

USA - GENERATION-Y (Age 30-44 Adults) vs. GENERATION-Y (Age 30-44 Adults) in 4 DMAs!

Complete Demographic & Media Use Profiles



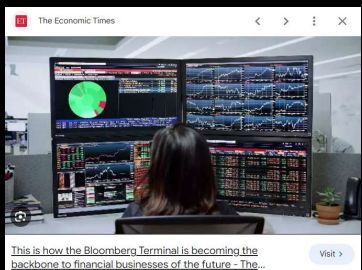
MEET THE "MILLENNIALS"



P30-44



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who are GENERATION-Y (Age 30-44 Adults) as of March 31, 2026.**



Vanguard BlackRock

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

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37.2 years old (23.8% younger than average) and have a \$103,272 (5% higher than average) annual household income.

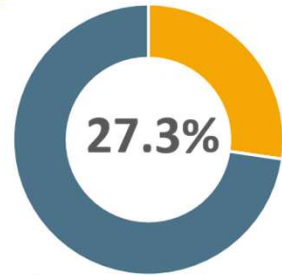


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

74,583,524

198,590,976

■ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)
■ Remainder of USA DMAs

%M vs. %F:

Average Age:

Persons:

51.4%	49.2%	48.6%	50.8%
37.1	48.8	37.3	48.9
38,306,873	134,358,7...	36,276,650	138,815,7...
Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

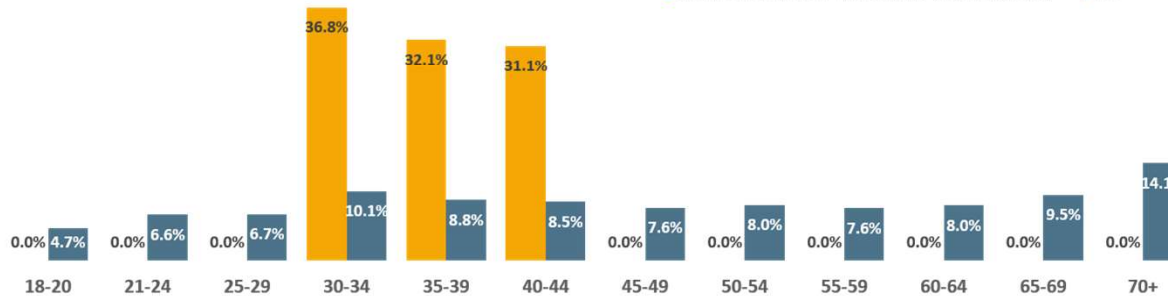
Average Age:

Adults 18 or older

37.2

48.8

■ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) ■ USA



■ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)

■ USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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USA Projection

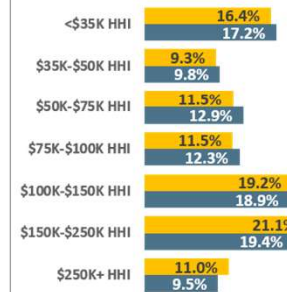
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338



HHI of Target vs. Market:



Avg HHI:

\$103,272

\$98,335

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



2.8% or 2,083,259 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CHICAGO, IL, DMA.
Typical Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA are 37.1 years old
(.3% younger than average) and have a \$115,835 (12.2% higher than average) annual household income.

Percent of Market: Adults 30 - 44



Gender of Target vs. Market: Adults 30 - 44

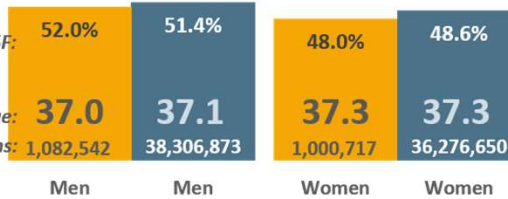


- GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA
- Remainder of USA GEN-Y (P30-44) "MILLENNIALS" DMAs

Total Persons:

2,083,259 72,500,265

%M vs. %F:
Average Age:
Persons:



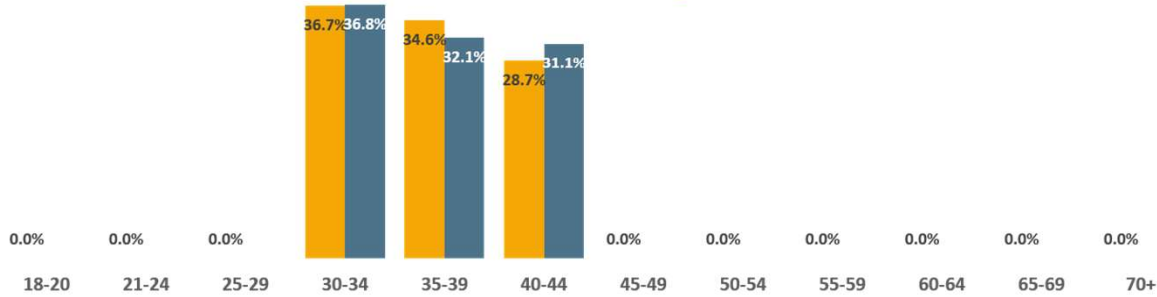
Age Cell Demographics of Target vs. Market:

Adults 30 - 44

Average Age:



GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA

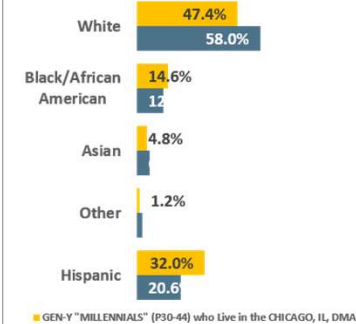


GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26
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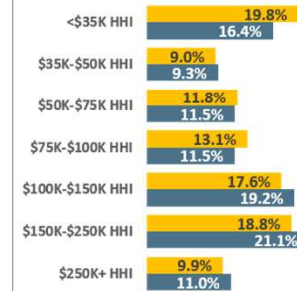
Qual Intab 981 USA Projection USA Qual Intab 5,886

Ethnicity of Target vs. Market:



GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA
USA GEN-Y (P30-44) "MILLENNIALS"

HHI of Target vs. Market:



Avg HHI: \$115,835 \$103,272

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



2.2% or 1,615,695 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WASHINGTON, DC, DMA.
Typical Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA are 37.5 years old (.7% older than average) and have a \$145,329 (40.7% higher than average) annual household...

Percent of Market: Adults 30 - 44



Gender of Target vs. Market: Adults 30 - 44



- GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA
- Remainder of USA GEN-Y (P30-44) "MILLENNIALS" DMAs

Total Persons:

1,615,695 72,967,829

%M vs. %F:

Average Age:

Persons:

50.9%	51.4%	49.1%	48.6%
37.2	37.1	37.8	37.3
822,423	38,306,873	793,272	36,276,650
Men	Men	Women	Women

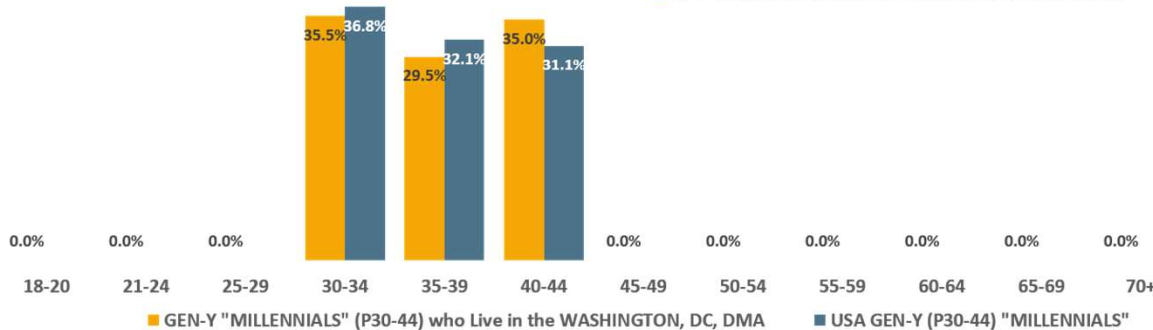
Age Cell Demographics of Target vs. Market:

Adults 30 - 44

Average Age:

37.5 37.2

GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA



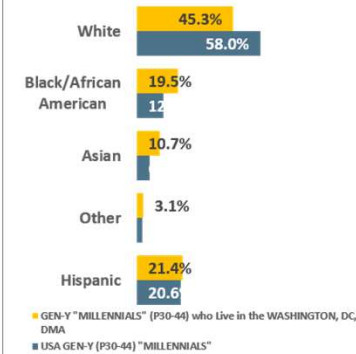
GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

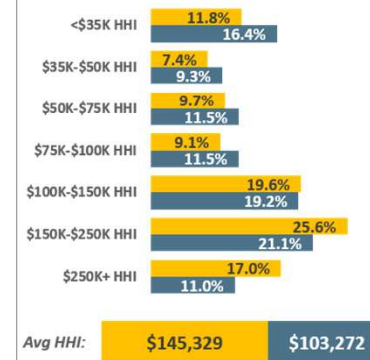
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,548
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USA Projection USA Qual Intab 5,886

Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$145,329 \$103,272

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1.9% or 1,387,411 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the SEATTLE, WA, DMA.
Typical Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA are 37.1 years old
(.2% younger than average) and have a \$142,021 (37.5% higher than average) annual household income.

Percent of Market: Adults 30 - 44



Gender of Target vs. Market: Adults 30 - 44



- GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA
- Remainder of USA GEN-Y (P30-44) "MILLENNIALS" DMAs

Total Persons:

1,387,411 73,196,113

%M vs. %F:

Average Age:

Persons:

50.9%	51.4%	49.1%	48.6%
37.3	37.1	37.0	37.3
705,683	38,306,873	681,728	36,276,650
Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

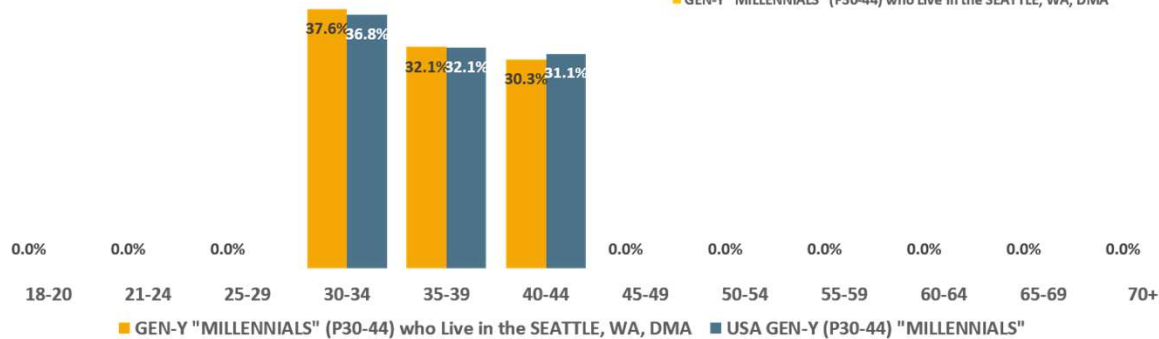
Adults 30 - 44

Average Age:

37.1

37.2

GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA

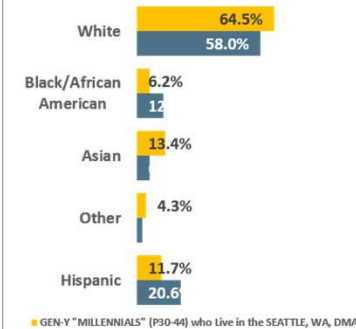


GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 997 USA Projection USA Qual Intab 5,886

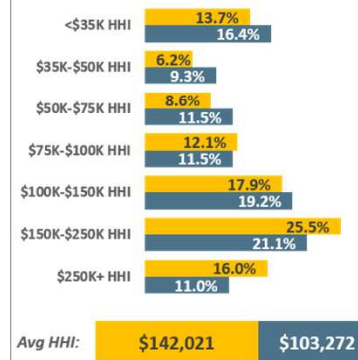
Ethnicity of Target vs. Market:



GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

HHI of Target vs. Market:



(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



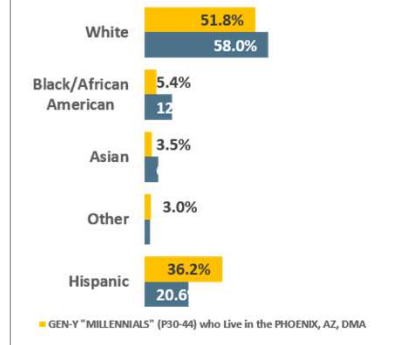
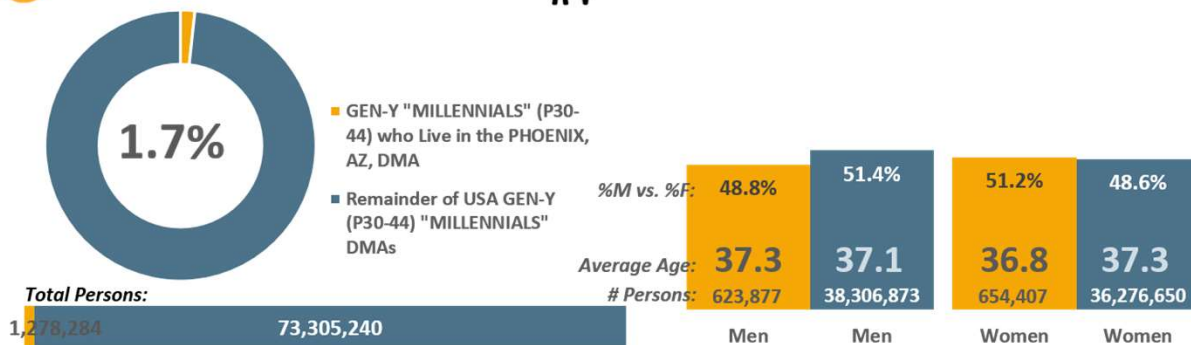
1.7% or 1,278,284 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the PHOENIX, AZ, DMA.
 Typical Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA are 37.1 years old
 (.4% younger than average) and have a \$106,594 (3.2% higher than average) annual household income.

Percent of Market: Adults 30 - 44

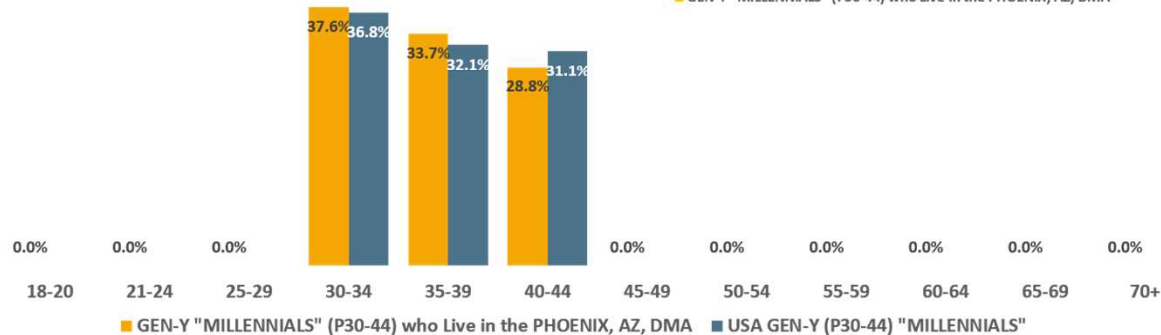


Gender of Target vs. Market: Adults 30 - 44

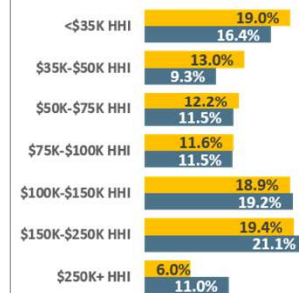
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



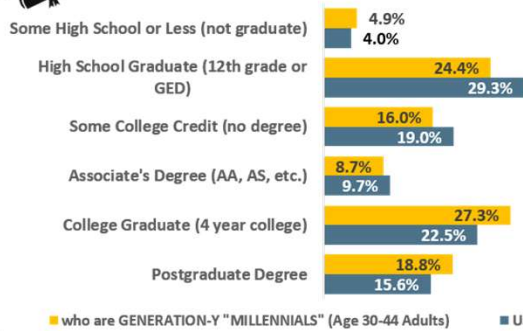
Avg HHI: \$106,594 (Target) vs \$103,272 (Market)



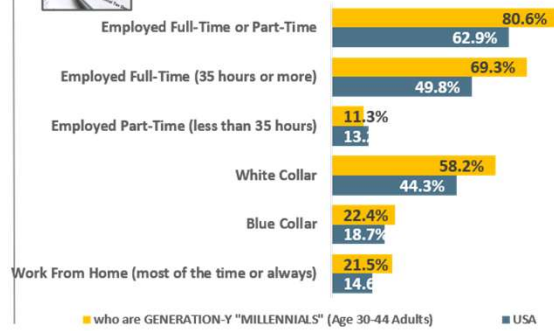
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 20.9% more likely to be a college graduate, 39.3% more likely to work full-time, 1.3% more likely to be married, 115.1% more likely to be a parent of 1 or more children under 18.



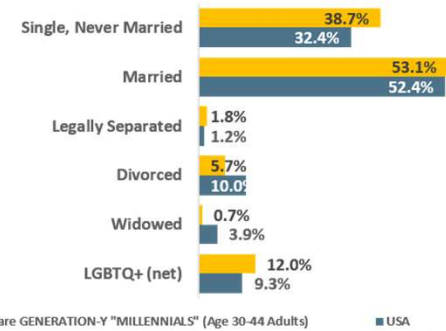
Education Levels: Adults 18 or older



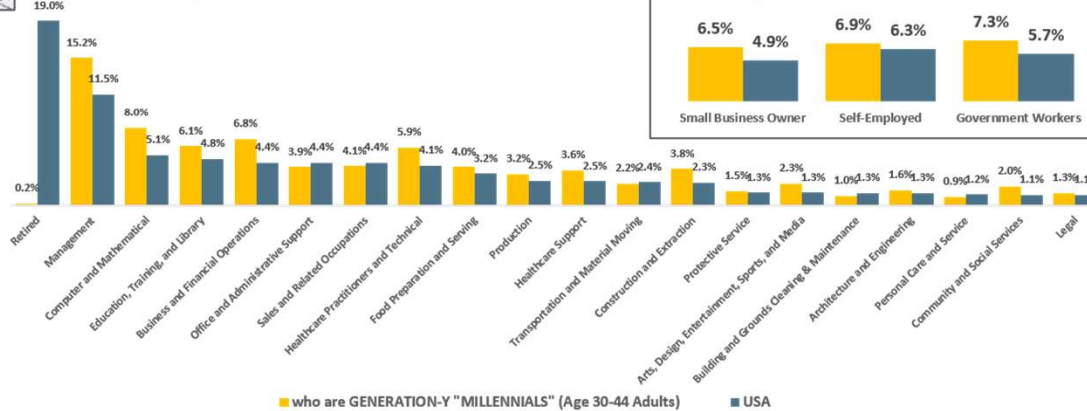
Employment: Adults 18 or older



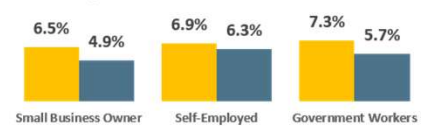
Marital Status: Adults 18 or older



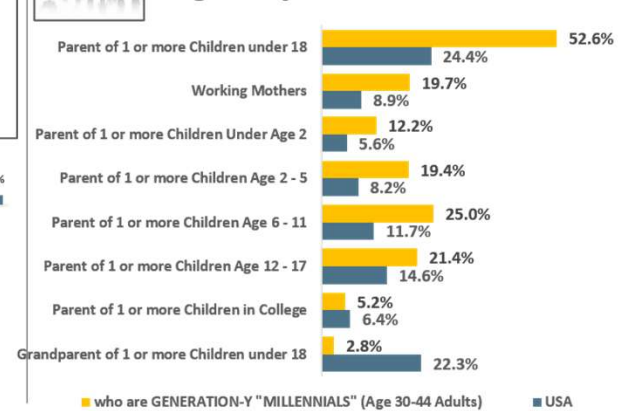
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 5,886
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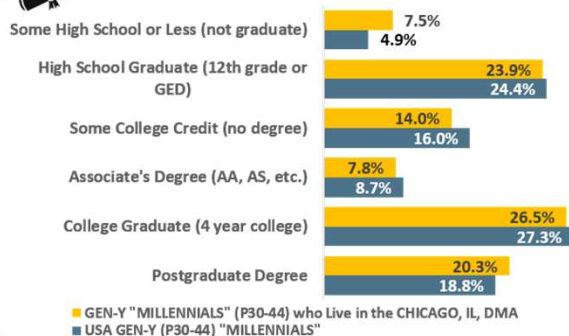
USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 24,338

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

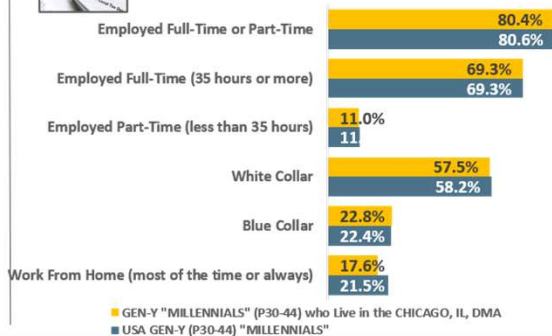


2.8% or 2,083,259 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CHICAGO, IL, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA are 1.6% more likely to be a college graduate, .% more likely to work full-time, 7.3% less likely to be married, 10.6% less likely to be a parent of 1 or more children under 18.

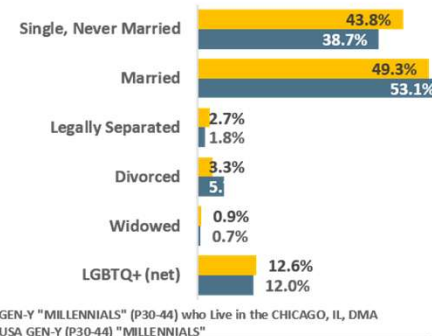
Education Levels: Adults 30 - 44



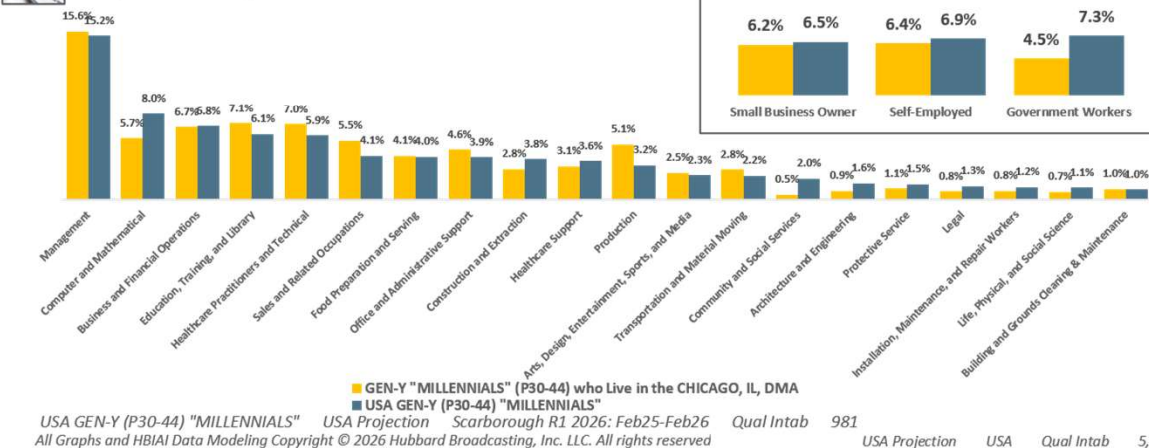
Employment: Adults 30 - 44



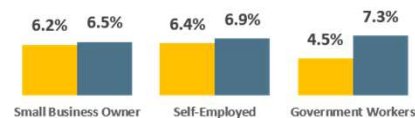
Marital Status: Adults 30 - 44



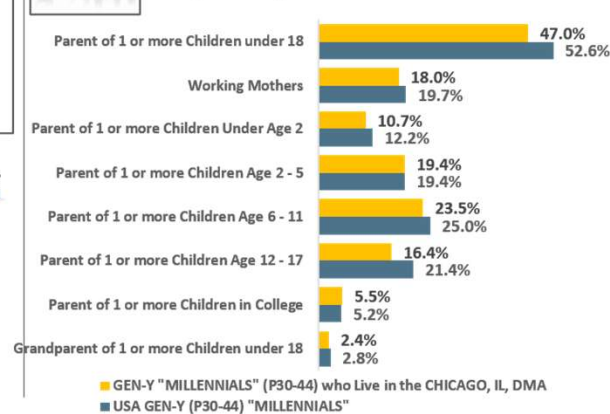
Top-20 Occupations: Adults 30 - 44



Entrepreneurs/Government Workers



Stage in Life: Adults 30 - 44



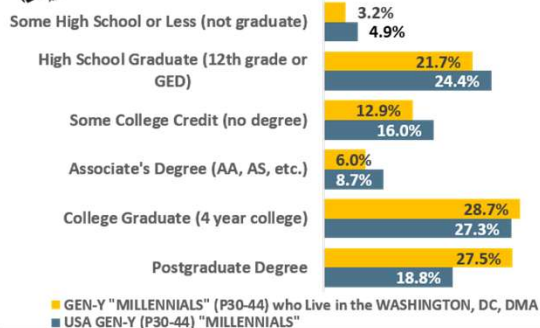
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough RI 2026: Feb25-Feb26 Qual Intab 981
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

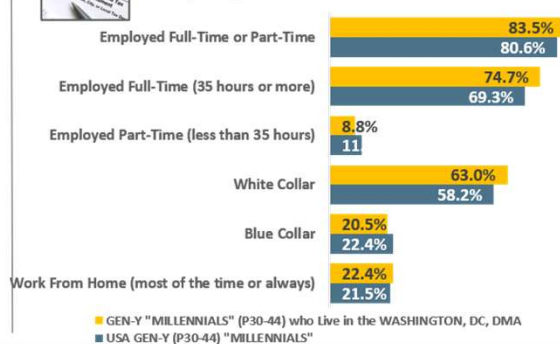


2.2% or 1,615,695 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WASHINGTON, DC, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA are 22.1% more likely to be a college graduate, 7.7% more likely to work full-time, 5.8% more likely to be married, .5% more likely to be a parent of 1 or more children under

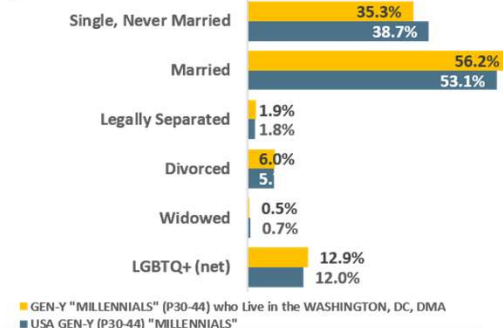
Education Levels: Adults 30 - 44



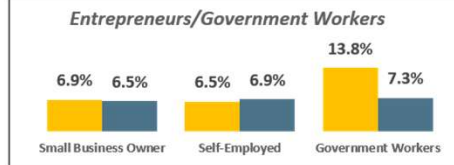
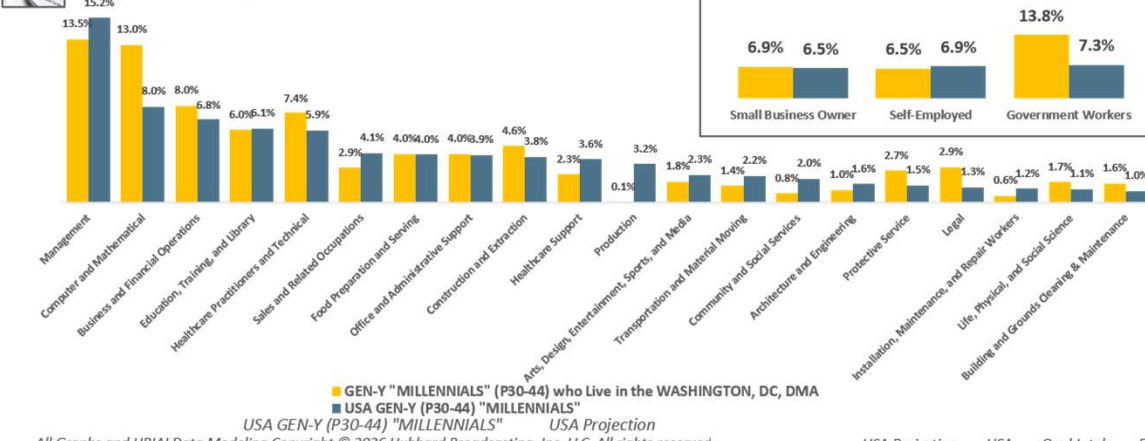
Employment: Adults 30 - 44



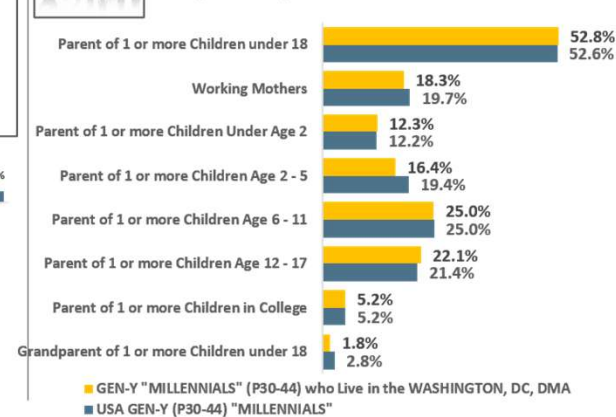
Marital Status: Adults 30 - 44



Top-20 Occupations: Adults 30 - 44



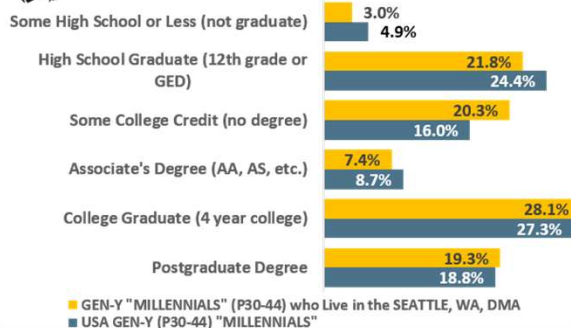
Stage in Life: Adults 30 - 44



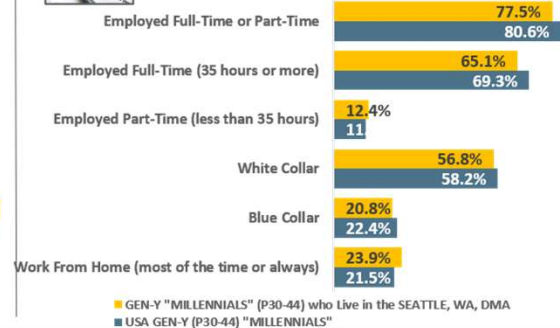


1.9% or 1,387,411 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the SEATTLE, WA, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA are 3.% more likely to be a college graduate, 6.% less likely to work full-time, 7.6% more likely to be married, .6% more likely to be a parent of 1 or more children under 18.

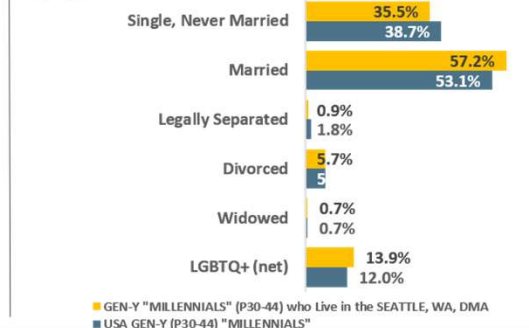
Education Levels: Adults 30 - 44



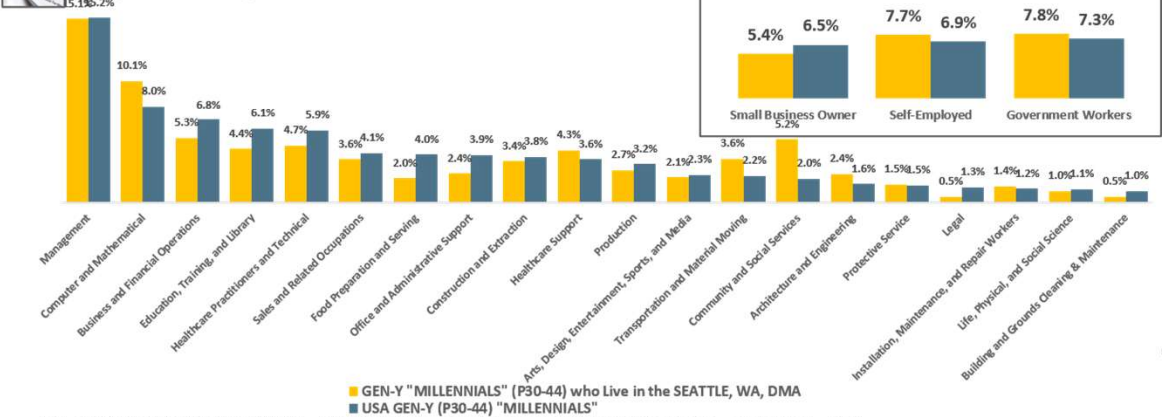
Employment: Adults 30 - 44



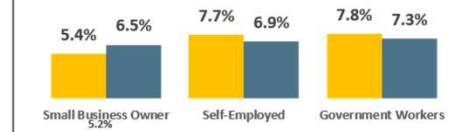
Marital Status: Adults 30 - 44



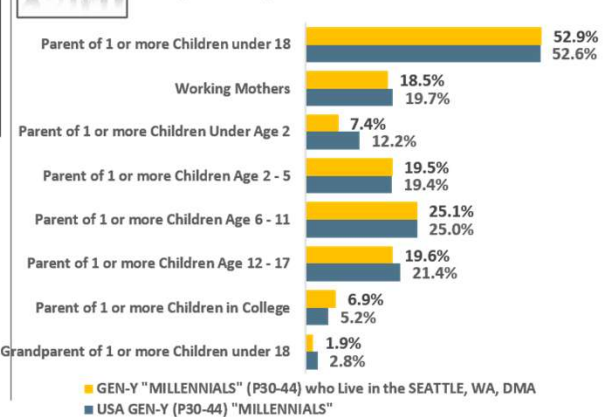
Top-20 Occupations: Adults 30 - 44



Entrepreneurs/Government Workers



Stage in Life: Adults 30 - 44

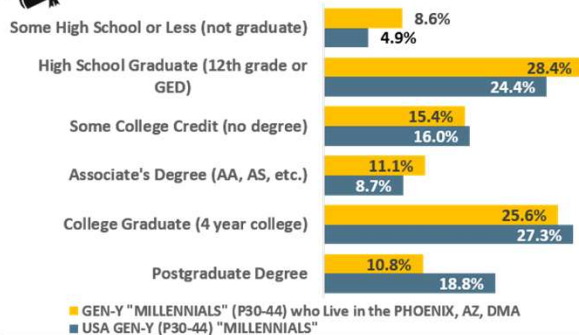




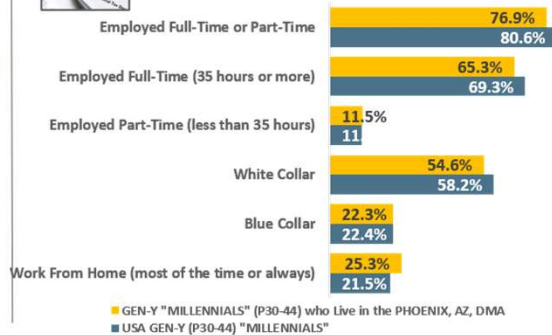
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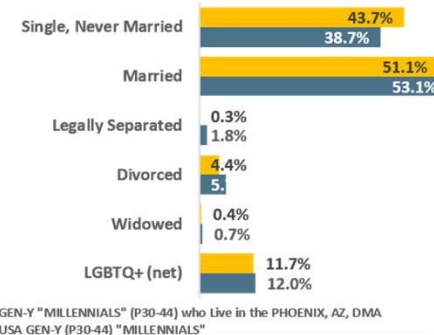
Education Levels: Adults 30 - 44



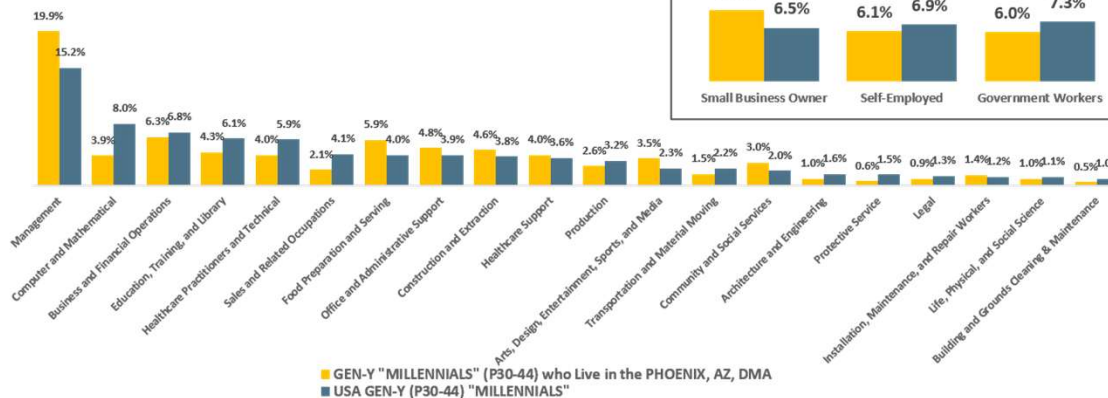
Employment: Adults 30 - 44



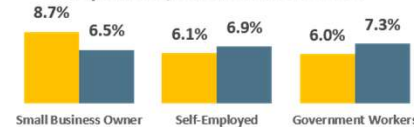
Marital Status: Adults 30 - 44



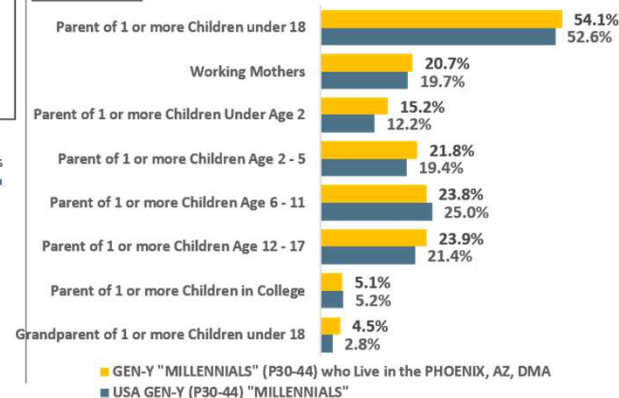
Top-20 Occupations: Adults 30 - 44



Entrepreneurs/Government Workers



Stage in Life: Adults 30 - 44



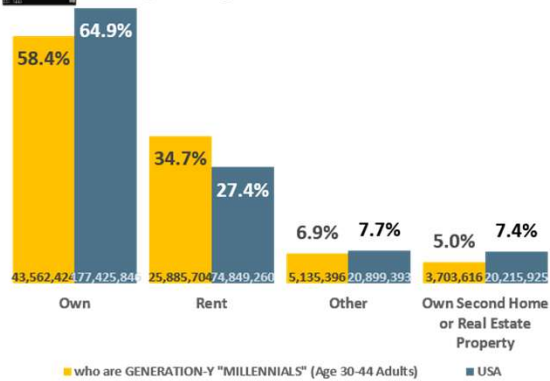
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough RI 2026: Feb25-Feb26 Qual Intab 597
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

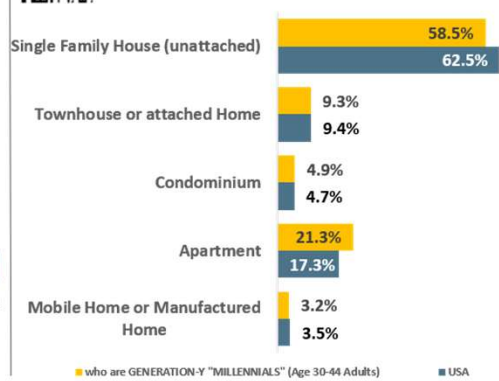


27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 10.1% less likely to own their home, 17.8% more likely to own a higher valued home, 6.4% less likely to have a single-family home, 8.8% more likely to have a dog.

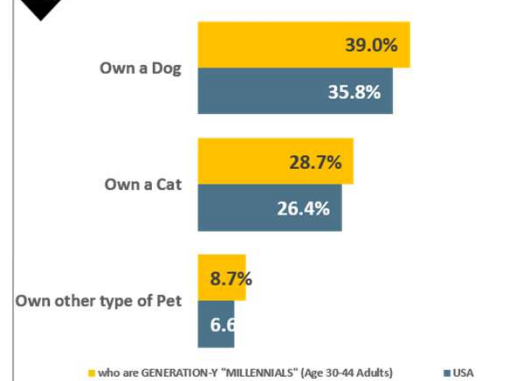
Own/Rent/Other: Adults 18 or older



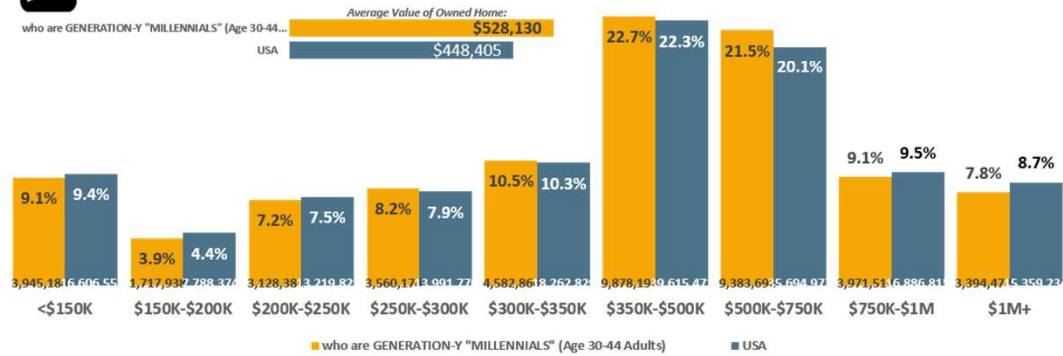
Type of Home: Adults 18 or older



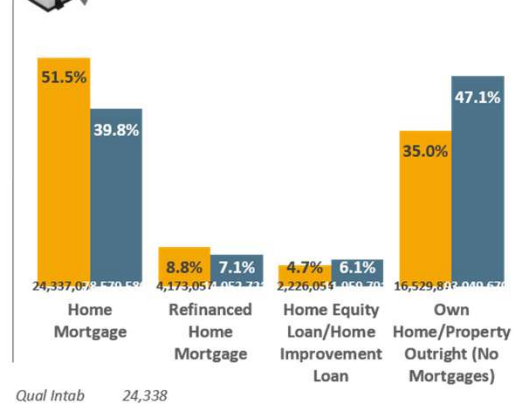
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



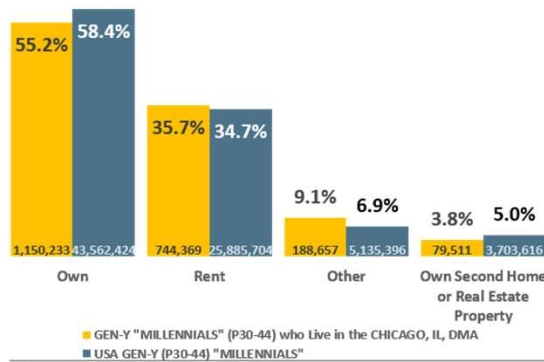
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

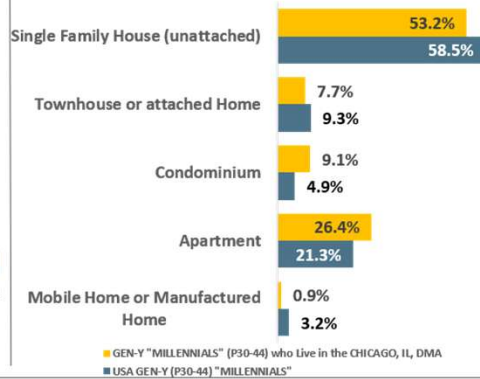


2.8% or 2,083,259 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CHICAGO, IL, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA are 5.5% less likely to own their home, 6.1% more likely to own a higher valued home, 9.% less likely to have a single-family home, 20.6% less likely to have a dog.

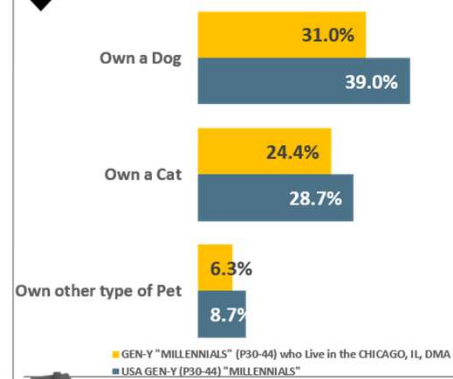
Own/Rent/Other: Adults 30 - 44



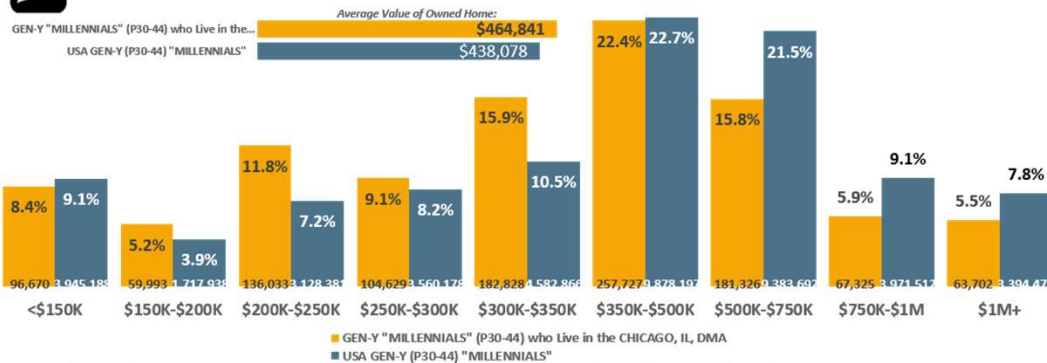
Type of Home: Adults 30 - 44



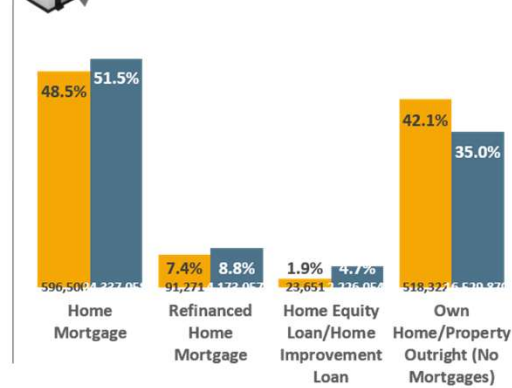
Pets in Home: Adults 30 - 44



Value of Owned Home: Adults 30 - 44



Home Loans: Adults 30 - 44



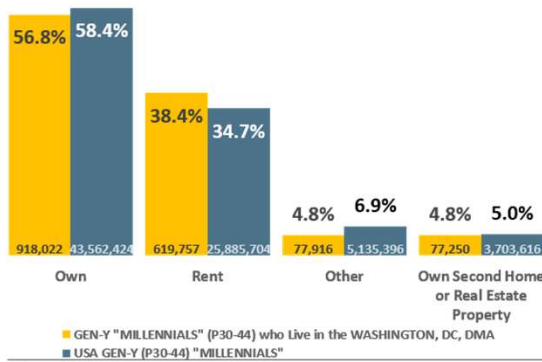
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

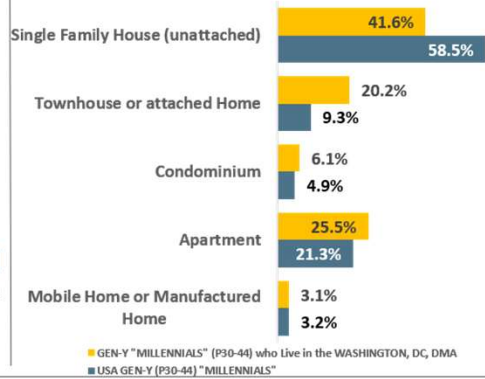


2.2% or 1,615,695 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WASHINGTON, DC, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA are 2.7% less likely to own their home, 47.6% more likely to own a higher valued home, 28.8% less likely to have a single-family home, 23.% less likely to have a dog.

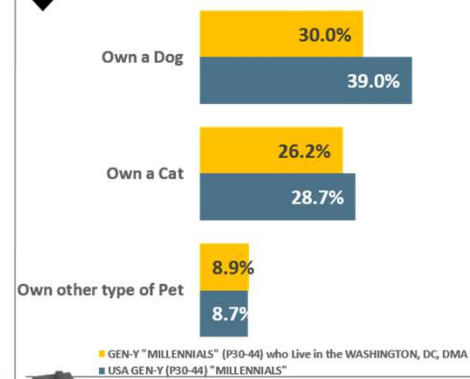
Own/Rent/Other: Adults 30 - 44



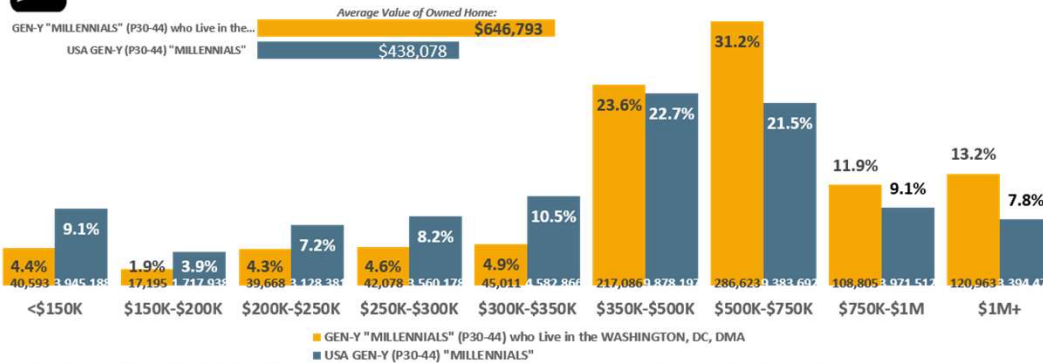
Type of Home: Adults 30 - 44



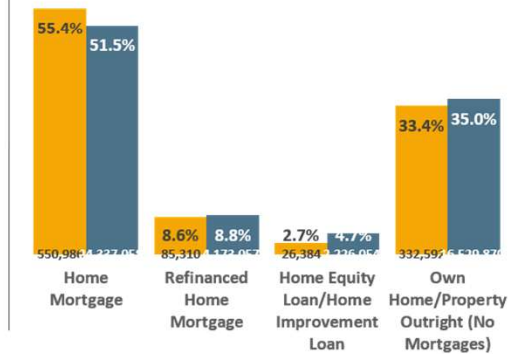
Pets in Home: Adults 30 - 44



Value of Owned Home: Adults 30 - 44



Home Loans: Adults 30 - 44



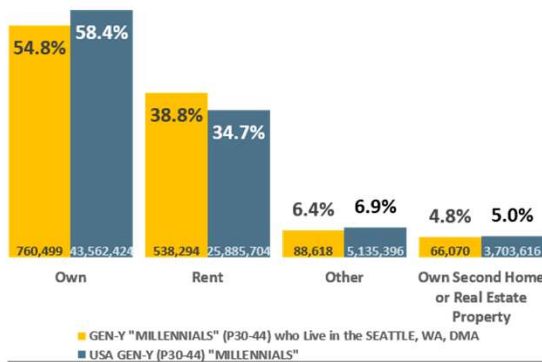
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,548
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Qual Intab 5,886

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

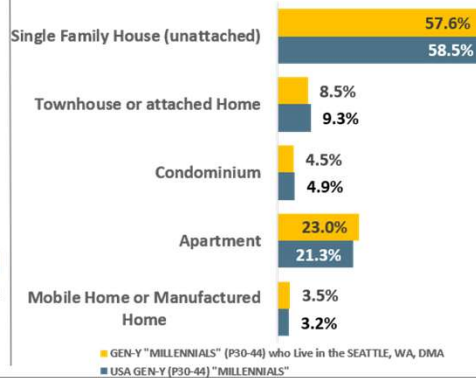


1.9% or 1,387,411 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the SEATTLE, WA, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA are 6.2% less likely to own their home, 82.5% more likely to own a higher valued home, 1.6% less likely to have a single-family home, 12.8% more likely to have a dog.

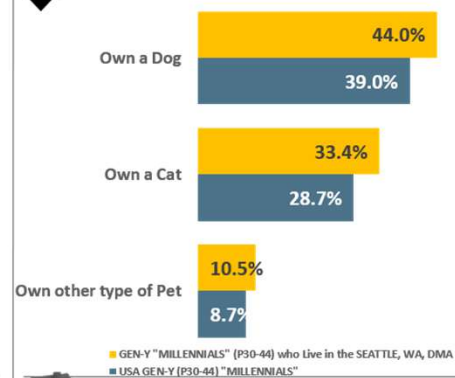
Own/Rent/Other:Adults 30 - 44



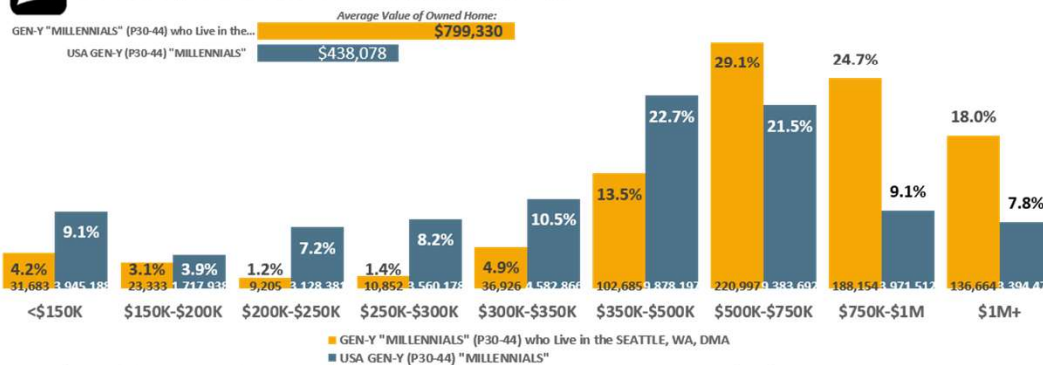
Type of Home:Adults 30 - 44



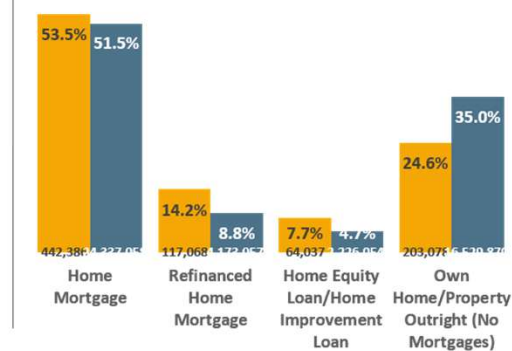
Pets in Home:Adults 30 - 44



Value of Owned Home: Adults 30 - 44



Home Loans: Adults 30 - 44



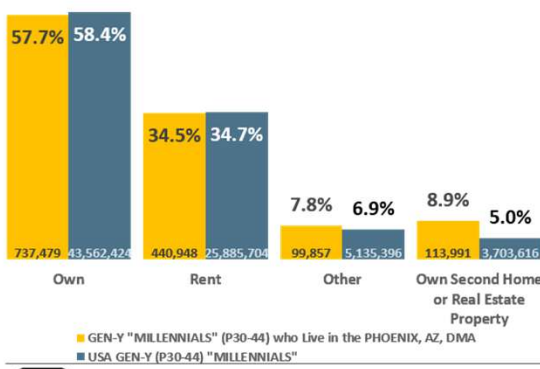
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Mar25-Mar26 Qual Intab 997 USA Projection USA Qual Intab 5,886

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

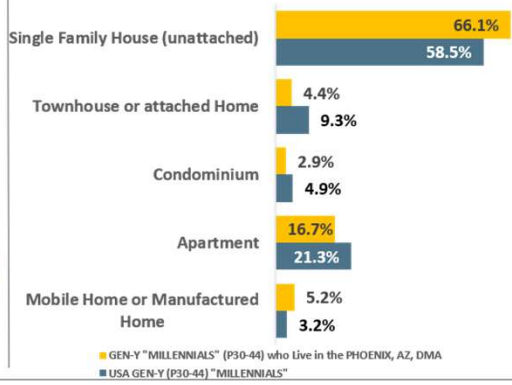


1.7% or 1,278,284 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the PHOENIX, AZ, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA are 1.2% less likely to own their home, 13.3% more likely to own a higher valued home, 13.1% more likely to have a single-family home, 25.% more likely to have a dog.

