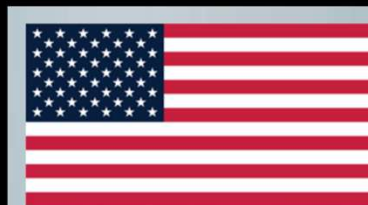


USA - GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE vs. Same Cohort of GEN-Z (P18-29) in 4 More DMAs!

Complete Demographic & Media Use Profiles



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



VS.



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



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

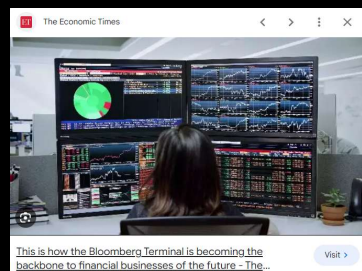


P18-29

Hubbard
media that connects

Vanguard BlackRock

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



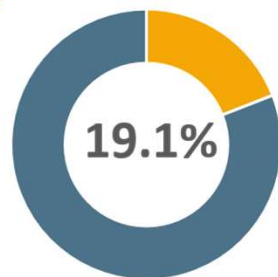
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



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



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



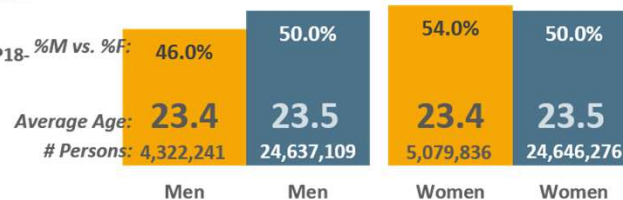
- who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE
- Remainder of USA GEN-Z(P18-29) DMAs

Total Persons:

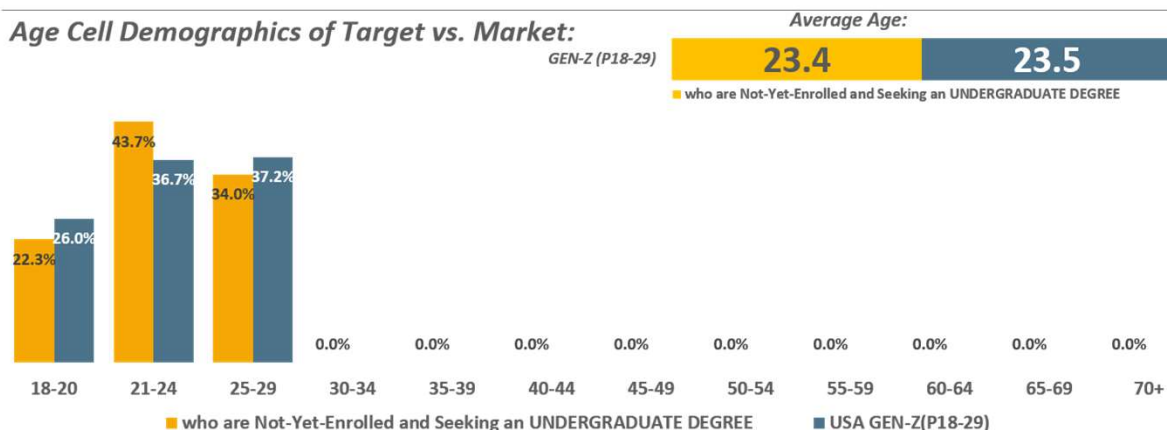
9,402,077 39,881,308



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



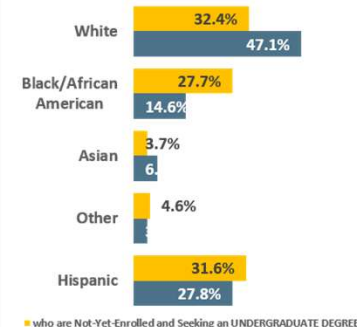
Age Cell Demographics of Target vs. Market:



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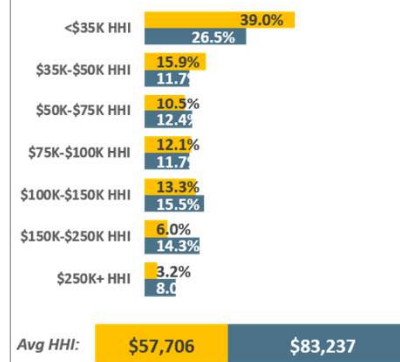
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

Ethnicity of Target vs. Market:



USA GEN-Z(P18-29)

HHI of Target vs. Market:



©

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



1.1% or 94,151 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the MSP DMA. Typical GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA are 24.1 years old (2.8% older than average) and have a \$51,872 (24.6% lower than average) annual...



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



- Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA
- Remainder of USA DMA

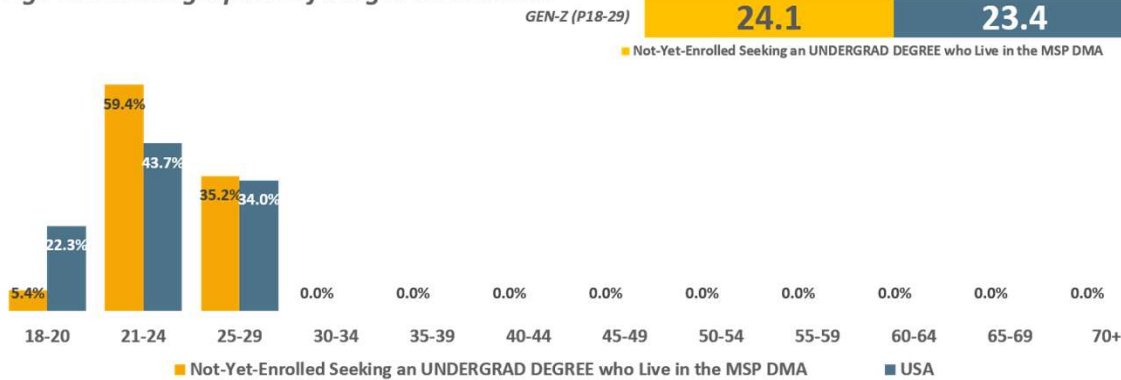
Total Persons: 94,151 vs 9,307,926



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

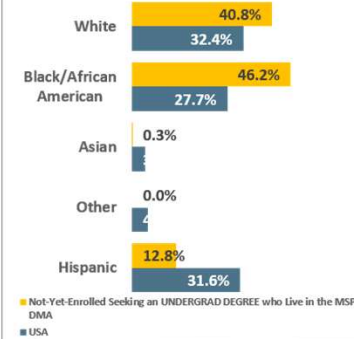
	%M vs. %F	%M vs. %F	%M vs. %F	%M vs. %F
Men	46.2%	46.0%	53.8%	54.0%
Women	53.8%	54.0%	46.2%	46.0%
Average Age:	24.1	23.4	24.1	23.4
# Persons:	43,455	4,322,241	50,696	5,079,836

Age Cell Demographics of Target vs. Market:

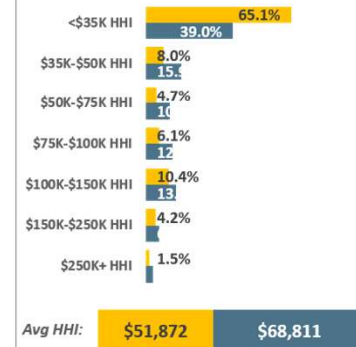


USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



6

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



1.1% or 95,963 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the STL DMA. Typical GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA are 23.8 years old (1.8% older than average) and have a \$46,269 (32.8% lower than average) annual household...



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



- Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA
- Remainder of USA DMA

Total Persons:

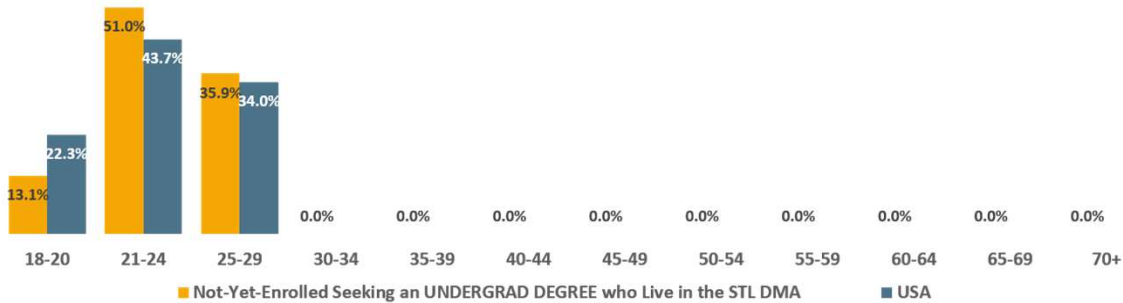
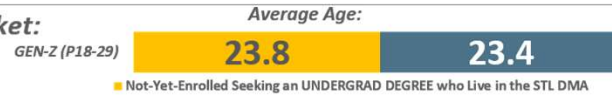
95,963 9,306,114



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

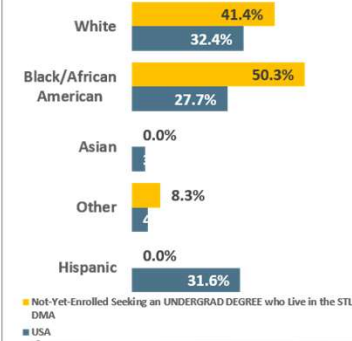
	Men	Men	Women	Women
%M vs. %F:	52.2%	46.0%	47.8%	54.0%
Average Age:	23.8	23.4	23.8	23.4
# Persons:	50,088	4,322,241	45,875	5,079,836

Age Cell Demographics of Target vs. Market:

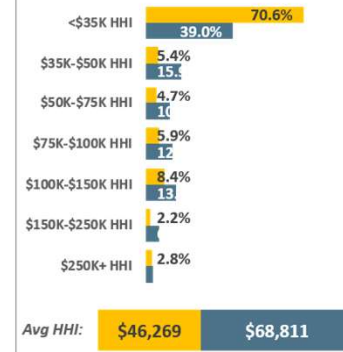


USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



6

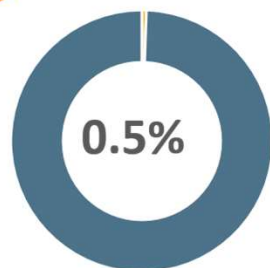
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



.5% or 50,899 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CIN DMA. Typical GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA are 23.5 years old (.2% older than average) and have a \$73,848 (7.3% higher than average) annual household...



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



- Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA
- Remainder of USA DMA

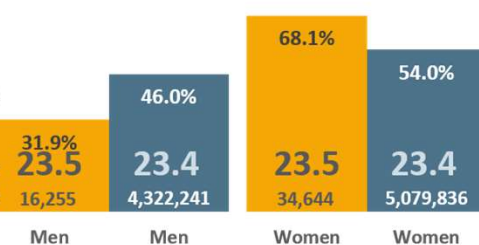
Total Persons:
50,899 9,351,178



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

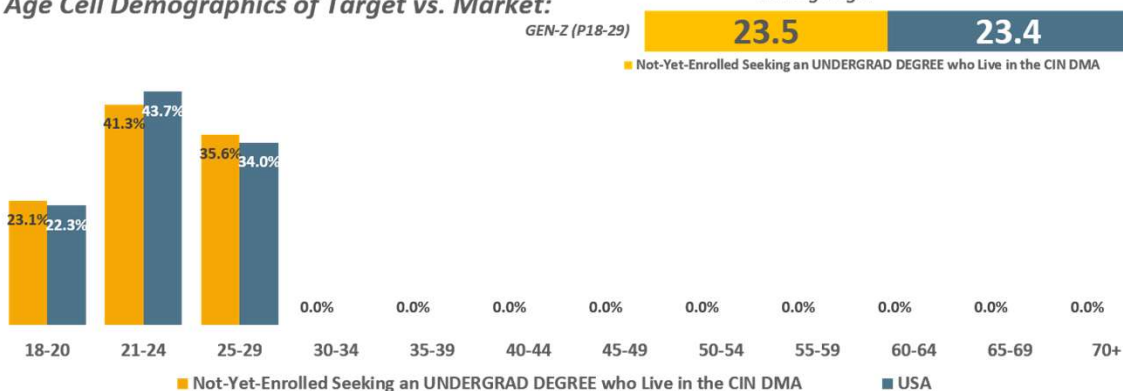
%M vs. %F:

Average Age:
Persons:



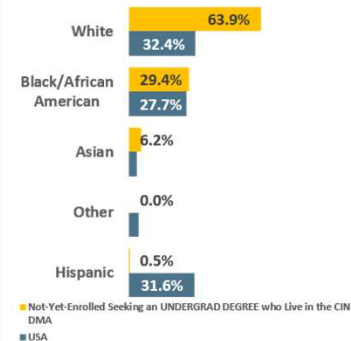
Age Cell Demographics of Target vs. Market:

Average Age:

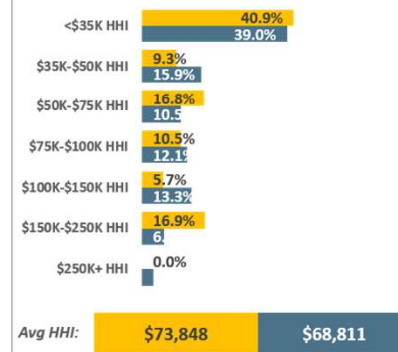


USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:





.5% or 48,890 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the WPB DMA. Typical GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA are 24. years old (2.4% older than average) and have a \$80,090 (16.4% higher than average) annual household...



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

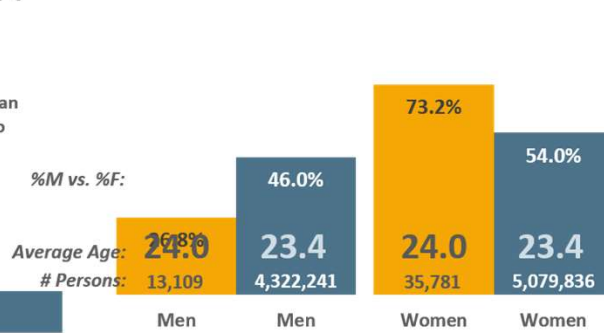


- Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA
- Remainder of USA DMA

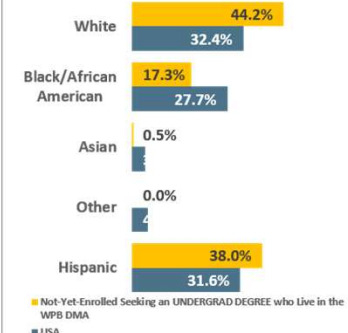
Total Persons: 48,890 9,353,187



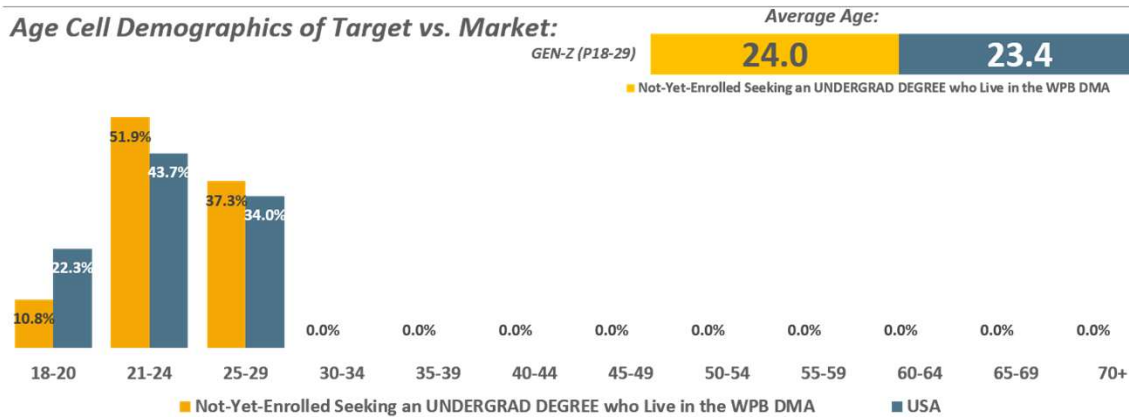
Gender of Target vs. Market: GEN-Z (P18-29)



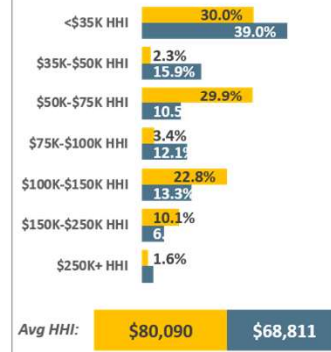
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52
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6

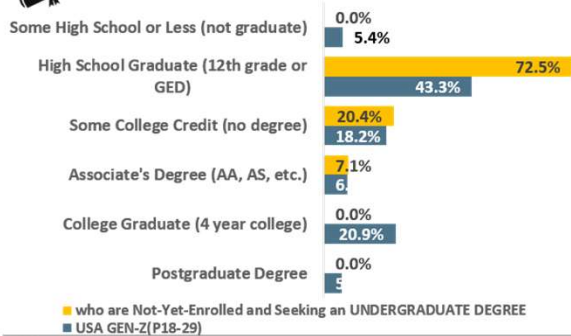
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



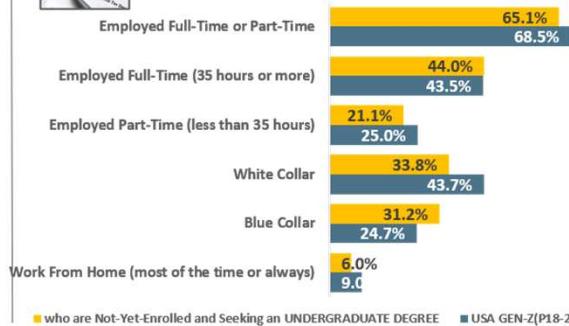
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 67.5% more likely to be a high school graduate, 1.1% more likely to work full-time, 41.6% less likely to be married, 43.3%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



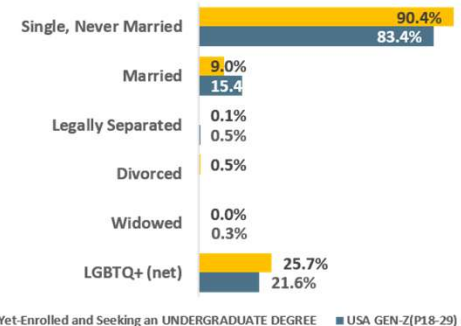
Education Levels: GEN-Z (P18-29)



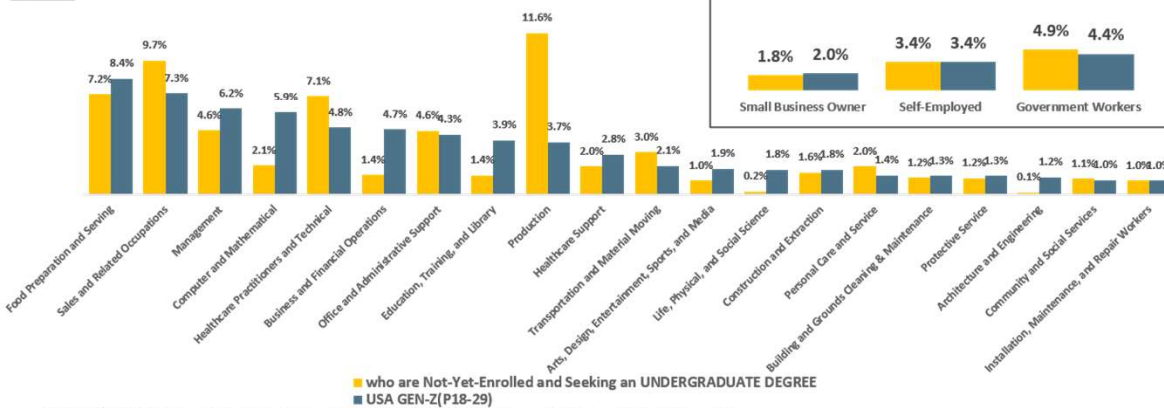
Employment: GEN-Z (P18-29)



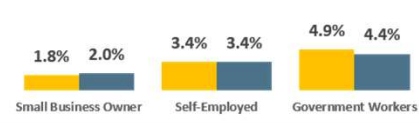
Marital Status: GEN-Z (P18-29)



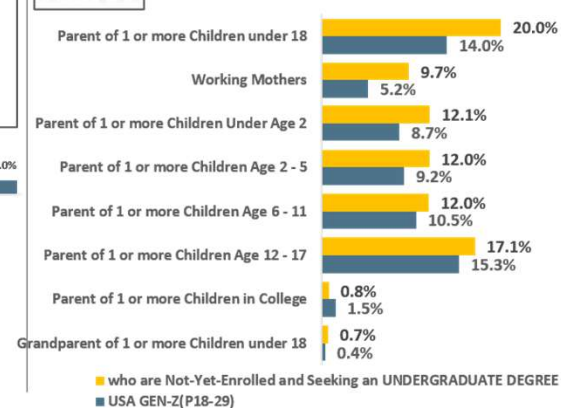
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



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



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

©

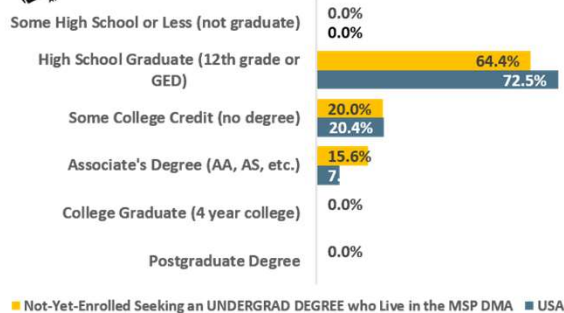
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school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



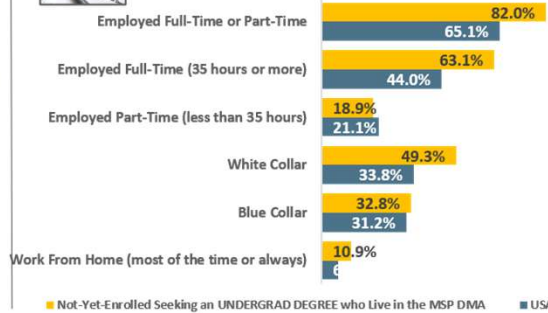
1.1% or 94,151 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA are 11.2%
 less likely to be a high school graduate, 43.6% more likely to work full-time, 54.6% less likely to be
 married, .4% less likely to be a parent of 1 or more child



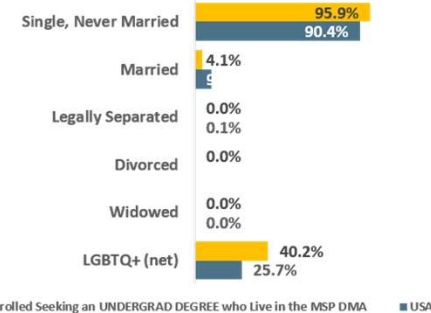
Education Levels: GEN-Z (P18-29)



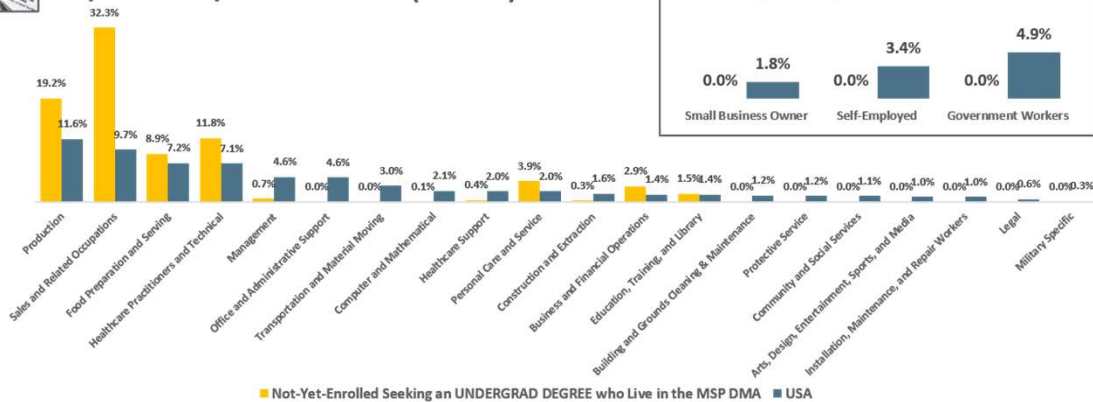
Employment: GEN-Z (P18-29)



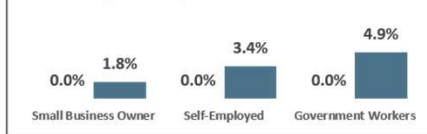
Marital Status: GEN-Z (P18-29)



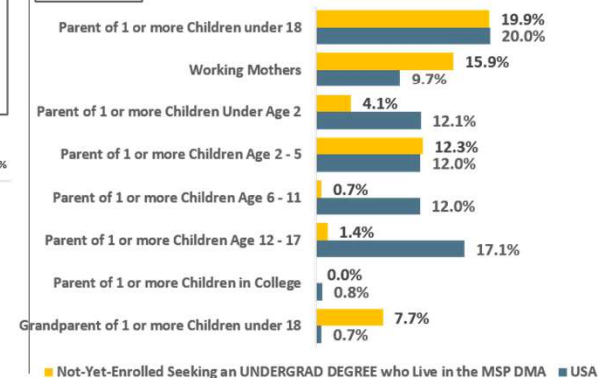
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



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

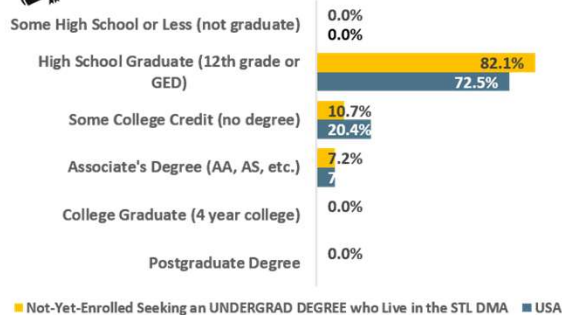




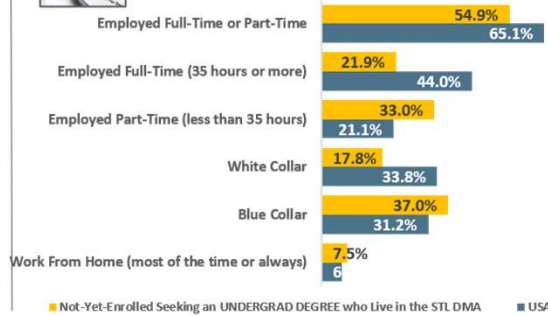
1.1% or 95,963 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the STL DMA
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA are 13.3% more likely to be a high school graduate, 50.3% less likely to work full-time, 148.2% more likely to be married, 45.5% more likely to be a parent of 1 or more children



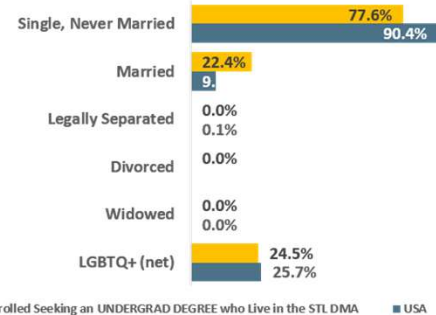
Education Levels: GEN-Z (P18-29)



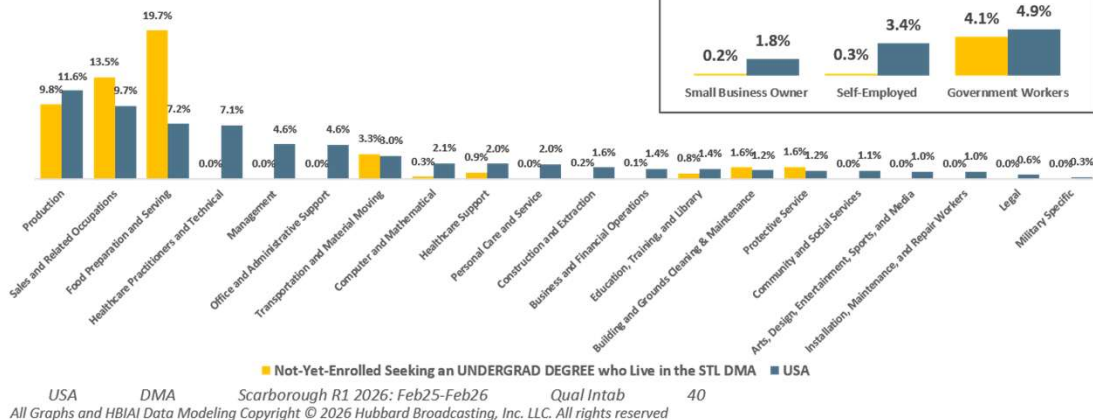
Employment: GEN-Z (P18-29)



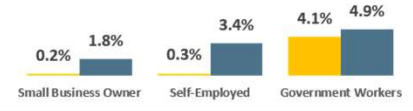
Marital Status: GEN-Z (P18-29)



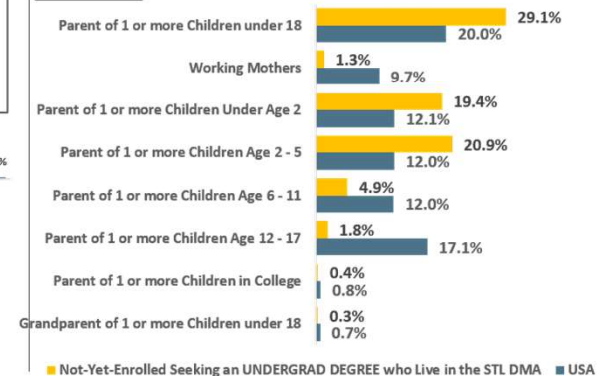
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



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

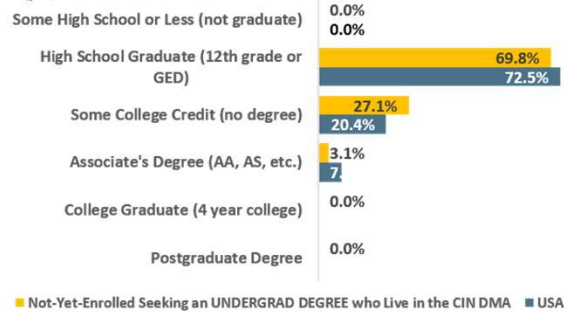


(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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

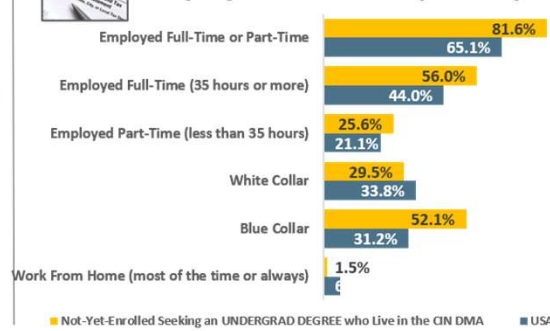


.5% or 50,899 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CIN...
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA are 3.8% less likely to be a high school graduate, 27.3% more likely to work full-time, 17.1% less likely to be married, 5.1% less likely to be a parent of 1 or more child

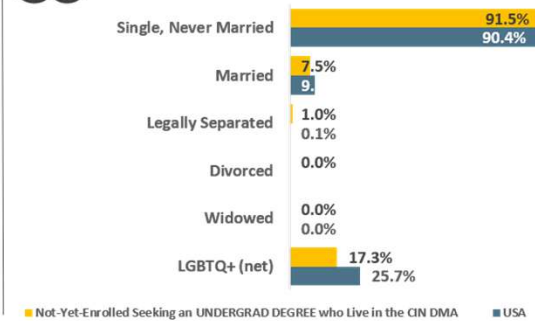
Education Levels: GEN-Z (P18-29)



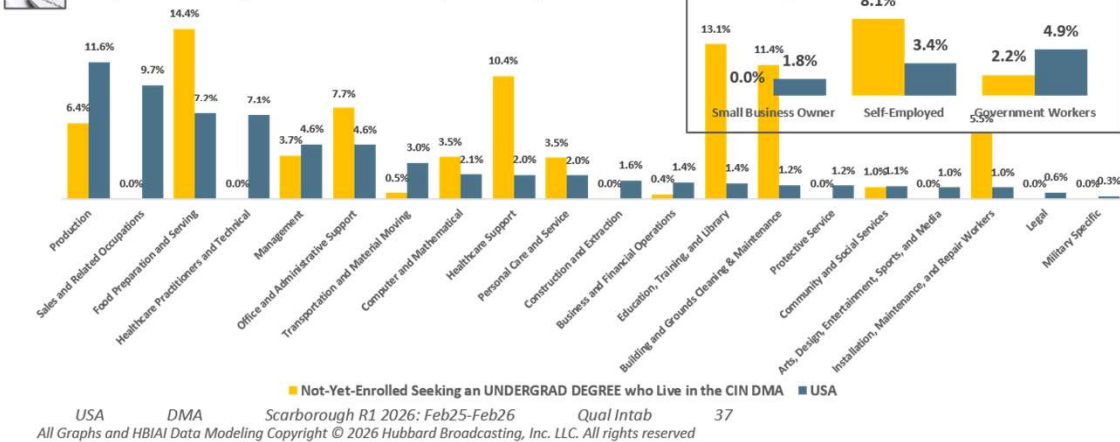
Employment: GEN-Z (P18-29)



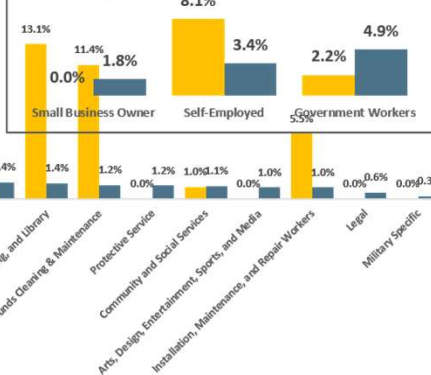
Marital Status: GEN-Z (P18-29)



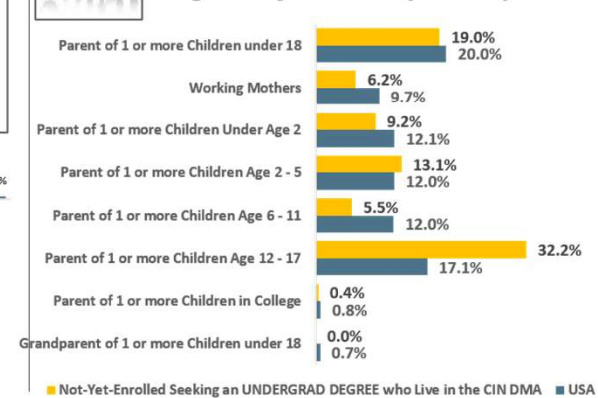
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



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

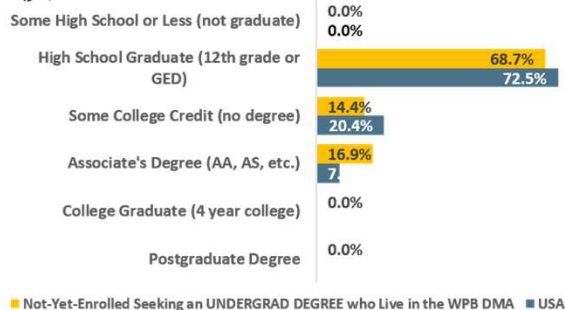


(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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

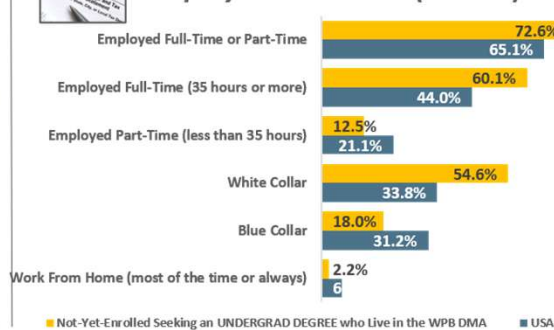


.5% or 48,890 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the... GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA are 5.2% less likely to be a high school graduate, 36.7% more likely to work full-time, 25.4% less likely to be married, 19.1% more likely to be a parent of 1 or more chil

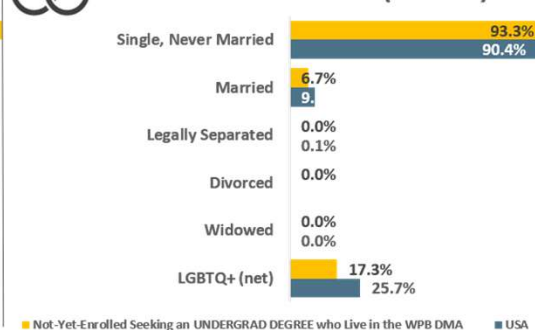
Education Levels: GEN-Z (P18-29)



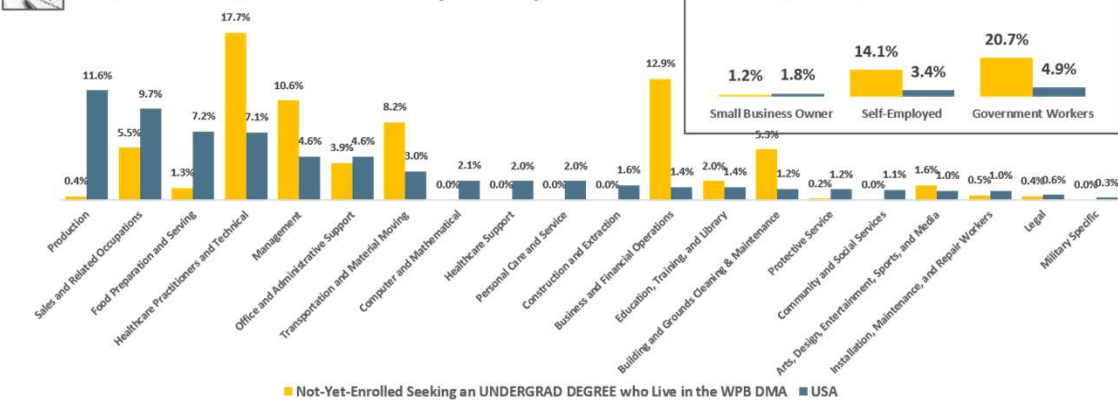
Employment: GEN-Z (P18-29)



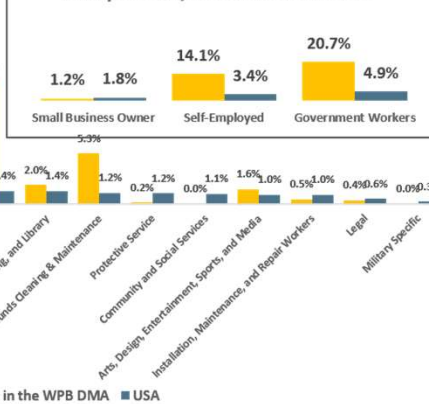
Marital Status: GEN-Z (P18-29)



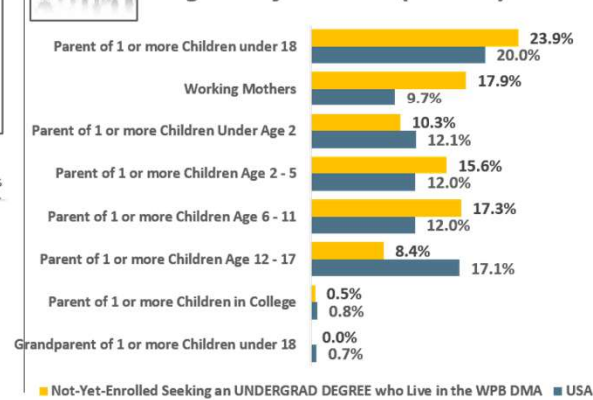
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



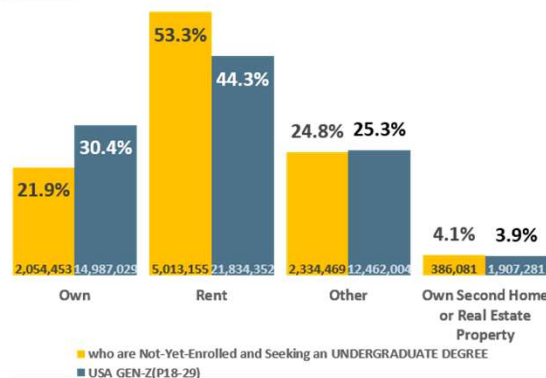
Stage in Life: GEN-Z (P18-29)



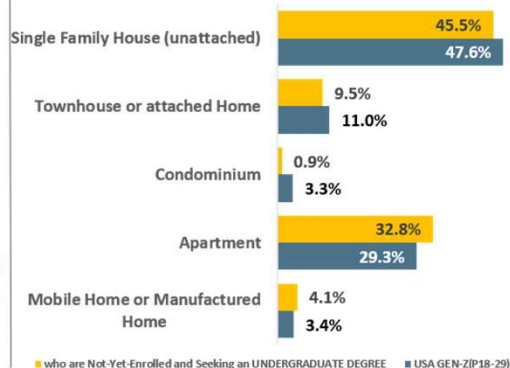


19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 28.1% less likely to own their home, 4.% more likely to own a lower valued home, 4.4% less likely to have a single-family home,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

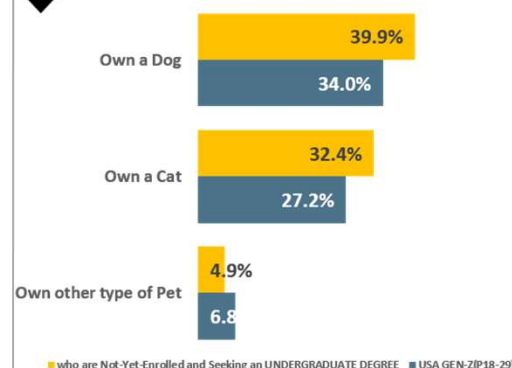
Own/Rent/Other:GEN-Z (P18-29)



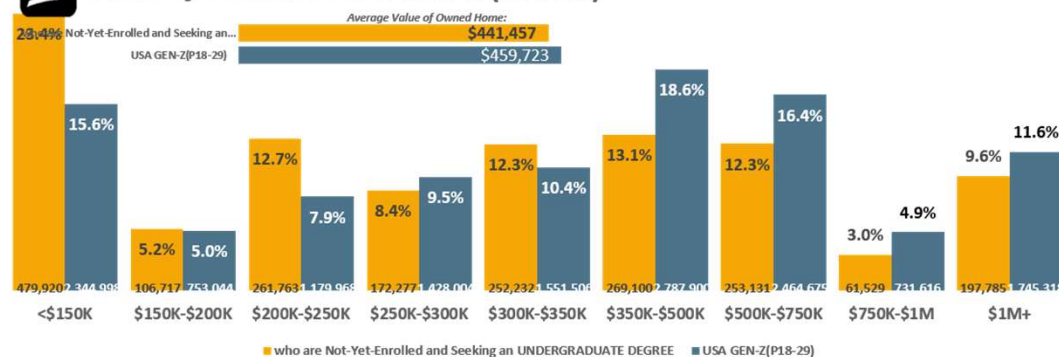
Type of Home:GEN-Z (P18-29)



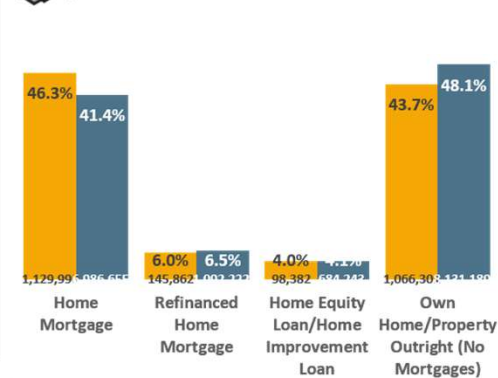
Pets in Home:GEN-Z (P18-29)



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



Home Loans: GEN-Z (P18-29)



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

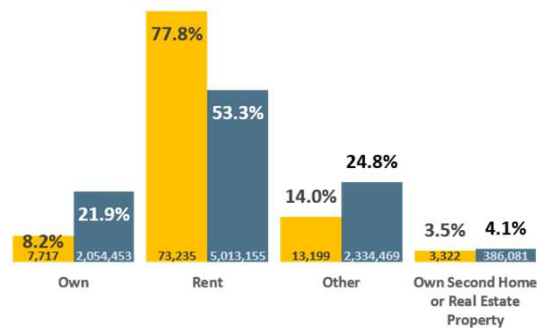
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



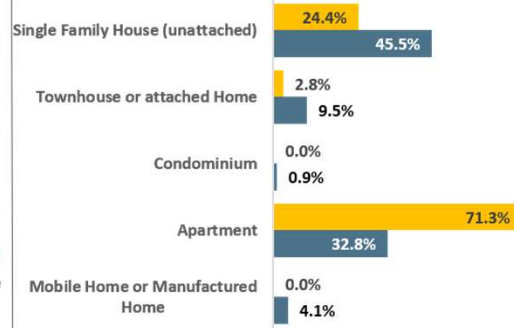
1.1% or 94,151 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the MSP...
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA are 62.5% less likely to own their home, 31.1% more likely to own a lower valued home, 46.3% less likely to have a single-family home, 78.5% less likely to have a dog.



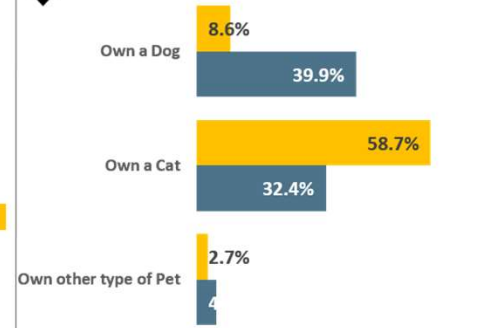
Own/Rent/Other:GEN-Z (P18-29)



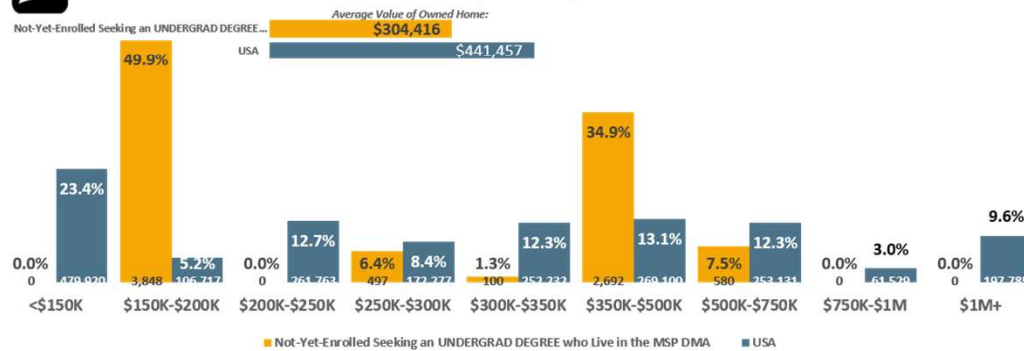
Type of Home:GEN-Z (P18-29)



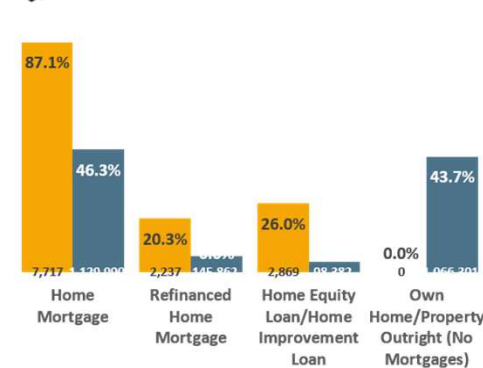
Pets in Home:GEN-Z (P18-29)



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



Home Loans: GEN-Z (P18-29)

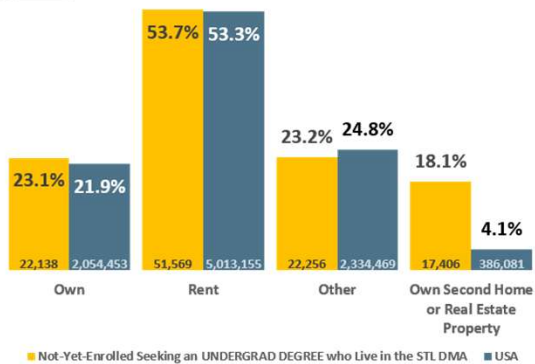




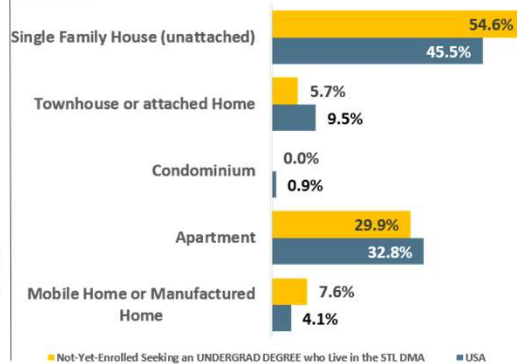
1.1% or 95,963 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the STL...
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA are 5.6% more likely to own their home, 72.4% more likely to own a lower valued home, 20.2% more likely to have a single-family home, 14.% more likely to have a dog.



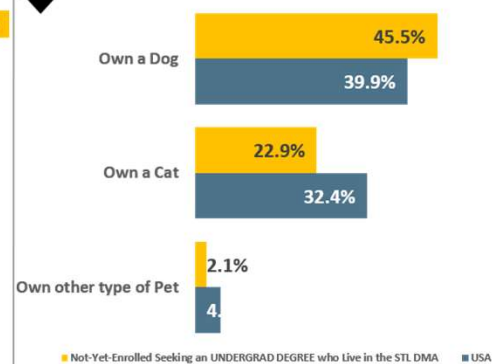
Own/Rent/Other:GEN-Z (P18-29)



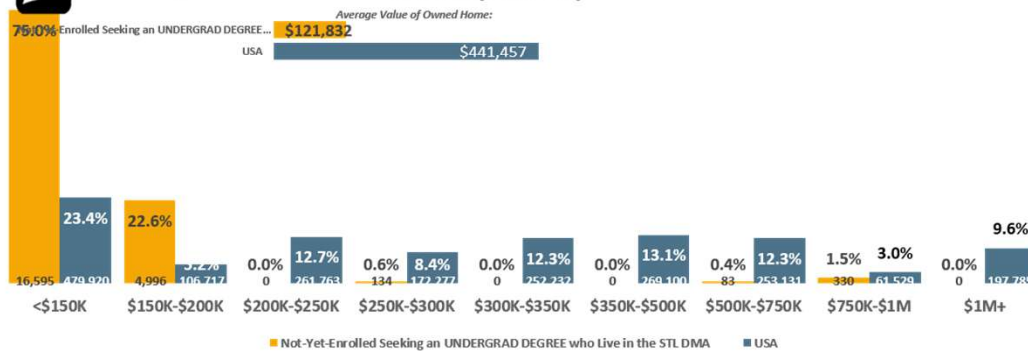
Type of Home:GEN-Z (P18-29)



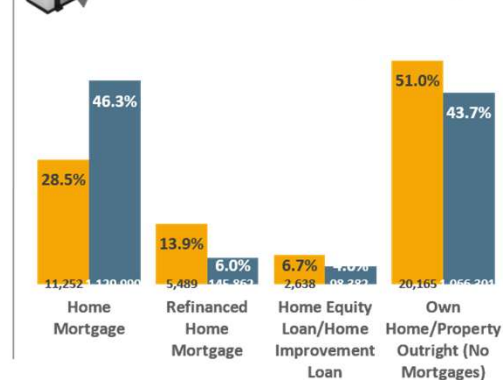
Pets in Home:GEN-Z (P18-29)



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



Home Loans: GEN-Z (P18-29)

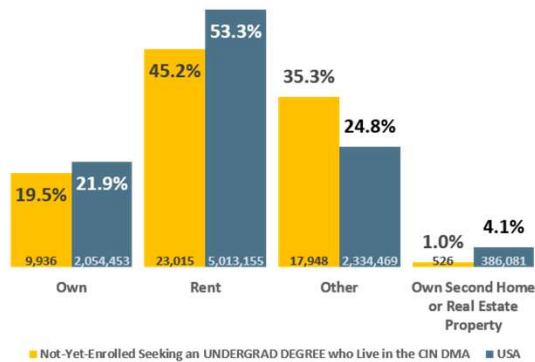




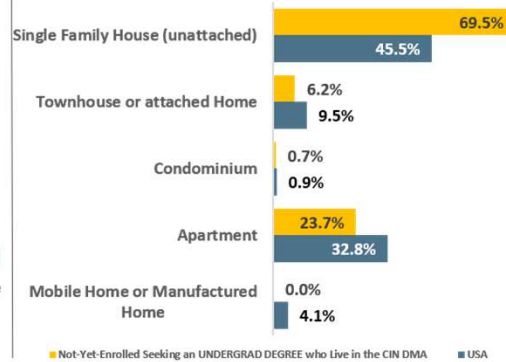
.5% or 50,899 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CIN...
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA are 10.7% less likely to own their home, 45.3% more likely to own a lower valued home, 52.8% more likely to have a single-family home, 16.7% more likely to have a dog.



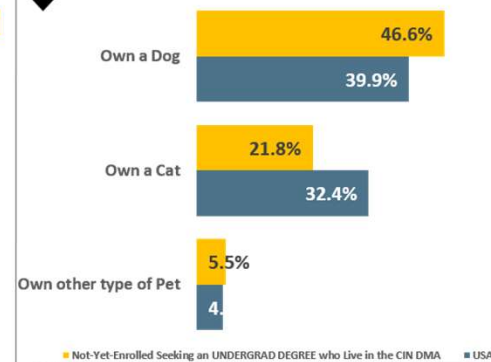
Own/Rent/Other:GEN-Z (P18-29)



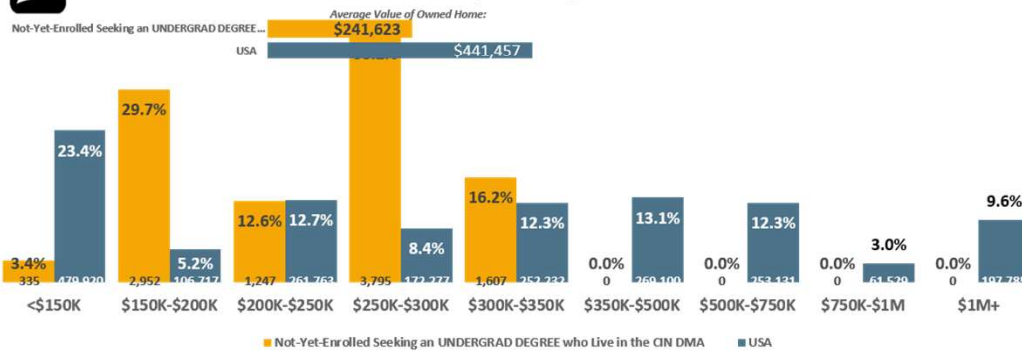
Type of Home:GEN-Z (P18-29)



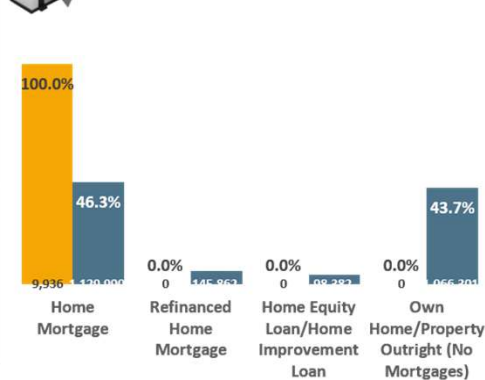
Pets in Home:GEN-Z (P18-29)



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



Home Loans: GEN-Z (P18-29)

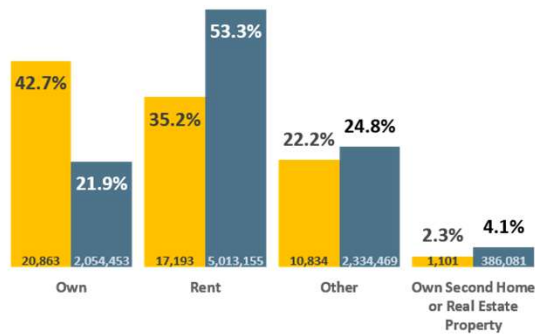




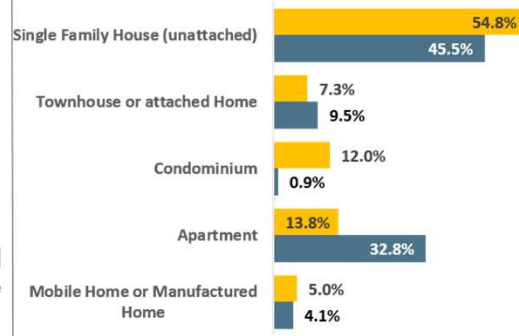
.5% or 48,890 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the WPB...
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA are 95.3% more likely to own their home, 16.9% more likely to own a lower valued home, 20.6% more likely to have a single-family home, 30.3% more likely to have a dog.



