

USA - GENERATION-X (Age 45-59 Adults) vs. GENERATION-X (Age 45-59 Adults) in 4 DMAs! Complete Demographic & Media Use Profiles



MEET GENERATION-X (THE "LATCHKEY KIDS")



P45-59

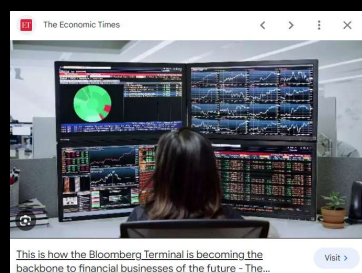
Vanguard BlackRock

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

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



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





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

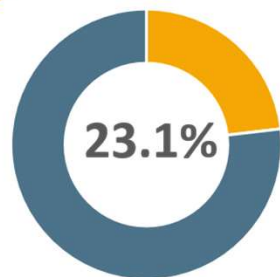


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

63,217,798

209,956,702

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

%M vs. %F:

Average Age:

Persons:

49.0%

49.2%

51.0%

50.8%

52.4

48.8

52.5

48.9

31,003,085

134,358,7...

32,214,713

138,815,7...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

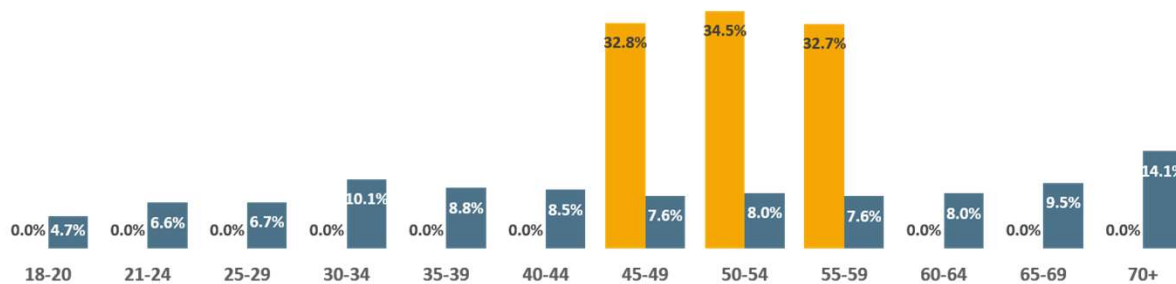
Average Age:

Adults 18 or older

52.5

48.8

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



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

■ USA

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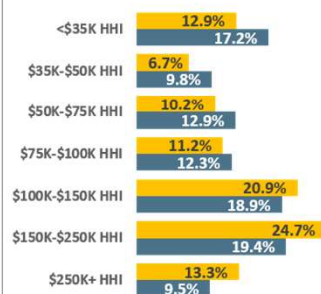
USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338

HHI of Target vs. Market:



Avg HHI:

\$114,759

\$98,335

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



2.9% or 1,804,971 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CHICAGO, IL, DMA.
Typical Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA are 52.7 years old
(.3% older than average) and have a \$129,124 (12.5% higher than average) annual household income.

Percent of Market: Adults 45 - 59



Gender of Target vs. Market: Adults 45 - 59



- GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA
- Remainder of USA GEN-X (P45-59) "LATCHKEY KIDS" DMAs

Total Persons:

1,804,971 61,412,827

%M vs. %F:

Average Age:

Persons:

48.9%

52.7

883,377

49.0%

52.4

31,003,085

51.1%

52.6

921,594

51.0%

52.5

32,214,713

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

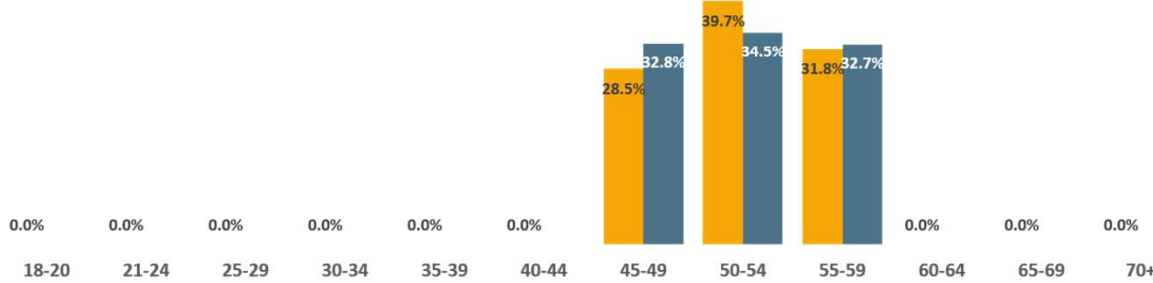
Average Age:

Adults 45 - 59

52.7

52.5

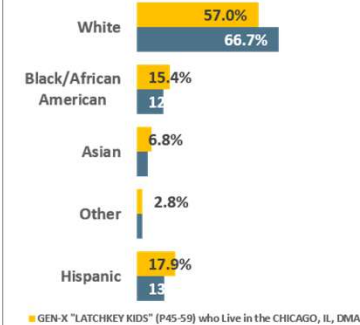
GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA



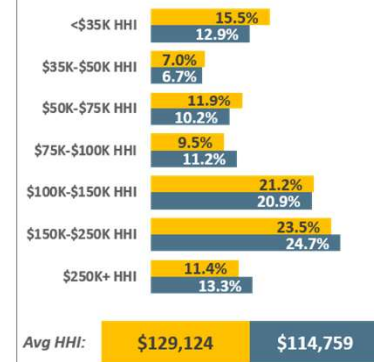
GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$129,124 \$114,759

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

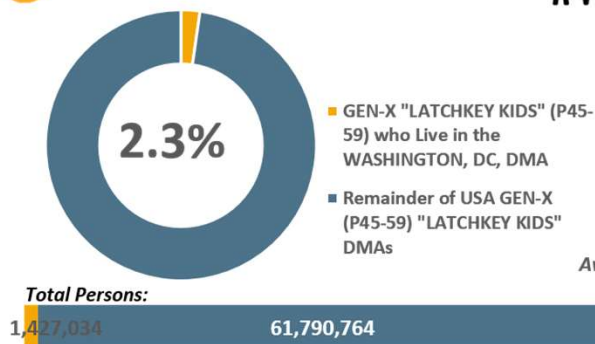


2.3% or 1,427,034 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WASHINGTON, DC, DMA.
Typical Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA are 52.5 years old (.% younger than average) and have a \$158,700 (38.3% higher than average) annual household...

Percent of Market: Adults 45 - 59

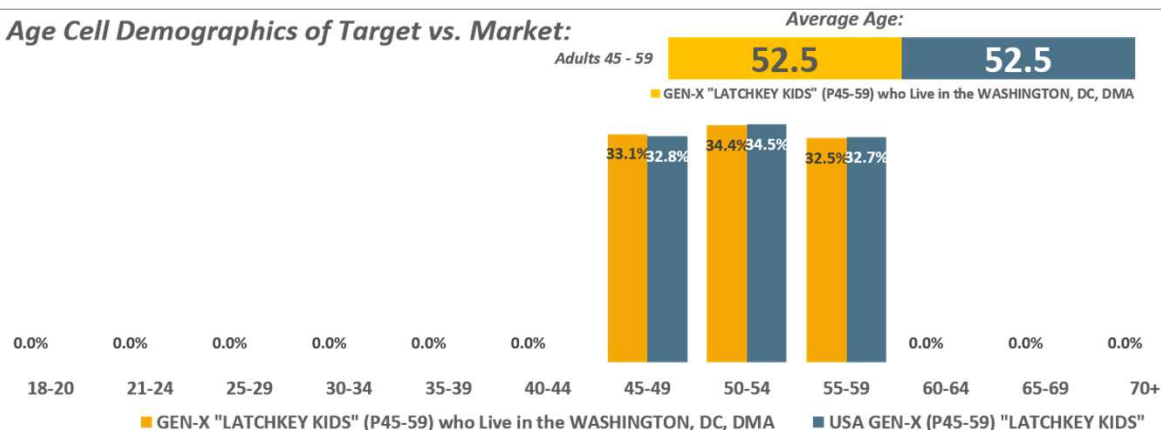


Gender of Target vs. Market: Adults 45 - 59

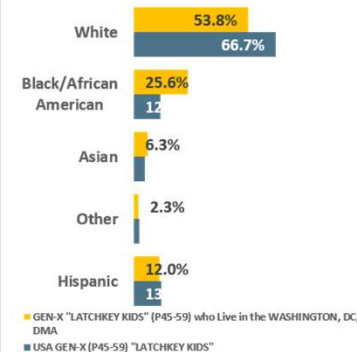


%M vs. %F:		Average Age:		# Persons:	
47.5%	49.0%	52.1	52.4	677,614	31,003,085
				Men	Men
52.5%	51.0%	52.9	52.5	749,420	32,214,713
				Women	Women

Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 1,481
USA Projection USA Qual Intab 6,049

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



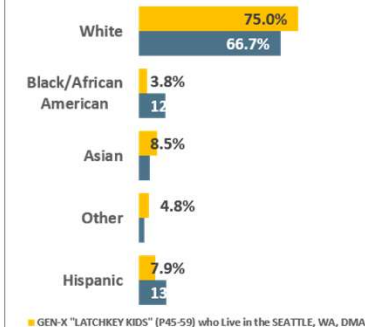
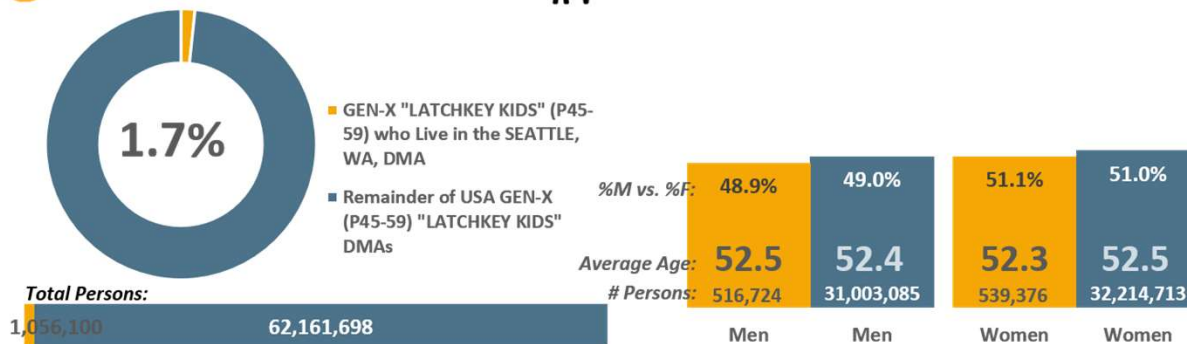
1.7% or 1,056,100 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the SEATTLE, WA, DMA.
 Typical Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA are 52.4 years old (.2% younger than average) and have a \$144,471 (25.9% higher than average) annual household income.

Percent of Market: Adults 45 - 59



Gender of Target vs. Market: Adults 45 - 59

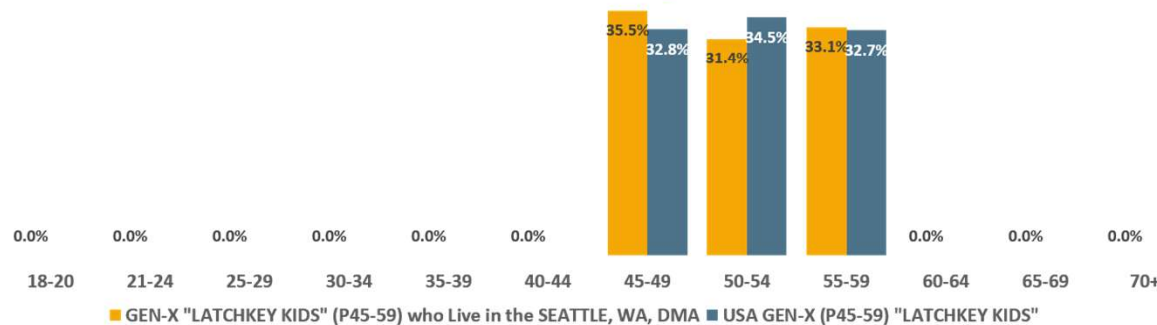
Ethnicity of Target vs. Market:



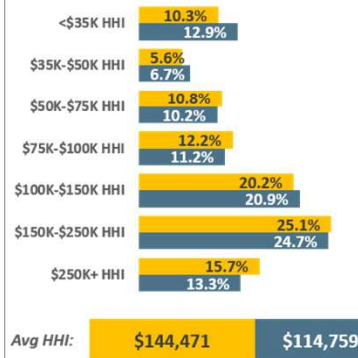
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 45 - 59



HHI of Target vs. Market:





1.7% or 1,061,480 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the PHOENIX, AZ, DMA.
Typical Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA are 52.3 years old (.4% younger than average) and have a \$127,543 (11.1% higher than average) annual household income.

Percent of Market: Adults 45 - 59



Gender of Target vs. Market: Adults 45 - 59



- GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA
- Remainder of USA GEN-X (P45-59) "LATCHKEY KIDS" DMAs

Total Persons:

1,061,480 62,156,318

%M vs. %F:

Average Age:

Persons:

50.2%	49.0%	49.8%	51.0%
52.3	52.4	52.2	52.5
532,685	31,003,085	528,795	32,214,713
Men	Men	Women	Women

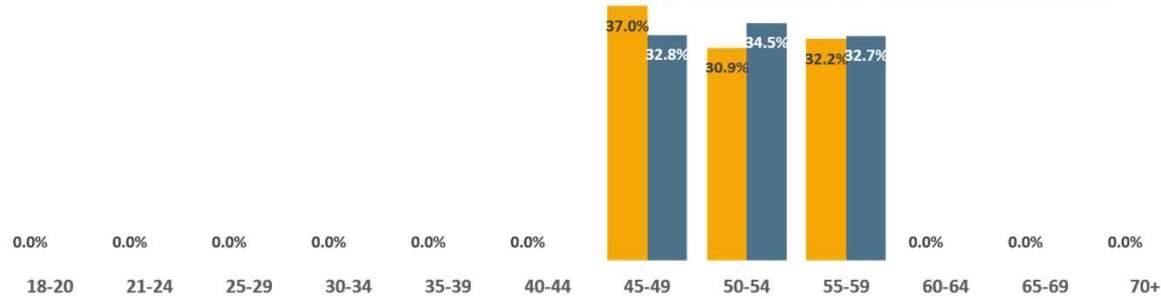
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA

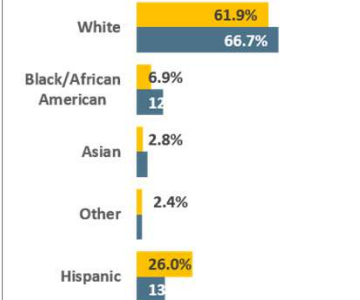


GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26
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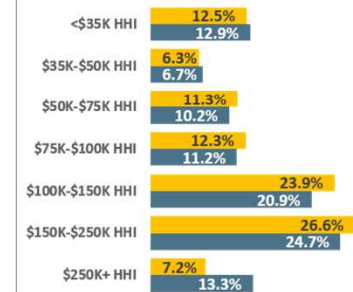
Qual Intab 603 USA Projection USA Qual Intab 6,049

Ethnicity of Target vs. Market:



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"

HHI of Target vs. Market:



Avg HHI: \$127,543 \$114,759

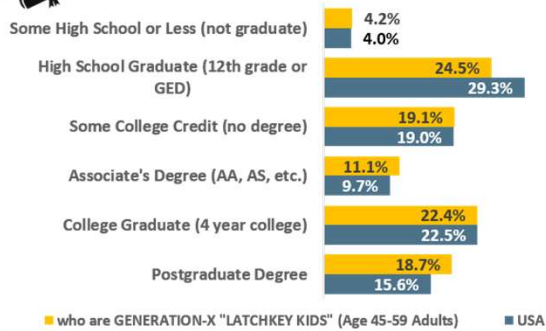
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



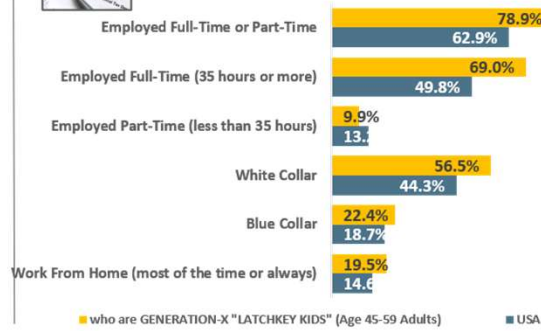
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 8.% more likely to be a college graduate, 38.7% more likely to work full-time, 24.9% more likely to be married, 23.6% more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



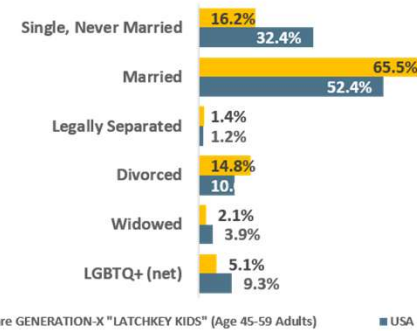
Education Levels: Adults 18 or older



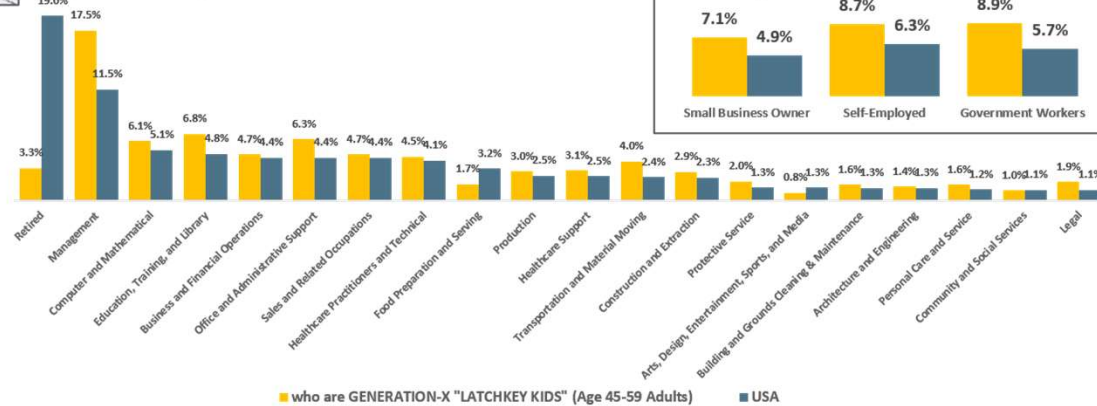
Employment: Adults 18 or older



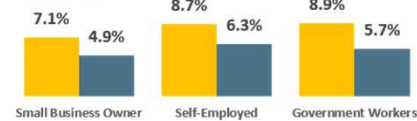
Marital Status: Adults 18 or older



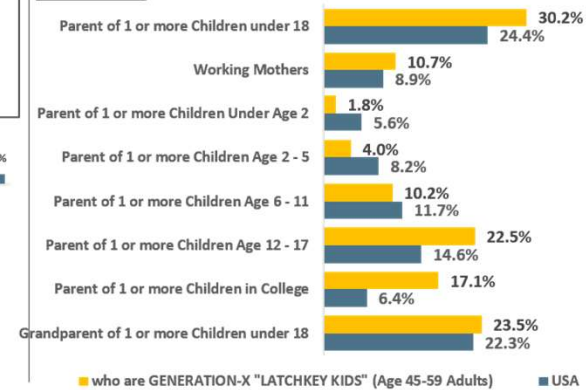
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

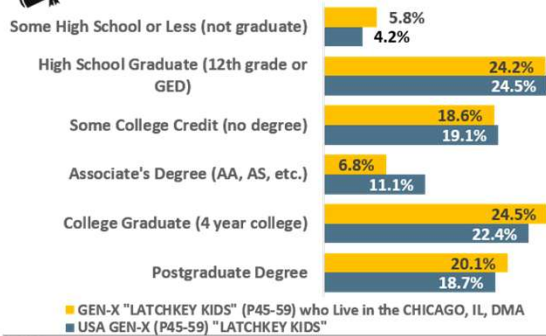




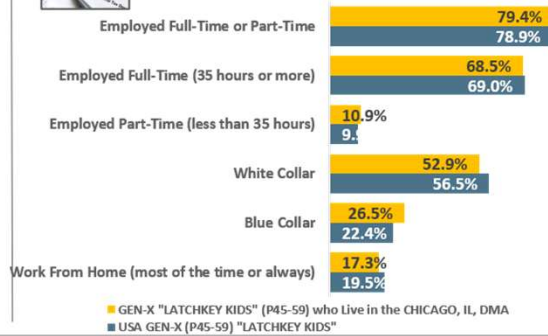
2.9% or 1,804,971 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CHICAGO, IL, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA are 8.4% more likely to be a college graduate, .8% less likely to work full-time, 4.4% less likely to be married, 4.8% more likely to be a parent of 1 or more children under 18



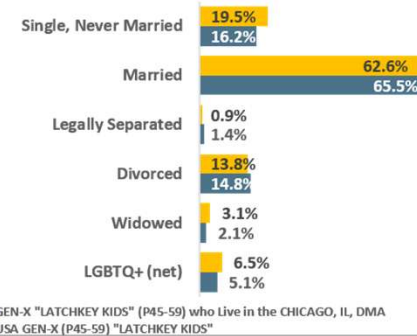
Education Levels: Adults 45 - 59



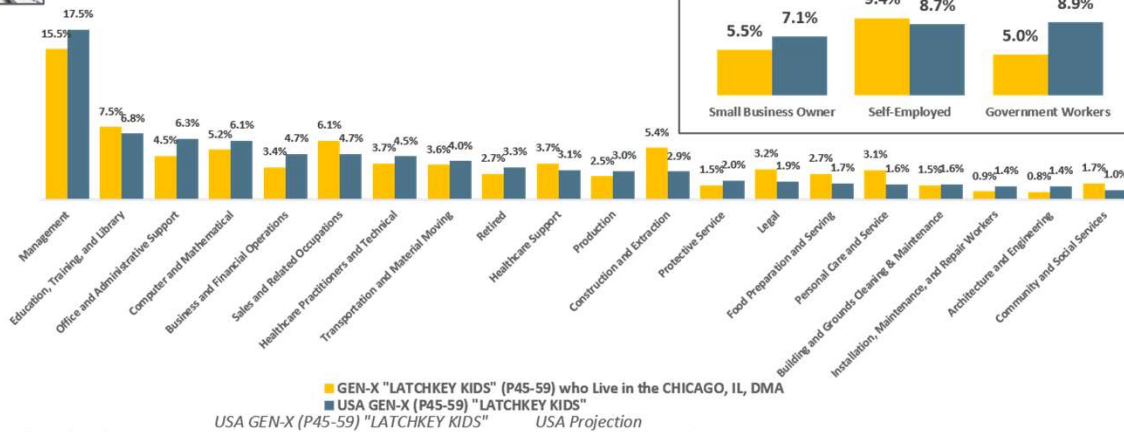
Employment: Adults 45 - 59



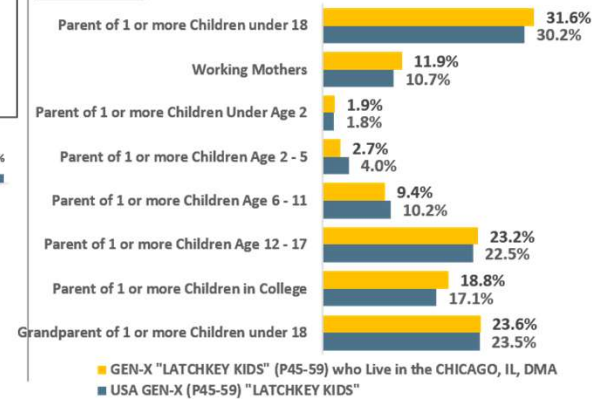
Marital Status: Adults 45 - 59



Top-20 Occupations: Adults 45 - 59



Stage in Life: Adults 45 - 59



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USA Projection USA Qual Intab 6,049

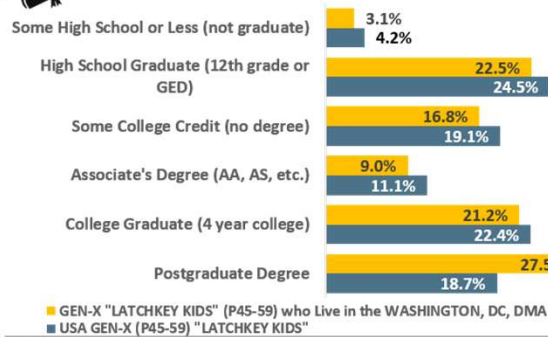
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



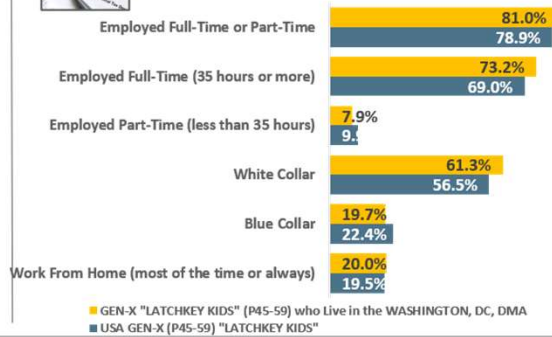
2.3% or 1,427,034 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WASHINGTON, DC, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA are 18.3% more likely to be a college graduate, 6.% more likely to work full-time, 4.5% more likely to be married, .9% more likely to be a parent of 1 or more children under



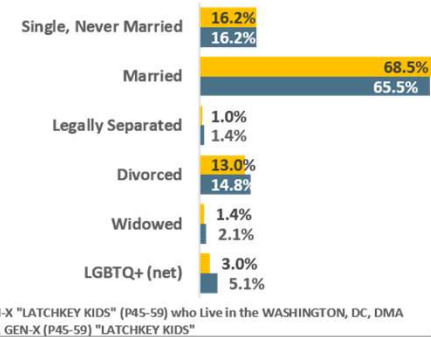
Education Levels: Adults 45 - 59



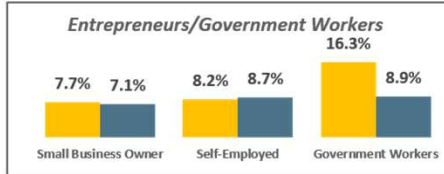
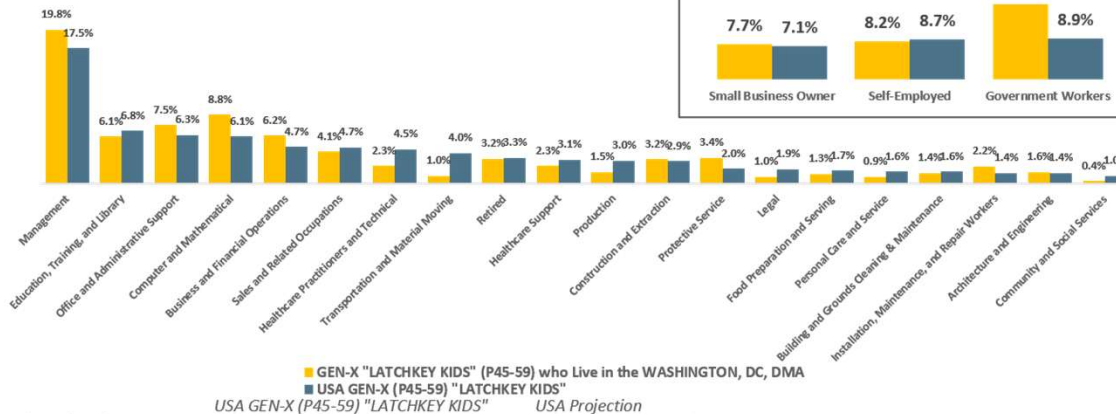
Employment: Adults 45 - 59



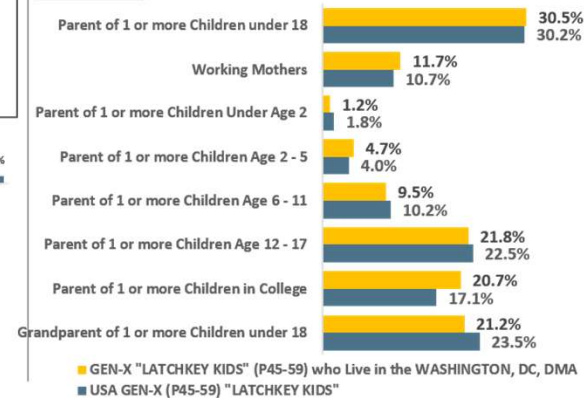
Marital Status: Adults 45 - 59



Top-20 Occupations: Adults 45 - 59



Stage in Life: Adults 45 - 59



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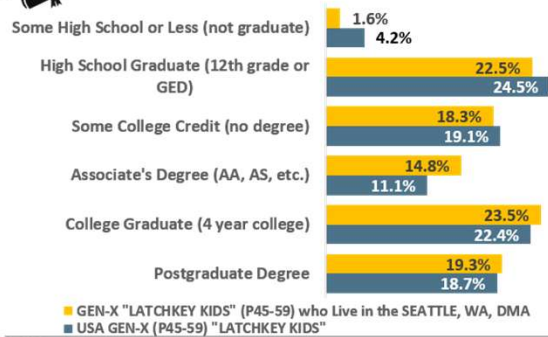
USA Projection USA Qual Intab 6,049

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

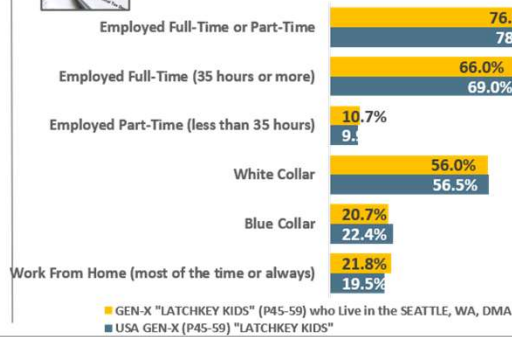


1.7% or 1,056,100 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the SEATTLE, WA, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA are 4.% more likely to be a college graduate, 4.4% less likely to work full-time, 1.6% more likely to be married, 3.5% more likely to be a parent of 1 or more children under 18

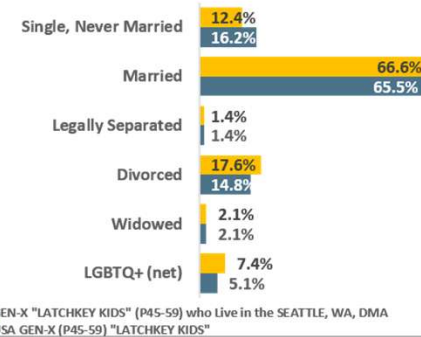
Education Levels: Adults 45 - 59



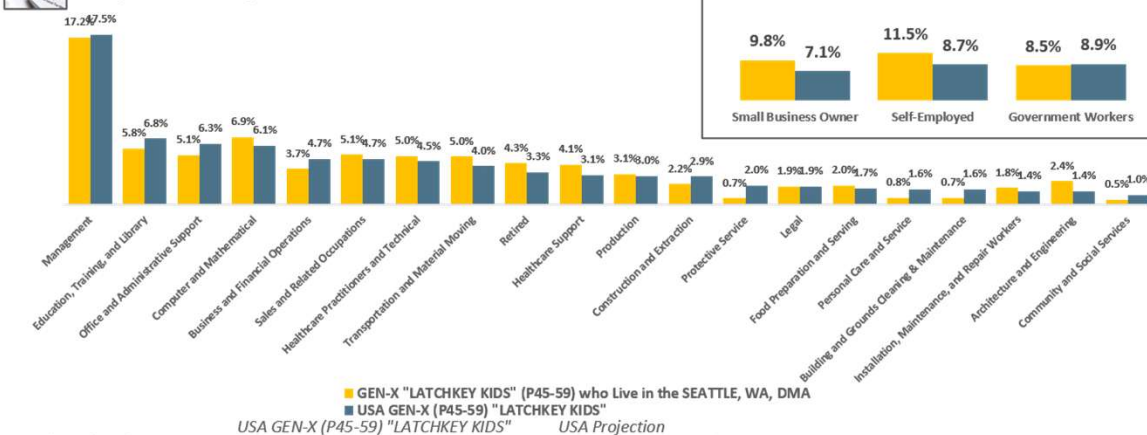
Employment: Adults 45 - 59



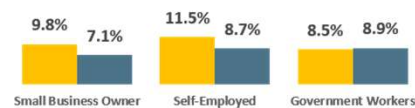
Marital Status: Adults 45 - 59



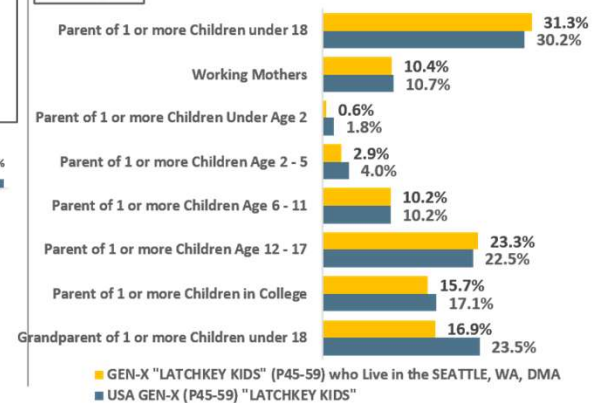
Top-20 Occupations: Adults 45 - 59



Entrepreneurs/Government Workers



Stage in Life: Adults 45 - 59

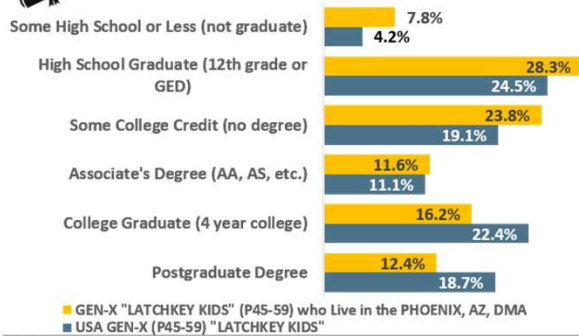




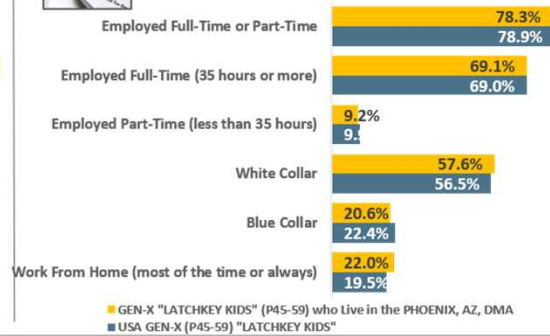
1.7% or 1,061,480 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the PHOENIX, AZ, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA are 30.6% less likely to be a college graduate, .1% more likely to work full-time, 5.3% more likely to be married, .3% less likely to be a parent of 1 or more children under 18



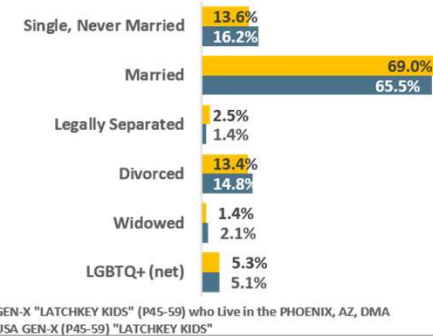
Education Levels: Adults 45 - 59



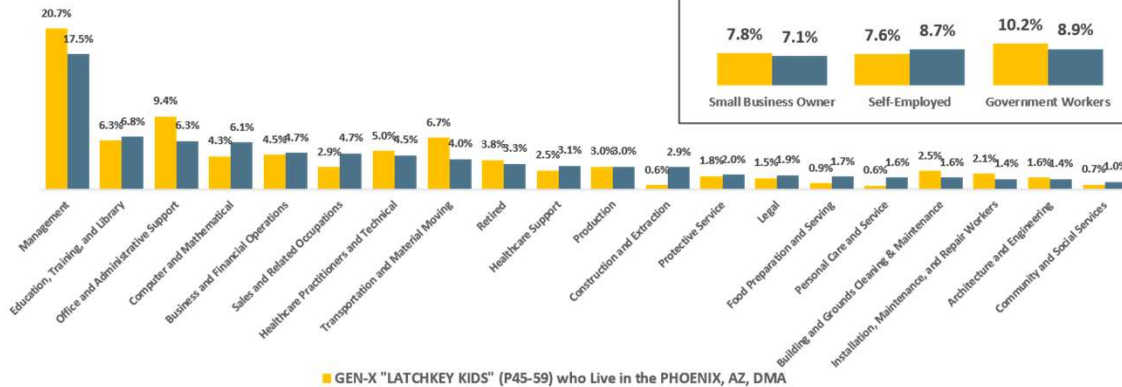
Employment: Adults 45 - 59



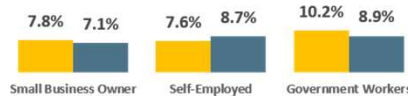
Marital Status: Adults 45 - 59



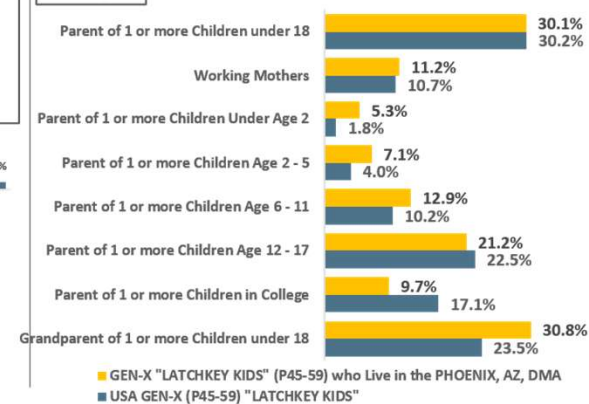
Top-20 Occupations: Adults 45 - 59



Entrepreneurs/Government Workers



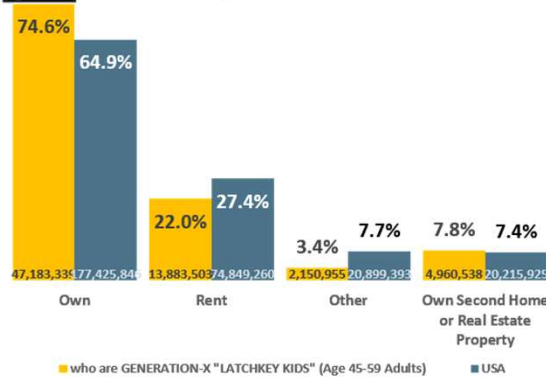
Stage in Life: Adults 45 - 59



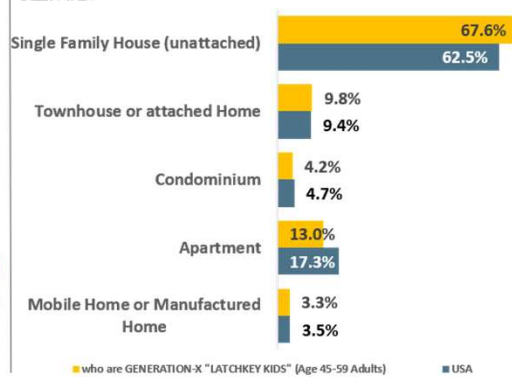


23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 14.9% more likely to own their home, 24.3% more likely to own a higher valued home, 8.3% more likely to have a single-family home, 16.2% more likely to have a dog.

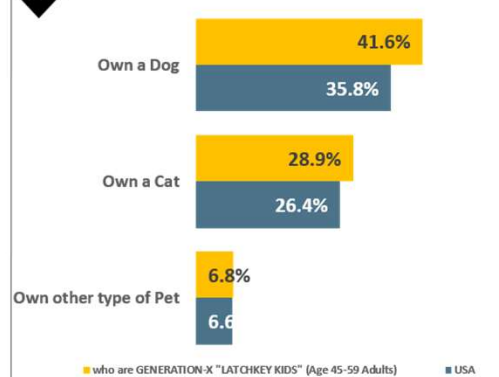
Own/Rent/Other: Adults 18 or older



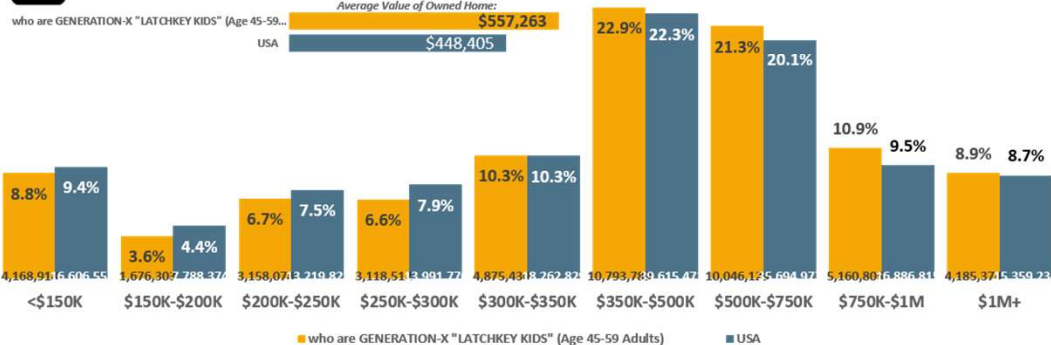
Type of Home: Adults 18 or older



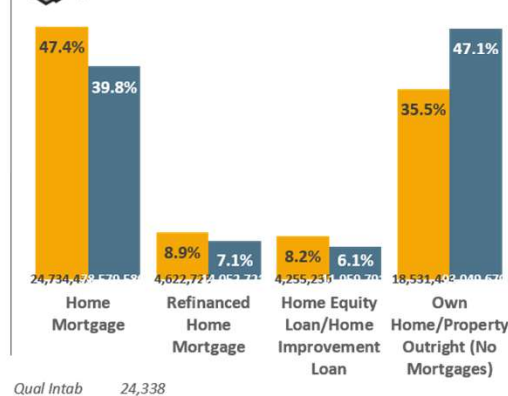
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



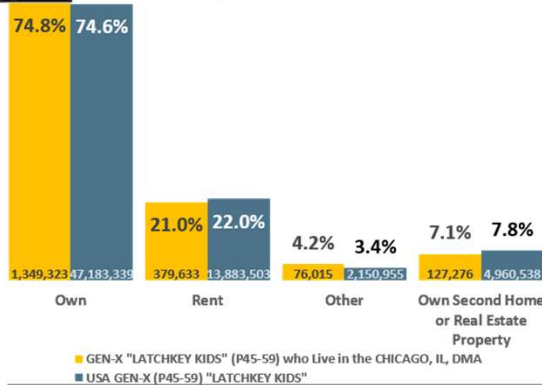
Home Loans: Adults 18 or older



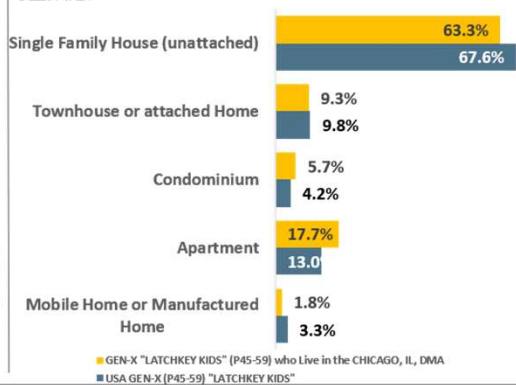


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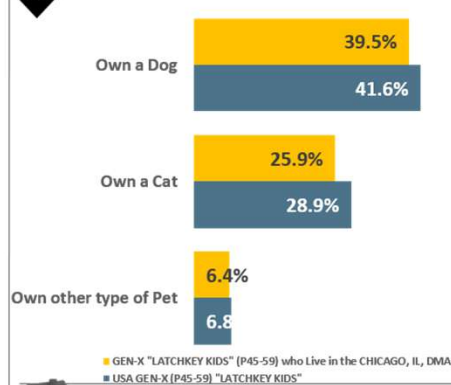
Own/Rent/Other:Adults 45 - 59



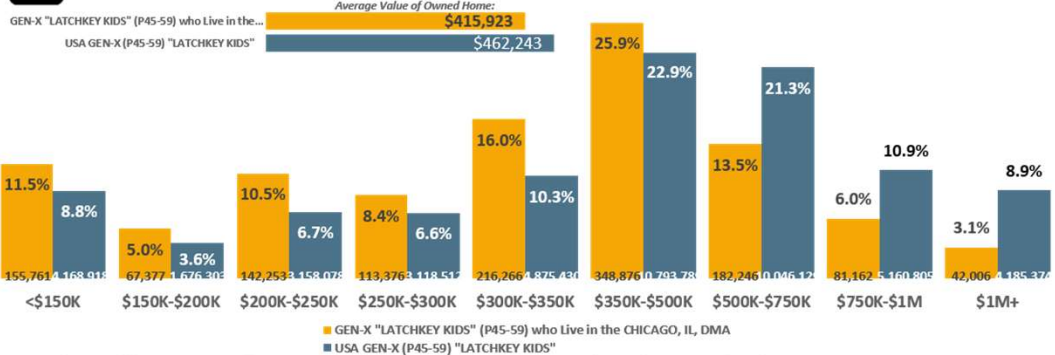
Type of Home:Adults 45 - 59



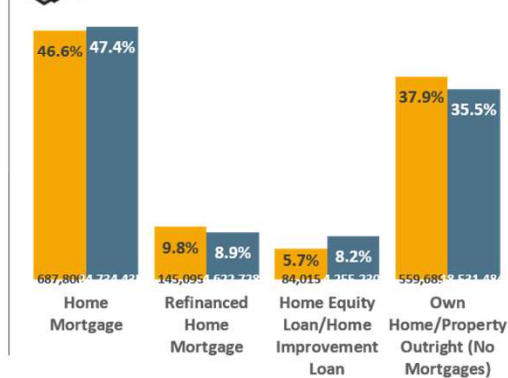
Pets in Home:Adults 45 - 59



Value of Owned Home: Adults 45 - 59



Home Loans: Adults 45 - 59



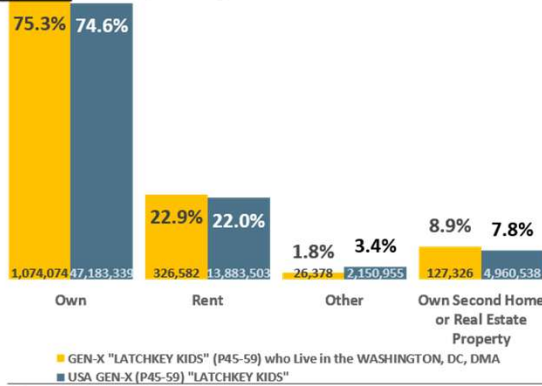
USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,017 USA Projection USA Qual Intab 6,049

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

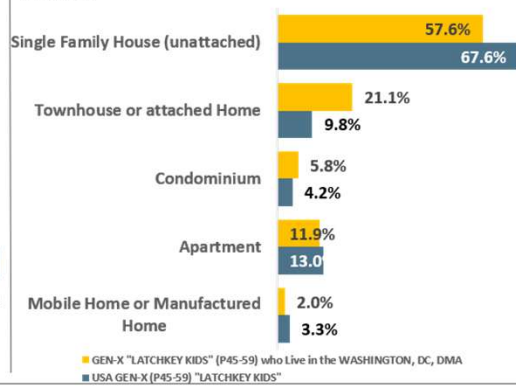


2.3% or 1,427,034 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WASHINGTON, DC, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA are .8% more likely to own their home, 51.7% more likely to own a higher valued home, 14.8% less likely to have a single-family home, 23.2% less likely to have a dog.

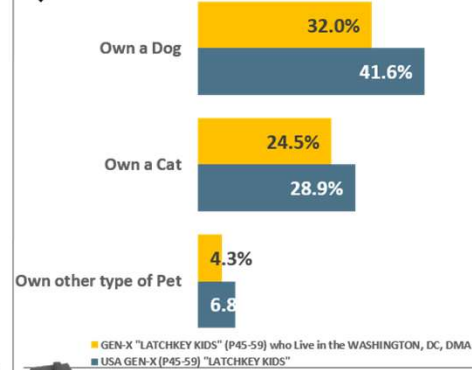
Own/Rent/Other: Adults 45 - 59



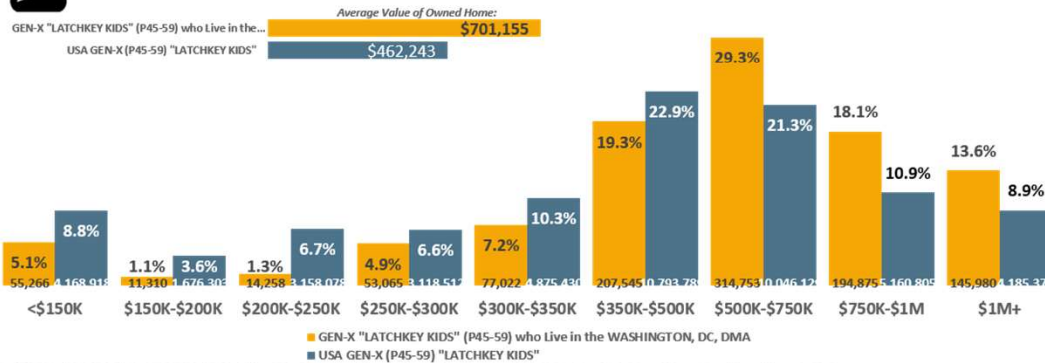
Type of Home: Adults 45 - 59



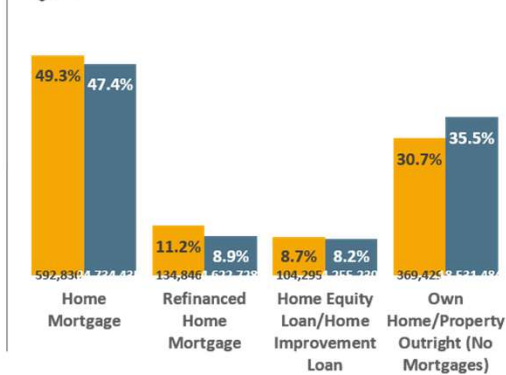
Pets in Home: Adults 45 - 59



Value of Owned Home: Adults 45 - 59



Home Loans: Adults 45 - 59



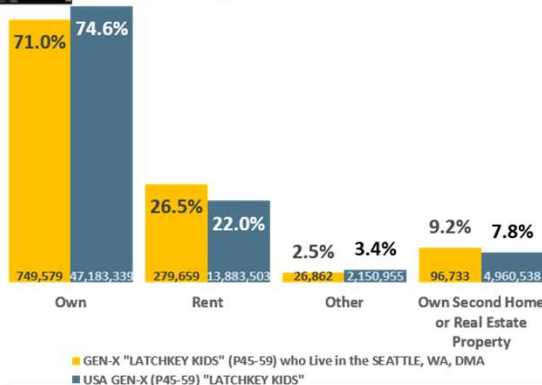
USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,481
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Qual Intab 6,049

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

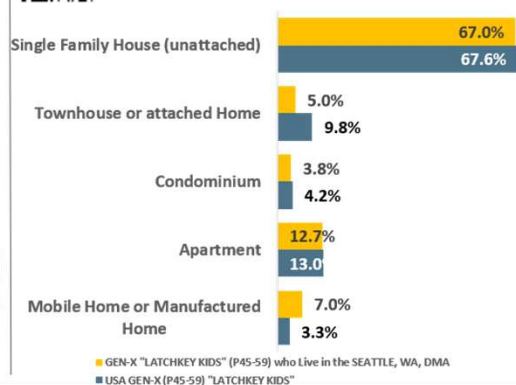


1.7% or 1,056,100 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the SEATTLE, WA, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA are 4.9% less likely to own their home, 87.5% more likely to own a higher valued home, .9% less likely to have a single-family home, 9.7% more likely to have a dog.

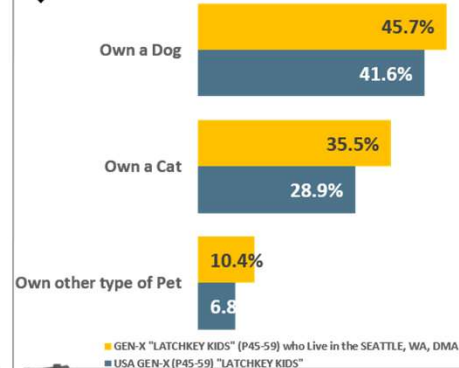
Own/Rent/Other: Adults 45 - 59



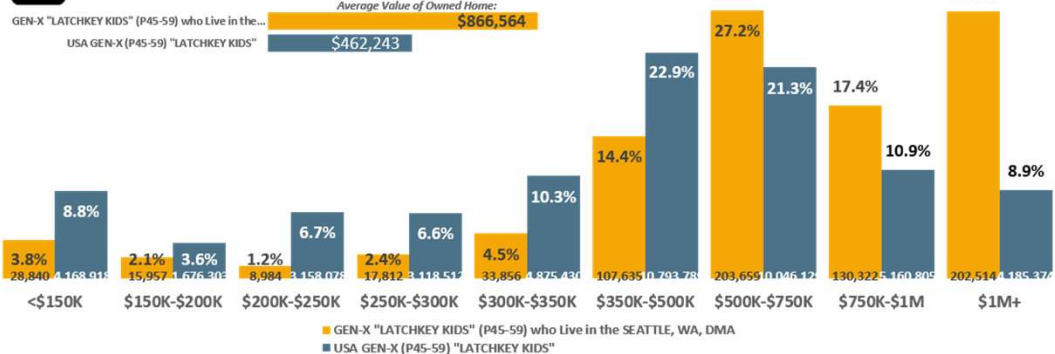
Type of Home: Adults 45 - 59



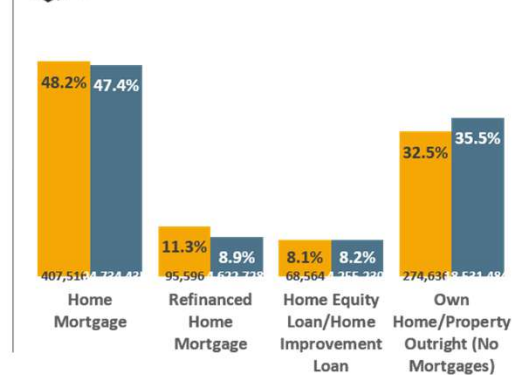
Pets in Home: Adults 45 - 59



Value of Owned Home: Adults 45 - 59



Home Loans: Adults 45 - 59



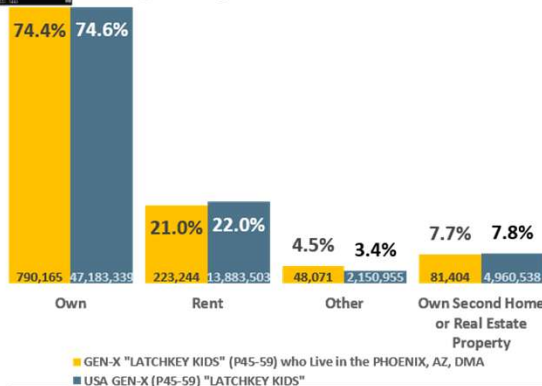
USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Mar25-Mar26 Qual Intab 977 USA Projection USA Qual Intab 6,049
All Graphs and HBI/AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

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

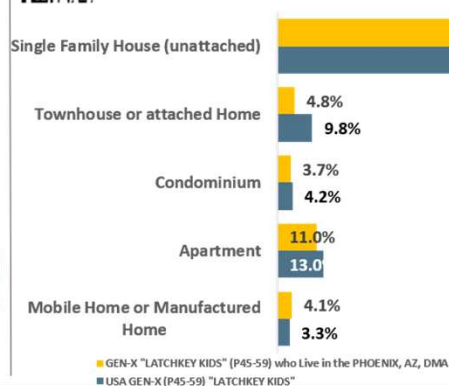


1.7% or 1,061,480 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the PHOENIX, AZ, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA are .3% less likely to own their home, 22.6% more likely to own a higher valued home, 11.4% more likely to have a single-family home, 22.1% more likely to have a dog.