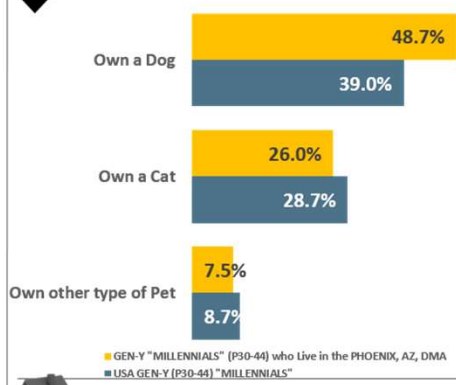
Own/Rent/Other:Adults 30 - 44



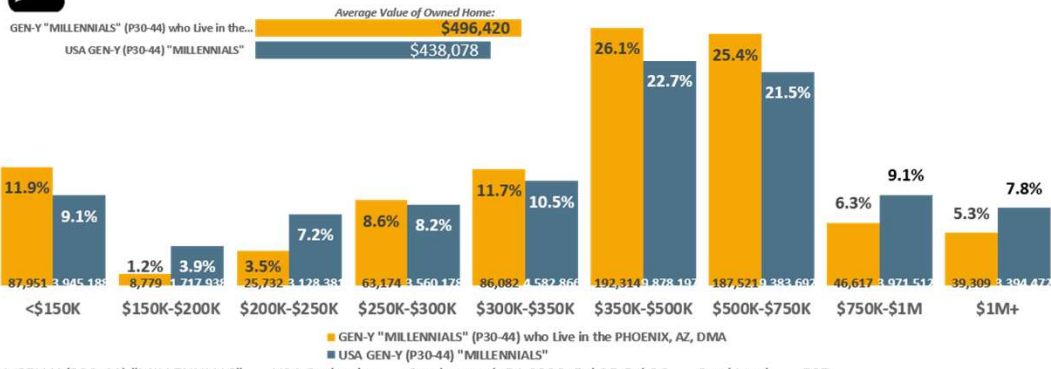
Type of Home:Adults 30 - 44



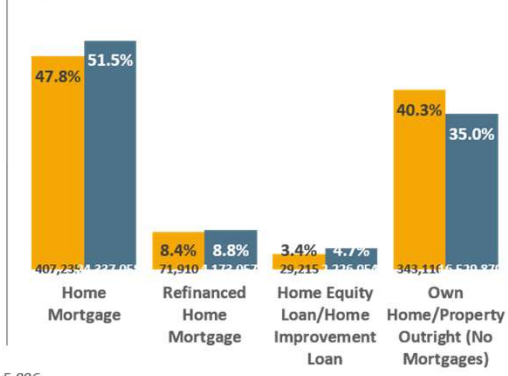
Pets in Home:Adults 30 - 44



Value of Owned Home: Adults 30 - 44



Home Loans: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 597
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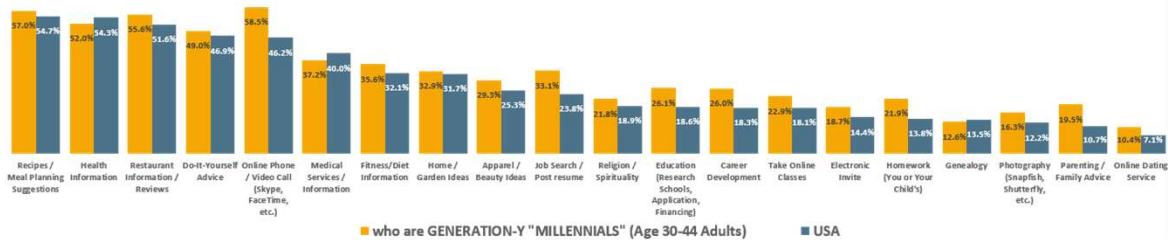
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



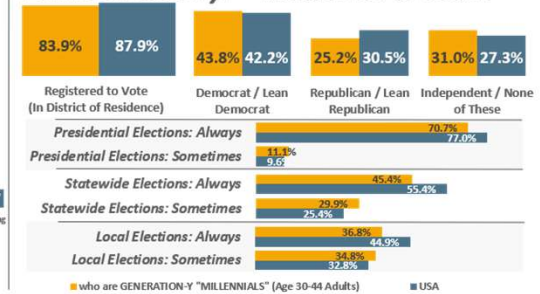
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 4.4% more likely to look up D-I-Y advice online, 18.1% less likely to always vote in local elections, 4.8% more likely to belong to a gym, 9.3% more likely to fly domestic past y



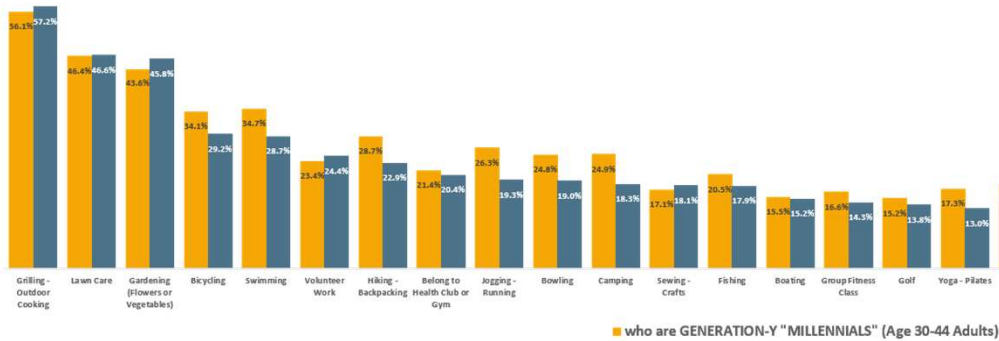
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



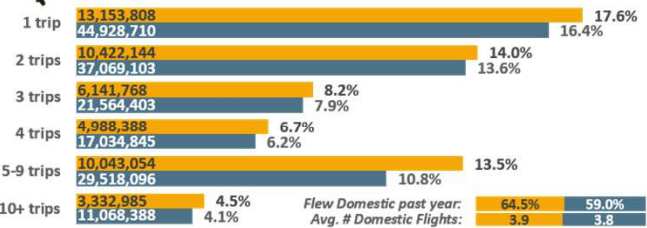
Political Activity: Adults 18 or older



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



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

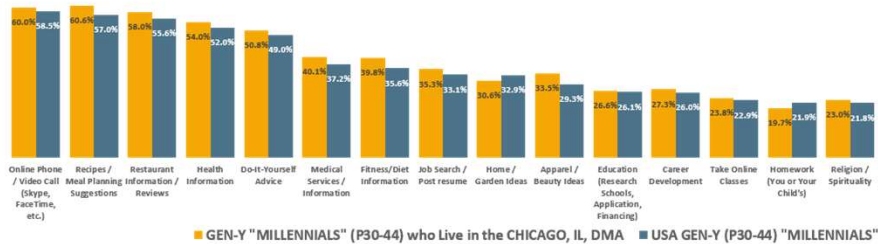




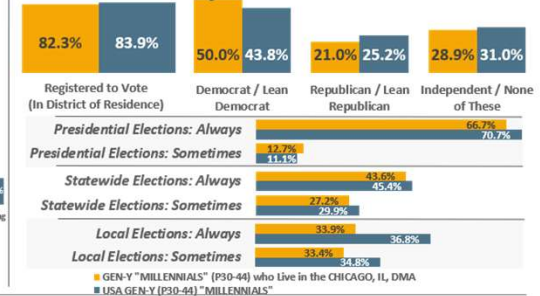
2.8% or 2,083,259 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CHICAGO, IL, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA are 3.7% more likely to look up D-I-Y advice online, 7.8% less likely to always vote in local elections, 2.6% more likely to belong to a gym, 6.4% more likely to fly domestic pas



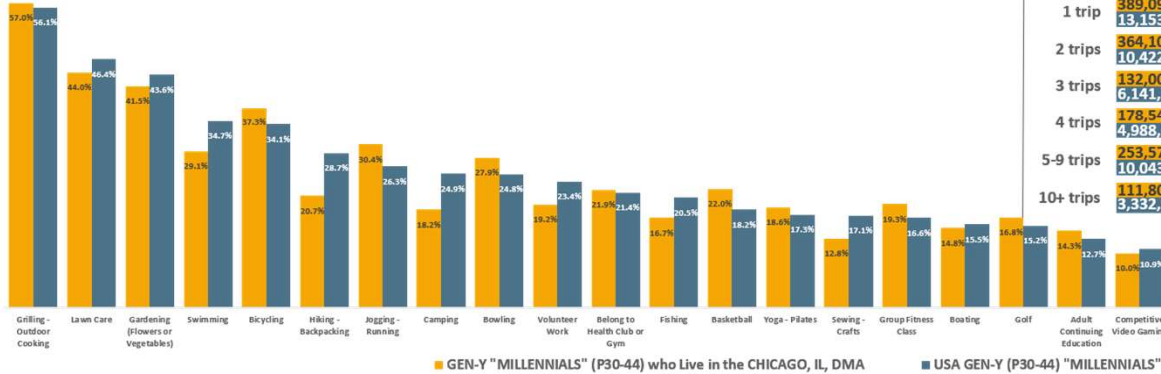
Top-20 past 30-days Online Lifestyle Activites: Adults 30 - 44



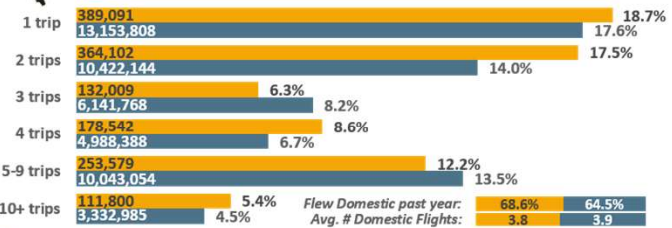
Political Activity: Adults 30 - 44



Top-30 past 12-months Active Lifestyle Activites: Adults 30 - 44



Past 12-months Domestic Airline Trips: Adults 30 - 44

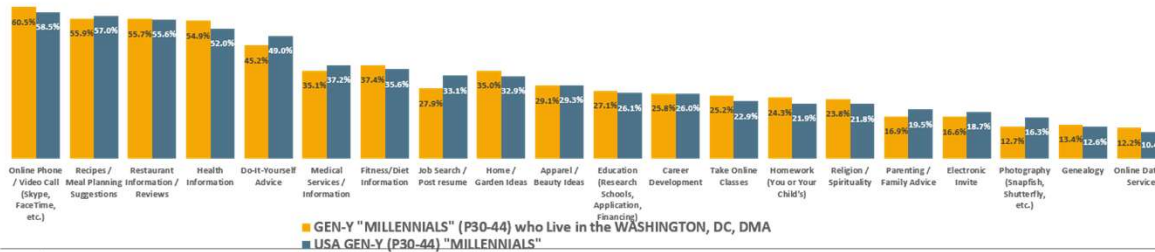




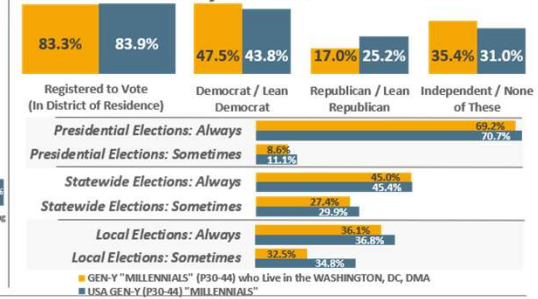
2.2% or 1,615,695 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WASHINGTON, DC, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA are 7.8% less likely to look up D-I-Y advice online, 1.8% less likely to always vote in local elections, 1.6% less likely to belong to a gym, 2.9% more likely to fly domestic



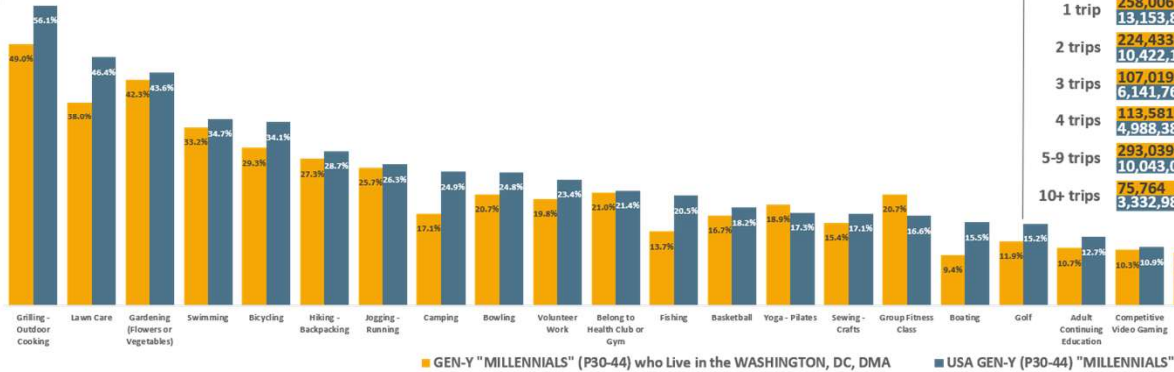
Top-20 past 30-days Online Lifestyle Activities: Adults 30 - 44



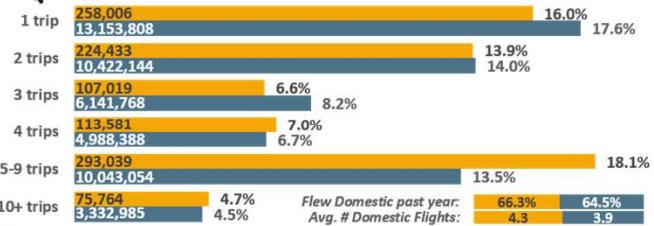
Political Activity: Adults 30 - 44



Top-30 past 12-months Active Lifestyle Activities: Adults 30 - 44



Past 12-months Domestic Airline Trips: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 1,548
USA Projection USA Qual Intab 5,886

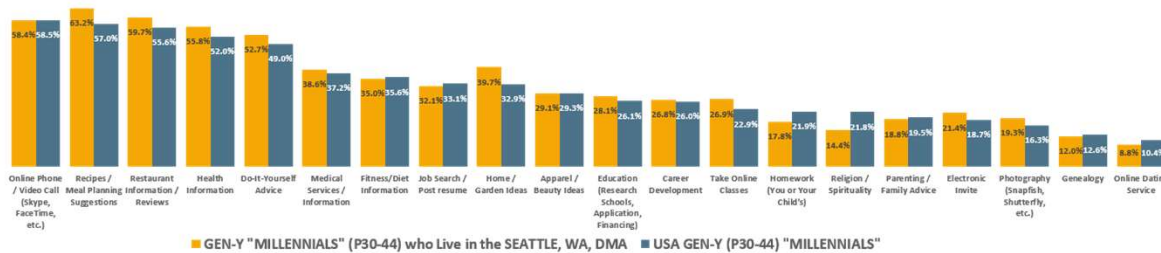
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



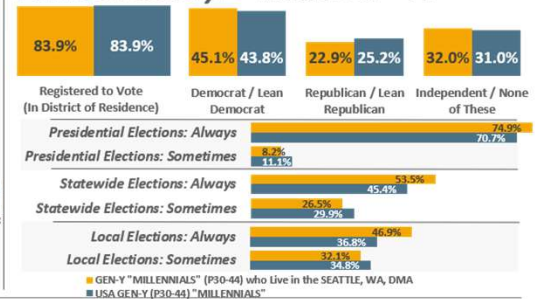
1.9% or 1,387,411 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the SEATTLE, WA, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA are 7.4% more likely to look up D-I-Y advice online, 27.7% more likely to always vote in local elections, 10.9% more likely to belong to a gym, 6.3% more likely to fly domestic p



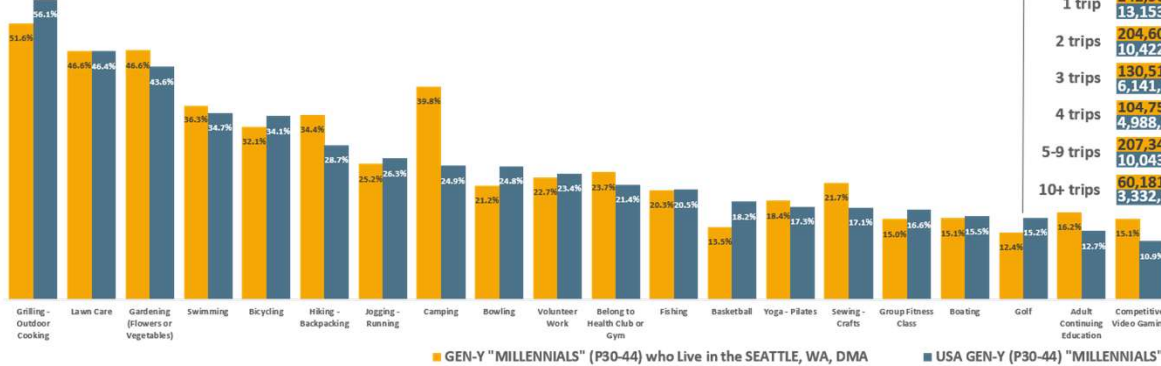
Top-20 past 30-days Online Lifestyle Activites: Adults 30 - 44



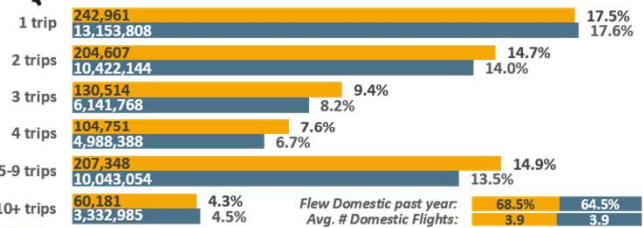
Political Activity: Adults 30 - 44



Top-30 past 12-months Active Lifestyle Activites: Adults 30 - 44



Past 12-months Domestic Airline Trips: Adults 30 - 44

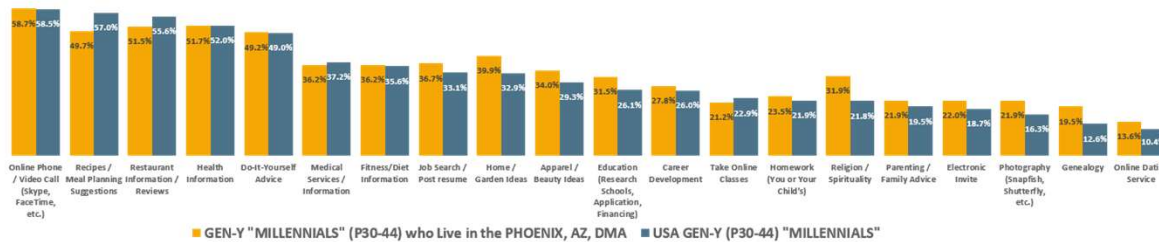




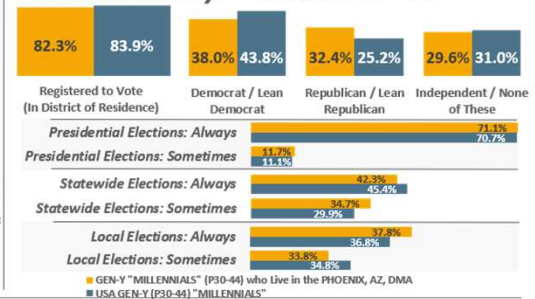
1.7% or 1,278,284 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the PHOENIX, AZ, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA are .3% more likely to look up D-I-Y advice online, 2.8% more likely to always vote in local elections, 1.3% more likely to belong to a gym, 1.7% less likely to fly domestic past



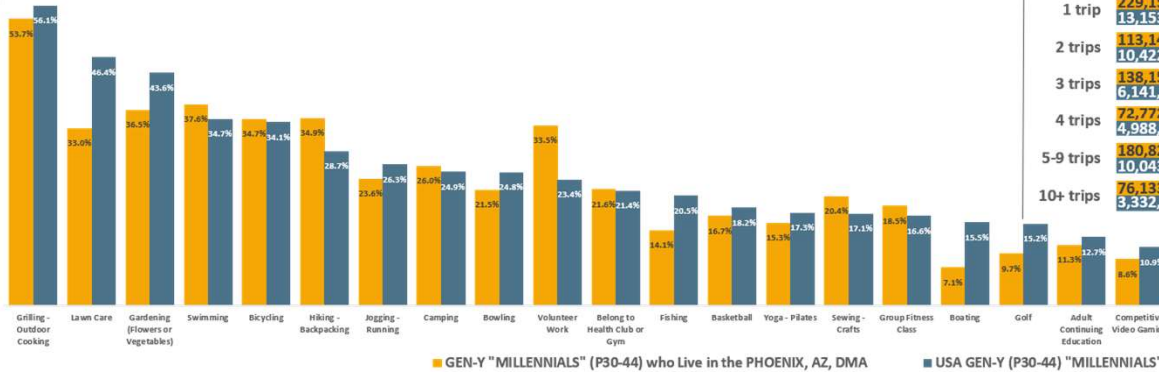
Top-20 past 30-days Online Lifestyle Activites: Adults 30 - 44



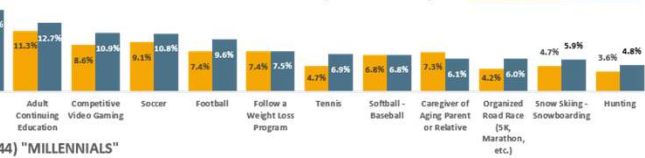
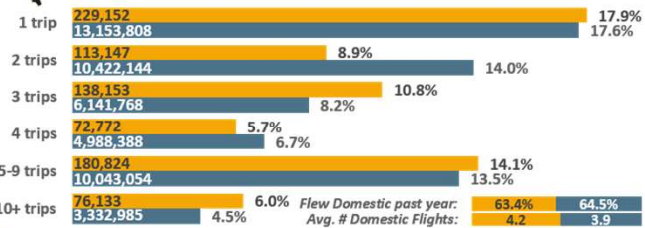
Political Activity: Adults 30 - 44



Top-30 past 12-months Active Lifestyle Activites: Adults 30 - 44



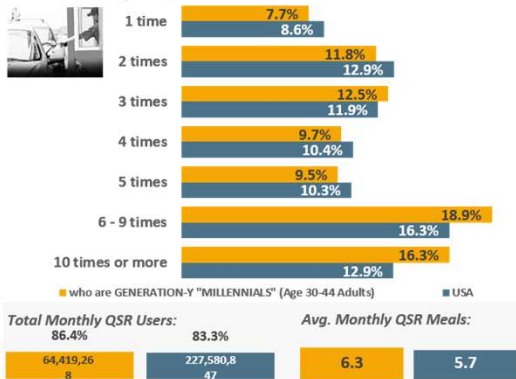
Past 12-months Domestic Airline Trips: Adults 30 - 44



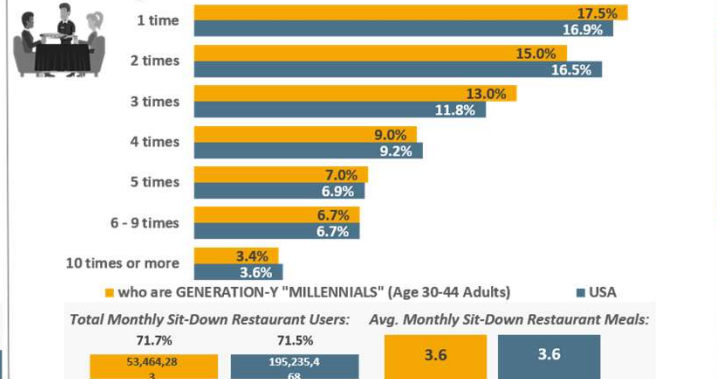


27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 3.7% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 9.3% more likely to use Casinos past yr., 28.2% more likely to smoke cigarettes.

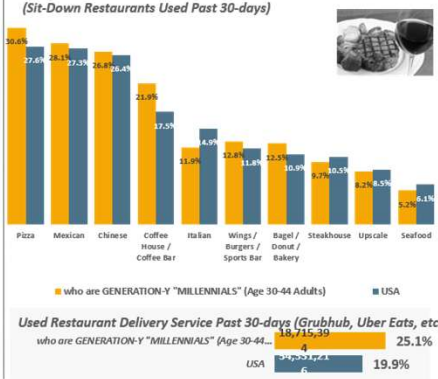
Past 30-days QSR Users: Adults 18 or older



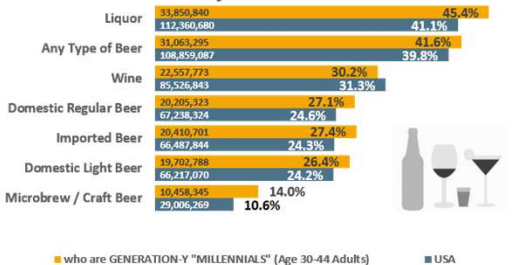
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



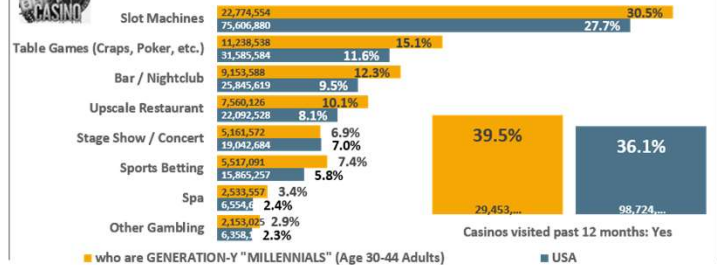
Top-10 Cuisines: Adults 18 or older



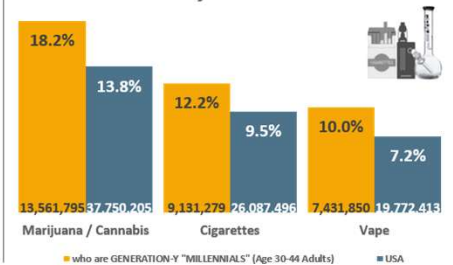
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



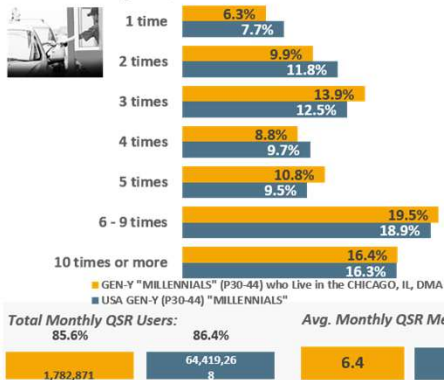
Used Past 30-days: Adults 18 or older



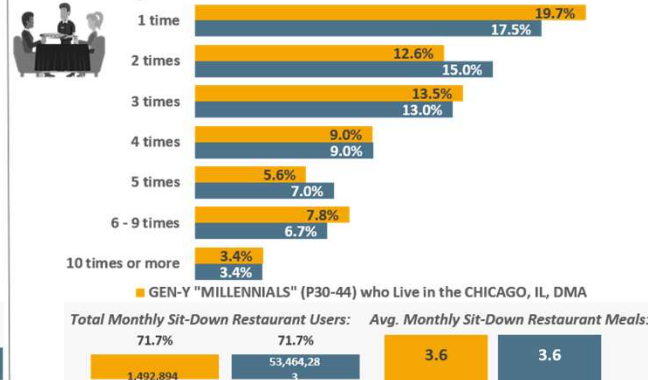


2.8% or 2,083,259 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CHICAGO, IL, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA are .9% less likely to use QSRs past mo., .% less likely to use Sit-Down Restaurants past mo., 17.6% less likely to use Casinos past yr., 11.2% more likely to smoke cigarettes.

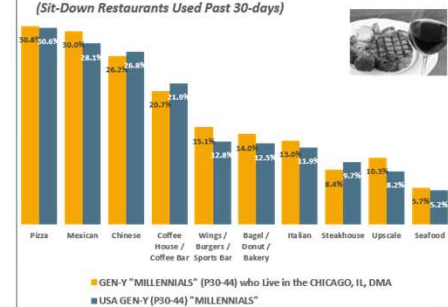
Past 30-days QSR Users: Adults 30 - 44



Past 30-days Sit-Down Restaurant Users: Adults 30 - 44

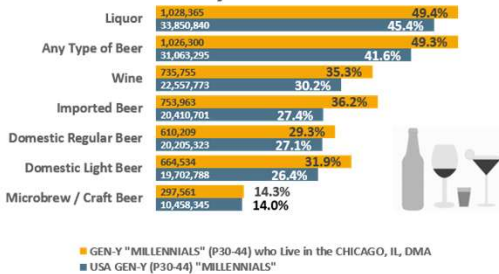


Top-10 Cuisines: Adults 30 - 44 (Sit-Down Restaurants Used Past 30-days)

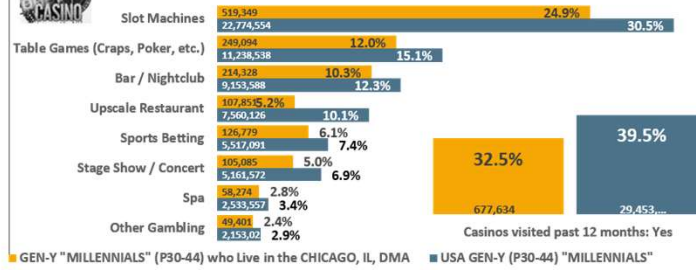


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 GEN-Y "MILLENNIALS" (P30-44) who Live in the... 568,311 27.3%
 USA GEN-Y (P30-44) "MILLENNIALS" 6,798,202 25.1%

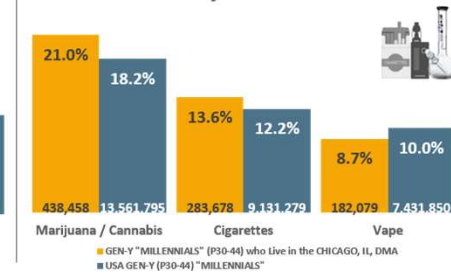
Drank Past 30-days: Adults 30 - 44



Past 12 months Casino Activities: Adults 30 - 44



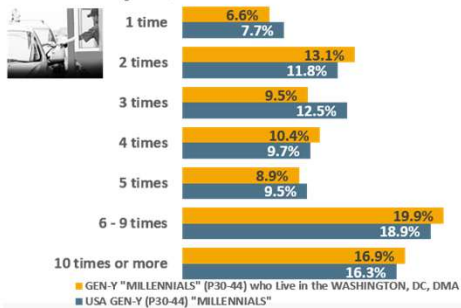
Used Past 30-days: Adults 30 - 44





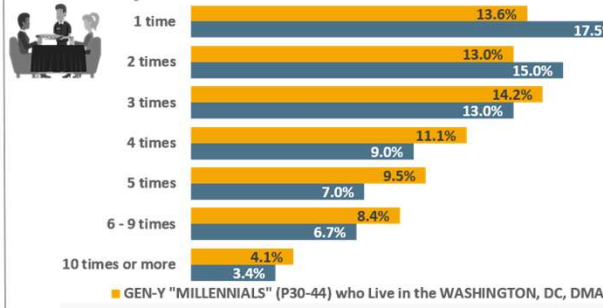
2.2% or 1,615,695 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WASHINGTON, DC, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA are 1.2% less likely to use QSRs past mo., 3.3% more likely to use Sit-Down Restaurants past mo., 12.1% less likely to use Casinos past yr., 32.4% less likely to smoke cigaret

Past 30-days QSR Users: Adults 30 - 44



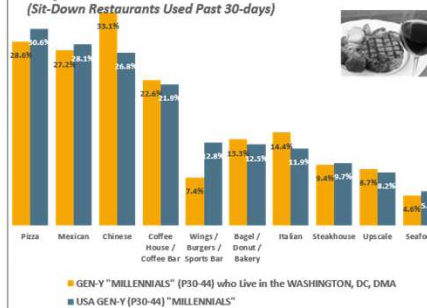
Total Monthly QSR Users:	85.3%	86.4%
	1,378,673	64,419,268
Avg. Monthly QSR Meals:	6.4	6.3

Past 30-days Sit-Down Restaurant Users: Adults 30 - 44



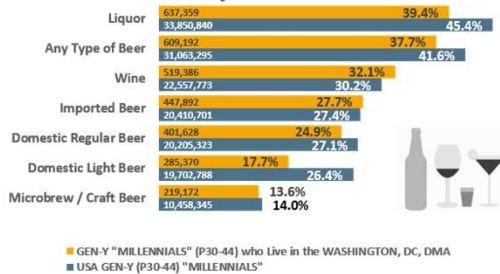
Total Monthly Sit-Down Restaurant Users:	74.0%	71.7%
	1,196,084	53,464,283
Avg. Monthly Sit-Down Restaurant Meals:	4.0	3.6

Top-10 Cuisines: Adults 30 - 44



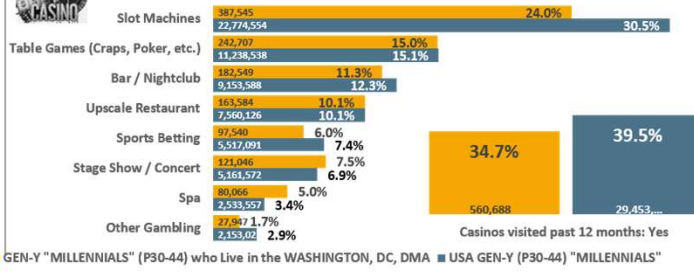
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)	33.6%
GEN-Y "MILLENNIALS" (P30-44) who Live in the...	543,014
USA GEN-Y (P30-44) "MILLENNIALS"	15,778,202
	25.1%

Drank Past 30-days: Adults 30 - 44



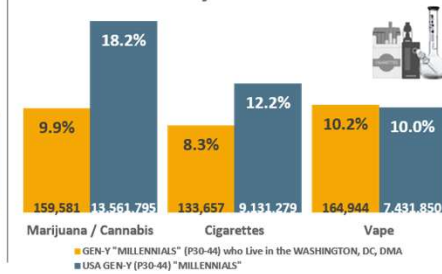
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Mar25-Mar26
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Past 12 months Casino Activities: Adults 30 - 44



Casinos visited past 12 months: Yes	34.7%	39.5%
	560,688	29,453,...

Used Past 30-days: Adults 30 - 44

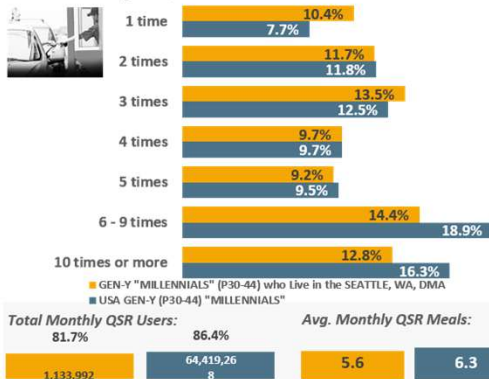


(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

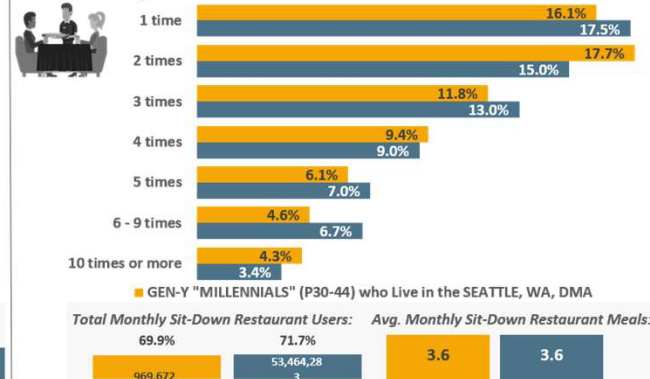


1.9% or 1,387,411 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the SEATTLE, WA, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA are 5.4% less likely to use QSRs past mo., 2.5% less likely to use Sit-Down Restaurants past mo., 6.2% more likely to use Casinos past yr., 23.4% less likely to smoke cigarettes.

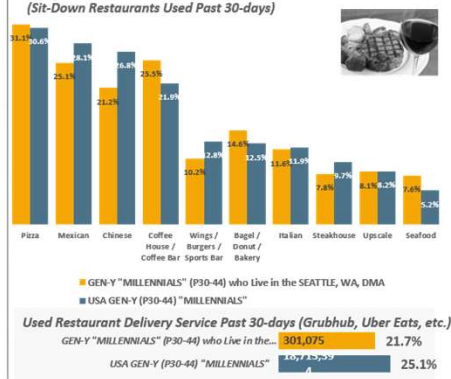
Past 30-days QSR Users: Adults 30 - 44



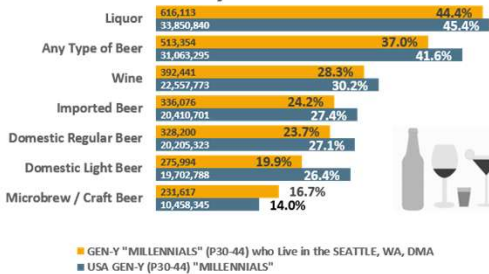
Past 30-days Sit-Down Restaurant Users: Adults 30 - 44



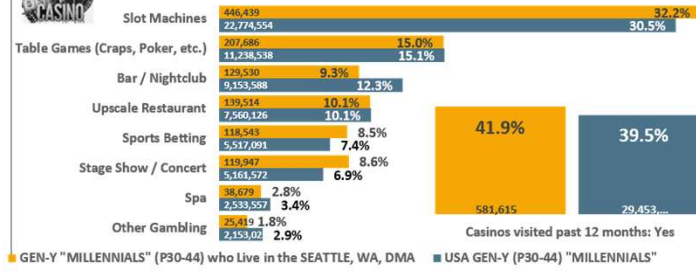
Top-10 Cuisines: Adults 30 - 44



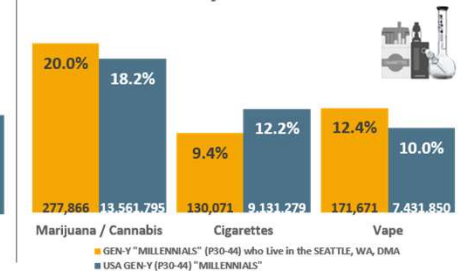
Drank Past 30-days: Adults 30 - 44



Past 12 months Casino Activities: Adults 30 - 44



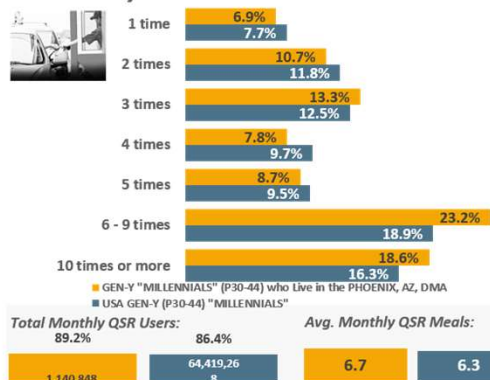
Used Past 30-days: Adults 30 - 44



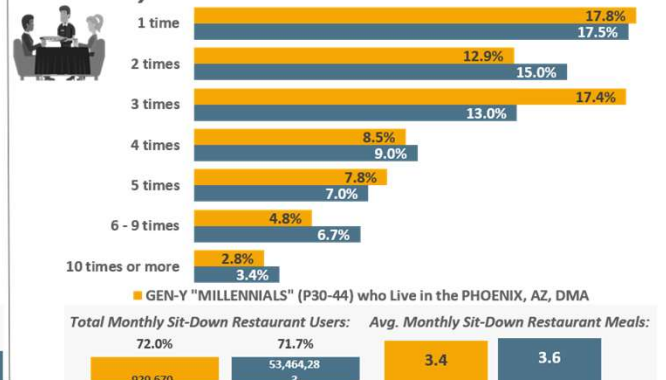


1.7% or 1,278,284 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the PHOENIX, AZ, DMA.
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA are 3.3% more likely to use QSRs past mo., .5% more likely to use Sit-Down Restaurants past mo., 33.3% more likely to use Casinos past yr., 2.8% less likely to smoke cigarettes.

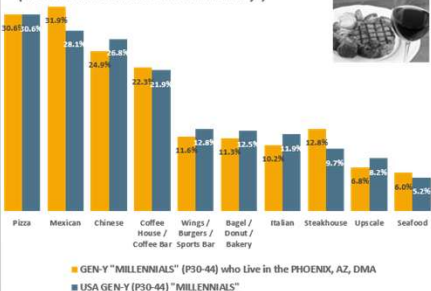
Past 30-days QSR Users: Adults 30 - 44



Past 30-days Sit-Down Restaurant Users: Adults 30 - 44

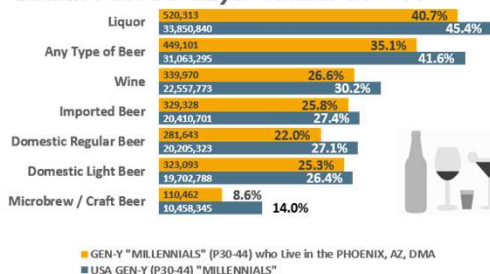


Top-10 Cuisines: Adults 30 - 44 (Sit-Down Restaurants Used Past 30-days)

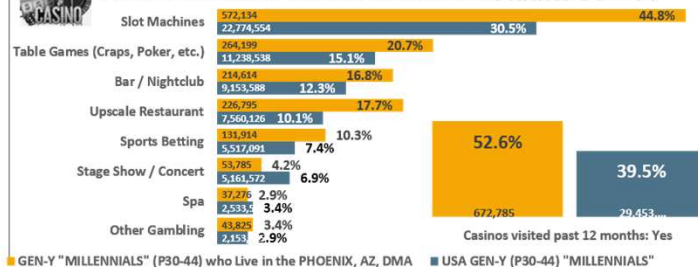


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA: 295,150 (23.1%)
USA GEN-Y (P30-44) "MILLENNIALS": 60,786,202 (25.1%)

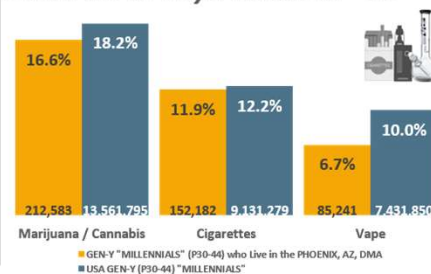
Drank Past 30-days: Adults 30 - 44



Past 12 months Casino Activities: Adults 30 - 44



Used Past 30-days: Adults 30 - 44

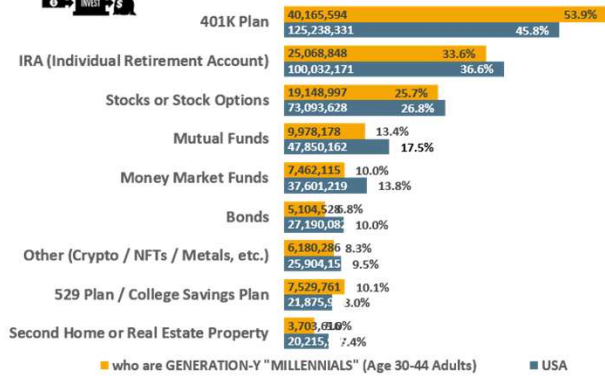




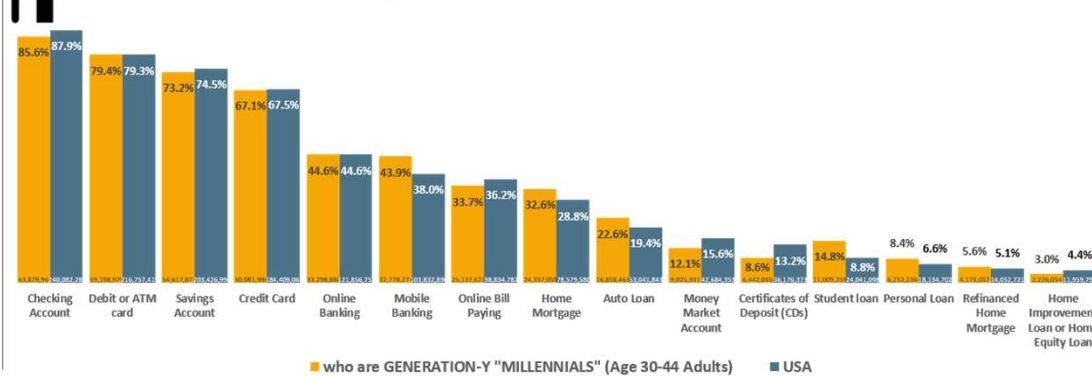
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 17.5% more likely to have a 401K, 16.4% more likely to have an Auto Loan, 19.5% more likely to Invest/Trade Stocks Online, 8.7% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



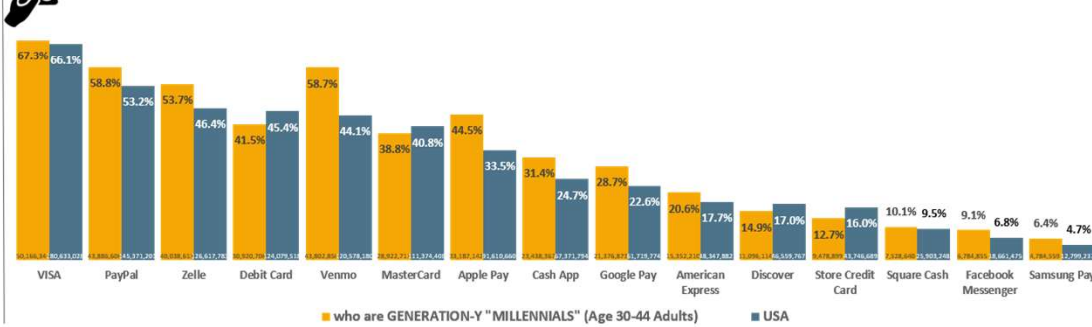
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

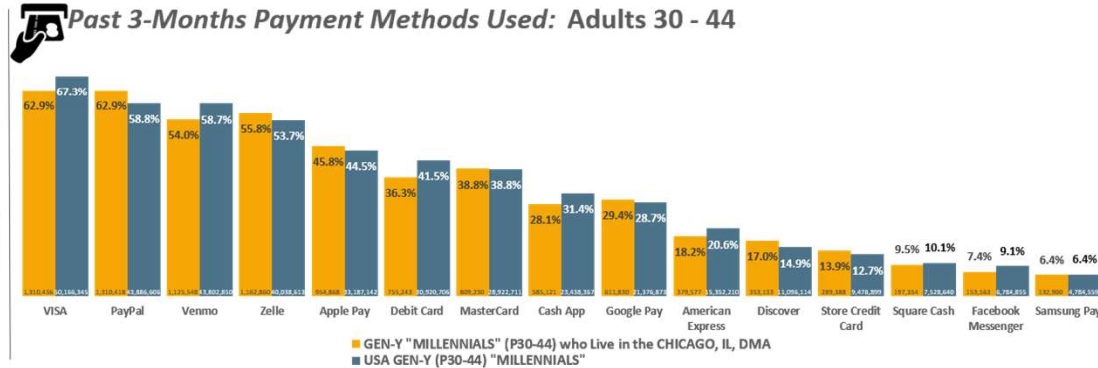
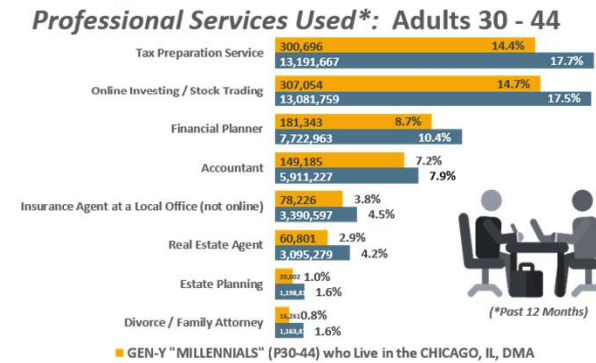
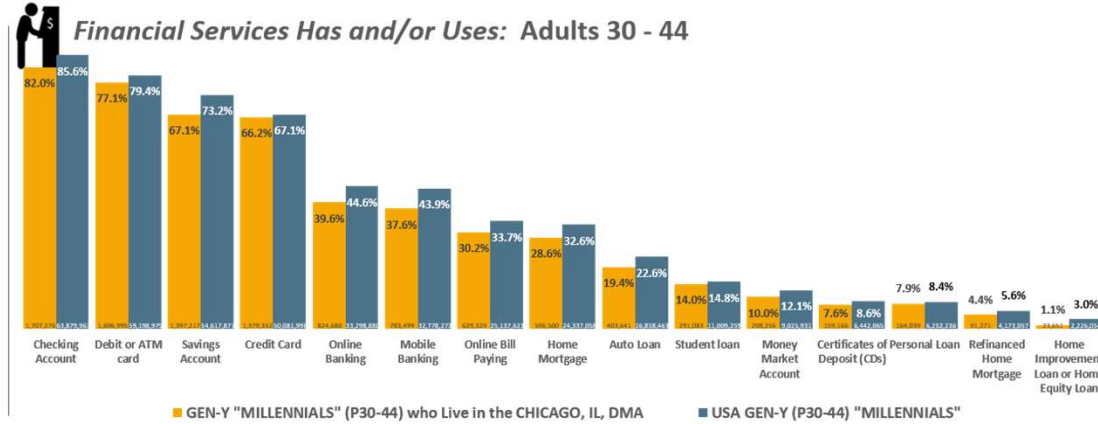
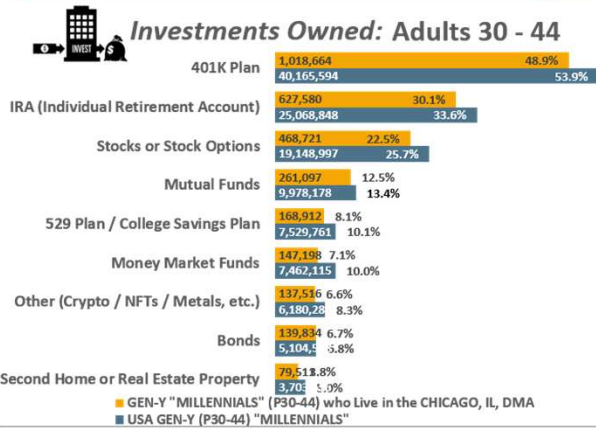


Past 3-Months Payment Methods Used: Adults 18 or older





2.8% or 2,083,259 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CHICAGO, IL, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA are 9.2% less likely to have a 401K, 14.3% less likely to have an Auto Loan, 16.% less likely to Invest/Trade Stocks Online, 12.6% less likely to pay with their Debit Card.

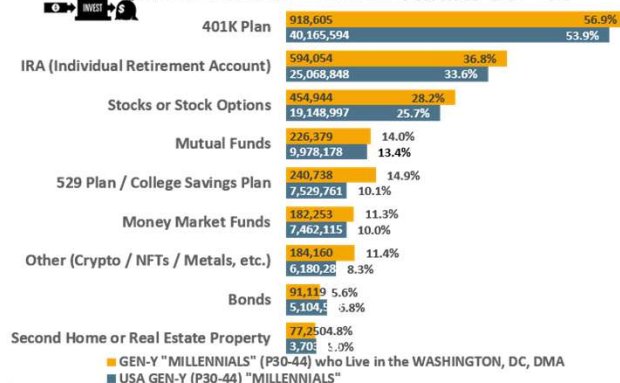




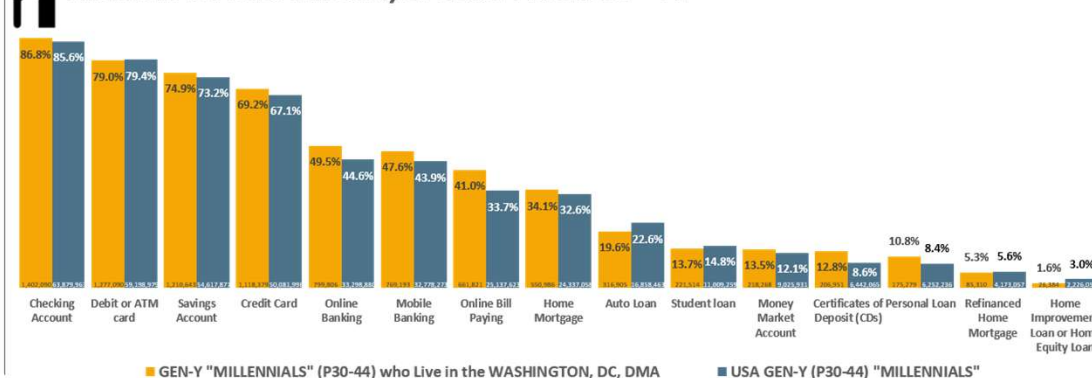
2.2% or 1,615,695 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WASHINGTON, DC, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA are 5.6% more likely to have a 401K, 13.2% less likely to have an Auto Loan, 22.8% more likely to Invest/Trade Stocks Online, 11.9% less likely to pay with their Debit Card.



Investments Owned: Adults 30 - 44



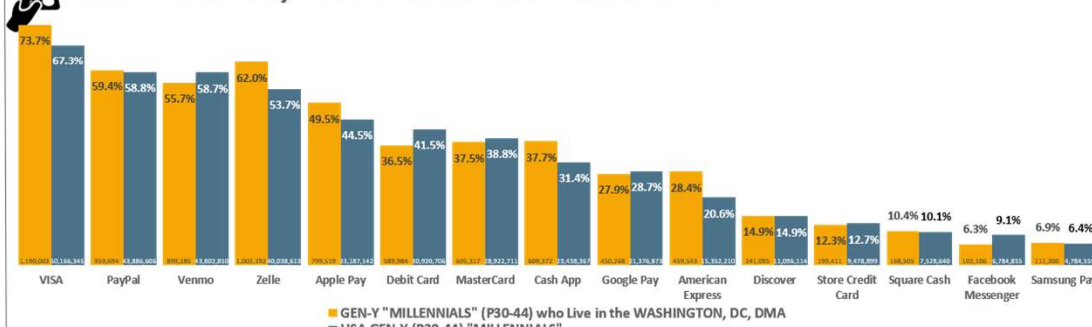
Financial Services Has and/or Uses: Adults 30 - 44



Professional Services Used*: Adults 30 - 44



Past 3-Months Payment Methods Used: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 1,548 USA Projection USA Qual Intab 5,886

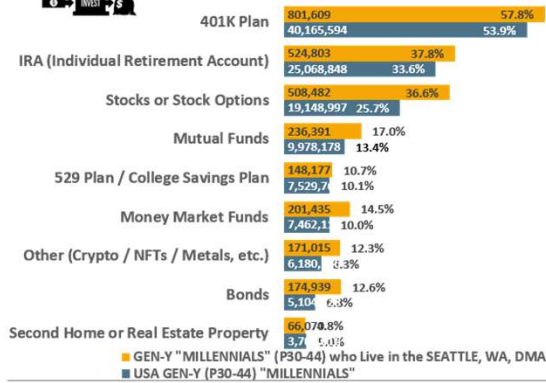
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



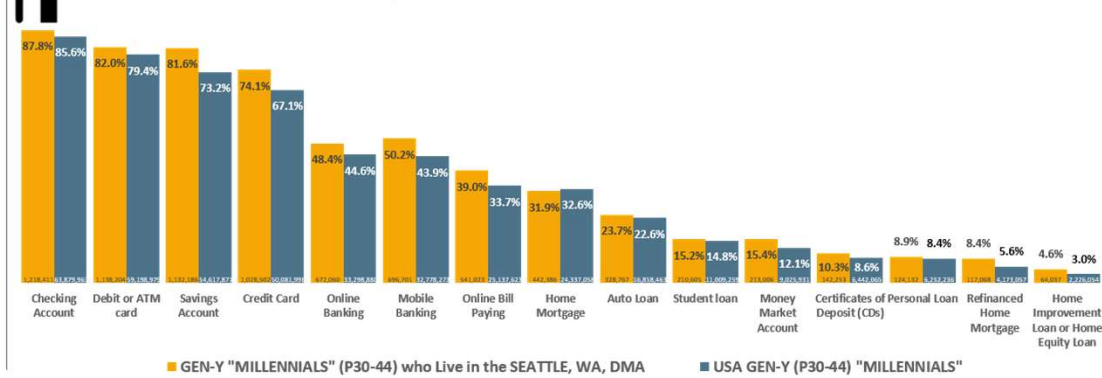
1.9% or 1,387,411 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the SEATTLE, WA, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA are 7.3% more likely to have a 401K, 4.8% more likely to have an Auto Loan, 37.9% more likely to Invest/Trade Stocks Online, 9.2% more likely to pay with their Debit Card.



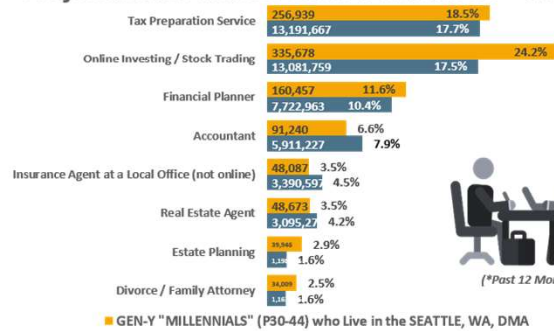
Investments Owned: Adults 30 - 44



Financial Services Has and/or Uses: Adults 30 - 44



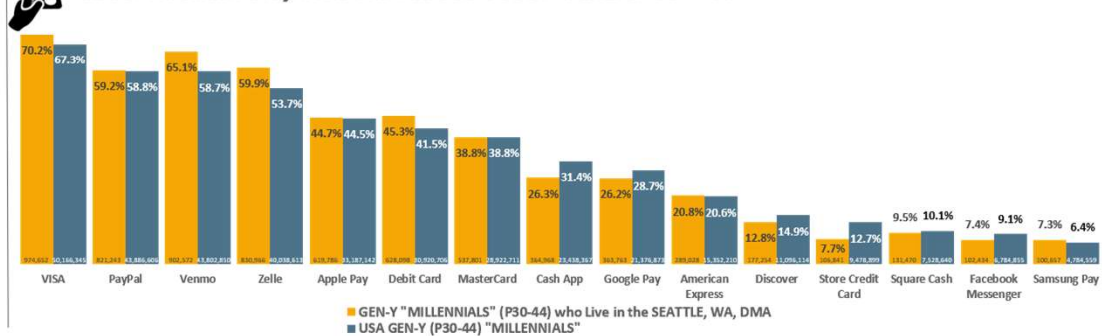
Professional Services Used*: Adults 30 - 44



(*Past 12 Months)



Past 3-Months Payment Methods Used: Adults 30 - 44



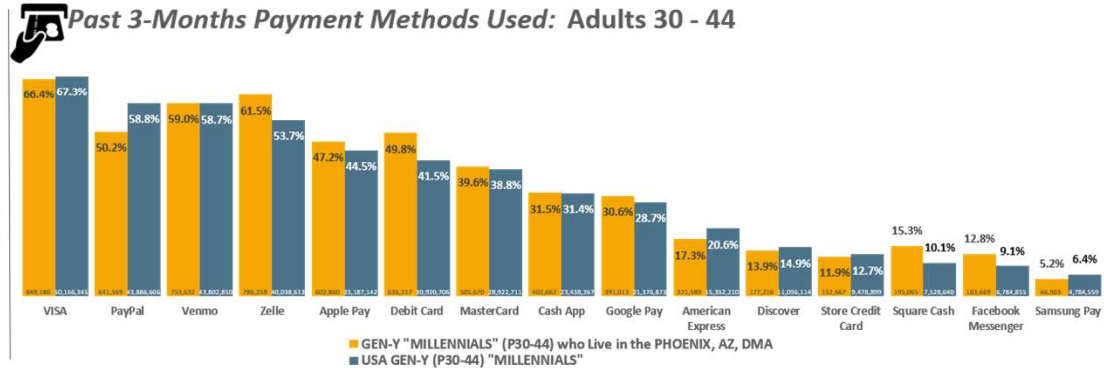
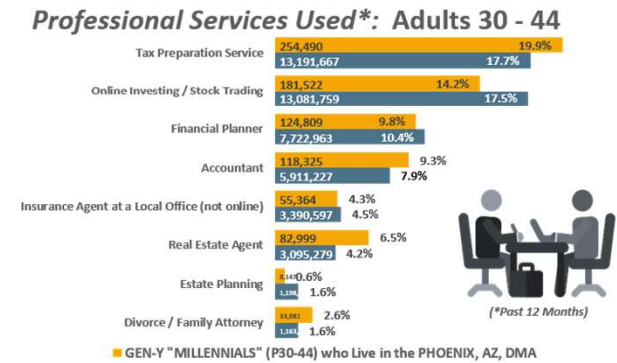
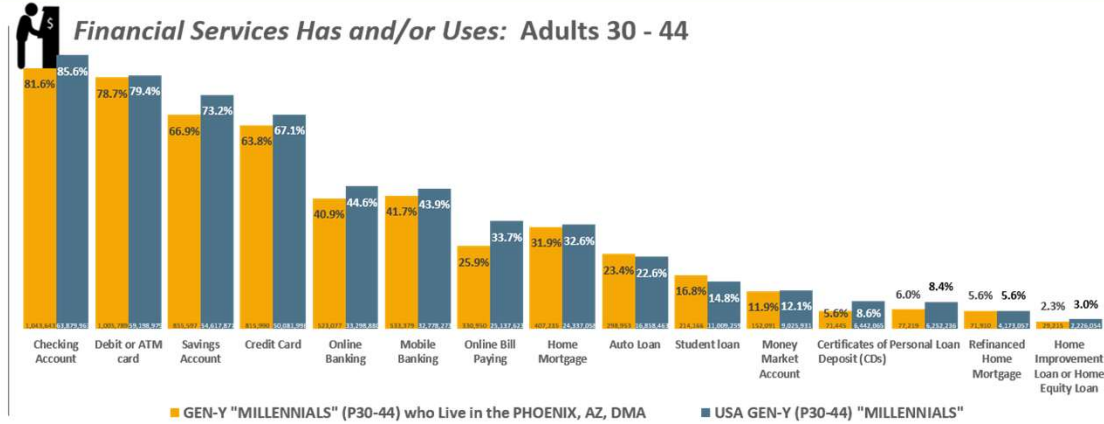
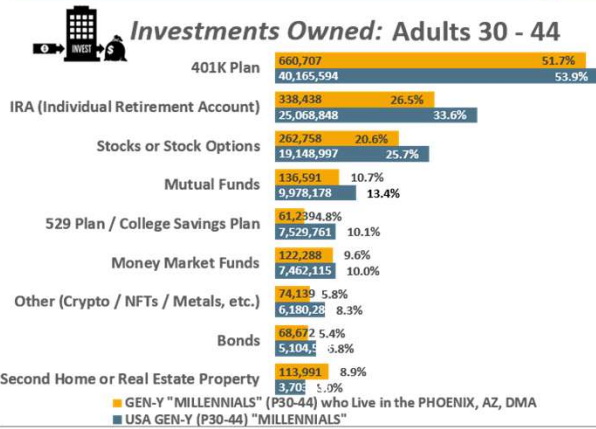
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 997
 USA Projection USA Qual Intab 5,886

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1.7% or 1,278,284 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the PHOENIX, AZ, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA are 4.% less likely to have a 401K, 3.5% more likely to have an Auto Loan, 19.% less likely to Invest/Trade Stocks Online, 20.1% more likely to pay with their Debit Card.



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26
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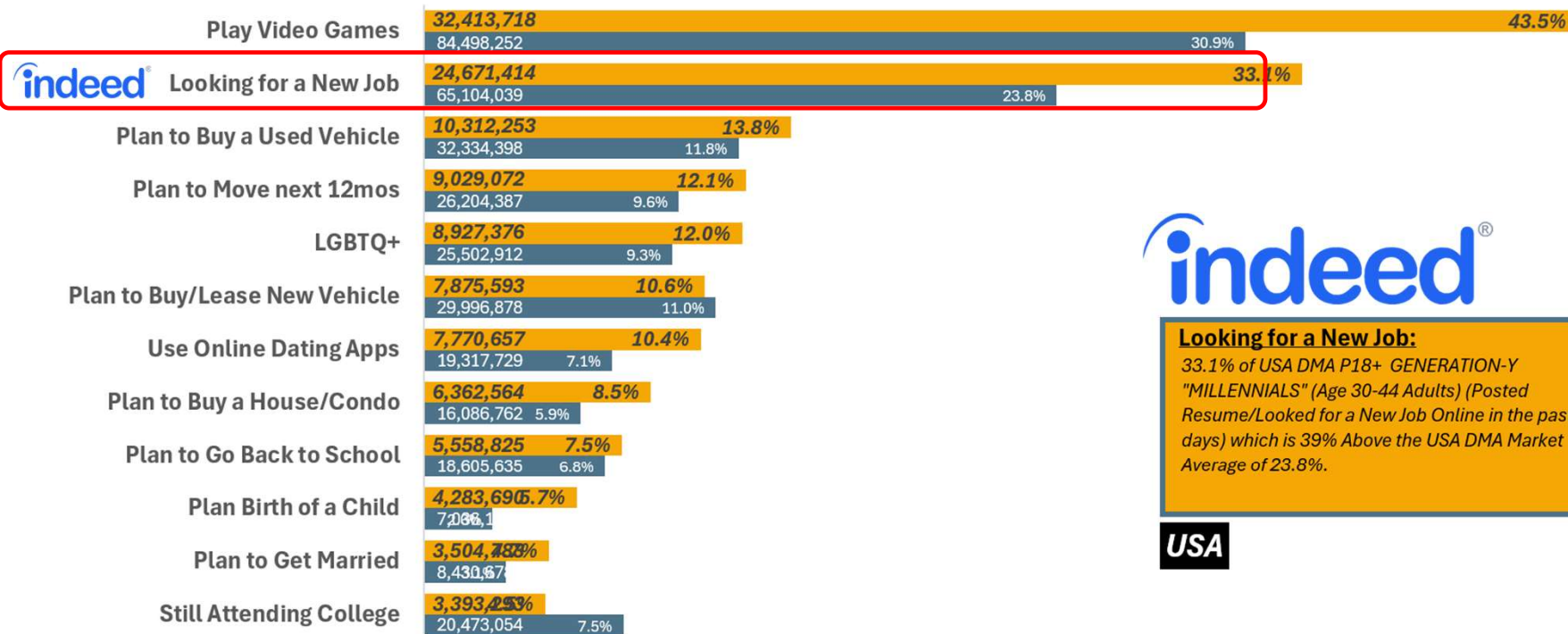
Qual Intab 597 USA Projection USA Qual Intab 5,886

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Lifestyle/Future Plans"

P18+ USA DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

33.1% of USA DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 39% Above the USA DMA Market Average of 23.8%.



■ P18+ USA DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: (Posted Resume/Looked for a New Job Online in the past 30 days)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5886

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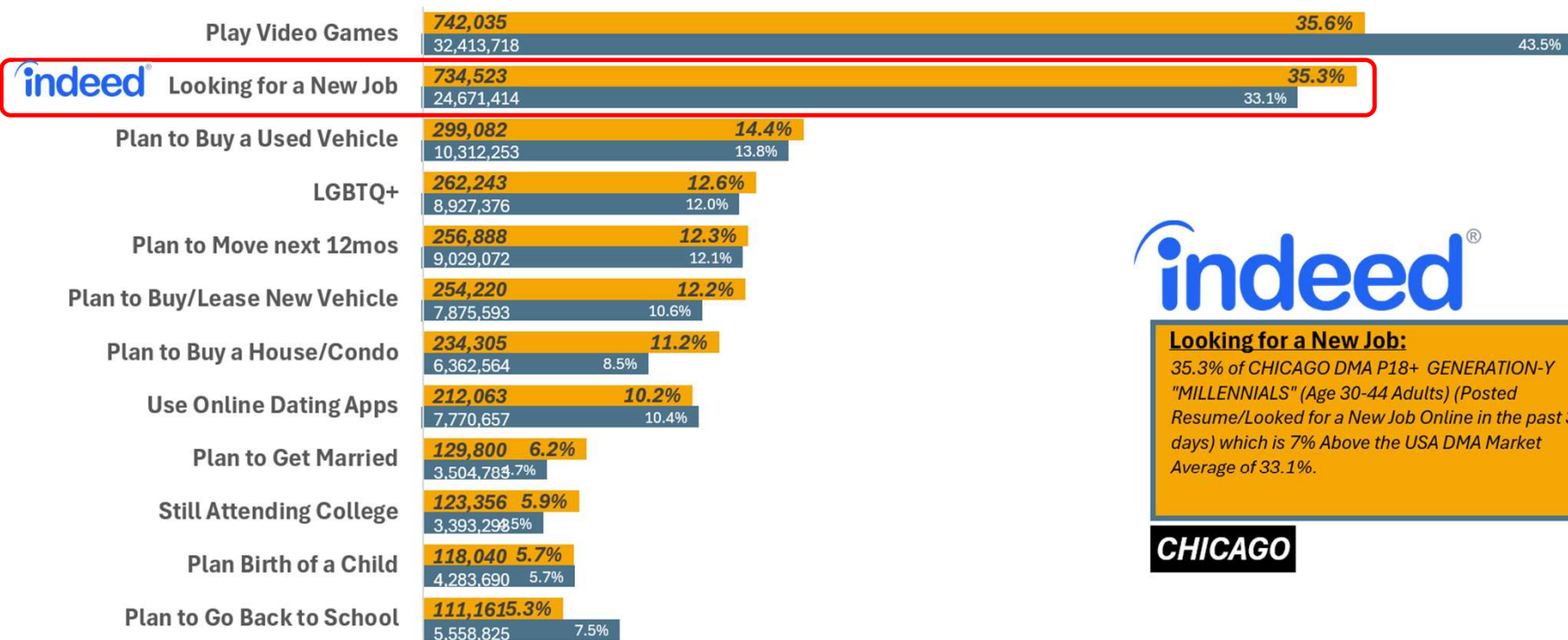
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Lifestyle/Future Plans"

P18+ CHICAGO DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

35.3% of CHICAGO DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 7% Above the USA DMA Market Average of 33.1%.

CHICAGO

■ P18+ CHICAGO DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 981
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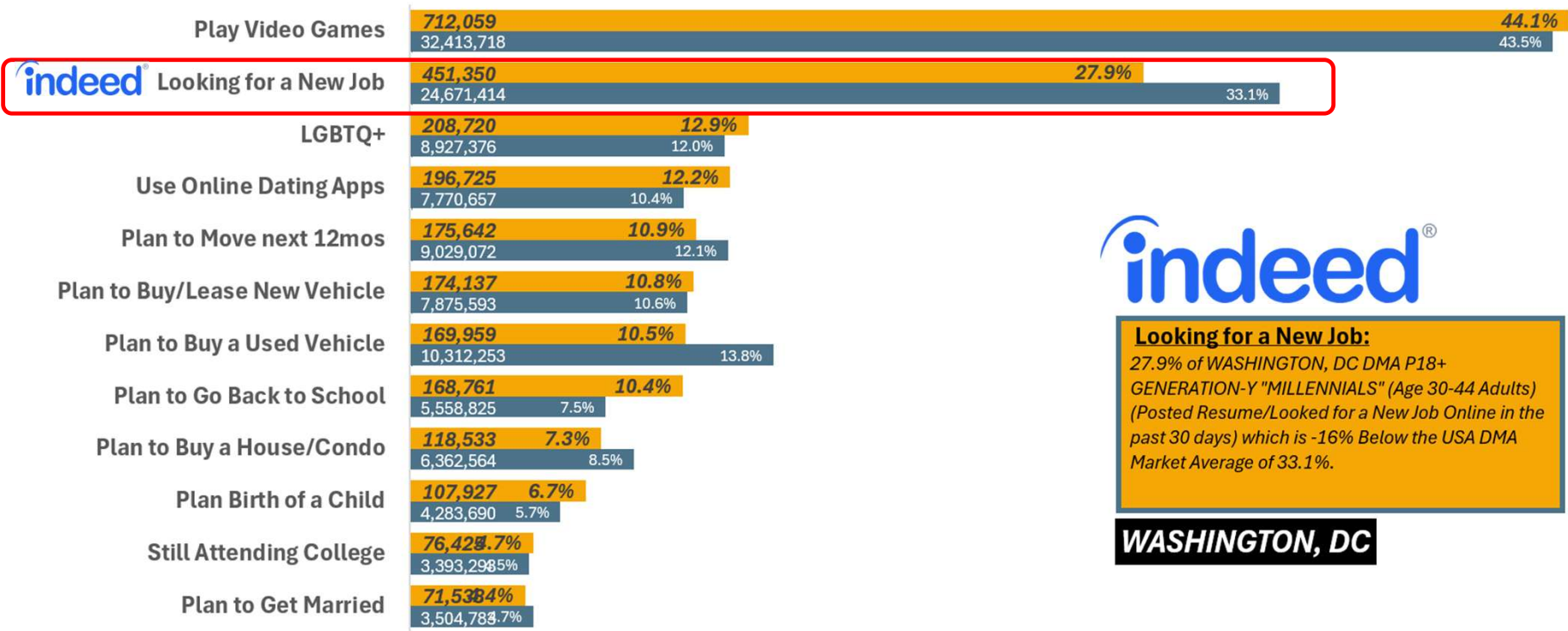
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Lifestyle/Future Plans"

P18+ WASHINGTON, DC DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

27.9% of WASHINGTON, DC DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -16% Below the USA DMA Market Average of 33.1%.

