USA+4 DMAs – P18+ who use UnitedHealthcare.

Complete Demographic & Media Use Profiles



United Healthcare

United Healthcare USA

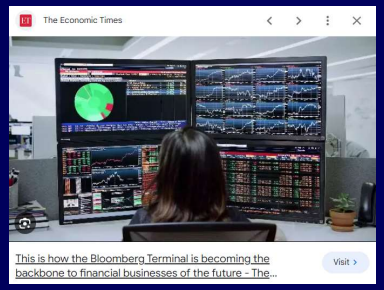
United Healthcare CHI

United Healthcare WDC

United Healthcare SEA

United Healthcare PHX

Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA, and PHOENIX DMA P18+ who use UnitedHealthcare as their Health Insurance Carrier (All Types) as of SEPTEMBER 2024.



P18+

Vanguard®

BLACKROCK

STATE STREET

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

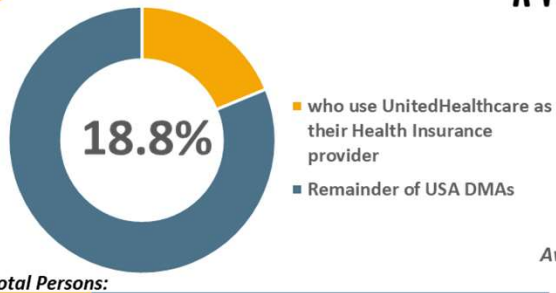
HUBBARD BROADCASTING INC. HB INC.

Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

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

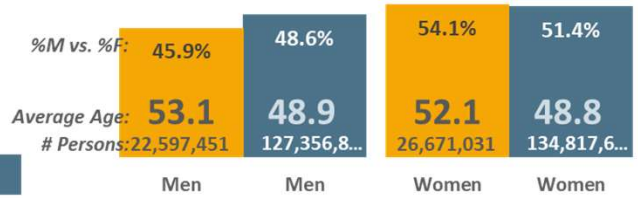
Percent of Market: Adults 18 or older



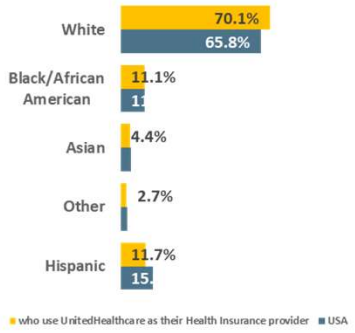
Total Persons:



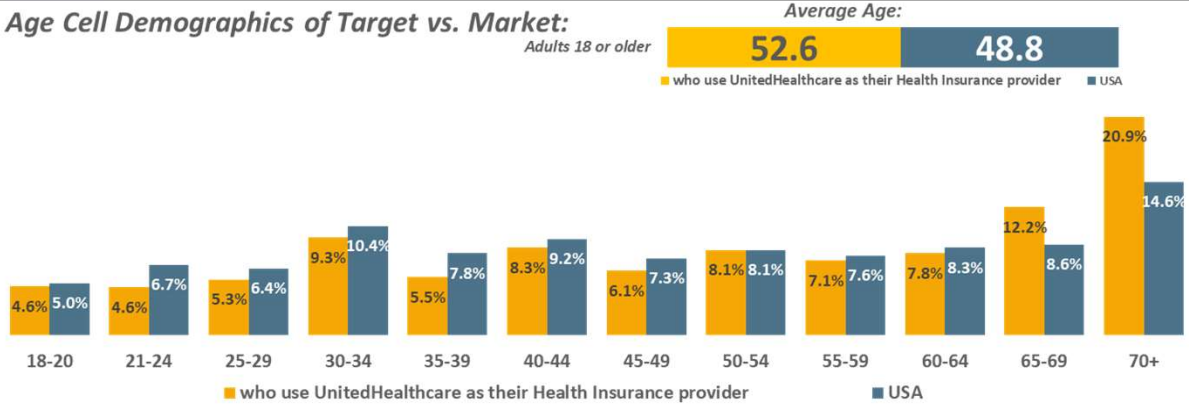
Gender of Target vs. Market: Adults 18 or older



Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:

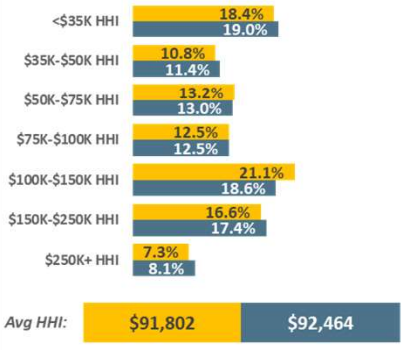


USA *USA Projection* *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *4,864*

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

HHI of Target vs. Market:



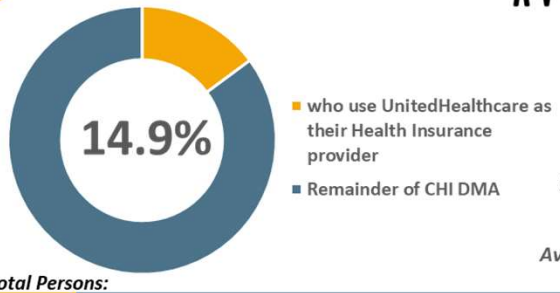
Avg HHI: $91,802 | $92,464

Health insurance carrier - All types: UnitedHealthcare

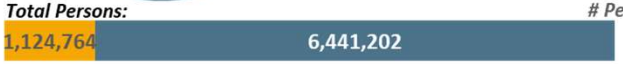
United Healthcare CHI

14.9% or 1,124,764 of CHI DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 51.4 years old (6.3% older than average) and have a $93,571 (12.2% lower than average) annual household income.

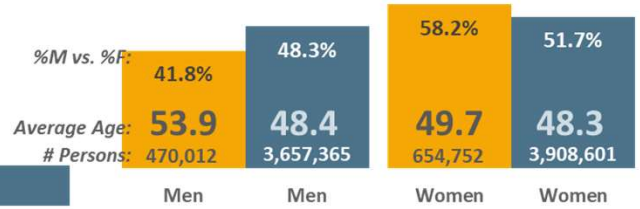
Percent of Market: Adults 18 or older



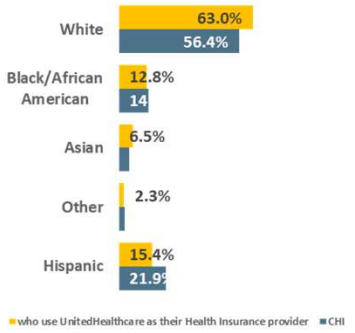
Total Persons:



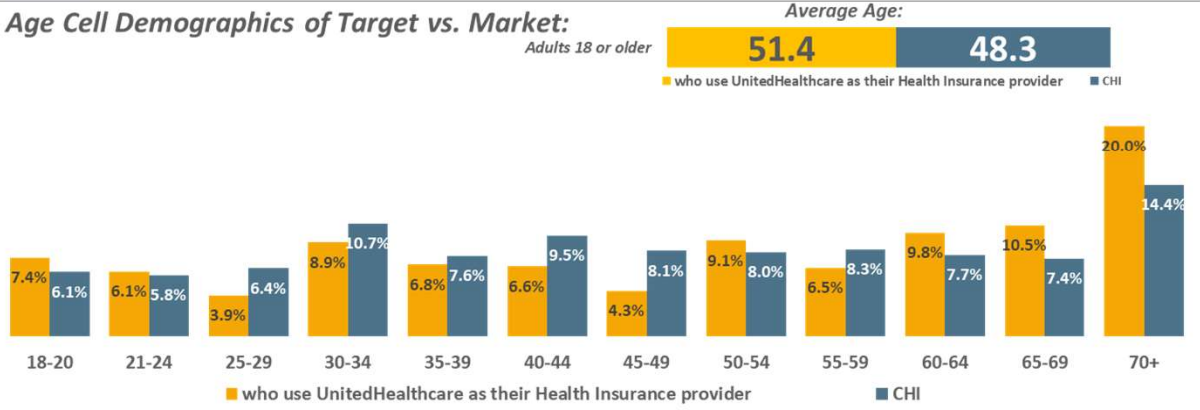
Gender of Target vs. Market: Adults 18 or older



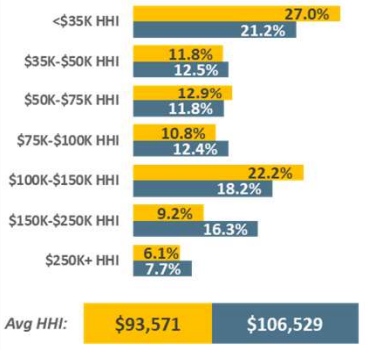
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $93,571 $106,529

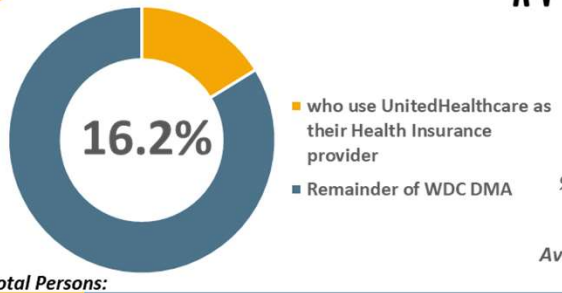
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

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Health insurance carrier - All types: UnitedHealthcare

16.2% or 922,314 of WDC DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 52.5 years old (10.2% older than average) and have a $132,802 (.3% lower than average) annual household income.

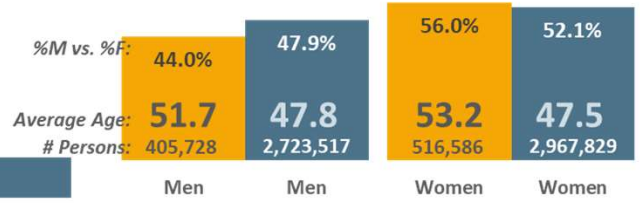
Percent of Market: Adults 18 or older



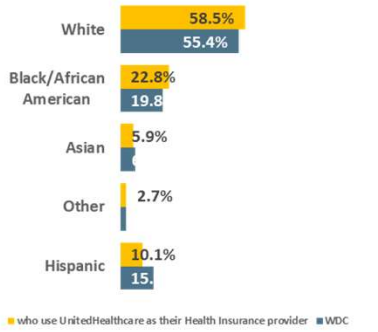
Total Persons:

922,314	4,769,032

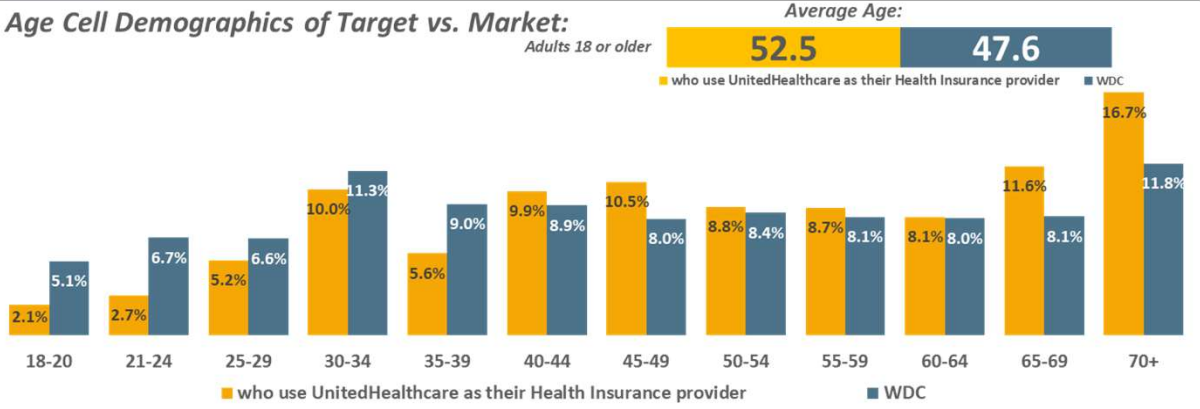
Gender of Target vs. Market: Adults 18 or older



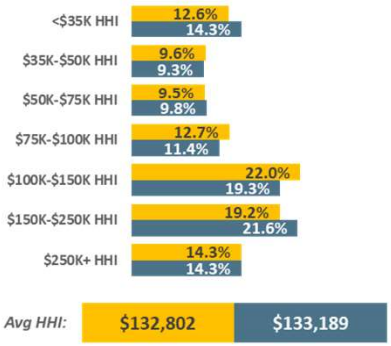
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$132,802	$133,189

WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

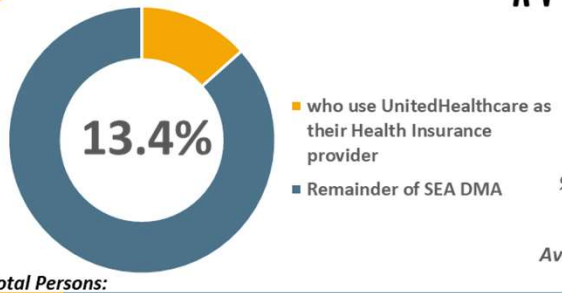
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

13.4% or 604,148 of SEA DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 52.7 years old (9.1% older than average) and have a $99,650 (18.8% lower than average) annual household income.

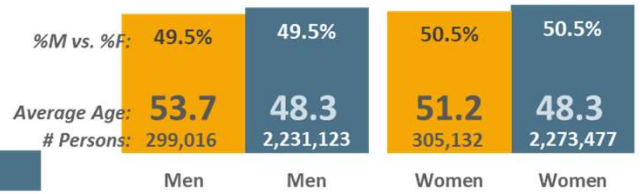
Percent of Market: Adults 18 or older



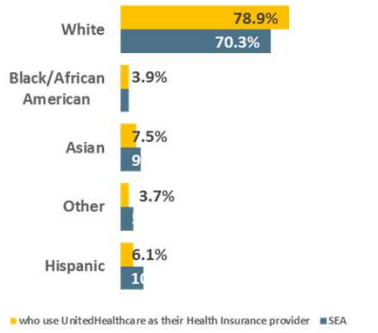
Total Persons:



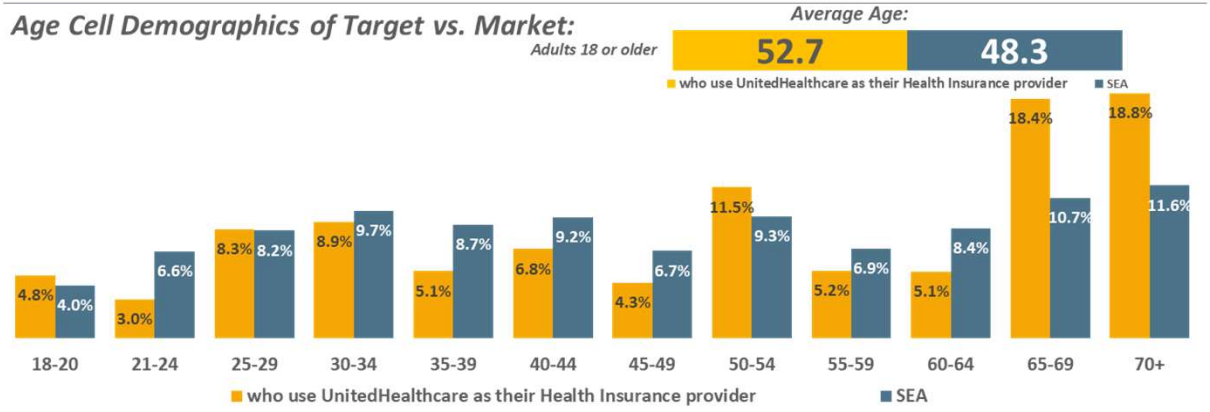
Gender of Target vs. Market: Adults 18 or older



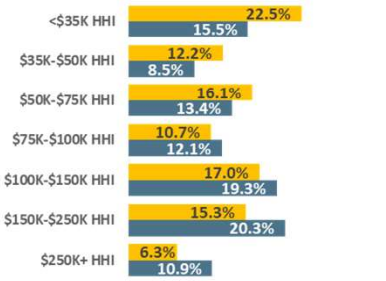
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: $99,650 | $122,671

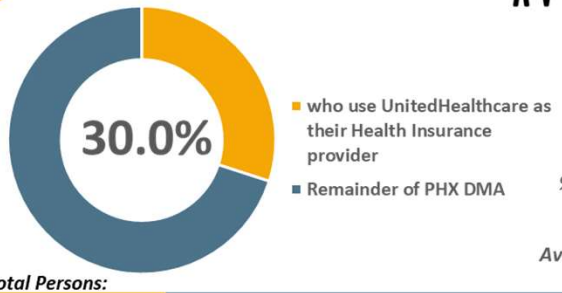
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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United Healthcare **PHX**

30.% or 1,398,191 of PHX DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Typical Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 53. years old (7.1% older than average) and have a $104,889 (6.% higher than average) annual household income.

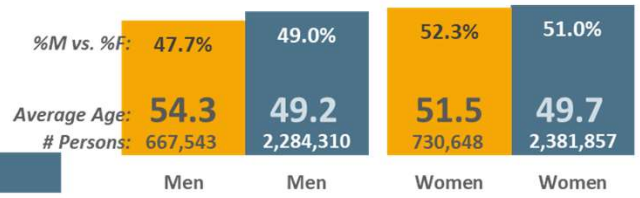
Percent of Market: Adults 18 or older



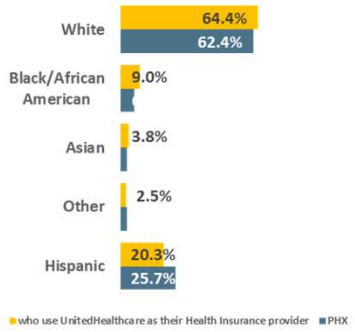
Total Persons:

1,398,191	3,267,976

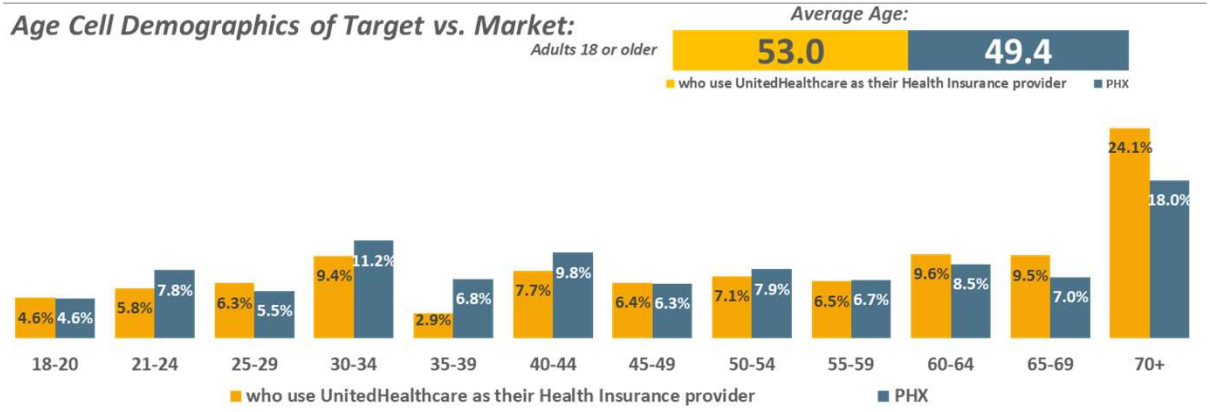
Gender of Target vs. Market: Adults 18 or older



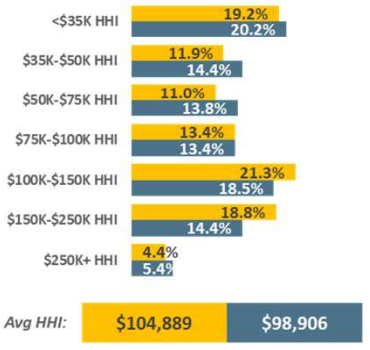
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:	$104,889	$98,906

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

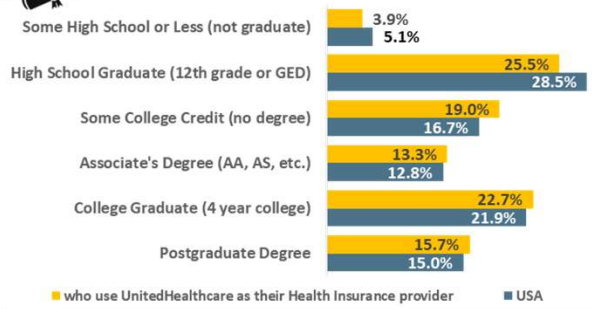
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Health insurance carrier - All types: UnitedHealthcare

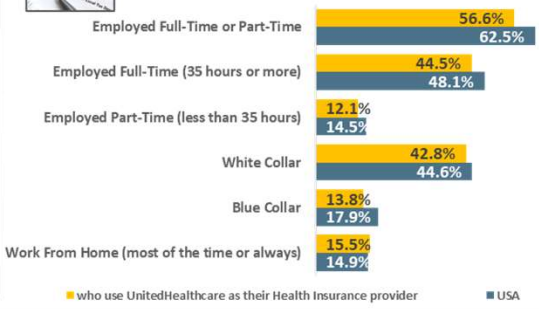
United Healthcare USA

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

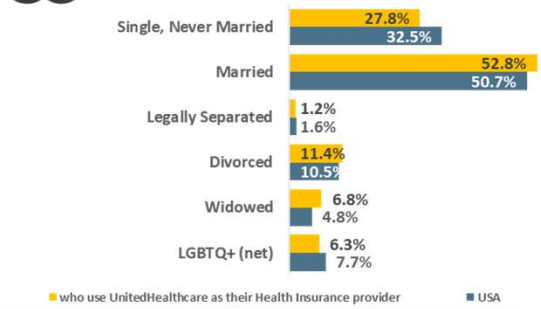
Education Levels: Adults 18 or older



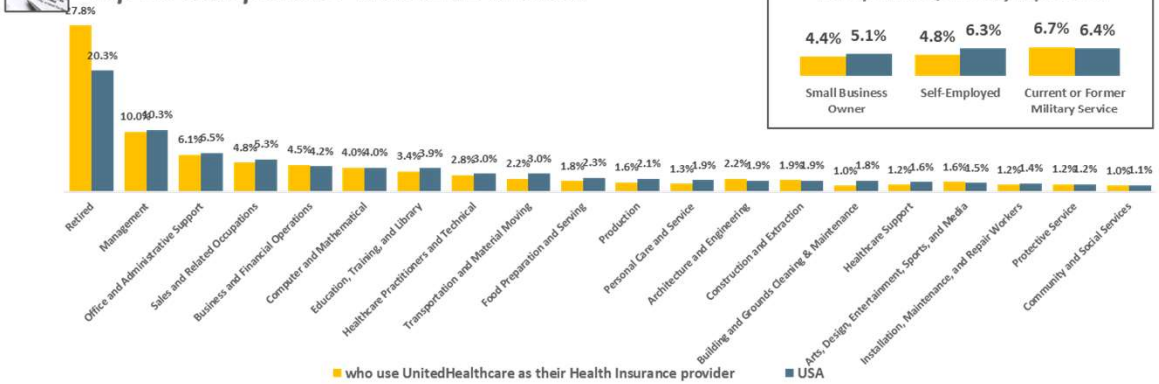
Employment: Adults 18 or older



Marital Status: Adults 18 or older

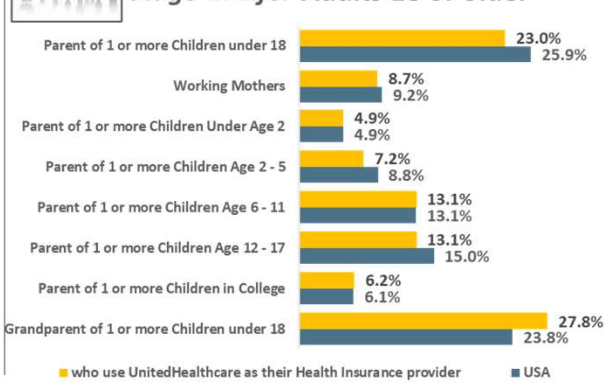


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



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

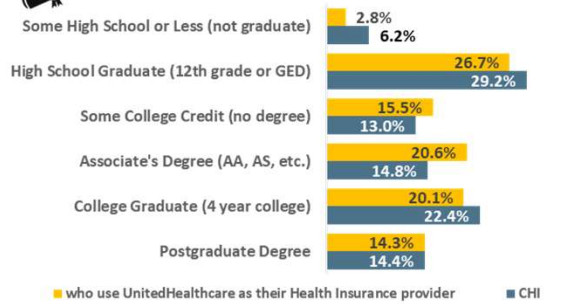
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

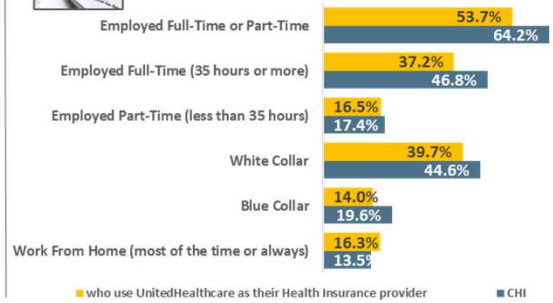
Health insurance carrier - All types: UnitedHealthcare

14.9% or 1,124,764 of CHI DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 6.6% less likely to be a college graduate, 20.5% less likely to work full-time, 6.6% less likely to be married, 7.1% less likely to be a parent of 1 or more children under

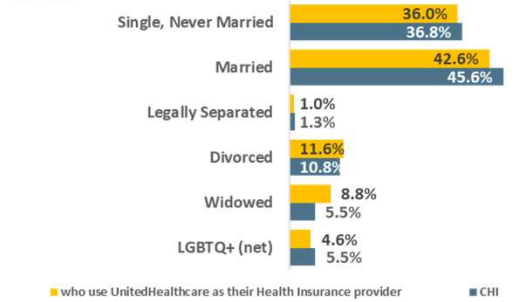
Education Levels: Adults 18 or older



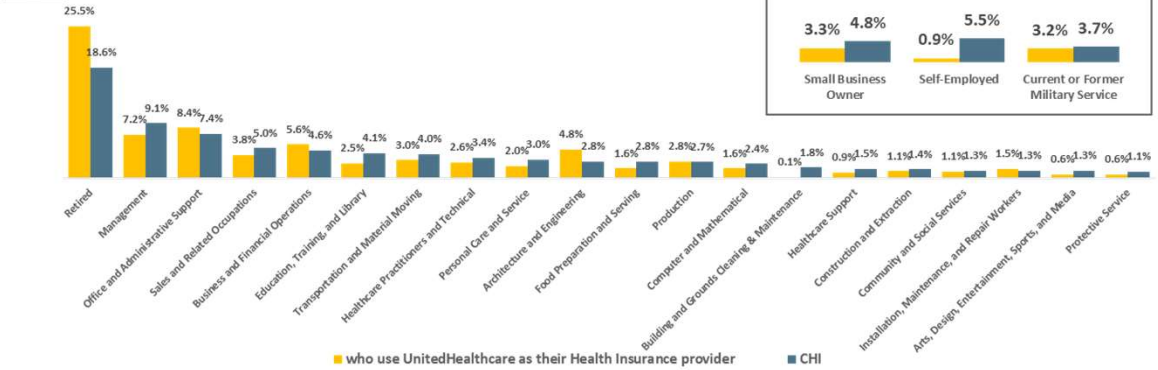
Employment: Adults 18 or older



Marital Status: Adults 18 or older

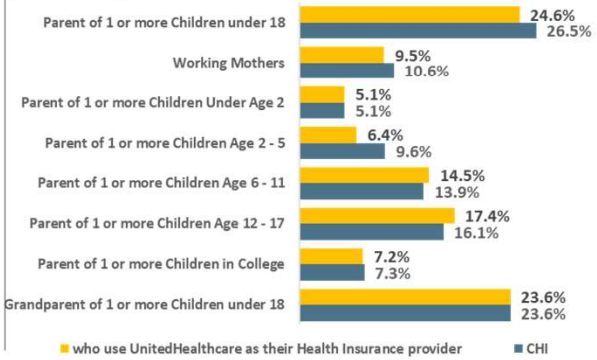


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



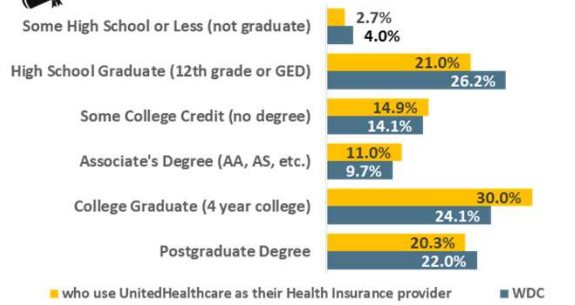
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

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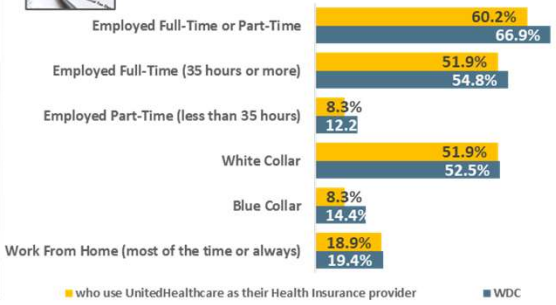
Health insurance carrier - All types: UnitedHealthcare

16.2% or 922,314 of WDC DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 9.4% more likely to be a college graduate, 5.3% less likely to work full-time, 10.3% more likely to be married, 10.5% more likely to be a parent of 1 or more children under

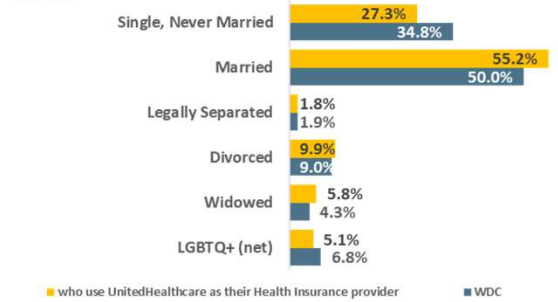
Education Levels: Adults 18 or older



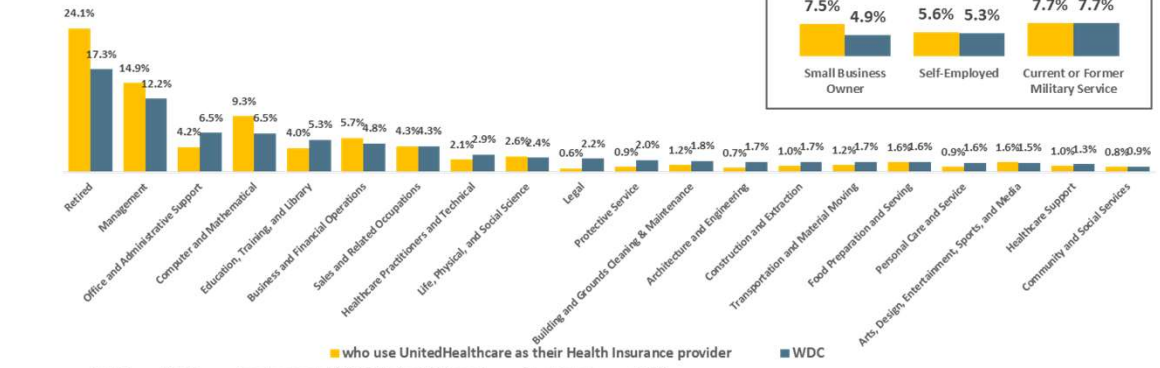
Employment: Adults 18 or older



Marital Status: Adults 18 or older

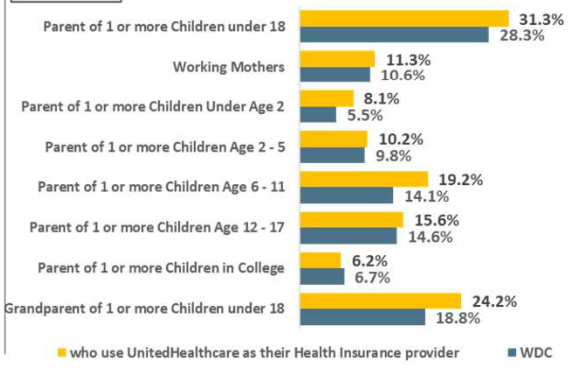


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

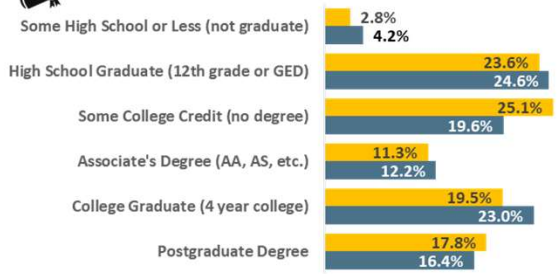
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Health insurance carrier - All types: UnitedHealthcare

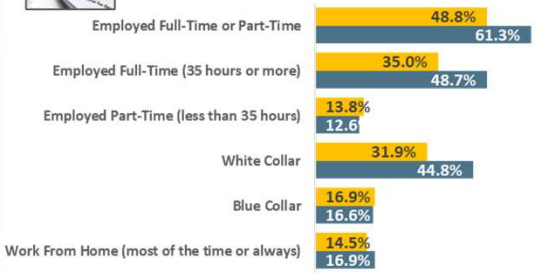
United Healthcare **SEA**

13.4% or 604,148 of SEA DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 5.4% less likely to be a college graduate, 28.2% less likely to work full-time, 2.7% less likely to be married, 15.2% less likely to be a parent of 1 or more children under

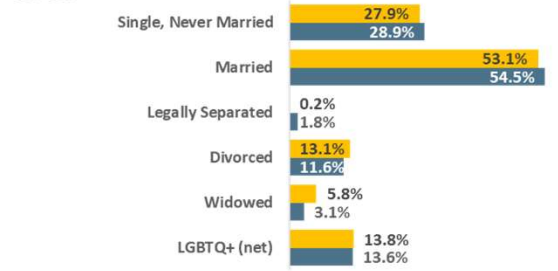
Education Levels: Adults 18 or older



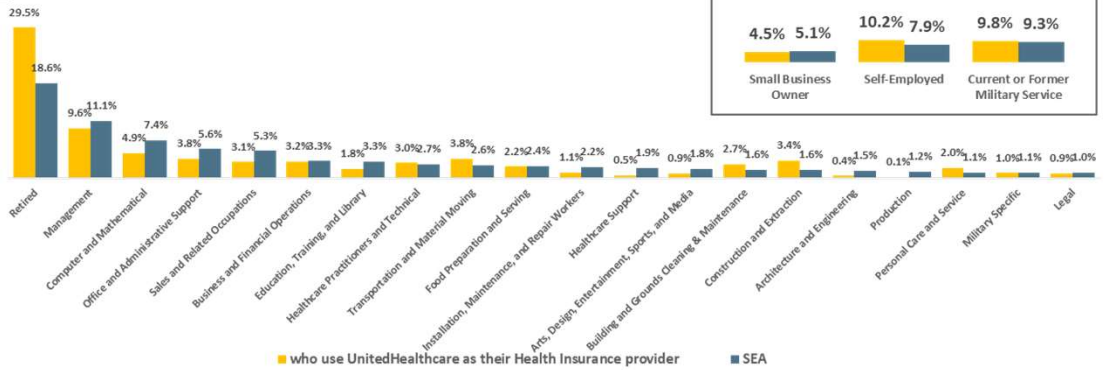
Employment: Adults 18 or older



Marital Status: Adults 18 or older

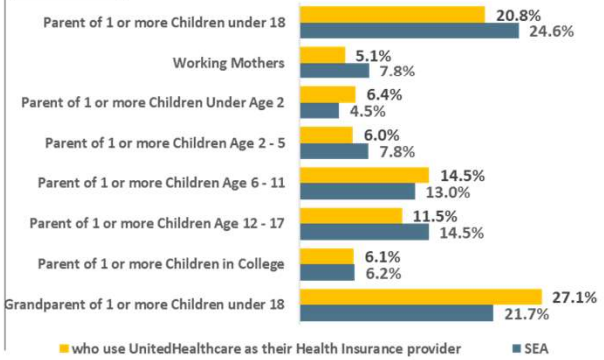


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



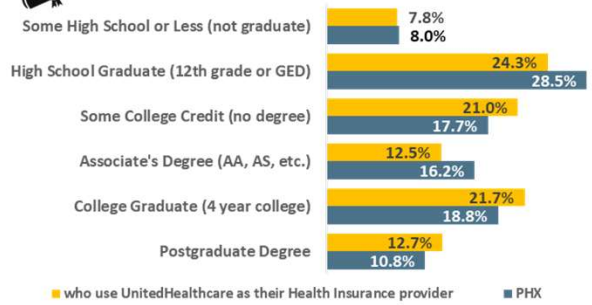
SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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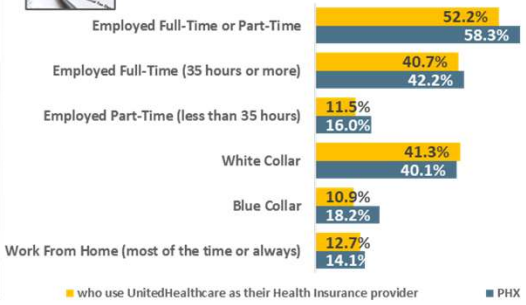
United Healthcare **PHX**

30.% or 1,398,191 of PHX DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 16.4% more likely to be a college graduate, 3.6% less likely to work full-time, 6.3% less likely to be married, 26.6% less likely to be a parent of 1 or more children under

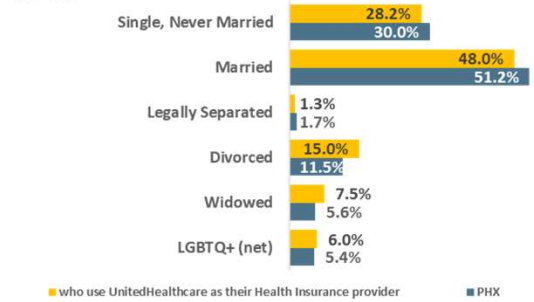
Education Levels: Adults 18 or older



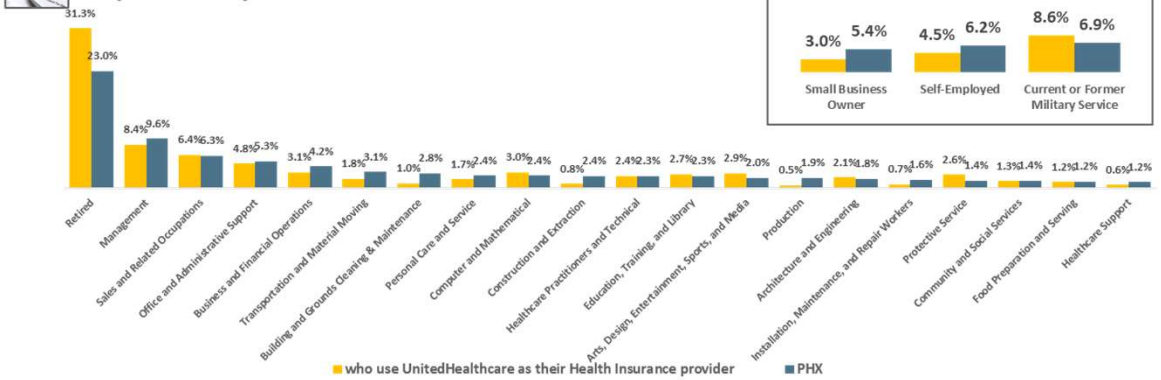
Employment: Adults 18 or older



Marital Status: Adults 18 or older

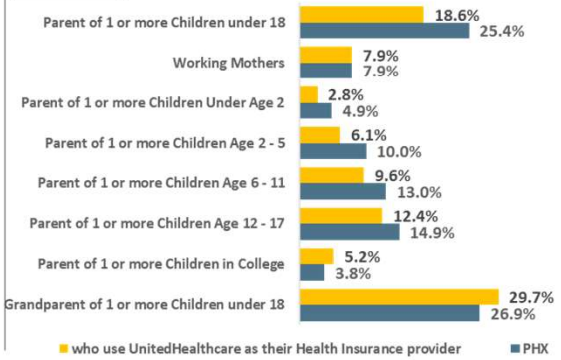


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

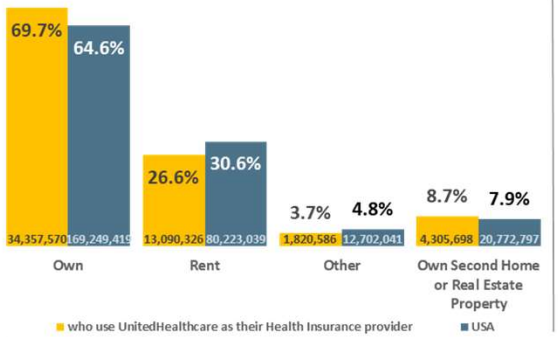
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Health insurance carrier - All types: UnitedHealthcare

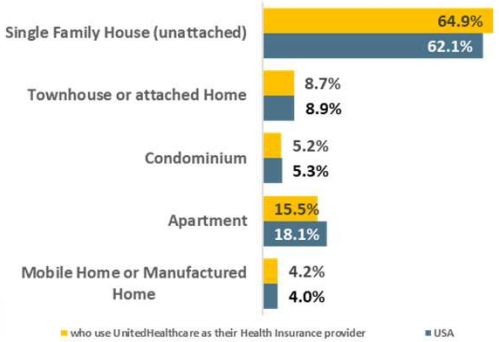
United Healthcare **USA**

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

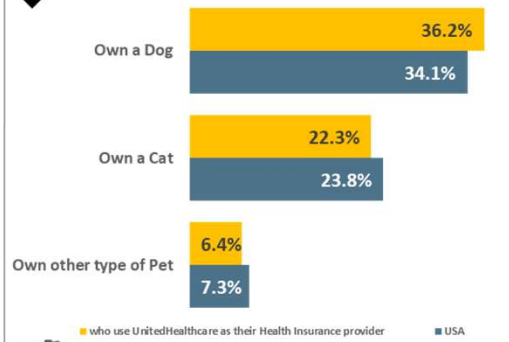
Own/Rent/Other: Adults 18 or older



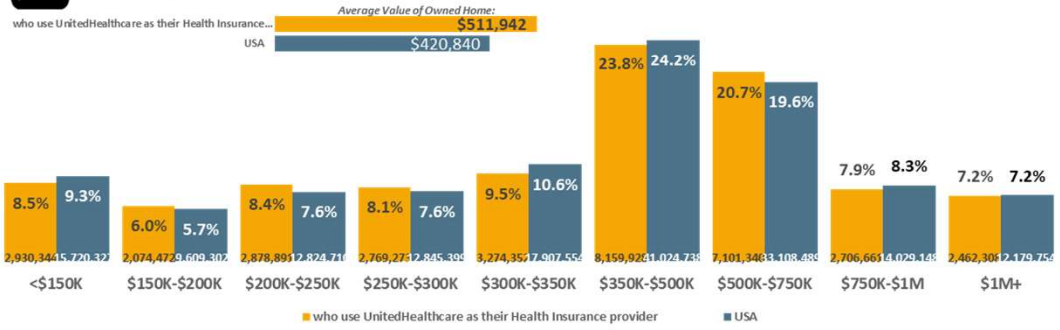
Type of Home: Adults 18 or older



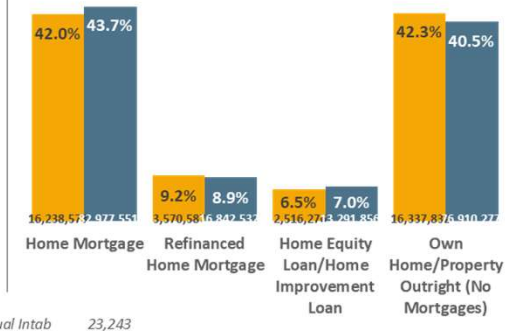
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

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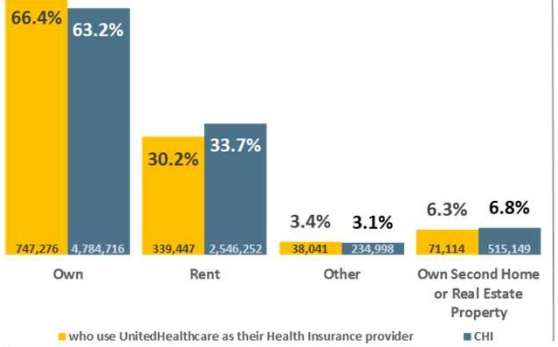
USA Projection *Scarborough R1 2024: Jan23-Aug24* *Qual Intab* *23,243*

Health insurance carrier - All types: UnitedHealthcare

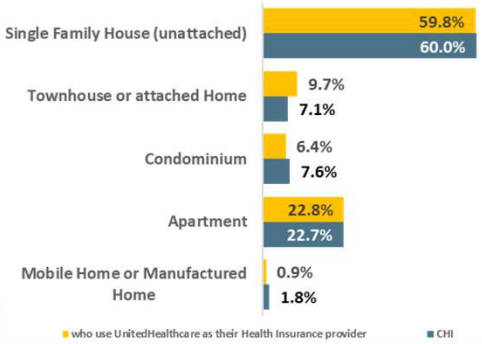
United Healthcare CHI

14.9% or 1,124,764 of CHI DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 5.1% more likely to own their home, .6% more likely to own a higher valued home, .4% less likely to have a single-family home, 12.4% more likely to have a dog.

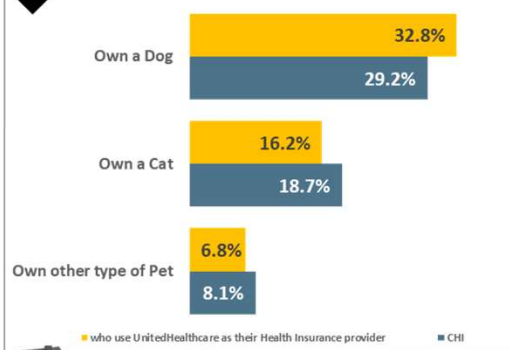
Own/Rent/Other: Adults 18 or older



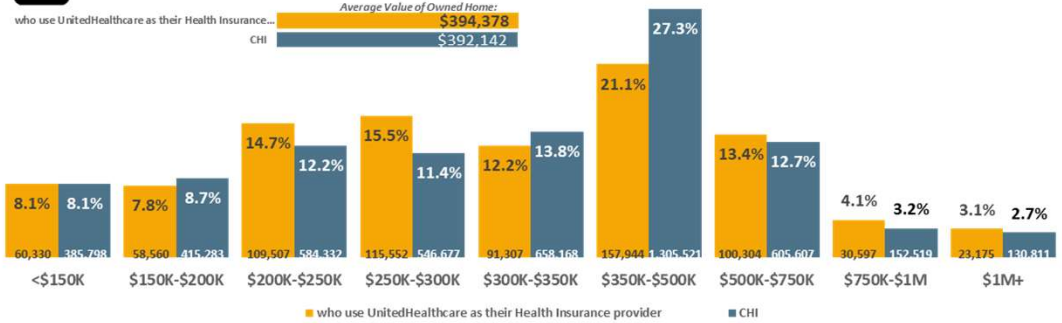
Type of Home: Adults 18 or older



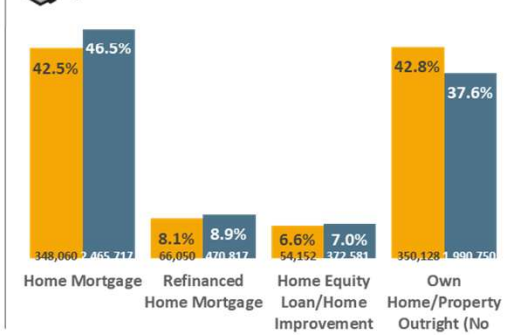
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



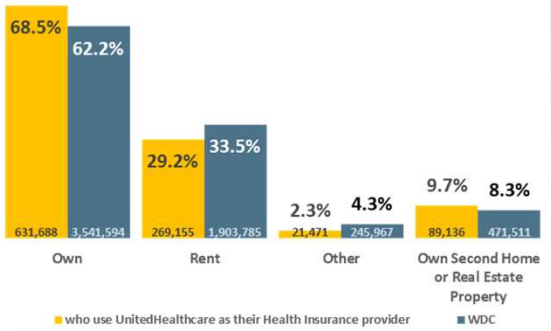
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

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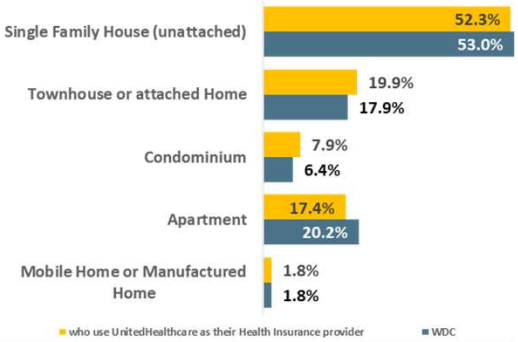
Health insurance carrier - All types: UnitedHealthcare

16.2% or 922,314 of WDC DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 10.1% more likely to own their home, .3% more likely to own a lower valued home, 1.4% less likely to have a single-family home, 2.4% more likely to have a dog.

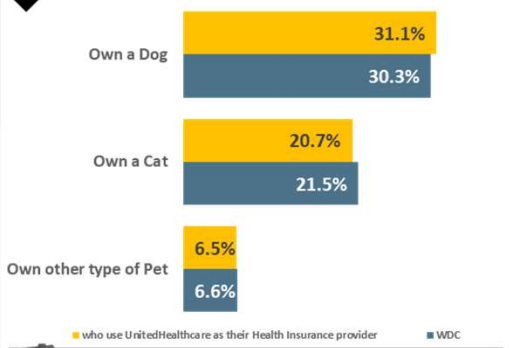
Own/Rent/Other: Adults 18 or older



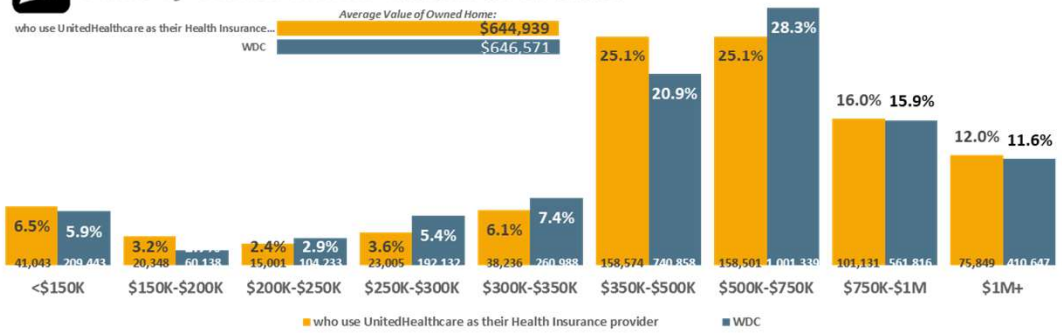
Type of Home: Adults 18 or older



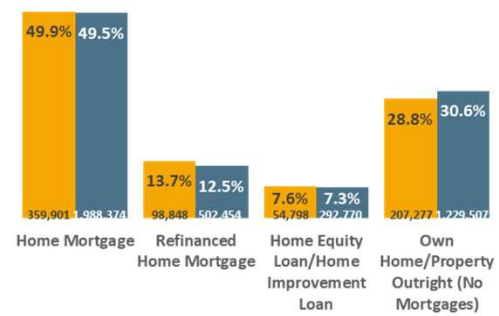
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

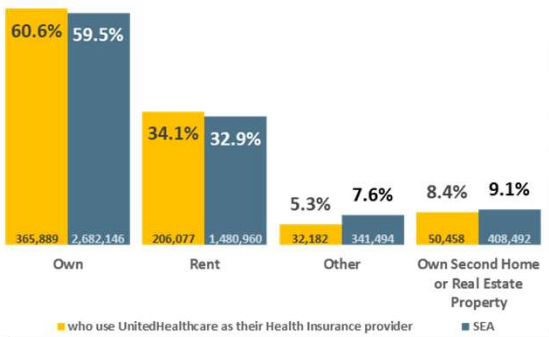
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Health insurance carrier - All types: UnitedHealthcare

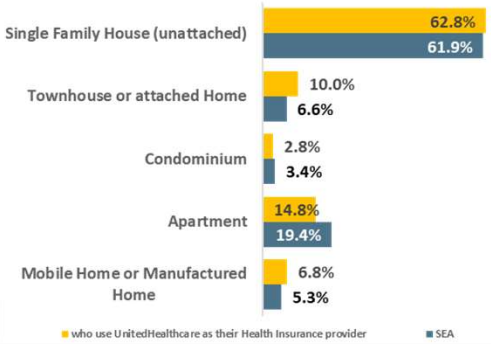
United Healthcare **SEA**

13.4% or 604,148 of SEA DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 1.7% more likely to own their home, 2.5% more likely to own a higher valued home, 1.4% more likely to have a single-family home, 12.2% more likely to have a dog.

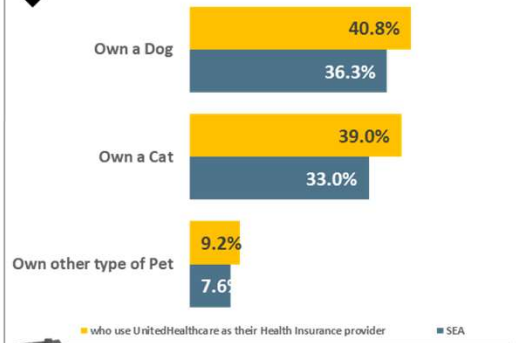
Own/Rent/Other: Adults 18 or older



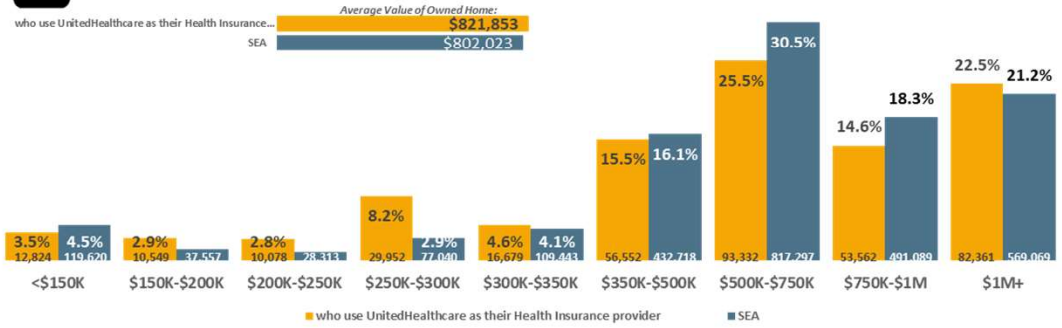
Type of Home: Adults 18 or older



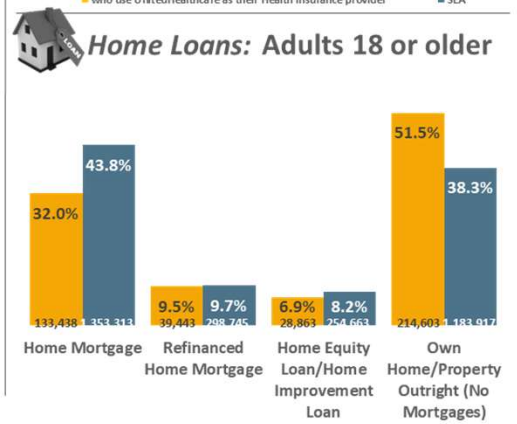
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

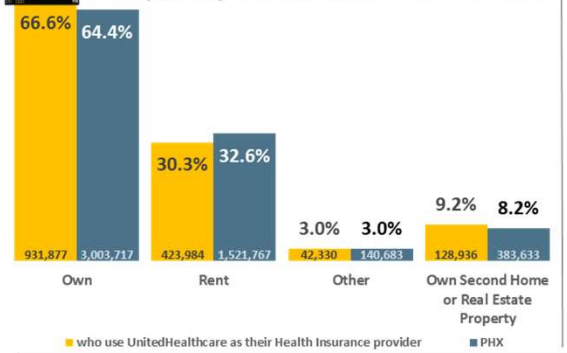
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Health insurance carrier - All types: UnitedHealthcare

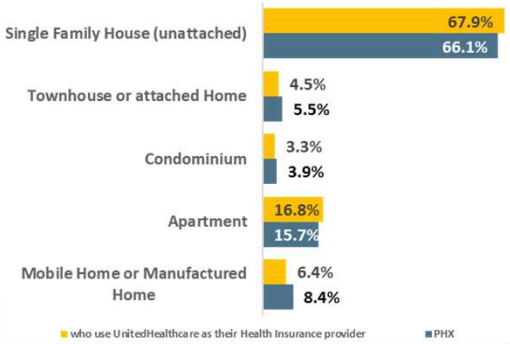
United Healthcare **PHX**

30.% or 1,398,191 of PHX DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 3.5% more likely to own their home, 2.1% more likely to own a higher valued home, 2.6% more likely to have a single-family home, 6.2% less likely to have a dog.

