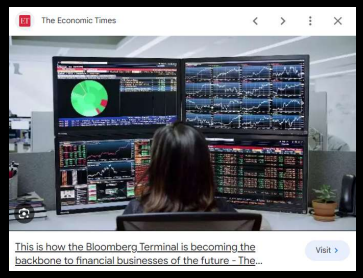
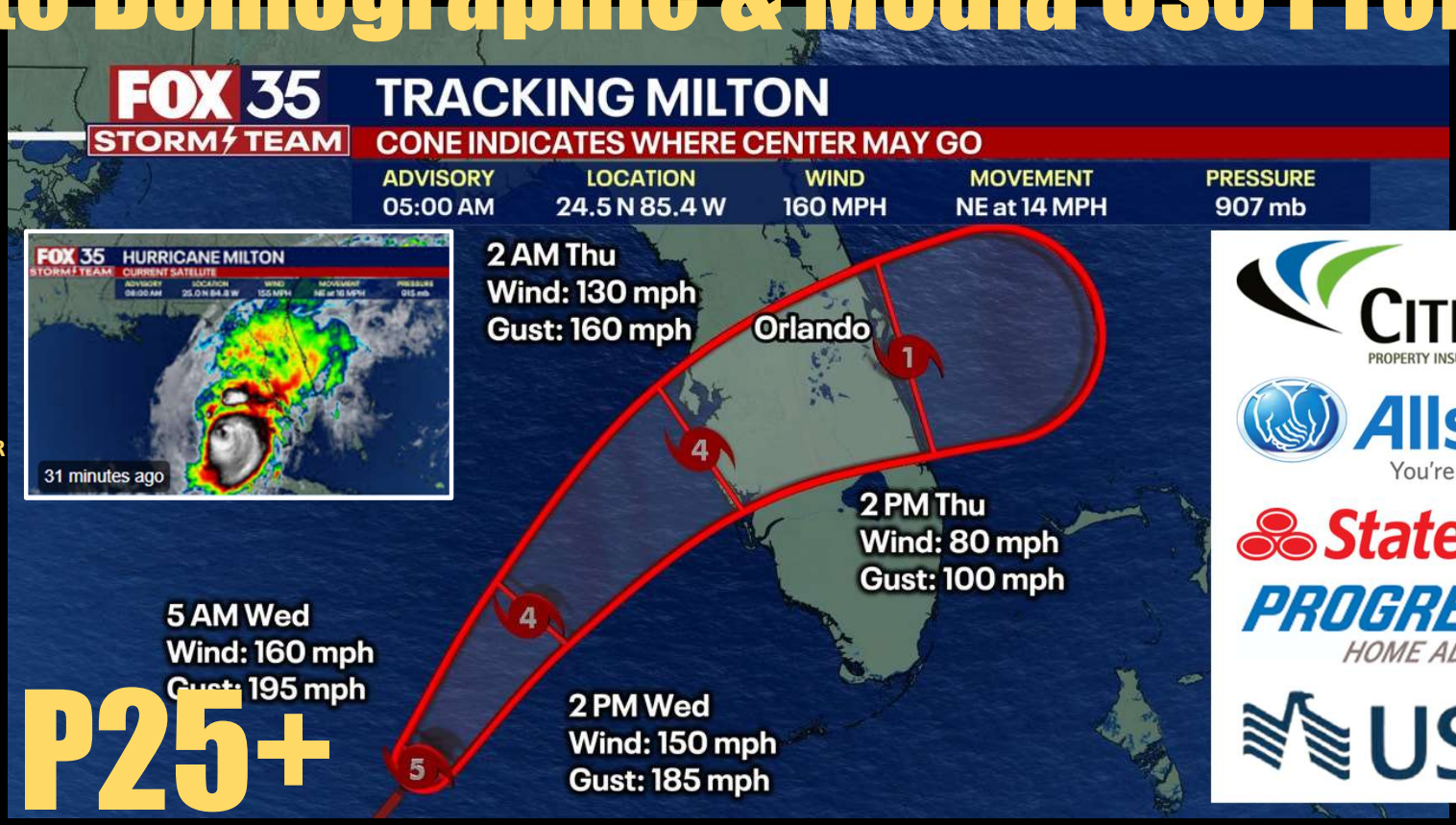
FLORIDA–P25+ HOMEOWNERS - 5 Top HOMEOWNERS INSURANCE PROVIDERS Used!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of P25+ HOMEOWNERS in FLORIDA with CITIZENS or ALLSTATE or STATE FARM or PROGRESSIVE OR USAA as their HOMEOWNERS INSURANCE PROVIDER as of April 2024!





P25+

CITIZENS PROPERTY INSURANCE CORPORATION

Allstate. You're in good hands.

State Farm®

PROGRESSIVE HOME ADVANTAGE®

USAA

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

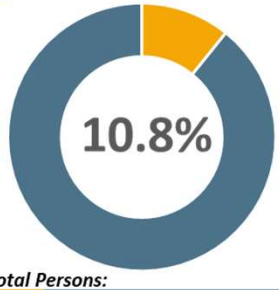
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive))]
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]

HUBBARD BROADCASTING INC. HB

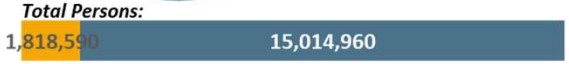


10.8% or 1,818,590 of FL Adults 25 or older are Homeowners with CITIZENS as their Homeowners Insurance Co. Typical Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co are 57.3 years old (.7% older than average) and have a $111,569 (12.4% higher than average) annual household income.

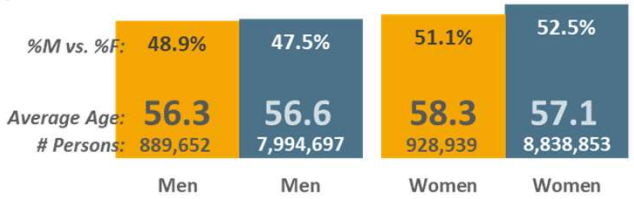
Percent of Market: Adults 25 or older



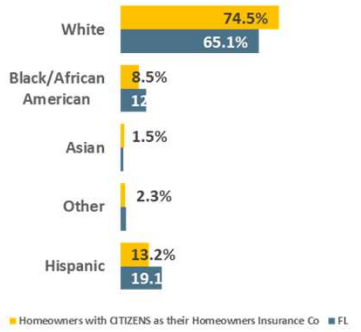
Total Persons:



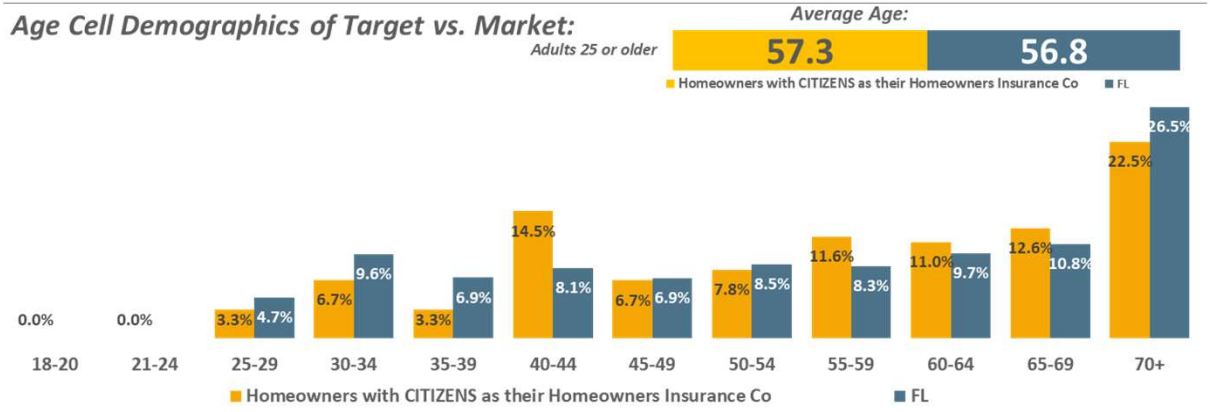
Gender of Target vs. Market: Adults 25 or older



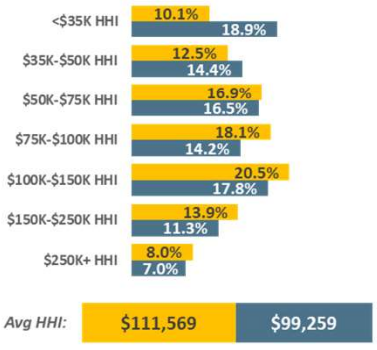
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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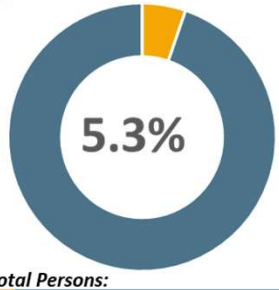
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



Allstate. You're in good hands.

5.3% or 888,237 of FL Adults 25 or older are Homeowners with ALLSTATE as their Homeowners Insurance Co. Typical Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co are 66.2 years old (16.4% older than average) and have a $115,863 (16.7% higher than average) annual household income.

Percent of Market: Adults 25 or older

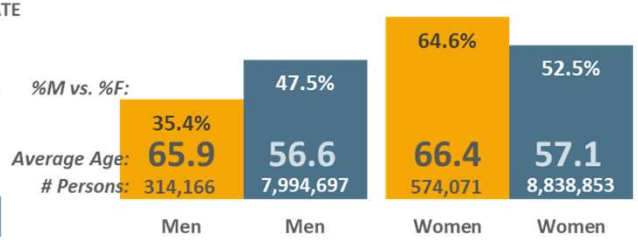


- Homeowners with ALLSTATE as their Homeowners Insurance Co
- Remainder of FL 10 DMAs

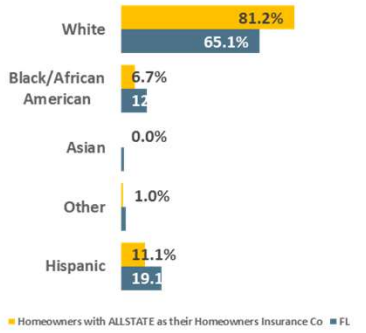
Total Persons:

888,237 | 15,945,313

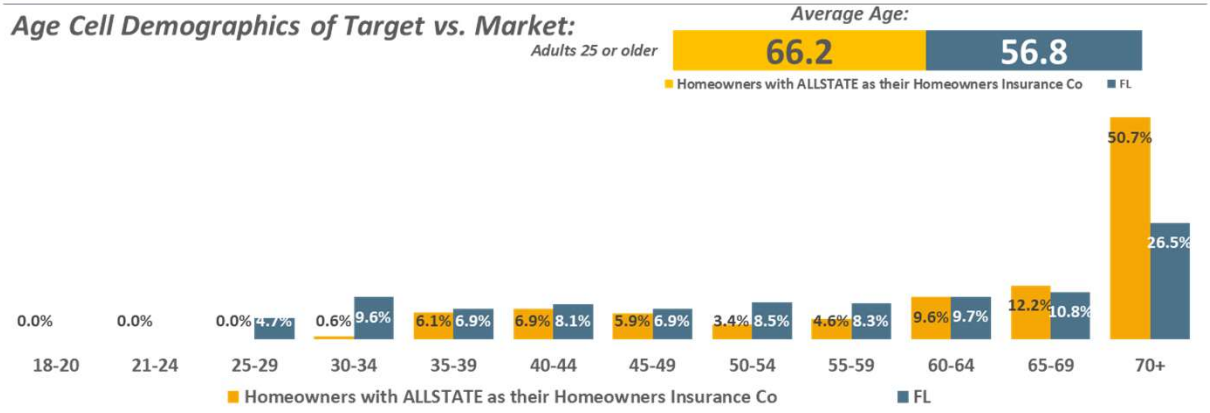
Gender of Target vs. Market: Adults 25 or older



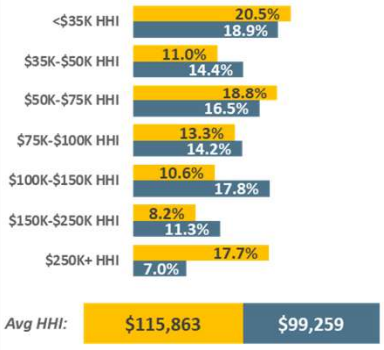
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

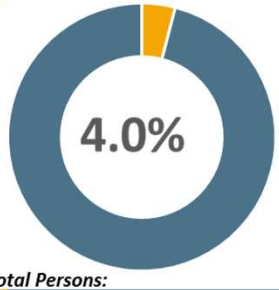
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]



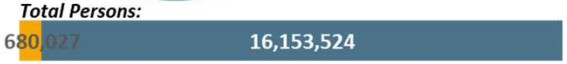
4.% or 680,027 of FL Adults 25 or older are Homeowners with STATE FARM as their Homeowners Insurance Co
Typical Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co are 66.6 years old (17.1% older than average) and have a $133,268 (34.3% higher than average) annual household income.

Percent of Market: Adults 25 or older

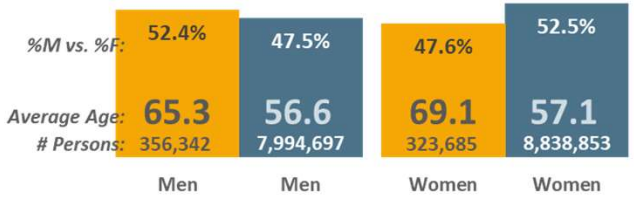


- Homeowners with STATE FARM as their Homeowners Insurance Co
- Remainder of FL 10 DMAs

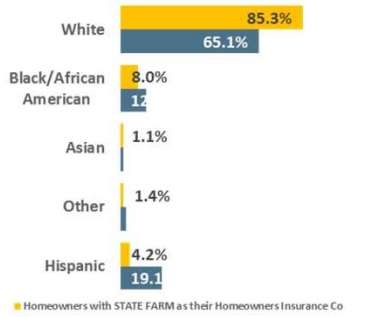
Total Persons:



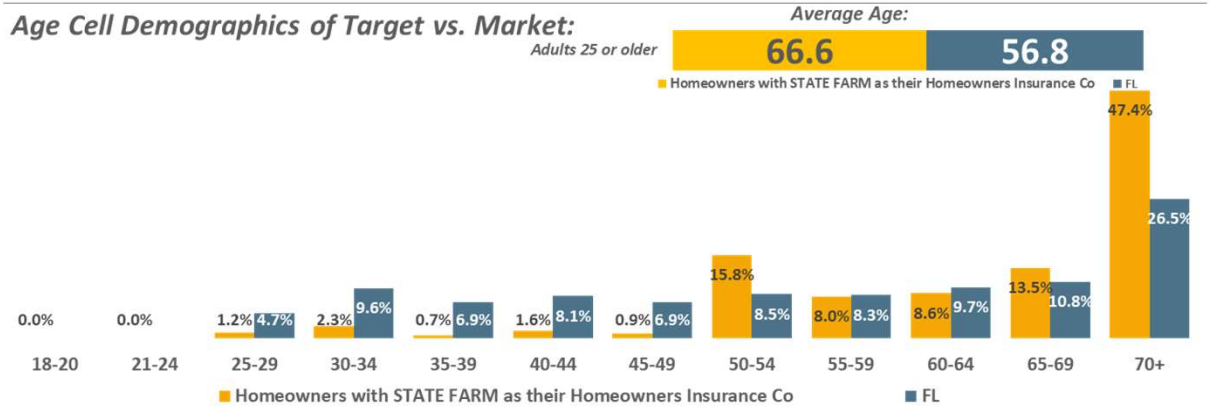
Gender of Target vs. Market: Adults 25 or older



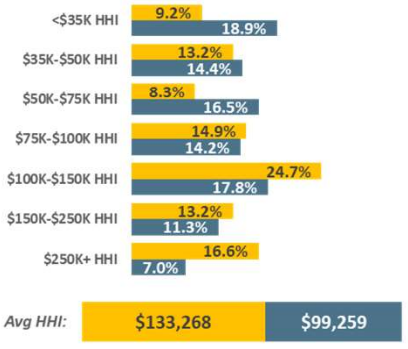
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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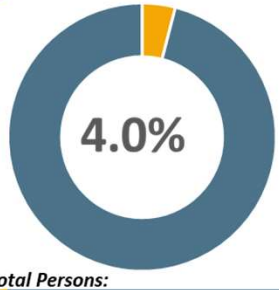
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



PROGRESSIVE HOME ADVANTAGE®

4.% or 673,808 of FL Adults 25 or older are Homeowners with PROGRESSIVE as their Homeowners Insurance Co. Typical Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co are 55.6 years old (2.1% younger than average) and have a $104,187 (5.% higher than average) annual household…

Percent of Market: Adults 25 or older

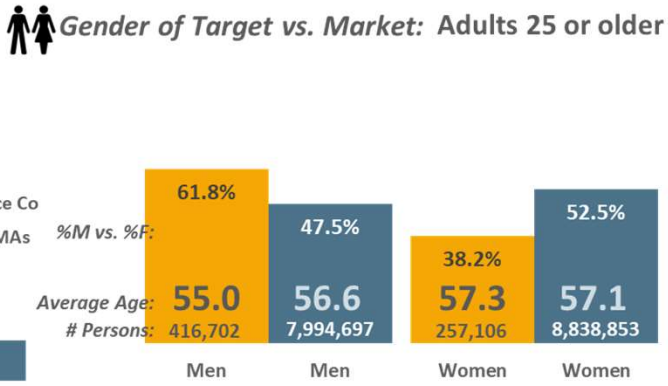


- Homeowners with PROGRESSIVE as their Homeowners Insurance Co
- Remainder of FL 10 DMAs

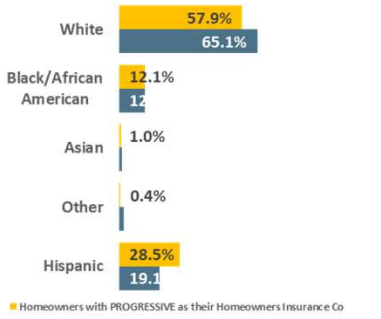
Total Persons:

673,808 | 16,159,742

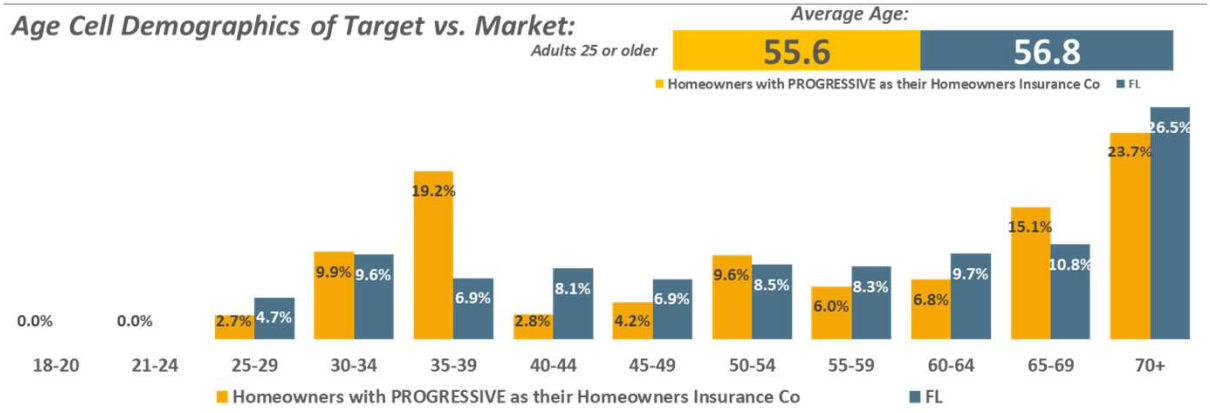
Gender of Target vs. Market: Adults 25 or older



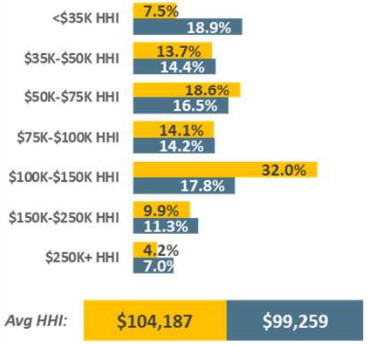
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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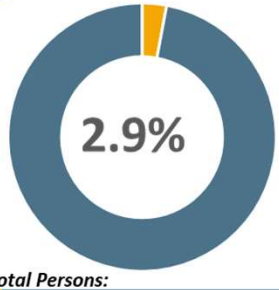
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



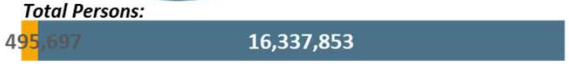
USAA

2.9% or 495,697 of FL Adults 25 or older are Homeowners with USAA as their Homeowners Insurance Co. Typical Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co are 62.4 years old (9.7% older than average) and have a $141,643 (42.7% higher than average) annual household income.

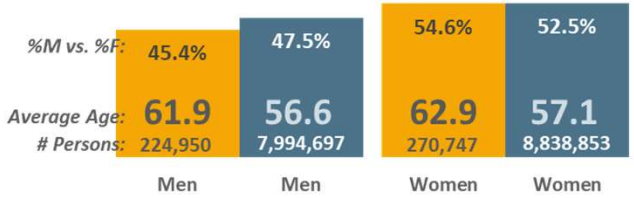
Percent of Market: Adults 25 or older



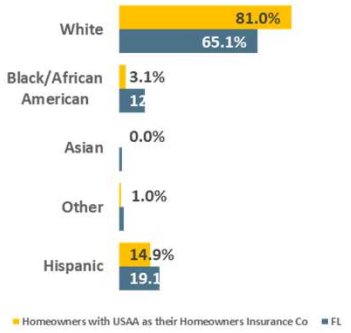
Total Persons:



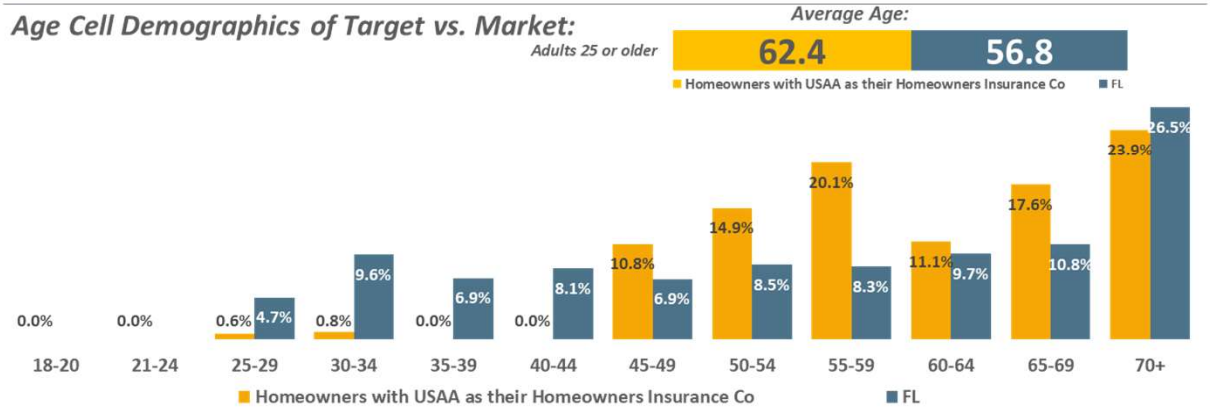
Gender of Target vs. Market: Adults 25 or older



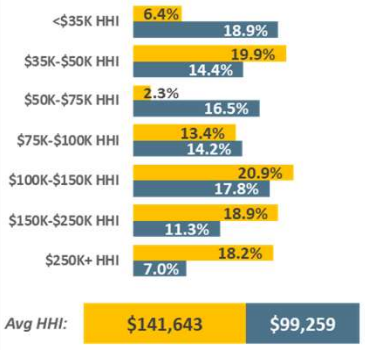
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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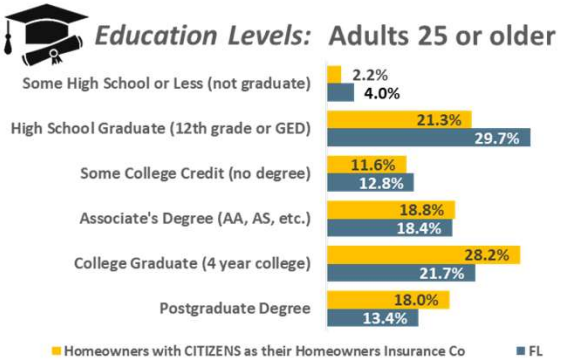
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



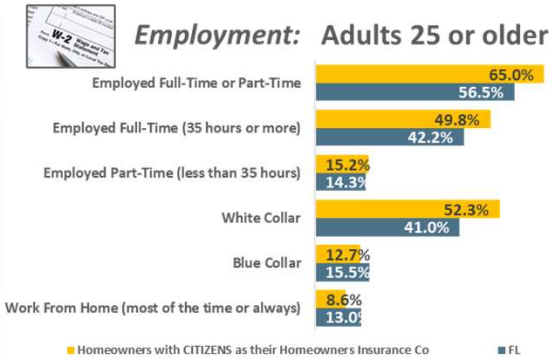
CITIZENS
PROPERTY INSURANCE CORPORATION

10.8% or 1,818,590 of FL Adults 25 or older are Homeowners with CITIZENS as their Homeowners Insurance Co. Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co are 31.7% more likely to be a college graduate, 18.% more likely to work full-time, 12.2% more likely to be married, 4.8% less likely to be a parent of 1 or more children under 1

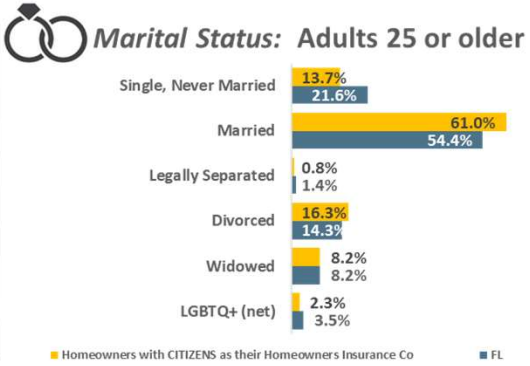
Education Levels: Adults 25 or older



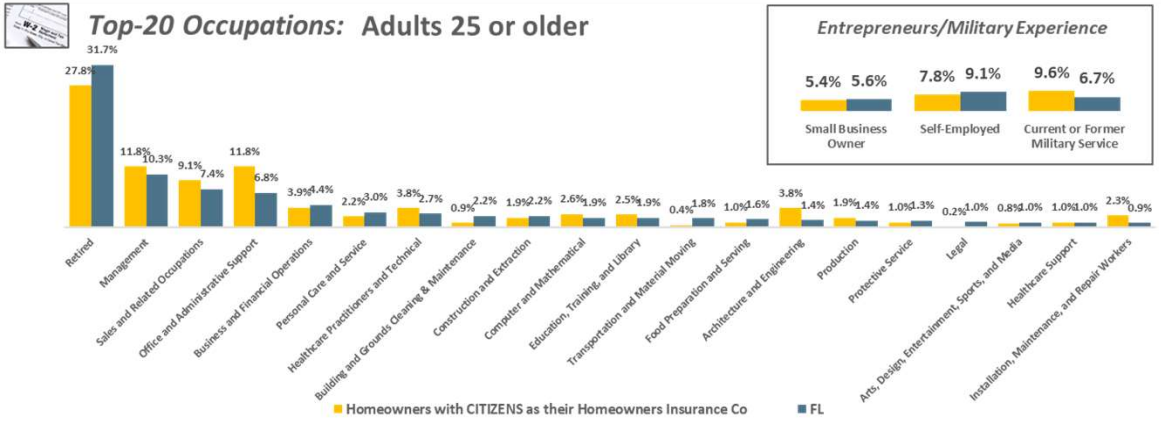
Employment: Adults 25 or older



Marital Status: Adults 25 or older

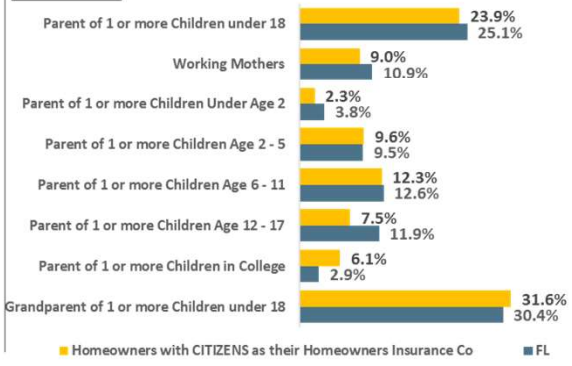


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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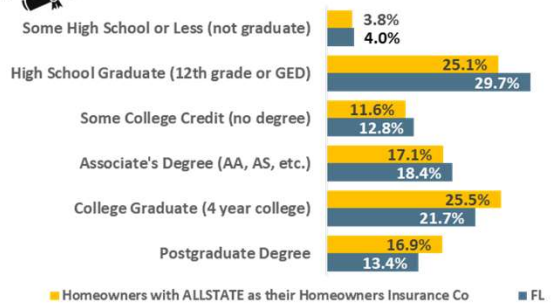
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



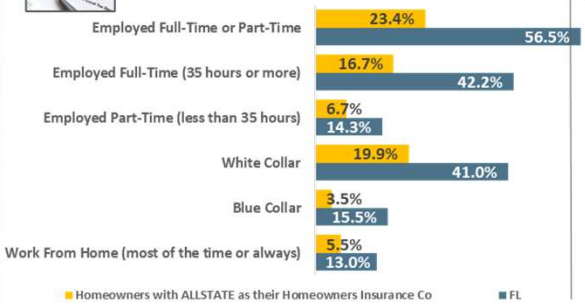
Allstate. You're in good hands.

5.3% or 888,237 of FL Adults 25 or older are Homeowners with ALLSTATE as their Homeowners Insurance Co. Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co are 21.% more likely to be a college graduate, 60.4% less likely to work full-time, 8.1% more likely to be married, 74.8% less likely to be a parent of 1 or more children under 1

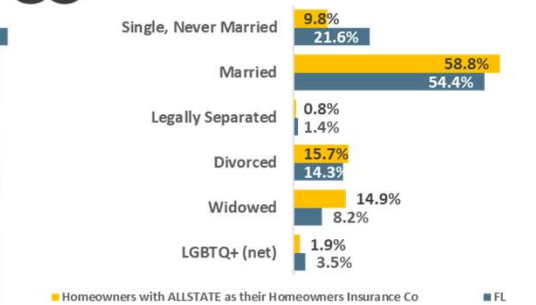
Education Levels: Adults 25 or older



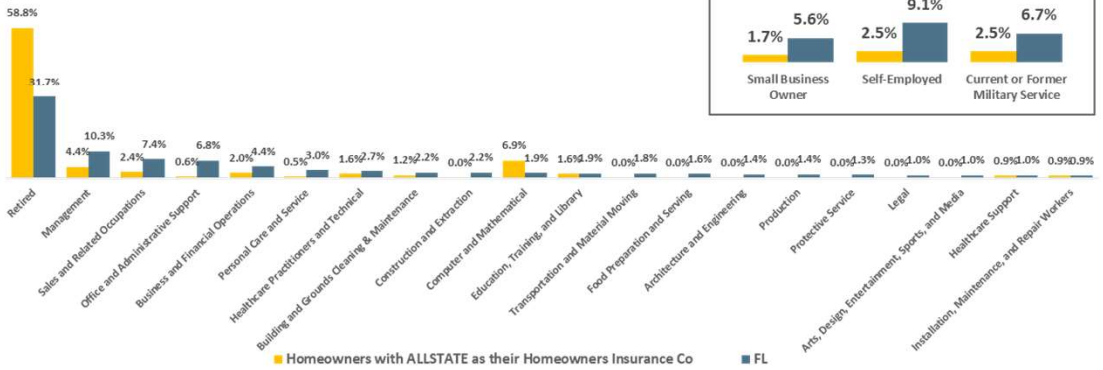
Employment: Adults 25 or older



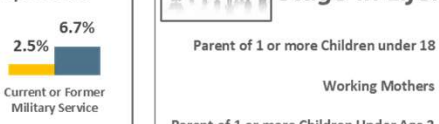
Marital Status: Adults 25 or older



Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience



Stage in Life: Adults 25 or older

FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

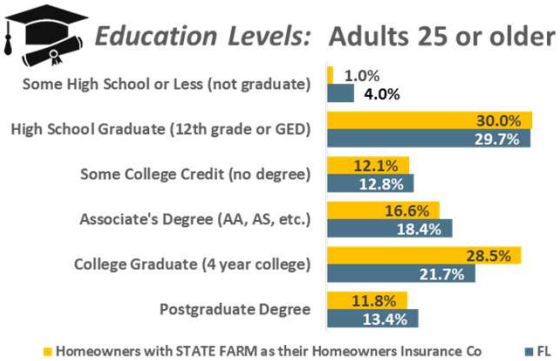
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

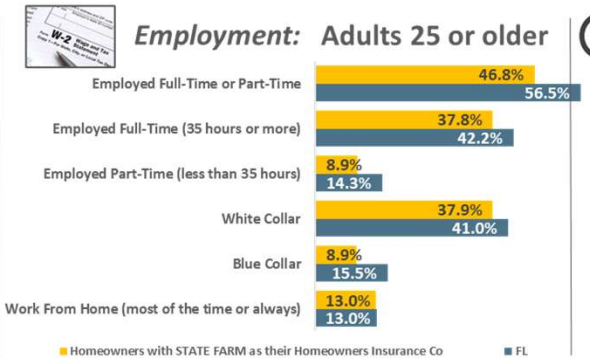


4.% or 680,027 of FL Adults 25 or older are Homeowners with STATE FARM as their Homeowners Insurance Co. Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co are 15.% more likely to be a college graduate, 10.4% less likely to work full-time, 38.5% more likely to be married, 48.8% less likely to be a parent of 1 or more children unde

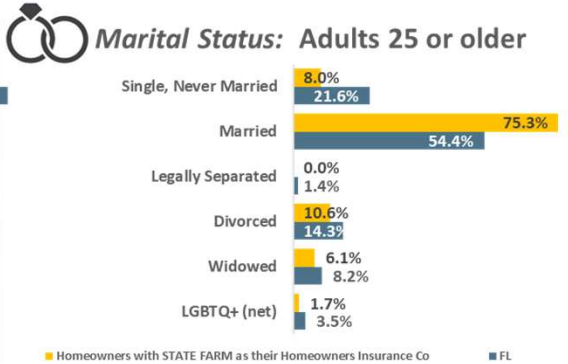
Education Levels: Adults 25 or older



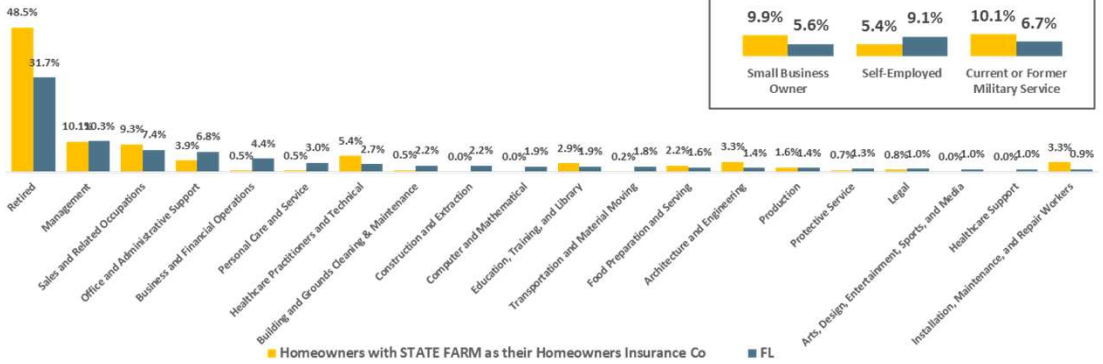
Employment: Adults 25 or older



Marital Status: Adults 25 or older

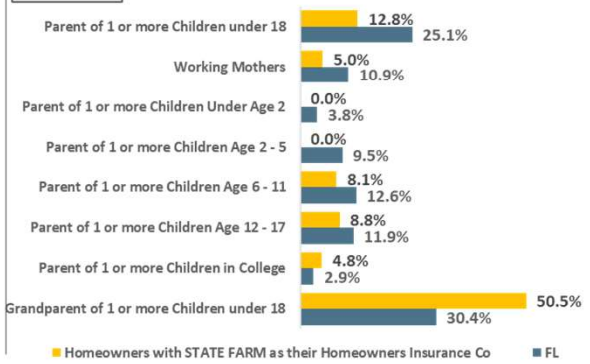


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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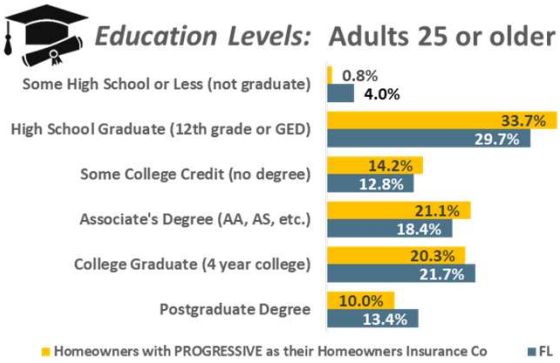
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



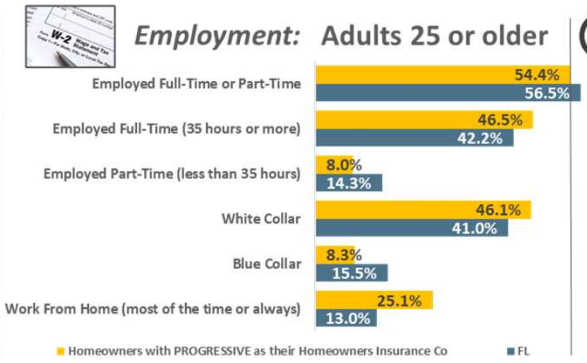
PROGRESSIVE HOME ADVANTAGE®

4.% or 673,808 of FL Adults 25 or older are Homeowners with PROGRESSIVE as their Homeowners Insurance Co. Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co are 13.6% less likely to be a college graduate, 10.% more likely to work full-time, 29.4% more likely to be married, 13.4% more likely to be a parent of 1 or more children und

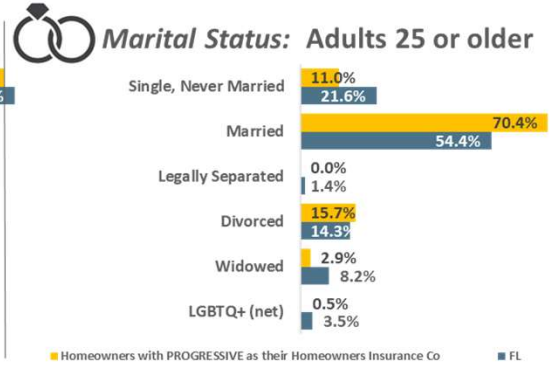
Education Levels: Adults 25 or older



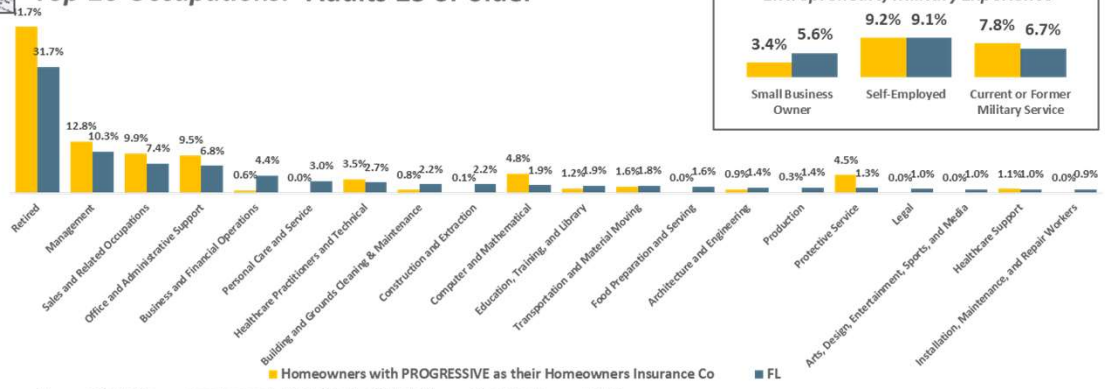
Employment: Adults 25 or older



Marital Status: Adults 25 or older

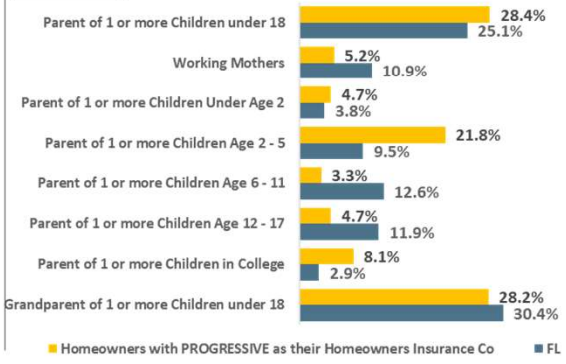


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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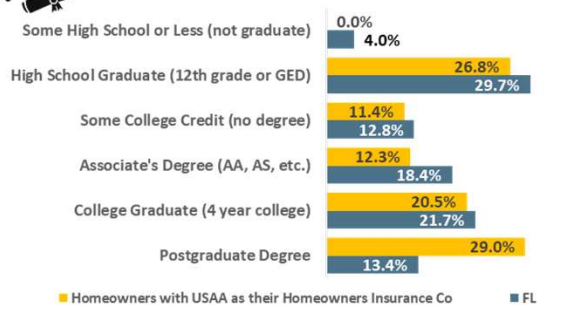
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



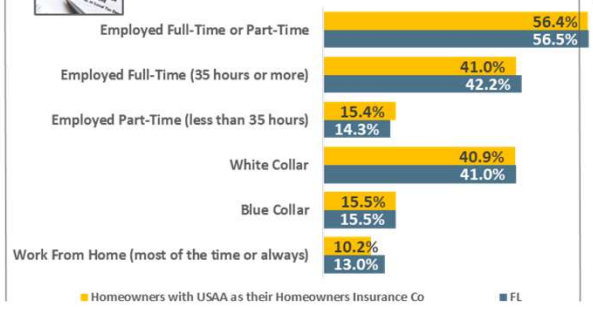
USAA

2.9% or 495,697 of FL Adults 25 or older are Homeowners with USAA as their Homeowners Insurance Co. Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co are 41.3% more likely to be a college graduate, 2.8% less likely to work full-time, 4.1% more likely to be married, 56.8% less likely to be a parent of 1 or more children under 18.

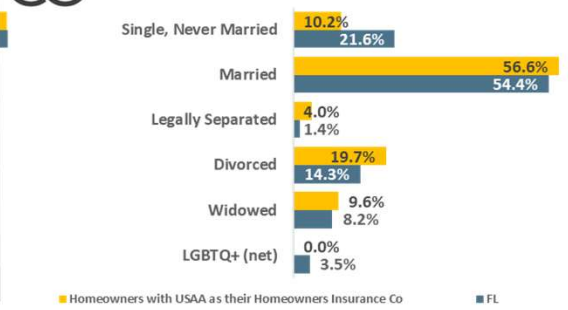
Education Levels: Adults 25 or older



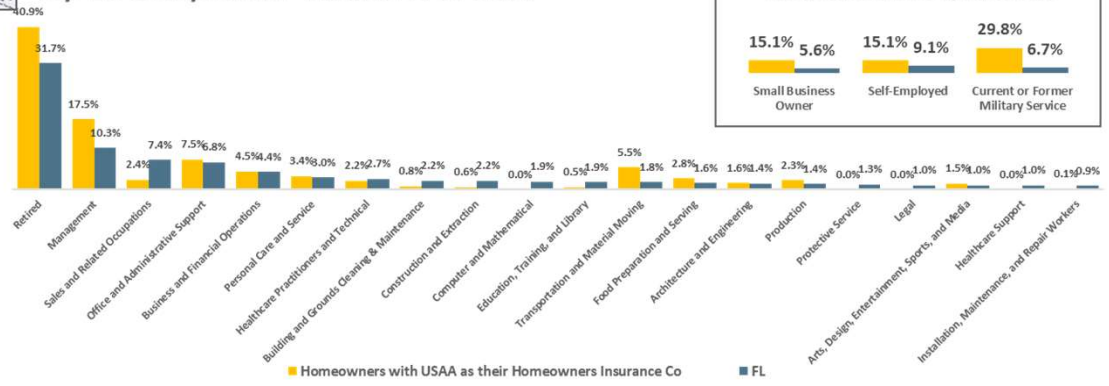
Employment: Adults 25 or older



Marital Status: Adults 25 or older

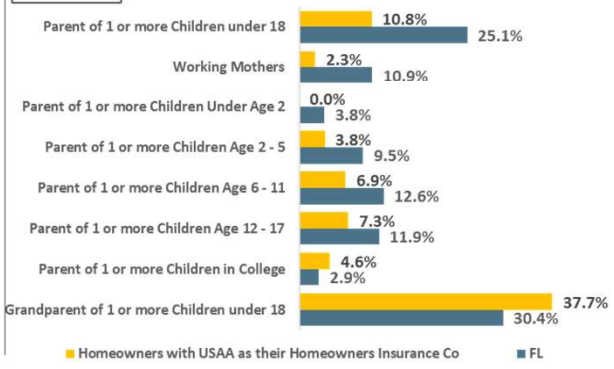


Top-20 Occupations: Adults 25 or older



Entrepreneurs/Military Experience

Stage in Life: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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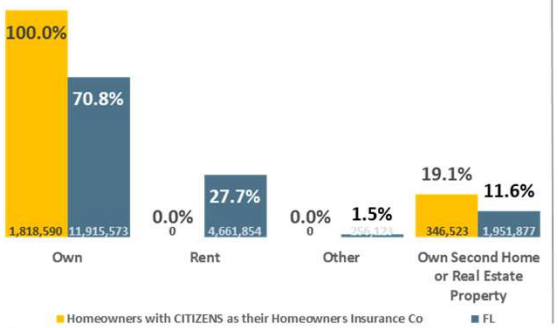
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



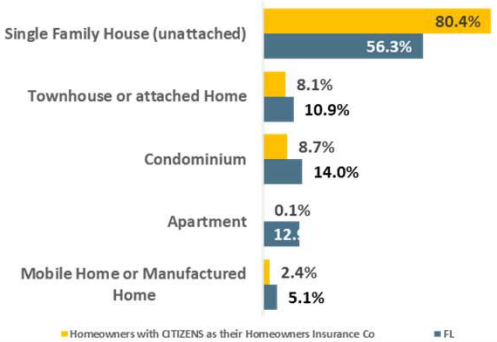
CITIZENS
PROPERTY INSURANCE CORPORATION

10.8% or 1,818,590 of FL Adults 25 or older are Homeowners with CITIZENS as their Homeowners Insurance Co. Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co are 41.3% more likely to own their home, 9.8% more likely to own a lower valued home, 42.7% more likely to have a single-family home, 31.7% more likely to have a dog.

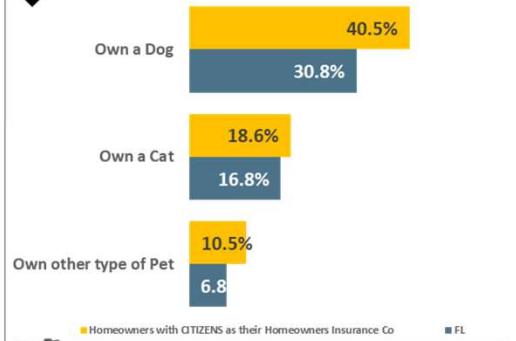
Own/Rent/Other: Adults 25 or older



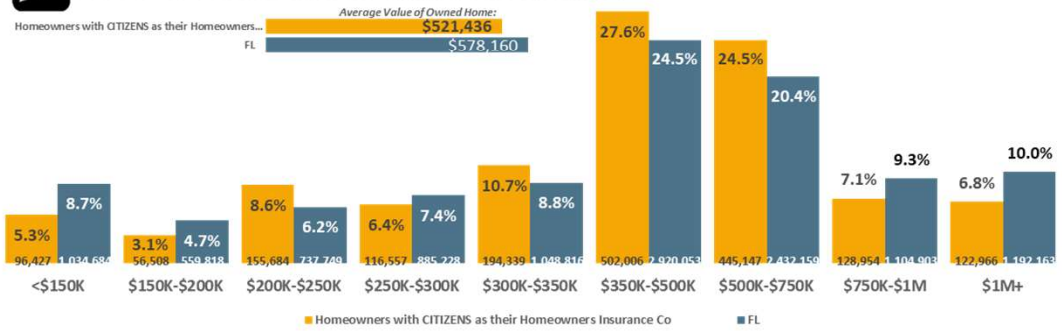
Type of Home: Adults 25 or older



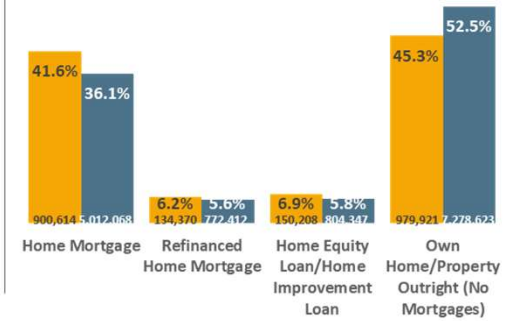
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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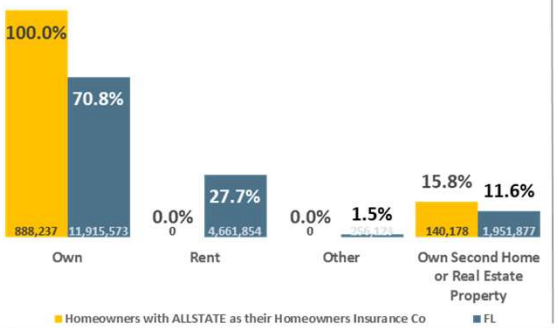
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



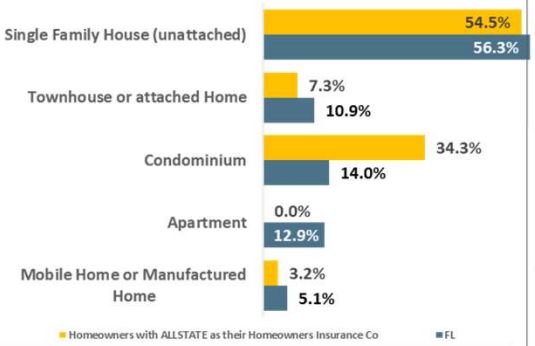
Allstate. You're in good hands.

5.3% or 888,237 of FL Adults 25 or older are Homeowners with ALLSTATE as their Homeowners Insurance Co. Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co are 41.3% more likely to own their home, 9.1% more likely to own a higher valued home, 3.2% less likely to have a single-family home, 81.5% less likely to have a dog.

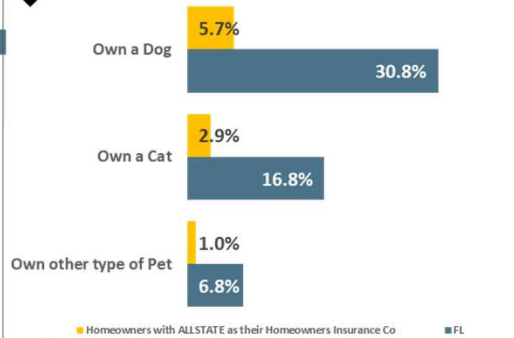
Own/Rent/Other: Adults 25 or older



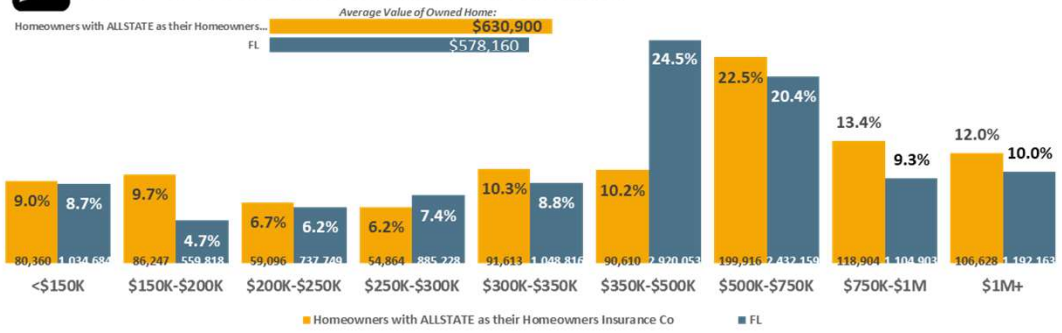
Type of Home: Adults 25 or older



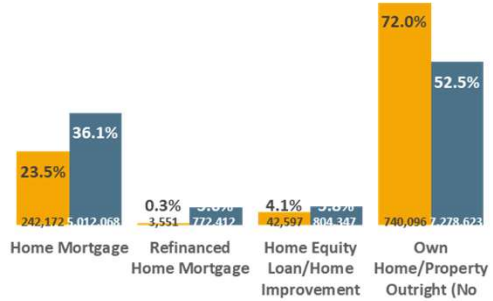
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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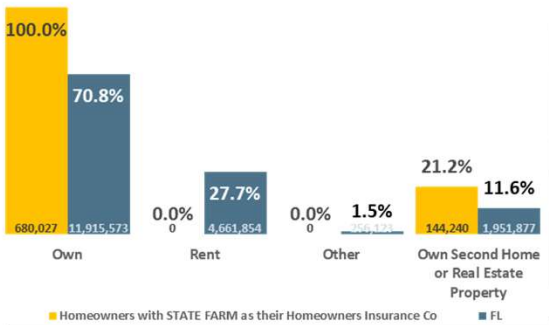
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]



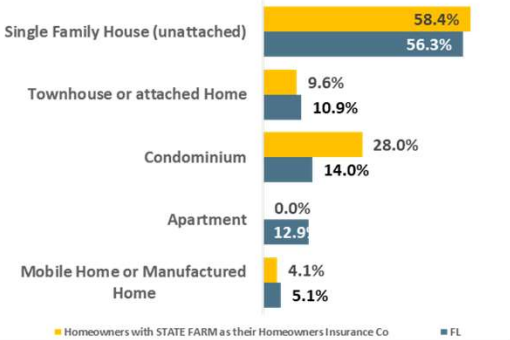
StateFarm®

4.% or 680,027 of FL Adults 25 or older are Homeowners with STATE FARM as their Homeowners Insurance Co. Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co are 41.3% more likely to own their home, 5.7% more likely to own a higher valued home, 3.6% more likely to have a single-family home, 12.% less likely to have a dog.

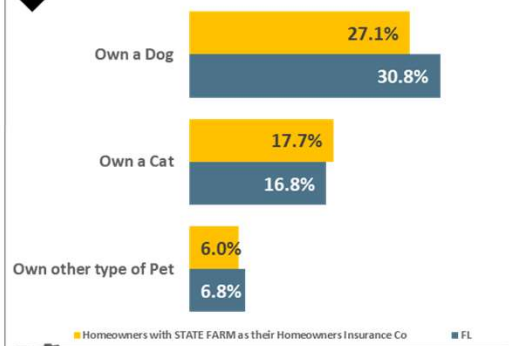
Own/Rent/Other: Adults 25 or older



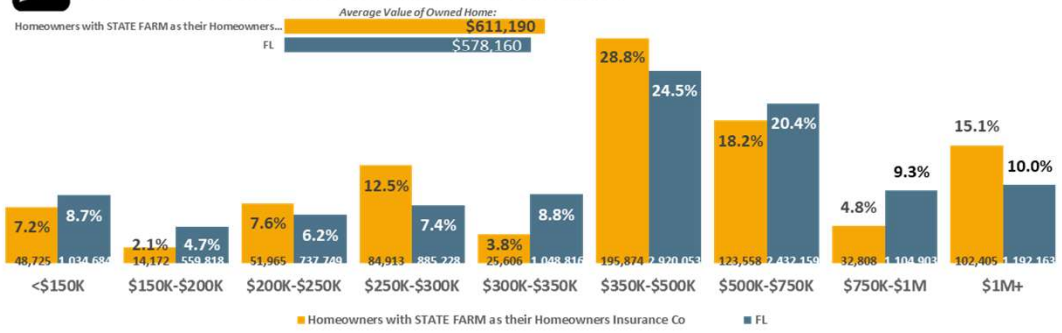
Type of Home: Adults 25 or older



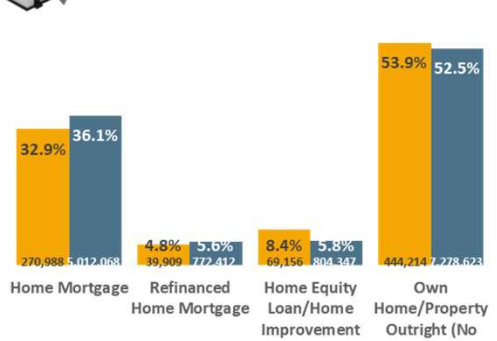
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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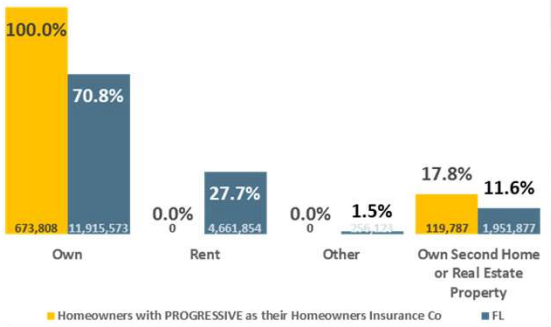
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



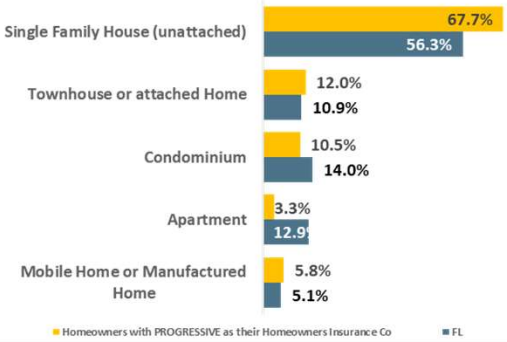
PROGRESSIVE HOME ADVANTAGE®

4.% or 673,808 of FL Adults 25 or older are Homeowners with PROGRESSIVE as their Homeowners Insurance Co. Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co are 41.3% more likely to own their home, 20.6% more likely to own a lower valued home, 20.1% more likely to have a single-family home, 4.3% less likely to have a dog.