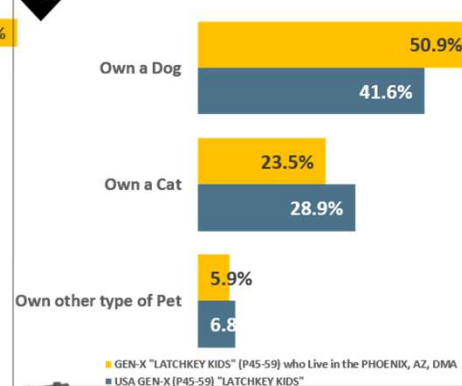
Own/Rent/Other: Adults 45 - 59



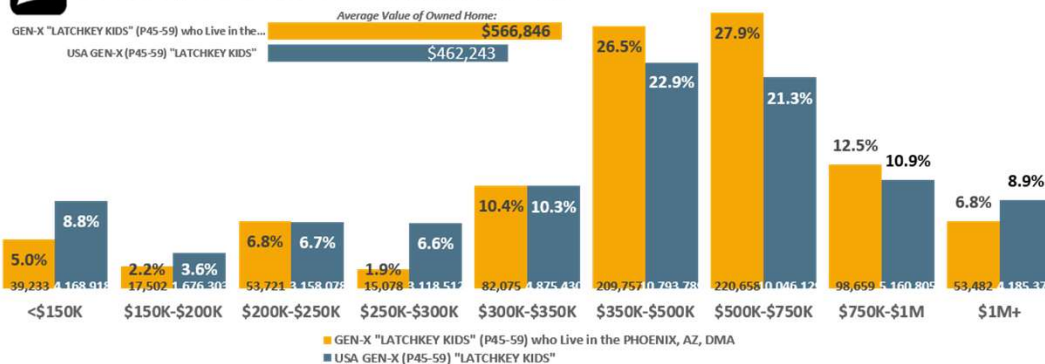
Type of Home: Adults 45 - 59



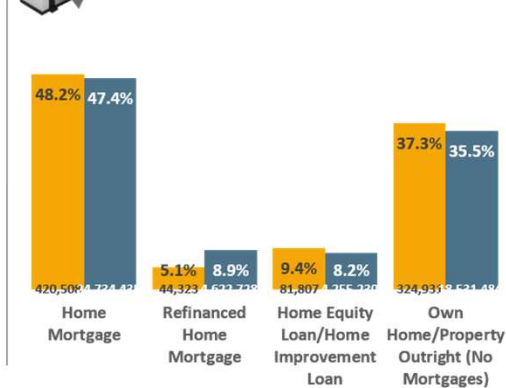
Pets in Home: Adults 45 - 59



Value of Owned Home: Adults 45 - 59



Home Loans: Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 603 USA Projection USA Qual Intab 6,049
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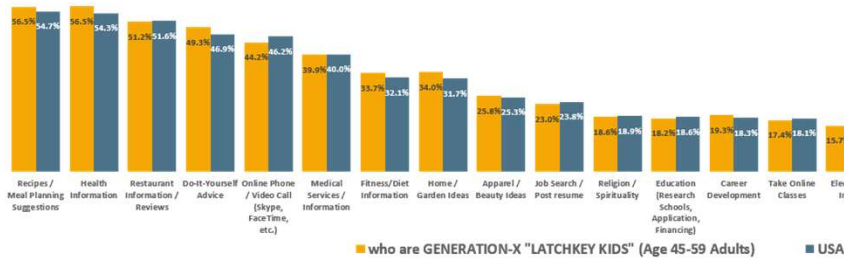
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



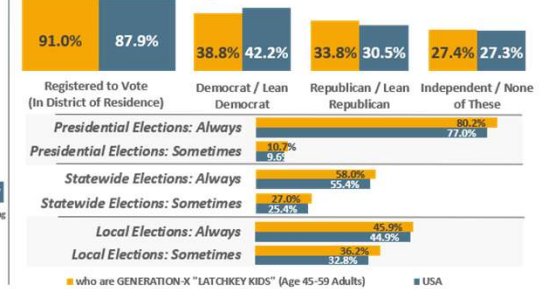
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 5.1% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, .8% more likely to belong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



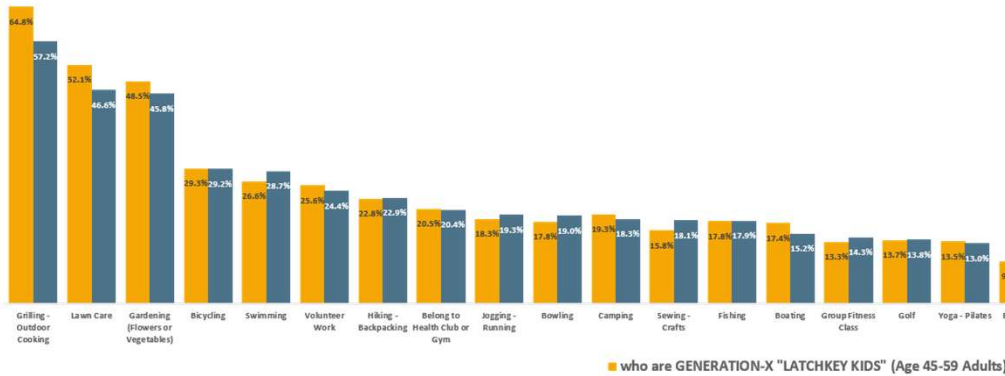
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



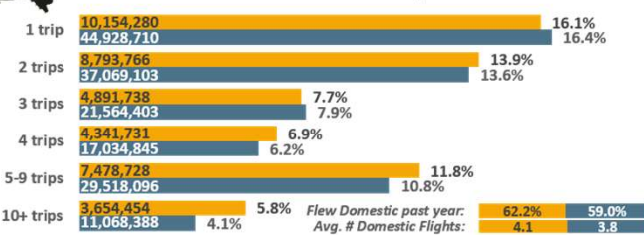
Political Activity: Adults 18 or older



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



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

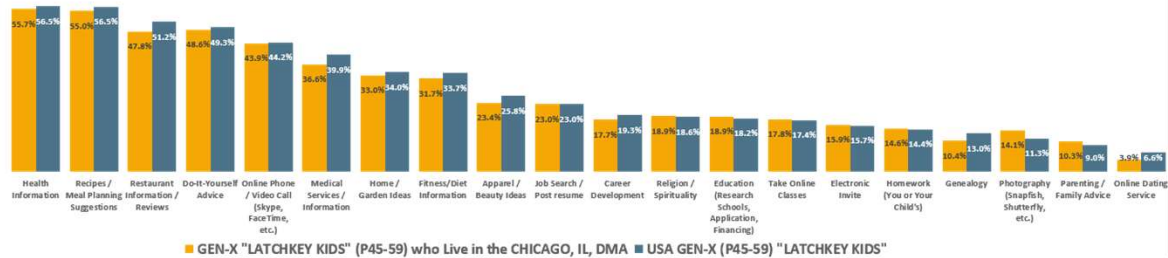




2.9% or 1,804,971 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CHICAGO, IL, DMA.
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA are 1.5% less likely to look up D-I-Y advice online, 6.5% less likely to always vote in local elections, 20.2% more likely to belong to a gym, 7.8% more likely to fly domestic



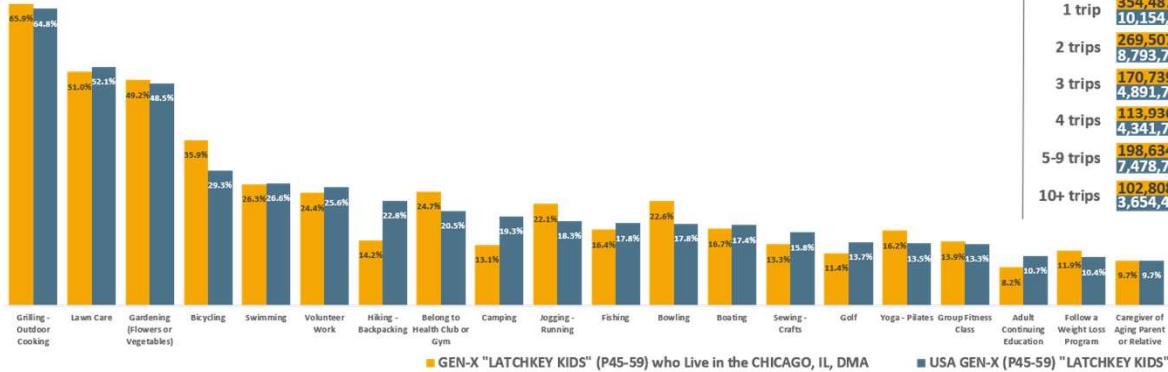
Top-20 past 30-days Online Lifestyle Activities: Adults 45 - 59



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA ■ USA GEN-X (P45-59) "LATCHKEY KIDS"



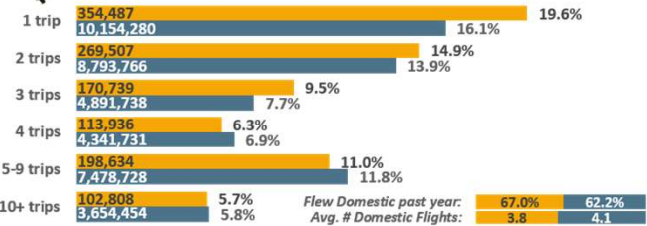
Top-30 past 12-months Active Lifestyle Activities: Adults 45 - 59



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA ■ USA GEN-X (P45-59) "LATCHKEY KIDS"



Past 12-months Domestic Airline Trips: Adults 45 - 59



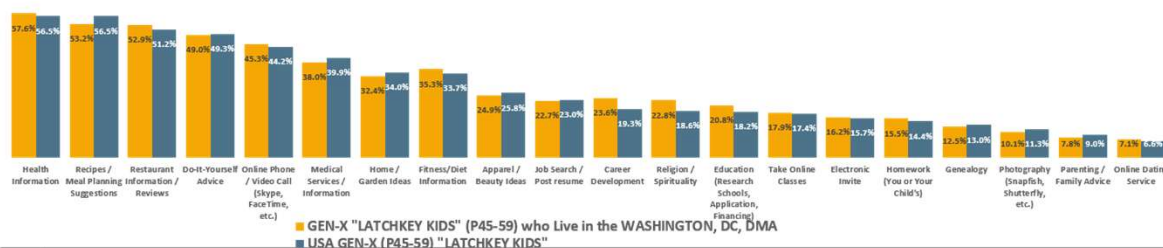
Flew Domestic past year: 67.0%
Avg. # Domestic Flights: 3.8



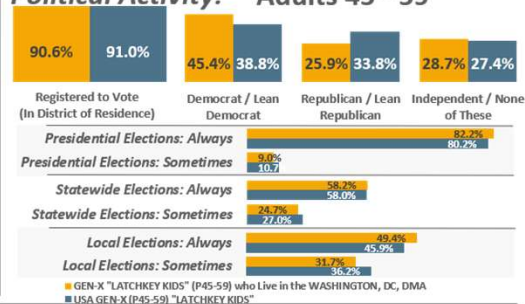
2.3% or 1,427,034 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WASHINGTON, DC, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA are .6% less likely to look up D-I-Y advice online, 7.8% more likely to always vote in local elections, .% more likely to belong to a gym, 3.4% less likely to fly domestic



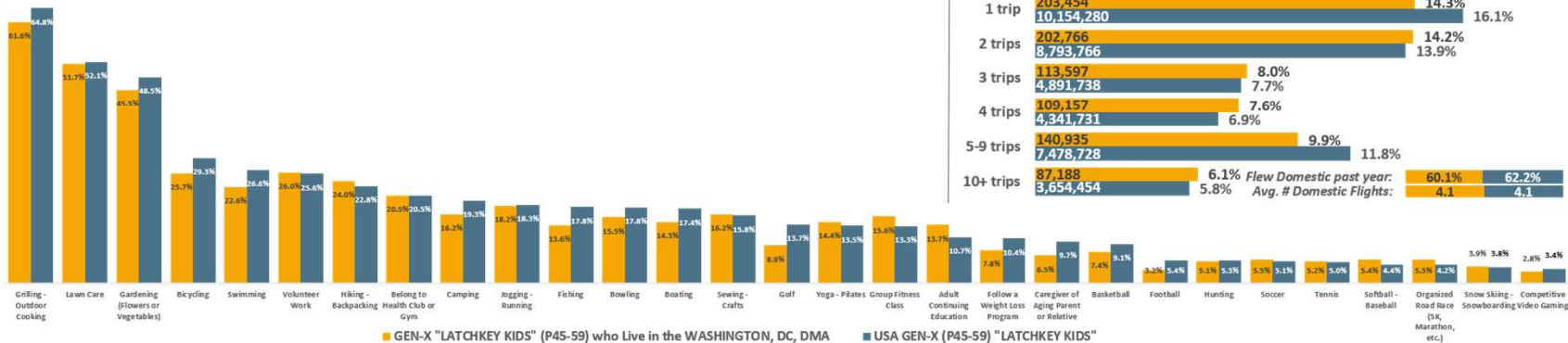
Top-20 past 30-days Online Lifestyle Activities: Adults 45 - 59



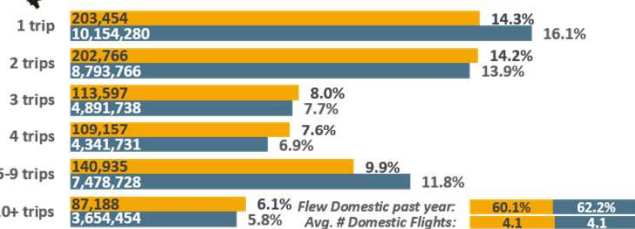
Political Activity: Adults 45 - 59



Top-30 past 12-months Active Lifestyle Activities: Adults 45 - 59



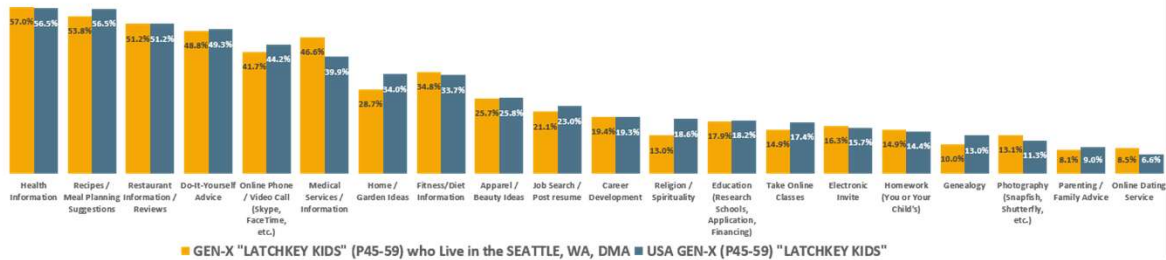
Past 12-months Domestic Airline Trips: Adults 45 - 59



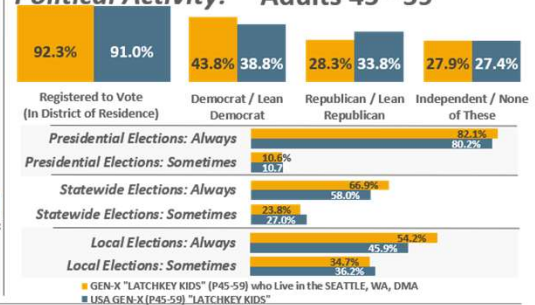


1.7% or 1,056,100 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the SEATTLE, WA, DMA.
 Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA are 1.% less likely to look up D-I-Y advice online, 18.2% more likely to always vote in local elections, 11.6% less likely to belong to a gym, 7.% more likely to fly domestic p

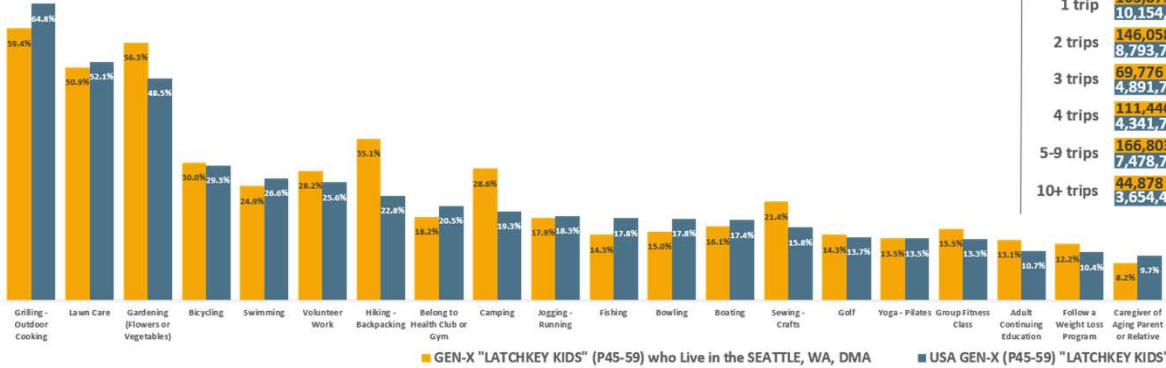
Top-20 past 30-days Online Lifestyle Activities: Adults 45 - 59



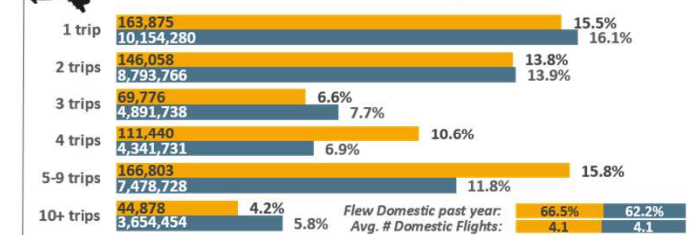
Political Activity: Adults 45 - 59



Top-30 past 12-months Active Lifestyle Activities: Adults 45 - 59



Past 12-months Domestic Airline Trips: Adults 45 - 59

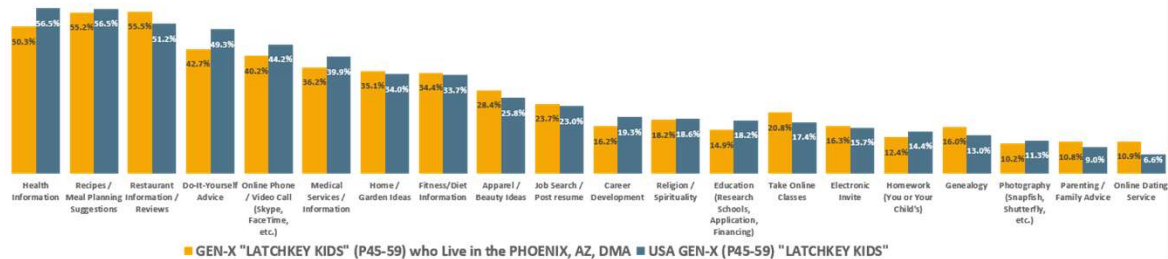




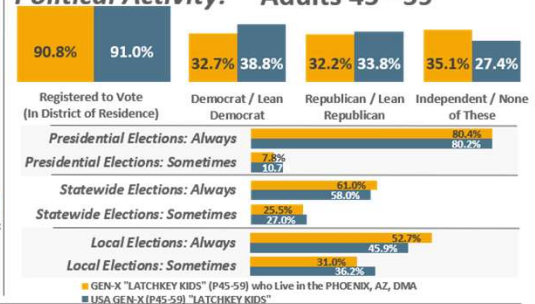
1.7% or 1,061,480 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the PHOENIX, AZ, DMA.
 Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA are 13.5% less likely to look up D-I-Y advice online, 14.8% more likely to always vote in local elections, 2.3% more likely to belong to a gym, 1.8% more likely to fly domestic



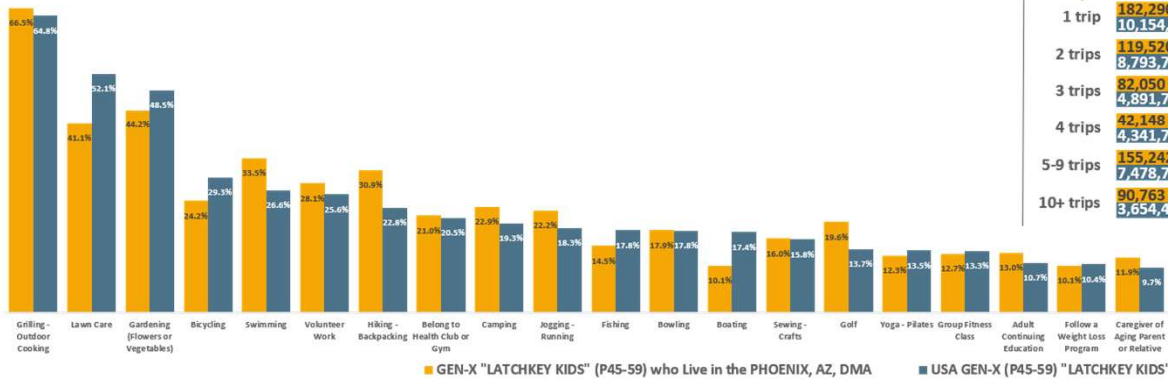
Top-20 past 30-days Online Lifestyle Activities: Adults 45 - 59



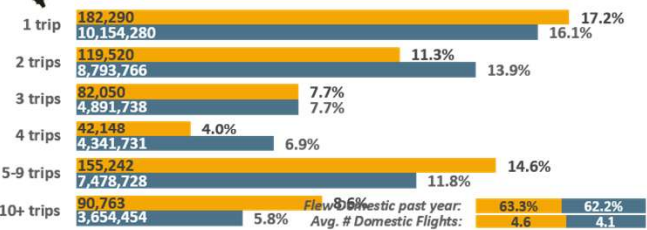
Political Activity: Adults 45 - 59



Top-30 past 12-months Active Lifestyle Activities: Adults 45 - 59



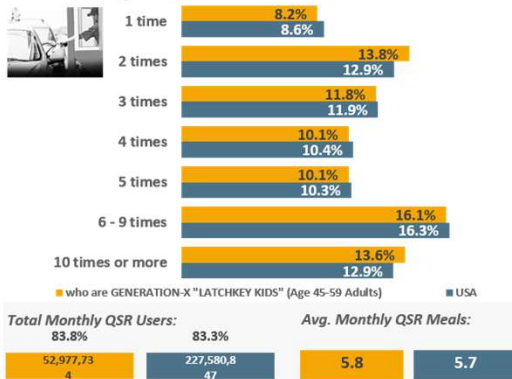
Past 12-months Domestic Airline Trips: Adults 45 - 59



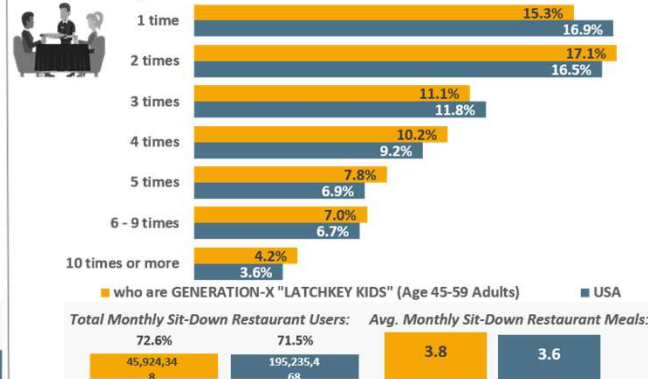


23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are .6% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos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

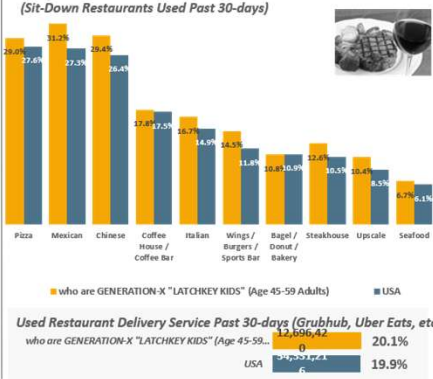
Past 30-days QSR Users: Adults 18 or older



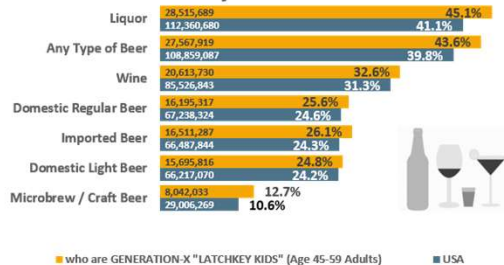
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



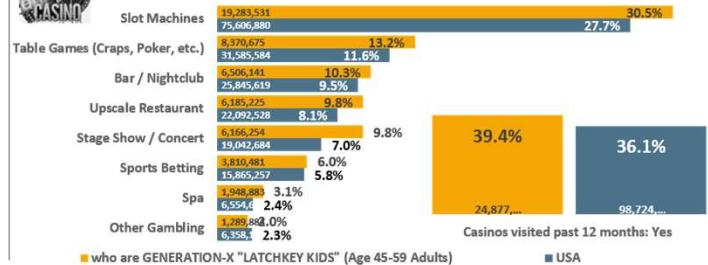
Top-10 Cuisines: Adults 18 or older



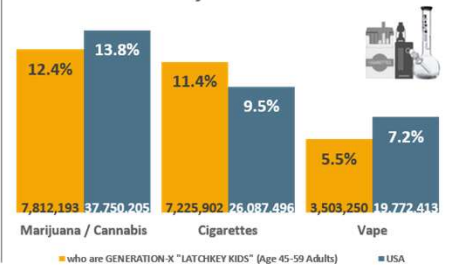
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



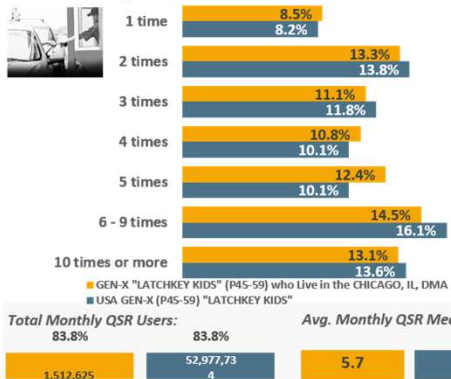
Used Past 30-days: Adults 18 or older



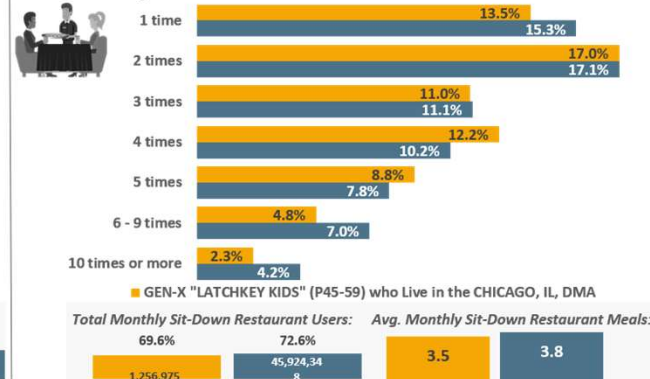


2.9% or 1,804,971 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CHICAGO, IL, DMA.
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA are .% more likely to use QSRs past mo., 4.1% less likely to use Sit-Down Restaurants past mo., 6.5% less likely to use Casinos past yr., 17.8% less likely to smoke cigarettes.

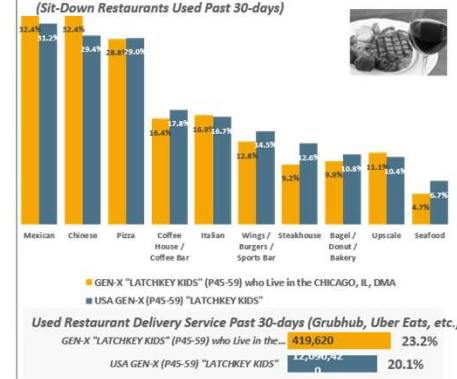
Past 30-days QSR Users: Adults 45 - 59



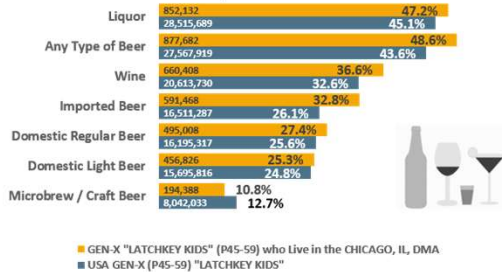
Past 30-days Sit-Down Restaurant Users: Adults 45 - 59



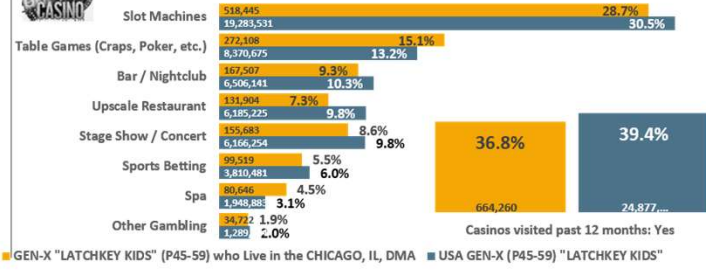
Top-10 Cuisines: Adults 45 - 59



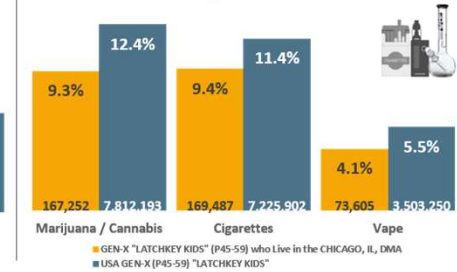
Drank Past 30-days: Adults 45 - 59



Past 12 months Casino Activities: Adults 45 - 59



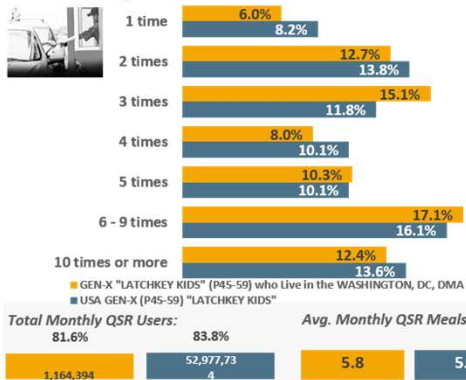
Used Past 30-days: Adults 45 - 59



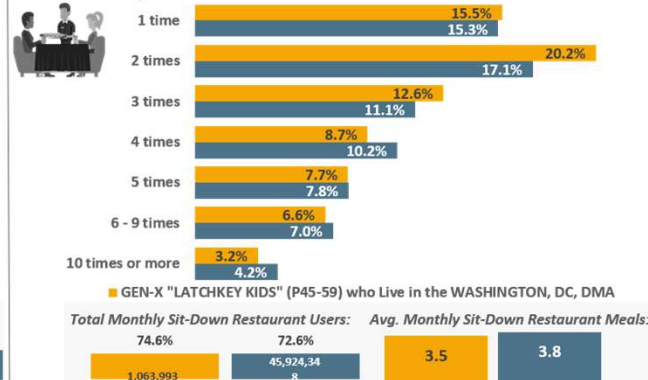


2.3% or 1,427,034 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WASHINGTON, DC, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA are 2.6% less likely to use QSRs past mo., 2.6% more likely to use Sit-Down Restaurants past mo., 24.1% less likely to use Casinos past yr., 23.6% less likely to smoke cigar

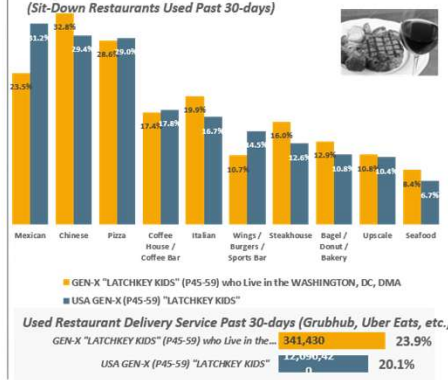
Past 30-days QSR Users: Adults 45 - 59



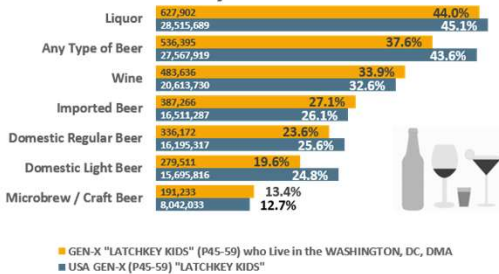
Past 30-days Sit-Down Restaurant Users: Adults 45 - 59



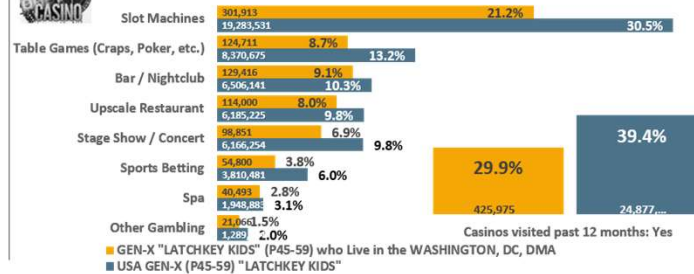
Top-10 Cuisines: Adults 45 - 59



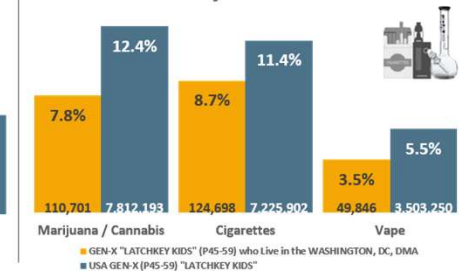
Drank Past 30-days: Adults 45 - 59



Past 12 months Casino Activities: Adults 45 - 59



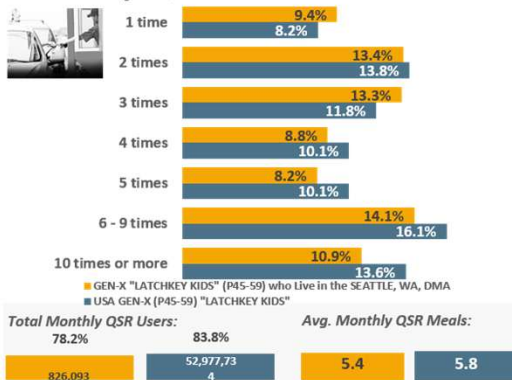
Used Past 30-days: Adults 45 - 59



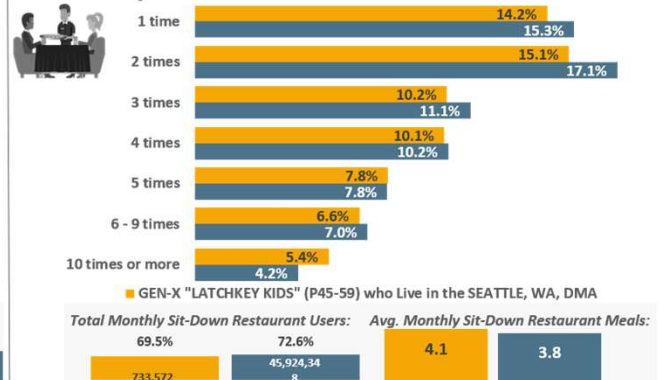


1.7% or 1,056,100 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the SEATTLE, WA, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA are 6.7% less likely to use QSRs past mo., 4.4% less likely to use Sit-Down Restaurants past mo., 19.5% more likely to use Casinos past yr., 24.5% more likely to smoke cigarett

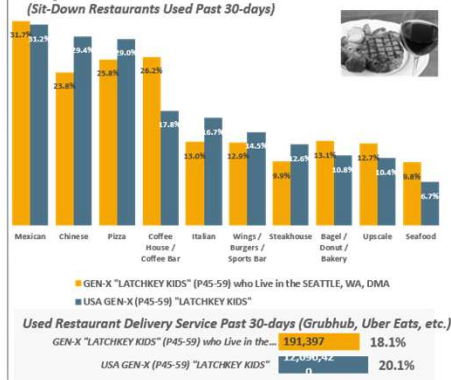
Past 30-days QSR Users: Adults 45 - 59



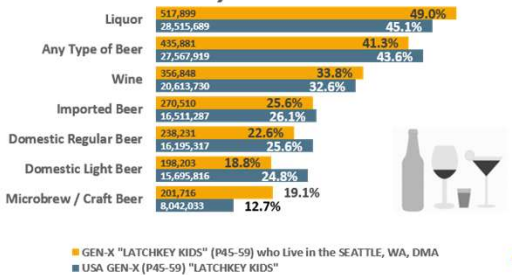
Past 30-days Sit-Down Restaurant Users: Adults 45 - 59



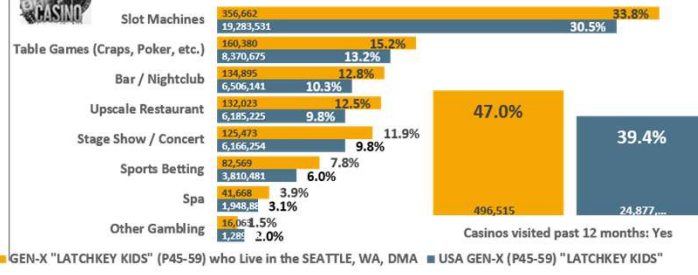
Top-10 Cuisines: Adults 45 - 59



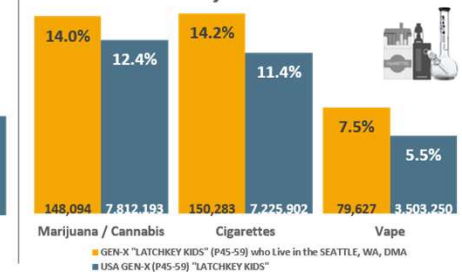
Drank Past 30-days: Adults 45 - 59

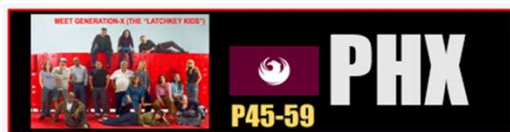


Past 12 months Casino Activities: Adults 45 - 59



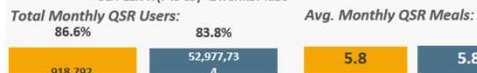
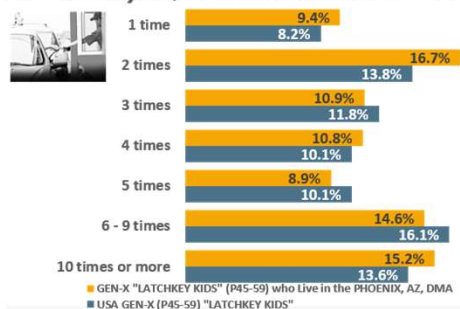
Used Past 30-days: Adults 45 - 59



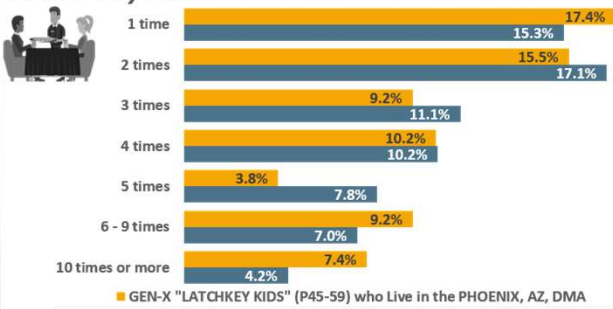


1.7% or 1,061,480 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the PHOENIX, AZ, DMA.
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA are 3.3% more likely to use QSRs past mo., % more likely to use Sit-Down Restaurants past mo., 28.5% more likely to use Casinos past yr., 4.9% less likely to smoke cigarettes.

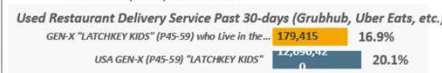
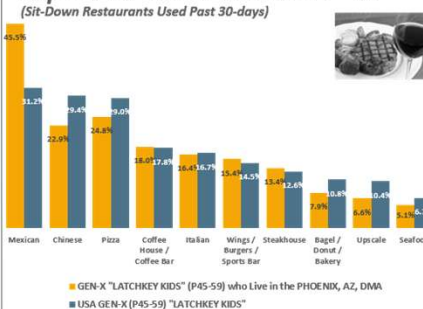
Past 30-days QSR Users: Adults 45 - 59



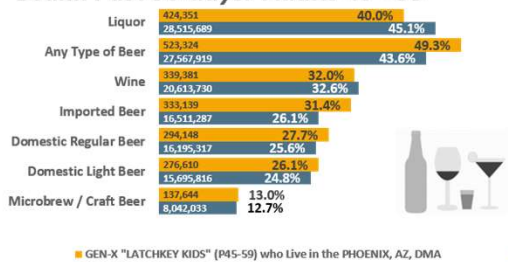
Past 30-days Sit-Down Restaurant Users: Adults 45 - 59



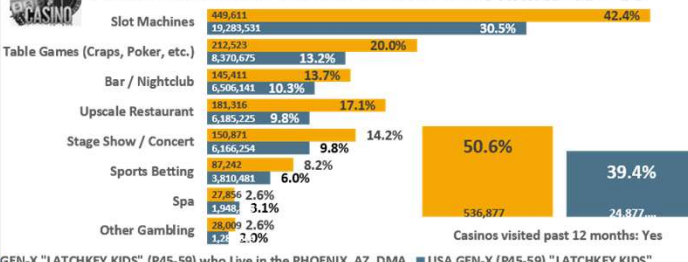
Top-10 Cuisines: Adults 45 - 59



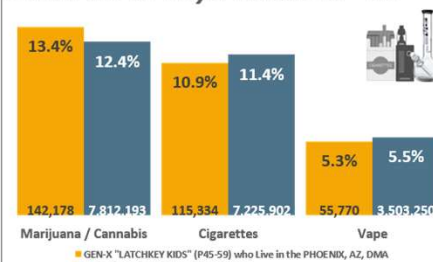
Drank Past 30-days: Adults 45 - 59



Past 12 months Casino Activities: Adults 45 - 59

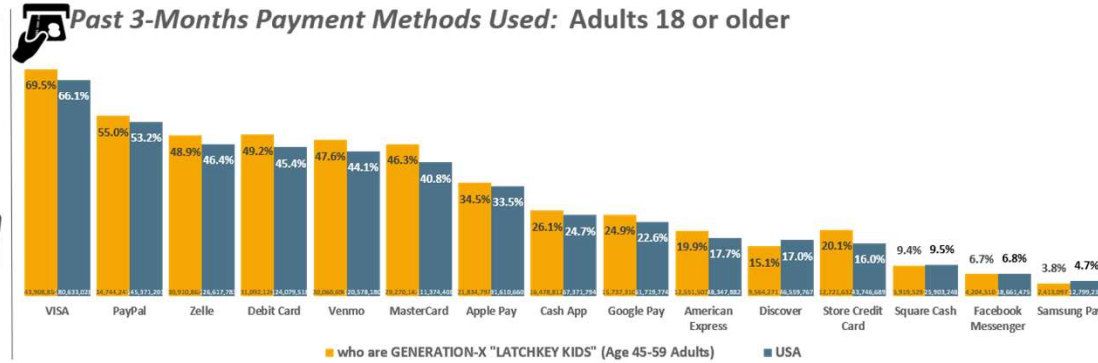
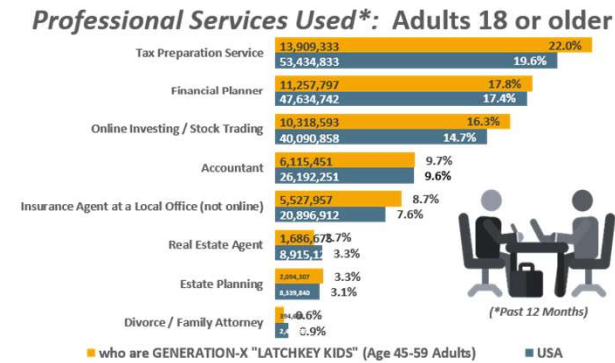
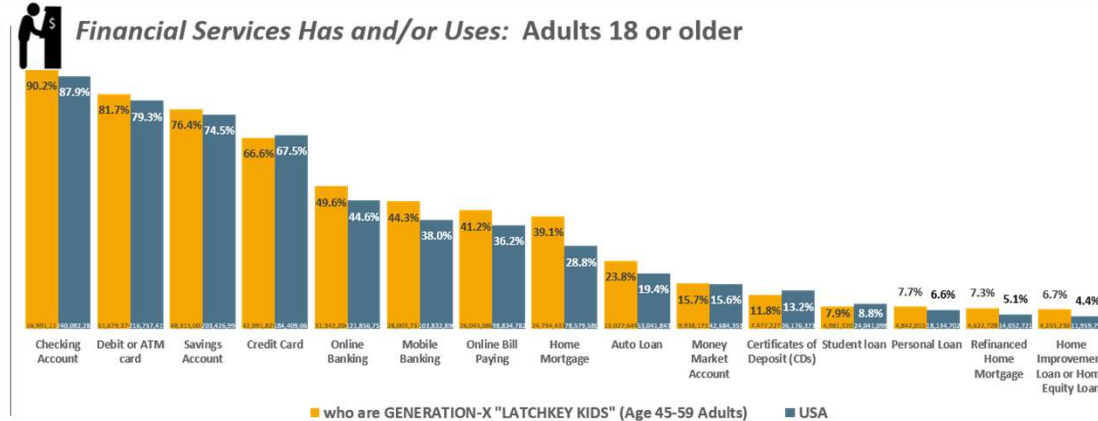
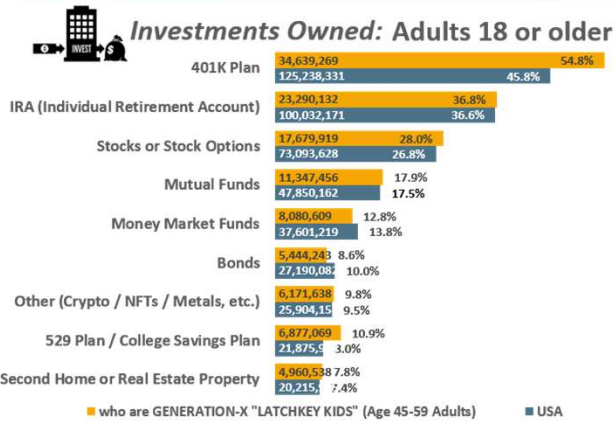


Used Past 30-days: Adults 45 - 59





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

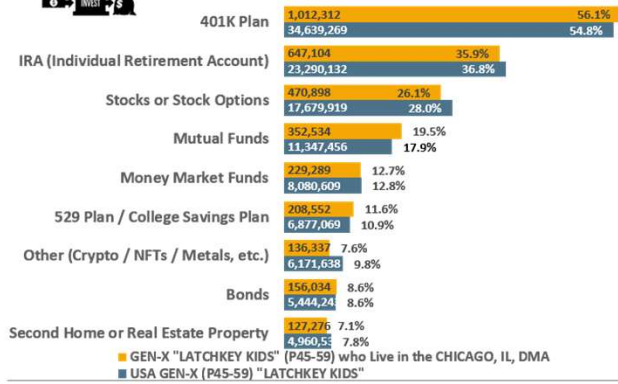




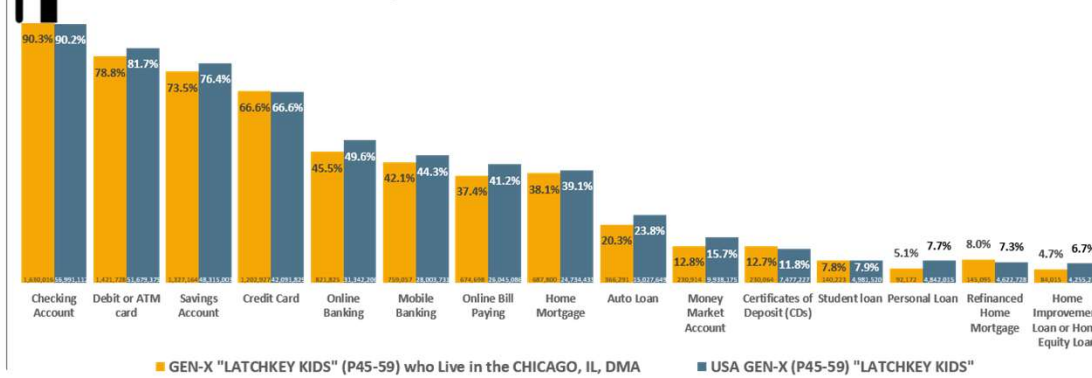
2.9% or 1,804,971 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CHICAGO, IL, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA are 2.4% more likely to have a 401K, 14.6% less likely to have an Auto Loan, 1.% more likely to Invest/Trade Stocks Online, 9.9% less likely to pay with their Debit Card.



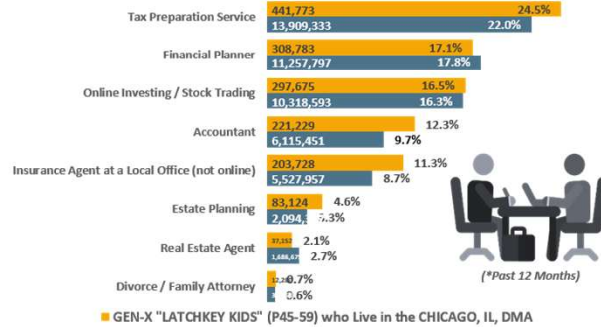
Investments Owned: Adults 45 - 59



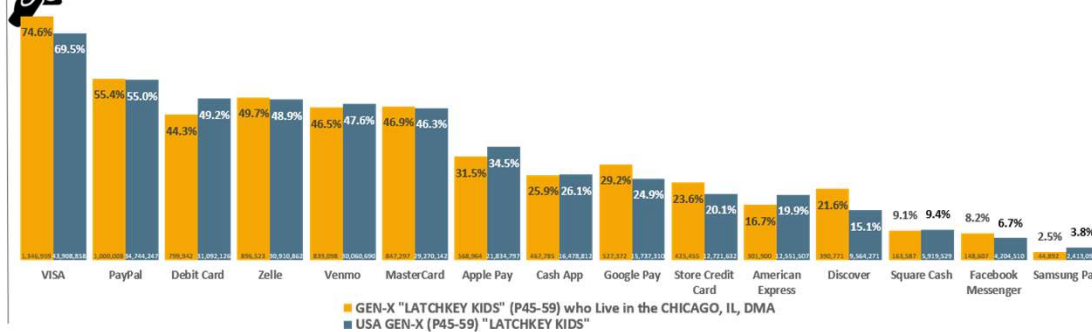
Financial Services Has and/or Uses: Adults 45 - 59



Professional Services Used*: Adults 45 - 59



Past 3-Months Payment Methods Used: Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 1,017 USA Projection USA Qual Intab 6,049

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



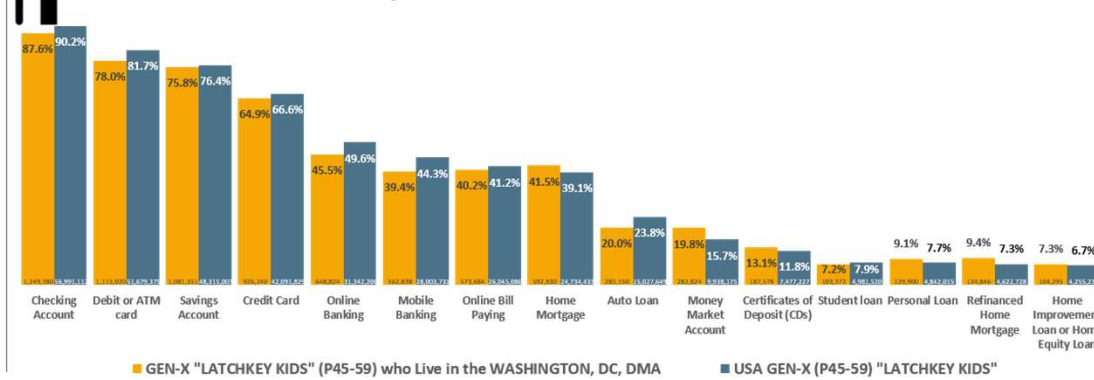
2.3% or 1,427,034 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WASHINGTON, DC, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA are 1.1% more likely to have a 401K, 15.9% less likely to have an Auto Loan, 5.8% more likely to Invest/Trade Stocks Online, 9.4% less likely to pay with their Debit Card.



Investments Owned: Adults 45 - 59



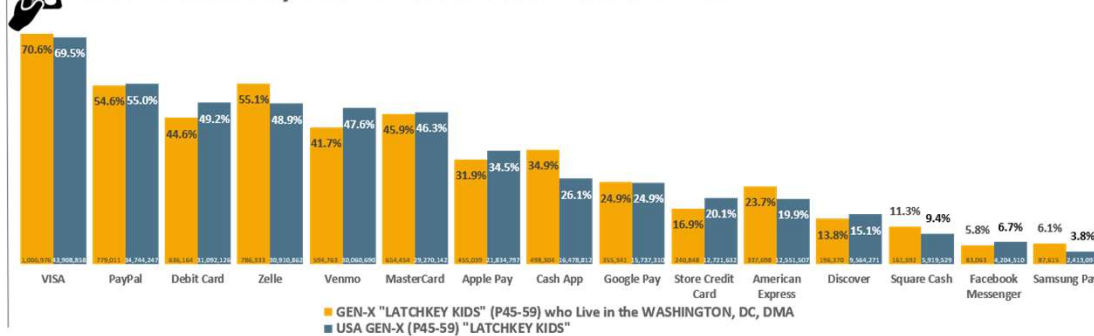
Financial Services Has and/or Uses: Adults 45 - 59



Professional Services Used*: Adults 45 - 59



Past 3-Months Payment Methods Used: Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 1,481 USA Projection USA Qual Intab 6,049

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



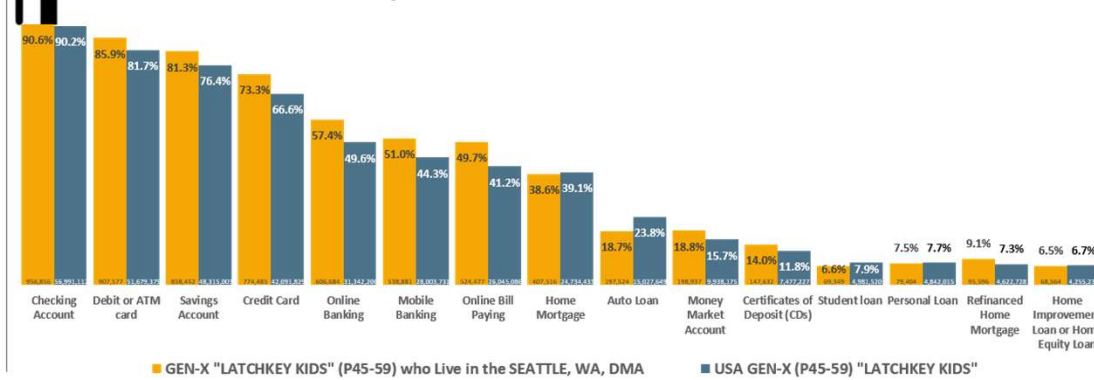
1.7% or 1,056,100 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the SEATTLE, WA, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA are 4.8% less likely to have a 401K, 21.3% less likely to have an Auto Loan, 36.6% more likely to Invest/Trade Stocks Online, 14.% more likely to pay with their Debit Card.



Investments Owned: Adults 45 - 59



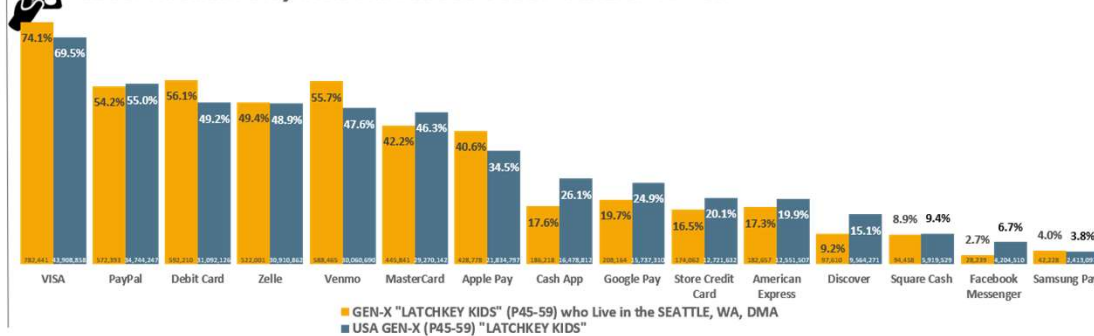
Financial Services Has and/or Uses: Adults 45 - 59



Professional Services Used*: Adults 45 - 59



Past 3-Months Payment Methods Used: Adults 45 - 59



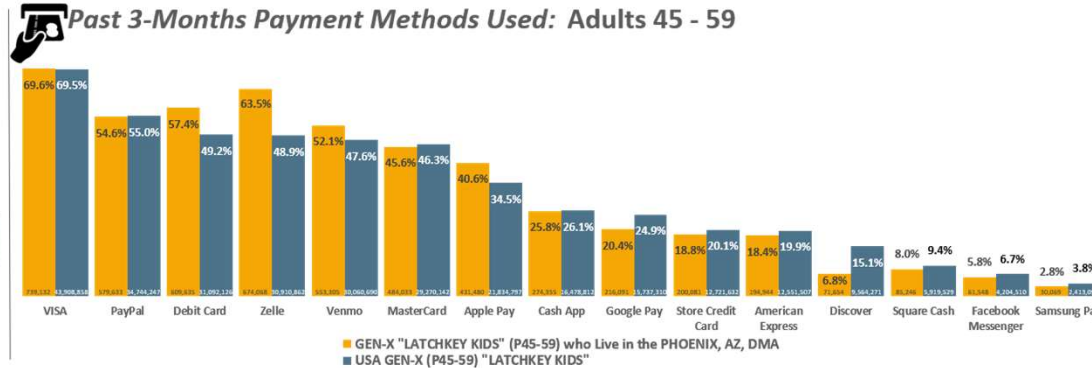
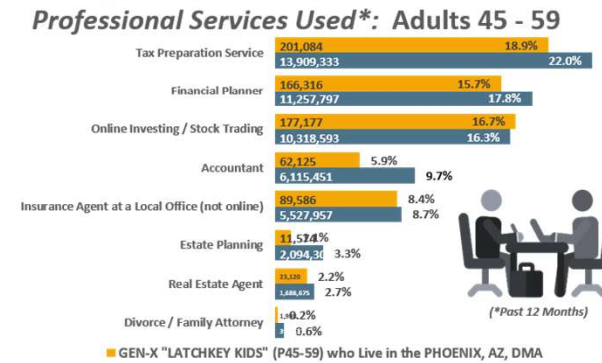
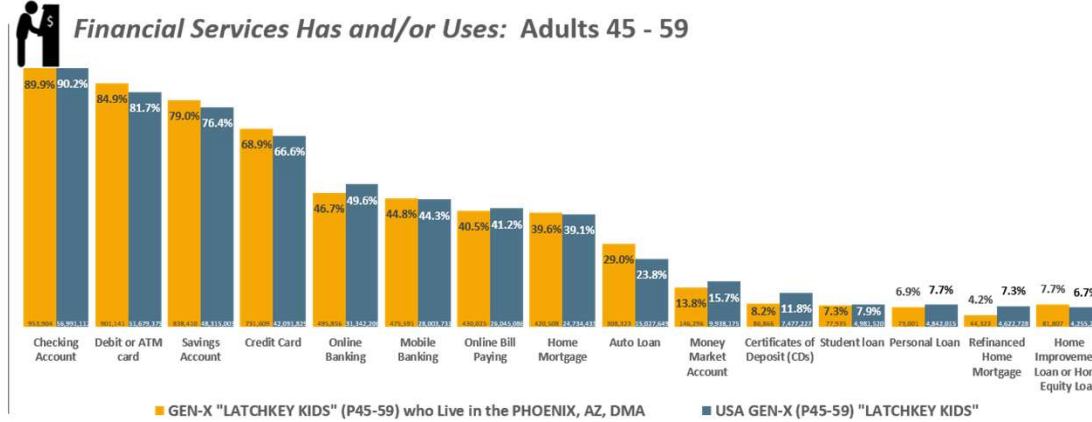
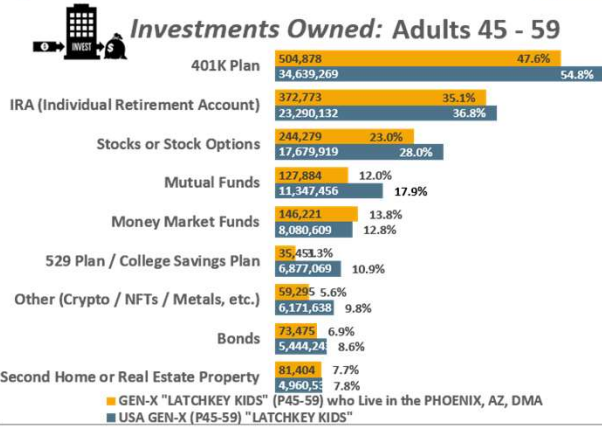
USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 977 USA Projection USA Qual Intab 6,049

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



1.7% or 1,061,480 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the PHOENIX, AZ, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA are 13.2% less likely to have a 401K, 22.2% more likely to have an Auto Loan, 2.3% more likely to Invest/Trade Stocks Online, 16.8% more likely to pay with their Debit Card.



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26
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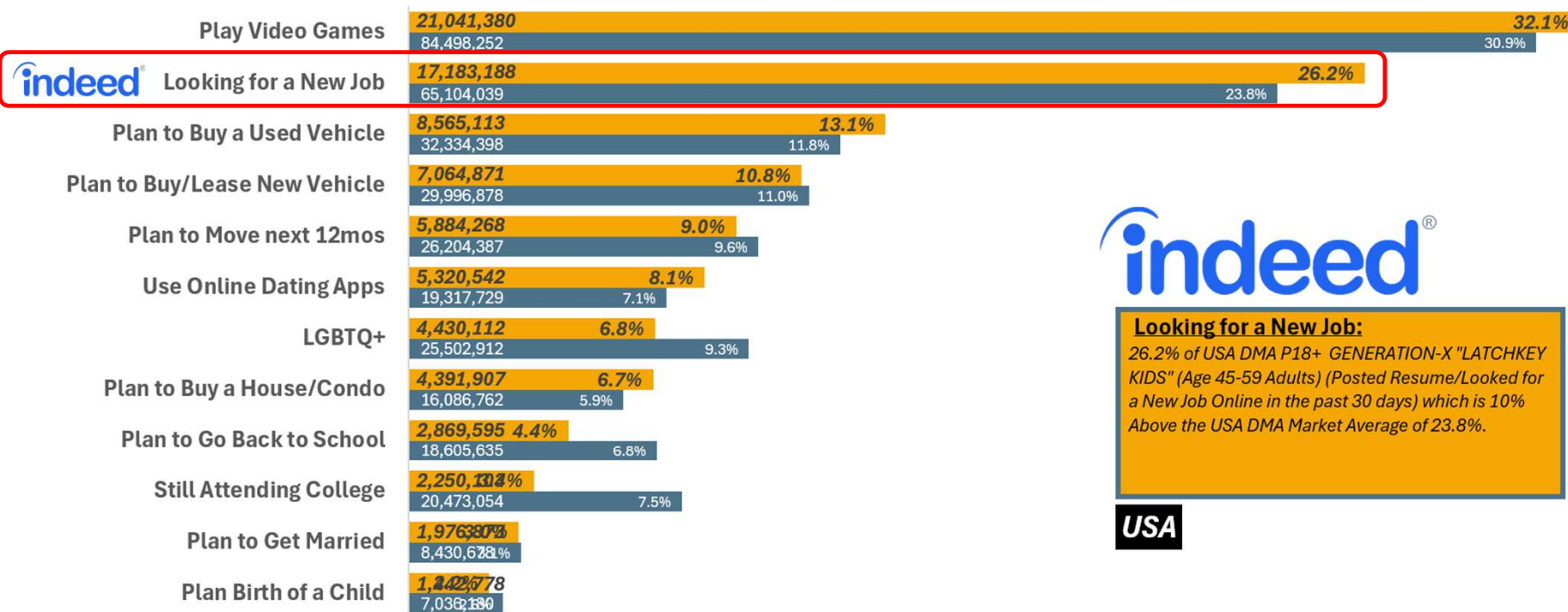
Qual Intab 603 USA Projection USA Qual Intab 6,049

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



"Lifestyle/Future Plans"

P18+ USA DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

26.2% of USA DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 10% Above the USA DMA Market Average of 23.8%.

USA

■ P18+ USA DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 6013
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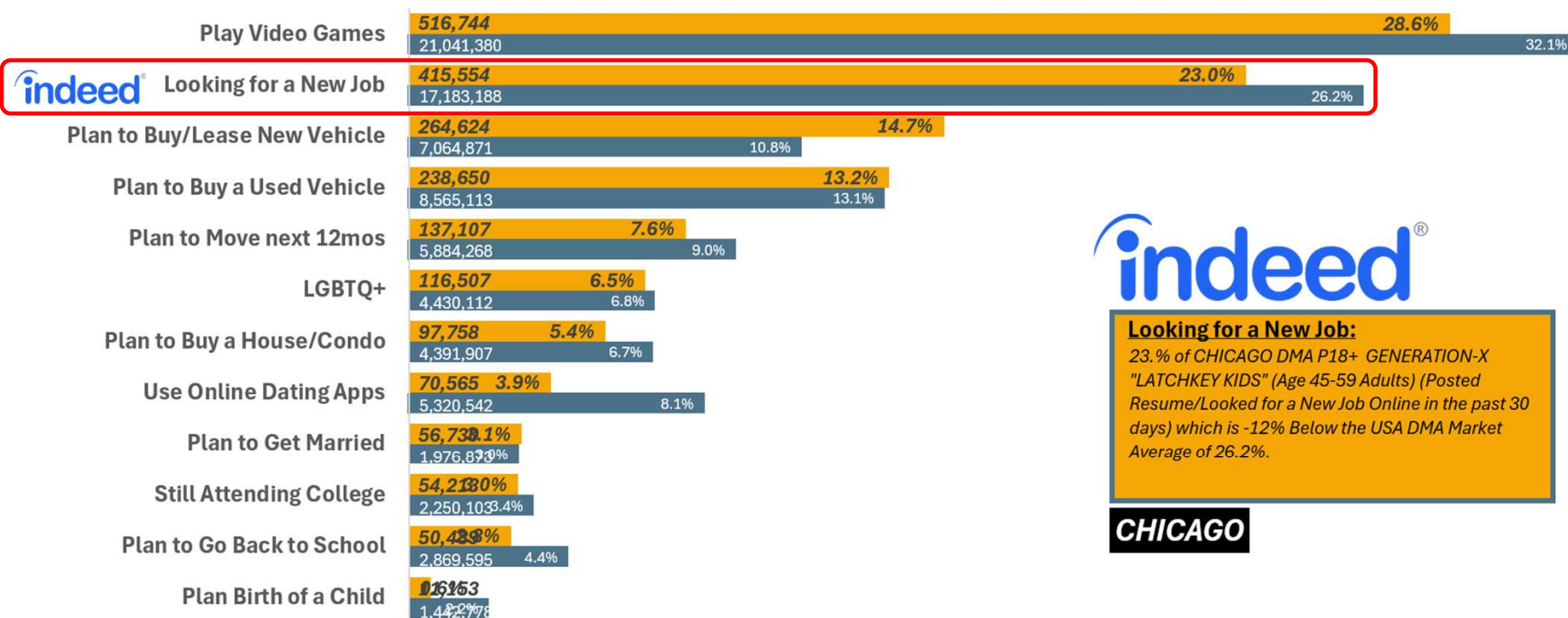
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ CHICAGO DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

23. % of CHICAGO DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -12% Below the USA DMA Market Average of 26.2%.

CHICAGO

■ P18+ CHICAGO DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

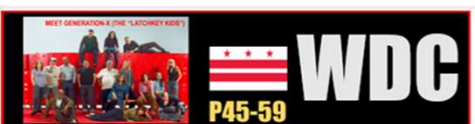
CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 1017

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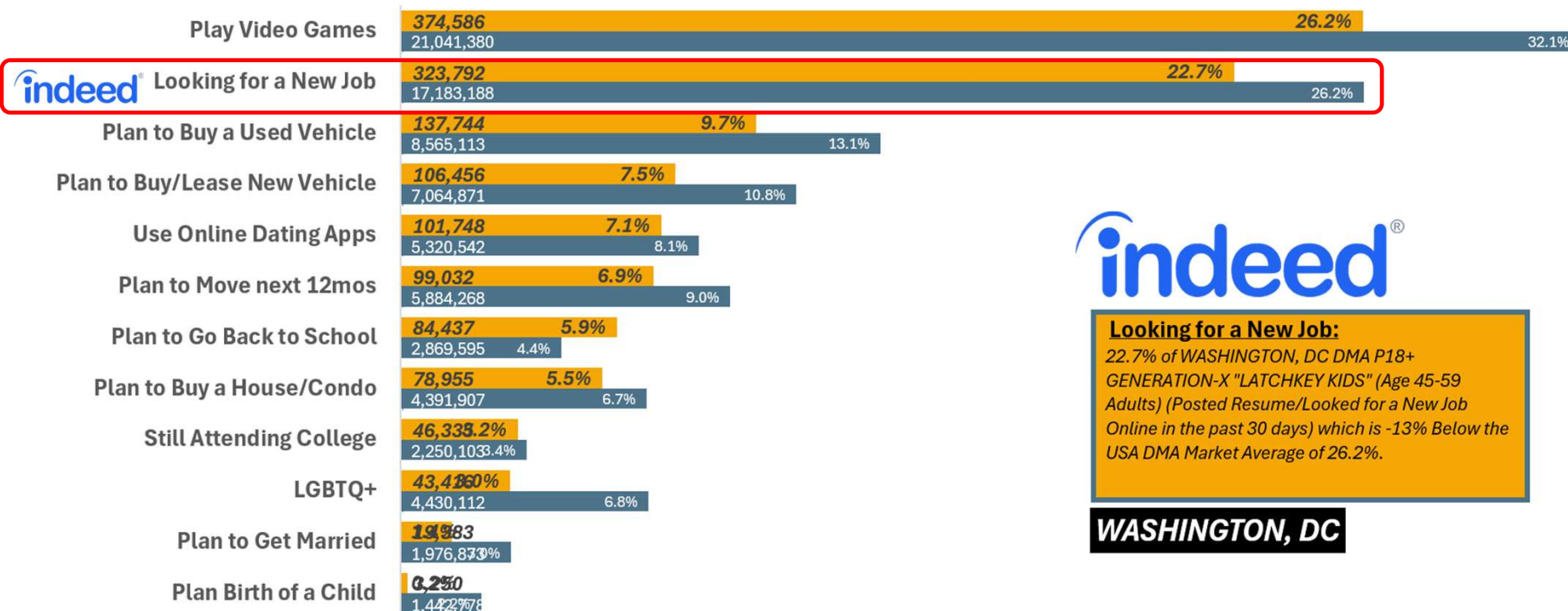
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ WASHINGTON, DC DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
(Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

22.7% of WASHINGTON, DC DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -13% Below the USA DMA Market Average of 26.2%.

WASHINGTON, DC

■ P18+ WASHINGTON, DC DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 1481

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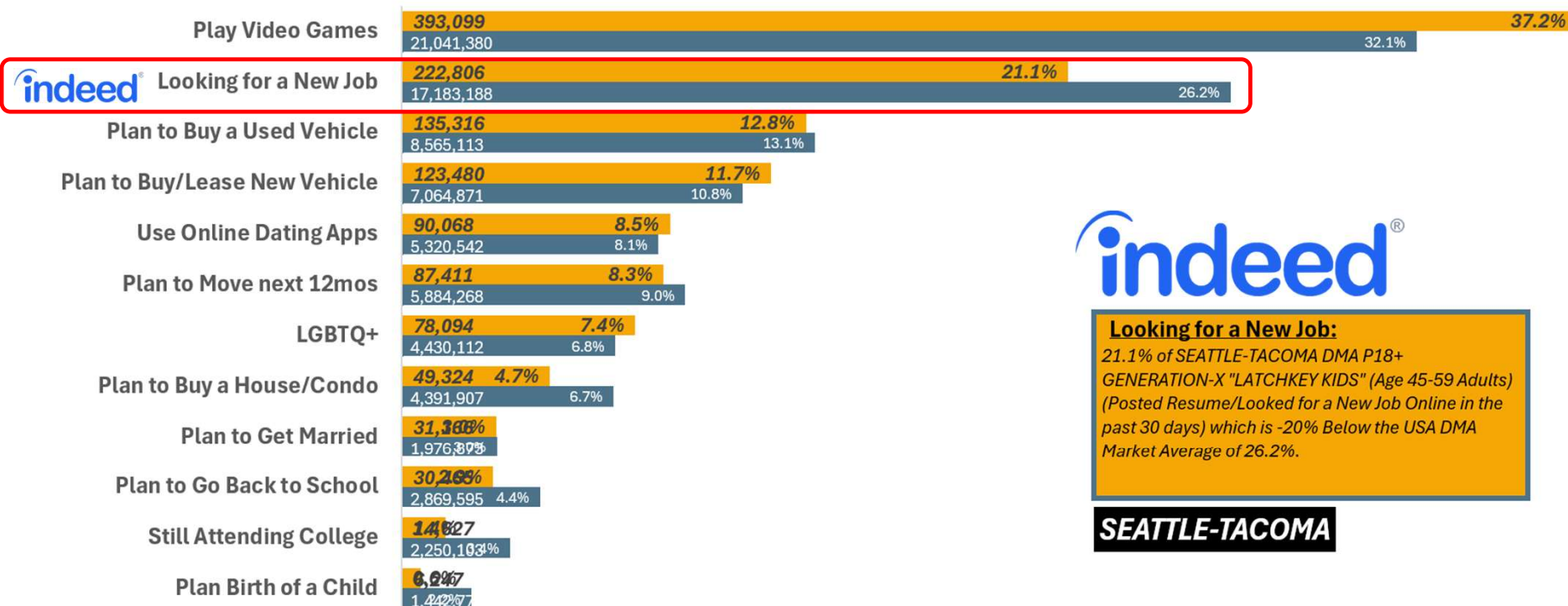
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ SEATTLE-TACOMA DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

21.1% of SEATTLE-TACOMA DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -20% Below the USA DMA Market Average of 26.2%.

