

USA+GENERATION-X (Age 45-59 Adults) vs. P18+ in 4 DMAs!

Complete Demographic & Media Use Profiles



MEET GENERATION-X (THE "LATCHKEY KIDS")



P45-59

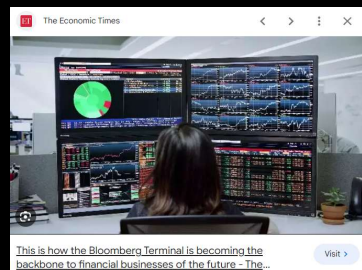
Vanguard BlackRock

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

(Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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.**





23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults).
 Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.5 years old
 (7.5% older than average) and have a \$114,759 (16.7% higher than average) annual household income.

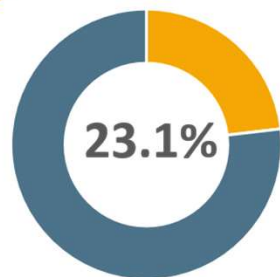


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

63,217,798

209,956,702

■ who are GENERATION-X
 "LATCHKEY KIDS" (Age 45-59
 Adults)
 ■ Remainder of USA DMAs

%M vs. %F:

Average Age:

Persons:

49.0%

49.2%

51.0%

50.8%

52.4

48.8

52.5

48.9

31,003,085

134,358,7...

32,214,713

138,815,7...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

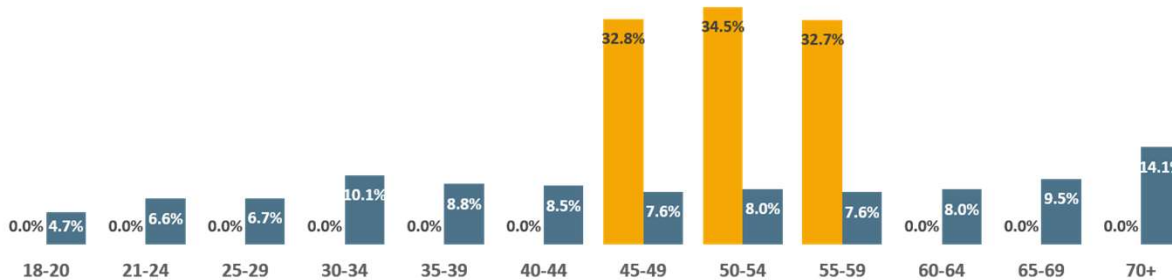
Average Age:

Adults 18 or older

52.5

48.8

■ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) ■ USA



■ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)

■ USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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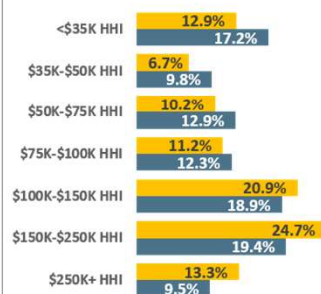
USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338

HHI of Target vs. Market:



Avg HHI:

\$114,759

\$98,335

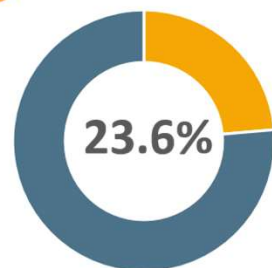
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



23.6% or 1,804,971 of CHI DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults).
 Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.7 years old
 (8.8% older than average) and have a \$129,124 (14.8% higher than average) annual household income.



Percent of Market: Adults 18 or older



- who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
- Remainder of CHI DMA

Total Persons:

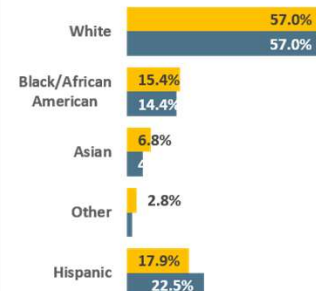
1,804,971 5,839,130



Gender of Target vs. Market: Adults 18 or older

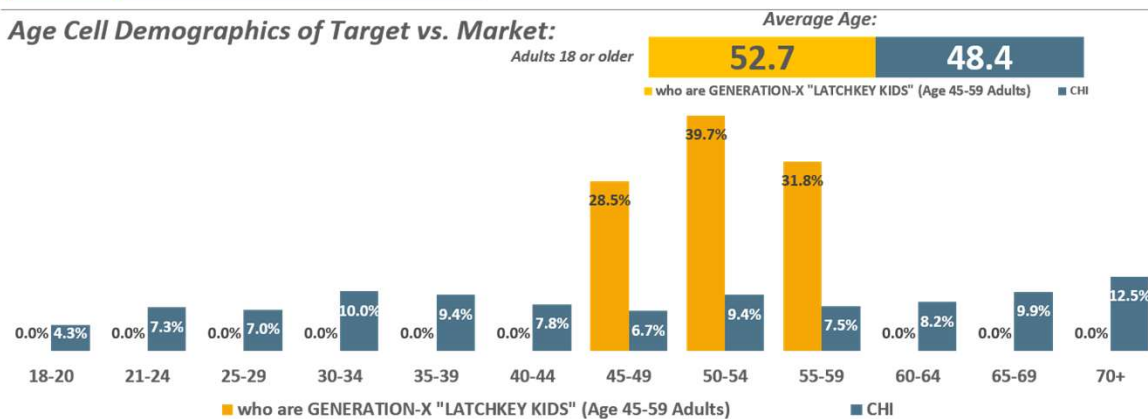
%M vs. %F:	48.9%	48.8%	51.1%	51.2%
Average Age:	52.7	48.5	52.6	48.2
# Persons:	883,377	3,726,882	921,594	3,917,219
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

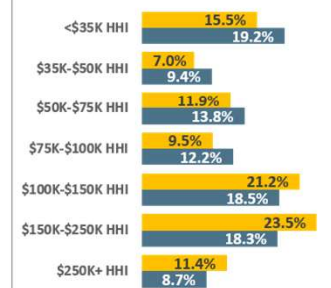


who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) CHI

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



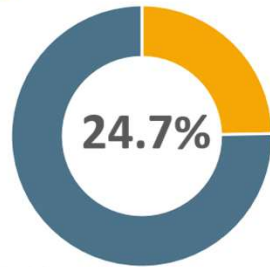
Avg HHI: \$129,124 \$112,514



24.7% or 1,427,034 of WDC DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.5 years old (9.4% older than average) and have a \$158,700 (13.9% higher than average) annual household income.



Percent of Market: Adults 18 or older



- who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
- Remainder of WDC DMA

Total Persons:

1,427,034 4,349,737



Gender of Target vs. Market: Adults 18 or older

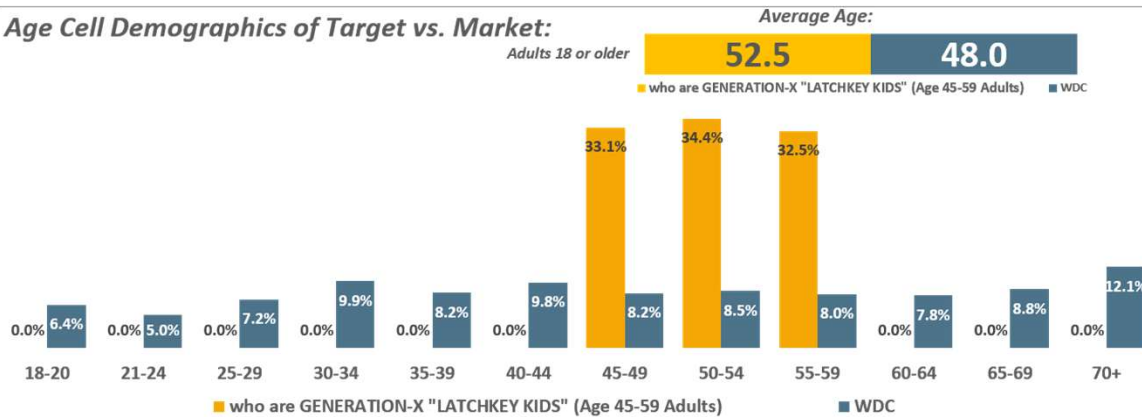
%M vs. %F:	47.5%	48.8%	52.5%	51.2%
Average Age:	52.1	47.8	52.9	48.2
# Persons:	677,614	2,816,689	749,420	2,960,082
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

White	53.8%	54.0%
Black/African American	25.6%	20.4%
Asian	6.3%	6.0%
Other	2.3%	
Hispanic	12.0%	16.3%

who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) WDC

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	8.8%	13.1%
\$35K-\$50K HHI	6.1%	8.4%
\$50K-\$75K HHI	8.1%	9.1%
\$75K-\$100K HHI	9.2%	11.2%
\$100K-\$150K HHI	19.8%	18.8%
\$150K-\$250K HHI	27.4%	23.9%
\$250K+ HHI	20.6%	15.6%

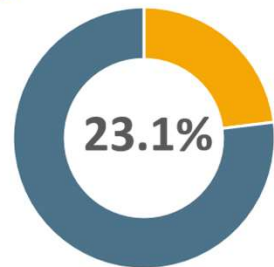
Avg HHI: \$158,700 \$139,294



23.1% or 1,056,100 of SEA DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.4 years old (8.6% older than average) and have a \$144,471 (12.3% higher than average) annual household income.



Percent of Market: Adults 18 or older



Total Persons:

1,056,100 (who are GENERATION-X "LATCHKEY KIDS")
3,524,414 (Remainder of SEA DMA)



Gender of Target vs. Market: Adults 18 or older

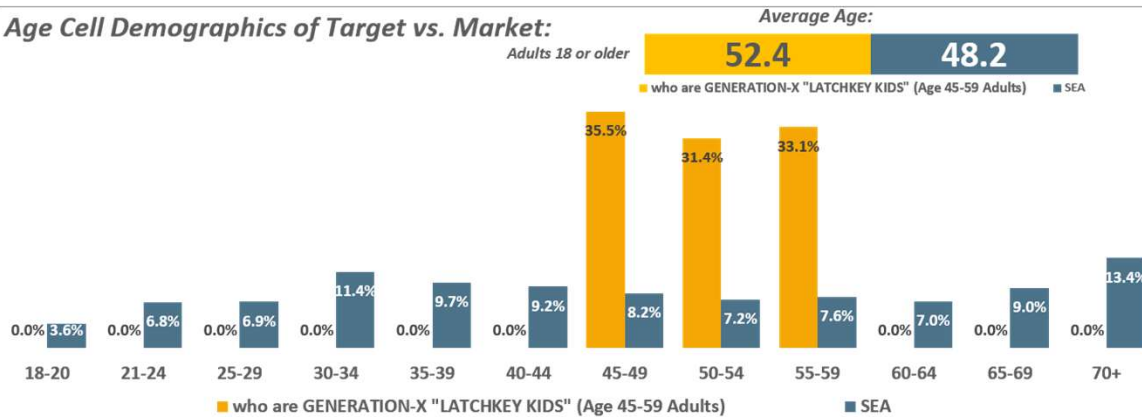
	Men	Men	Women	Women
%M vs. %F:	48.9%	50.2%	51.1%	49.8%
Average Age:	52.5	48.1	52.3	48.4
# Persons:	516,724	2,300,274	539,376	2,280,240

Ethnicity of Target vs. Market:

White	75.0%	71.4%
Black/African American	3.8%	
Asian	8.5%	9%
Other	4.8%	
Hispanic	7.9%	9%

■ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) ■ SEA

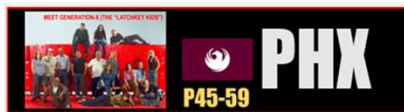
Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	10.3%	14.5%
\$35K-\$50K HHI	5.6%	7.8%
\$50K-\$75K HHI	10.8%	12.1%
\$75K-\$100K HHI	12.2%	11.7%
\$100K-\$150K HHI	20.2%	19.2%
\$150K-\$250K HHI	25.1%	23.2%
\$250K+ HHI	15.7%	11.5%

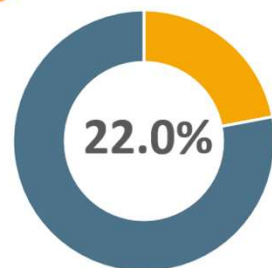
Avg HHI: \$144,471 (Target) vs \$128,694 (SEA)



22.0% or 1,061,480 of PHX DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.3 years old (6.7% older than average) and have a \$127,543 (19.1% higher than average) annual household income.



Percent of Market: Adults 18 or older



- who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
- Remainder of PHX DMA

Total Persons:

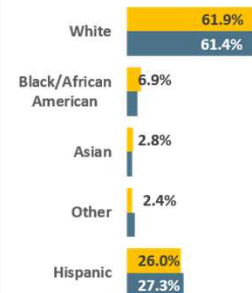
1,061,480 3,756,994



Gender of Target vs. Market: Adults 18 or older

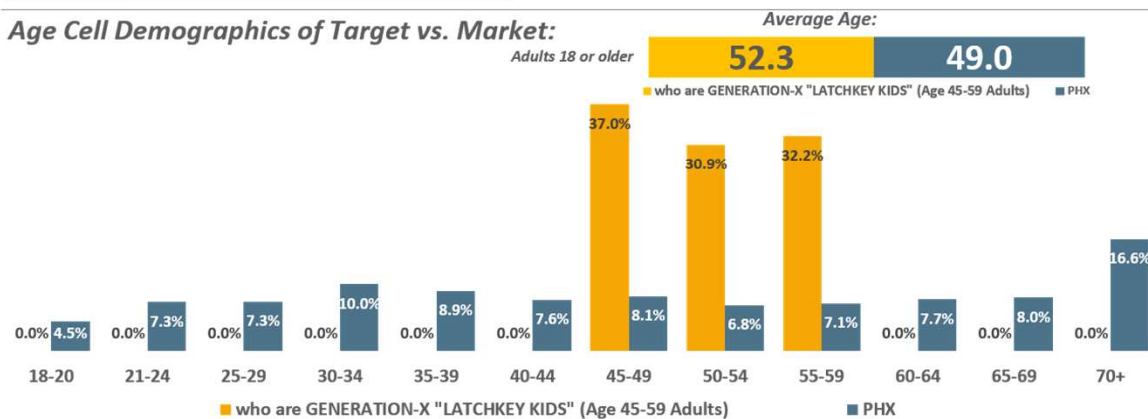
%M vs. %F:	50.2%	49.5%	49.8%	50.5%
Average Age:	52.3	48.7	52.2	49.2
# Persons:	532,685	2,386,757	528,795	2,431,717
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

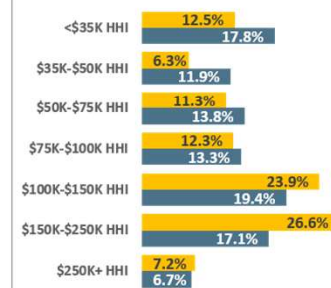


who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) PHX

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



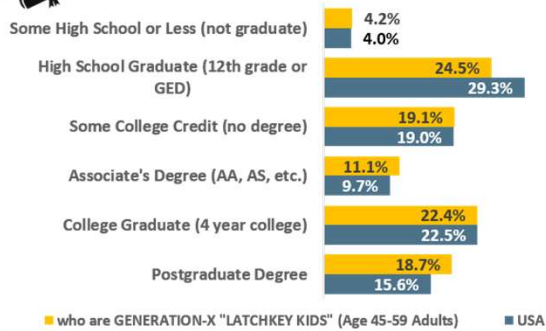
Avg HHI: \$127,543 (Target) vs \$107,066 (Market)



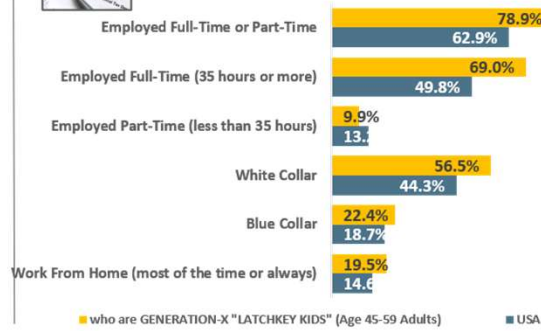
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 8.% more likely to be a college graduate, 38.7% more likely to work full-time, 24.9% more likely to be married, 23.6% more likely to be a parent of 1 or more children under 18.



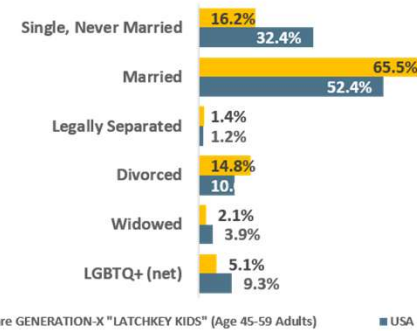
Education Levels: Adults 18 or older



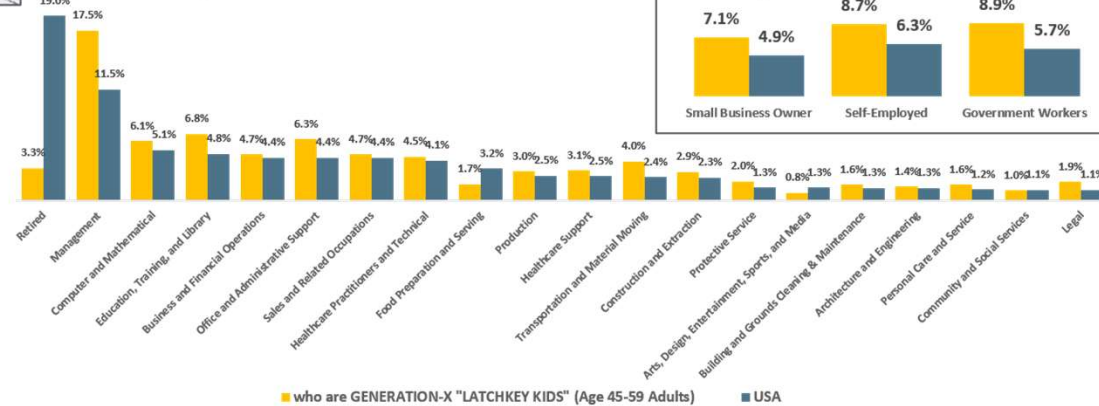
Employment: Adults 18 or older



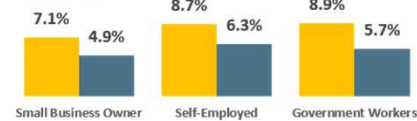
Marital Status: Adults 18 or older



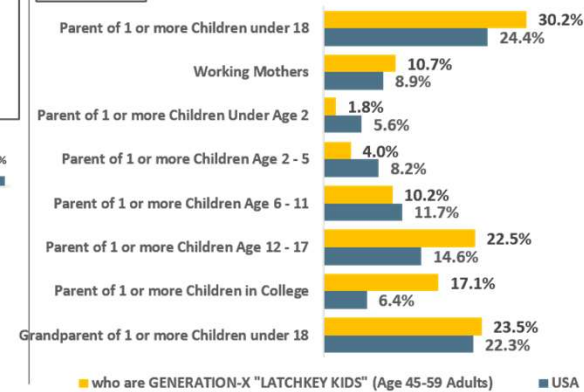
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 24,338

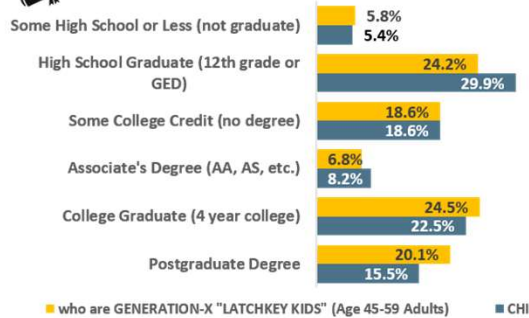
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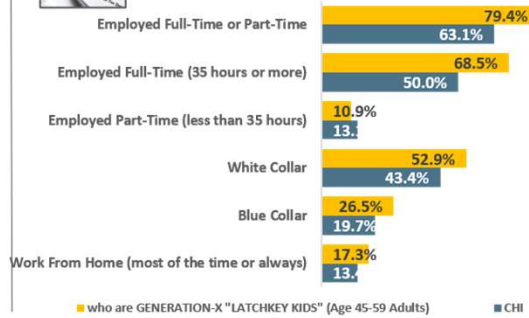
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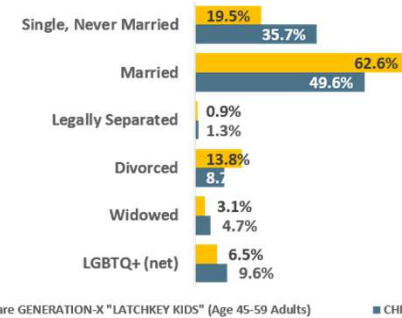
Education Levels: Adults 18 or older



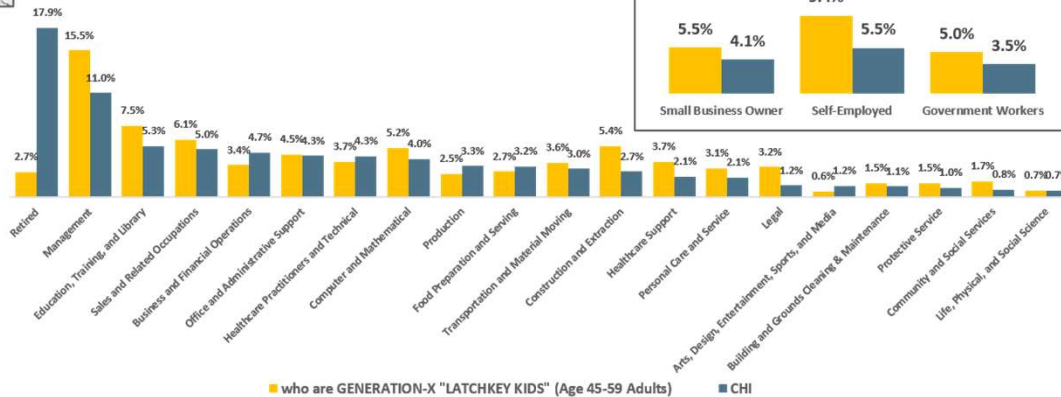
Employment: Adults 18 or older



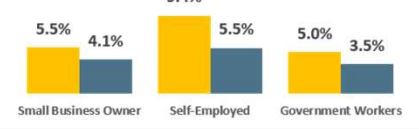
Marital Status: Adults 18 or older



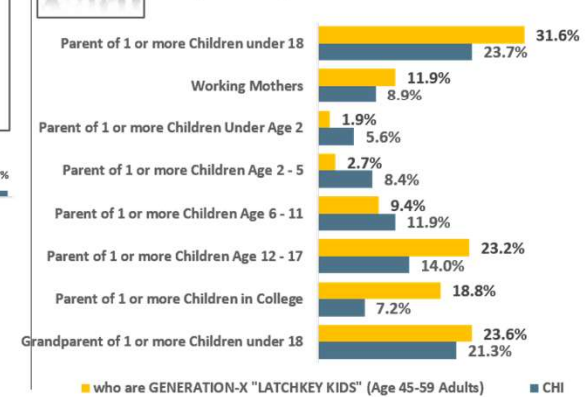
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

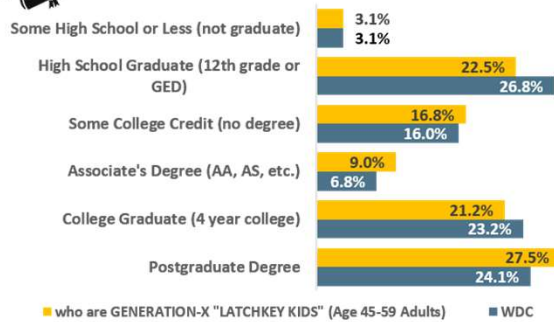




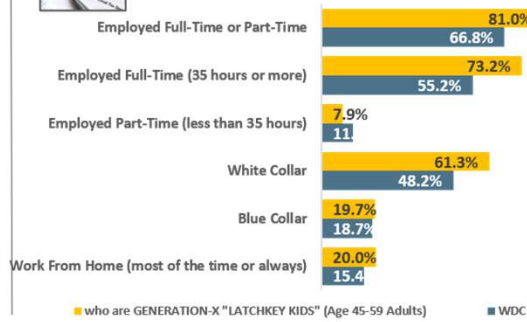
24.7% or 1,427,034 of WDC DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 2.8% more likely to be a college graduate, 32.6% more likely to work full-time, 30.5% more likely to be married, 19.4% more likely to be a parent of 1 or more children under 18



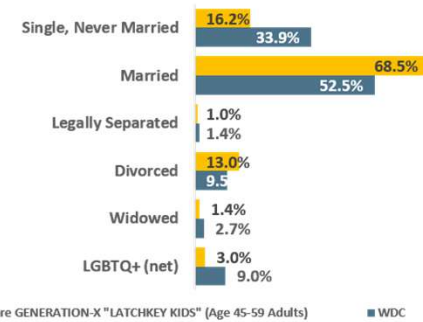
Education Levels: Adults 18 or older



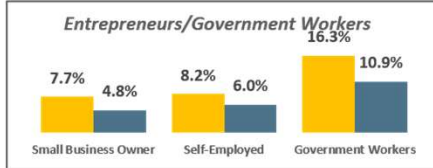
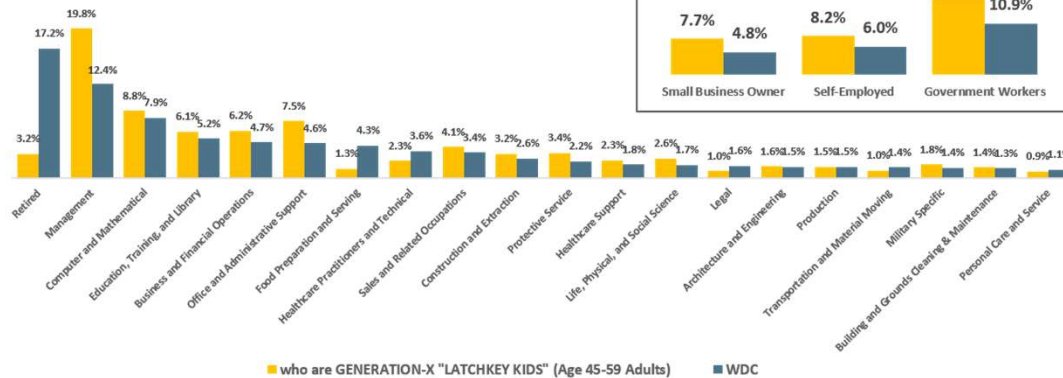
Employment: Adults 18 or older



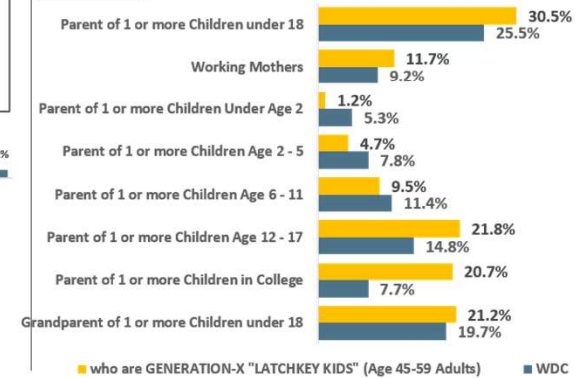
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

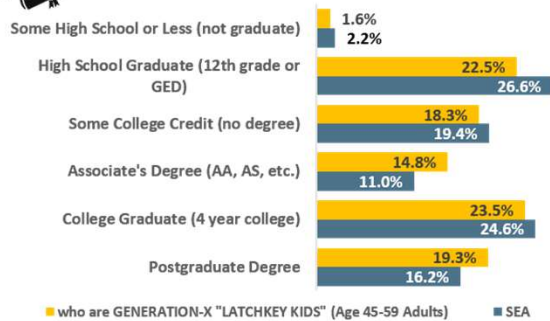




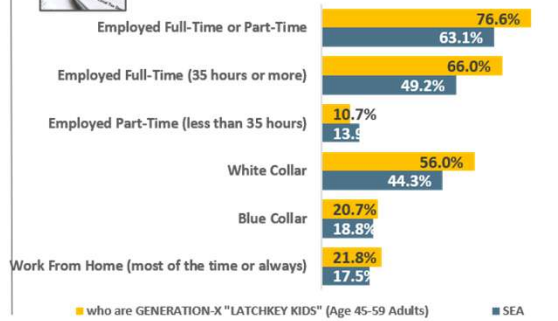
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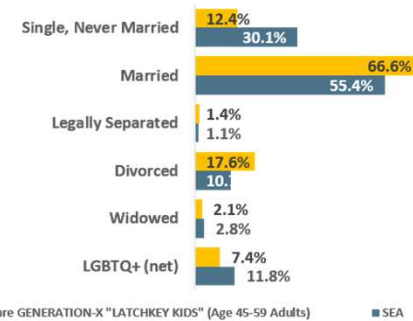
Education Levels: Adults 18 or older



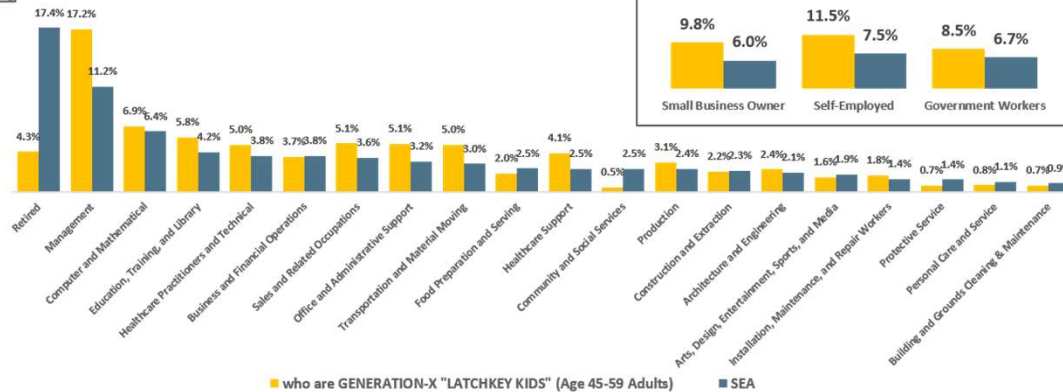
Employment: Adults 18 or older



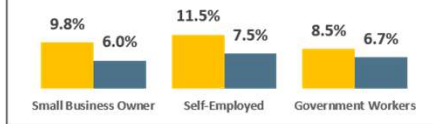
Marital Status: Adults 18 or older



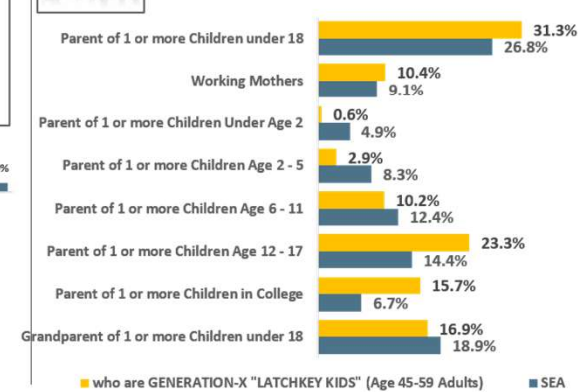
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

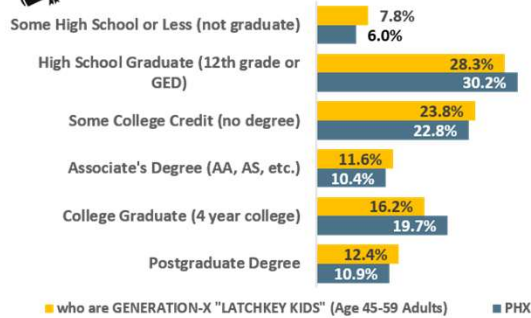




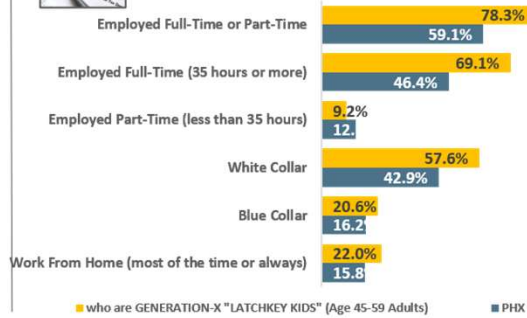
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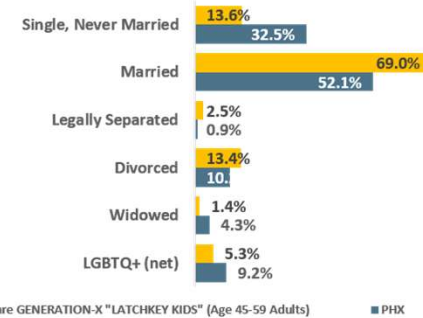
Education Levels: Adults 18 or older



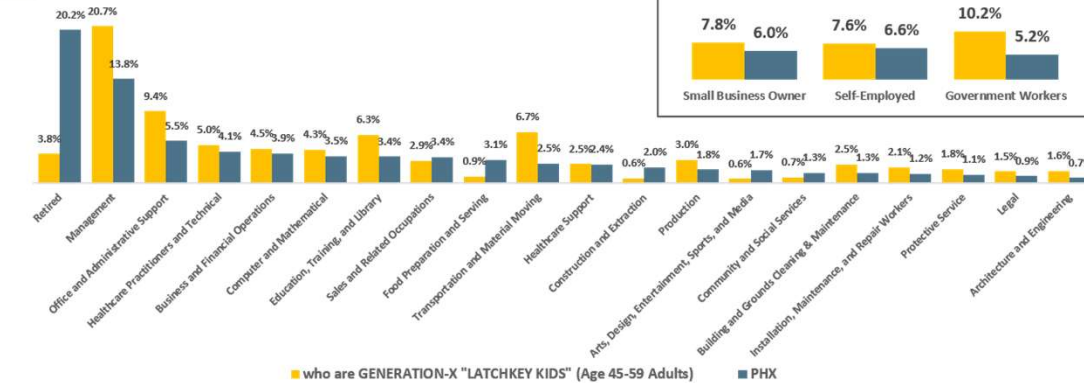
Employment: Adults 18 or older



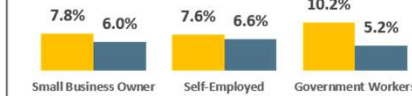
Marital Status: Adults 18 or older



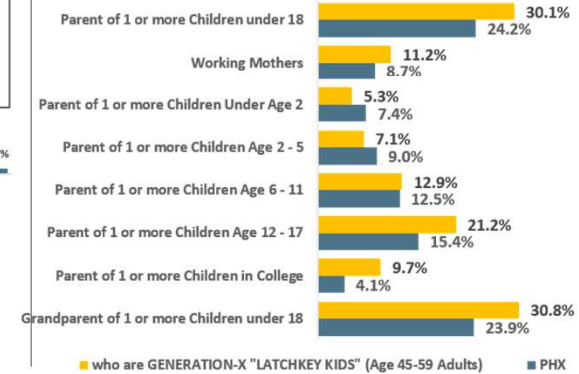
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

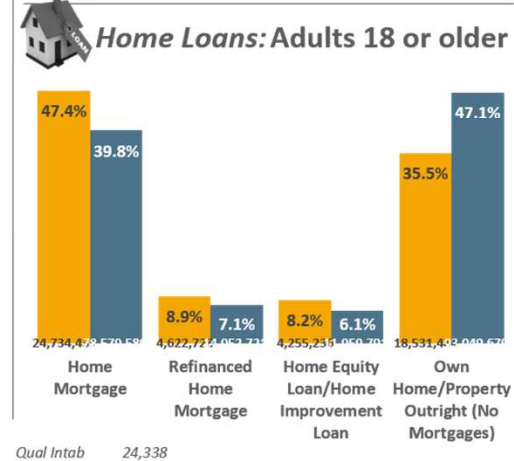
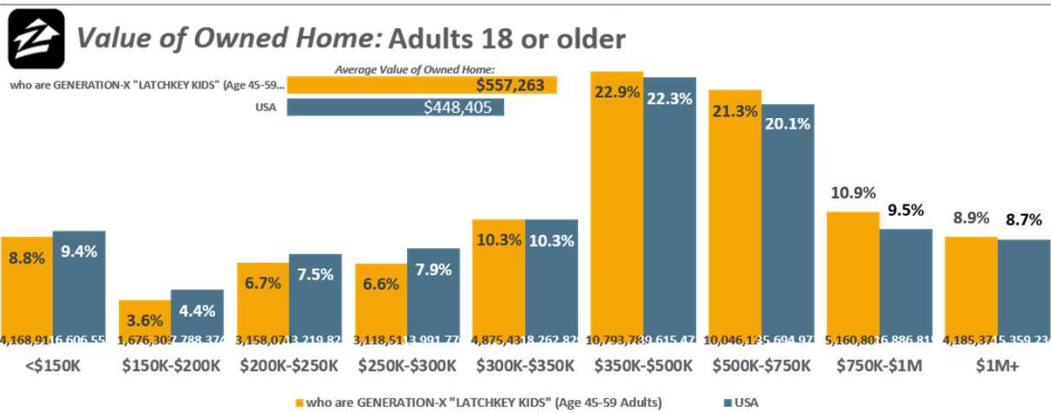
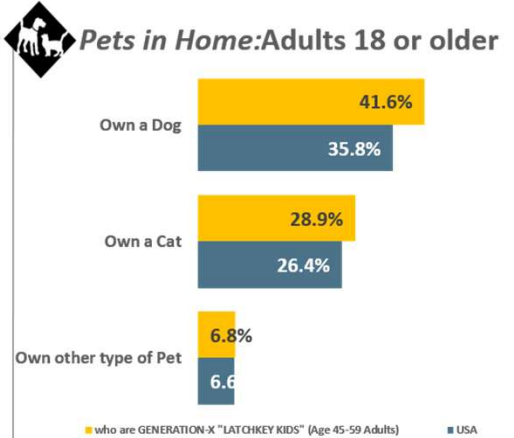
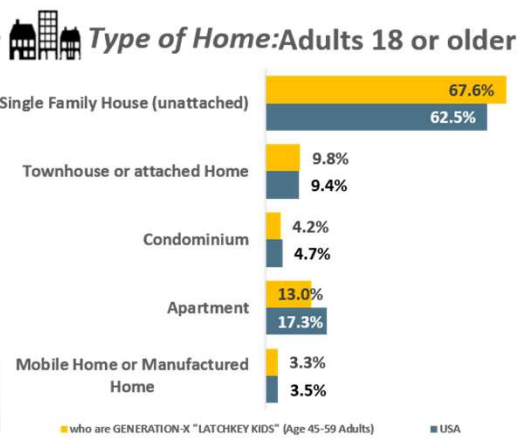
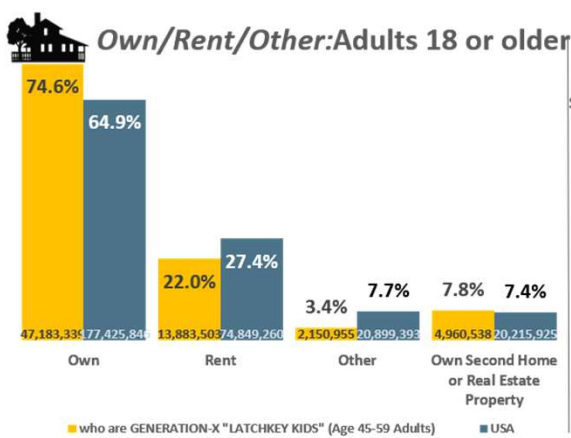


Stage in Life: Adults 18 or older





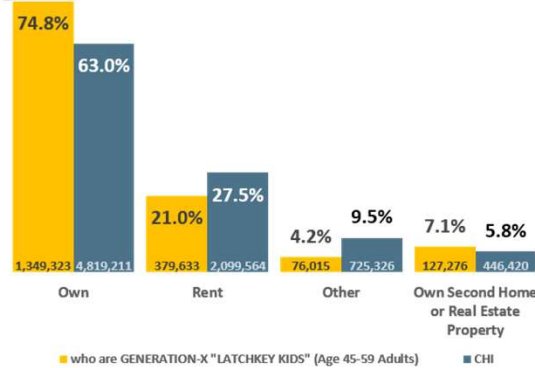
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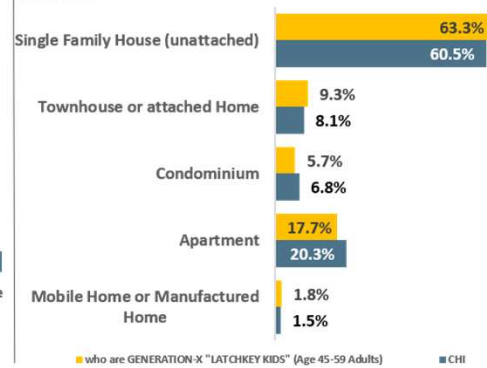


23.6% or 1,804,971 of CHI DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 18.6% more likely to own their home, 1.9% more likely to own a lower valued home, 4.5% more likely to have a single-family home, 22.3% more likely to have a dog.

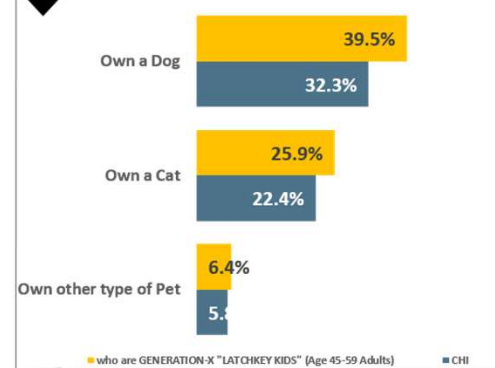
Own/Rent/Other: Adults 18 or older



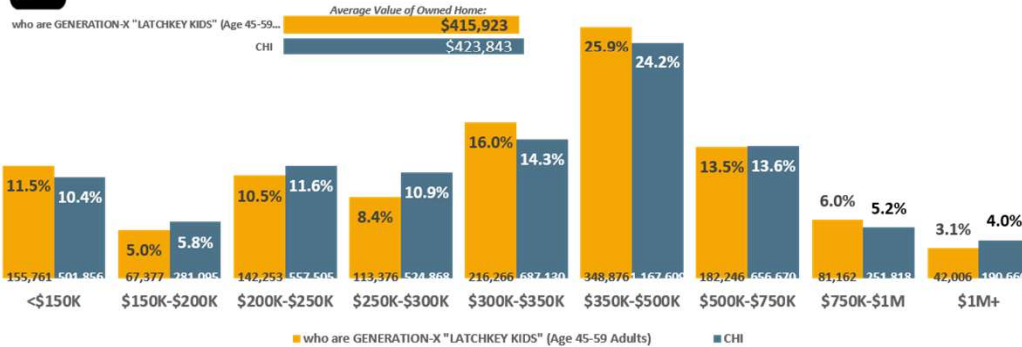
Type of Home: Adults 18 or older



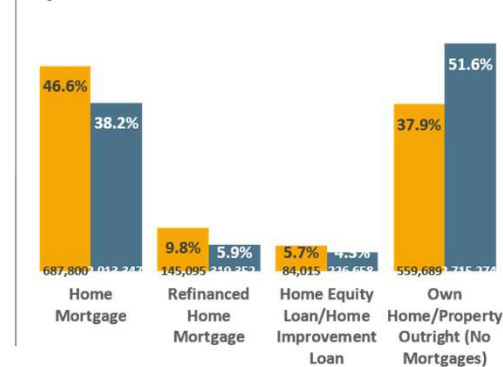
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



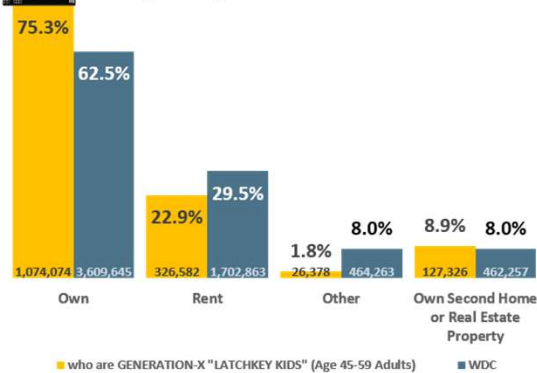
Home Loans: Adults 18 or older



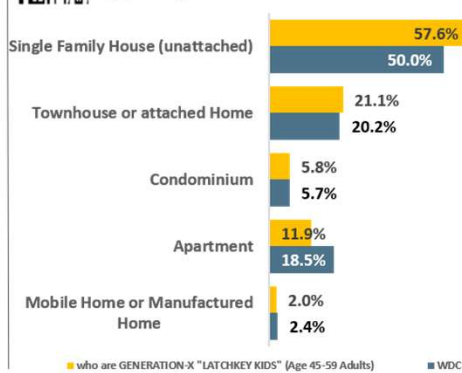


24.7% or 1,427,034 of WDC DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 20.5% more likely to own their home, 2.3% more likely to own a higher valued home, 15.1% more likely to have a single-family home, 12.7% more likely to have a dog.

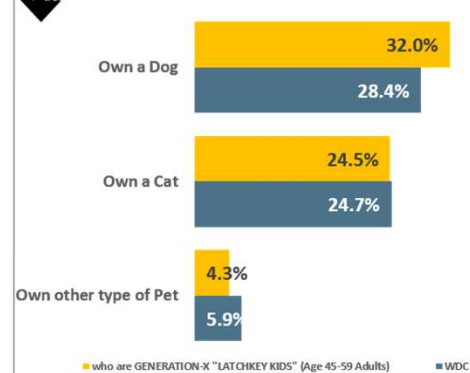
Own/Rent/Other: Adults 18 or older



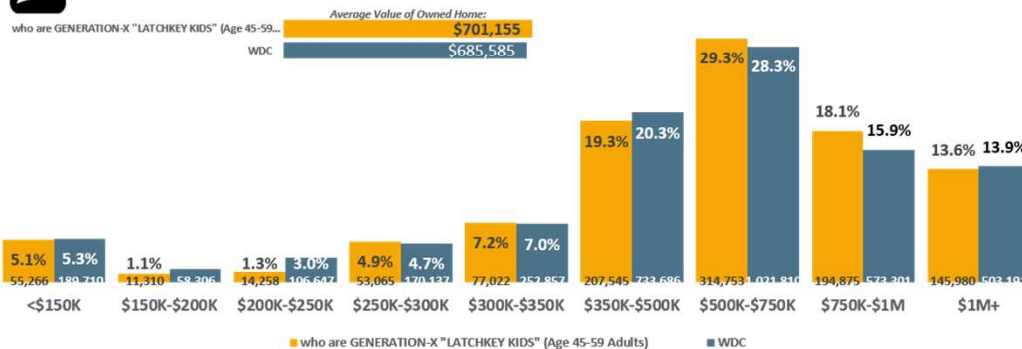
Type of Home: Adults 18 or older



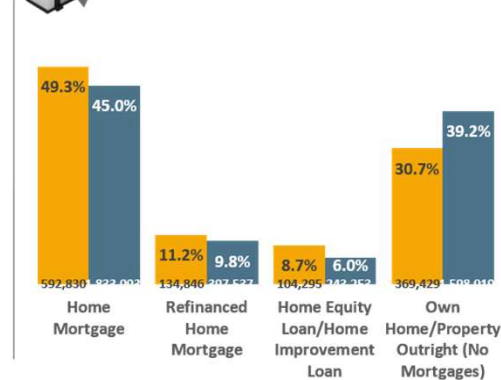
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



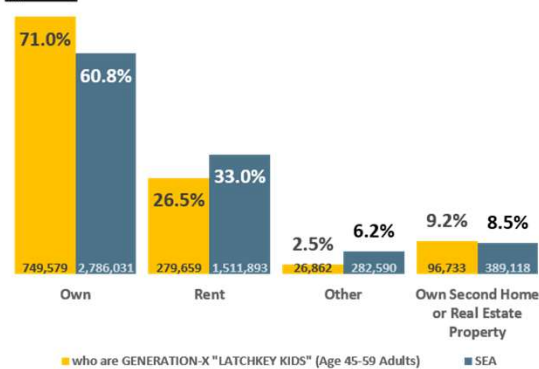
Home Loans: Adults 18 or older



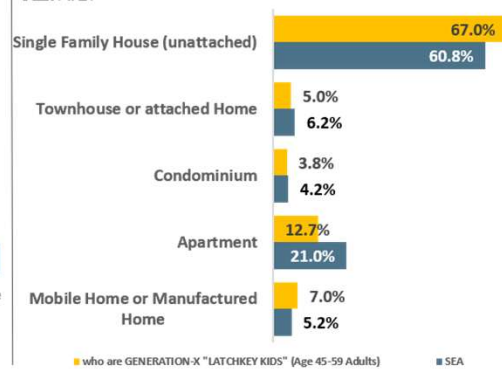


23.1% or 1,056,100 of SEA DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 16.7% more likely to own their home, 2.1% more likely to own a higher valued home, 10.3% more likely to have a single-family home, 20.5% more likely to have a dog.

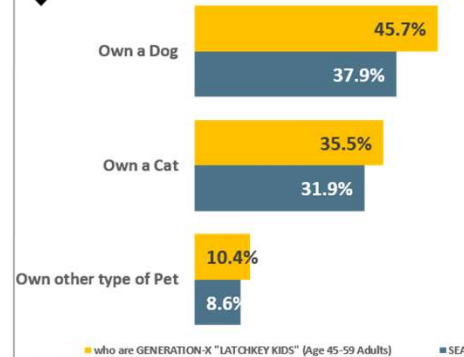
Own/Rent/Other: Adults 18 or older



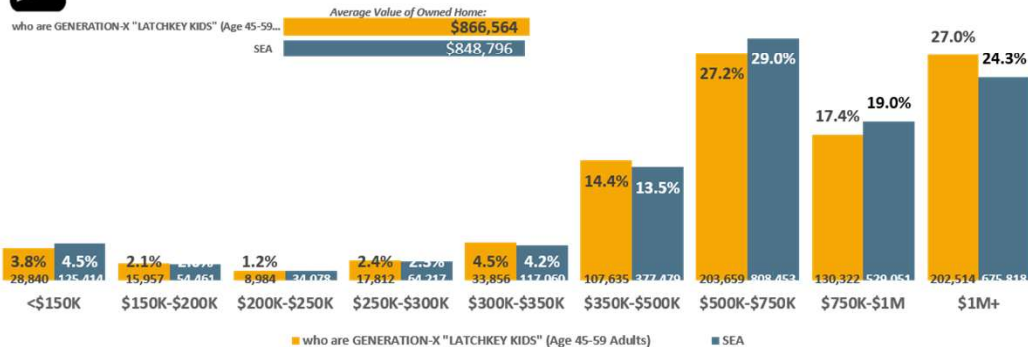
Type of Home: Adults 18 or older



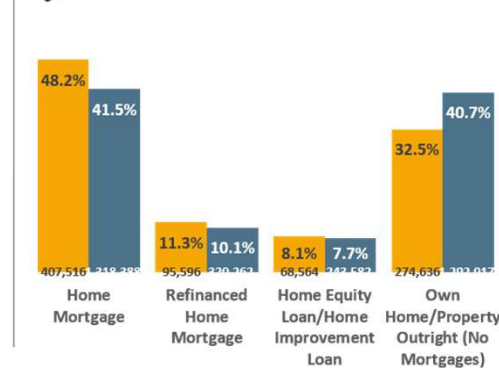
Pets in Home: Adults 18 or older

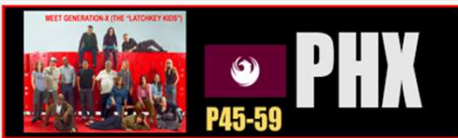


Value of Owned Home: Adults 18 or older



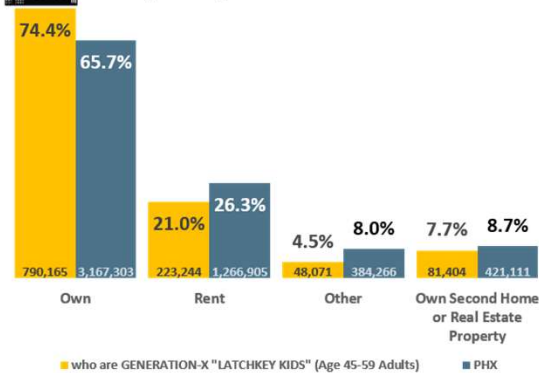
Home Loans: Adults 18 or older



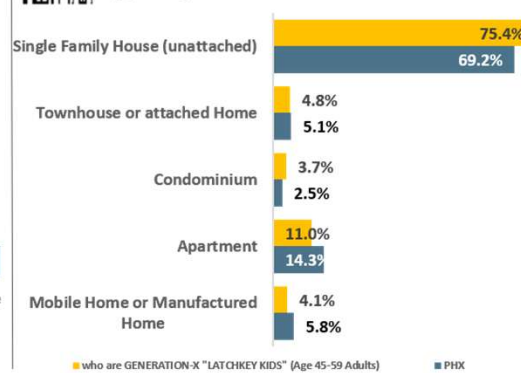


22.2% or 1,061,480 of PHX DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 13.2% more likely to own their home, 2.5% more likely to own a higher valued home, 8.9% more likely to have a single-family home, 13.5% more likely to have a dog.

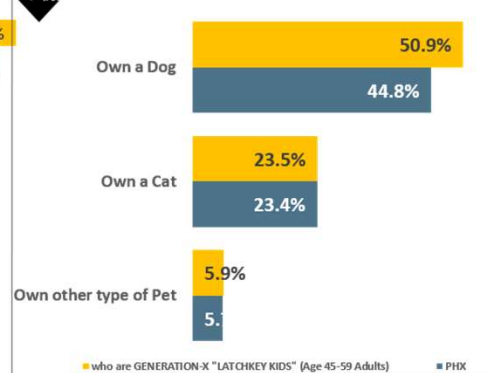
Own/Rent/Other: Adults 18 or older



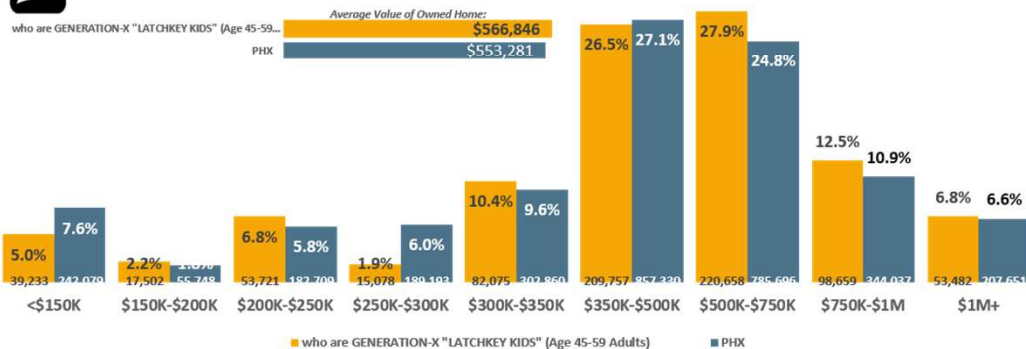
Type of Home: Adults 18 or older



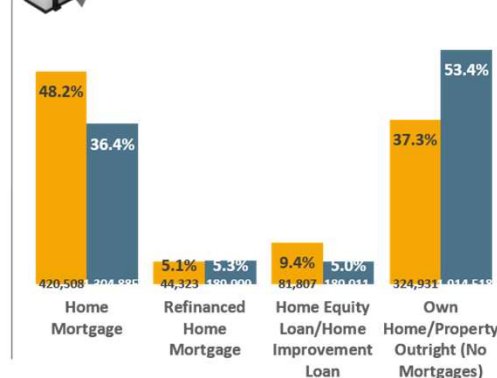
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

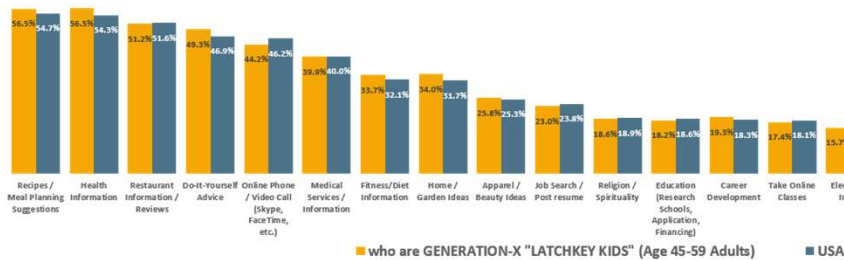




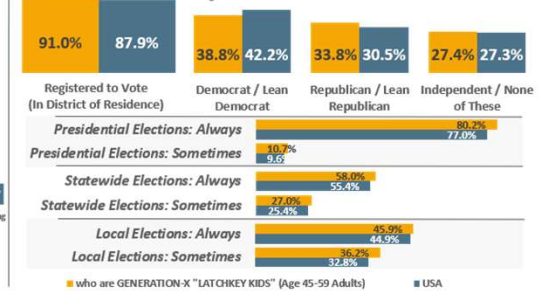
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 5.1% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, .8% more likely to belong to a gym, 5.4% more likely to fly domestic past y



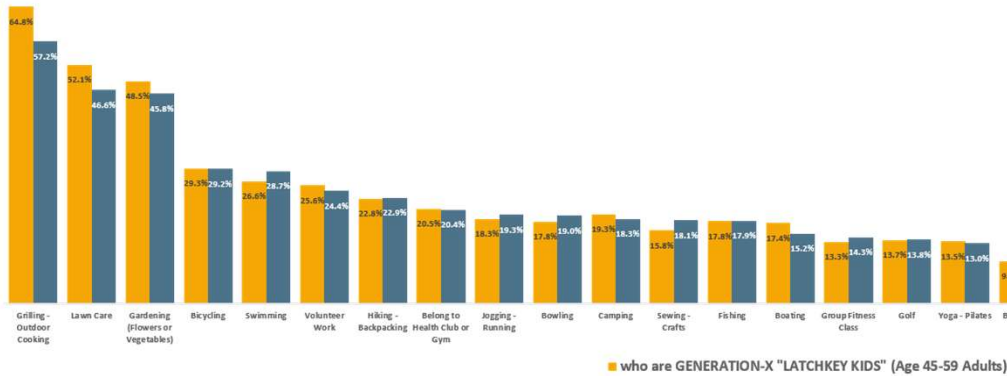
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



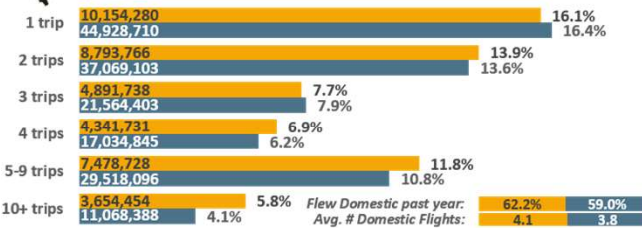
Political Activity: Adults 18 or older



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



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

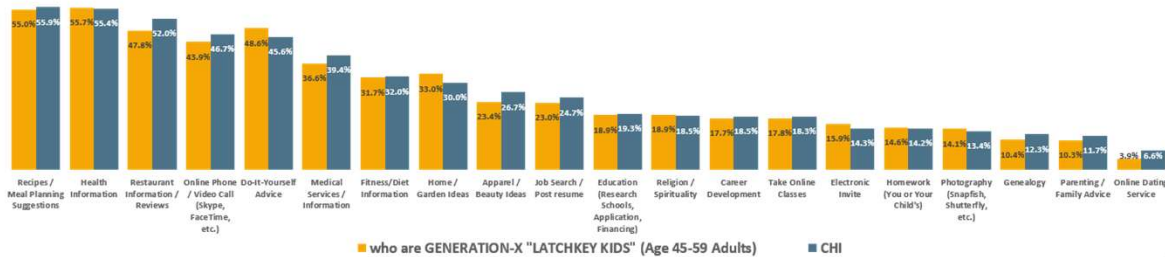




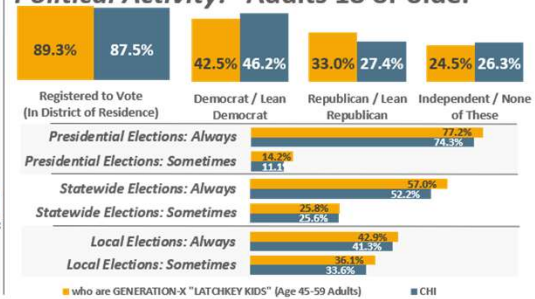
23.6% or 1,804,971 of CHI DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 6.5% more likely to look up D-I-Y advice online, 3.8% more likely to always vote in local elections, 11.7% more likely to belong to a gym, 8.1% more likely to fly domestic past



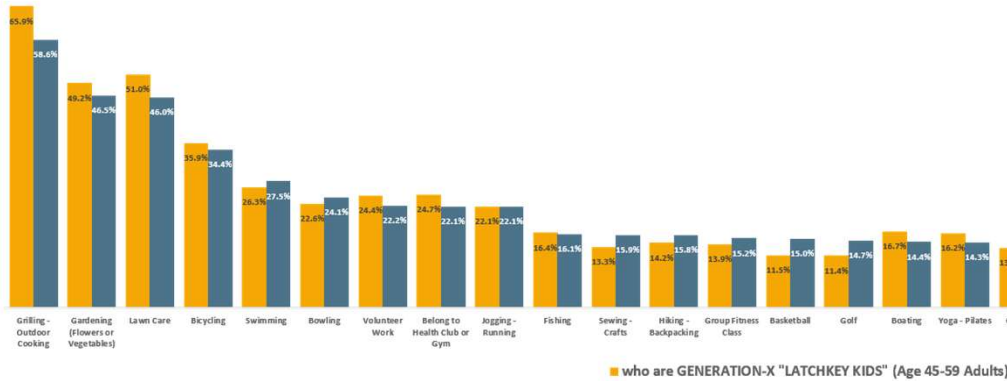
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



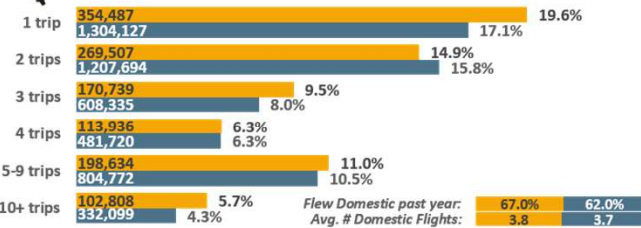
Political Activity: Adults 18 or older



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



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



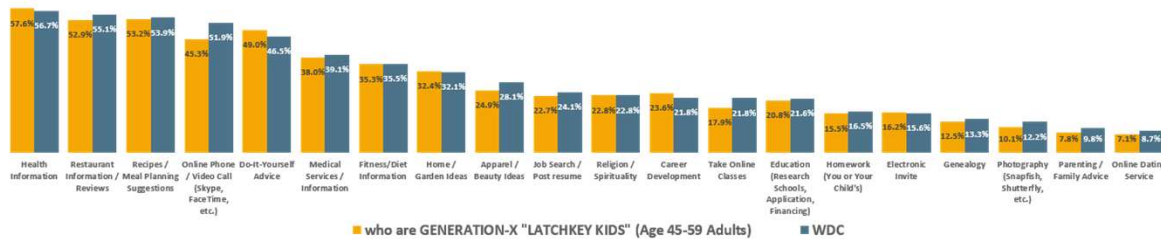
Flew Domestic past year: 67.0% (CHI) 62.0% (Generation-X)
Avg. # Domestic Flights: 3.8 (CHI) 3.7 (Generation-X)



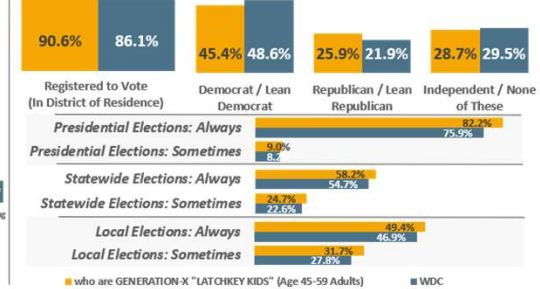
24.7% or 1,427,034 of WDC DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 5.5% more likely to look up D-I-Y advice online, 5.4% more likely to always vote in local elections, 7.9% more likely to belong to a gym, .2% more likely to fly domestic past year