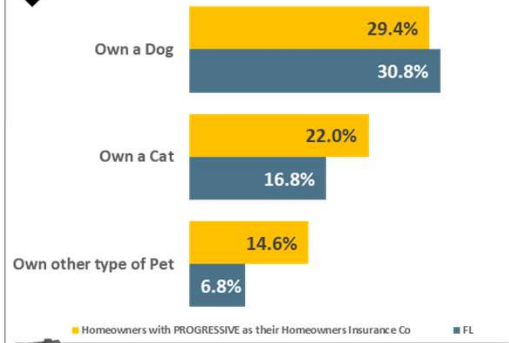
Own/Rent/Other: Adults 25 or older



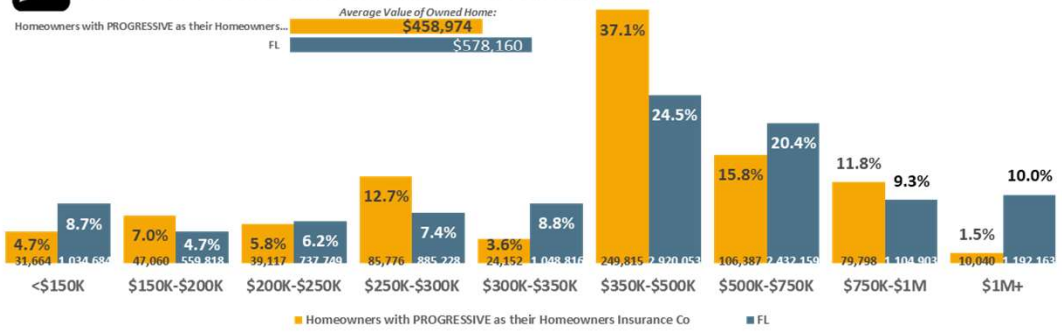
Type of Home: Adults 25 or older



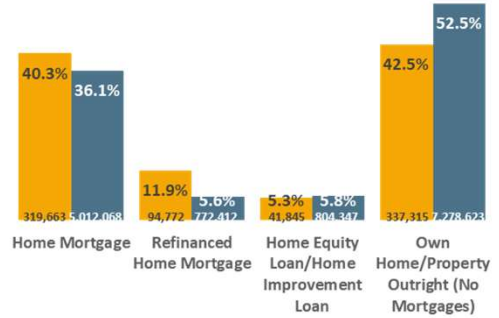
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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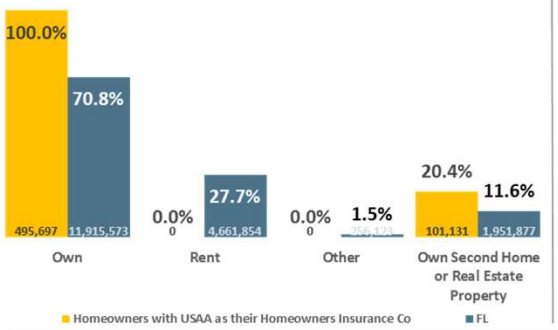
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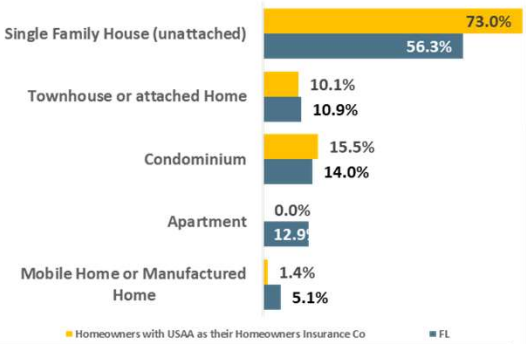
USAA

2.9% or 495,697 of FL Adults 25 or older are Homeowners with USAA as their Homeowners Insurance Co. Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co are 41.3% more likely to own their home, 29.3% more likely to own a higher valued home, 29.5% more likely to have a single-family home, 32.6% less likely to have a dog.

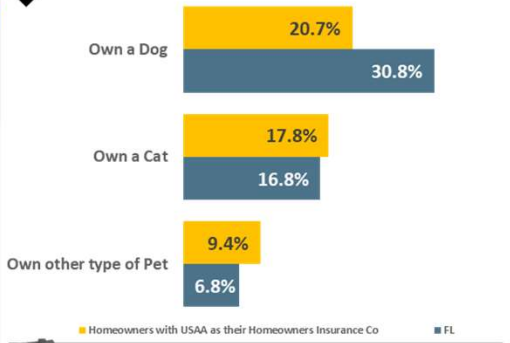
Own/Rent/Other: Adults 25 or older



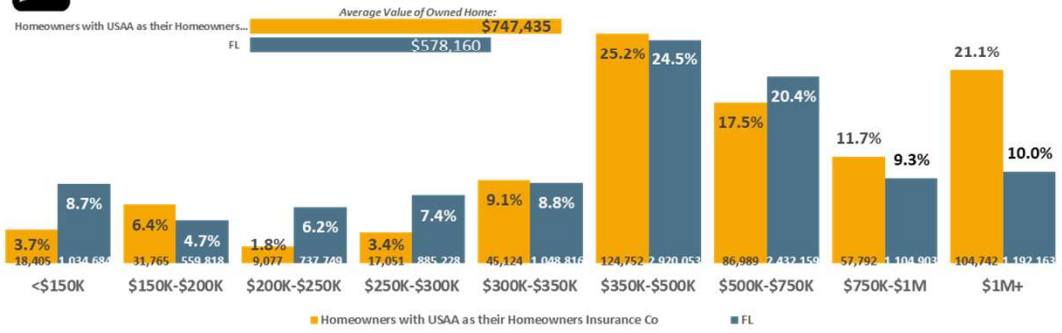
Type of Home: Adults 25 or older



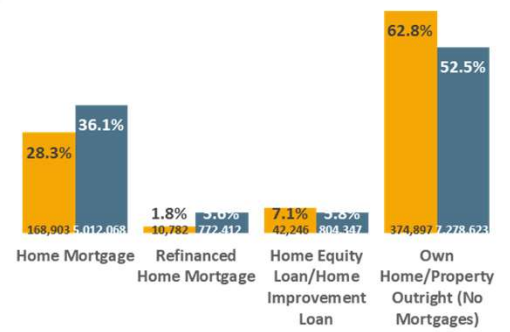
Pets in Home: Adults 25 or older



Value of Owned Home: Adults 25 or older



Home Loans: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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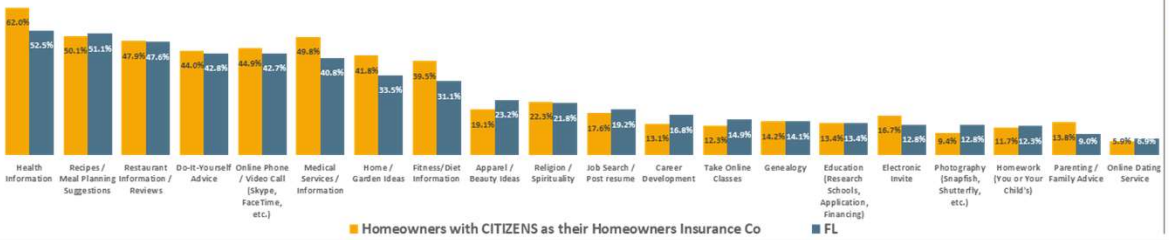
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



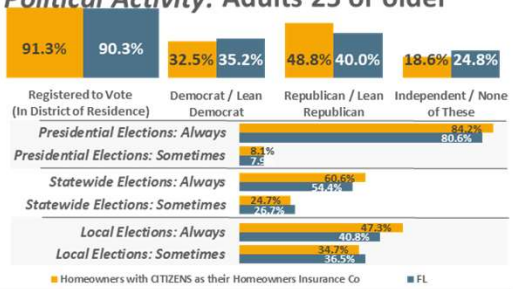
CITIZENS
PROPERTY INSURANCE CORPORATION

10.8% or 1,818,590 of FL Adults 25 or older are Homeowners with CITIZENS as their Homeowners Insurance… Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co are 2.7% more likely to look up D-I-Y advice online, 15.9% more likely to always vote in local elections, 11.9% more likely to belong to a gym, 9.6% more likely to fly domestic p

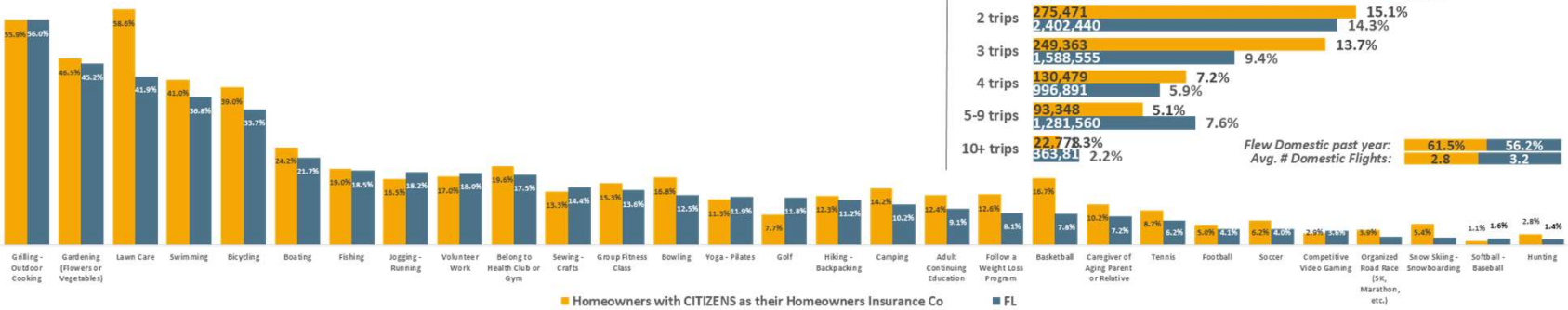
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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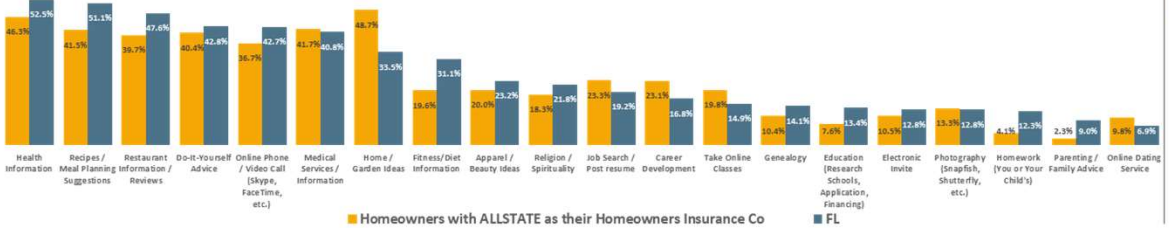
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



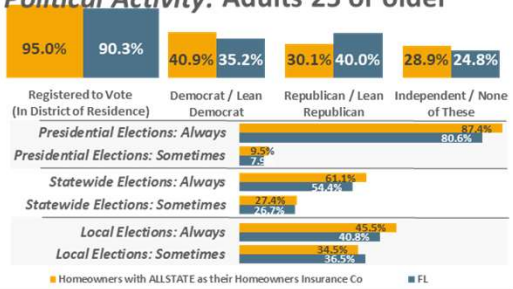
Allstate. You're in good hands.

5.3% or 888,237 of FL Adults 25 or older are Homeowners with ALLSTATE as their Homeowners Insurance Co. Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co are 5.6% less likely to look up D-I-Y advice online, 11.6% more likely to always vote in local elections, 20.6% more likely to belong to a gym, 29.4% more likely to fly domestic

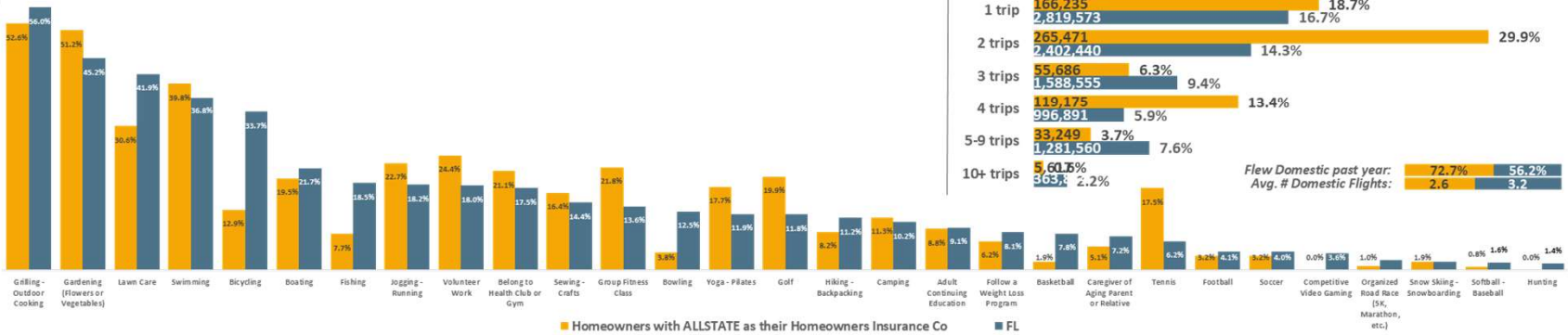
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

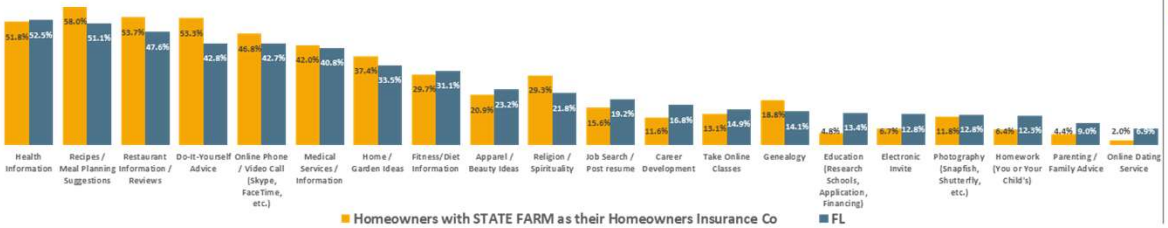
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate)]]

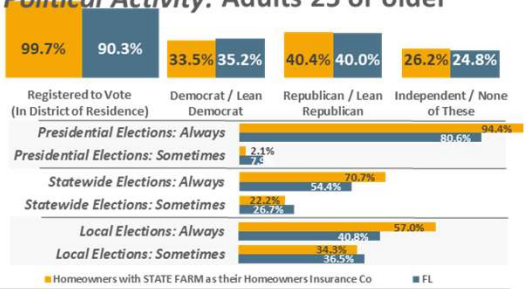


4.% or 680,027 of FL Adults 25 or older are Homeowners with STATE FARM as their Homeowners Insurance Co. Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co are 24.4% more likely to look up D-I-Y advice online, 39.6% more likely to always vote in local elections, 9.% less likely to belong to a gym, 18.9% more likely to fly domestic

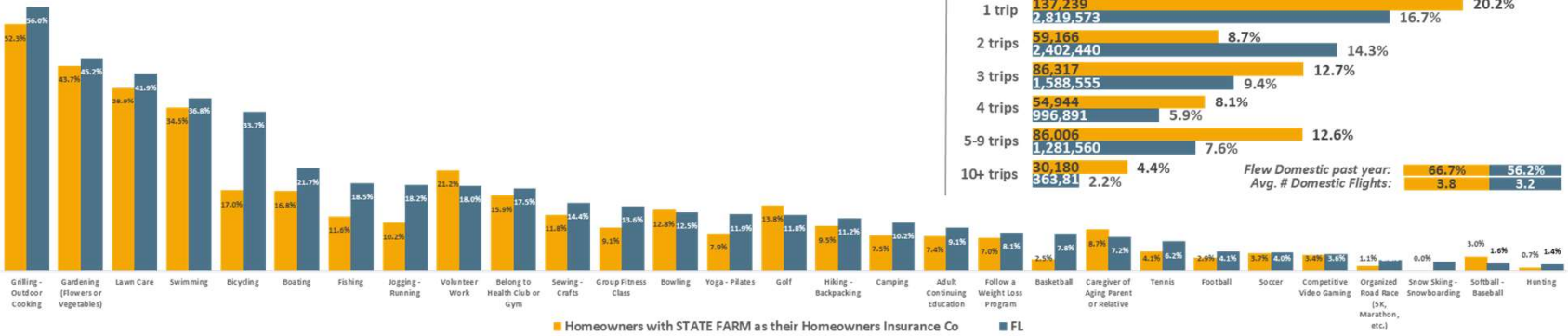
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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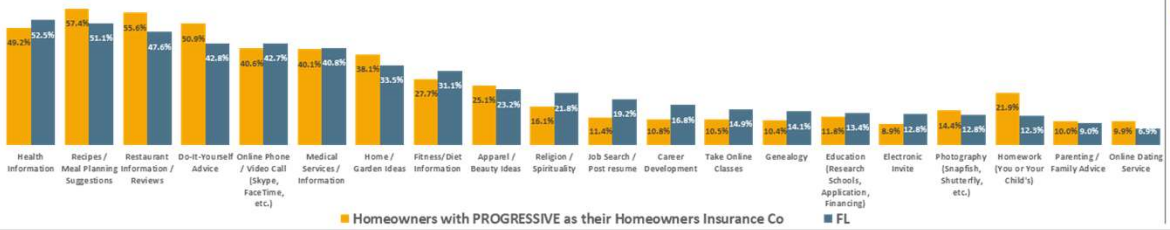
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



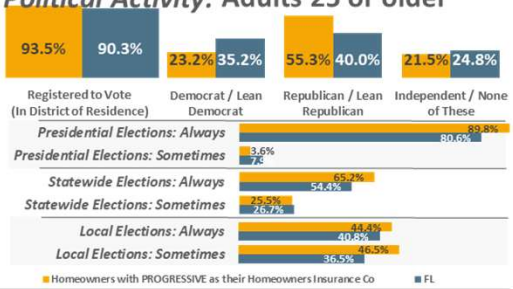
PROGRESSIVE HOME ADVANTAGE

4.% or 673,808 of FL Adults 25 or older are Homeowners with PROGRESSIVE as their Homeowners Insurance… Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co are 18.9% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 24.5% more likely to belong to a gym, 24.8% more likely to fly domest

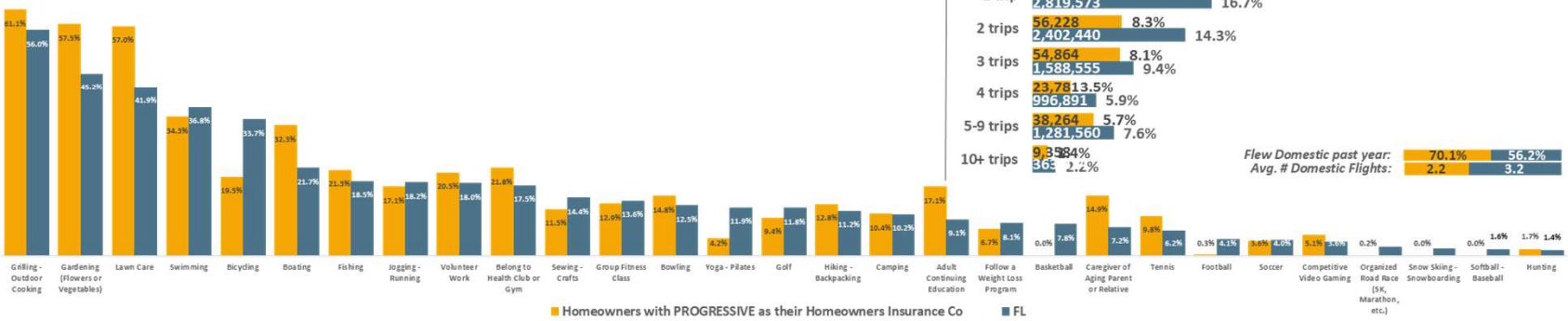
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older

FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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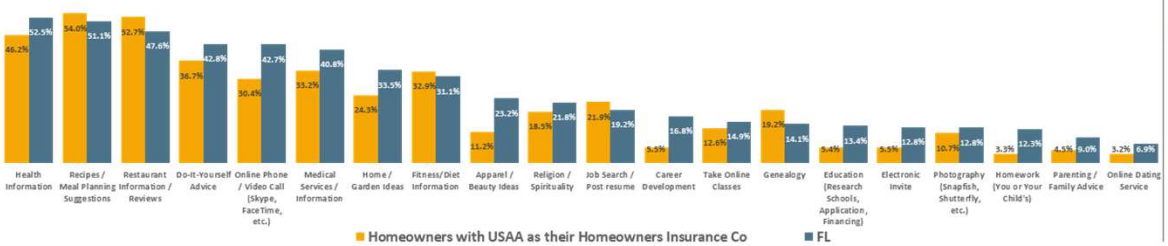
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive))]



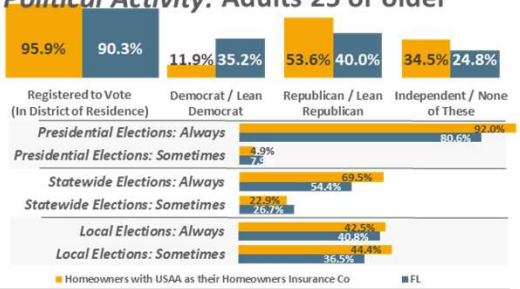
USAA

2.9% or 495,697 of FL Adults 25 or older are Homeowners with USAA as their Homeowners Insurance Co. Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co are 14.2% less likely to look up D-I-Y advice online, 4.% more likely to always vote in local elections, 38.6% more likely to belong to a gym, 4.% less likely to fly domestic past yr

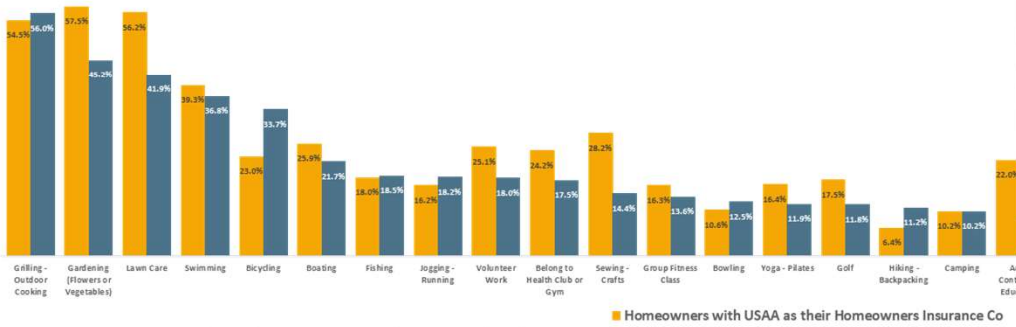
Top-20 past 30-days Online Lifestyle Activites: Adults 25 or older



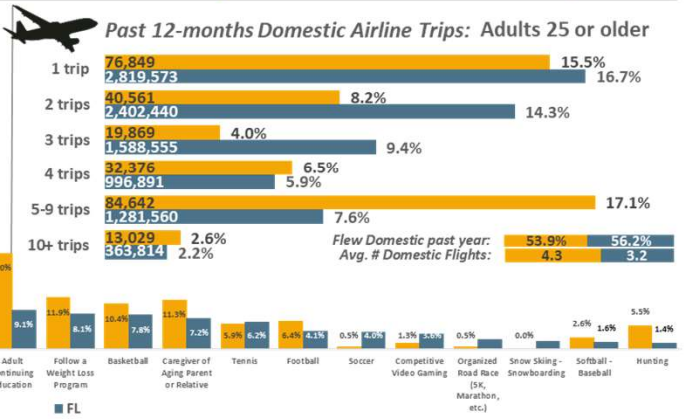
Political Activity: Adults 25 or older



Top-30 past 12-months Active Lifestyle Activites: Adults 25 or older



Past 12-months Domestic Airline Trips: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



CITIZENS
PROPERTY INSURANCE CORPORATION

10.8% or 1,818,590 of FL Adults 25 or older are Homeowners with CITIZENS as their Homeowners Insurance Co. Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co are 5.3% more likely to use QSRs past mo., 6.% more likely to use Sit-Down Restaurants past mo., 3.% more likely to use Casinos past yr., 53.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 86.5% 1,573,028 | 82.1% 13,826,508

Avg. Monthly QSR Meals: 5.3 | 5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 84.2% 1,531,053 | 79.4% 13,371,542

Avg. Monthly Sit-Down Restaurant Meals: 3.7 | 4.7

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)



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

Homeowners with CITIZENS as their Homeowners... 379,822 20.9%

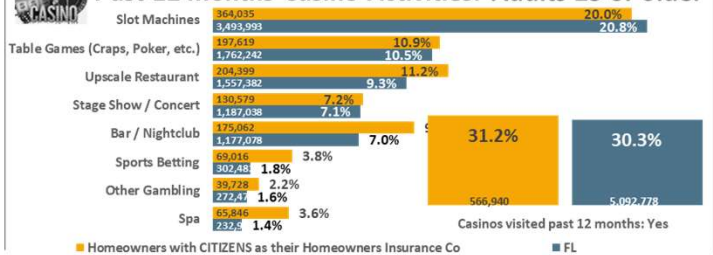
FL 2,687,359 16.0%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



Allstate. You're in good hands.

5.3% or 888,237 of FL Adults 25 or older are Homeowners with ALLSTATE as their Homeowners Insurance Co. Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co are 10.7% less likely to use QSRs past mo., 21.1% less likely to use Sit-Down Restaurants past mo., 13.5% more likely to use Casinos past yr., 82.1% less likely to smoke cigarett

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 73.3% 651,502 | 82.1% 13,826,508

Avg. Monthly QSR Meals: 4.7 | 5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 62.7% 556,960 | 79.4% 13,371,542

Avg. Monthly Sit-Down Restaurant Meals: 4.6 | 4.7

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)

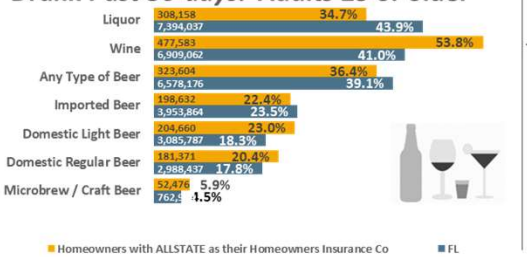


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Homeowners with ALLSTATE as their Homeowners... 45,556 5.1%

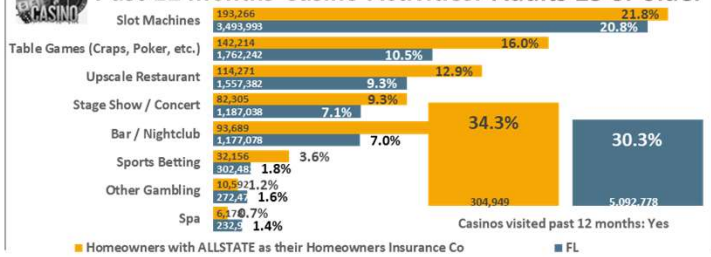
FL 2,687,359 16.0%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]



StateFarm®

4.% or 680,027 of FL Adults 25 or older are Homeowners with STATE FARM as their Homeowners Insurance Co. Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co are 10.1% more likely to use QSRs past mo., 4.% more likely to use Sit-Down Restaurants past mo., 8.3% less likely to use Casinos past yr., 45.% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 90.4% 82.1% 615,033 13,826,508

Avg. Monthly QSR Meals: 4.8 5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



Total Monthly Sit-Down Restaurant Users: 82.6% 79.4% 561,714 13,371,542

Avg. Monthly Sit-Down Restaurant Meals: 5.7 4.7

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)

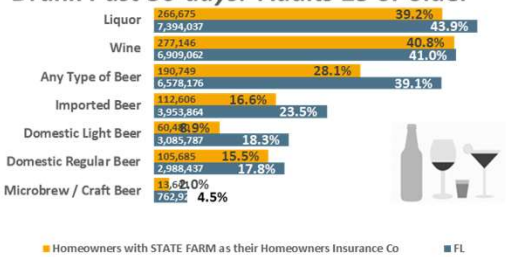


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

Homeowners with STATE FARM as their Homeowners... 16,962 12.5%

FL 2,687,359 16.0%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older



Used Past 30-days: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



PROGRESSIVE HOME ADVANTAGE®

4.% or 673,808 of FL Adults 25 or older are Homeowners with PROGRESSIVE as their Homeowners Insurance Co. Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co are 6.4% more likely to use QSRs past mo., 19.4% more likely to use Sit-Down Restaurants past mo., 12.5% more likely to use Casinos past yr., 77.8% less likely to smoke cigare

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 87.4% 588,634 | 82.1% 13,826,508

Avg. Monthly QSR Meals: 4.9 | 5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



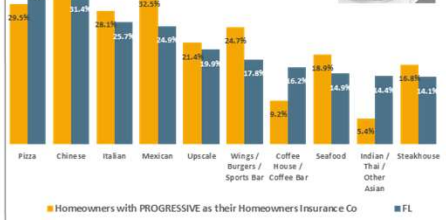
Total Monthly Sit-Down Restaurant Users: 94.9% 639,295 | 79.4% 13,371,542

Avg. Monthly Sit-Down Restaurant Meals: 4.0 | 4.7

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)





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

Homeowners with PROGRESSIVE as their Homeowners... 100,991 15.0%

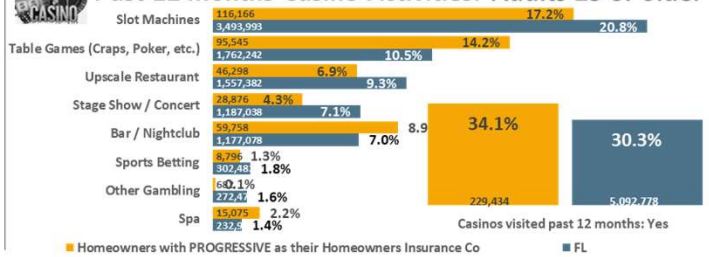
FL 2,687,359 16.0%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



USAA

2.9% or 495,697 of FL Adults 25 or older are Homeowners with USAA as their Homeowners Insurance Co. Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co are 7.9% less likely to use QSRs past mo., 6.% more likely to use Sit-Down Restaurants past mo., 11.1% less likely to use Casinos past yr., 63.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 25 or older



Total Monthly QSR Users: 75.6% 82.1% 374,927 13,826,508

Avg. Monthly QSR Meals: 6.0 5.7

Past 30-days Sit-Down Restaurant Users: Adults 25 or older



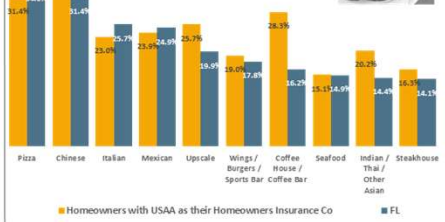
Total Monthly Sit-Down Restaurant Users: 84.2% 79.4% 417,544 13,371,542

Avg. Monthly Sit-Down Restaurant Meals: 5.0 4.7

Top-10 Cuisines: Adults 25 or older

(Sit-Down Restaurants Used Past 30-days)





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

Homeowners with USAA as their Homeowners... 37,672 7.6%

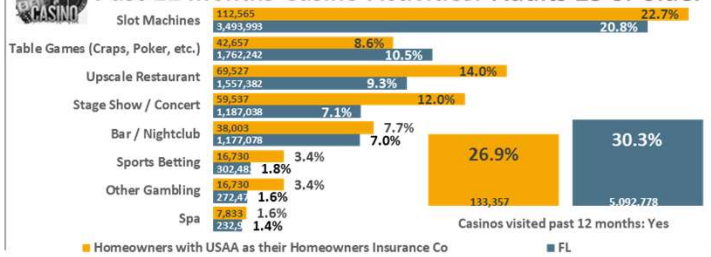
FL 2,687,359 16.0%

Drank Past 30-days: Adults 25 or older



Past 12 months Casino Activities: Adults 25 or older





Used Past 30-days: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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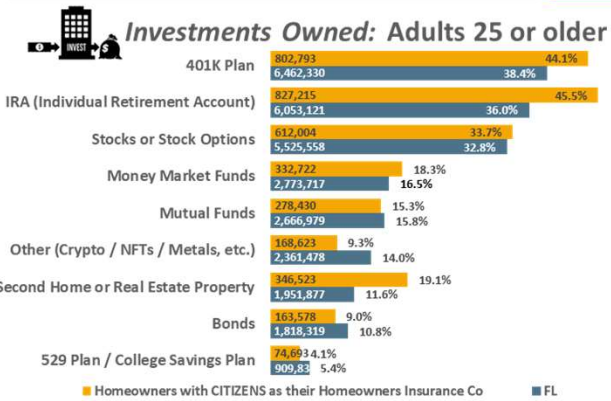
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



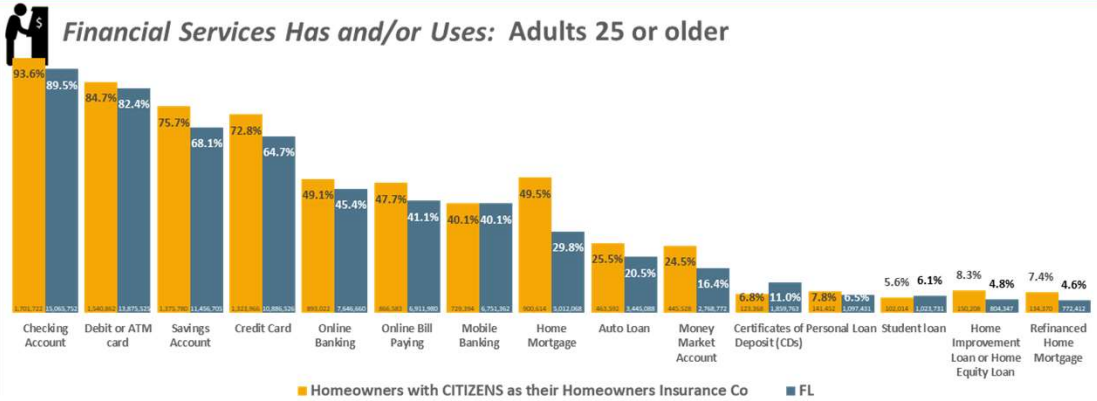
CITIZENS
PROPERTY INSURANCE CORPORATION

10.8% or 1,818,590 of FL Adults 25 or older are Homeowners with CITIZENS as their Homeowners Insurance… Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co are 15.% more likely to have a 401K, 24.6% more likely to have an Auto Loan, 10.1% less likely to Invest/Trade Stocks Online, 10.7% less likely to pay with their Debit Card.

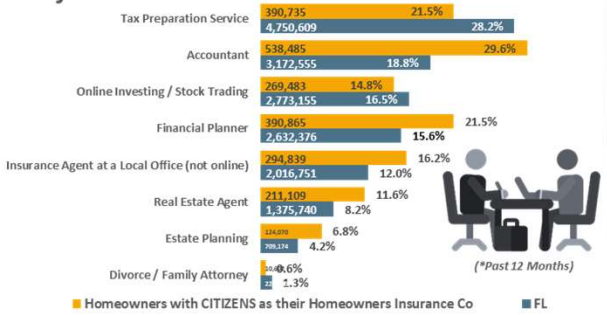
Investments Owned: Adults 25 or older



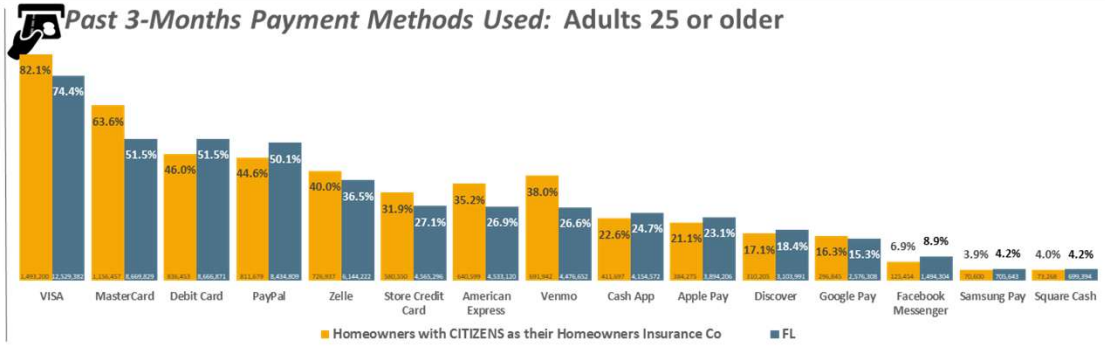
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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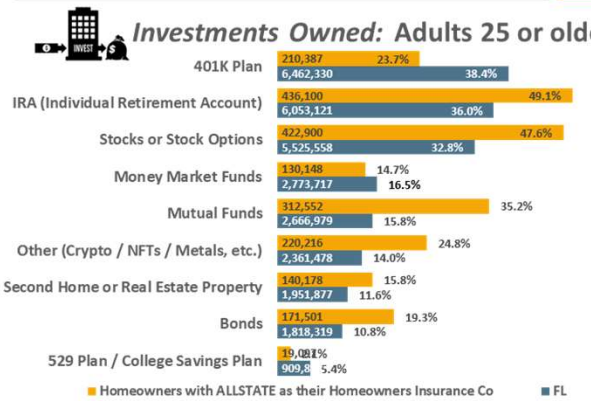
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



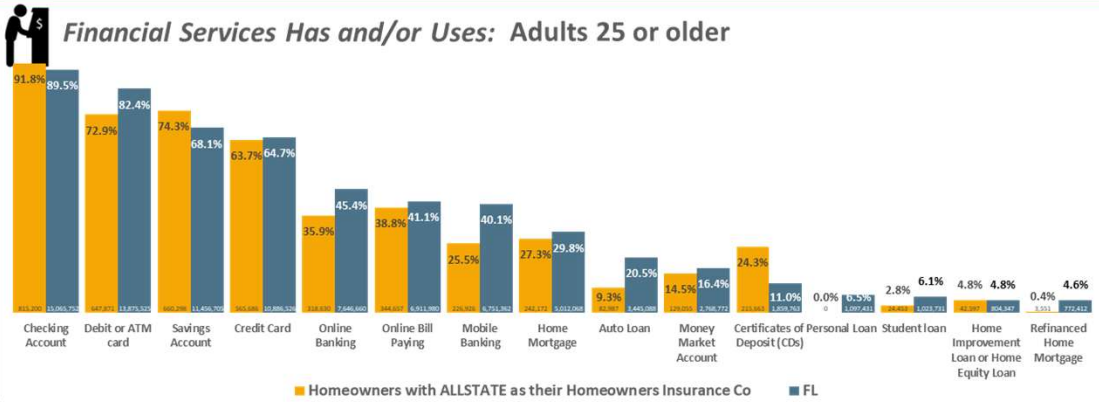
Allstate. You're in good hands.

5.3% or 888,237 of FL Adults 25 or older are Homeowners with ALLSTATE as their Homeowners Insurance Co. Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co are 38.3% less likely to have a 401K, 54.3% less likely to have an Auto Loan, 8.8% less likely to Invest/Trade Stocks Online, 7.4% more likely to pay with their Debit Card.

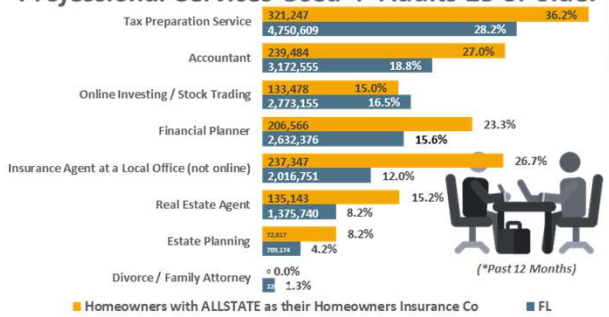
Investments Owned: Adults 25 or older



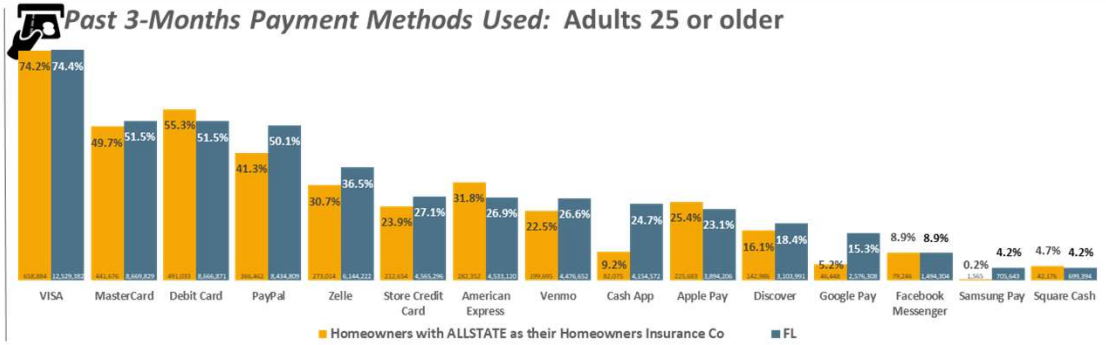
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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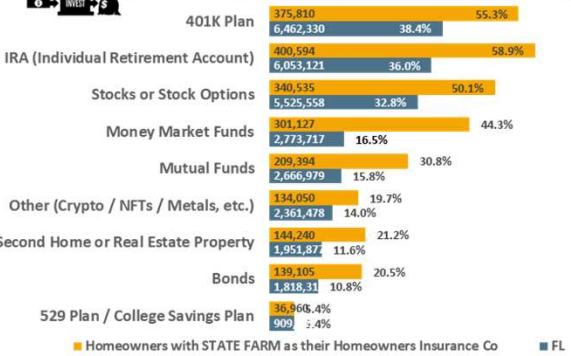
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]



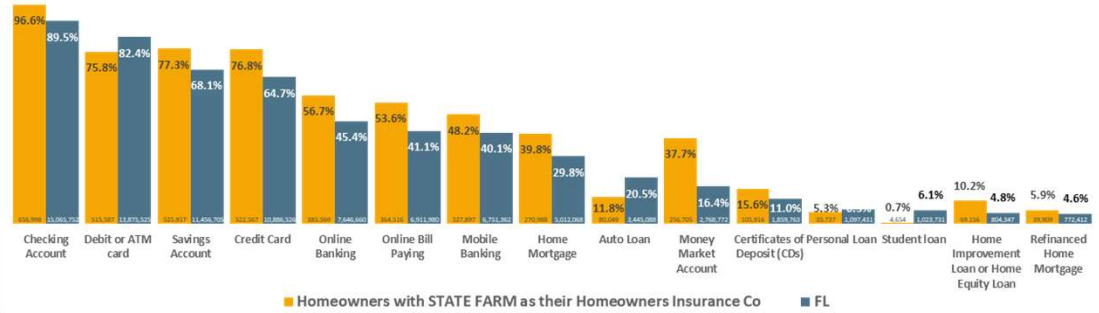
StateFarm®

4.% or 680,027 of FL Adults 25 or older are Homeowners with STATE FARM as their Homeowners Insurance Co. Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co are 44.% more likely to have a 401K, 42.5% less likely to have an Auto Loan, 10.9% less likely to Invest/Trade Stocks Online, 3.7% less likely to pay with their Debit Card.

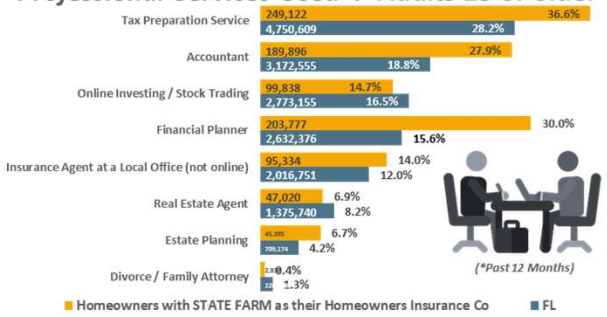
Investments Owned: Adults 25 or older



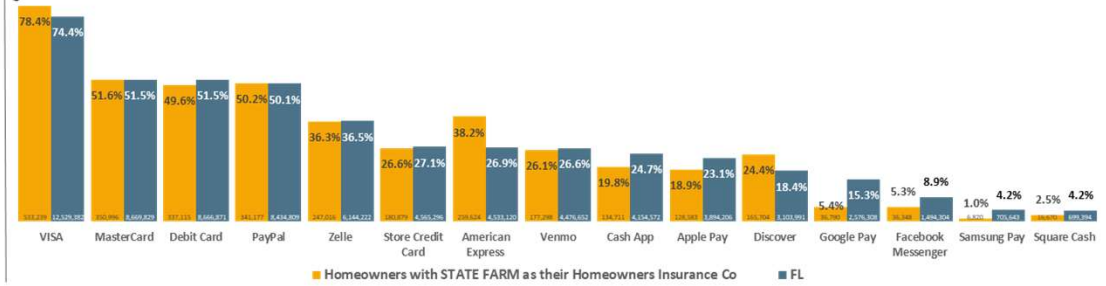
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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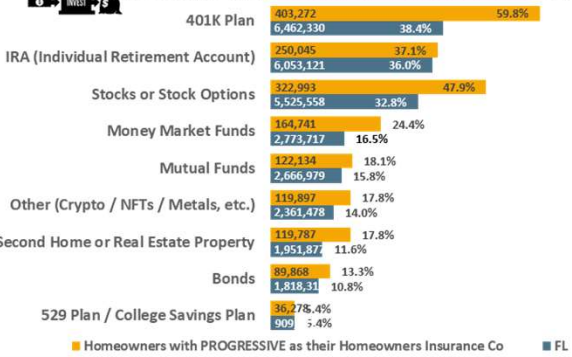
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



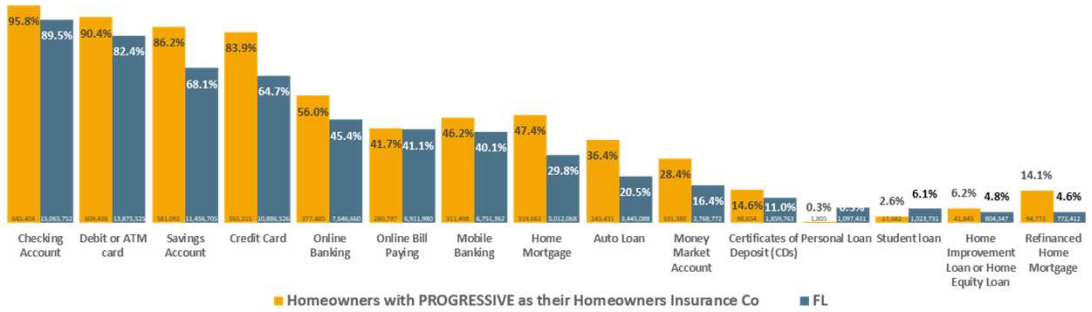
PROGRESSIVE HOME ADVANTAGE

4.% or 673,808 of FL Adults 25 or older are Homeowners with PROGRESSIVE as their Homeowners Insurance… Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co are 55.9% more likely to have a 401K, 78.% more likely to have an Auto Loan, 1.1% more likely to Invest/Trade Stocks Online, 16.9% less likely to pay with their Debit Card.

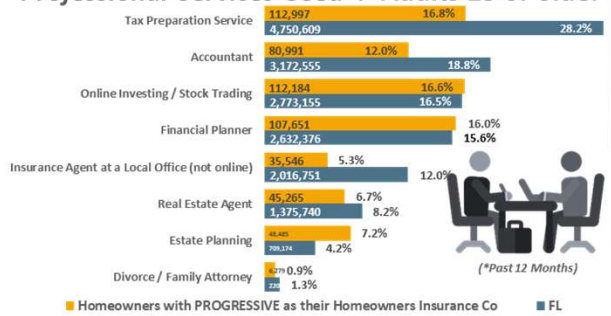
Investments Owned: Adults 25 or older



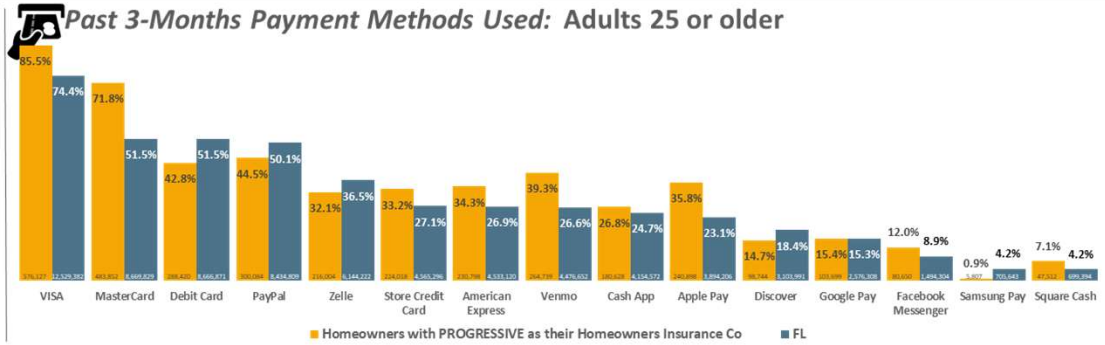
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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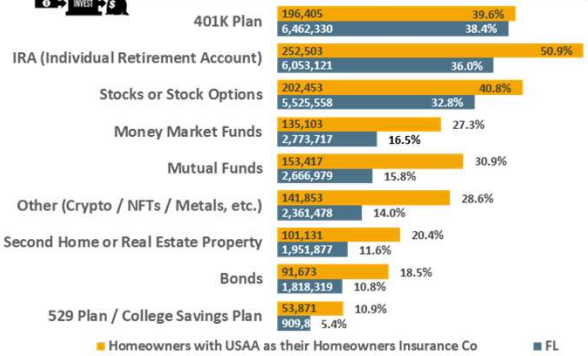
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



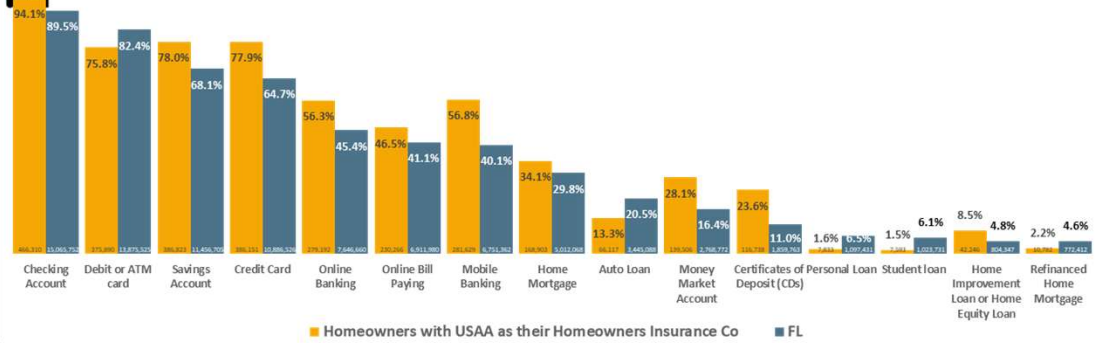
USAA

2.9% or 495,697 of FL Adults 25 or older are Homeowners with USAA as their Homeowners Insurance Co. Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co are 3.2% more likely to have a 401K, 34.8% less likely to have an Auto Loan, 56.9% more likely to Invest/Trade Stocks Online, 5.6% more likely to pay with their Debit Card.

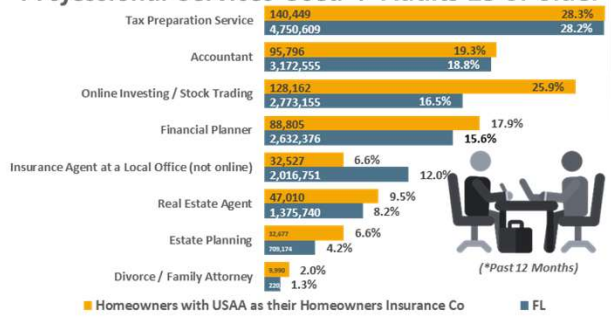
Investments Owned: Adults 25 or older



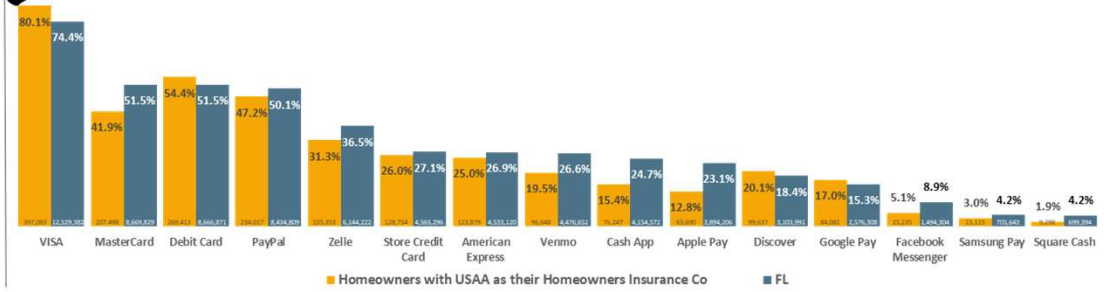
Financial Services Has and/or Uses: Adults 25 or older



Professional Services Used:* Adults 25 or older



Past 3-Months Payment Methods Used: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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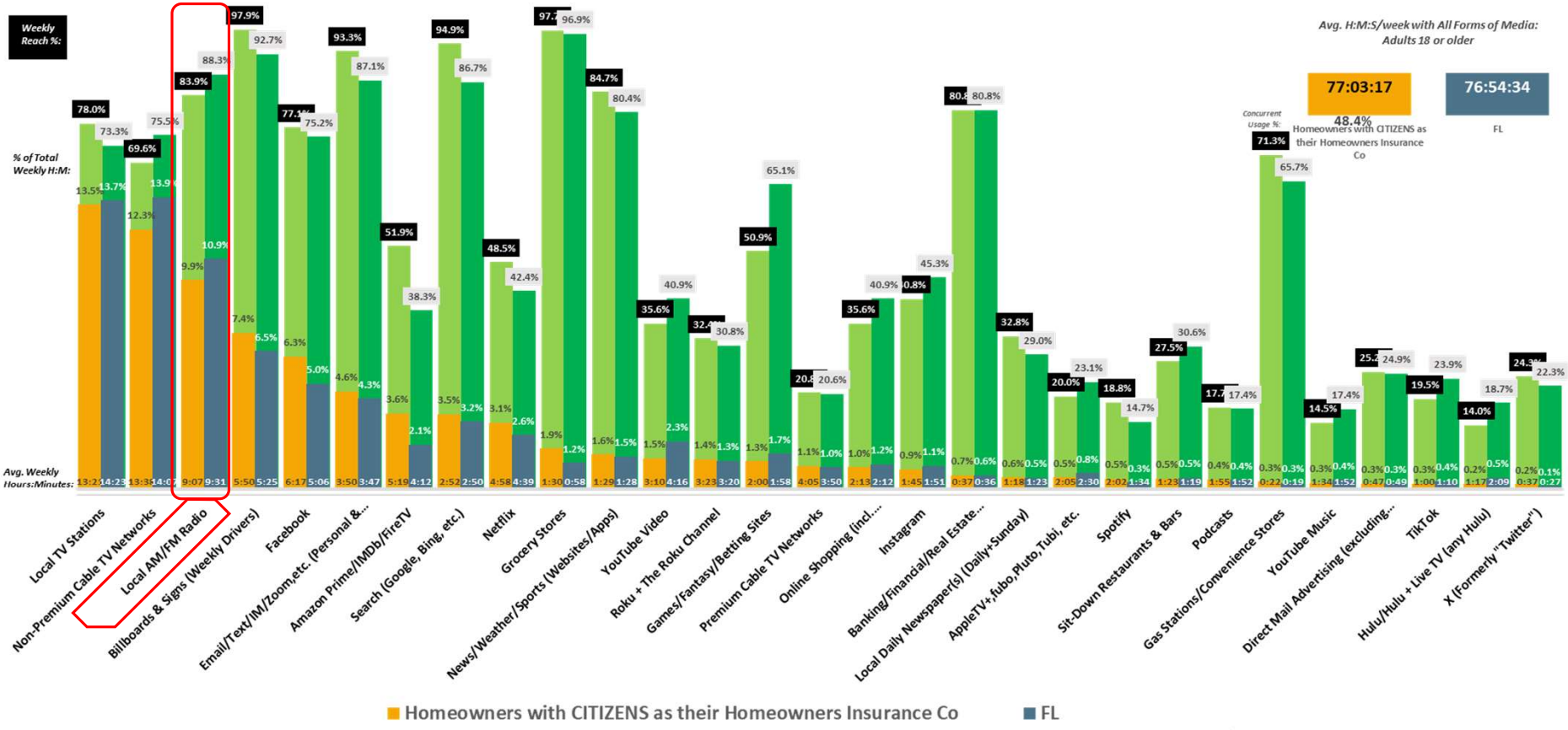
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



CITIZENS
PROPERTY INSURANCE CORPORATION

Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co spend an average of 3 days, 5 hours, 3 minutes and 17 seconds each week with All Forms of Media.

83.9% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co spend an avg. of 9 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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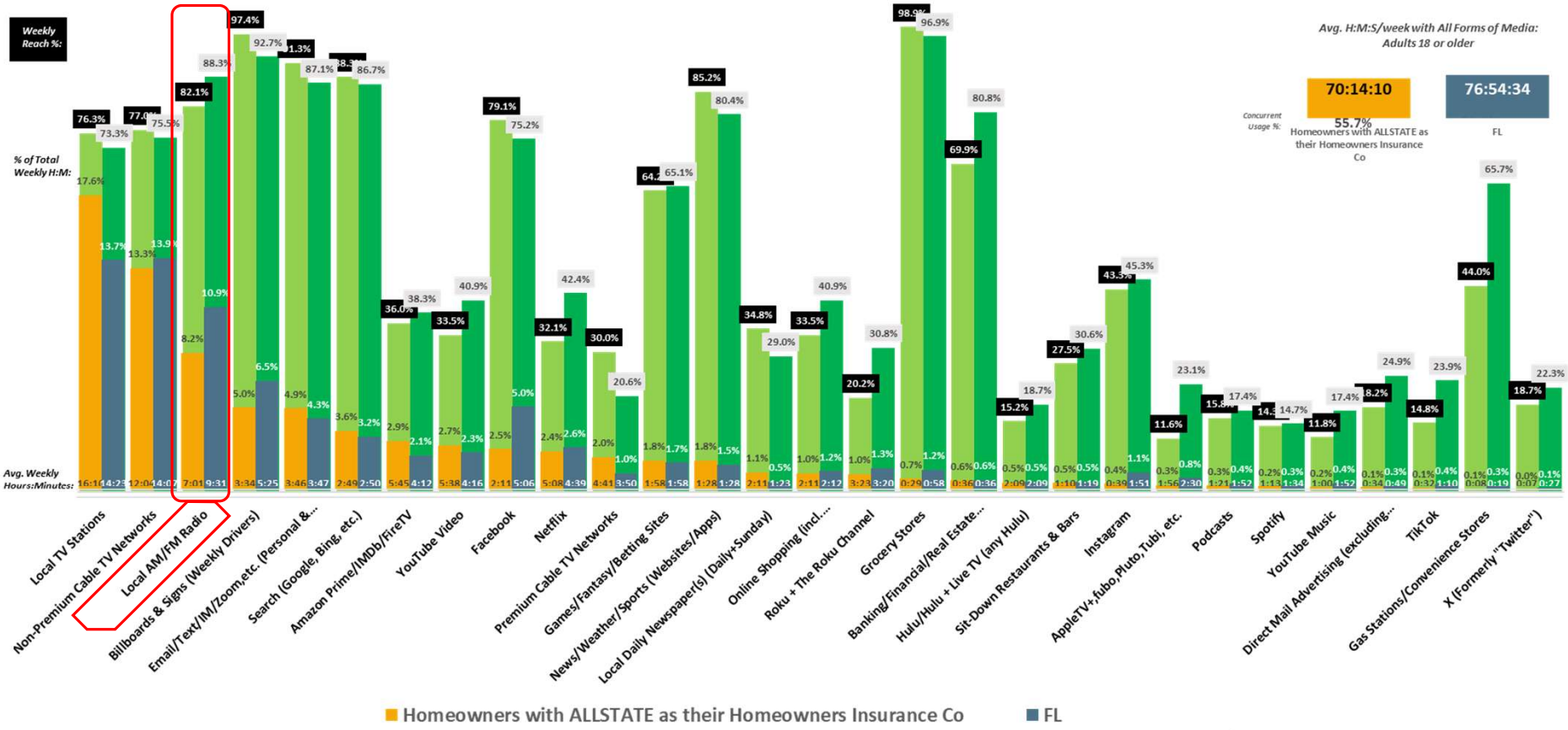
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



Allstate. You're in good hands.

Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co spend an average of 2 days, 22 hours, 14 minutes and 10 seconds each week with All Forms of Media.

82.1% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co spend an avg. of 7 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 8.2% of total time spent with all forms of Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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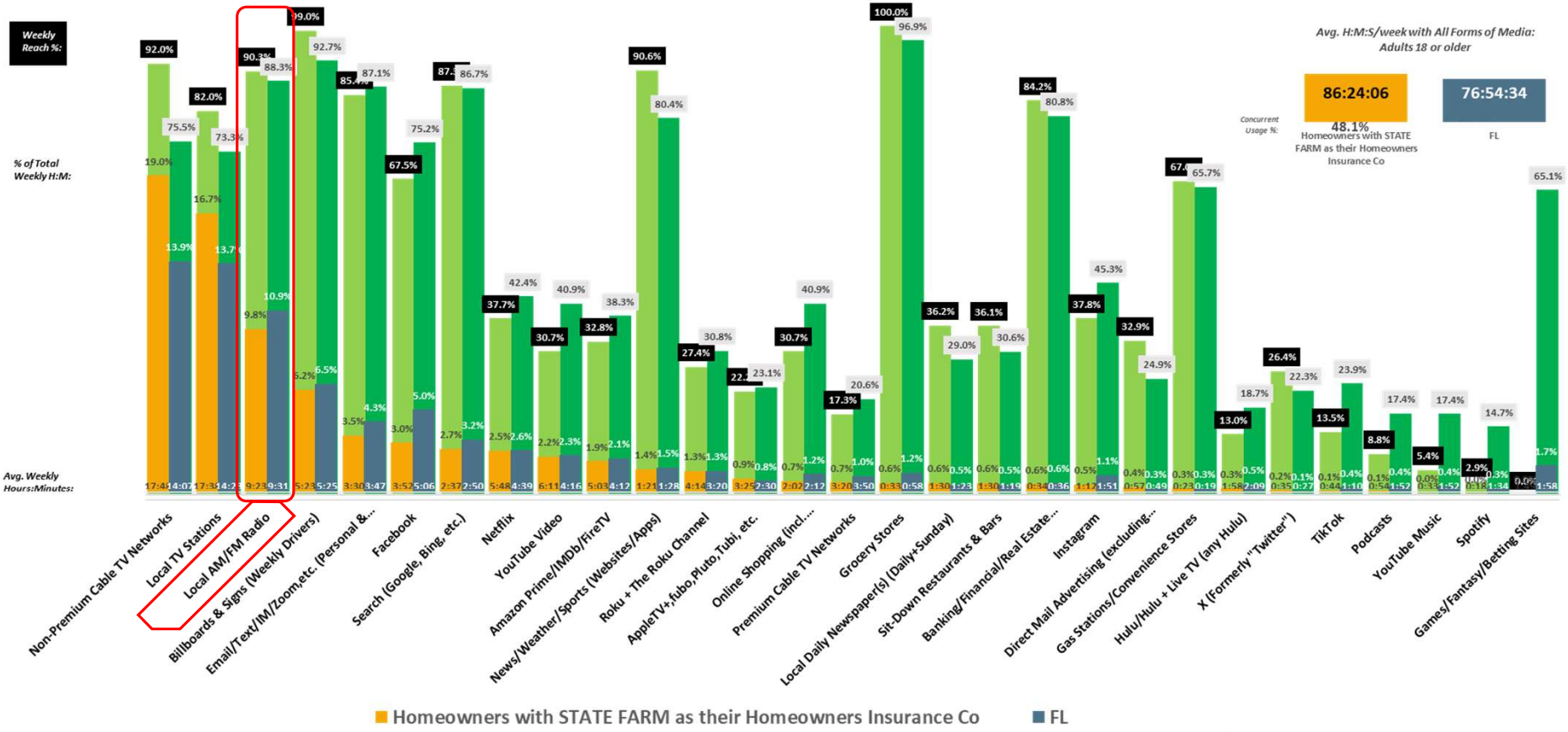
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]



Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co spend an average of 3 days, 14 hours, 24 minutes and 6 seconds each week with All Forms of Media.

90.3% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co spend an avg. of 9 hours and 23 minutes each week listening to All Local AM/FM Radio, representing 9.8% of total time spent with all forms of Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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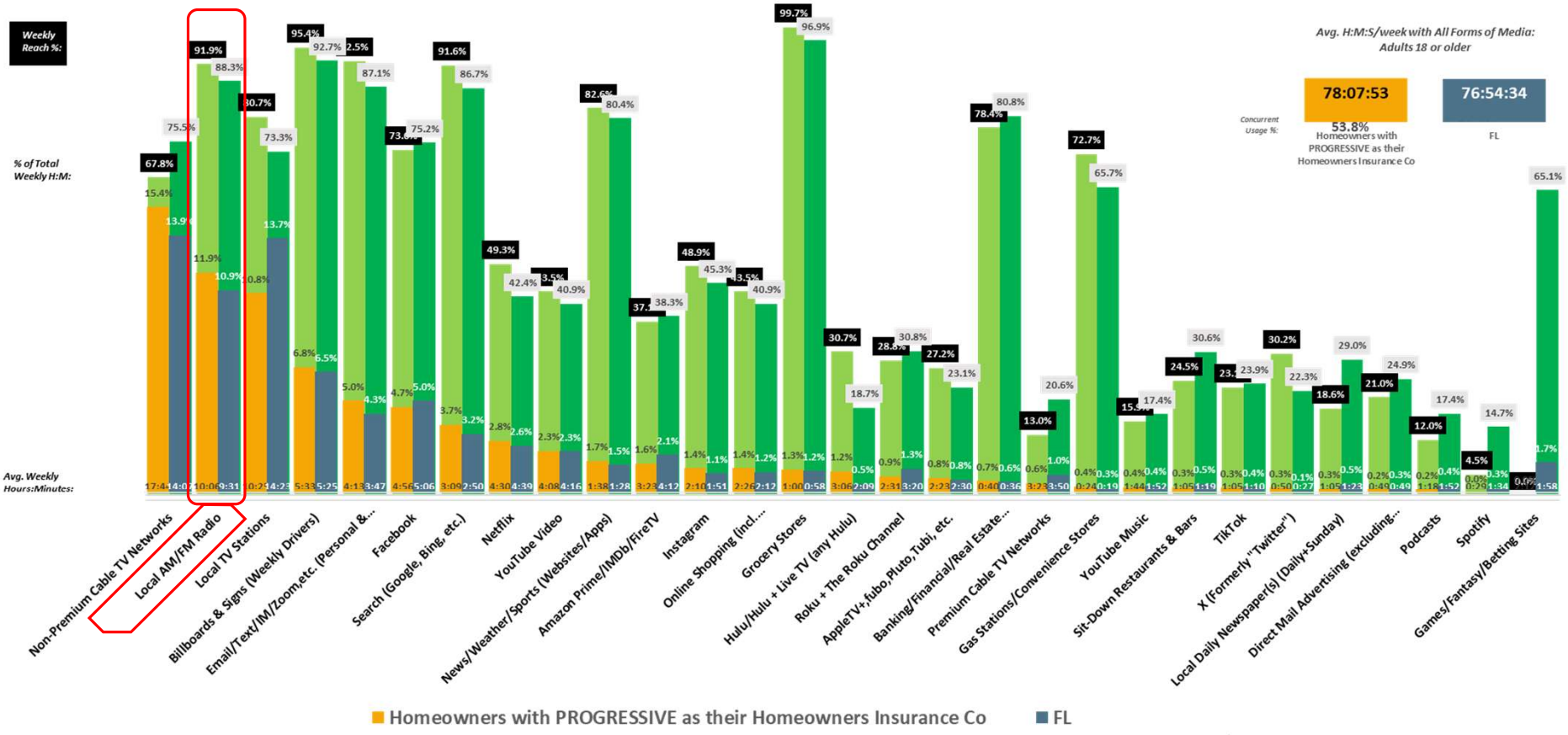
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



PROGRESSIVE HOME ADVANTAGE®

Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co spend an average of 3 days, 6 hours, 7 minutes and 53 seconds each week with All Forms of Media.

91.9% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co spend an avg. of 10 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 11.9% of total time spent with all forms of Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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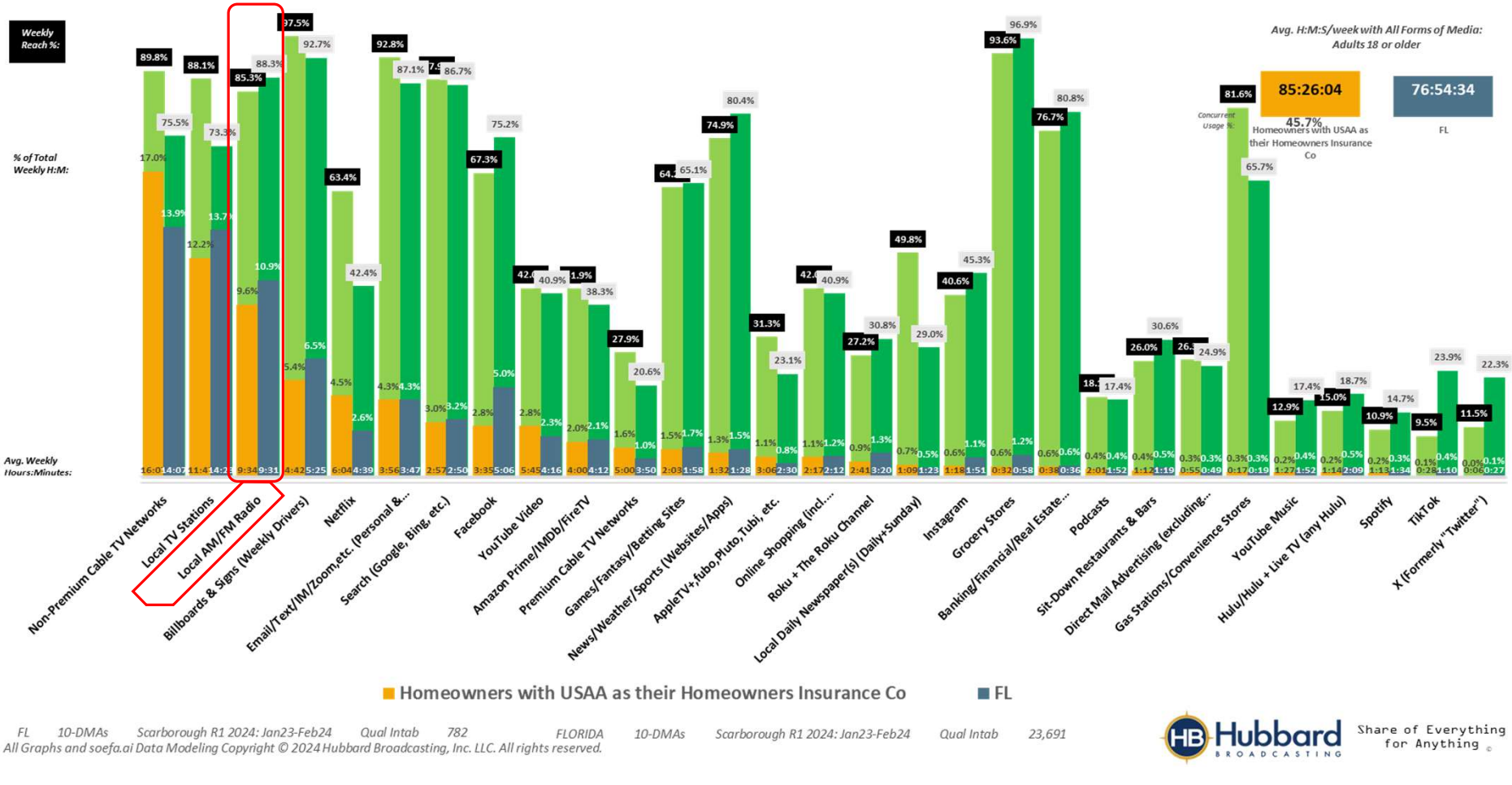
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive))]



USAA

Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co spend an average of 3 days, 13 hours, 26 minutes and 4 seconds each week with All Forms of Media.

85.3% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co spend an avg. of 9 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 9.6% of total time spent with all forms of Media.

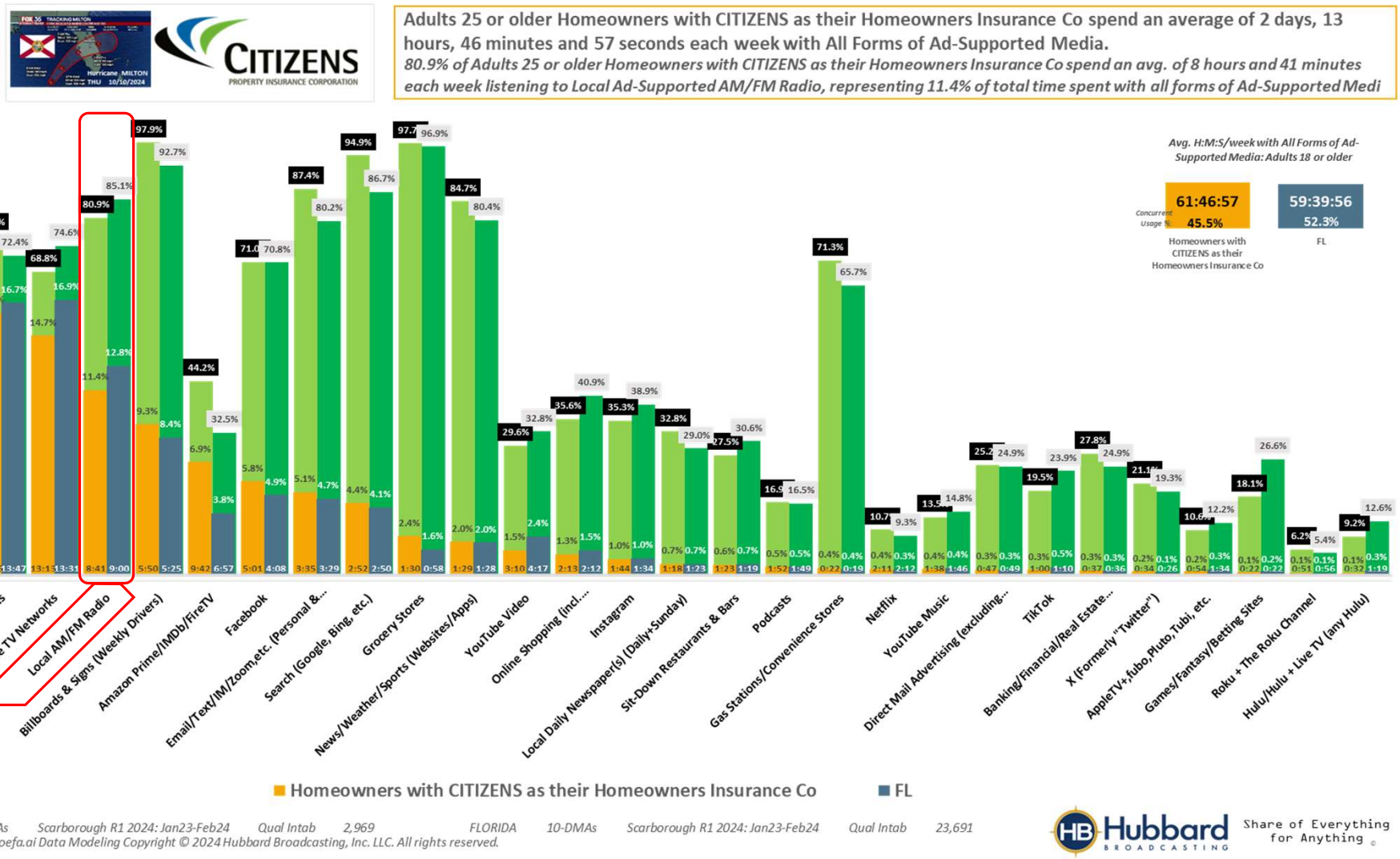


FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]

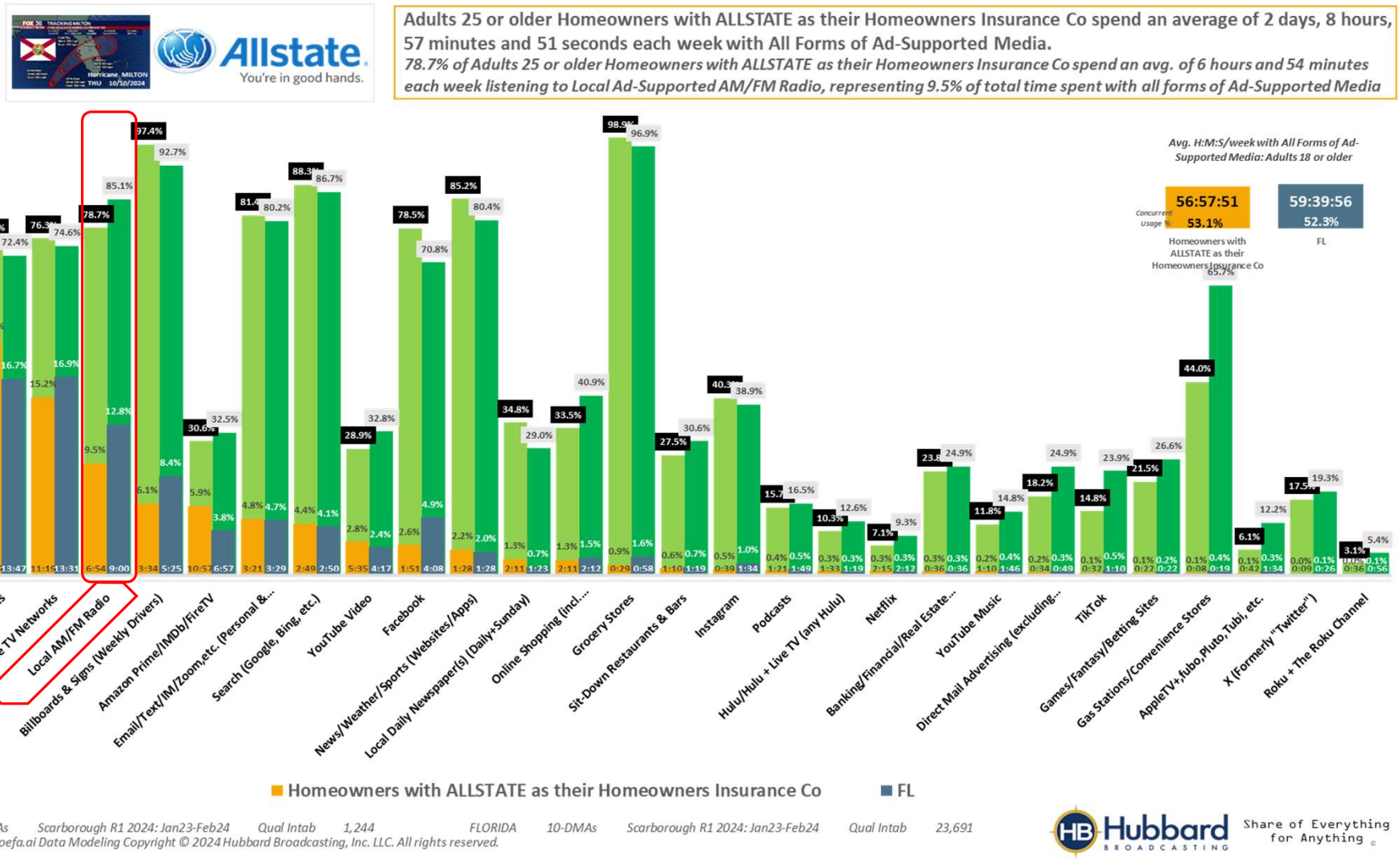


FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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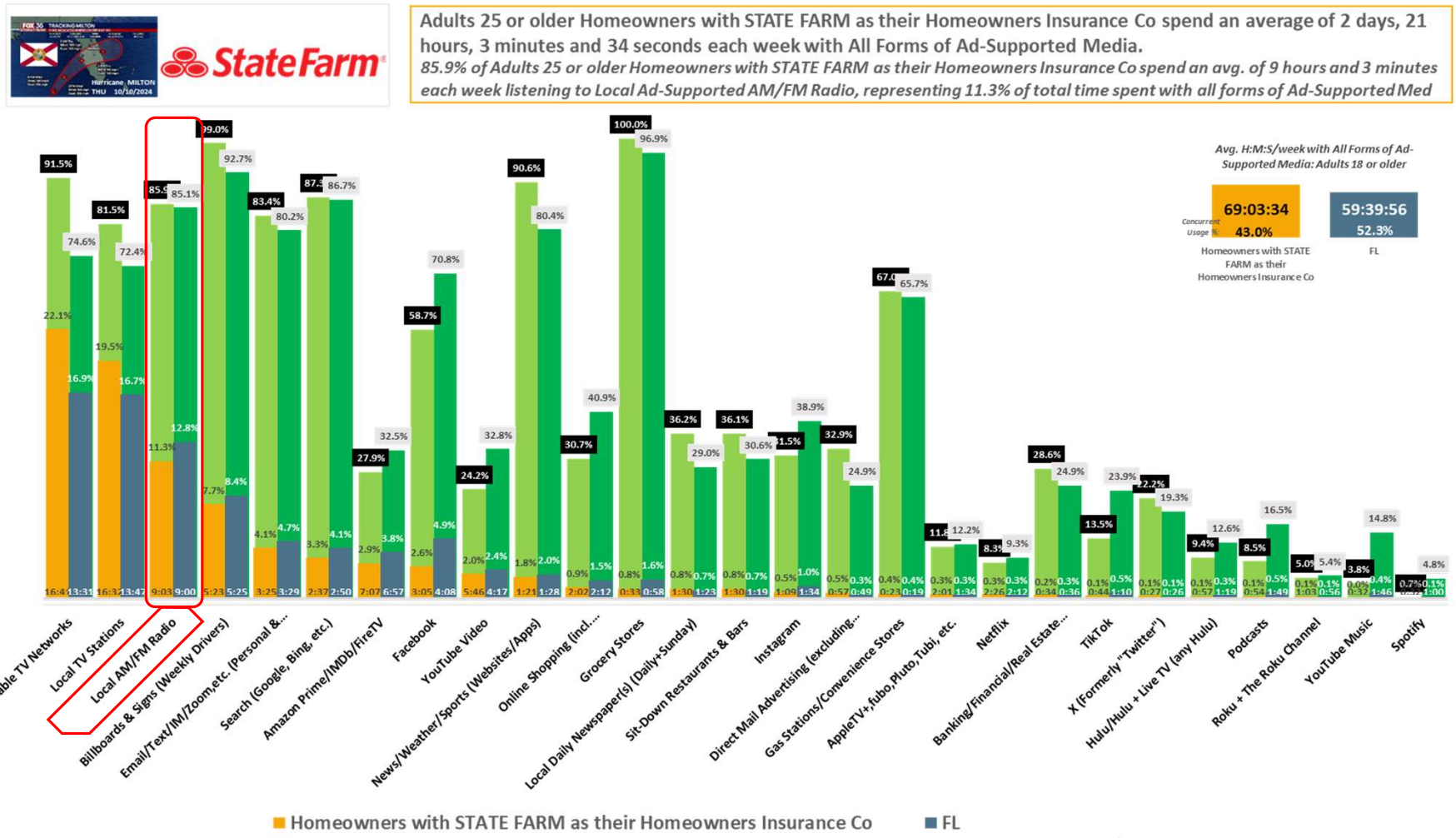
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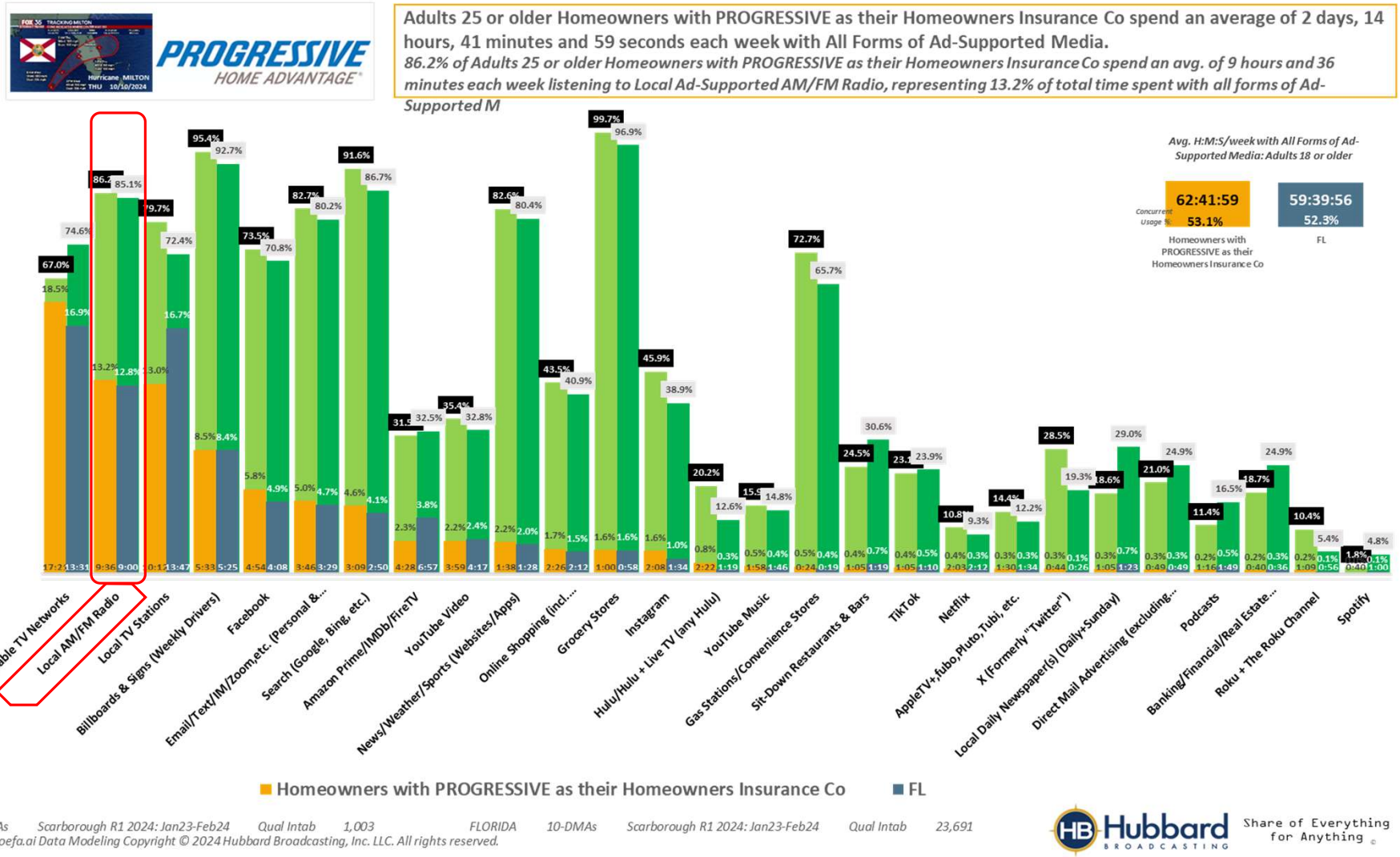
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]



[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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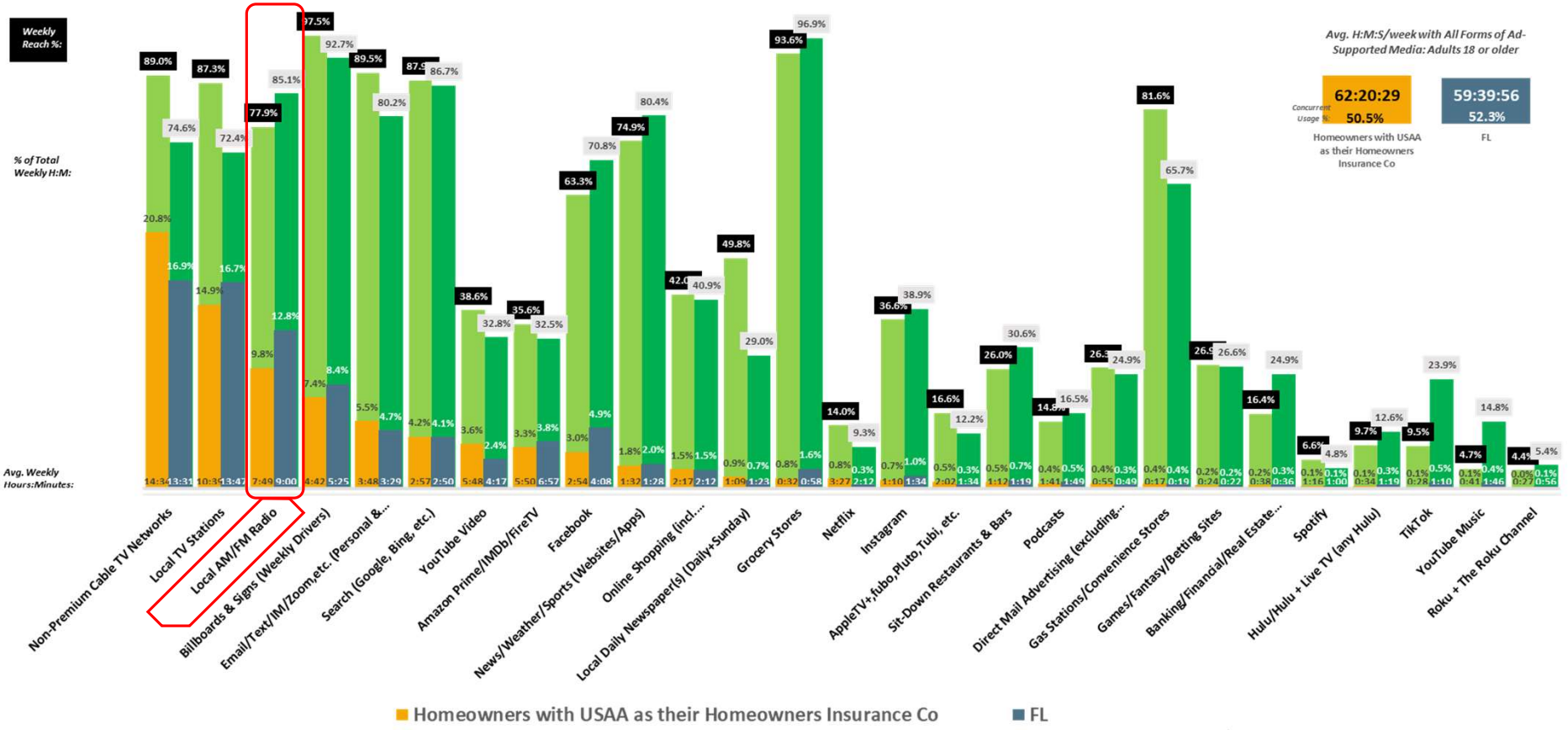
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive))]



USAA

Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co spend an average of 2 days, 14 hours, 20 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

77.9% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co spend an avg. of 7 hours and 49 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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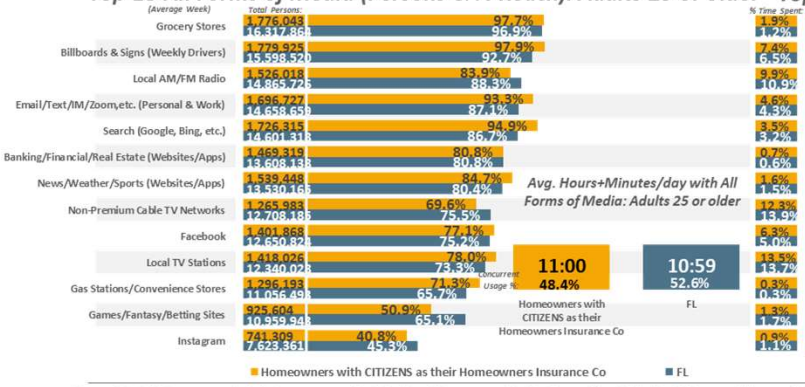
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]

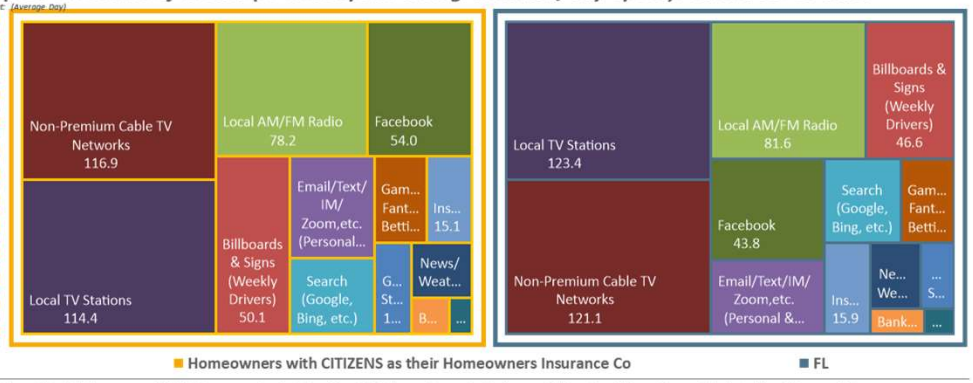


Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co spend an average of 8 hours and 49 minutes each day with All Forms of Ad-Supported Media. 80.9% listen to Local AM/FM Radio for an avg. of 74.5 minutes/day. *(Local Radio delivers 11.4% of Time with Ad-Supported Media.)*

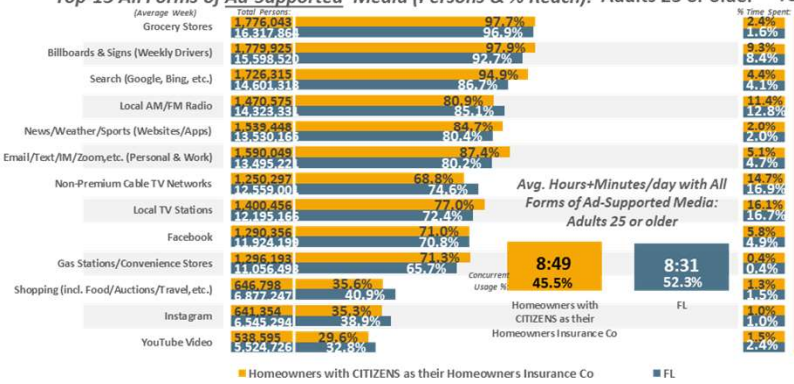
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



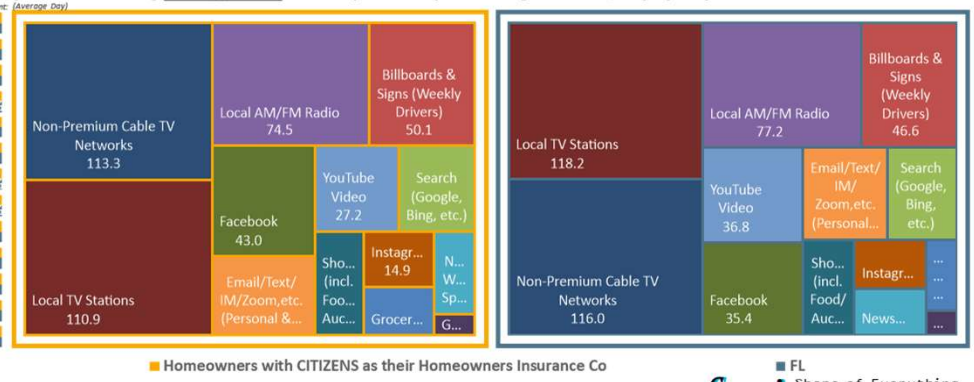
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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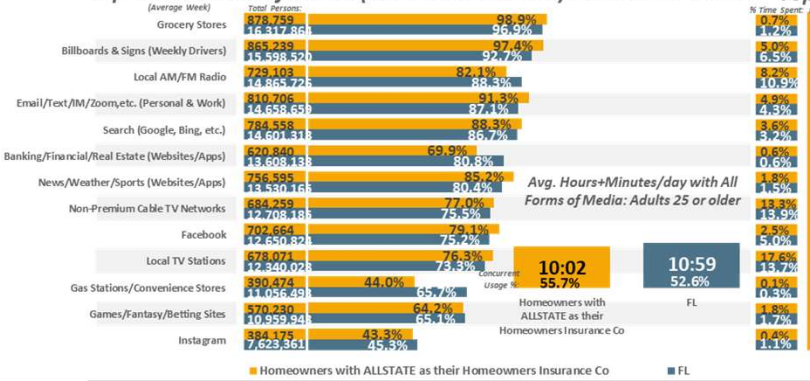
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



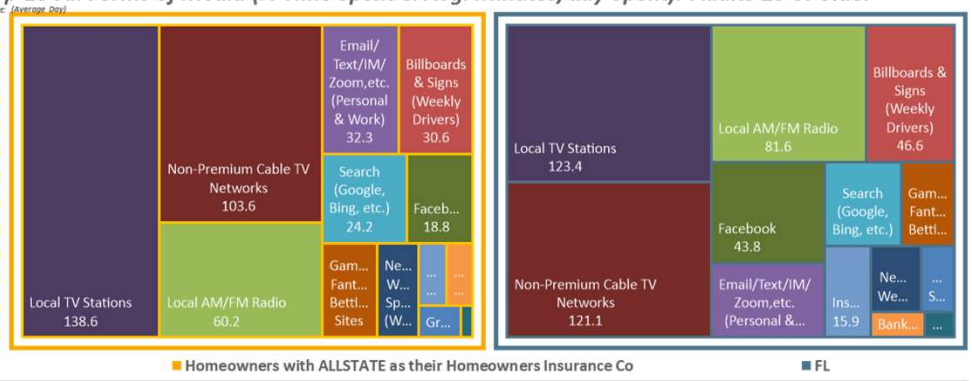
Allstate. You're in good hands.

Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co spend an average of 8 hours and 8 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 59.2 minutes/day. *(Local Radio delivers 9.5% of Time with Ad-Supported Media.)*

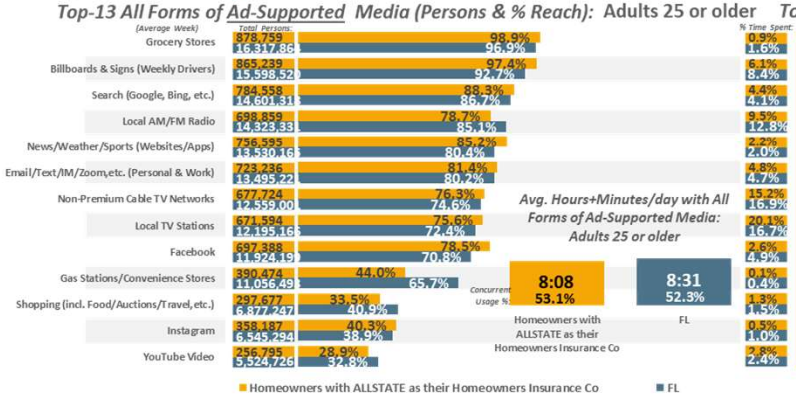
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



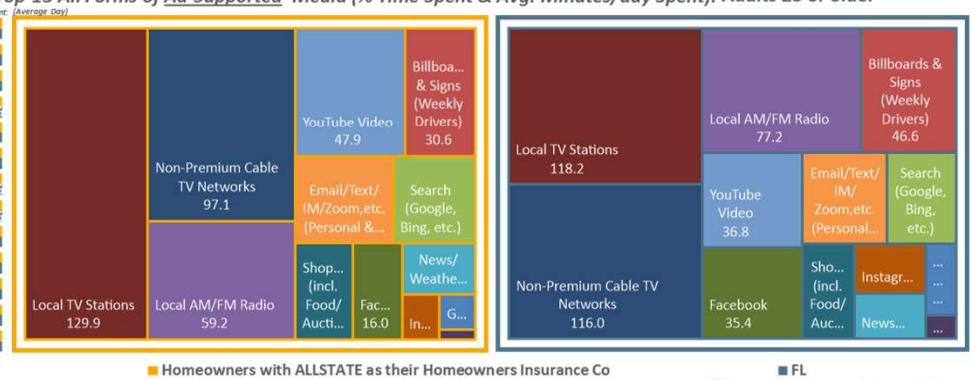
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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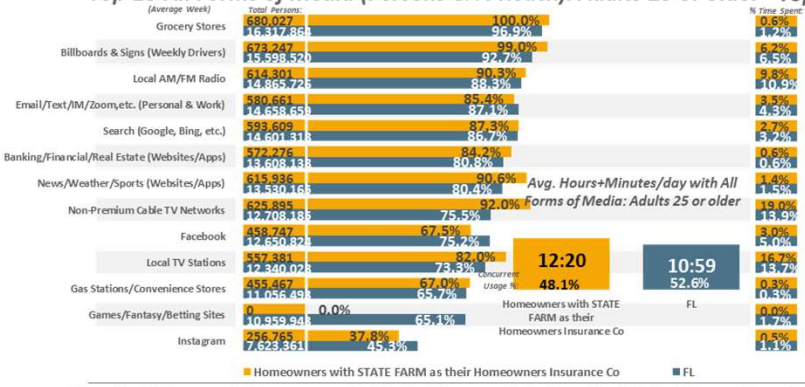
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

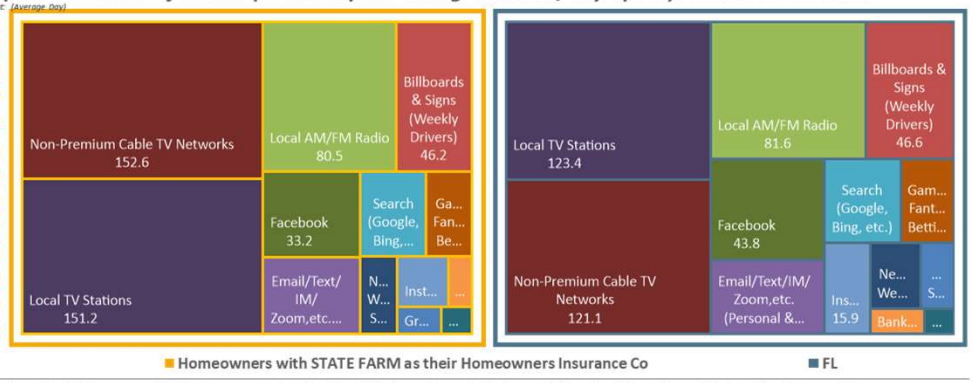


Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co spend an average of 9 hours and 51 minutes each day with All Forms of Ad-Supported Media. 85.9% listen to Local AM/FM Radio for an avg. of 77.7 minutes/day. *(Local Radio delivers 11.3% of Time with Ad-Supported Media.)*

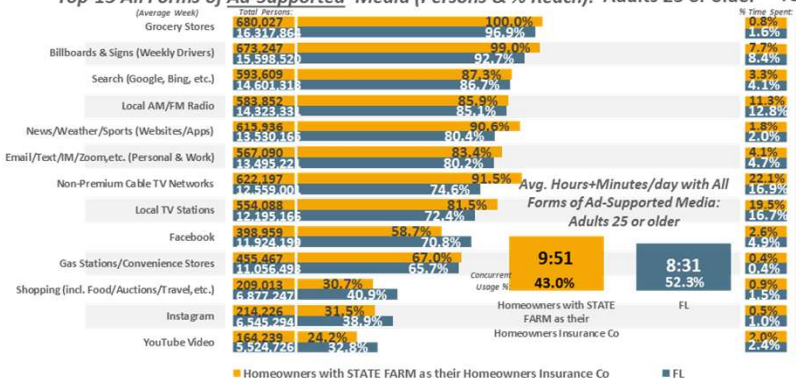
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older**



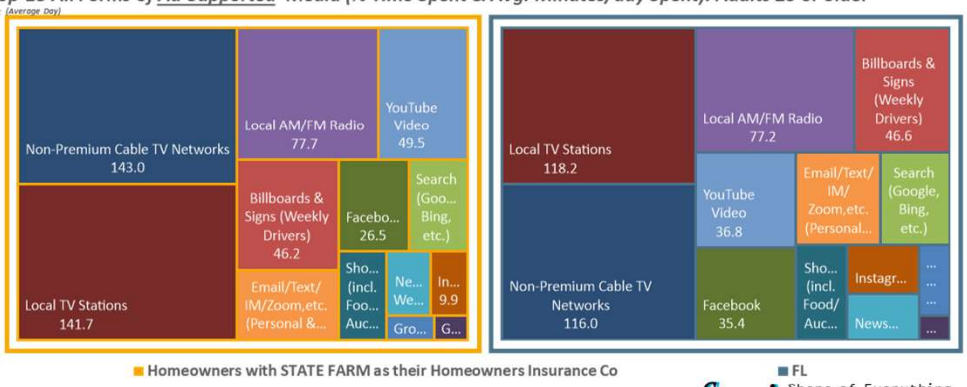
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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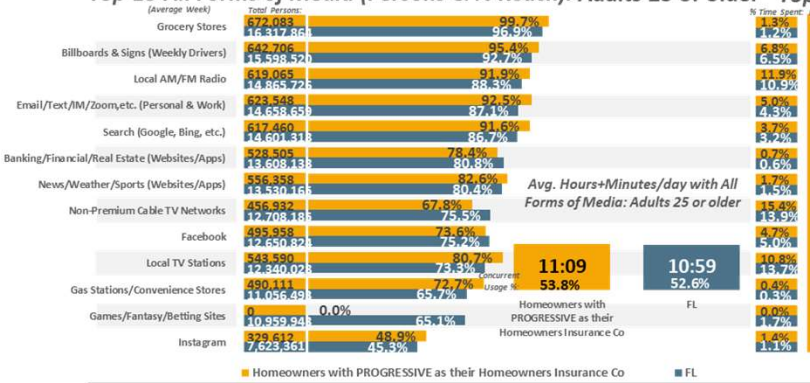
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]

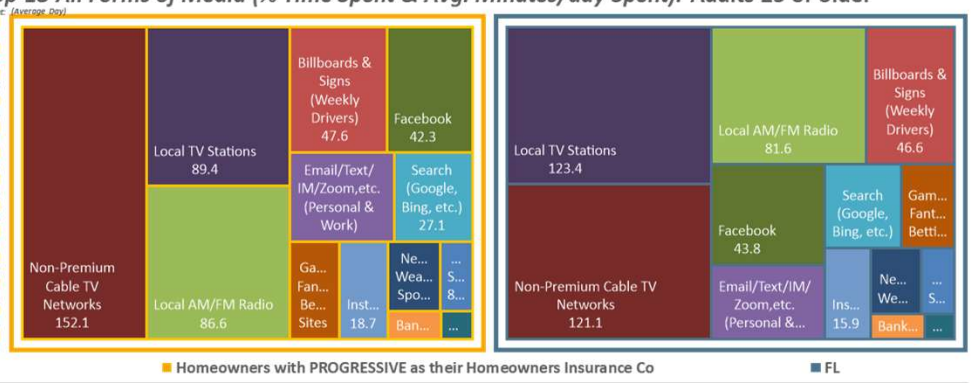


Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co spend an average of 8 hours and 57 minutes each day with All Forms of Ad-Supported Media. 86.2% listen to Local AM/FM Radio for an avg. of 82.4 minutes/day. *(Local Radio delivers 13.2% of Time with Ad-Supported Media.)*

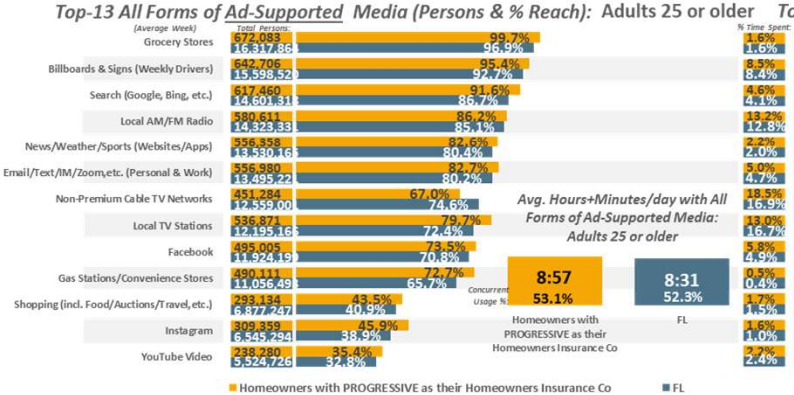
Top-13 All Forms of Media (Persons & % Reach): Adults 25 or older



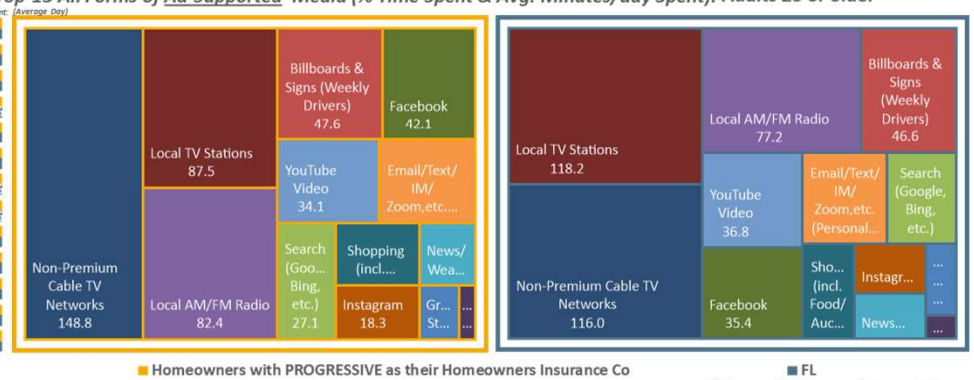
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 25 or older



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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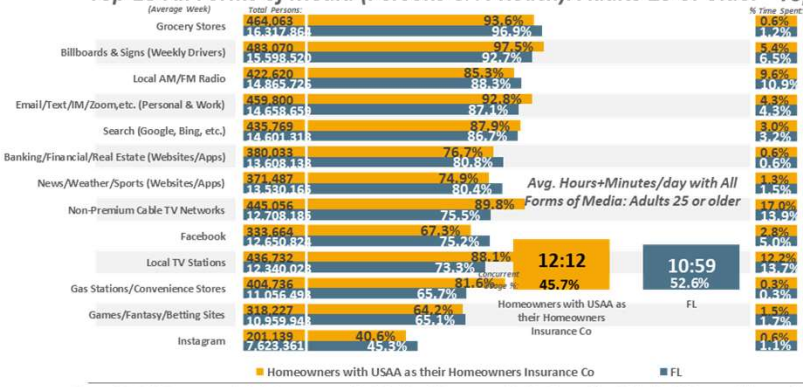
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



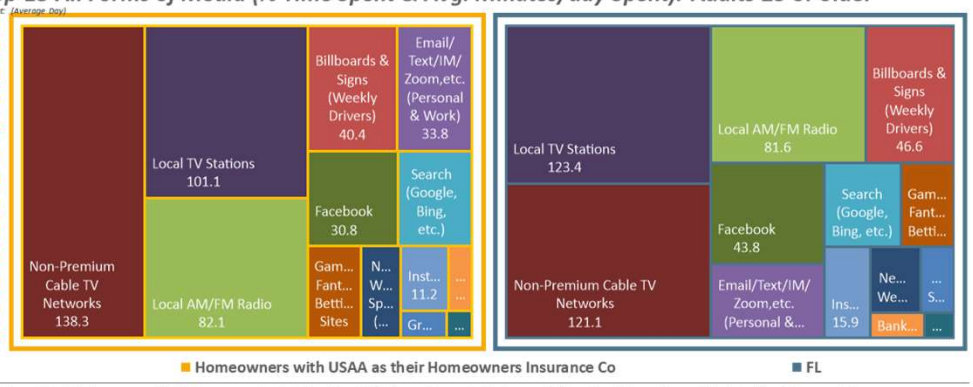
USAA

Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co spend an average of 8 hours and 54 minutes each day with All Forms of Ad-Supported Media. 77.9% listen to Local AM/FM Radio for an avg. of 67.1 minutes/day. *(Local Radio delivers 9.8% of Time with Ad-Supported Media.)*

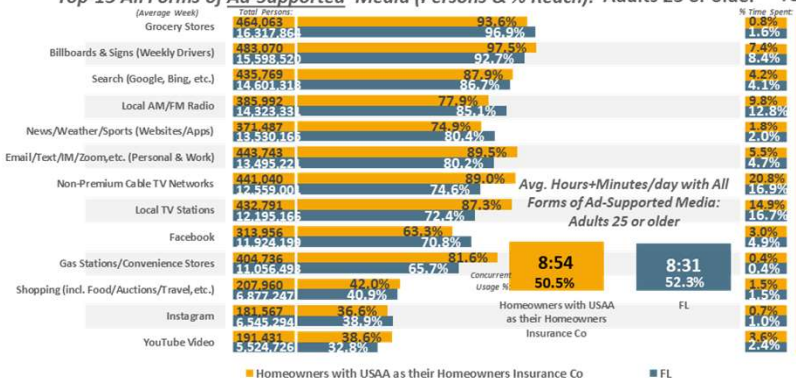
Top-13 All Forms of Media (Persons & % Reach): **Adults 25 or older**



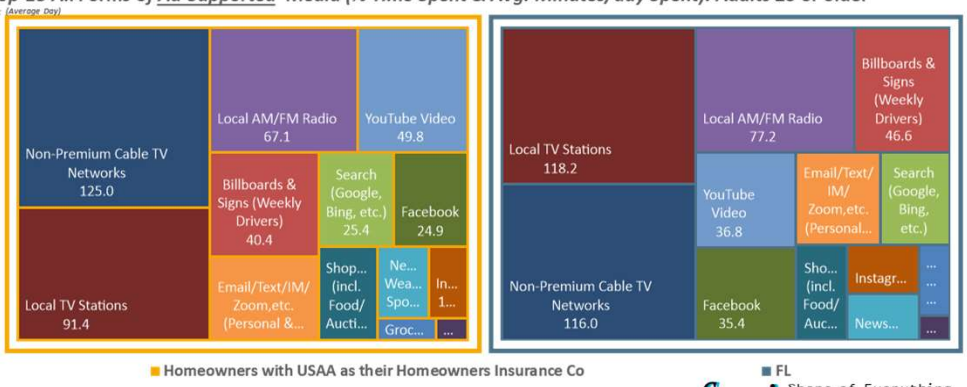
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): **Adults 25 or older**



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): **Adults 25 or older**



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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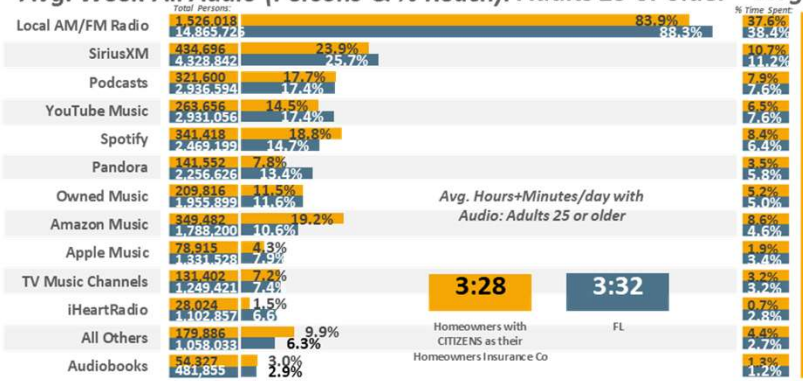
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



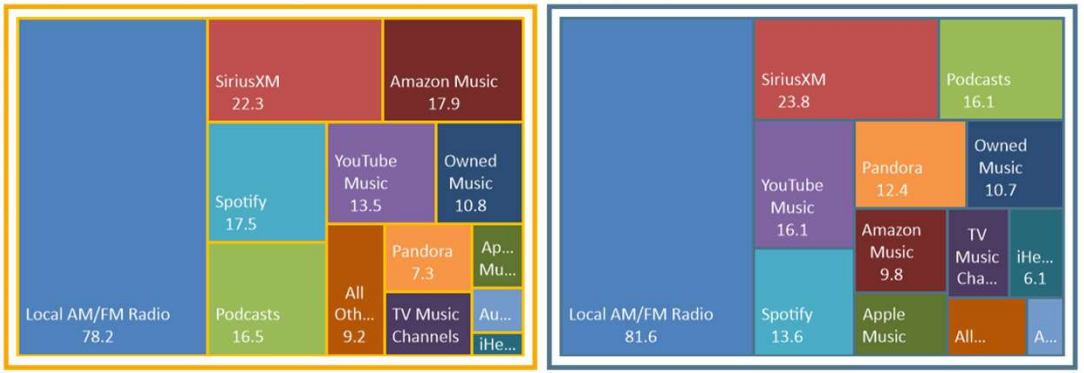
CITIZENS
PROPERTY INSURANCE CORPORATION

1,470,575 or 80.9% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.