SEATTLE-TACOMA

■ P18+ SEATTLE-TACOMA DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 977

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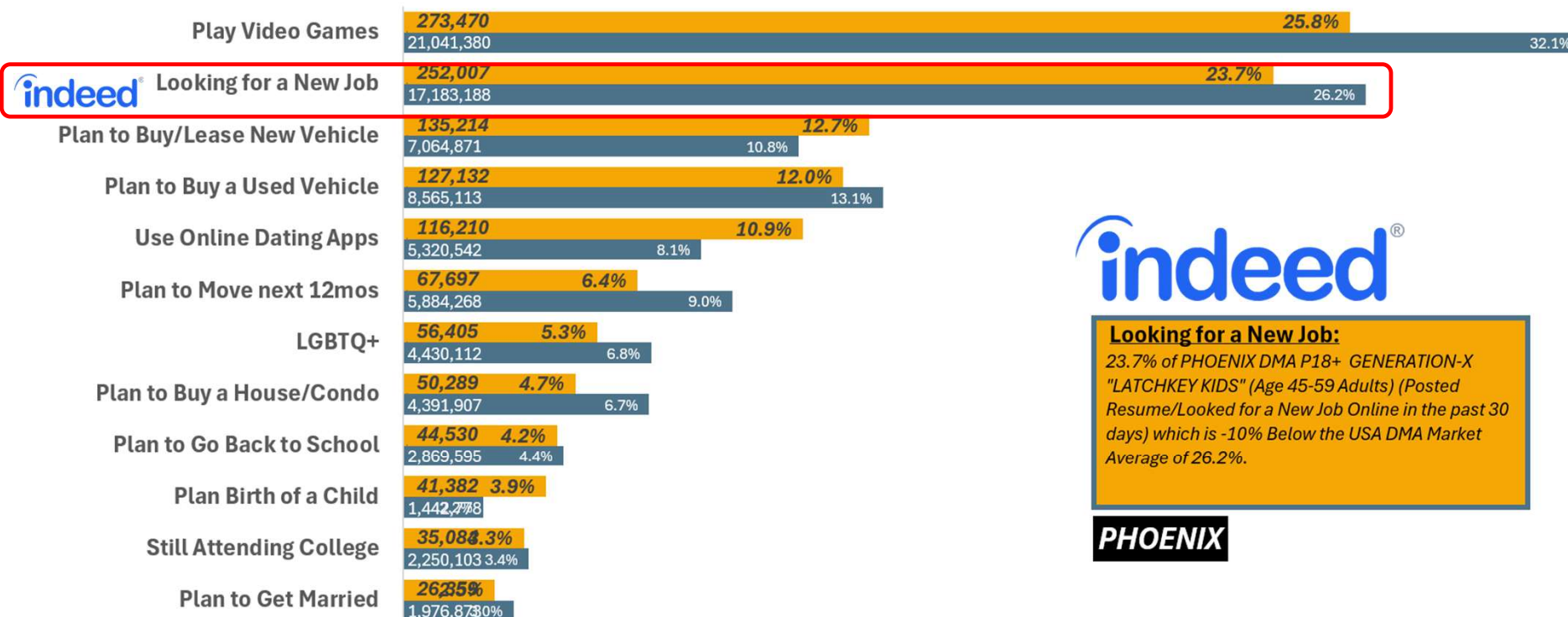
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ PHOENIX DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

23.7% of PHOENIX DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -10% Below the USA DMA Market Average of 26.2%.

PHOENIX

■ P18+ PHOENIX DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 603

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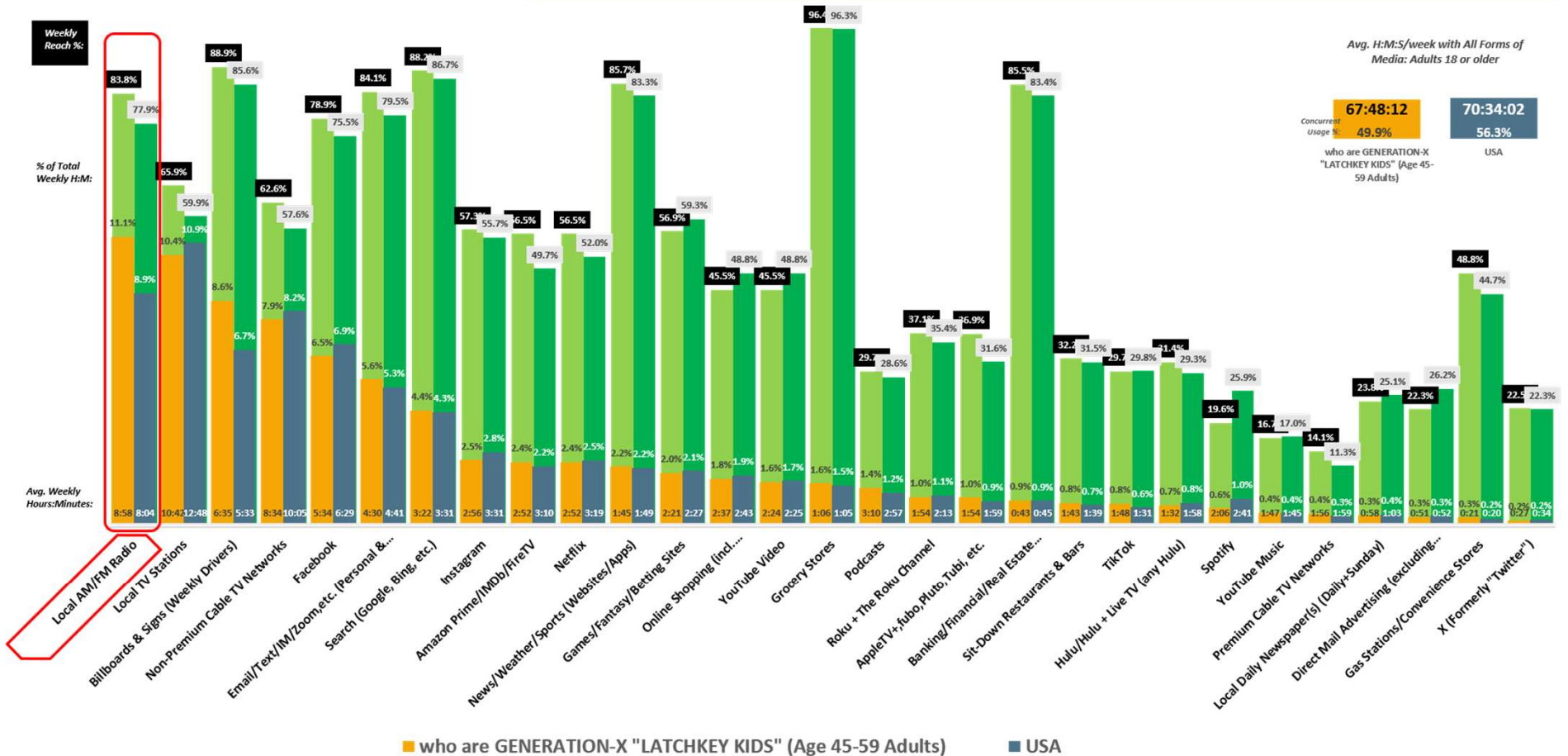
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



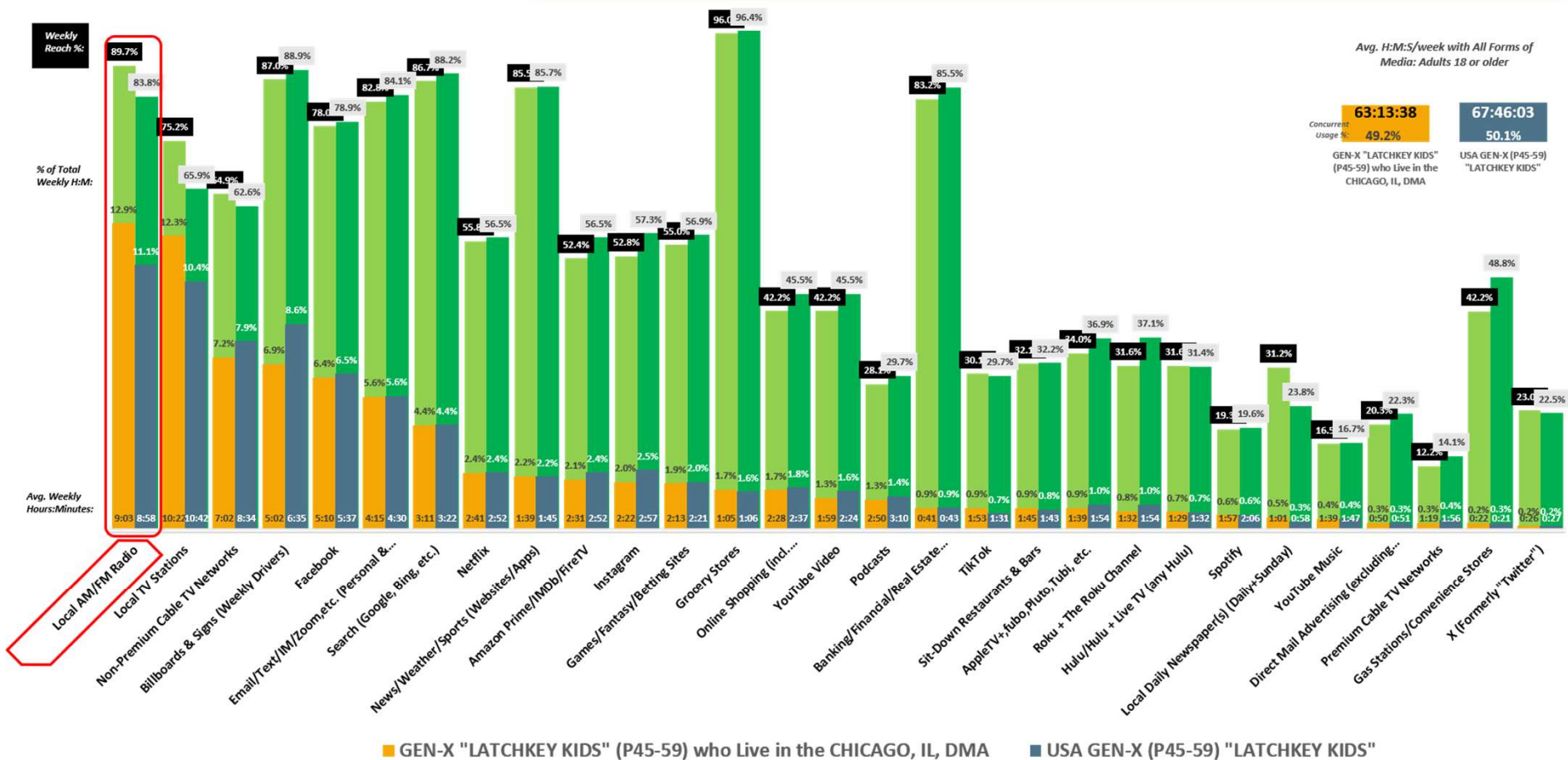
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 19 hours, 48 minutes and 12 seconds each week with All Forms of Media.

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





Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA spend an average of 2 days, 15 hours, 13 minutes and 38 seconds each week with All Forms of Media.
 89.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 12.9% of total time spent with all forms of Media.



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

Concurrent Usage %: 63:13:38 (49.2%) vs 67:46:03 (50.1%)

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA vs USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

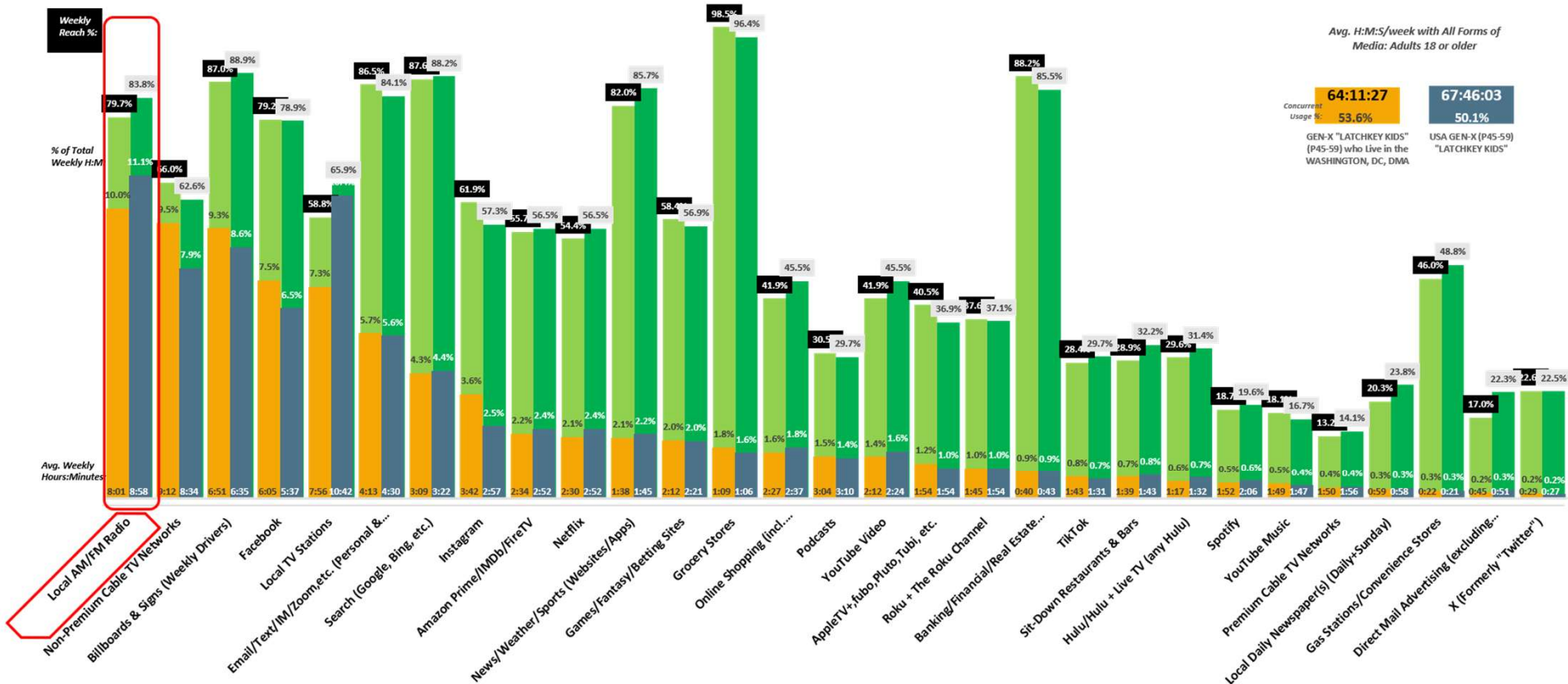
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 16 hours, 11 minutes and 27 seconds each week with All Forms of Media.
79.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA spend an avg. of 8 hours and 1 minutes each week listening to All Local AM/FM Radio, representing 10.% of total time spent with all forms of Media.



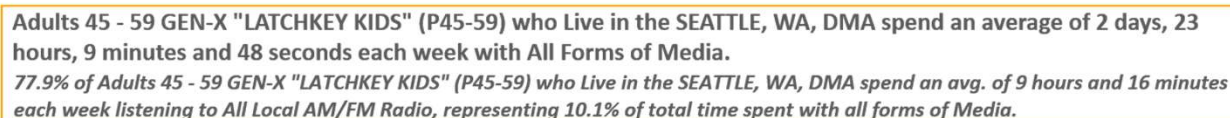
■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA ■ USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

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

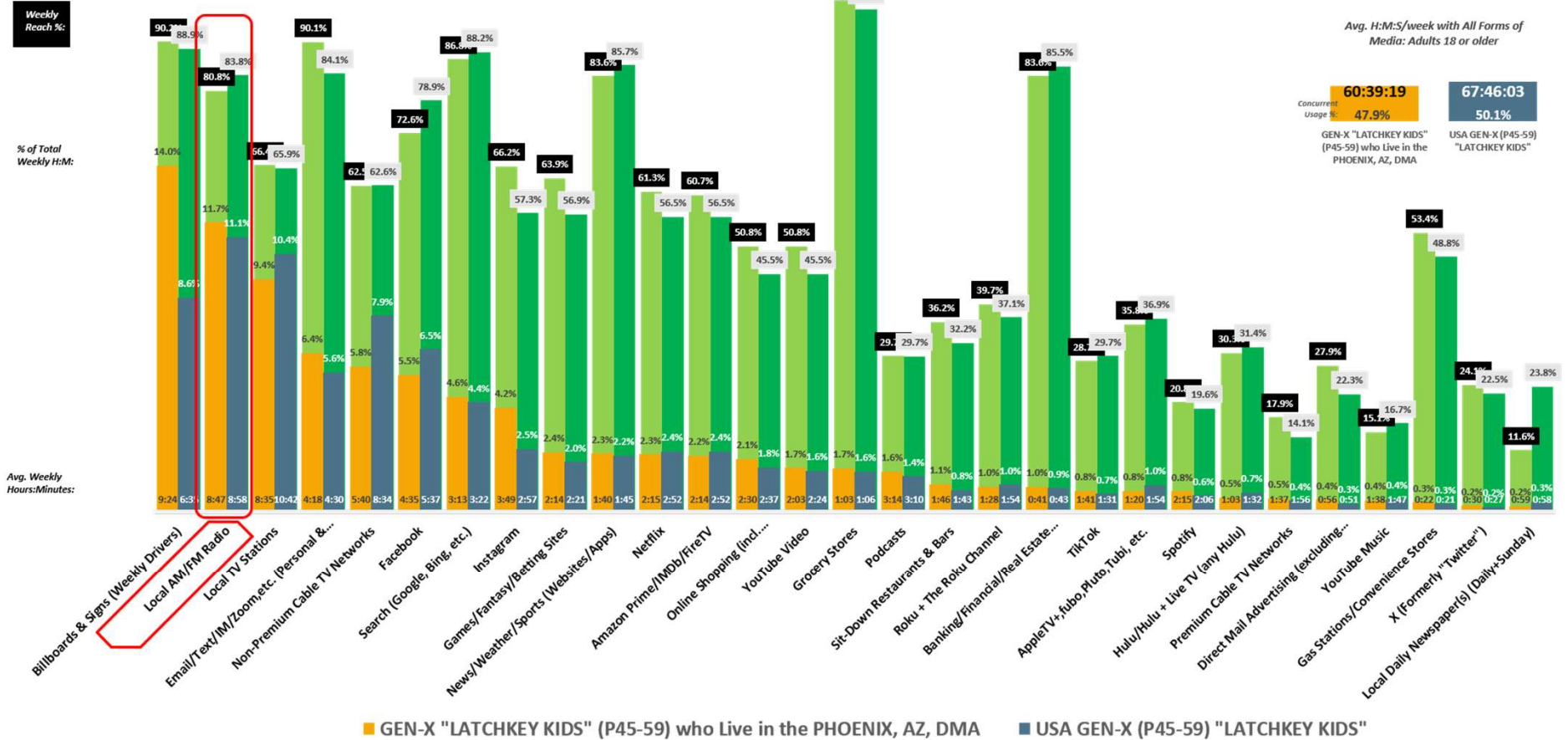




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Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 12 hours, 39 minutes and 19 seconds each week with All Forms of Media.
 80.8% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 47 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

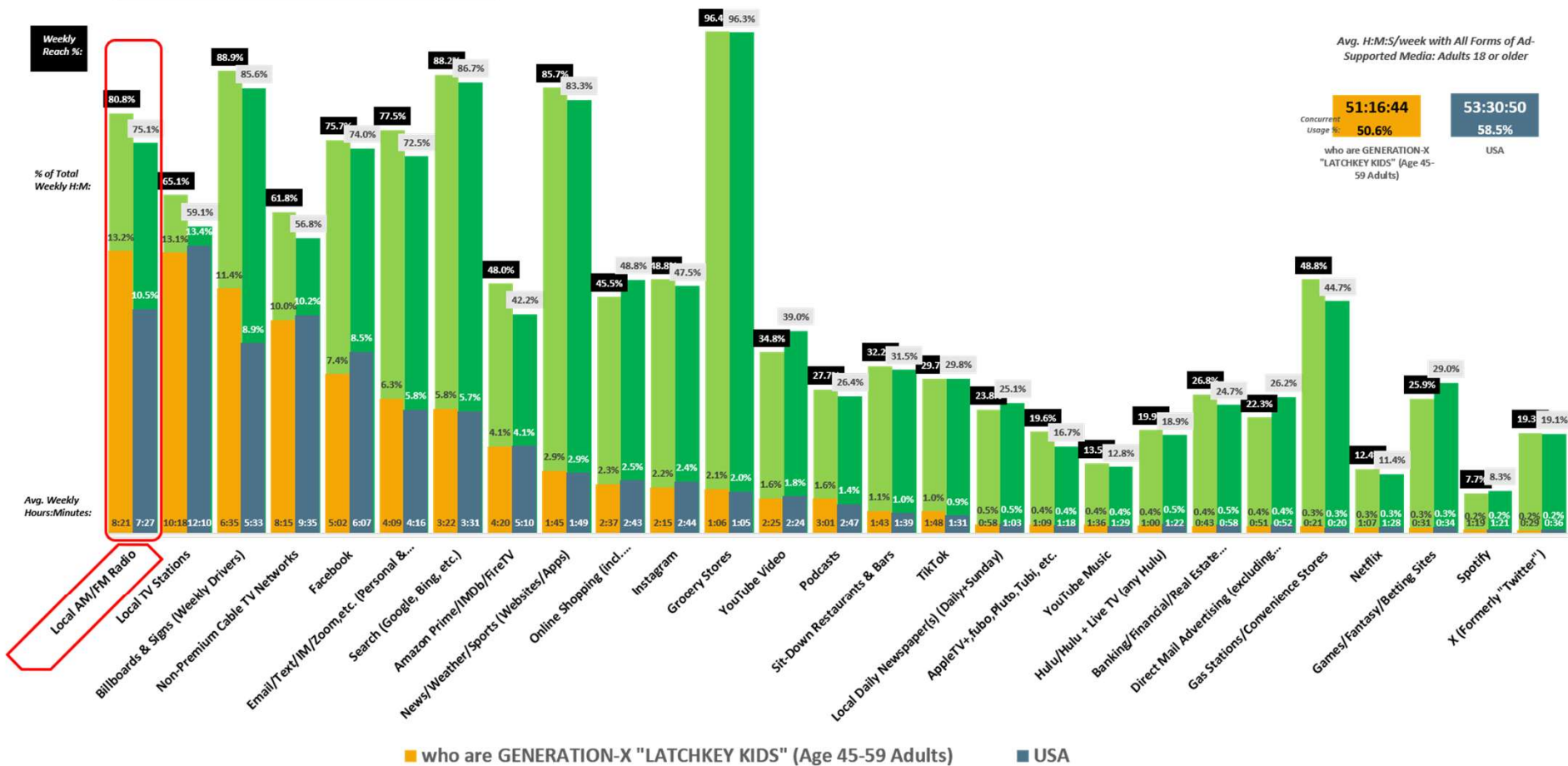
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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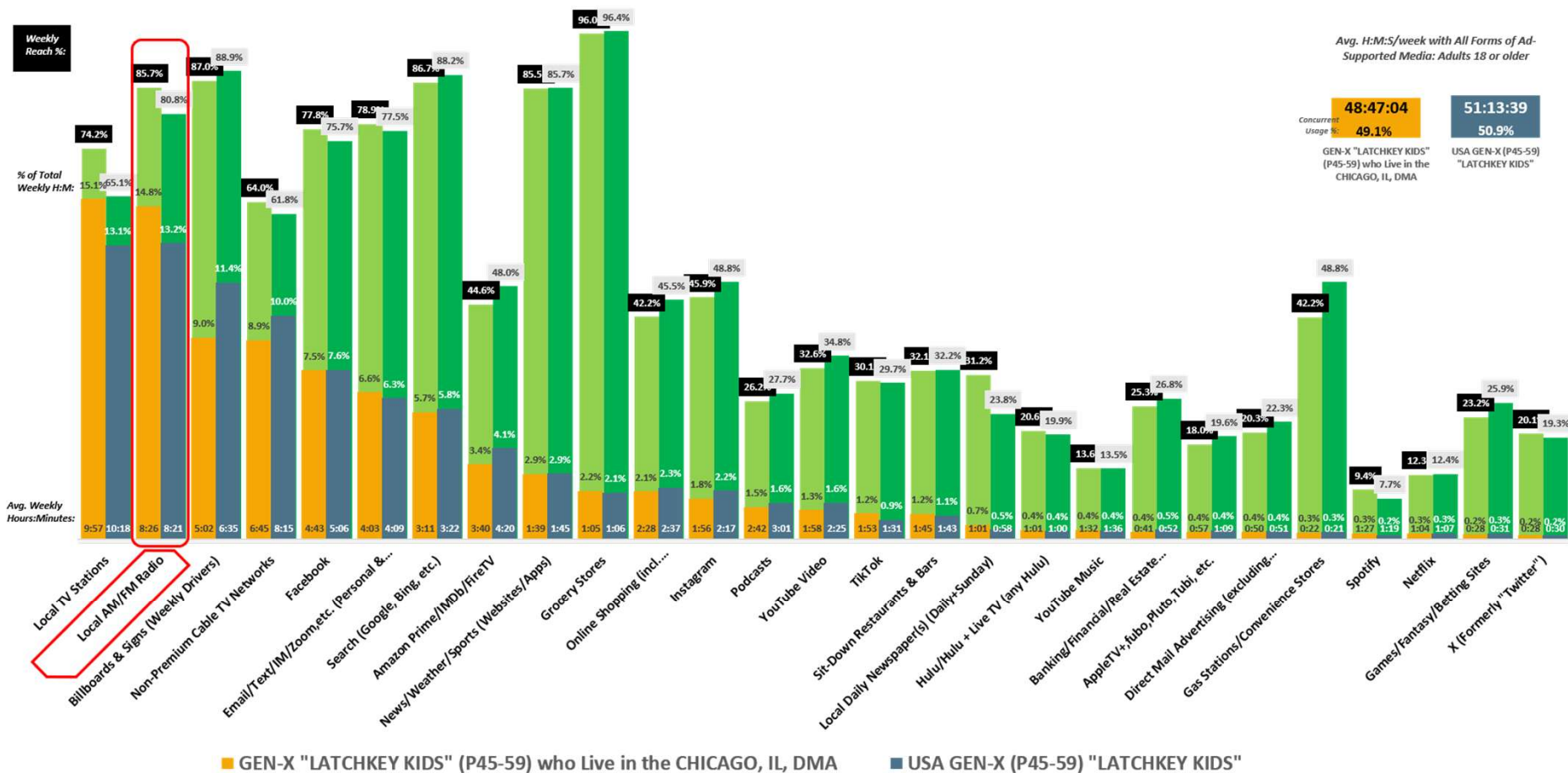


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 3 hours, 16 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 21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





Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA spend an average of 2 days, 0 hours, 47 minutes and 4 seconds each week with All Forms of Ad-Supported Media.
 85.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA spend an avg. of 8 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.8% of total time spent with all forms of Ad-Supported Me



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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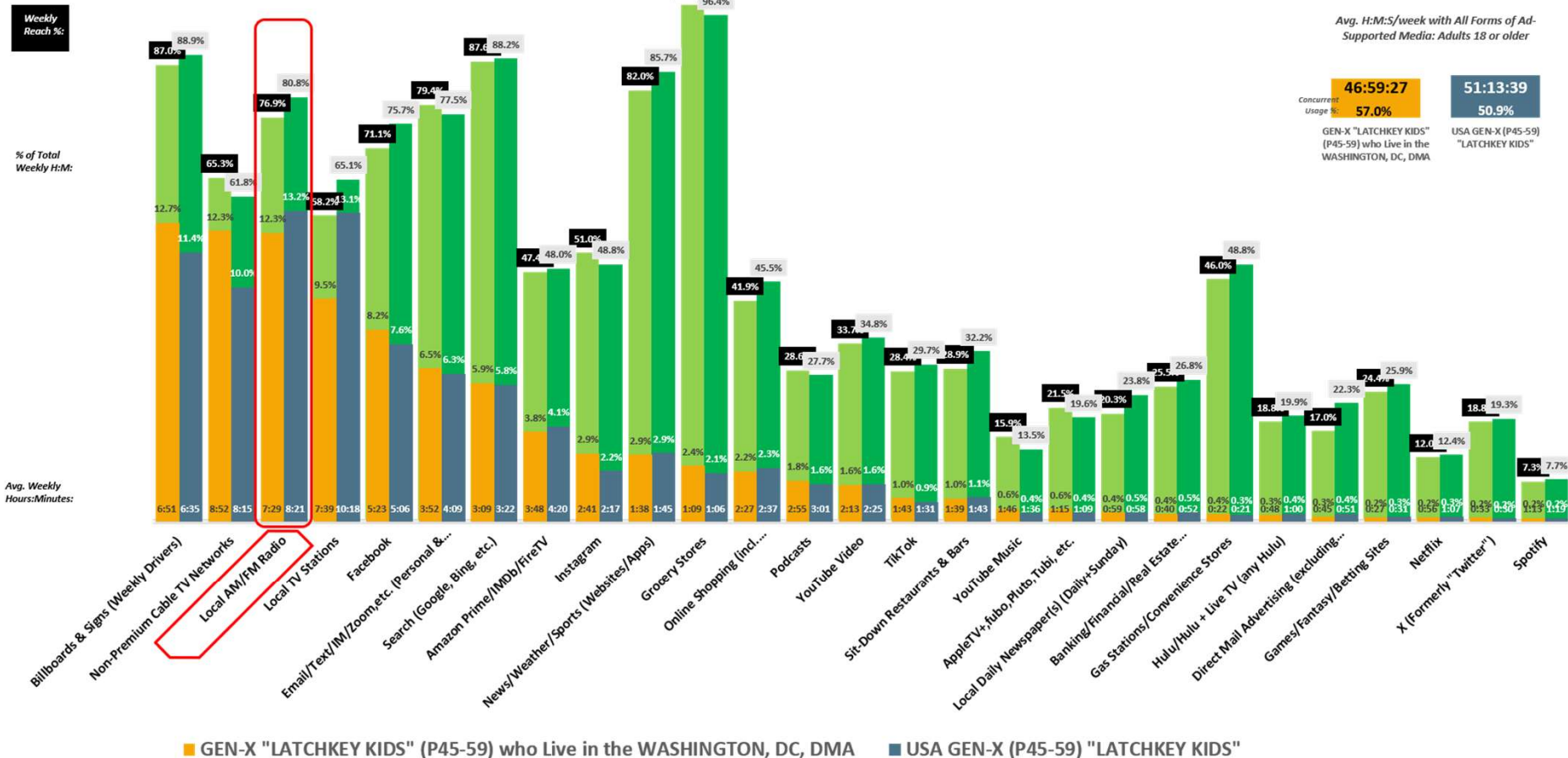
USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything.



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA spend an average of 1 day, 22 hours, 59 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 76.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA spend an avg. of 7 hours and 29 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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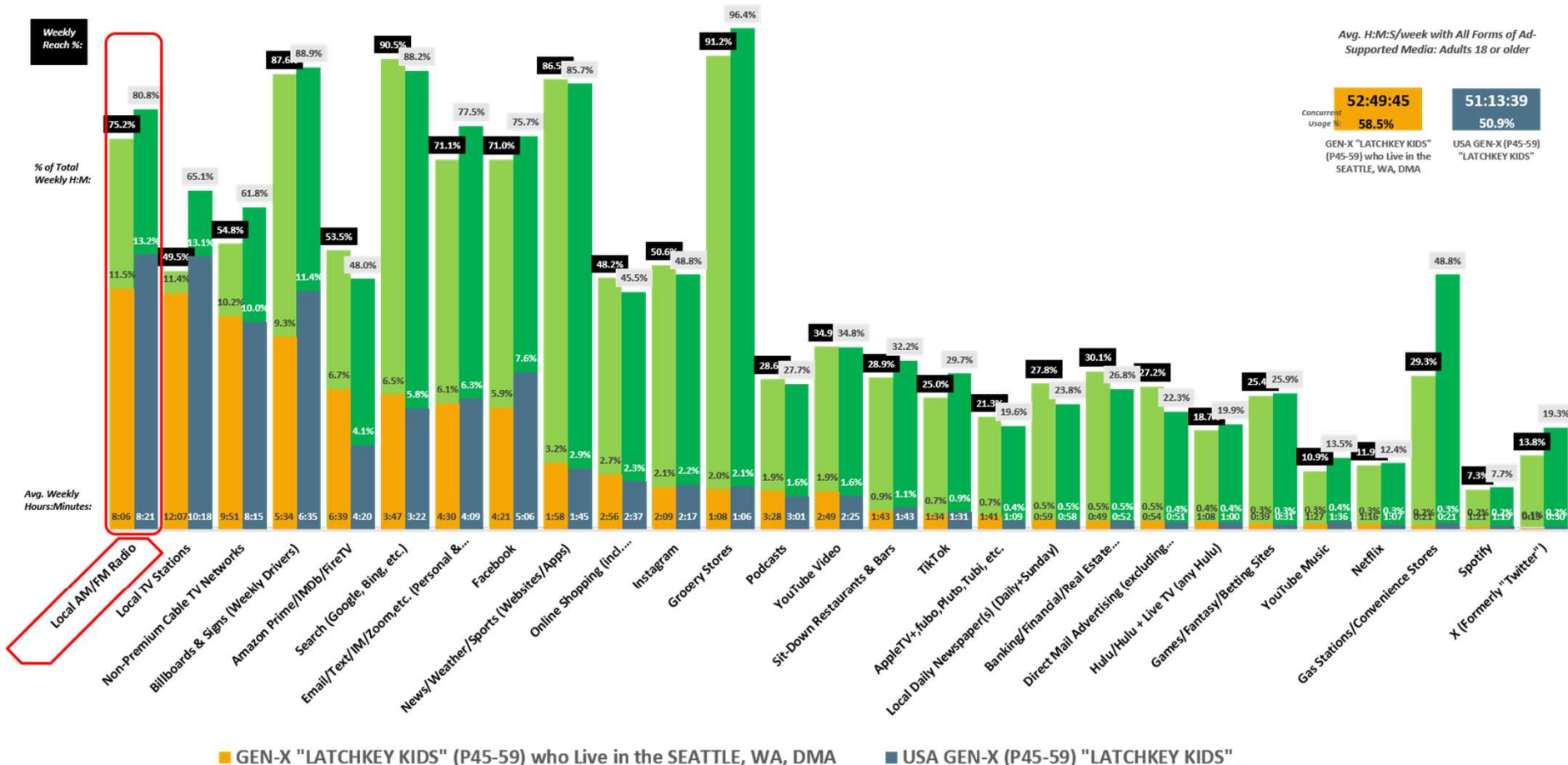
USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything.



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA spend an average of 2 days, 4 hours, 49 minutes and 45 seconds each week with All Forms of Ad-Supported Media.
 75.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA spend an avg. of 8 hours and 6 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.5% of total time spent with all forms of Ad-Supported Med



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA

■ USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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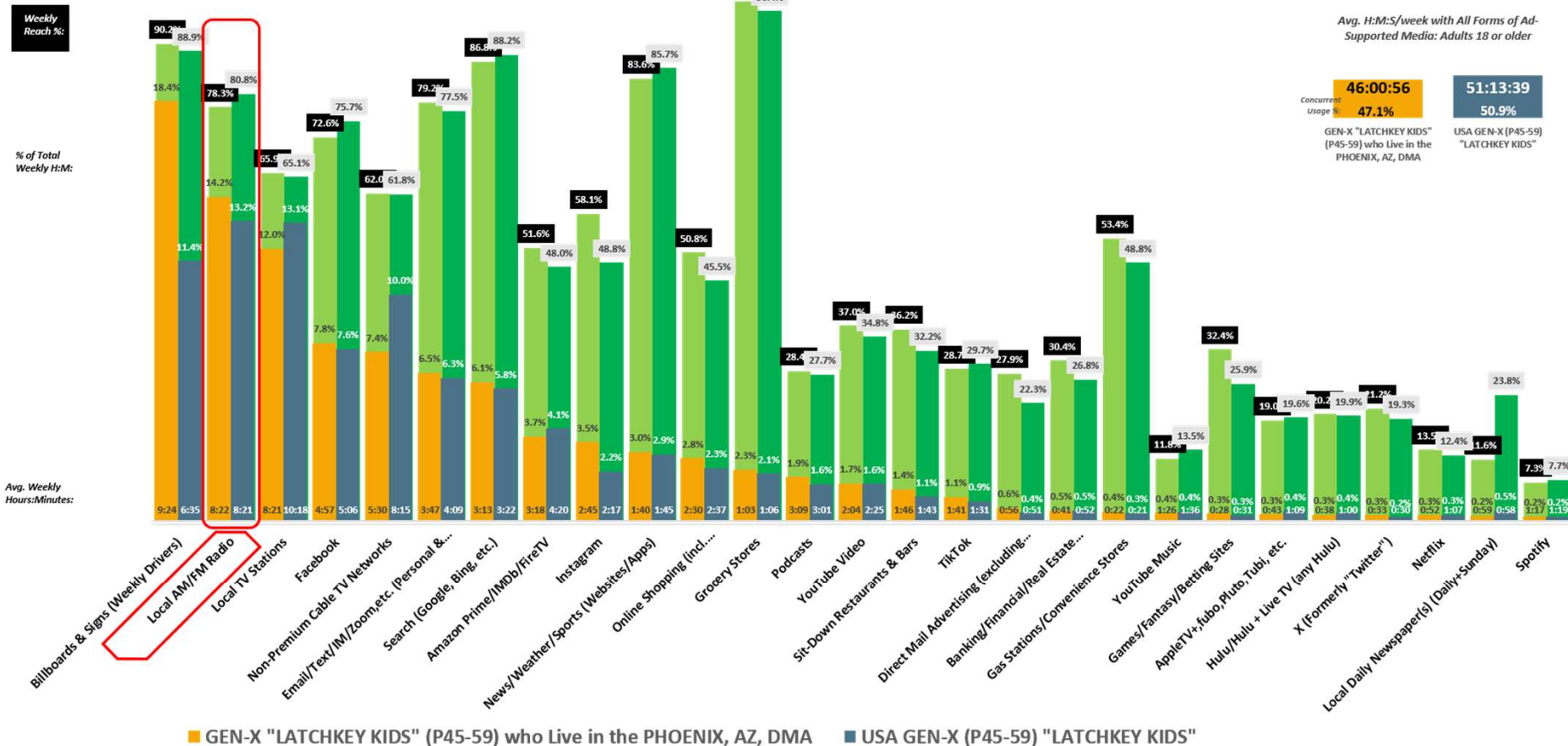
USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything.



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 22 hours, 0 minutes and 56 seconds each week with All Forms of Ad-Supported Media.
 78.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA spend an avg. of 8 hours and 22 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.2% of total time spent with all forms of Ad-Supported Me



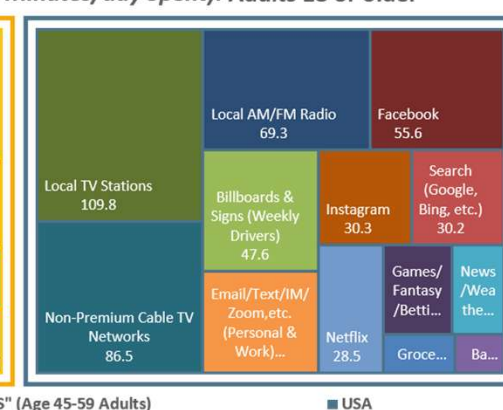
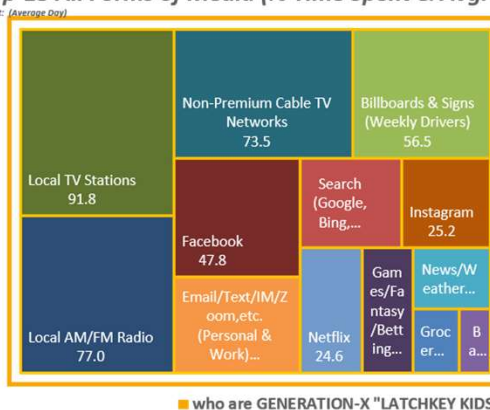
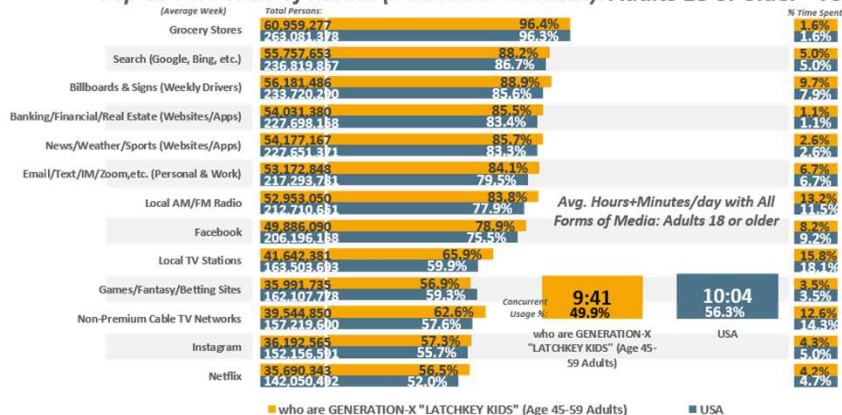
USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

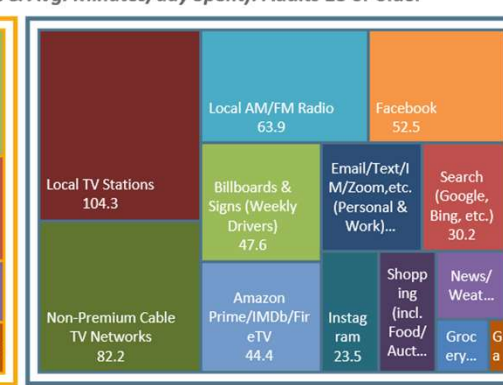
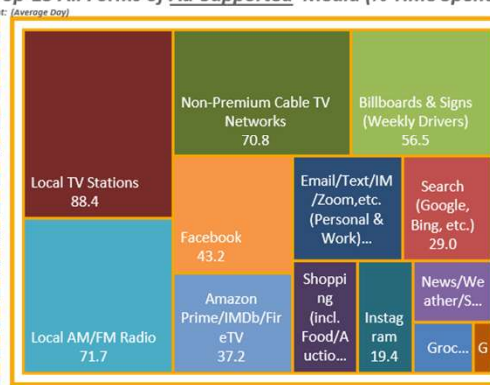
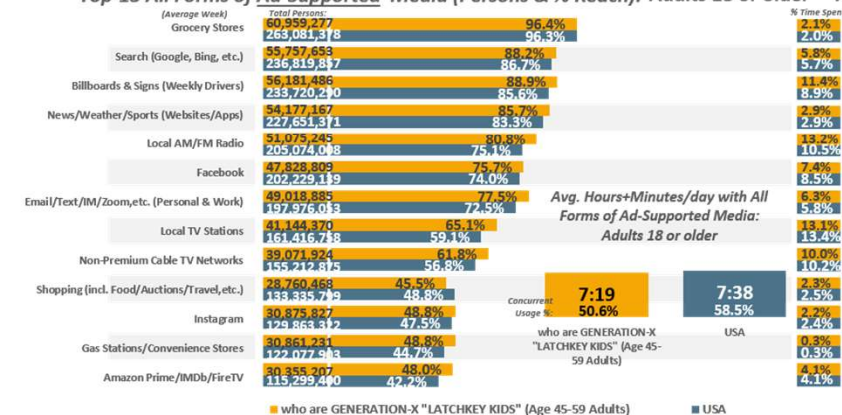


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

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



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



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

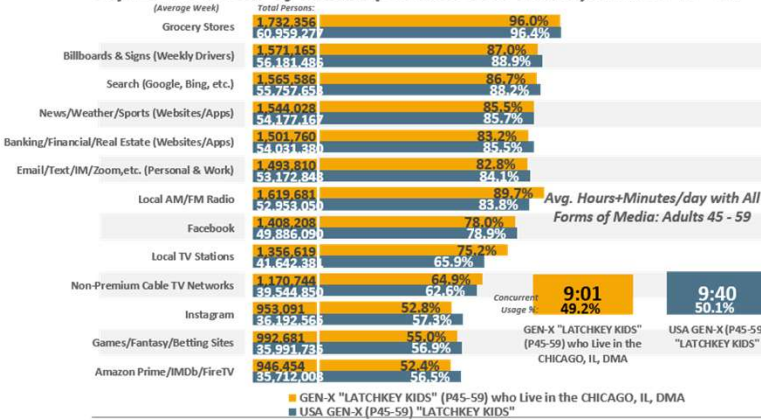
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

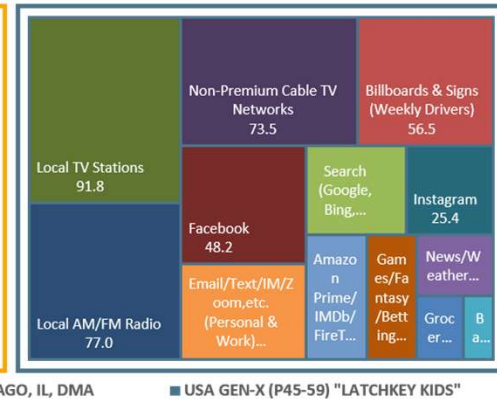
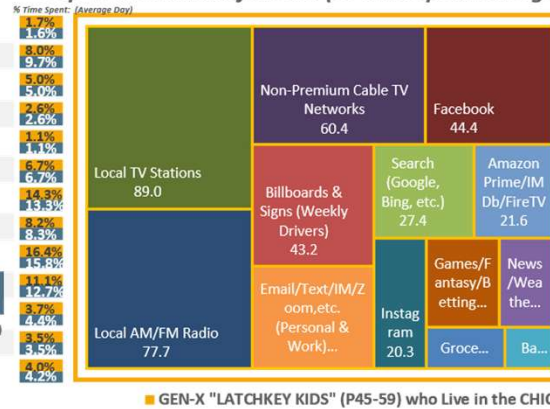


Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA spend an average of 6 hours and 58 minutes each day with All Forms of Ad-Supported Media. 85.7% listen to Local AM/FM Radio for an avg. of 72.4 minutes/day. Local Radio delivers 14.8% of Time with Ad-Supported Media.)

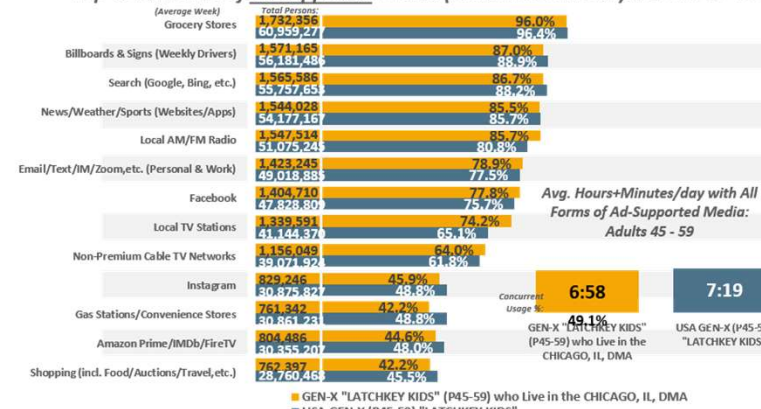
Top-13 All Forms of Media (Persons & % Reach): Adults 45 - 59



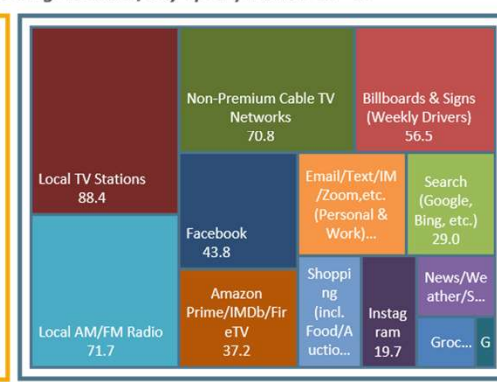
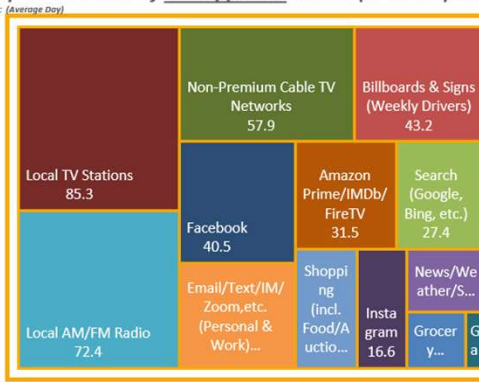
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

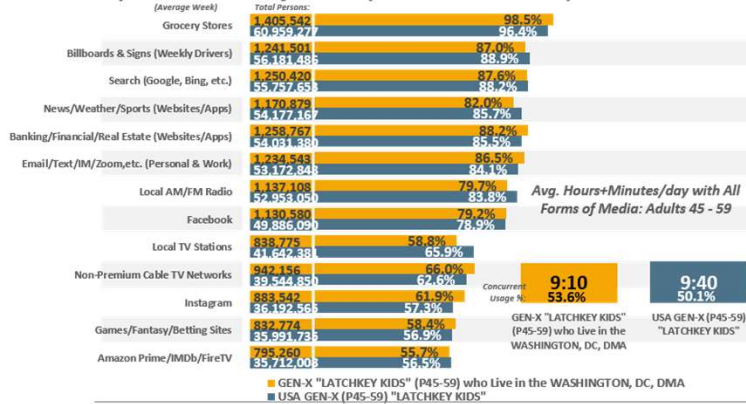
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Age: 45-49 OR Age: 50-54 OR Age: 55-59

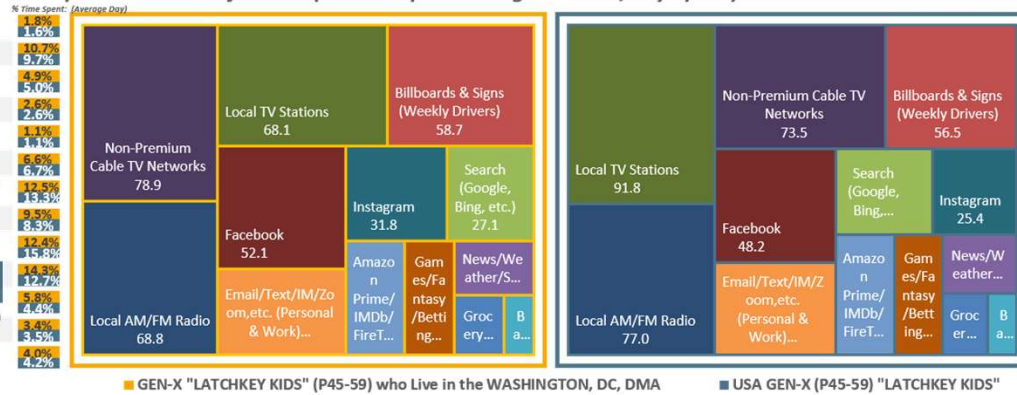


Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 76.9% listen to Local AM/FM Radio for an avg. of 64.2 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

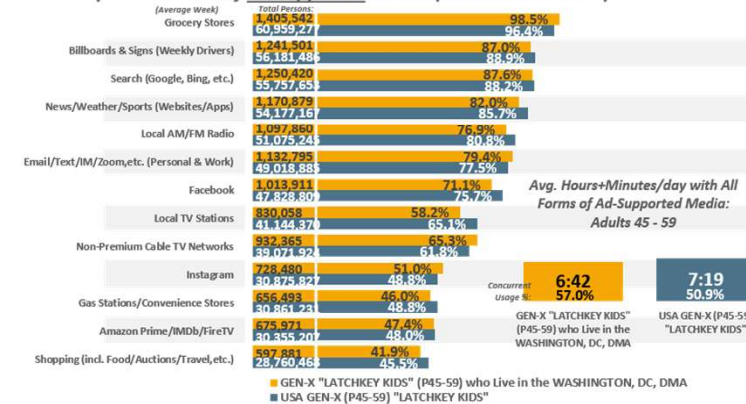
Top-13 All Forms of Media (Persons & % Reach): Adults 45 - 59



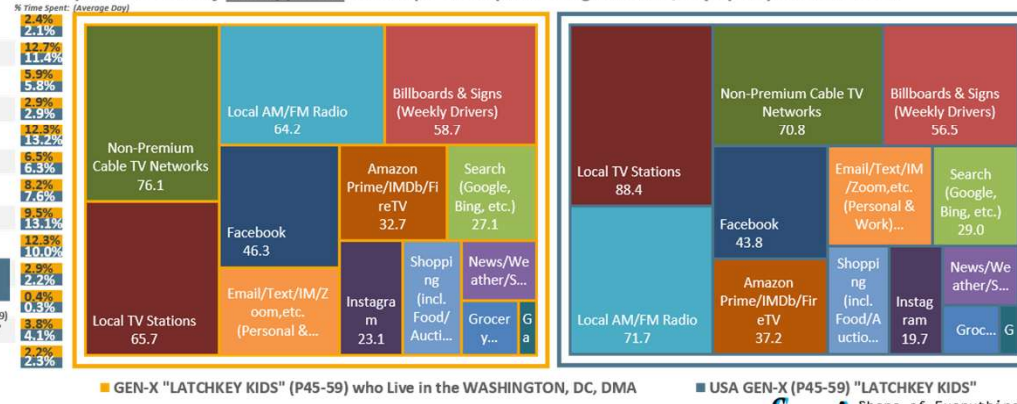
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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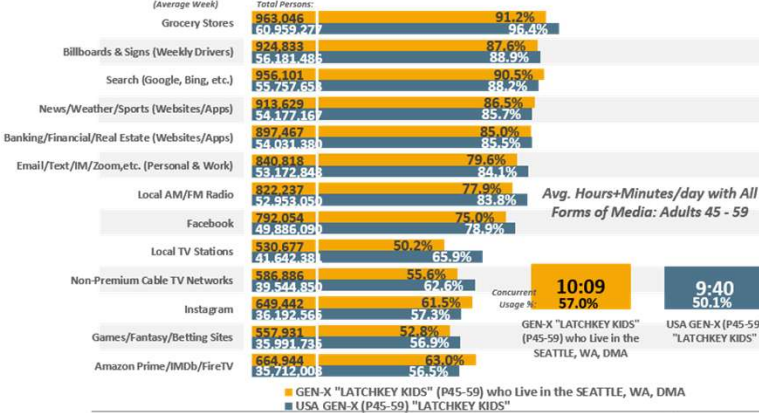
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

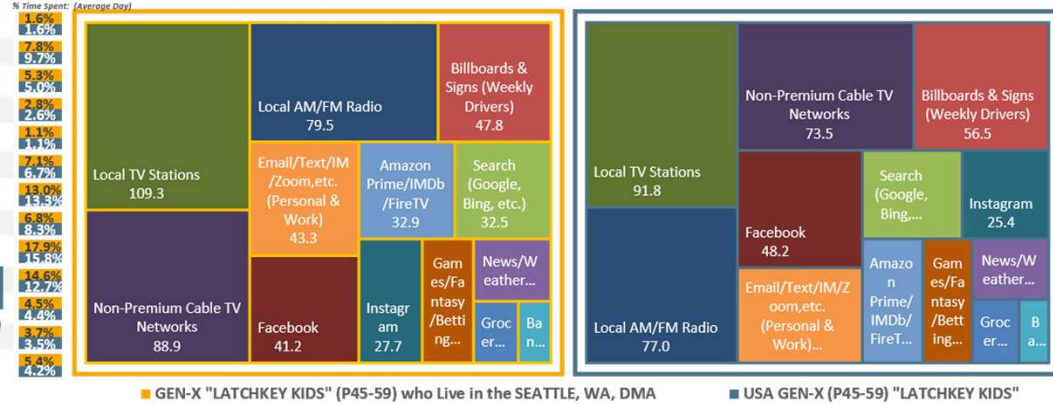


Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA spend an average of 7 hours and 32 minutes each day with All Forms of Ad-Supported Media. 75.2% listen to Local AM/FM Radio for an avg. of 69.6 minutes/day. (Local Radio delivers 11.5% of Time with Ad-Supported Media.)

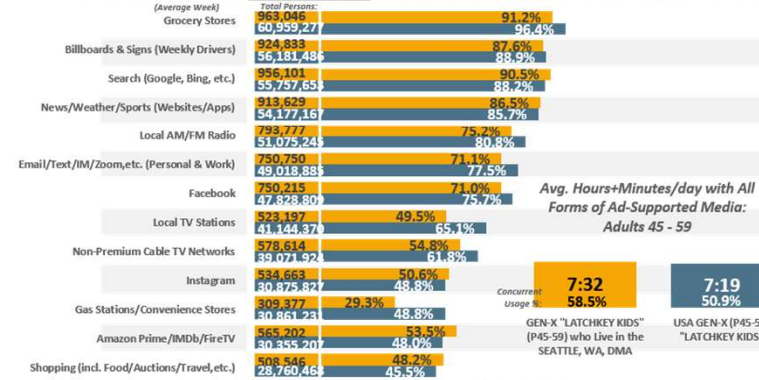
Top-13 All Forms of Media (Persons & % Reach): Adults 45 - 59



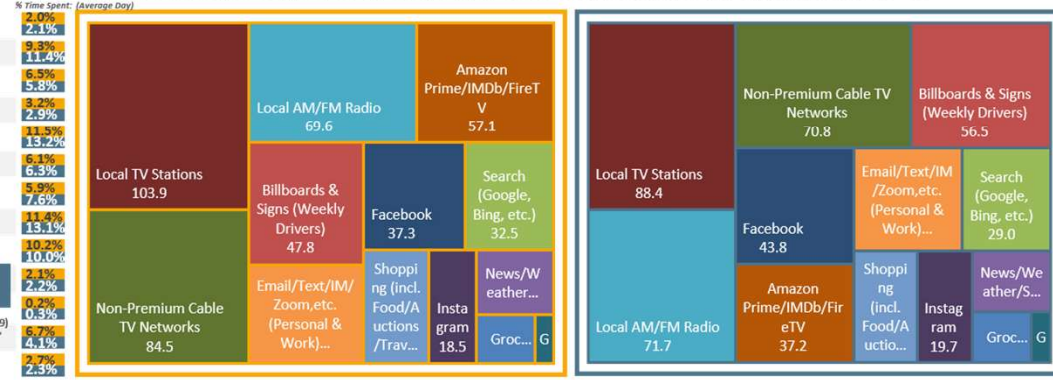
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



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USA Projection USA Qual Intab 6,049

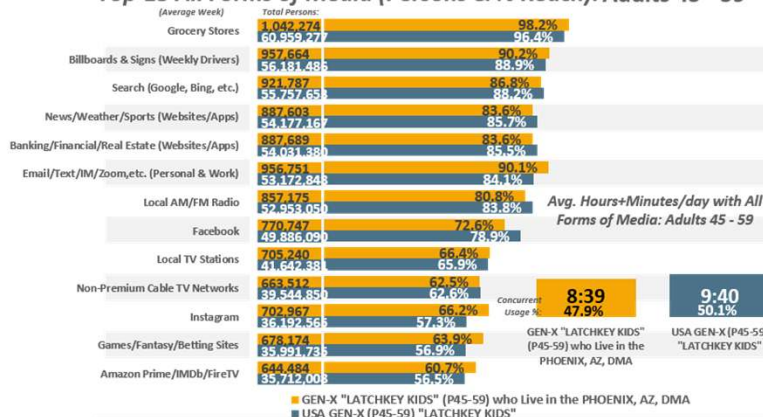
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

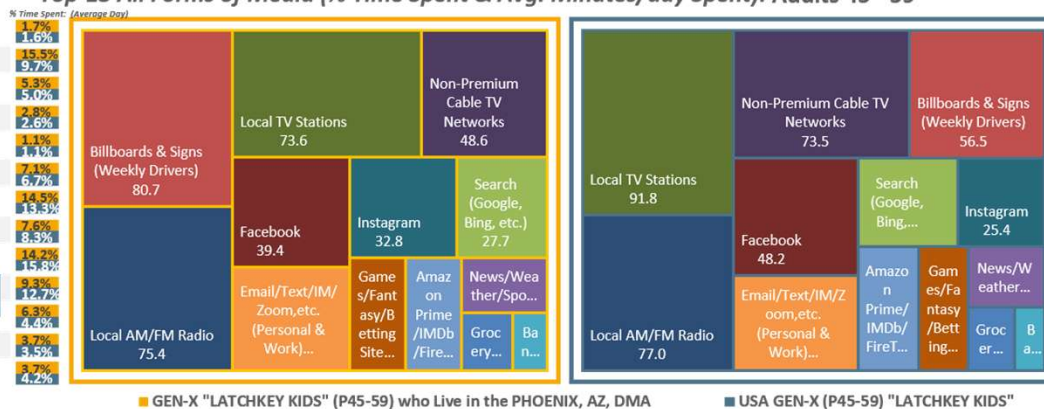


Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 34 minutes each day with All Forms of Ad-Supported Media. 78.3% listen to Local AM/FM Radio for an avg. of 71.8 minutes/day. (Local Radio delivers 14.2% of Time with Ad-Supported Media.)