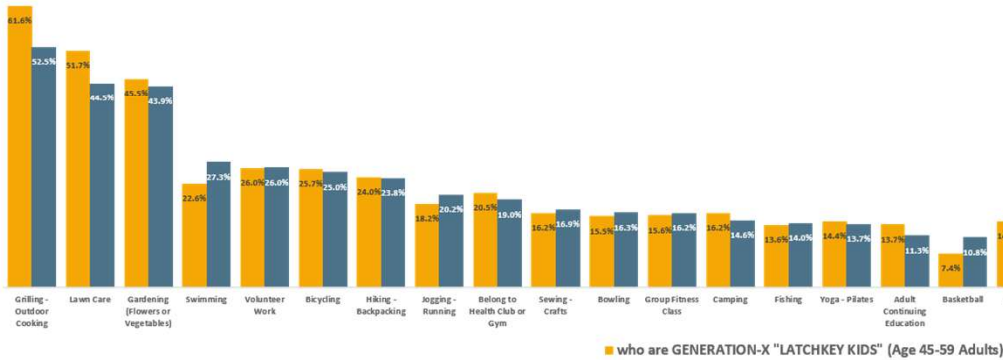
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



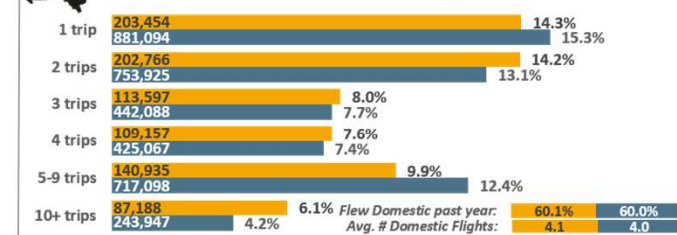
Political Activity: Adults 18 or older



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



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

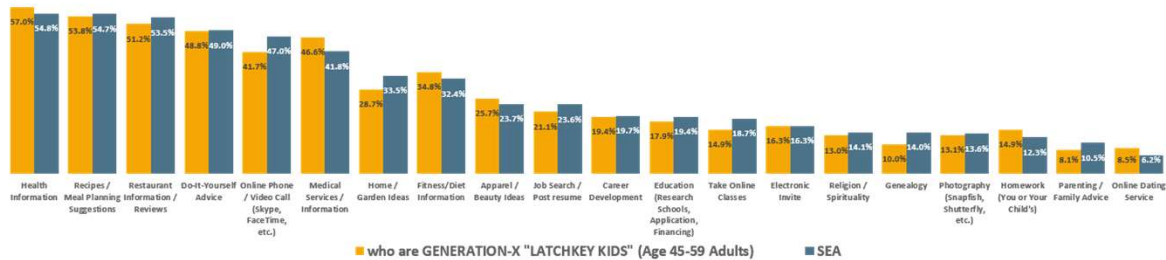




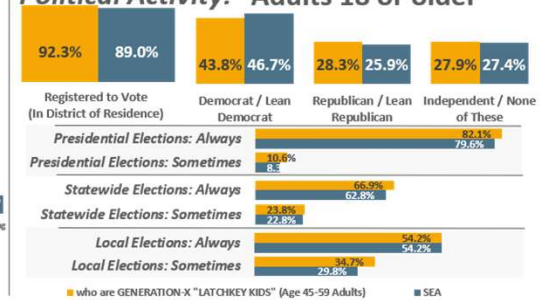
23.1% or 1,056,100 of SEA DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are .3% less likely to look up D-I-Y advice online, .1% more likely to always vote in local elections, 13.1% less likely to belong to a gym, 4.6% more likely to fly domestic past y



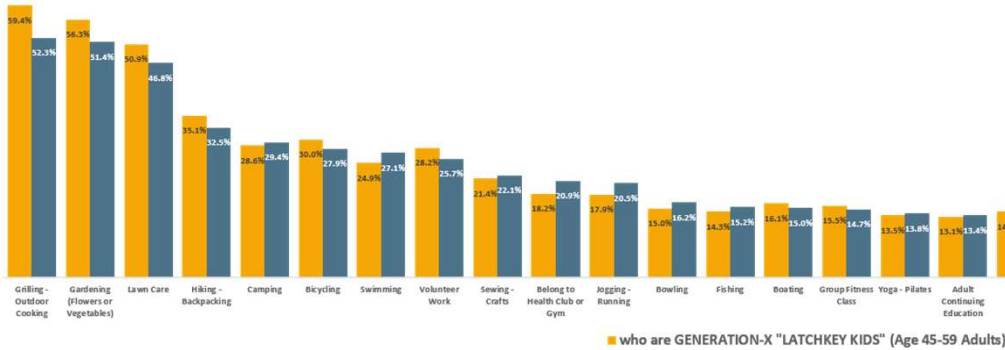
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



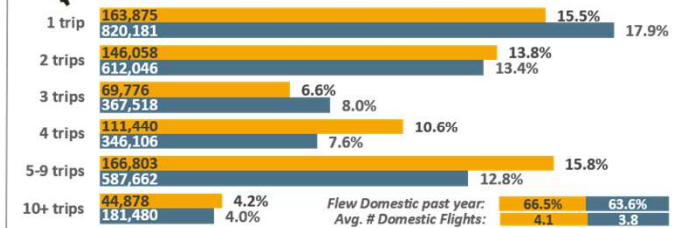
Political Activity: Adults 18 or older



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



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

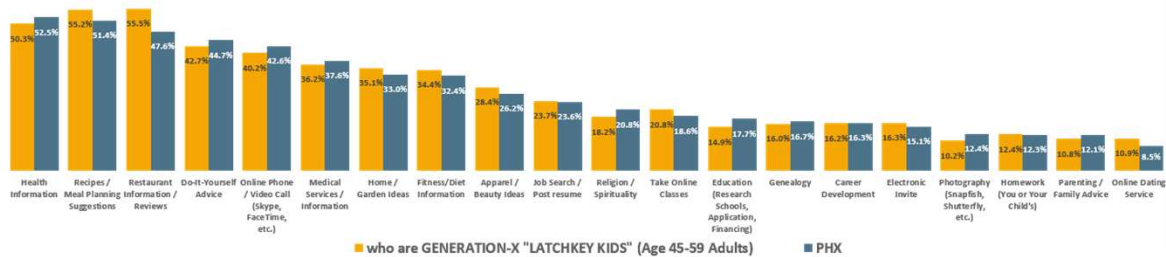




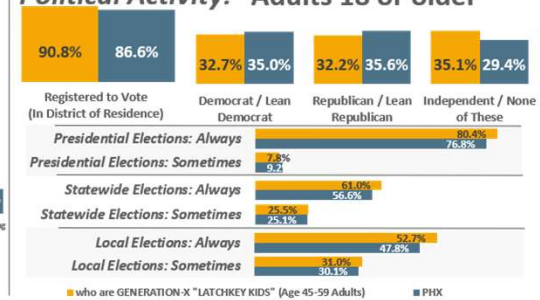
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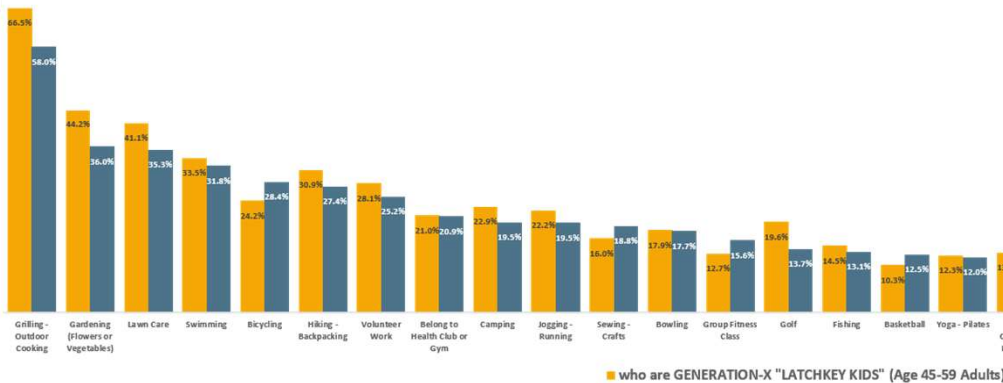
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



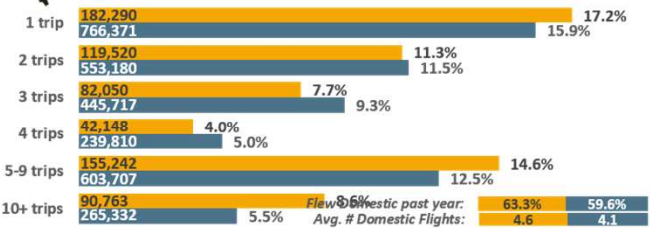
Political Activity: Adults 18 or older



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



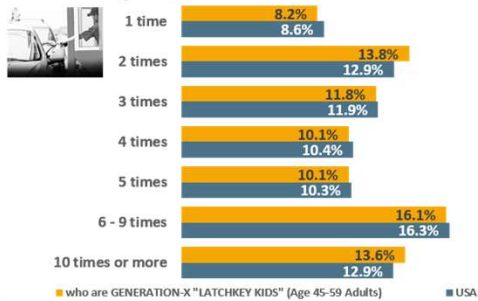
Past 12-months Domestic Airline Trips: Adults 18 or older





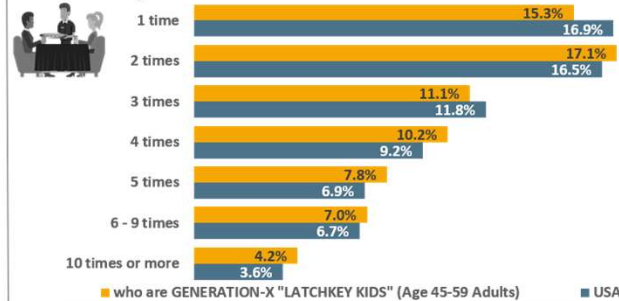
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are .6% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 19.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



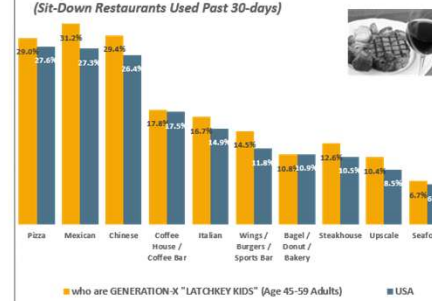
Total Monthly QSR Users: 83.8% (52,977,734) vs 83.3% (227,580,847)
Avg. Monthly QSR Meals: 5.8 vs 5.7

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



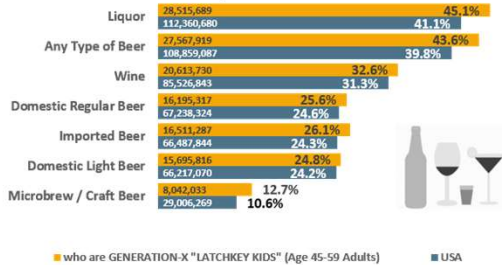
Total Monthly Sit-Down Restaurant Users: 72.6% (45,924,348) vs 71.5% (195,235,468)
Avg. Monthly Sit-Down Restaurant Meals: 3.8 vs 3.6

Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



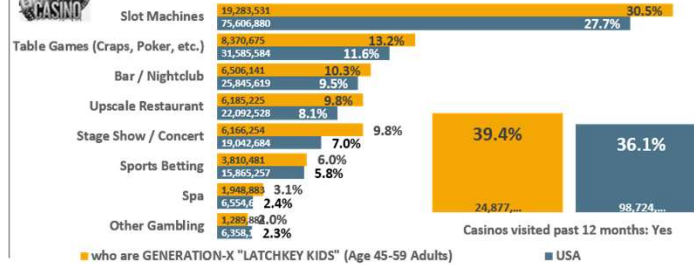
Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are GENERATION-X "LATCHKEY KIDS" (Age 45-59): 20.1% (12,196,426) vs 19.9% (84,724,224)

Drank Past 30-days: Adults 18 or older



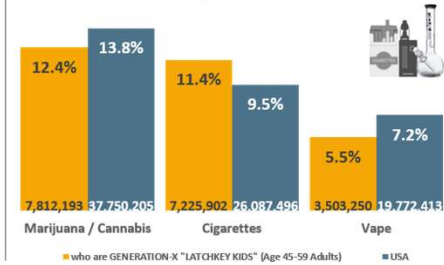
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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Past 12 months Casino Activities: Adults 18 or older



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

Used Past 30-days: Adults 18 or older

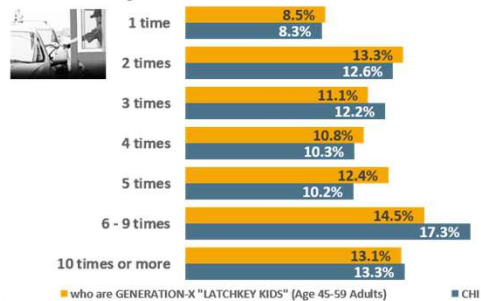


Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

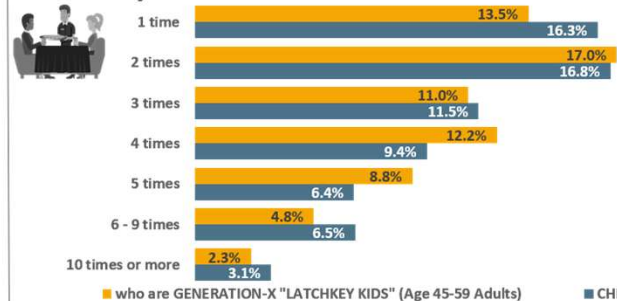


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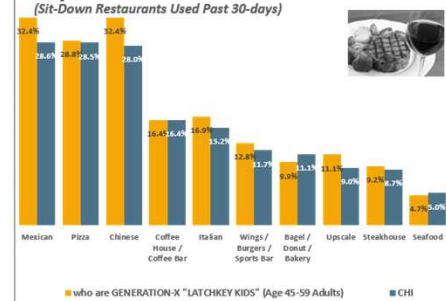
Past 30-days QSR Users: Adults 18 or older



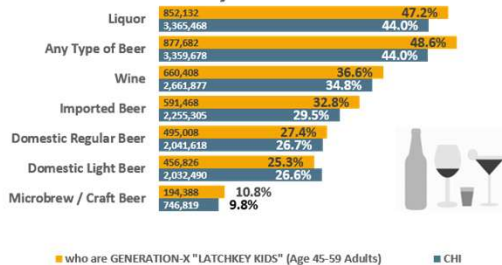
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



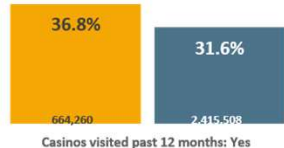
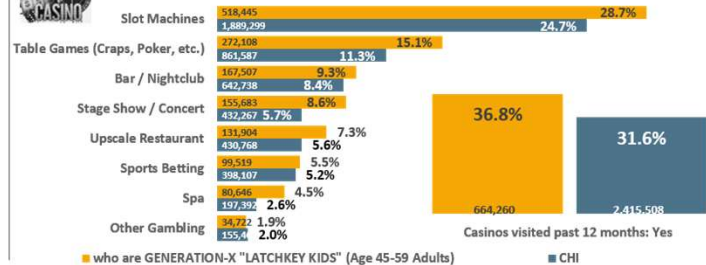
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



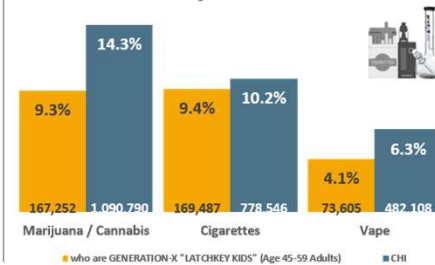
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



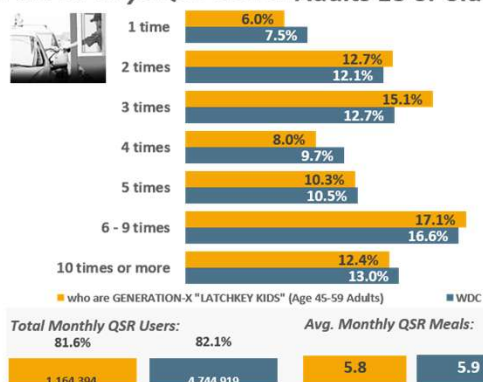
Used Past 30-days: Adults 18 or older



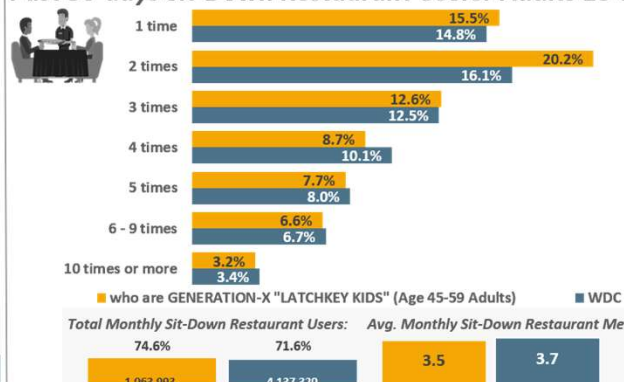


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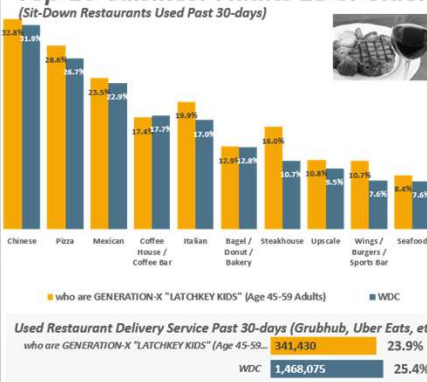
Past 30-days QSR Users: Adults 18 or older



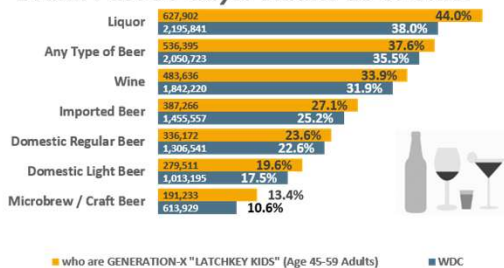
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



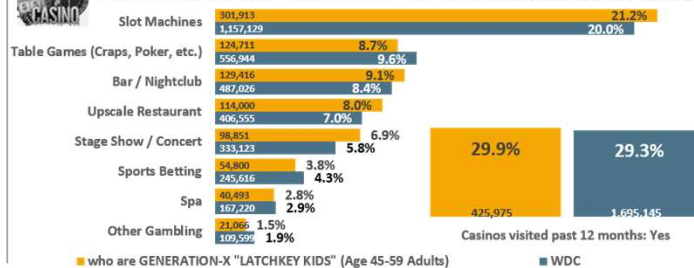
Top-10 Cuisines: Adults 18 or older



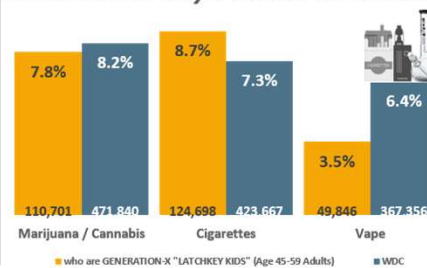
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



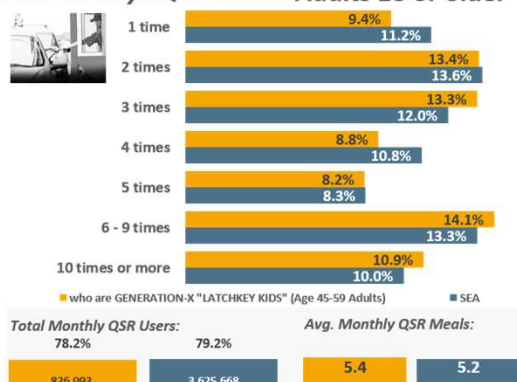
Used Past 30-days: Adults 18 or older



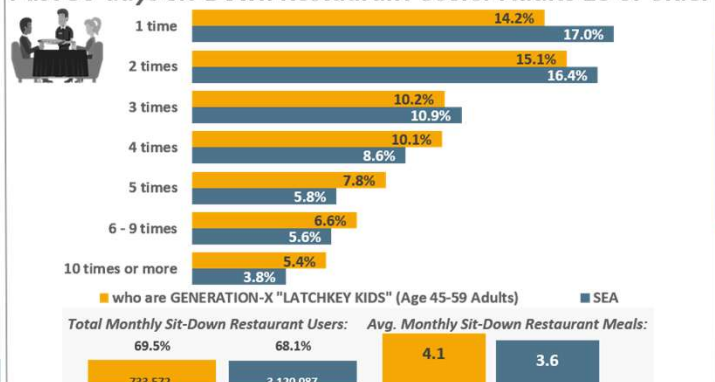


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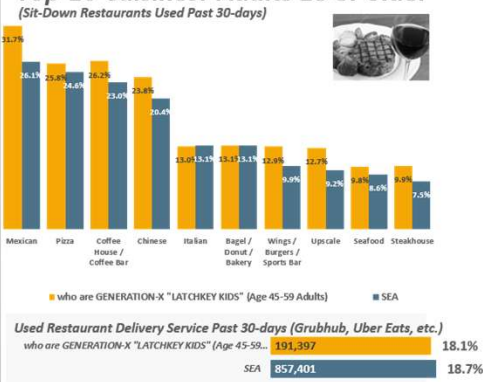
Past 30-days QSR Users: Adults 18 or older



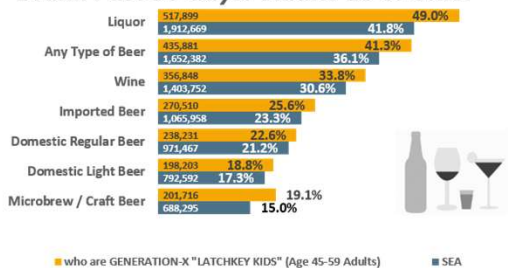
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



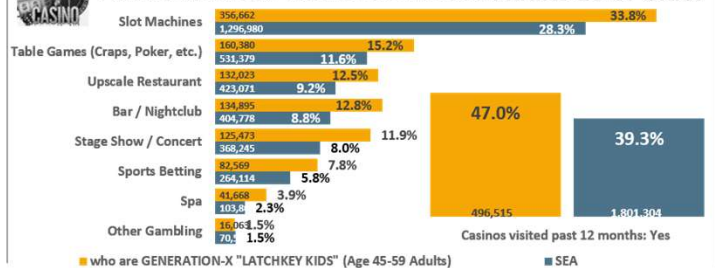
Top-10 Cuisines: Adults 18 or older



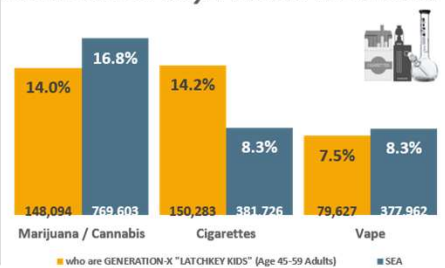
Drank Past 30-days: Adults 18 or older

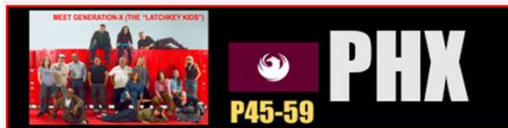


Past 12 months Casino Activities: Adults 18 or older



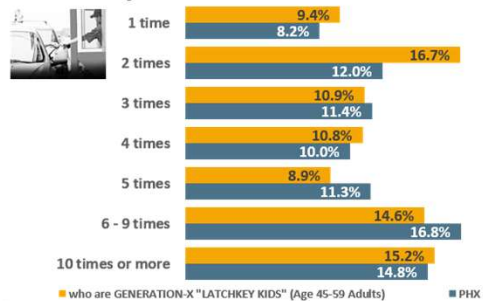
Used Past 30-days: Adults 18 or older



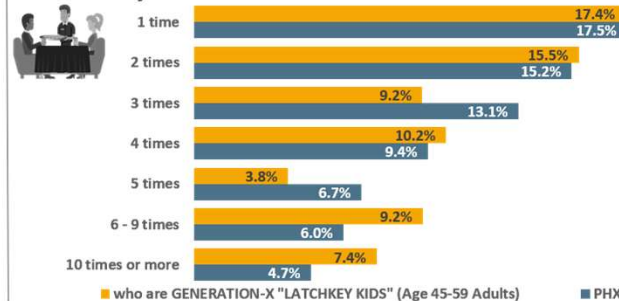


22.% or 1,061,480 of PHX DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 2.4% more likely to use QSRs past mo., .% less likely to use Sit-Down Restaurants past mo., 2.4% more likely to use Casinos past yr., 24.4% more likely to smoke cigarettes.

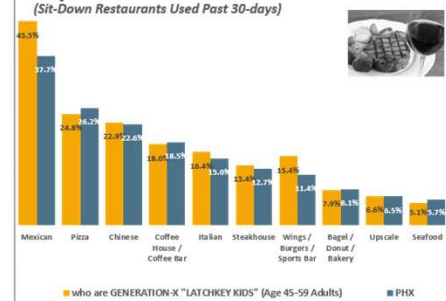
Past 30-days QSR Users: Adults 18 or older



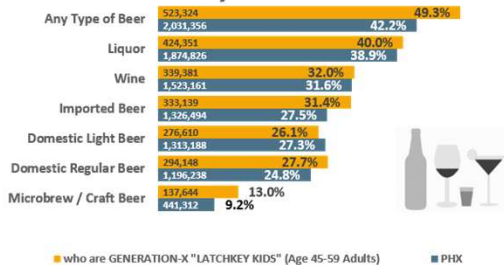
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



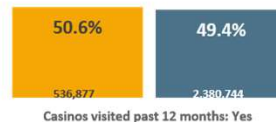
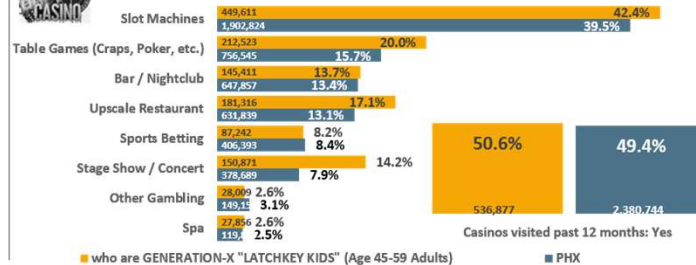
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



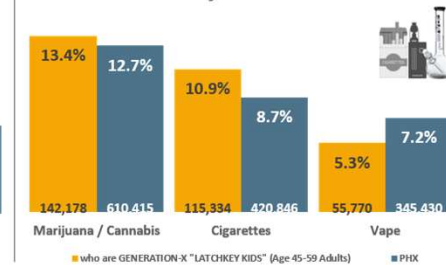
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older

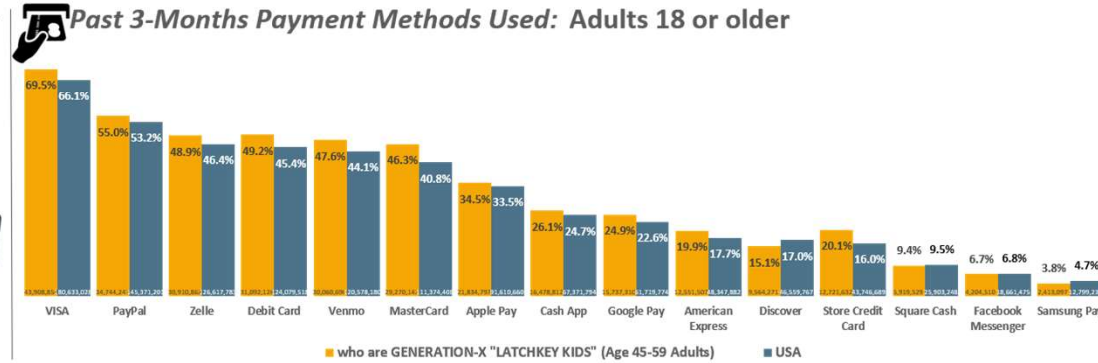
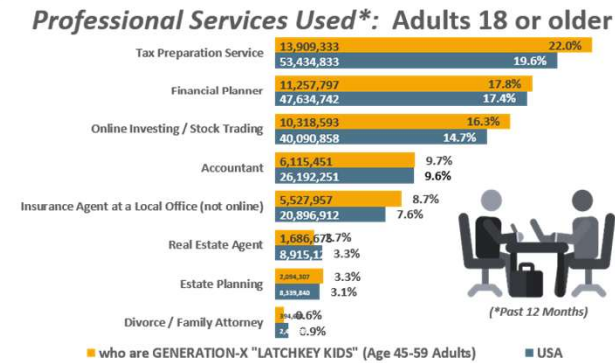
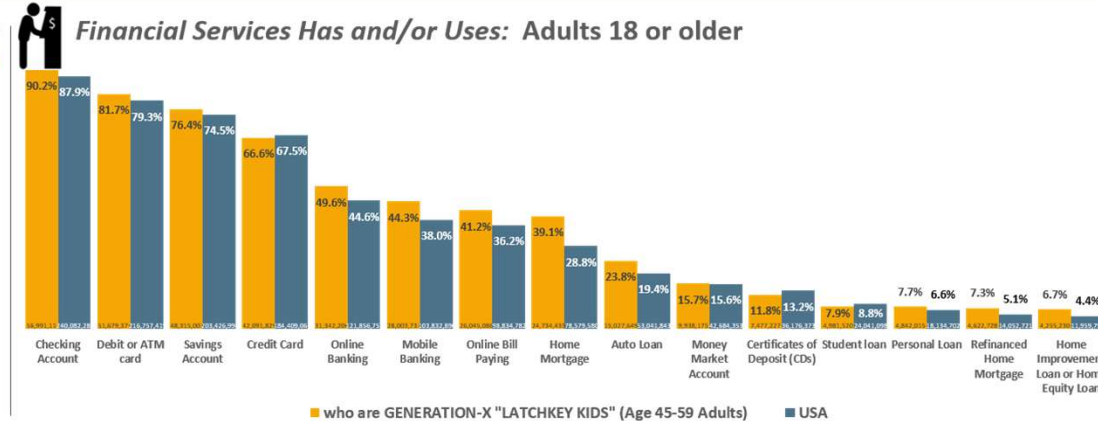
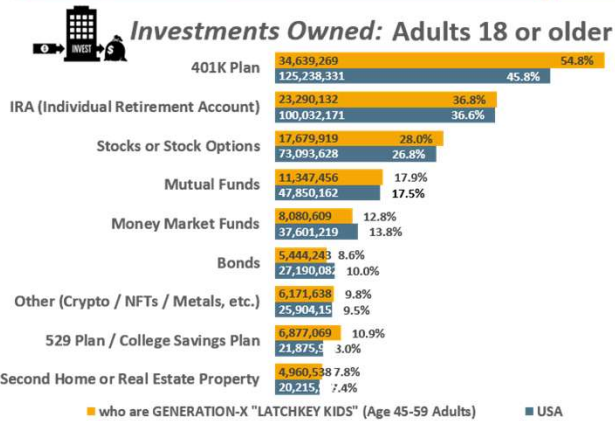


Used Past 30-days: Adults 18 or older



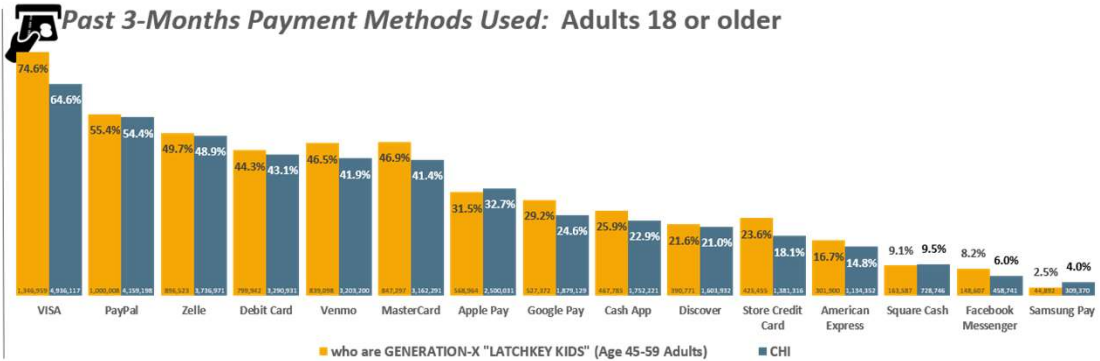
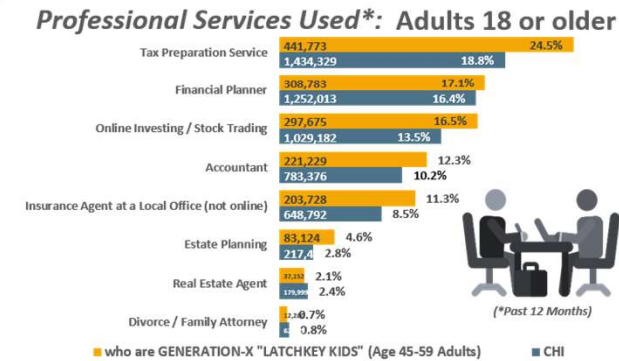
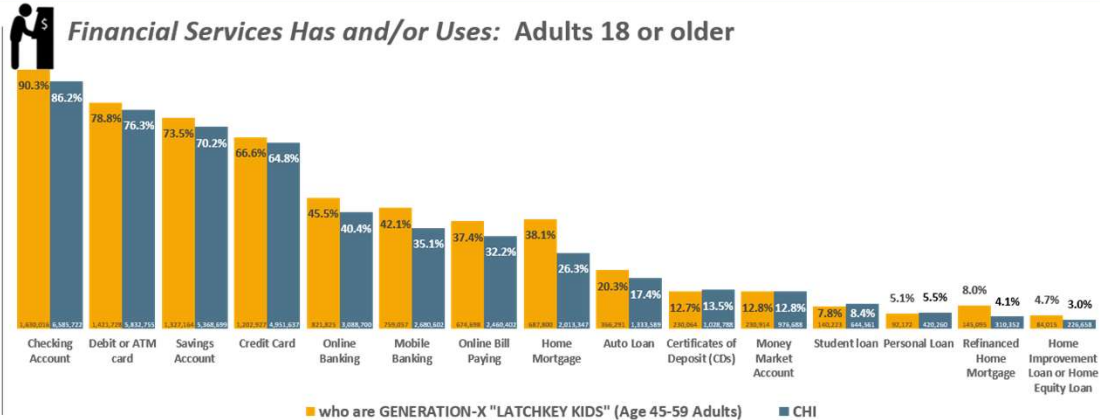
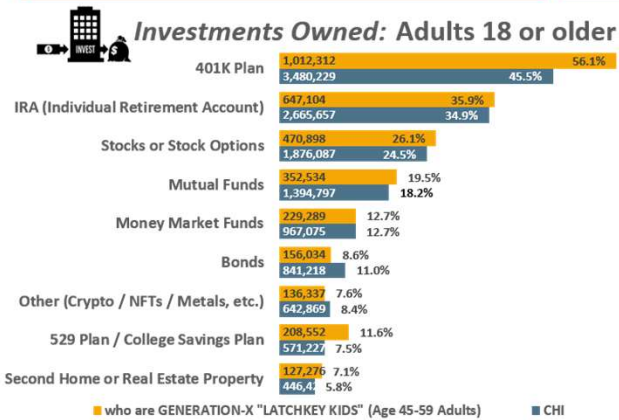


23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 19.5% more likely to have a 401K, 22.4% more likely to have an Auto Loan, 11.2% more likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.





23.6% or 1,804,971 of CHI DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 23.2% more likely to have a 401K, 16.3% more likely to have an Auto Loan, 22.5% more likely to Invest/Trade Stocks Online, 2.9% more likely to pay with their Debit Card.

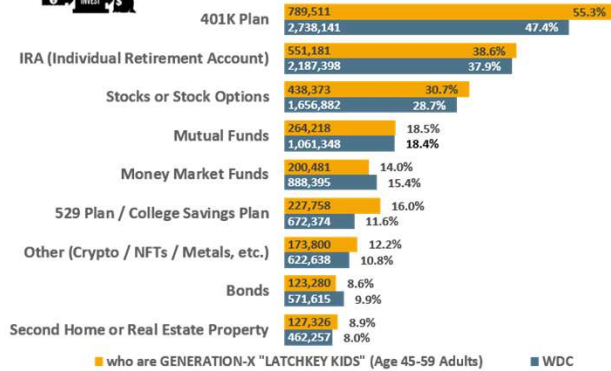




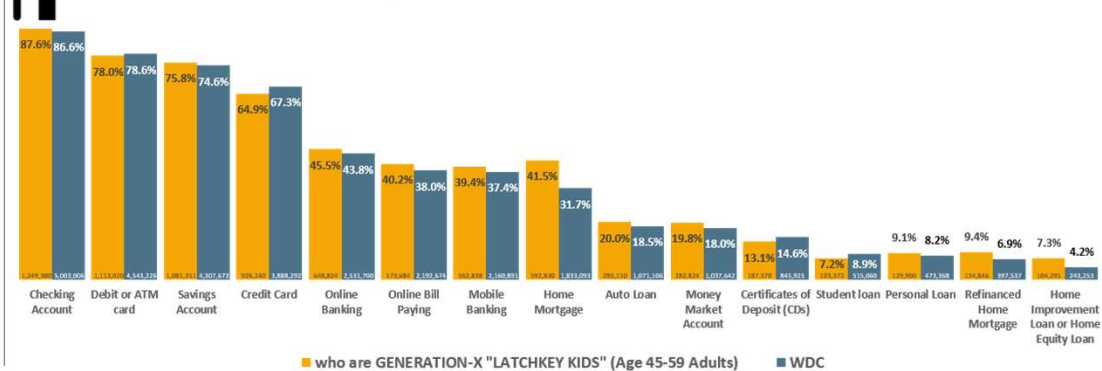
24.7% or 1,427,034 of WDC DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 16.7% more likely to have a 401K, 7.8% more likely to have an Auto Loan, 7.1% more likely to Invest/Trade Stocks Online, 6.1% more likely to pay with their Debit Card.



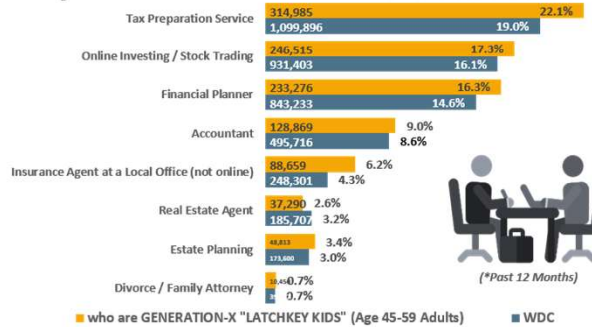
Investments Owned: Adults 18 or older



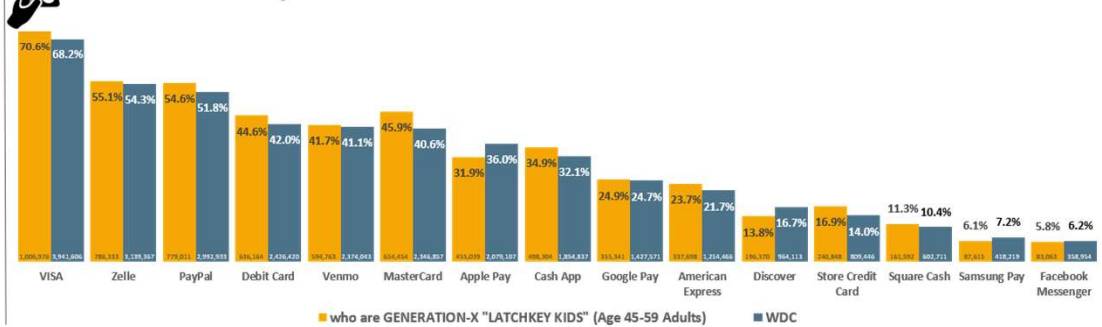
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

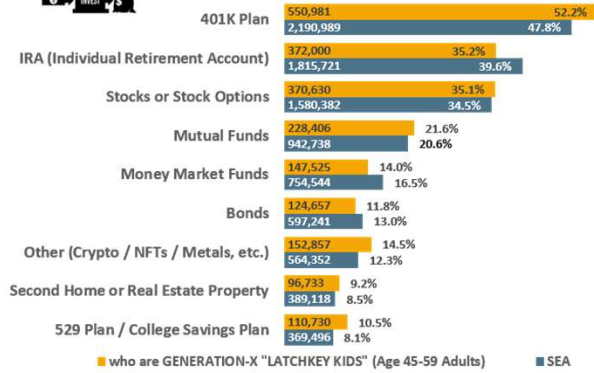




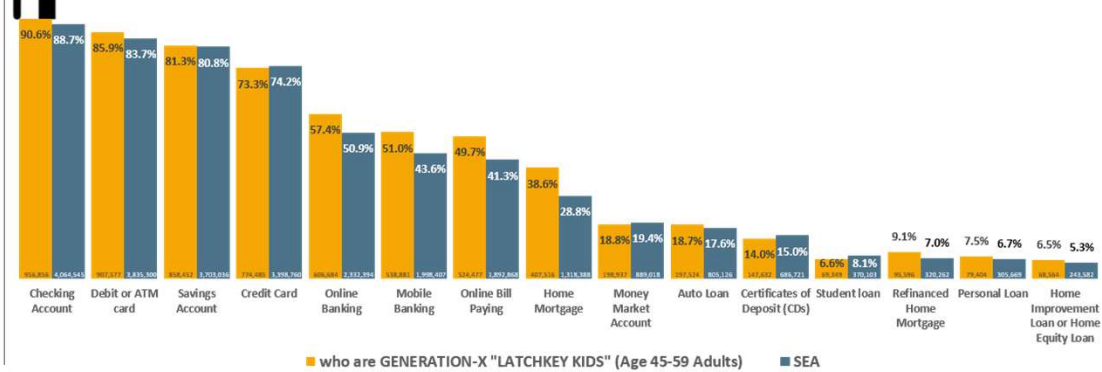
23.1% or 1,056,100 of SEA DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 9.1% more likely to have a 401K, 6.4% more likely to have an Auto Loan, 9.9% more likely to Invest/Trade Stocks Online, 11.5% more likely to pay with their Debit Card.



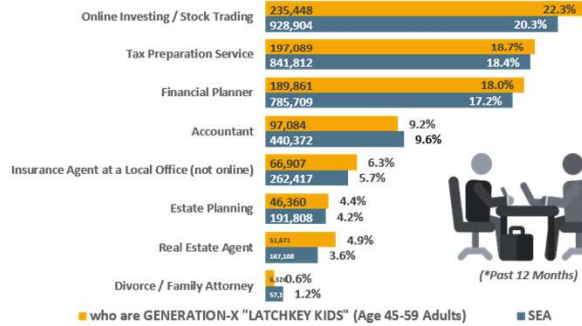
Investments Owned: Adults 18 or older



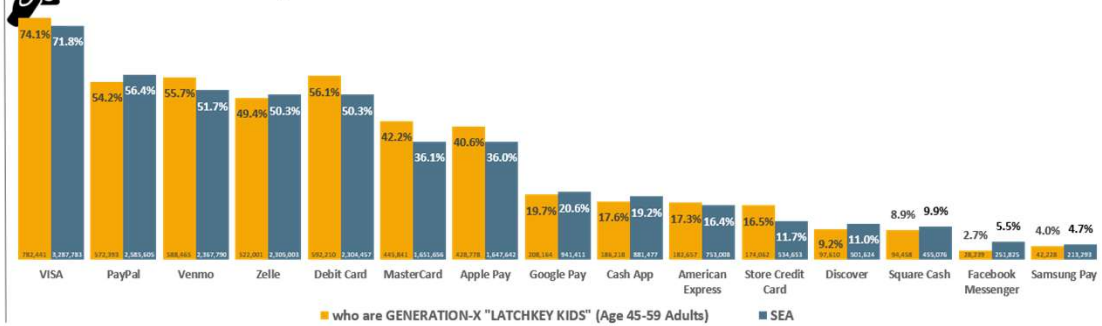
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

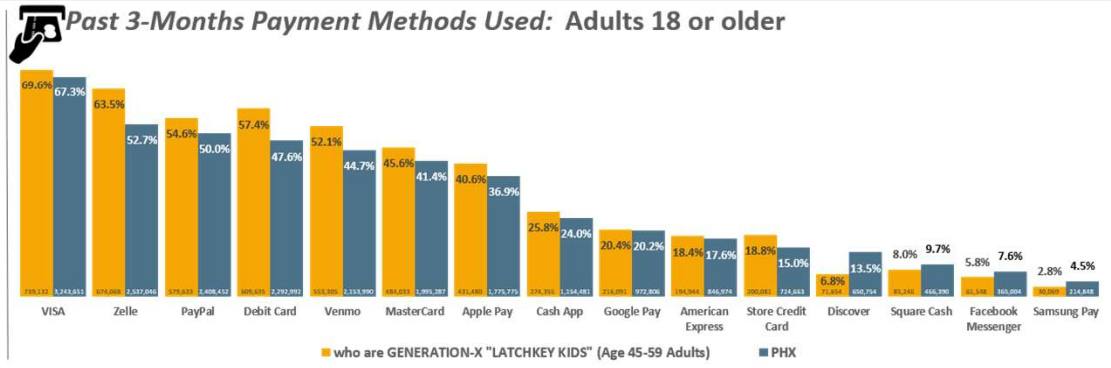
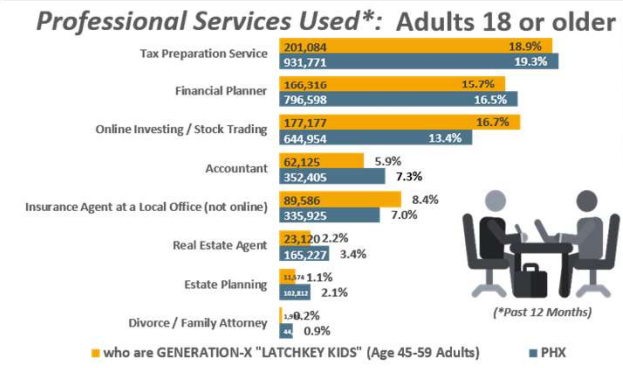
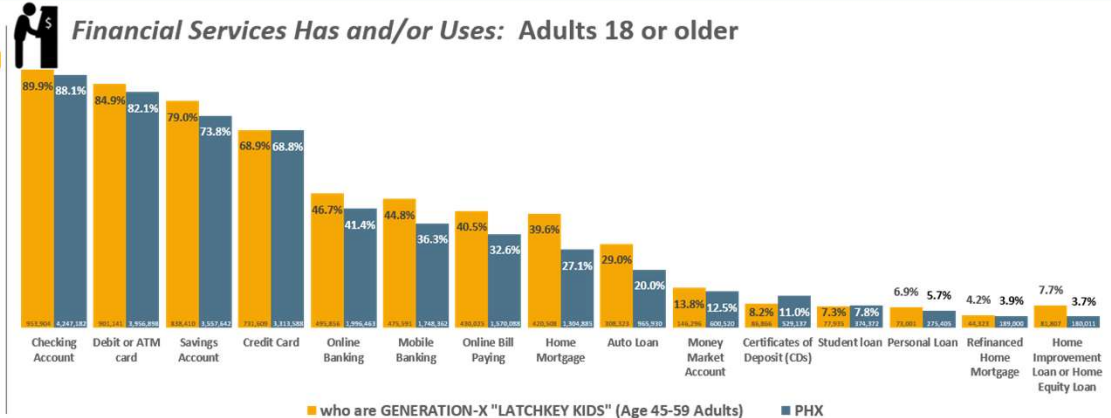
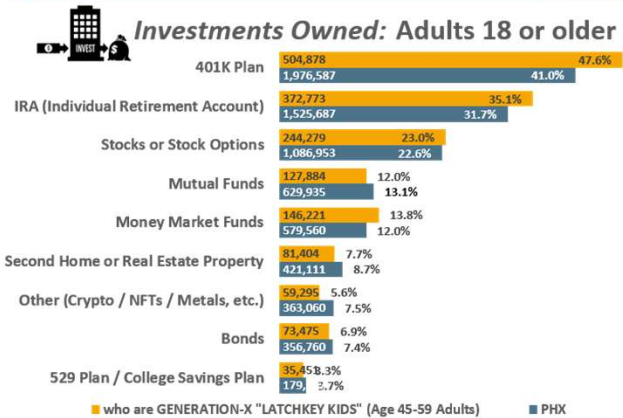


Past 3-Months Payment Methods Used: Adults 18 or older





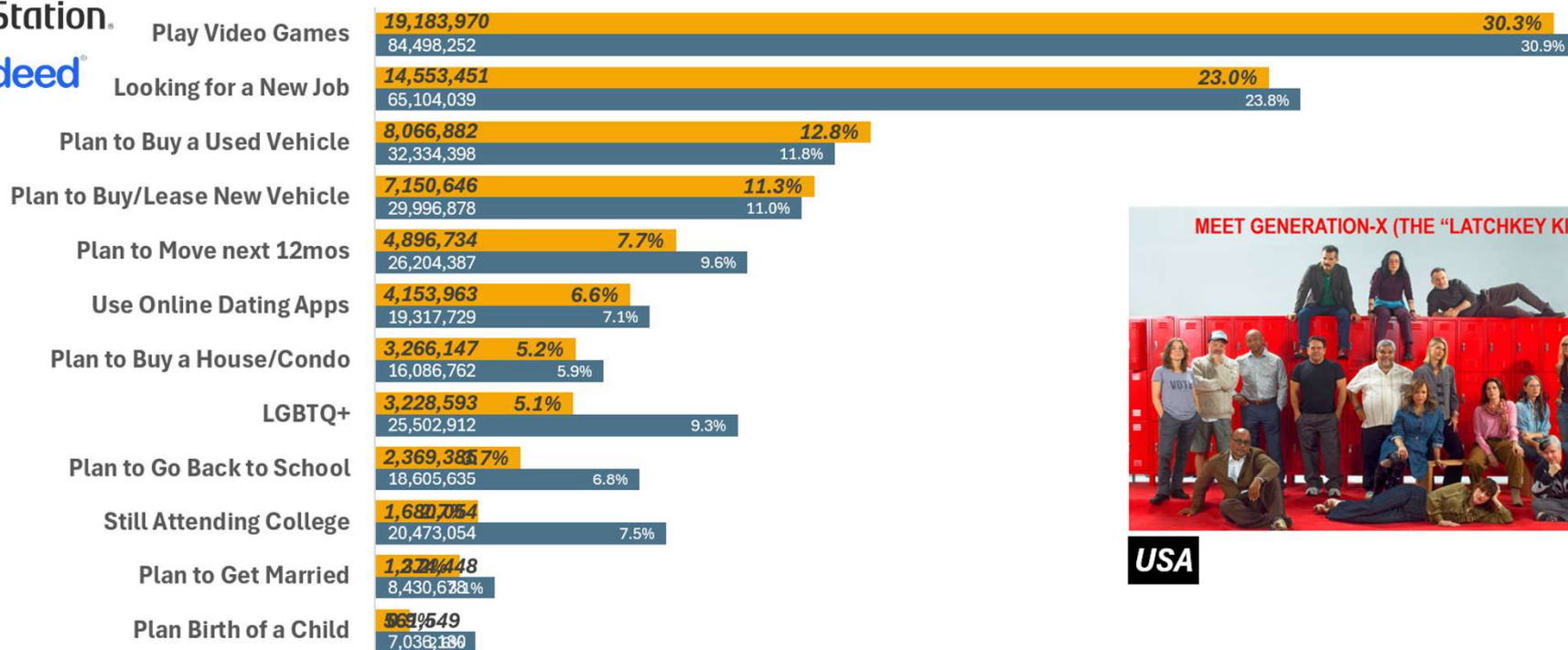
22.2% or 1,061,480 of PHX DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 15.9% more likely to have a 401K, 44.9% more likely to have an Auto Loan, 24.7% more likely to Invest/Trade Stocks Online, 20.7% more likely to pay with their Debit Card.





"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

■ P18+ USA AVERAGE (Lifestyle/Future Plans)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 6049
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

Play Video Games



Looking for a New Job



Plan to Buy/Lease New Vehicle



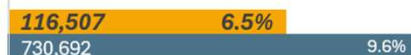
Plan to Buy a Used Vehicle



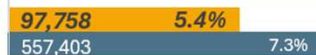
Plan to Move next 12mos



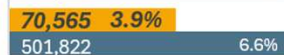
LGBTQ+



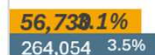
Plan to Buy a House/Condo



Use Online Dating Apps



Plan to Get Married



Still Attending College



Plan to Go Back to School



Plan Birth of a Child



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

■ P18+ CHICAGO AVERAGE (Lifestyle/Future Plans)



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 1017
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



Plan to Buy a Used Vehicle



Plan to Buy/Lease New Vehicle



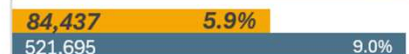
Use Online Dating Apps



Plan to Move next 12mos



Plan to Go Back to School



Plan to Buy a House/Condo



Still Attending College



LGBTQ+



Plan to Get Married



Plan Birth of a Child



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

■ P18+ WASHINGTON, DC AVERAGE (Lifestyle/Future Plans)



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1481
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



Plan to Buy a Used Vehicle



Plan to Buy/Lease New Vehicle



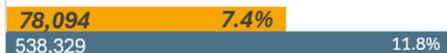
Use Online Dating Apps



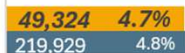
Plan to Move next 12mos



LGBTQ+



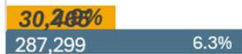
Plan to Buy a House/Condo



Plan to Get Married



Plan to Go Back to School



Still Attending College



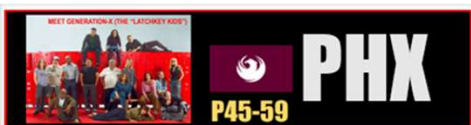
Plan Birth of a Child



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

■ P18+ SEATTLE-TACOMA AVERAGE (Lifestyle/Future Plans)





"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



Plan to Buy/Lease New Vehicle



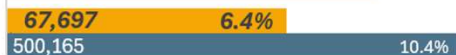
Plan to Buy a Used Vehicle



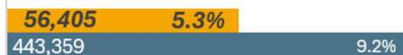
Use Online Dating Apps



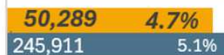
Plan to Move next 12mos



LGBTQ+



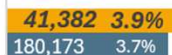
Plan to Buy a House/Condo



Plan to Go Back to School



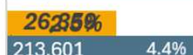
Plan Birth of a Child



Still Attending College



Plan to Get Married



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)



■ P18+ PHOENIX AVERAGE (Lifestyle/Future Plans)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 603
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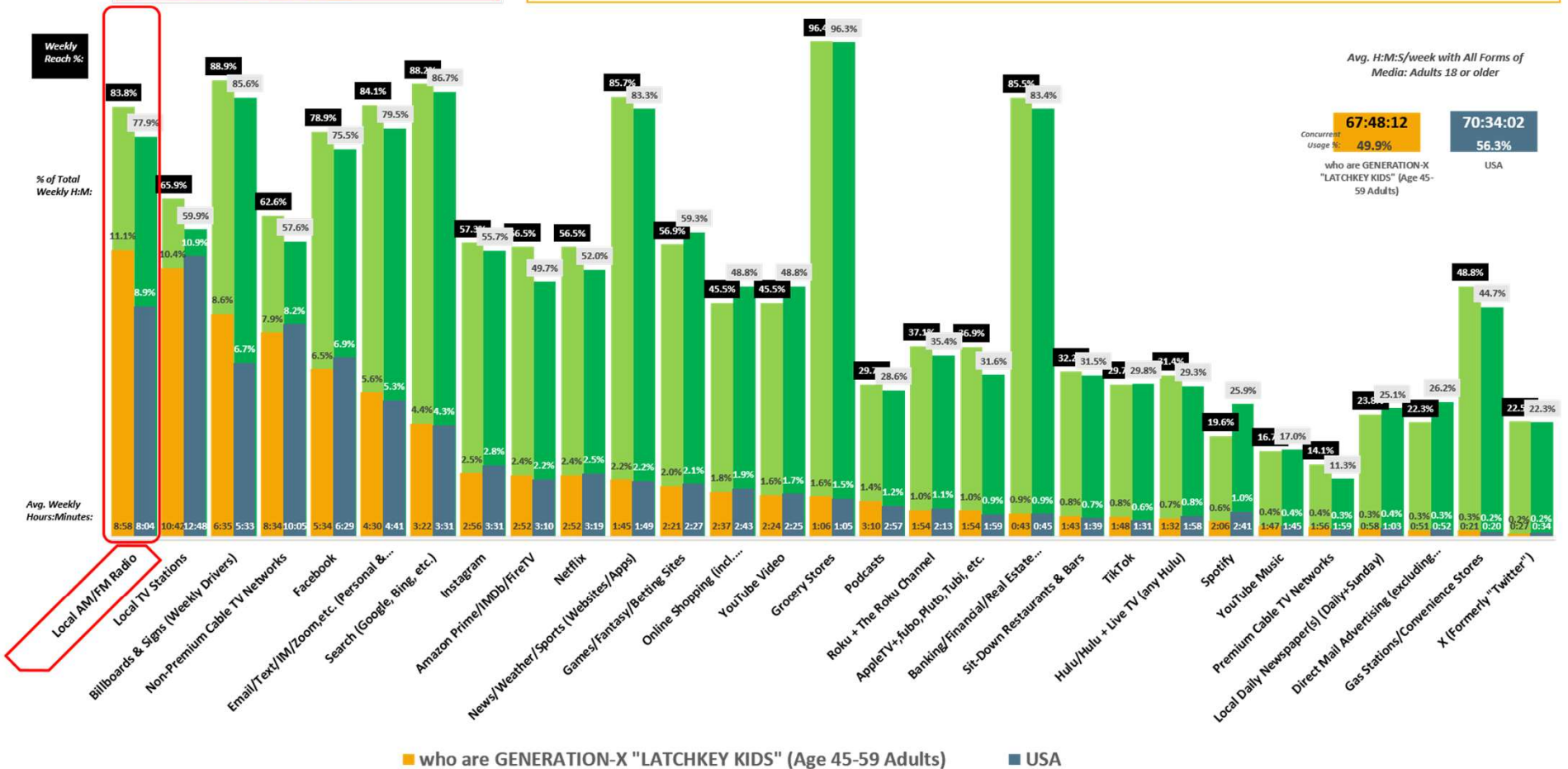
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



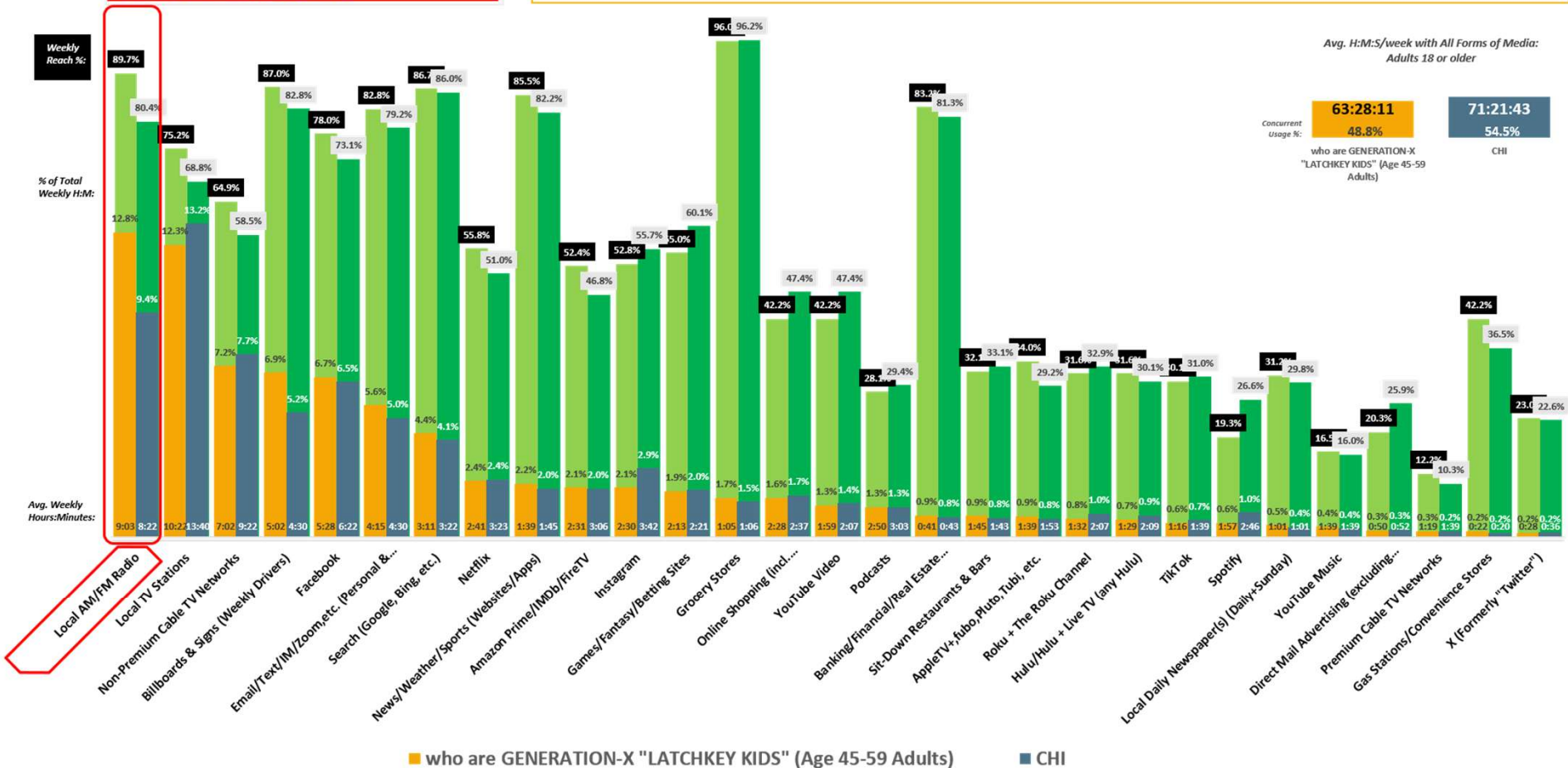
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 19 hours, 48 minutes and 12 seconds each week with All Forms of Media.

83.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.





Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 15 hours, 28 minutes and 11 seconds each week with All Forms of Media.
 89.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 12.8% of total time spent with all forms of Media.