WASHINGTON, DC

■ P18+ WASHINGTON, DC DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1548

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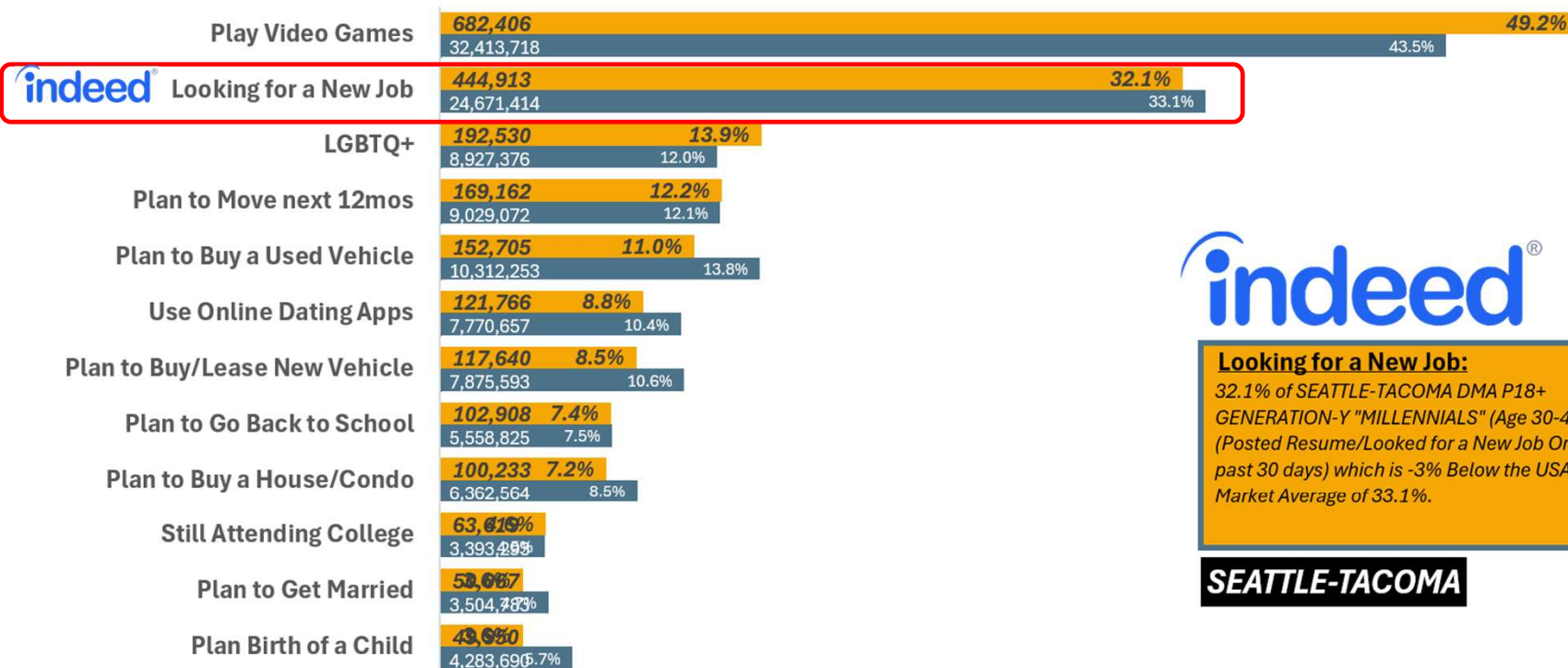
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Lifestyle/Future Plans"

P18+ SEATTLE-TACOMA DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

32.1% of SEATTLE-TACOMA DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -3% Below the USA DMA Market Average of 33.1%.

SEATTLE-TACOMA

■ P18+ SEATTLE-TACOMA DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 997

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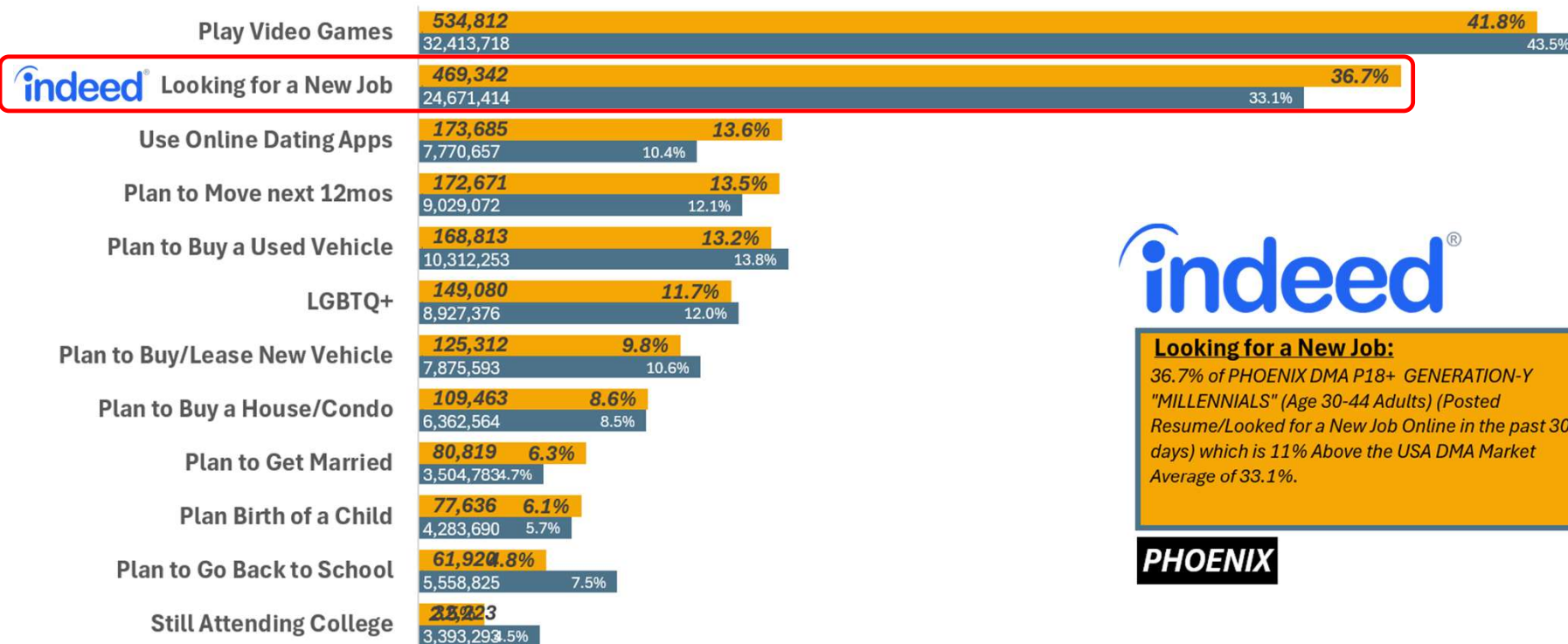
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Lifestyle/Future Plans"

P18+ PHOENIX DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

36.7% of PHOENIX DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 11% Above the USA DMA Market Average of 33.1%.

PHOENIX

■ P18+ PHOENIX DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 597
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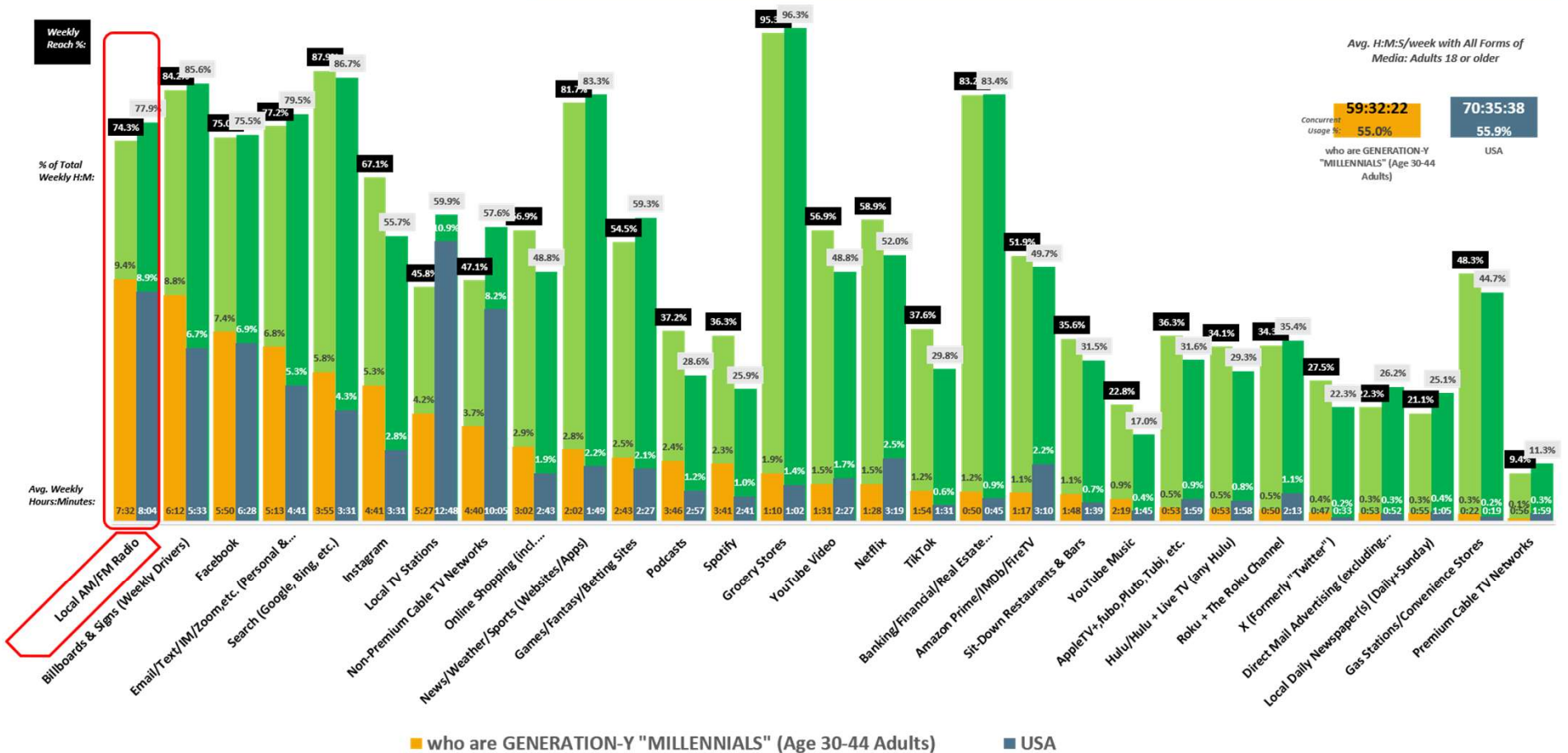
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 11 hours, 32 minutes and 22 seconds each week with All Forms of Media.

74.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

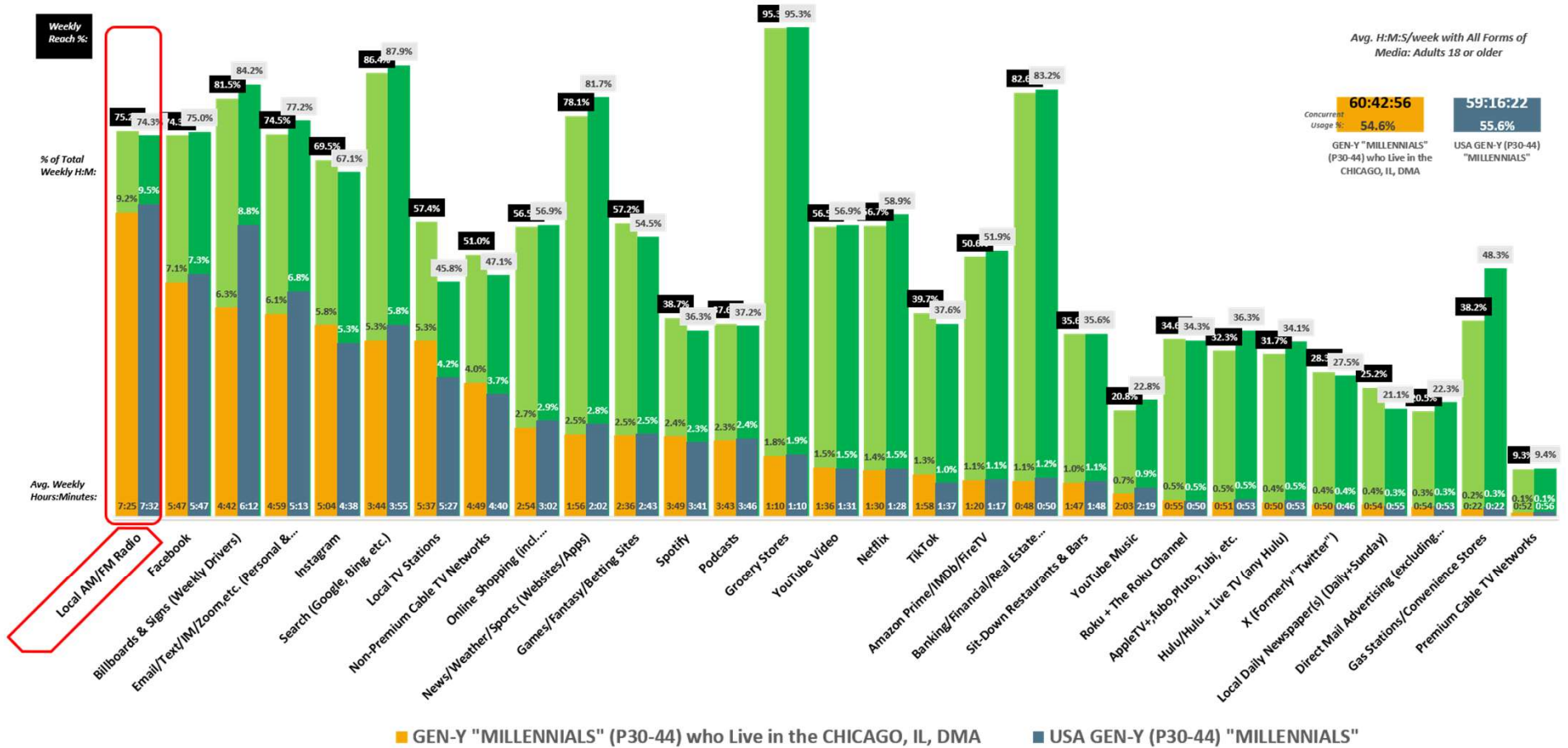
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA spend an average of 2 days, 12 hours, 42 minutes and 56 seconds each week with All Forms of Media.
 75.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

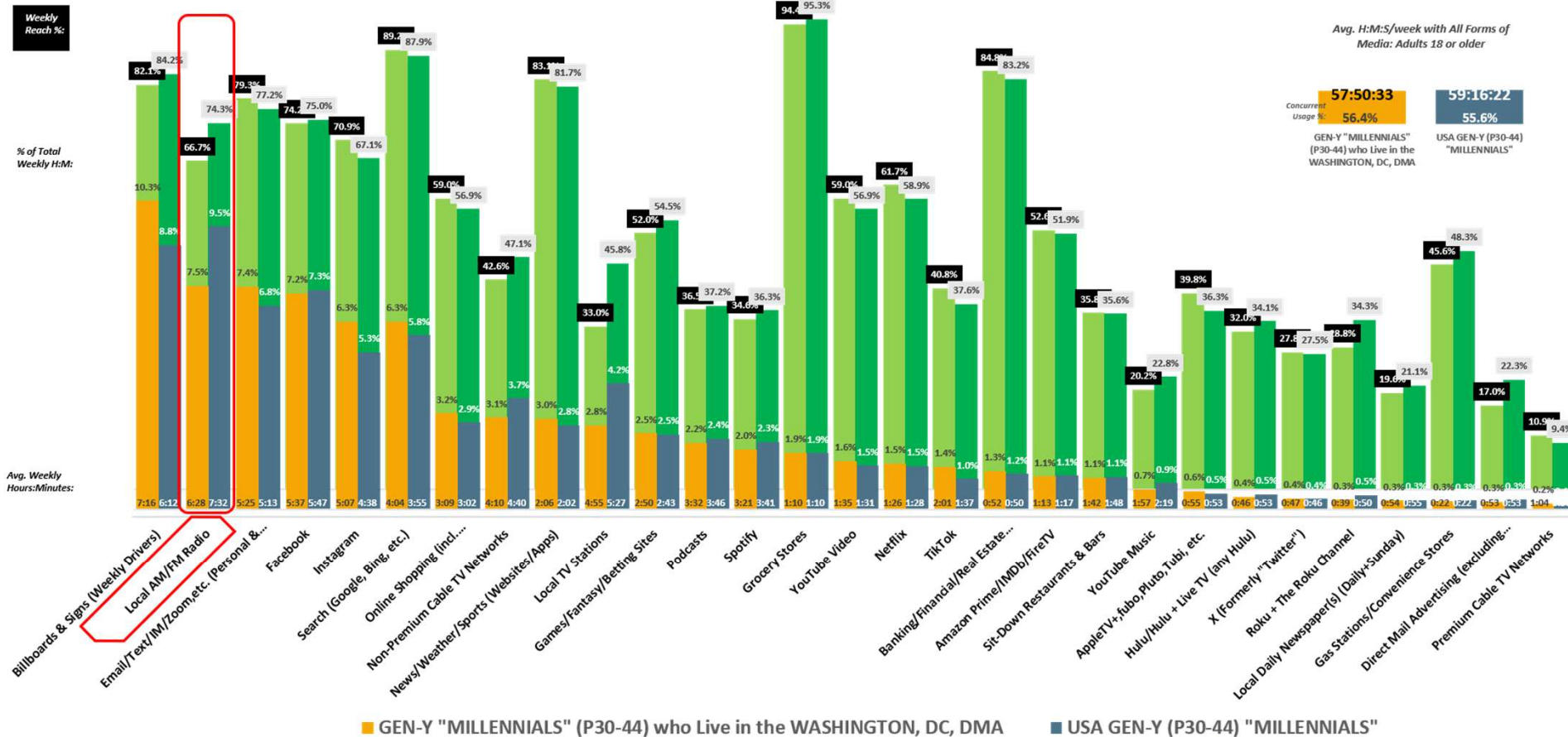
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 9 hours, 50 minutes and 33 seconds each week with All Forms of Media.
66.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

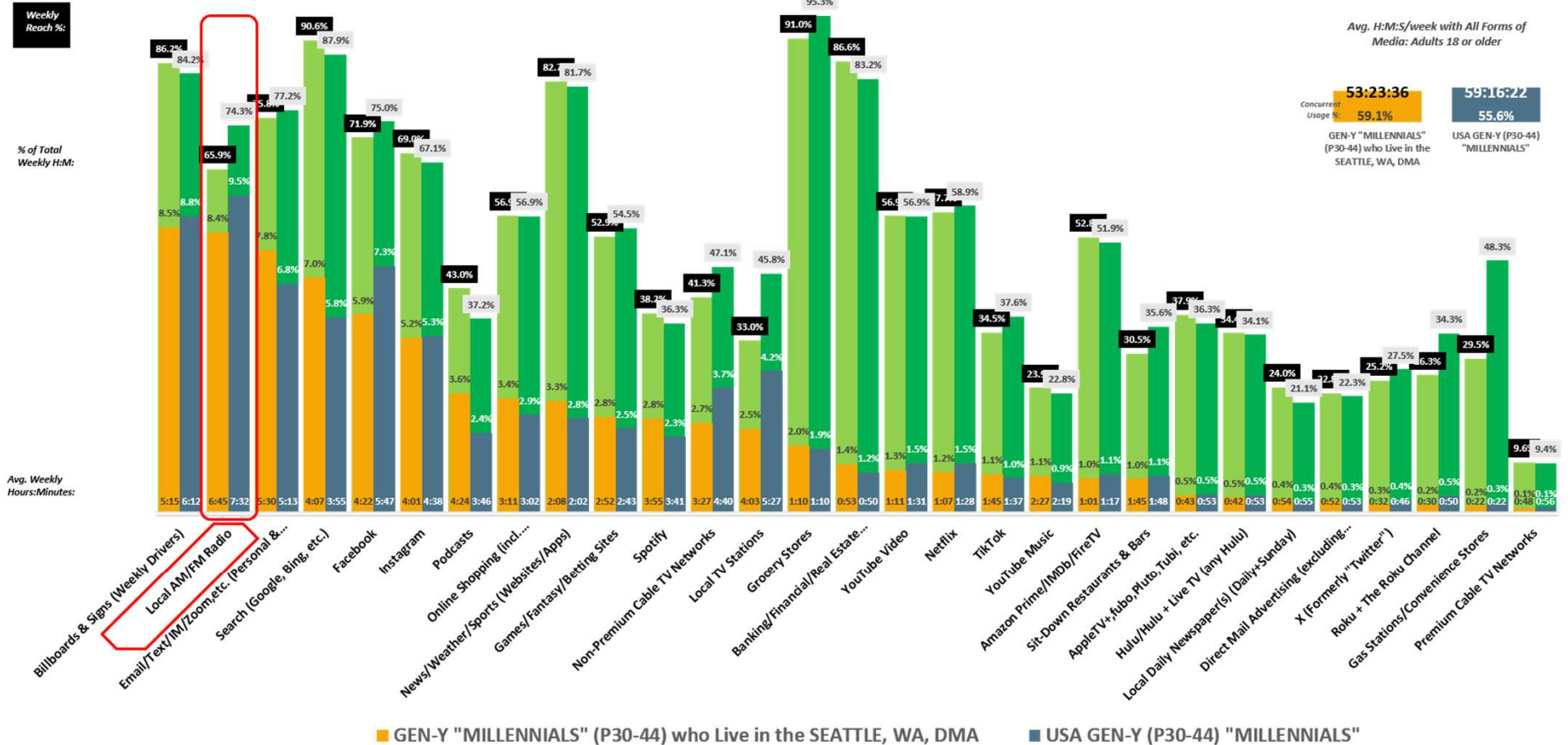


Share of Everything for Anything.



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA spend an average of 2 days, 5 hours, 23 minutes and 36 seconds each week with All Forms of Media.

65.9% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA spend an avg. of 6 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



SEA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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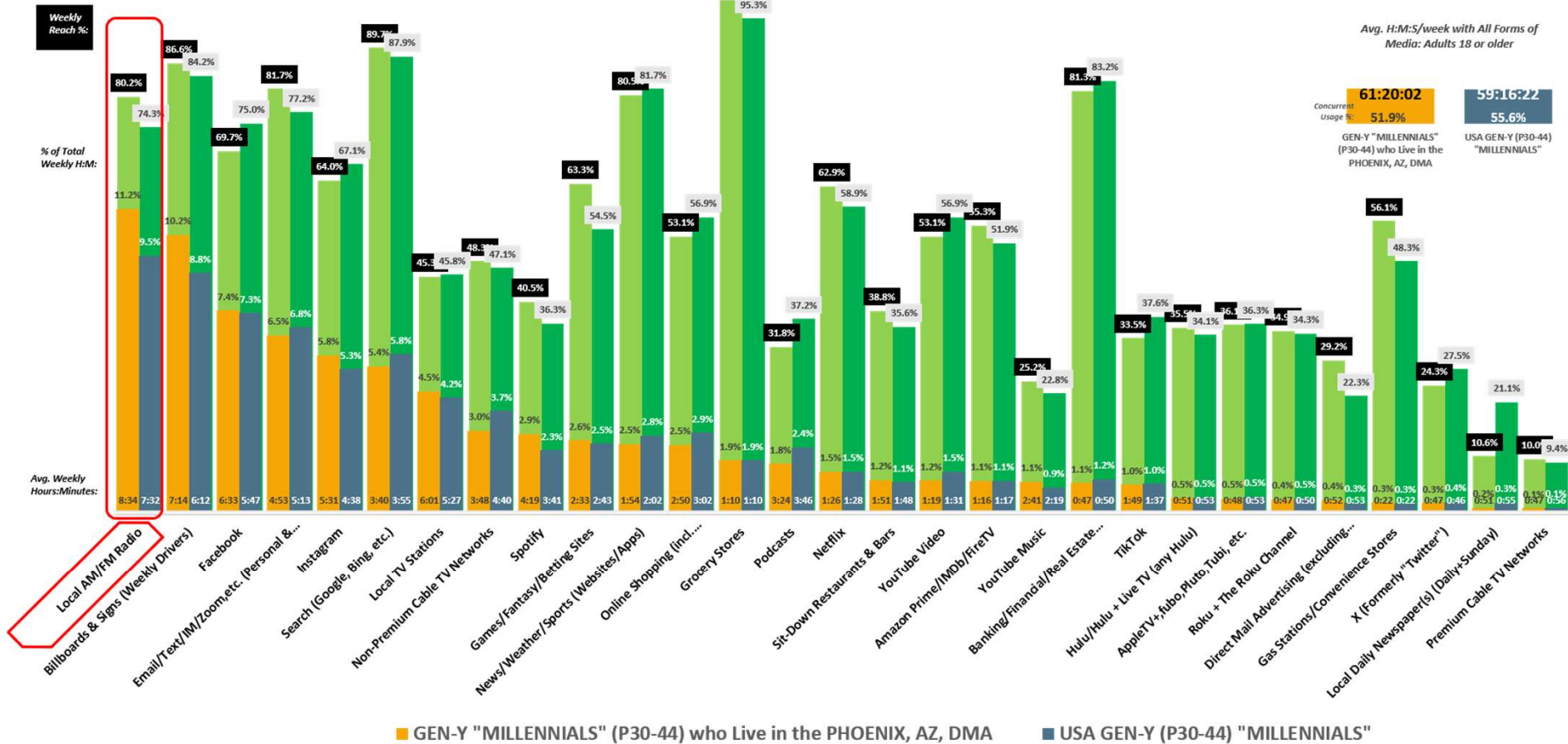
USA Projection USA Qual Intab 5,886
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 13 hours, 20 minutes and 2 seconds each week with All Forms of Media.
 80.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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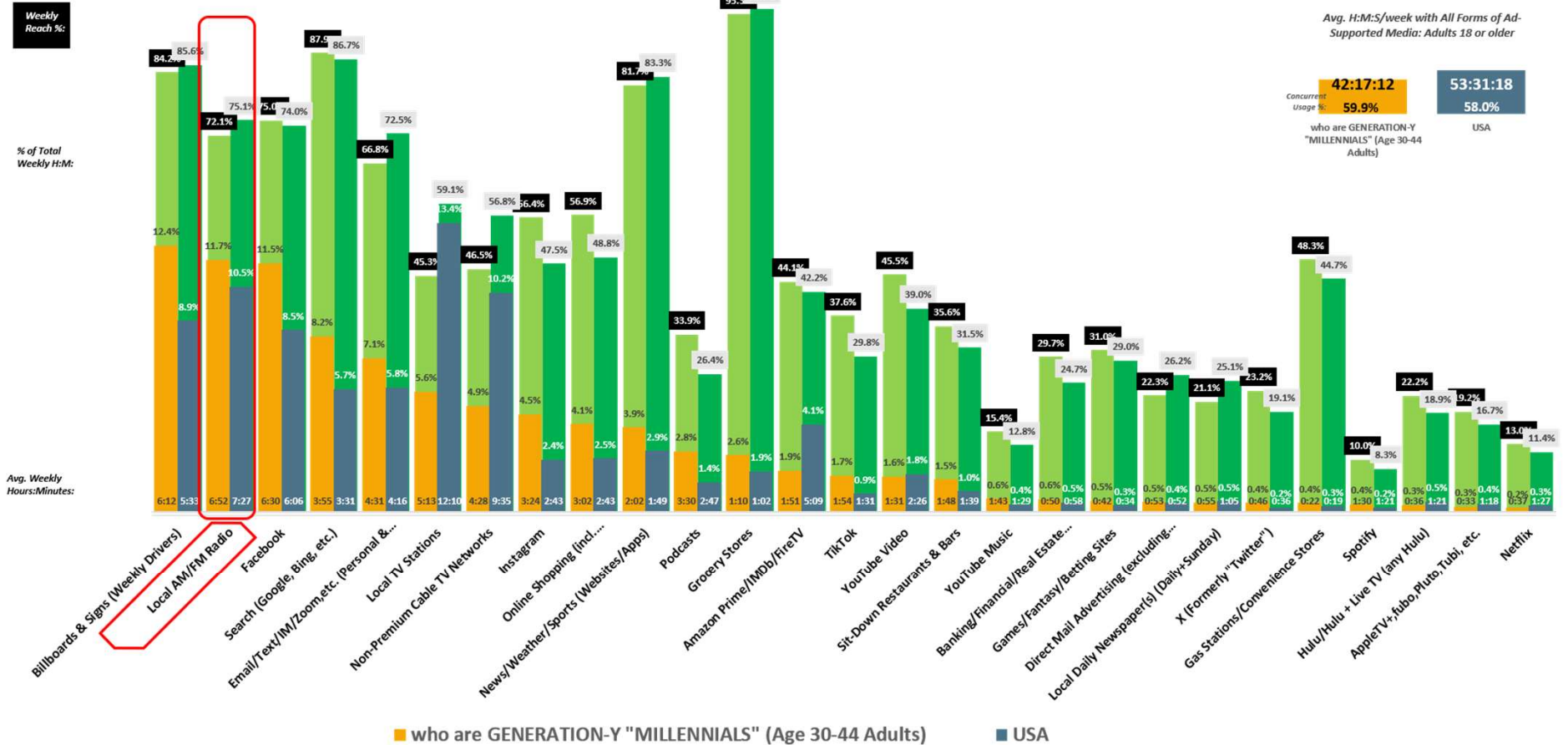
USA Projection USA Qual Intab 5,886
 (Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything

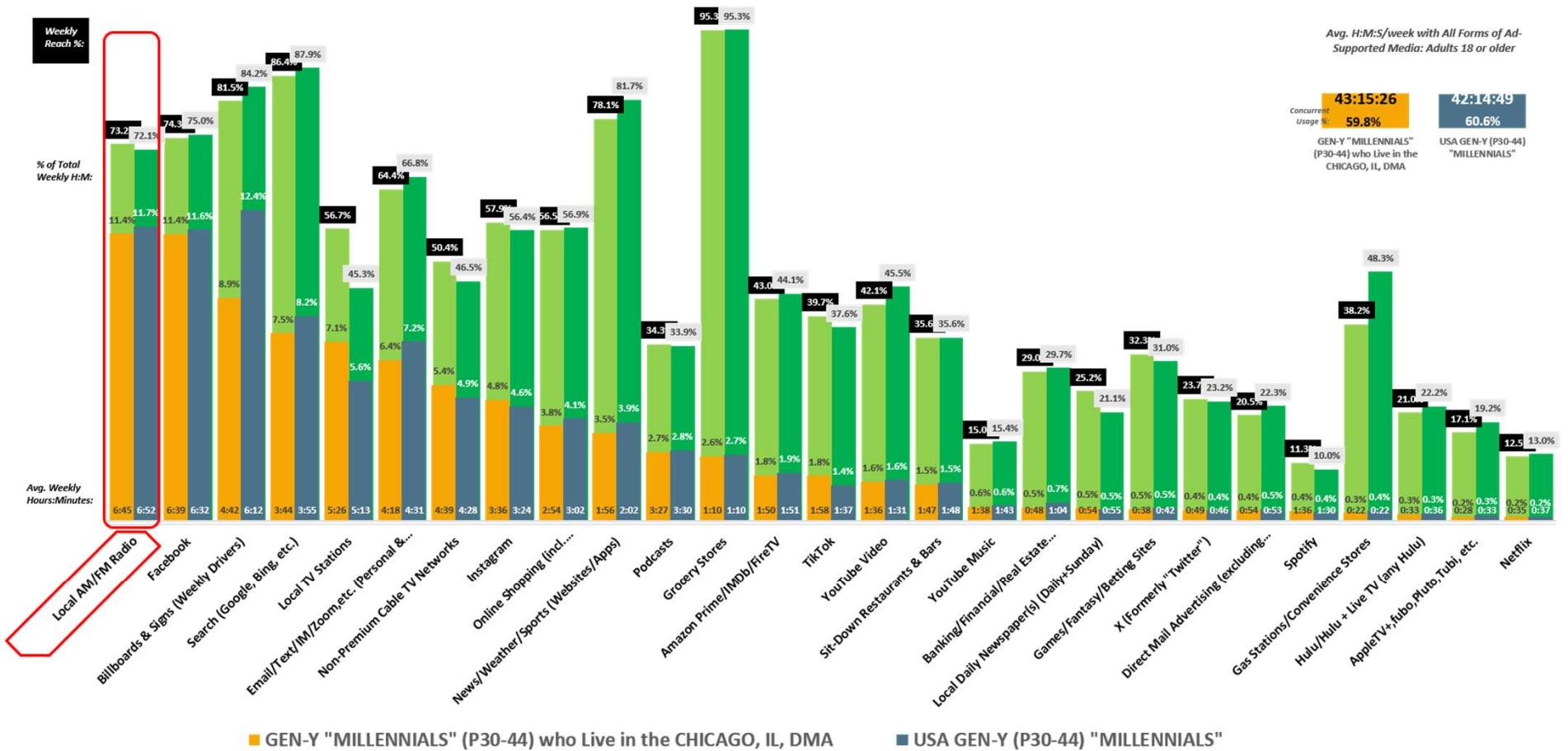


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 18 hours, 17 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 6 hours and 52 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.





Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA spend an average of 1 days, 19 hours, 15 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
 73.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Medi

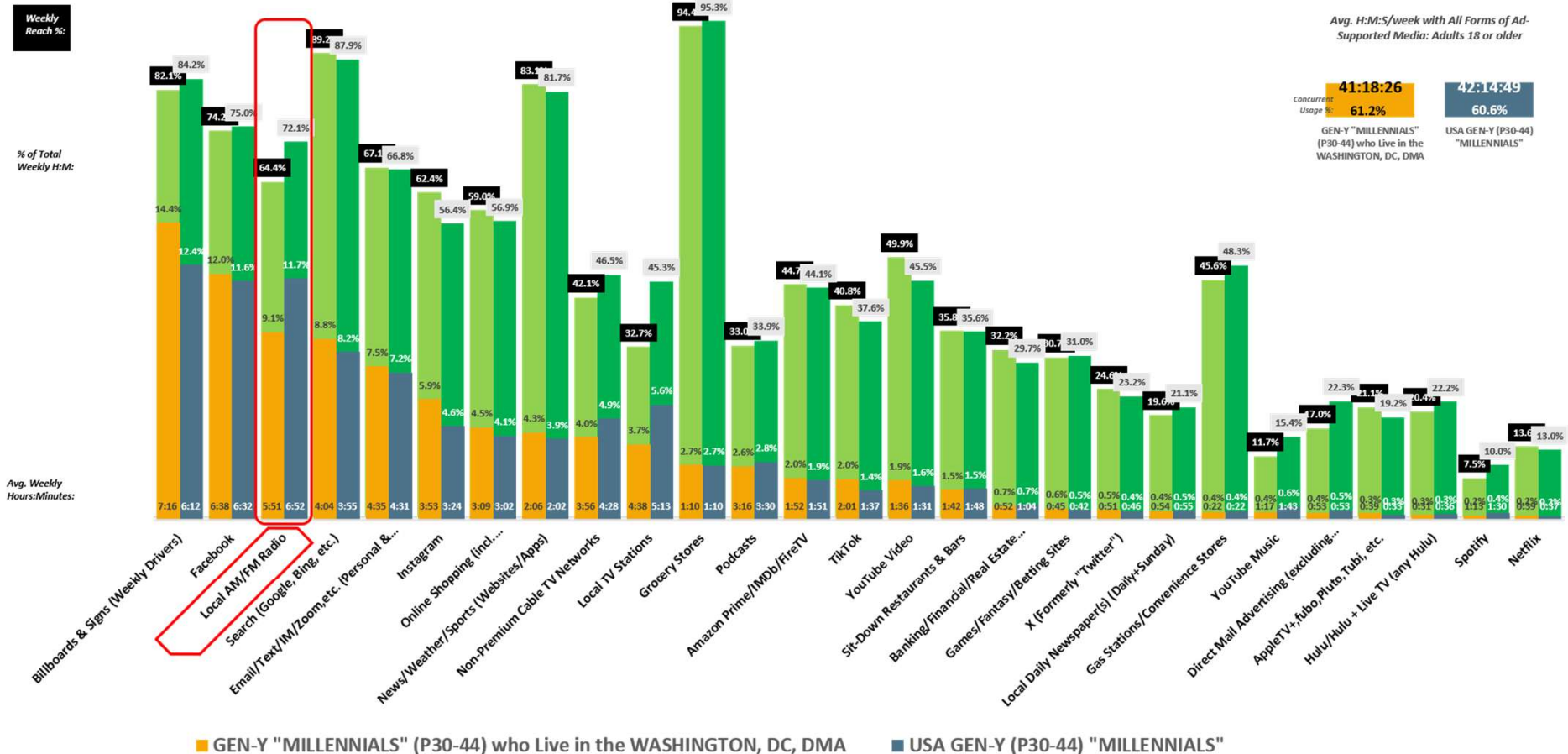


USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886
 (Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 17 hours, 18 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
 64.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA spend an avg. of 5 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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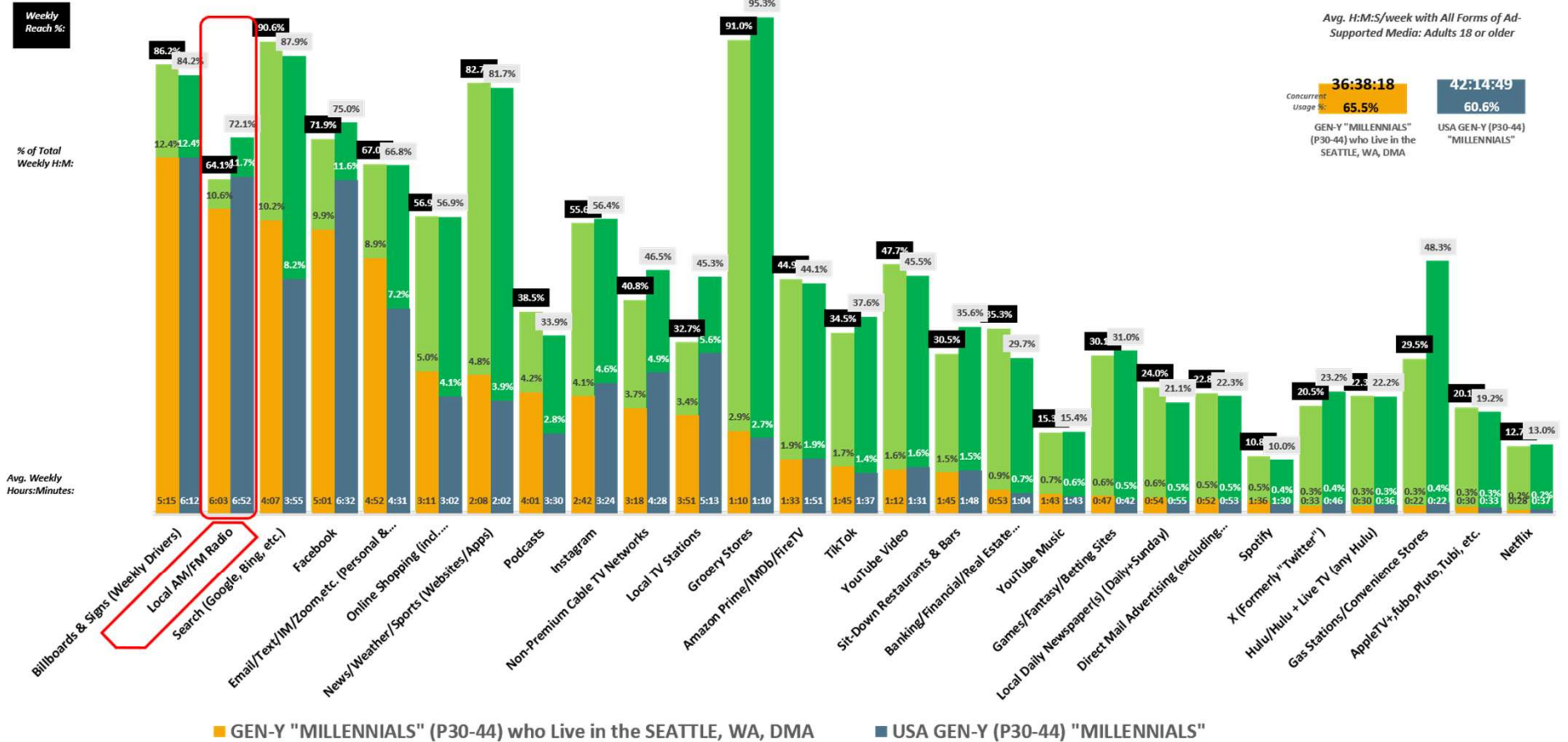
USA Projection USA Qual Intab 5,886
 (Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything.



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA spend an average of 1 days, 12 hours, 38 minutes and 18 seconds each week with All Forms of Ad-Supported Media.
 64.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.6% of total time spent with all forms of Ad-Supported Media

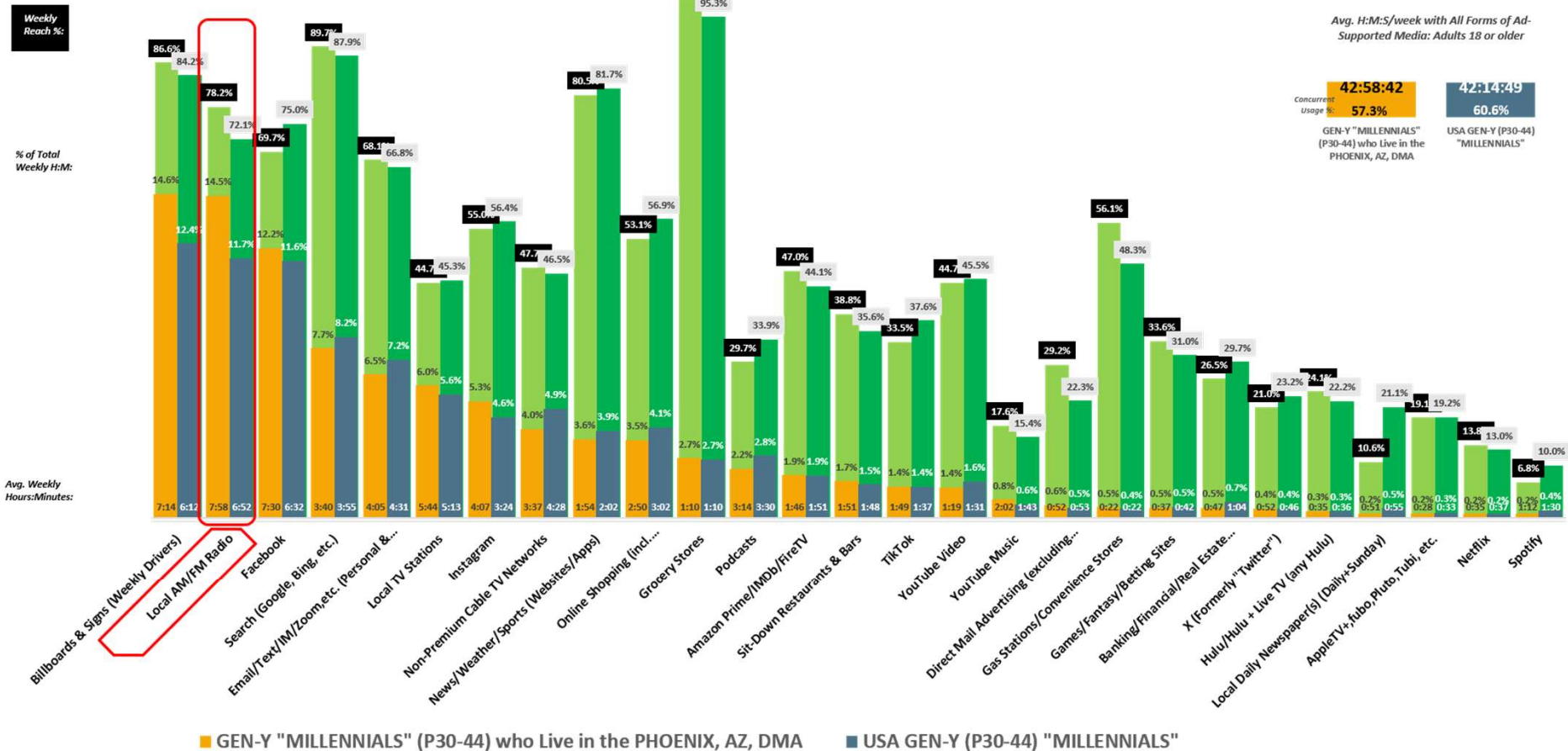


USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886
 (Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 18 hours, 58 minutes and 42 seconds each week with All Forms of Ad-Supported Media.
 78.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA spend an avg. of 7 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.5% of total time spent with all forms of Ad-Supported Medi



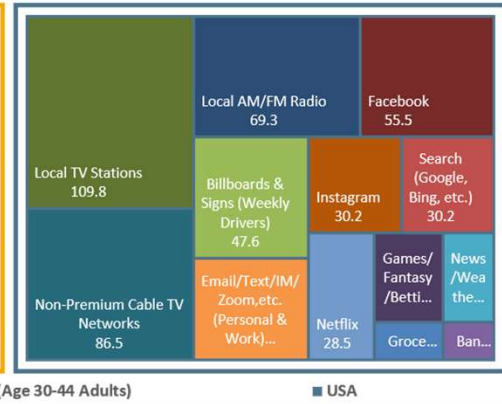
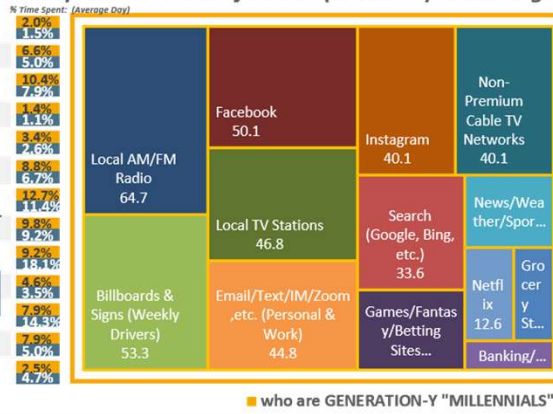
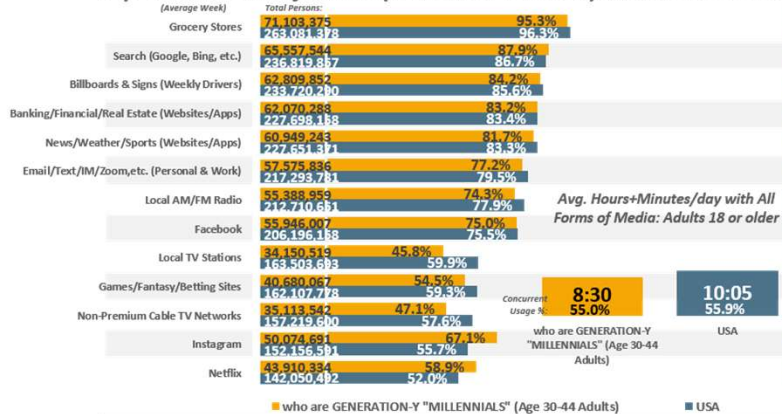
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886
 (Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

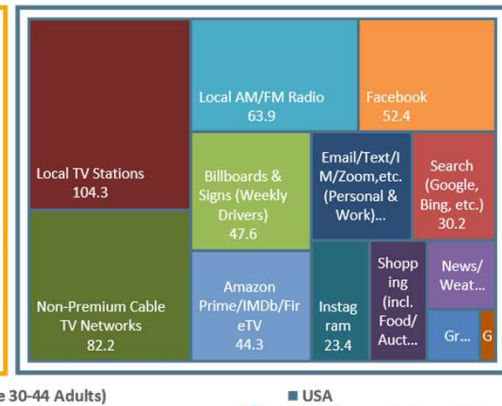
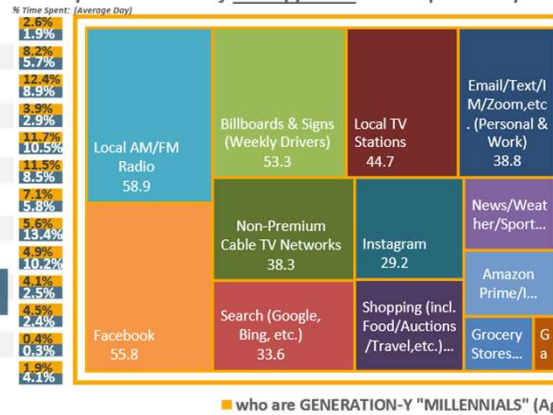
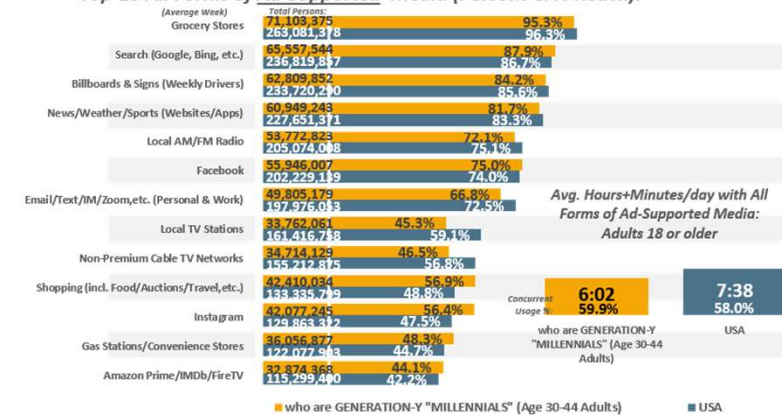


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 2 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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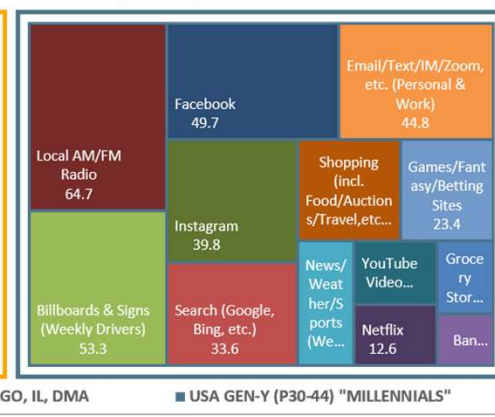
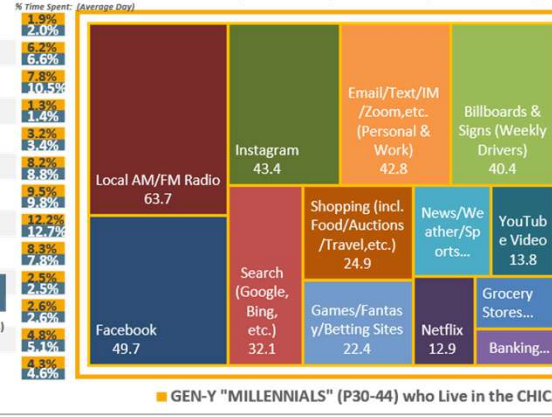
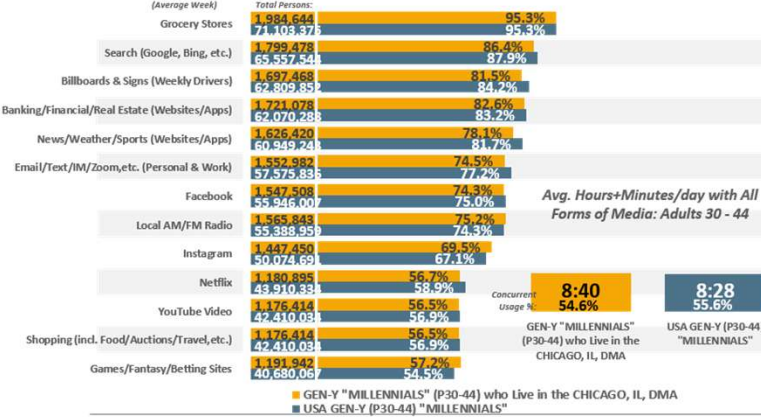
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 58. minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

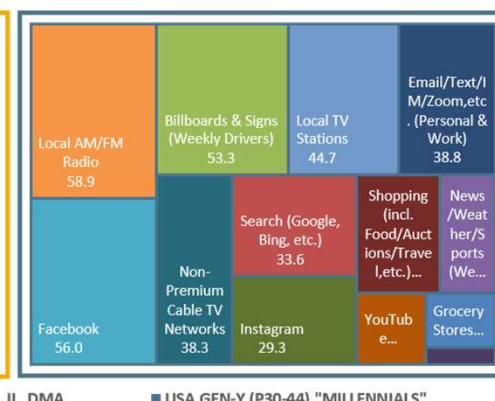
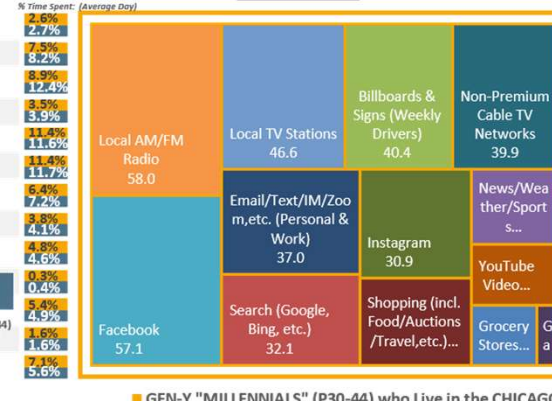
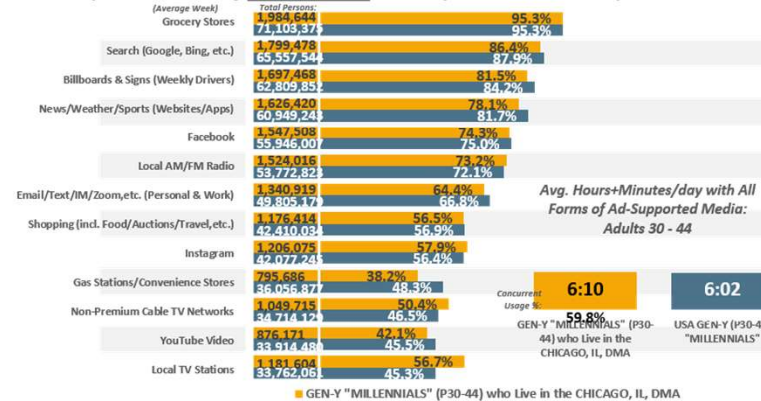
Top-13 All Forms of Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

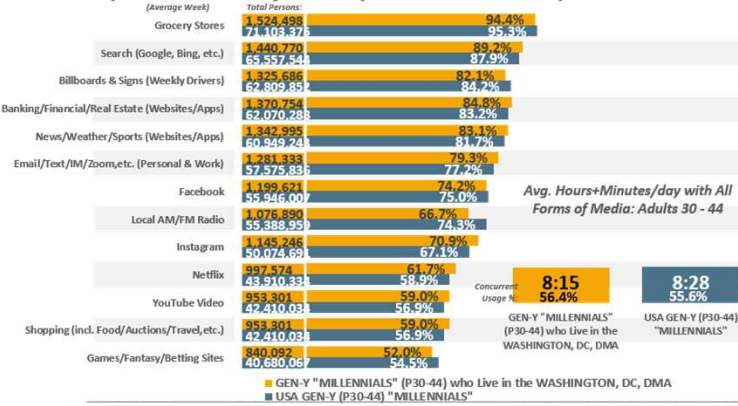
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

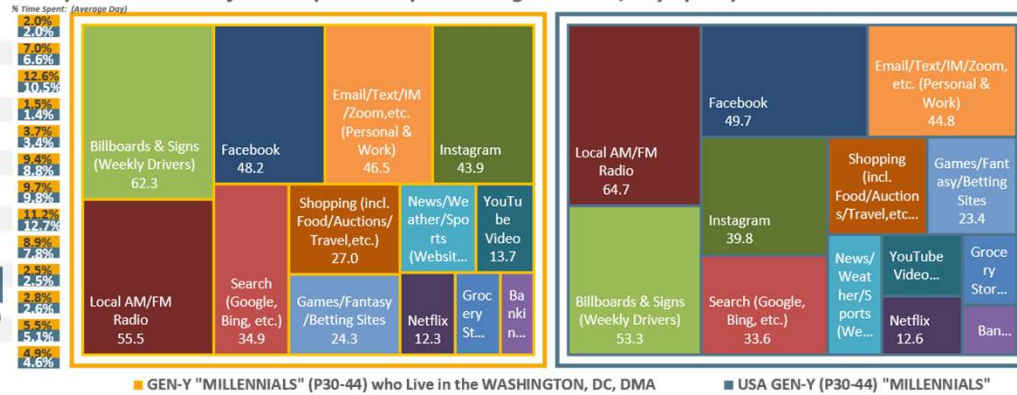


Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 64.4% listen to Local AM/FM Radio for an avg. of 50.2 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

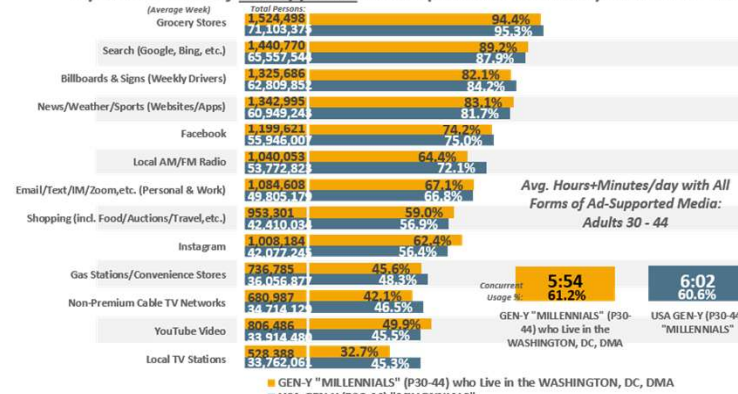
Top-13 All Forms of Media (Persons & % Reach): Adults 30 - 44



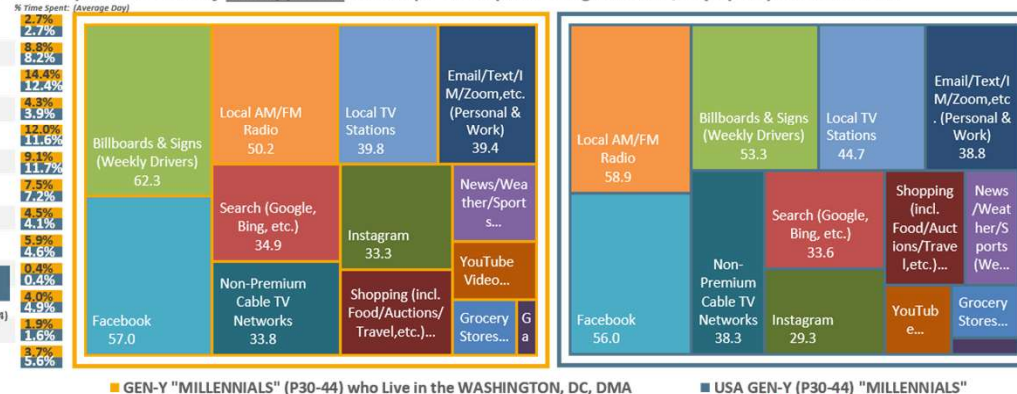
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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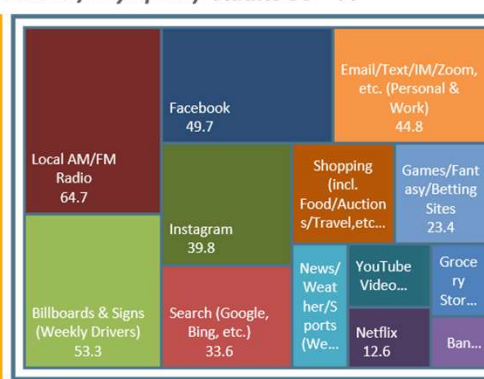
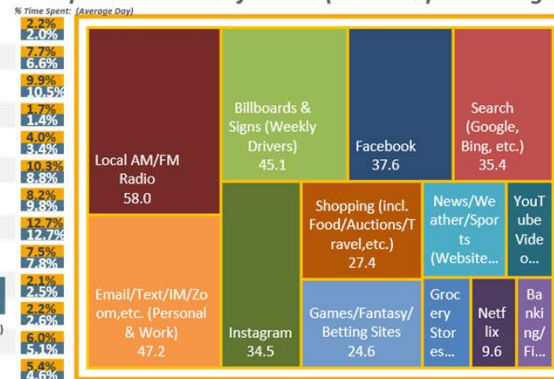
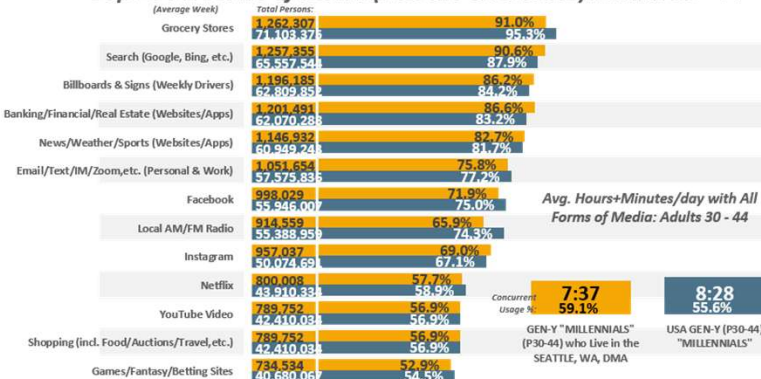
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA spend an average of 5 hours and 14 minutes each day with All Forms of Ad-Supported Media. 64.1% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

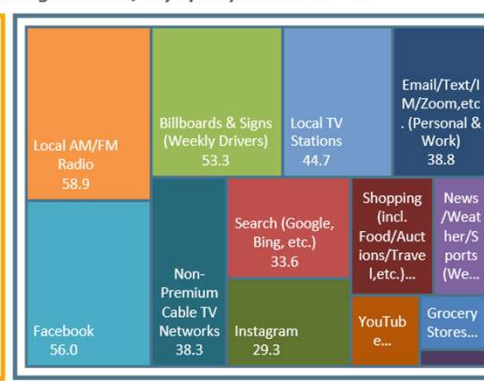
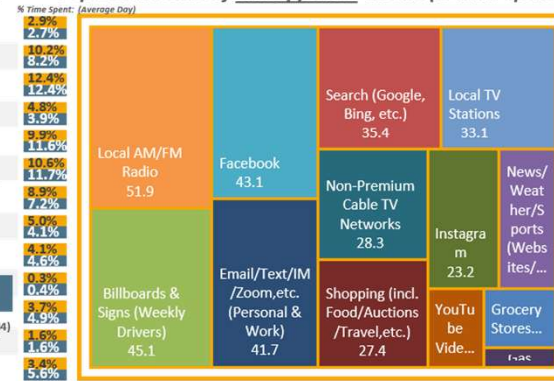
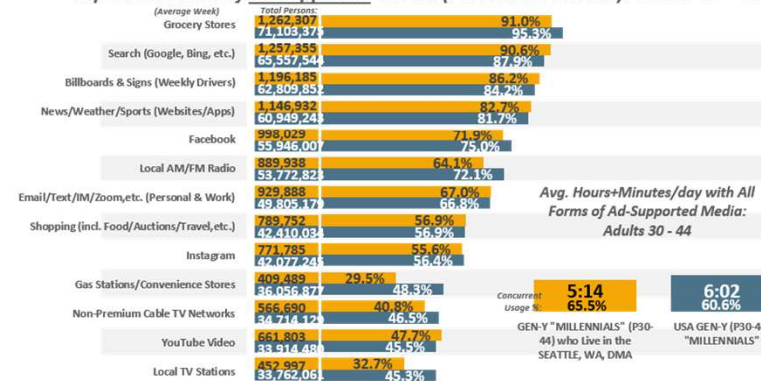
Top-13 All Forms of Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
USA Qual Intab 5,886

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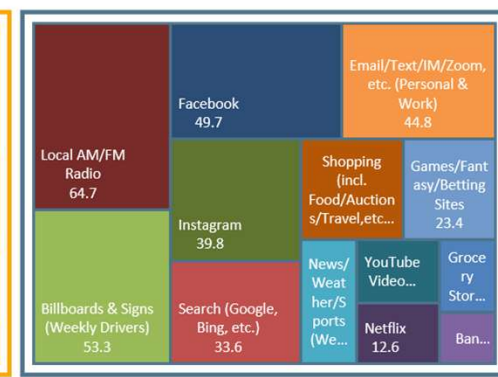
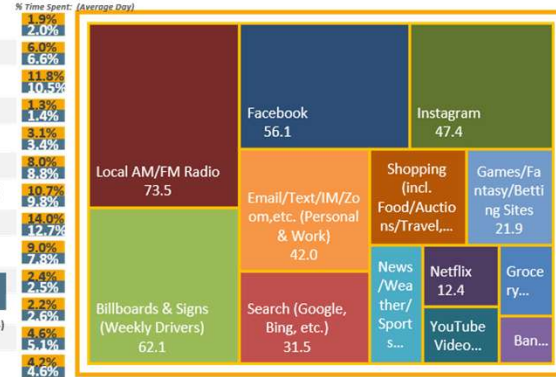
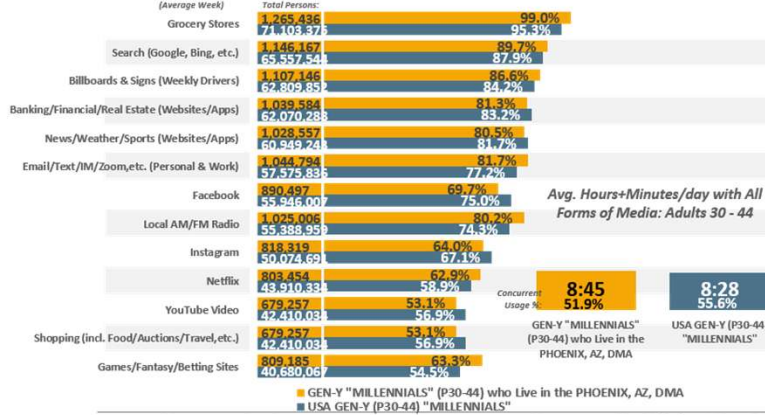
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 8 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 68.4 minutes/day. (Local Radio delivers 14.5% of Time with Ad-Supported Media.)