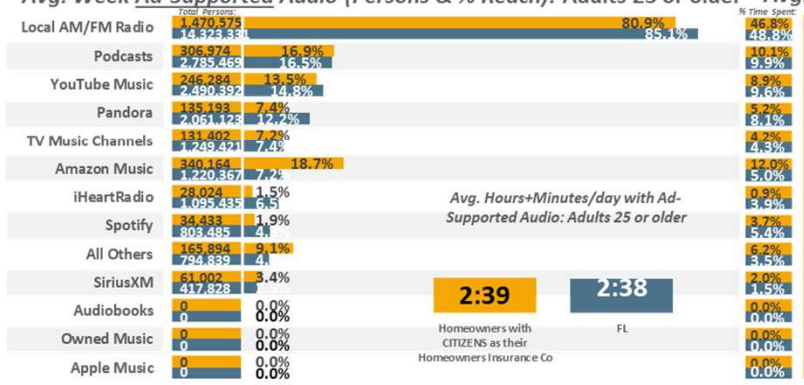
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



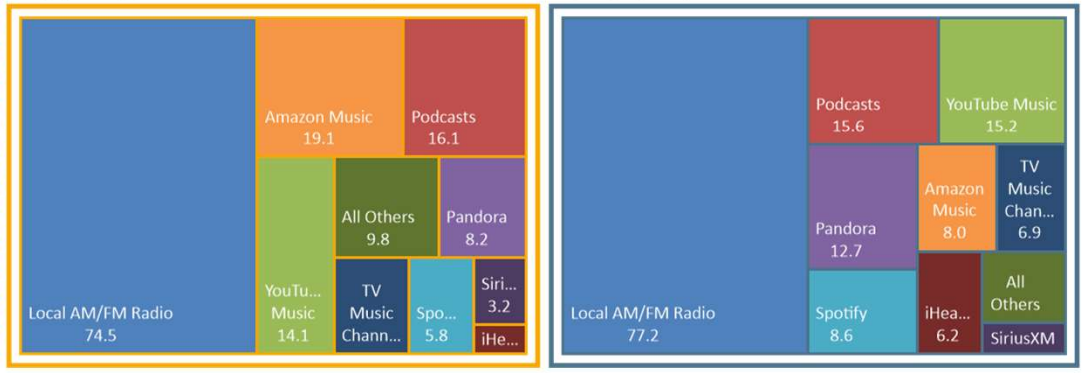
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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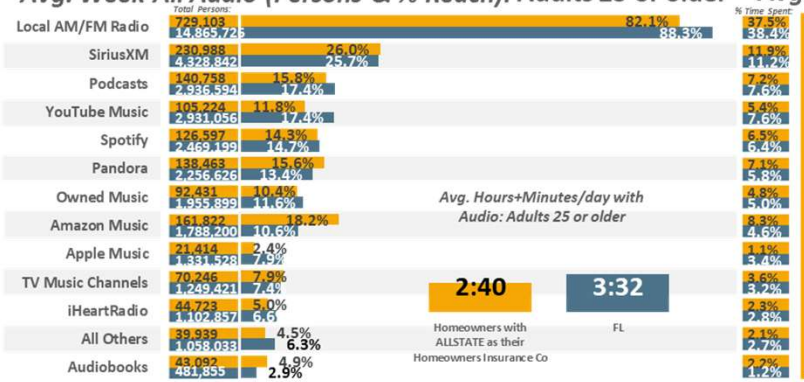
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]

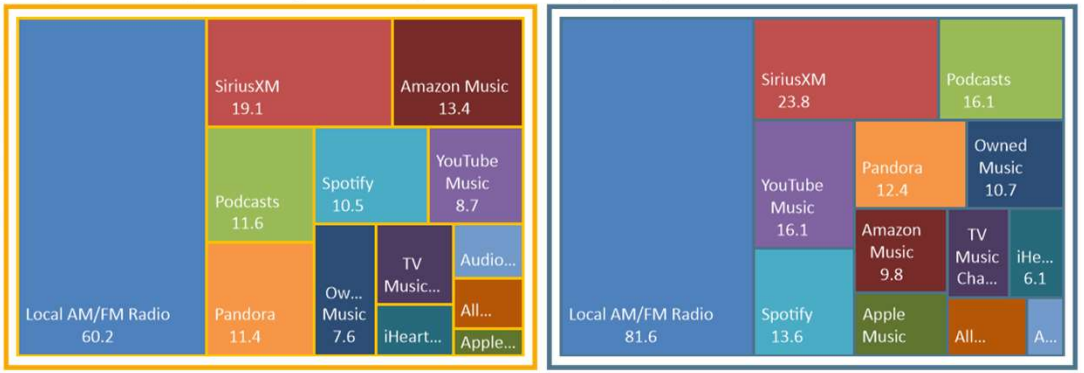


698,859 or 78.7% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 48.2% of all time spent daily with Ad-Supported Audio.

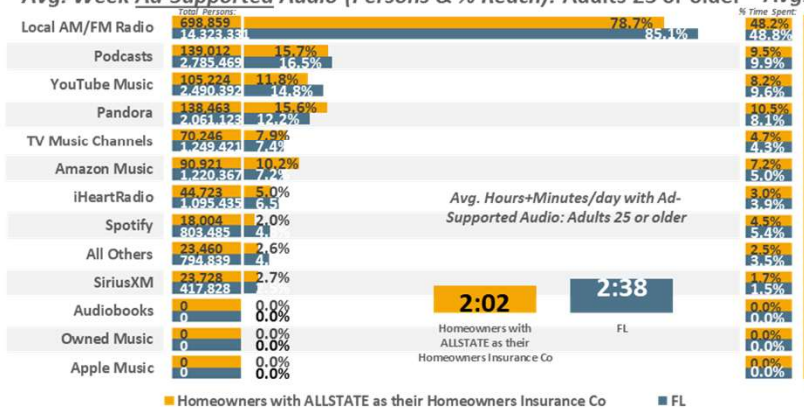
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



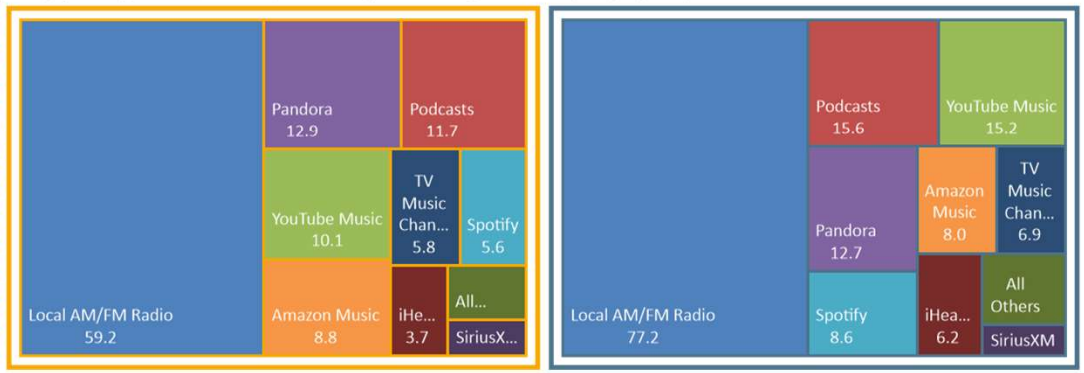
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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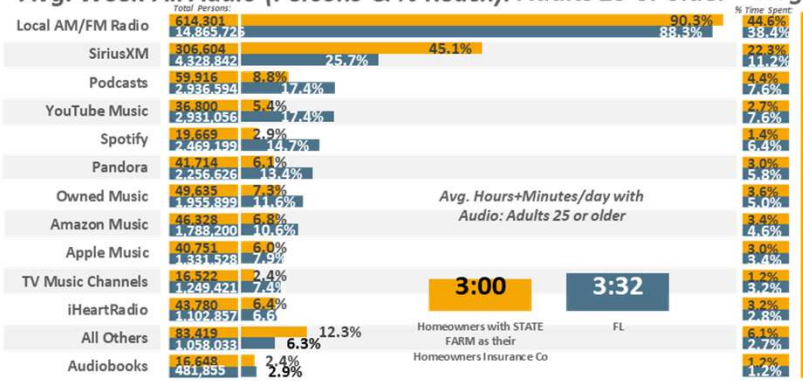
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

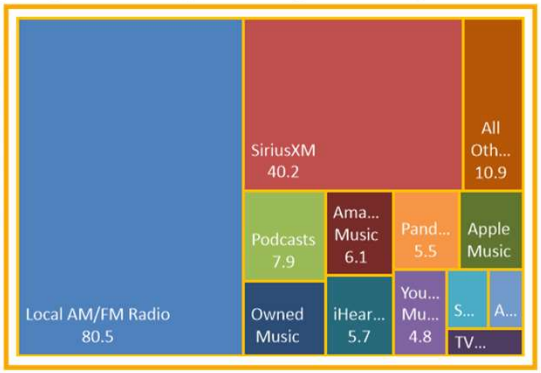


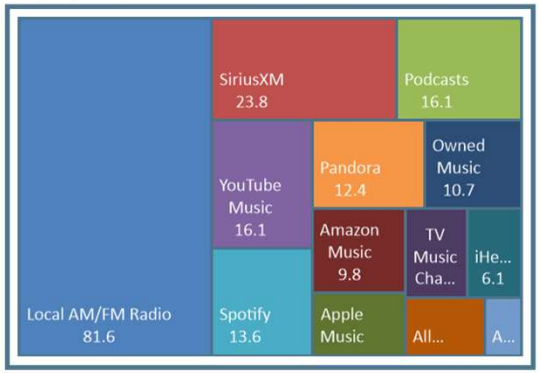
583,852 or 85.9% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 77.7 minutes every day representing 62.2% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 25 or older

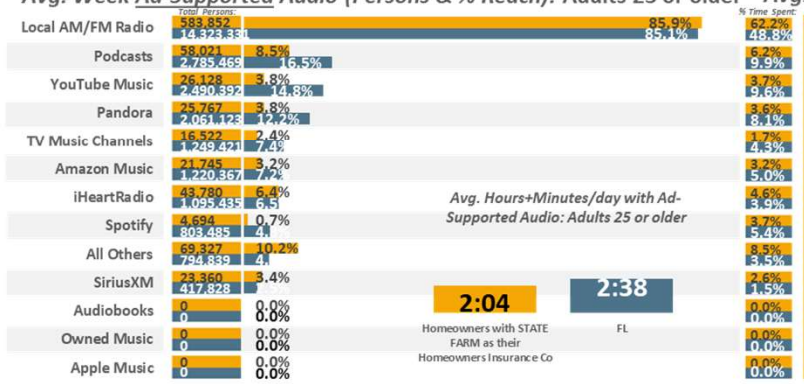


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older

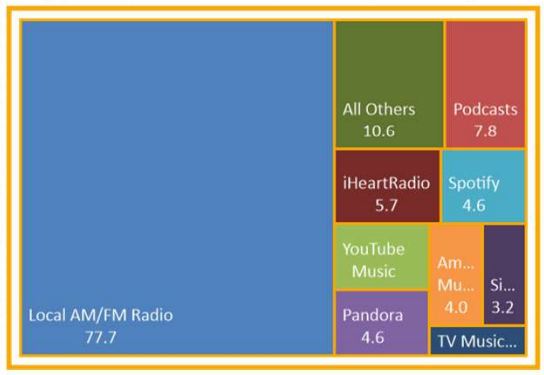


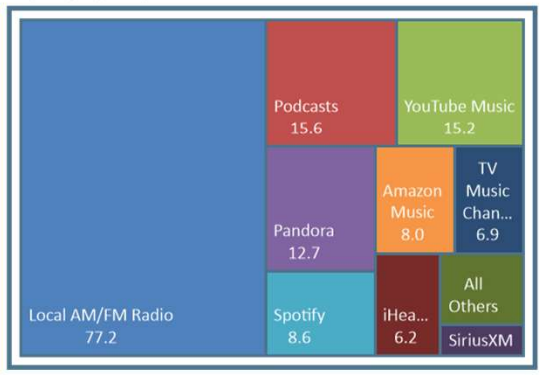


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older





FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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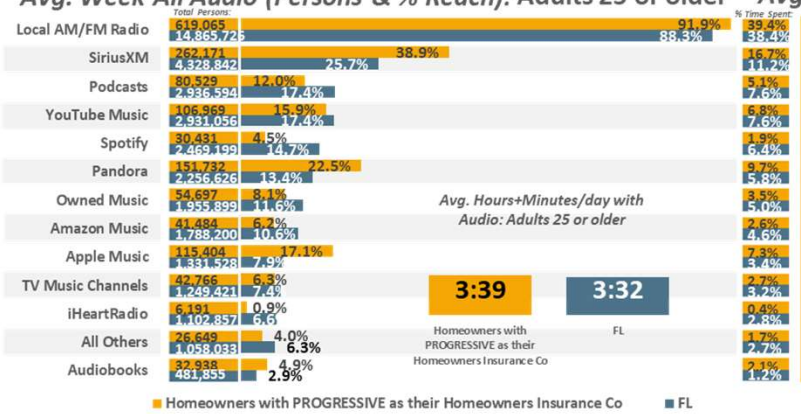
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



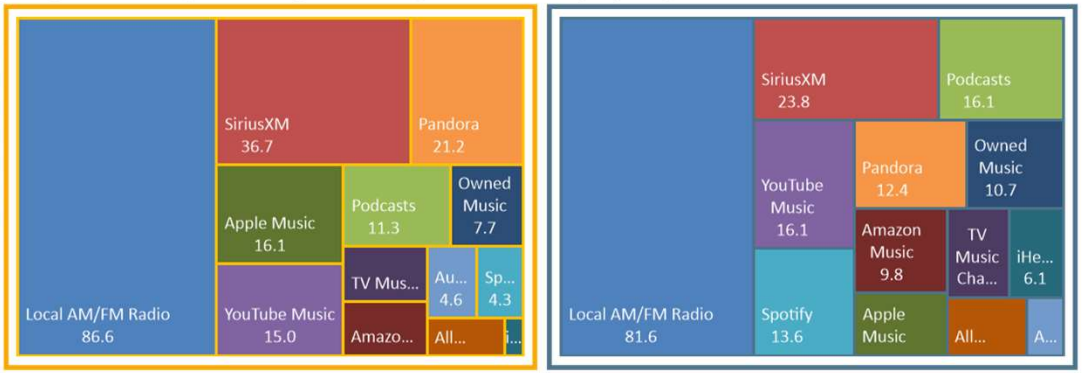
PROGRESSIVE HOME ADVANTAGE®

580,611 or 86.2% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 82.4 minutes every day representing 50.6% of all time spent daily with Ad-Supported Audio.

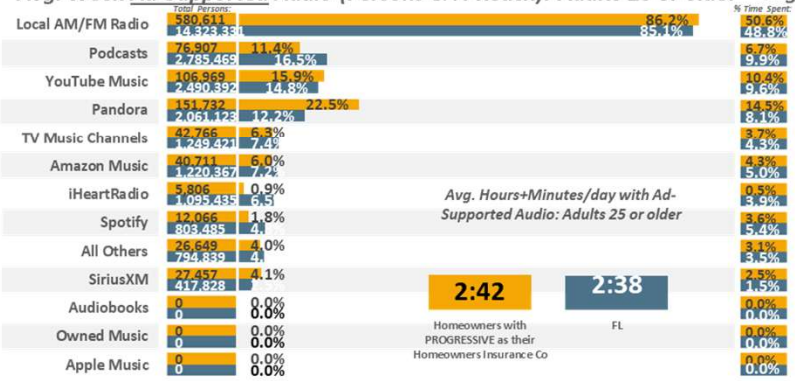
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



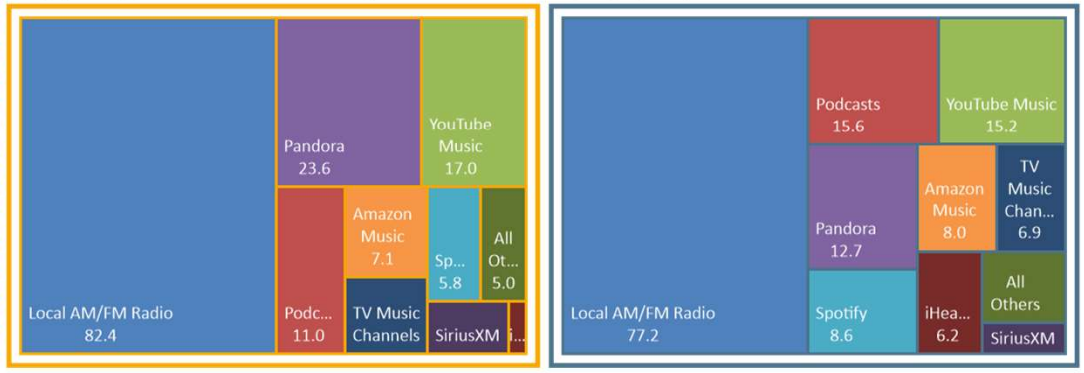
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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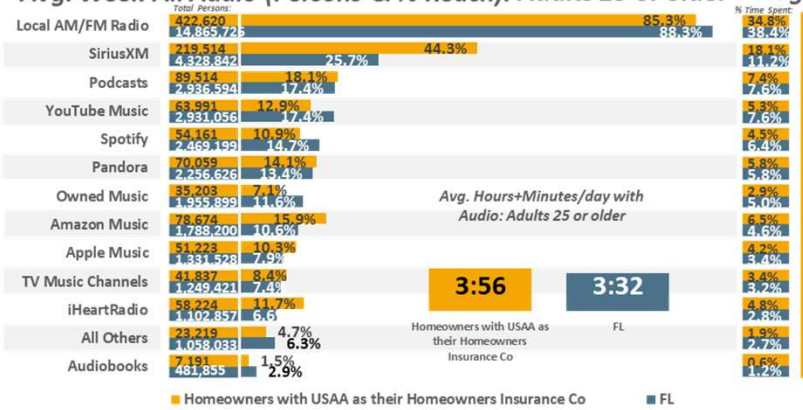
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]

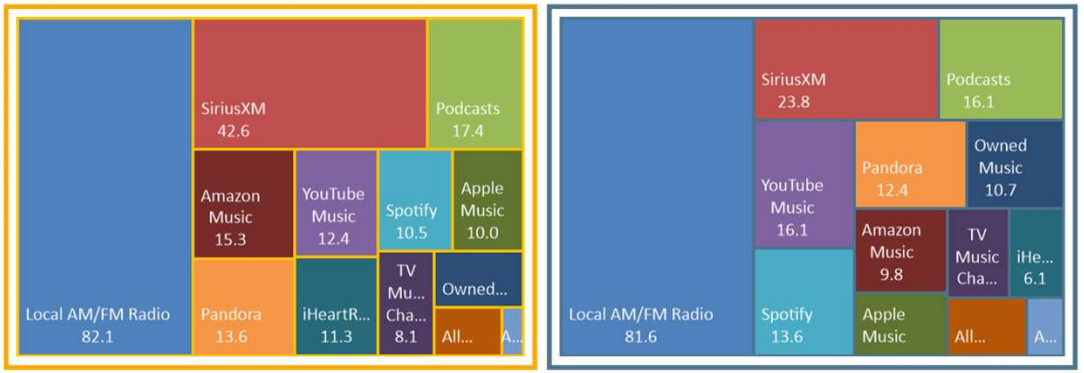


385,992 or 77.9% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.

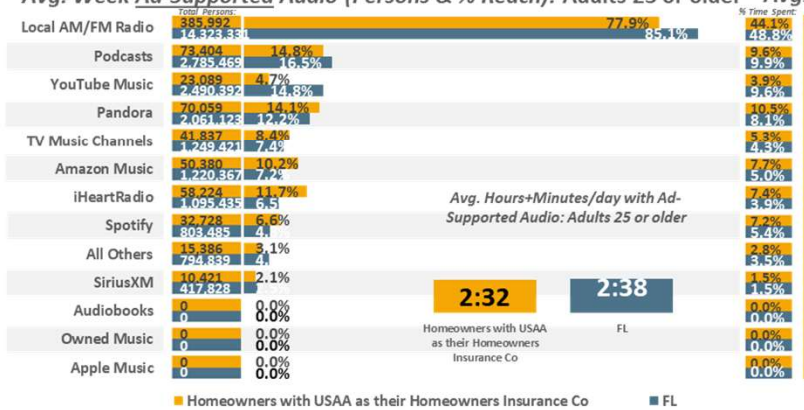
Avg. Week All Audio (Persons & % Reach): Adults 25 or older



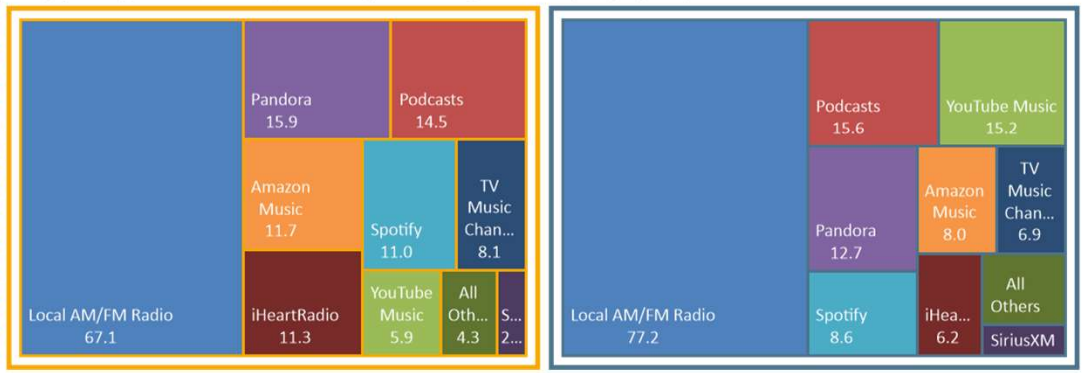
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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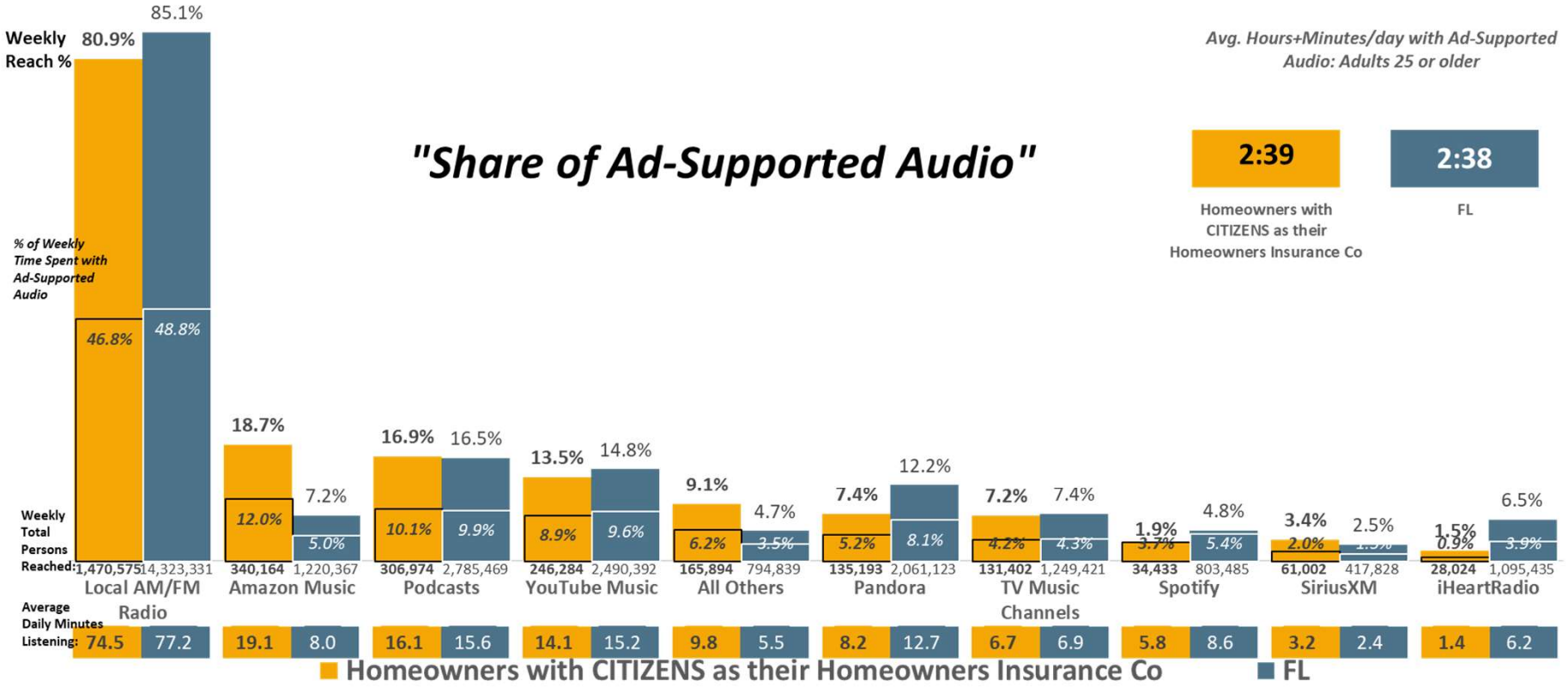
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



CITIZENS
PROPERTY INSURANCE CORPORATION

1,470,575 or 80.9% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 74.5 minutes every day representing 46.8% of all time spent daily with Ad-Supported Audio.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

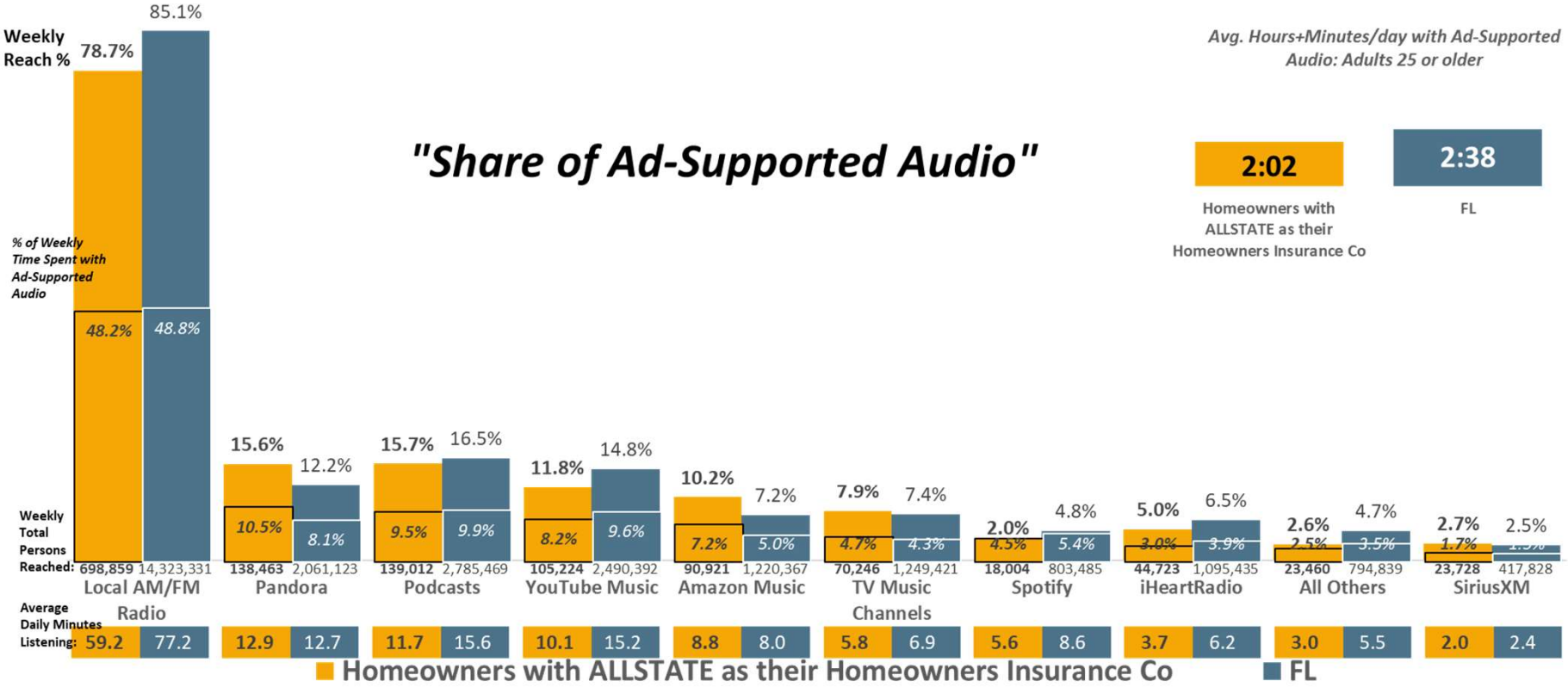
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens)]]



698,859 or 78.7% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 59.2 minutes every day representing 48.2% of all time spent daily with Ad-Supported Audio.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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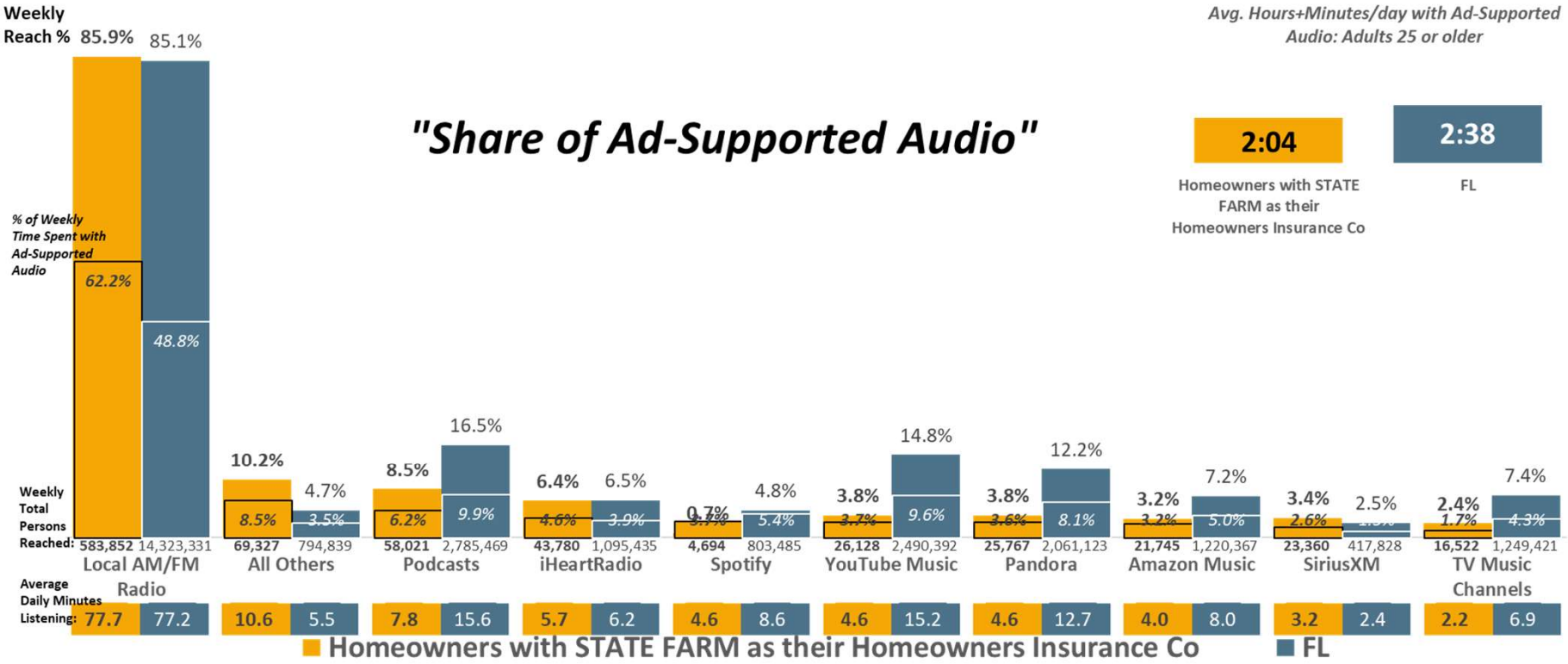
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate)]]



StateFarm®

583,852 or 85.9% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 77.7 minutes every day representing 62.2% of all time spent daily with Ad-Supported Audio.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

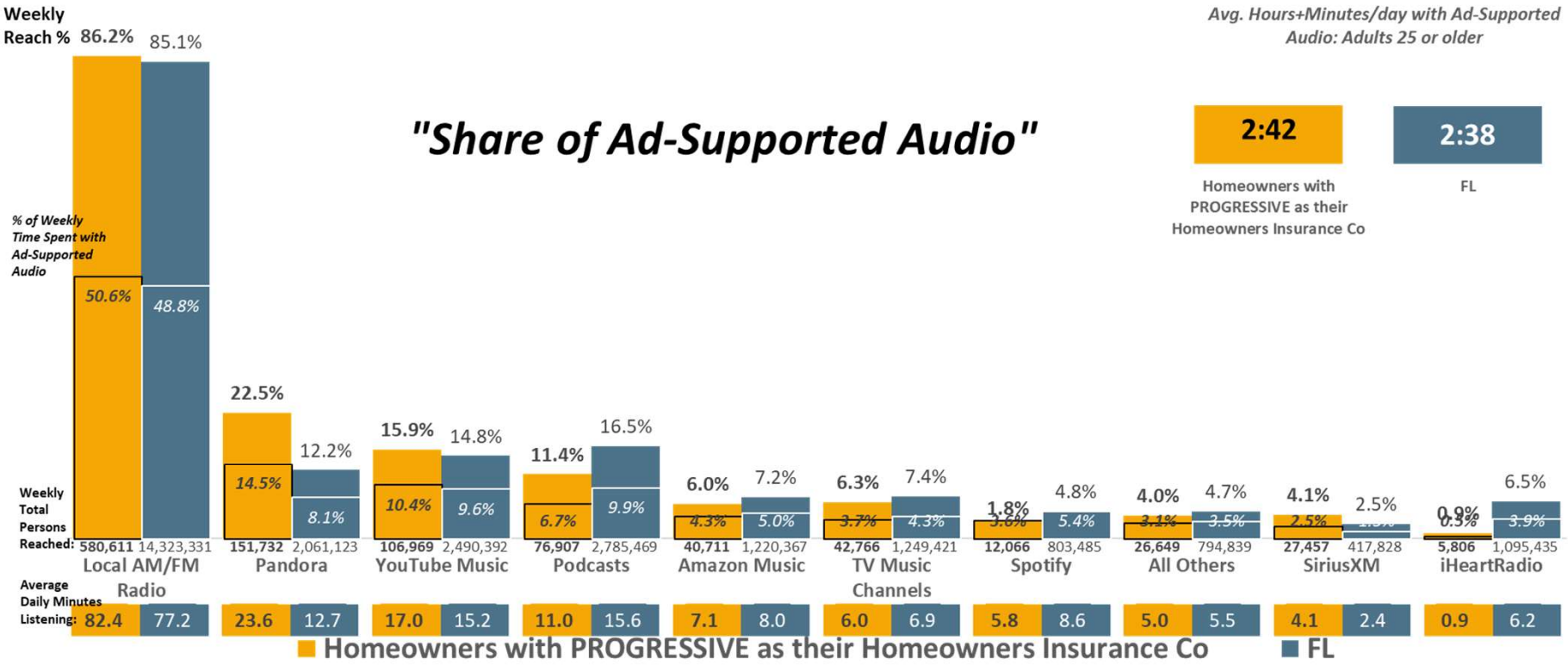
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



580,611 or 86.2% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 82.4 minutes every day representing 50.6% of all time spent daily with Ad-Supported Audio.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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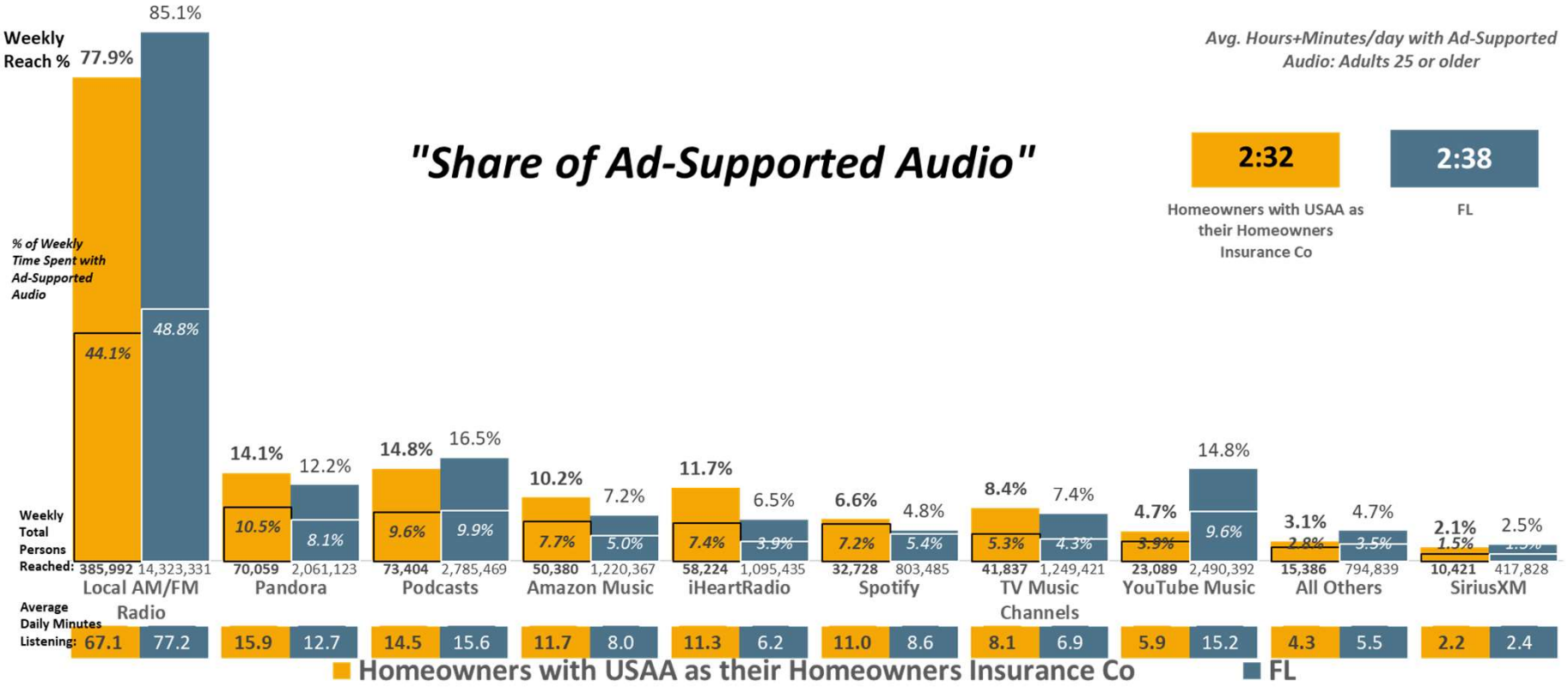
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



USAA

385,992 or 77.9% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio for an average of 67.1 minutes every day representing 44.1% of all time spent daily with Ad-Supported Audio.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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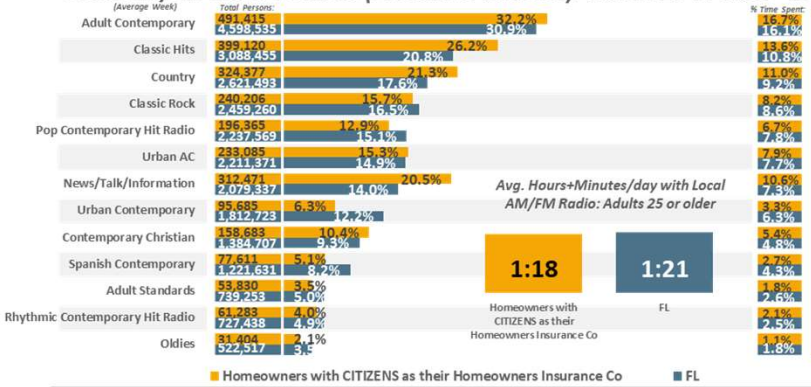
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



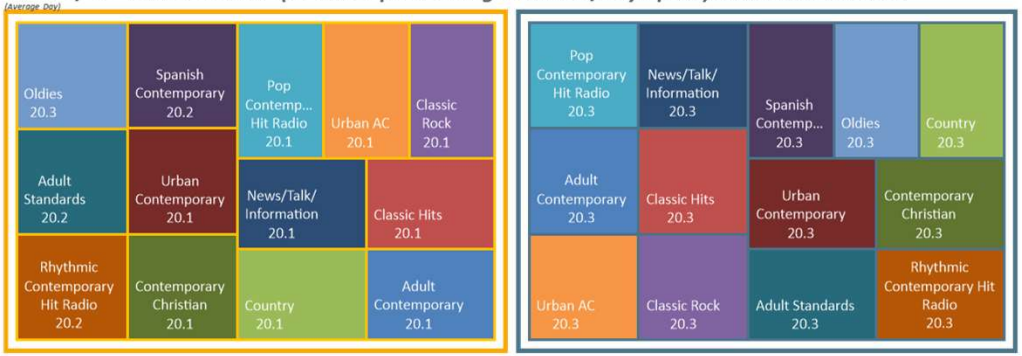
CITIZENS
PROPERTY INSURANCE CORPORATION

1,470,575 or 80.9% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Urban AC.

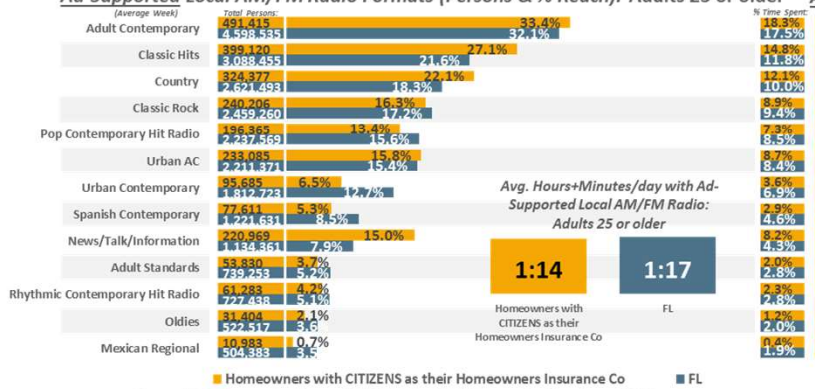
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



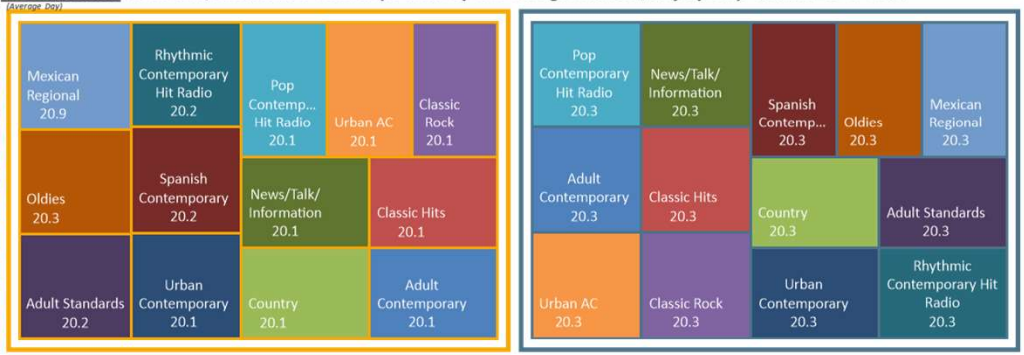
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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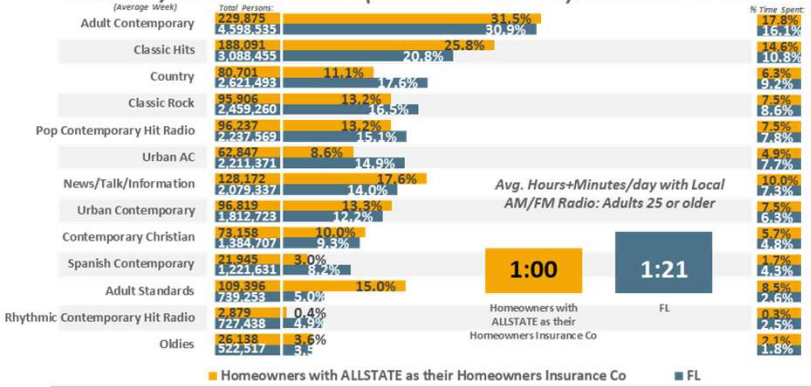
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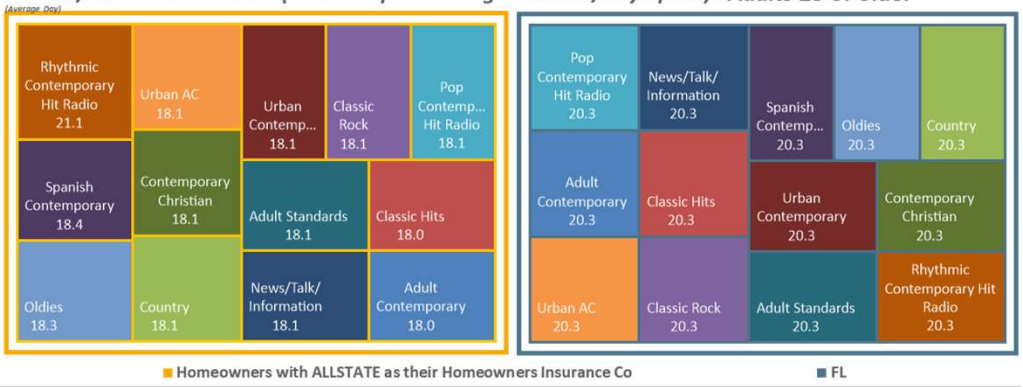
Allstate. You're in good hands.

698,859 or 78.7% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, News/Talk/Information, Adult Standards, and Urban Contempora

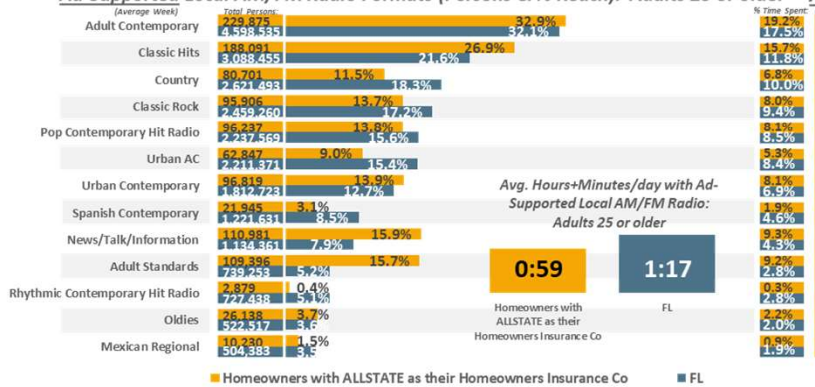
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



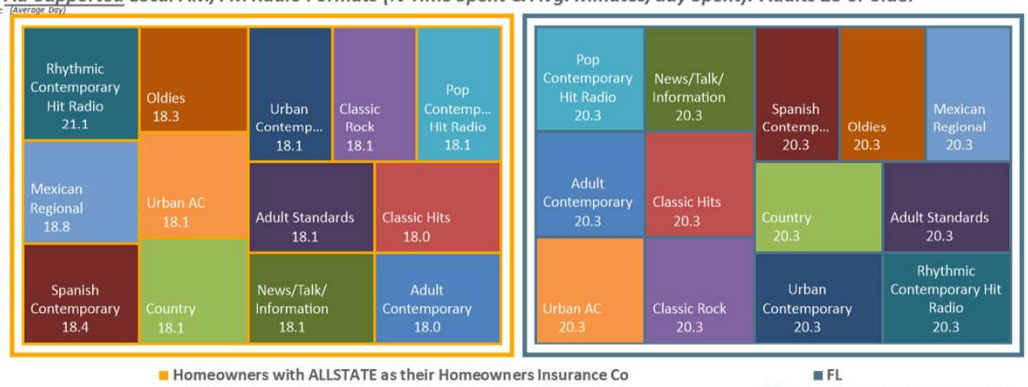
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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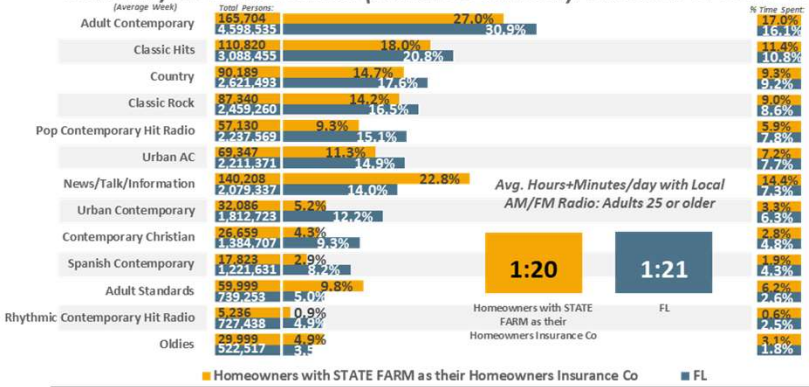
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

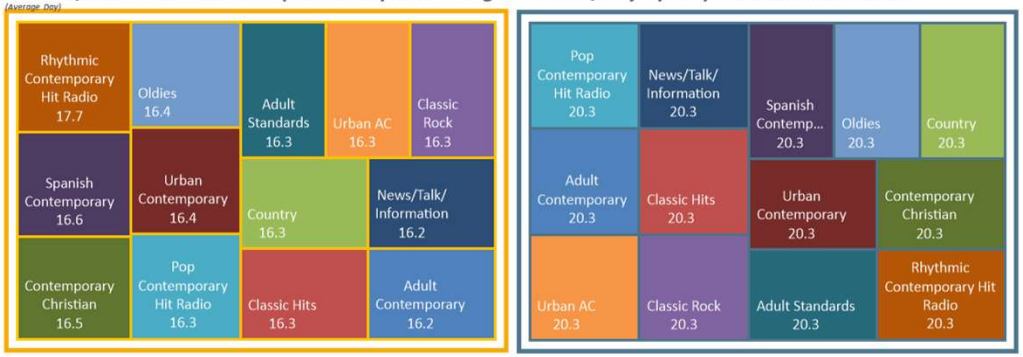


583,852 or 85.9% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, News/Talk/Information, Classic Hits, Country, and Classic Rock.

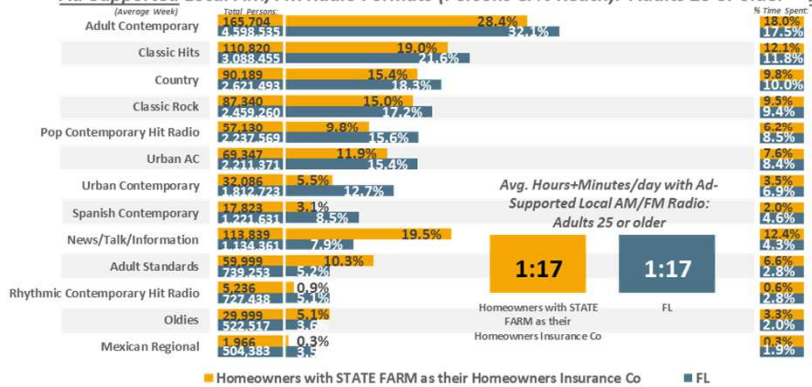
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



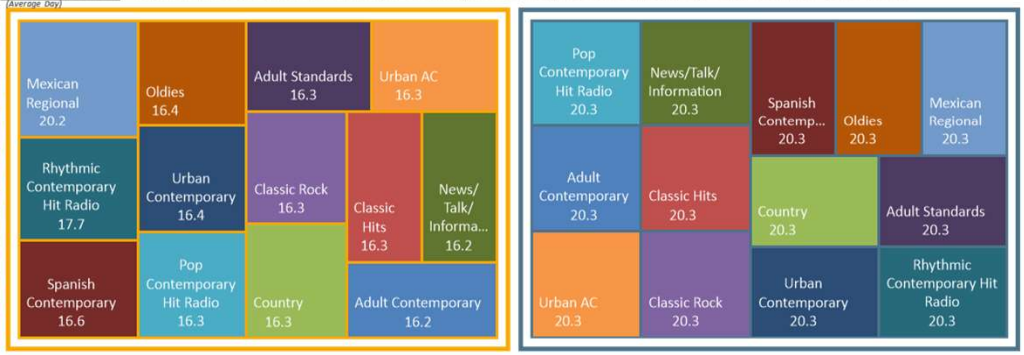
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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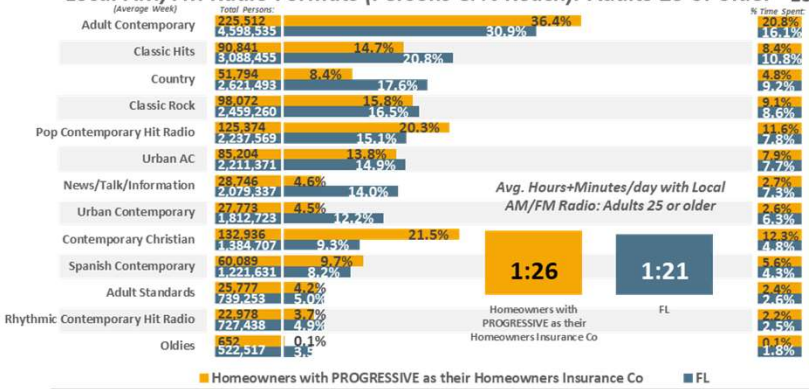
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]

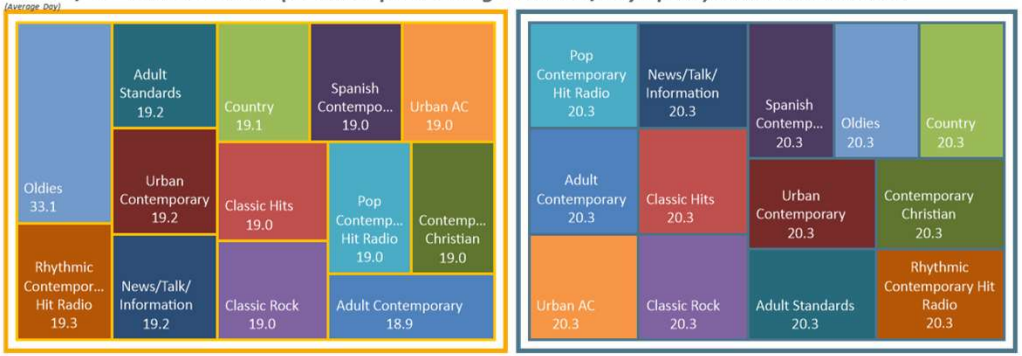


580,611 or 86.2% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Classic Hits, and Urban AC.

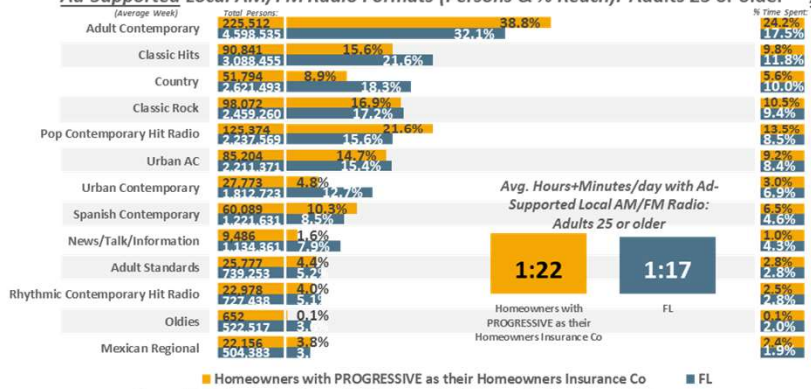
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



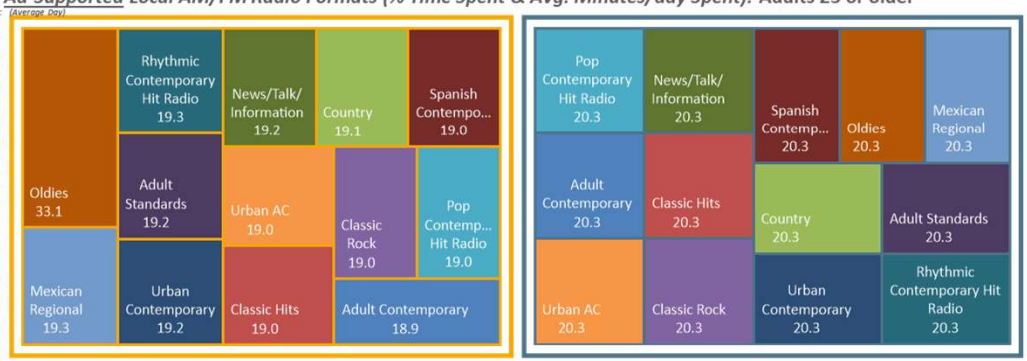
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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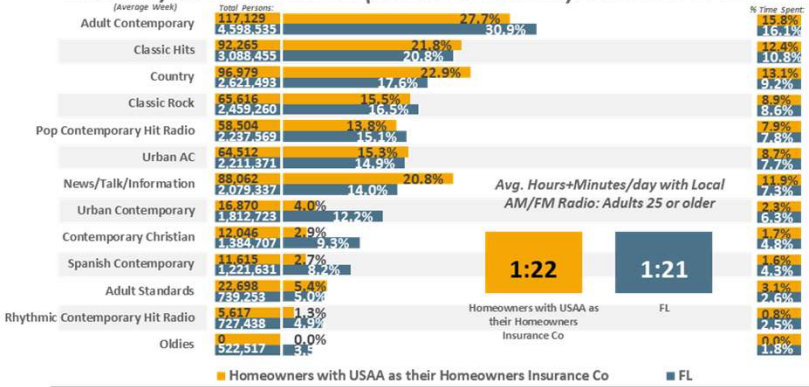
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]

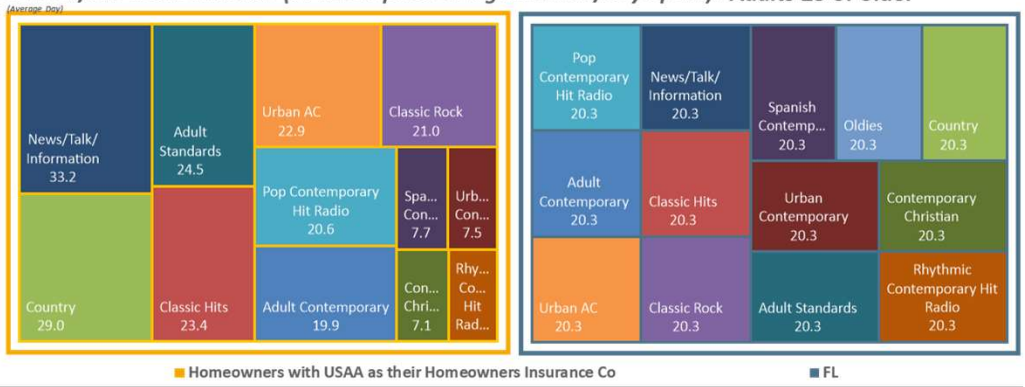


385,992 or 77.9% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, Classic Rock, and Urban AC.

