

USA+4 More DMAs - GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE vs. ALL GEN-Z (P18-29)!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI and WEST PALM BEACH DMA P18-29** who are **Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE vs. ALL GEN-Z (P18-29)** as of March 31, 2026.

GEN-Z (P18-29 Not-Yet-Enrolled)
Seeking UNDERGRADUATE Degree
VS.
ALL GEN-Z (P18-29)

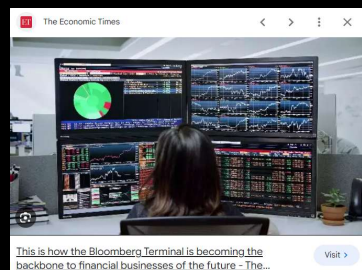


P18-29

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Vanguard BlackRock

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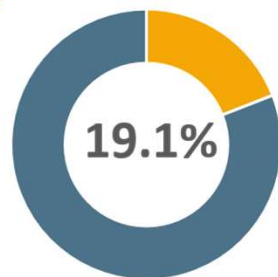
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 23.4 years old (.1% younger than average) and have a \$57,706 (30.7% lower than average) annual household income.



Percent of Market: GEN-Z (P18-29)



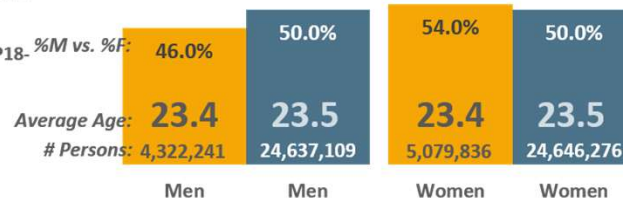
- who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE
- Remainder of USA GEN-Z(P18-29) DMAs

Total Persons:

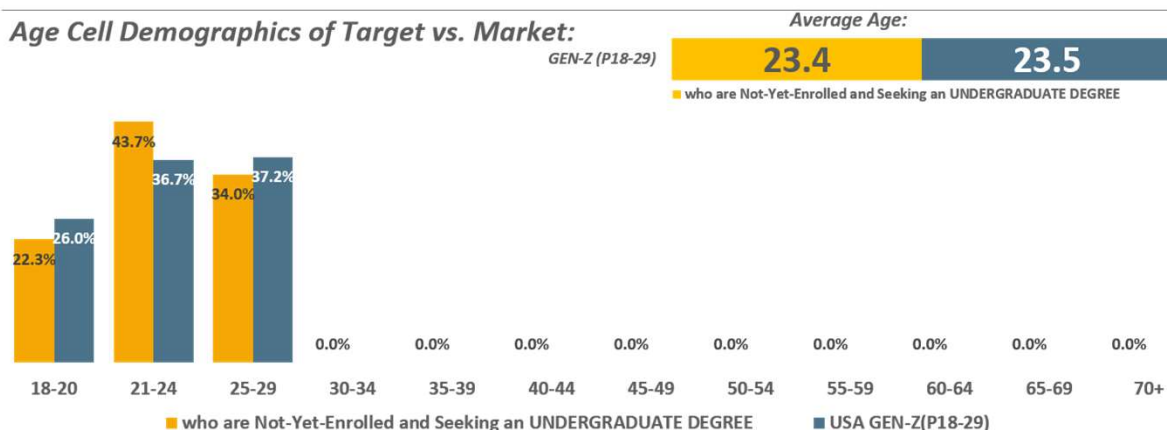
9,402,077 39,881,308



Gender of Target vs. Market: GEN-Z (P18-29)



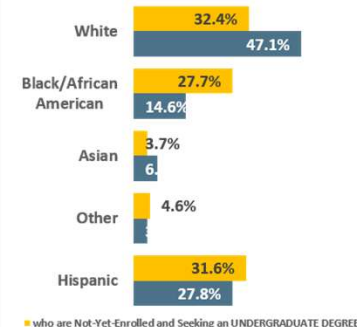
Age Cell Demographics of Target vs. Market:



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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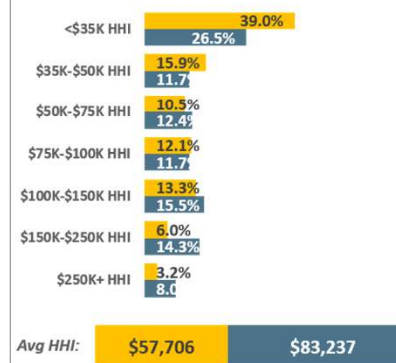
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

Ethnicity of Target vs. Market:



USA GEN-Z(P18-29)

HHI of Target vs. Market:



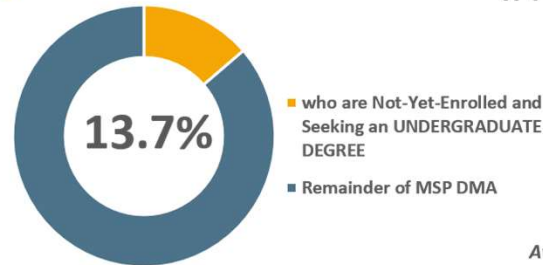
©

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



13.7% or 94,151 of MSP DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 24.1 years old (4% older than average) and have a \$51,872 (43.% lower than average) annual household income.

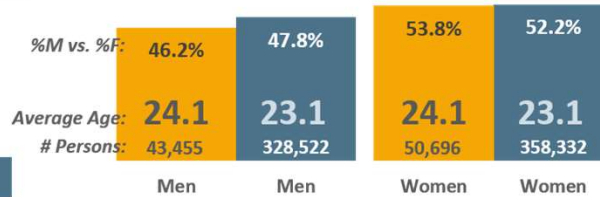
Percent of Market: GEN-Z (P18-29)



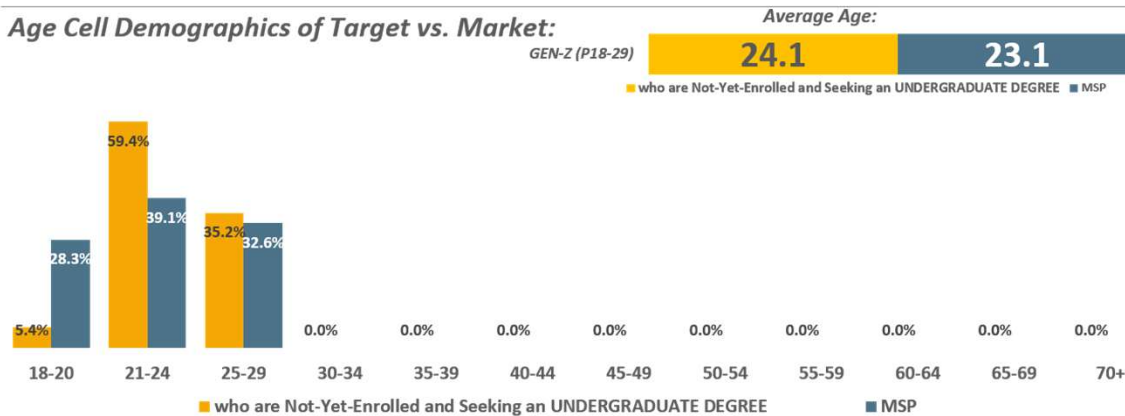
Total Persons:



Gender of Target vs. Market: GEN-Z (P18-29)



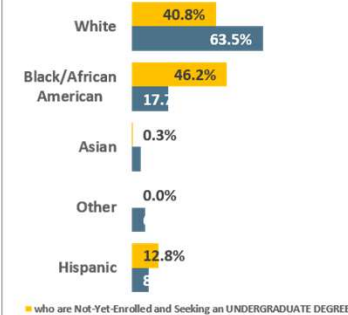
Age Cell Demographics of Target vs. Market:



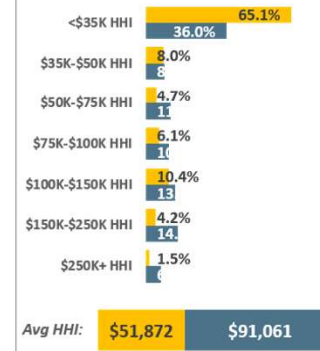
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32

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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$51,872 \$91,061

6

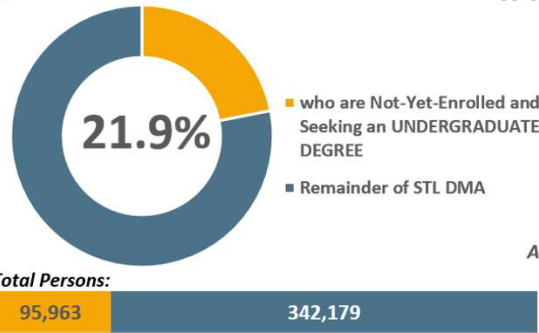
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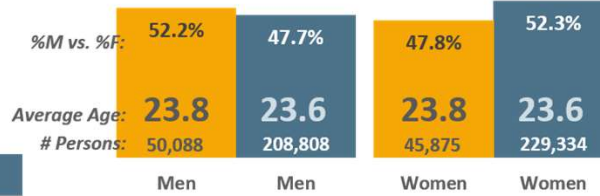
21.9% or 95,963 of STL DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 23.8 years old (.9% older than average) and have a \$46,269 (50.6% lower than average) annual household income.



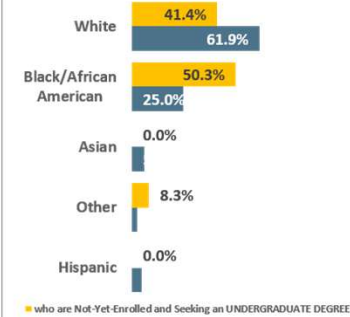
Percent of Market: GEN-Z (P18-29)



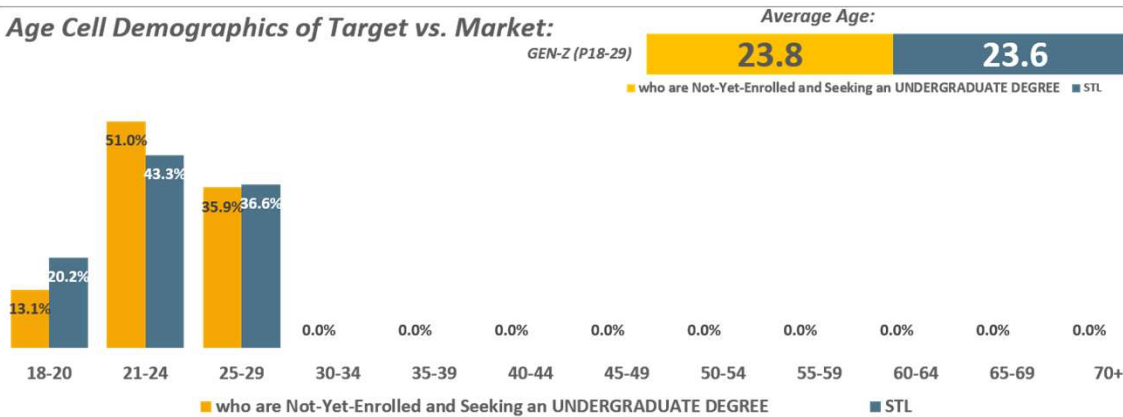
Gender of Target vs. Market: GEN-Z (P18-29)



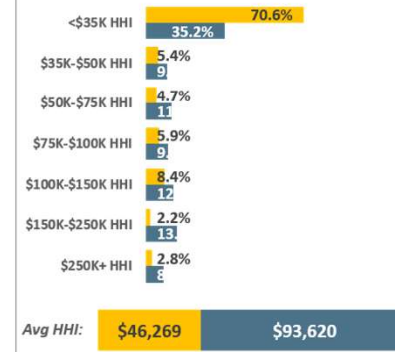
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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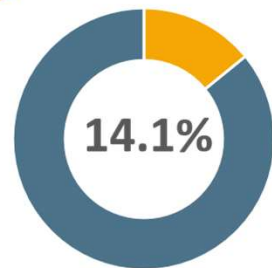
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14.1% or 50,899 of CIN DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 23.5 years old (.8% older than average) and have a \$73,848 (22.6% lower than average) annual household income.



Percent of Market: GEN-Z (P18-29)



■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE
■ Remainder of CIN DMA

Total Persons:

50,899 309,564

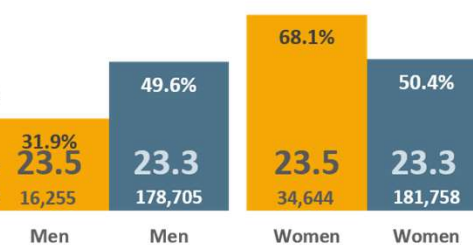


Gender of Target vs. Market: GEN-Z (P18-29)

%M vs. %F:

Average Age:

Persons:



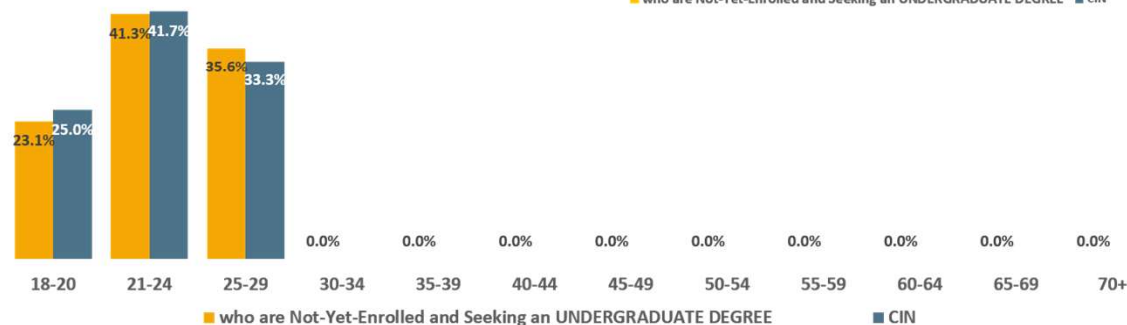
Age Cell Demographics of Target vs. Market:

Average Age:

GEN-Z (P18-29)

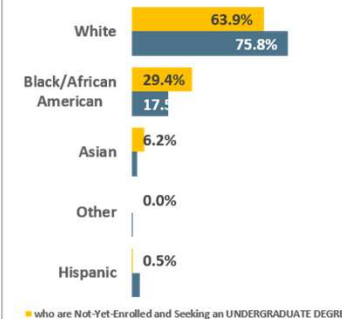
23.5 23.3

■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE ■ CIN

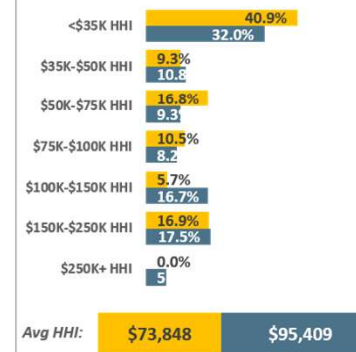


■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE ■ CIN

Ethnicity of Target vs. Market:



HHI of Target vs. Market:



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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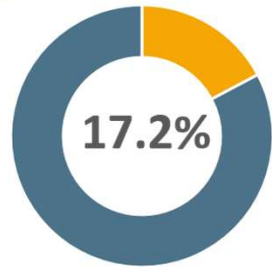
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17.2% or 48,890 of WPB DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 24. years old (3.8% older than average) and have a \$80,090 (3.5% lower than average) annual household income.



Percent of Market: GEN-Z (P18-29)



■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE
■ Remainder of WPB DMA

Total Persons:

48,890 234,606



Gender of Target vs. Market: GEN-Z (P18-29)

%M vs. %F:

Average Age:

Persons:

Men Men Women Women

24.0

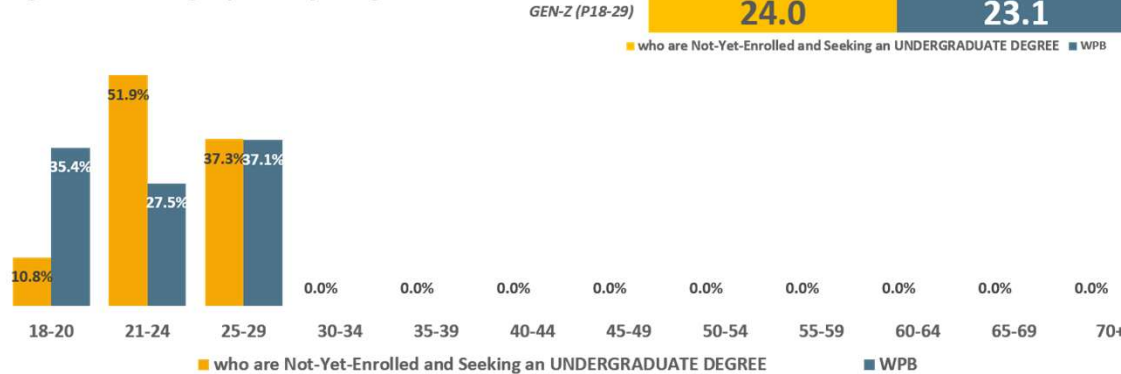
23.1

24.0

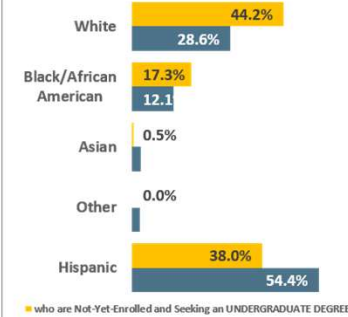
23.1

13,109 134,571 35,781 148,925

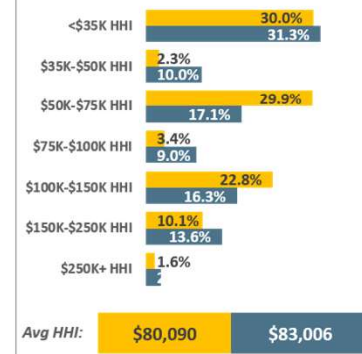
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

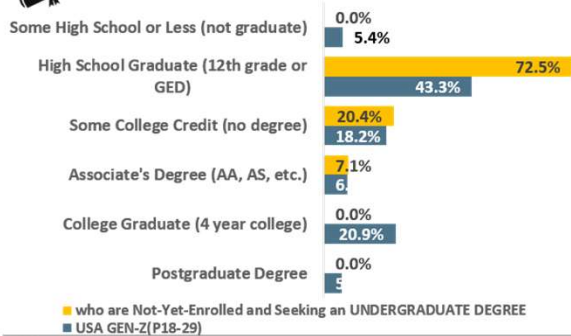




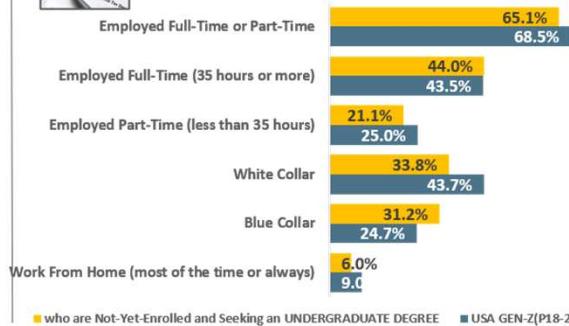
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 67.5% more likely to be a high school graduate, 1.1% more likely to work full-time, 41.6% less likely to be married, 43.3% more likely to be a parent of 1 or more children unde



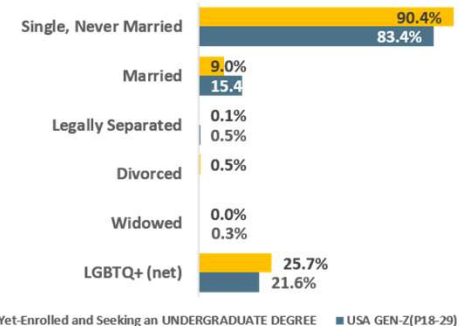
Education Levels: GEN-Z (P18-29)



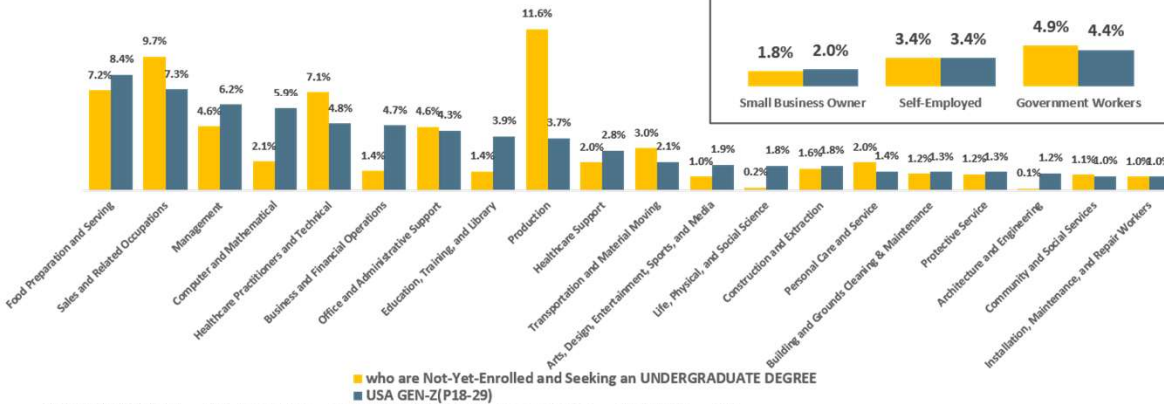
Employment: GEN-Z (P18-29)



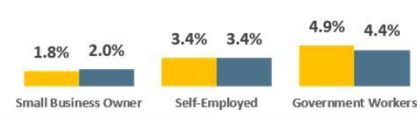
Marital Status: GEN-Z (P18-29)



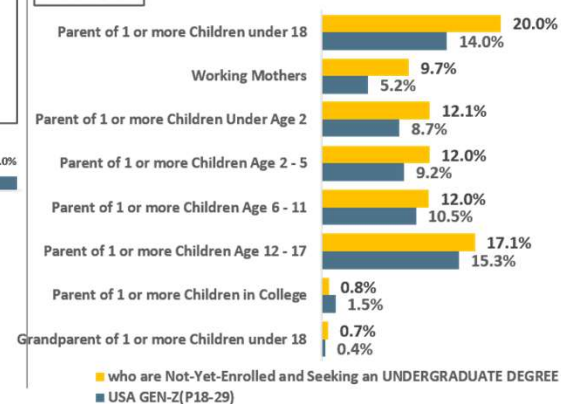
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



Stage in Life: GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

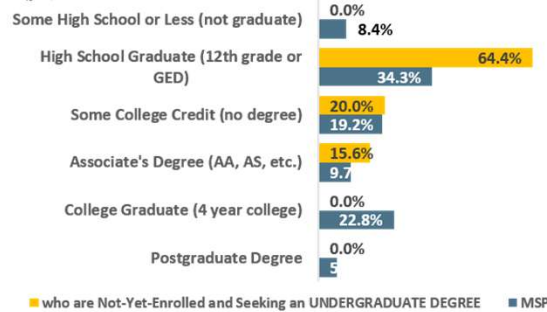
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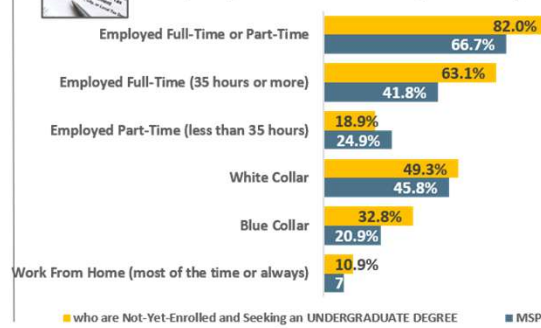


13.7% or 94,151 of MSP DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 87.9% more likely to be a high school graduate, 51.% more likely to work full-time, 69.6% less likely to be married, 133.1% more likely to be a parent of 1 or more children un

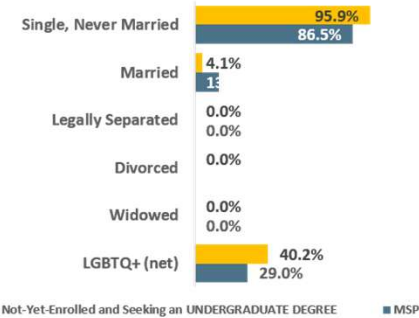
Education Levels: GEN-Z (P18-29)



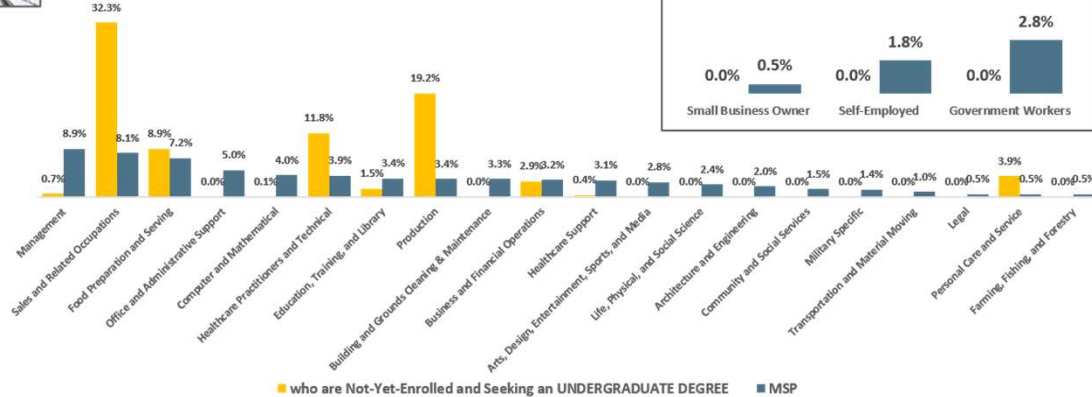
Employment: GEN-Z (P18-29)



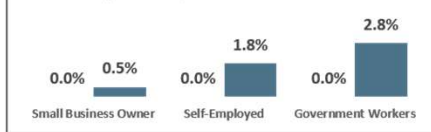
Marital Status: GEN-Z (P18-29)



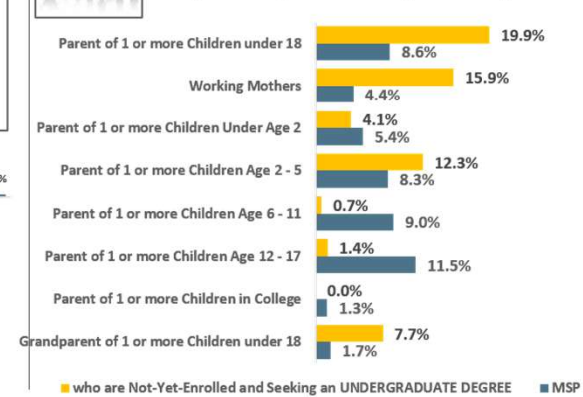
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



Stage in Life: GEN-Z (P18-29)



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32
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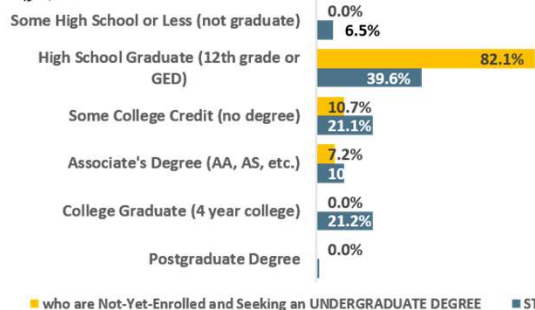
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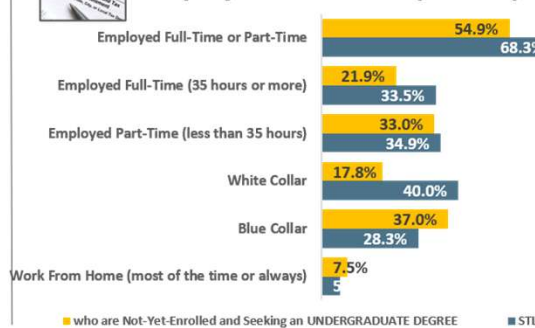


21.9% or 95,963 of STL DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 107.2% more likely to be a high school graduate, 34.7% less likely to work full-time, 30.5% more likely to be married, 92.4% more likely to be a parent of 1 or more children u

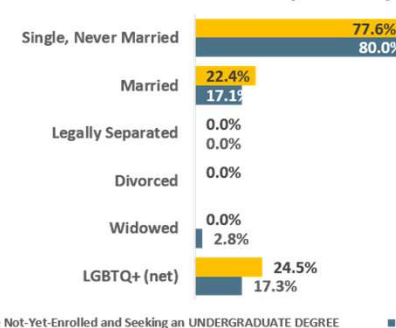
Education Levels: GEN-Z (P18-29)



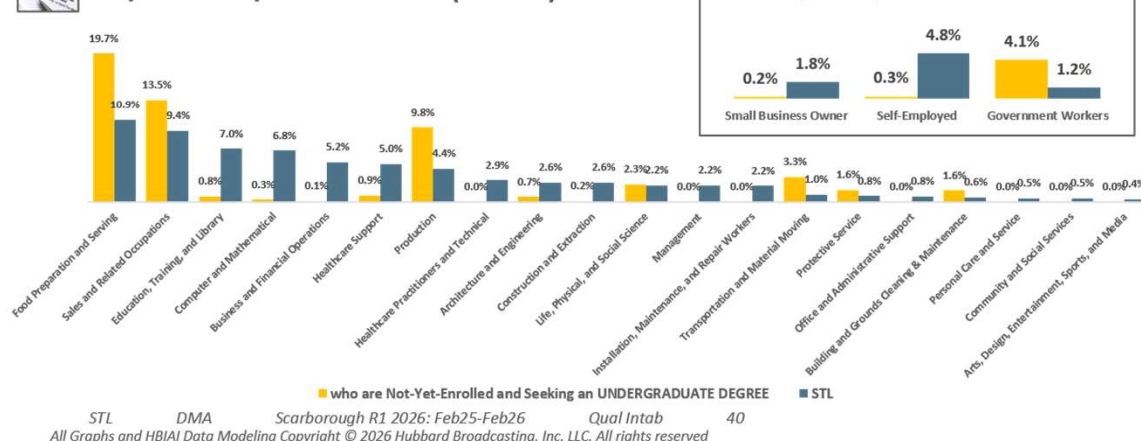
Employment: GEN-Z (P18-29)



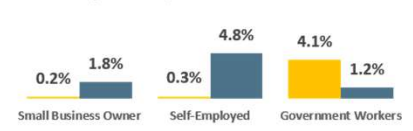
Marital Status: GEN-Z (P18-29)



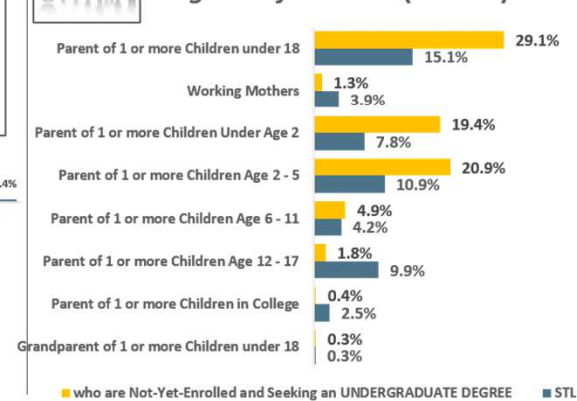
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



Stage in Life: GEN-Z (P18-29)

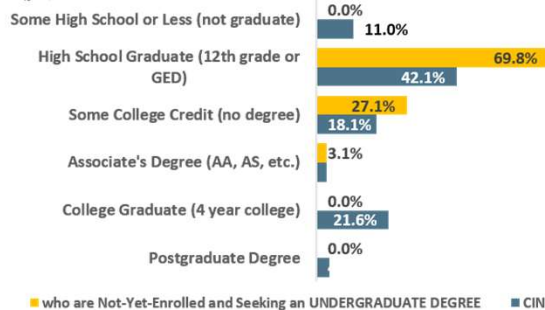


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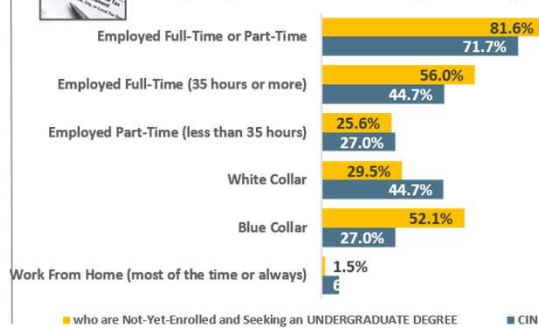


14.1% or 50,899 of CIN DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 65.8% more likely to be a high school graduate, 25.2% more likely to work full-time, 50.5% less likely to be married, 6.5% less likely to be a parent of 1 or more children und

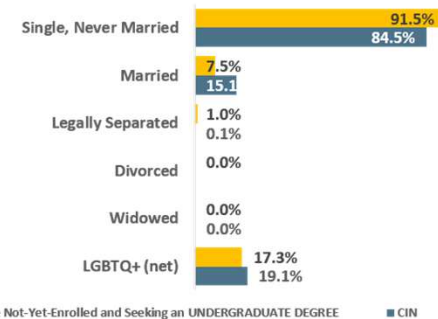
Education Levels: GEN-Z (P18-29)



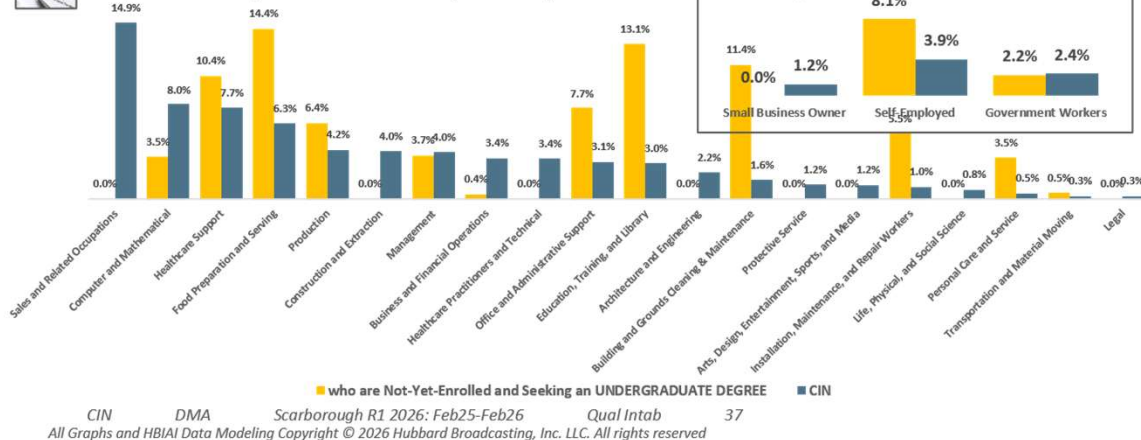
Employment: GEN-Z (P18-29)



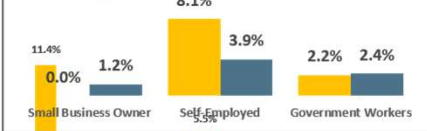
Marital Status: GEN-Z (P18-29)



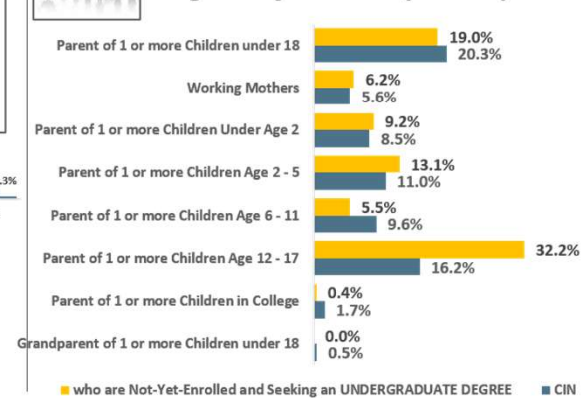
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



Stage in Life: GEN-Z (P18-29)



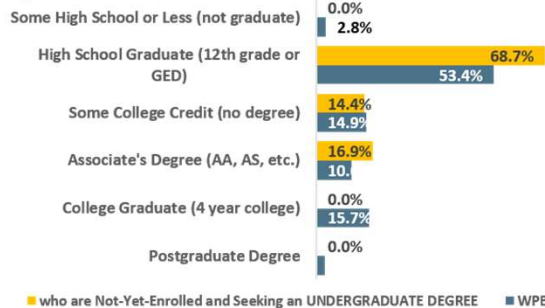
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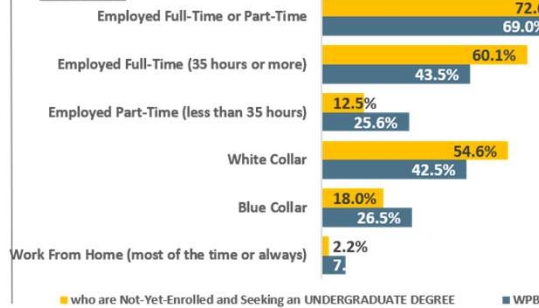
17.2% or 48,890 of WPB DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 28.8% more likely to be a high school graduate, 38.4% more likely to work full-time, 45.5% less likely to be married, 187.7% more likely to be a parent of 1 or more children un



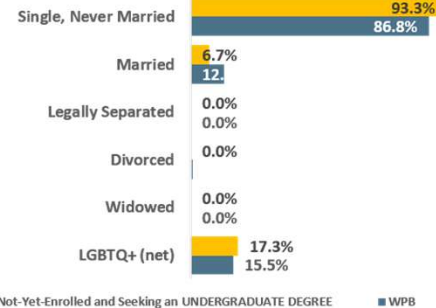
Education Levels: GEN-Z (P18-29)



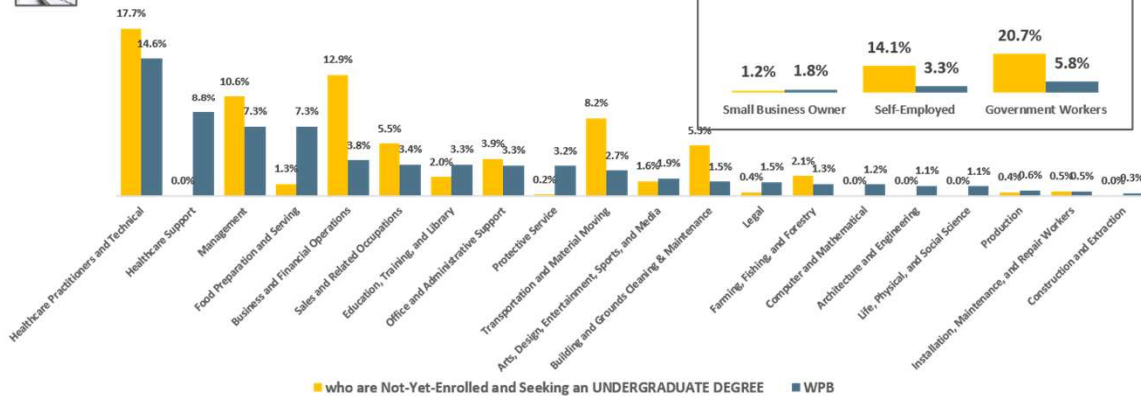
Employment: GEN-Z (P18-29)



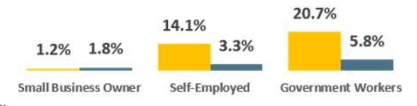
Marital Status: GEN-Z (P18-29)



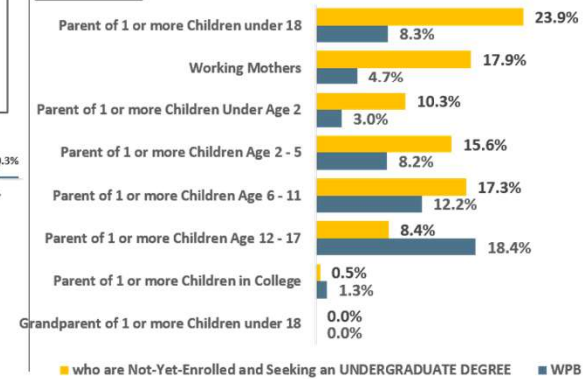
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



Stage in Life: GEN-Z (P18-29)

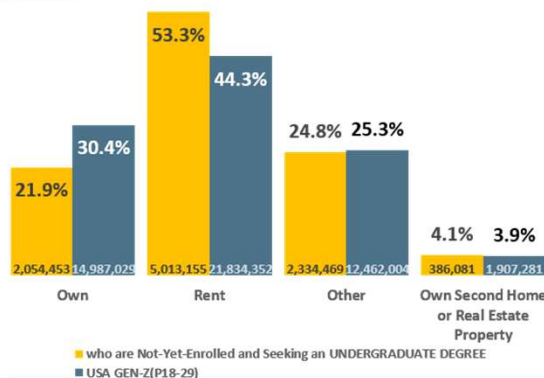




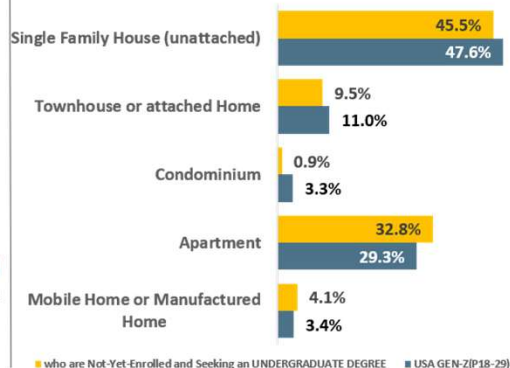
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 28.1% less likely to own their home, 4.% more likely to own a lower valued home, 4.4% less likely to have a single-family home, 17.4% more likely to have a dog.



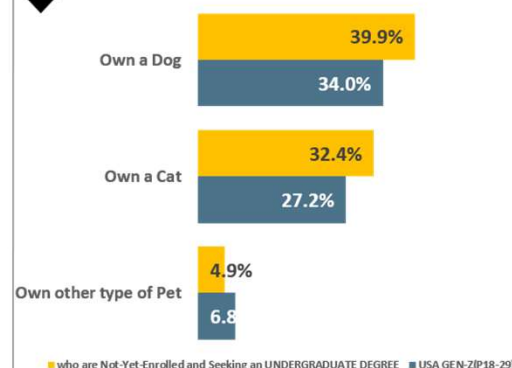
Own/Rent/Other:GEN-Z (P18-29)



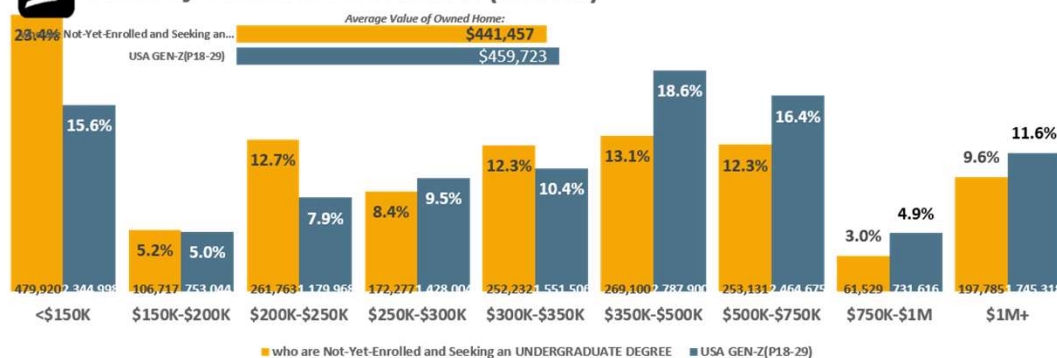
Type of Home:GEN-Z (P18-29)



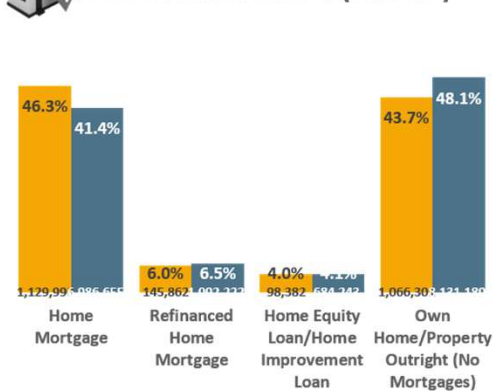
Pets in Home:GEN-Z (P18-29)



Value of Owned Home: GEN-Z (P18-29)



Home Loans: GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection

USA GEN-Z(P18-29)

Qual Intab

3,498

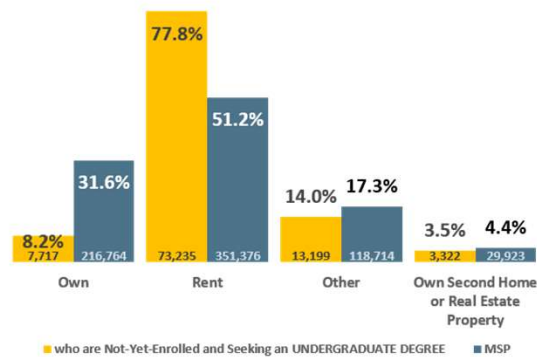
[[(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



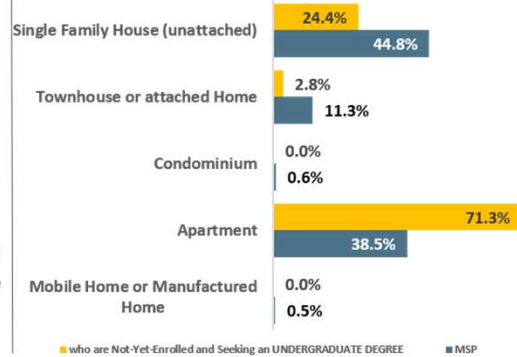
13.7% or 94,151 of MSP DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 74.% less likely to own their home, 24.9% more likely to own a lower valued home, 45.5% less likely to have a single-family home, 67.3% less likely to have a dog.



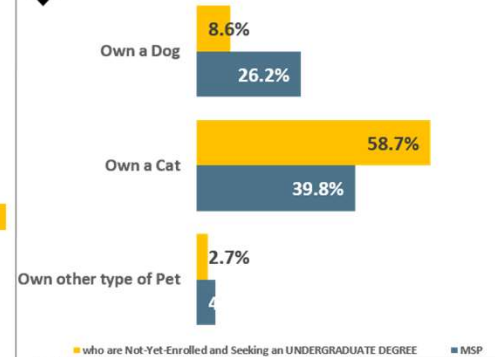
Own/Rent/Other:GEN-Z (P18-29)



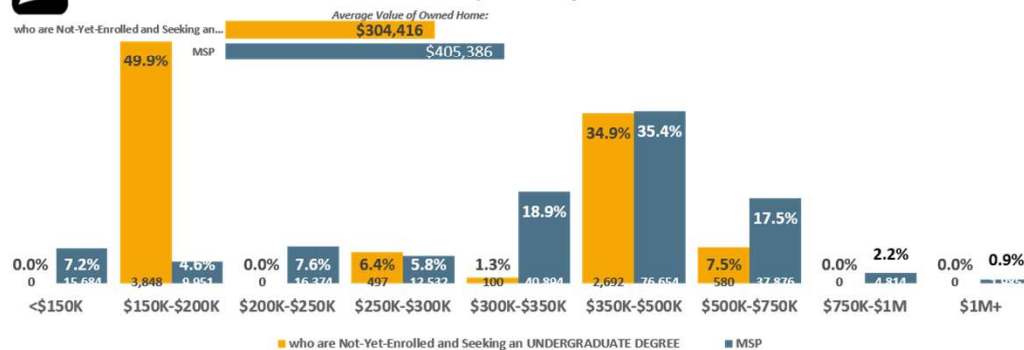
Type of Home:GEN-Z (P18-29)



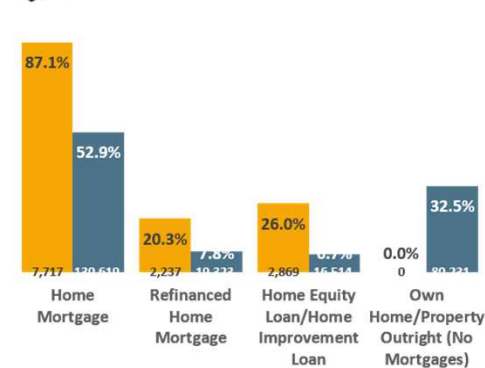
Pets in Home:GEN-Z (P18-29)



Value of Owned Home: GEN-Z (P18-29)



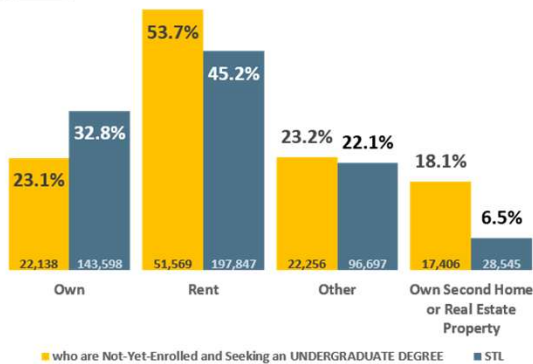
Home Loans: GEN-Z (P18-29)



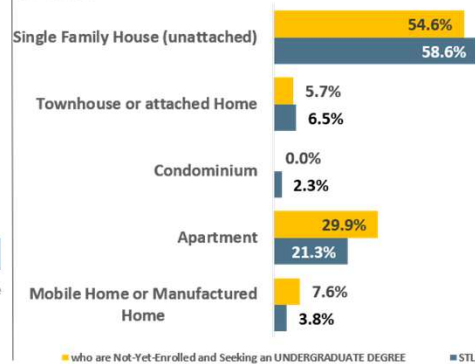


21.9% or 95,963 of STL DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 29.6% less likely to own their home, 70.4% more likely to own a lower valued home, 6.8% less likely to have a single-family home, 12.1% more likely to have a dog.

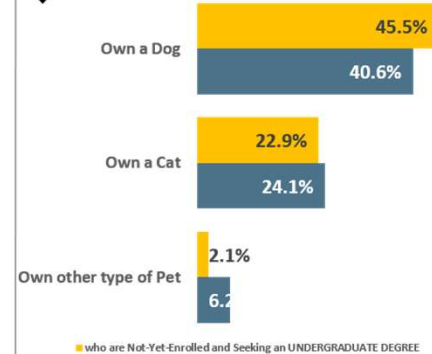
Own/Rent/Other:GEN-Z (P18-29)



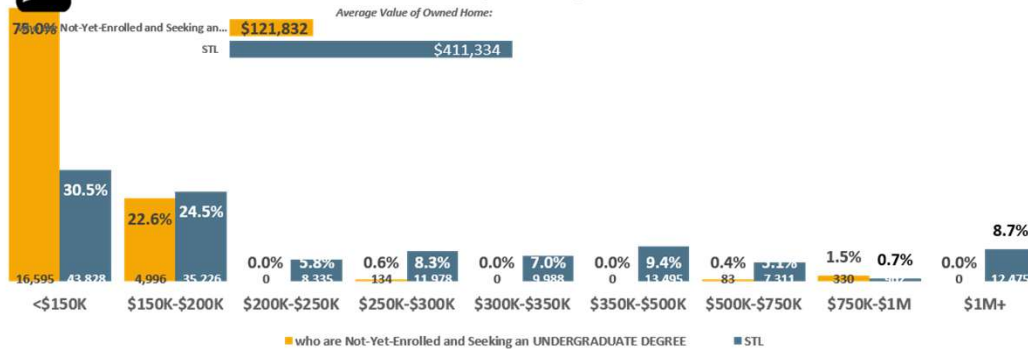
Type of Home:GEN-Z (P18-29)



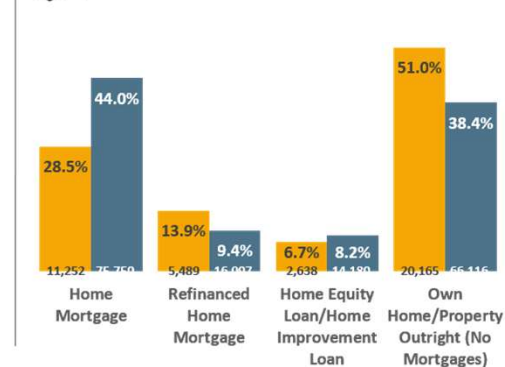
Pets in Home:GEN-Z (P18-29)



Value of Owned Home: GEN-Z (P18-29)



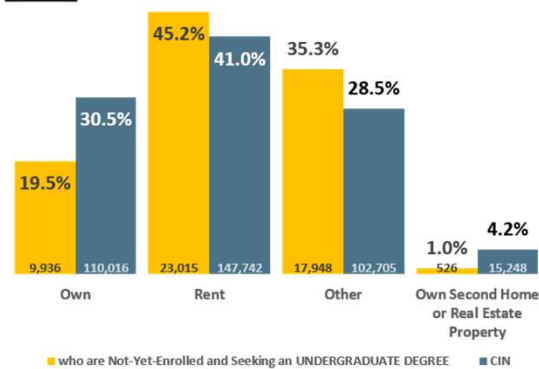
Home Loans: GEN-Z (P18-29)



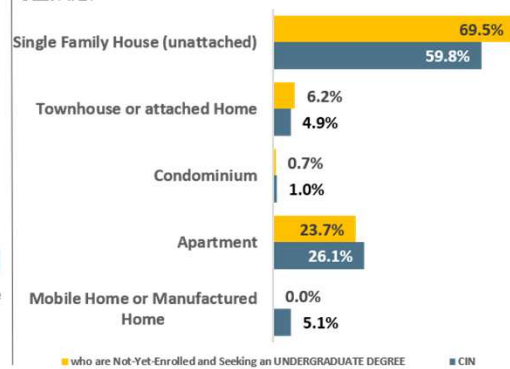


14.1% or 50,899 of CIN DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 36.% less likely to own their home, 36.6% more likely to own a lower valued home, 16.2% more likely to have a single-family home, 38.6% more likely to have a dog.

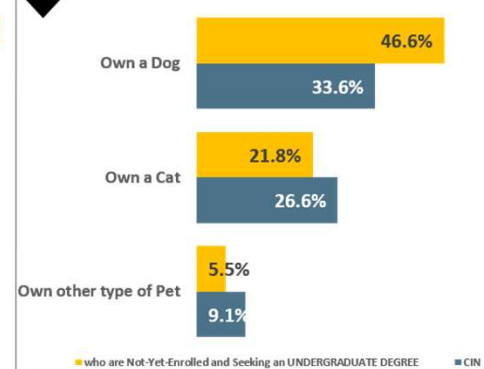
Own/Rent/Other:GEN-Z (P18-29)



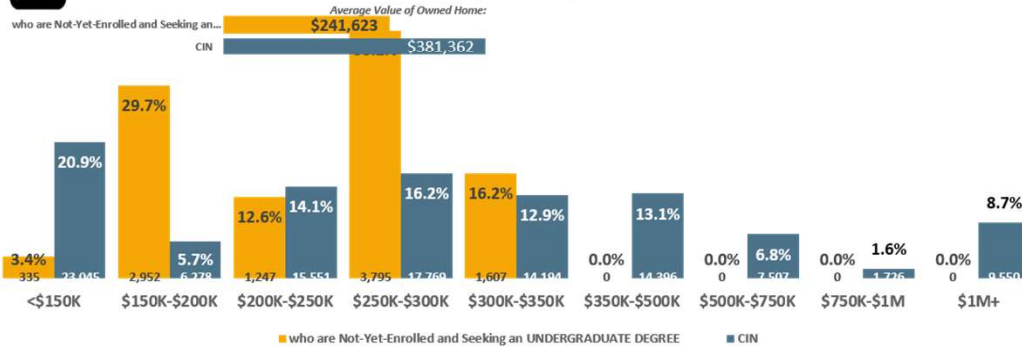
Type of Home:GEN-Z (P18-29)



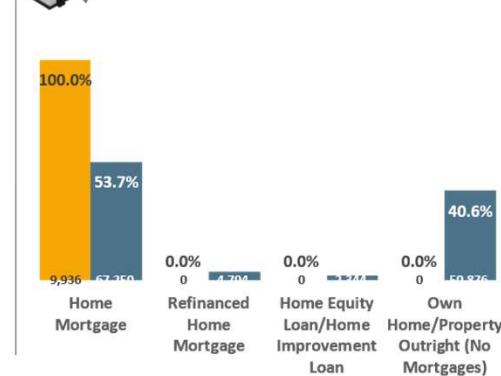
Pets in Home:GEN-Z (P18-29)



Value of Owned Home: GEN-Z (P18-29)



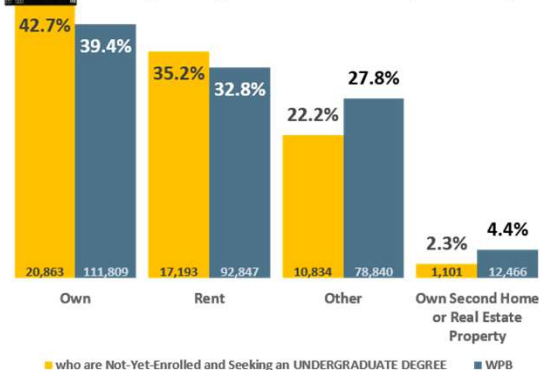
Home Loans: GEN-Z (P18-29)



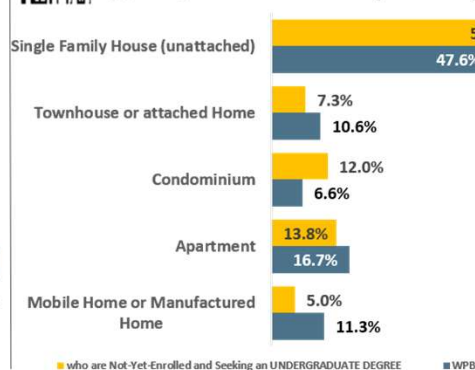


17.2% or 48,890 of WPB DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 8.2% more likely to own their home, 20.% more likely to own a lower valued home, 15.3% more likely to have a single-family home, 37.8% more likely to have a dog.