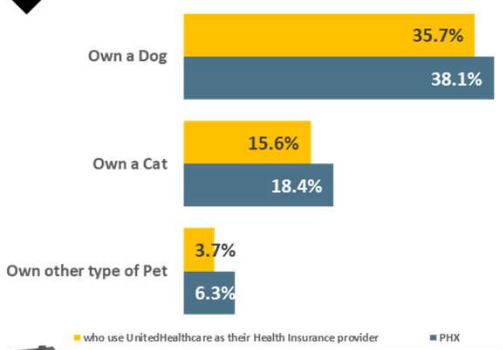
Own/Rent/Other: Adults 18 or older



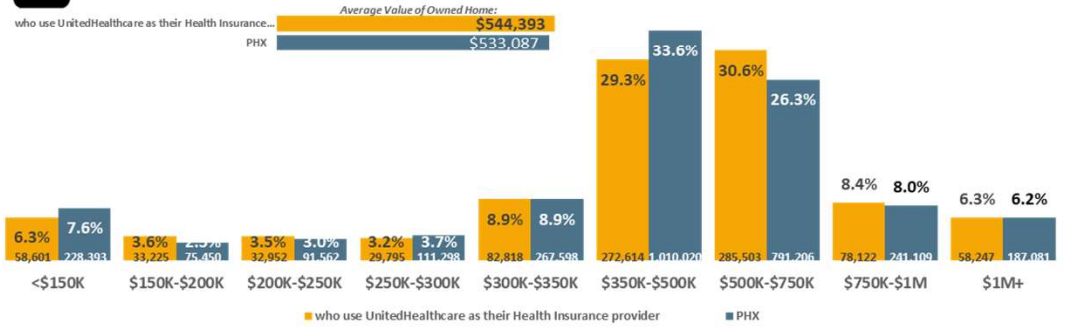
Type of Home: Adults 18 or older



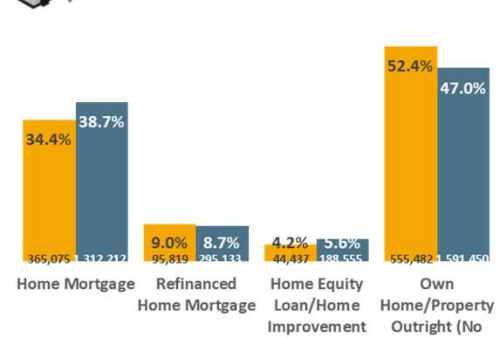
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

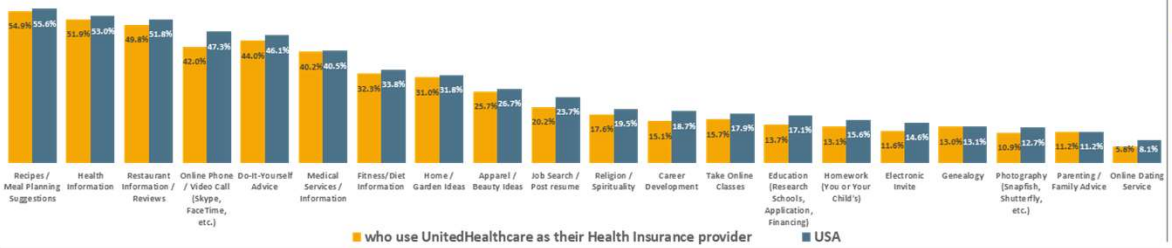
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Health insurance carrier - All types: UnitedHealthcare

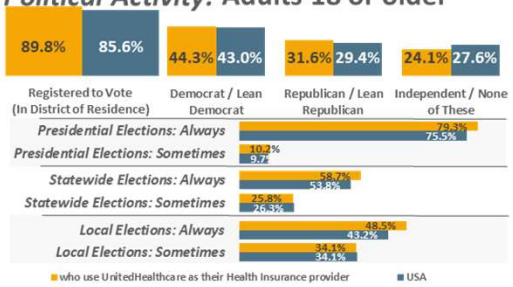
United Healthcare **USA**

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

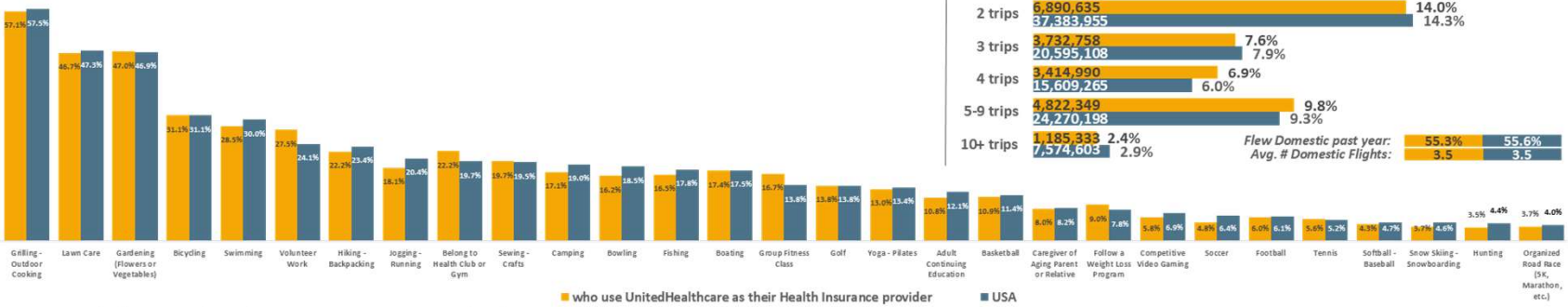
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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

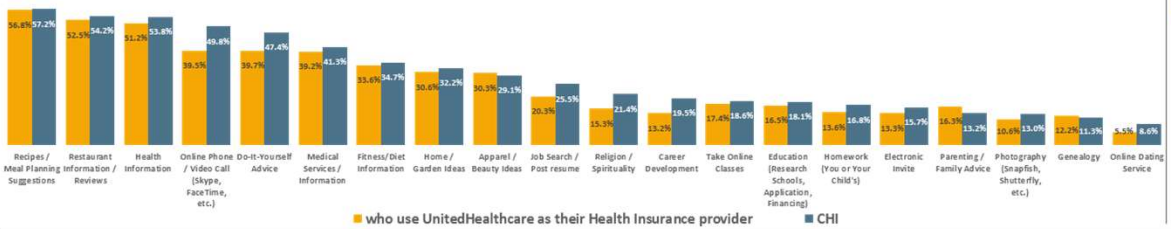
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

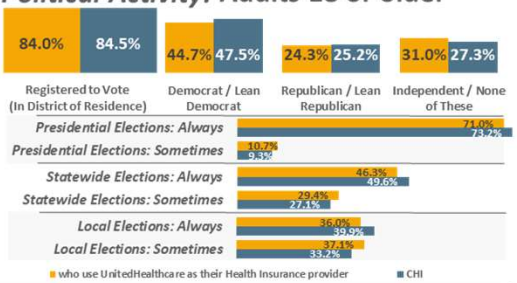
Health insurance carrier - All types: UnitedHealthcare

14.9% or 1,124,764 of CHI DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 16.2% less likely to look up D-I-Y advice online, 9.9% less likely to always vote in local elections, 17.6% more likely to belong to a gym, 1.9% less likely to fly domestic

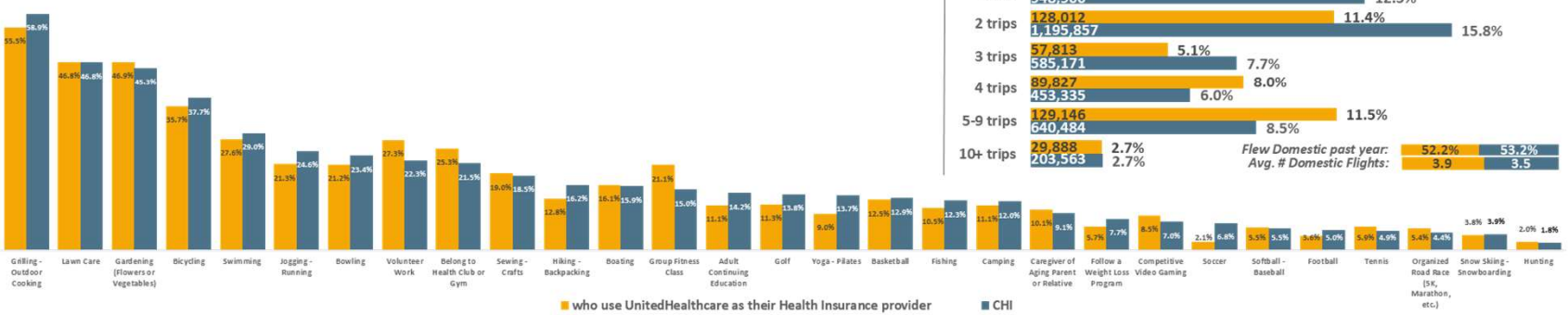
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

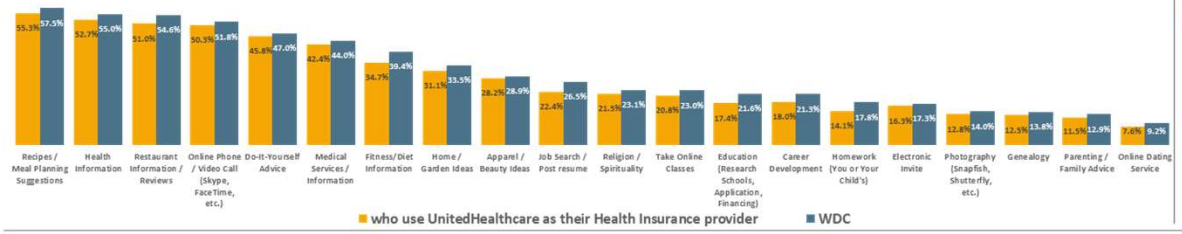
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

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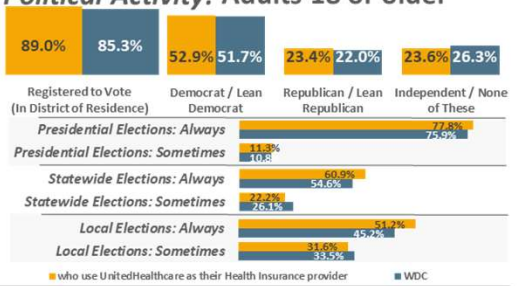
Health insurance carrier - All types: UnitedHealthcare

16.2% or 922,314 of WDC DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 2.6% less likely to look up D-I-Y advice online, 13.2% more likely to always vote in local elections, 1.3% less likely to belong to a gym, 3.6% more likely to fly domestic

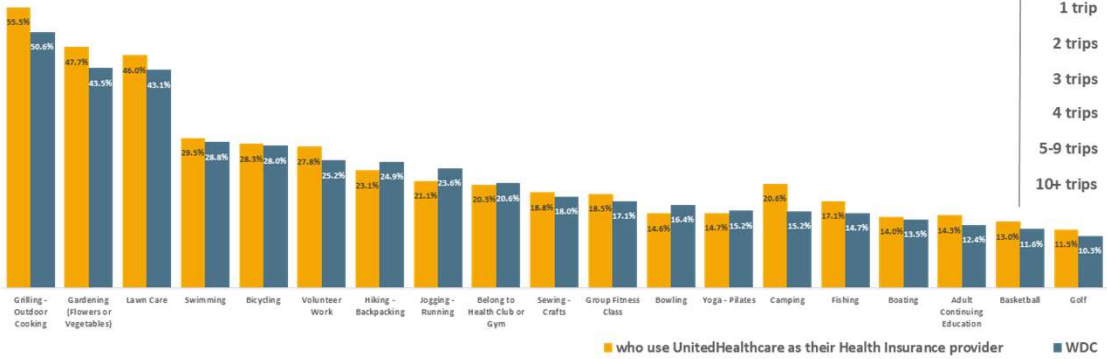
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



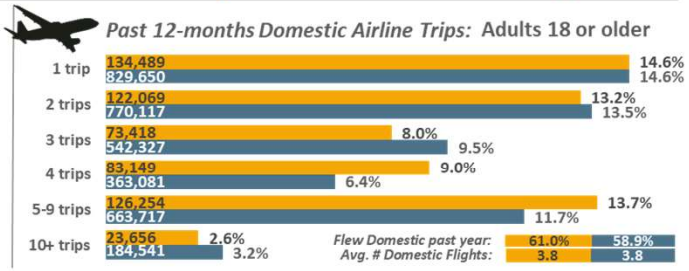
Political Activity: Adults 18 or older



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



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



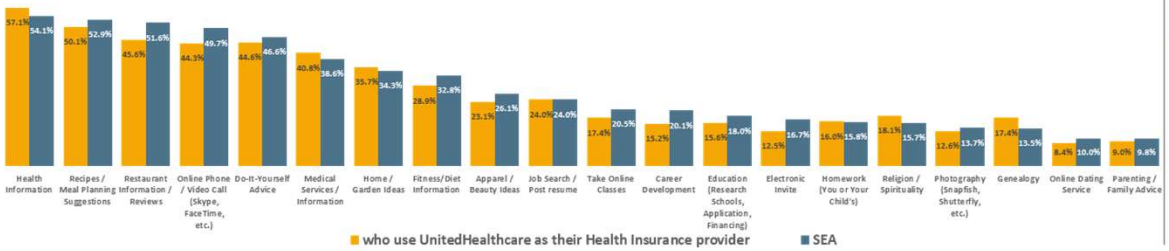
WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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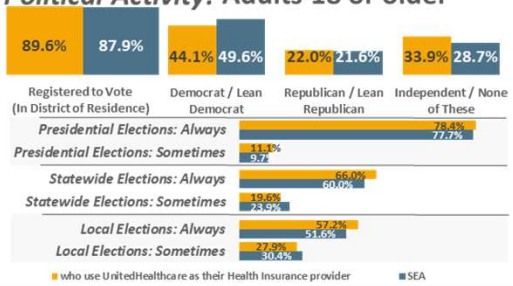
United Healthcare **SEA**

13.4% or 604,148 of SEA DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 4.4% less likely to look up D-I-Y advice online, 10.9% more likely to always vote in local elections, 8.3% less likely to belong to a gym, 10.5% less likely to fly domestic

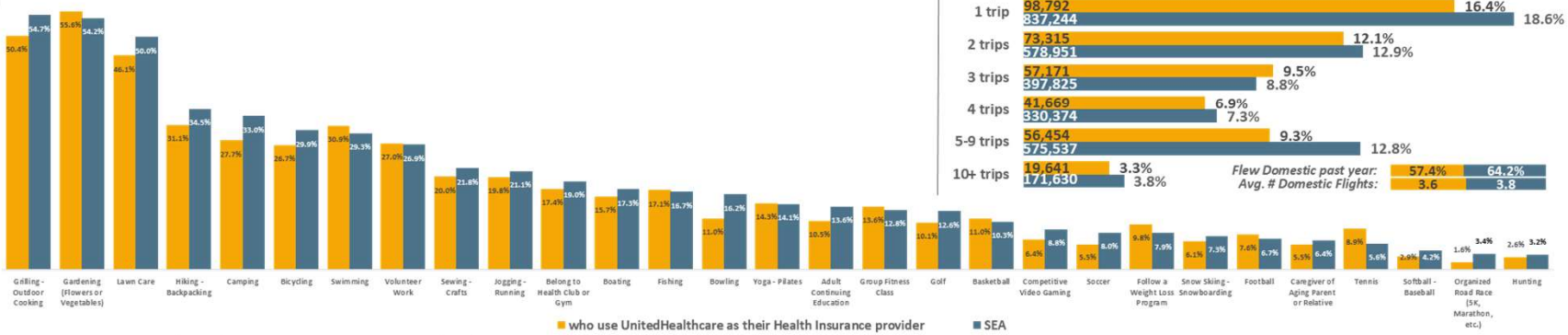
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

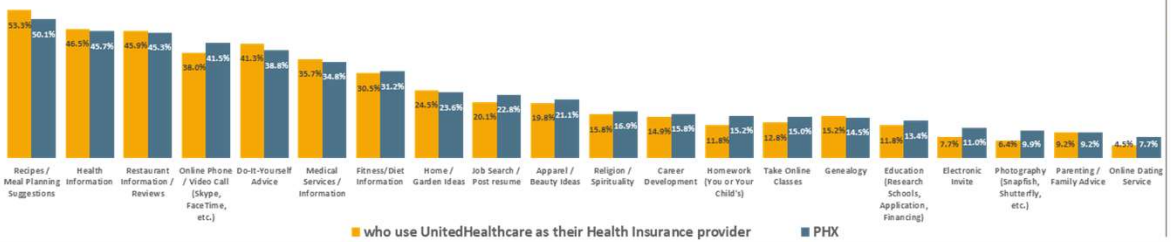
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Health insurance carrier - All types: UnitedHealthcare

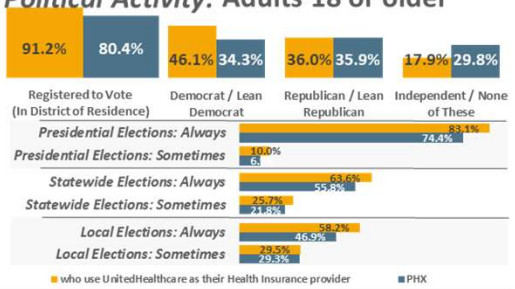
United Healthcare **PHX**

30.% or 1,398,191 of PHX DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 6.5% more likely to look up D-I-Y advice online, 24.1% more likely to always vote in local elections, 14.6% more likely to belong to a gym, 2.8% more likely to fly domestic

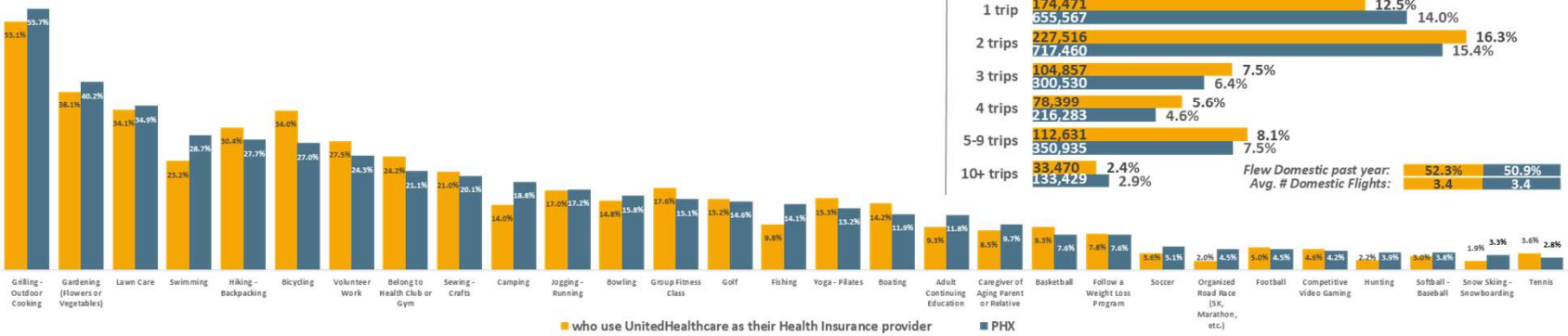
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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Health insurance carrier - All types: UnitedHealthcare

United Healthcare USA

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

Past 30-days QSR Users: Adults 18 or older



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

Avg. Monthly QSR Meals: 6.2 — 6.3

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



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

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

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

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

USA — 18.6%

Drank Past 30-days: Adults 18 or older

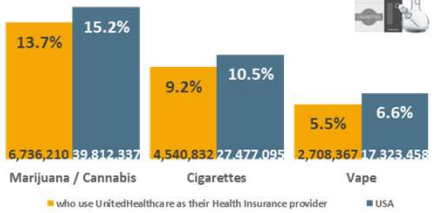


Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





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

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

Health insurance carrier - All types: UnitedHealthcare

14.9% or 1,124,764 of CHI DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are .6% less likely to use QSRs past mo., 8.4% less likely to use Sit-Down Restaurants past mo., 19.3% less likely to use Casinos past yr., 6.6% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

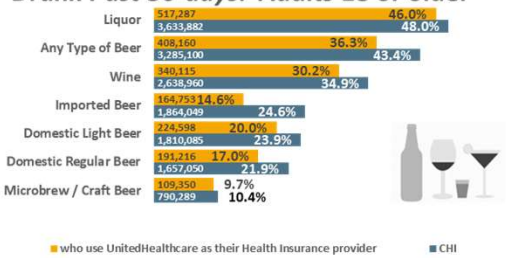
(Sit-Down Restaurants Used Past 30-days)



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

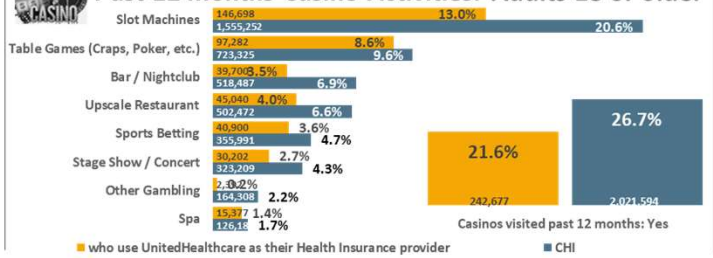


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

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Health insurance carrier - All types: UnitedHealthcare

16.2% or 922,314 of WDC DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 2.1% more likely to use QSRs past mo., 5.% more likely to use Sit-Down Restaurants past mo., 17.7% more likely to use Casinos past yr., 8.3% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older

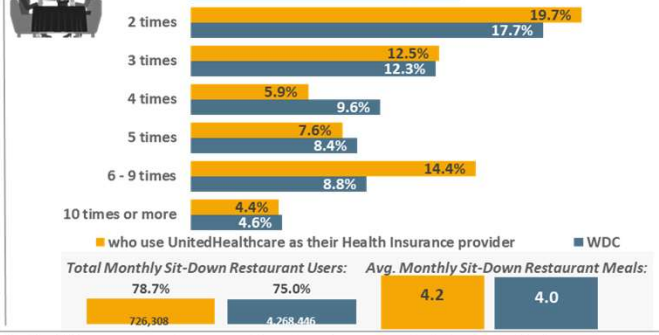


Total Monthly QSR Users:

Avg. Monthly QSR Meals:

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





Total Monthly Sit-Down Restaurant Users:

Avg. Monthly Sit-Down Restaurant Meals:

Top-10 Cuisines: Adults 18 or older

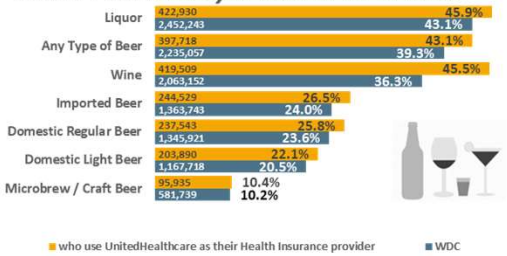
(Sit-Down Restaurants Used Past 30-days)



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

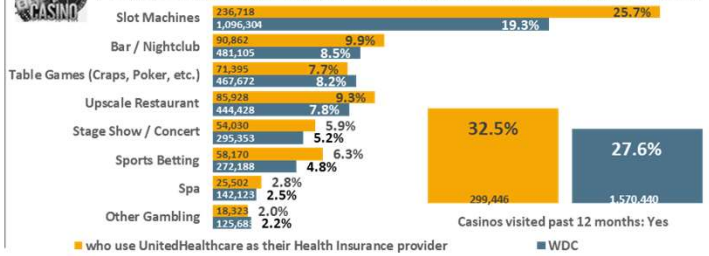


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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Health insurance carrier - All types: UnitedHealthcare

United Healthcare SEA

13.4% or 604,148 of SEA DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 3.3% more likely to use QSRs past mo., 6.4% less likely to use Sit-Down Restaurants past mo., 6.5% more likely to use Casinos past yr., 43.6% more likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



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

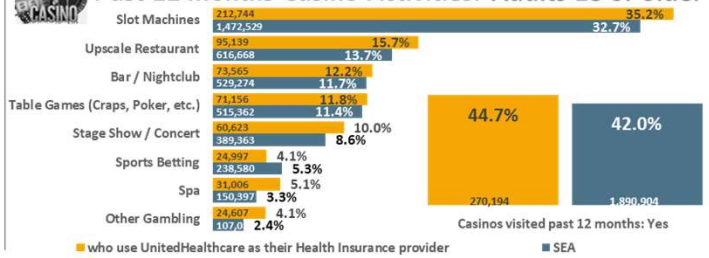


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **PHX**

30.% or 1,398,191 of PHX DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 3.4% less likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 11.2% more likely to use Casinos past yr., .5% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:



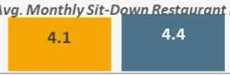
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

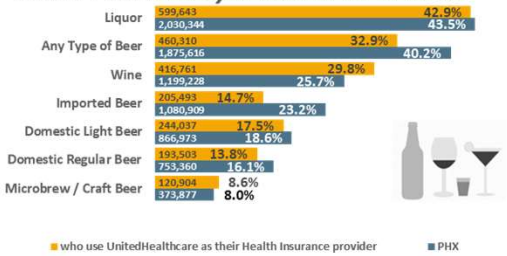
(Sit-Down Restaurants Used Past 30-days)



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

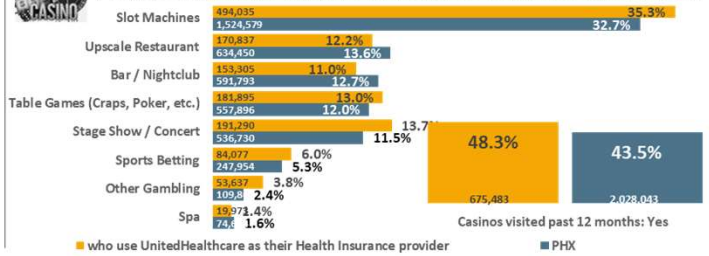


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

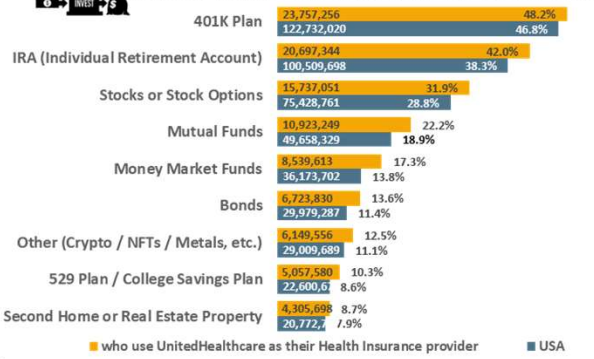
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Health insurance carrier - All types: UnitedHealthcare

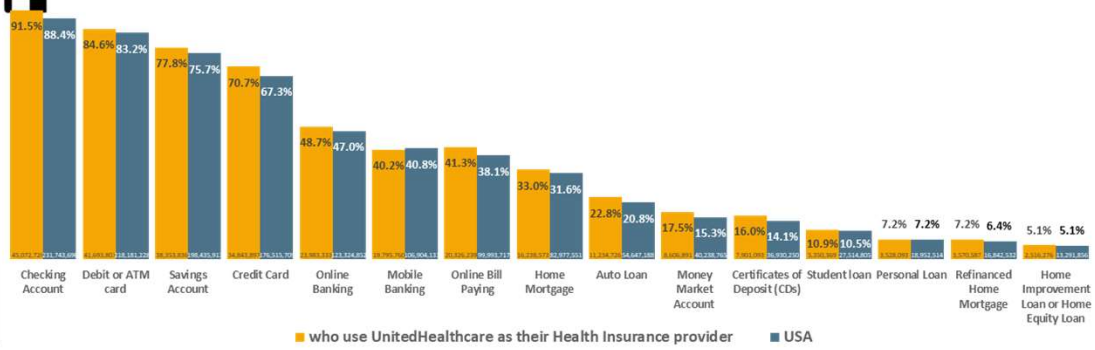
United Healthcare **USA**

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

Investments Owned: Adults 18 or older



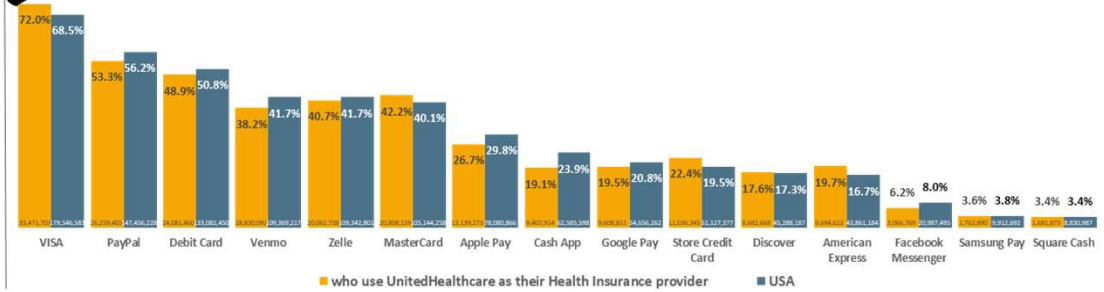
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



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

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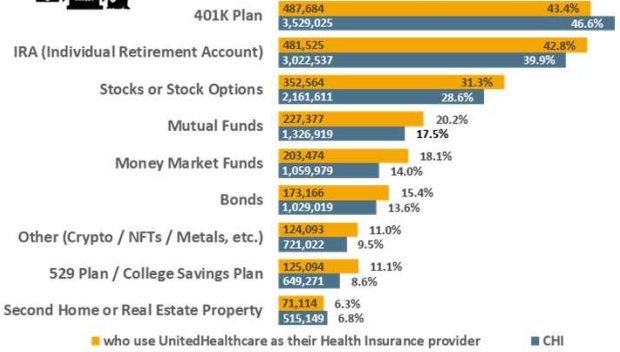
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

Health insurance carrier - All types: UnitedHealthcare

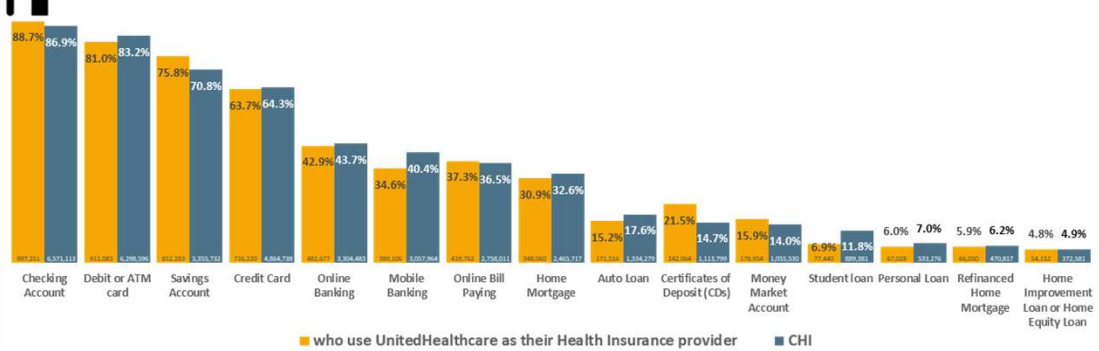
United Healthcare CHI

14.9% or 1,124,764 of CHI DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 7.% less likely to have a 401K, 13.5% less likely to have an Auto Loan, 16.9% less likely to Invest/Trade Stocks Online, 9.3% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



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

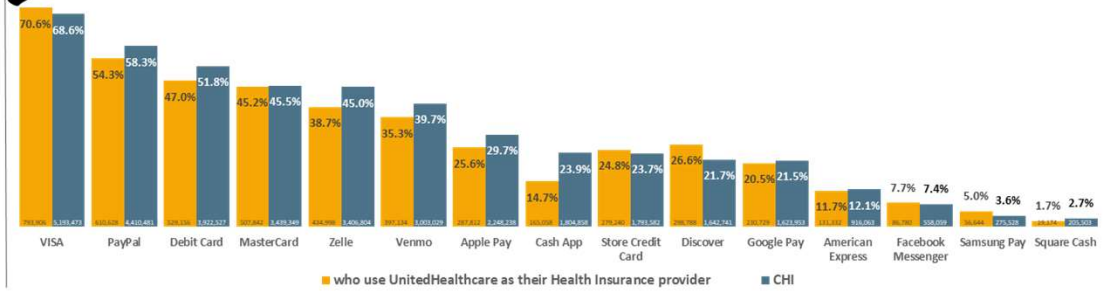


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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

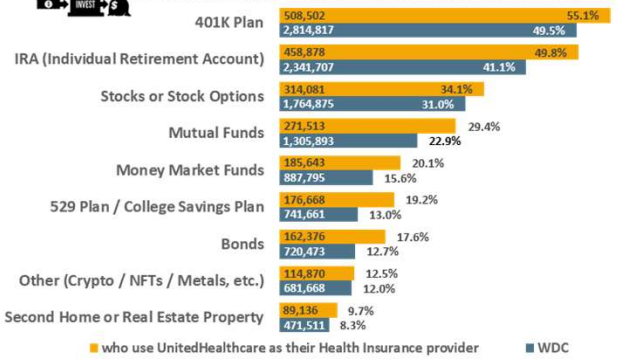


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

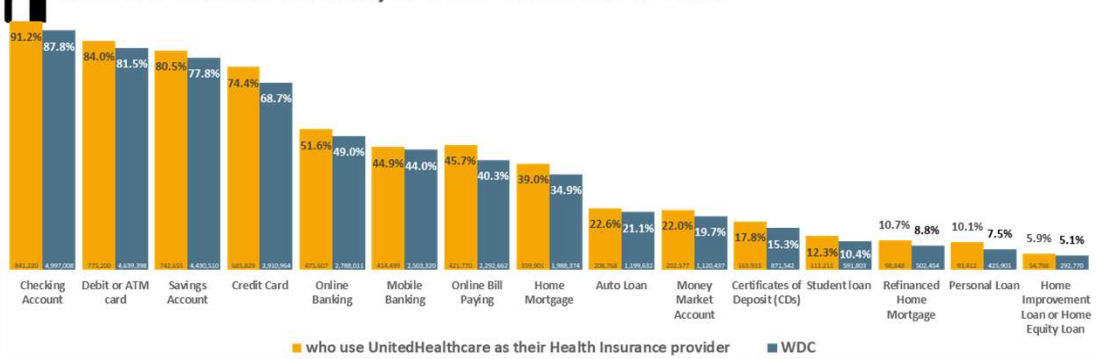
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16.2% or 922,314 of WDC DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 11.5% more likely to have a 401K, 7.4% more likely to have an Auto Loan, 2.6% more likely to Invest/Trade Stocks Online, 5.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



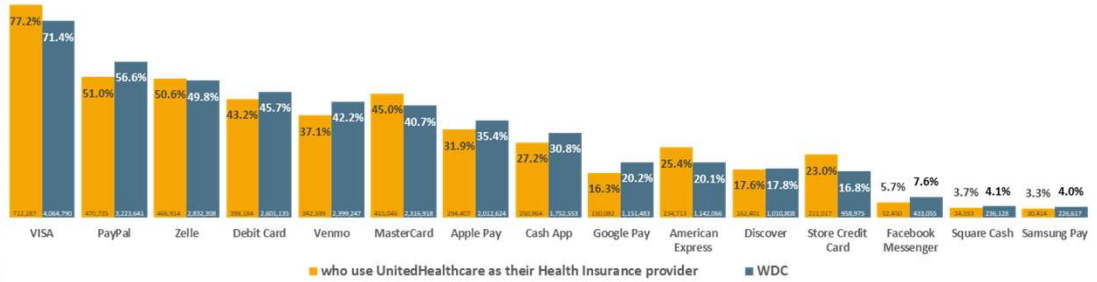
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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Health insurance carrier - All types: UnitedHealthcare

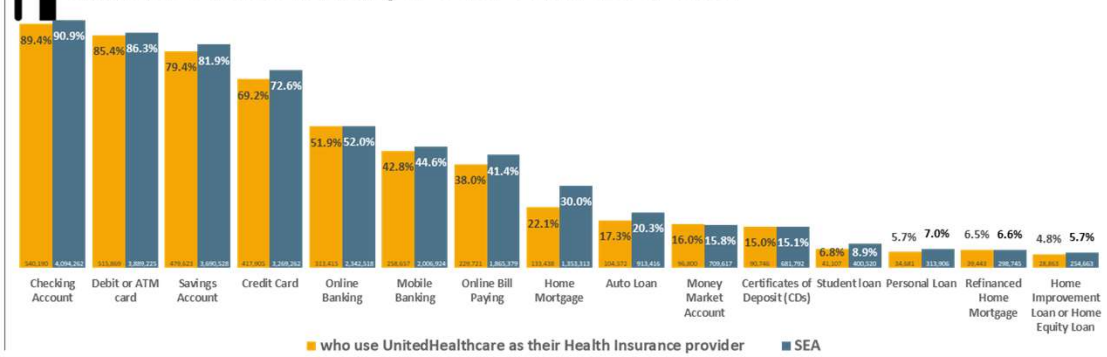
United Healthcare SEA

13.4% or 604,148 of SEA DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 11.4% less likely to have a 401K, 14.6% less likely to have an Auto Loan, 20.2% less likely to Invest/Trade Stocks Online, 2.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



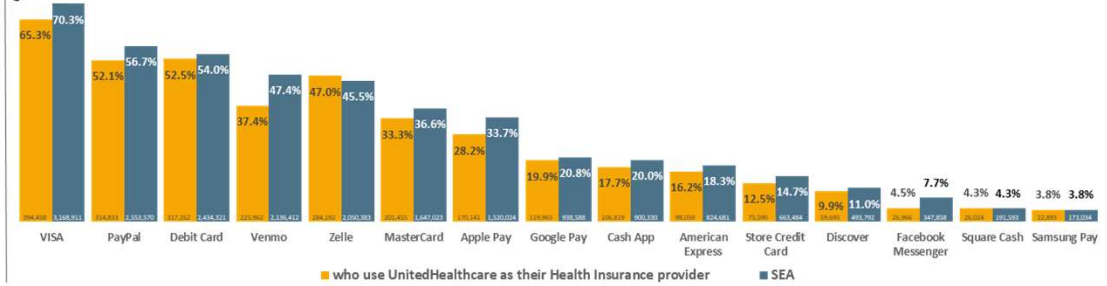
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

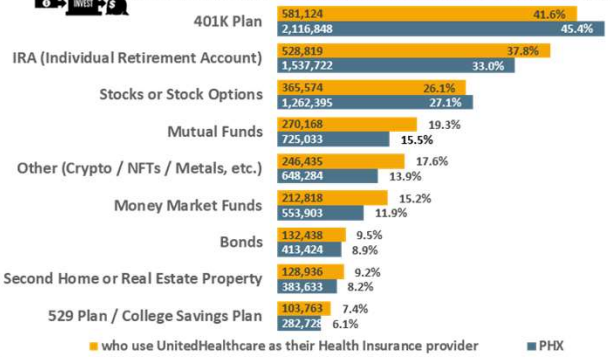
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Health insurance carrier - All types: UnitedHealthcare

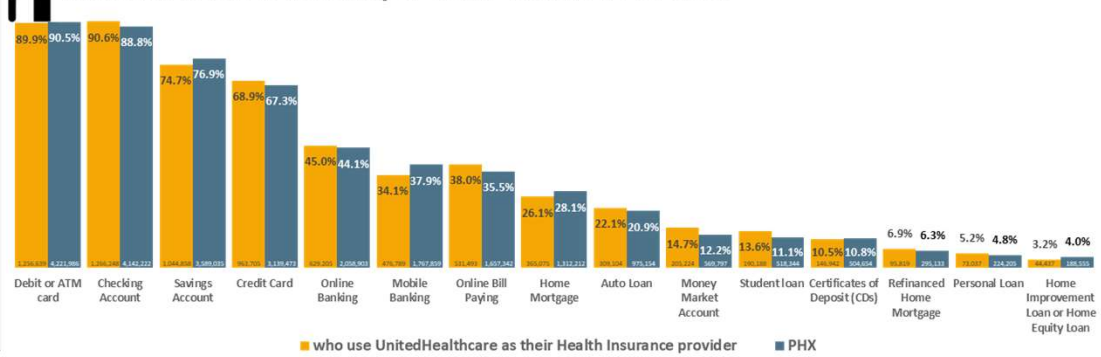
United Healthcare **PHX**

30.% or 1,398,191 of PHX DMA Adults 18 or older use UnitedHealthcare as their Health Insurance provider. Adults 18 or older who use UnitedHealthcare as their Health Insurance provider are 8.4% less likely to have a 401K, 5.8% more likely to have an Auto Loan, 10.1% more likely to Invest/Trade Stocks Online, 3.9% less likely to pay with their Debit Card.

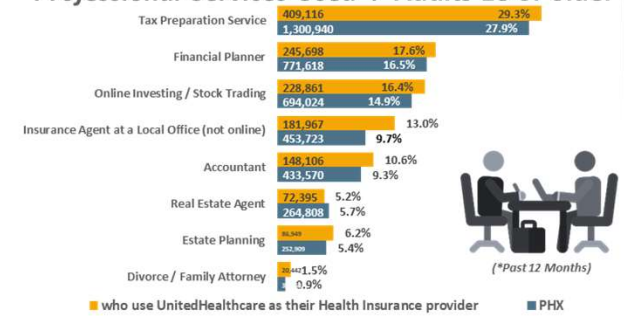
Investments Owned: Adults 18 or older



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

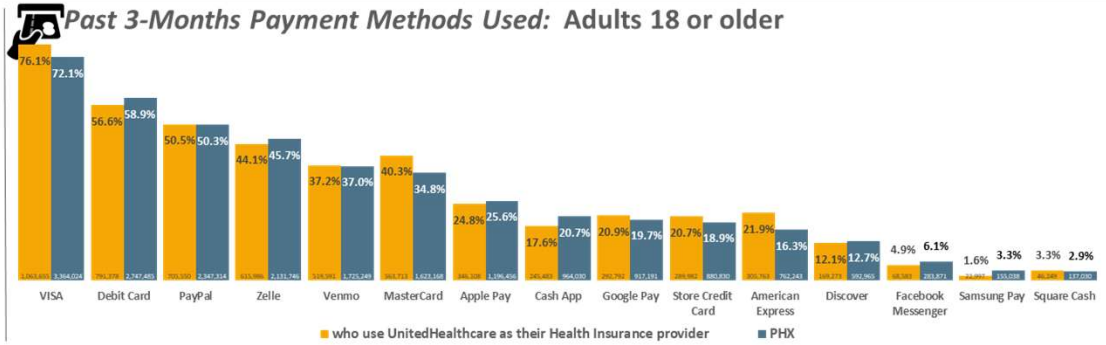


Professional Services Used:* Adults 18 or older



*(*Past 12 Months)*

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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

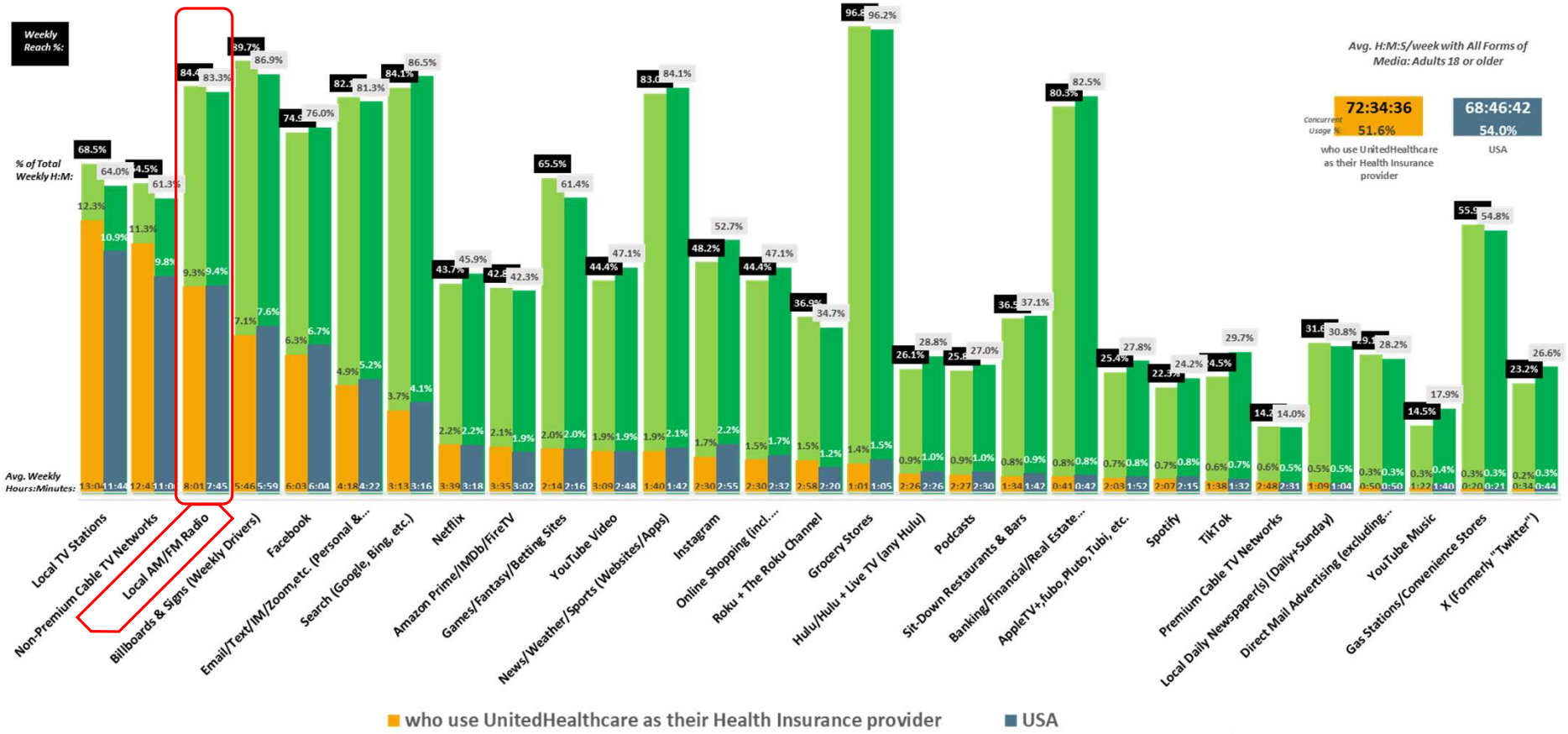
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

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

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



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

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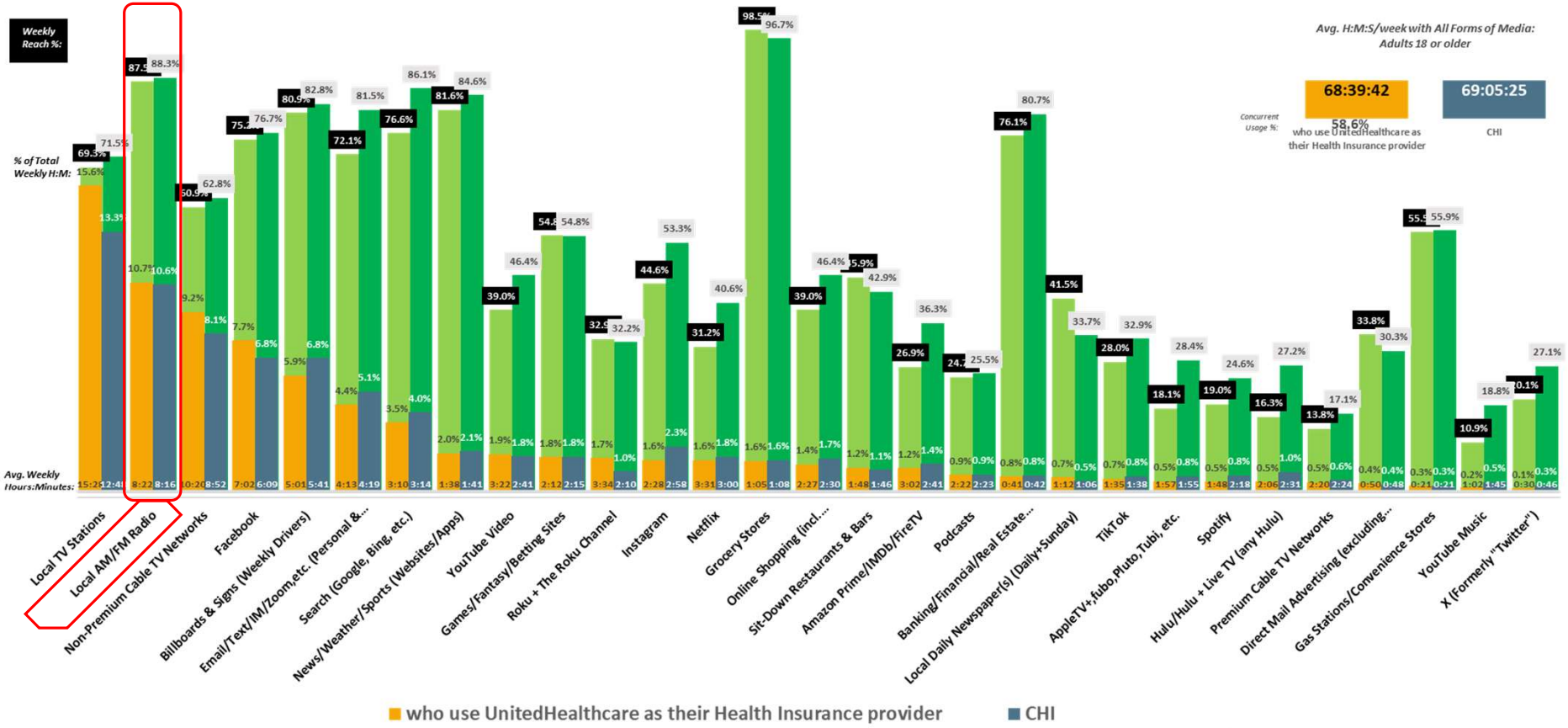
Hubbard BROADCASTING Share of Everything for Anything ©

Health insurance carrier - All types: UnitedHealthcare

United Healthcare CHI

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 20 hours, 39 minutes and 42 seconds each week with All Forms of Media.

87.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 8 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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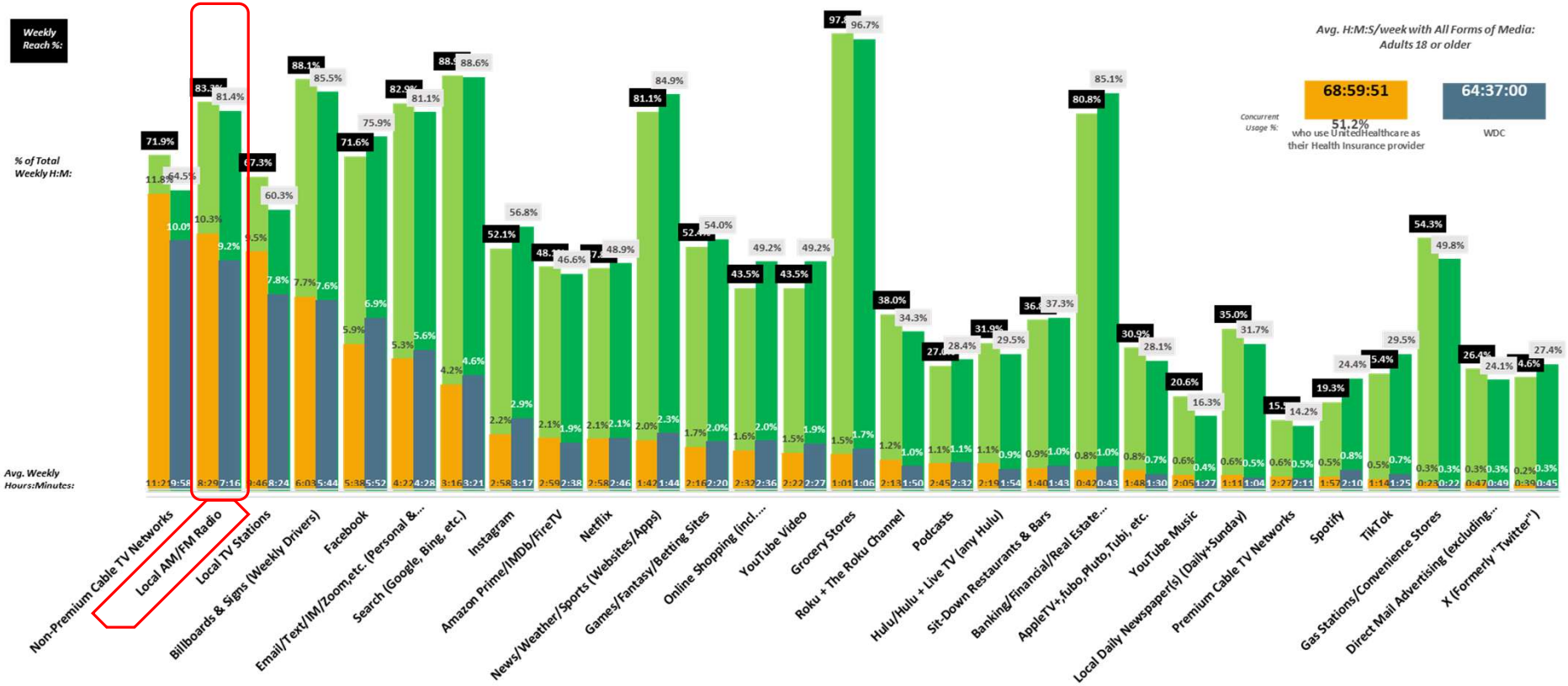
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare WDC

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 20 hours, 59 minutes and 51 seconds each week with All Forms of Media.

83.3% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 8 hours and 29 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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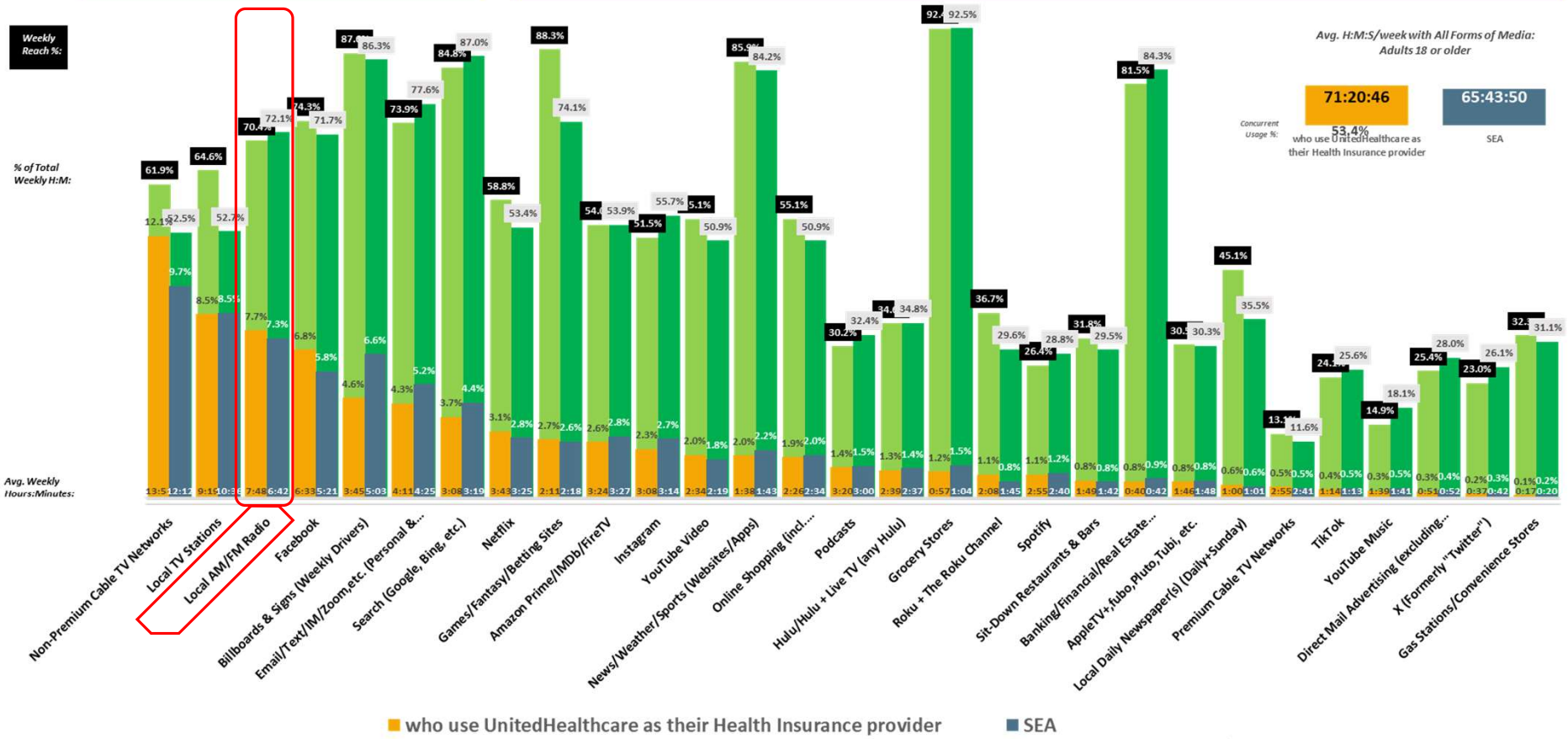
Hubbard BROADCASTING Share of Everything for Anything ©

Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 23 hours, 20 minutes and 46 seconds each week with All Forms of Media.

70.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 7 hours and 48 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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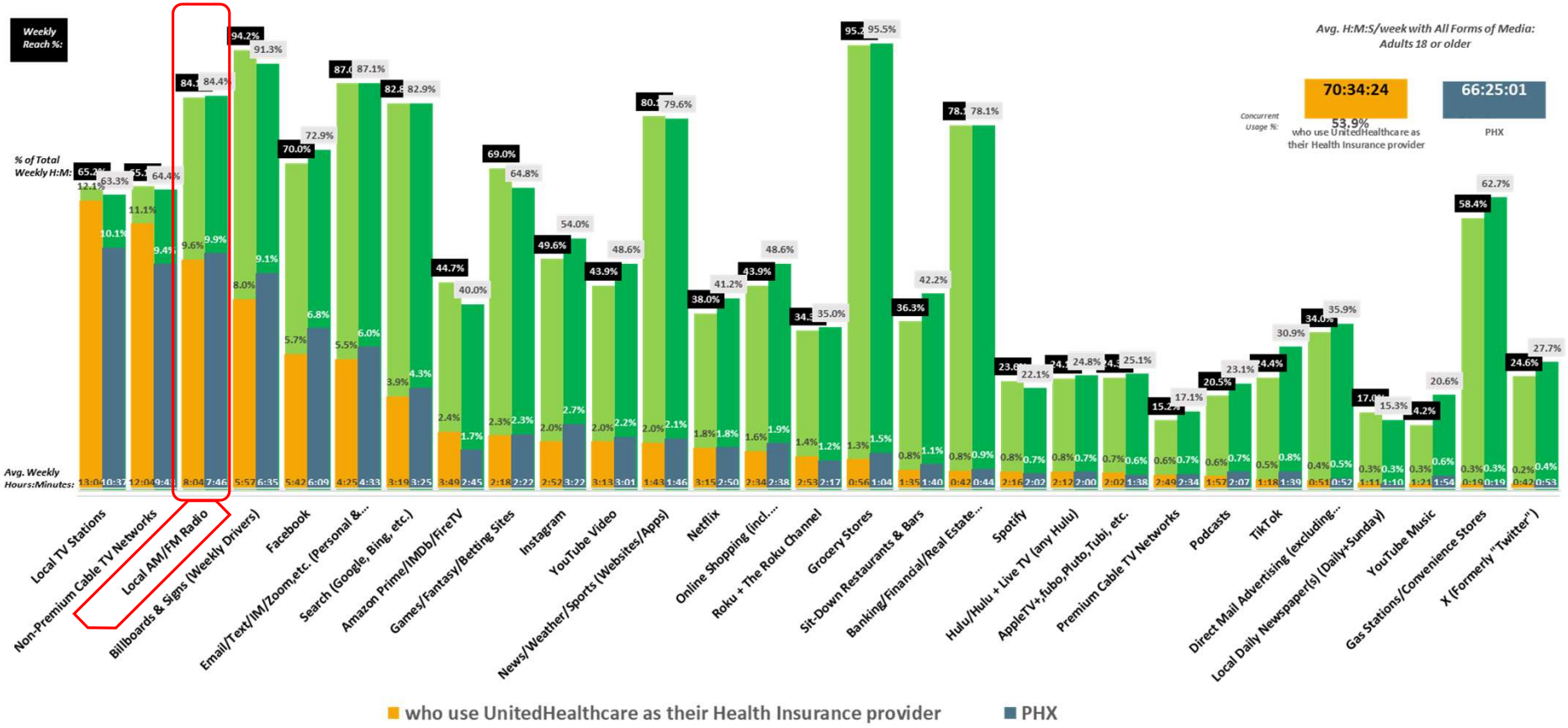
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **PHX**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 22 hours, 34 minutes and 24 seconds each week with All Forms of Media.