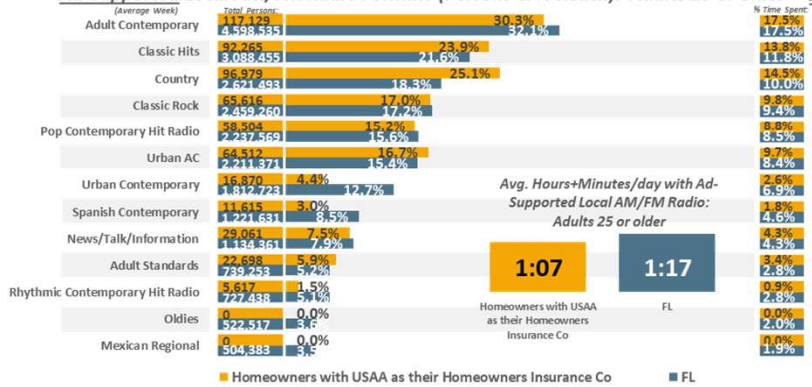
Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



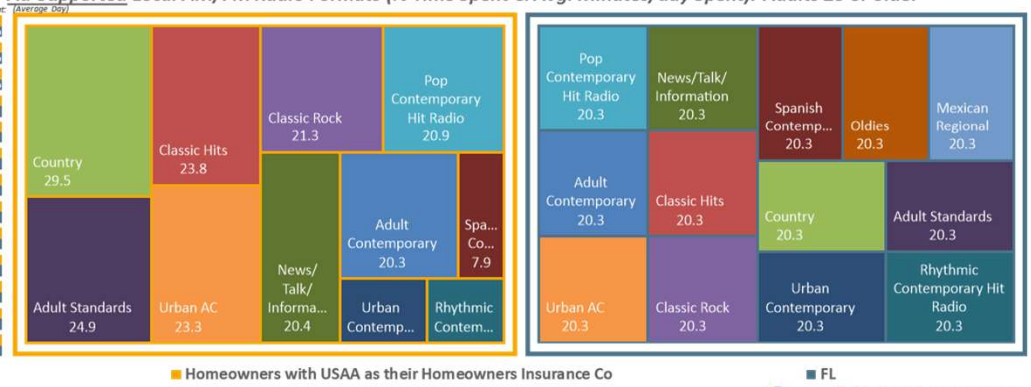
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 25 or older



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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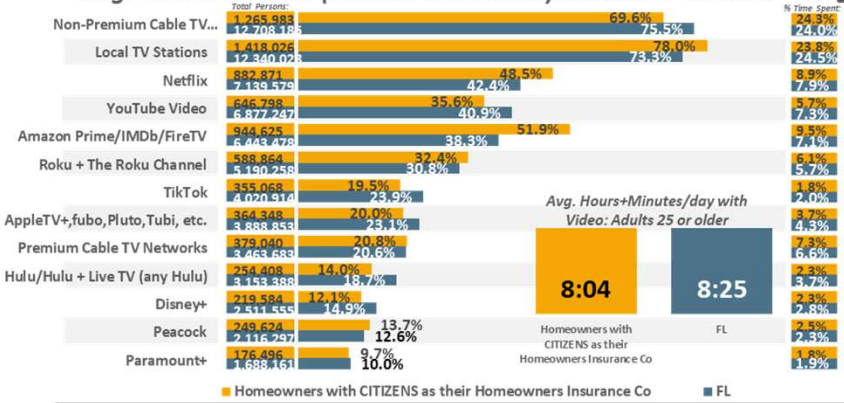
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]

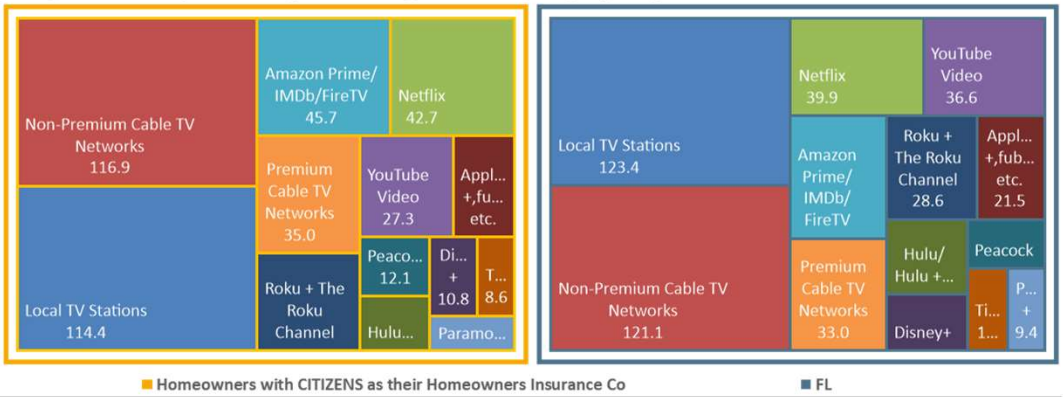


1,400,456 or 77.% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 110.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.

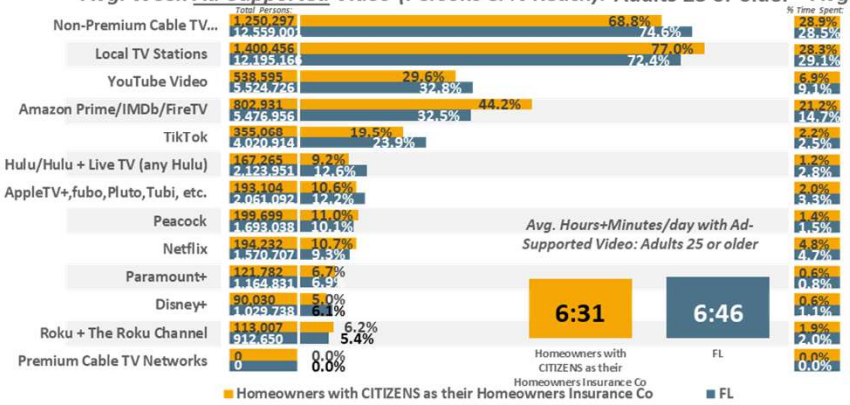
Avg. Week All Video (Persons & % Reach): Adults 25 or older



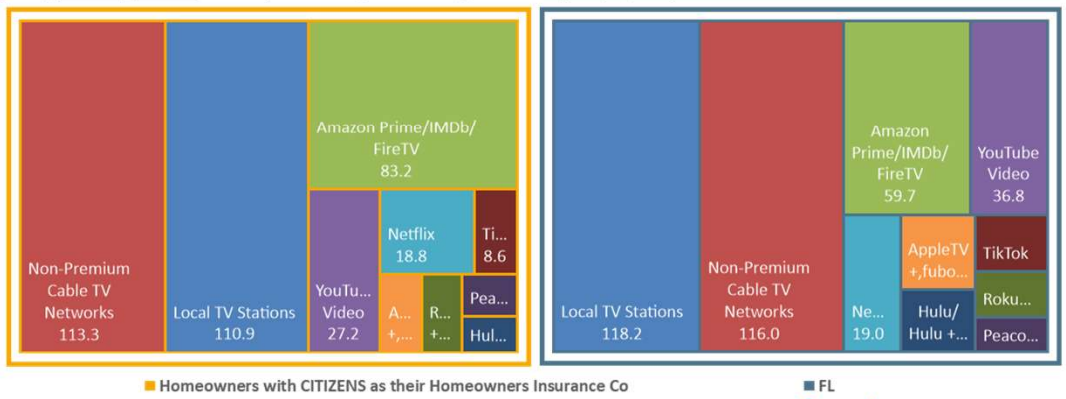
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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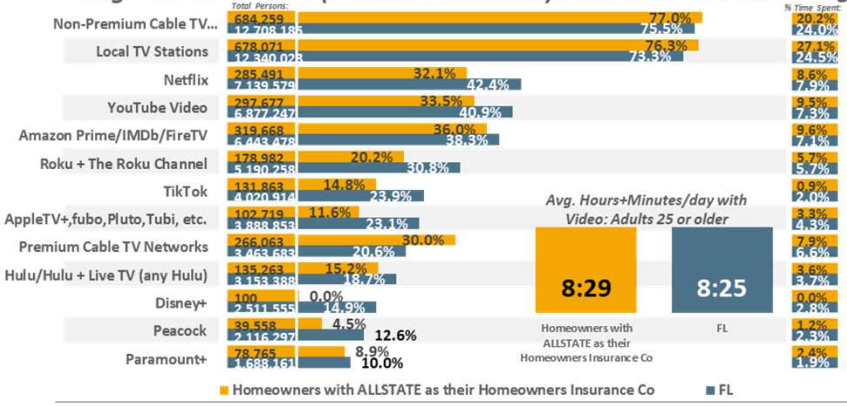
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]

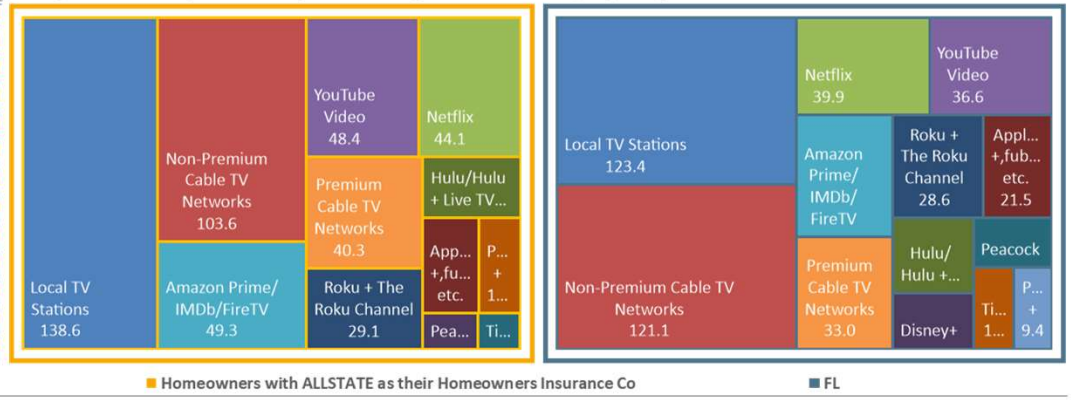


671,594 or 75.6% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 129.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

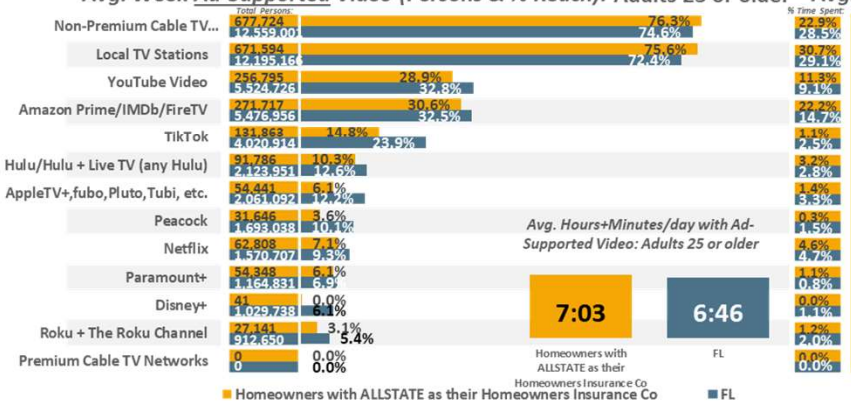
Avg. Week All Video (Persons & % Reach): Adults 25 or older



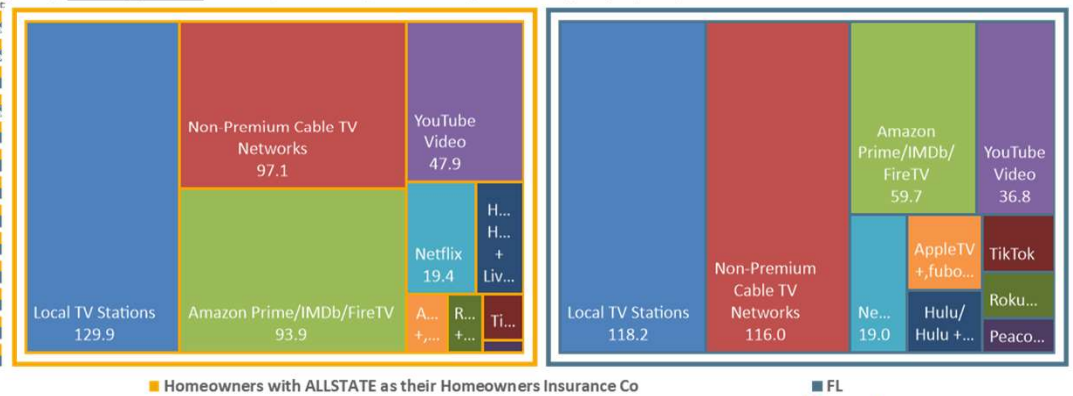
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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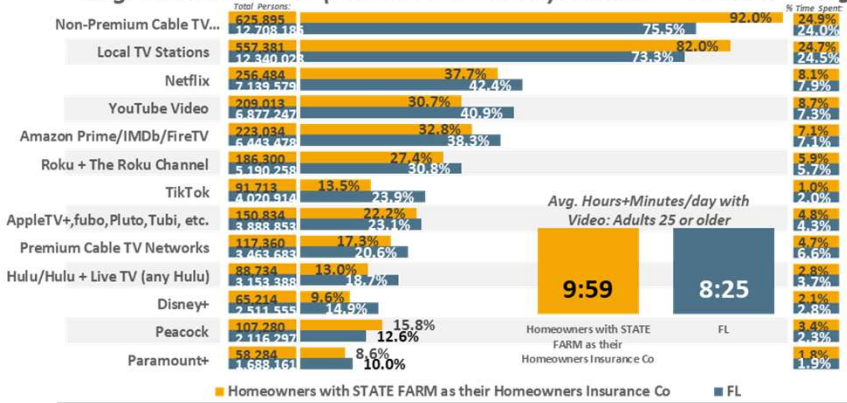
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

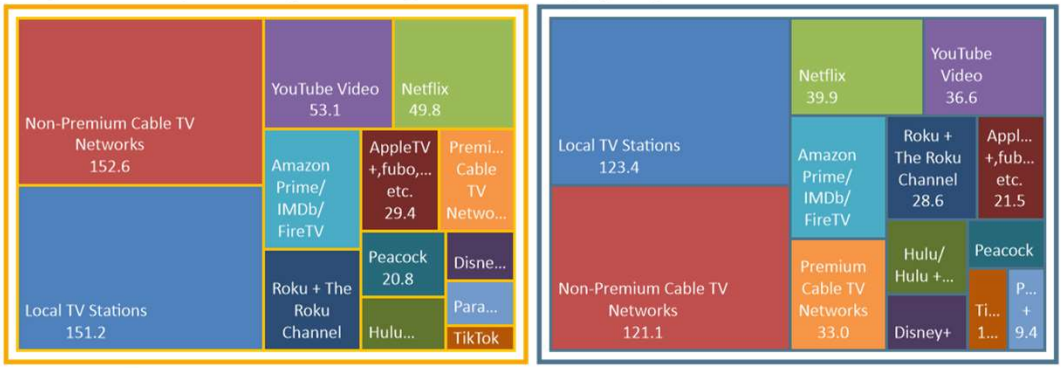


554,088 or 81.5% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 141.7 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.

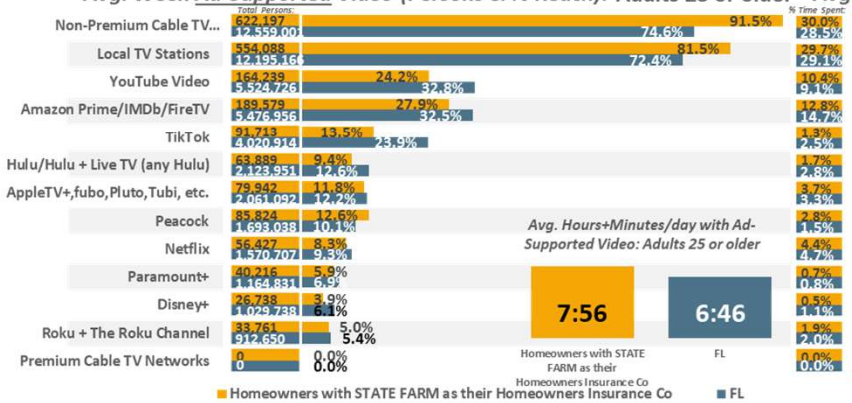
Avg. Week All Video (Persons & % Reach): Adults 25 or older



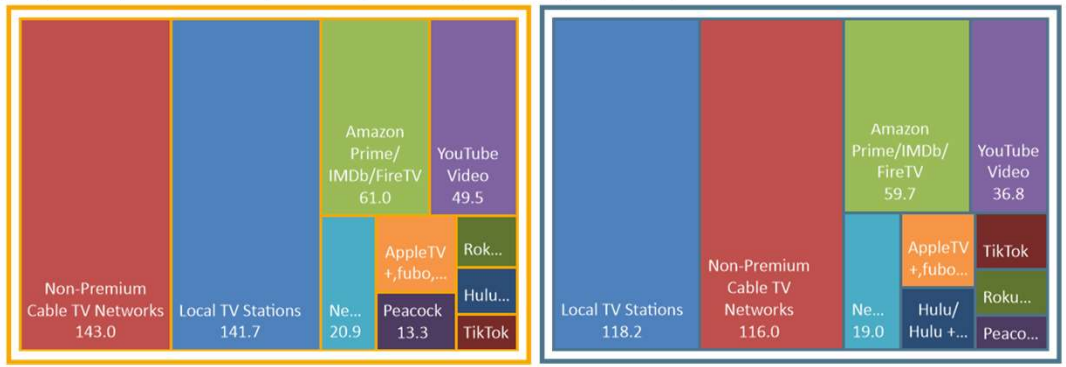
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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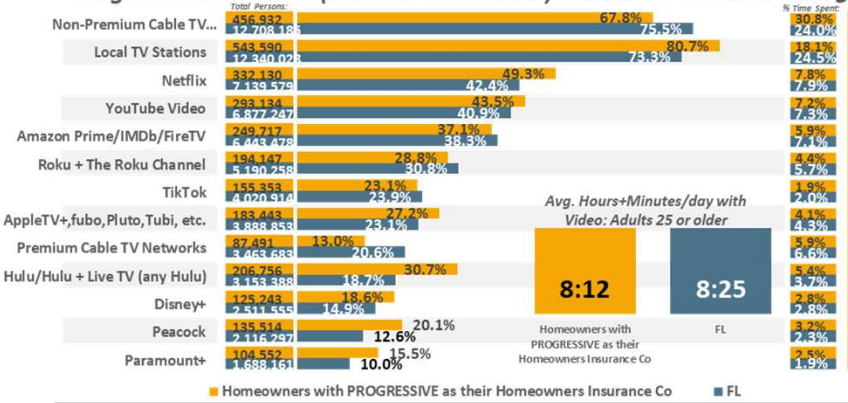
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]

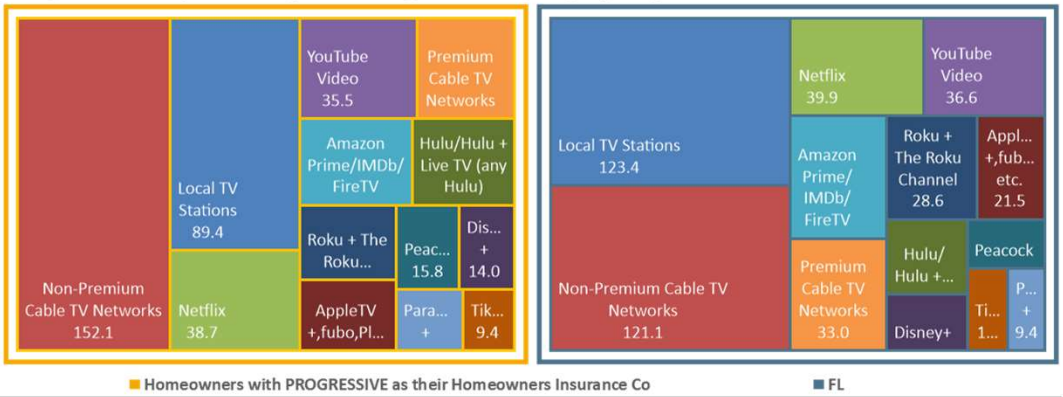


536,871 or 79.7% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 21.9% of all time spent daily with Ad-Supported Video.

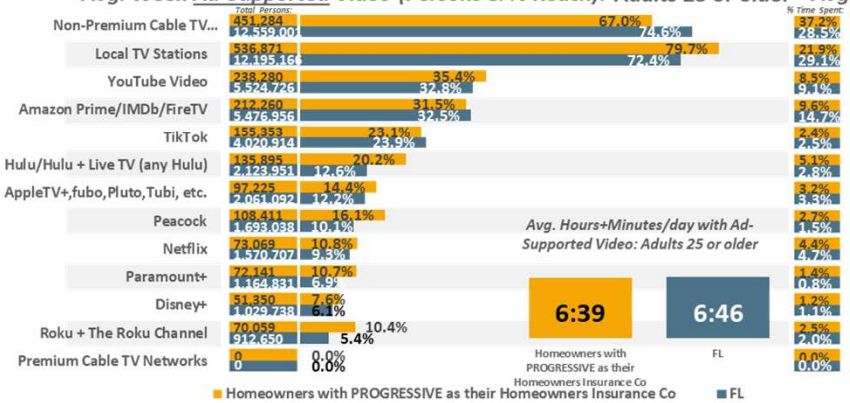
Avg. Week All Video (Persons & % Reach): Adults 25 or older



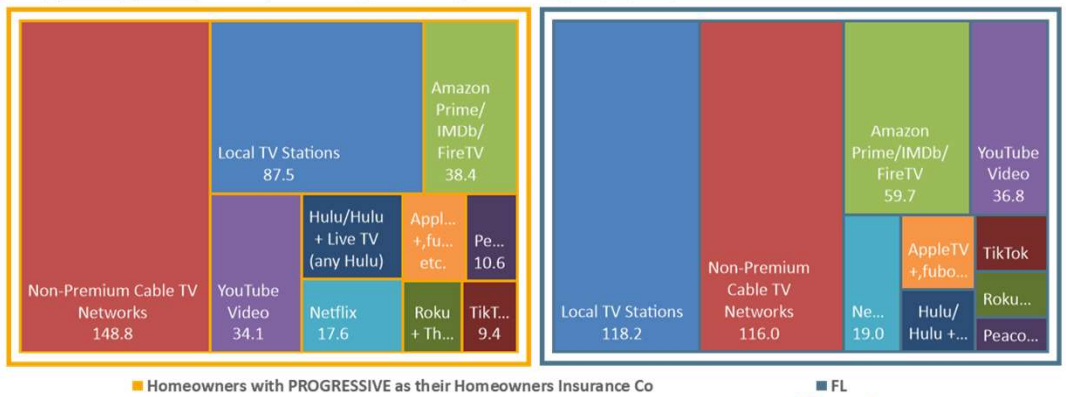
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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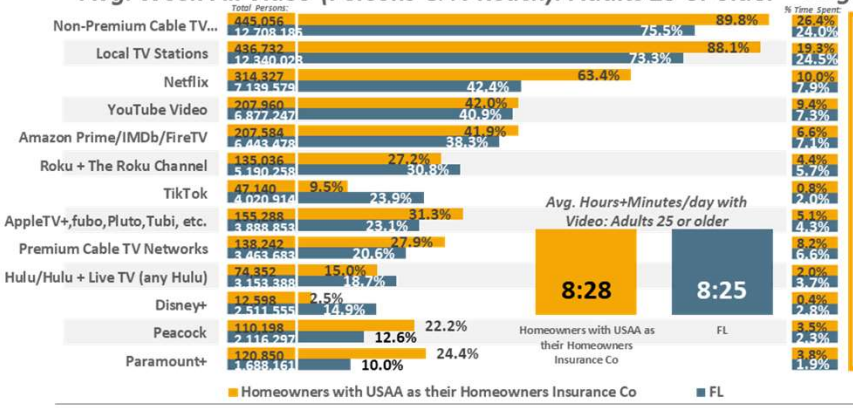
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



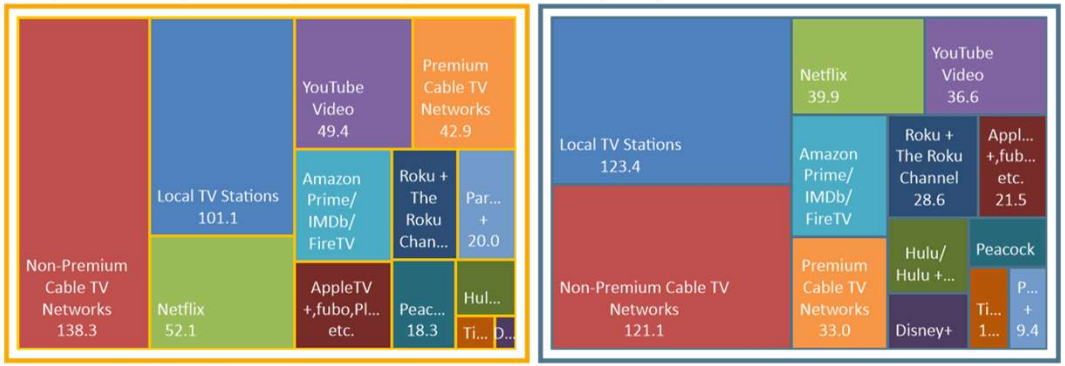
USAA

432,791 or 87.3% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 91.4 minutes every day representing 22.6% of all time spent daily with Ad-Supported Video.

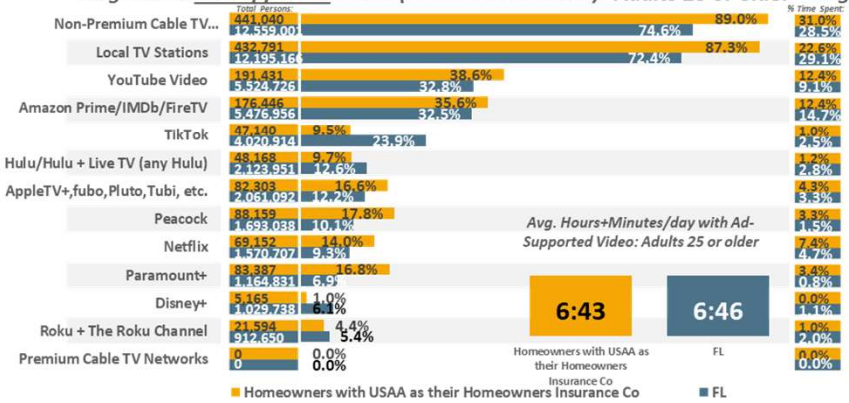
Avg. Week All Video (Persons & % Reach): Adults 25 or older



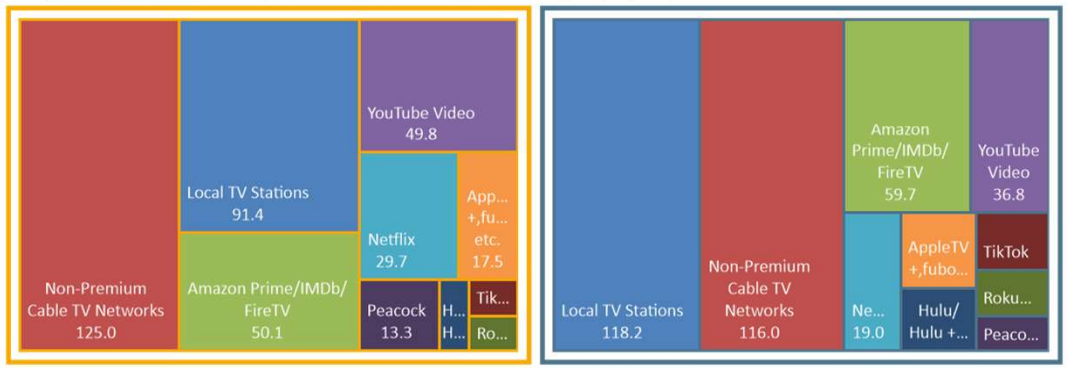
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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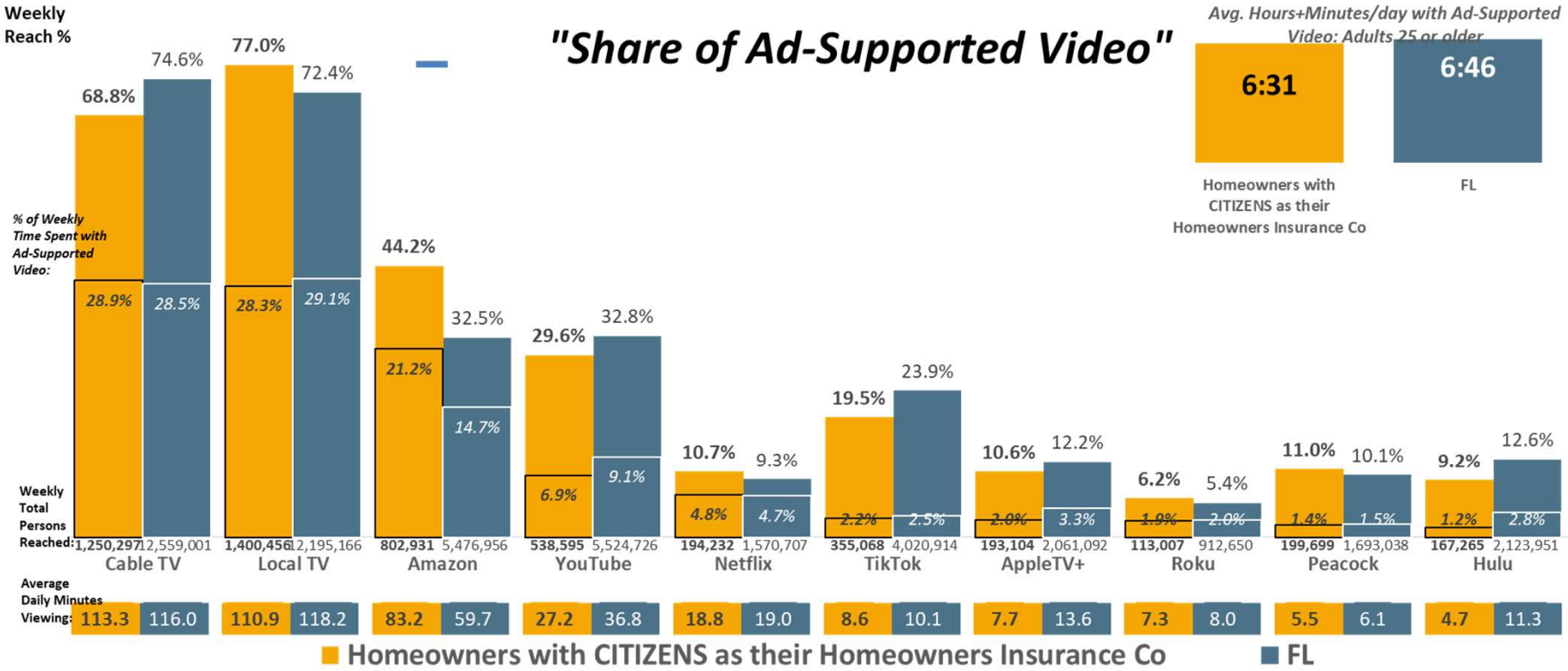
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



CITIZENS
PROPERTY INSURANCE CORPORATION

1,400,456 or 77.7% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 110.9 minutes every day representing 28.3% of all time spent daily with Ad-Supported Video.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

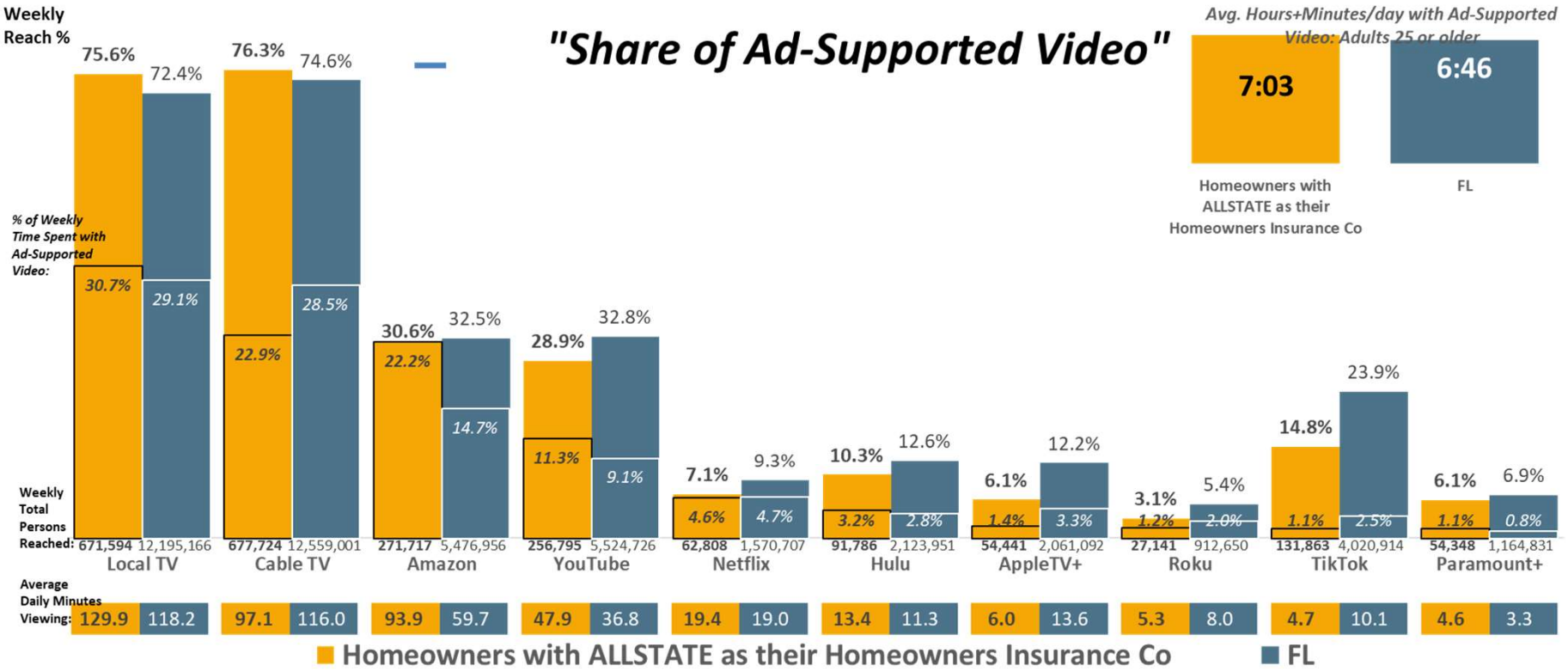
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



671,594 or 75.6% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 129.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

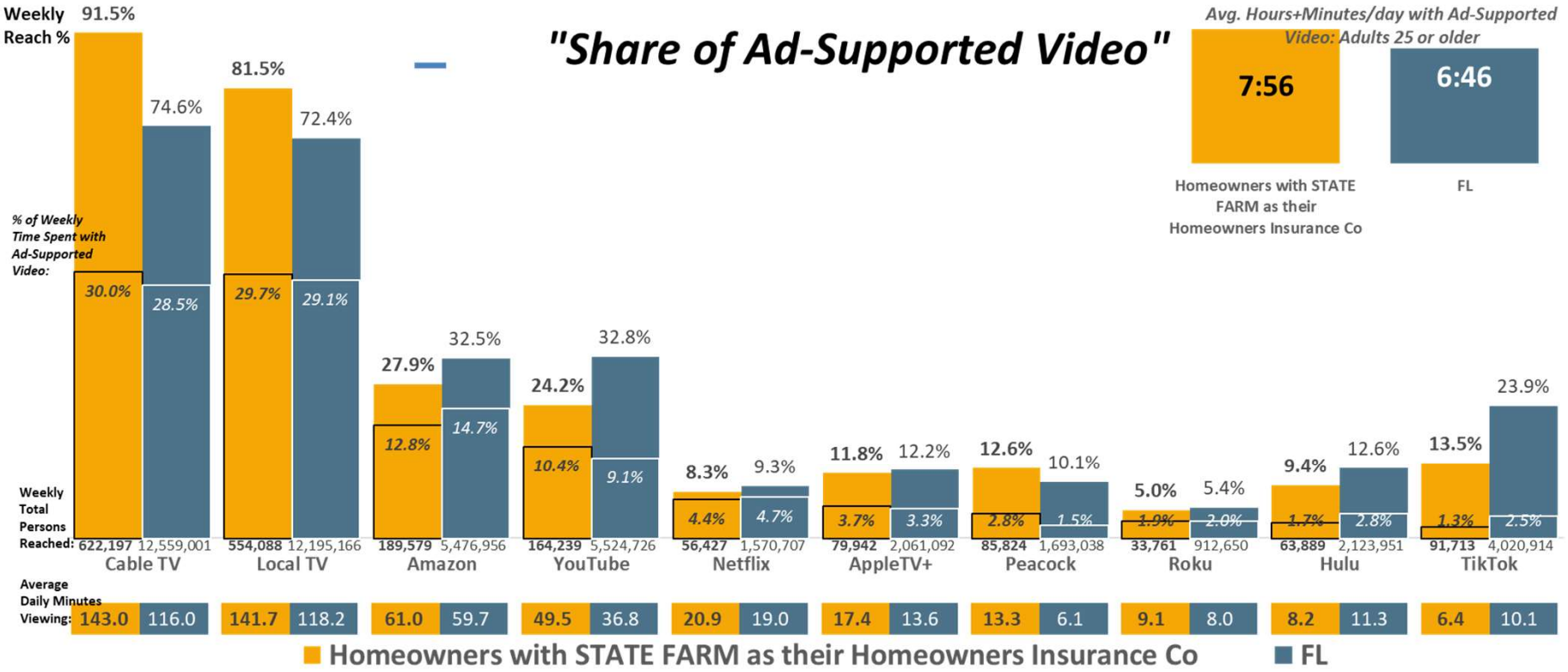
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]



554,088 or 81.5% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 141.7 minutes every day representing 29.7% of all time spent daily with Ad-Supported Video.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

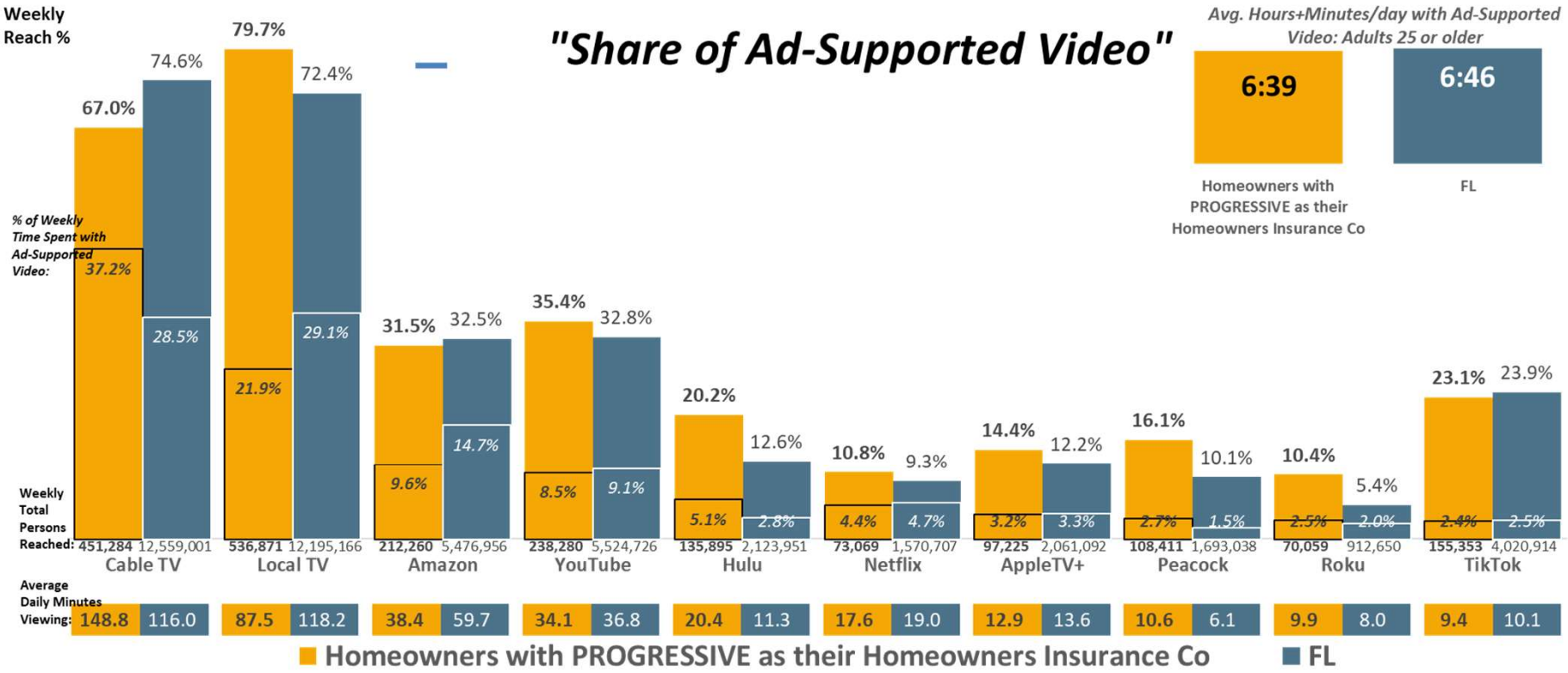
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



536,871 or 79.7% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 87.5 minutes every day representing 21.9% of all time spent daily with Ad-Supported Video.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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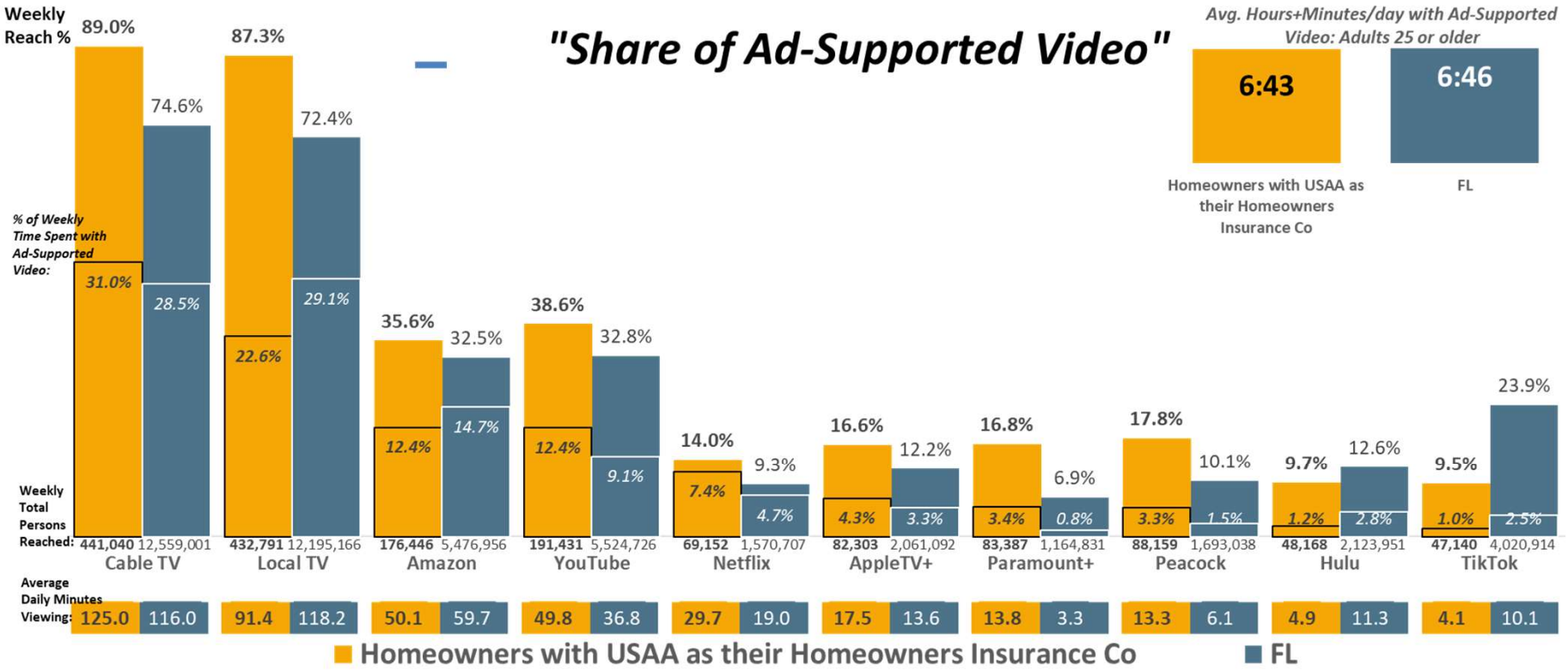
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]



USAA

432,791 or 87.3% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co watch Ad-Supported Local TV Stations for an average of 91.4 minutes every day representing 22.6% of all time spent daily with Ad-Supported Video.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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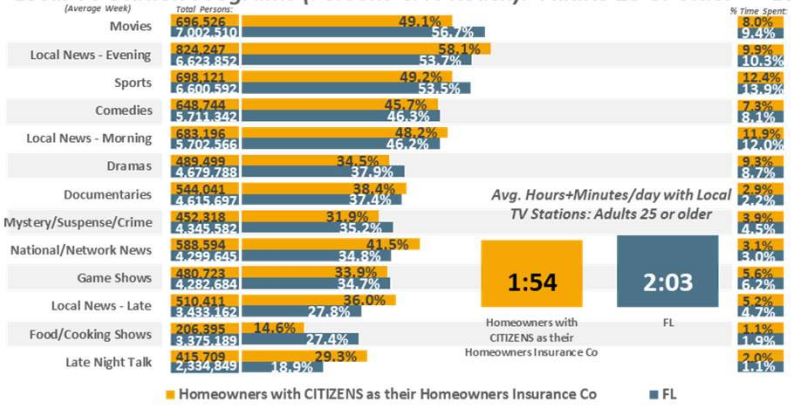
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]

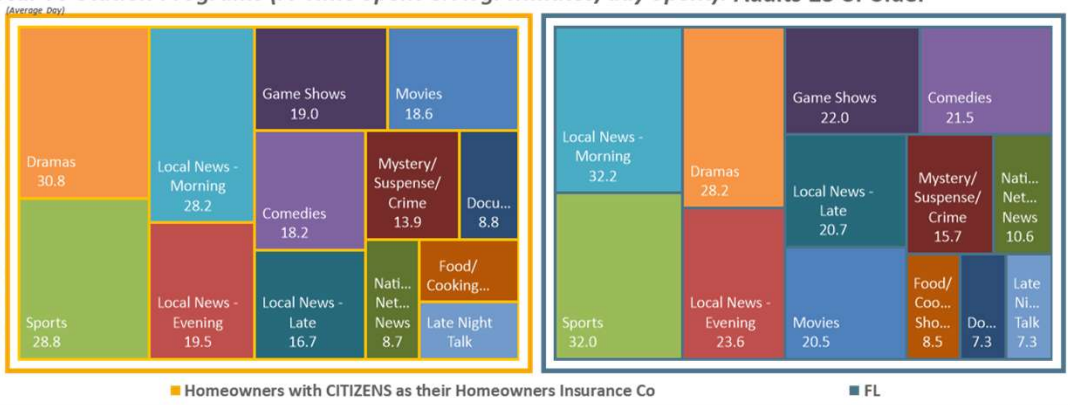


1,400,456 or 77.% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Movies, Local News - Morning, Comedies, and National/Network News.

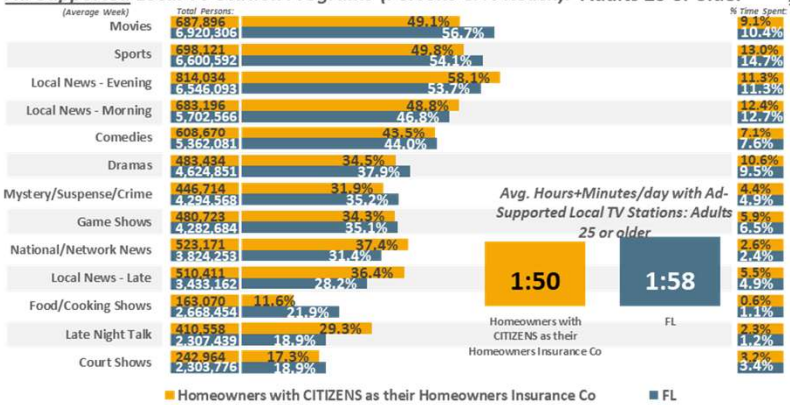
Local TV Station Programs (Persons & % Reach): Adults 25 or older



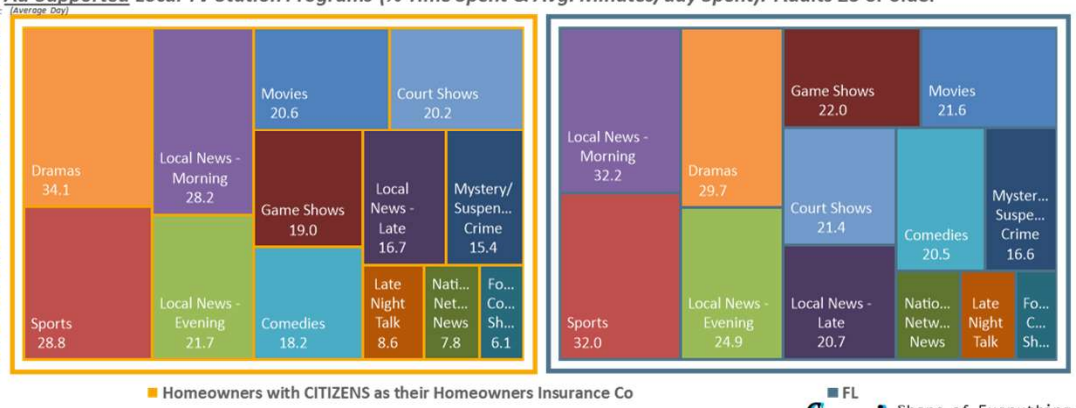
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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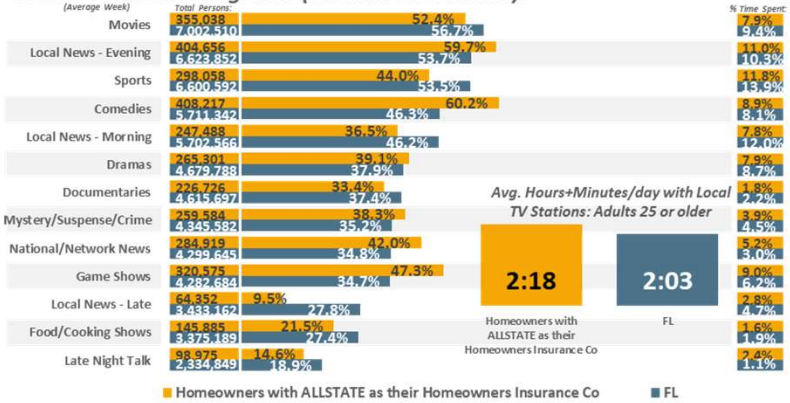
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens)]]

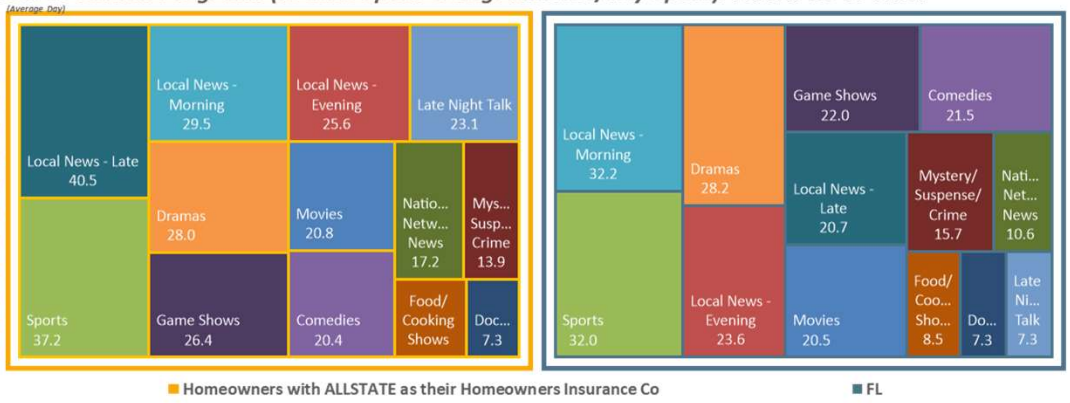


671,594 or 75.6% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Movies, Game Shows, Sports, and Dramas.

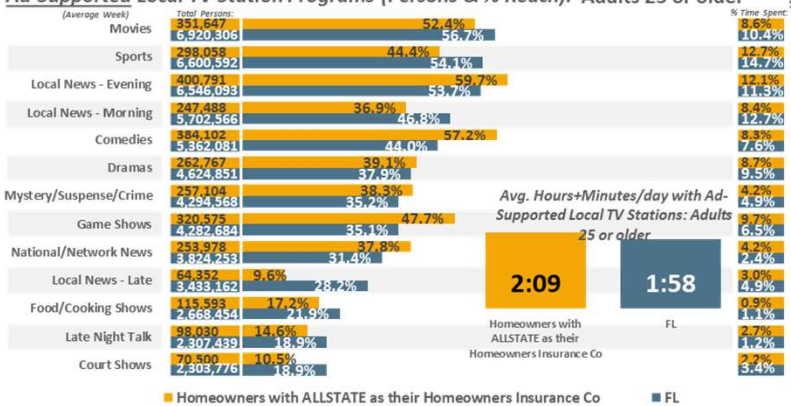
Local TV Station Programs (Persons & % Reach): Adults 25 or older



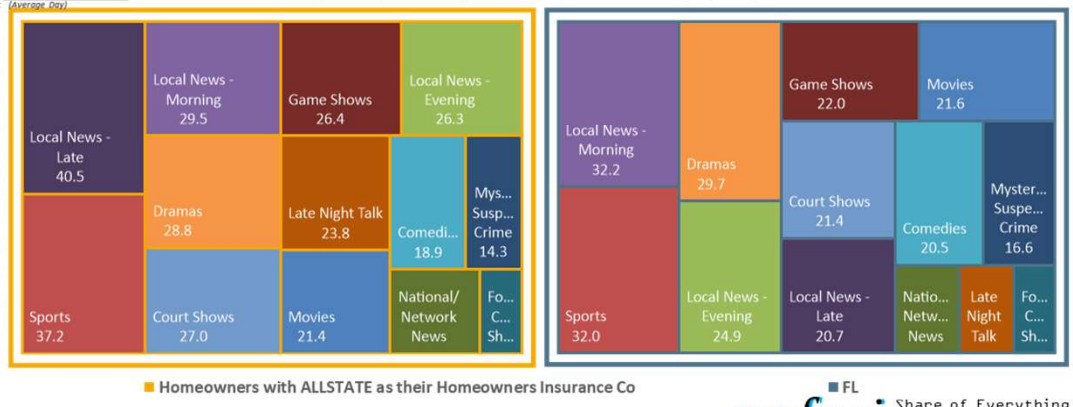
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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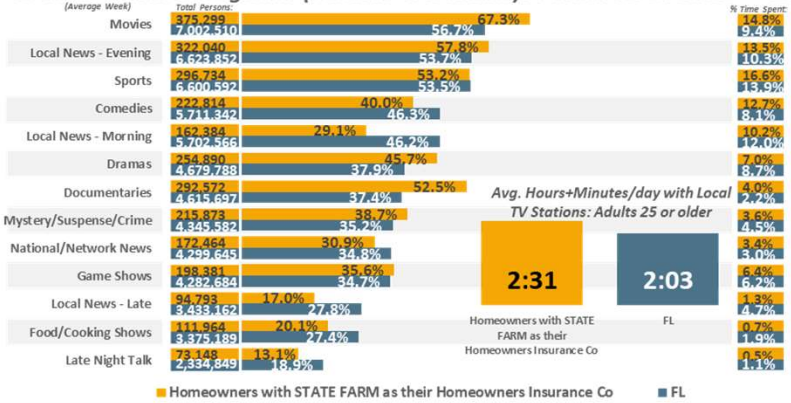
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

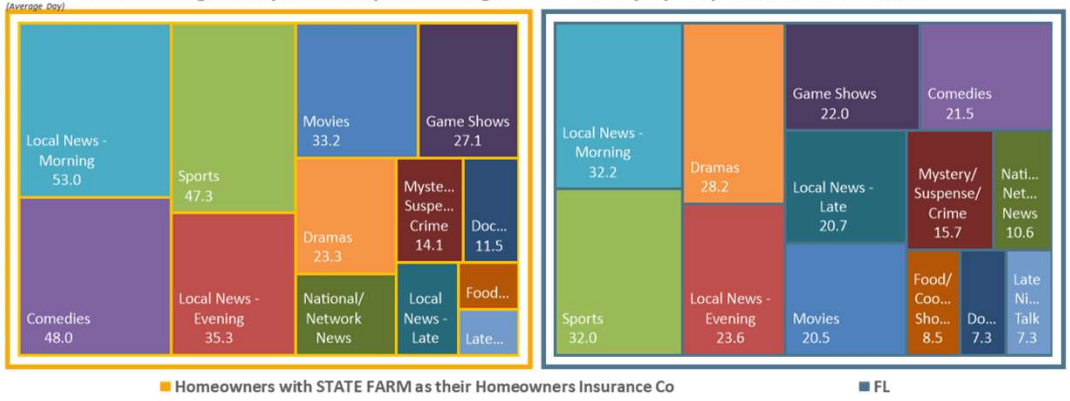


554,088 or 81.5% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Evening, Sports, Dramas, Mystery/Suspense/Crime, and Comedies.