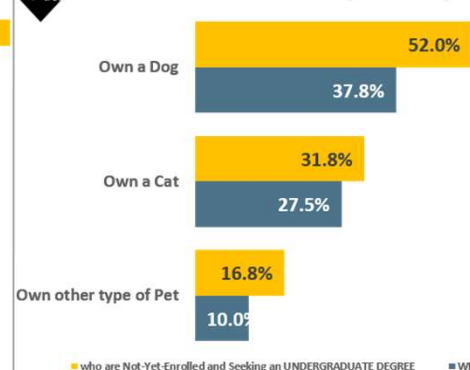
Own/Rent/Other:GEN-Z (P18-29)



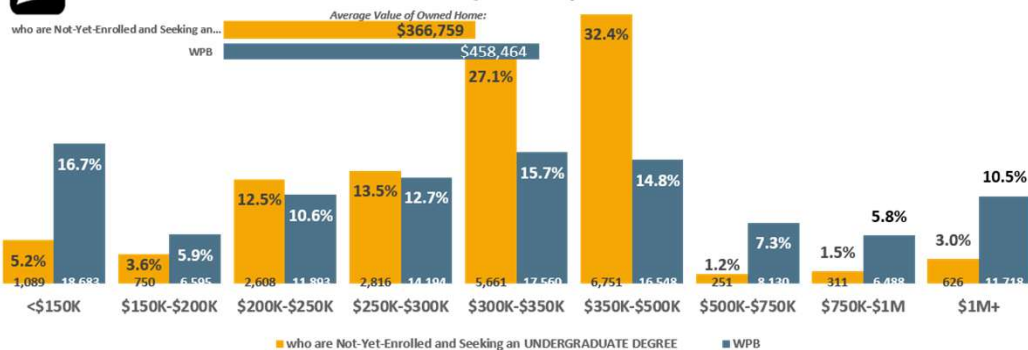
Type of Home:GEN-Z (P18-29)



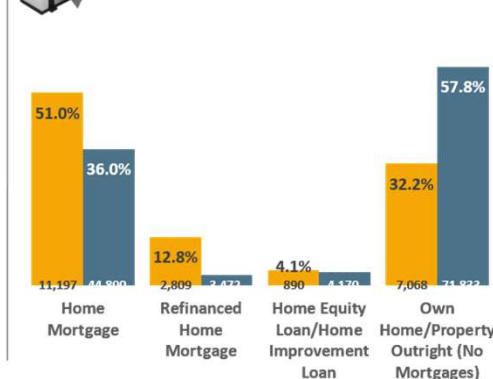
Pets in Home:GEN-Z (P18-29)



Value of Owned Home: GEN-Z (P18-29)



Home Loans: GEN-Z (P18-29)

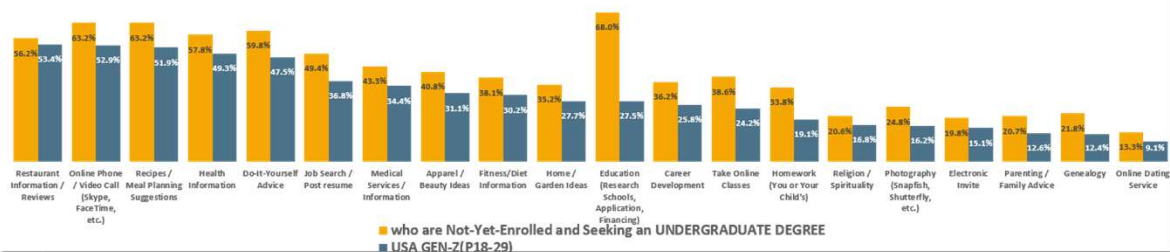




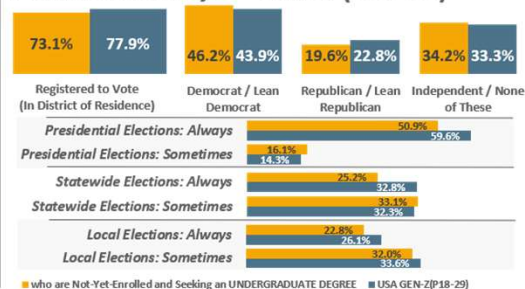
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 25.9% more likely to look up D-I-Y advice online, 12.8% less likely to always vote in local elections, 33.4% less likely to belong to a gym, 18.% less likely to fly domestic p



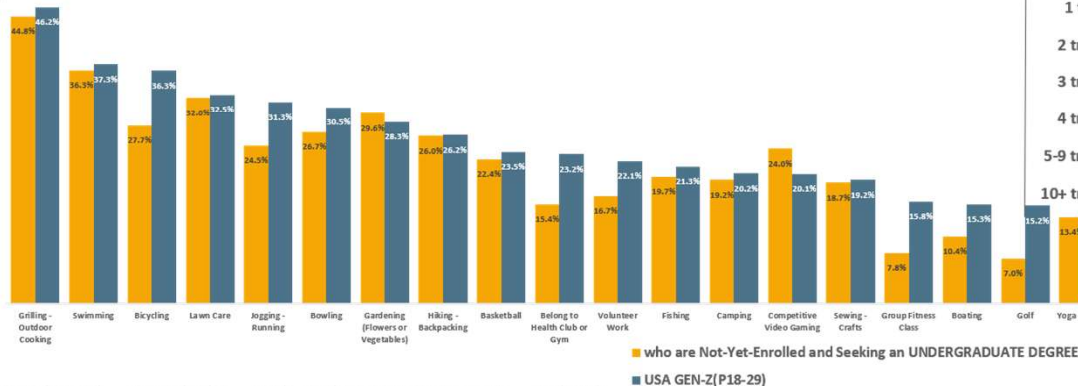
Top-20 past 30-days Online Lifestyle Activites: GEN-Z (P18-29)



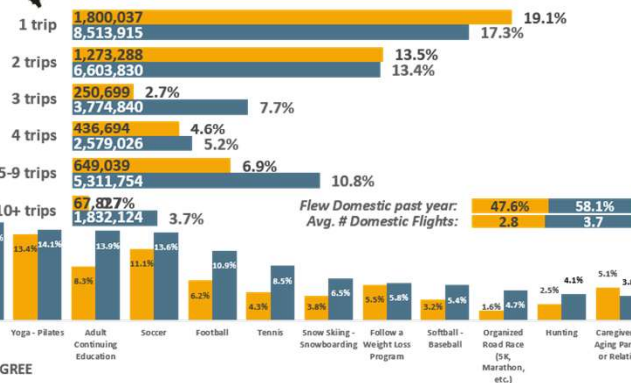
Political Activity: GEN-Z (P18-29)



Top-30 past 12-months Active Lifestyle Activites: GEN-Z (P18-29)



Past 12-months Domestic Airline Trips: GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

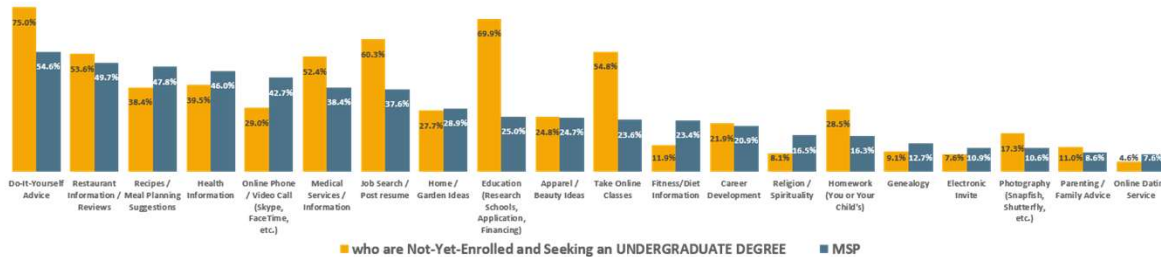
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college)))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing)))) AND Currently enrolled/attending classes at a college/university: No))



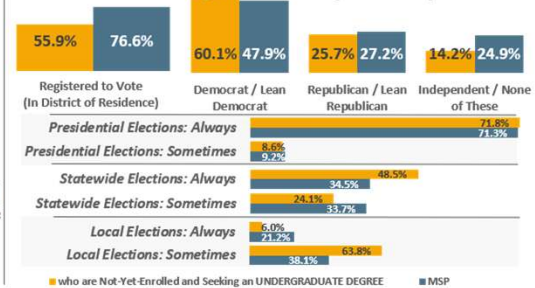
13.7% or 94,151 of MSP DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 37.4% more likely to look up D-I-Y advice online, 71.5% less likely to always vote in local elections, 33.% less likely to belong to a gym, 5.6% less likely to fly domestic pa



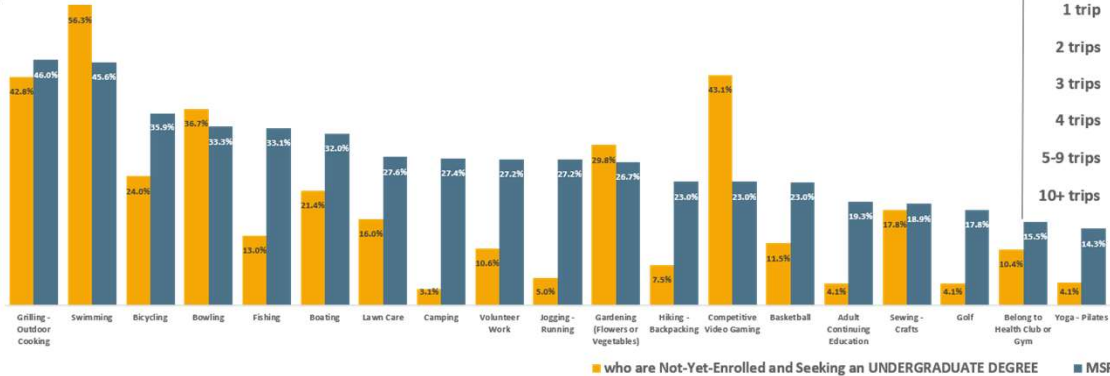
Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



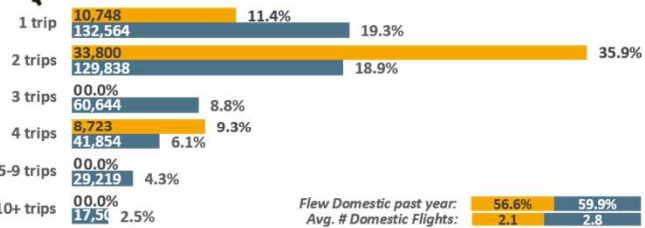
Political Activity: GEN-Z (P18-29)



Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



Past 12-months Domestic Airline Trips: GEN-Z (P18-29)



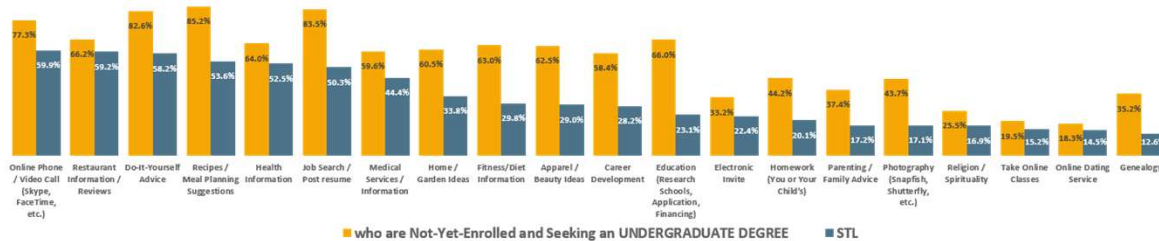
Flew Domestic past year: 56.6% (orange) vs 59.9% (blue)
Avg. # Domestic Flights: 2.1 (orange) vs 2.8 (blue)



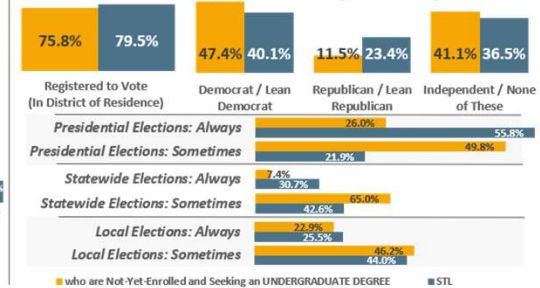
21.9% or 95,963 of STL DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 41.9% more likely to look up D-I-Y advice online, 10.3% less likely to always vote in local elections, 19.7% more likely to belong to a gym, 36.9% less likely to fly domestic



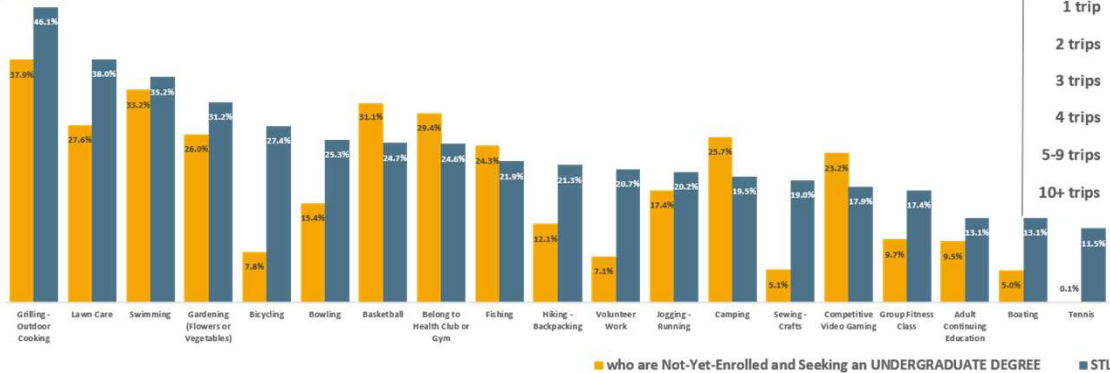
Top-20 past 30-days Online Lifestyle Activites: GEN-Z (P18-29)



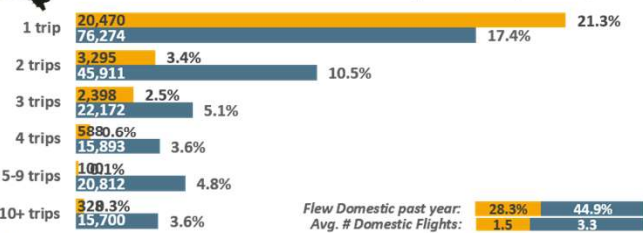
Political Activity: GEN-Z (P18-29)



Top-30 past 12-months Active Lifestyle Activites: GEN-Z (P18-29)



Past 12-months Domestic Airline Trips: GEN-Z (P18-29)



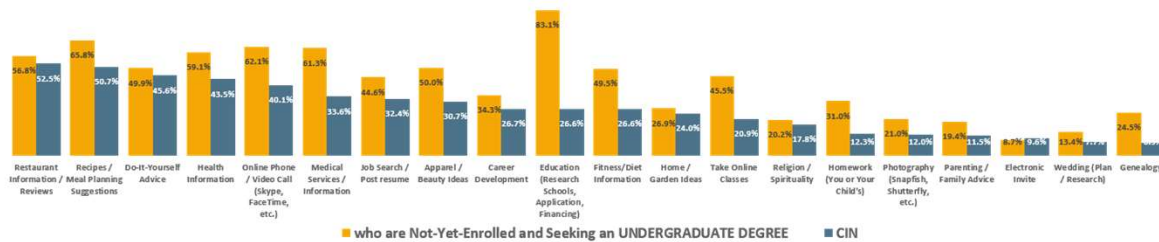
Flew Domestic past year: 28.3%
Avg. # Domestic Flights: 1.5



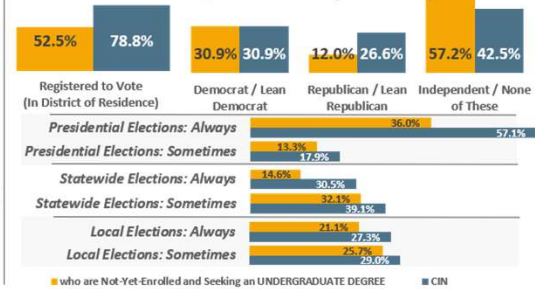
14.1% or 50,899 of CIN DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 9.4% more likely to look up D-I-Y advice online, 22.6% less likely to always vote in local elections, 2.2% more likely to belong to a gym, 53.5% less likely to fly domestic pa



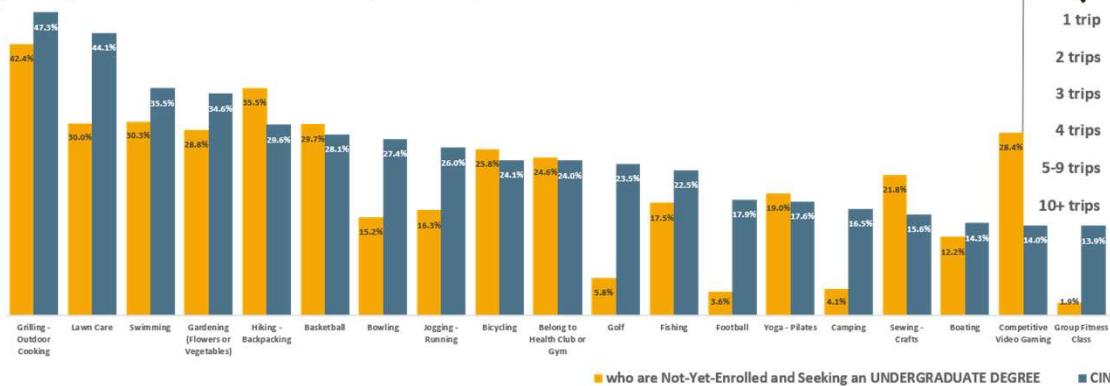
Top-20 past 30-days Online Lifestyle Activites: GEN-Z (P18-29)



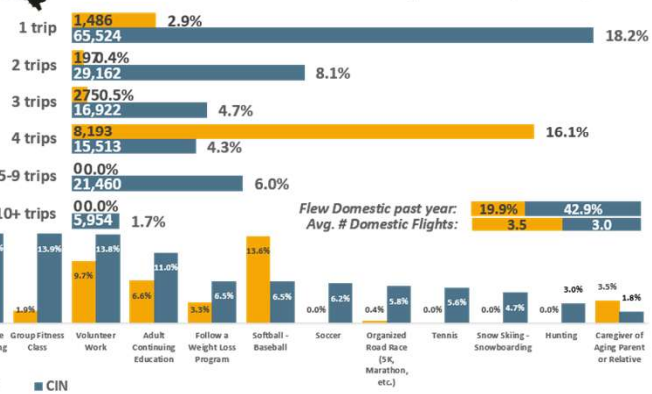
Political Activity: GEN-Z (P18-29)



Top-30 past 12-months Active Lifestyle Activites: GEN-Z (P18-29)



Past 12-months Domestic Airline Trips: GEN-Z (P18-29)

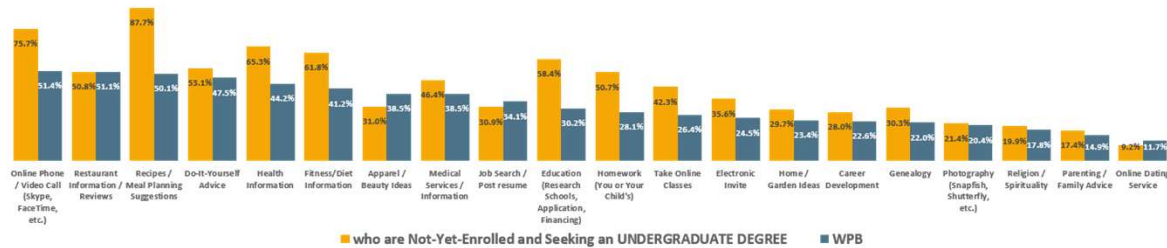




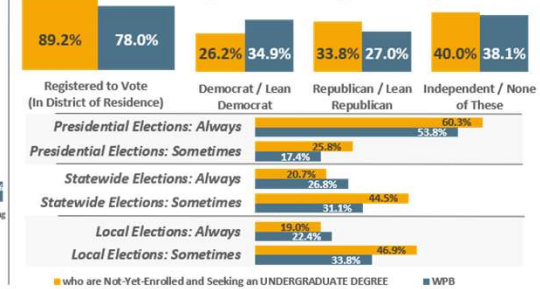
17.2% or 48,890 of WPB DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 11.8% more likely to look up D-I-Y advice online, 15.% less likely to always vote in local elections, 31.2% less likely to belong to a gym, 22.6% more likely to fly domestic p



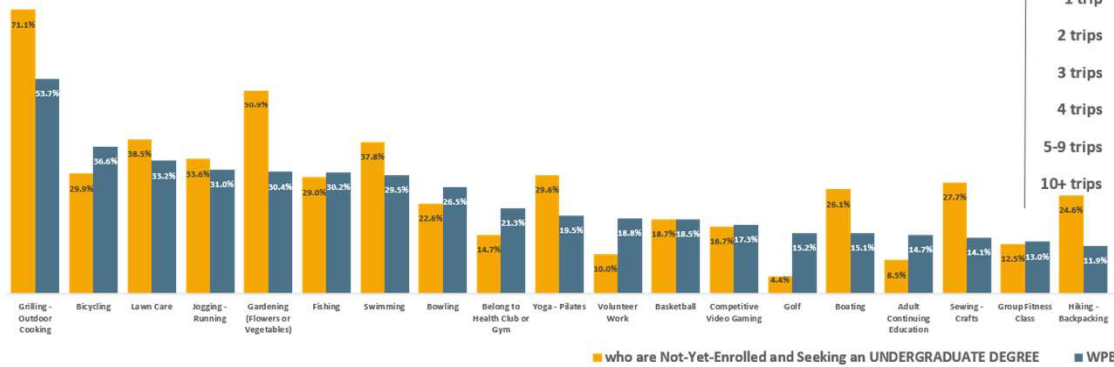
Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



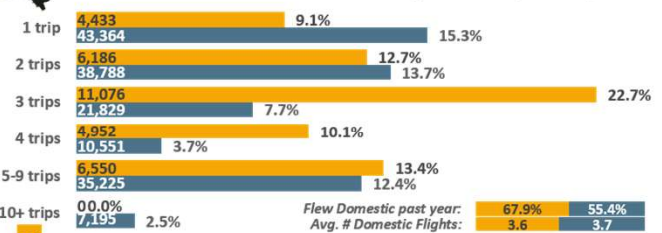
Political Activity: GEN-Z (P18-29)



Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



Past 12-months Domestic Airline Trips: GEN-Z (P18-29)

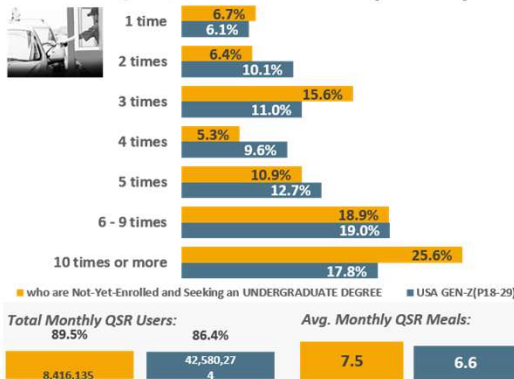


Flew Domestic past year: 67.9% vs 55.4%
Avg. # Domestic Flights: 3.6 vs 3.7

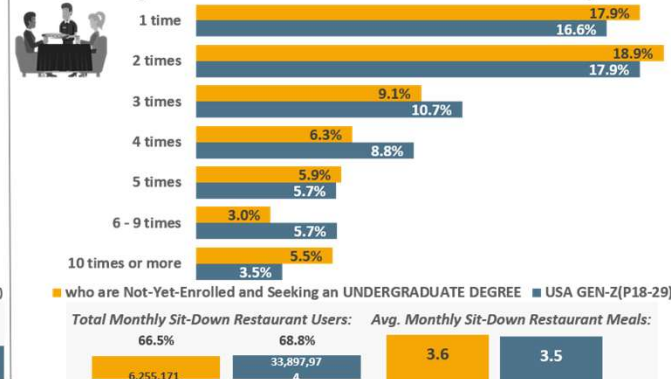


19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 3.6% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 6.8% more likely to use Casinos past yr., 16.8% less likely to smoke cigarettes.

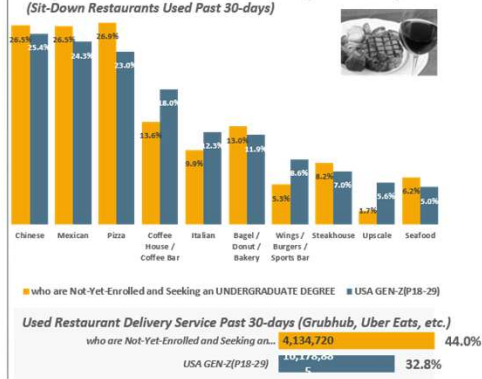
Past 30-days QSR Users: GEN-Z (P18-29)



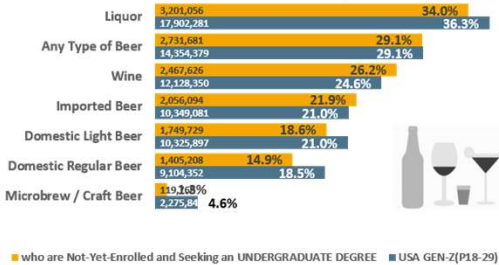
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



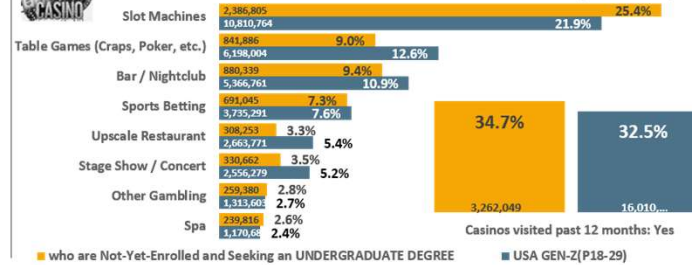
Top-10 Cuisines: GEN-Z (P18-29)



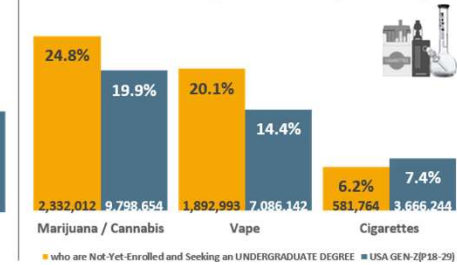
Drank Past 30-days: GEN-Z (P18-29)



Past 12 months Casino Activities: GEN-Z (P18-29)



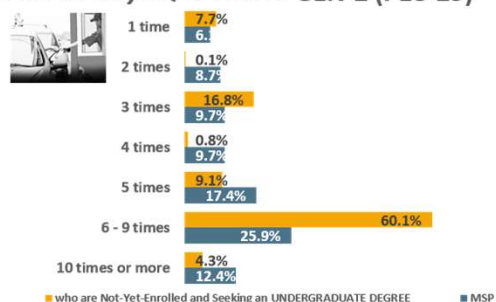
Used Past 30-days: GEN-Z (P18-29)



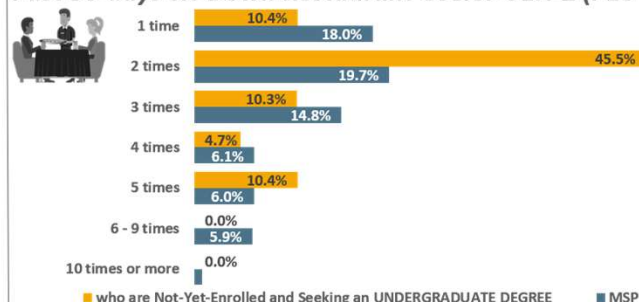


13.7% or 94,151 of MSP DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 9.9% more likely to use QSRs past mo., 14.4% more likely to use Sit-Down Restaurants past mo., 24.9% less likely to use Casinos past yr., 1.2% less likely to smoke cigarettes.

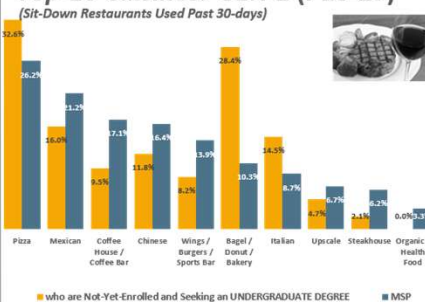
Past 30-days QSR Users: GEN-Z (P18-29)



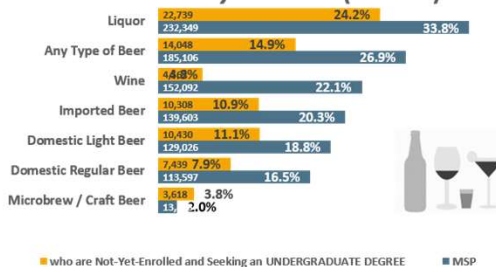
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



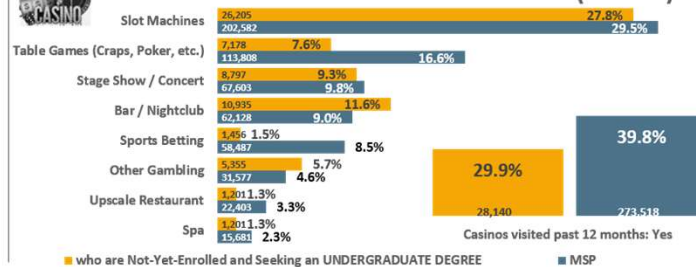
Top-10 Cuisines: GEN-Z (P18-29)



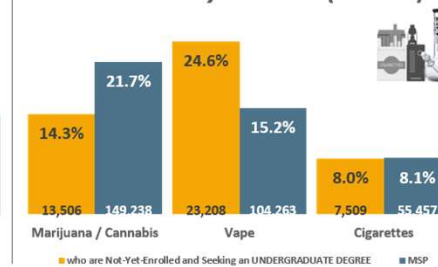
Drank Past 30-days: GEN-Z (P18-29)



Past 12 months Casino Activities: GEN-Z (P18-29)



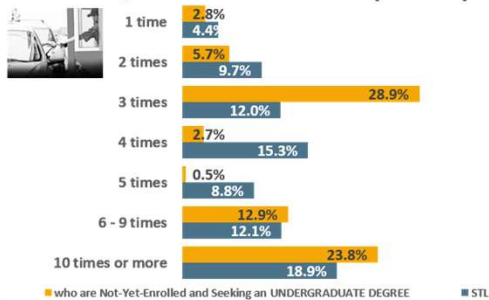
Used Past 30-days: GEN-Z (P18-29)



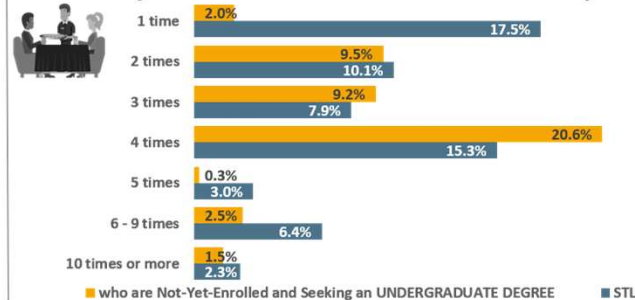


21.9% or 95,963 of STL DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 4.8% less likely to use QSRs past mo., 27.2% less likely to use Sit-Down Restaurants past mo., 14.6% more likely to use Casinos past yr., 3.4% less likely to smoke cigarettes.

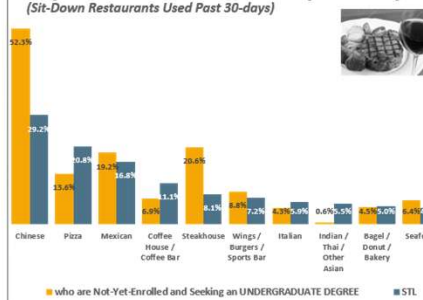
Past 30-days QSR Users: GEN-Z (P18-29)



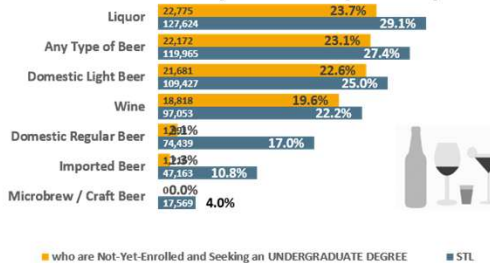
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



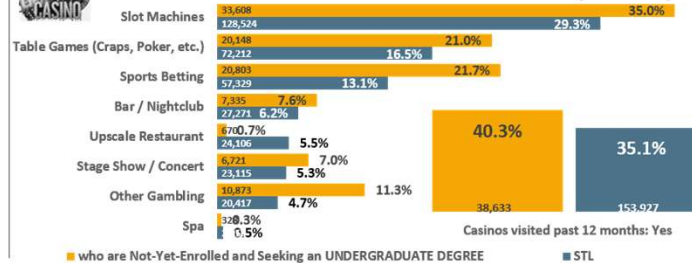
Top-10 Cuisines: GEN-Z (P18-29)



Drank Past 30-days: GEN-Z (P18-29)



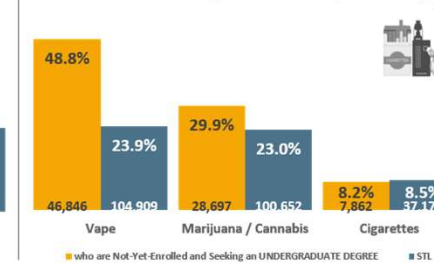
Past 12 months Casino Activities: GEN-Z (P18-29)



Casinos visited past 12 months: Yes

Category	Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE	STL
Yes	40.3%	35.1%

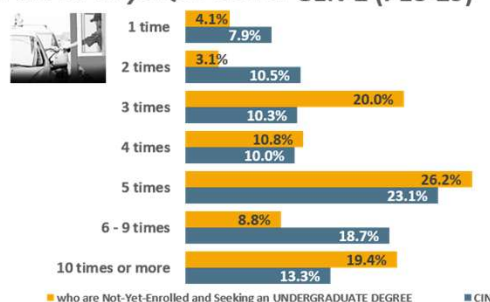
Used Past 30-days: GEN-Z (P18-29)



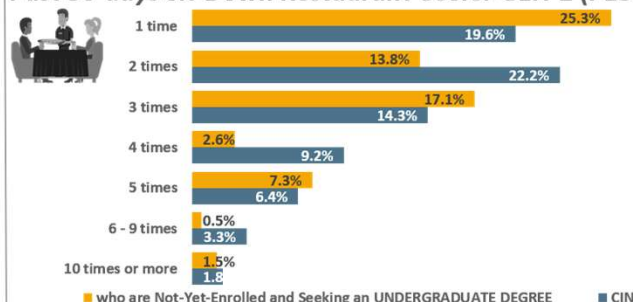


14.1% or 50,899 of CIN DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 1.6% less likely to use QSRs past mo., 11.2% less likely to use Sit-Down Restaurants past mo., 22.4% less likely to use Casinos past yr., 51.2% less likely to smoke cigarettes

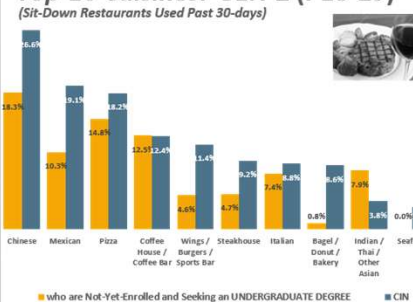
Past 30-days QSR Users: GEN-Z (P18-29)



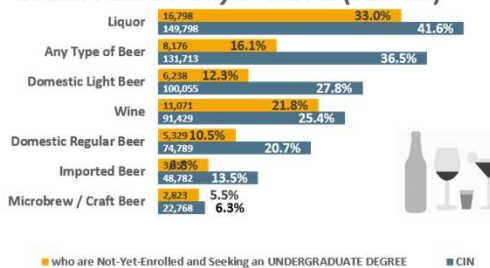
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



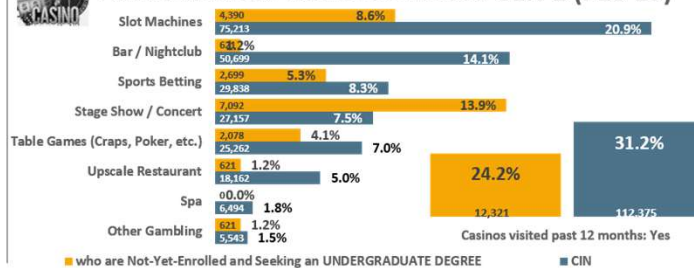
Top-10 Cuisines: GEN-Z (P18-29)



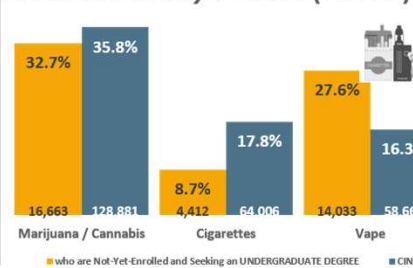
Drank Past 30-days: GEN-Z (P18-29)



Past 12 months Casino Activities: GEN-Z (P18-29)



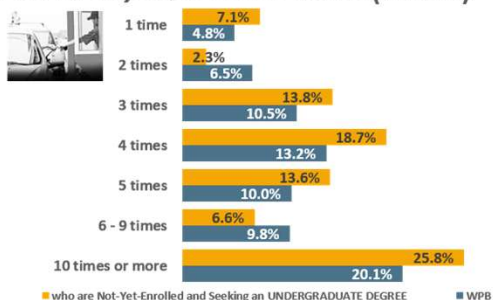
Used Past 30-days: GEN-Z (P18-29)



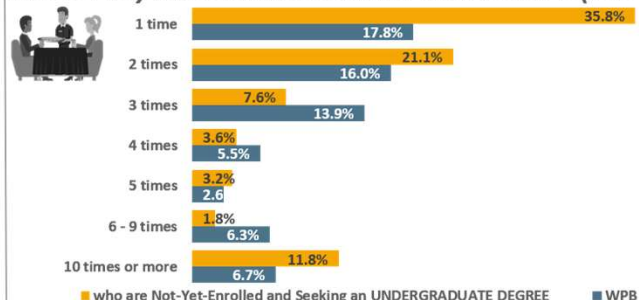


17.2% or 48,890 of WPB DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 17.2% more likely to use QSRs past mo., 23.4% more likely to use Sit-Down Restaurants past mo., 25.9% more likely to use Casinos past yr., 89.6% less likely to smoke cigarette

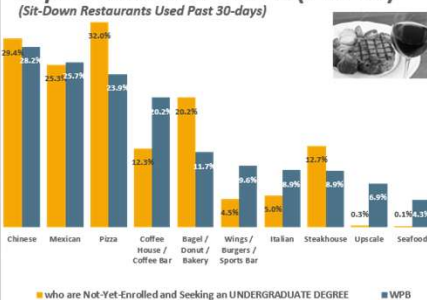
Past 30-days QSR Users: GEN-Z (P18-29)



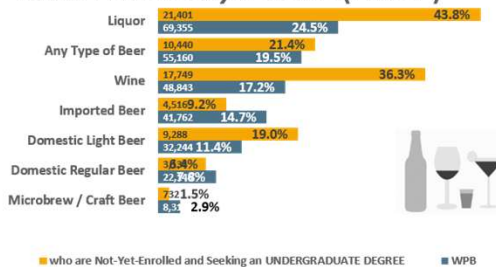
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



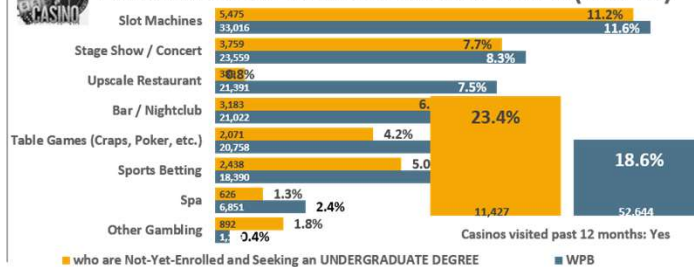
Top-10 Cuisines: GEN-Z (P18-29)



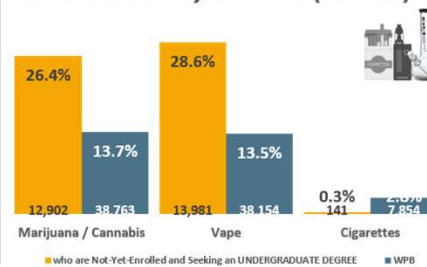
Drank Past 30-days: GEN-Z (P18-29)



Past 12 months Casino Activities: GEN-Z (P18-29)



Used Past 30-days: GEN-Z (P18-29)

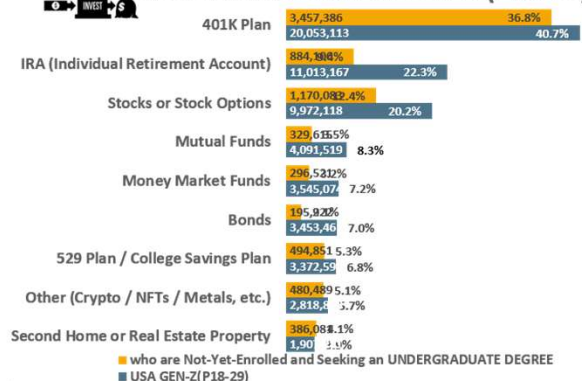




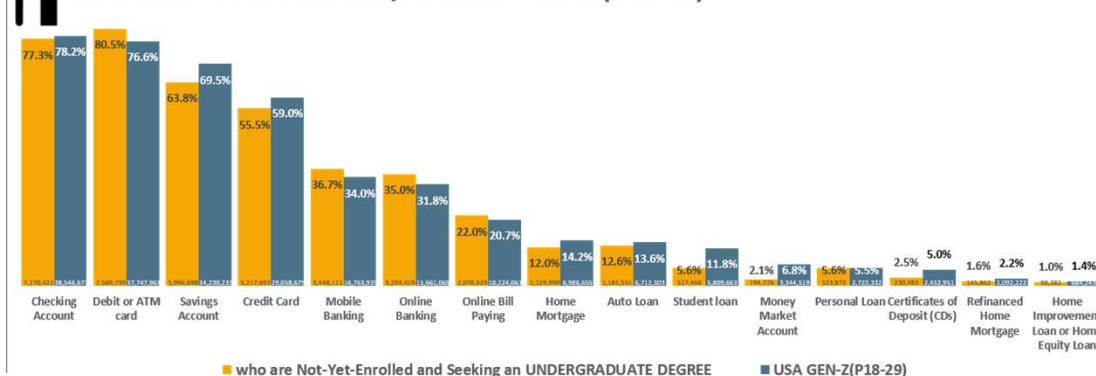
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 9.6% less likely to have a 401K, 7.7% less likely to have an Auto Loan, 41.2% less likely to Invest/Trade Stocks Online, 25.3% more likely to pay with their Debit Card.



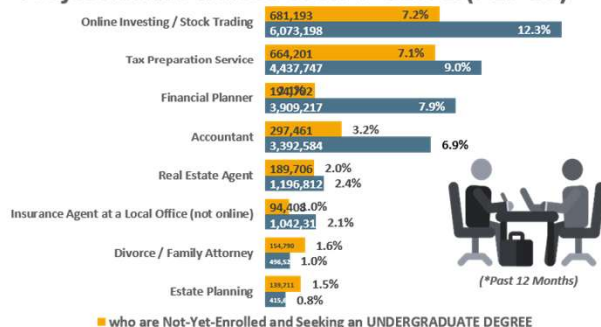
Investments Owned: GEN-Z (P18-29)



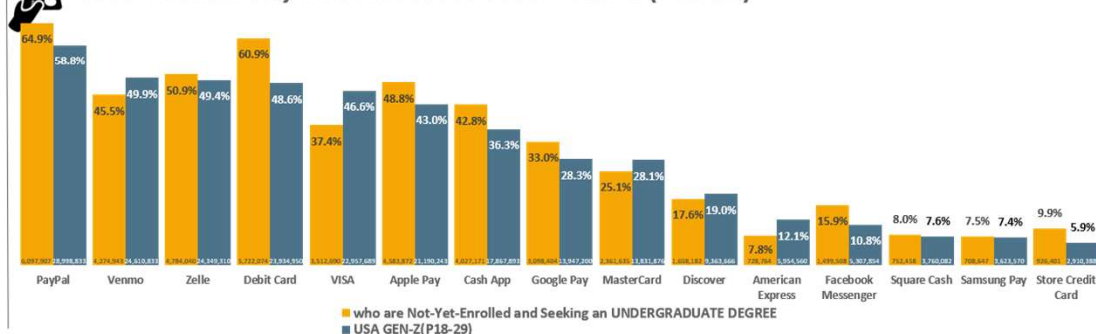
Financial Services Has and/or Uses: GEN-Z (P18-29)



Professional Services Used*: GEN-Z (P18-29)



Past 3-Months Payment Methods Used: GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

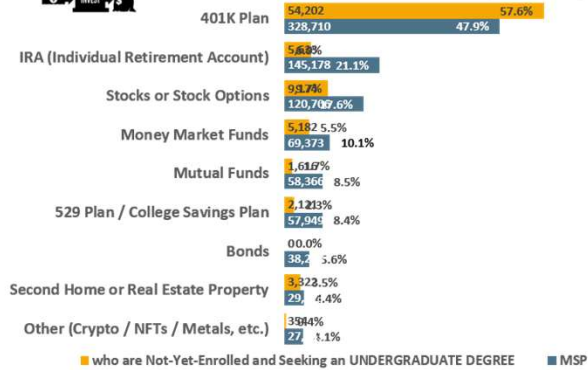
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



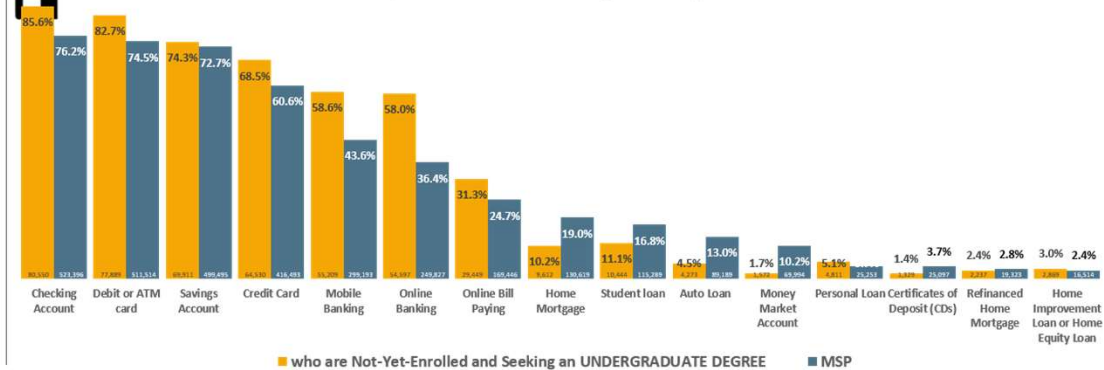
13.7% or 94,151 of MSP DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 20.3% more likely to have a 401K, 65.% less likely to have an Auto Loan, 143.1% more likely to Invest/Trade Stocks Online, 41.4% more likely to pay with their Debit Card.



Investments Owned: GEN-Z (P18-29)



Financial Services Has and/or Uses: GEN-Z (P18-29)



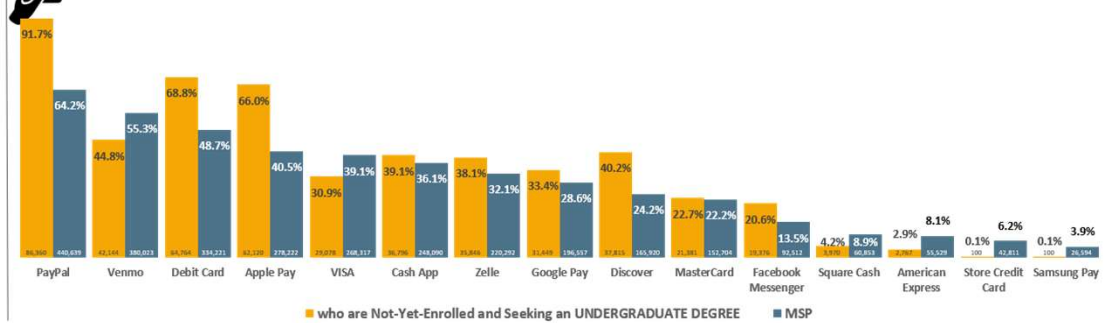
Professional Services Used*: GEN-Z (P18-29)



(*Past 12 Months)

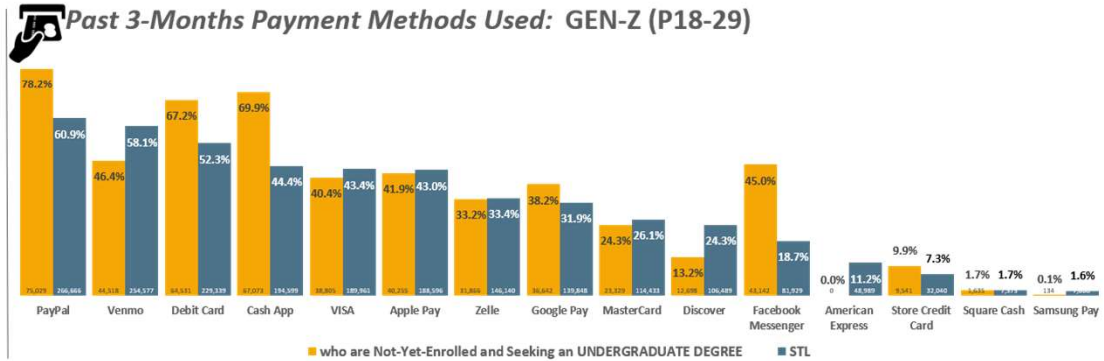
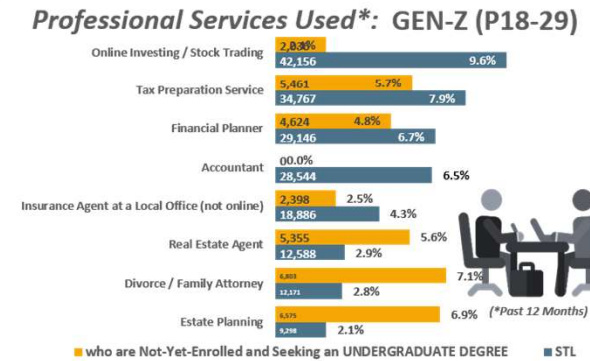
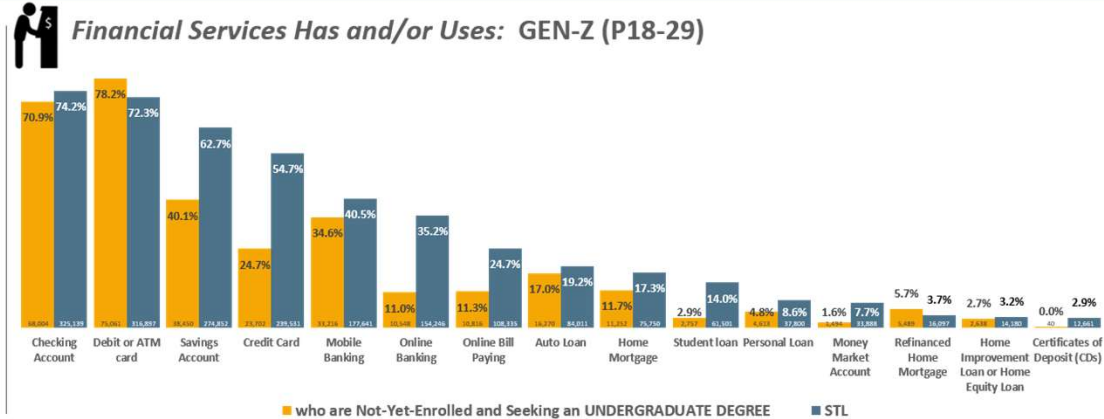
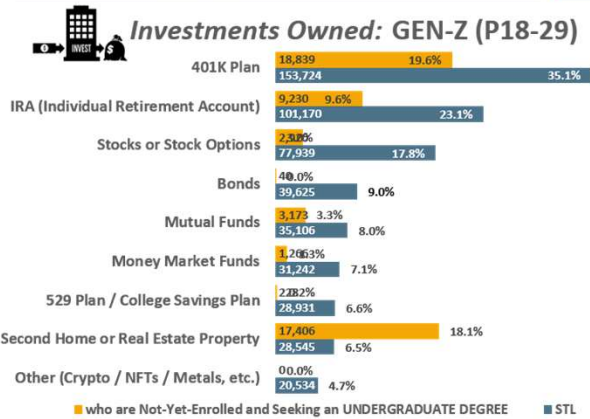


Past 3-Months Payment Methods Used: GEN-Z (P18-29)





21.9% or 95,963 of STL DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 44.% less likely to have a 401K, 11.6% less likely to have an Auto Loan, 77.9% less likely to Invest/Trade Stocks Online, 28.5% more likely to pay with their Debit Card.

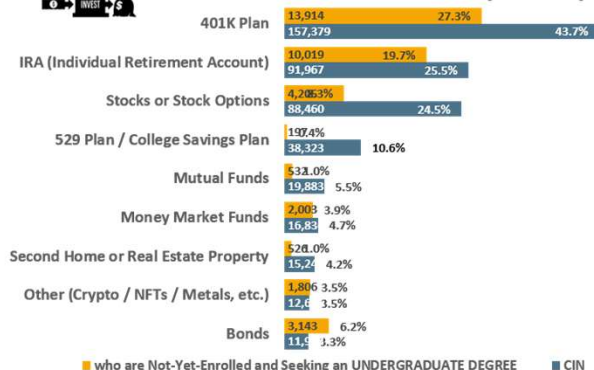




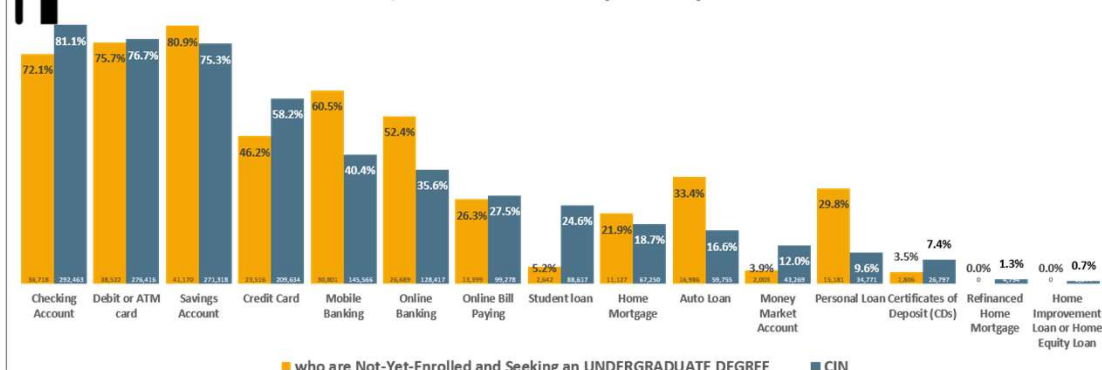
14.1% or 50,899 of CIN DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 37.4% less likely to have a 401K, 101.3% more likely to have an Auto Loan, 79.5% less likely to Invest/Trade Stocks Online, 2.9% less likely to pay with their Debit Card.



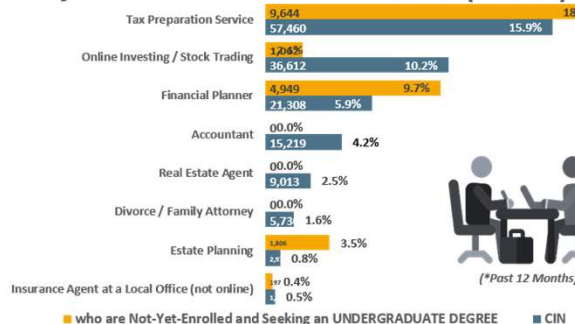
Investments Owned: GEN-Z (P18-29)



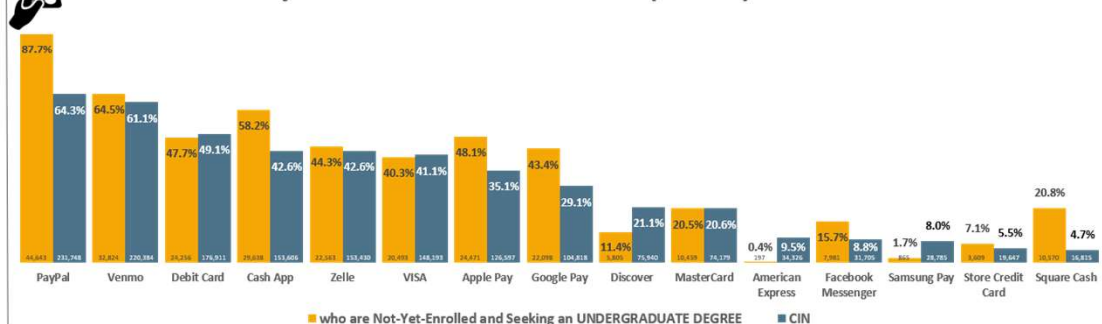
Financial Services Has and/or Uses: GEN-Z (P18-29)



Professional Services Used*: GEN-Z (P18-29)



Past 3-Months Payment Methods Used: GEN-Z (P18-29)



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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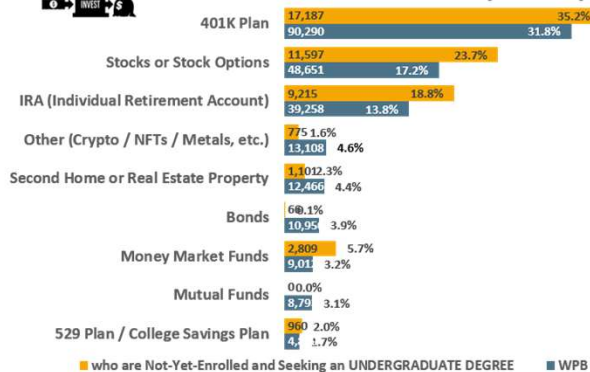
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



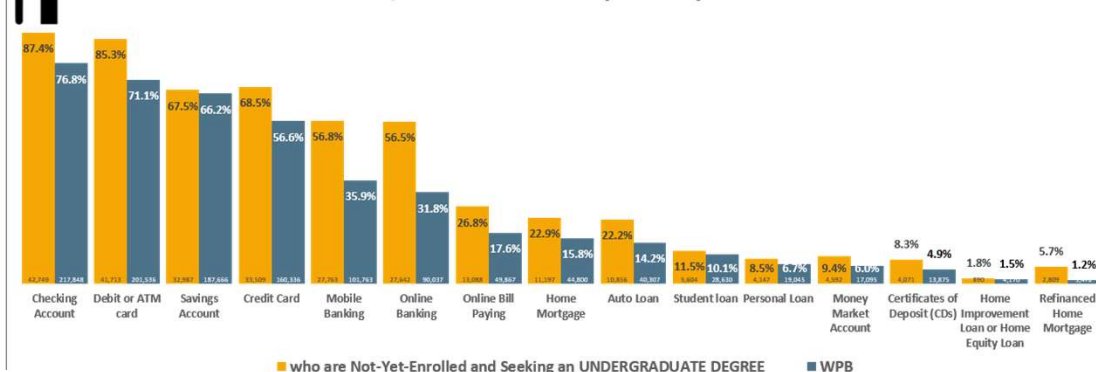
17.2% or 48,890 of WPB DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 10.4% more likely to have a 401K, 56.2% more likely to have an Auto Loan, 65.8% more likely to Invest/Trade Stocks Online, 21.9% more likely to pay with their Debit Card.



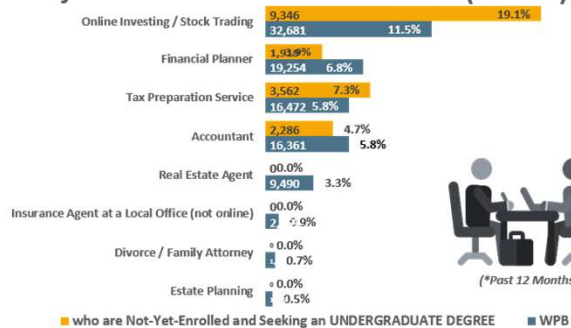
Investments Owned: GEN-Z (P18-29)



Financial Services Has and/or Uses: GEN-Z (P18-29)



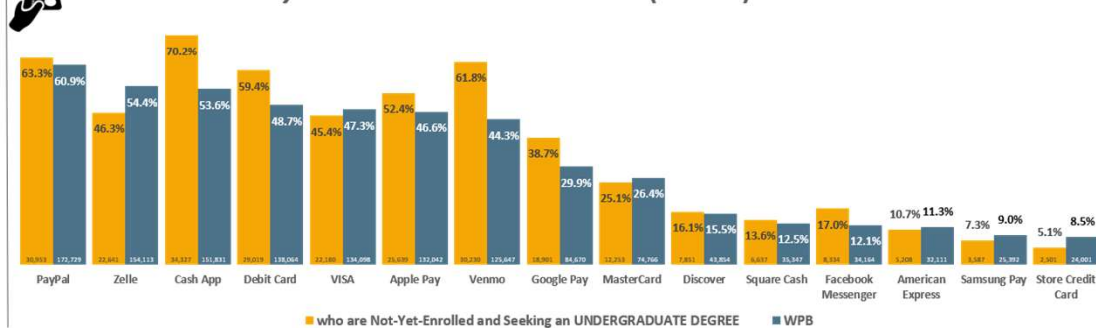
Professional Services Used*: GEN-Z (P18-29)



(*Past 12 Months)



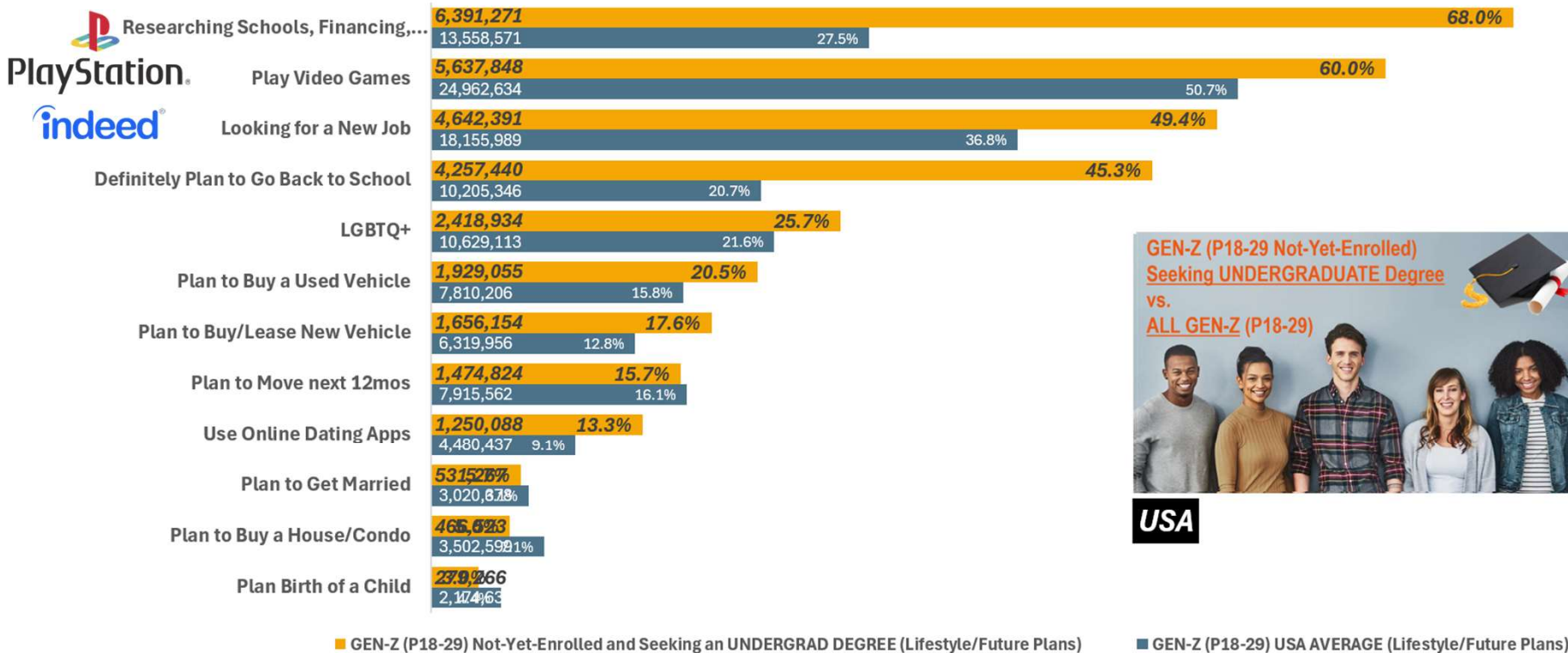
Past 3-Months Payment Methods Used: GEN-Z (P18-29)





"Lifestyle/Future Plans"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)



USA

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531
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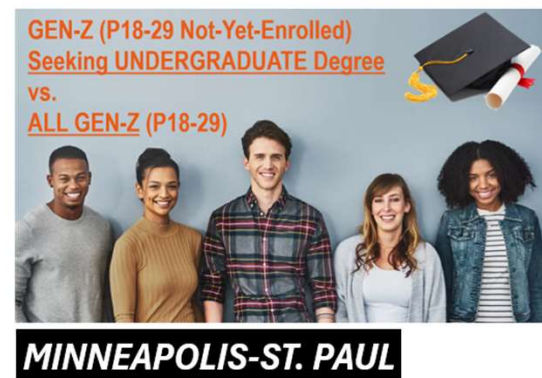
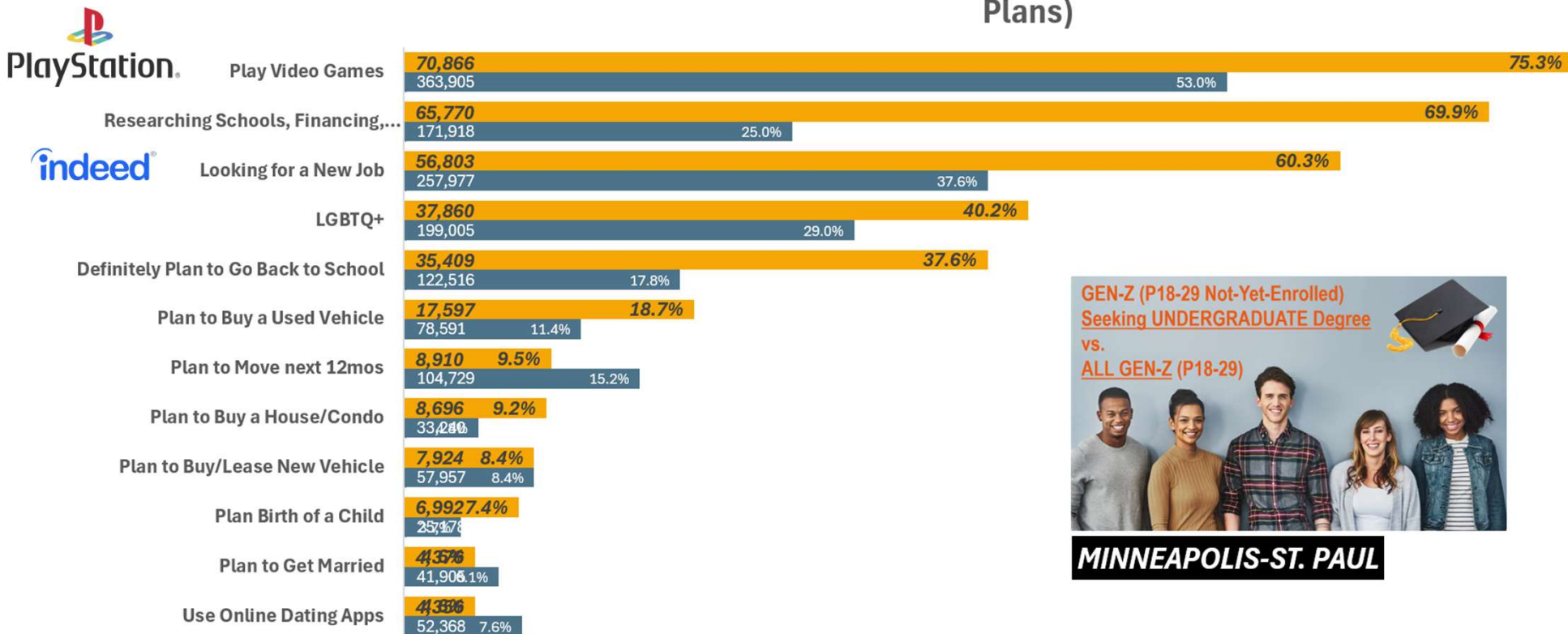
soefa.ai Share of Everything for Anything

((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing)))) AND Currently enrolled/attending classes at a college/university: No]]



"Lifestyle/Future Plans"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)



■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)

■ GEN-Z (P18-29) MINNEAPOLIS-ST. PAUL AVERAGE (Lifestyle/Future Plans)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 32
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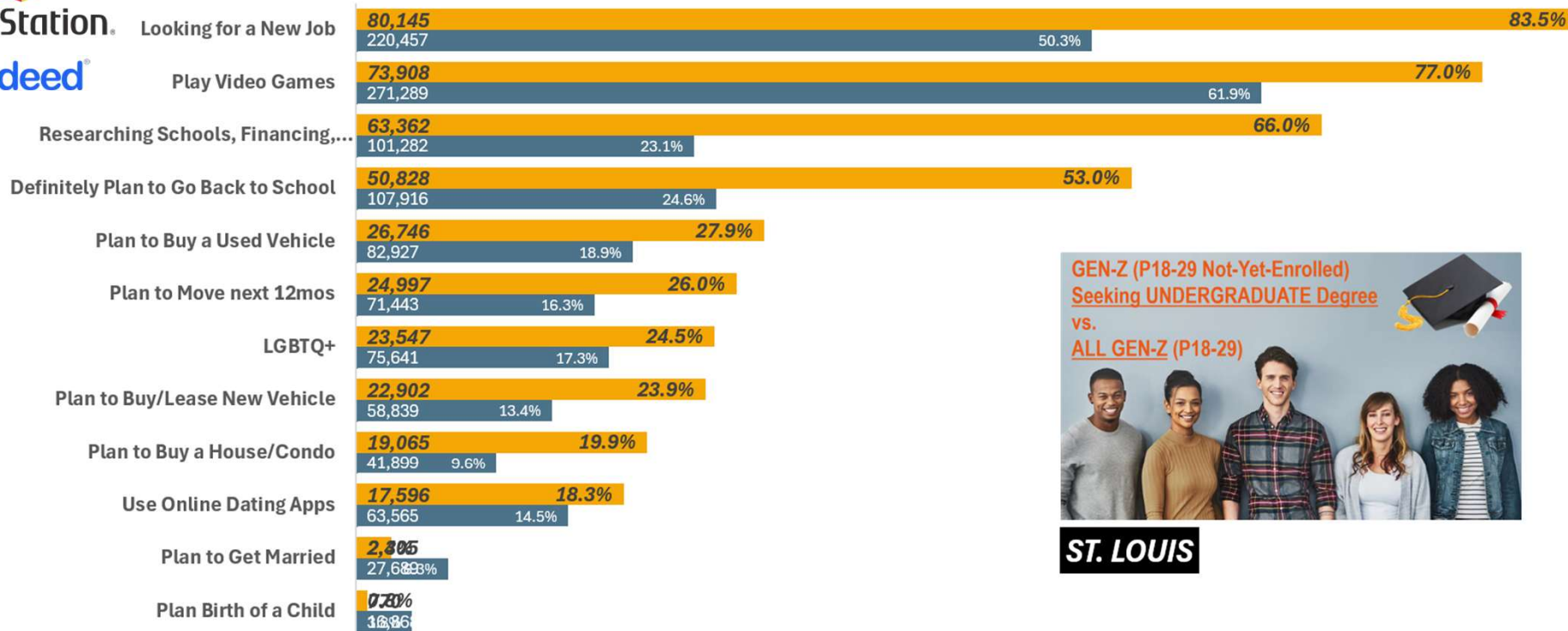
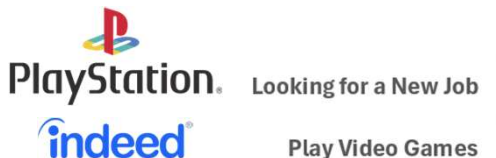
soefa.ai Share of Everything for Anything ®

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



"Lifestyle/Future Plans"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)



ST. LOUIS

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans) ■ GEN-Z (P18-29) ST. LOUIS AVERAGE (Lifestyle/Future Plans)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 40
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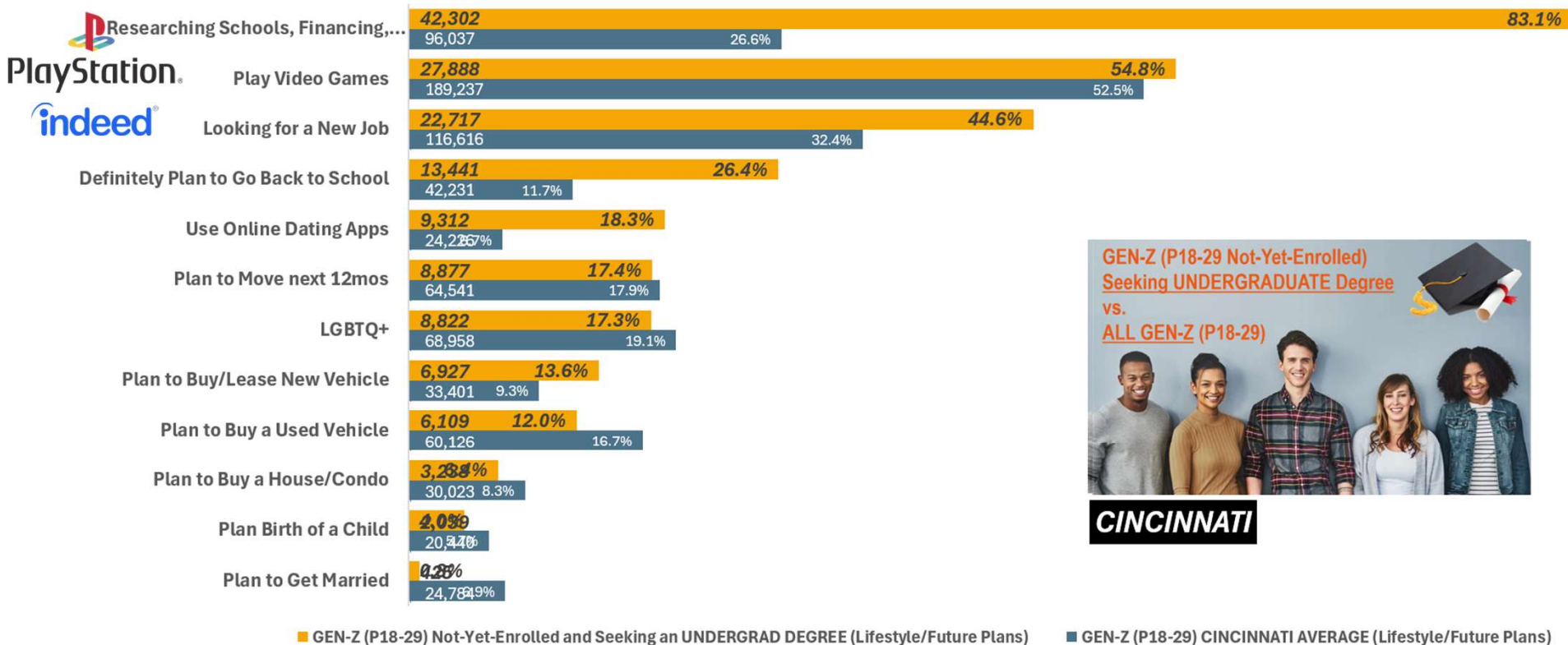
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



"Lifestyle/Future Plans"

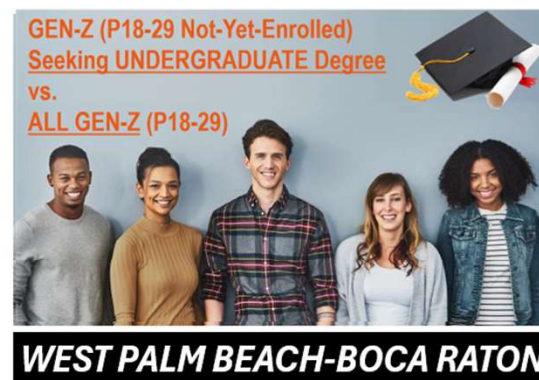
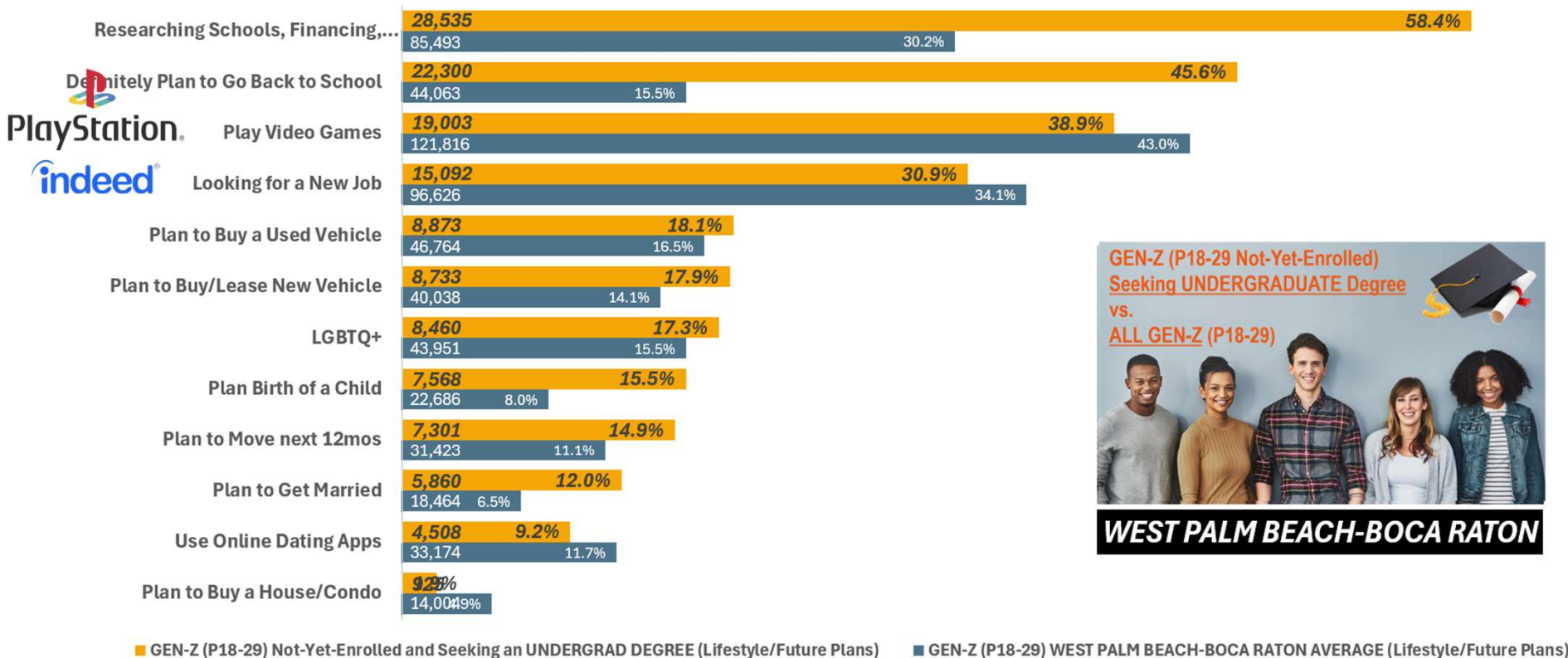
GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)





"Lifestyle/Future Plans"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)



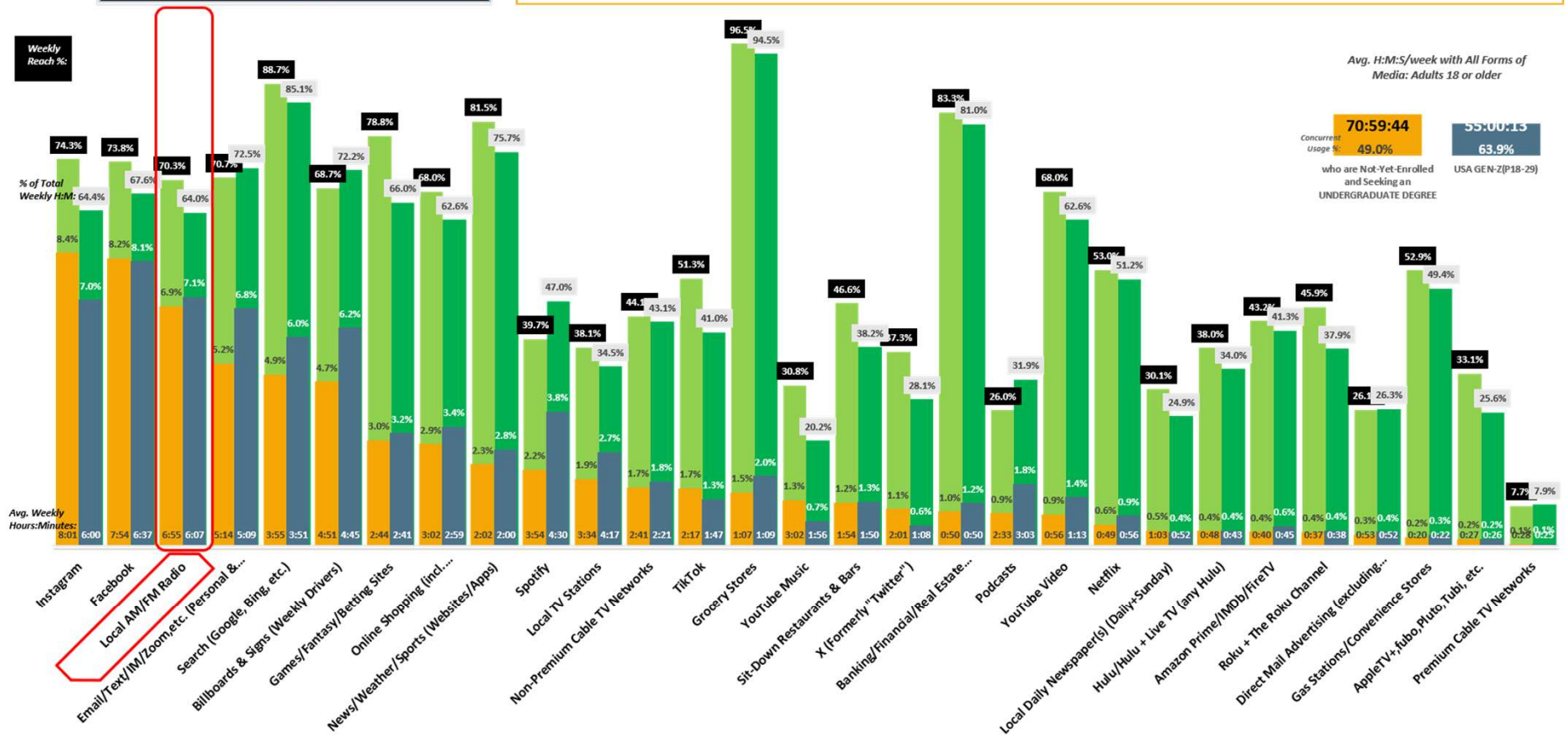
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 52
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soefa.ai Share of Everything for Anything ®

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 22 hours, 59 minutes and 44 seconds each week with All Forms of Media.
 70.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 6 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.