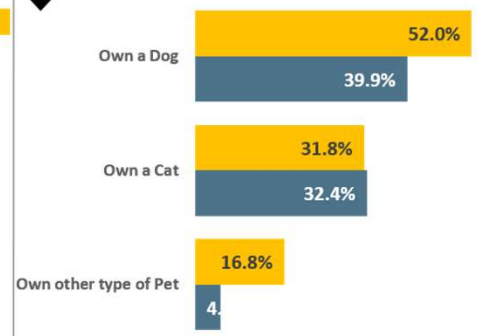
Own/Rent/Other:GEN-Z (P18-29)



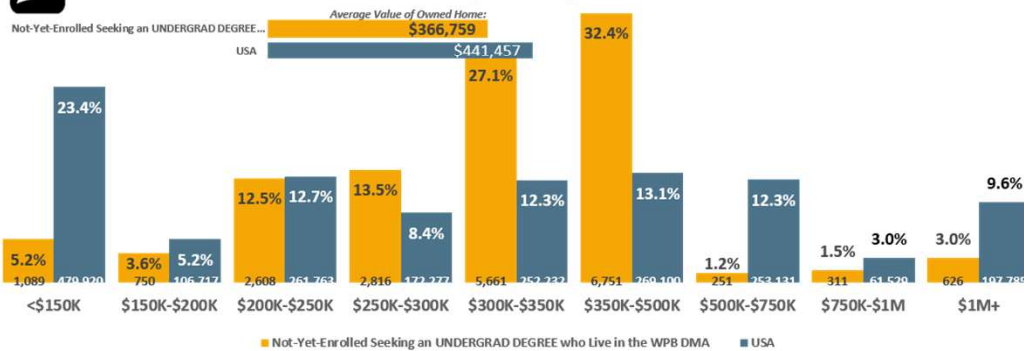
Type of Home:GEN-Z (P18-29)



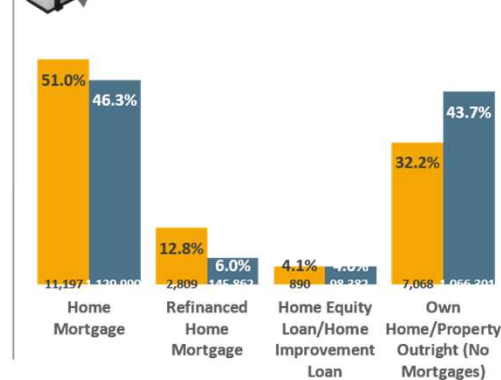
Pets in Home:GEN-Z (P18-29)



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



Home Loans: GEN-Z (P18-29)

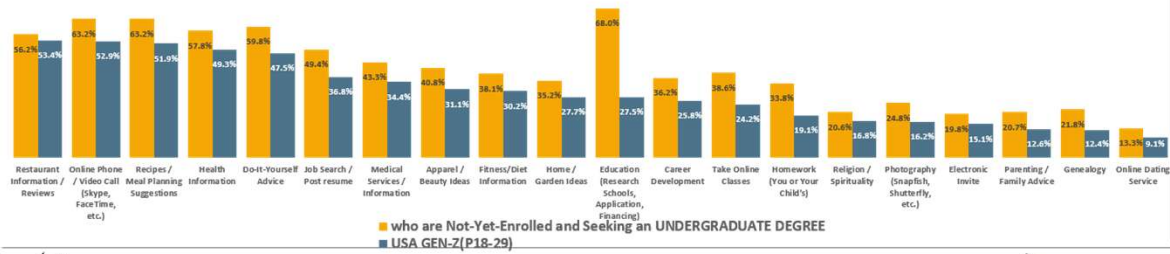




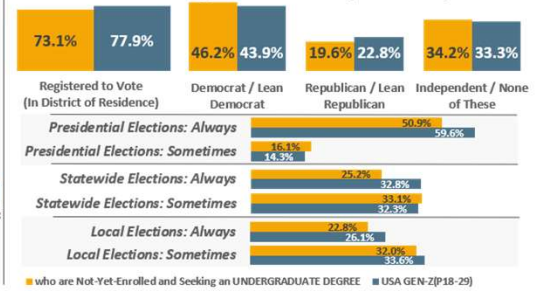
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 25.9% more likely to look up D-I-Y advice online, 12.8% less likely to always vote in local elections, 33.4% less likely to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



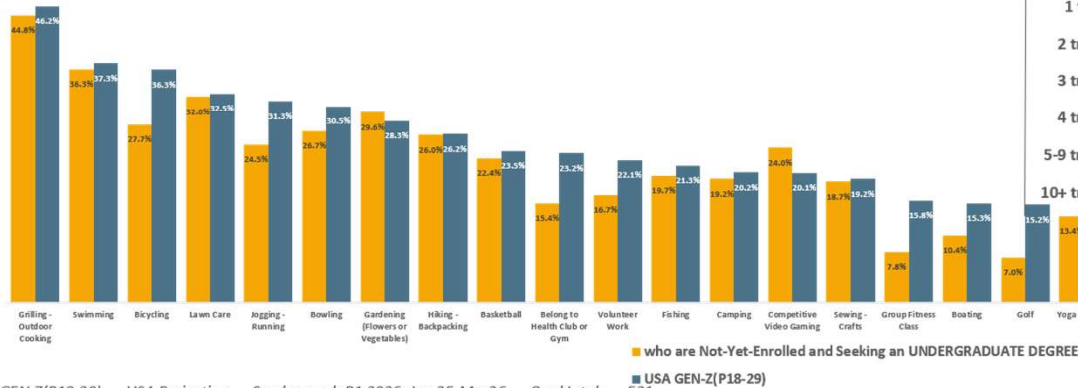
Top-20 past 30-days Online Lifestyle Activites: GEN-Z (P18-29)



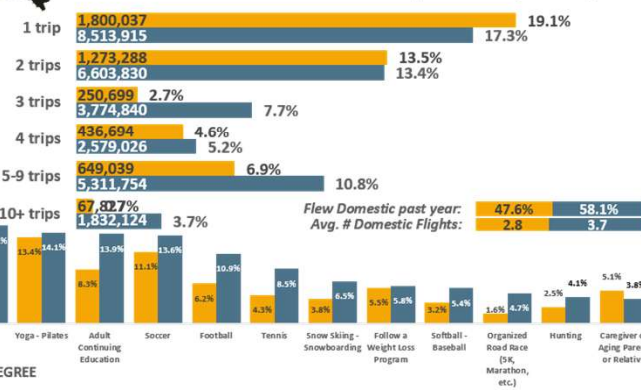
Political Activity: GEN-Z (P18-29)



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



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



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

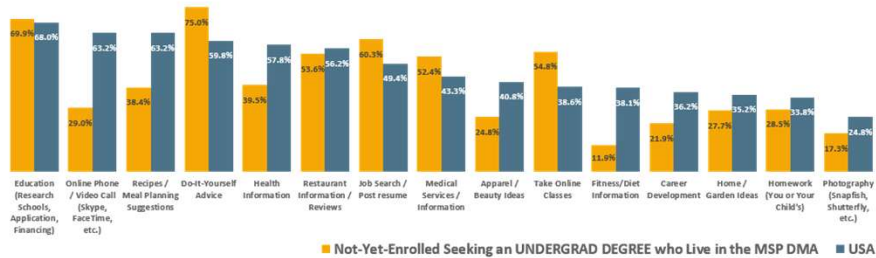
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



1.1% or 94,151 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the MSP...
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA are 25.4% more likely to look up D-I-Y advice online, 73.5% less likely to always vote in local elections, 32.7% less likely to belong to a gym, 18.8% more likely to fly d

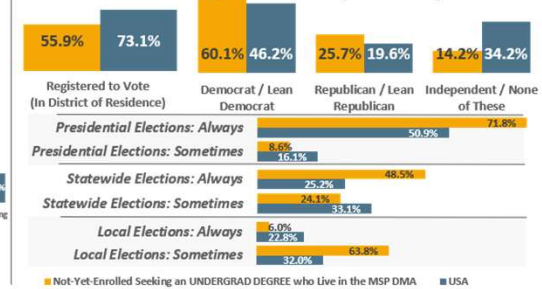


Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA ■ USA

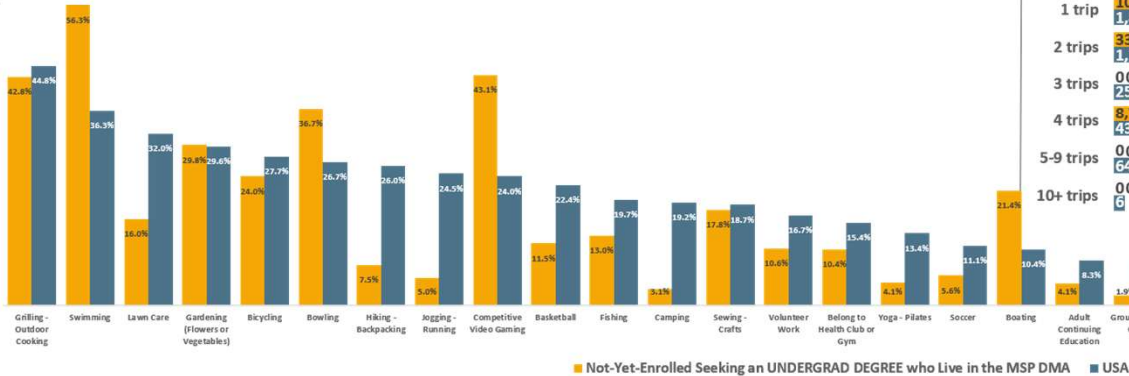
Political Activity: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA ■ USA



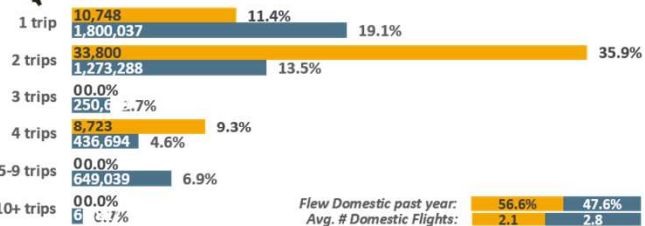
Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA ■ USA



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



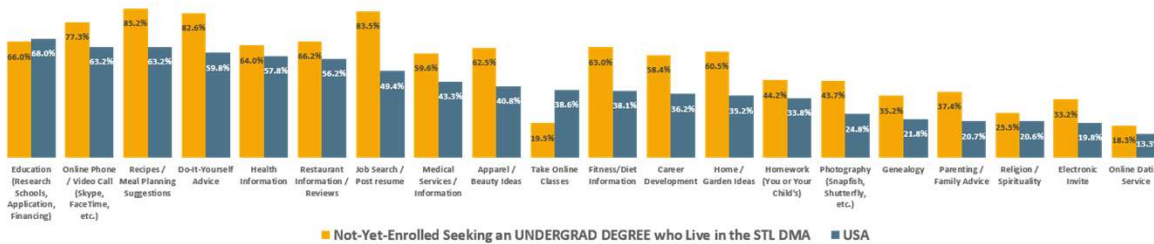
Flew Domestic past year: 56.6%
Avg. # Domestic Flights: 2.1



1.1% or 95,963 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the STL... GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA are 38.1% more likely to look up D-I-Y advice online, .6% more likely to always vote in local elections, 90.8% more likely to belong to a gym, 40.5% less likely to fly dom

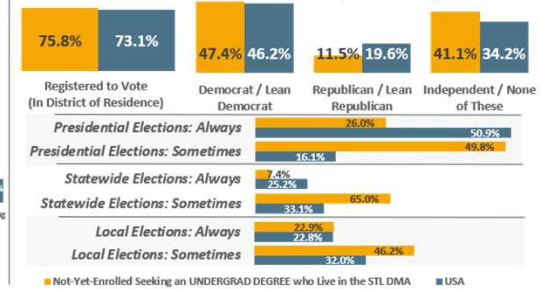


Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA ■ USA

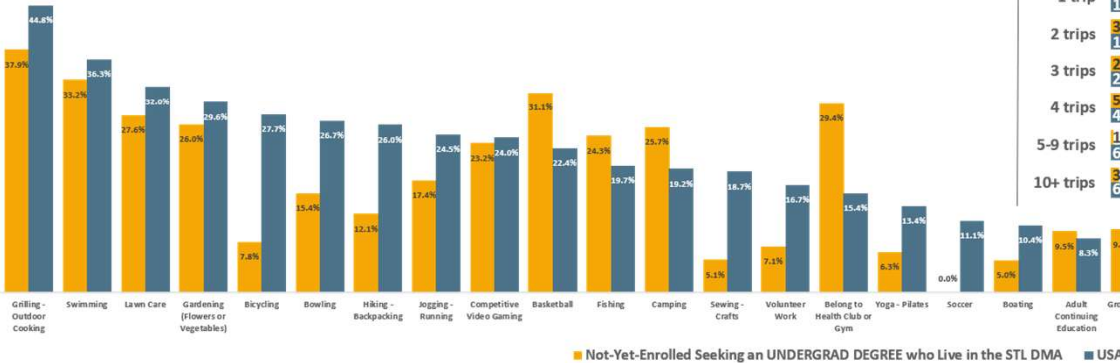
Political Activity: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA ■ USA



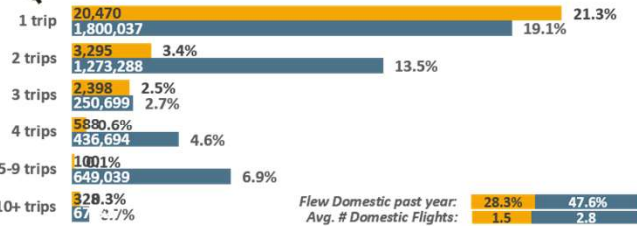
Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA ■ USA



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



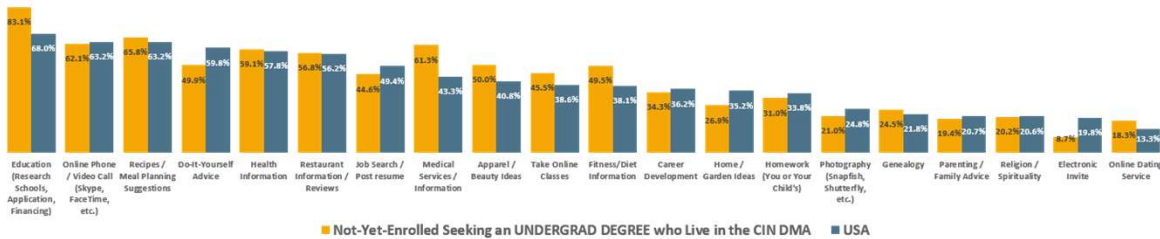
Flew Domestic past year: 28.3% vs 47.6%
Avg. # Domestic Flights: 1.5 vs 2.8



.5% or 50,899 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CIN...
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA are 16.6% less likely to look up D-I-Y advice online, 7.2% less likely to always vote in local elections, 59.3% more likely to belong to a gym, 58.1% less likely to fly do

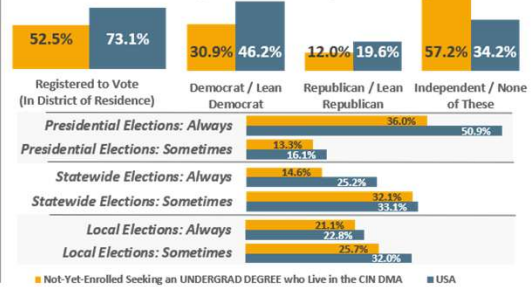


Top-20 past 30-days Online Lifestyle Activites: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA ■ USA

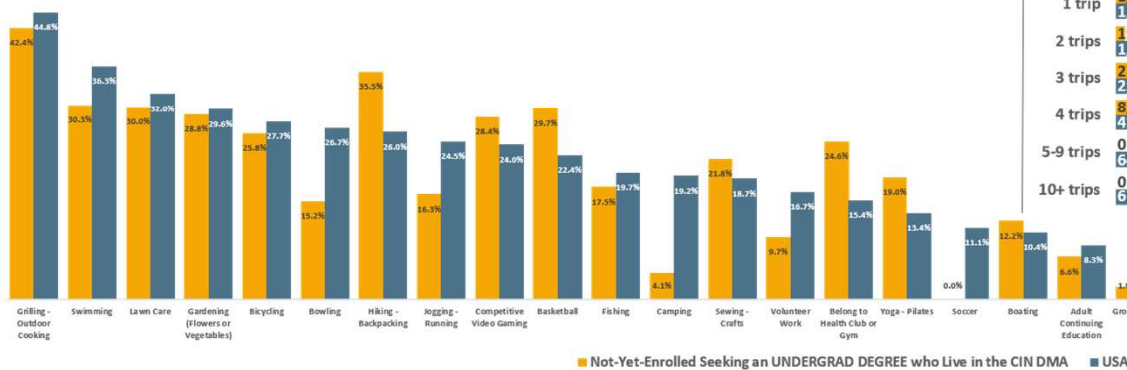
Political Activity: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA ■ USA



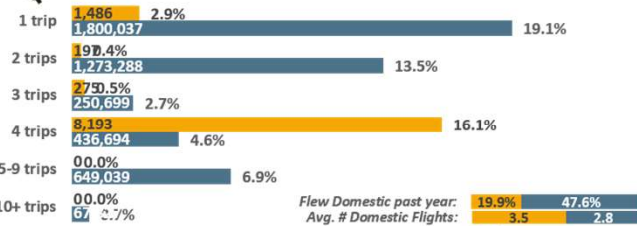
Top-30 past 12-months Active Lifestyle Activites: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA ■ USA



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



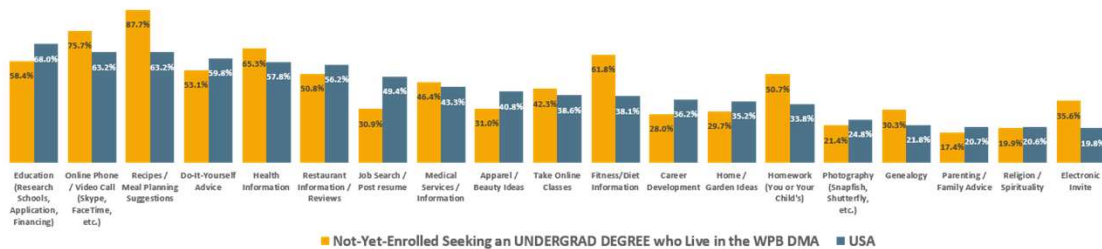
Flew Domestic past year: 19.9% vs 47.6%
Avg. # Domestic Flights: 3.5 vs 2.8



.5% or 48,890 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the WPB...
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA are 11.1%
less likely to look up D-I-Y advice online, 16.3% less likely to always vote in local elections, 4.8% less likely
to belong to a gym, 42.6% more likely to fly do

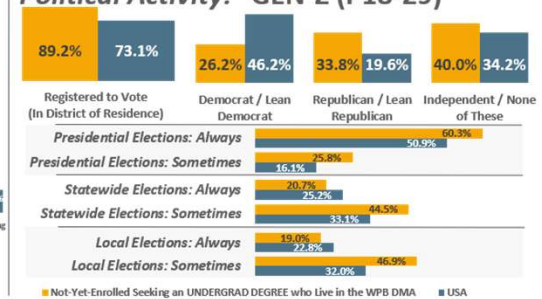


Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA ■ USA

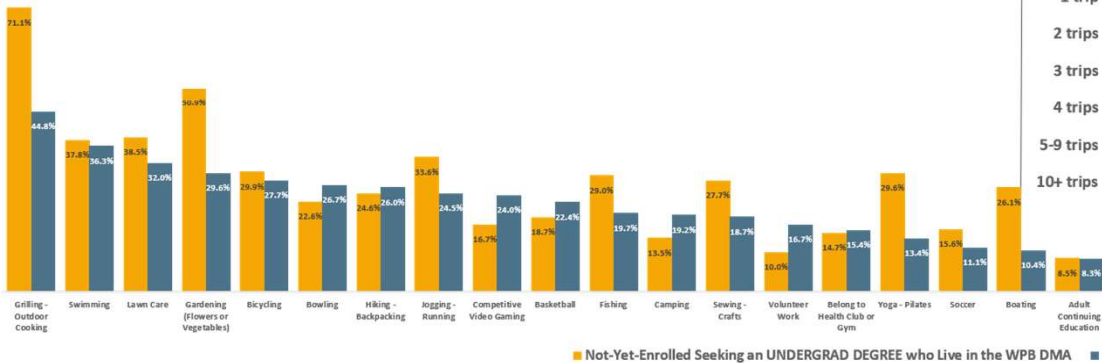
Political Activity: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA ■ USA



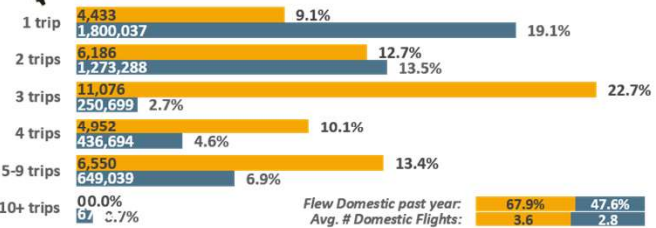
Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA ■ USA



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

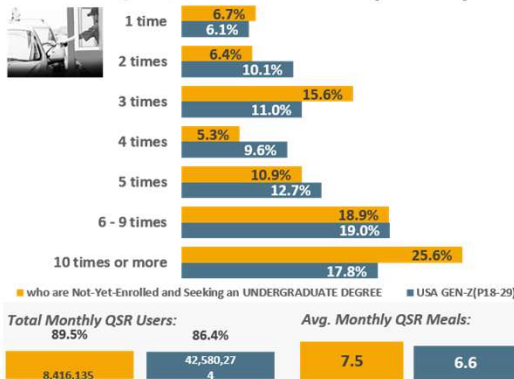


Flew Domestic past year: 67.9% (Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA) vs 47.6% (USA)
Avg. # Domestic Flights: 3.6 (Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA) vs 2.8 (USA)

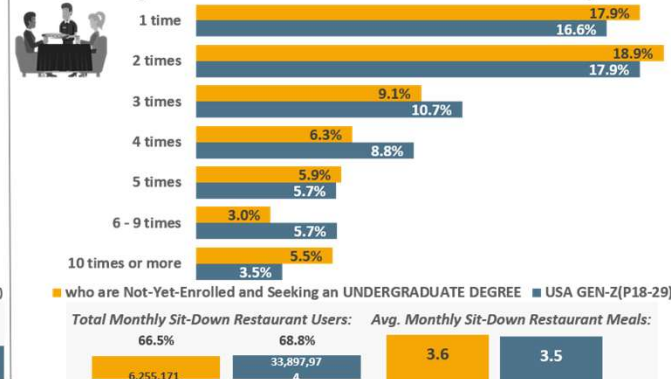


19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 3.6% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 6.8% more likely to use Casinos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

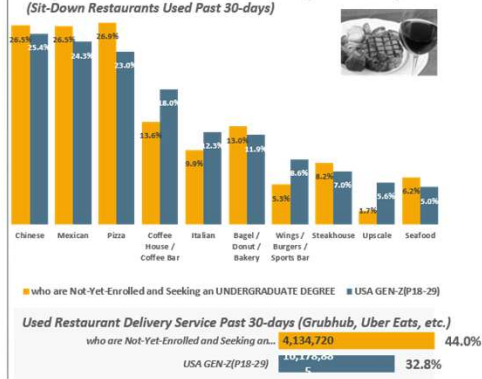
Past 30-days QSR Users: GEN-Z (P18-29)



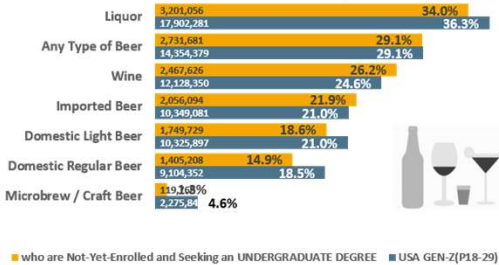
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



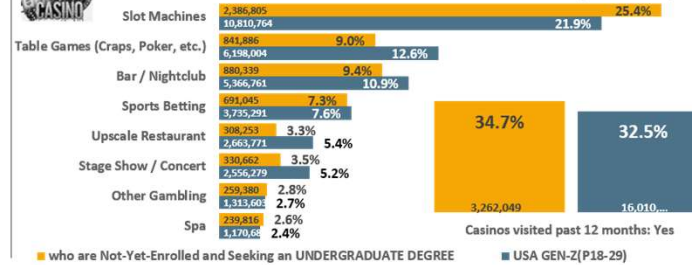
Top-10 Cuisines: GEN-Z (P18-29)



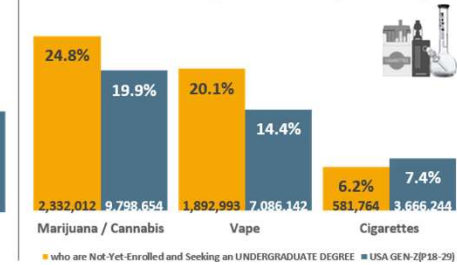
Drank Past 30-days: GEN-Z (P18-29)



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



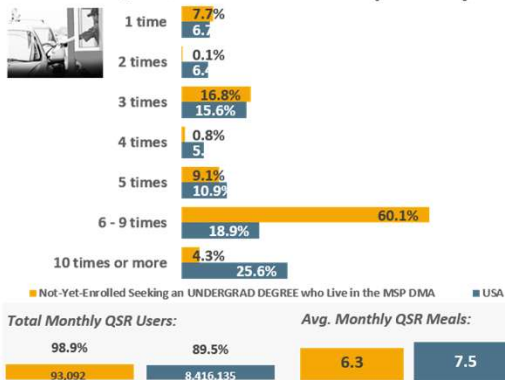
Used Past 30-days: GEN-Z (P18-29)



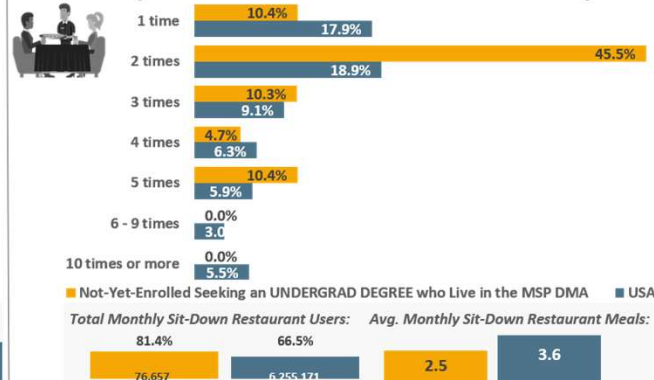


1.1% or 94,151 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the MSP DMA. GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA are 10.5% more likely to use QSRs past mo., 22.4% more likely to use Sit-Down Restaurants past mo., 13.9% less likely to use Casinos past yr., 28.9% more likely to smoke c

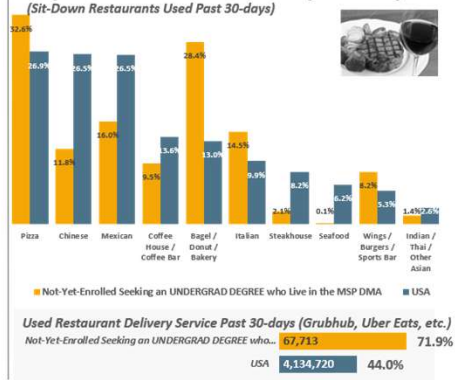
Past 30-days QSR Users: GEN-Z (P18-29)



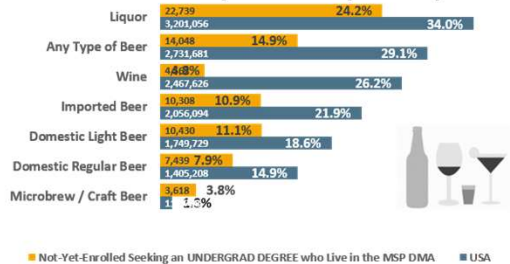
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



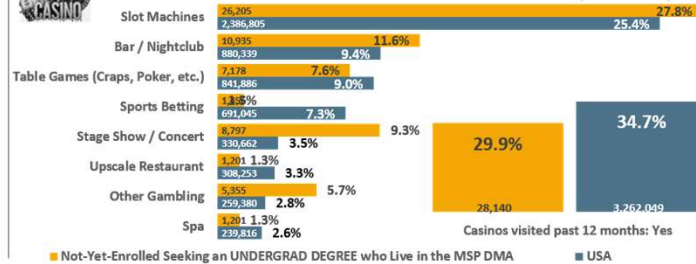
Top-10 Cuisines: GEN-Z (P18-29)



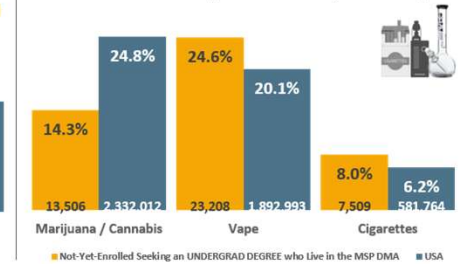
Drank Past 30-days: GEN-Z (P18-29)



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



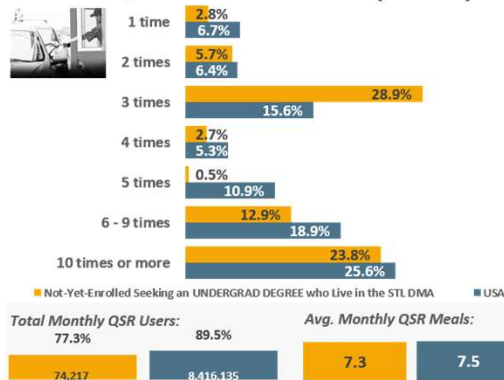
Used Past 30-days: GEN-Z (P18-29)



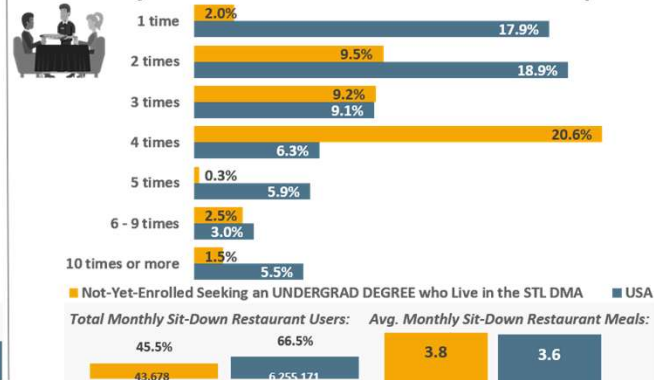


1.1% or 95,963 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the STL DMA. GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA are 13.6% less likely to use QSRs past mo., 31.6% less likely to use Sit-Down Restaurants past mo., 16.6% more likely to use Casinos past yr., 32.4% more likely to smoke ci

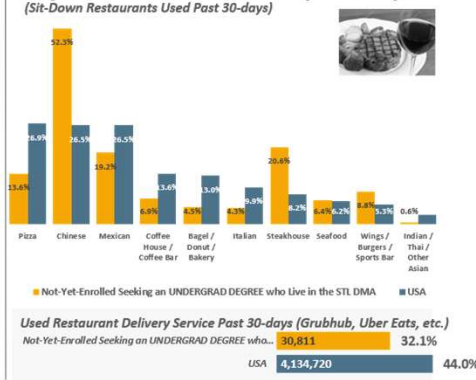
Past 30-days QSR Users: GEN-Z (P18-29)



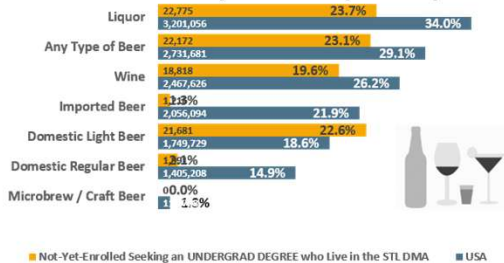
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



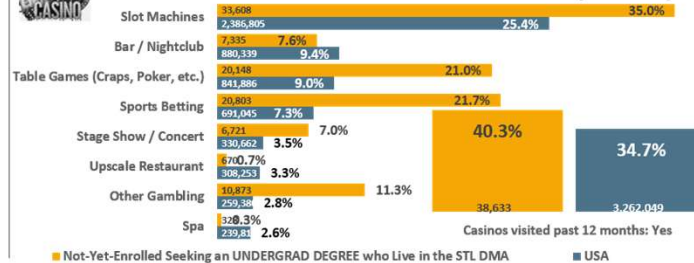
Top-10 Cuisines: GEN-Z (P18-29)



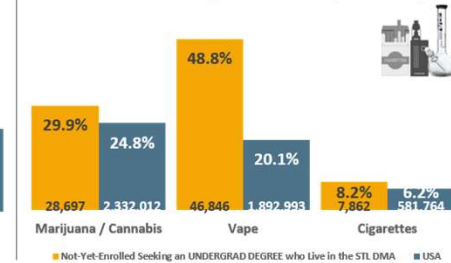
Drank Past 30-days: GEN-Z (P18-29)



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



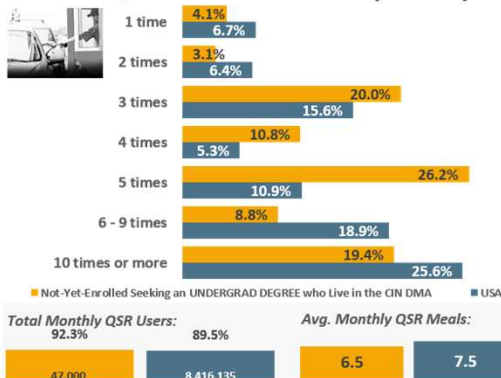
Used Past 30-days: GEN-Z (P18-29)



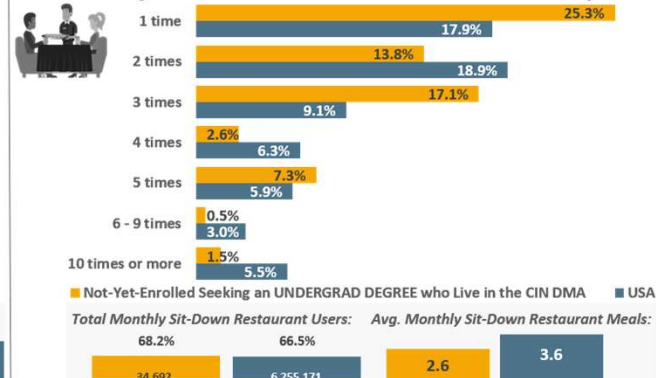


.5% or 50,899 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CIN DMA. GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA are 3.2% more likely to use QSRs past mo., 2.4% more likely to use Sit-Down Restaurants past mo., 30.2% less likely to use Casinos past yr., 40.1% more likely to smoke cig

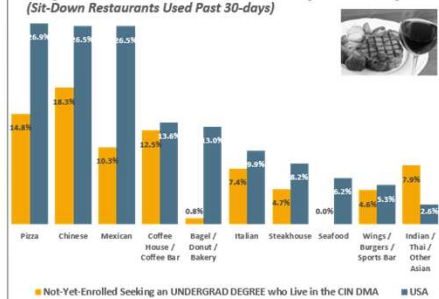
Past 30-days QSR Users: GEN-Z (P18-29)



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

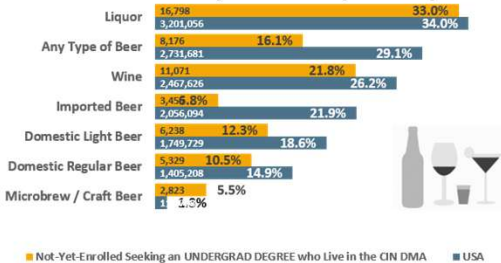


Top-10 Cuisines: GEN-Z (P18-29)

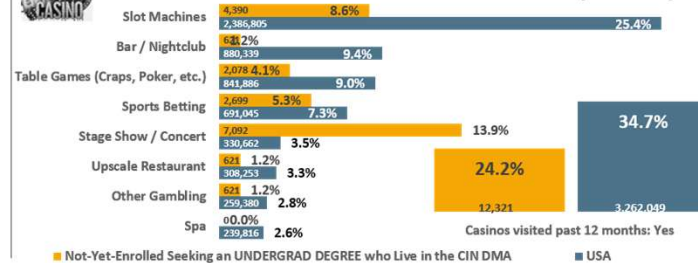


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who... 24,802 48.7%
USA 4,134,720 44.0%

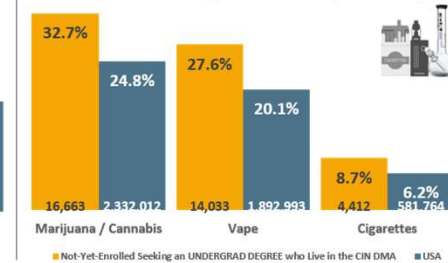
Drank Past 30-days: GEN-Z (P18-29)



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



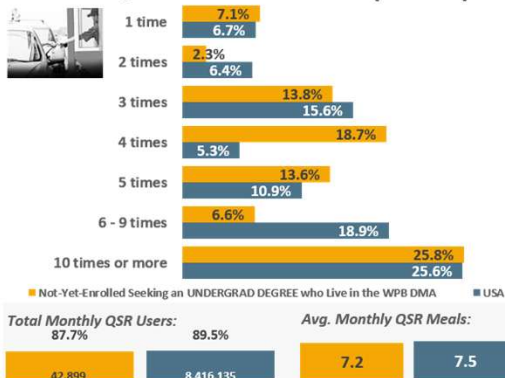
Used Past 30-days: GEN-Z (P18-29)



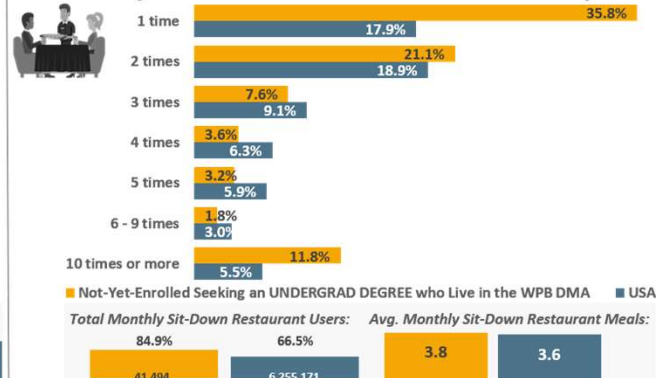


.5% or 48,890 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the WPB DMA. GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA are 2.% less likely to use QSRs past mo., 27.6% more likely to use Sit-Down Restaurants past mo., 32.6% less likely to use Casinos past yr., 95.3% less likely to smoke cig

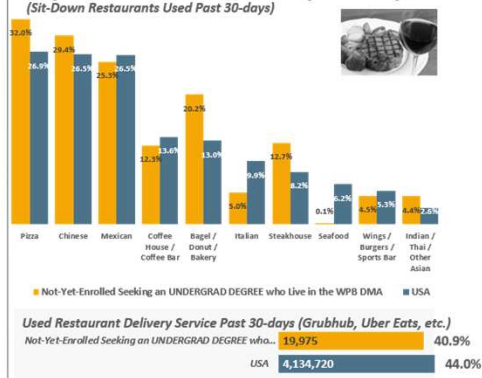
Past 30-days QSR Users: GEN-Z (P18-29)



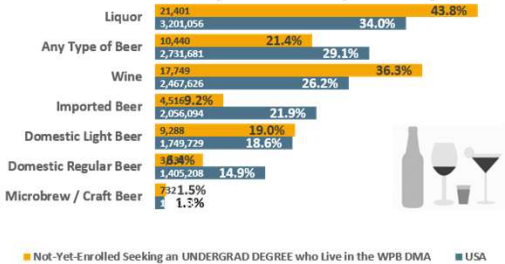
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



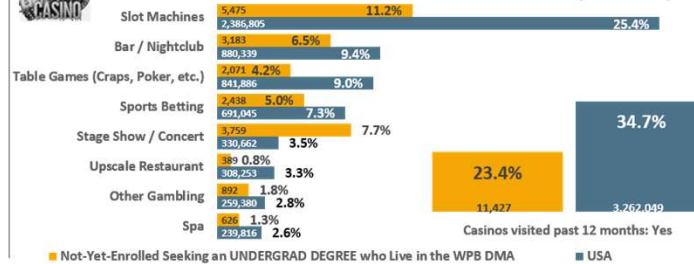
Top-10 Cuisines: GEN-Z (P18-29)



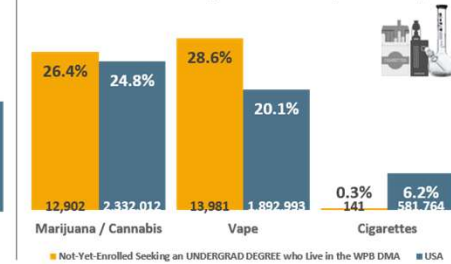
Drank Past 30-days: GEN-Z (P18-29)



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



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

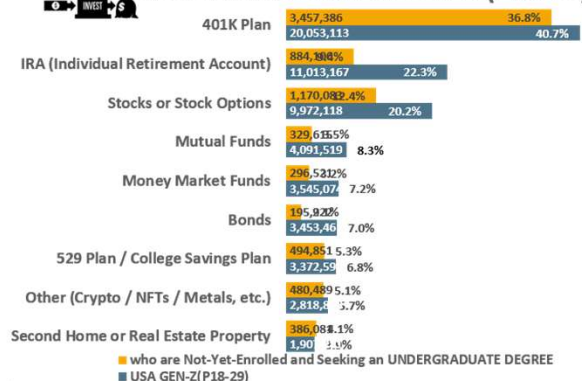




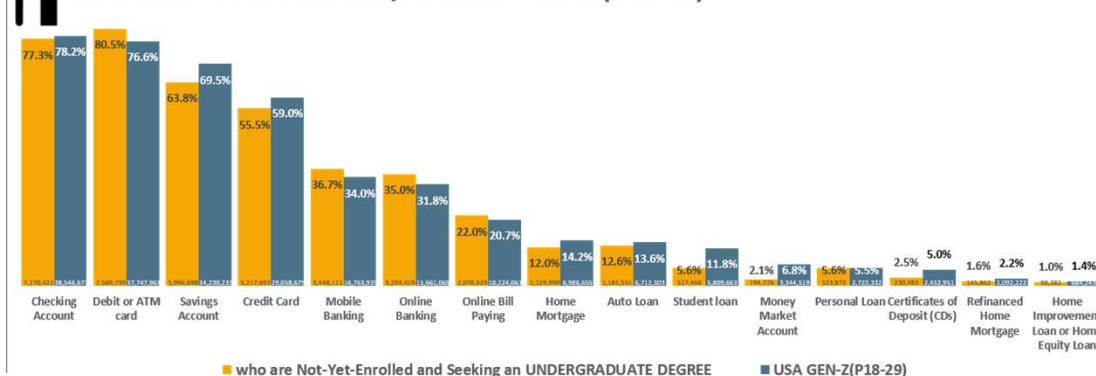
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 9.6% less likely to have a 401K, 7.7% less likely to have an Auto Loan, 41.2% less likely to Invest/Trade Stocks Online, 25.3%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



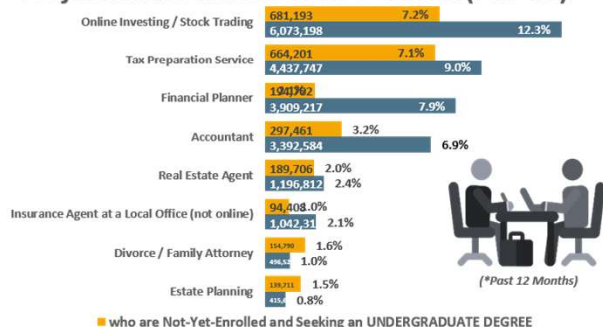
Investments Owned: GEN-Z (P18-29)



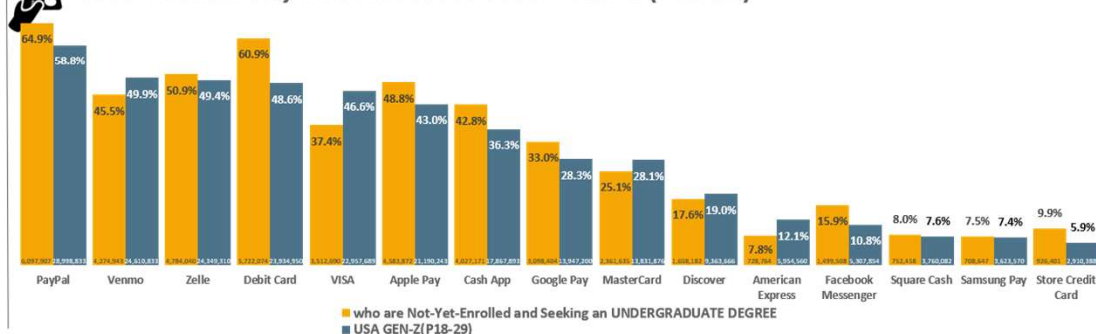
Financial Services Has and/or Uses: GEN-Z (P18-29)



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



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



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

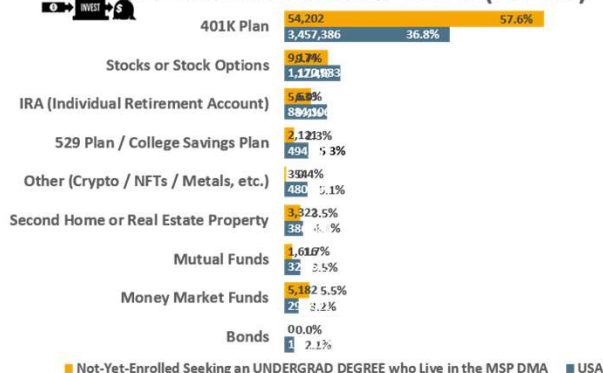
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



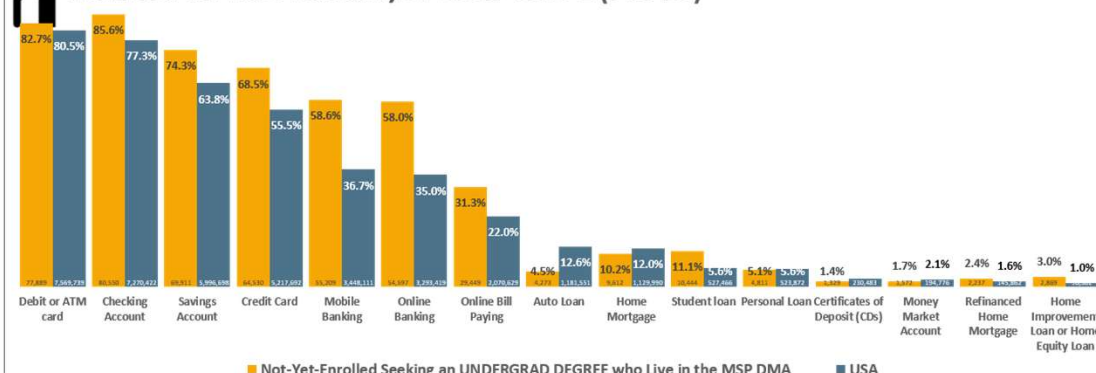
1.1% or 94,151 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the MSP... GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA are 56.6% more likely to have a 401K, 63.9% less likely to have an Auto Loan, 302.1% more likely to Invest/Trade Stocks Online, 13.3% more likely to pay with their Debit Ca



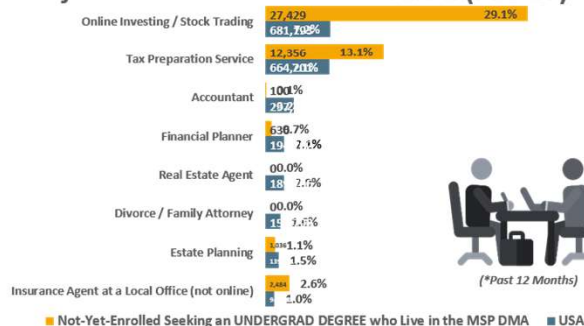
Investments Owned: GEN-Z (P18-29)



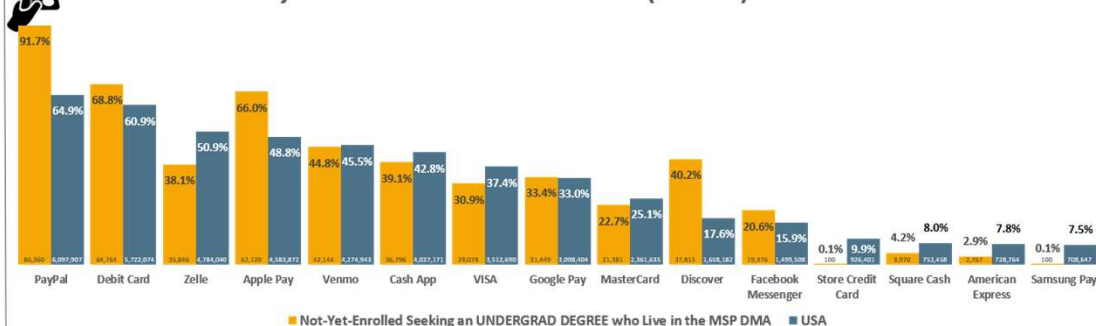
Financial Services Has and/or Uses: GEN-Z (P18-29)



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

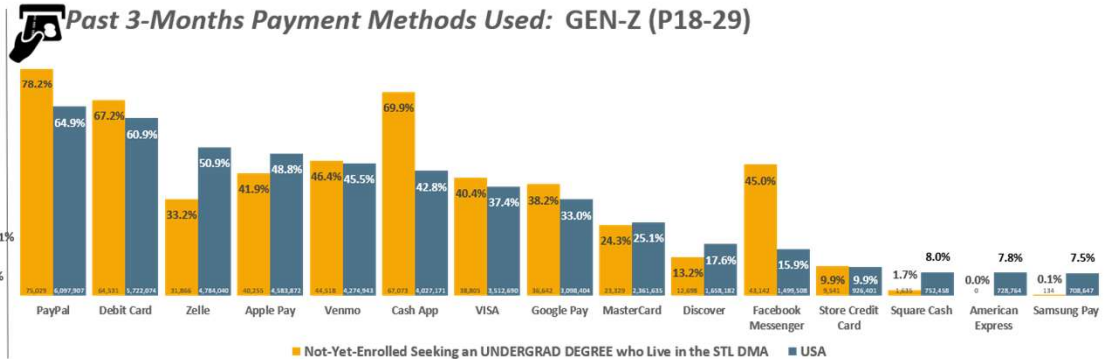
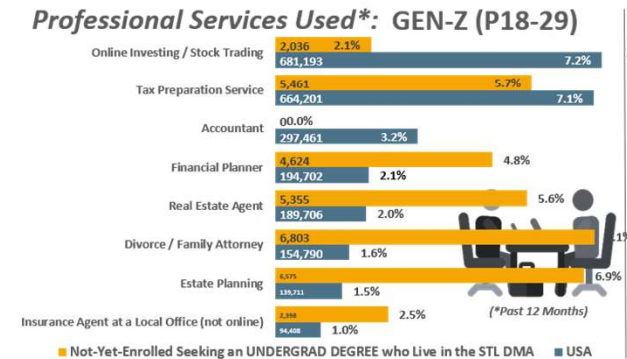
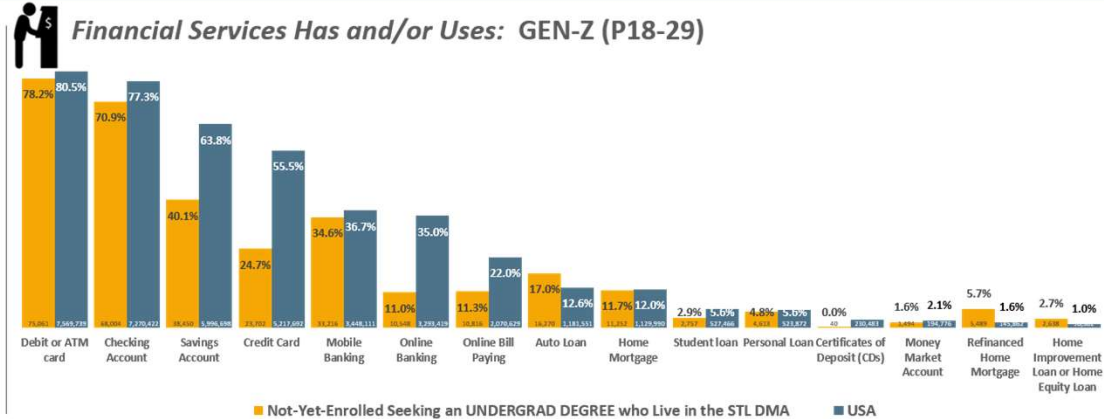
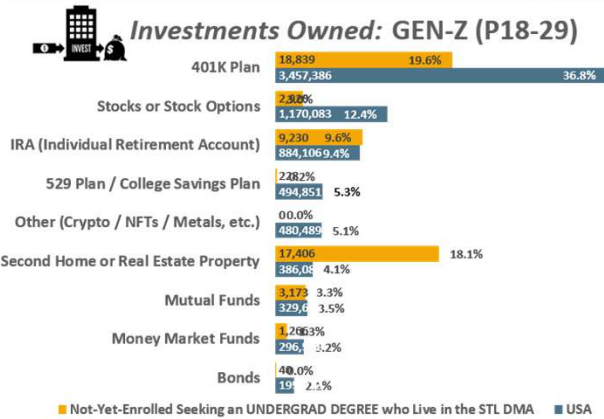


Past 3-Months Payment Methods Used: GEN-Z (P18-29)





1.1% or 95,963 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the STL...
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA are 46.6% less
 likely to have a 401K, 34.9% more likely to have an Auto Loan, 70.7% less likely to Invest/Trade Stocks Online,
 10.5% more likely to pay with their Debit Ca



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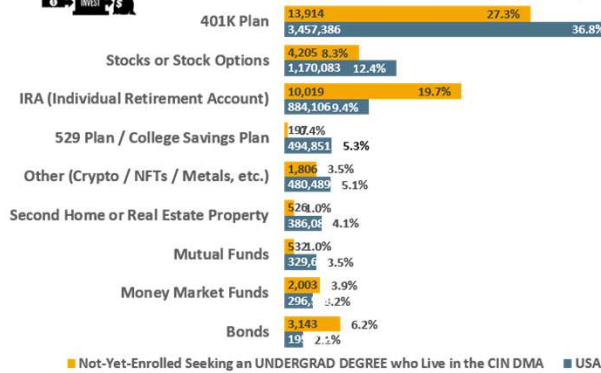
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



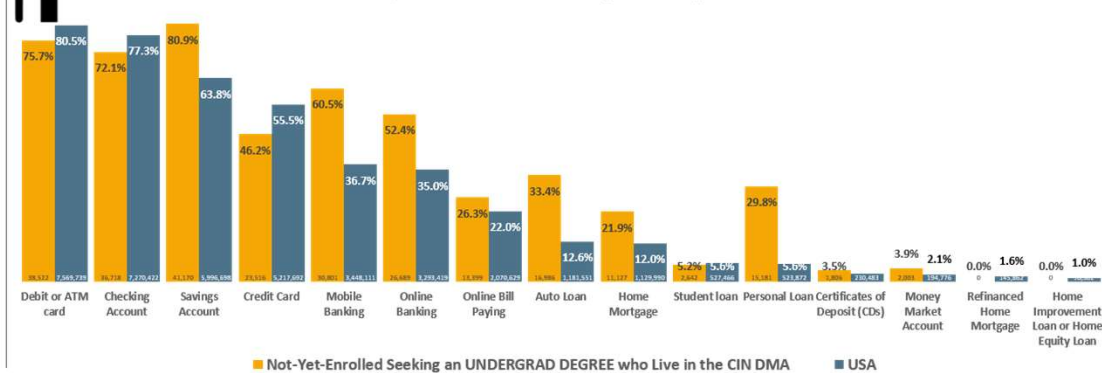
.5% or 50,899 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CIN... GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA are 25.7% less likely to have a 401K, 165.6% more likely to have an Auto Loan, 71.2% less likely to Invest/Trade Stocks Online, 21.7% less likely to pay with their Debit C



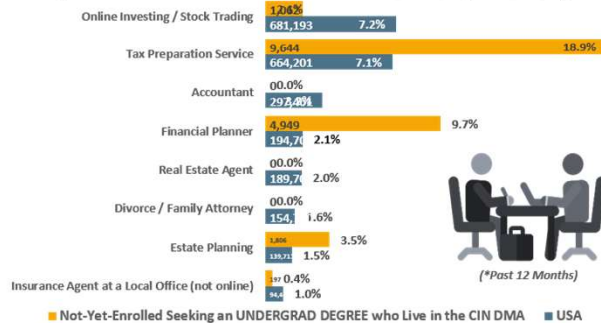
Investments Owned: GEN-Z (P18-29)



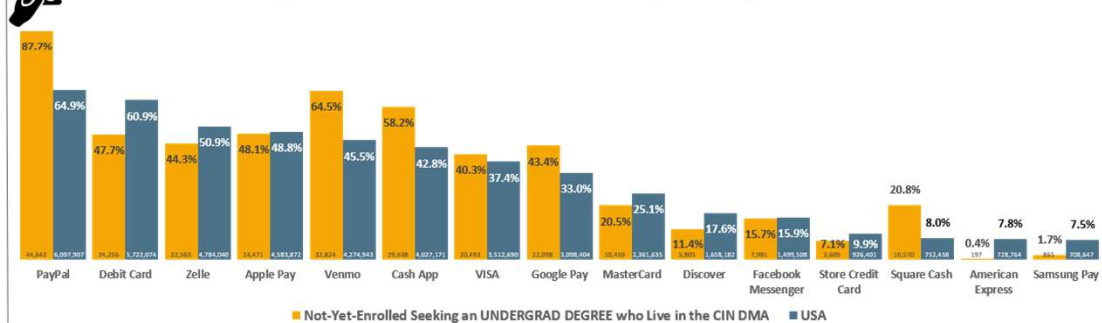
Financial Services Has and/or Uses: GEN-Z (P18-29)



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



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

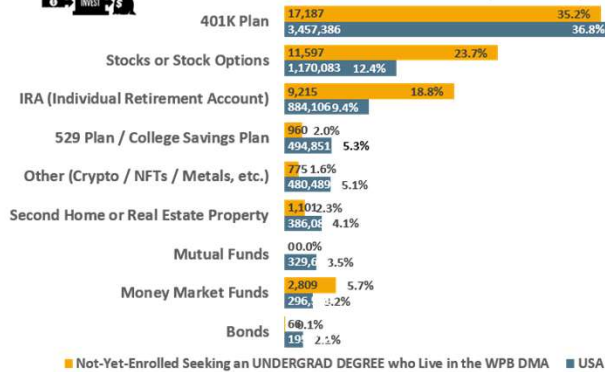




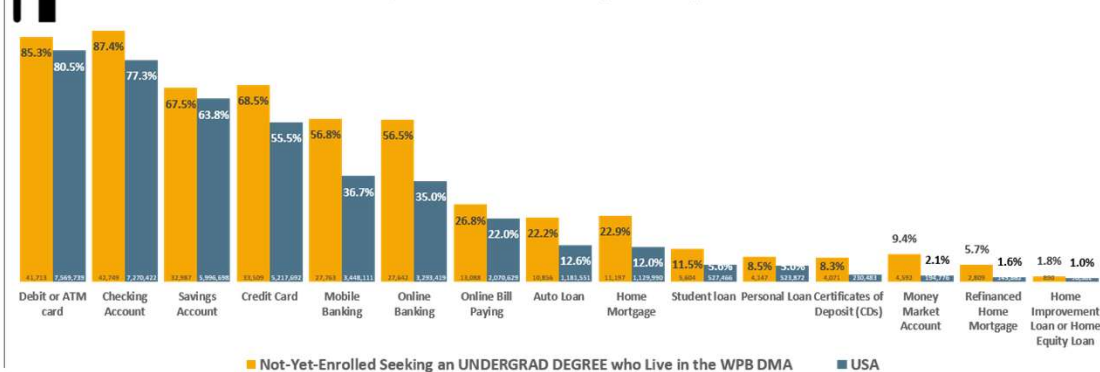
.5% or 48,890 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the WPB...
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA are 4.4% less
 likely to have a 401K, 76.7% more likely to have an Auto Loan, 163.9% more likely to Invest/Trade Stocks
 Online, 2.5% less likely to pay with their Debit Car



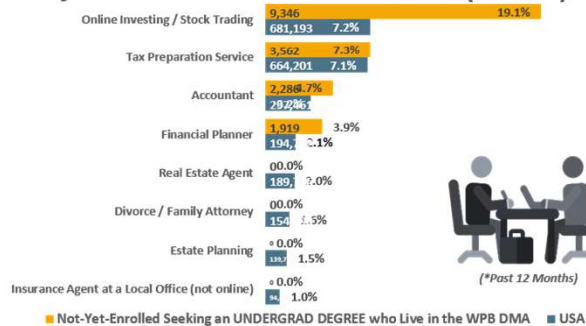
Investments Owned: GEN-Z (P18-29)



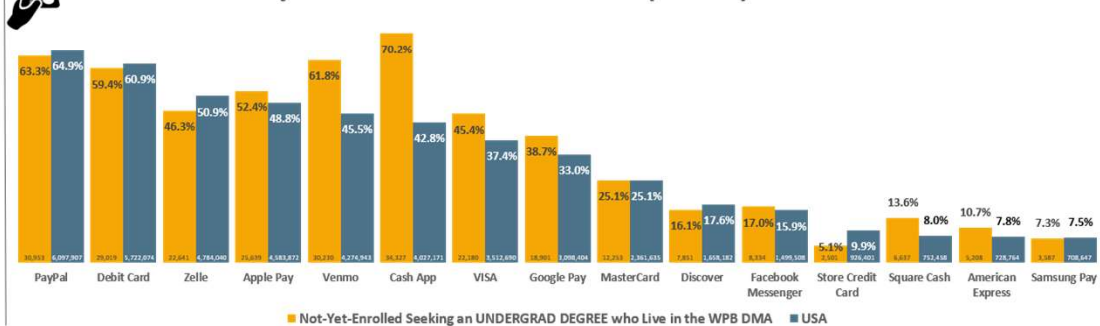
Financial Services Has and/or Uses: GEN-Z (P18-29)



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



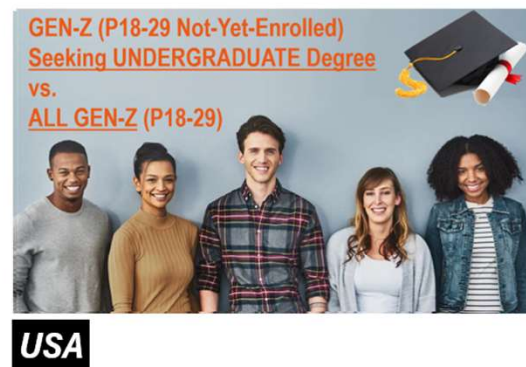
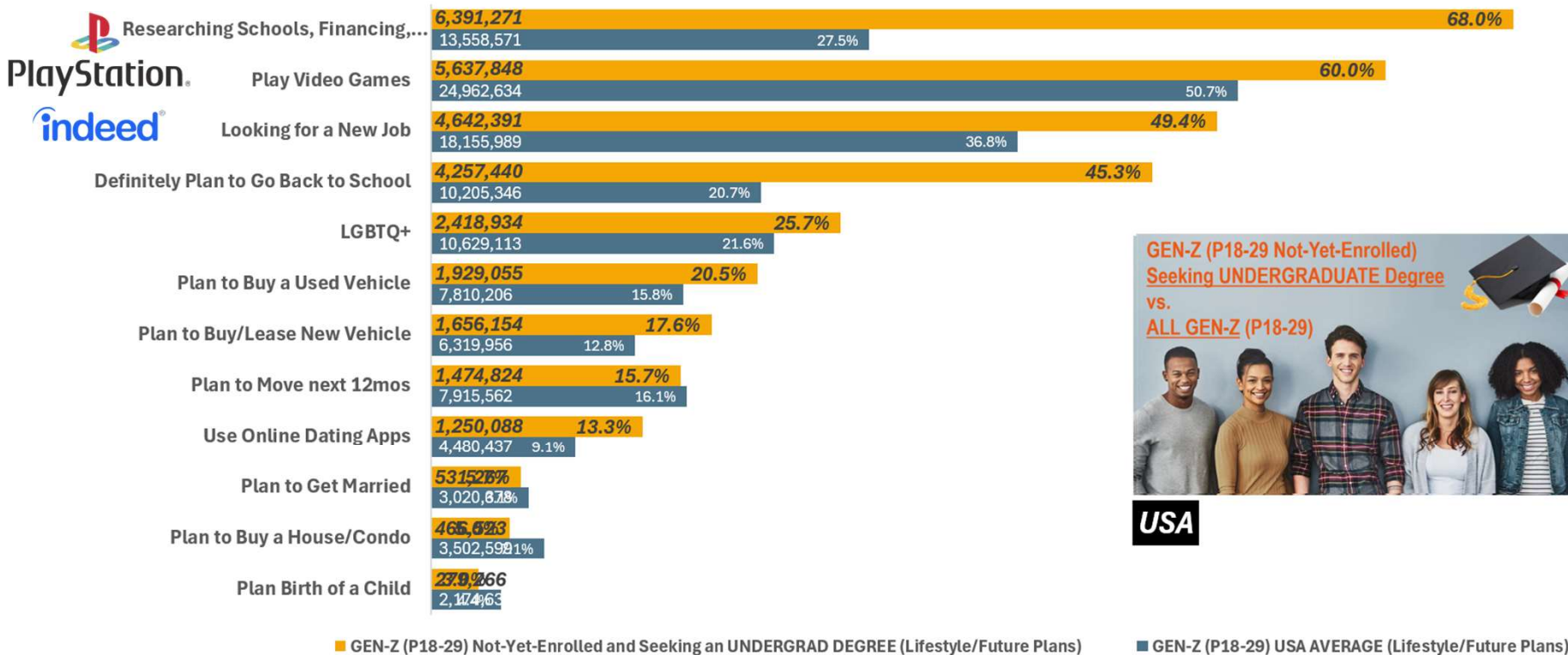
Past 3-Months Payment Methods Used: GEN-Z (P18-29)





"Lifestyle/Future Plans"

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



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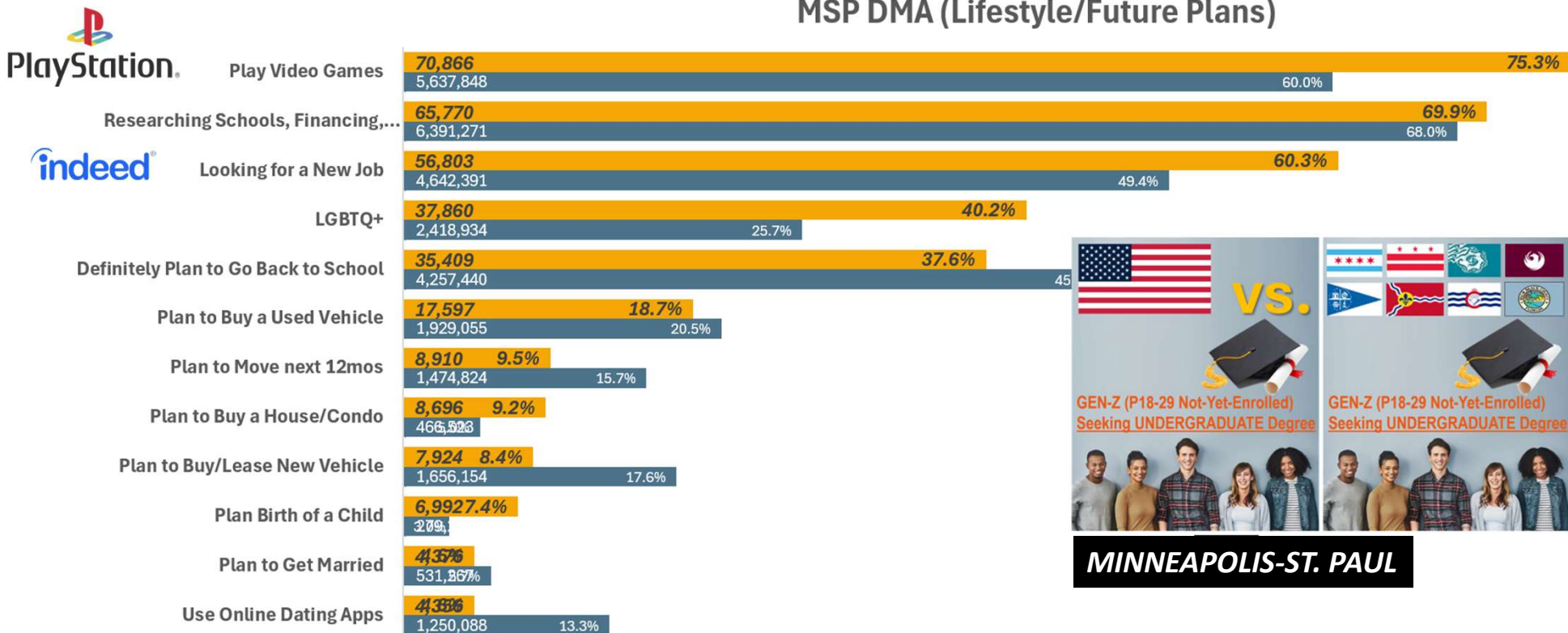
soefa.ai Share of Everything for Anything

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



"Lifestyle/Future Plans"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the MSP DMA (Lifestyle/Future Plans)



MINNEAPOLIS-ST. PAUL

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the MSP DMA (Lifestyle/Future Plans)

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

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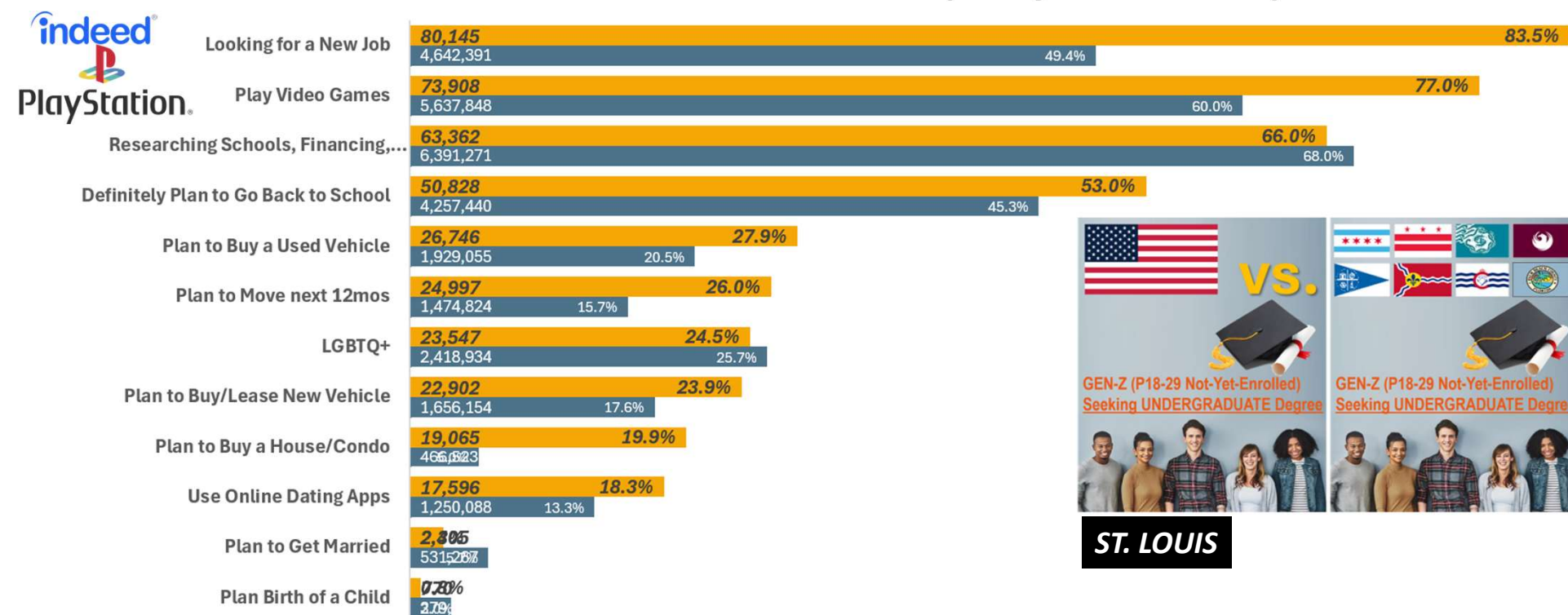
soefa.ai Share of Everything for Anything