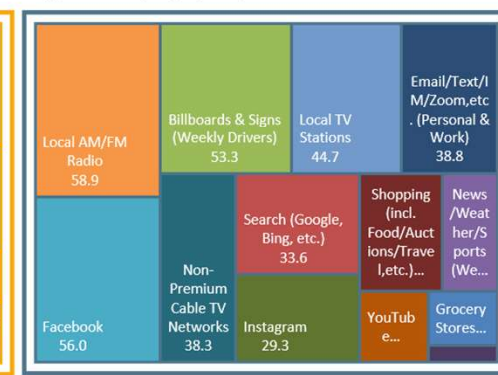
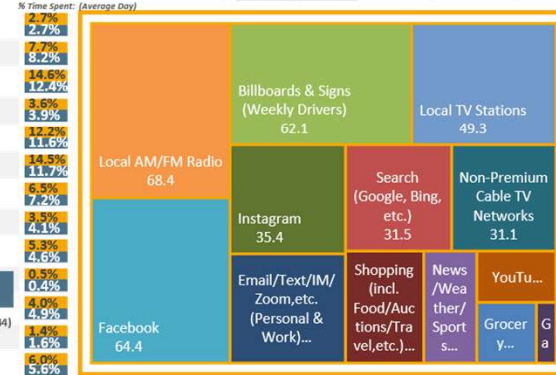
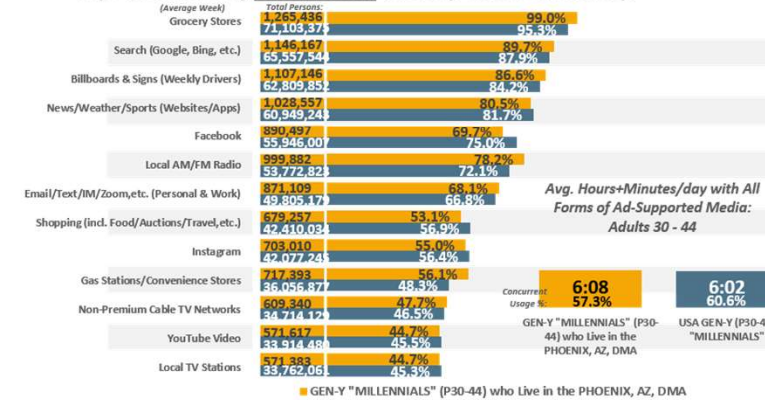
Top-13 All Forms of Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

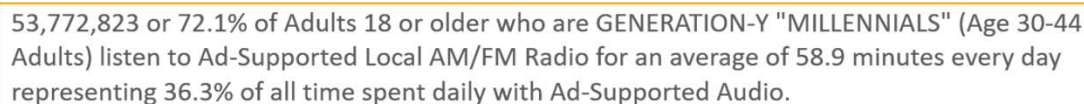


USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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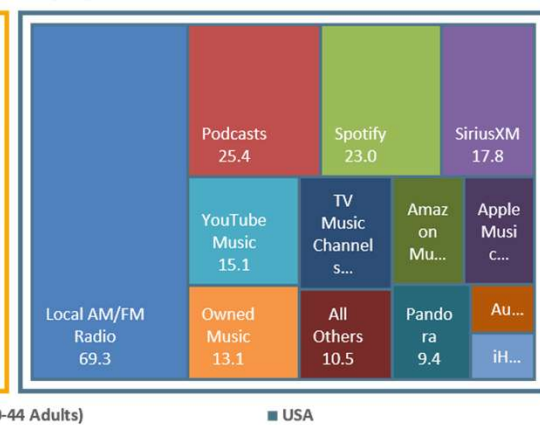
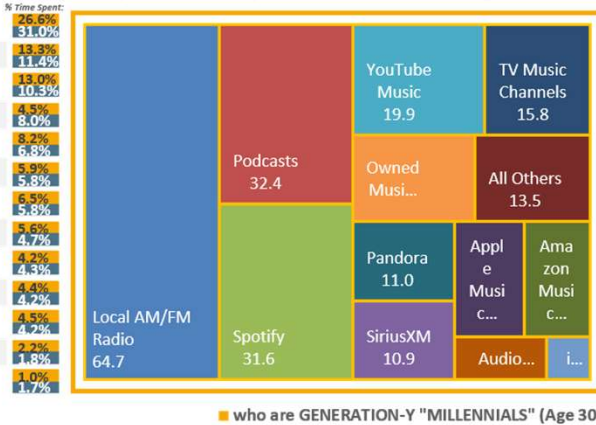
USA Projection USA Qual Intab 5,886

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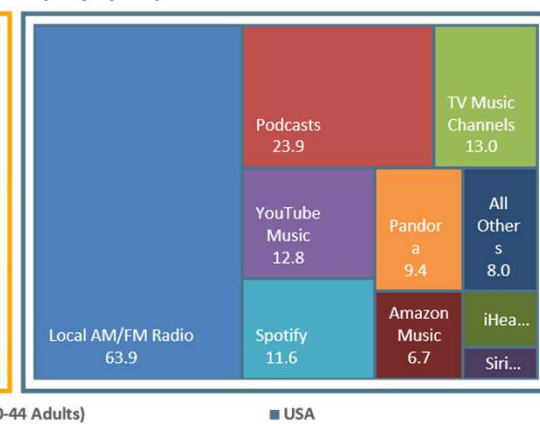
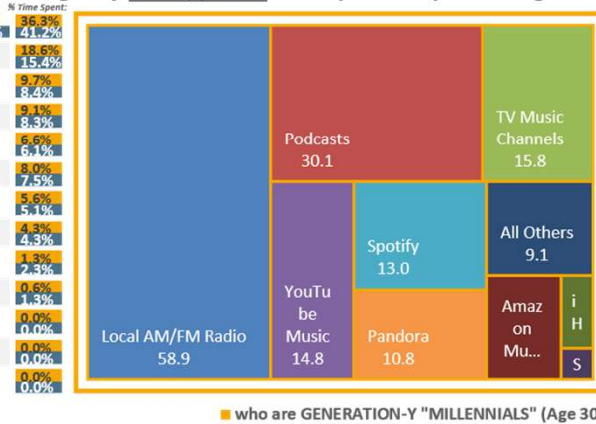
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



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



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



Scarborough R1 2026: Jan 25-Mar 26 USA Projection

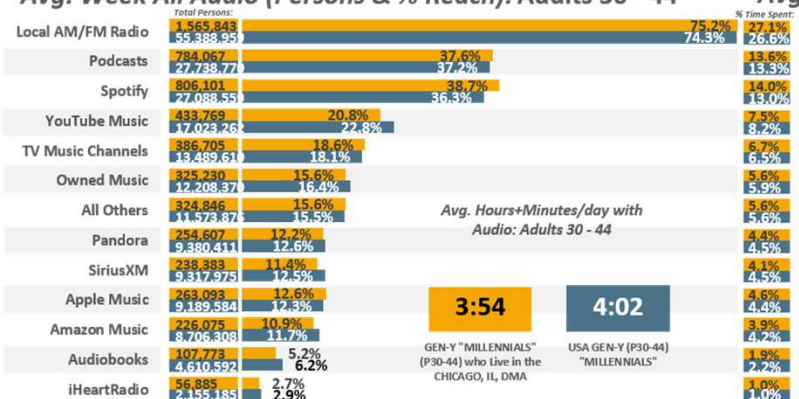
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

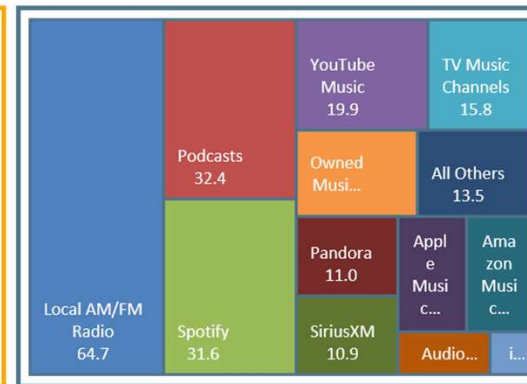
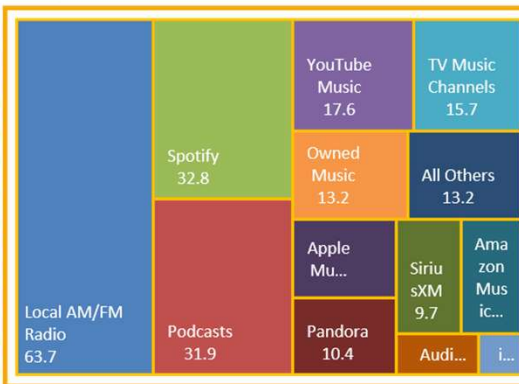


1,524,016 or 73.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

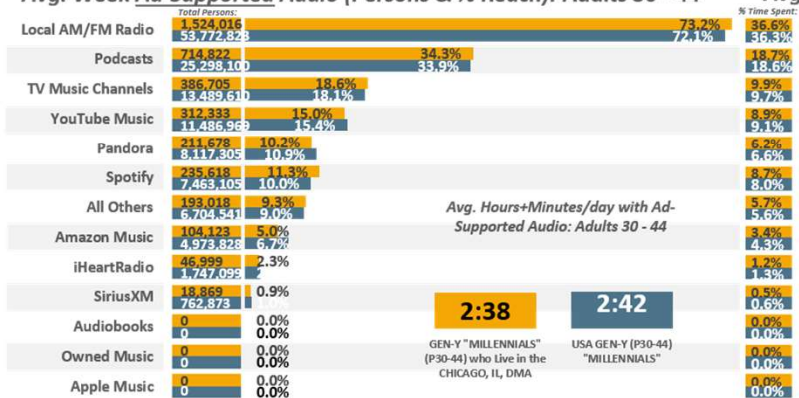
Avg. Week All Audio (Persons & % Reach): Adults 30 - 44



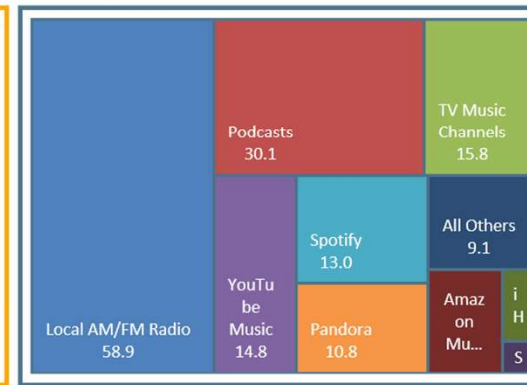
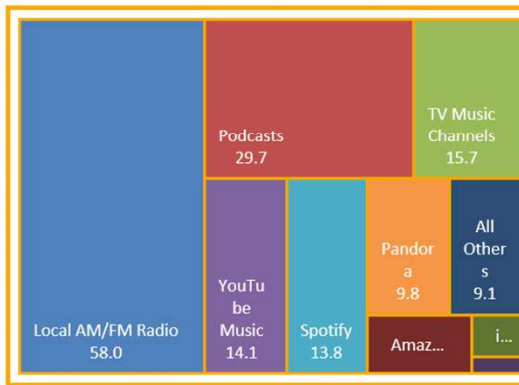
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA
 USA GEN-Y (P30-44) "MILLENNIALS"
 USA Projection
 Scarborough R1 2026: Feb25-Feb26
 Qual Intab
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GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA
 USA GEN-Y (P30-44) "MILLENNIALS"
 USA
 USA Projection
 USA
 Qual Intab
 5,886

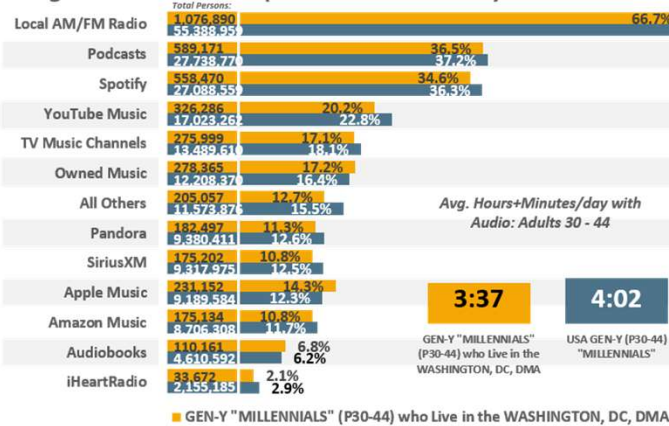
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

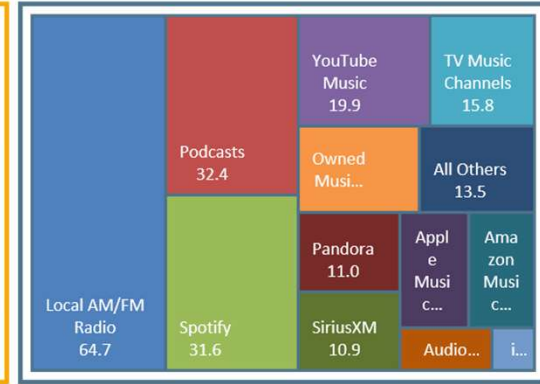
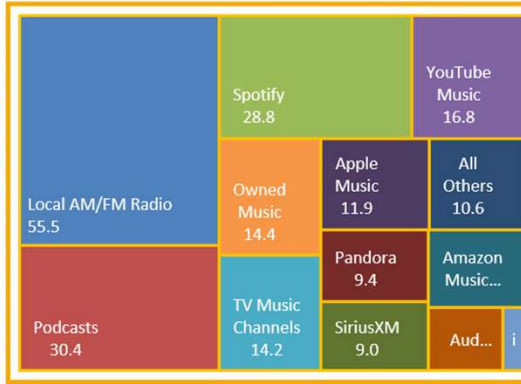


1,040,053 or 64.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

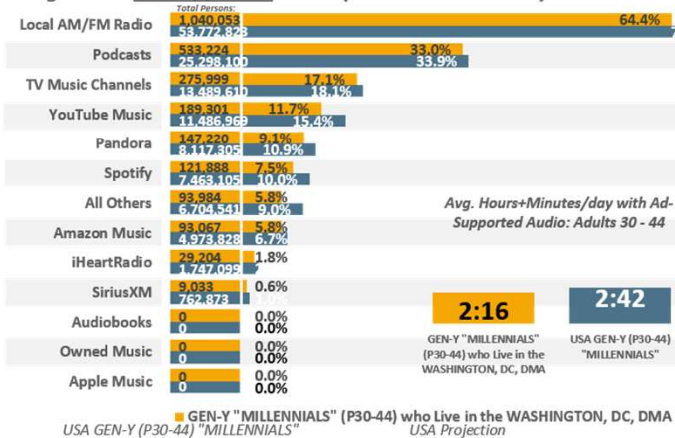
Avg. Week All Audio (Persons & % Reach): Adults 30 - 44



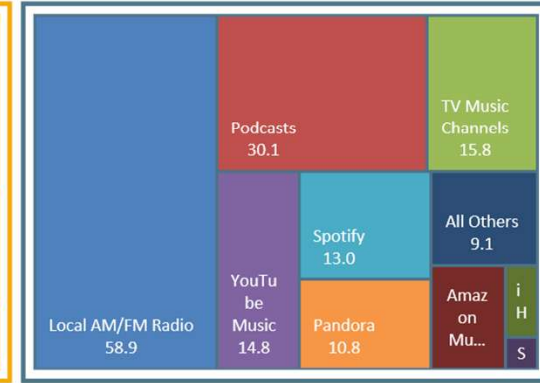
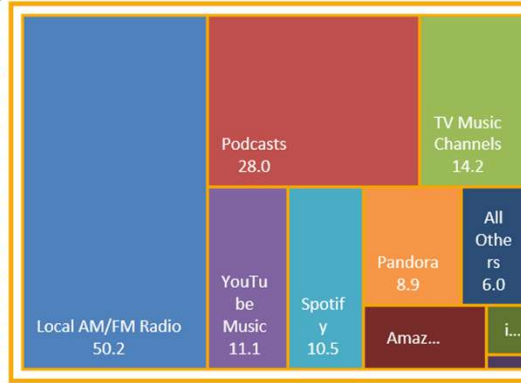
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

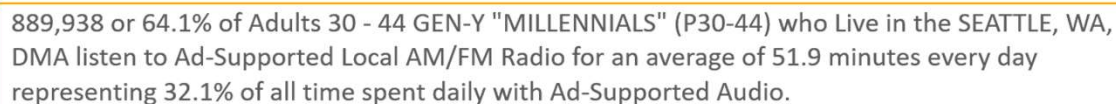


USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
Scarborough R1 2026: Mar25-Mar26 Qual Intab
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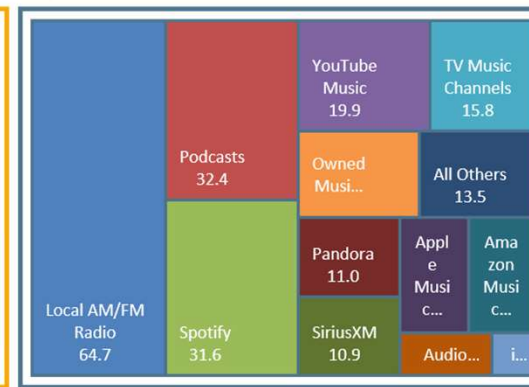
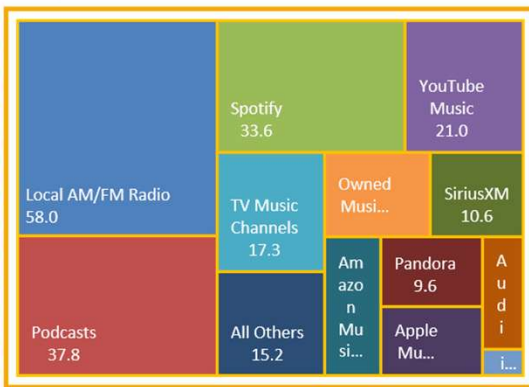
USA USA Projection USA Qual Intab 5,886

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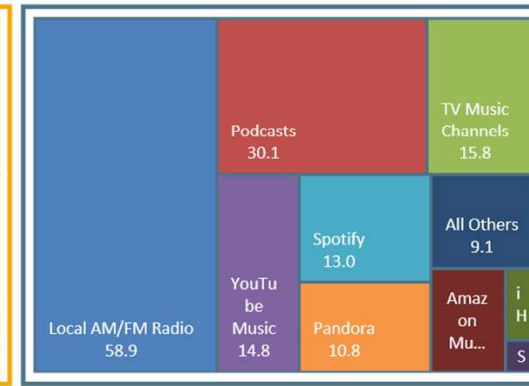
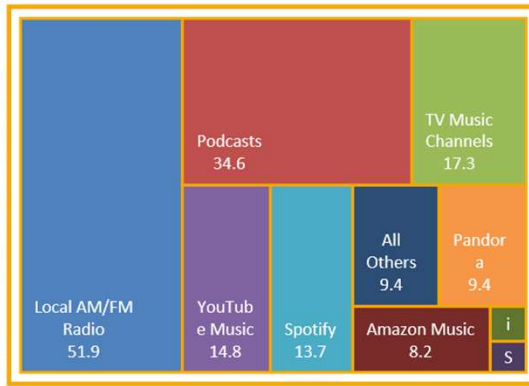
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA	USA Projection	USA	Qual Intab	5.886
■ GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA				

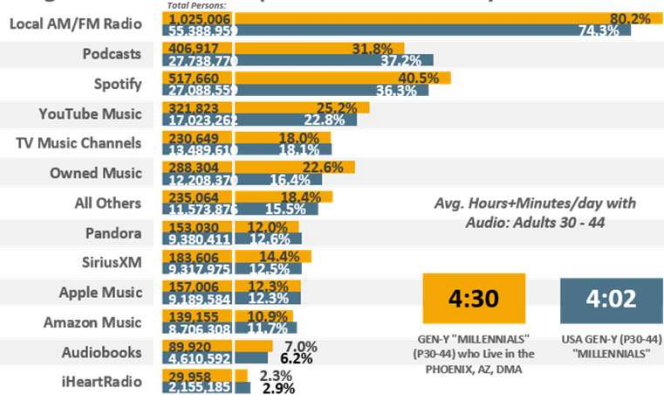
soefa.ai Share of Everything
for Anything.

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



999,882 or 78.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Audio: Adults 30 - 44

4:30

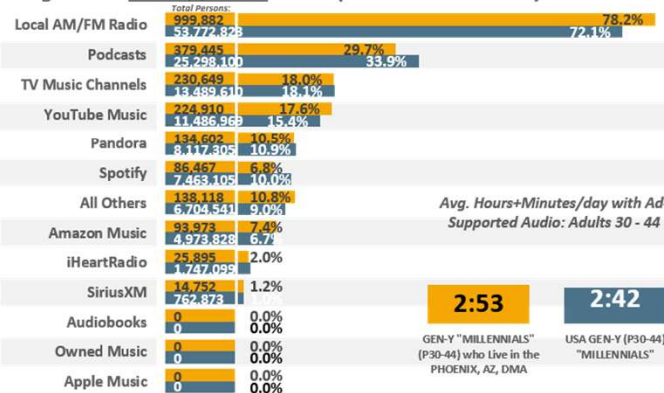
4:02

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 30 - 44

2:53

2:42

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

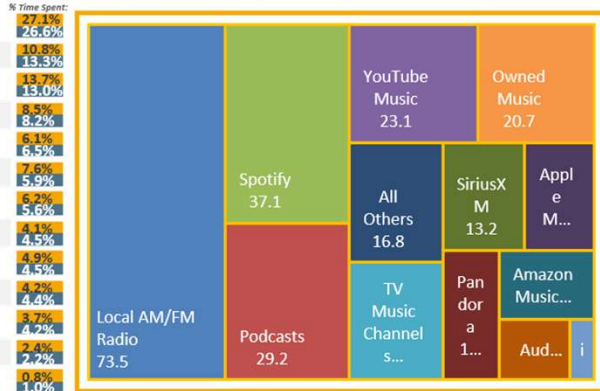
USA GEN-Y (P30-44) "MILLENNIALS"

USA Projection

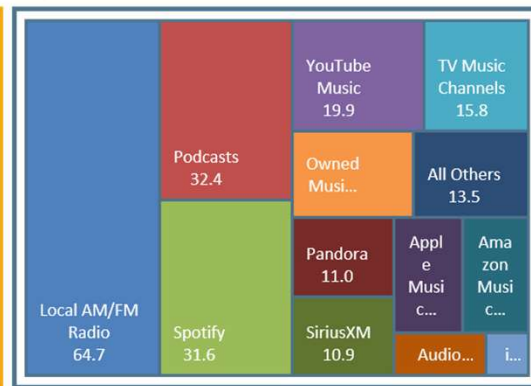
Qual Intab

Scarborough R1 2026: Feb25-Feb26
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Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

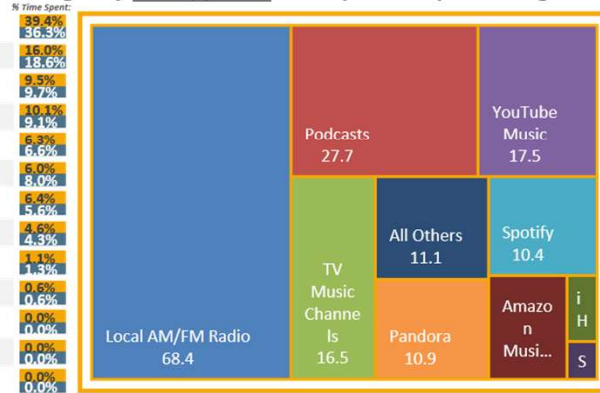


GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

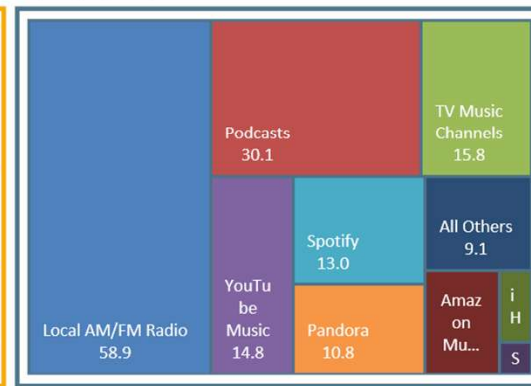


USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA



USA GEN-Y (P30-44) "MILLENNIALS"

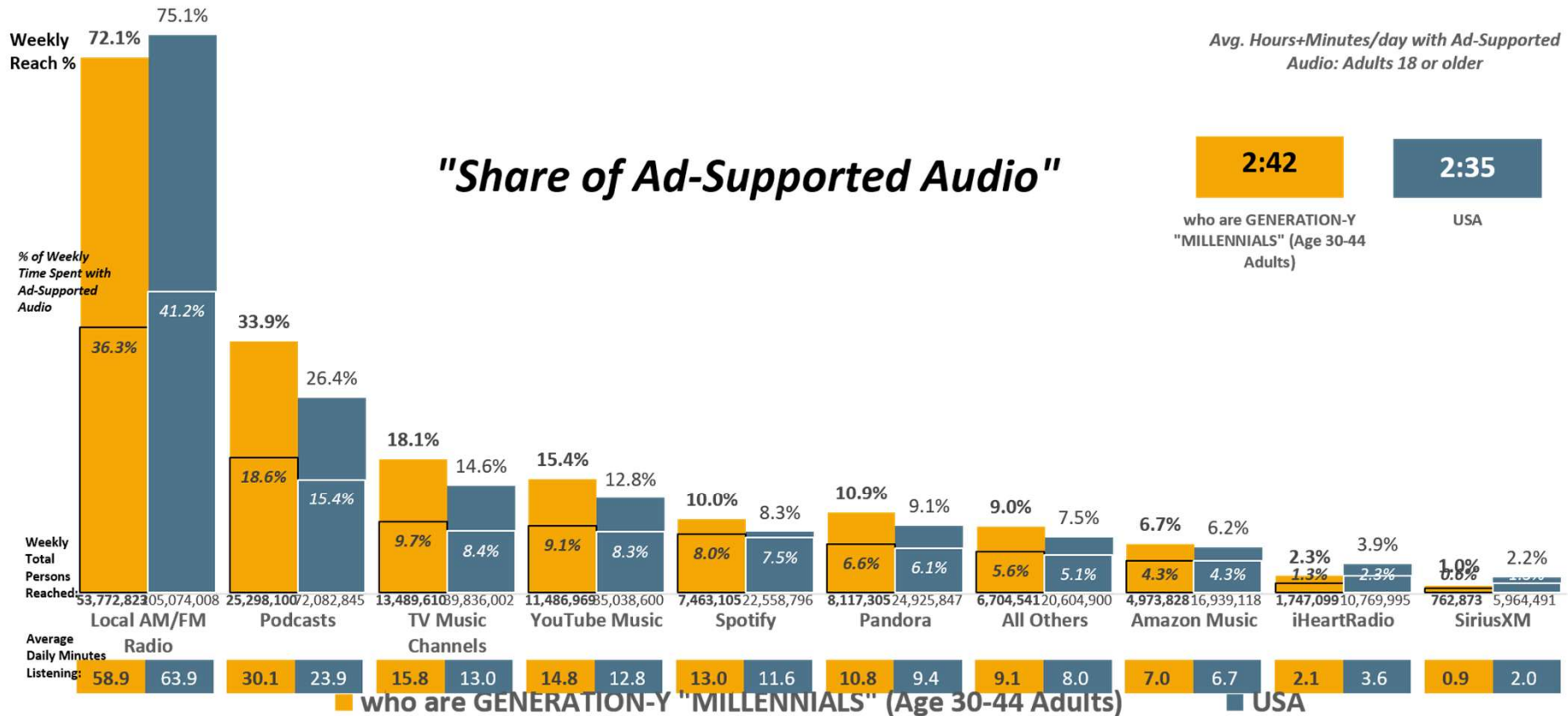
USA USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

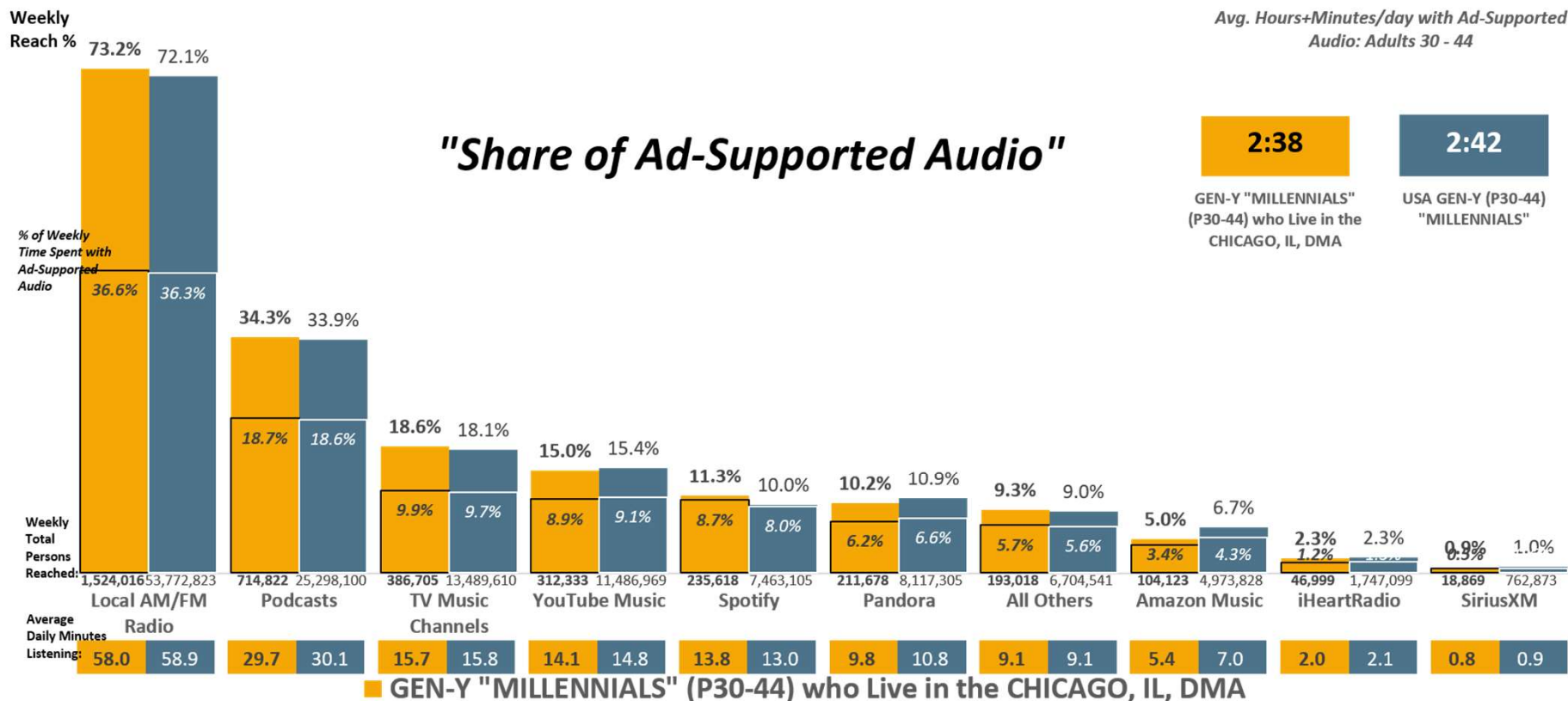


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.





1,524,016 or 73.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

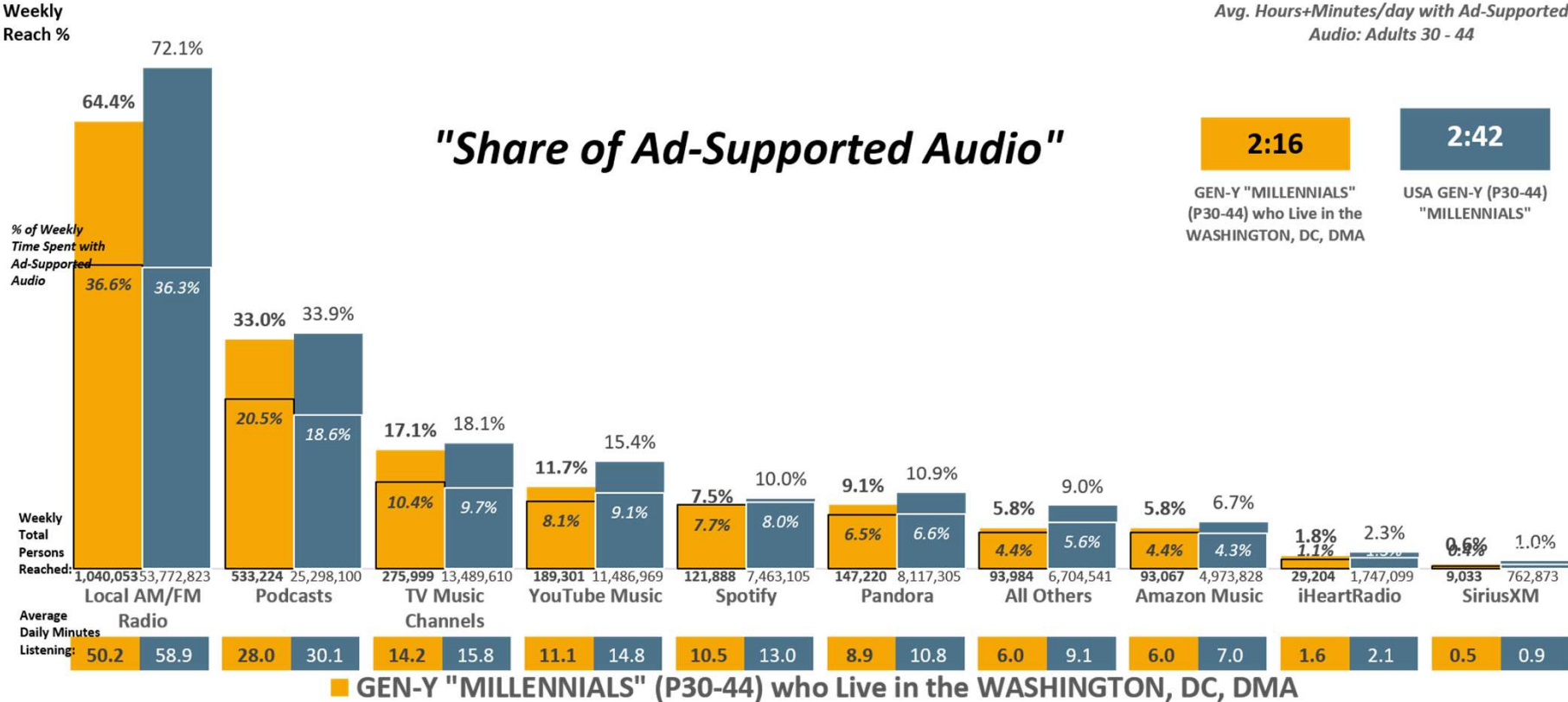
USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,040,053 or 64.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



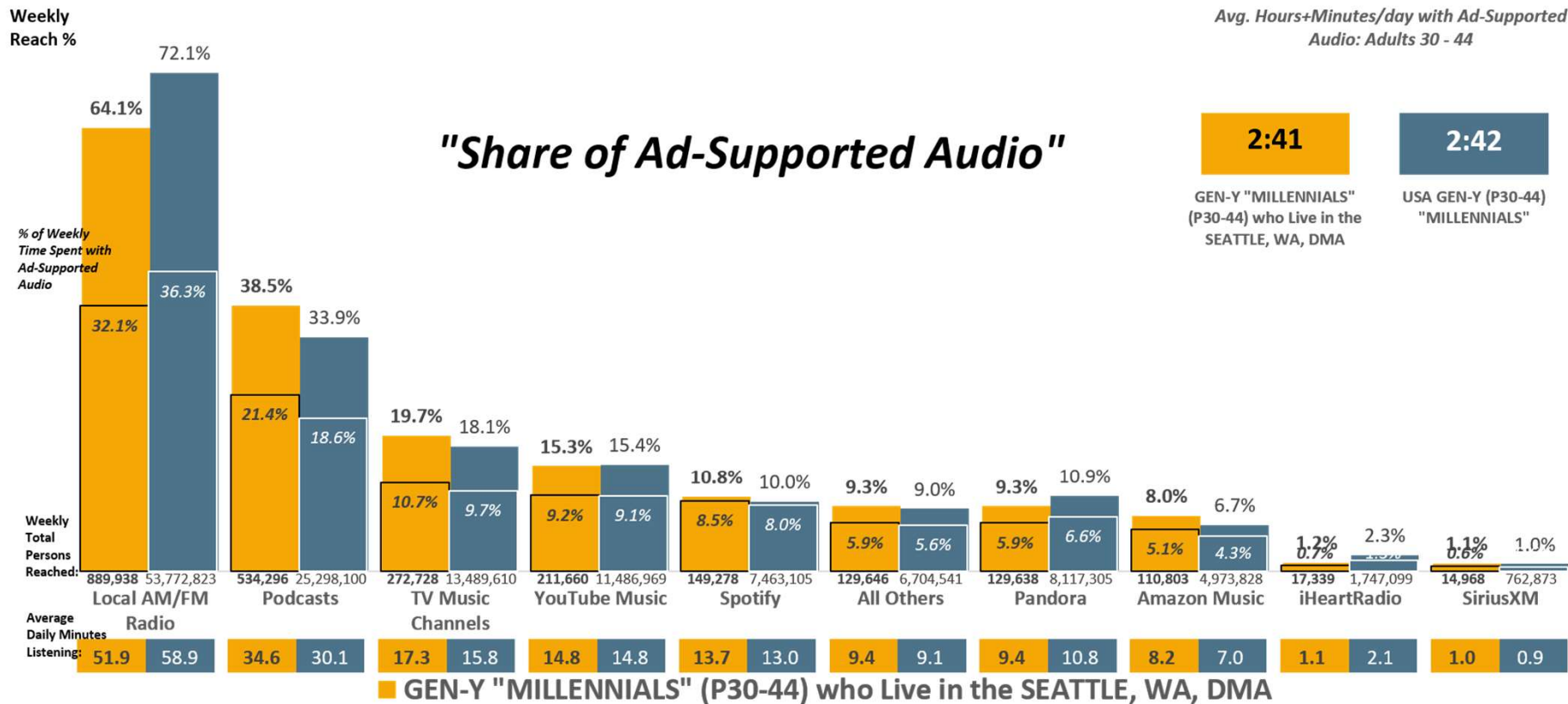
USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough 81 2026: Mar25-Mar26
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USA Projection USA Qual Intab 5,886

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



889,938 or 64.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Audio.



USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough 81 2026: Mar25-Mar26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 5,886

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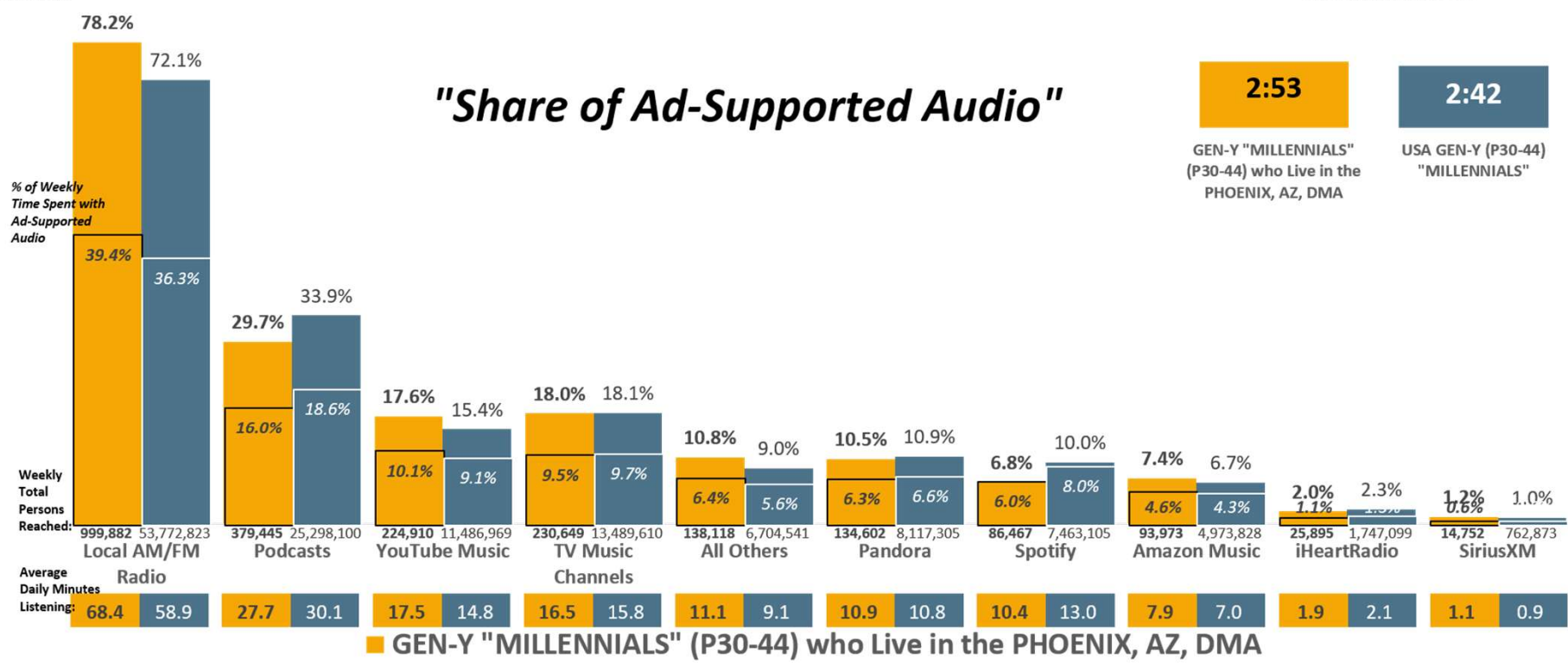
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



999,882 or 78.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 30 - 44



2:53

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

2:42

USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Feb25-Feb26
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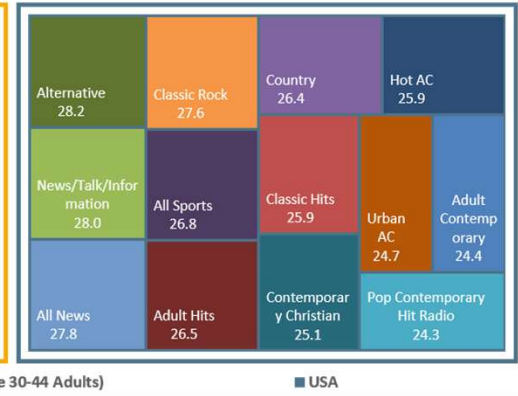
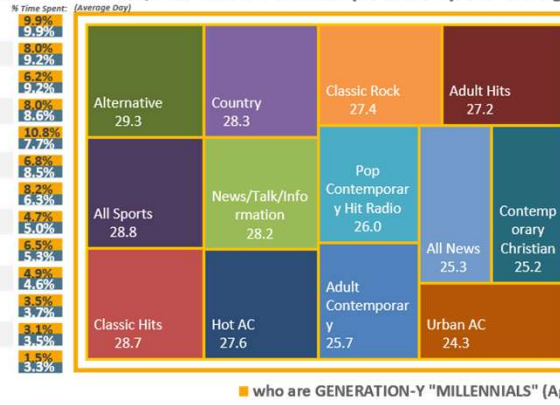
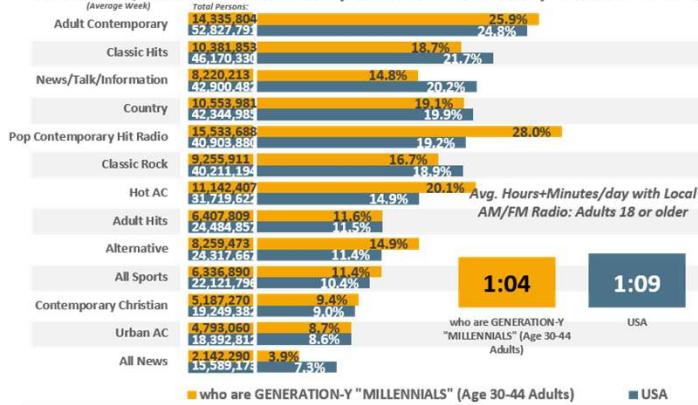
USA Projection USA Qual Intab 5,886

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

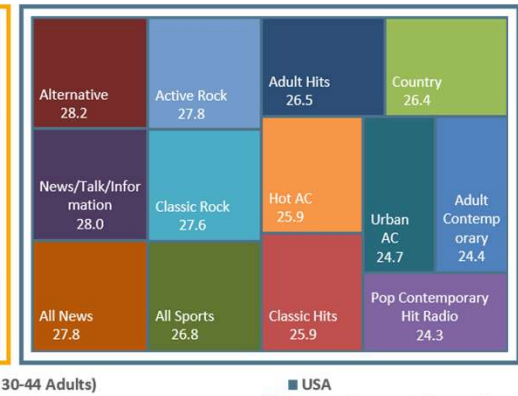
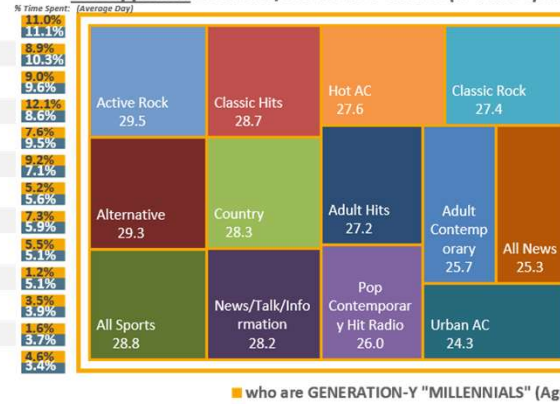
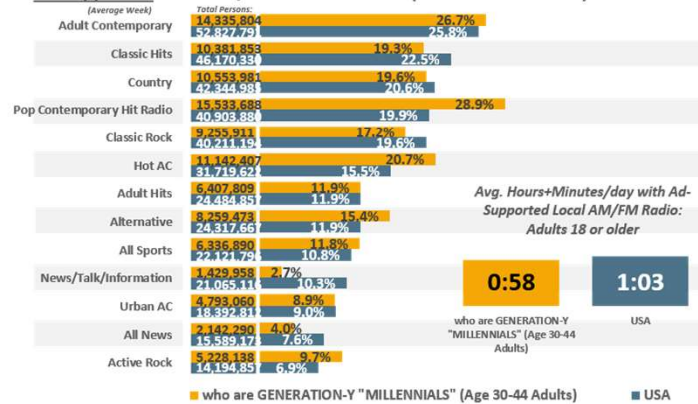


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Country, and Classic Hits.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

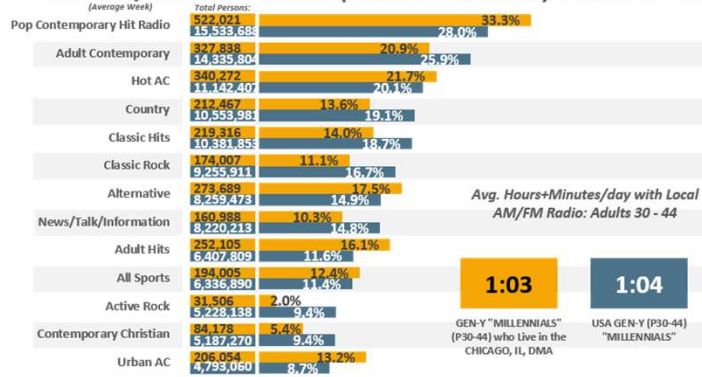
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

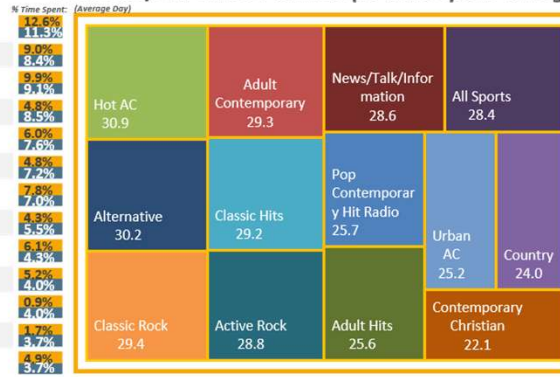


1,524,016 or 73.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Alternative, and Adult Hits.

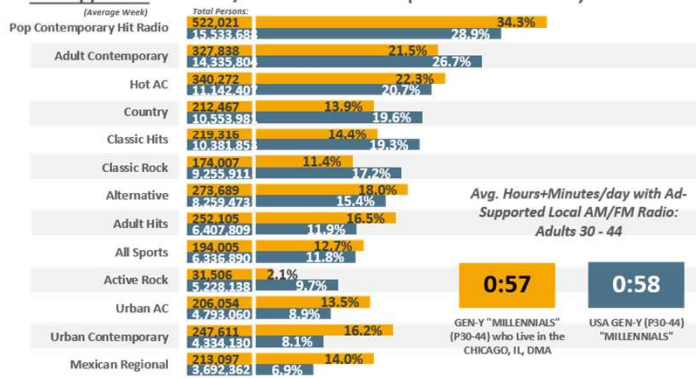
Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



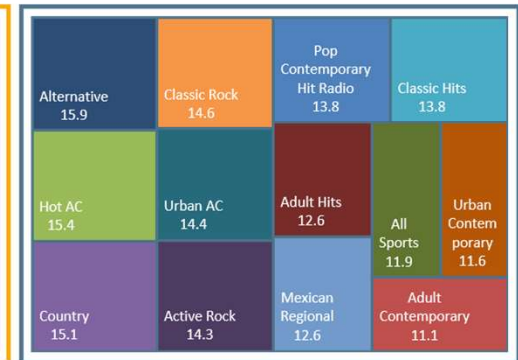
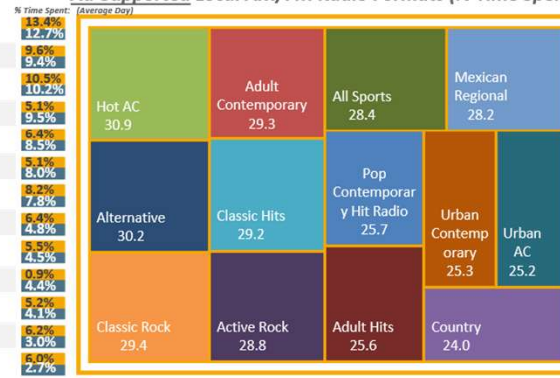
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

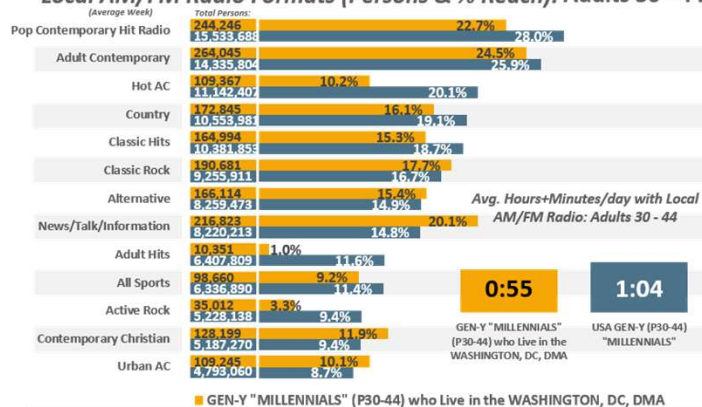
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

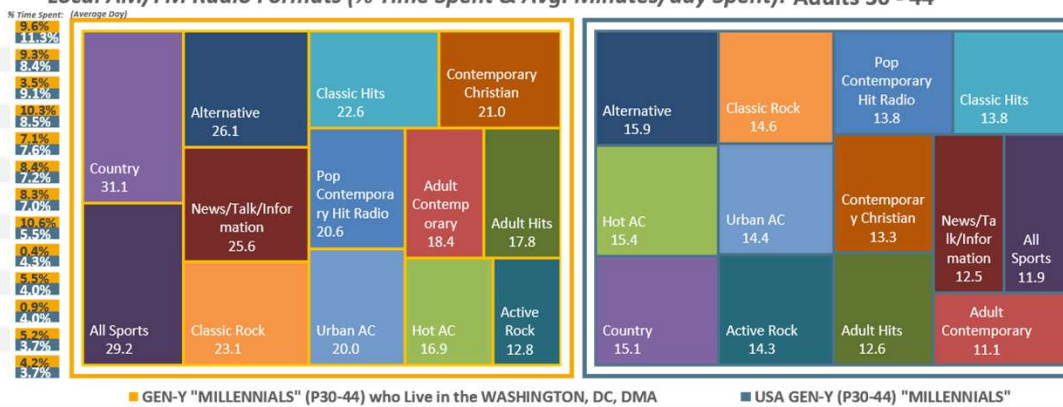


1,040,053 or 64.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Alternative.

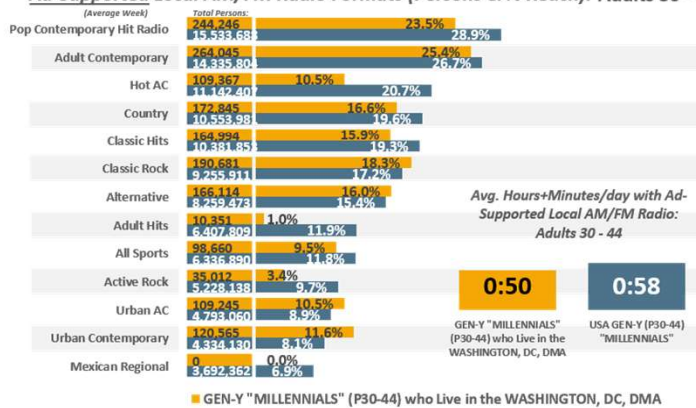
Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



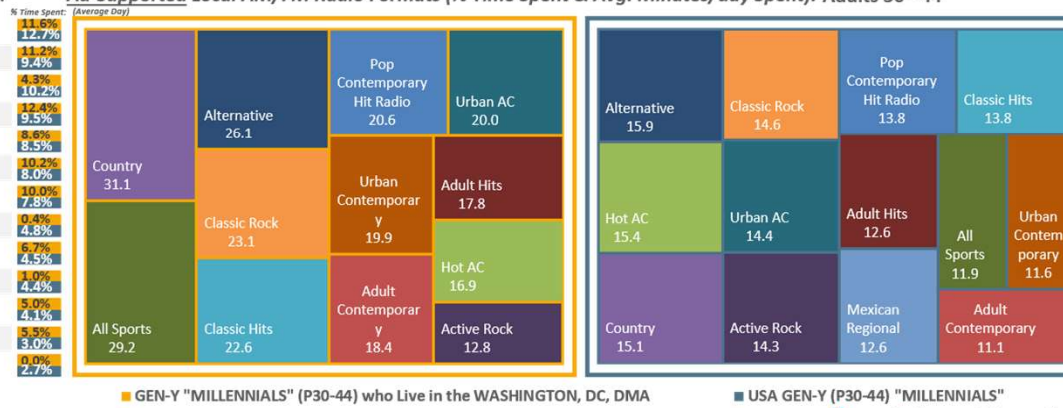
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

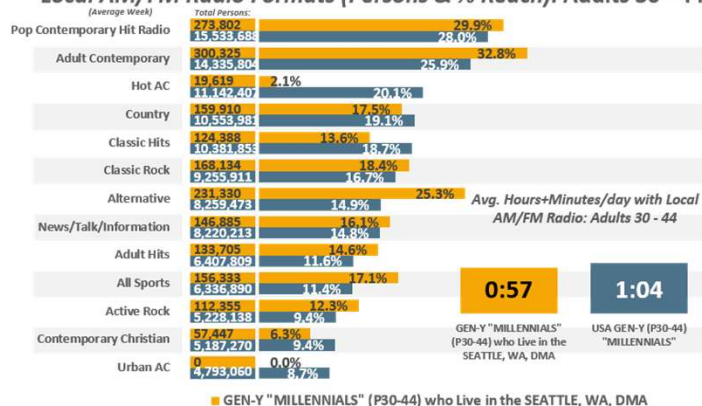
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

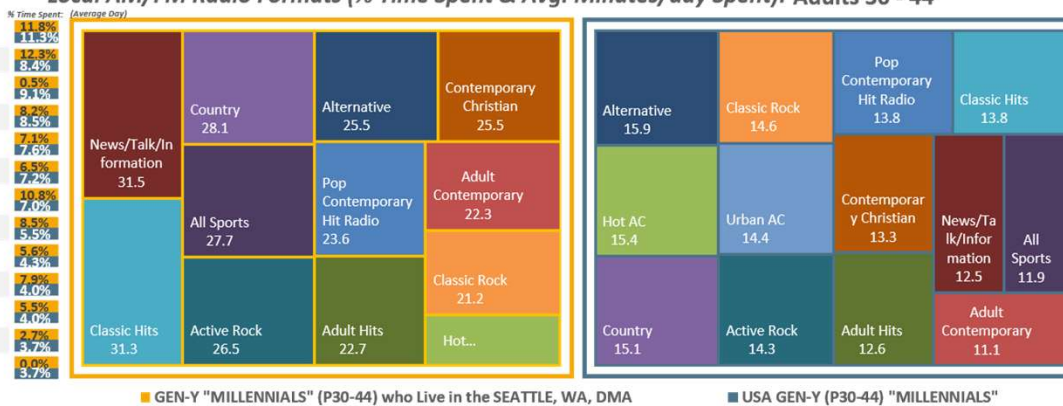


889,938 or 64.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Rock, and Country.

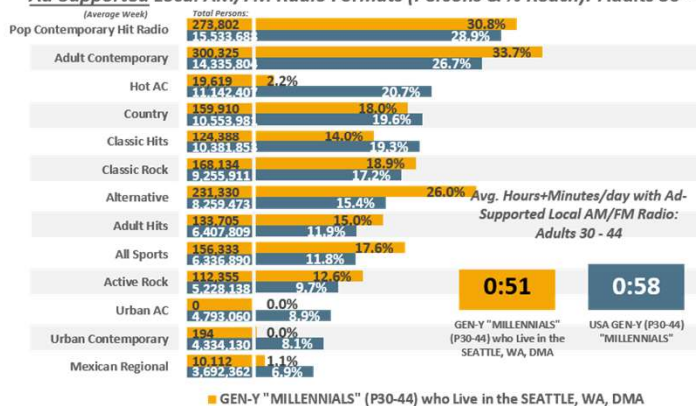
Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



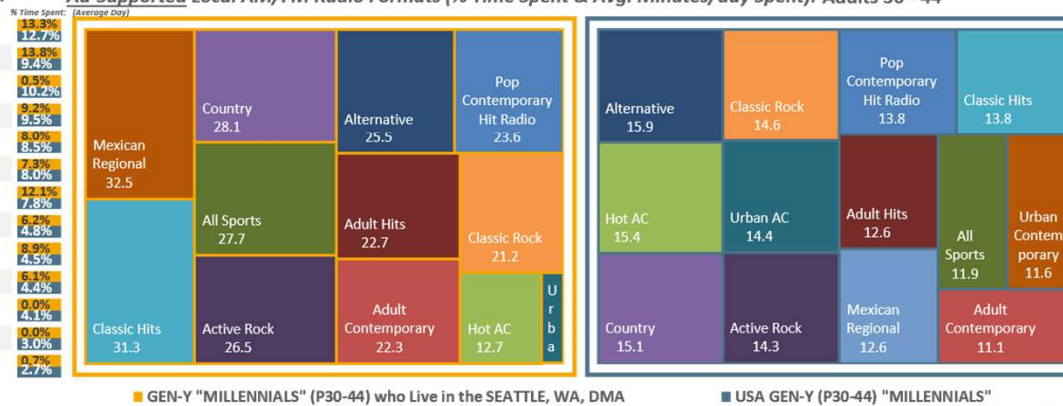
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

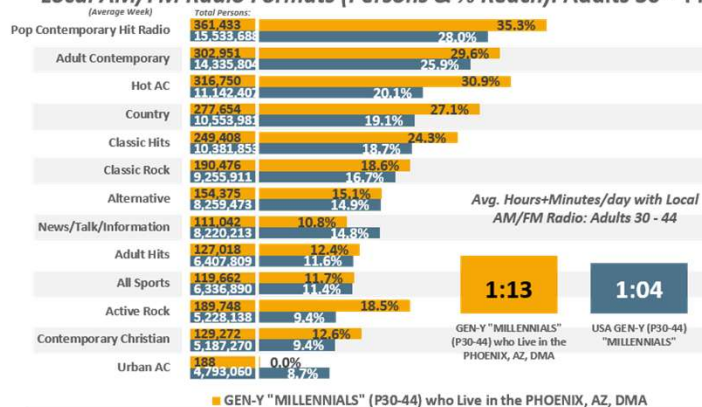
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

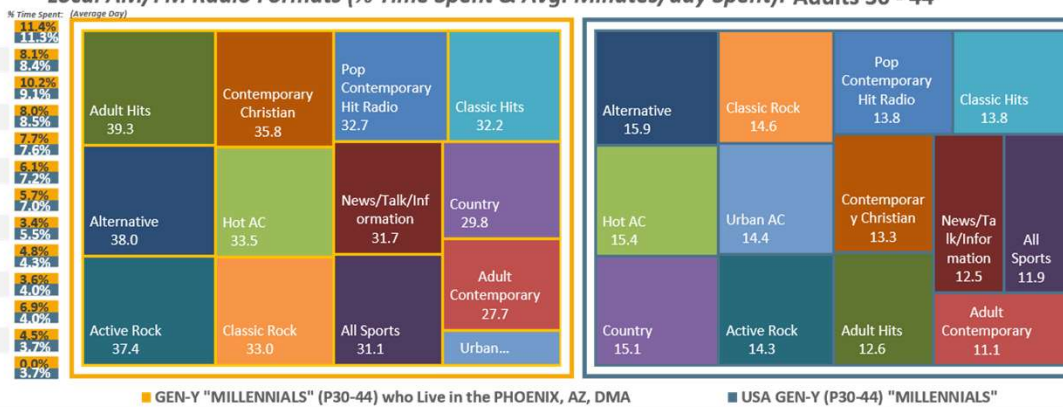


999,882 or 78.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Country, and Classic Hits.