■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE ■ USA GEN-Z(P18-29)

USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531

USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

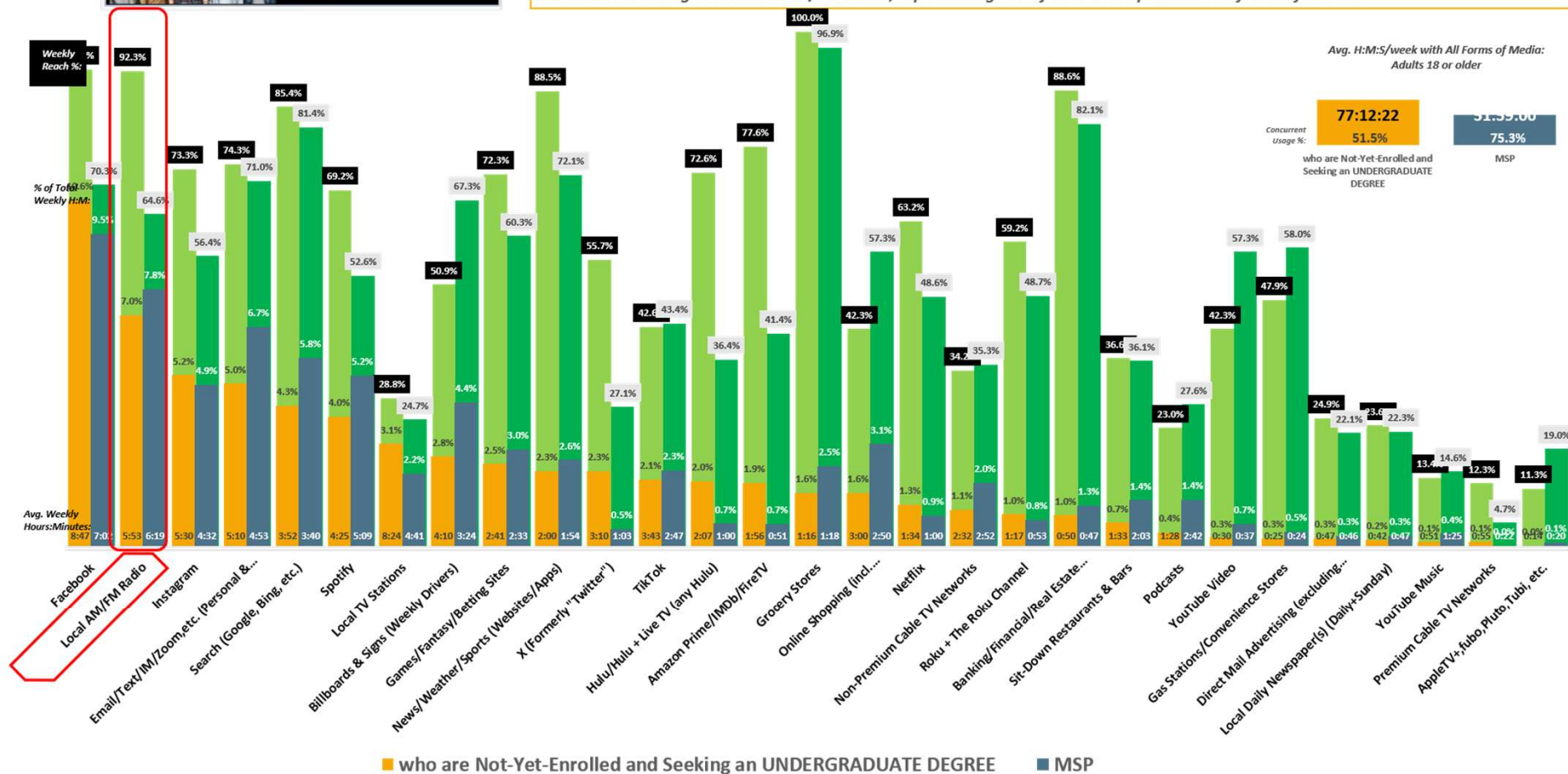


Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No)))

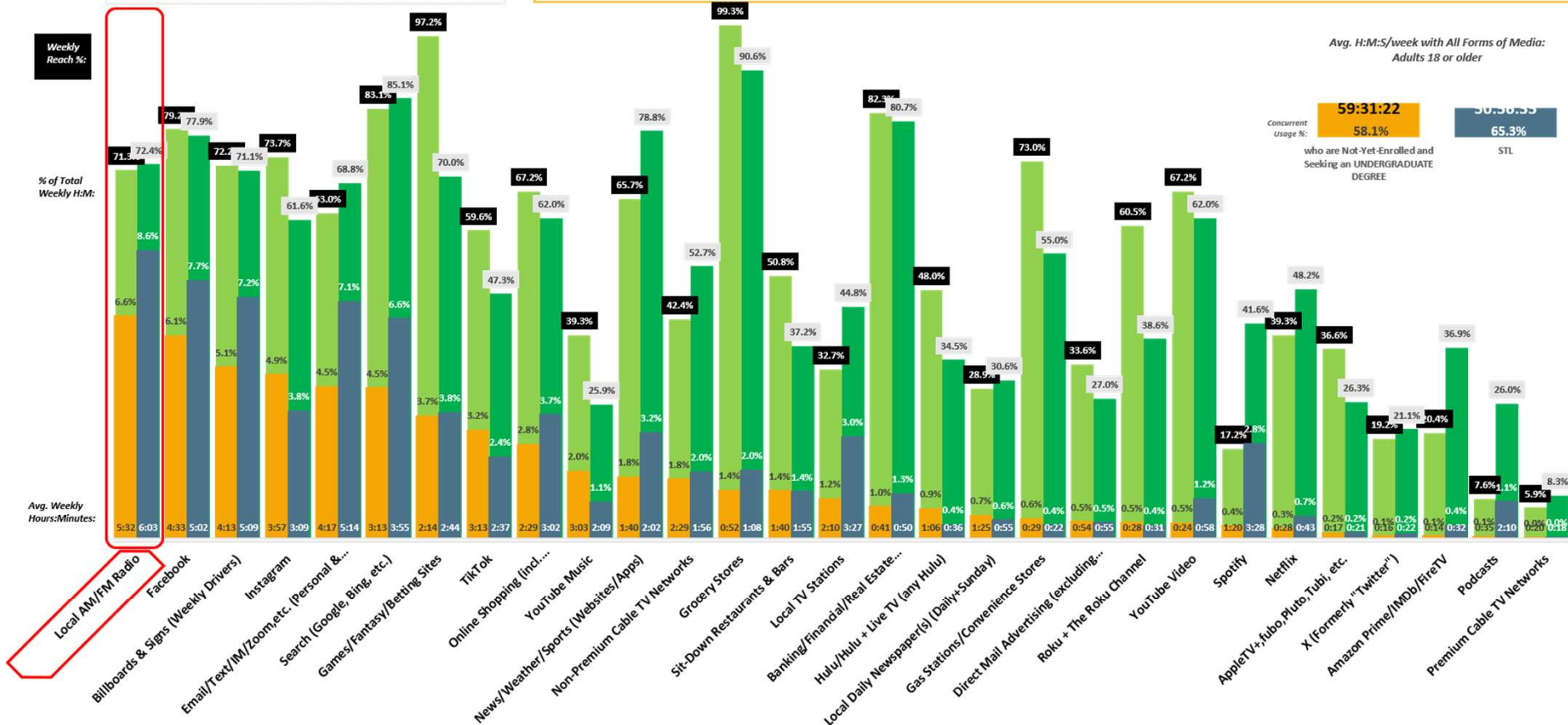


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 3 days, 5 hours, 12 minutes and 22 seconds each week with All Forms of Media.
 92.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 5 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.0% of total time spent with all forms of Media.





GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 11 hours, 31 minutes and 22 seconds each week with All Forms of Media.
71.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 5 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 6.6% of total time spent with all forms of Media.



■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE ■ STL

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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STL GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 292

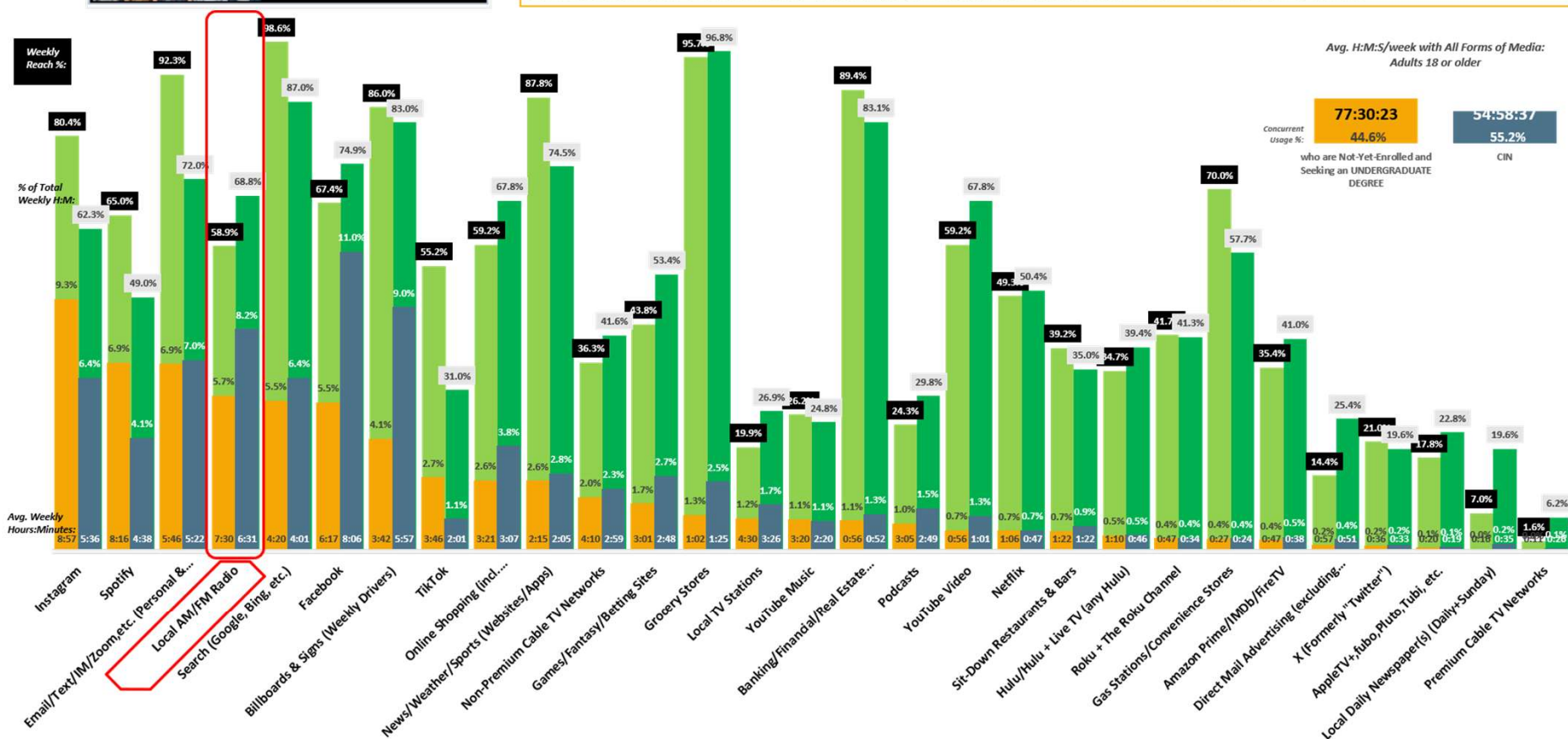


Share of Everything
for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 3 days, 5 hours, 30 minutes and 23 seconds each week with All Forms of Media.
58.9% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 7 hours and 30 minutes each week listening to All Local AM/FM Radio, representing 5.7% of total time spent with all forms of Media.



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

77:30:23

44.6%
who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

54:58:37

55.2%
CIN

■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE ■ CIN

CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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CIN GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 251

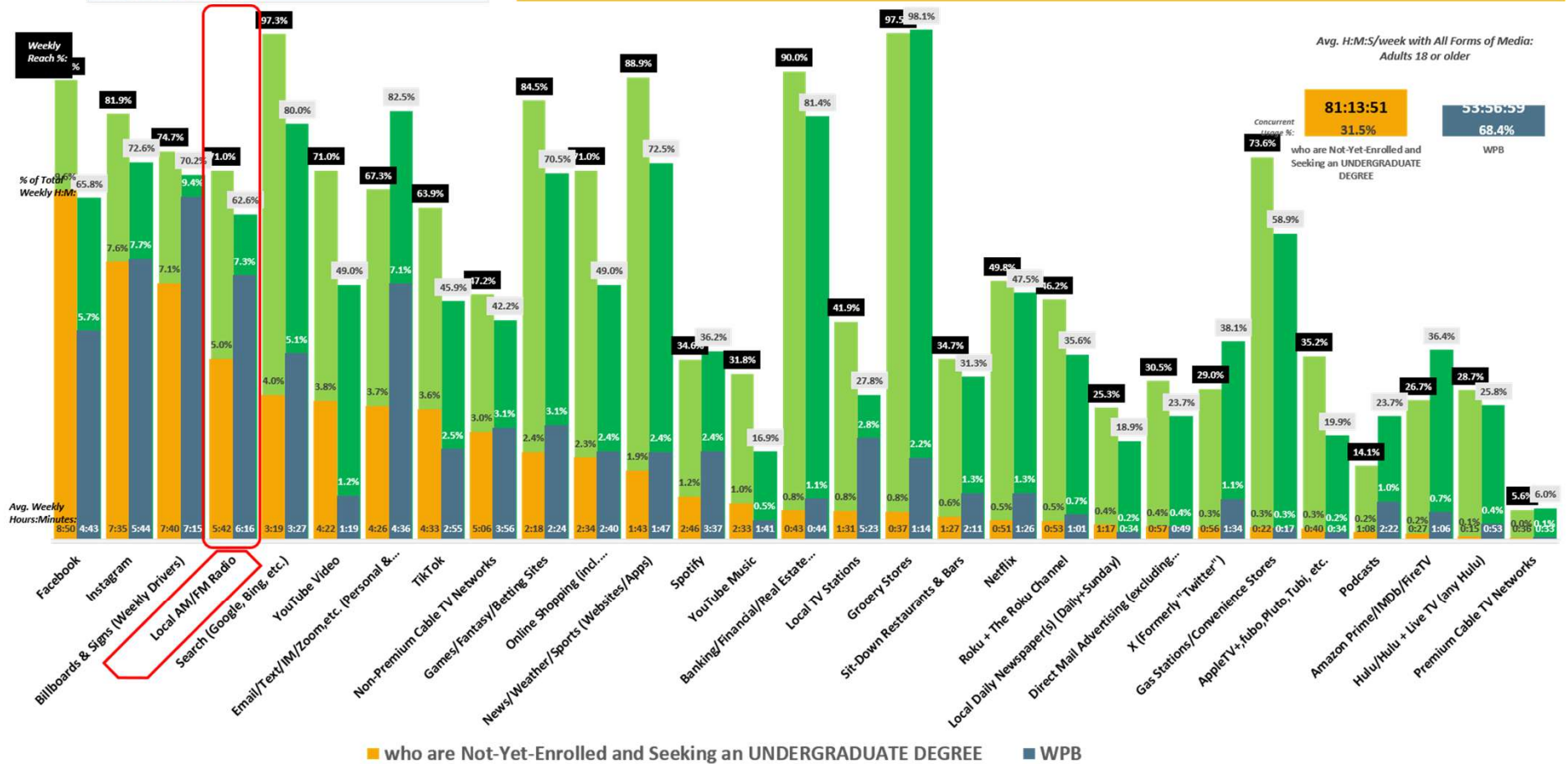


Share of Everything
for Anything.

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

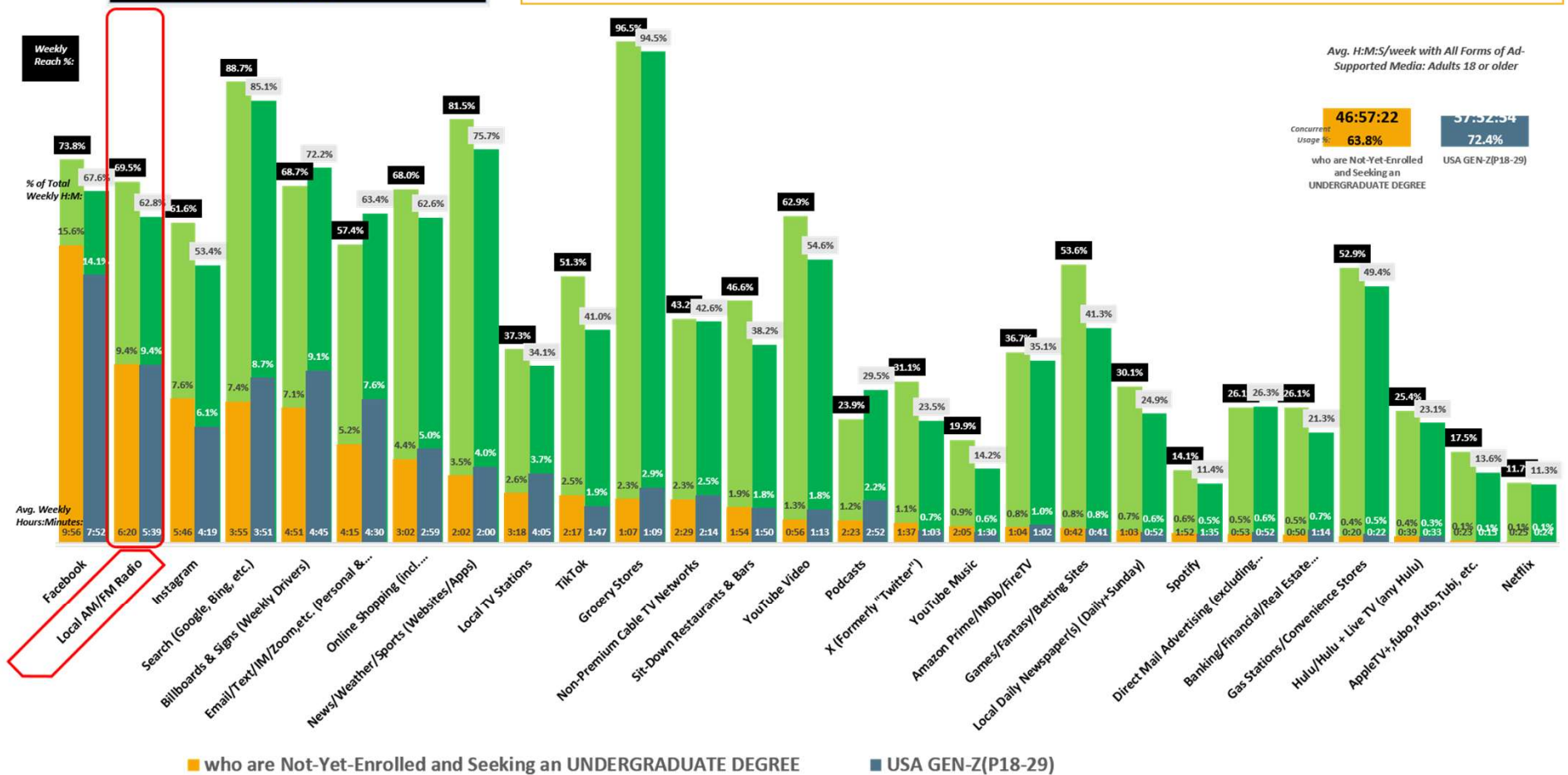


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 3 days, 9 hours, 13 minutes and 51 seconds each week with All Forms of Media.
 71.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 5 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 5.% of total time spent with all forms of Media.





GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 1 days, 22 hours, 57 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 6 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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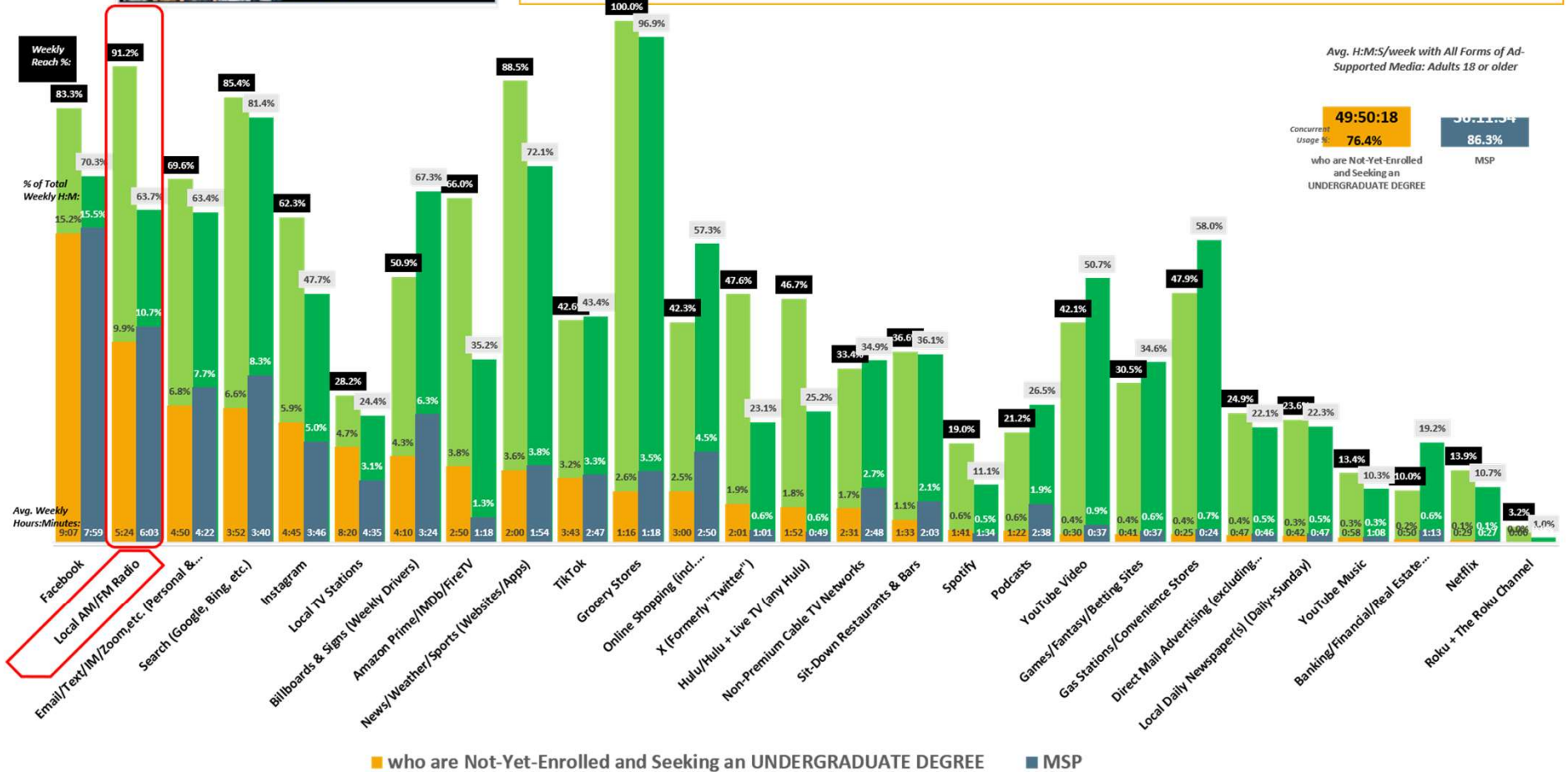
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school [for degree/certification] OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

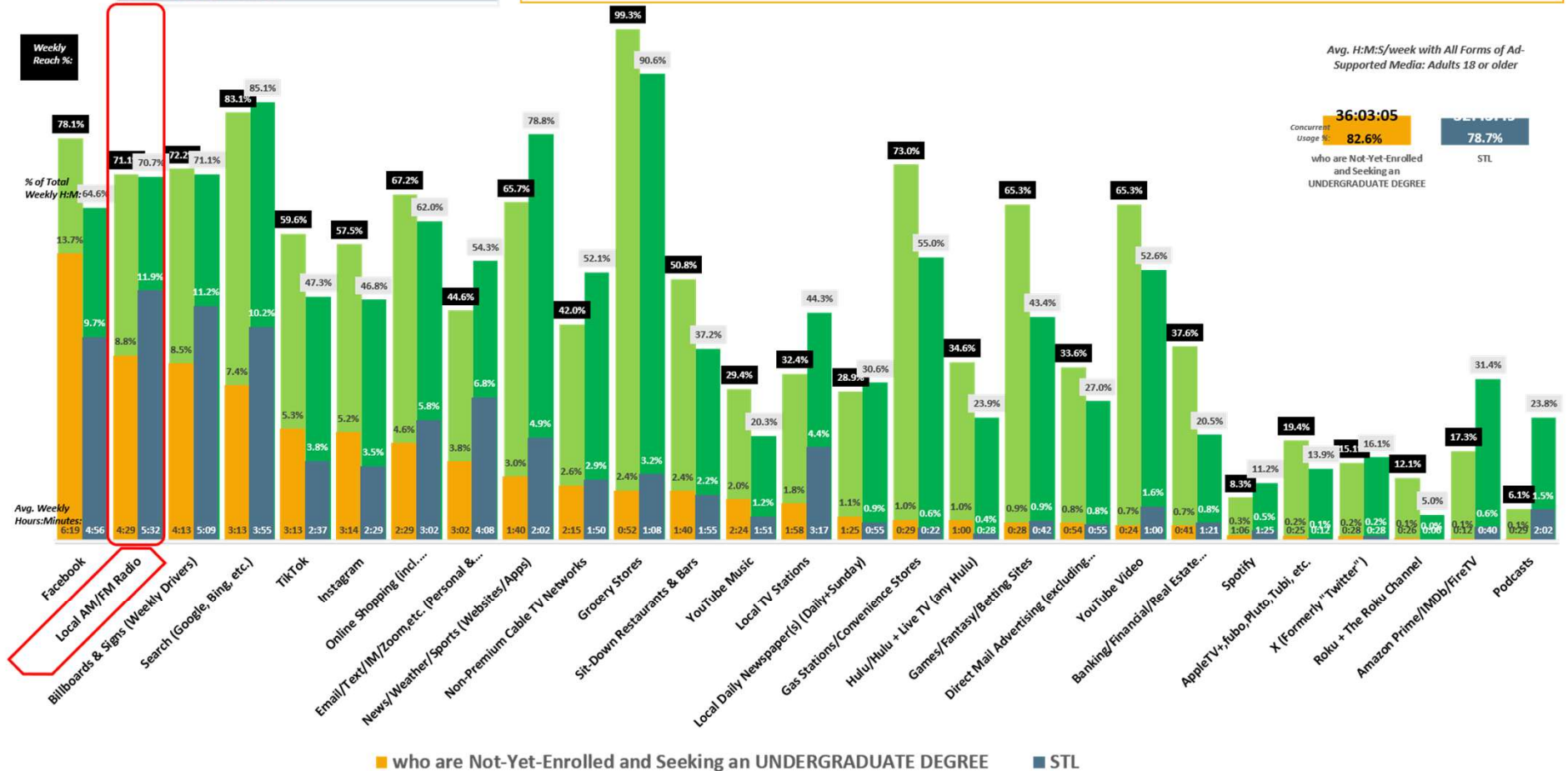


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 1 hour, 50 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 91.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 5 hours and 24 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.





GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 1 days, 12 hours, 3 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
 71.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 4 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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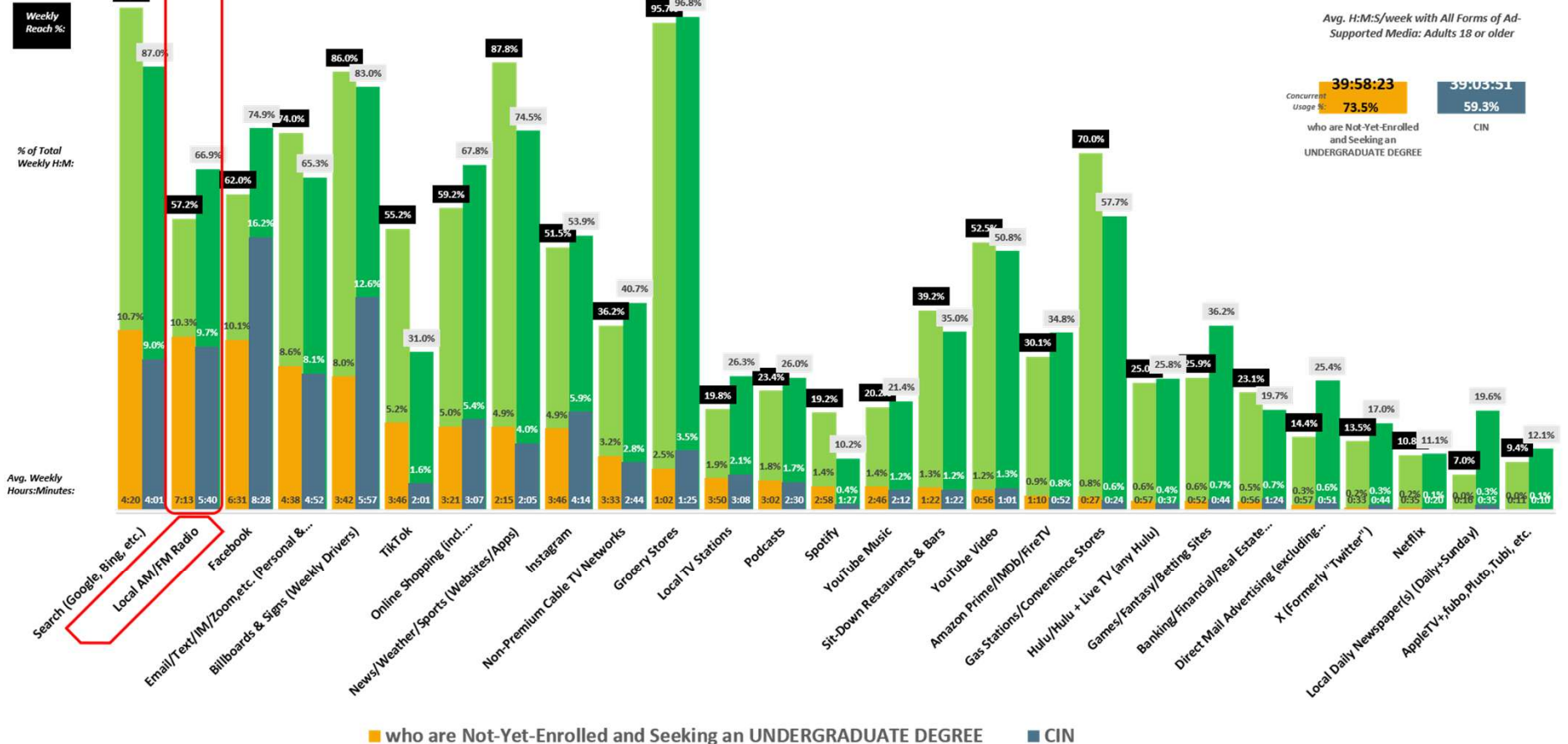
STL GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 292

HB Hubbard BROADCASTING Share of Everything for Anything.

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

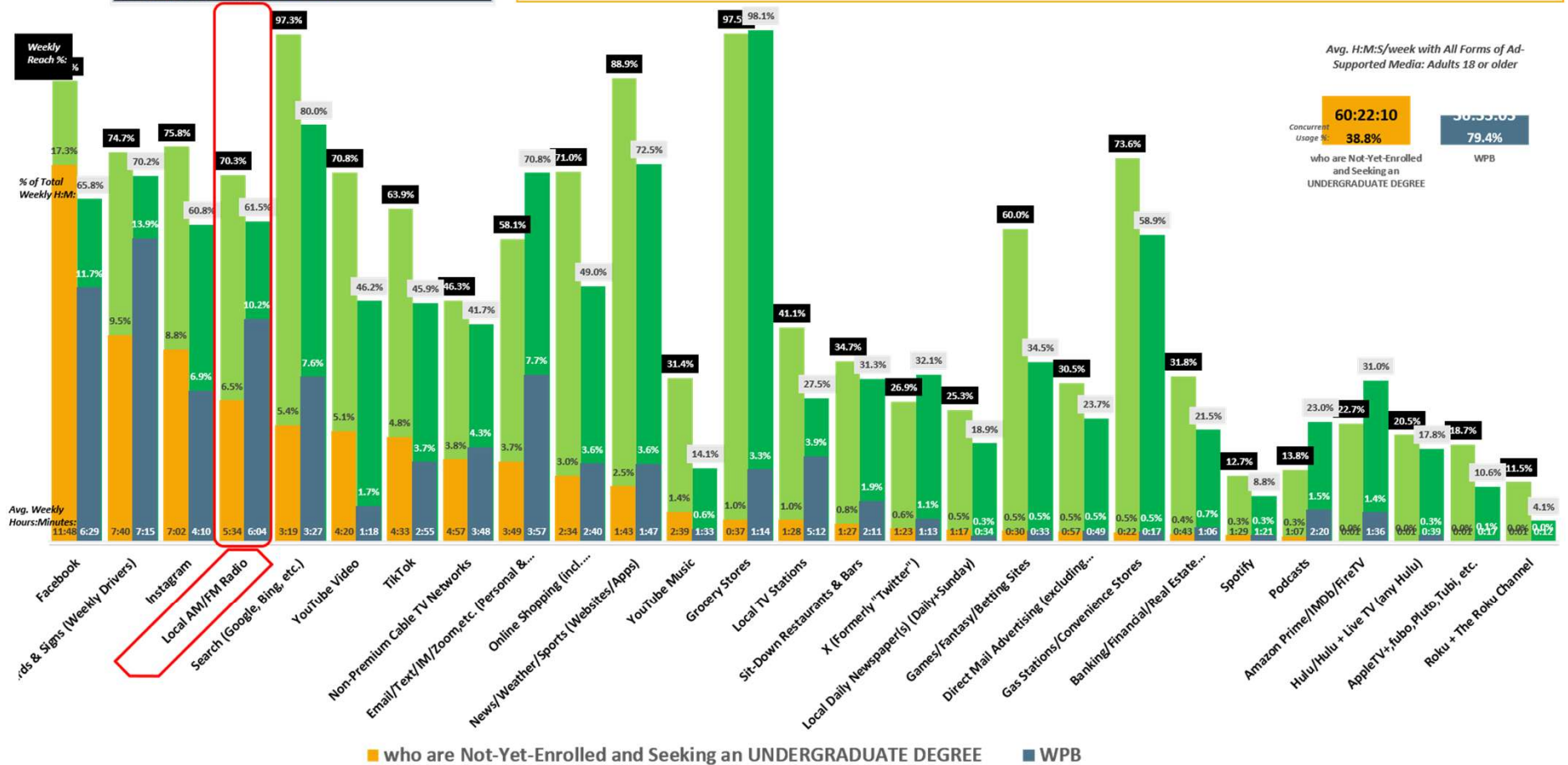


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 1 days, 15 hours, 58 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
57.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 7 hours and 13 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.3% of total time spent with all forms of Ad-Supported Media





GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 12 hours, 22 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
70.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 5 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.5% of total time spent with all forms of Ad-Supported Media.



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

60:22:10	38.8%
79:43:03	79.4%

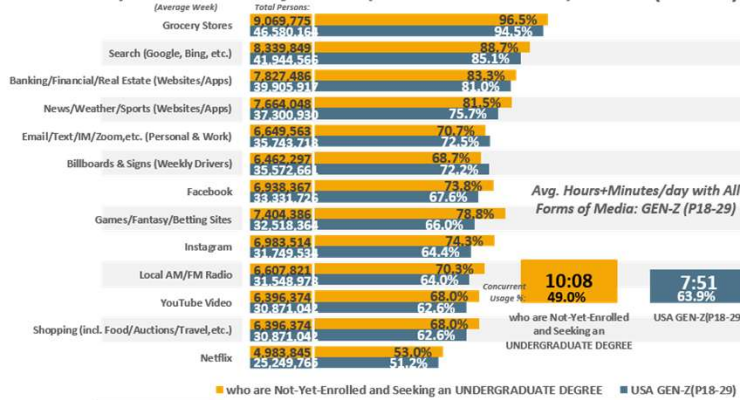
who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

WPB

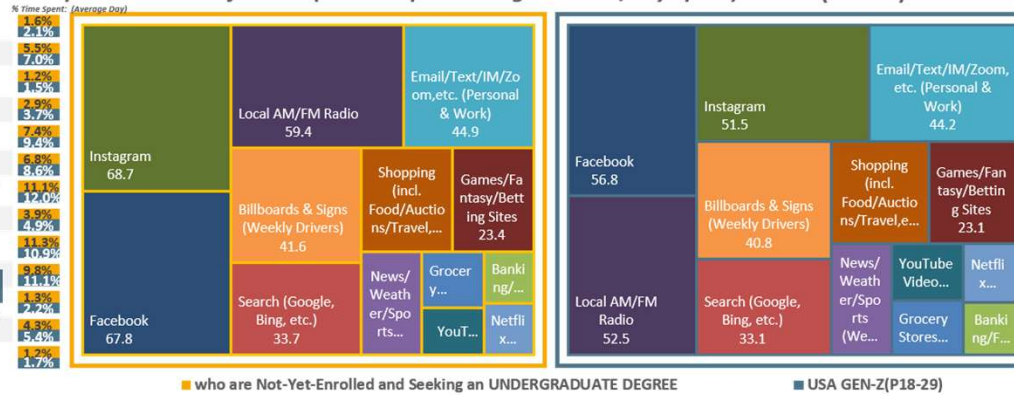


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 69.5% listen to Local AM/FM Radio for an avg. of 54.4 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

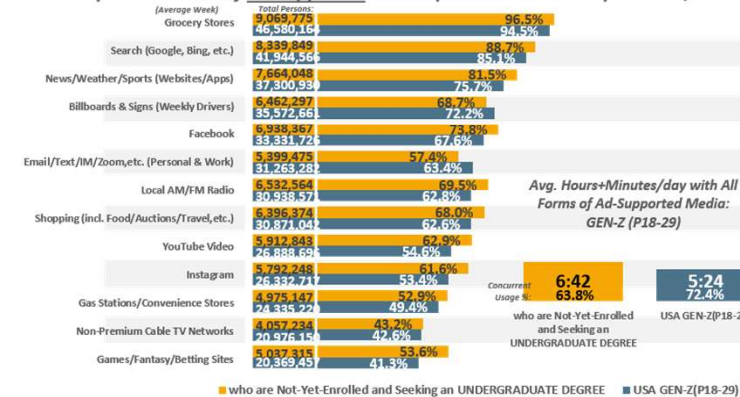
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



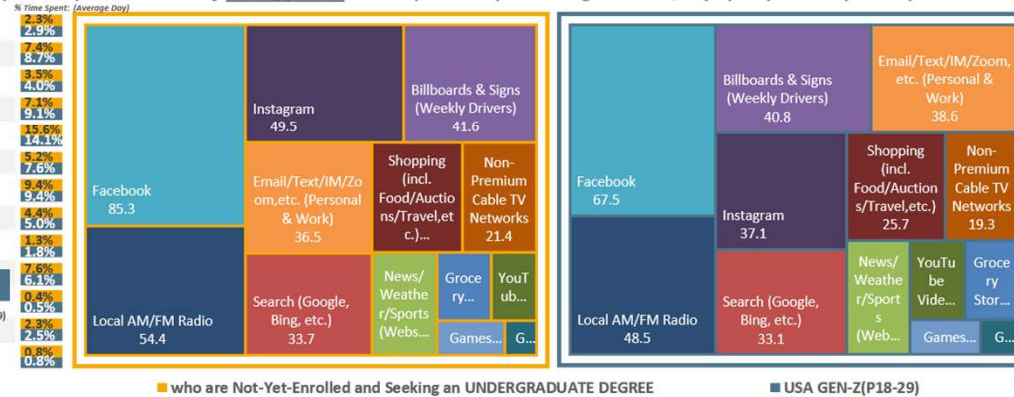
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

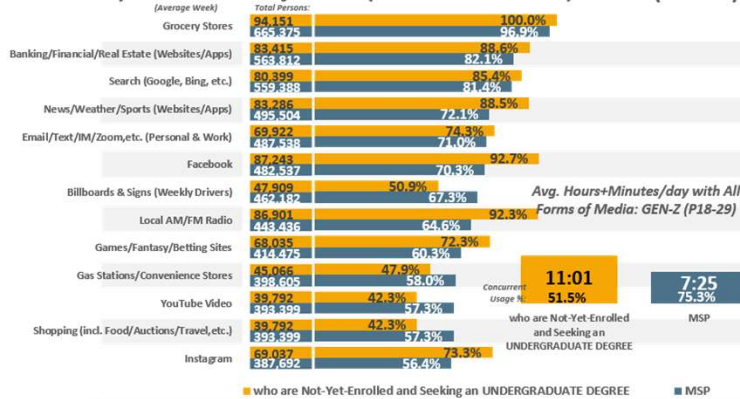
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((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

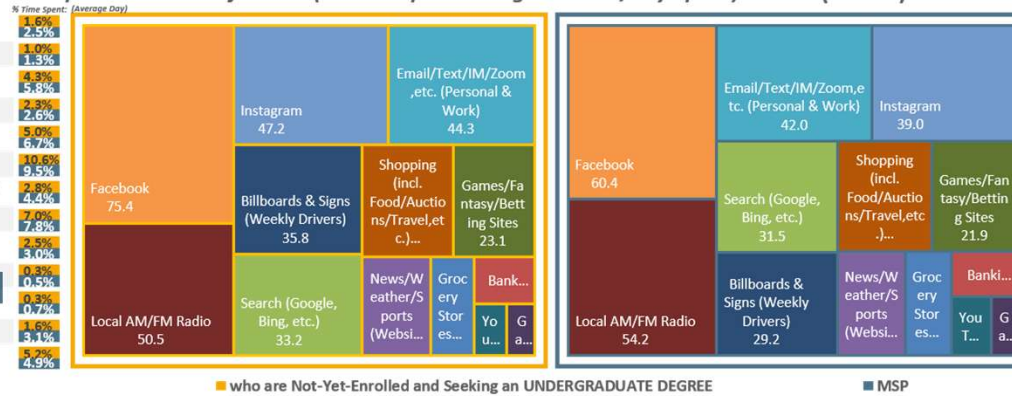


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 91.2% listen to Local AM/FM Radio for an avg. of 46.4 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

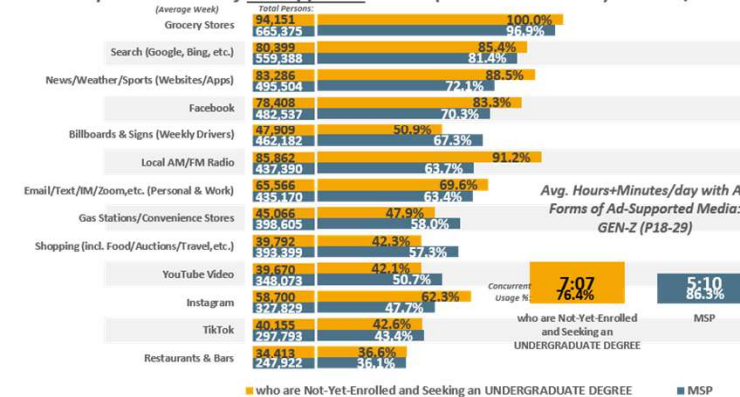
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



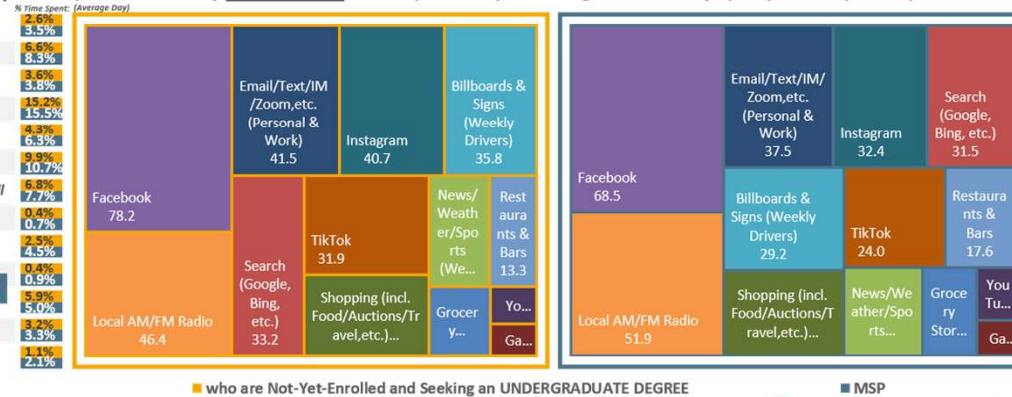
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32
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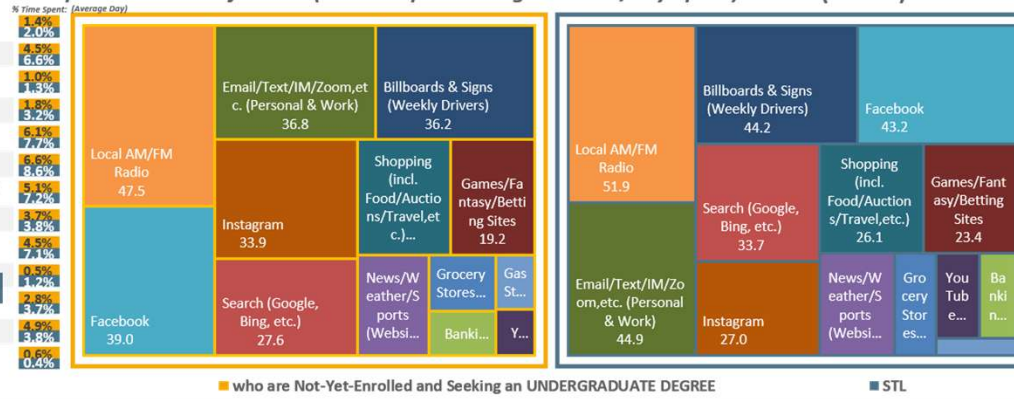
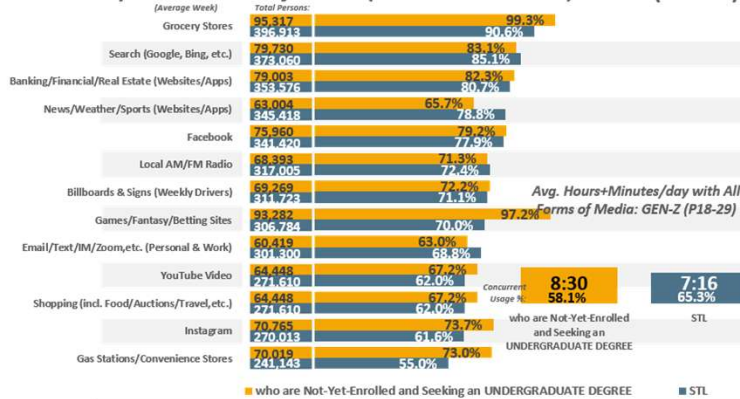
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 5 hours and 9 minutes each day with All Forms of Ad-Supported Media. 71.1% listen to Local AM/FM Radio for an avg. of 38.4 minutes/day. (Local Radio delivers 8.8% of Time with Ad-Supported Media.)

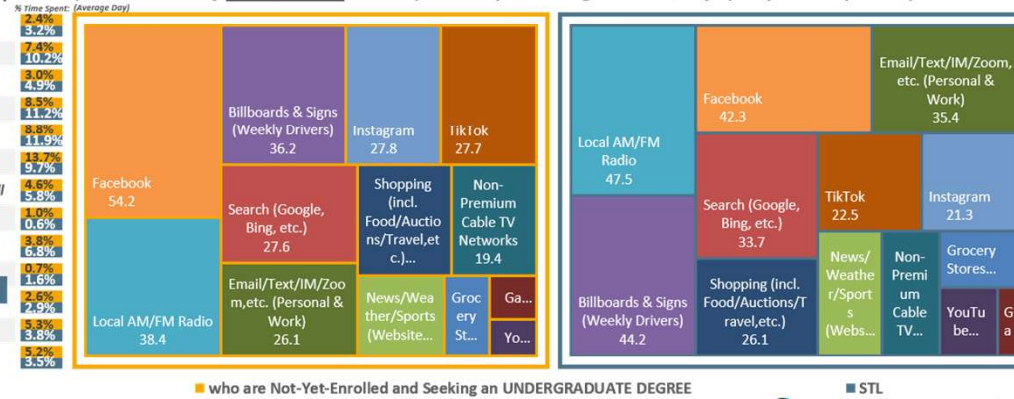
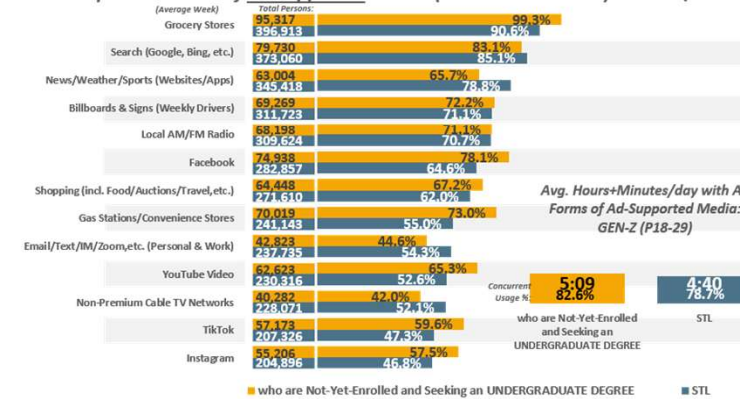
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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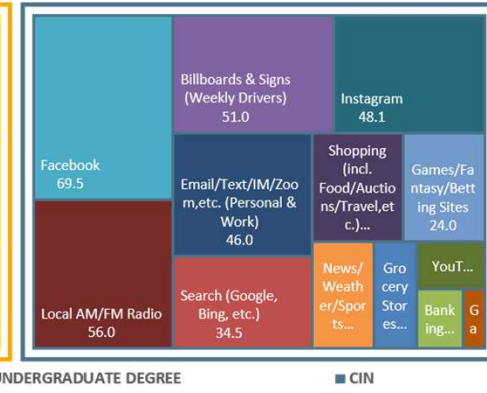
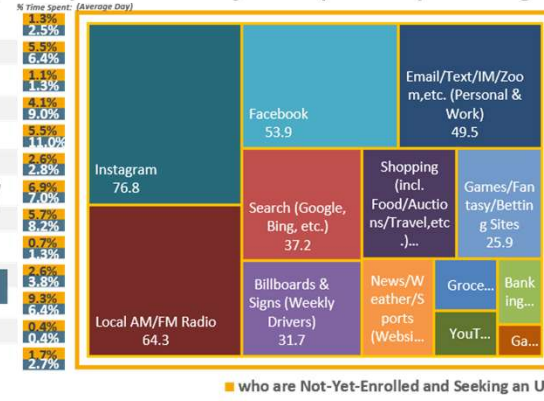
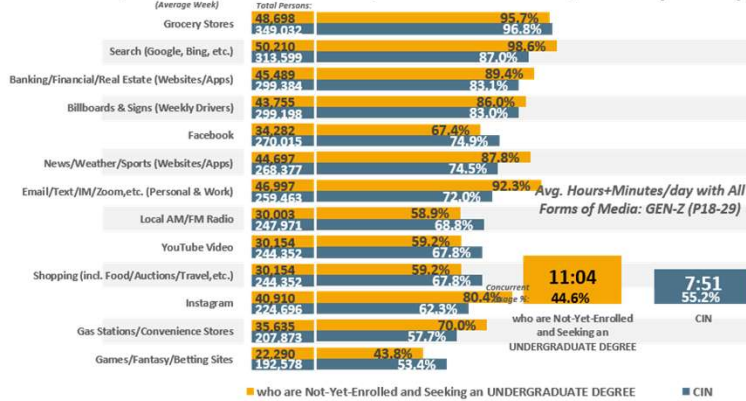
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 5 hours and 42 minutes each day with All Forms of Ad-Supported Media. 57.2% listen to Local AM/FM Radio for an avg. of 62. minutes/day.(Local Radio delivers 10.3% of Time with Ad-Supported Media.)

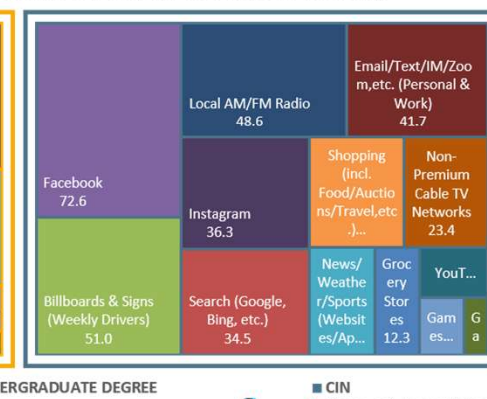
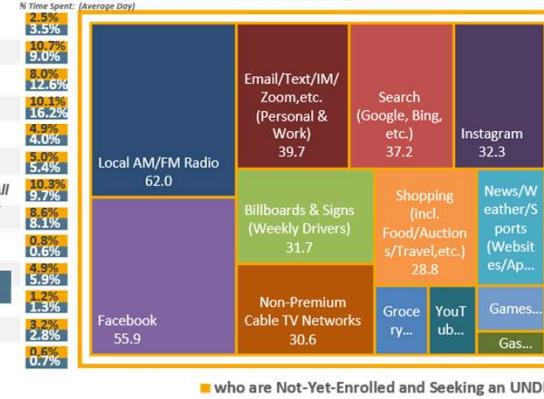
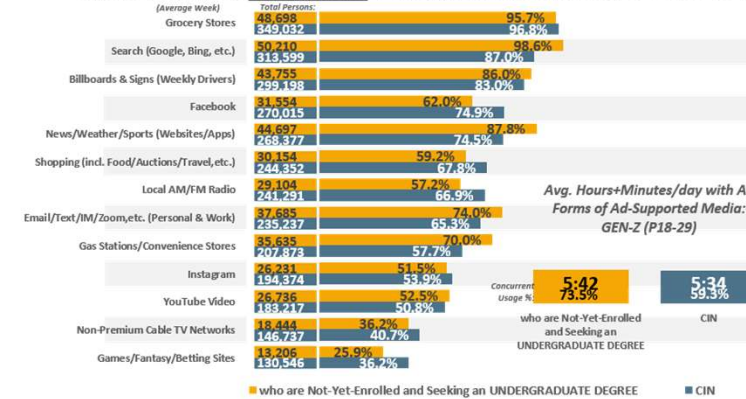
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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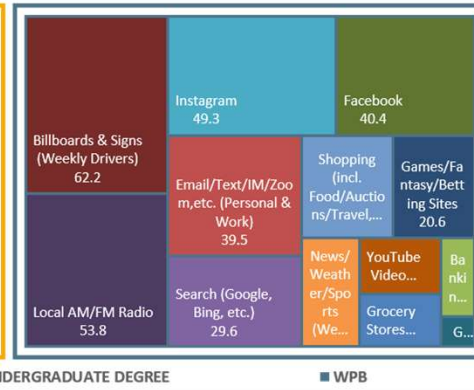
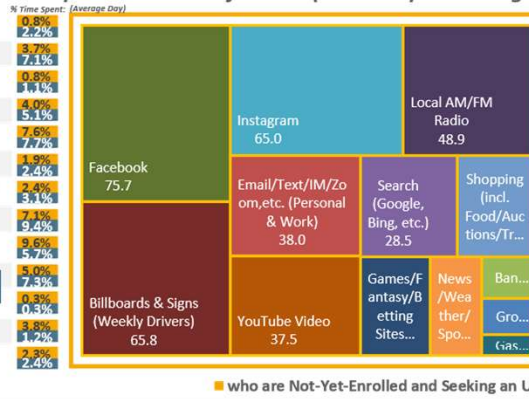
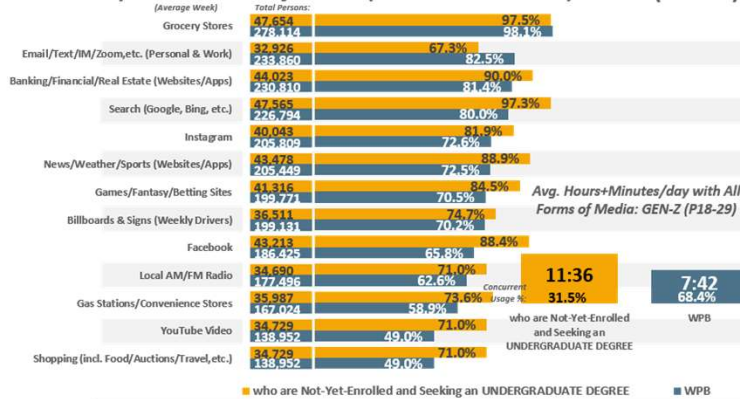
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GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 70.3% listen to Local AM/FM Radio for an avg. of 47.8 minutes/day. (Local Radio delivers 6.5% of Time with Ad-Supported Media.)

