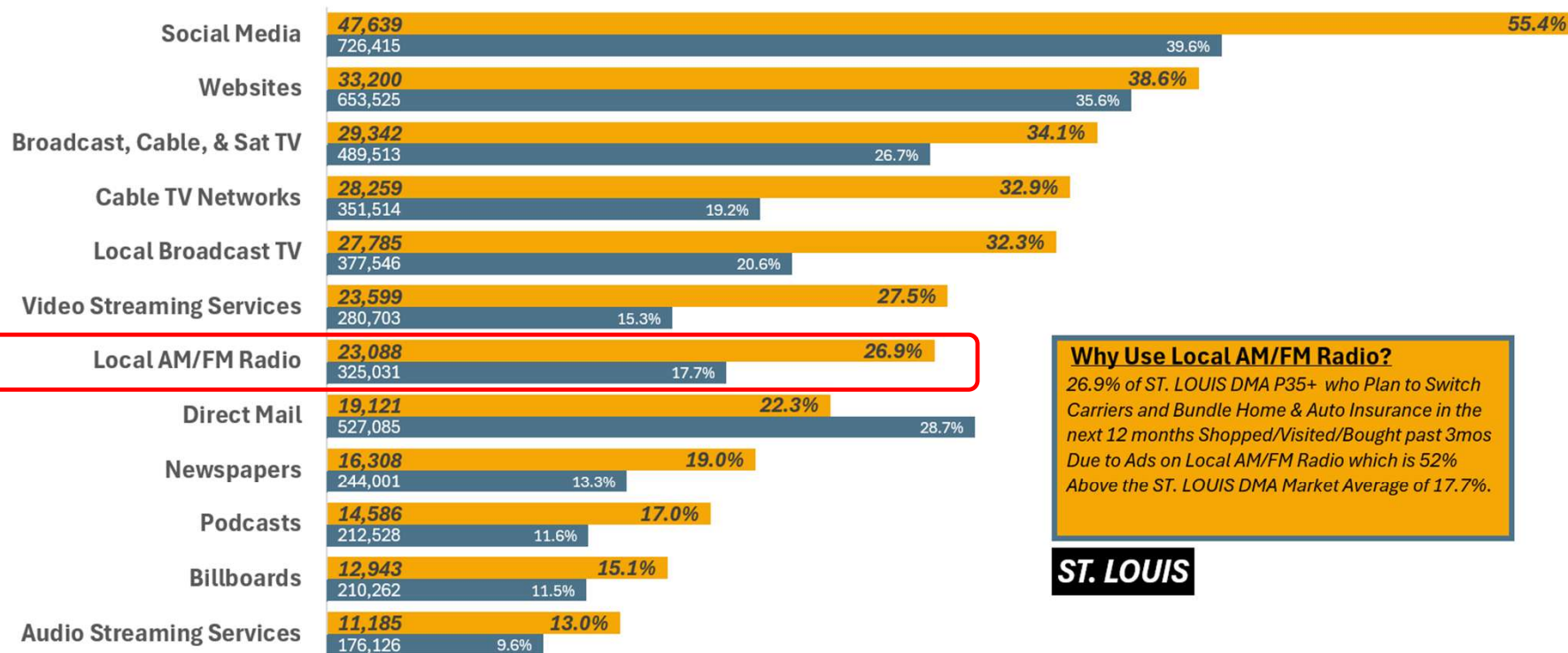
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"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

26.9% of ST. LOUIS DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 52% Above the ST. LOUIS DMA Market Average of 17.7%.

ST. LOUIS

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 70
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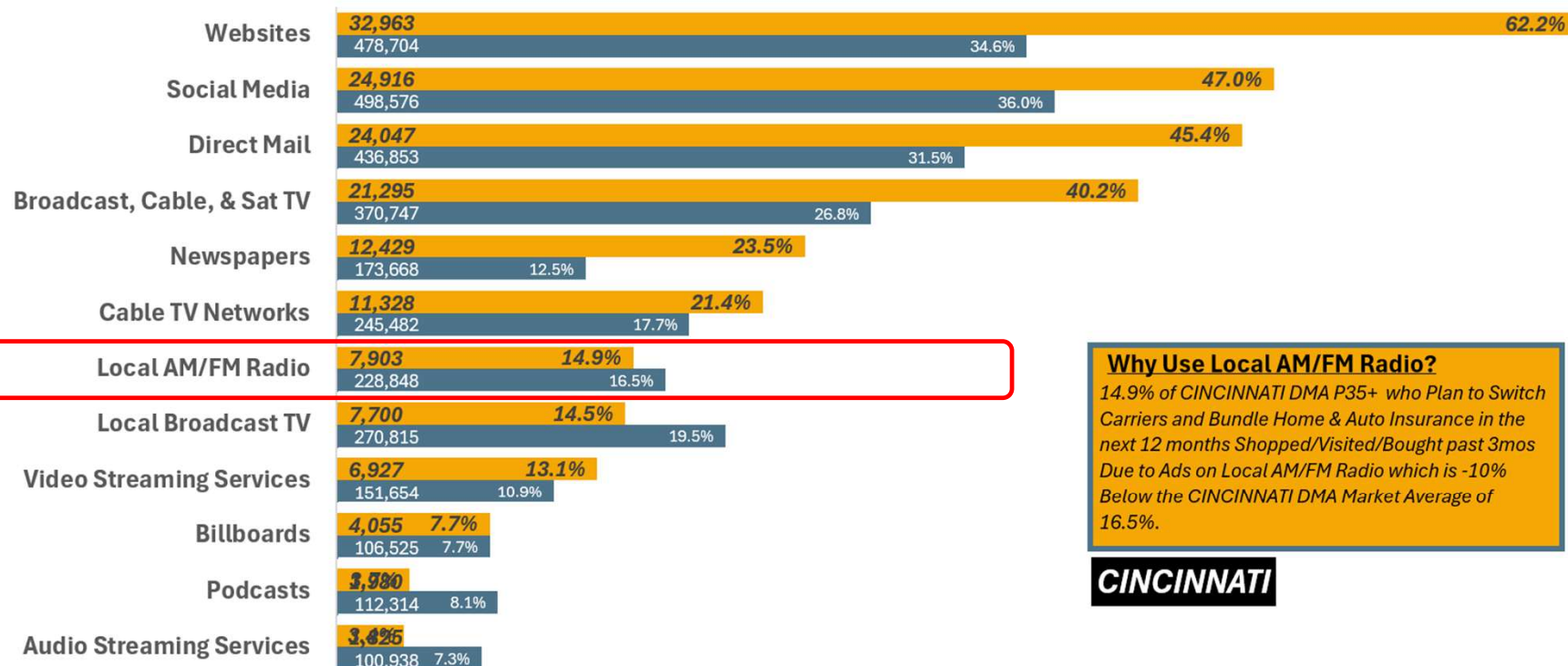
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[[[Own or rent residence (HHLD): Own AND (Number of vehicles (HHLD): 1:Vehicle OR Number of vehicles (HHLD): 2:Vehicles OR Number of vehicles (HHLD): 3:Vehicles OR Number of vehicles (HHLD): 4 or more: Vehicles)) AND Home/rent insurance-plan to switch provider next 12 mo(HHLD): Yes) AND Auto insurance - plan to switch provider next 12 mths (HHLD): Yes]]