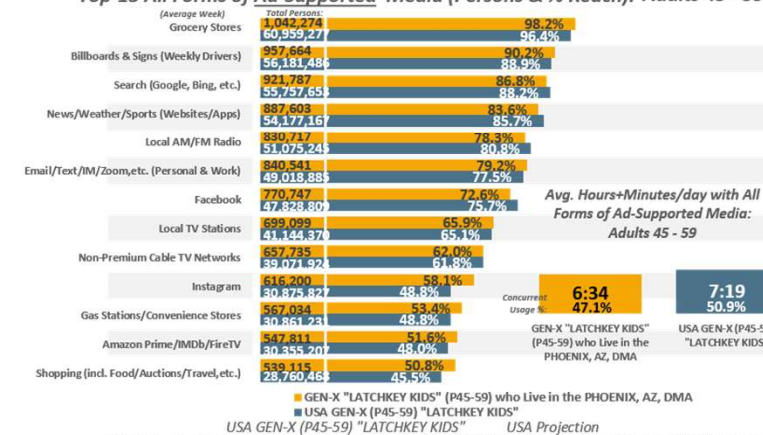
Top-13 All Forms of Media (Persons & % Reach): Adults 45 - 59



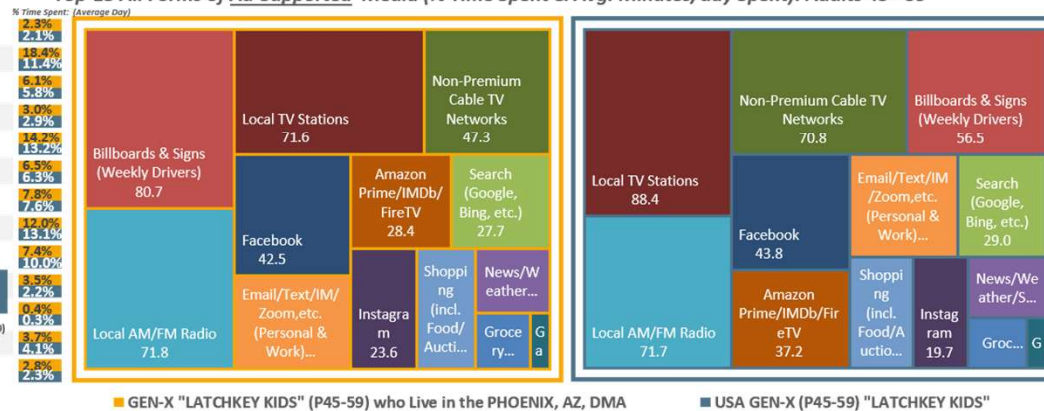
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

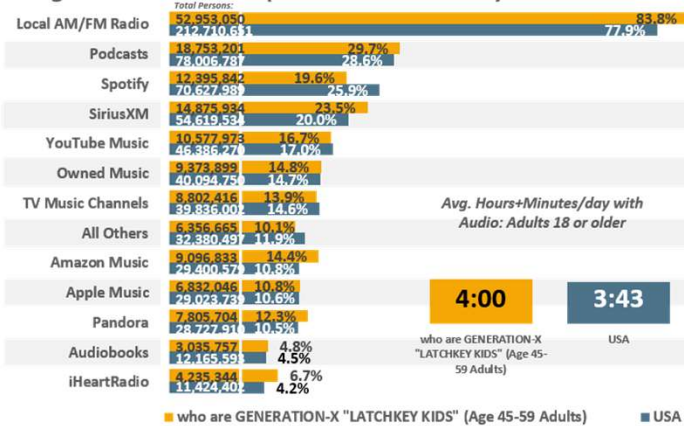
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

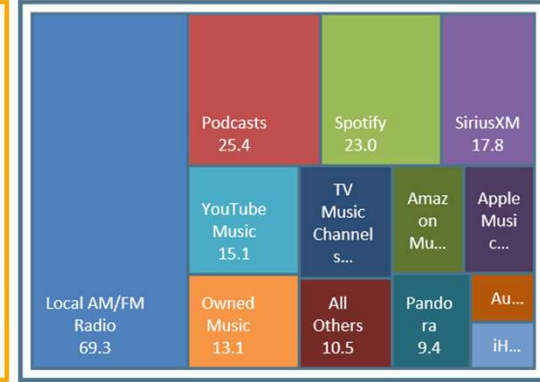
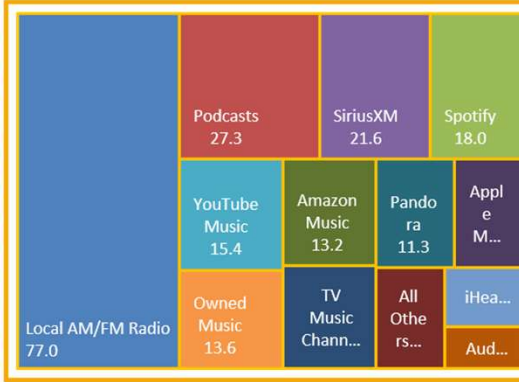


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

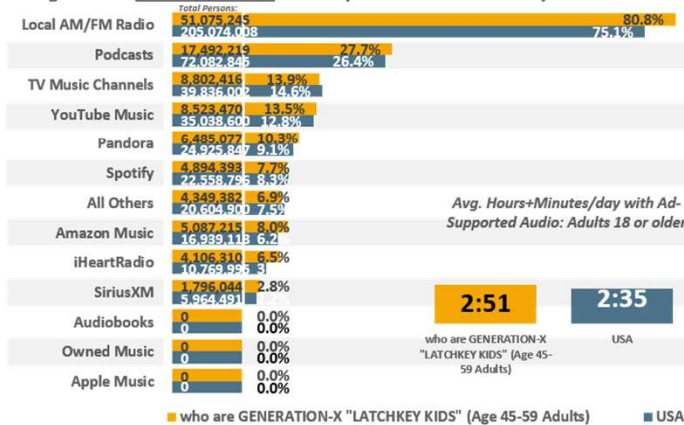
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



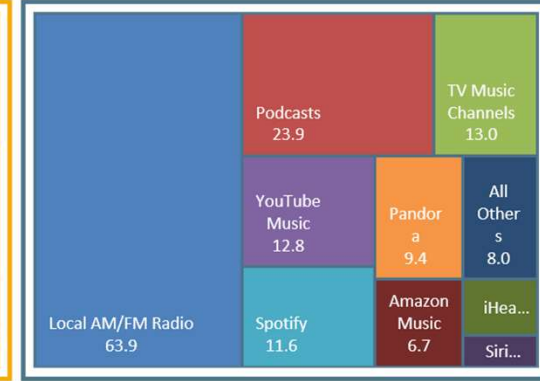
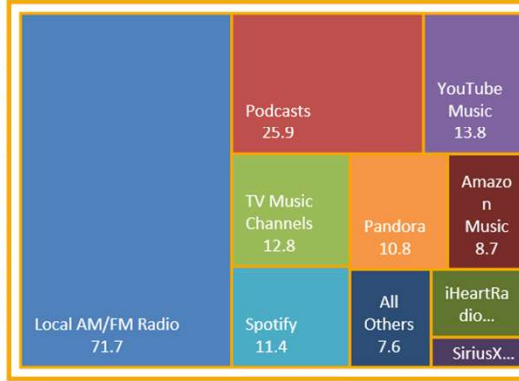
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

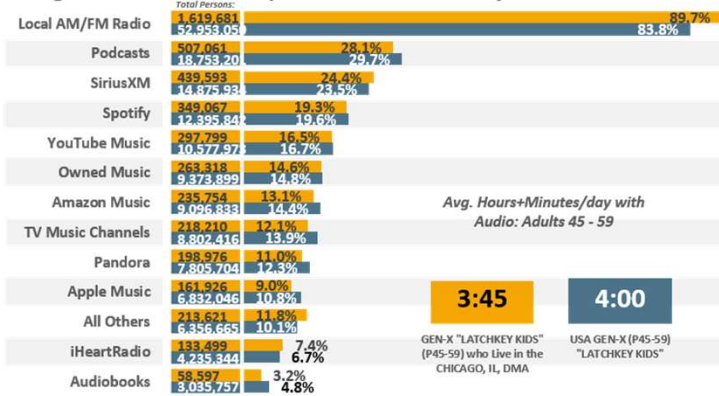
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

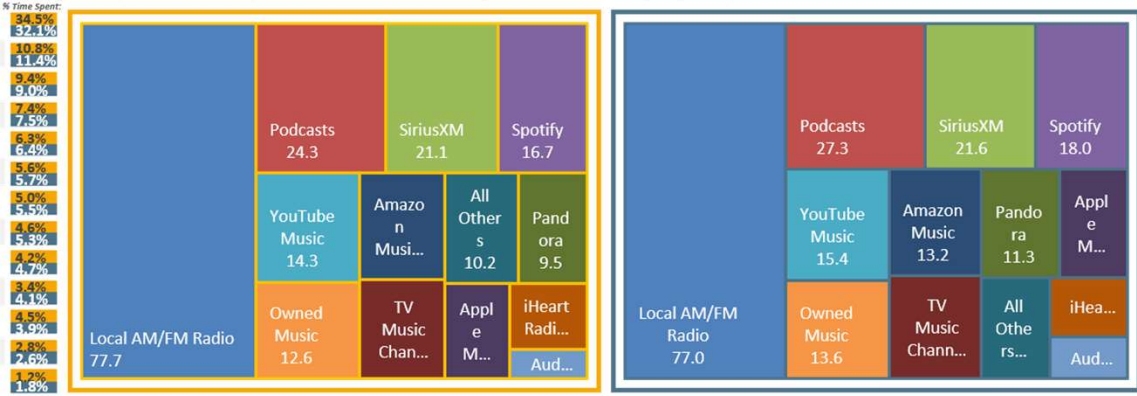


1,547,514 or 85.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72.4 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

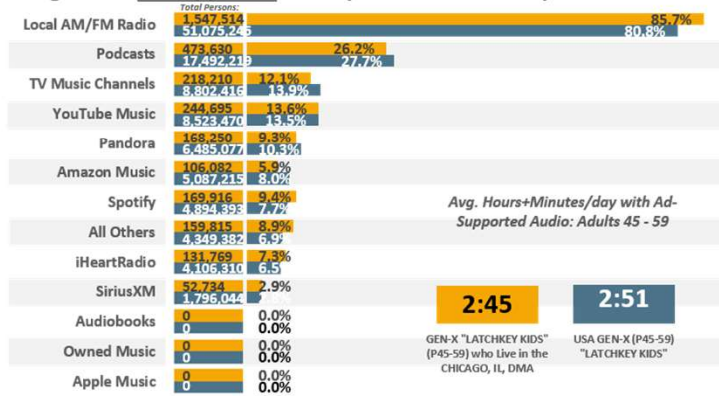
Avg. Week All Audio (Persons & % Reach): Adults 45 - 59



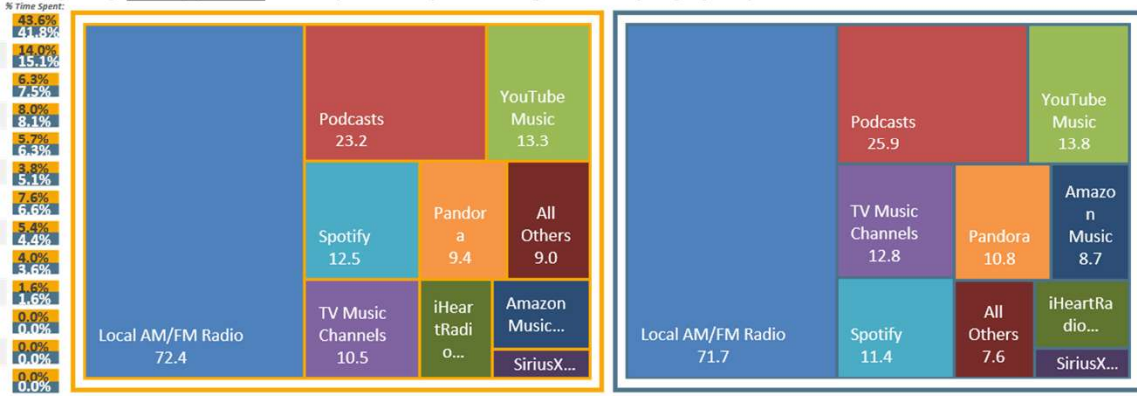
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
Qual Intab
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USA USA Projection USA Qual Intab 6,049

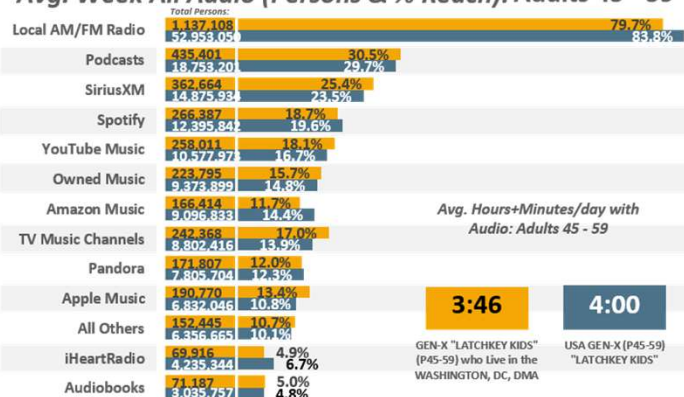
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

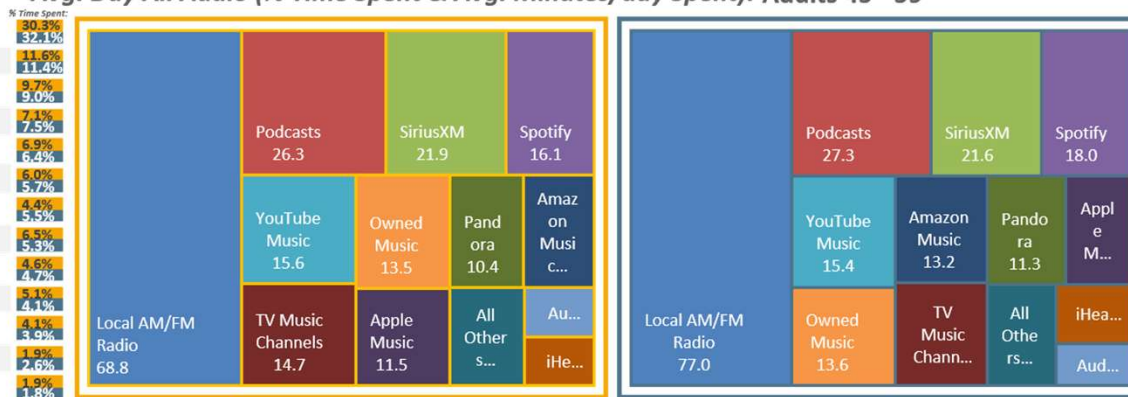


1,097,860 or 76.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

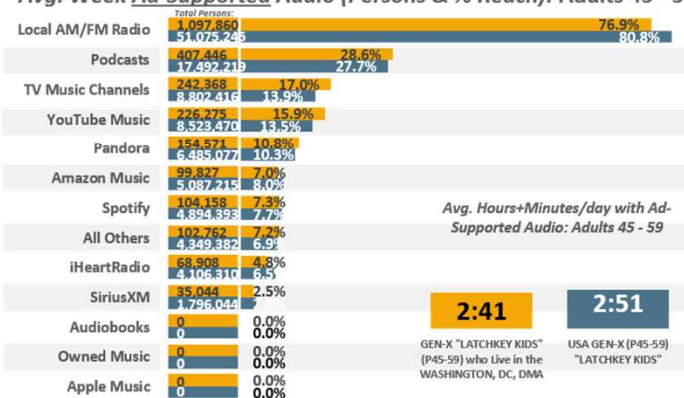
Avg. Week All Audio (Persons & % Reach): Adults 45 - 59



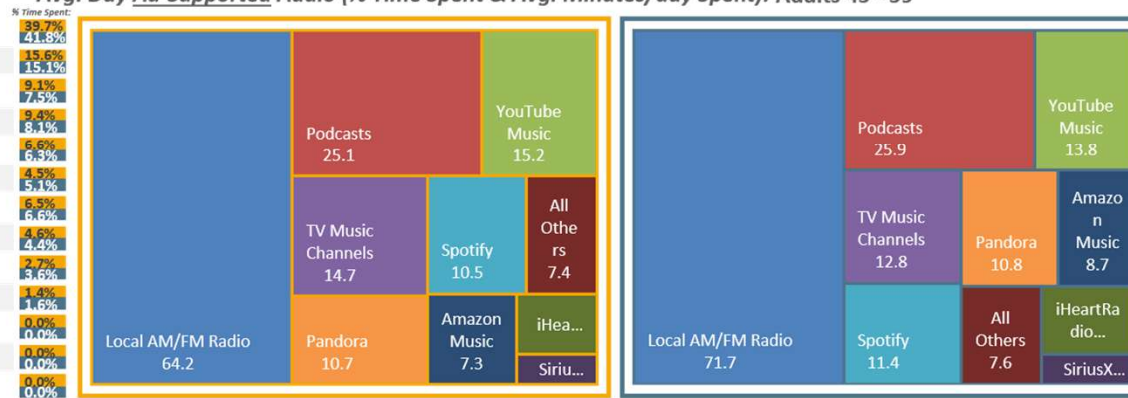
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection
Qual Intab
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GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

USA USA Projection USA Qual Intab 6,049

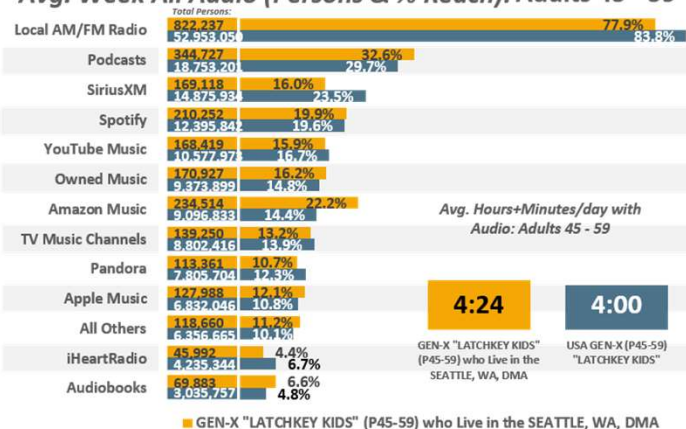
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

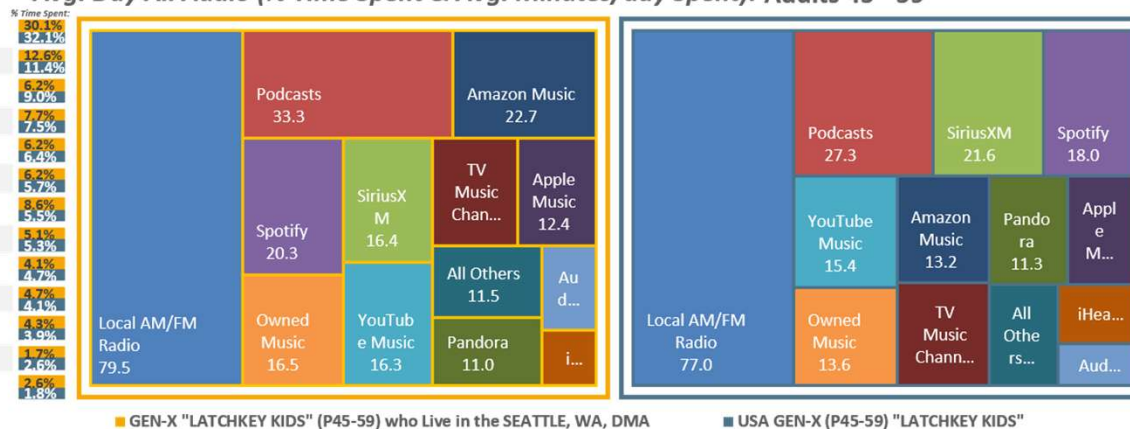


793,777 or 75.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.6 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

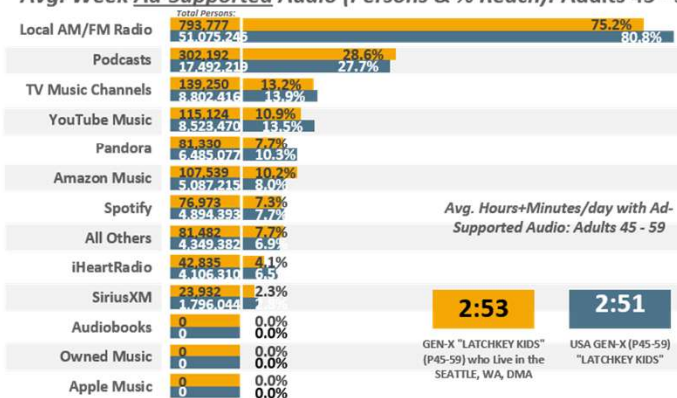
Avg. Week All Audio (Persons & % Reach): Adults 45 - 59



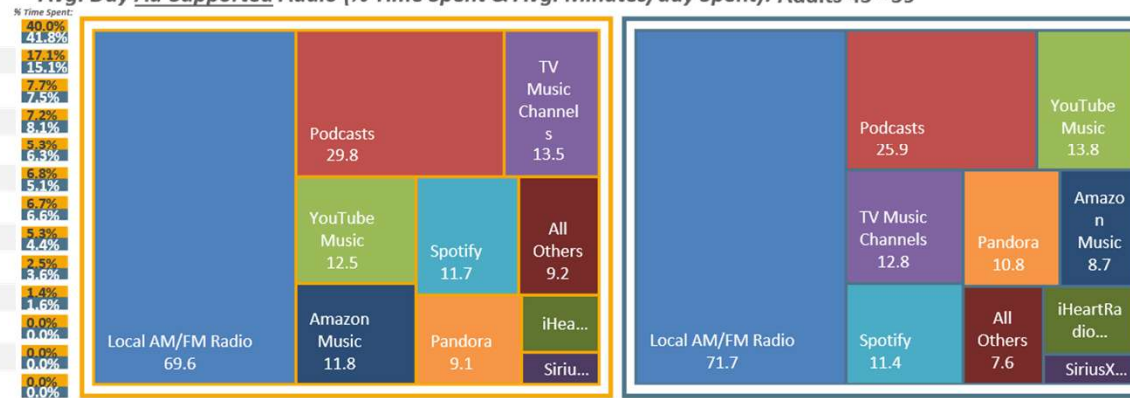
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA
 USA Projection
 Qual Intab
 Scarborough R1 2026: Mar25-Mar26
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USA USA Projection USA Qual Intab 6,049

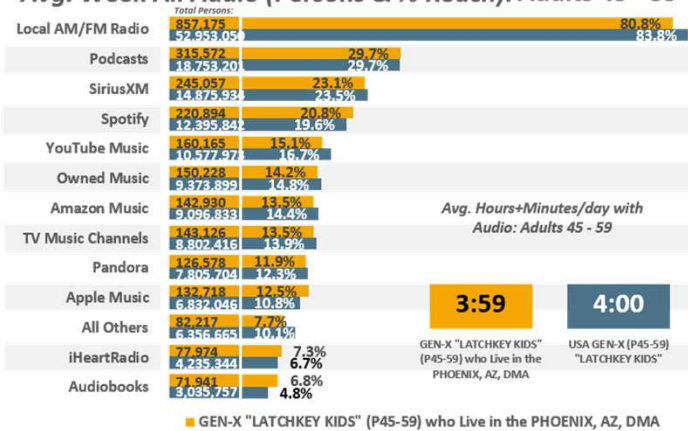
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

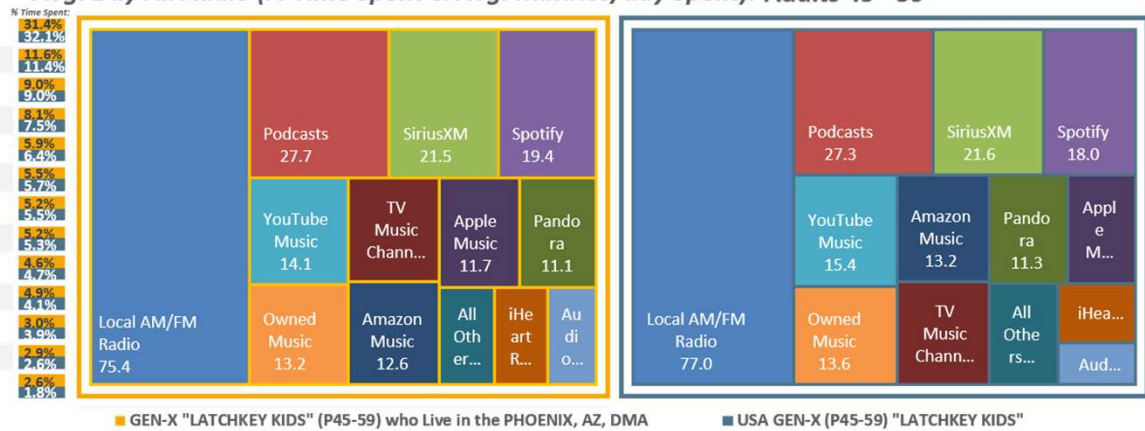


830,717 or 78.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

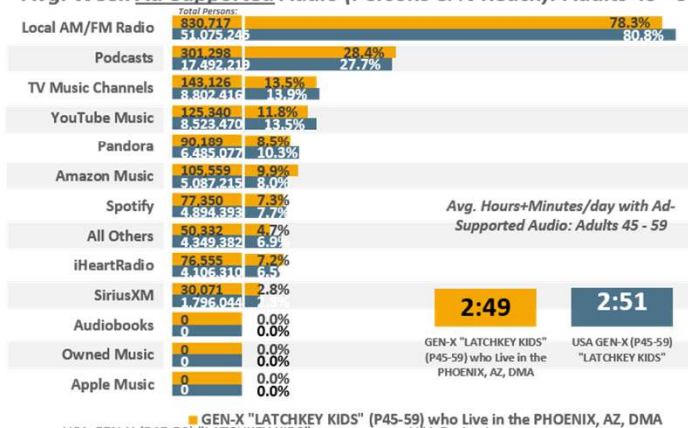
Avg. Week All Audio (Persons & % Reach): Adults 45 - 59



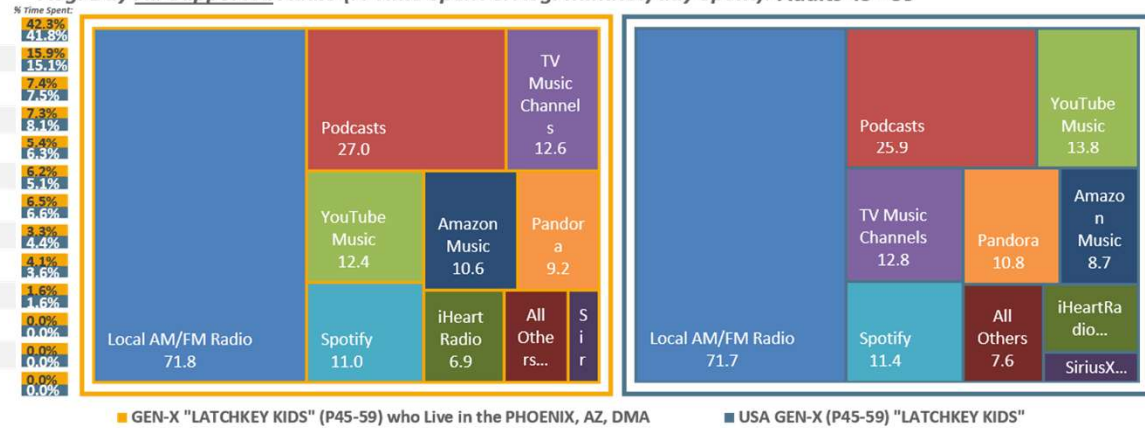
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
Scarborough R1 2026: Feb25-Feb26 Qual Intab
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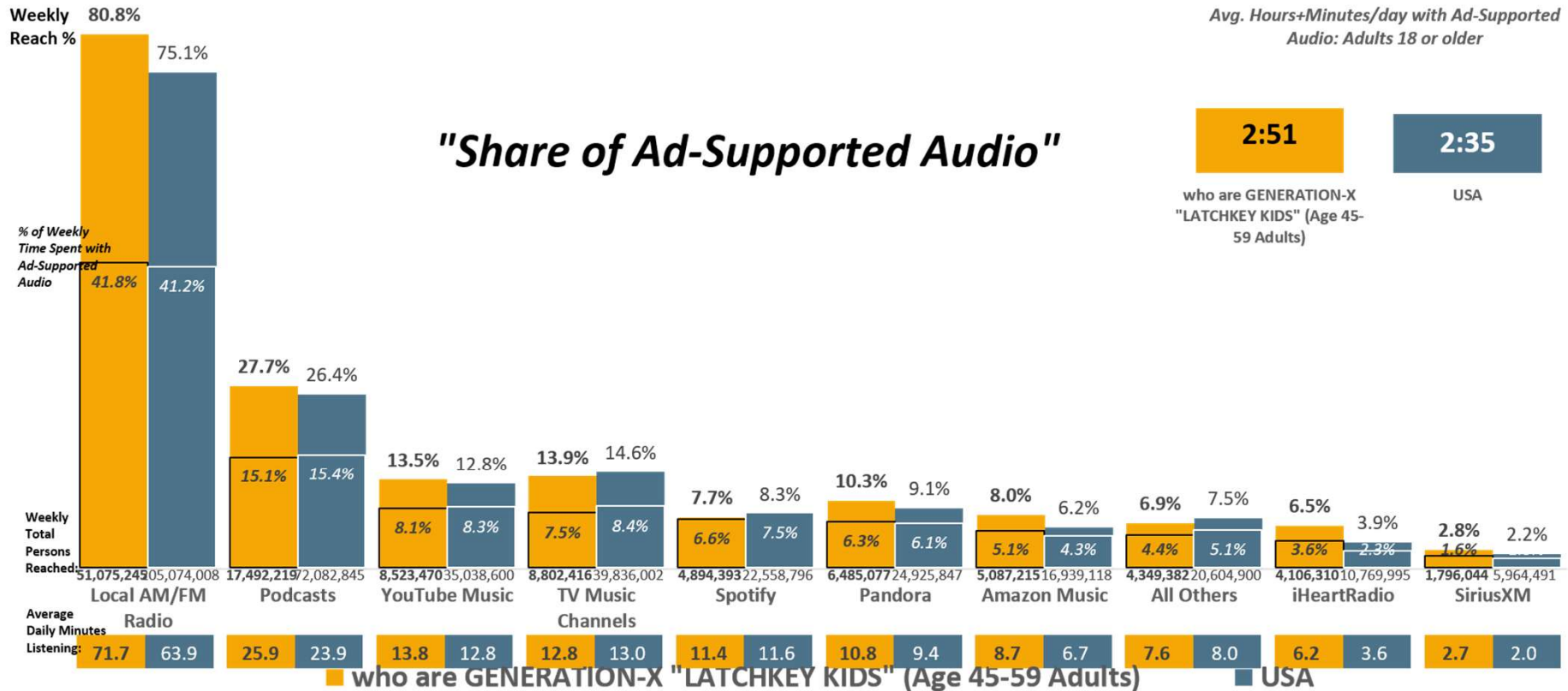
USA USA Projection USA Qual Intab 6,049

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



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

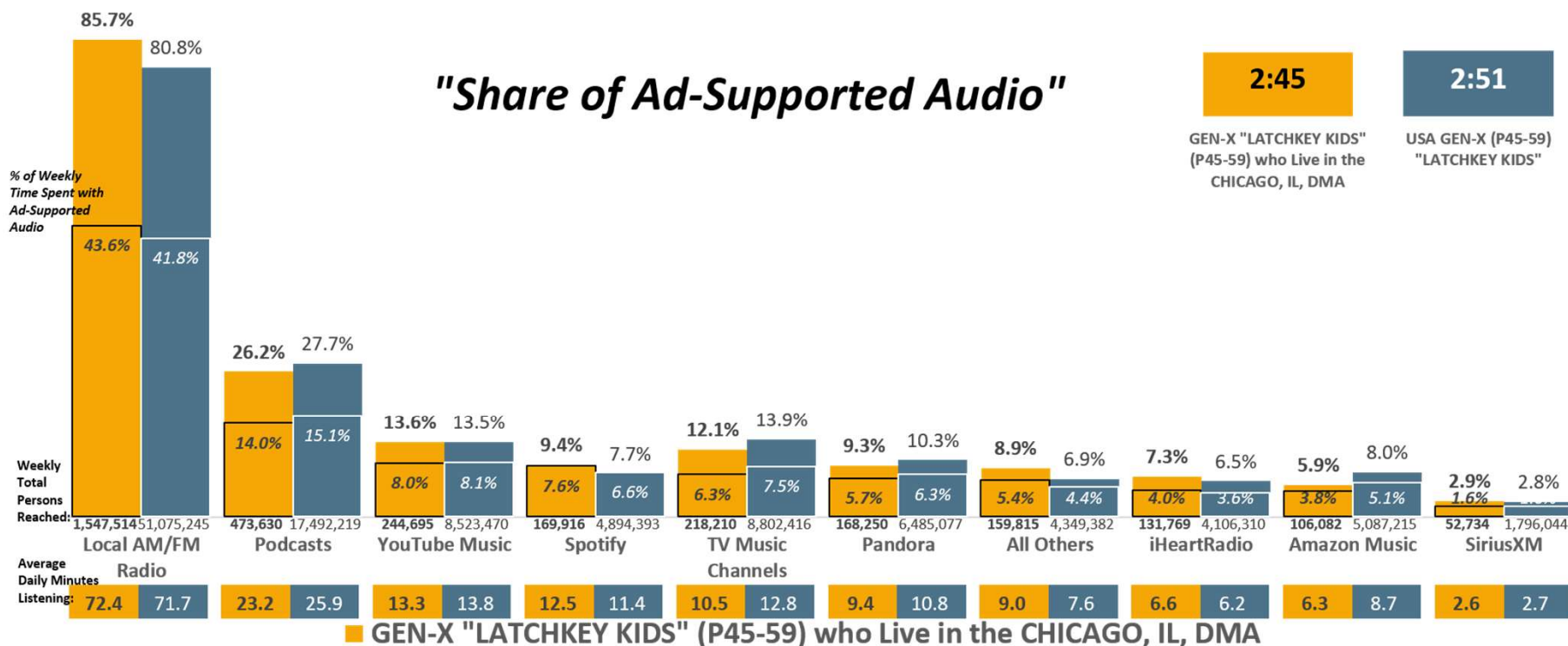




1,547,514 or 85.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 72.4 minutes every day representing 43.6% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

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

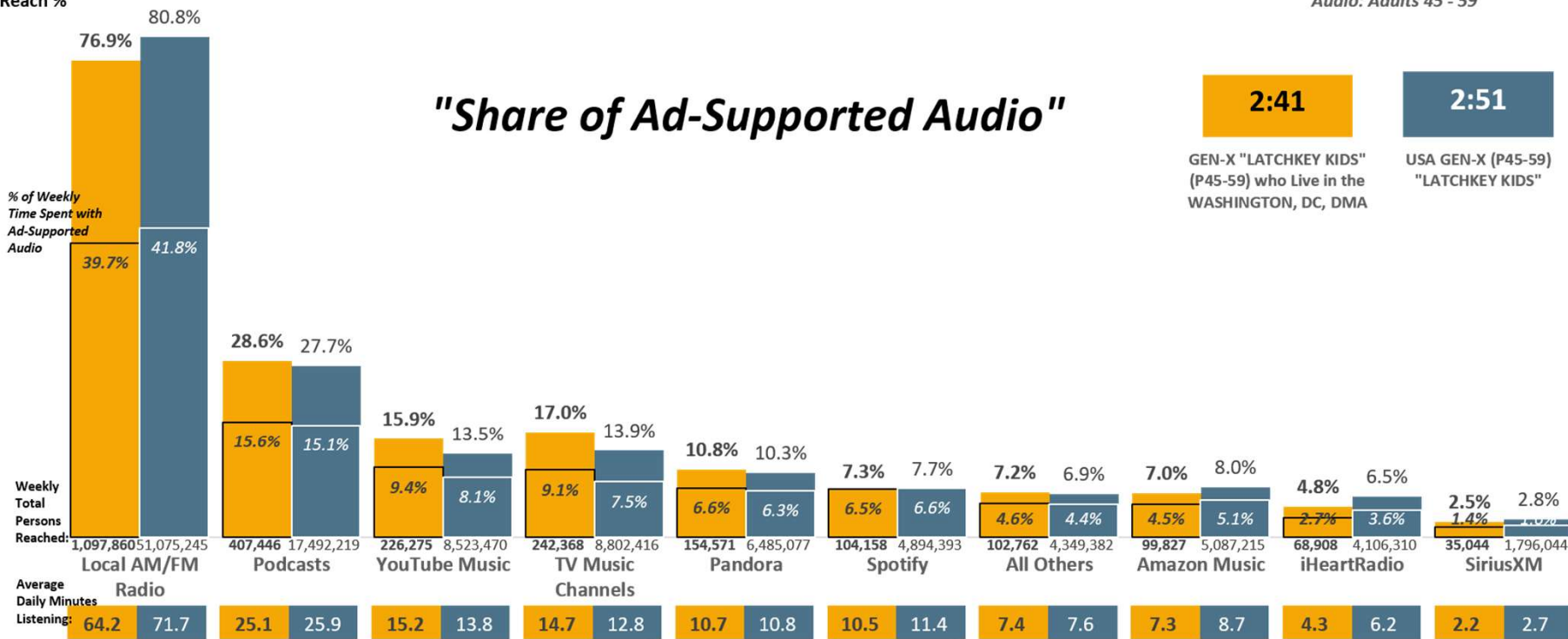


1,097,860 or 76.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 64.2 minutes every day representing 39.7% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 45 - 59

"Share of Ad-Supported Audio"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Mar 25-Mar 26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

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



793,777 or 75.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 69.6 minutes every day representing 40.0% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 45 - 59

"Share of Ad-Supported Audio"

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

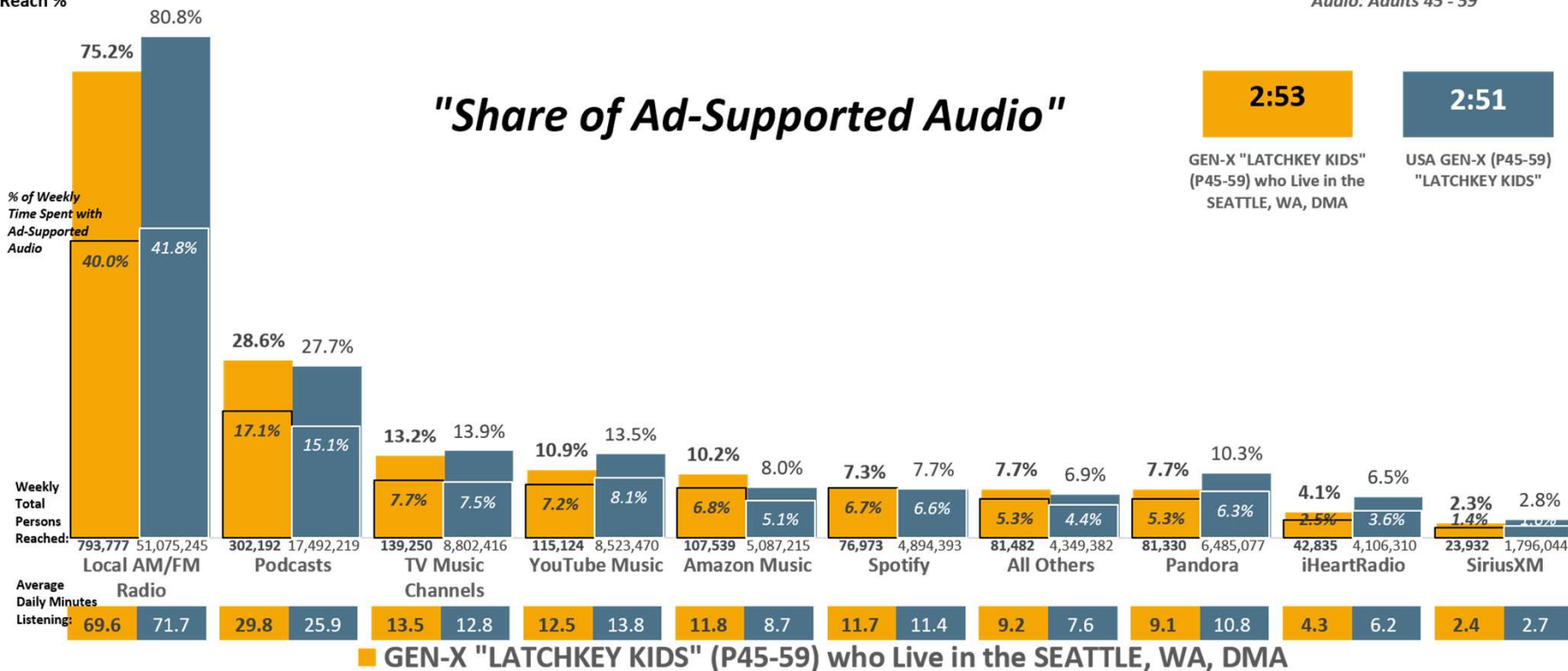
Average Daily Minutes Listening:

2:53

2:51

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Mar 25-Mar 26
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USA Projection
Qual Intab

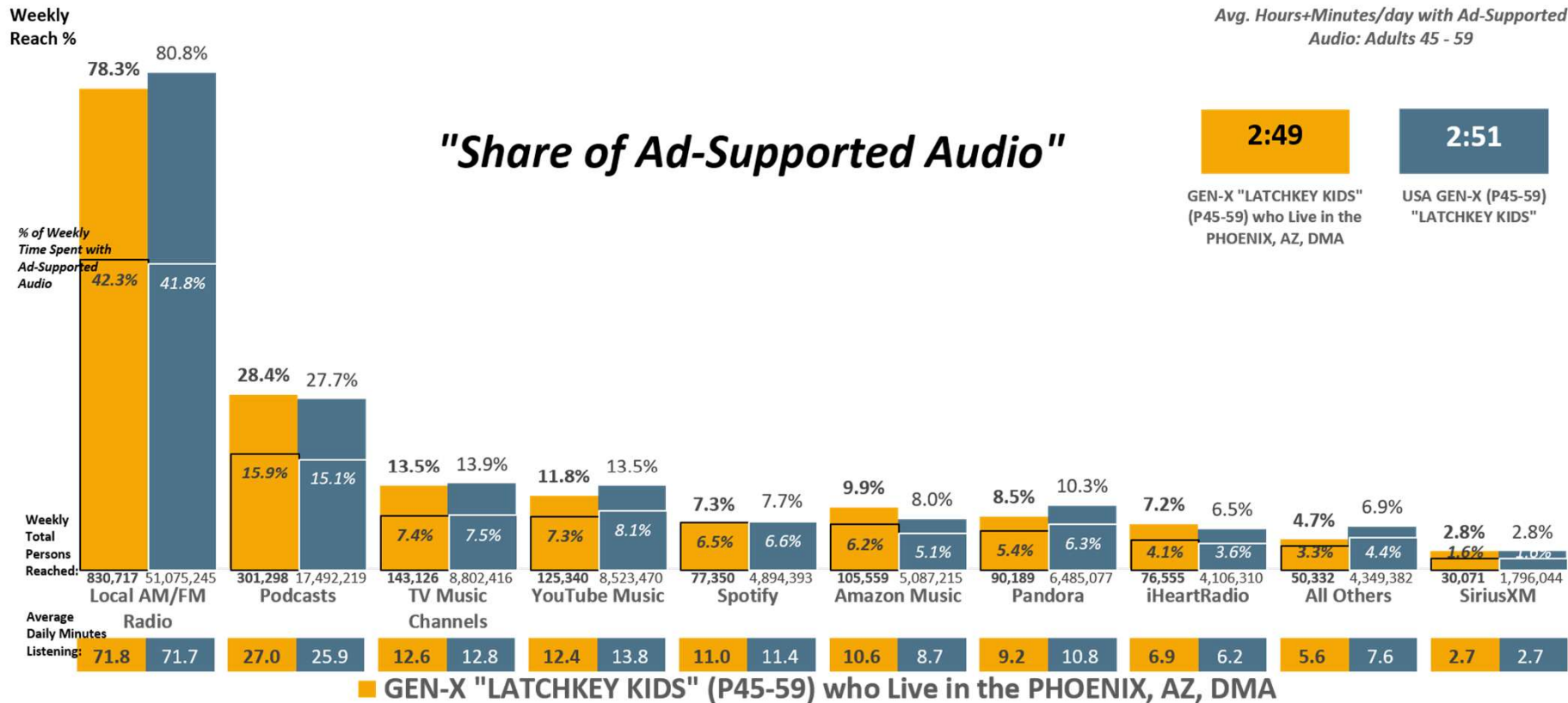
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

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



830,717 or 78.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.8 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.



USA GEN-X (P45-59) "LATCHKEY KIDS"
 Scarborough R1 2026: Feb25-Feb26
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USA Projection
 Qual Intab

USA Projection USA Qual Intab 6,049

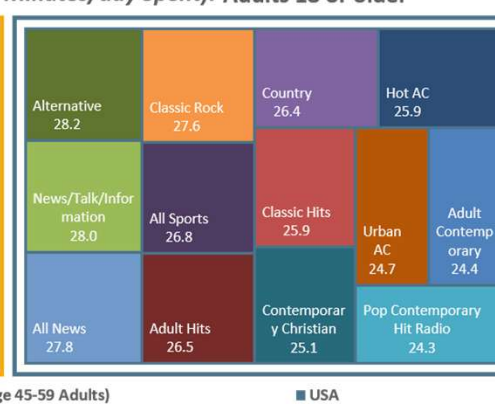
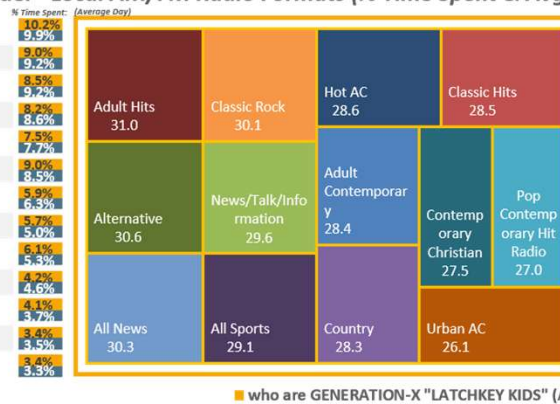
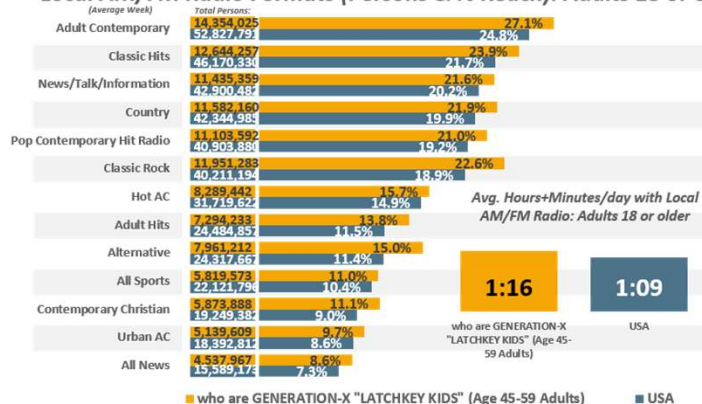
soefa.ai Share of Everything for Anything

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

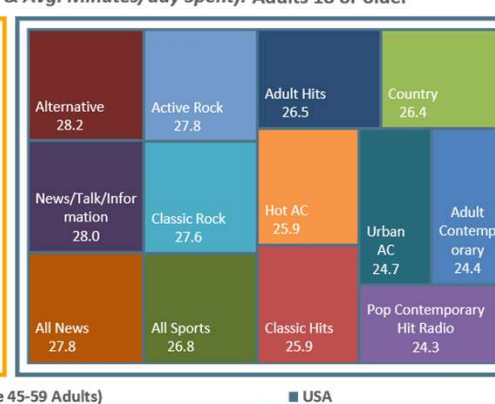
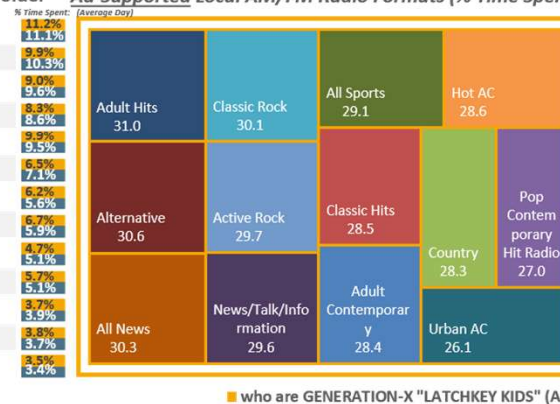
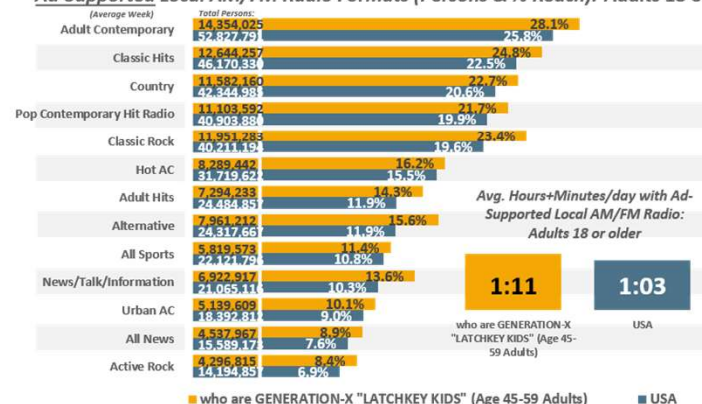


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

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



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



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

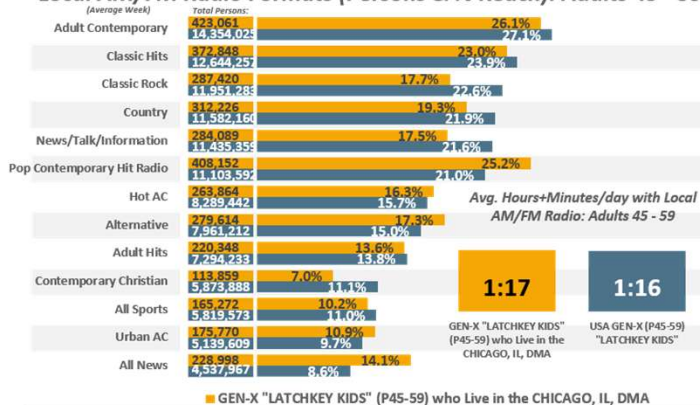
soefa.ai Share of Everything for Anything

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

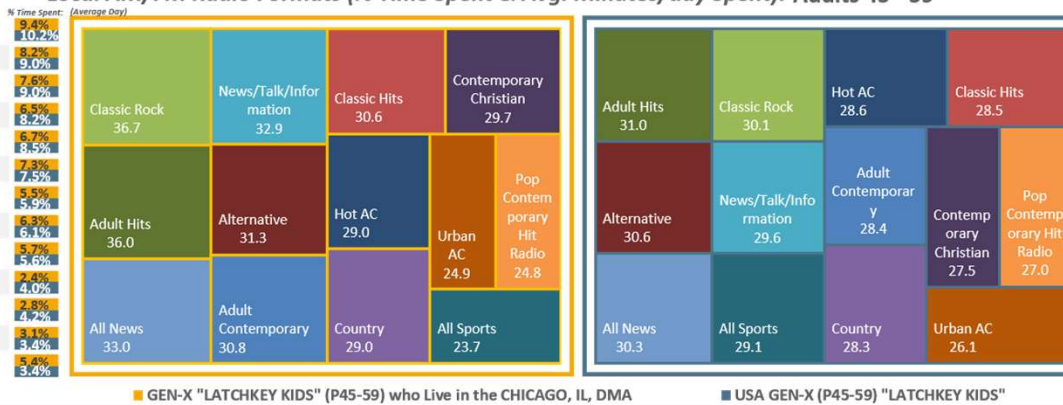


1,547,514 or 85.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Album Adult Alternative, and

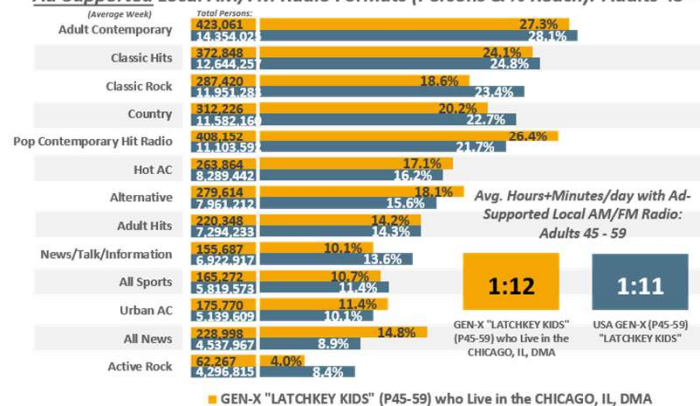
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



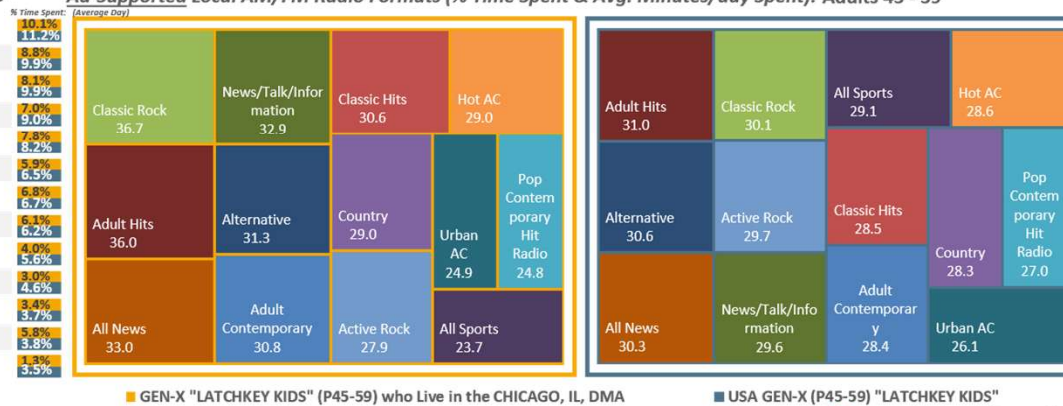
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

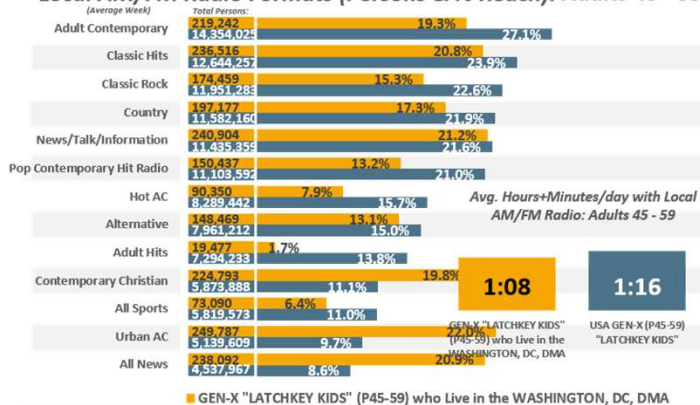
soefa.ai Share of Everything for Anything

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

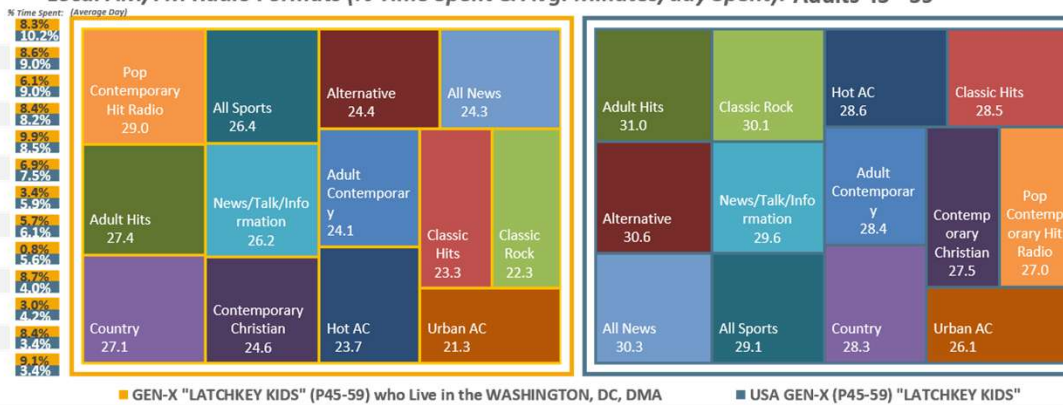


1,097,860 or 76.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban AC, All News, Classic Hits, Adult Contemporary, and Country.

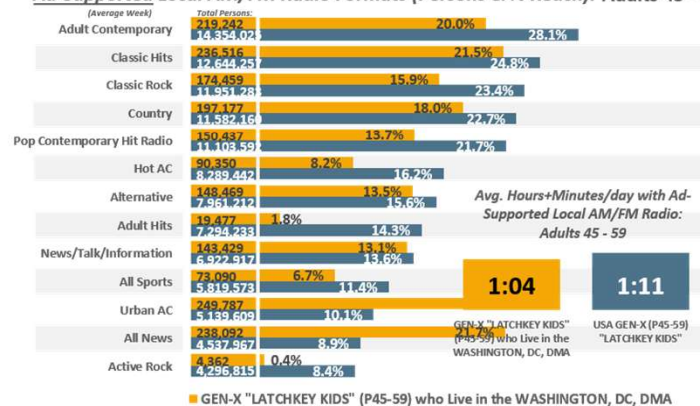
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



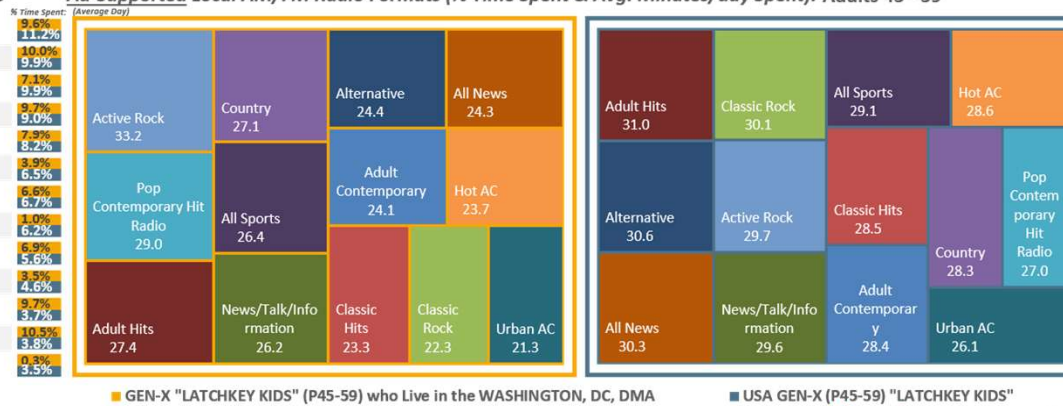
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

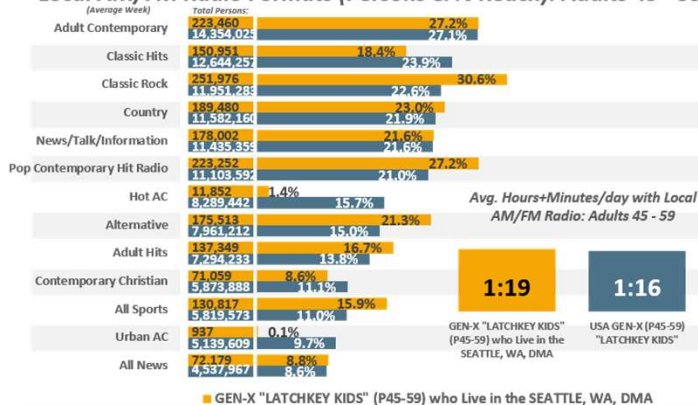
soefa.ai Share of Everything for Anything

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

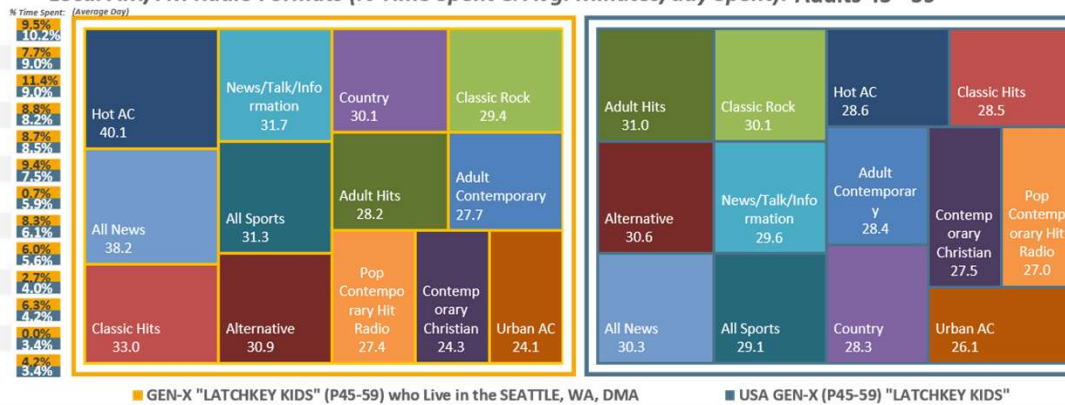


793,777 or 75.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Pop Contemporary Hit Radio, Country, and Alternative.

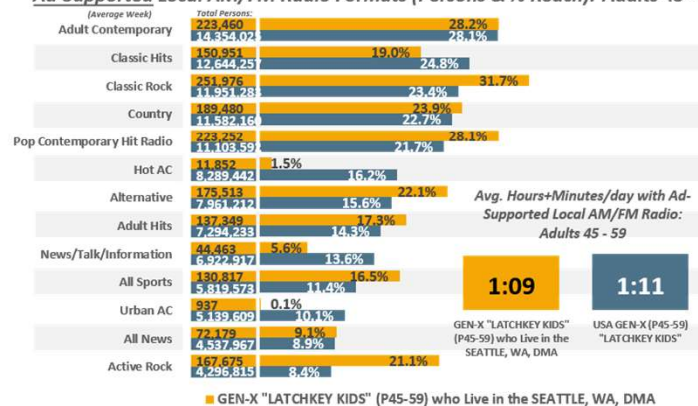
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



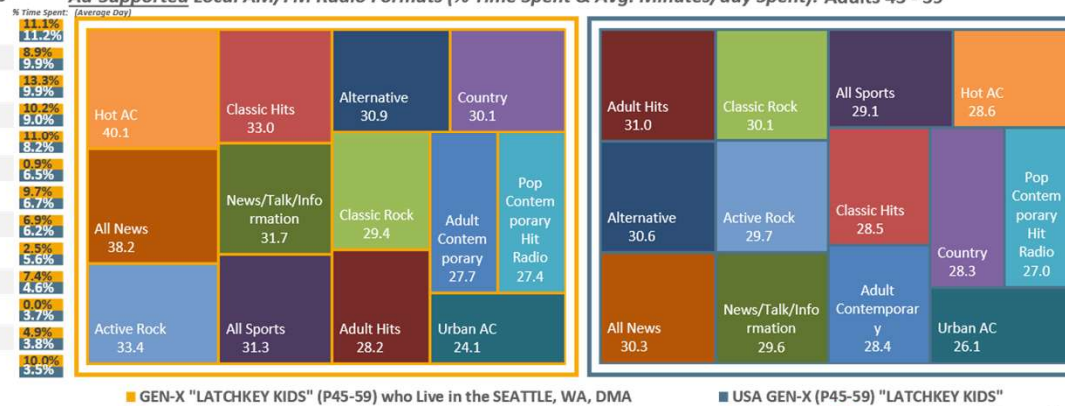
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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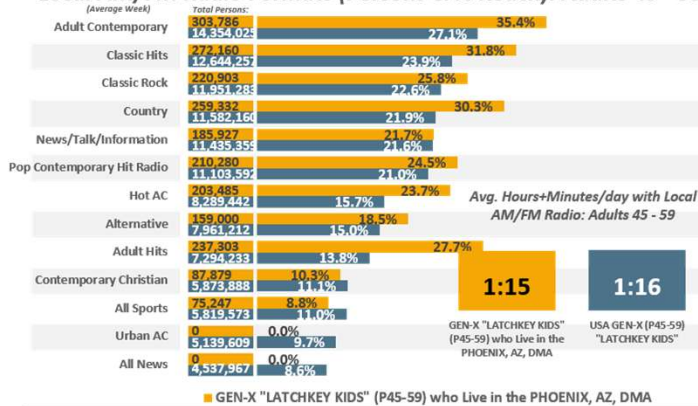
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

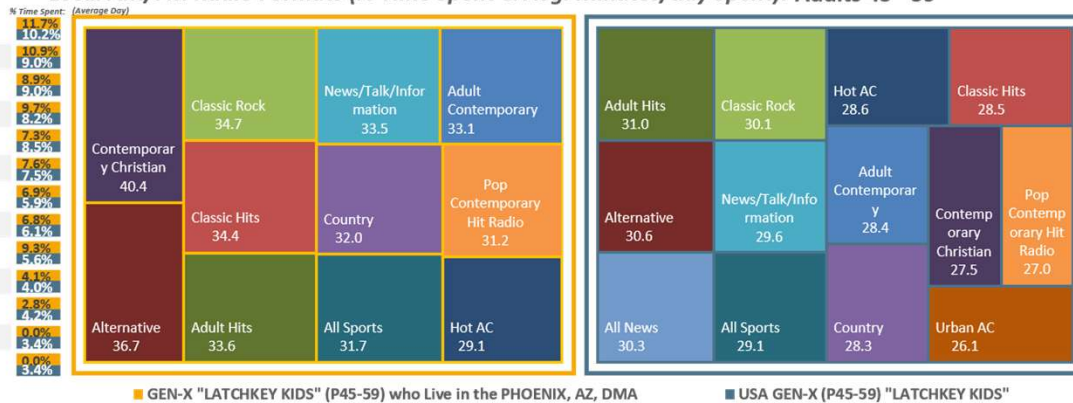


830,717 or 78.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Adult Hits, and Classic Rock.