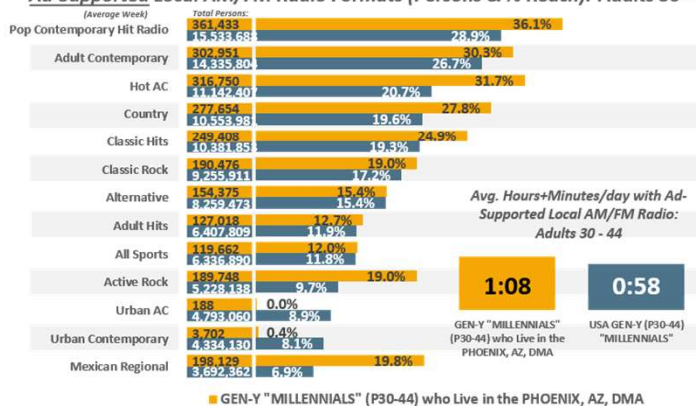
Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



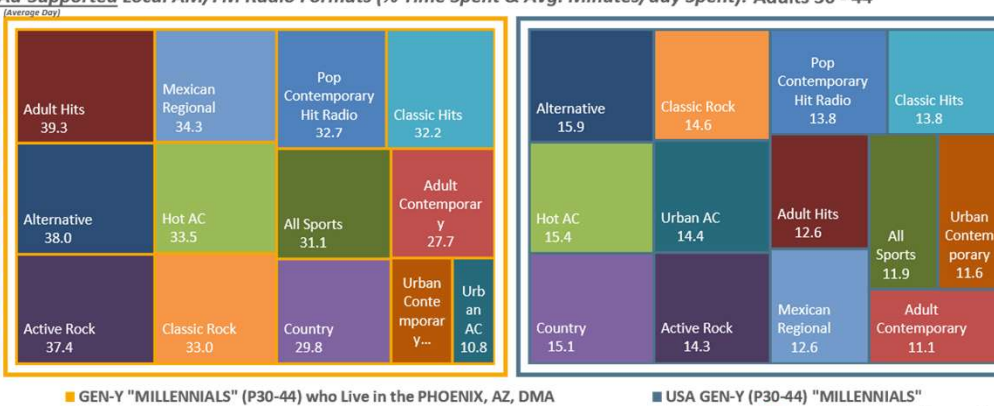
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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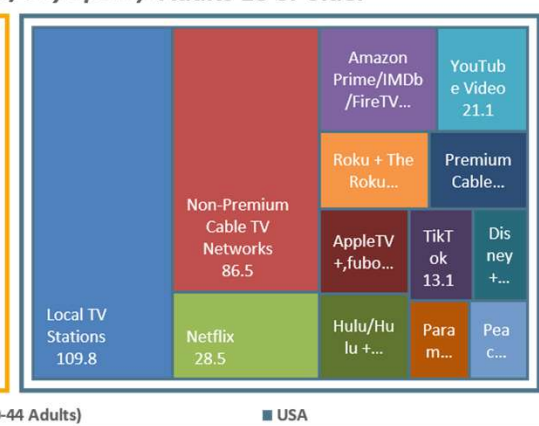
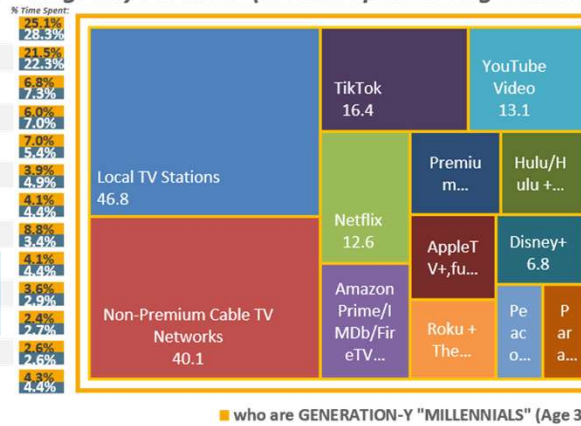
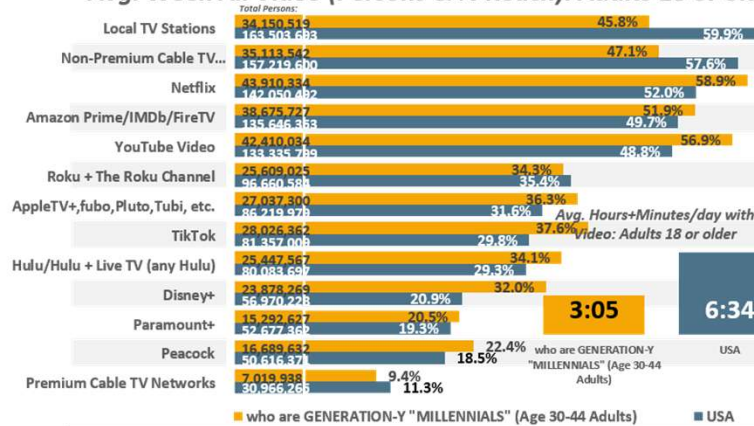
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 44.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

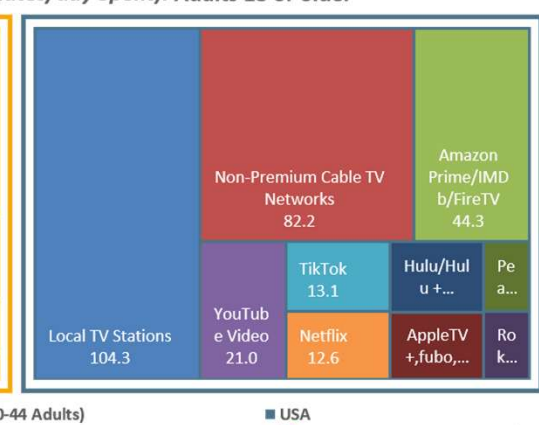
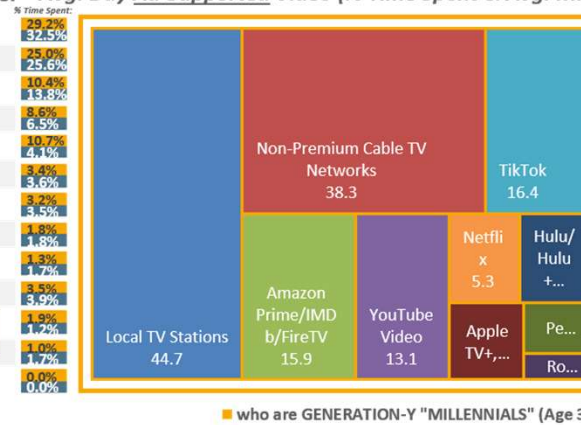
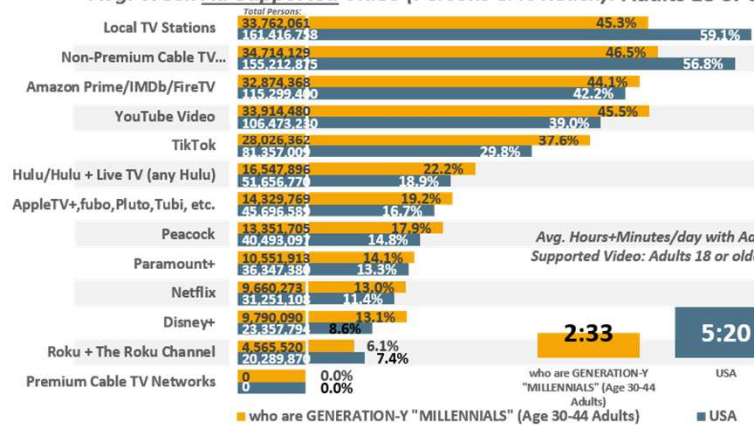
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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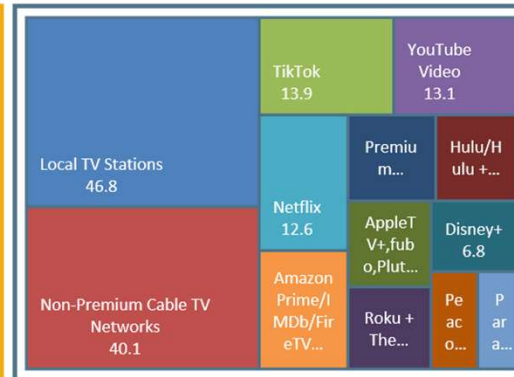
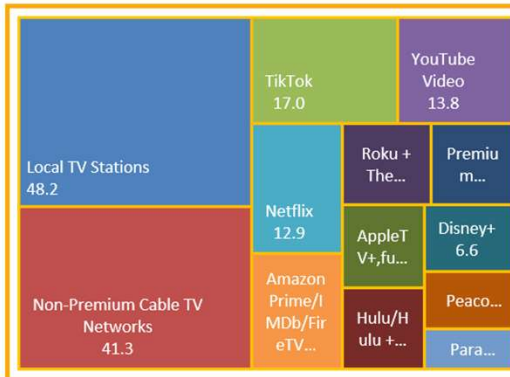
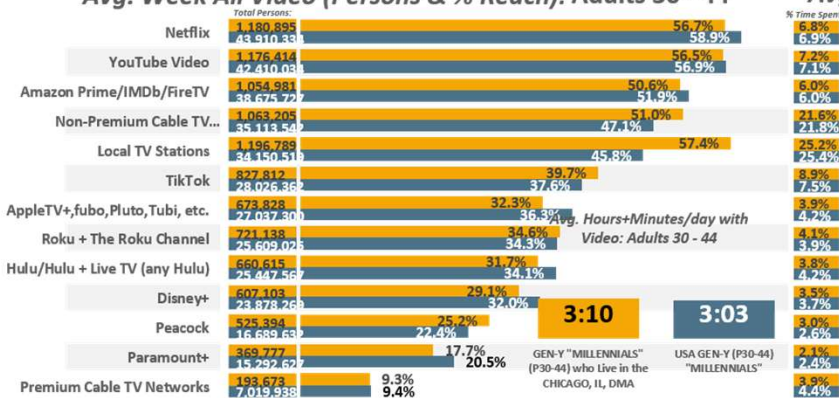
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,181,604 or 56.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 46.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.

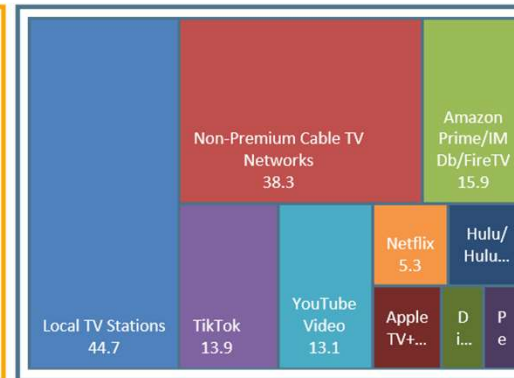
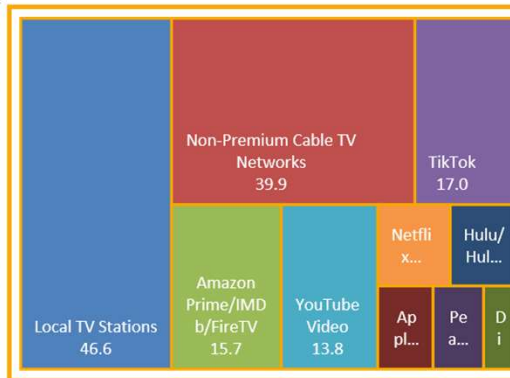
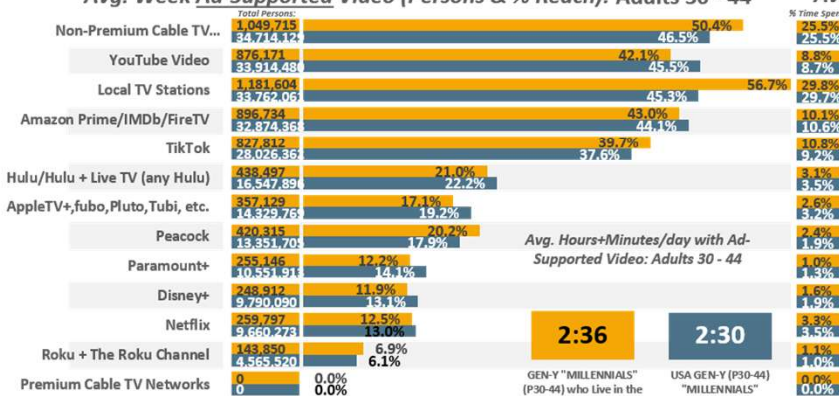
Avg. Week All Video (Persons & % Reach): Adults 30 - 44

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA
USA GEN-Y (P30-44) "MILLENNIALS"
USA Projection
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GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA
USA GEN-Y (P30-44) "MILLENNIALS"
USA Projection
USA Qual Intab
5,886

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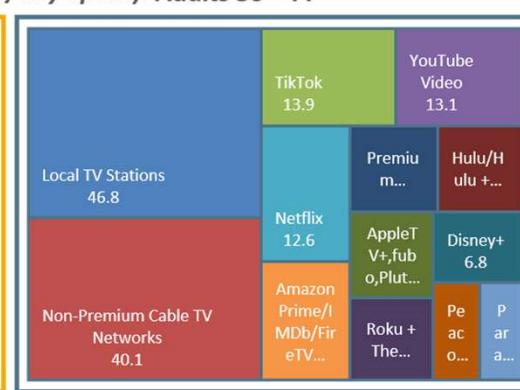
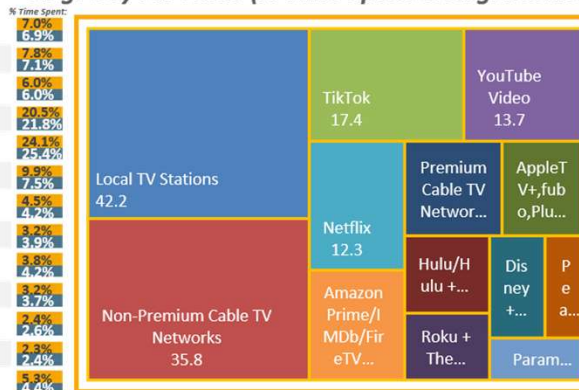
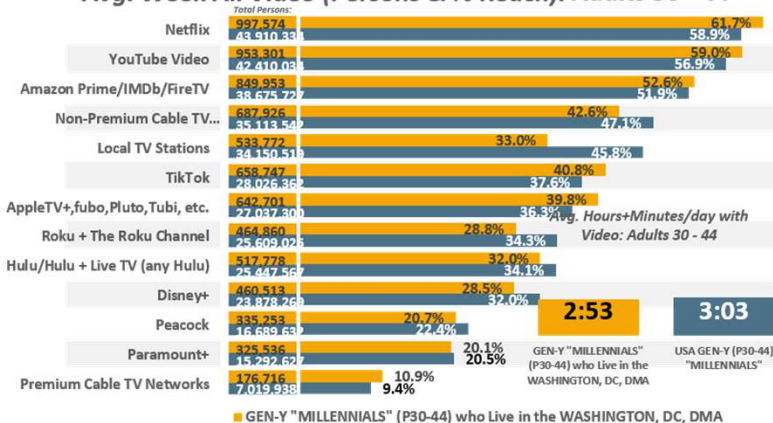
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



528,388 or 32.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 39.8 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

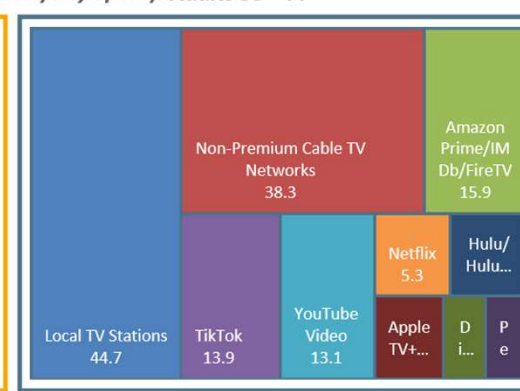
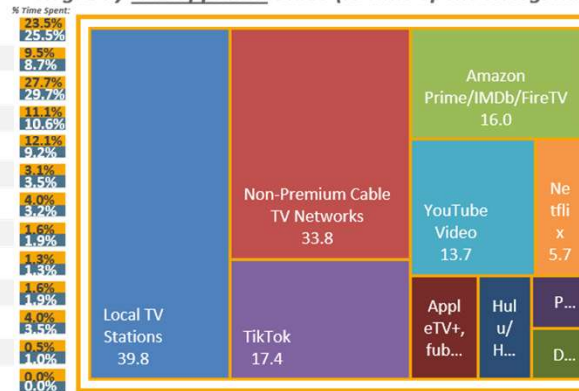
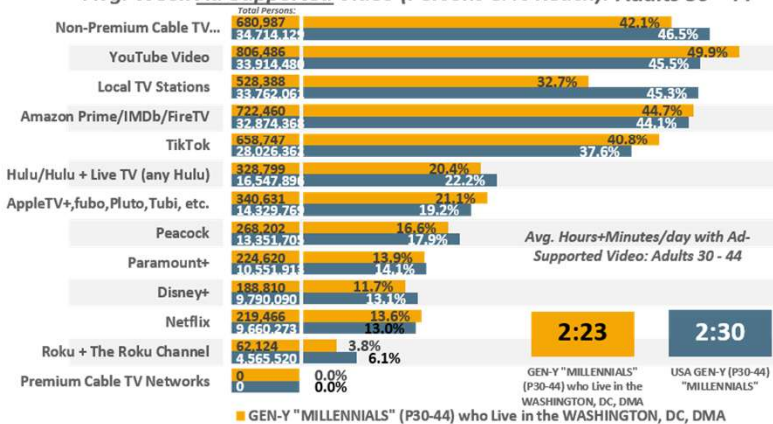
Avg. Week All Video (Persons & % Reach): Adults 30 - 44

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



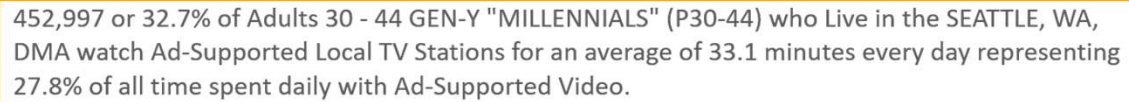
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection

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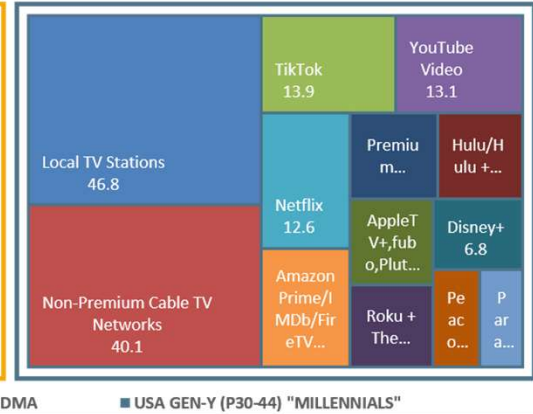
USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything for Anything

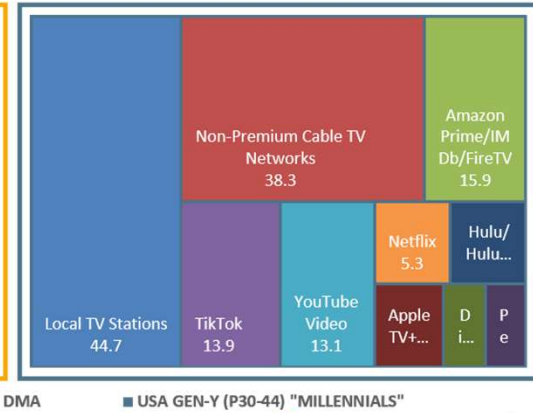
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



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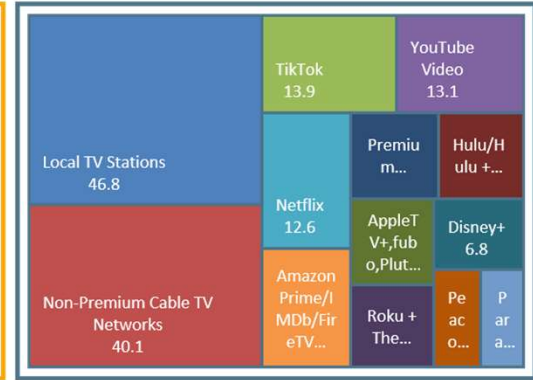
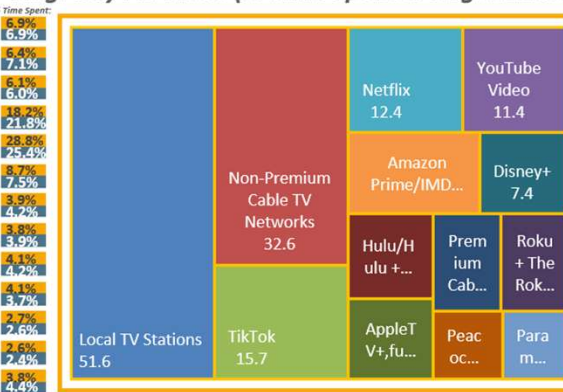
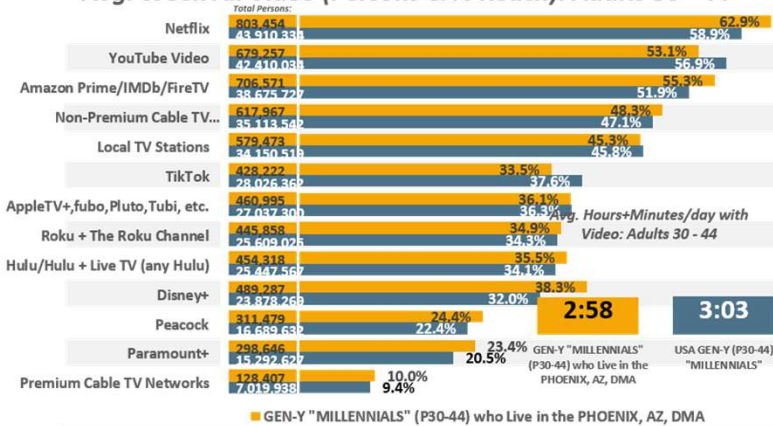
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



571,383 or 44.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 49.3 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

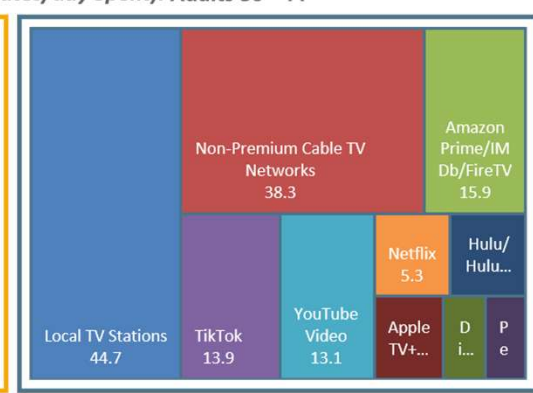
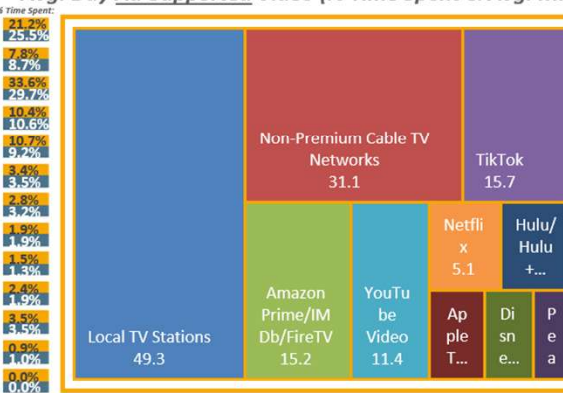
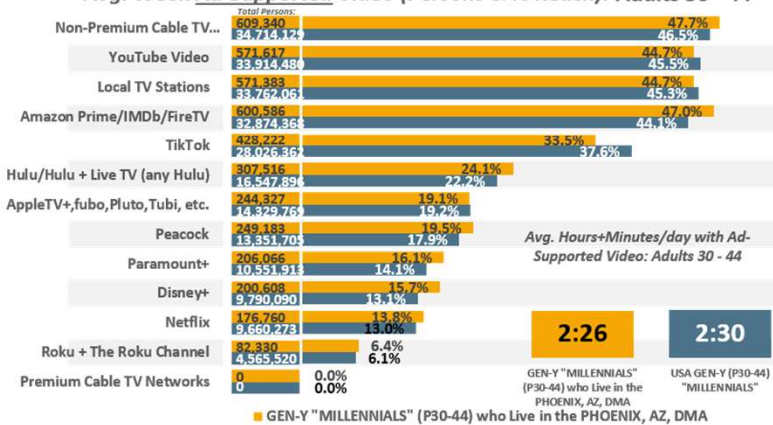
Avg. Week All Video (Persons & % Reach): Adults 30 - 44

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

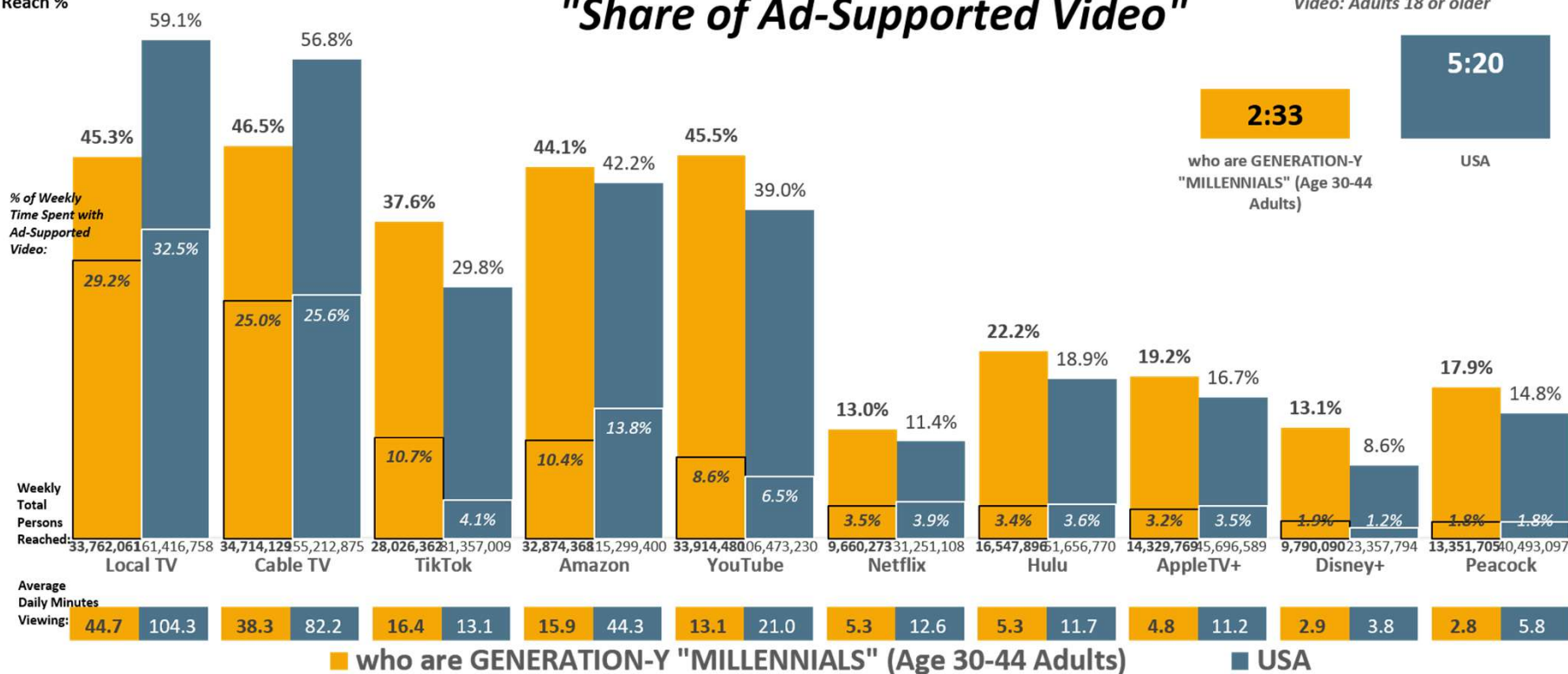


33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 44.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

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

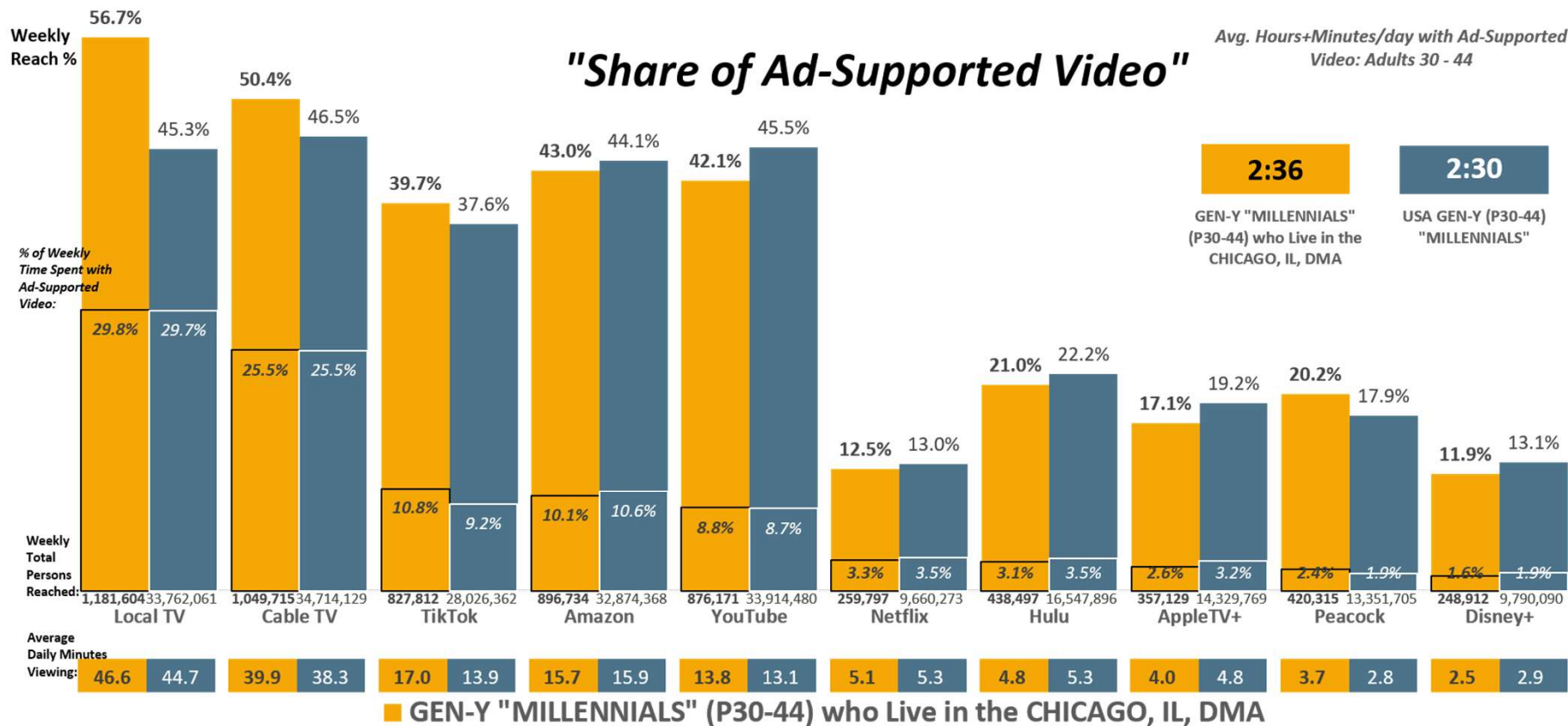


2:33
who are GENERATION-Y
"MILLENNIALS" (Age 30-44
Adults)

5:20
USA



1,181,604 or 56.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 46.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Video.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Feb25-Feb26
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USA Projection USA Qual Intab 5,886

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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

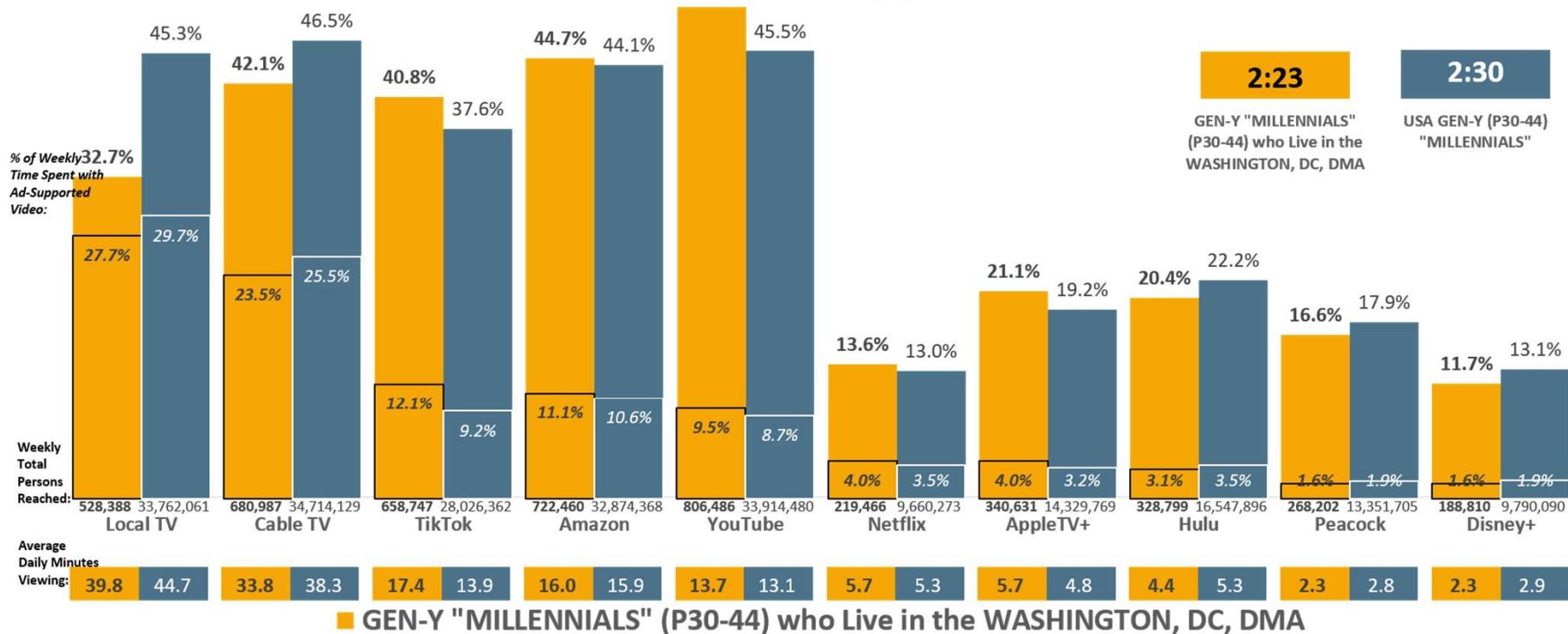


528,388 or 32.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 39.8 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough 81 2026: Mar25-Mar26
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USA Projection USA Qual Intab 5,886

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for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

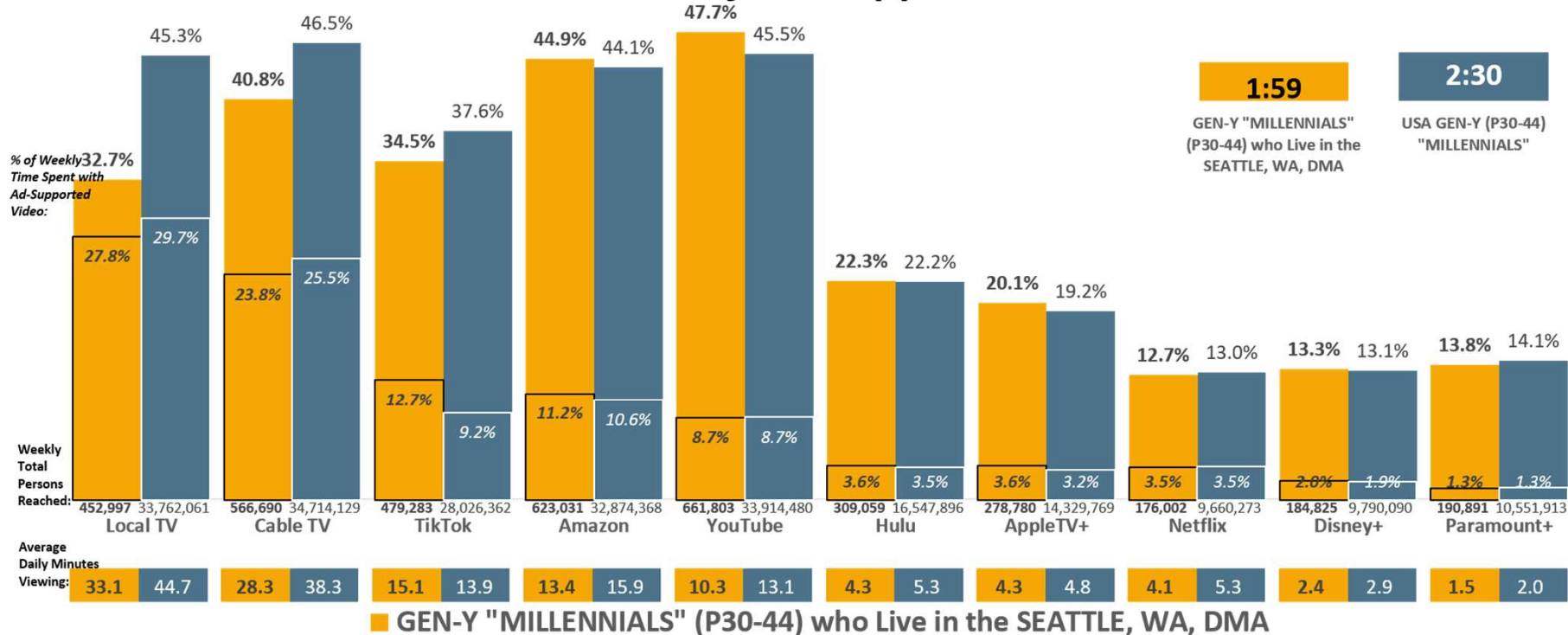


452,997 or 32.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA watch Ad-Supported Local TV Stations for an average of 33.1 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026; Mar25-Mar26
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USA Projection USA Qual Intab 5,886

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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

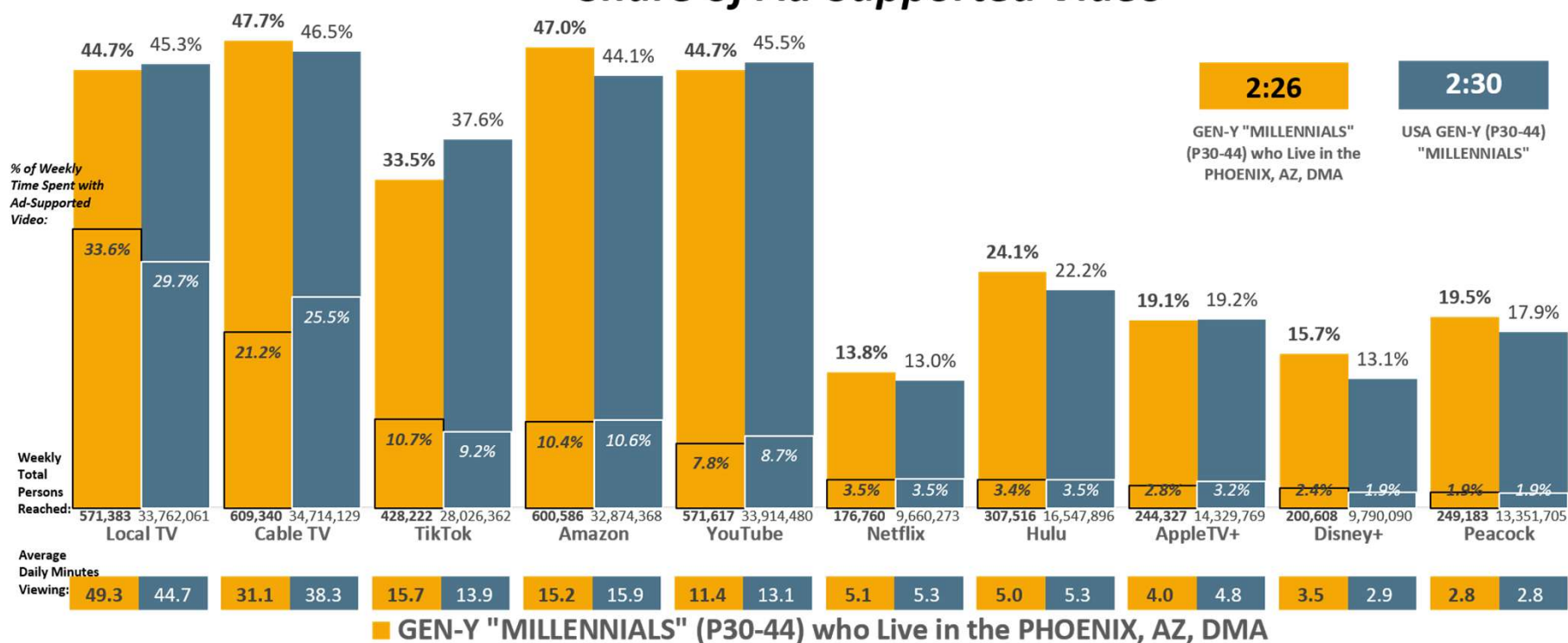


571,383 or 44.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 49.3 minutes every day representing 33.6% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Feb25-Feb26
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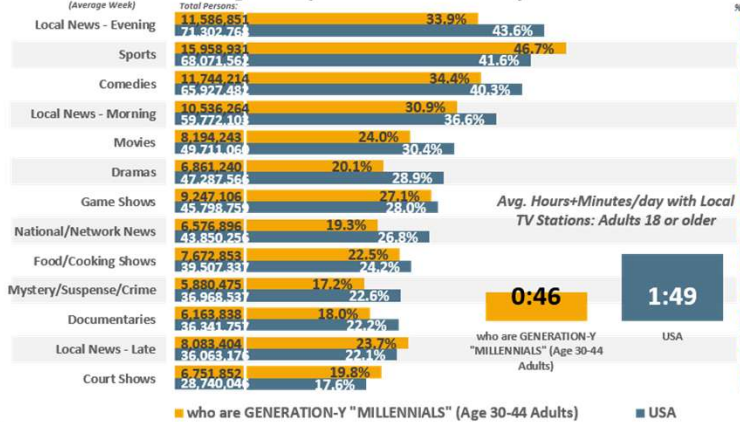
soefa.ai Share of Everything
for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

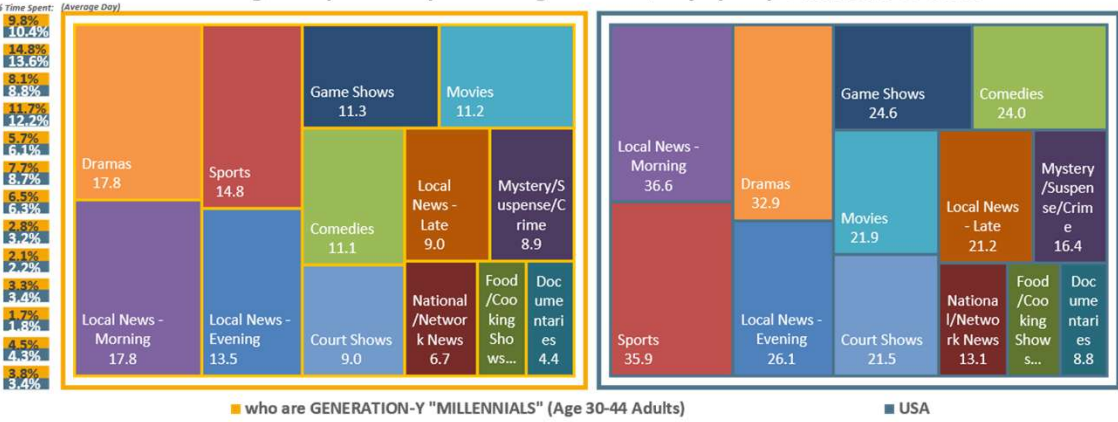


33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

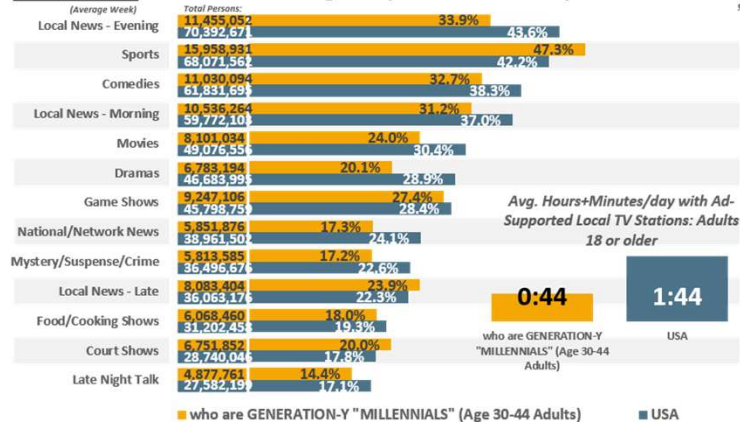
Local TV Station Programs (Persons & % Reach): Adults 18 or older



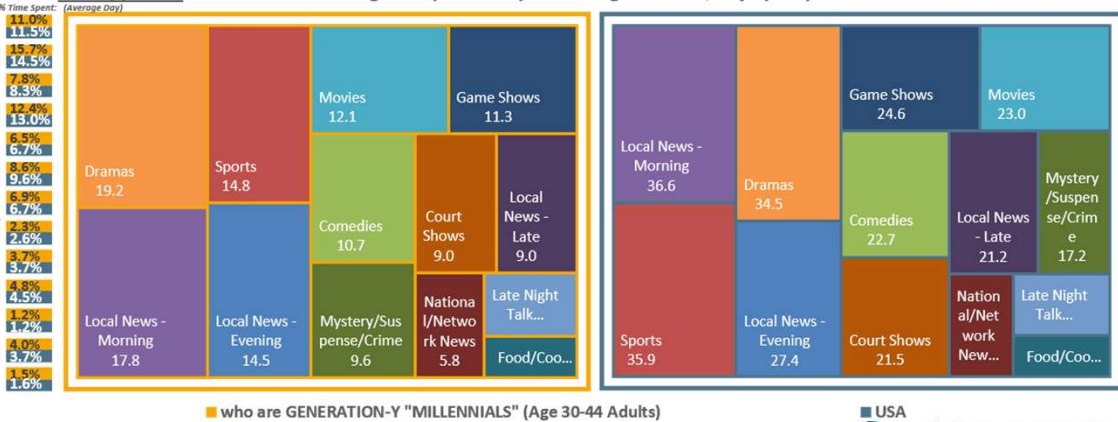
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



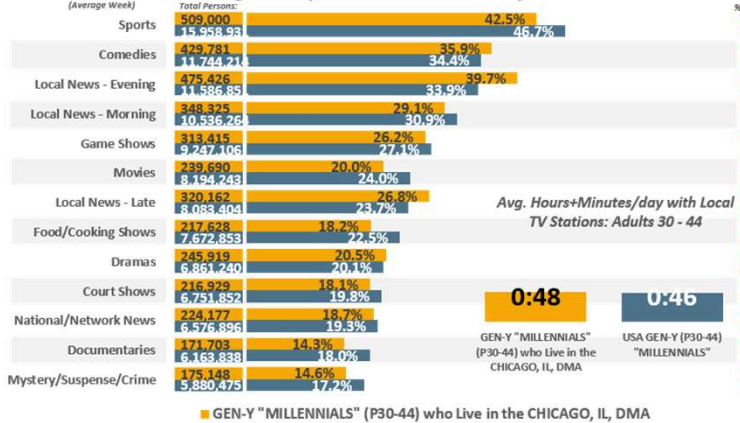
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



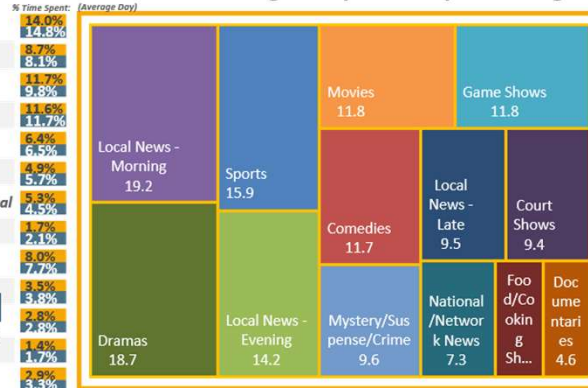


1,181,604 or 56.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Local News - Late, and Game Shows

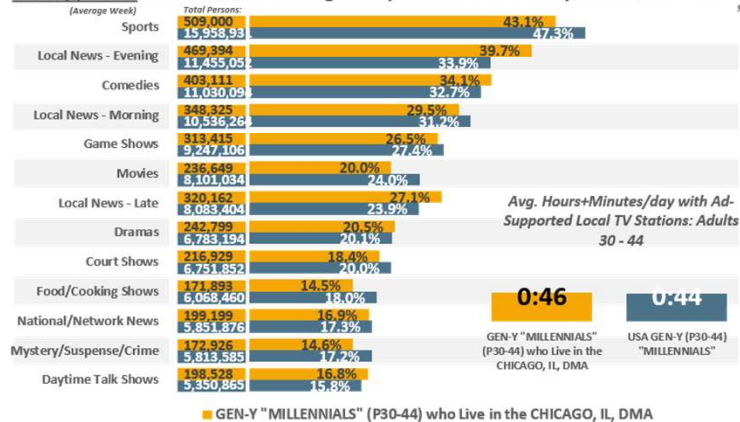
Local TV Station Programs (Persons & % Reach): Adults 30 - 44



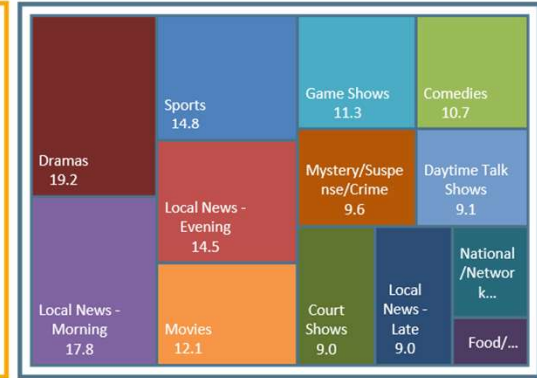
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 30 - 44



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

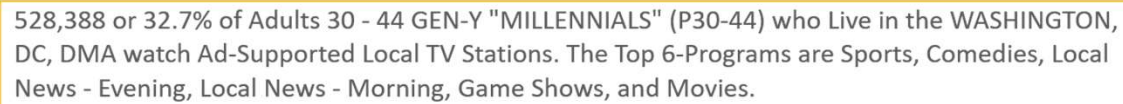


USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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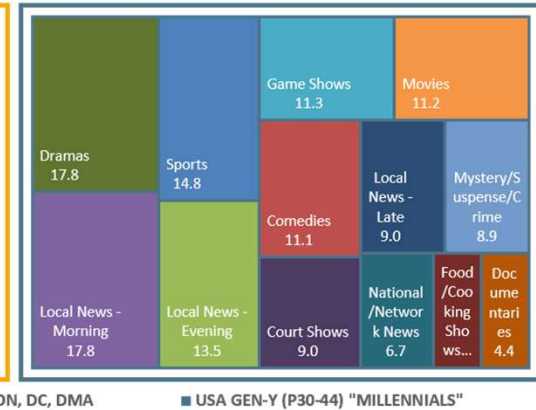
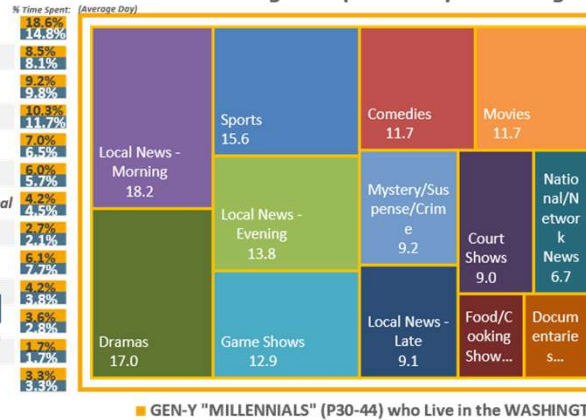
USA Projection USA Qual Intab 5,886

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

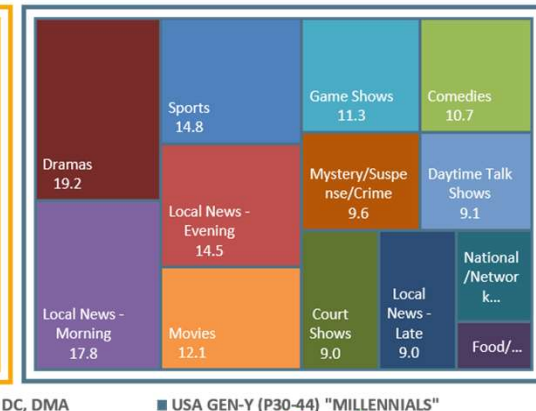
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Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



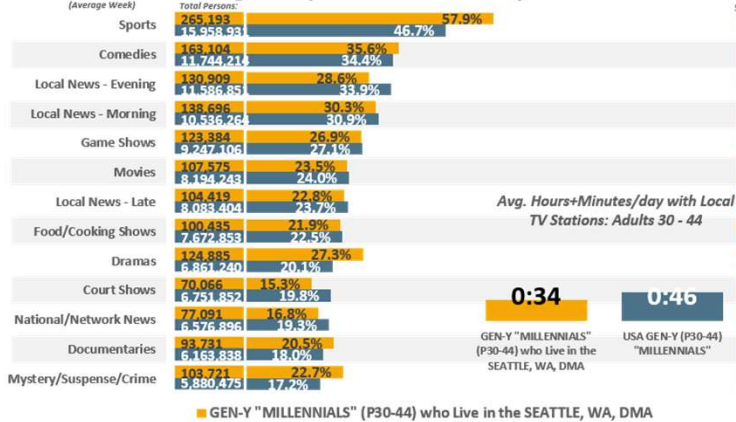
soefa.ai Share of Everything
for Anything.

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

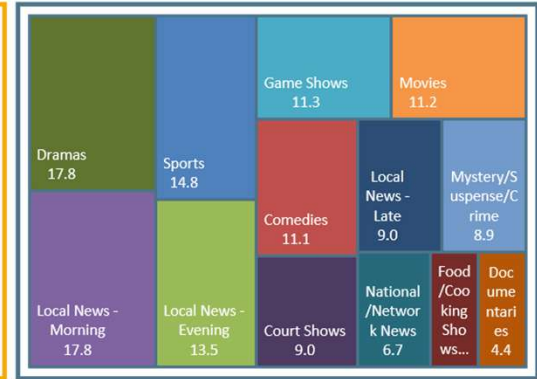
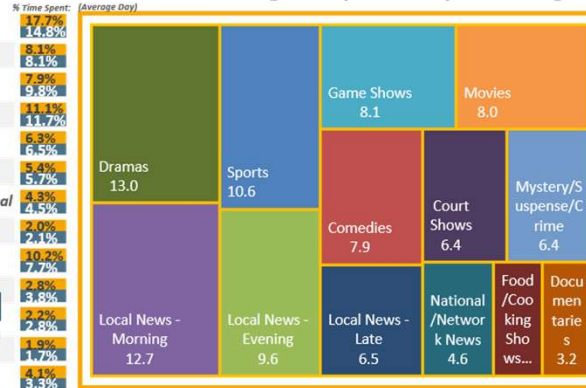


452,997 or 32.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Dramas, and Game Shows.

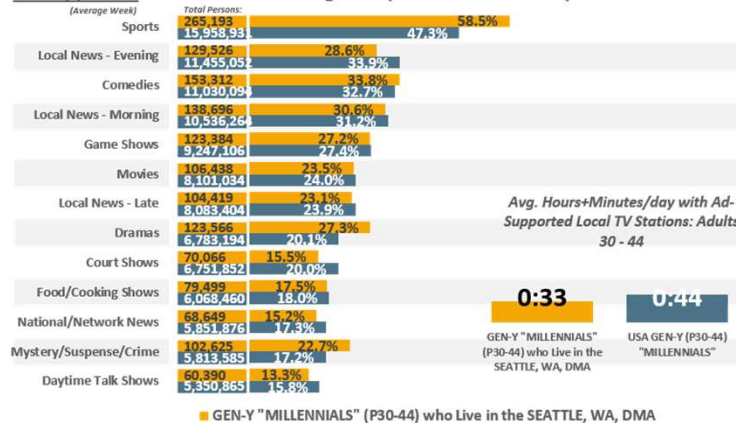
Local TV Station Programs (Persons & % Reach): Adults 30 - 44



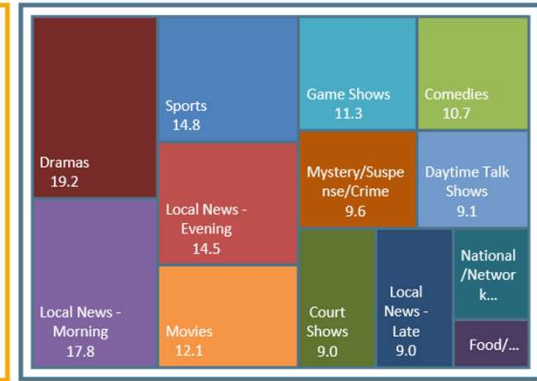
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 30 - 44



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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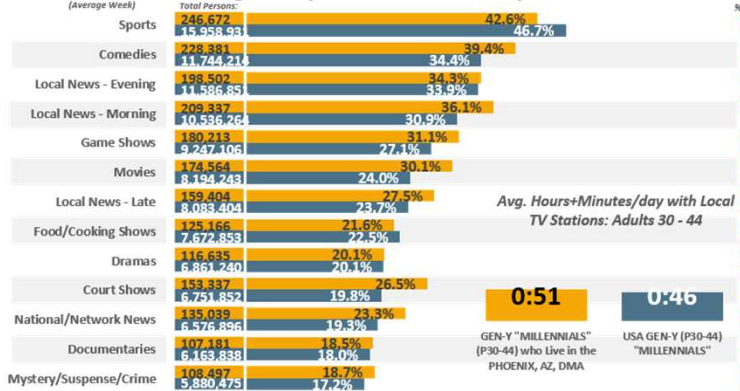
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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571,383 or 44.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Movies.

Local TV Station Programs (Persons & % Reach): Adults 30 - 44

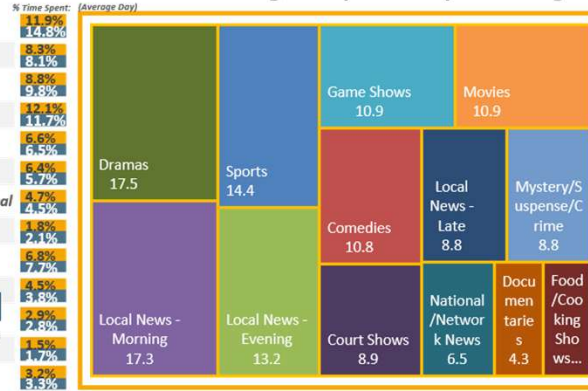


Avg. Hours+Minutes/day with Local TV Stations: Adults 30 - 44

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA: 0:51

USA GEN-Y (P30-44) "MILLENNIALS": 0:46

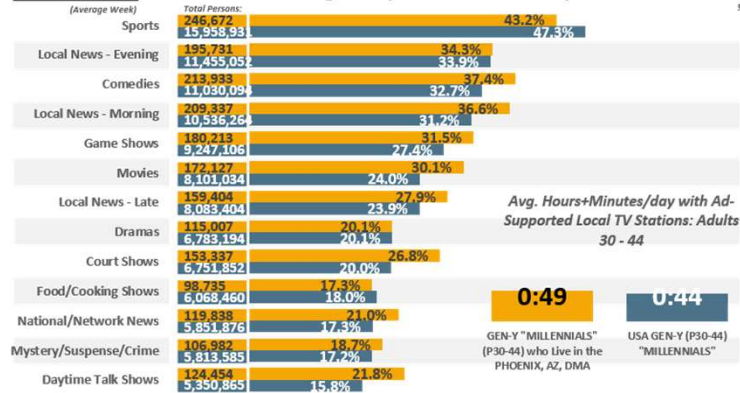
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Ad-Supported Local TV Stations: Adults 30 - 44

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA: 0:49

USA GEN-Y (P30-44) "MILLENNIALS": 0:44

Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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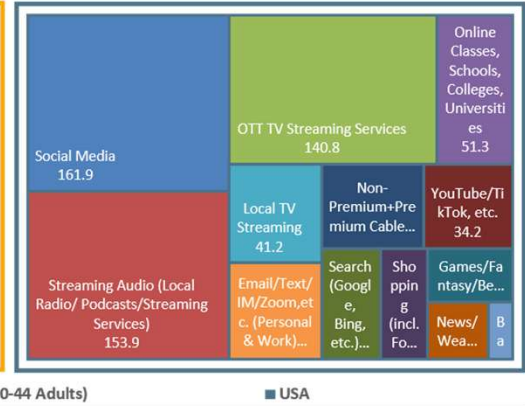
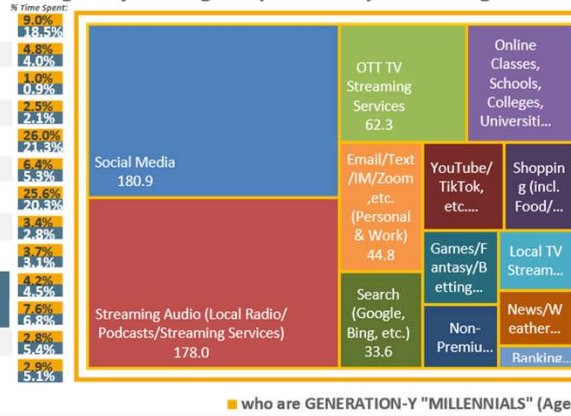
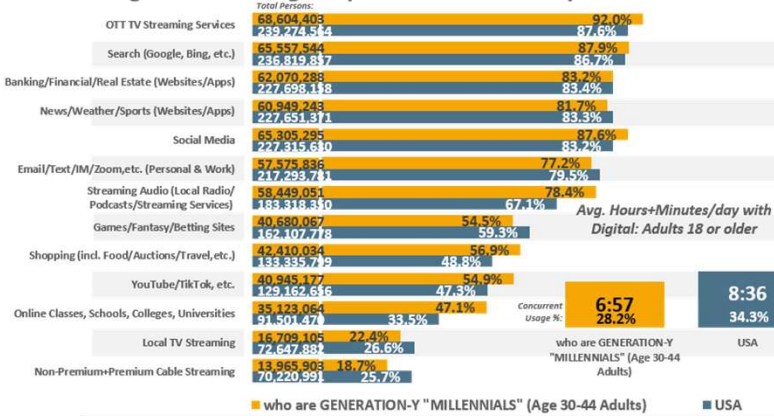
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



57,200,011 or 76.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 158.4 minutes every day representing 32.2% of all time spent daily with Ad-Supported Digital Media.

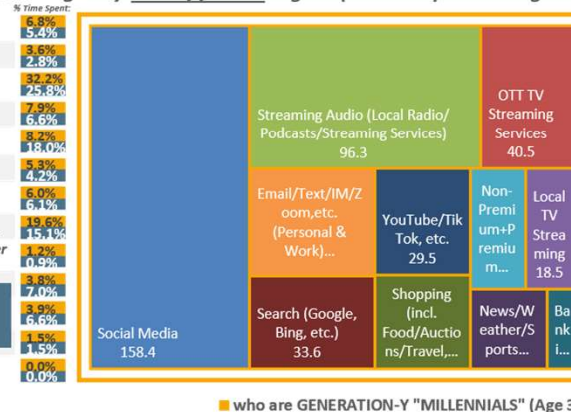
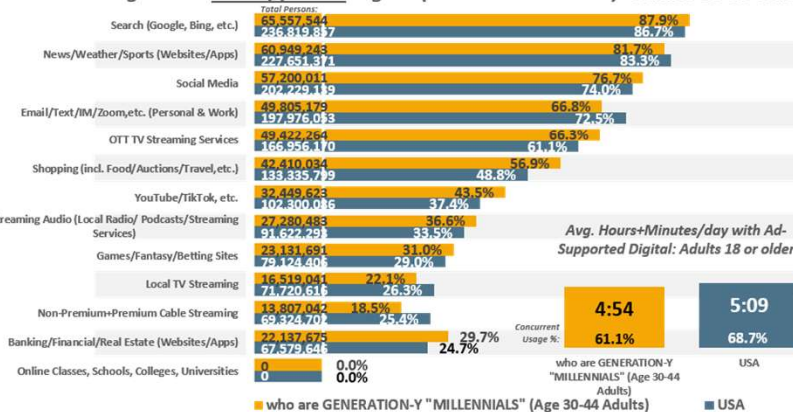
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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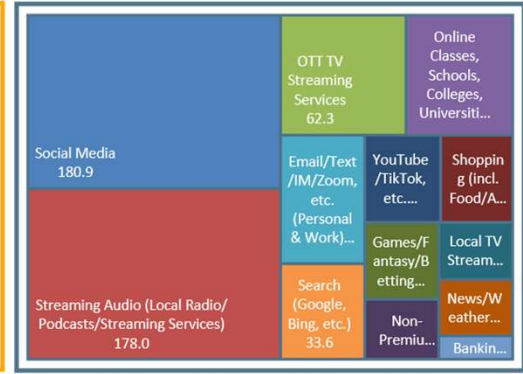
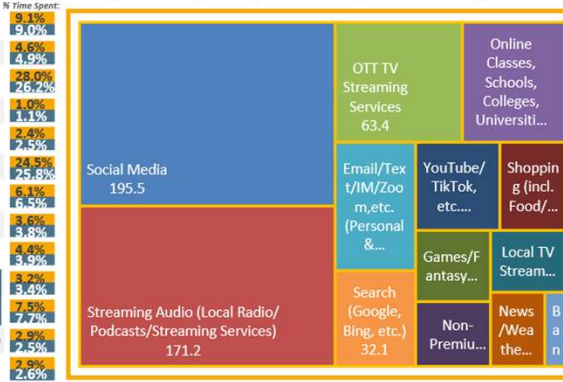
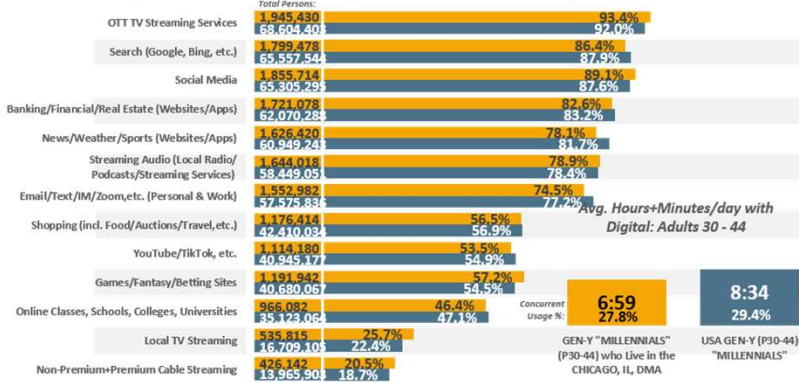
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,611,761 or 77.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 169.8 minutes every day representing 34.3% of all time spent daily with Ad-Supported Digital Media.