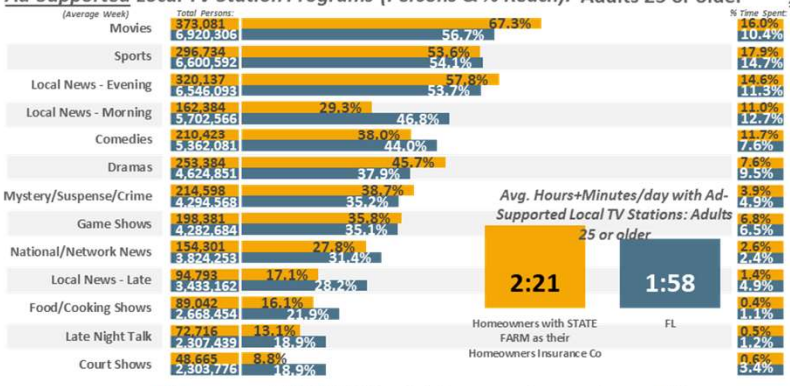
Local TV Station Programs (Persons & % Reach): Adults 25 or older



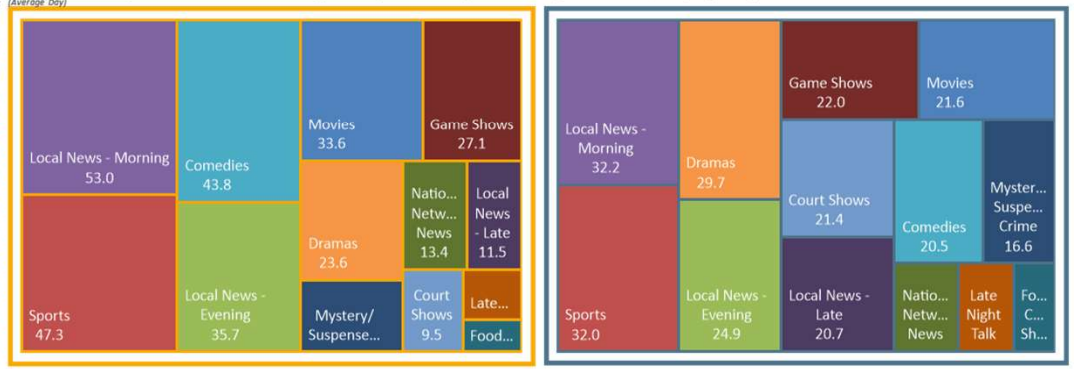
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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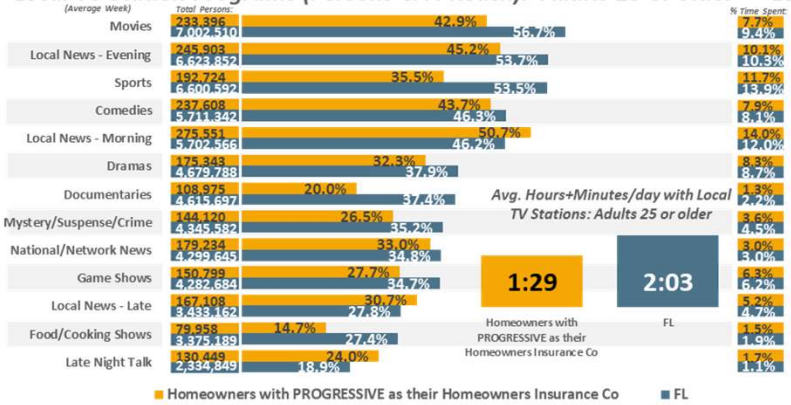
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]

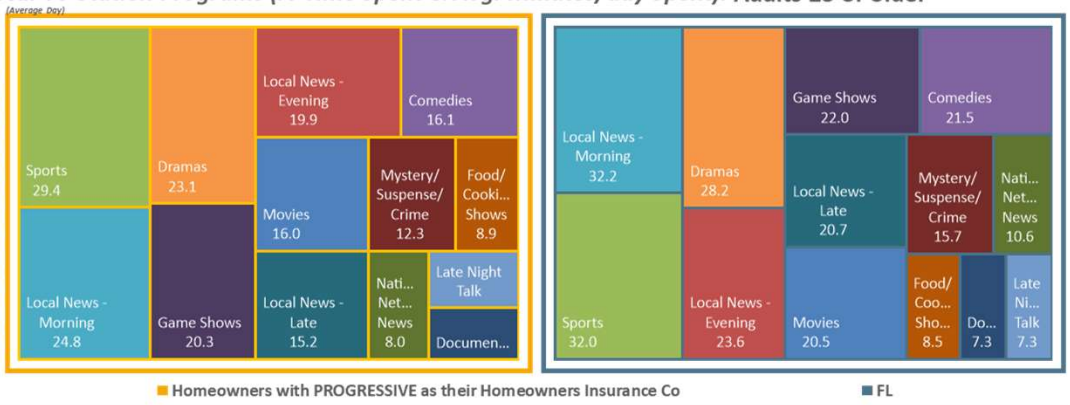


536,871 or 79.7% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Movies, Comedies, Sports, and Dramas.

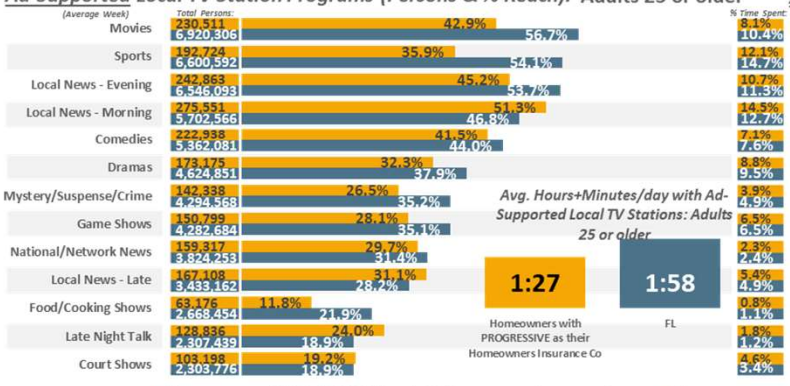
Local TV Station Programs (Persons & % Reach): Adults 25 or older



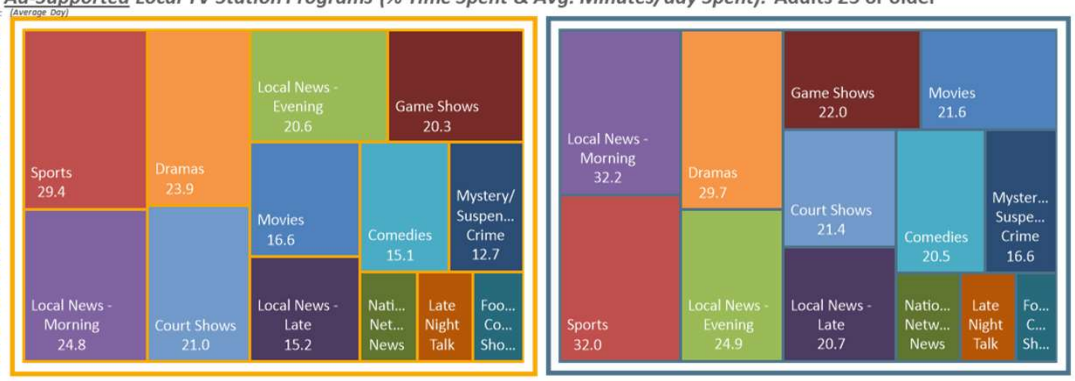
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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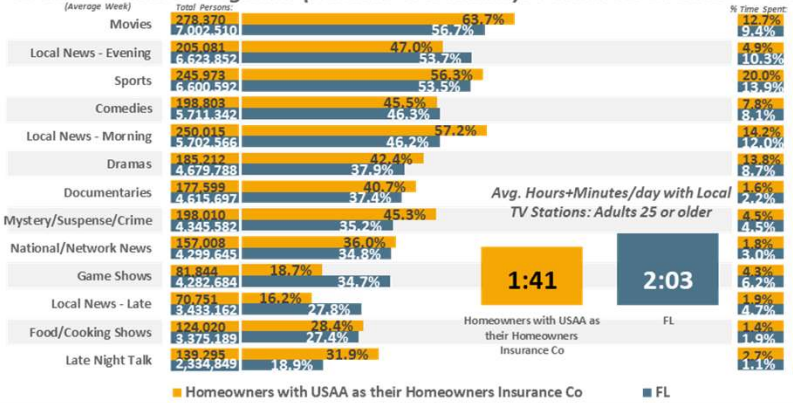
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



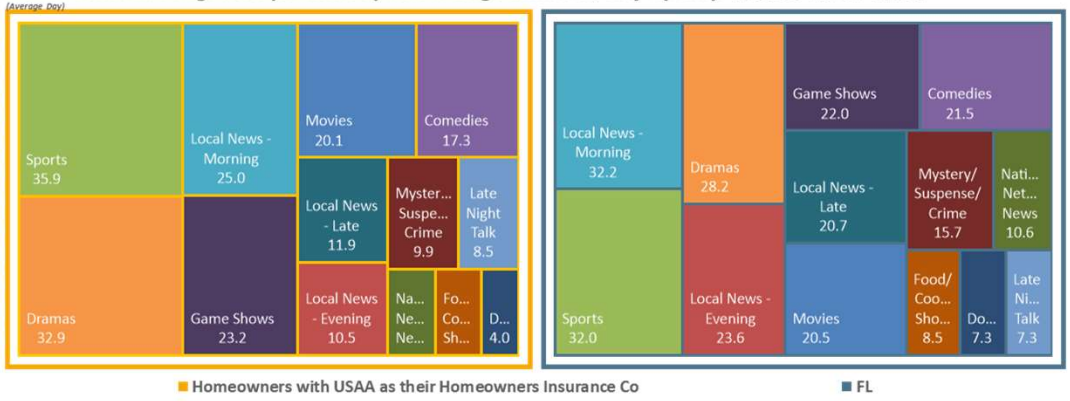
USAA

432,791 or 87.3% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co watch Ad-Supported Local TV Stations. The Top 6-Programs are Movies, Local News - Morning, Sports, Local News - Evening, Mystery/Suspense/Crime, and Comedies.

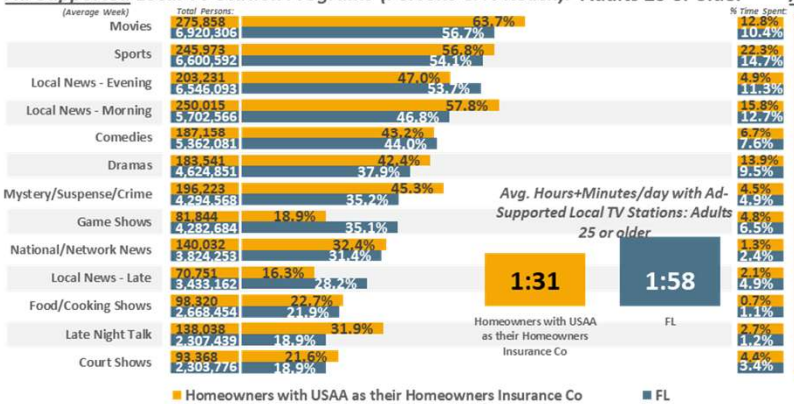
Local TV Station Programs (Persons & % Reach): Adults 25 or older



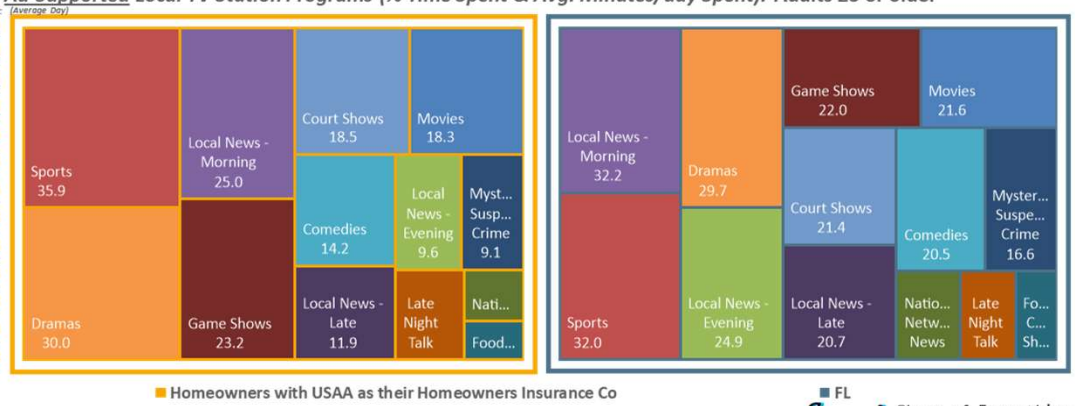
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 25 or older



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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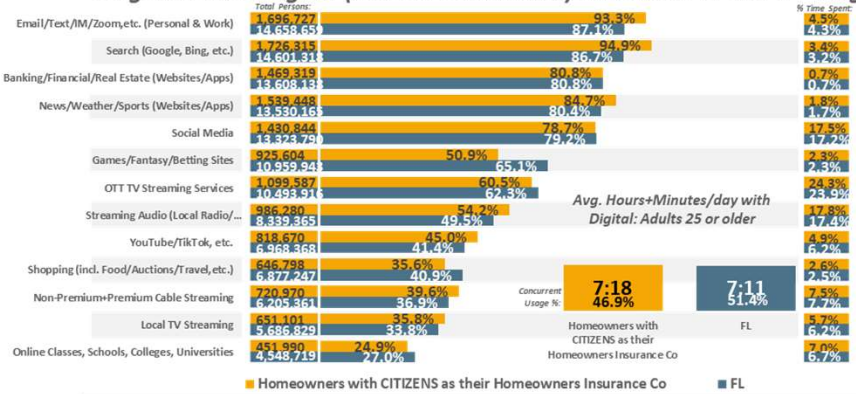
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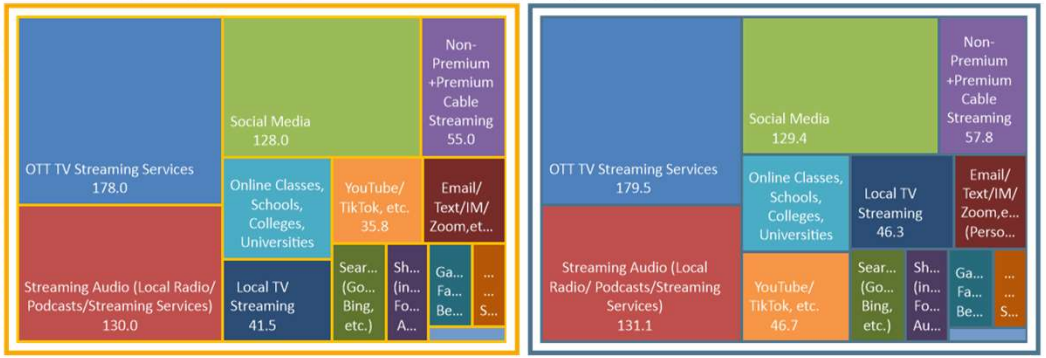
CITIZENS
PROPERTY INSURANCE CORPORATION

1,290,356 or 71.% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co use Ad-Supported Social Media for an average of 115.4 minutes every day representing 21.% of all time spent daily with Ad-Supported Digital Media.

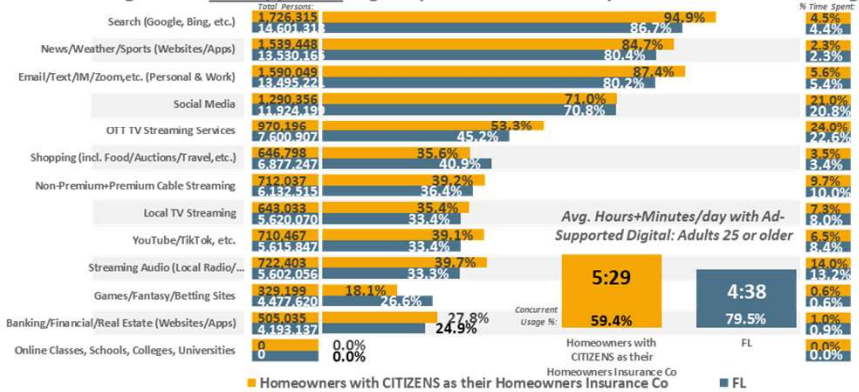
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



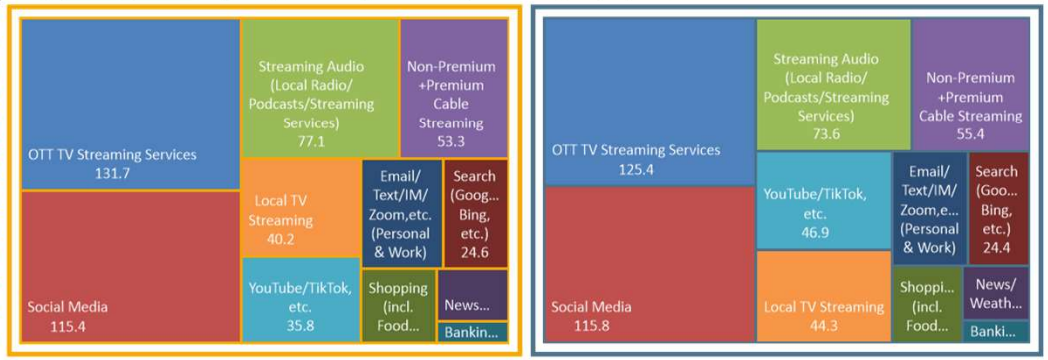
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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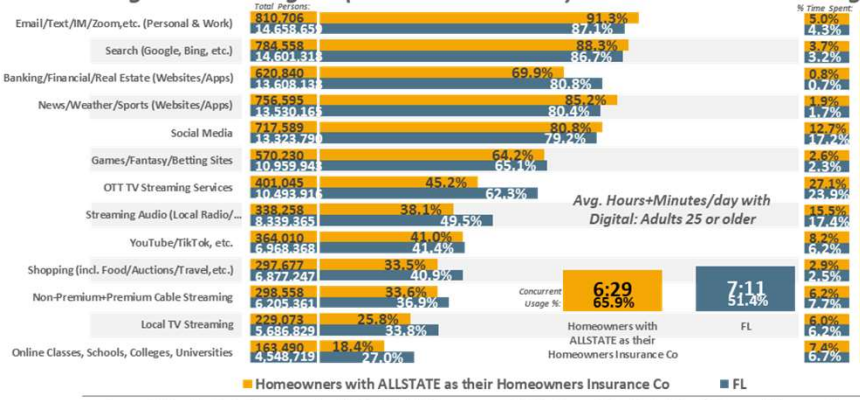
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]

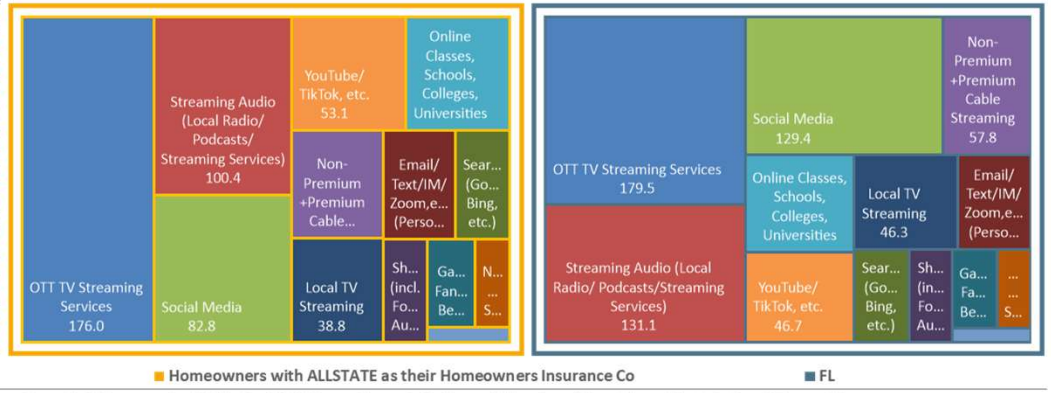


697,388 or 78.5% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co use Ad-Supported Social Media for an average of 80.5 minutes every day representing 16.1% of all time spent daily with Ad-Supported Digital Media.

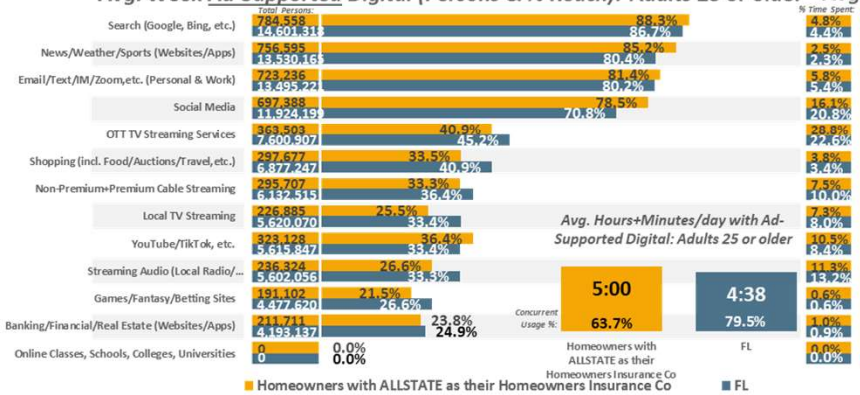
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



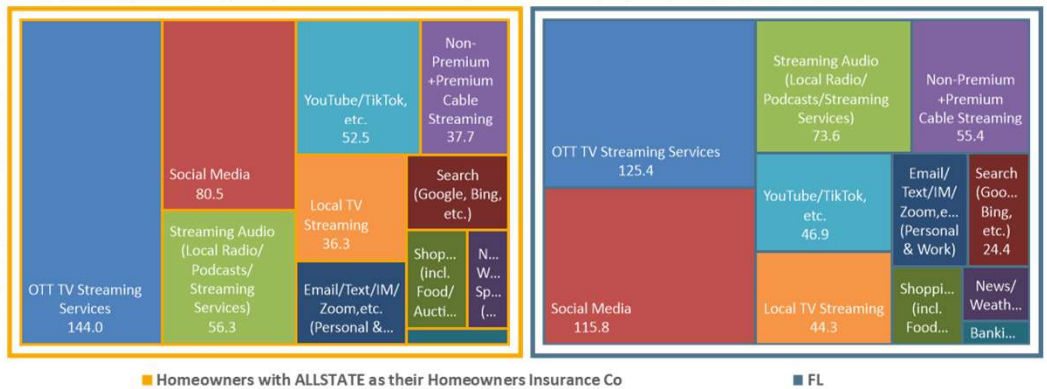
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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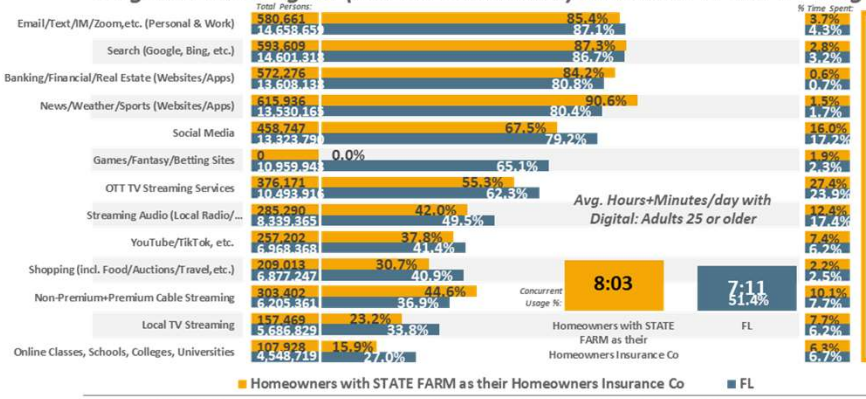
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

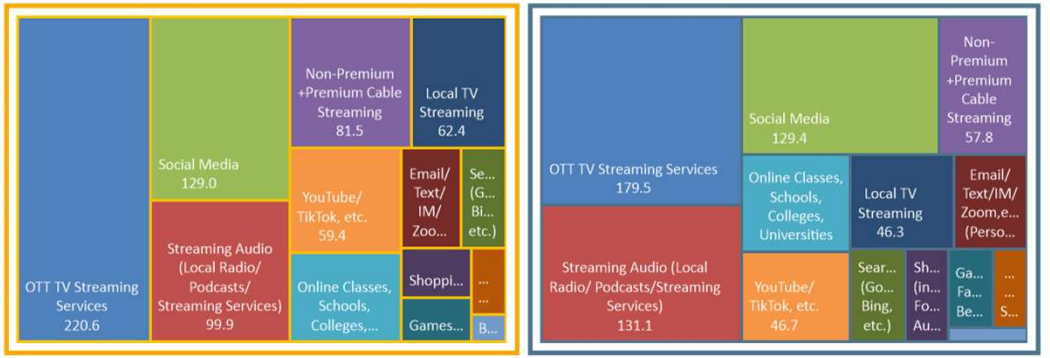


398,959 or 58.7% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co use Ad-Supported Social Media for an average of 112.2 minutes every day representing 19.8% of all time spent daily with Ad-Supported Digital Media.

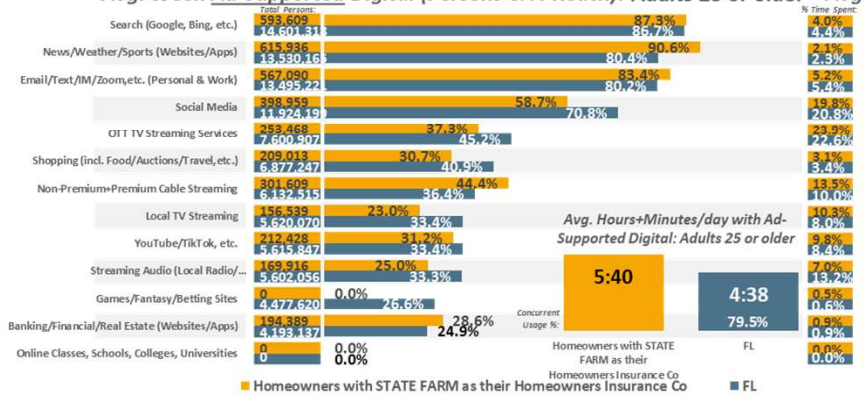
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



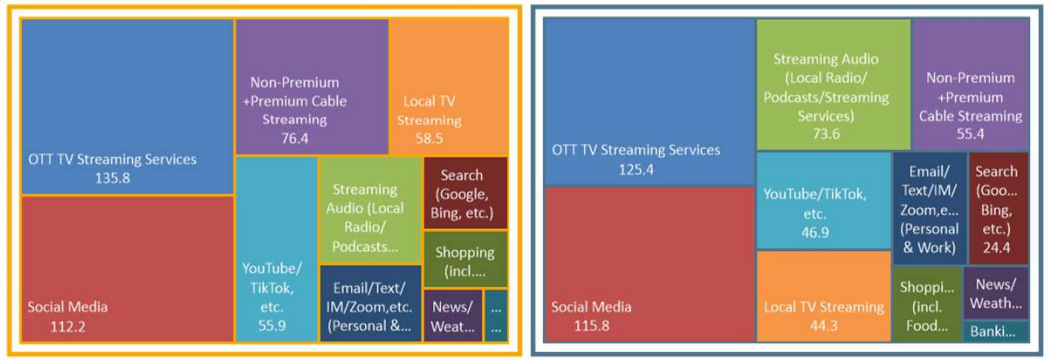
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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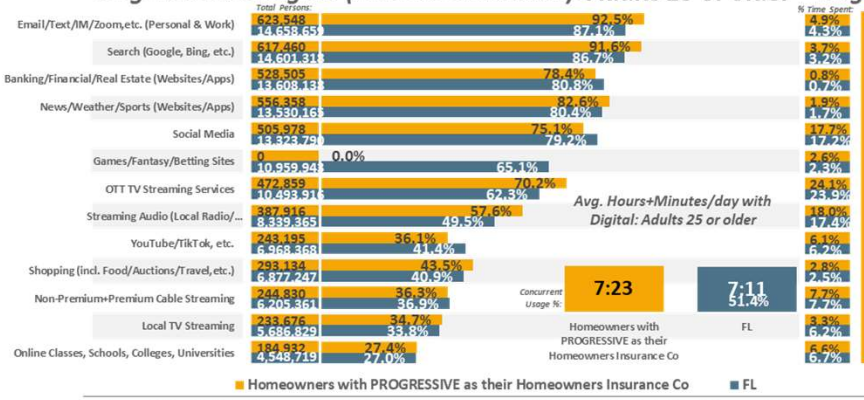
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]

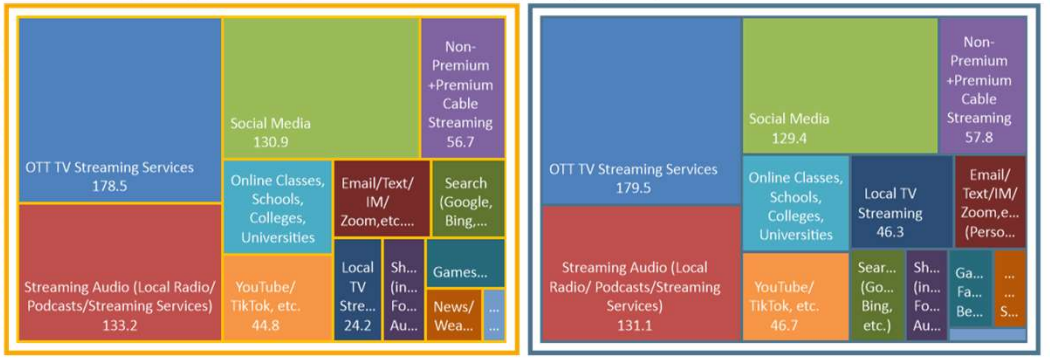


495,005 or 73.5% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co use Ad-Supported Social Media for an average of 128.1 minutes every day representing 23.4% of all time spent daily with Ad-Supported Digital Media.

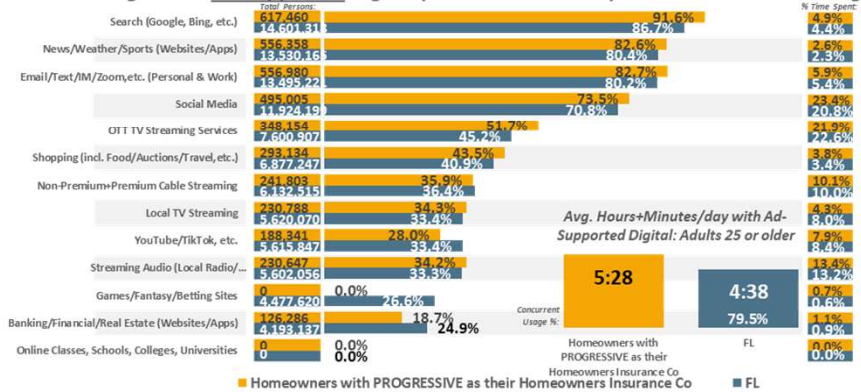
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



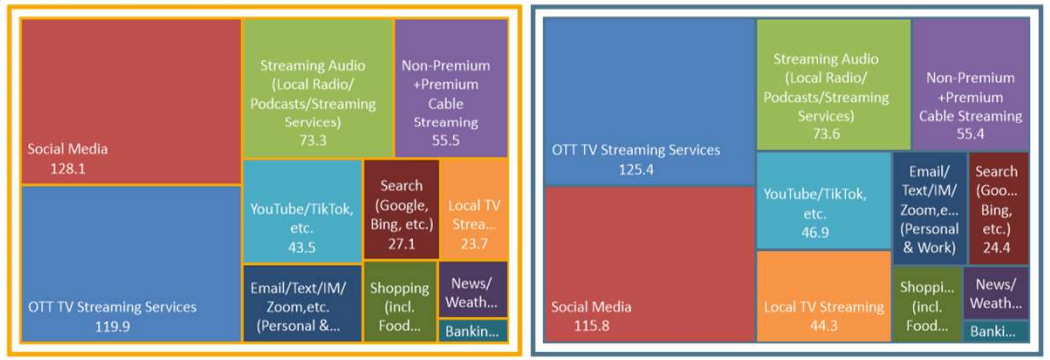
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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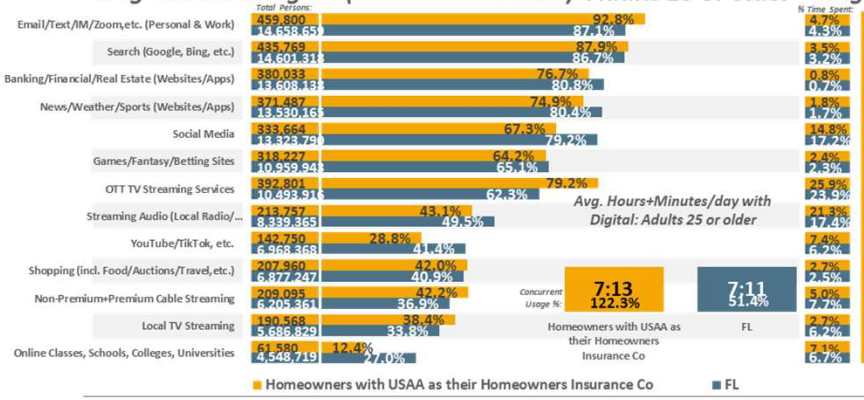
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]

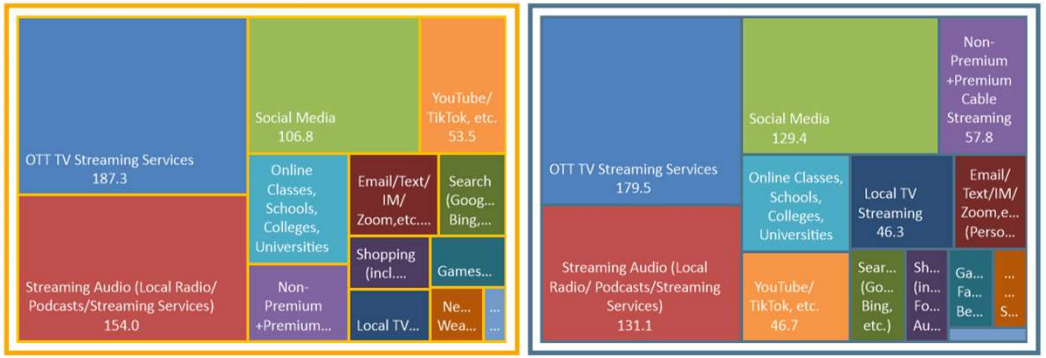


313,956 or 63.3% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co use Ad-Supported Social Media for an average of 100.5 minutes every day representing 19.4% of all time spent daily with Ad-Supported Digital Media.

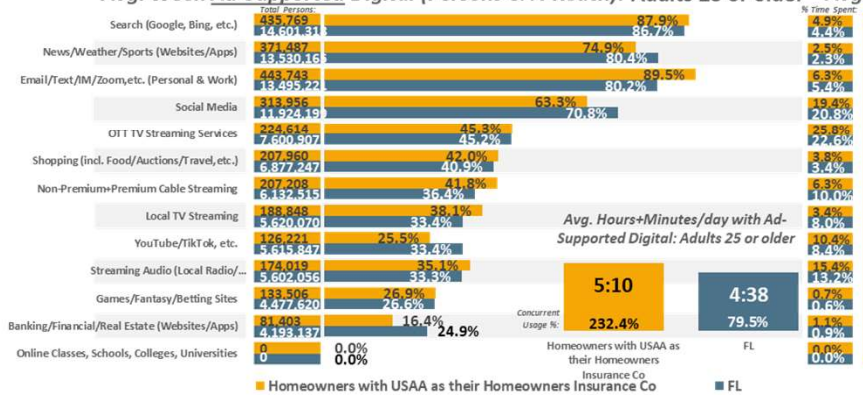
Avg. Week All Digital (Persons & % Reach): Adults 25 or older



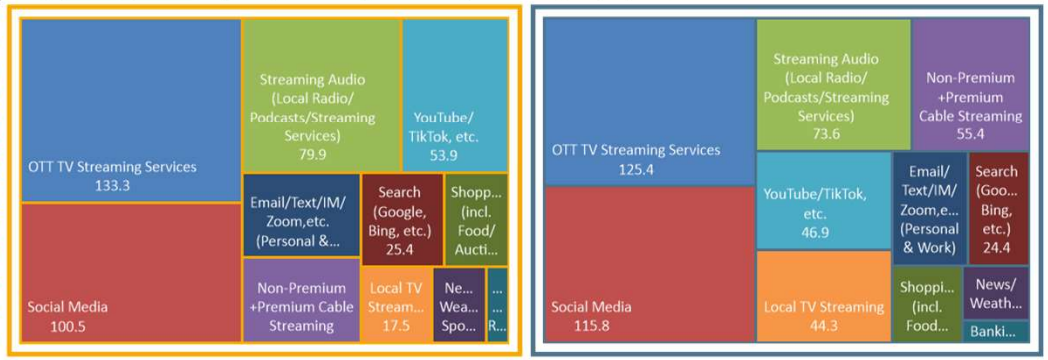
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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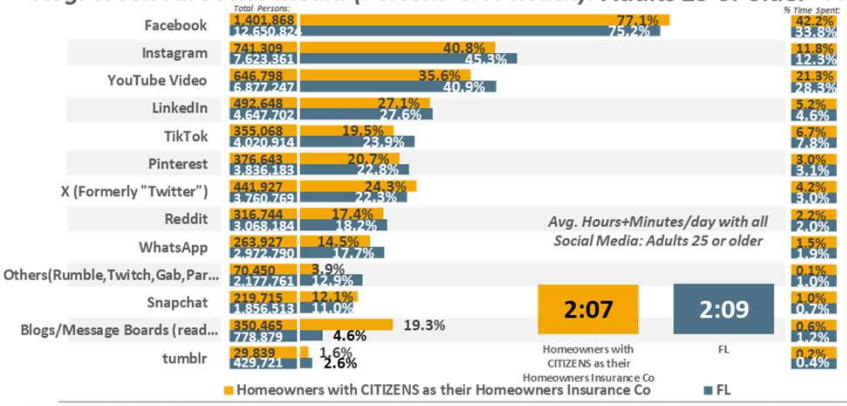
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



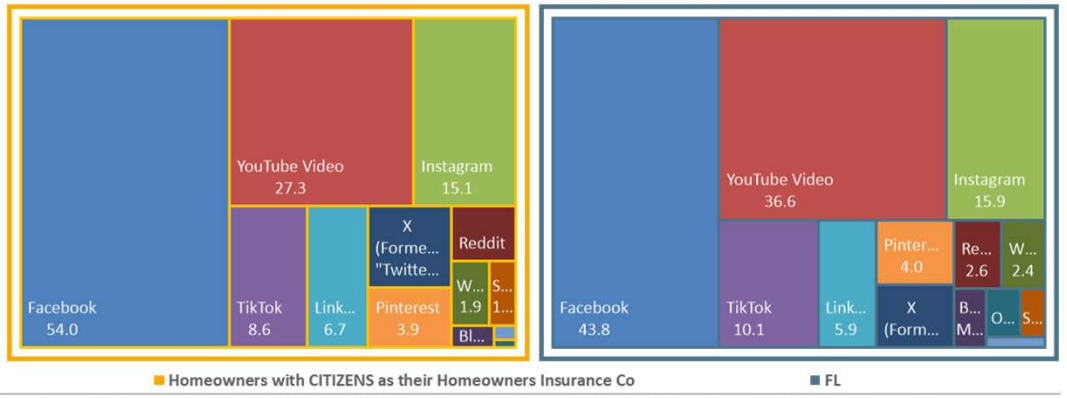
CITIZENS
PROPERTY INSURANCE CORPORATION

1,290,356 or 71.% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co use Ad-Supported Facebook for an average of 43. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.

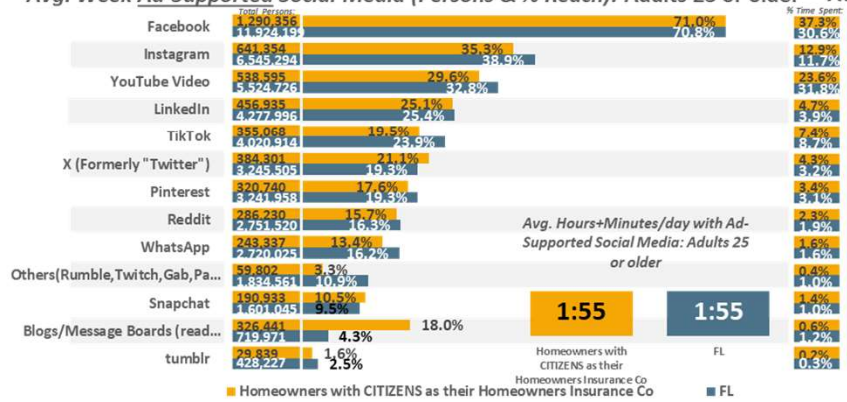
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



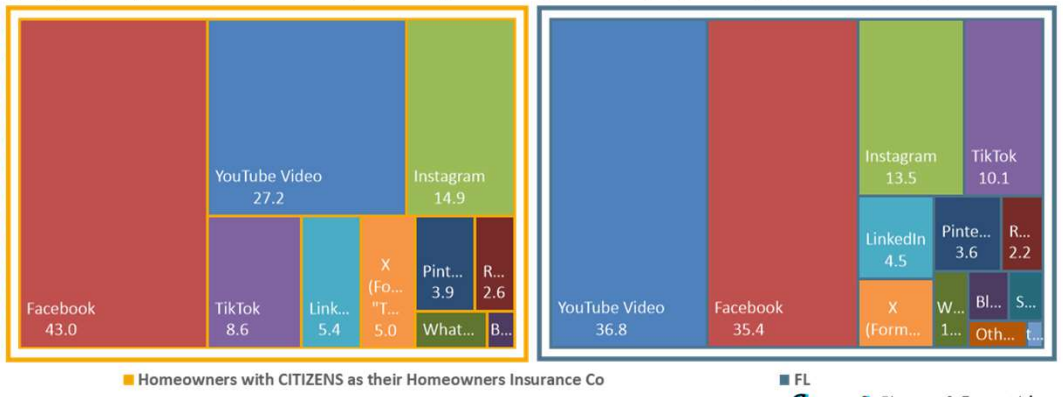
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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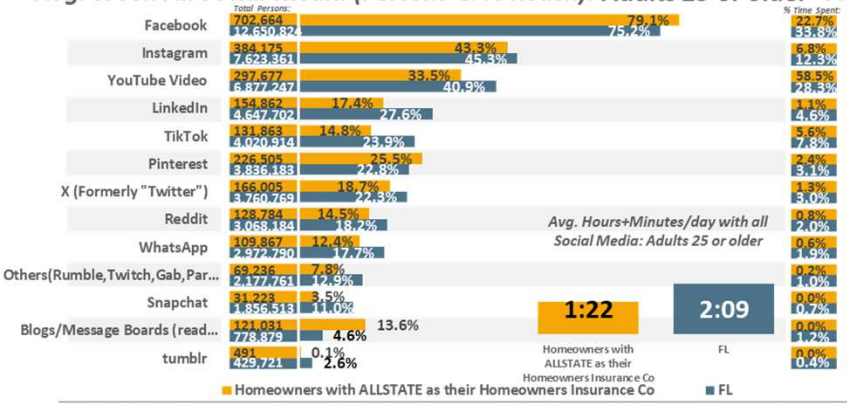
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens)]]

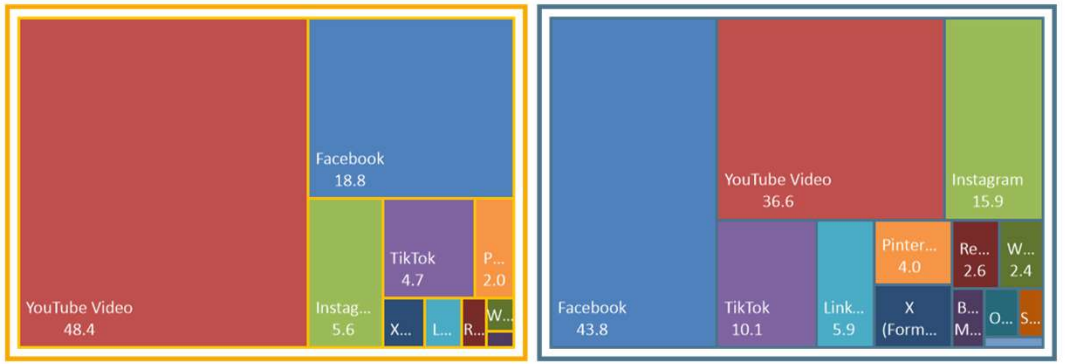


256,795 or 28.9% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co use Ad-Supported YouTube Video for an average of 47.9 minutes every day representing 59.5% of all time spent daily with Ad-Supported Social Media.

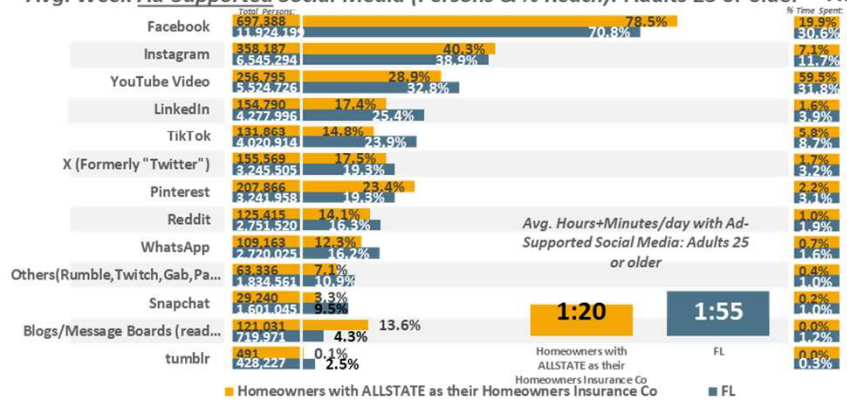
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



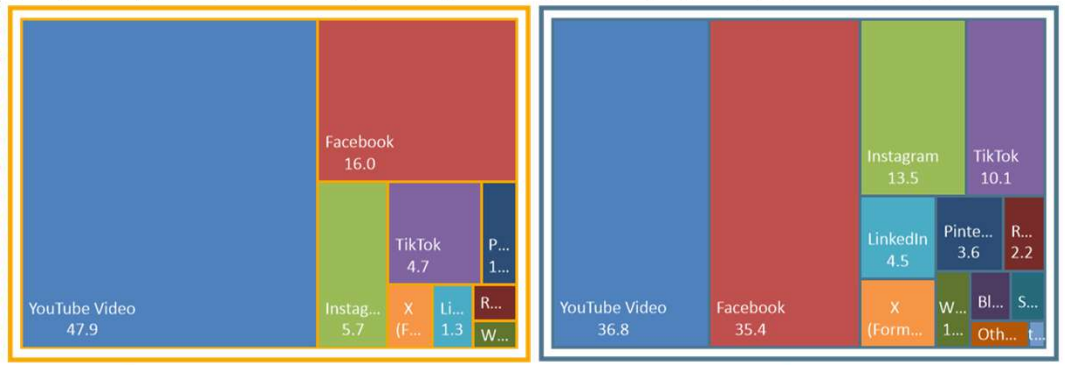
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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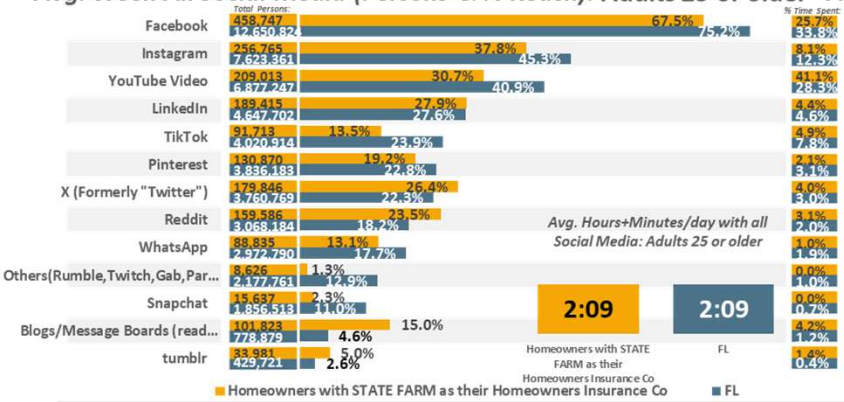
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate)]]

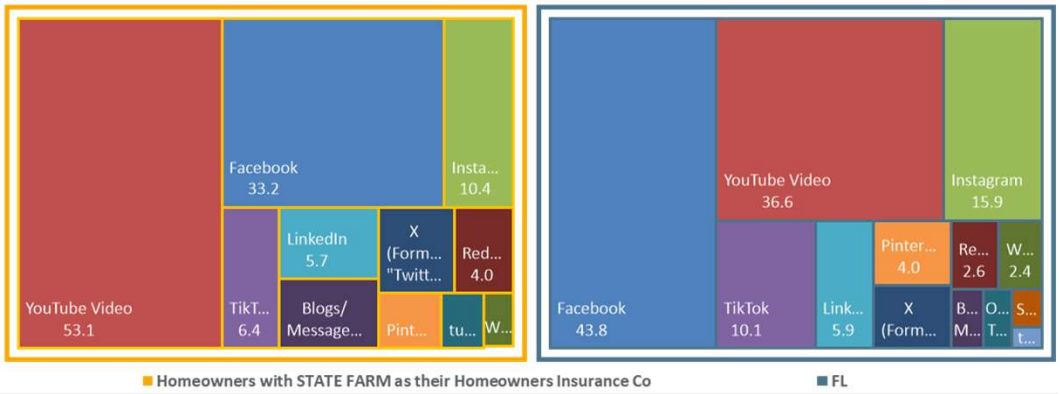


164,239 or 24.2% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co use Ad-Supported YouTube Video for an average of 49.5 minutes every day representing 44.1% of all time spent daily with Ad-Supported Social Media.

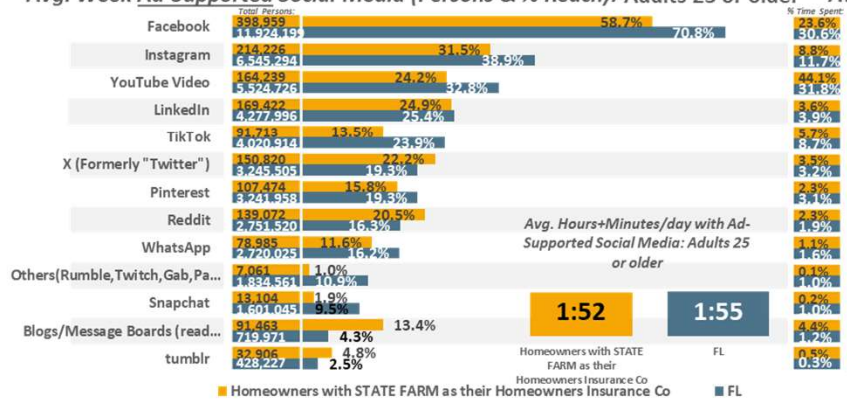
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



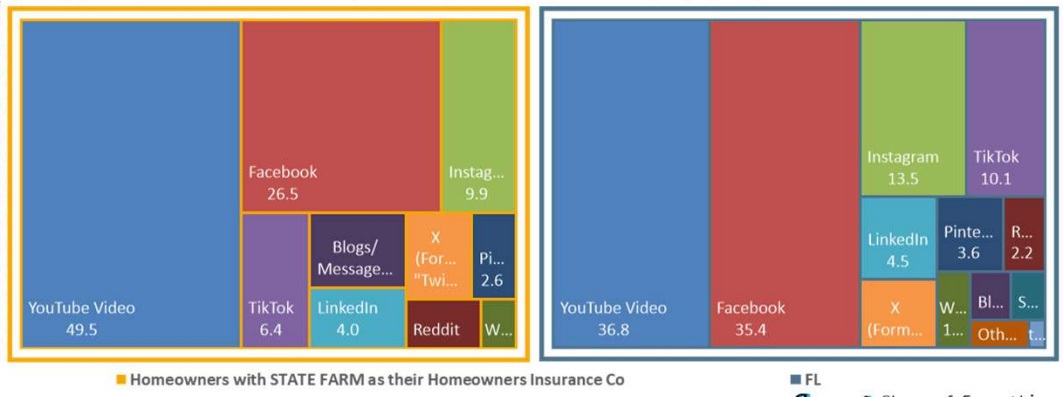
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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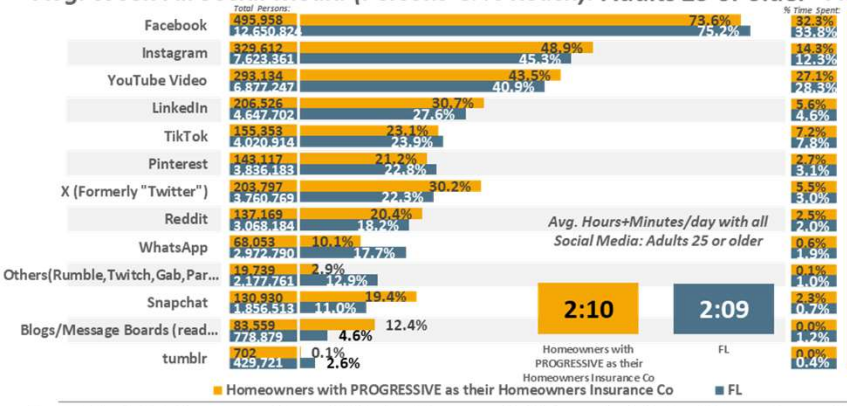
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]

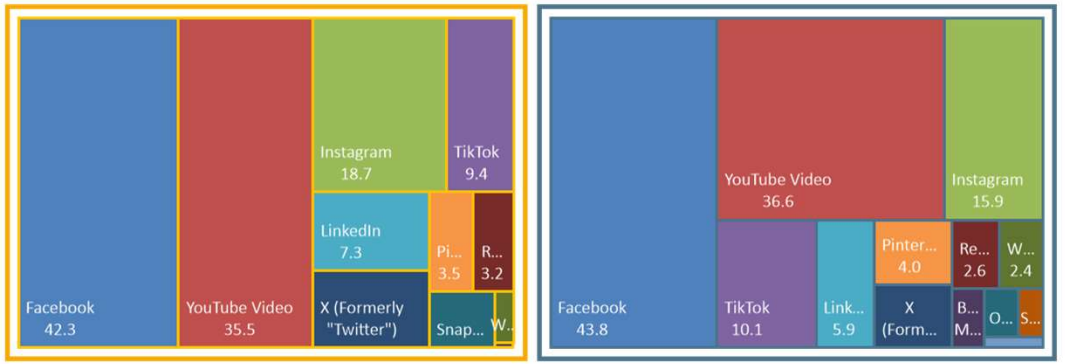


495,005 or 73.5% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co use Ad-Supported Facebook for an average of 42.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

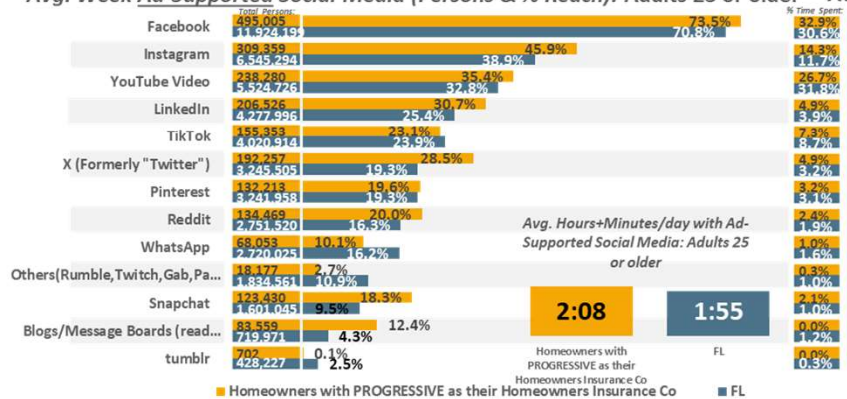
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



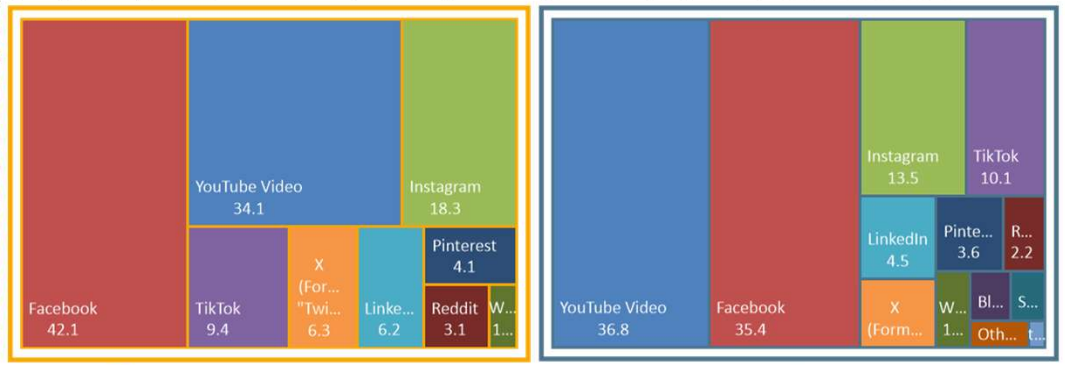
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week <u>Ad-Supported</u> Social Media (Persons & % Reach): Adults 25 or older



Avg. Day <u>Ad-Supported</u> Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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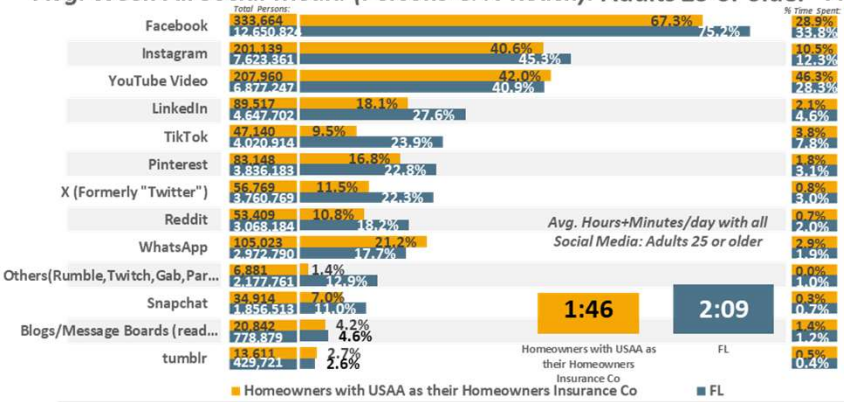
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



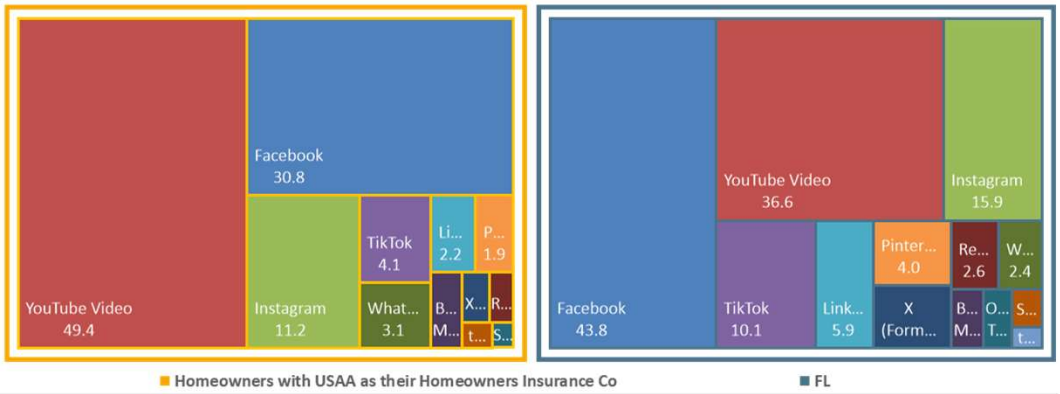
USAA

191,431 or 38.6% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co use Ad-Supported YouTube Video for an average of 49.8 minutes every day representing 49.6% of all time spent daily with Ad-Supported Social Media.