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

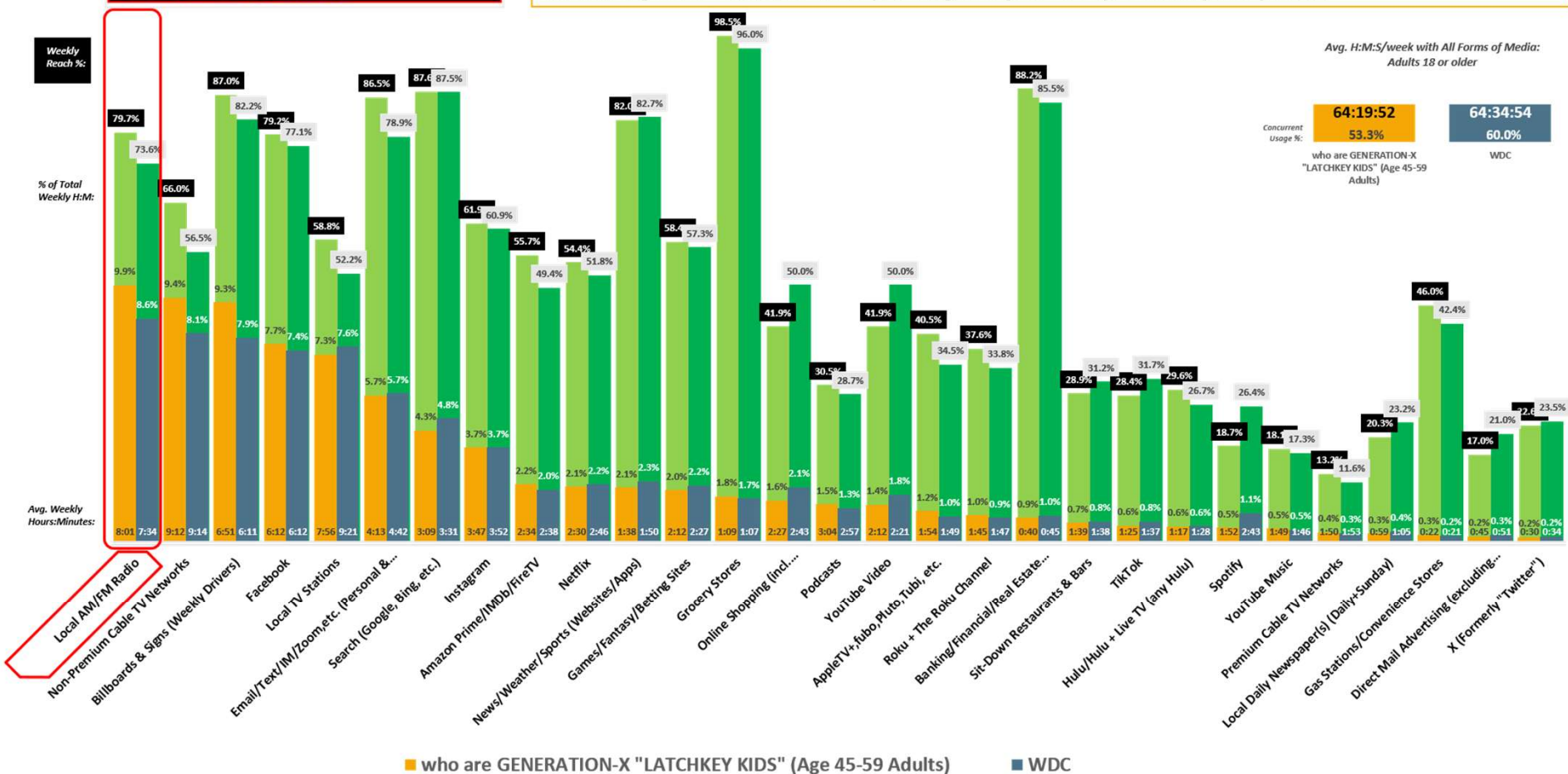
Concurrent Usage %:

63:28:11 48.8% who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)

71:21:43 54.5% CHI

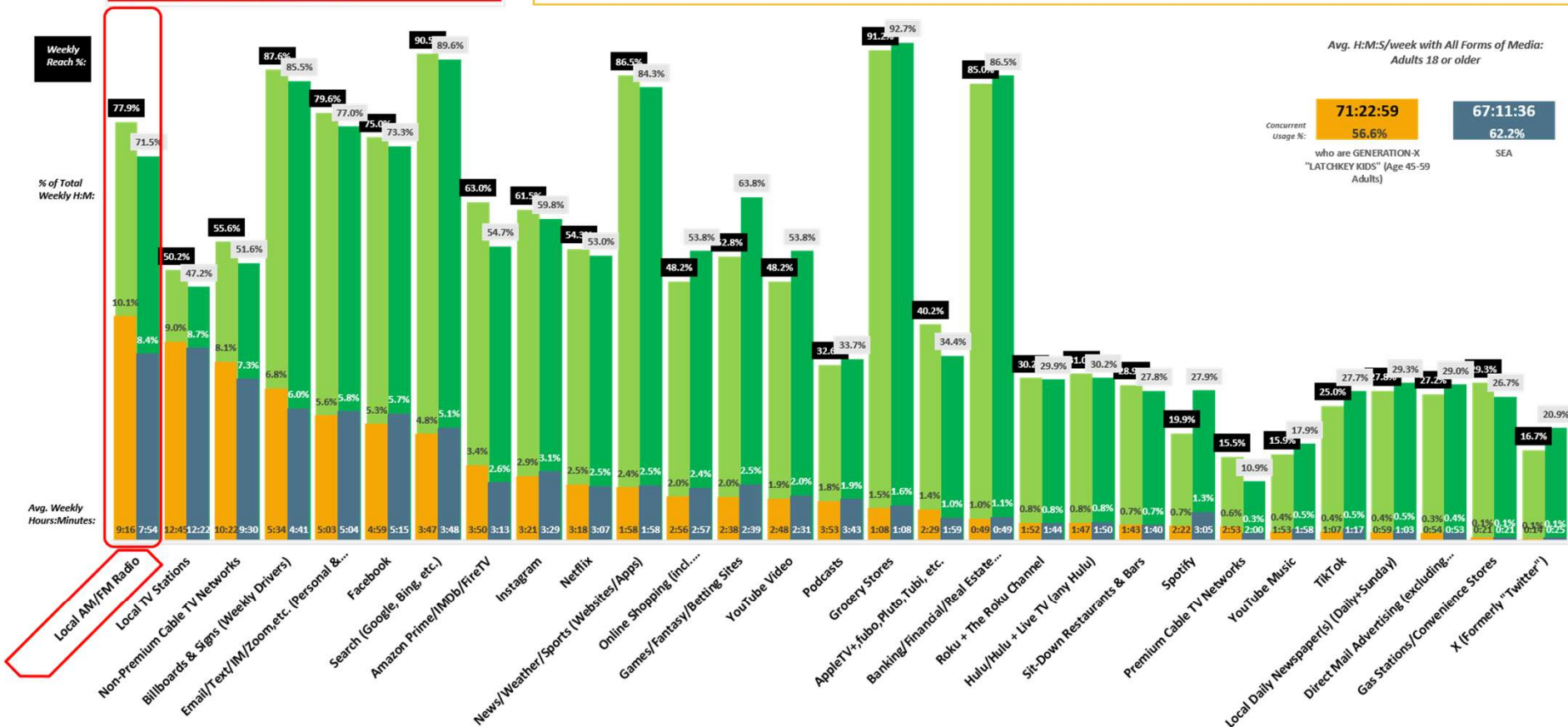


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 16 hours, 19 minutes and 52 seconds each week with All Forms of Media.
 79.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 9.9% of total time spent with all forms of Media.

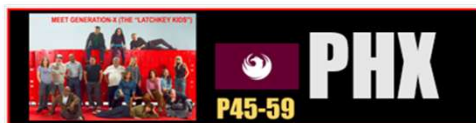




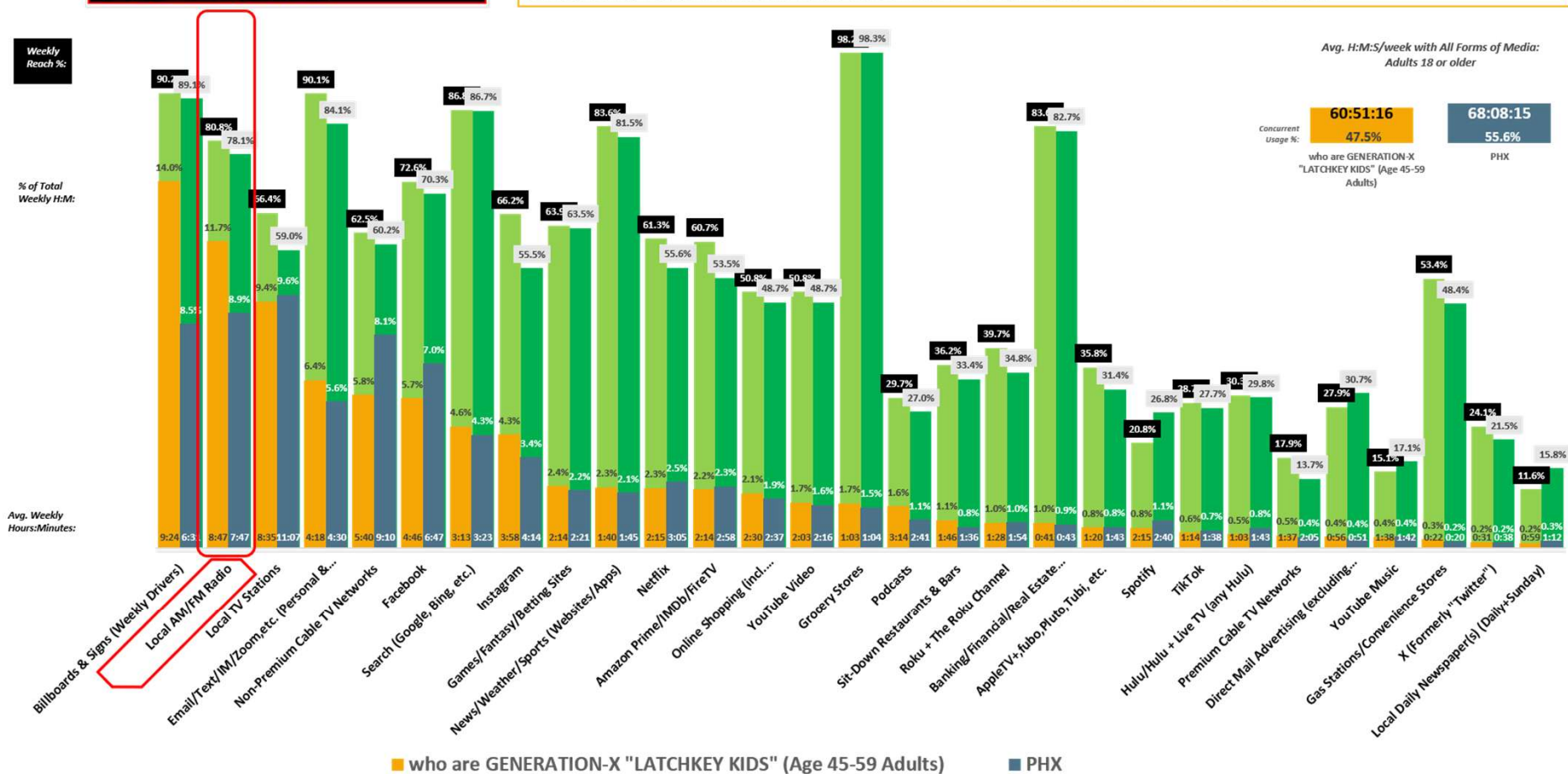
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 23 hours, 22 minutes and 59 seconds each week with All Forms of Media.
 77.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 9 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



■ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) ■ SEA

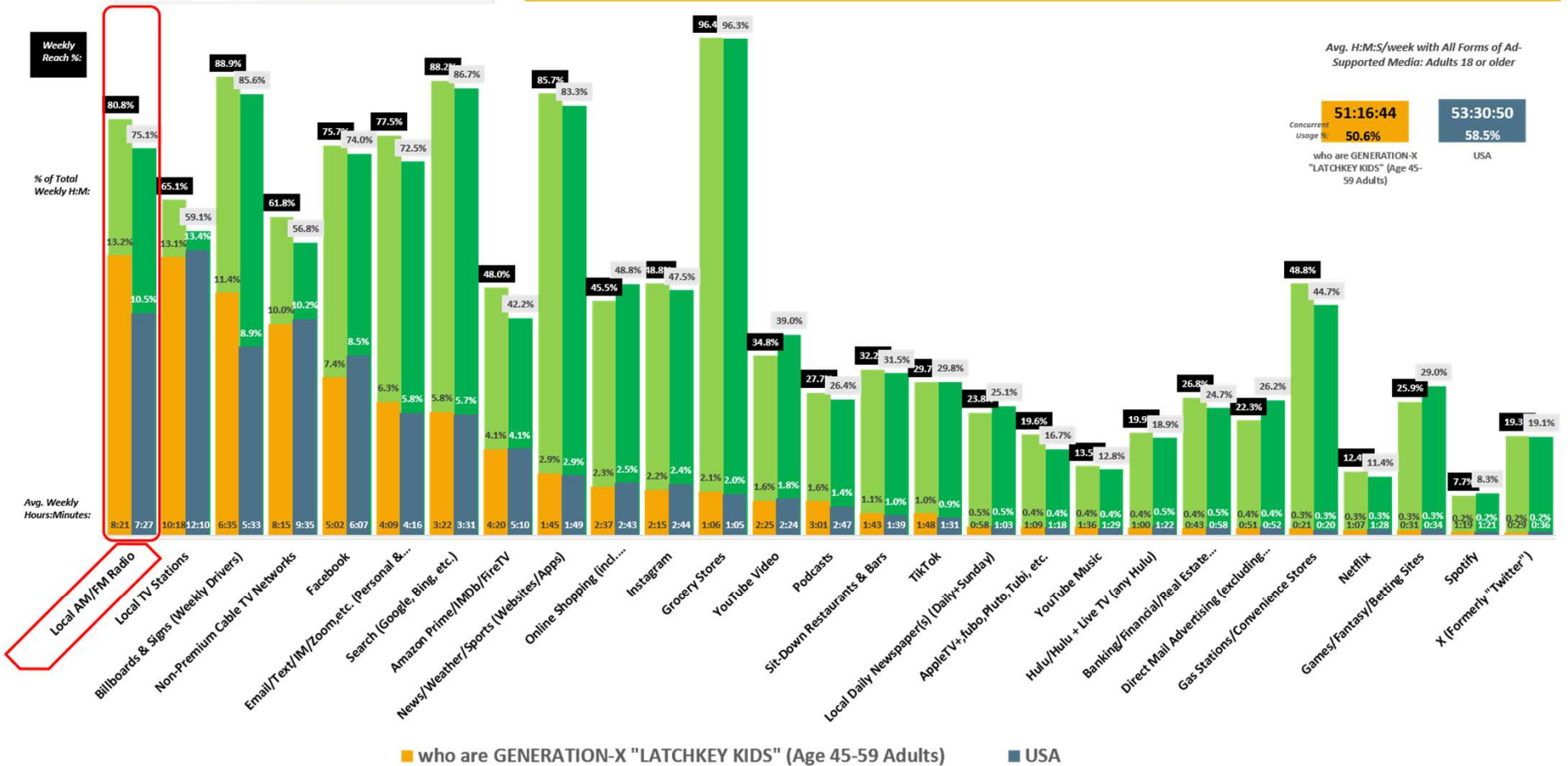


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 12 hours, 51 minutes and 16 seconds each week with All Forms of Media.
 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.





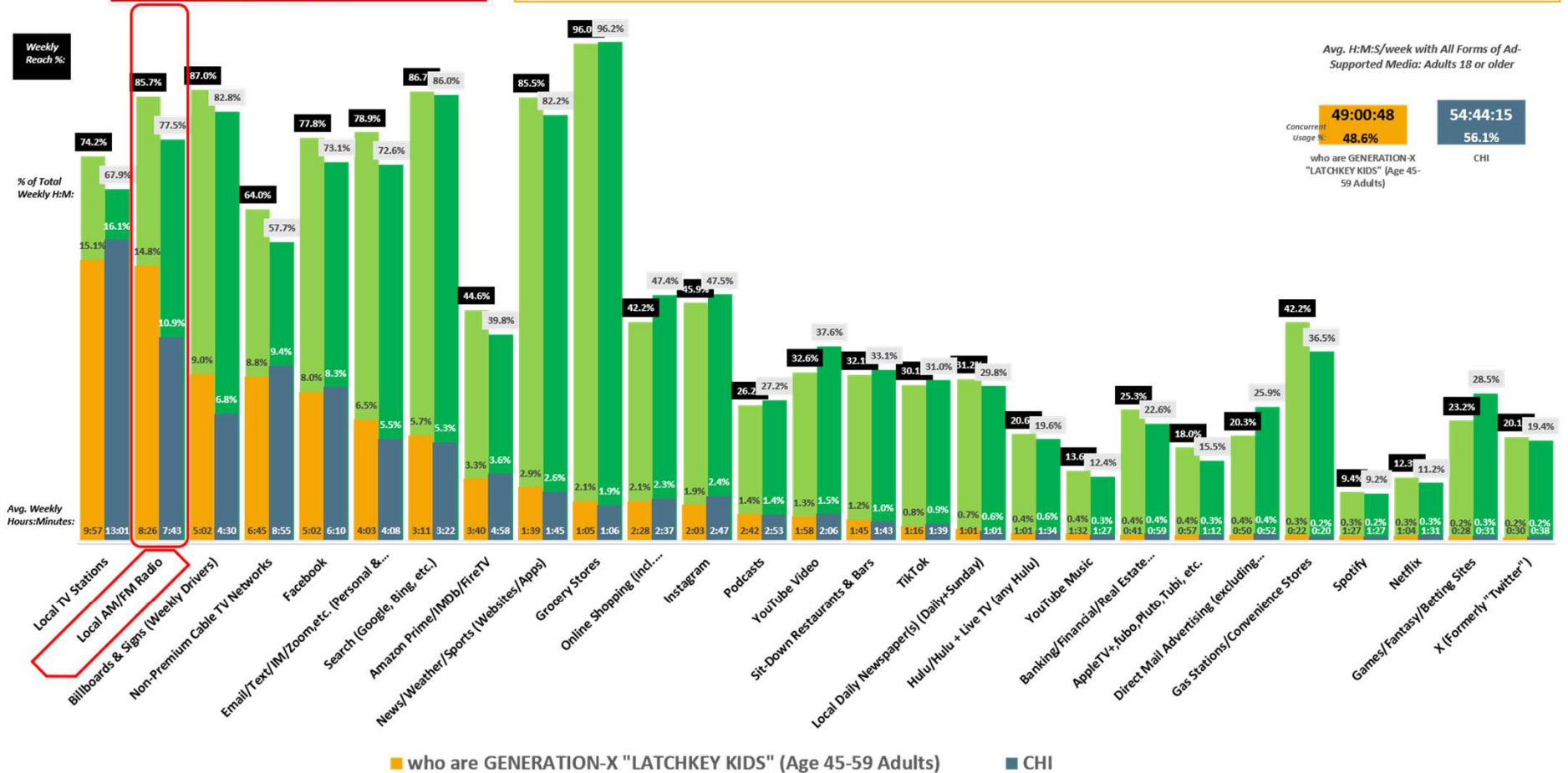
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 3 hours, 16 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.





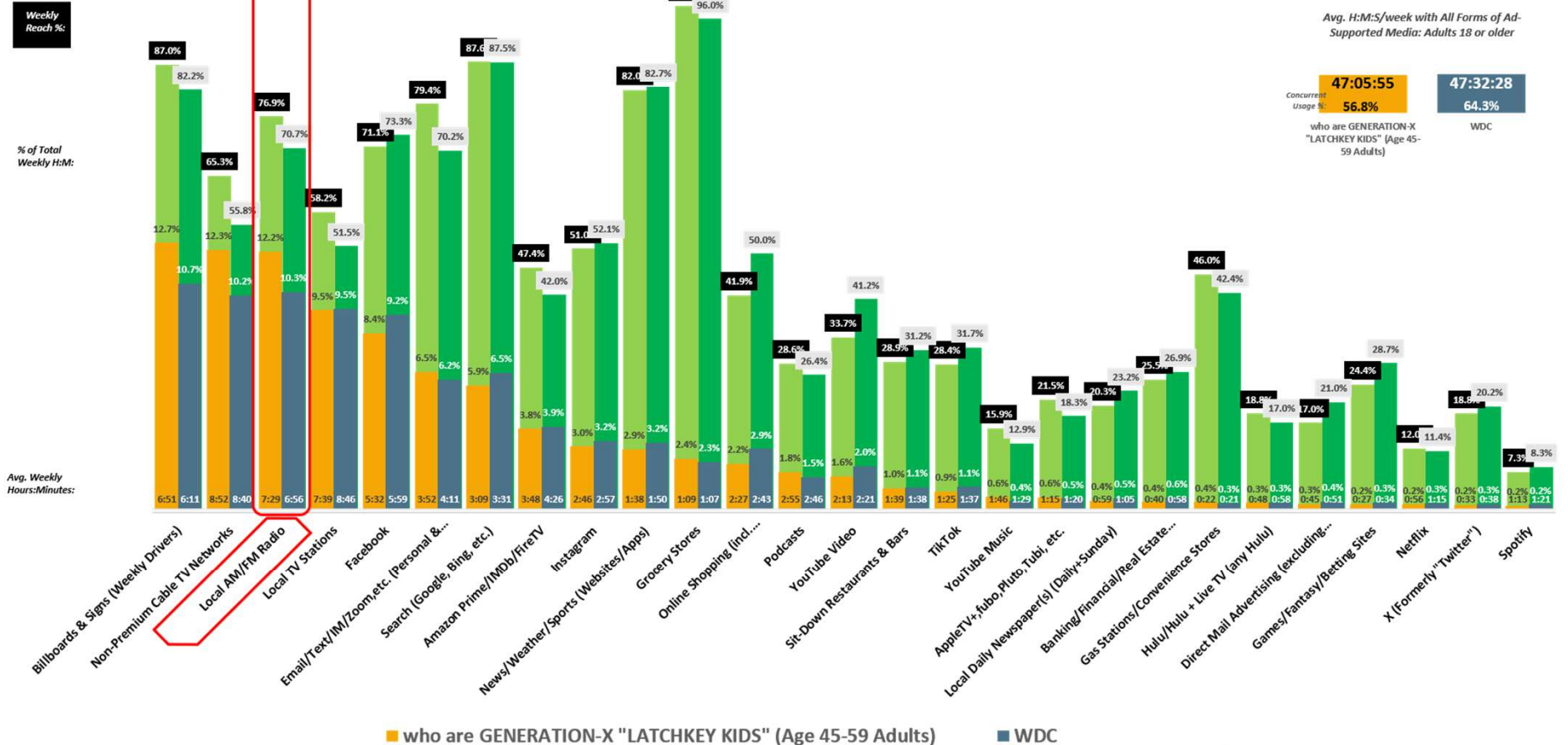
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 1 hours, 0 minutes and 48 seconds each week with All Forms of Ad-Supported Media.

85.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.8% of total time spent with all forms of Ad-Supported Media.



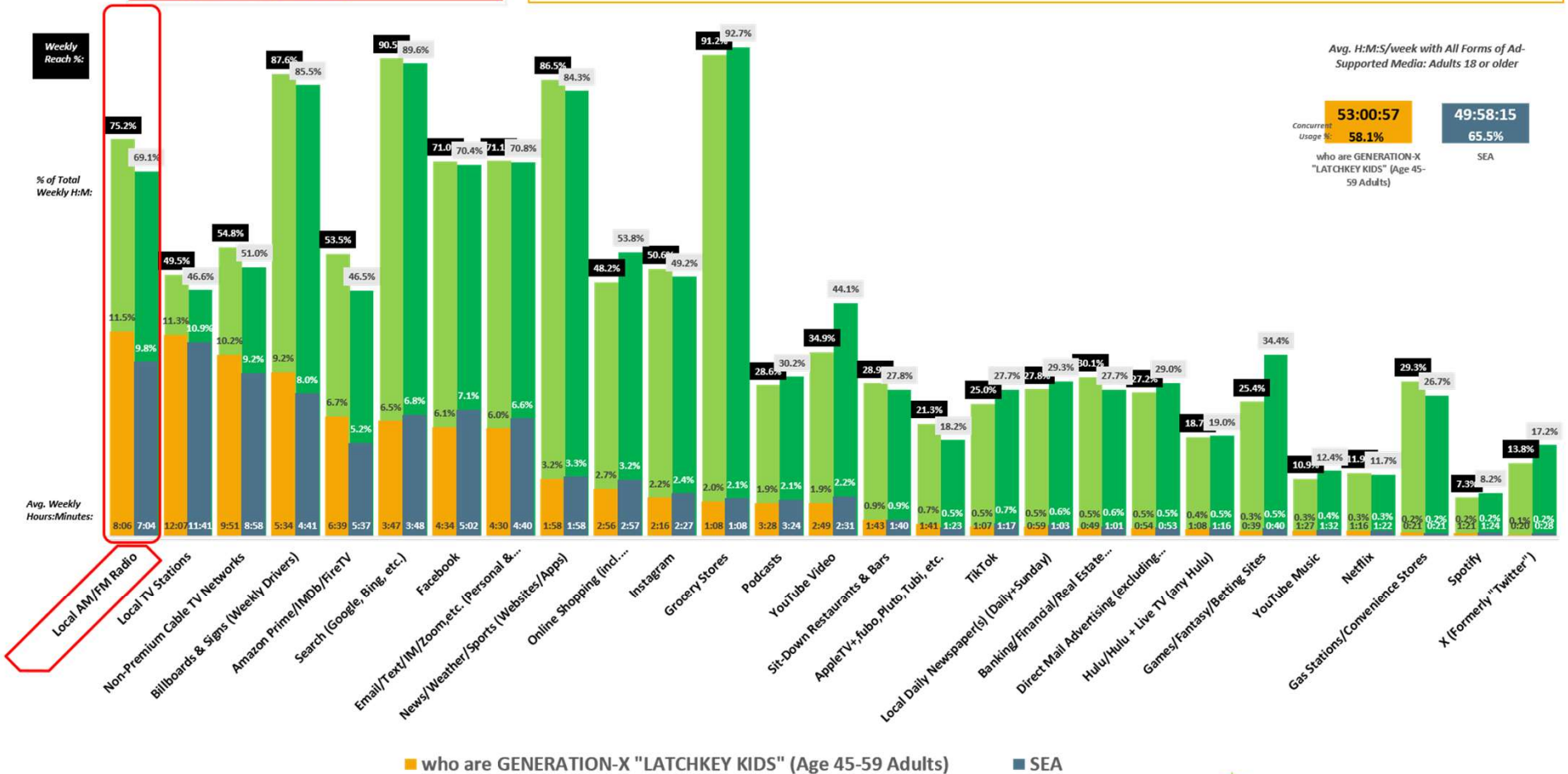


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 1 days, 23 hours, 5 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 76.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.2% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 5 hours, 0 minutes and 57 seconds each week with All Forms of Ad-Supported Media.
 75.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Media.

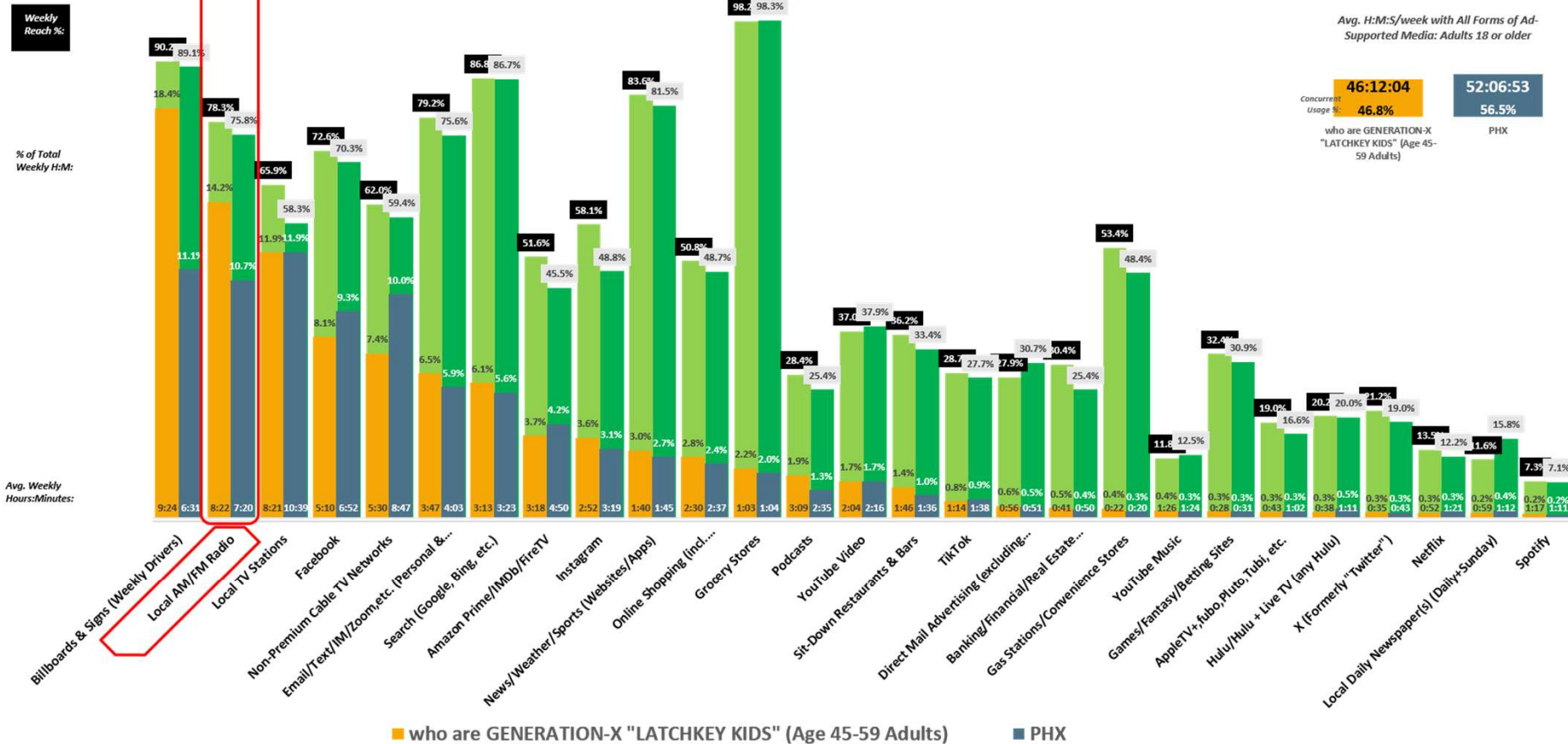


Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

53:00:57	49:58:15
Concurrent Usage %: 58.1%	65.5%
who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)	SEA



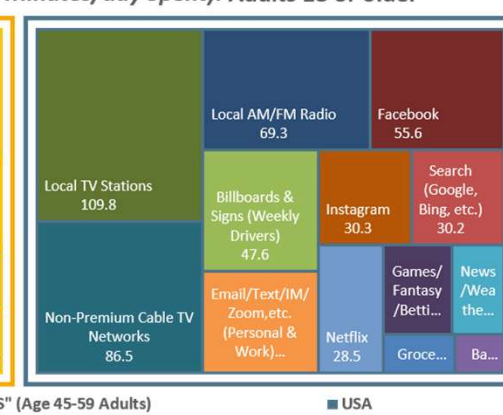
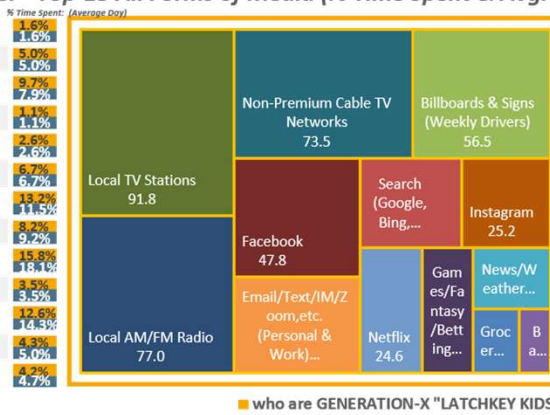
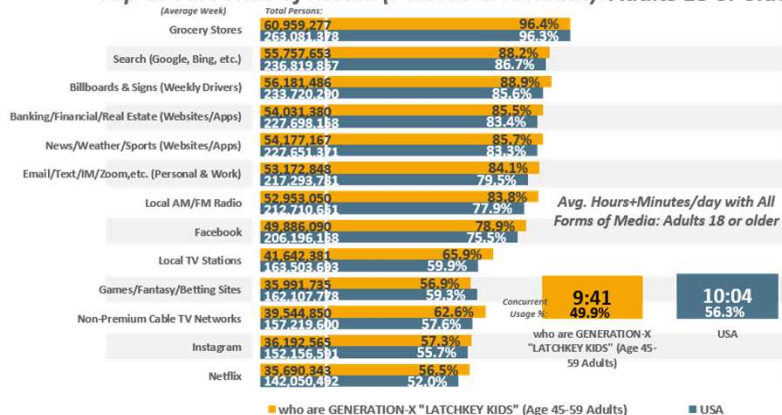
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 1 days, 22 hours, 12 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 78.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Media.



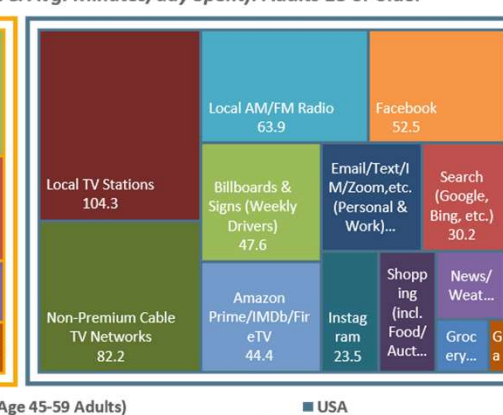
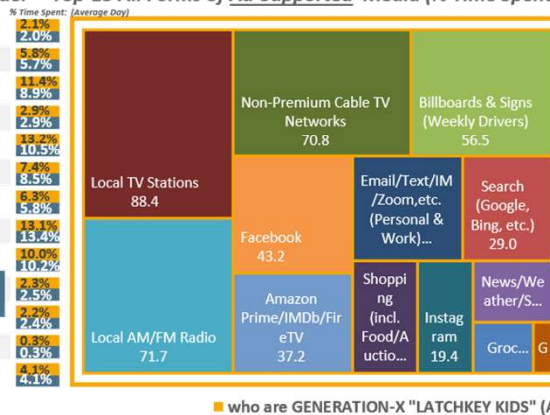
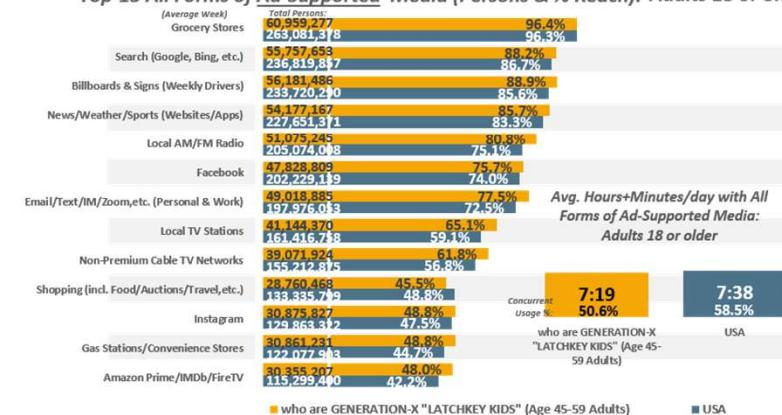


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

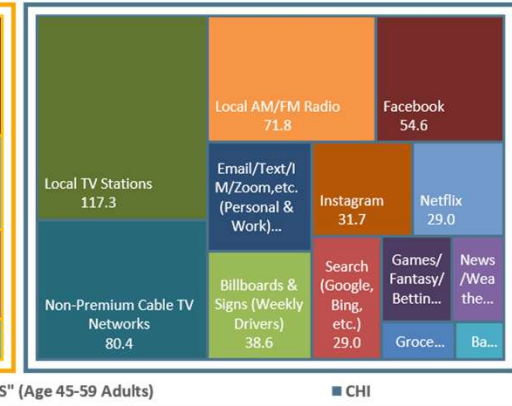
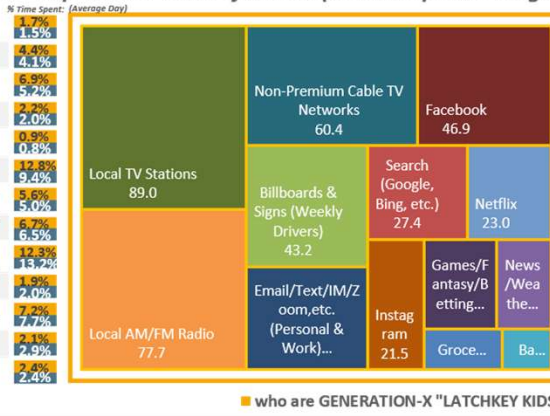
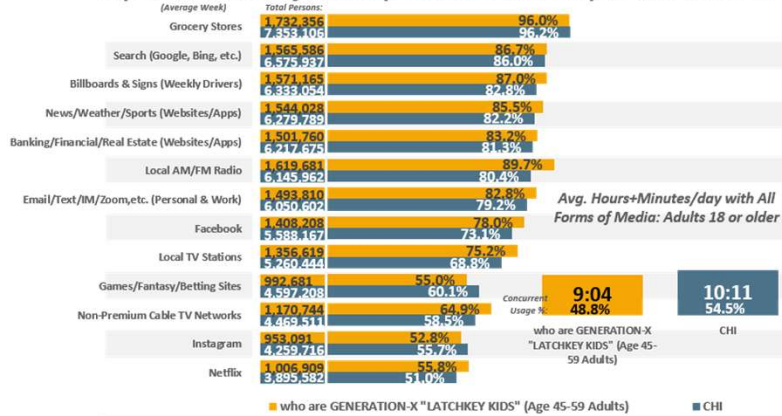
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

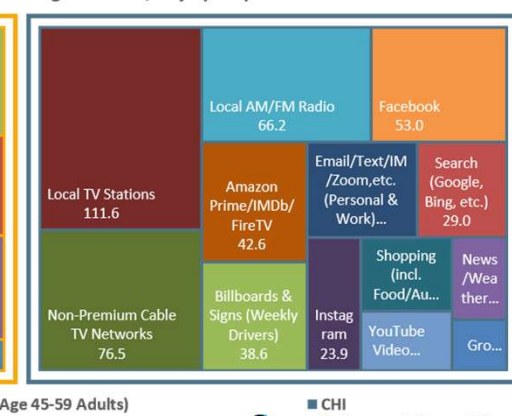
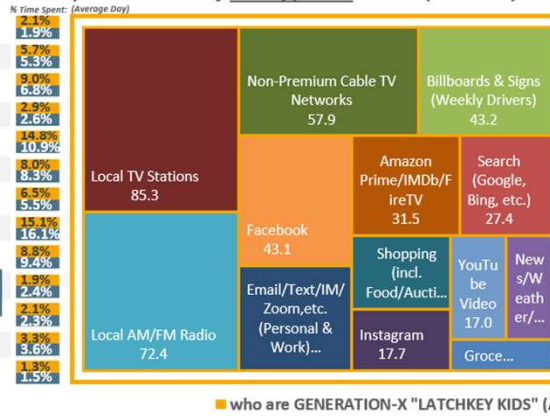
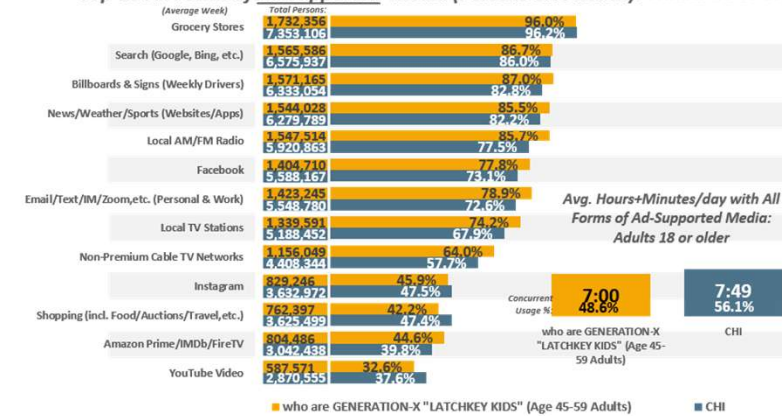


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 7 hours and 0 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 72.4 minutes/day. (Local Radio delivers 14.8% of Time with Ad-Supported Media.)

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**



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017
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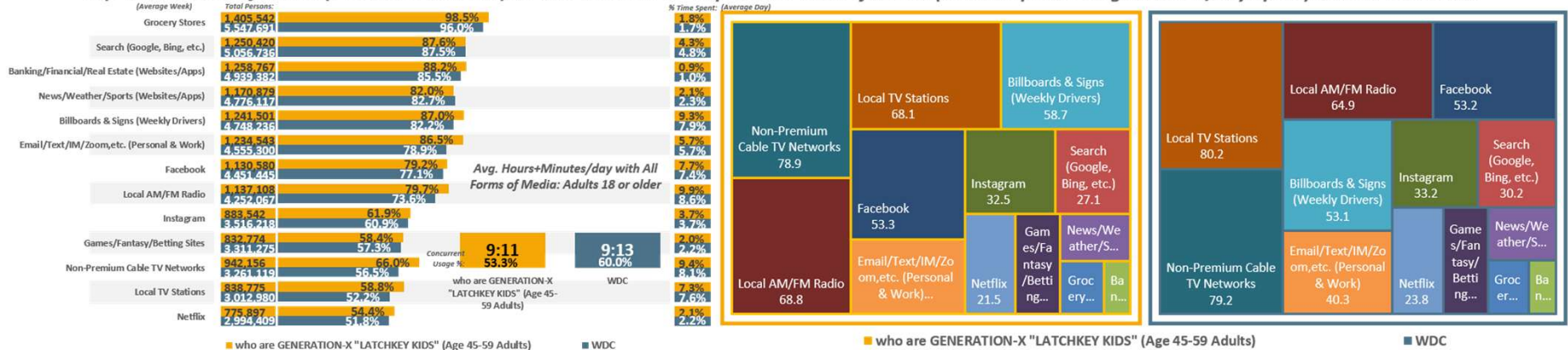
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

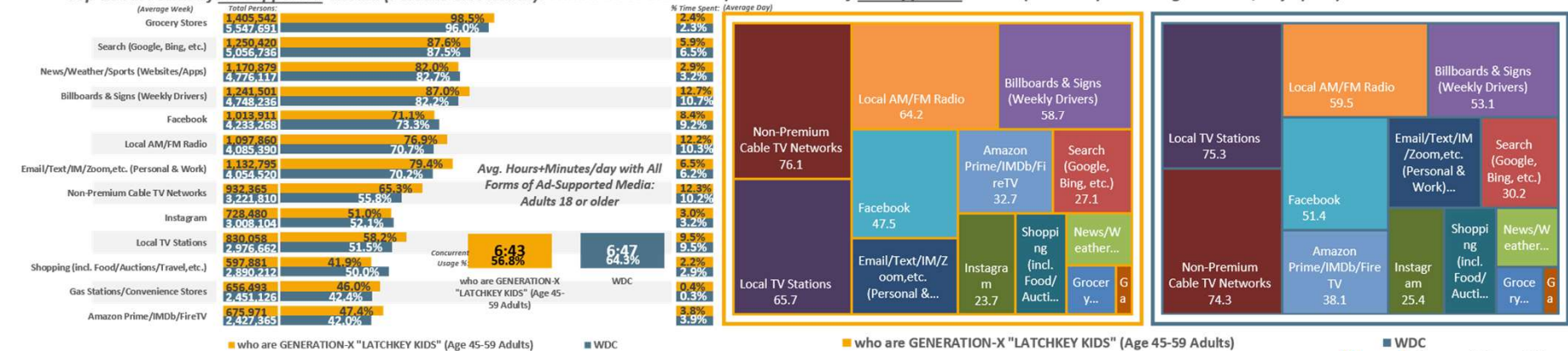


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 6 hours and 43 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. (Local Radio delivers 12.2% of Time with Ad-Supported Media.)

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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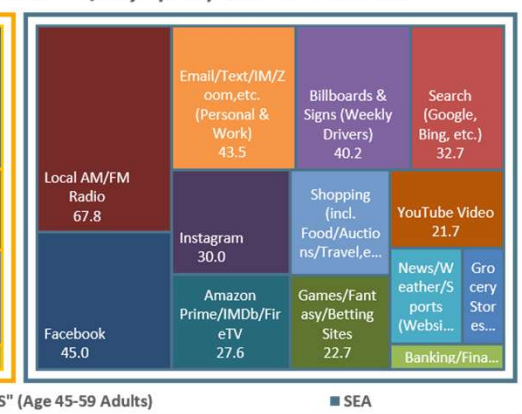
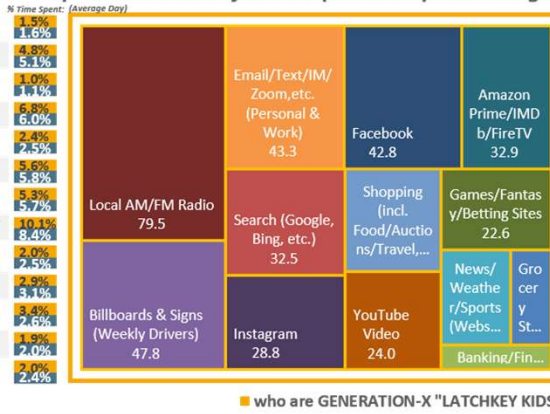
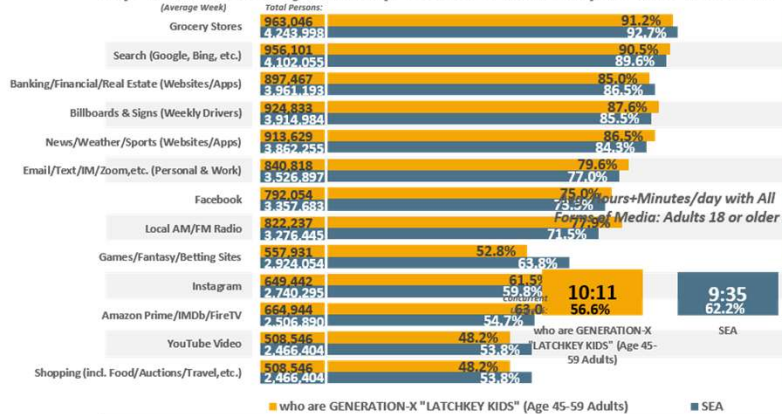
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

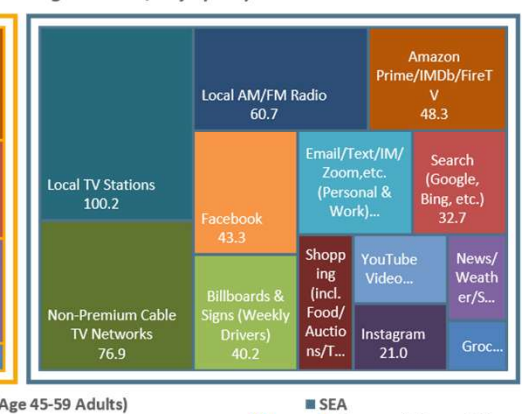
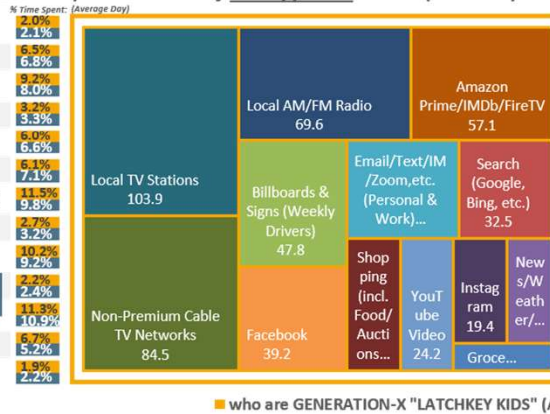
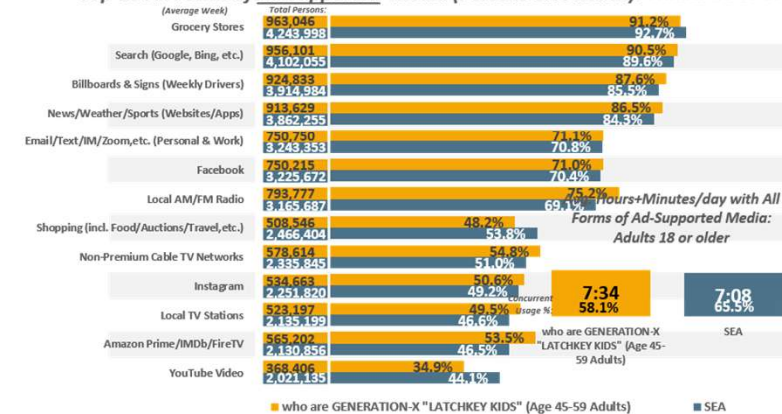


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 7 hours and 34 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 69.6 minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

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**



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 977
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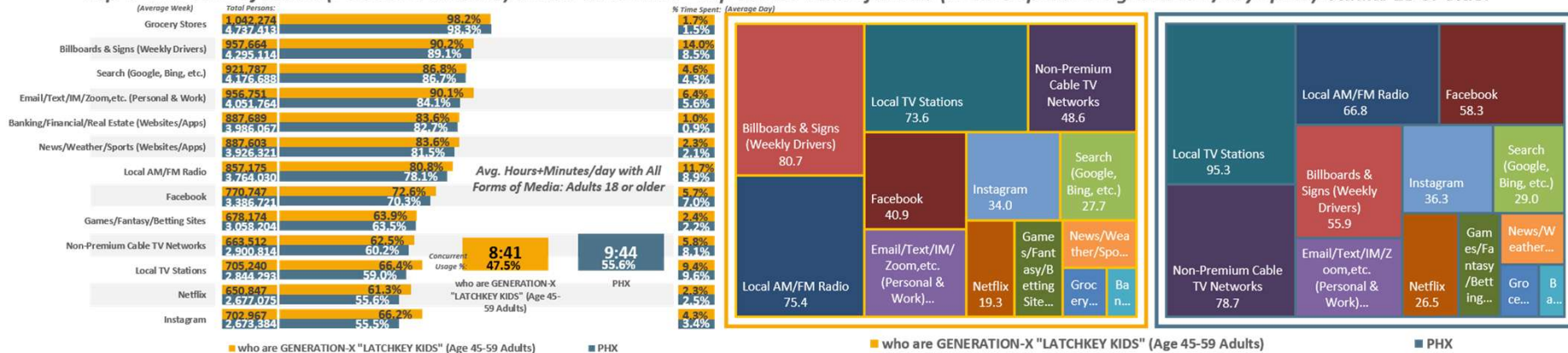
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

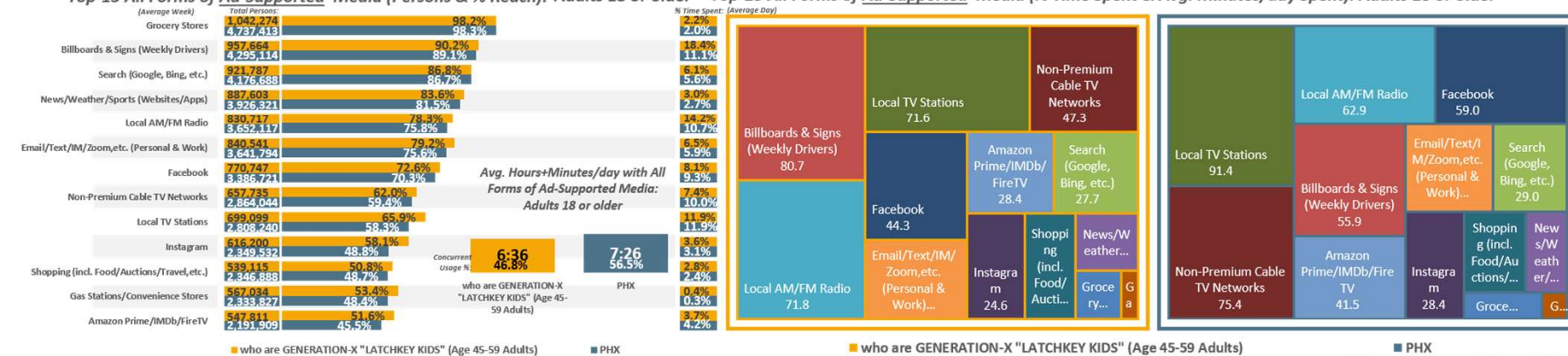


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 6 hours and 36 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 71.8 minutes/day. (Local Radio delivers 14.2% of Time with Ad-Supported Media.)

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**



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 603
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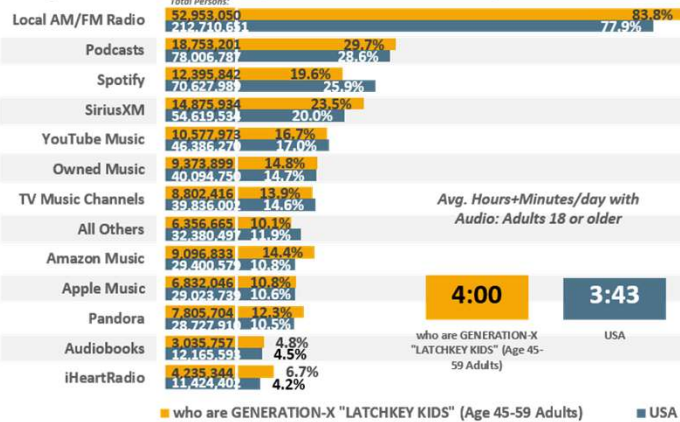
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

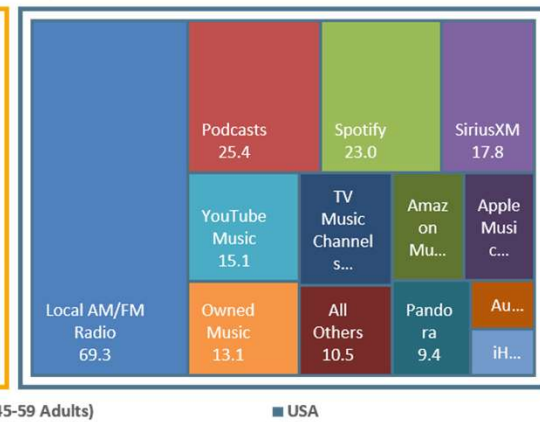
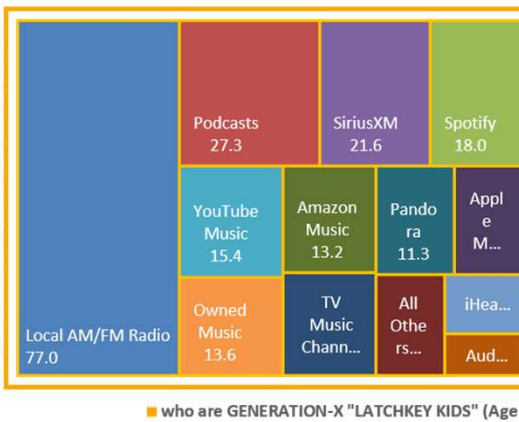


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

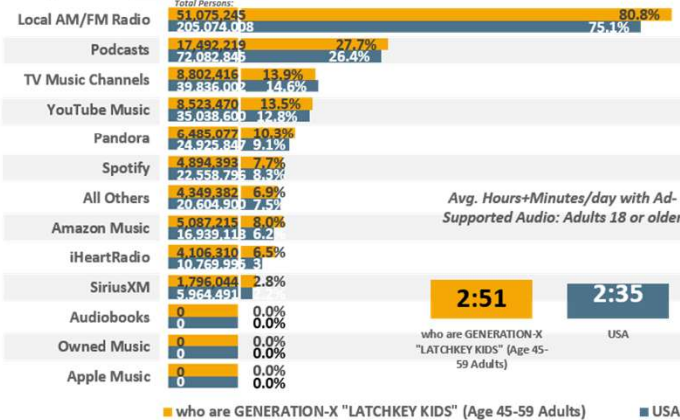
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



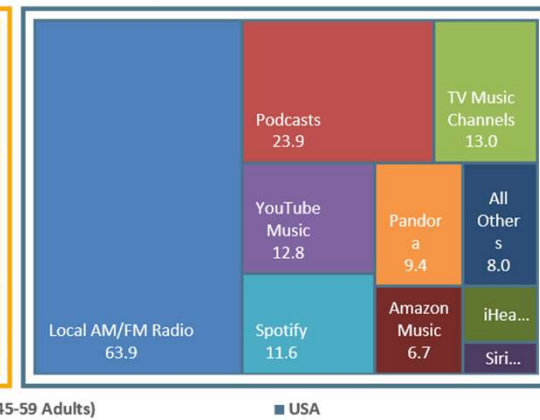
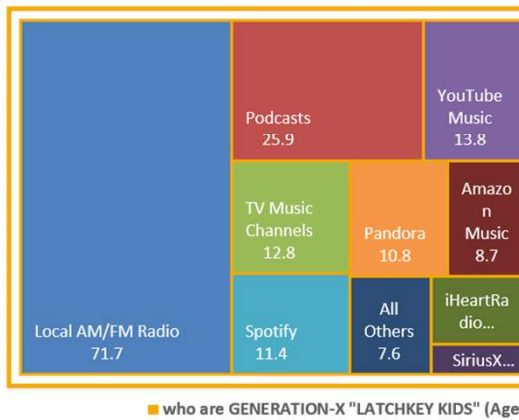
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



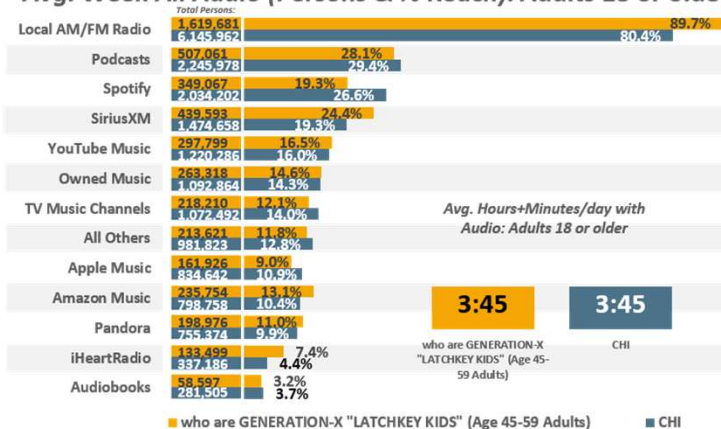
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



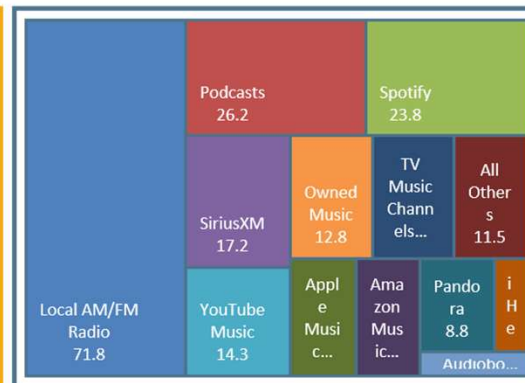
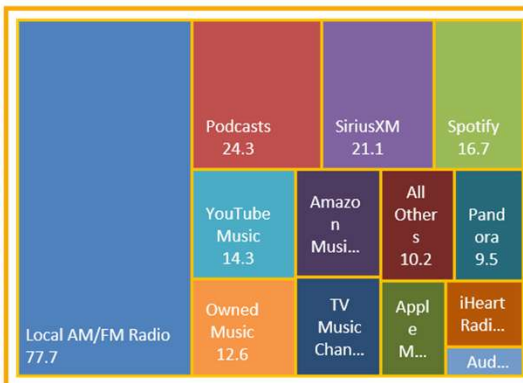


1,547,514 or 85.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 72.4 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

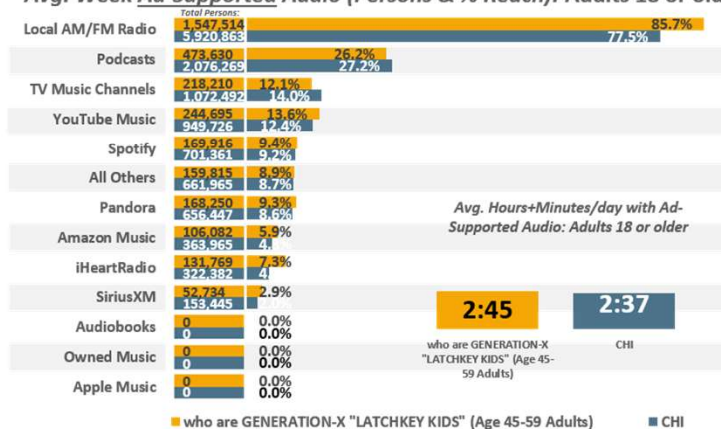
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



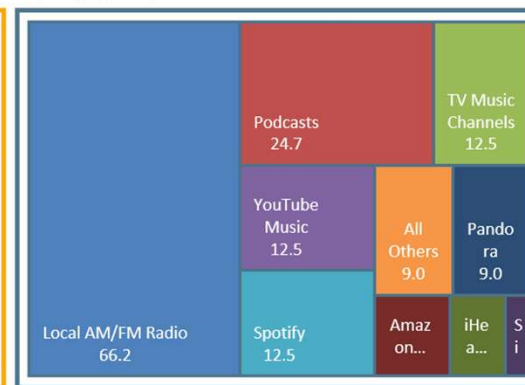
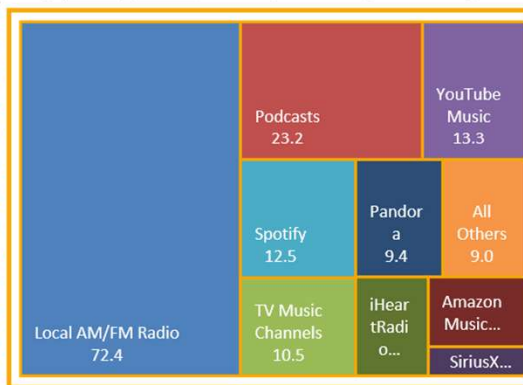
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

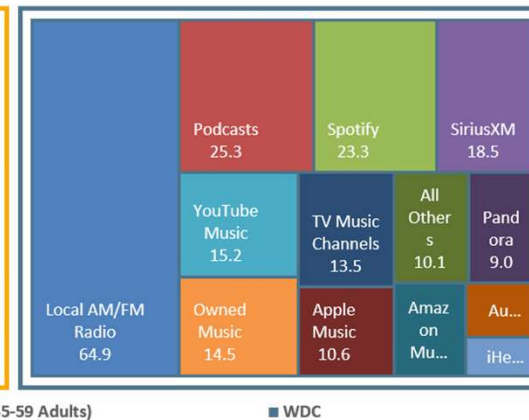
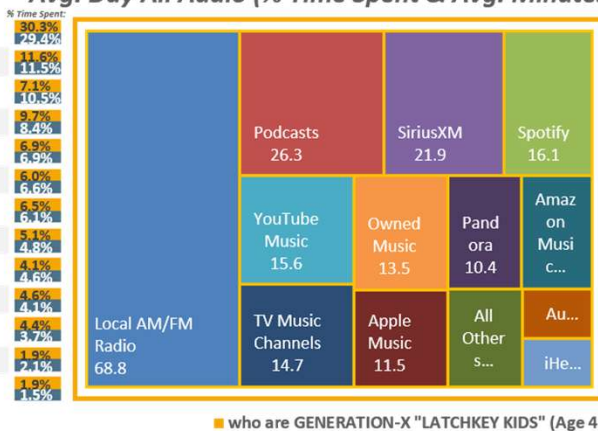


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

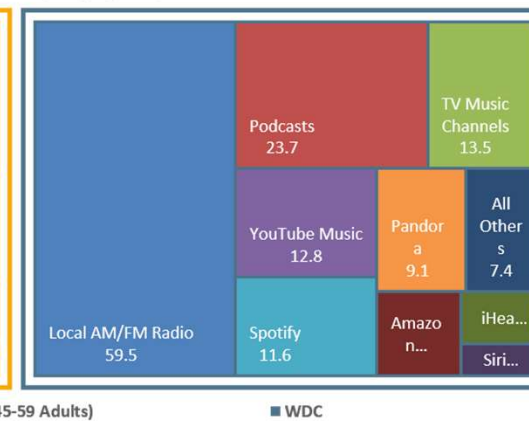
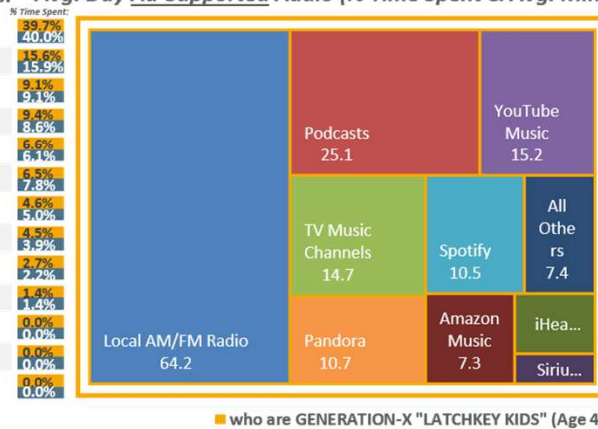