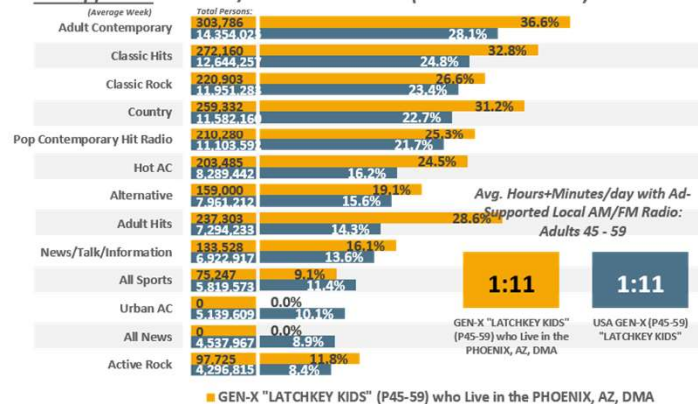
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



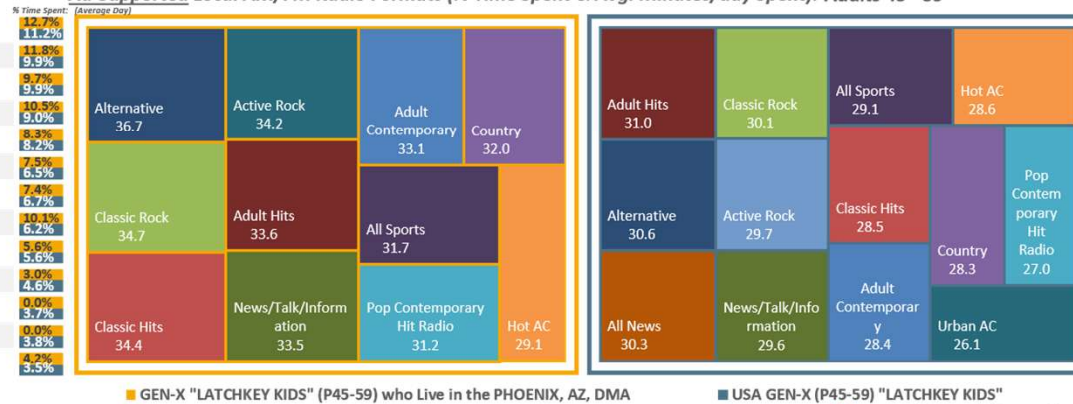
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

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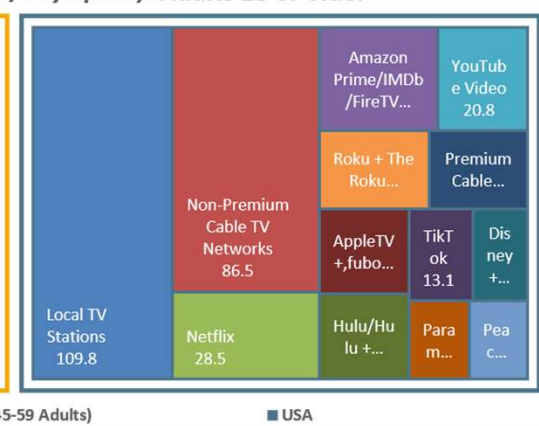
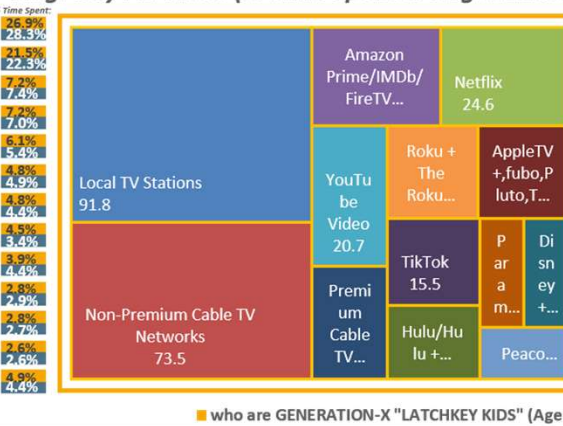
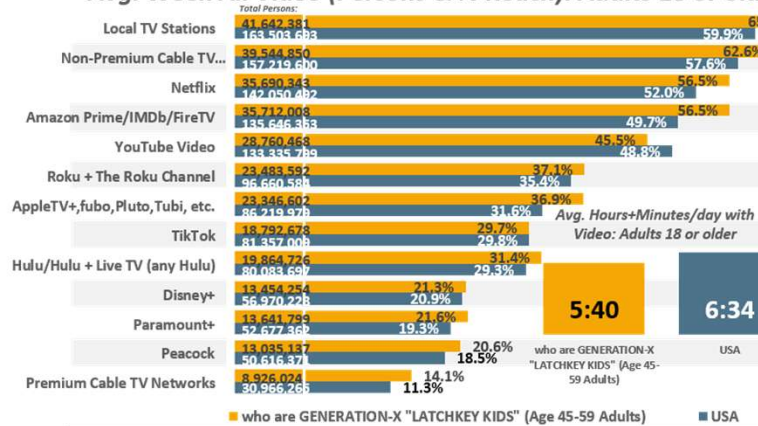
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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

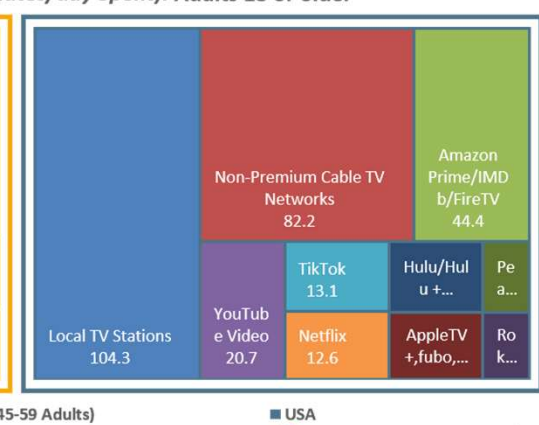
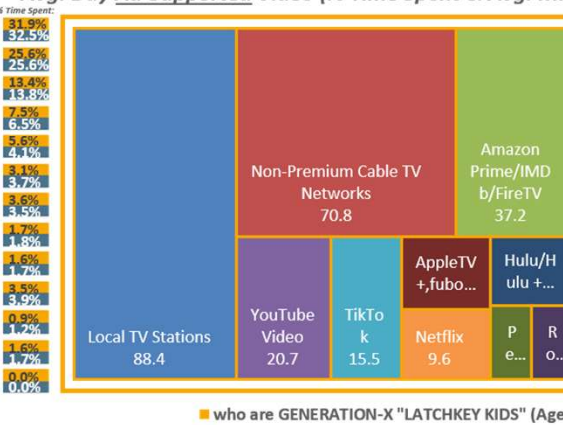
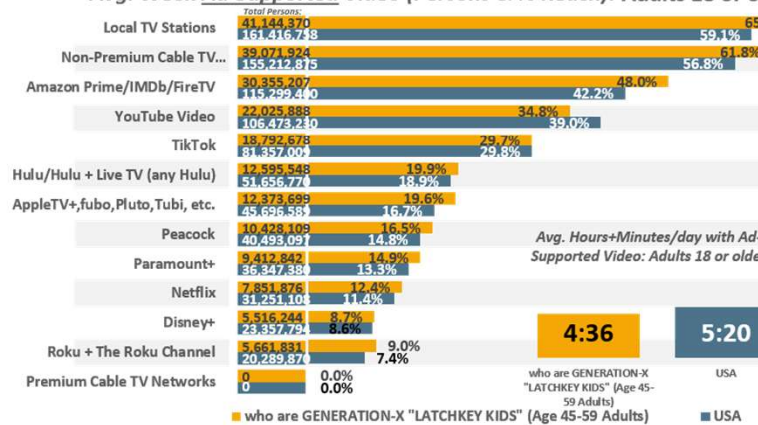
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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

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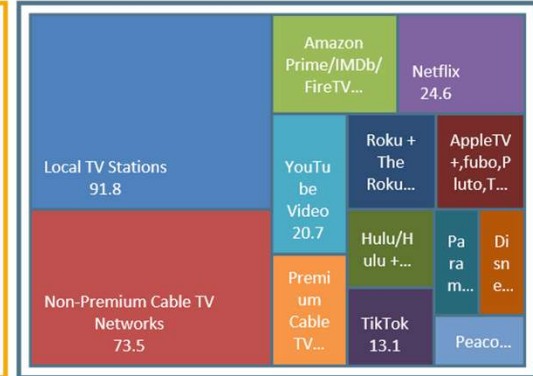
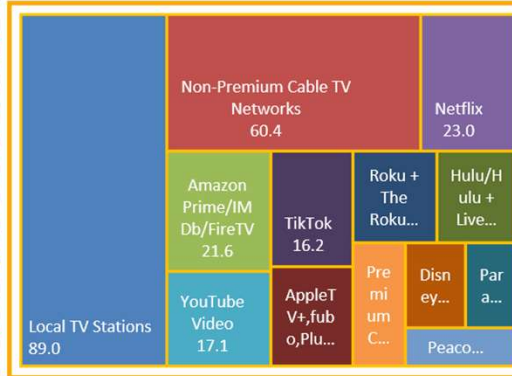
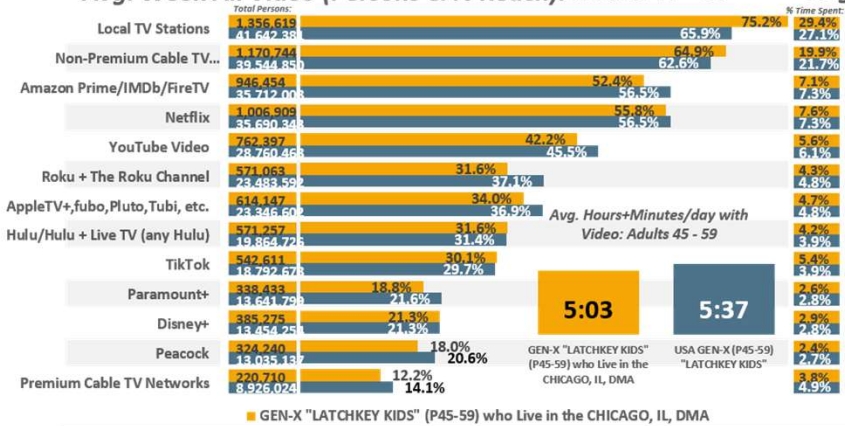
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



1,339,591 or 74.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 85.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

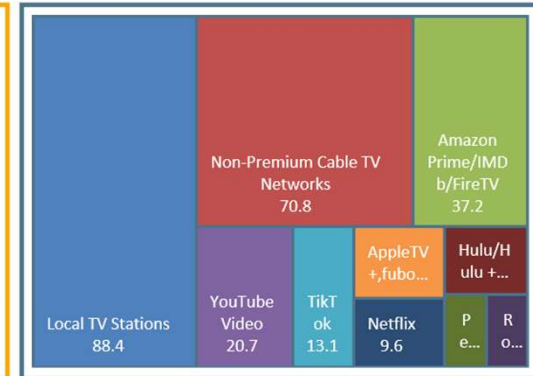
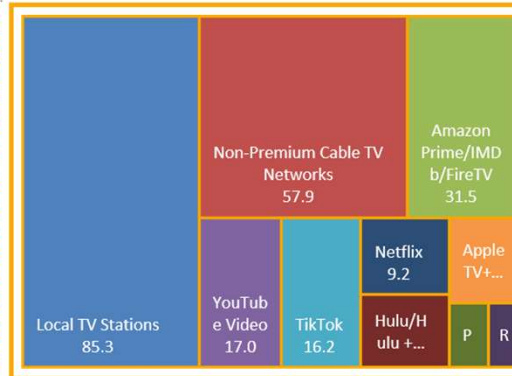
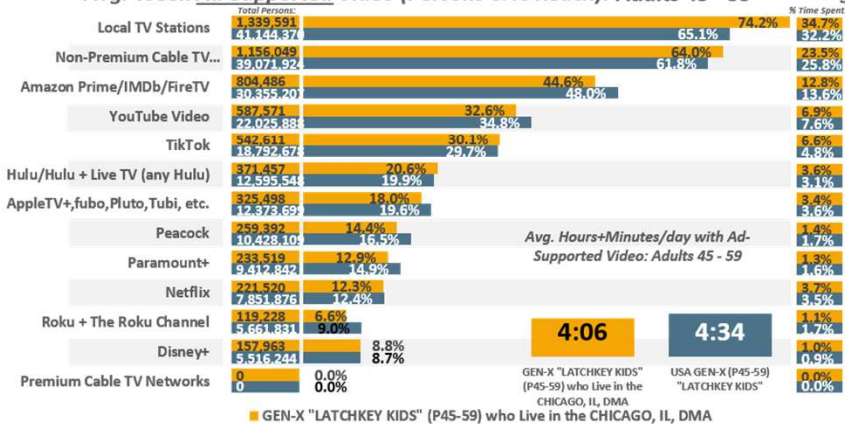
Avg. Week All Video (Persons & % Reach): Adults 45 - 59

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 - 59

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

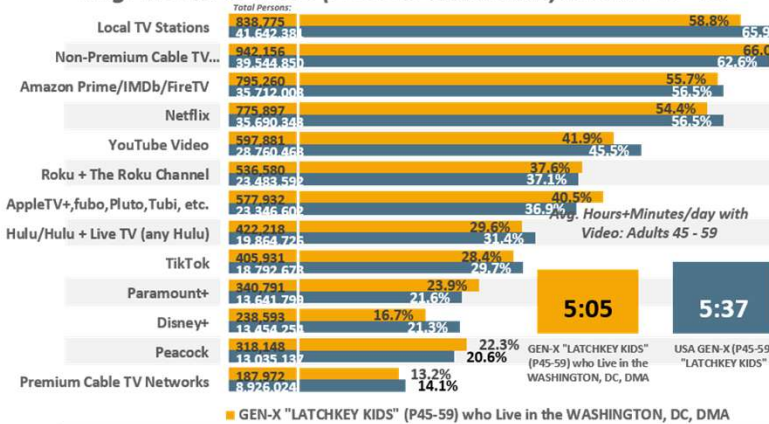
soefa.ai Share of Everything for Anything

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

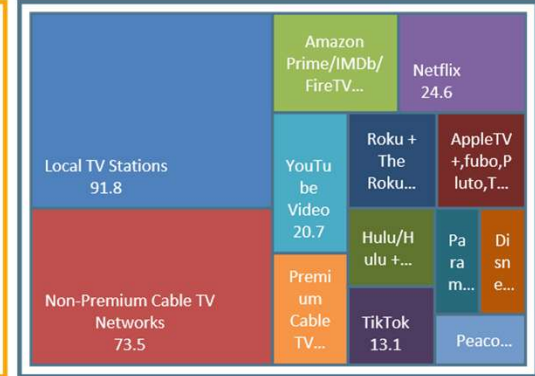
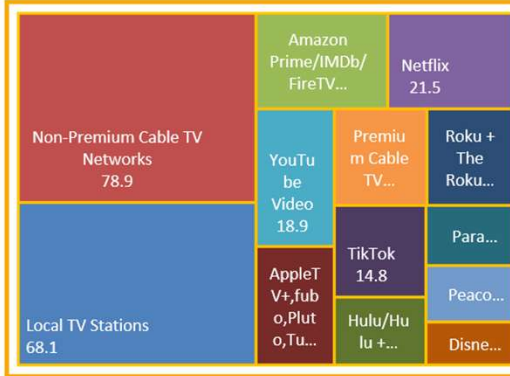


830,058 or 58.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

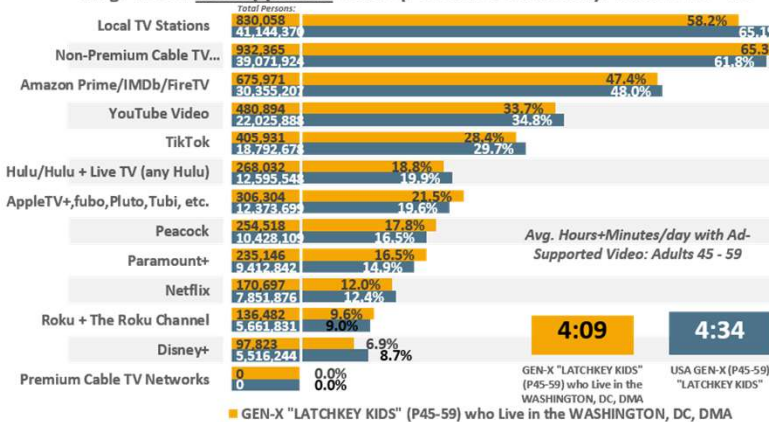
Avg. Week All Video (Persons & % Reach): Adults 45 - 59



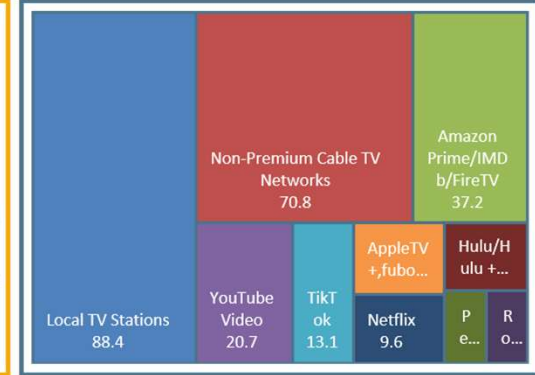
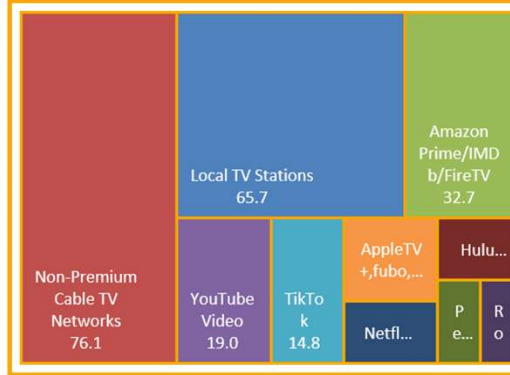
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

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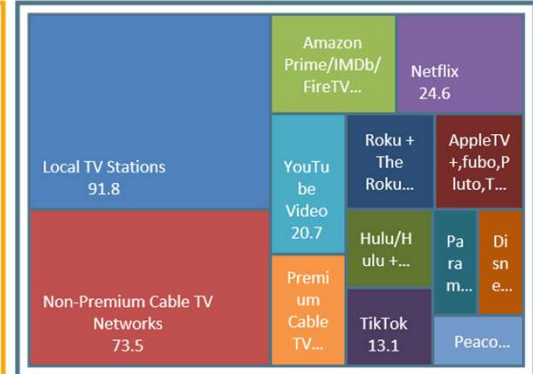
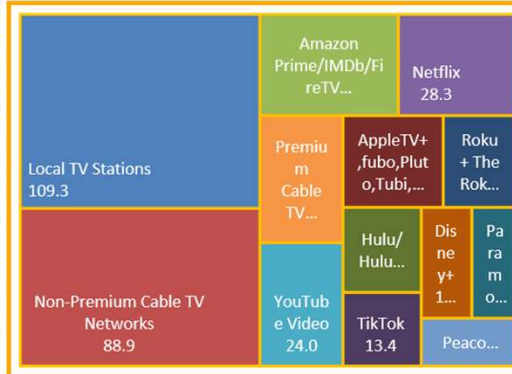
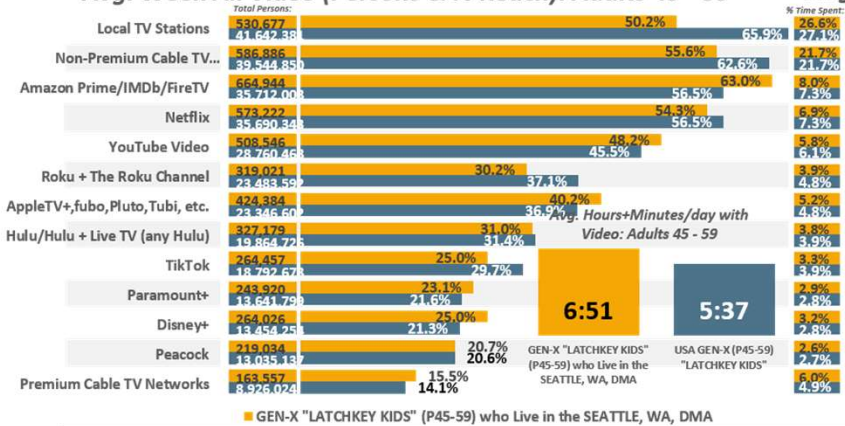
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



523,197 or 49.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA watch Ad-Supported Local TV Stations for an average of 103.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

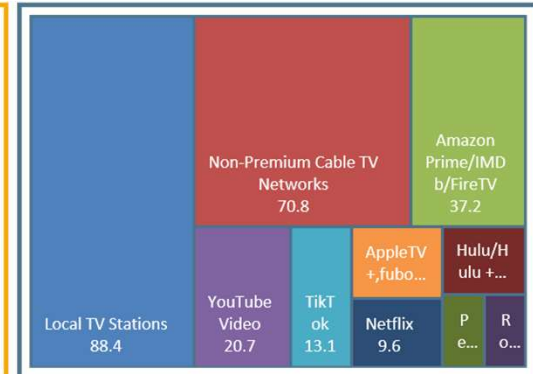
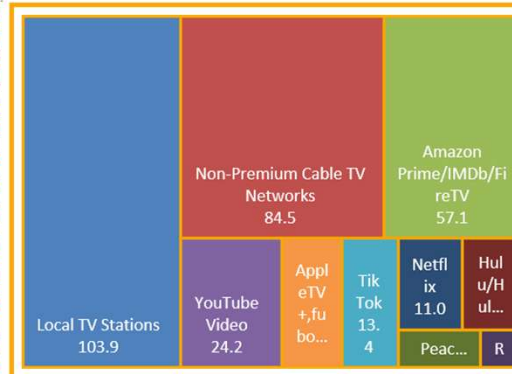
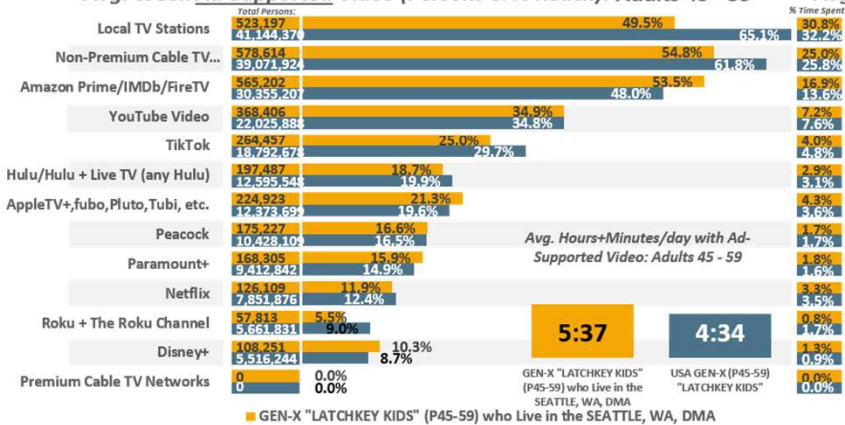
Avg. Week All Video (Persons & % Reach): Adults 45 - 59

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 - 59

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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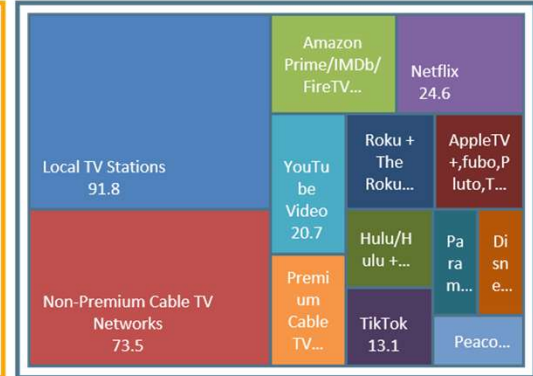
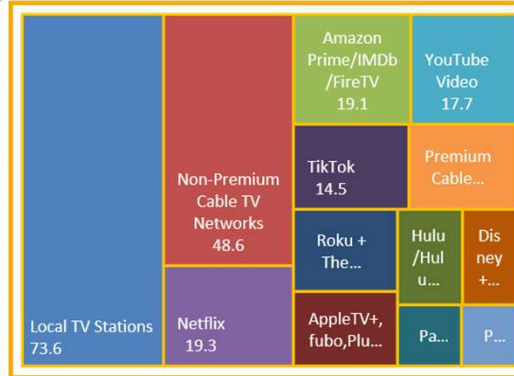
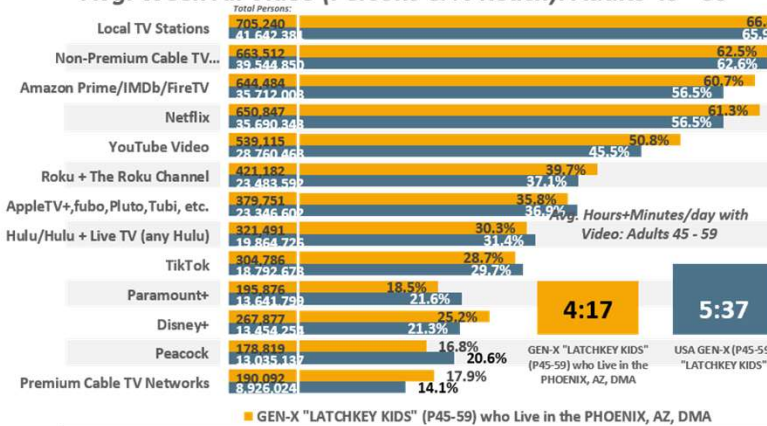
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



699,099 or 65.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 71.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.

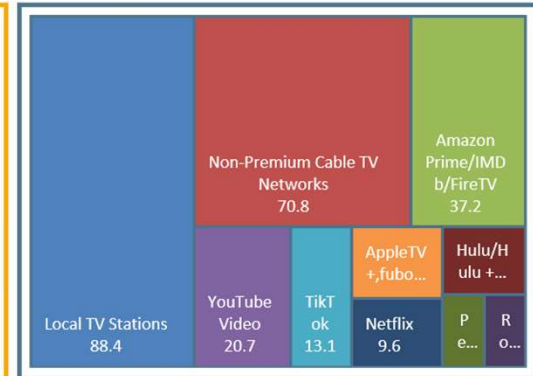
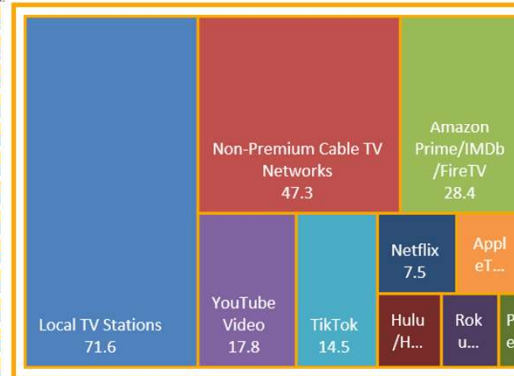
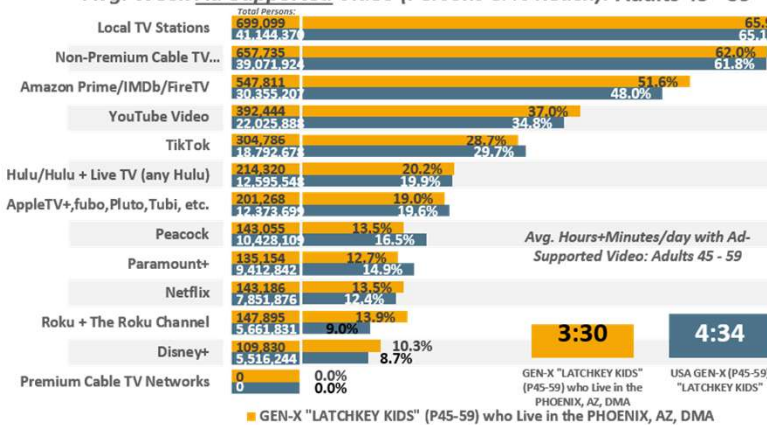
Avg. Week All Video (Persons & % Reach): Adults 45 - 59

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 - 59

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" Live in Projection
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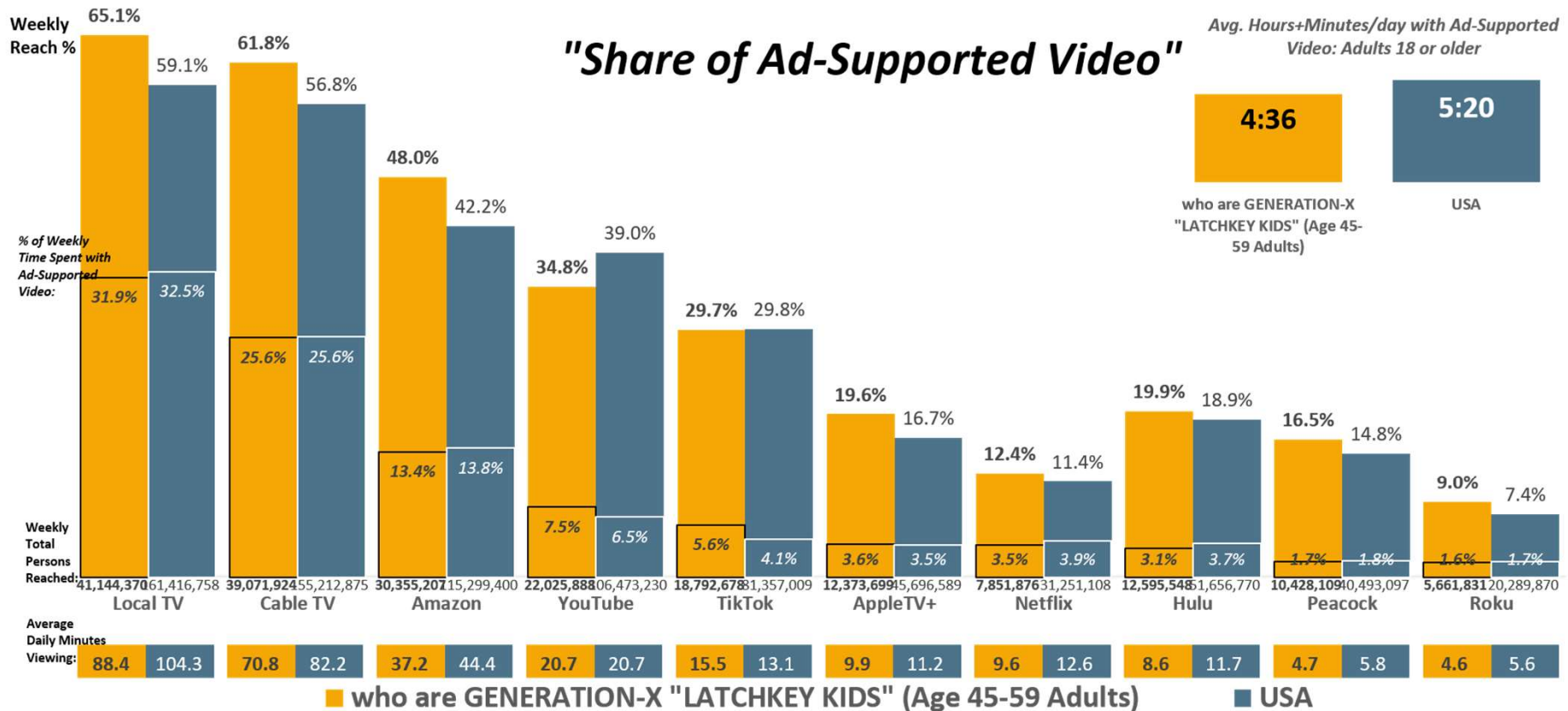
USA Projection USA Qual Intab 6,049

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

soefa.ai Share of Everything for Anything.

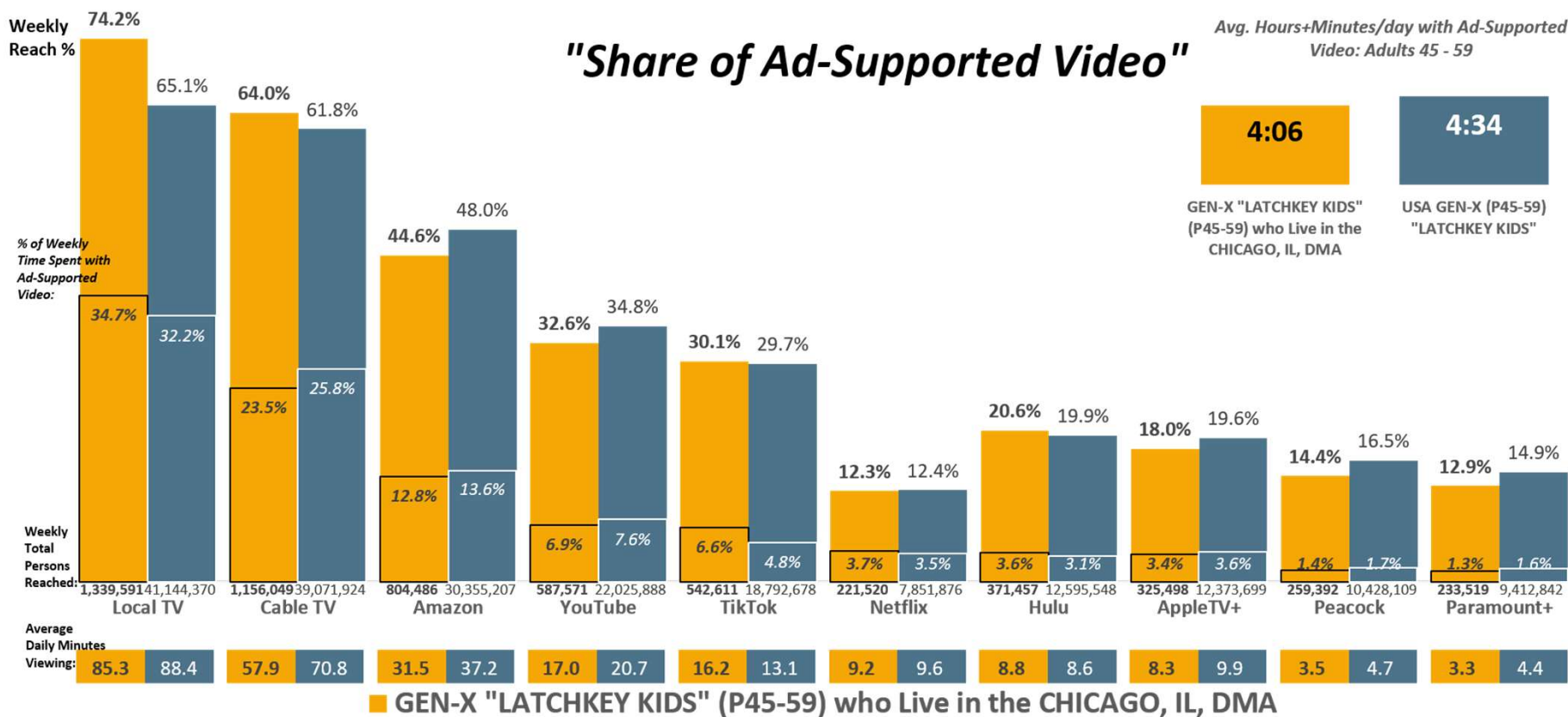


41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.





1,339,591 or 74.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 85.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

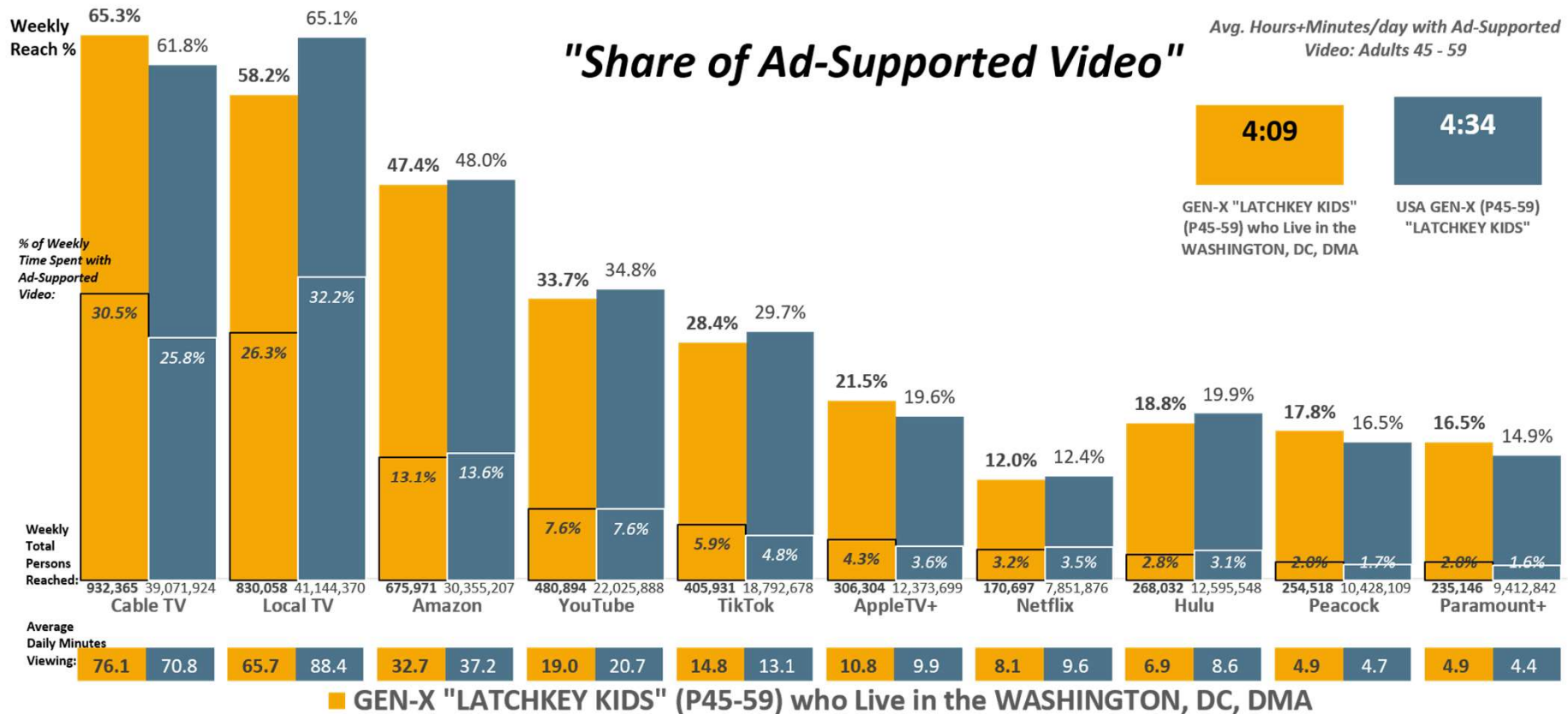
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

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



830,058 or 58.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 65.7 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



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 Scarborough R1 2026: Mar25-Mar26
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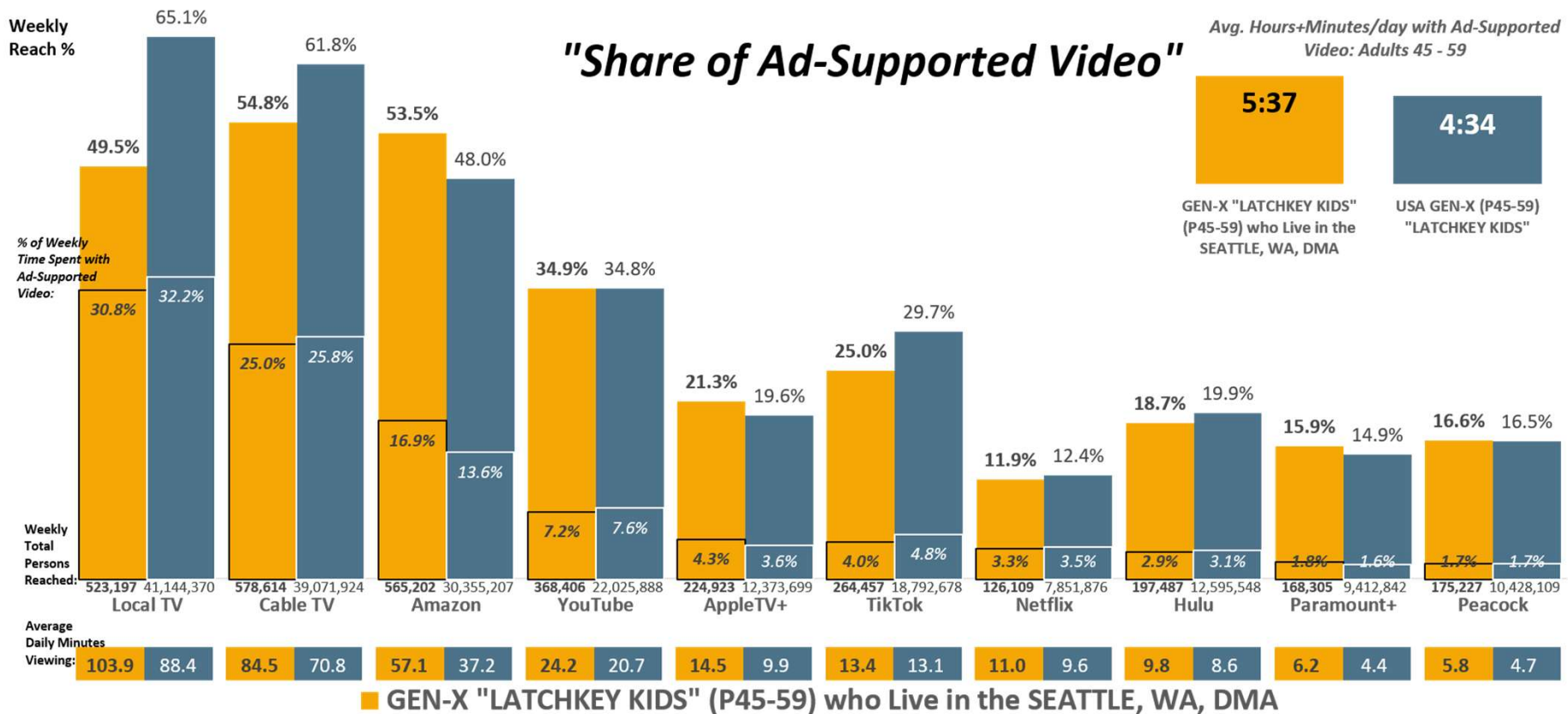
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

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



523,197 or 49.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA watch Ad-Supported Local TV Stations for an average of 103.9 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.



USA GEN-X (P45-59) "LATCHKEY KIDS"
 Scarborough R1 2026: Mar25-Mar26
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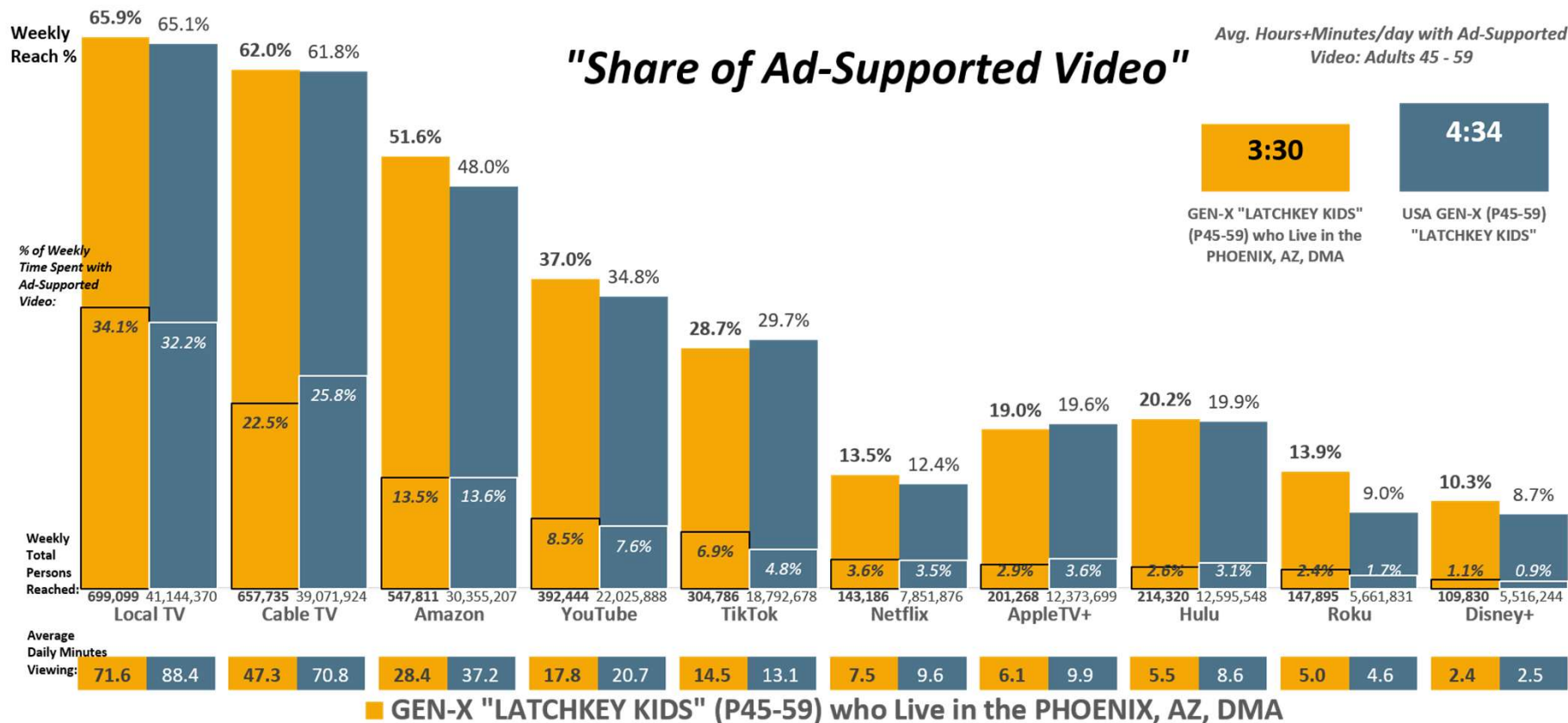
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

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



699,099 or 65.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 71.6 minutes every day representing 34.1% of all time spent daily with Ad-Supported Video.



USA GEN-X (P45-59) "LATCHKEY KIDS"
 Scarborough R1 2026: Feb25-Feb26
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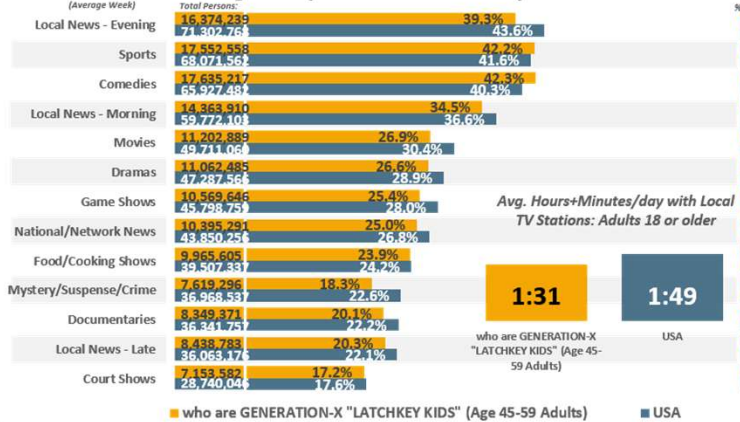
soefa.ai Share of Everything for Anything

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

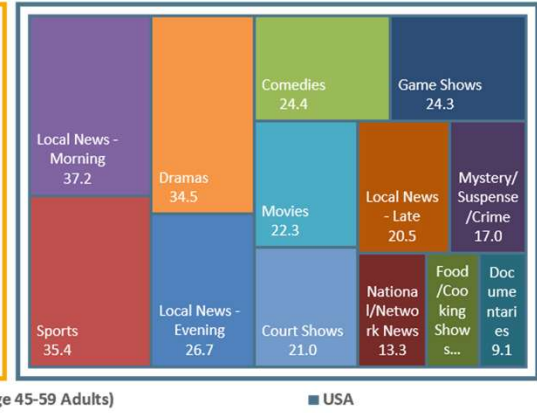
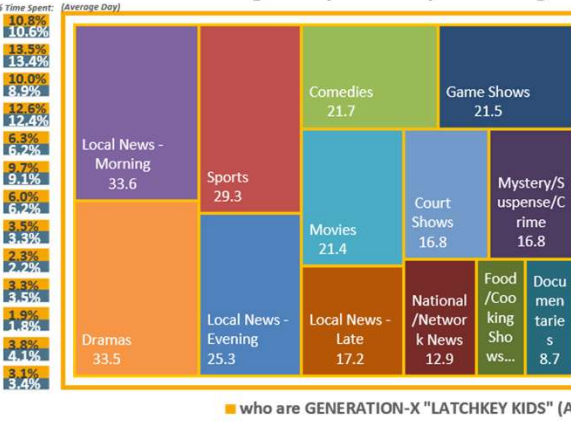


41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

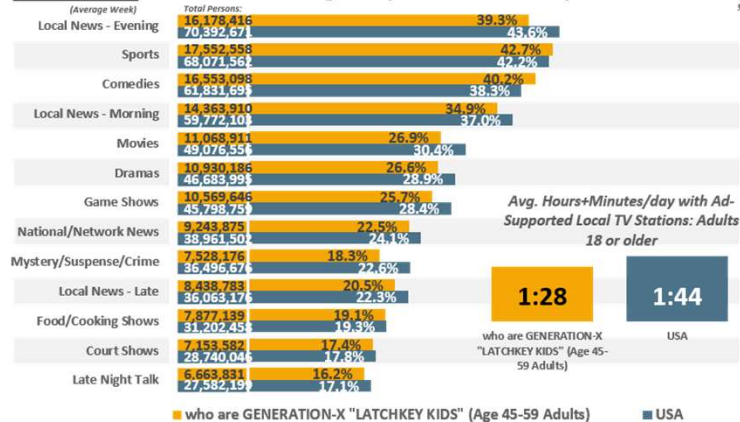
Local TV Station Programs (Persons & % Reach): Adults 18 or older



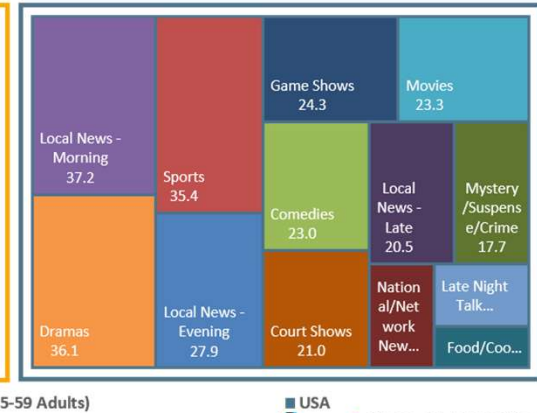
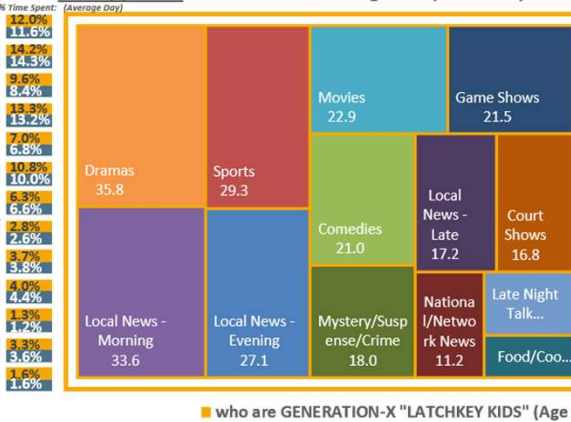
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



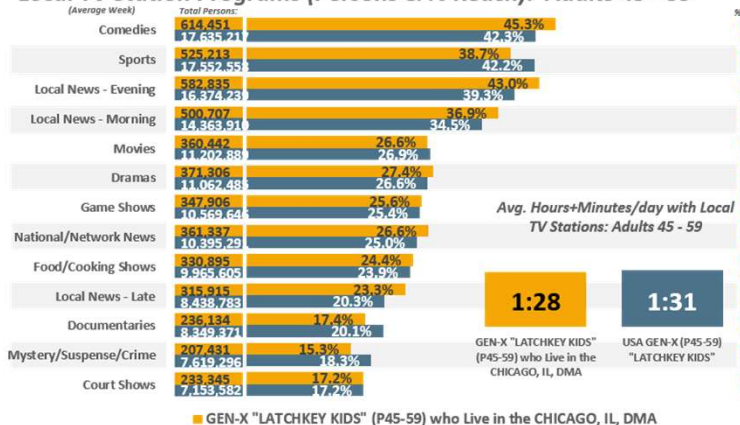
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



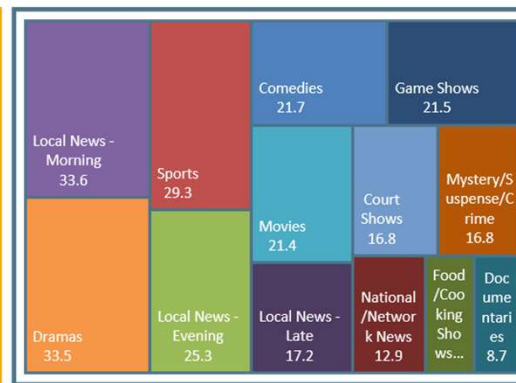
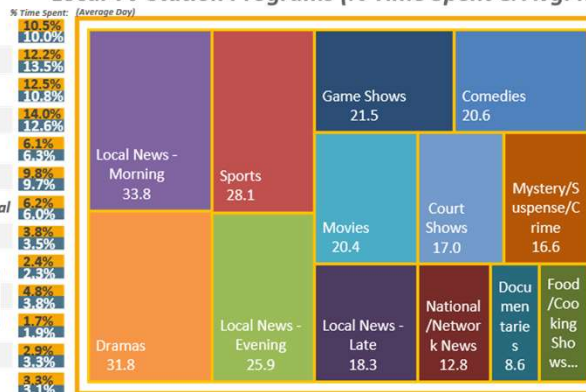


1,339,591 or 74.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Local News - Morning, Dramas, and Movies.

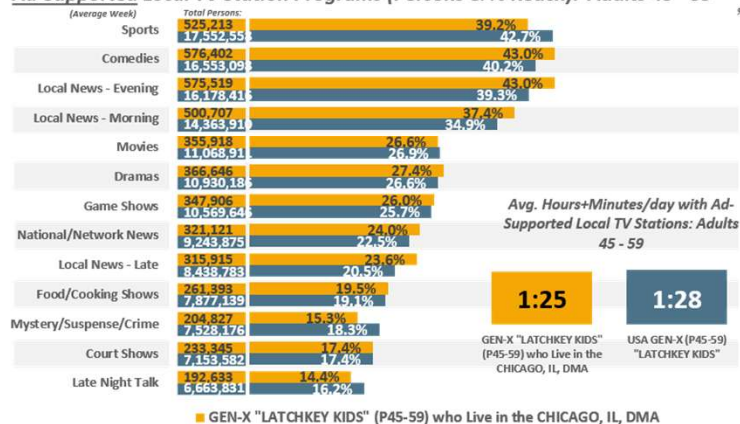
Local TV Station Programs (Persons & % Reach): Adults 45 - 59



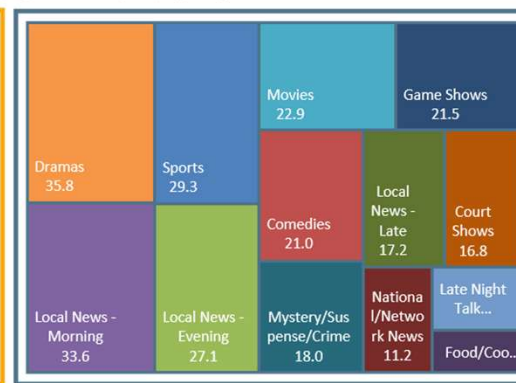
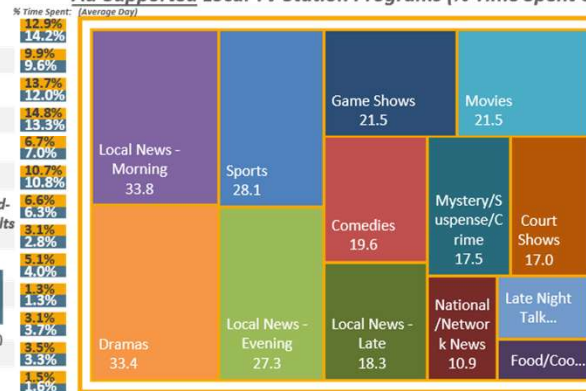
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

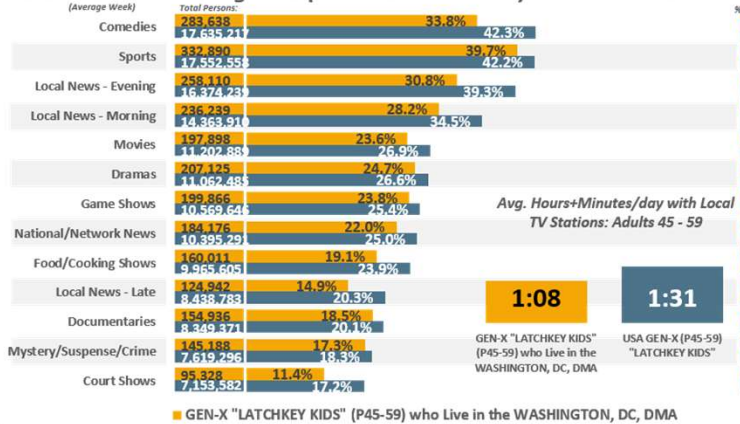
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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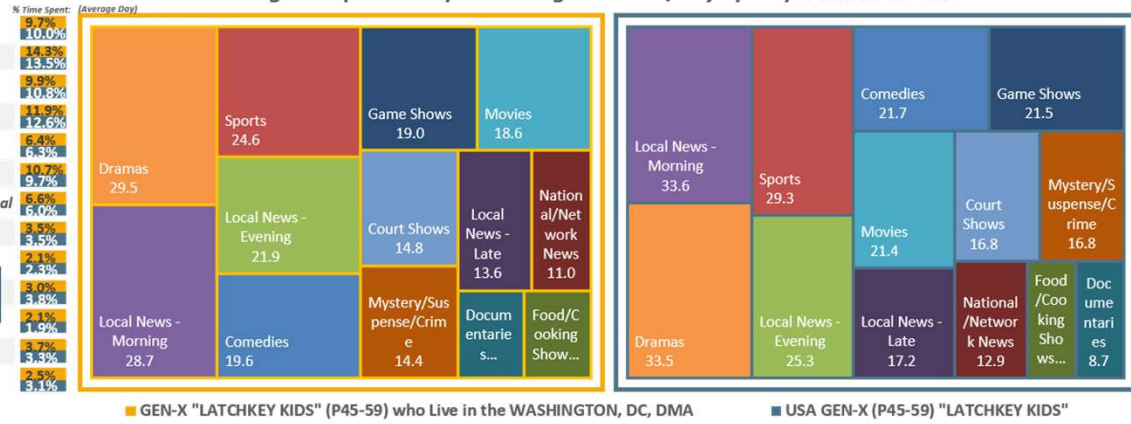


830,058 or 58.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Dramas, and Game Shows.

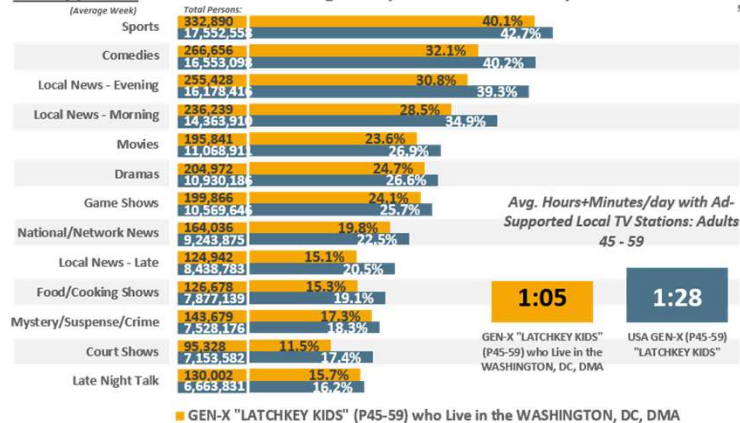
Local TV Station Programs (Persons & % Reach): Adults 45 - 59



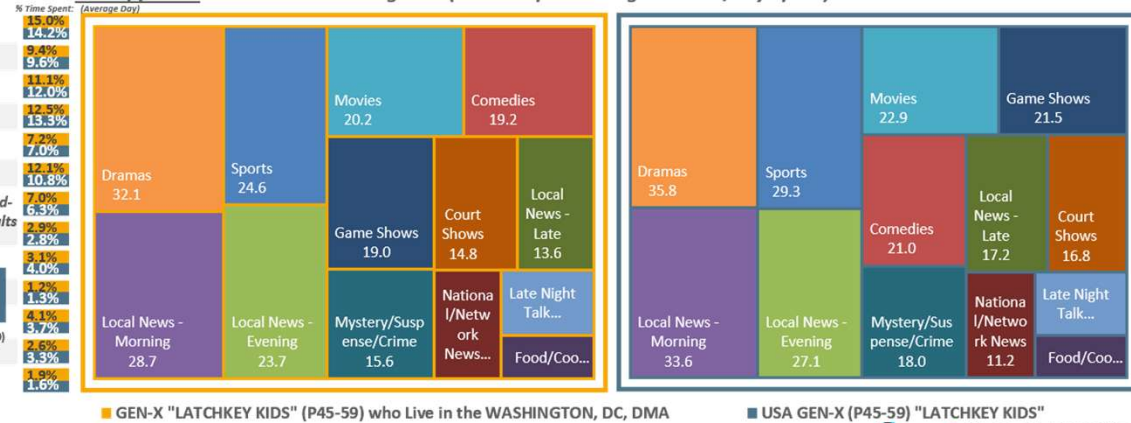
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

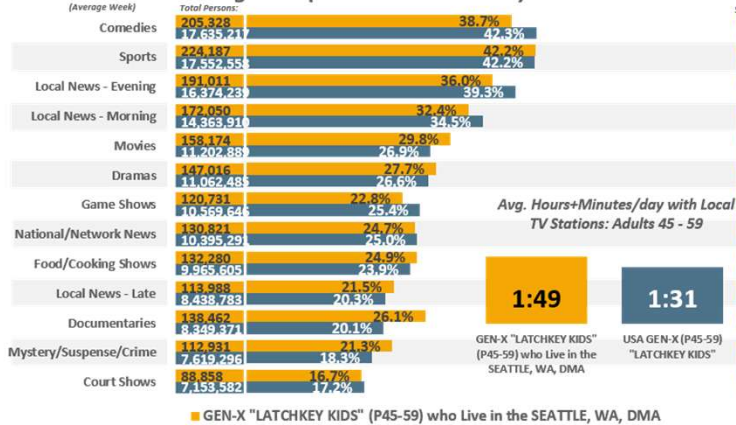
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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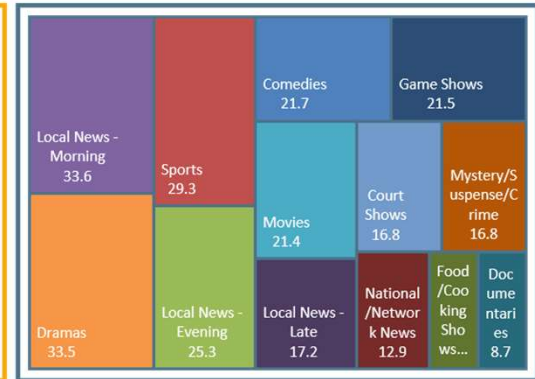
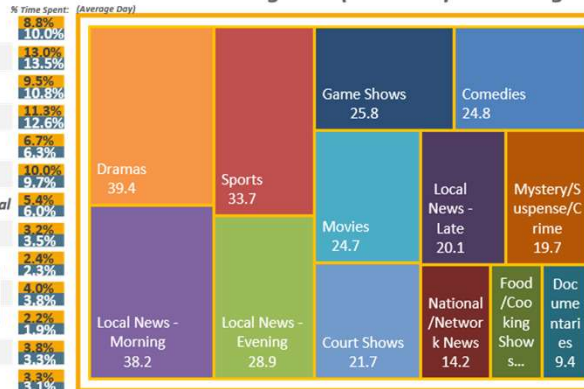


523,197 or 49.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

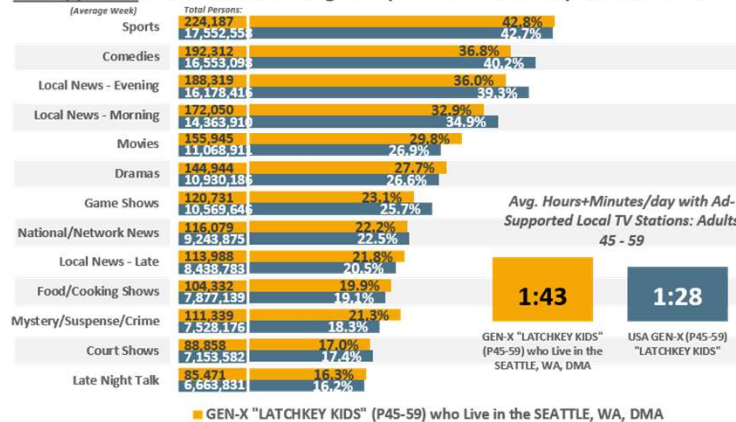
Local TV Station Programs (Persons & % Reach): Adults 45 - 59



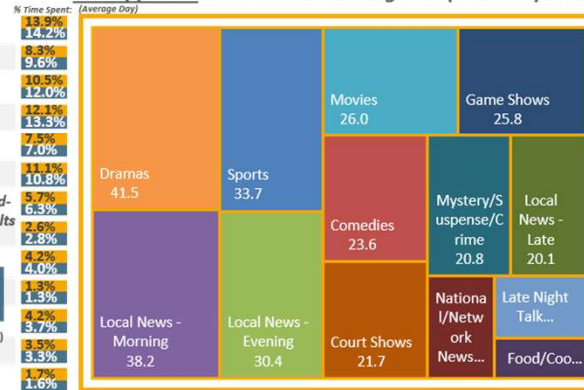
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59

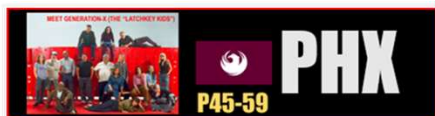


USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

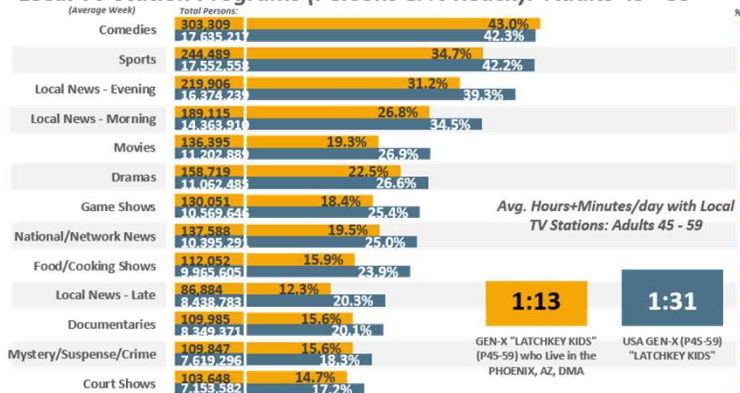
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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699,099 or 65.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Dramas, and Movies.

