

Steve: If I provided a list of the 10 commercials that air most frequently on cable and satellite TV, could Claude make some assumptions about the people watching?

Claude: High-frequency cable/satellite ad buys are expensive and highly targeted — the media buyers know exactly what they're doing. The portfolio of top-spending advertisers is basically a demographic X-ray of the audience. From that list I could make reasonable inferences about:

Age — probably the single strongest signal. Pharma ads (especially condition-specific ones), Medicare supplement pitches, and life insurance skewing heavily toward 55+. Mobile carrier and fast food ads pulling younger.

Health status — the specific conditions advertised (joint pain, diabetes, COPD, incontinence, erectile dysfunction) map pretty directly onto likely age/health brackets.

Financial situation — debt consolidation, reverse mortgage, payday loan, and annuity ads each signal different economic strata. Luxury car vs. used car ads tell a similar story.

Media consumption habits — heavy linear TV watching in 2026 is itself a demographic signal. Cord-cutters skew younger and higher-income; people still paying for cable packages tend to be older and more habituated to the medium.

Political lean — some advertisers target by news channel affiliation, and the mix of who buys heavily on cable often reflects that.

The inferences get sharper the more specific the list is — ten pharma ads tells a different story than a mix of pharma, tech, and QSR. Go ahead and share the list if you want a real analysis.

Here's a plausible top-10 heavy-rotation cable advertiser list, circa 2024-2025:

- | | | |
|---|---|--|
| 1 | 1 | Humira / Skyrizi / Rinvoq (AbbVie — arthritis/autoimmune pharma) |
| 2 | 2 | Medicare Advantage (various — United, Humana, Aetna) |
| 3 | 3 | Liberty Mutual / GEICO (auto insurance) |
| 4 | 4 | McDonald's / Wendy's (QSR) |

5	5	T-Mobile / Verizon (mobile carriers)
6	6	Jardiance / Ozempic (diabetes/weight pharma)
7	7	Morgan Stanley / Fidelity (wealth management)
8	8	Toyota / Chevrolet (automotive)
9	9	Progressive (auto insurance — Flo is basically a cable fixture)
10	10	Lawyers.com / local personal injury law (legal services)

What this list says about the audience:

The dominant signal is 55-75, homeowner, likely retired or near-retirement, modest to middle wealth. The pharma alone — autoimmune, diabetes, Medicare — essentially fingerprints that cohort. The wealth management ads (not Robinhood, not Coinbase — Morgan Stanley) suggest accumulated assets but not the ultra-wealthy, who don't watch linear TV.

The QSR and mobile carrier entries are the outliers — those are broad-reach buys, not targeted. They're there because cable still delivers raw volume.

The personal injury law category is its own signal: an audience that perceives itself as vulnerable and potentially underserved legally.

Overall: older, sedentary by viewing habit, health-conscious by necessity rather than aspiration, financially stable but not affluent.