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



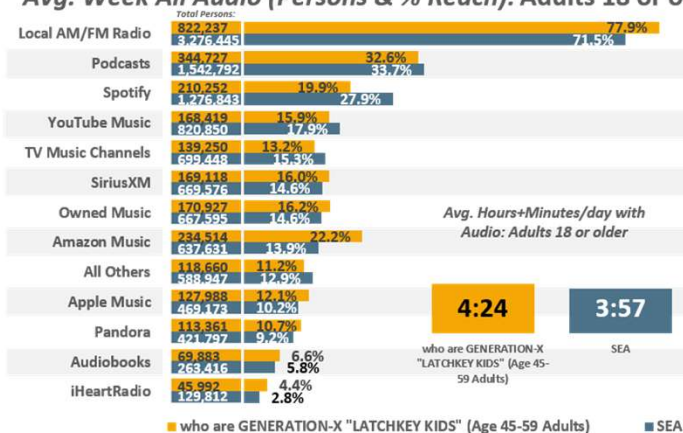
soefa.ai Share of Everything
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

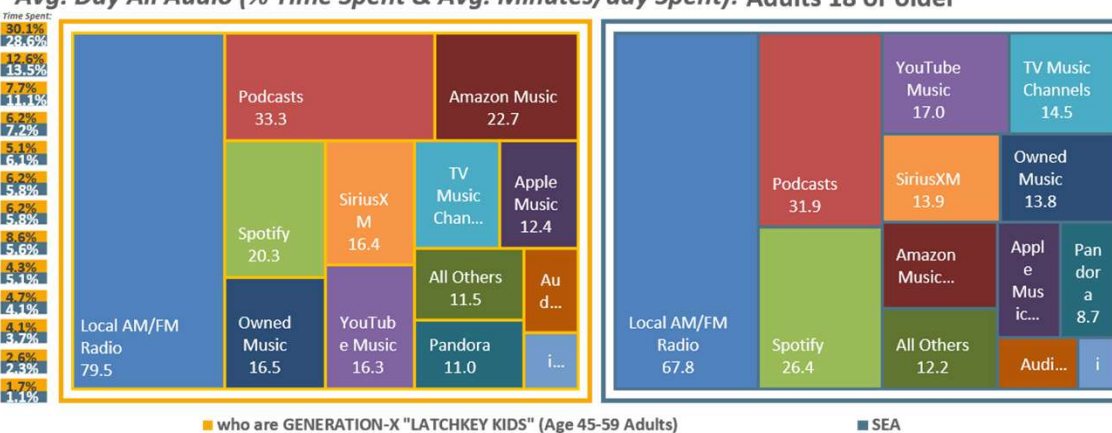


793,777 or 75.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 69.6 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

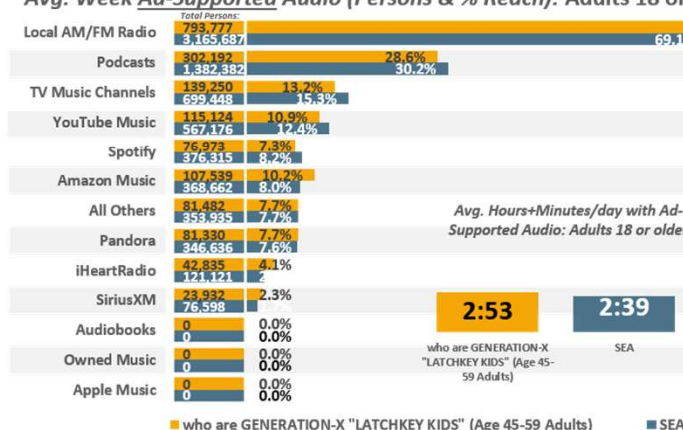
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



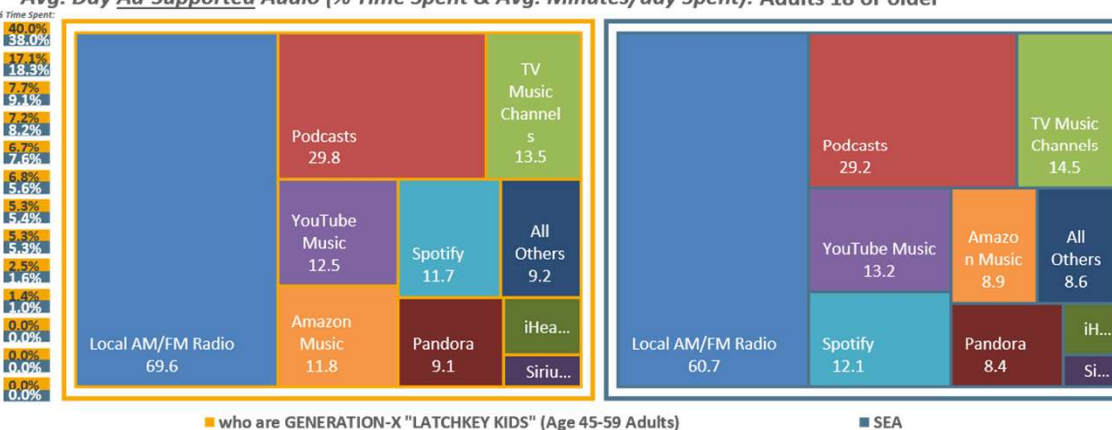
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

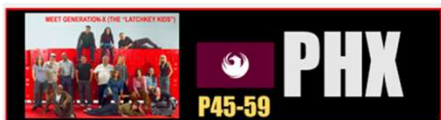


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



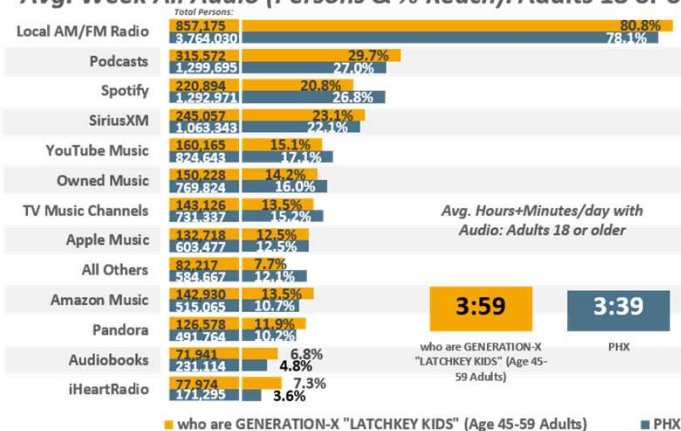
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



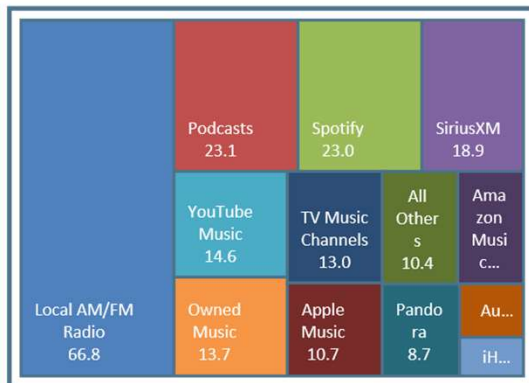
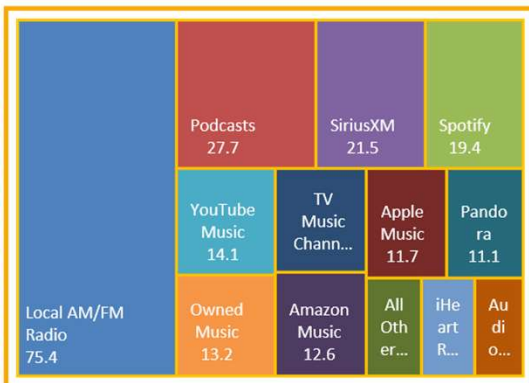


830,717 or 78.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

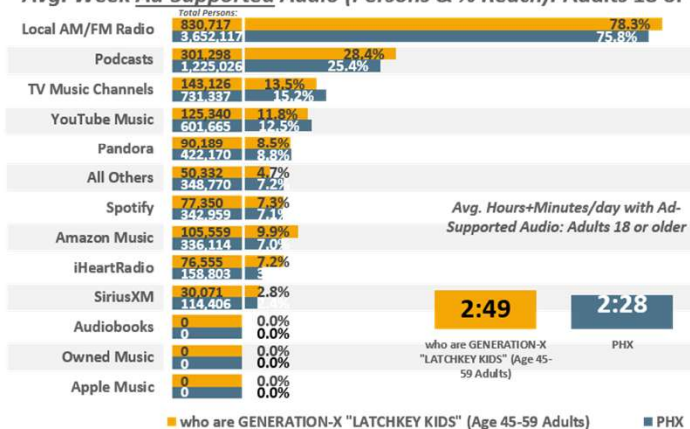
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



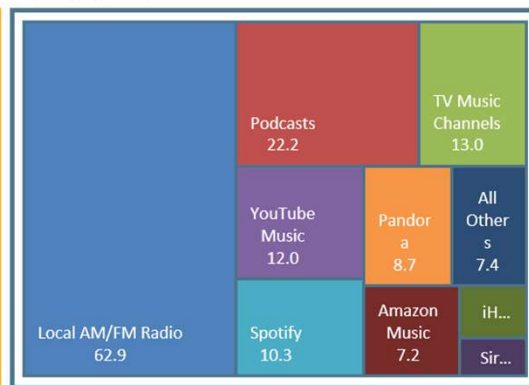
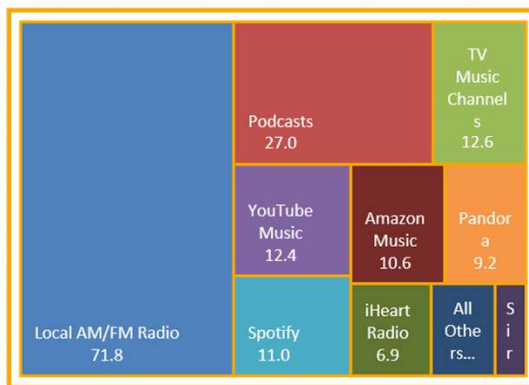
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

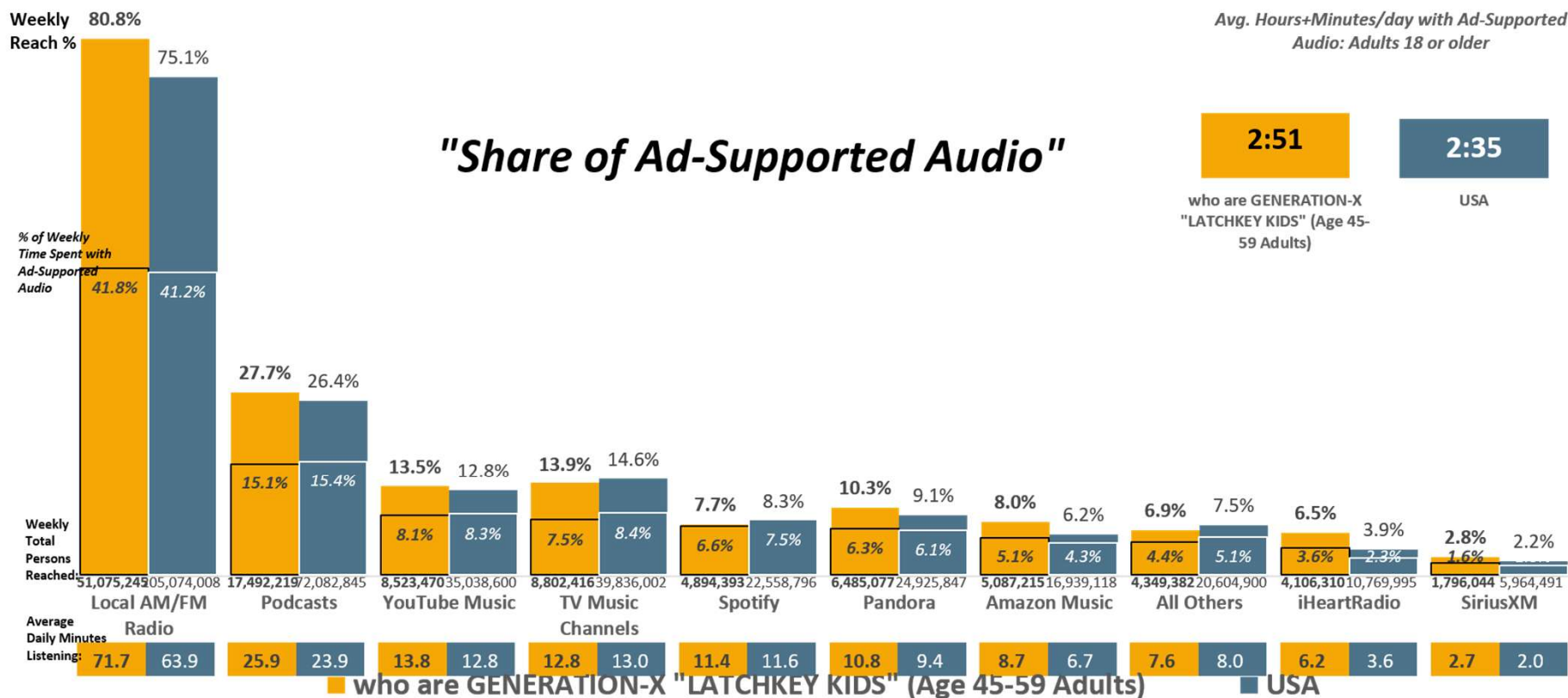


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.



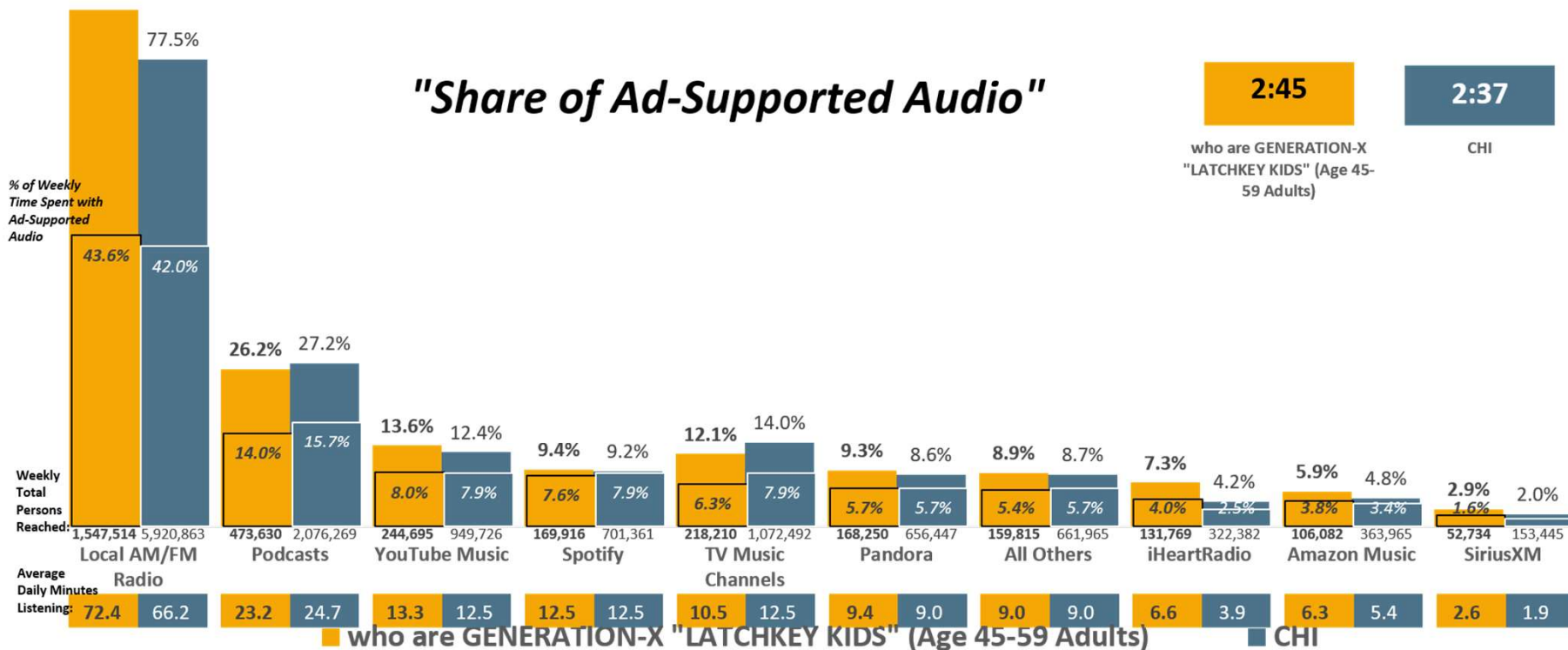


1,547,514 or 85.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 72.4 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 85.7%

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

"Share of Ad-Supported Audio"



2:45
who are GENERATION-X
"LATCHKEY KIDS" (Age 45-
59 Adults)

2:37
CHI



1,097,860 or 76.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

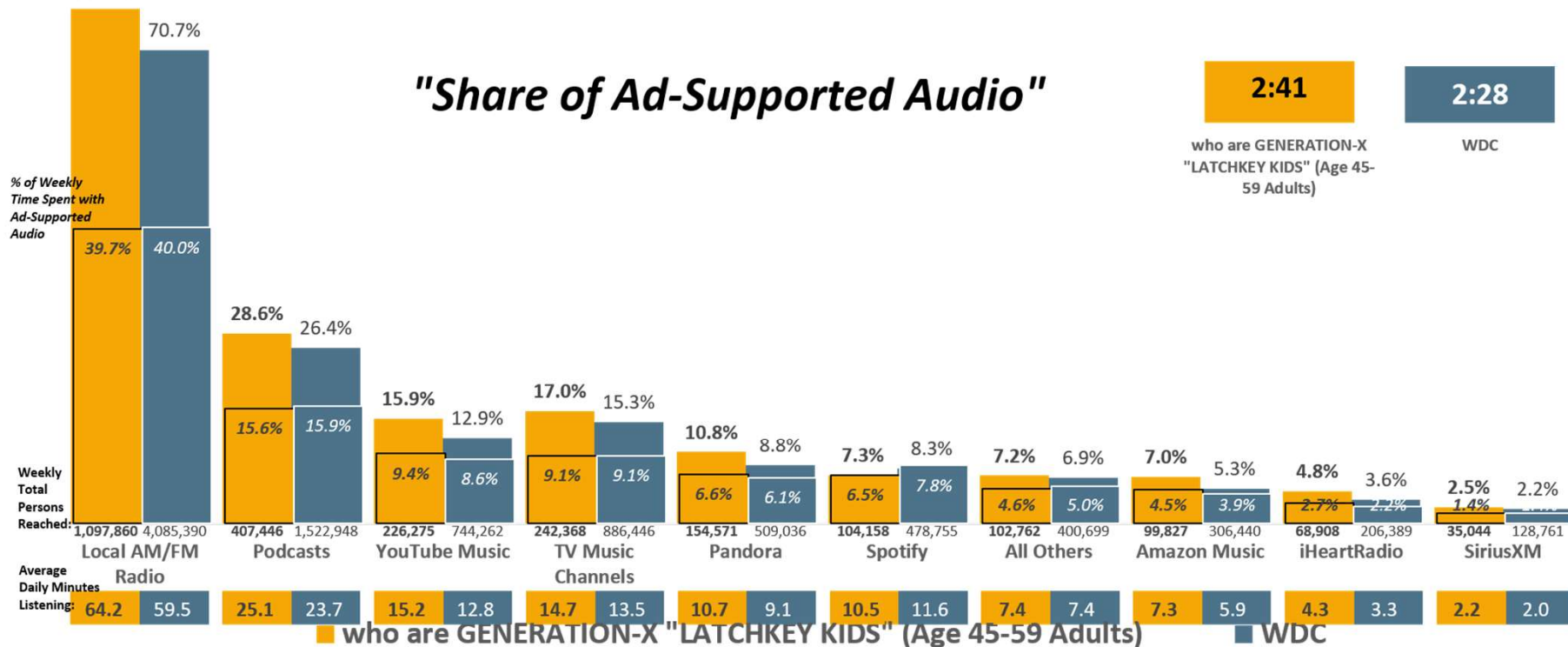
Weekly Reach % 76.9%

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

"Share of Ad-Supported Audio"

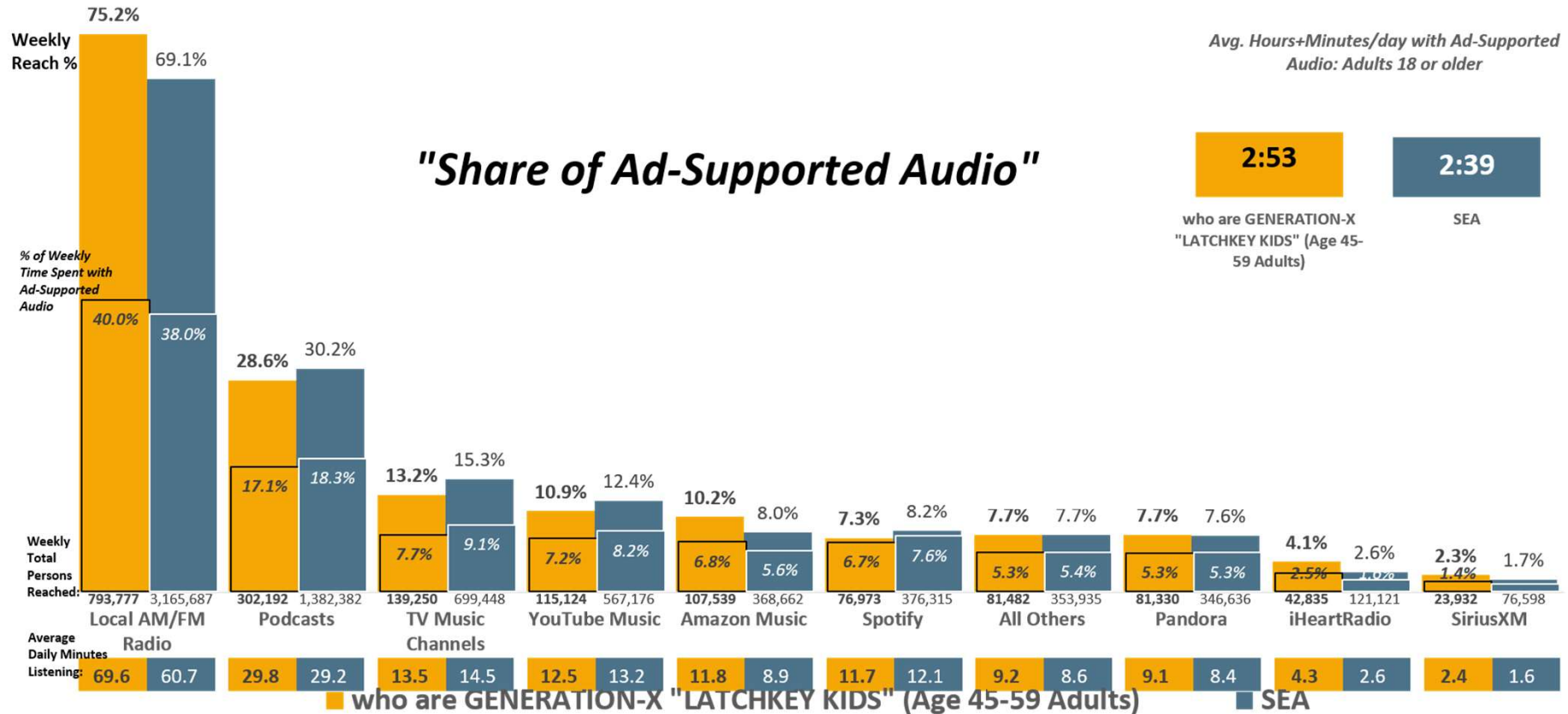
2:41
who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)

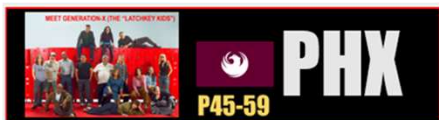
2:28
WDC



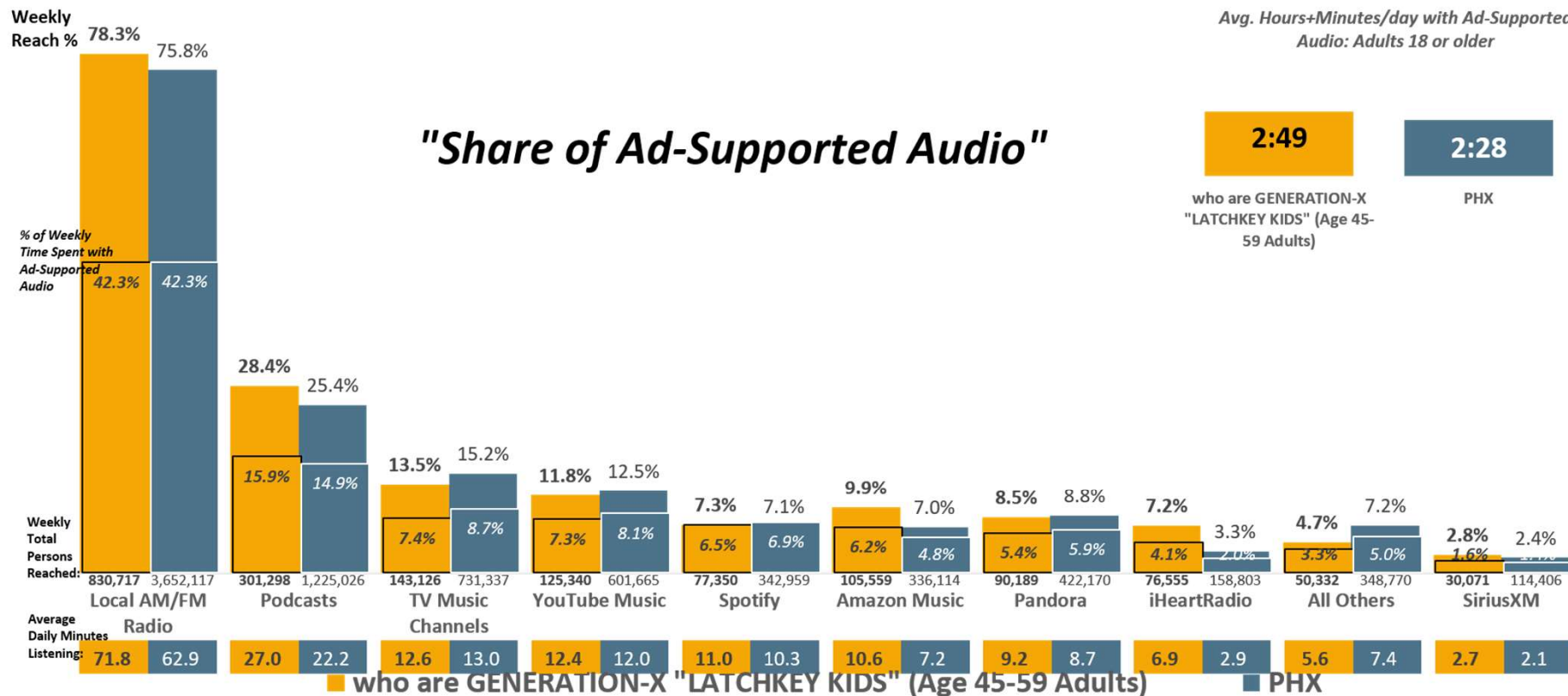


793,777 or 75.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 69.6 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.





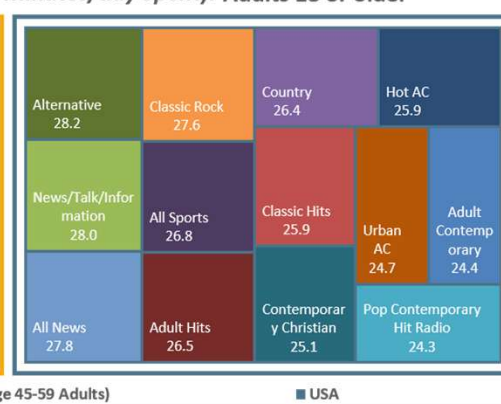
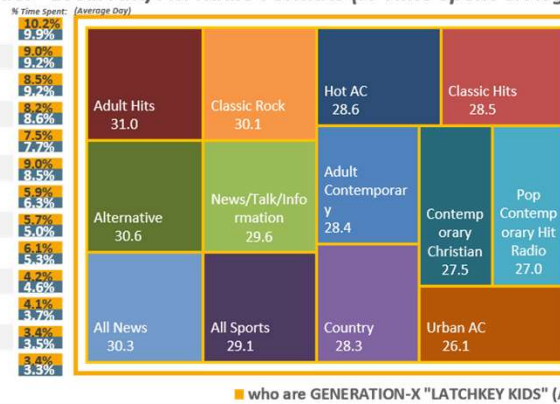
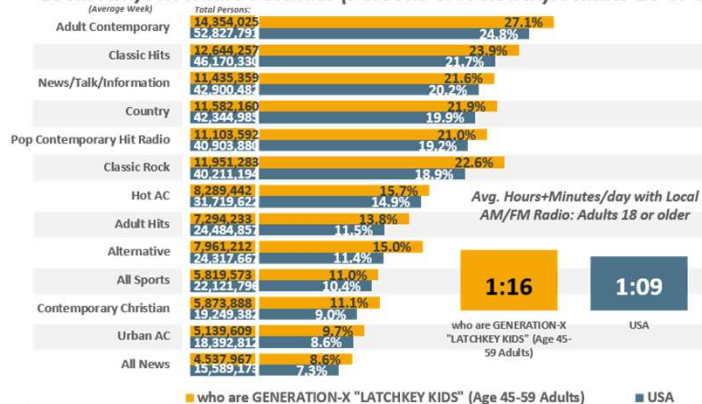
830,717 or 78.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



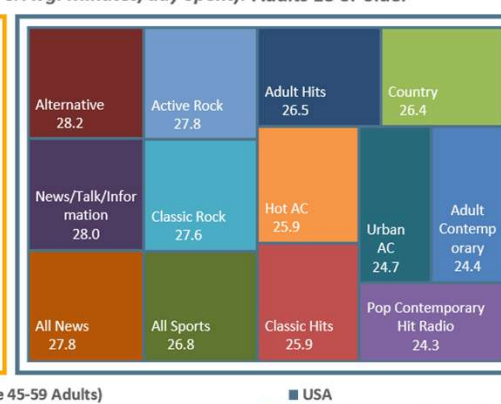
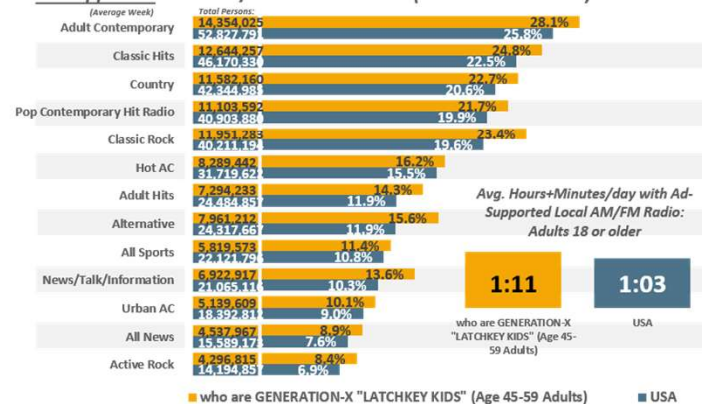


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

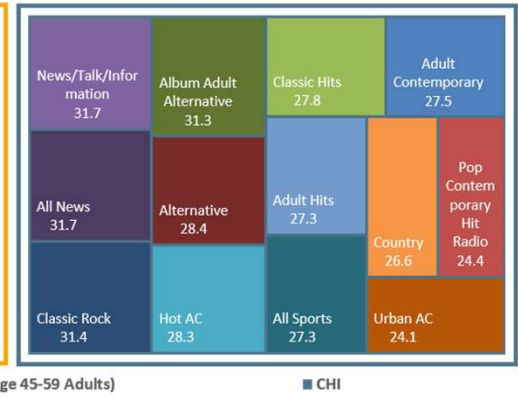
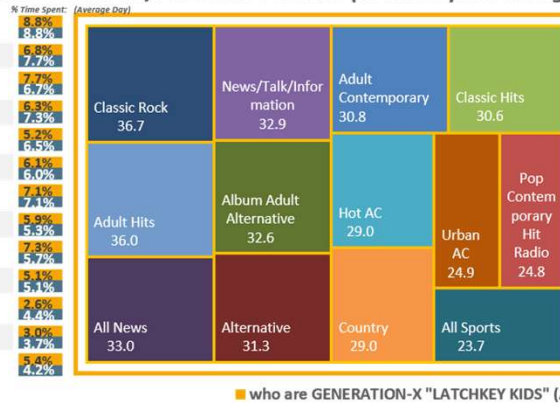
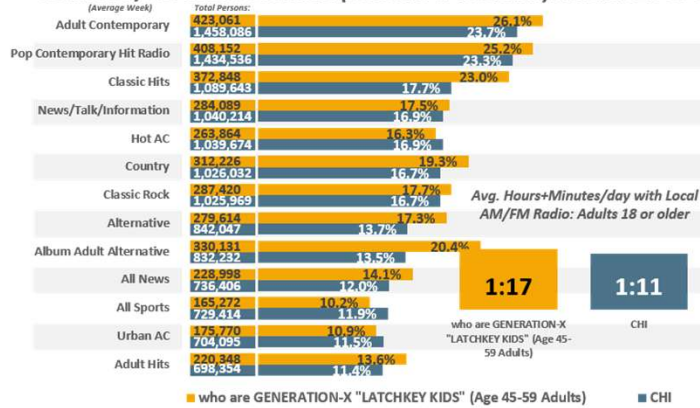
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

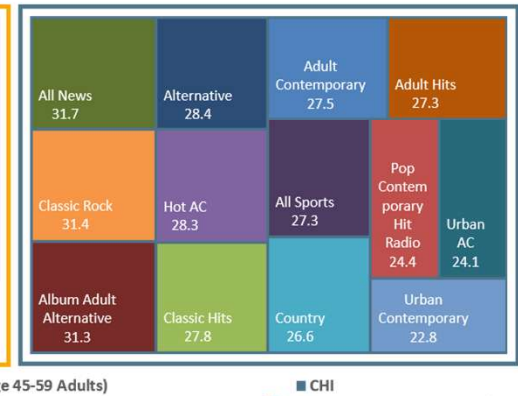
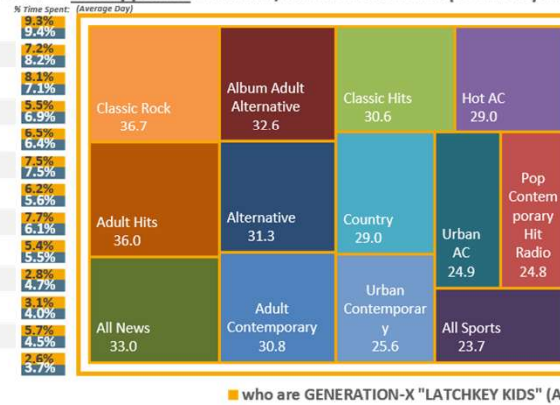
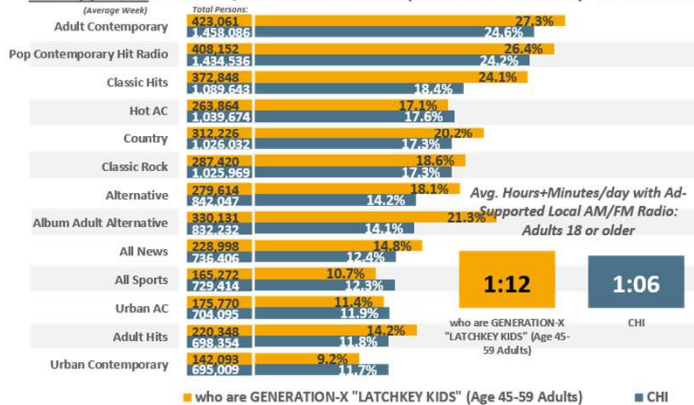


1,547,514 or 85.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Album Adult Alternative, and Cou

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**



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017
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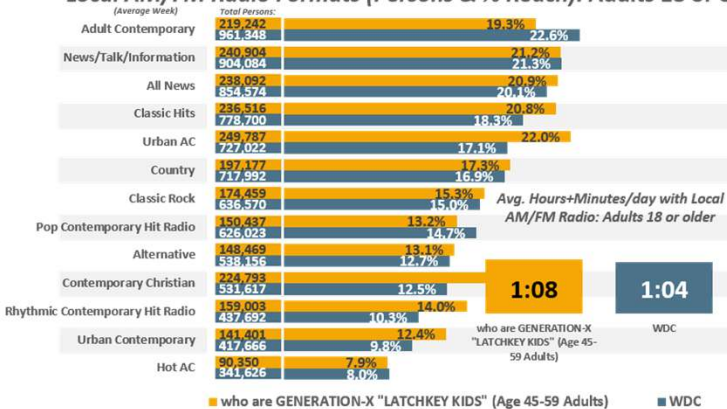
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

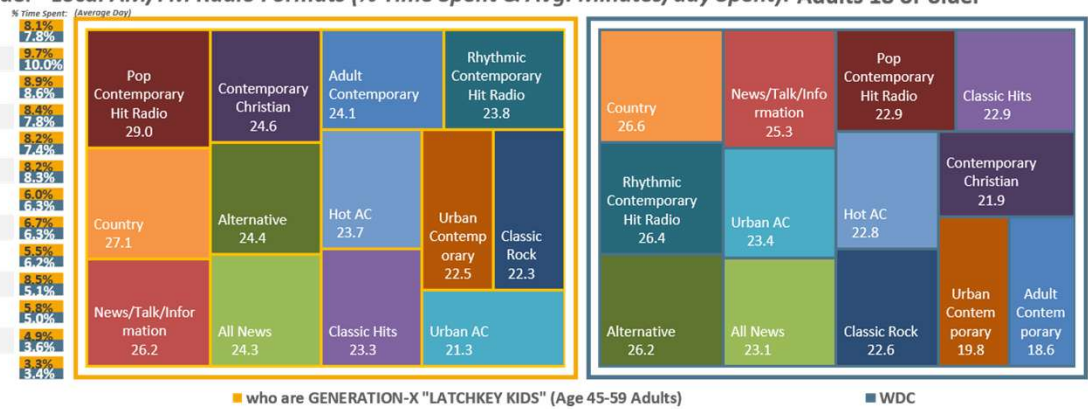


1,097,860 or 76.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, All News, Classic Hits, Adult Contemporary, and Country.

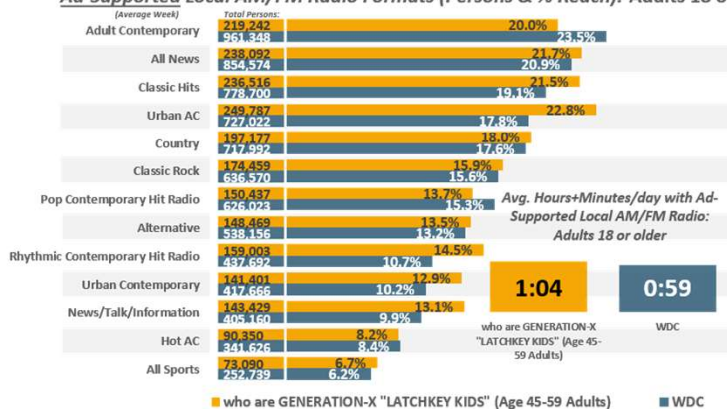
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



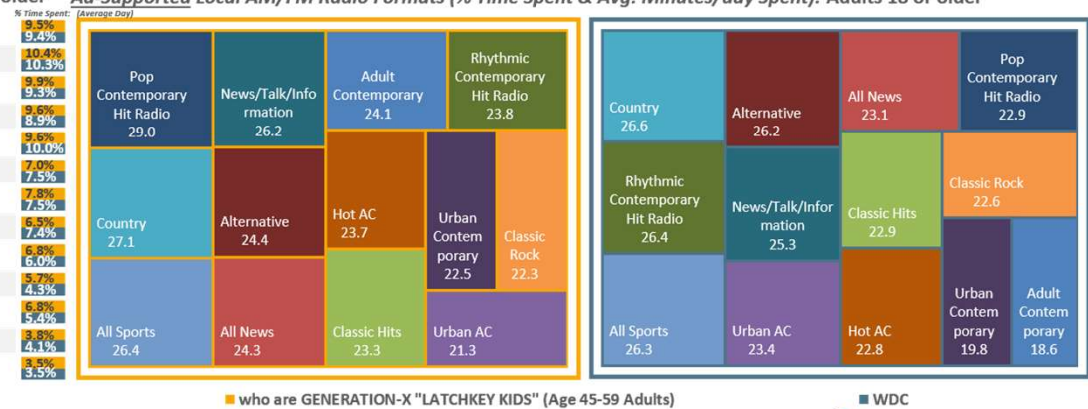
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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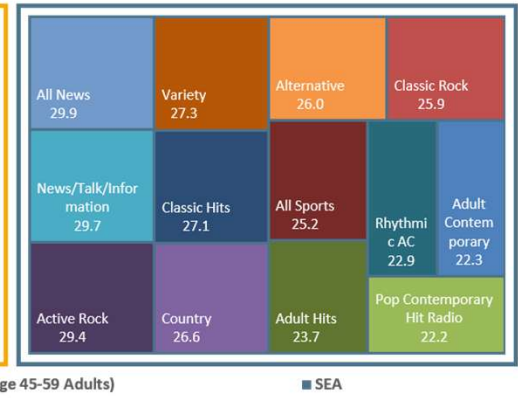
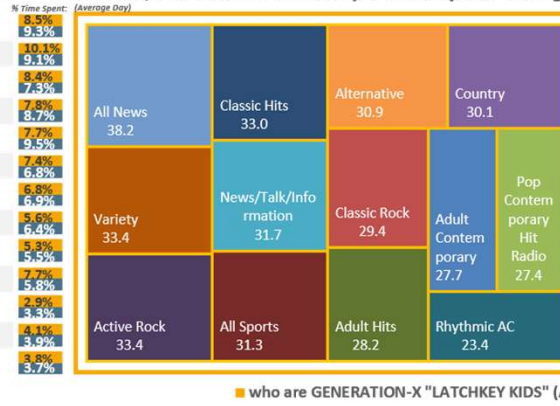
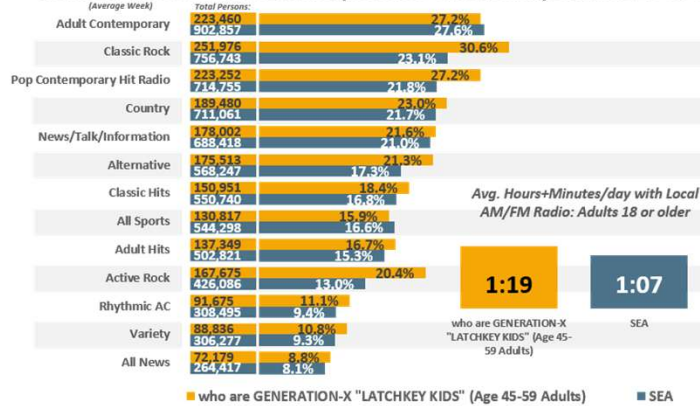
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

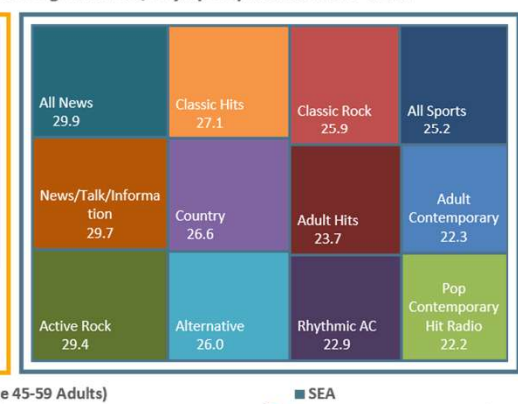
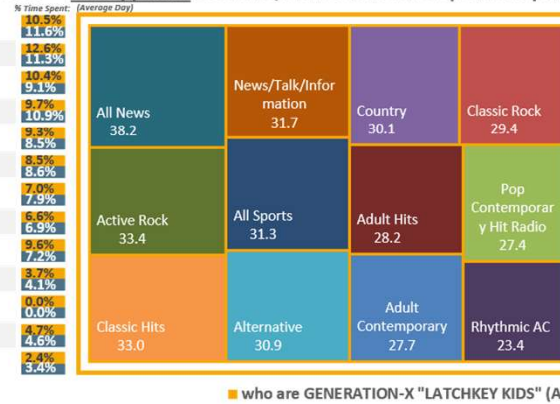
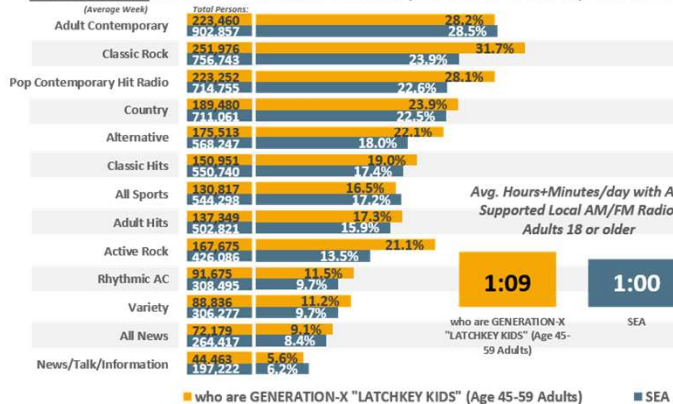


793,777 or 75.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Alternative.

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**



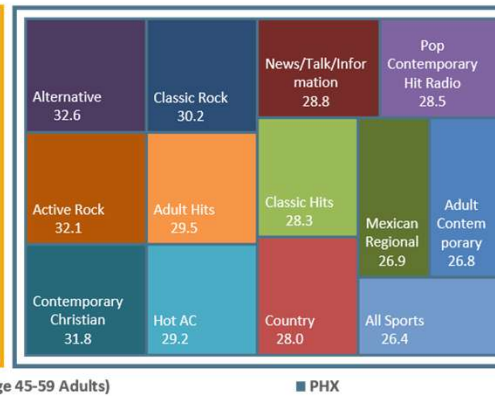
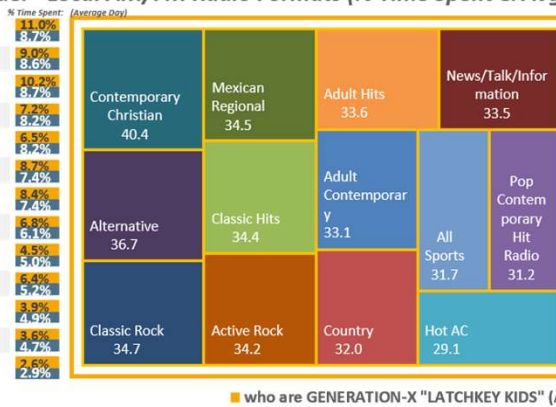
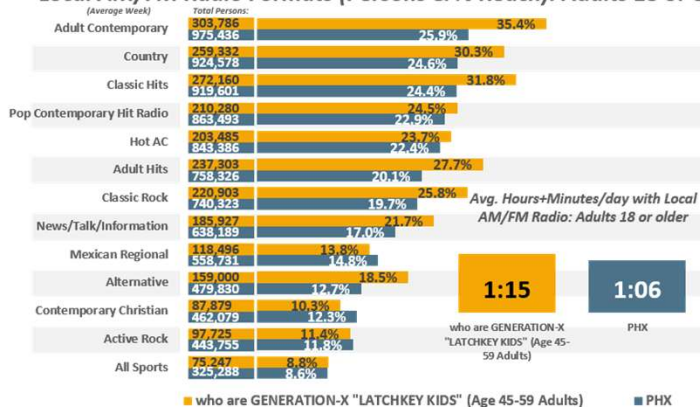
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



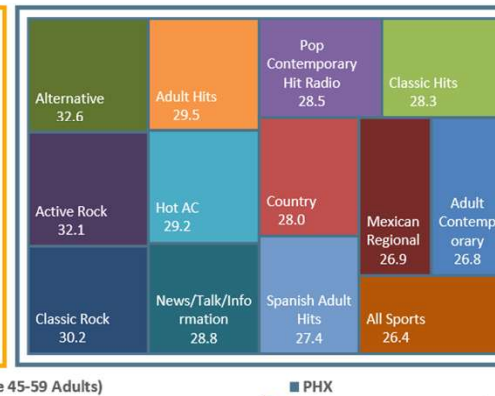
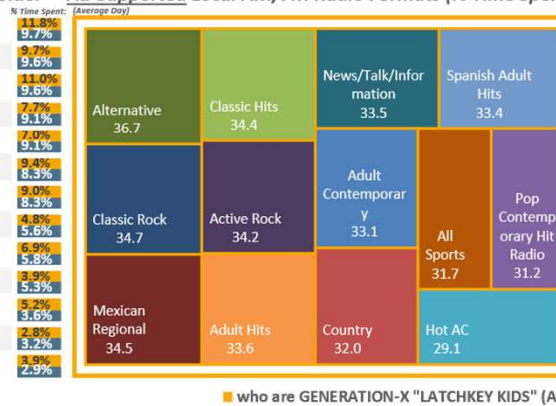
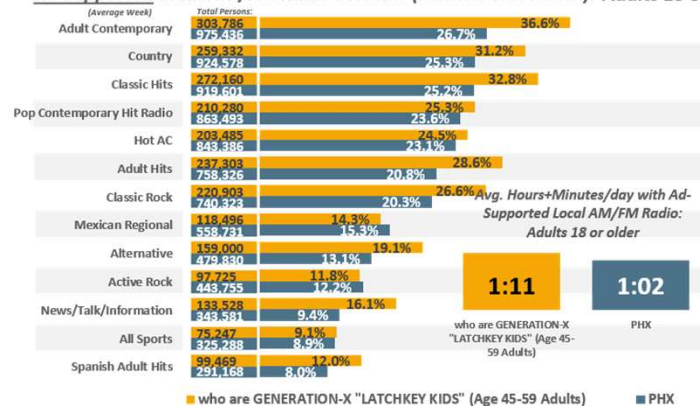


830,717 or 78.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Adult Hits, and Classic Rock.

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**

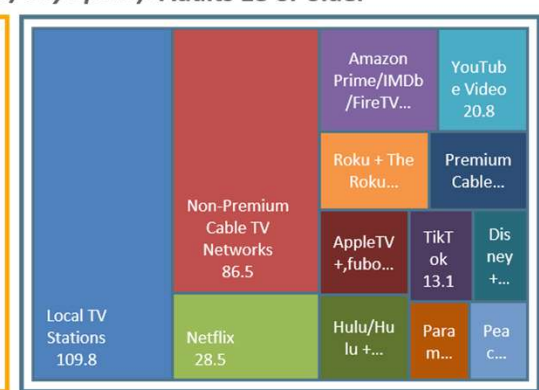
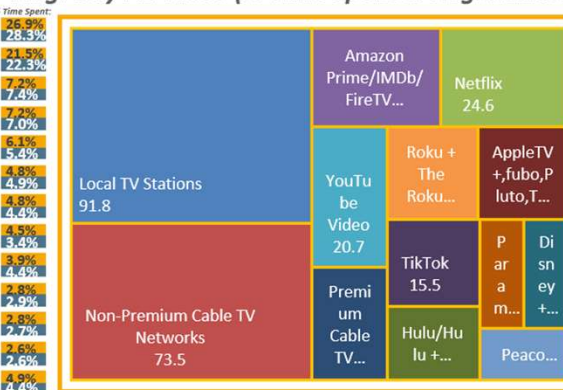
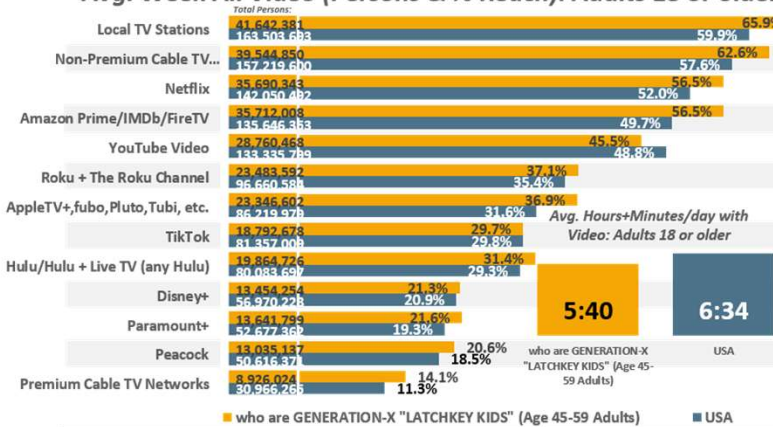




41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

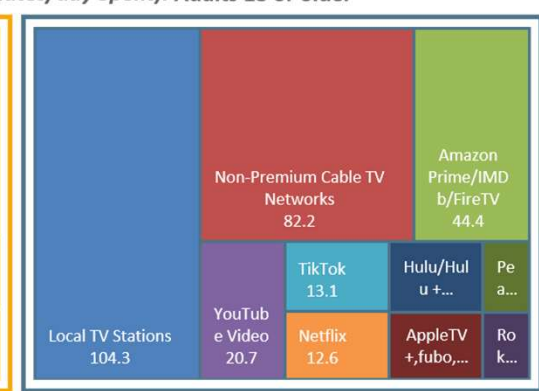
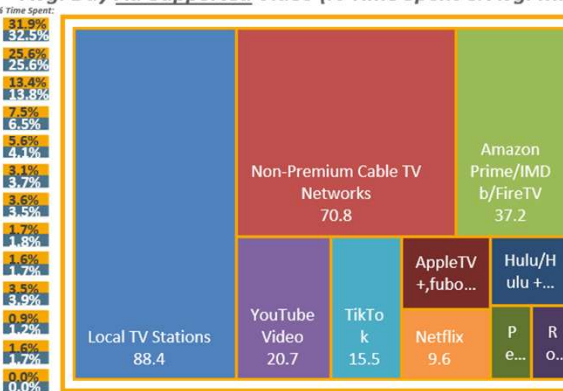
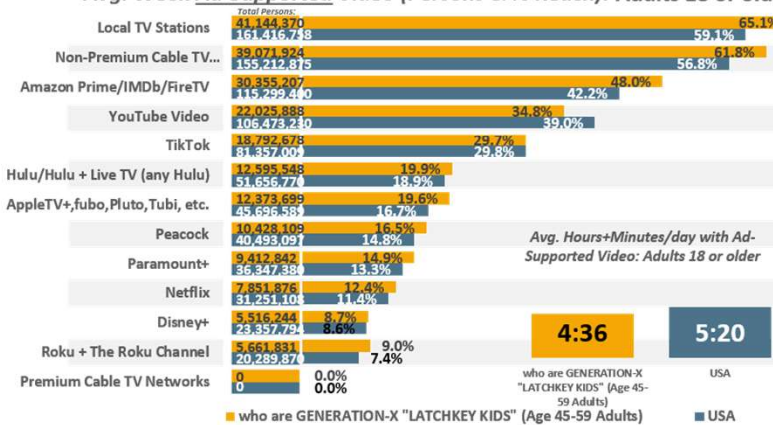
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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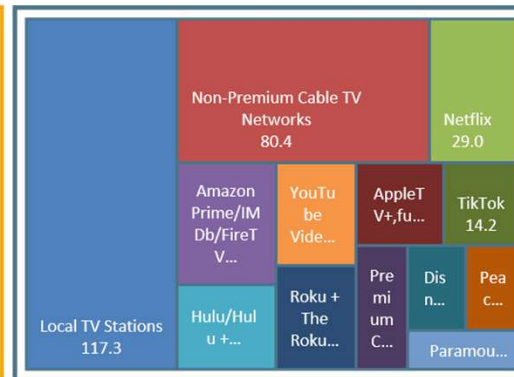
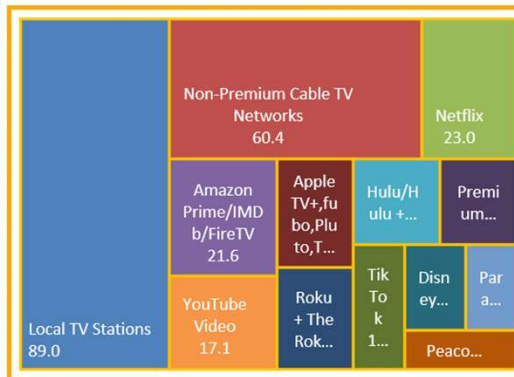
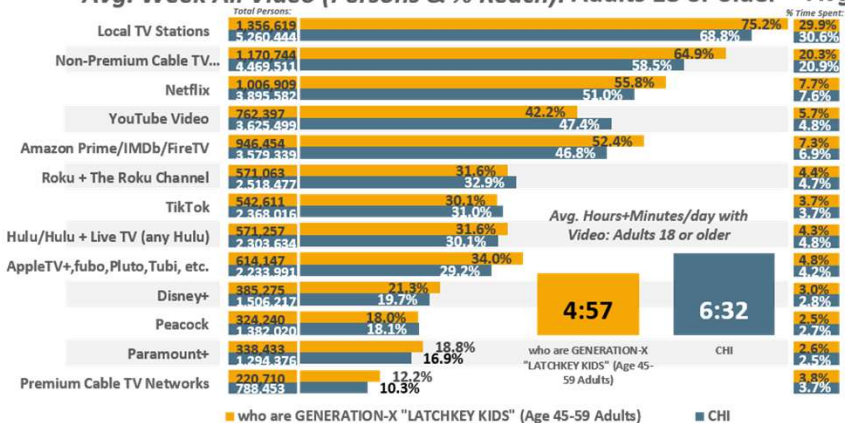
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



1,339,591 or 74.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 85.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

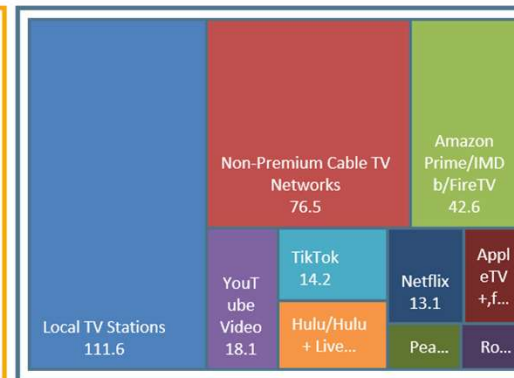
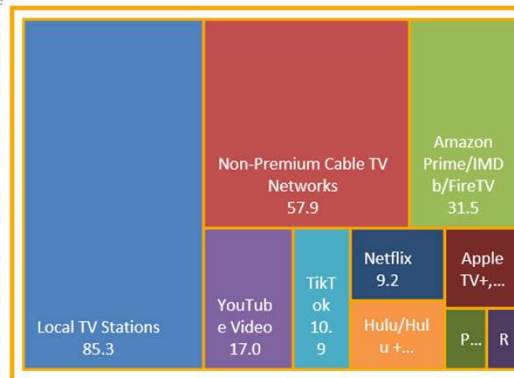
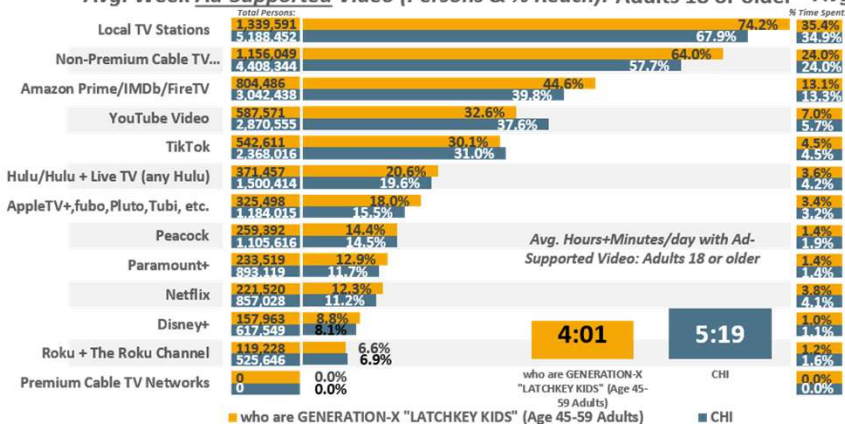
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017
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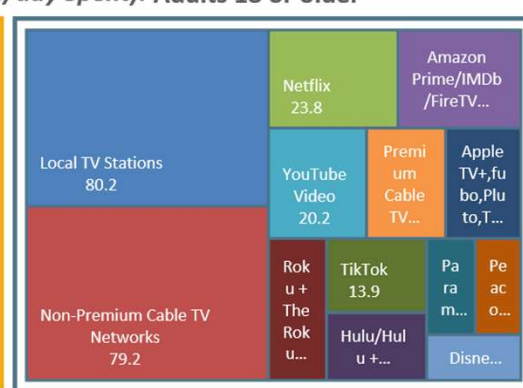
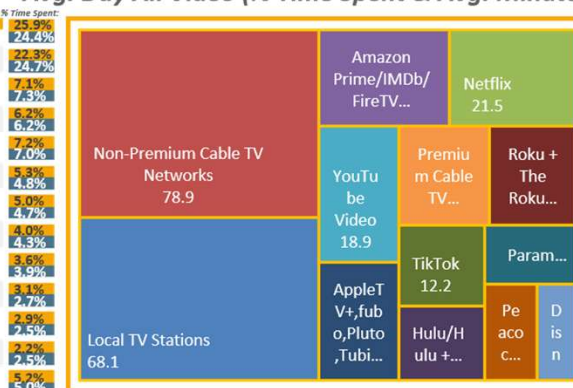
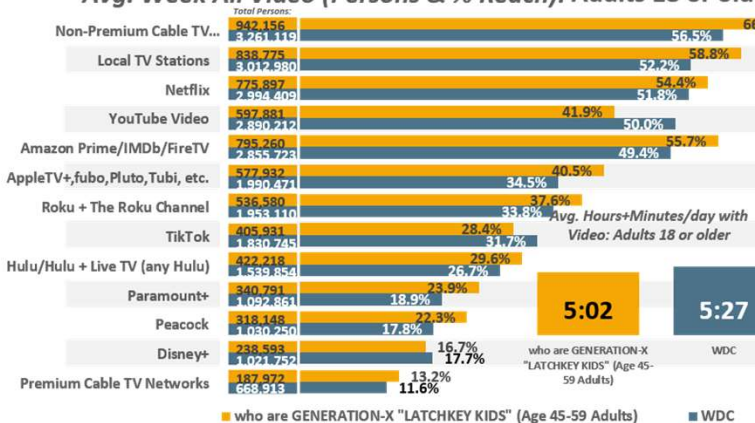
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