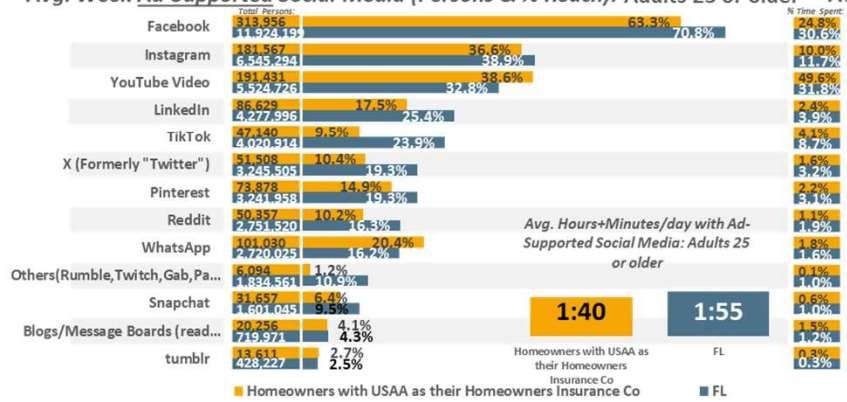
Avg. Week All Social Media (Persons & % Reach): Adults 25 or older



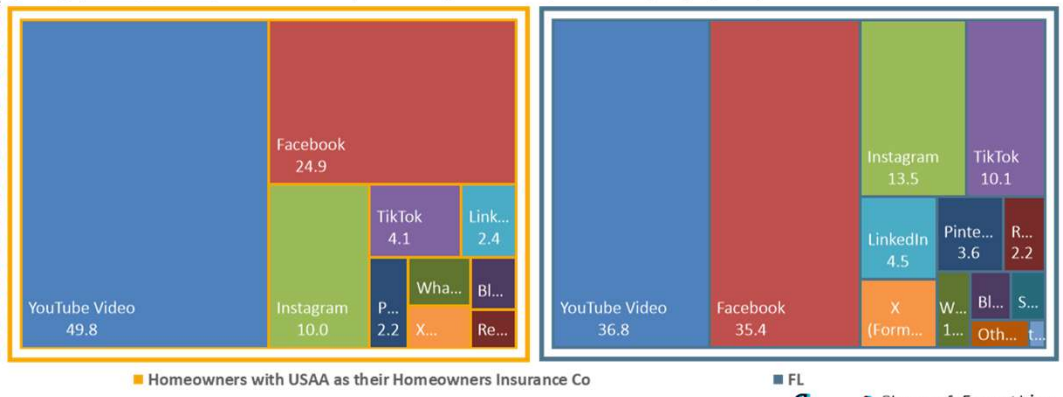
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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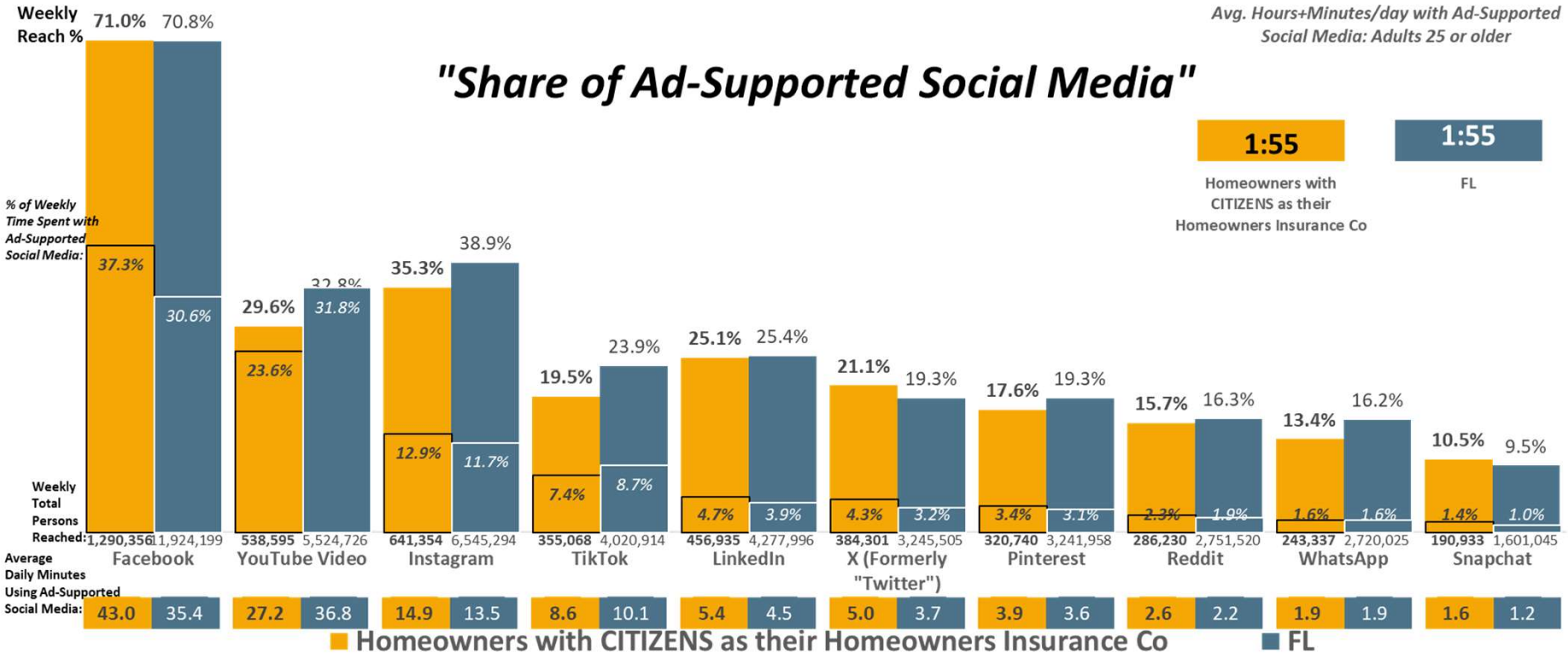
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



CITIZENS
PROPERTY INSURANCE CORPORATION

1,290,356 or 71.% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co use Ad-Supported Facebook for an average of 43. minutes every day representing 37.3% of all time spent daily with Ad-Supported Social Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

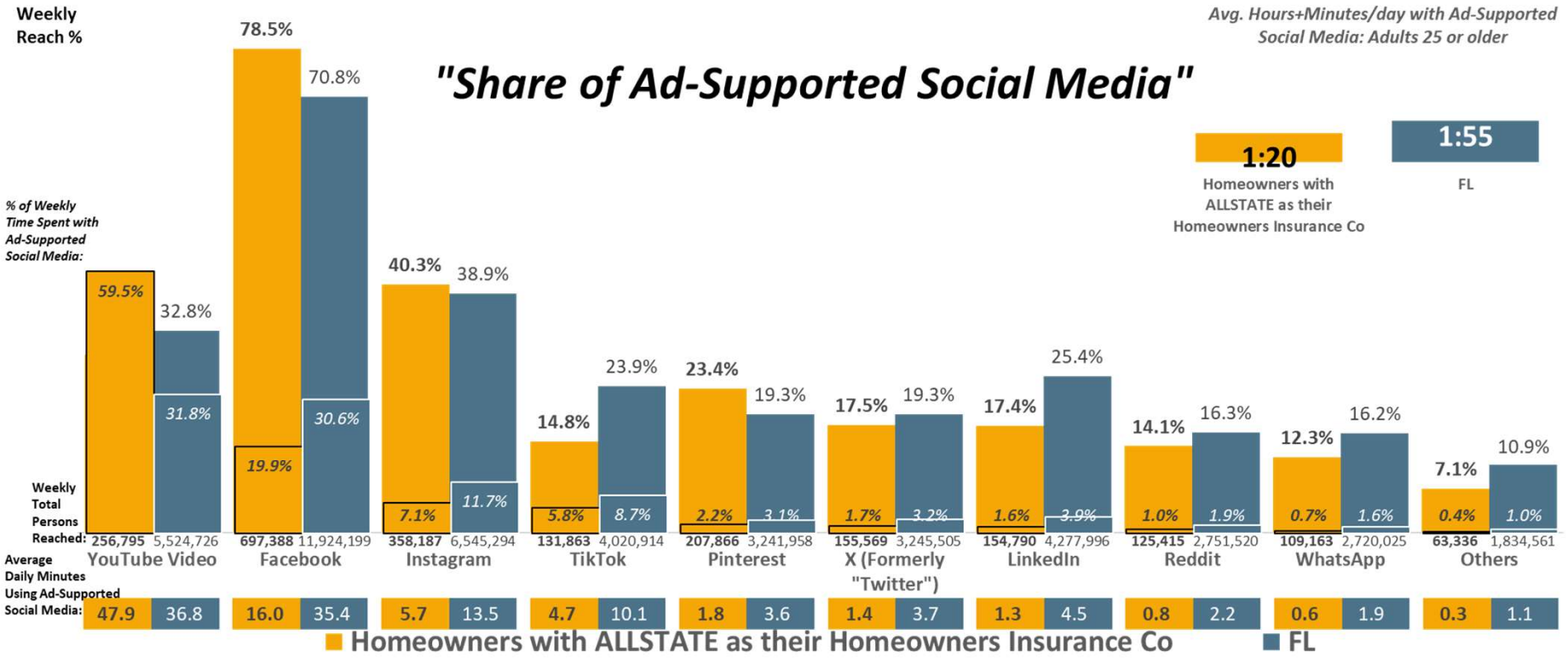
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



256,795 or 28.9% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co use Ad-Supported YouTube Video for an average of 47.9 minutes every day representing 59.5% of all time spent daily with Ad-Supported Social Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

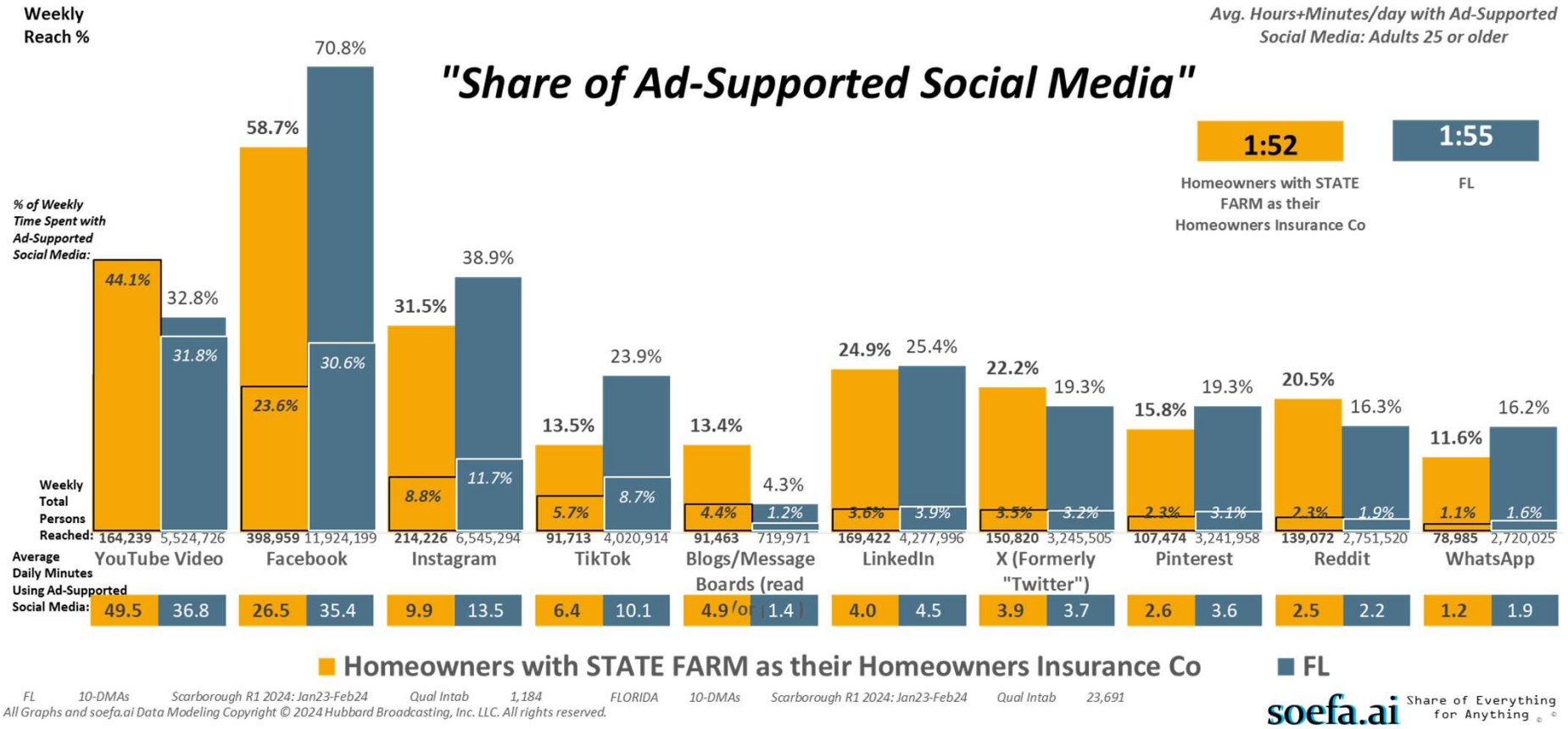
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate)]]



164,239 or 24.2% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co use Ad-Supported YouTube Video for an average of 49.5 minutes every day representing 44.1% of all time spent daily with Ad-Supported Social Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

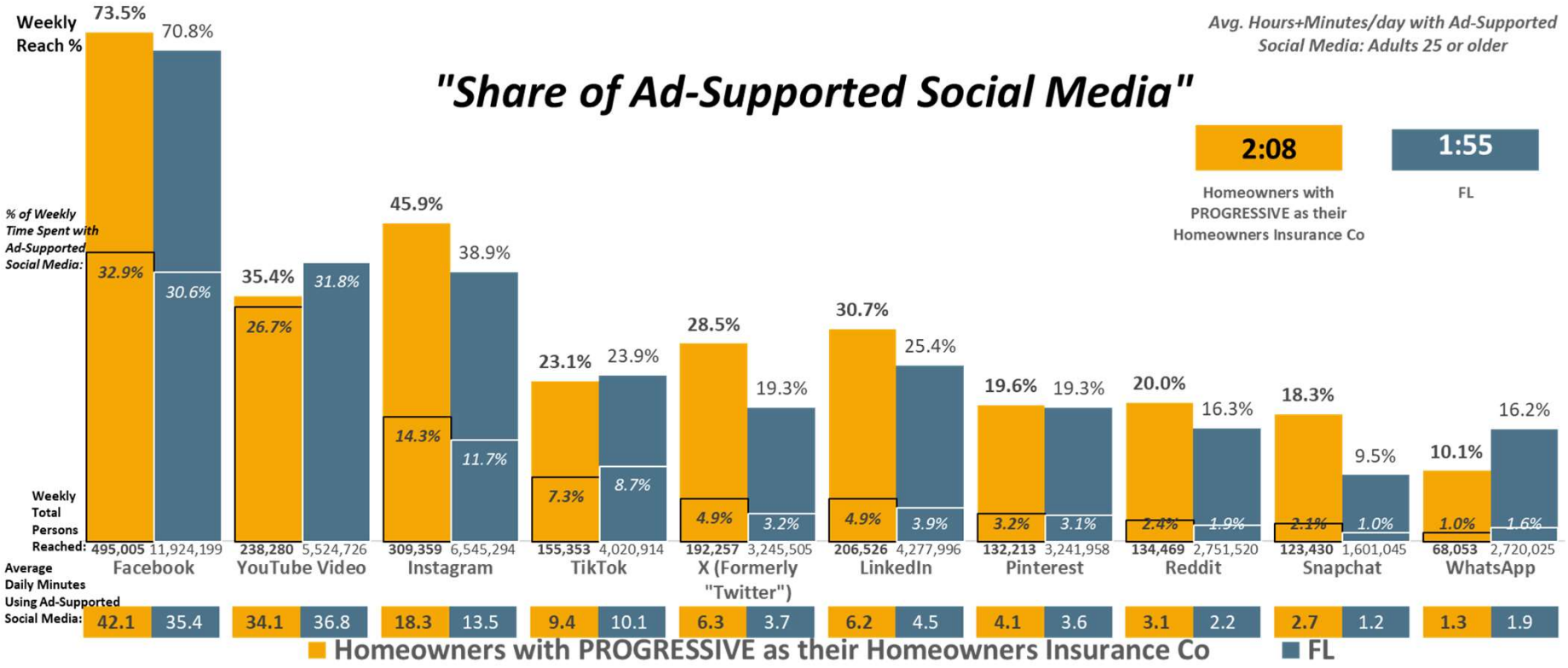
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



495,005 or 73.5% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co use Ad-Supported Facebook for an average of 42.1 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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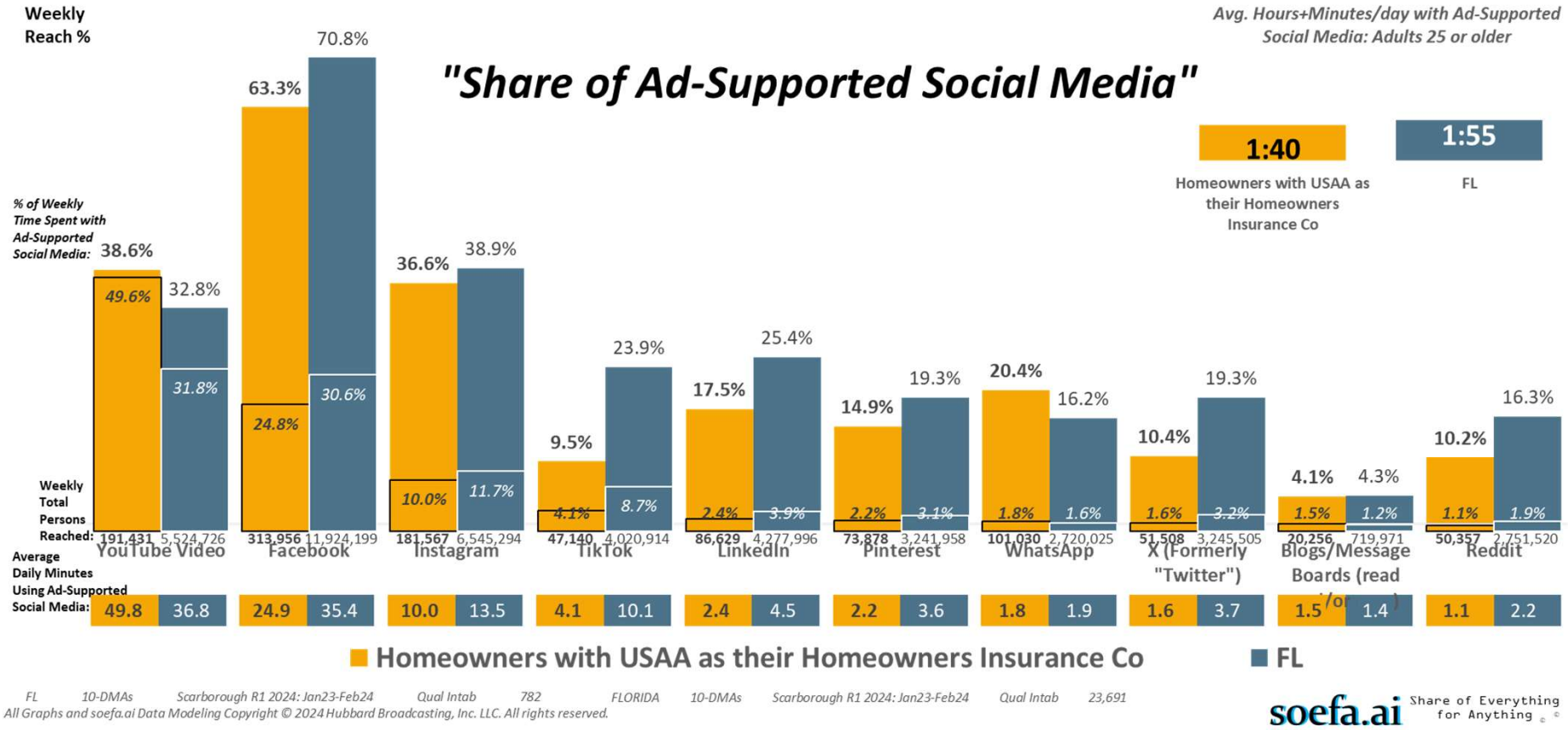
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



USAA

191,431 or 38.6% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co use Ad-Supported YouTube Video for an average of 49.8 minutes every day representing 49.6% of all time spent daily with Ad-Supported Social Media.



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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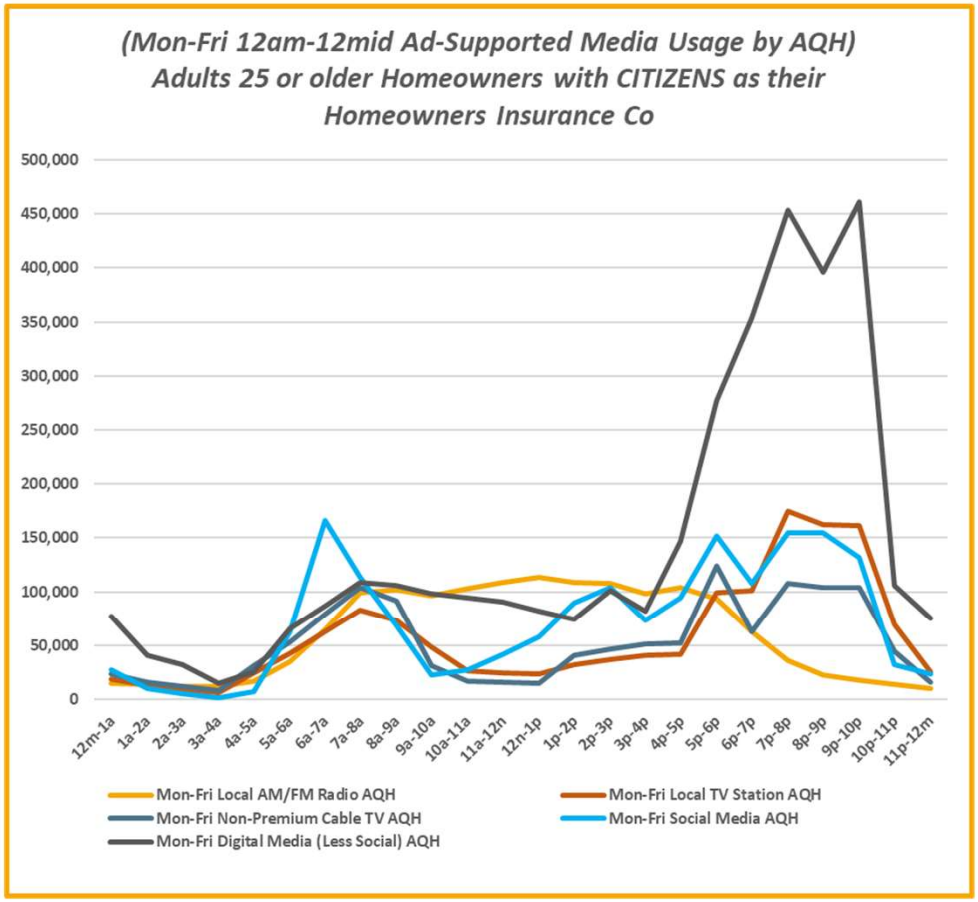
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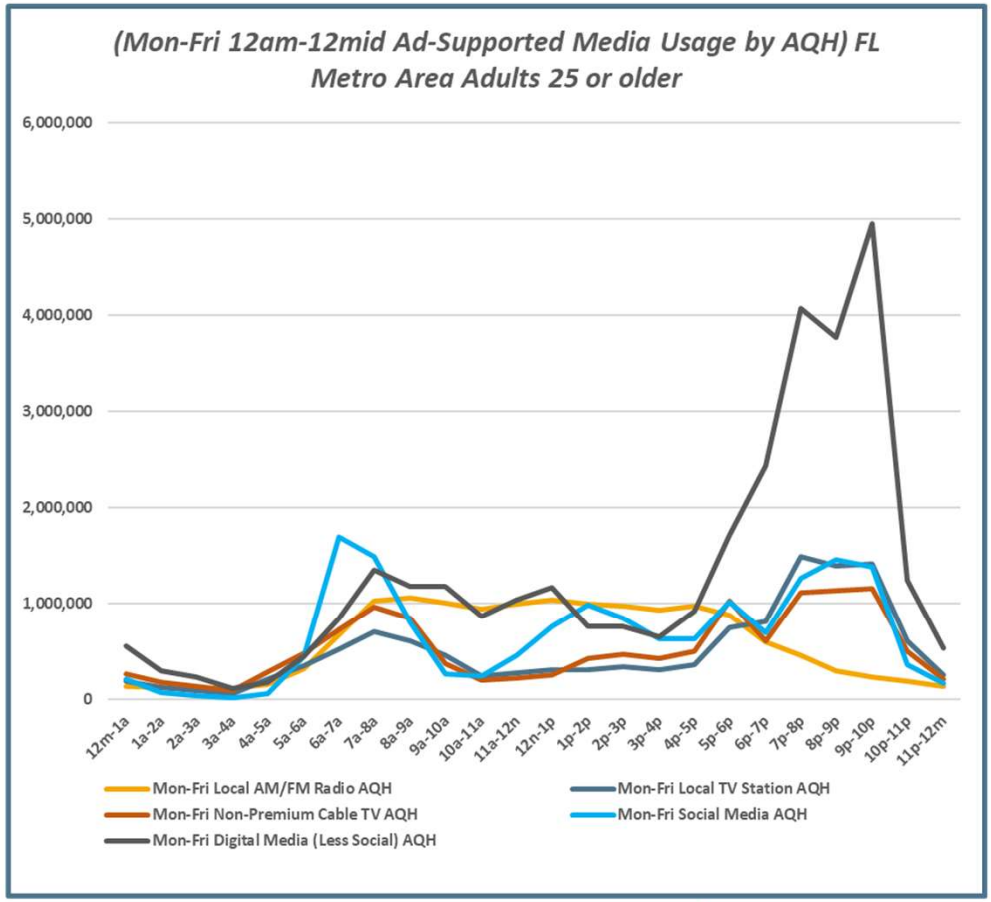
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]



CITIZENS
PROPERTY INSURANCE CORPORATION

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 130,851; Local Radio: 97,254; Social Media: 85,978; Non-Prem. Cable: 56,115; Local TV: 53,227 reaching Adults 25 or older Homeowners with CITIZENS as their Homeowners Ins





FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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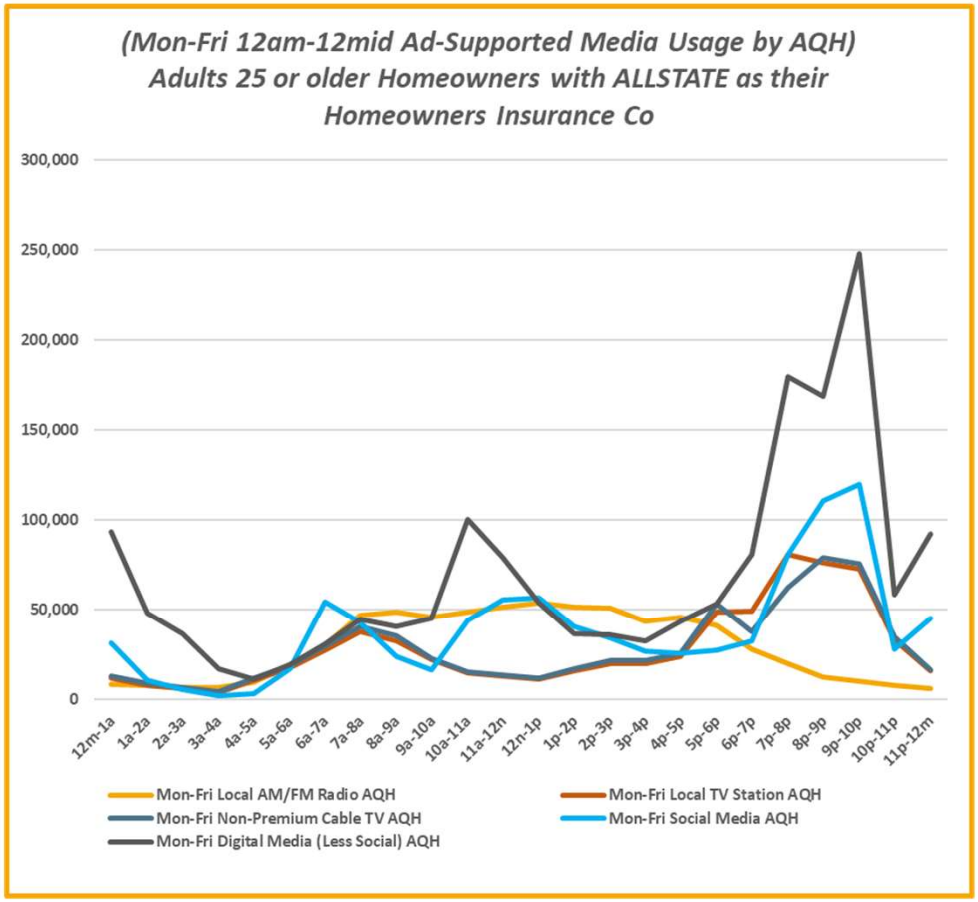
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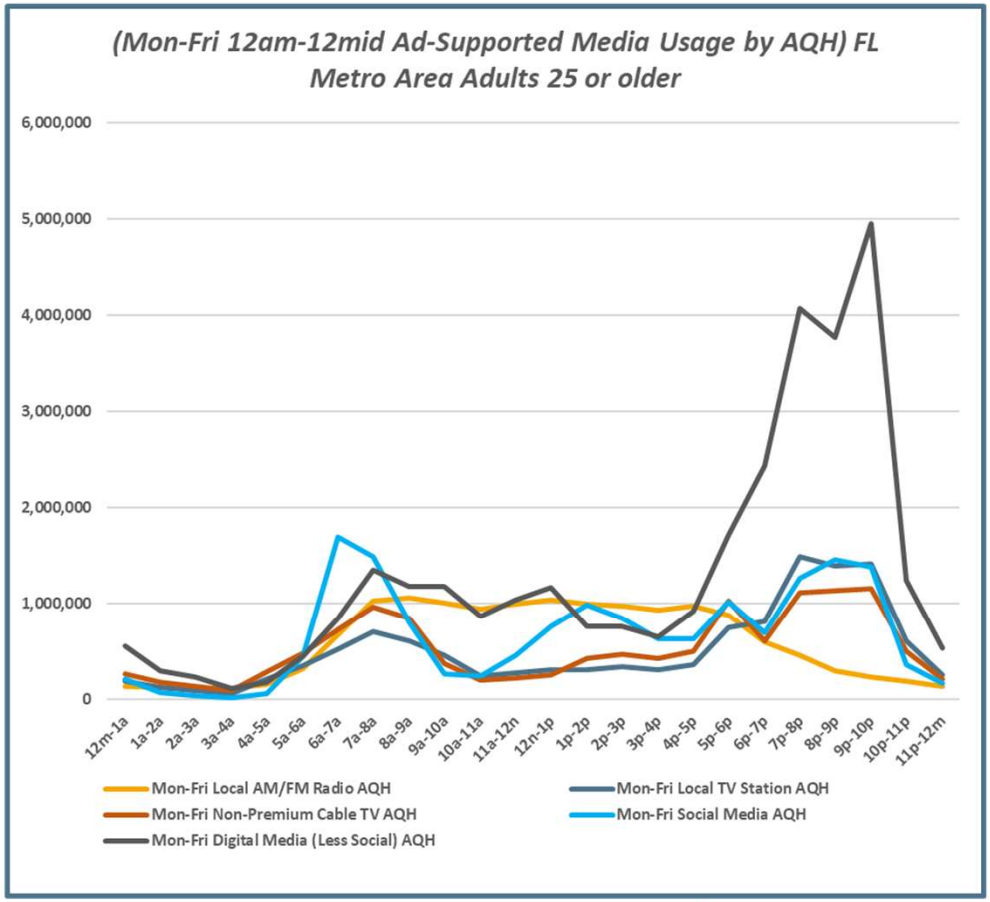
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]



Allstate.
You're in good hands.

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,989; Local Radio: 45,000; Social Media: 36,997; Non-Prem. Cable: 26,656; Local TV: 25,752 reaching Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insu





FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

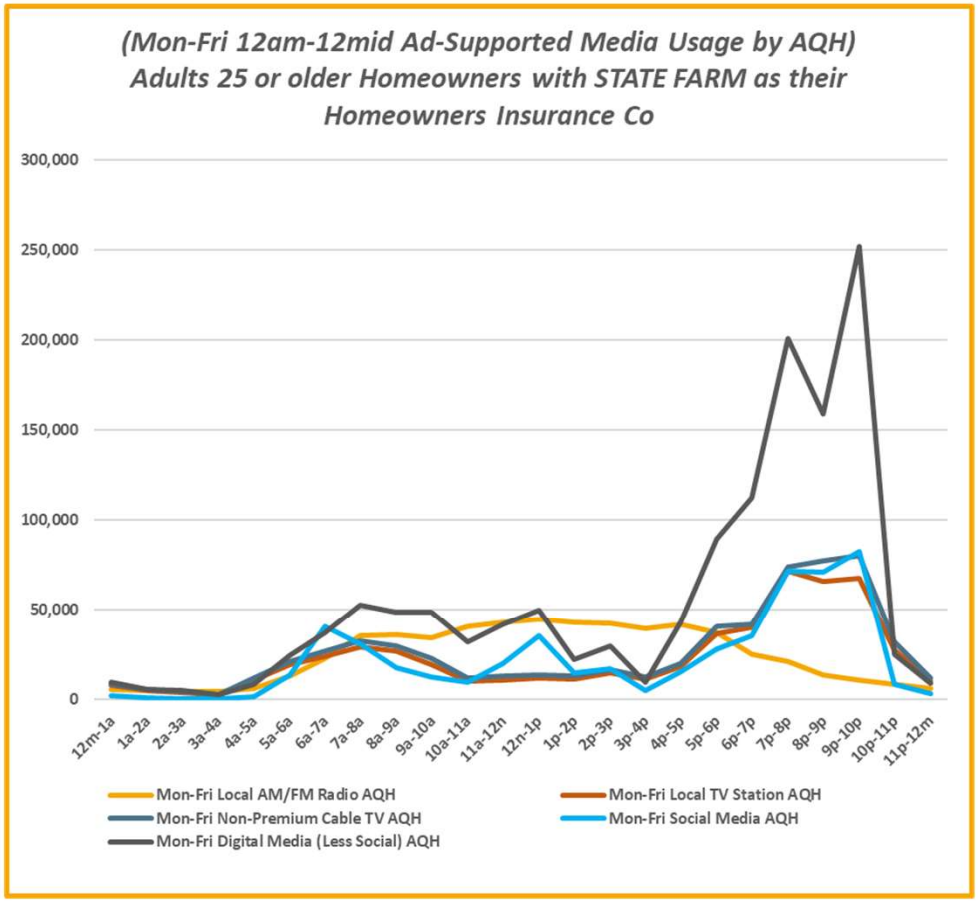
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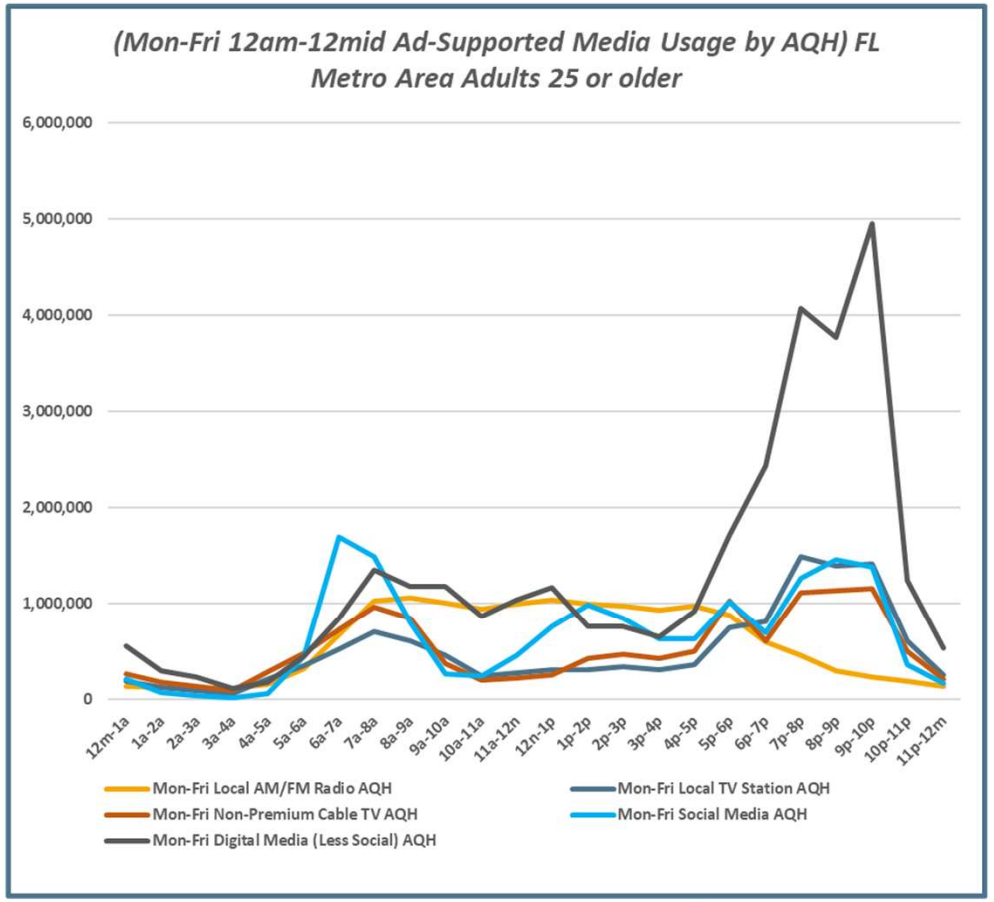
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]



M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 47,318; Local Radio: 37,309; Non-Prem. Cable: 22,486; Social Media: 21,576; Local TV: 20,219 reaching Adults 25 or older Homeowners with STATE FARM as their Homeowners In





FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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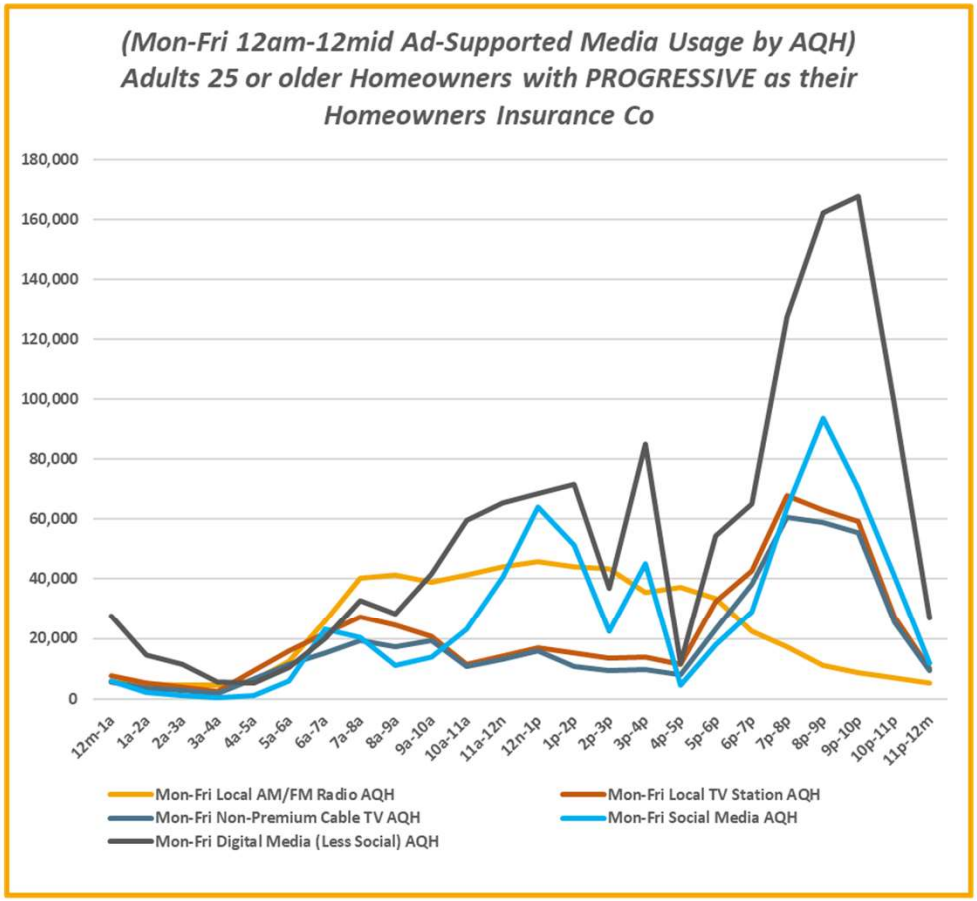
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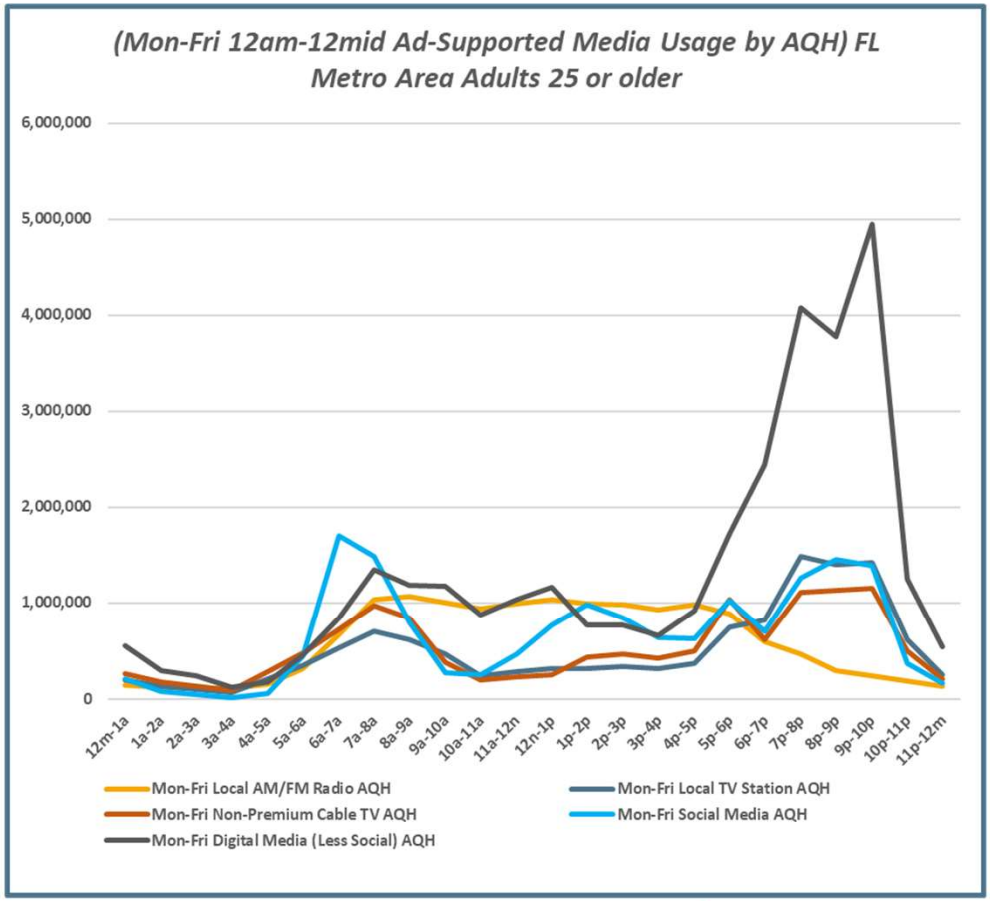
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]



PROGRESSIVE
HOME ADVANTAGE®

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 49,360; Local Radio: 37,993; Social Media: 28,178; Local TV: 20,388; Non-Prem. Cable: 16,147 reaching Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners I





FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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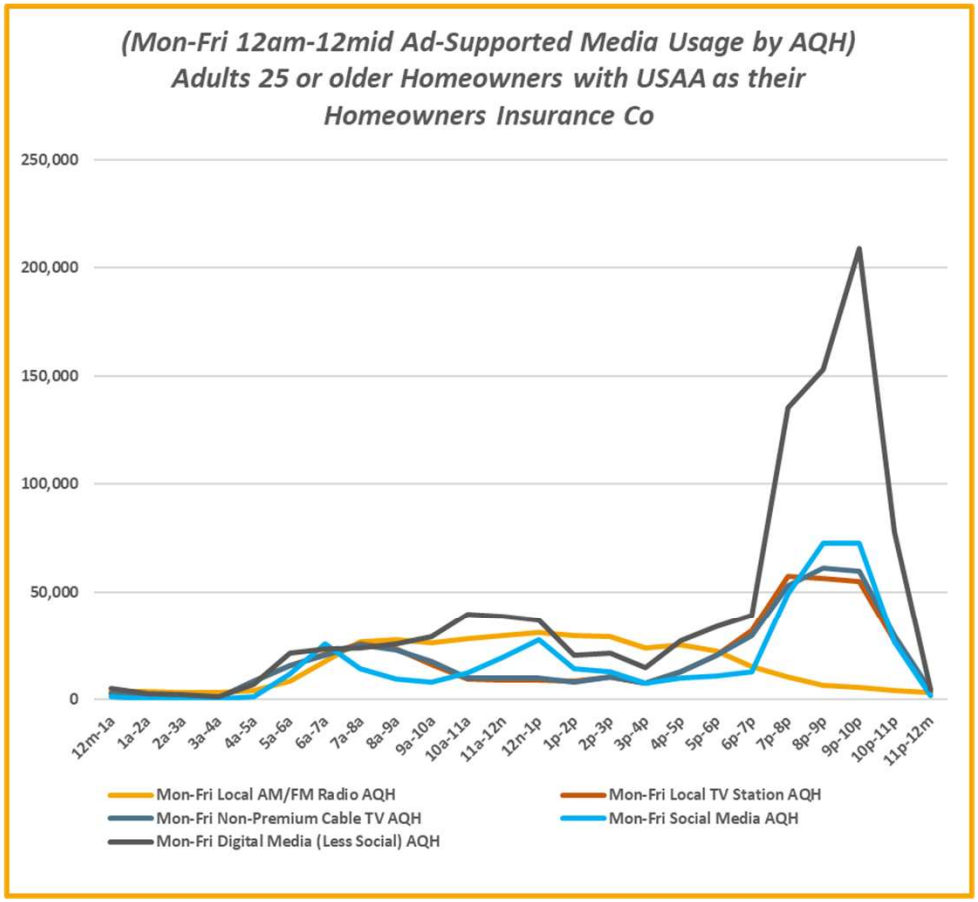
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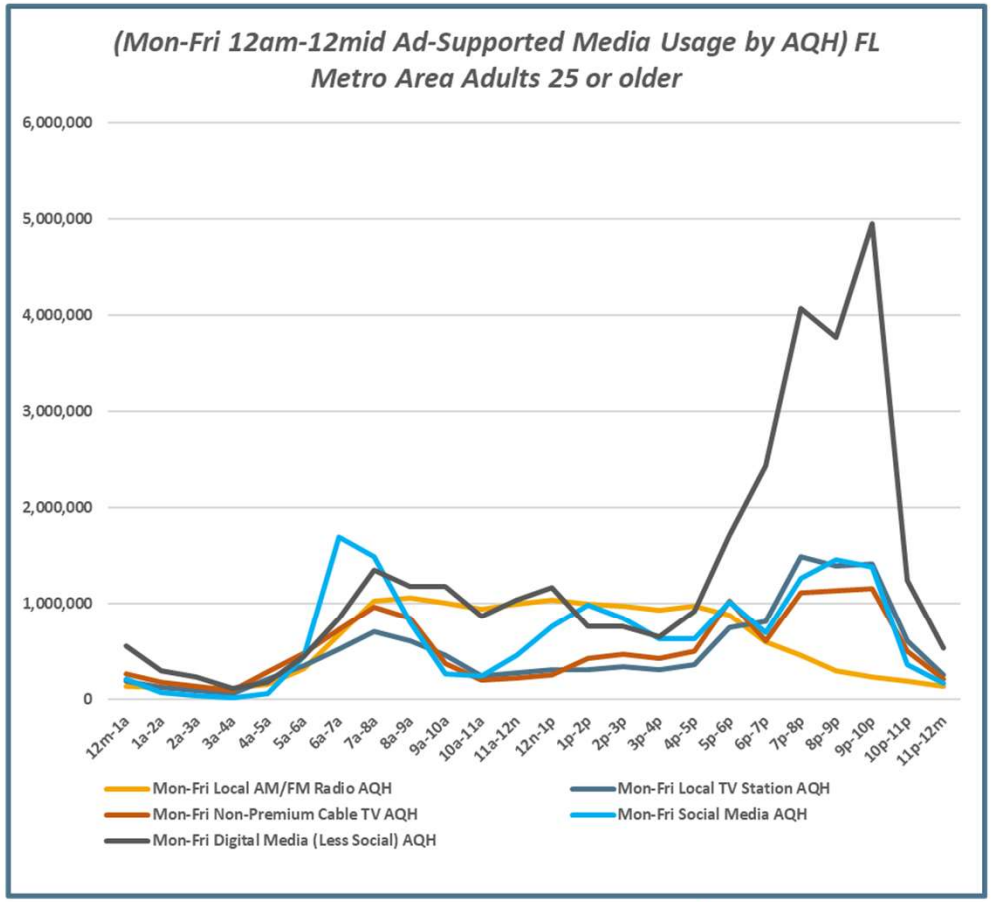
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



USAA

M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 28,626; Local Radio: 25,431; Non-Prem. Cable: 15,659; Local TV: 15,643; Social Media: 14,154 reaching Adults 25 or older Homeowners with USAA as their Homeowners Insuranc





FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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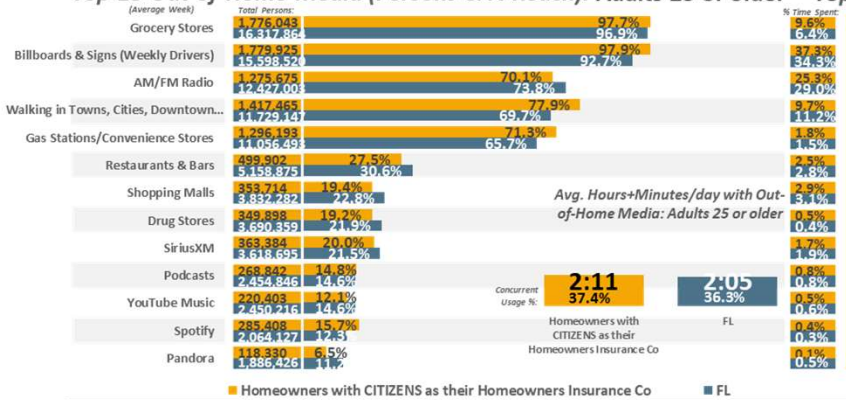
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]

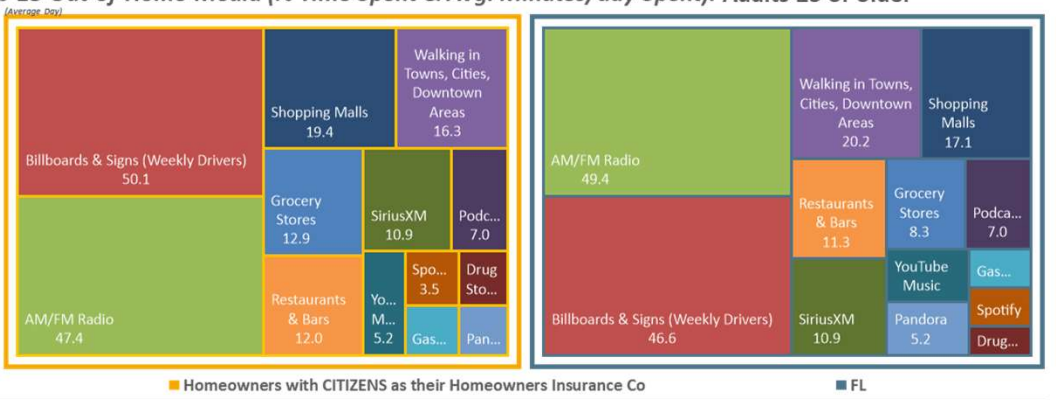


1,779,925 or 97.9% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co spend an average of 50.1 minutes per day driving, seeing Billboards and Signs. 67.6% Listen to Local Radio Stations Out-of-Home for an average of 45.1 minut

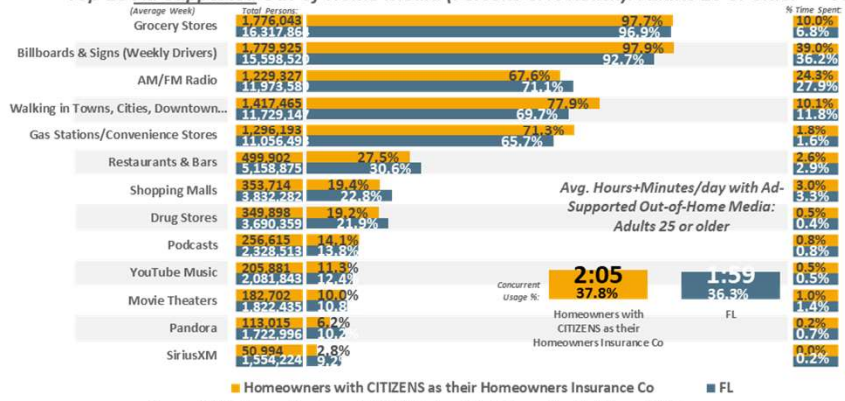
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



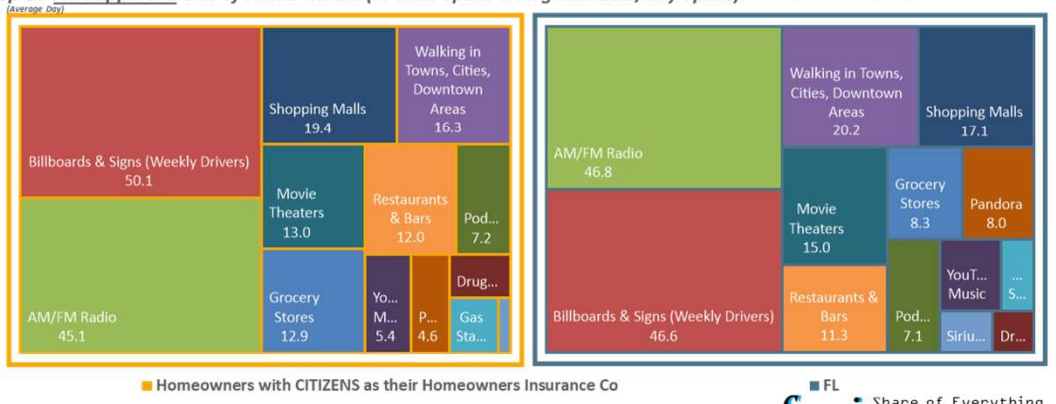
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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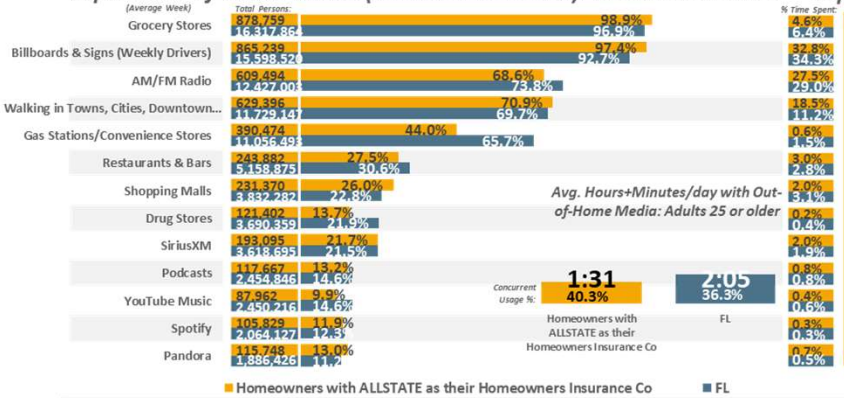
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]

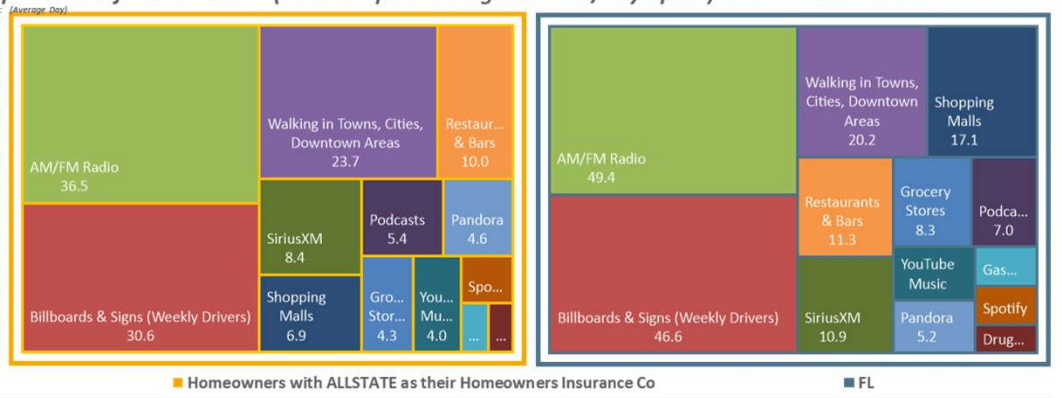


865,239 or 97.4% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co spend an average of 30.6 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 35.9 minutes