84.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 8 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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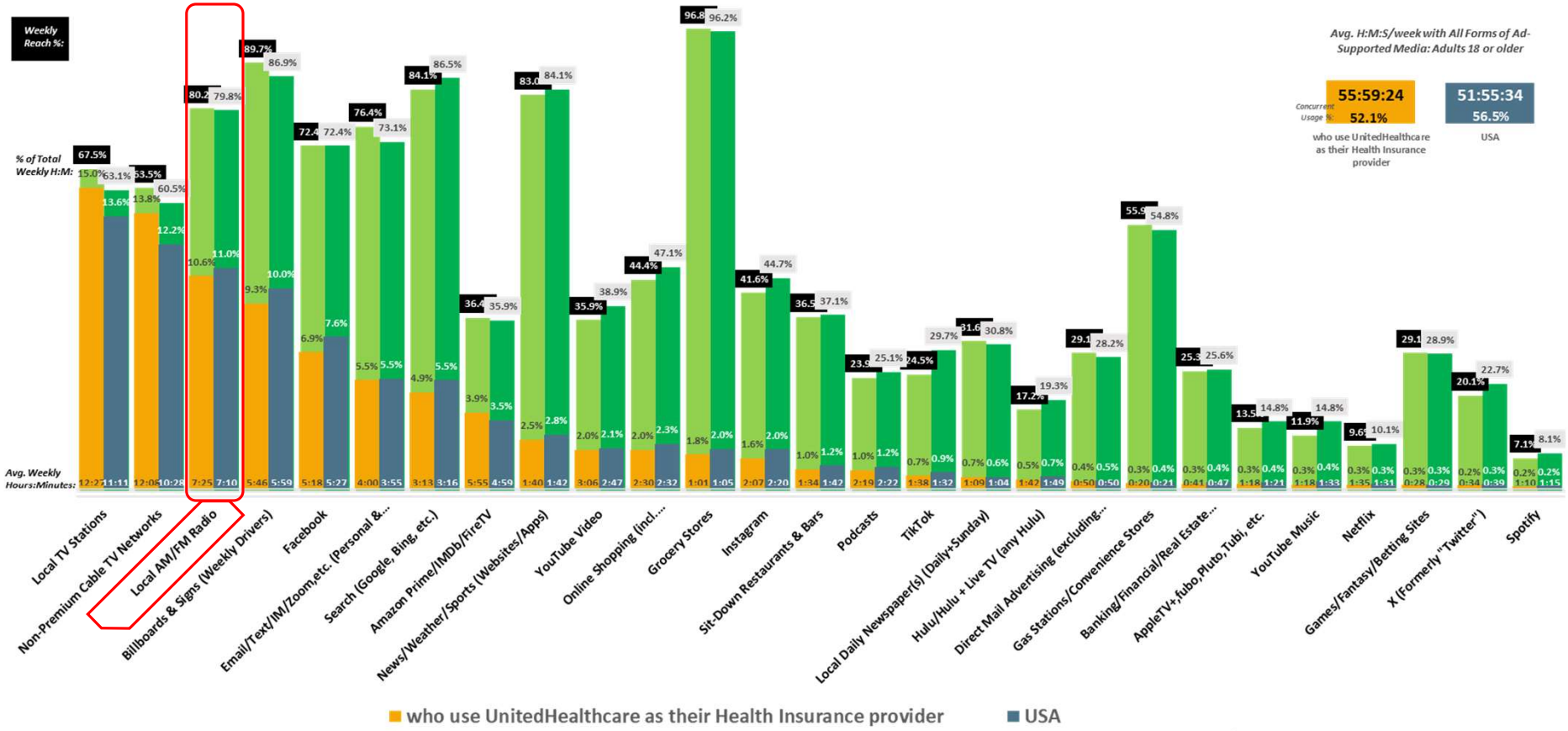
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

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

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



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

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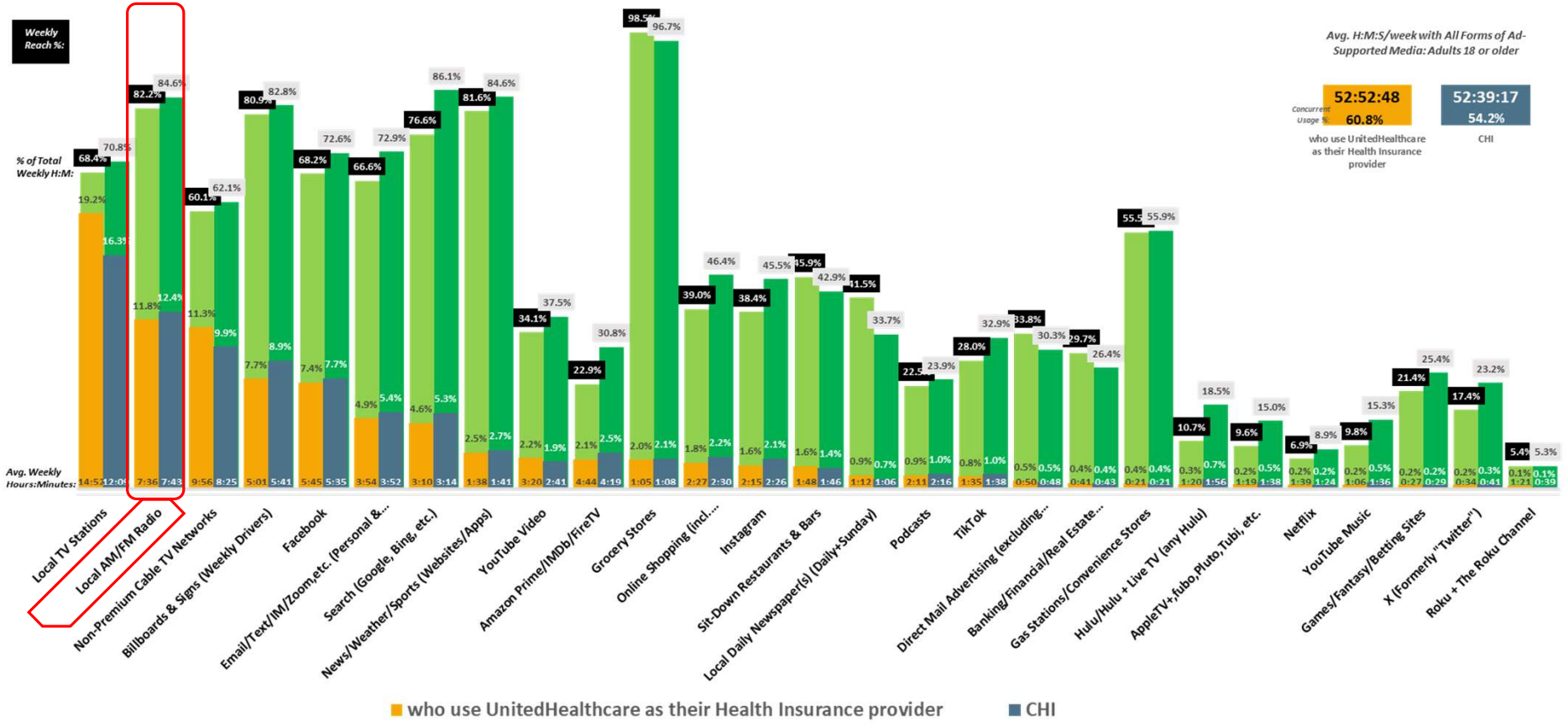
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare CHI

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 4 hours, 52 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

82.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 7 hours and 36 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.8% of total time spent with all forms of Ad-Supported Me

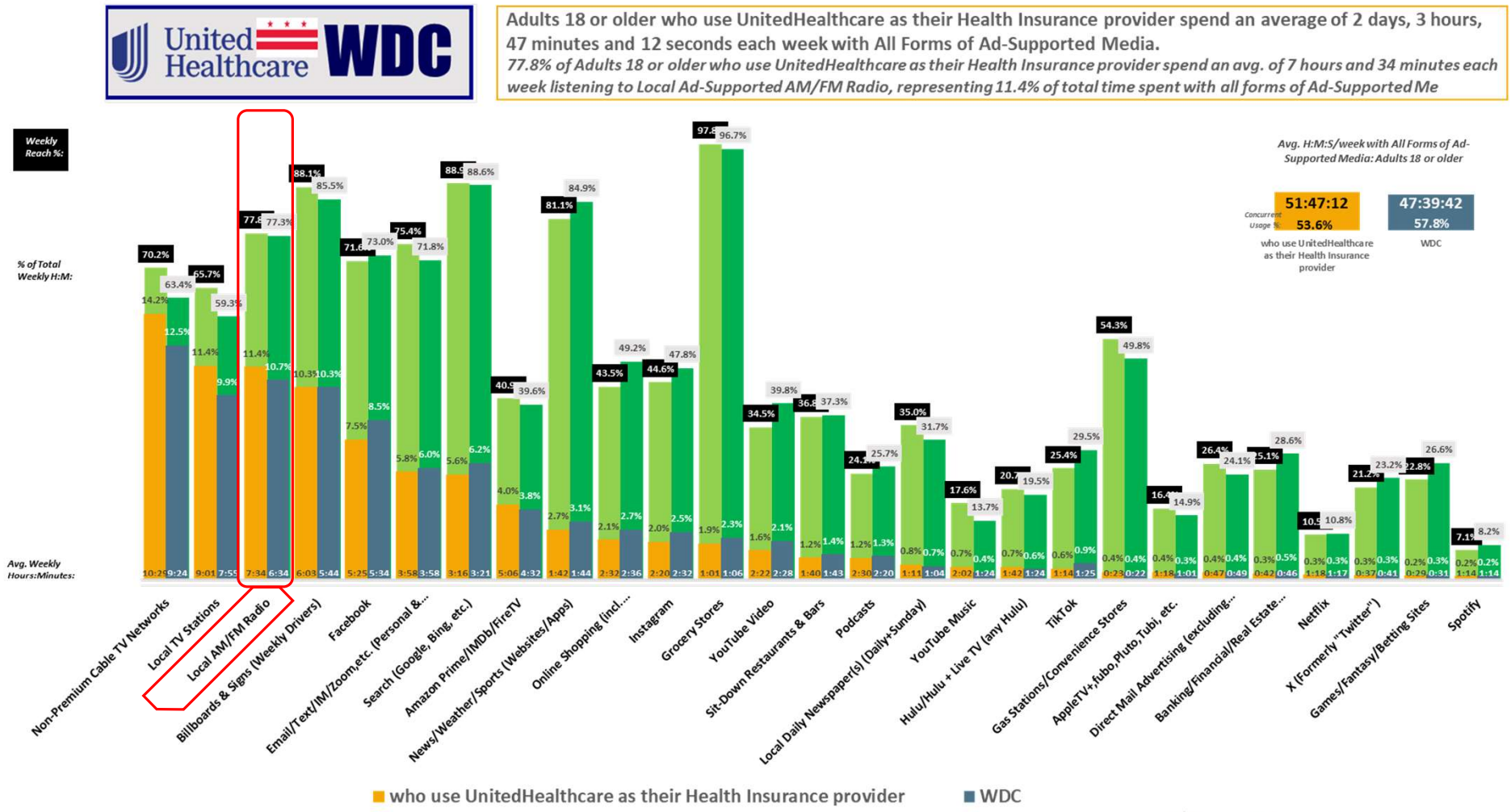


CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Health insurance carrier - All types: UnitedHealthcare



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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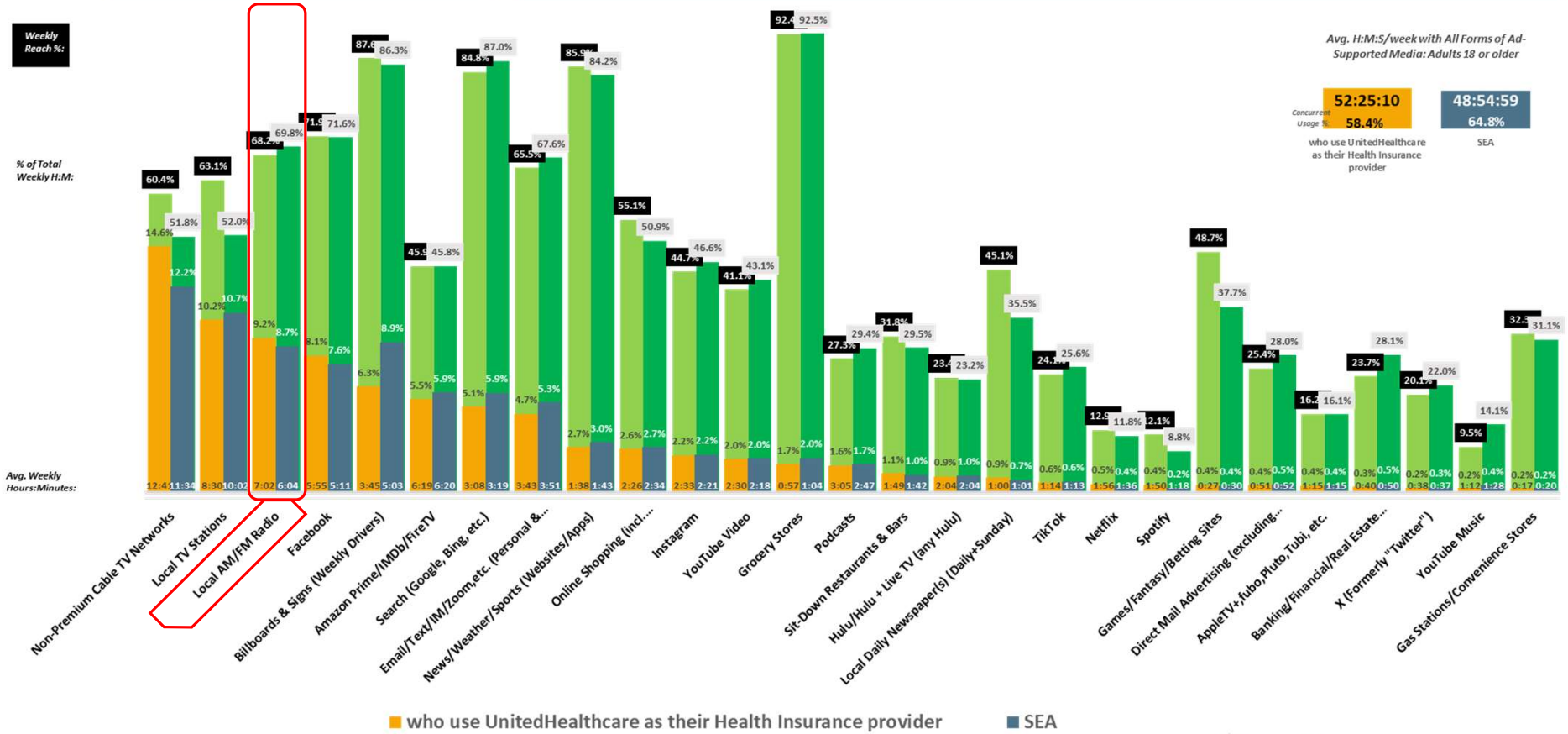
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 4 hours, 25 minutes and 10 seconds each week with All Forms of Ad-Supported Media.

68.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 7 hours and 2 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.2% of total time spent with all forms of Ad-Supported Medi



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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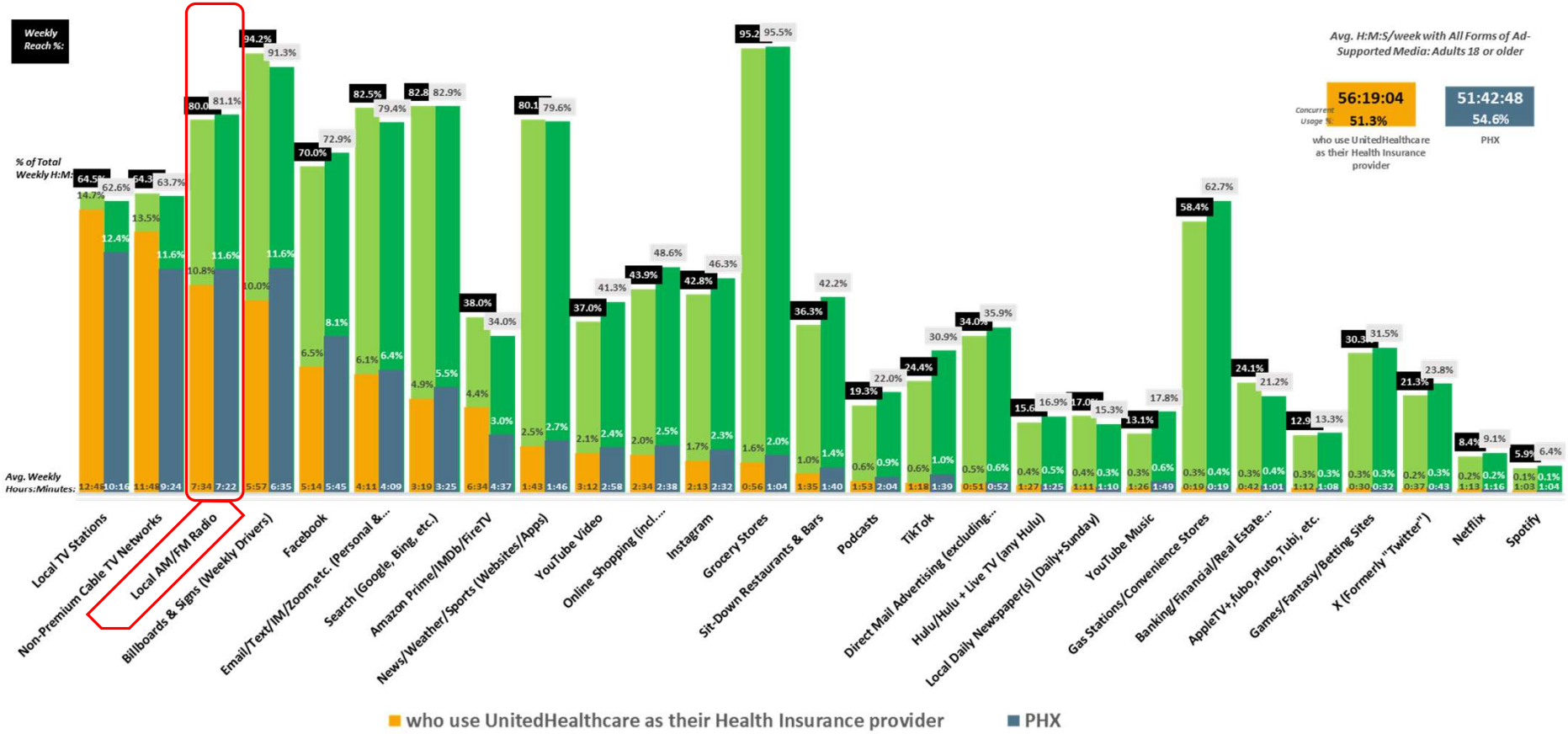
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **PHX**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 2 days, 8 hours, 19 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

80.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an avg. of 7 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.8% of total time spent with all forms of Ad-Supported Med



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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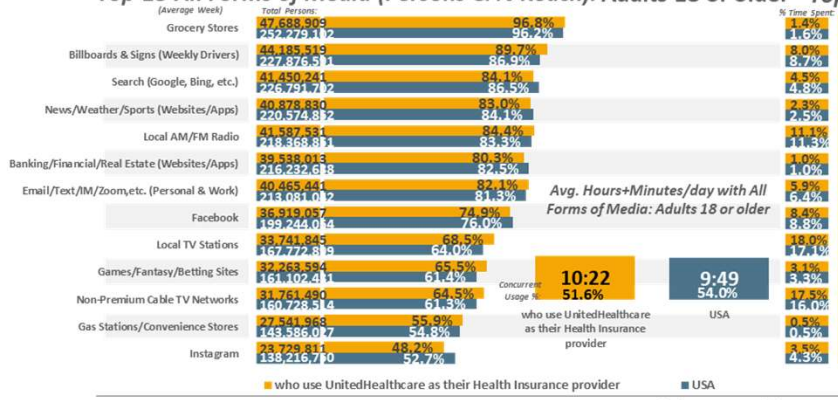
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Health insurance carrier - All types: UnitedHealthcare

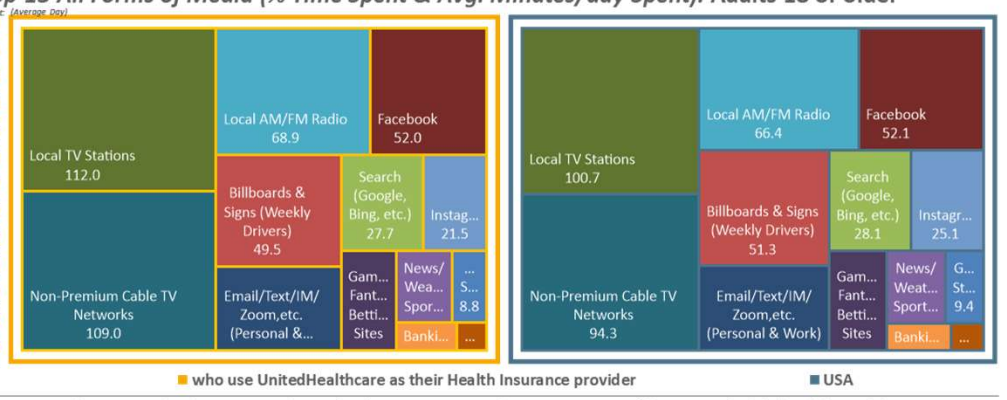
United Healthcare **USA**

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

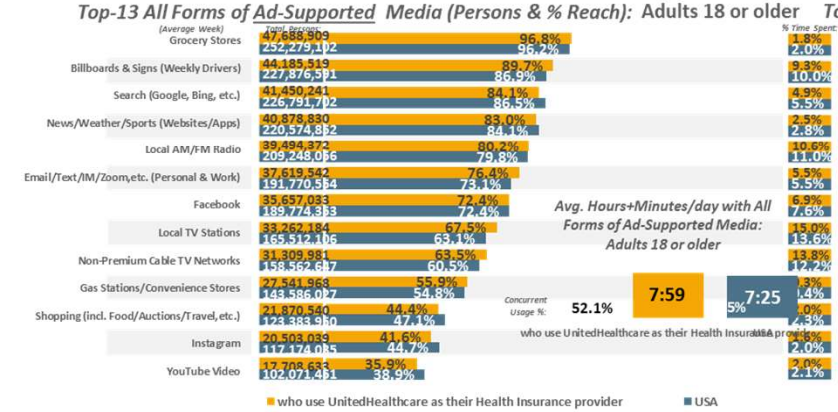
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



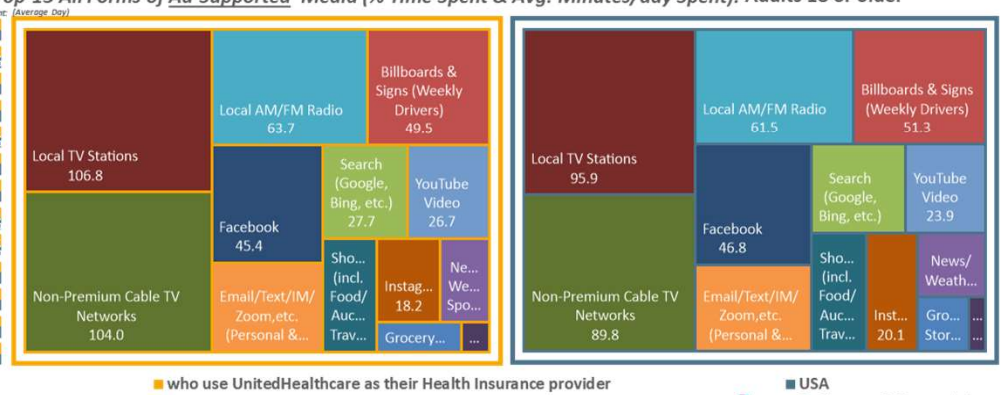
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



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

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

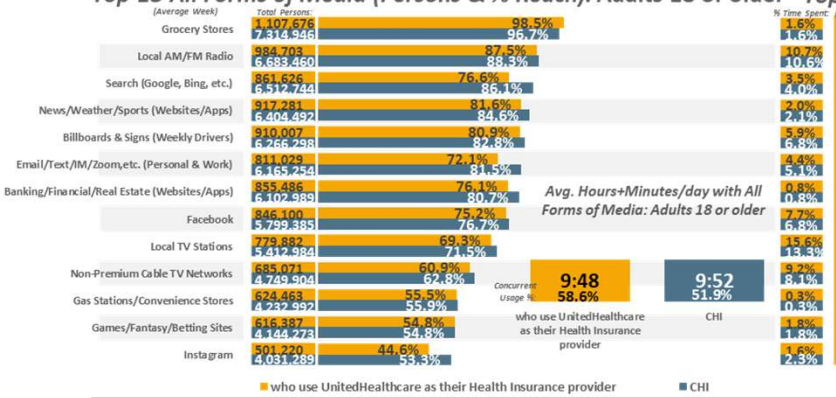
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Health insurance carrier - All types: UnitedHealthcare

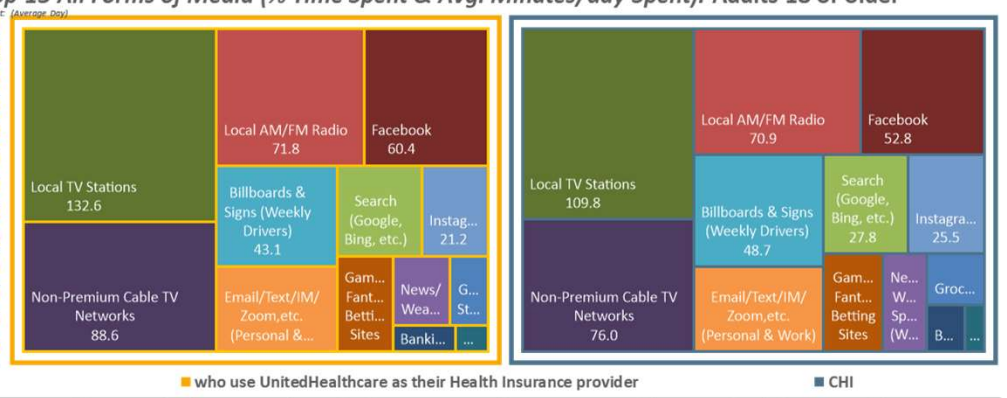
United Healthcare CHI

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 7 hours and 33 minutes each day with All Forms of Ad-Supported Media. 82.2% listen to Local AM/FM Radio for an avg. of 65.2 minutes/day. *(Local Radio delivers 11.8% of Time with Ad-Supported Media.)*

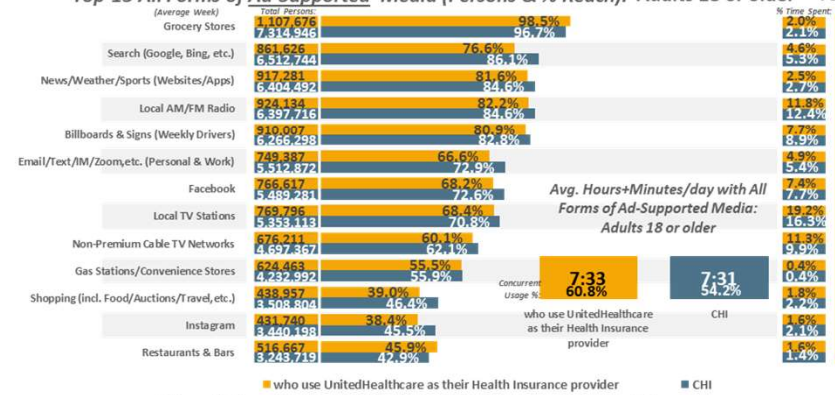
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



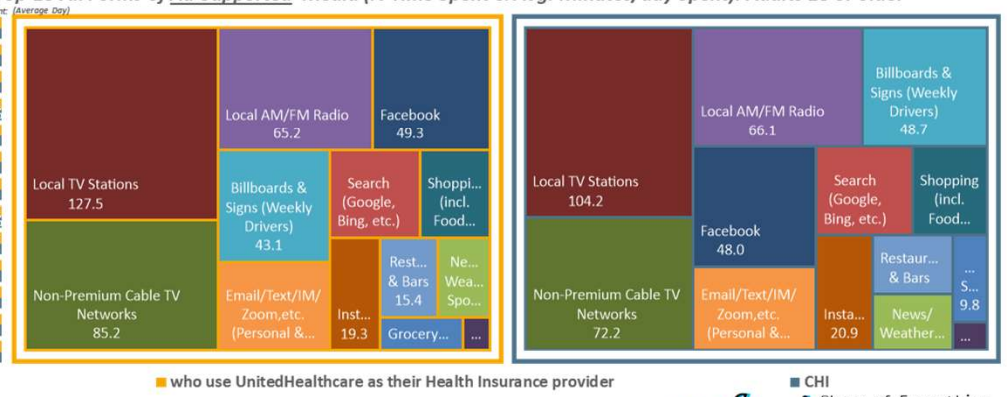
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

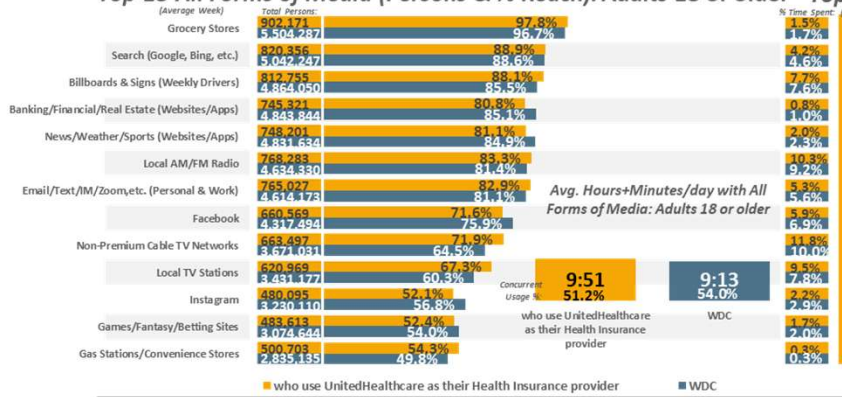
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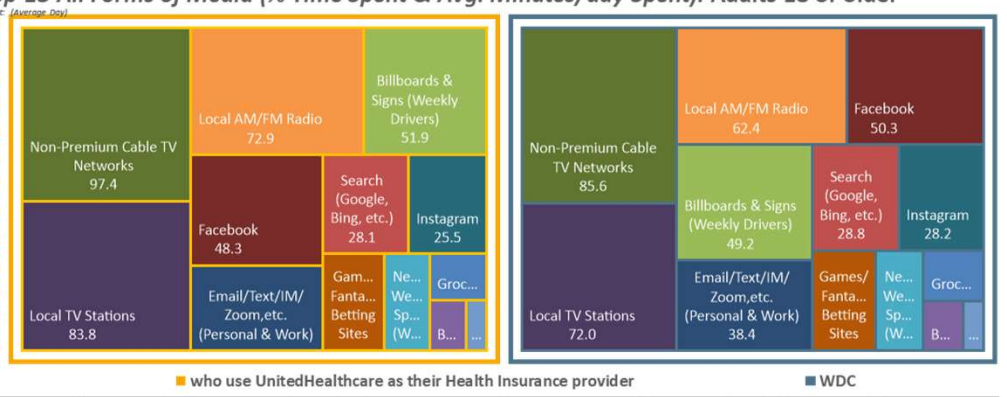
Health insurance carrier - All types: UnitedHealthcare

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 77.8% listen to Local AM/FM Radio for an avg. of 64.9 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

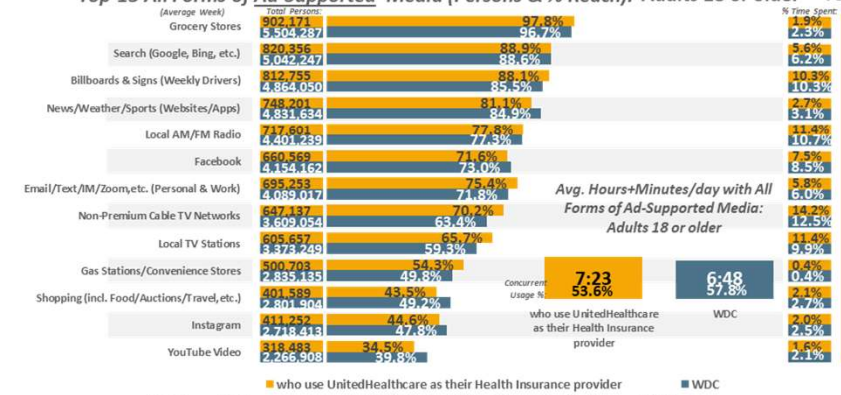
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



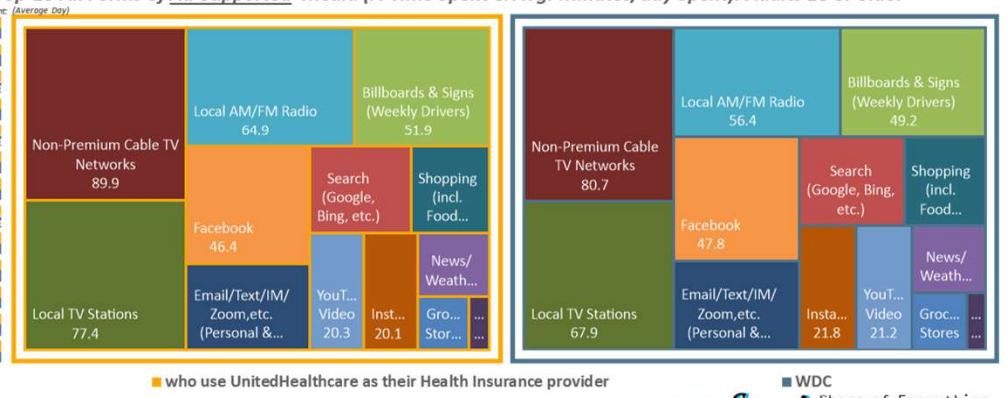
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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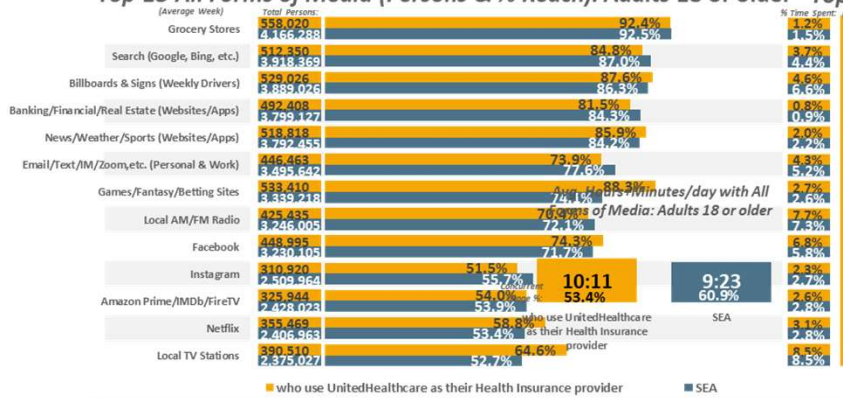
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Health insurance carrier - All types: UnitedHealthcare

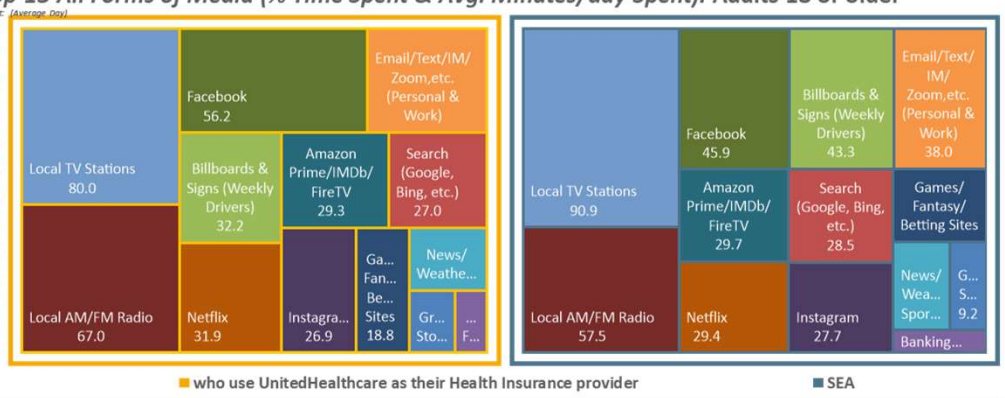
United Healthcare **SEA**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 7 hours and 29 minutes each day with All Forms of Ad-Supported Media. 68.2% listen to Local AM/FM Radio for an avg. of 60.4 minutes/day.*(Local Radio delivers 9.2% of Time with Ad-Supported Media.)*

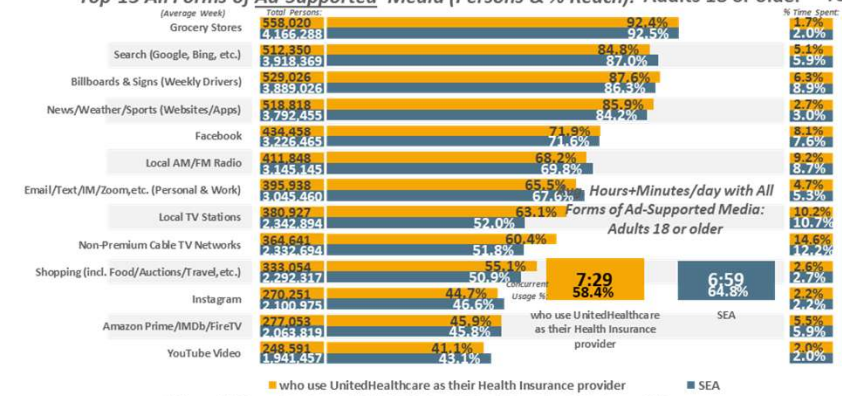
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



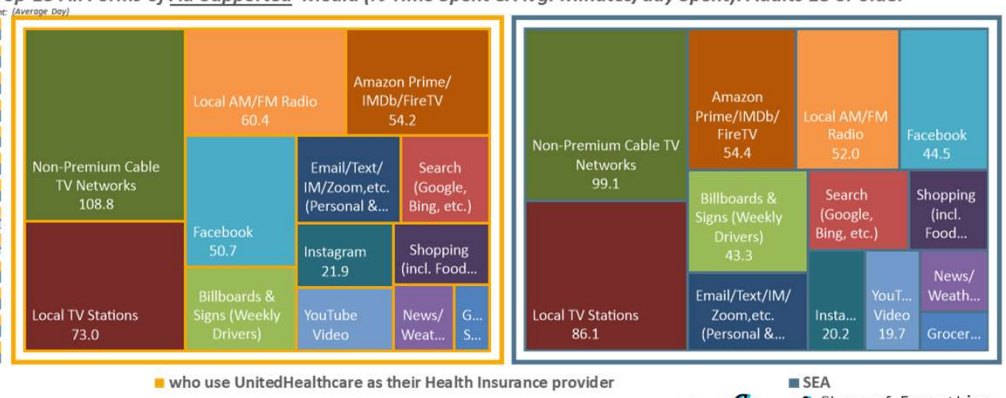
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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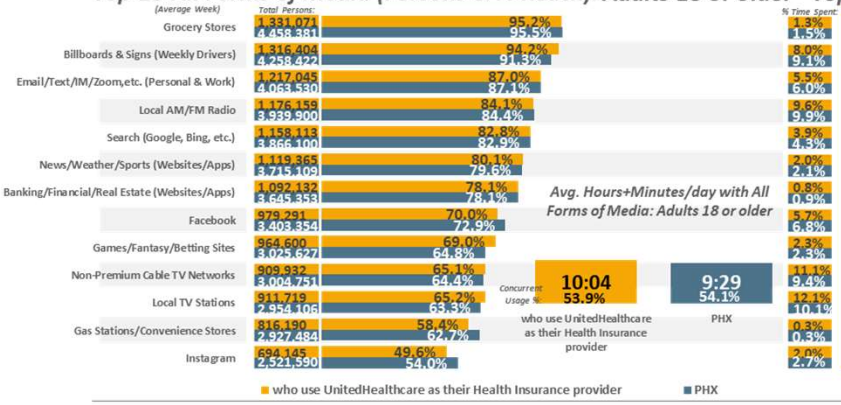
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Health insurance carrier - All types: UnitedHealthcare

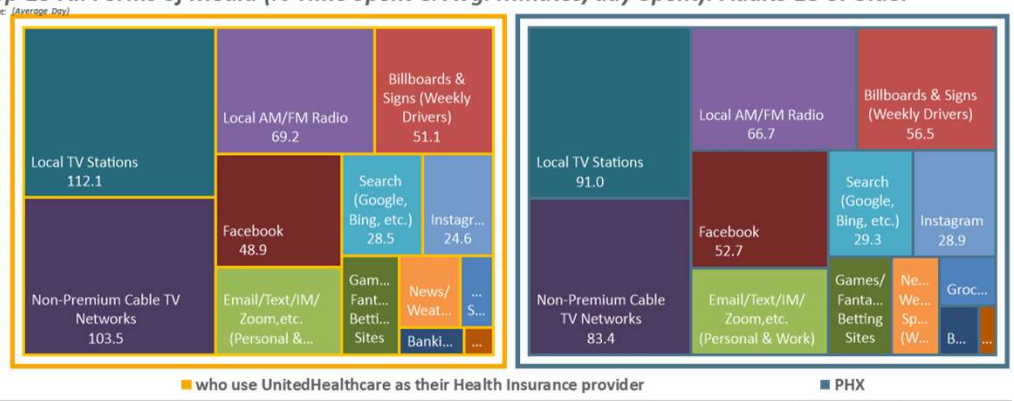
United Healthcare **PHX**

Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 8 hours and 2 minutes each day with All Forms of Ad-Supported Media. 80.% listen to Local AM/FM Radio for an avg. of 64.9 minutes/day. *(Local Radio delivers 10.8% of Time with Ad-Supported Media.)*

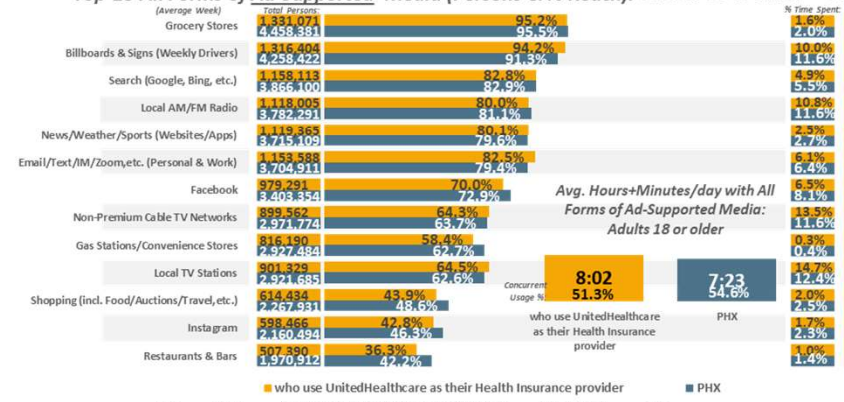
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



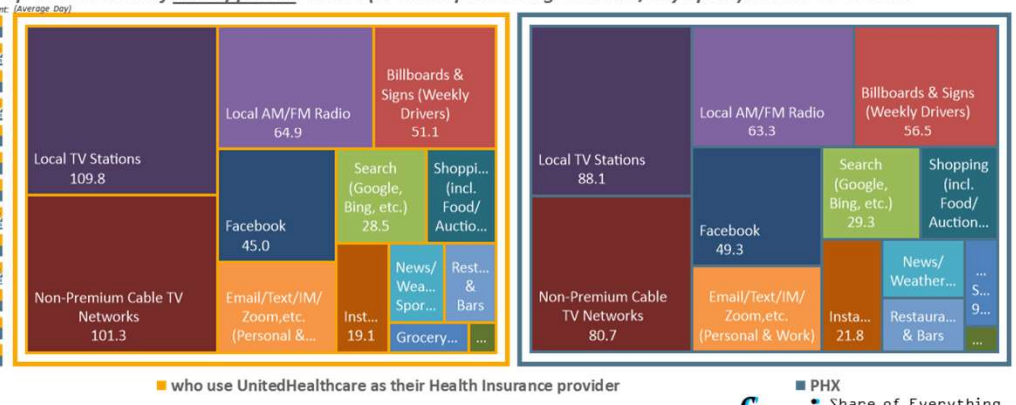
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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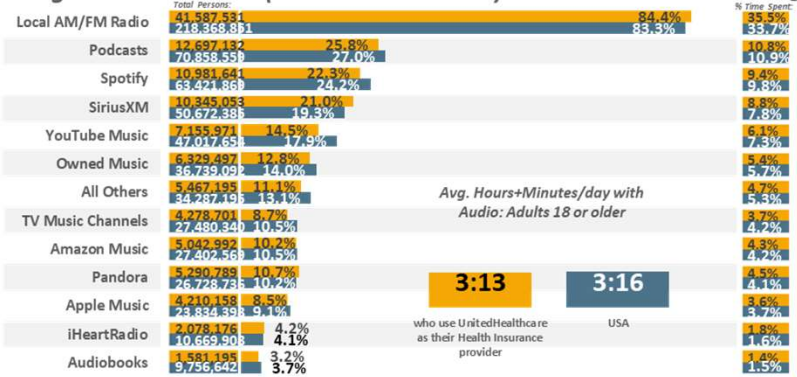
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Health insurance carrier - All types: UnitedHealthcare

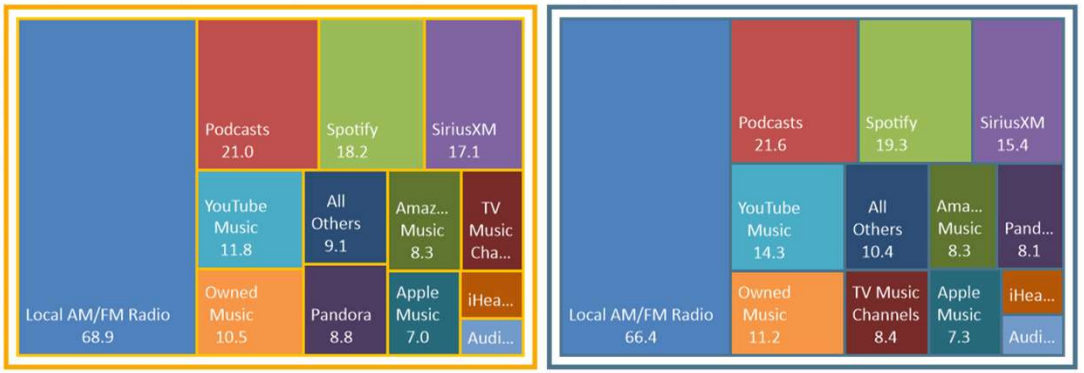
United Healthcare **USA**

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

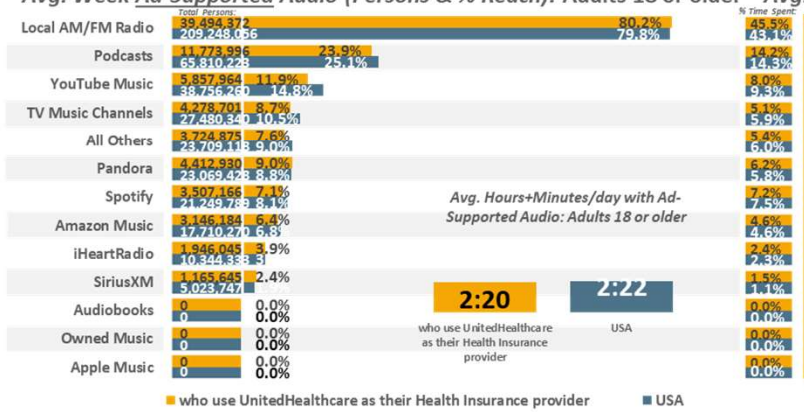
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



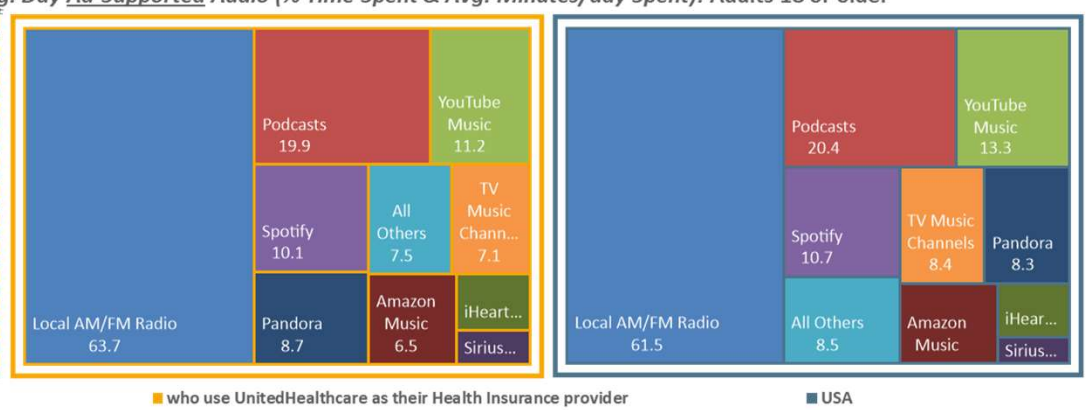
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

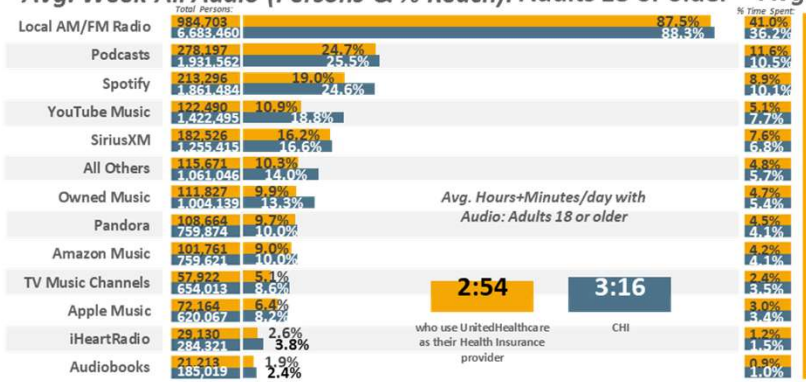
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Health insurance carrier - All types: UnitedHealthcare

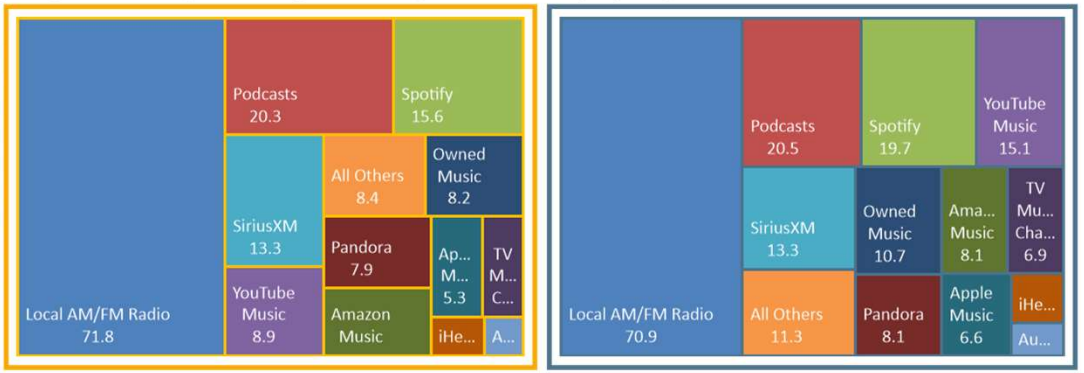
United Healthcare CHI

924,134 or 82.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.

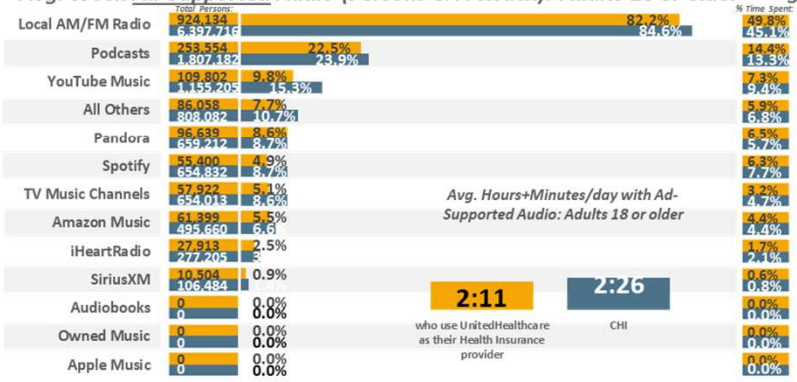
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



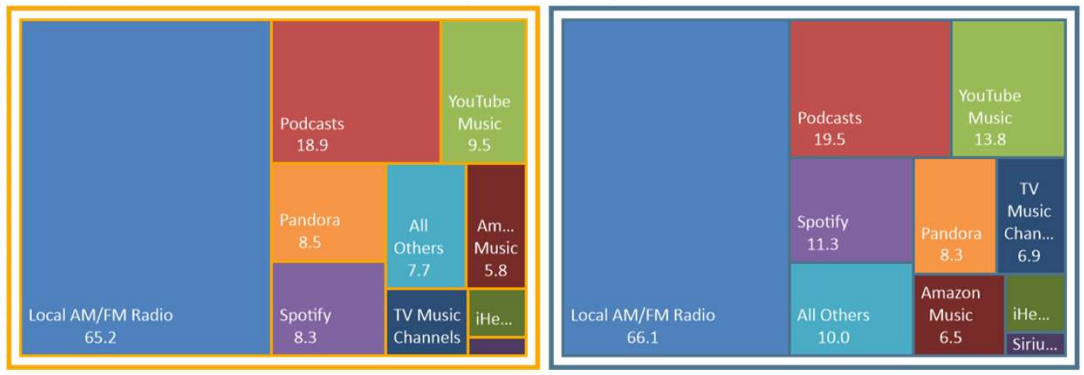
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

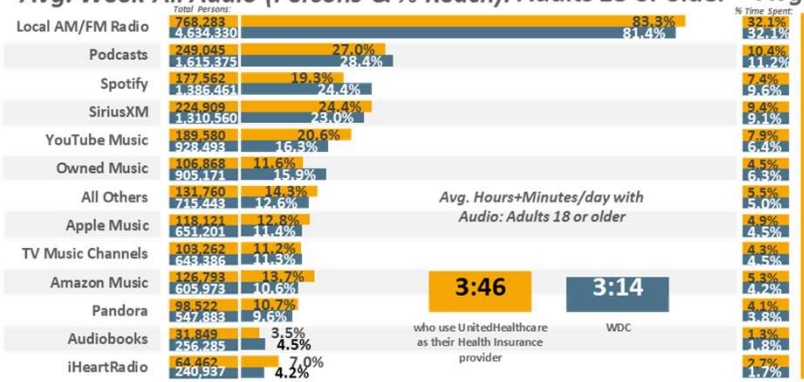
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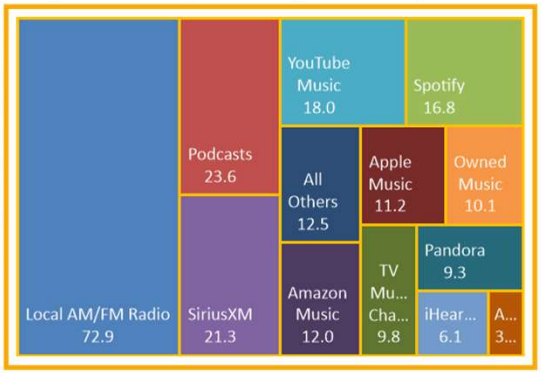
Health insurance carrier - All types: UnitedHealthcare

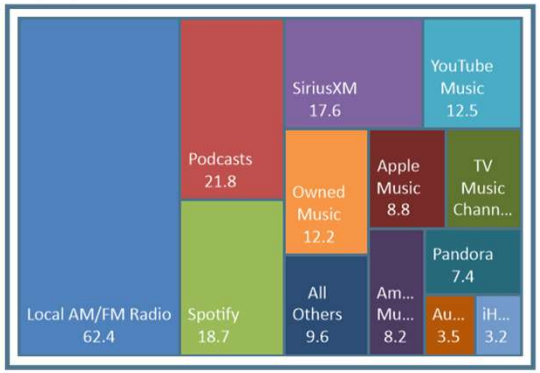
717,601 or 77.8% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 40.4% of all time spent daily with Ad-Supported Audio.

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

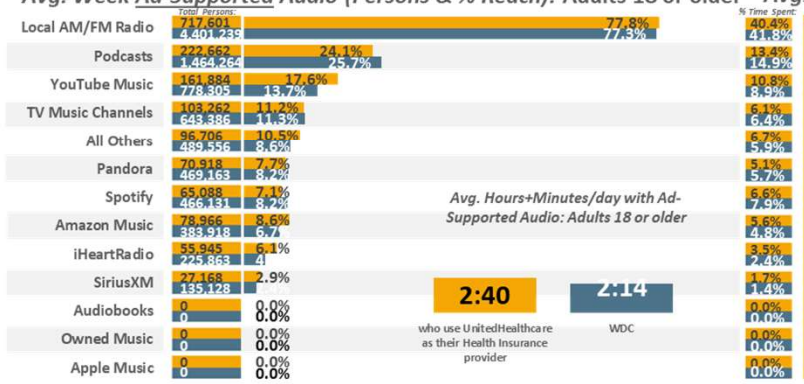


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

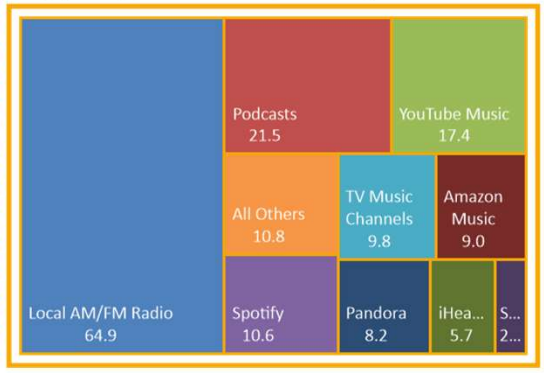


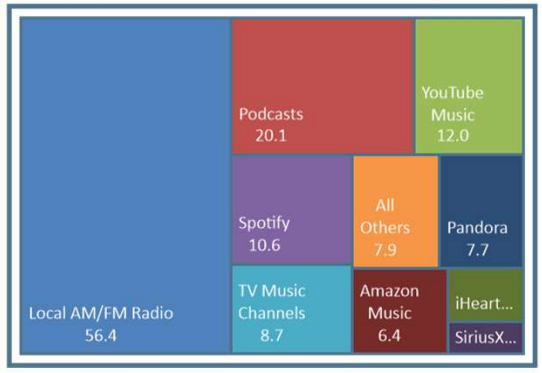


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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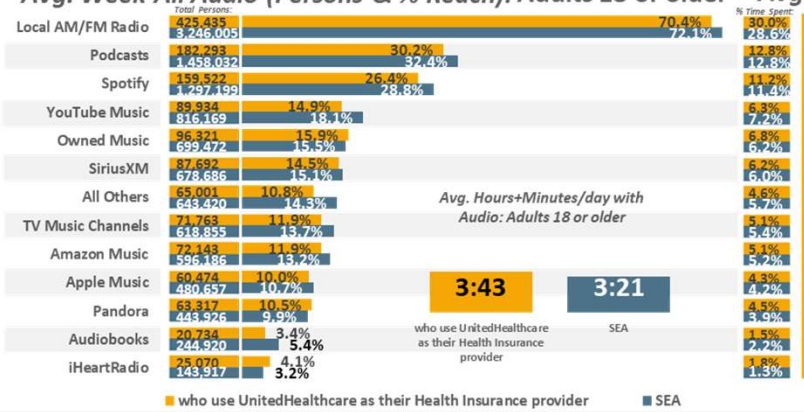
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Health insurance carrier - All types: UnitedHealthcare

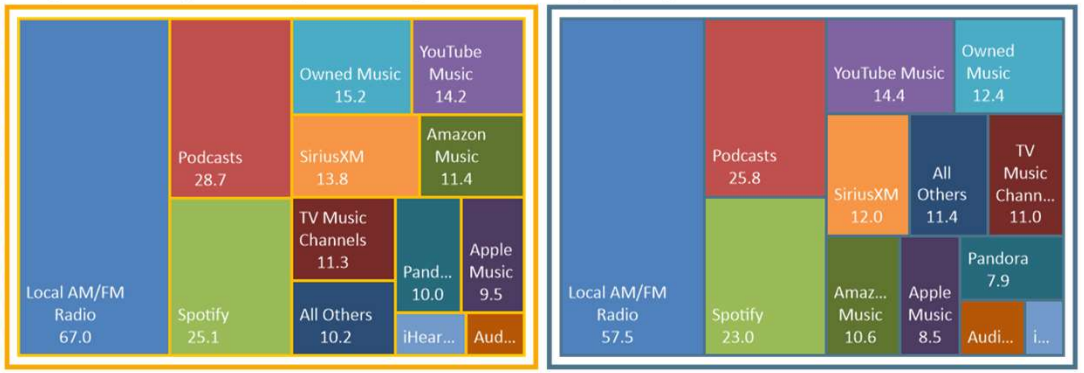
United Healthcare **SEA**

411,848 or 68.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

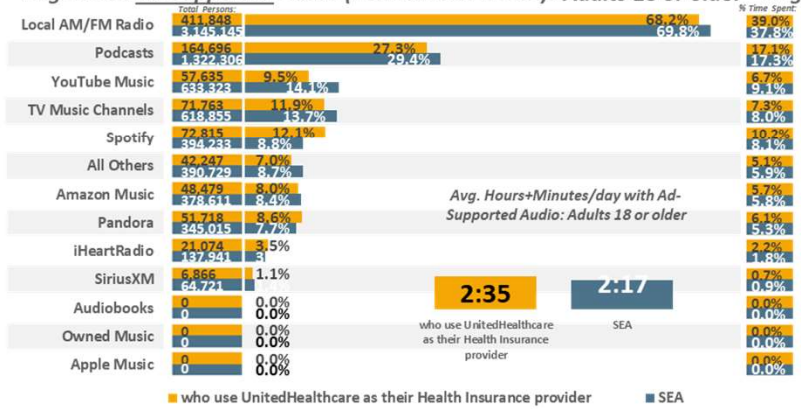
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



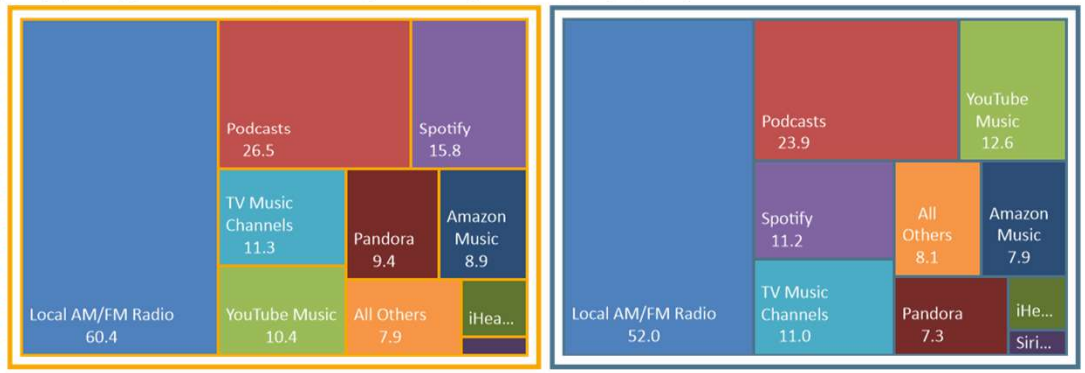
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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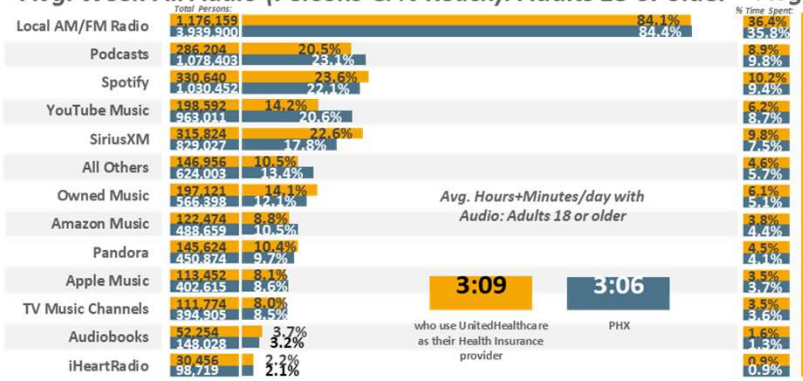
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Health insurance carrier - All types: UnitedHealthcare

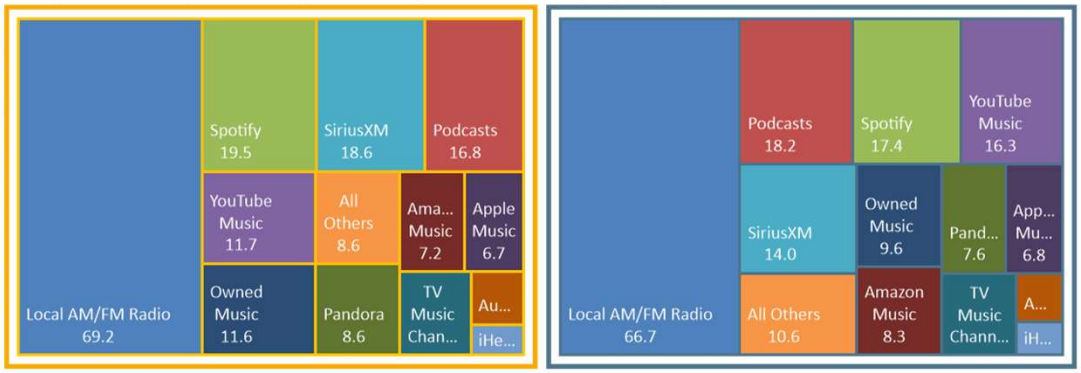
United Healthcare **PHX**

1,118,005 or 80.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.