830,058 or 58.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

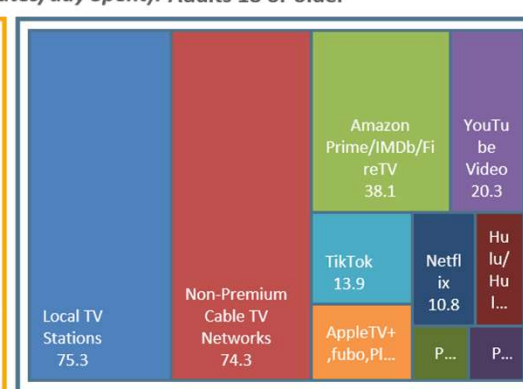
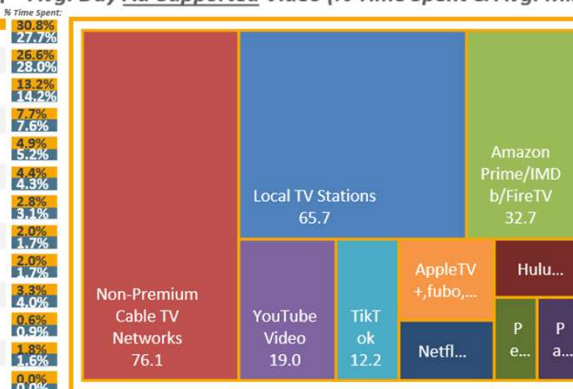
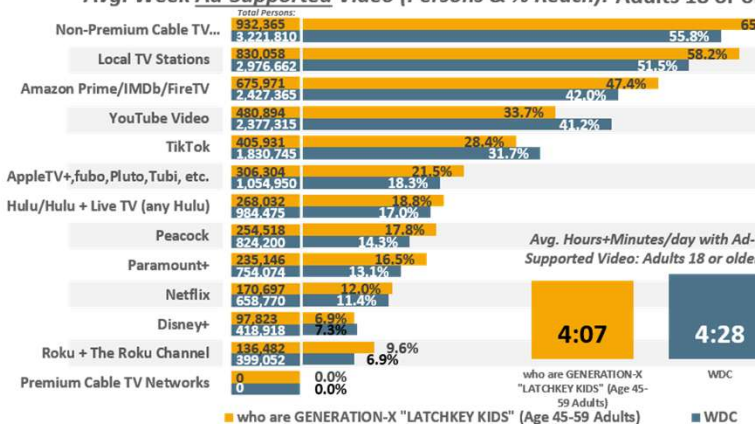
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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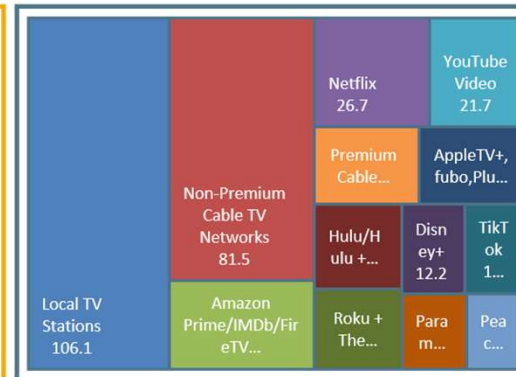
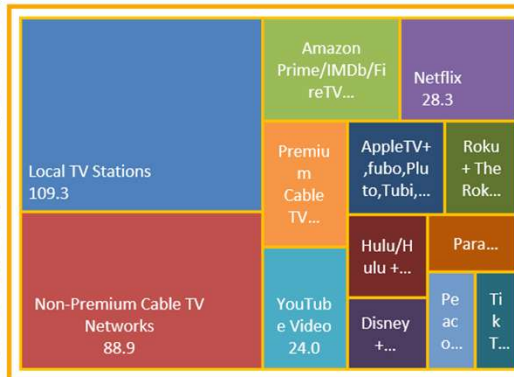
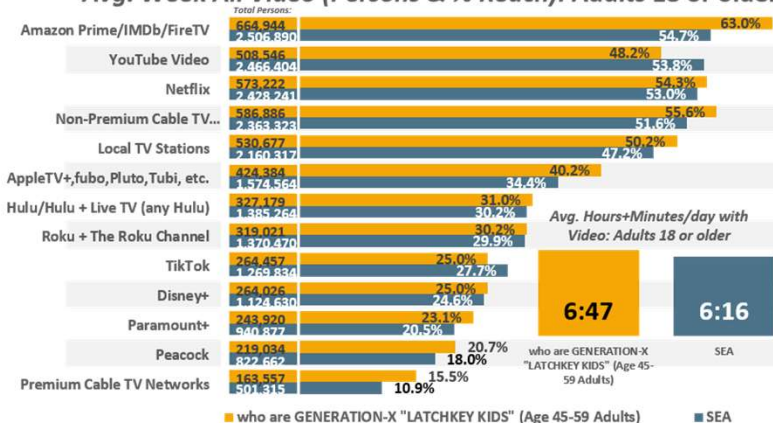
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



523,197 or 49.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 103.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

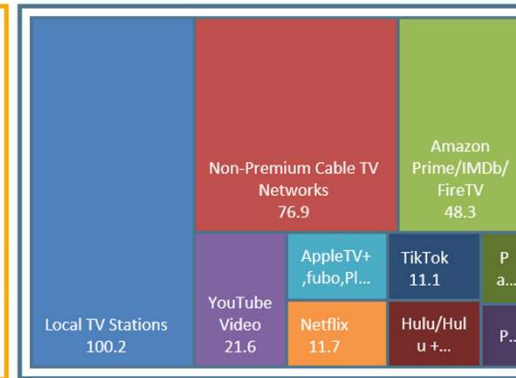
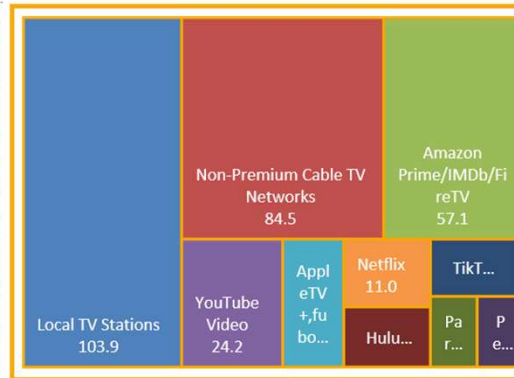
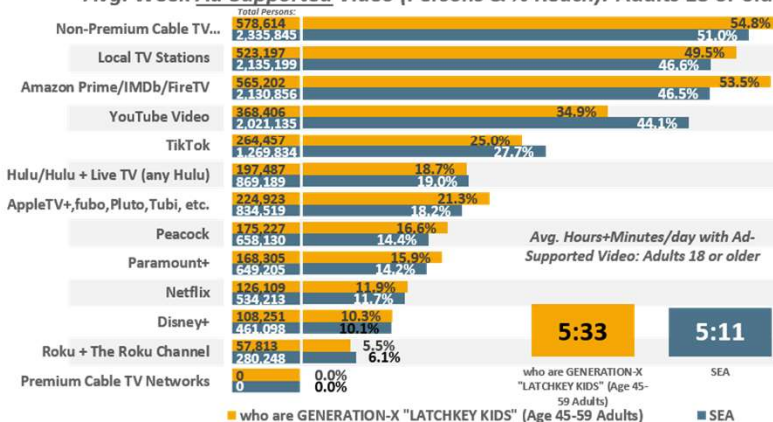
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

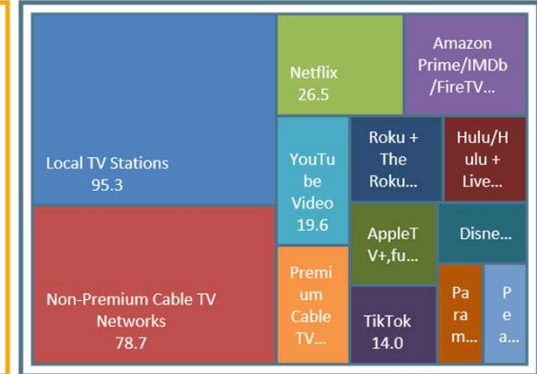
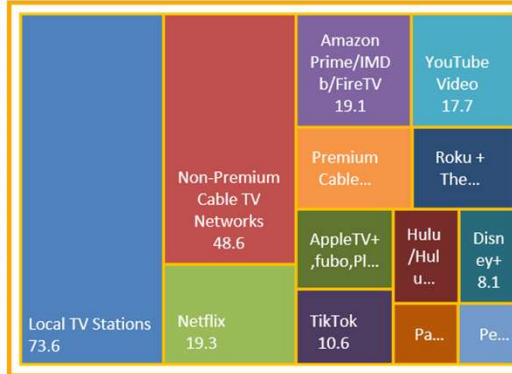
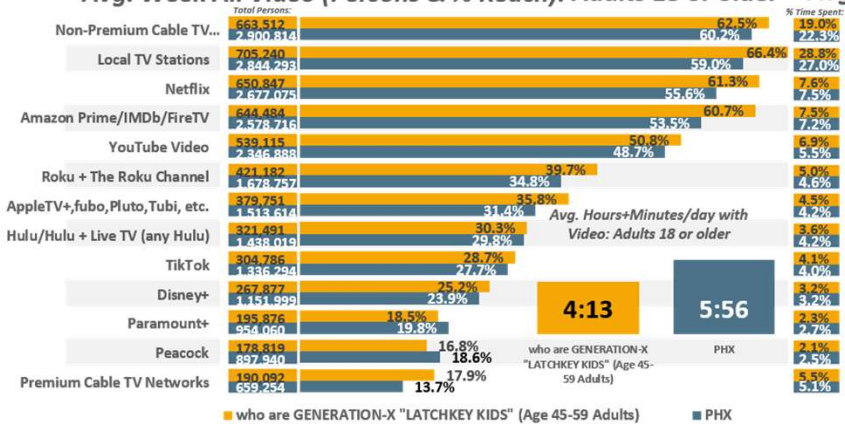




699,099 or 65.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 71.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

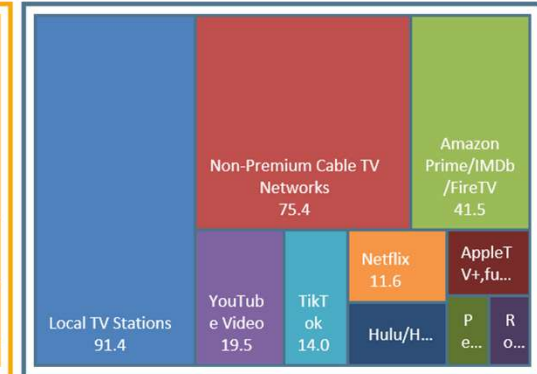
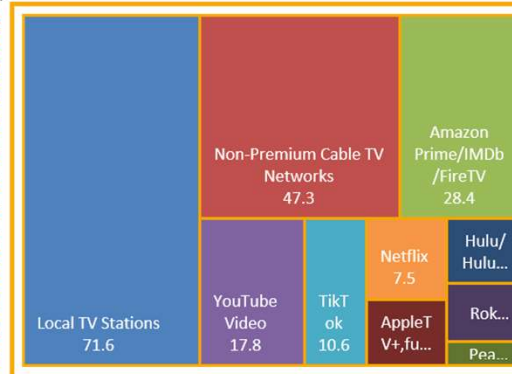
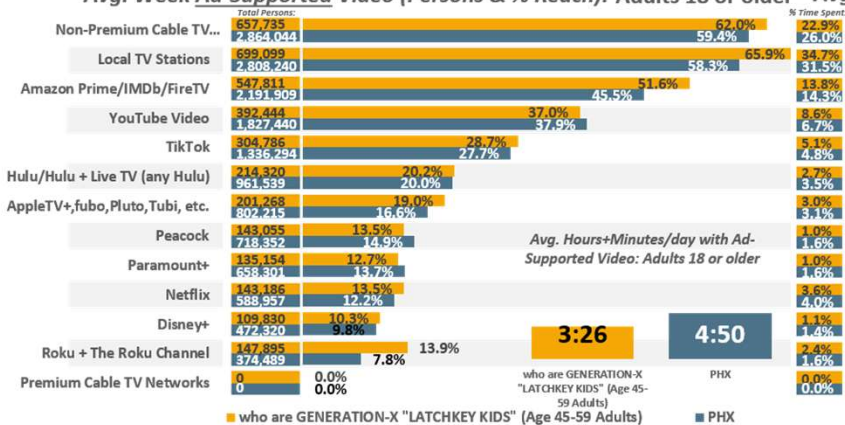
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 603
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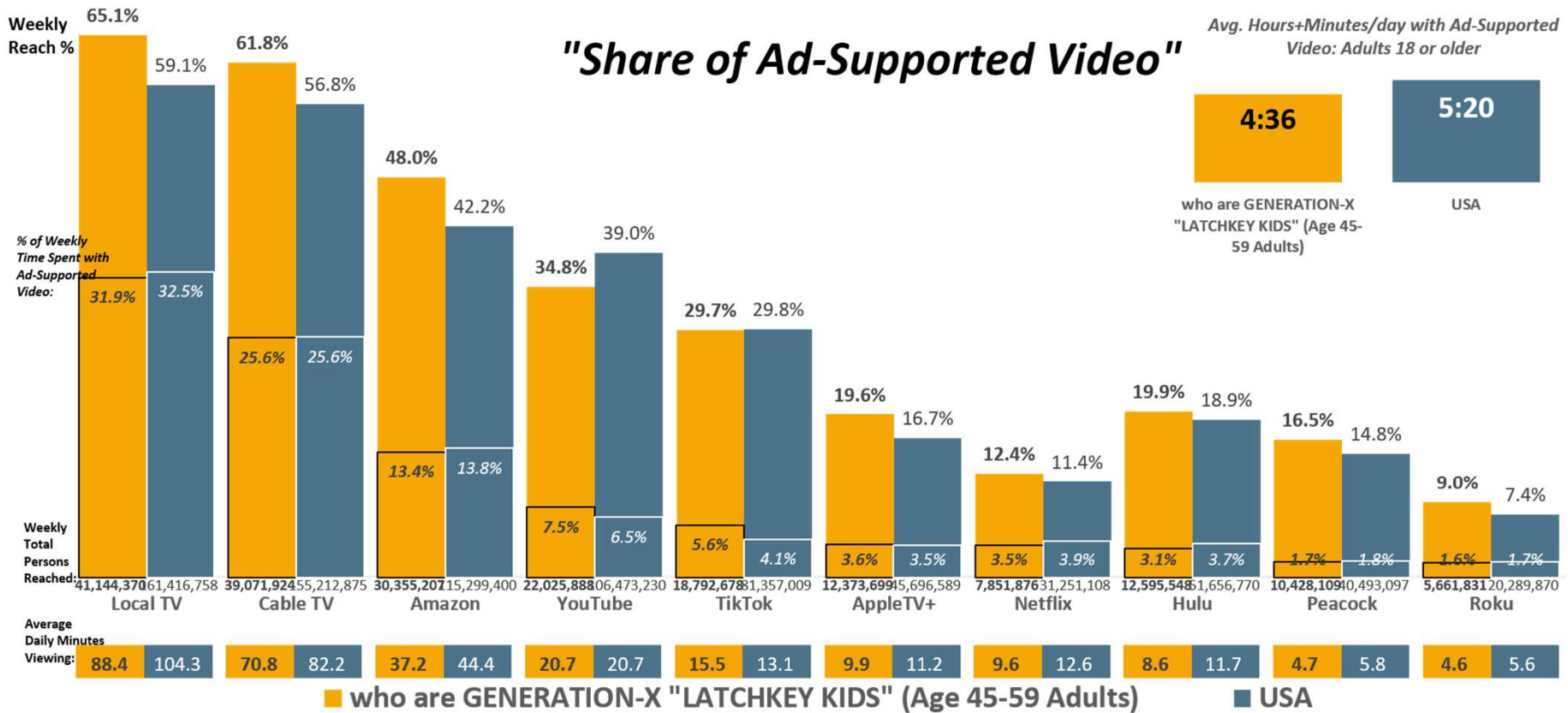
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

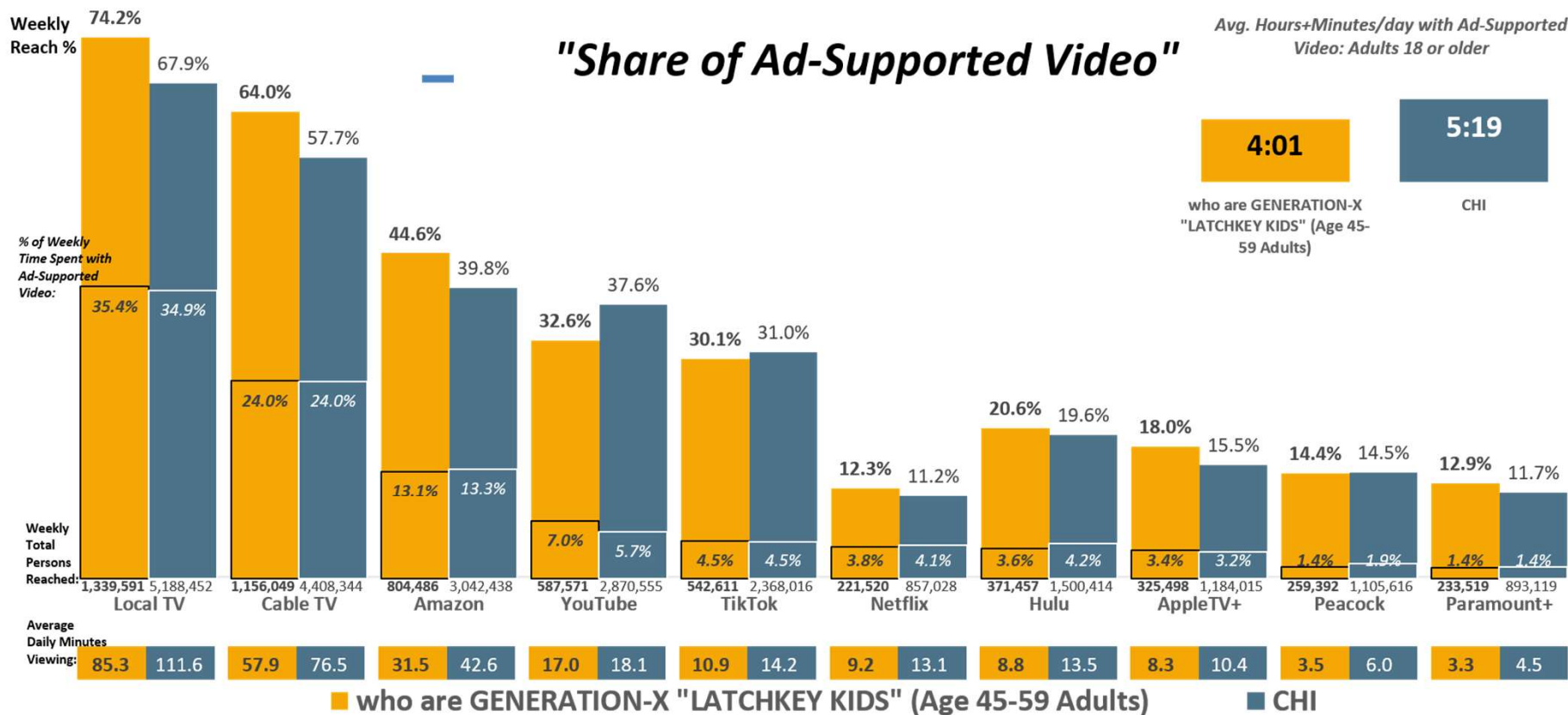
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



1,339,591 or 74.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 85.3 minutes every day representing 35.4% of all time spent daily with Ad-Supported Video.

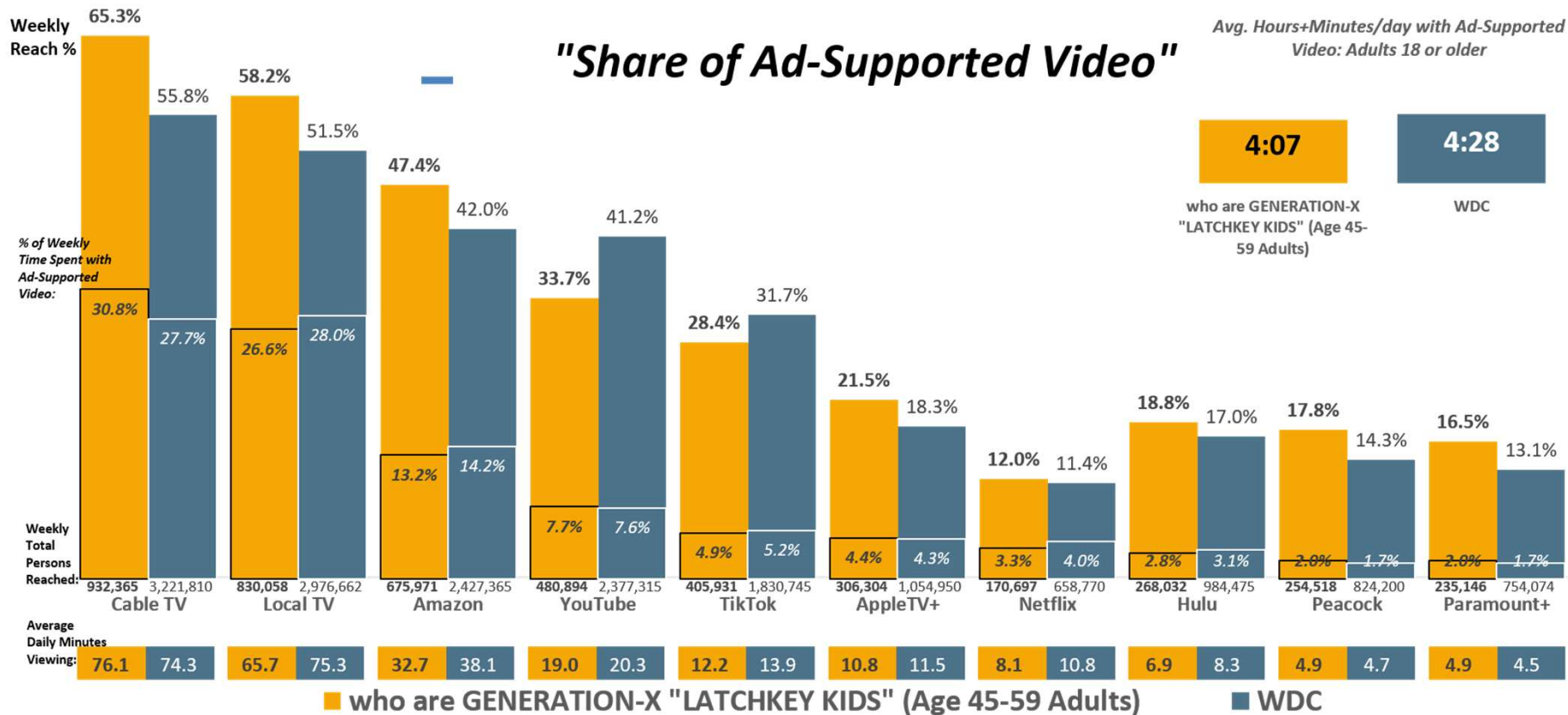
"Share of Ad-Supported Video"





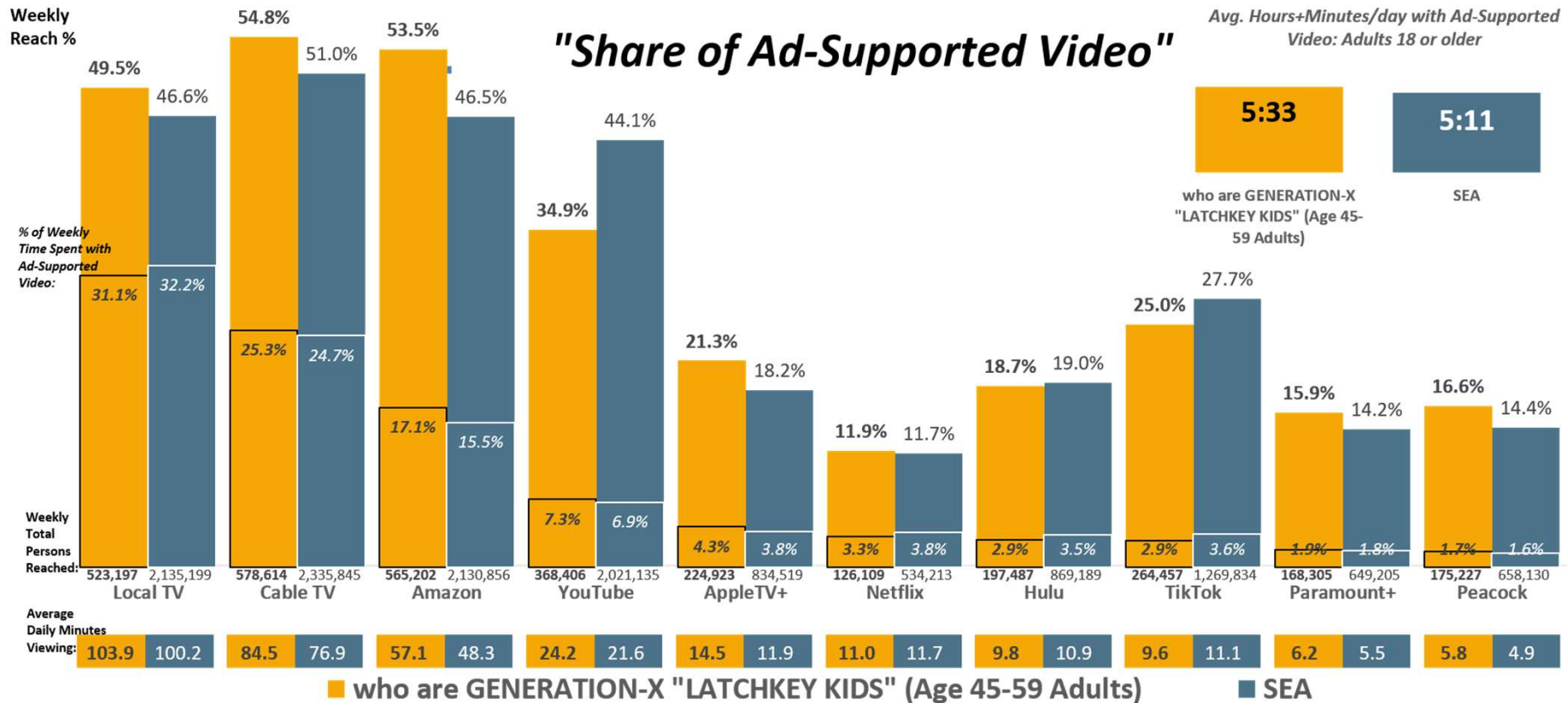
830,058 or 58.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 26.6% of all time spent daily with Ad-Supported Video.

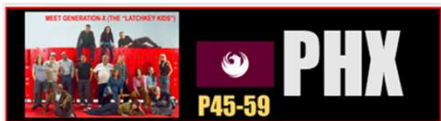
"Share of Ad-Supported Video"





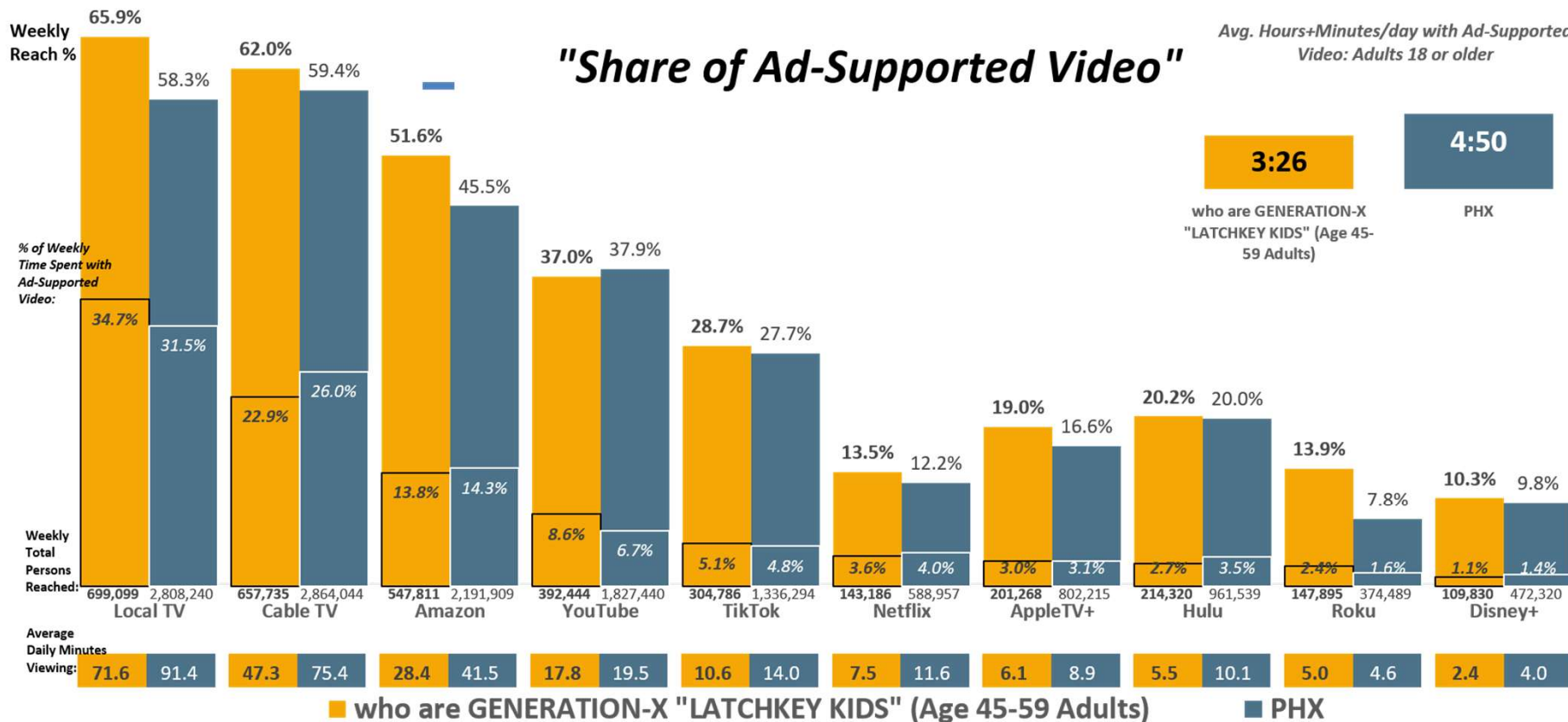
523,197 or 49.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 103.9 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.





699,099 or 65.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 71.6 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

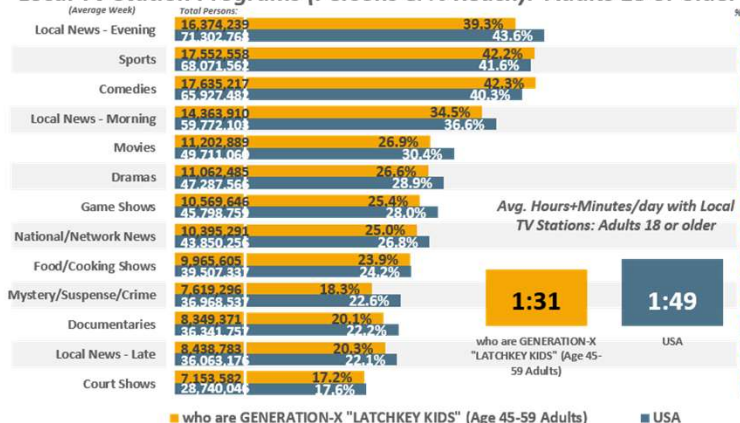
"Share of Ad-Supported Video"



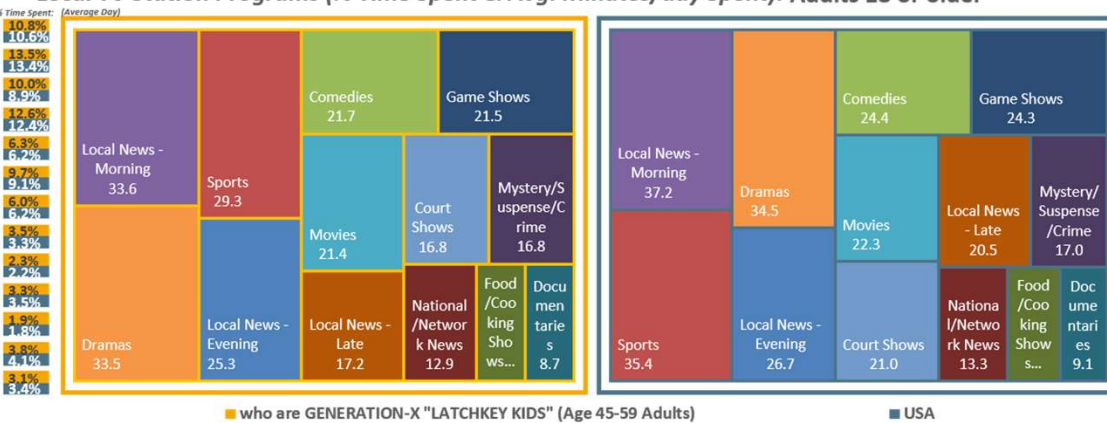


41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

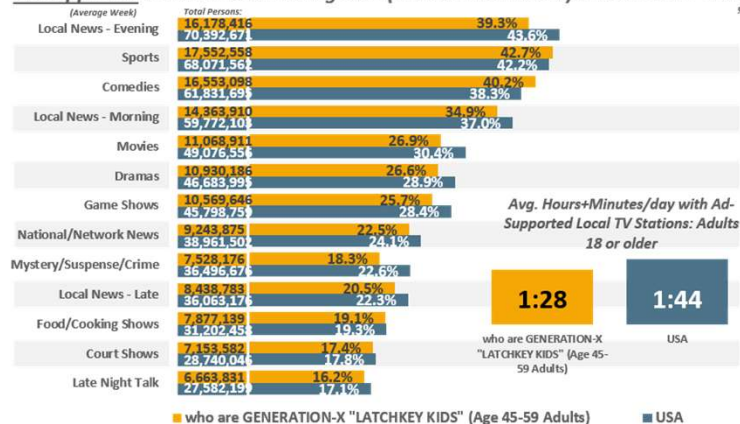
Local TV Station Programs (Persons & % Reach): Adults 18 or older



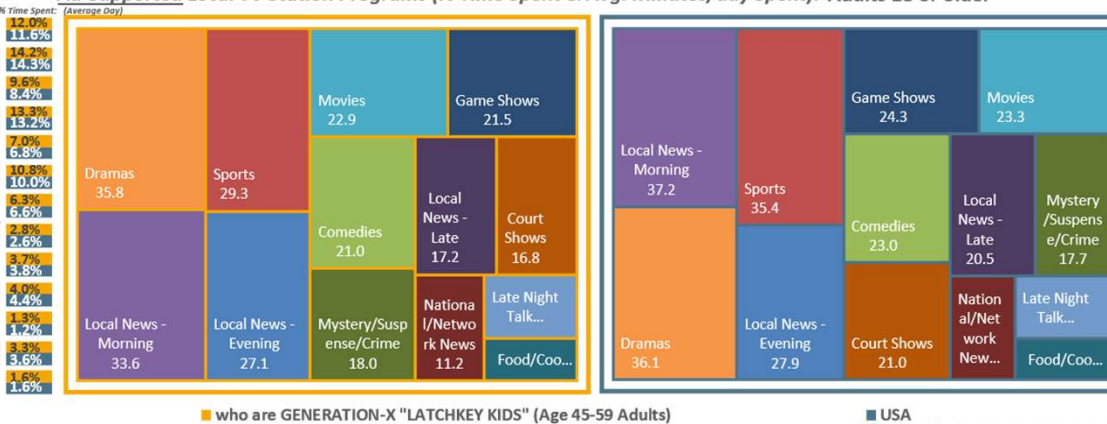
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



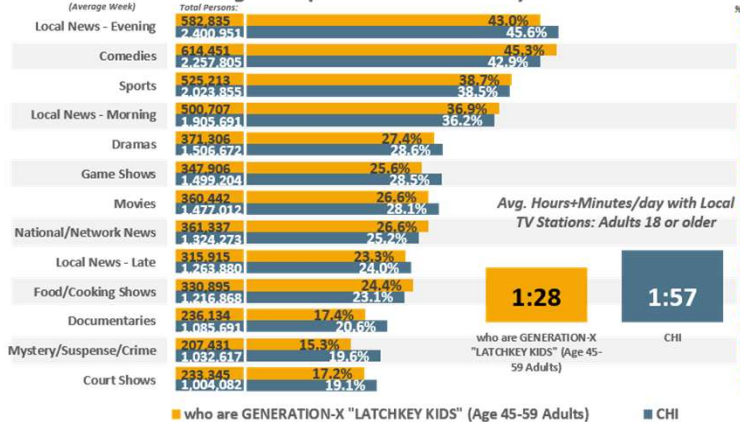
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



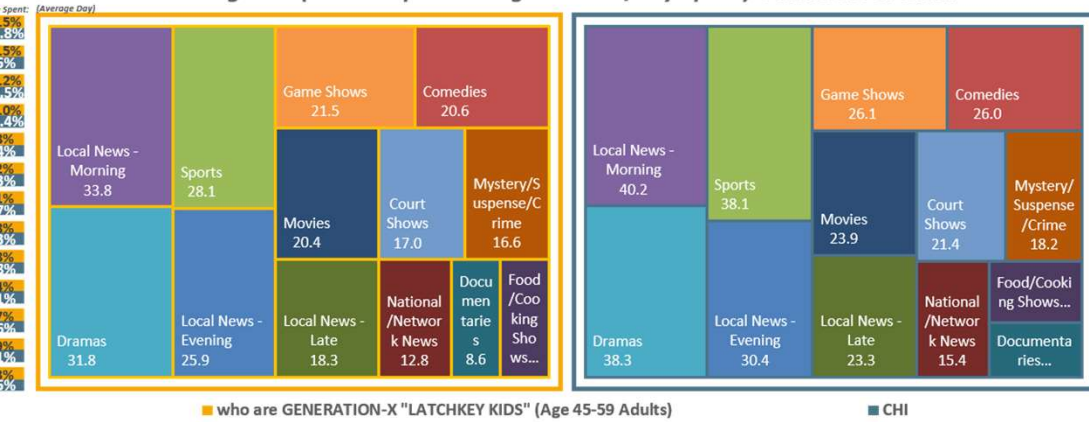


1,339,591 or 74.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Dramas, and Movies.

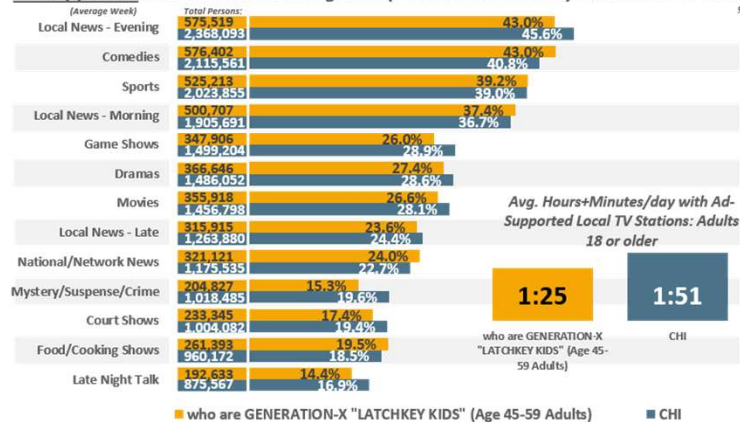
Local TV Station Programs (Persons & % Reach): Adults 18 or older



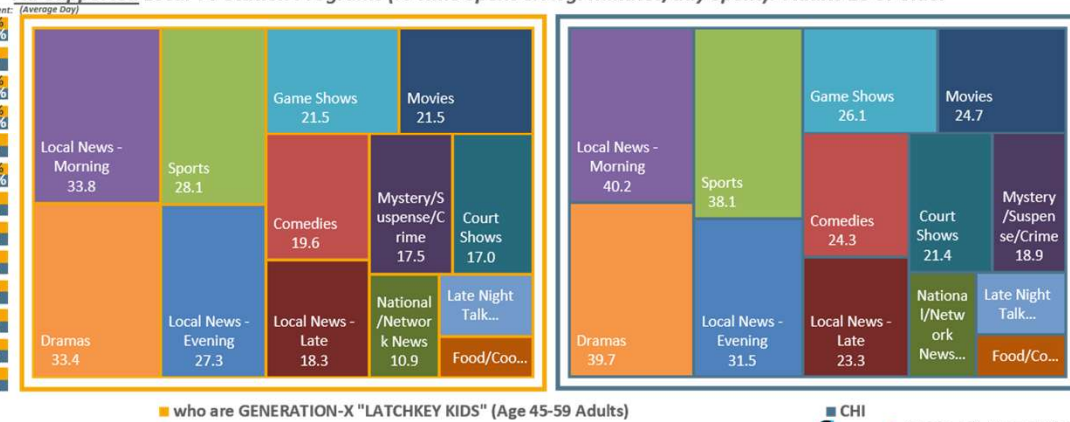
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



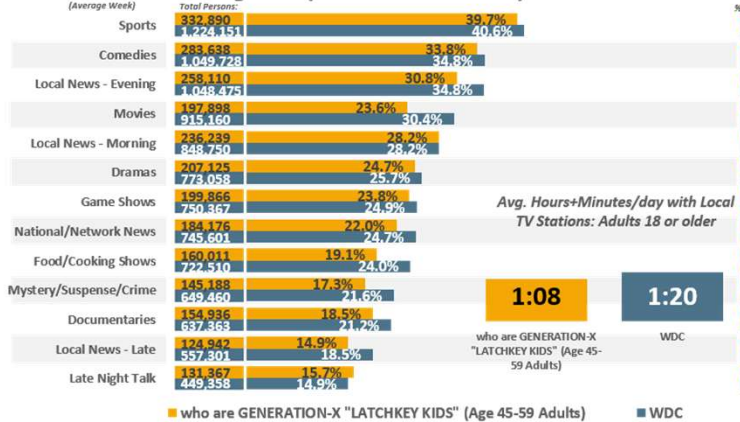
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



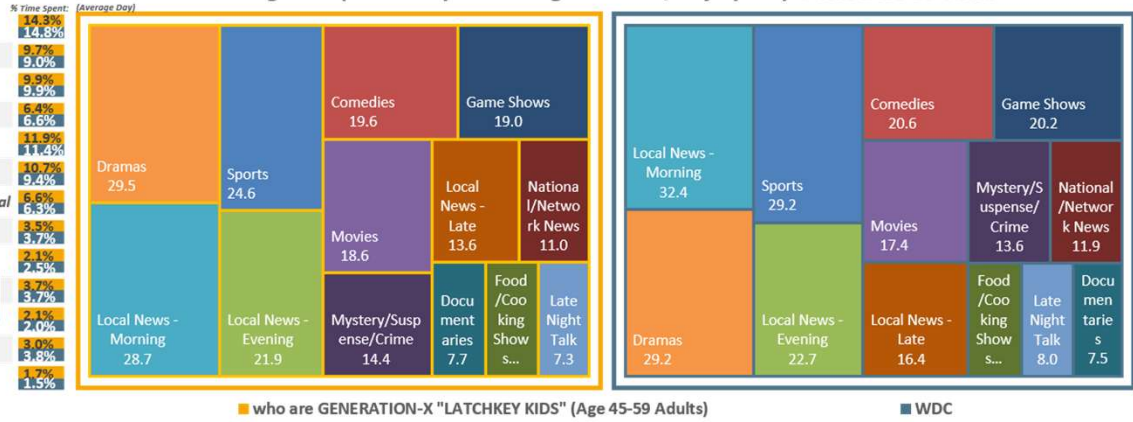


830,058 or 58.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Dramas, and Game Shows.

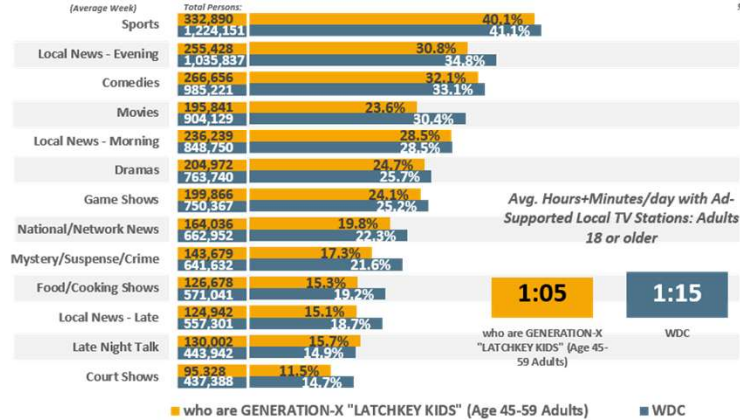
Local TV Station Programs (Persons & % Reach): Adults 18 or older



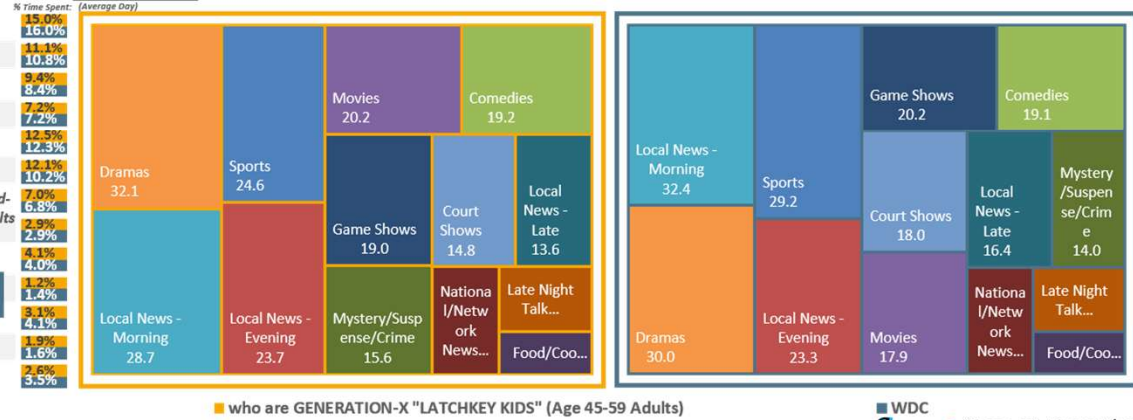
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



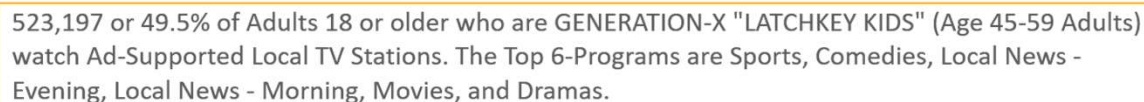
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



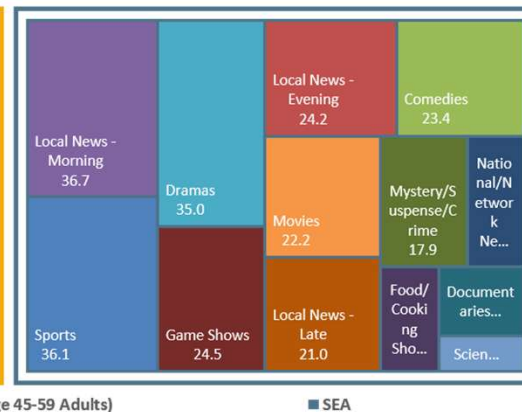
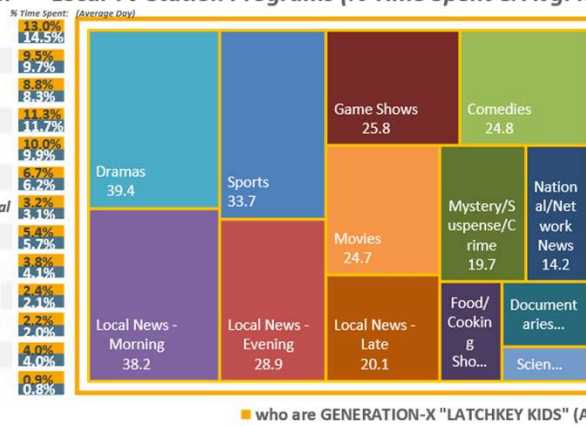
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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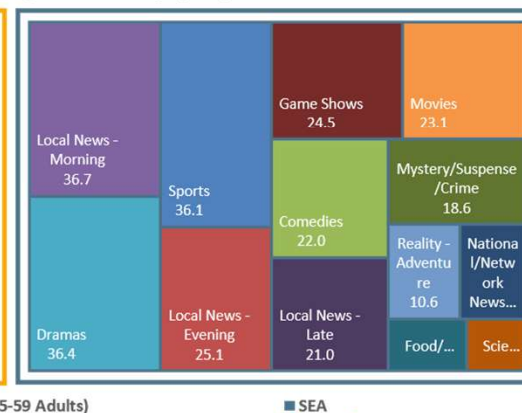
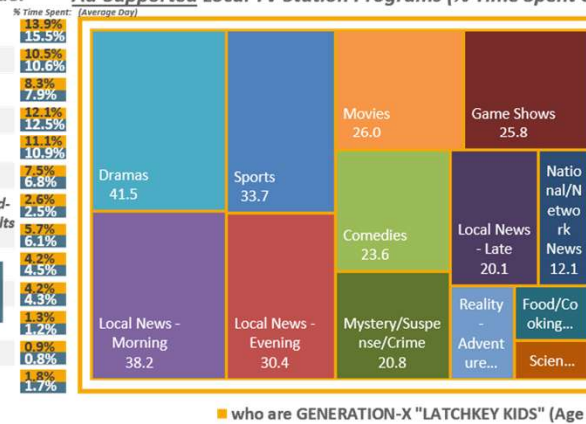
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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



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



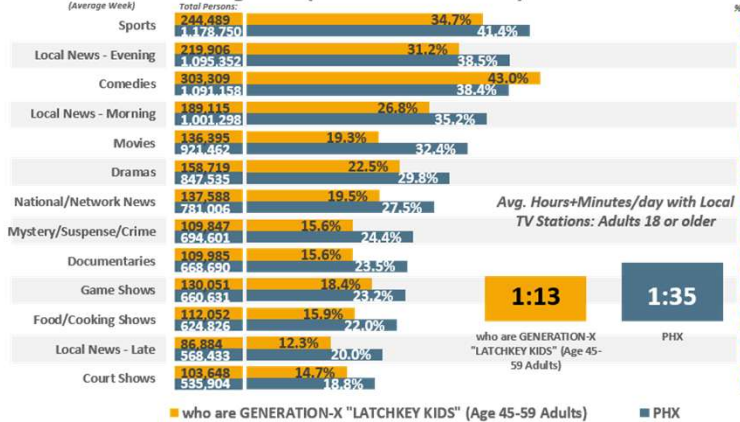
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

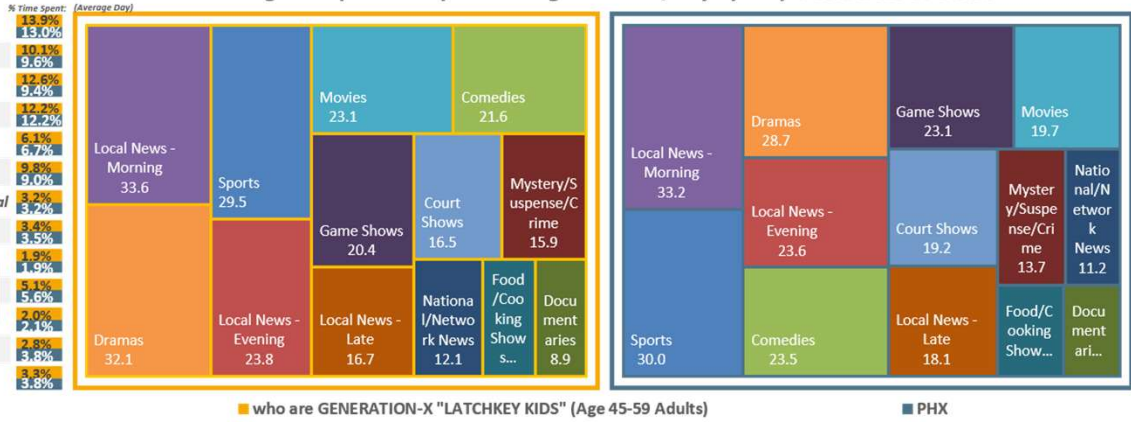


699,099 or 65.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Dramas, and Movies.

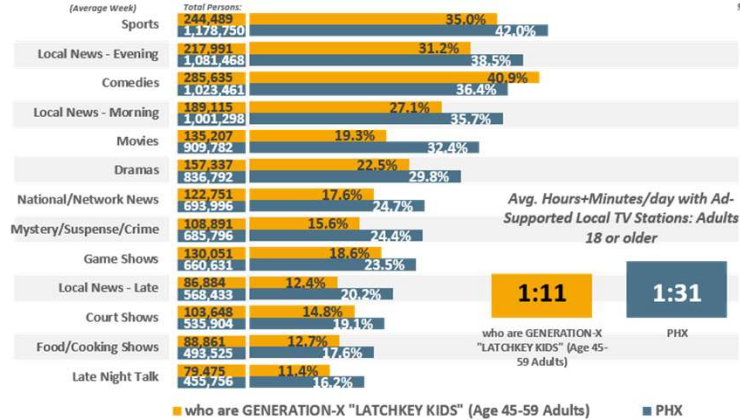
Local TV Station Programs (Persons & % Reach): Adults 18 or older



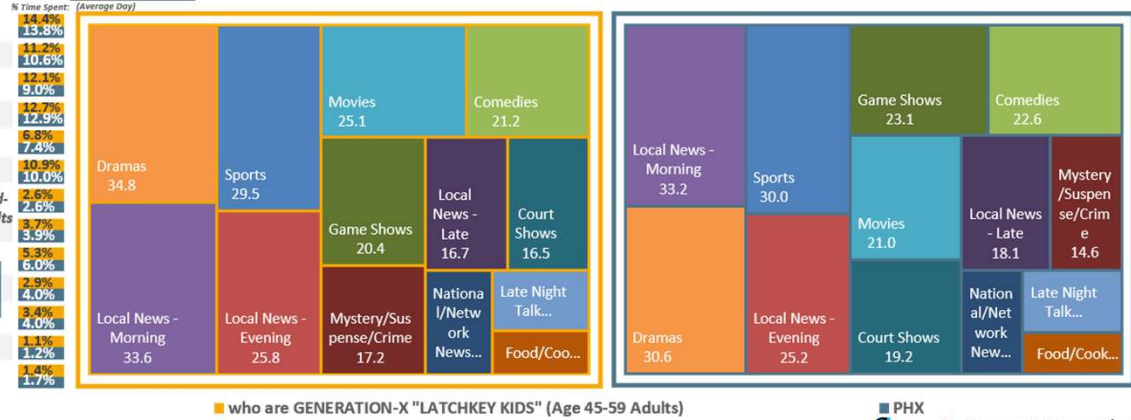
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

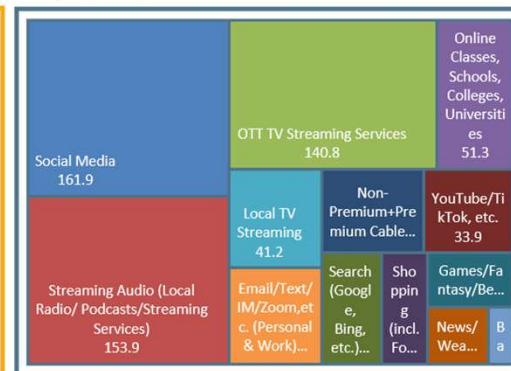
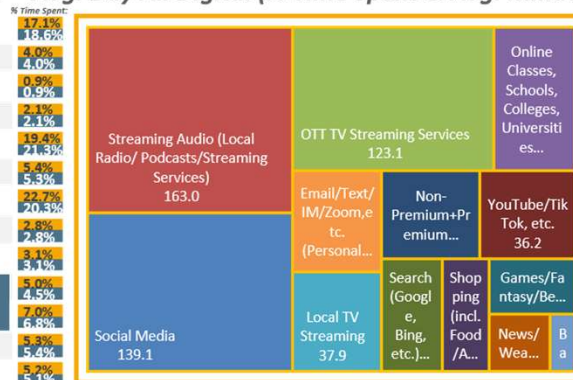
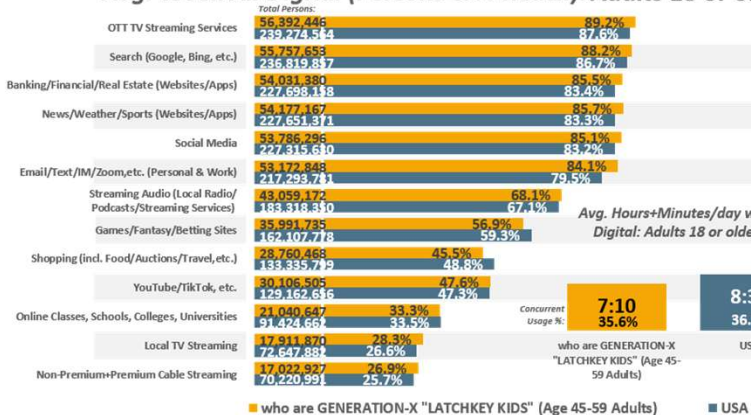




47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 123.7 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

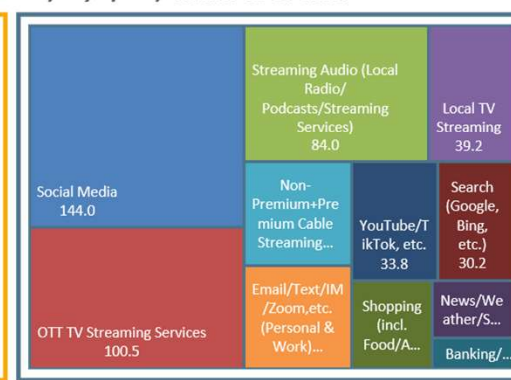
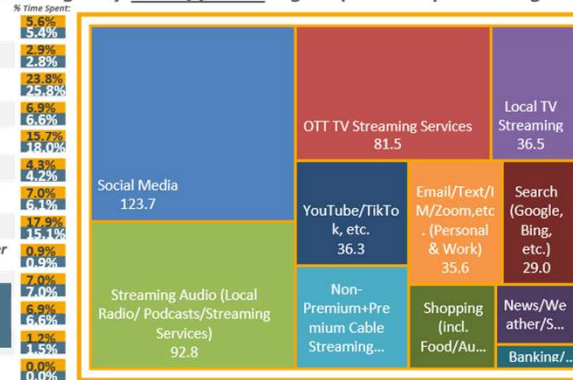
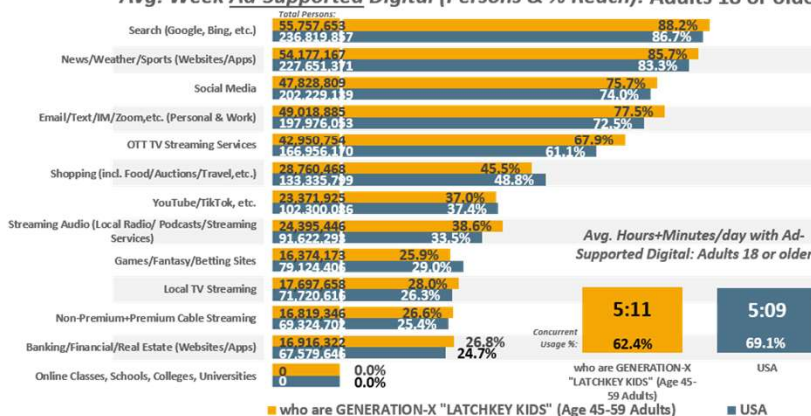
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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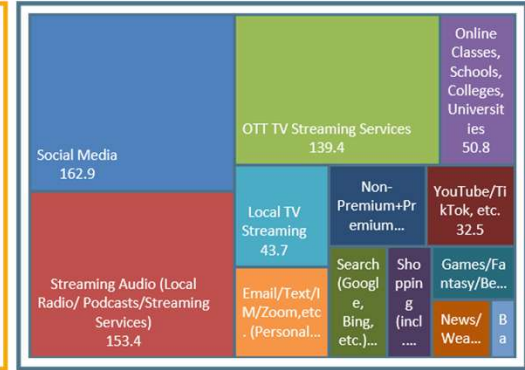
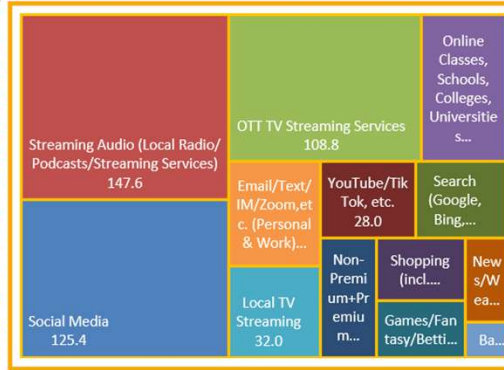
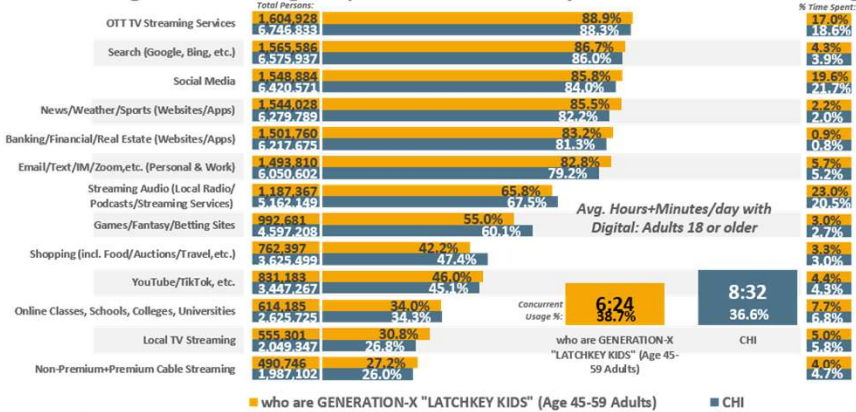
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



1,404,710 or 77.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 113.7 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

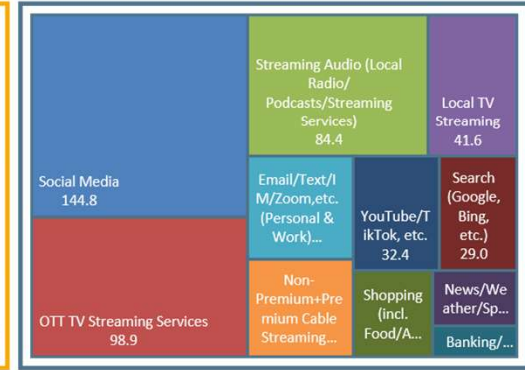
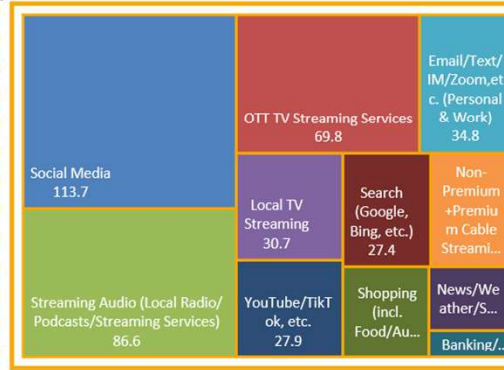
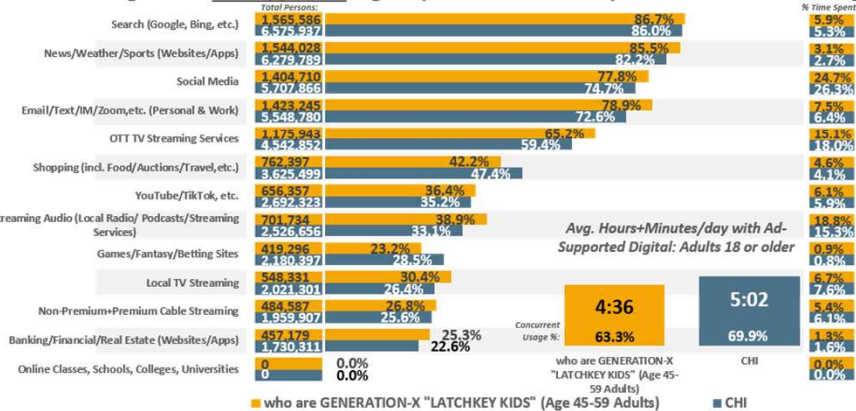
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017
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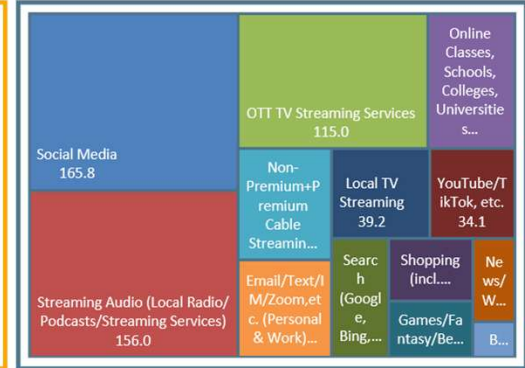
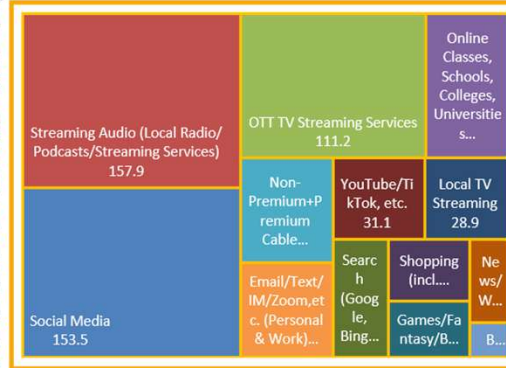
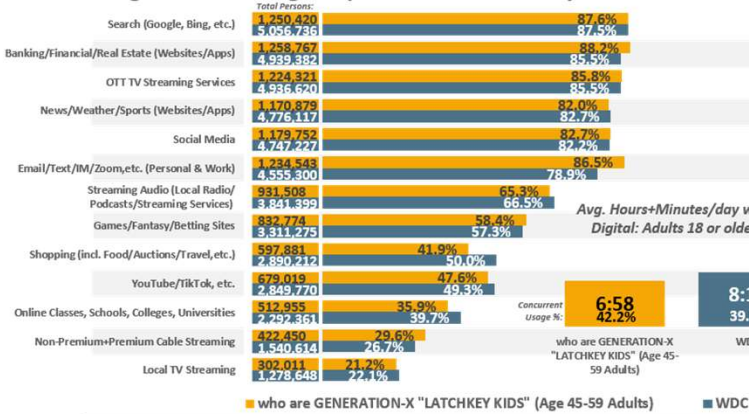
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



1,013,911 or 71.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 131.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

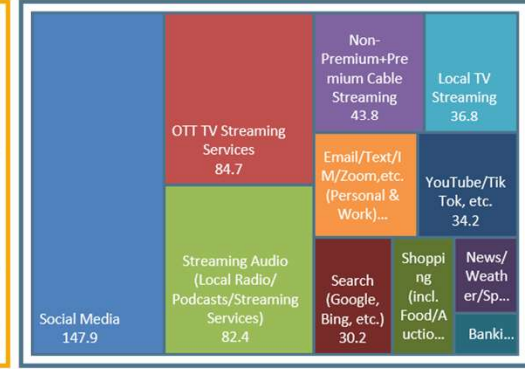
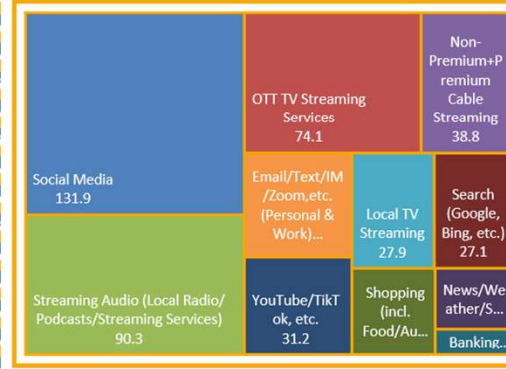
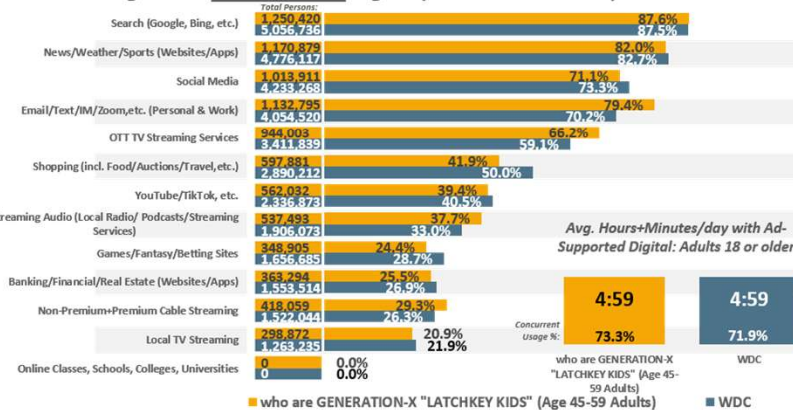
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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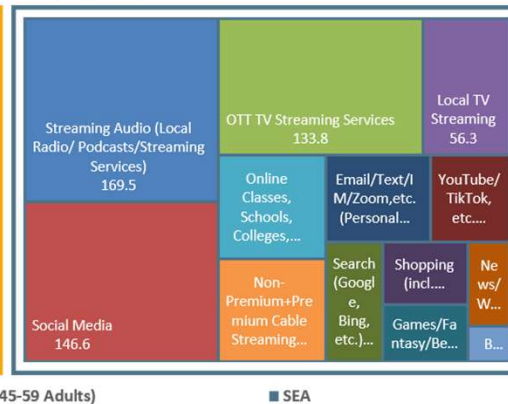
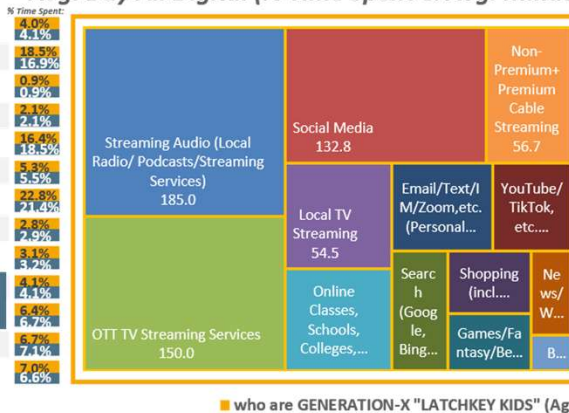
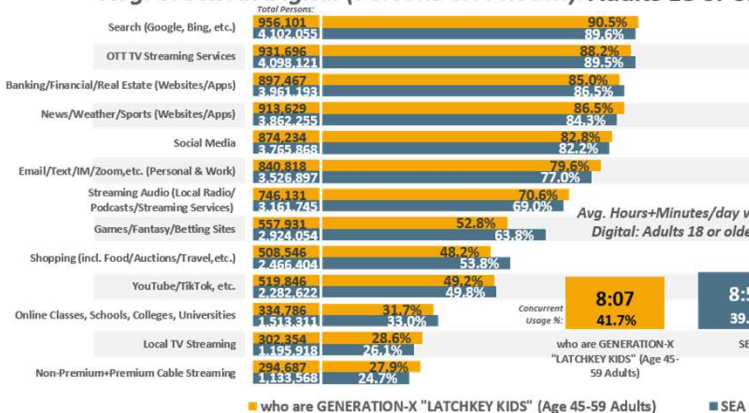
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



750,215 or 71.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 114. minutes every day representing 19.4% of all time spent daily with Ad-Supported Digital Media.