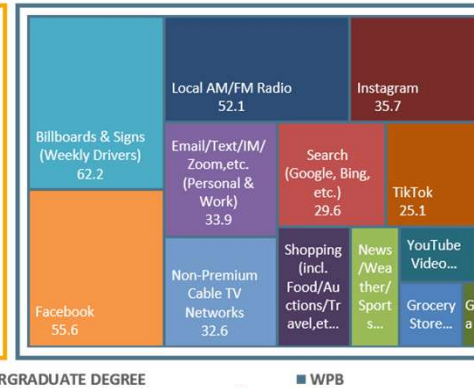
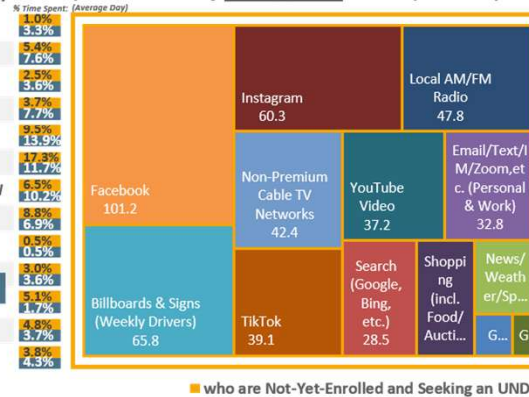
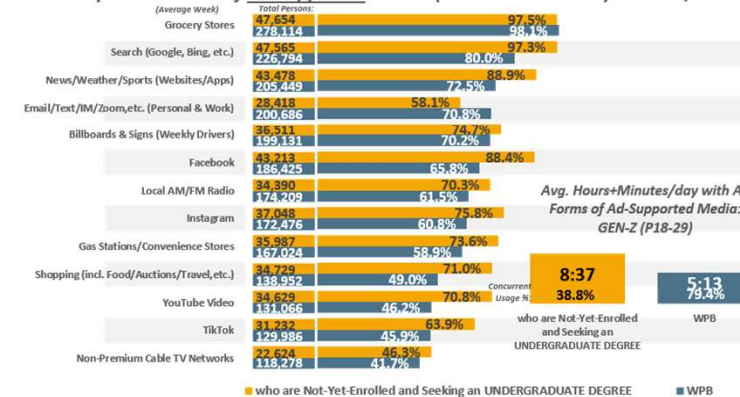
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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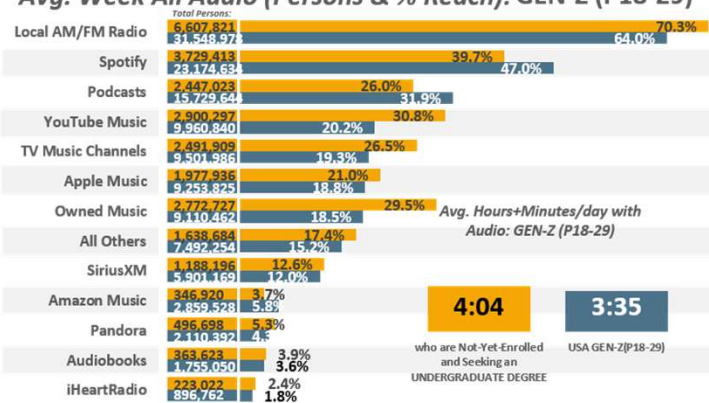
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

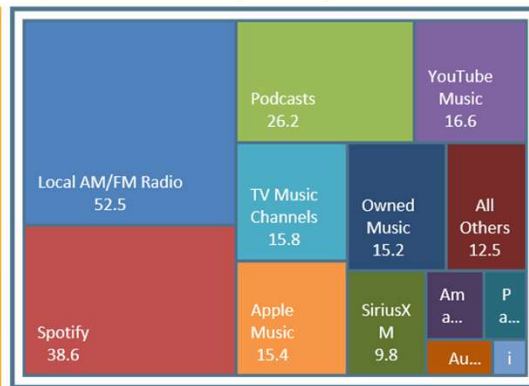
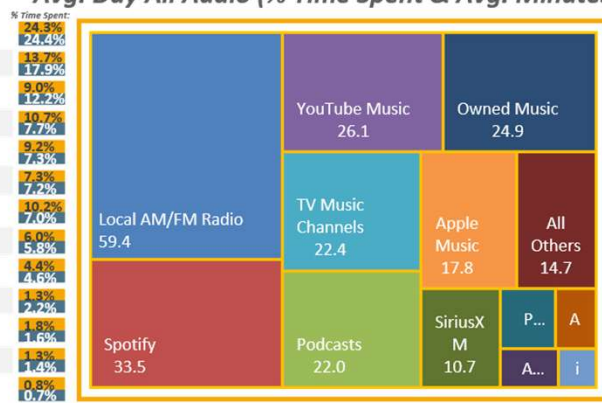


6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

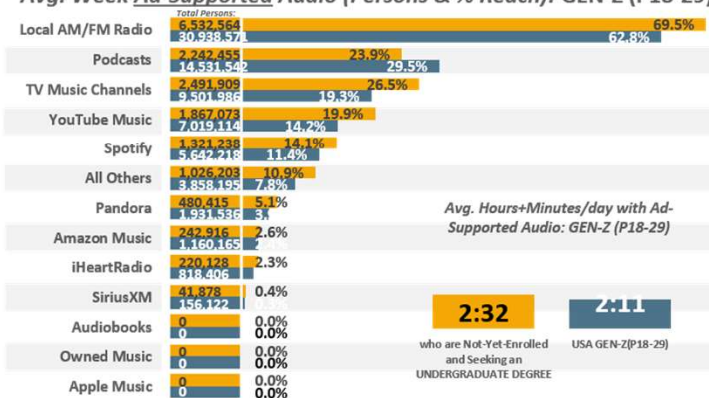
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



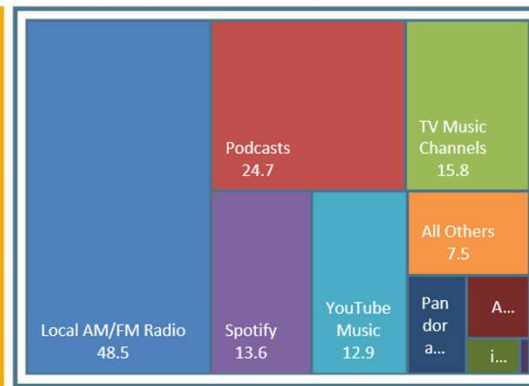
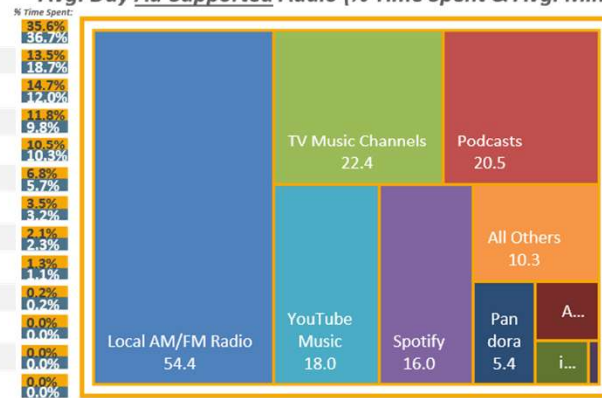
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA GEN-Z(P18-29) USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

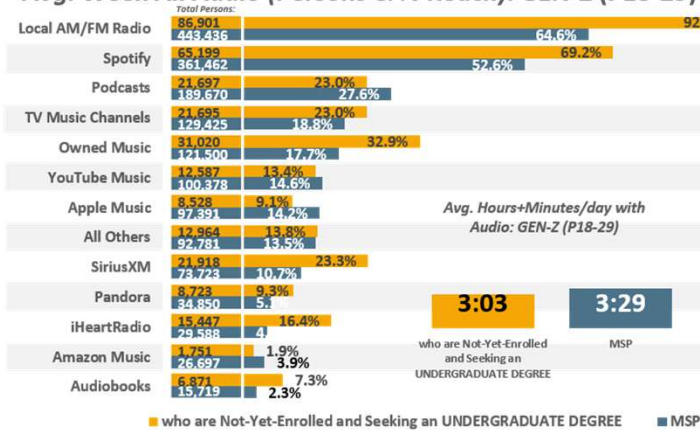
soefa.ai Share of Everything for Anything

((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

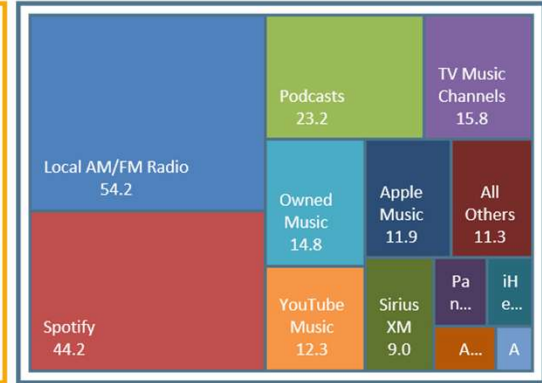
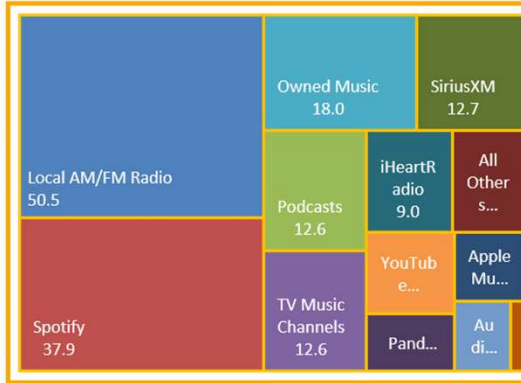


85,862 or 91.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 46.4 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

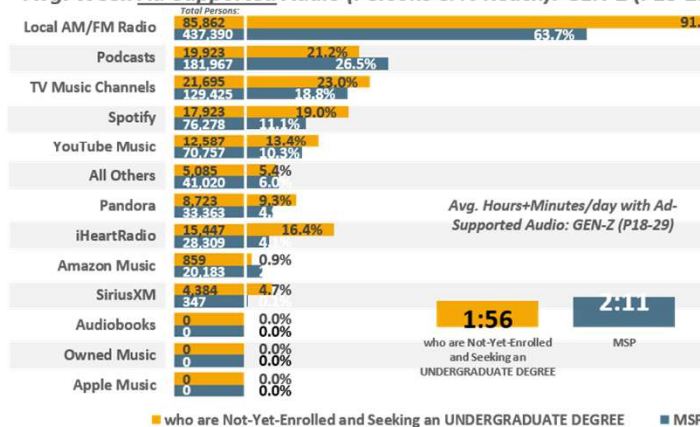
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



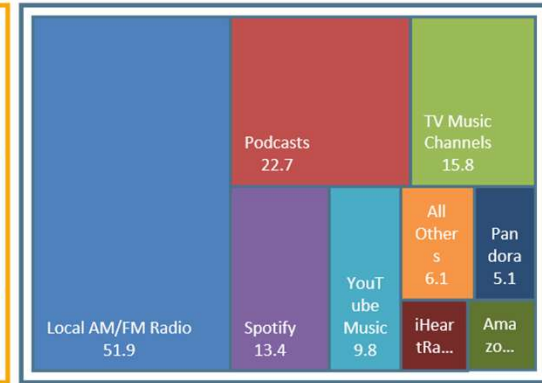
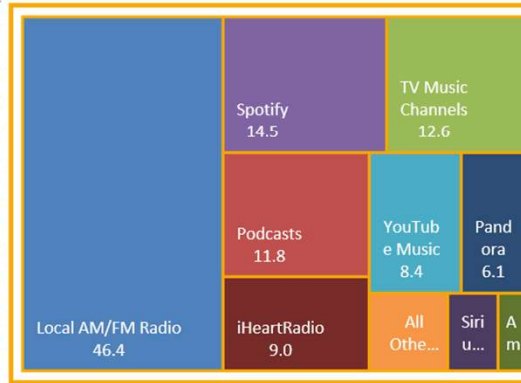
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)



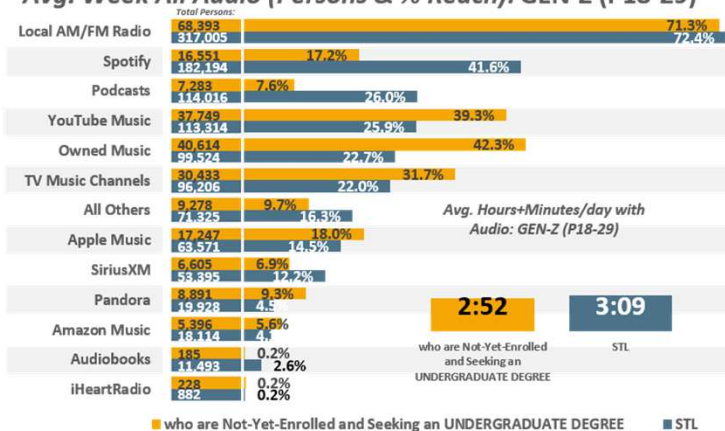
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



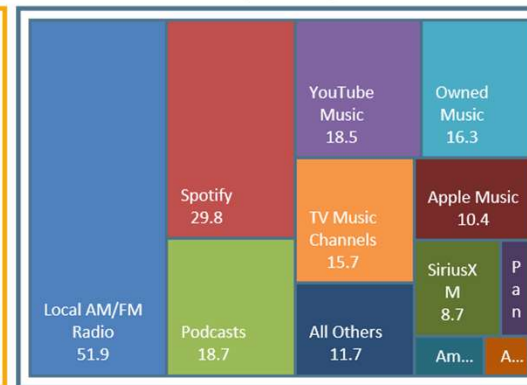
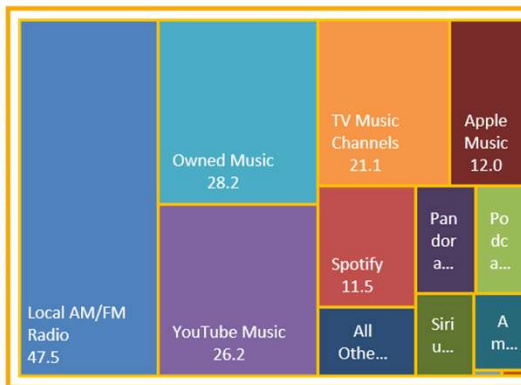


68,198 or 71.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 38.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.

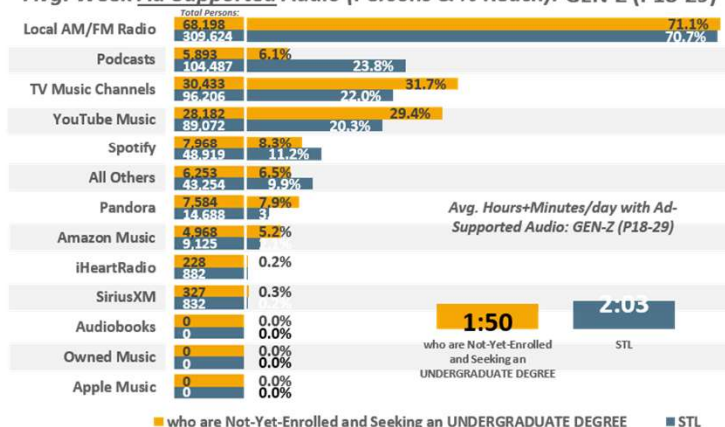
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



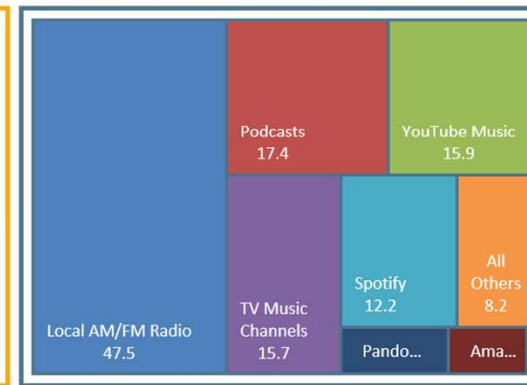
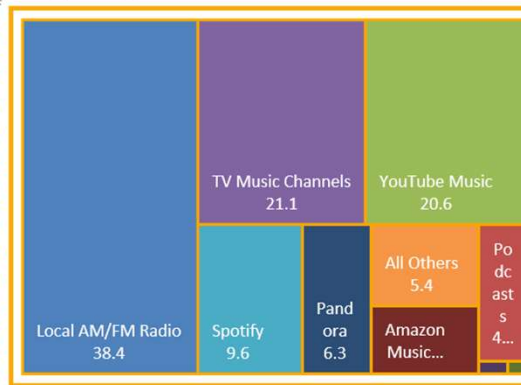
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)



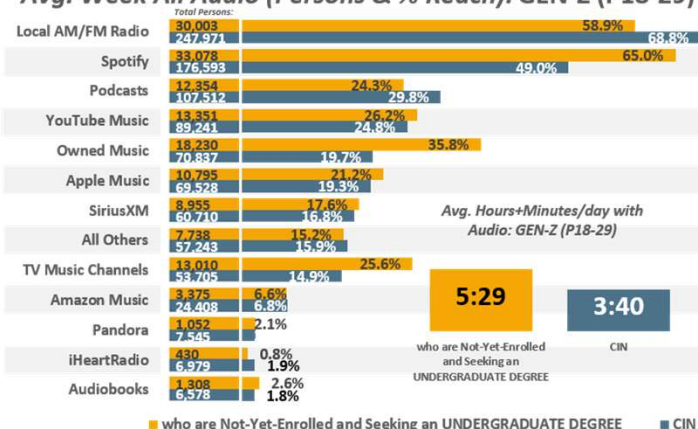
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



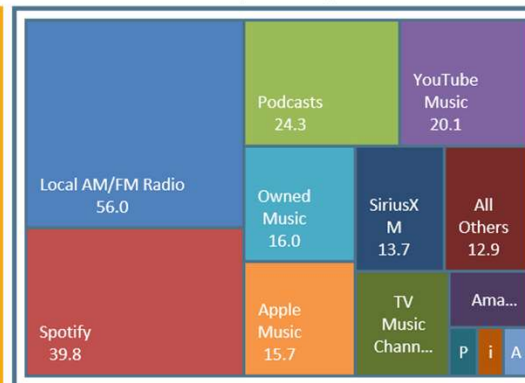
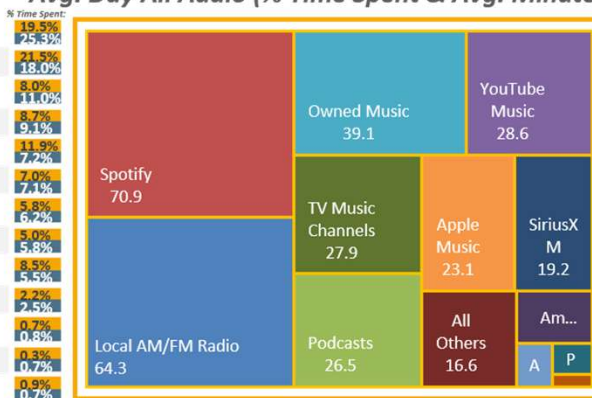


29,104 or 57.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

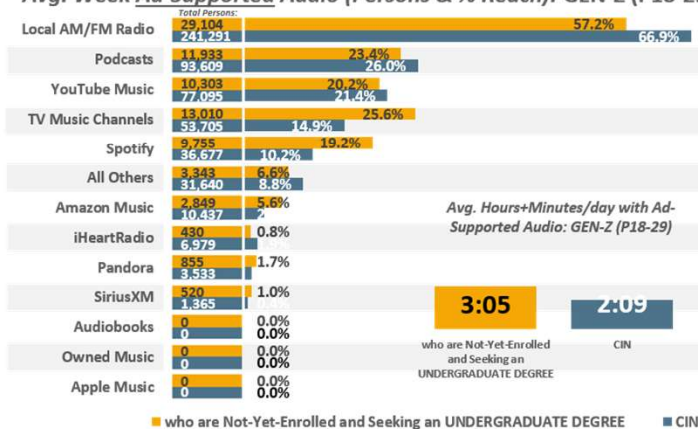
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



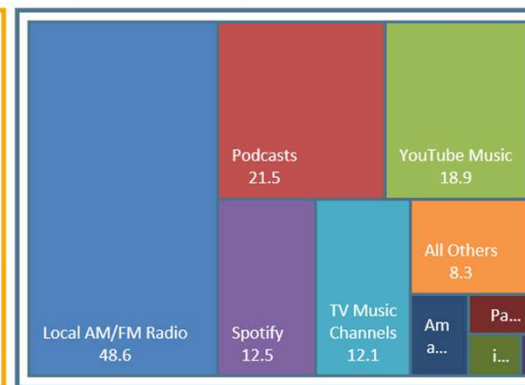
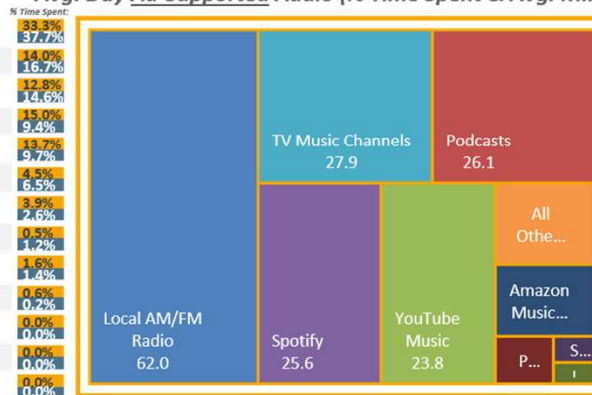
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)



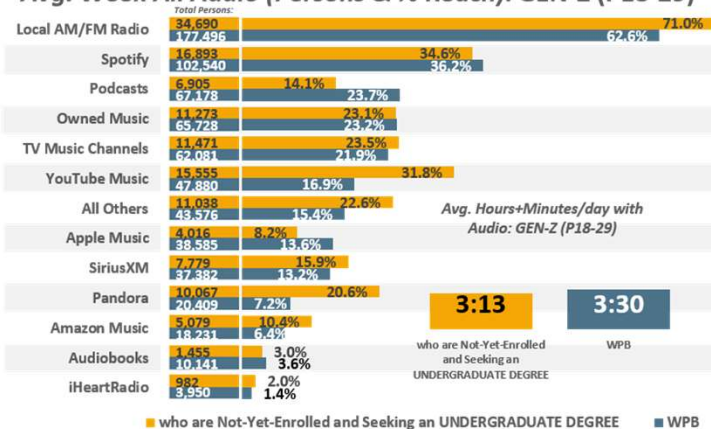
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



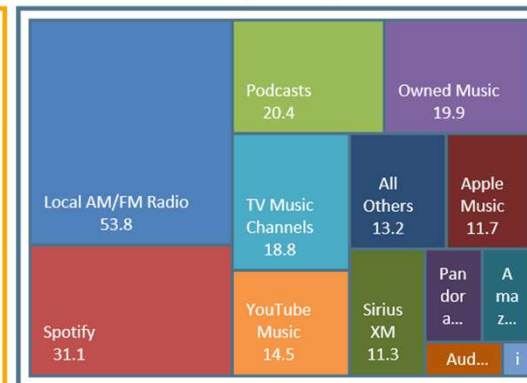
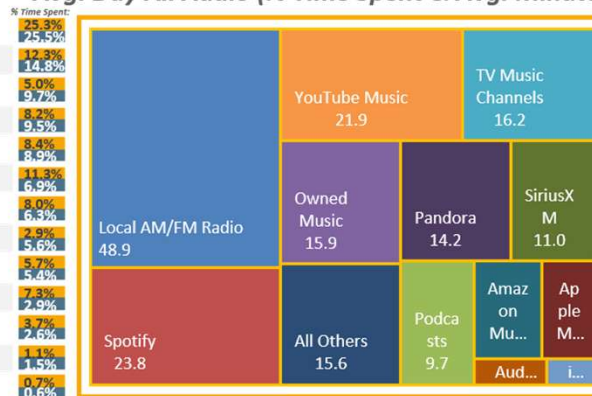


34,390 or 70.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 47.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

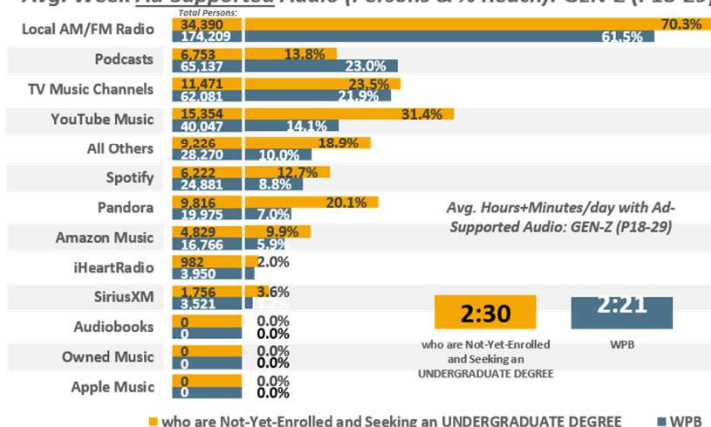
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



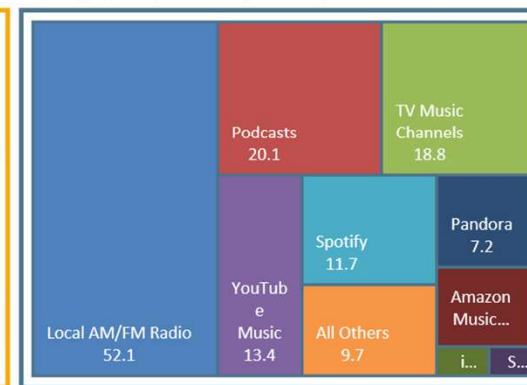
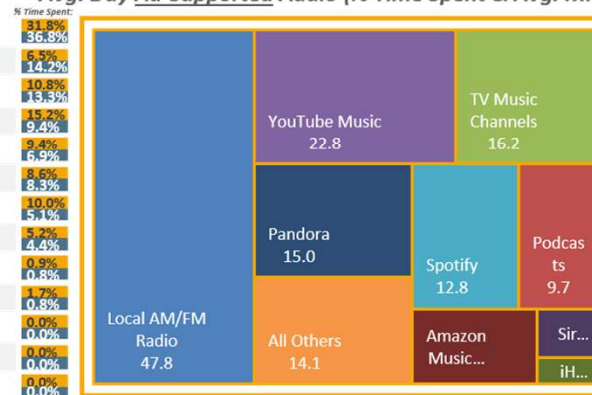
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)



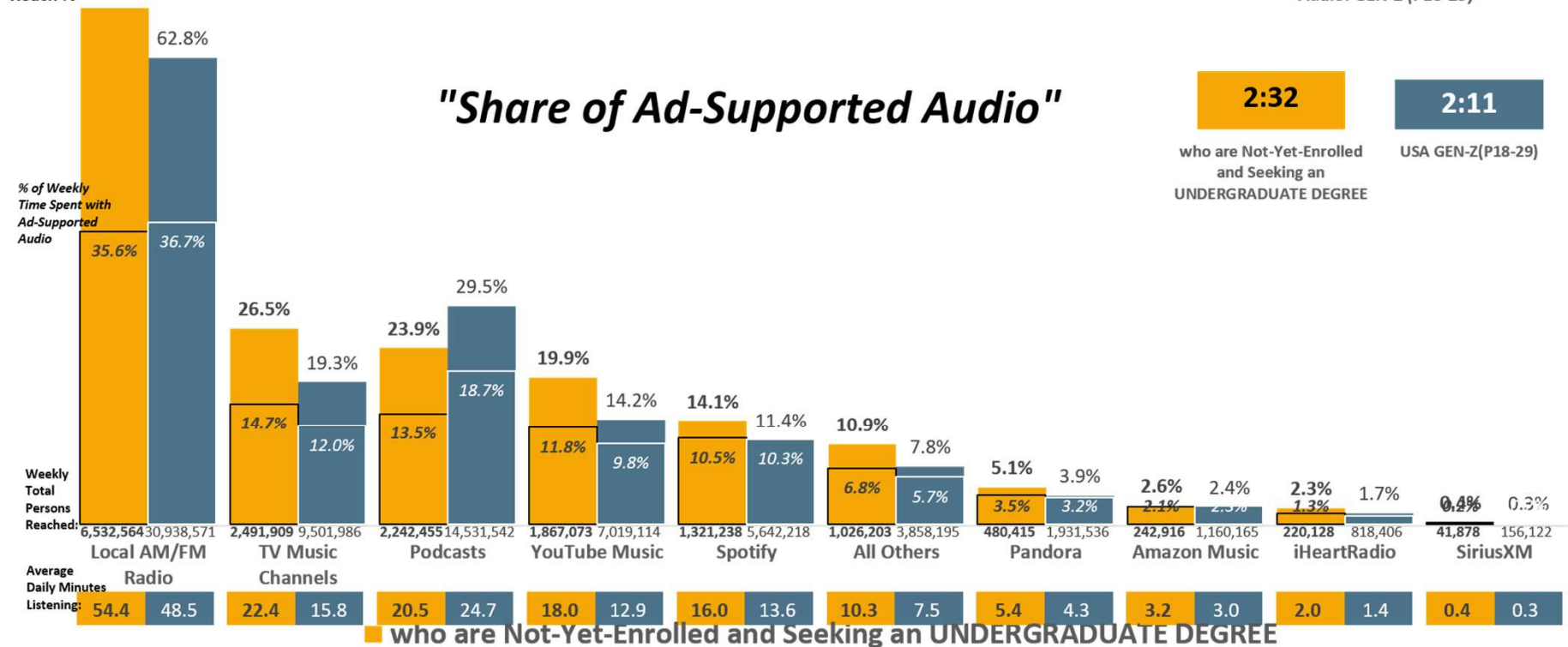
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

Weekly Reach %



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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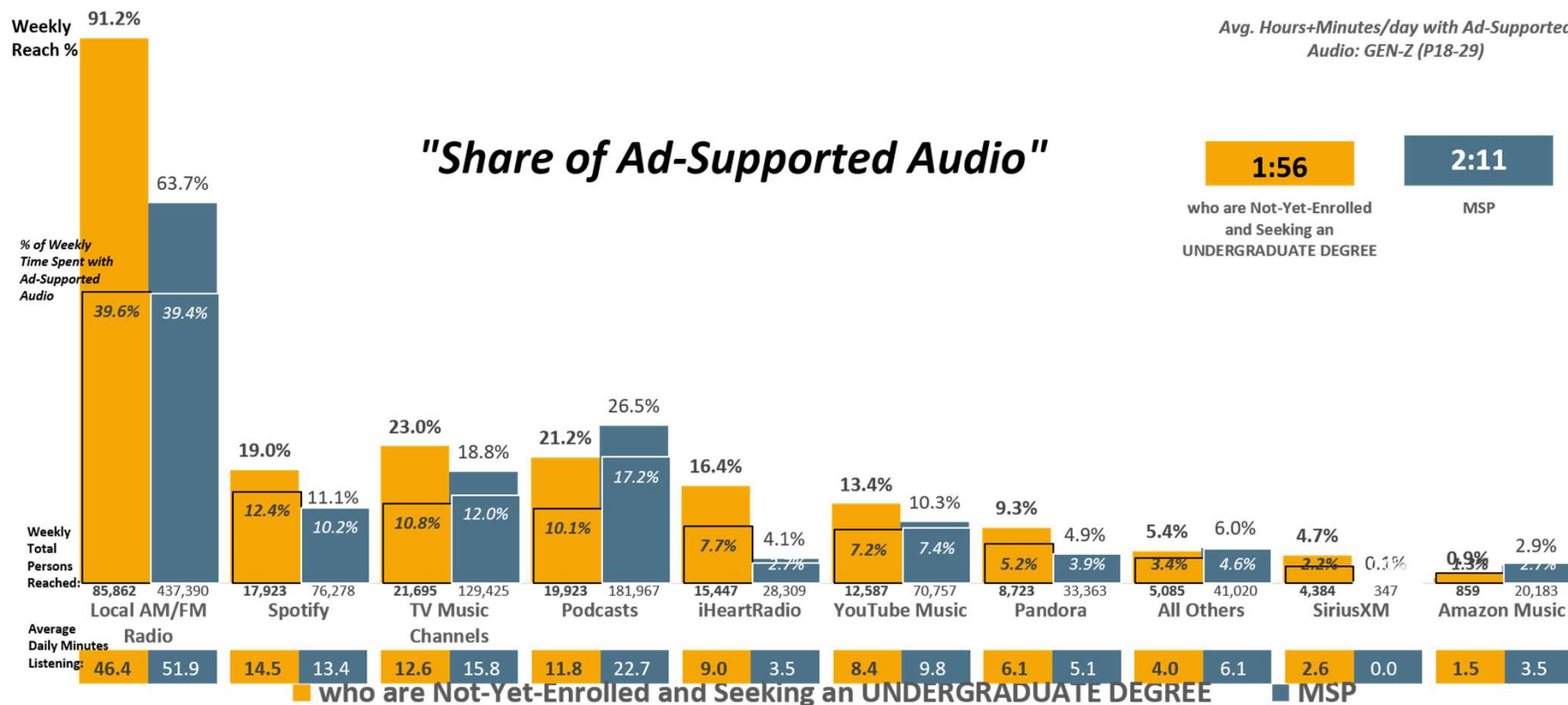
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

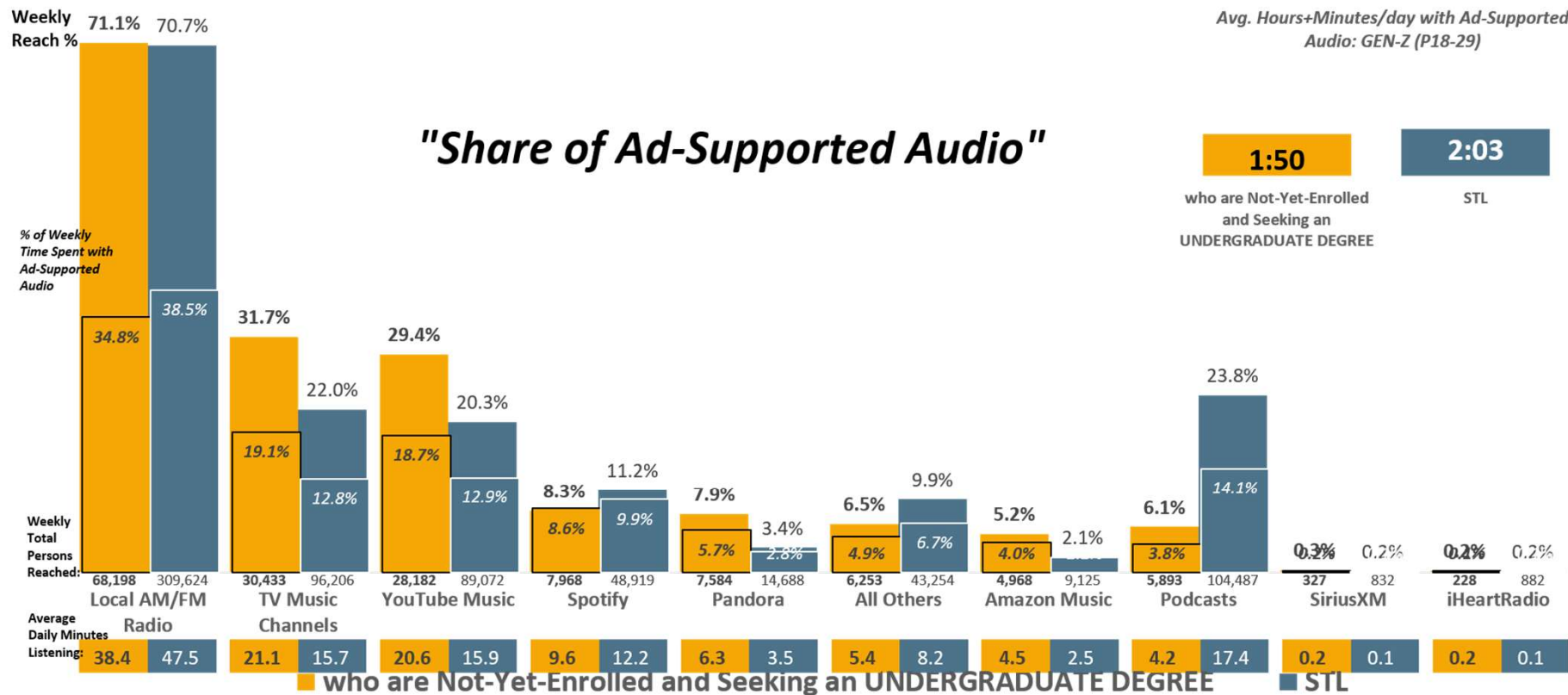


85,862 or 91.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 46.4 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.



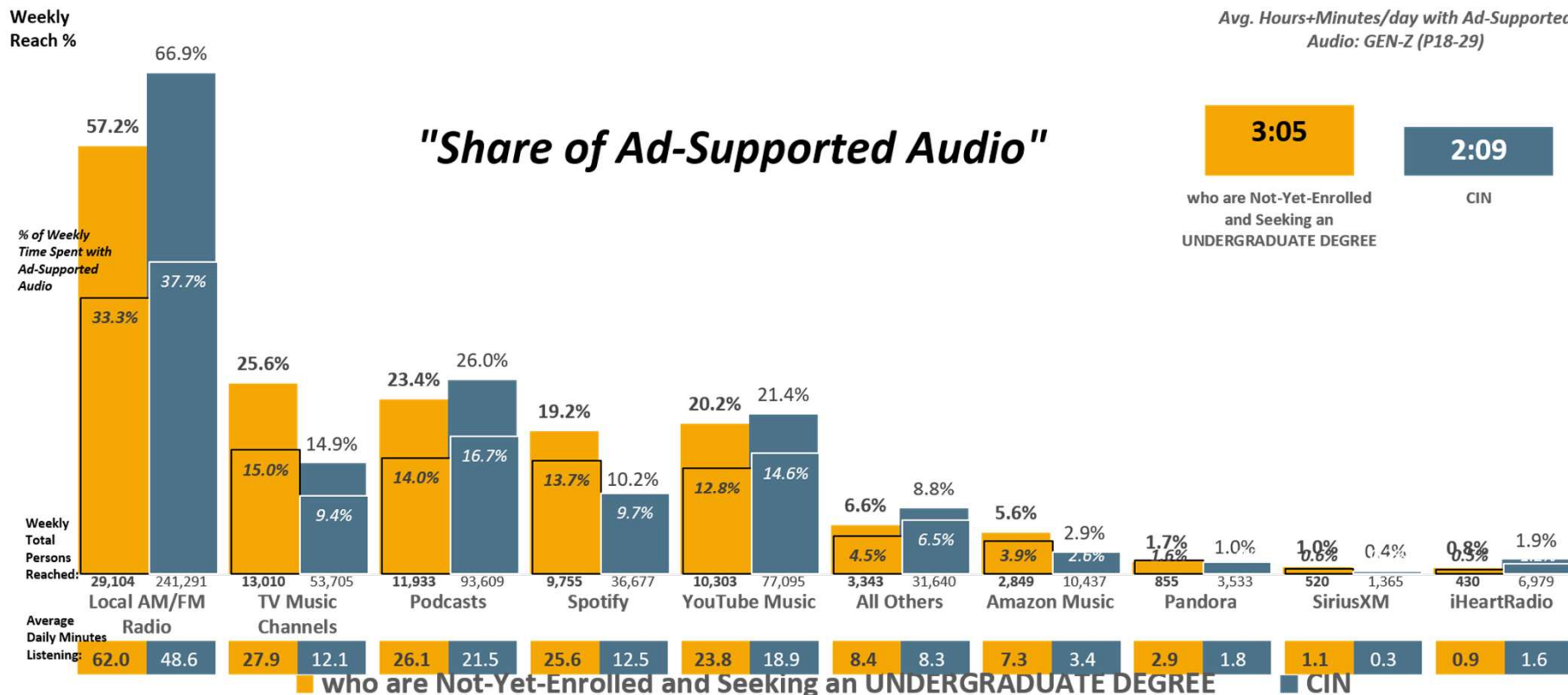


68,198 or 71.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 38.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.





29,104 or 57.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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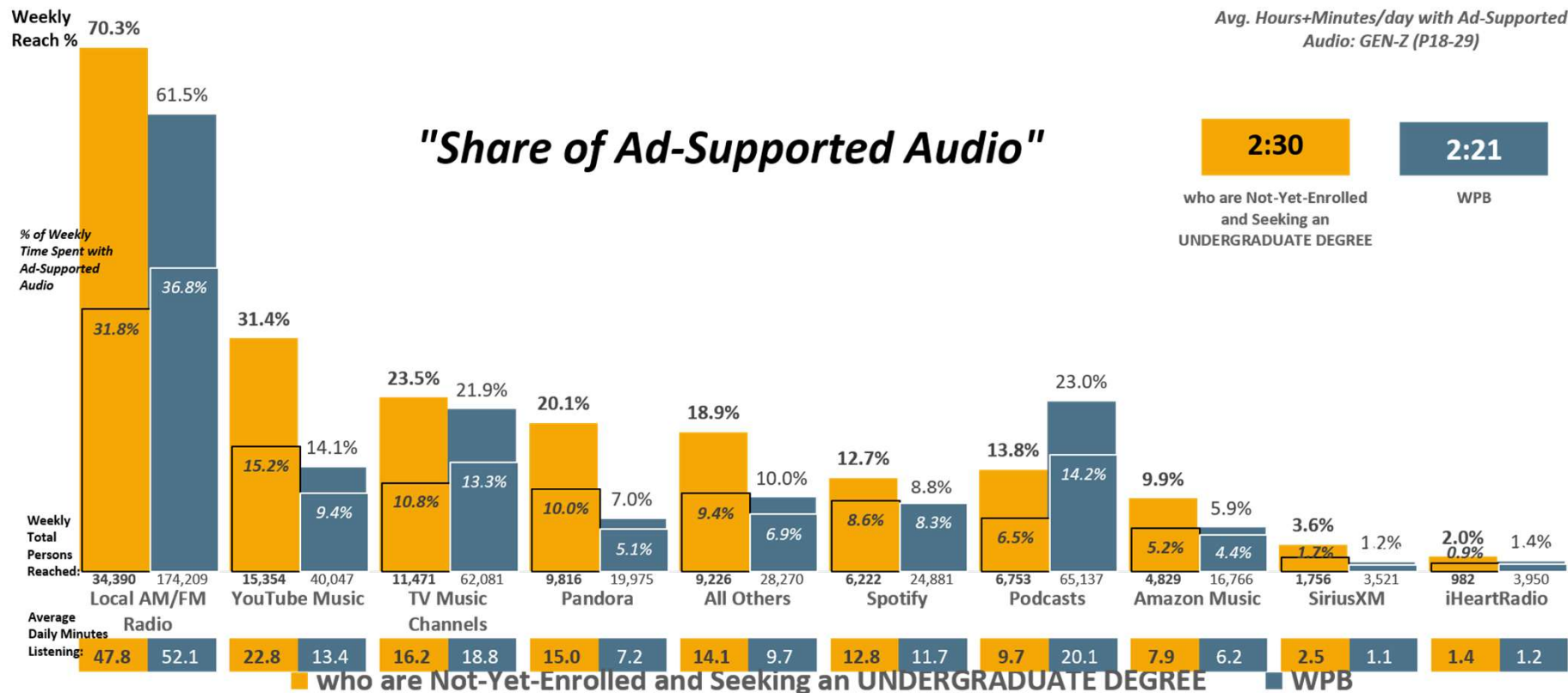
CIN GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 251

soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



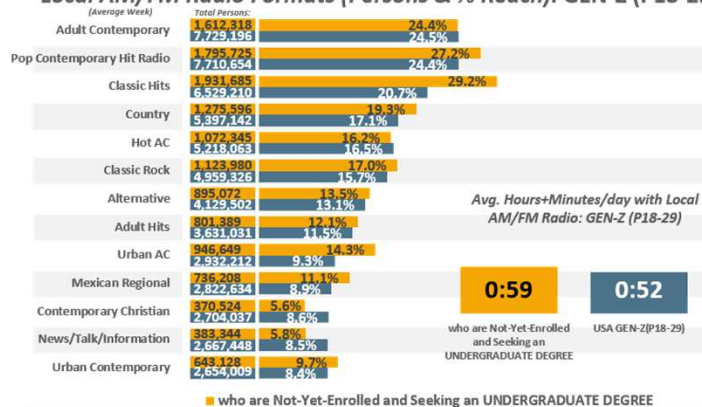
34,390 or 70.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 47.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.



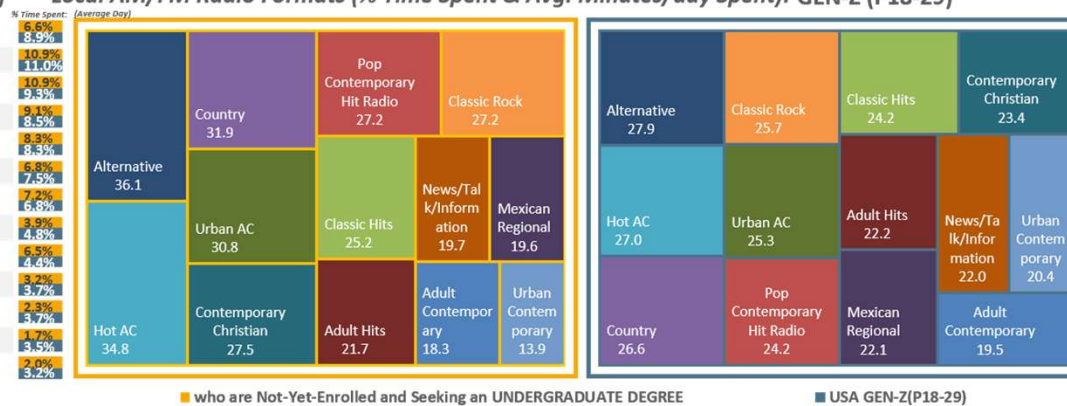


6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Rock.

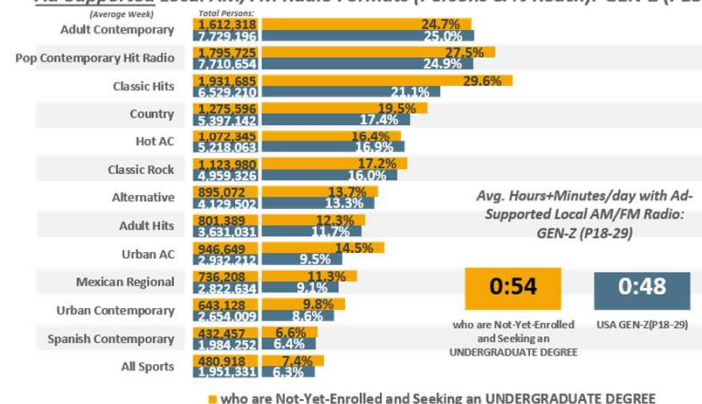
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



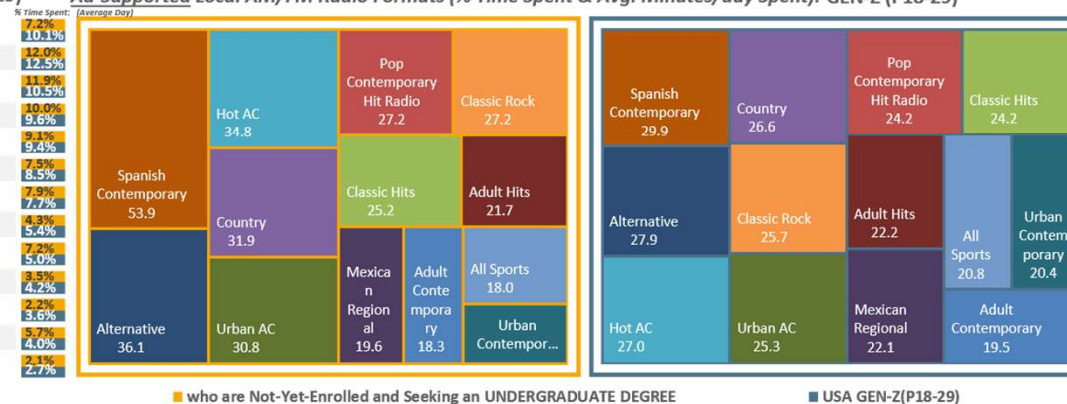
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

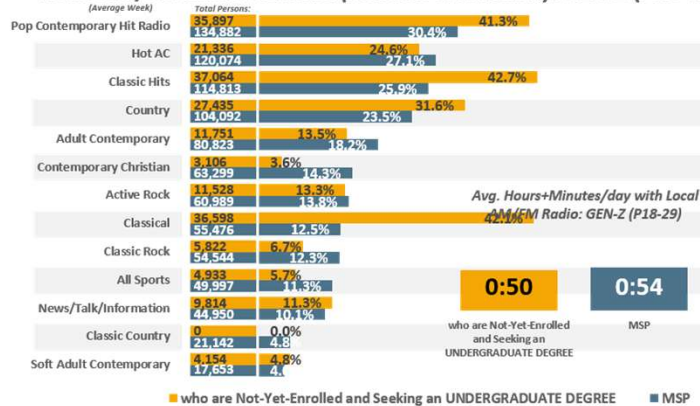
soeifa.ai Share of Everything for Anything

((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

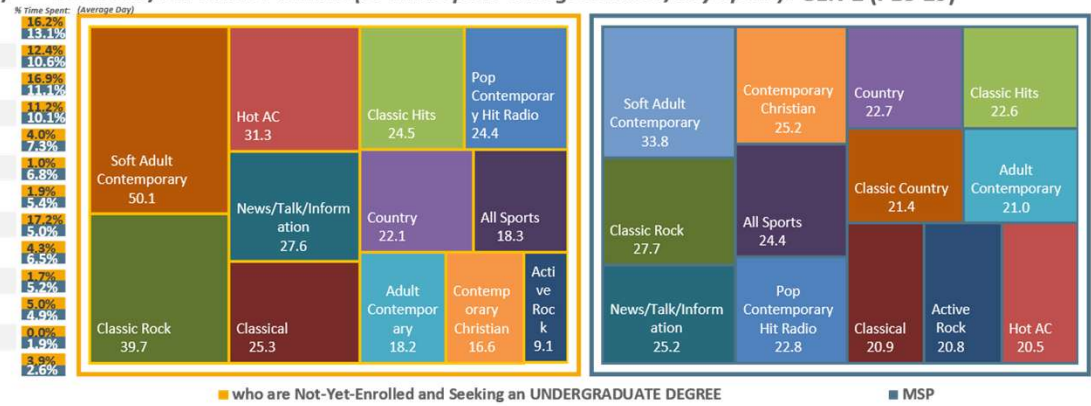


85,862 or 91.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Country, Hot AC, and Adult Contemporary.

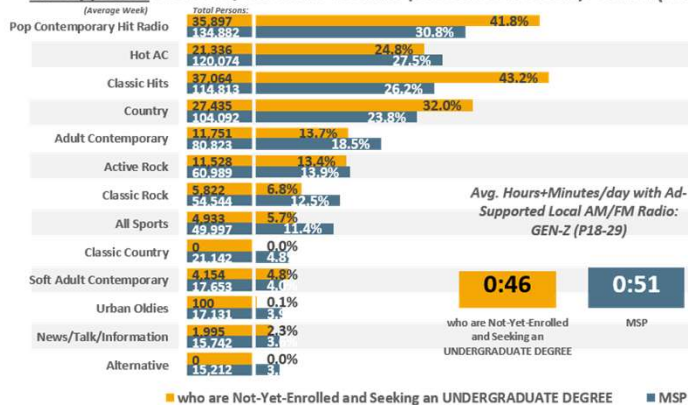
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



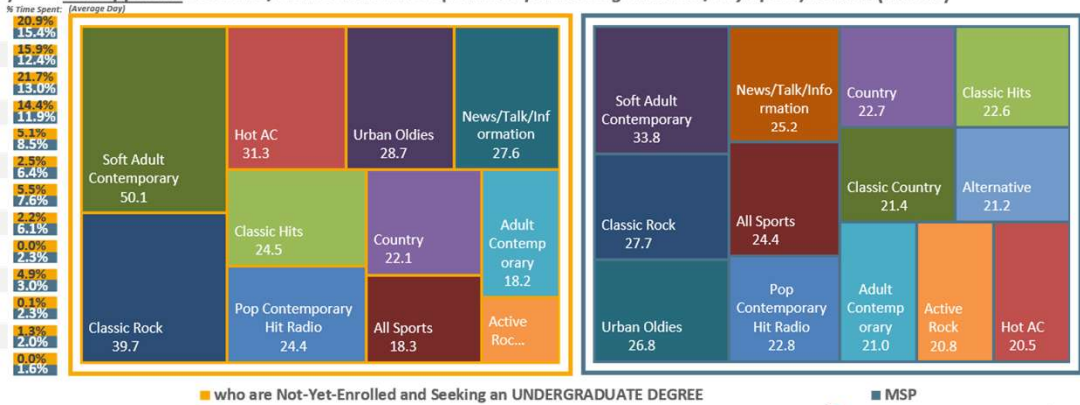
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32
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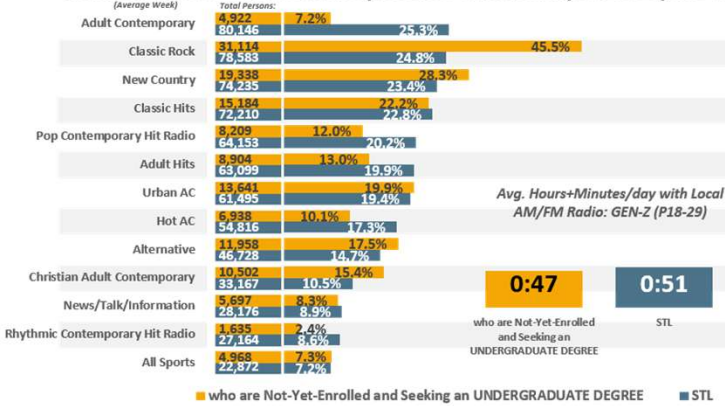
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

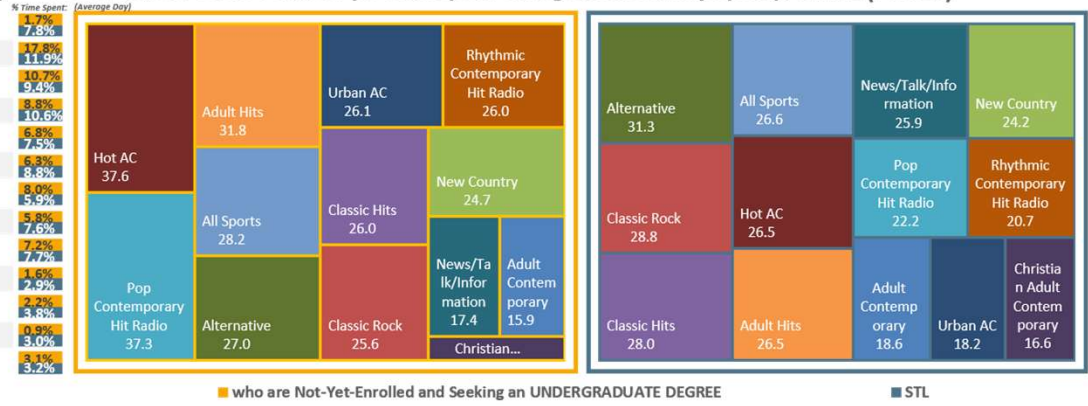


68,198 or 71.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, New Country, Gospel, Classic Hits, and Urban AC.

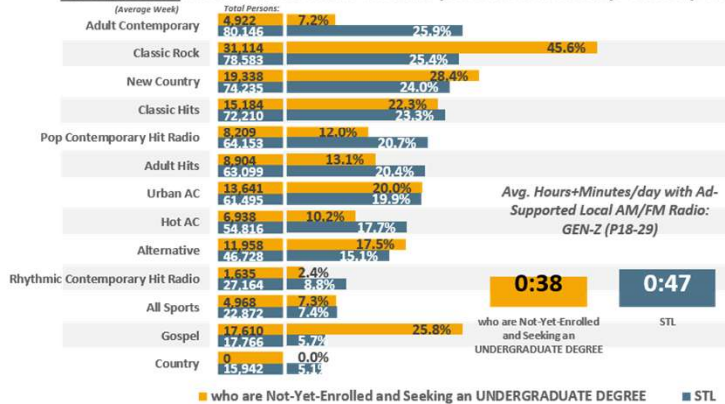
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



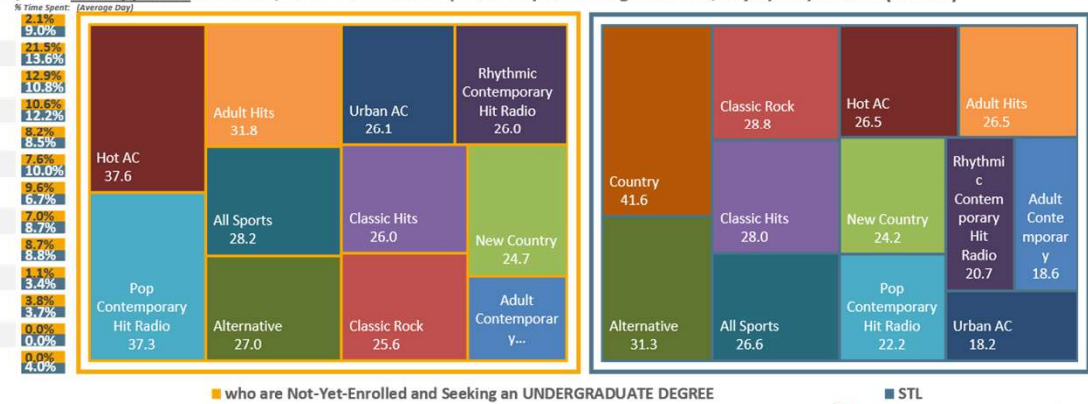
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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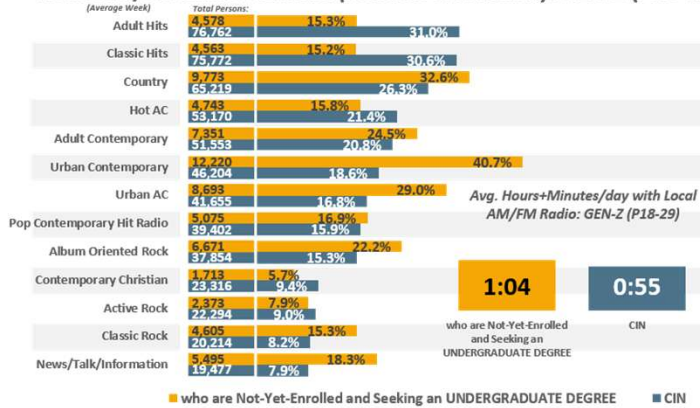
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

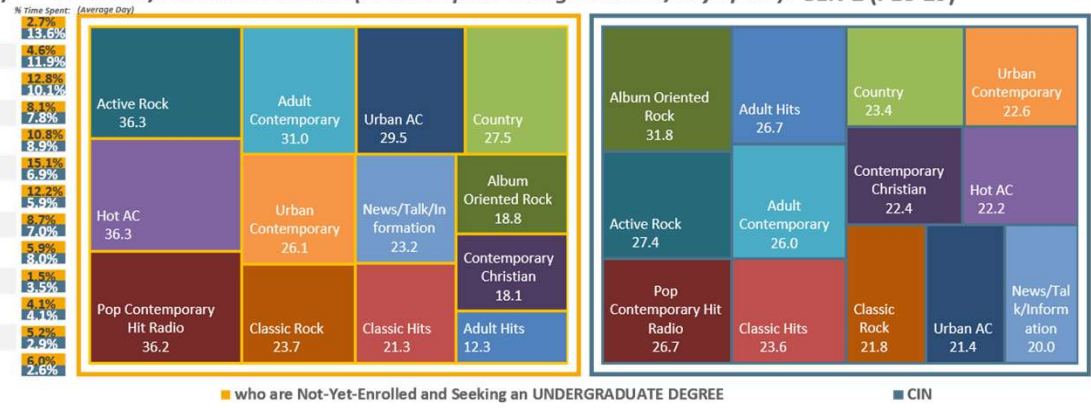


29,104 or 57.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Country, Urban AC, Adult Contemporary, and Album Oriented Rock.

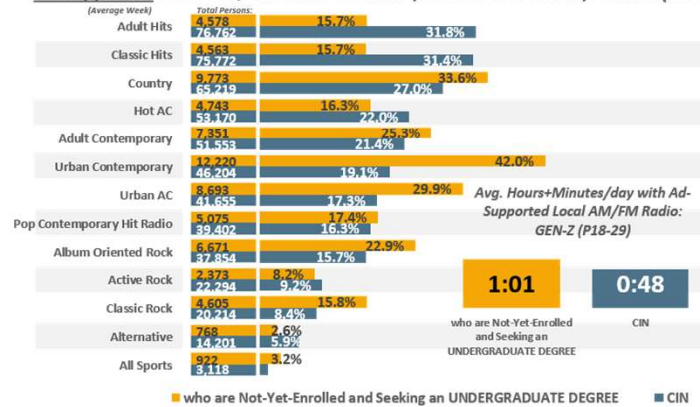
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



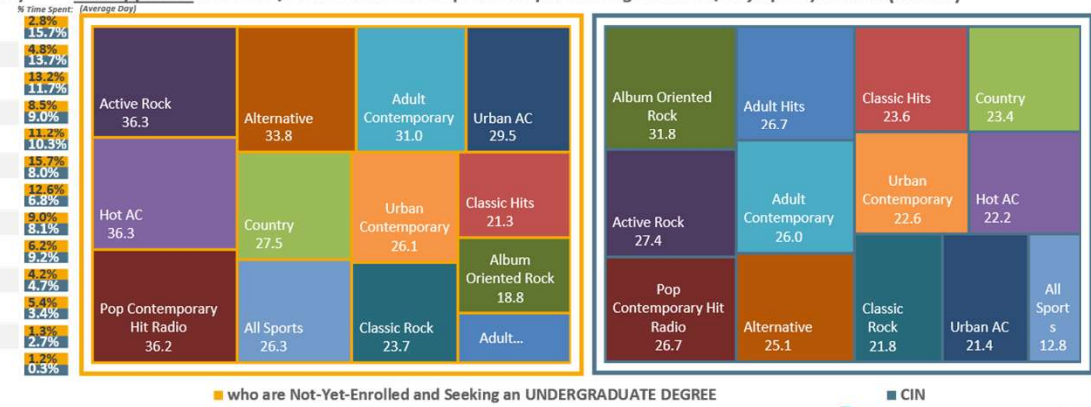
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



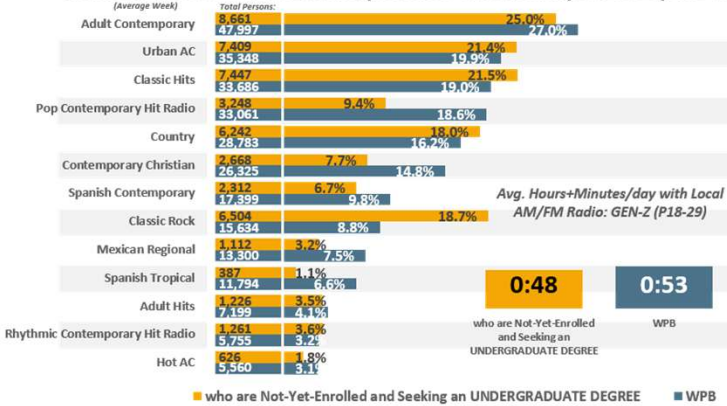
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



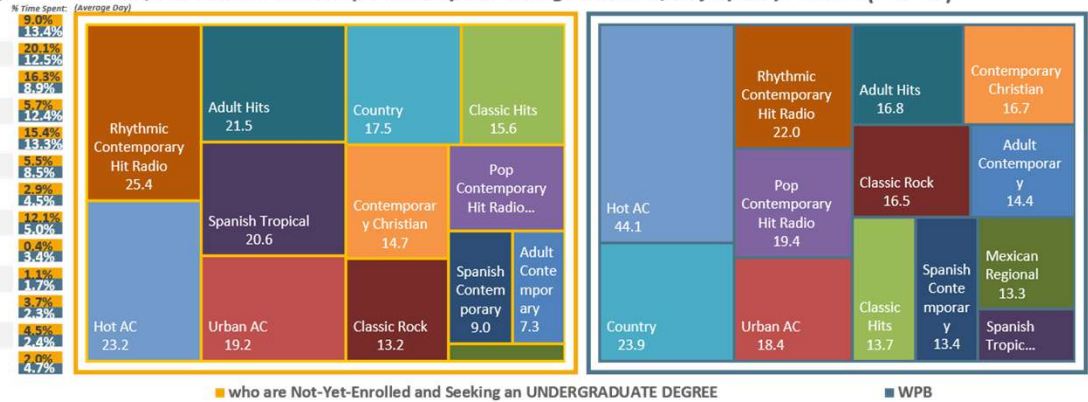


34,390 or 70.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and Country.