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



"Lifestyle/Future Plans"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the STL DMA (Lifestyle/Future Plans)



■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the STL DMA (Lifestyle/Future Plans)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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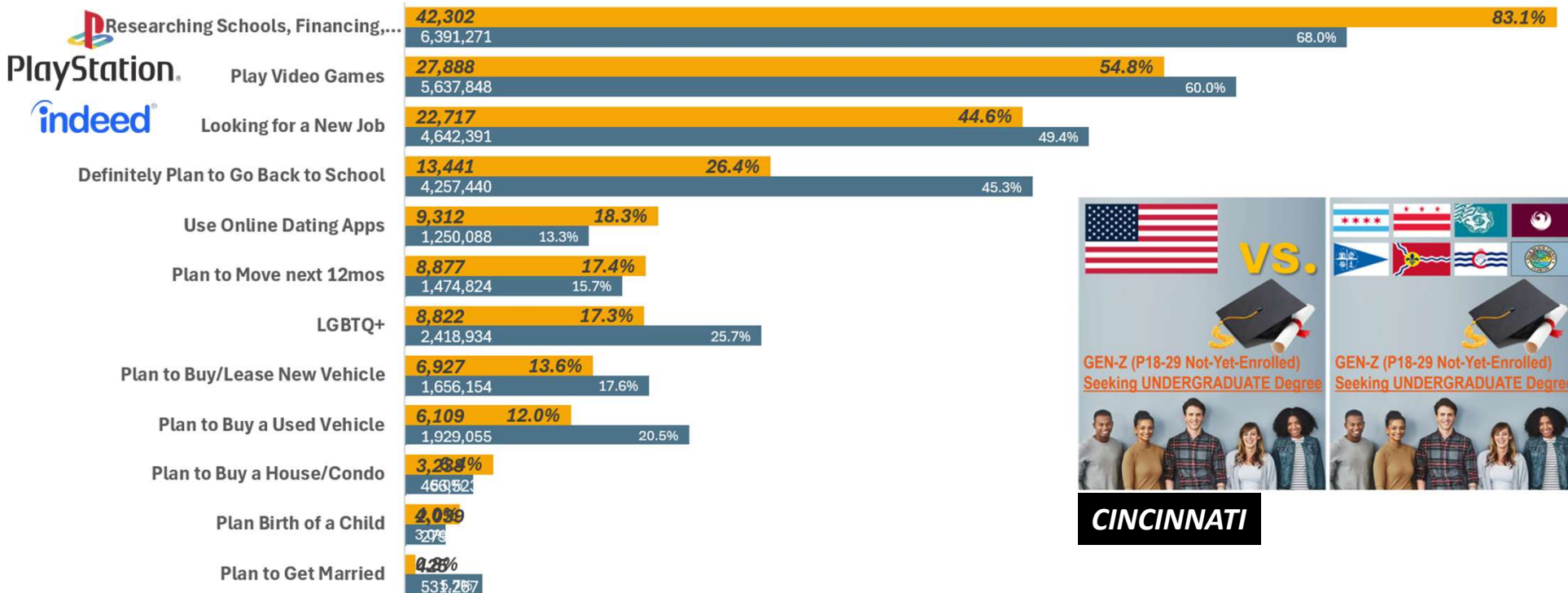
soefa.ai Share of Everything for Anything ®

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



"Lifestyle/Future Plans"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the CIN DMA (Lifestyle/Future Plans)



■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the CIN DMA (Lifestyle/Future Plans)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531
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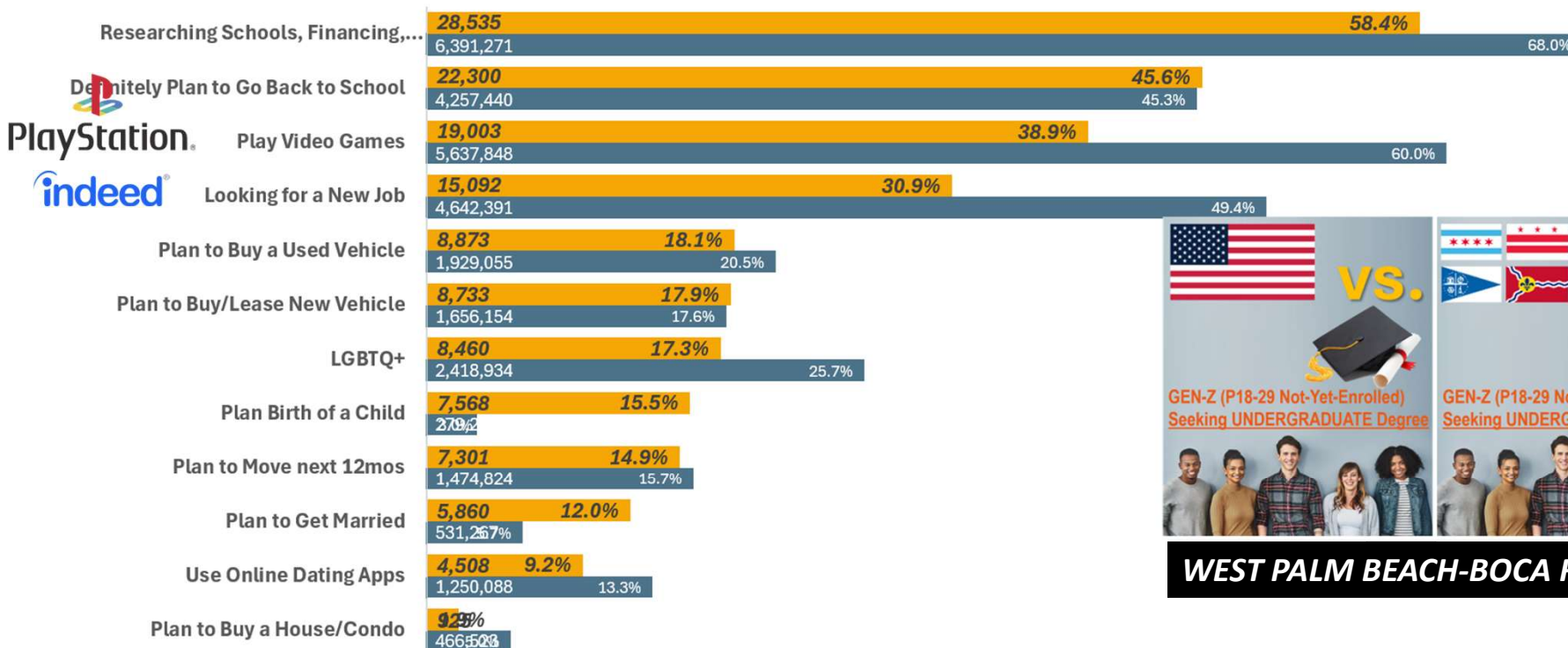
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



"Lifestyle/Future Plans"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the WPB DMA (Lifestyle/Future Plans)



WEST PALM BEACH-BOCA RATON

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the WPB DMA (Lifestyle/Future Plans)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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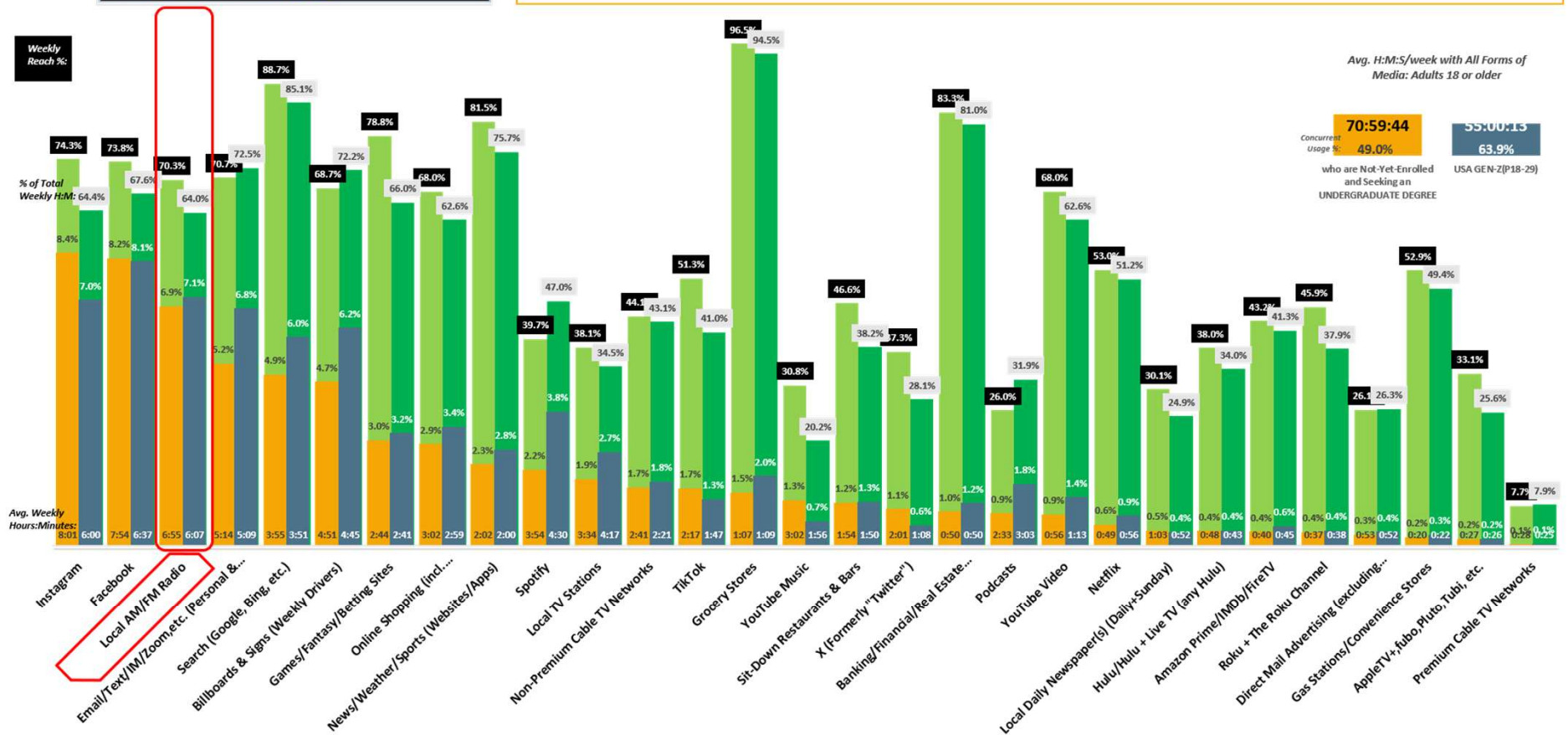
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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



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



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

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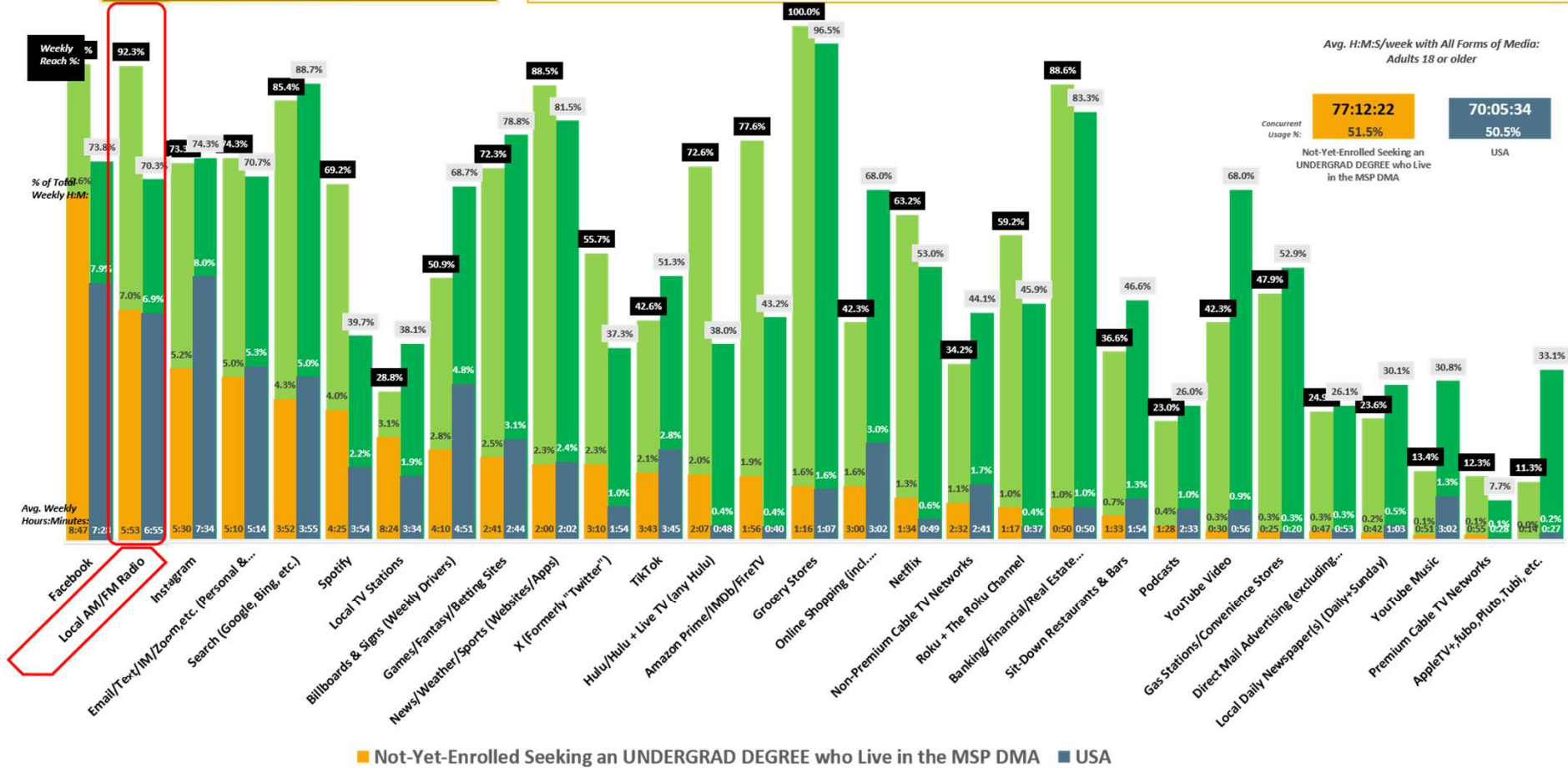
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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



GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA spend an average of 3 days, 5 hours, 12 minutes and 22 seconds each week with All Forms of Media.
 92.3% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA spend an avg. of 5 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.9% of total time spent with all forms of Media.



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

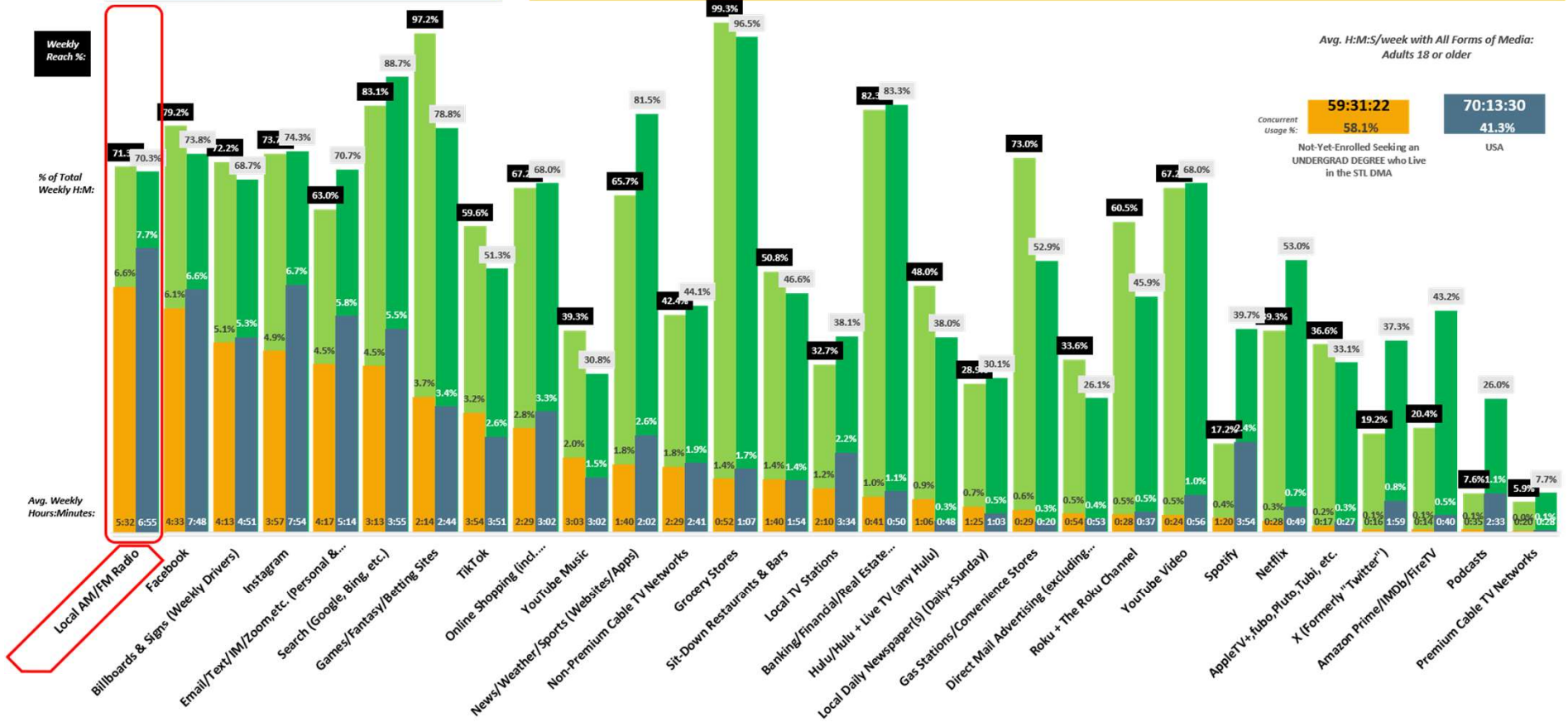


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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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



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



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA ■ USA

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

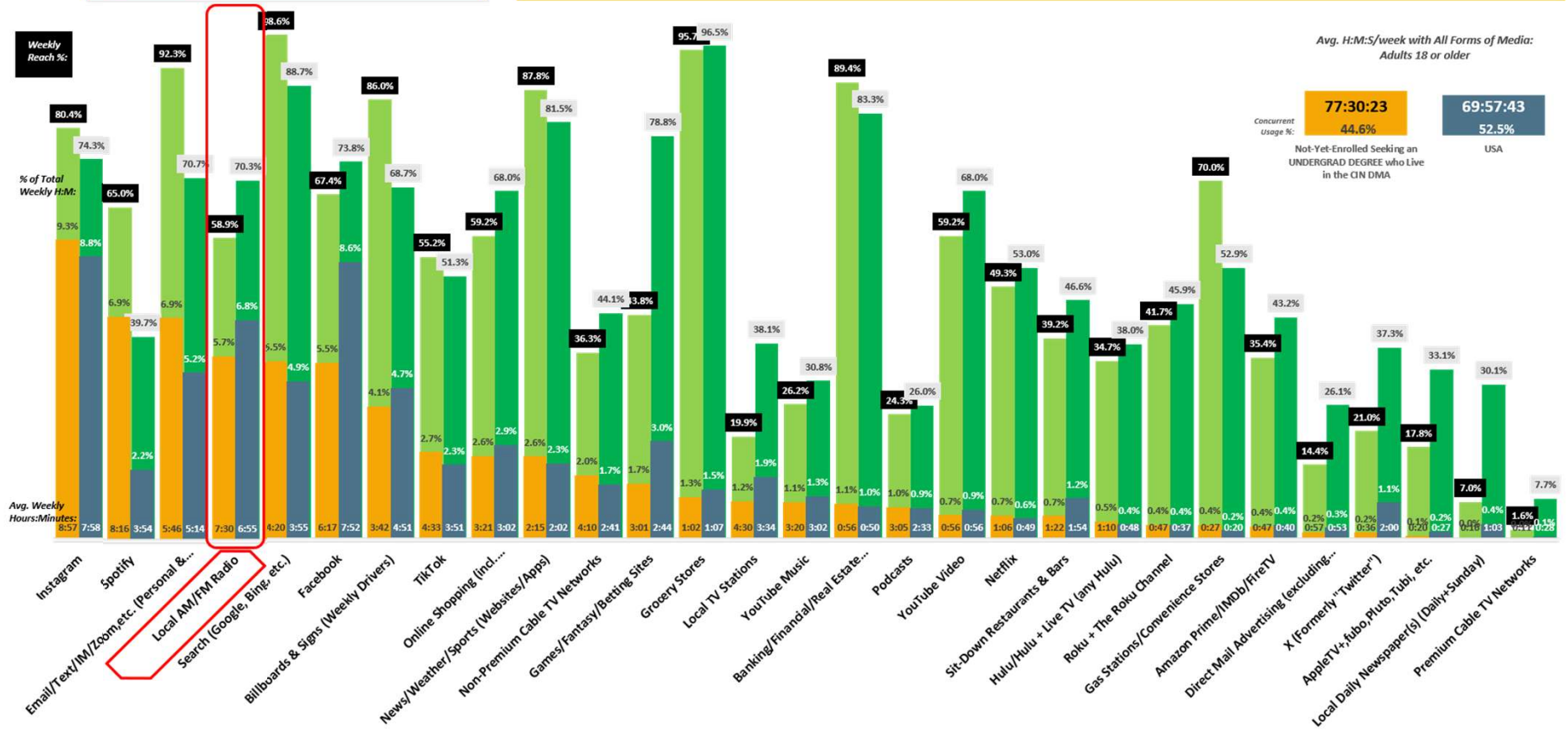


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GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA spend an average of 3 days, 5 hours, 30 minutes and 23 seconds each week with All Forms of Media.
 58.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE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



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA ■ USA

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

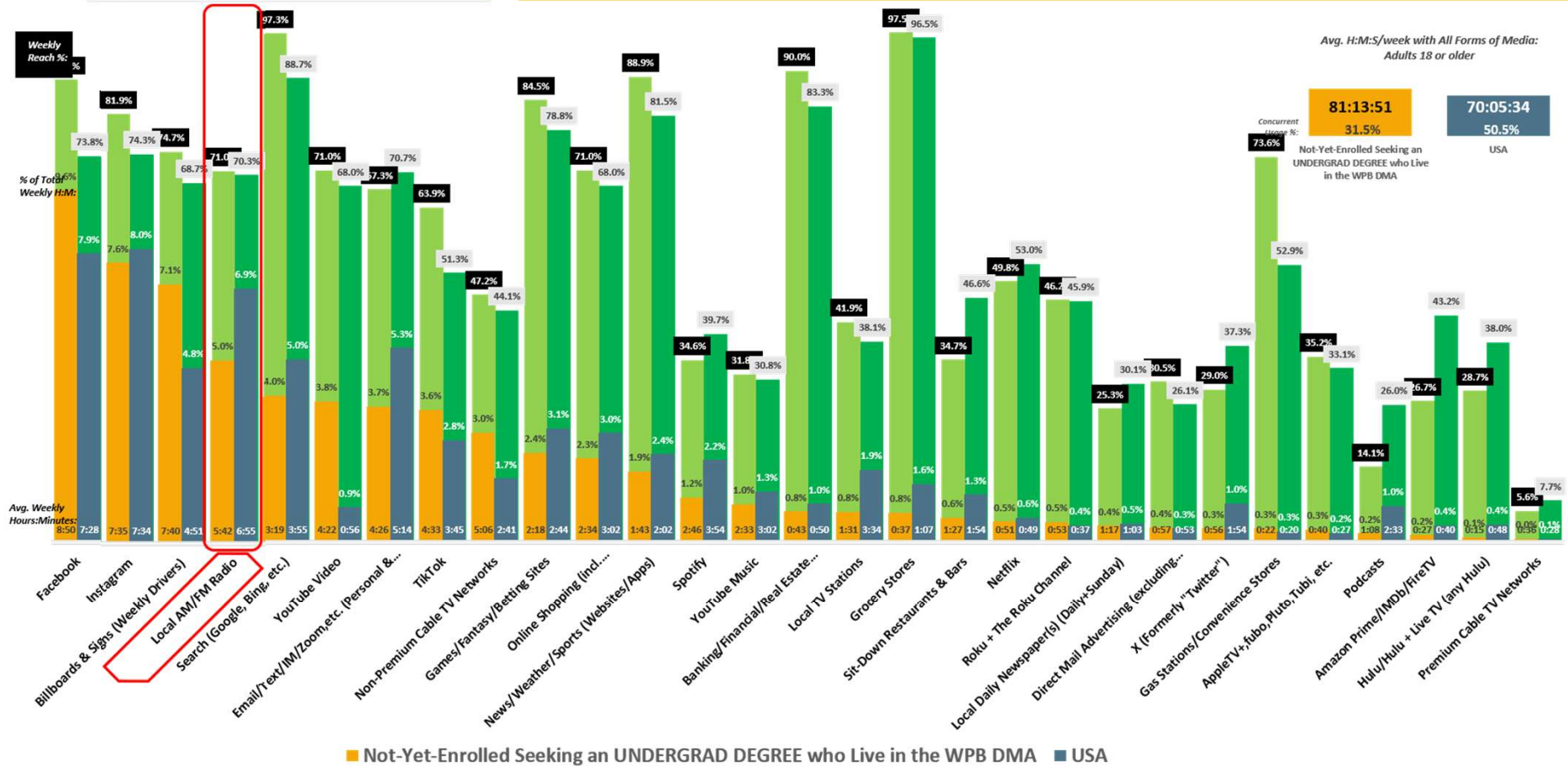


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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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



GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA spend an average of 3 days, 9 hours, 13 minutes and 51 seconds each week with All Forms of Media.
 71.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA spend an avg. of 5 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 5.1% of total time spent with all forms of Media.



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

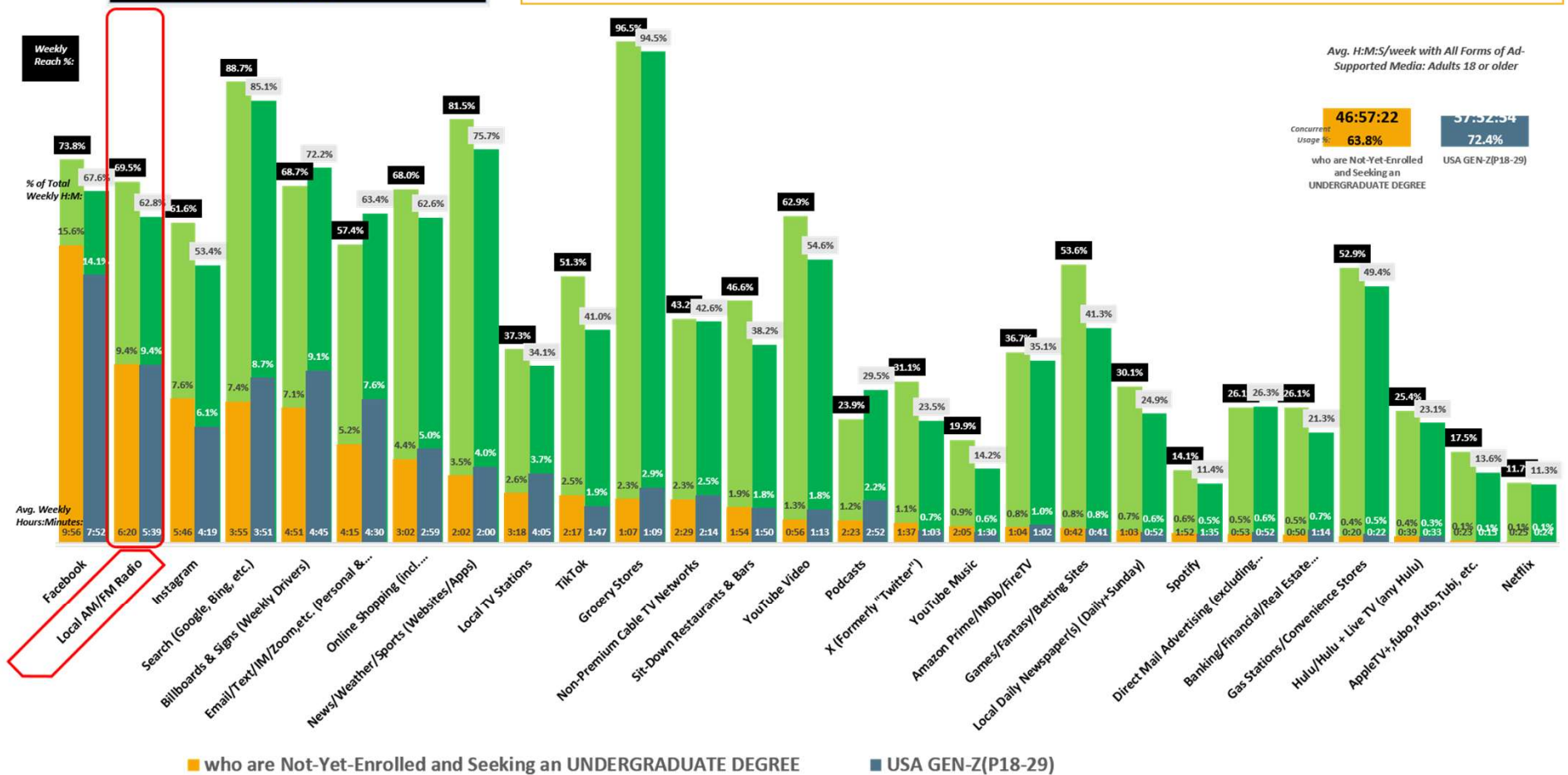


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GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 1 days, 22 hours, 57 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking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



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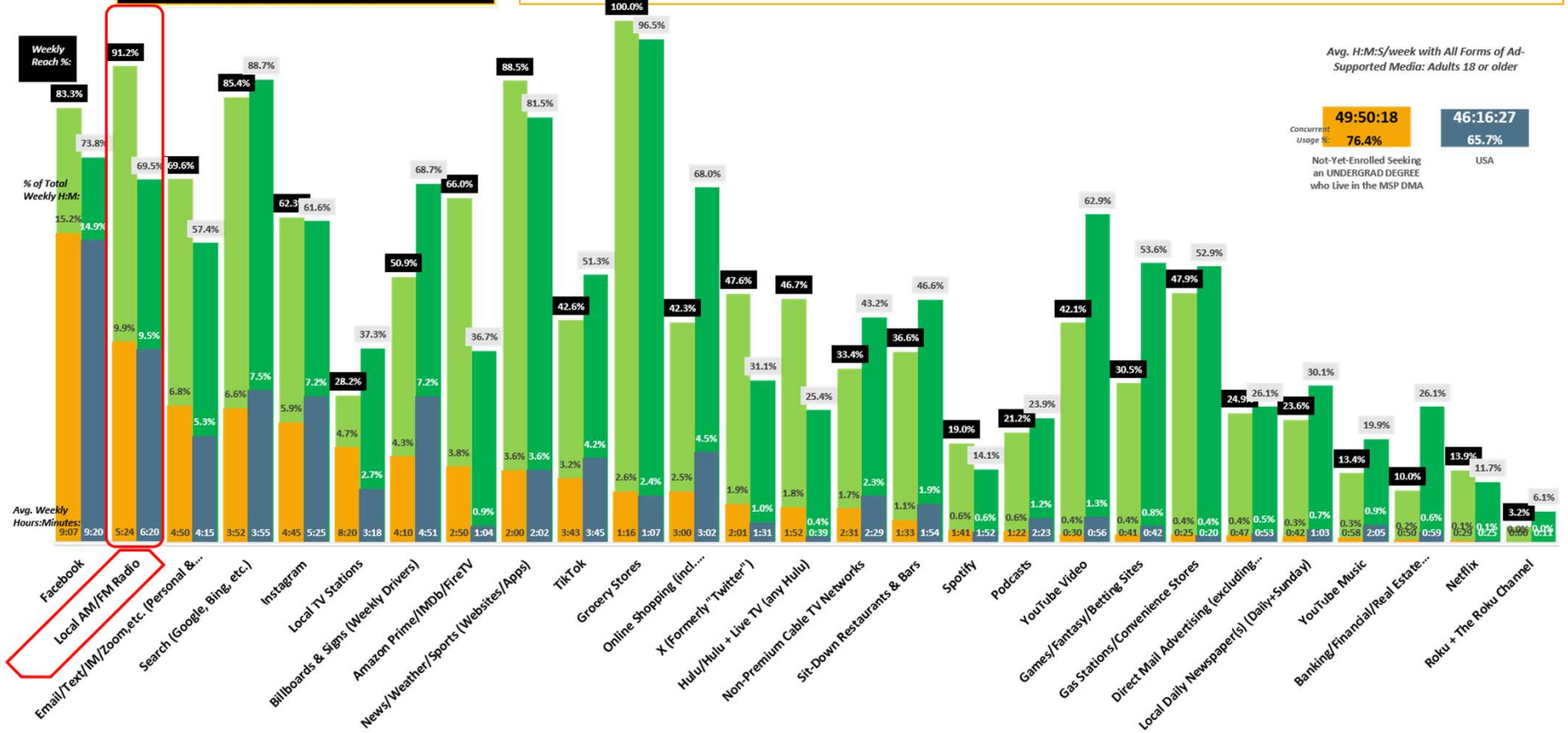
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA ■ USA

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

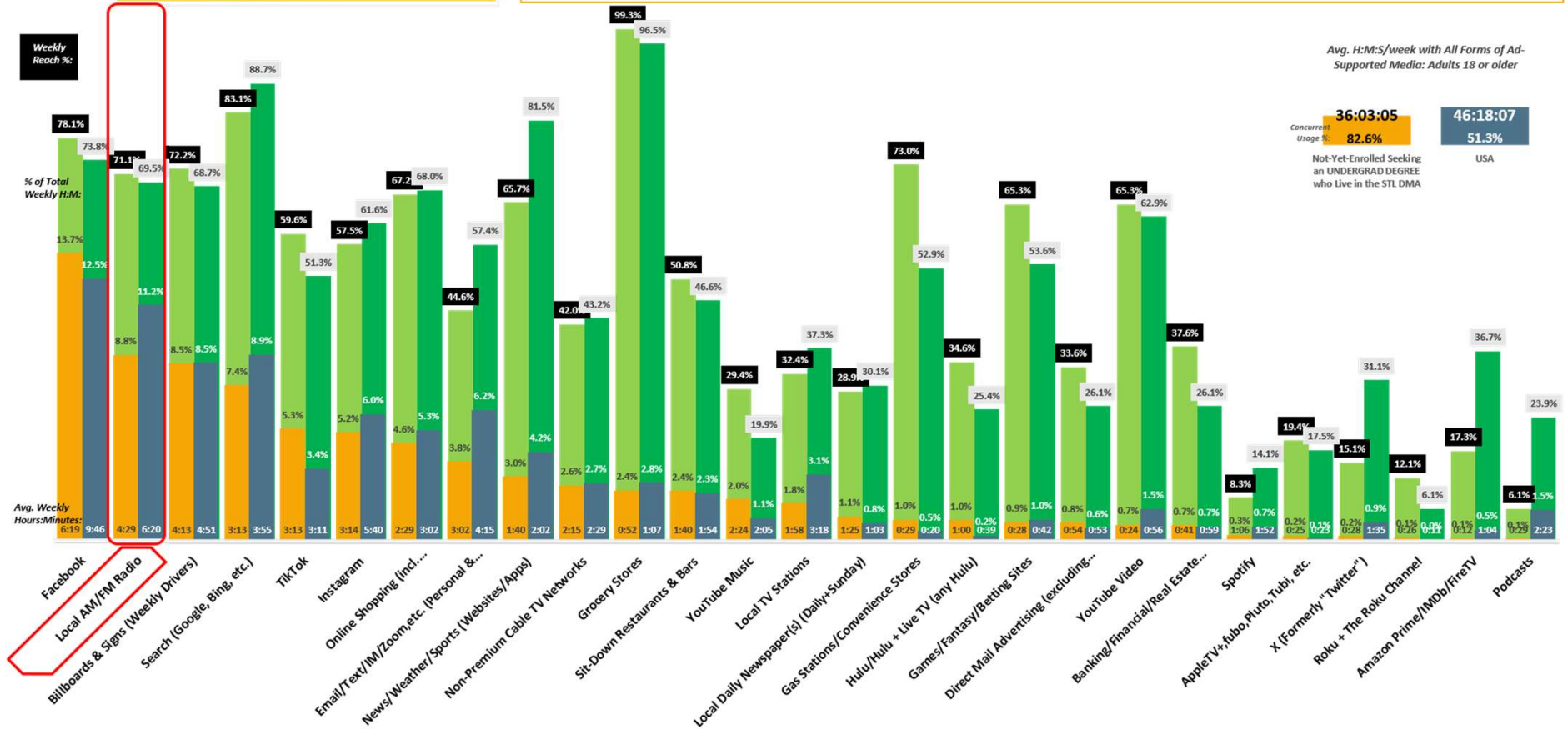


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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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



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



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

36:03:05
 Concurrent Usage %: 82.6%

46:18:07
 51.3%
 USA

Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA

■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA ■ USA

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

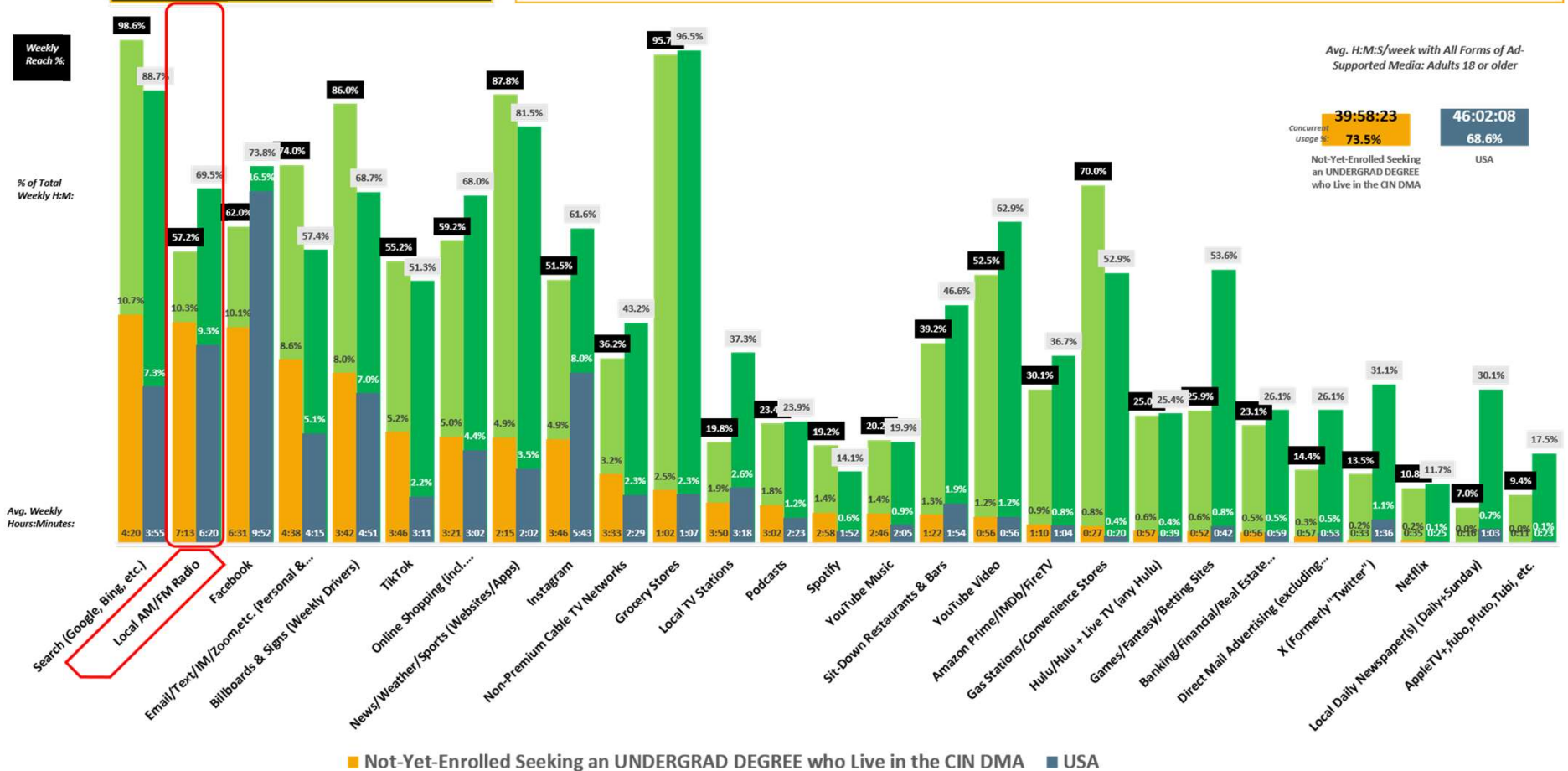


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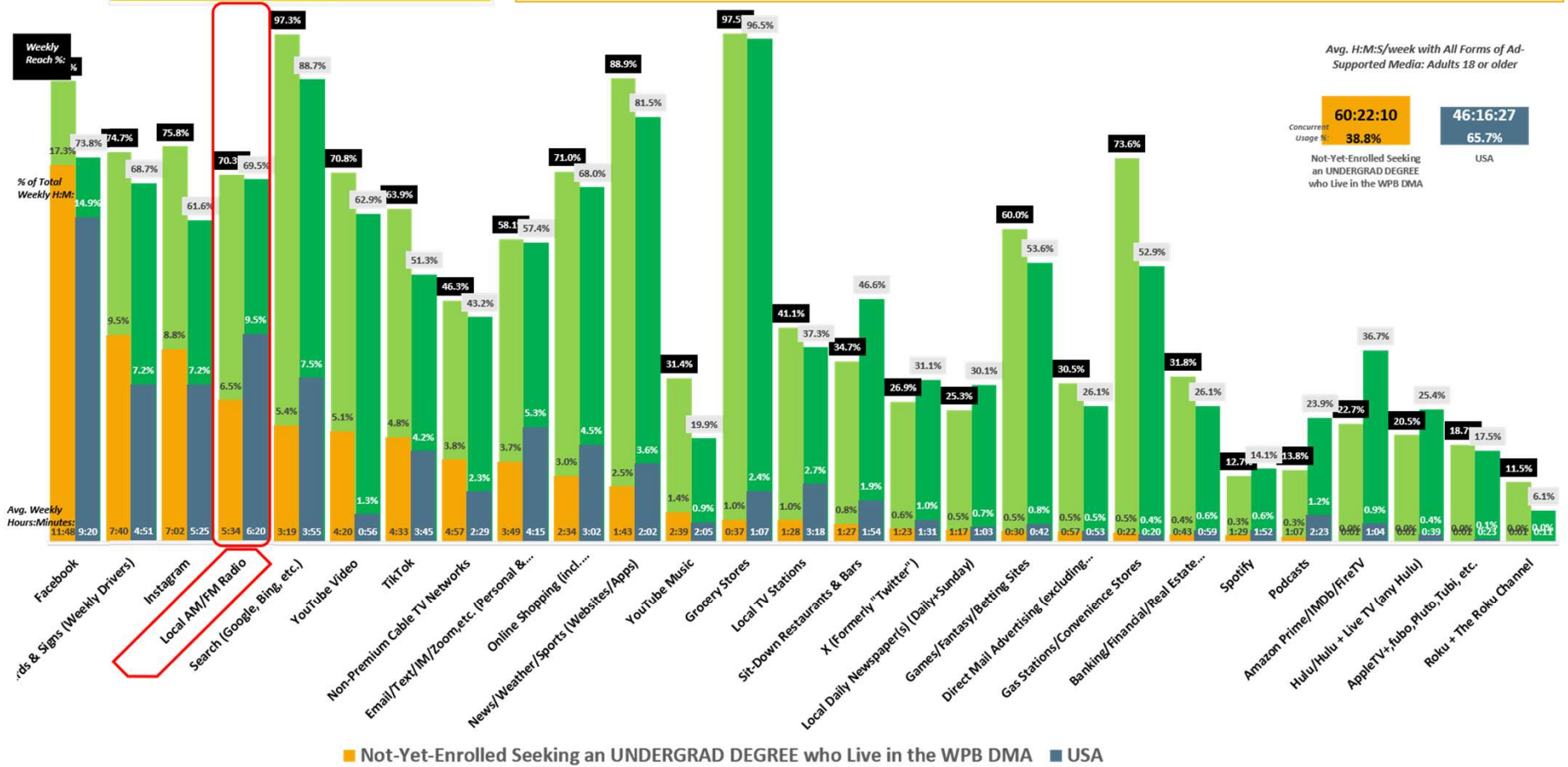


GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA spend an average of 1 day, 15 hours, 58 minutes and 23 seconds each week with All Forms of Ad-Supported Media.
57.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA spend an avg.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





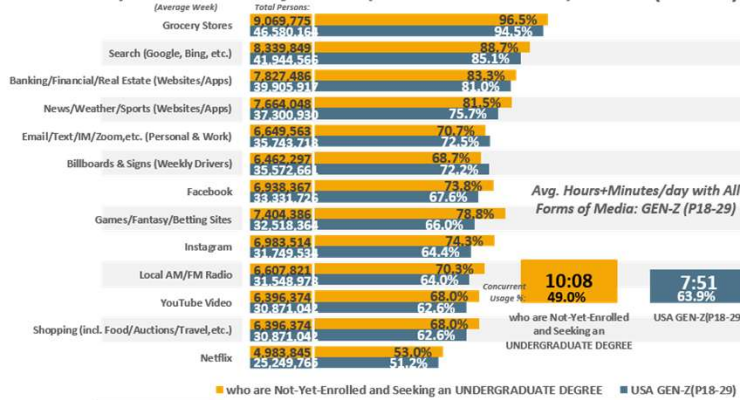
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA spend an average of 2 days, 12 hours, 22 minutes and 10 seconds each week with All Forms of Ad-Supported Media.
70.3% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA spend an avg.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



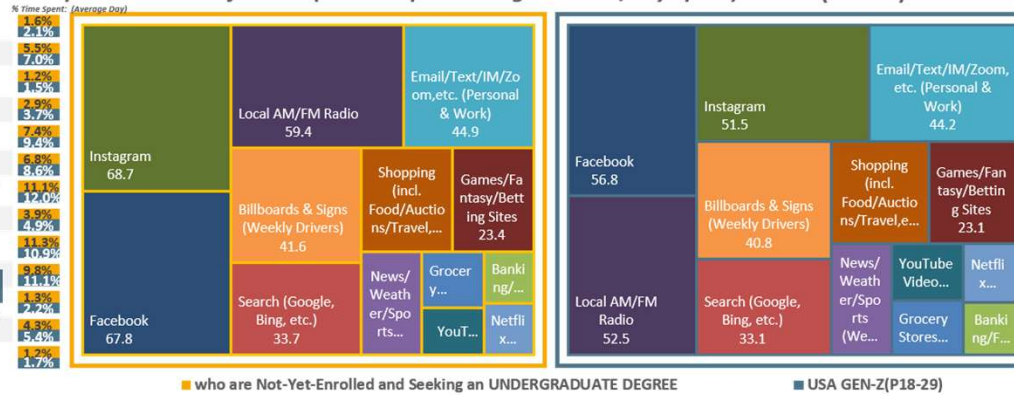


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 69.5% listen to Local AM/FM Radio for an avg. of 54.4 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

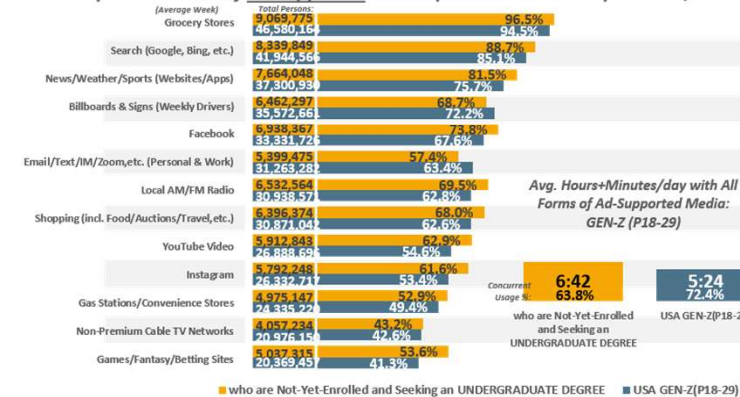
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



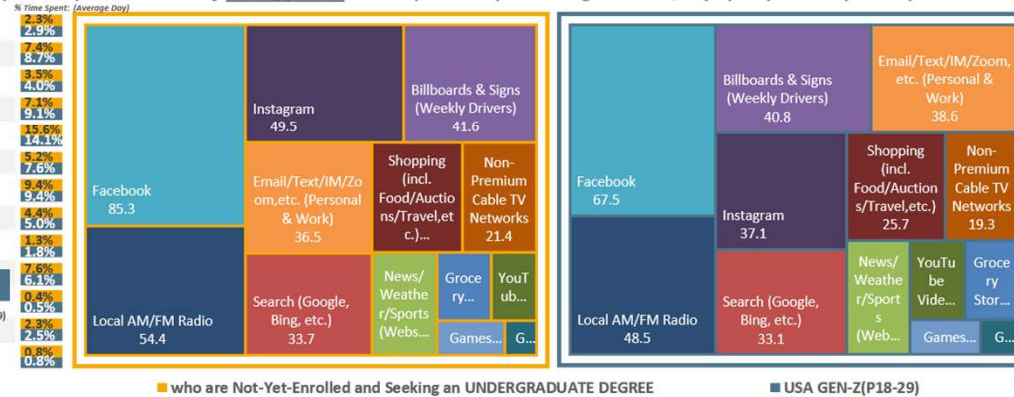
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

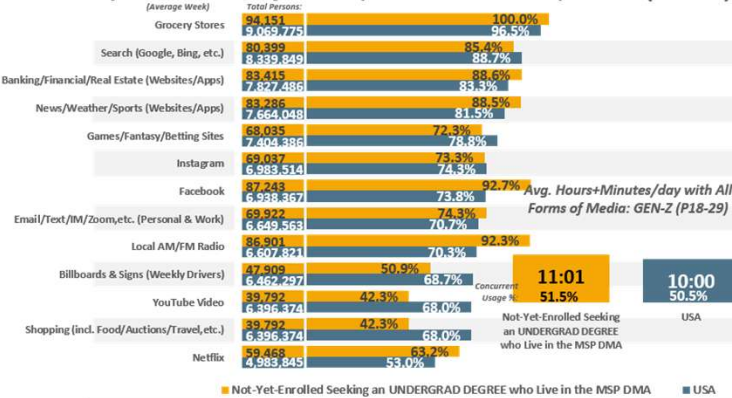
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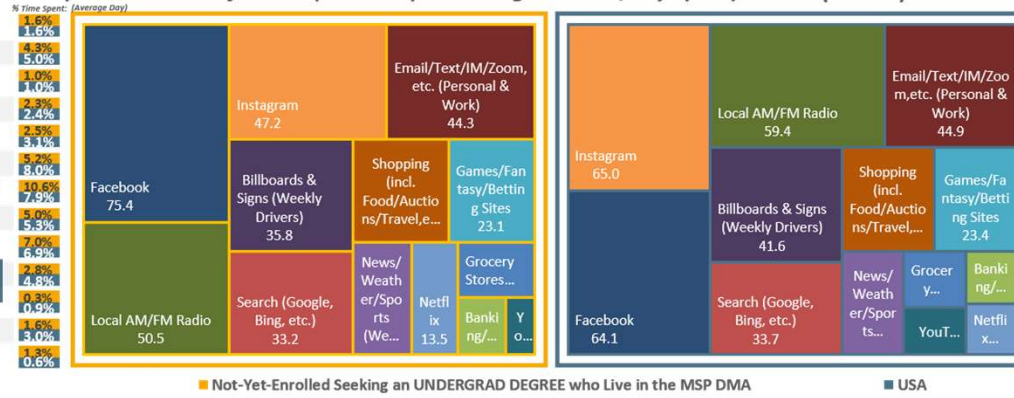


GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 91.2% listen to Local AM/FM Radio for an avg. of 46.4 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

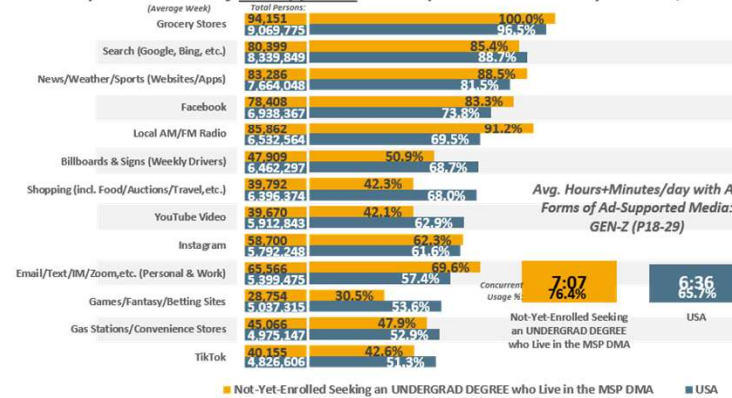
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



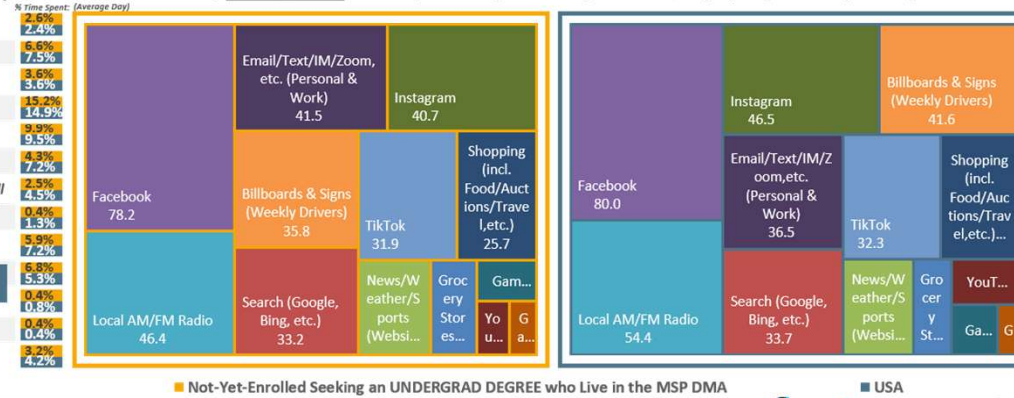
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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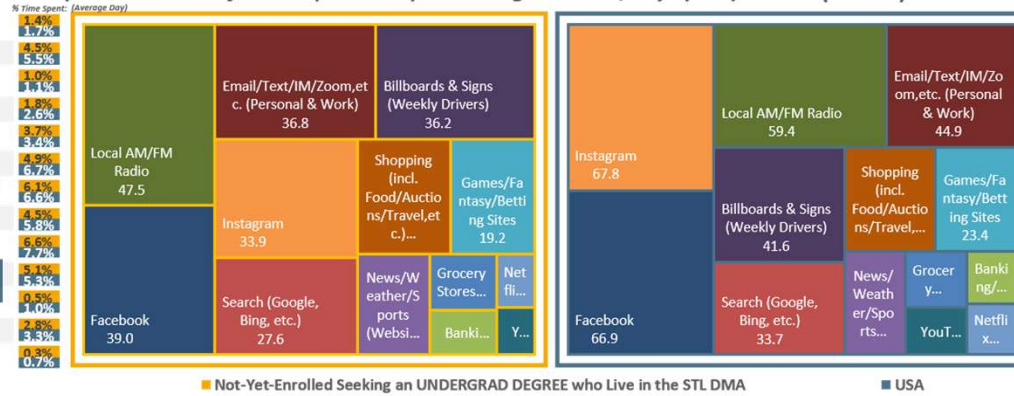
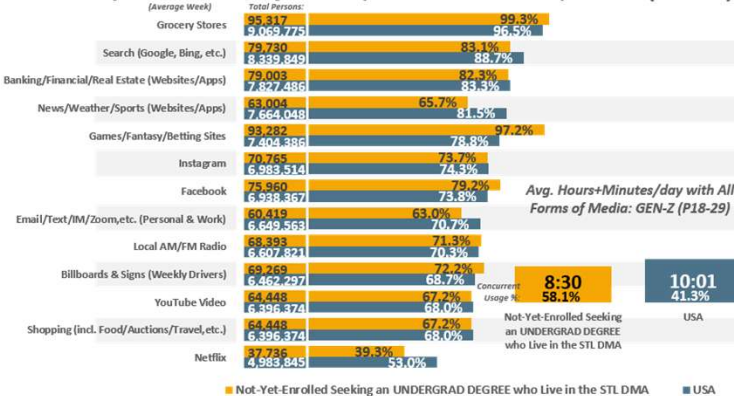
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GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA spend an average of 5 hours and 9 minutes each day with All Forms of Ad-Supported Media. 71.1% listen to Local AM/FM Radio for an avg. of 38.4 minutes/day. (Local Radio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

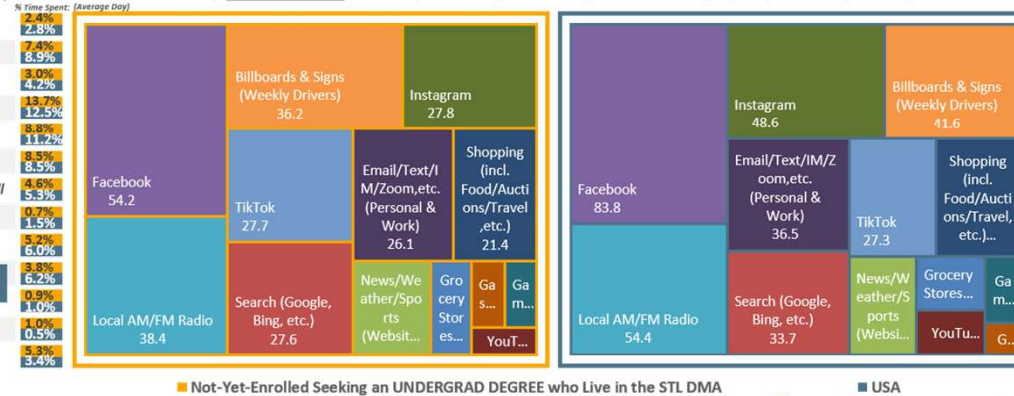
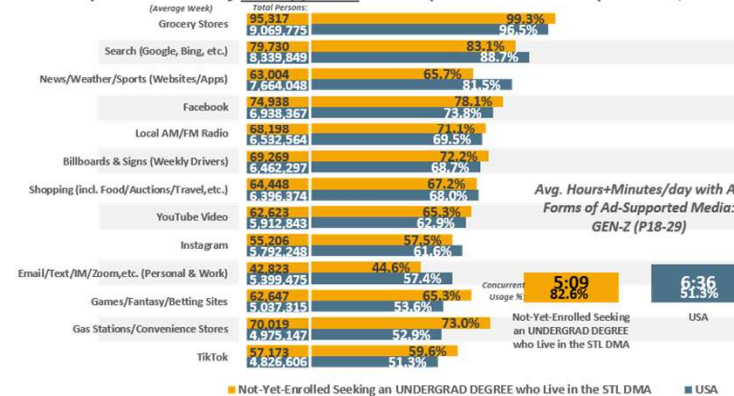
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

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



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

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



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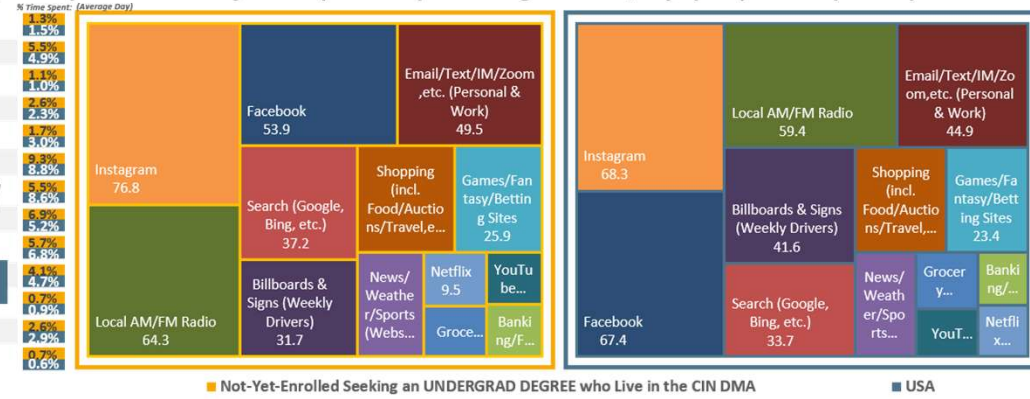
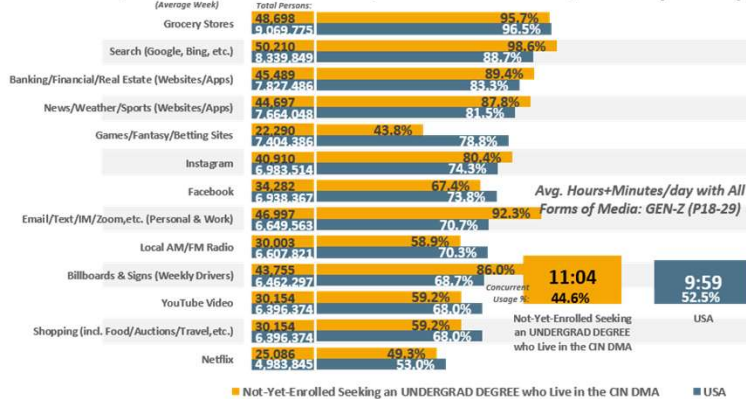
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GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA spend an average of 5 hours and 42 minutes each day with All Forms of Ad-Supported Media. 57.2% listen to Local AM/FM Radio for an avg. of 62. minutes/day.(Local Radio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

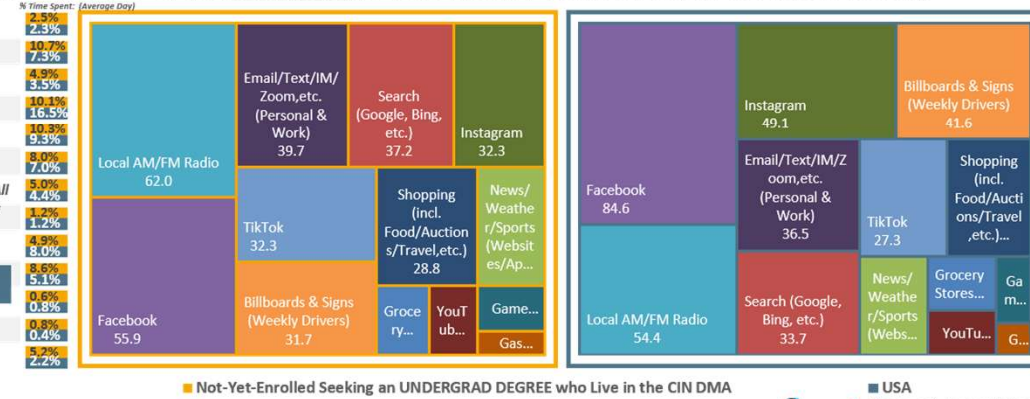
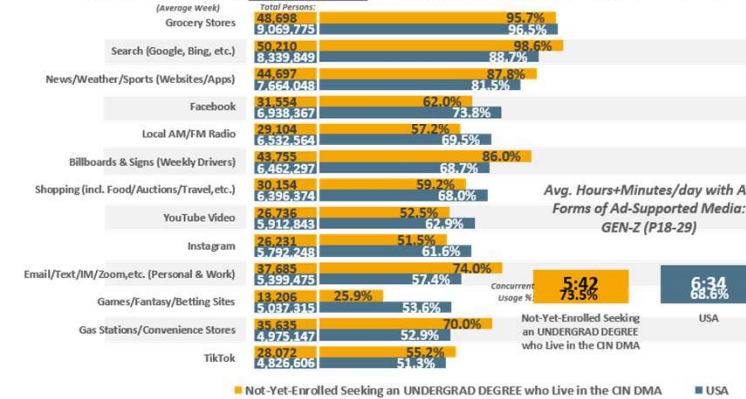
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

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



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

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



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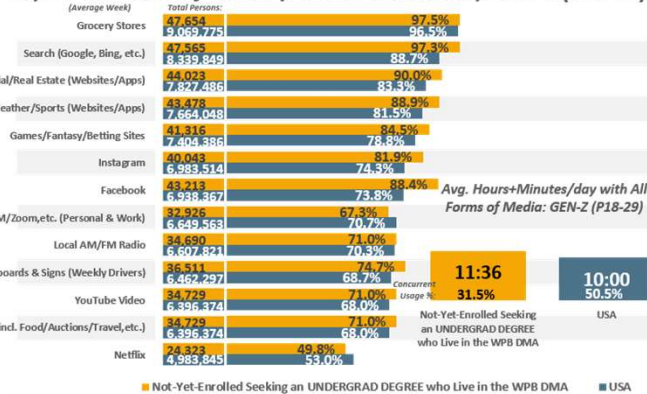
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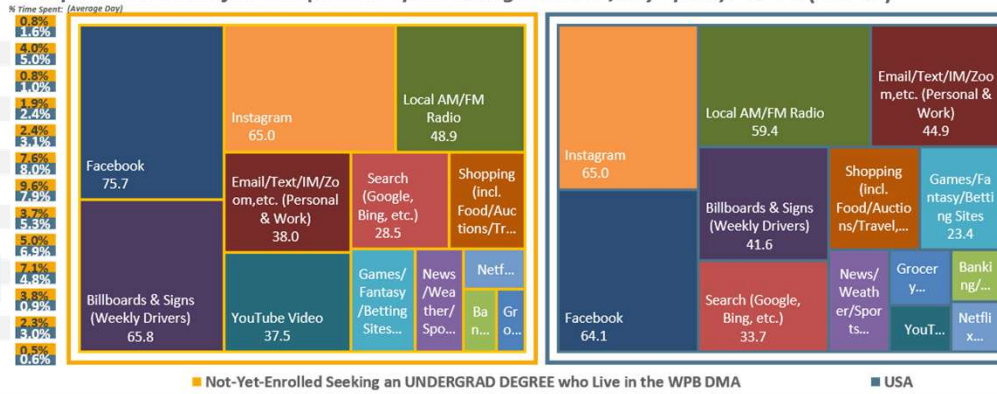


GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA spend an average of 8 hours and 37 minutes each day with All Forms of Ad-Supported Media. 70.3% listen to Local AM/FM Radio for an avg. of 47.8 minutes/day.(Local Radio delivers 6.5% of Time with Ad-Supported Media.)