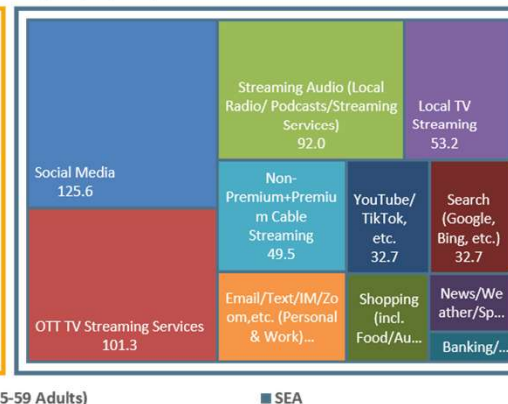
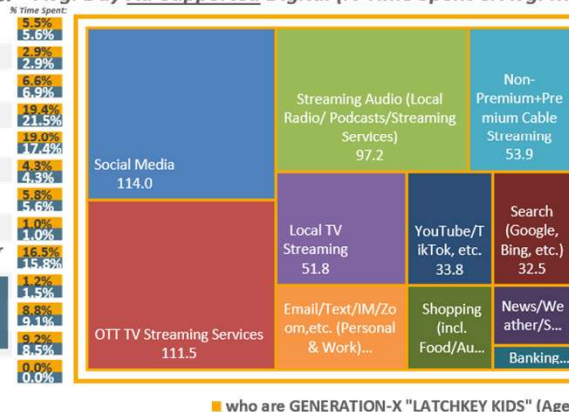
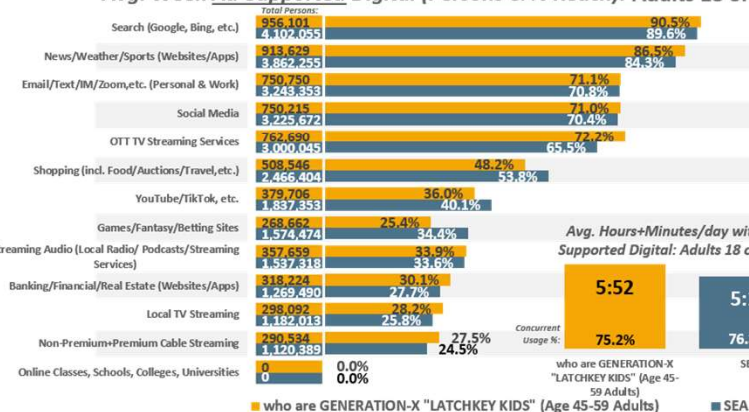
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

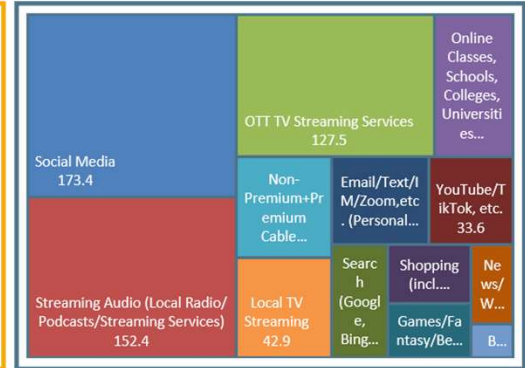
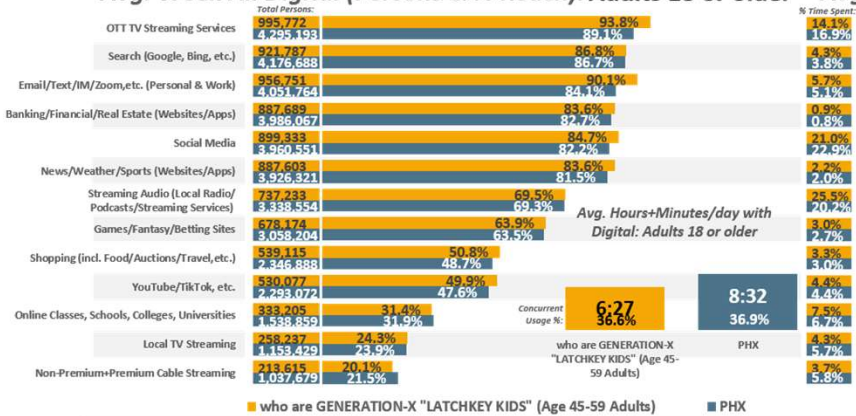




821,724 or 77.4% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 123.9 minutes every day representing 27.7% of all time spent daily with Ad-Supported Digital Media.

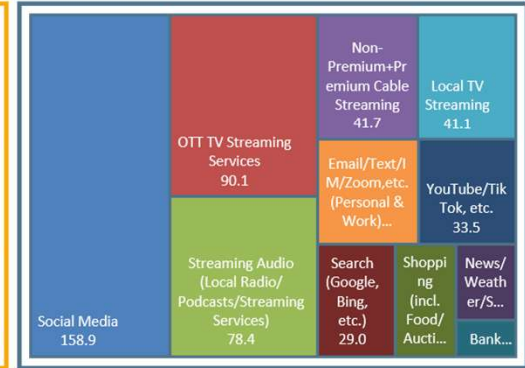
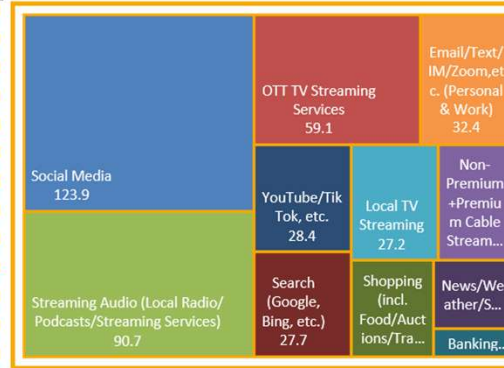
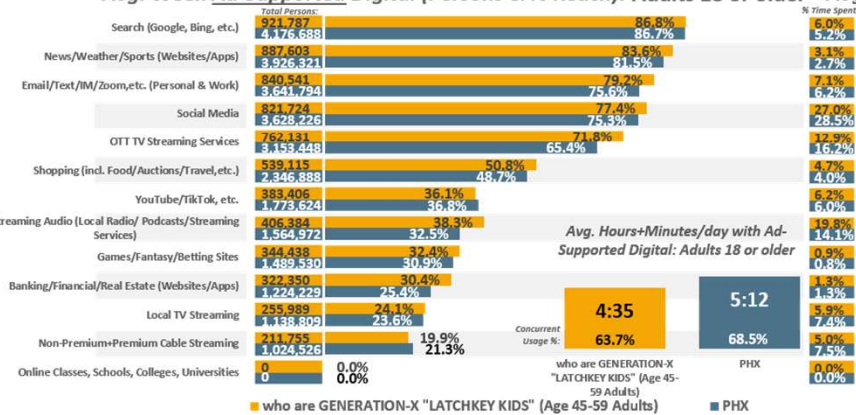
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

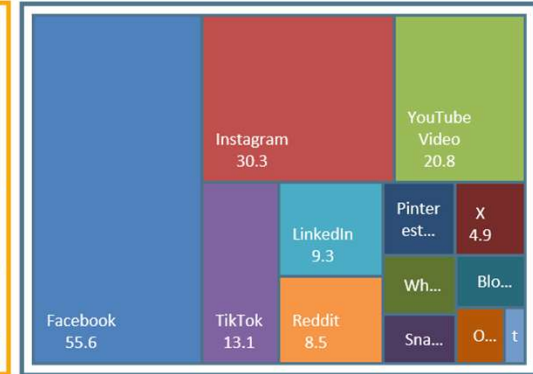
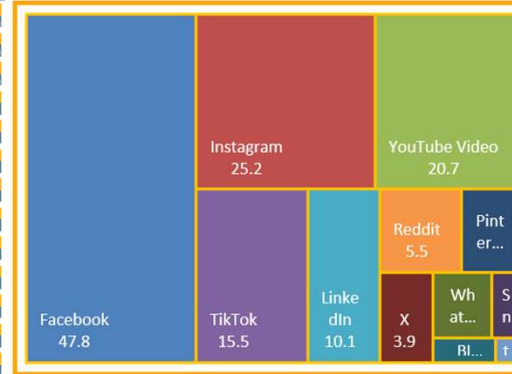
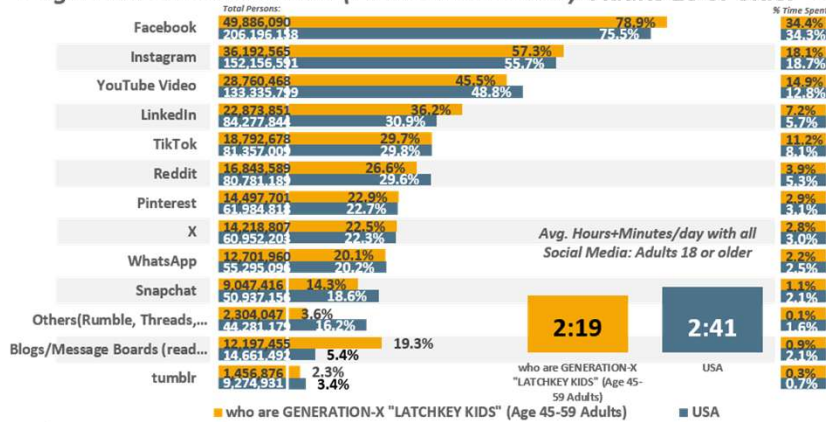
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



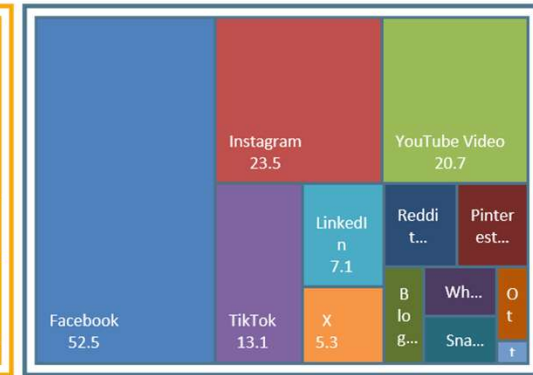
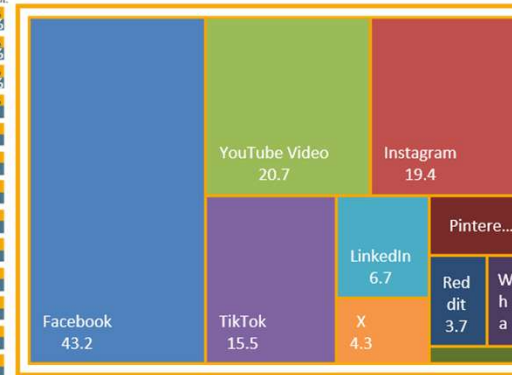
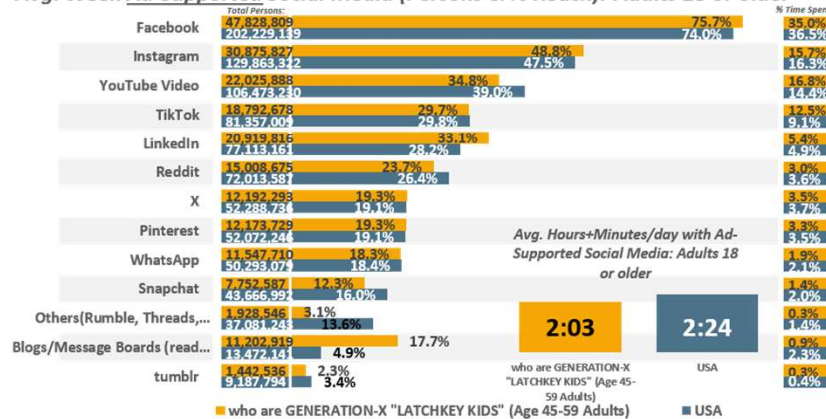


47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.2 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

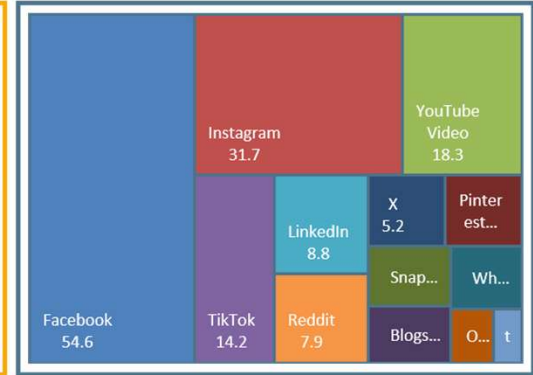
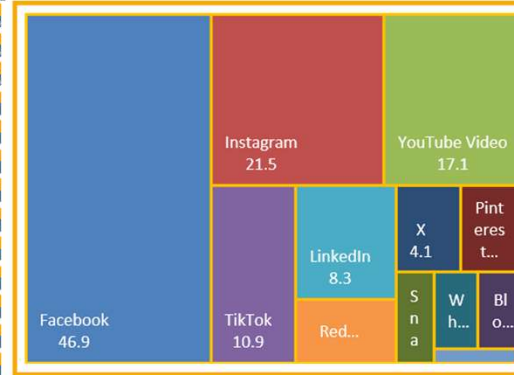
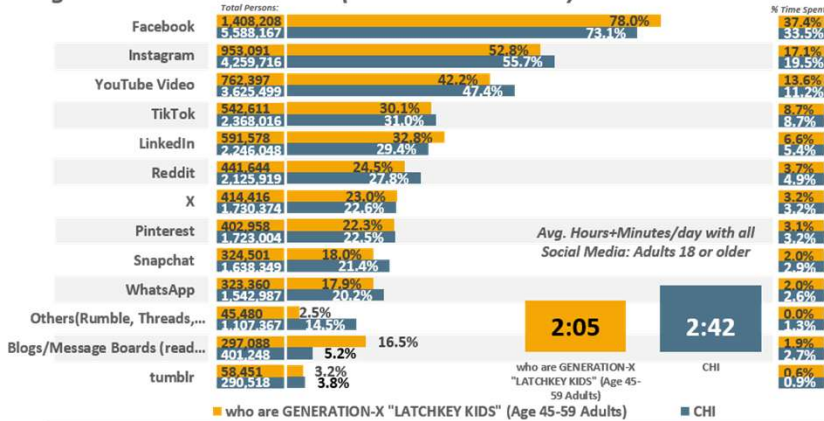
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

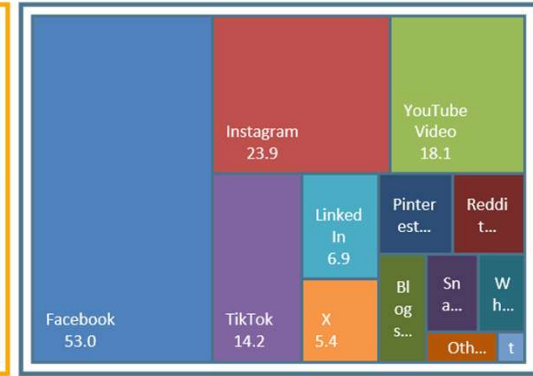
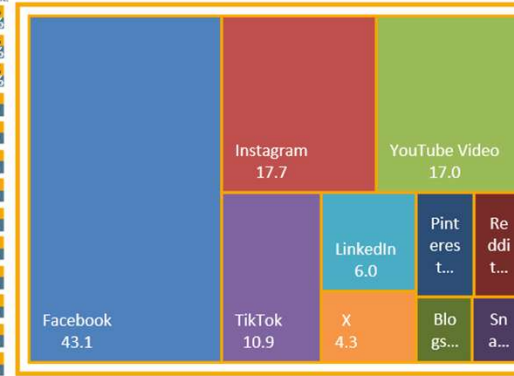
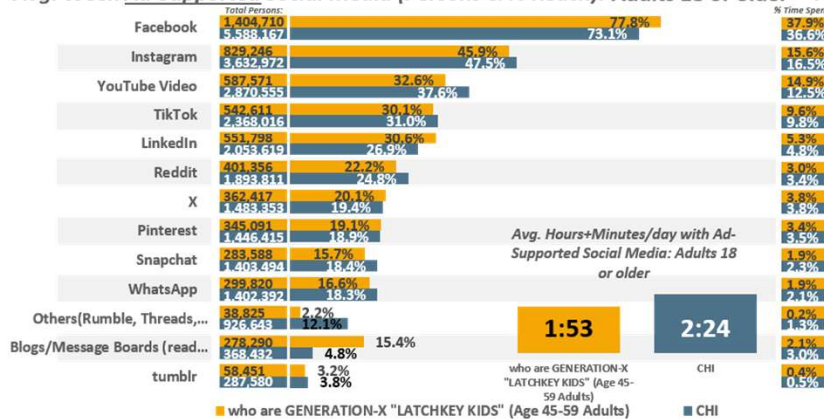


1,404,710 or 77.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.1 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

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**



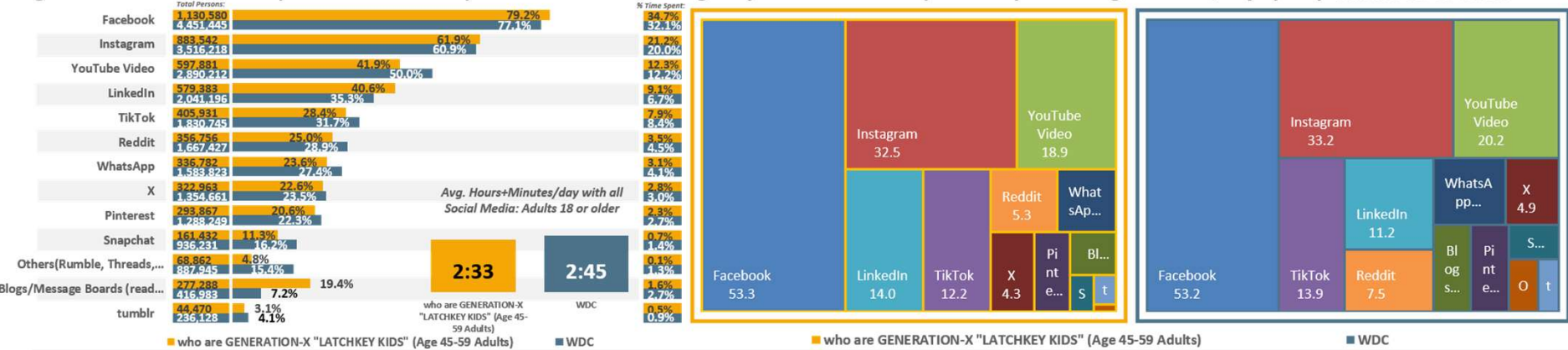
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



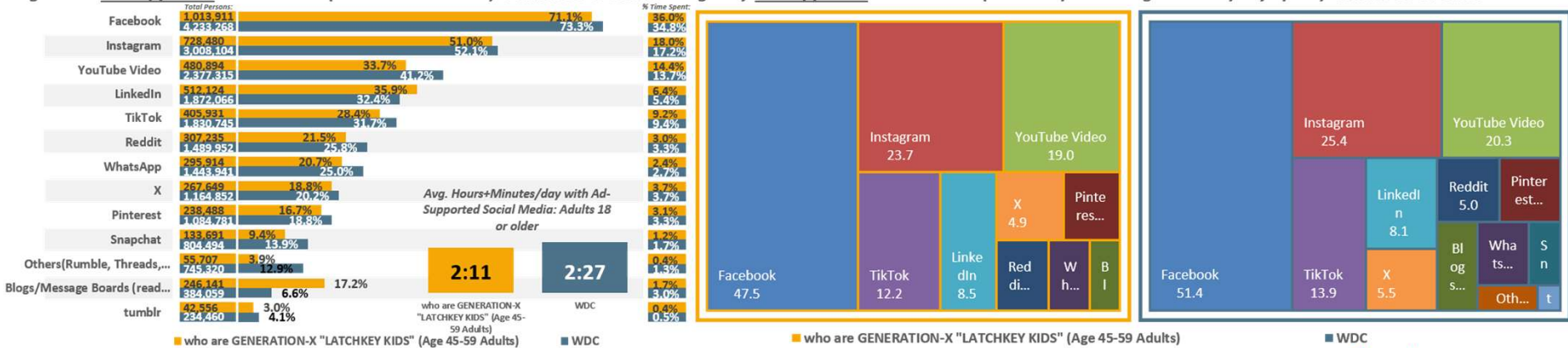


1,013,911 or 71.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 47.5 minutes every day representing 36.0% of all time spent daily with Ad-Supported Social Media.

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**



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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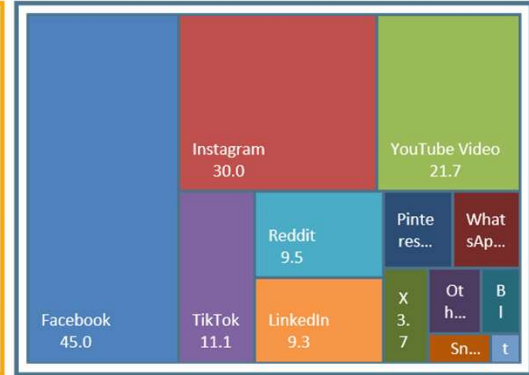
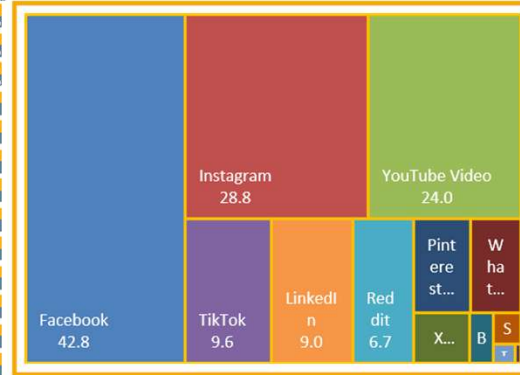
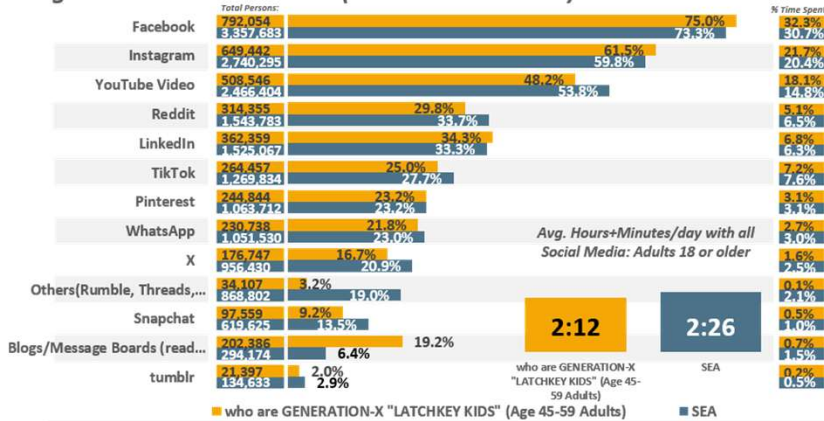
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

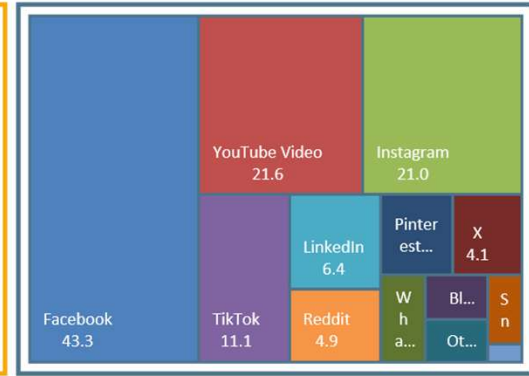
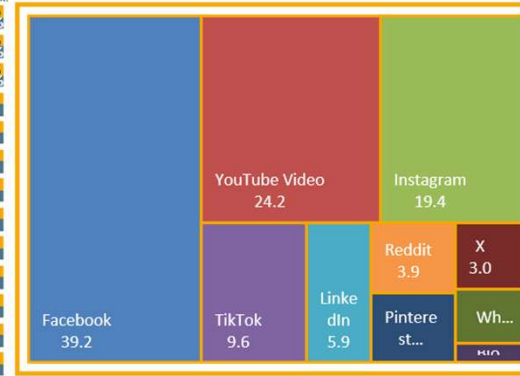
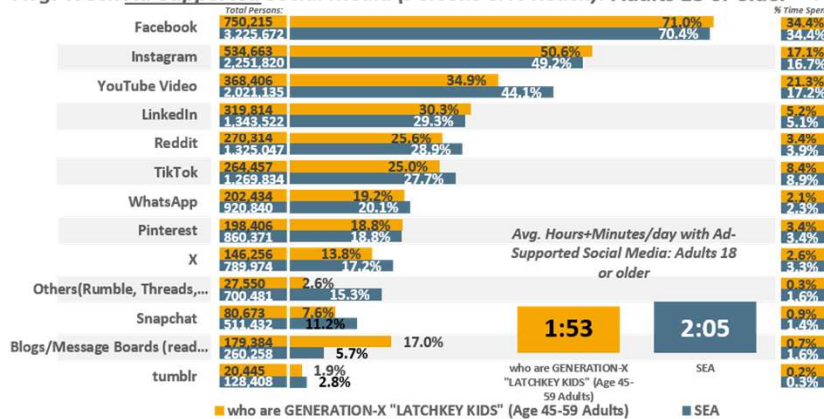


750,215 or 71.0% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 39.2 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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**



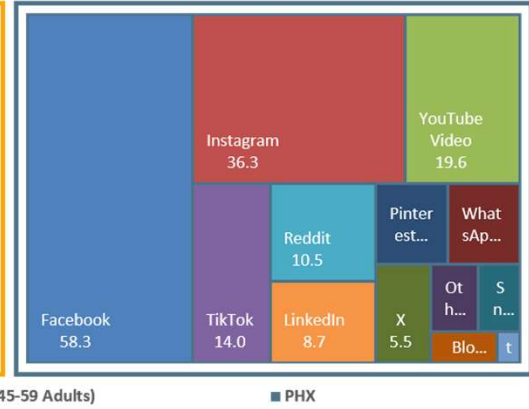
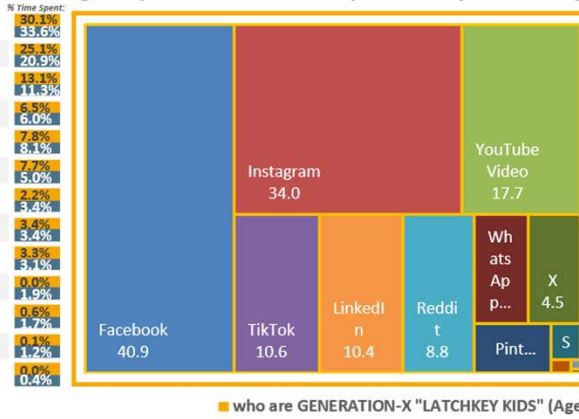
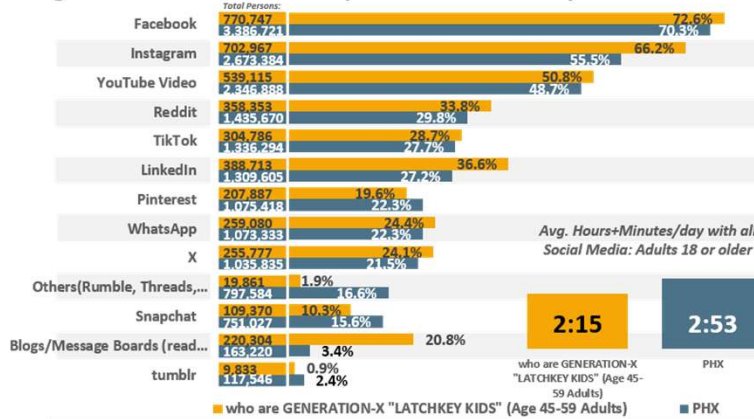
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



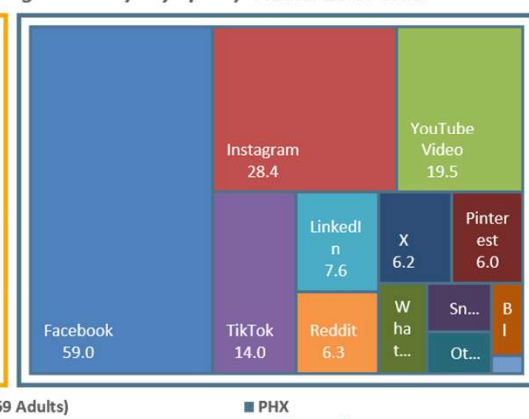
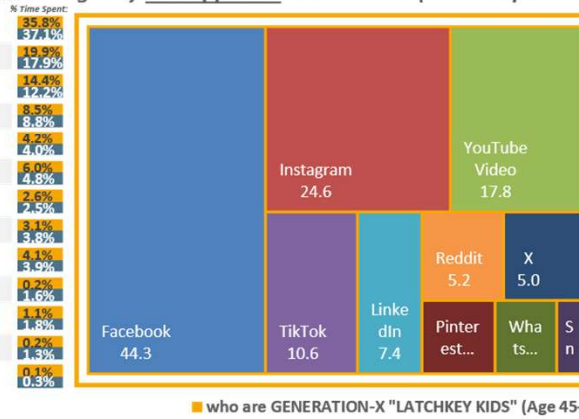
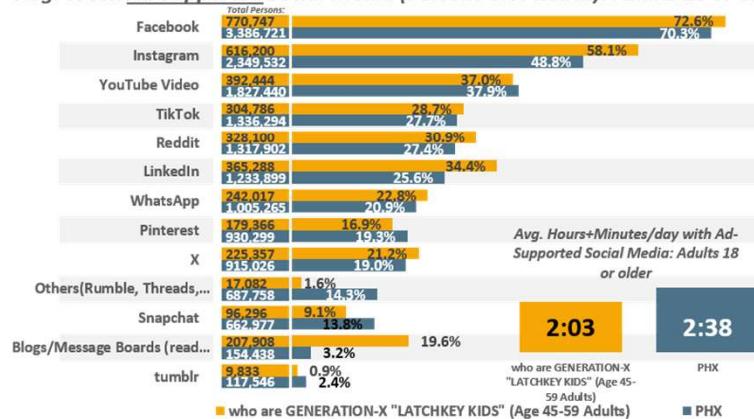


770,747 or 72.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 44.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

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**



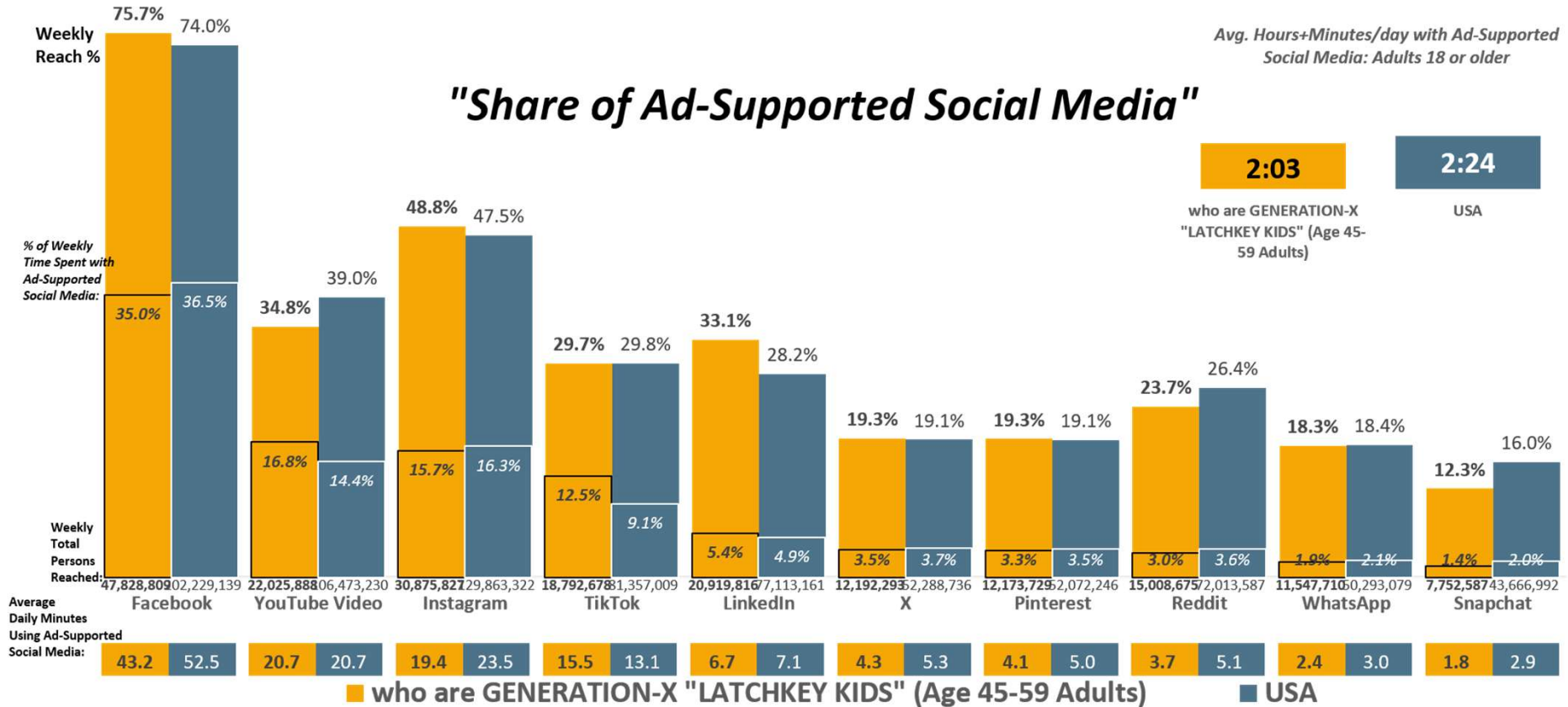
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.2 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

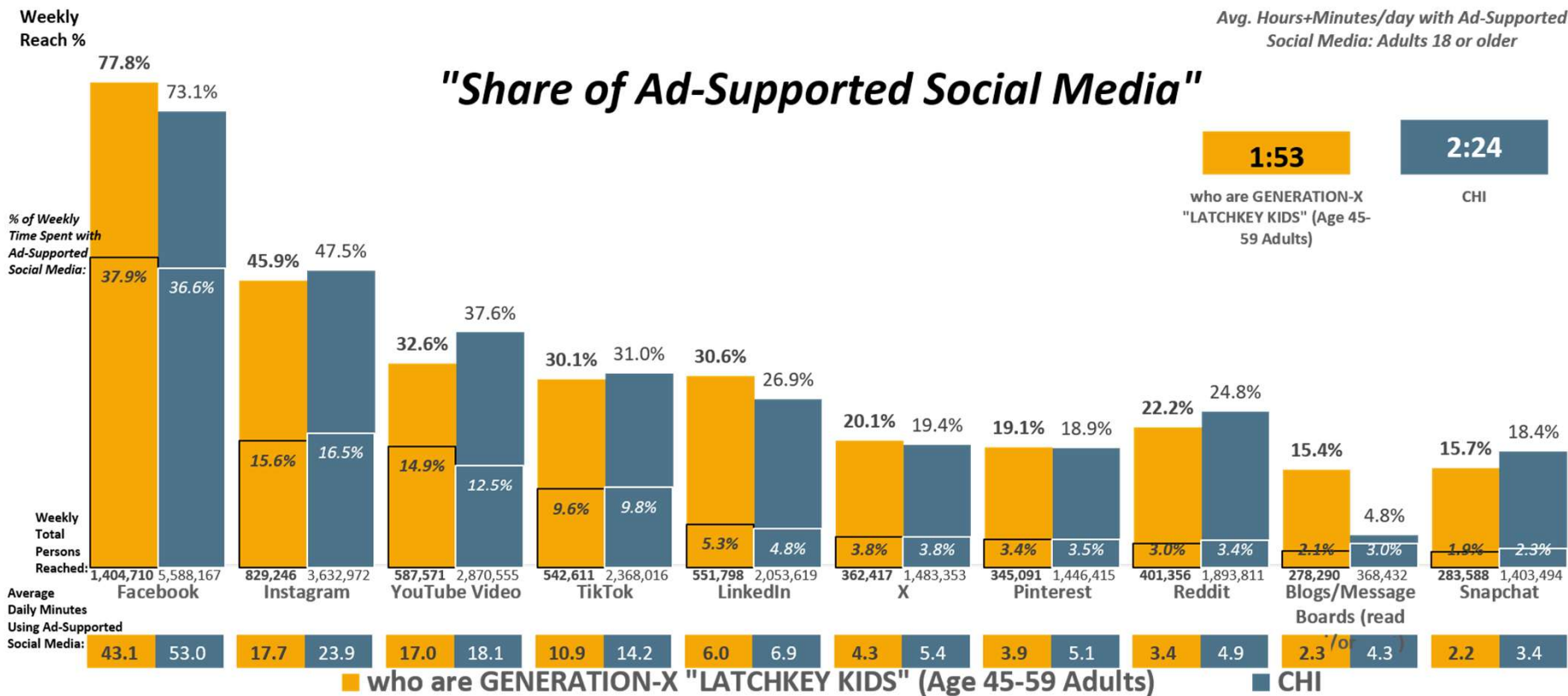
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



1,404,710 or 77.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.1 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

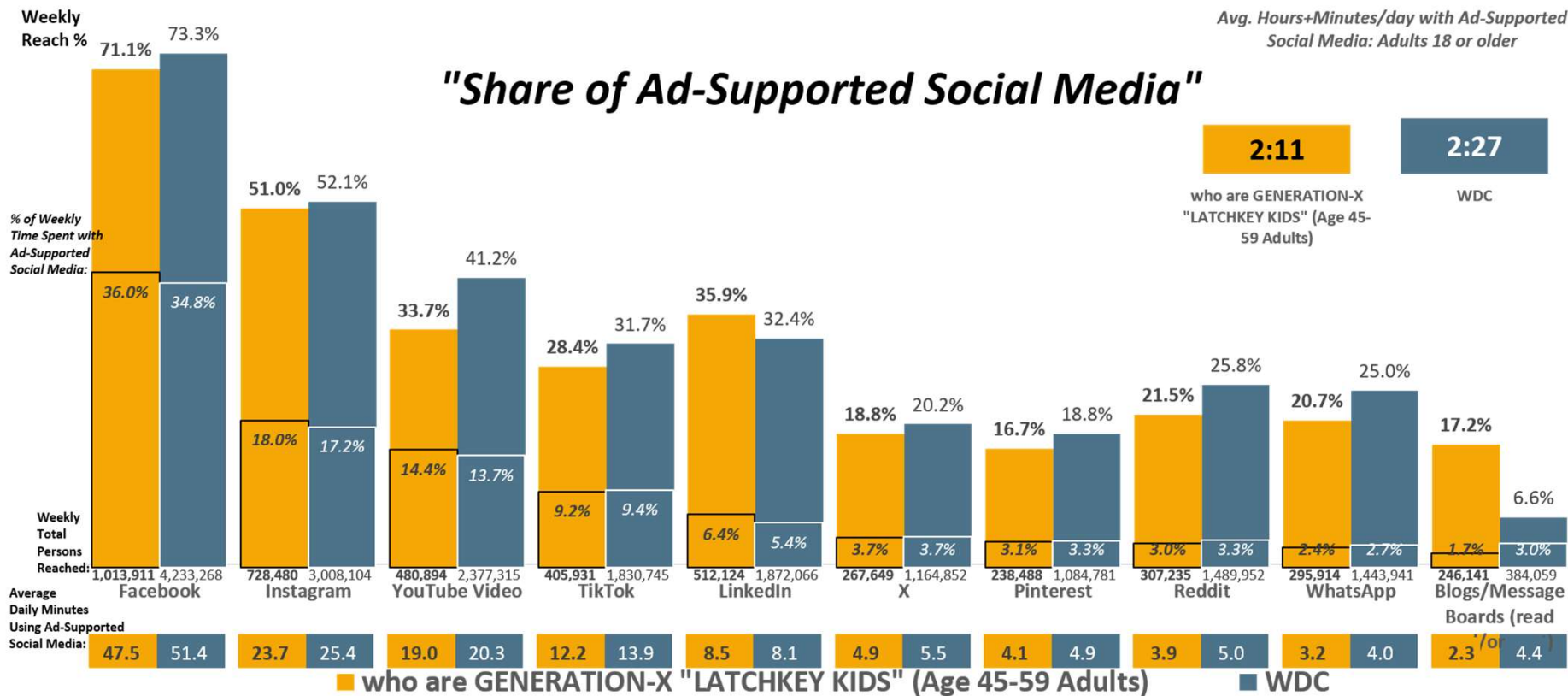
"Share of Ad-Supported Social Media"





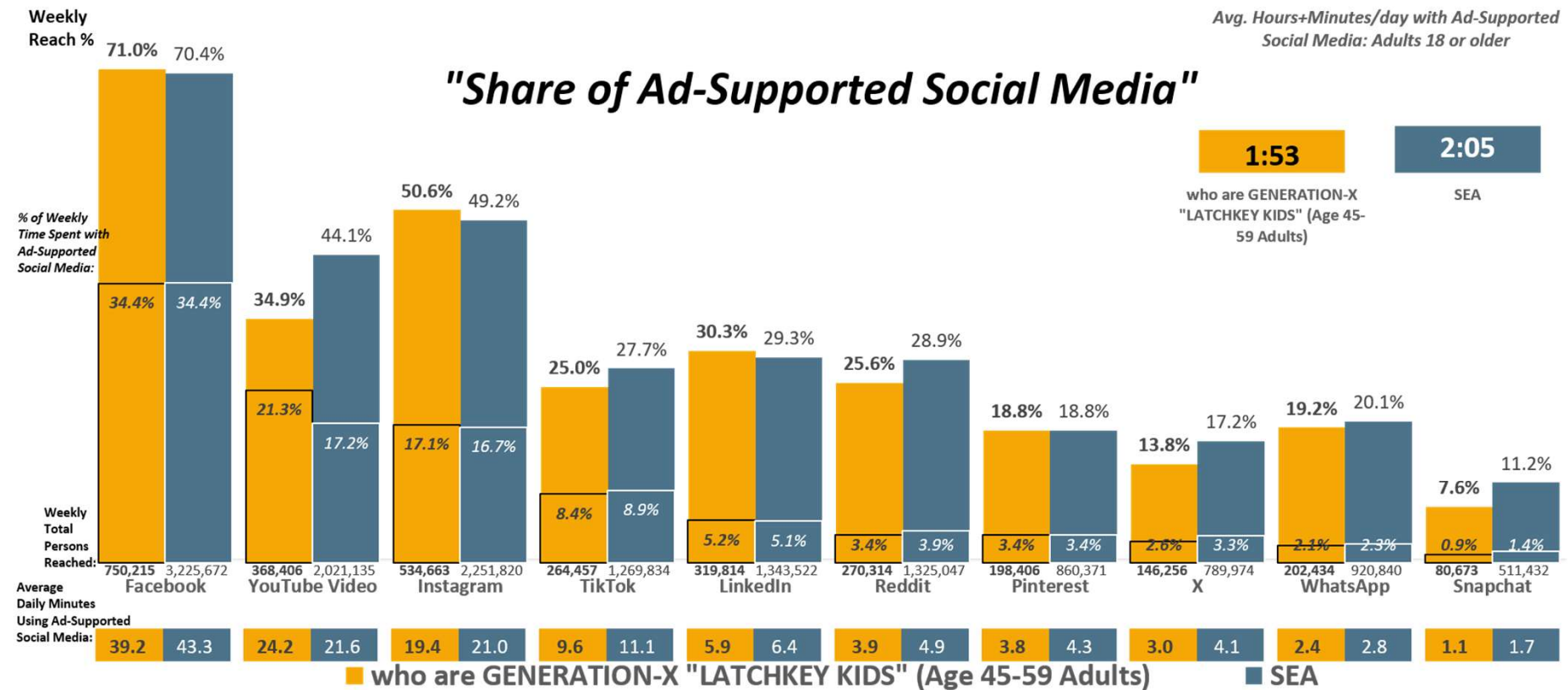
1,013,911 or 71.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 47.5 minutes every day representing 36.% of all time spent daily with Ad-Supported Social Media.

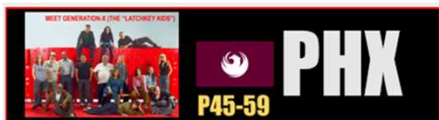
"Share of Ad-Supported Social Media"





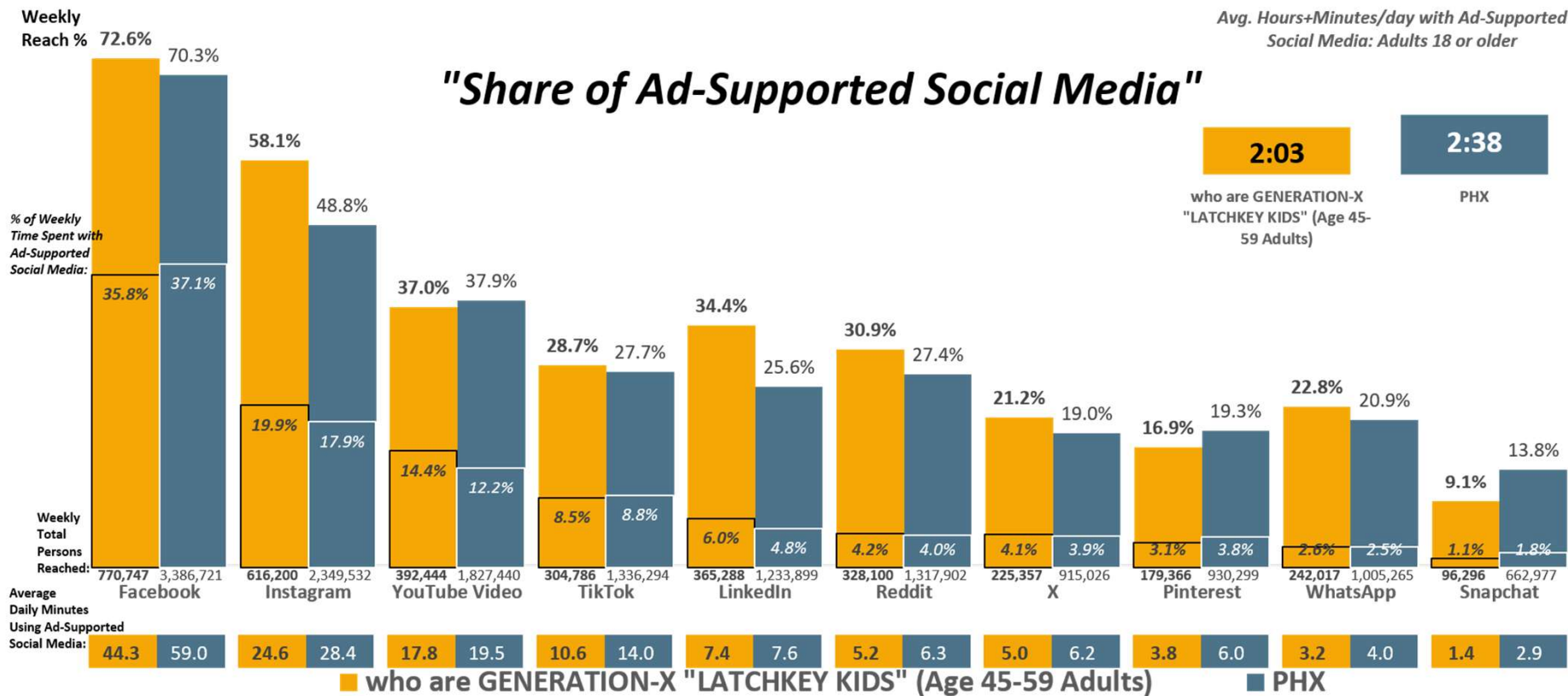
750,215 or 71.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 39.2 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.





770,747 or 72.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 44.3 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

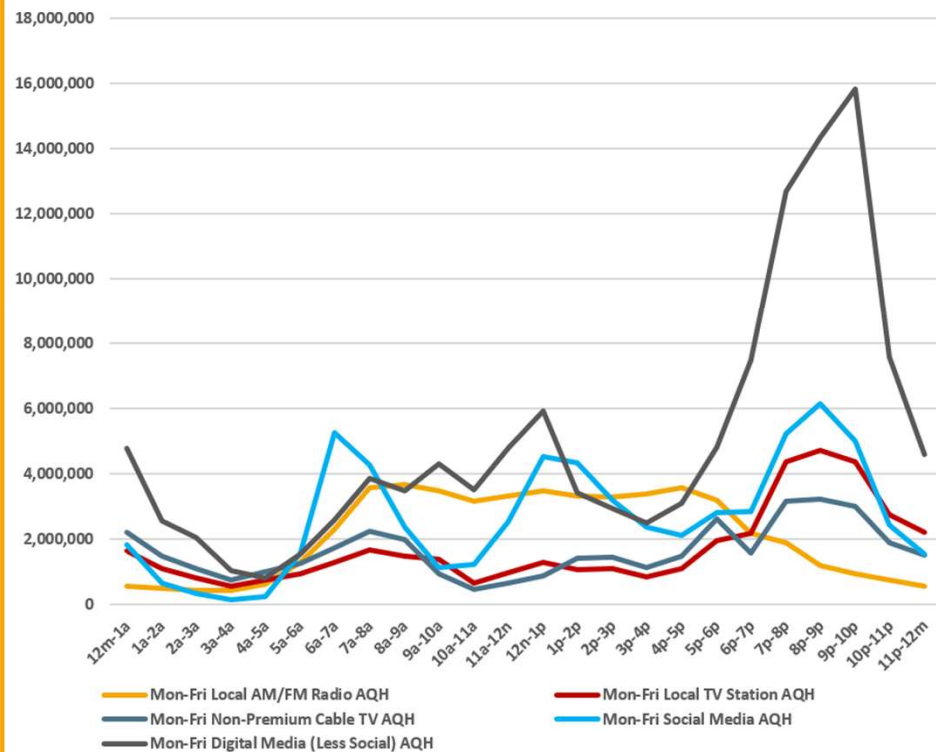
"Share of Ad-Supported Social Media"



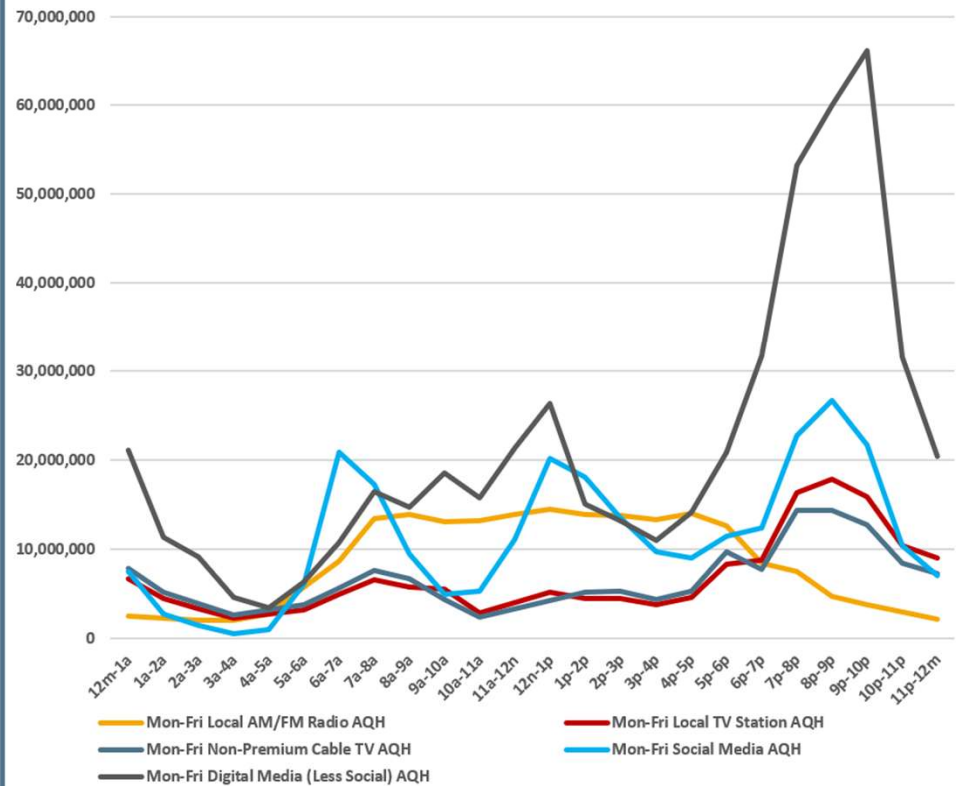


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,054,336;
Local Radio: 3,225,938; Social Media: 2,998,023; Non-Prem. Cable: 1,426,170; Local TV:
1,303,874 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KID"

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS"
(Age 45-59 Adults)



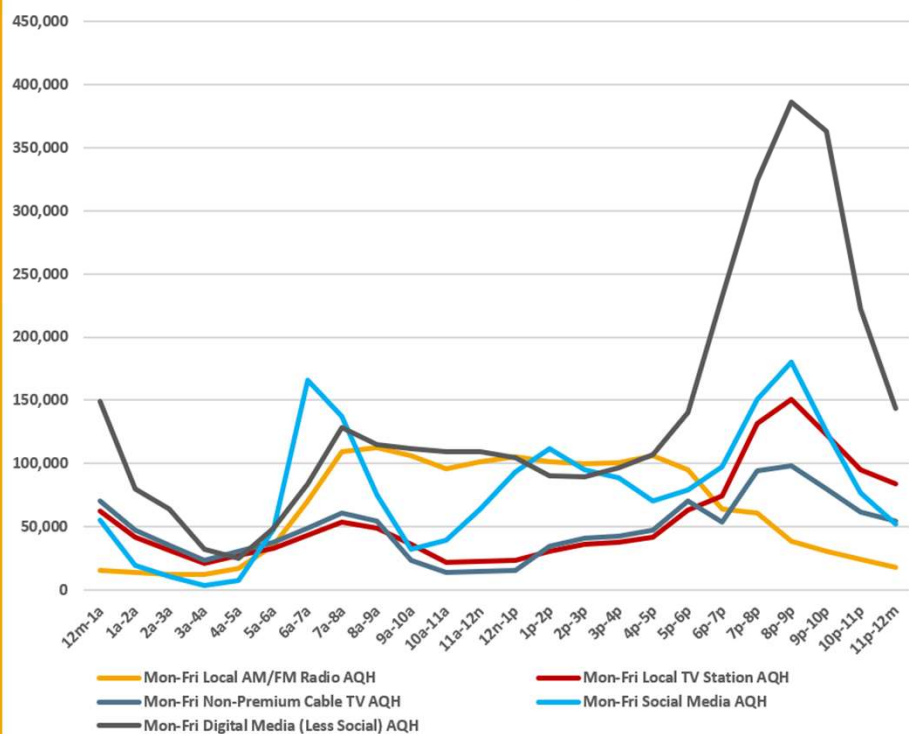
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



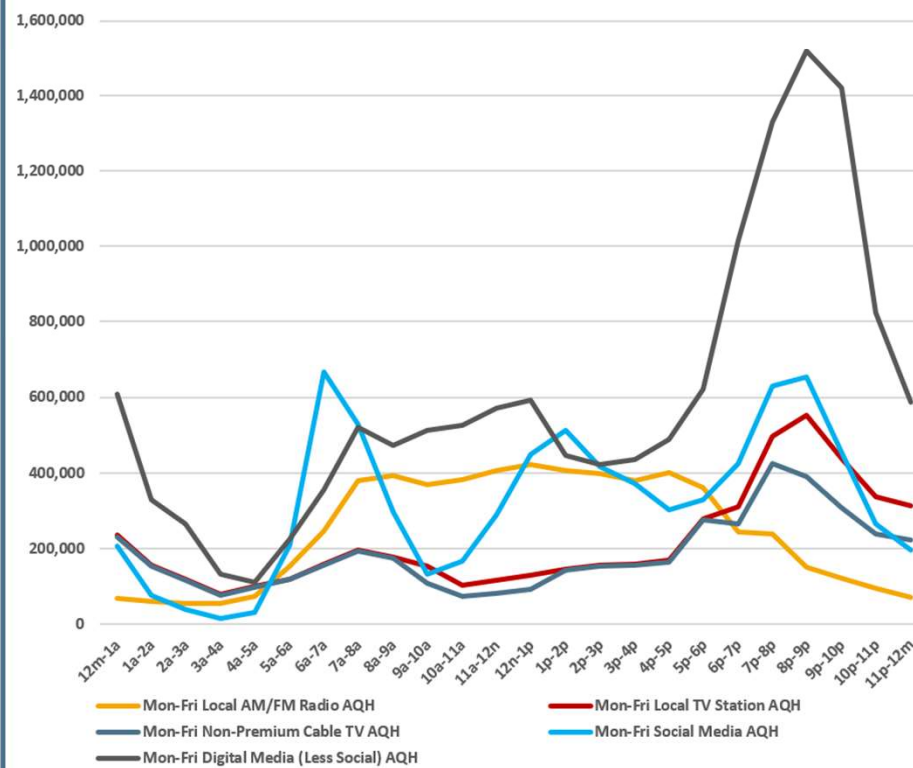


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 116,871;
Local Radio: 97,566; Social Media: 88,561; Local TV: 41,307; Non-Prem. Cable: 40,218
reaching Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59)

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS"
(Age 45-59 Adults)**



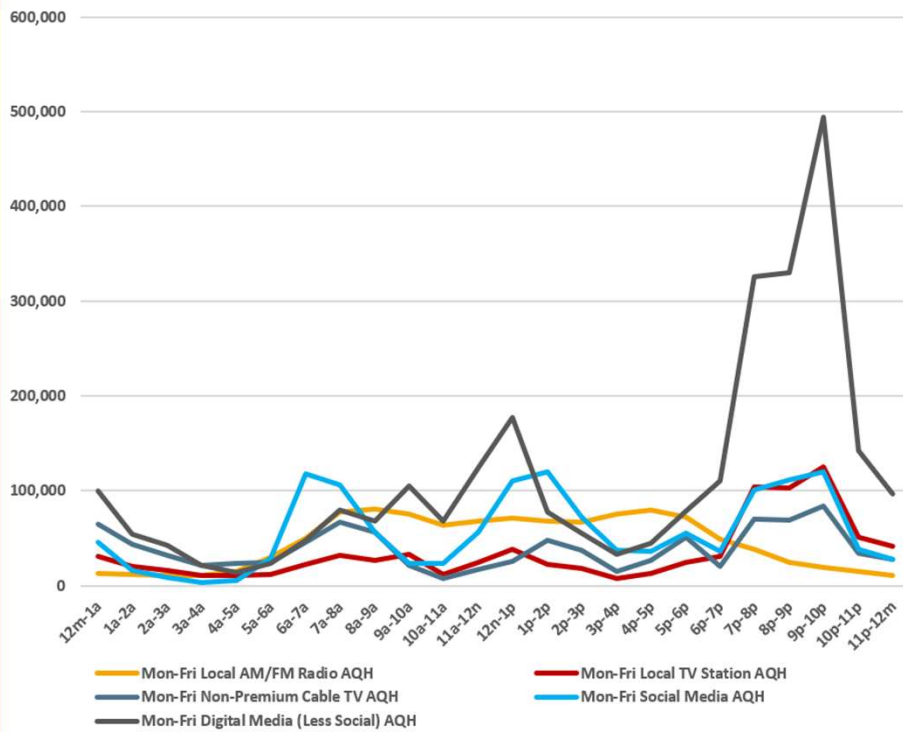
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older**