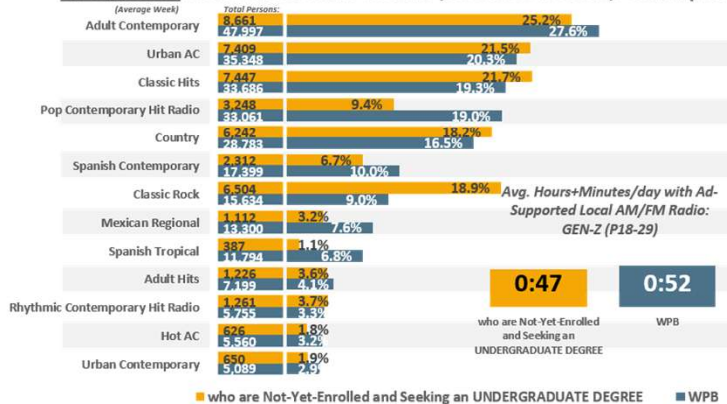
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



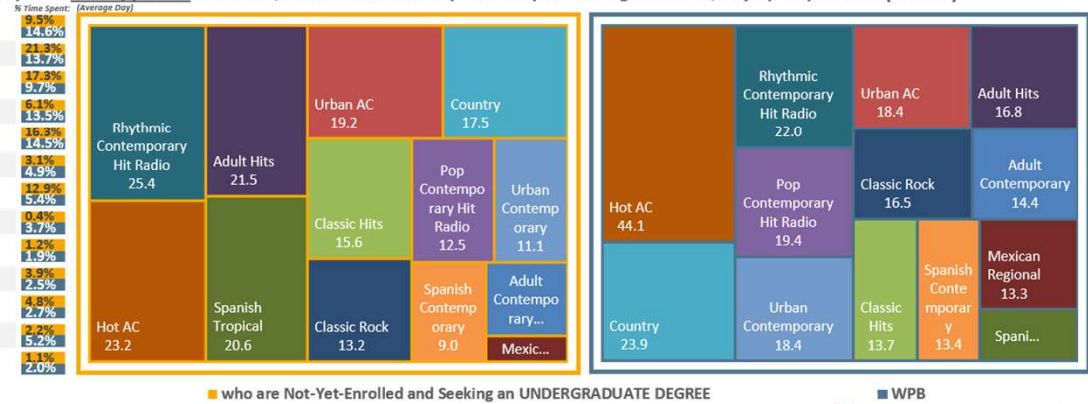
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52
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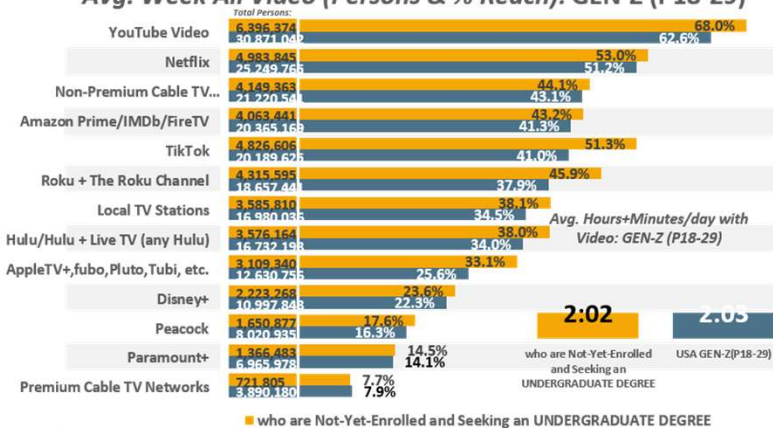
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

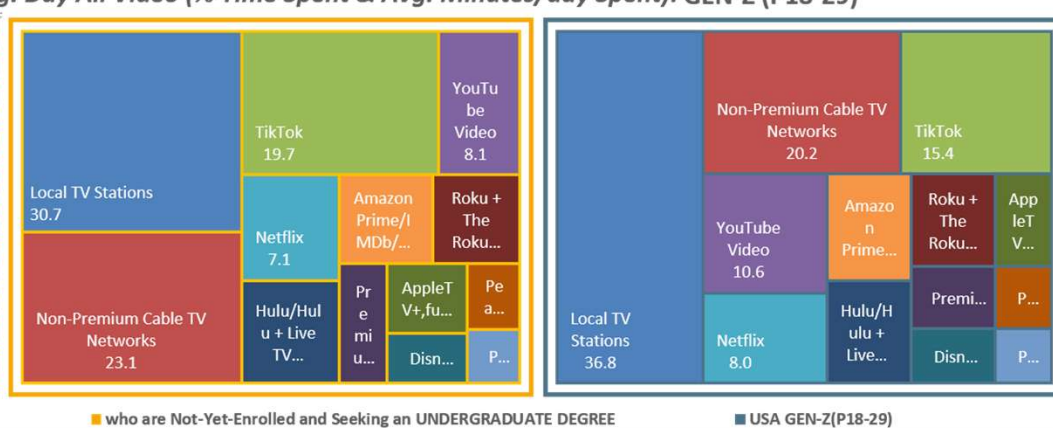


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 28.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

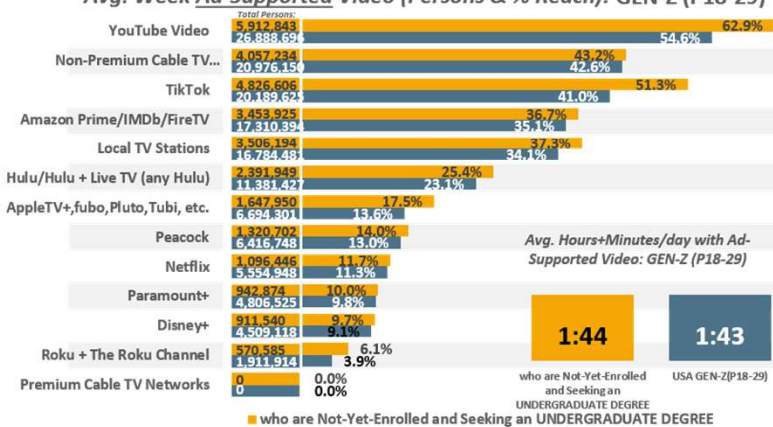
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



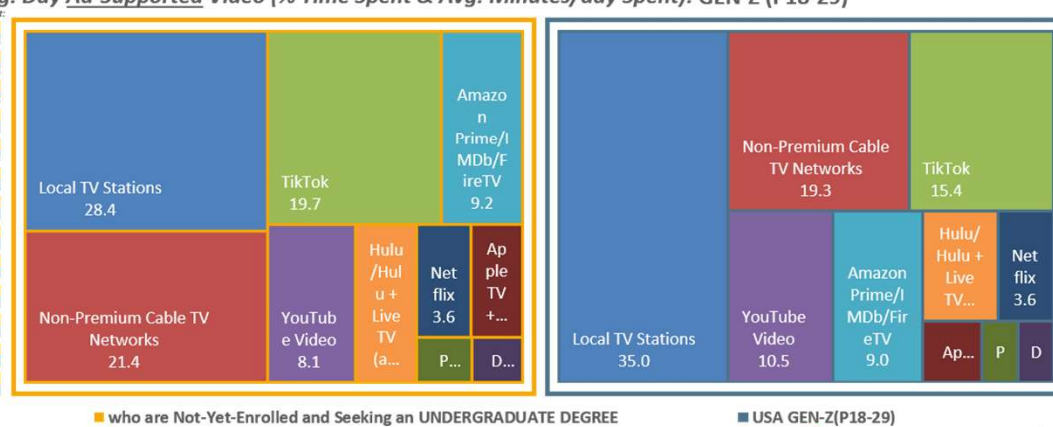
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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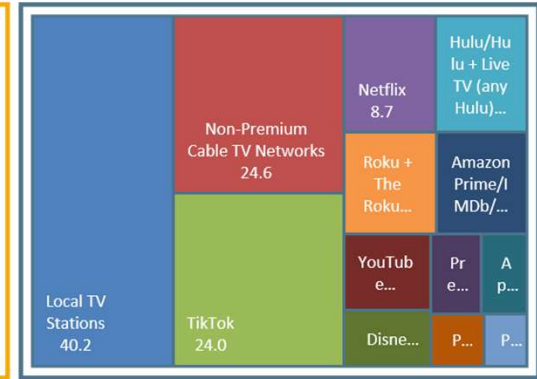
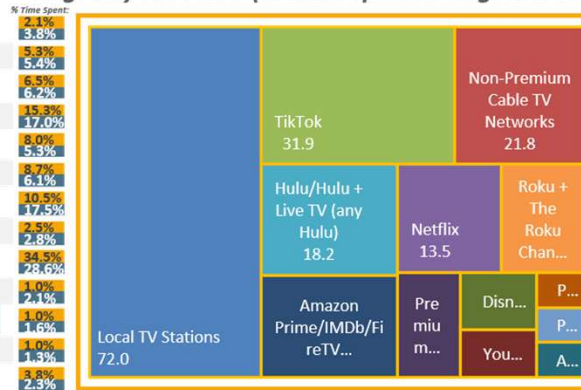
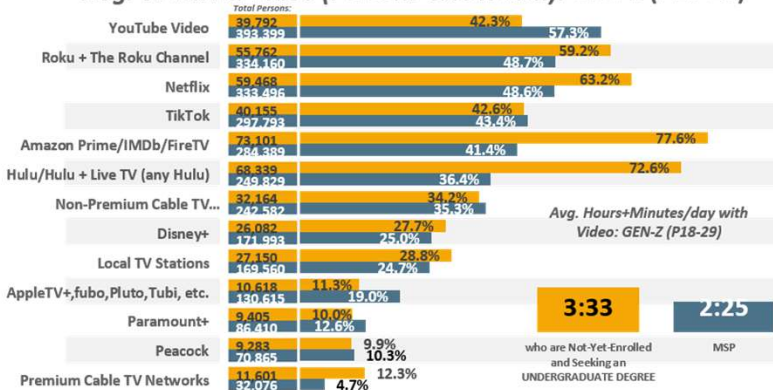
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



26,562 or 28.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 71.5 minutes every day representing 40.3% of all time spent daily with Ad-Supported Video.

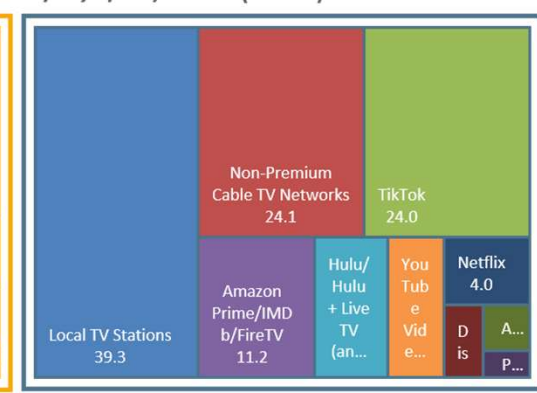
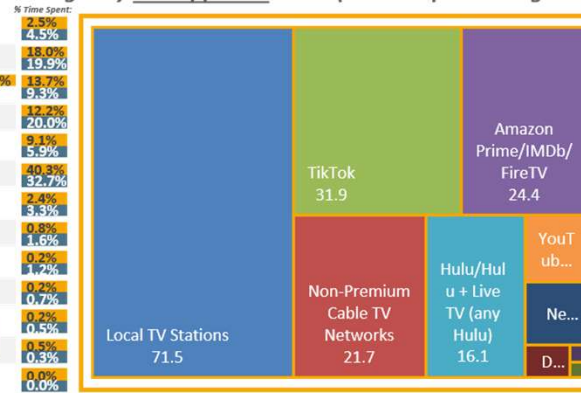
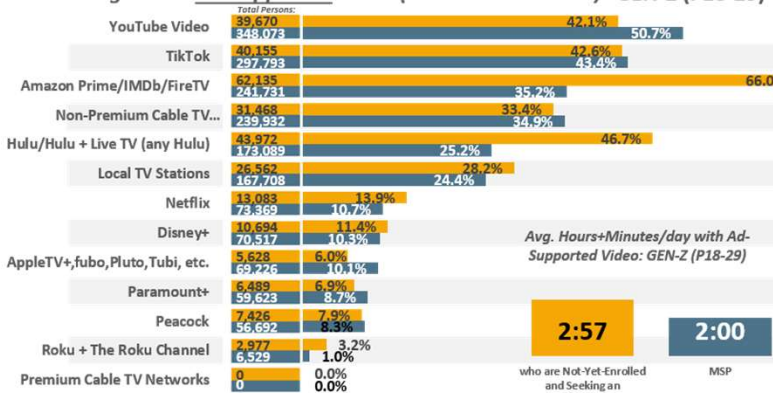
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32
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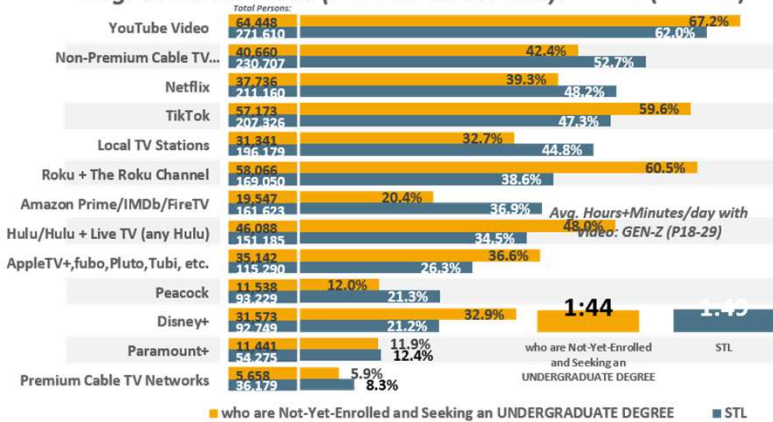
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

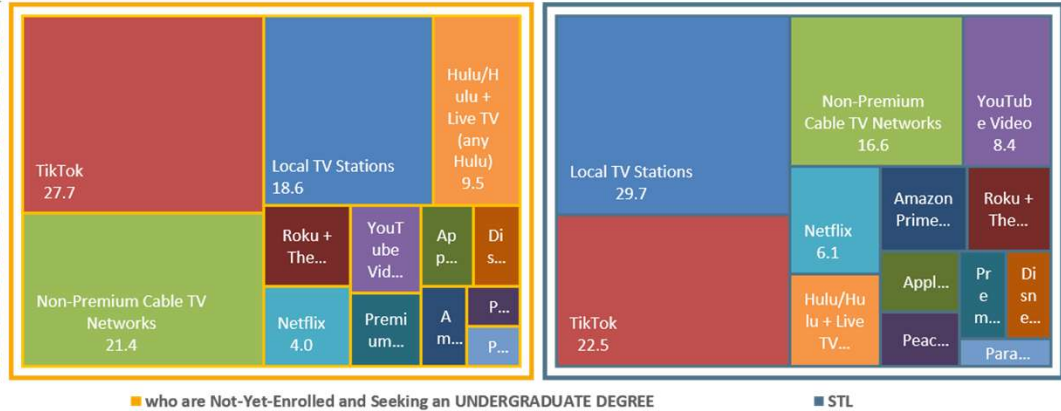


31,050 or 32.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 16.9 minutes every day representing 18.7% of all time spent daily with Ad-Supported Video.

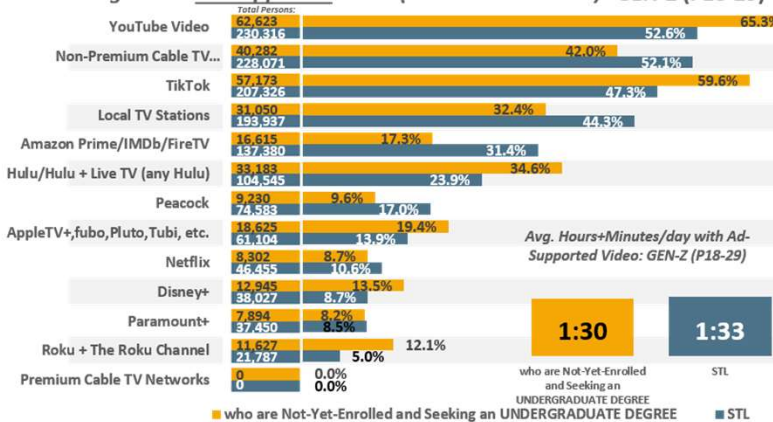
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



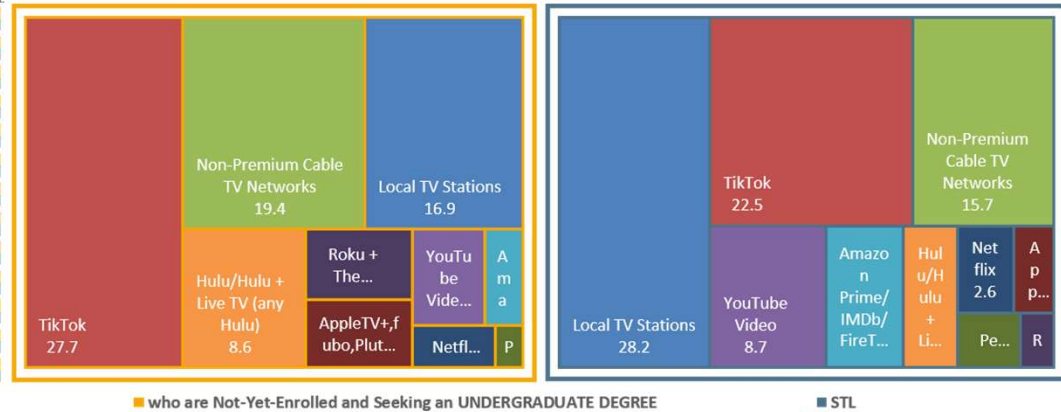
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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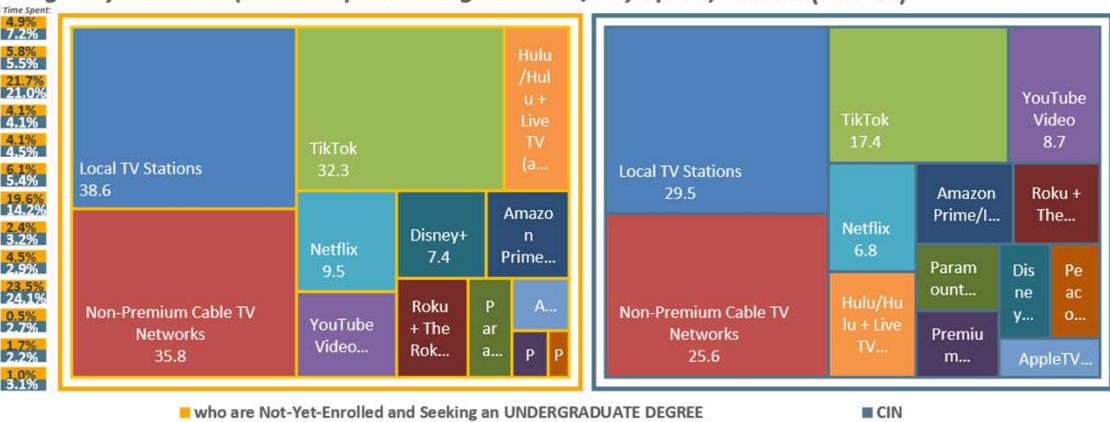
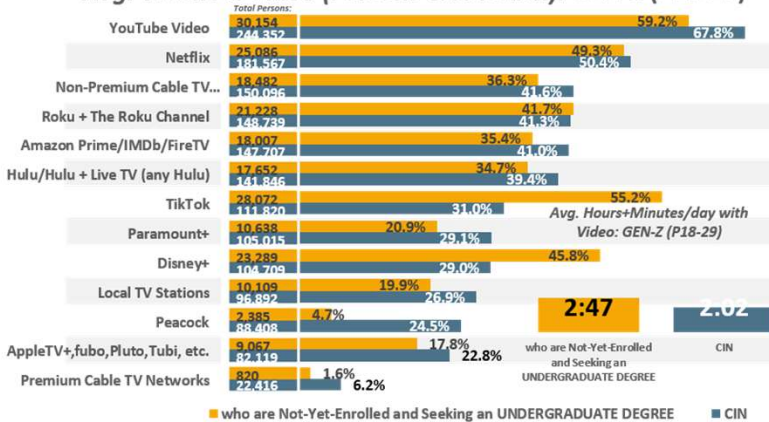
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



10,088 or 19.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 33. minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.

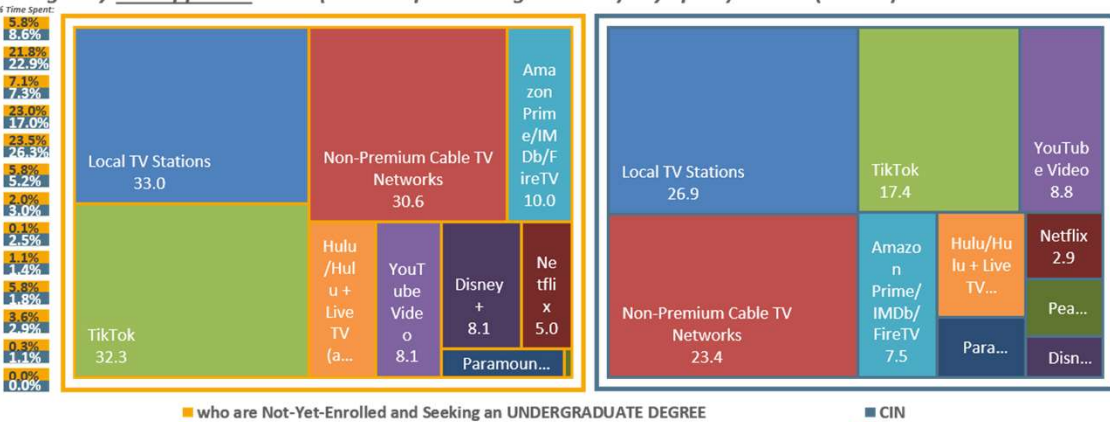
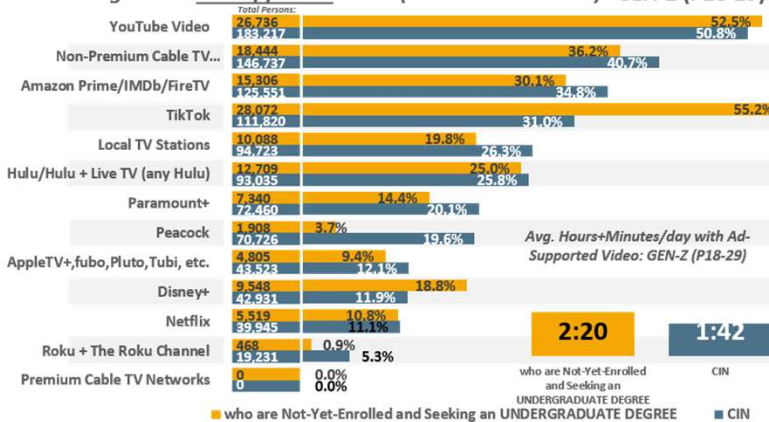
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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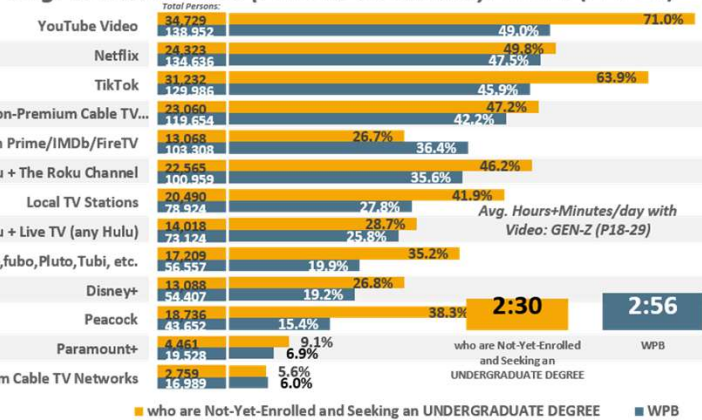
soefa.ai Share of Everything for Anything.

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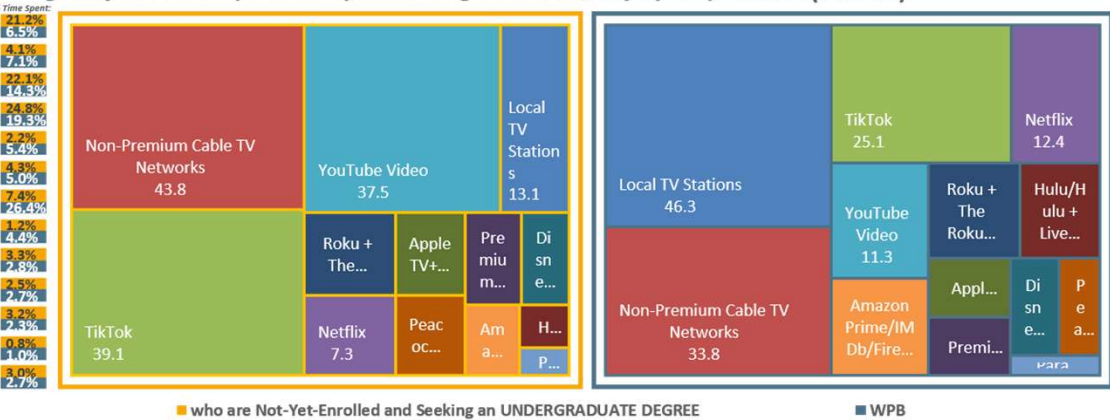


20,103 or 41.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 12.7 minutes every day representing 9.5% of all time spent daily with Ad-Supported Video.

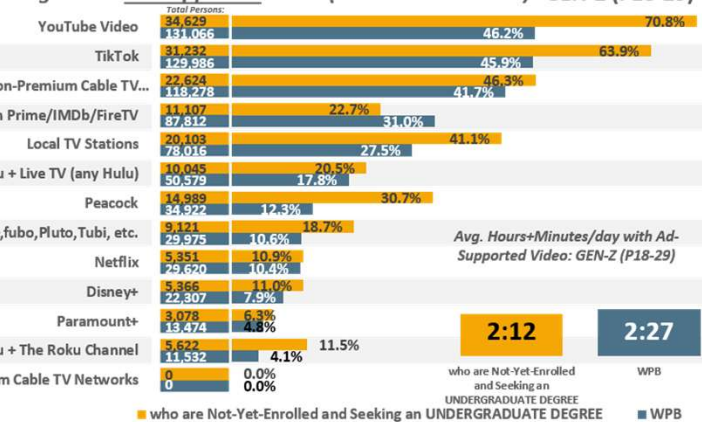
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



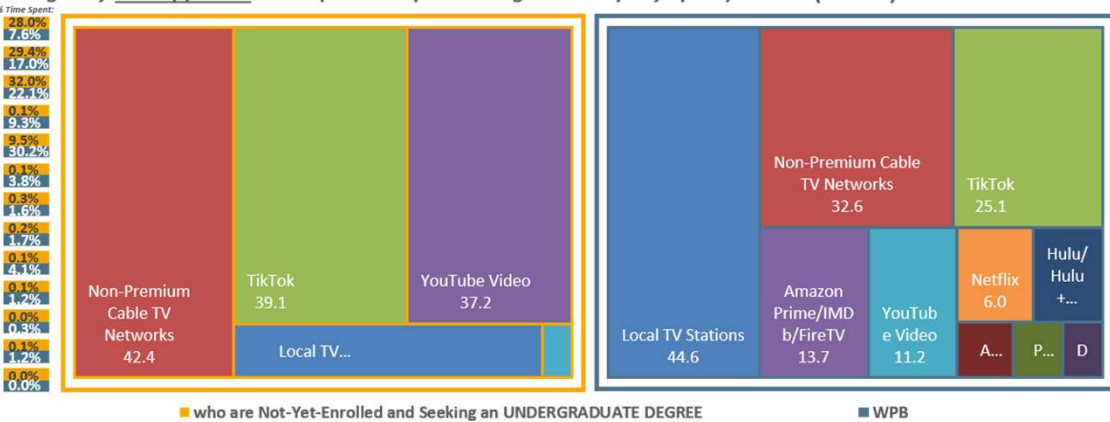
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52
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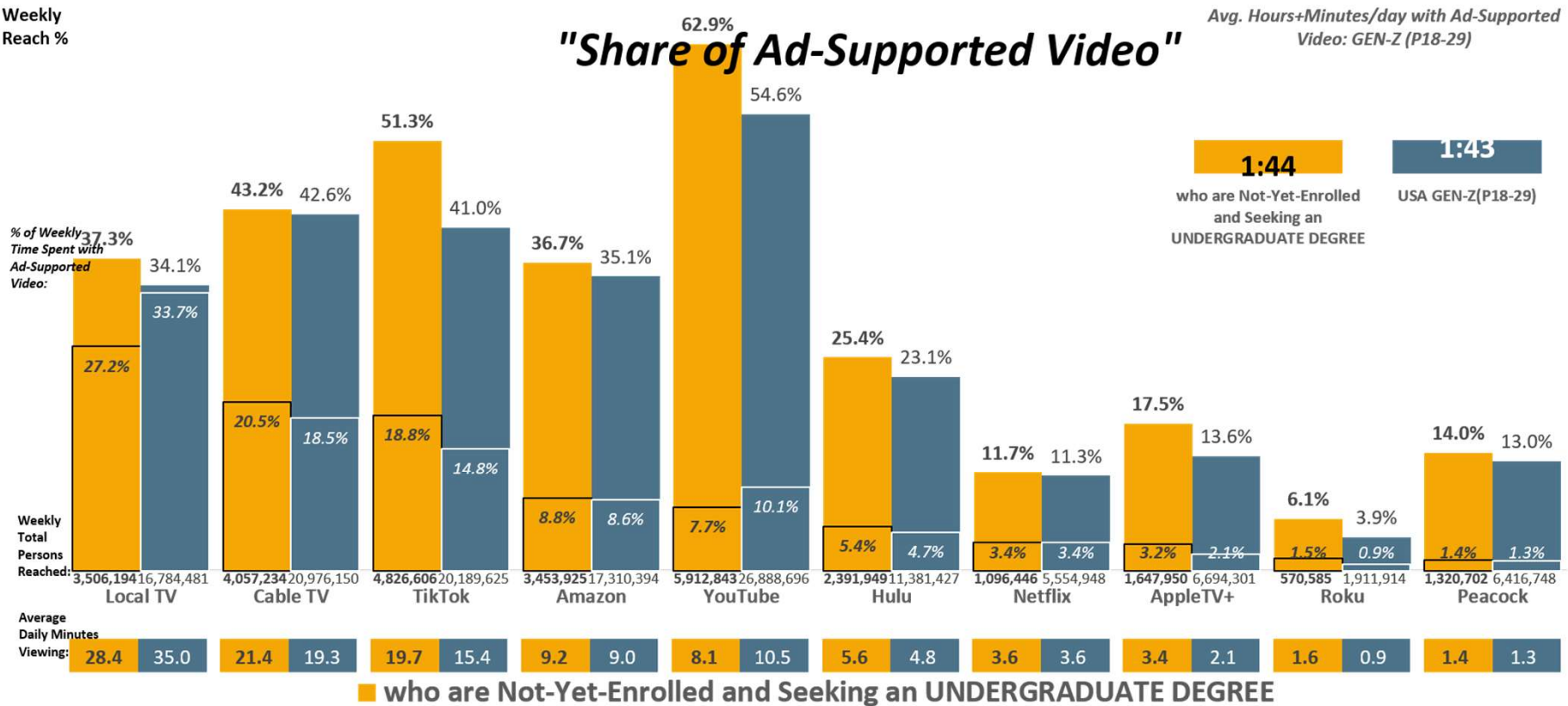
soefa.ai Share of Everything for Anything

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3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 28.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Weekly
Reach %



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

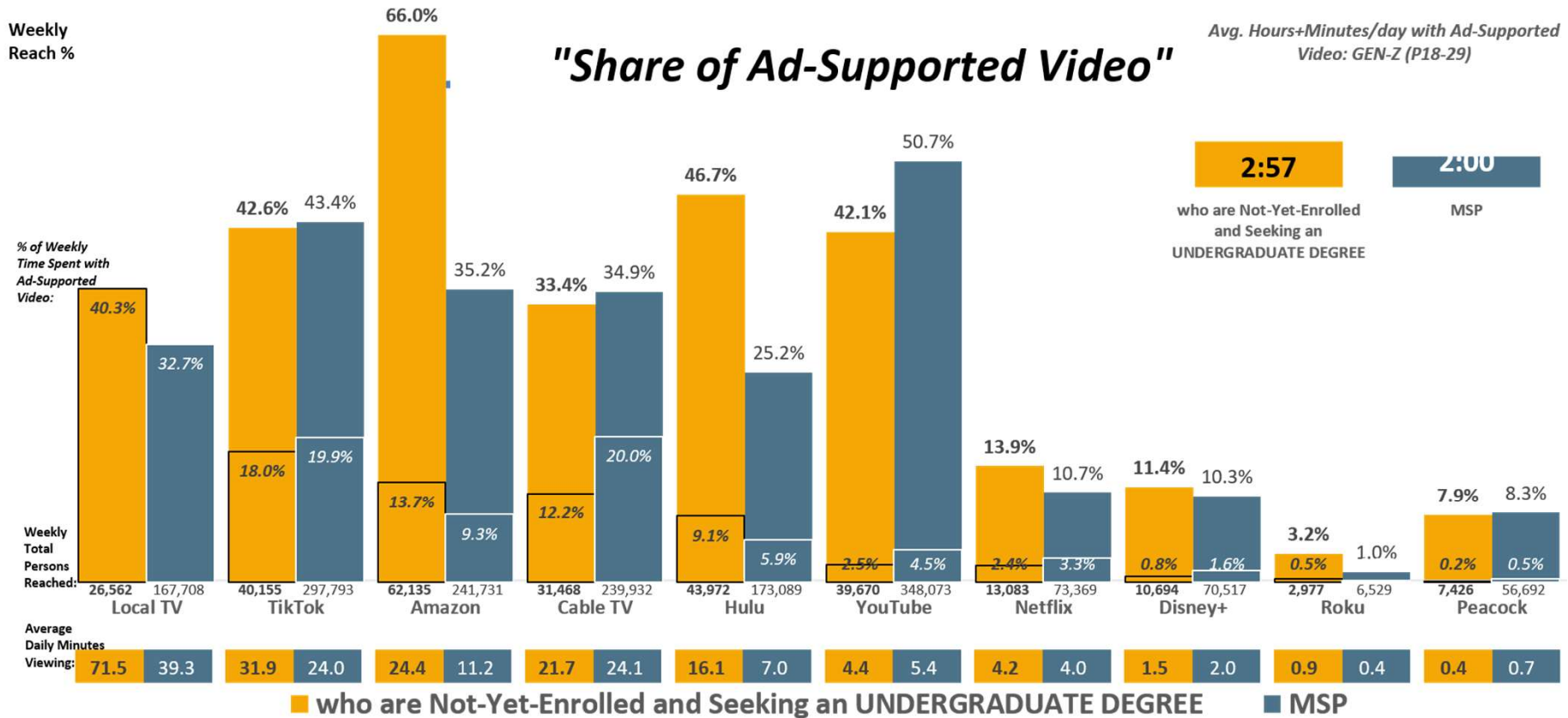
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26,562 or 28.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 71.5 minutes every day representing 40.3% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



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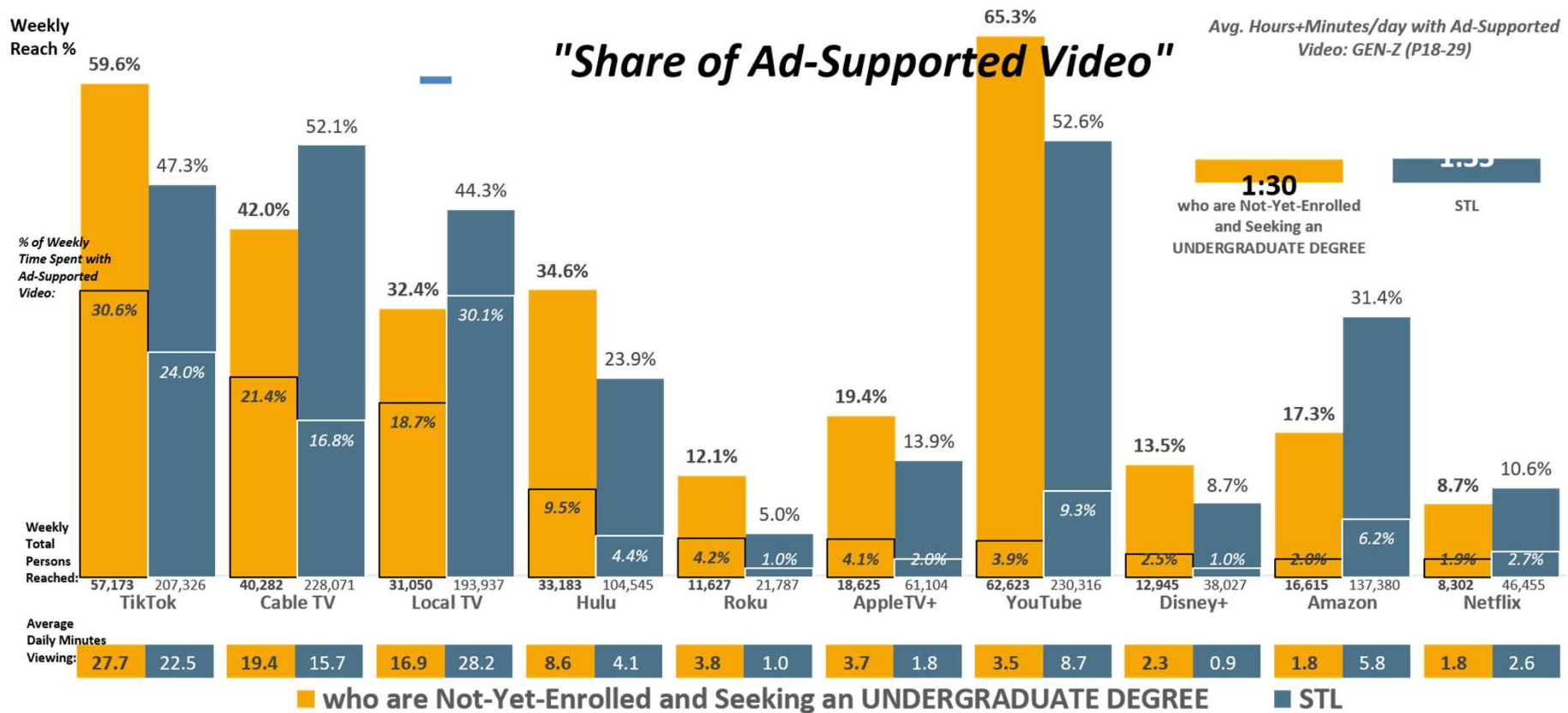
MSP GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 273

soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



31,050 or 32.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 16.9 minutes every day representing 18.7% of all time spent daily with Ad-Supported Video.



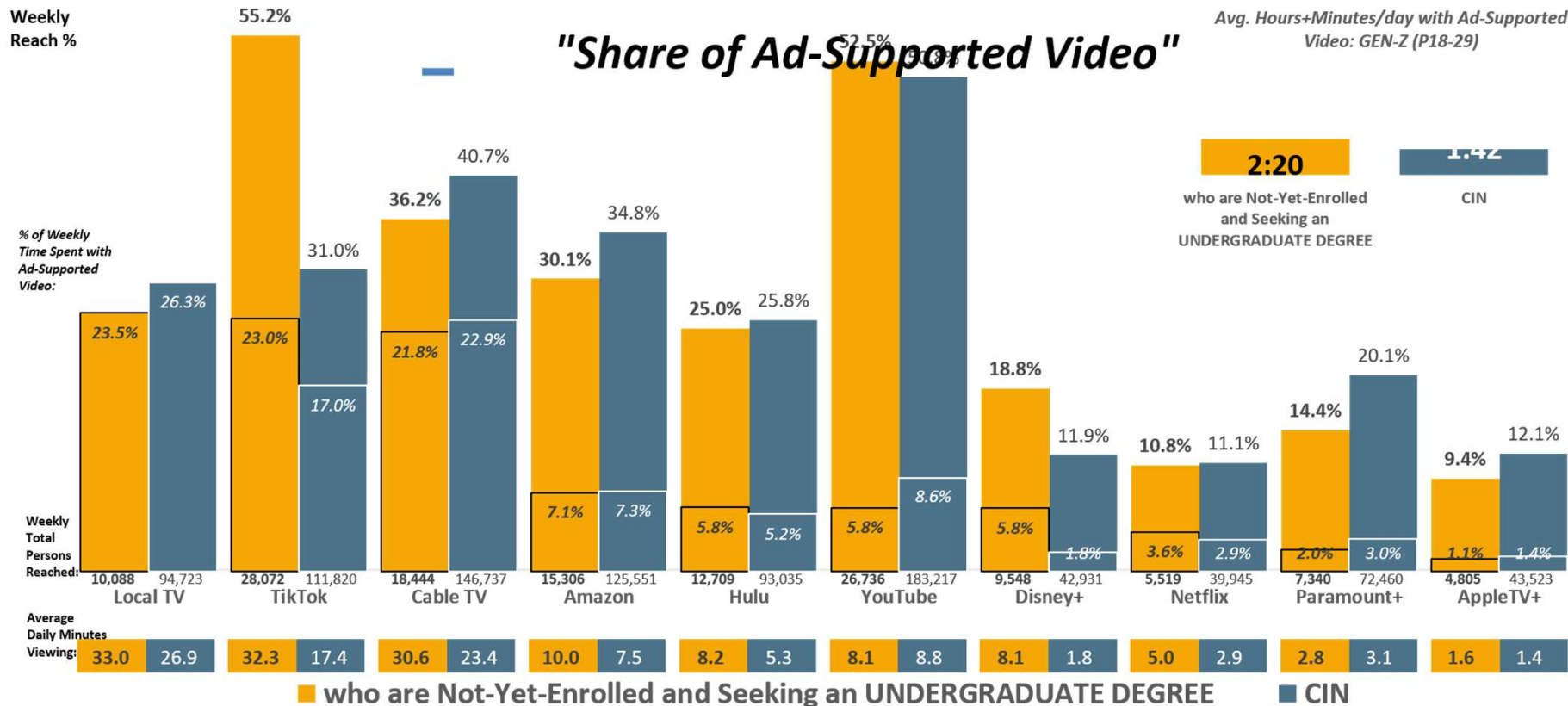
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40 STL GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 292
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10,088 or 19.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 33. minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.



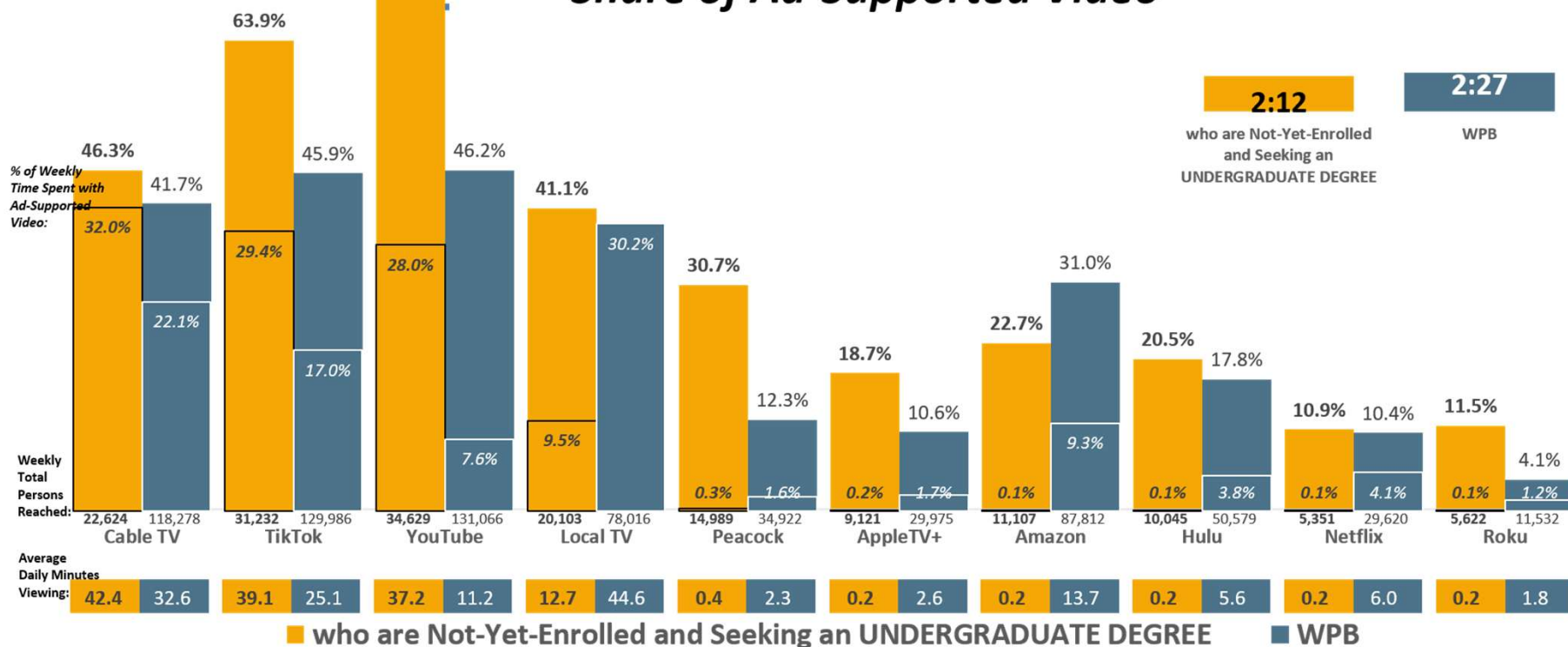


20,103 or 41.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 12.7 minutes every day representing 9.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: GEN-Z (P18-29)



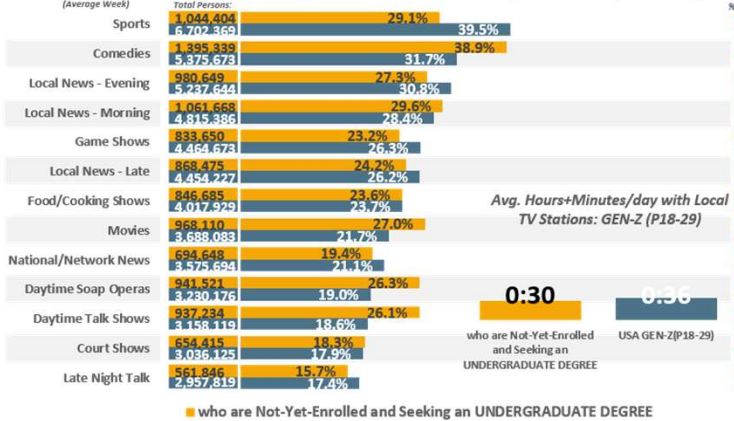
2:12
who are Not-Yet-Enrolled
and Seeking an
UNDERGRADUATE DEGREE

2:27
WPB

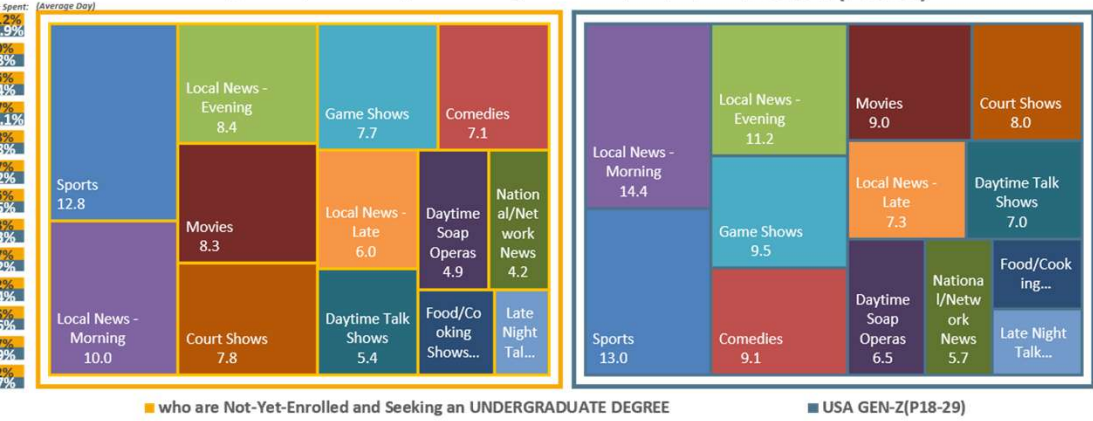


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Local News - Evening, Movies, and Daytime Soap Operas.

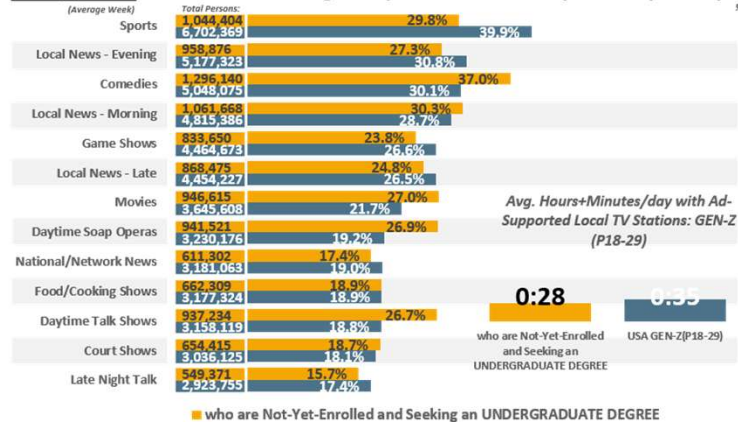
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



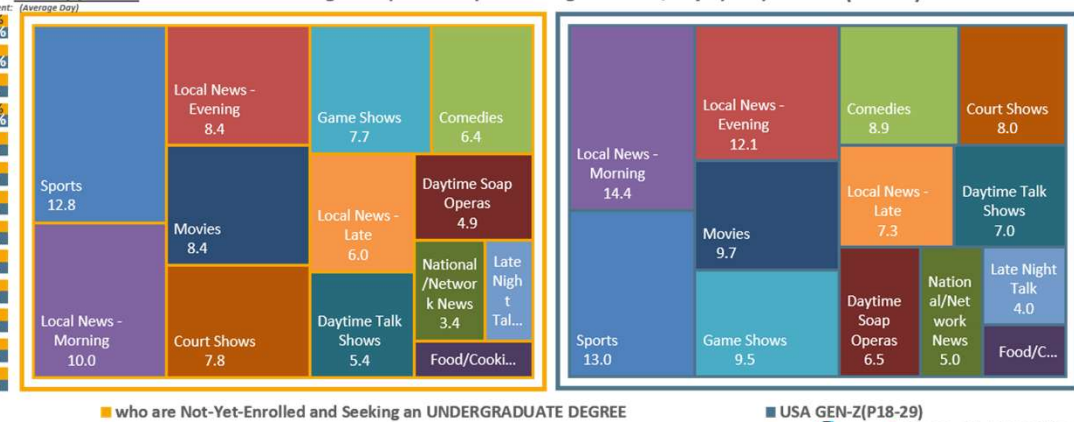
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

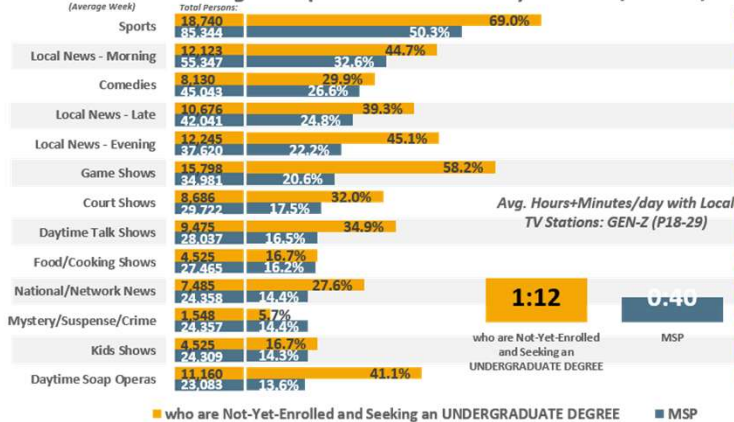
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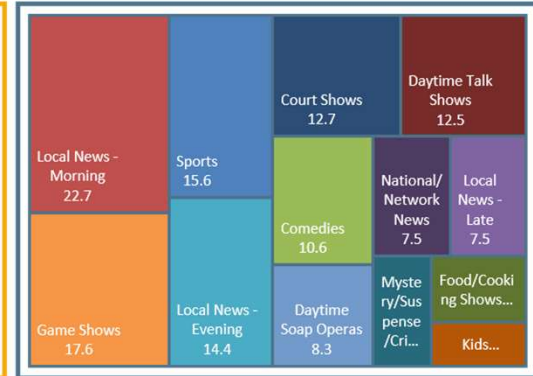
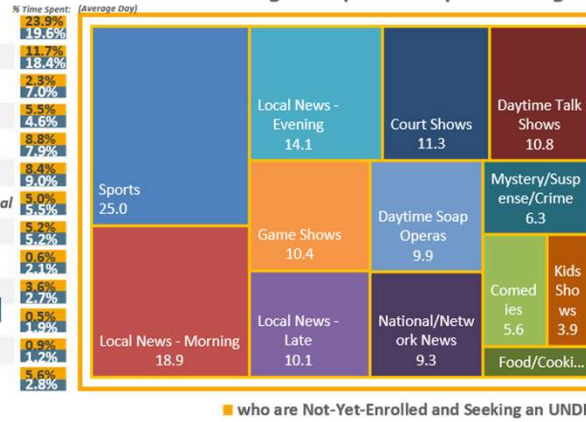


26,562 or 28.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Morning, Local News - Evening, Daytime Soap Operas, and Local News

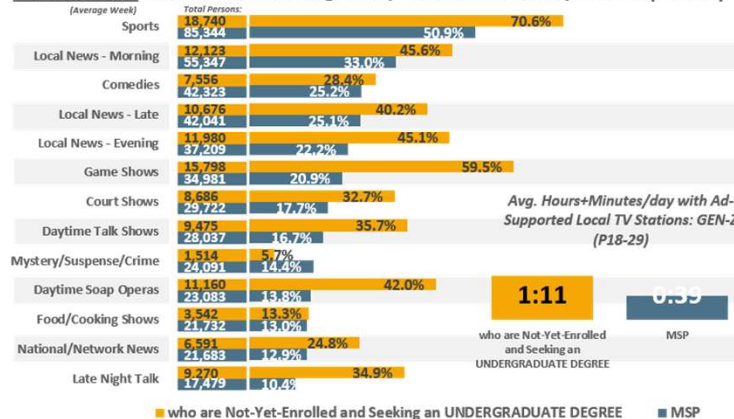
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



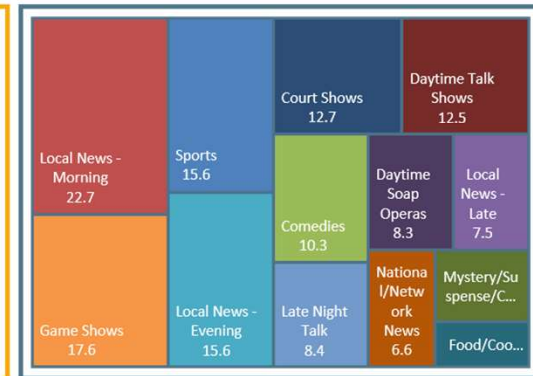
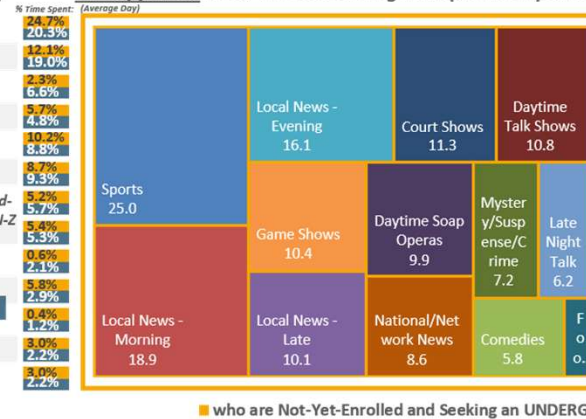
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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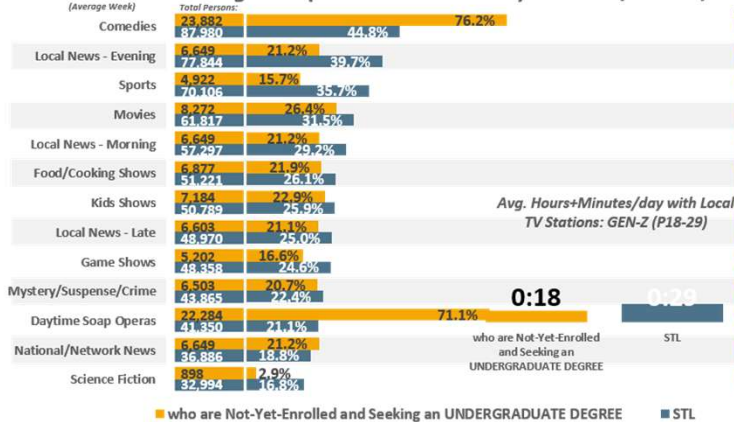
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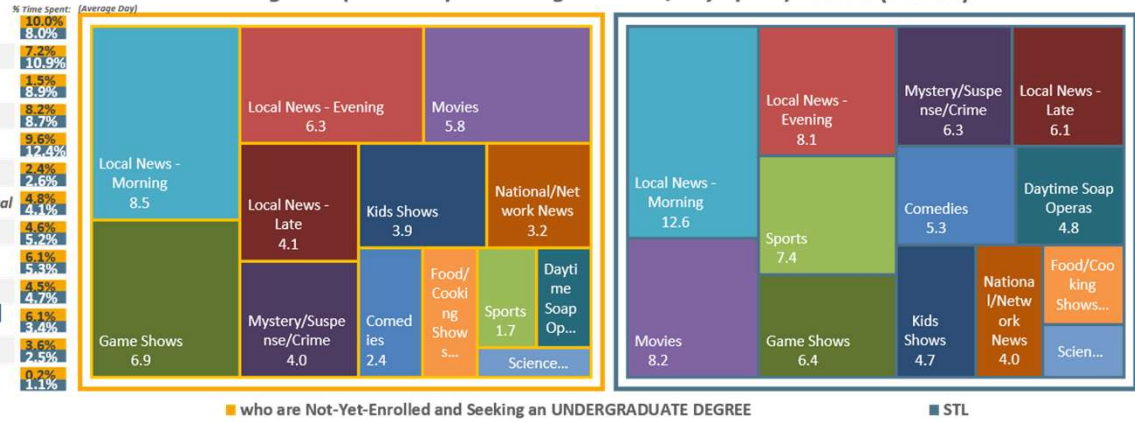


31,050 or 32.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Daytime Soap Operas, Movies, Court Shows, Dramas, and Local News - Morning.

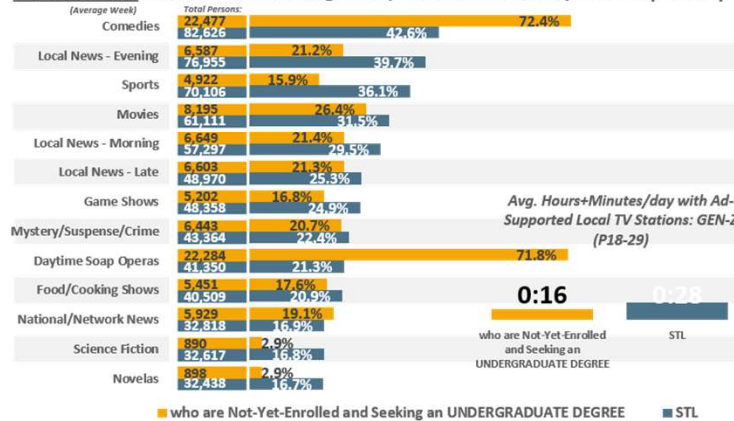
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



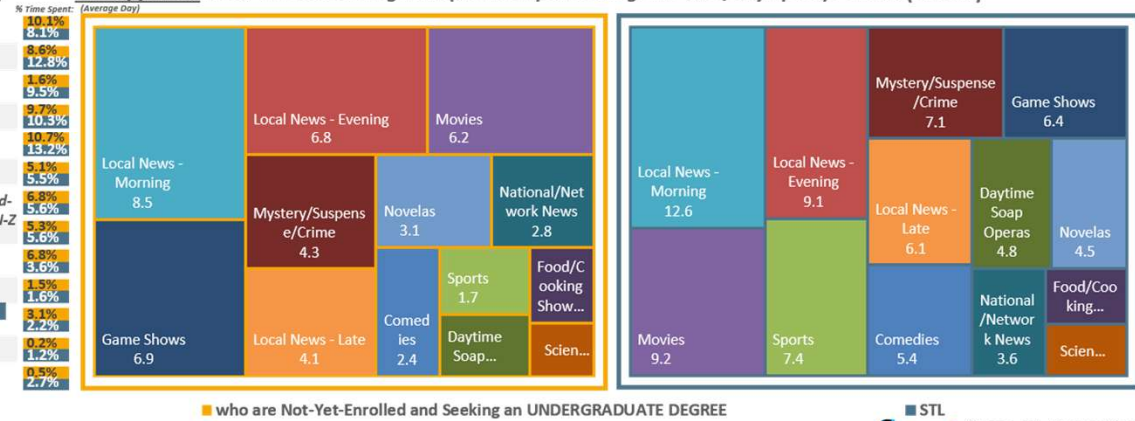
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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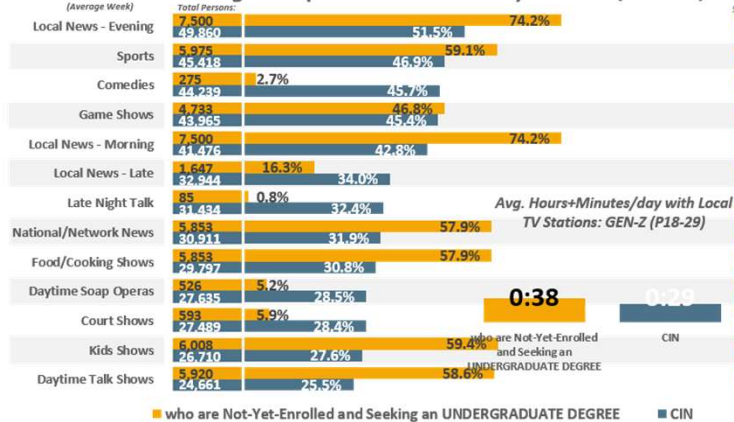
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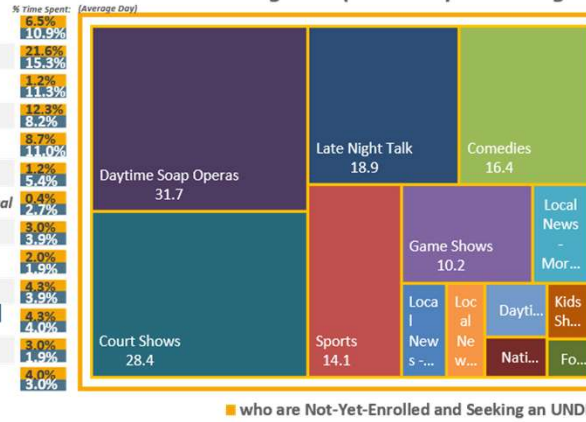


10,088 or 19.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Movies, Sports, Daytime Talk Shows, and Mystery/Suspens

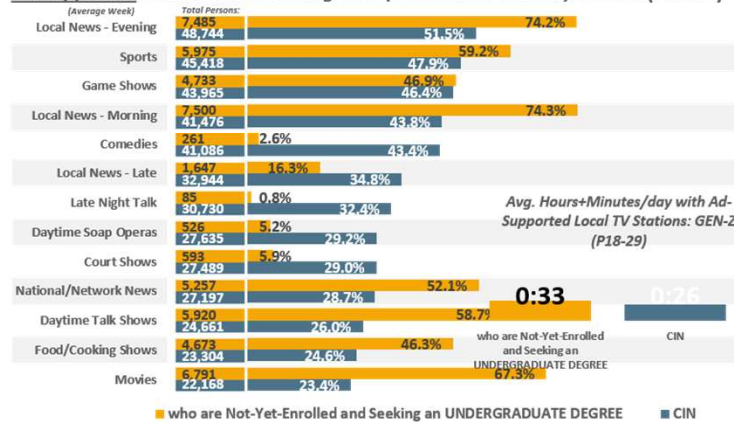
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



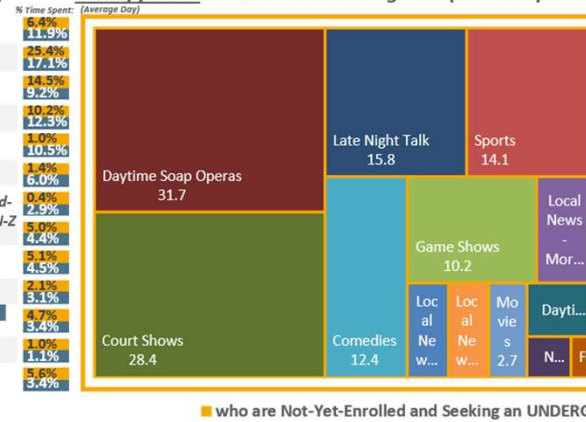
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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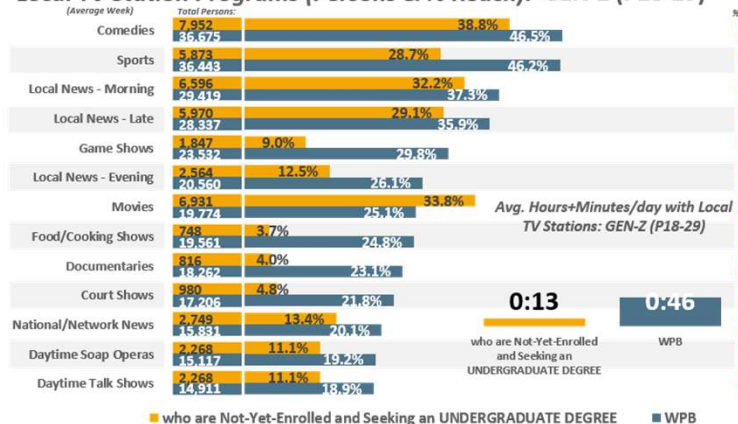
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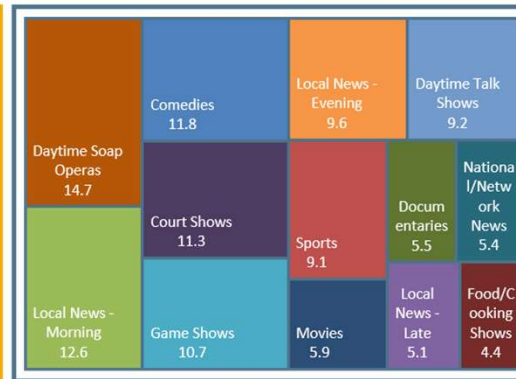
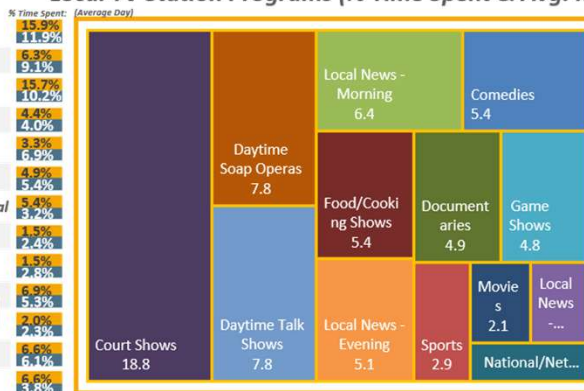


20,103 or 41.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Local News - Morning, Local News - Late, Sports, and Reality - Dating.