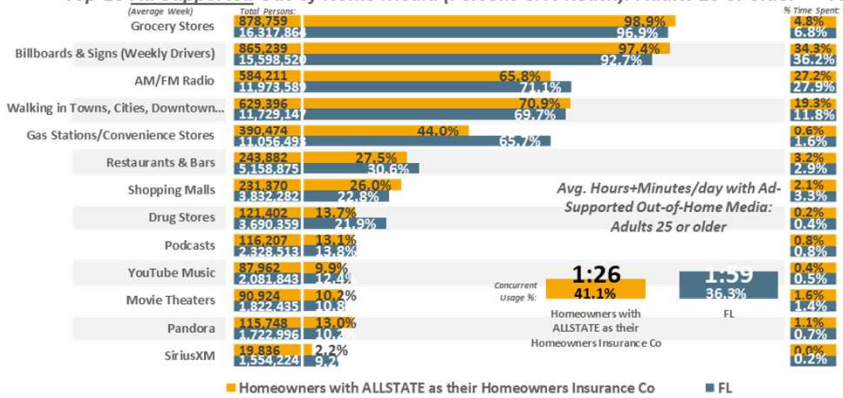
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



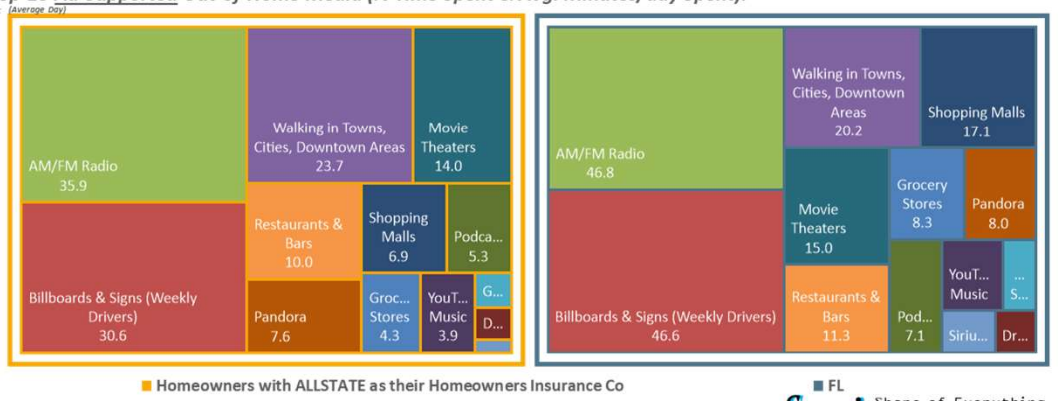
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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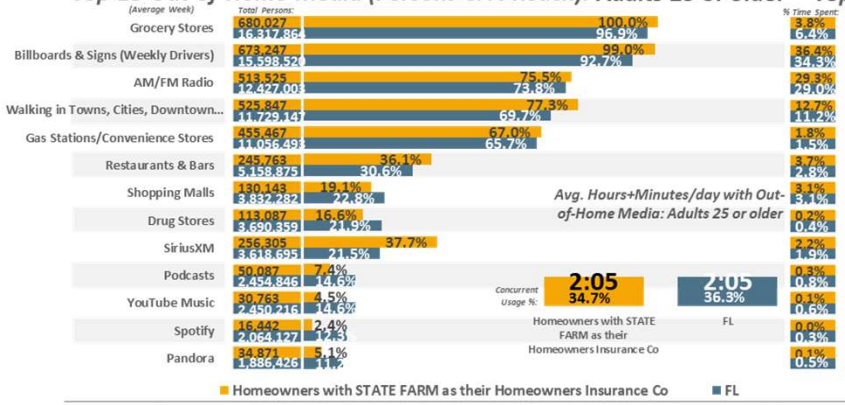
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

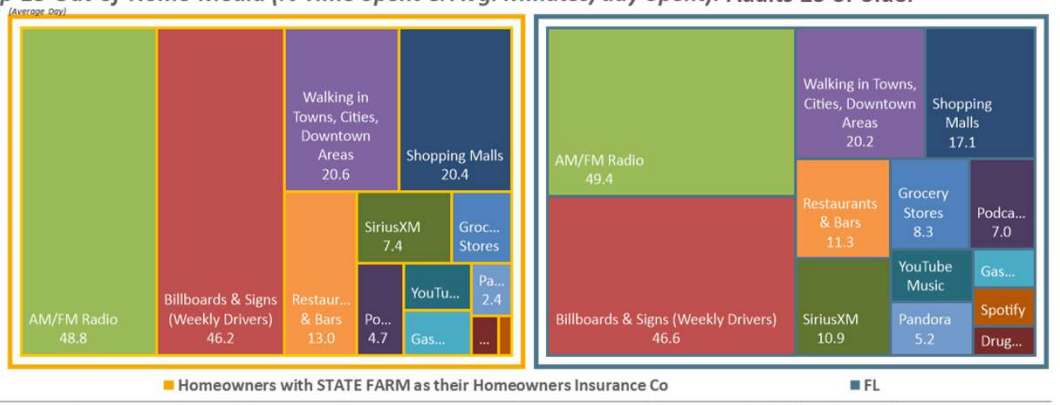


673,247 or 99.% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 71.8% Listen to Local Radio Stations Out-of-Home for an average of 47.1 minute

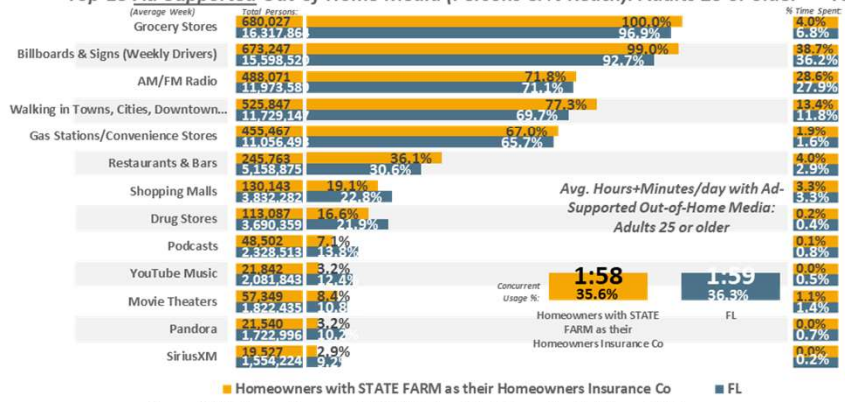
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



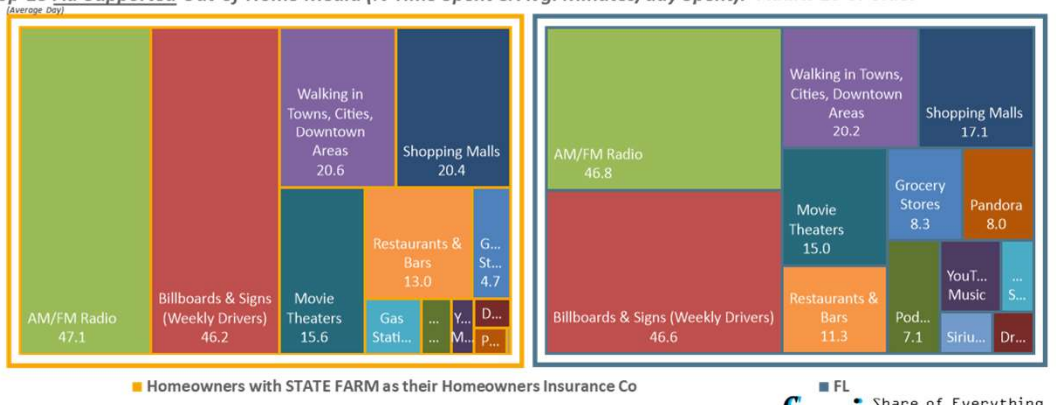
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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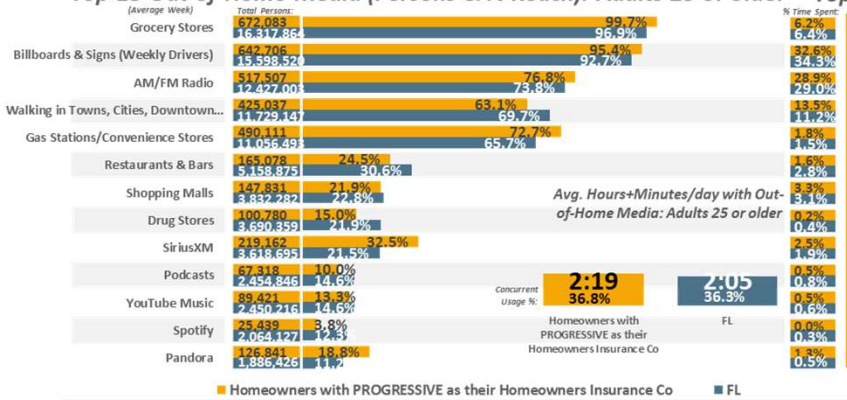
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]

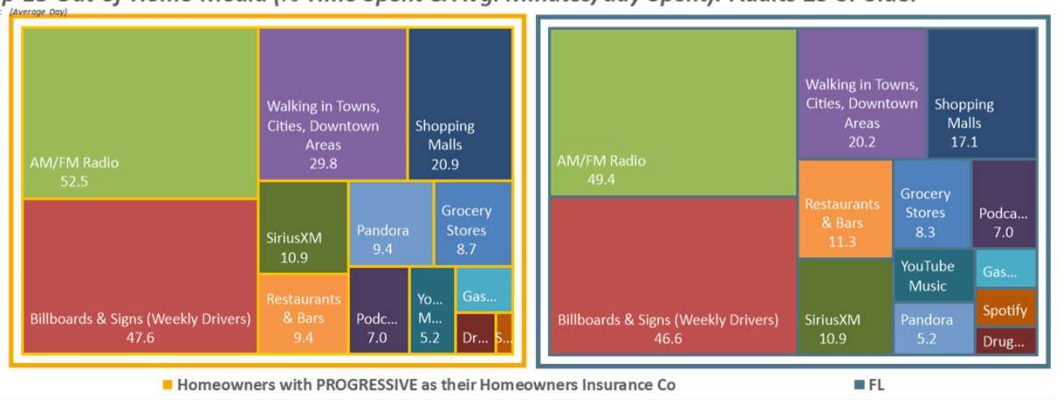


642,706 or 95.4% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co spend an average of 47.6 minutes per day driving, seeing Billboards and Signs. 72.% Listen to Local Radio Stations Out-of-Home for an average of 49.9 minut

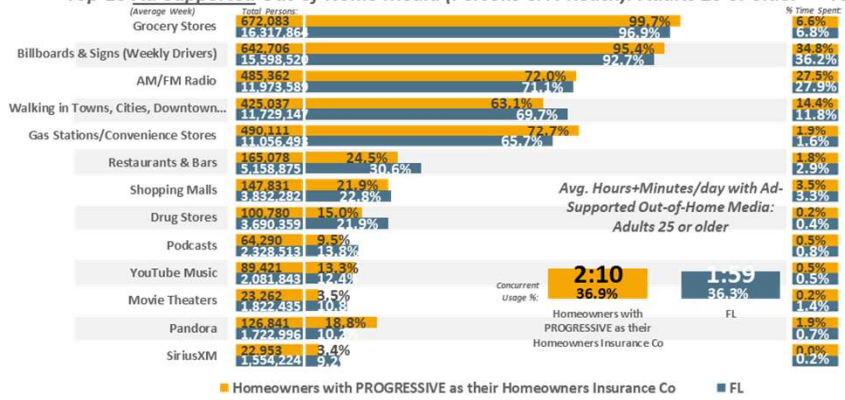
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



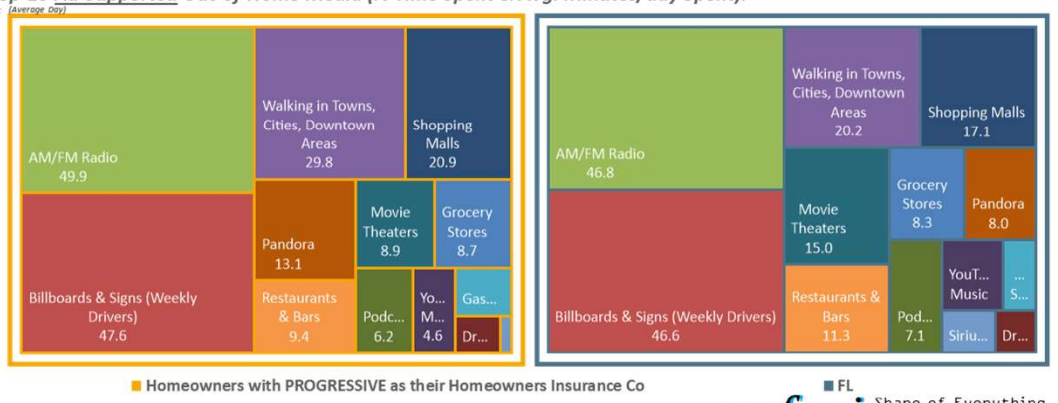
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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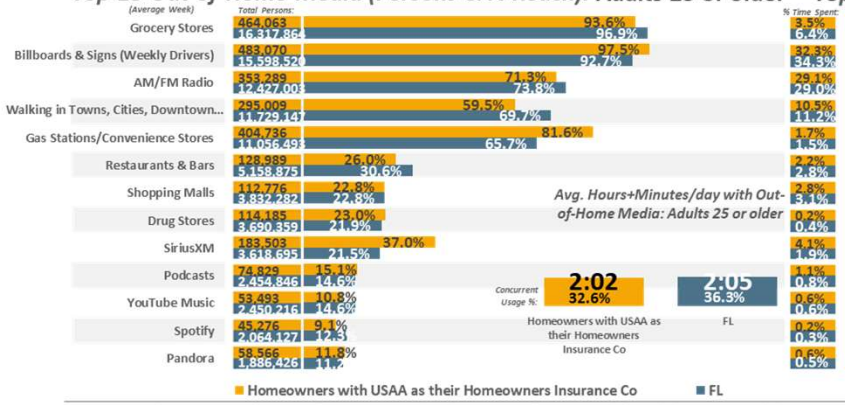
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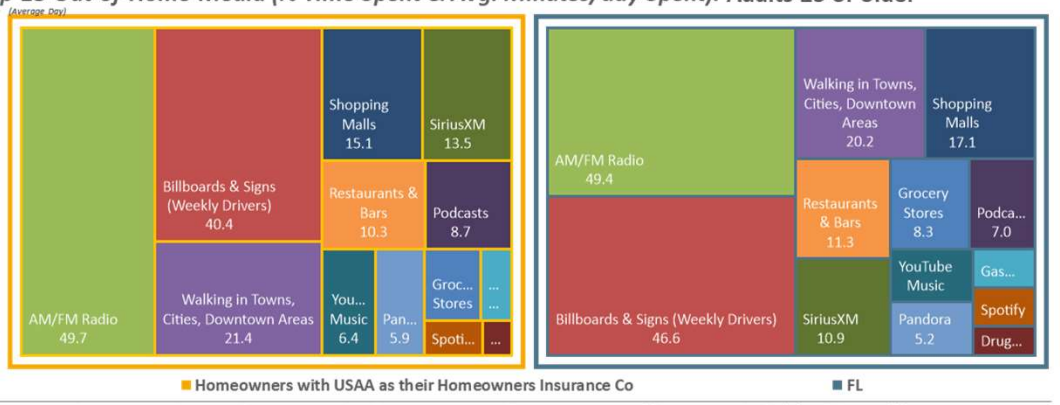
USAA

483,070 or 97.5% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co spend an average of 40.4 minutes per day driving, seeing Billboards and Signs. 65.1% Listen to Local Radio Stations Out-of-Home for an average of 40.6 minutes/day

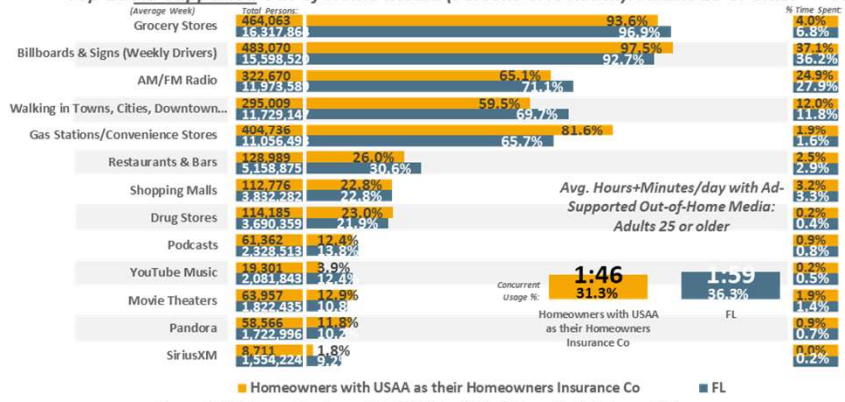
Top-13 Out-of-Home Media (Persons & % Reach): Adults 25 or older



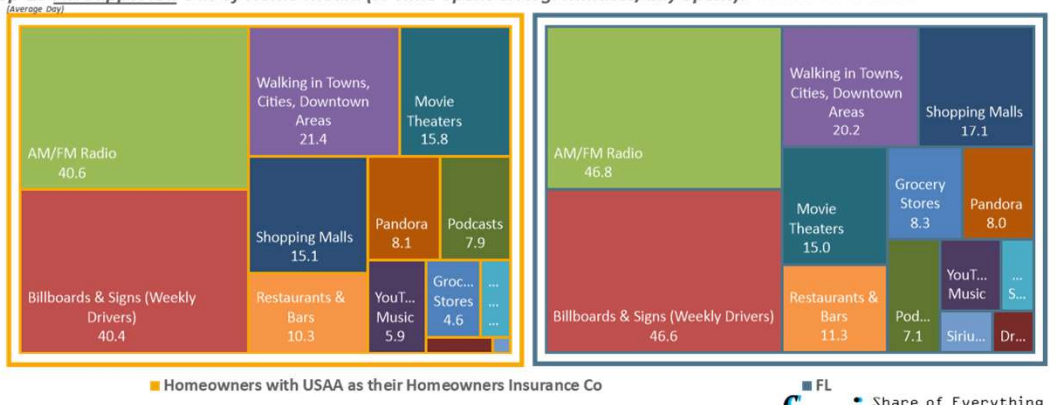
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 25 or older



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]

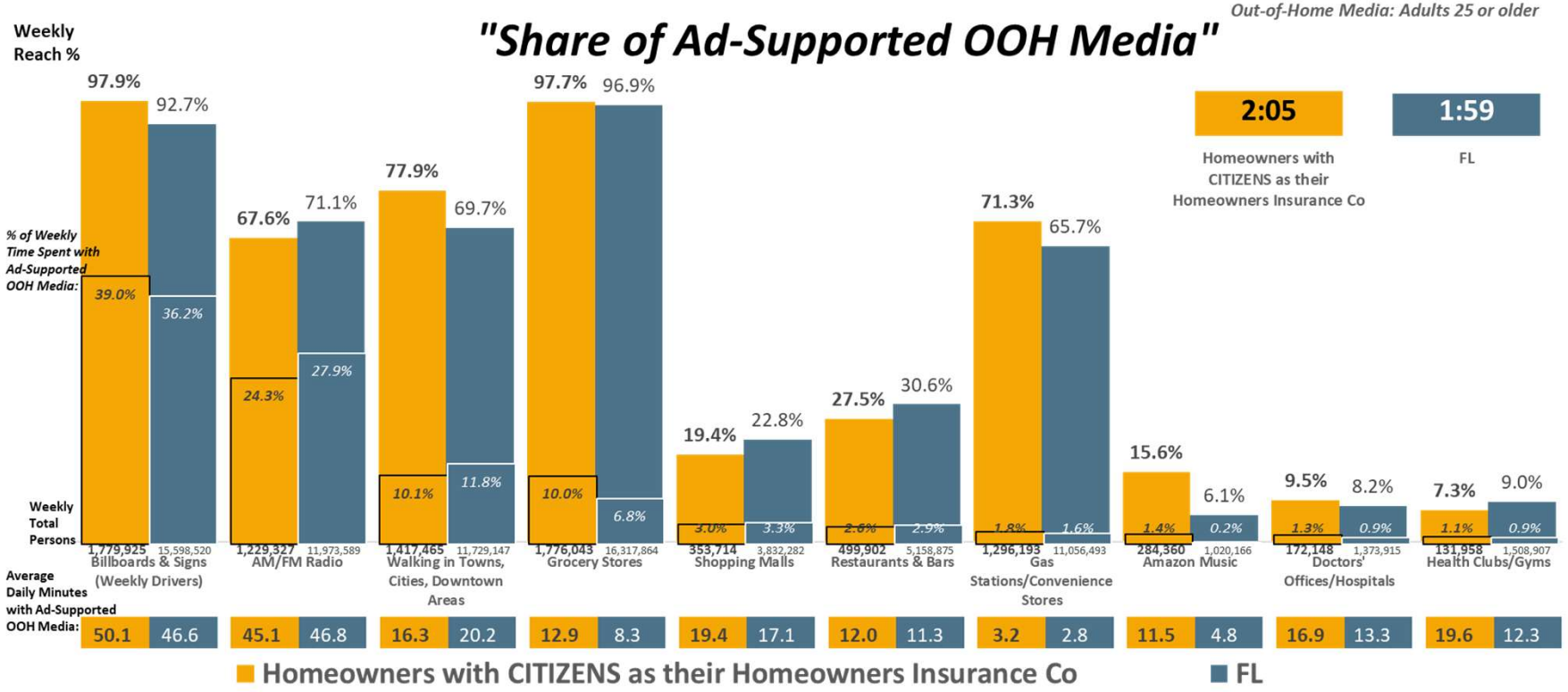


CITIZENS
PROPERTY INSURANCE CORPORATION

1,779,925 or 97.9% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co spend an average of 50.1 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 25 or older

"Share of Ad-Supported OOH Media"



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens)]]

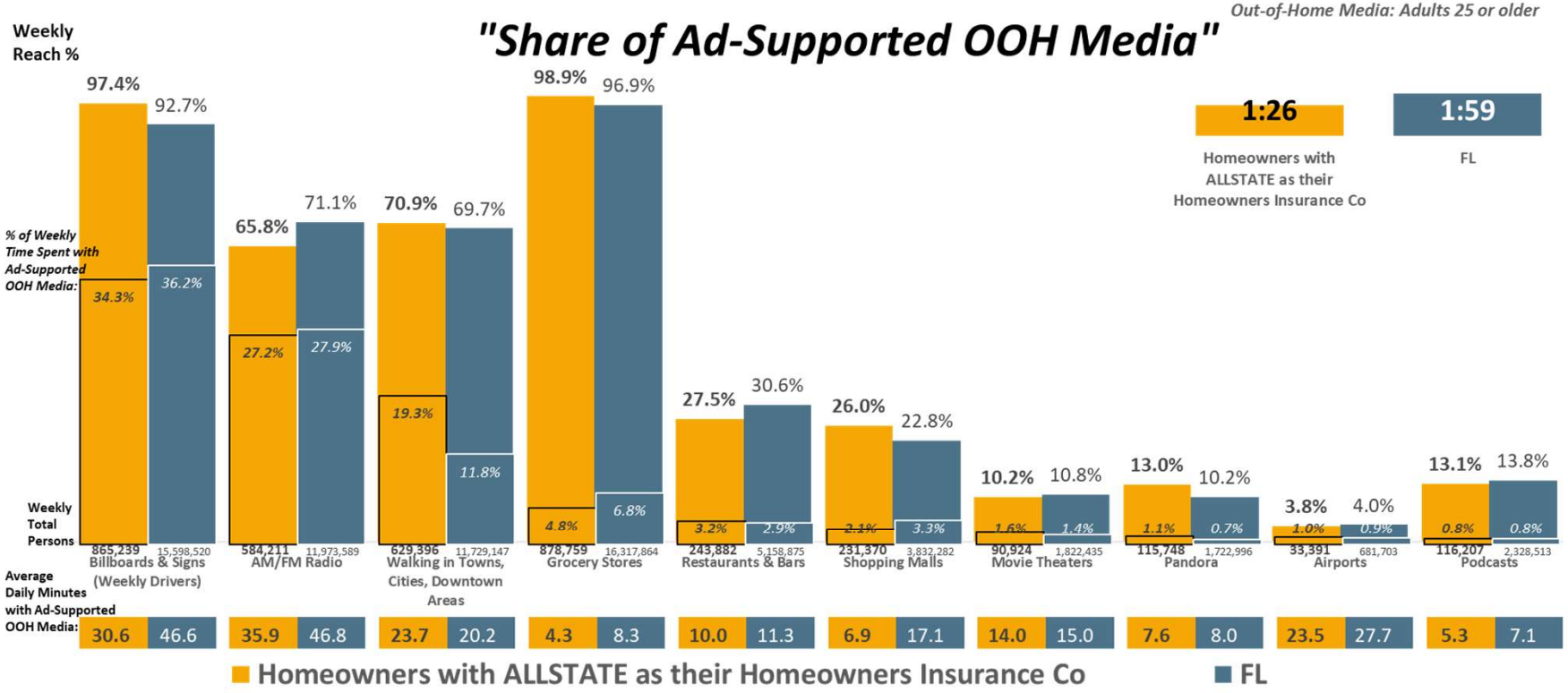


Allstate. You're in good hands.

865,239 or 97.4% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co spend an average of 30.6 minutes per day driving, seeing Billboards and Signs representing 34.3% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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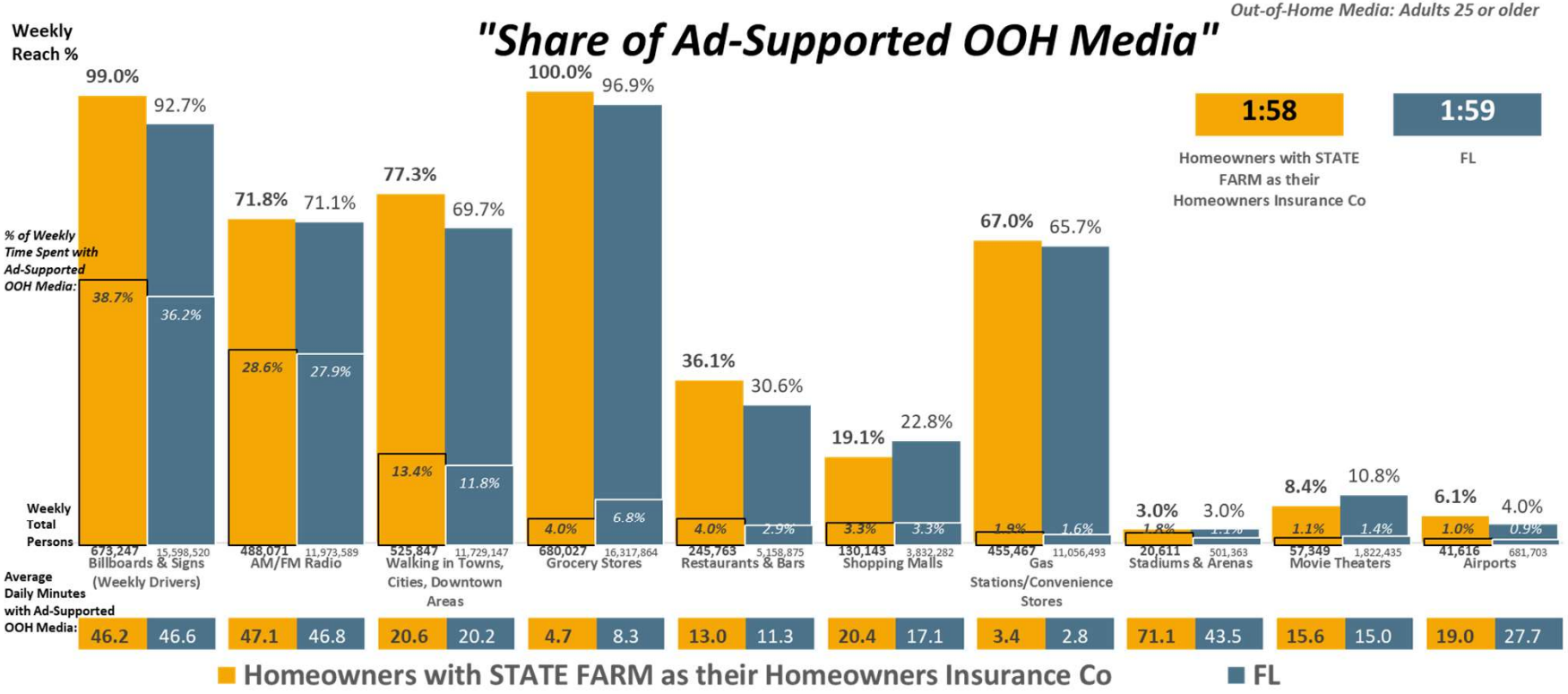
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate)]]



673,247 or 99.% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 38.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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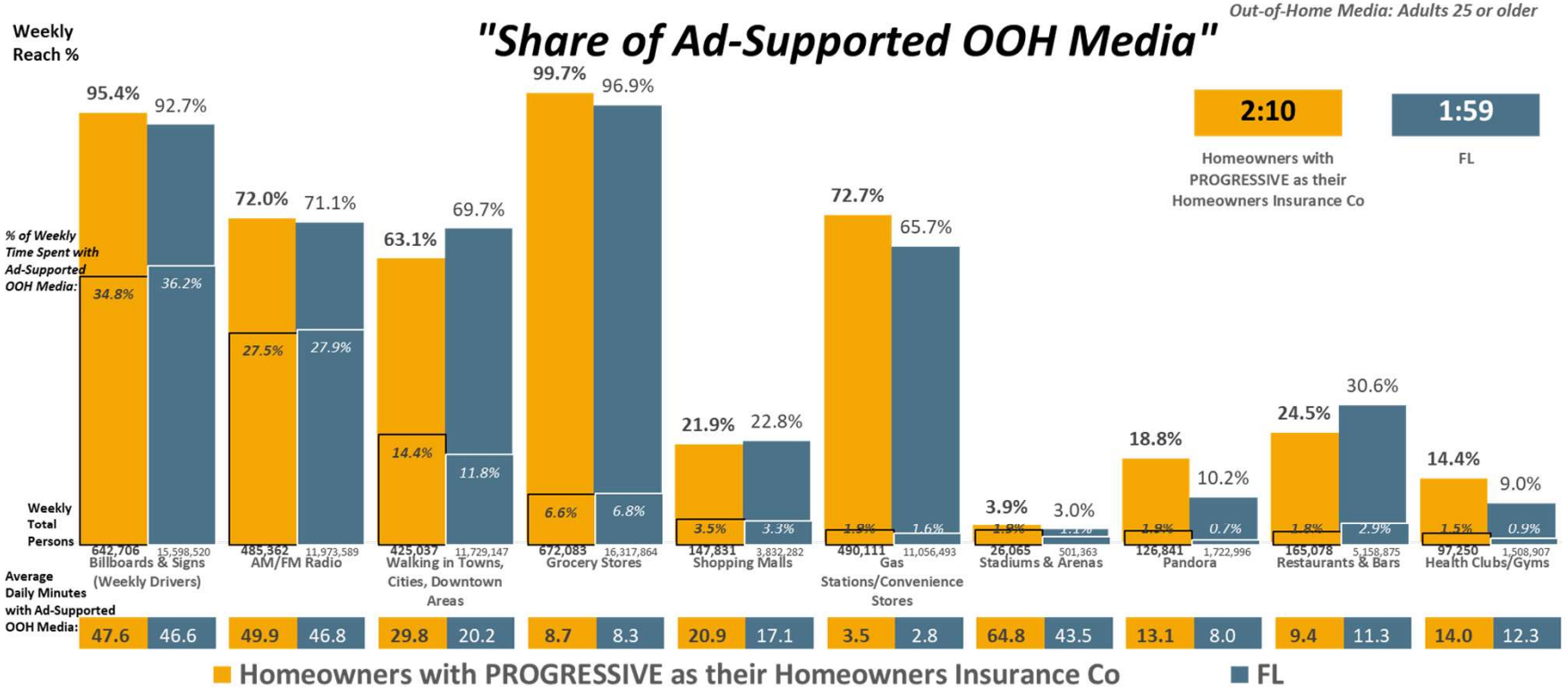
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm)]]



642,706 or 95.4% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co spend an average of 47.6 minutes per day driving, seeing Billboards and Signs representing 34.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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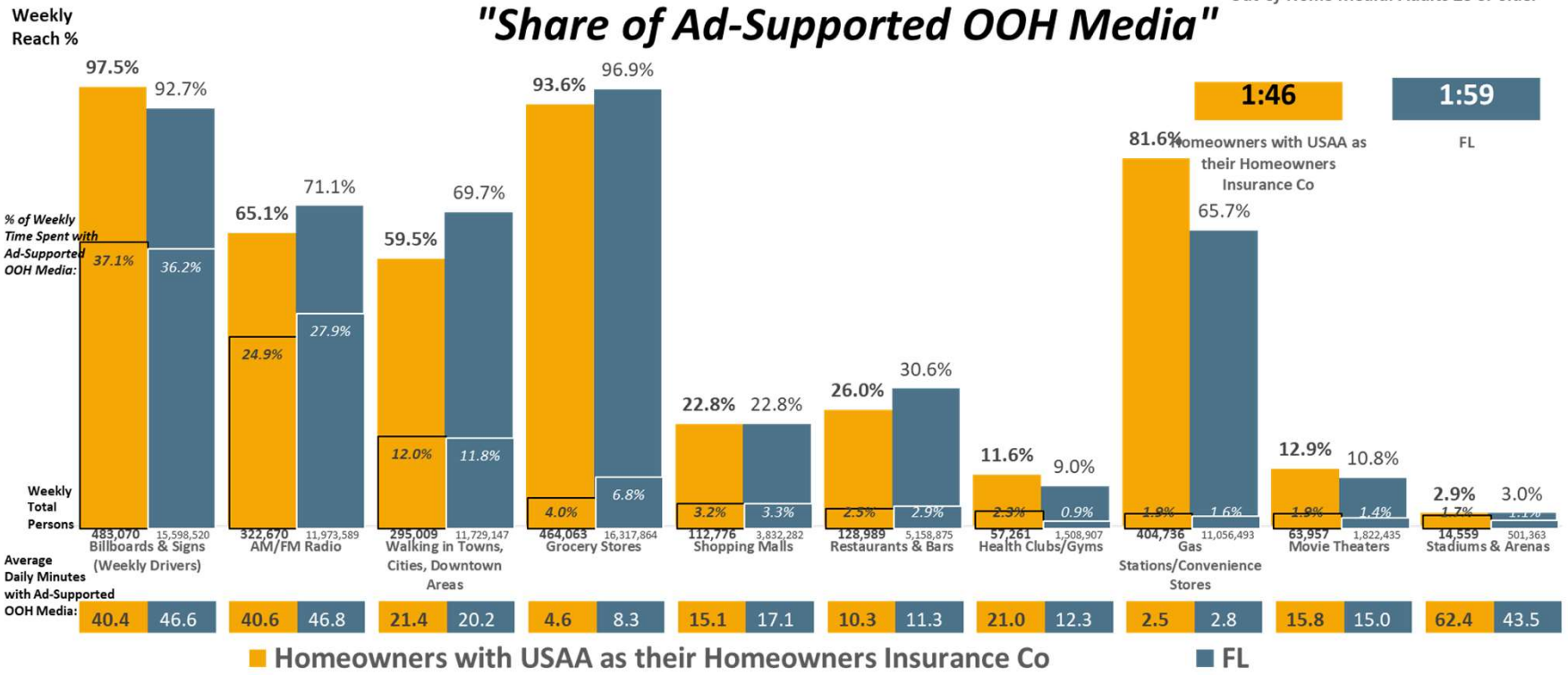
[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



483,070 or 97.5% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co spend an average of 40.4 minutes per day driving, seeing Billboards and Signs representing 37.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 25 or older

"Share of Ad-Supported OOH Media"



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782 FLORIDA 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 23,691

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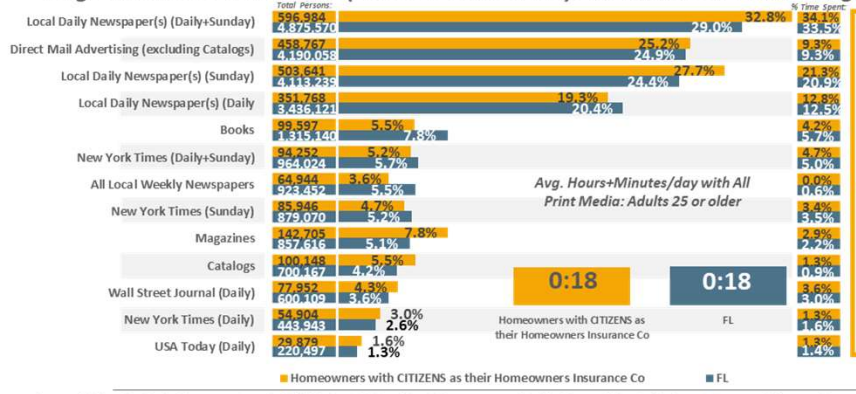
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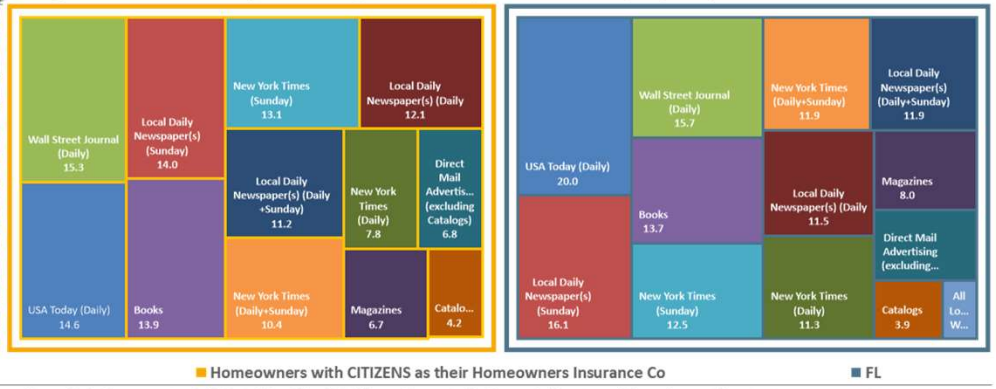
CITIZENS
PROPERTY INSURANCE CORPORATION

596,984 or 32.8% of Adults 25 or older Homeowners with CITIZENS as their Homeowners Insurance Co read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.2 minutes every day representing 35.5% of all time spent daily with All forms of Print Medi

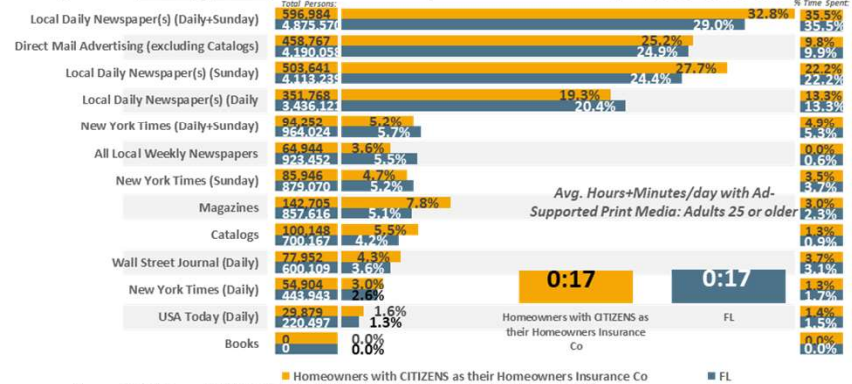
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



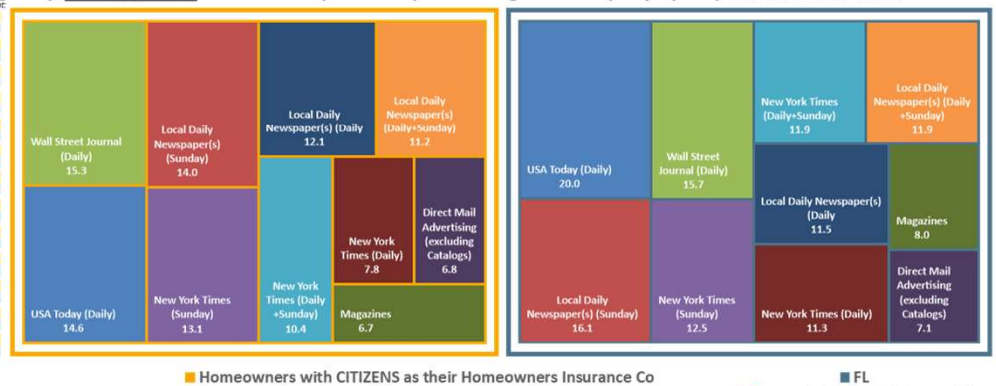
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 2,969

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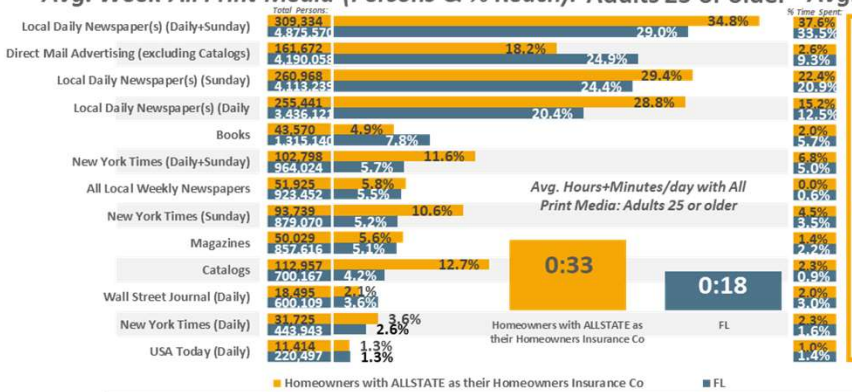
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Citizens))]

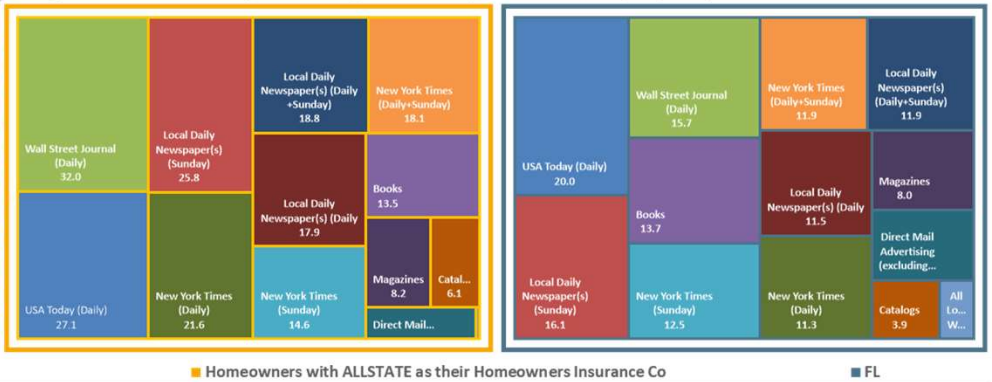


309,334 or 34.8% of Adults 25 or older Homeowners with ALLSTATE as their Homeowners Insurance Co read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.8 minutes every day representing 38.3% of all time spent daily with All forms of Print Medi

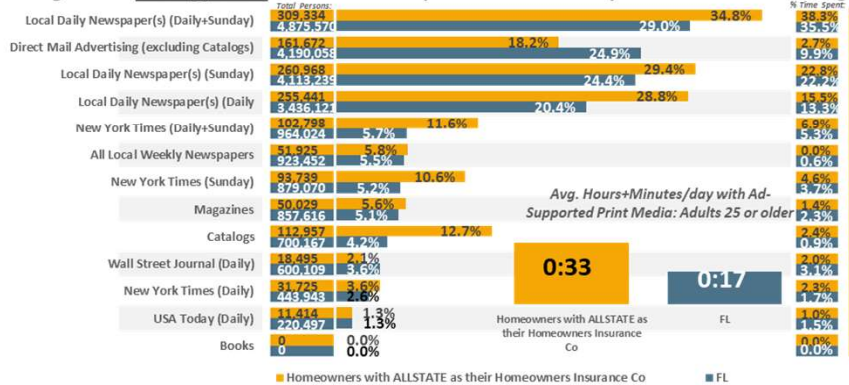
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



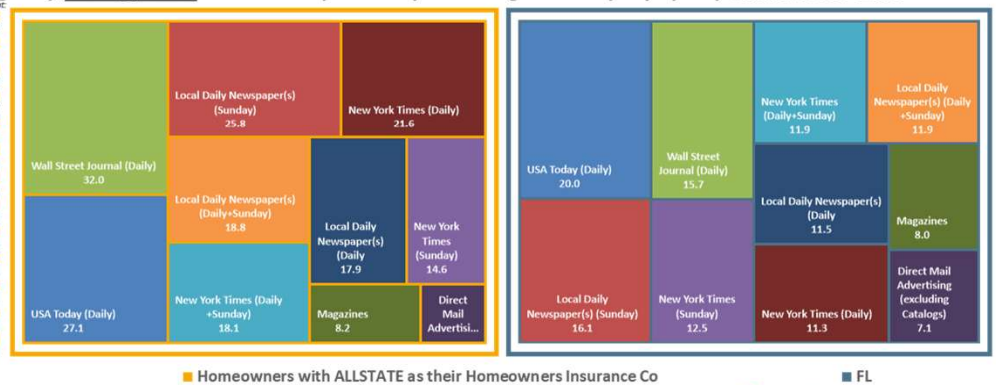
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,244

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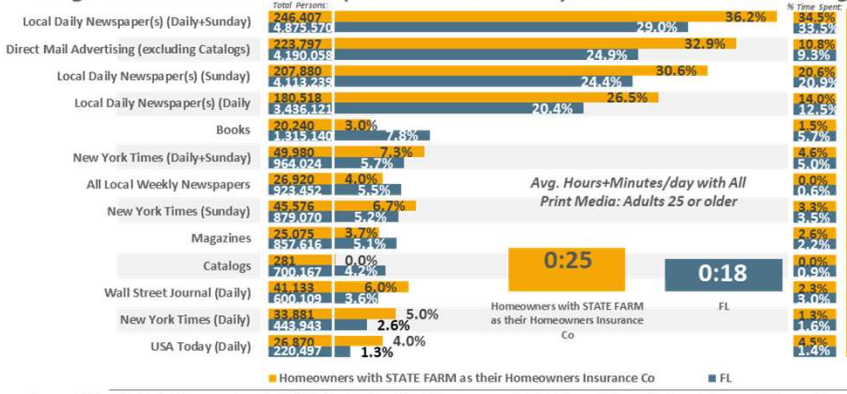
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Allstate))]

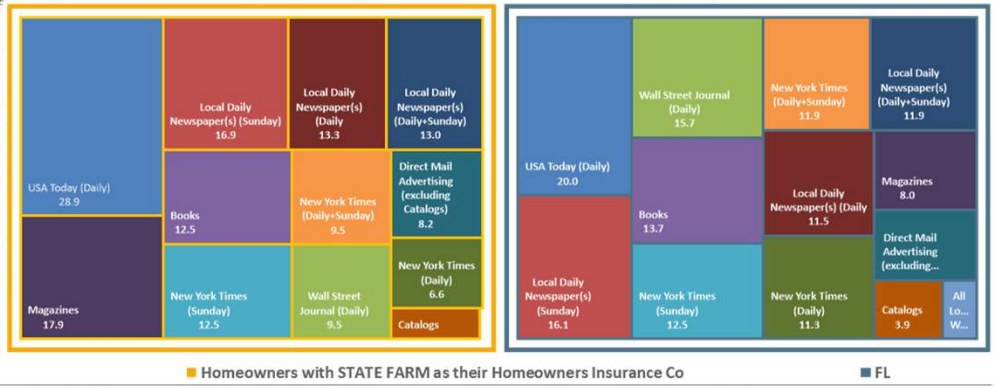


246,407 or 36.2% of Adults 25 or older Homeowners with STATE FARM as their Homeowners Insurance Co read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13. minutes every day representing 35.% of all time spent daily with All forms of Print Medi

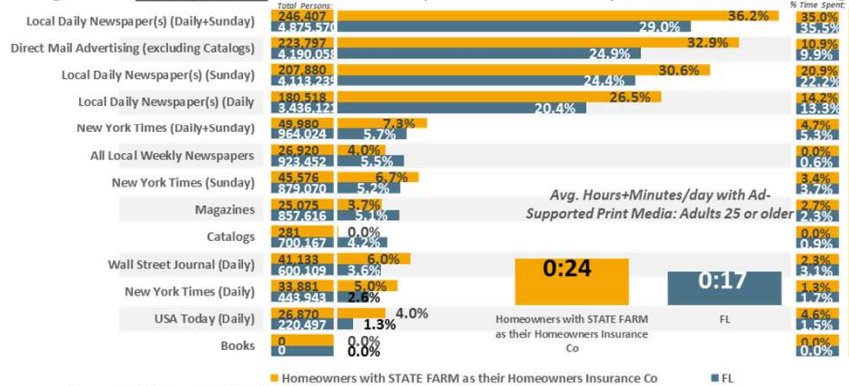
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



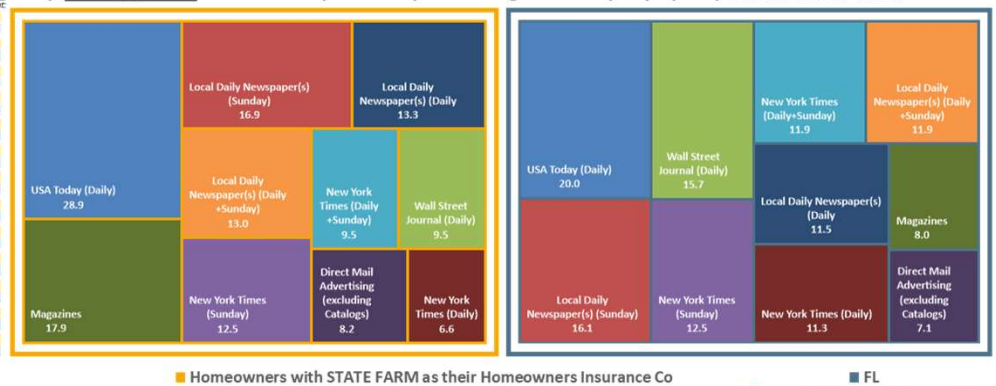
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,184

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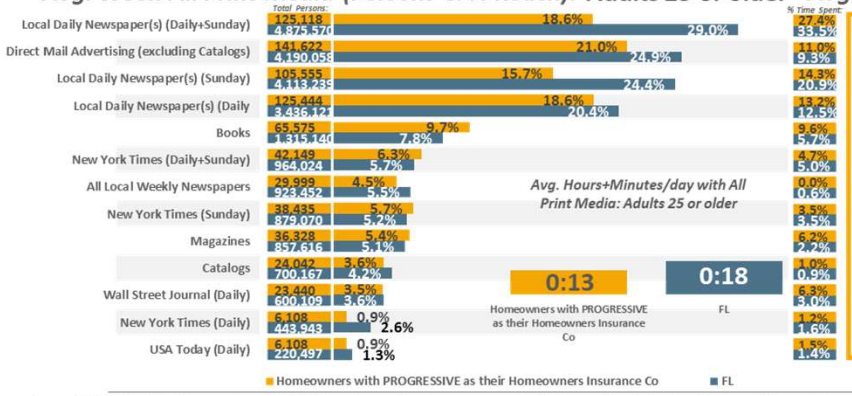
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): State Farm))]

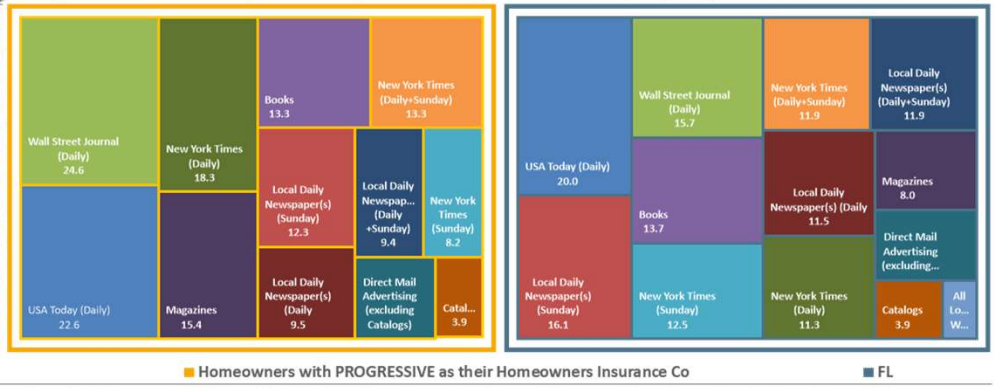


125,118 or 18.6% of Adults 25 or older Homeowners with PROGRESSIVE as their Homeowners Insurance Co read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.4 minutes every day representing 30.4% of all time spent daily with All forms of Print Me

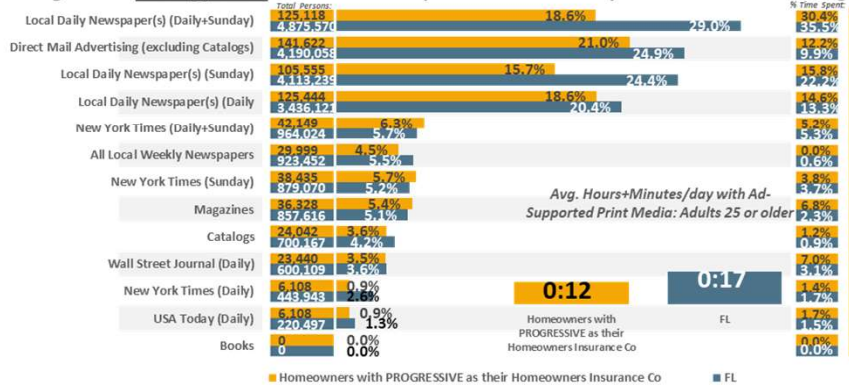
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



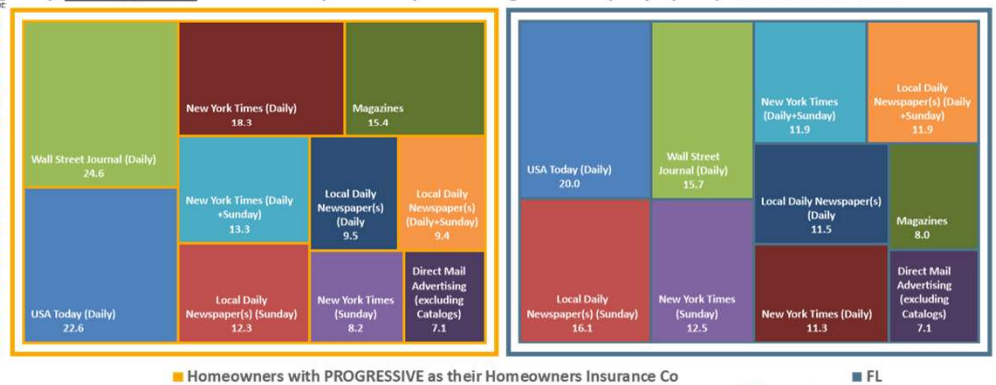
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 1,003

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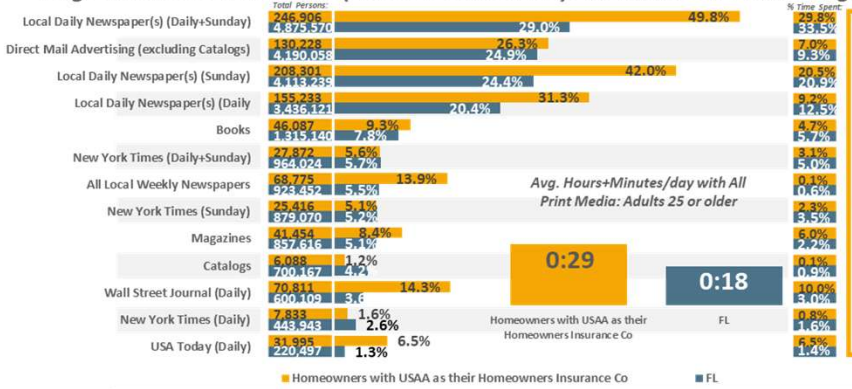
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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): Progressive)]]



246,906 or 49.8% of Adults 25 or older Homeowners with USAA as their Homeowners Insurance Co read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 31.2% of all time spent daily with All forms of Print Media.

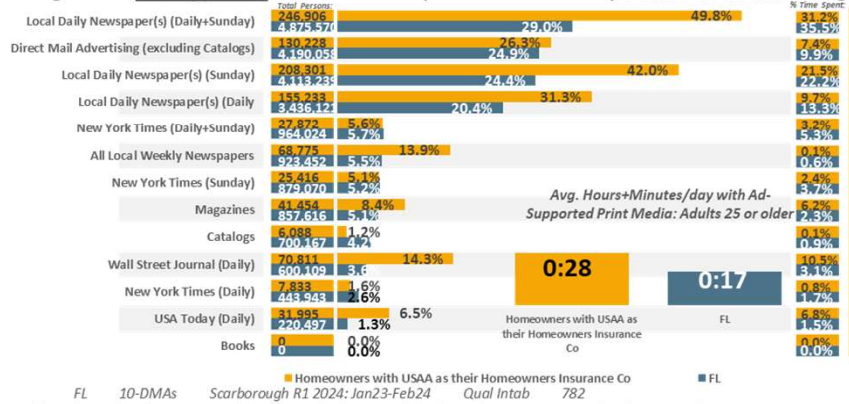
Avg. Week All Print Media (Persons & % Reach): Adults 25 or older



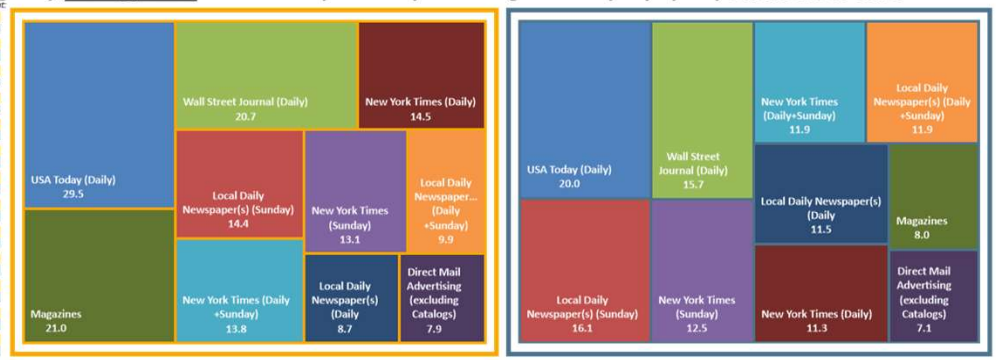
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 25 or older



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 25 or older



FL 10-DMAs Scarborough R1 2024: Jan23-Feb24 Qual Intab 782

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[((Age summaries: Adults 25 or older) AND Own or rent residence (HHLD): Own) AND Homeowners/renters insurance provider for household (HHLD): USAA))]