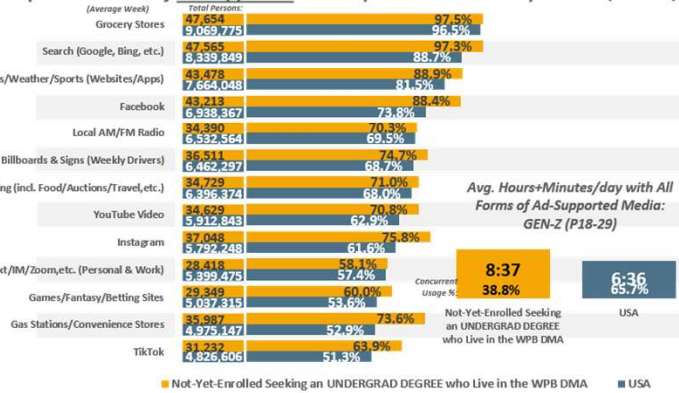
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



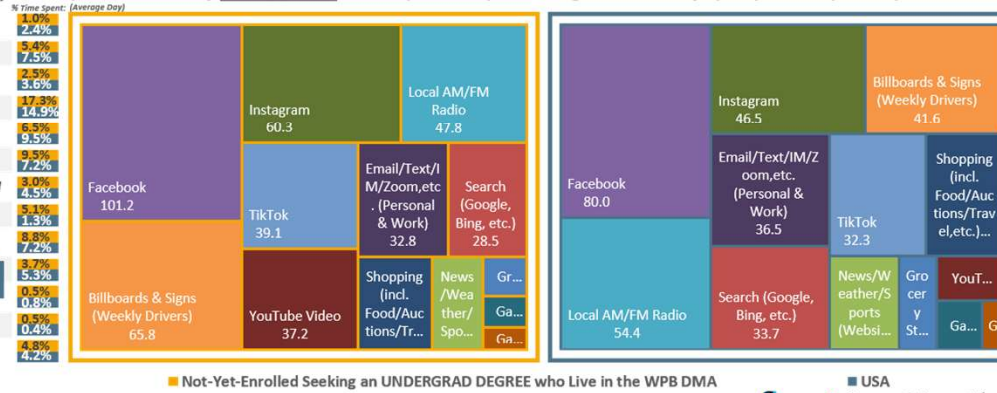
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



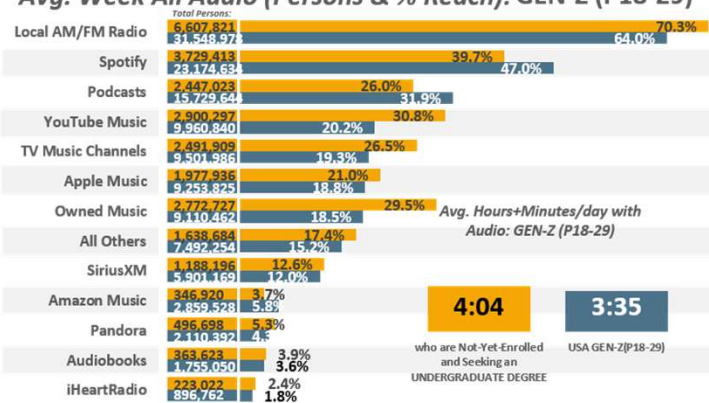
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



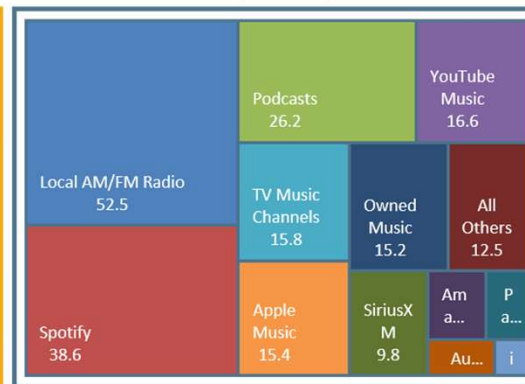
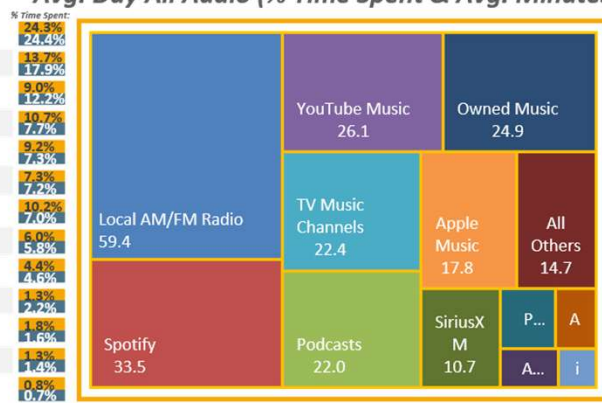


6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

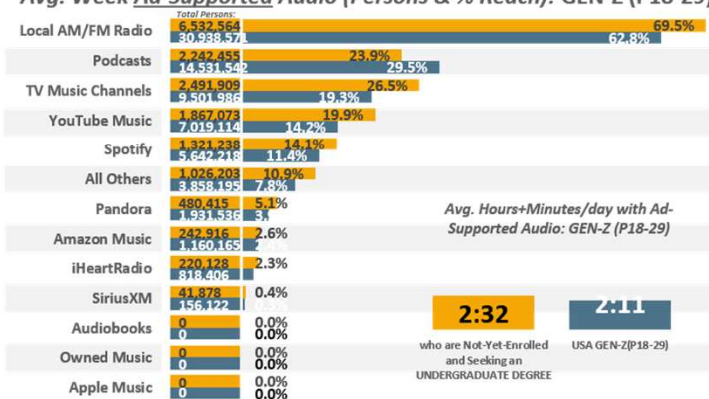
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



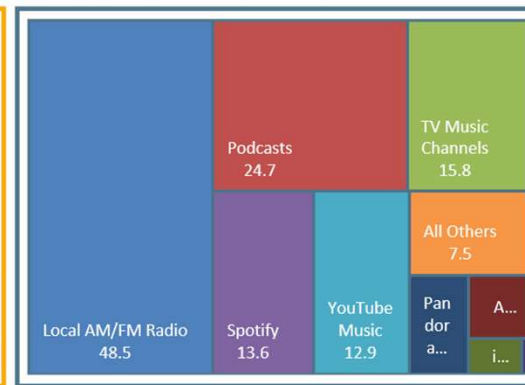
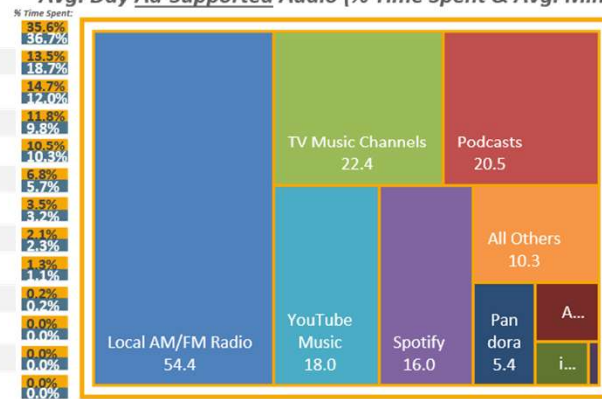
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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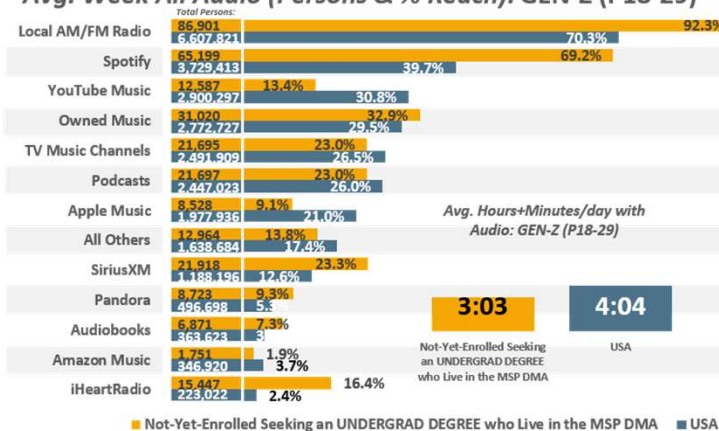
soefa.ai Share of Everything for Anything

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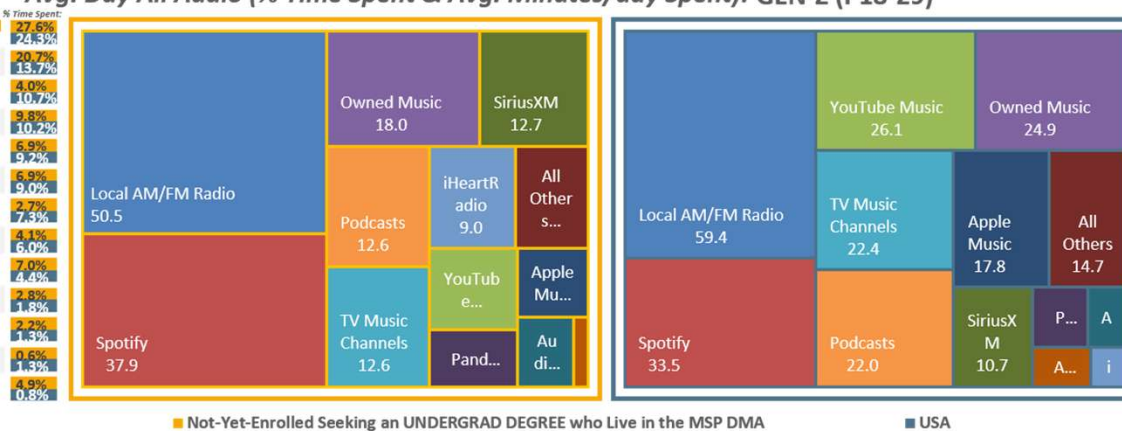


85,862 or 91.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA listen to Ad-Supported Local AM/FM Radio for an average of 46.4 minutes every day representing 39.6% of all time spent daily with Ad-Supported Audio.

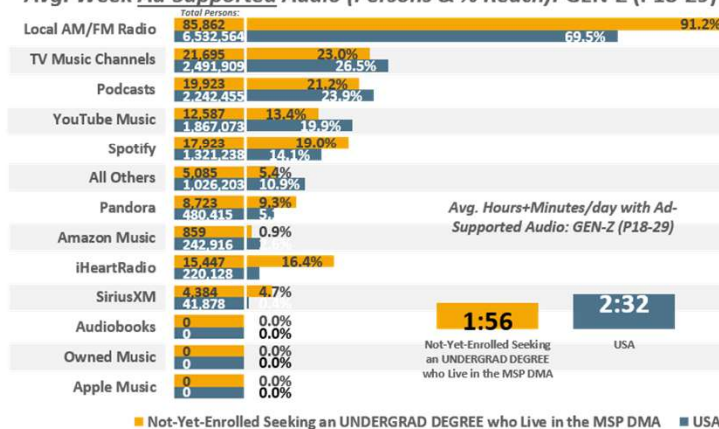
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



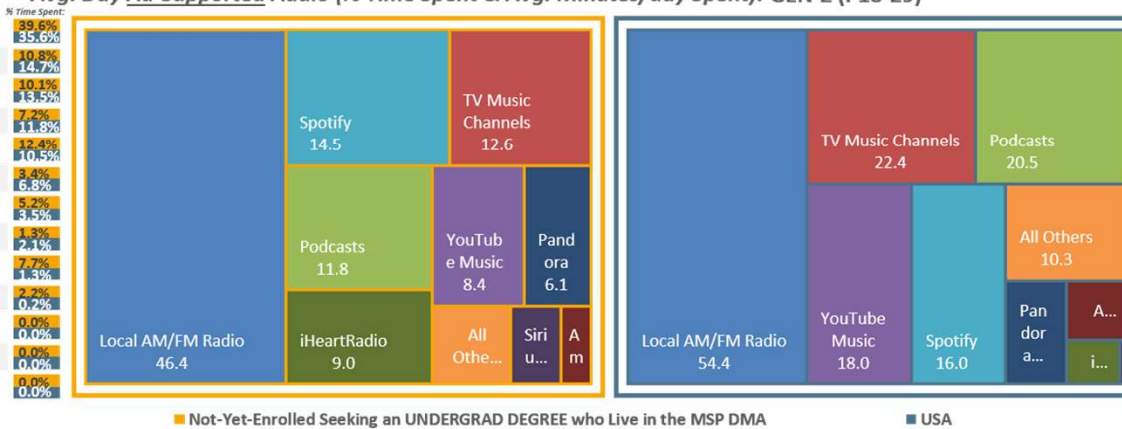
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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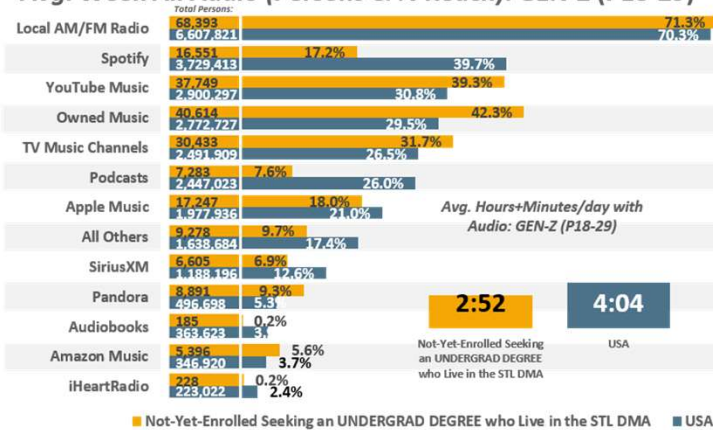
soefa.ai Share of Everything for Anything

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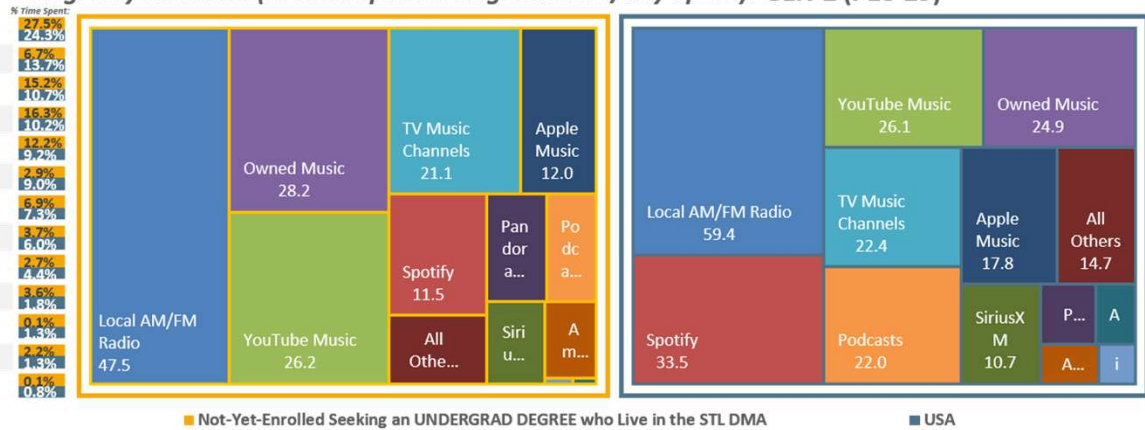


68,198 or 71.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA listen to Ad-Supported Local AM/FM Radio for an average of 38.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.

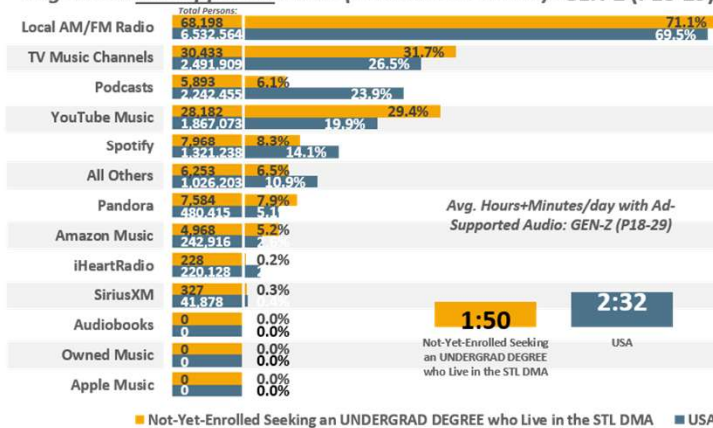
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



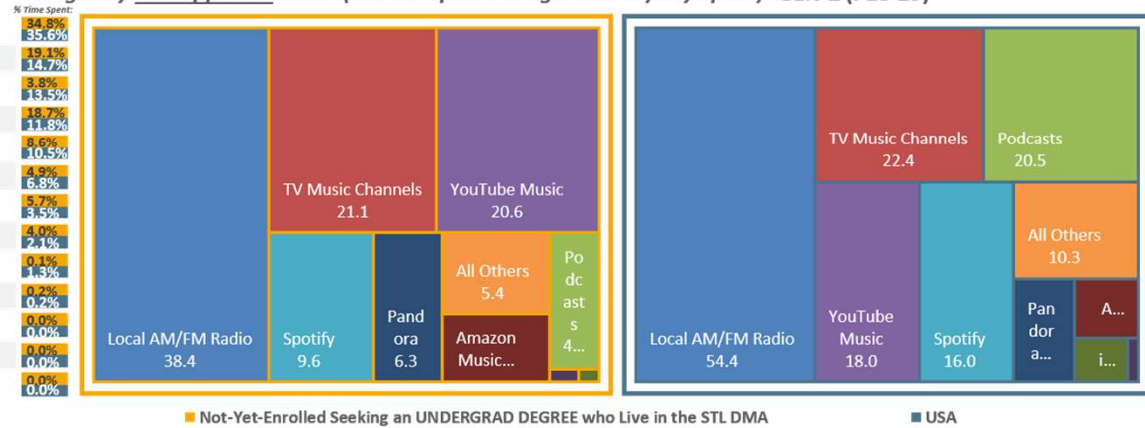
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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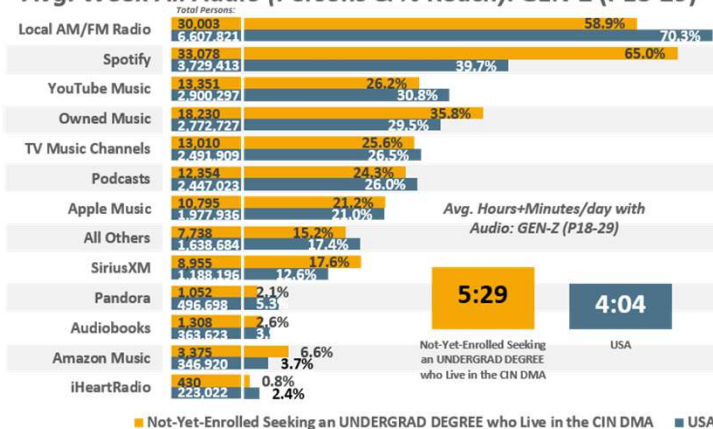
soefa.ai Share of Everything for Anything

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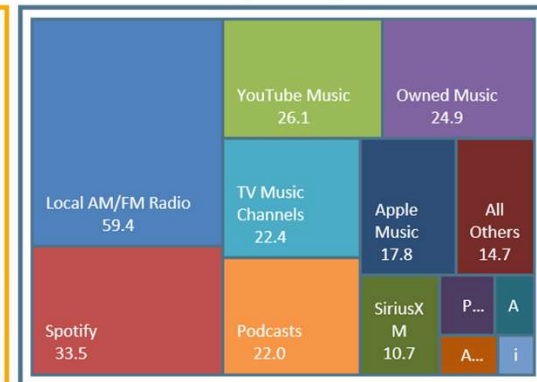
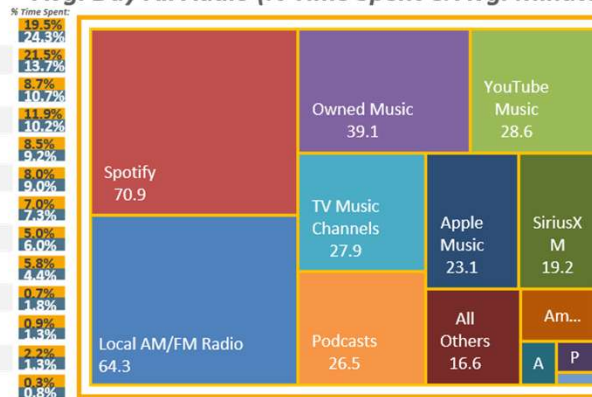


29,104 or 57.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.

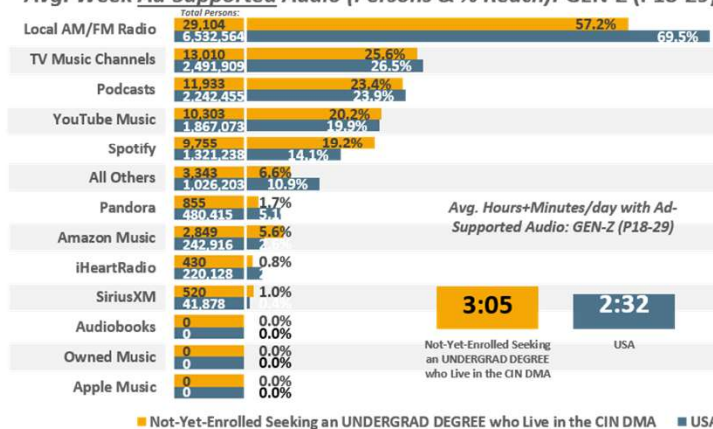
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



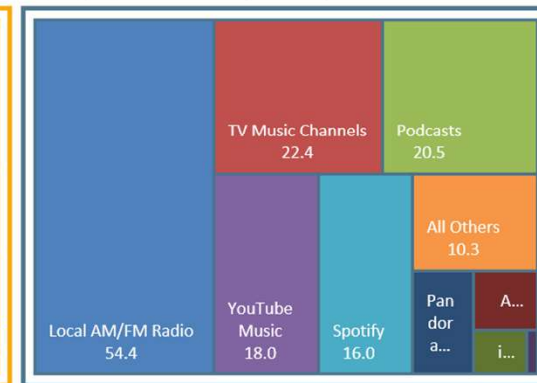
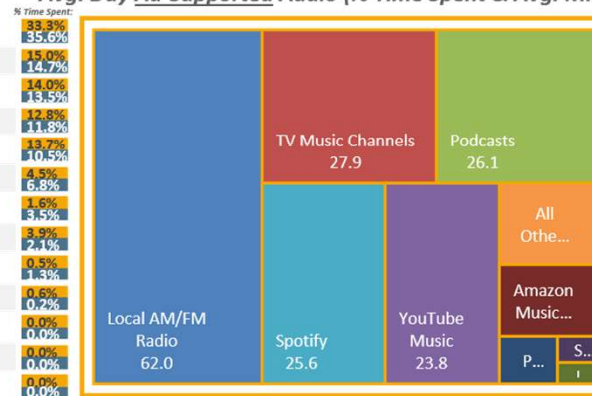
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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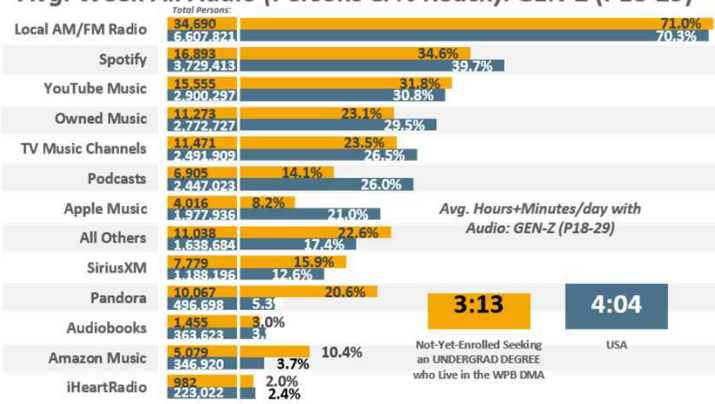
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34,390 or 70.3% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA listen to Ad-Supported Local AM/FM Radio for an average of 47.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.

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



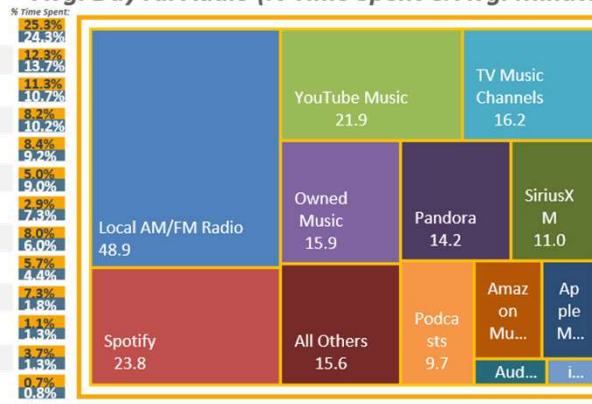
Avg. Hours+Minutes/day with Audio: GEN-Z (P18-29)

3:13

4:04

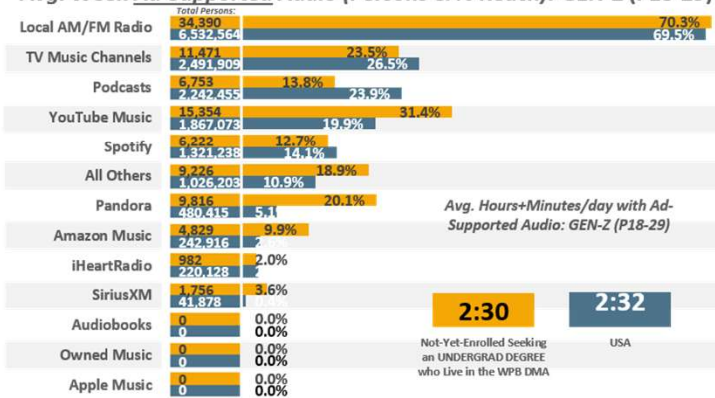
Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA USA

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



Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA USA

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



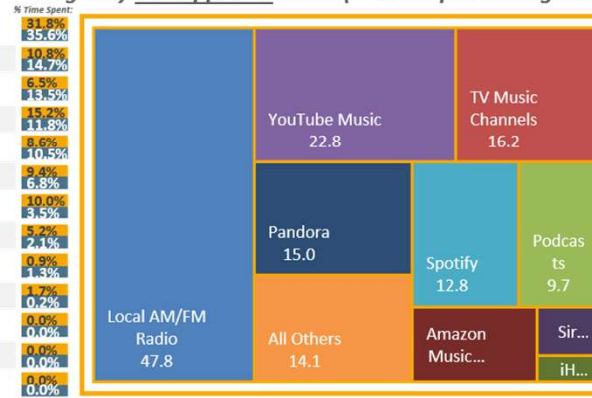
Avg. Hours+Minutes/day with Ad-Supported Audio: GEN-Z (P18-29)

2:30

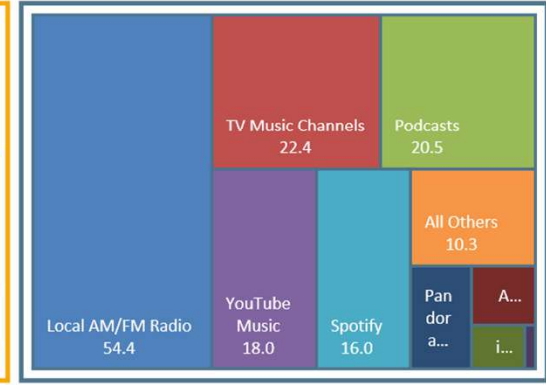
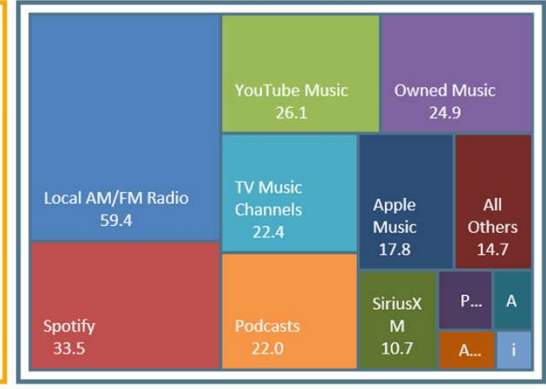
2:32

Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA USA

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



Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA USA



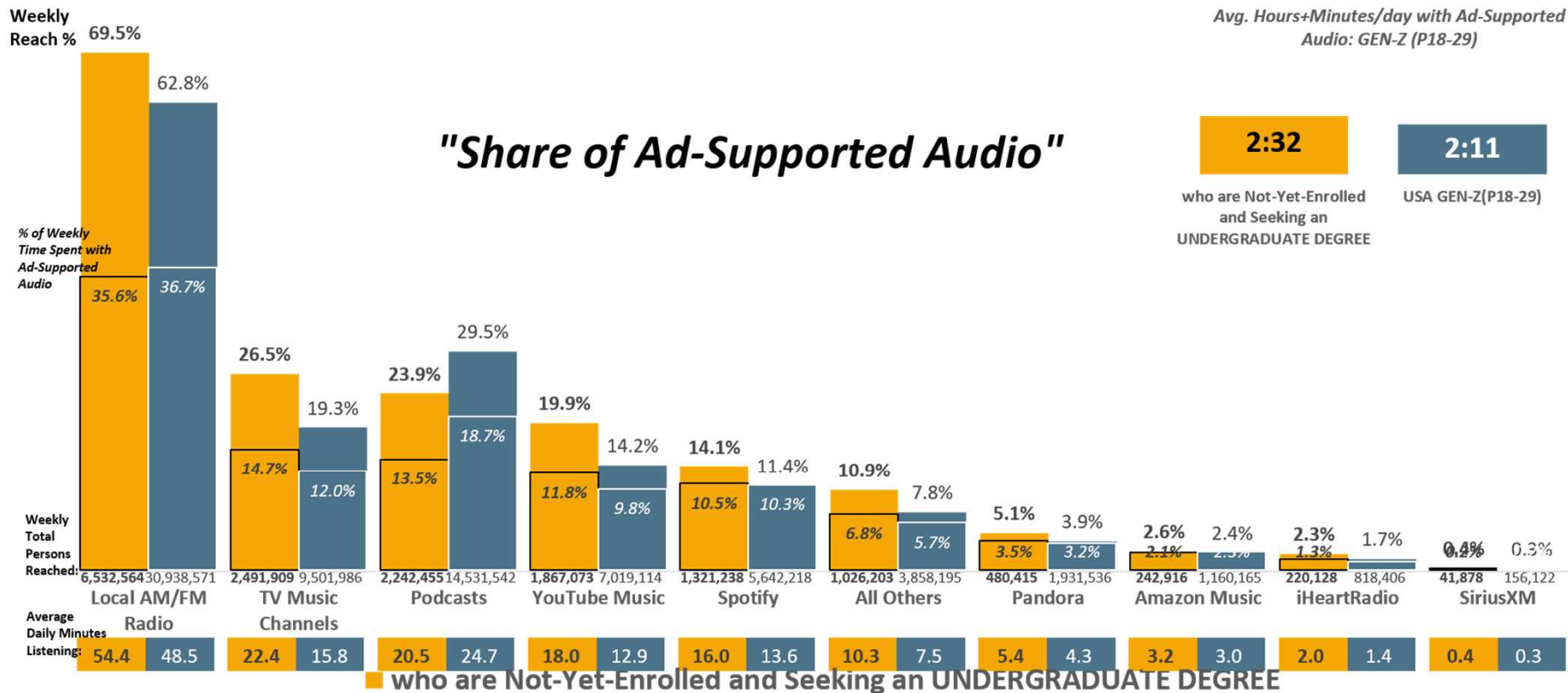
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USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52
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6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.



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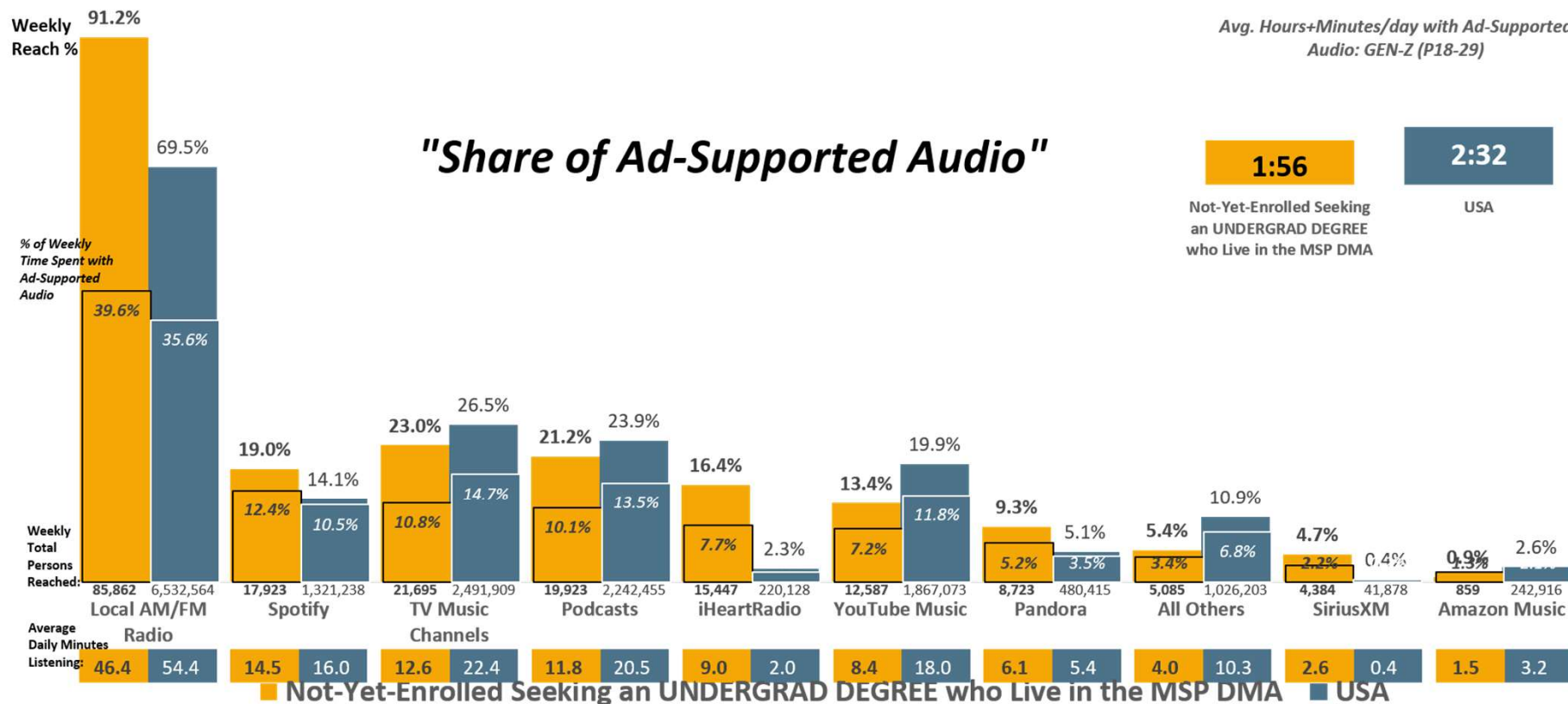
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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



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



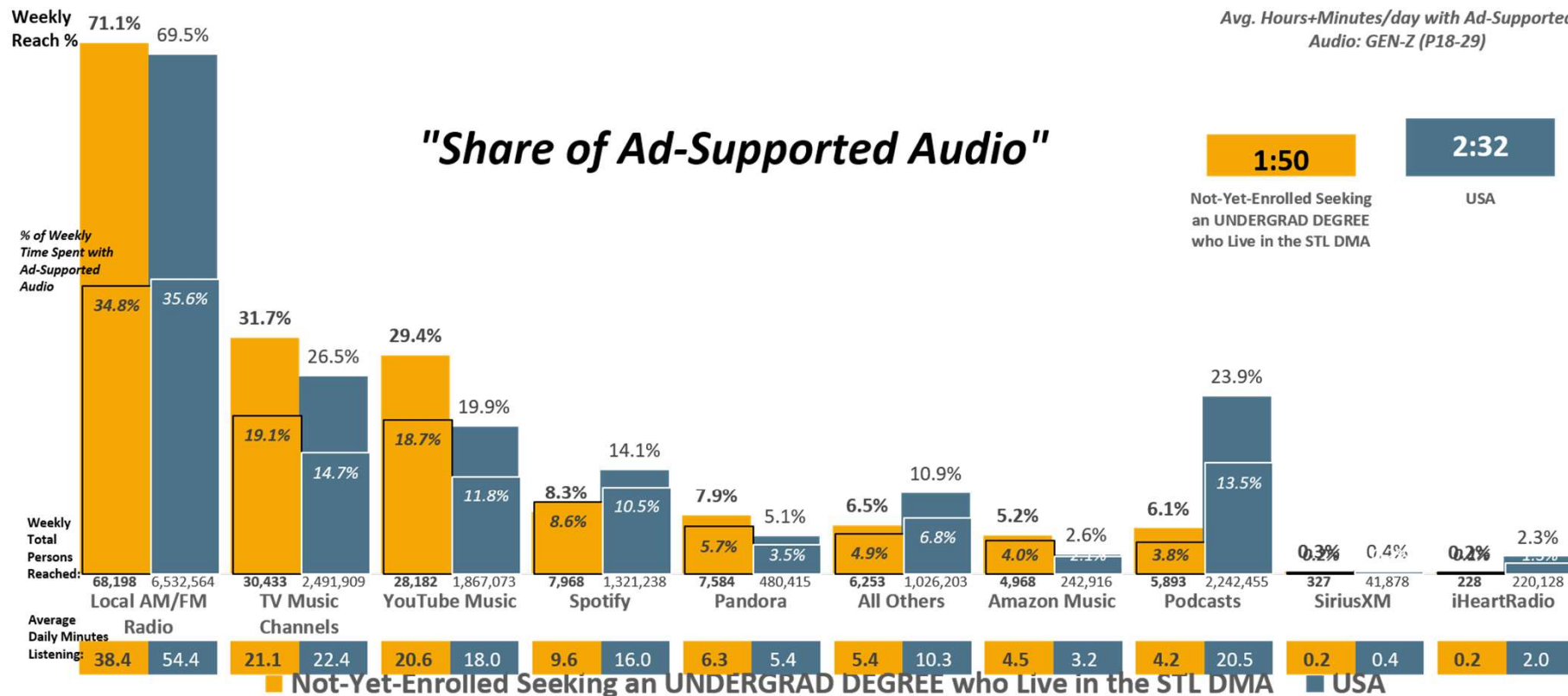
USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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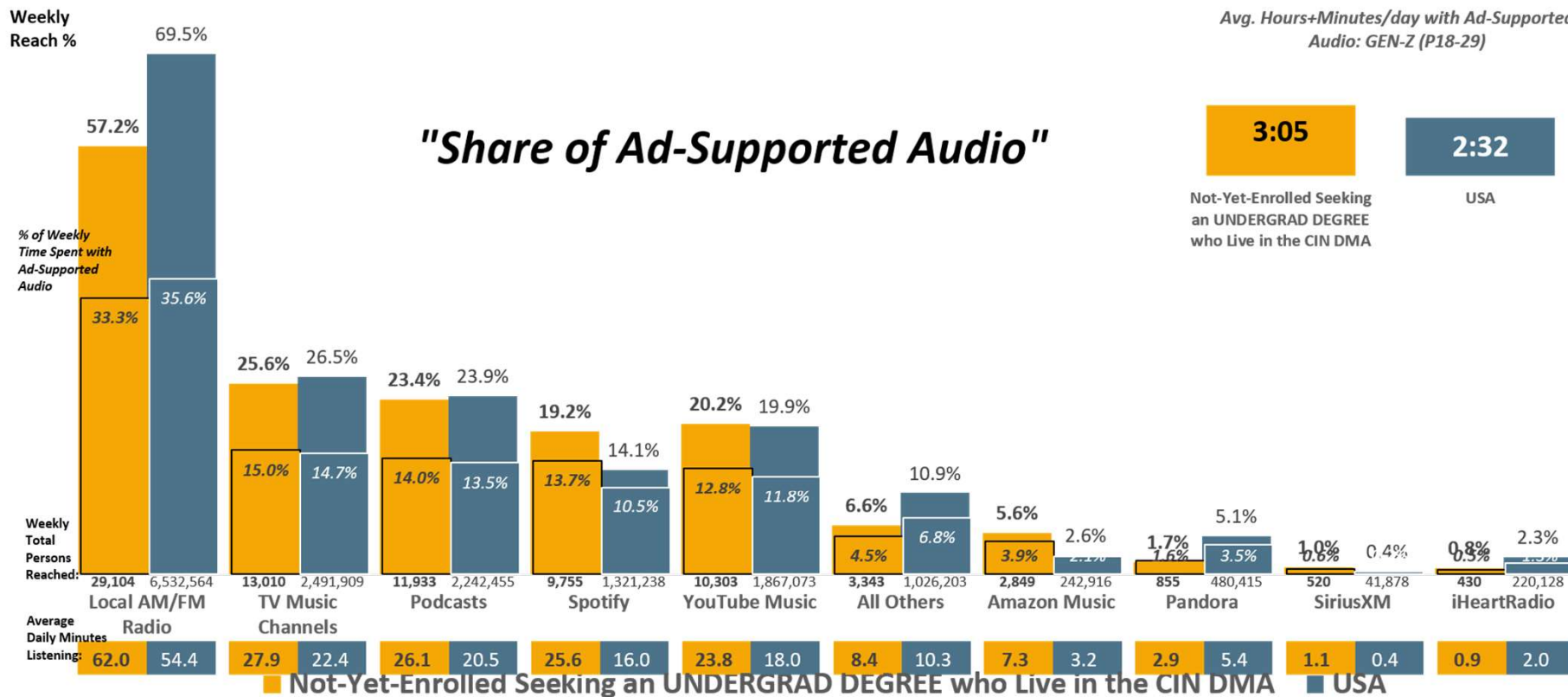


68,198 or 71.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA listen to Ad-Supported Local AM/FM Radio for an average of 38.4 minutes every day representing 34.8% of all time spent daily with Ad-Supported Audio.



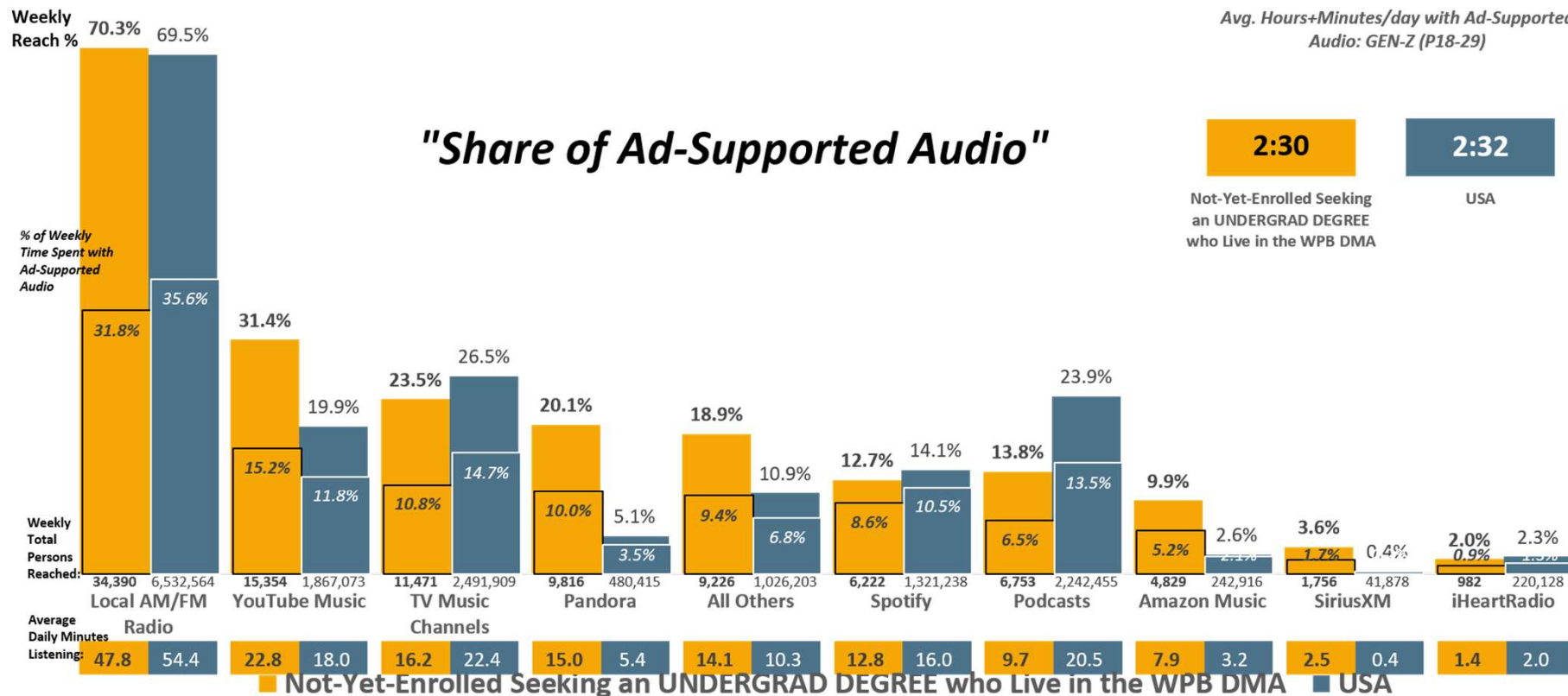


29,104 or 57.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA listen to Ad-Supported Local AM/FM Radio for an average of 62. minutes every day representing 33.3% of all time spent daily with Ad-Supported Audio.





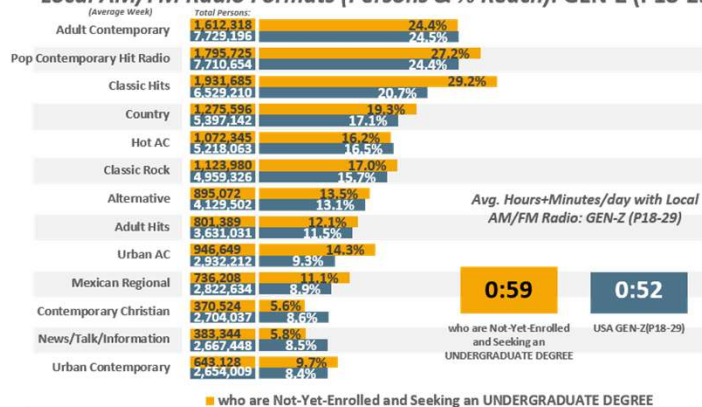
34,390 or 70.3% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA listen to Ad-Supported Local AM/FM Radio for an average of 47.8 minutes every day representing 31.8% of all time spent daily with Ad-Supported Audio.



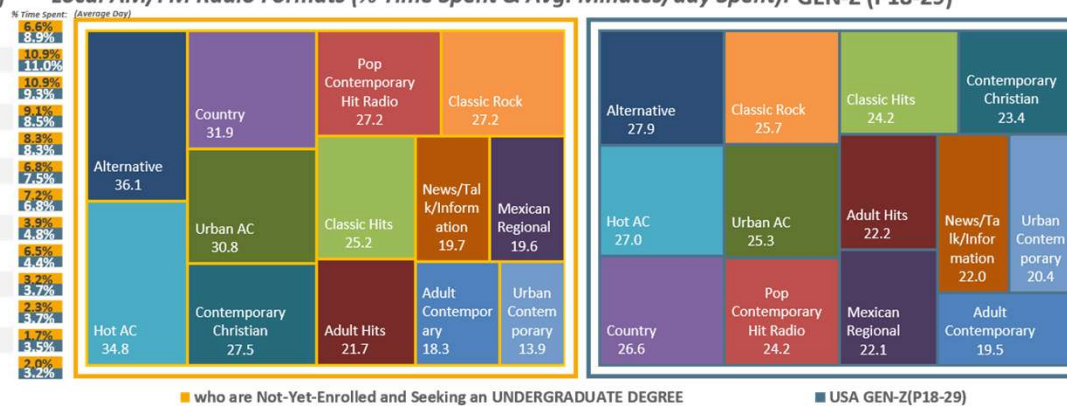


6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Rock.

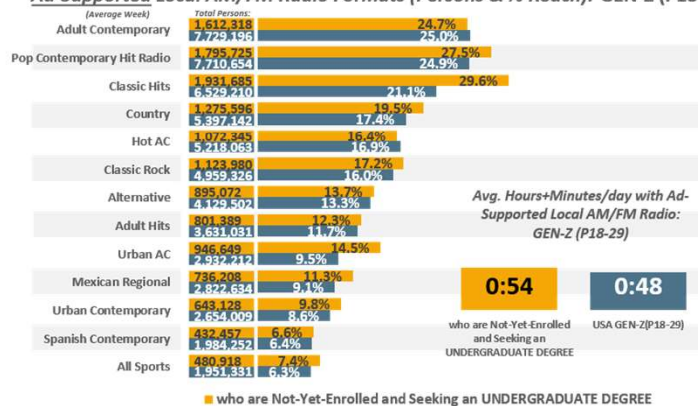
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



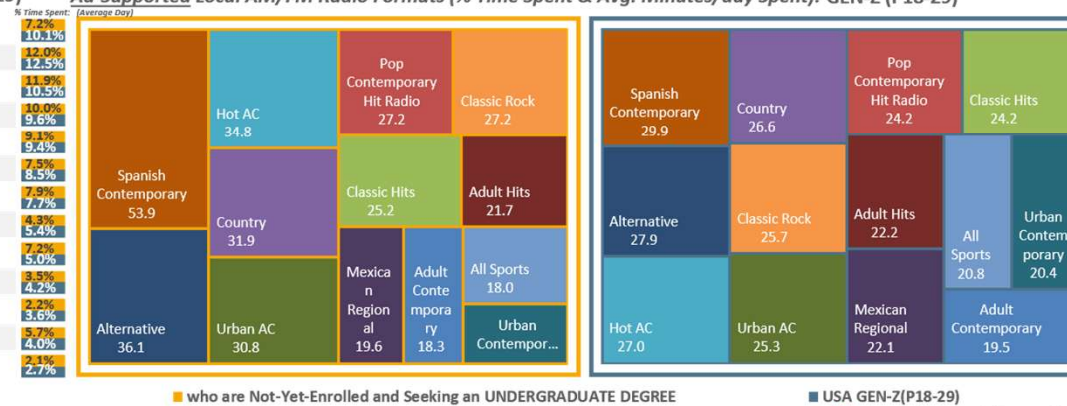
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

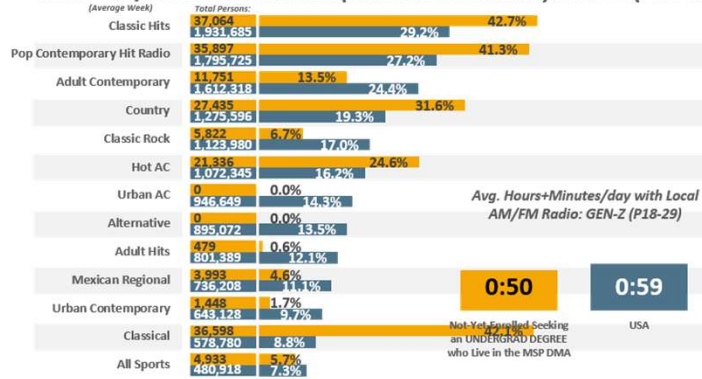
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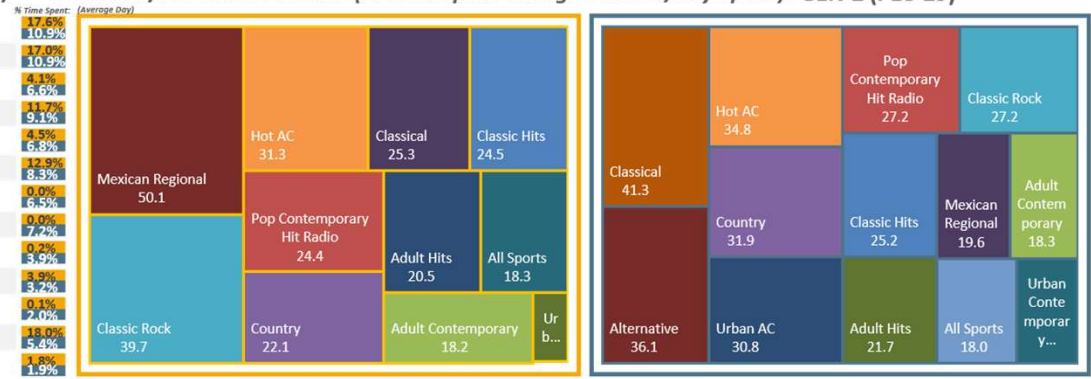


85,862 or 91.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Country, Hot AC, and Adult Contemporary.

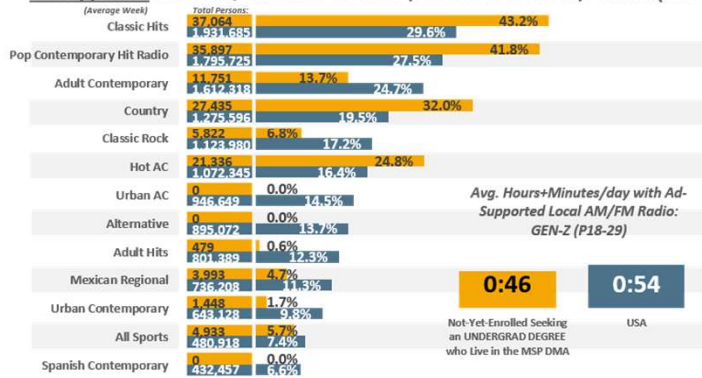
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



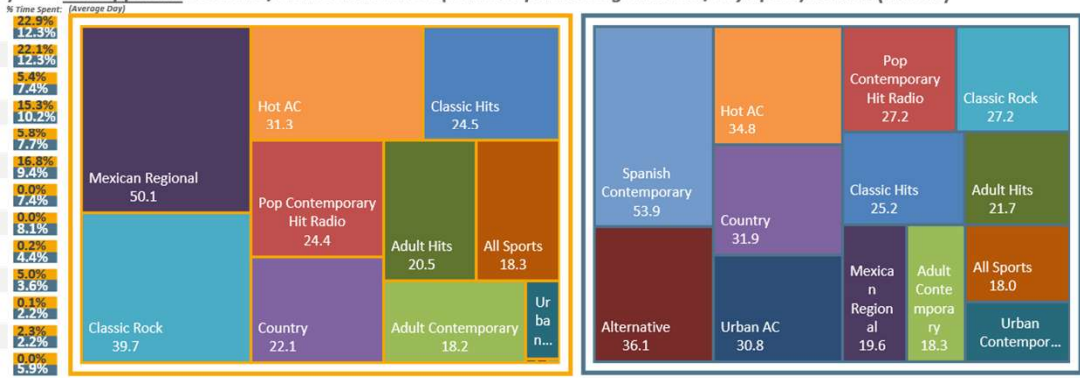
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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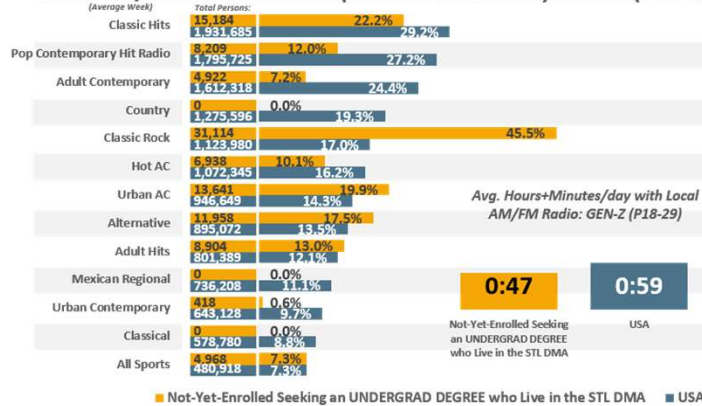
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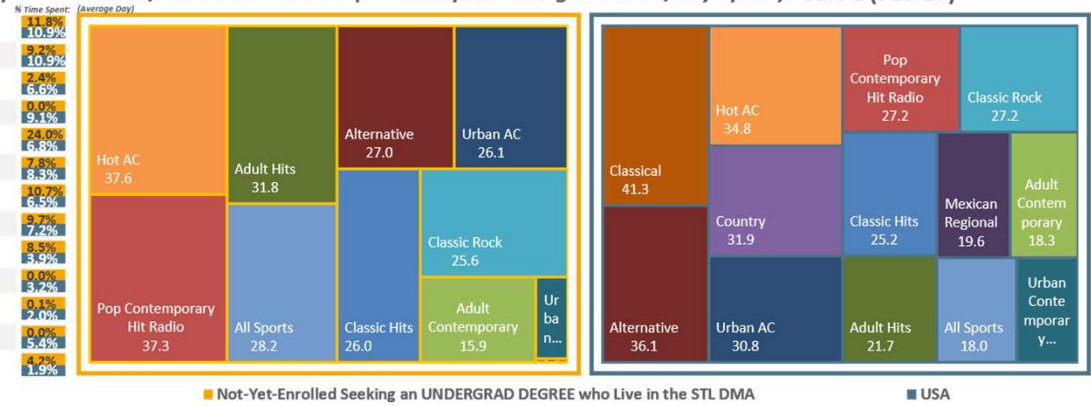


68,198 or 71.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Classic Hits, Urban AC, Alternative, and Adult Hits.