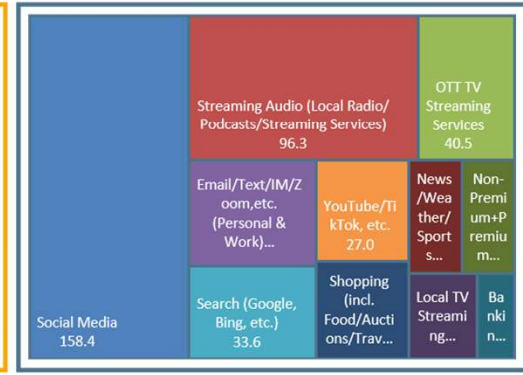
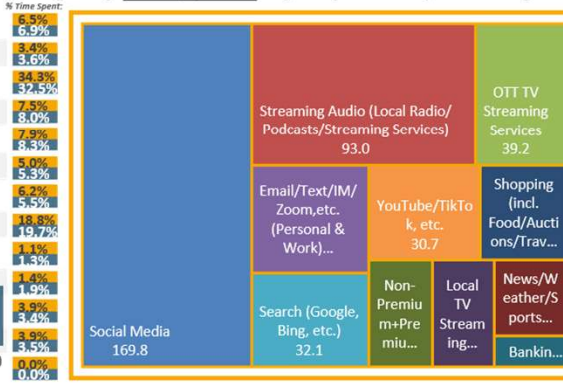
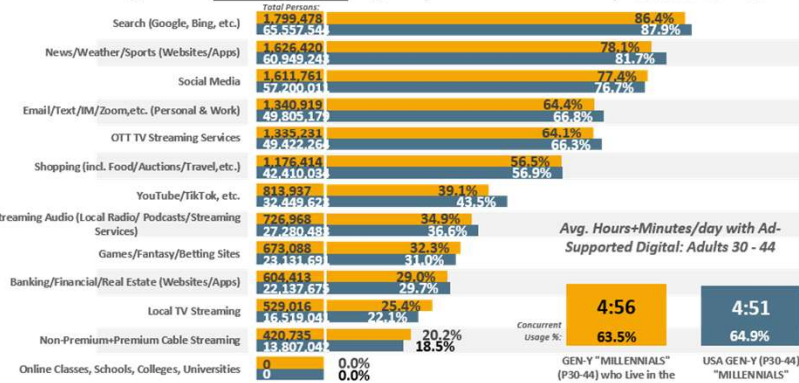
Avg. Week All Digital (Persons & % Reach): Adults 30 - 44

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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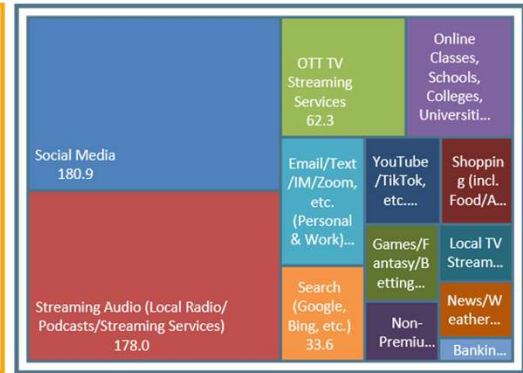
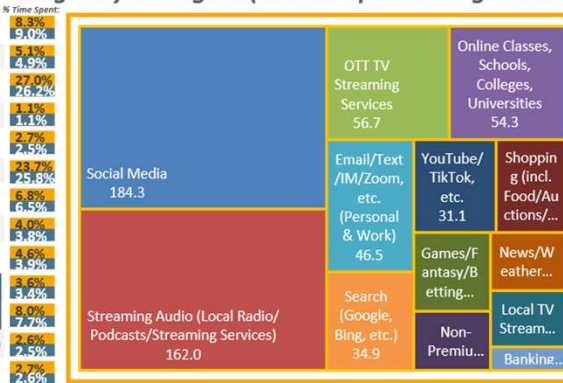
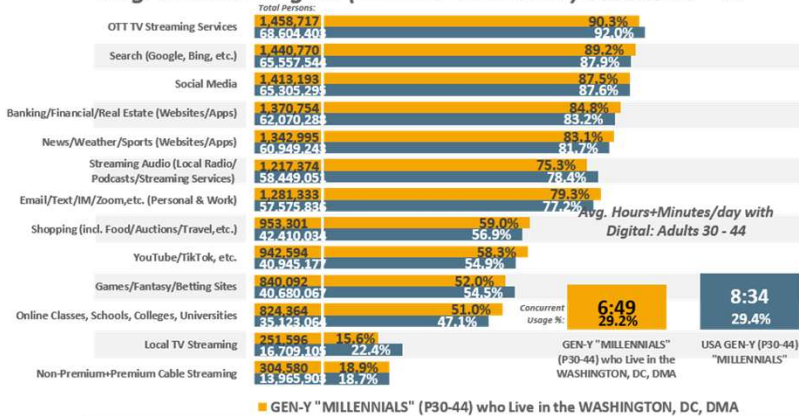
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,296,765 or 80.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 169.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Digital Media.

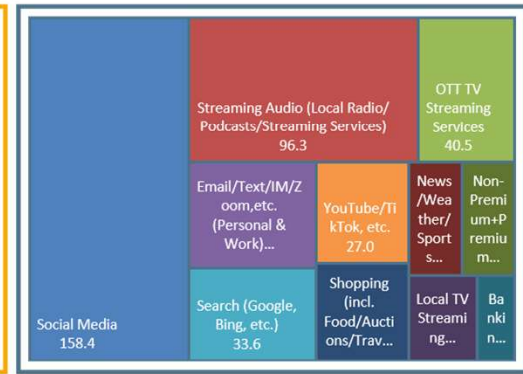
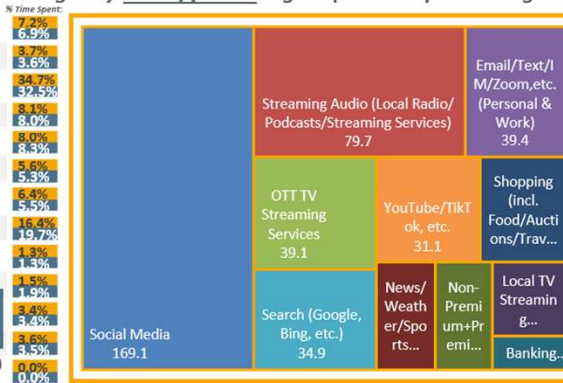
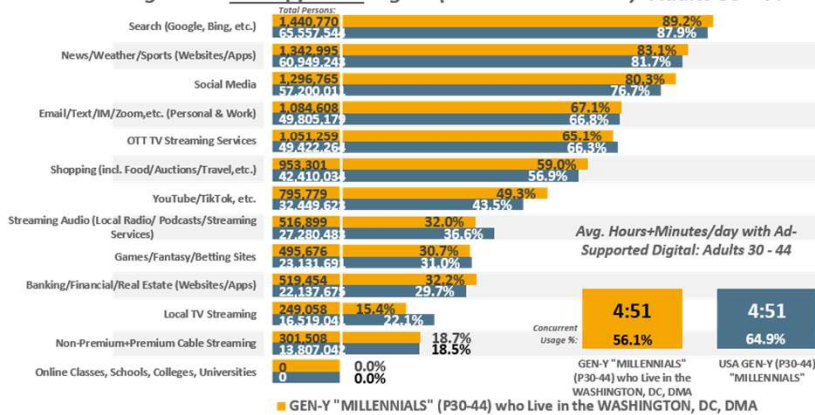
Avg. Week All Digital (Persons & % Reach): Adults 30 - 44

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

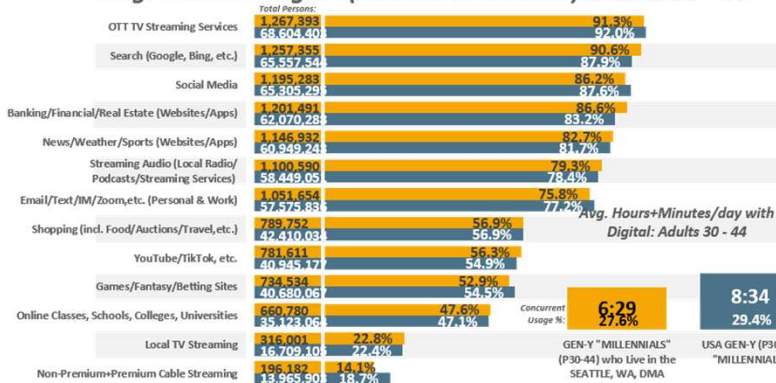
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,004,748 or 72.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA use Ad-Supported Social Media for an average of 124.3 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

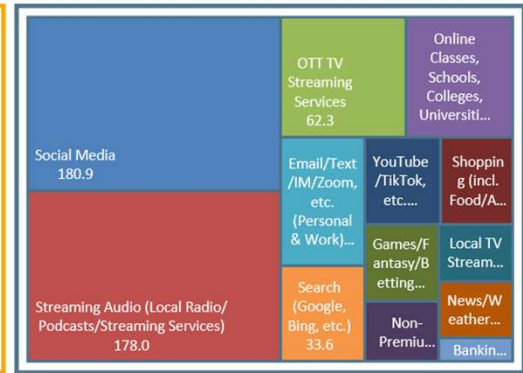
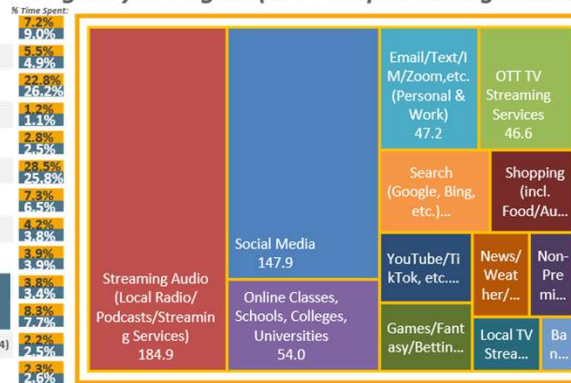
Avg. Week All Digital (Persons & % Reach): Adults 30 - 44



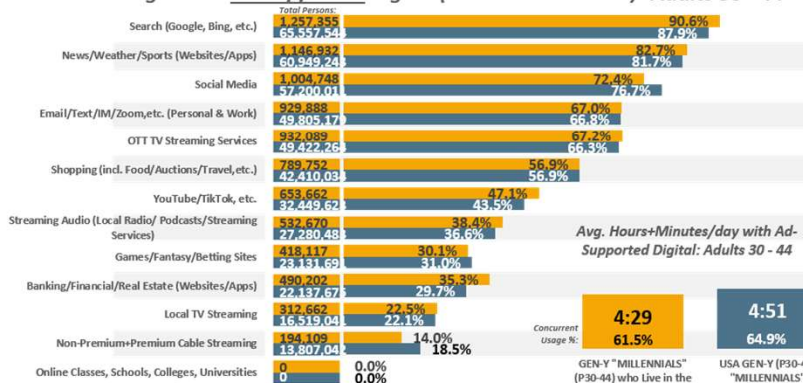
Avg. Hours+Minutes/day with Digital: Adults 30 - 44

6:29 27.6%
GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA
8:34 29.4%
USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



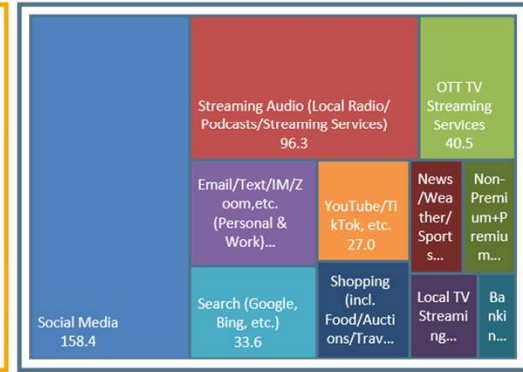
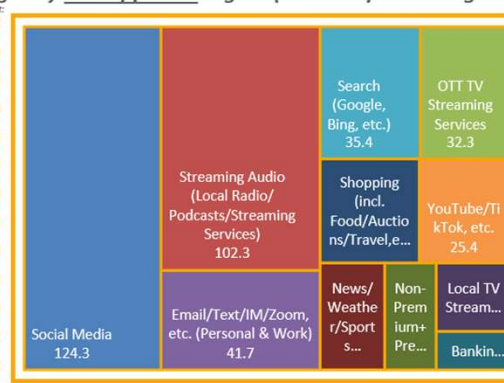
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 30 - 44

4:29 61.5%
GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA
4:51 64.9%
USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

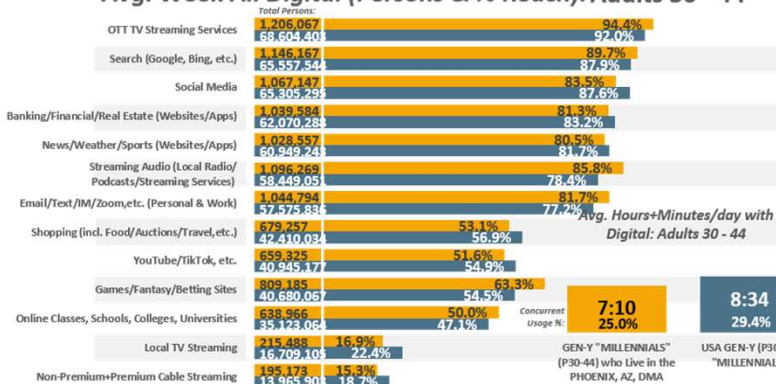
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



955,613 or 74.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 178.5 minutes every day representing 35.9% of all time spent daily with Ad-Supported Digital Media.

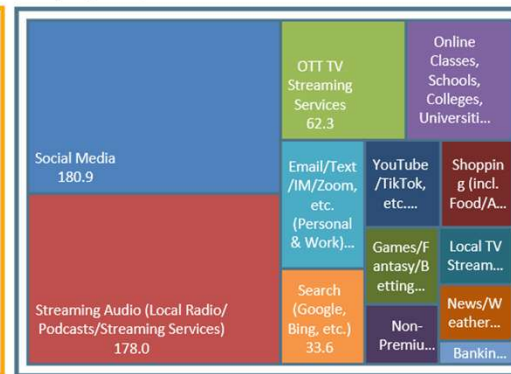
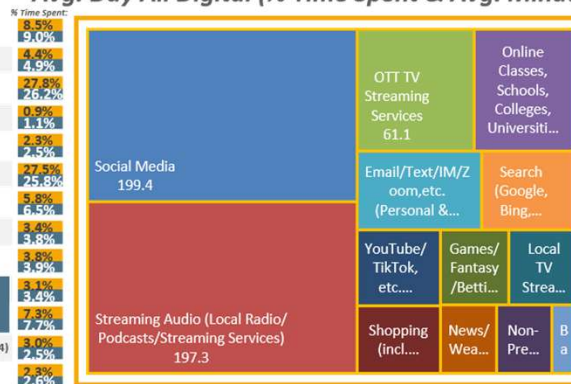
Avg. Week All Digital (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Digital: Adults 30 - 44



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

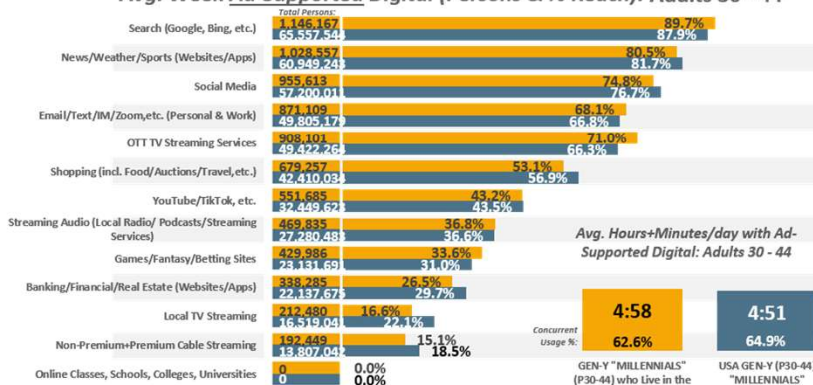


GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 30 - 44

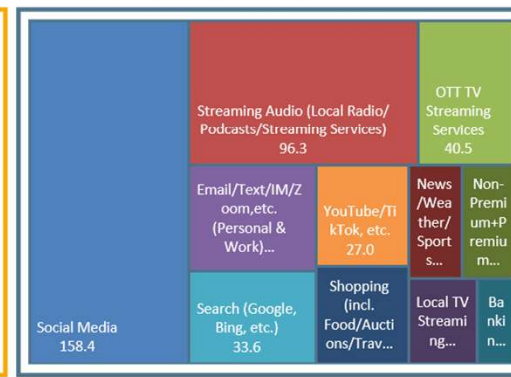
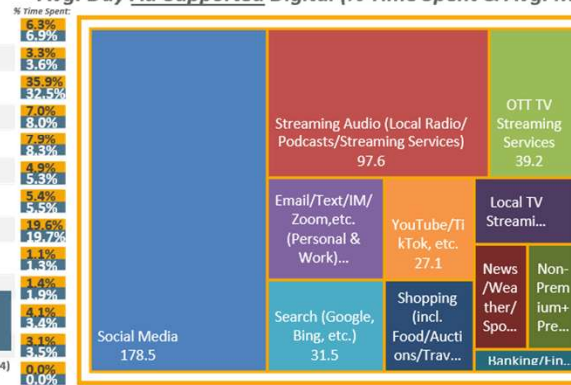


GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

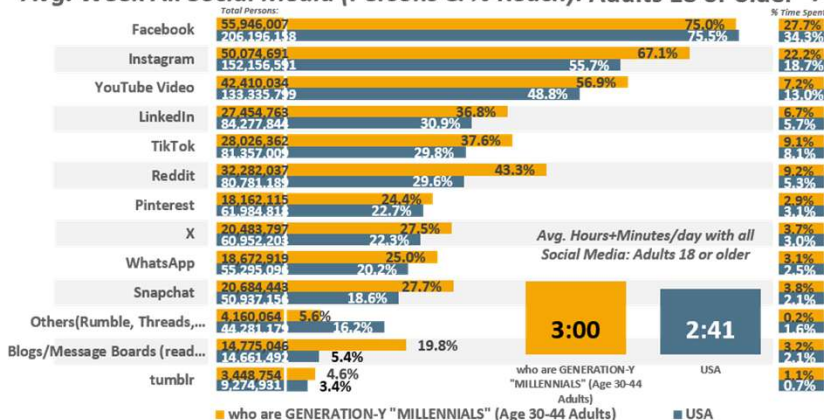
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

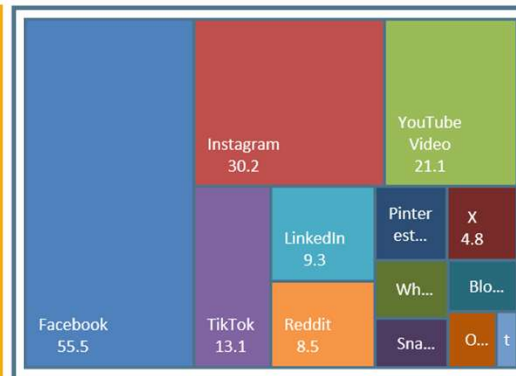
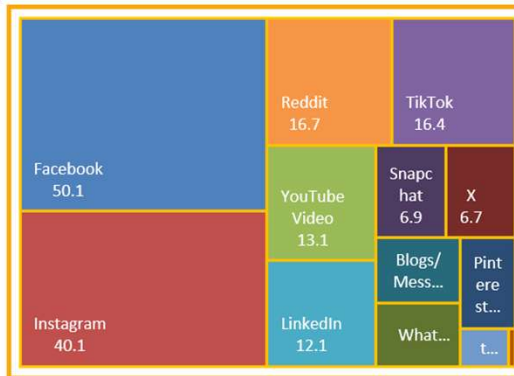


55,946,007 or 75.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

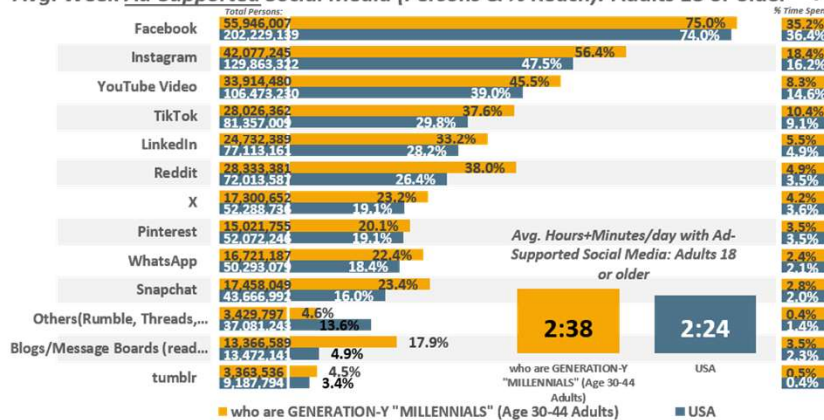
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



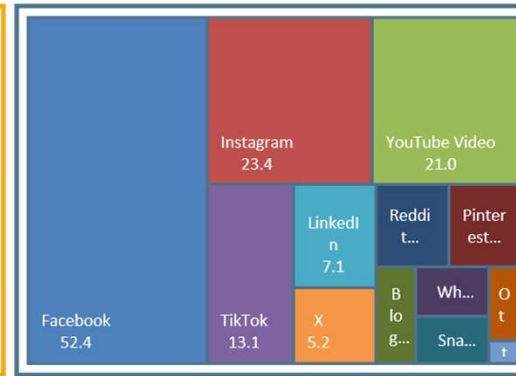
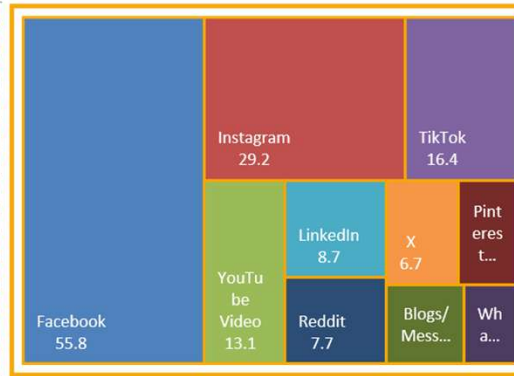
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

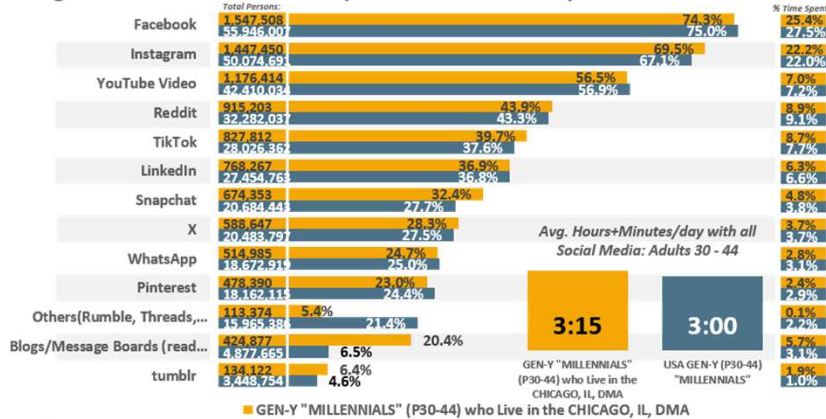
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

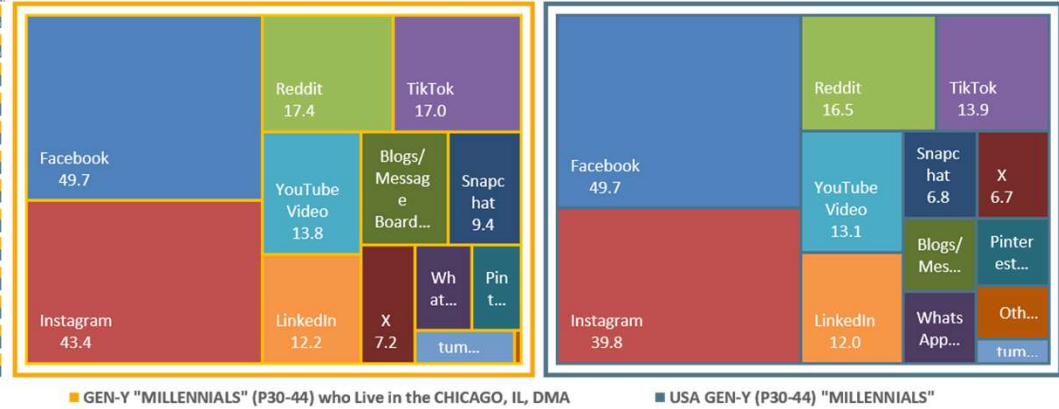


1,547,508 or 74.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 57.1 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

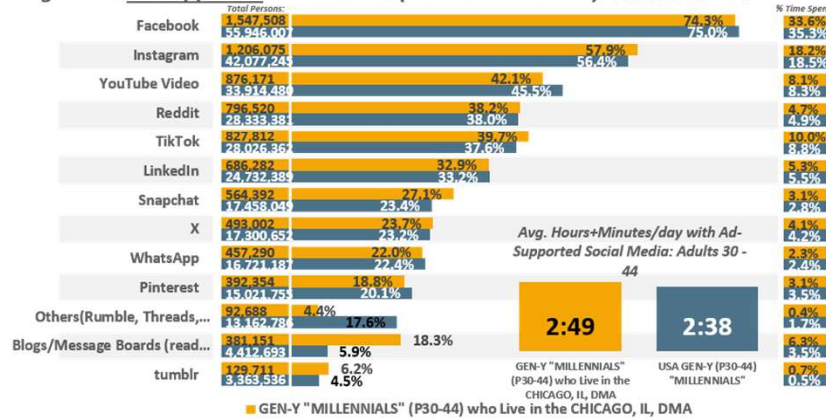
Avg. Week All Social Media (Persons & % Reach): Adults 30 - 44



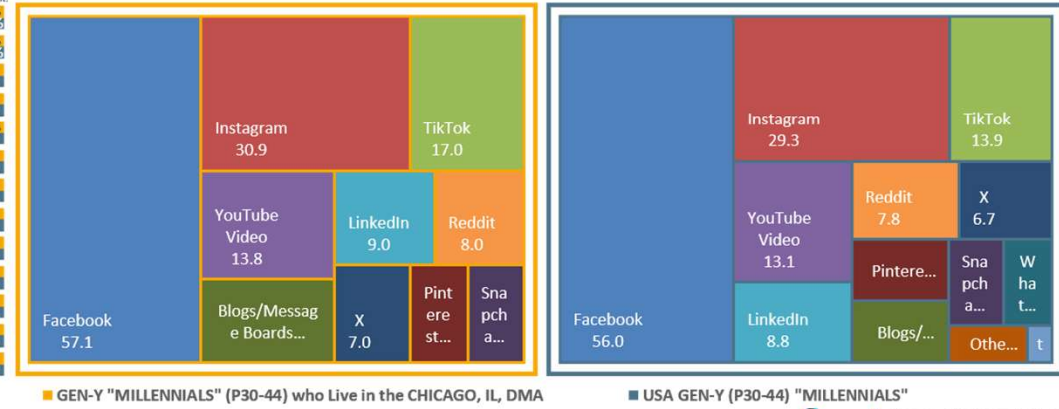
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

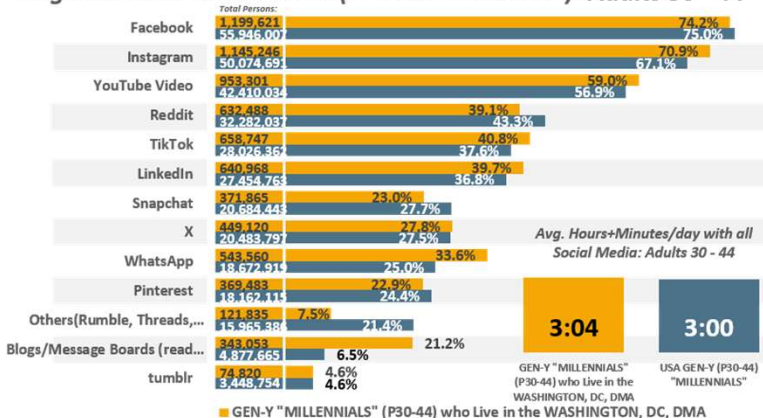
soefa.ai Share of Everything for Anything .

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

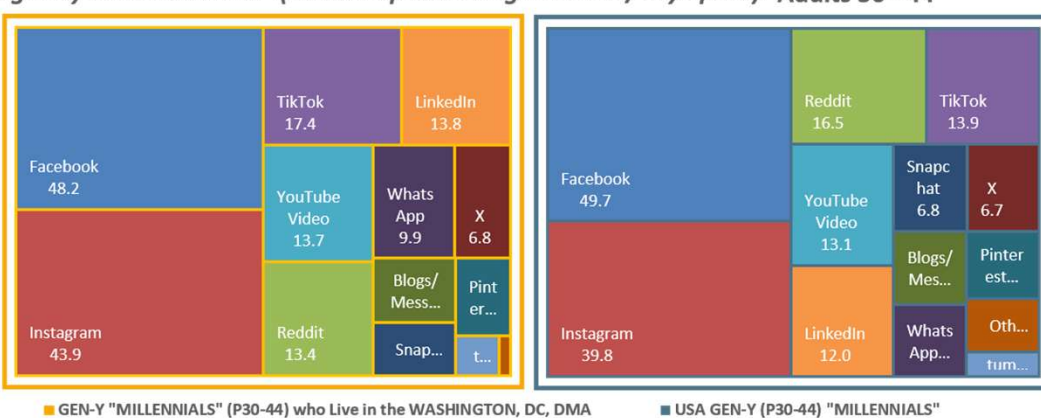


1,199,621 or 74.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 57. minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

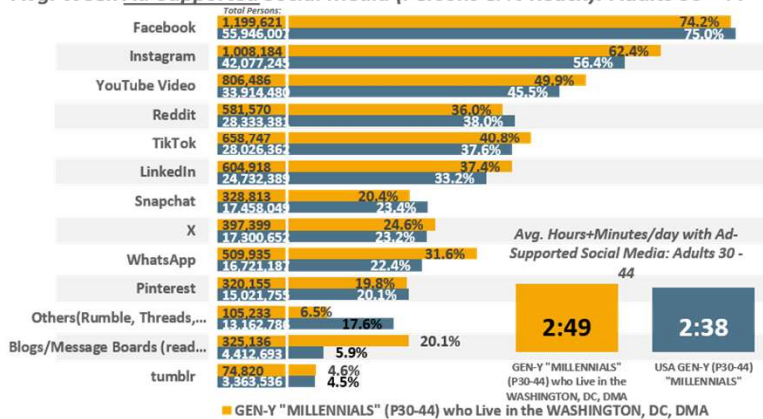
Avg. Week All Social Media (Persons & % Reach): Adults 30 - 44



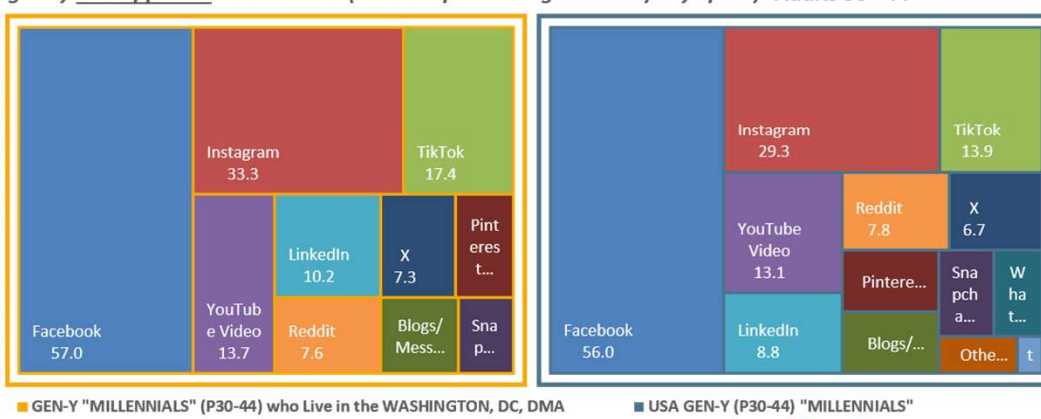
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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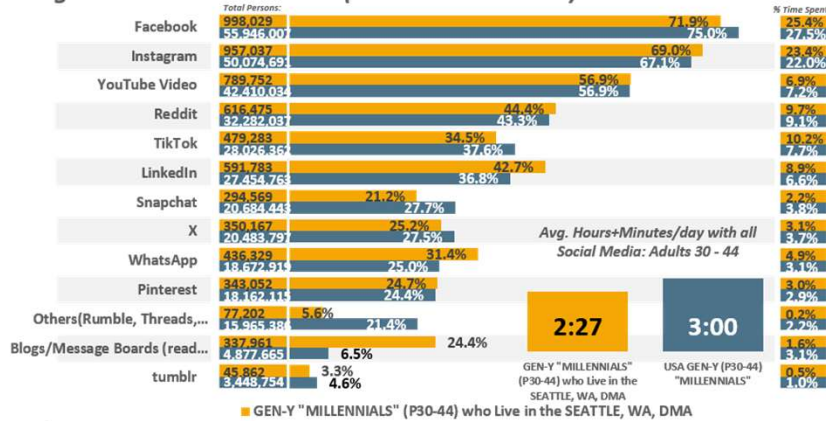
soefa.ai Share of Everything for Anything .

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

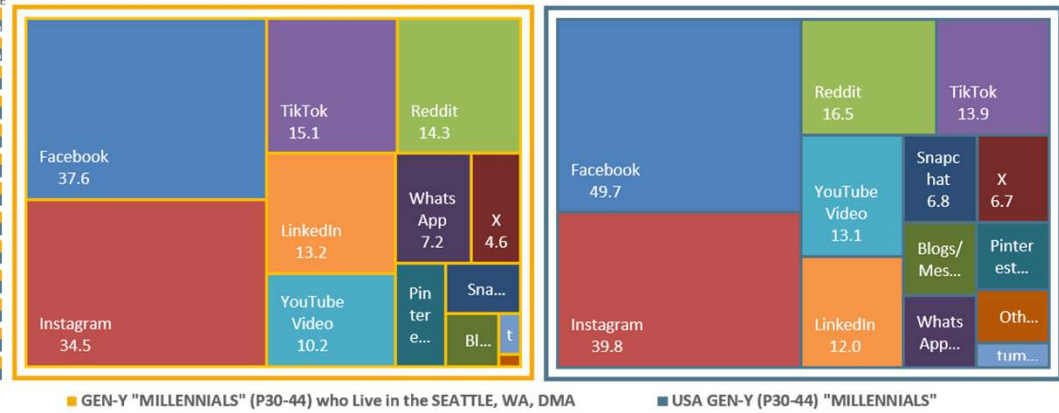


998,029 or 71.9% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA use Ad-Supported Facebook for an average of 43.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

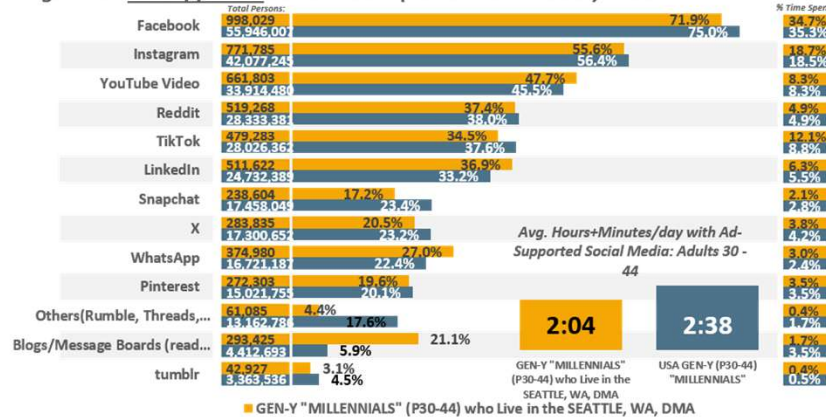
Avg. Week All Social Media (Persons & % Reach): Adults 30 - 44



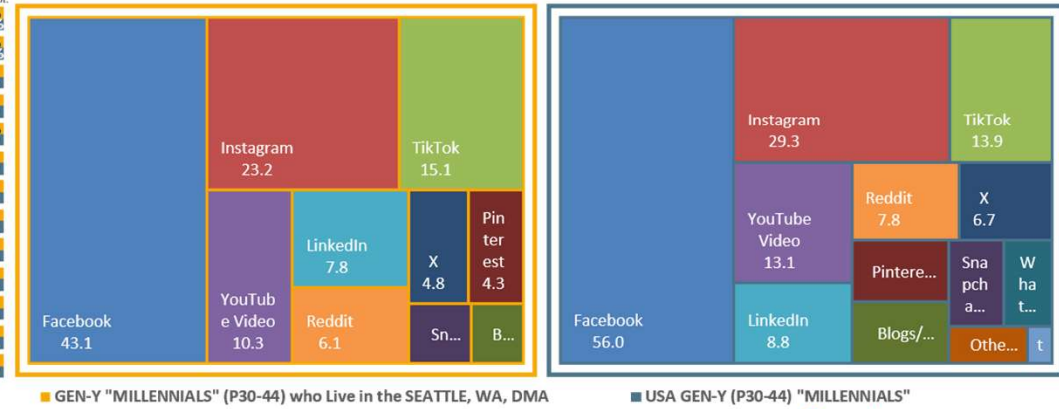
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

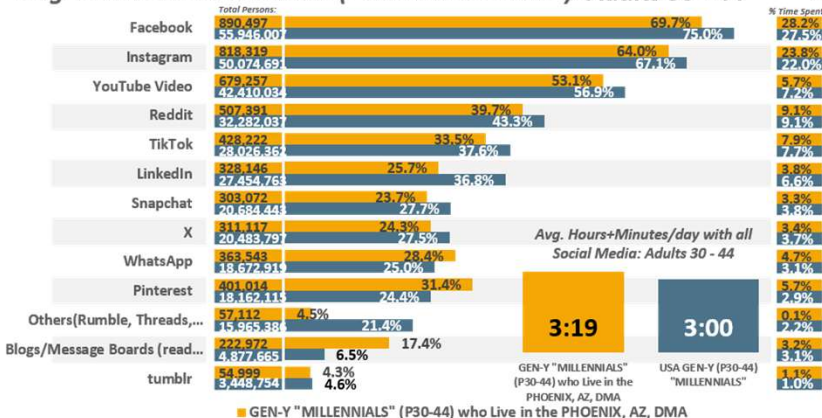
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

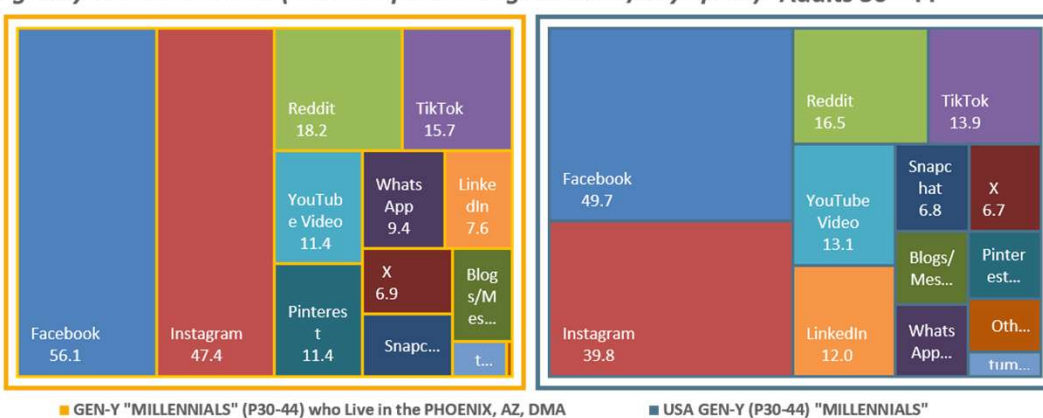


890,497 or 69.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 64.4 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.

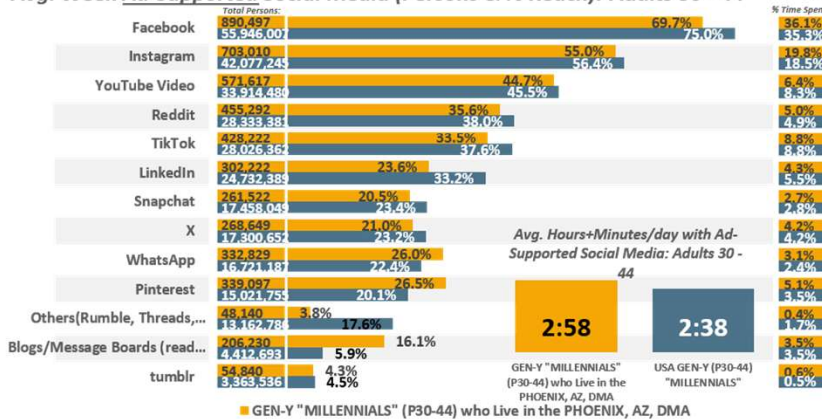
Avg. Week All Social Media (Persons & % Reach): Adults 30 - 44



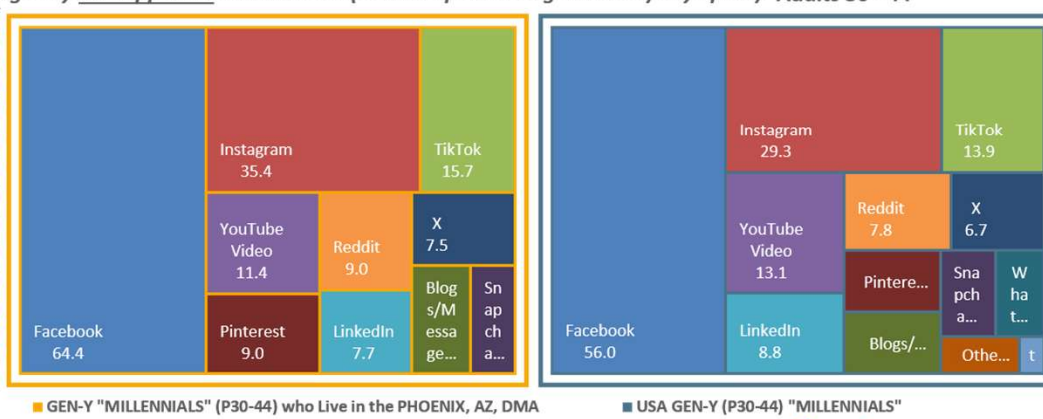
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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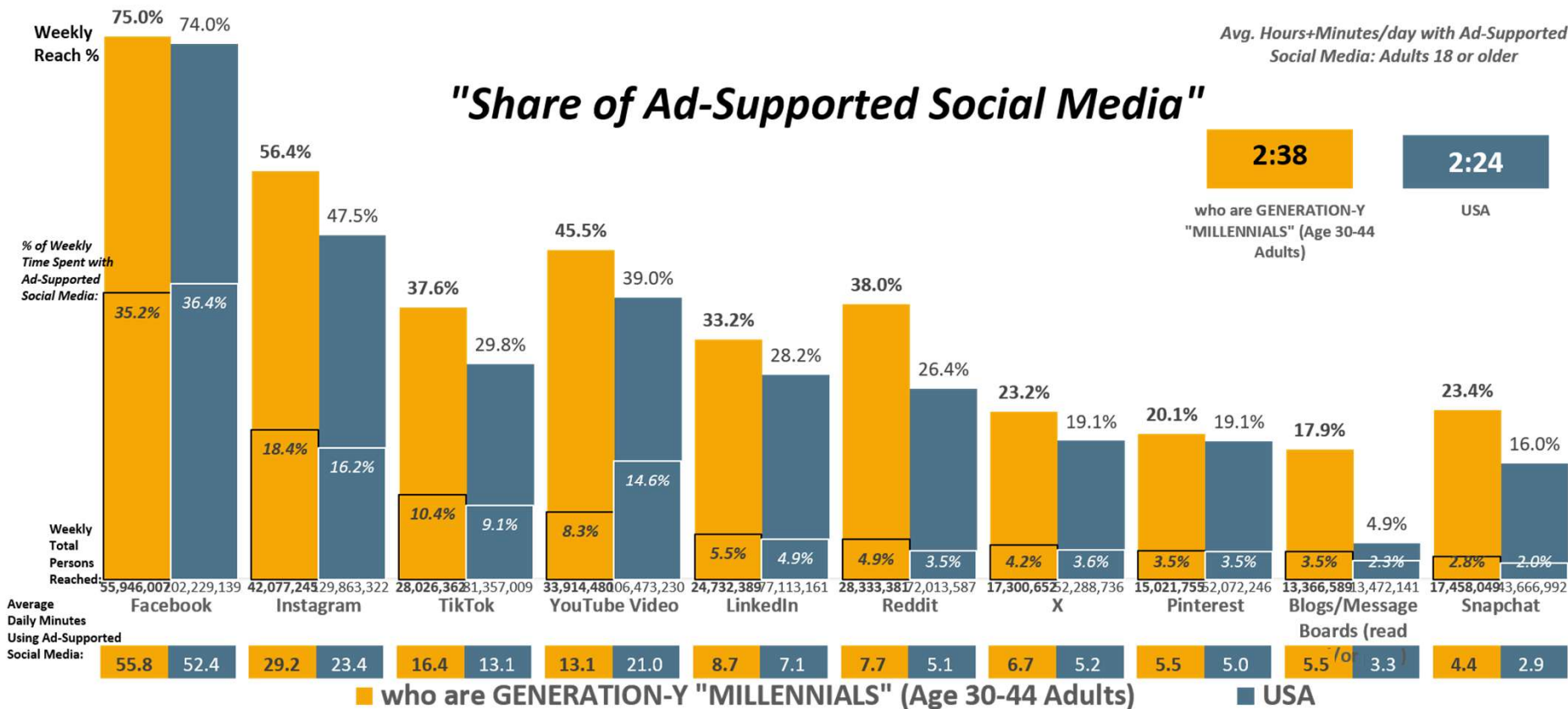
USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

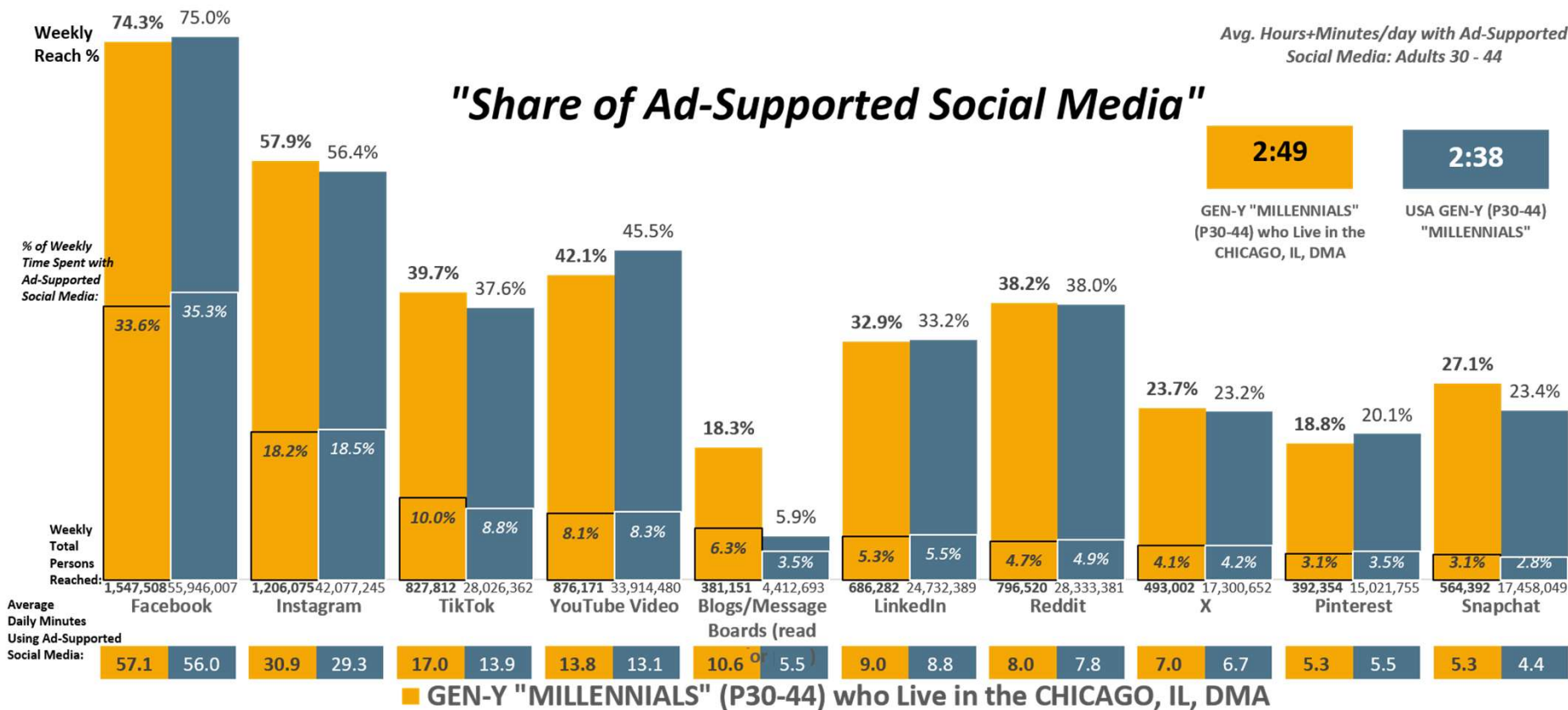


55,946,007 or 75.0% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.





1,547,508 or 74.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 57.1 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Feb25-Feb26
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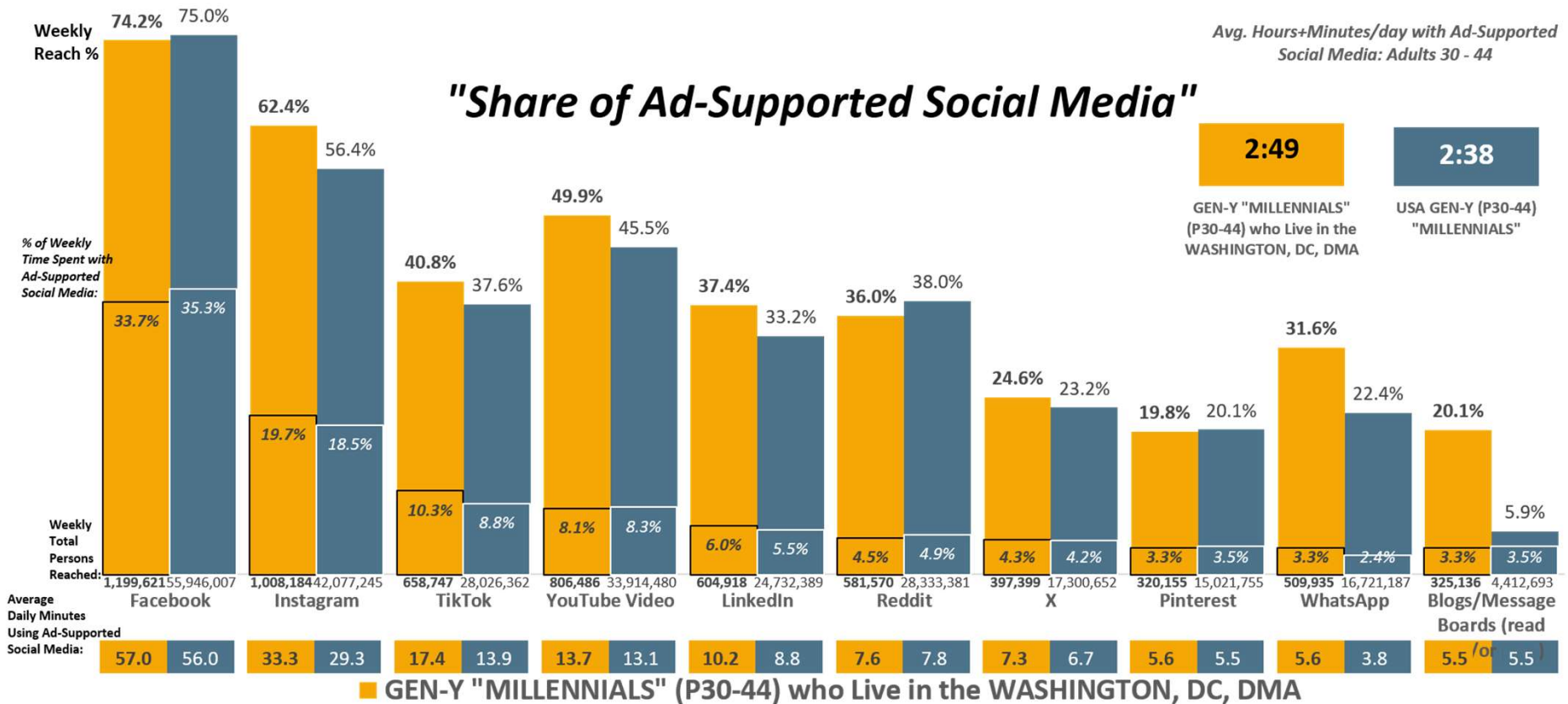
USA Projection USA Qual Intab 5,886

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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,199,621 or 74.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 57. minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough B1 2026; Mar25-Mar26
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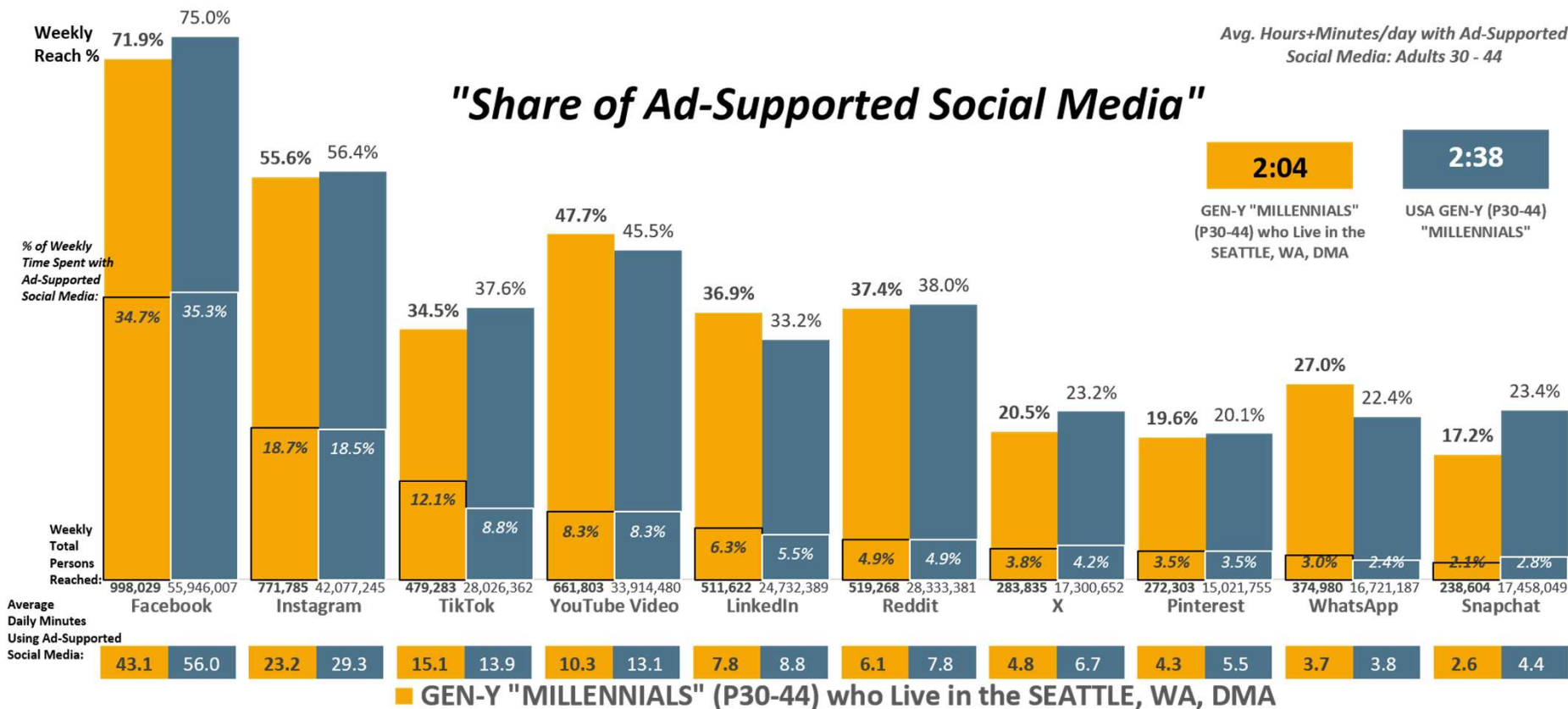
USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



998,029 or 71.9% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA use Ad-Supported Facebook for an average of 43.1 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough B1 2026; Mar25-Mar26
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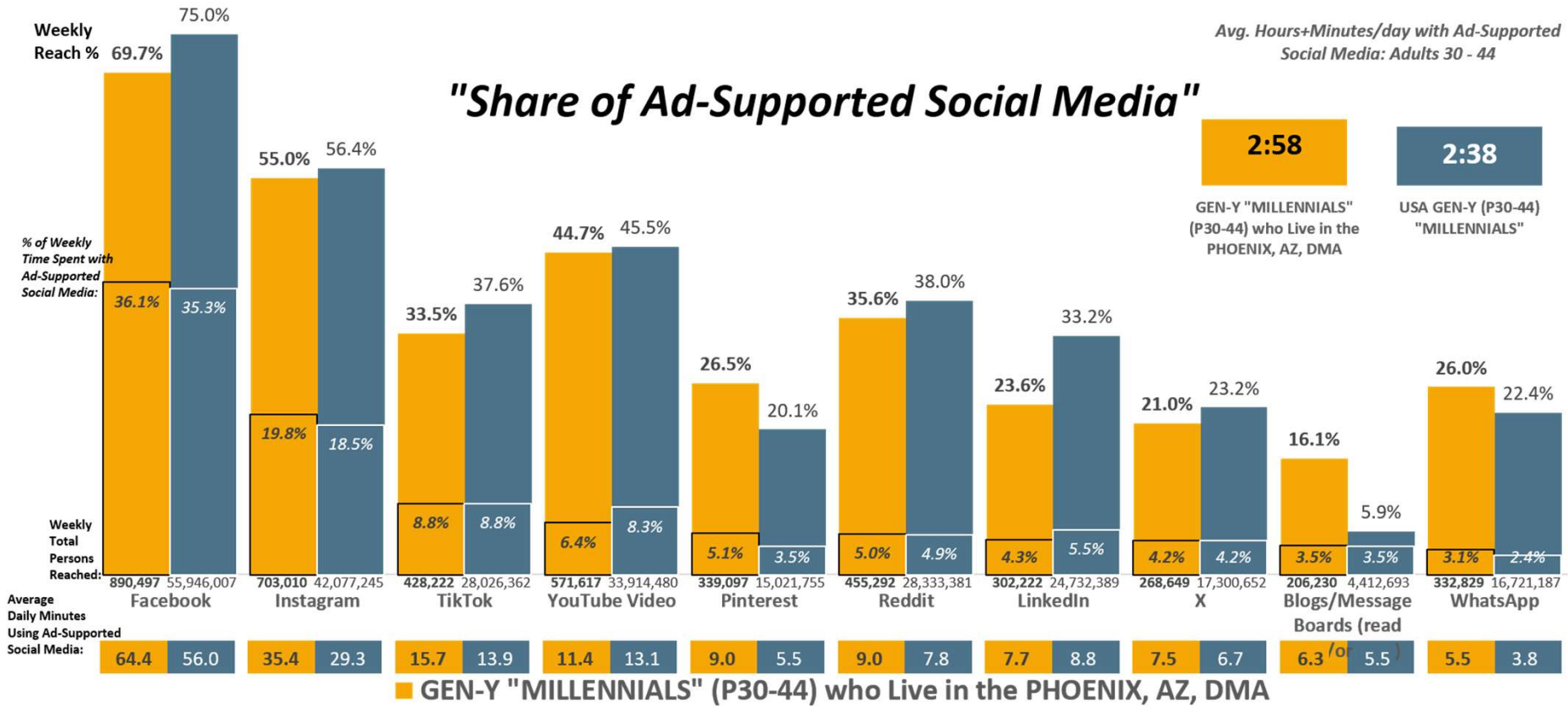
USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



890,497 or 69.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 64.4 minutes every day representing 36.1% of all time spent daily with Ad-Supported Social Media.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Feb25-Feb26
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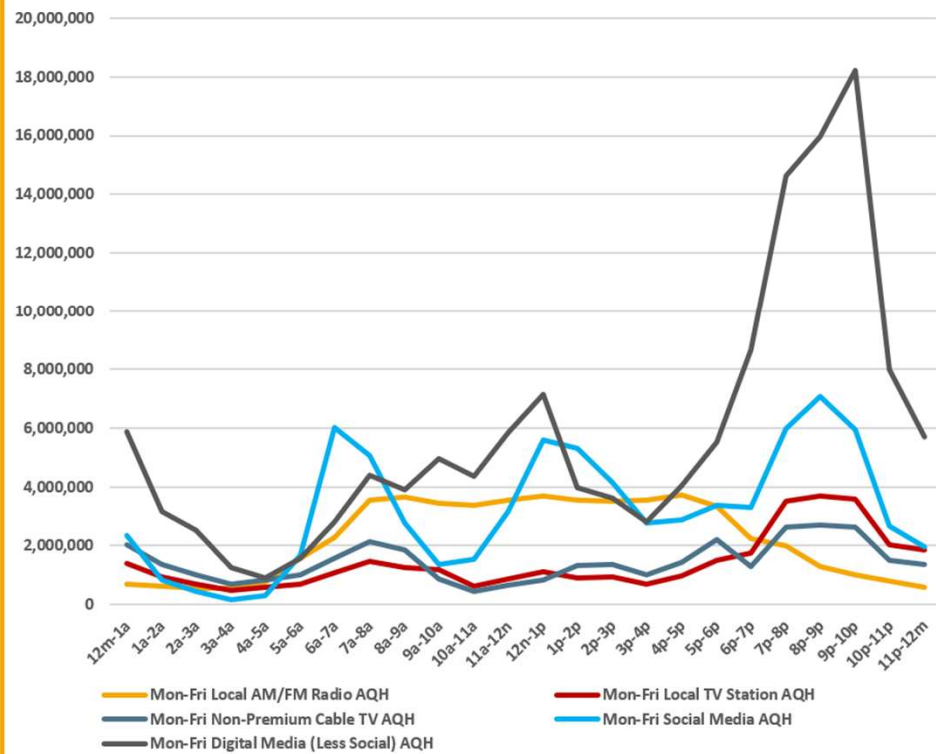
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

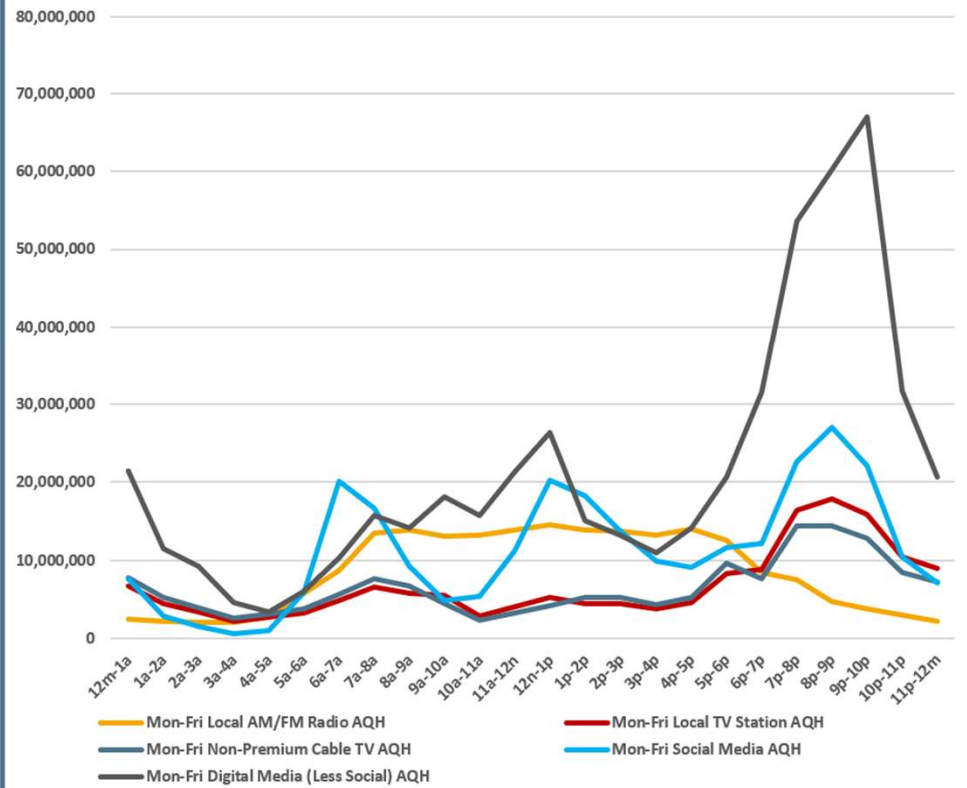


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,772,723; Social Media: 3,635,425; Local Radio: 3,339,424; Non-Prem. Cable: 1,304,873; Local TV: 1,104,690 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS"

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-Y "MILLENNIALS"
(Age 30-44 Adults)**



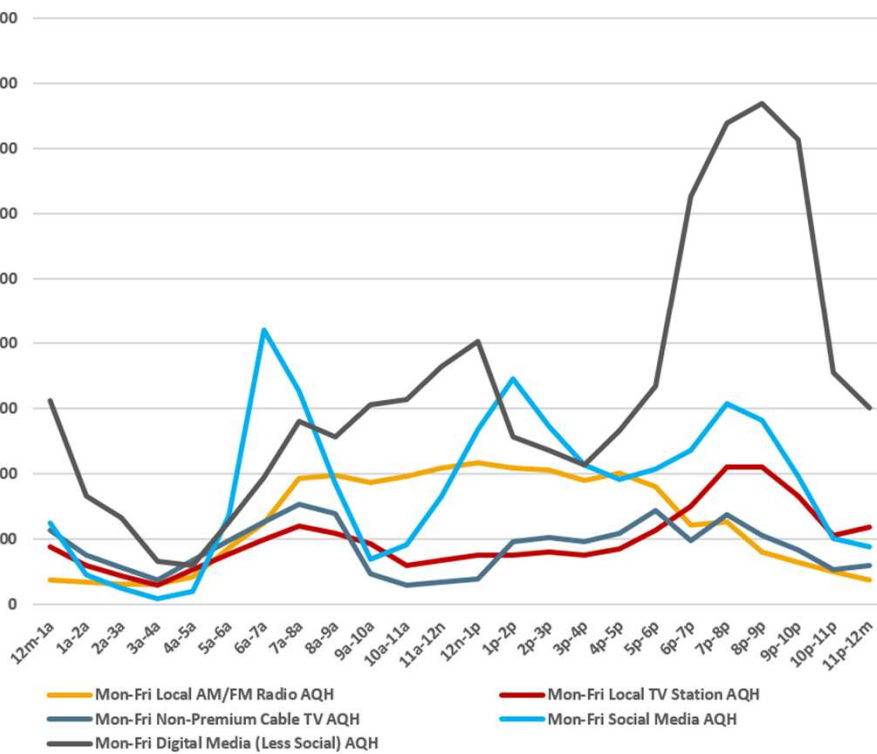
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older**



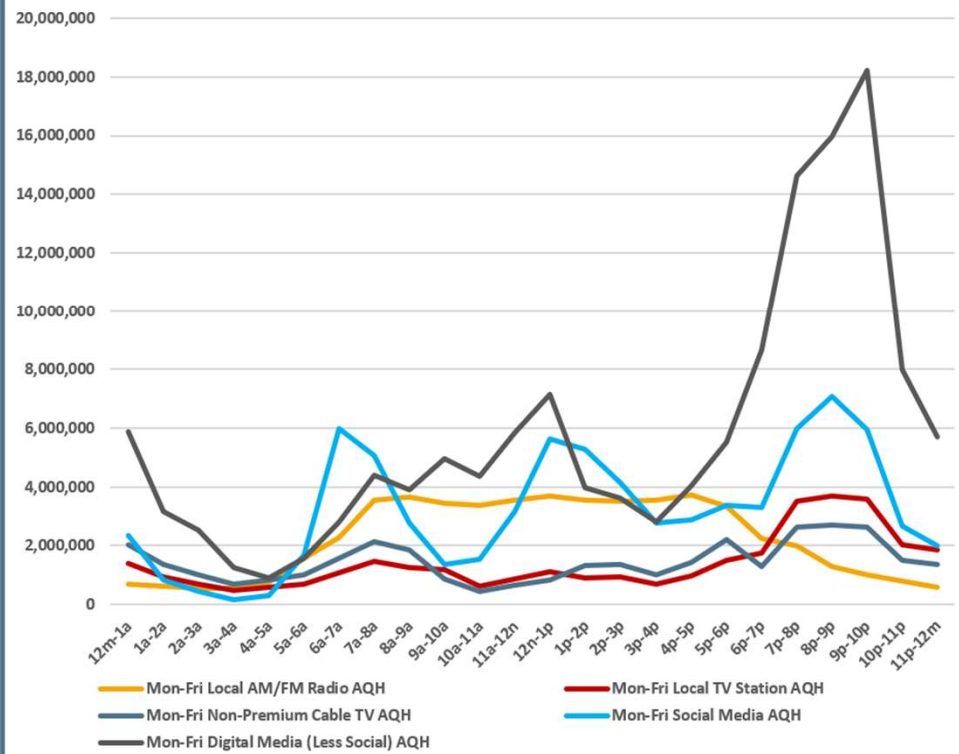


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 155,798;
Social Media: 114,898; Local Radio: 93,420; Non-Prem. Cable: 46,612; Local TV: 46,235
reaching Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAG

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in
the CHICAGO, IL, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Y (P30-44) "MILLENNIALS" 210 DMA Area Adults 30
- 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

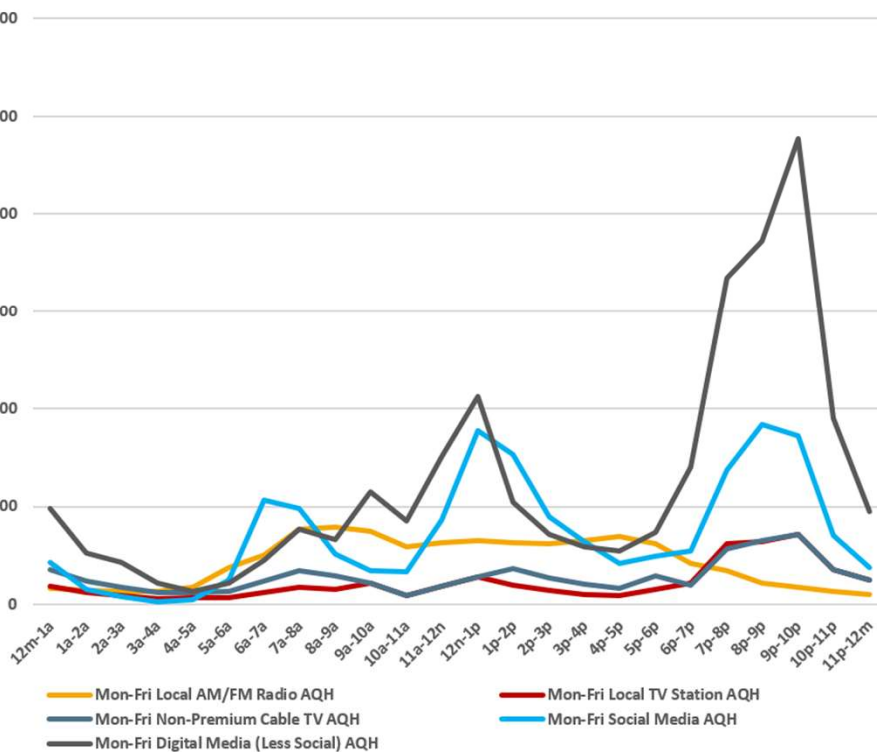
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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for Anything.