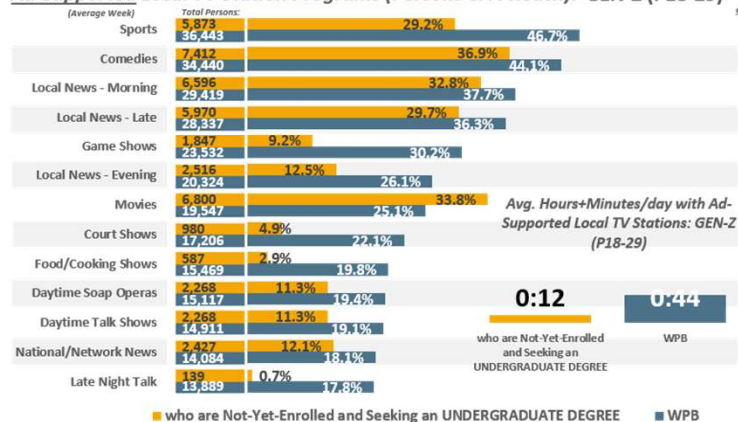
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



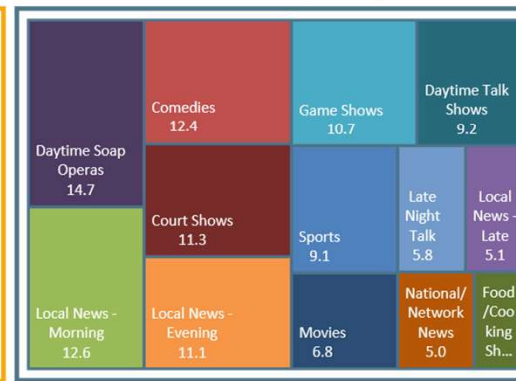
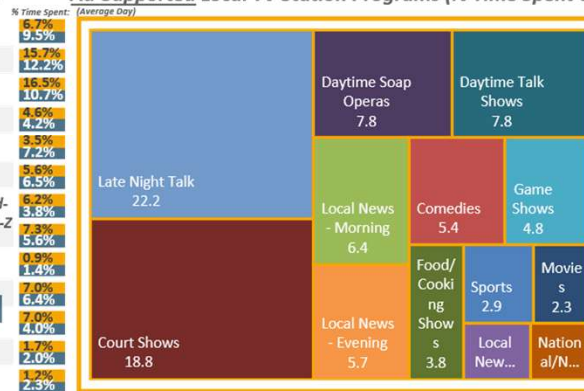
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



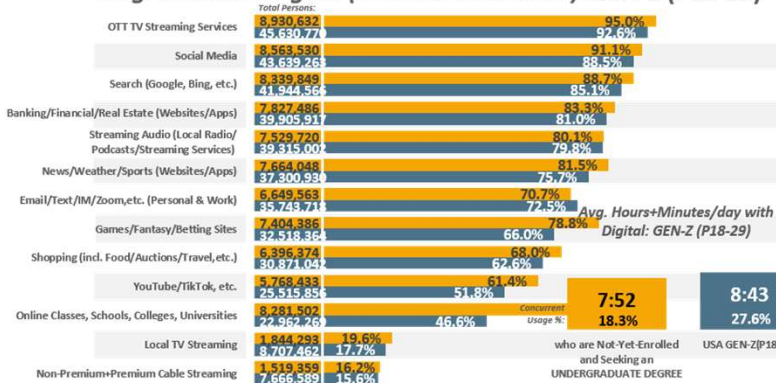
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



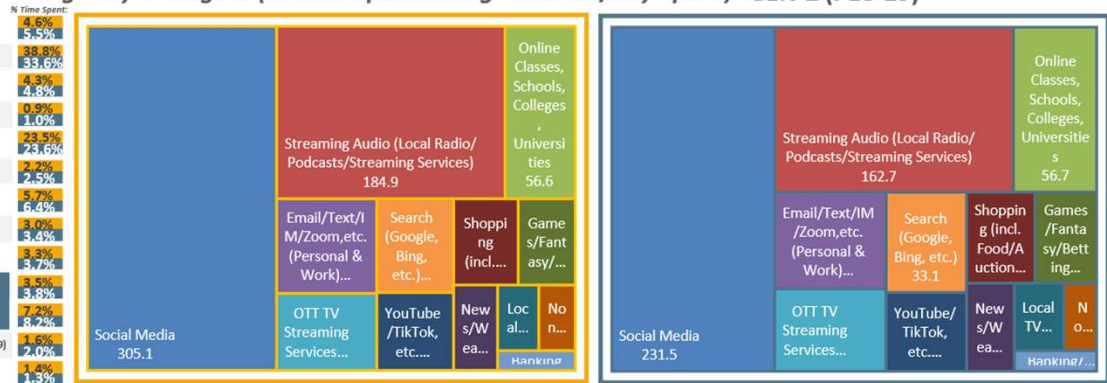


7,403,629 or 78.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 263.7 minutes every day representing 47.3% of all time spent daily with Ad-Supported Digital Media.

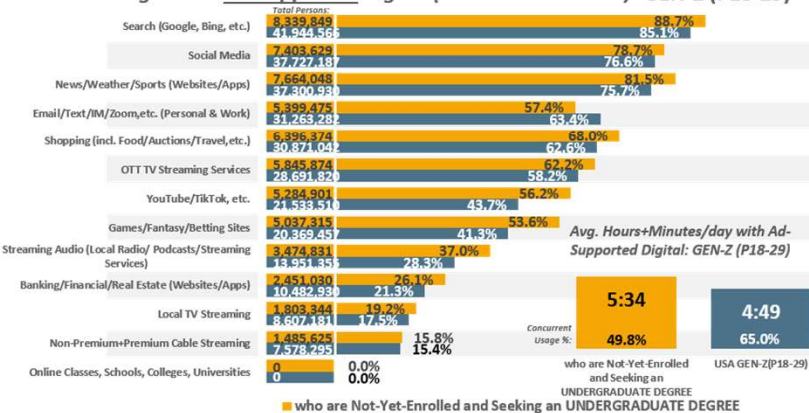
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



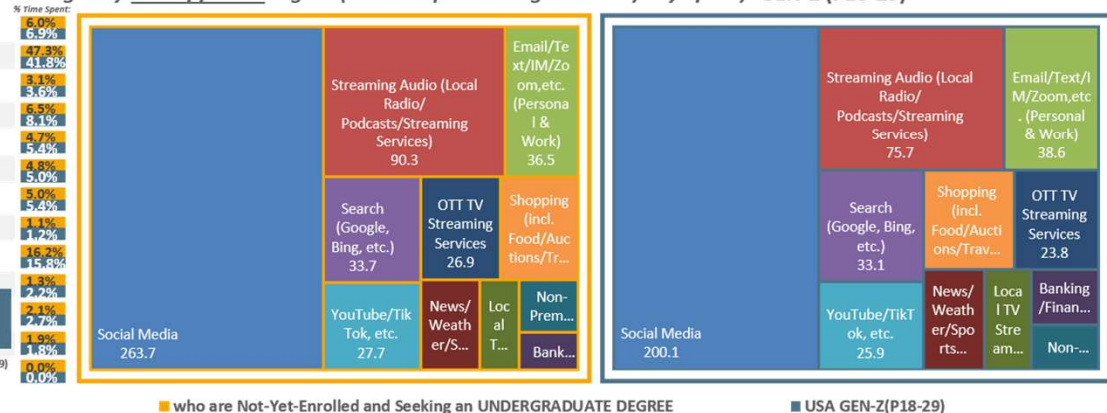
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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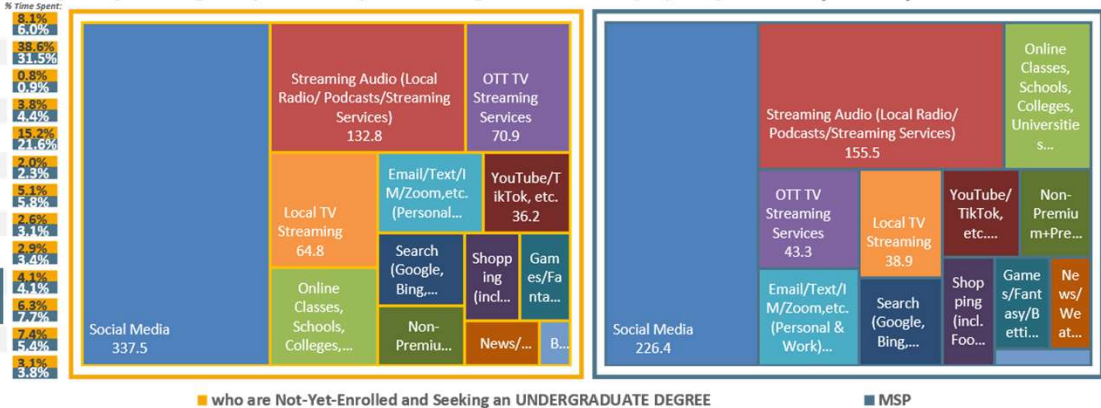
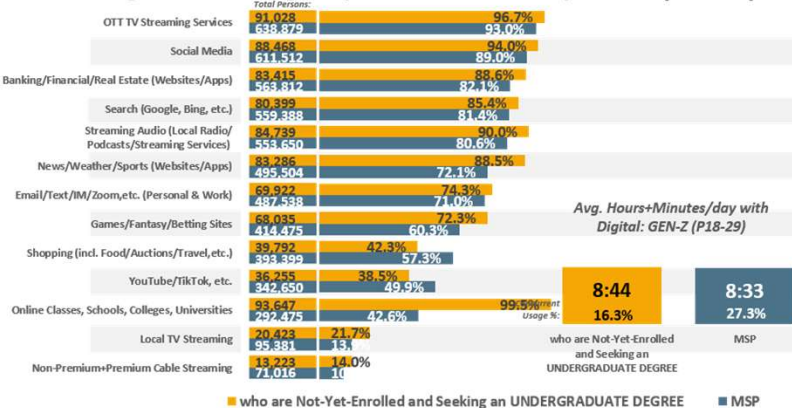
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



78,408 or 83.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 299.1 minutes every day representing 44.8% of all time spent daily with Ad-Supported Digital Media.

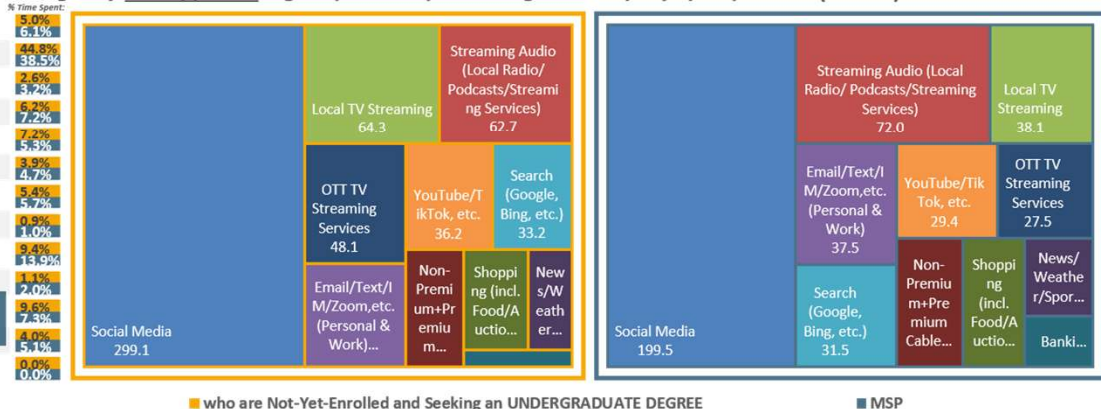
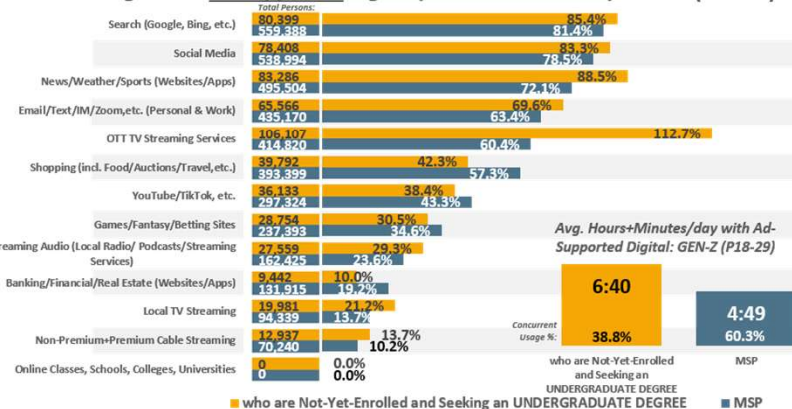
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



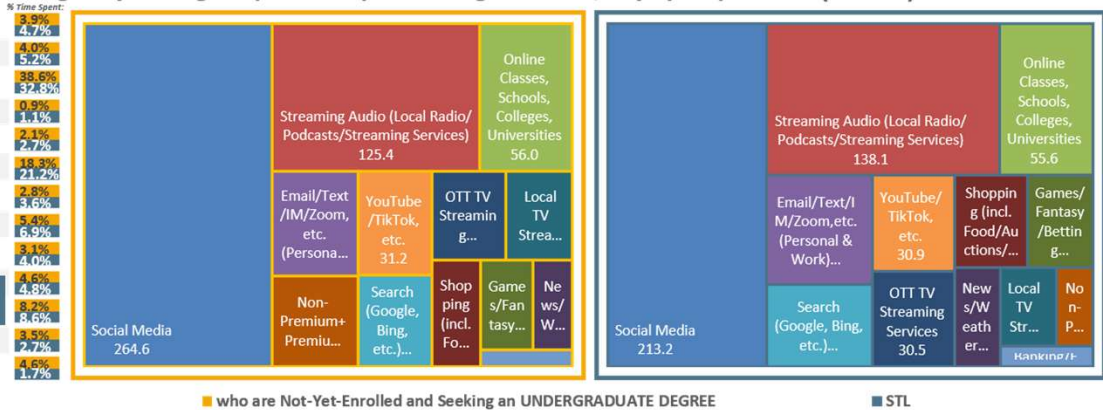
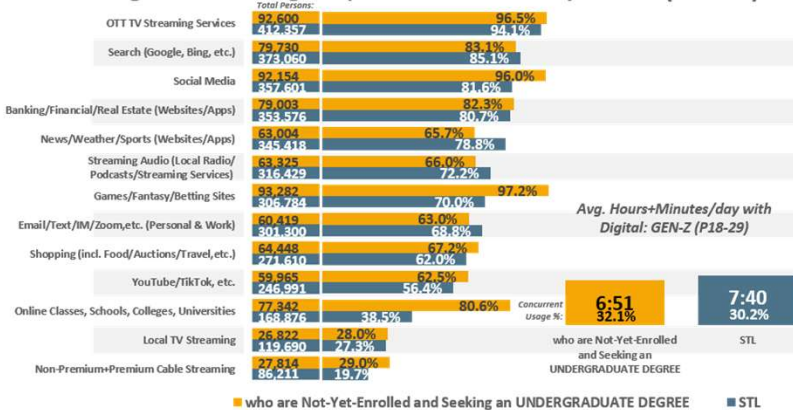
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



74,938 or 78.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 215.2 minutes every day representing 44.5% of all time spent daily with Ad-Supported Digital Media.

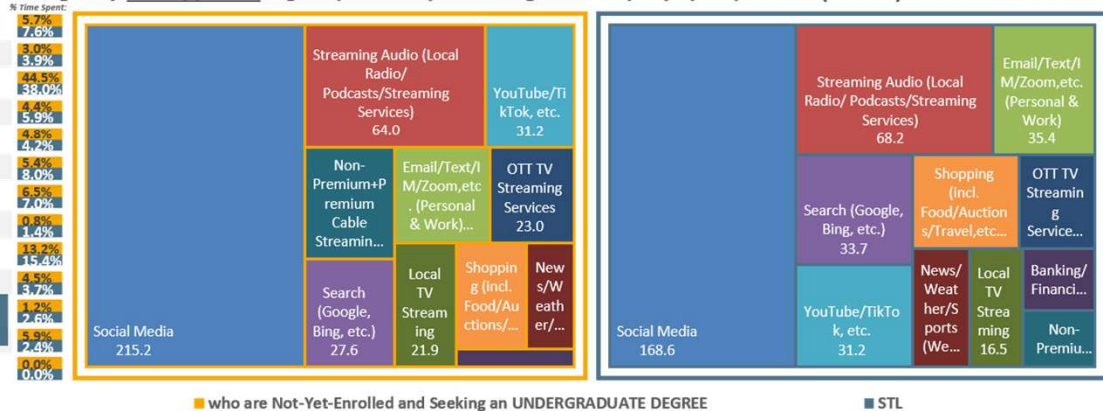
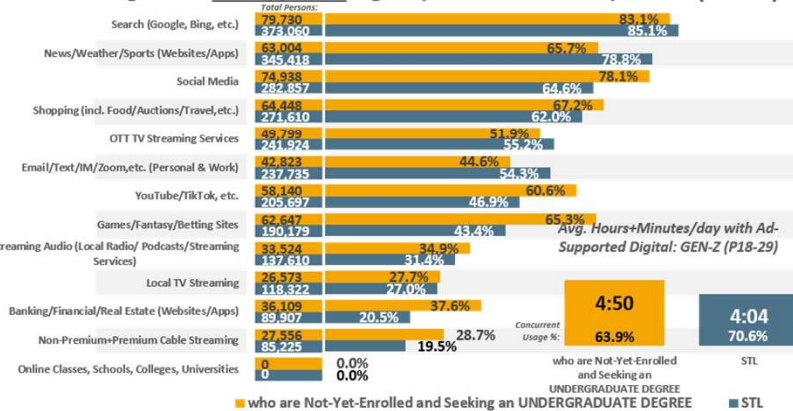
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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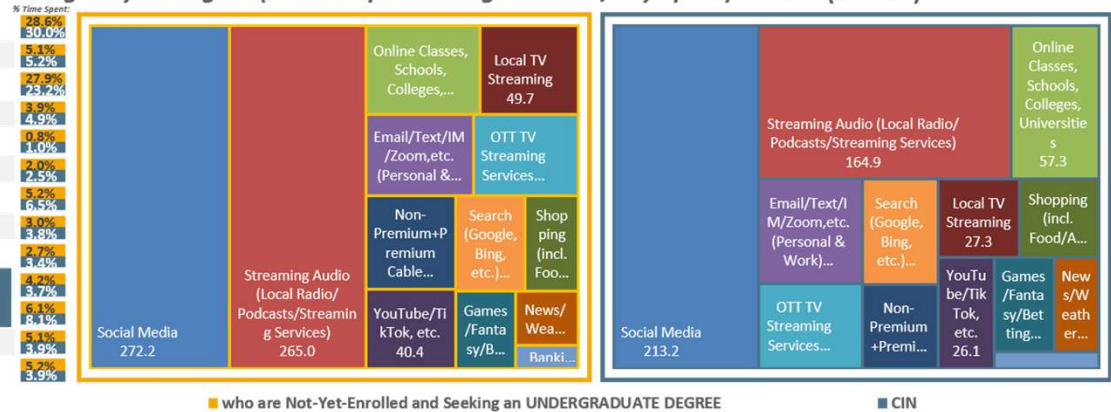
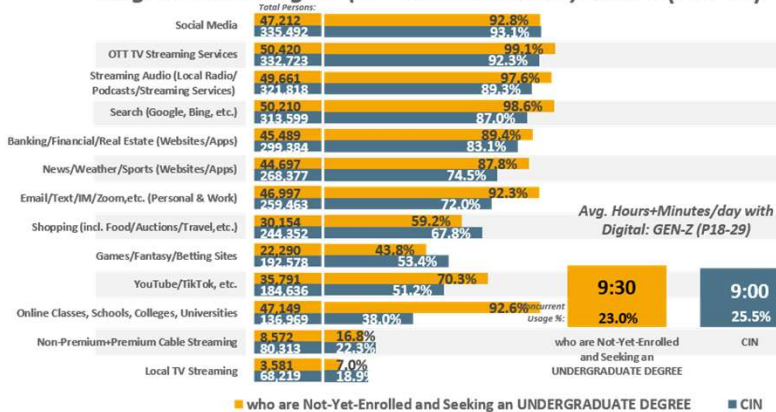
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



31,554 or 62.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 181.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

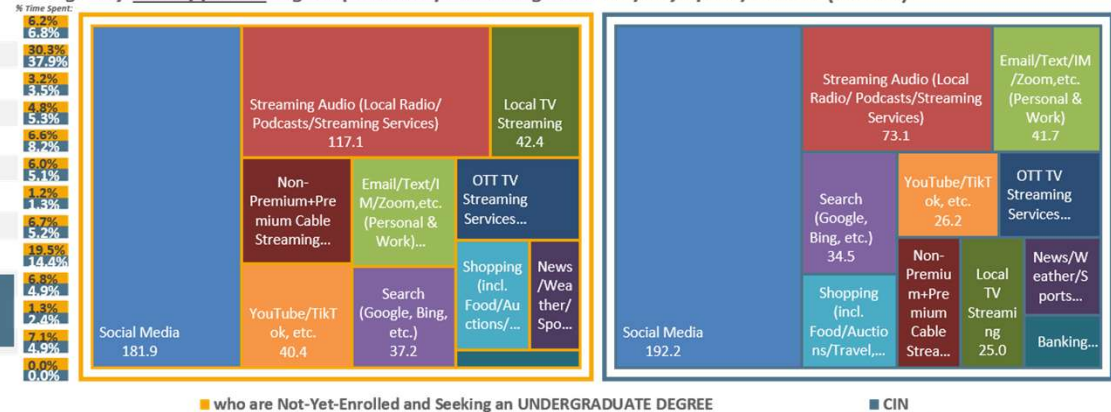
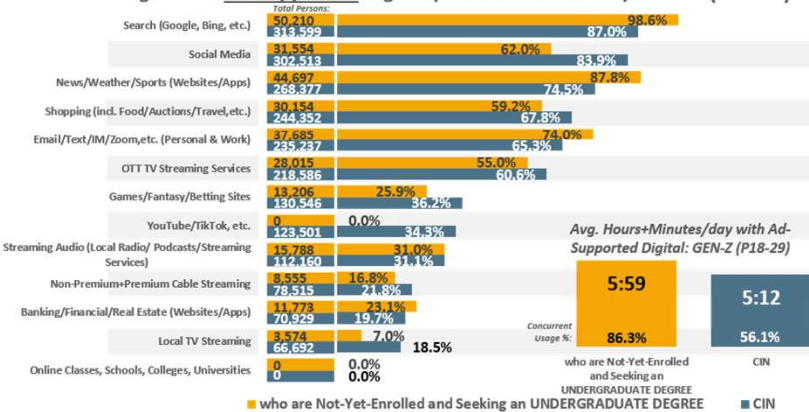
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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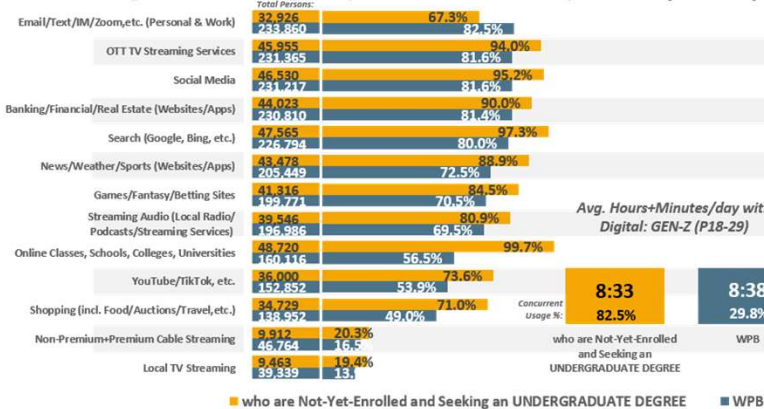
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

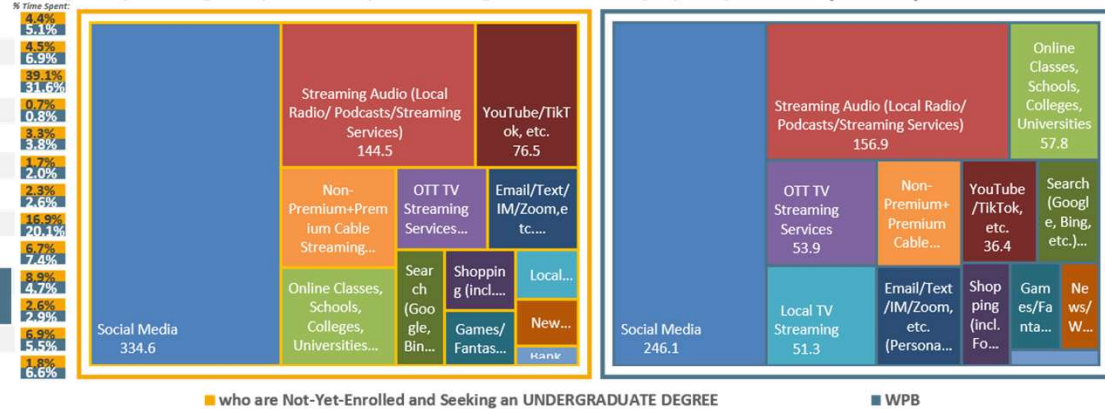


44,874 or 91.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 322.7 minutes every day representing 47.7% of all time spent daily with Ad-Supported Digital Media.

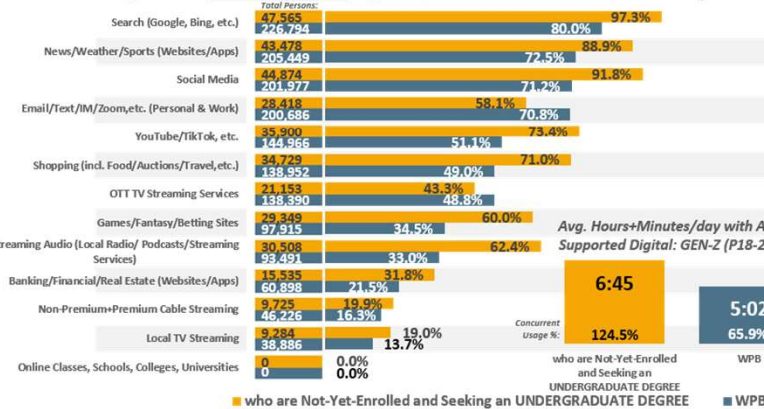
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



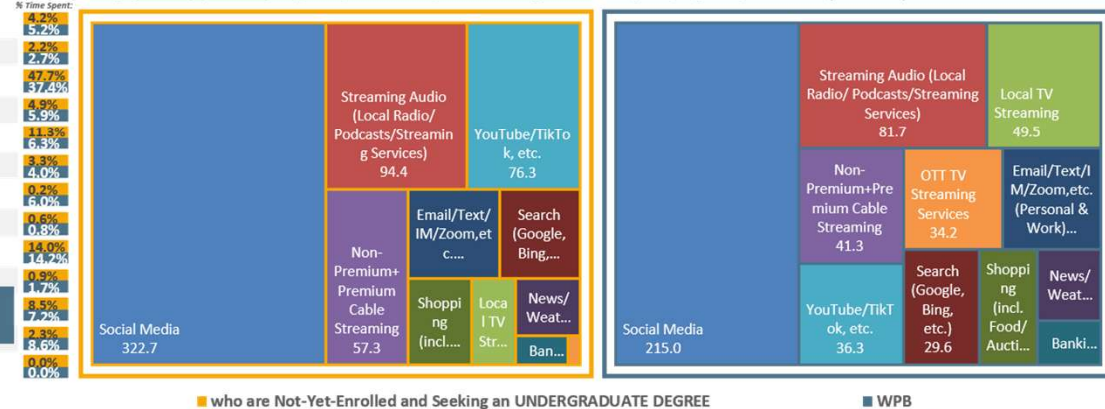
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52
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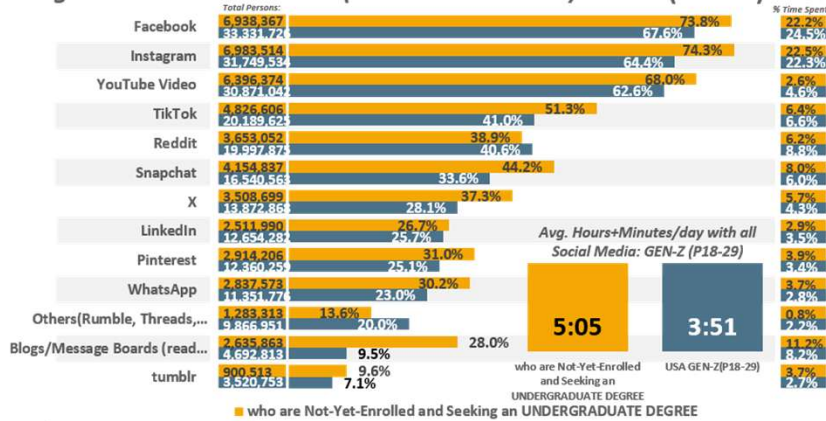
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

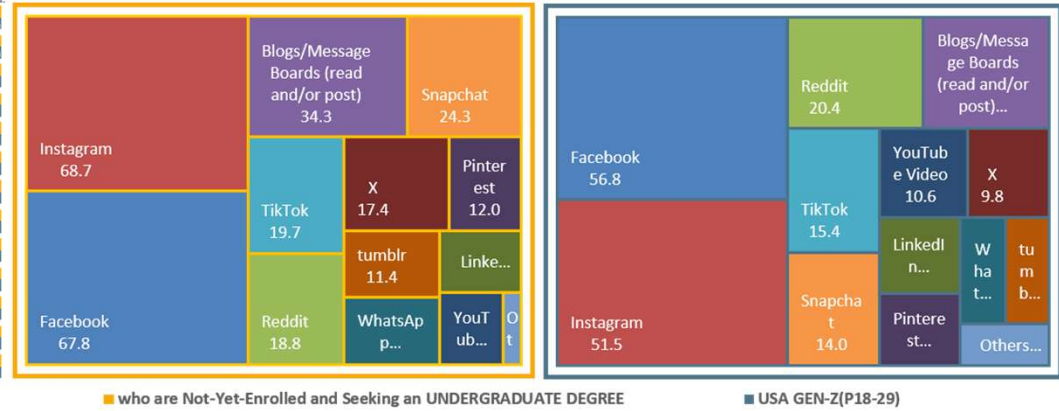


6,938,367 or 73.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 85.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

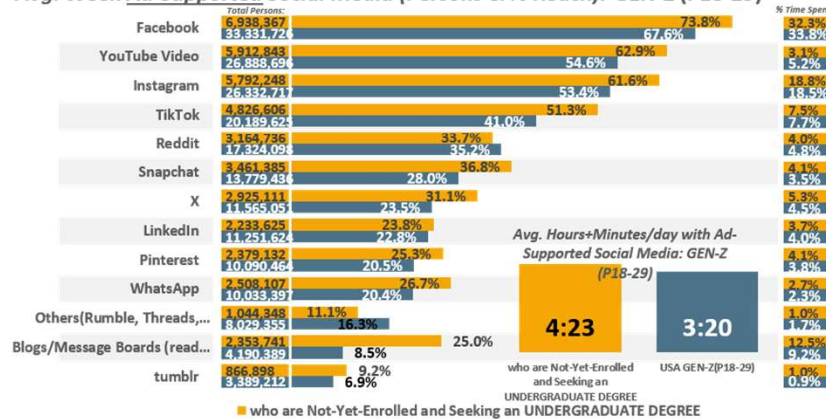
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



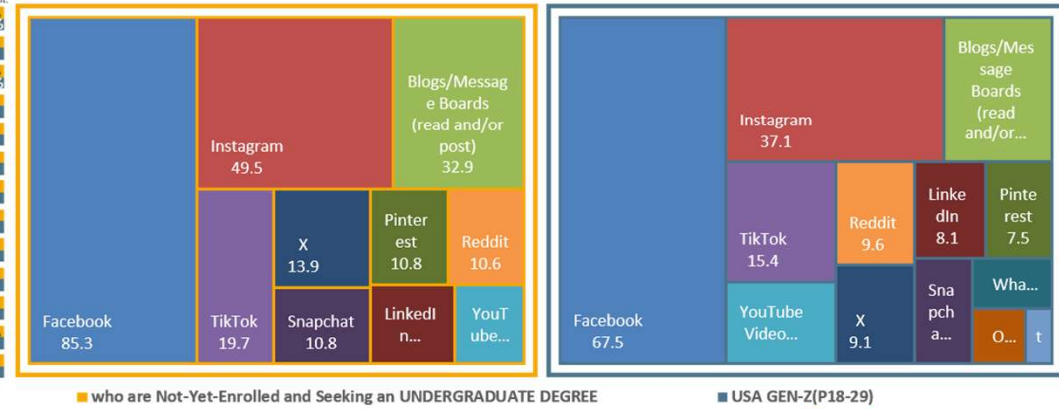
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

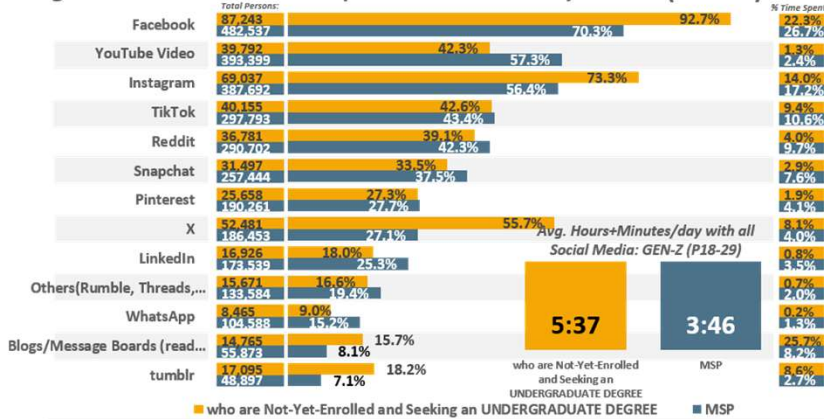
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

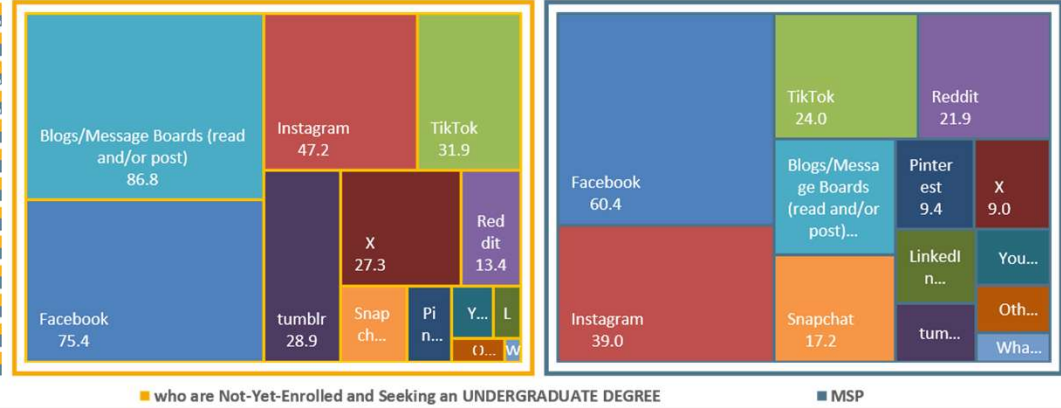


13,516 or 14.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 88.8 minutes every day representing 29.7% of all time spent daily with Ad-Supported S

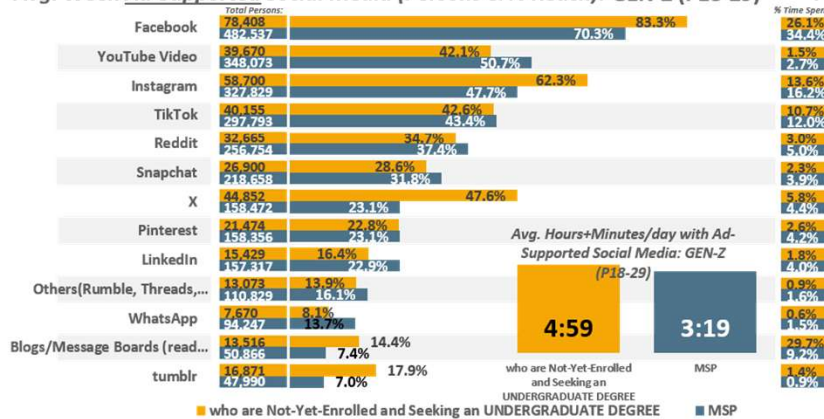
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



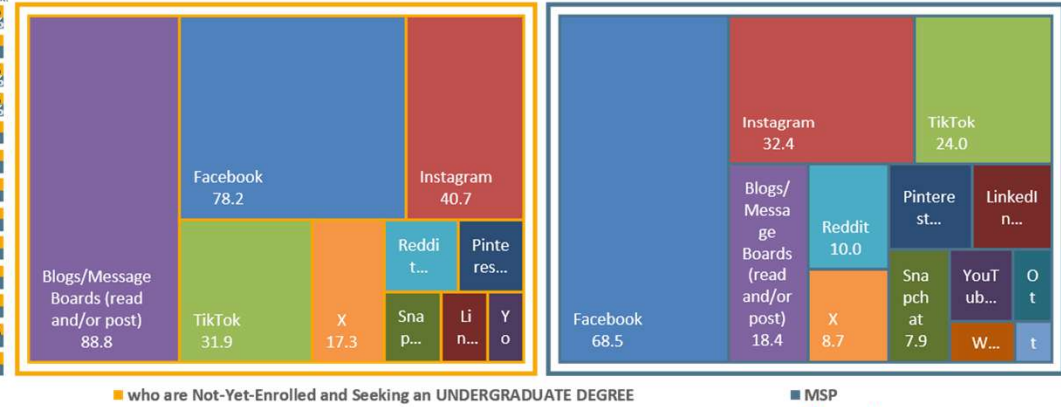
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32
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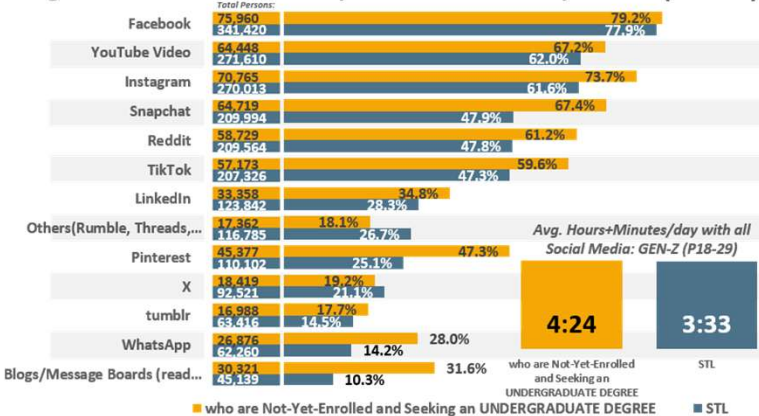
soefa.ai Share of Everything for Anything

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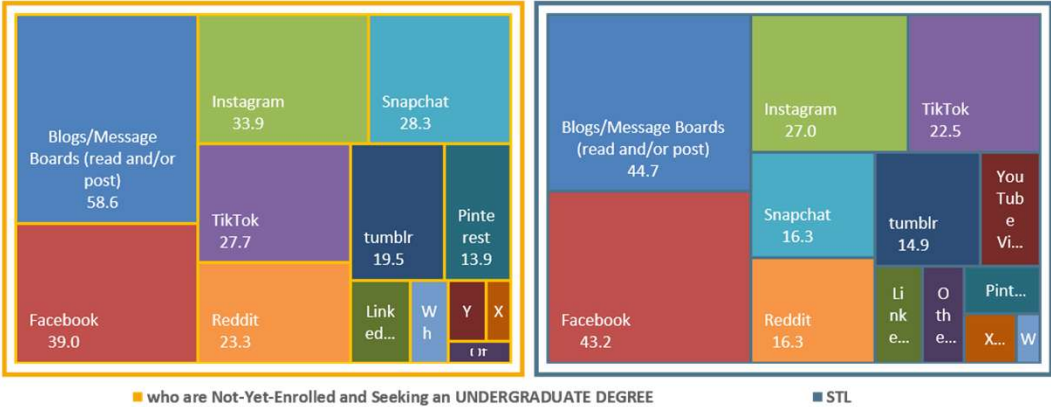


74,938 or 78.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 54.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Social Media.

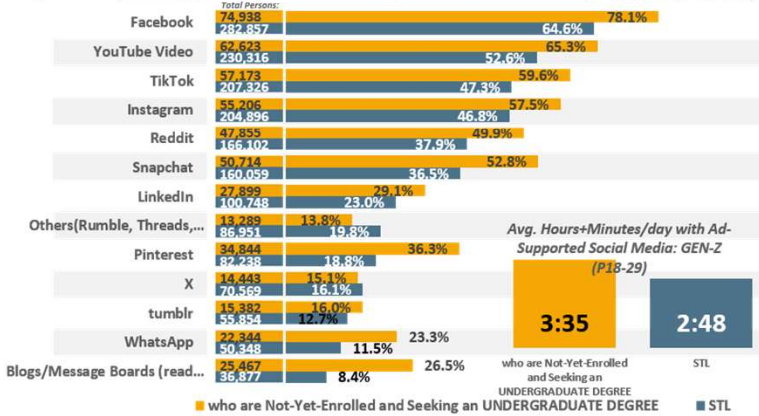
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



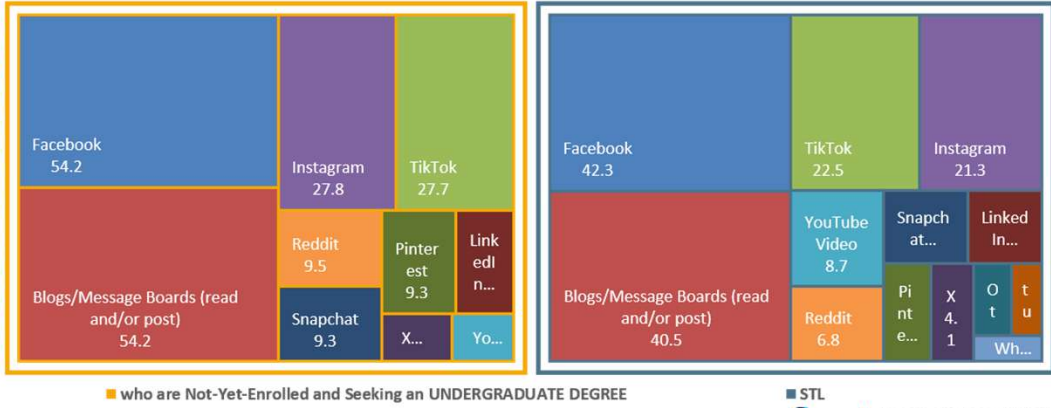
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)

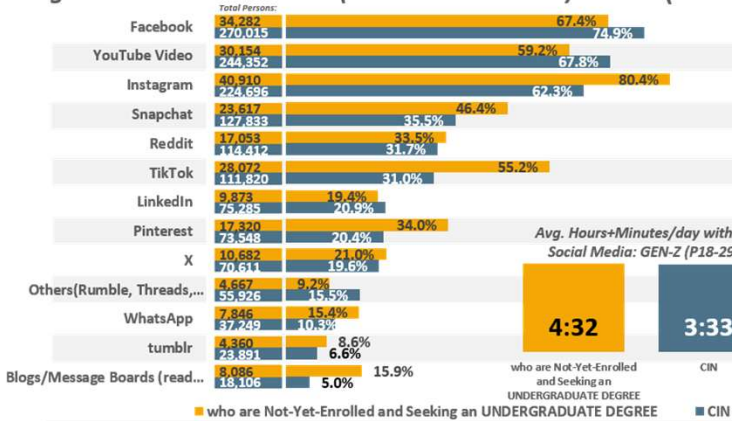


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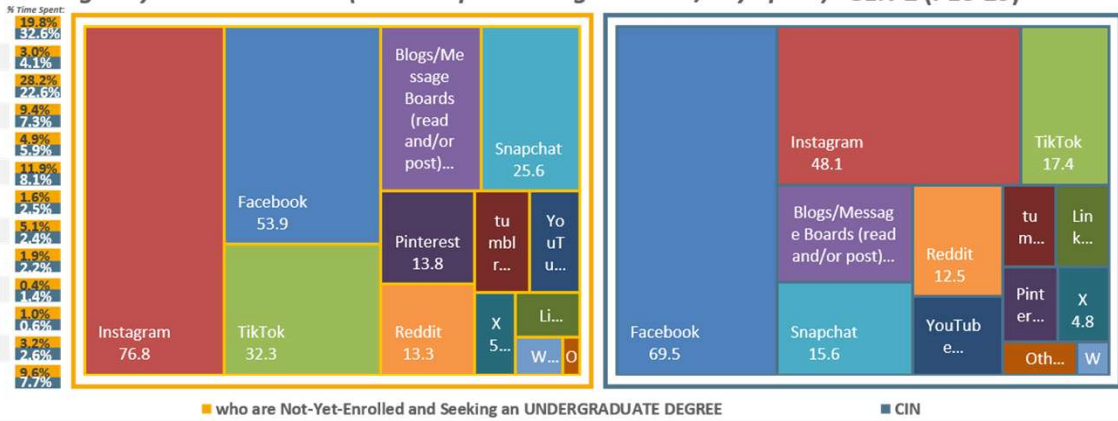


31,554 or 62.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 55.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

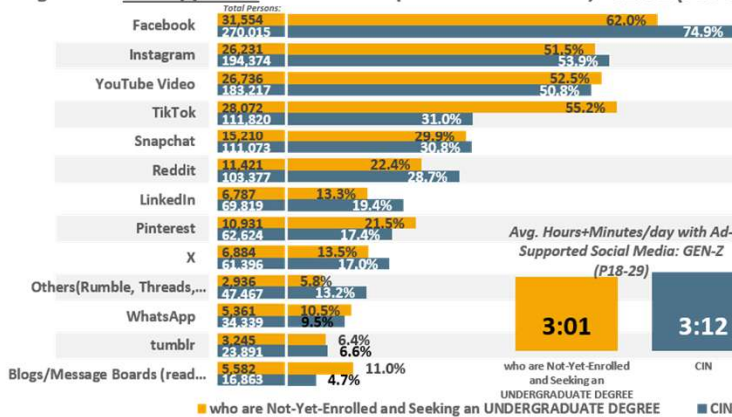
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



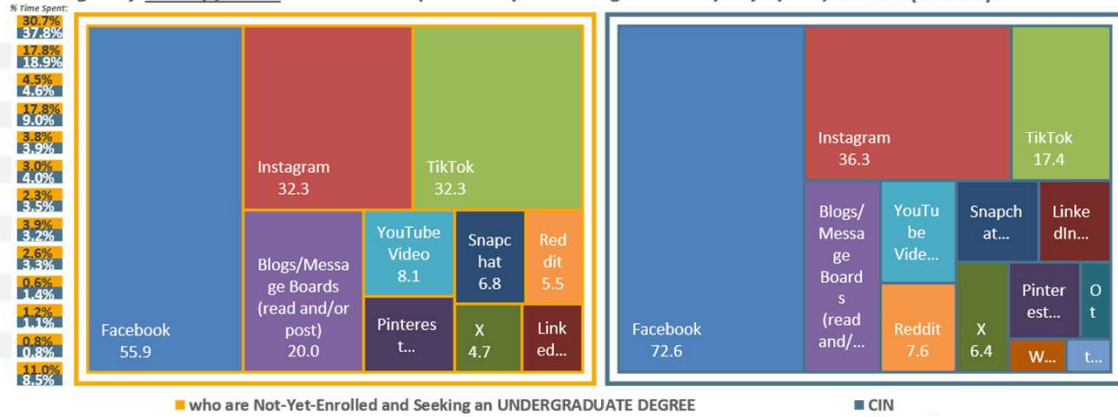
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)



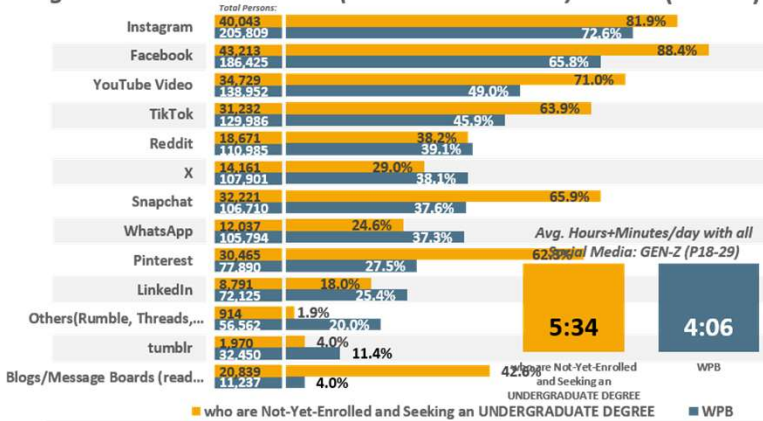
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



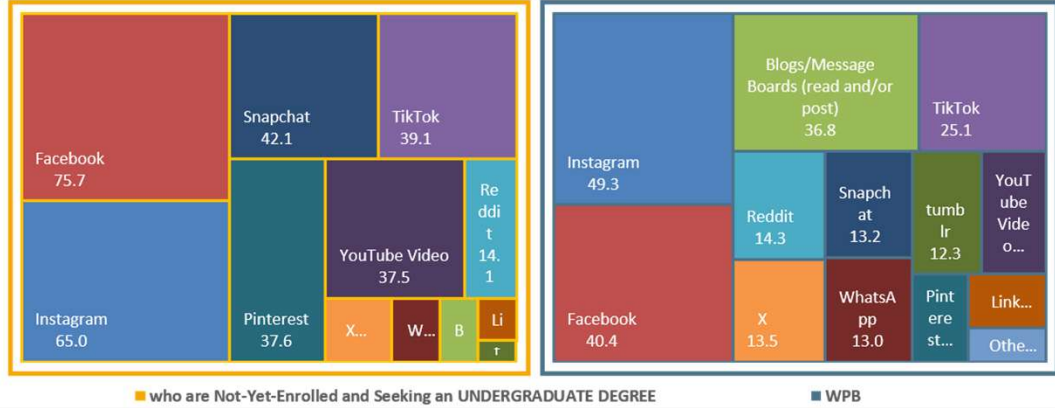


43,213 or 88.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 101.2 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

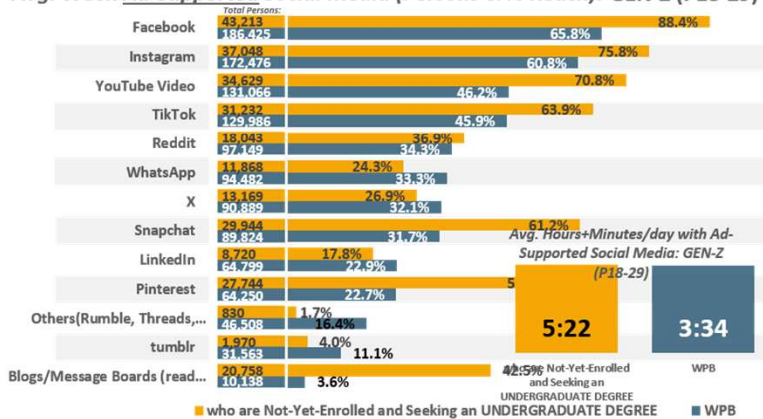
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



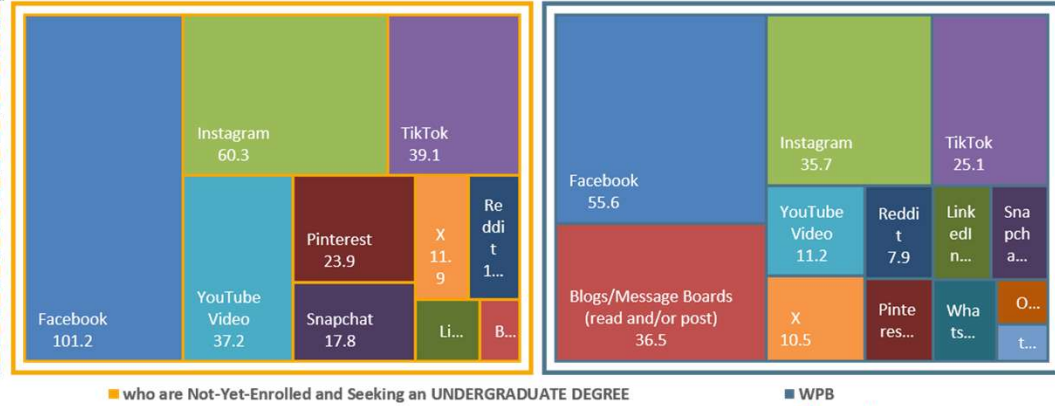
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)

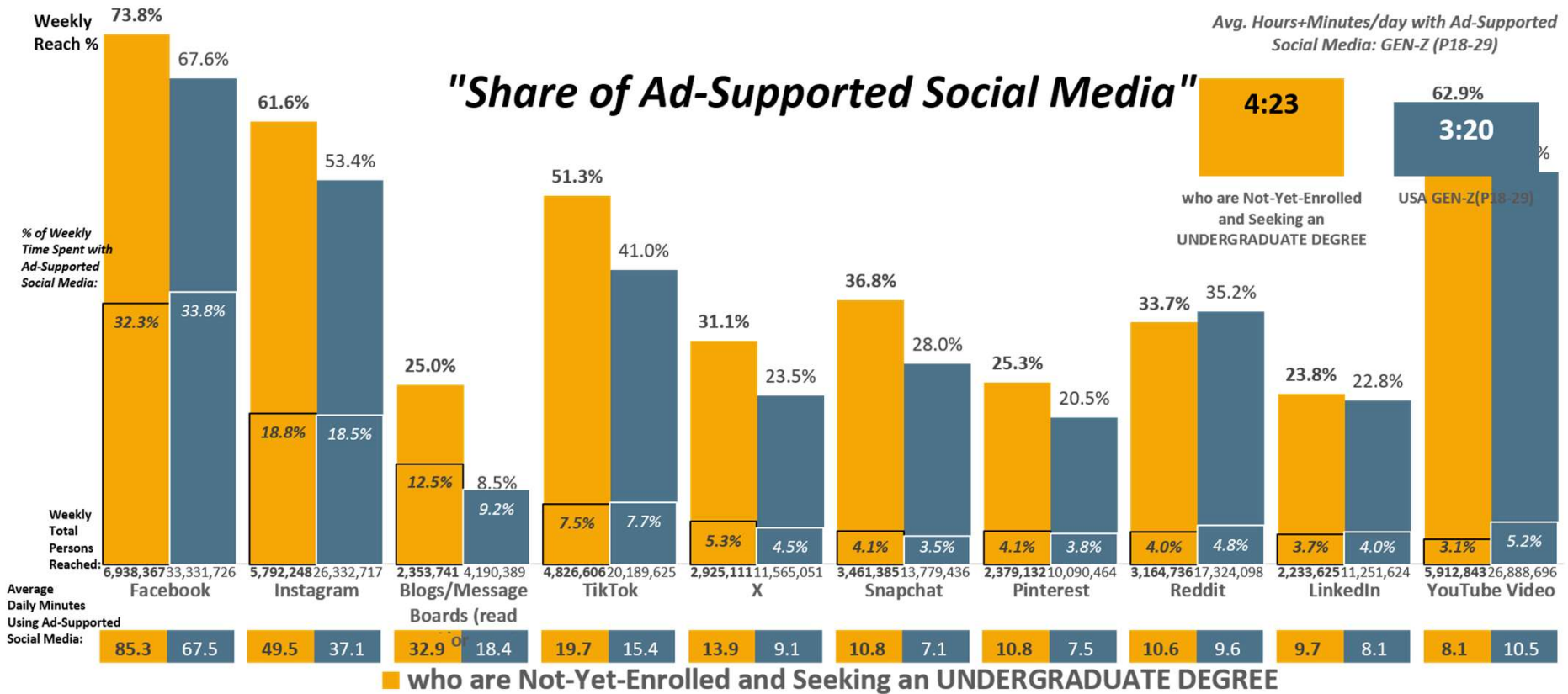


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





6,938,367 or 73.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 85.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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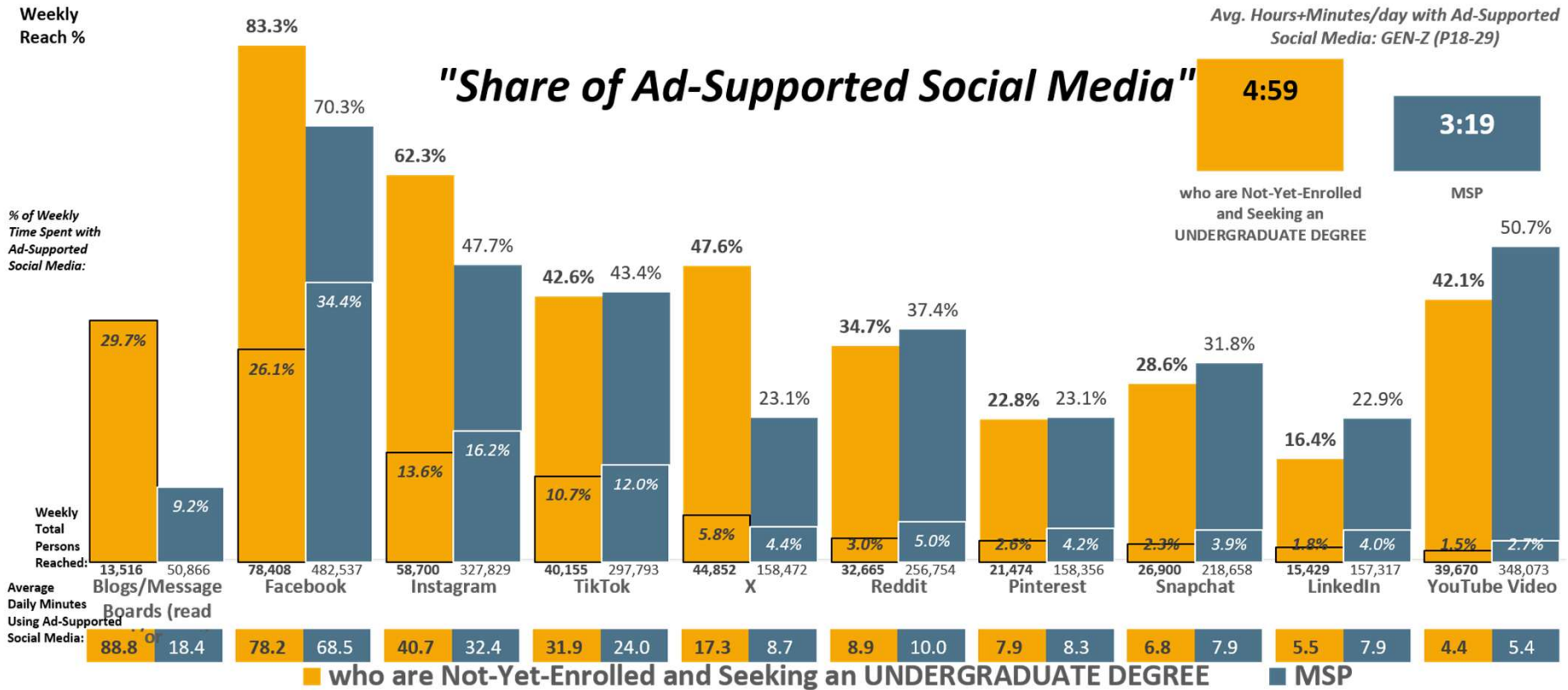
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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[[(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



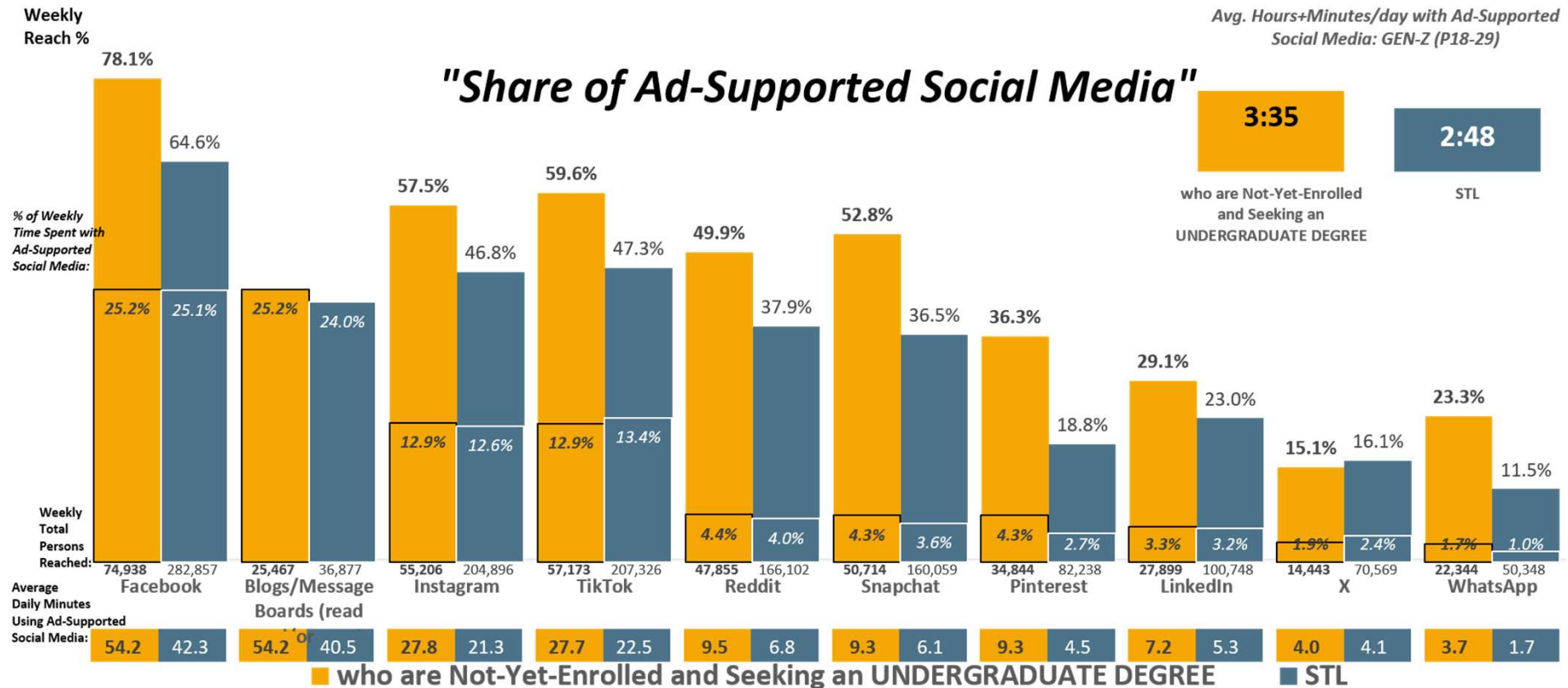
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74,938 or 78.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 54.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40 STL GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 292
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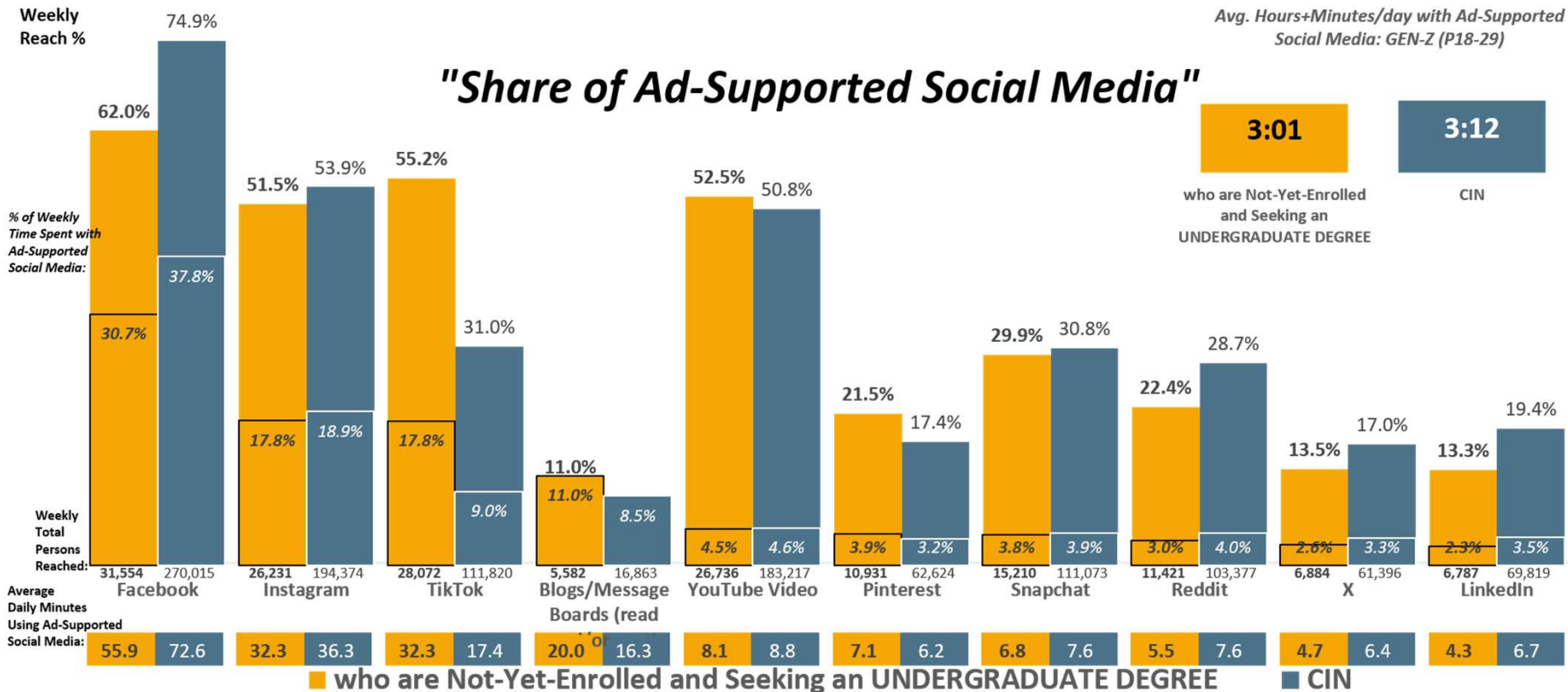
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



31,554 or 62.0% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 55.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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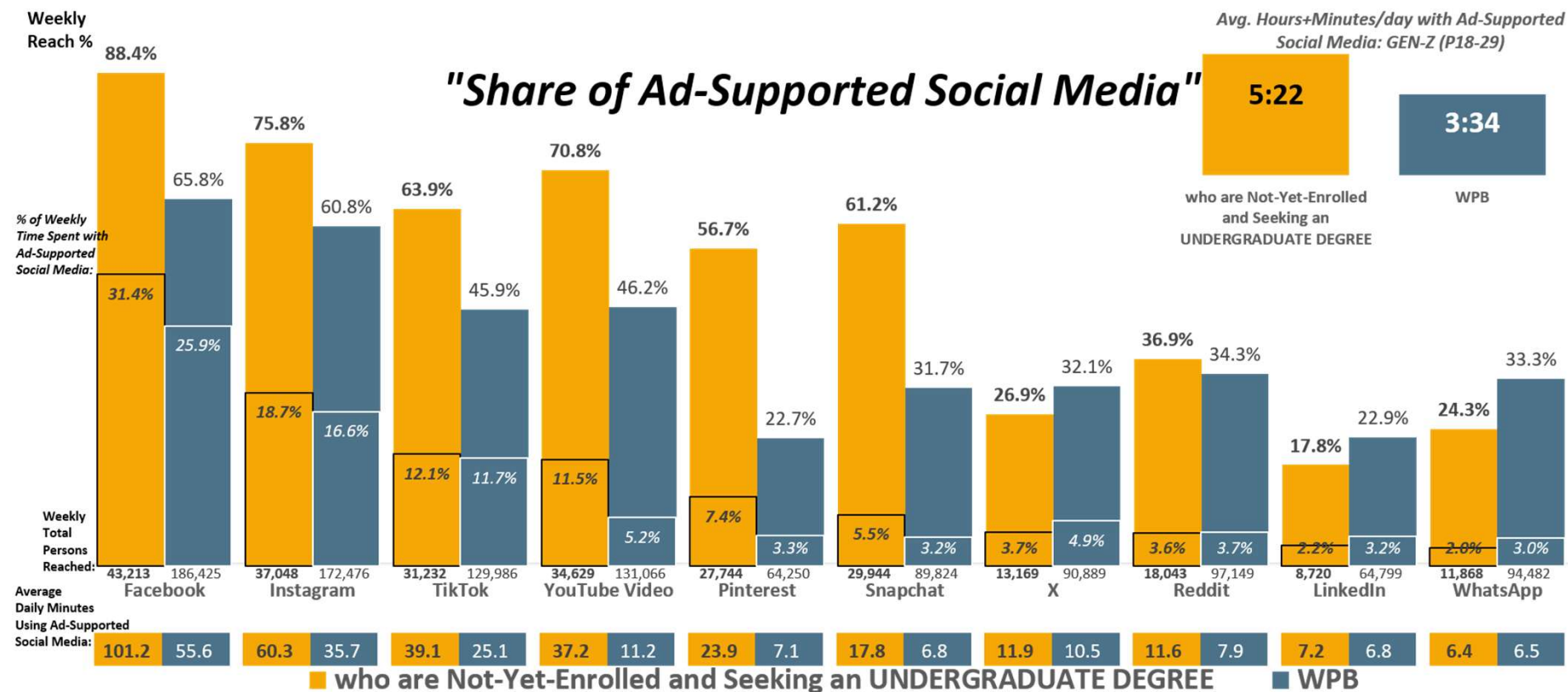
CIN GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 251