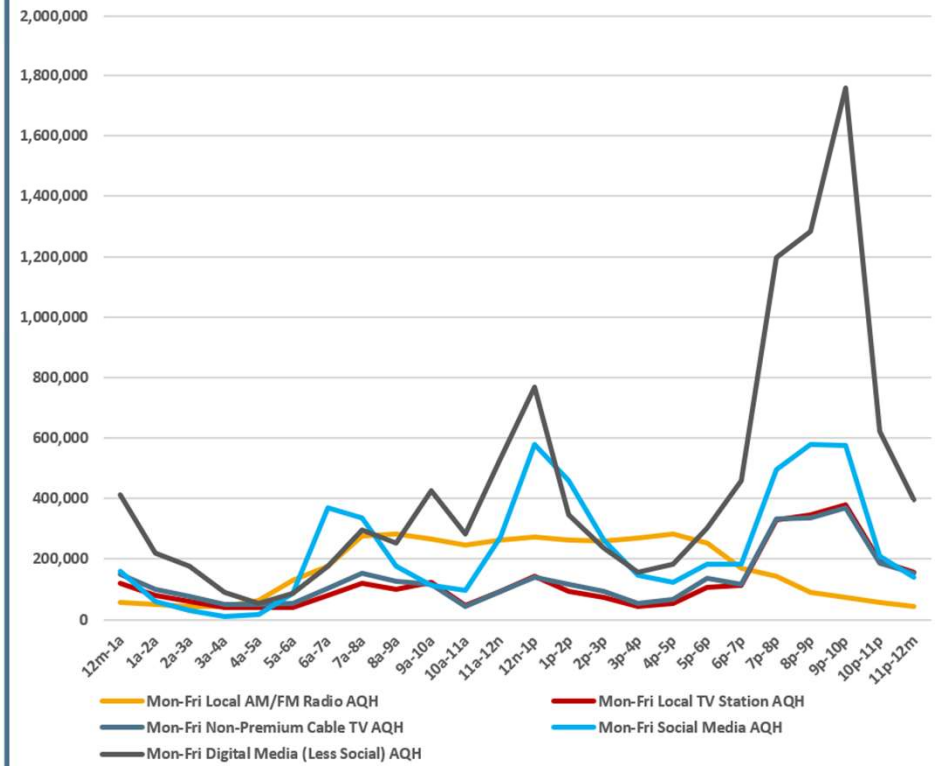


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 82,222; Local Radio: 69,060; Social Media: 65,437; Non-Prem. Cable: 33,736; Local TV: 23,430 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 A

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS"
(Age 45-59 Adults)**



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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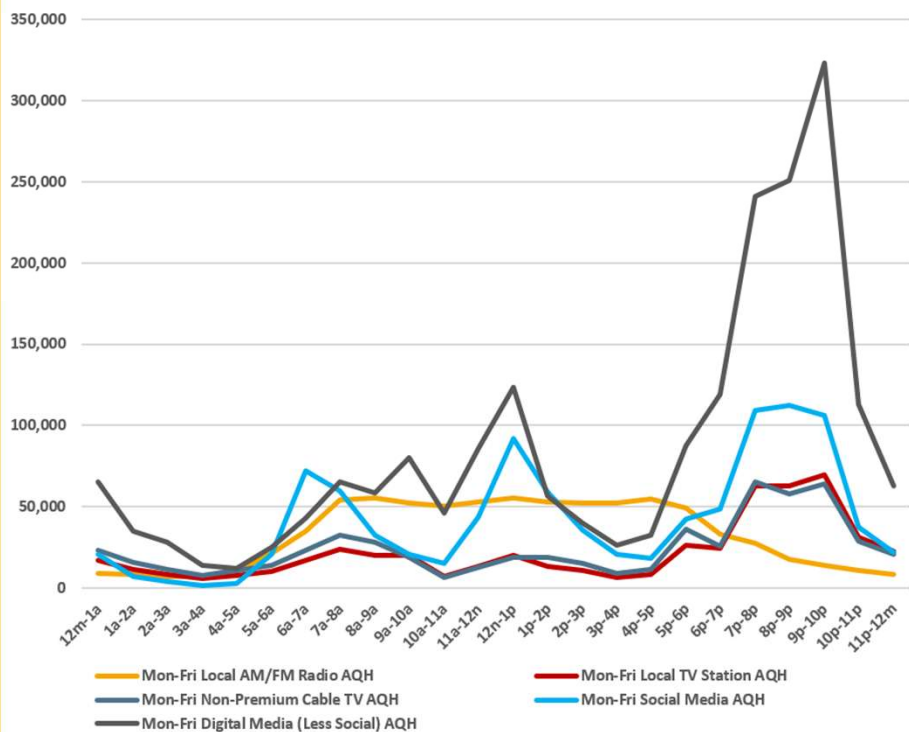
soefa.ai Share of Everything
for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

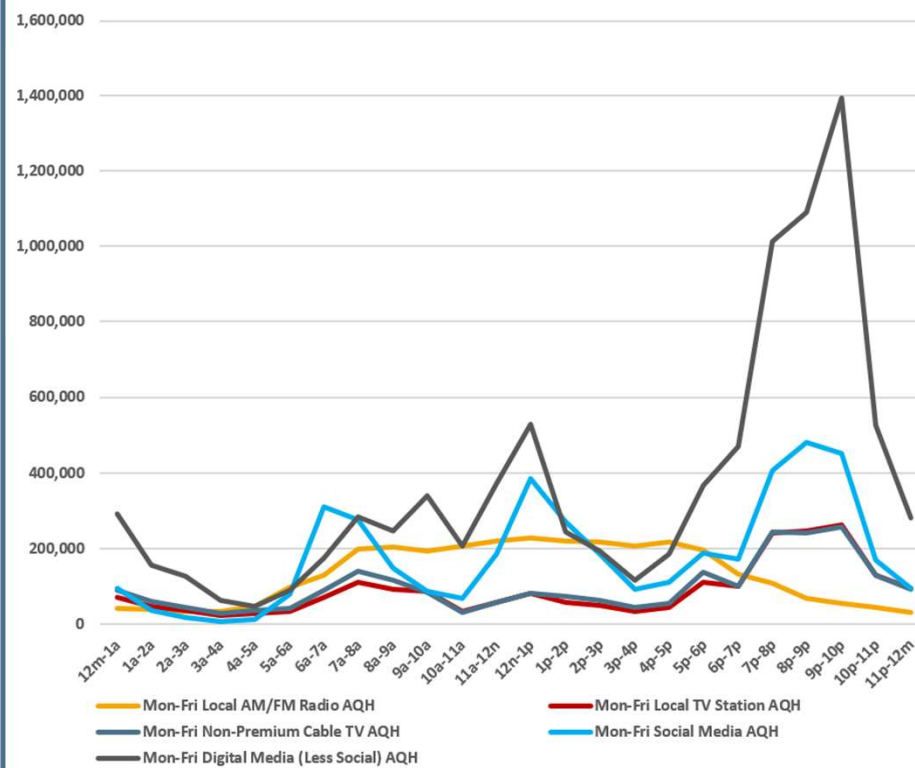


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,535; Local Radio: 50,109; Social Media: 43,172; Non-Prem. Cable: 19,813; Local TV: 16,401 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 A

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS"
(Age 45-59 Adults)**



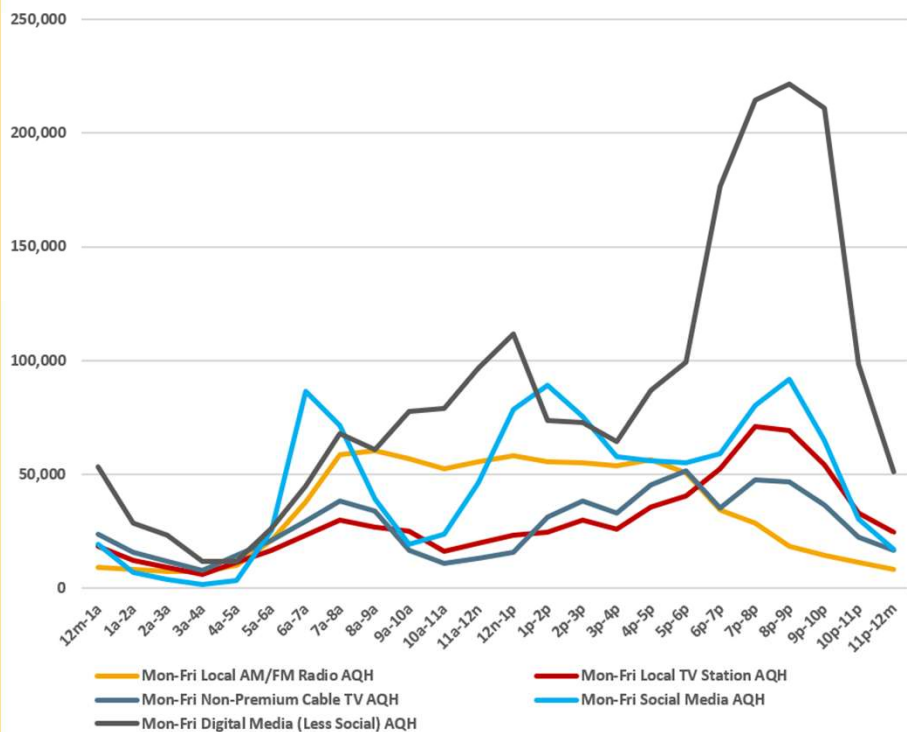
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older**



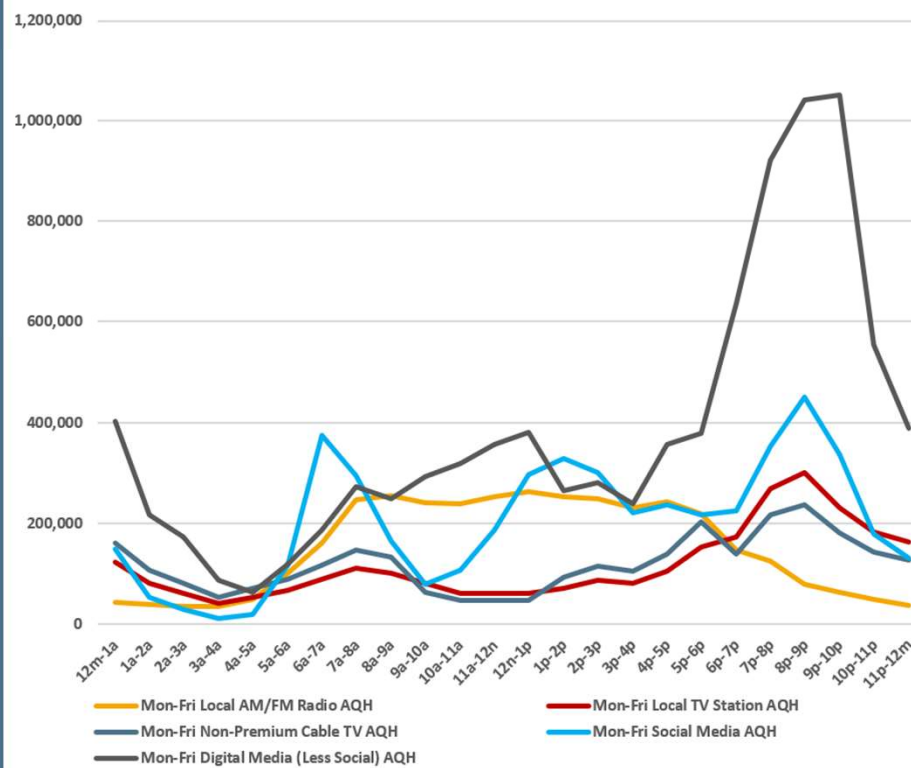


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 85,525; Social Media: 58,221; Local Radio: 52,784; Non-Prem. Cable: 30,231; Local TV: 28,666 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 A

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS"
(Age 45-59 Adults)**



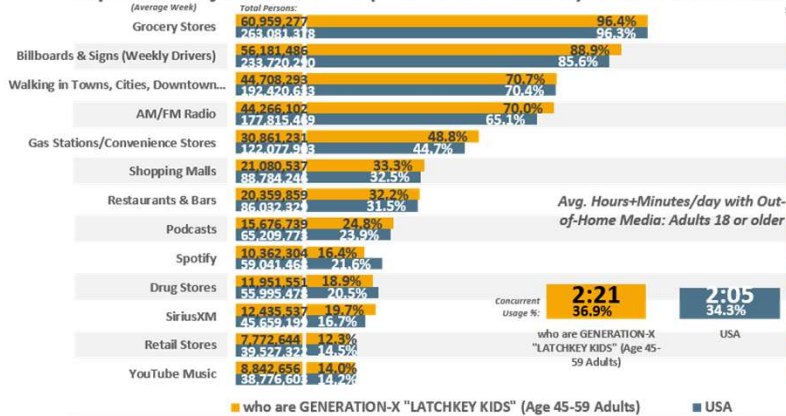
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older**



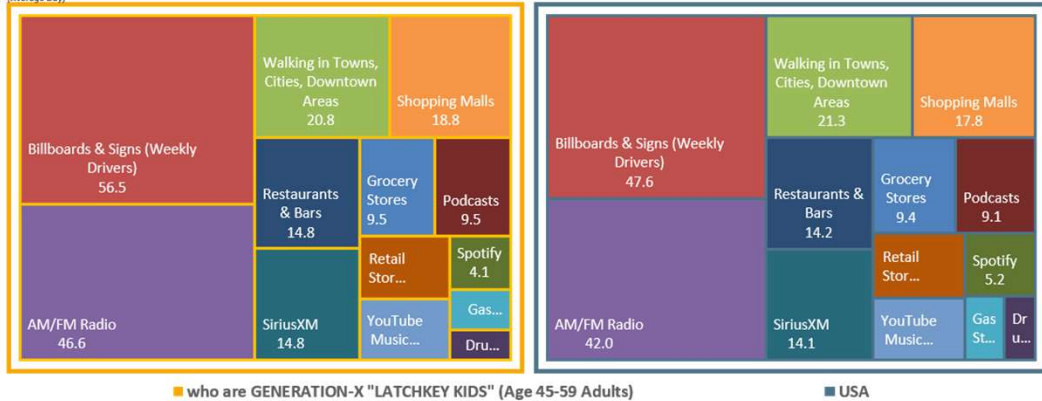


56,181,486 or 88.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minute

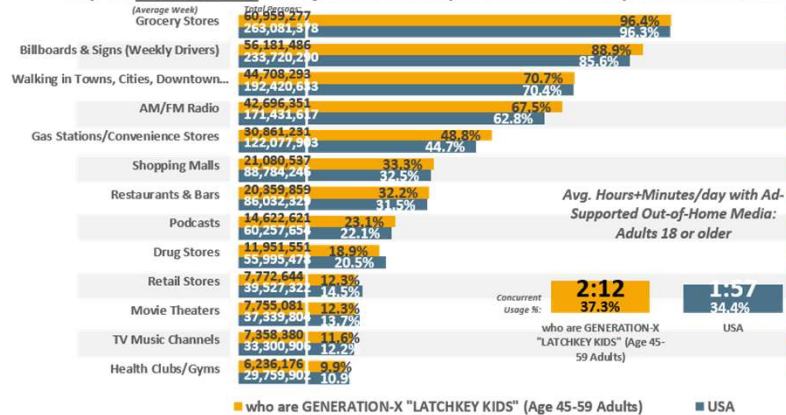
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



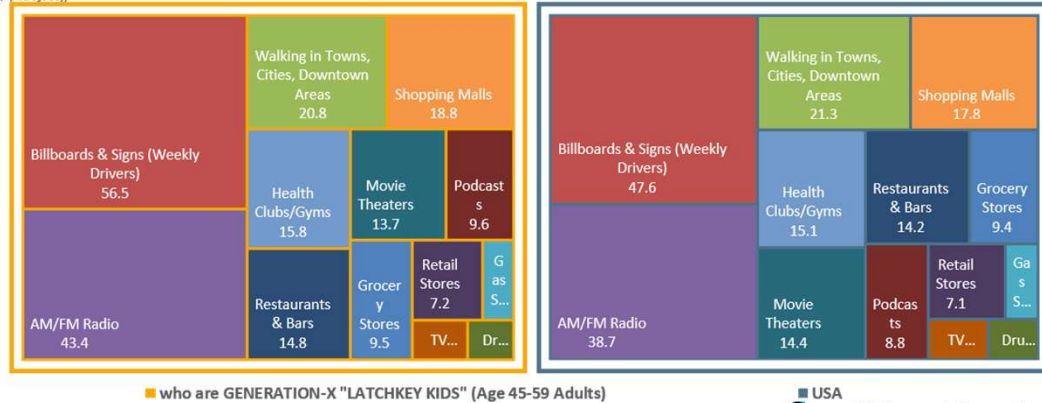
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

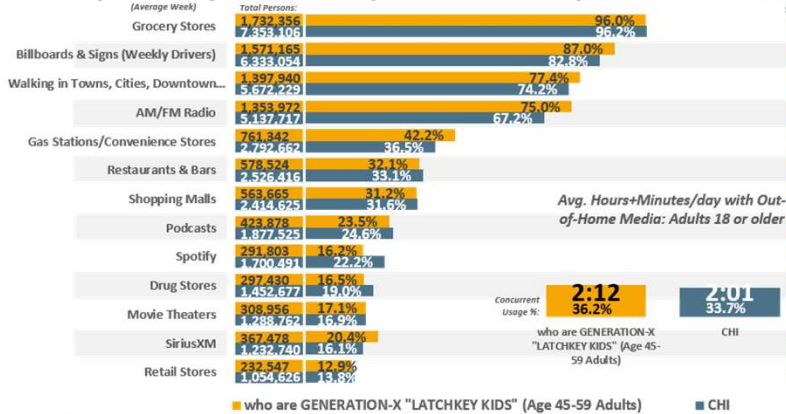
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

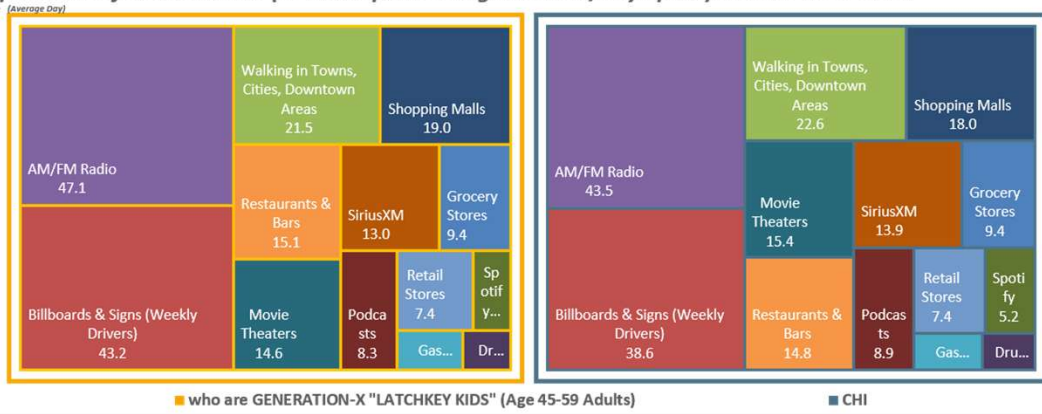


1,571,165 or 87.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 43.2 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes/

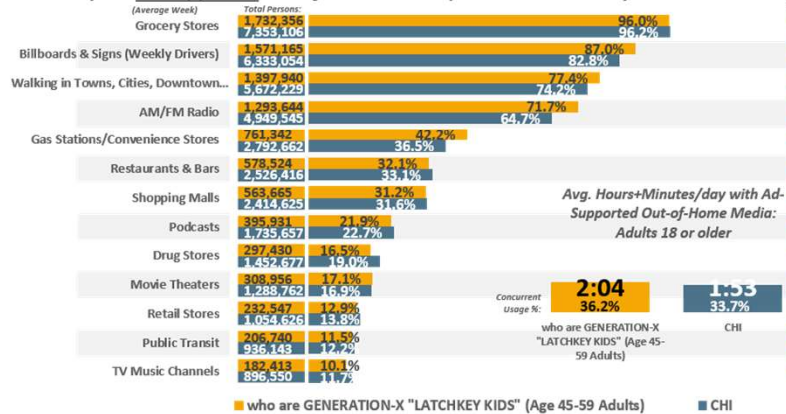
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



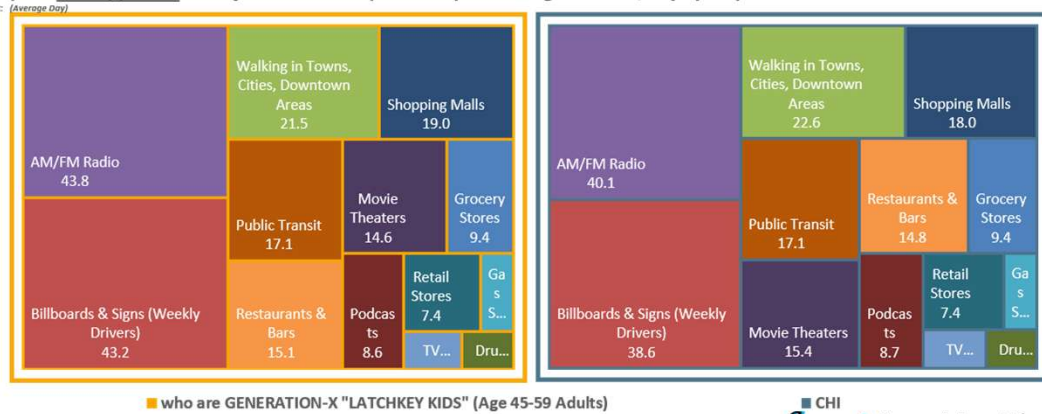
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017
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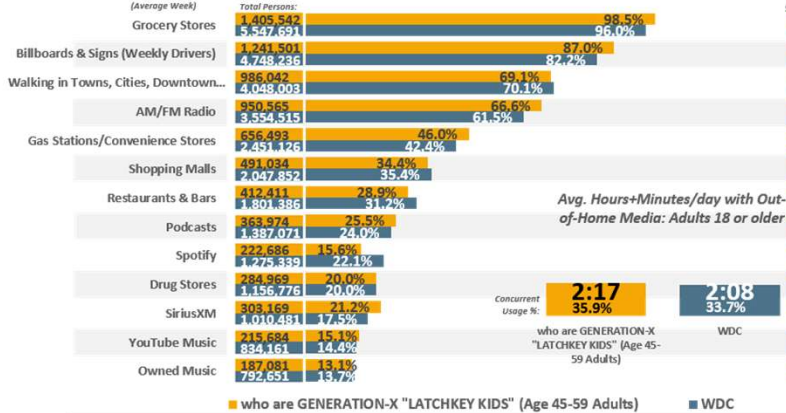
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

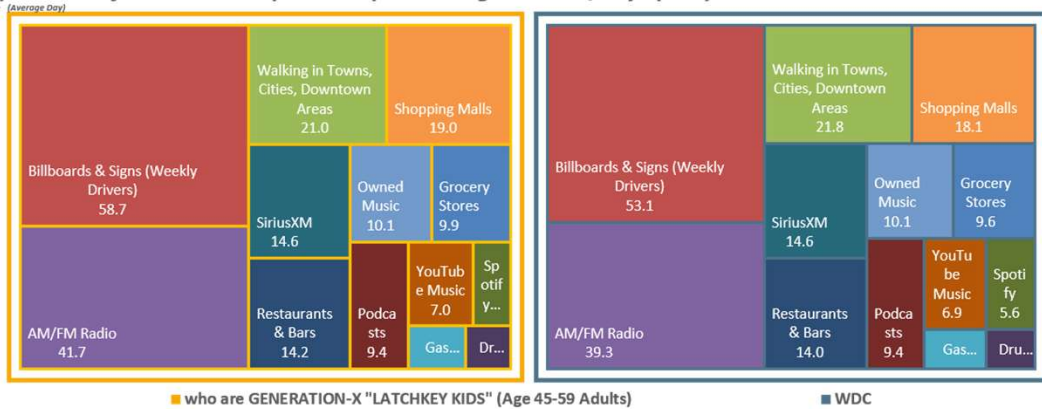


1,241,501 or 87.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 58.7 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 38.9 minutes/

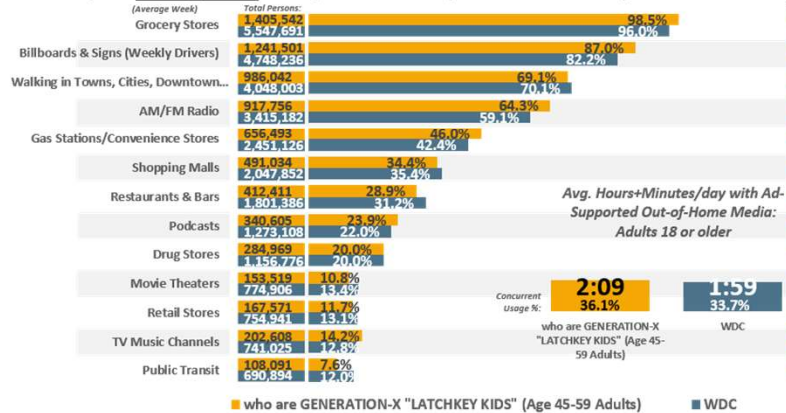
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



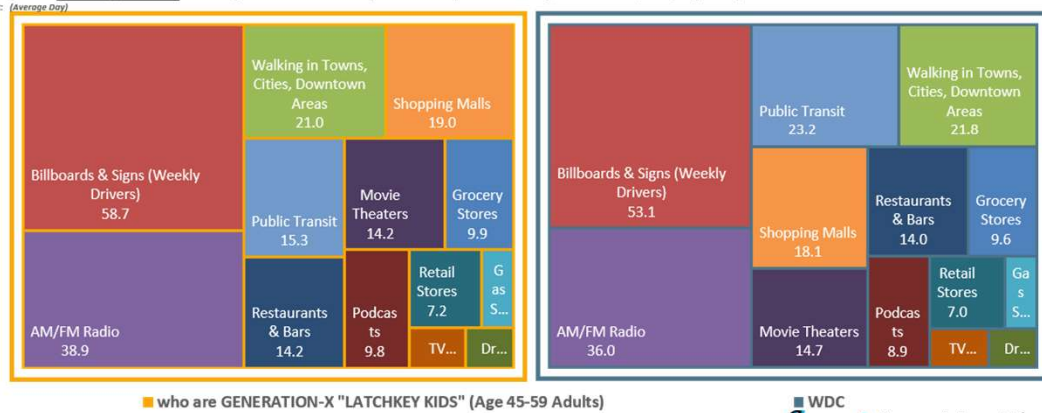
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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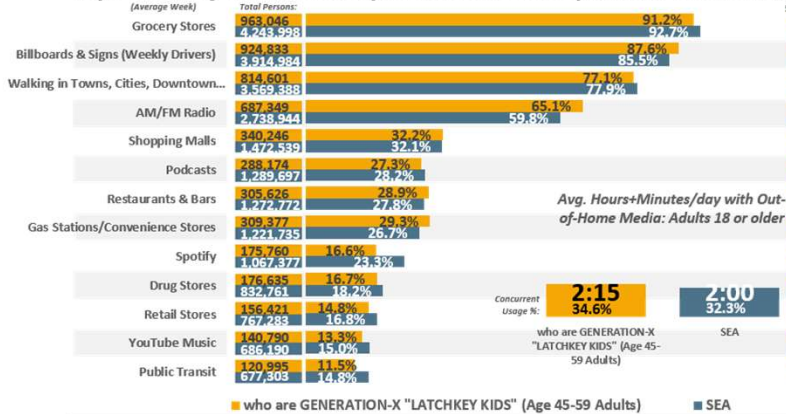
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

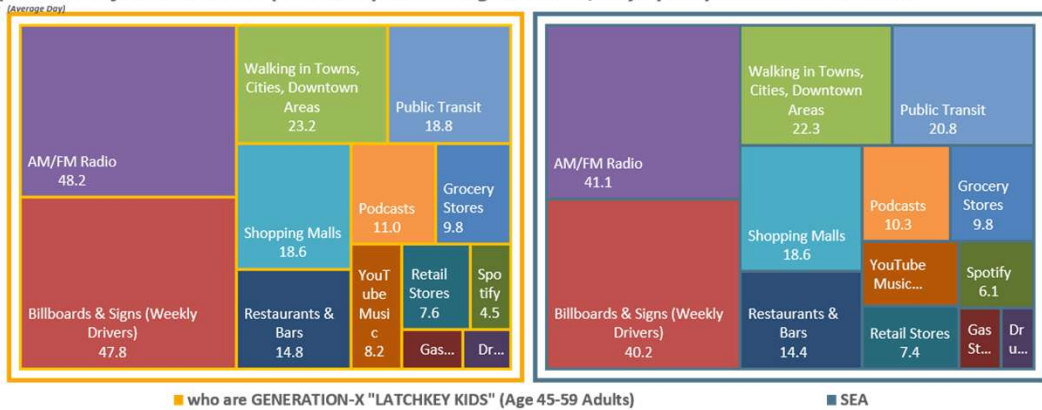


924,833 or 87.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minutes/d

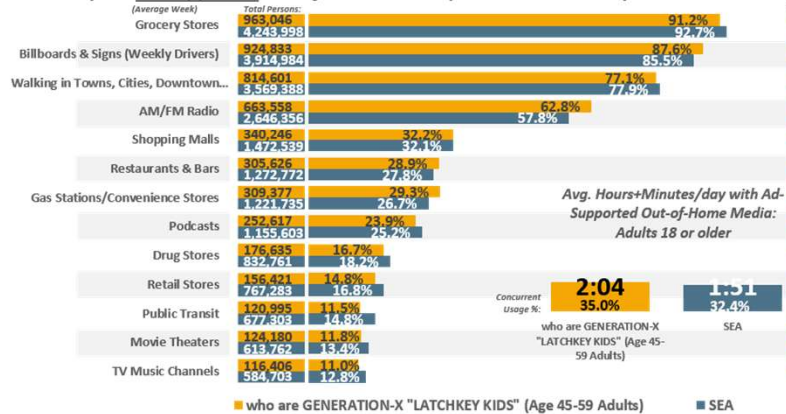
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



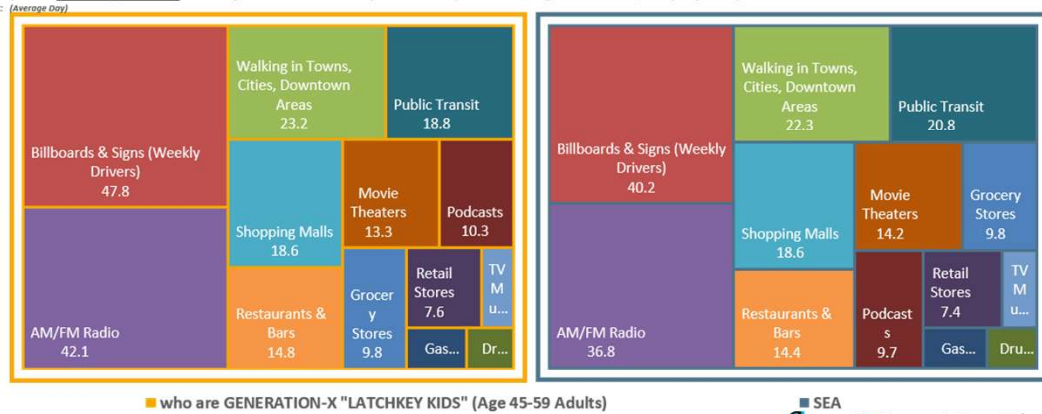
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



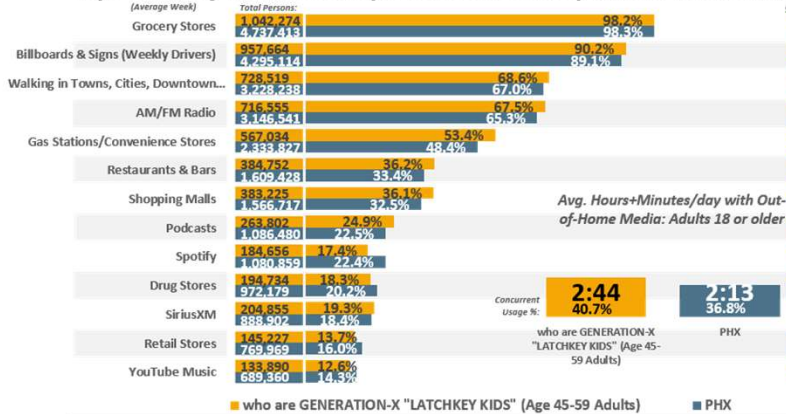
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



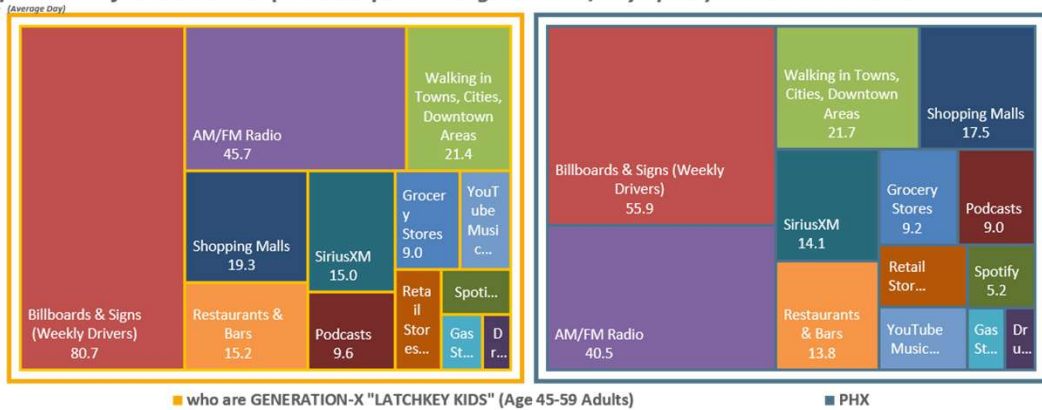


957,664 or 90.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 80.7 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minutes/d

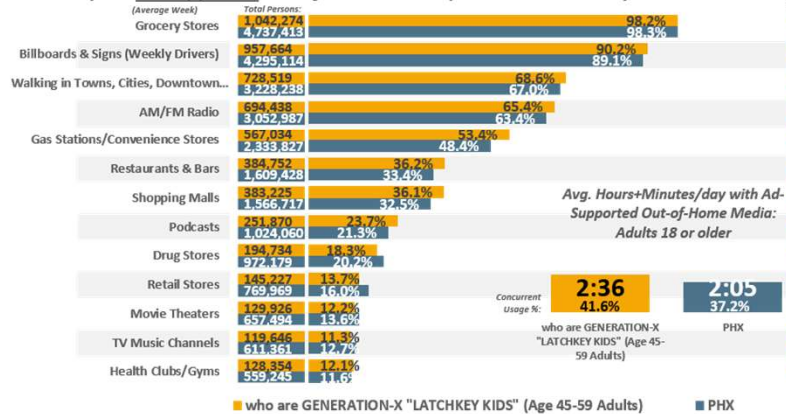
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



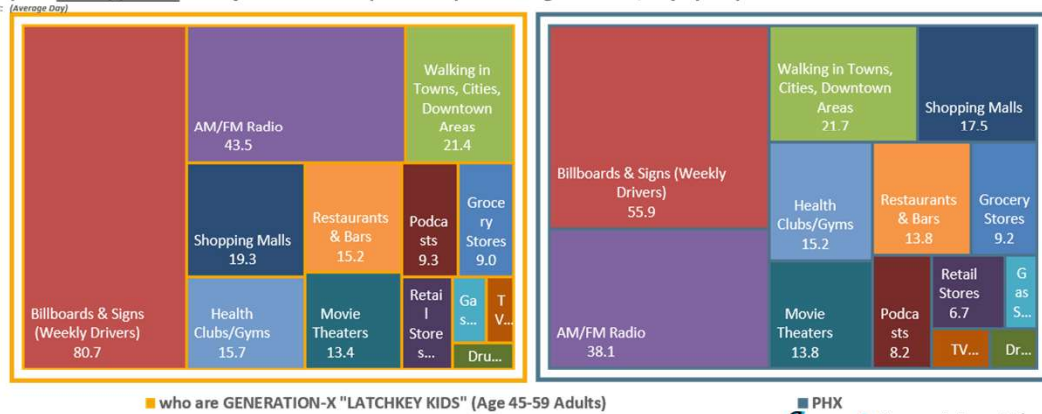
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 603
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

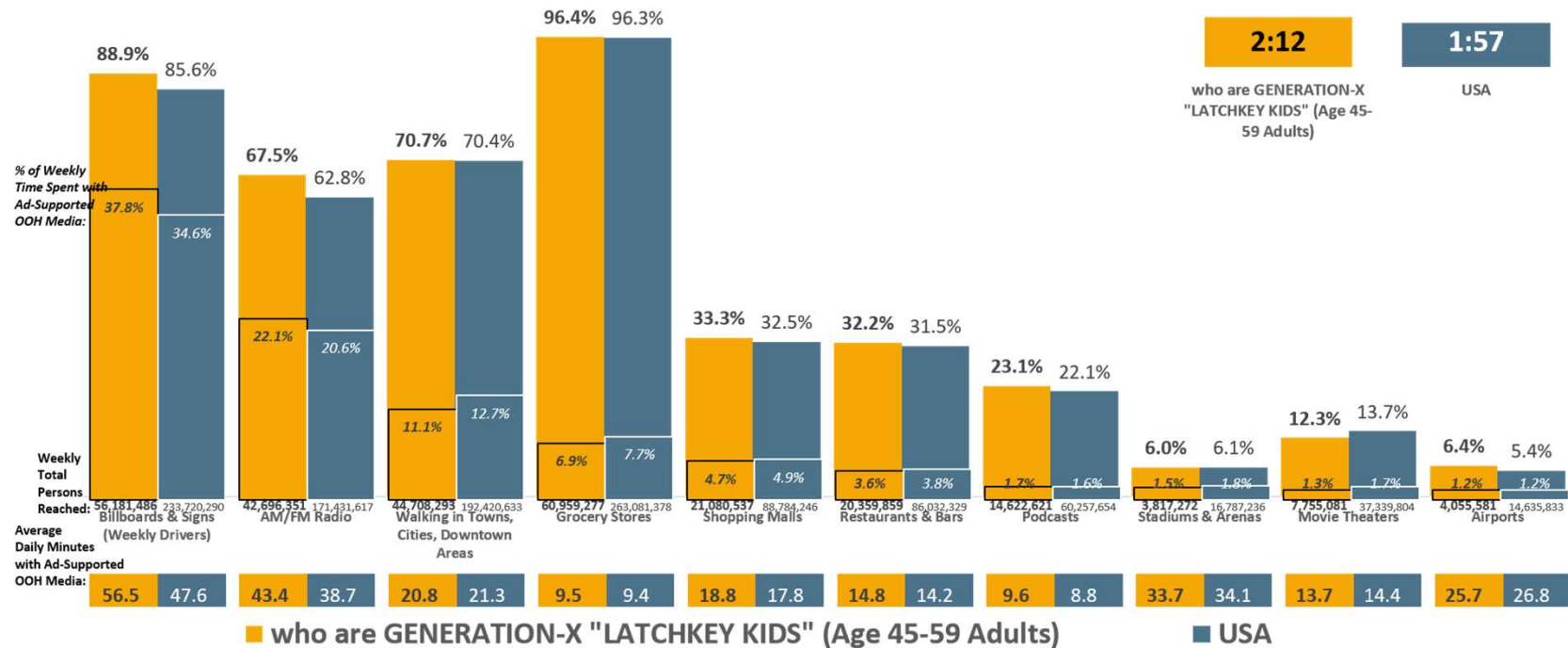


56,181,486 or 88.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

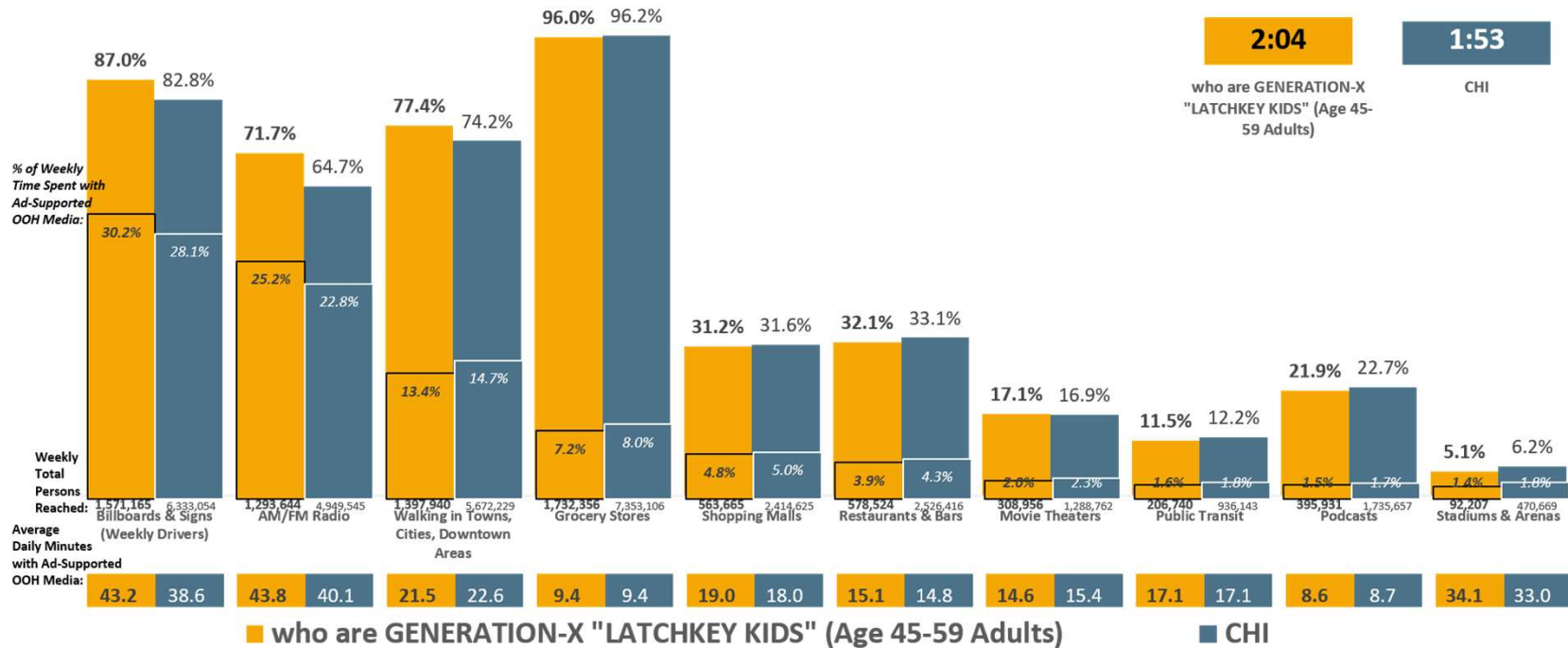


1,571,165 or 87.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 43.2 minutes per day driving, seeing Billboards and Signs representing 30.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59

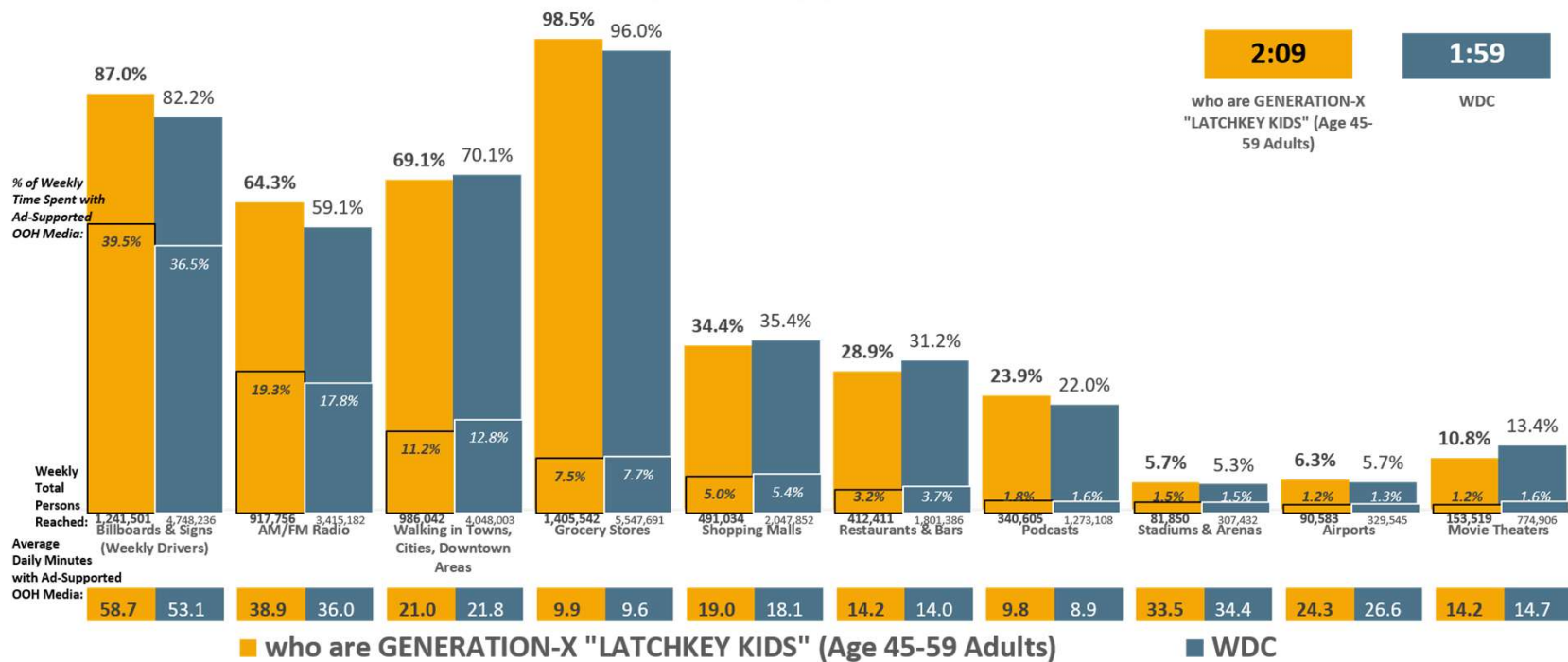


1,241,501 or 87.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 58.7 minutes per day driving, seeing Billboards and Signs representing 39.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

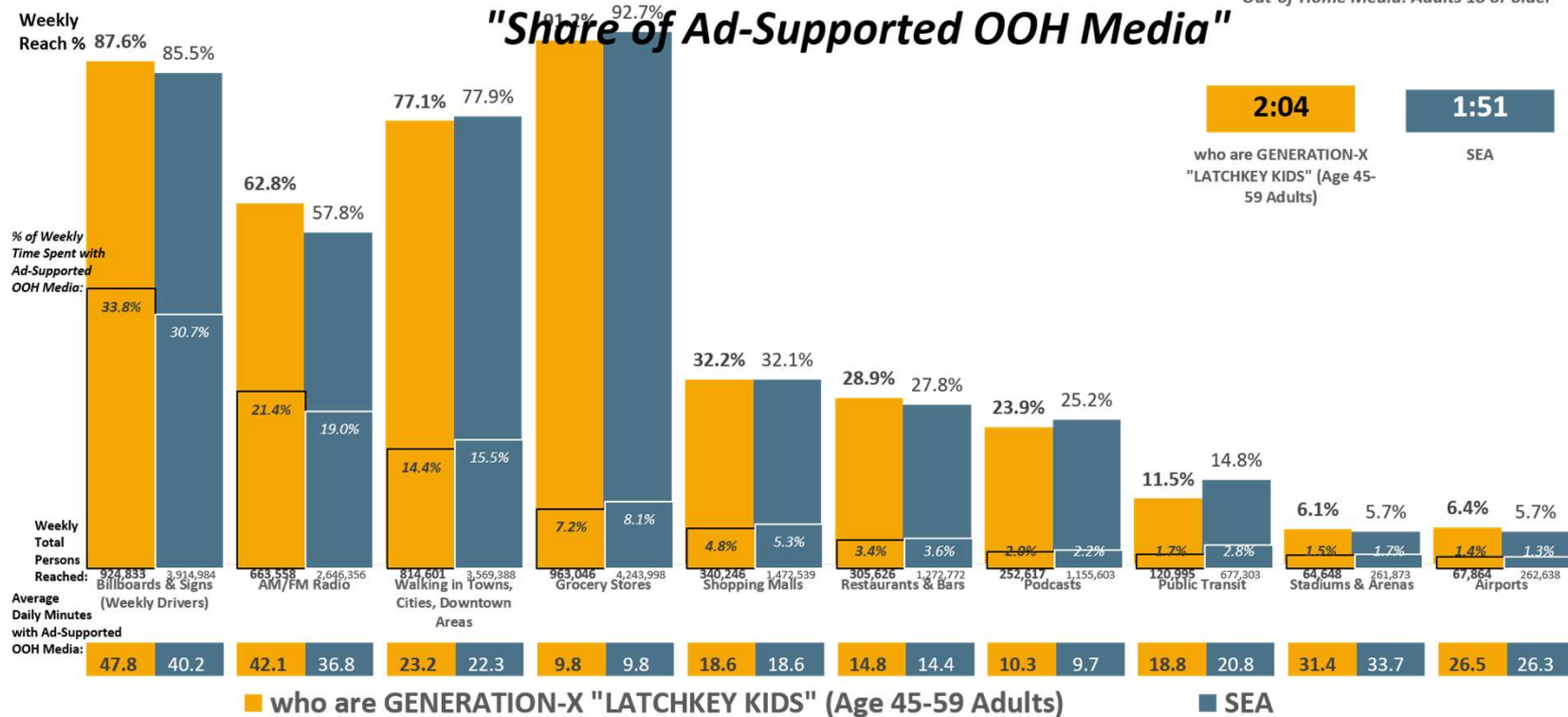
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



924,833 or 87.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 33.8% 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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 977 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59

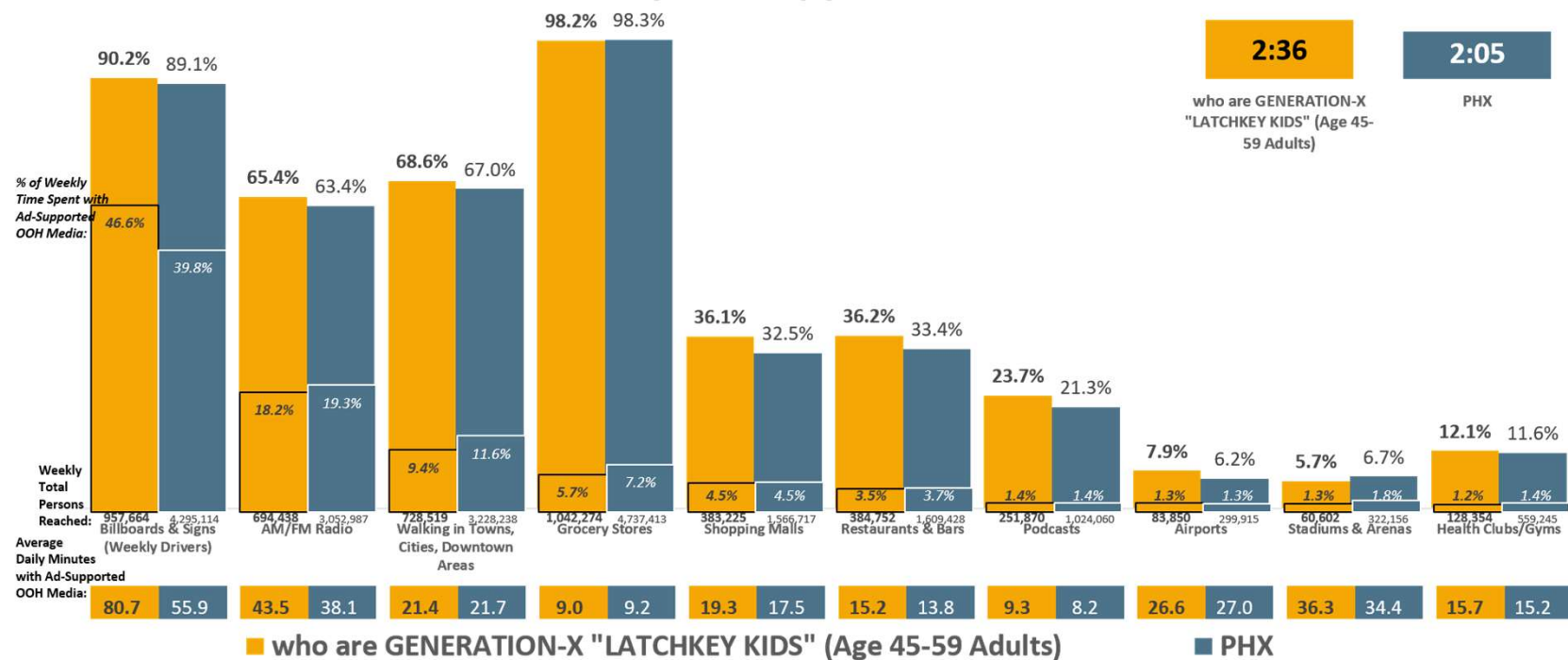


957,664 or 90.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 80.7 minutes per day driving, seeing Billboards and Signs representing 46.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:36

who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)

2:05

PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 603
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

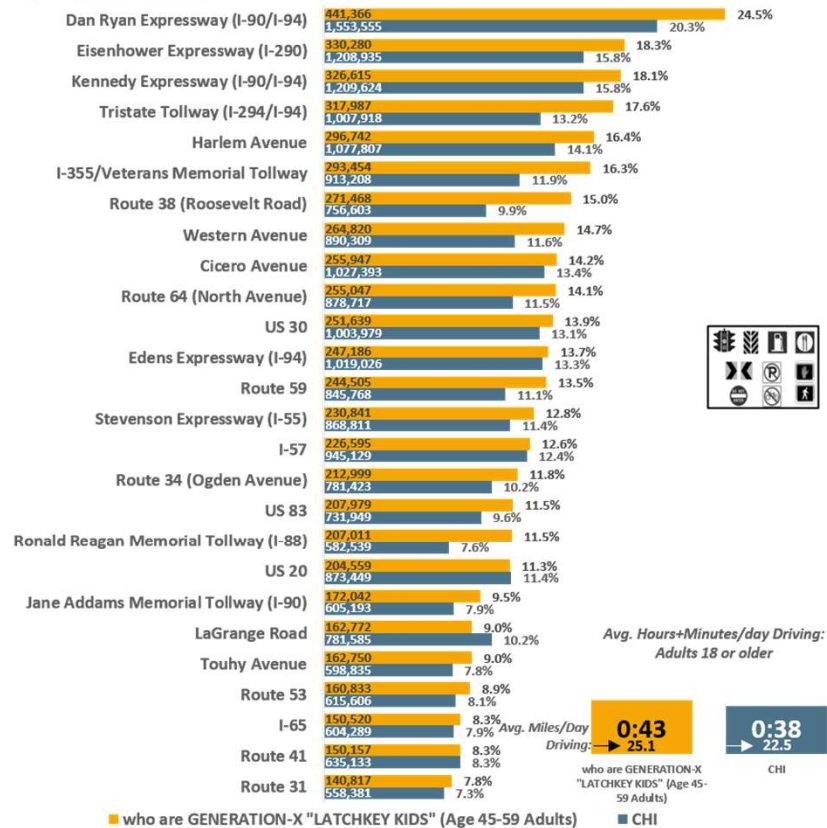
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59

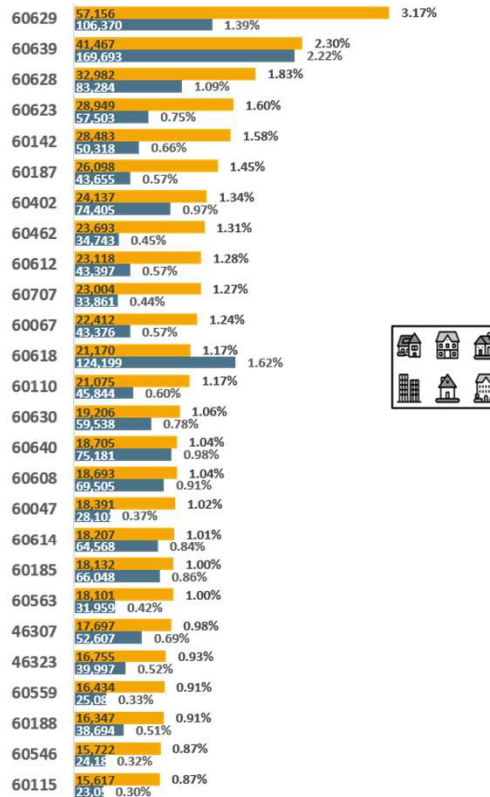


1,571,165 or 87.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
spend an average of 43.2 minutes per day driving an average of 25.1 miles each day and are 52.%
more likely to use Route 38 (Roosevelt Road) than the Metro ave

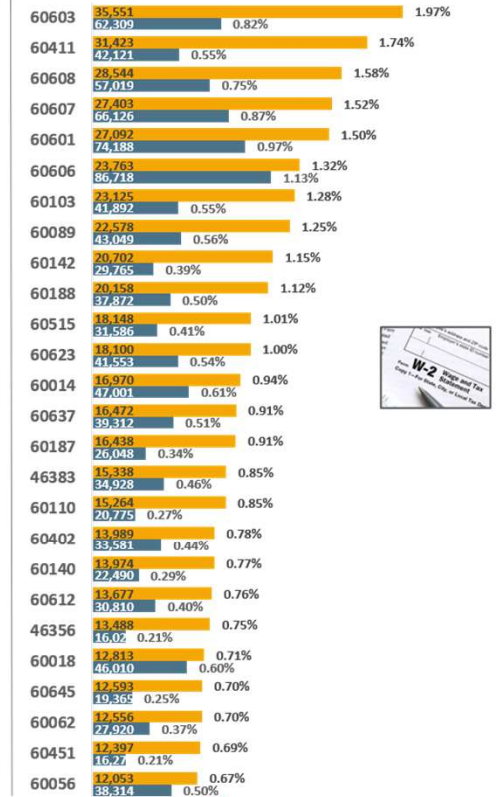
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



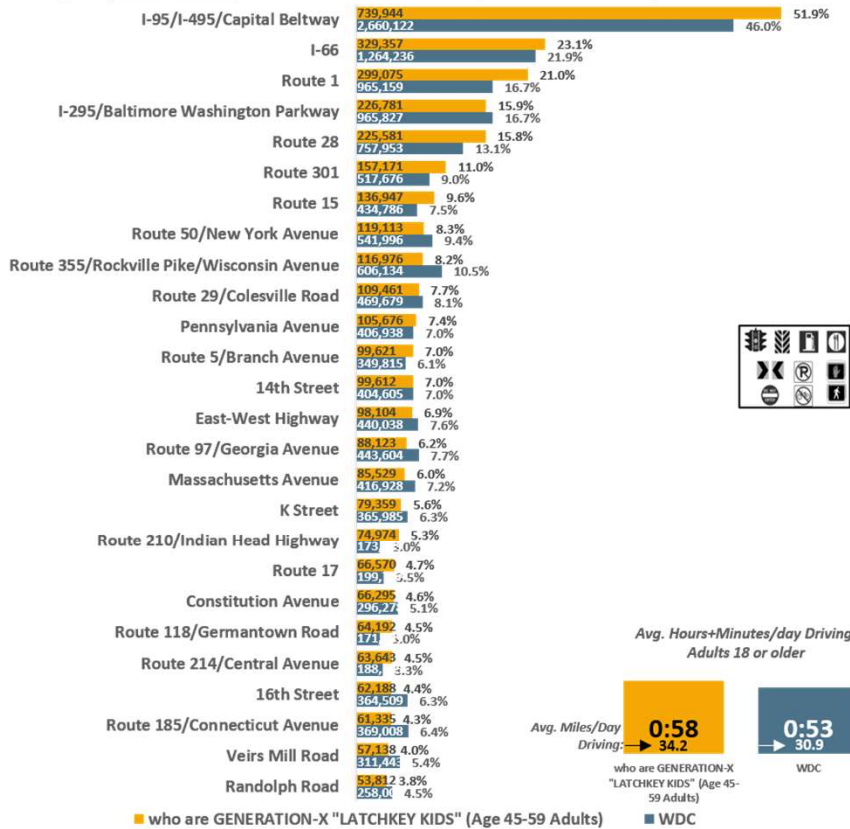
Top-26 Employment Zip Codes: Adults 18 or older





1,241,501 or 87.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
spend an average of 58.7 minutes per day driving an average of 34.2 miles each day and are 75.1%
more likely to use Route 210/Indian Head Highway than the Metr

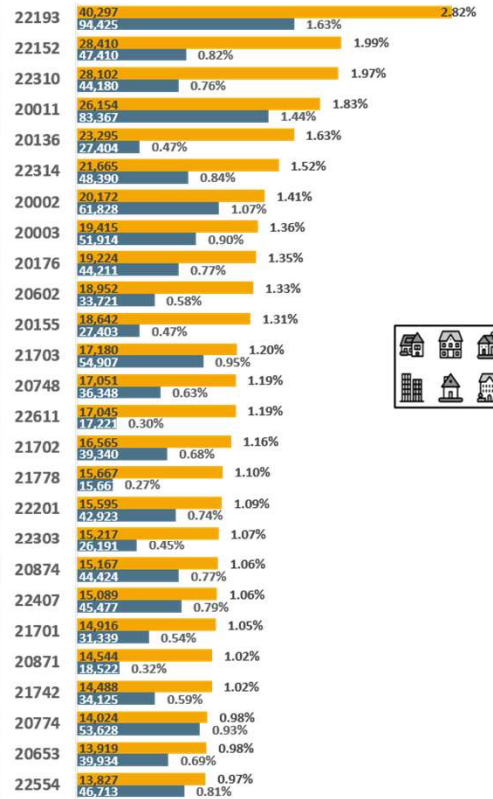
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



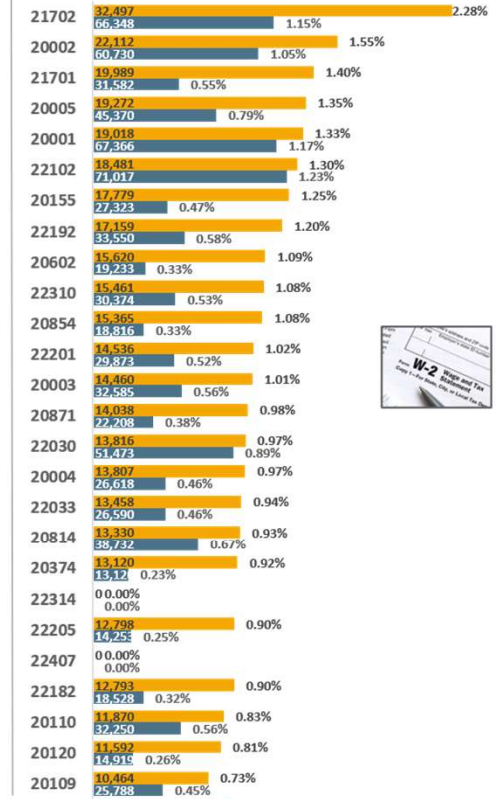
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

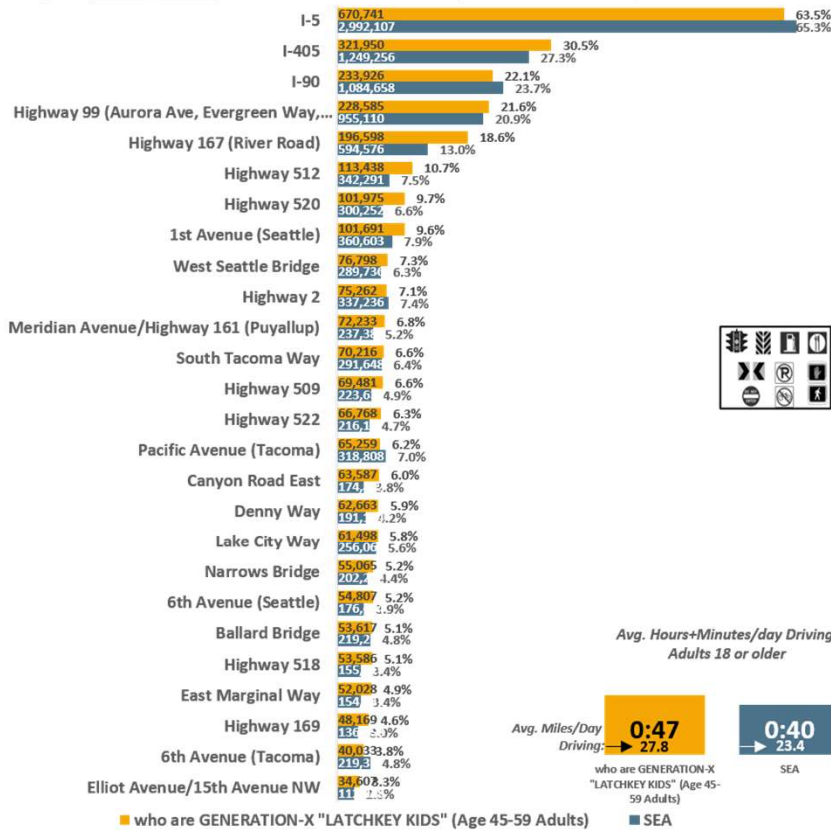


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924,833 or 87.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 47.8 minutes per day driving an average of 27.8 miles each day and are 57.8% more likely to use Canyon Road East than the Metro average.