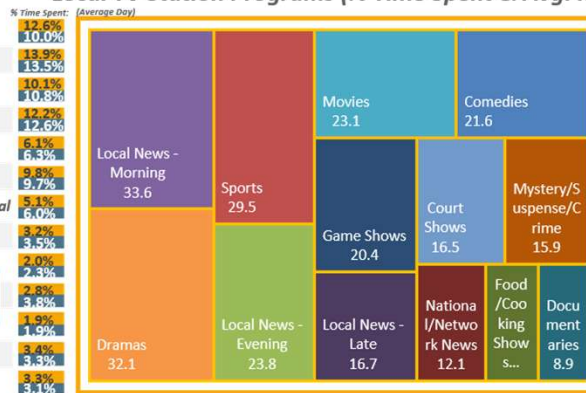
Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Avg. Hours+Minutes/day with Local TV Stations: Adults 45 - 59

1:13 1:31

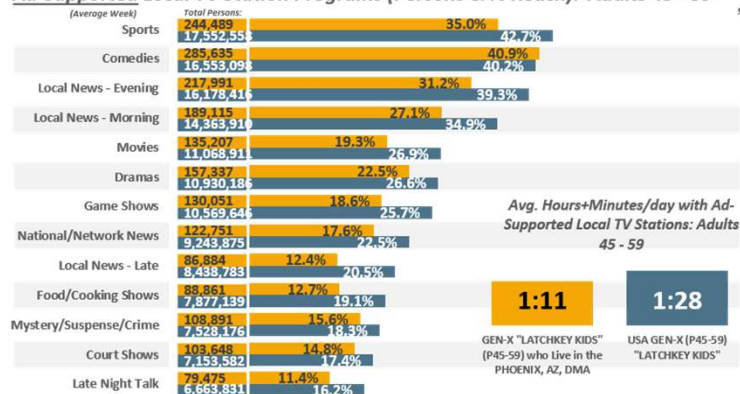
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

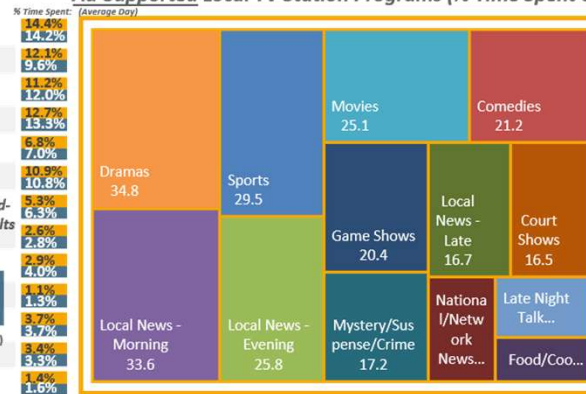
Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Avg. Hours+Minutes/day with Ad-Supported Local TV Stations: Adults 45 - 59

1:11 1:28

Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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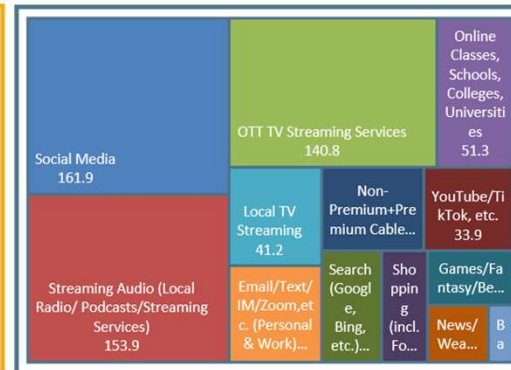
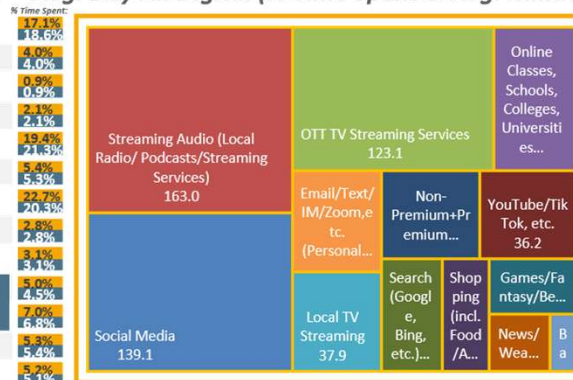
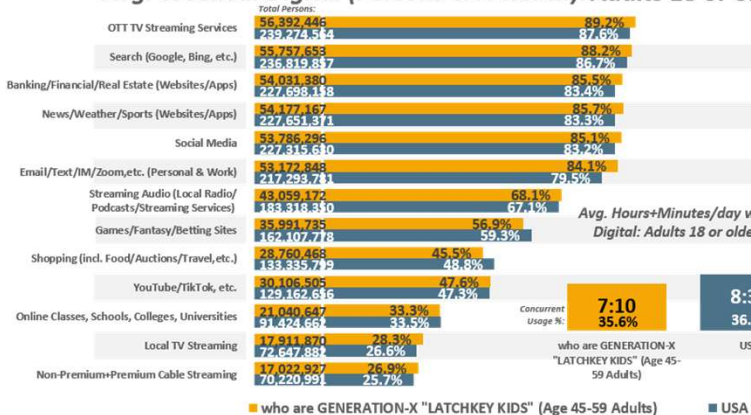
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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

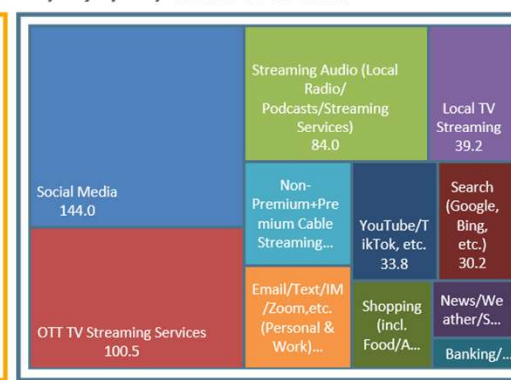
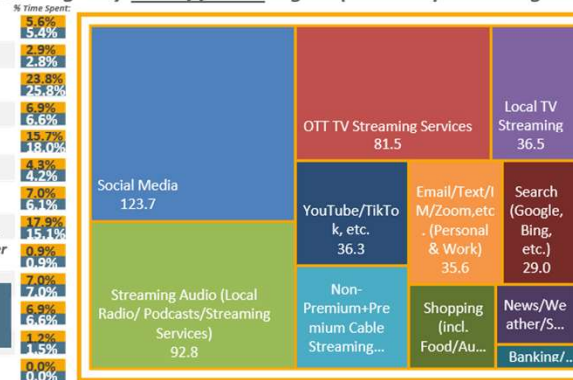
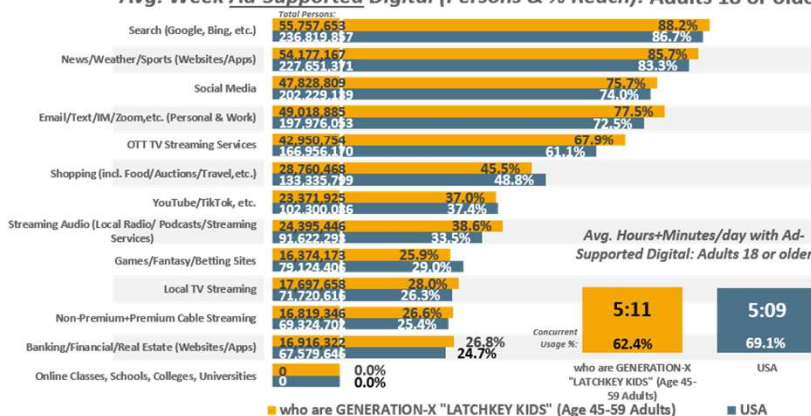
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

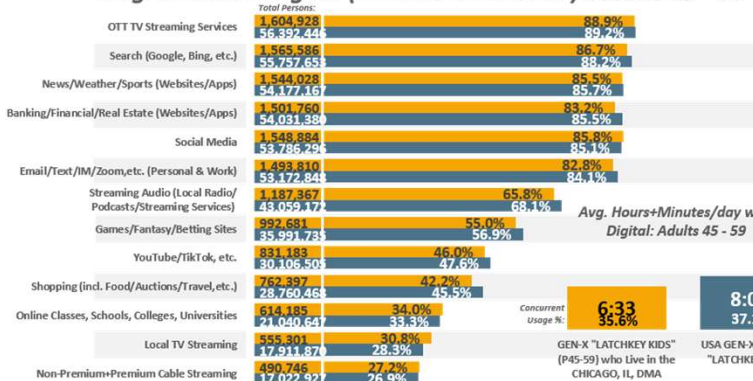
soefa.ai Share of Everything for Anything

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



1,404,710 or 77.8% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 113.7 minutes every day representing 24.4% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 45 - 59



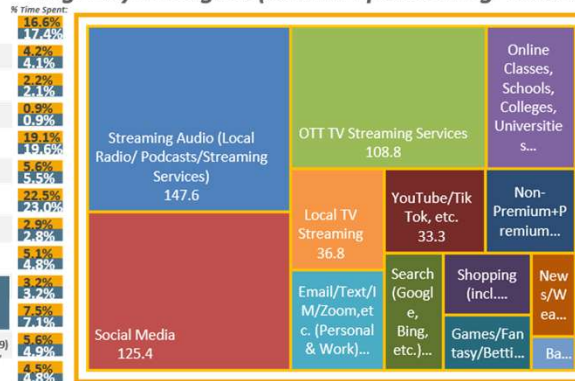
Avg. Hours+Minutes/day with Digital: Adults 45 - 59

6:33
35.6%

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

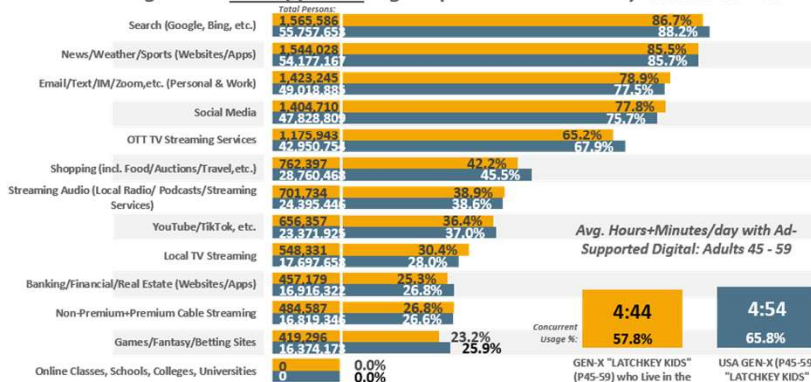
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 45 - 59



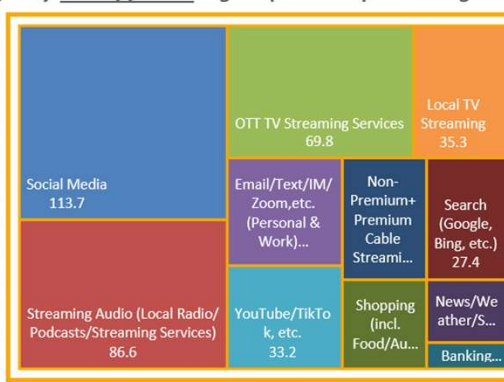
Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 45 - 59

4:44
57.8%

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA

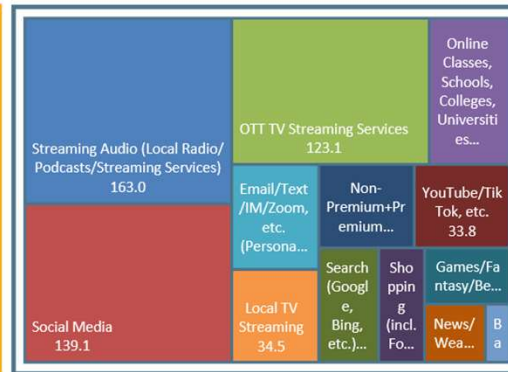
USA GEN-X (P45-59) "LATCHKEY KIDS"

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

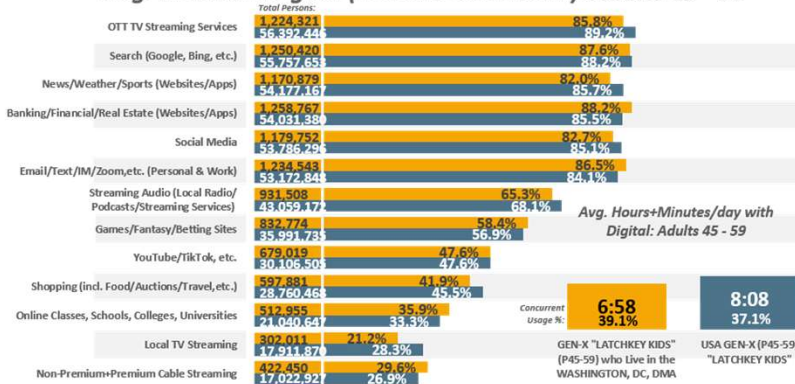
soefa.ai Share of Everything for Anything

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

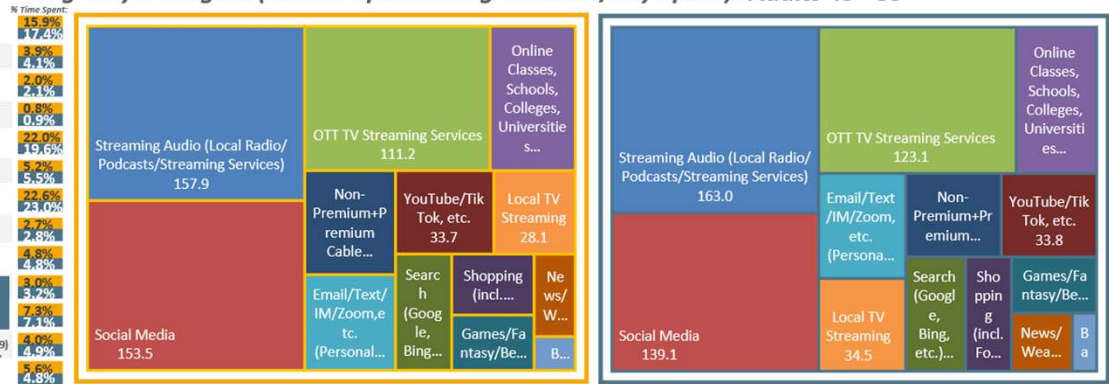


1,013,911 or 71.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 131.9 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

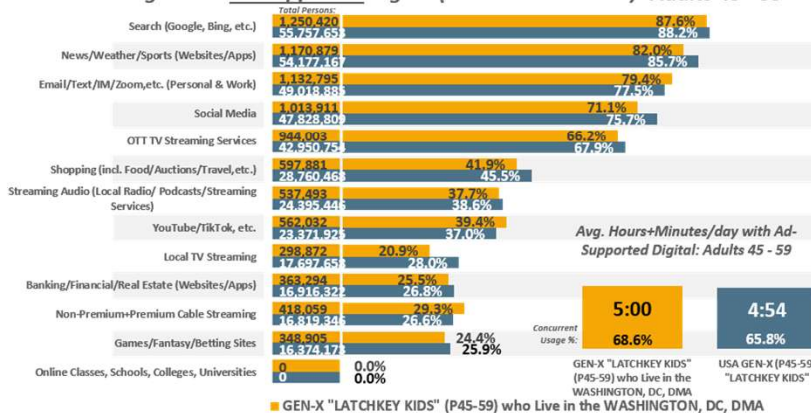
Avg. Week All Digital (Persons & % Reach): Adults 45 - 59



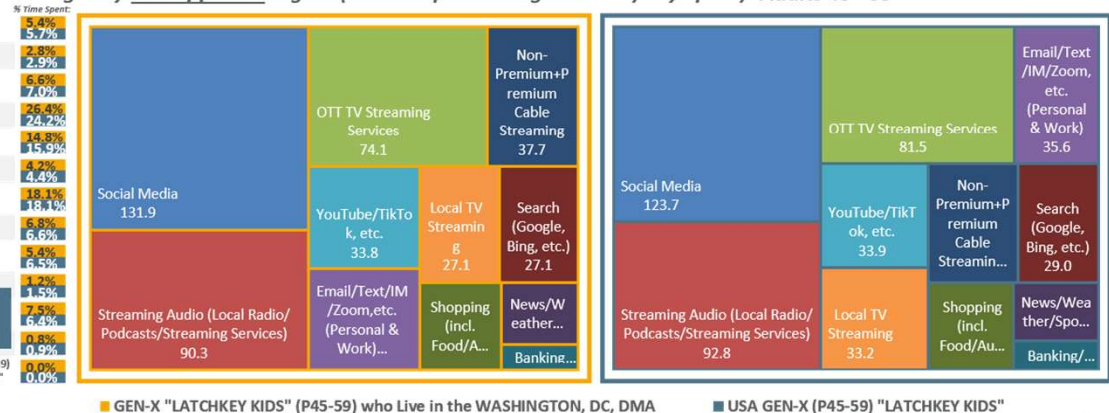
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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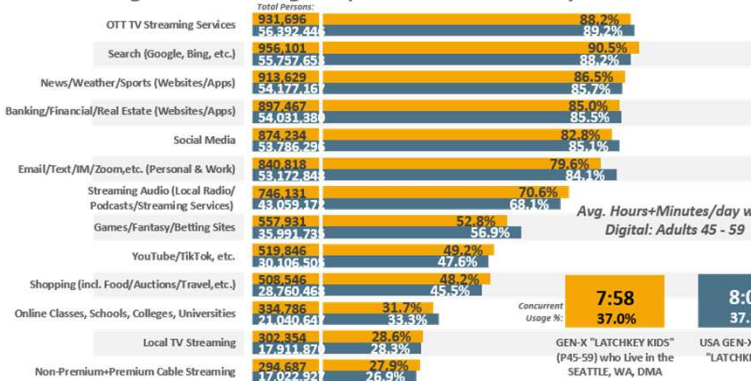
soefa.ai Share of Everything for Anything

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

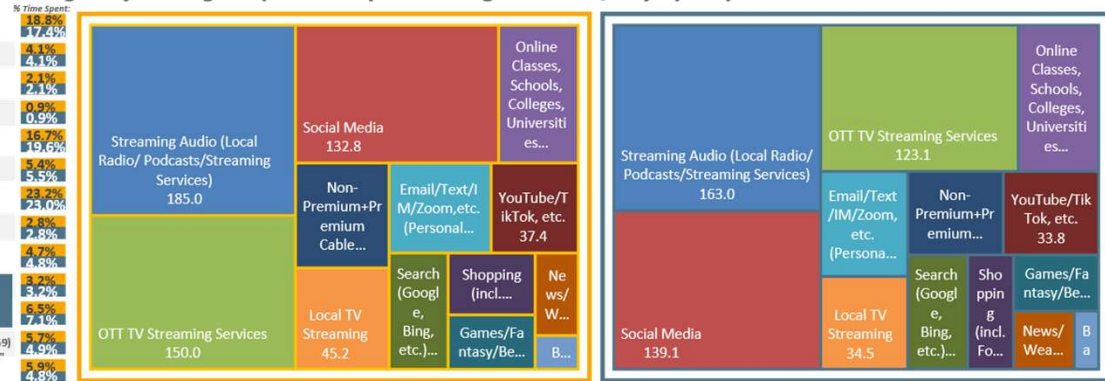


750,215 or 71.% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA use Ad-Supported Social Media for an average of 114. minutes every day representing 19.9% of all time spent daily with Ad-Supported Digital Media.

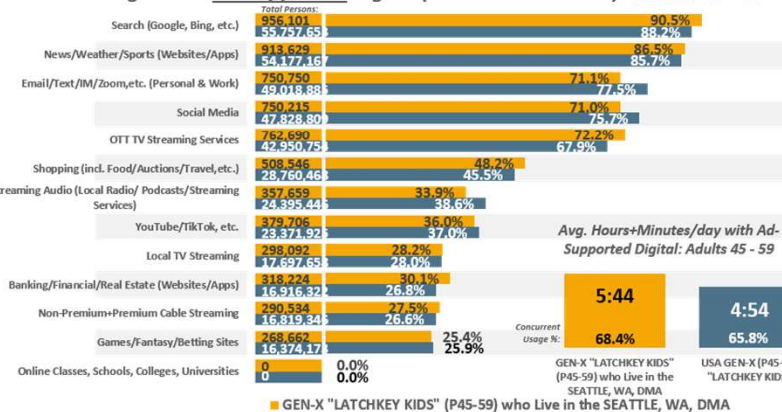
Avg. Week All Digital (Persons & % Reach): Adults 45 - 59



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

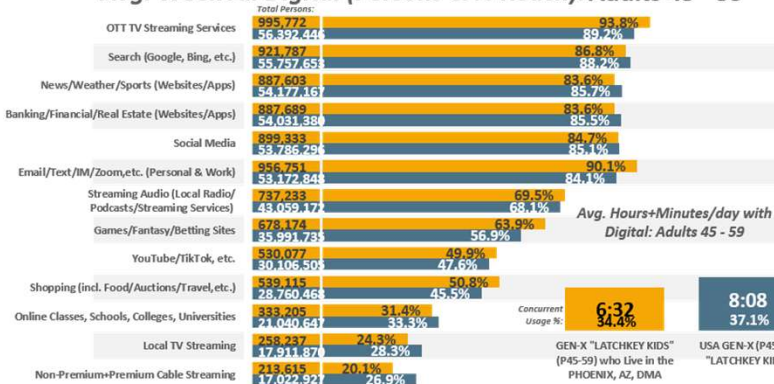
soefa.ai Share of Everything for Anything

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



821,724 or 77.4% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 123.9 minutes every day representing 26.5% of all time spent daily with Ad-Supported Digital Media.

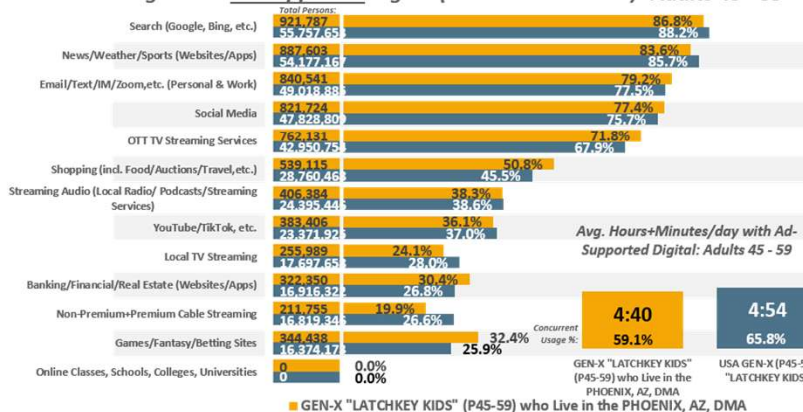
Avg. Week All Digital (Persons & % Reach): Adults 45 - 59



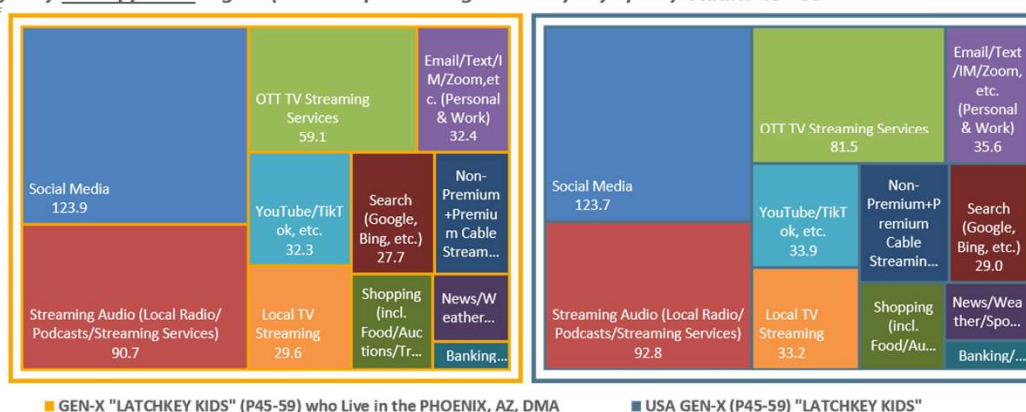
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

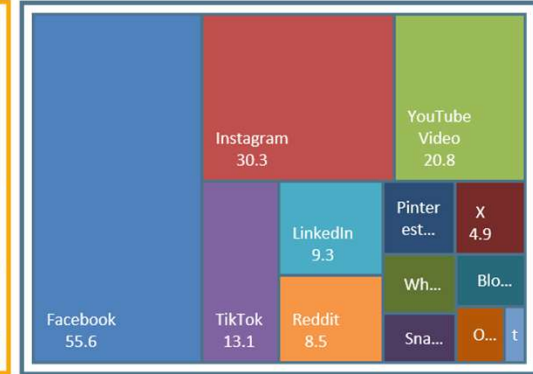
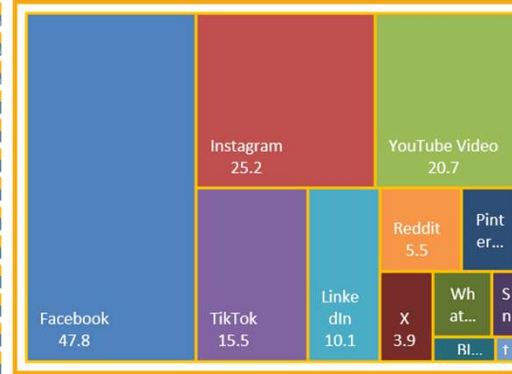
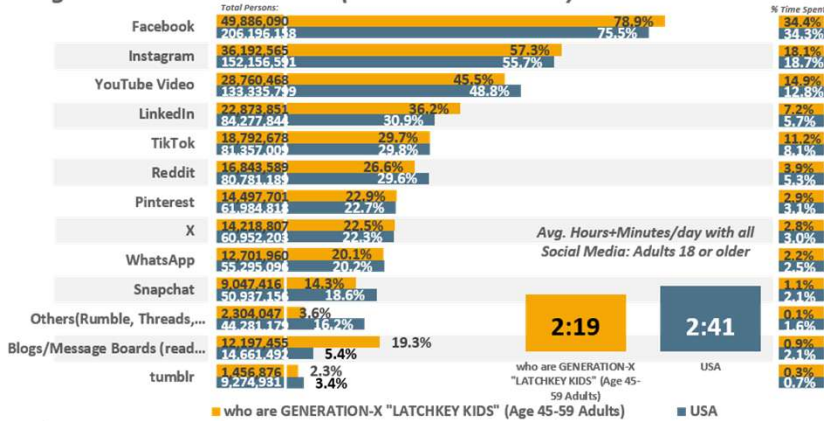
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

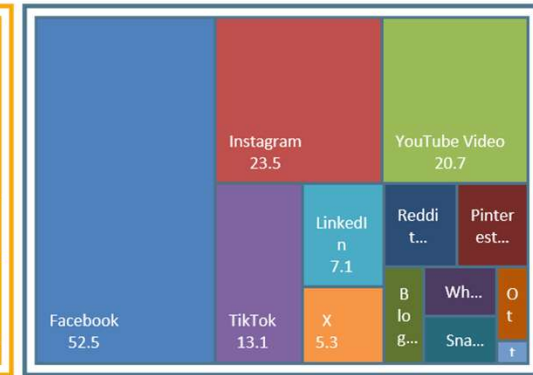
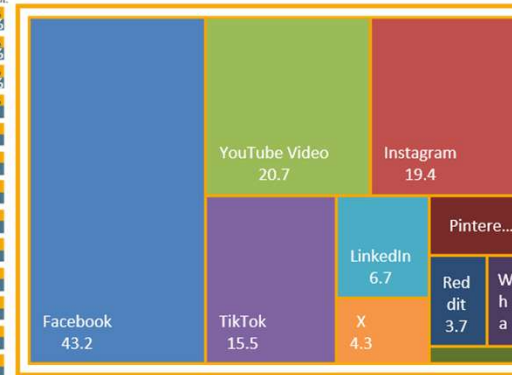
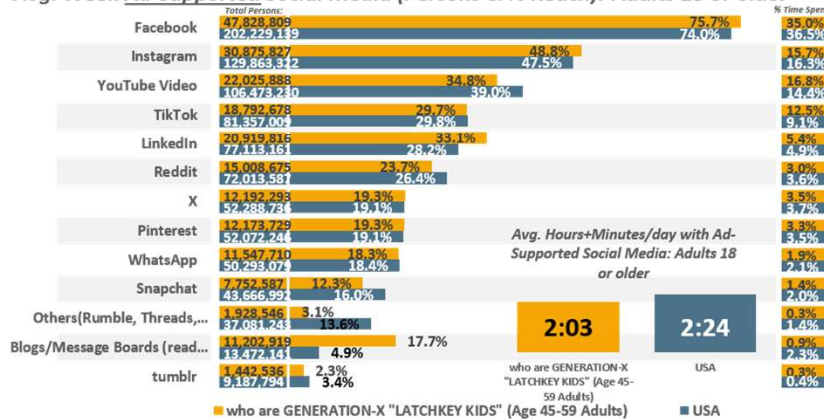


47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.2 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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



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



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

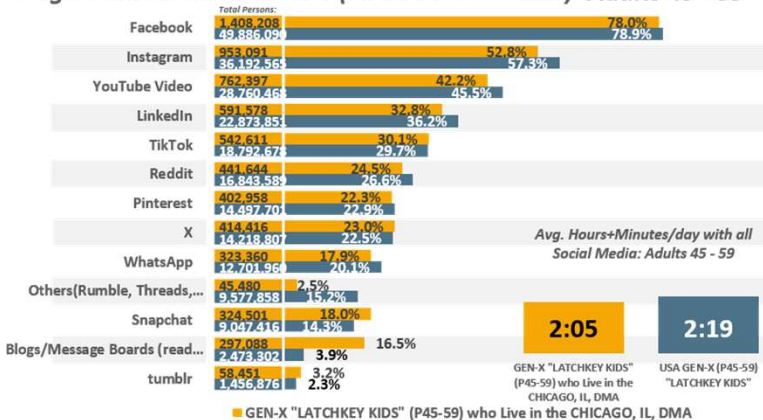
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

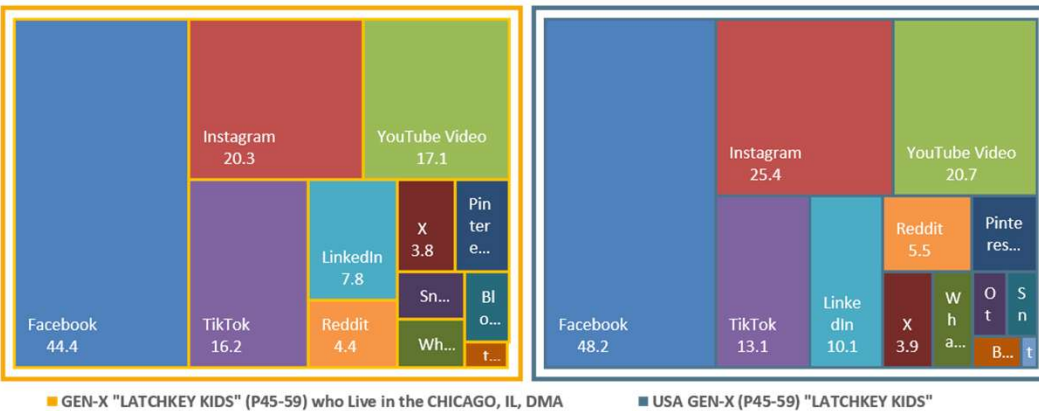


1,404,710 or 77.8% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 40.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

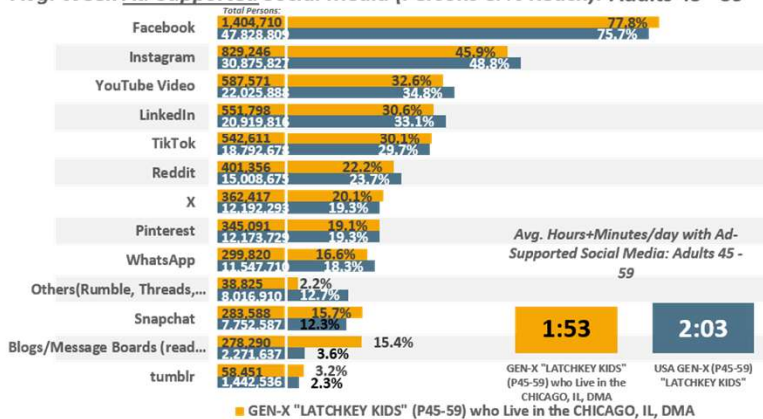
Avg. Week All Social Media (Persons & % Reach): Adults 45 - 59



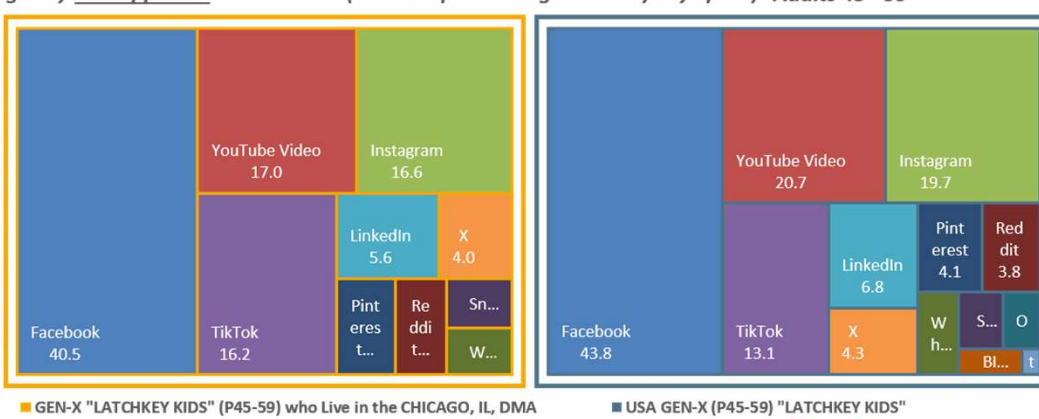
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

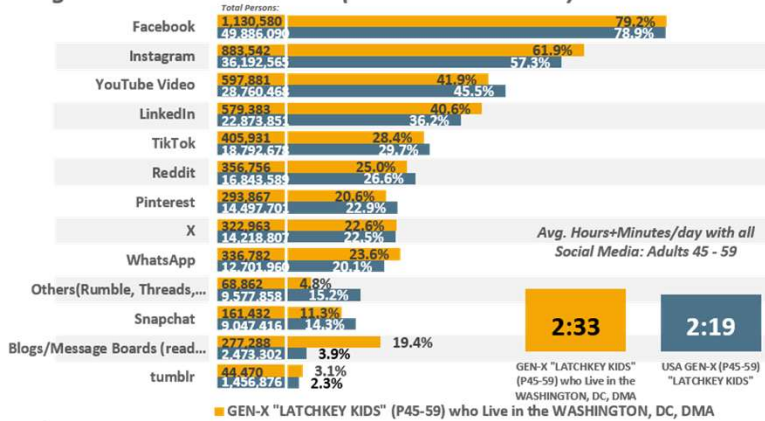
soefa.ai Share of Everything for Anything

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

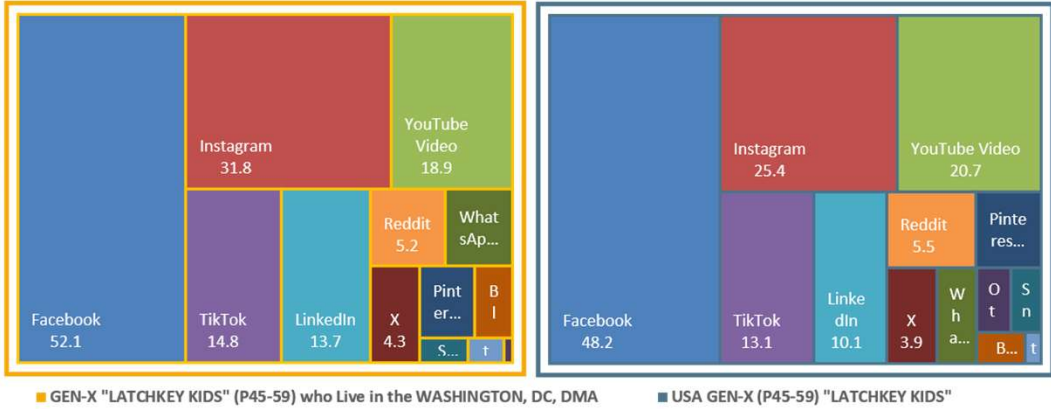


1,013,911 or 71.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 46.3 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

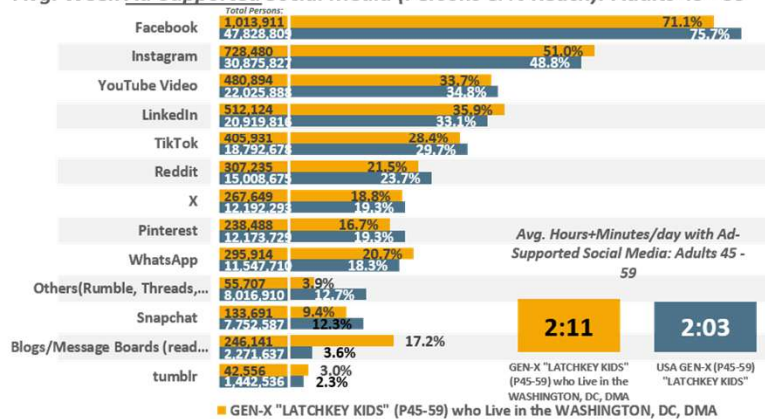
Avg. Week All Social Media (Persons & % Reach): Adults 45 - 59



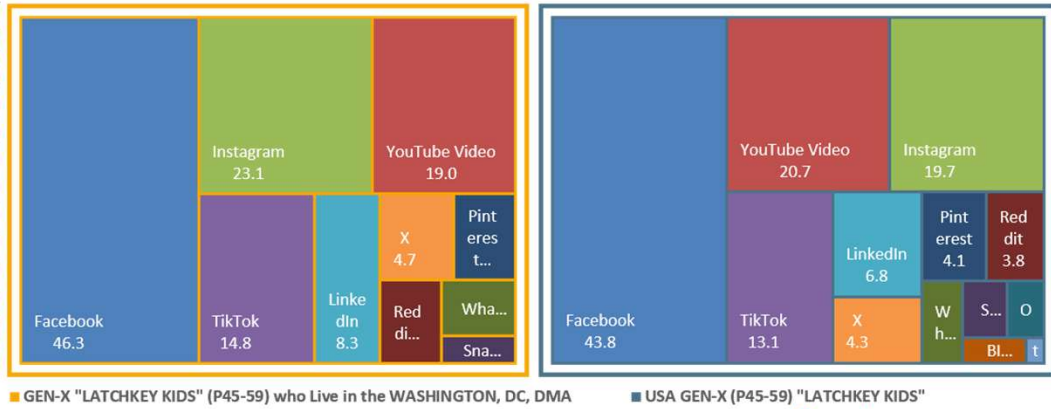
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

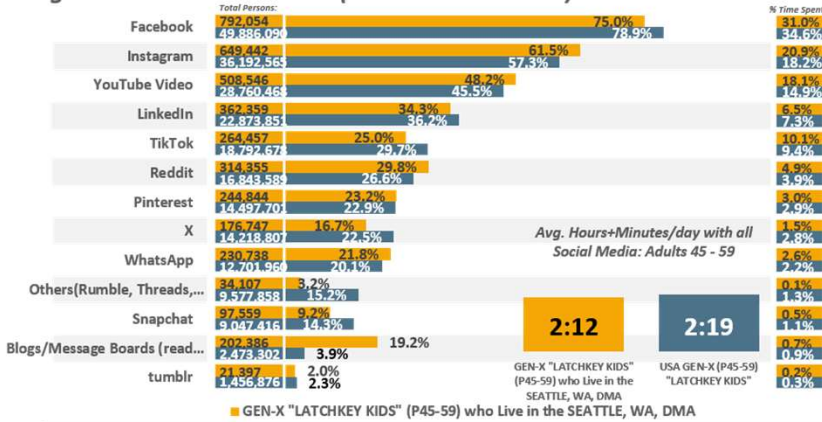
soefa.ai Share of Everything for Anything

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

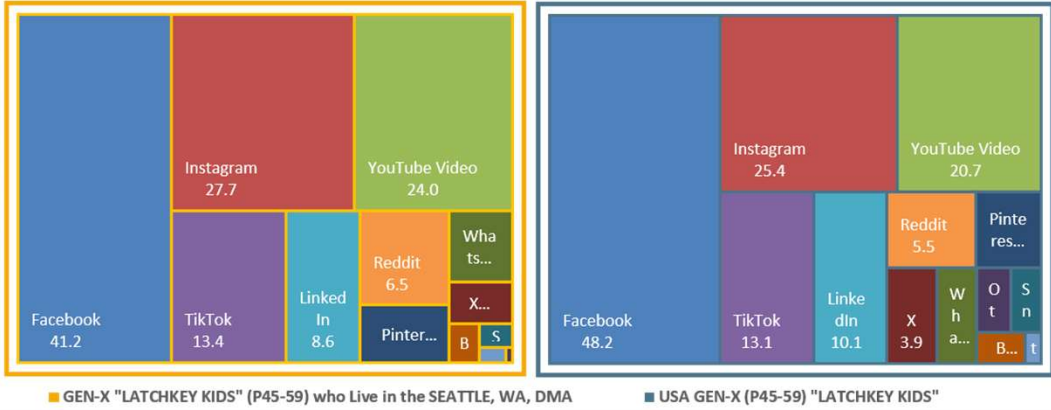


750,215 or 71.0% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA use Ad-Supported Facebook for an average of 37.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

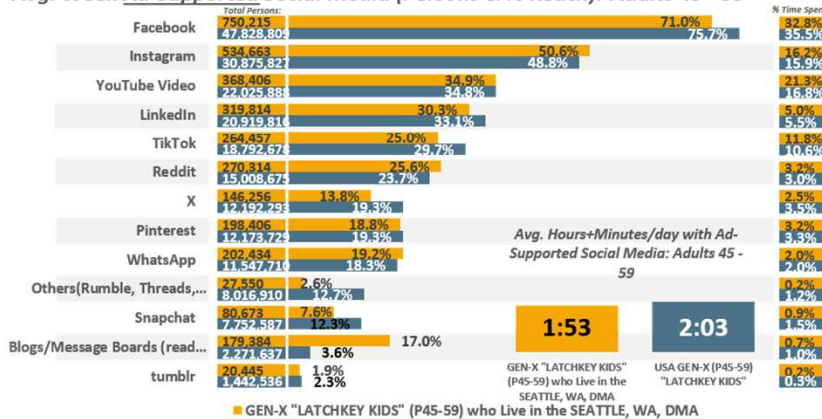
Avg. Week All Social Media (Persons & % Reach): Adults 45 - 59



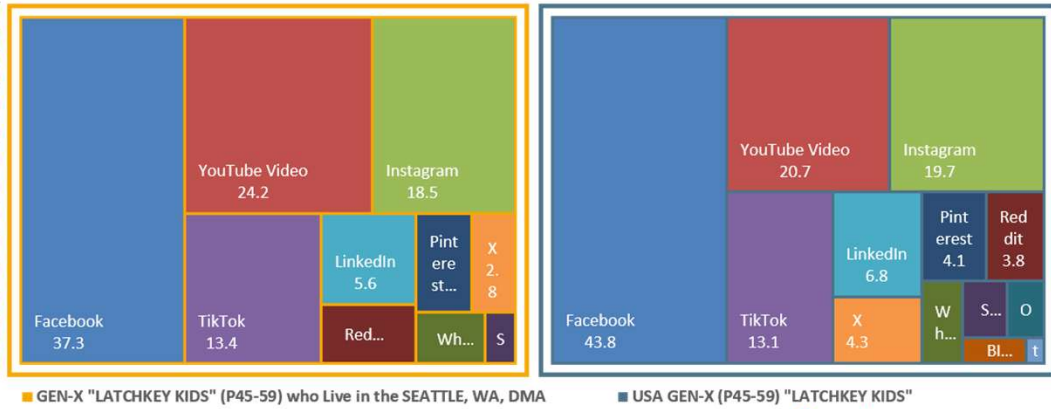
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

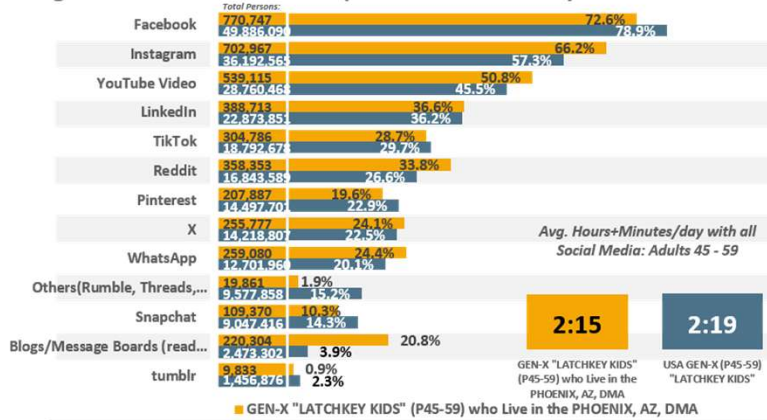
soefa.ai Share of Everything for Anything

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

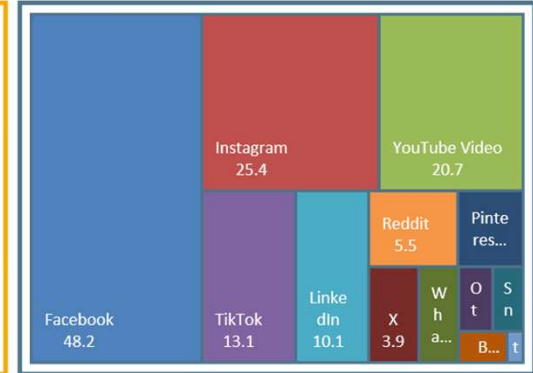
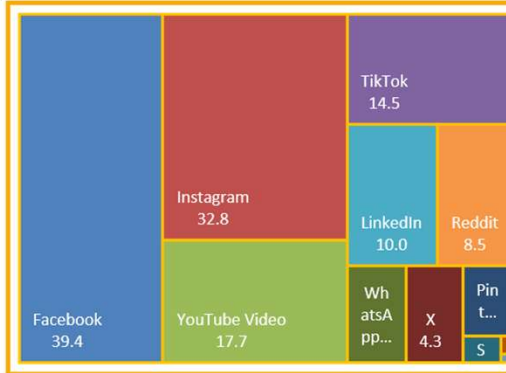


770,747 or 72.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 42.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

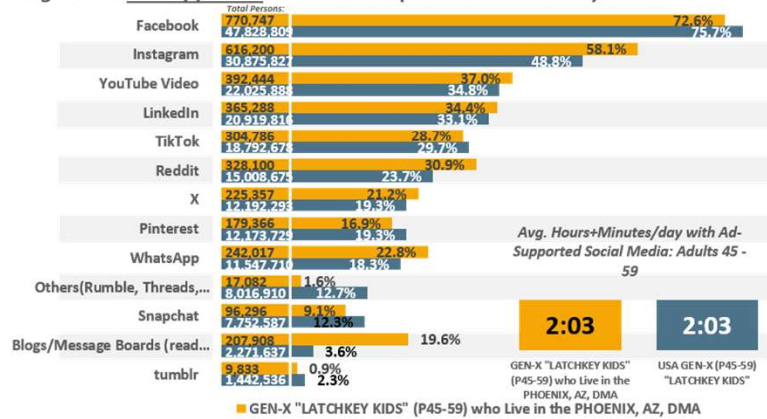
Avg. Week All Social Media (Persons & % Reach): Adults 45 - 59



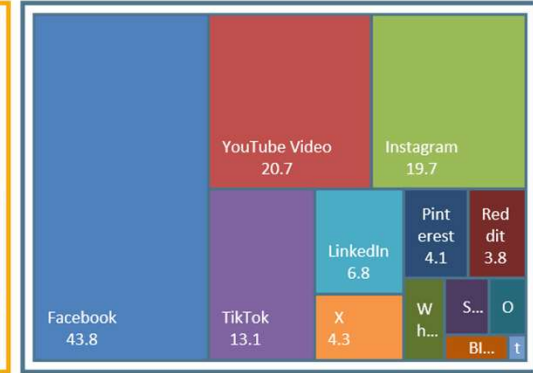
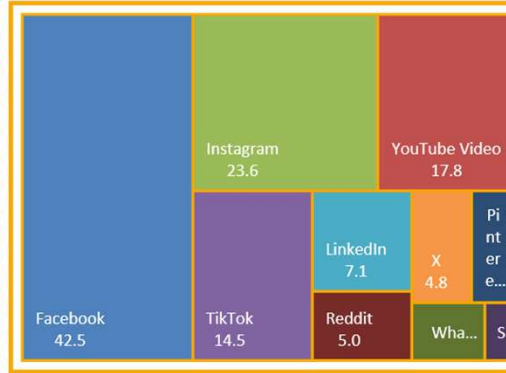
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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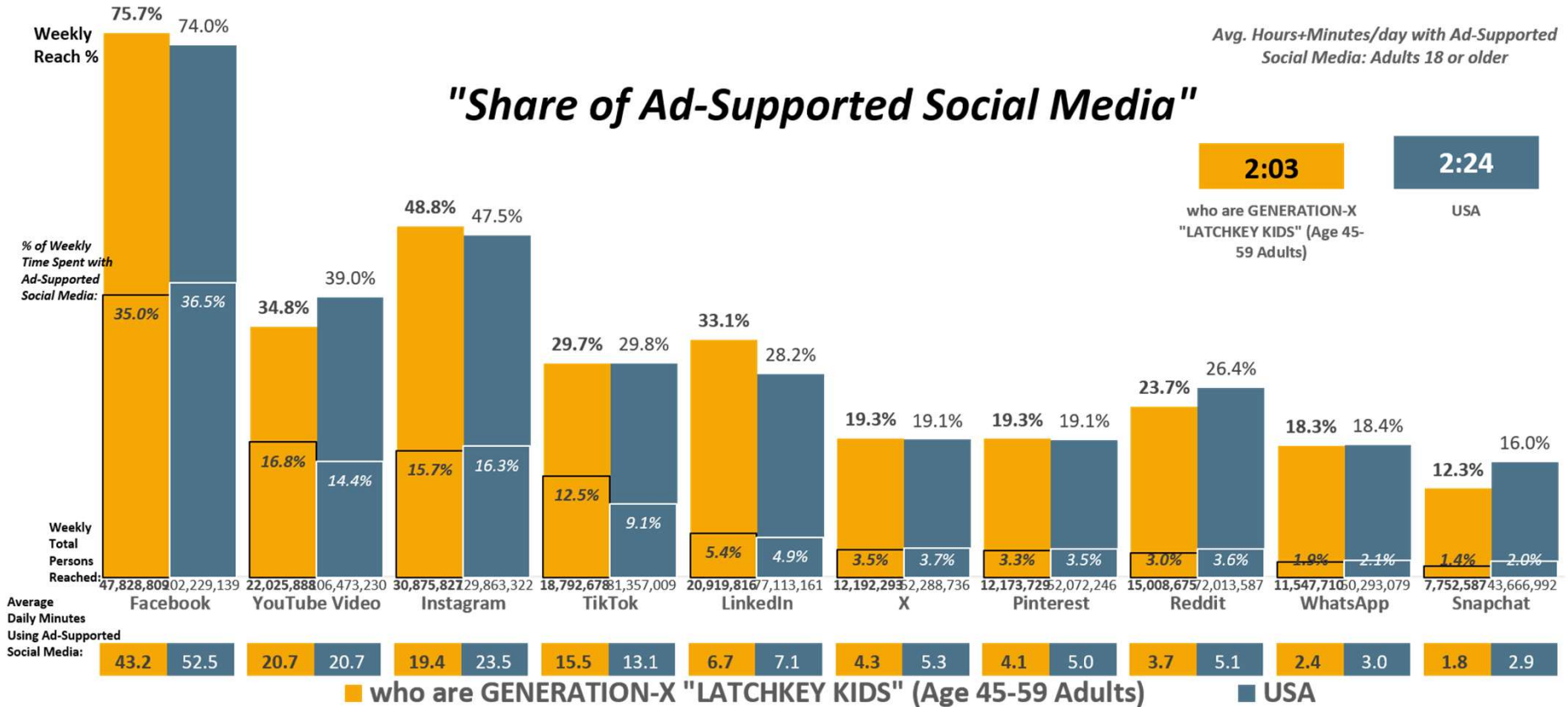
USA Projection USA Qual Intab 6,049

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



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



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

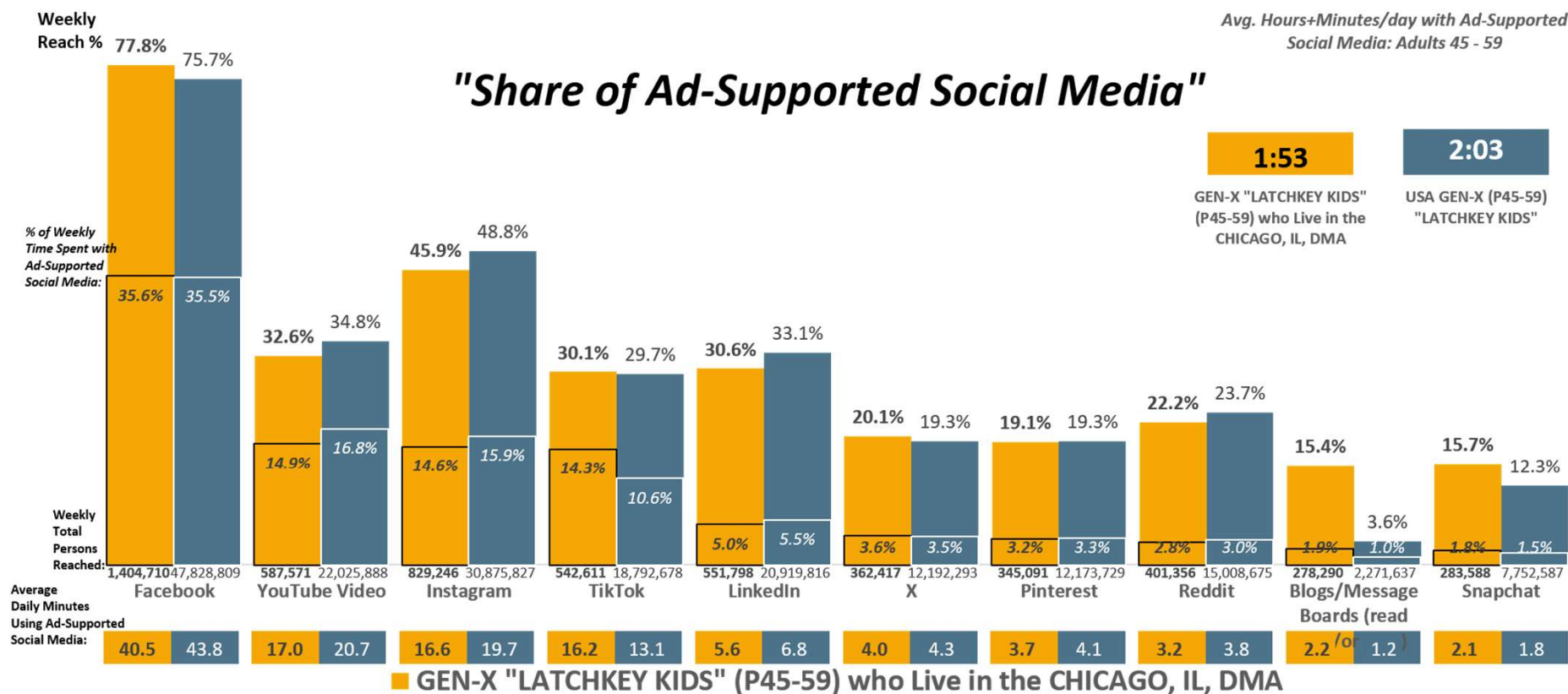
soefa.ai Share of Everything for Anything

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



1,404,710 or 77.8% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 40.5 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA GEN-X (P45-59) "LATCHKEY KIDS" Scarborough R1 2026: Feb25-Feb26
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USA Projection

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USA Projection USA Qual Intab 6,049

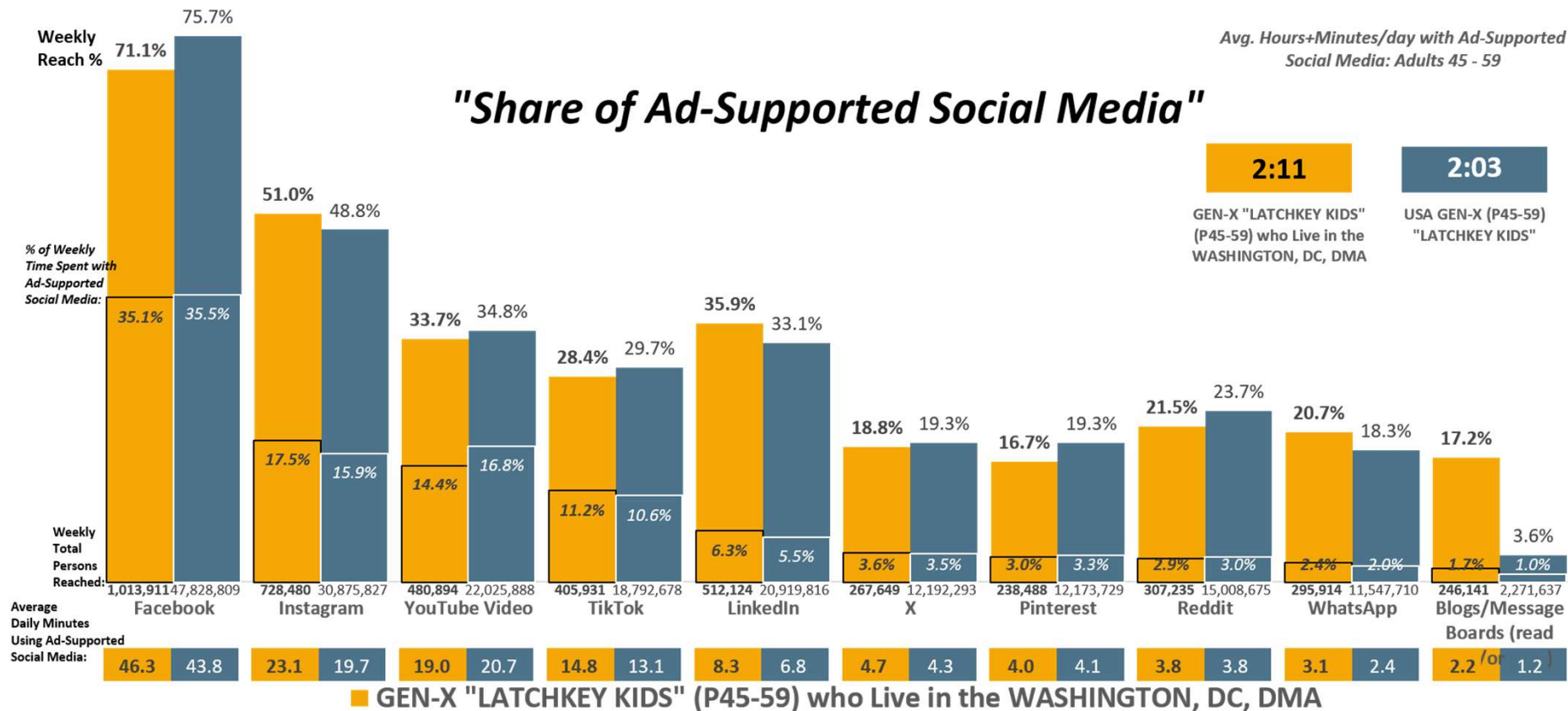
soefa.ai Share of Everything for Anything

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



1,013,911 or 71.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 46.3 minutes every day representing 35.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Mar 25 - Mar 26
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USA Projection

Qual Intab

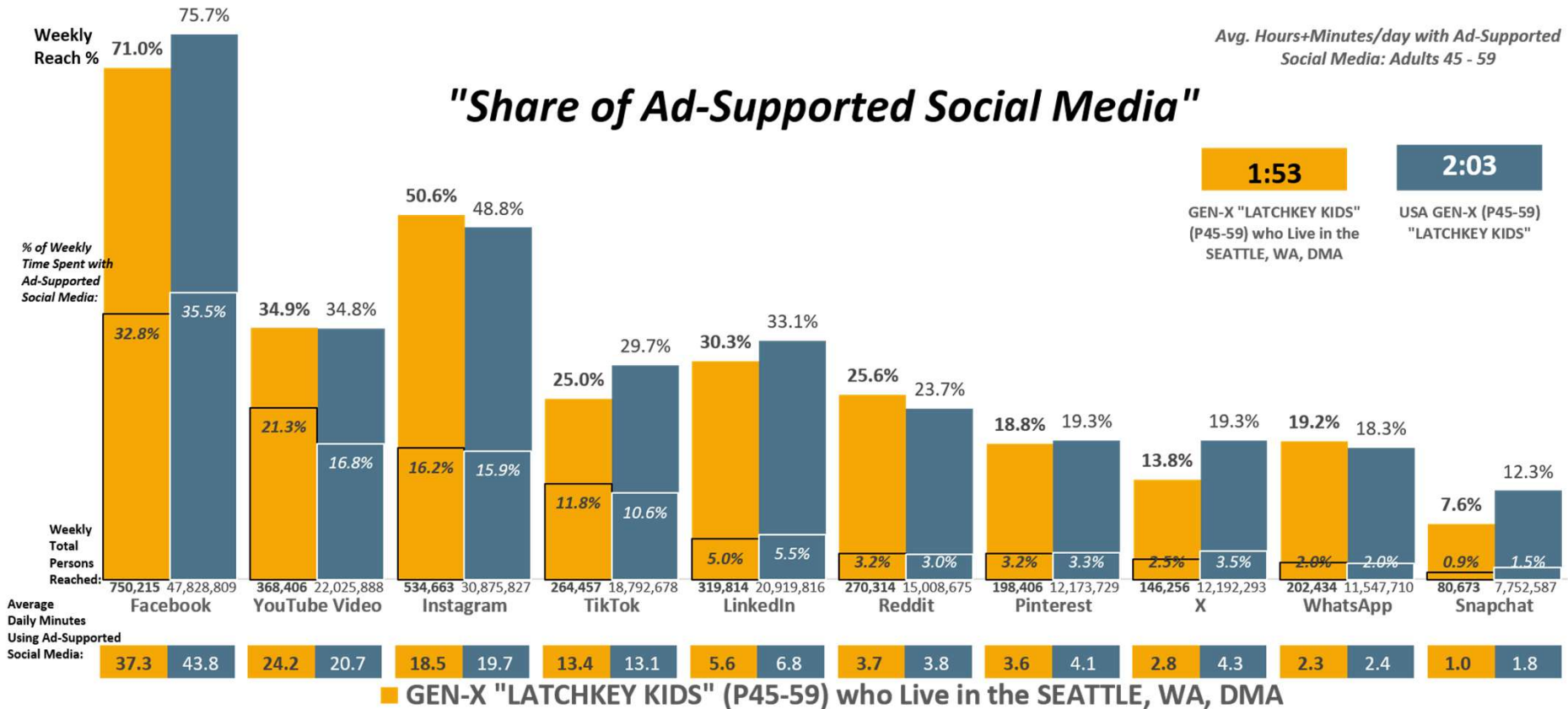
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

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



750,215 or 71.% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA use Ad-Supported Facebook for an average of 37.3 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

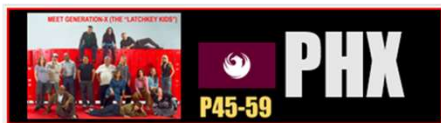


USA GEN-X (P45-59) "LATCHKEY KIDS" Scarborough R1 2026: Mar 25 - Mar 26
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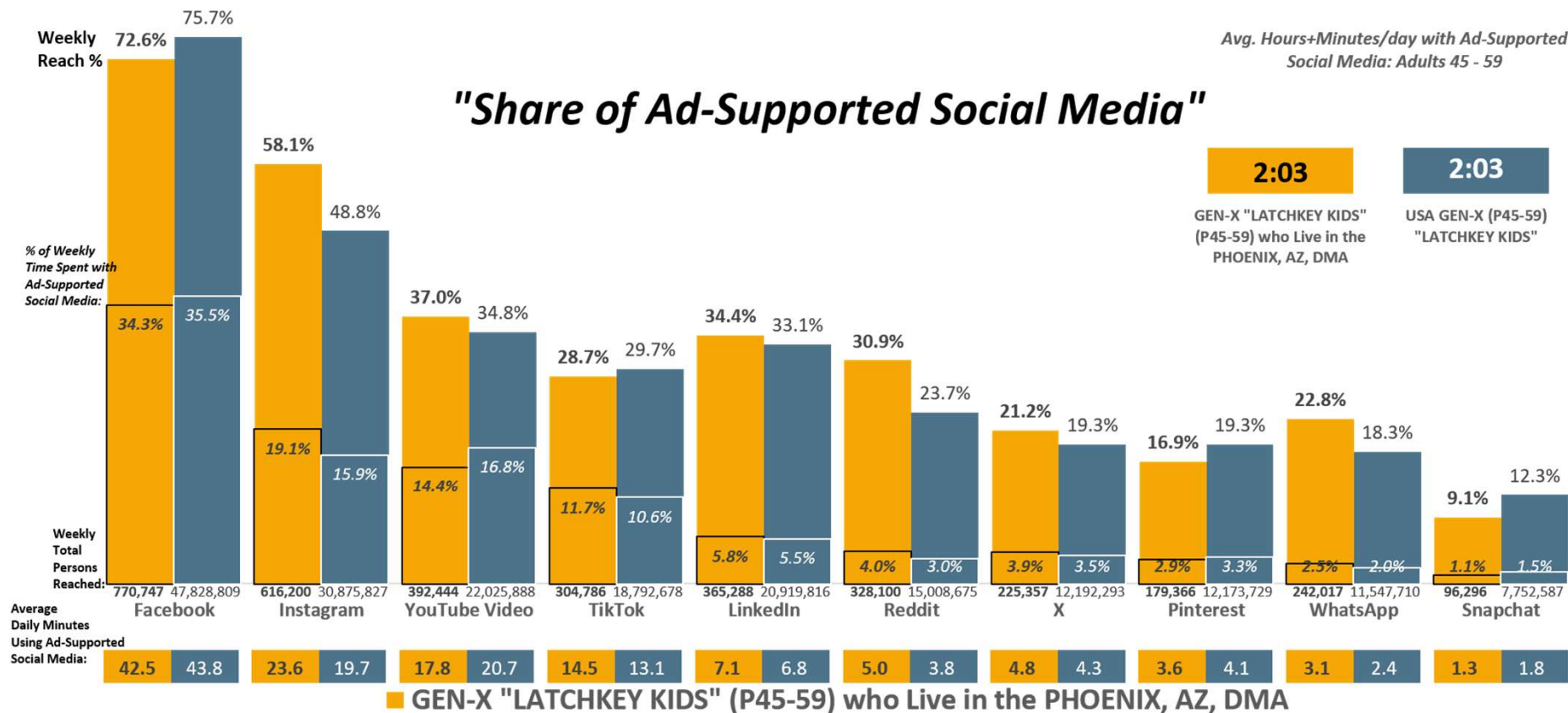
soefa.ai Share of Everything for Anything