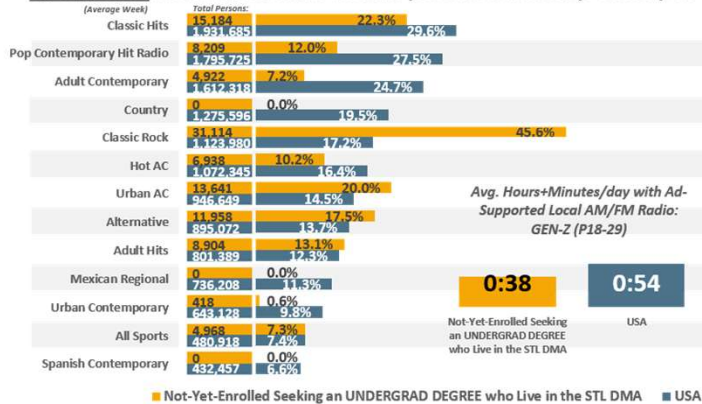
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



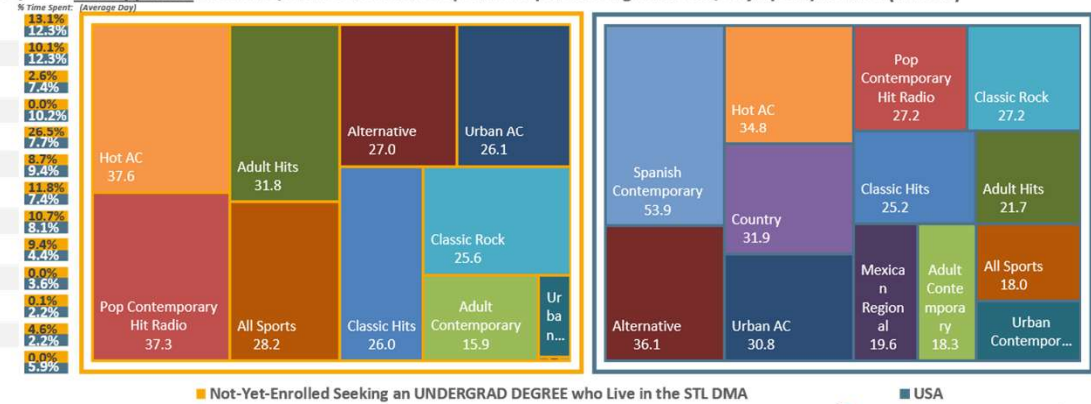
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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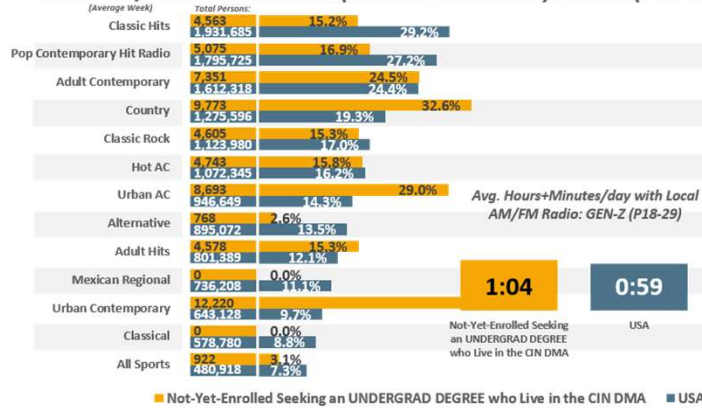
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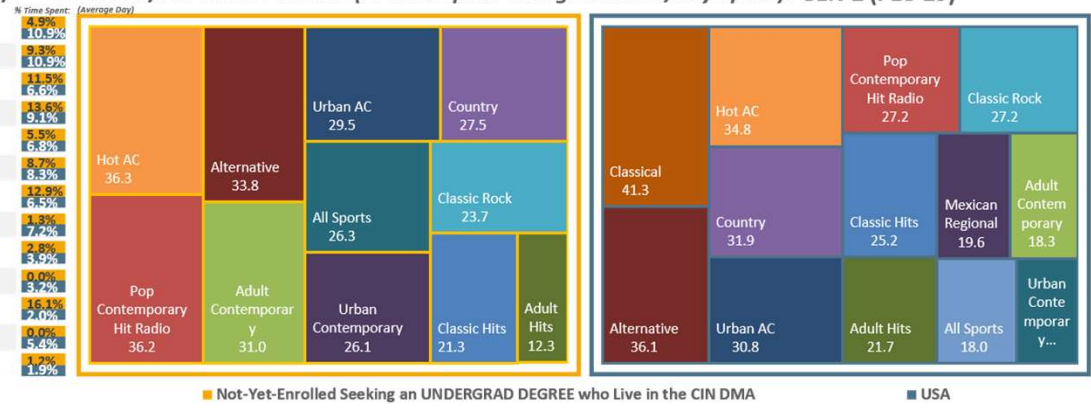


29,104 or 57.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Country, Urban AC, Adult Contemporary, and Pop Contemporary Hit Radi

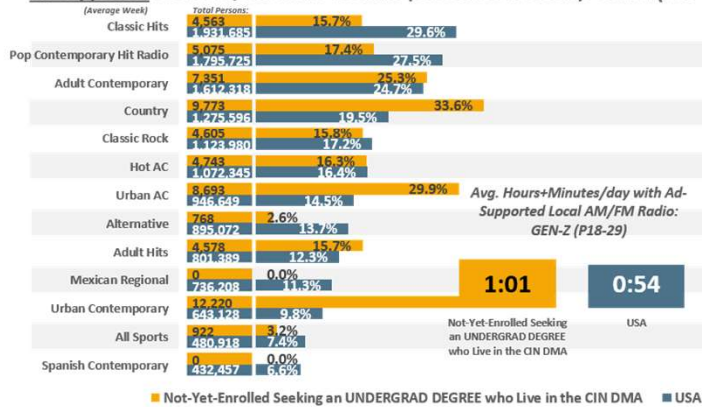
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



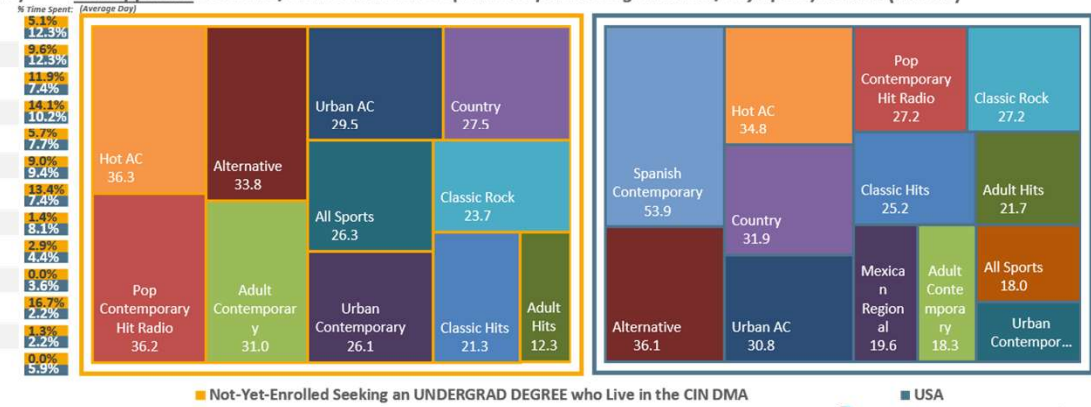
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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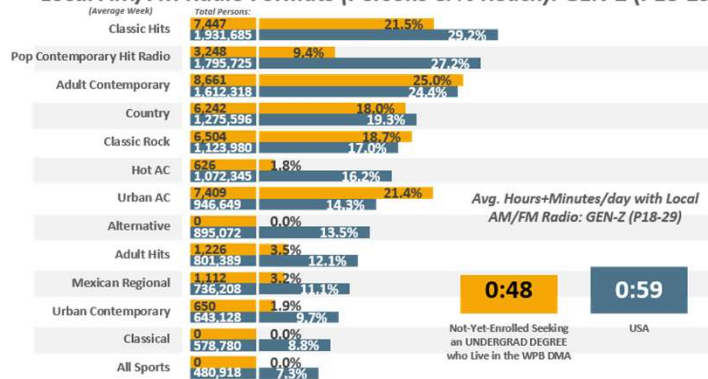
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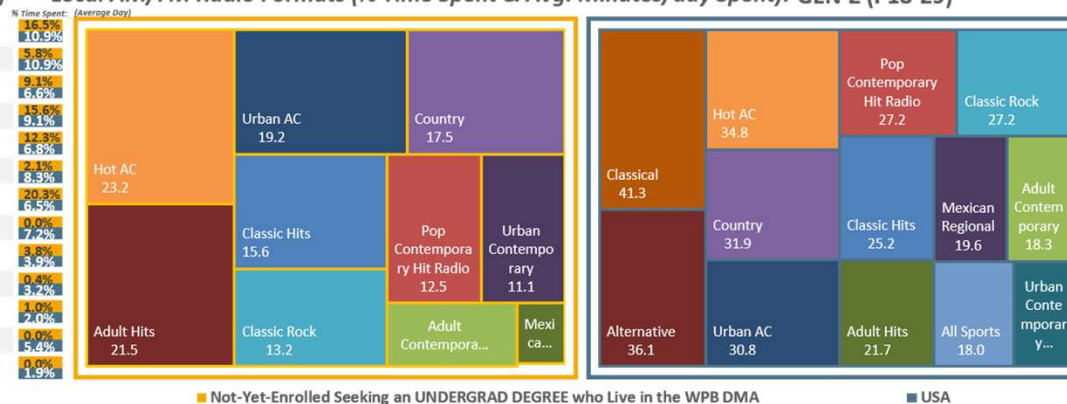


34,390 or 70.3% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Urban AC, Classic Rock, and Country.

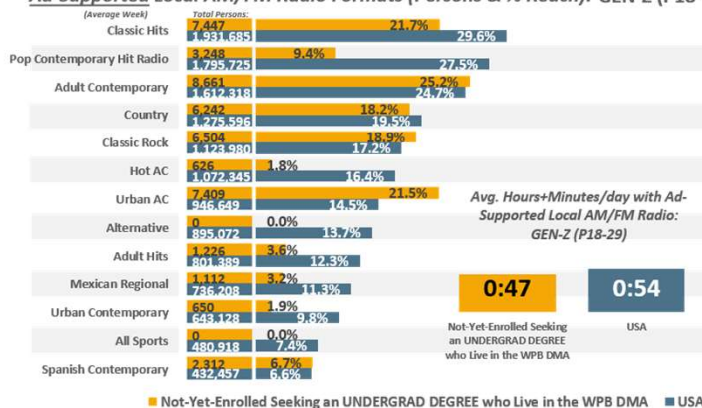
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



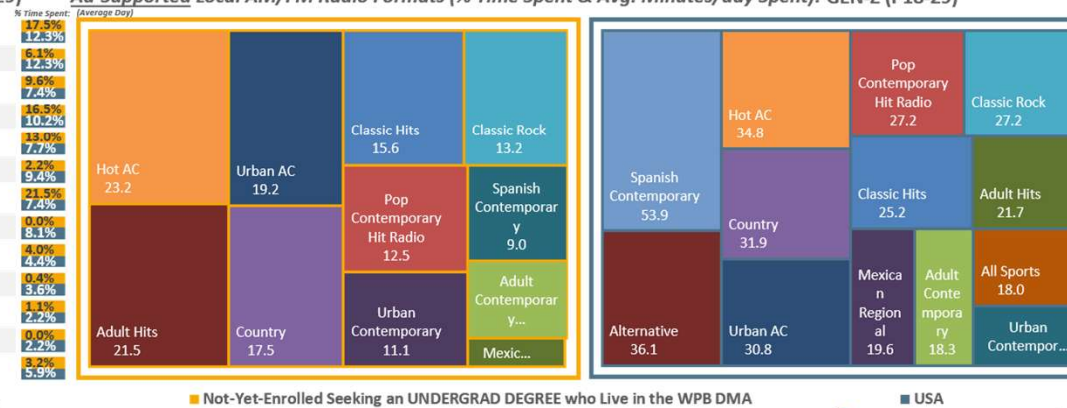
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



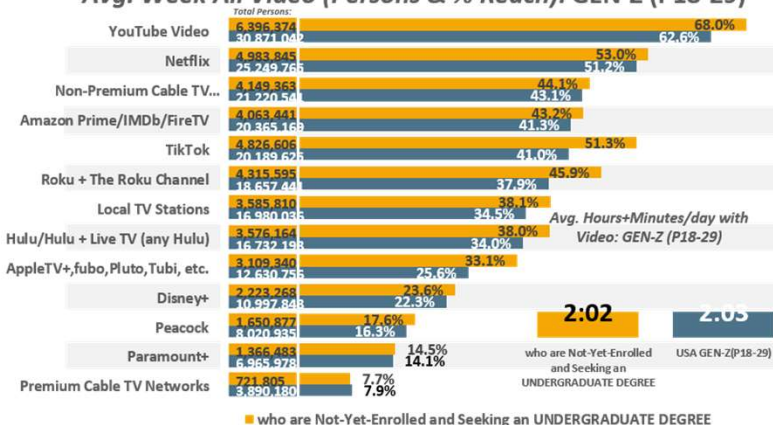
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



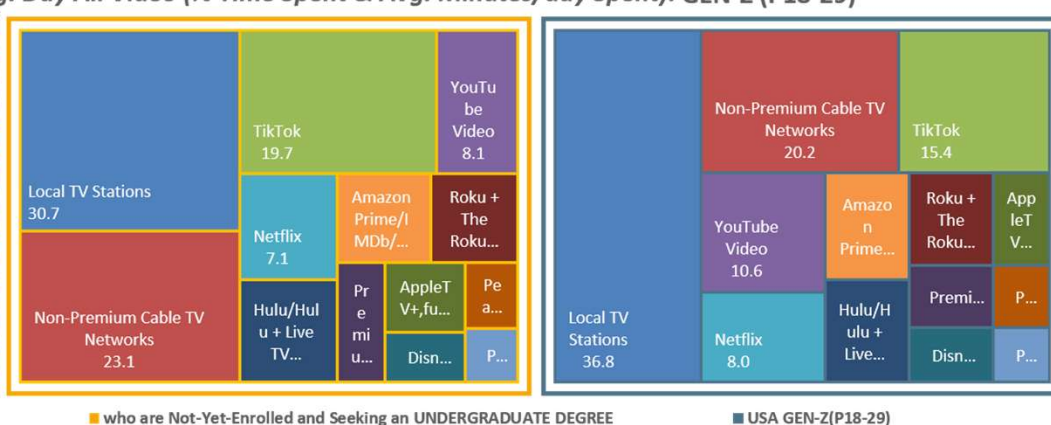


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 28.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

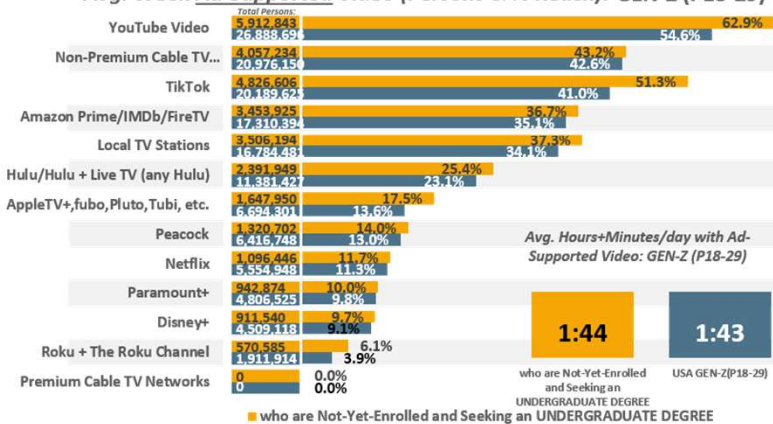
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



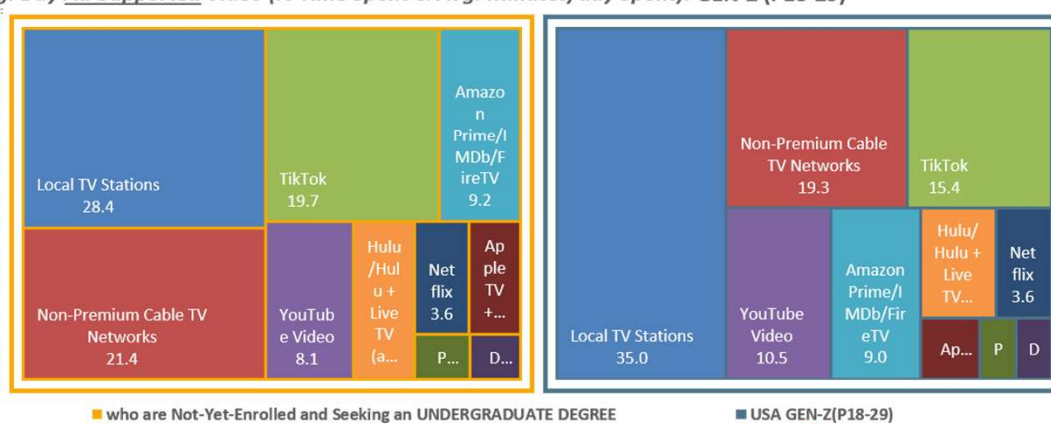
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

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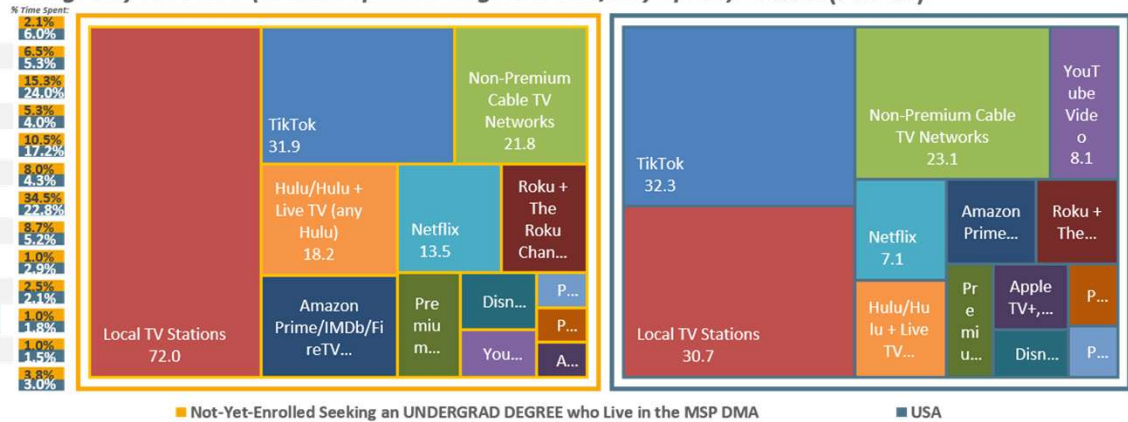
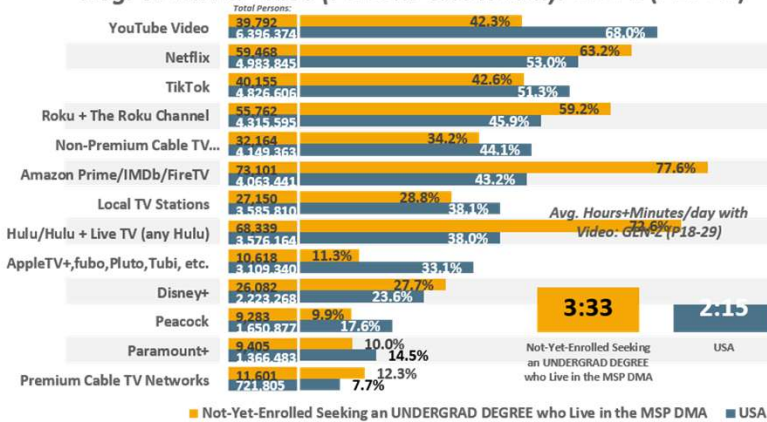
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school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



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

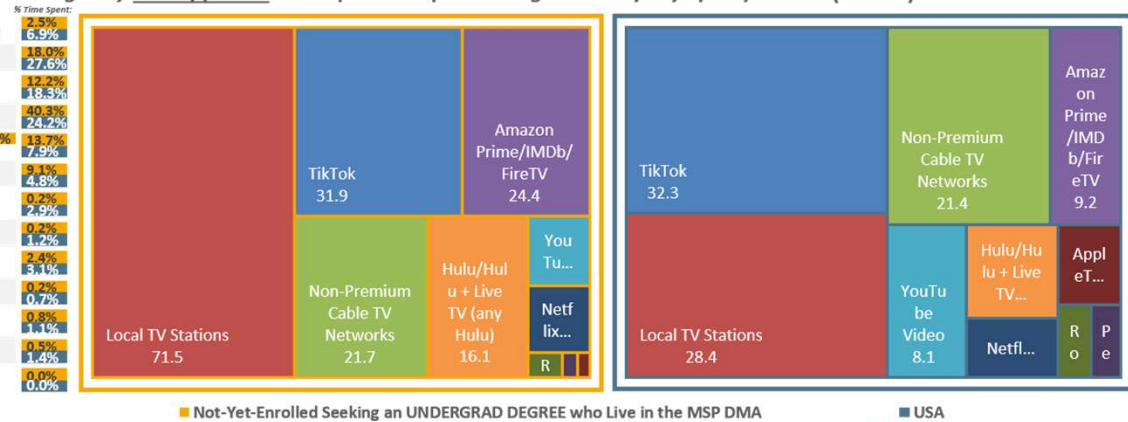
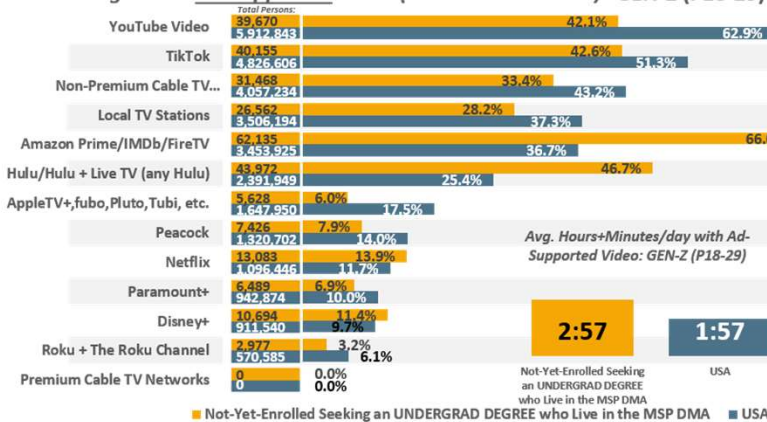
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

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



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

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



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32
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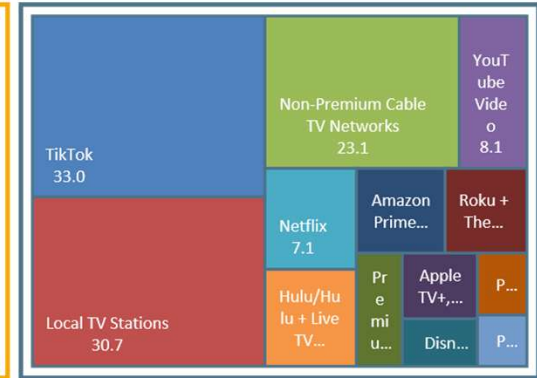
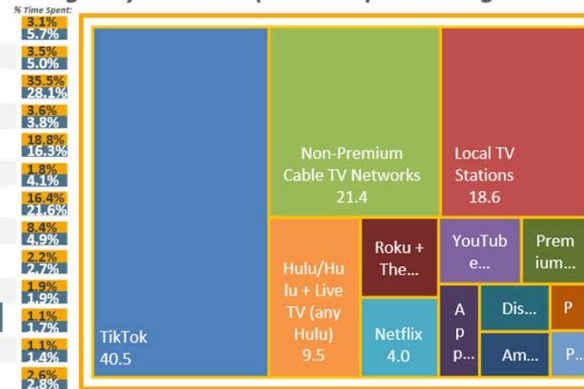
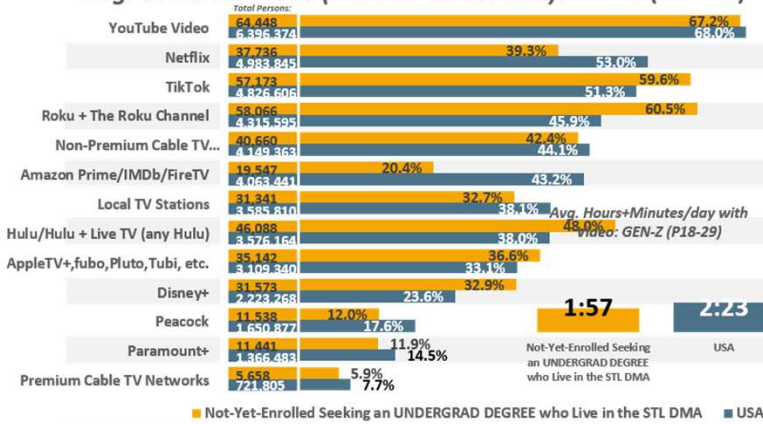
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31,050 or 32.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA watch Ad-Supported Local TV Stations for an average of 16.9 minutes every day representing 18.7% of all time spent daily with Ad-Supported Video.

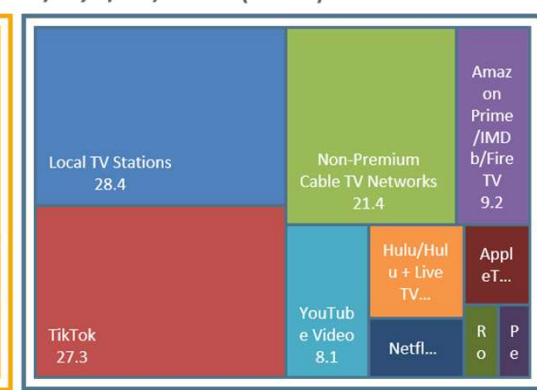
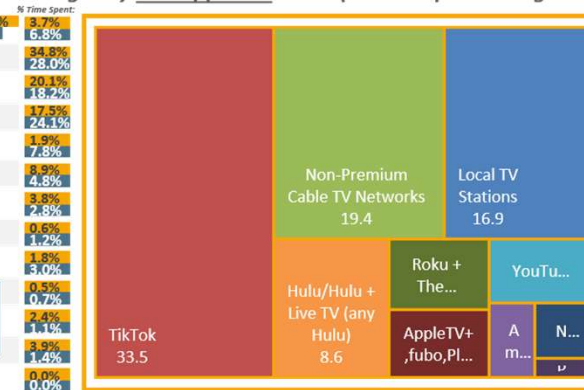
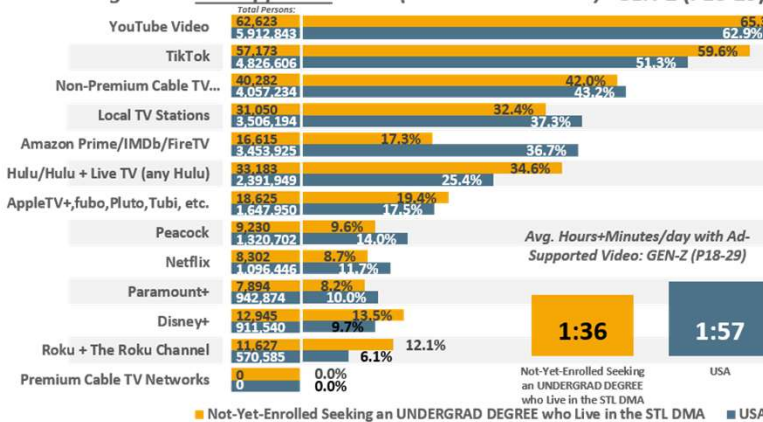
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

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



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

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



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40
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Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA

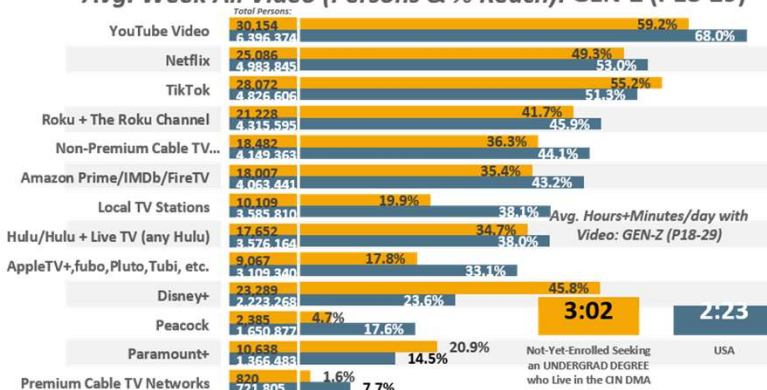
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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

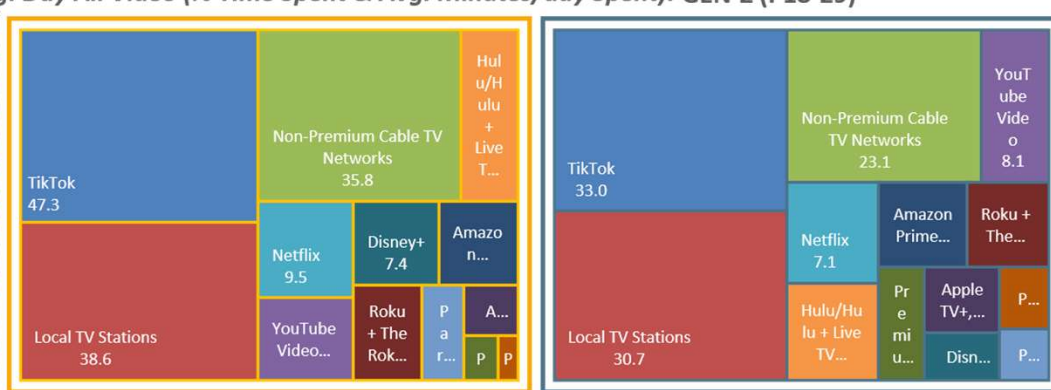


10,088 or 19.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA watch Ad-Supported Local TV Stations for an average of 33. minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.

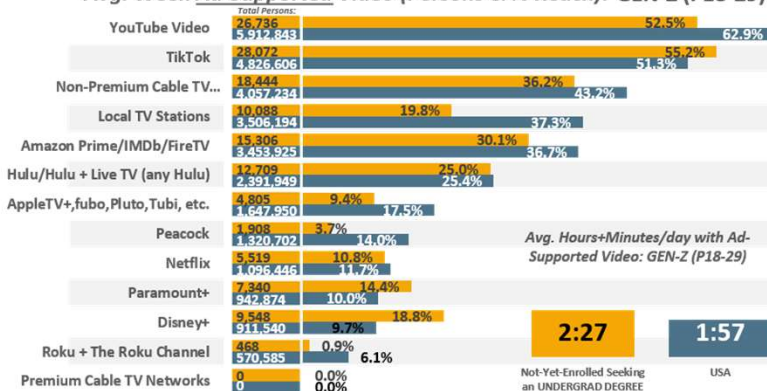
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



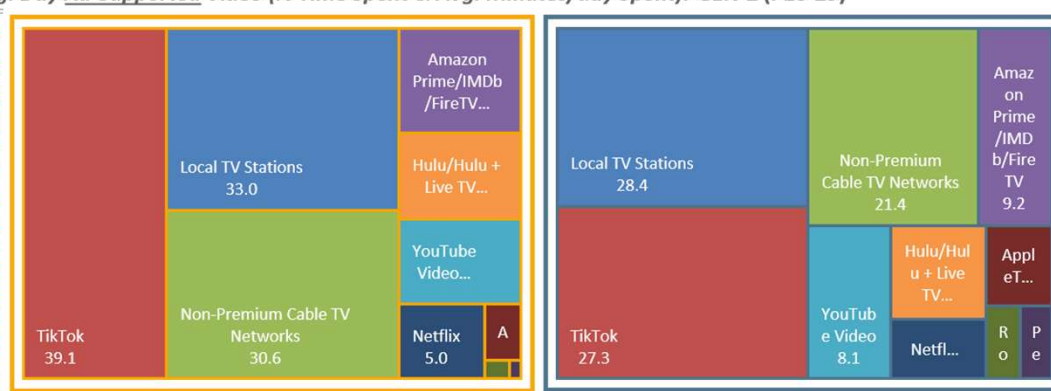
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



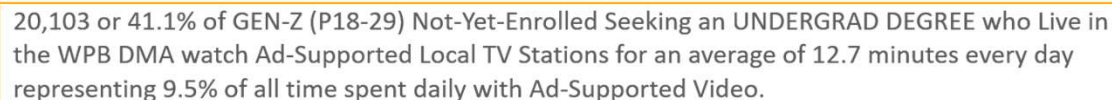
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



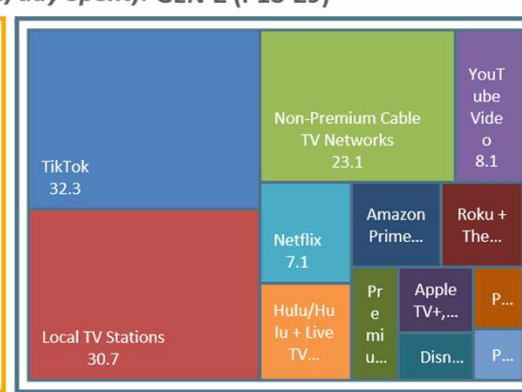
USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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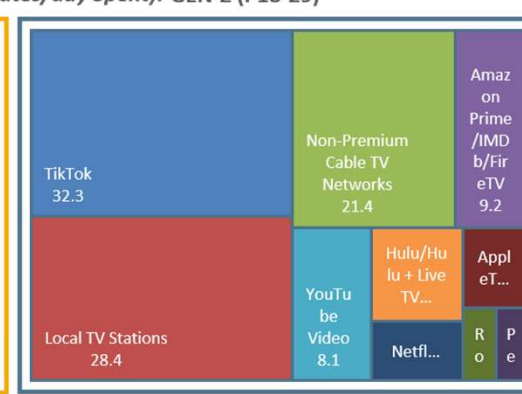
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Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



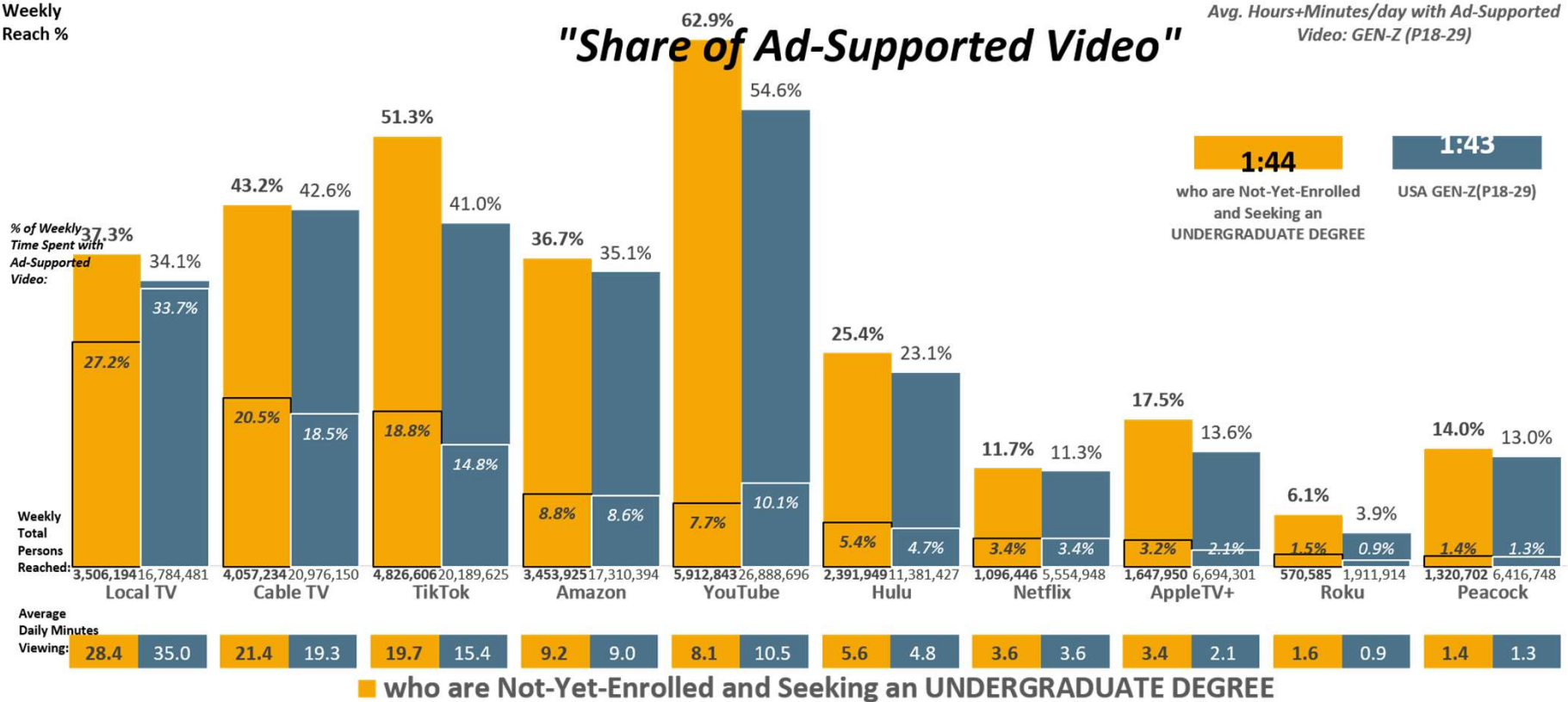
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do not 12 mths: Go back to school (for degree/certification) OR Ways used Internet/ passed 30 days on any device: Lifestyle: Education (research schools, application, financial)) AND Currently enrolled/attending classes at a college/university/ No))



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

Weekly
Reach %



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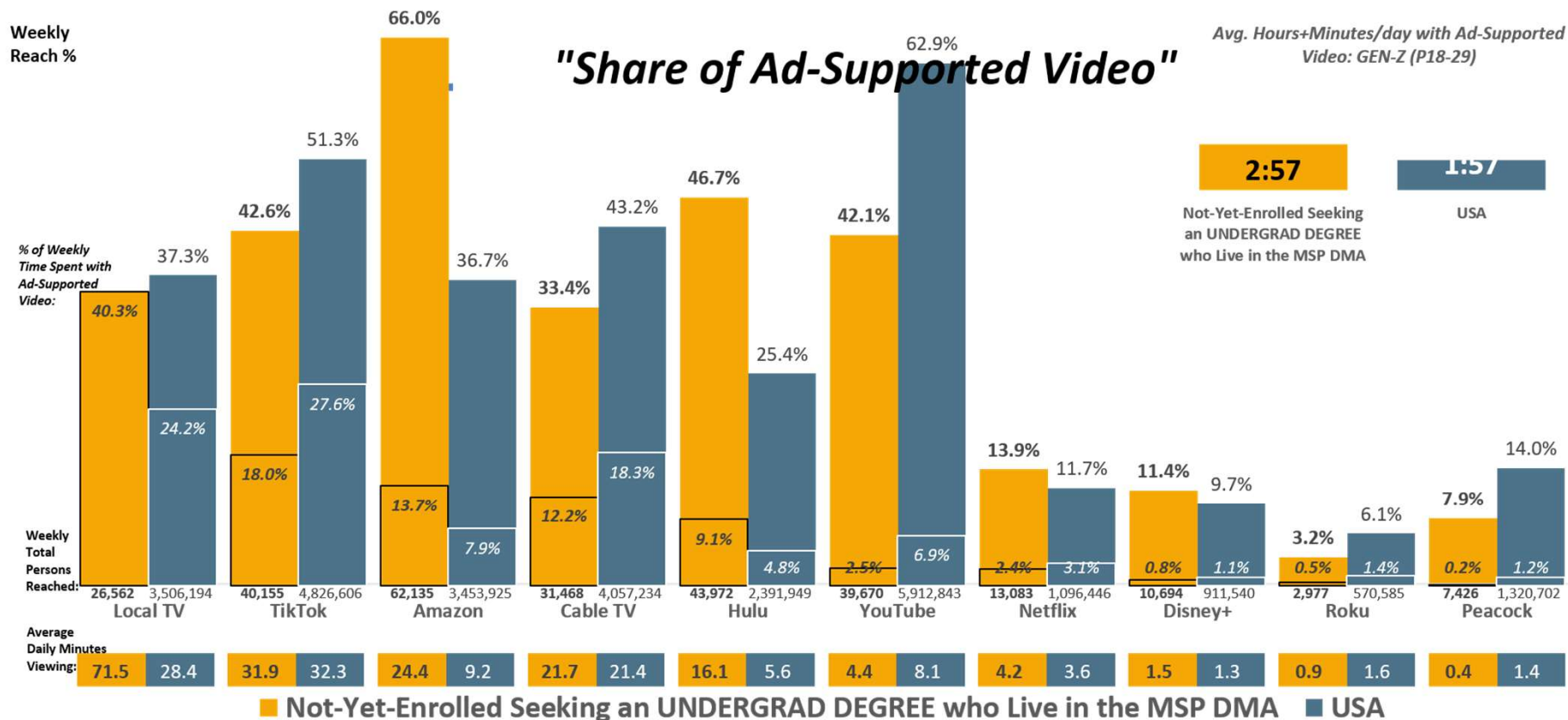
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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



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



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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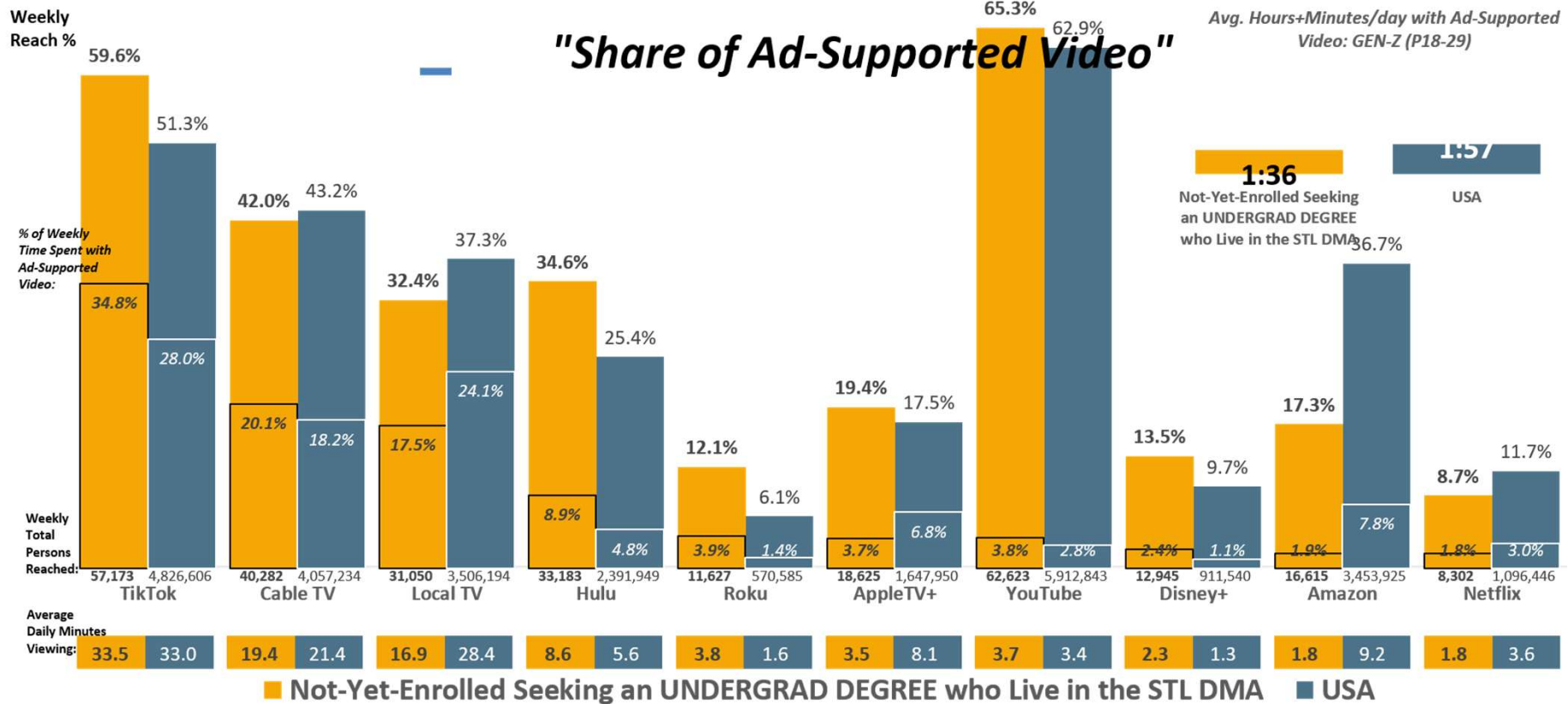
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



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

"Share of Ad-Supported Video"



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

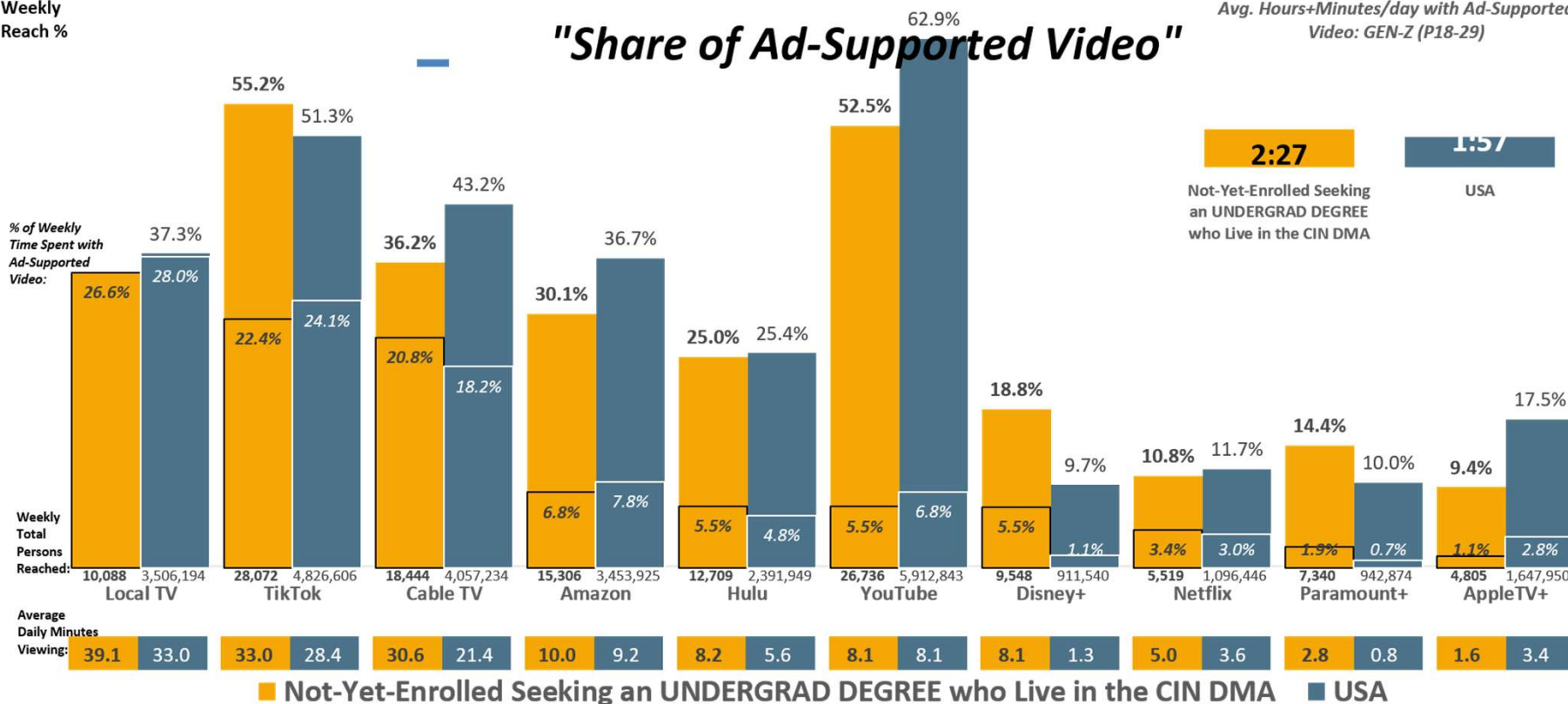


10,088 or 19.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA watch Ad-Supported Local TV Stations for an average of 33. minutes every day representing 23.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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for Anything

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

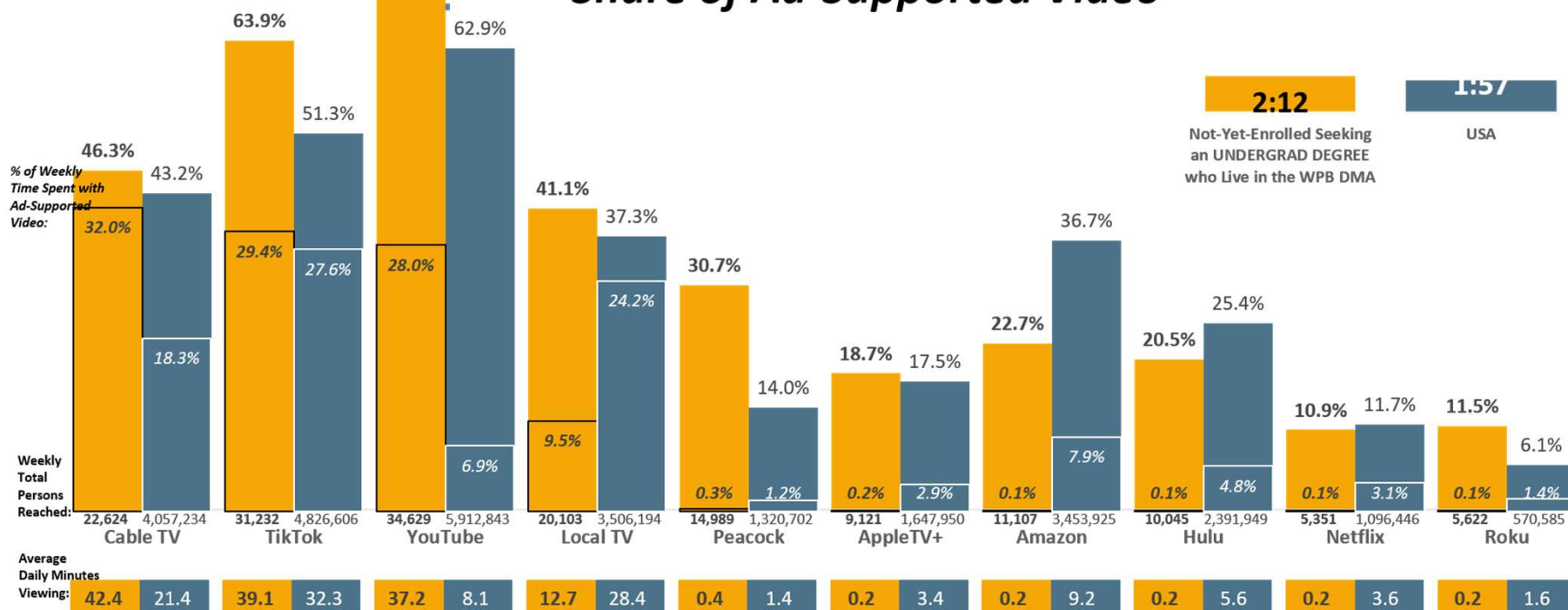


20,103 or 41.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA watch Ad-Supported Local TV Stations for an average of 12.7 minutes every day representing 9.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA ■ USA

USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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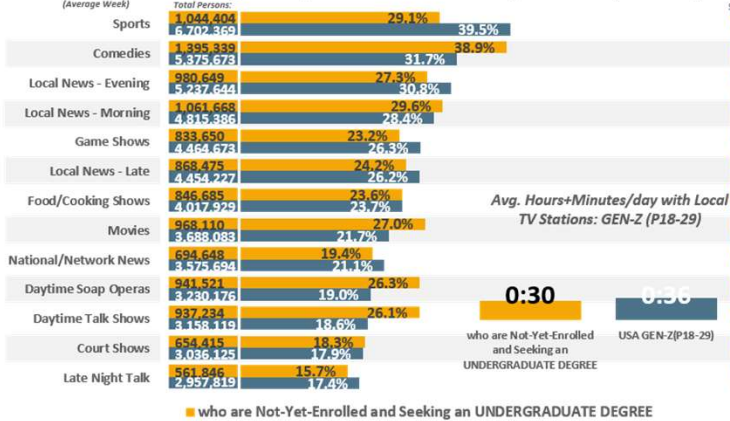
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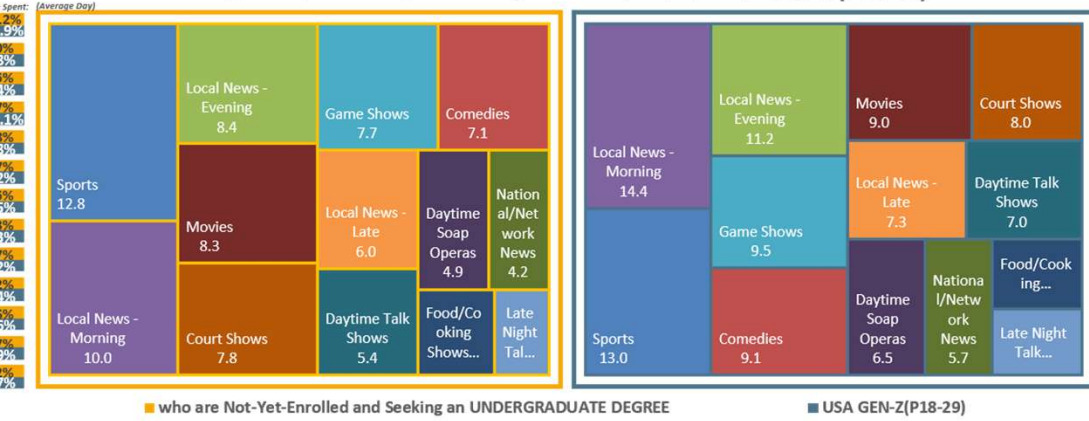


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Local News - Evening, Movies, and Daytime Soap Operas.

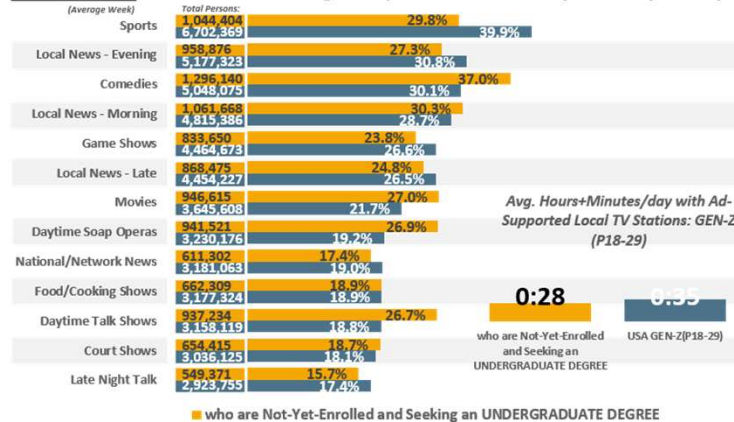
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



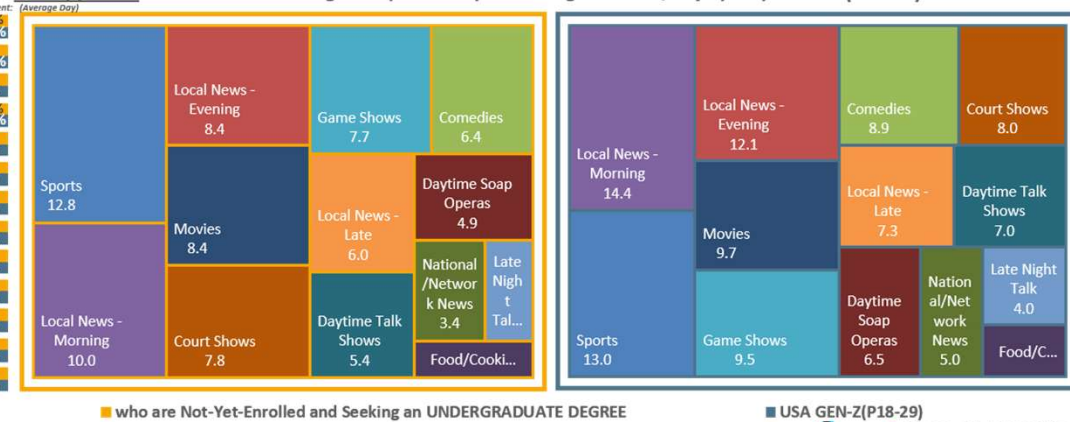
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

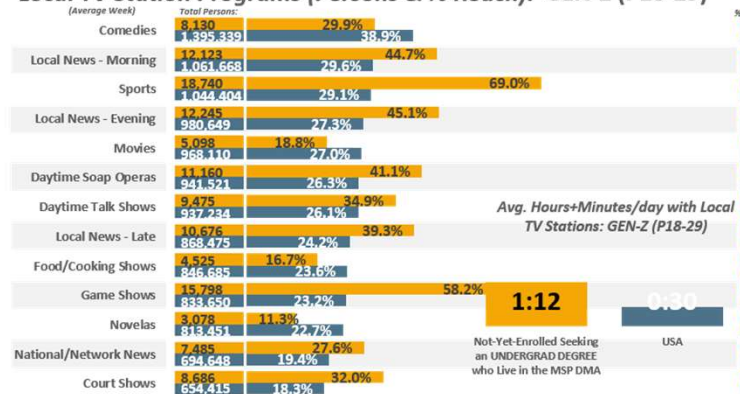
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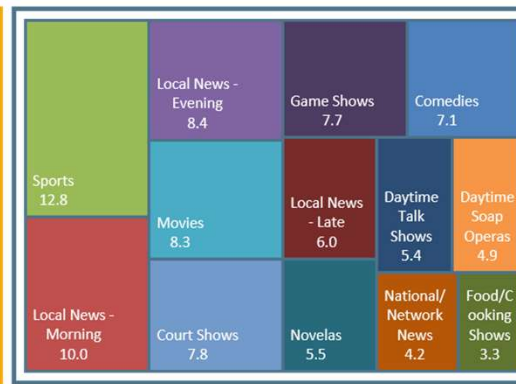


26,562 or 28.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Morning, Local News - Evening, Daytime Soap Operas, and Lo

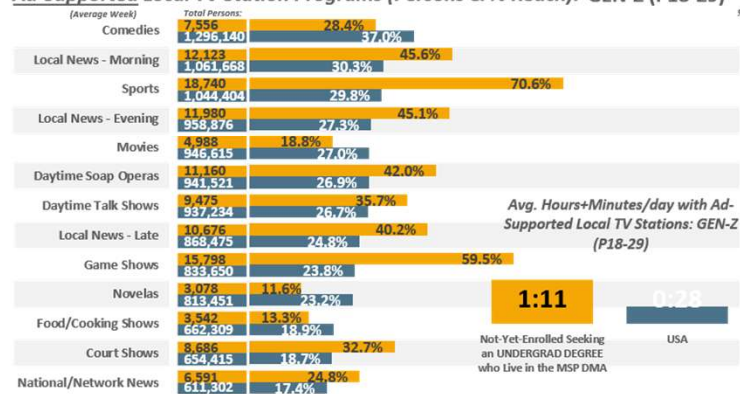
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



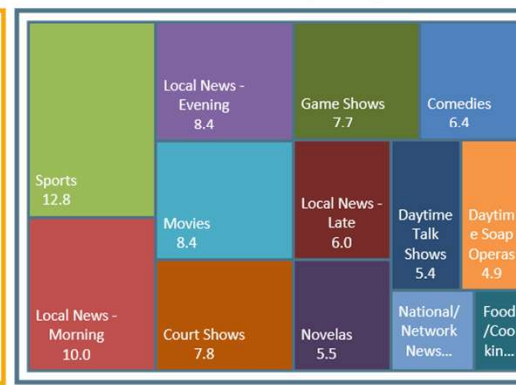
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



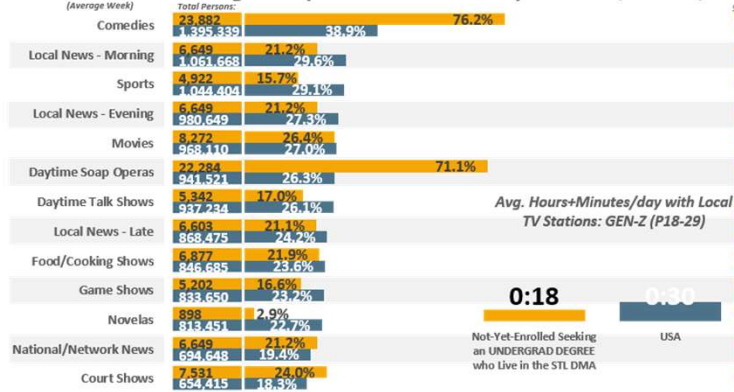
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



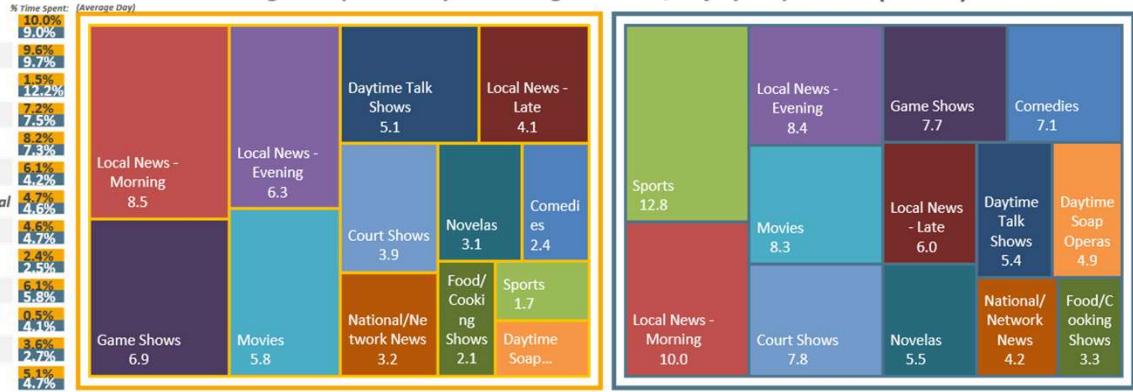


31,050 or 32.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Daytime Soap Operas, Movies, Court Shows, Dramas, and Local News - Morning.

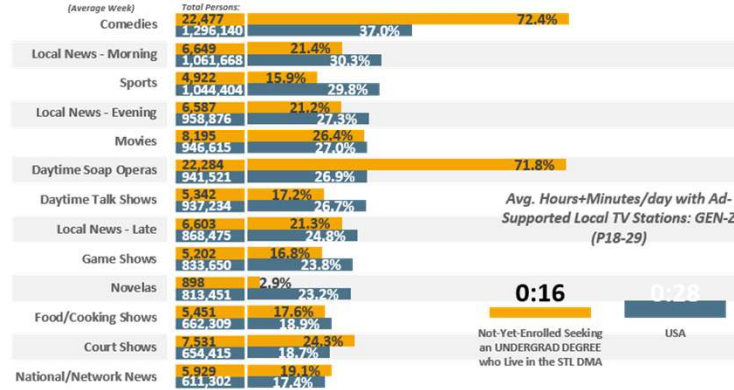
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



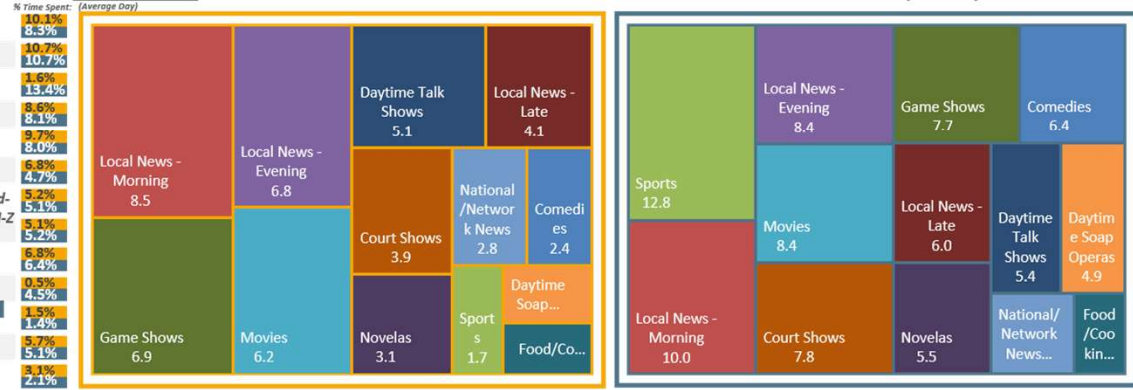
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



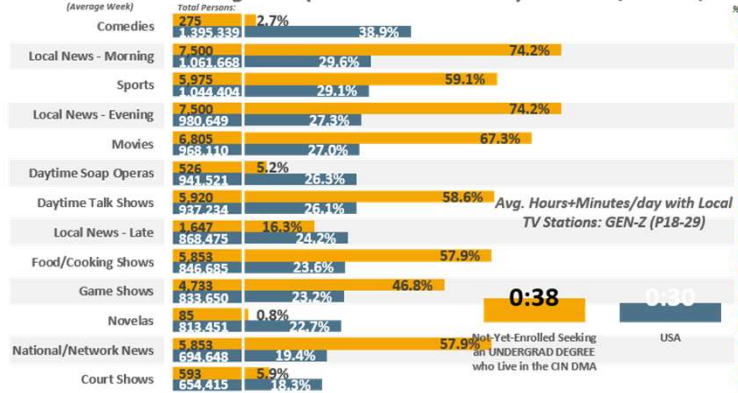
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



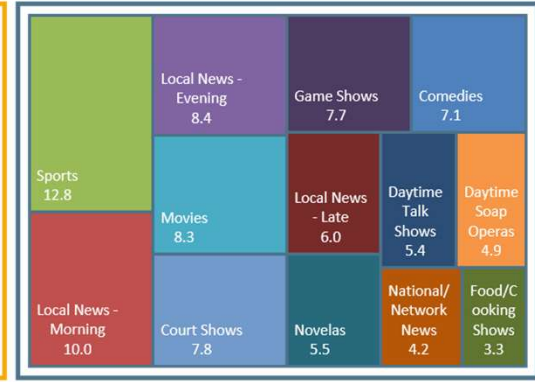
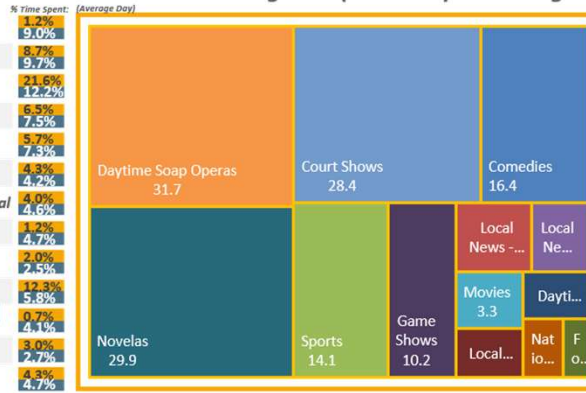


10,088 or 19.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Morning, Local News - Evening, Movies, Sports, Daytime Talk Shows, and Mystery

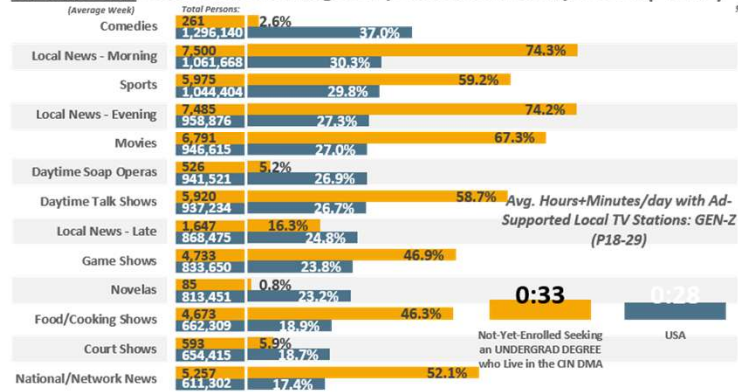
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



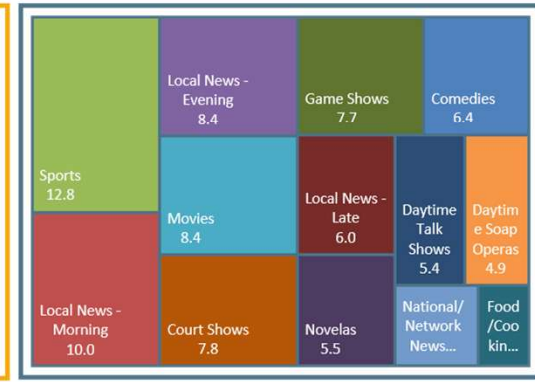
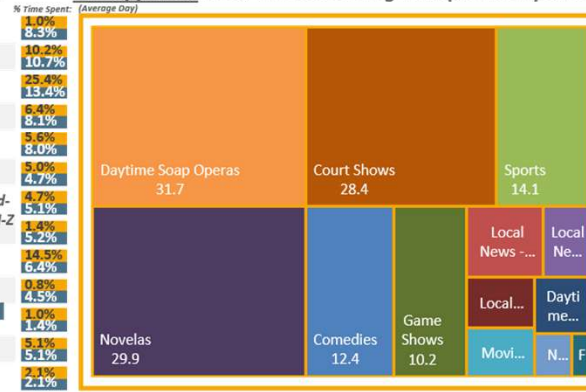
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA

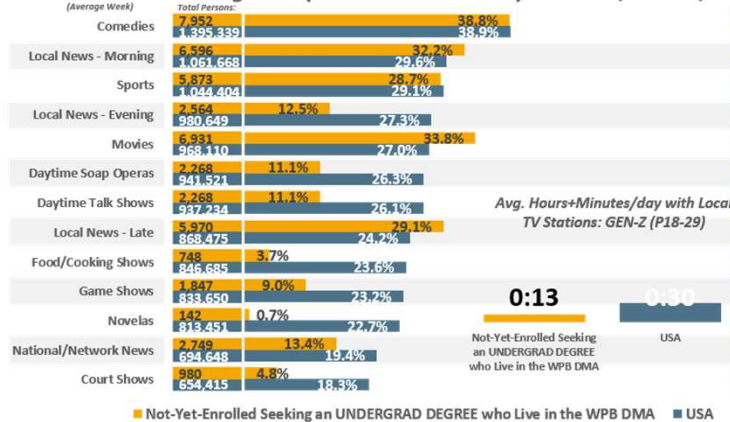
soefa.ai Share of Everything for Anything

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

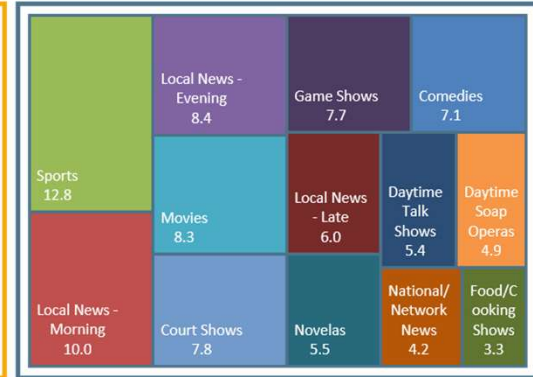
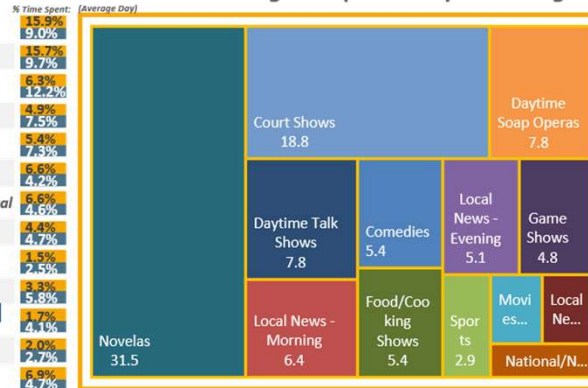


20,103 or 41.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Movies, Local News - Morning, Local News - Late, Sports, and Reality - Dating.