"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.9% of CINCINNATI DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the CINCINNATI DMA Market Average of 16.5%.

CINCINNATI

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 60

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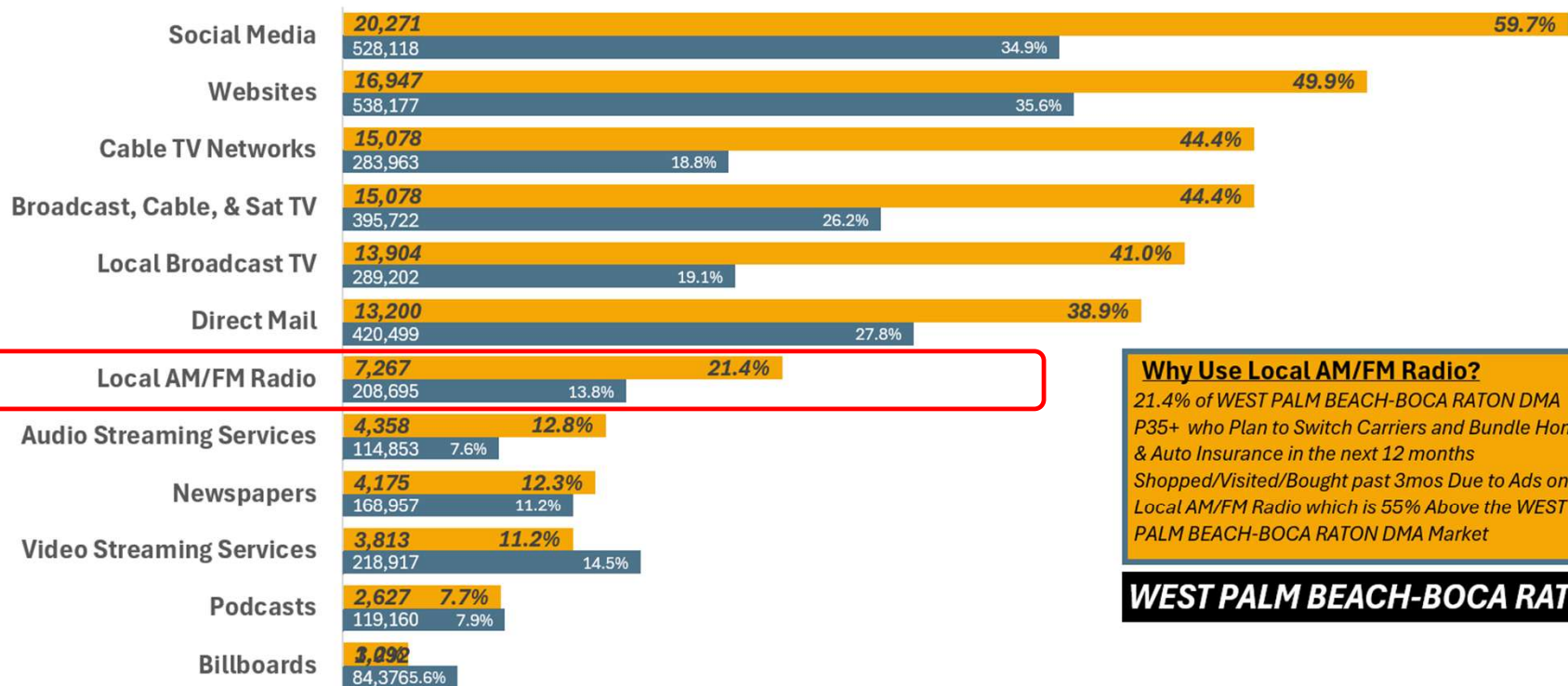
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"Advertising Actions"

P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21.4% of WEST PALM BEACH-BOCA RATON DMA P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 55% Above the WEST PALM BEACH-BOCA RATON DMA Market

WEST PALM BEACH-BOCA RATON

■ P35+ who Plan to Switch Carriers and Bundle Home & Auto Insurance in the next 12 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 47

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