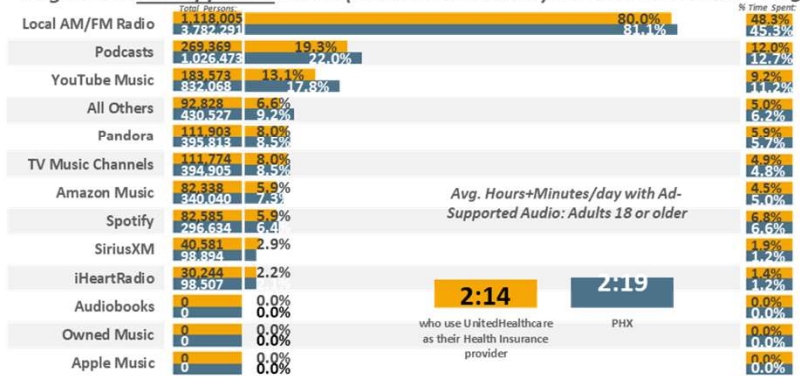
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



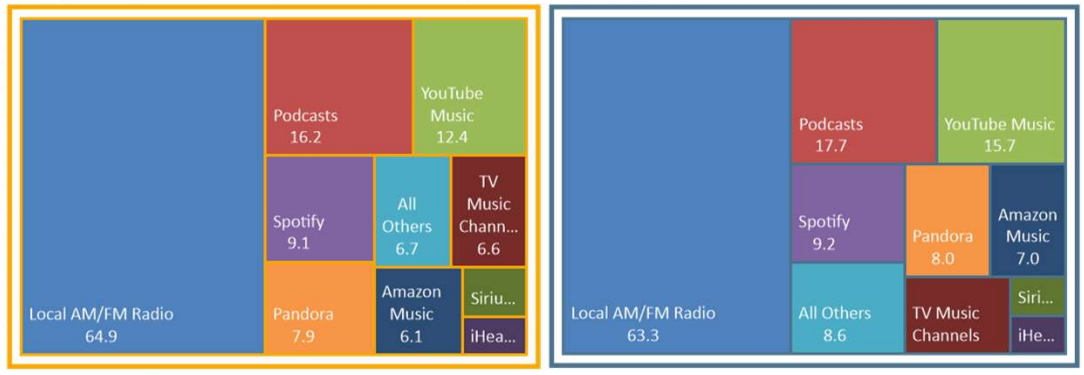
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

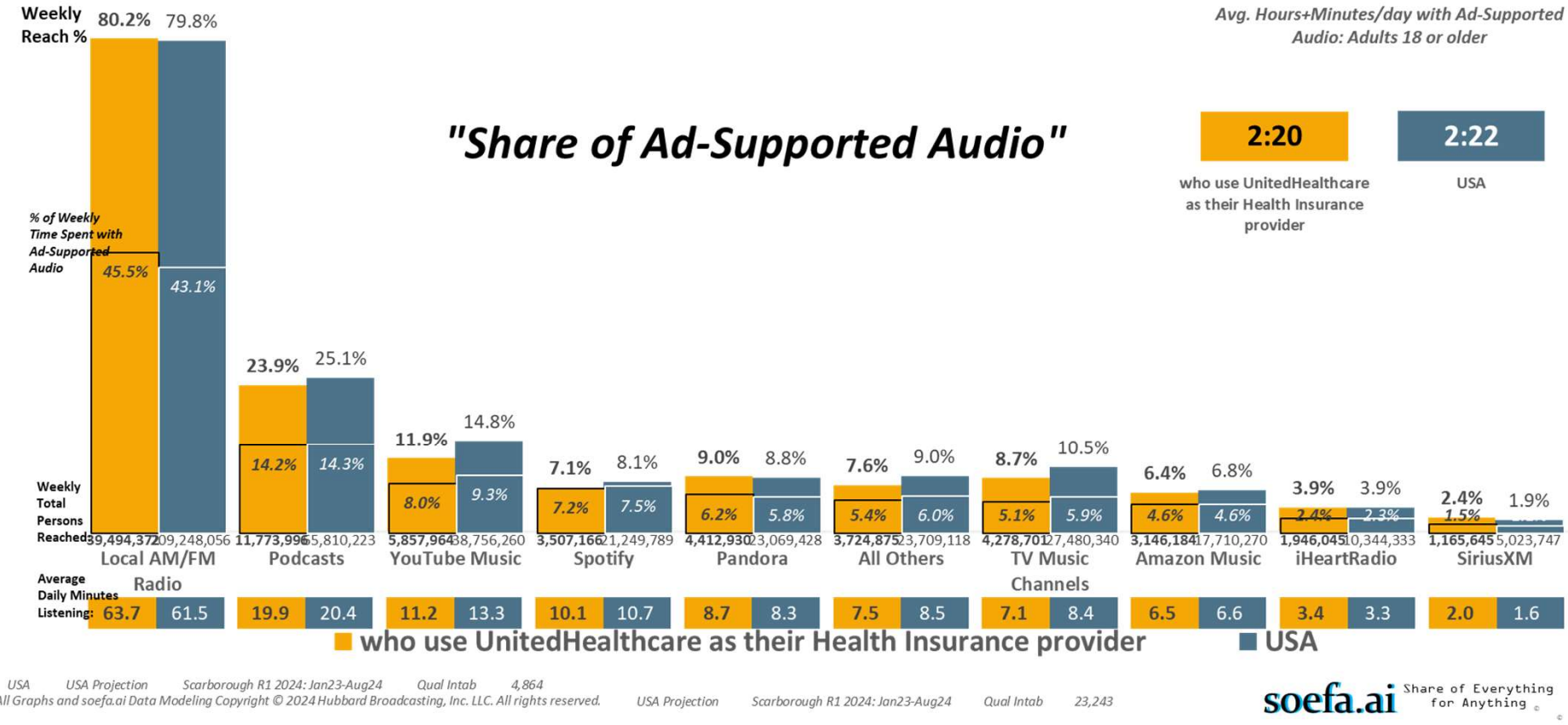
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare USA

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



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

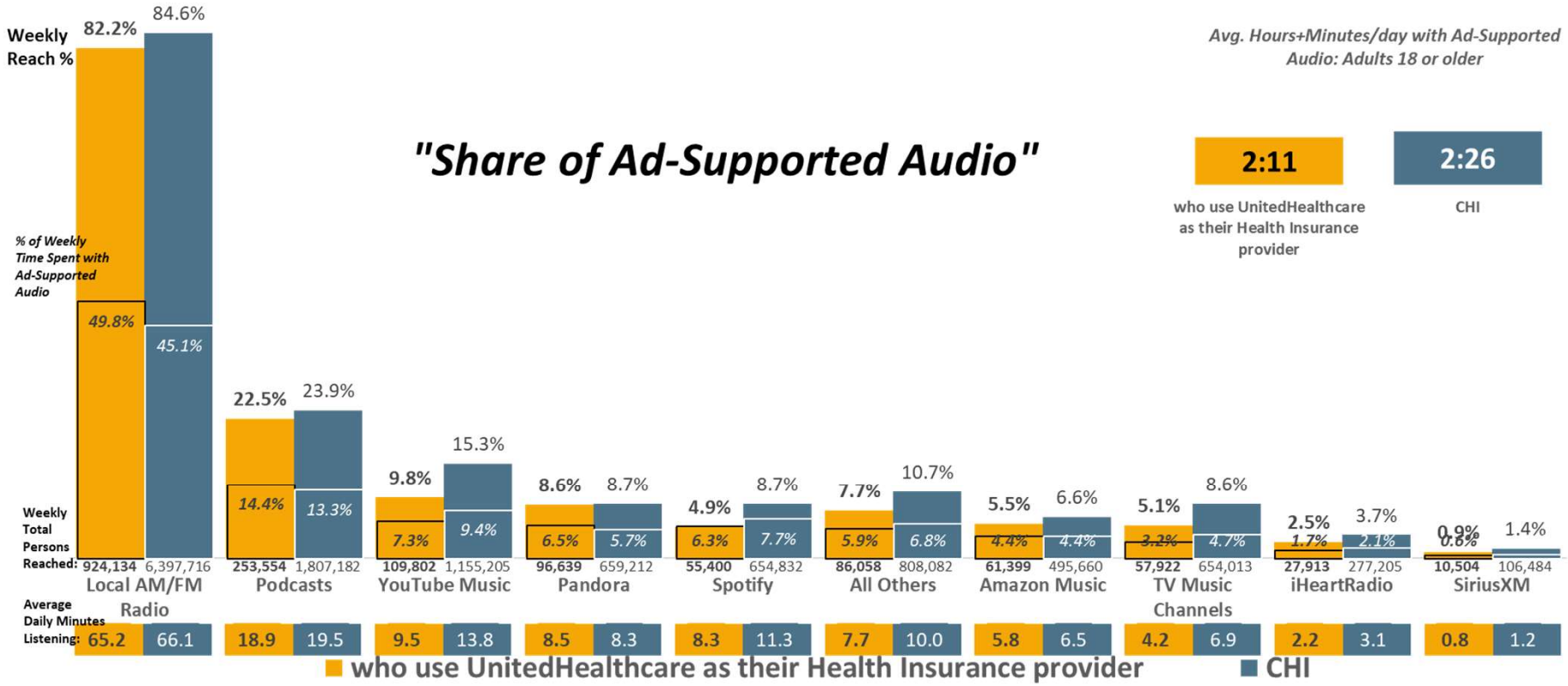
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Health insurance carrier - All types: UnitedHealthcare

924,134 or 82.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 65.2 minutes every day representing 49.8% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Pandora	Spotify	All Others	Amazon Music	TV Music Channels	iHeartRadio	SiriusXM
Weekly Reach %	82.2%	22.5%	9.8%	8.6%	4.9%	7.7%	5.5%	5.1%	2.5%	0.9%
Weekly Reach % (CHI)	84.6%	23.9%	15.3%	8.7%	8.7%	10.7%	6.6%	8.6%	3.7%	1.4%
% of Weekly Time Spent with Ad-Supported Audio	49.8%	14.4%	7.3%	6.5%	6.3%	5.9%	4.4%	3.2%	1.7%	0.8%
% of Weekly Time Spent with Ad-Supported Audio (CHI)	45.1%	13.3%	9.4%	5.7%	7.7%	6.8%	4.4%	4.7%	2.1%	0.6%
Weekly Total Persons Reached	924,134	253,554	109,802	96,639	55,400	86,058	61,399	57,922	27,913	10,504
Weekly Total Persons Reached (CHI)	6,397,716	1,807,182	1,155,205	659,212	654,832	808,082	495,660	654,013	277,205	106,484
Average Daily Minutes Listening	65.2	18.9	9.5	8.5	8.3	7.7	5.8	4.2	2.2	0.8
Average Daily Minutes Listening (CHI)	66.1	19.5	13.8	8.3	11.3	10.0	6.5	6.9	3.1	1.2

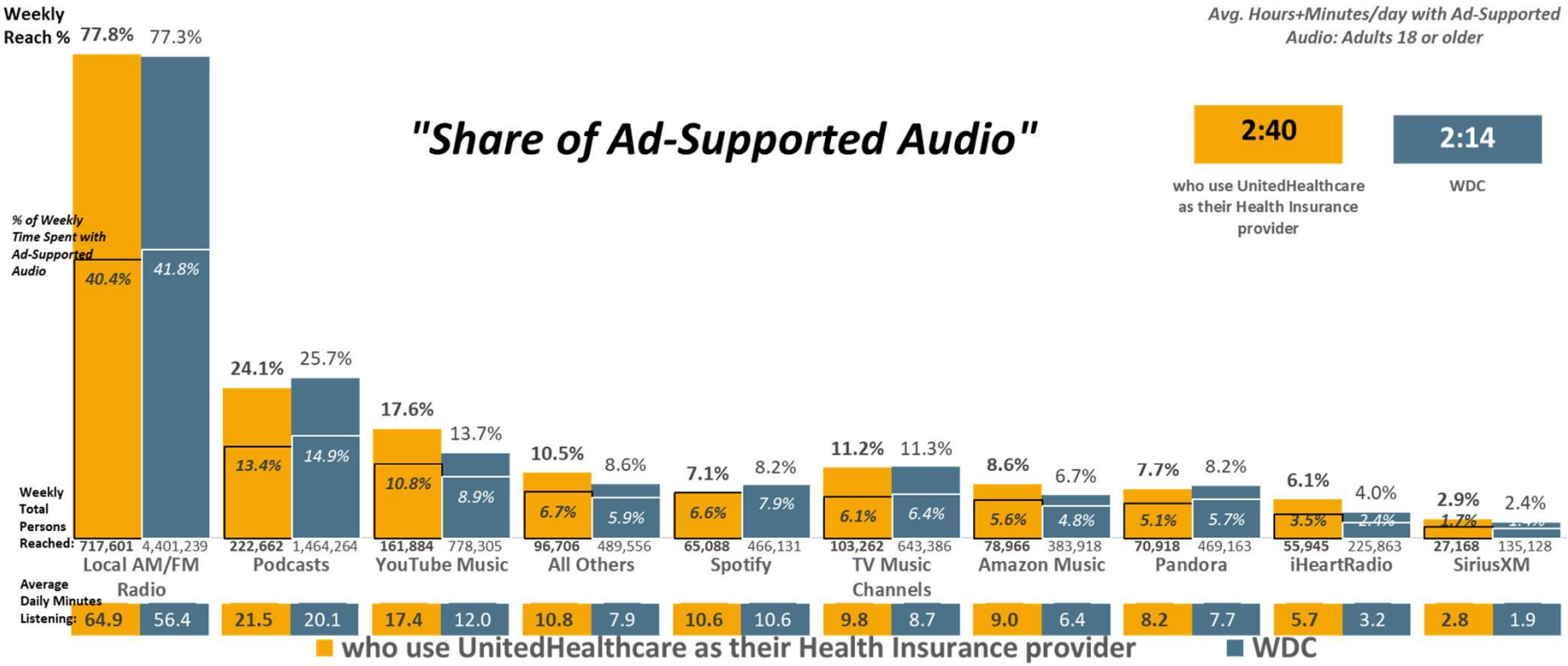
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Health insurance carrier - All types: UnitedHealthcare

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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

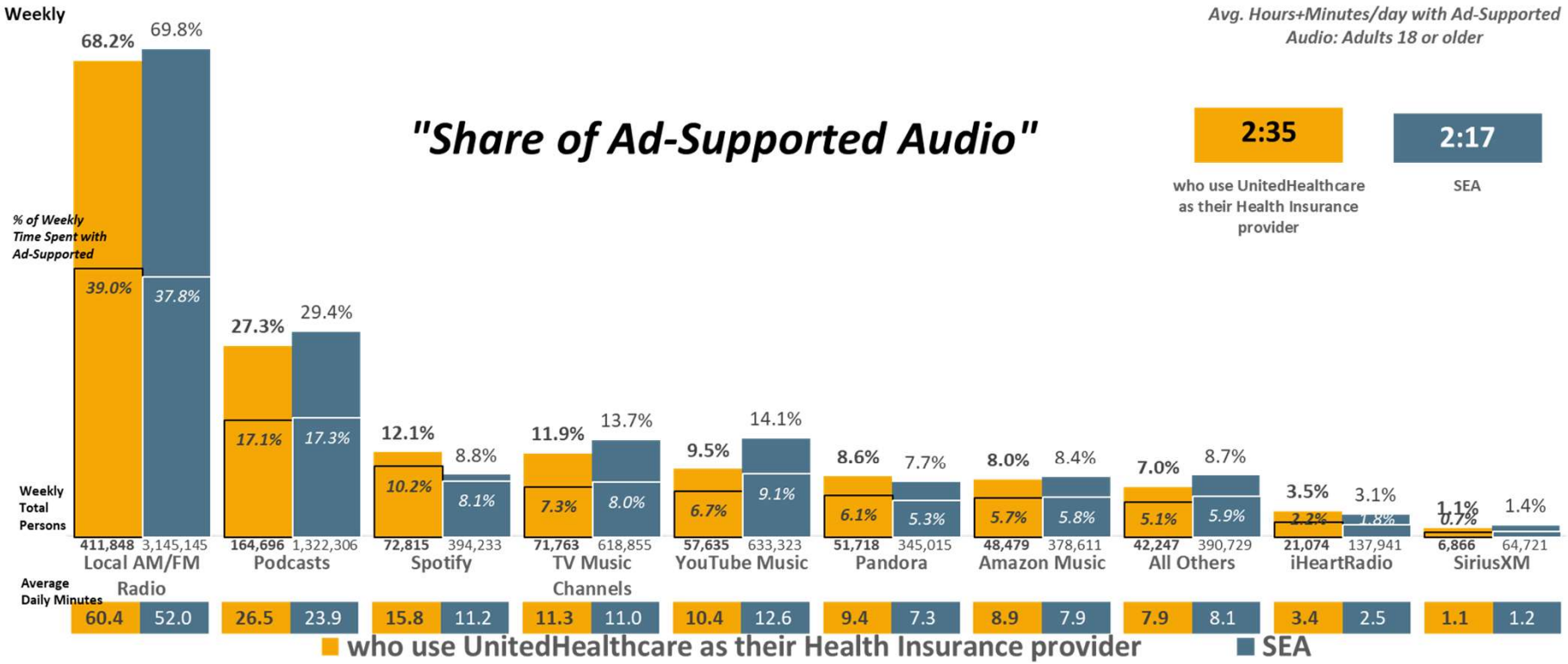
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

411,848 or 68.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 60.4 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

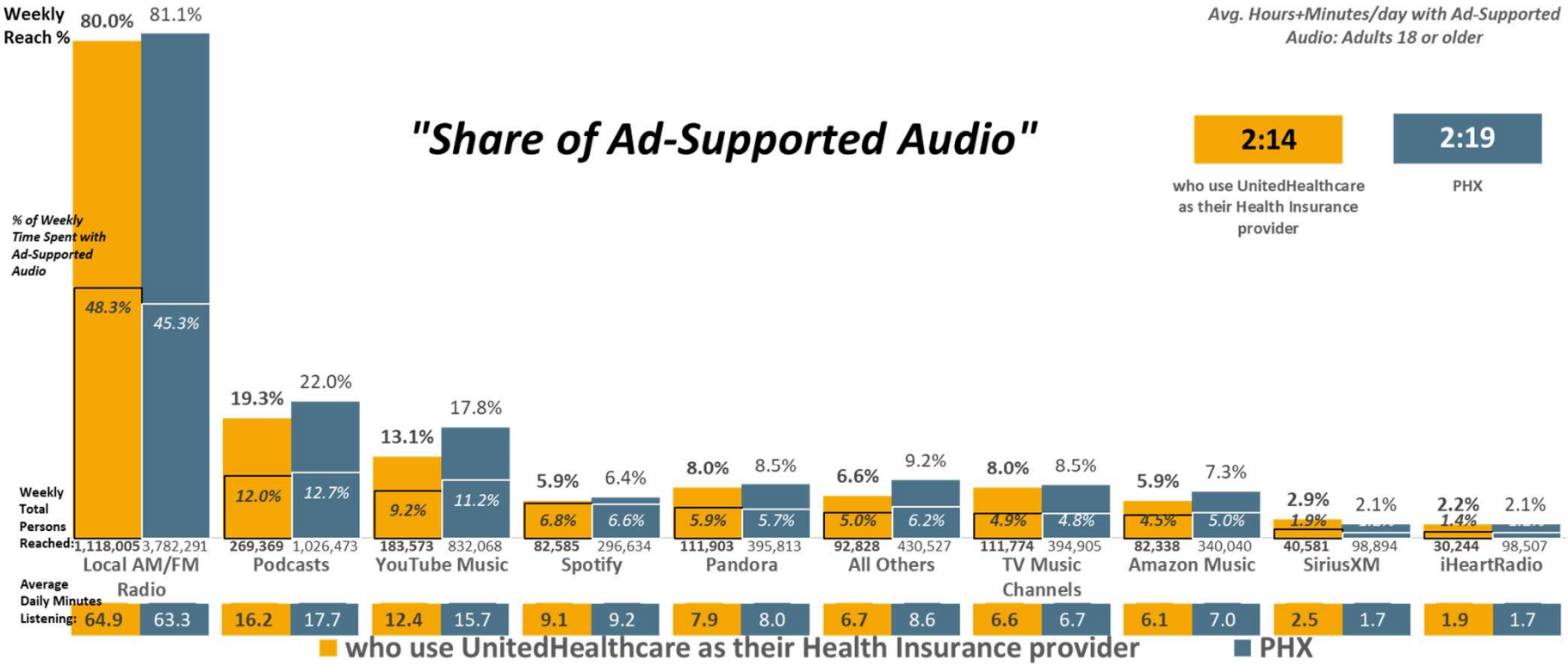
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **PHX**

1,118,005 or 80.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio for an average of 64.9 minutes every day representing 48.3% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	YouTube Music	Spotify	Pandora	All Others	TV Music Channels	Amazon Music	SiriusXM	iHeartRadio
Weekly Reach %	80.0% / 81.1%	19.3% / 22.0%	13.1% / 17.8%	5.9% / 6.4%	8.0% / 8.5%	6.6% / 9.2%	8.0% / 8.5%	5.9% / 7.3%	2.9% / 2.1%	2.2% / 2.1%
% of Weekly Time Spent with Ad-Supported Audio	48.3% / 45.3%	12.0% / 12.7%	9.2% / 11.2%	6.8% / 6.6%	5.9% / 5.7%	5.0% / 6.2%	4.9% / 4.8%	4.5% / 5.0%	1.9% /	1.4% /
Weekly Total Persons Reached:	1,118,005 / 3,782,291	269,369 / 1,026,473	183,573 / 832,068	82,585 / 296,634	111,903 / 395,813	92,828 / 430,527	111,774 / 394,905	82,338 / 340,040	40,581 / 98,894	30,244 / 98,507
Average Daily Minutes Listening:	64.9 / 63.3	16.2 / 17.7	12.4 / 15.7	9.1 / 9.2	7.9 / 8.0	6.7 / 8.6	6.6 / 6.7	6.1 / 7.0	2.5 / 1.7	1.9 / 1.7

PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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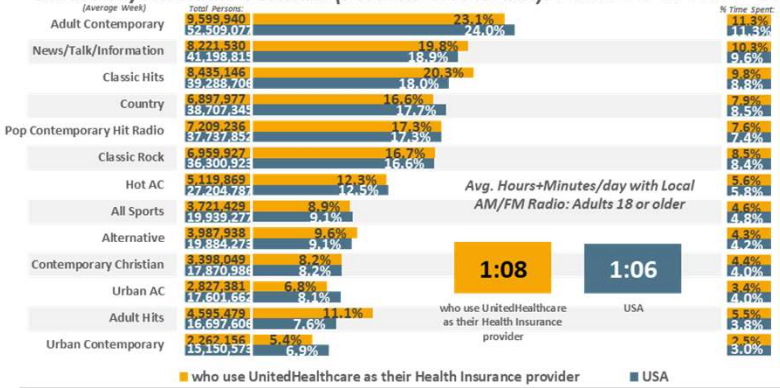
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Health insurance carrier - All types: UnitedHealthcare

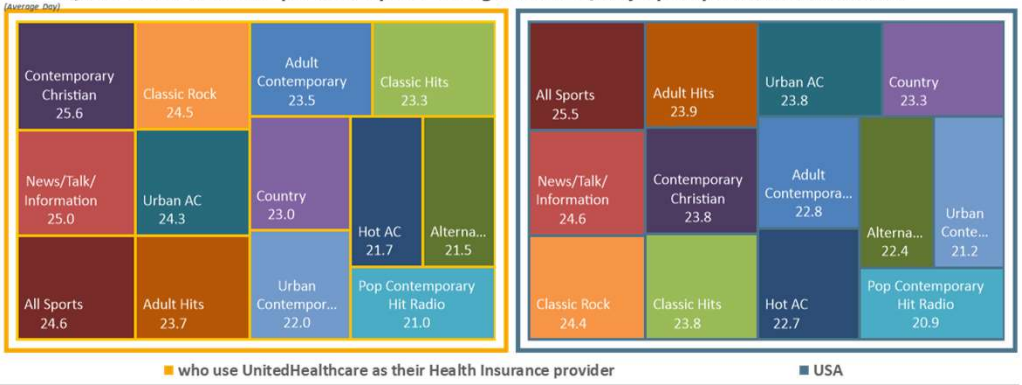
United Healthcare USA

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

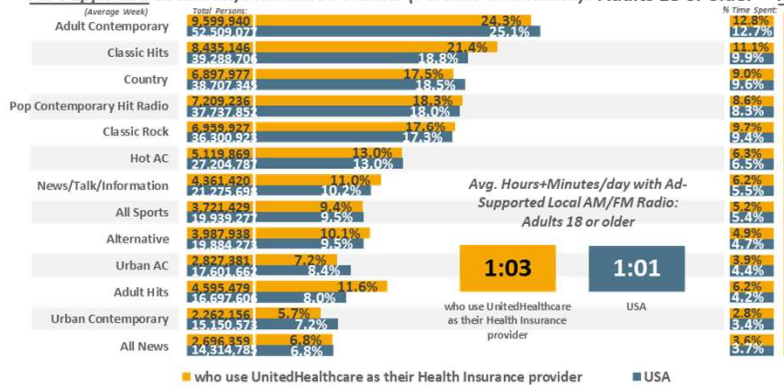
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



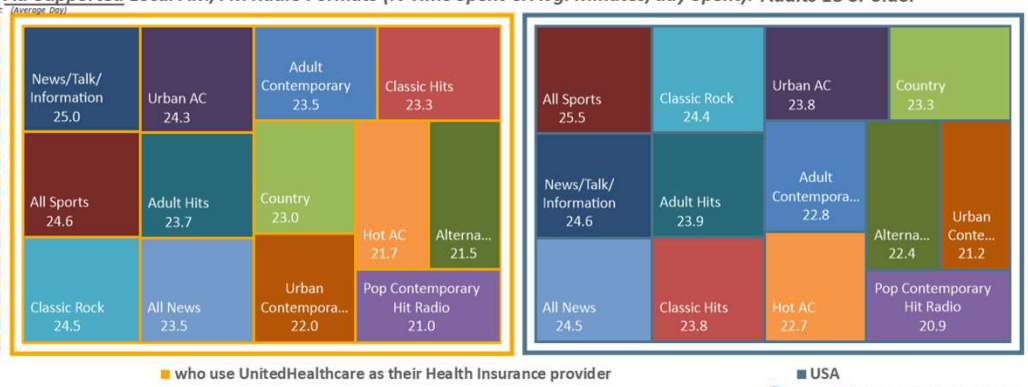
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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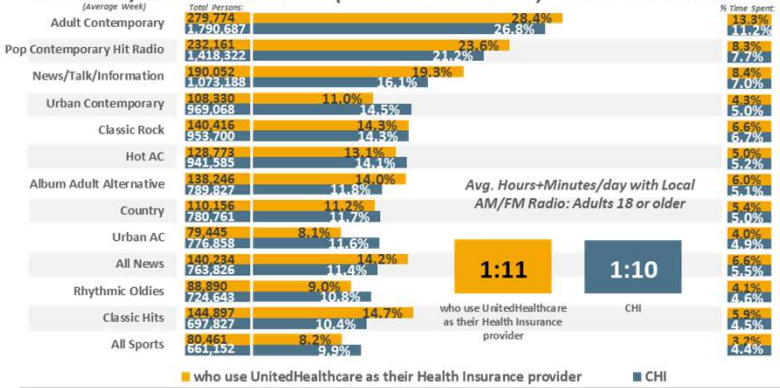
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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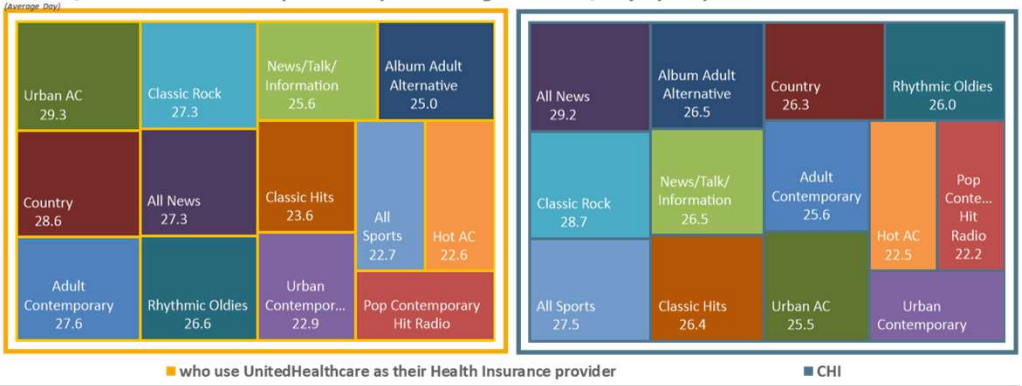
Health insurance carrier - All types: UnitedHealthcare

924,134 or 82.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Classic Rock, and All News.

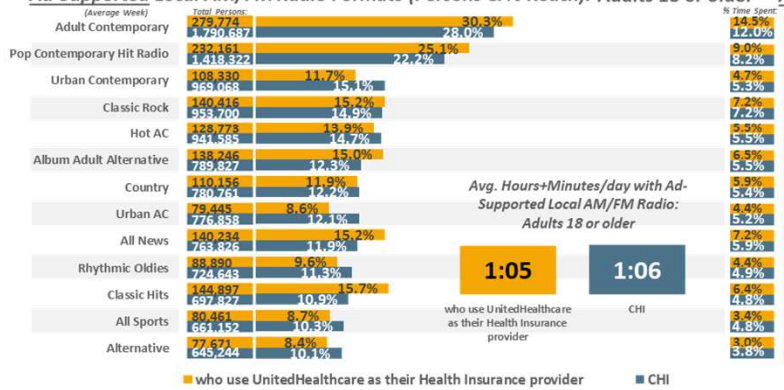
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



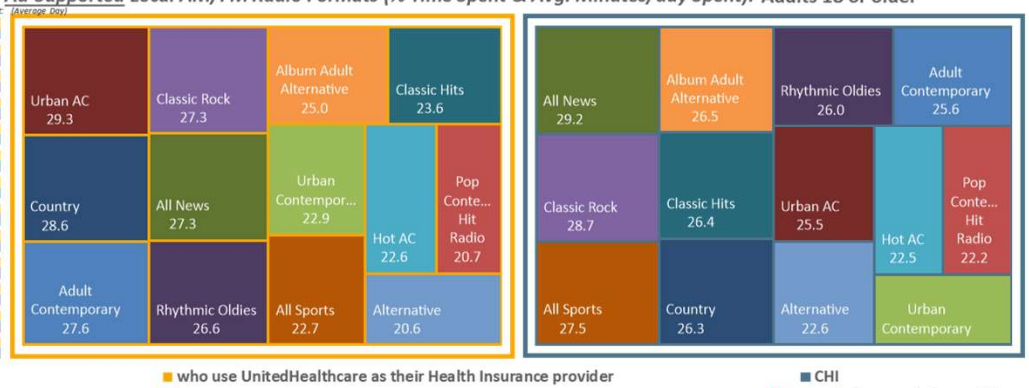
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

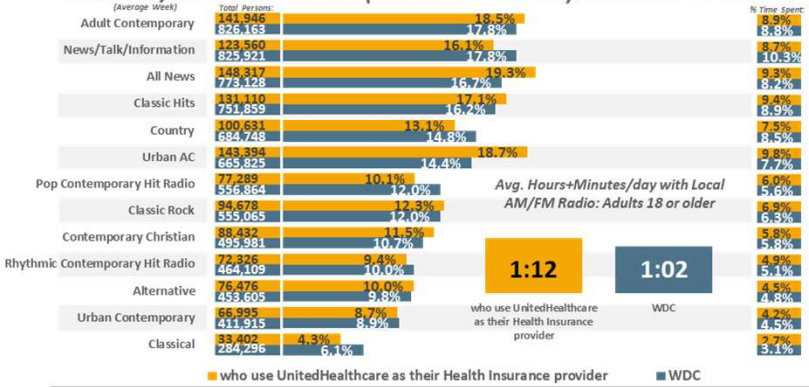
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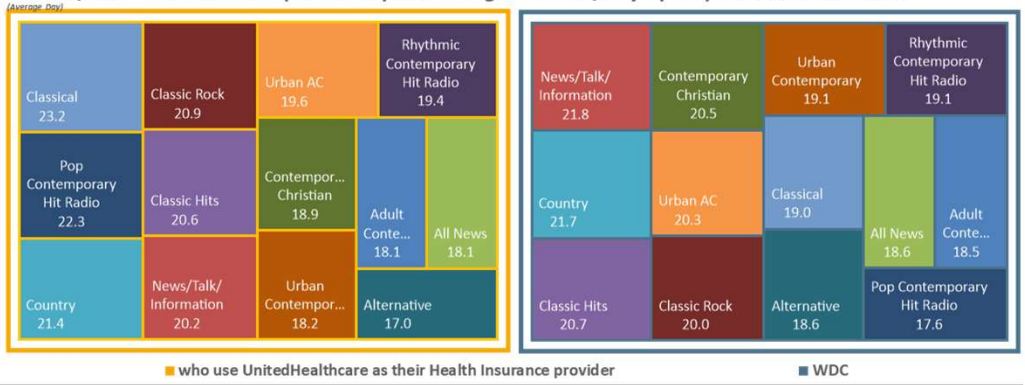
Health insurance carrier - All types: UnitedHealthcare

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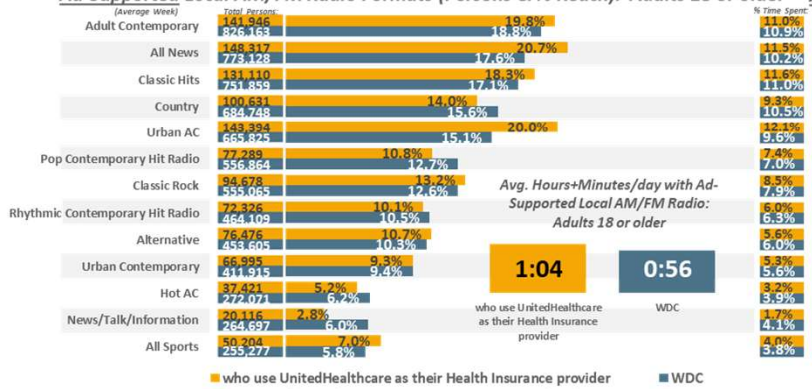
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



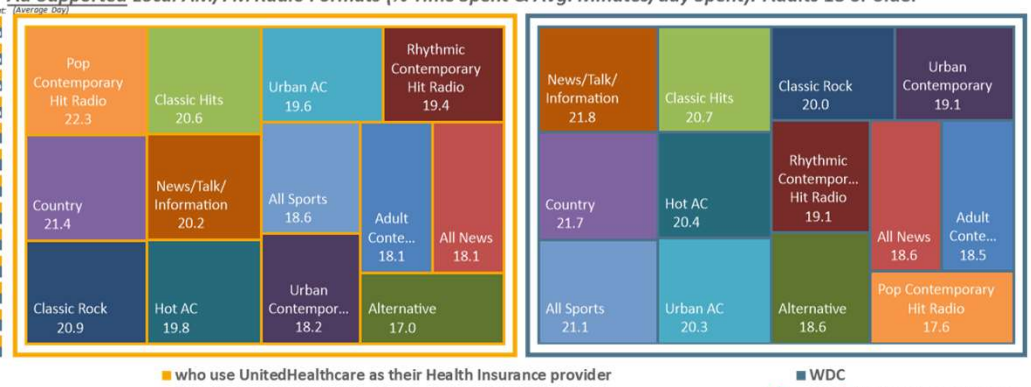
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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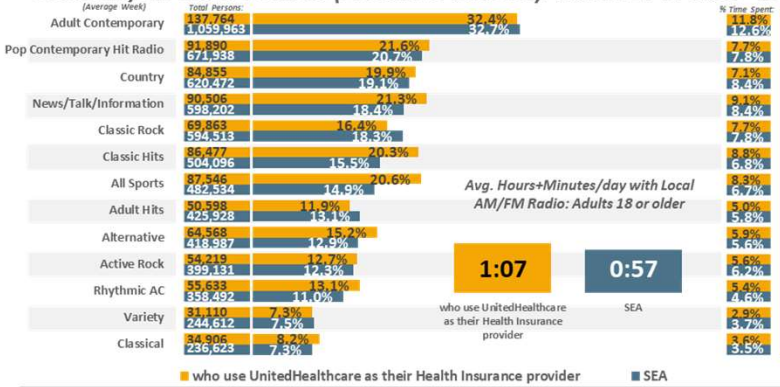
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Health insurance carrier - All types: UnitedHealthcare

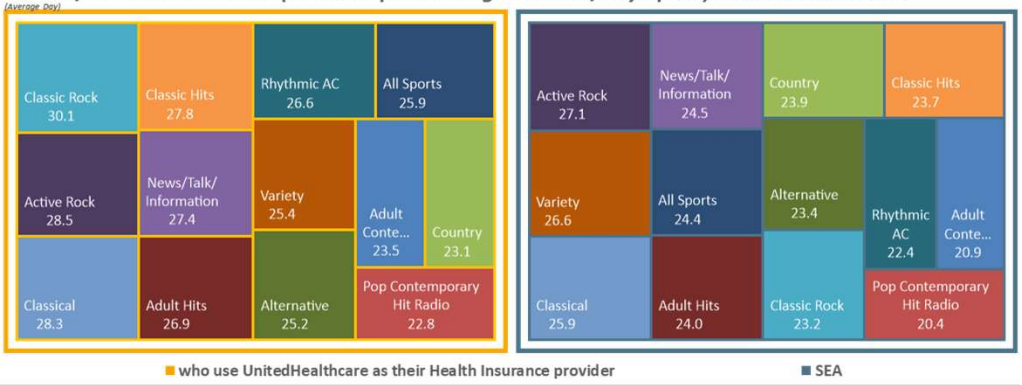
United Healthcare **SEA**

411,848 or 68.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, All Sports, Classic Hits, and Country.

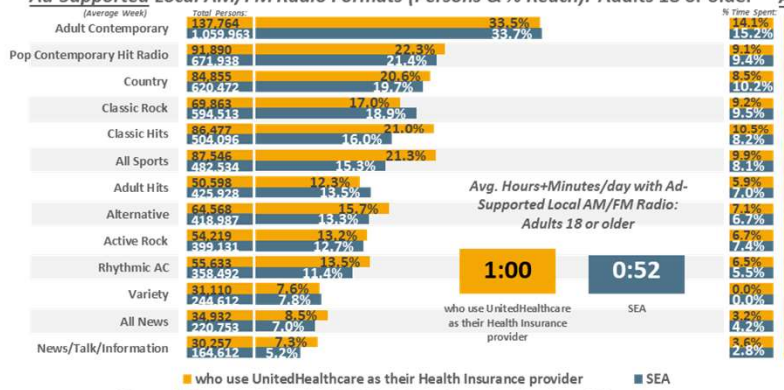
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



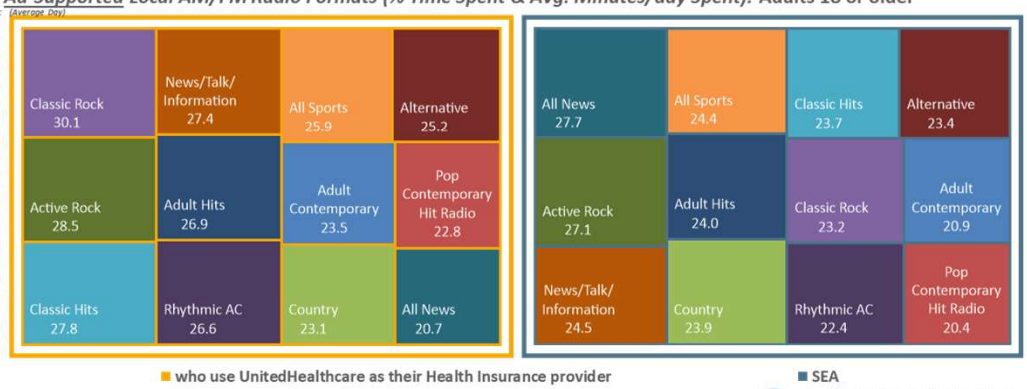
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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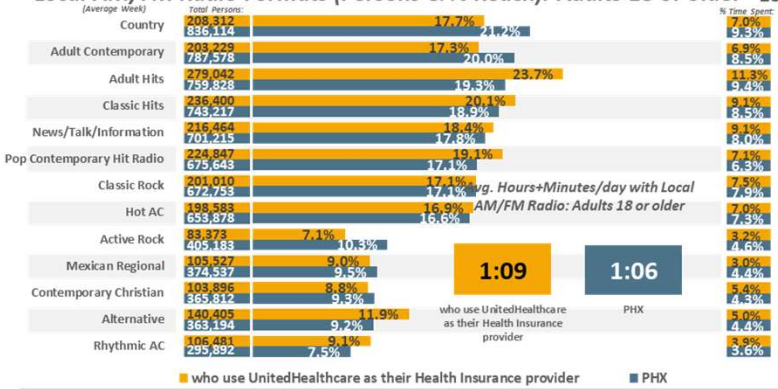
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Health insurance carrier - All types: UnitedHealthcare

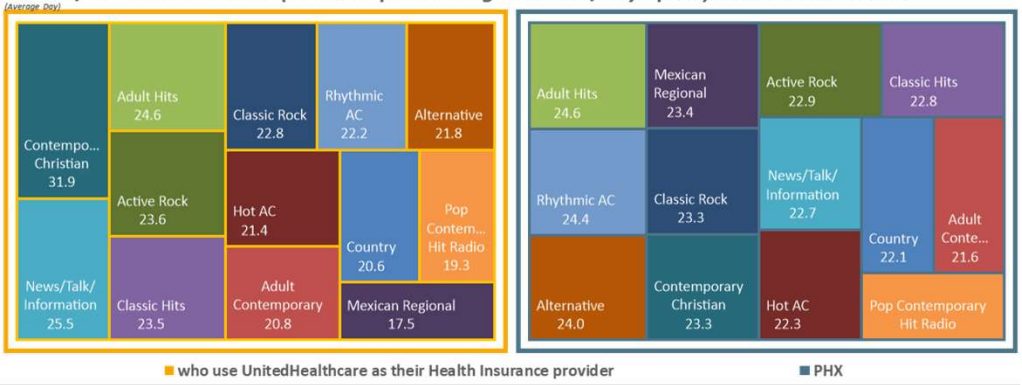
United Healthcare **PHX**

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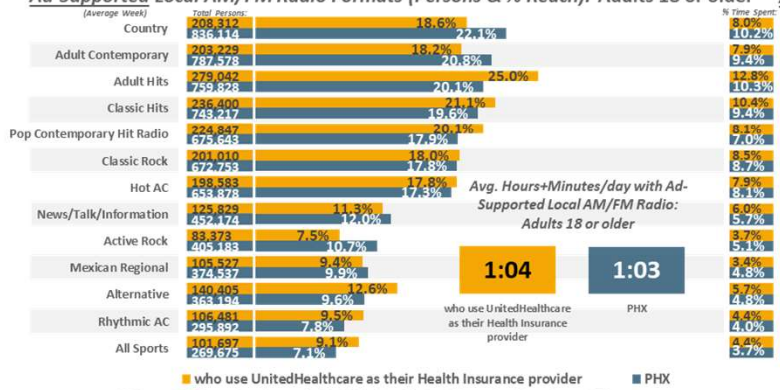
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



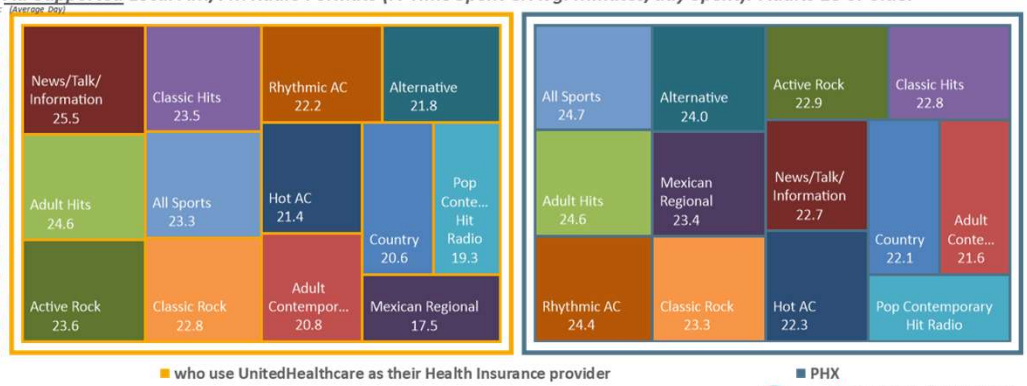
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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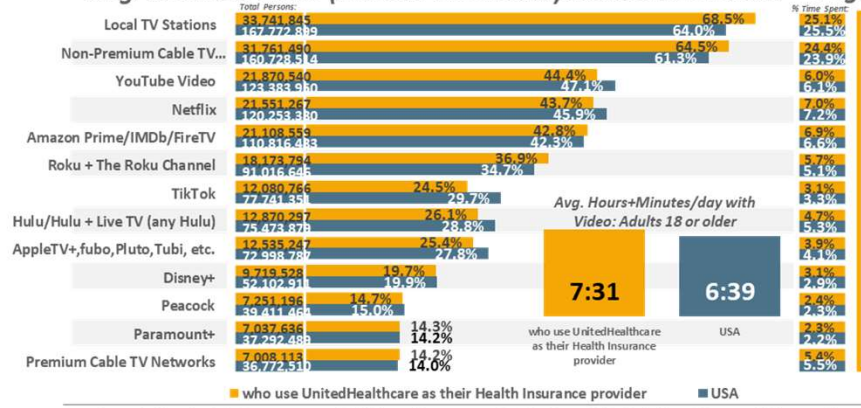
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Health insurance carrier - All types: UnitedHealthcare

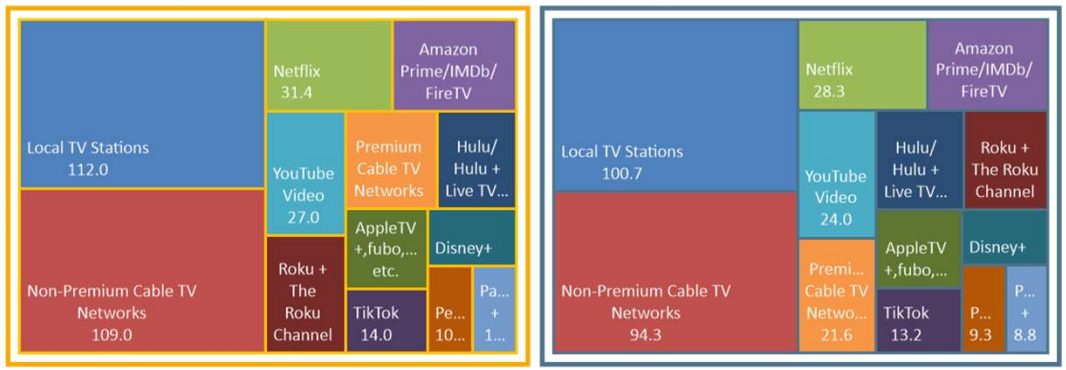
United Healthcare **USA**

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

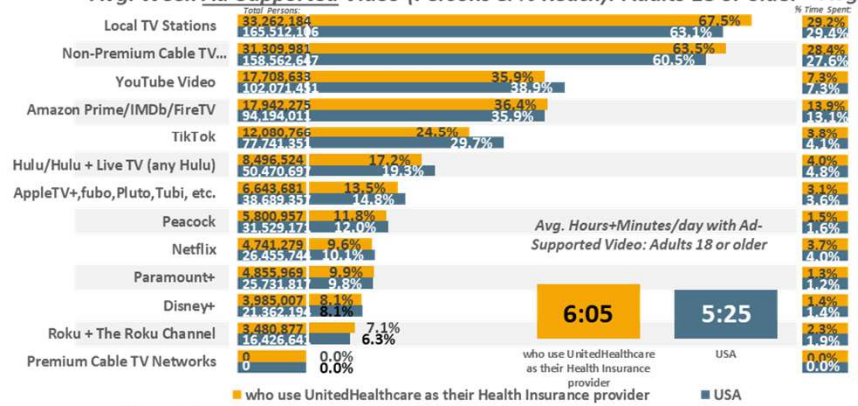
Avg. Week All Video (Persons & % Reach): Adults 18 or older



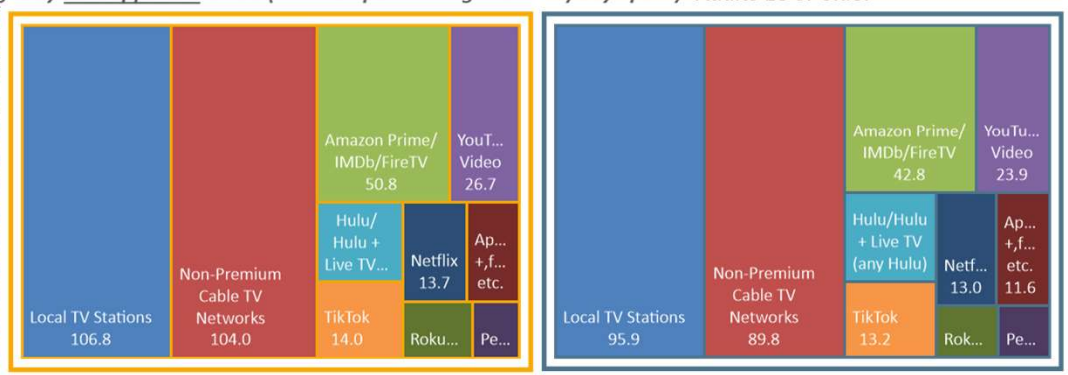
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

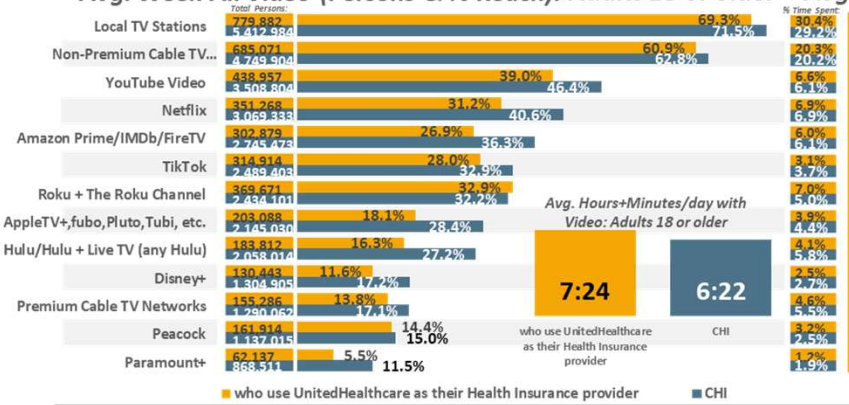
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Health insurance carrier - All types: UnitedHealthcare

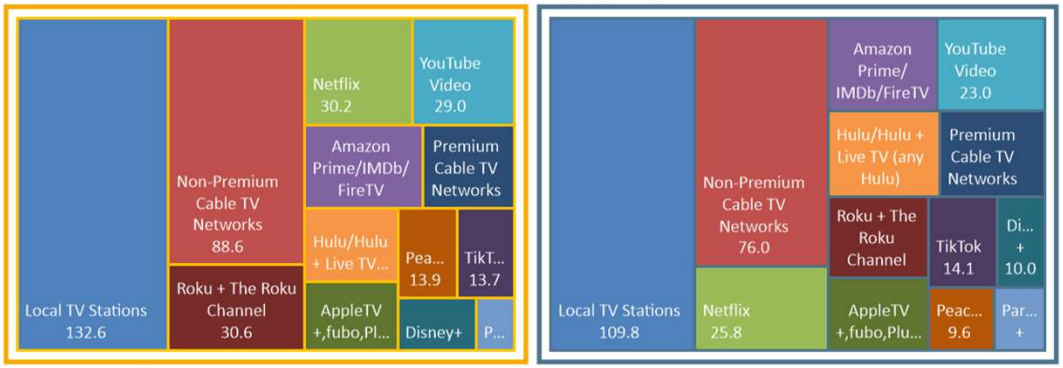
United Healthcare CHI

769,796 or 68.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 127.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

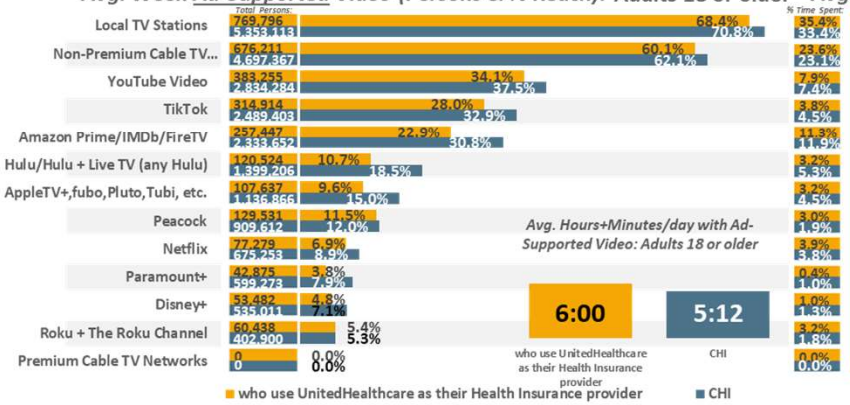
Avg. Week All Video (Persons & % Reach): Adults 18 or older



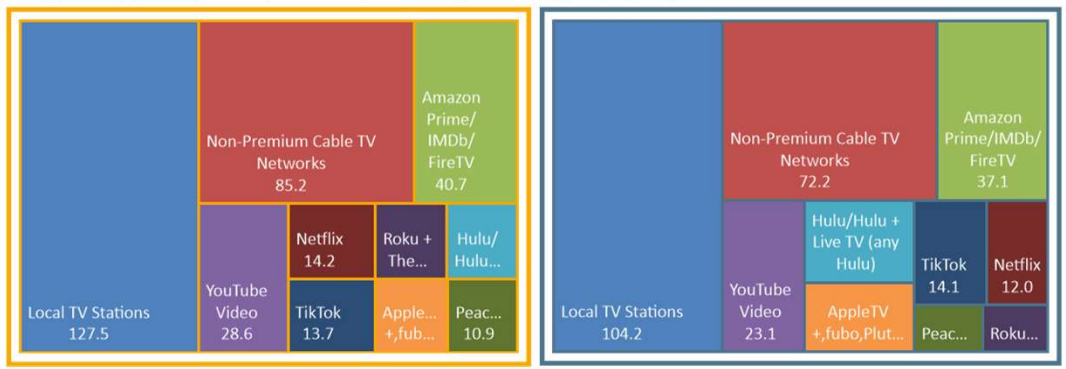
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

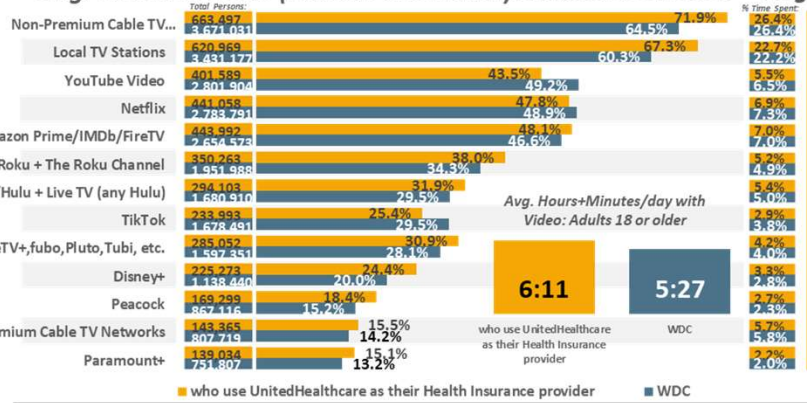
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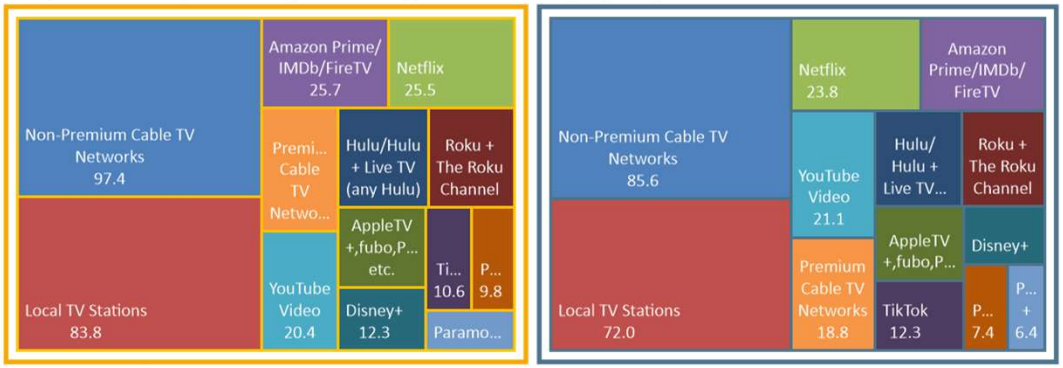
Health insurance carrier - All types: UnitedHealthcare

605,657 or 65.7% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 77.4 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

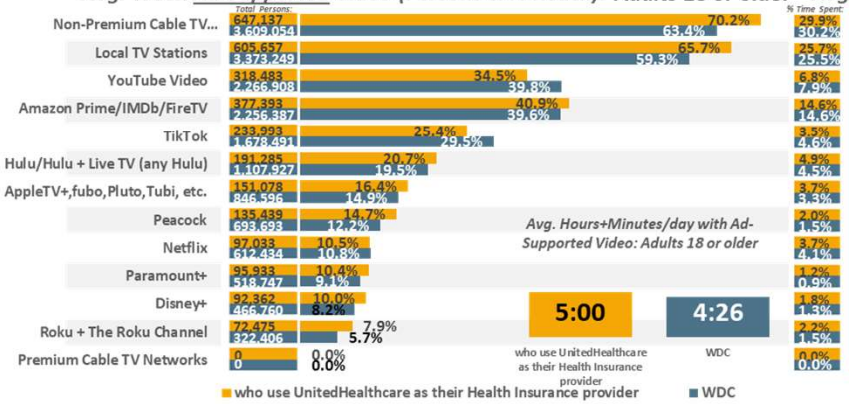
Avg. Week All Video (Persons & % Reach): Adults 18 or older



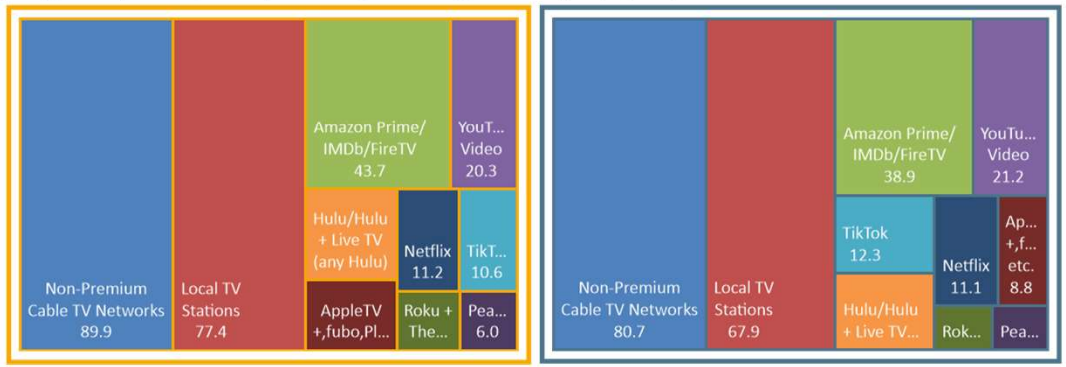
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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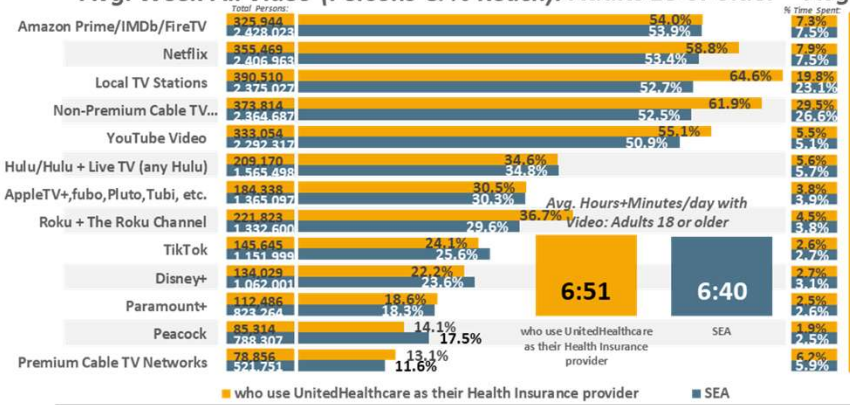
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Health insurance carrier - All types: UnitedHealthcare

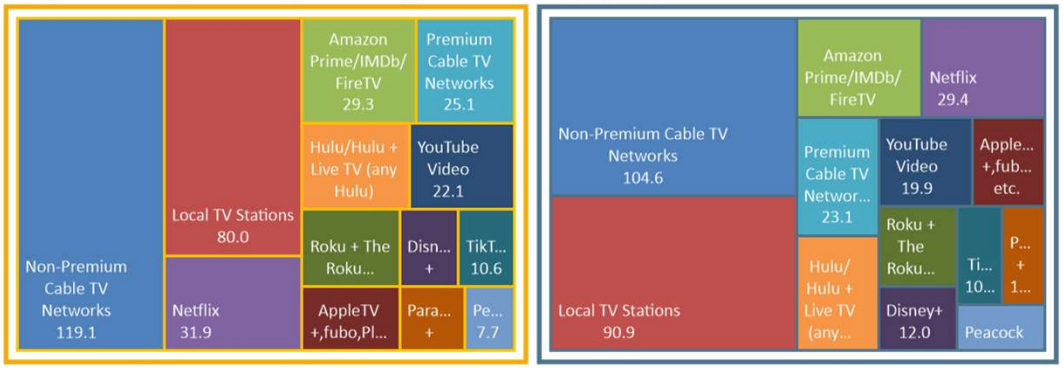
United Healthcare SEA

380,927 or 63.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 73. minutes every day representing 22.% of all time spent daily with Ad-Supported Video.