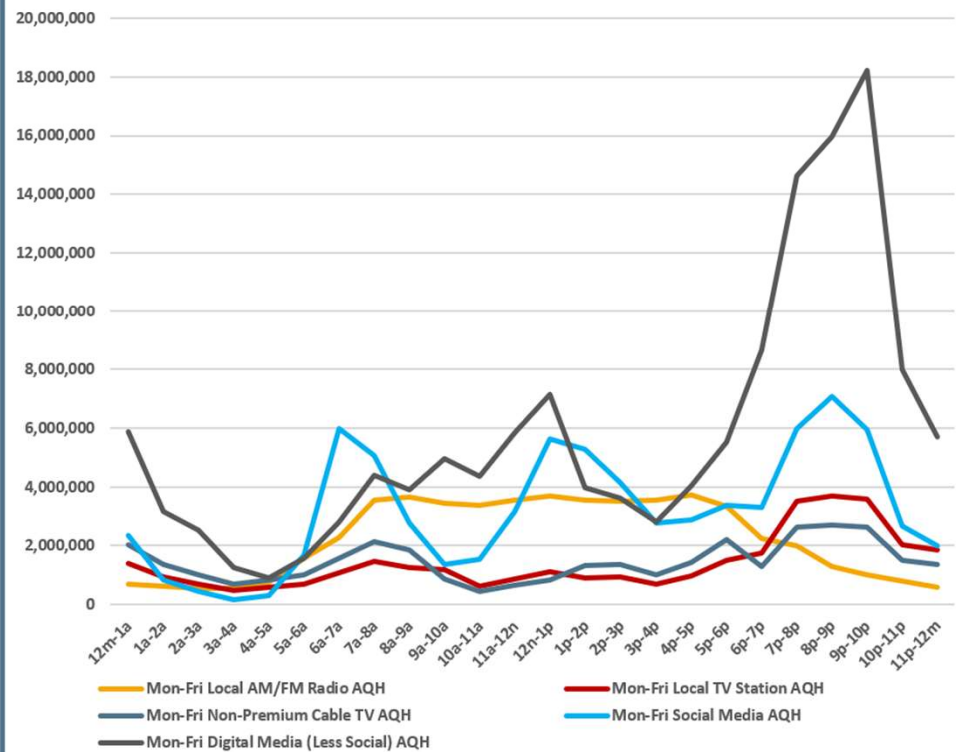


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 96,533; Social Media: 79,866; Local Radio: 63,888; Non-Prem. Cable: 24,160; Local TV: 16,276 reaching Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGT

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in
the WASHINGTON, DC, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Y (P30-44) "MILLENNIALS" 210 DMA Area Adults 30
- 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

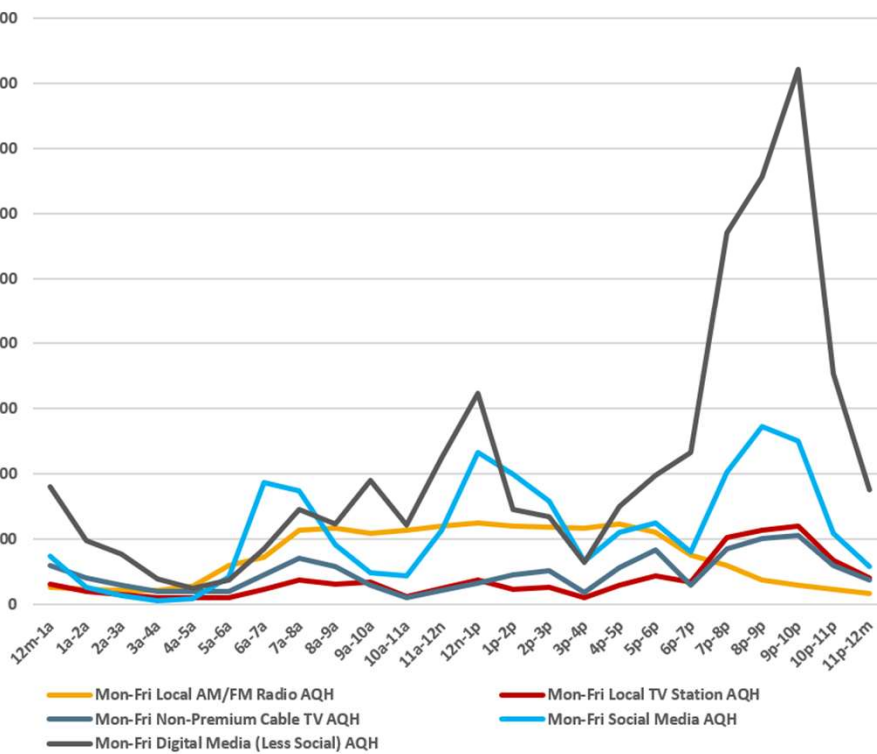
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

soefa.ai Share of Everything for Anything.

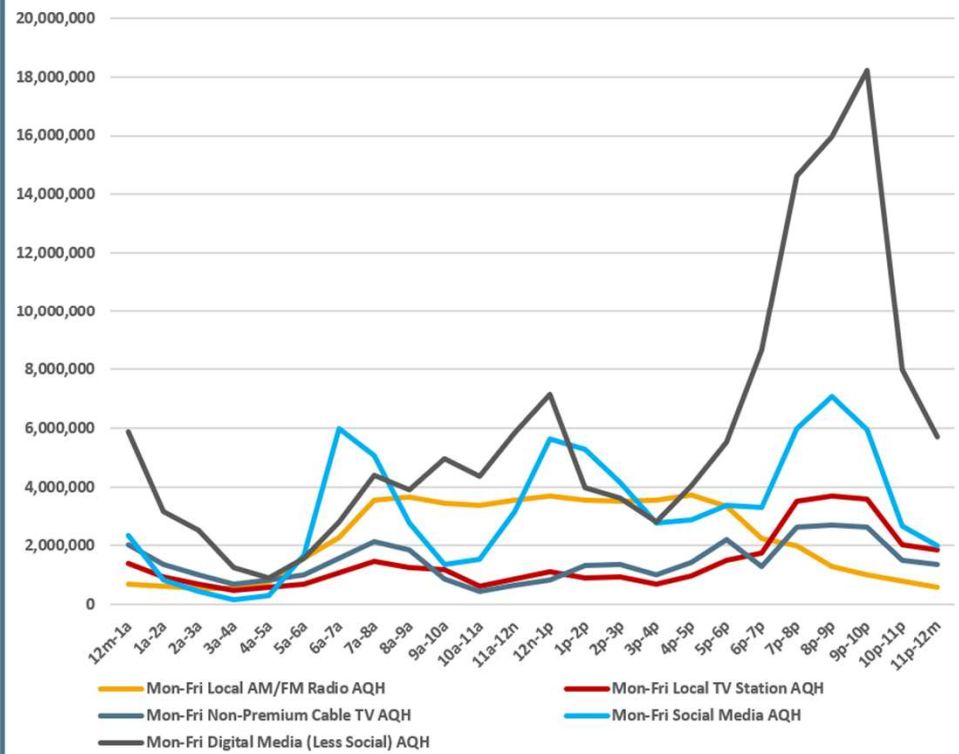


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 82,140; Social Media: 62,621; Local Radio: 55,099; Non-Prem. Cable: 21,354; Local TV: 14,017 reaching Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE,

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in
the SEATTLE, WA, DMA**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Y (P30-44) "MILLENNIALS" 210 DMA Area Adults 30
- 44**



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

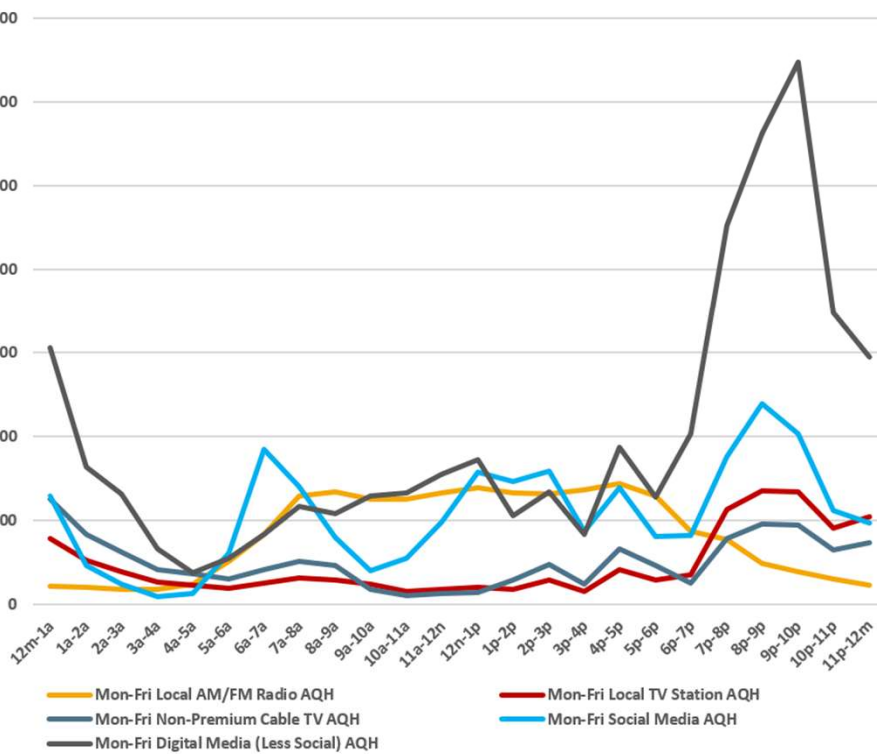
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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for Anything.

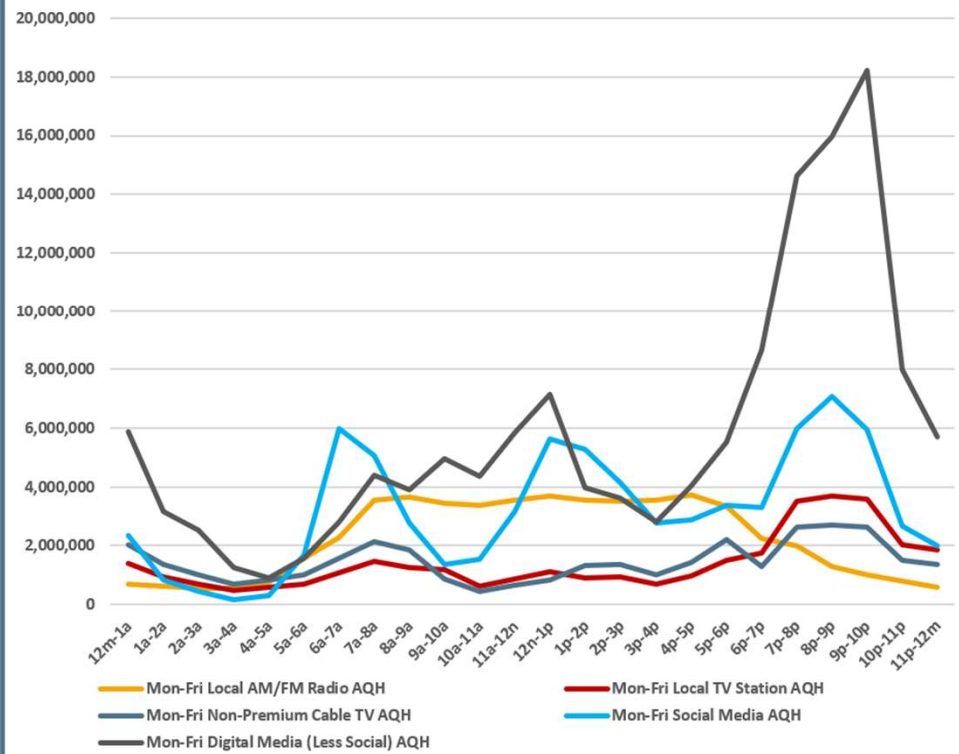


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,891;
Local Radio: 62,637; Social Media: 55,862; Non-Prem. Cable: 16,545; Local TV: 12,719
reaching Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX,

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in
the PHOENIX, AZ, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Y (P30-44) "MILLENNIALS" 210 DMA Area Adults 30
- 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

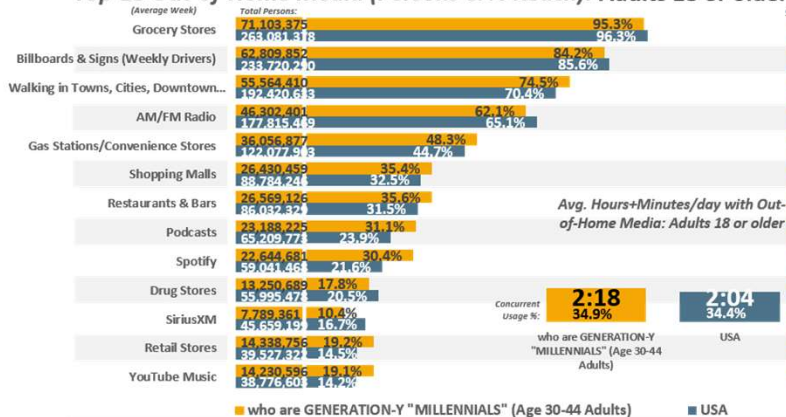
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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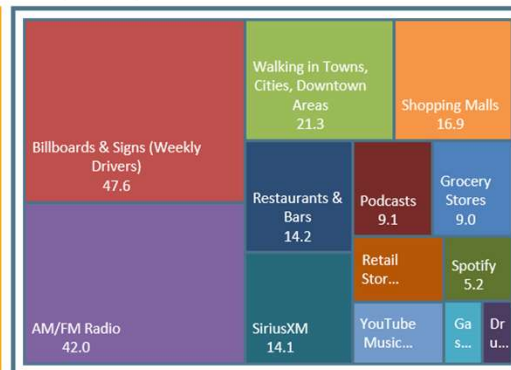
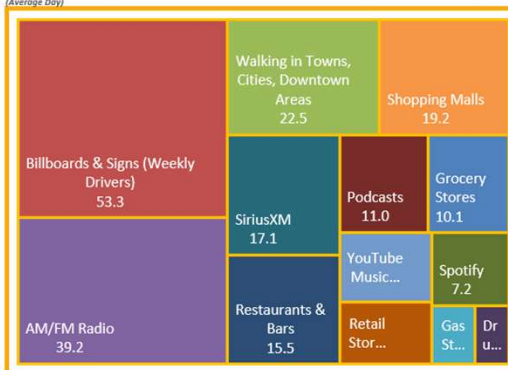


62,809,852 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/

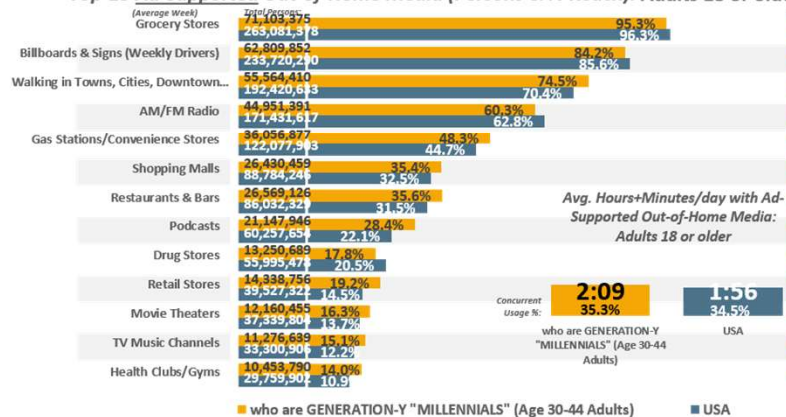
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



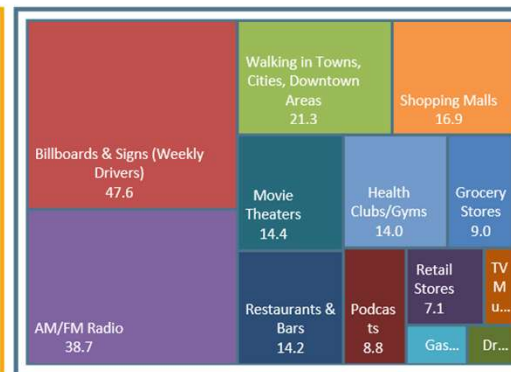
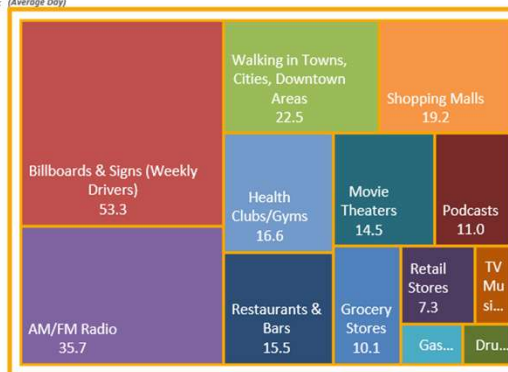
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

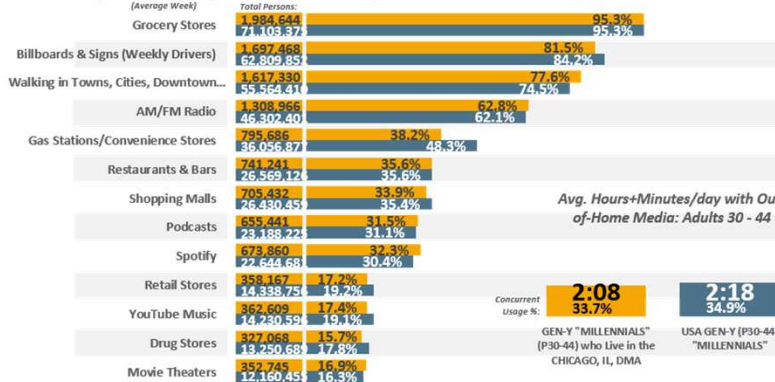
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,697,468 or 81.5% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA spend an average of 40.4 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minut

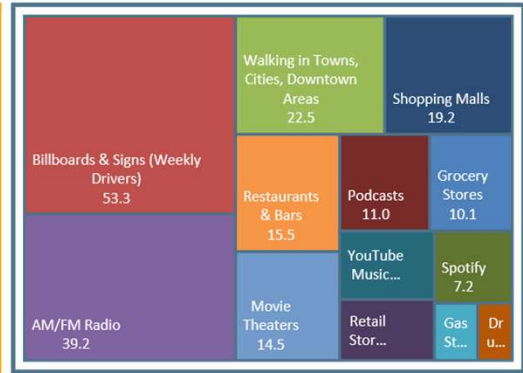
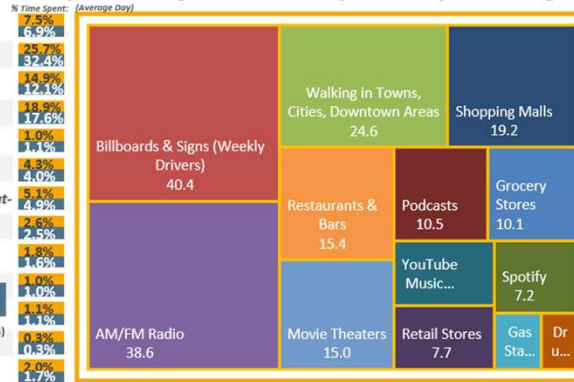
Top-13 Out-of-Home Media (Persons & % Reach): Adults 30 - 44



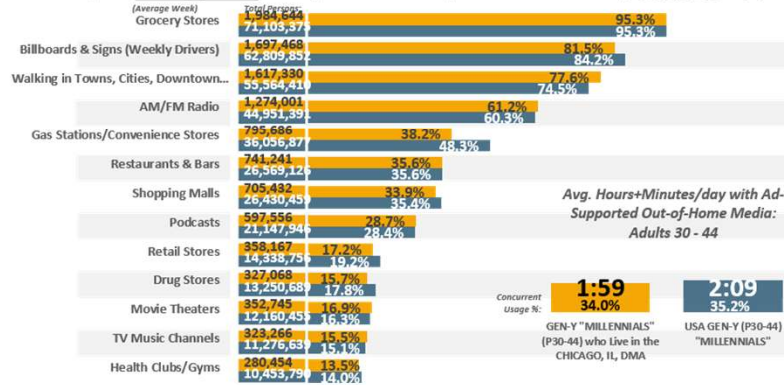
Avg. Hours+Minutes/day with Out-of-Home Media: Adults 30 - 44

Concurrent Usage %: 2:08 33.7% (GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA) vs 2:18 34.9% (USA GEN-Y (P30-44) "MILLENNIALS")

Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



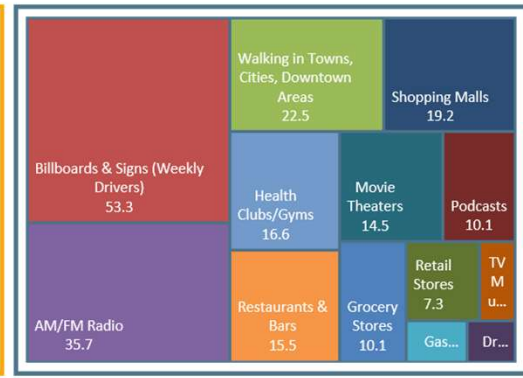
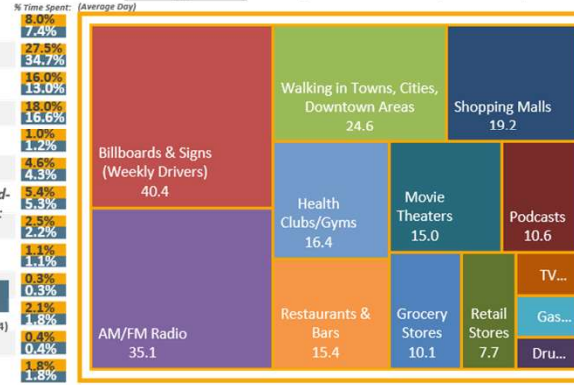
Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 30 - 44

Concurrent Usage %: 1:59 34.0% (GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA) vs 2:09 35.2% (USA GEN-Y (P30-44) "MILLENNIALS")

Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA
USA GEN-Y (P30-44) "MILLENNIALS"
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GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA
USA Projection
USA Qual Intab 5,886

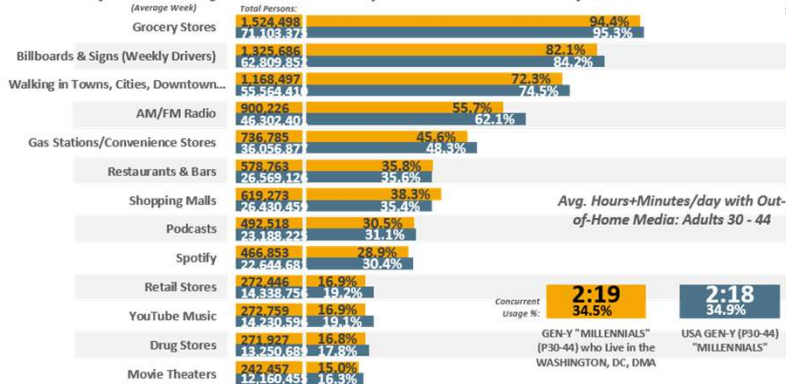
USA GEN-Y (P30-44) "MILLENNIALS"
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

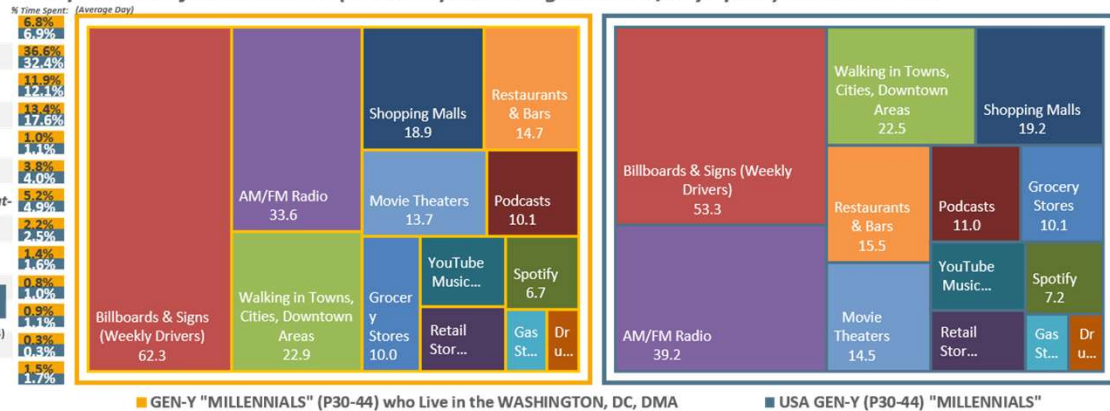


1,325,686 or 82.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA spend an average of 62.3 minutes per day driving, seeing Billboards and Signs. 53.8% Listen to Local Radio Stations Out-of-Home for an average of 30.4 mi

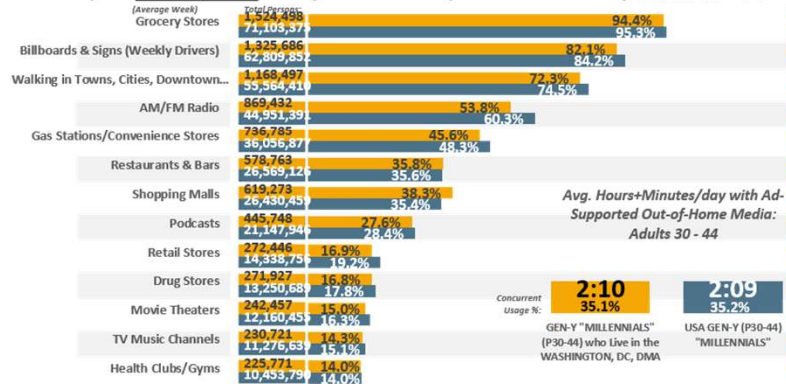
Top-13 Out-of-Home Media (Persons & % Reach): Adults 30 - 44



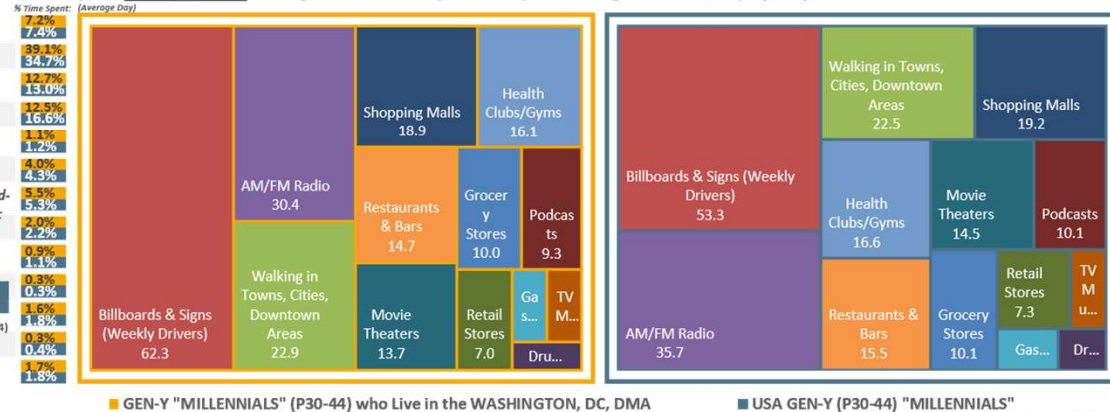
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



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USA Projection USA Qual Intab 5,886

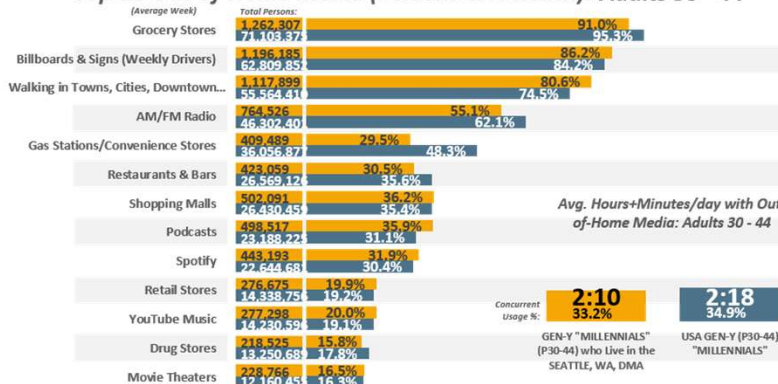
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

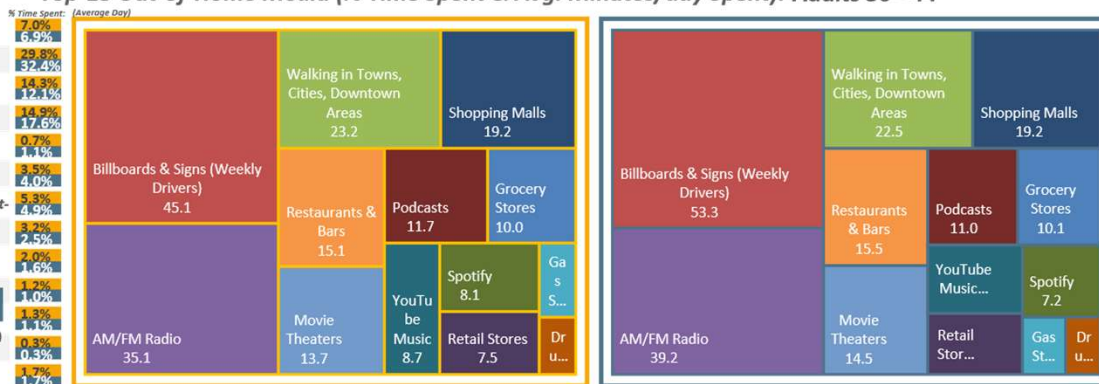


1,196,185 or 86.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA spend an average of 45.1 minutes per day driving, seeing Billboards and Signs. 53.6% Listen to Local Radio Stations Out-of-Home for an average of 31.4 minut

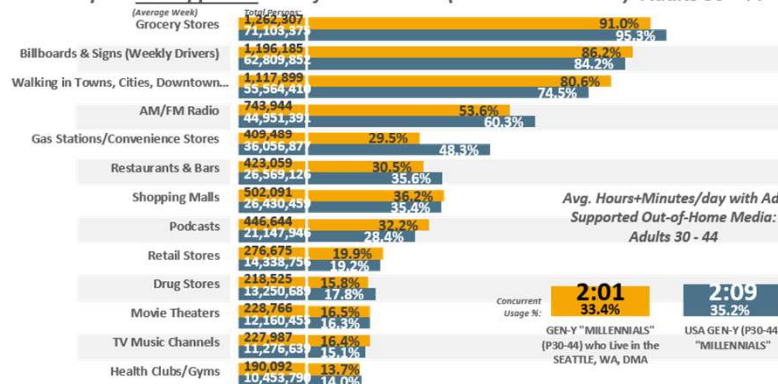
Top-13 Out-of-Home Media (Persons & % Reach): Adults 30 - 44



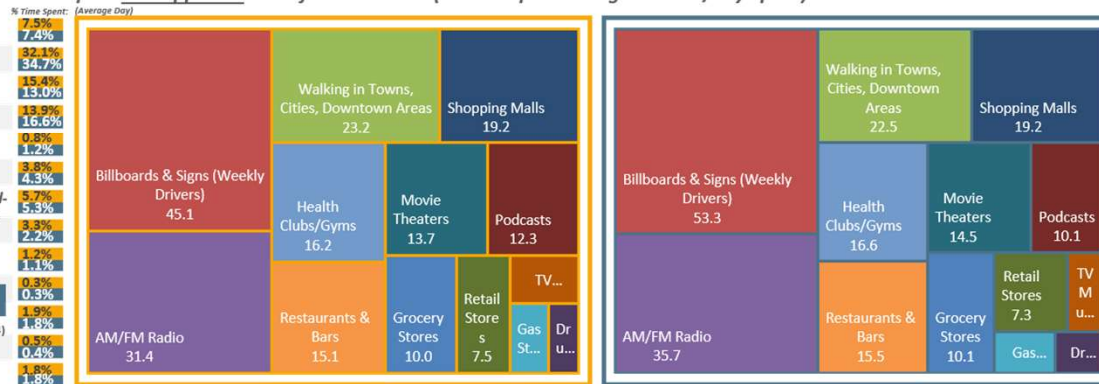
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

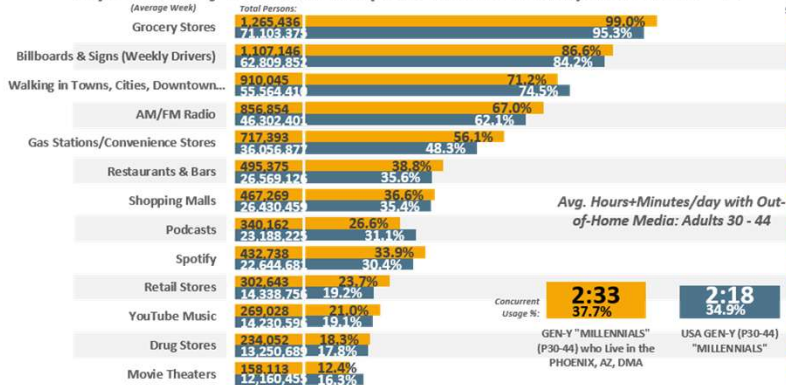
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

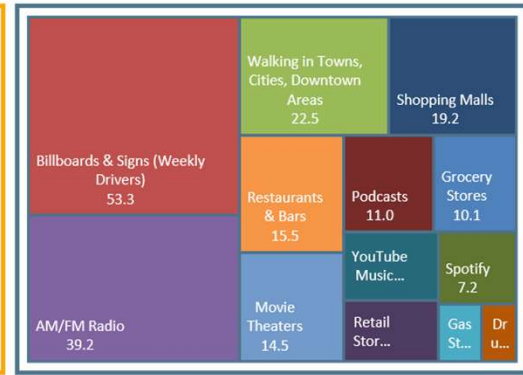
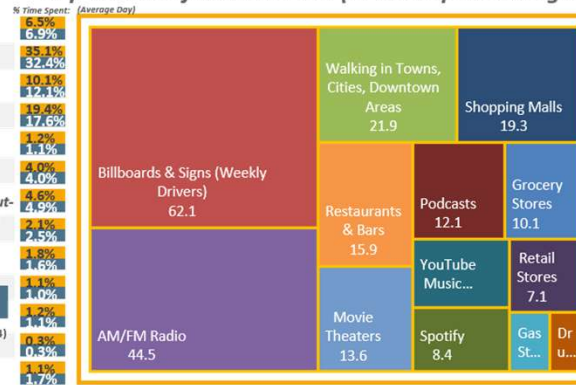


1,107,146 or 86.6% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA spend an average of 62.1 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minut

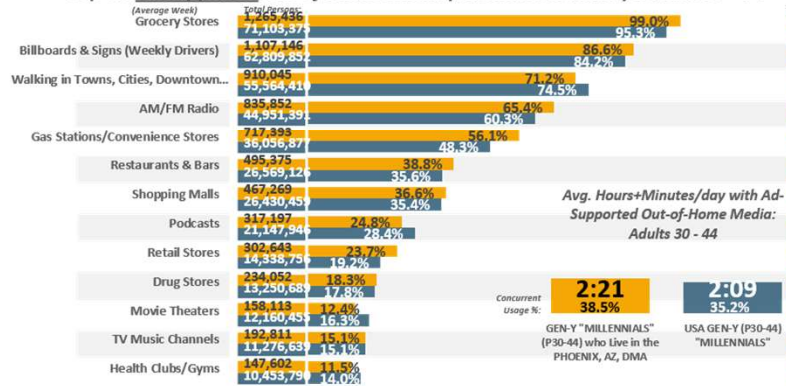
Top-13 Out-of-Home Media (Persons & % Reach): Adults 30 - 44



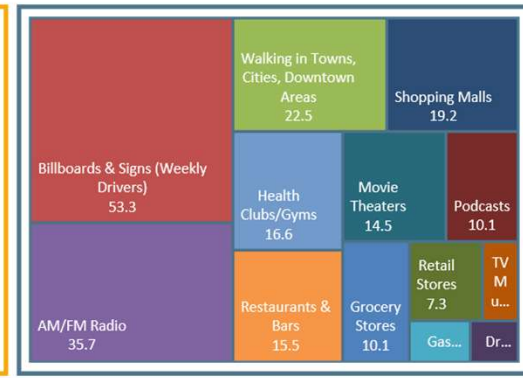
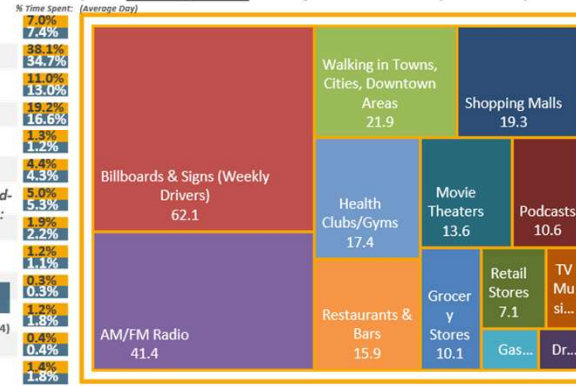
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

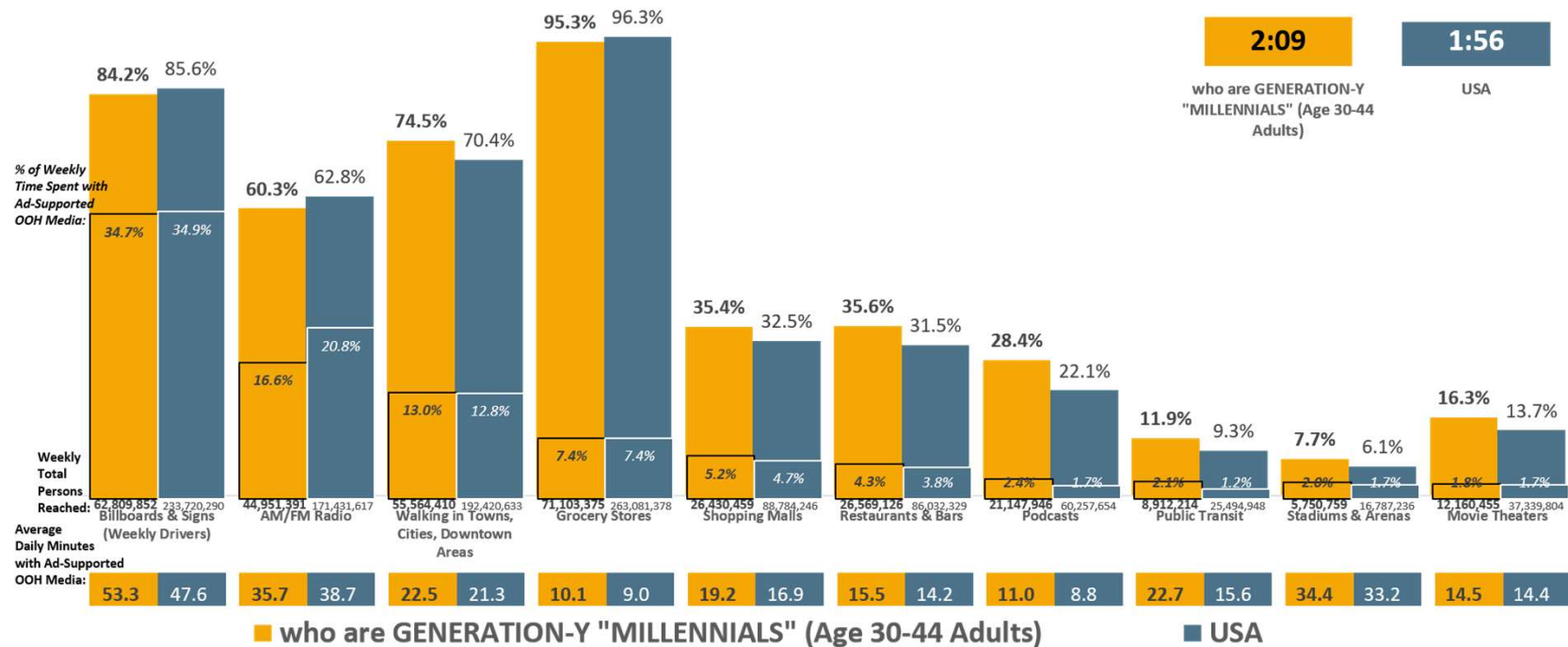


62,809,852 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

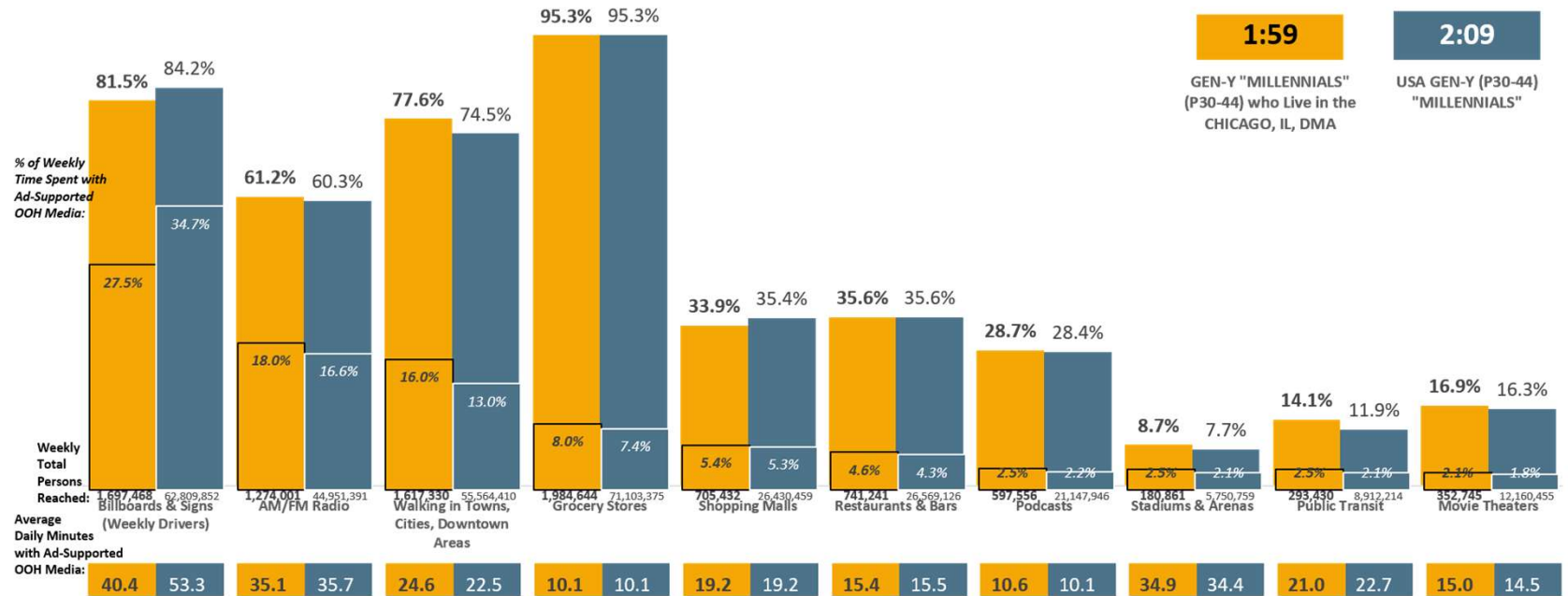


1,697,468 or 81.5% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA spend an average of 40.4 minutes per day driving, seeing Billboards and Signs representing 27.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 30 - 44

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

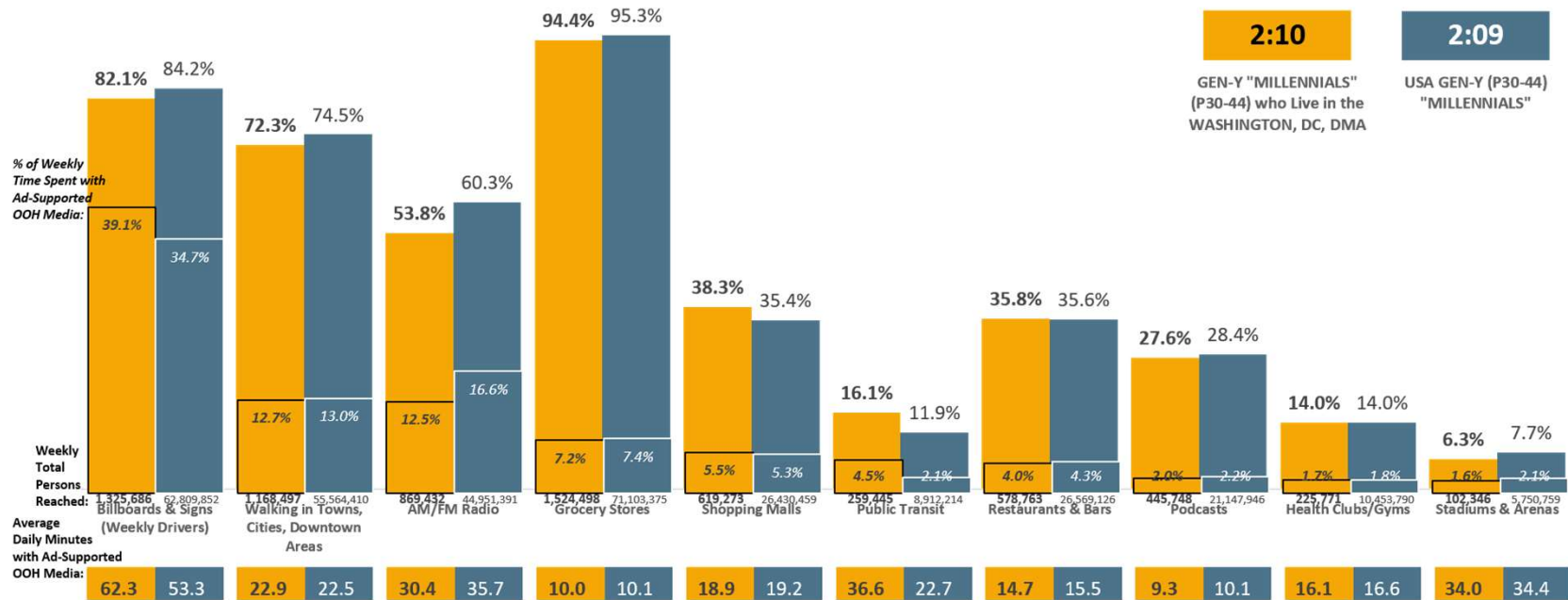


1,325,686 or 82.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA spend an average of 62.3 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 30 - 44

Weekly
Reach %

"Share of Ad-Supported OOH Media"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Mar25-Mar26
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for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

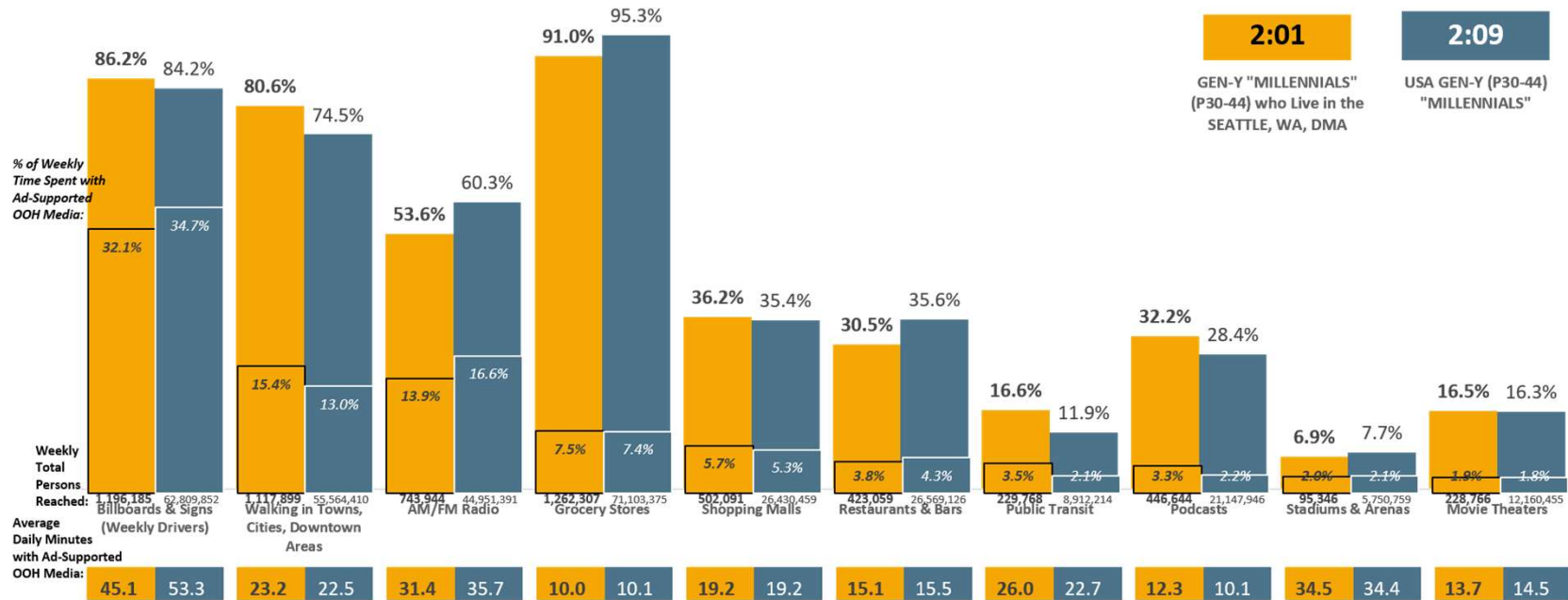


1,196,185 or 86.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA spend an average of 45.1 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 30 - 44

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Mar25-Mar26
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soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

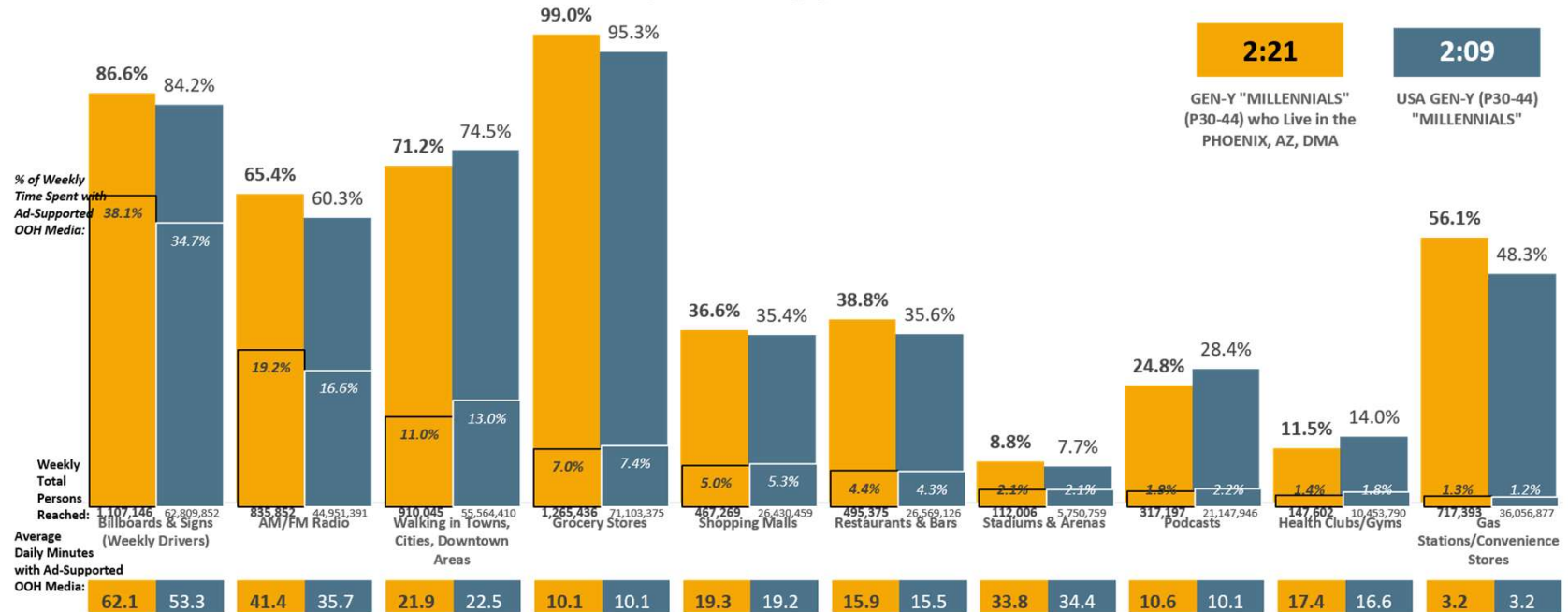


1,107,146 or 86.6% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA spend an average of 62.1 minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 30 - 44

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection USA Qual Intab 5,886

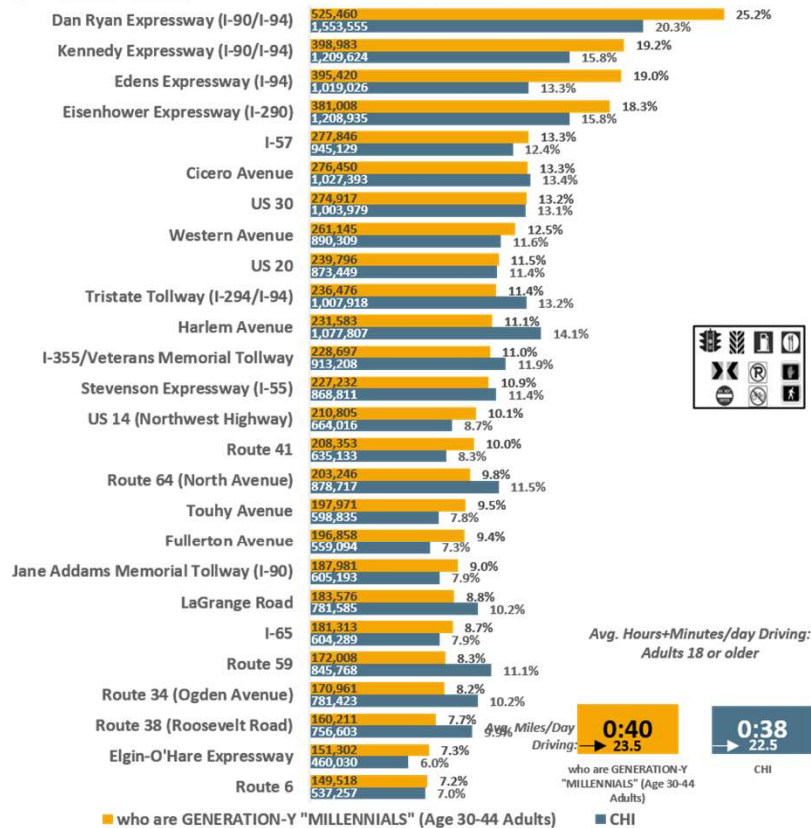
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

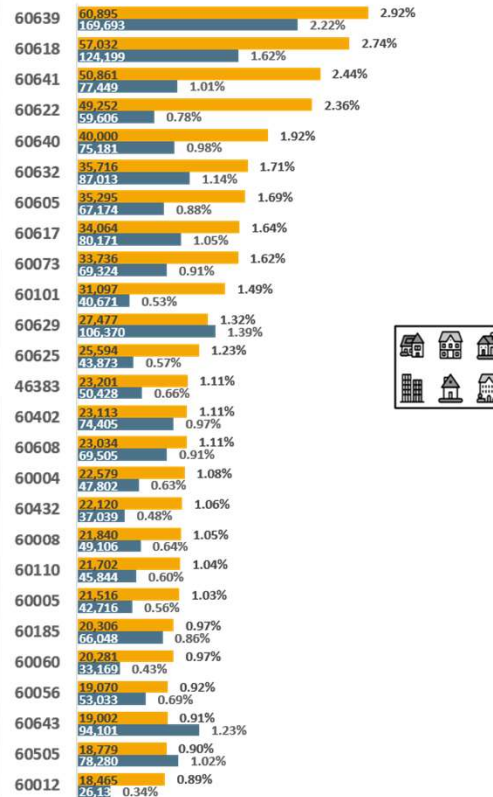


1,697,468 or 81.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)
 spend an average of 40.4 minutes per day driving an average of 23.5 miles each day and are 42.4%
 more likely to use Edens Expressway (I-94) than the Metro avera

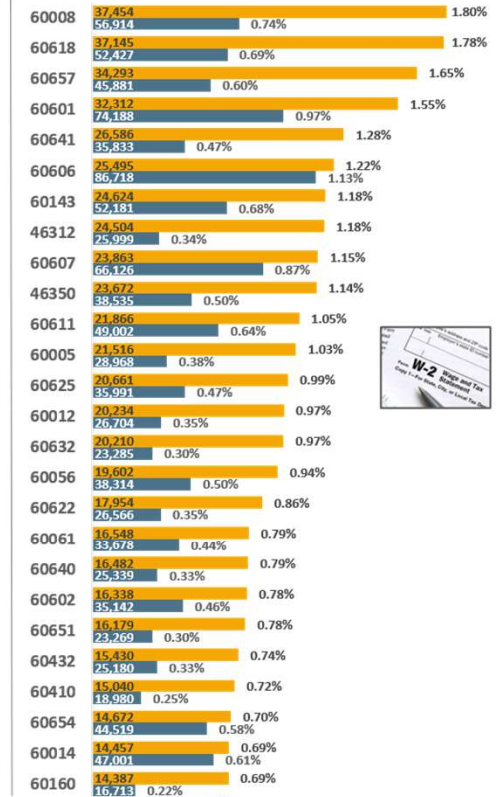
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



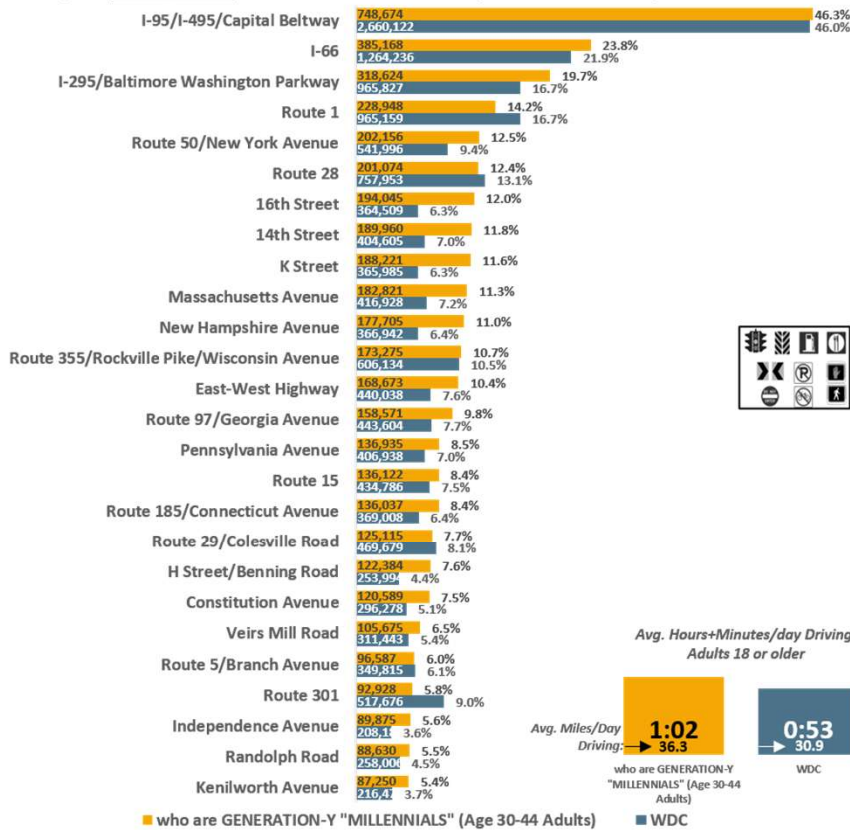
Top-26 Employment Zip Codes: Adults 18 or older





1,325,686 or 82.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 62.3 minutes per day driving an average of 36.3 miles each day and are 90.3% more likely to use 16th Street than the Metro average.