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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



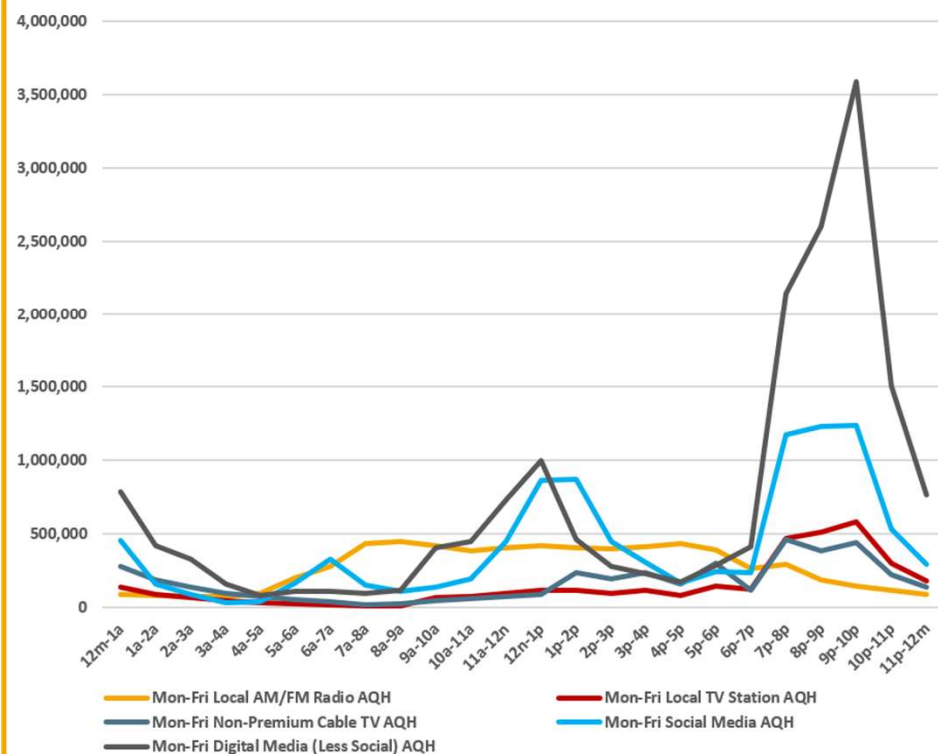
43,213 or 88.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 101.2 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



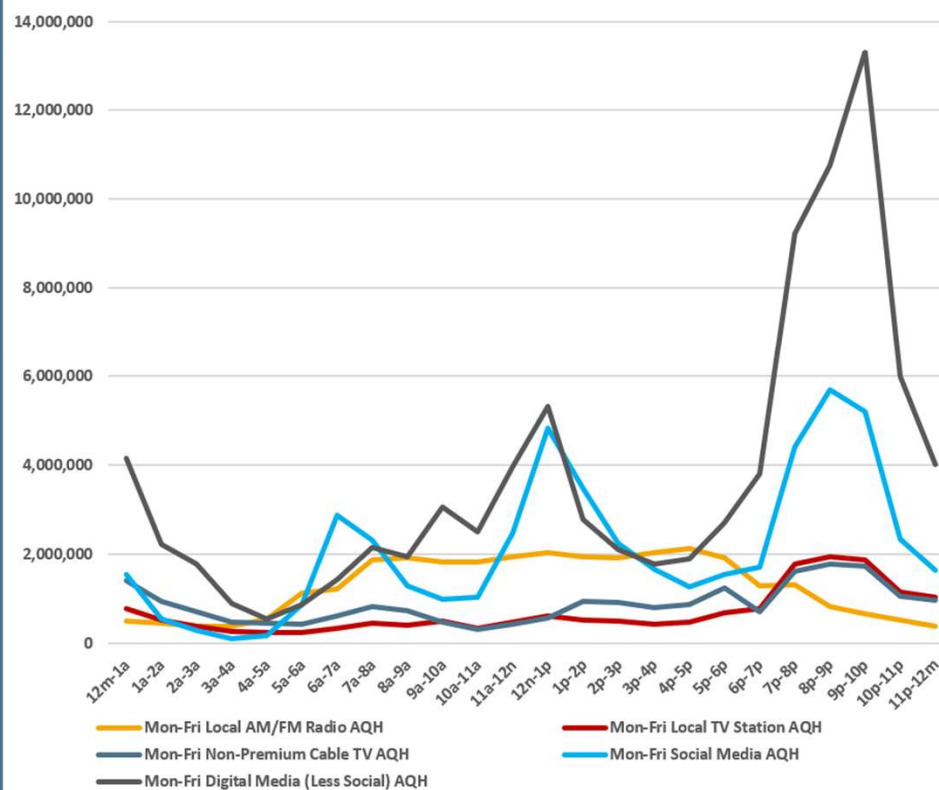


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 391,996; All Other Digital Media: 365,206; Social Media: 346,763; Non-Prem. Cable: 122,741; Local TV: 81,774 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRAD

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an
UNDERGRADUATE DEGREE**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Z(P18-29) 210 DMA Area GEN-Z (P18-29)**



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

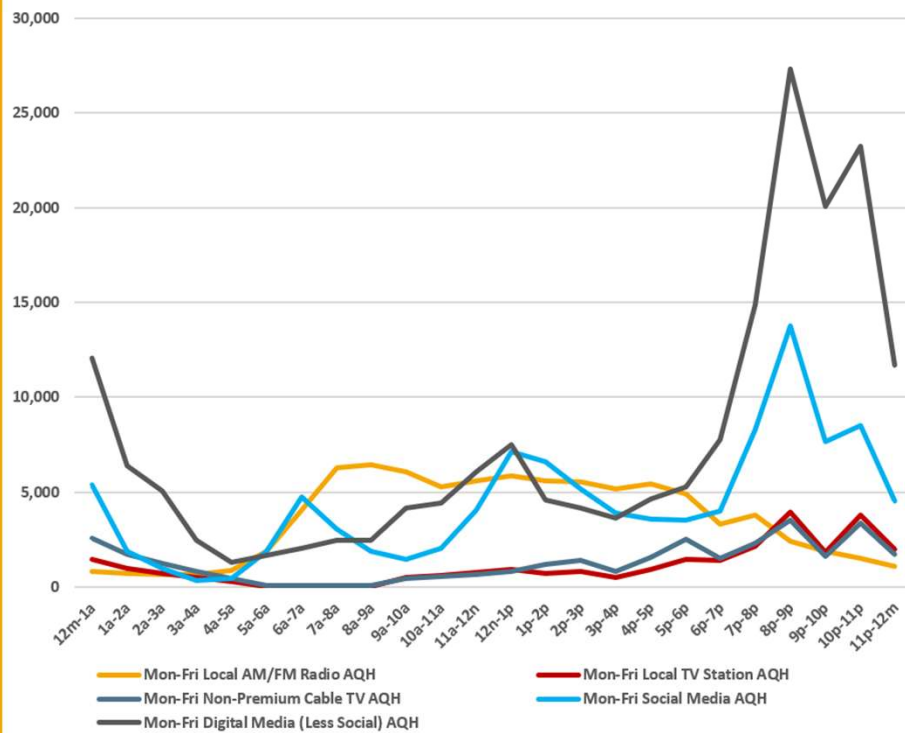
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device: Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]

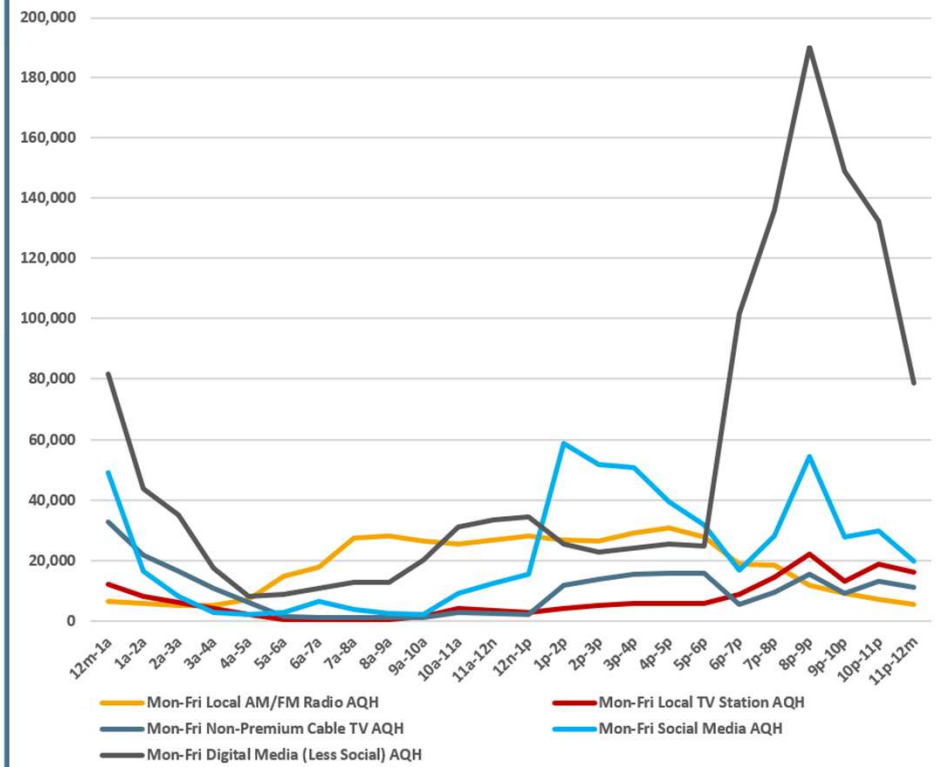


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,348; All Other Digital Media: 4,559; Social Media: 3,943; Non-Prem. Cable: 915; Local TV: 676 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an
UNDERGRADUATE DEGREE**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area GEN-Z (P18-29)**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32
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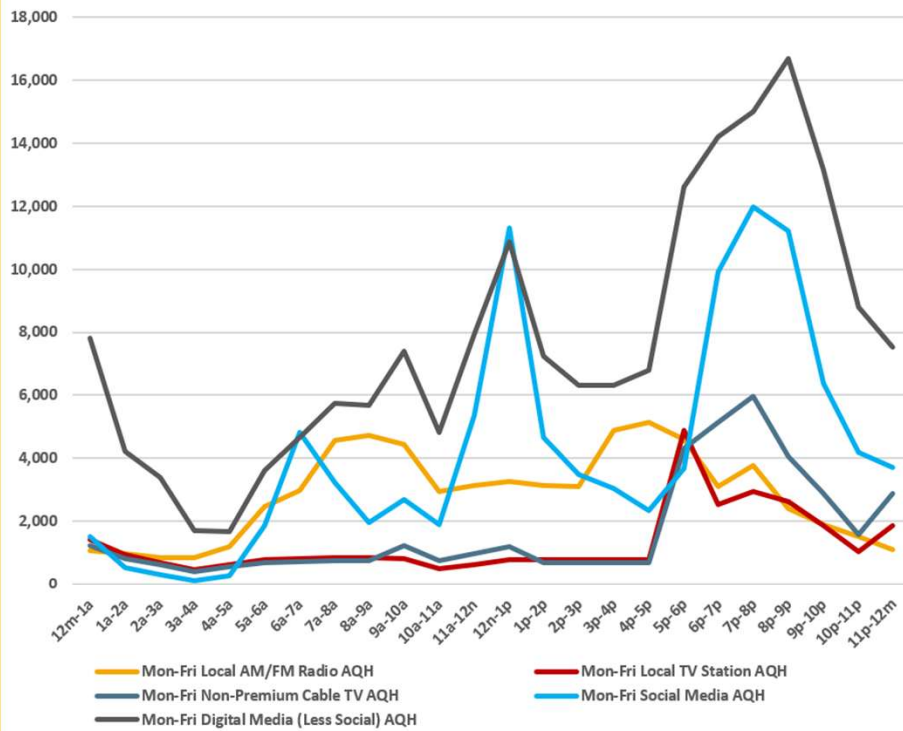
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

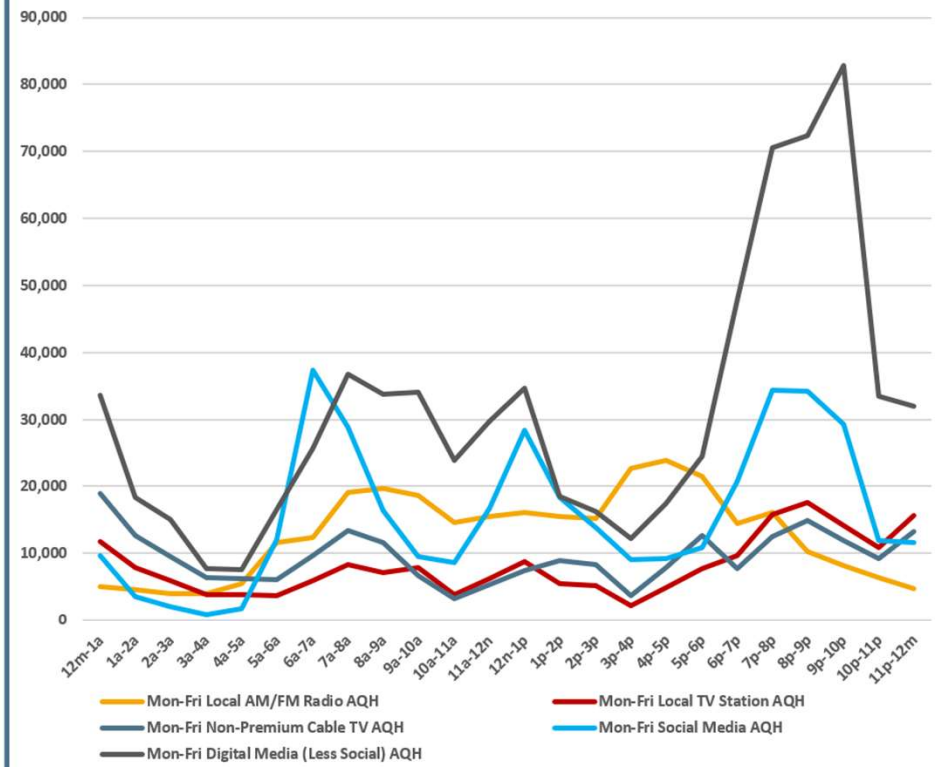


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,738; Social Media: 4,490; Local Radio: 3,849; Non-Prem. Cable: 1,430; Local TV: 1,213 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGR

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an
UNDERGRADUATE DEGREE**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area GEN-Z (P18-29)**



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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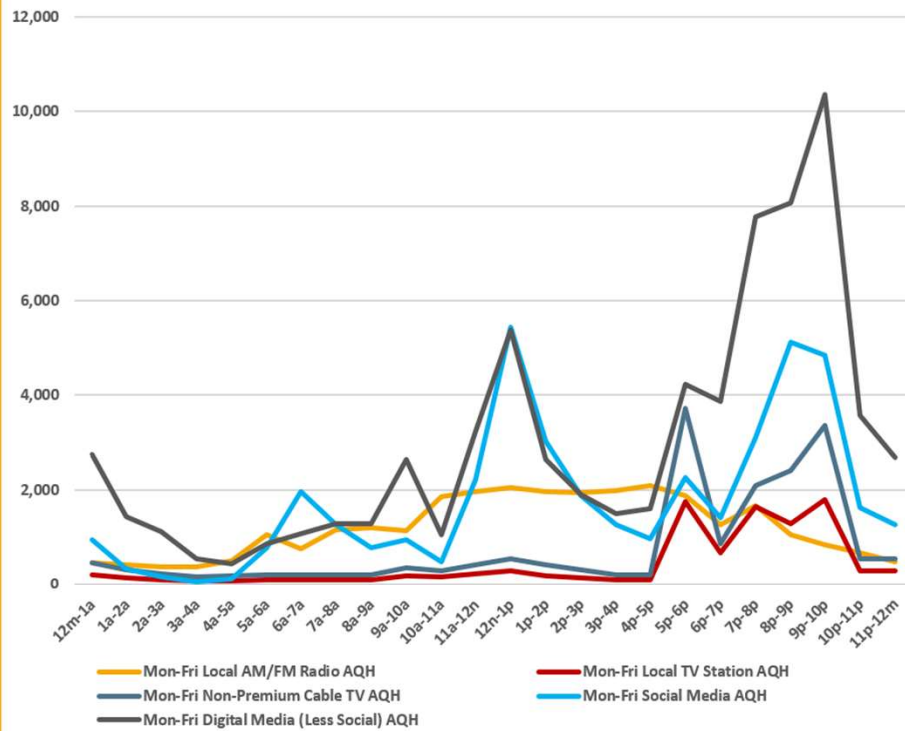
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[[(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing)))] AND Currently enrolled/attending classes at a college/university: No]]

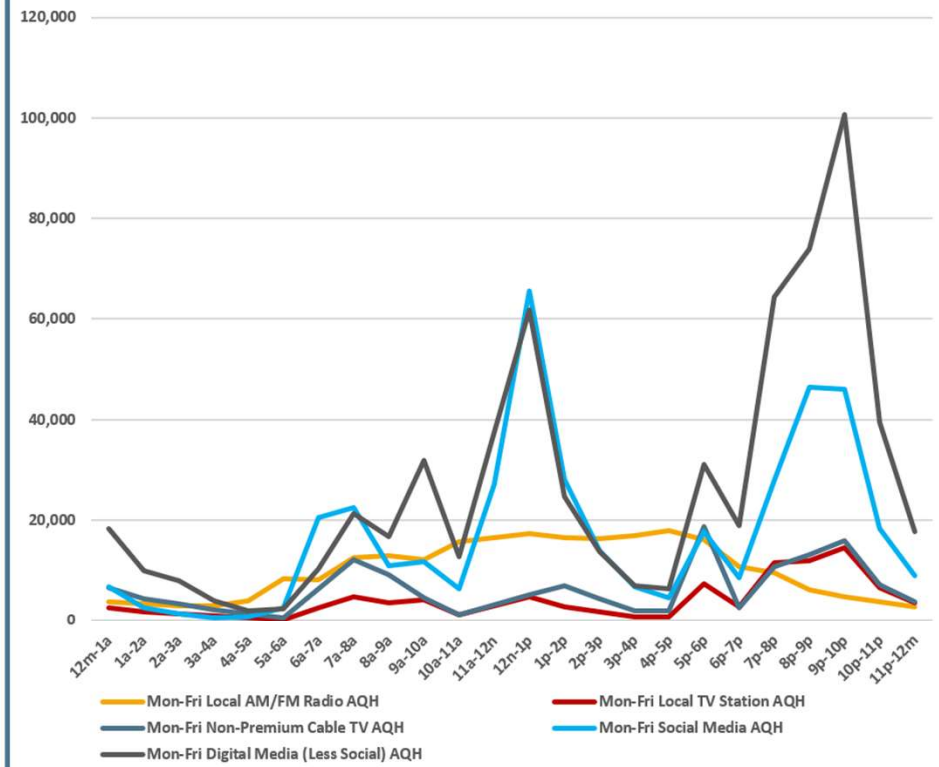


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,438; Social Media: 1,838; Local Radio: 1,632; Non-Prem. Cable: 612; Local TV: 315 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an
UNDERGRADUATE DEGREE**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area GEN-Z (P18-29)**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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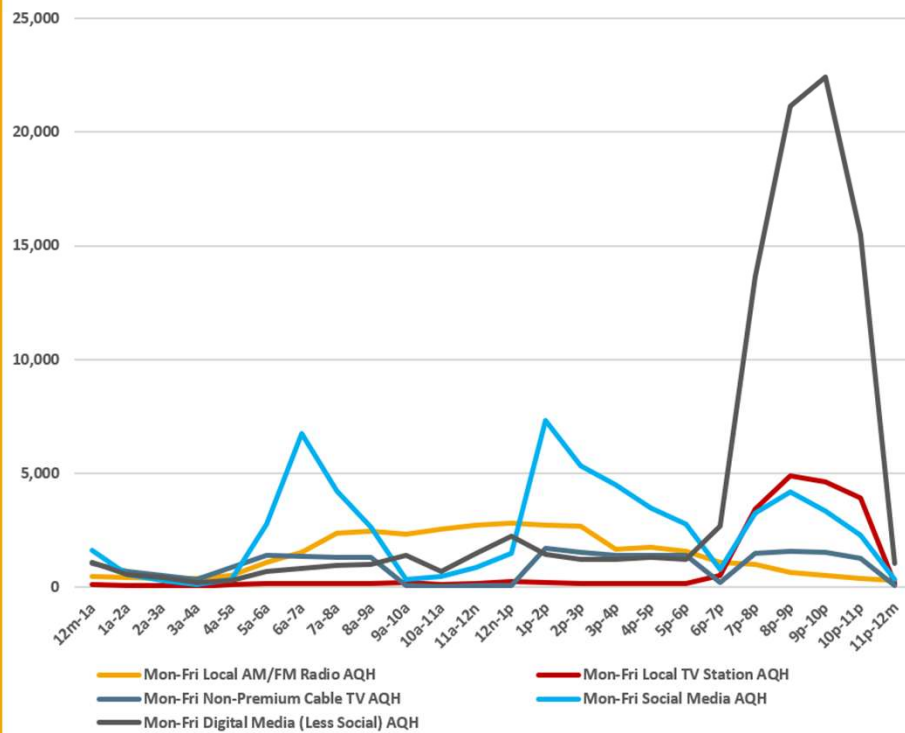
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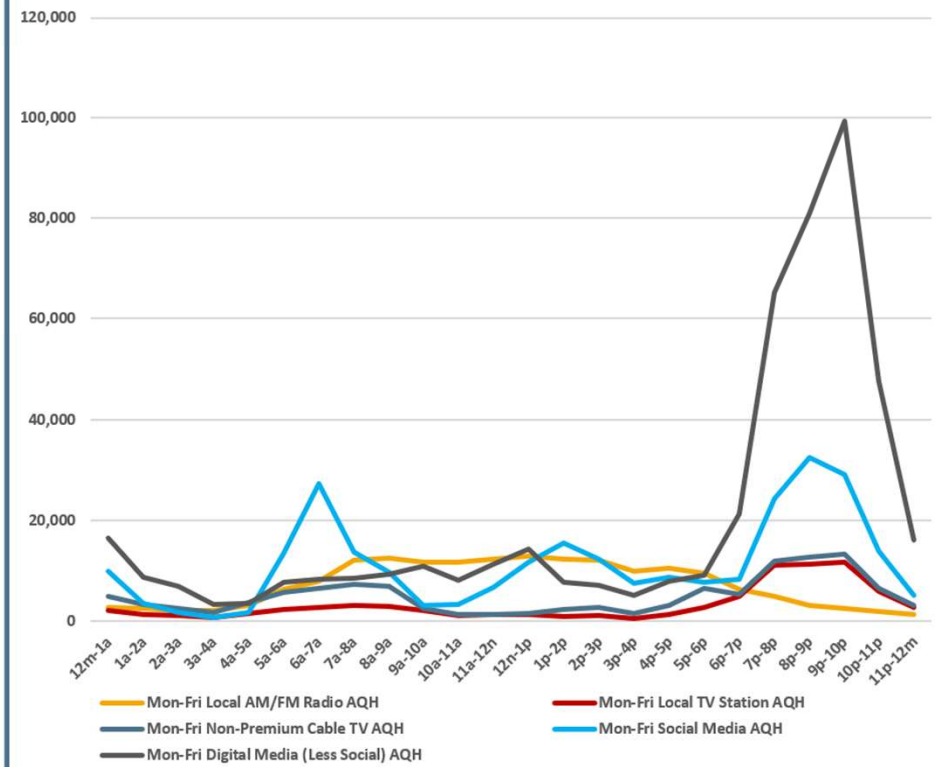


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 3,155; Local Radio: 2,179; All Other Digital Media: 1,368; Non-Prem. Cable: 910; Local TV: 196 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE.

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an
UNDERGRADUATE DEGREE**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area GEN-Z (P18-29)**



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52
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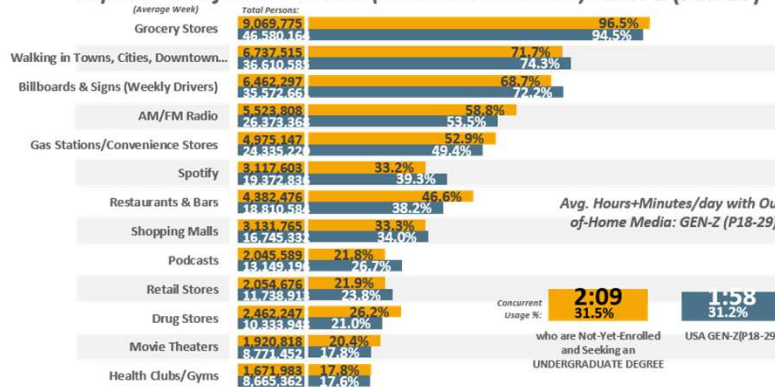
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

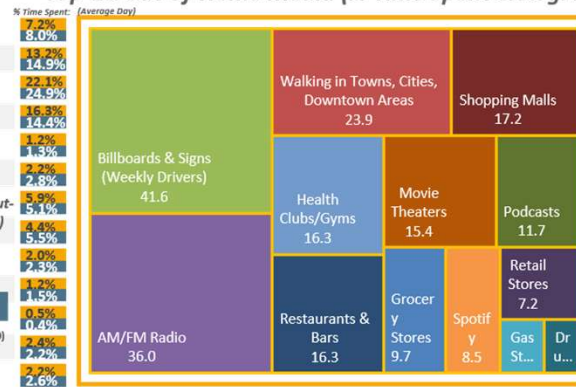


6,462,297 or 68.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 58.1% Listen to Local Radio Stations Out-of-Home for an average of 32.9 minute

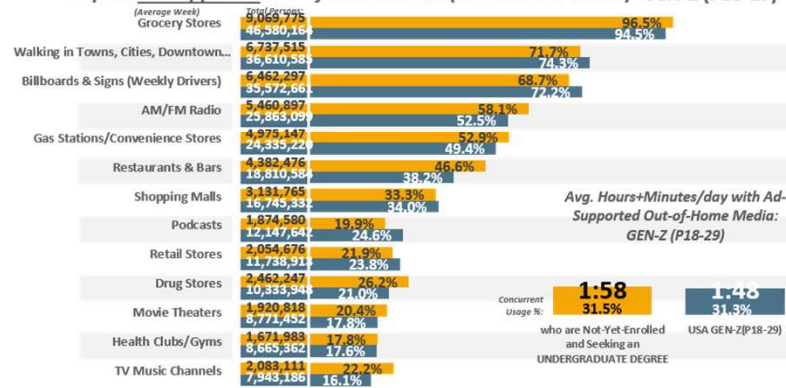
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



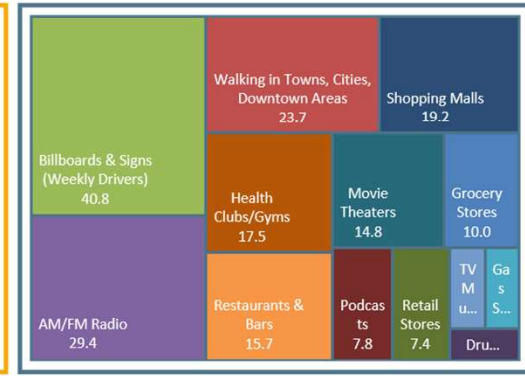
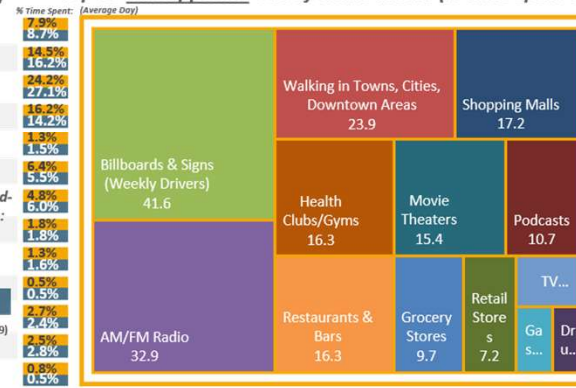
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

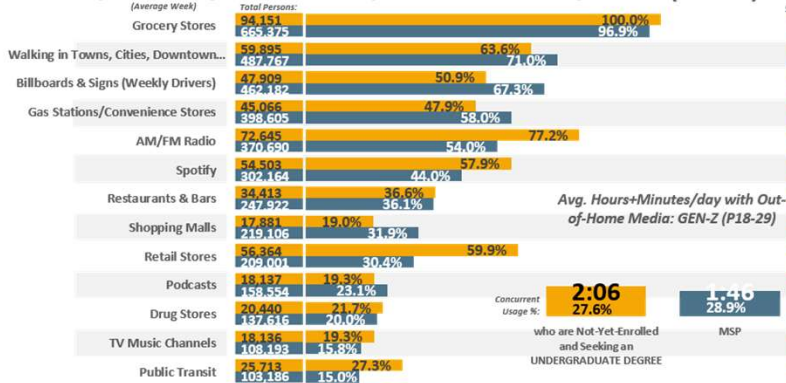
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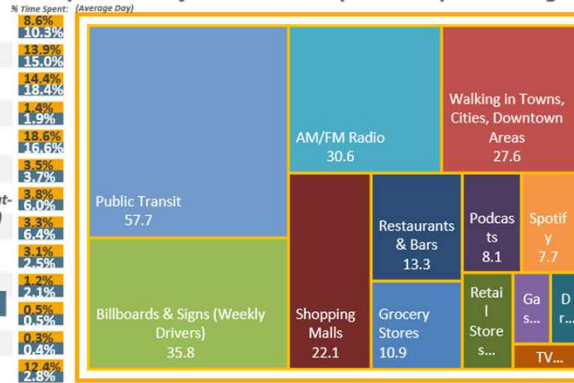


47,909 or 50.9% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 35.8 minutes per day driving, seeing Billboards and Signs. 76.2% Listen to Local Radio Stations Out-of-Home for an average of 28.1 minutes/d

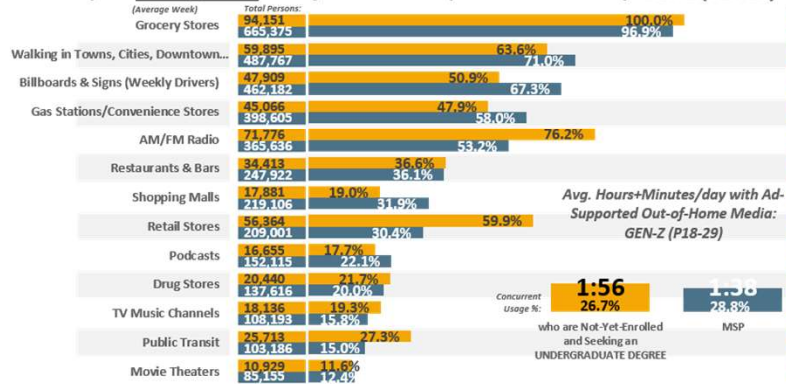
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



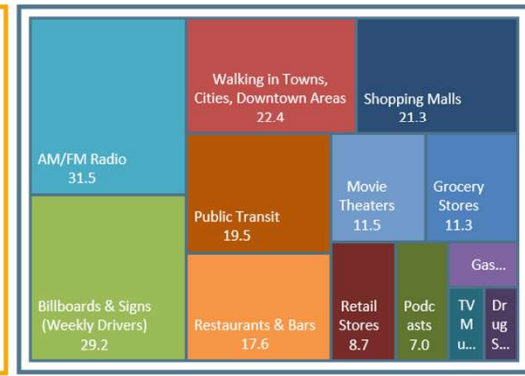
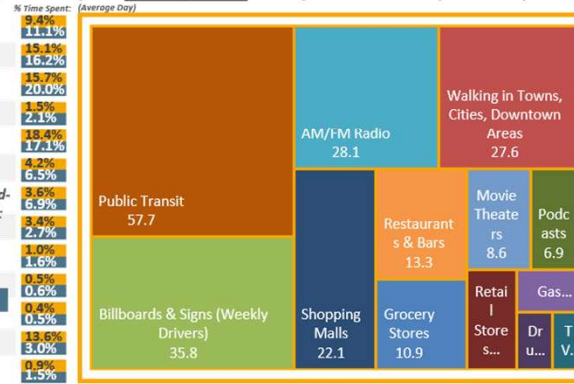
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



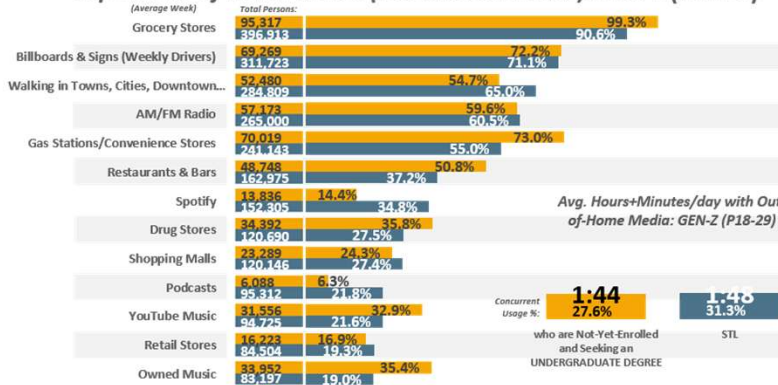
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



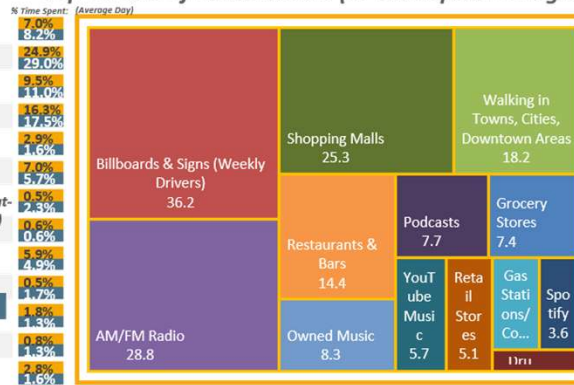


69,269 or 72.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 36.2 minutes per day driving, seeing Billboards and Signs. 59.4% Listen to Local Radio Stations Out-of-Home for an average of 23.3 minutes/d

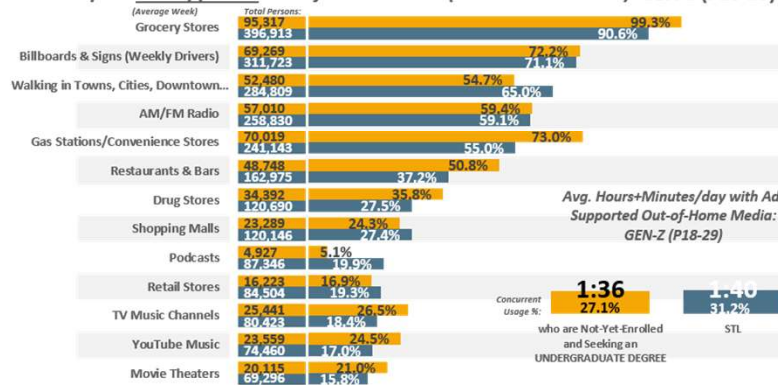
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



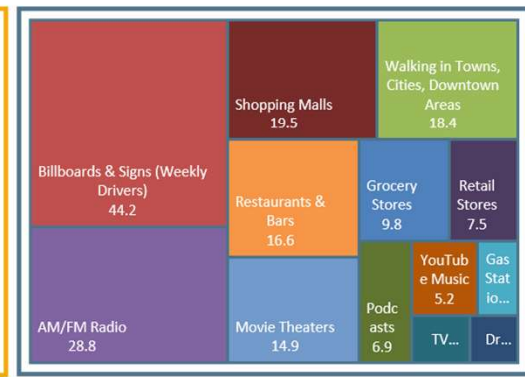
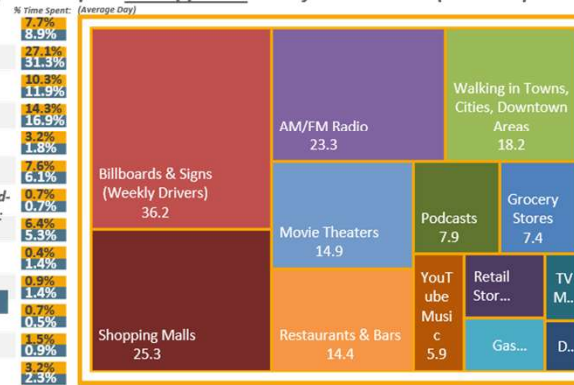
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



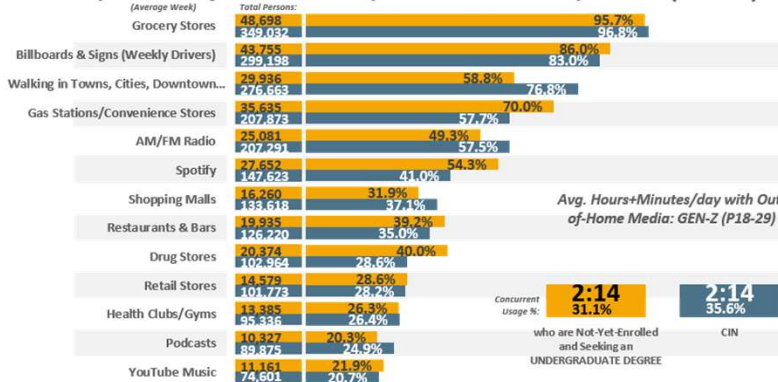
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



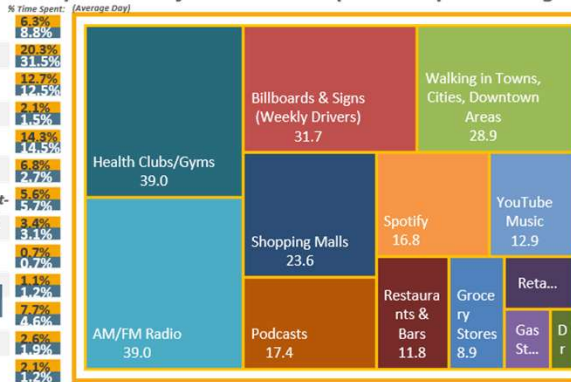


43,755 or 86.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 31.7 minutes per day driving, seeing Billboards and Signs. 47.8% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day

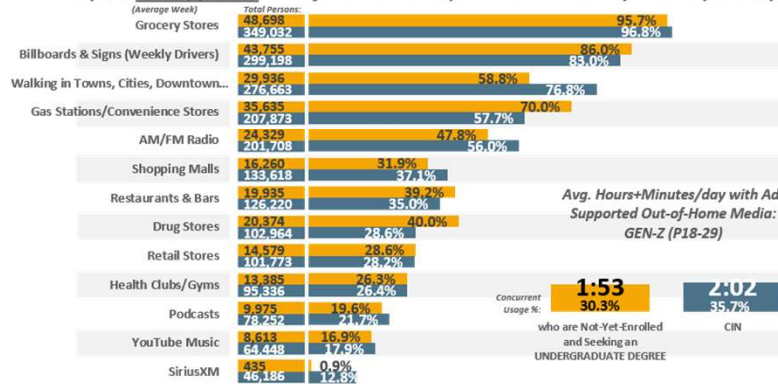
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



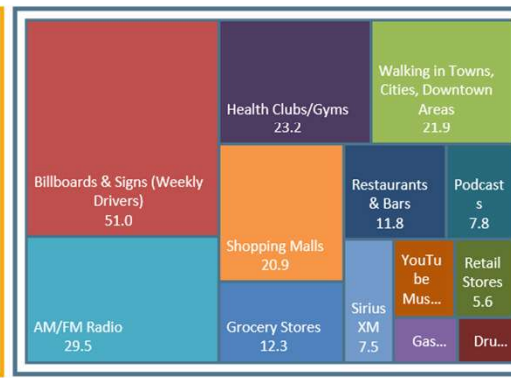
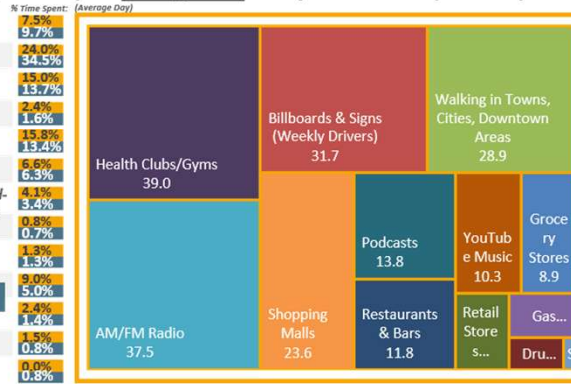
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



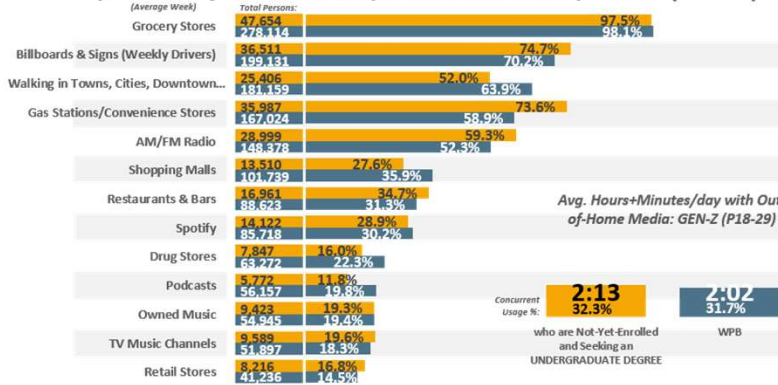
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



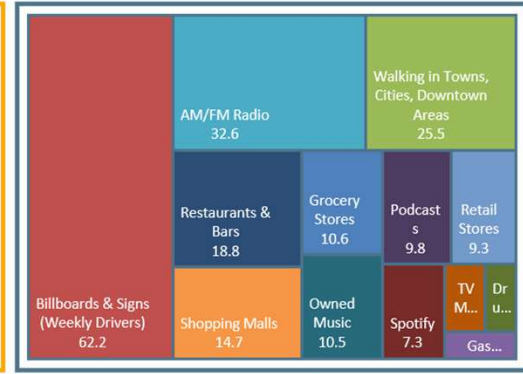
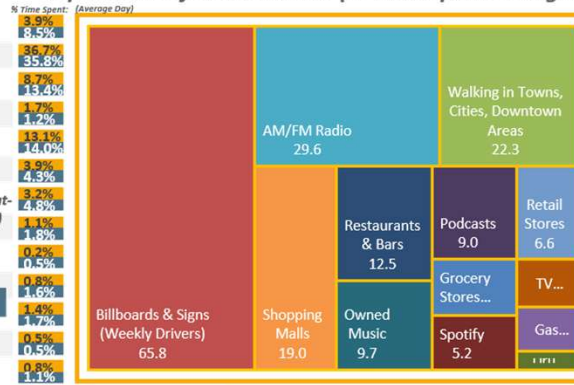


36,511 or 74.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 65.8 minutes per day driving, seeing Billboards and Signs. 58.8% Listen to Local Radio Stations Out-of-Home for an average of 29. minutes/da

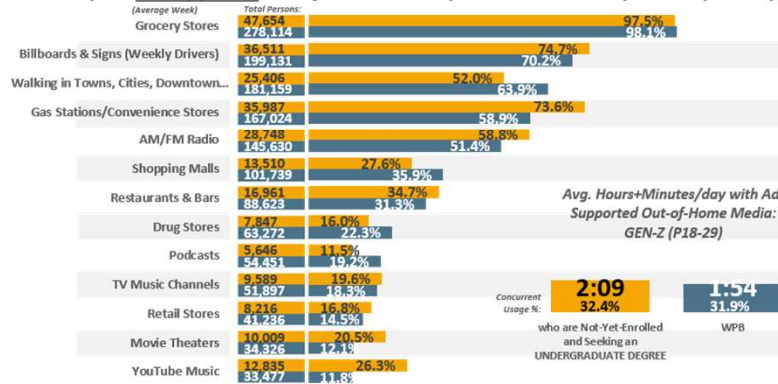
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



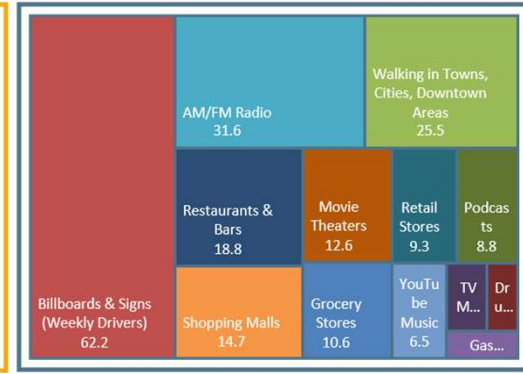
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



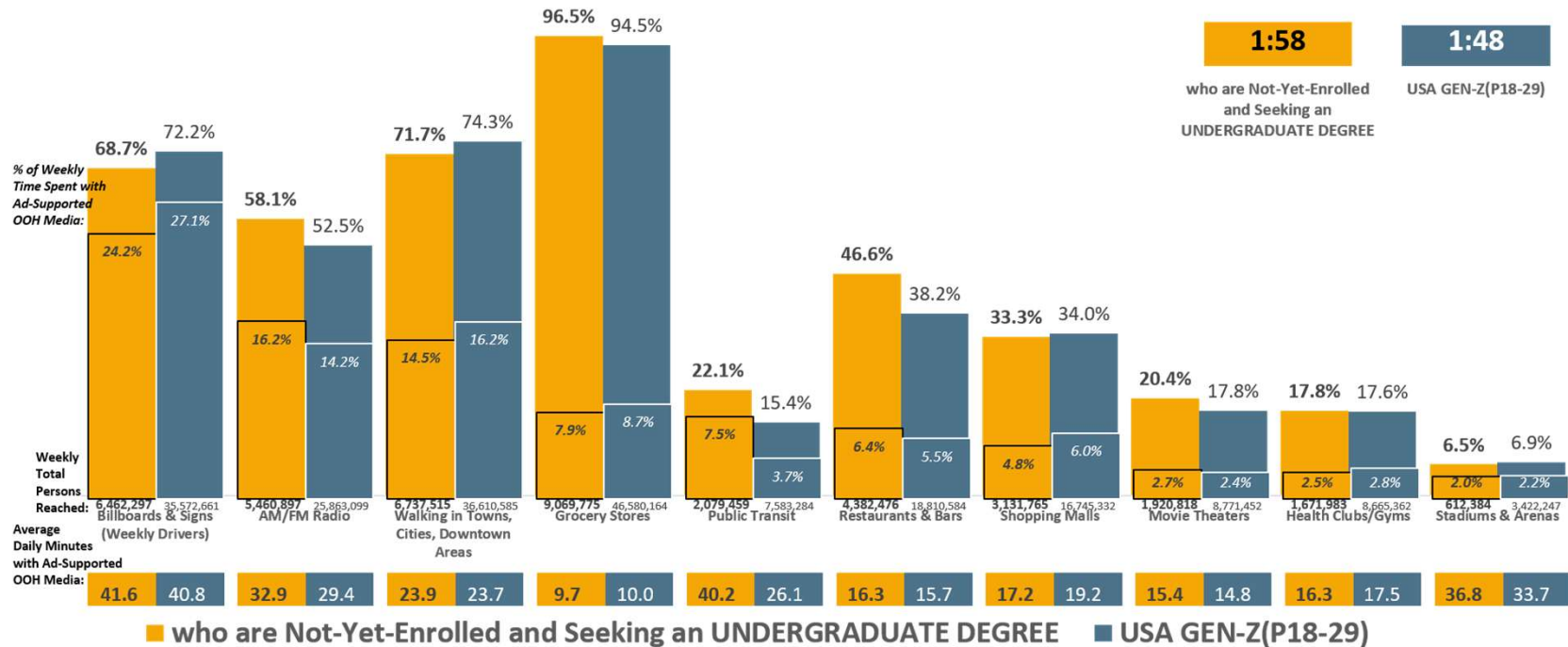


6,462,297 or 68.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 24.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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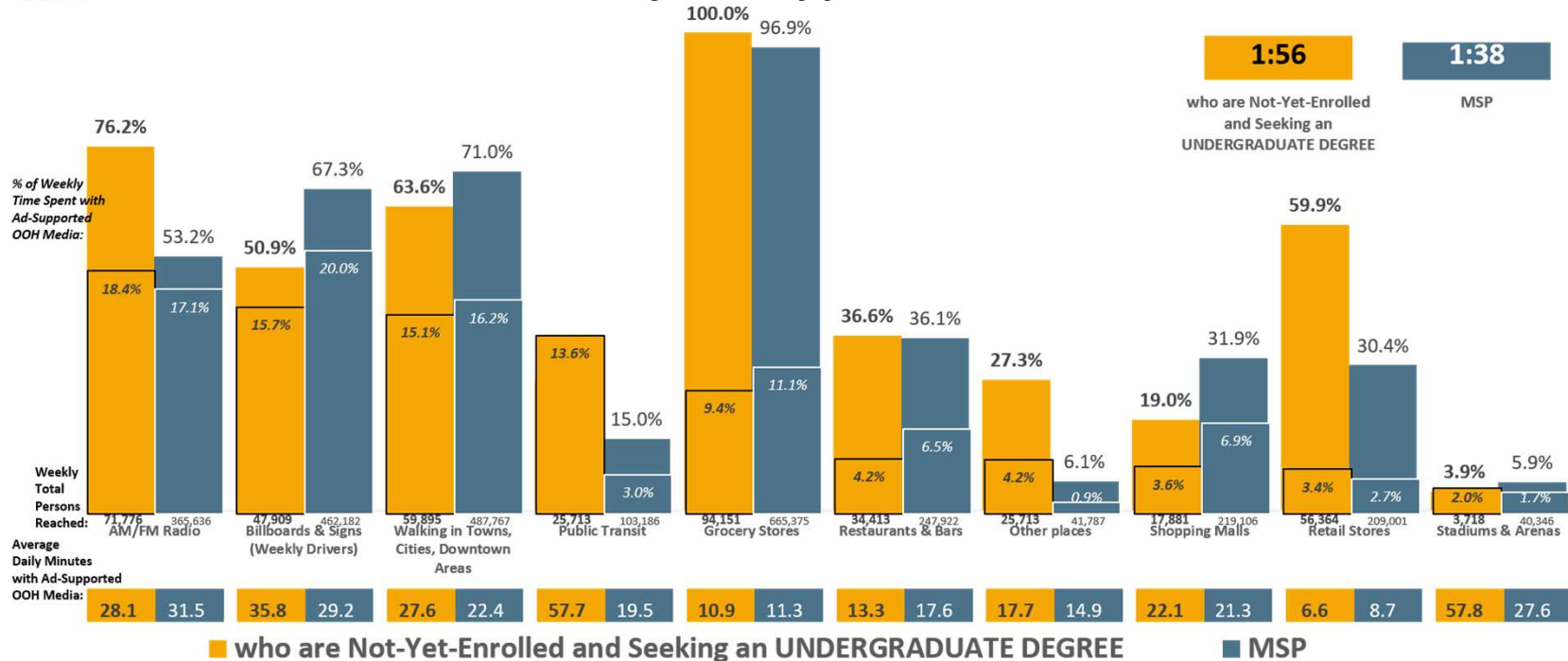


47,909 or 50.9% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 35.8 minutes per day driving, seeing Billboards and Signs representing 15.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32 MSP GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 273

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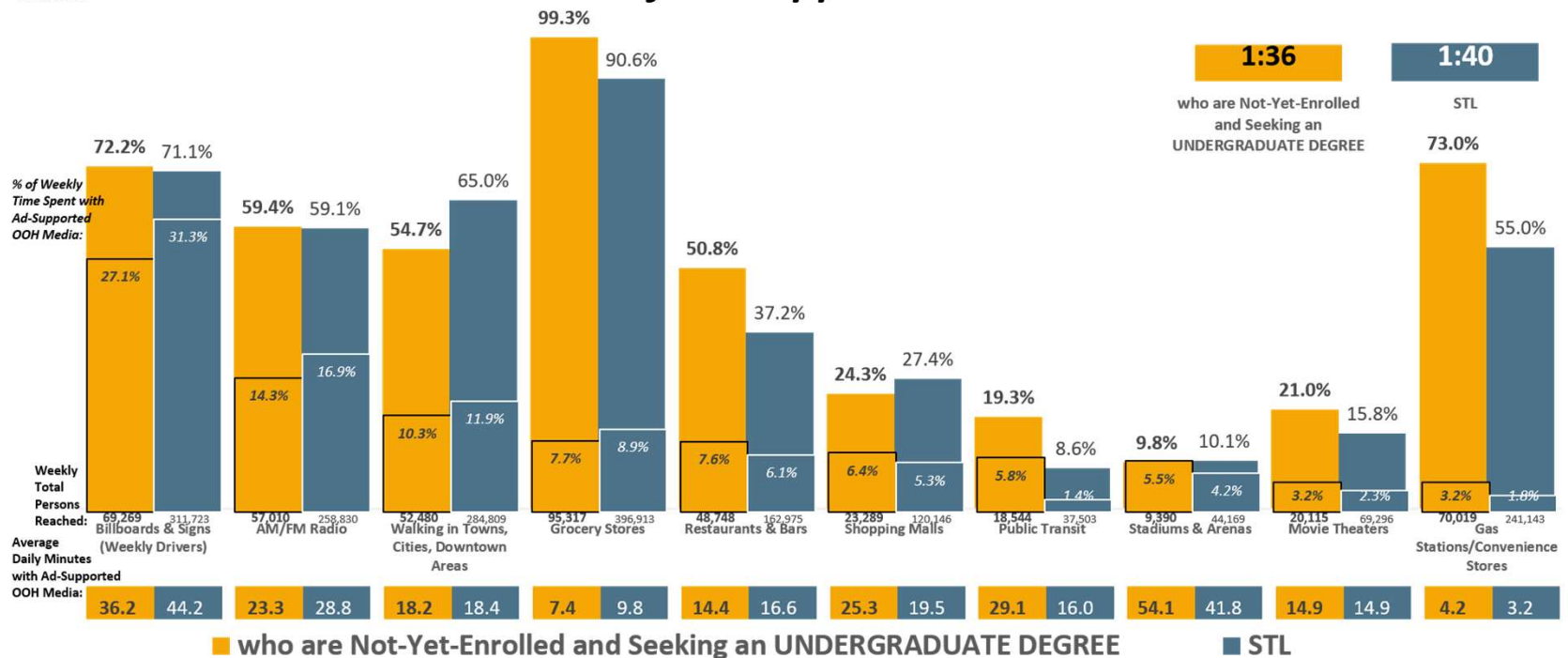


69,269 or 72.2% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 36.2 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40 STL GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 292
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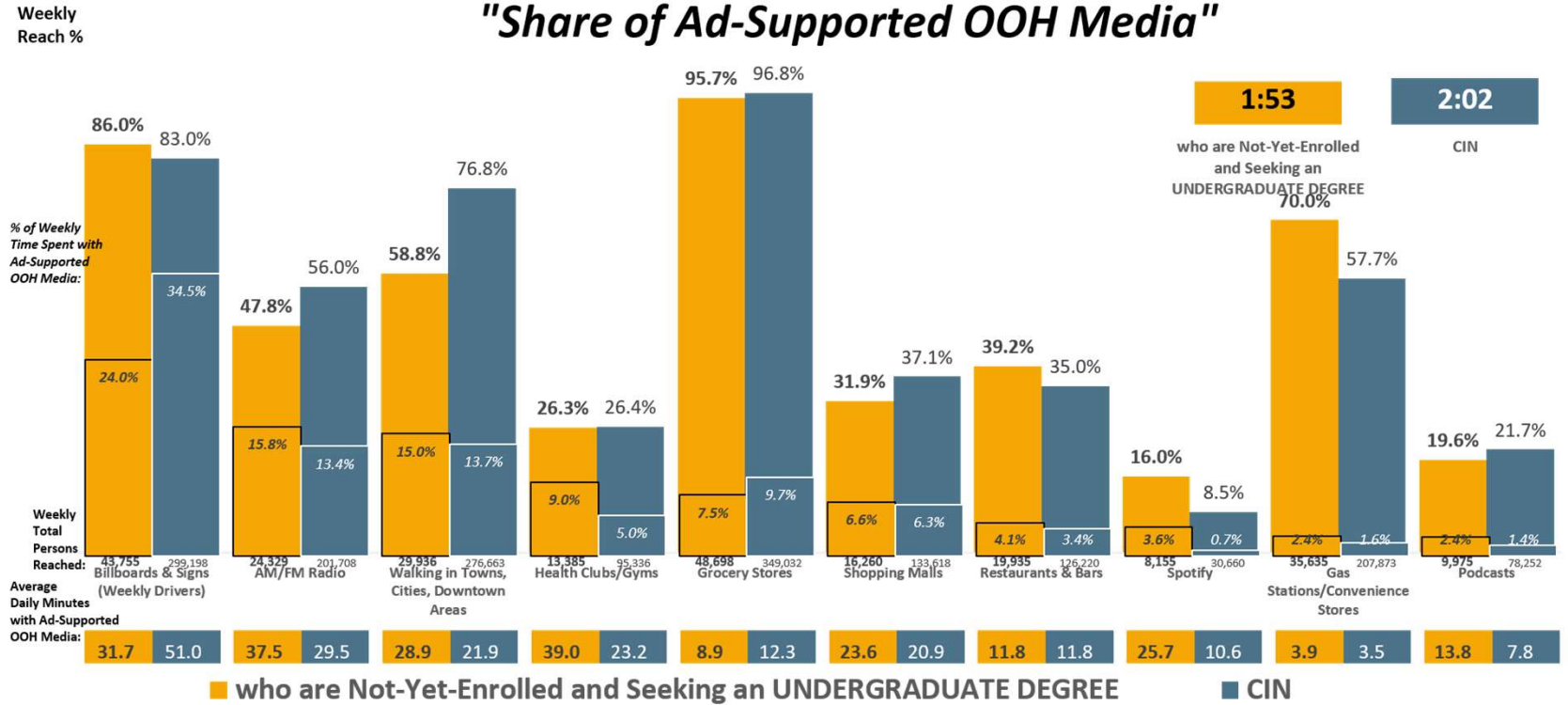
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43,755 or 86.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 31.7 minutes per day driving, seeing Billboards and Signs representing 24.% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37 CIN GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 251
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]

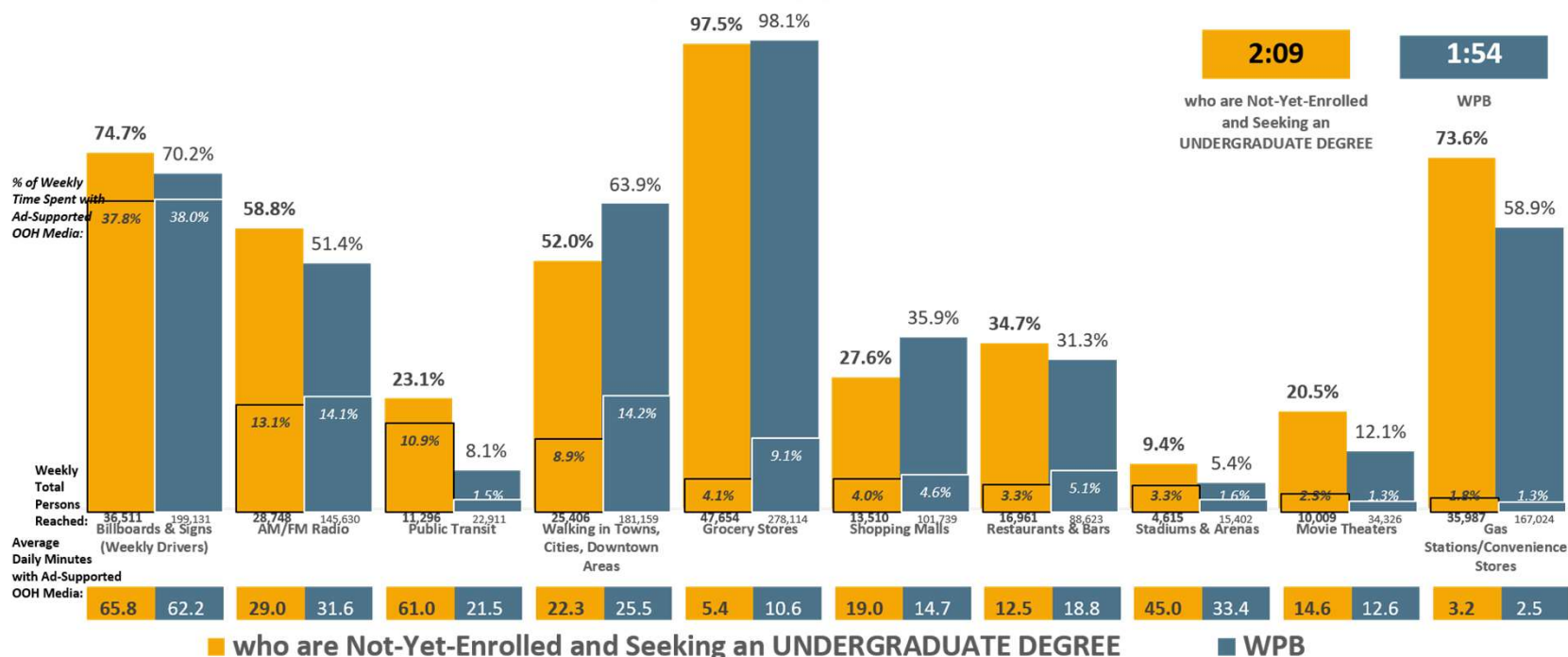


36,511 or 74.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 65.8 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

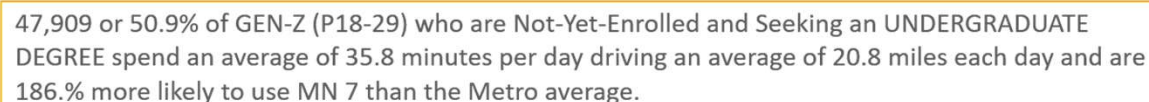
"Share of Ad-Supported OOH Media"



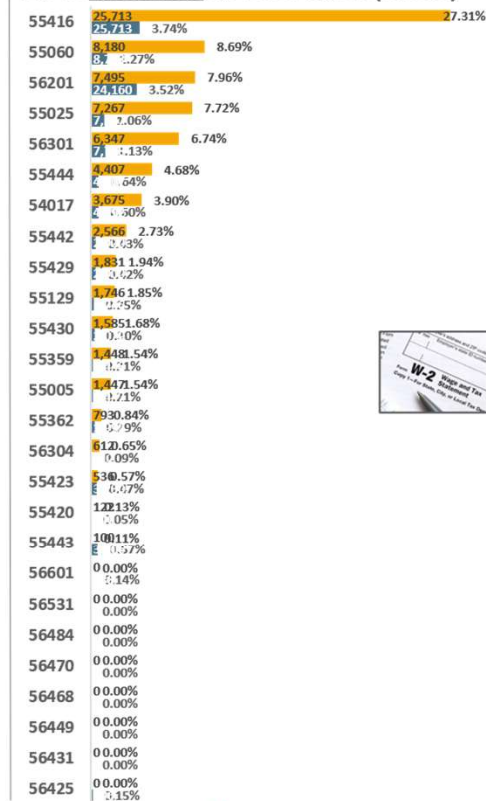
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52 WPB GEN-Z (P18-29) DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 266
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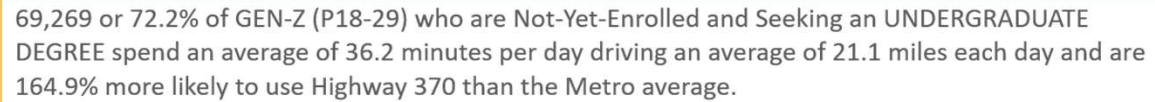


Top-26 Employment Zip Codes: GEN-Z (P18-29)

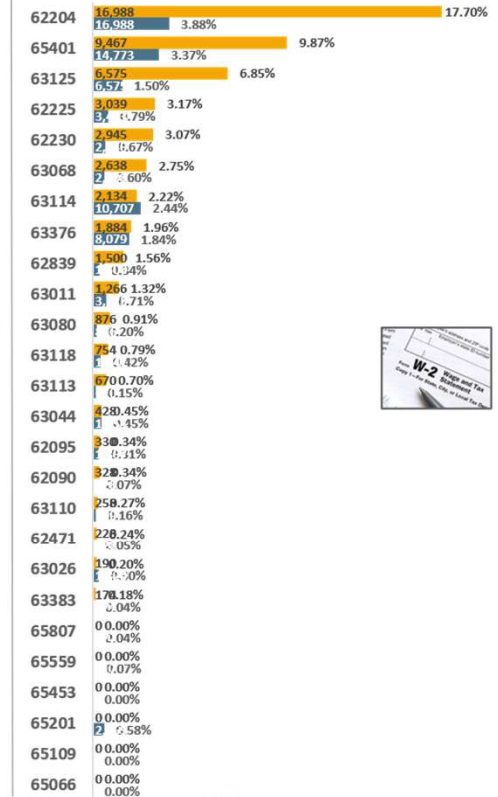


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for Anything.