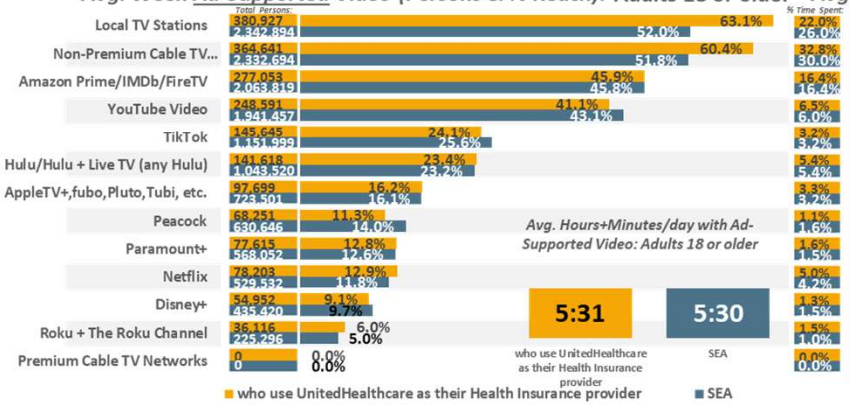
Avg. Week All Video (Persons & % Reach): Adults 18 or older



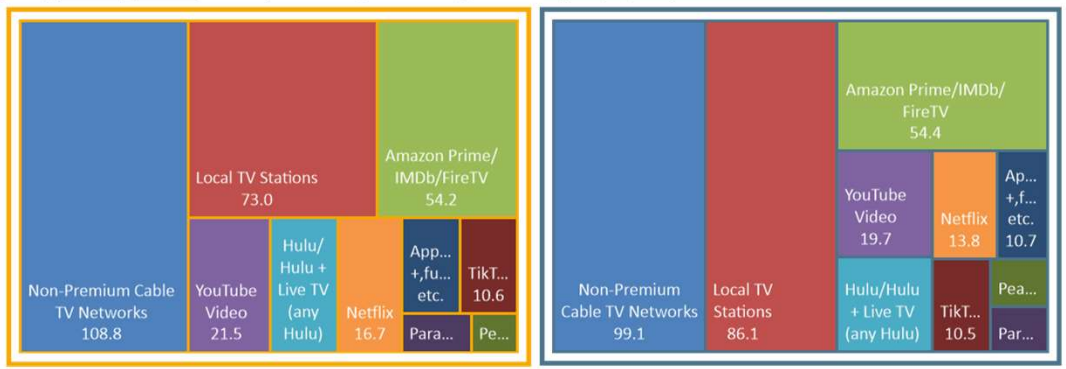
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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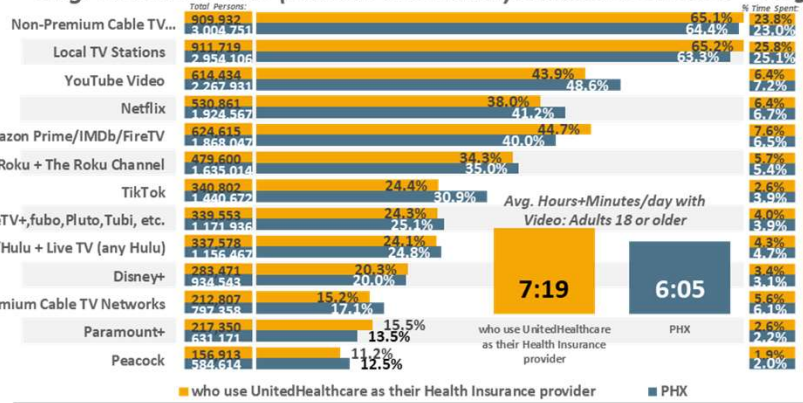
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Health insurance carrier - All types: UnitedHealthcare

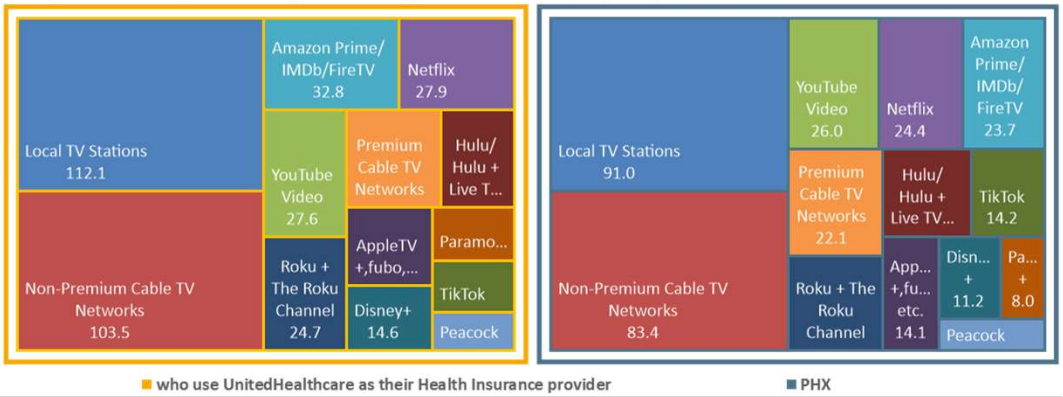
United Healthcare **PHX**

901,329 or 64.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 109.8 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.

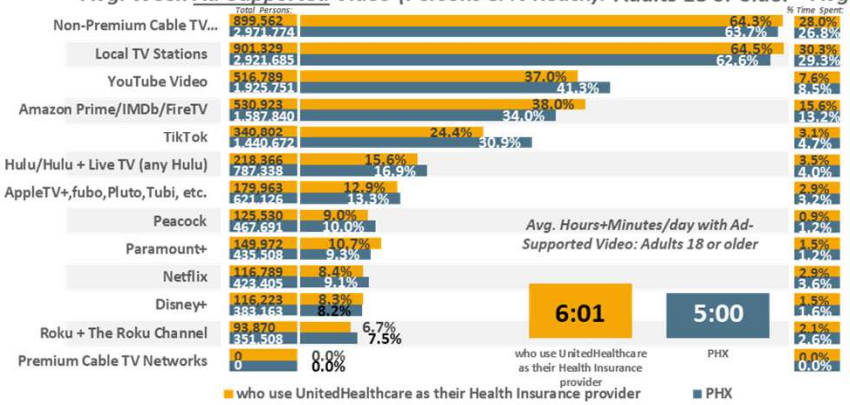
Avg. Week All Video (Persons & % Reach): Adults 18 or older



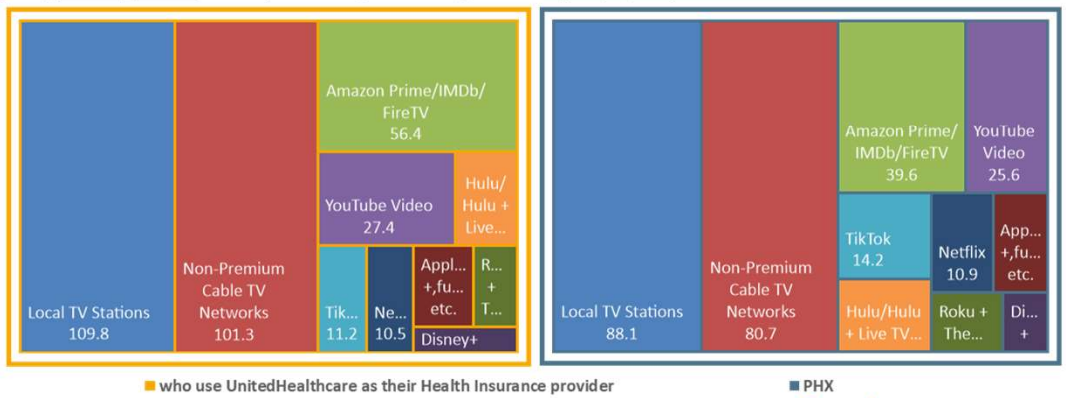
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

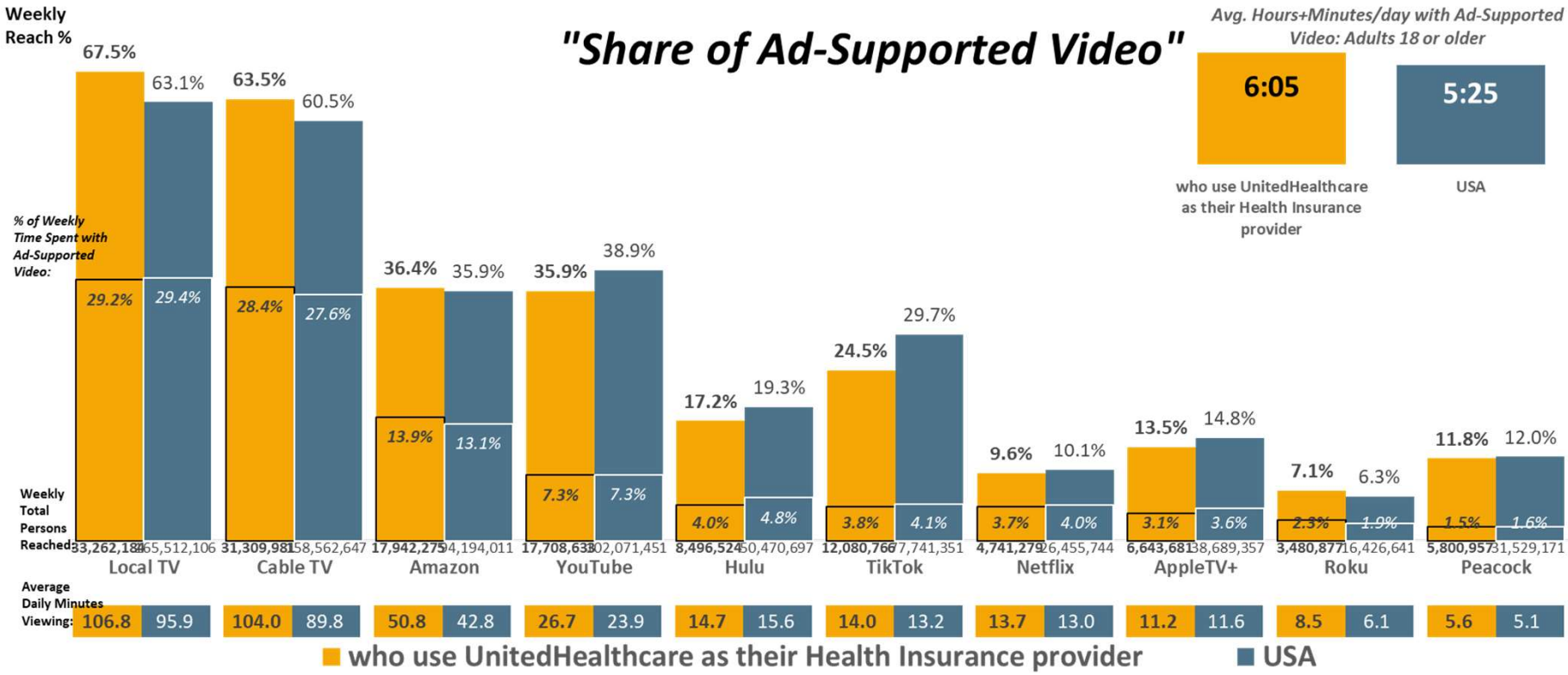
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare USA

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



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

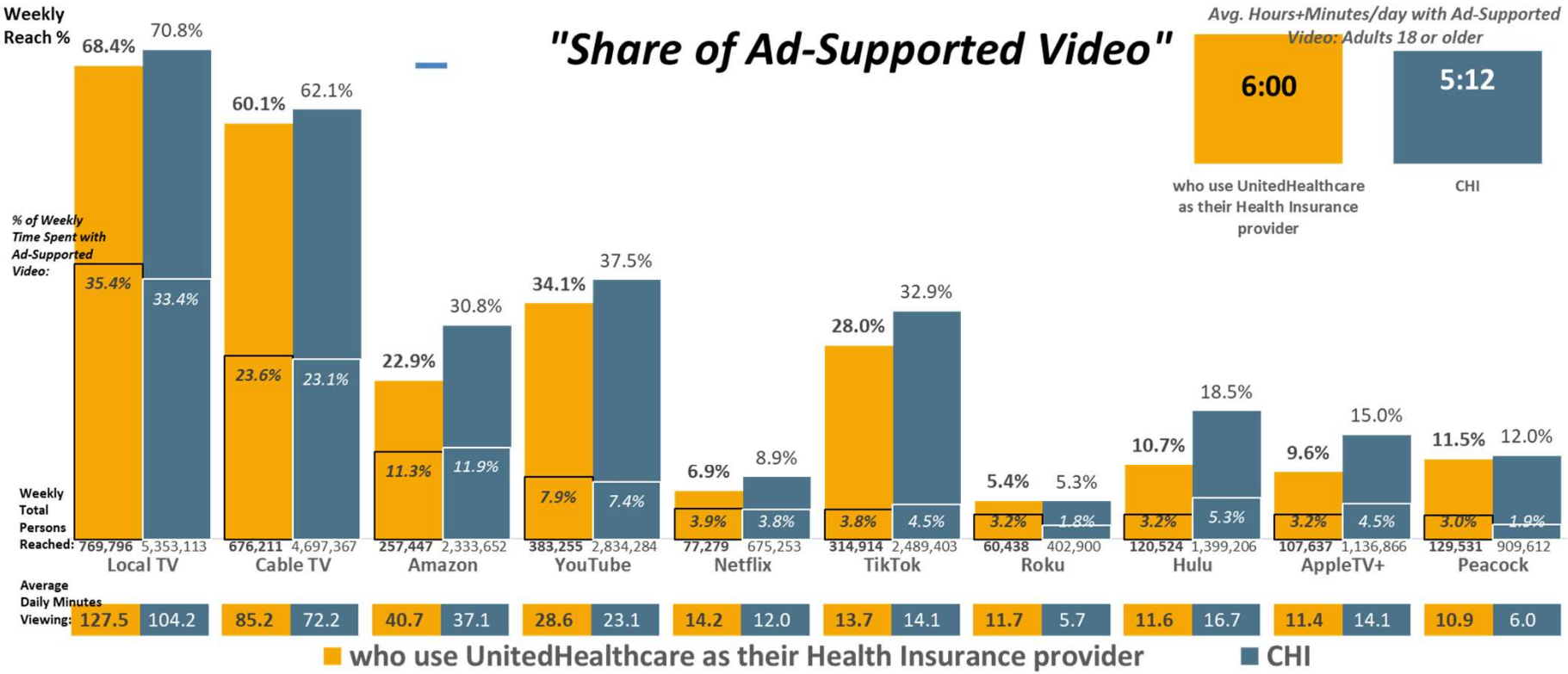
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Health insurance carrier - All types: UnitedHealthcare

769,796 or 68.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 127.5 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.



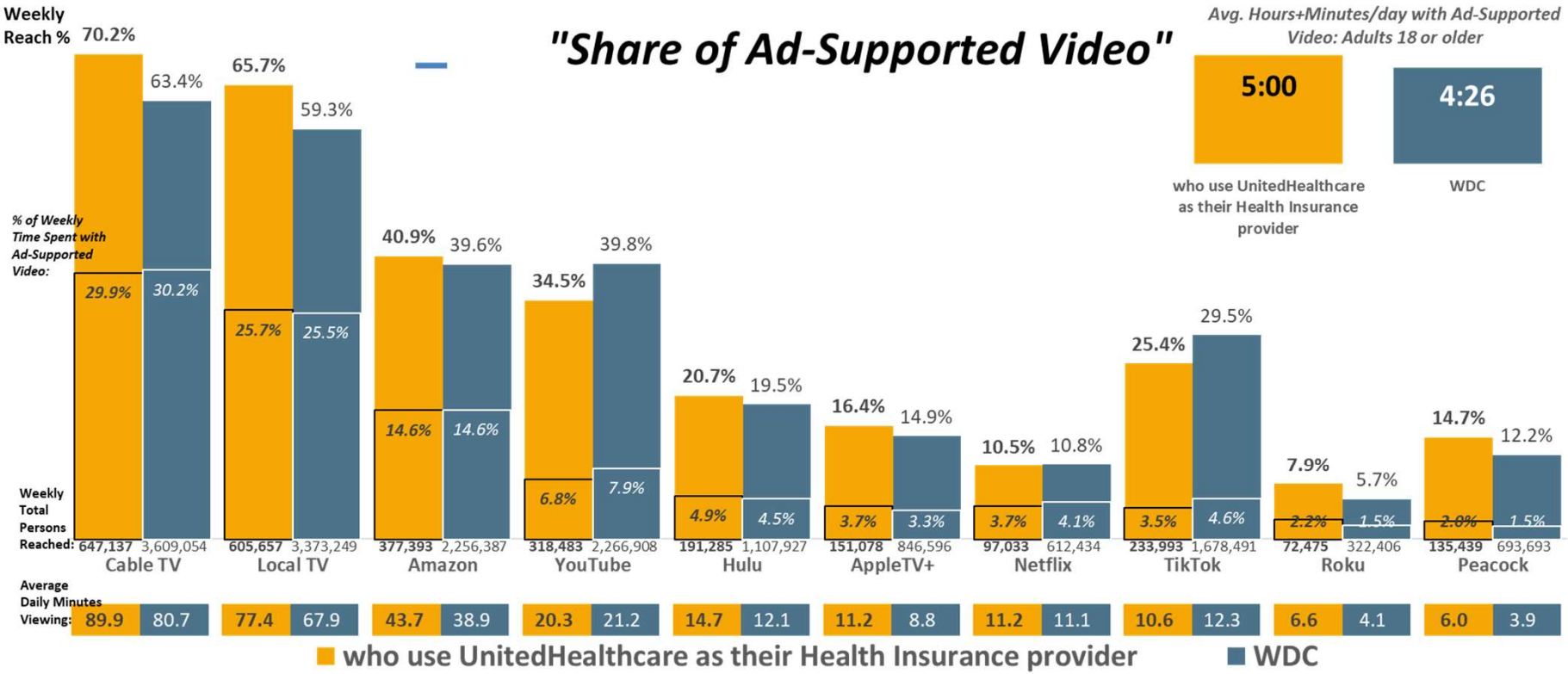
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Health insurance carrier - All types: UnitedHealthcare

605,657 or 65.7% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 77.4 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

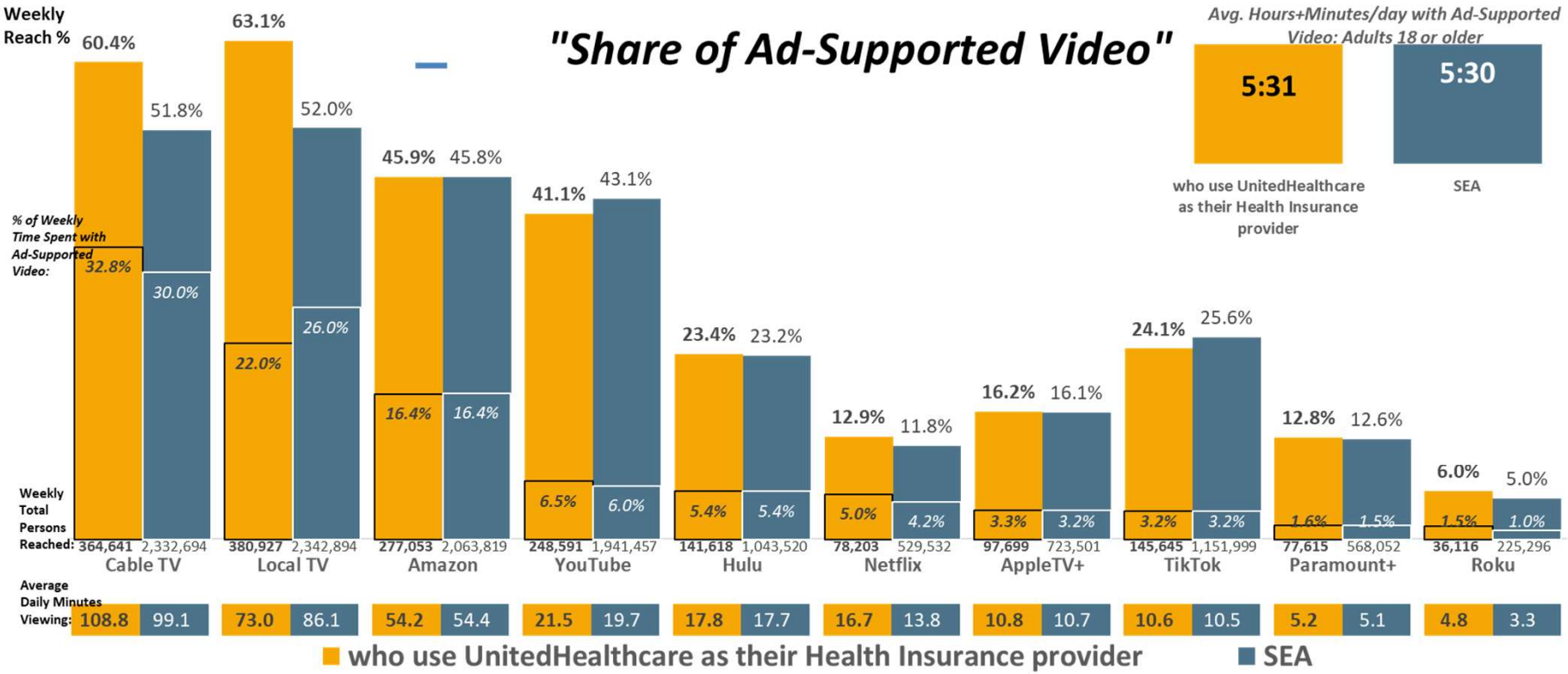
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

380,927 or 63.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 73. minutes every day representing 22.% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

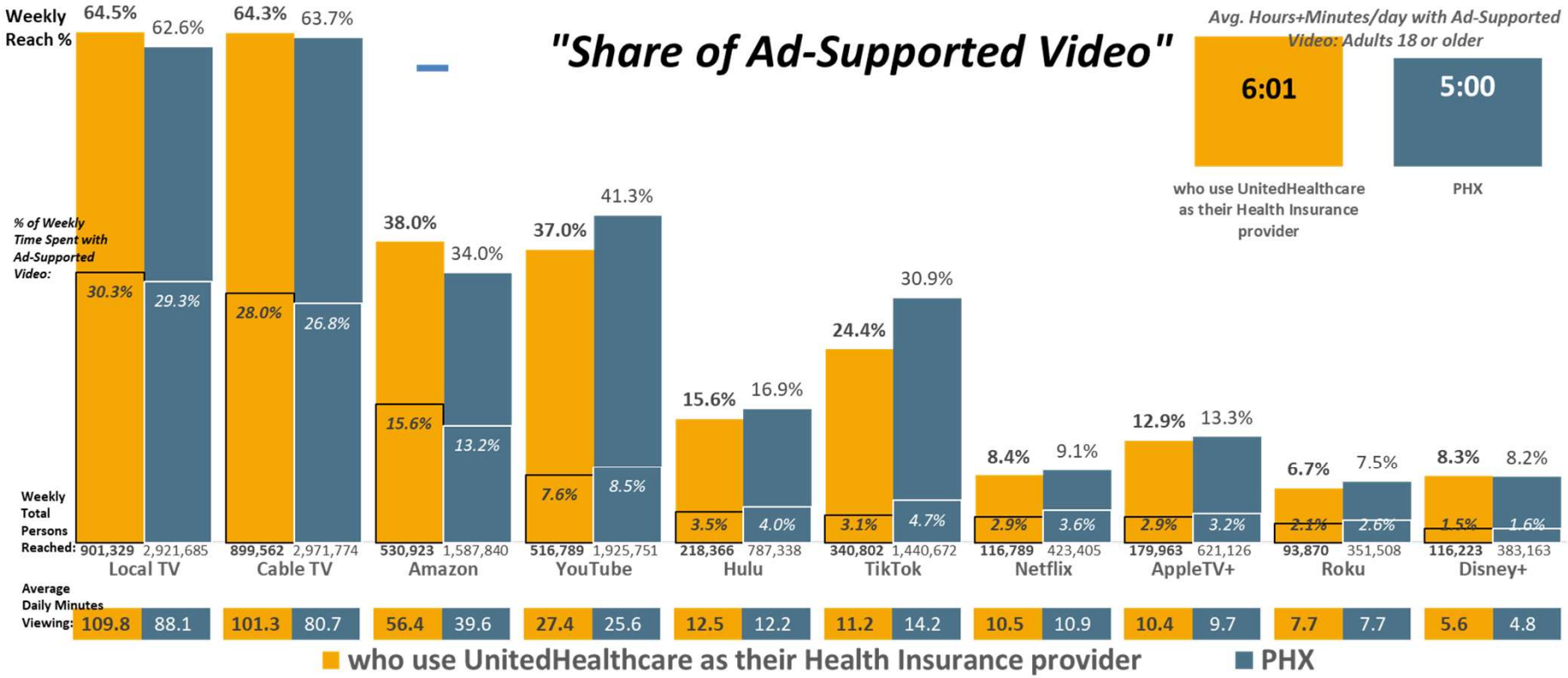
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **PHX**

901,329 or 64.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations for an average of 109.8 minutes every day representing 30.3% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

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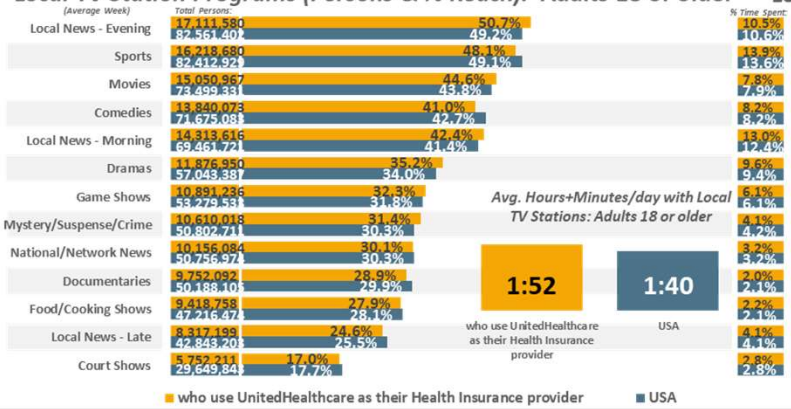
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Health insurance carrier - All types: UnitedHealthcare

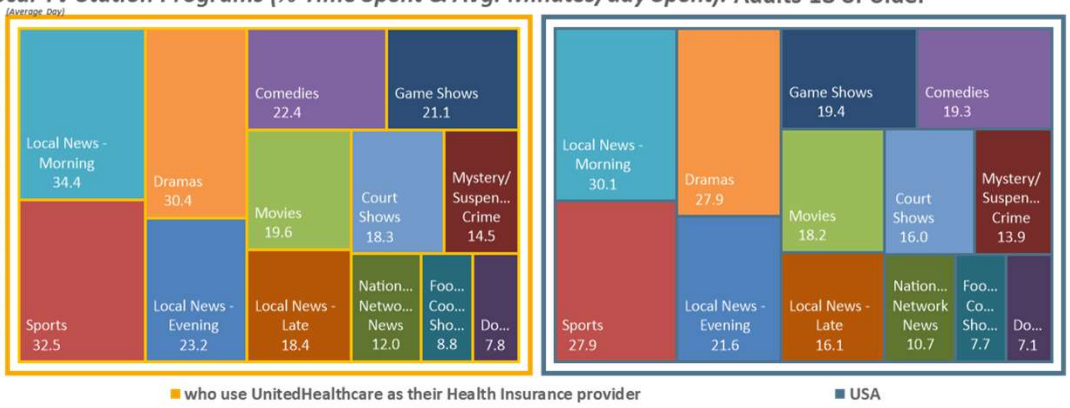
United Healthcare **USA**

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

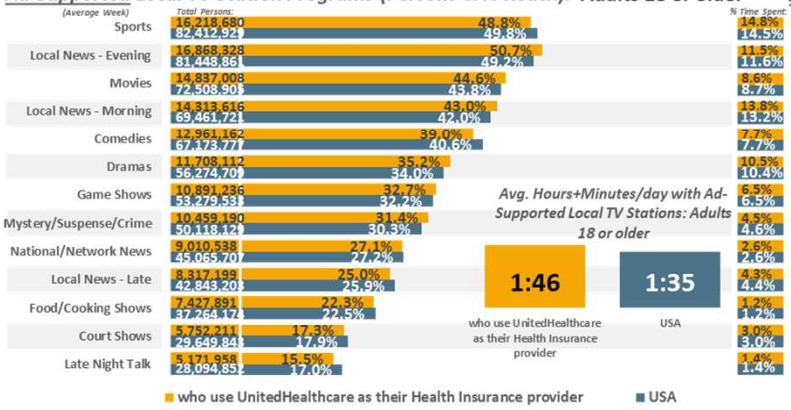
Local TV Station Programs (Persons & % Reach): Adults 18 or older



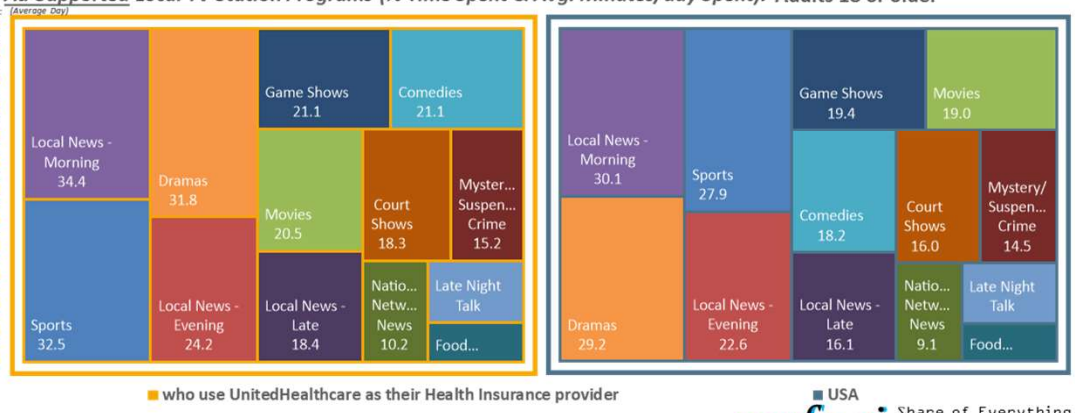
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

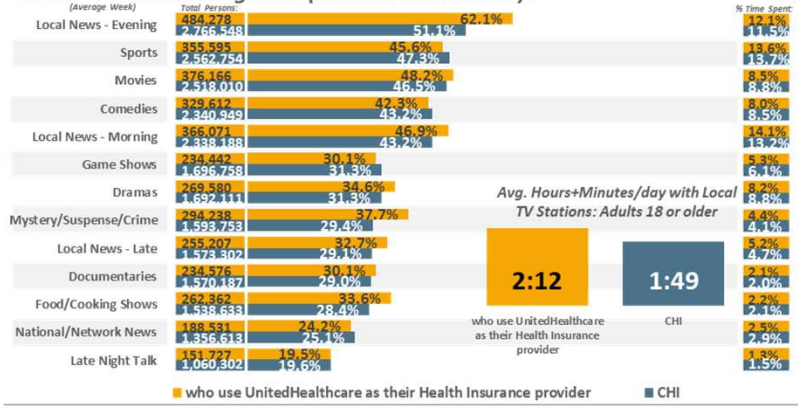
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Health insurance carrier - All types: UnitedHealthcare

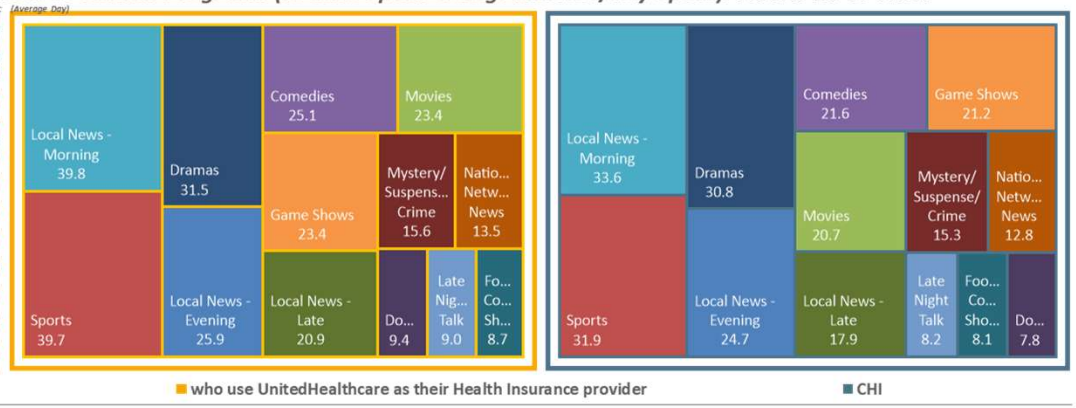
United Healthcare CHI

769,796 or 68.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Movies, Local News - Morning, Sports, Comedies, and Mystery/Suspense/Crim

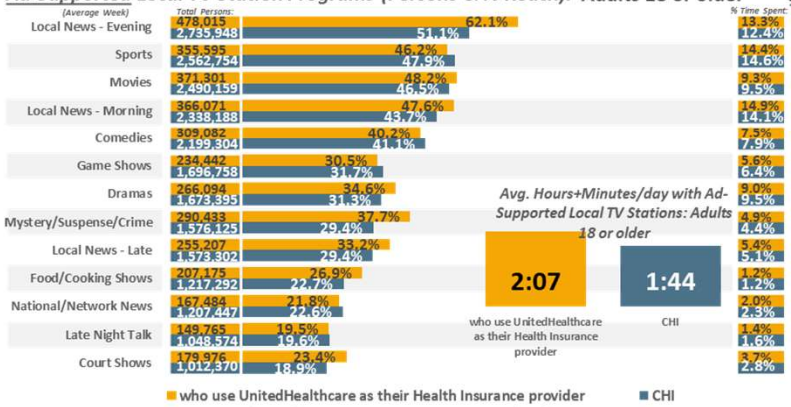
Local TV Station Programs (Persons & % Reach): Adults 18 or older



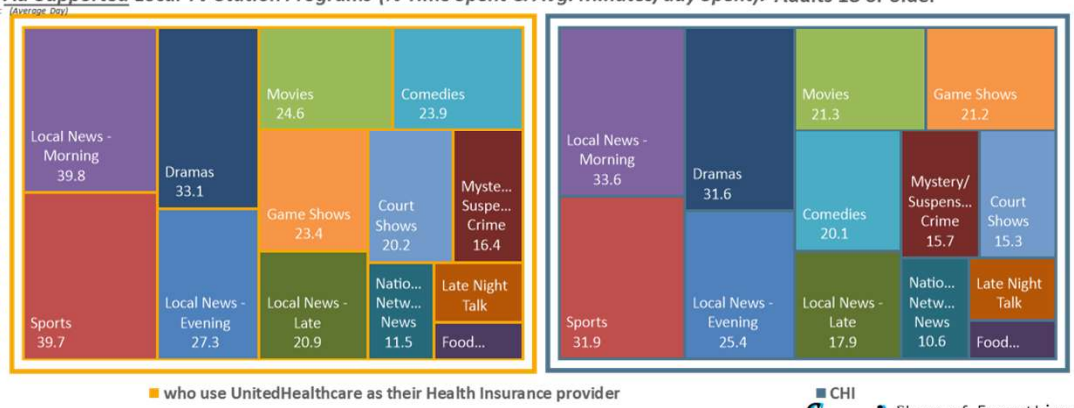
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

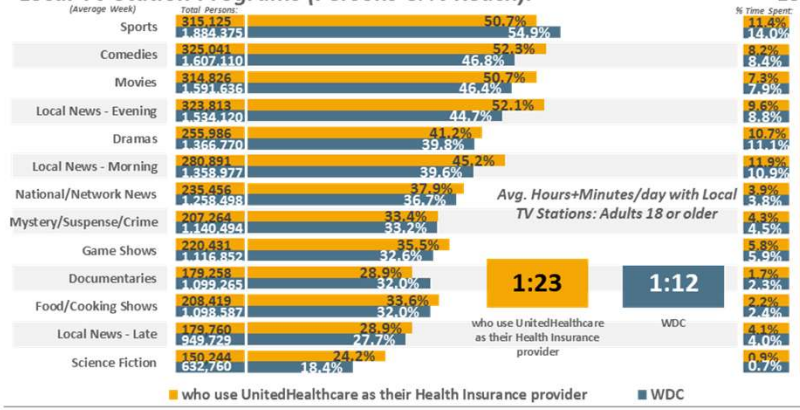
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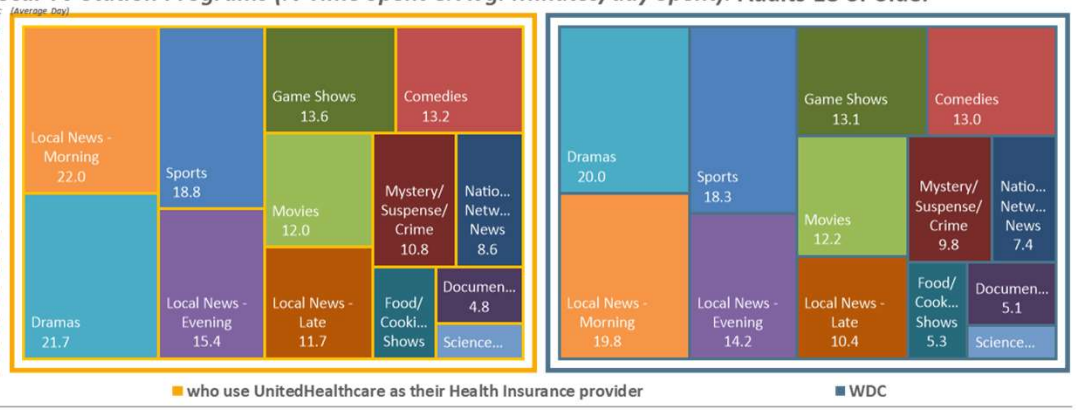
Health insurance carrier - All types: UnitedHealthcare

605,657 or 65.7% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Comedies, Local News - Morning, and Dramas.

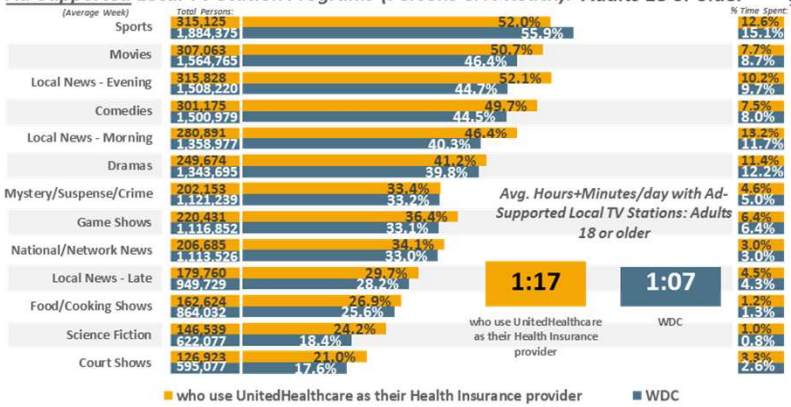
Local TV Station Programs (Persons & % Reach): Adults 18 or older



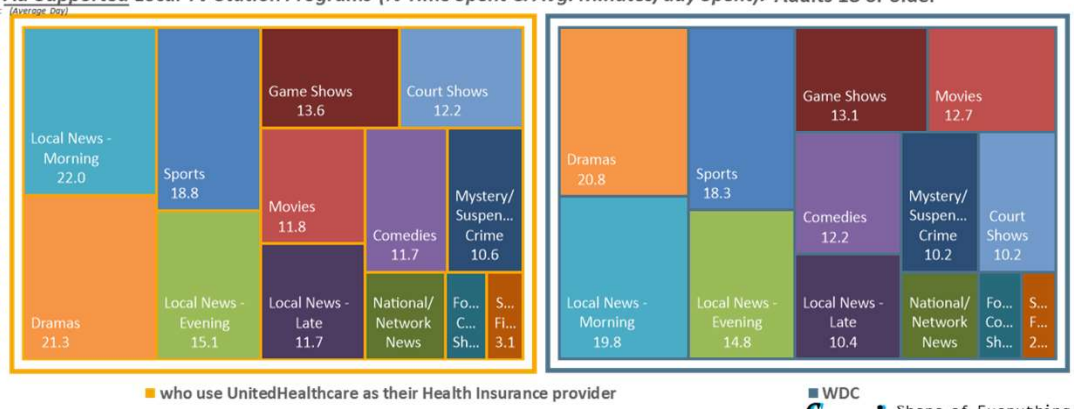
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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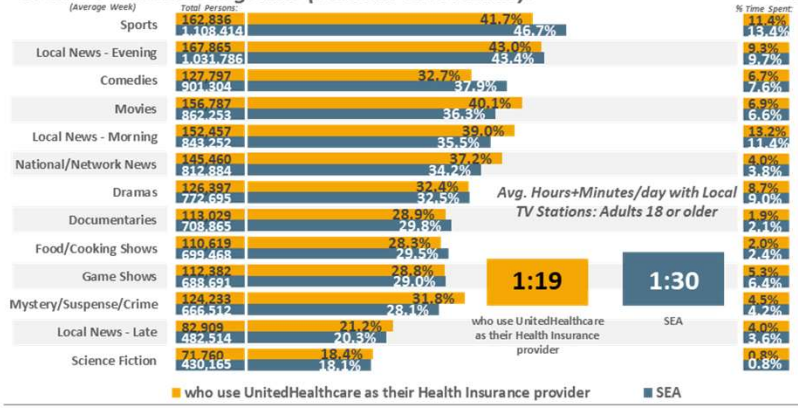
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Health insurance carrier - All types: UnitedHealthcare

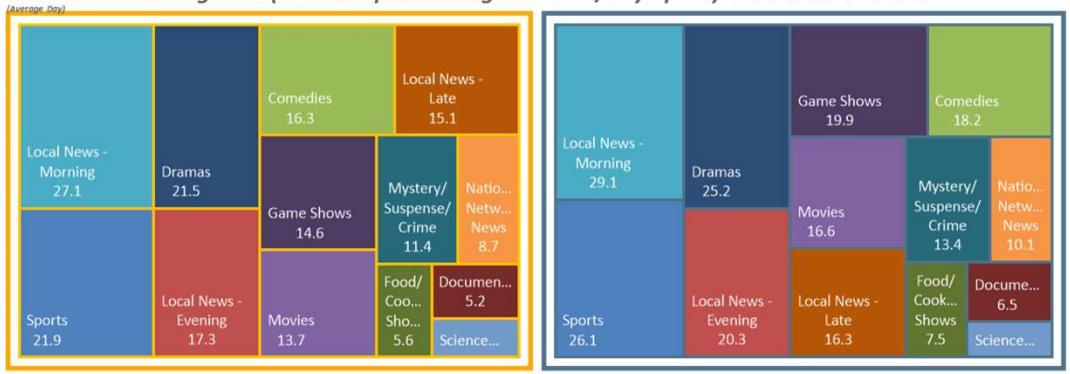
United Healthcare **SEA**

380,927 or 63.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, National/Network News, and Dramas.

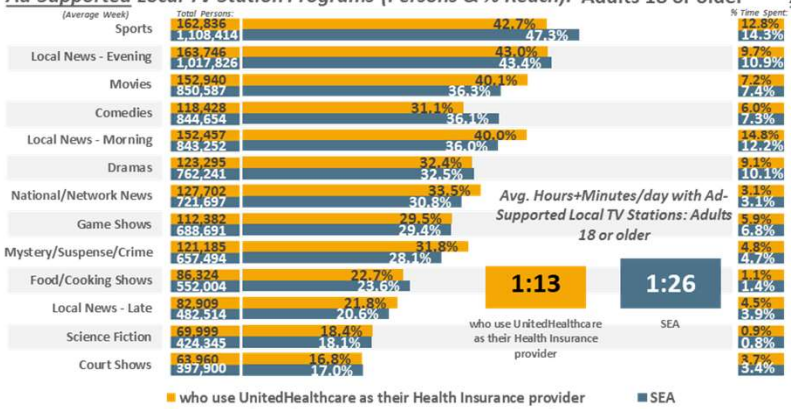
Local TV Station Programs (Persons & % Reach): Adults 18 or older



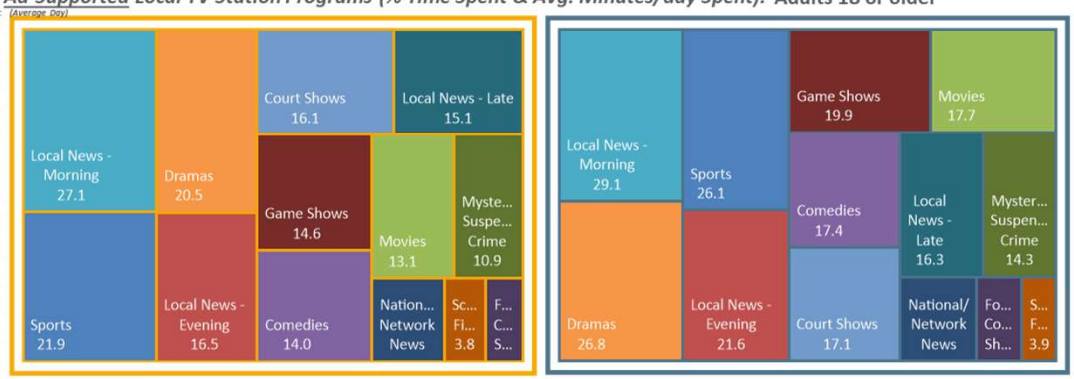
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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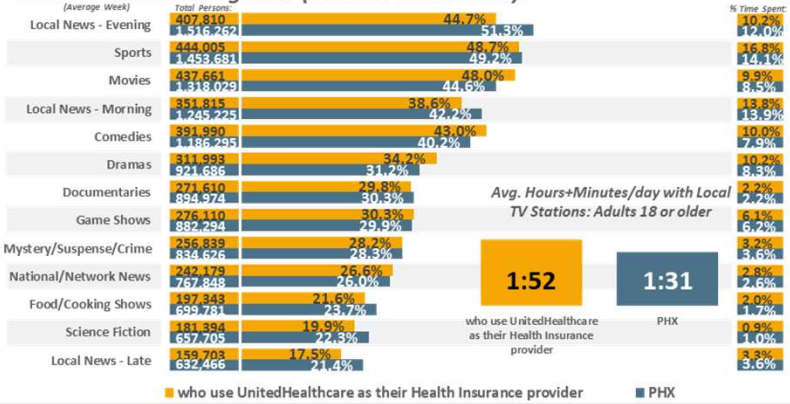
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Health insurance carrier - All types: UnitedHealthcare

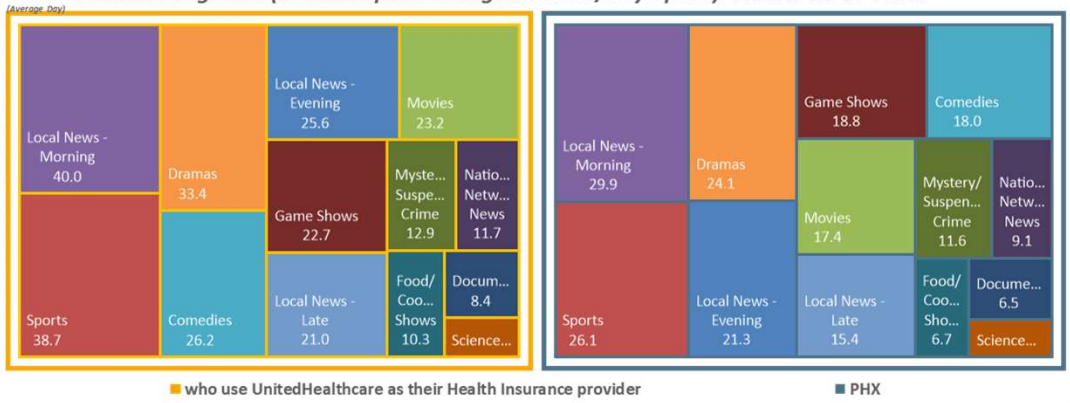
United Healthcare **PHX**

901,329 or 64.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Dramas.

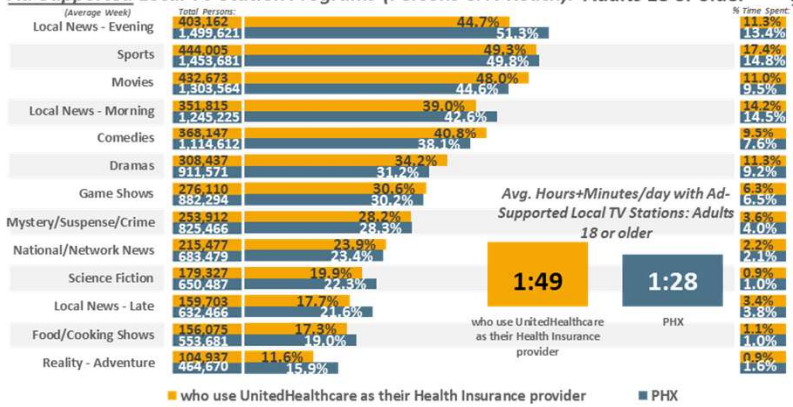
Local TV Station Programs (Persons & % Reach): Adults 18 or older



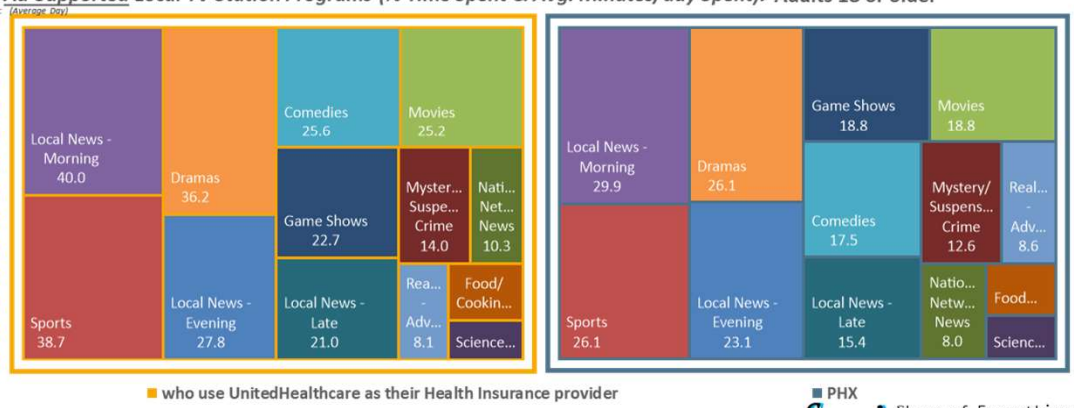
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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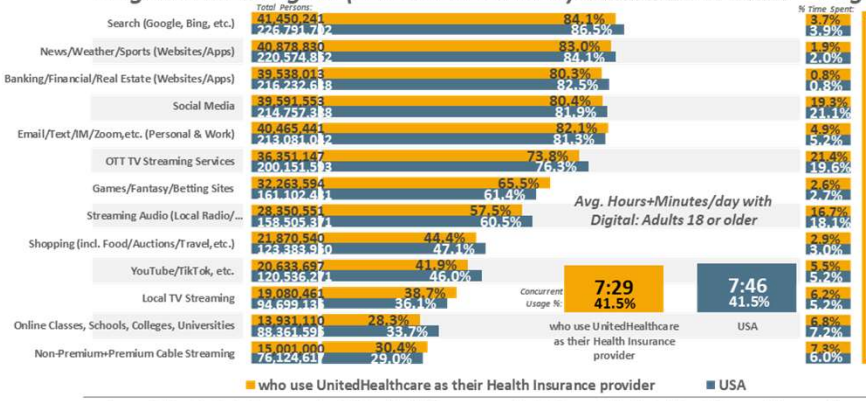
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Health insurance carrier - All types: UnitedHealthcare

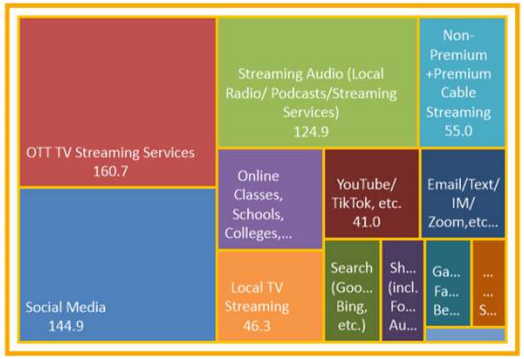
United Healthcare **USA**

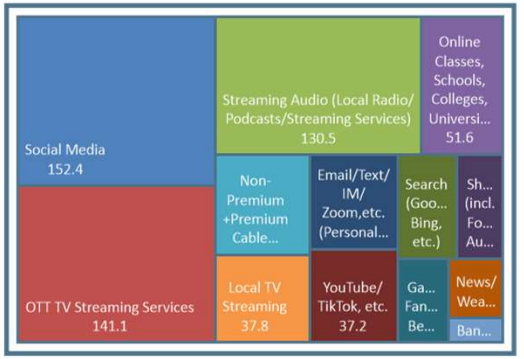
35,657,033 or 72.4% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 130.5 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

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

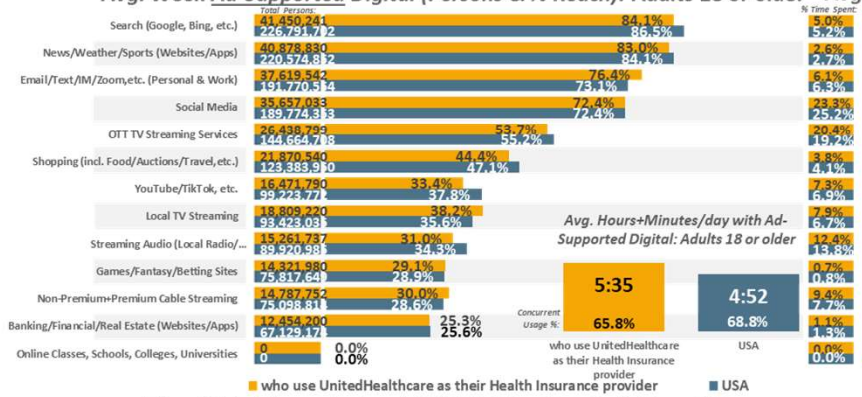


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

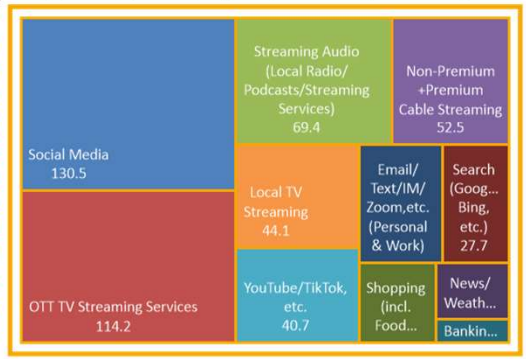


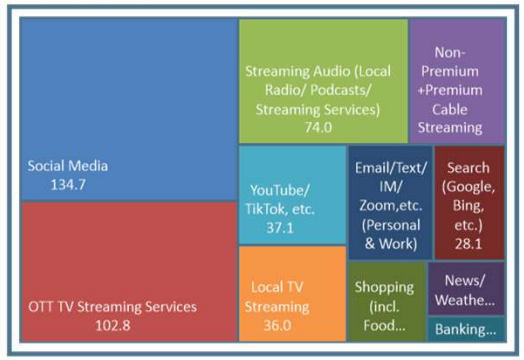


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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

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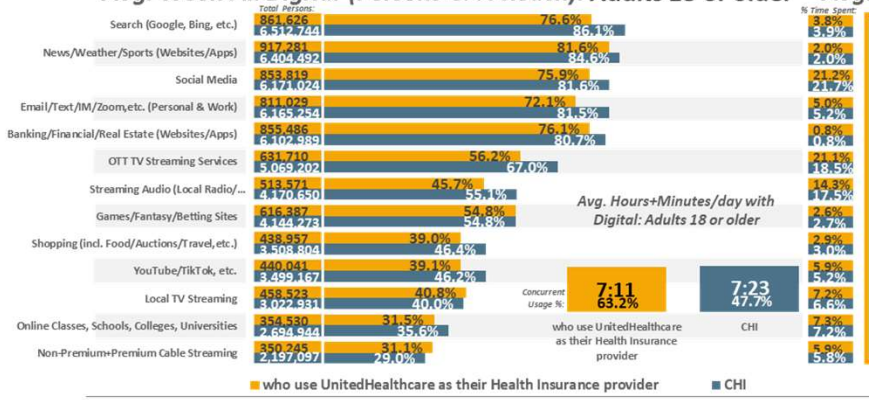
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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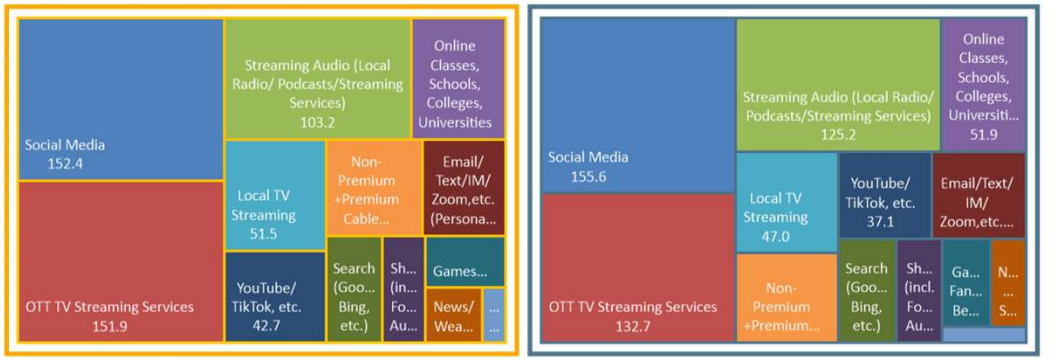
Health insurance carrier - All types: UnitedHealthcare

766,617 or 68.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 136.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Digital Media.