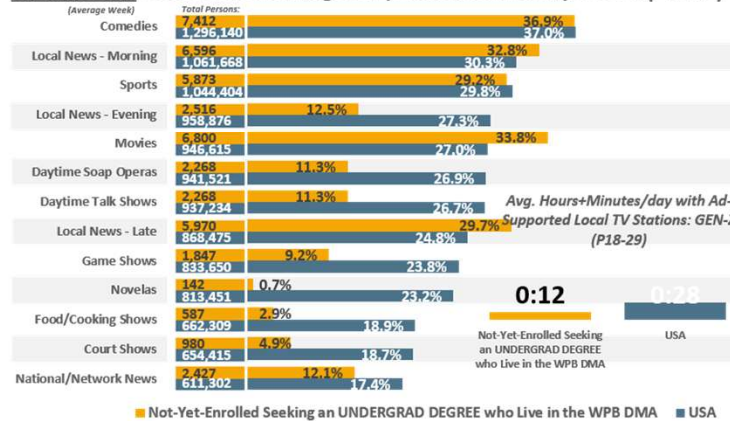
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



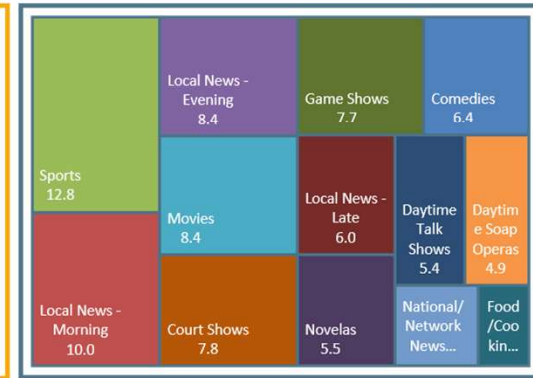
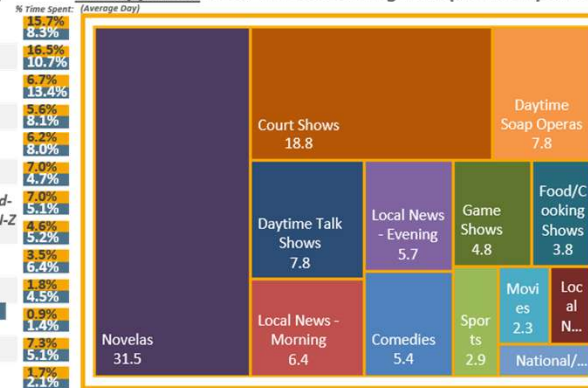
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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

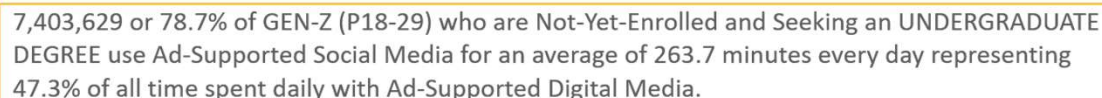


USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52
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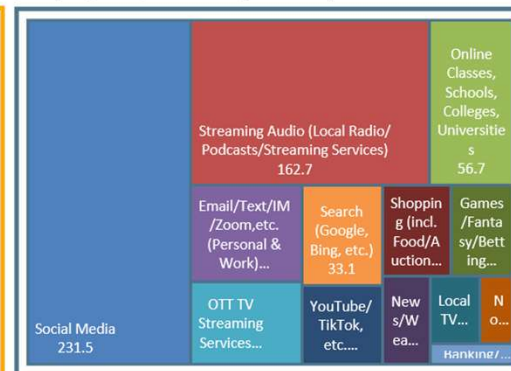
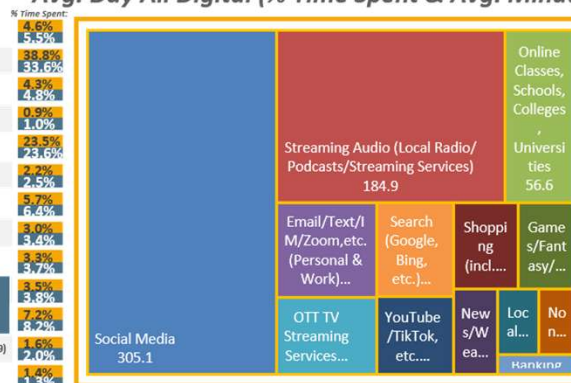
Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA

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



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

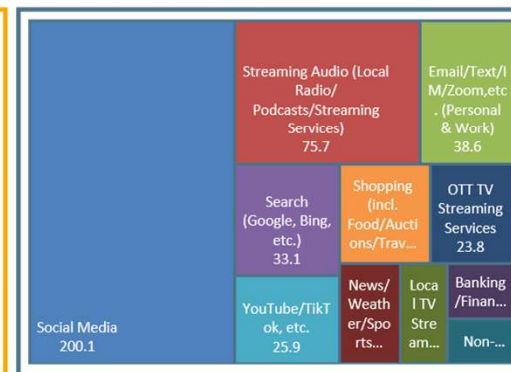
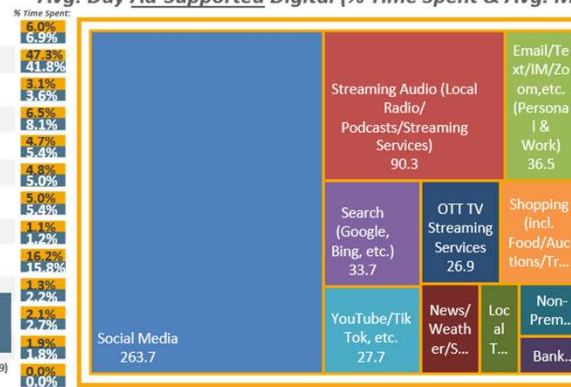


■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

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

■ USA GEN-Z(P18-29)

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



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

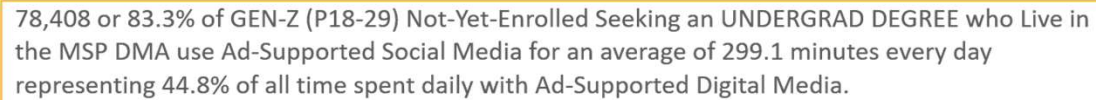
■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

■ USA GEN-7(P18-29)

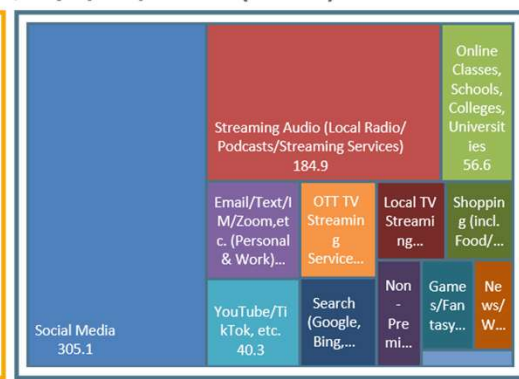
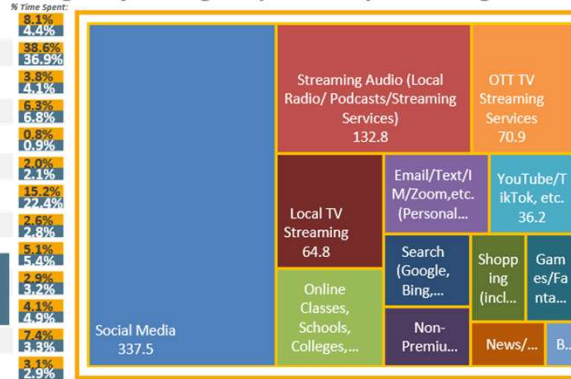
USA Projection	USA GEN-7(P18-29)	Qual Intab	3.498
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for Anything

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



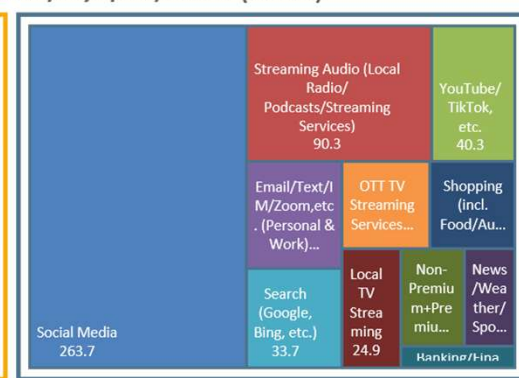
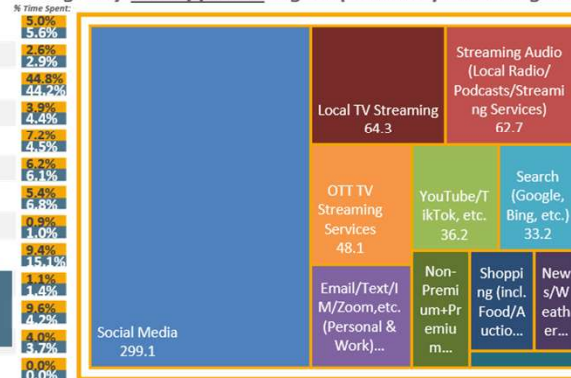
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA

■ USA

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



■ **Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE** who Live in the MSP DMA

■ USA

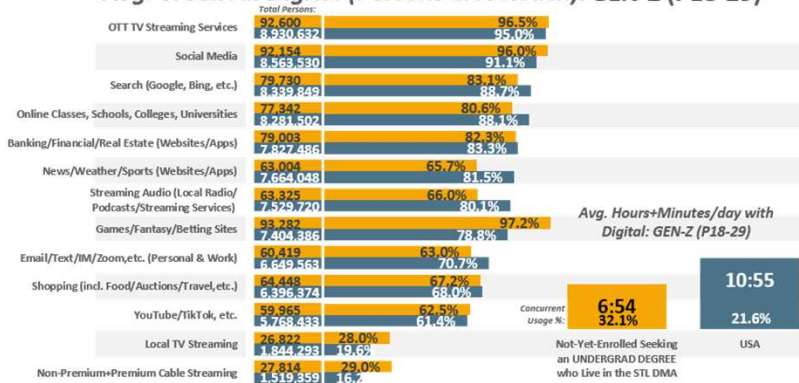
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for Anything .

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

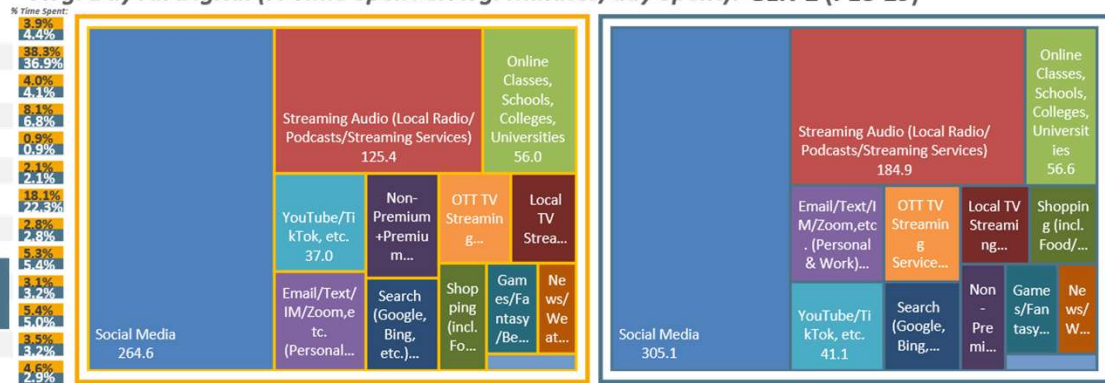


74,938 or 78.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA use Ad-Supported Social Media for an average of 215.2 minutes every day representing 44.5% of all time spent daily with Ad-Supported Digital Media.

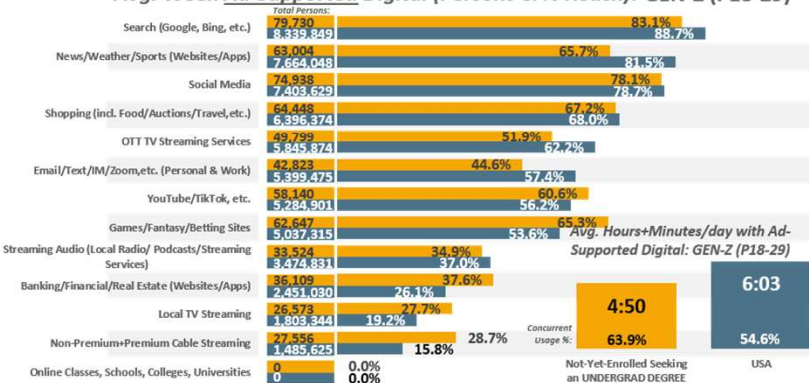
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



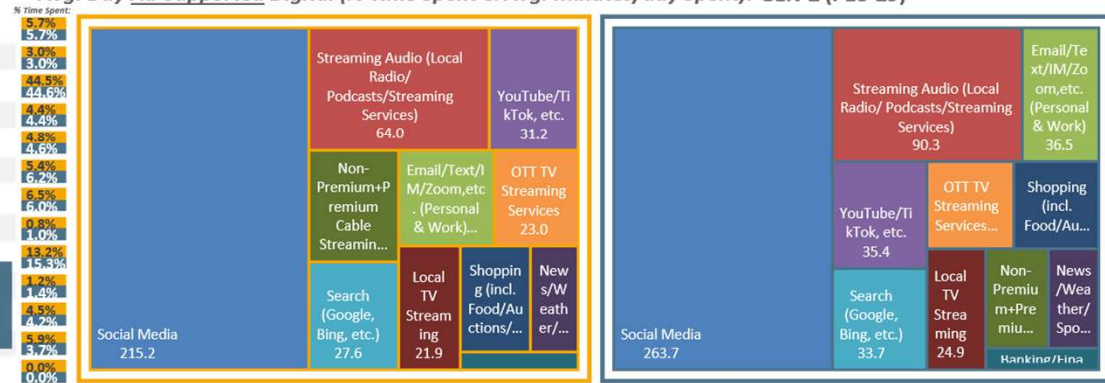
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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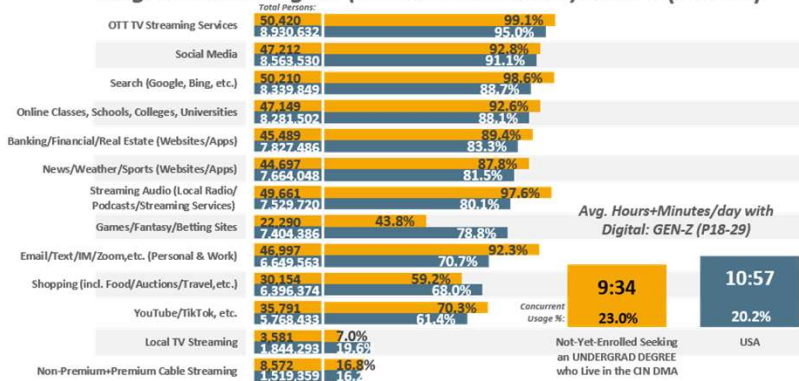
soefa.ai Share of Everything for Anything

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

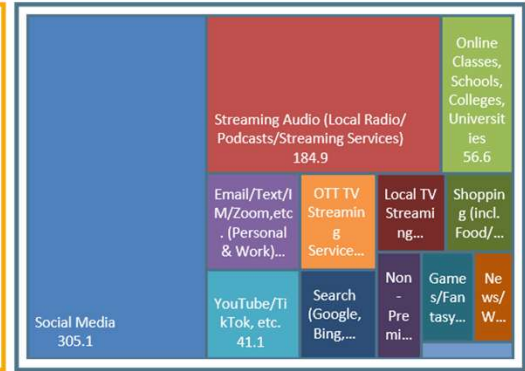
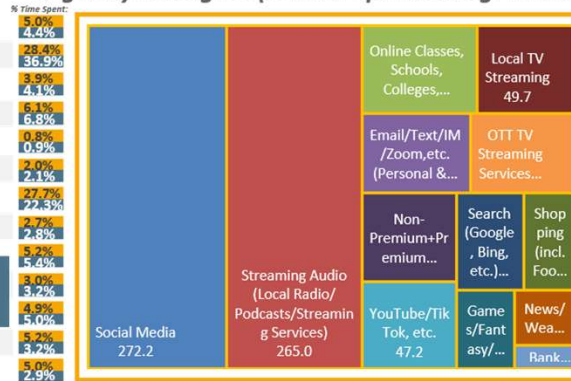


31,554 or 62.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA use Ad-Supported Social Media for an average of 181.9 minutes every day representing 30.3% of all time spent daily with Ad-Supported Digital Media.

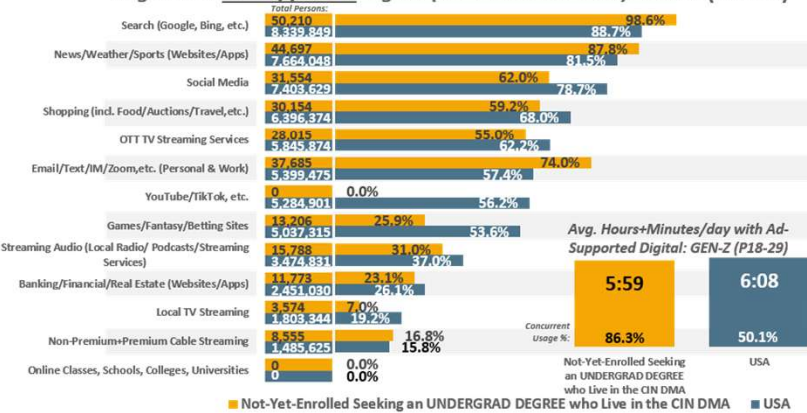
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



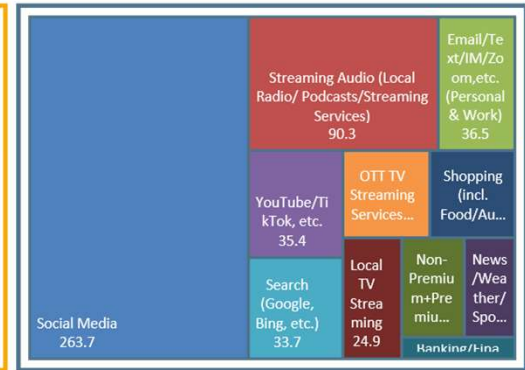
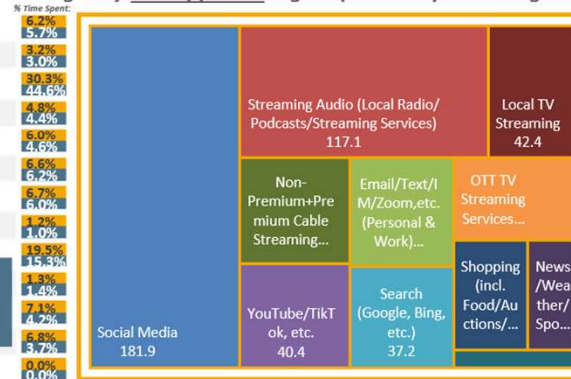
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



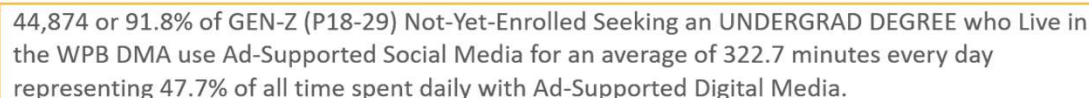
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



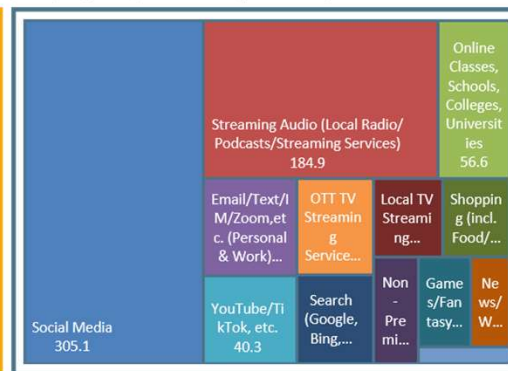
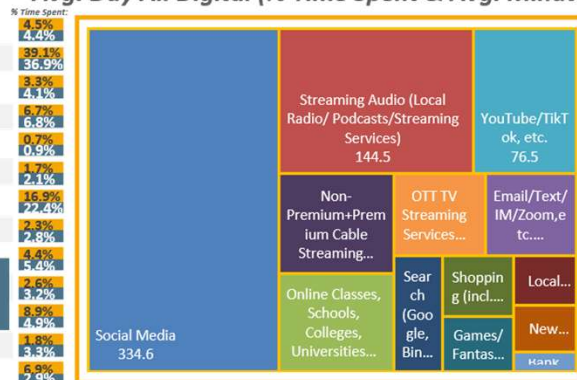
USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or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

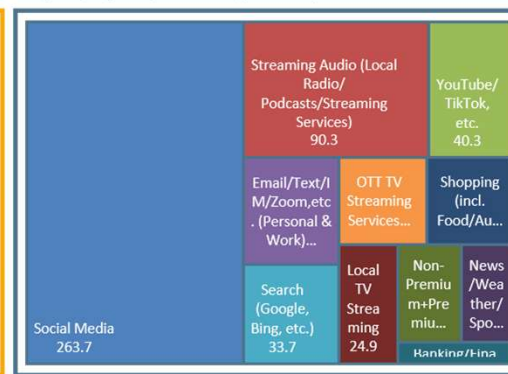
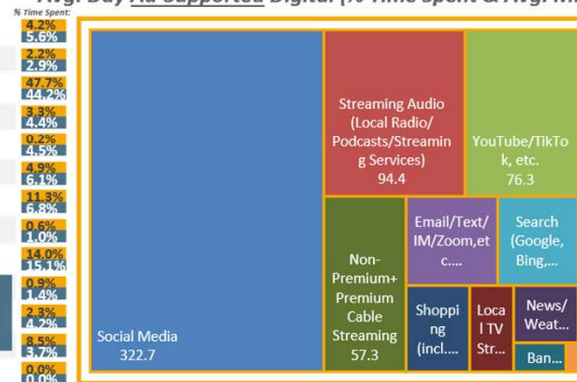


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA

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



■ **Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA**

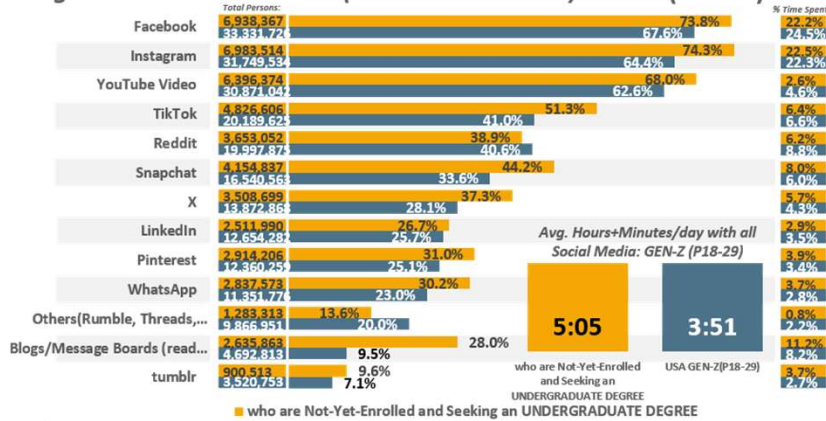
■ USA
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for Anything. ®

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do not 12 mths: Go back to school (for degree/certification) OR Ways used Internet/ passed 30 days on any device: Lifestyle: Education (research schools, application, financial)) AND Currently enrolled/attending classes at a college/university/ No))

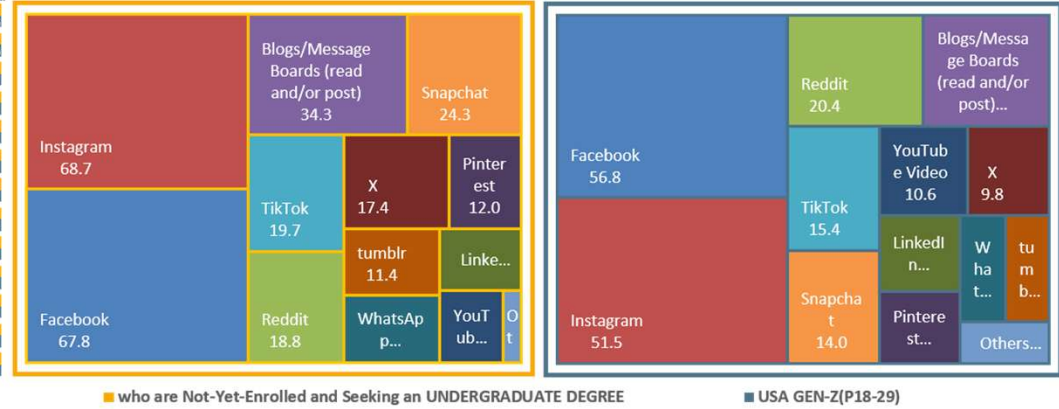


6,938,367 or 73.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 85.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

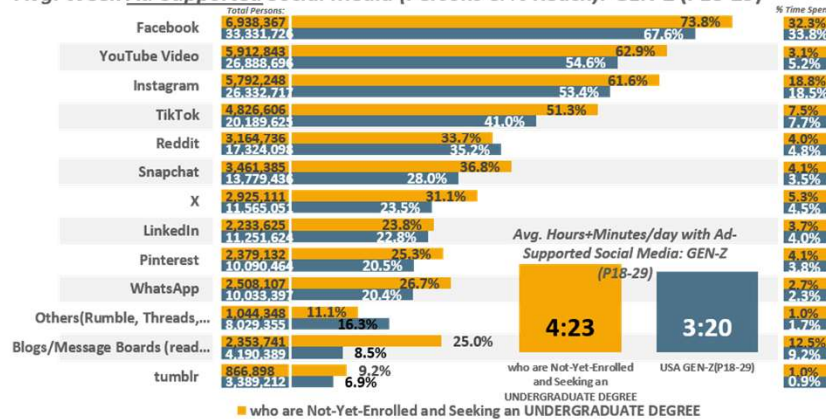
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



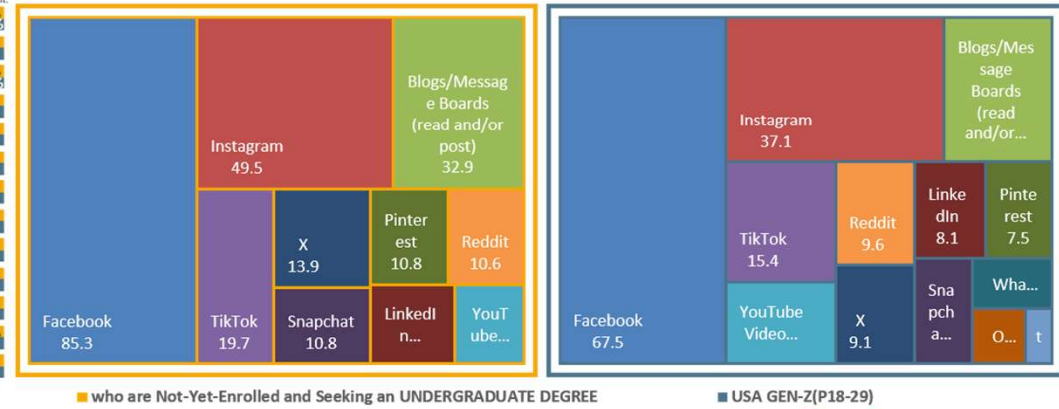
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

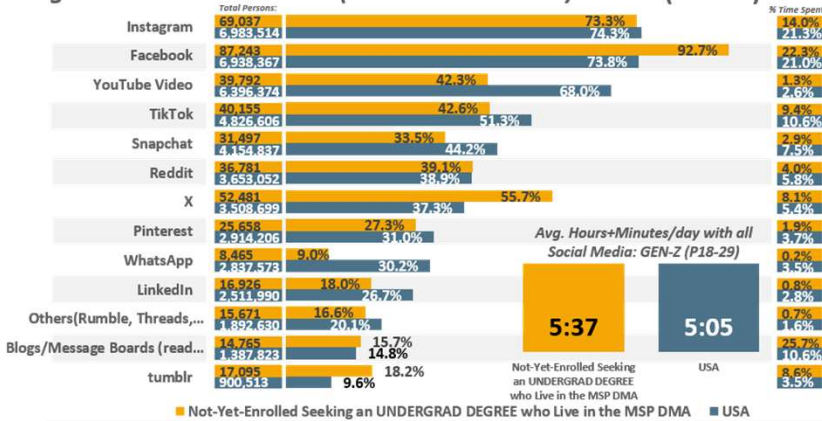
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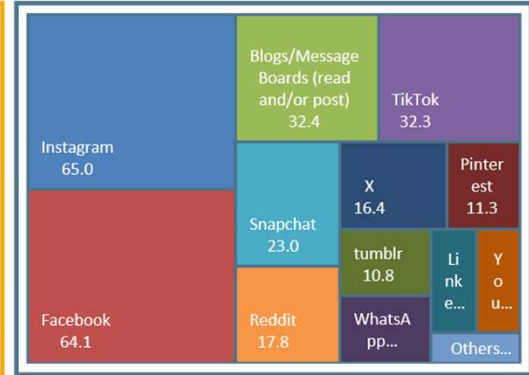
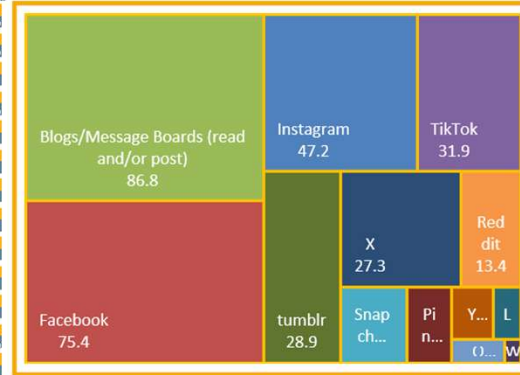


13,516 or 14.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 88.8 minutes every day representing 29.7% of all time spent daily with Ad-Sup

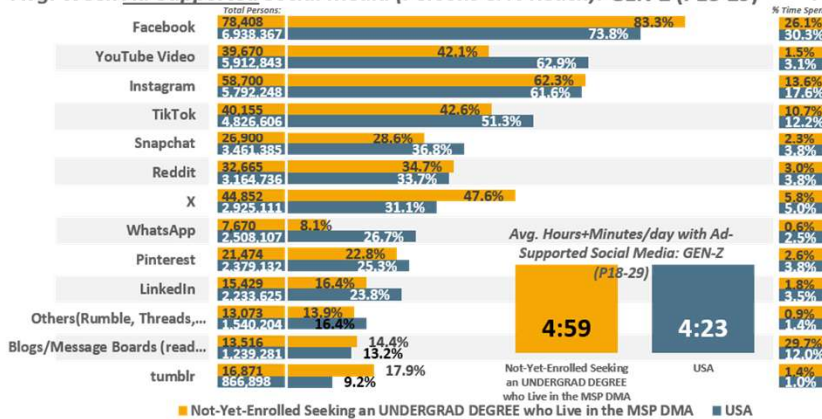
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



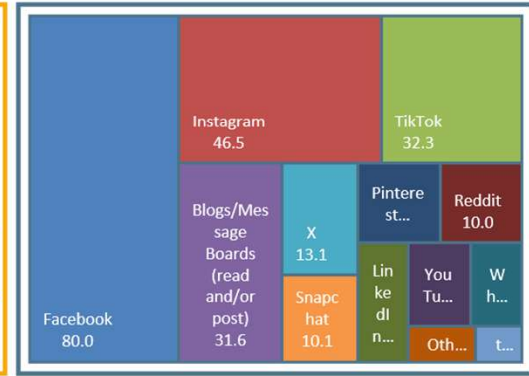
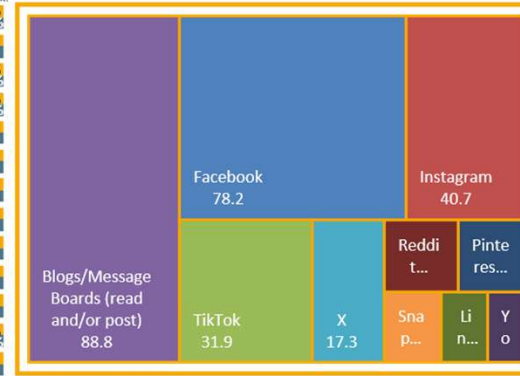
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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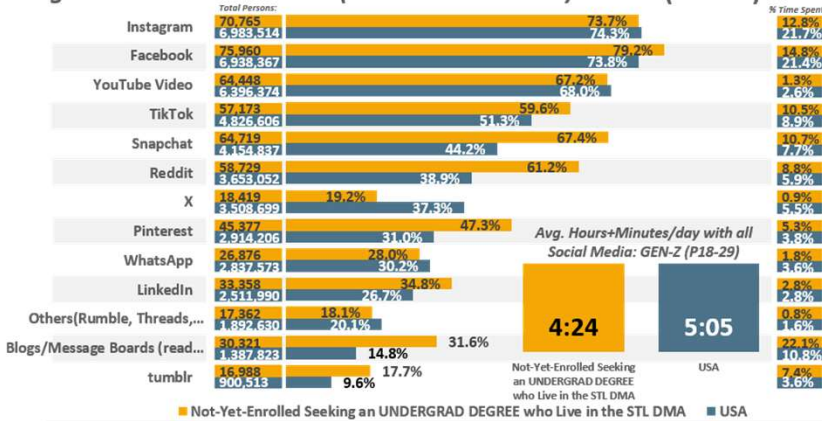
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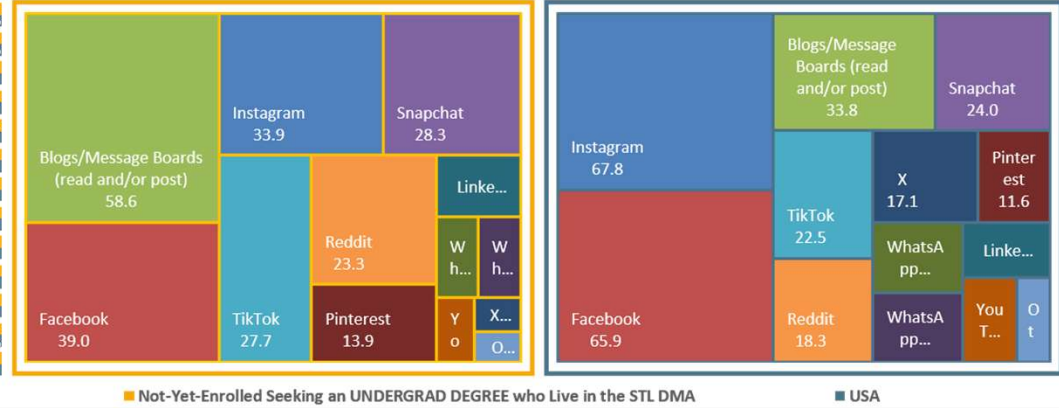


74,938 or 78.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA use Ad-Supported Facebook for an average of 54.2 minutes every day representing 25.2% of all time spent daily with Ad-Supported Social Media.

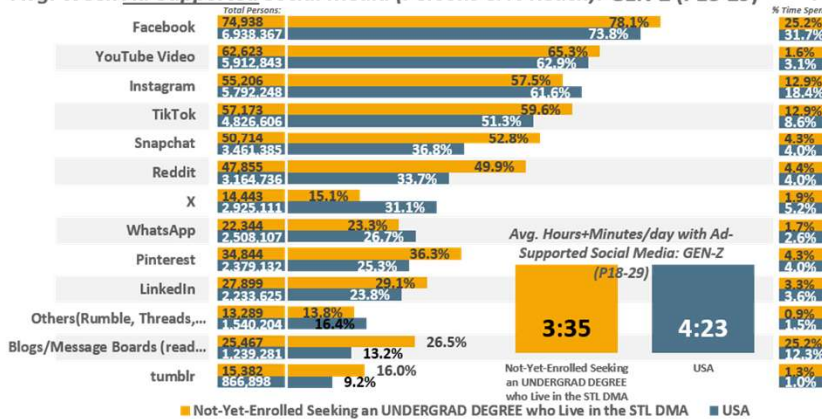
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



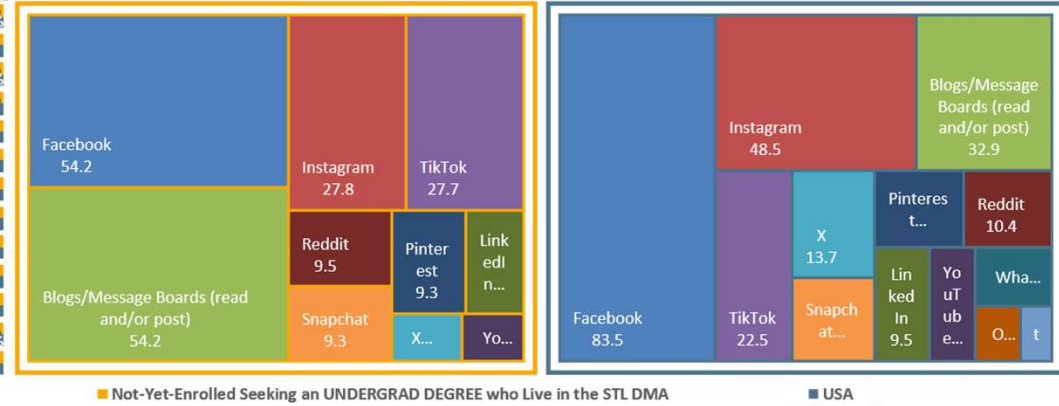
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



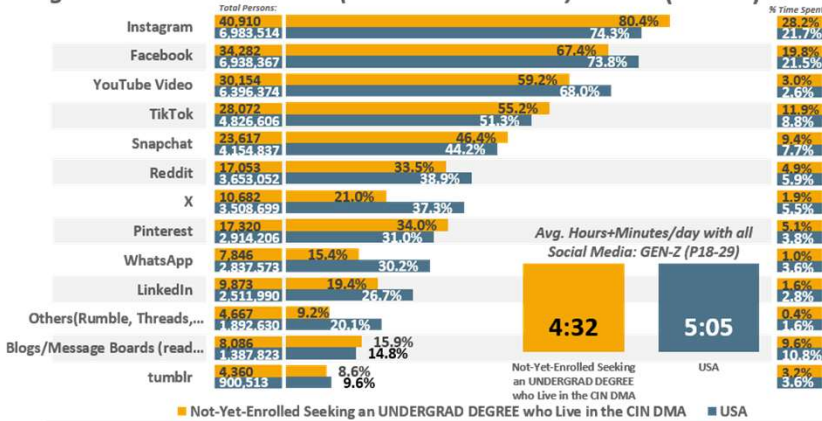
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



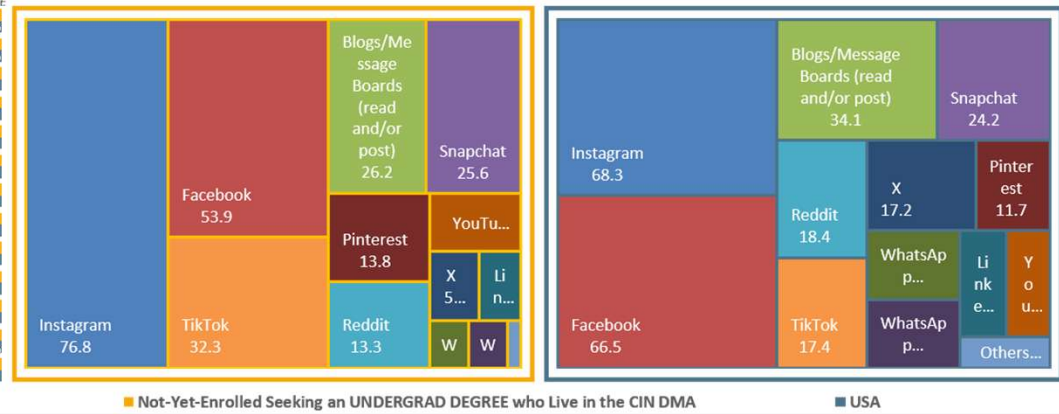


31,554 or 62.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA use Ad-Supported Facebook for an average of 55.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.

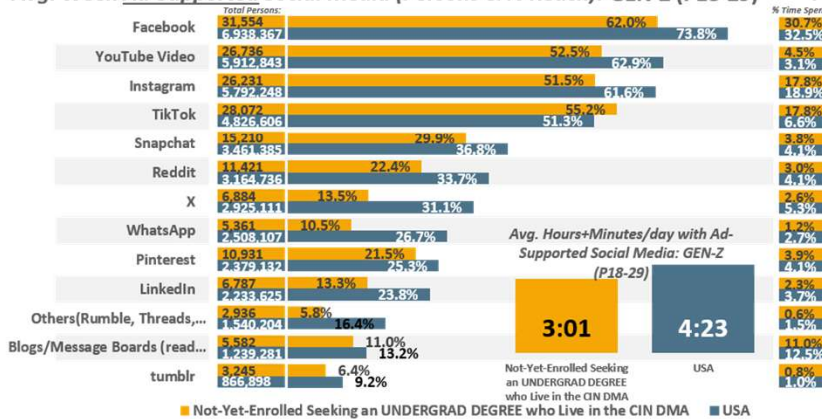
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



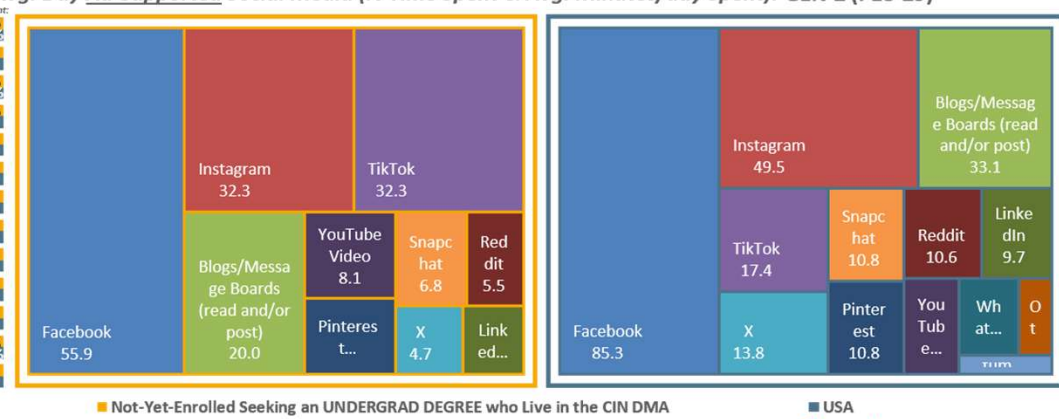
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



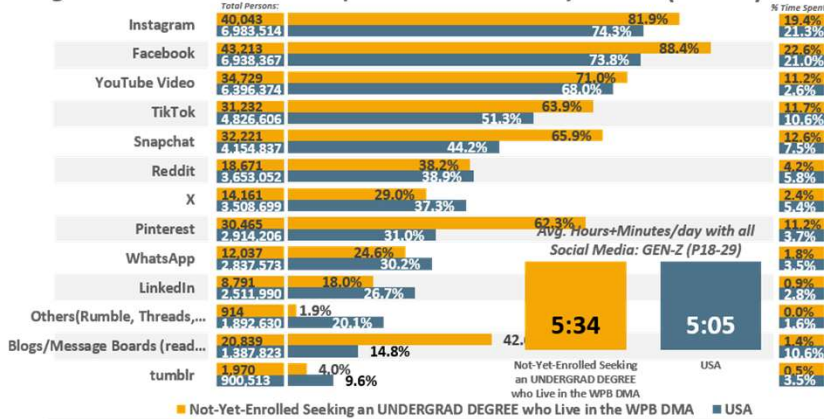
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



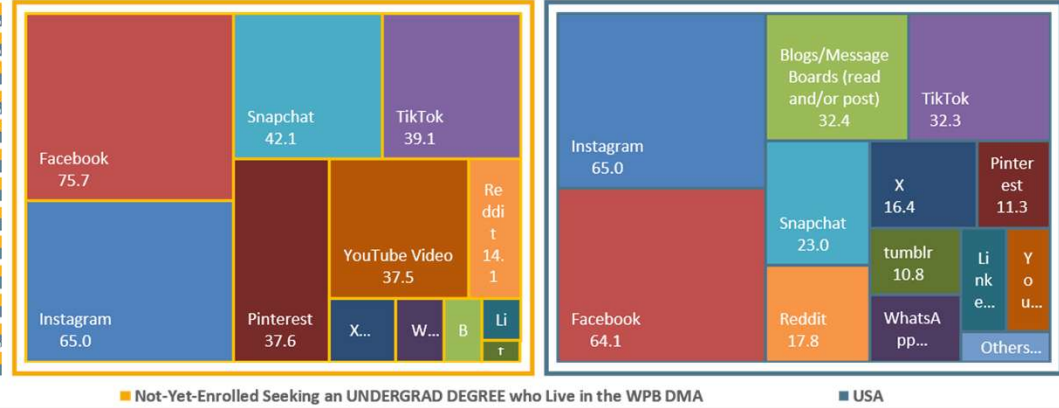


43,213 or 88.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA use Ad-Supported Facebook for an average of 101.2 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

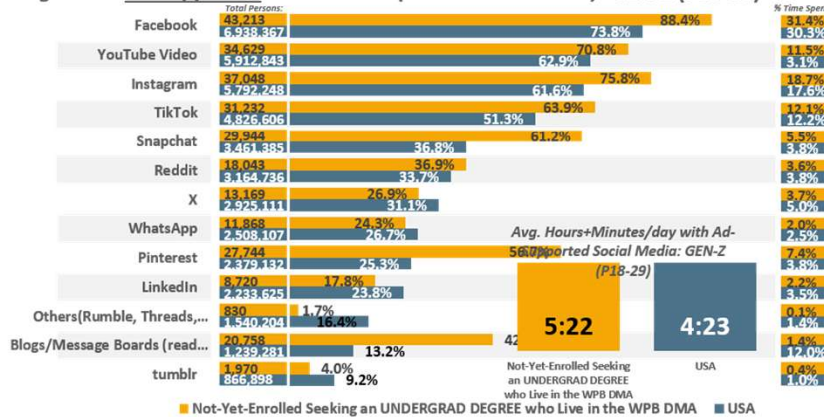
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



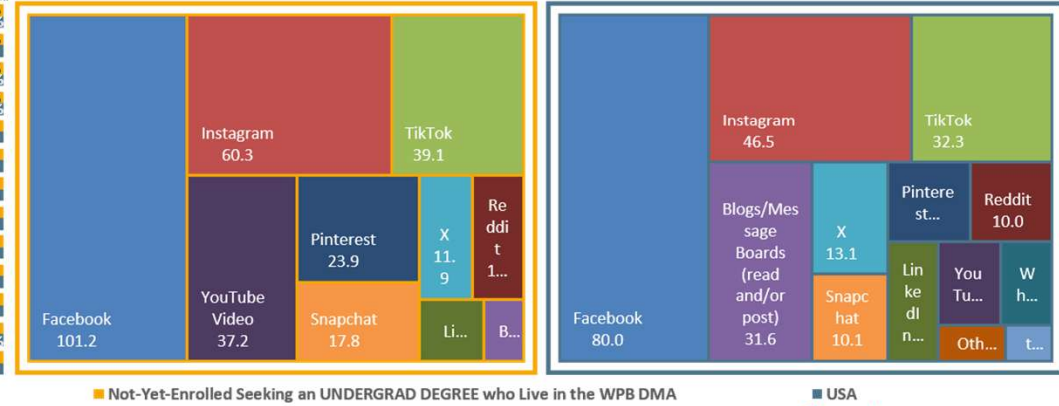
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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

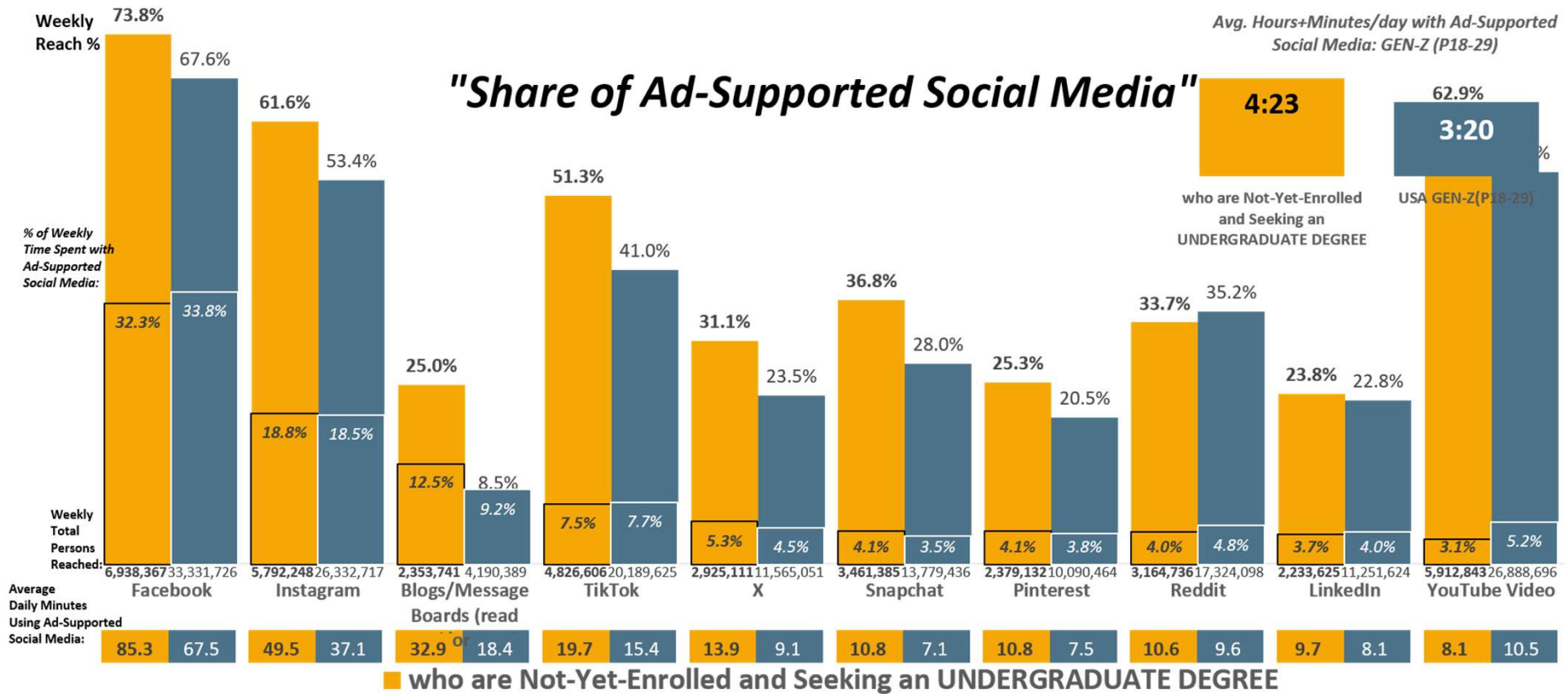


Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





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



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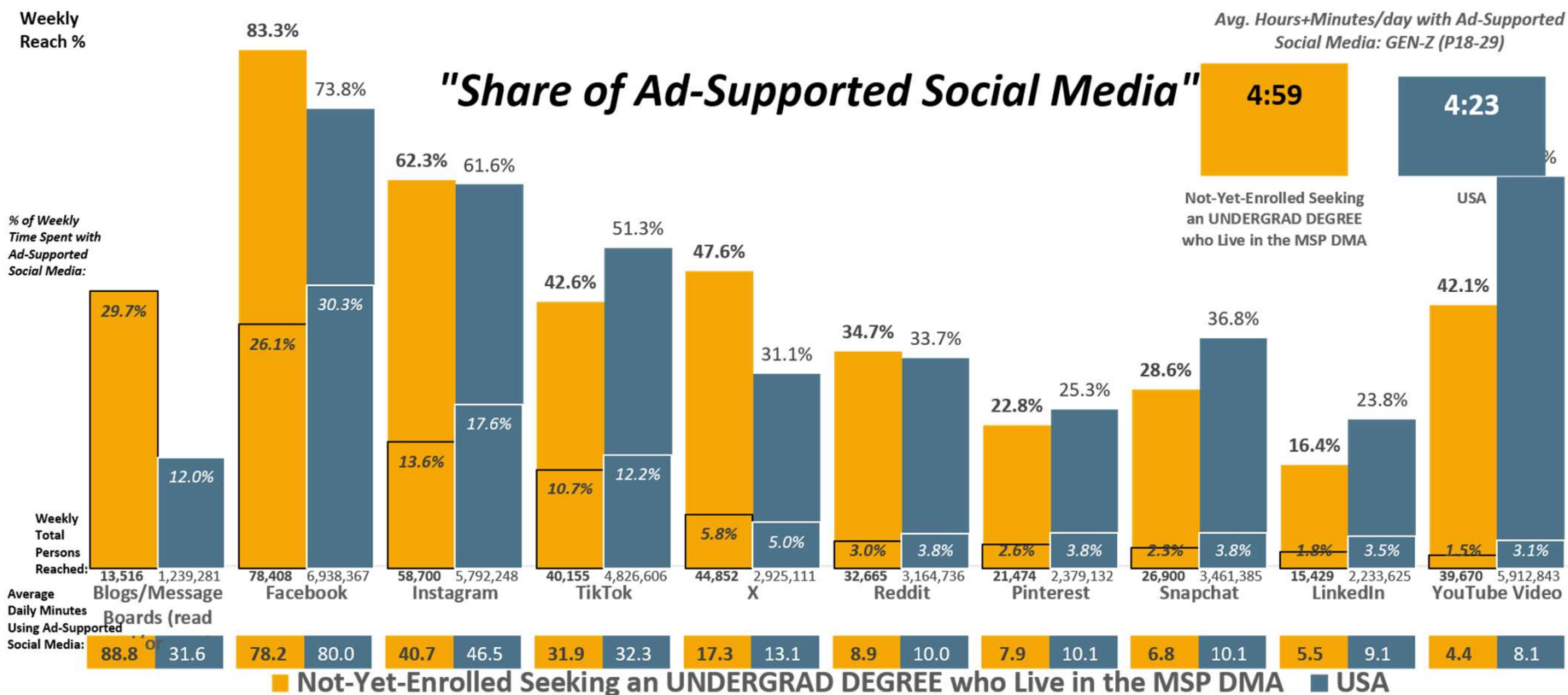
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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



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



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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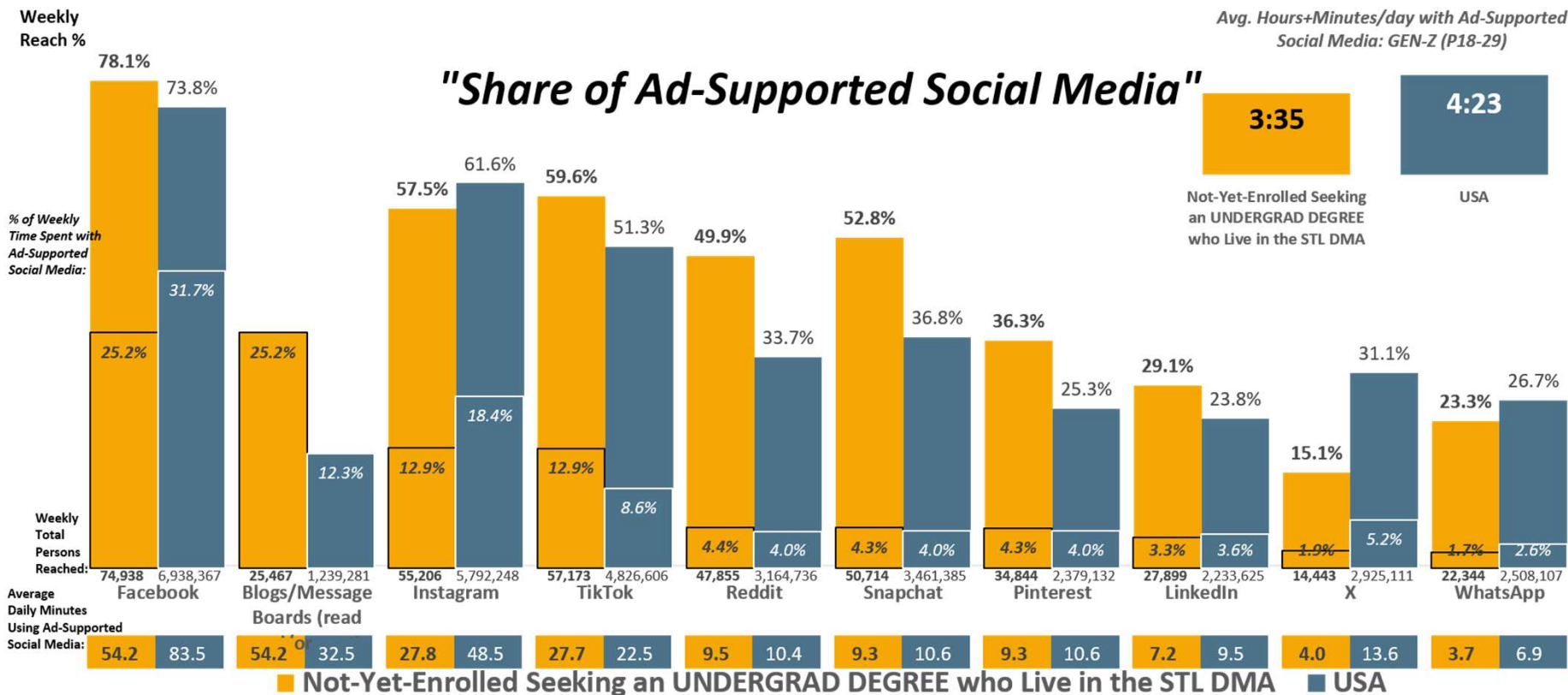
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



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

"Share of Ad-Supported Social Media"



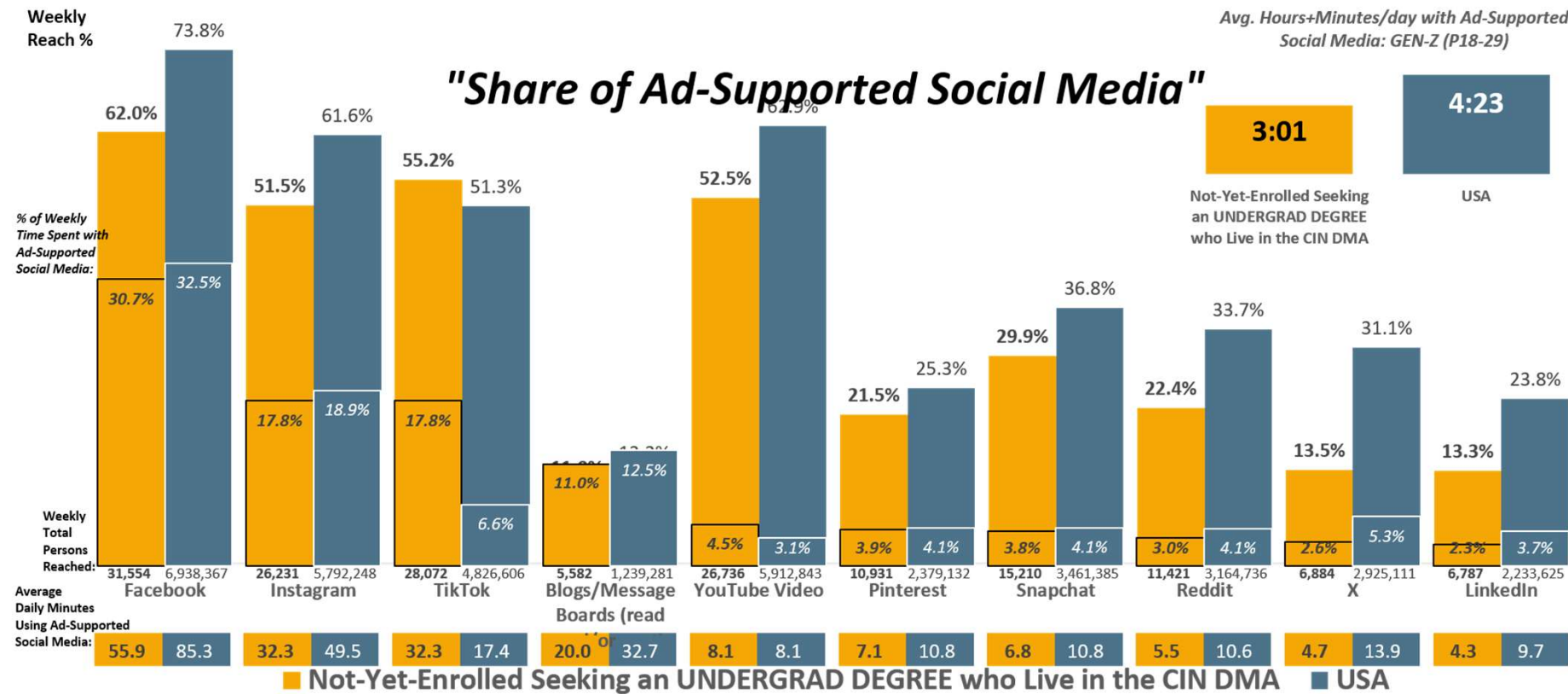
USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

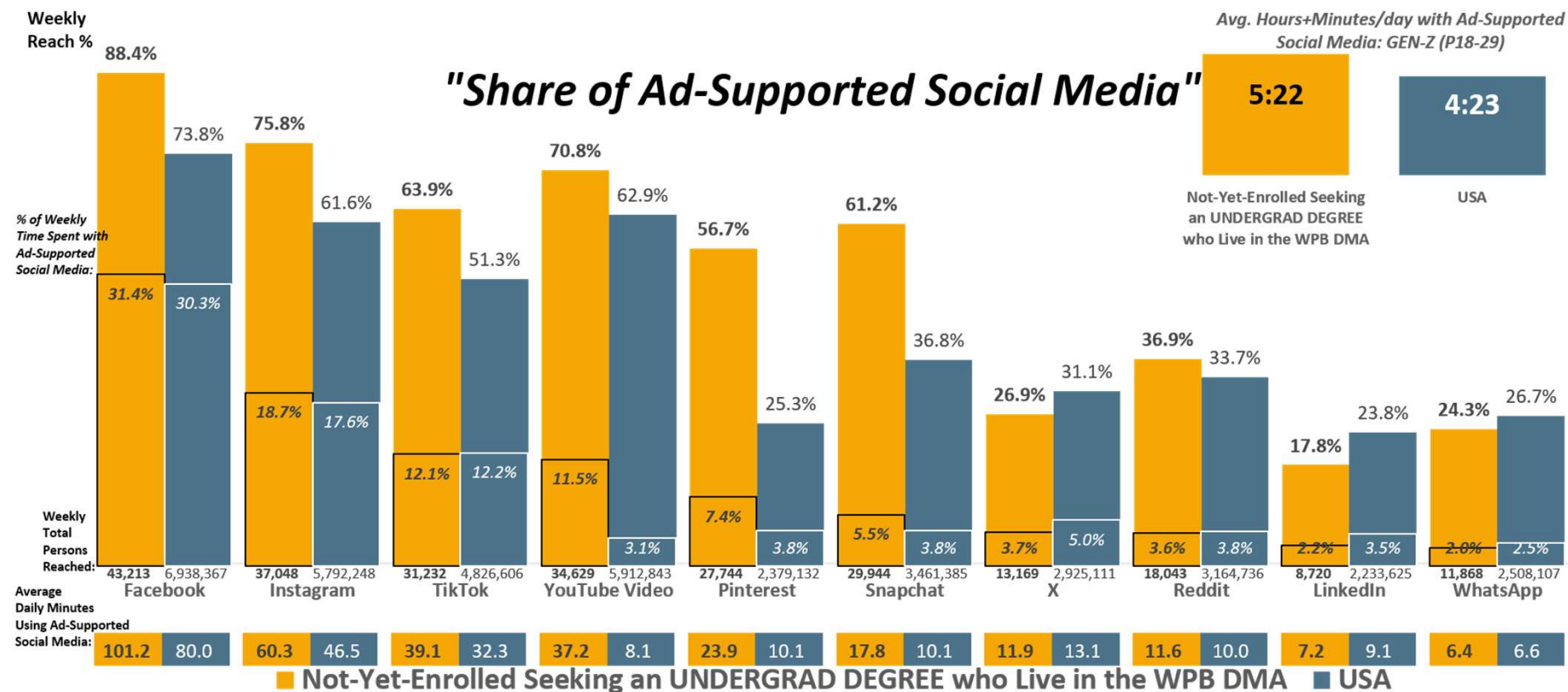


31,554 or 62.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA use Ad-Supported Facebook for an average of 55.9 minutes every day representing 30.7% of all time spent daily with Ad-Supported Social Media.