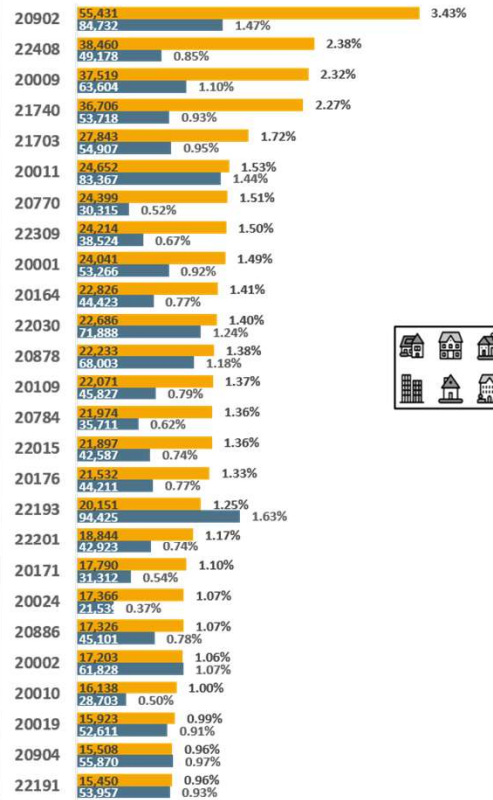
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



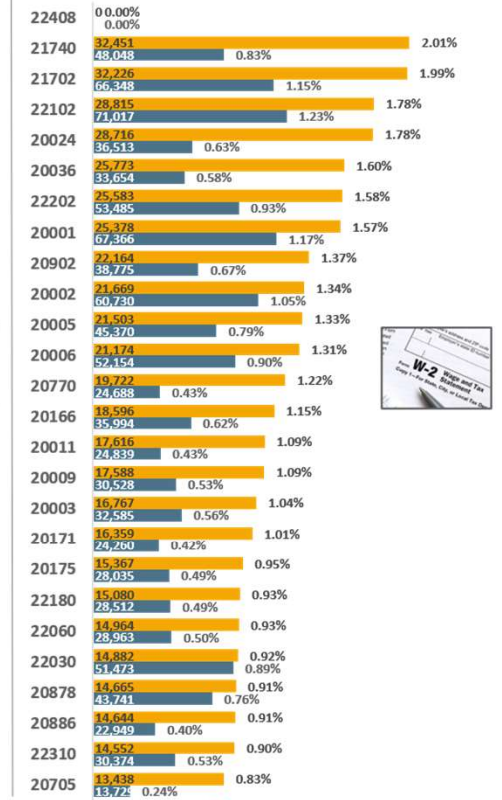
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

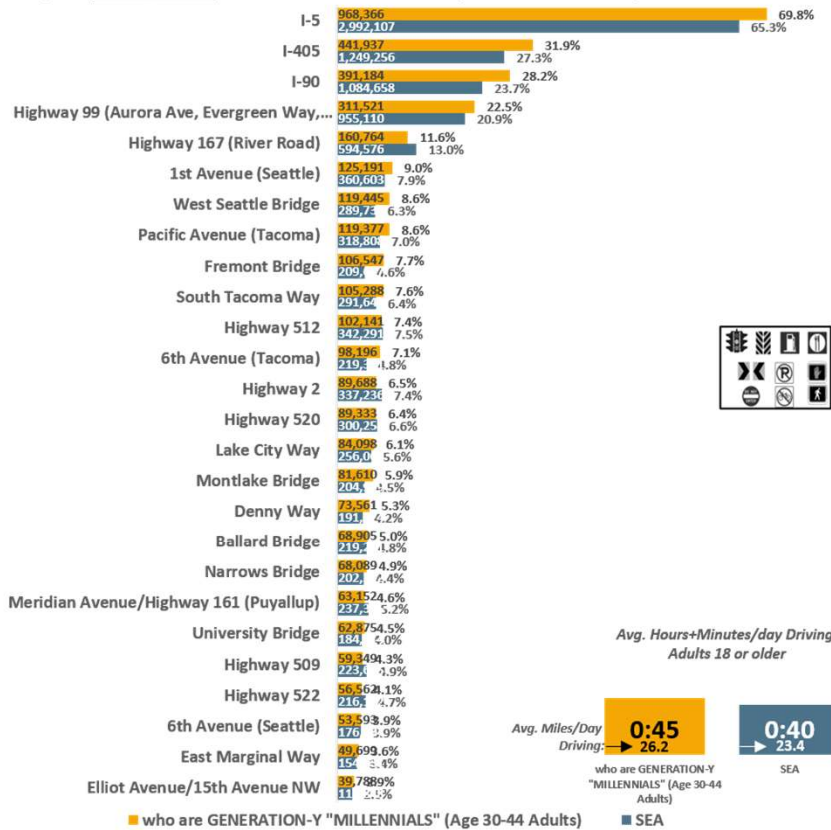


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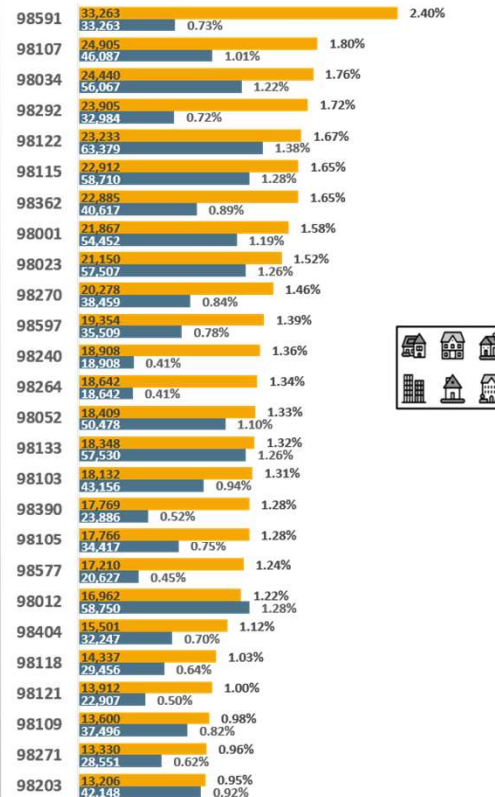


1,196,185 or 86.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 45.1 minutes per day driving an average of 26.2 miles each day and are 67.7% more likely to use Fremont Bridge than the Metro average.

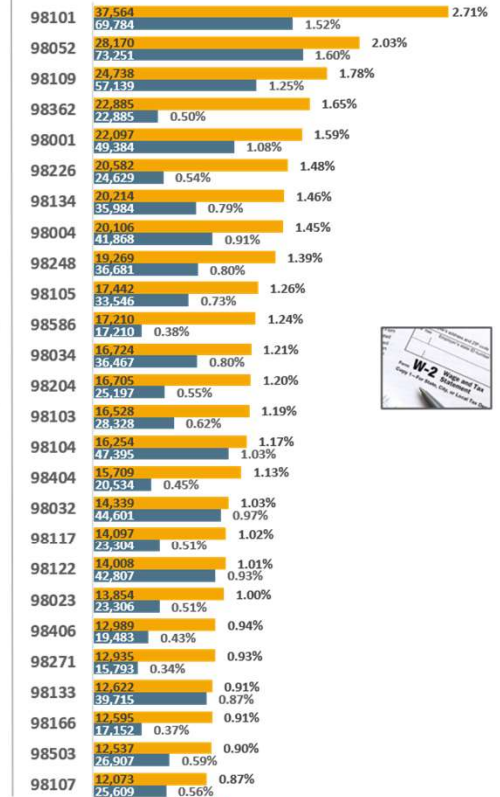
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



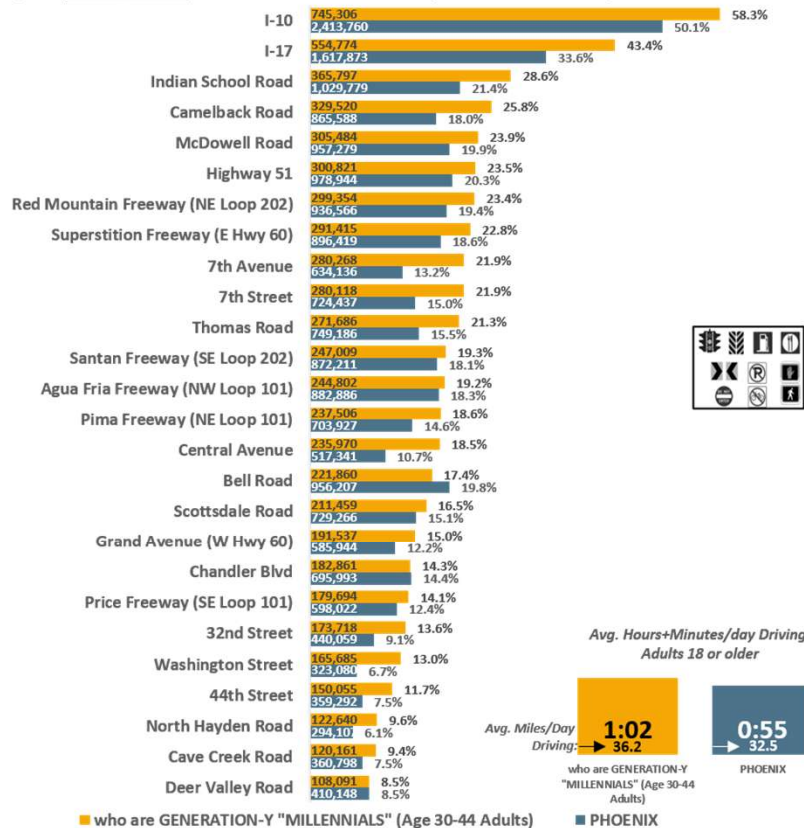
Top-26 Employment Zip Codes: Adults 18 or older



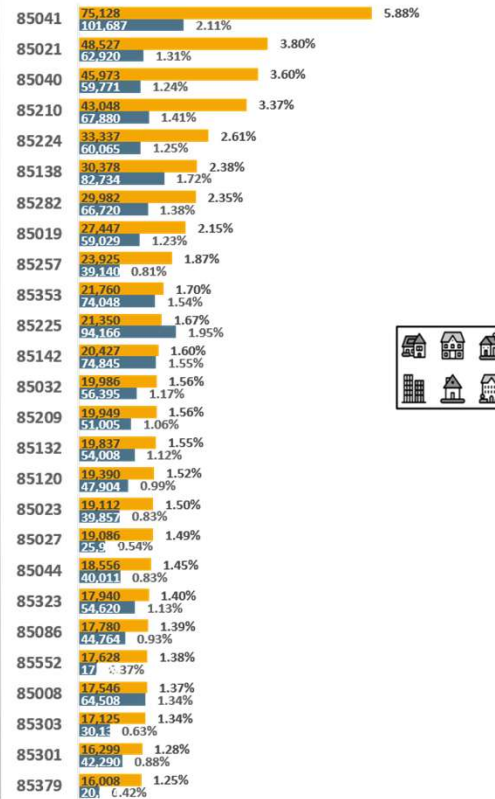


1,107,146 or 86.6% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 62.1 minutes per day driving an average of 36.2 miles each day and are 71.9% more likely to use Central Avenue than the Metro average.

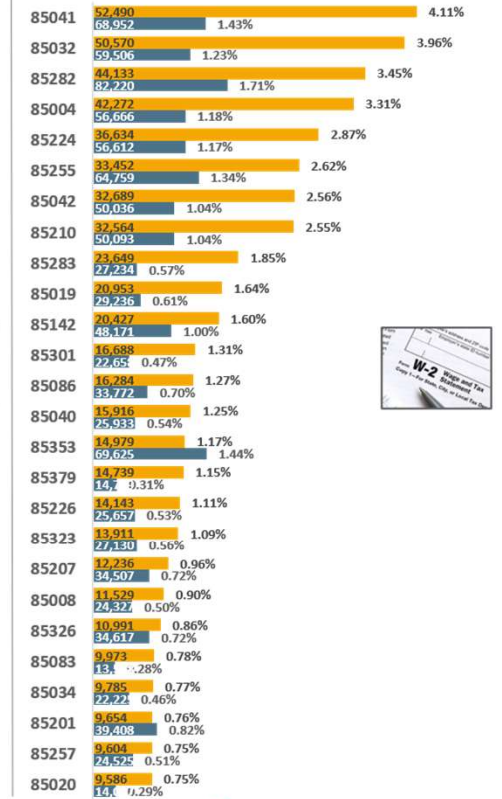
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



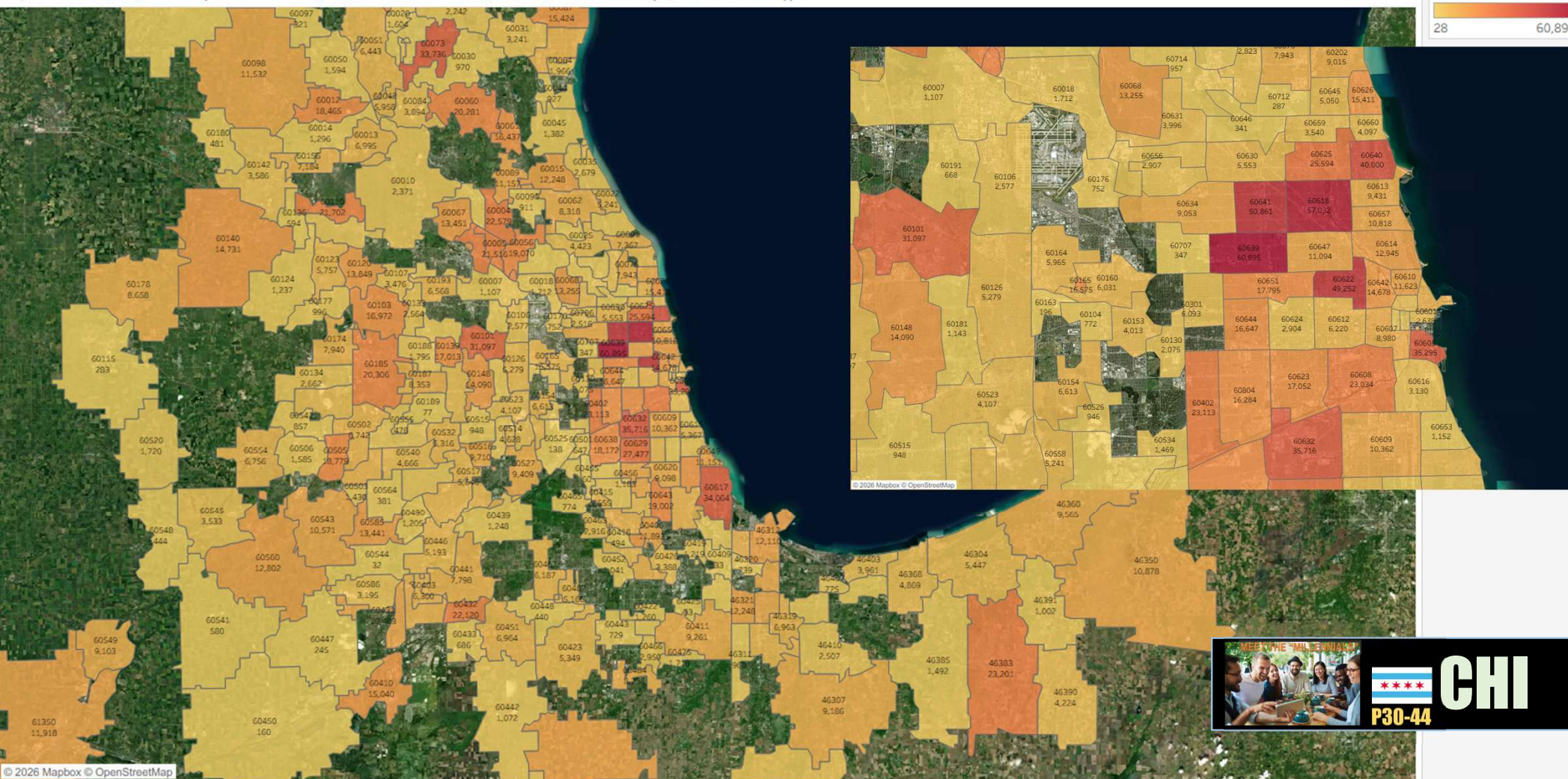
Top-26 Residential Zip Codes: Adults 18 or older



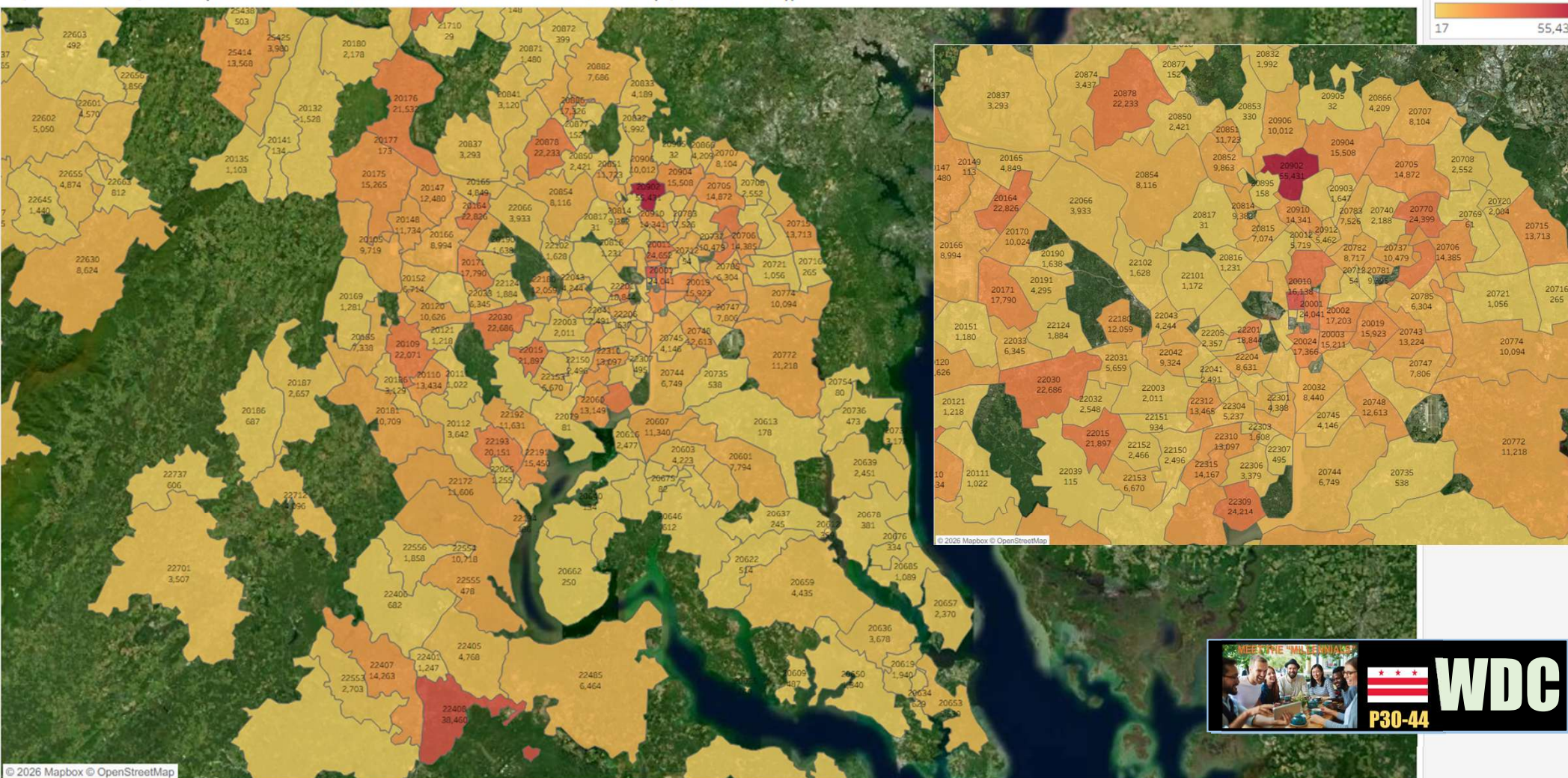
Top-26 Employment Zip Codes: Adults 18 or older



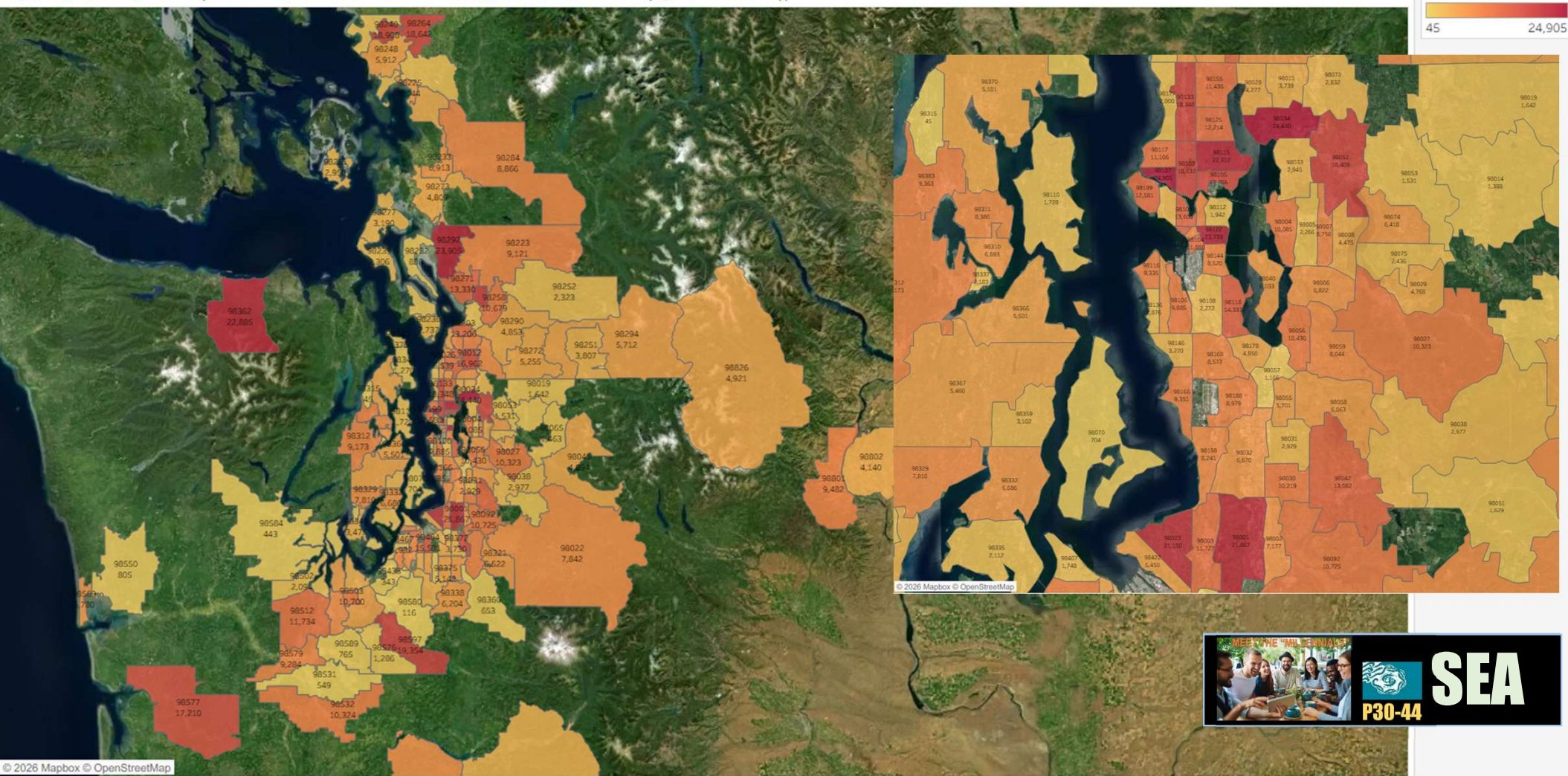
SUM(Adults 18 or olde...
28 60,895



Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults))



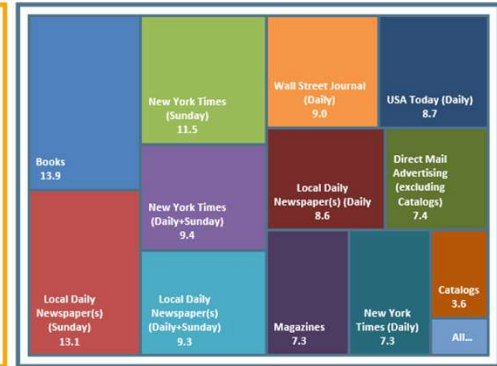
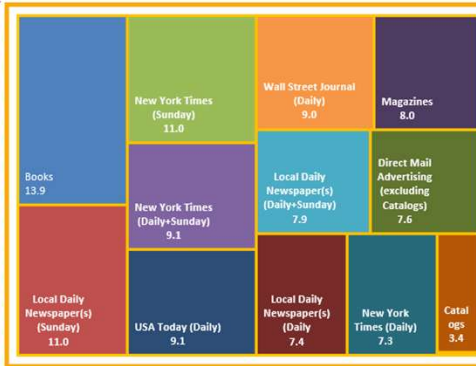
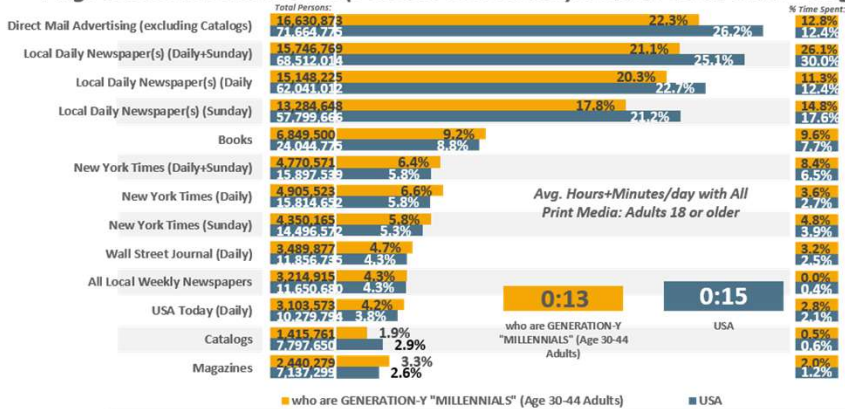
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults))



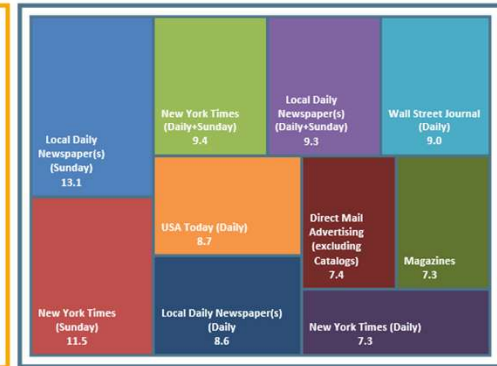
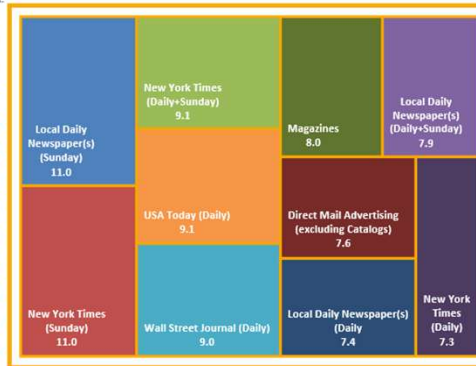
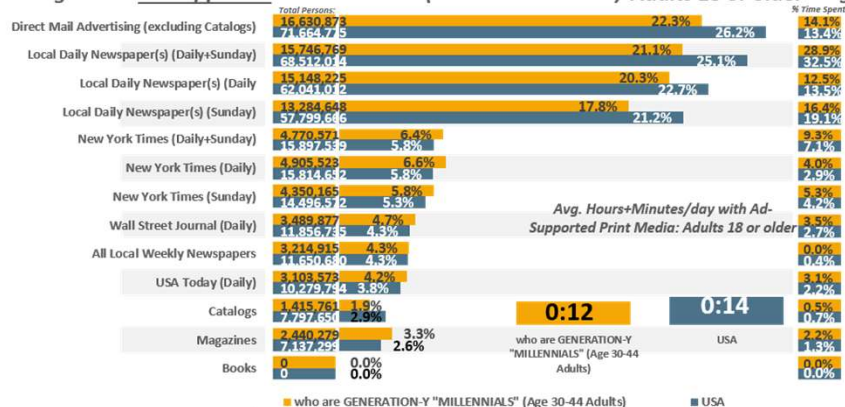


15,746,769 or 21.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



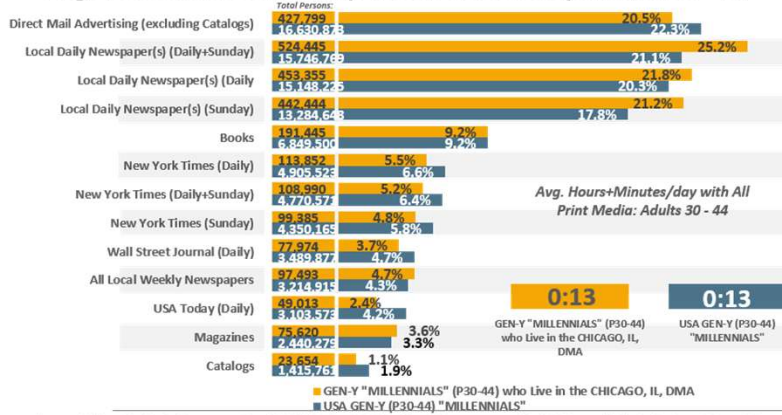
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



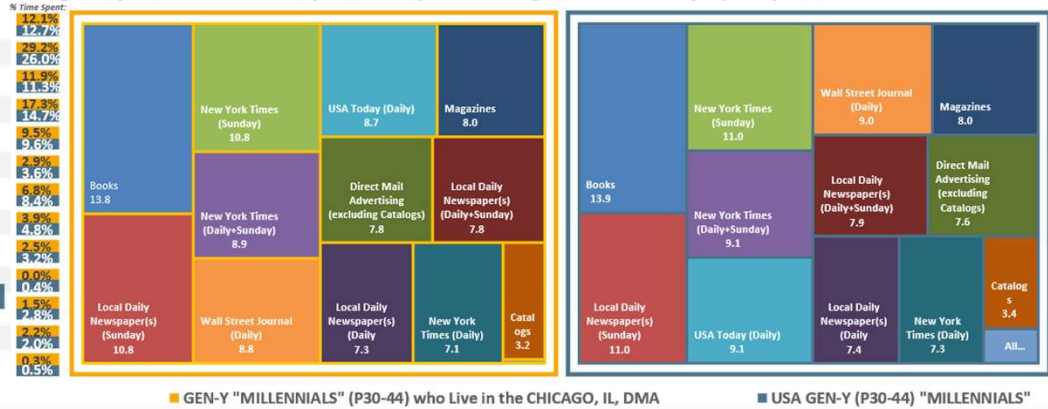


524,445 or 25.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 32.3% of all time spent daily with All forms of Print Media

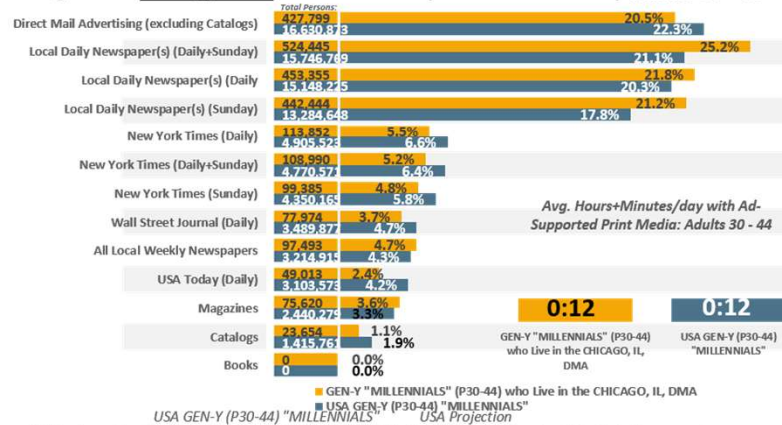
Avg. Week All Print Media (Persons & % Reach): Adults 30 - 44



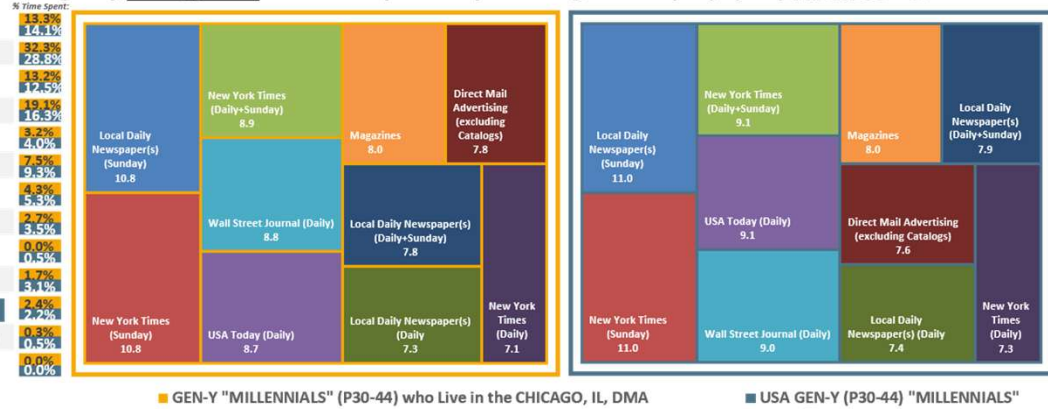
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

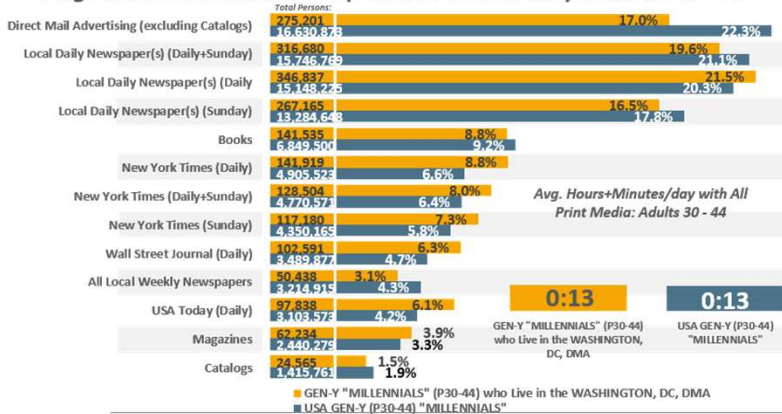
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

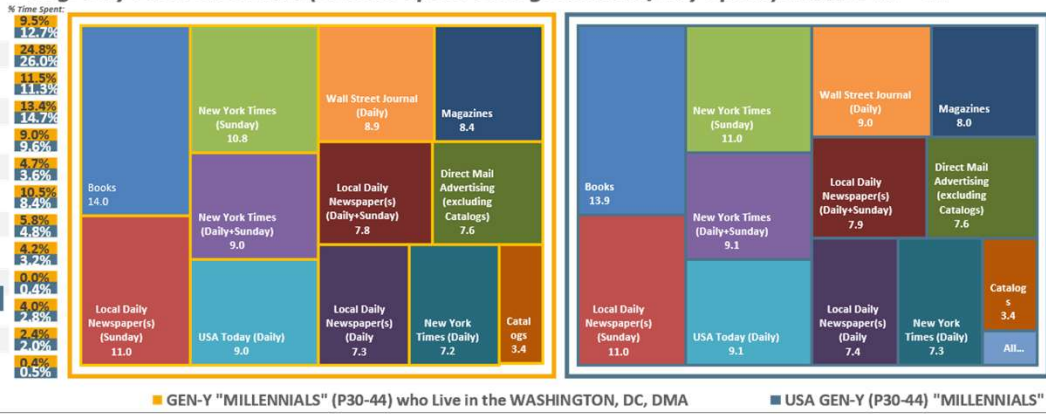


316,680 or 19.6% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 27.3% of all time spent daily with All forms of Print Media

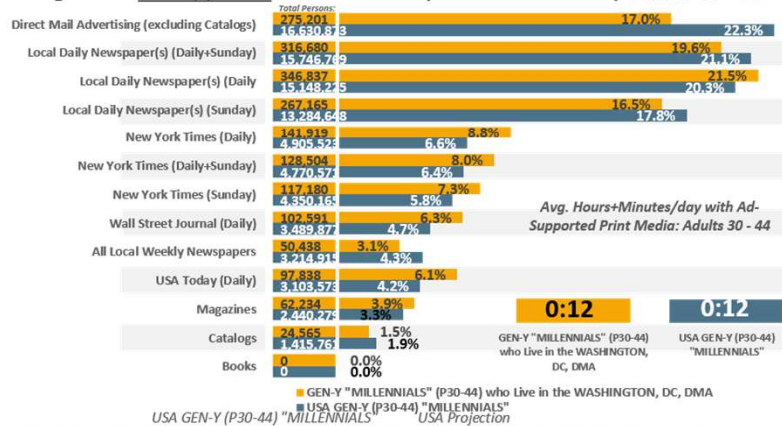
Avg. Week All Print Media (Persons & % Reach): Adults 30 - 44



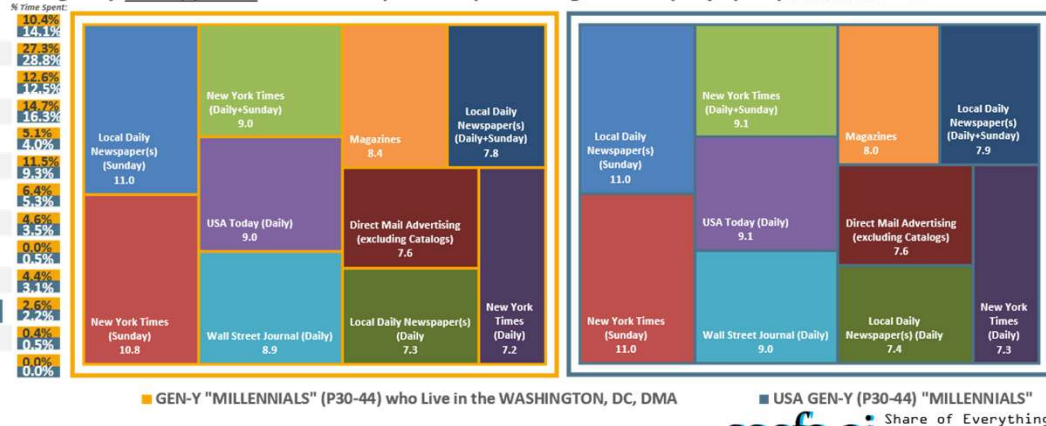
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

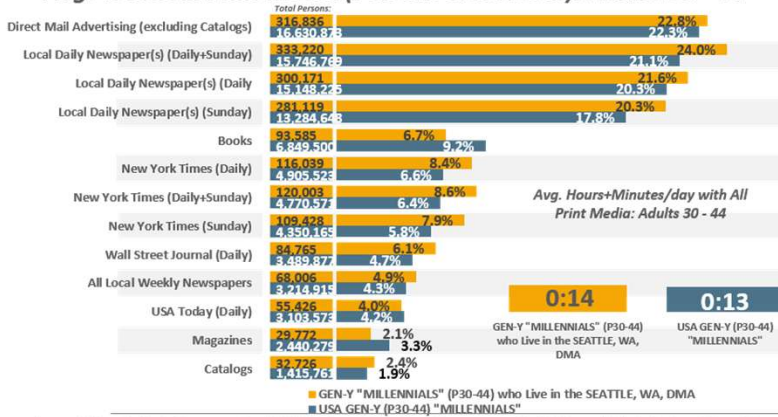
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

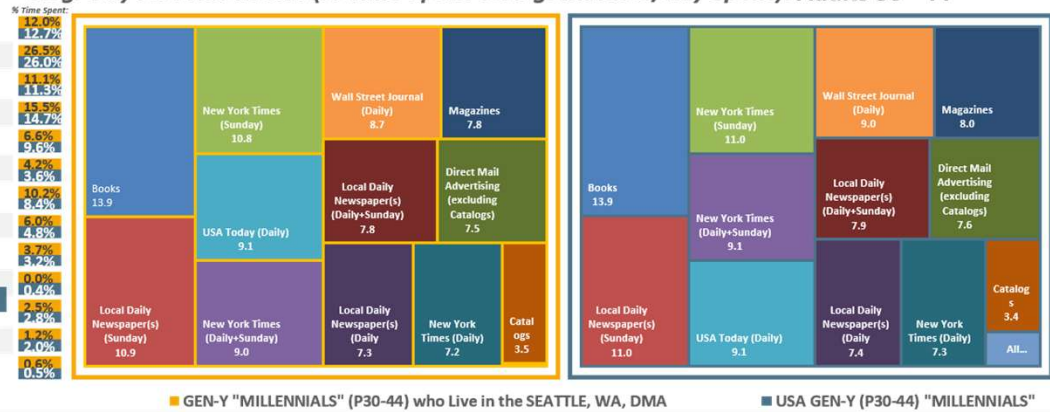


333,220 or 24.% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the SEATTLE, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

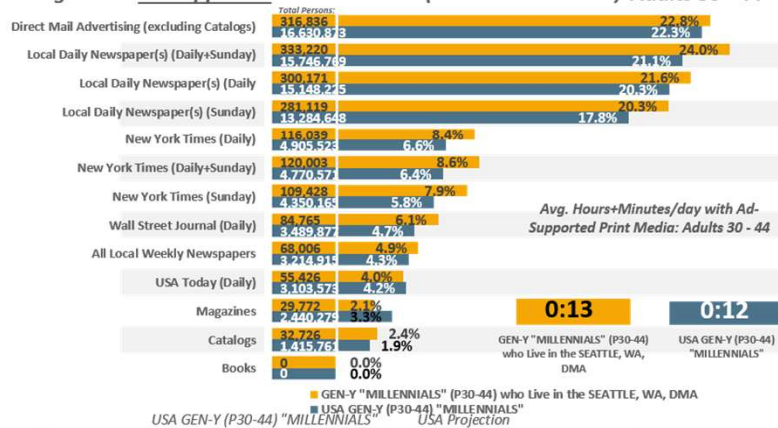
Avg. Week All Print Media (Persons & % Reach): Adults 30 - 44



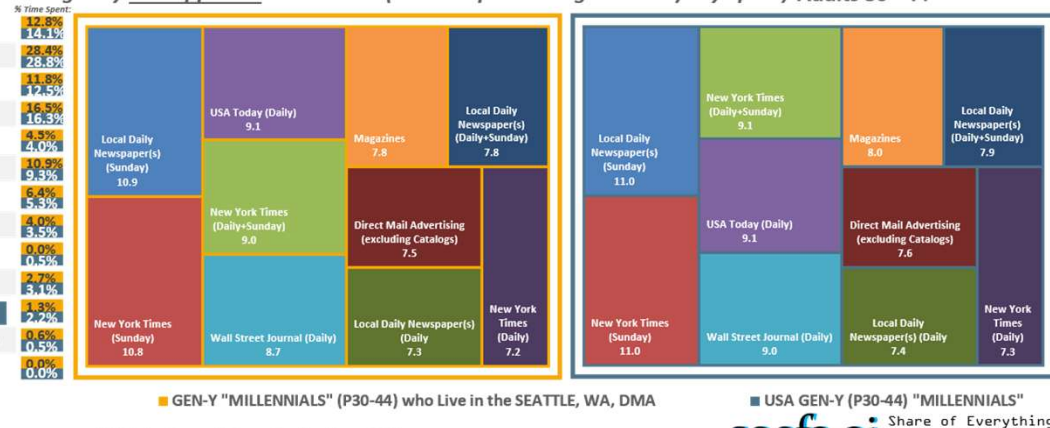
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

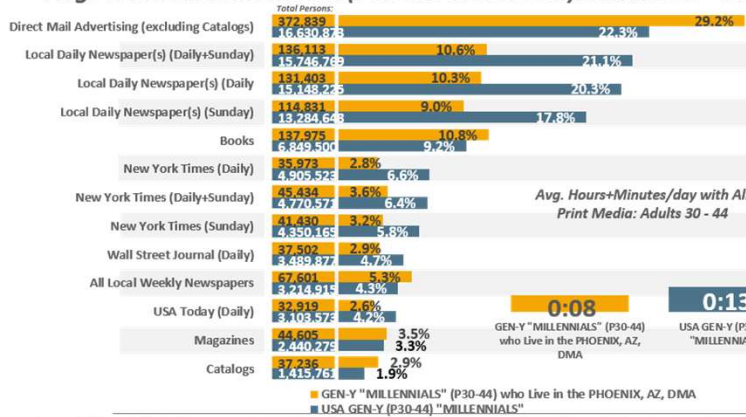
soefa.ai Share of Everything for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

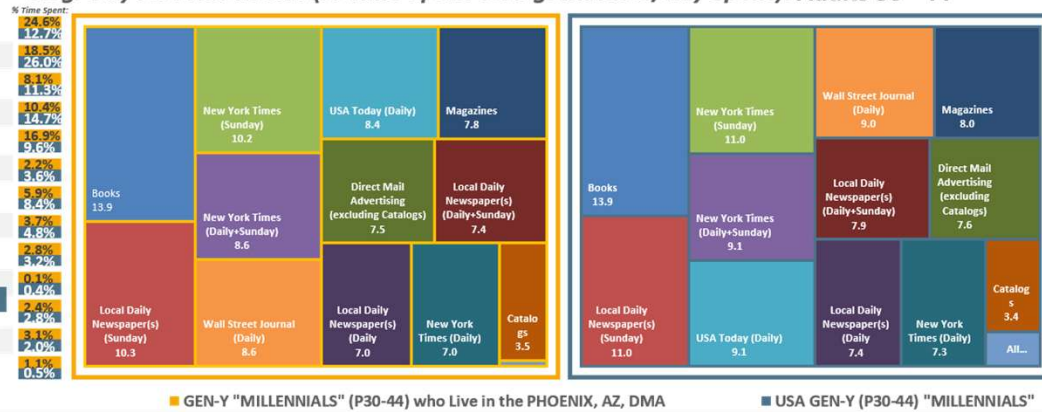


372,839 or 29.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 29.6% of all time spent daily with All forms of Print

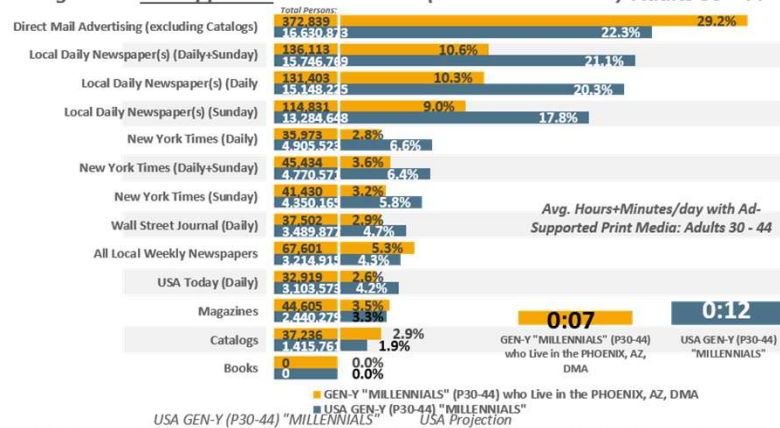
Avg. Week All Print Media (Persons & % Reach): Adults 30 - 44



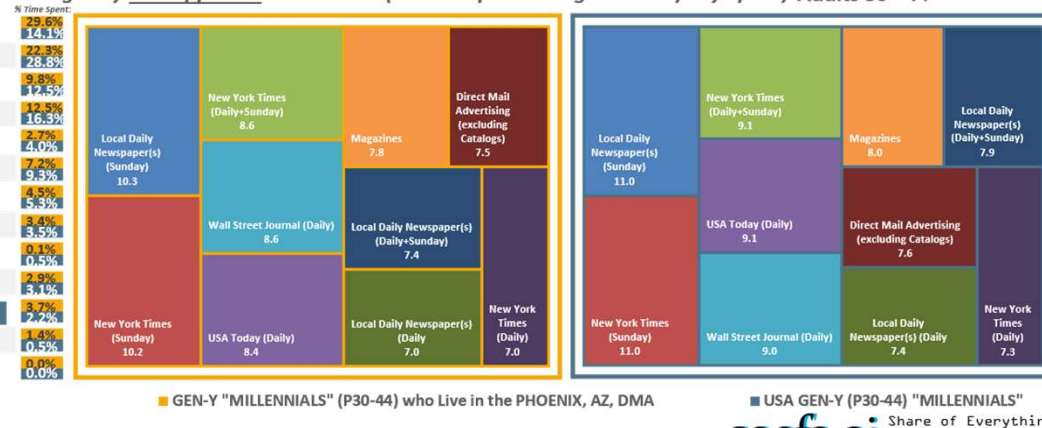
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection

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USA Projection USA Qual Intab 5,886

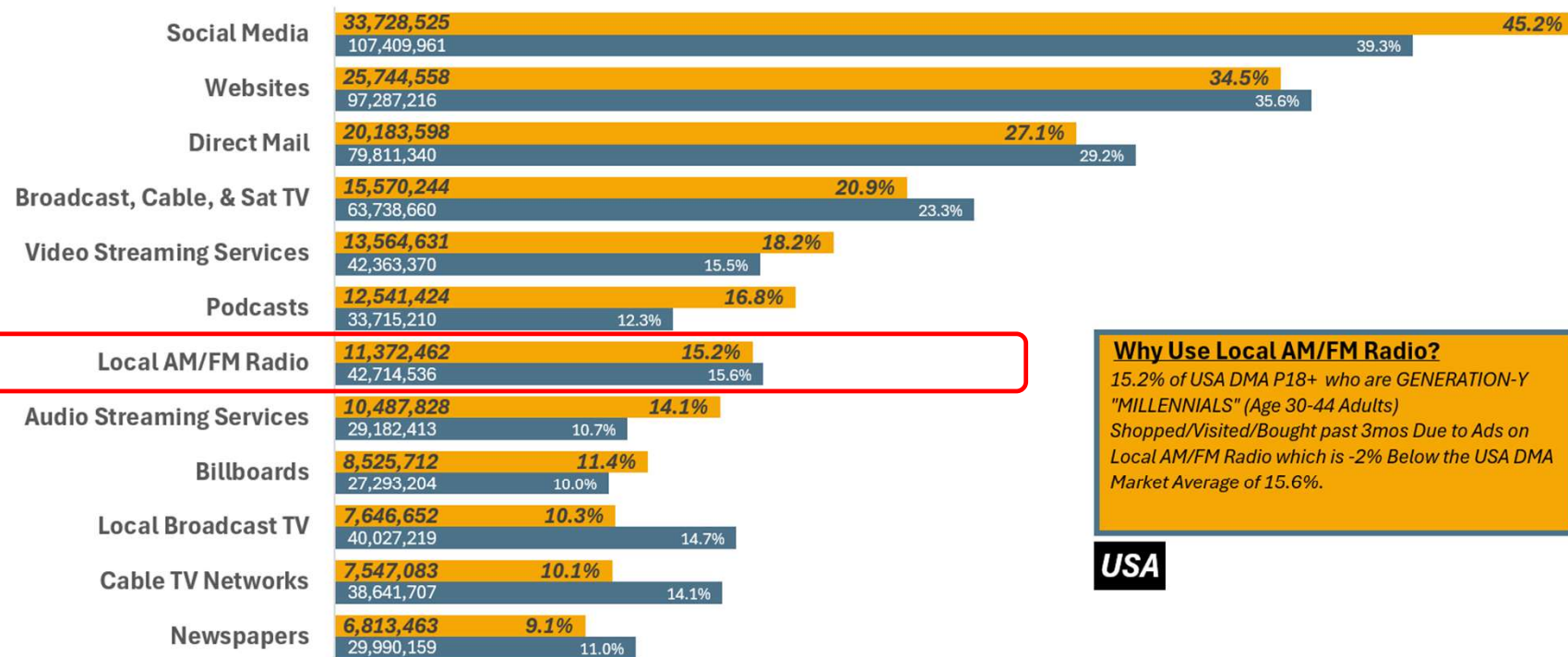
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.2% of USA DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5886
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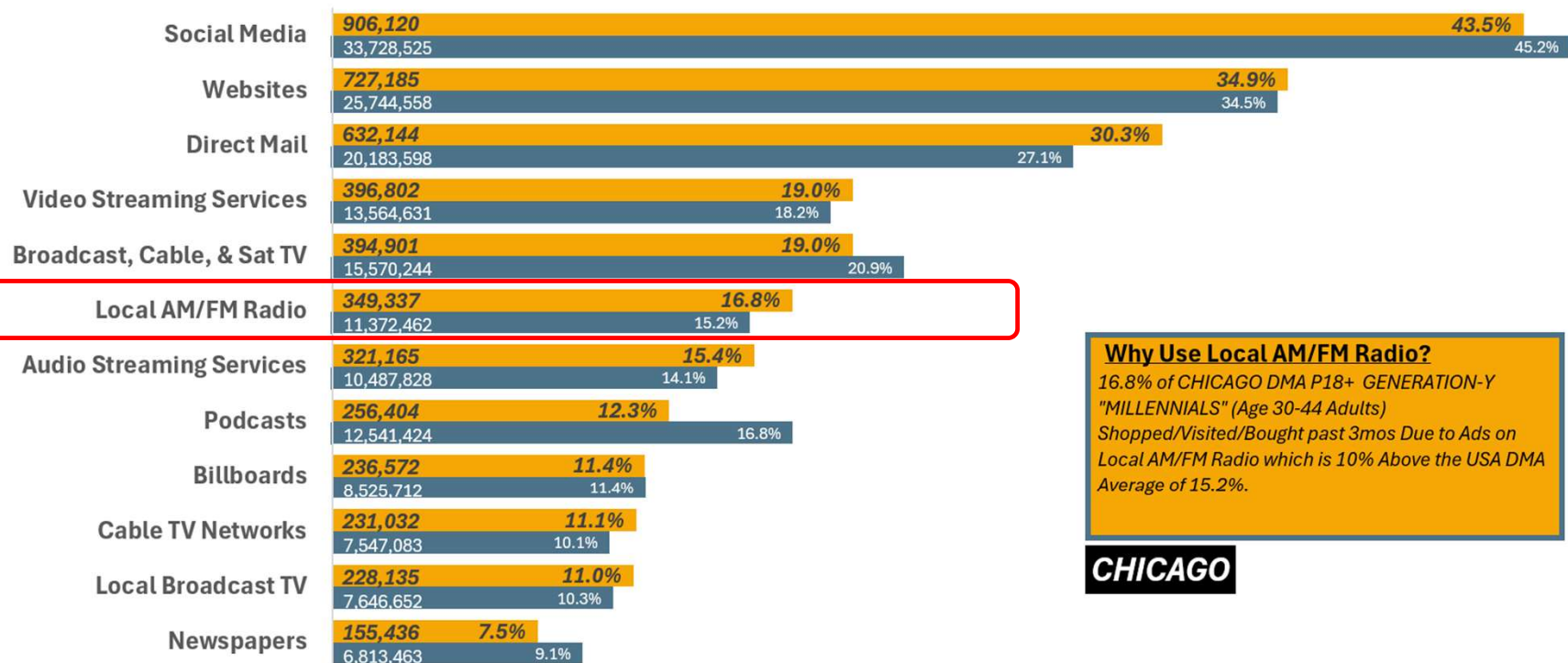
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

P18+ CHICAGO DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16.8% of CHICAGO DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the USA DMA Average of 15.2%.

CHICAGO

■ P18+ CHICAGO DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 981
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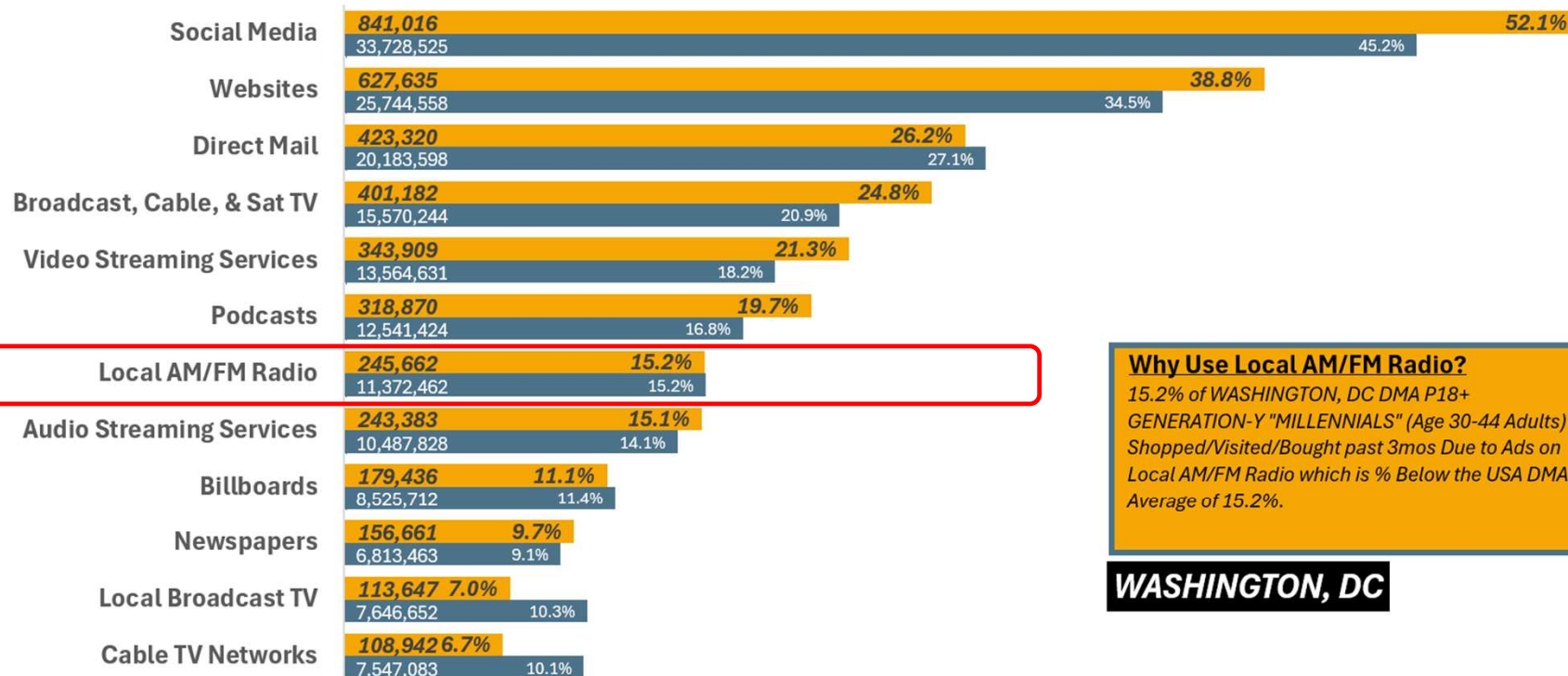
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

P18+ WASHINGTON, DC DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.2% of WASHINGTON, DC DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Below the USA DMA Average of 15.2%.

WASHINGTON, DC

■ P18+ WASHINGTON, DC DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1548
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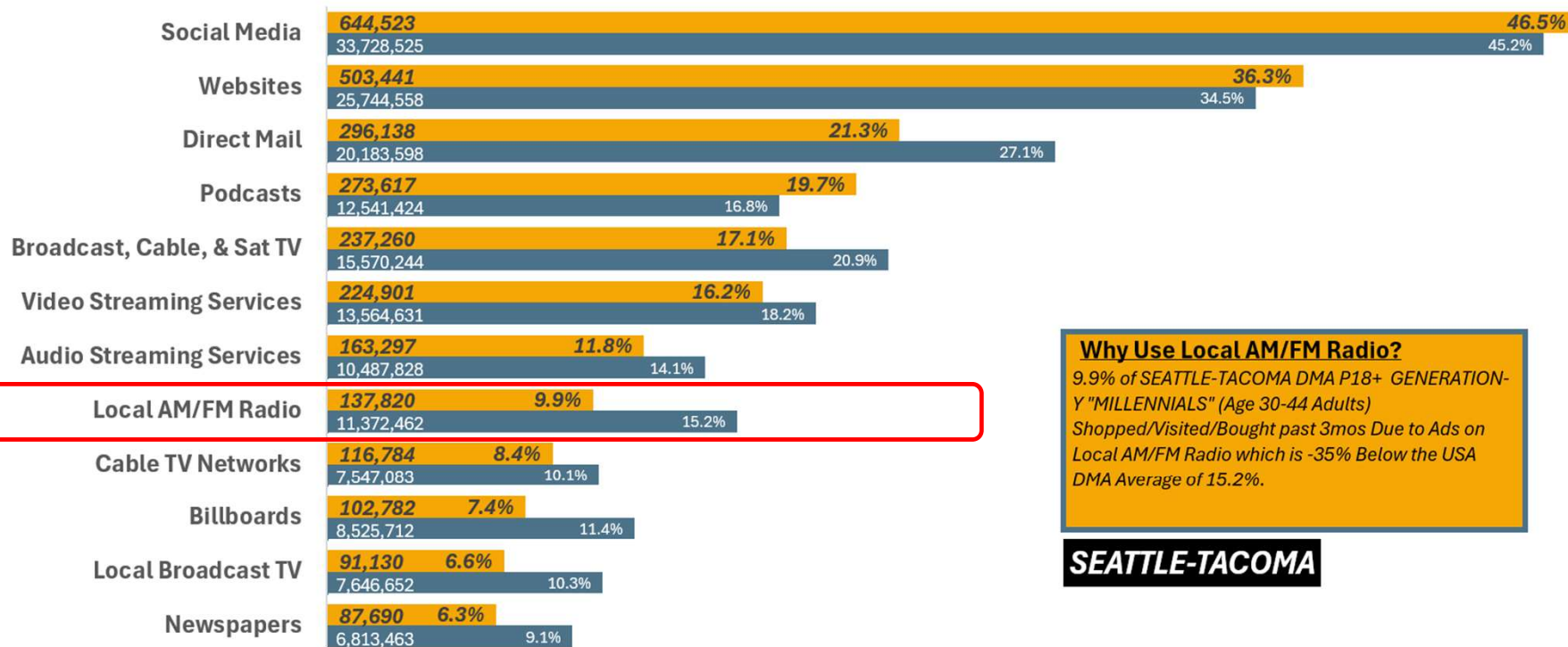
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

P18+ SEATTLE-TACOMA DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.9% of SEATTLE-TACOMA DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -35% Below the USA DMA Average of 15.2%.

SEATTLE-TACOMA

■ P18+ SEATTLE-TACOMA DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 997
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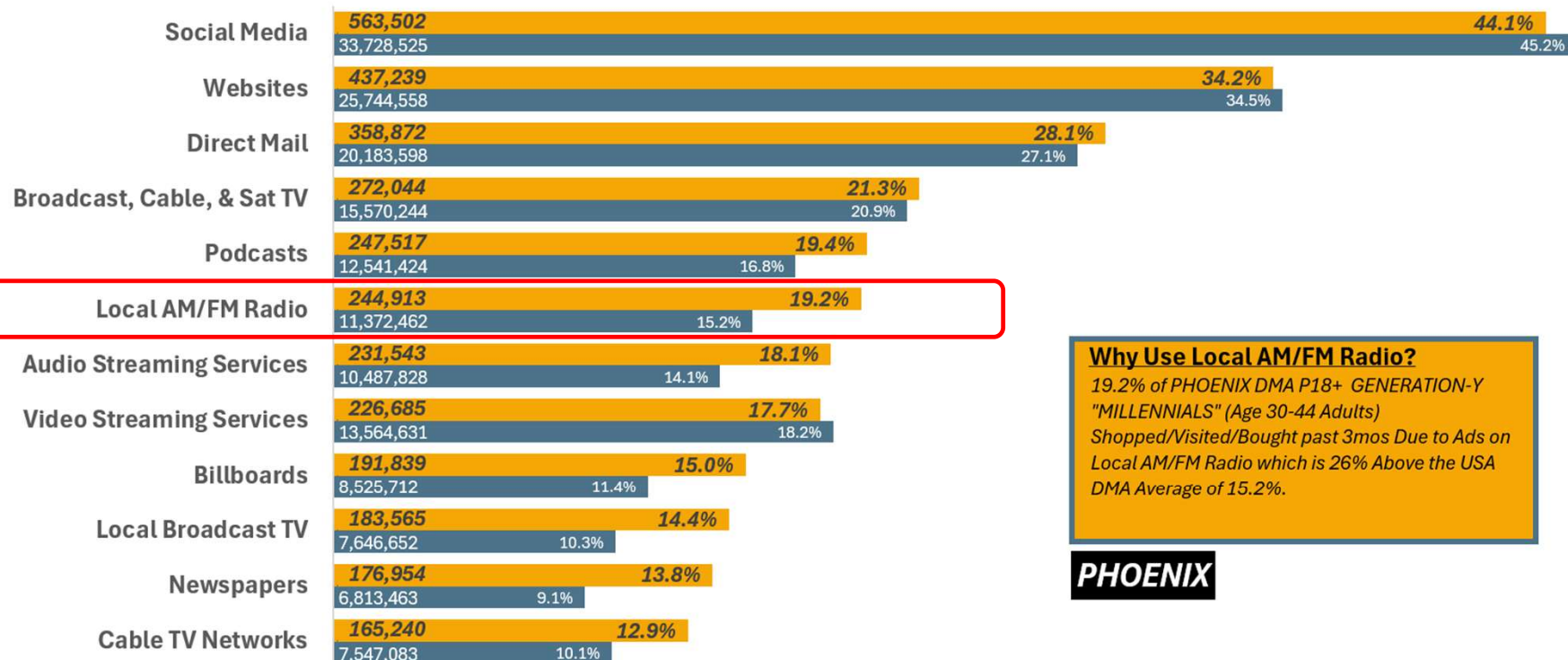
soefa.ai Share of Everything
for Anything

(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

P18+ PHOENIX DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.2% of PHOENIX DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 26% Above the USA DMA Average of 15.2%.

PHOENIX

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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 597
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)