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



770,747 or 72.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 42.5 minutes every day representing 34.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA GEN-X (P45-59) "LATCHKEY KIDS"
 Scarborough R1 2026; Feb25-Feb26
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USA Projection USA Qual Intab 6,049

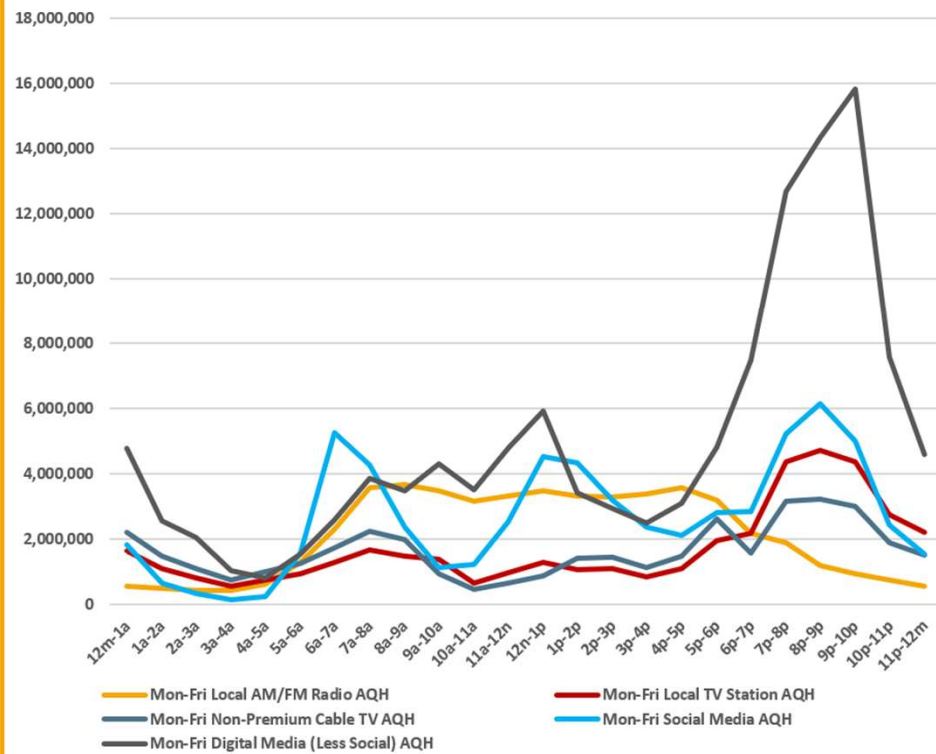
soefa.ai Share of Everything for Anything

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

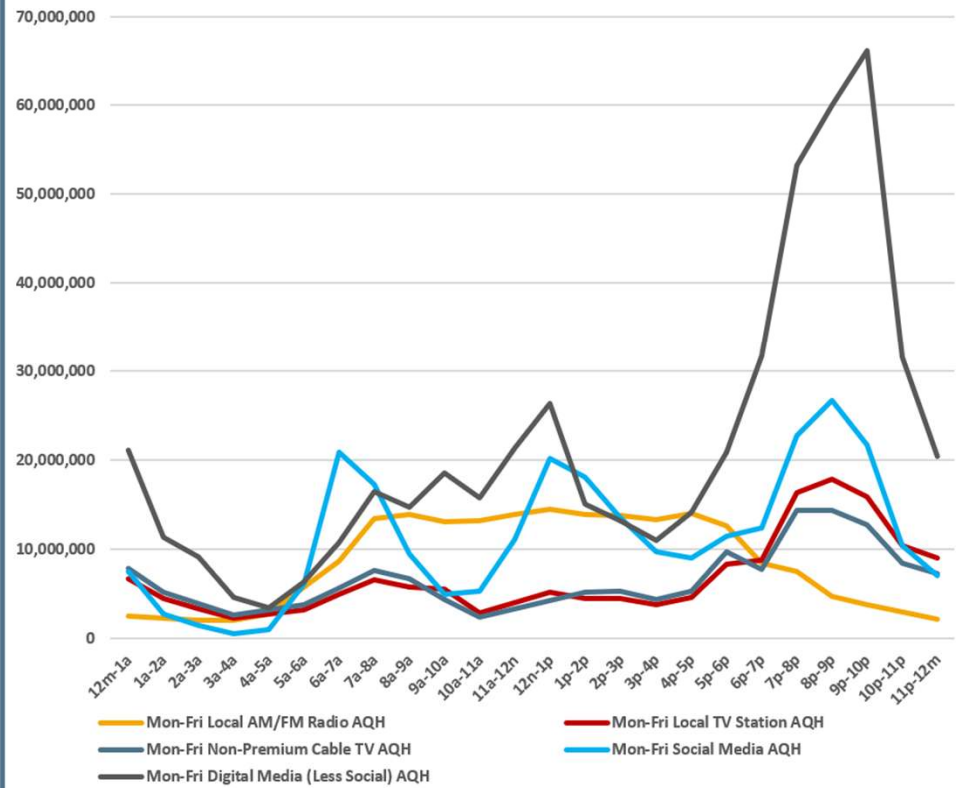


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,054,336;
Local Radio: 3,225,938; Social Media: 2,998,023; Non-Prem. Cable: 1,426,170; Local TV:
1,303,874 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KID"

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



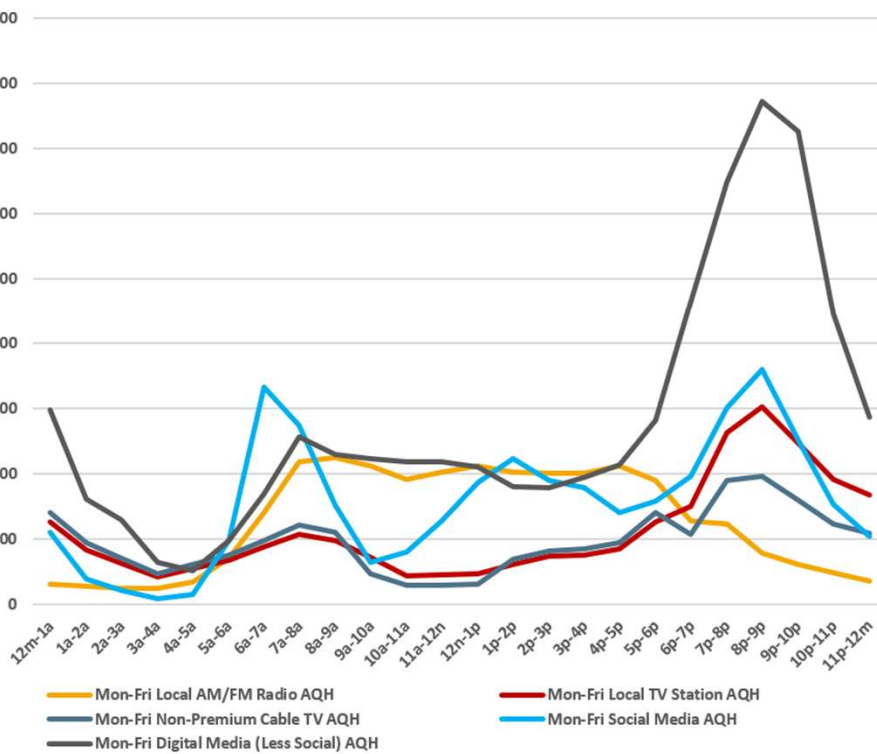
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



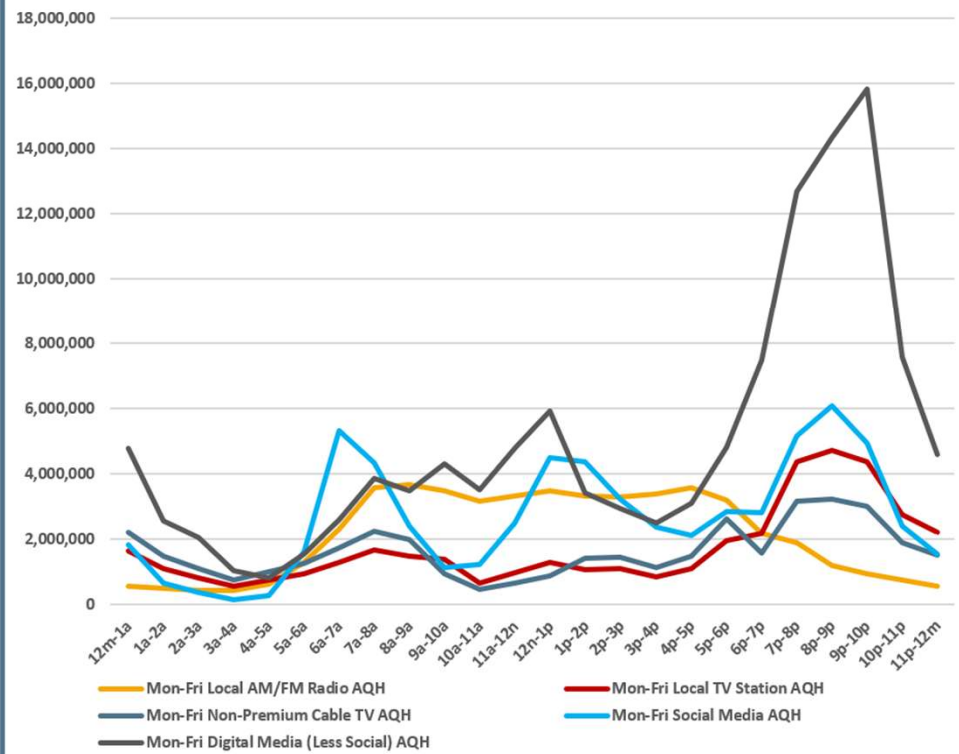


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 116,871;
Local Radio: 97,566; Social Media: 88,561; Local TV: 41,307; Non-Prem. Cable: 40,218
reaching Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICA

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in
the CHICAGO, IL, DMA**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-X (P45-59) "LATCHKEY KIDS" 210 DMA Area Adults
45 - 59**



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

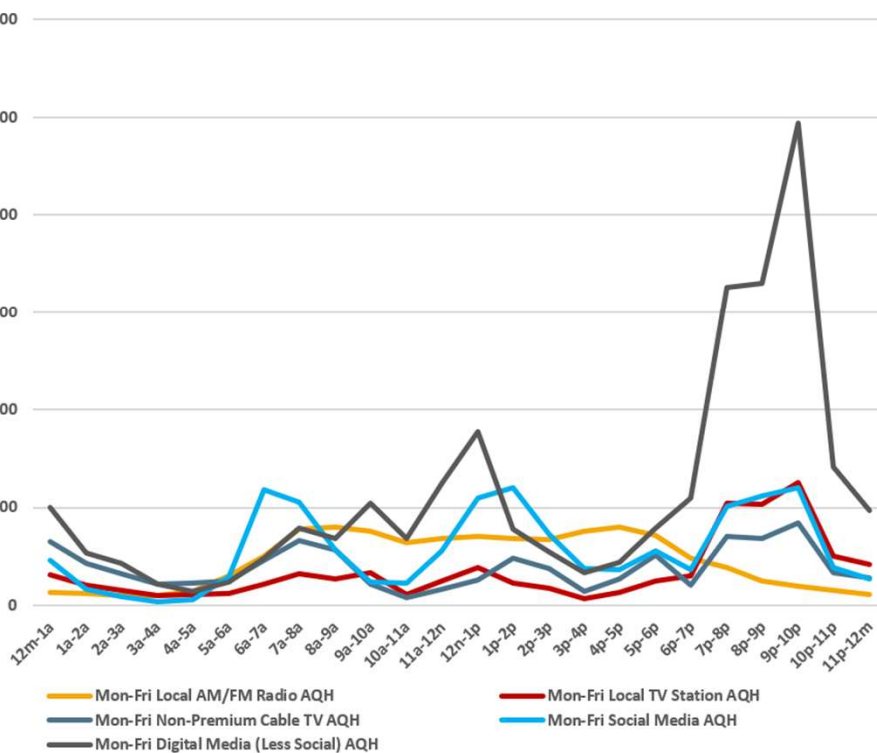
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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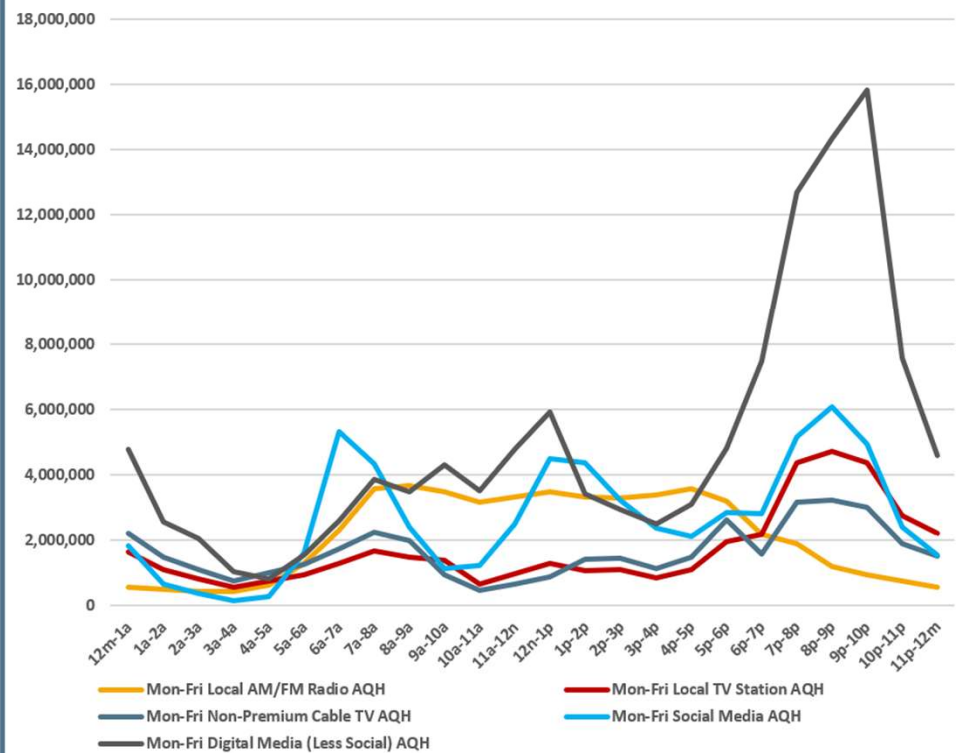


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 82,222; Local Radio: 69,060; Social Media: 65,437; Non-Prem. Cable: 33,736; Local TV: 23,430 reaching Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHIN

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in
the WASHINGTON, DC, DMA**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-X (P45-59) "LATCHKEY KIDS" 210 DMA Area Adults
45 - 59**



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

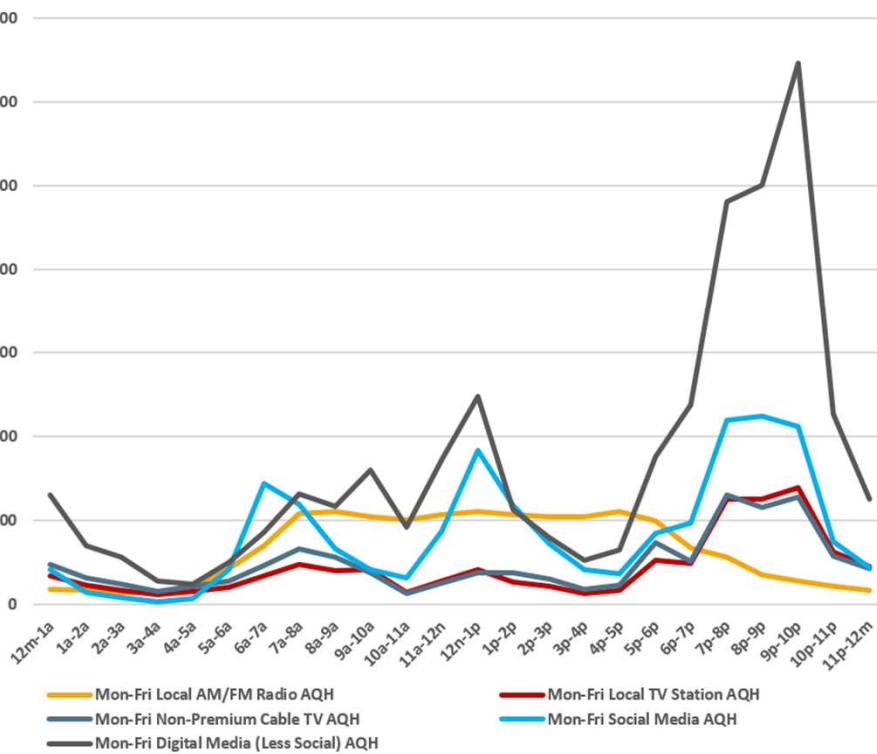
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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for Anything ®

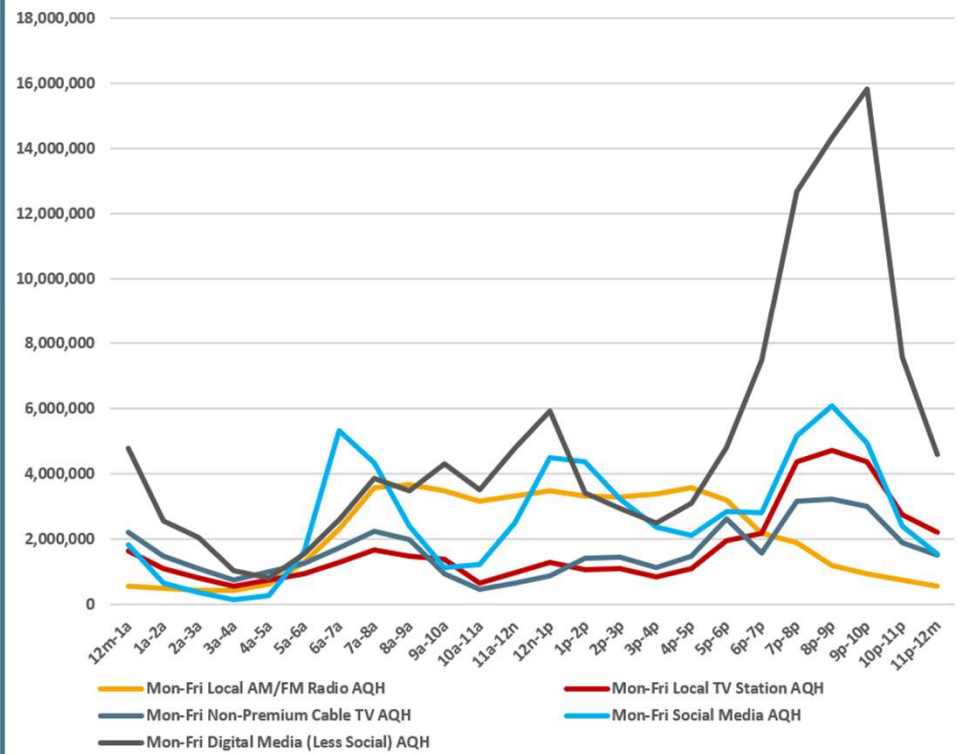


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,535;
Local Radio: 50,109; Social Media: 43,172; Non-Prem. Cable: 19,813; Local TV: 16,401
reaching Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTL

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in
the SEATTLE, WA, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-X (P45-59) "LATCHKEY KIDS" 210 DMA Area Adults
45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

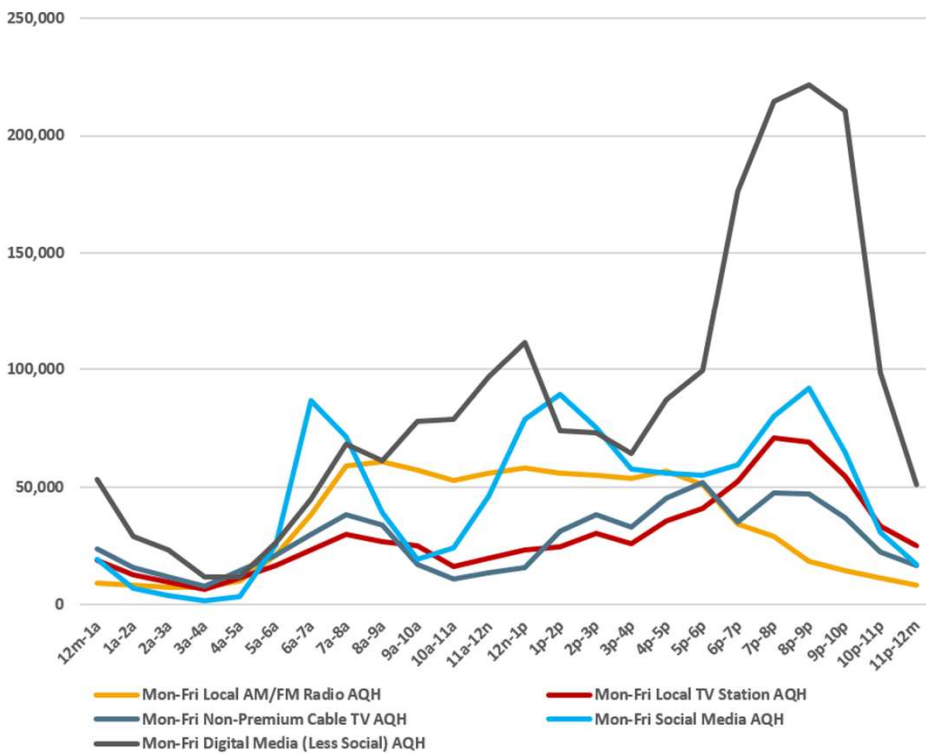
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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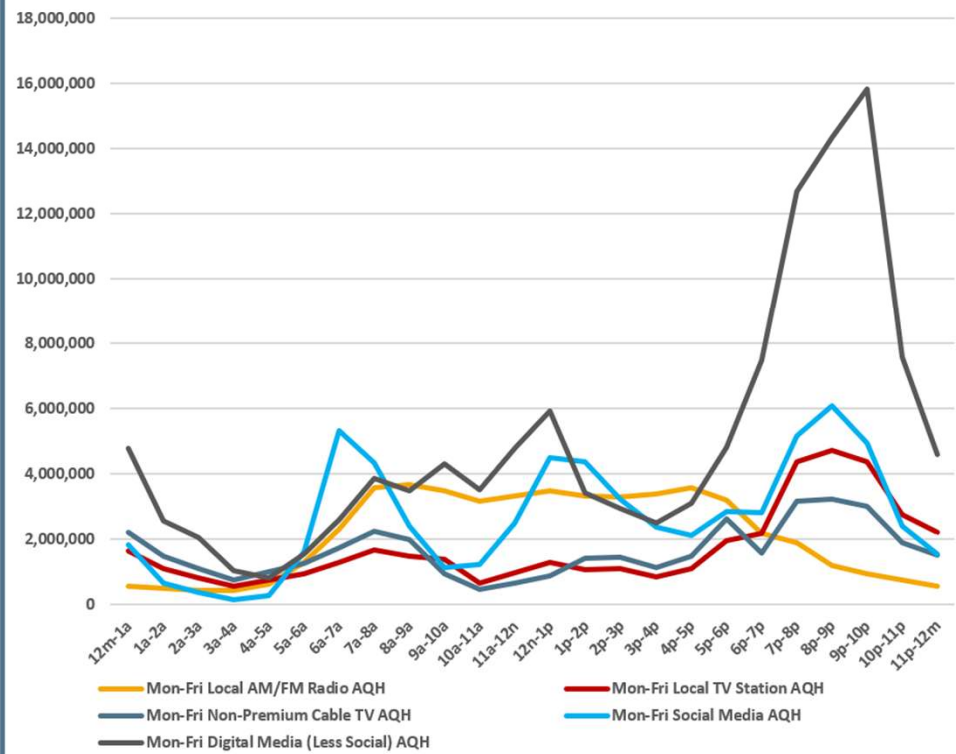


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 85,525; Social Media: 58,221; Local Radio: 52,784; Non-Prem. Cable: 30,231; Local TV: 28,666 reaching Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENI

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in
the PHOENIX, AZ, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-X (P45-59) "LATCHKEY KIDS" 210 DMA Area Adults
45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

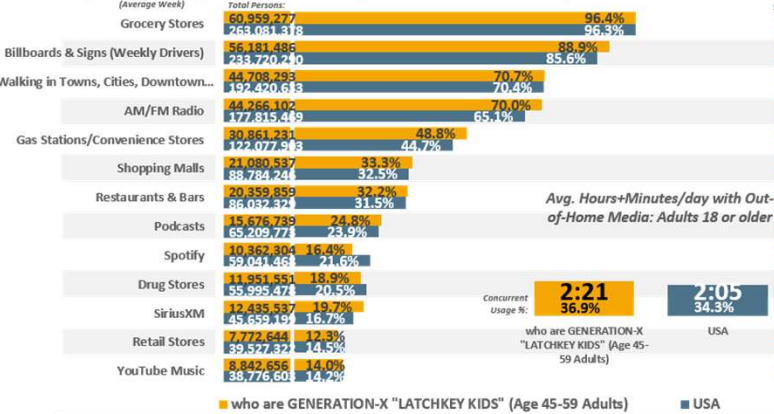
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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for Anything.

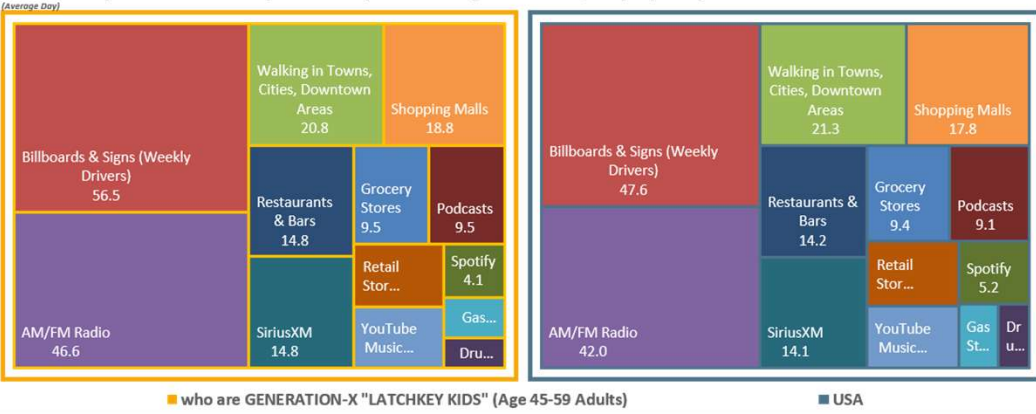


56,181,486 or 88.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minute

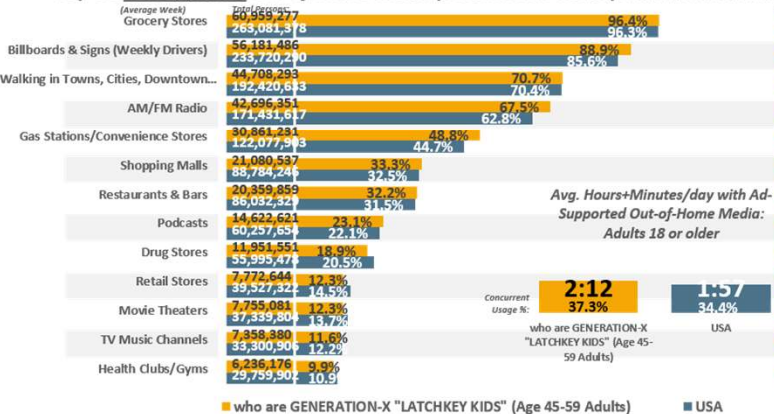
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



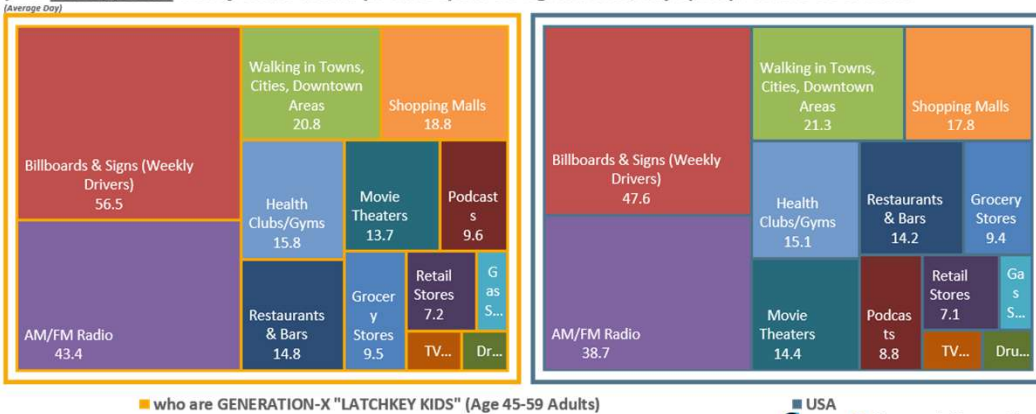
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

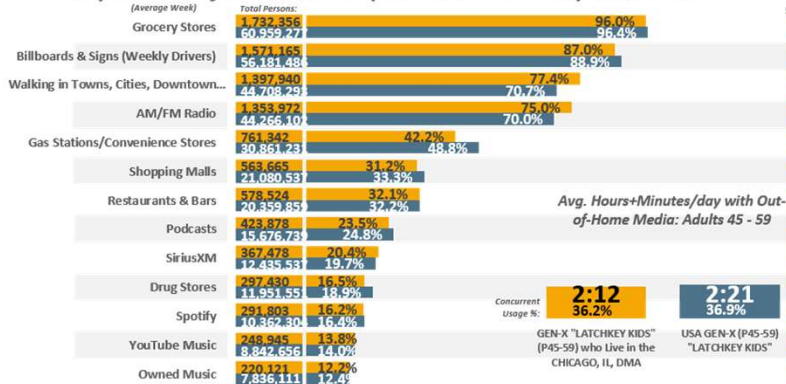
soefa.ai Share of Everything for Anything

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

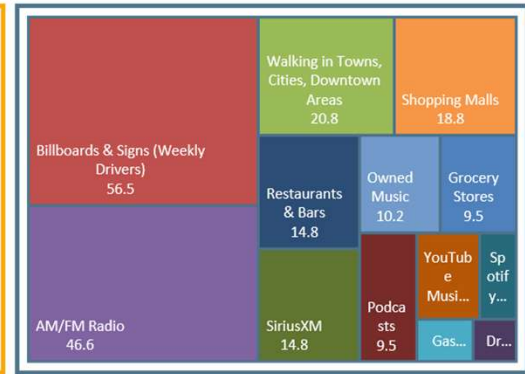
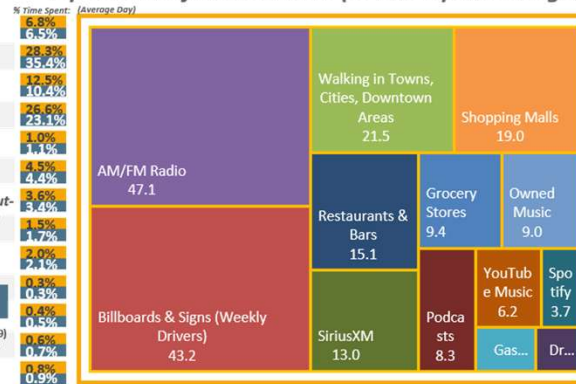


1,571,165 or 87.% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA spend an average of 43.2 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 43.8 minutes

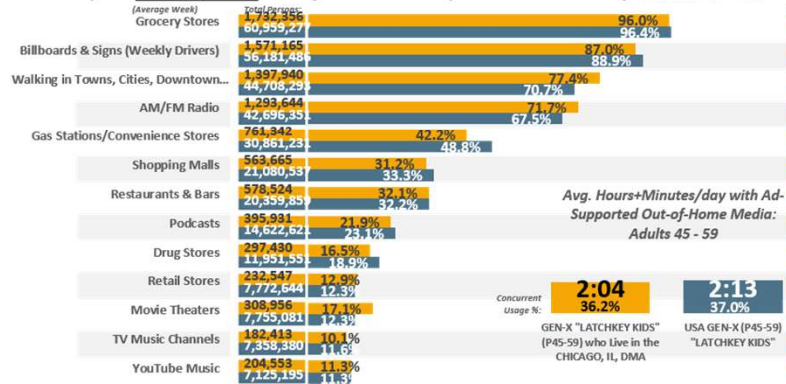
Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 - 59



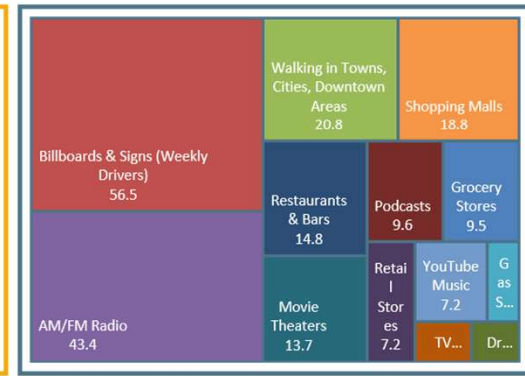
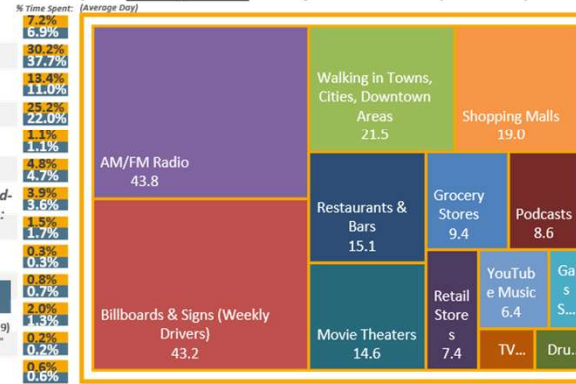
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
USA Qual Intab 6,049

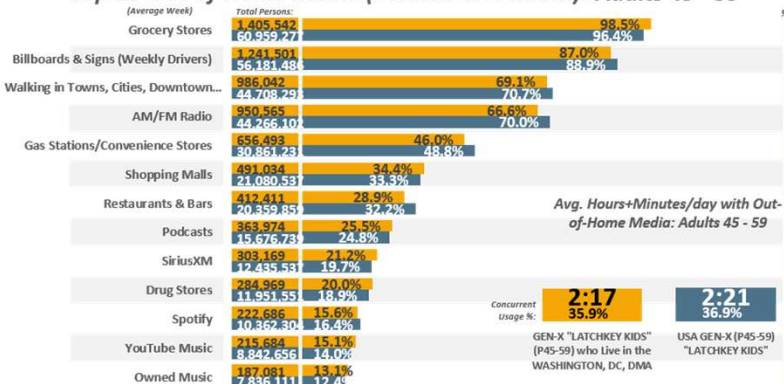
soefa.ai Share of Everything for Anything

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

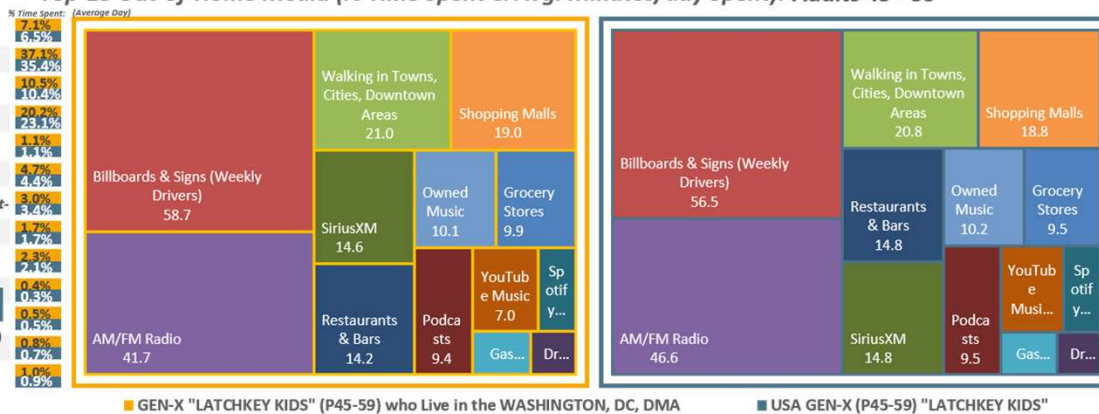


1,241,501 or 87.% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA spend an average of 58.7 minutes per day driving, seeing Billboards and Signs. 64.3% Listen to Local Radio Stations Out-of-Home for an average of 38.9 m

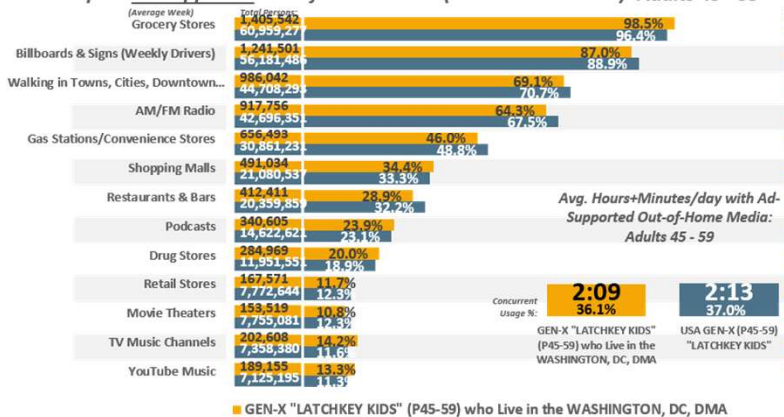
Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 - 59



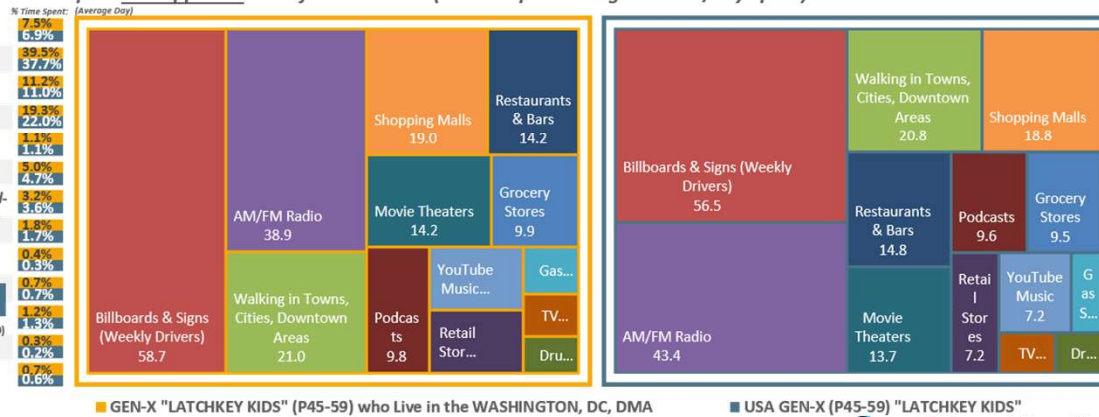
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

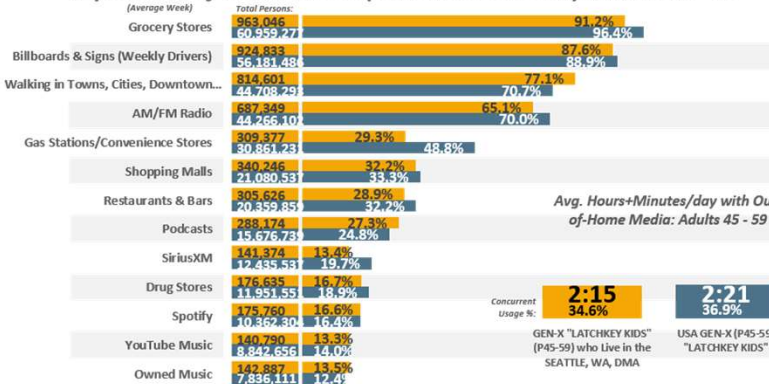
soefa.ai Share of Everything for Anything

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

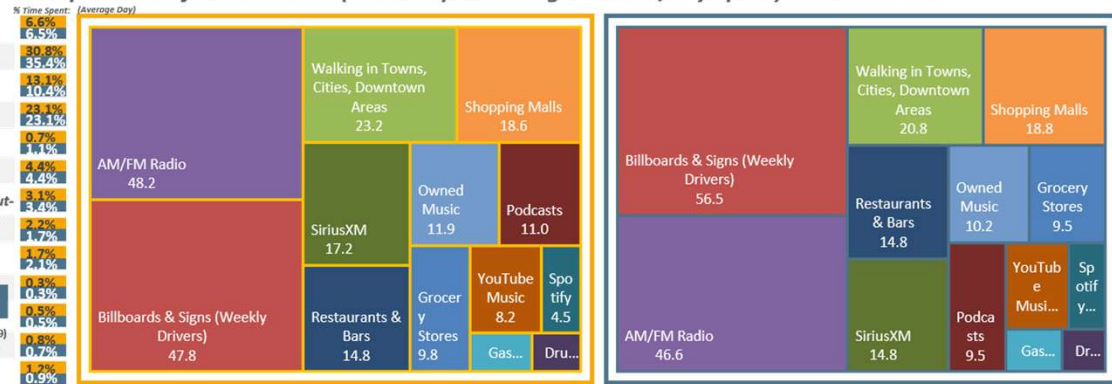


924,833 or 87.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA spend an average of 47.8 minutes per day driving, seeing Billboards and Signs. 62.8% Listen to Local Radio Stations Out-of-Home for an average of 42.1 minut

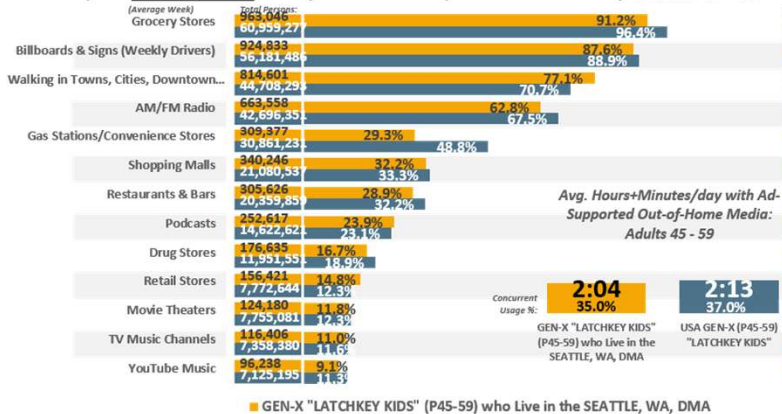
Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 - 59



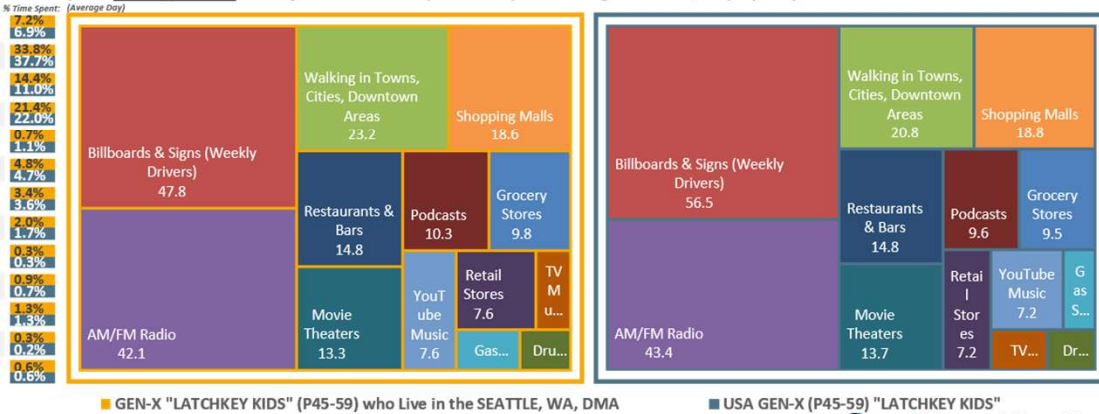
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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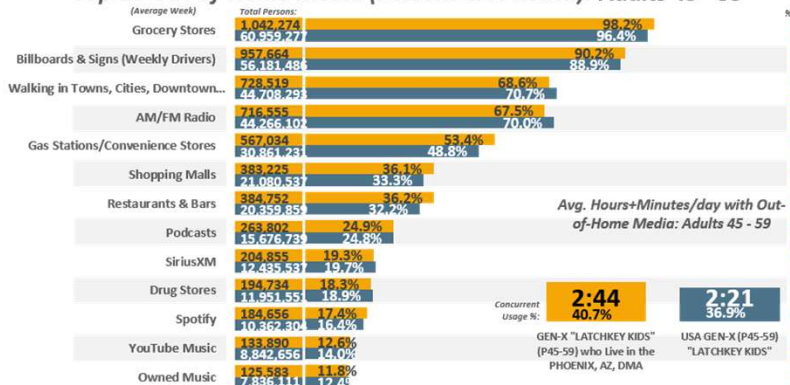
soefa.ai Share of Everything for Anything

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

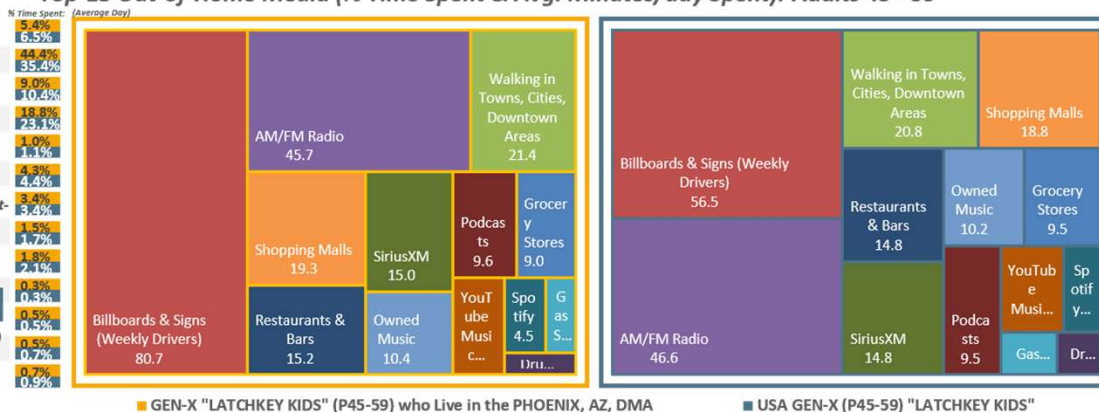


957,664 or 90.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA spend an average of 80.7 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 43.5 minut

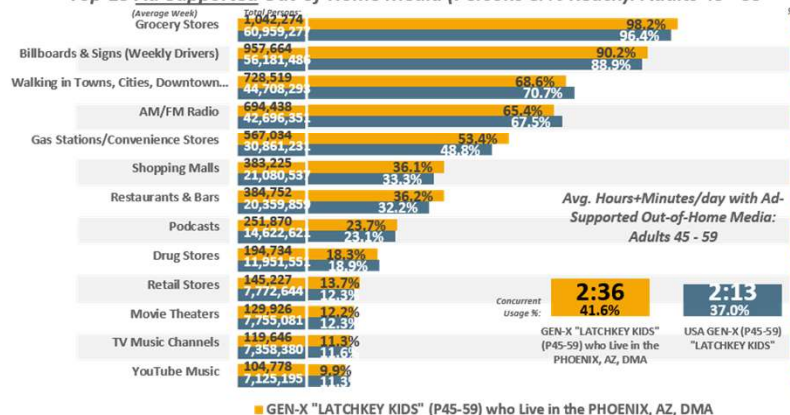
Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 - 59



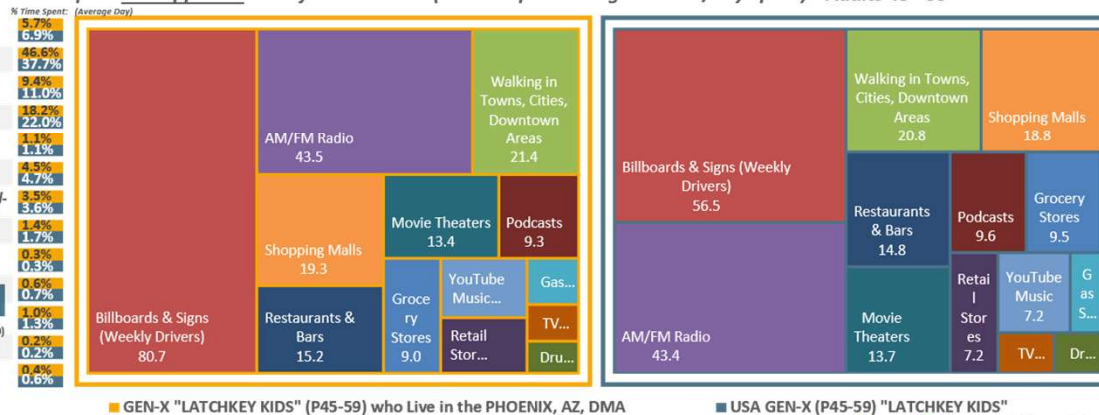
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

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

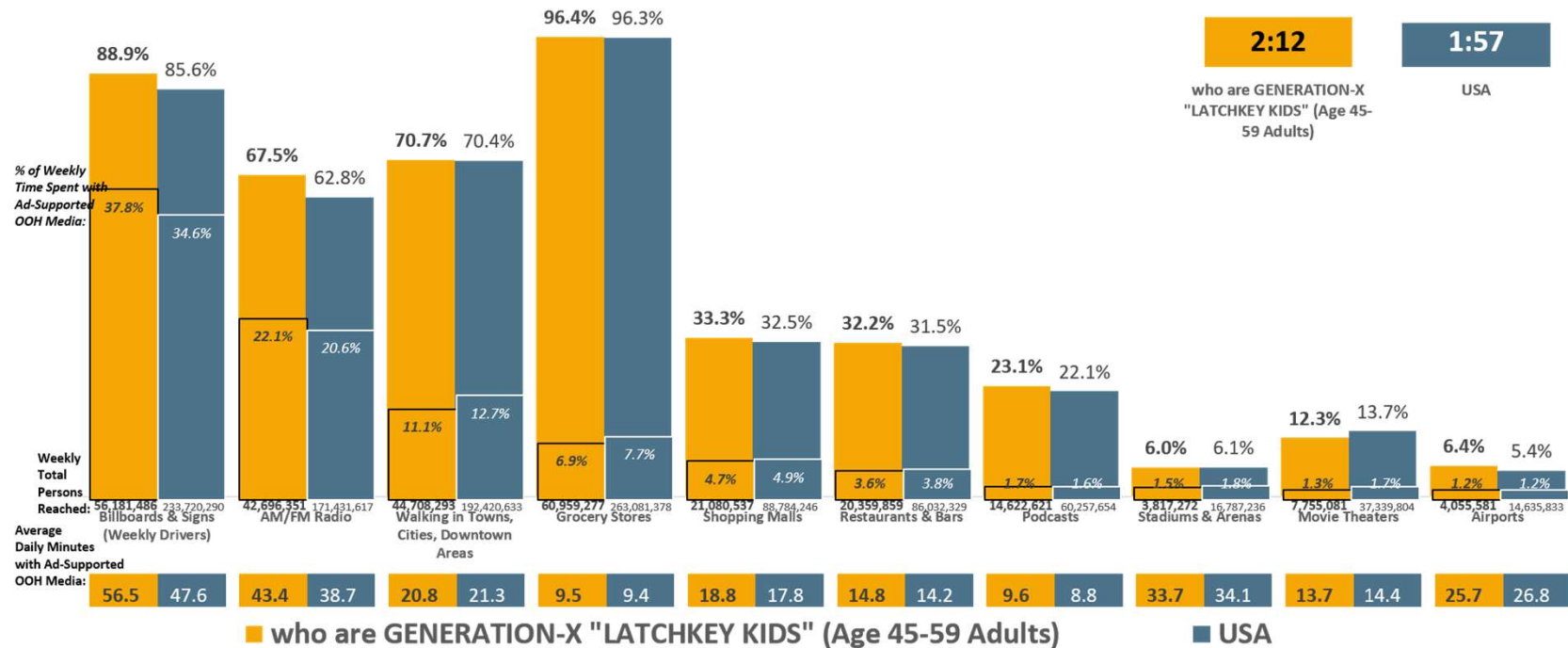


56,181,486 or 88.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

soefa.ai Share of Everything for Anything

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

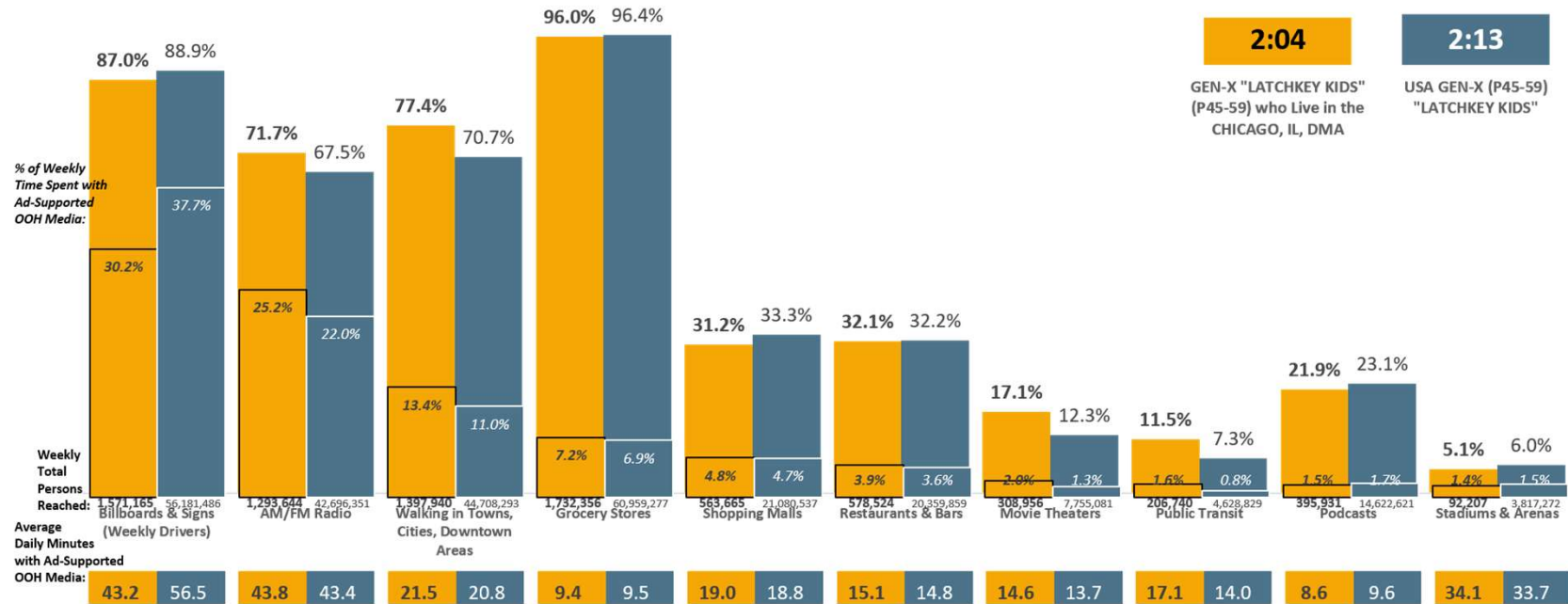


1,571,165 or 87.0% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA spend an average of 43.2 minutes per day driving, seeing Billboards and Signs representing 30.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 45 - 59

Weekly
Reach %

"Share of Ad-Supported OOH Media"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

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for Anything

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

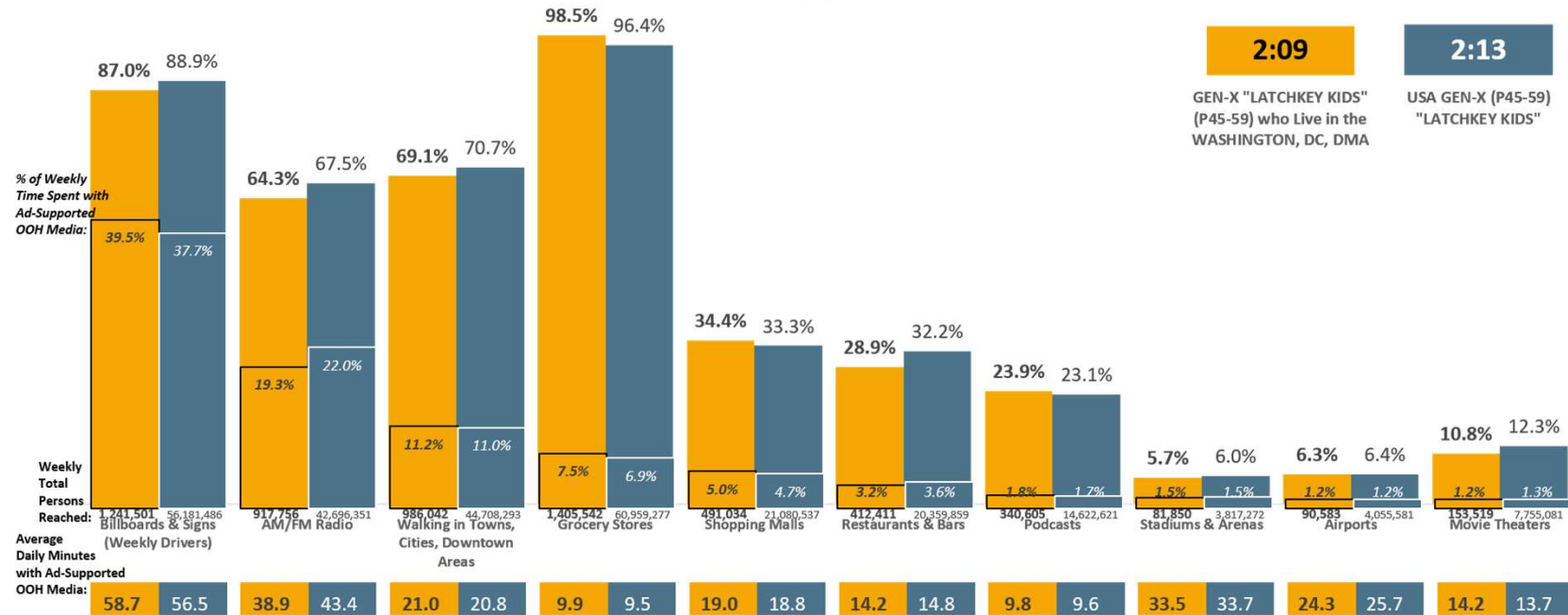


1,241,501 or 87.% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA spend an average of 58.7 minutes per day driving, seeing Billboards and Signs representing 39.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 45 - 59

Weekly
Reach %

"Share of Ad-Supported OOH Media"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Mar25-Mar26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

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for Anything

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

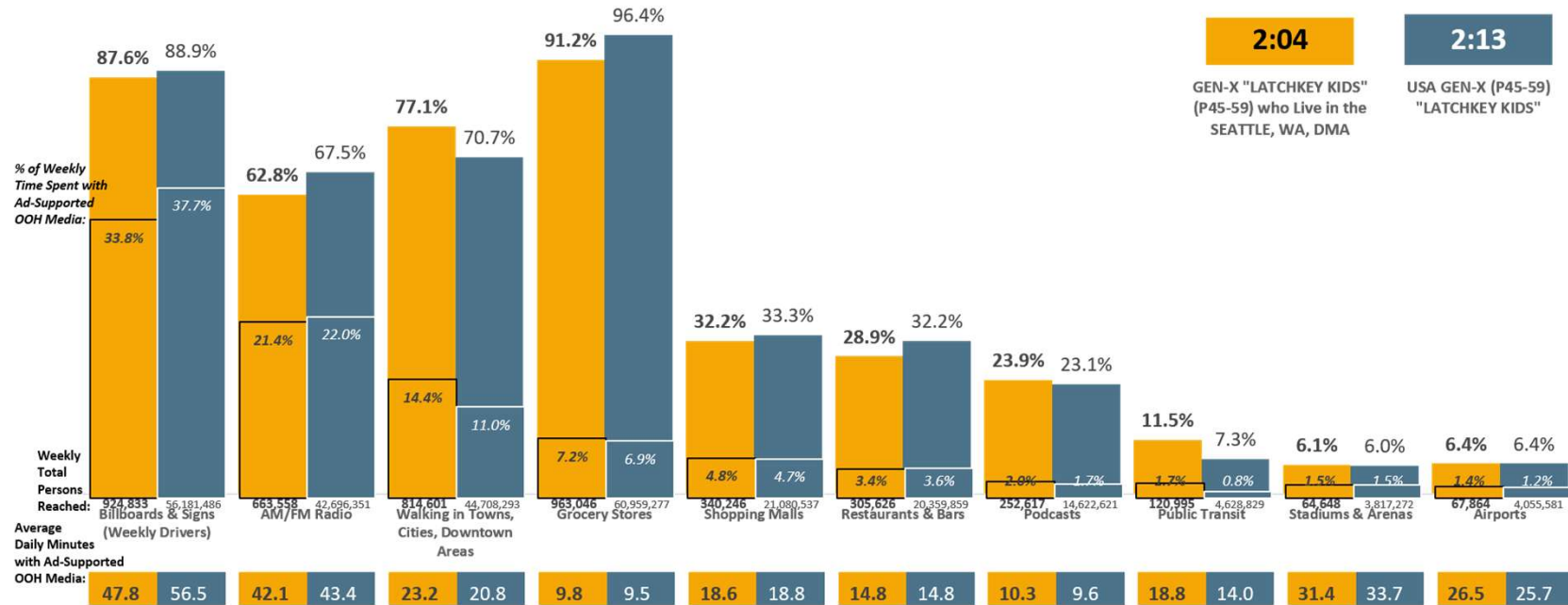


924,833 or 87.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA spend an average of 47.8 minutes per day driving, seeing Billboards and Signs representing 33.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 45 - 59

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Mar25-Mar26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

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

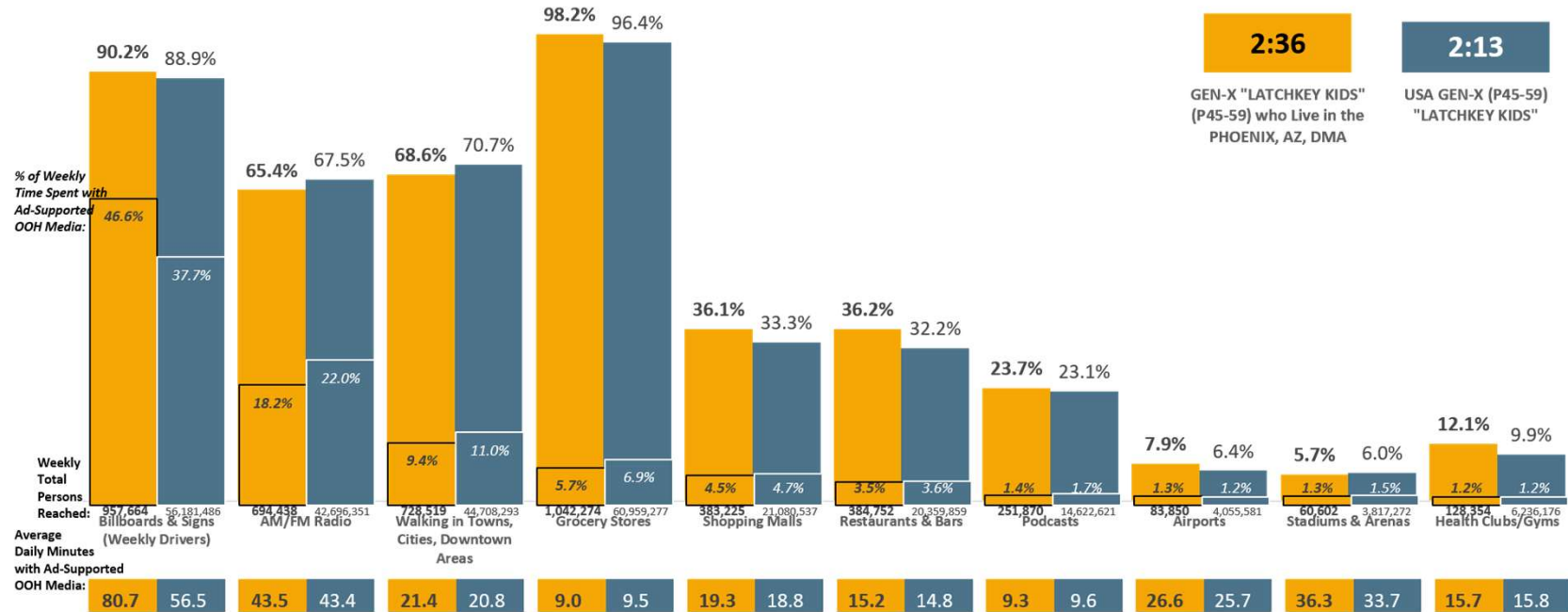


957,664 or 90.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA spend an average of 80.7 minutes per day driving, seeing Billboards and Signs representing 46.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 45 - 59