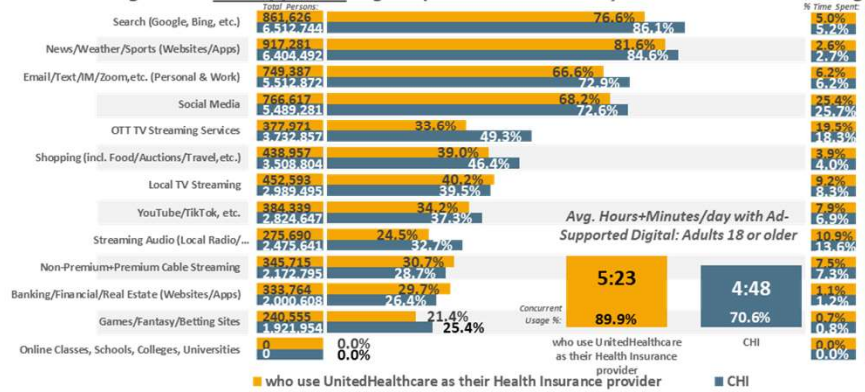
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



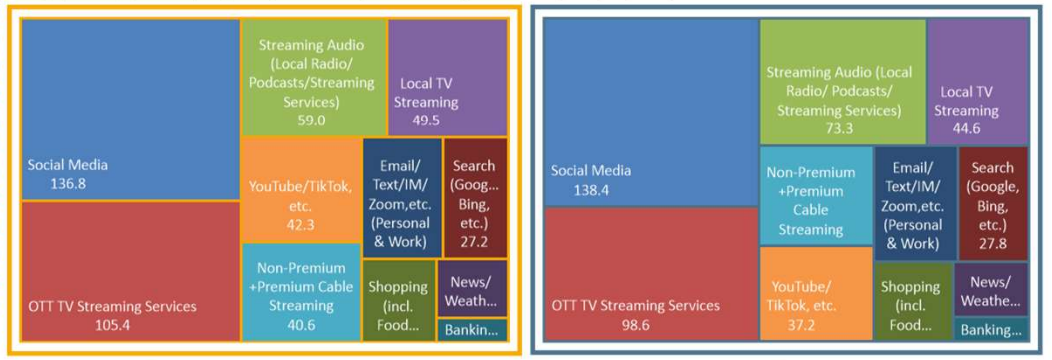
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

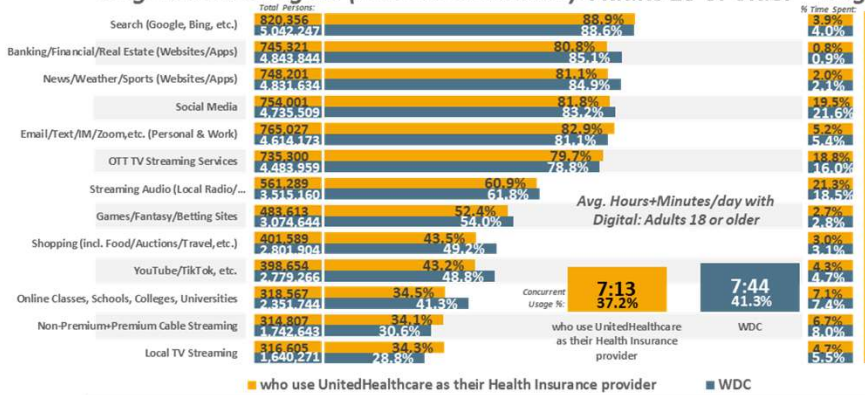
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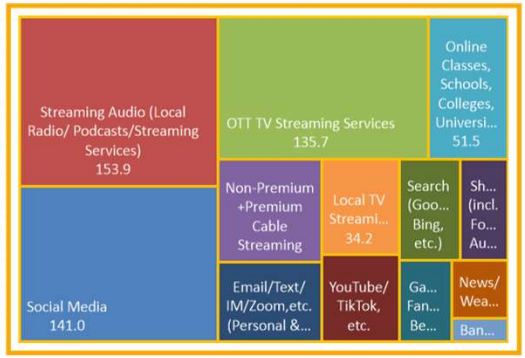
Health insurance carrier - All types: UnitedHealthcare

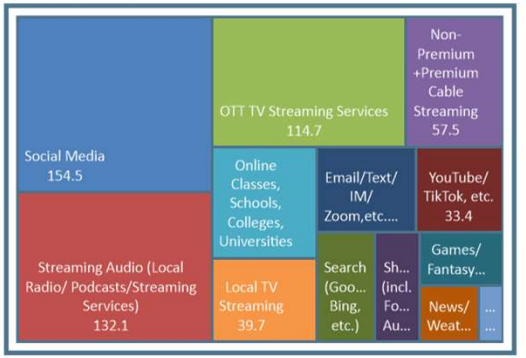
673,243 or 73.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 125.9 minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

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



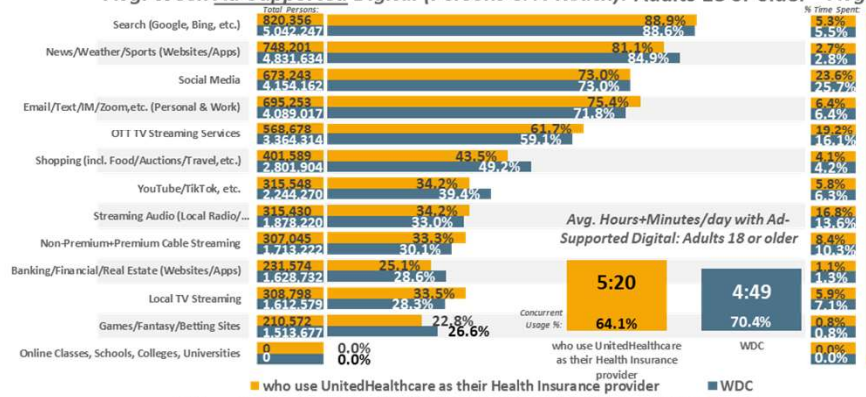
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



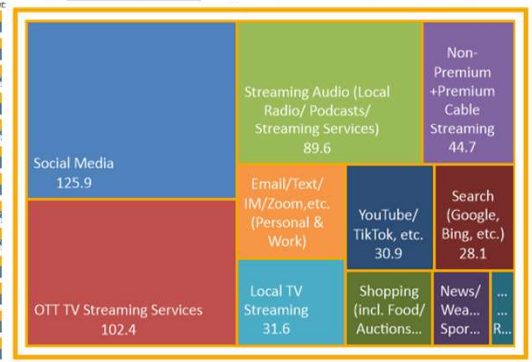


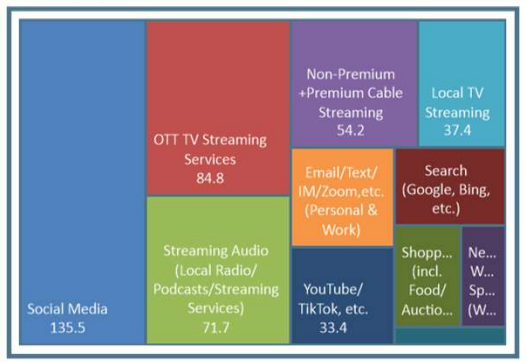
who use UnitedHealthcare as their Health Insurance provider ■ WDC

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



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





who use UnitedHealthcare as their Health Insurance provider ■ WDC

WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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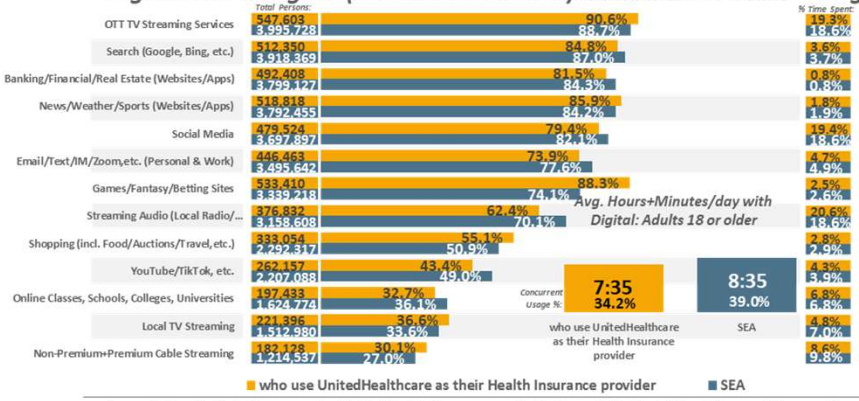
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Health insurance carrier - All types: UnitedHealthcare

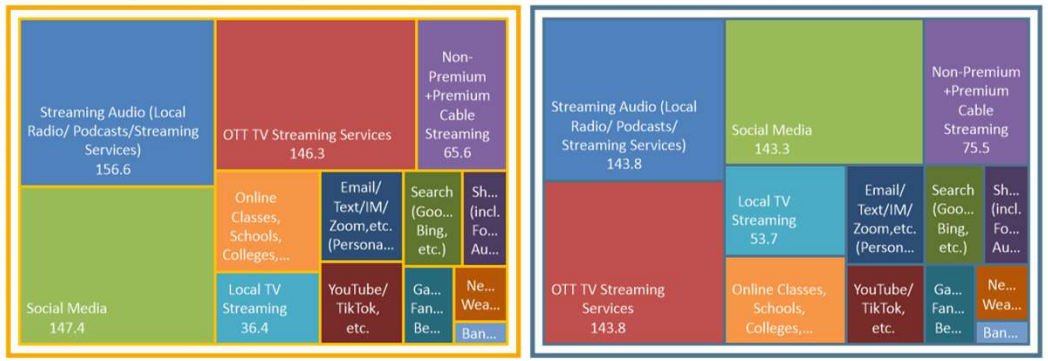
United Healthcare **SEA**

434,458 or 71.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 133.5 minutes every day representing 23.5% of all time spent daily with Ad-Supported Digital Media.

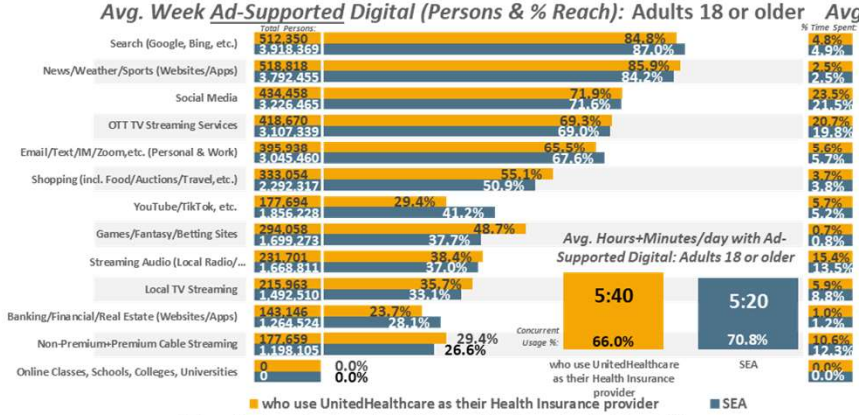
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



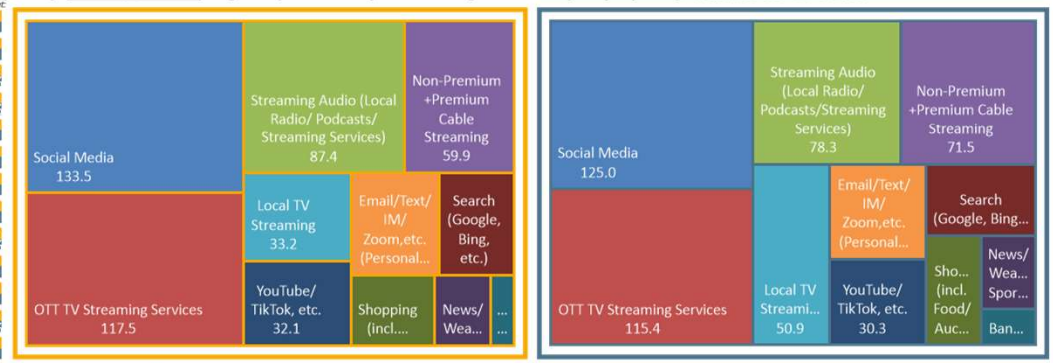
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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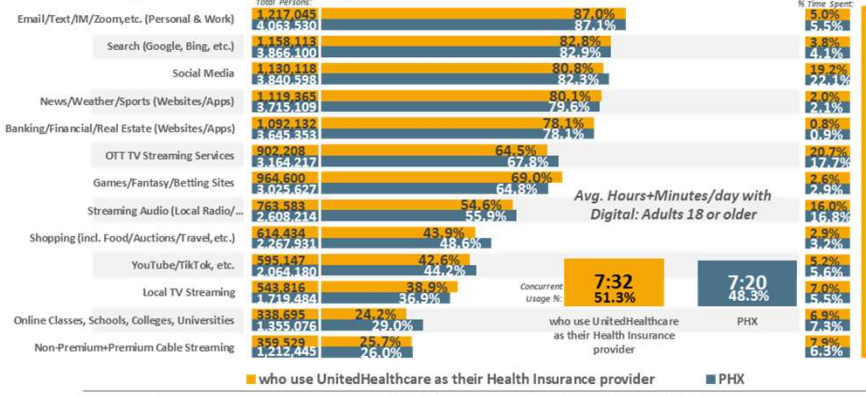
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Health insurance carrier - All types: UnitedHealthcare

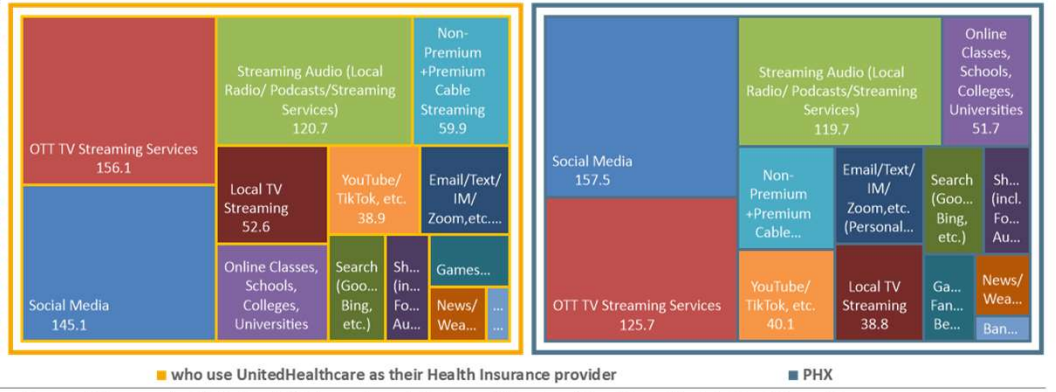
United Healthcare **PHX**

1,015,621 or 72.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Social Media for an average of 130.4 minutes every day representing 23.1% of all time spent daily with Ad-Supported Digital Media.

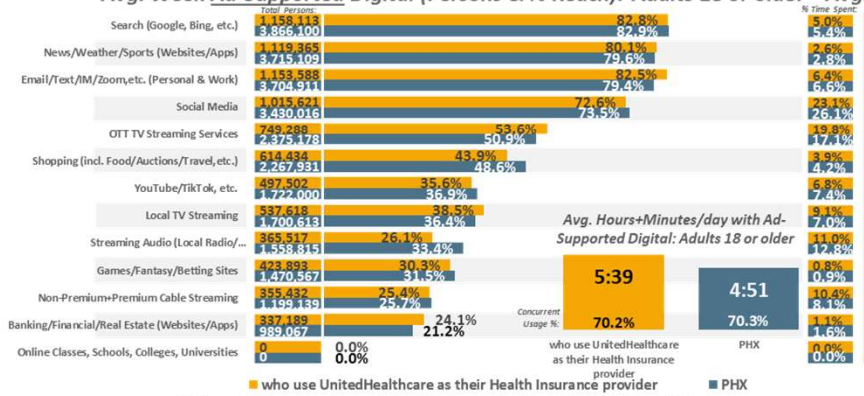
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



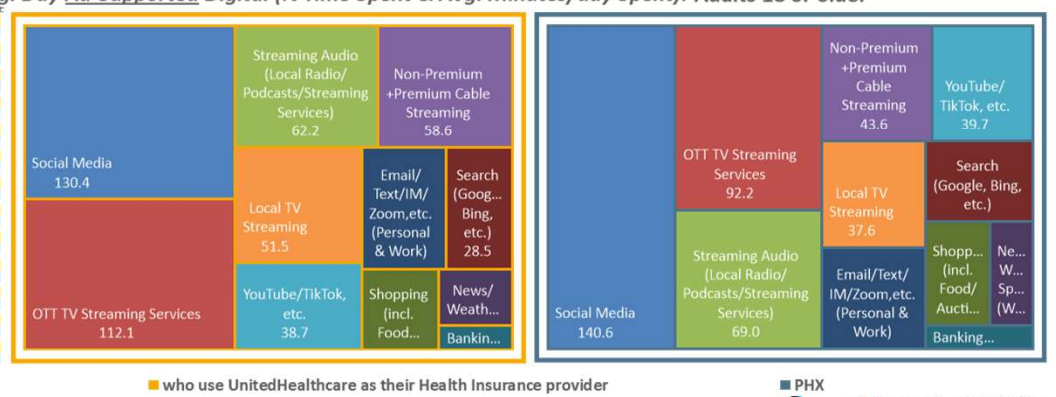
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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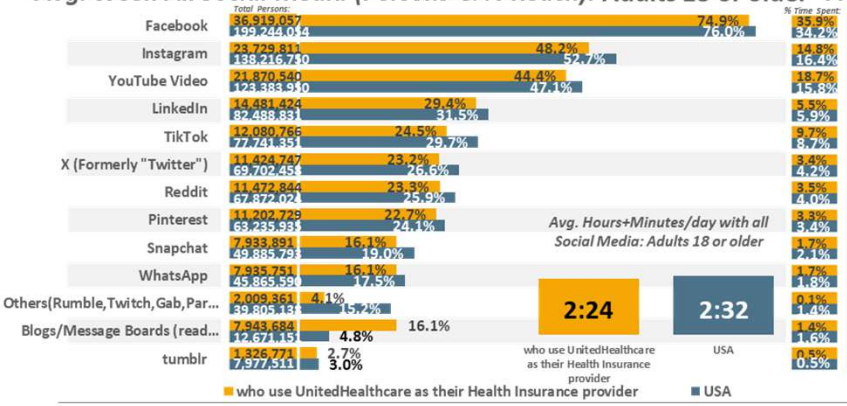
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Health insurance carrier - All types: UnitedHealthcare

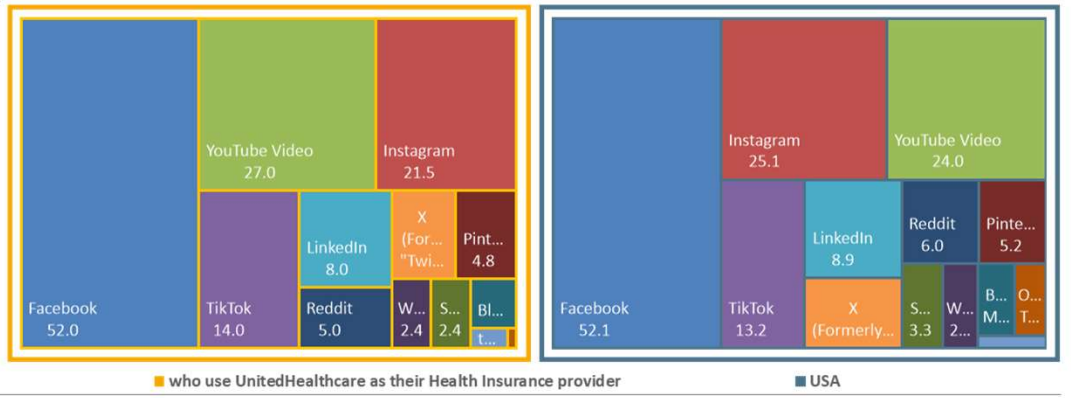
United Healthcare **USA**

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

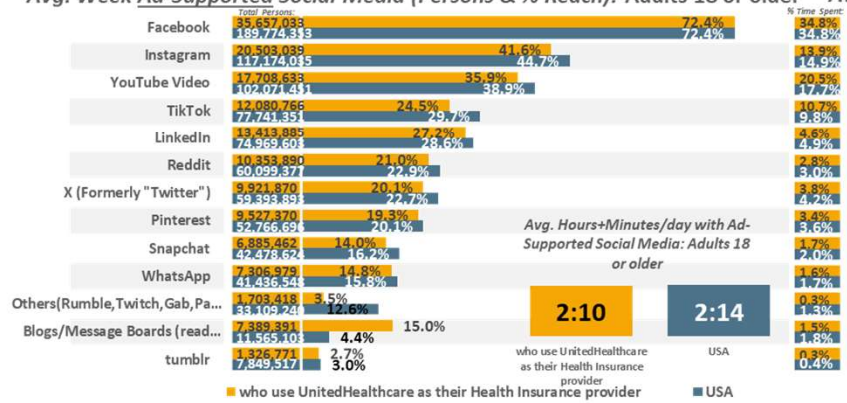
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



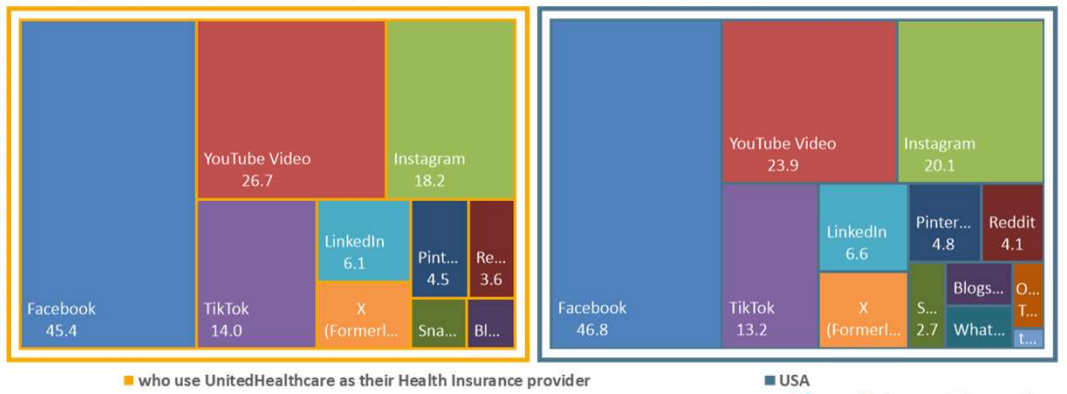
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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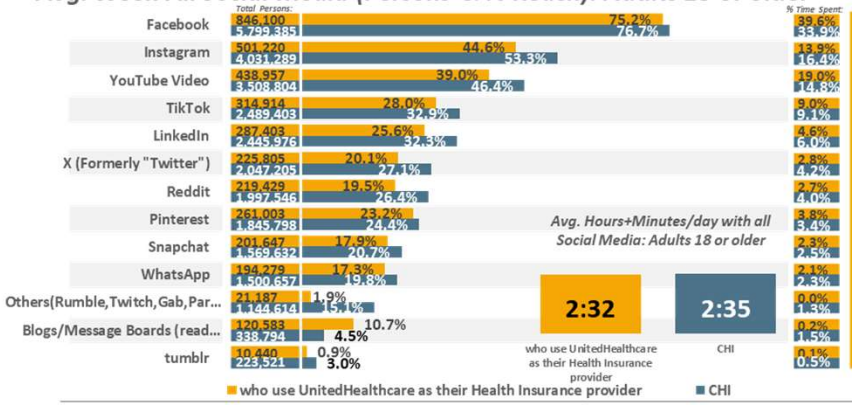
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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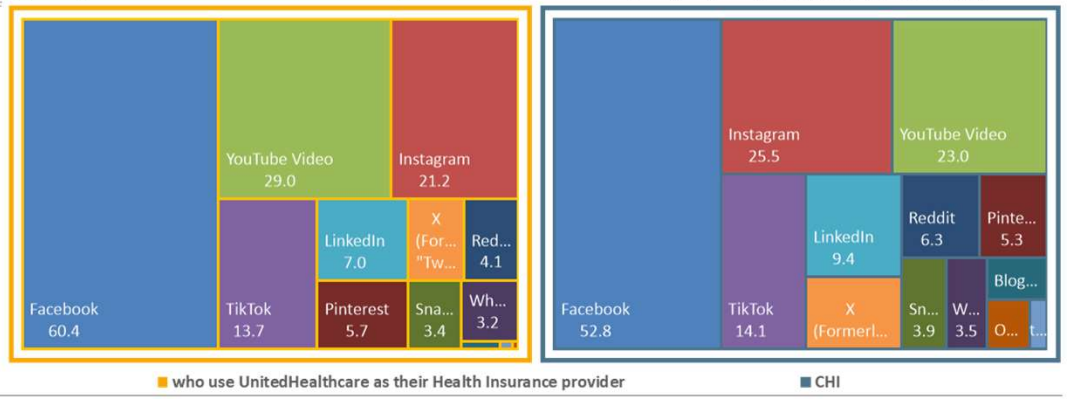
Health insurance carrier - All types: UnitedHealthcare

766,617 or 68.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 49.3 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

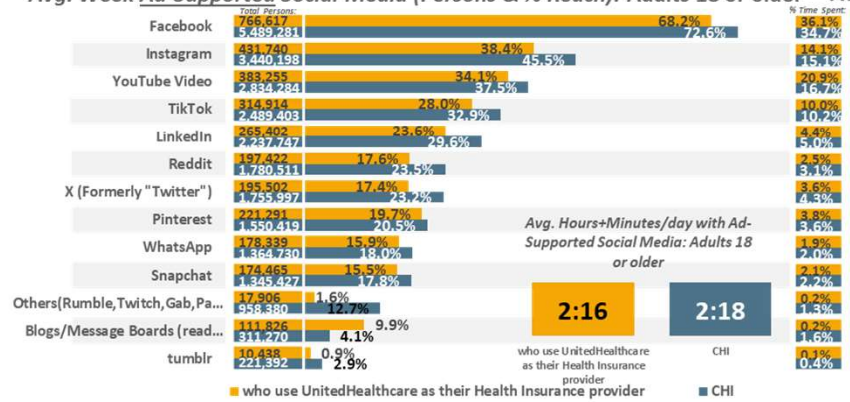
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



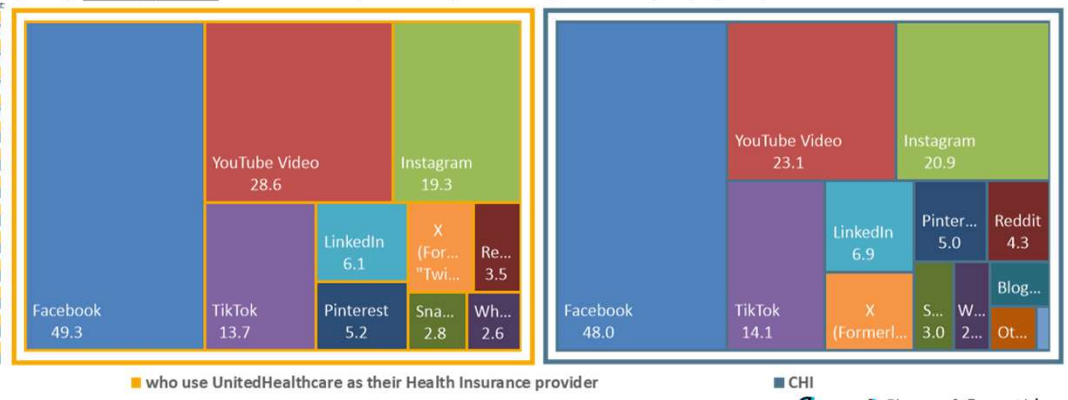
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

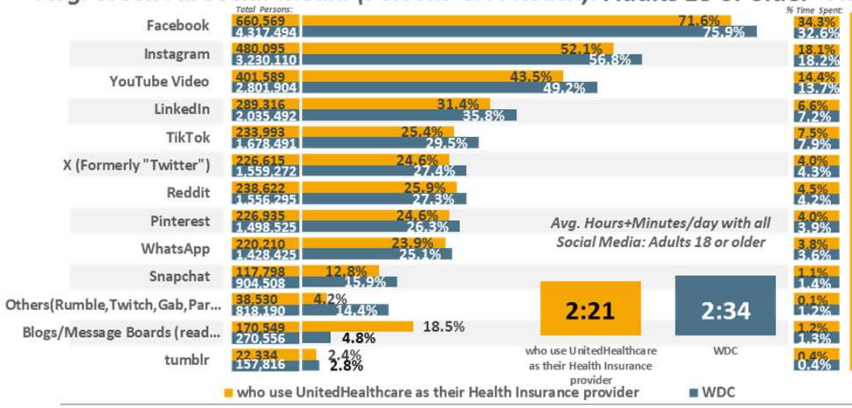
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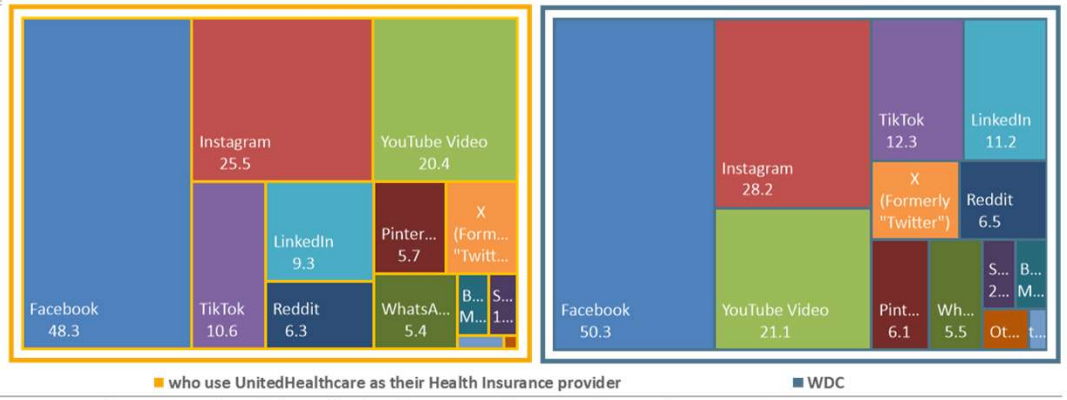
Health insurance carrier - All types: UnitedHealthcare

660,569 or 71.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 46.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.

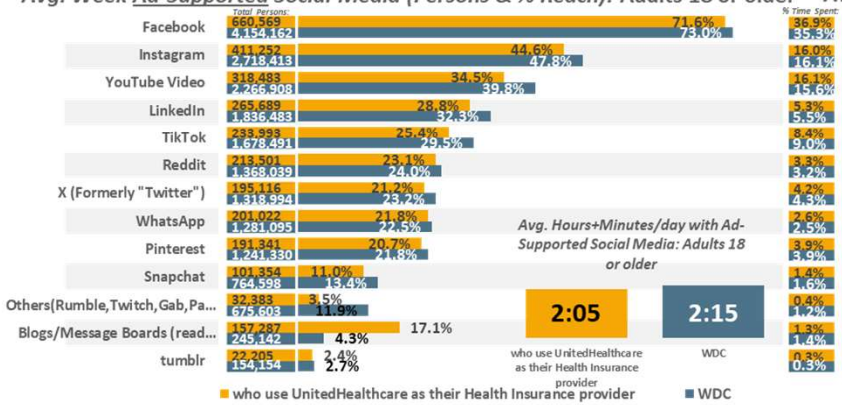
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



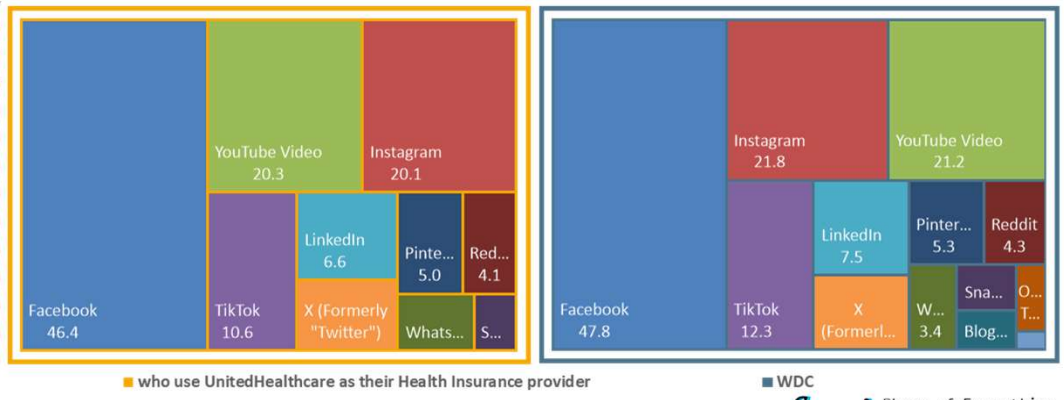
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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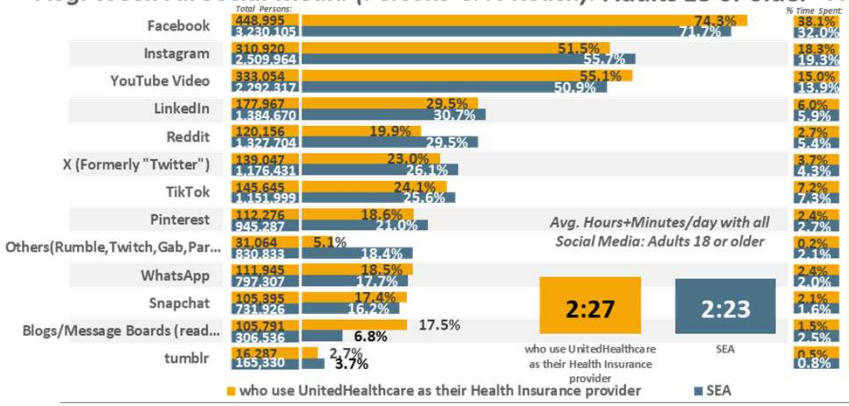
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Health insurance carrier - All types: UnitedHealthcare

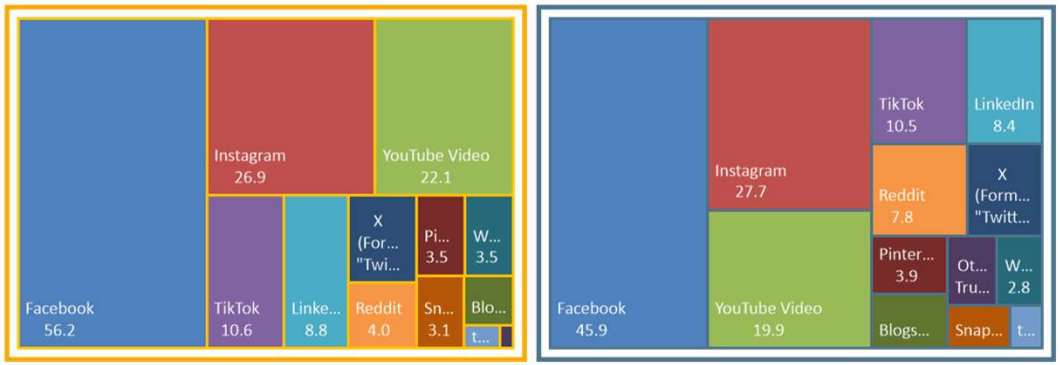
United Healthcare **SEA**

434,458 or 71.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 50.7 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

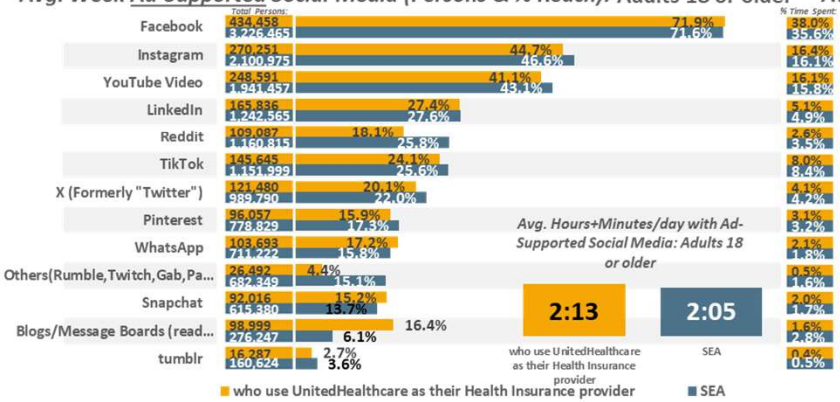
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



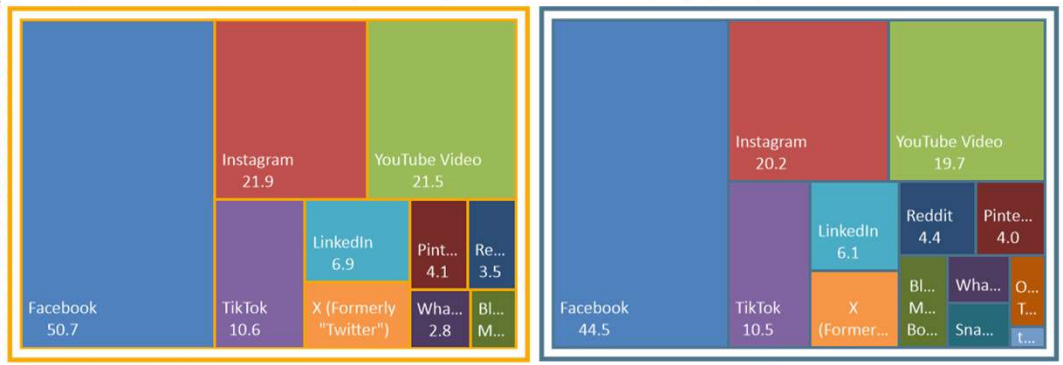
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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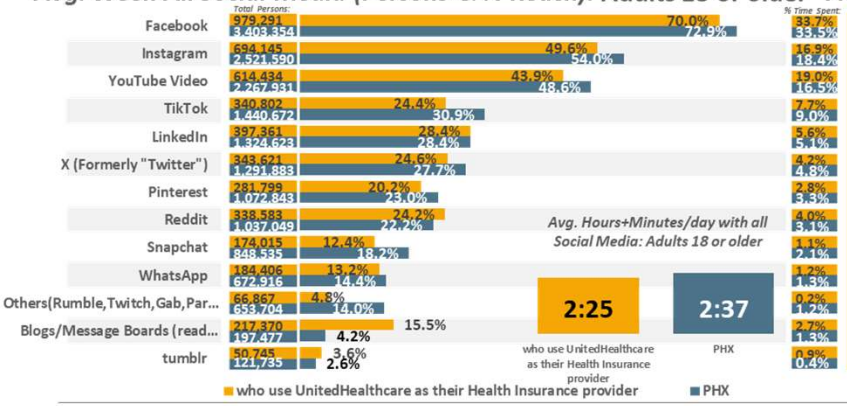
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Health insurance carrier - All types: UnitedHealthcare

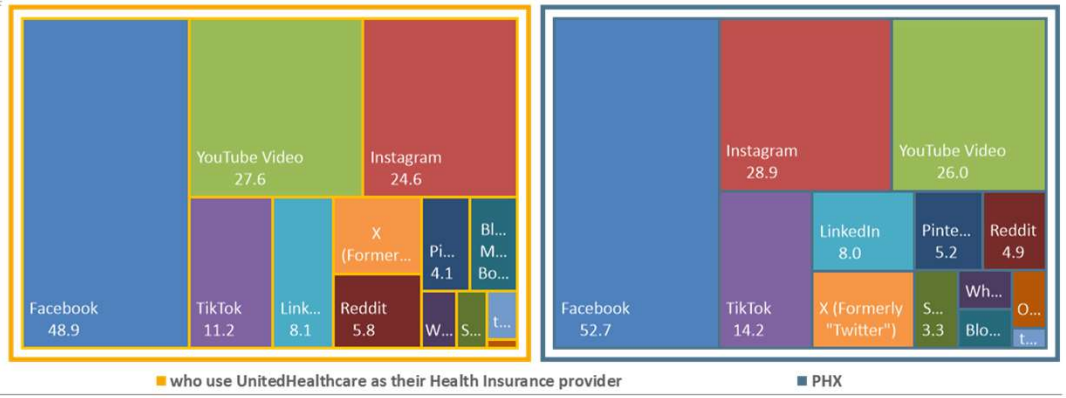
United Healthcare **PHX**

979,291 or 70.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 45. minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

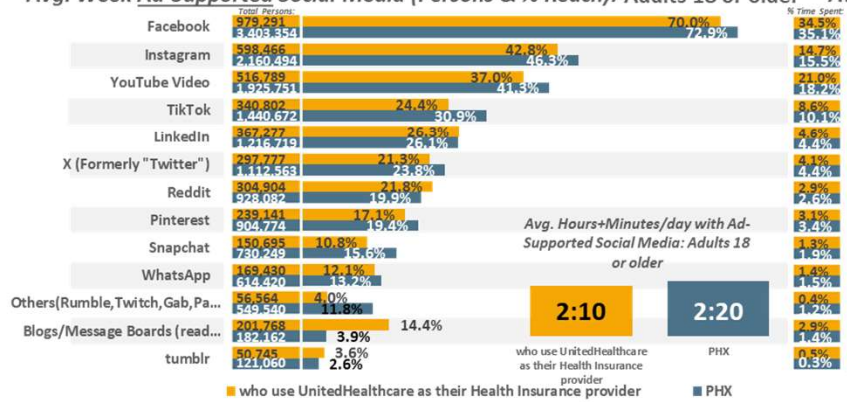
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



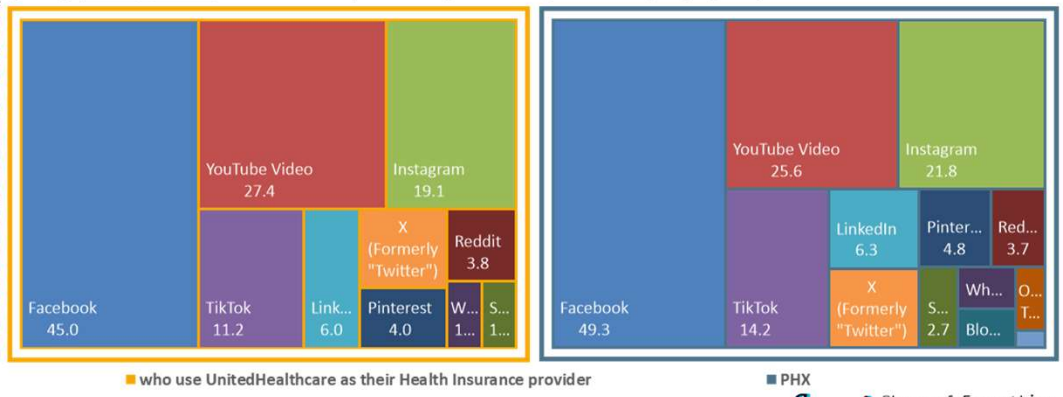
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

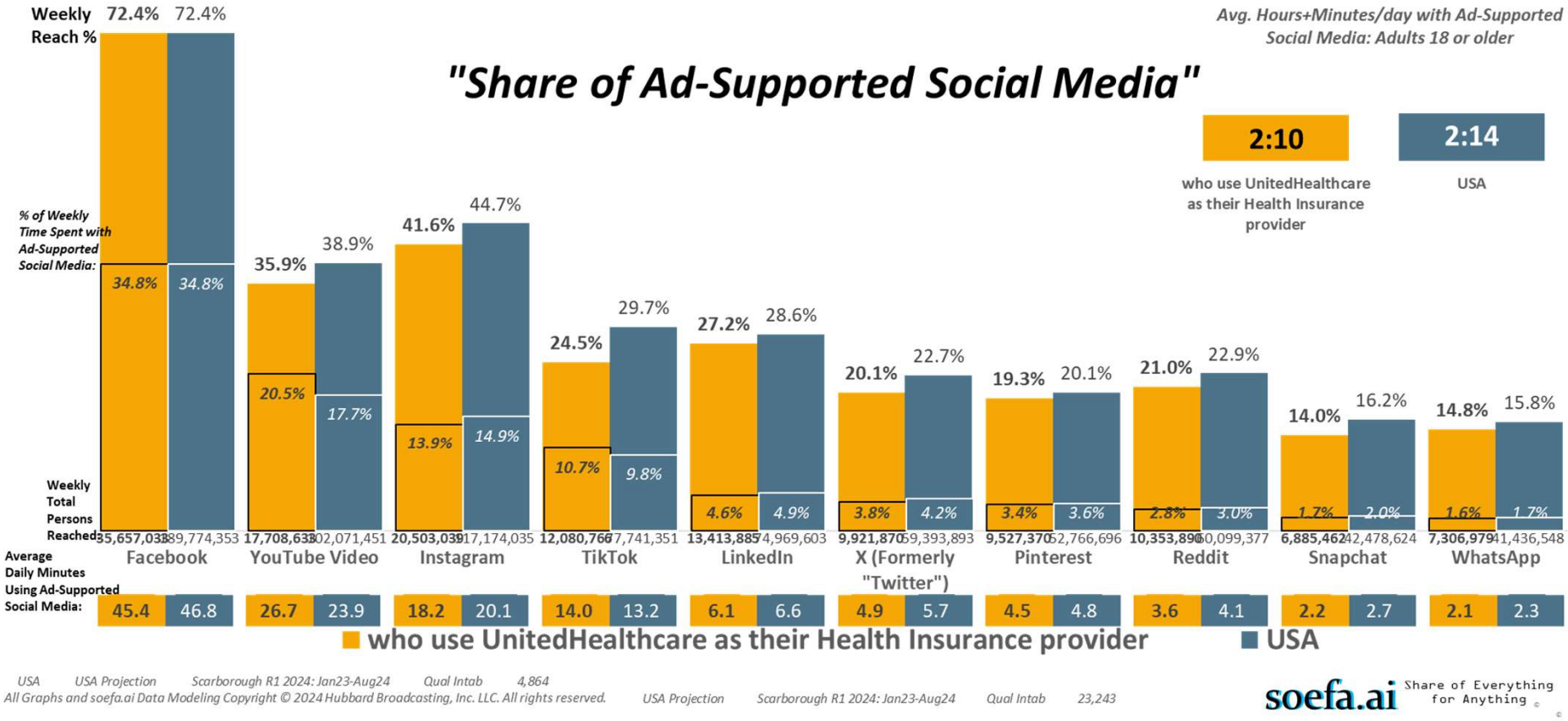
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare USA

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



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

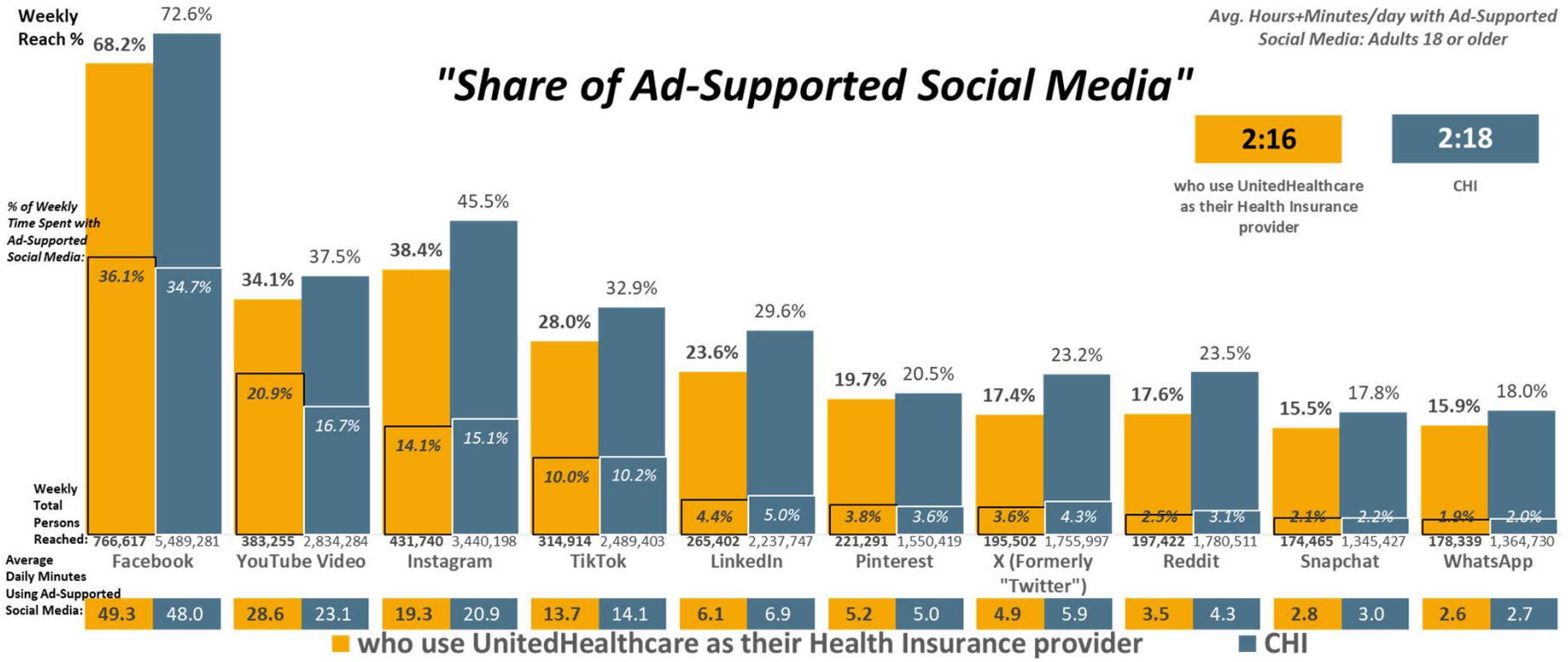
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USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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Health insurance carrier - All types: UnitedHealthcare

766,617 or 68.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 49.3 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



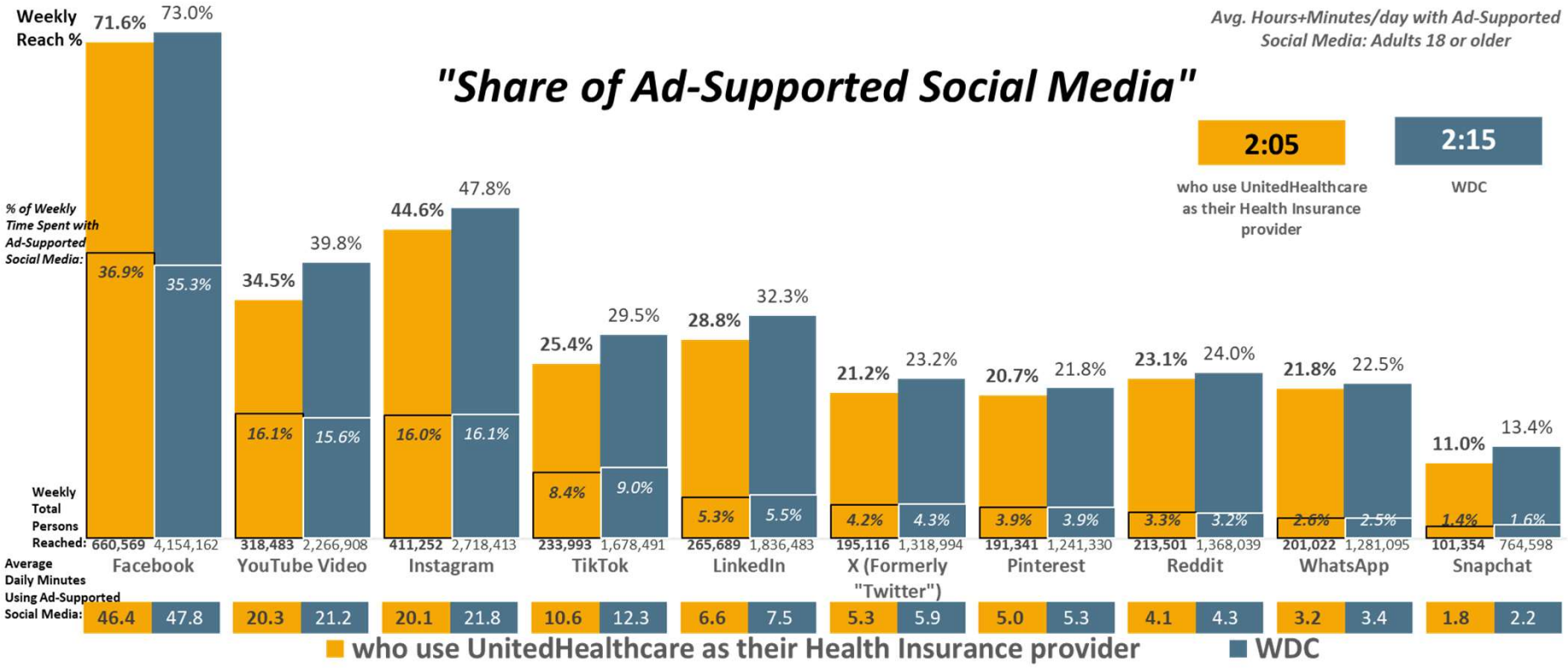
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

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Health insurance carrier - All types: UnitedHealthcare

660,569 or 71.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 46.4 minutes every day representing 36.9% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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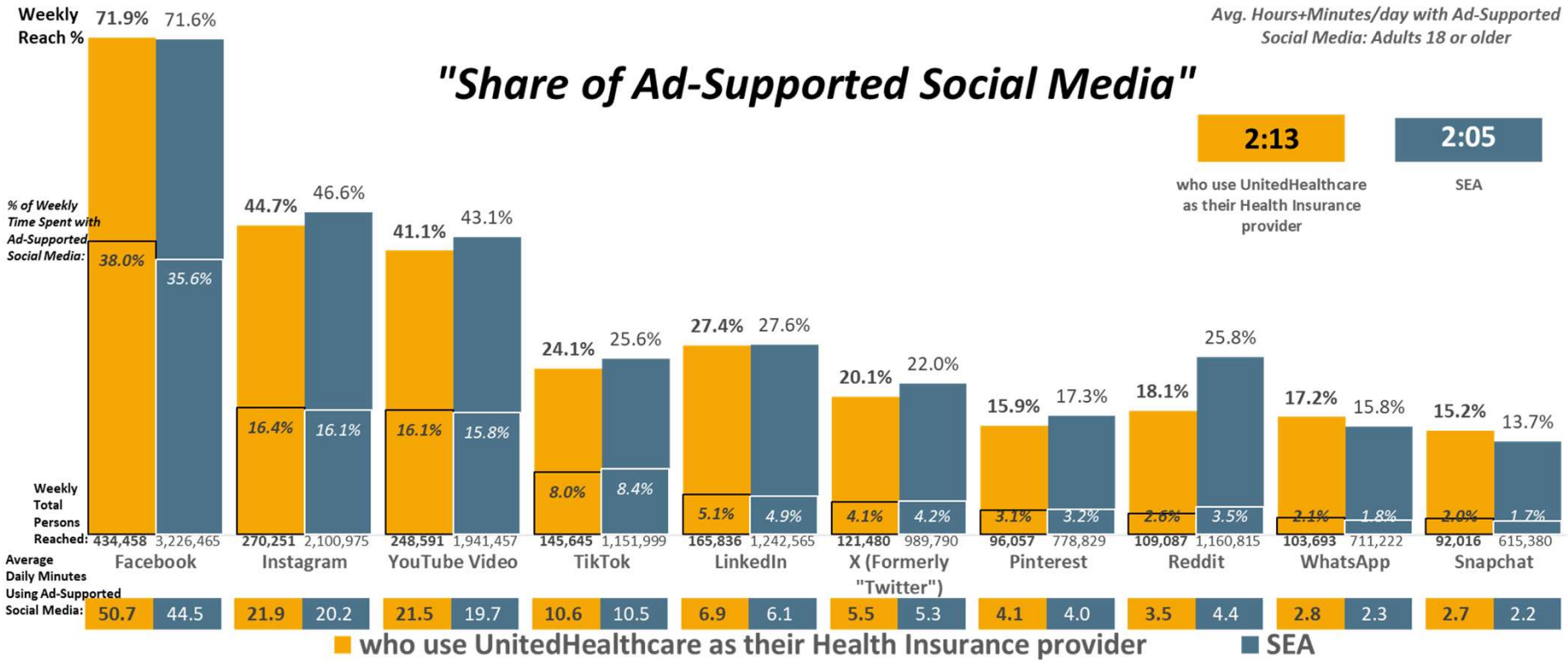
Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

434,458 or 71.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 50.7 minutes every day representing 38.% of all time spent daily with Ad-Supported Social Media.