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



USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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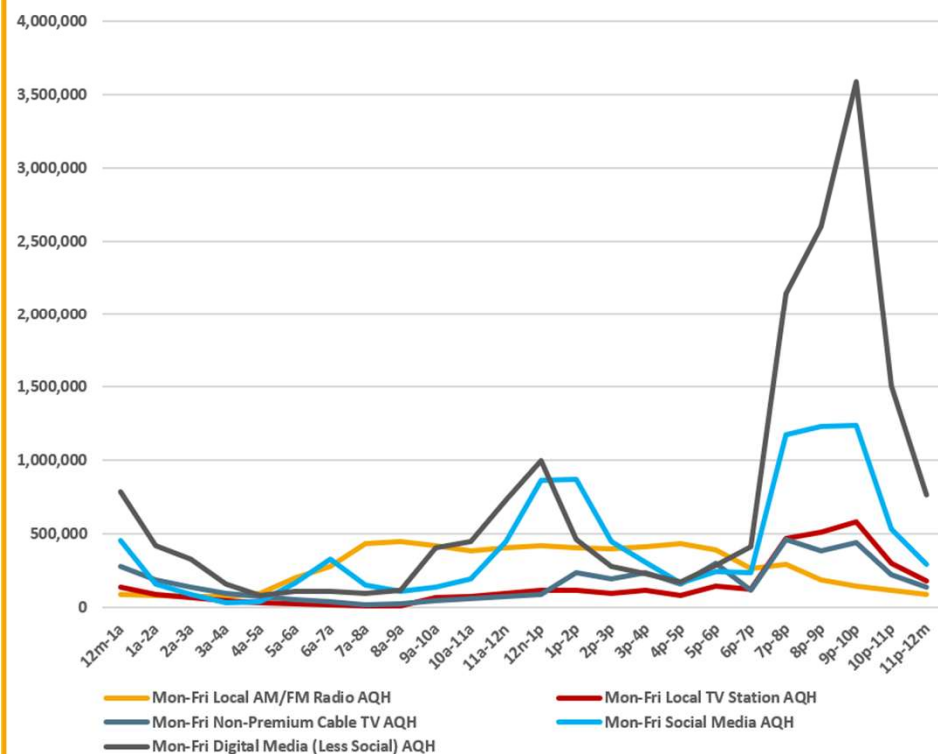
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

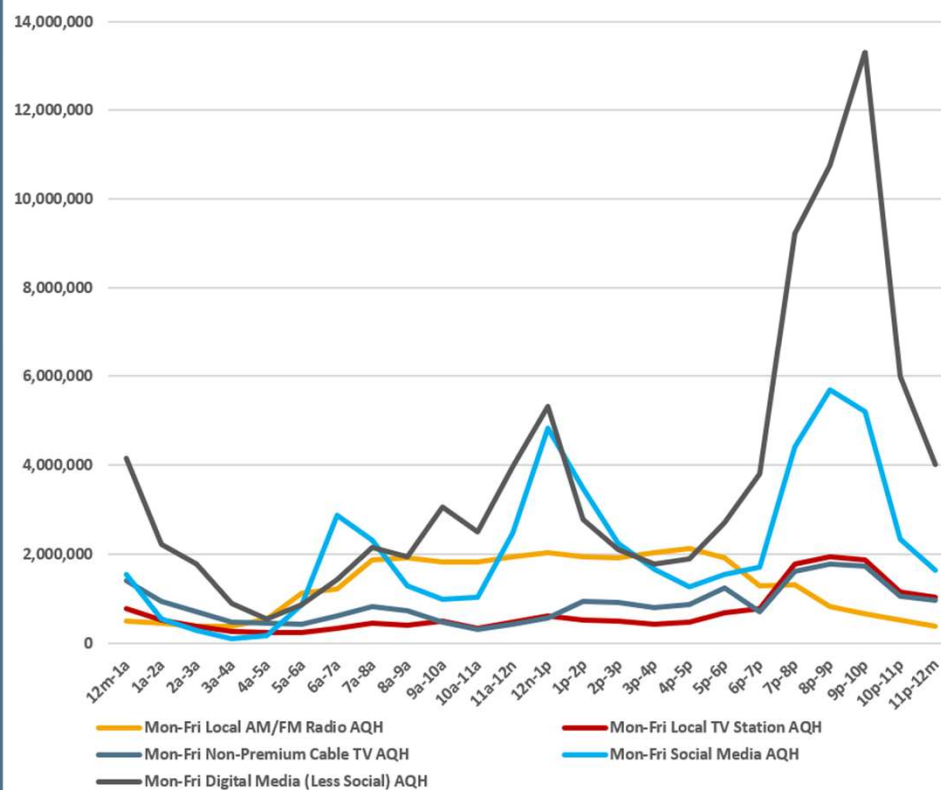


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 391,996; All Other Digital Media: 365,206; Social Media: 346,763; Non-Prem. Cable: 122,741; Local TV: 81,774 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRAD

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



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



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

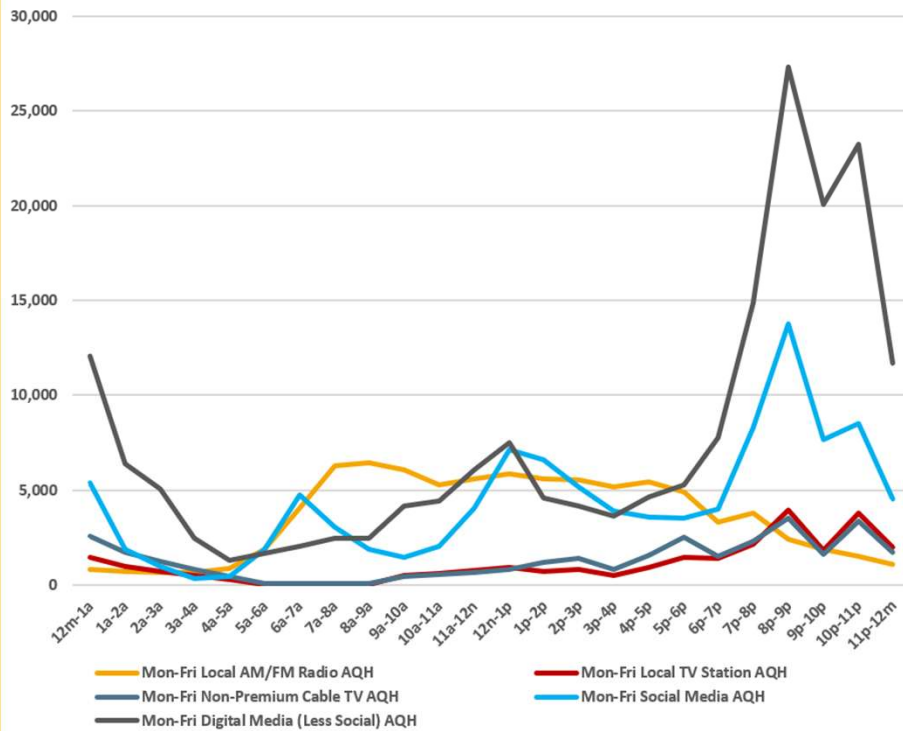
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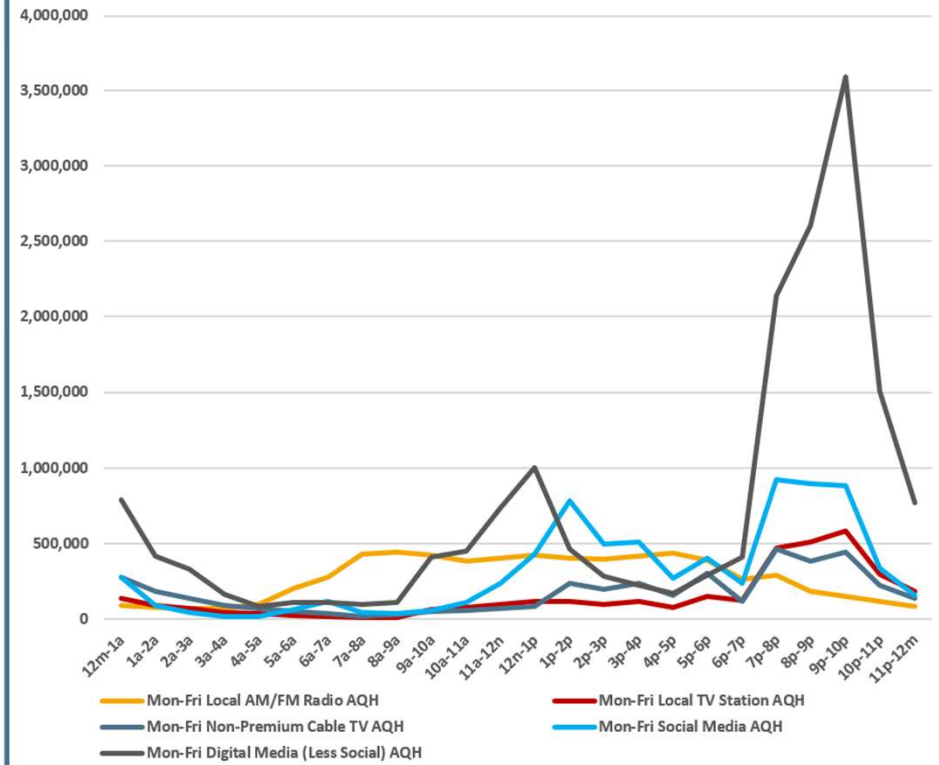


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 5,348; All Other Digital Media: 4,559; Social Media: 3,943; Non-Prem. Cable: 915; Local TV: 676 reaching GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the M

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD
DEGREE who Live in the MSP DMA**



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



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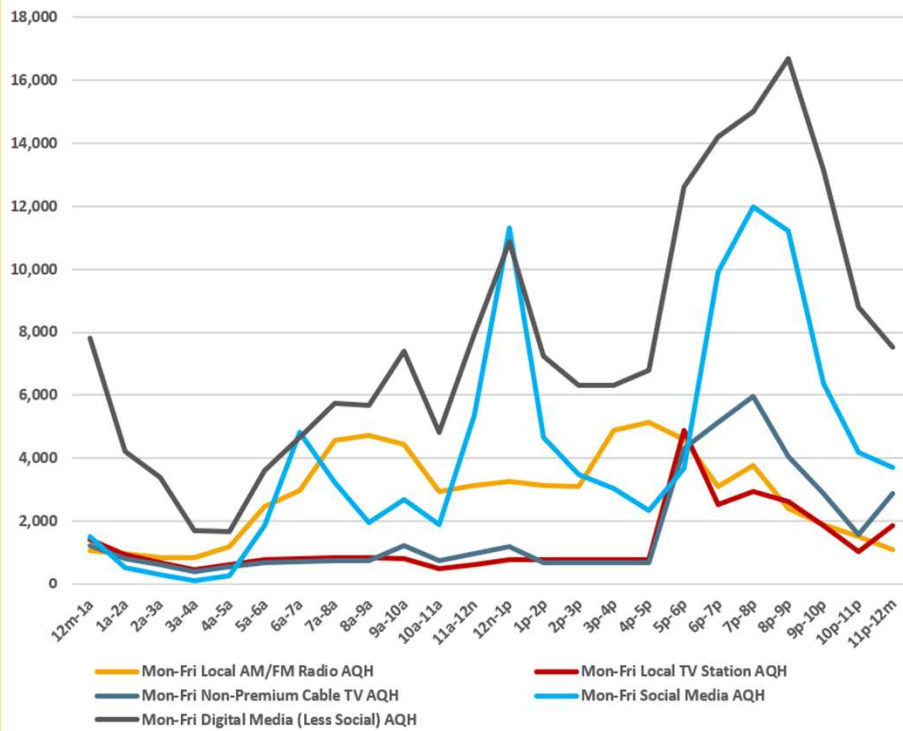
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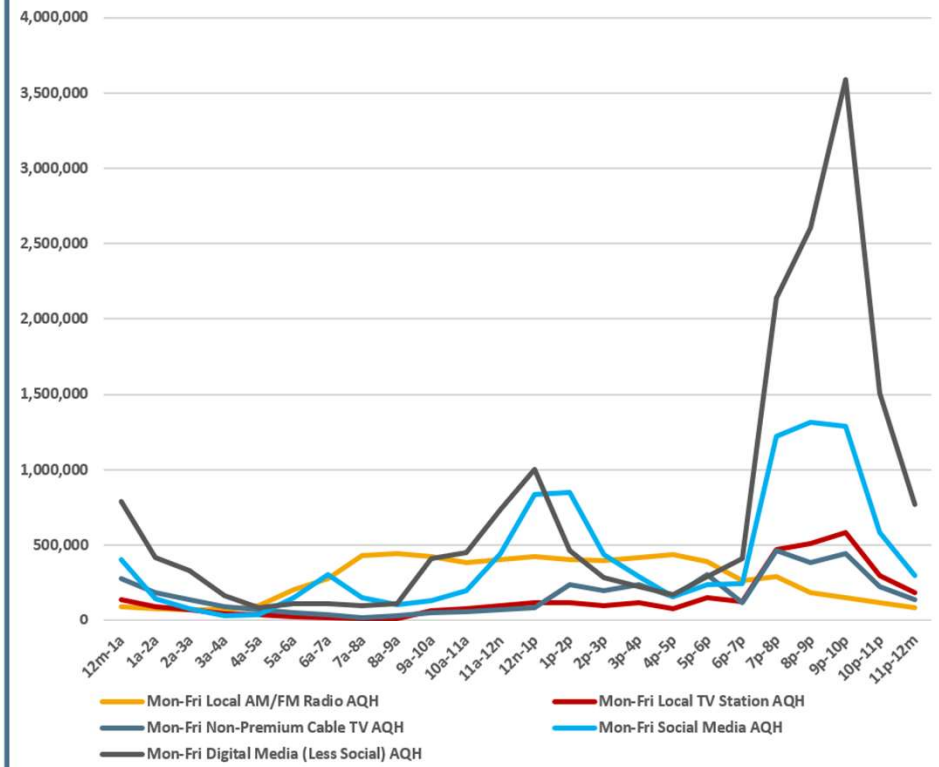


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 7,738;
Social Media: 4,490; Local Radio: 3,849; Non-Prem. Cable: 1,430; Local TV: 1,213 reaching
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in t

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD
DEGREE who Live in the STL DMA**



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



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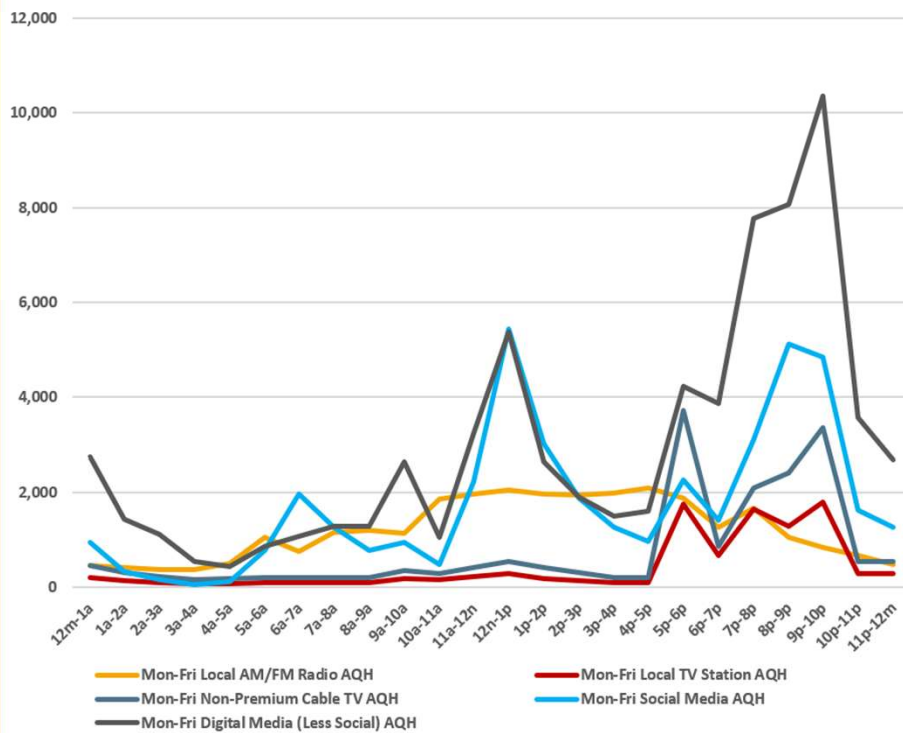
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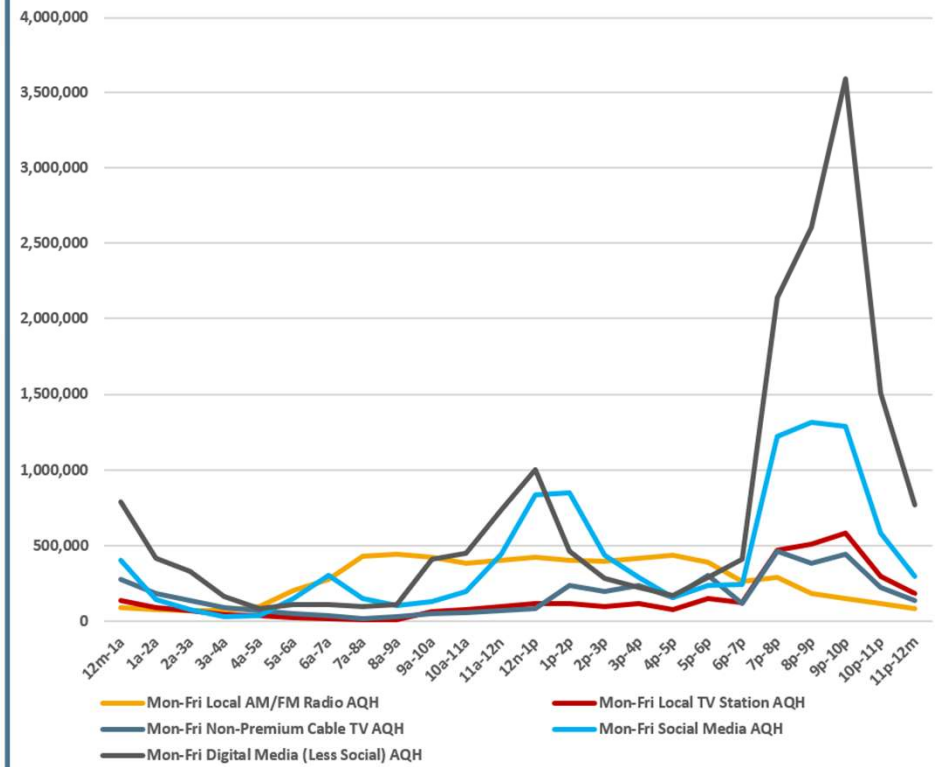


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,438;
Social Media: 1,838; Local Radio: 1,632; Non-Prem. Cable: 612; Local TV: 315 reaching
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the C

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD
DEGREE who Live in the CIN DMA**



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



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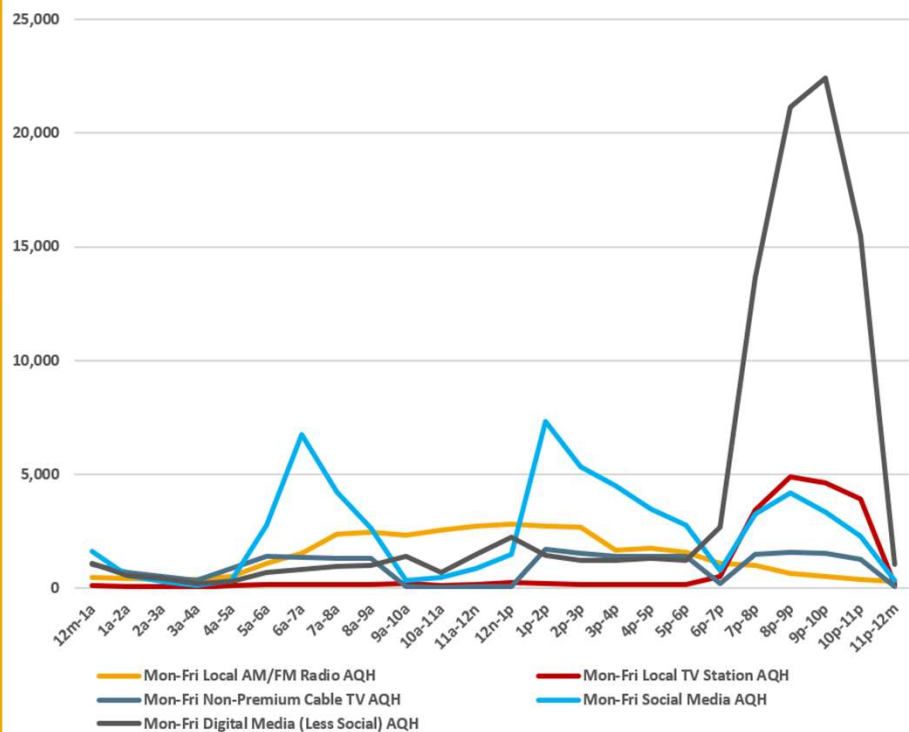
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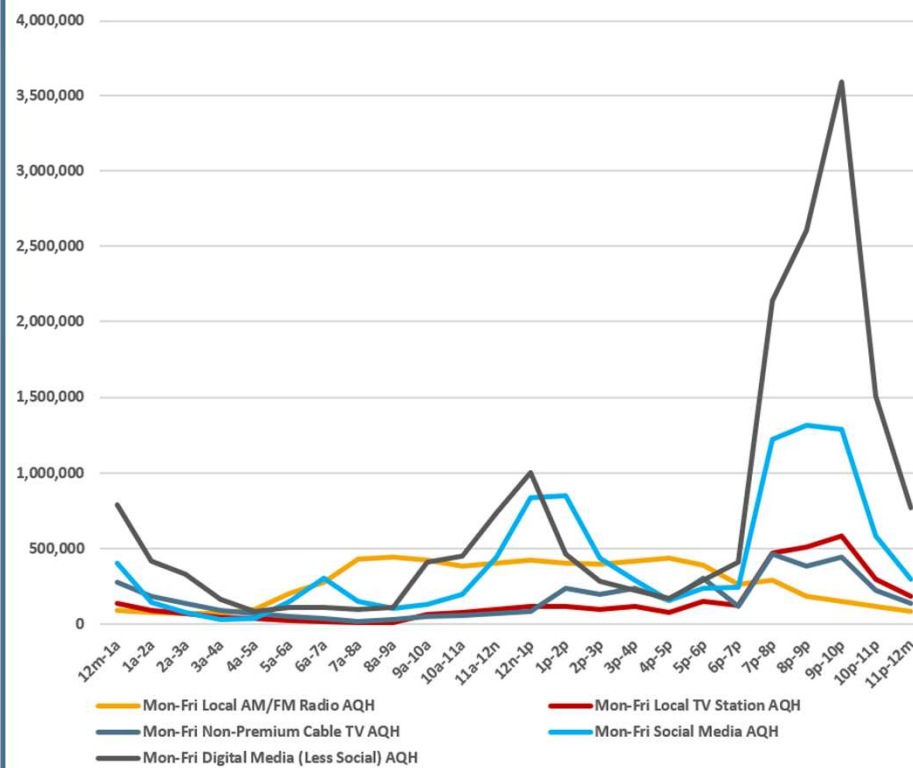


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 3,155; Local Radio: 2,179; All Other Digital Media: 1,368; Non-Prem. Cable: 910; Local TV: 196 reaching GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the W

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD
DEGREE who Live in the WPB DMA**



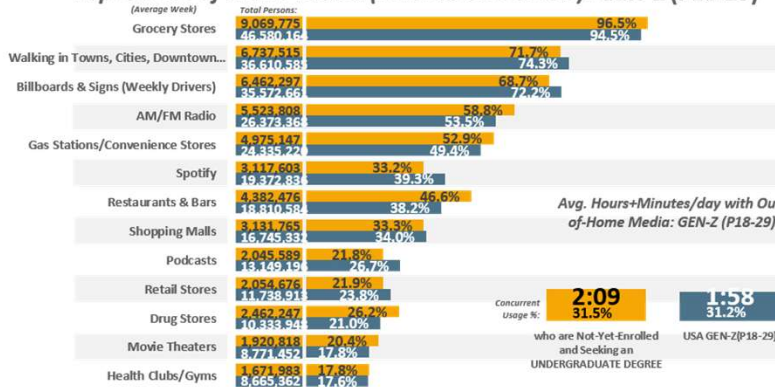
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area GEN-Z (P18-29)**



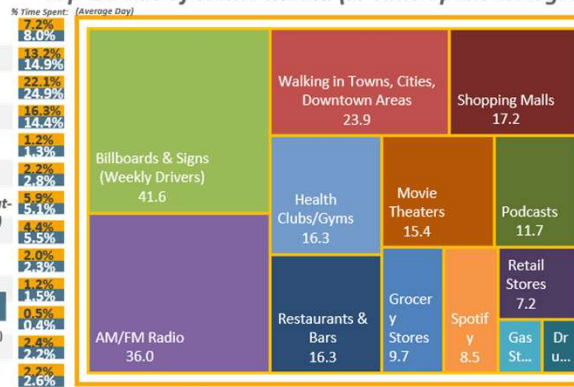


6,462,297 or 68.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 58.1% Listen to Local Radio Stations Out-of-Home for an average of 32.9 minute

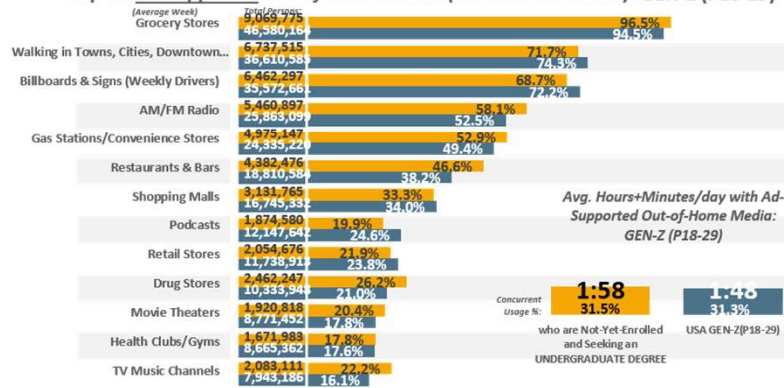
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



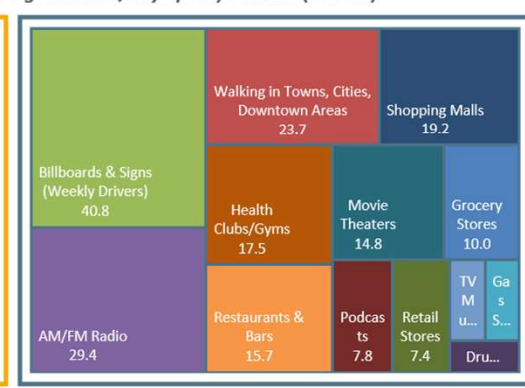
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

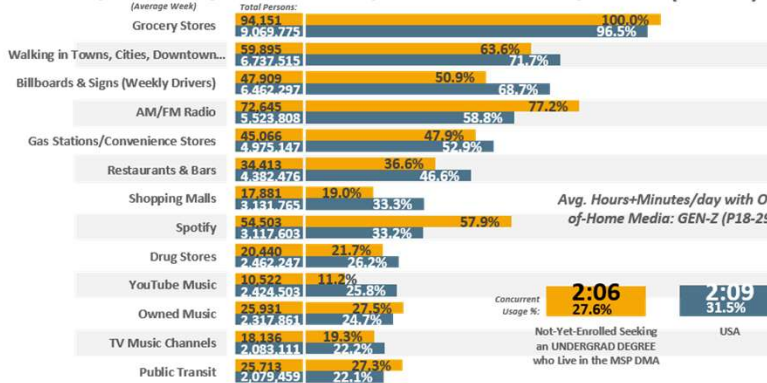
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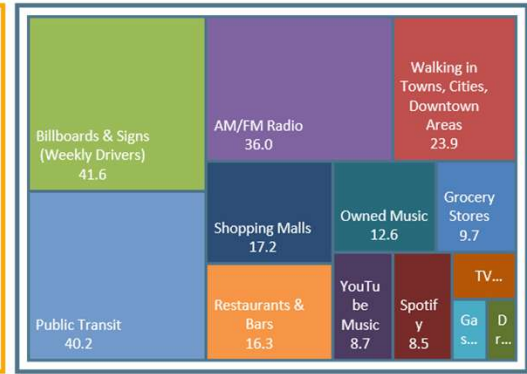
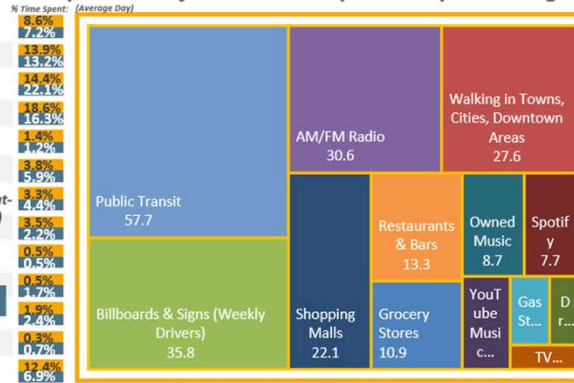


47,909 or 50.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA spend an average of 35.8 minutes per day driving, seeing Billboards and Signs. 76.2% Listen to Local Radio Stations Out-of-Home for an average of 28.1 m

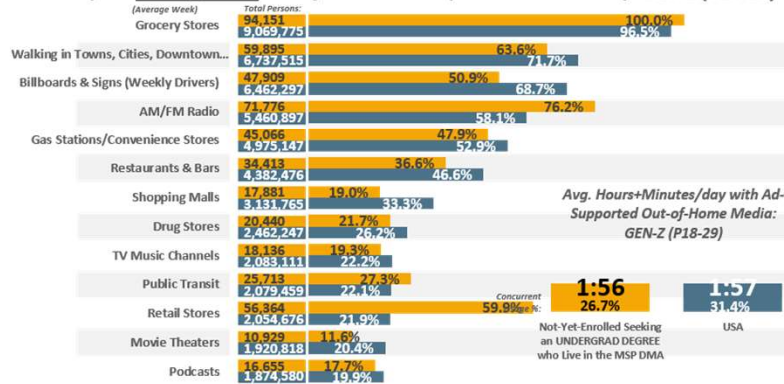
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



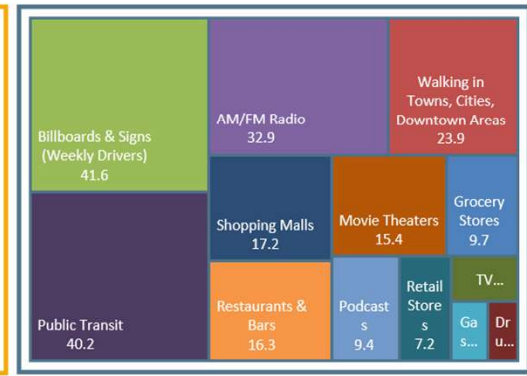
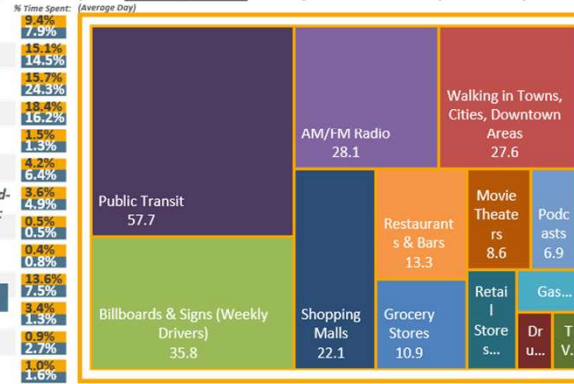
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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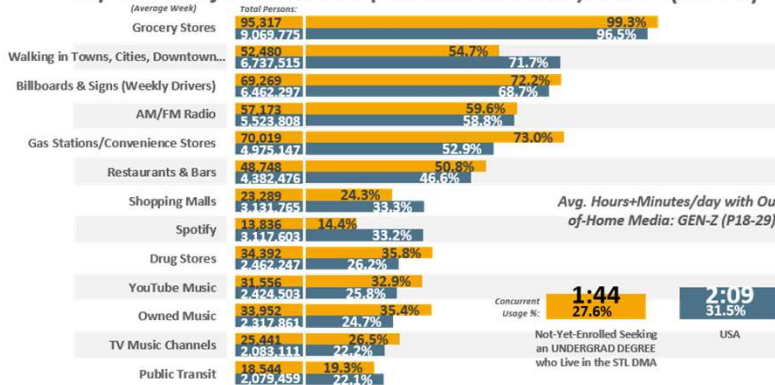
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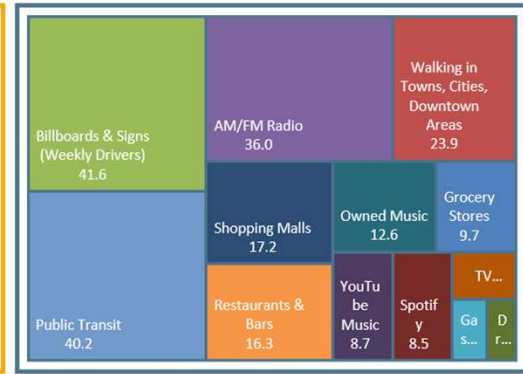


69,269 or 72.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA spend an average of 36.2 minutes per day driving, seeing Billboards and Signs. 59.4% Listen to Local Radio Stations Out-of-Home for an average of 23.3 m

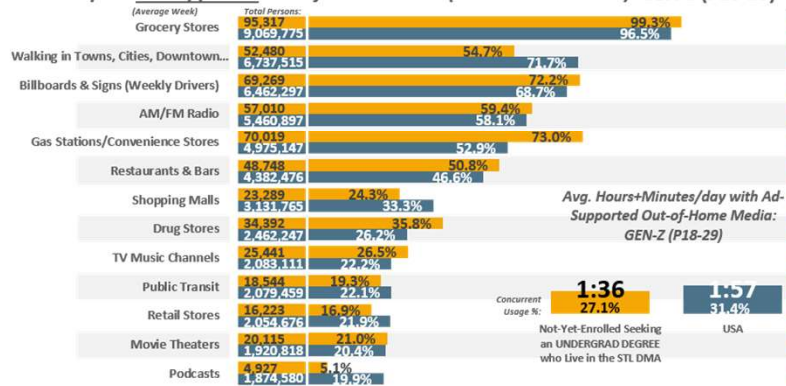
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



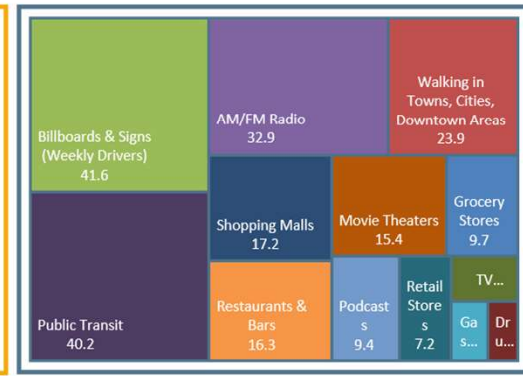
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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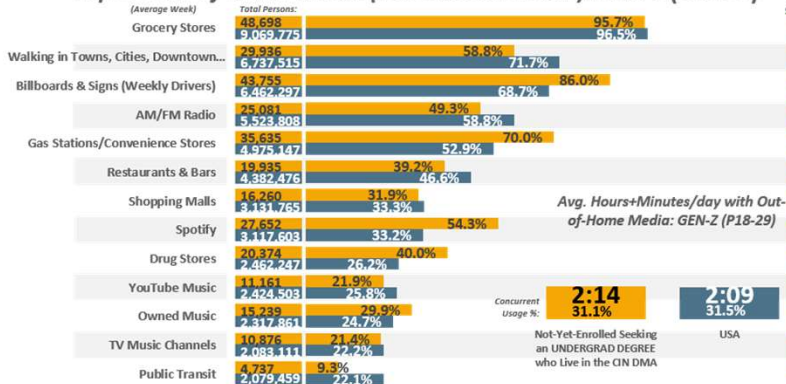
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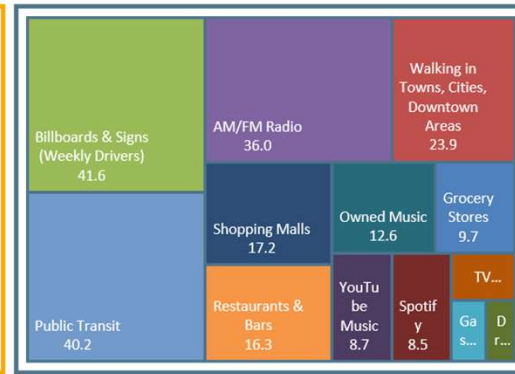
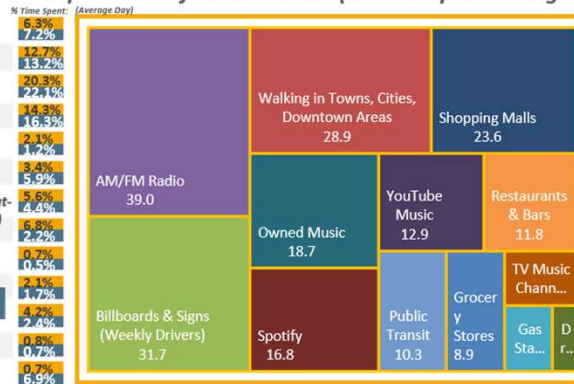


43,755 or 86.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA spend an average of 31.7 minutes per day driving, seeing Billboards and Signs. 47.8% Listen to Local Radio Stations Out-of-Home for an average of 37.5 mi

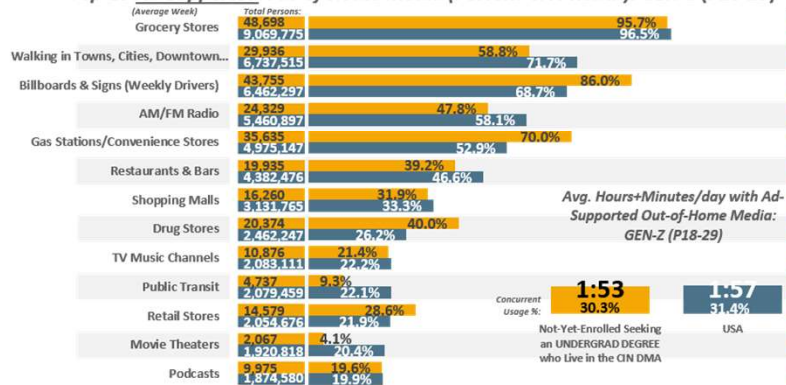
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



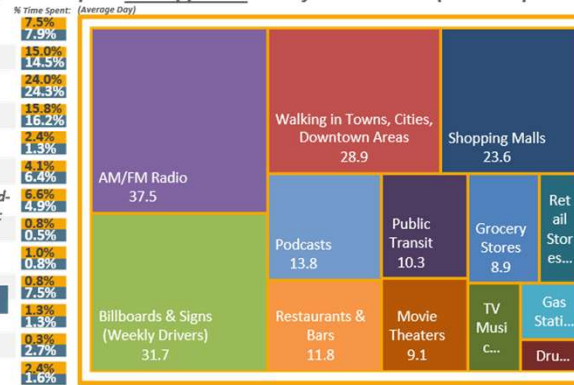
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



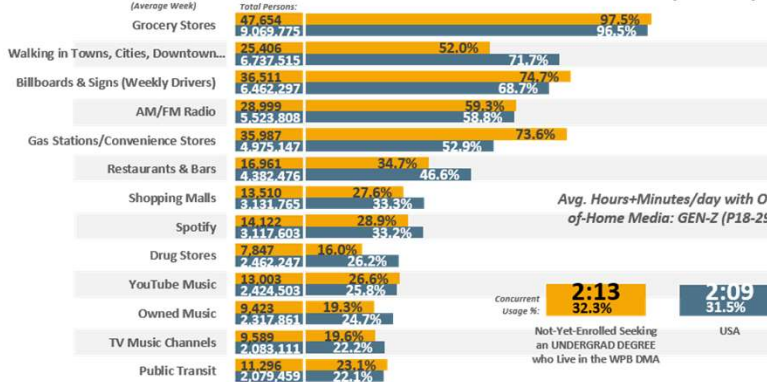
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



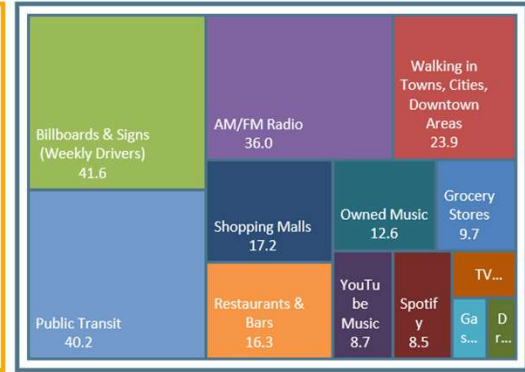
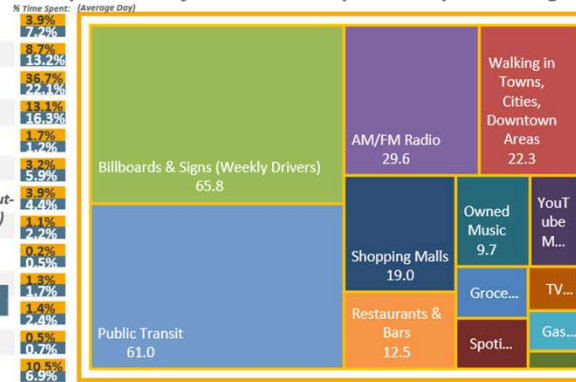


36,511 or 74.7% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA spend an average of 65.8 minutes per day driving, seeing Billboards and Signs. 58.8% Listen to Local Radio Stations Out-of-Home for an average of 29. mi

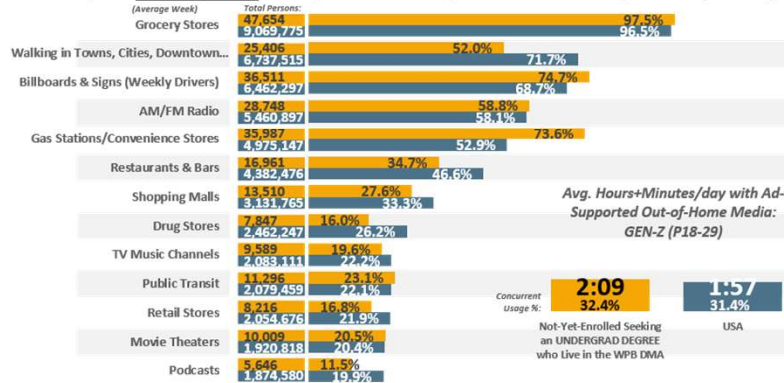
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



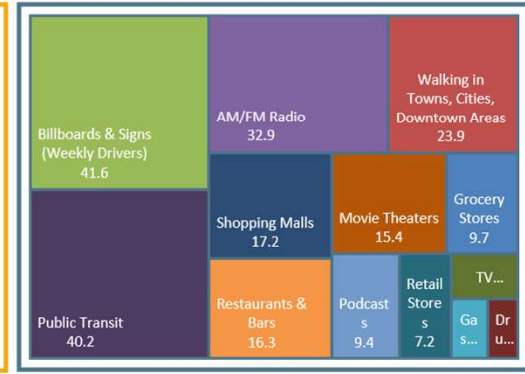
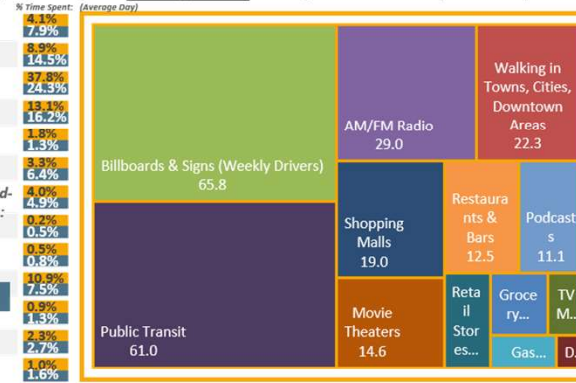
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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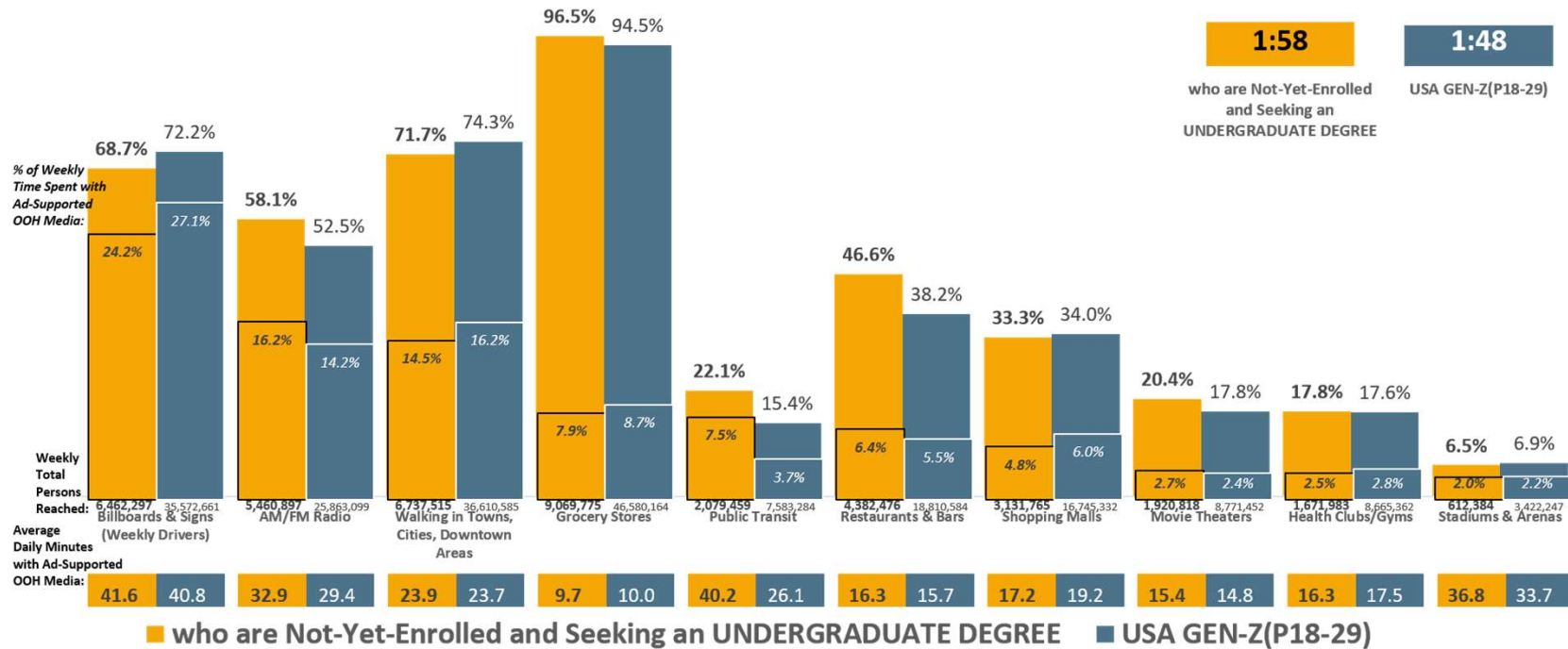


6,462,297 or 68.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 24.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

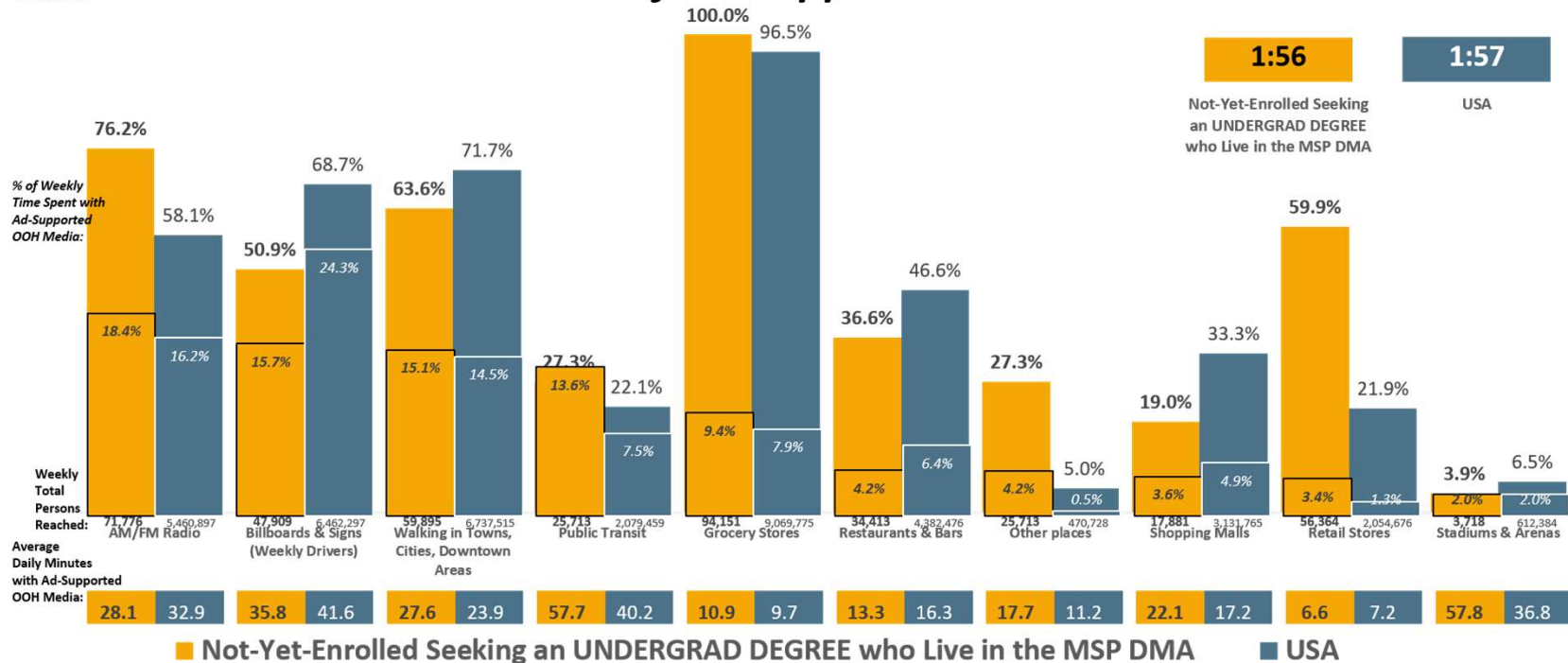


47,909 or 50.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the MSP DMA spend an average of 35.8 minutes per day driving, seeing Billboards and Signs representing 15.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 32 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

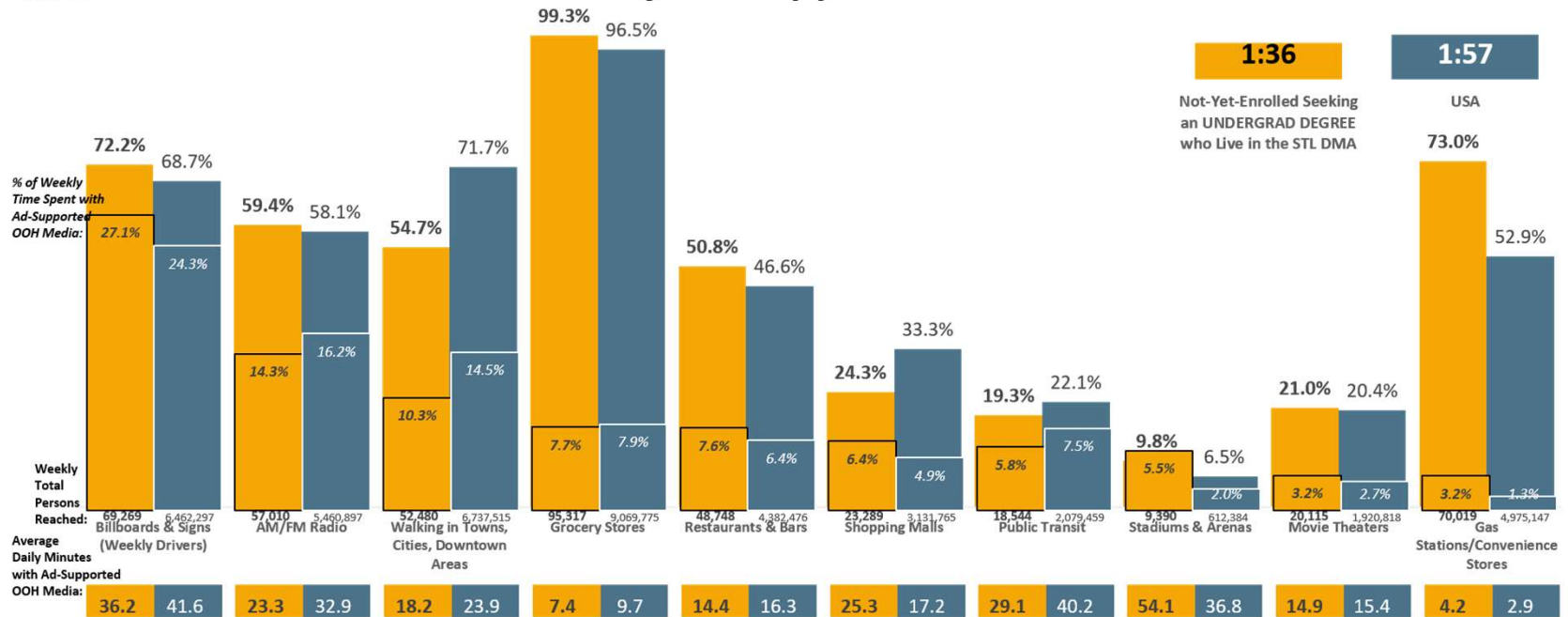


69,269 or 72.2% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA spend an average of 36.2 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA ■ USA

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 40 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

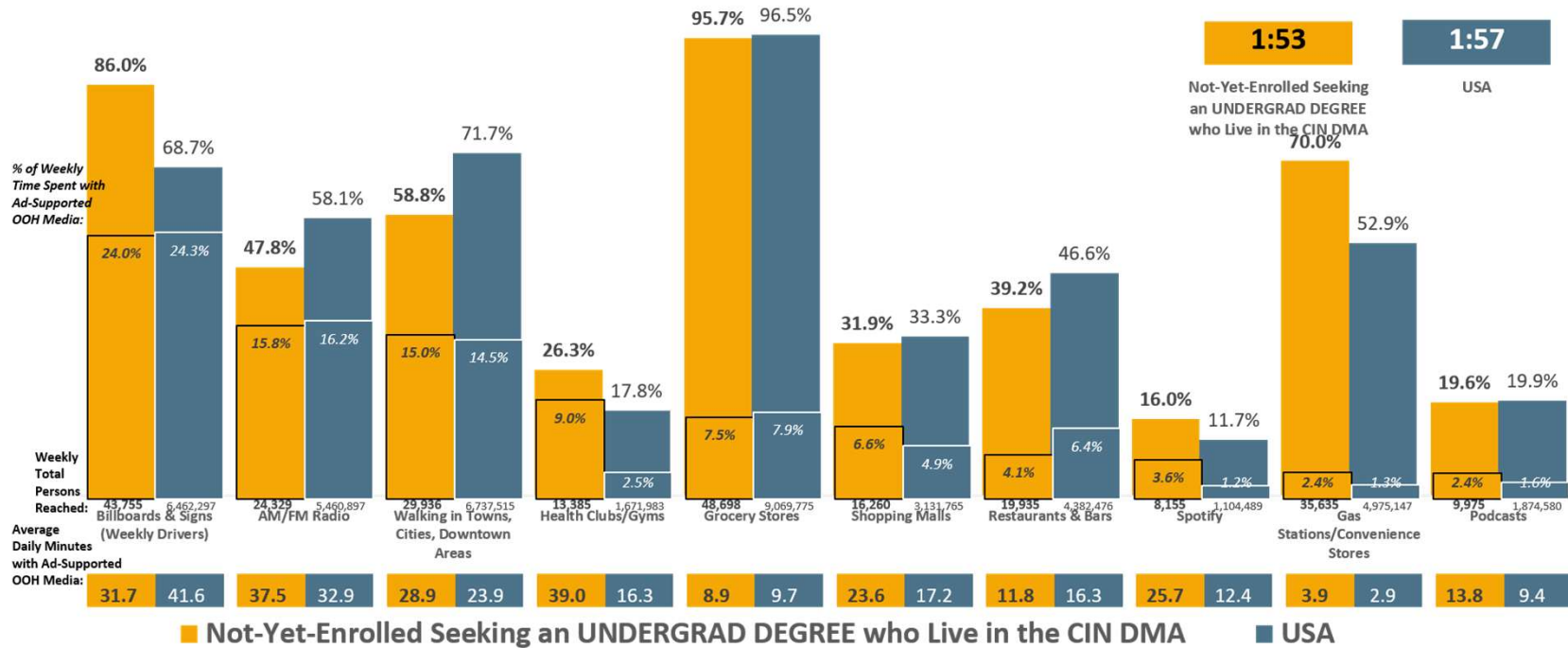


43,755 or 86.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA spend an average of 31.7 minutes per day driving, seeing Billboards and Signs representing 24.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531

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

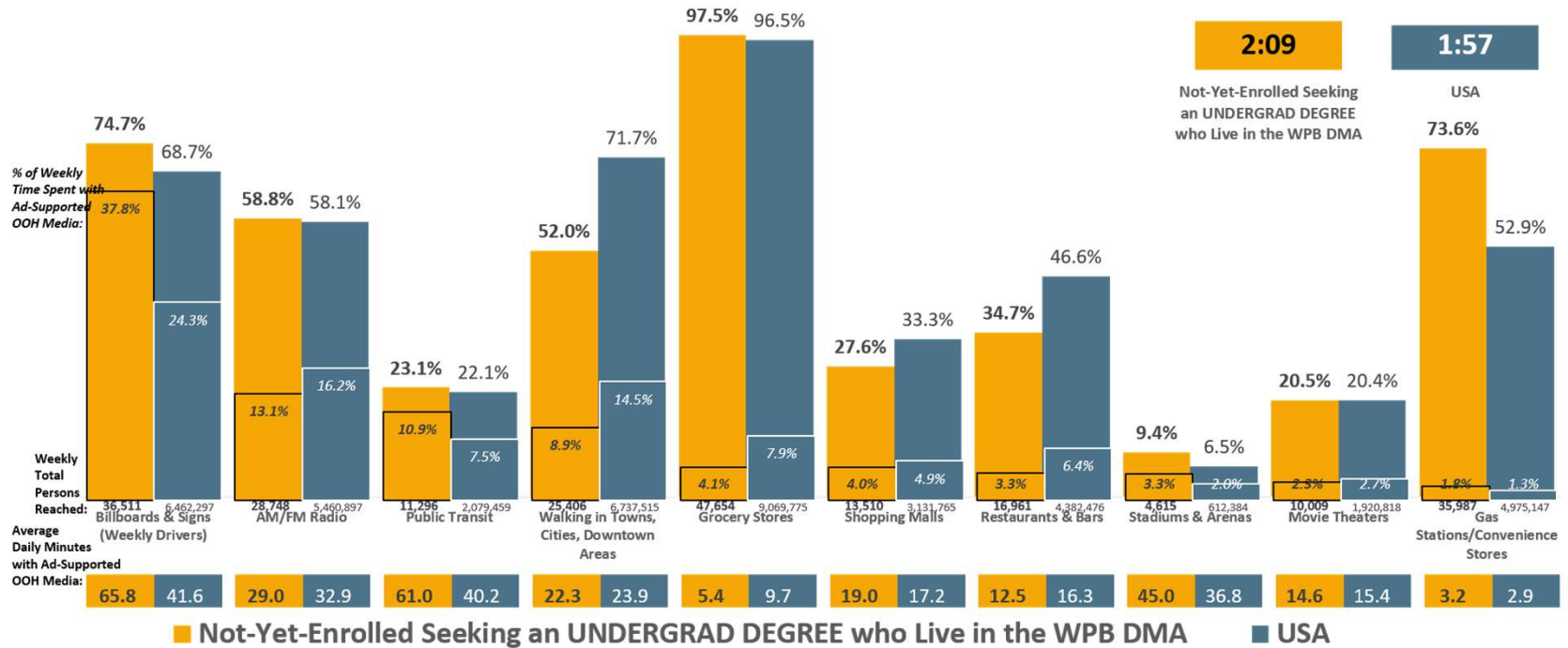


36,511 or 74.7% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA spend an average of 65.8 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