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



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

Avg. Miles/Day
Driving: →

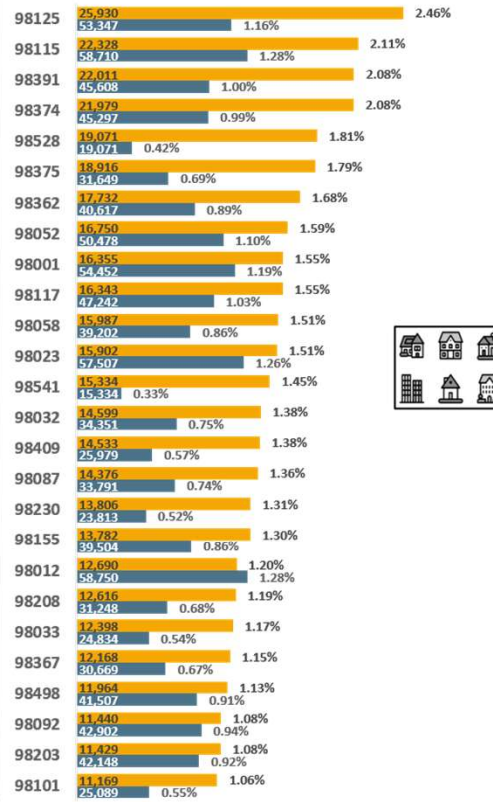
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27.8

0:40
23.4

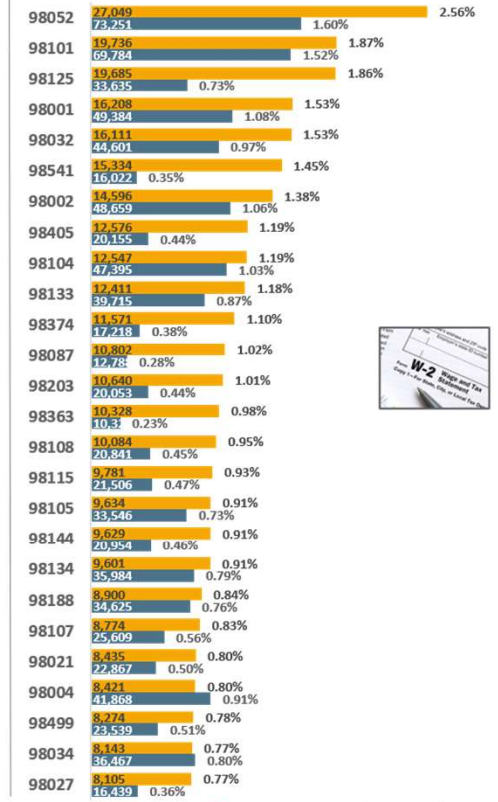
who are GENERATION-X
"LATCHKEY KIDS" (Age 45-
59 Adults)

SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

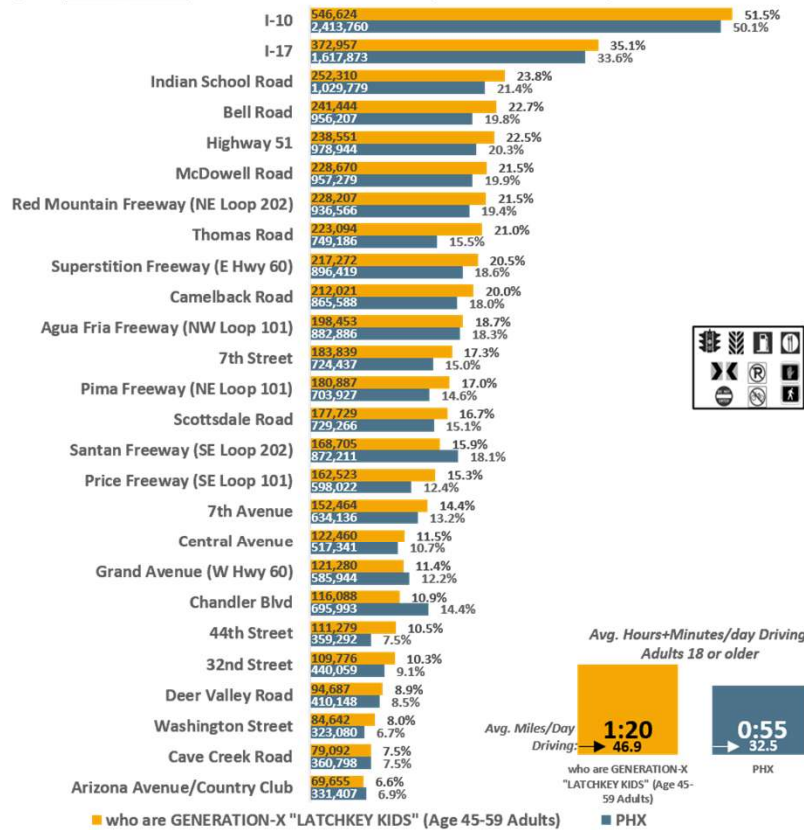


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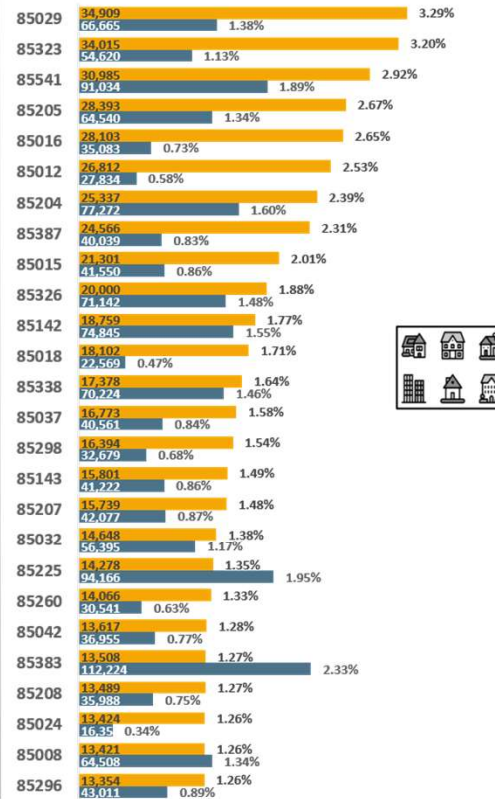
957,664 or 90.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 80.7 minutes per day driving an average of 46.9 miles each day and are 35.2% more likely to use Thomas Road than the Metro average.

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

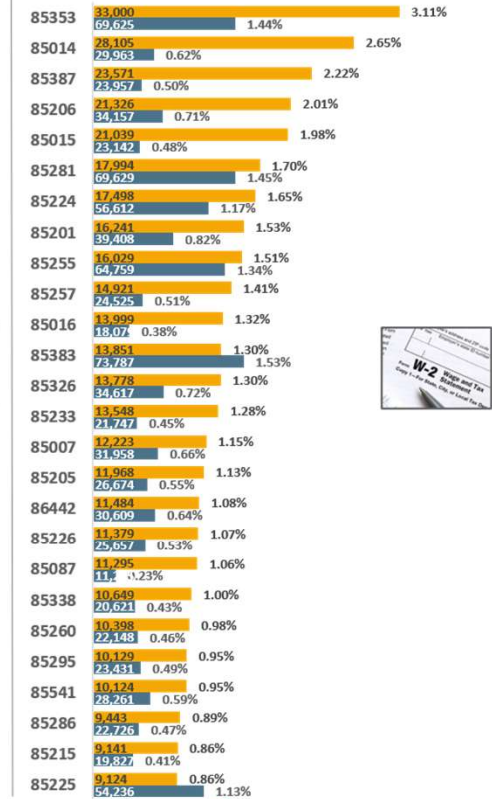


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 603
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Top-26 Residential Zip Codes: Adults 18 or older



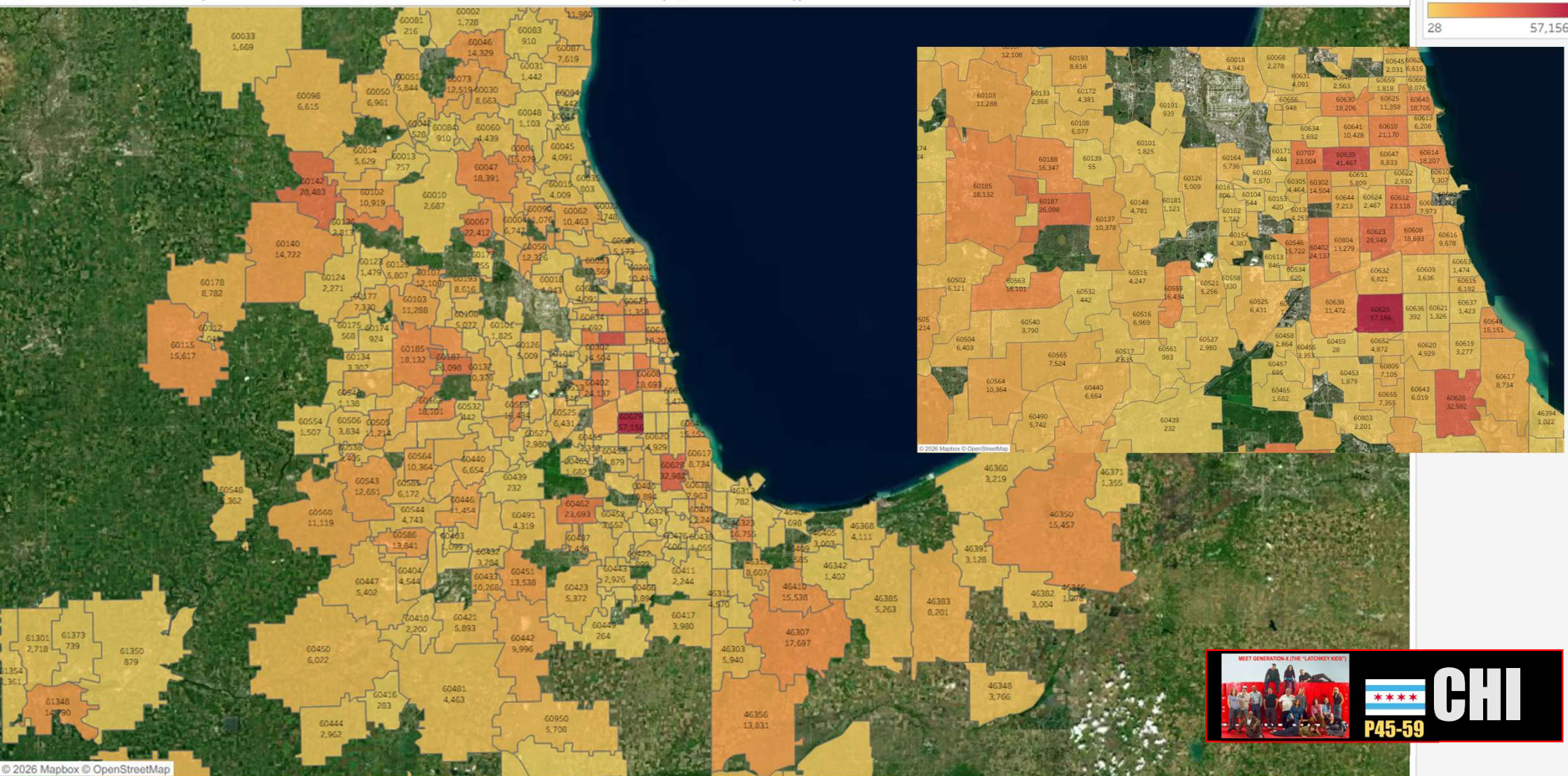
Top-26 Employment Zip Codes: Adults 18 or older



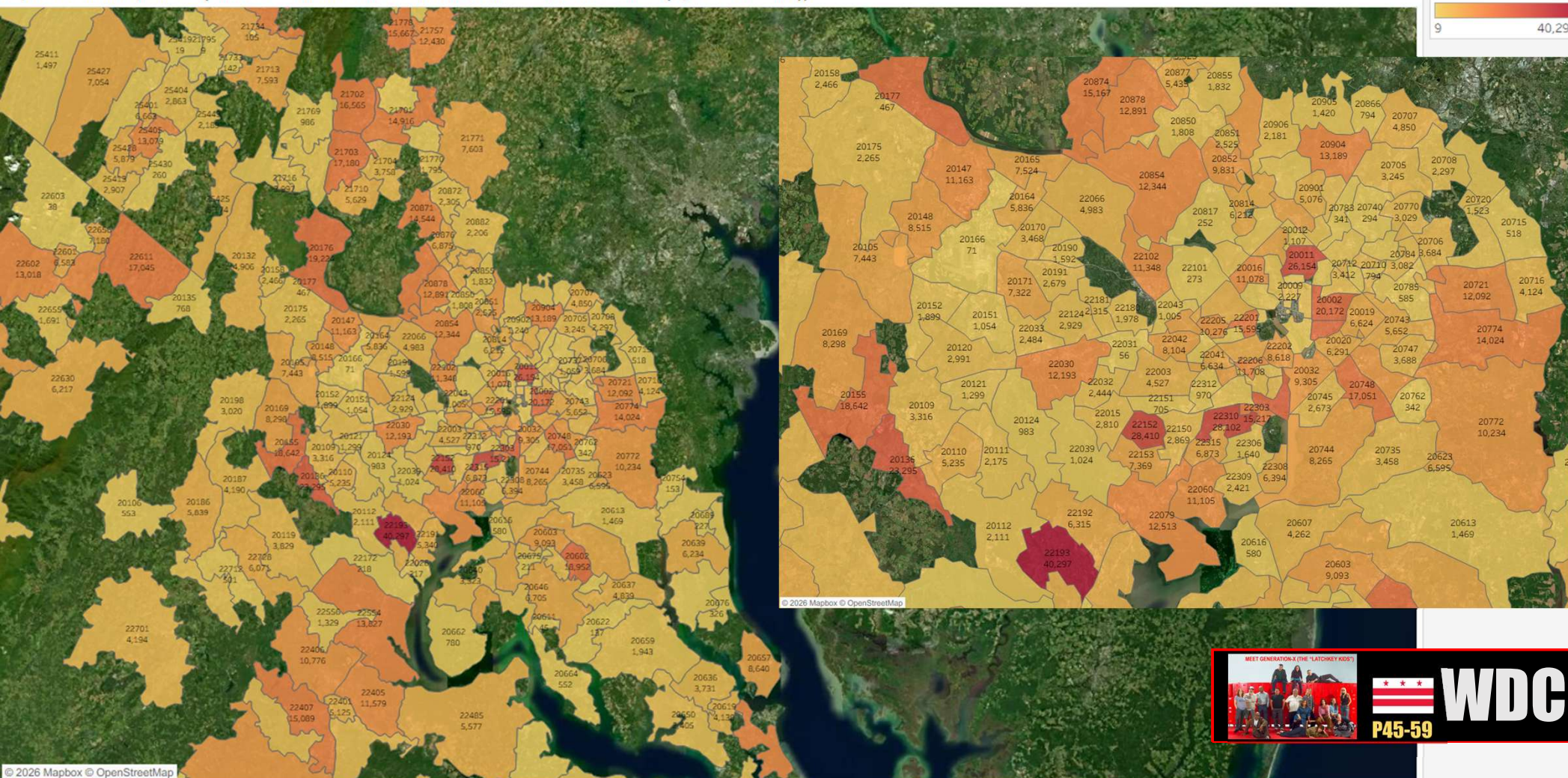
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))



Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))

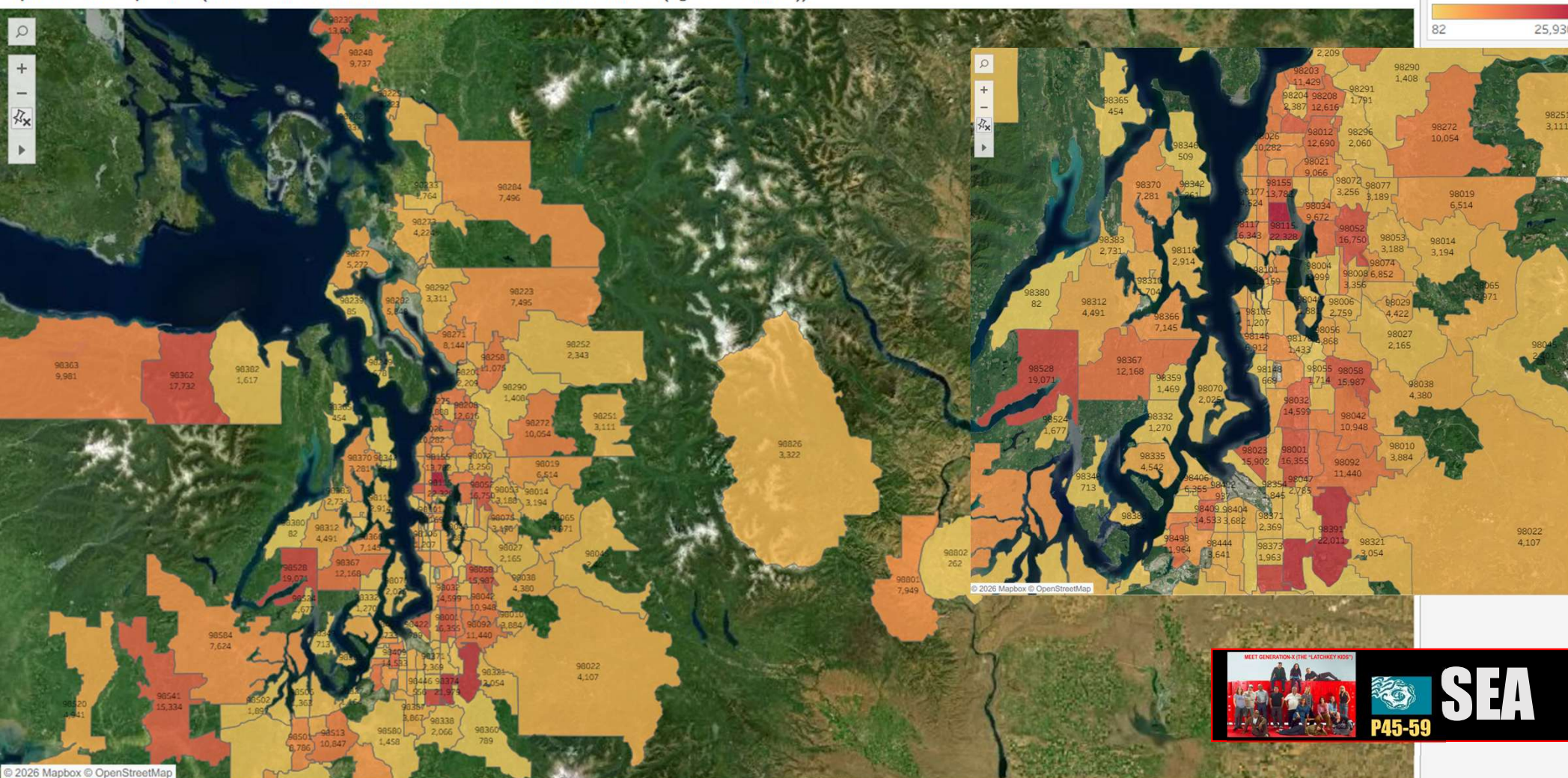


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© 2026 Mapbox © OpenStreetMap

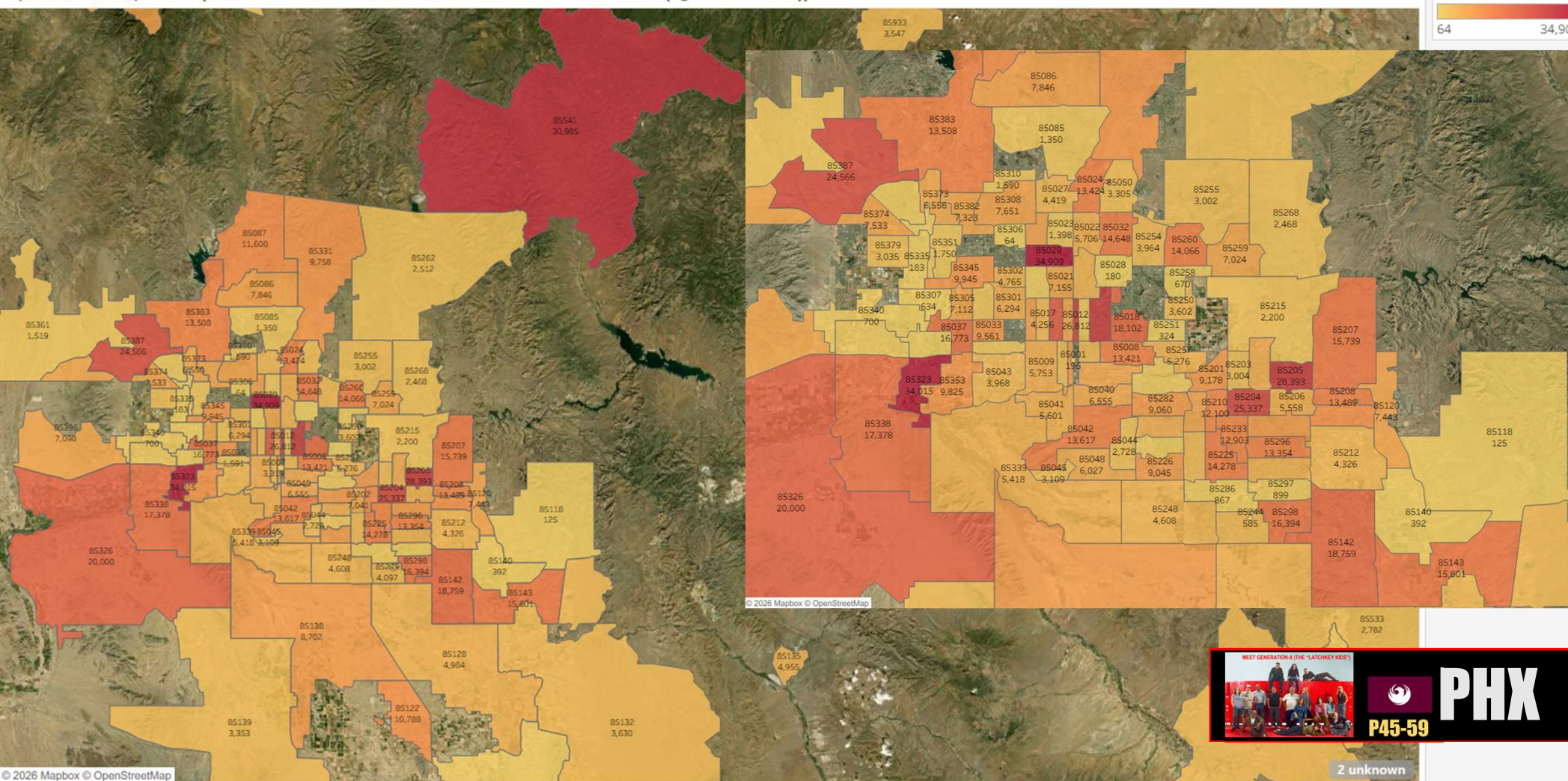


Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))



SUM(Adults 18 or older...)

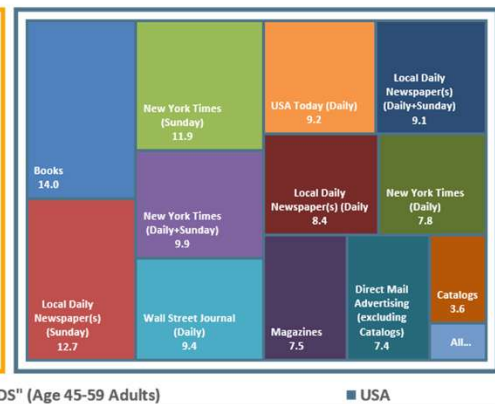
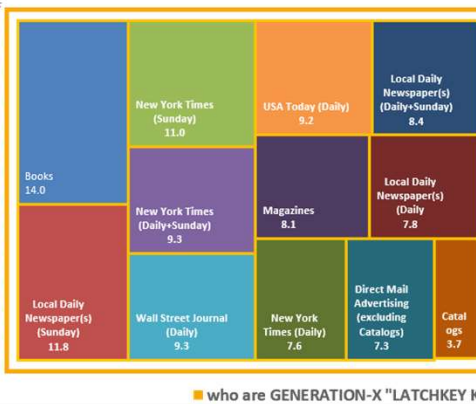
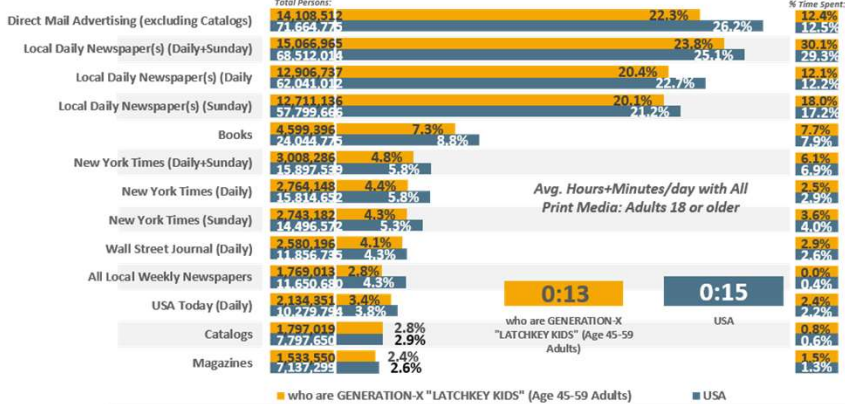
64 34,909



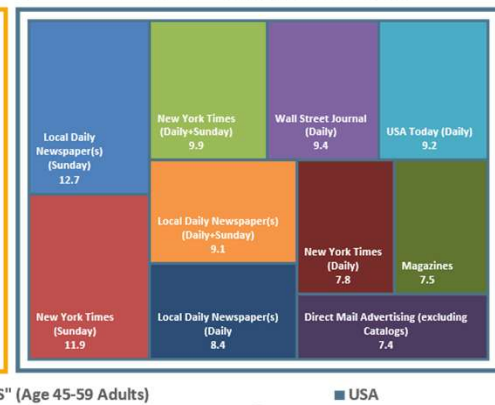
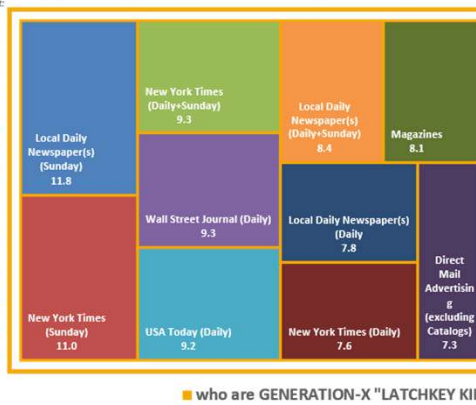
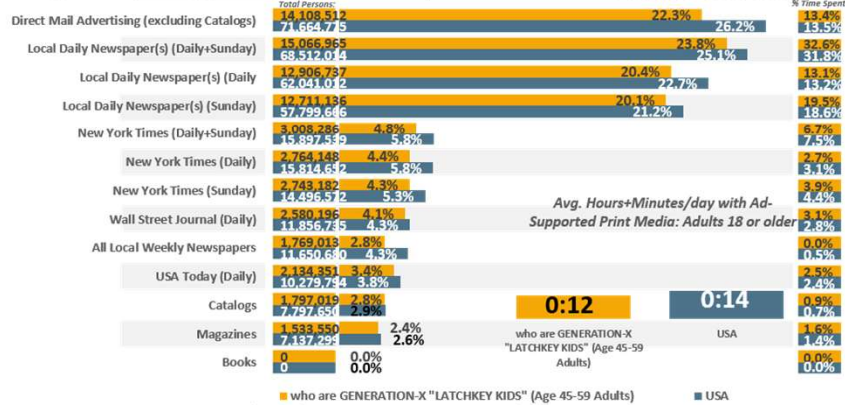


15,066,965 or 23.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.6% of all time spent daily with All forms of Print Media

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**



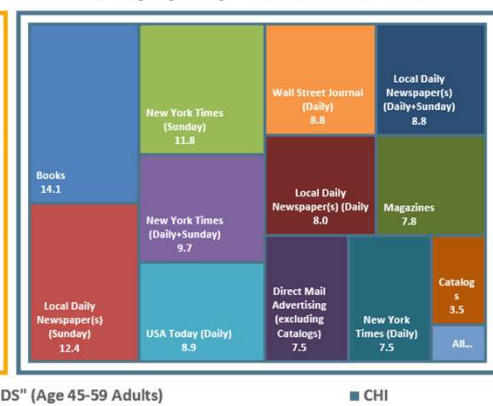
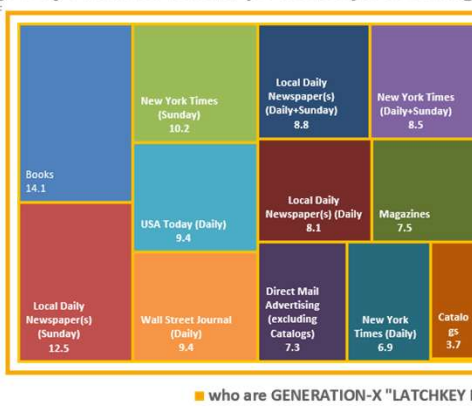
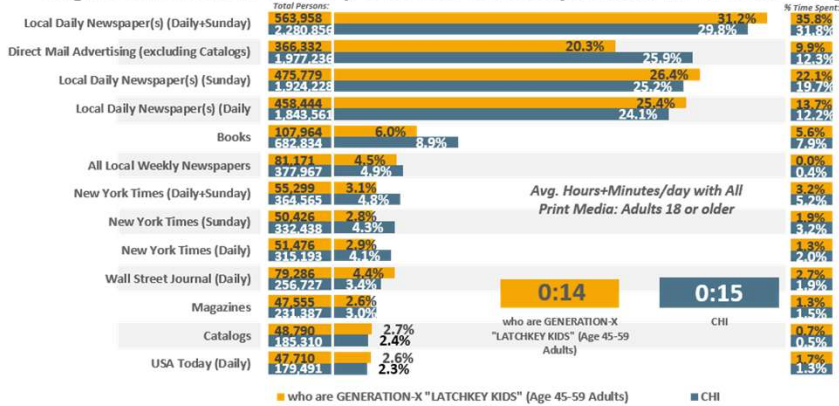
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



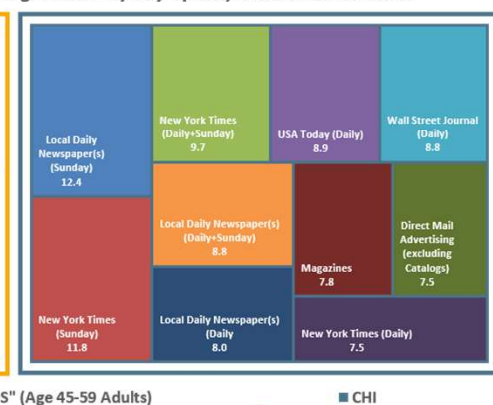
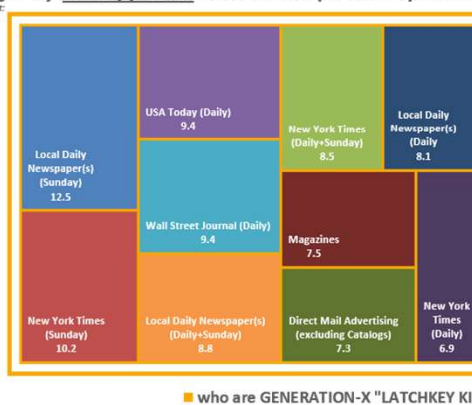
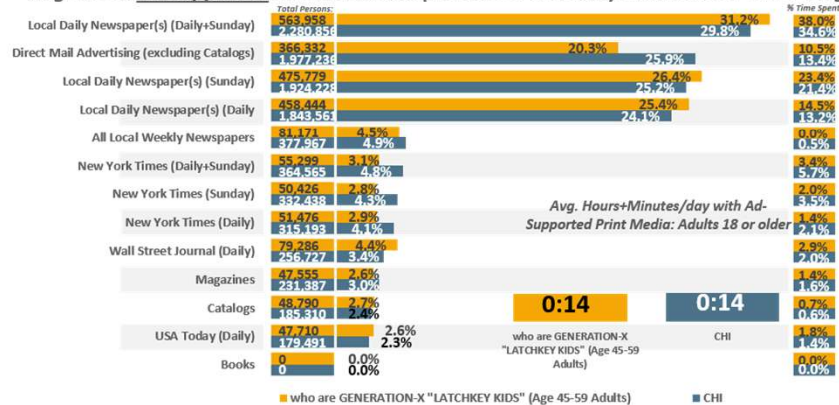


563,958 or 31.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 38.% of all time spent daily with All forms of Print Media.

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**



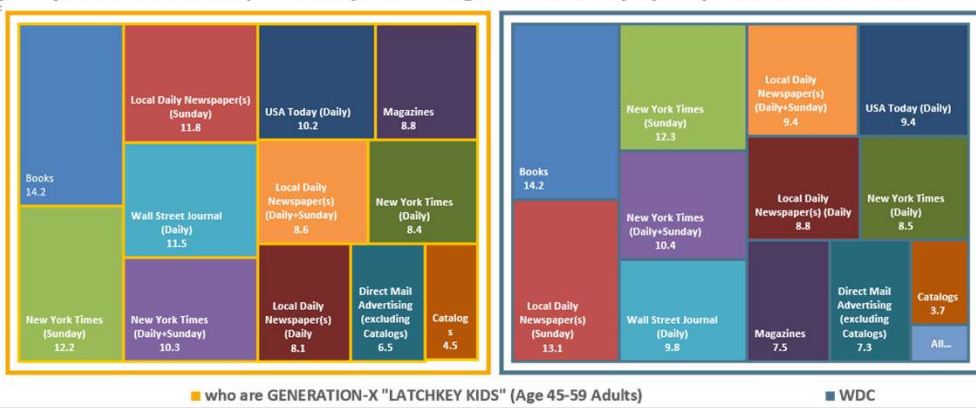
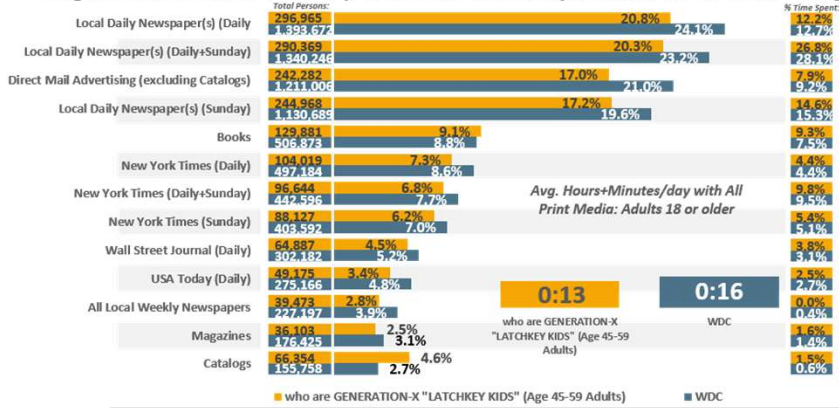
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



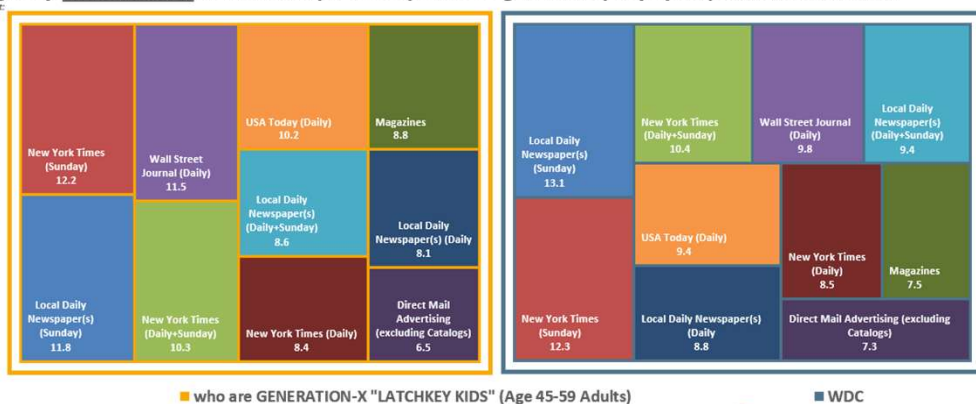
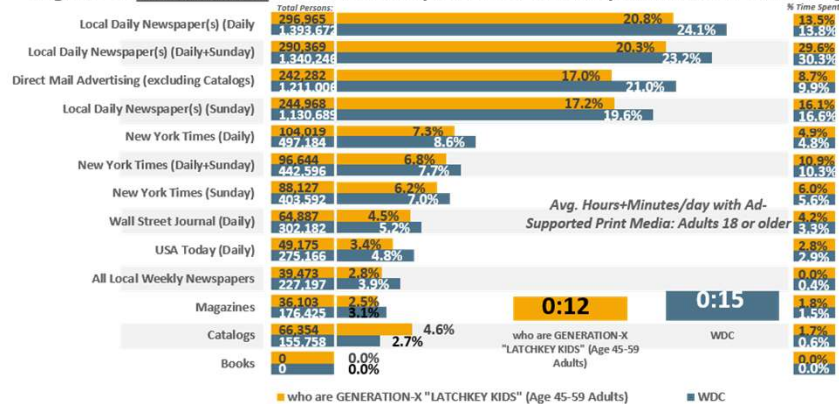


290,369 or 20.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

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**



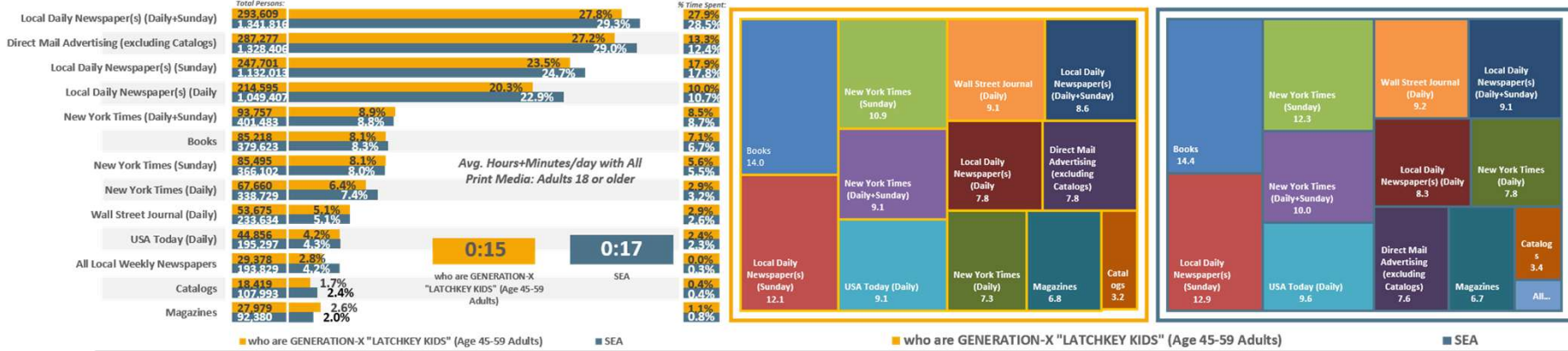
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



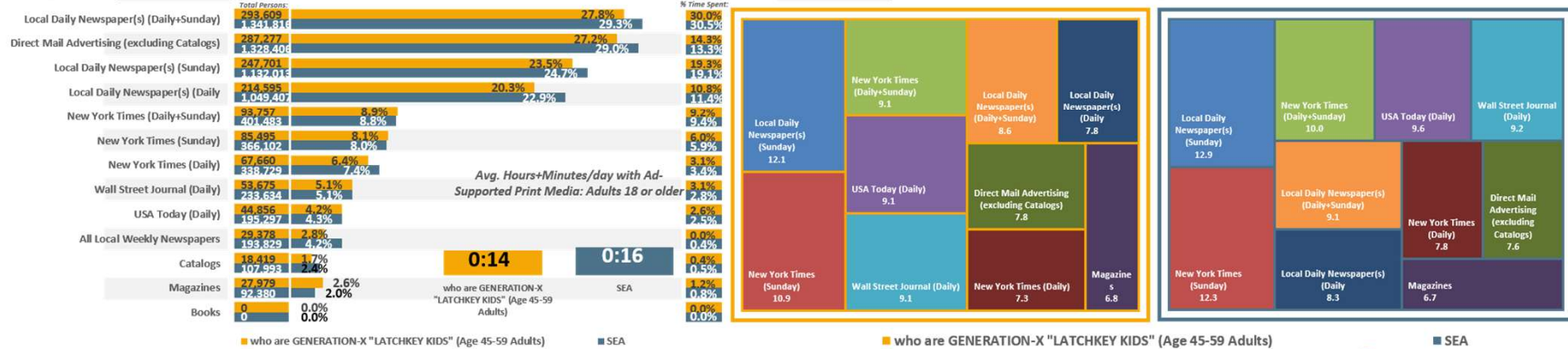


293,609 or 27.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.0% of all time spent daily with All forms of Print Media.

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**



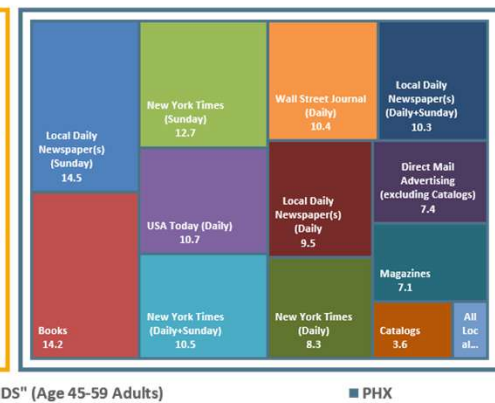
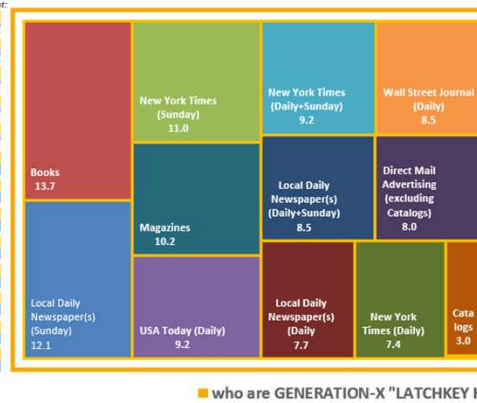
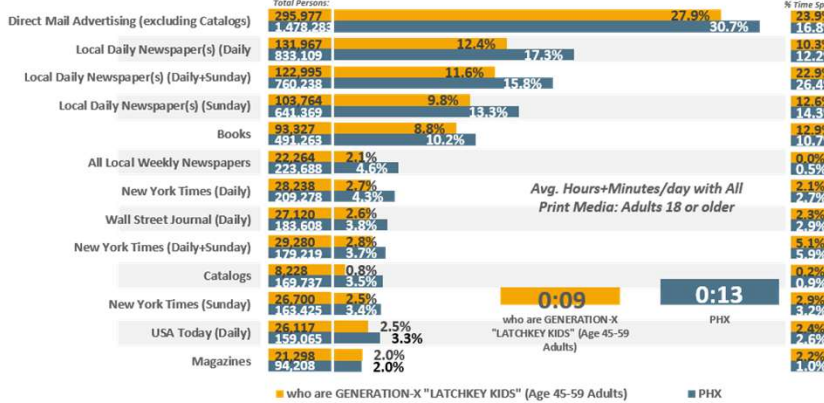
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



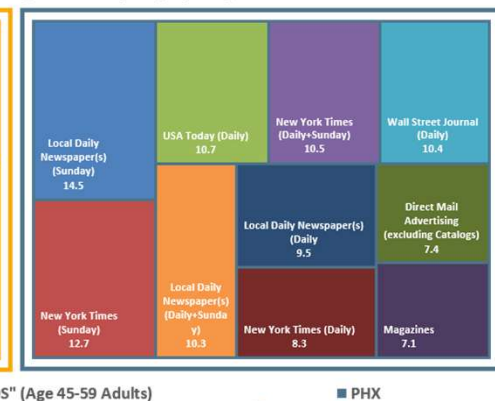
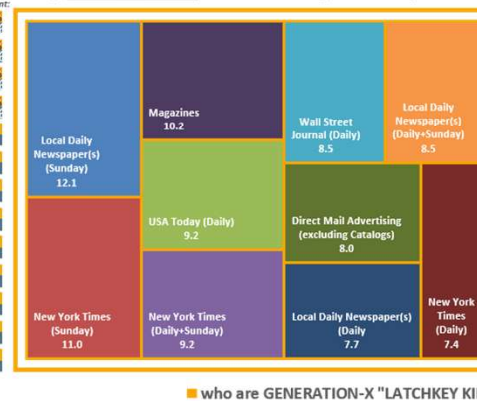
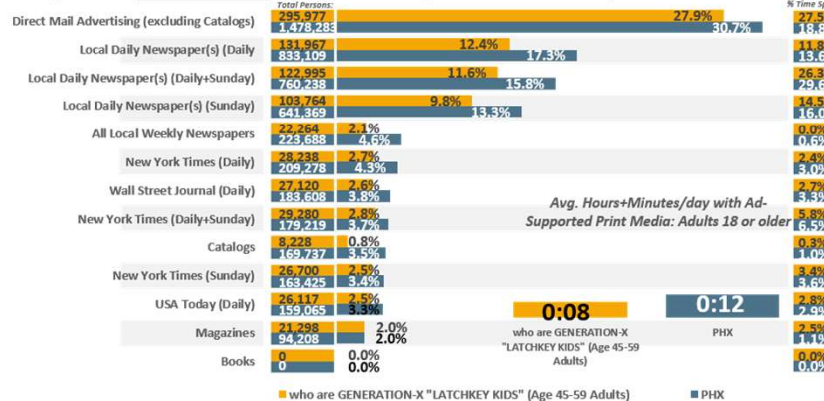


295,977 or 27.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 27.5% of all time spent daily with All forms of Print Med

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**



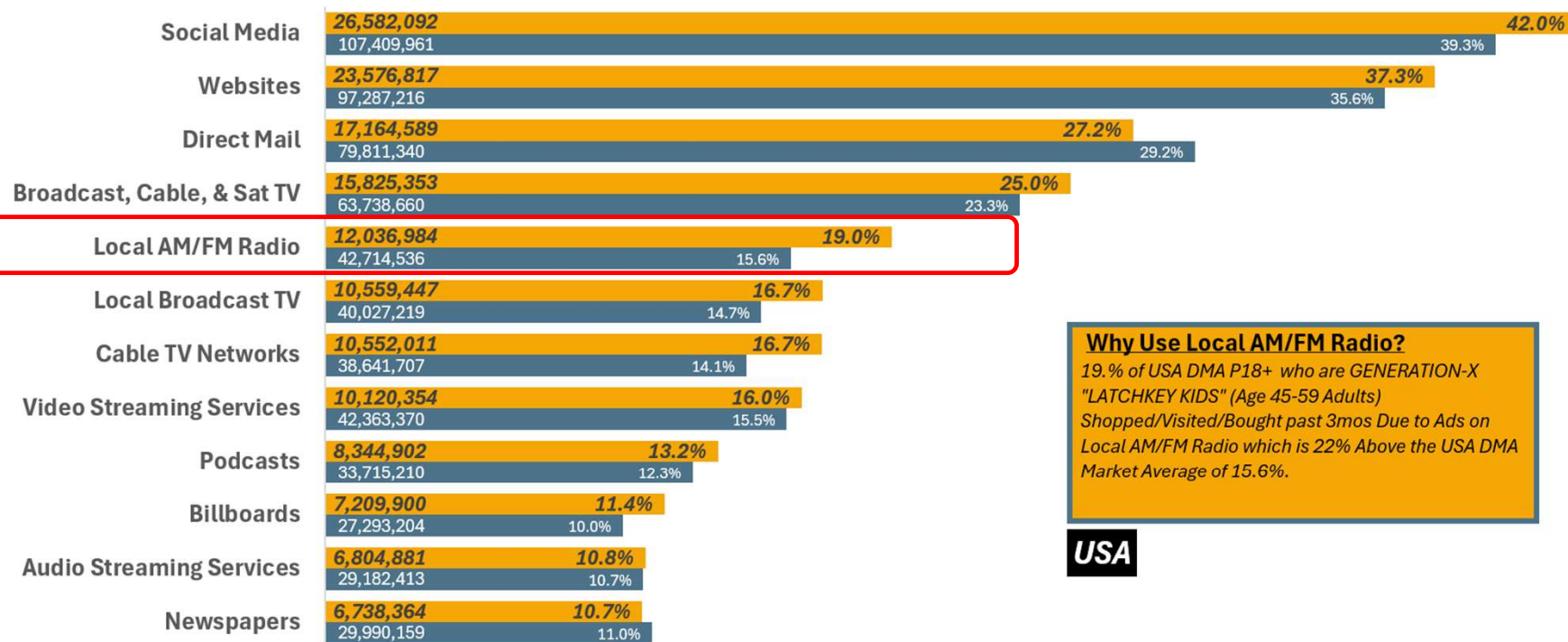
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19. % of USA DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 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: 6049

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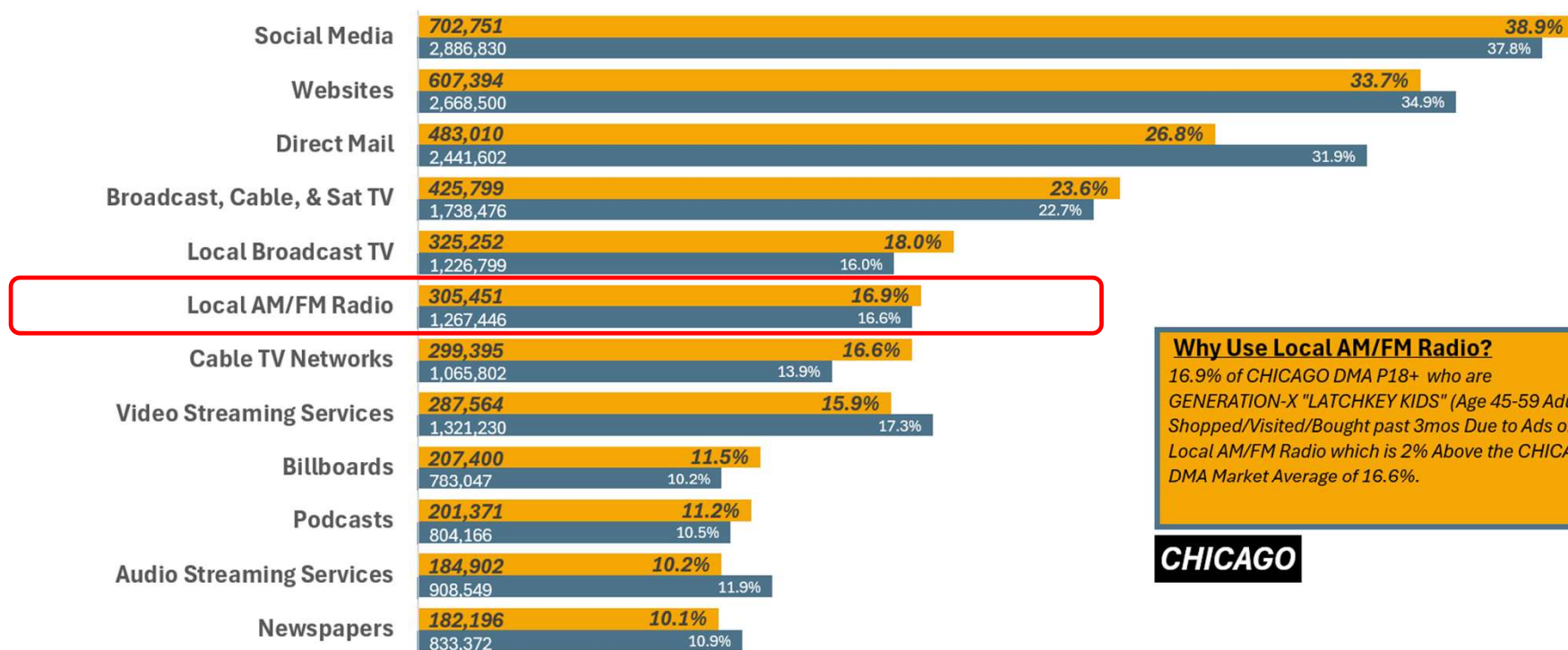
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
16.9% of CHICAGO DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)
■ P18+ CHICAGO AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 1017
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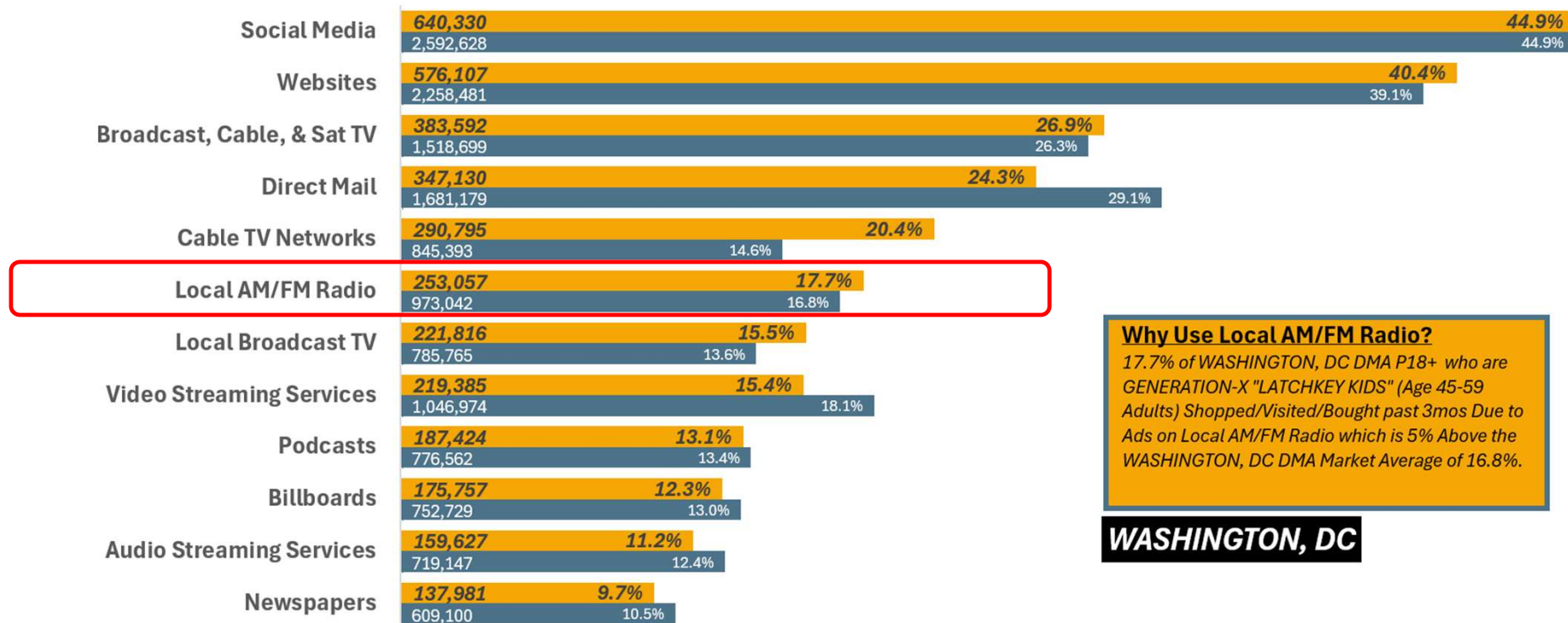
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.7% of WASHINGTON, DC DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1481
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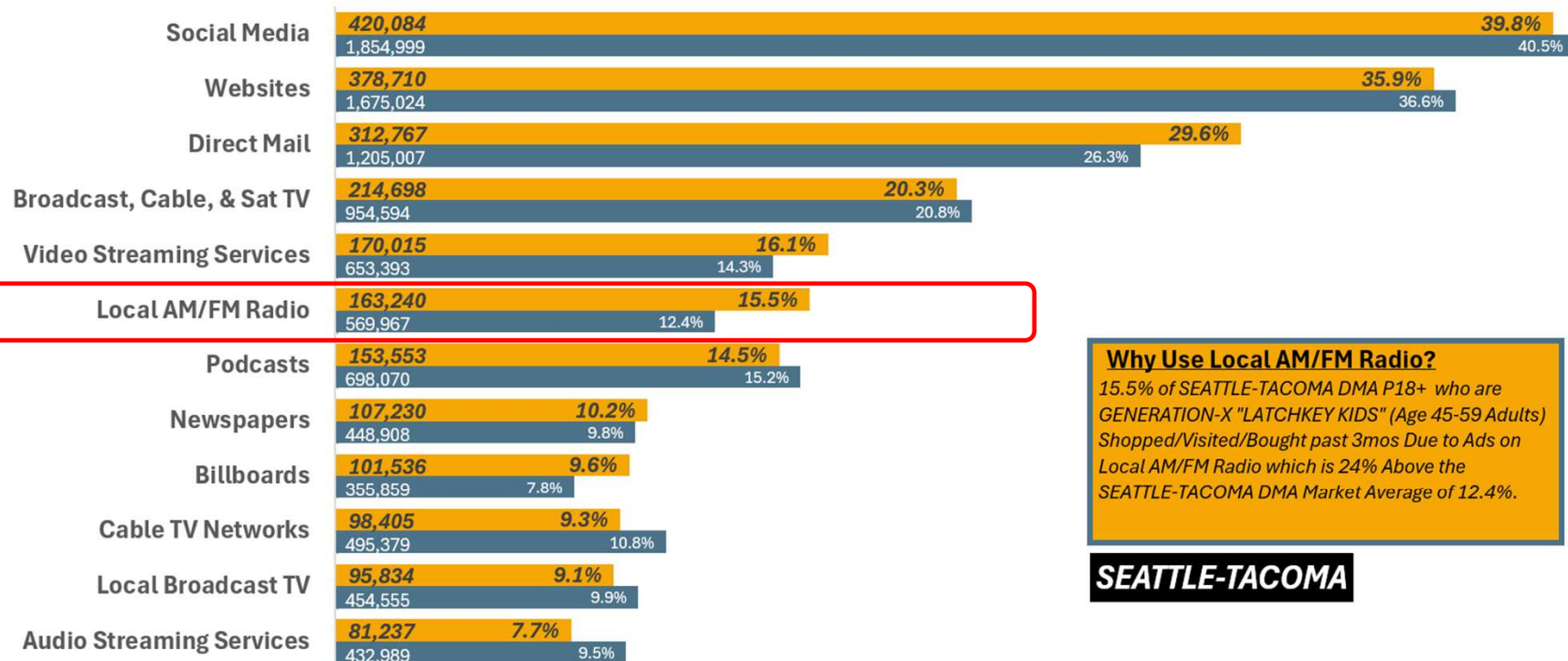
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.5% of SEATTLE-TACOMA DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

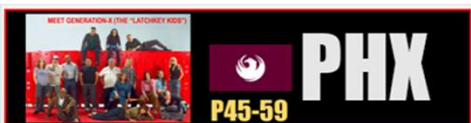
■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 977
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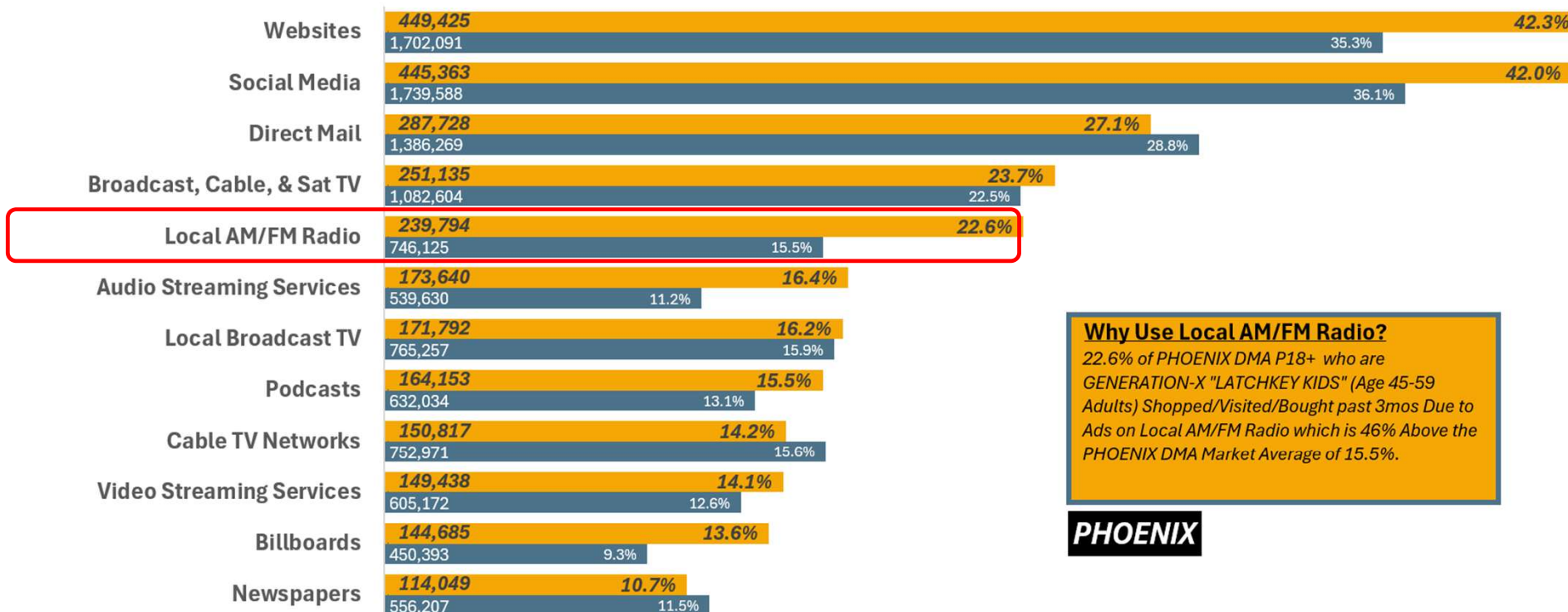
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

22.6% of PHOENIX DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 46% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 603
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)