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school [for degree/certification] OR Ways used Internet/Passed 30 days on any device:Lifestyle: Education (research schools, application, financial)) AND Currently enrolled/attending classes at a college/University))



Top-26 Employment Zip Codes: GEN-Z (P18-29)

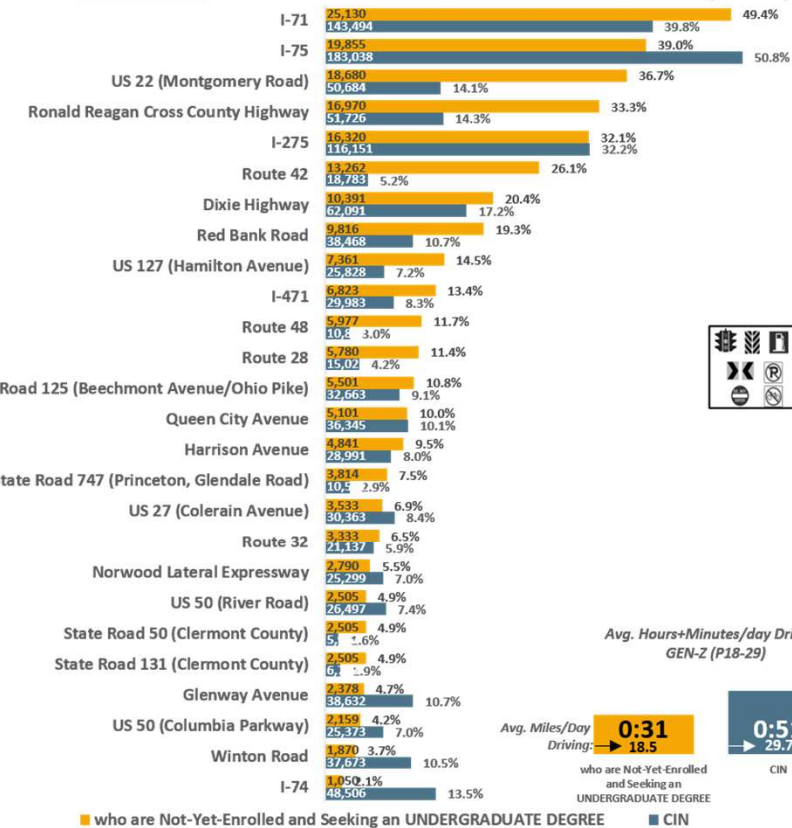


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43,755 or 86.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 31.7 minutes per day driving an average of 18.5 miles each day and are 400.% more likely to use Route 42 than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): GEN-Z (P18-29)

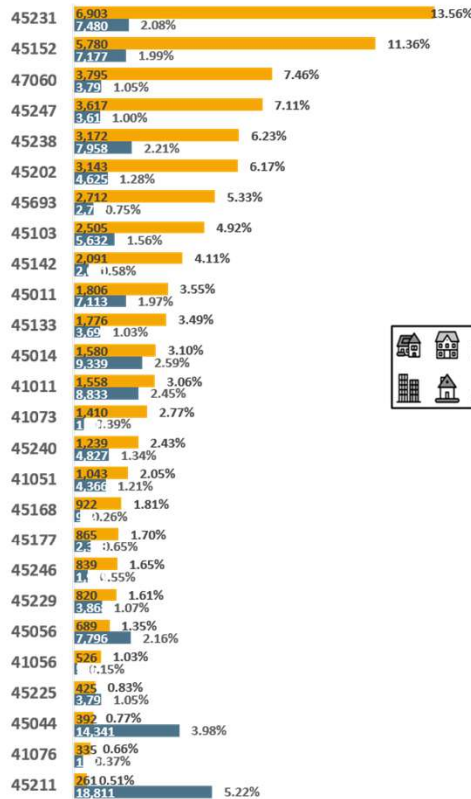


Avg. Hours+Minutes/day Driving:
GEN-Z (P18-29)

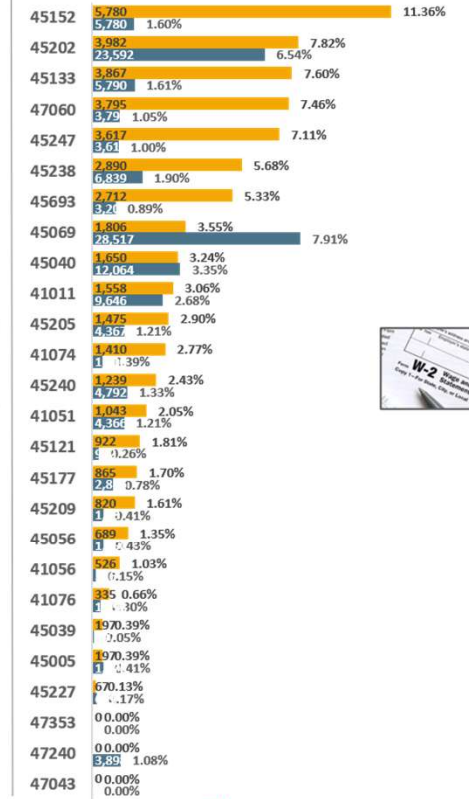
Avg. Miles/Day Driving:
0:31
18.5
who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

0:51
29.7
CIN

Top-26 Residential Zip Codes: GEN-Z (P18-29)



Top-26 Employment Zip Codes: GEN-Z (P18-29)

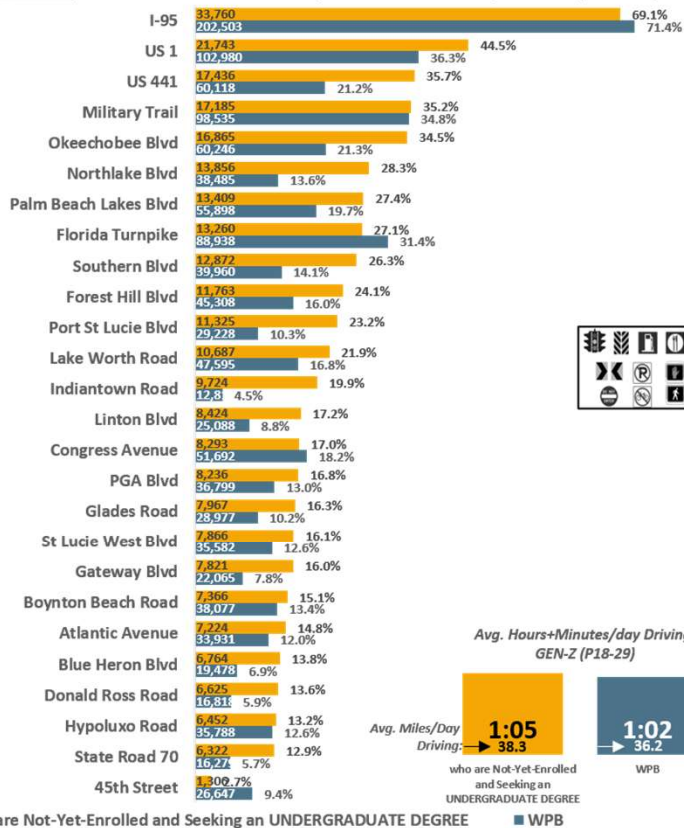


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36,511 or 74.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 65.8 minutes per day driving an average of 38.3 miles each day and are 340.1% more likely to use Indiantown Road than the Metro average.

Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): GEN-Z (P18-29)



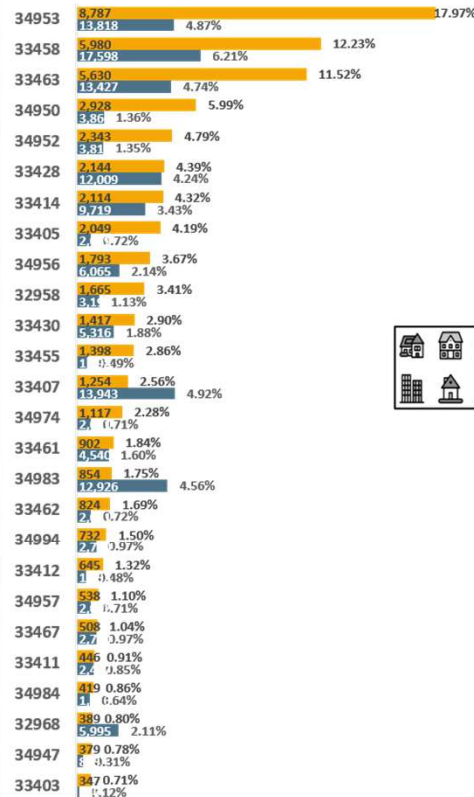
Avg. Hours+Minutes/day Driving:
GEN-Z (P18-29)



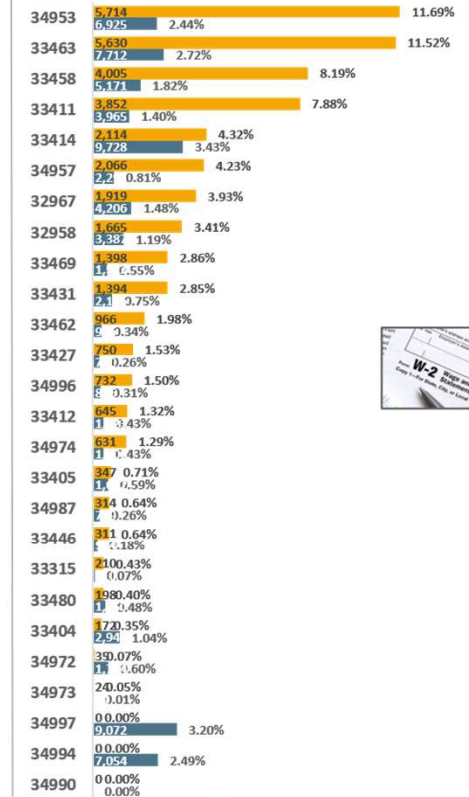
who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

WPB

Top-26 Residential Zip Codes: GEN-Z (P18-29)

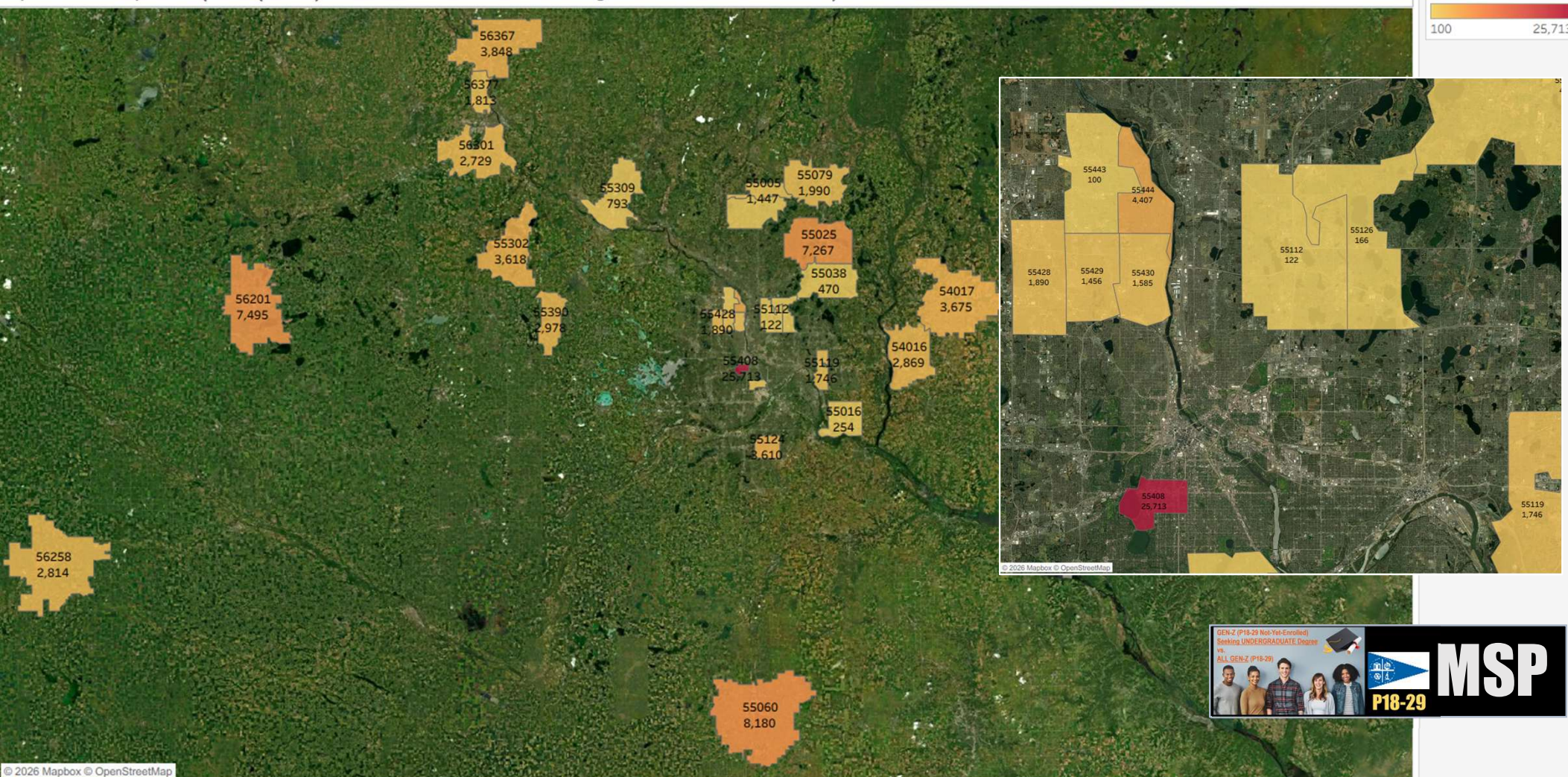


Top-26 Employment Zip Codes: GEN-Z (P18-29)

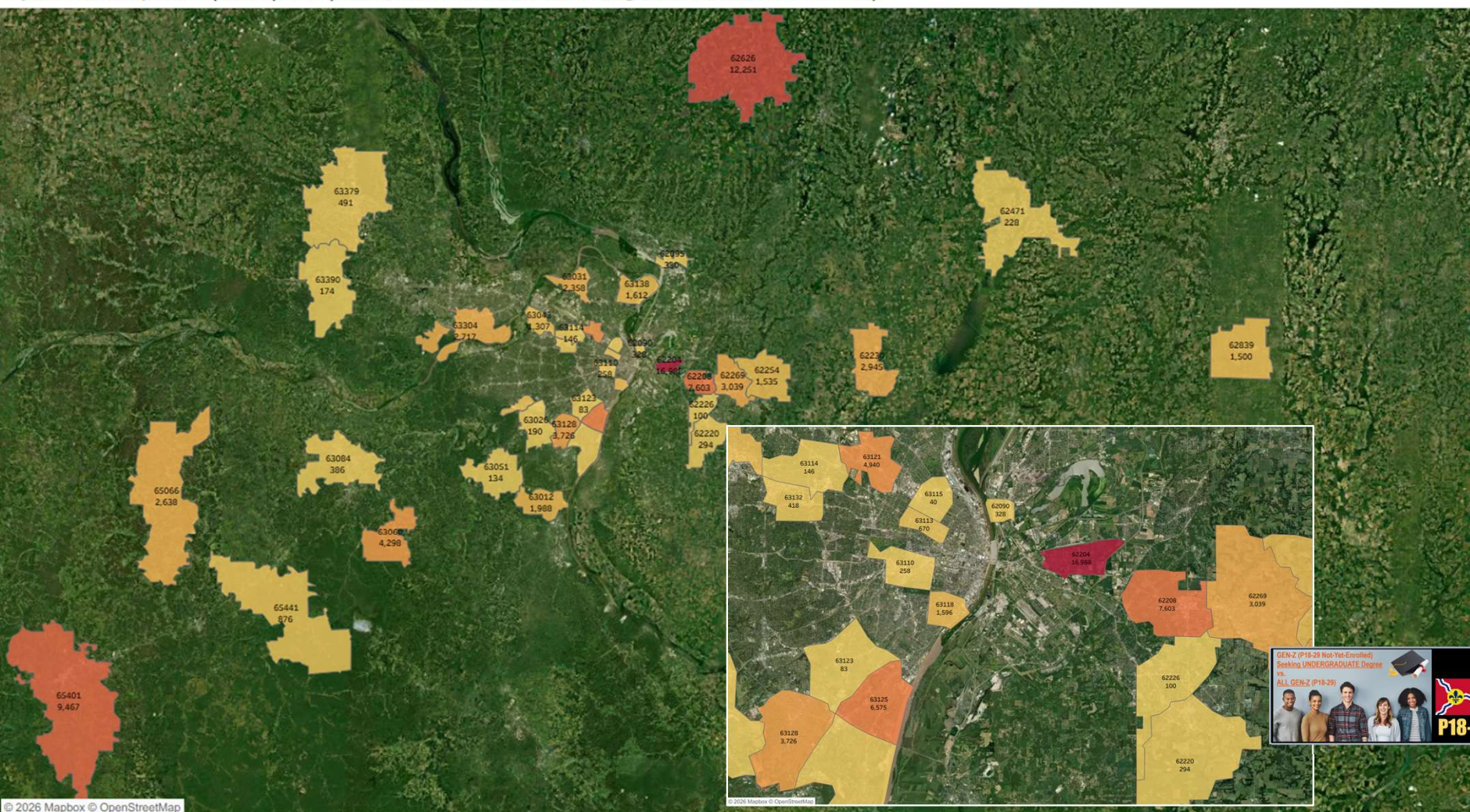


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Top Residential Zip Codes: (GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE)



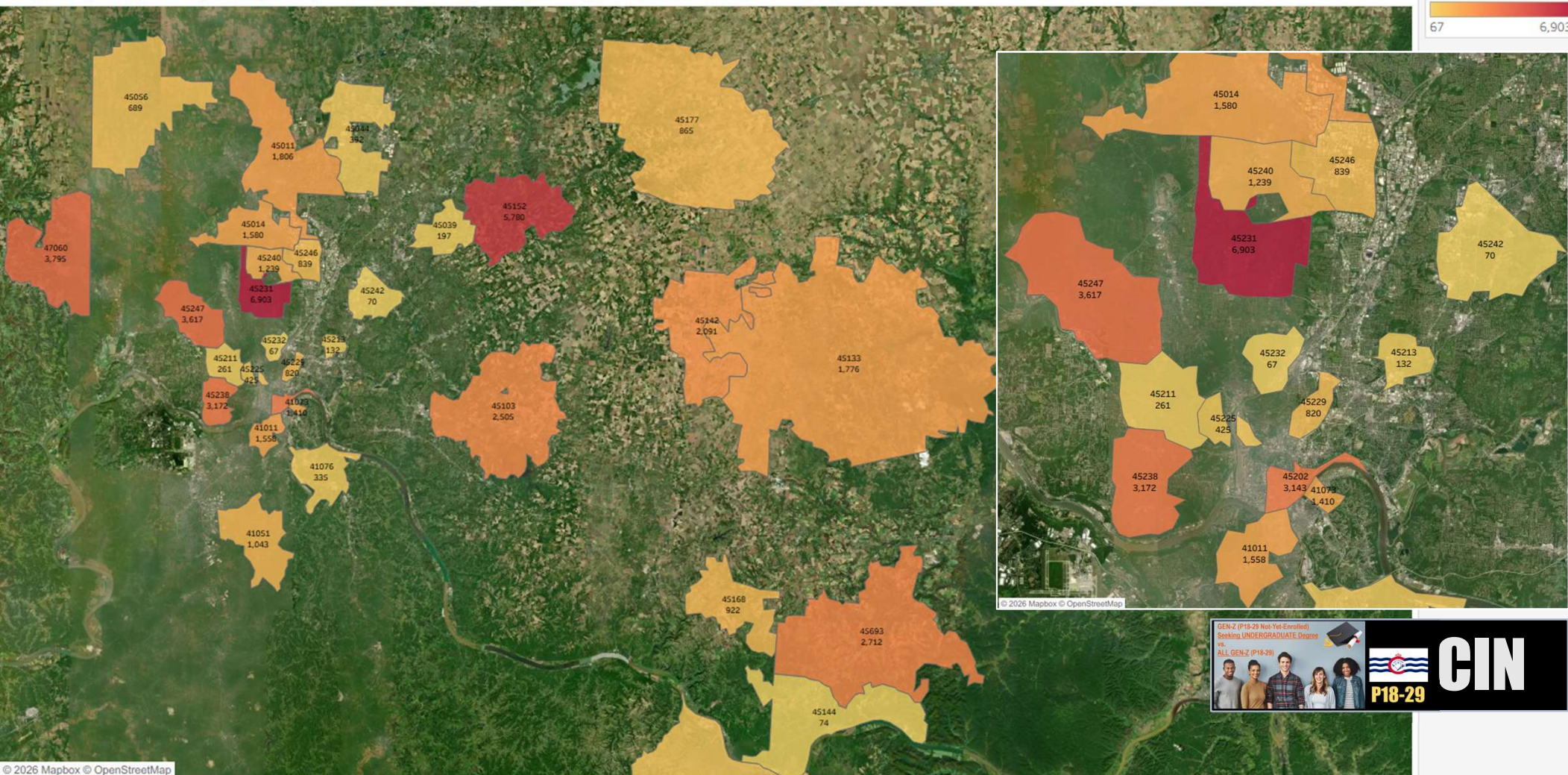
Top Residential Zip Codes: (GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE)



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Top Residential Zip Codes: (GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE)



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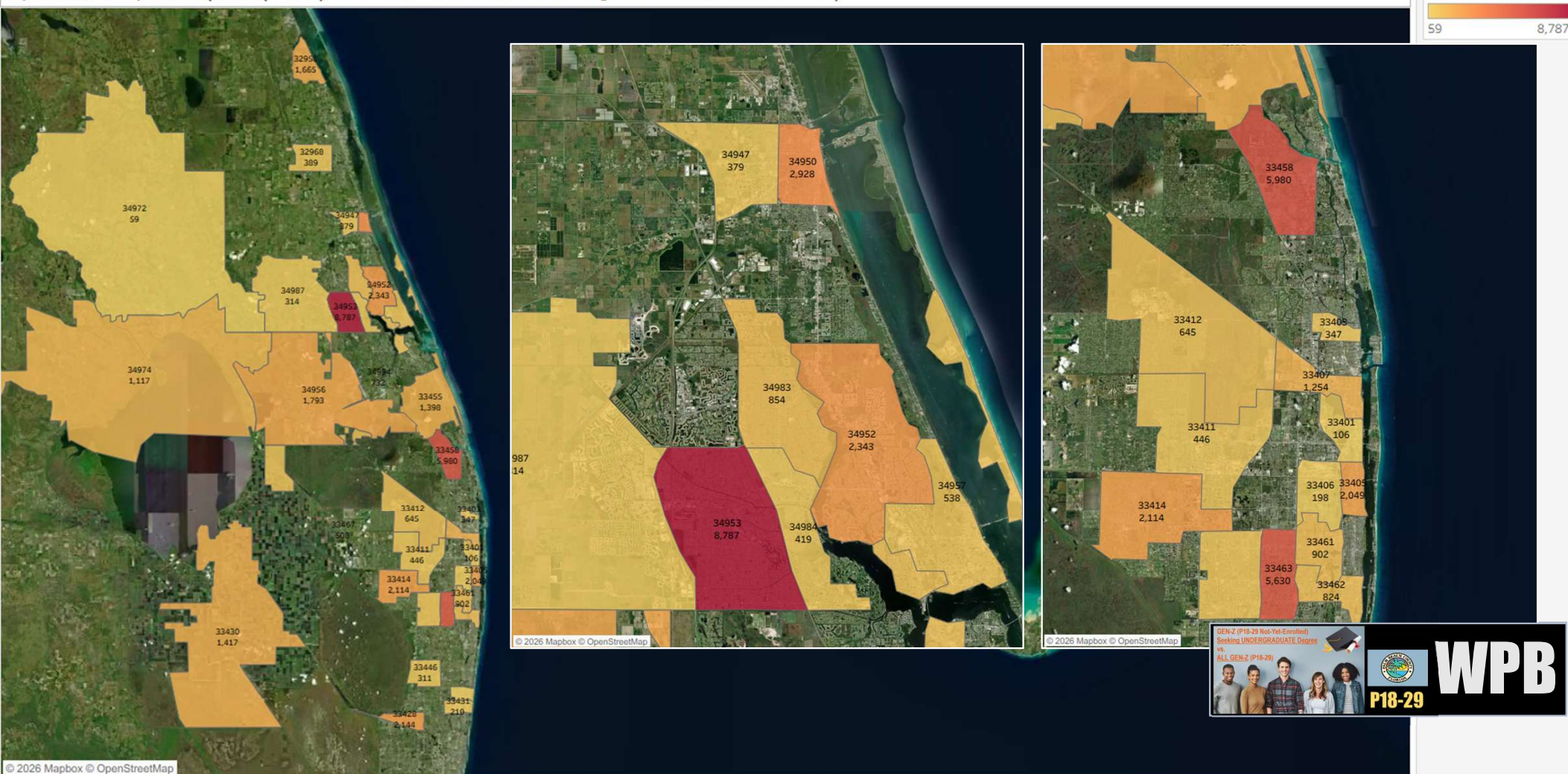
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
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37

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((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing)))) AND Currently enrolled/attending classes at a college/university: No]]

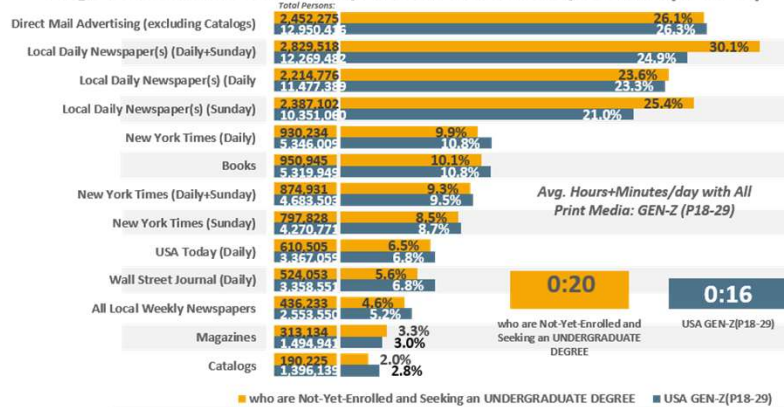
Top Residential Zip Codes: (GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE)



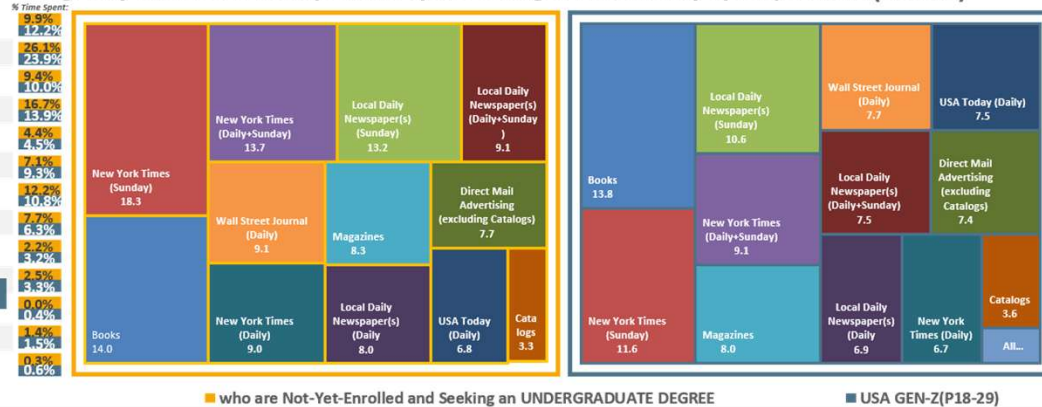


2,829,518 or 30.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.1 minutes every day representing 28.1% of all time spent daily with All forms of Print Medi

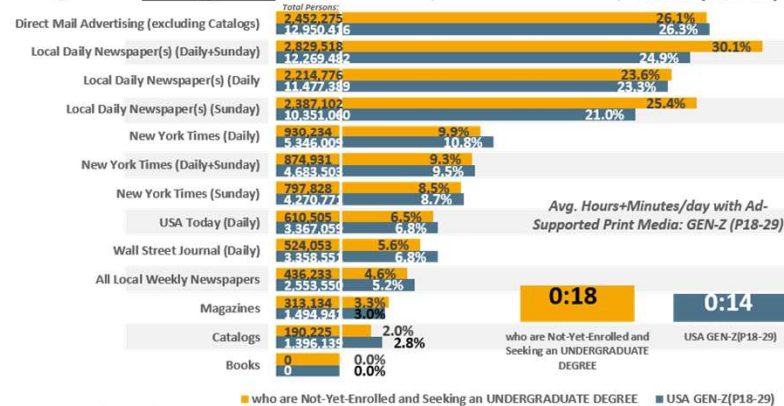
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



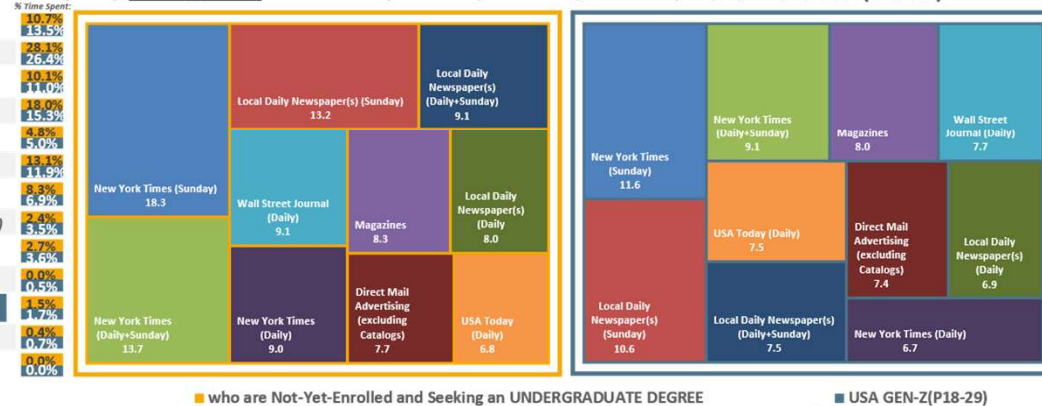
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

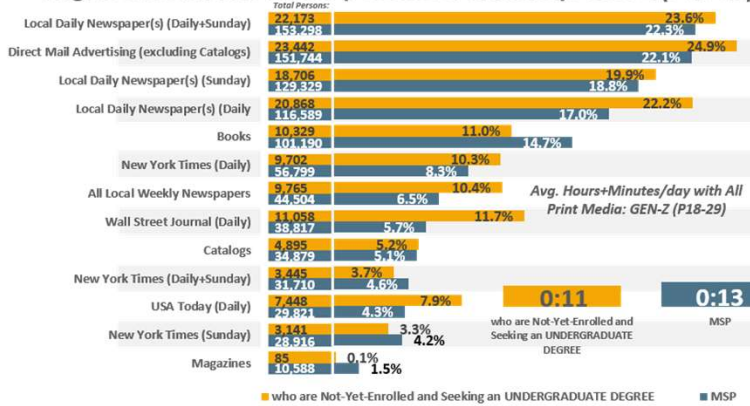
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

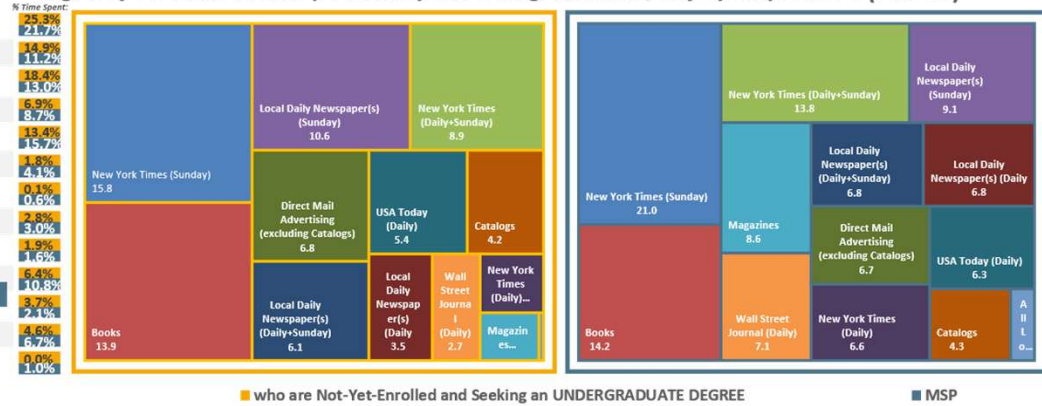


22,173 or 23.6% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.1 minutes every day representing 29.2% of all time spent daily with All forms of Print Media.

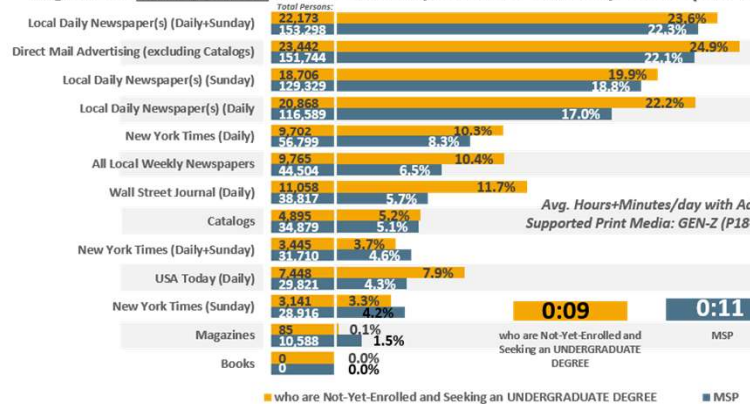
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



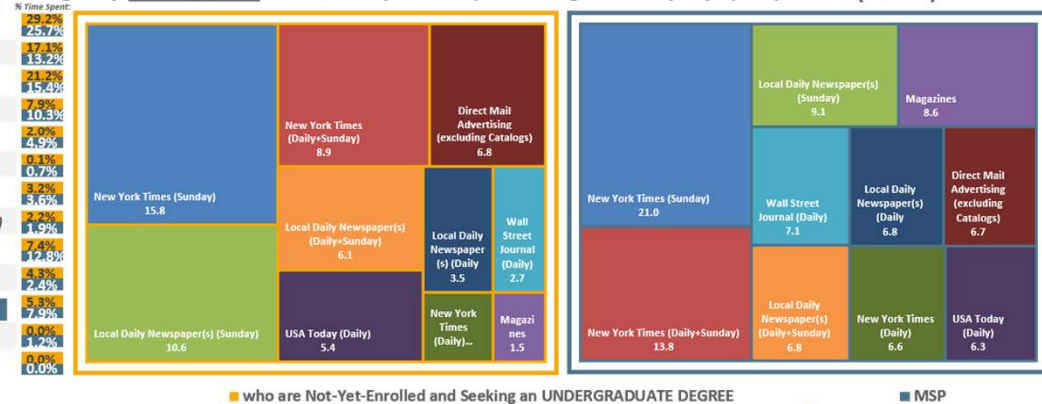
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



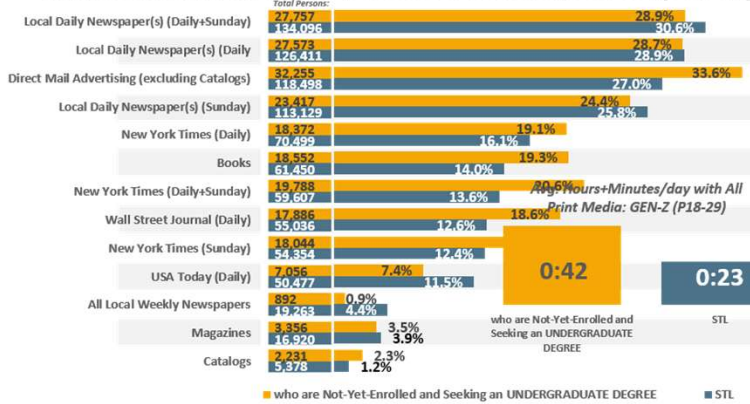
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



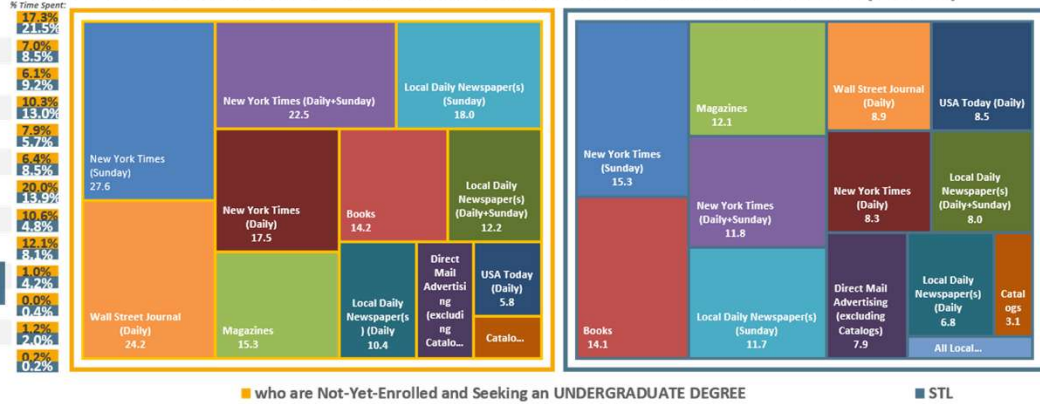


19,788 or 20.6% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE read New York Times (Daily+Sunday) for an average of 22.5 minutes every day representing 21.4% of all time spent daily with All forms of Print Media.

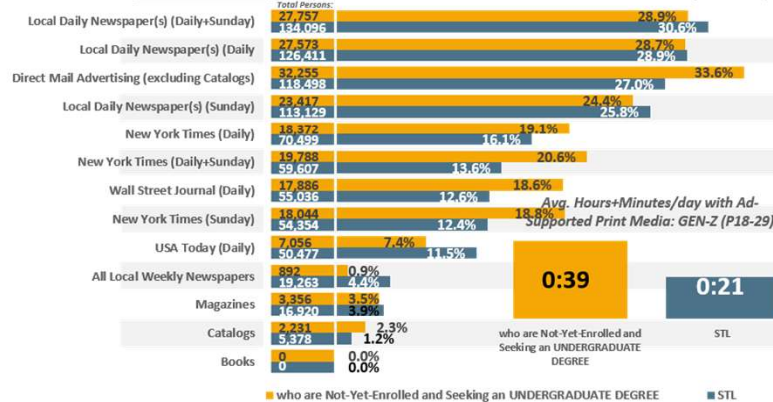
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



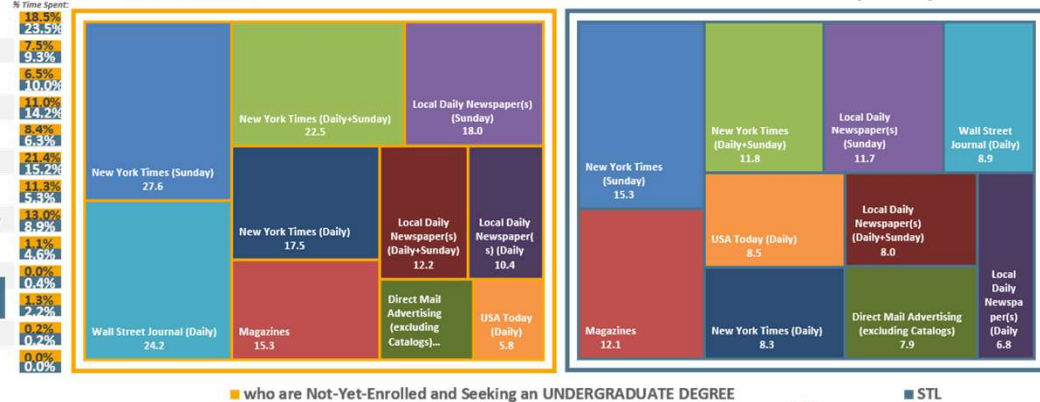
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



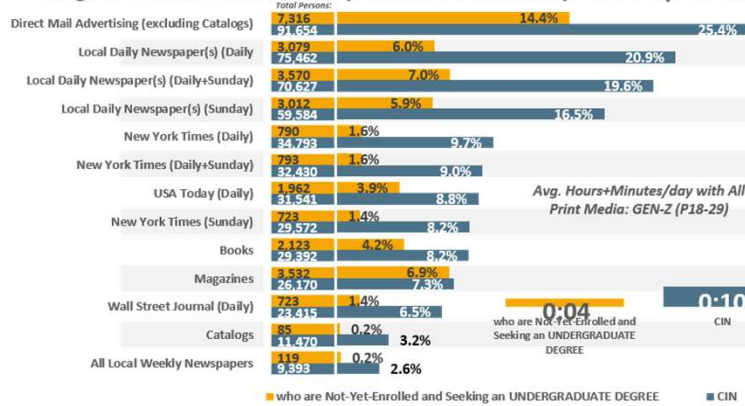
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



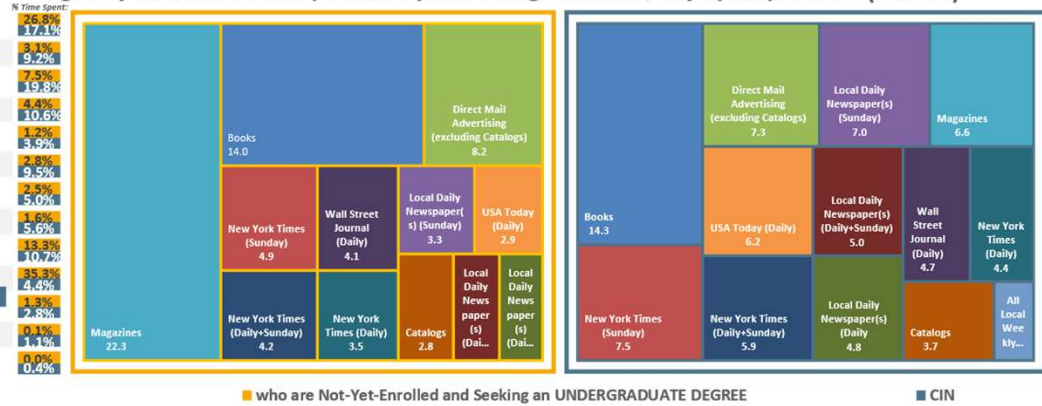


3,532 or 6.9% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE read Magazines for an average of 22.3 minutes every day representing 40.7% of all time spent daily with All forms of Print Media.

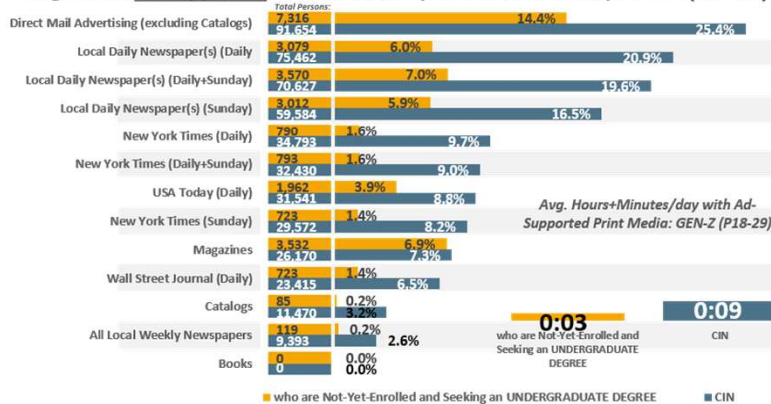
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



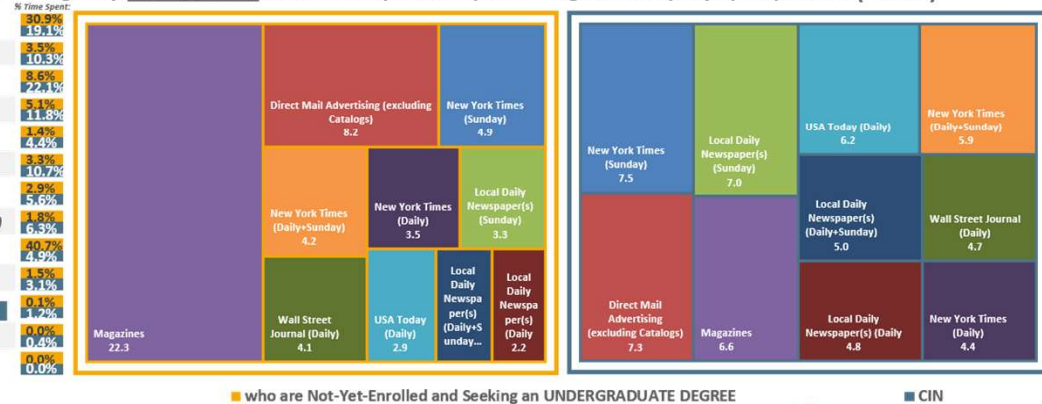
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



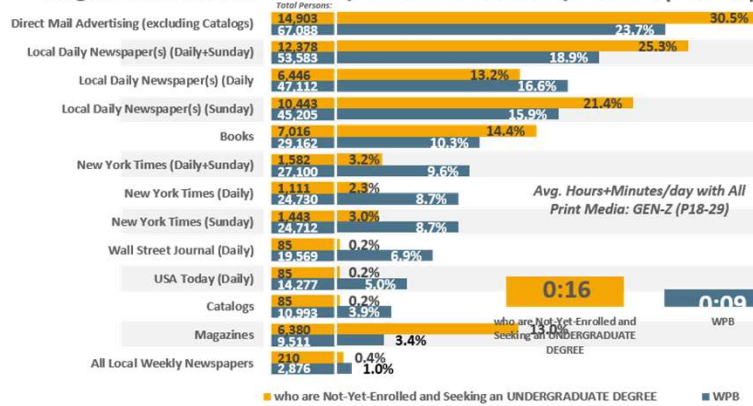
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



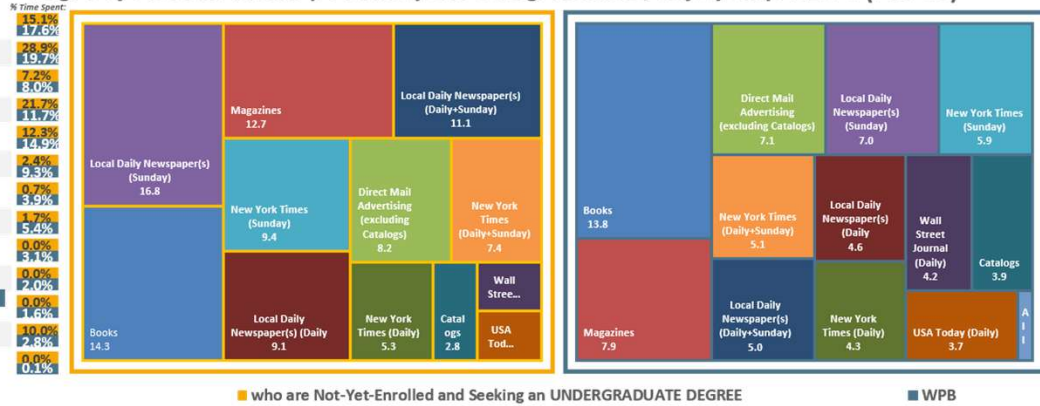


12,378 or 25.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 32.9% of all time spent daily with All forms of Print Media.

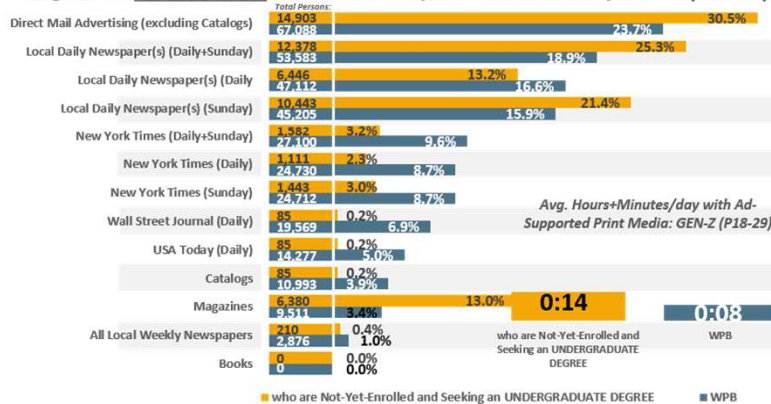
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



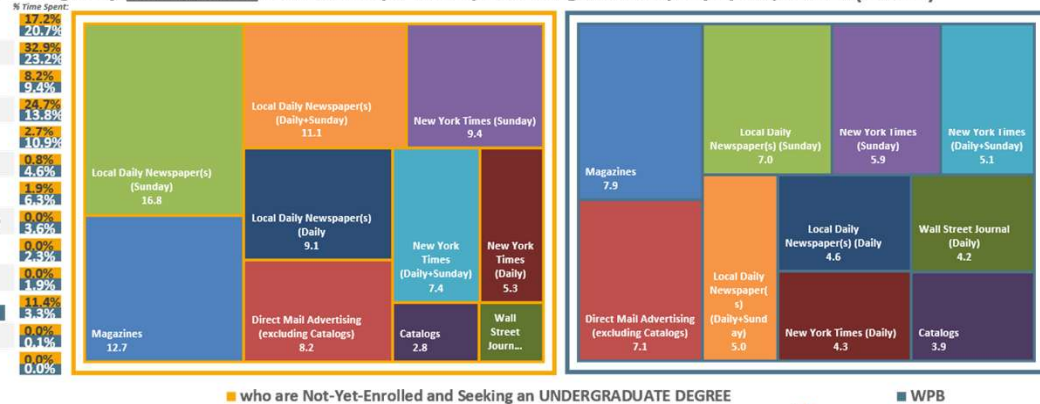
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



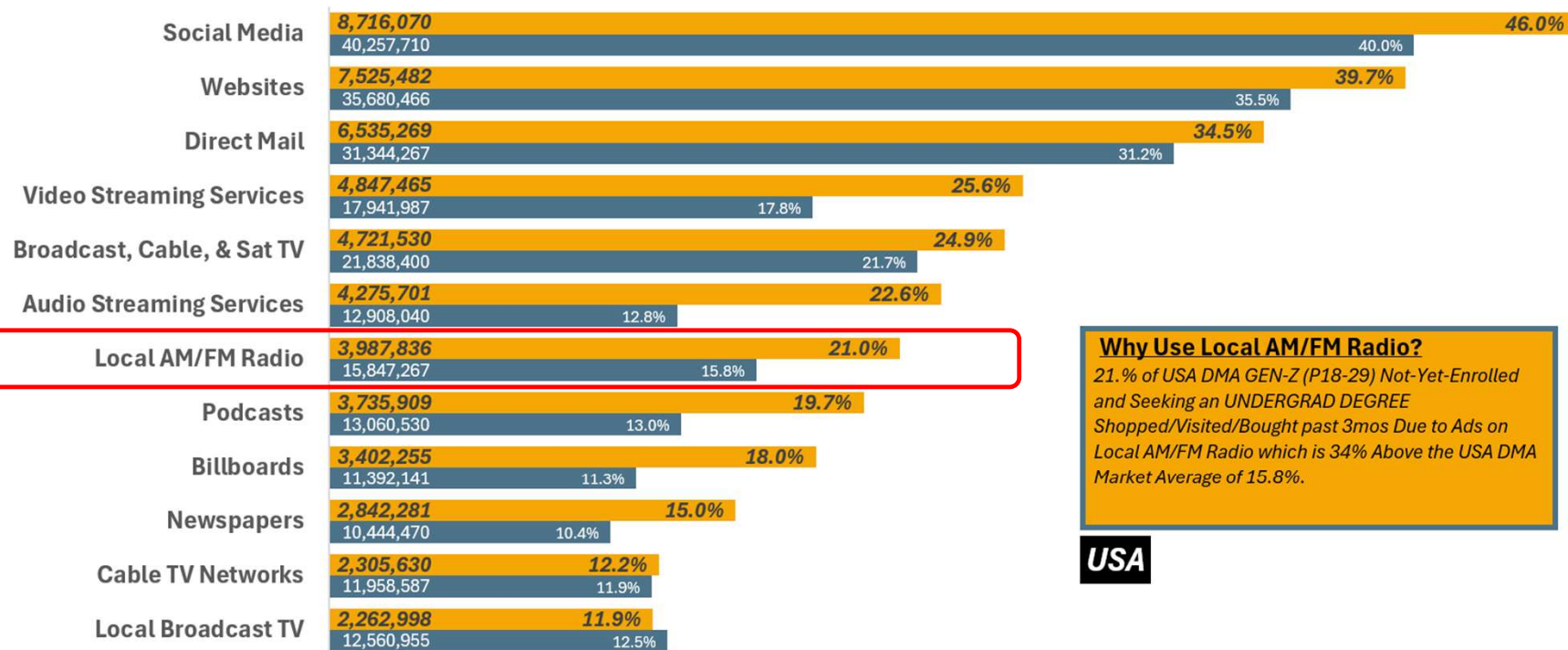
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





"Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

21. % of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 34% Above the USA DMA Market Average of 15.8%.

USA

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

GEN-Z (P18-29) USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 1022

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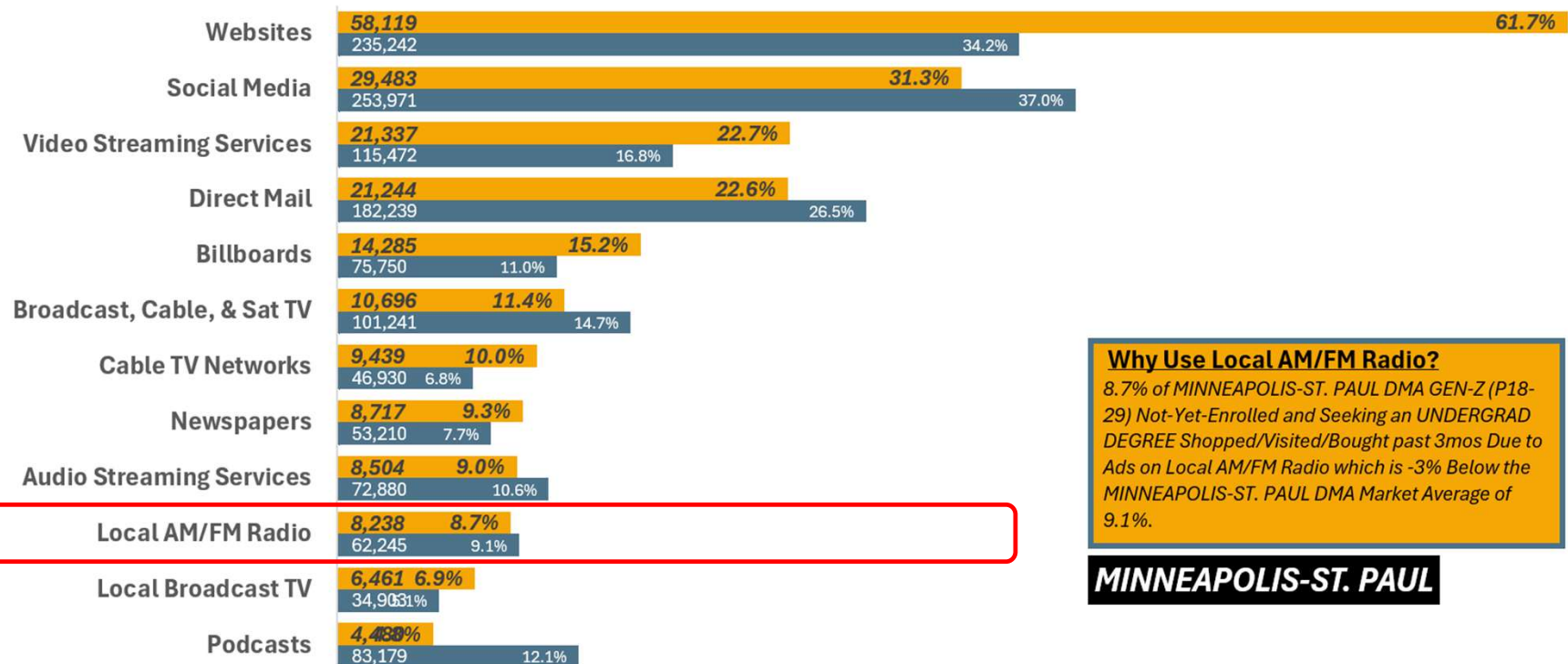
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



"Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

8.7% of MINNEAPOLIS-ST. PAUL DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 9.1%.

MINNEAPOLIS-ST. PAUL

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 32

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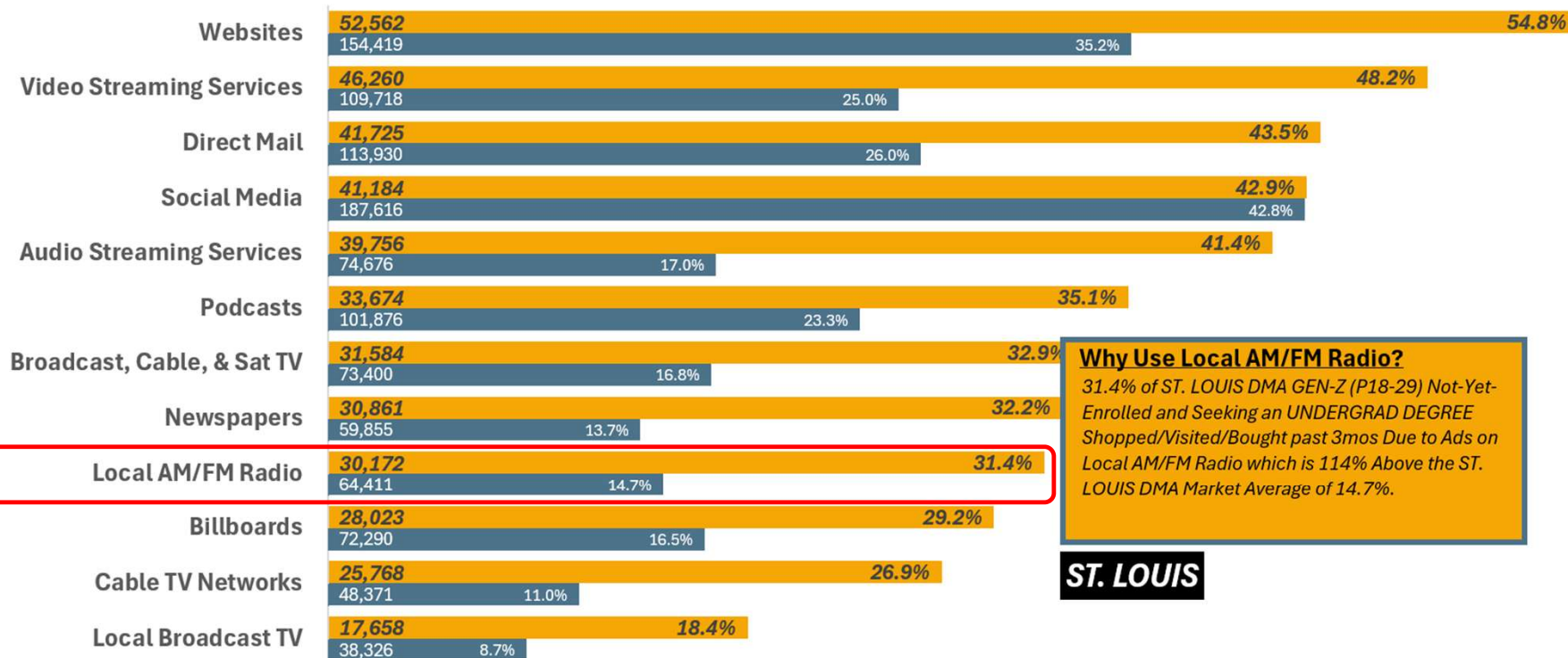
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



"Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

31.4% of ST. LOUIS DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 114% Above the ST. LOUIS DMA Market Average of 14.7%.

ST. LOUIS

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) ST. LOUIS AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 40
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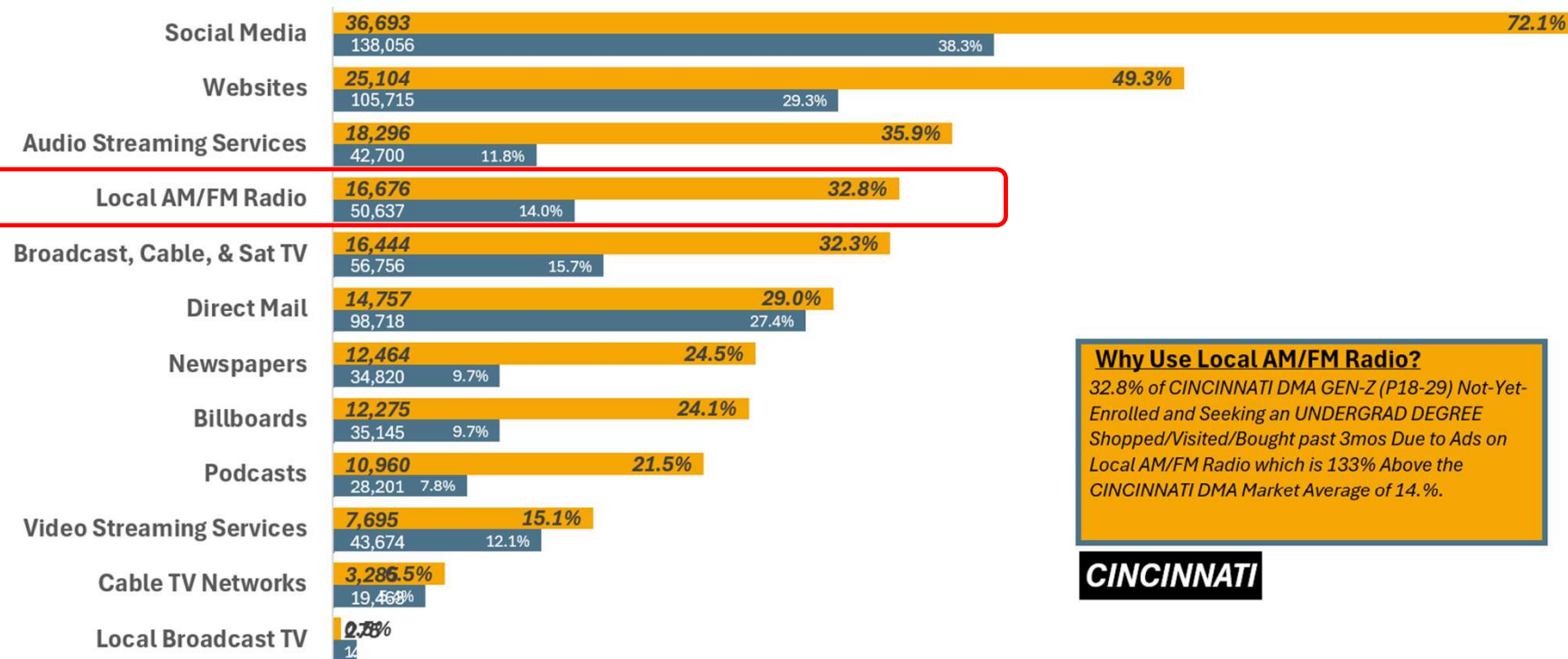
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



"Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

32.8% of CINCINNATI DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 133% Above the CINCINNATI DMA Market Average of 14.0%.

CINCINNATI

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) CINCINNATI AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 37

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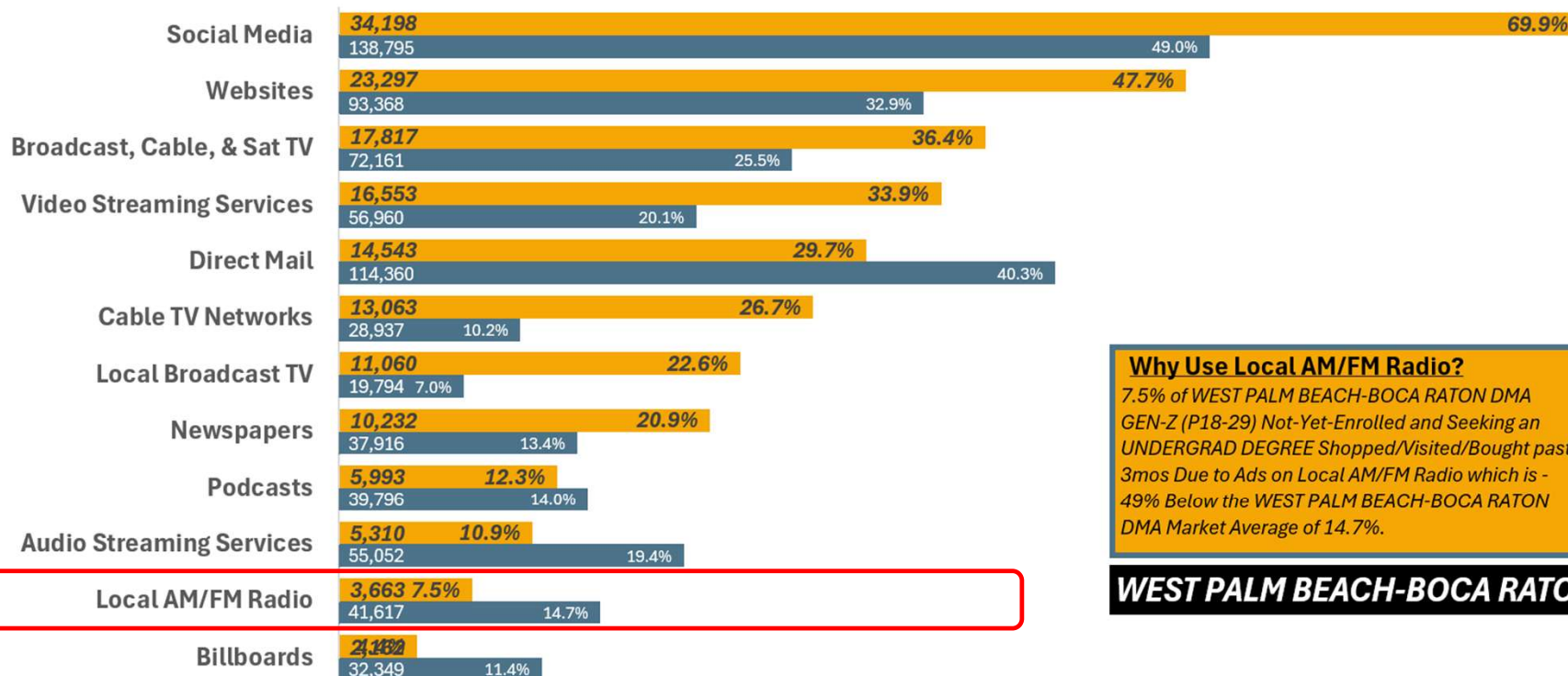
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((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



"Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

7.5% of WEST PALM BEACH-BOCA RATON DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 49% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 14.7%.

WEST PALM BEACH-BOCA RATON

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 52

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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]