



Among adults who used an attorney, other than for personal injury:²

56% | aged 35-64

73% | Own their home

54% | Are married

Find Your Audience

Viewership data & analytics

Targeted Impressions

Go local or go broad

Build Your Brand

Place your video everywhere

Measurable Results

Data driven research and reports

Source:

1. "More Than Half of American Adults Don't Have a Will, 2017 Survey Shows." Caring.com, 24 May 2018. Web. 29 May 2018.

2. Scarborough USA+ (Jan16-Nov17), Target: Prof Service Used by HH Pst 12 Mnth: Attorney other than Personal Injury

3. AdMall 2017 AudienceSCAN : legal service client: when have you last seen or heard an advertisement of this type that led you to take action; Source 2: Seattle DMA, Se16-Au17. Base: Adults 18+. Target: Prof Service Used by HH Pst 12 Mnth: Personal Injury

4. AdMall SOURCE: 2018 AudienceSCAN

* % total may not equal 100% because audience could select more than one answer to this question

**MAKE SURE THEY DON'T LEAVE THE
FUTURE TO CHANCE**

You know the importance of financial and family planning for a time after a loved one passes. Among too many, there is a reluctance to talk about what is needed or a lack of urgency to get started.

Let Comcast Spotlight help you find and influence potential clients to take the first step in their families' future.

THE MARKET FOR ESTATE PLANNING¹

64% Of parents with children under 18 years old don't have end-of-life plans in place.

78% Of Millennials (age 18-36) do not have a will.

64% Of Generation X (Age 37-52) do not have a will.

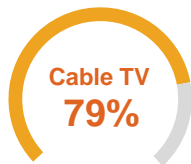
40% Of those age 53-71 do not have a will.

TV INFLUENCES ACTION

73.1% of legal service clients have been influenced to take action after seeing a cable TV or online video ad⁴

POTENTIAL CLIENTS ARE EVERYWHERE³

Among adults who used an attorney, other than for personal injury³



Watched Cable TV in the last 7 days



Spend 5 or more hours online every week



Watched Video on Demand in the last 30 days

For more information, Call **888.877.9799** or Visit **www.ComcastSpotlight.com**