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

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

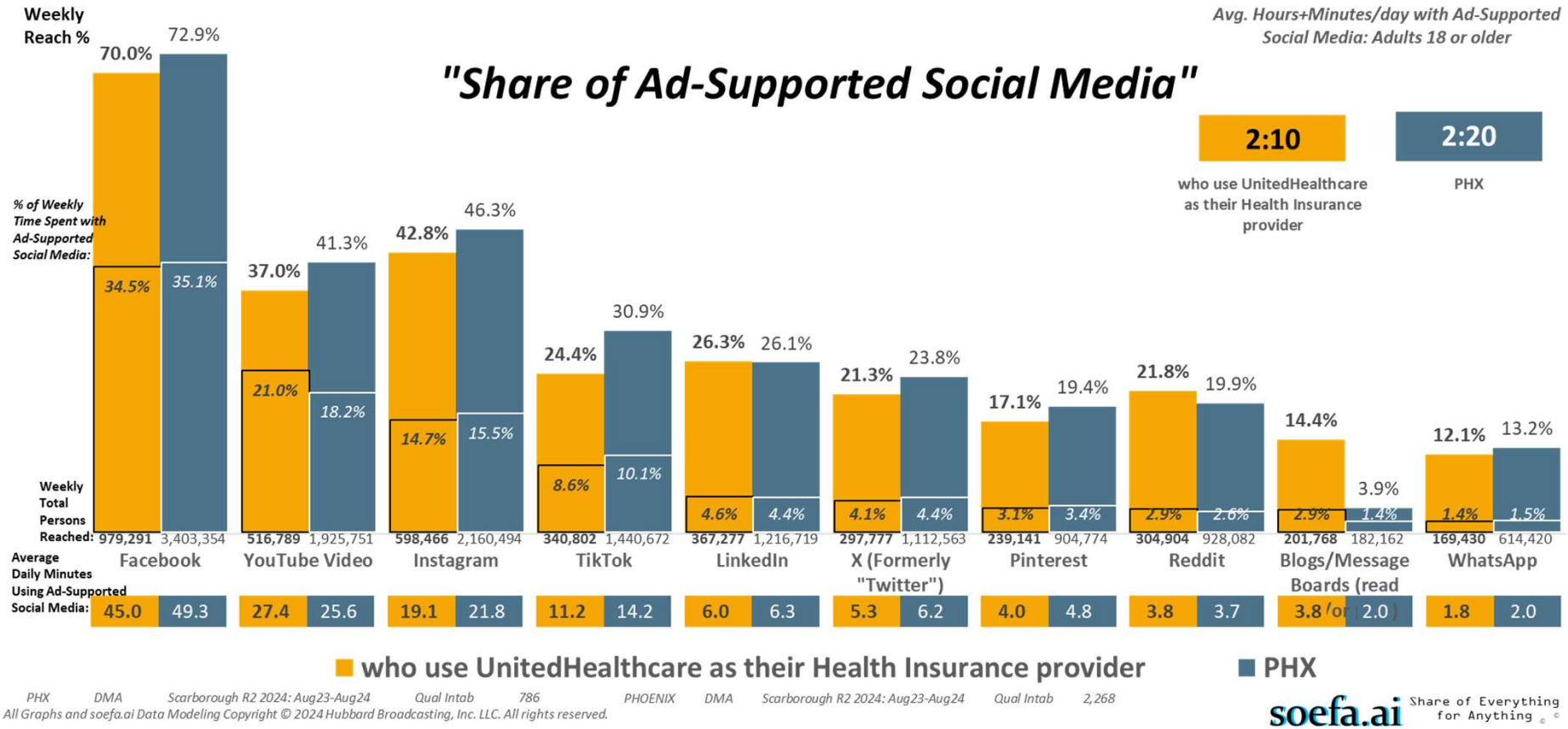
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare PHX

979,291 or 70.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider use Ad-Supported Facebook for an average of 45. minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

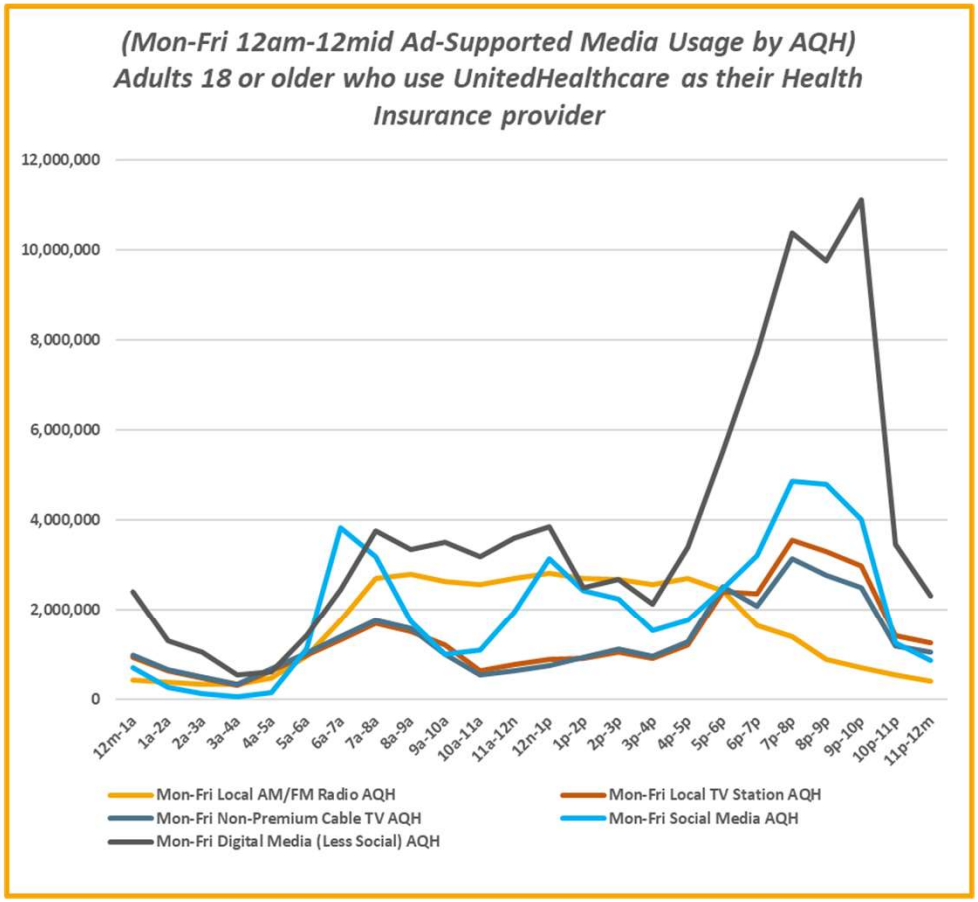
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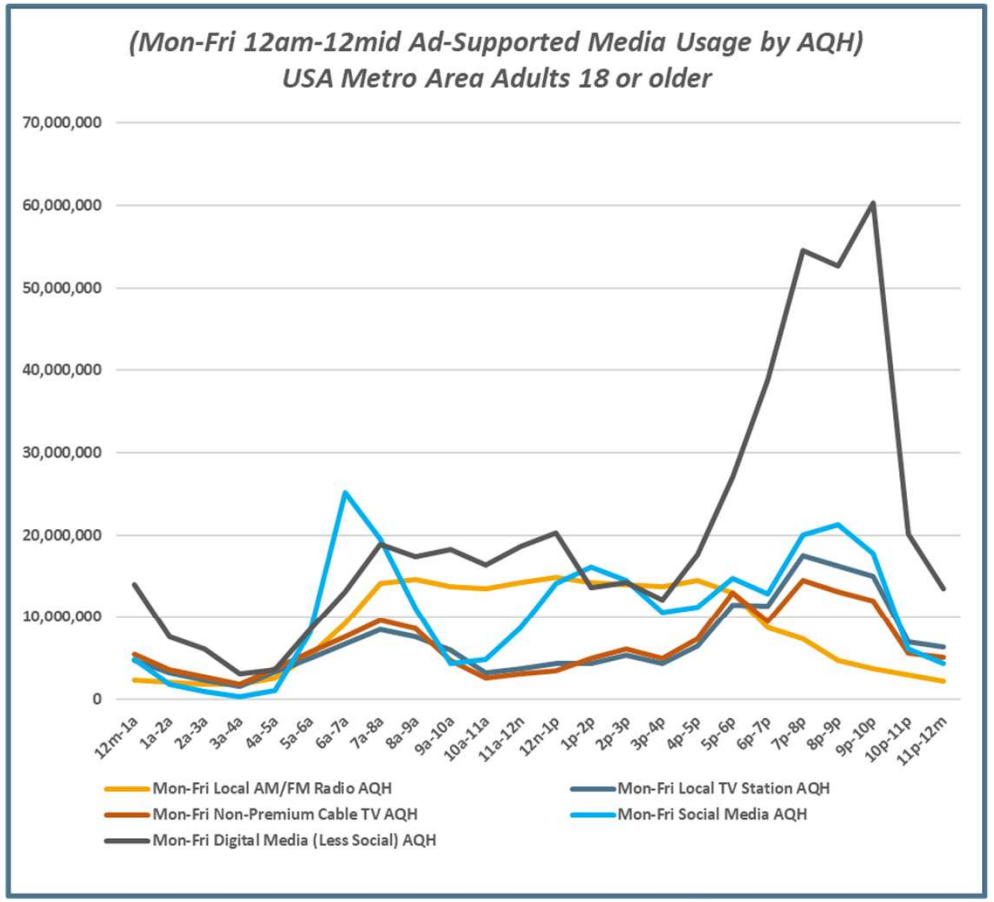
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

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





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

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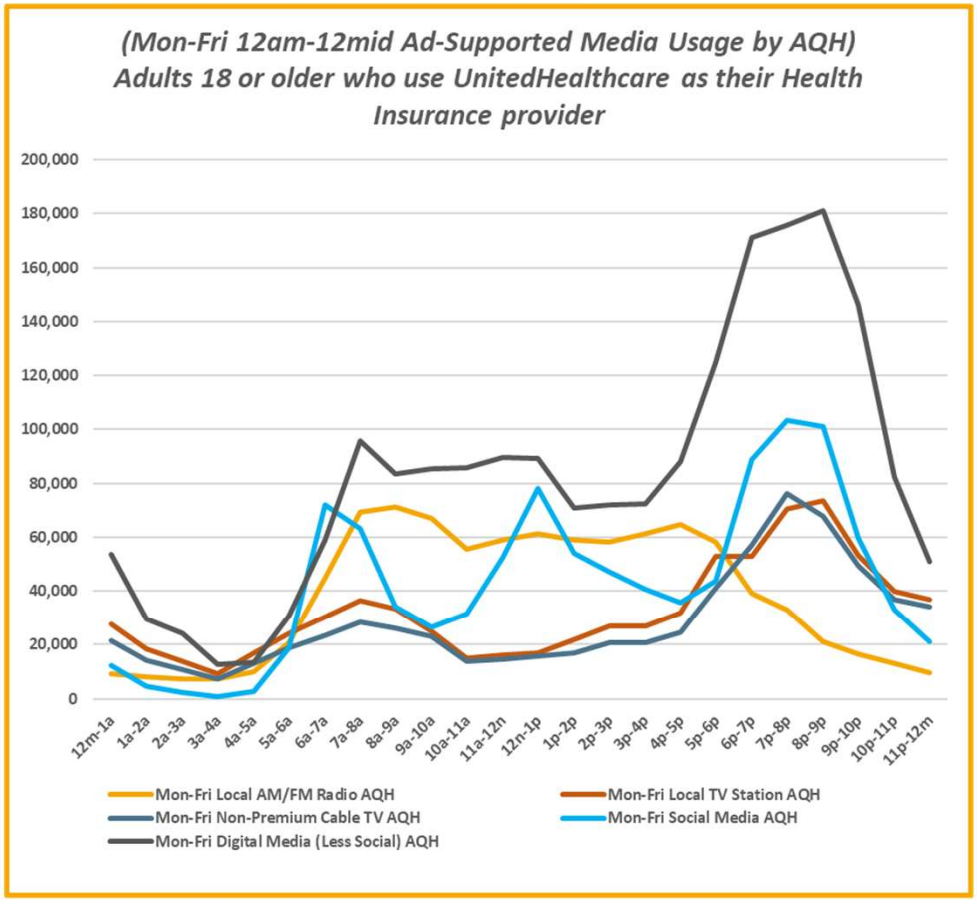
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

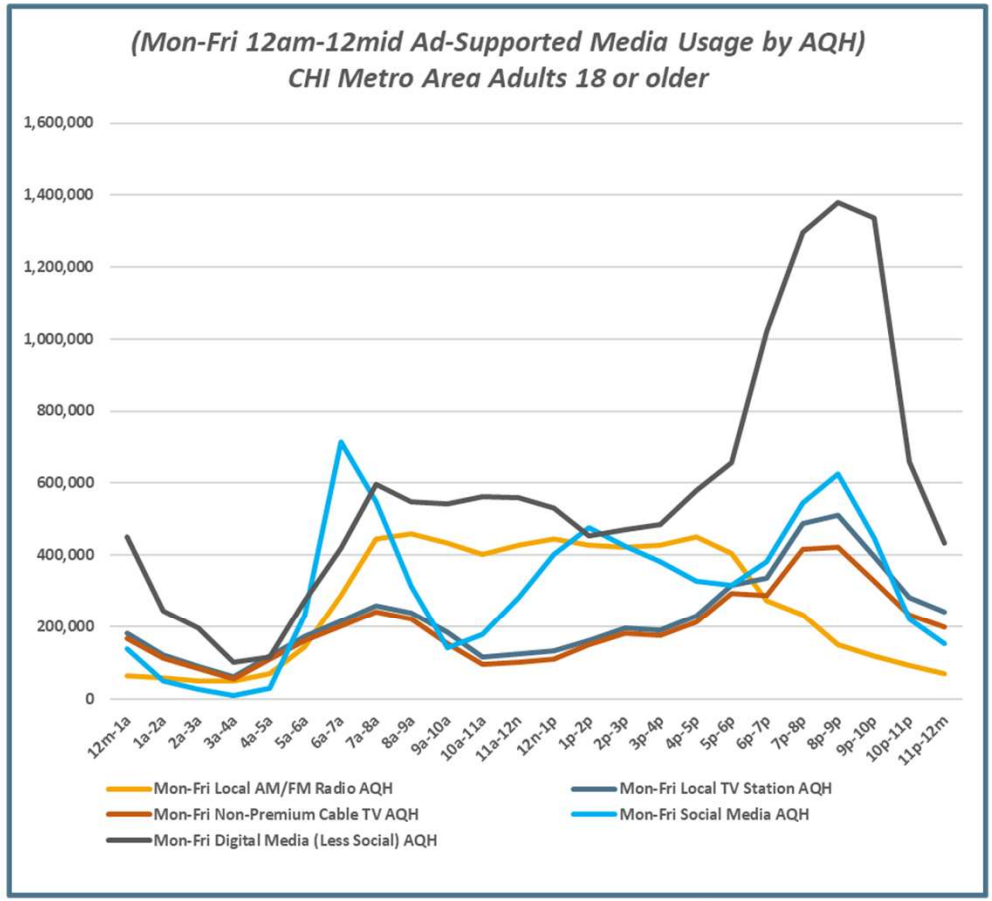
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare CHI

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 91,325; Local Radio: 59,097; Social Media: 51,390; Local TV: 29,648; Non-Prem. Cable: 25,094 reaching Adults 18 or older who use UnitedHealthcare as their Health Insuranc





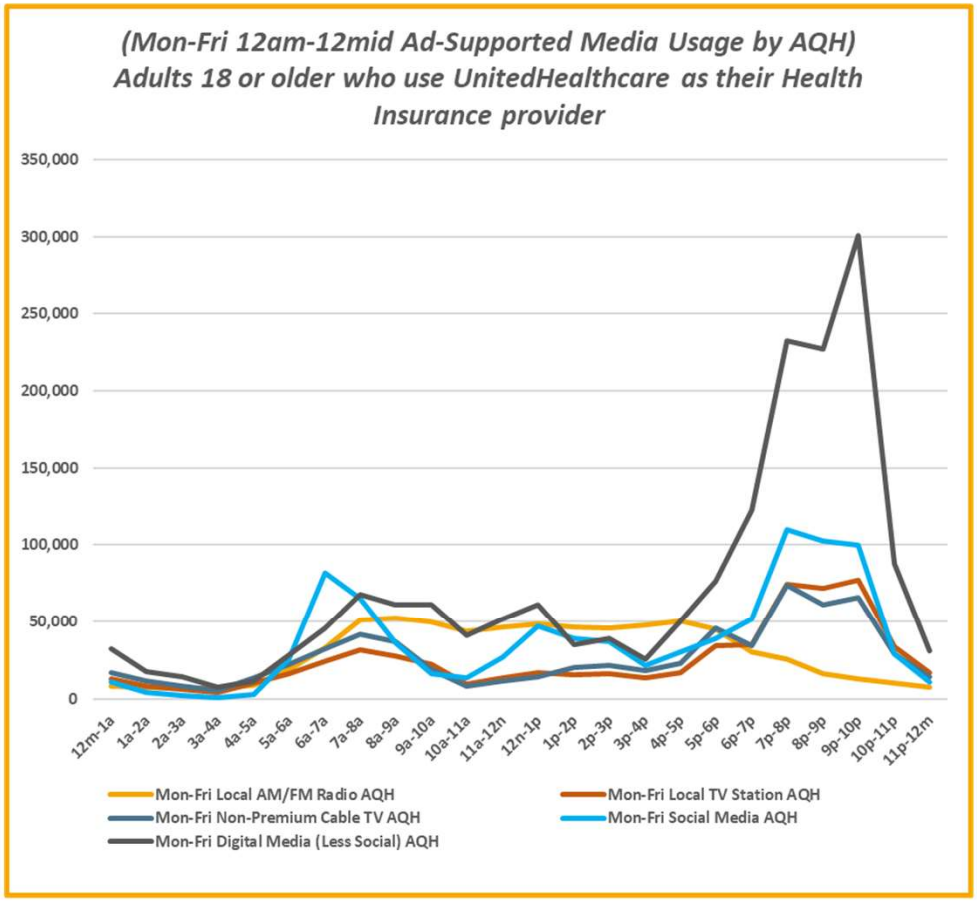
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

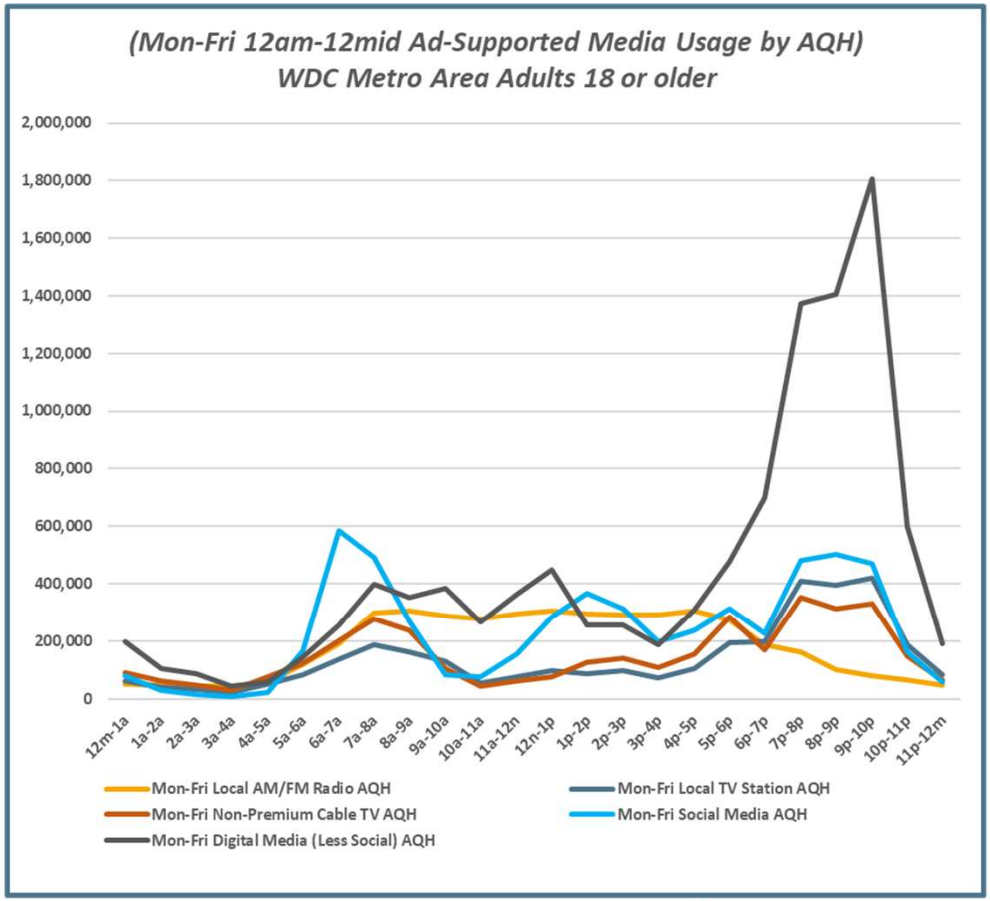
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Health insurance carrier - All types: UnitedHealthcare

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 56,838; Local Radio: 45,308; Social Media: 38,812; Non-Prem. Cable: 25,066; Local TV: 21,142 reaching Adults 18 or older who use UnitedHealthcare as their Health Insuranc





WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

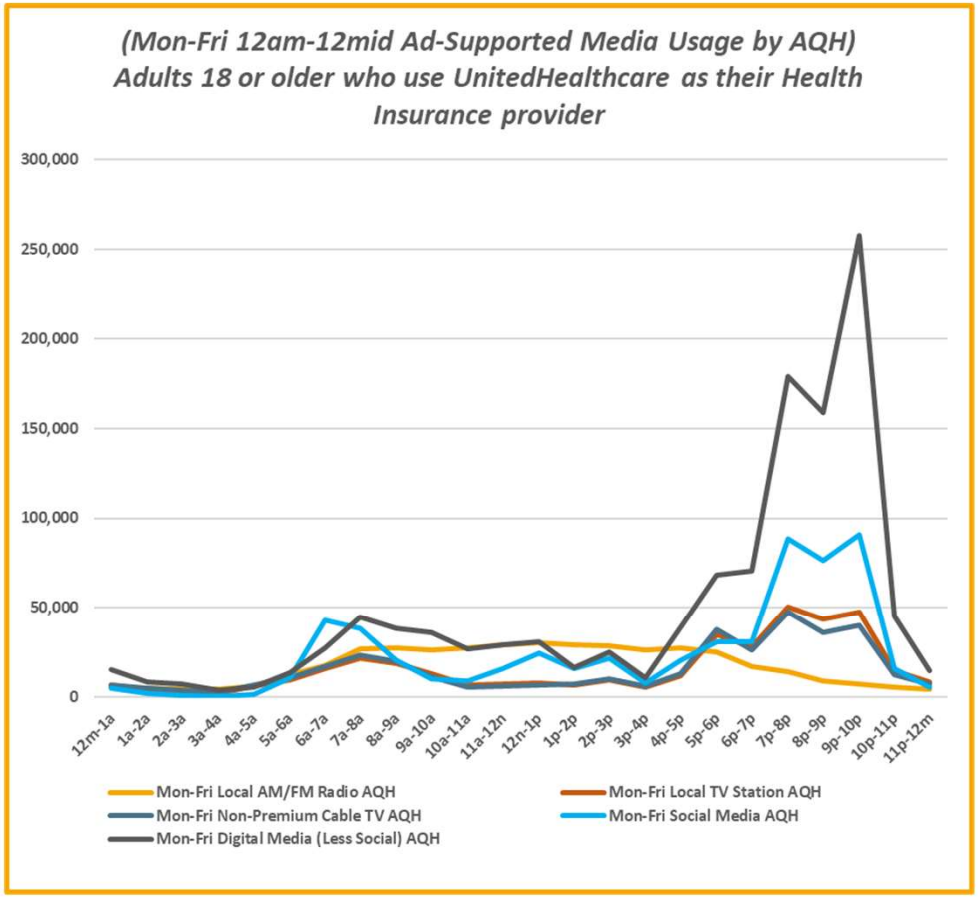
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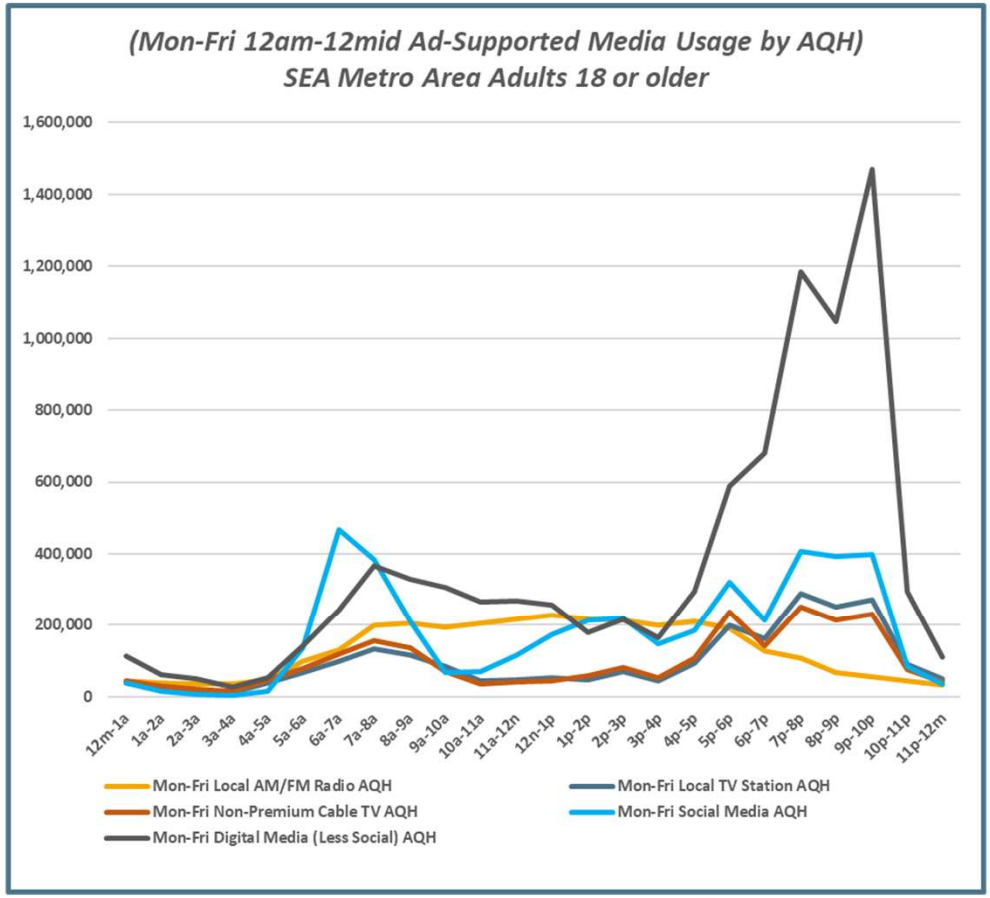
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 35,518; Local Radio: 25,821; Social Media: 22,024; Non-Prem. Cable: 14,498; Local TV: 14,285 reaching Adults 18 or older who use UnitedHealthcare as their Health Insuranc





SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

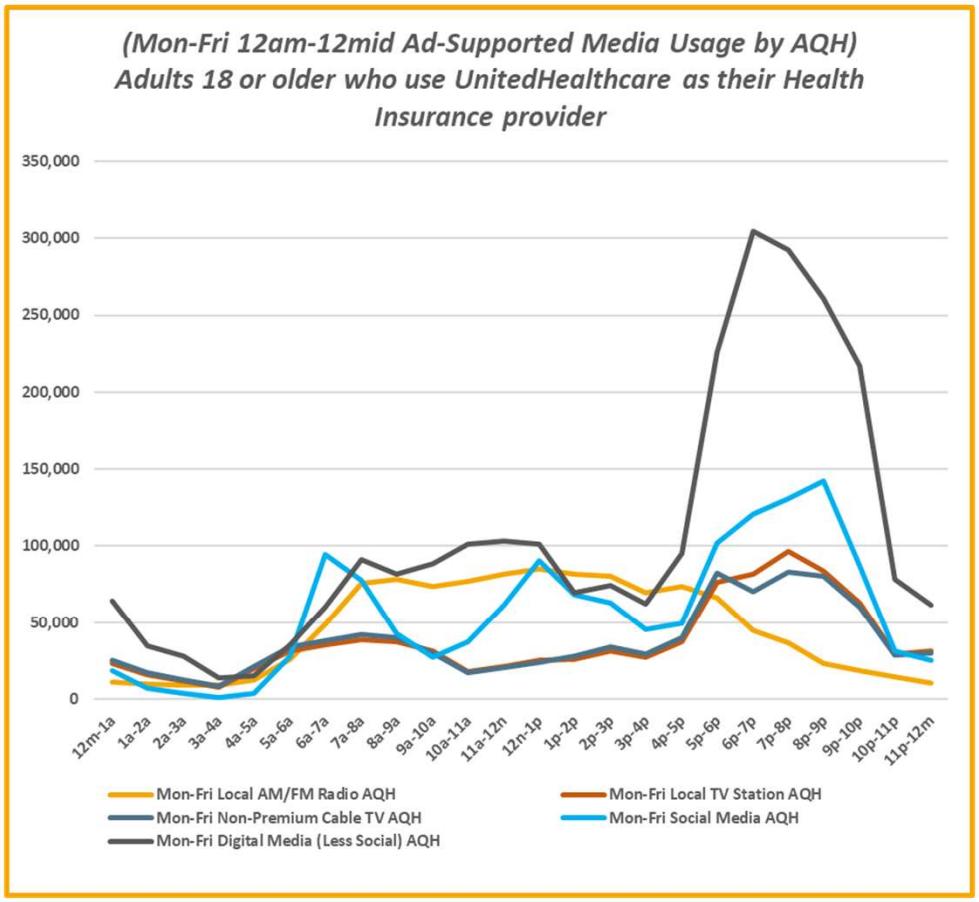
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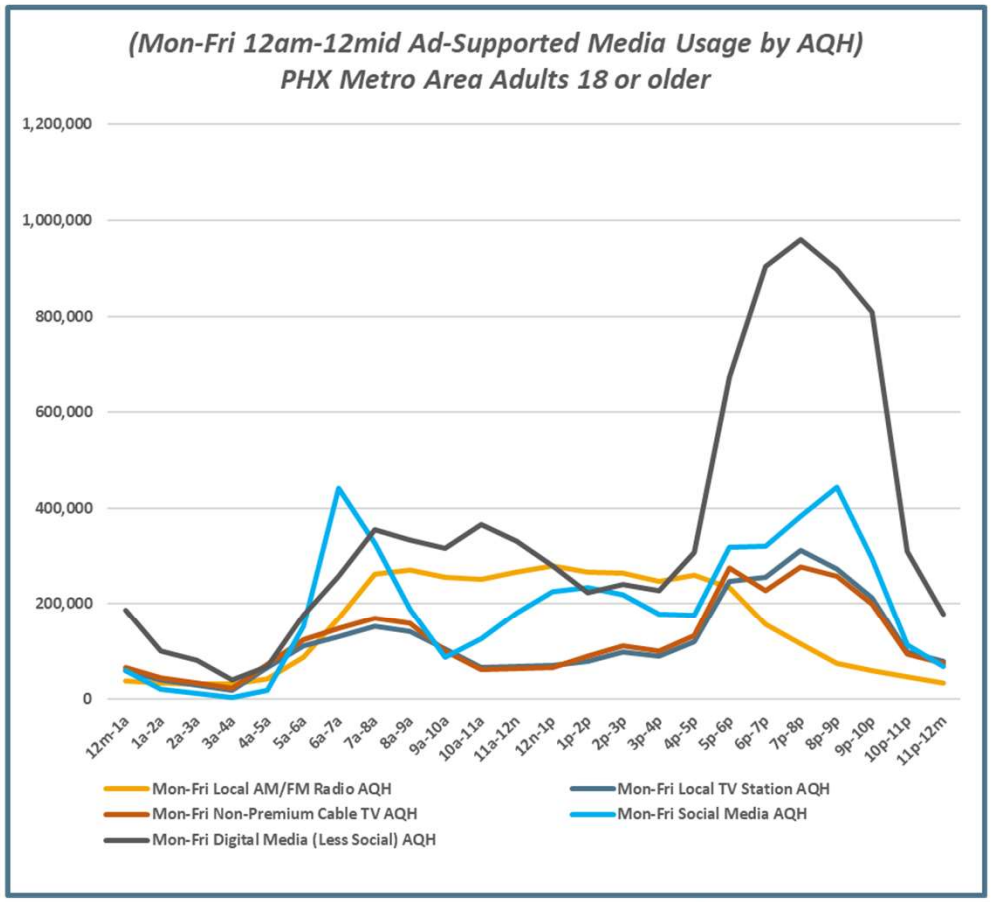
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare PHX

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 112,253; Local Radio: 72,046; Social Media: 67,800; Non-Prem. Cable: 38,287; Local TV: 37,471 reaching Adults 18 or older who use UnitedHealthcare as their Health Insuran





PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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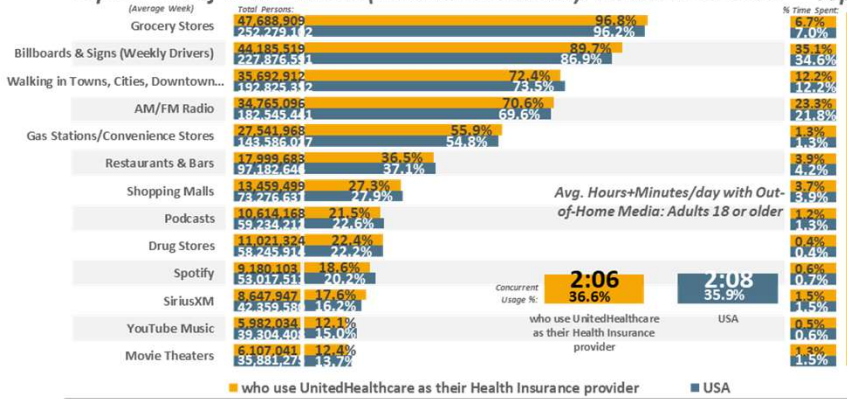
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Health insurance carrier - All types: UnitedHealthcare

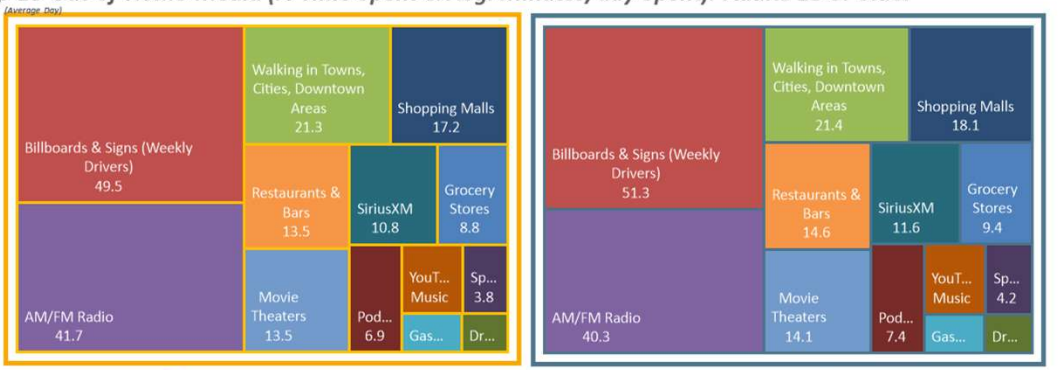
United Healthcare **USA**

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

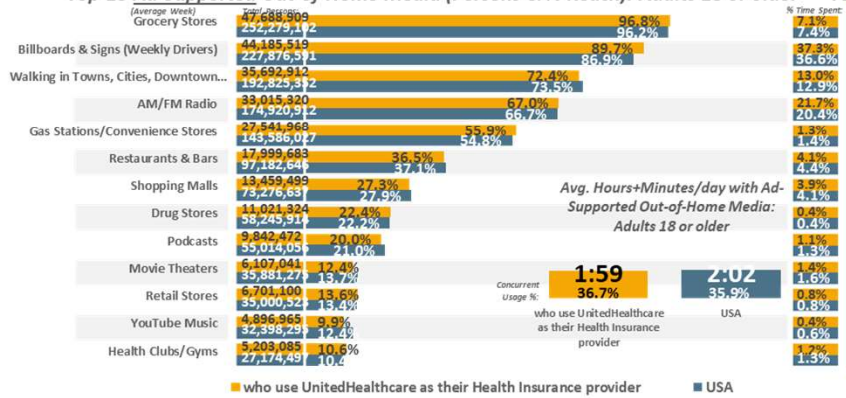
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



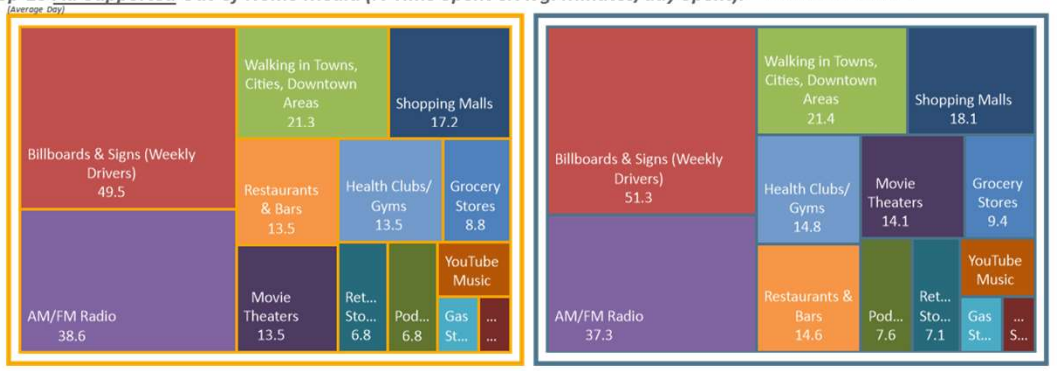
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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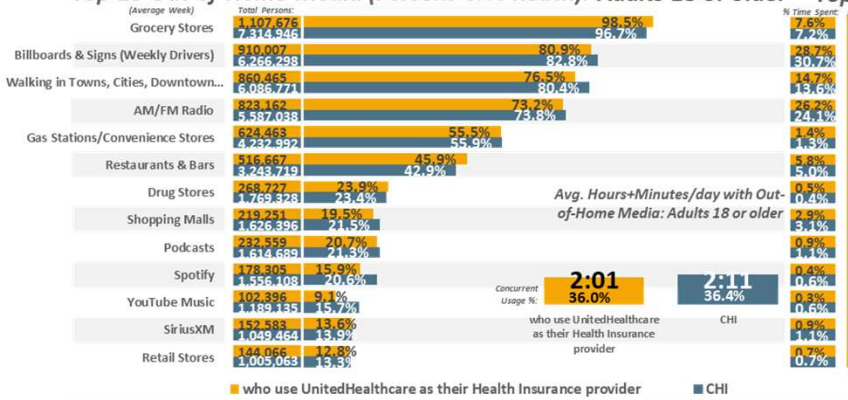
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

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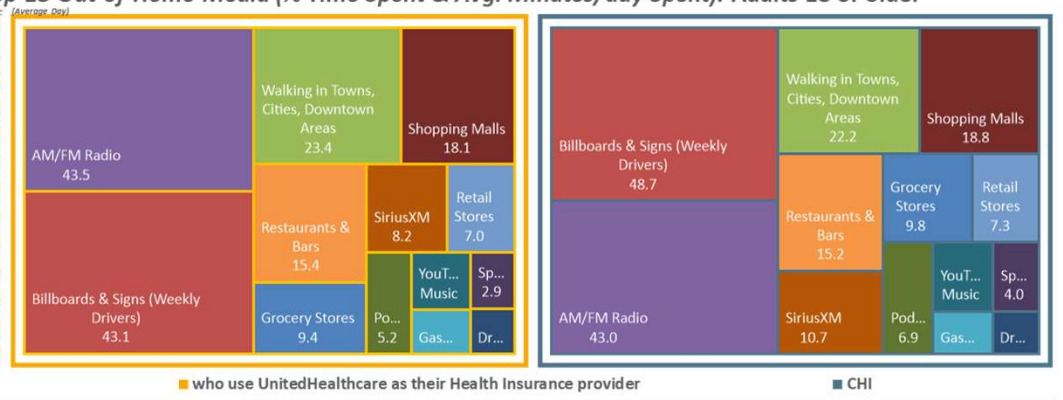
Health insurance carrier - All types: UnitedHealthcare

910,007 or 80.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 43.1 minutes per day driving, seeing Billboards and Signs. 68.7% Listen to Local Radio Stations Out-of-Home for an average of 39.5 minut

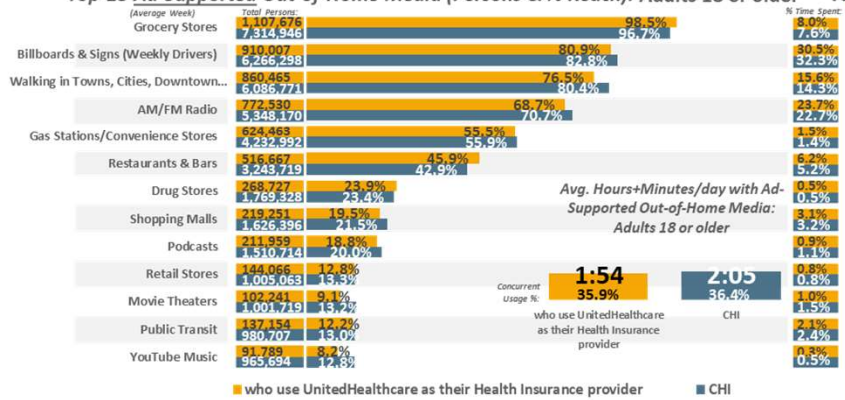
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



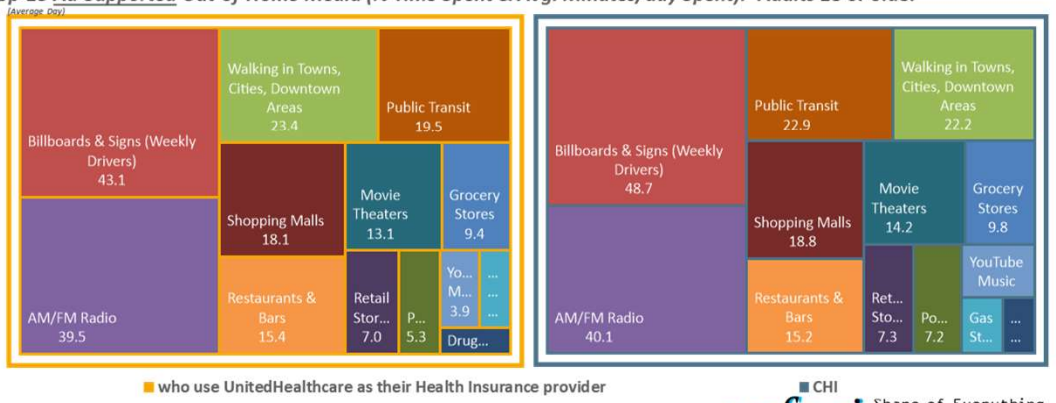
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

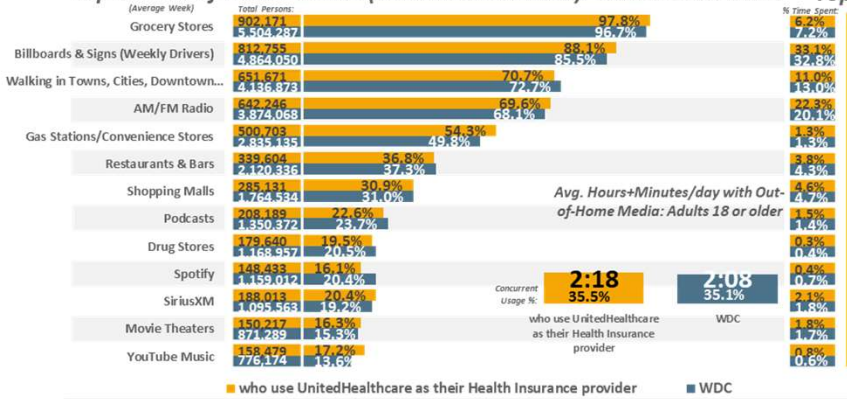
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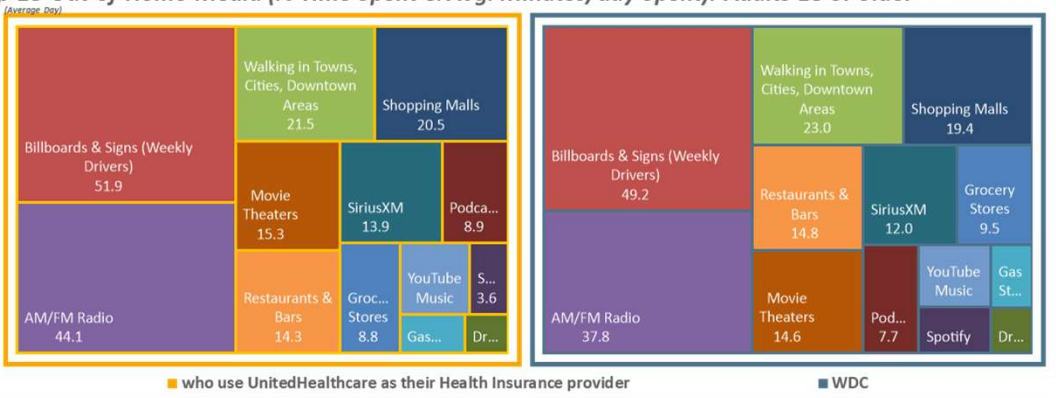
Health insurance carrier - All types: UnitedHealthcare

812,755 or 88.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.9 minutes per day driving, seeing Billboards and Signs. 65.% Listen to Local Radio Stations Out-of-Home for an average of 39.3 minute

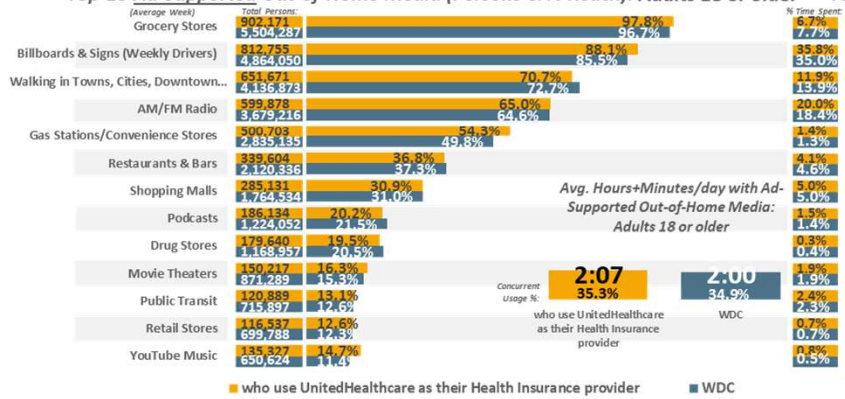
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



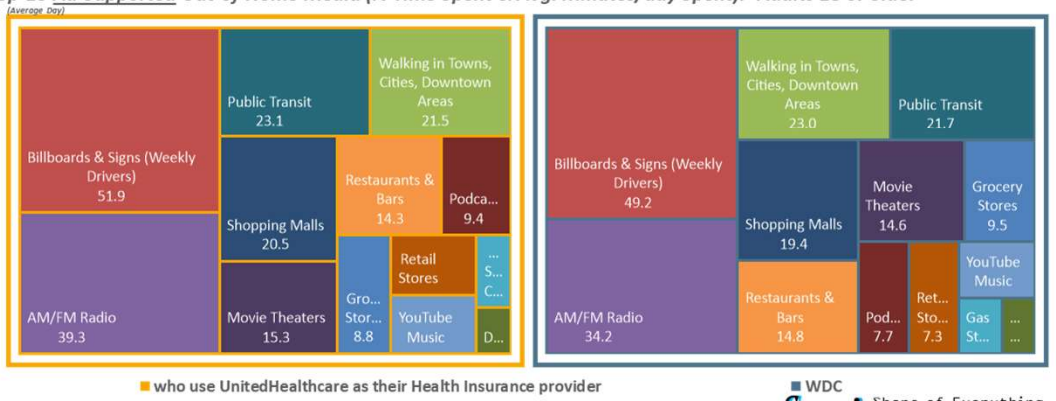
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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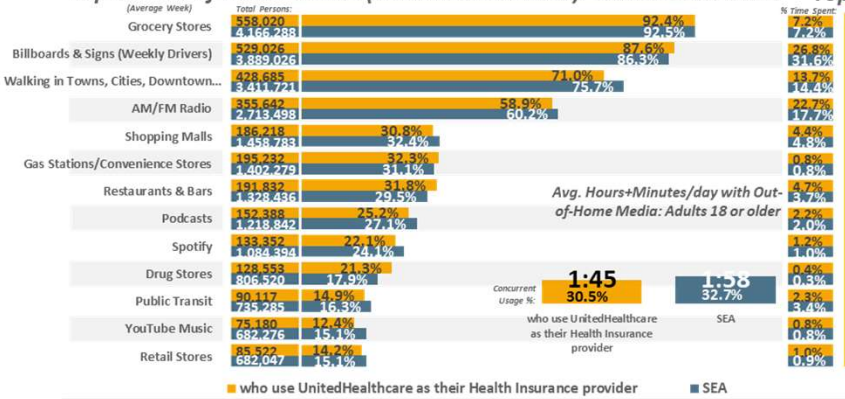
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Health insurance carrier - All types: UnitedHealthcare

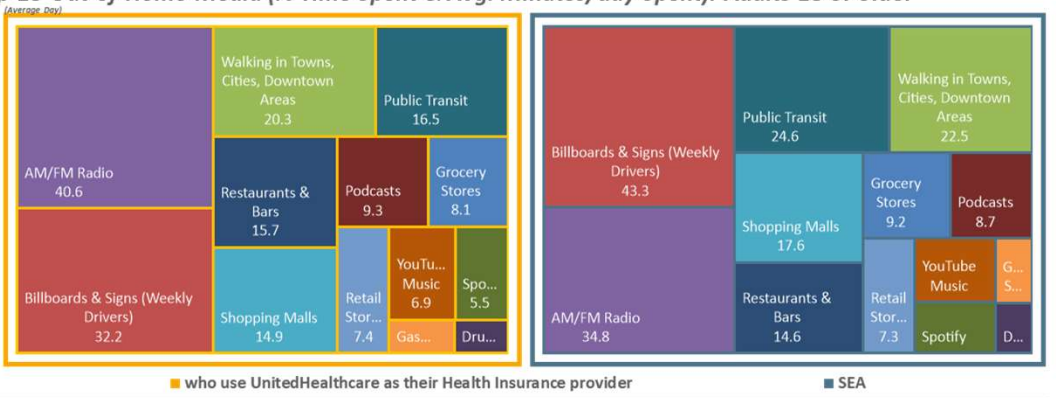
United Healthcare **SEA**

529,026 or 87.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 32.2 minutes per day driving, seeing Billboards and Signs. 57.% Listen to Local Radio Stations Out-of-Home for an average of 36.6 minute

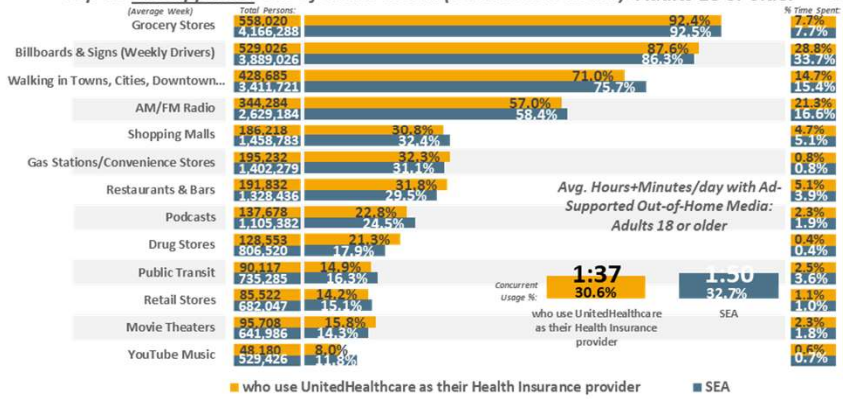
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



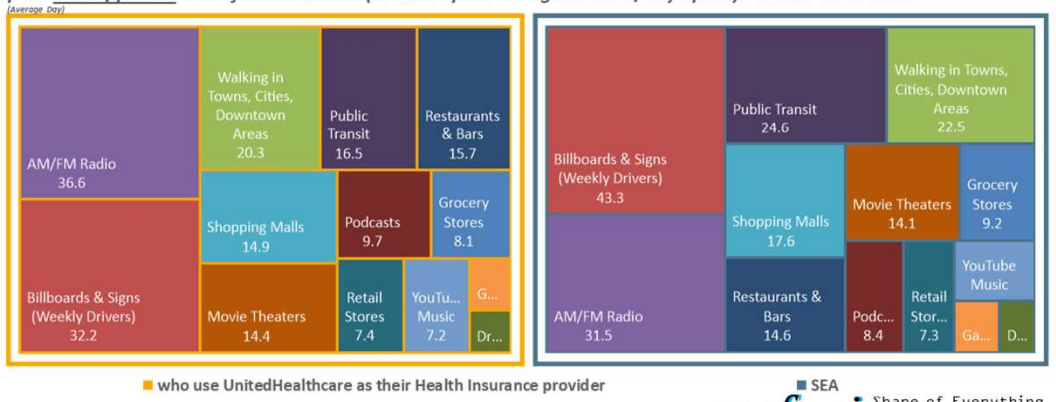
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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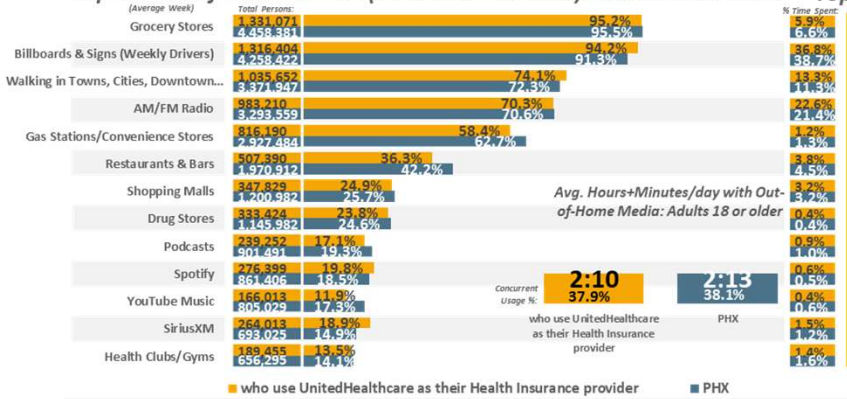
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Health insurance carrier - All types: UnitedHealthcare

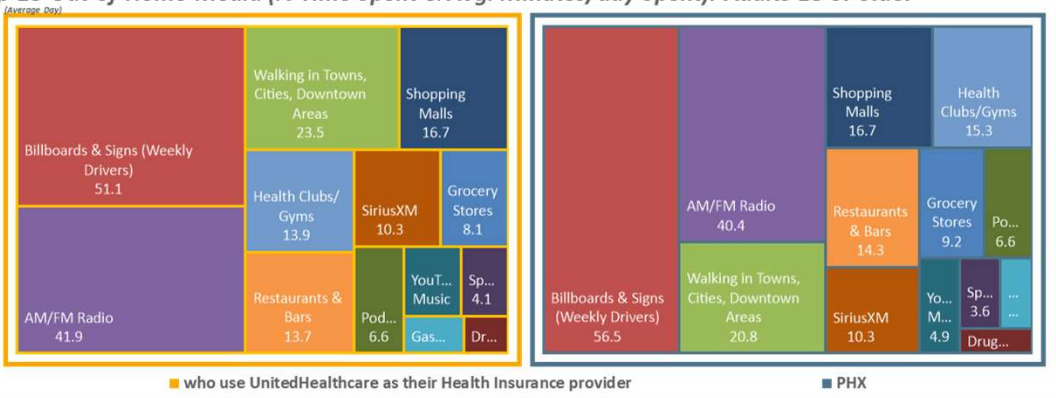
United Healthcare **PHX**

1,316,404 or 94.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.1 minutes per day driving, seeing Billboards and Signs. 66.8% Listen to Local Radio Stations Out-of-Home for an average of 39.3 min

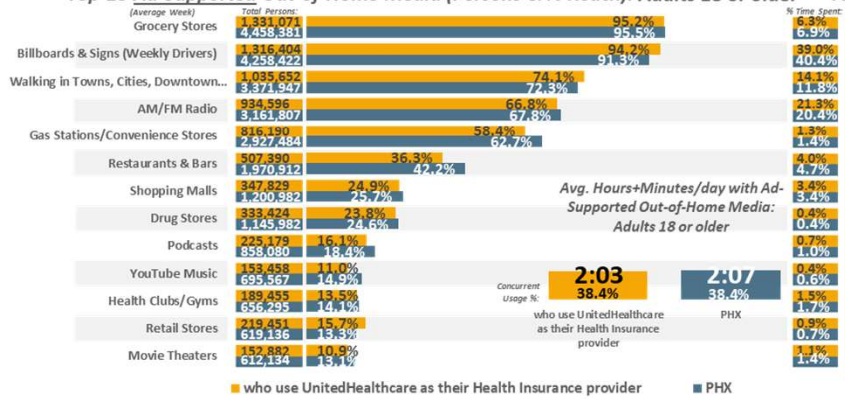
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



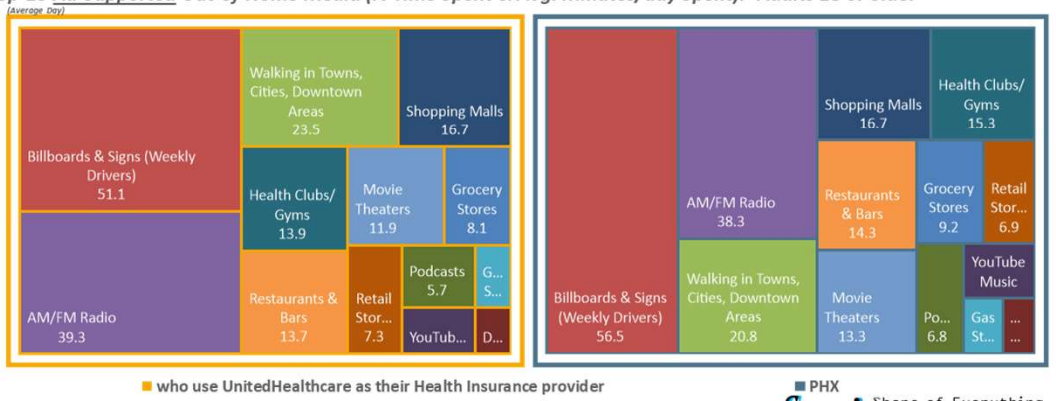
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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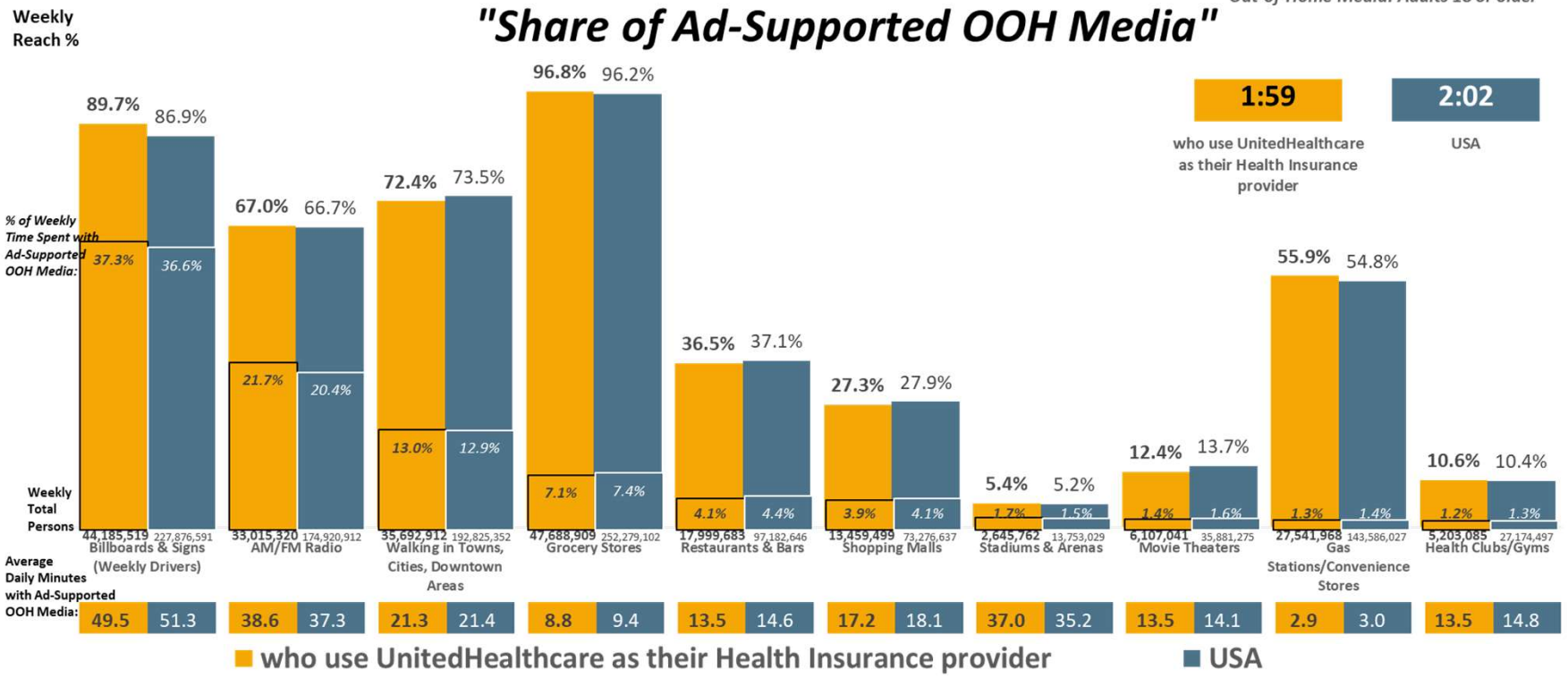
Health insurance carrier - All types: UnitedHealthcare

United Healthcare **USA**

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

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

"Share of Ad-Supported OOH Media"



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

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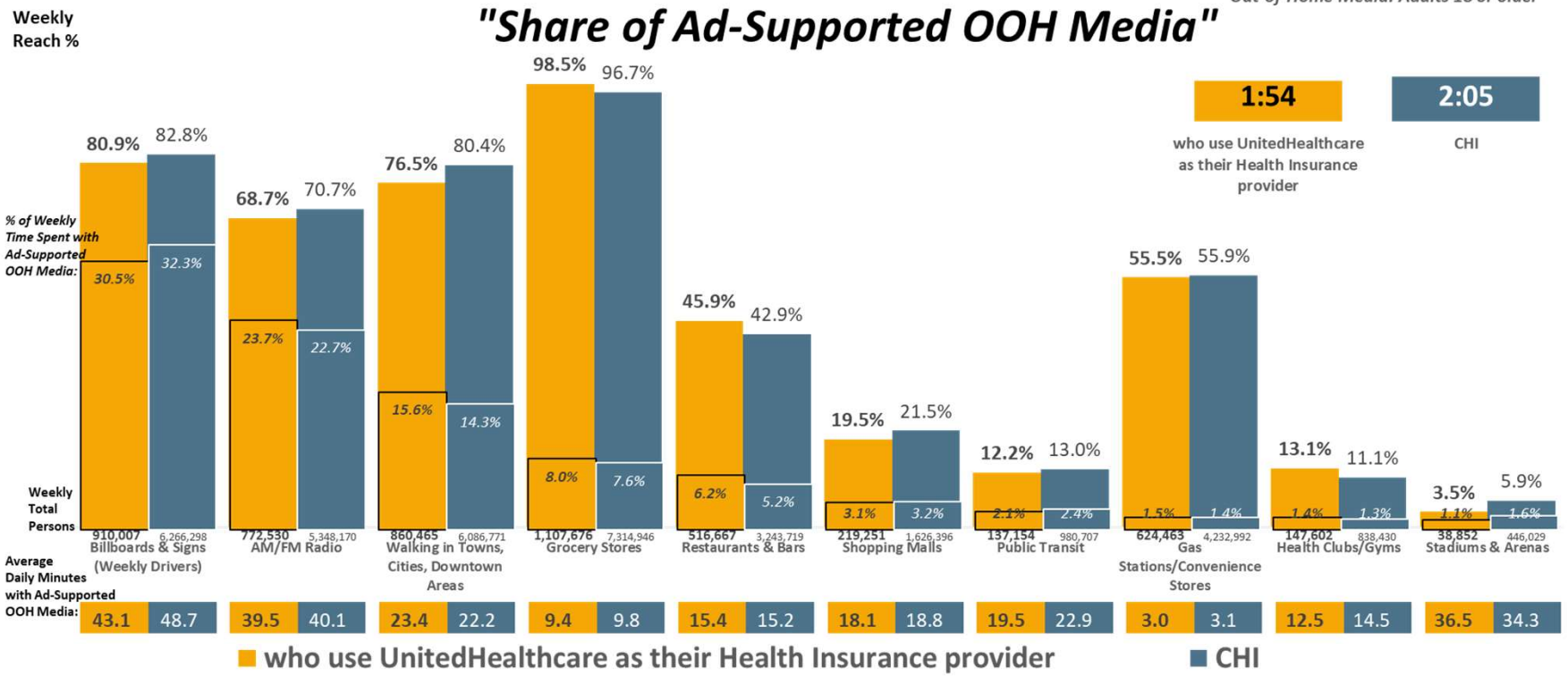
USA Projection Scarborough R1 2024: Jan23-Aug24 Qual Intab 23,243

soefa.ai Share of Everything for Anything

Health insurance carrier - All types: UnitedHealthcare

910,007 or 80.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 43.1 minutes per day driving, seeing Billboards and Signs representing 30.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569 CHICAGO DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 3,420

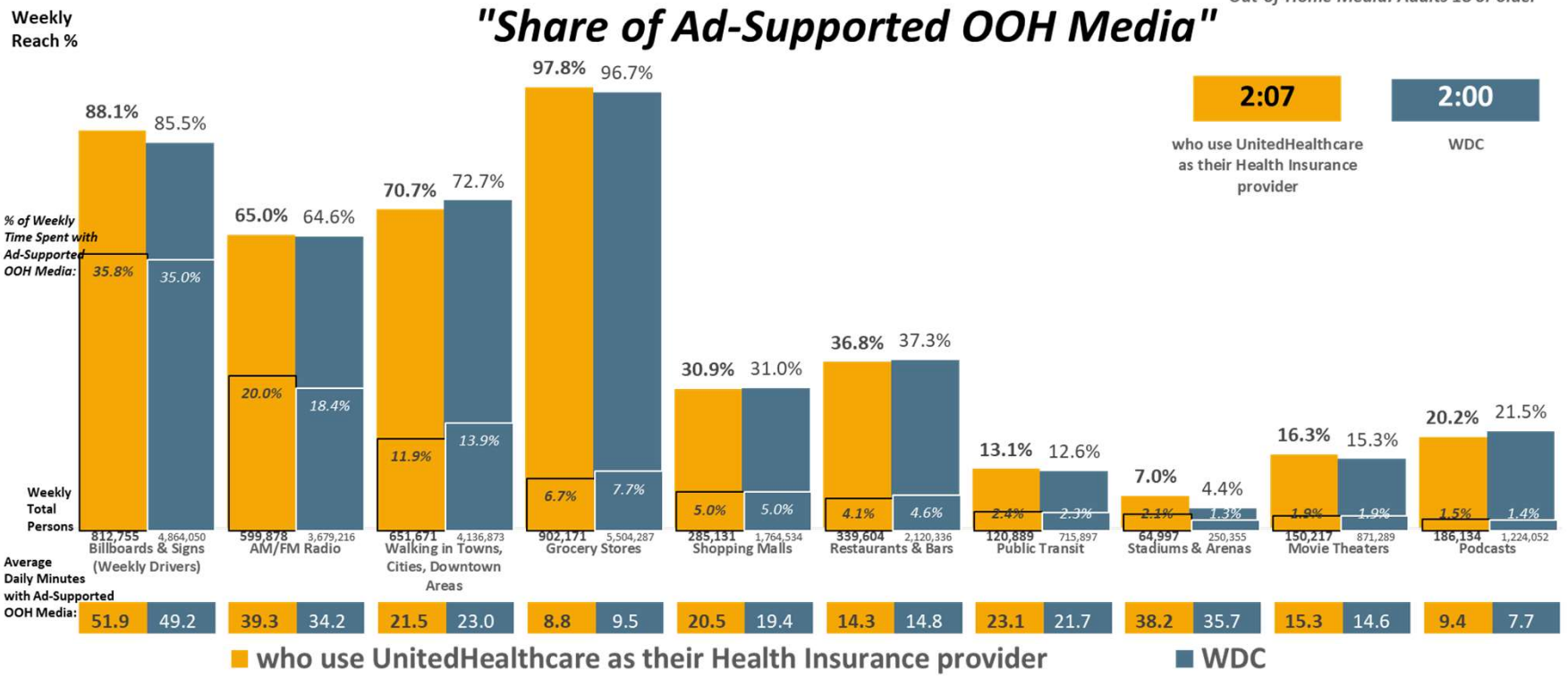
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Health insurance carrier - All types: UnitedHealthcare

812,755 or 88.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.9 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041 WASHINGTON, DC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 5,557