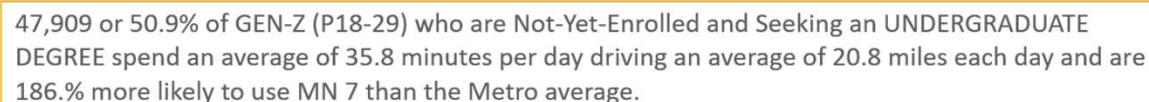
"Share of Ad-Supported OOH Media"



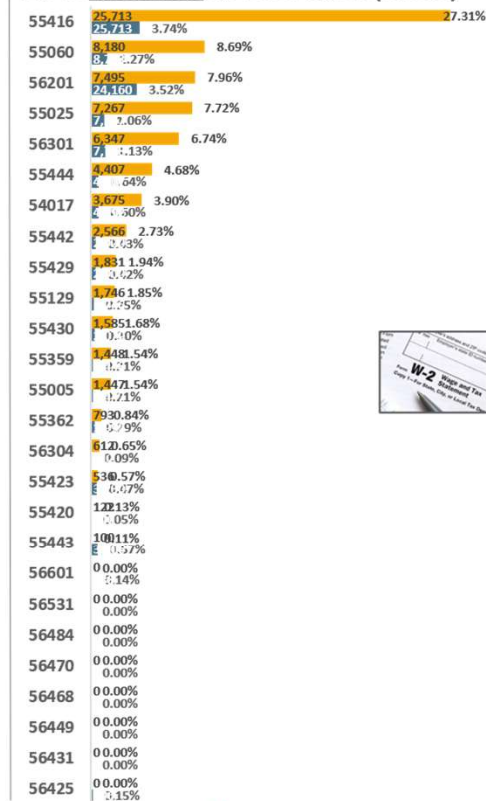
USA DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 52 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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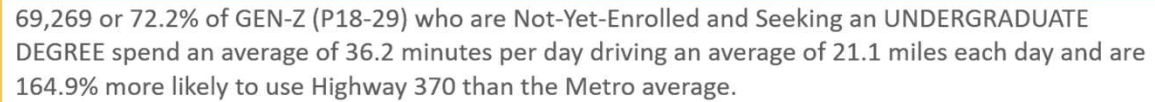
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



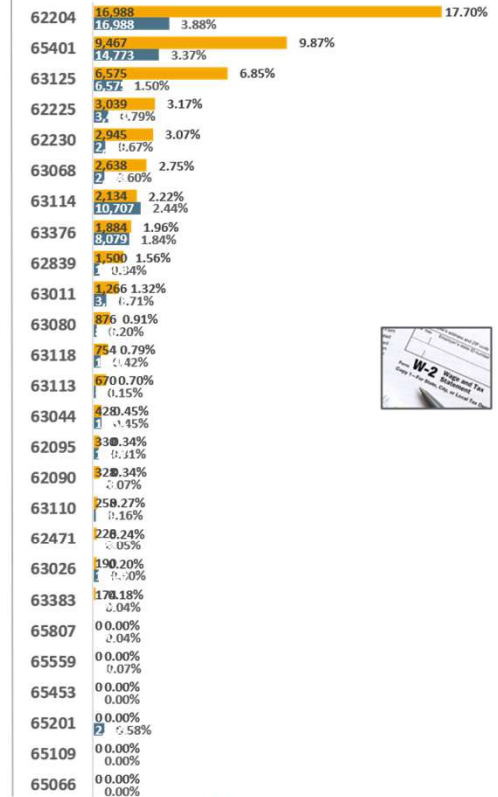
Top-26 Employment Zip Codes: GEN-Z (P18-29)



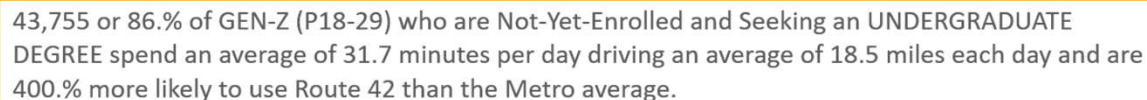
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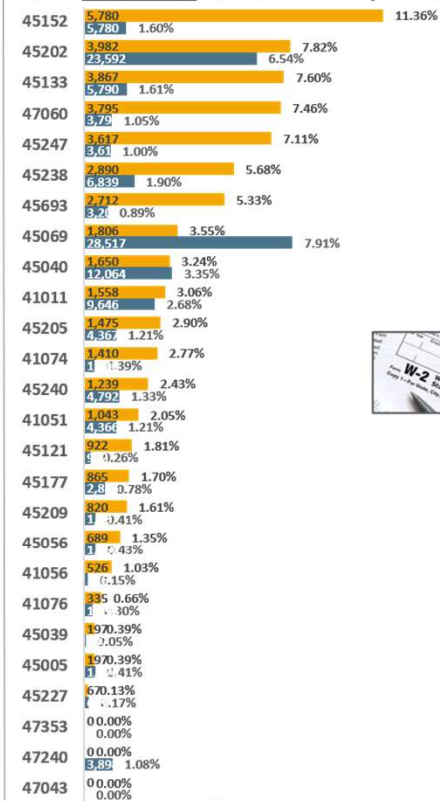
Top-26 Employment Zip Codes: GEN-Z (P18-29)



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



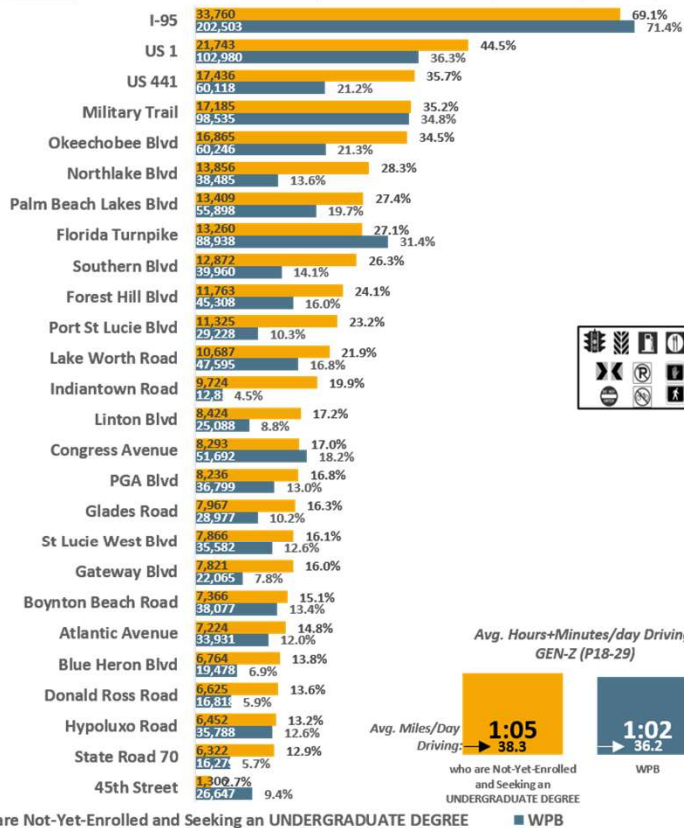
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do not 12 mths: Go back to school (for degree/certification) OR Ways used Internet/ passed 30 days on any device: Lifestyle: Education (research schools, application, financial)) AND Currently enrolled/attending classes at a college/university/ No))



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

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



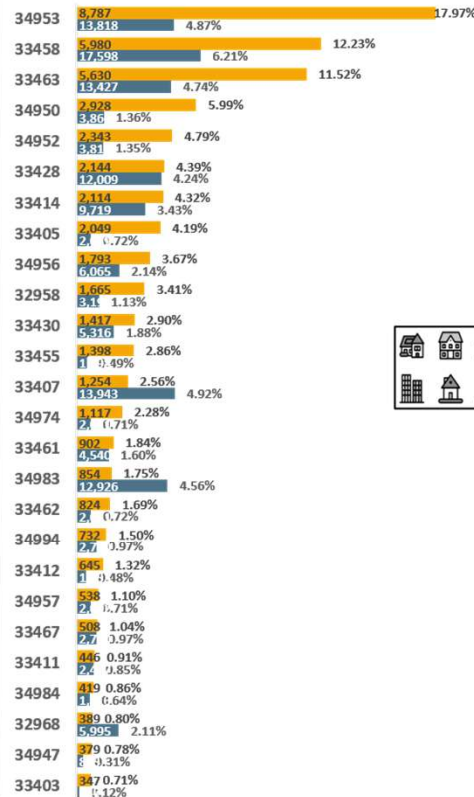
Avg. Hours+Minutes/day Driving:
GEN-Z (P18-29)



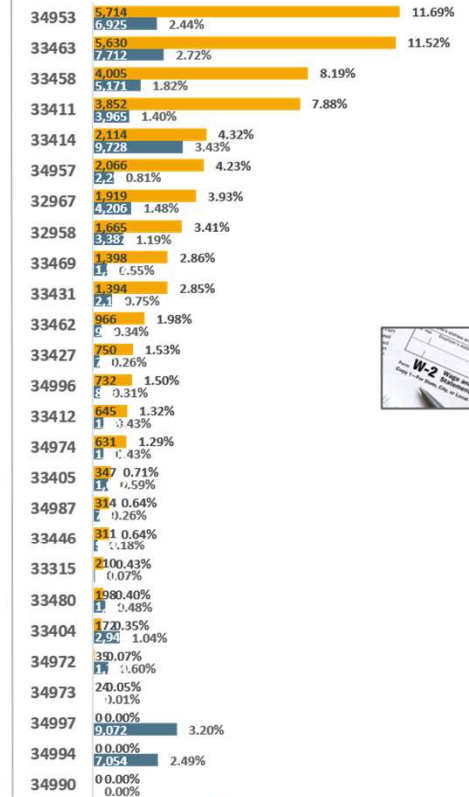
who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

WPB

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

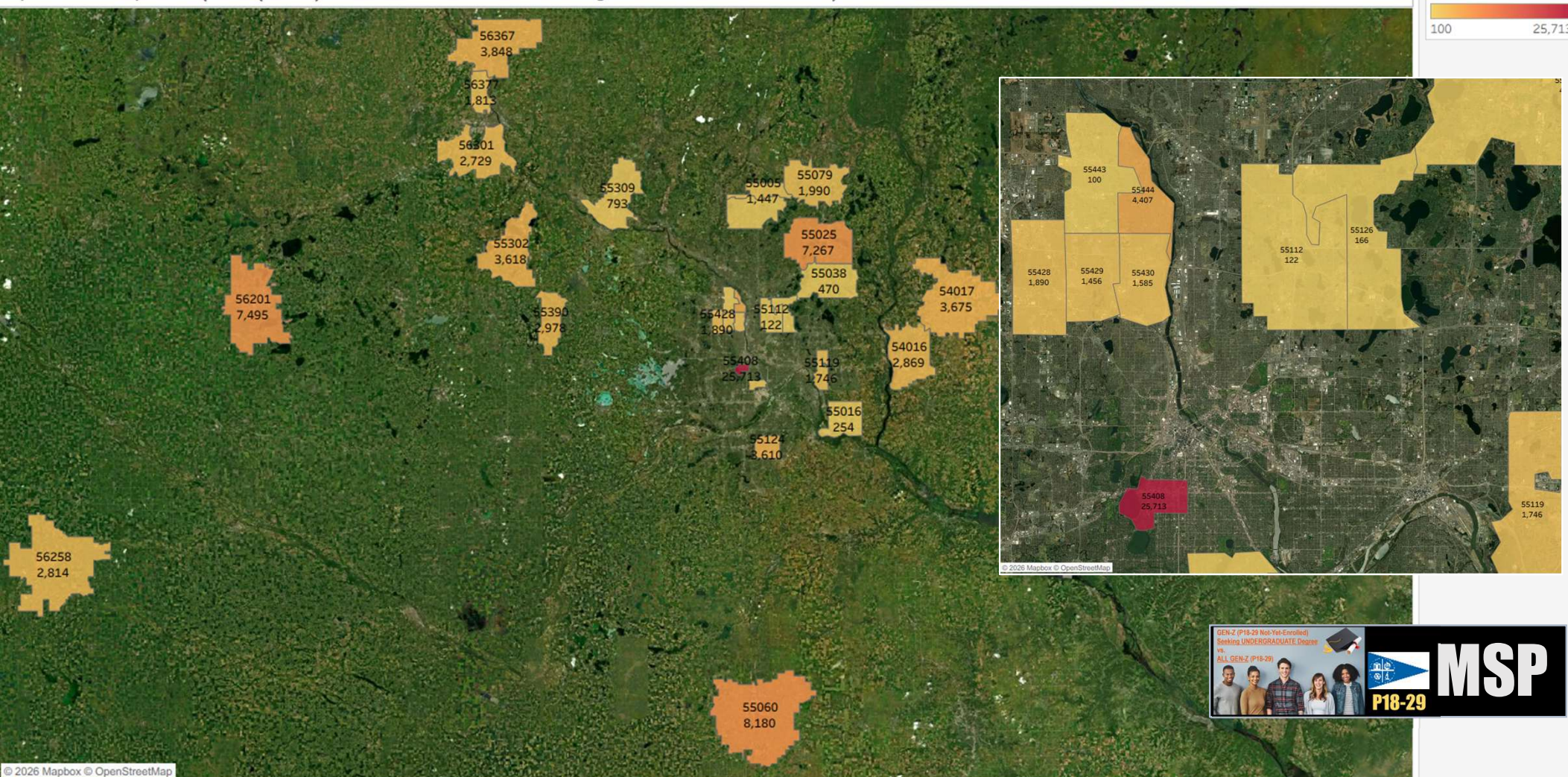


Top-26 Employment Zip Codes: GEN-Z (P18-29)



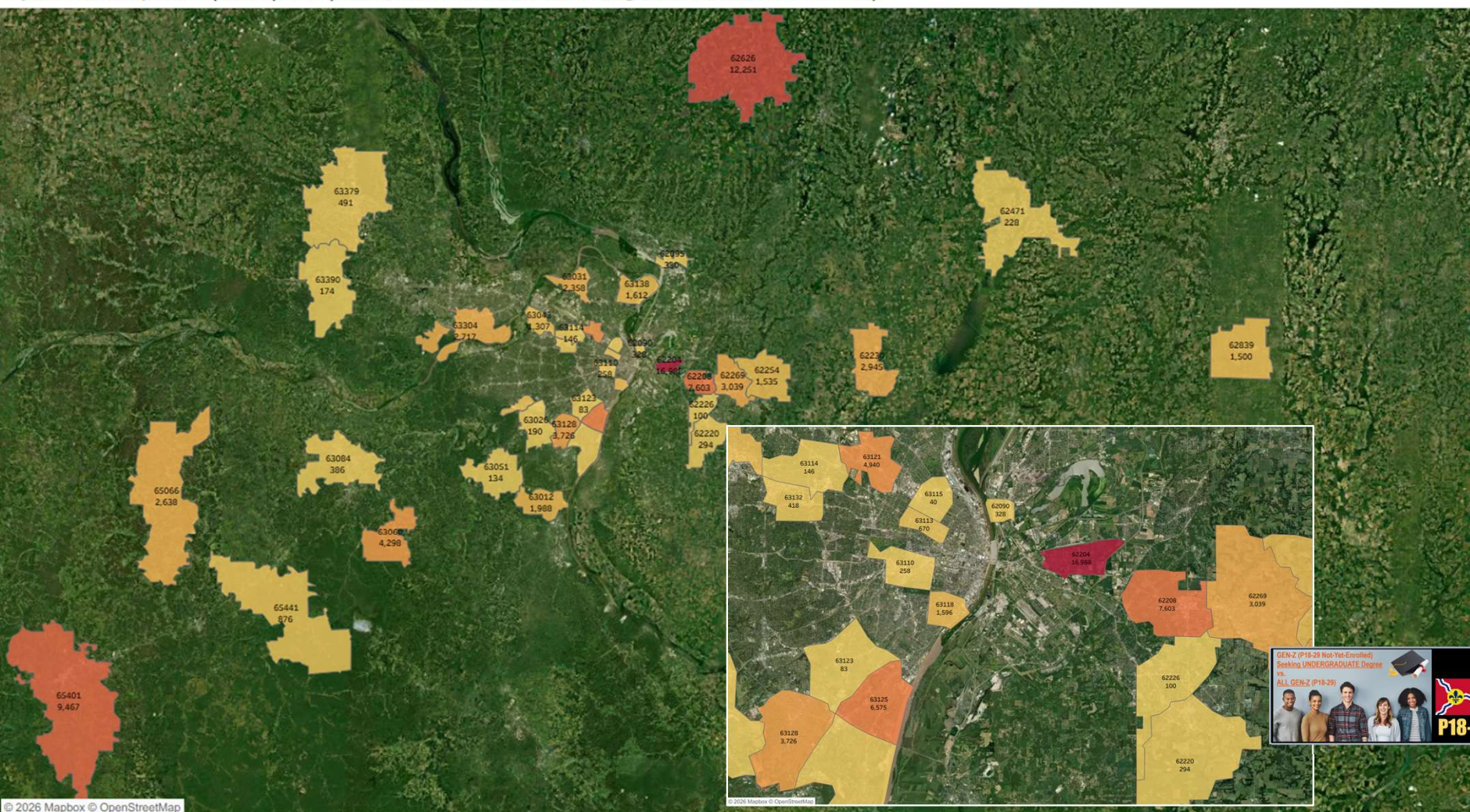
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Top Residential Zip Codes: (GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE)



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



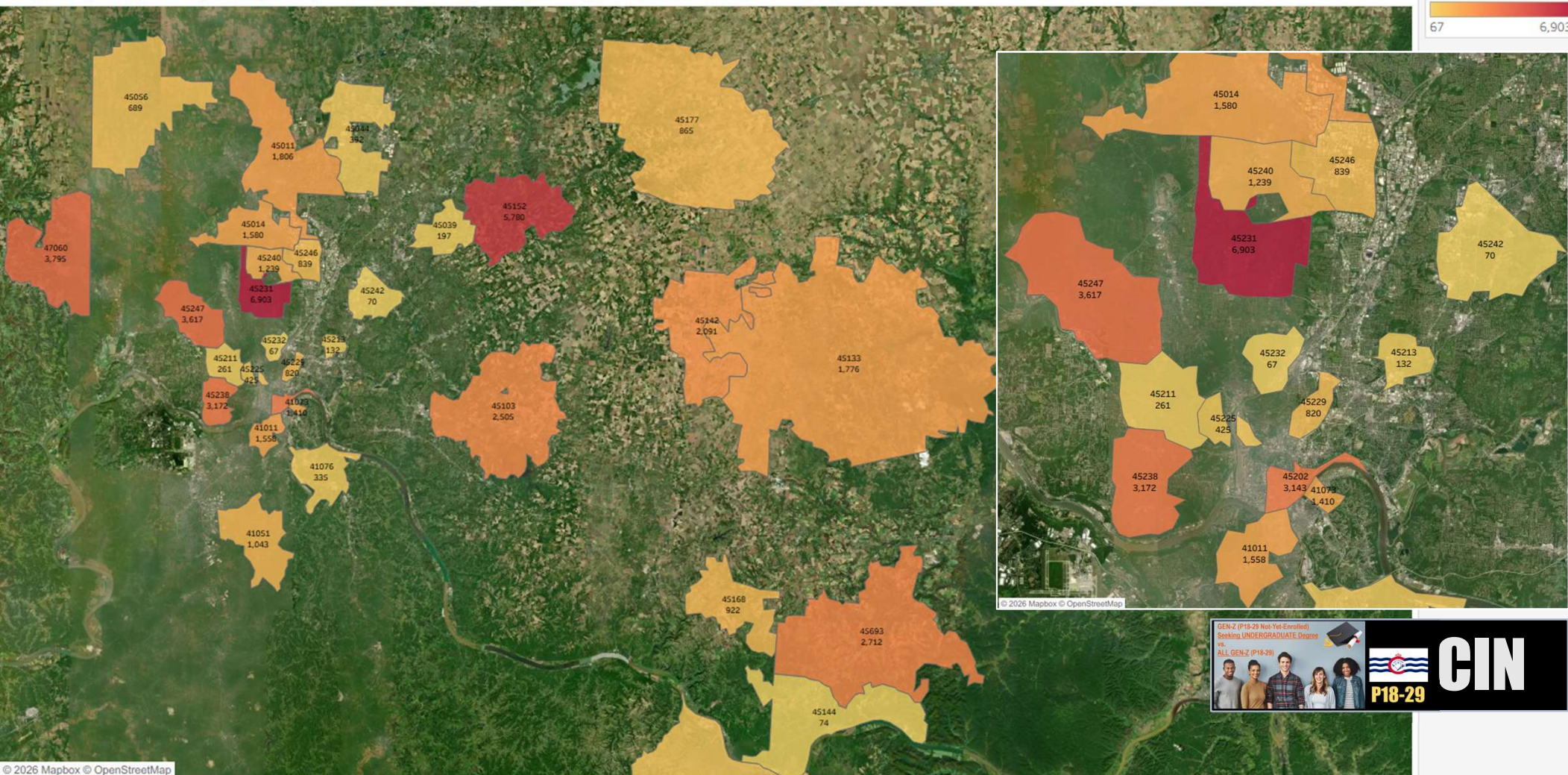
SUM(GEN-Z (P18-29) ...
40 16,988



© 2026 Mapbox © OpenStreetMap

© 2026 Mapbox © OpenStreetMap

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



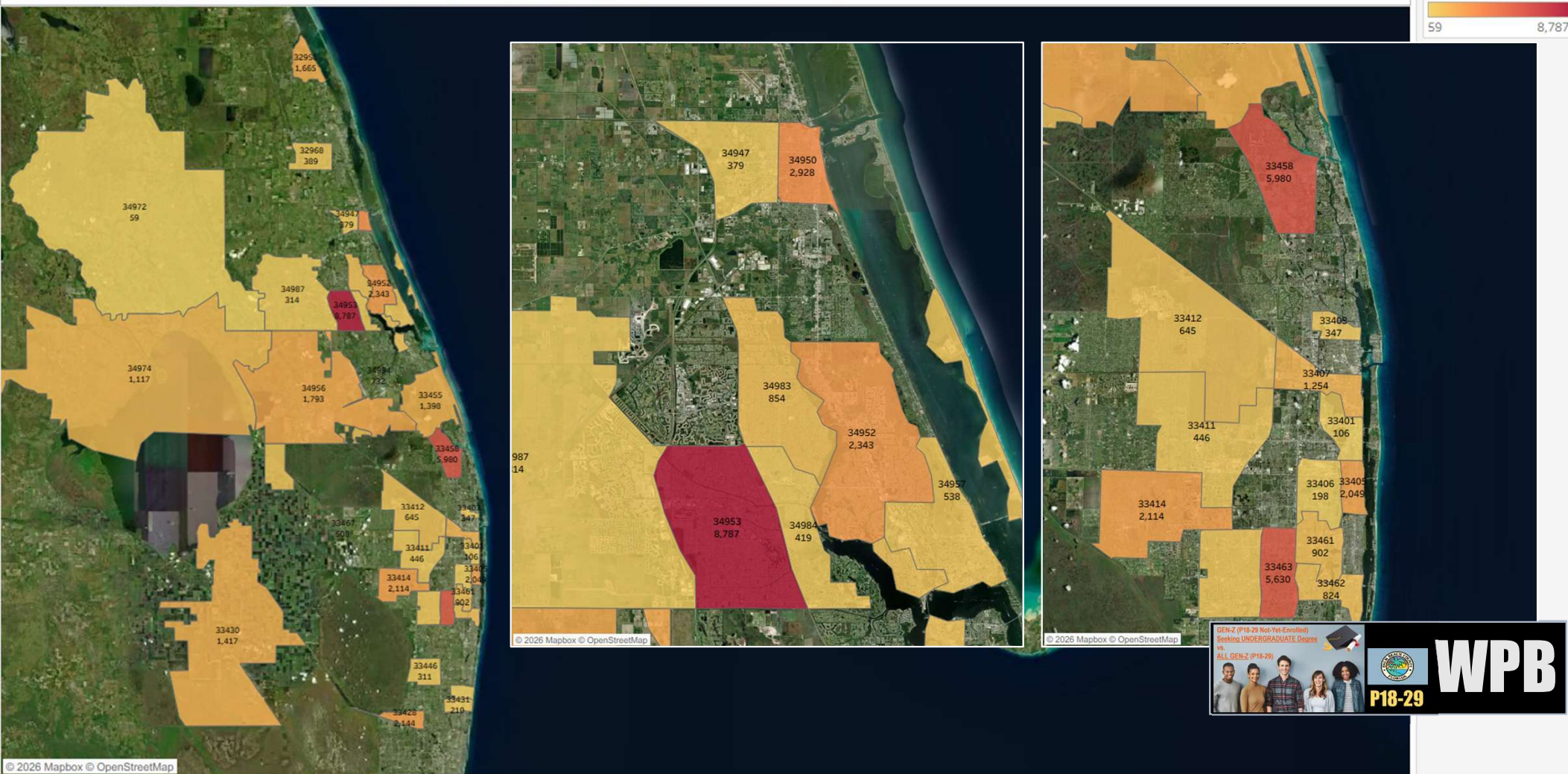
© 2026 Mapbox © OpenStreetMap

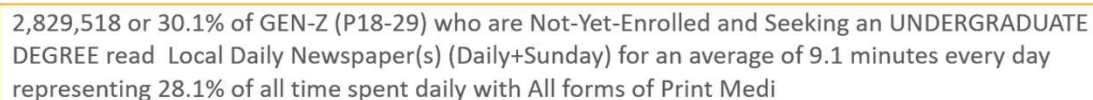
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 37
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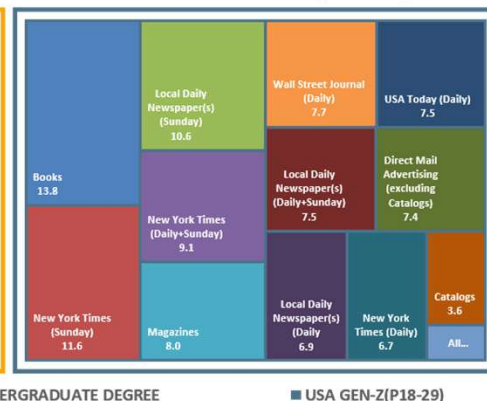
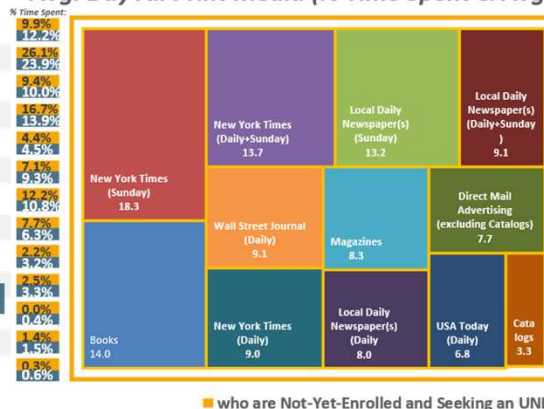
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school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

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

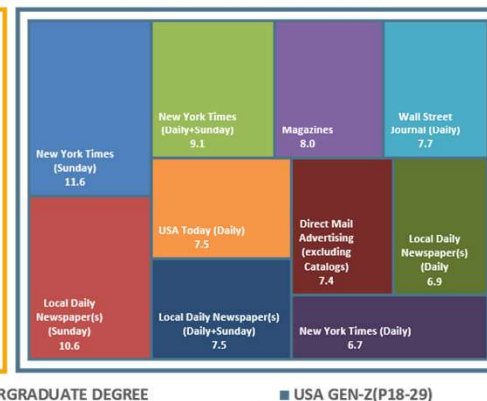
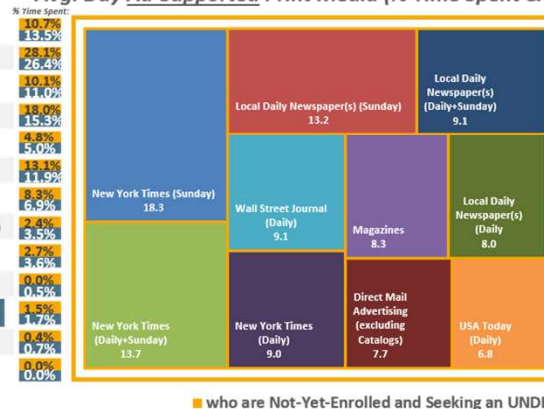




Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



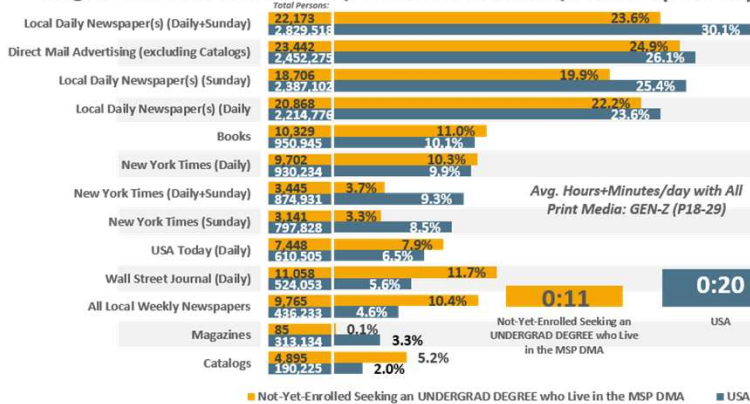
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally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



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

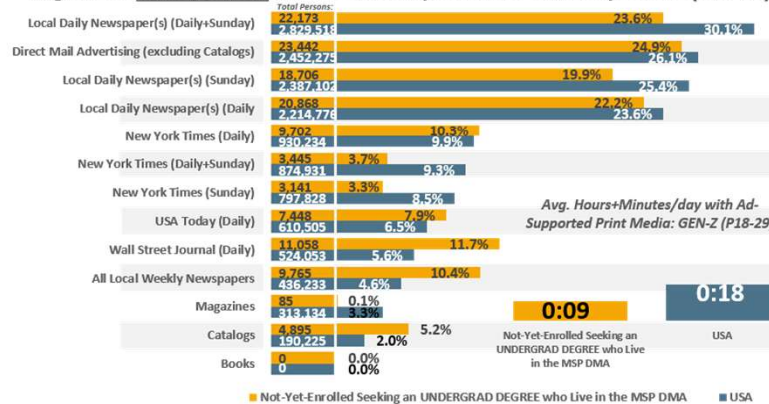
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



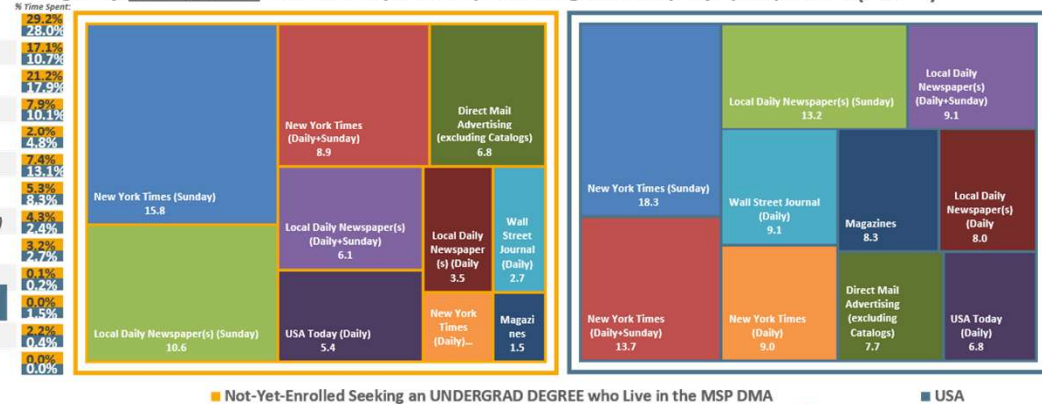
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



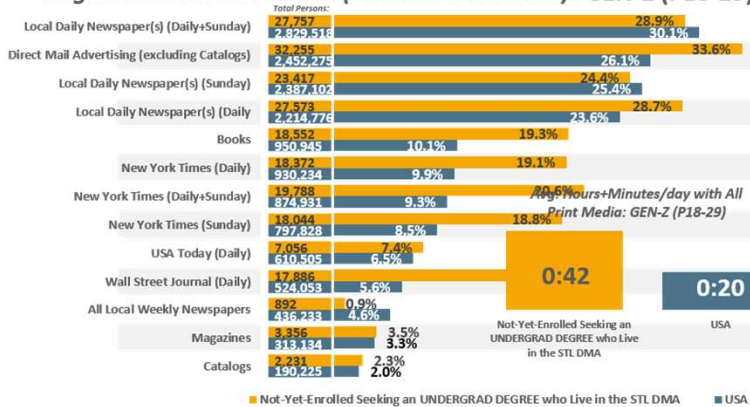
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



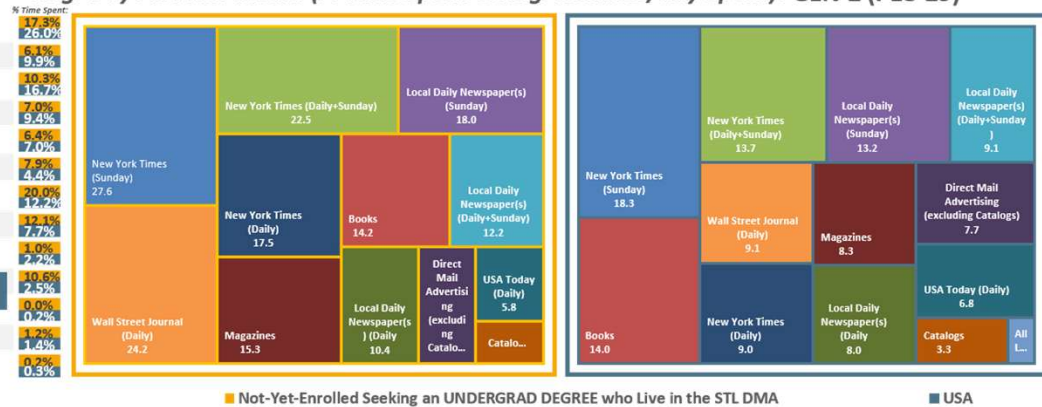


19,788 or 20.6% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the STL DMA read New York Times (Daily+Sunday) for an average of 22.5 minutes every day representing 21.4% of all time spent daily with All forms of Print Media.

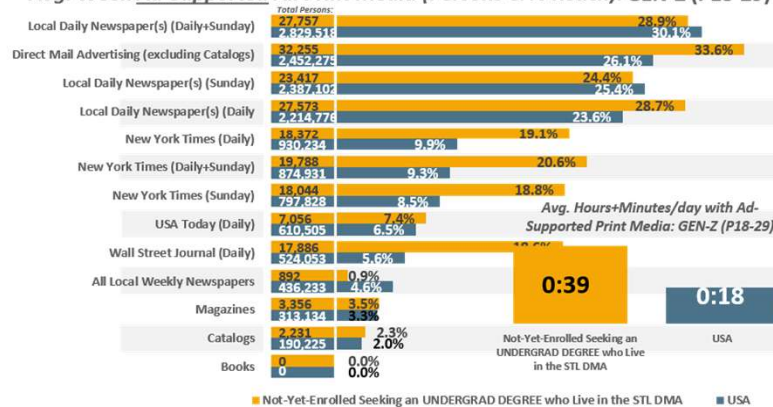
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



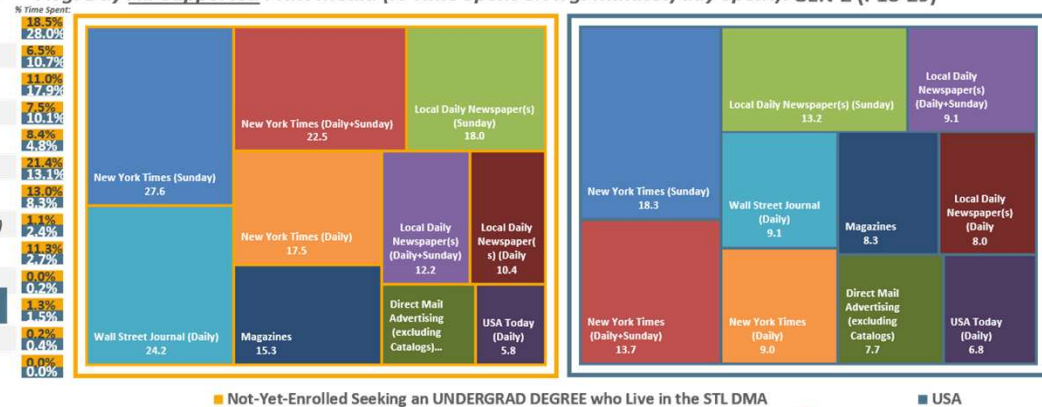
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab
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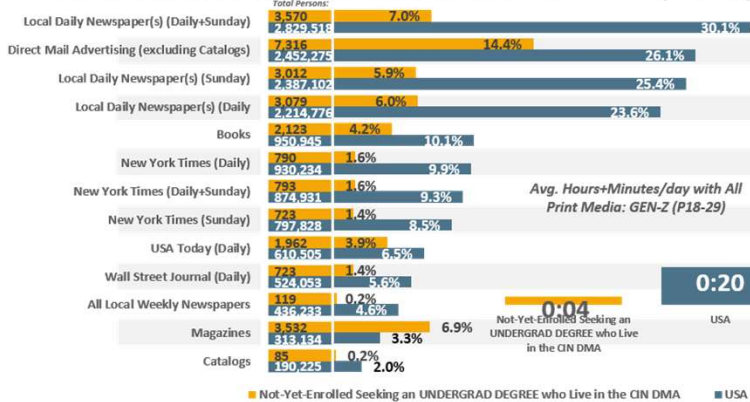
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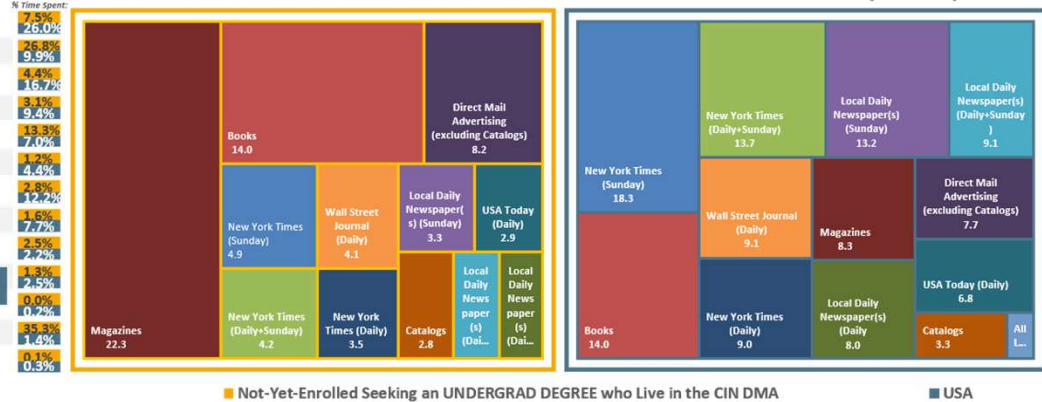


3,532 or 6.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CIN DMA read Magazines for an average of 22.3 minutes every day representing 40.7% of all time spent daily with All forms of Print Media.

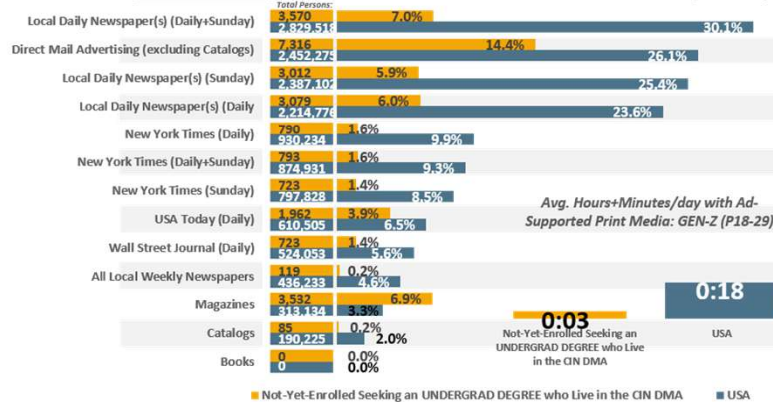
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



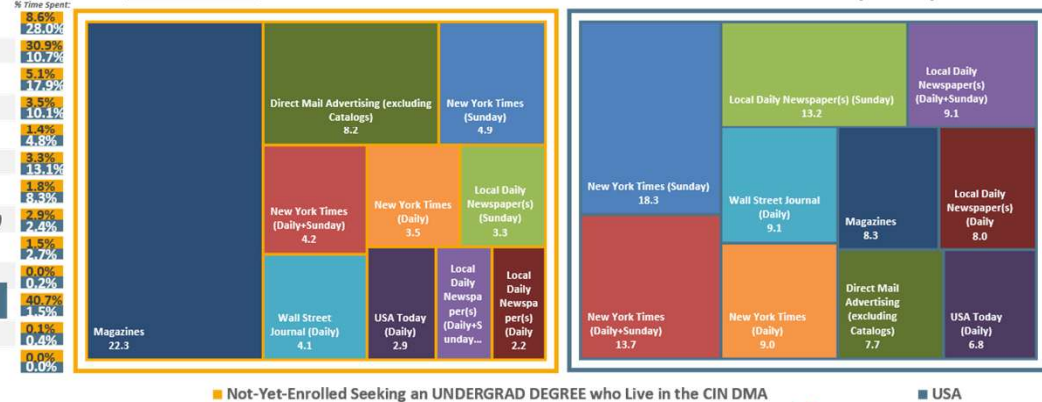
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



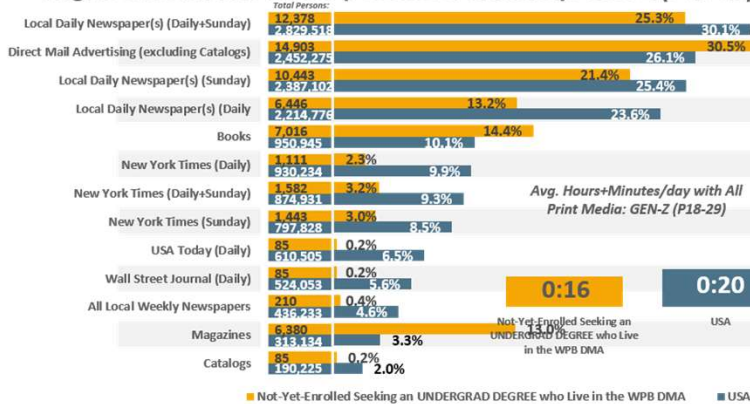
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



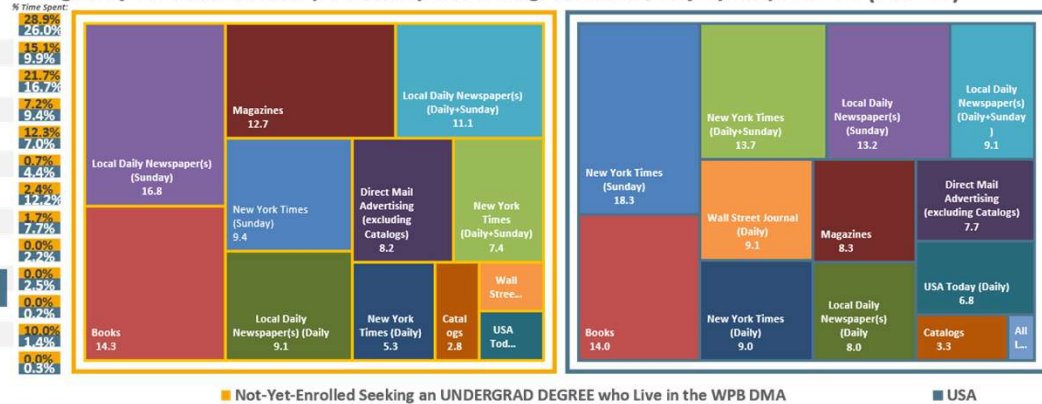


12,378 or 25.3% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WPB DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 11.1 minutes every day representing 32.9% of all time spent daily with All forms of Prin

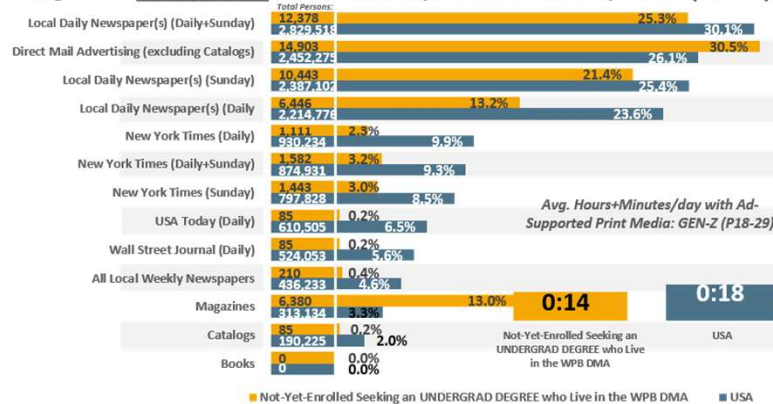
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



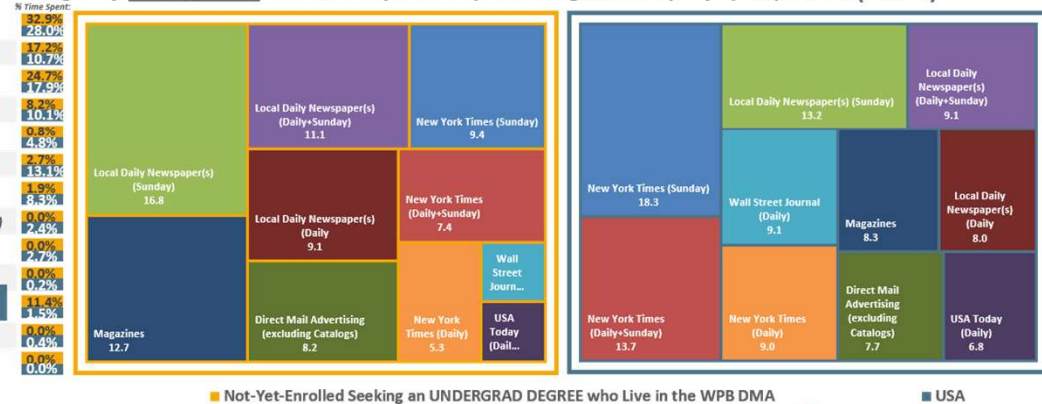
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



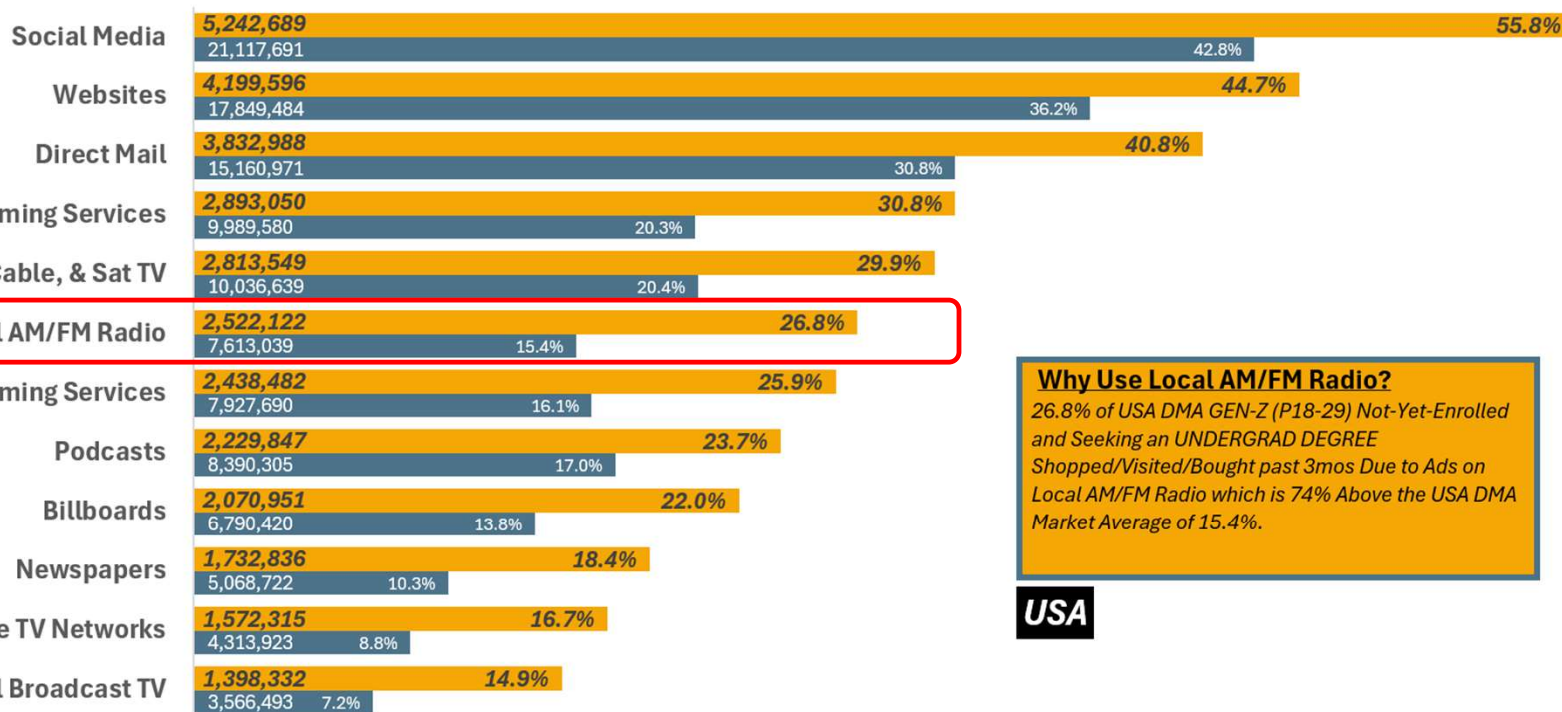
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





"Advertising Actions"

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



Why Use Local AM/FM Radio?

26.8% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 74% Above the USA DMA Market Average of 15.4%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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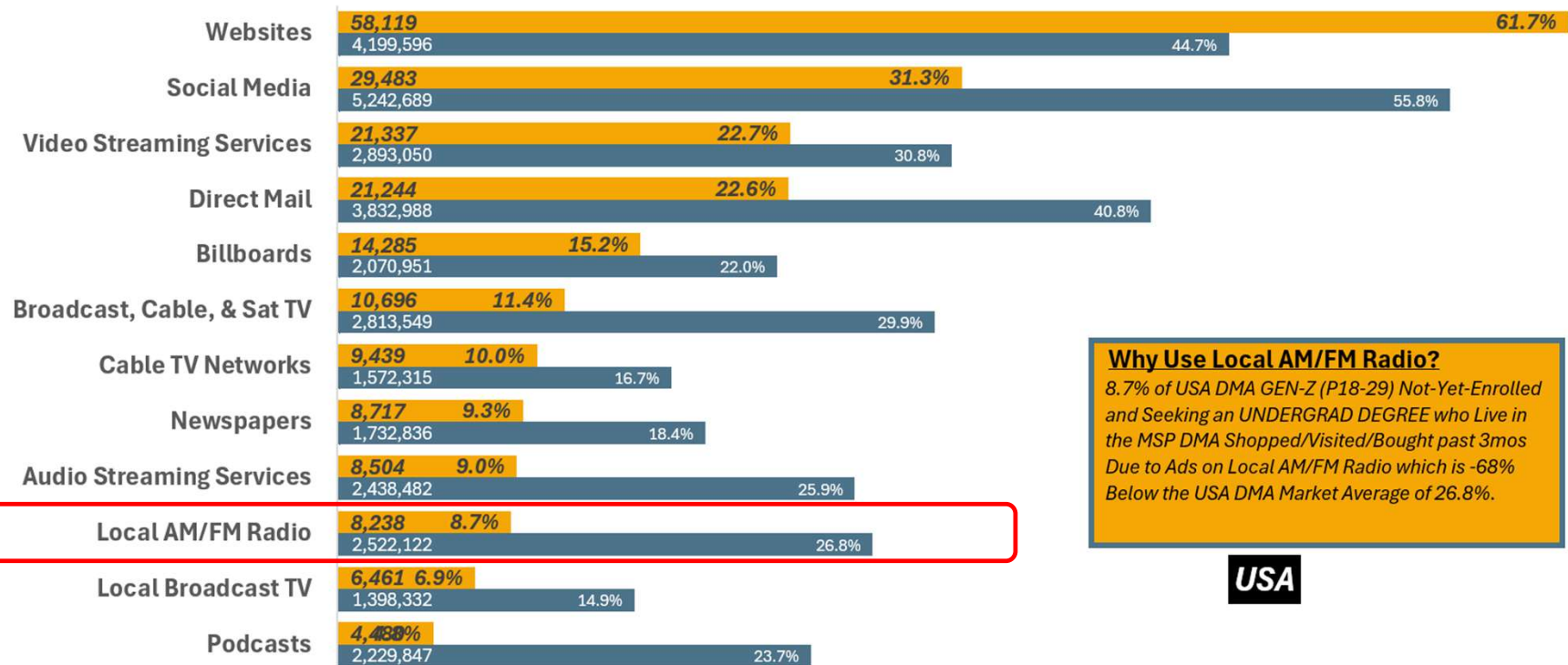
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

8.7% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the MSP DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -68% Below the USA DMA Market Average of 26.8%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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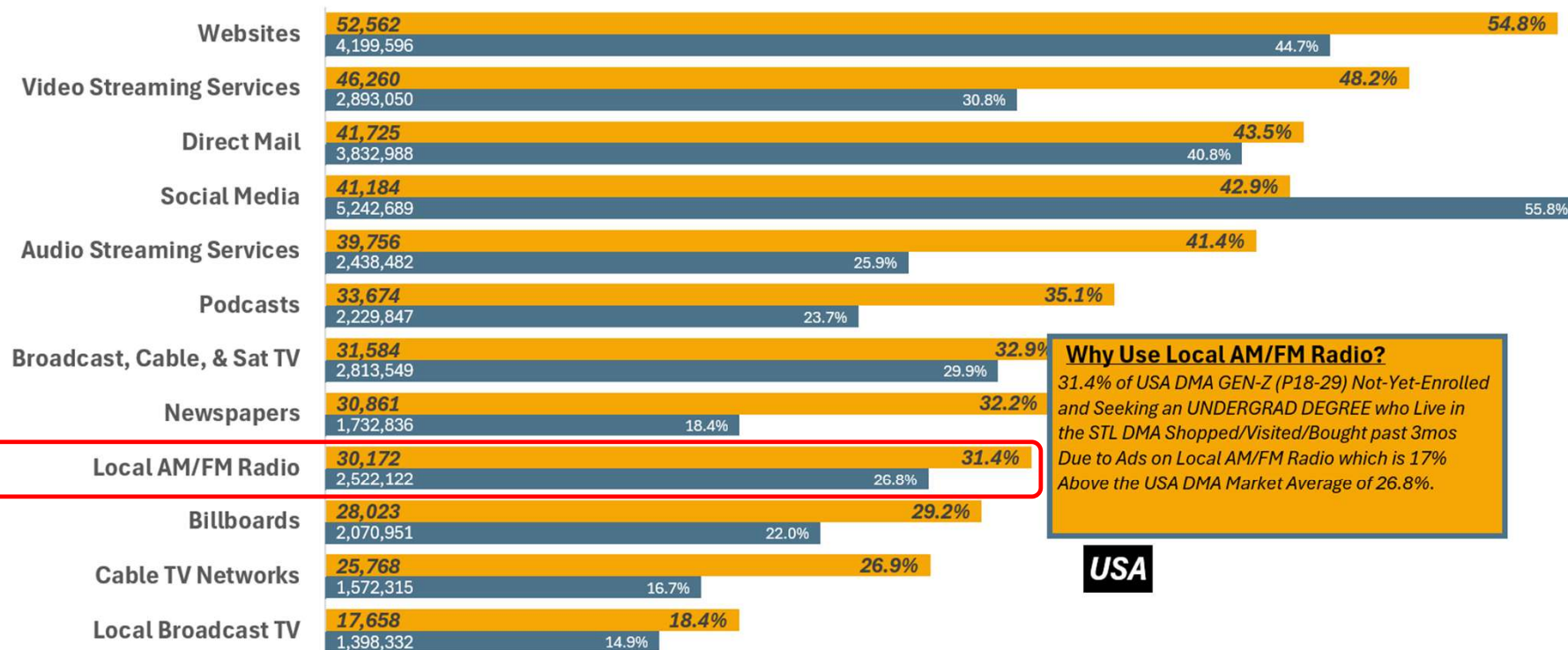
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?
31.4% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the STL DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 17% Above the USA DMA Market Average of 26.8%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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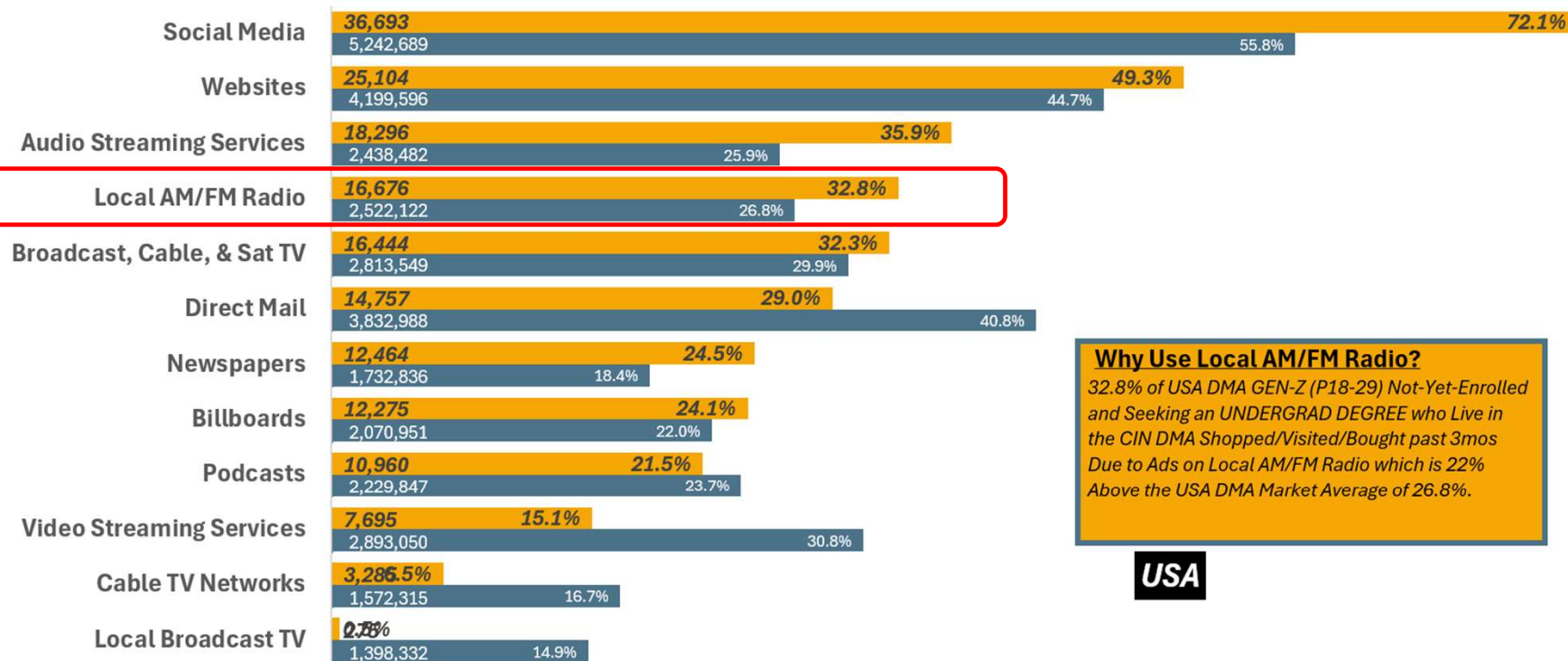
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

32.8% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the CIN DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the USA DMA Market Average of 26.8%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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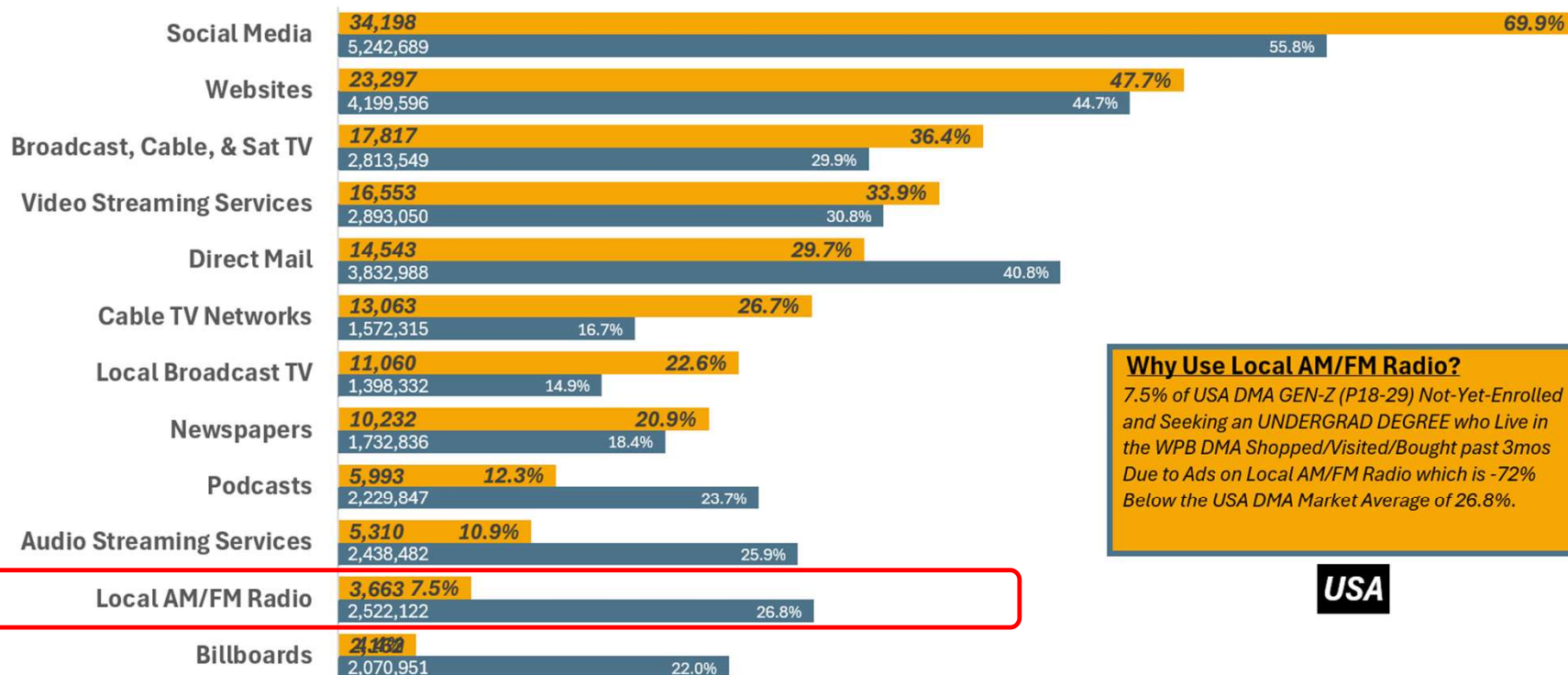
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

7.5% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the WPB DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -72% Below the USA DMA Market Average of 26.8%.

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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