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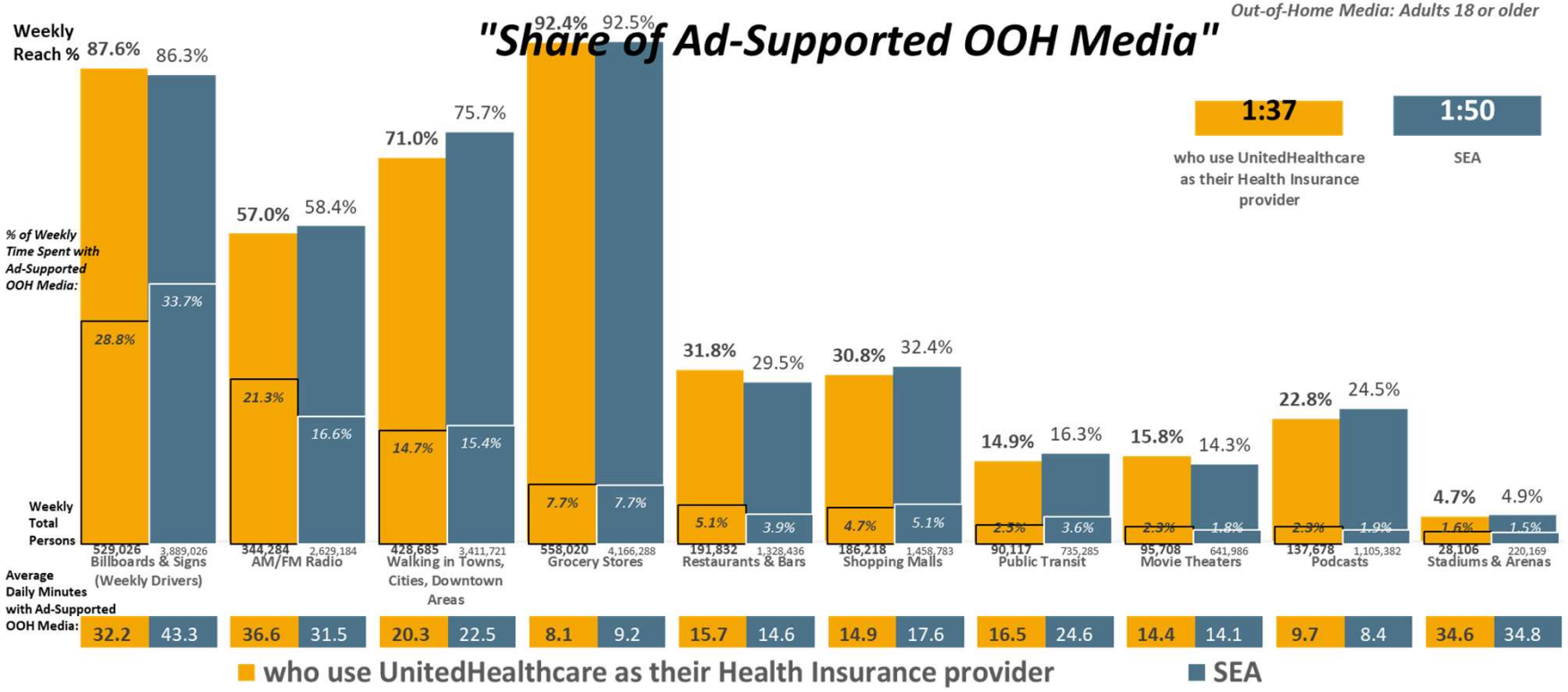
Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

529,026 or 87.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 32.2 minutes per day driving, seeing Billboards and Signs representing 28.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572 SEATTLE-TACOMA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 3,860

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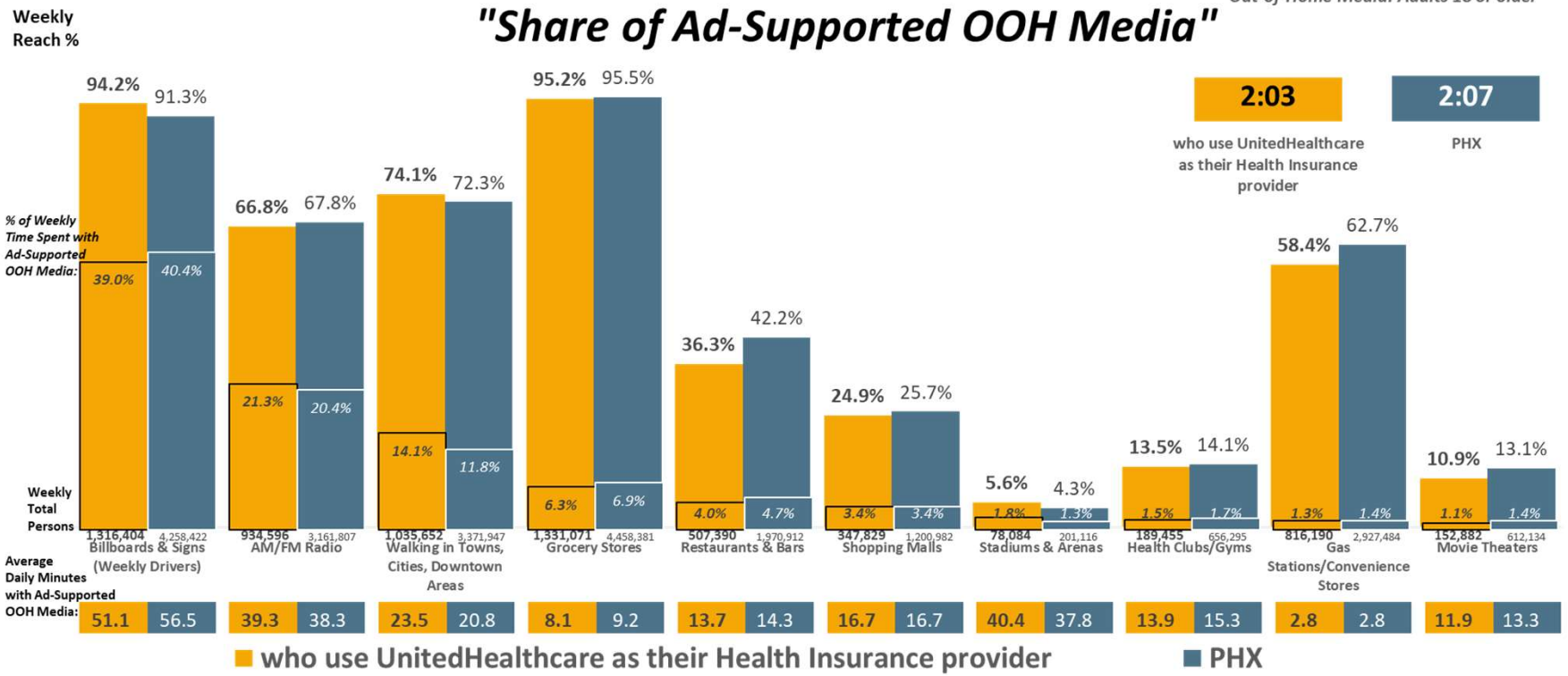
Health insurance carrier - All types: UnitedHealthcare

United Healthcare PHX

1,316,404 or 94.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.1 minutes per day driving, seeing Billboards and Signs representing 39.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786 PHOENIX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 2,268

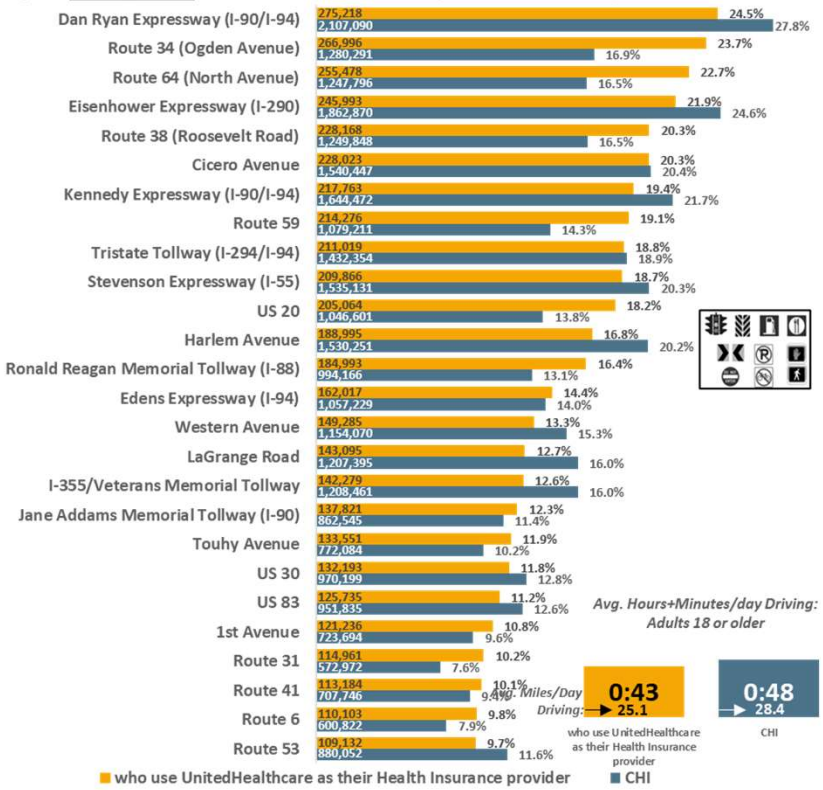
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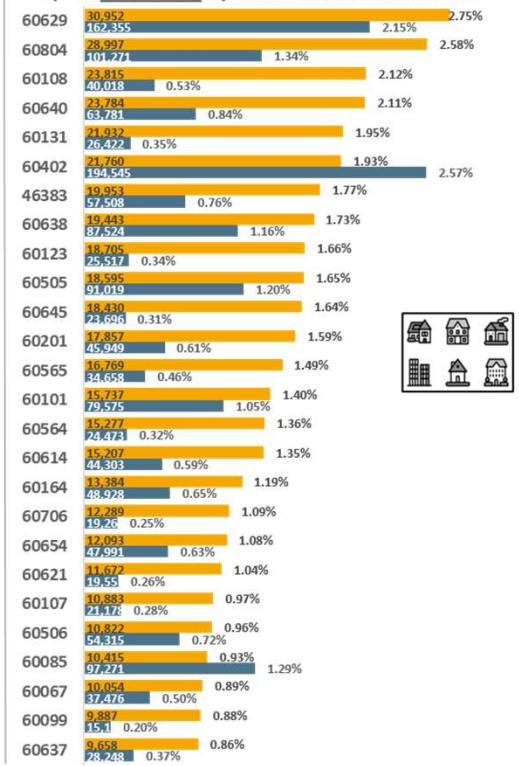
Health insurance carrier - All types: UnitedHealthcare

910,007 or 80.9% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 43.1 minutes per day driving an average of 25.1 miles each day and are 40.3% more likely to use Route 34 (Ogden Avenue) than the Metro a

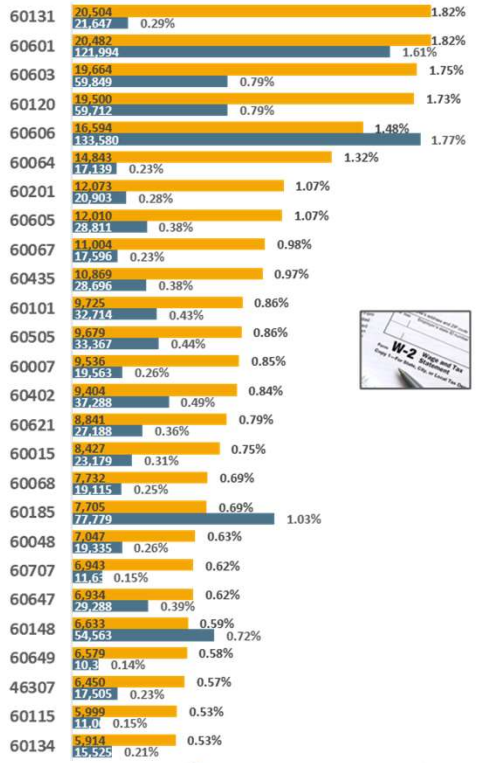
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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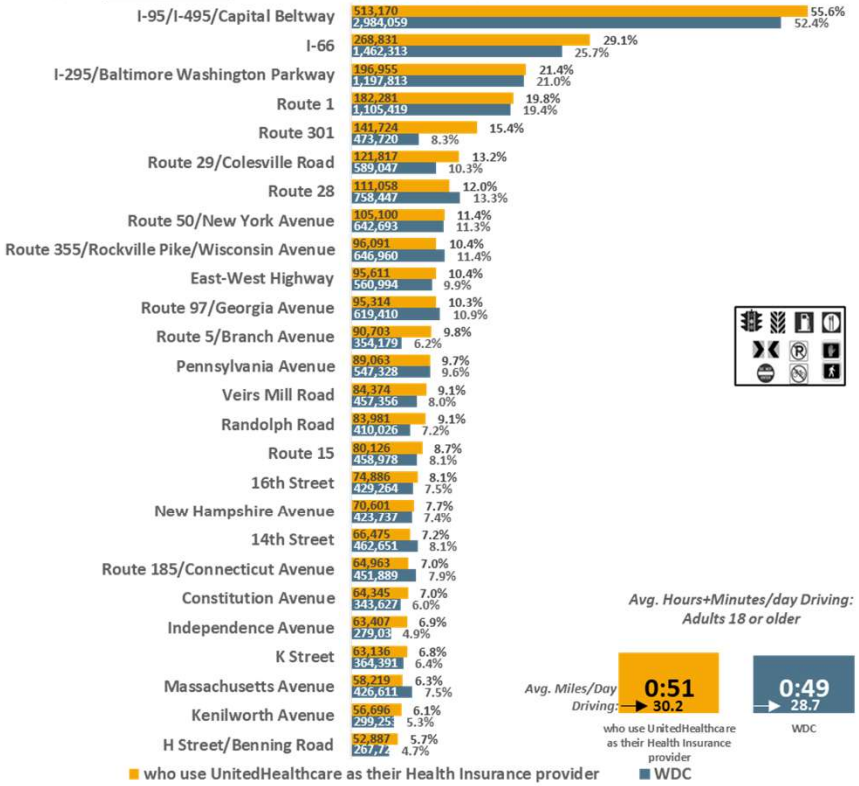
CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

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Health insurance carrier - All types: UnitedHealthcare

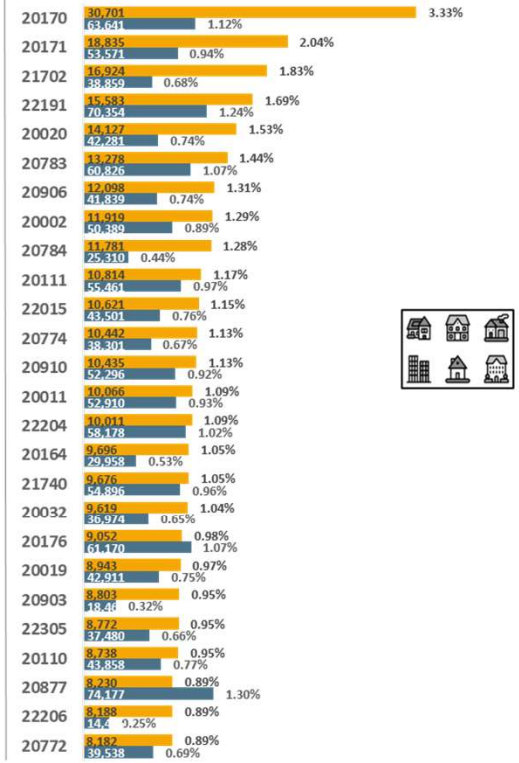
812,755 or 88.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.9 minutes per day driving an average of 30.2 miles each day and are 84.6% more likely to use Route 301 than the Metro average.

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

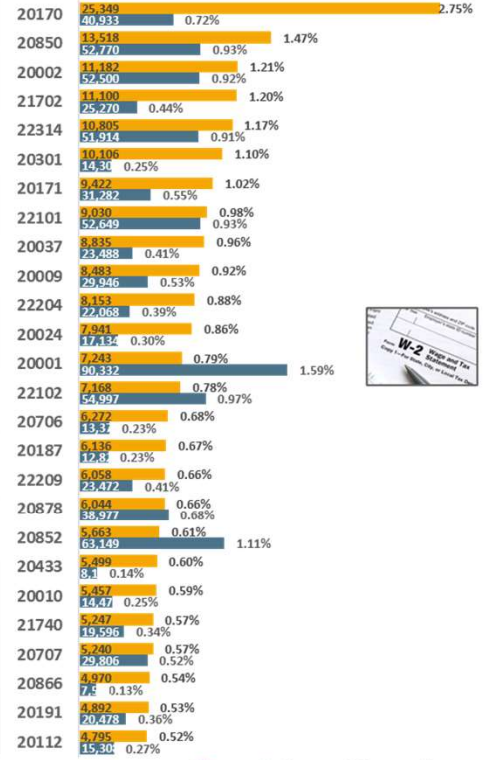


Avg. Hours+Minutes/day Driving: Adults 18 or older

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

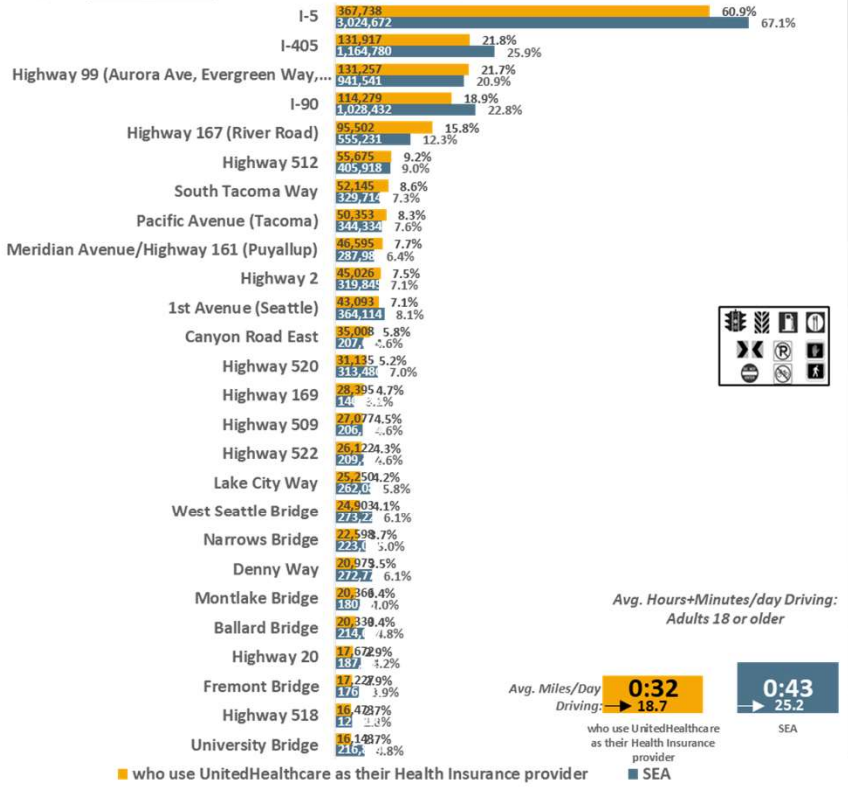
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **SEA**

529,026 or 87.6% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 32.2 minutes per day driving an average of 18.7 miles each day and are 50.4% more likely to use Highway 169 than the Metro average.

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



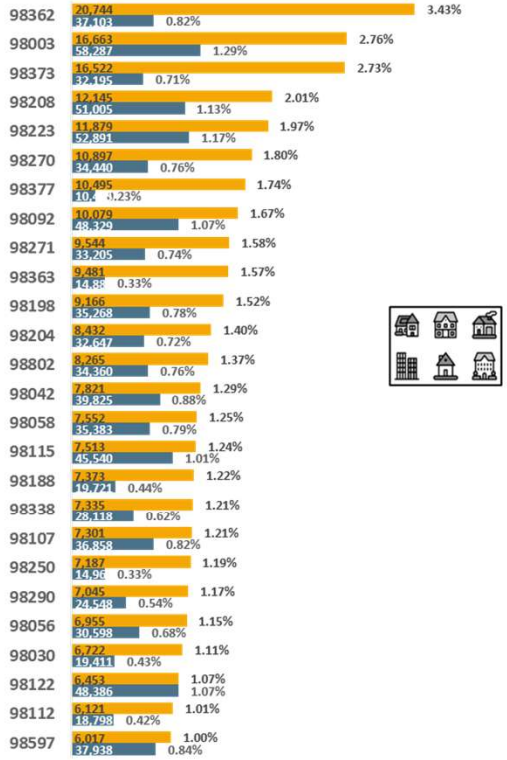
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: 18.7

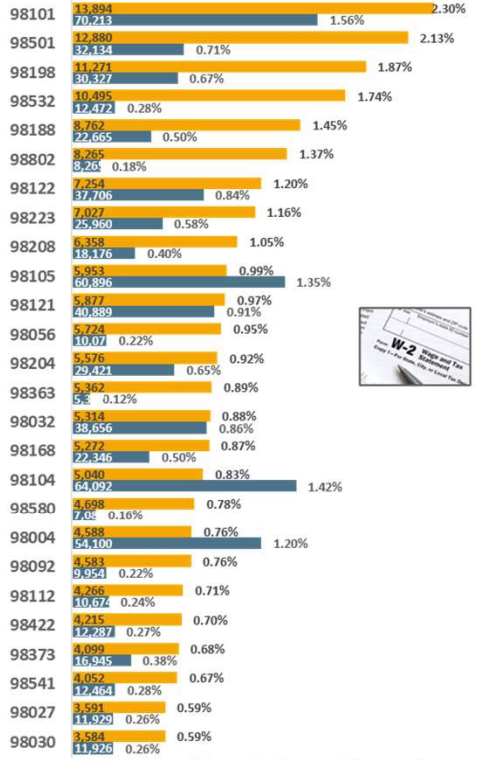
0:32 who use UnitedHealthcare as their Health Insurance provider

0:43 → 25.2 SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

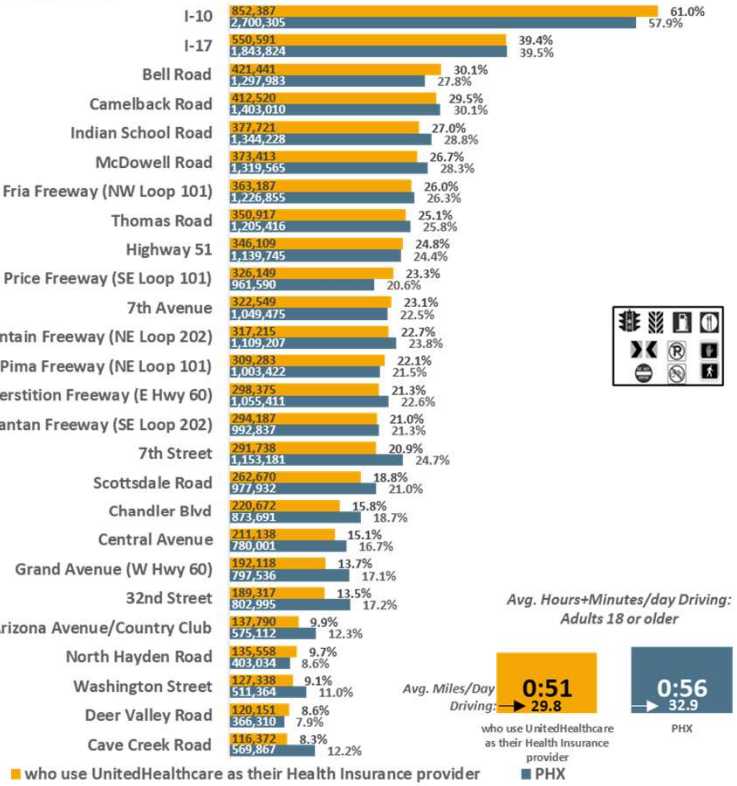
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Health insurance carrier - All types: UnitedHealthcare

United Healthcare **PHX**

1,316,404 or 94.2% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider spend an average of 51.1 minutes per day driving an average of 29.8 miles each day and are 13.2% more likely to use Price Freeway (SE Loop 101) than the M

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



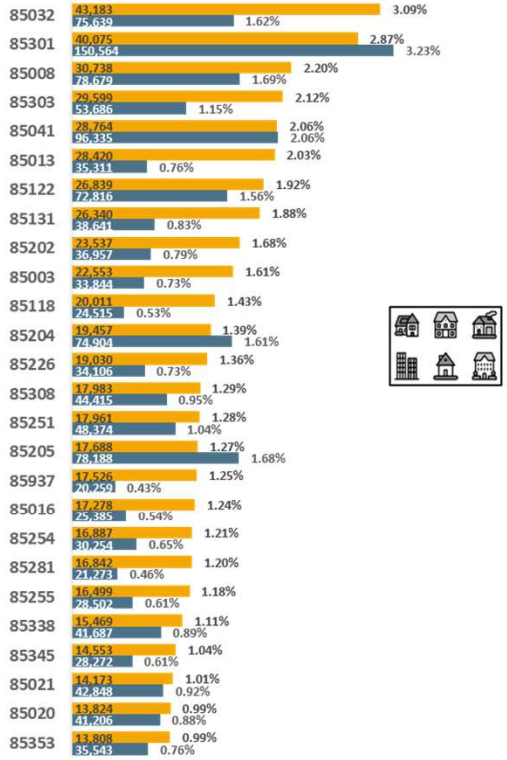
Avg. Hours+Minutes/day Driving: Adults 18 or older

Avg. Miles/Day Driving: → 29.8

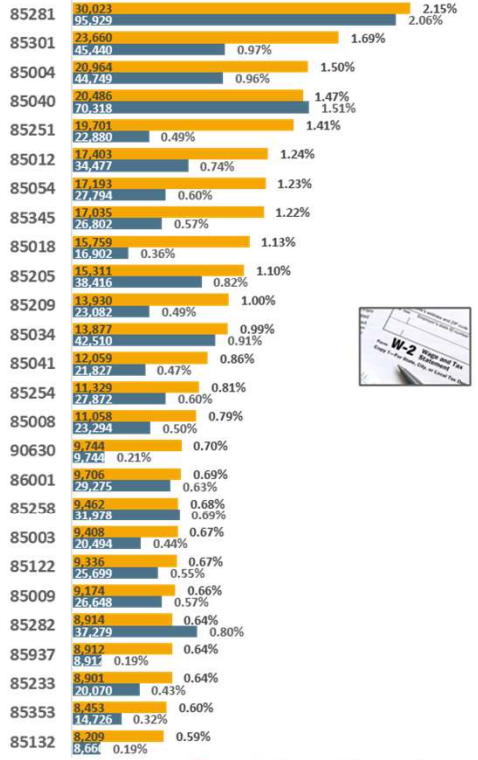
0:51 — who use UnitedHealthcare as their Health Insurance provider

0:56 → 32.9 — PHX

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



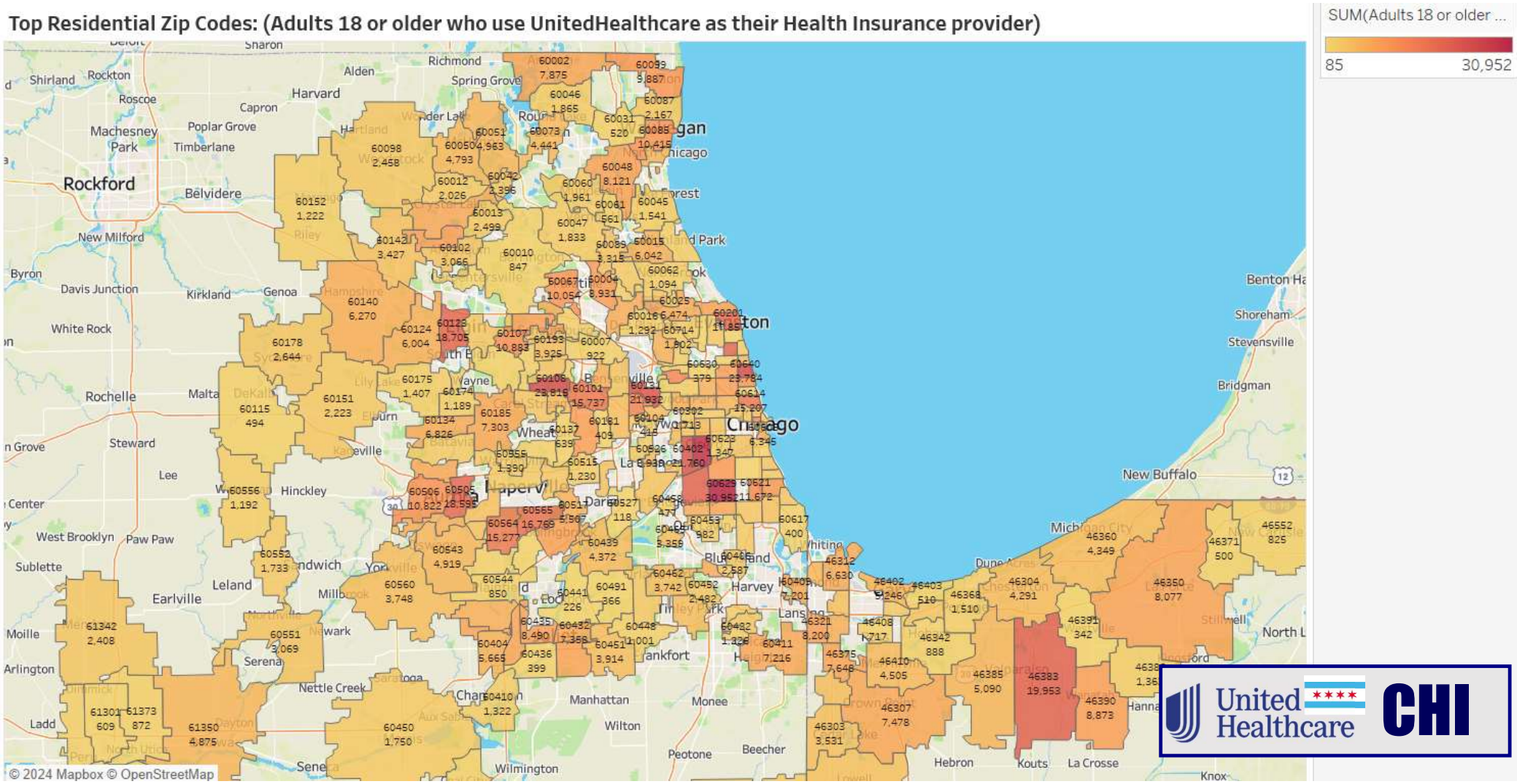
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PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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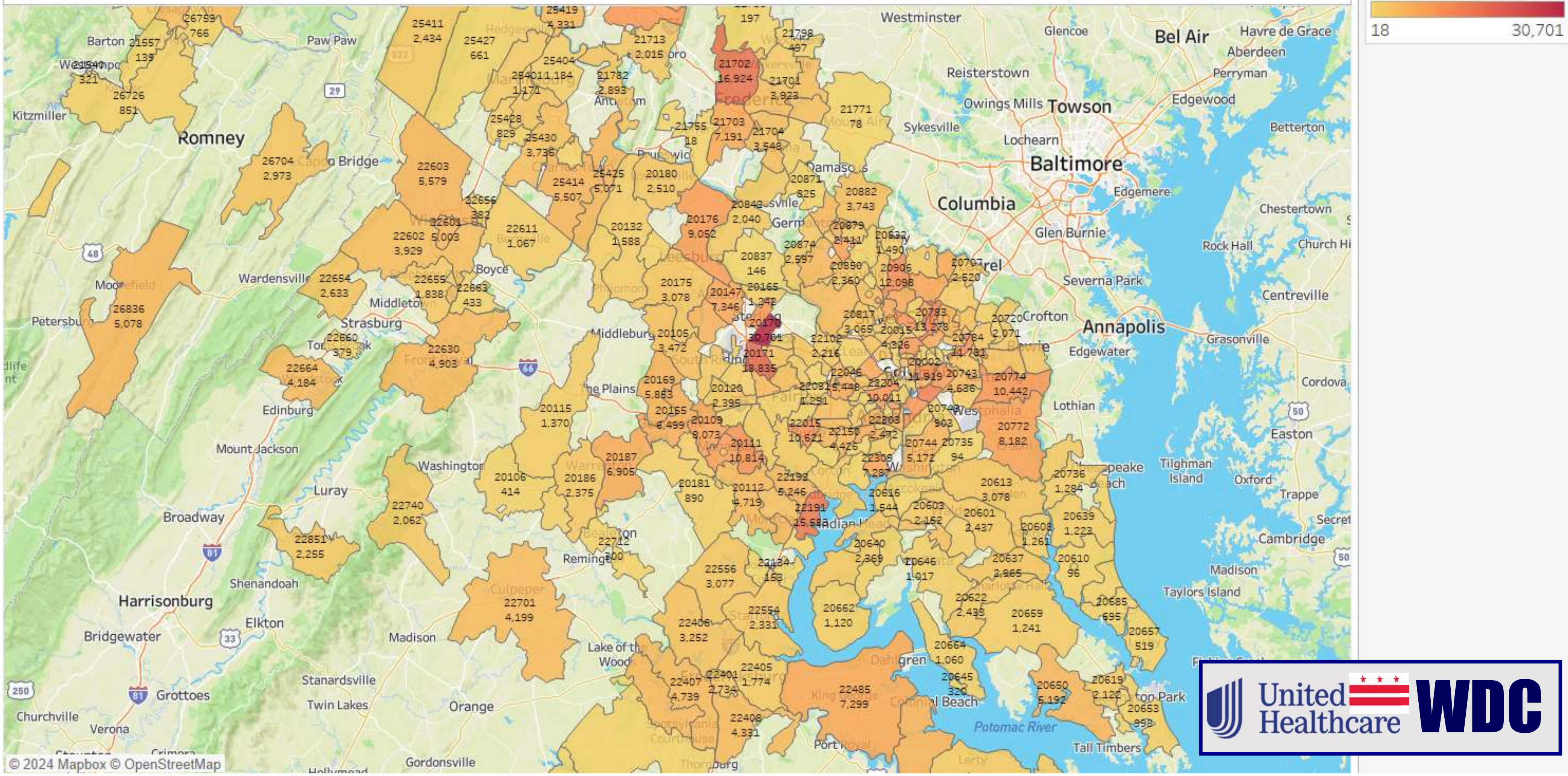
Health insurance carrier - All types: UnitedHealthcare

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



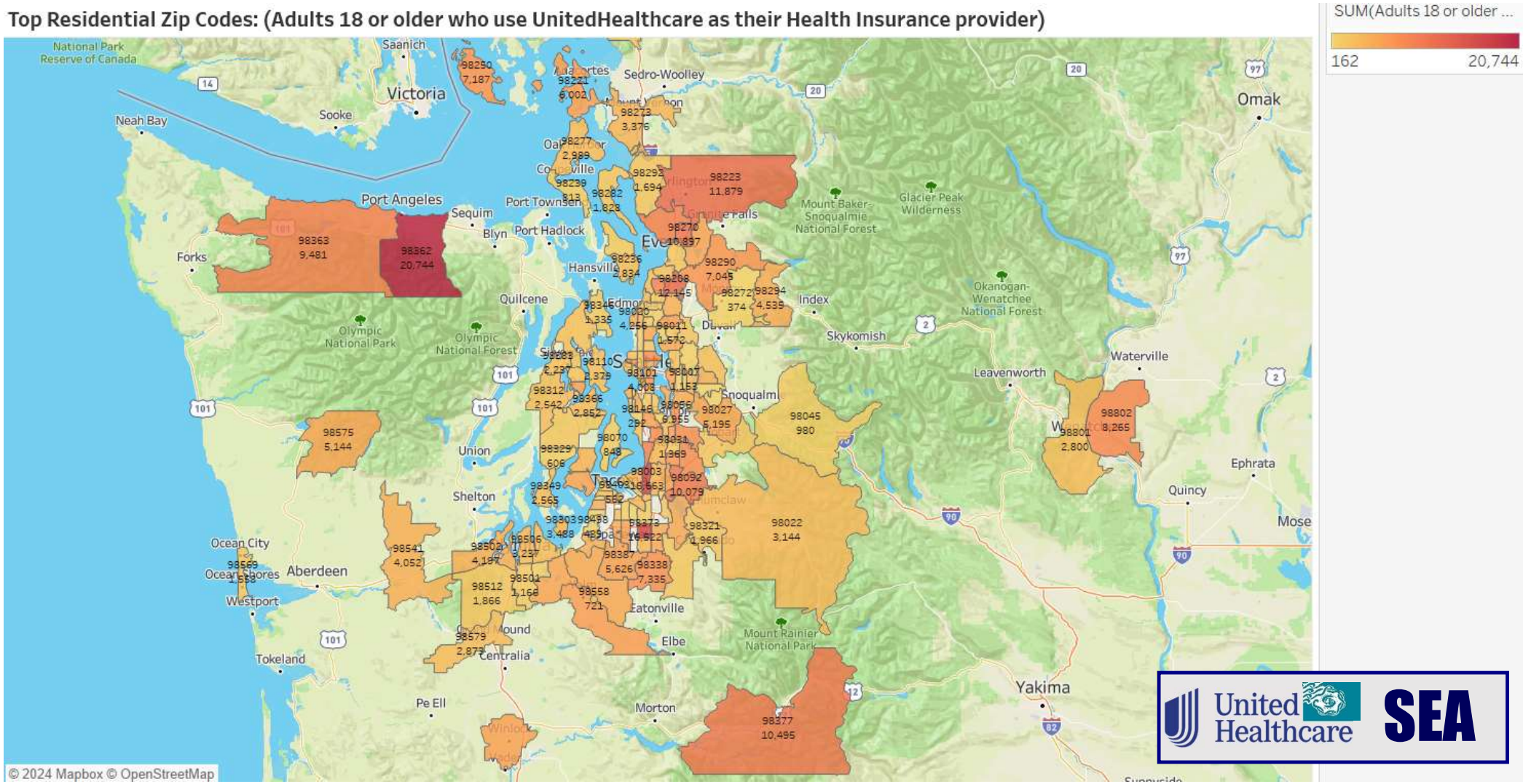
Health insurance carrier - All types: UnitedHealthcare

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



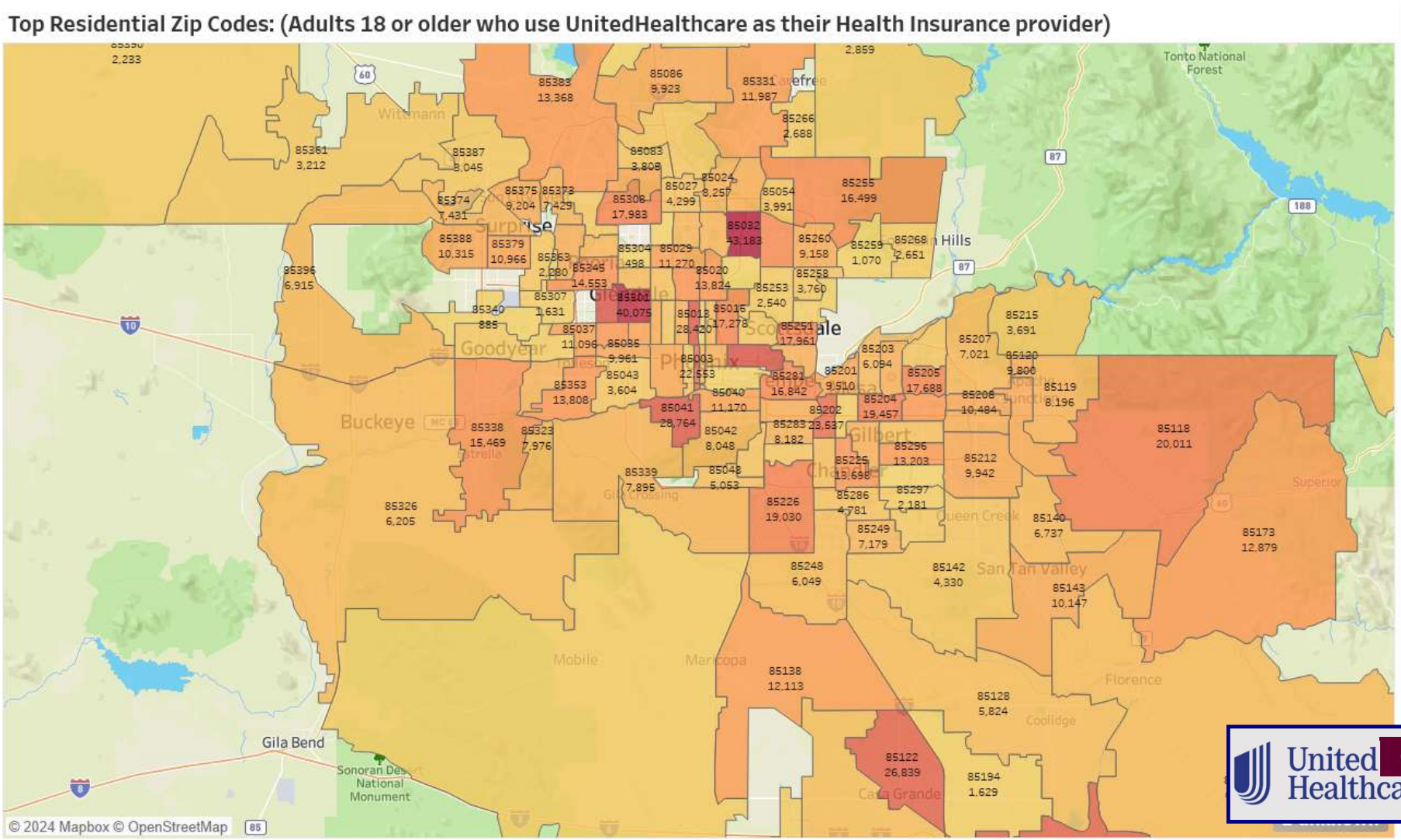
Health insurance carrier - All types: UnitedHealthcare

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



Health insurance carrier - All types: UnitedHealthcare

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

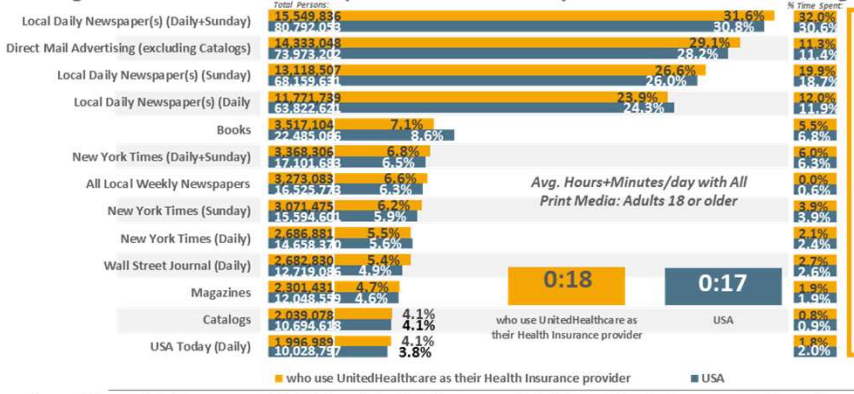


United Healthcare PHX

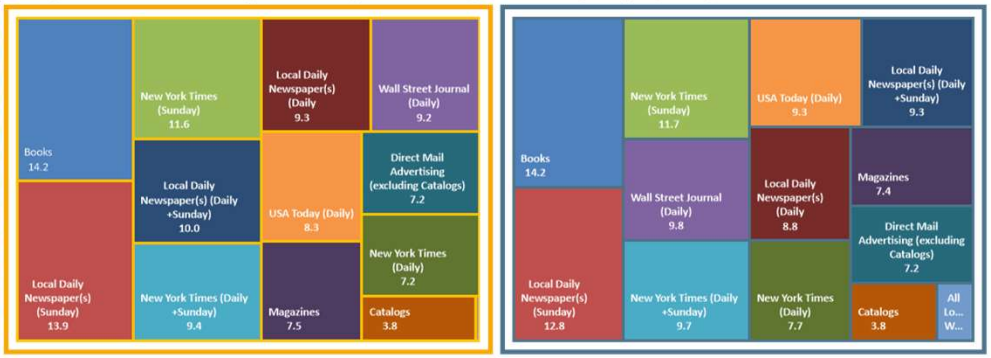
Health insurance carrier - All types: UnitedHealthcare

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

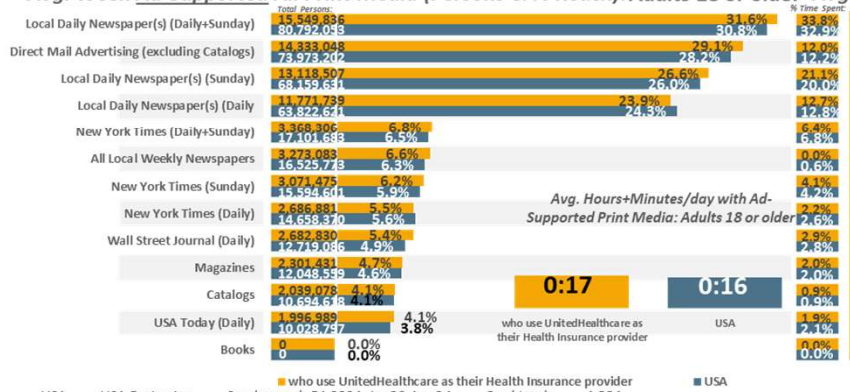
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



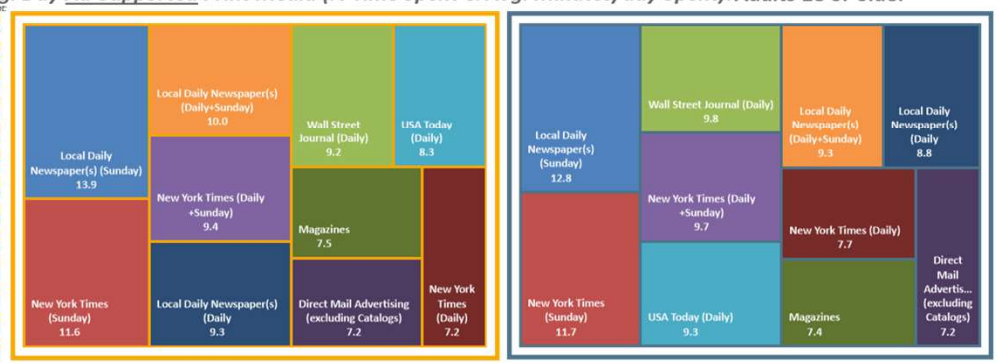
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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

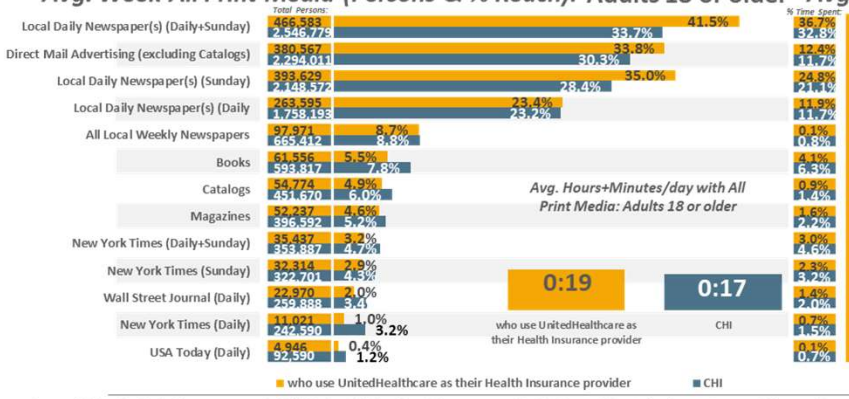
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Health insurance carrier - All types: UnitedHealthcare

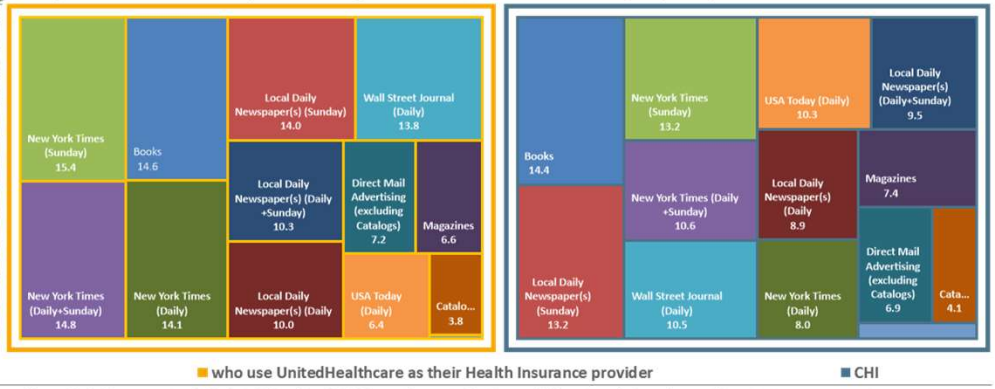
United Healthcare CHI

466,583 or 41.5% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.3 minutes every day representing 38.3% of all time spent daily with All forms of Print Me

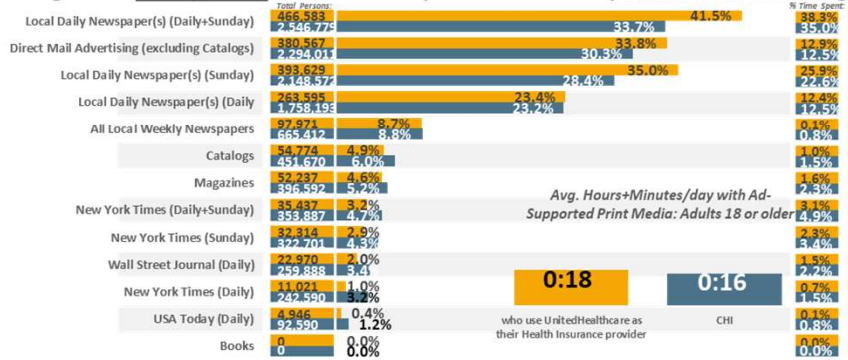
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



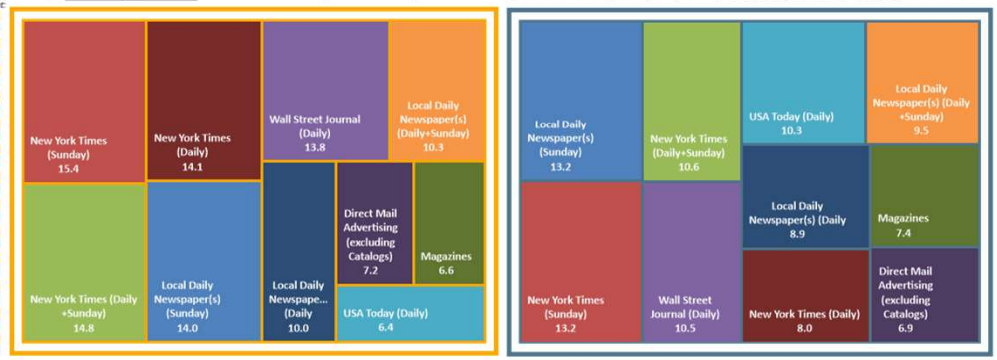
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 569

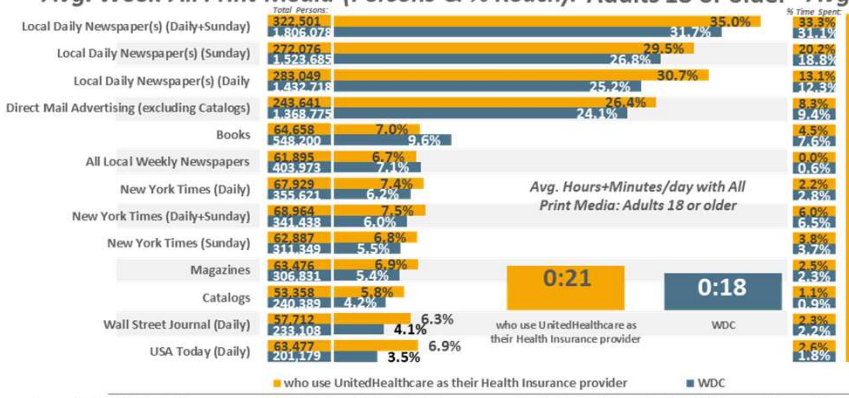
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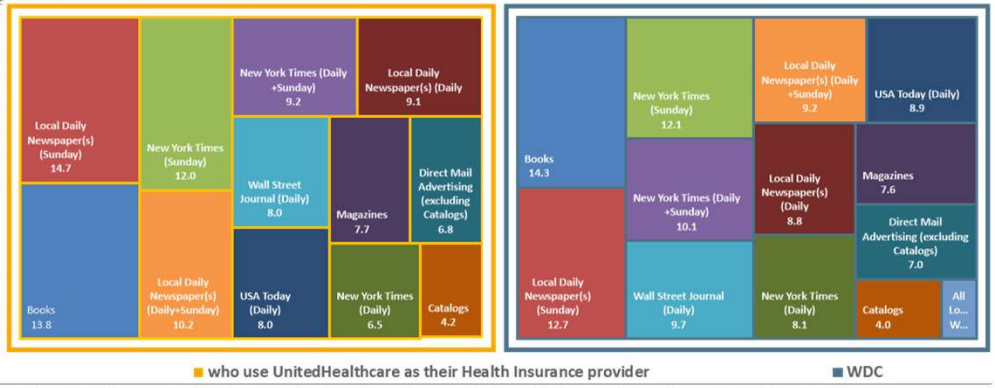
Health insurance carrier - All types: UnitedHealthcare

322,501 or 35.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 34.9% of all time spent daily with All forms of Print Med

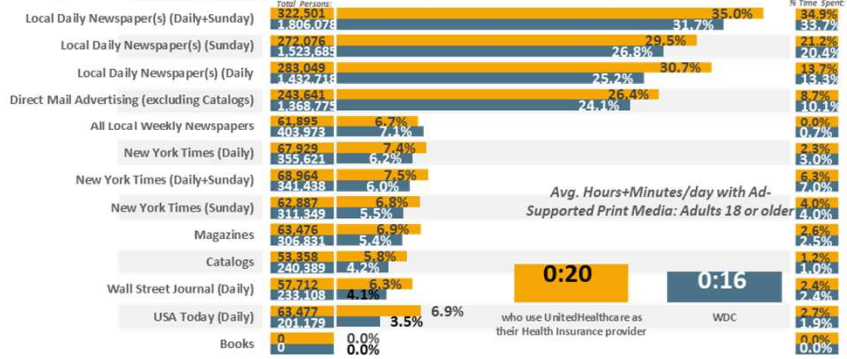
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



WDC DMA Scarborough R2 2024: Aug23-Sep24 Qual Intab 1,041

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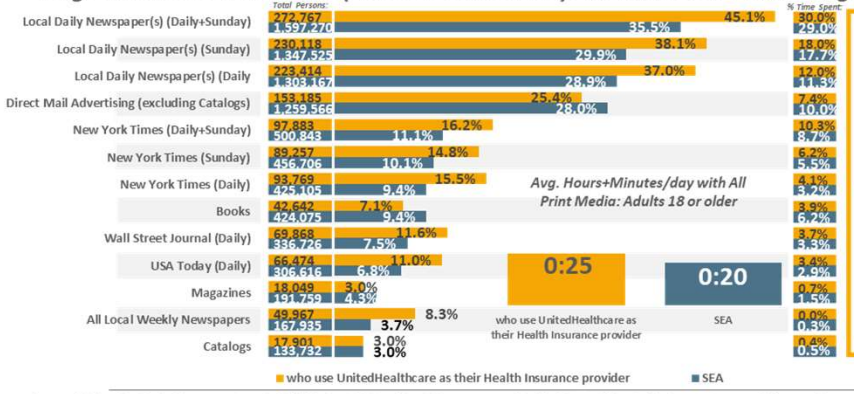
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Health insurance carrier - All types: UnitedHealthcare

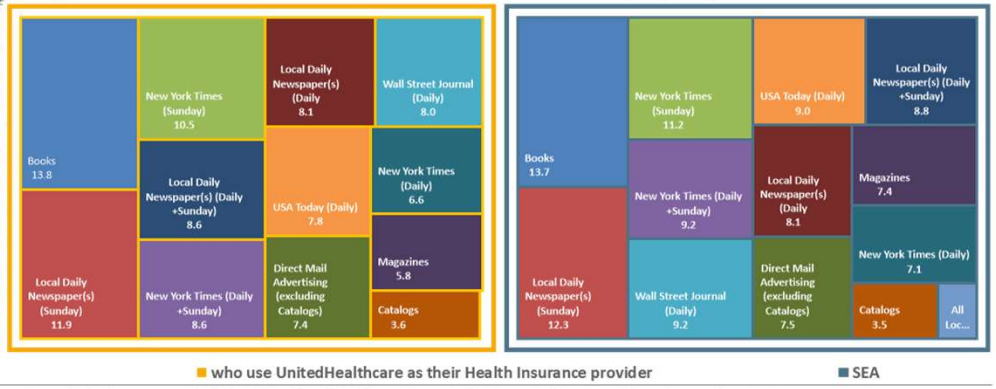
United Healthcare **SEA**

272,767 or 45.1% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 31.2% of all time spent daily with All forms of Print Med

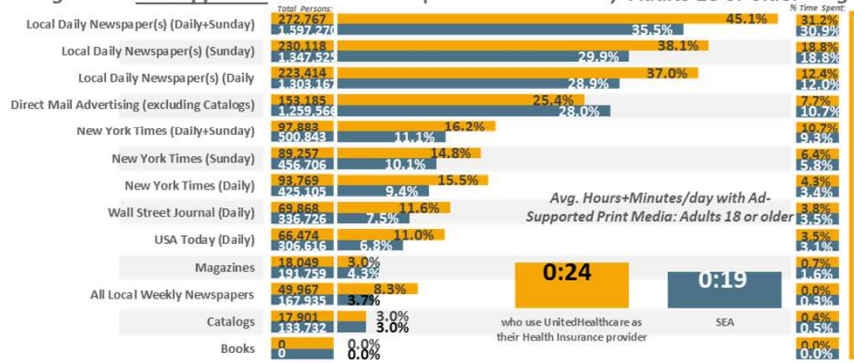
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



SEA DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 572

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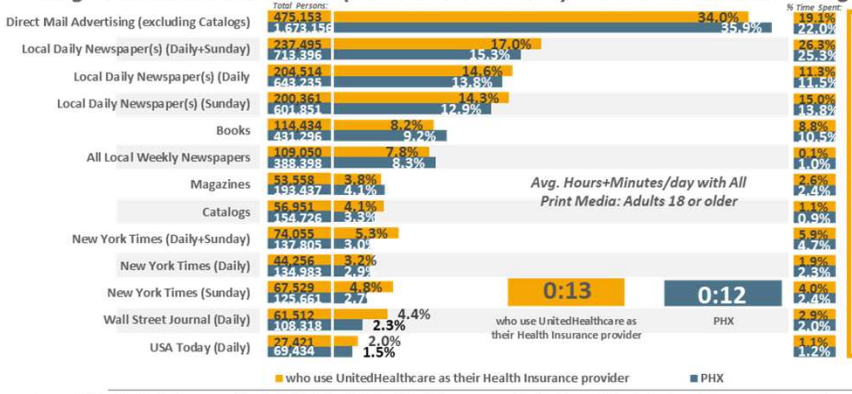
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Health insurance carrier - All types: UnitedHealthcare

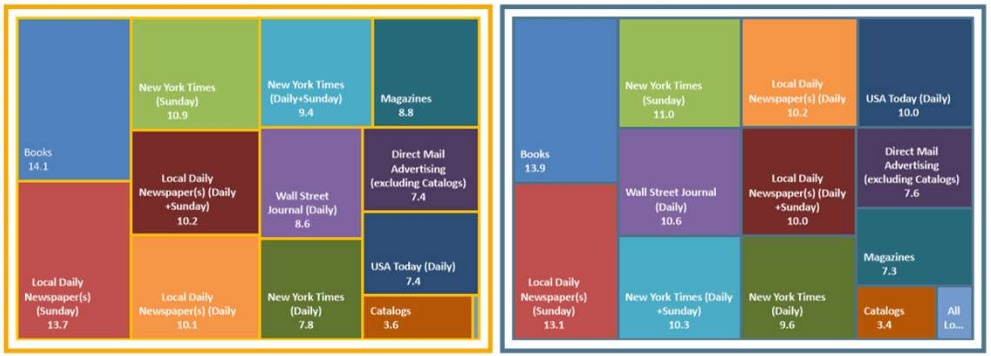
United Healthcare **PHX**

237,495 or 17.% of Adults 18 or older who use UnitedHealthcare as their Health Insurance provider read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.2 minutes every day representing 28.8% of all time spent daily with All forms of Print Med

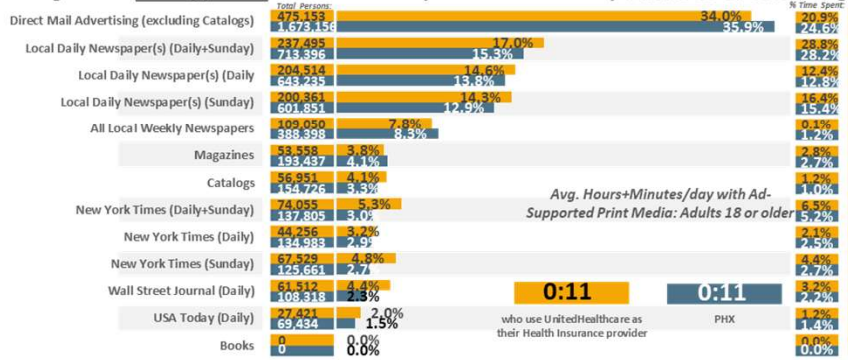
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



PHX DMA Scarborough R2 2024: Aug23-Aug24 Qual Intab 786

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Health insurance carrier - All types: UnitedHealthcare