Weekly
Reach %

"Share of Ad-Supported OOH Media"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

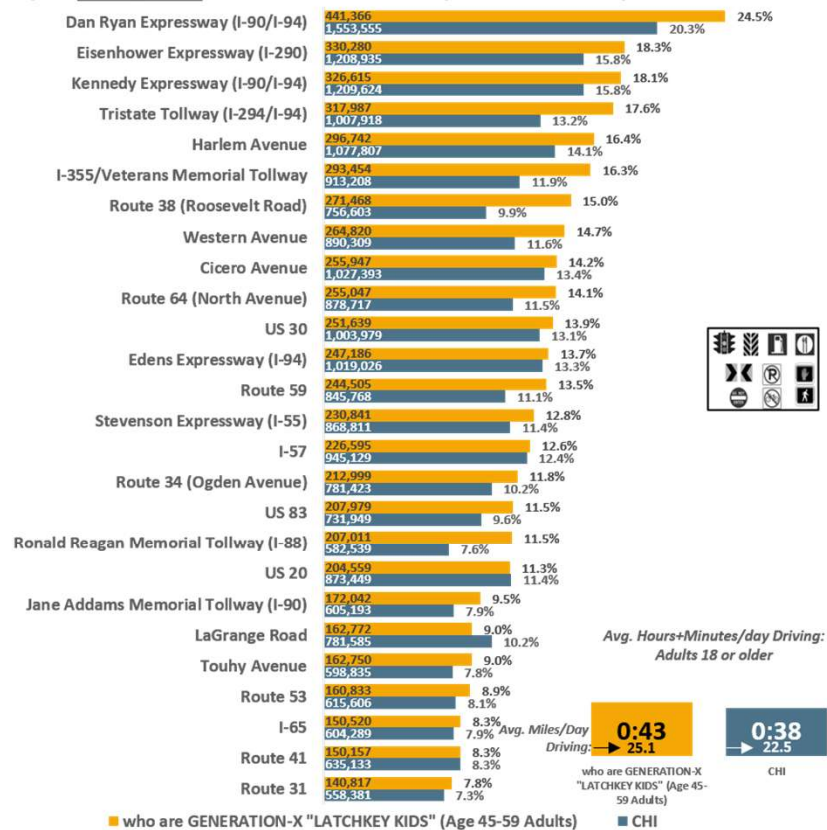
soefa.ai Share of Everything
for Anything

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

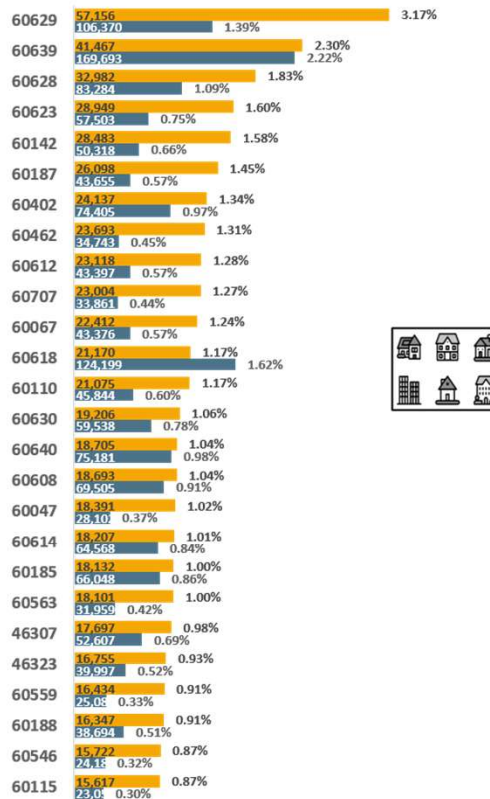


1,571,165 or 87.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
spend an average of 43.2 minutes per day driving an average of 25.1 miles each day and are 52.%
more likely to use Route 38 (Roosevelt Road) than the Metro ave

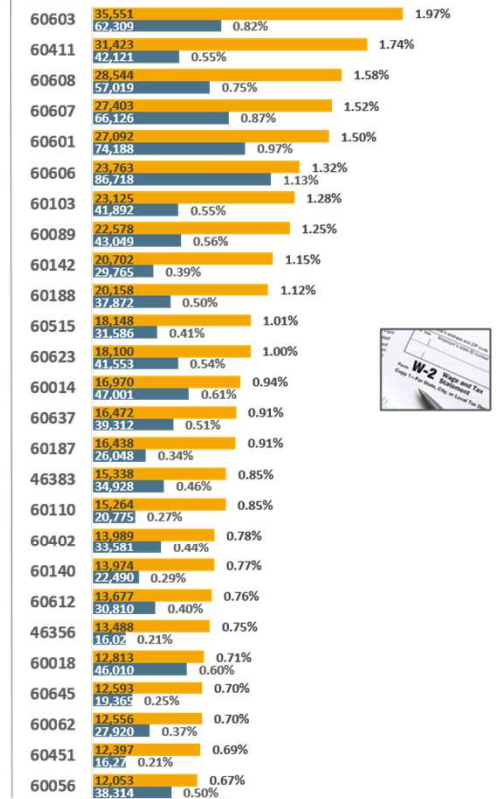
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



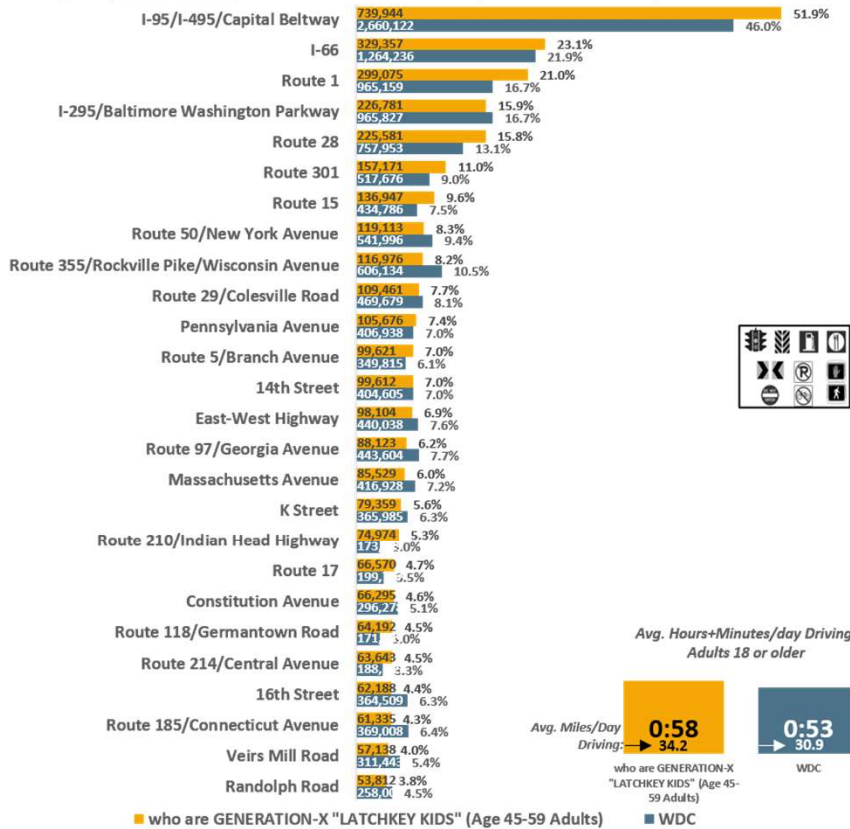
Top-26 Employment Zip Codes: Adults 18 or older





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

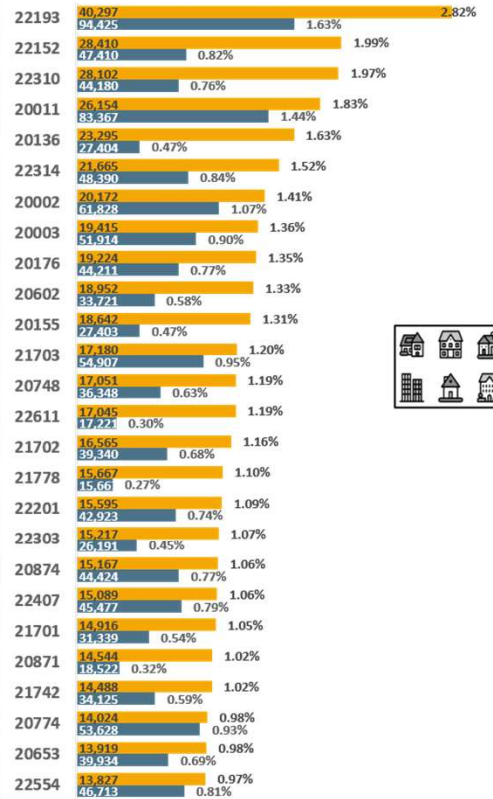
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



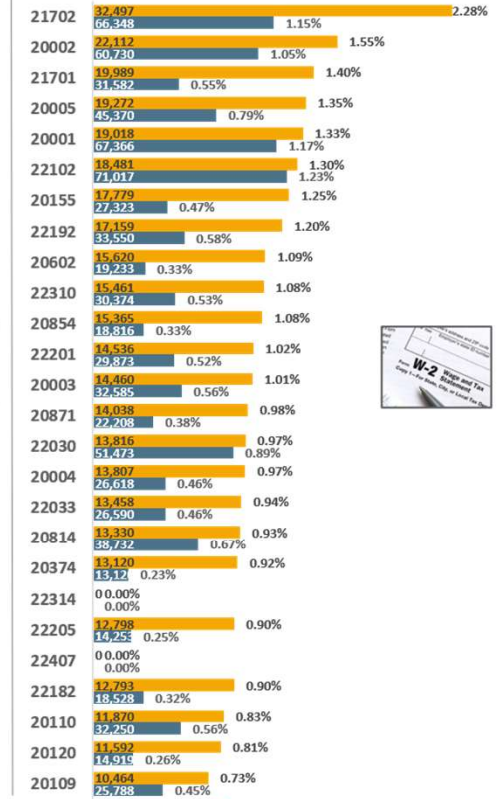
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

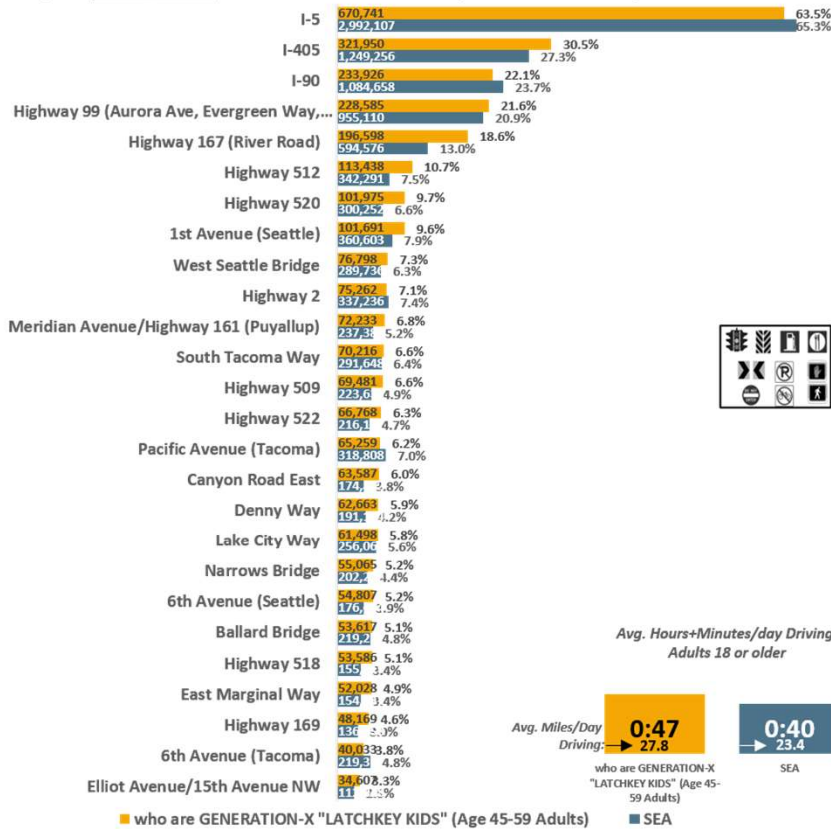


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924,833 or 87.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 47.8 minutes per day driving an average of 27.8 miles each day and are 57.8% more likely to use Canyon Road East than the Metro average.

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



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

Avg. Miles/Day
Driving:

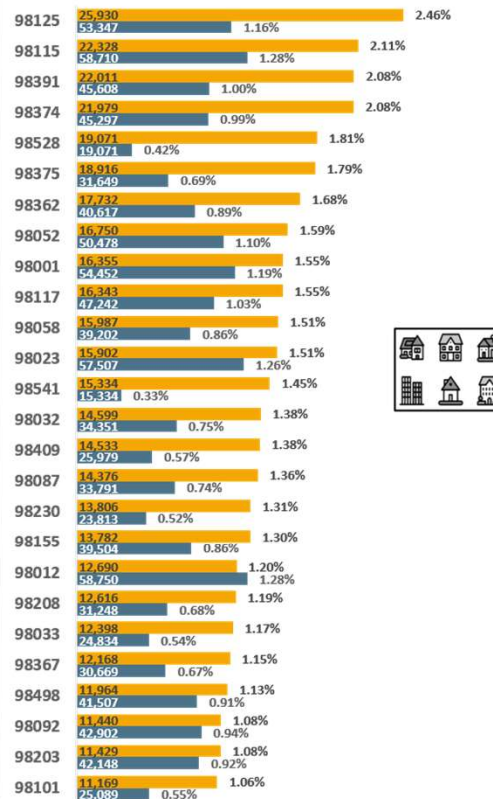
0:47
27.8

0:40
23.4

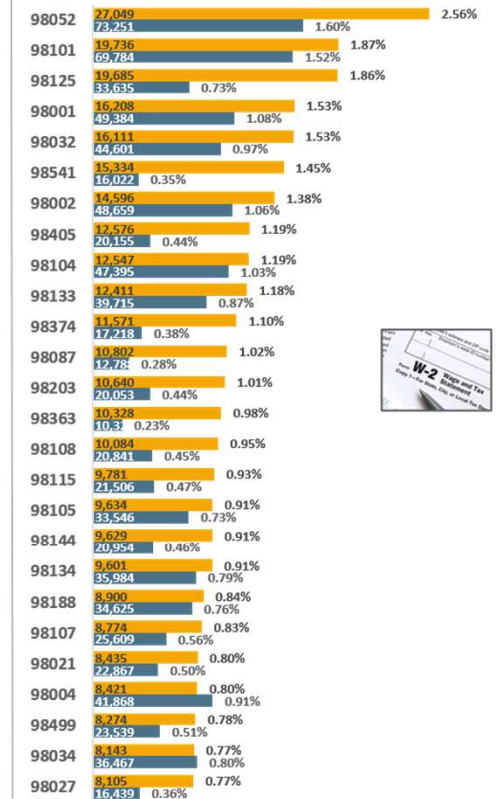
who are GENERATION-X
"LATCHKEY KIDS" (Age 45-
59 Adults)

SEA

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

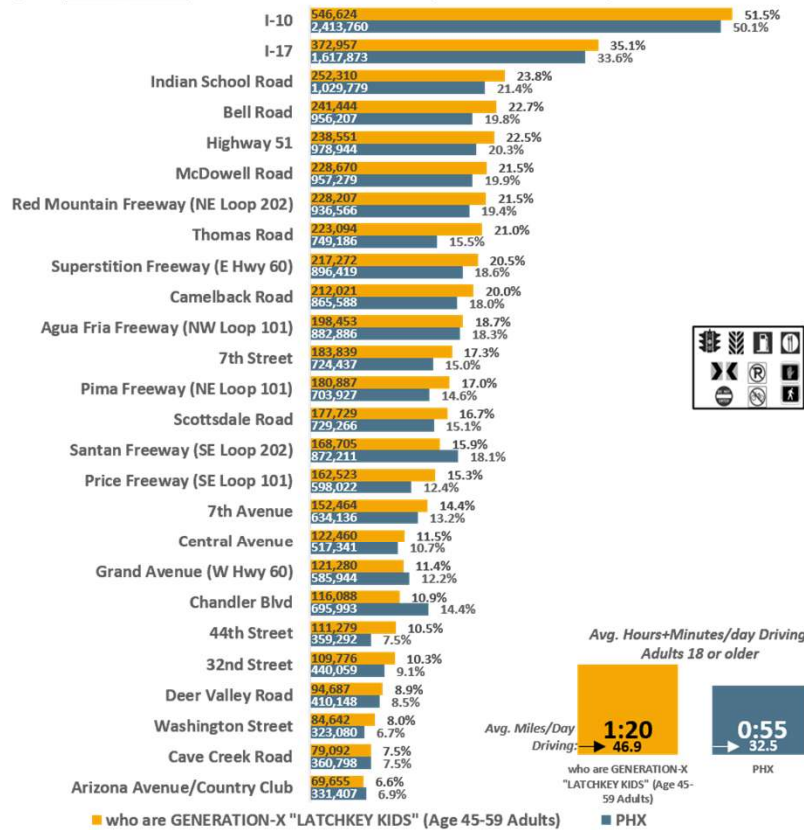


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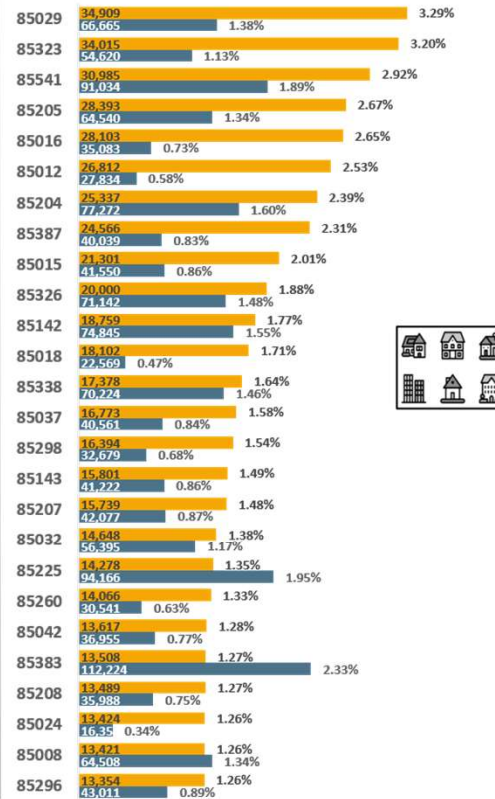
957,664 or 90.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 80.7 minutes per day driving an average of 46.9 miles each day and are 35.2% more likely to use Thomas Road than the Metro average.

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

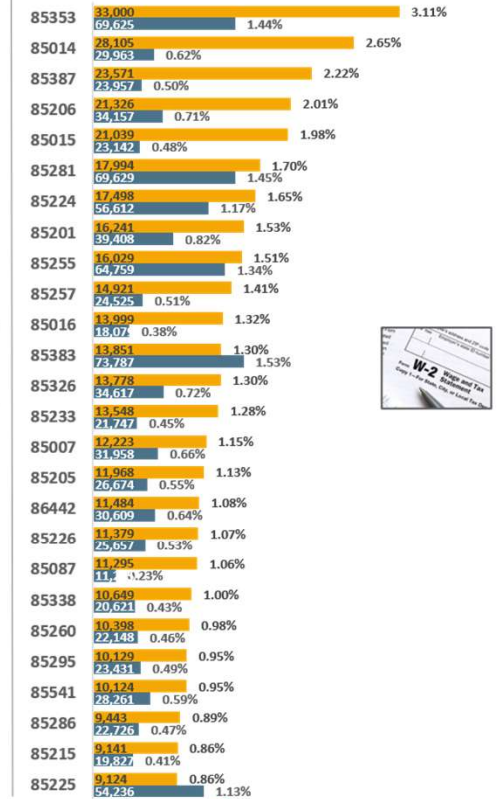


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 603
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Top-26 Residential Zip Codes: Adults 18 or older



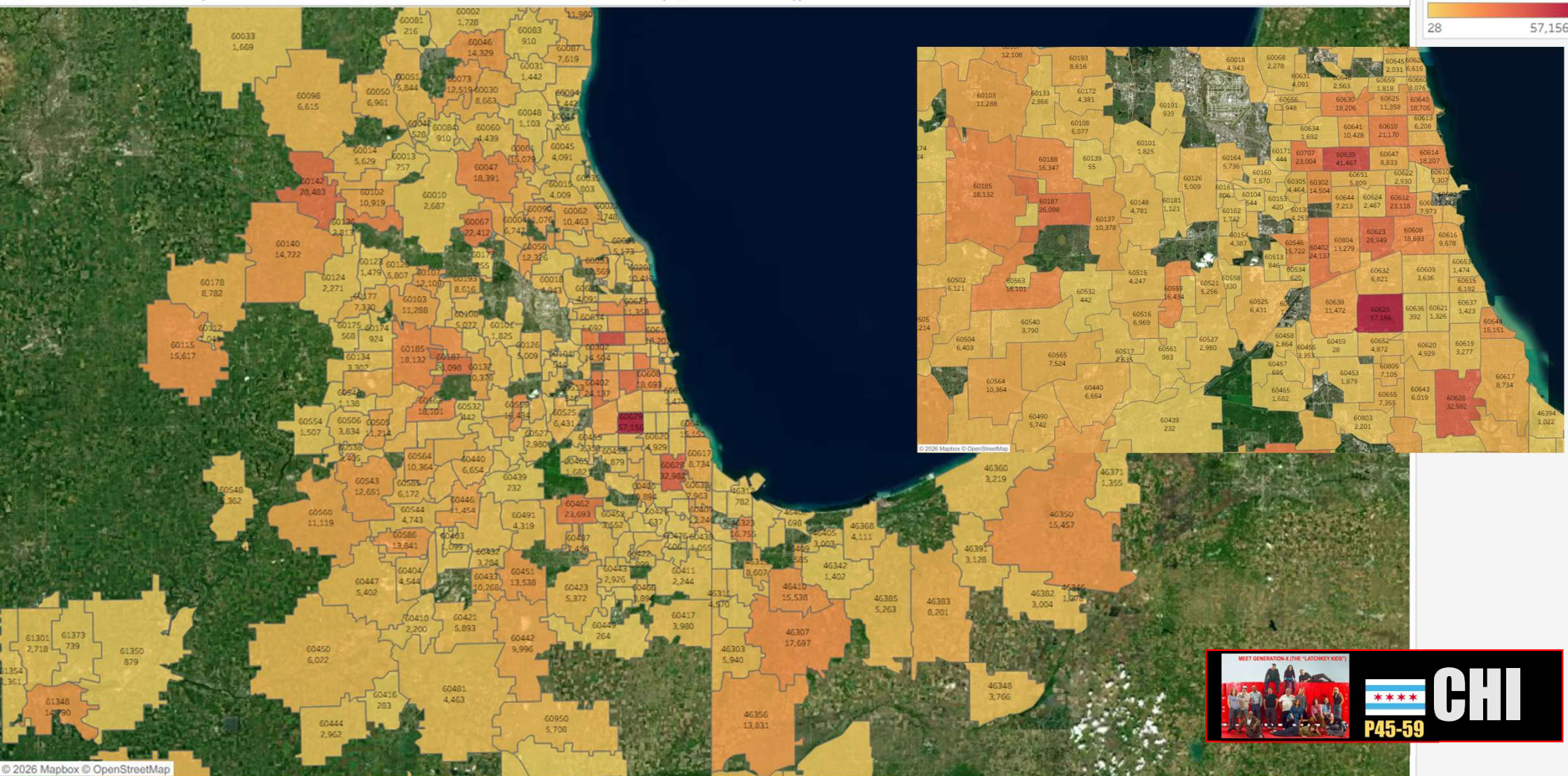
Top-26 Employment Zip Codes: Adults 18 or older



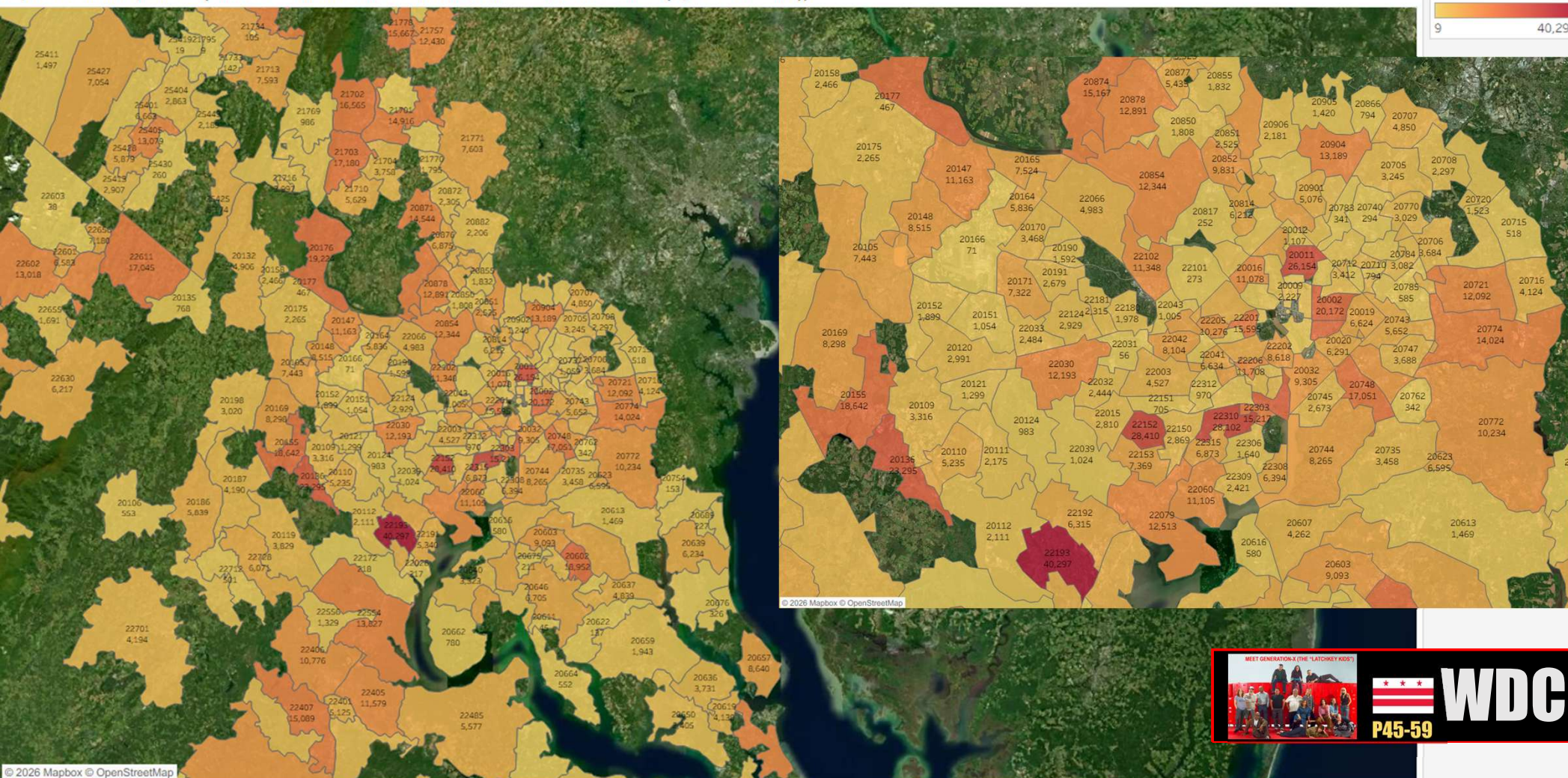
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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



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

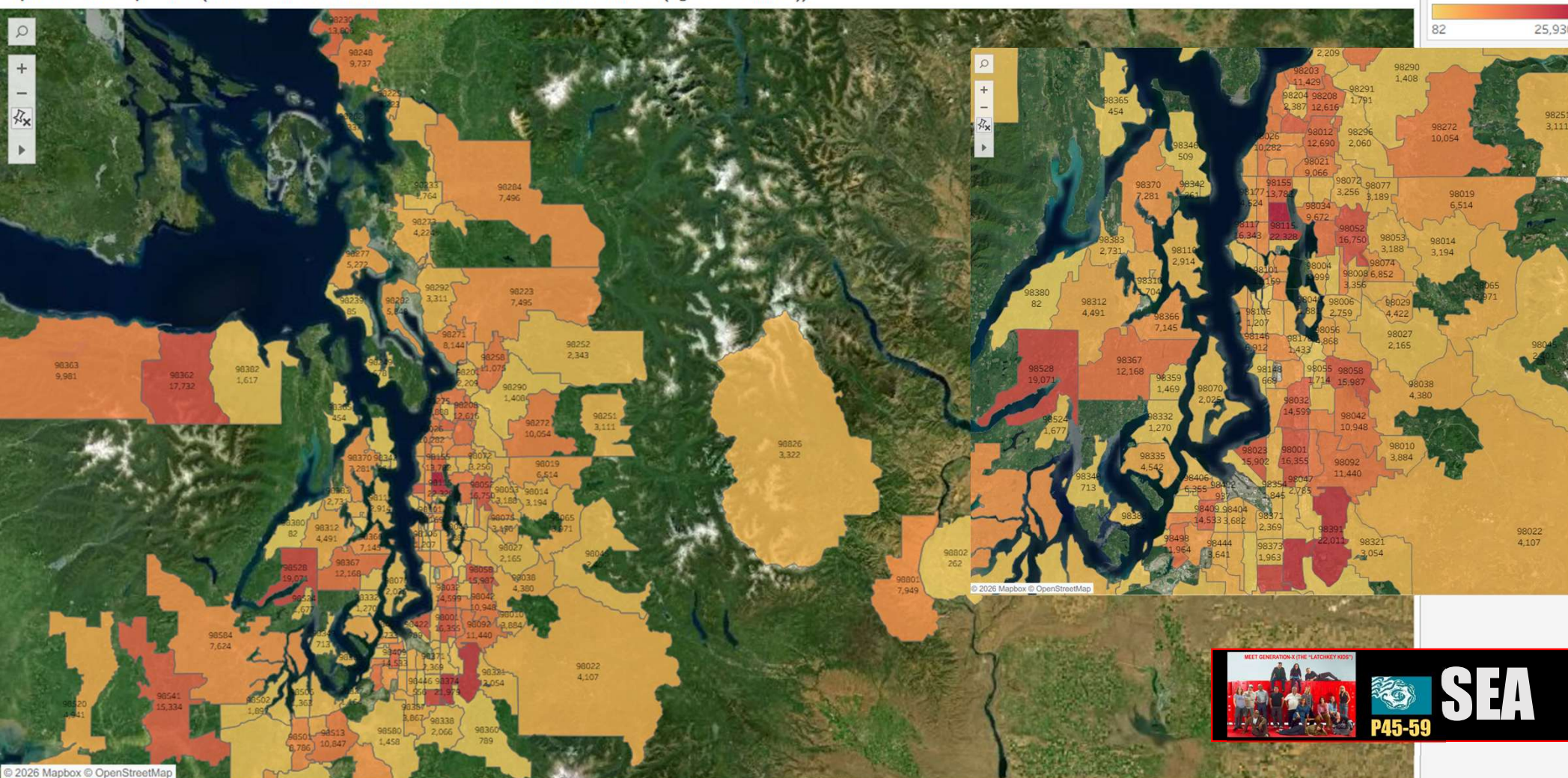


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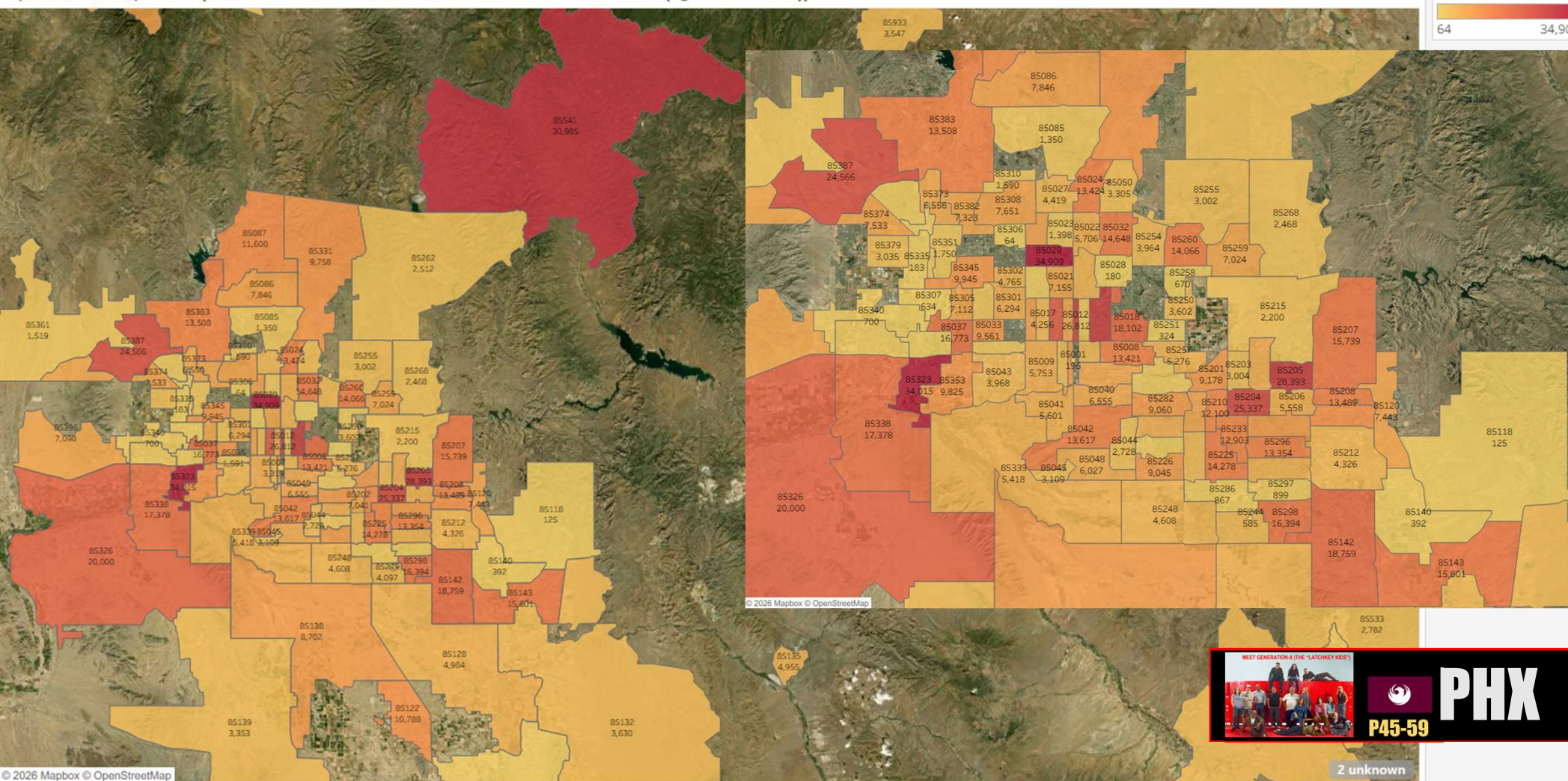


Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))



SUM(Adults 18 or older...)

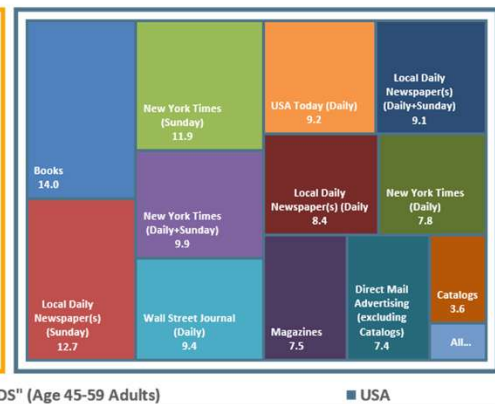
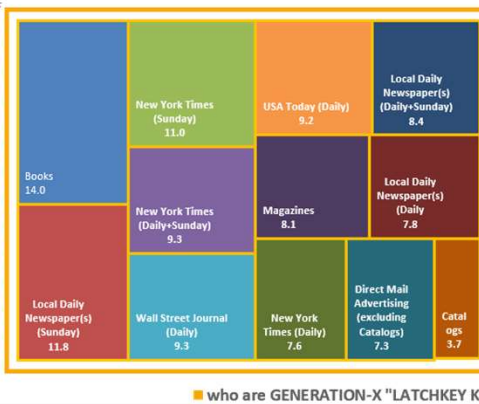
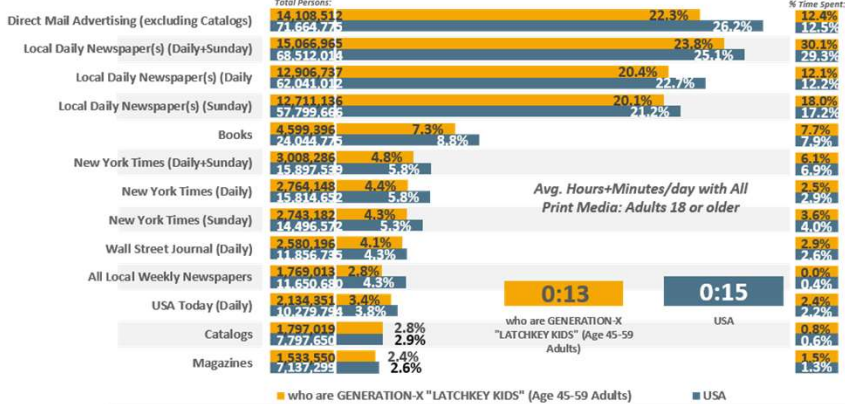
64 34,909



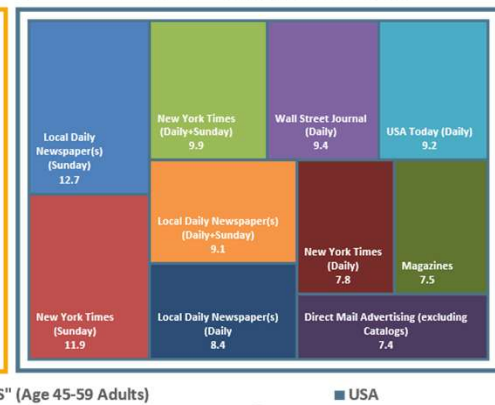
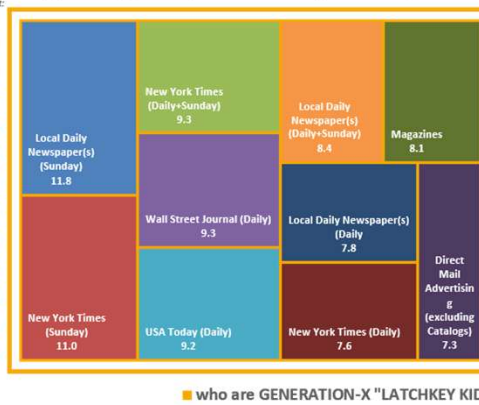
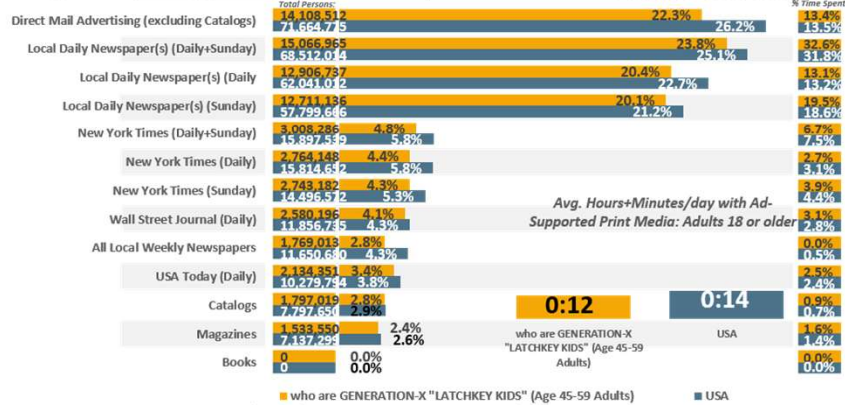


15,066,965 or 23.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.6% of all time spent daily with All forms of Print Media

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



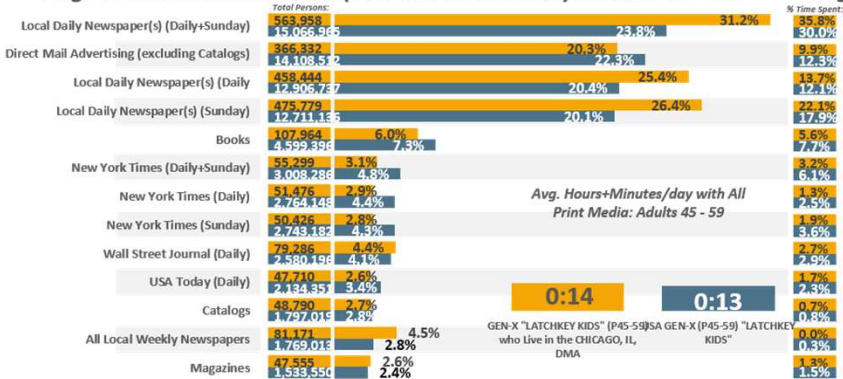
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





563,958 or 31.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 38.% of all time spent daily with All forms of Print Medi

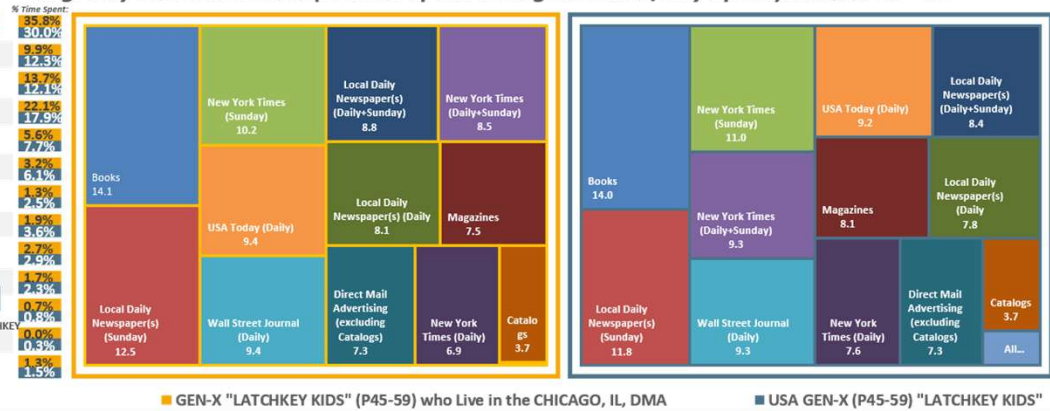
Avg. Week All Print Media (Persons & % Reach): Adults 45 - 59



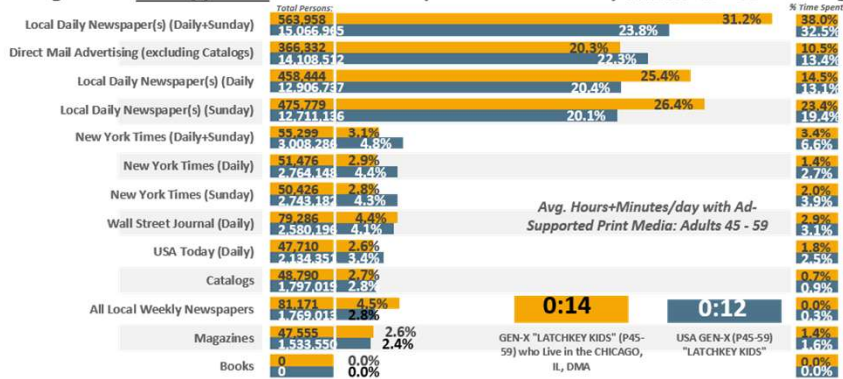
Avg. Hours+Minutes/day with All Print Media: Adults 45 - 59

0:14 0:13

Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



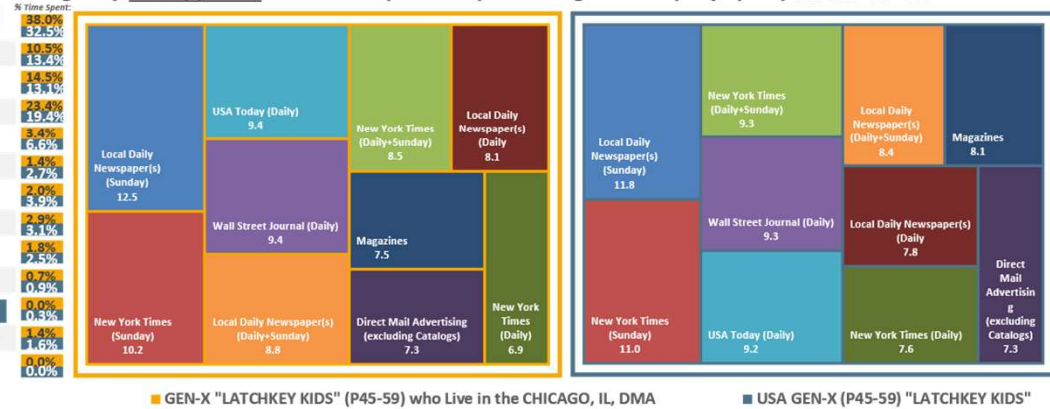
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 45 - 59

0:14 0:12

Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

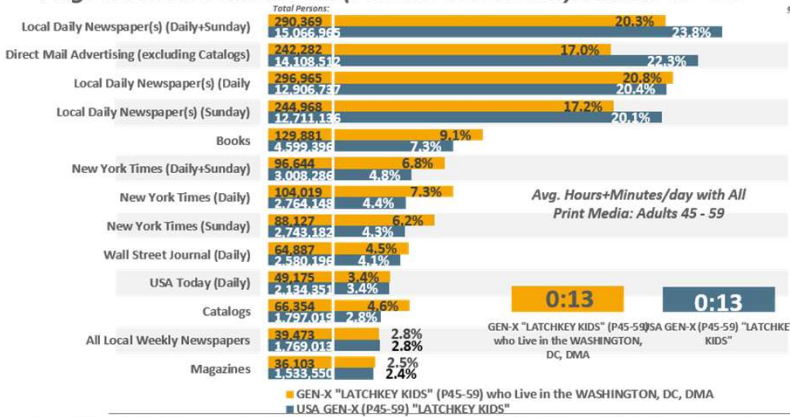
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

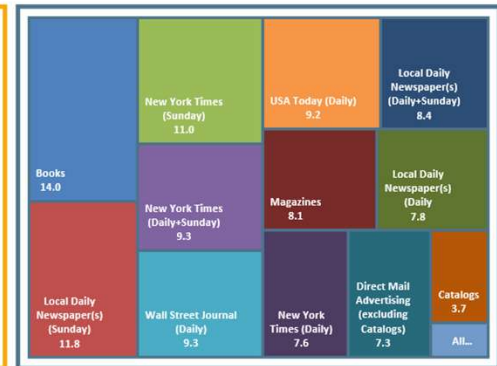
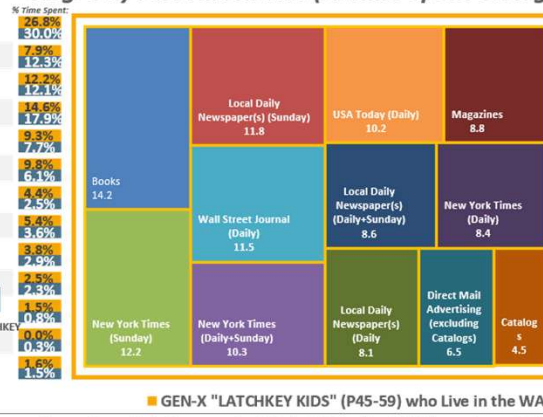


290,369 or 20.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.6% of all time spent daily with All forms of Print

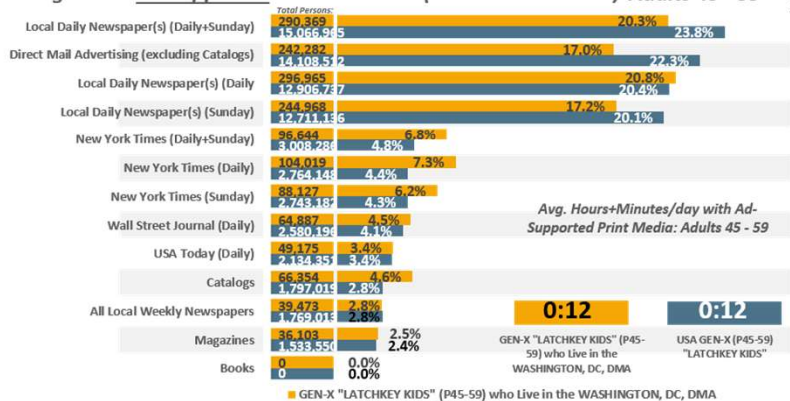
Avg. Week All Print Media (Persons & % Reach): Adults 45 - 59



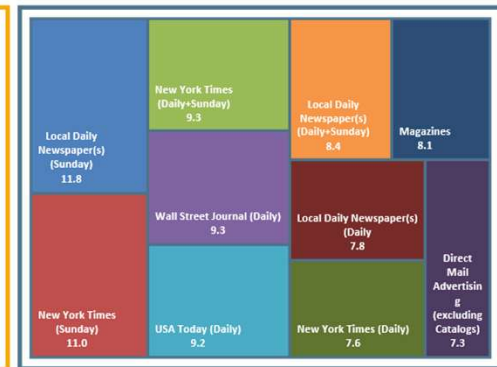
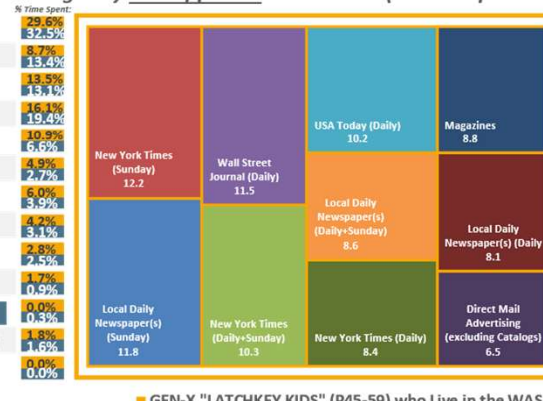
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

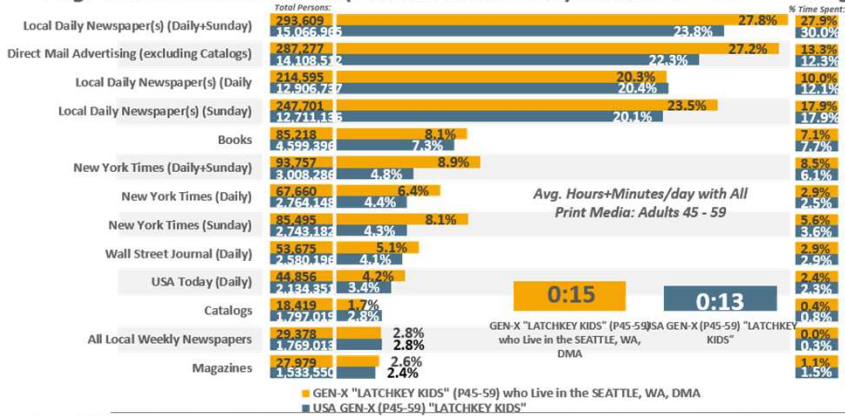
soefa.ai Share of Everything for Anything

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

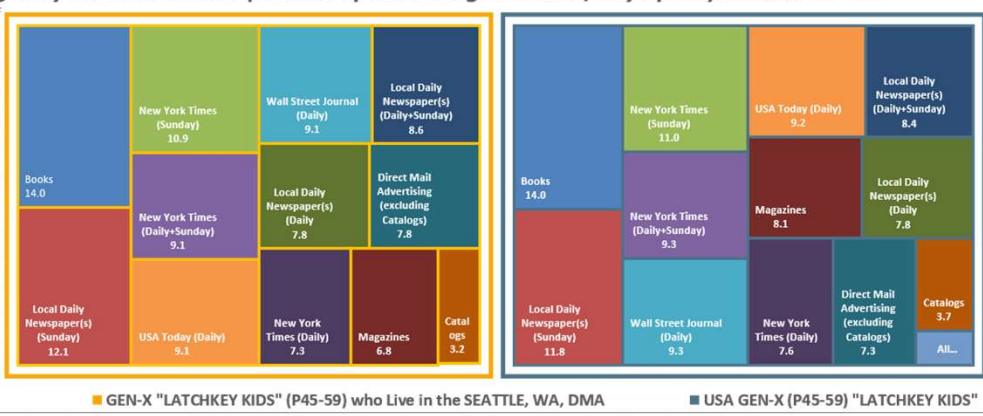


293,609 or 27.8% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the SEATTLE, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 30.% of all time spent daily with All forms of Print Medi

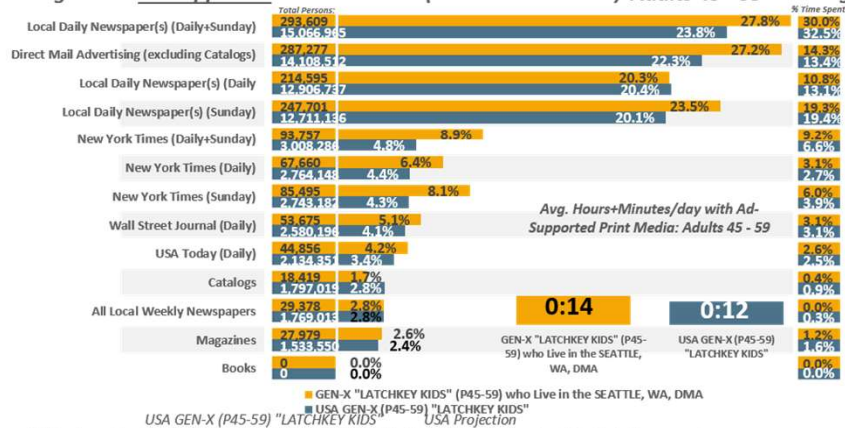
Avg. Week All Print Media (Persons & % Reach): Adults 45 - 59



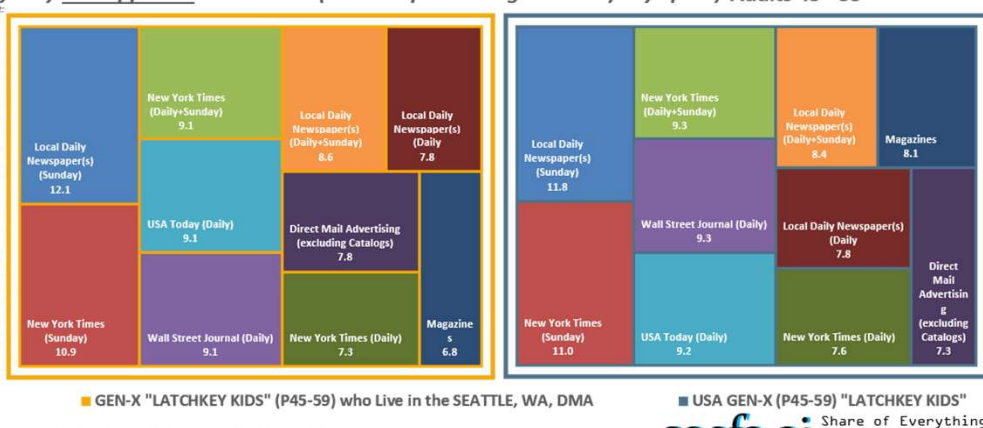
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

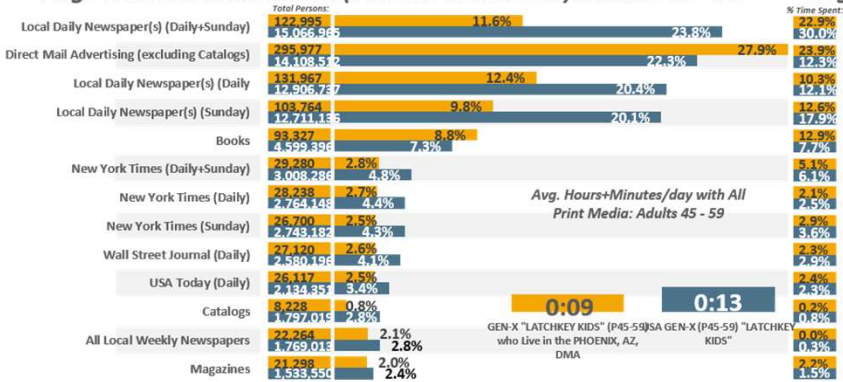
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



295,977 or 27.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the PHOENIX, AZ, DMA read Direct Mail Advertising (excluding Catalogs) for an average of 8. minutes every day representing 27.5% of all time spent daily with All forms of Print

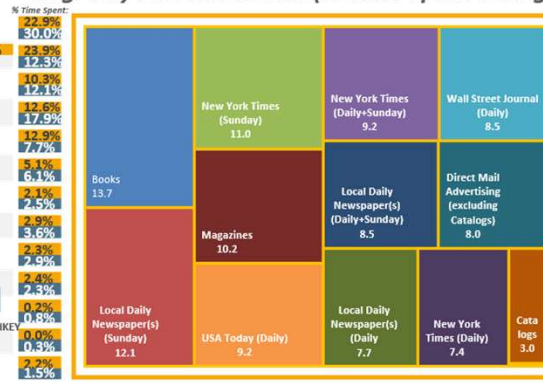
Avg. Week All Print Media (Persons & % Reach): Adults 45 - 59



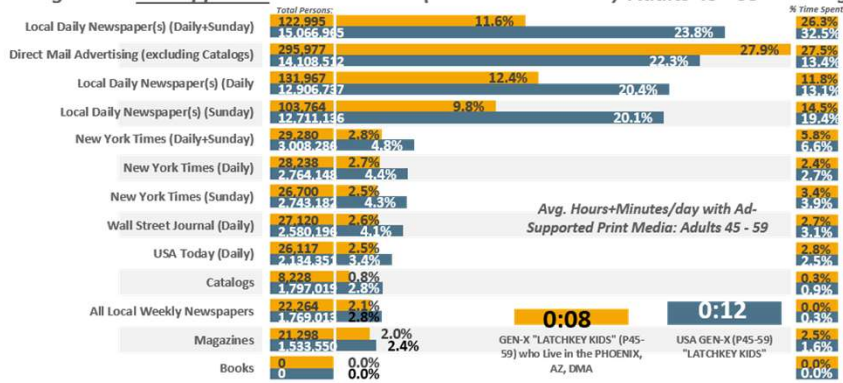
Avg. Hours+Minutes/day with All Print Media: Adults 45 - 59

0:09 0:13

Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 45 - 59

0:08 0:12

Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

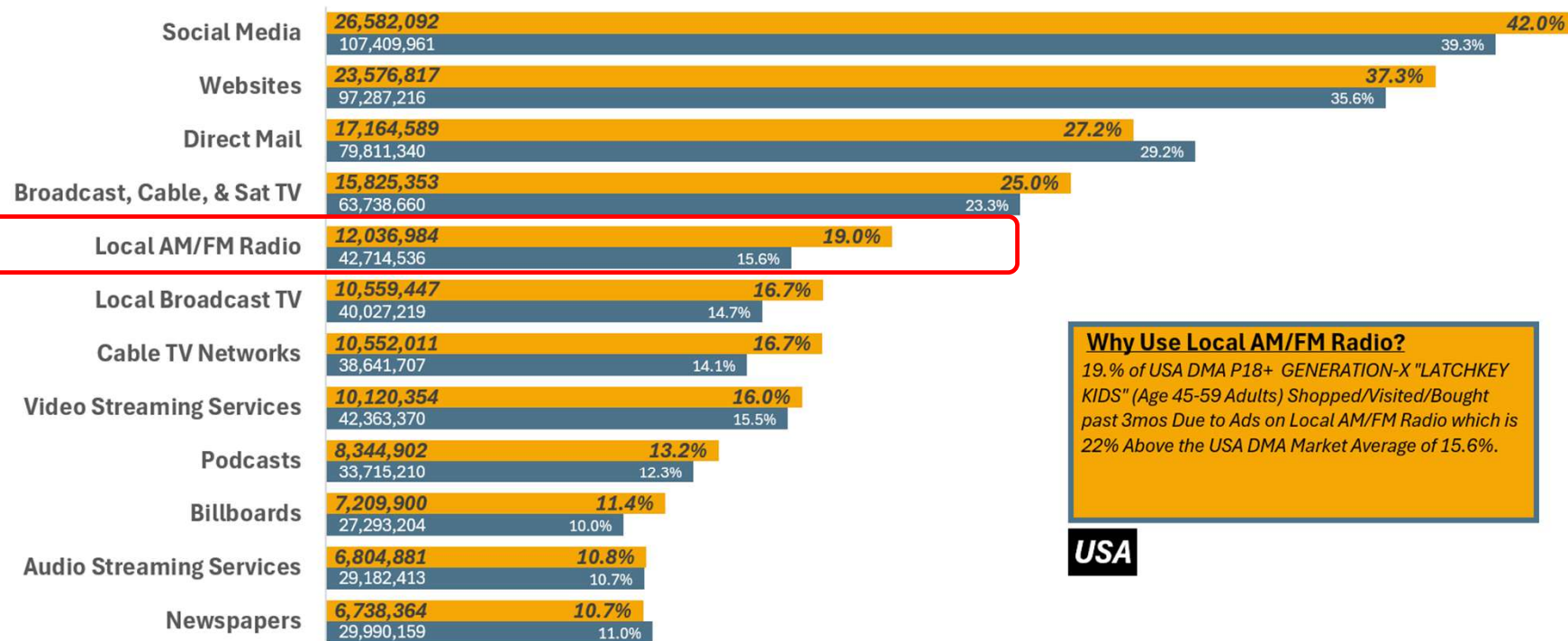
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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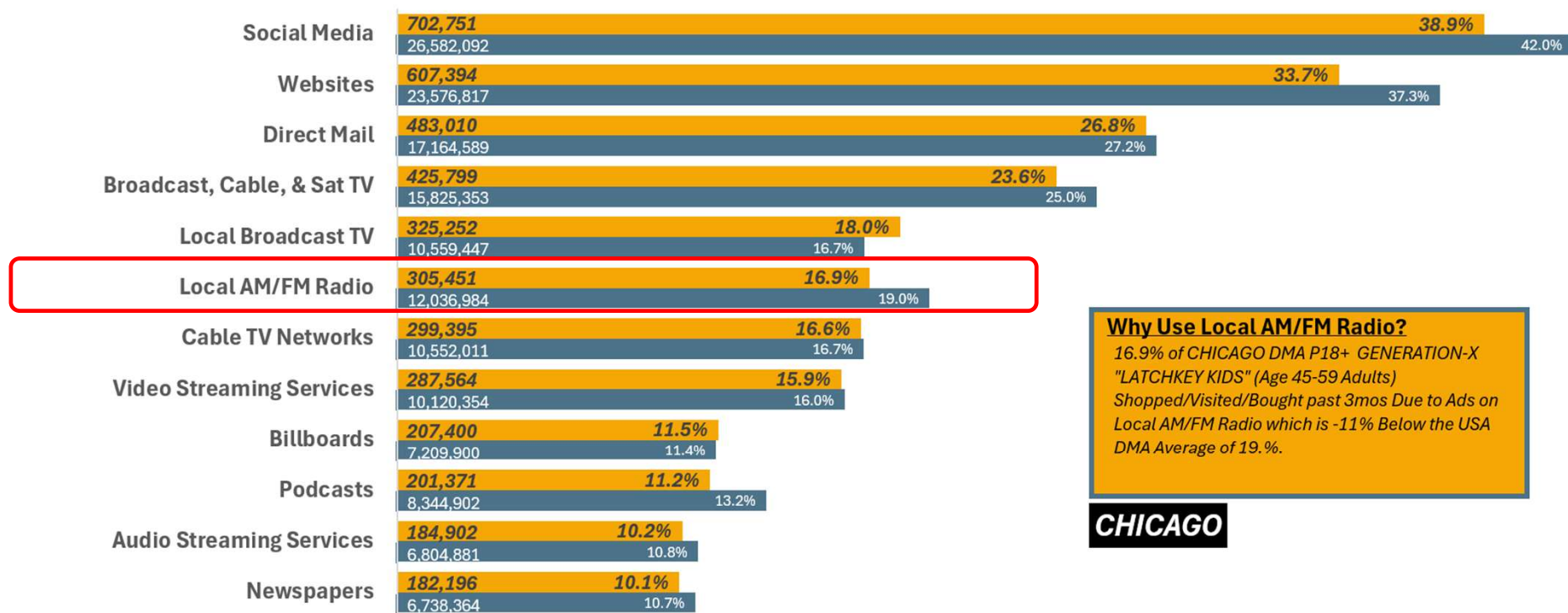
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

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



Why Use Local AM/FM Radio?
 16.9% of CHICAGO DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -11% Below the USA DMA Average of 19.0%.

CHICAGO

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

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

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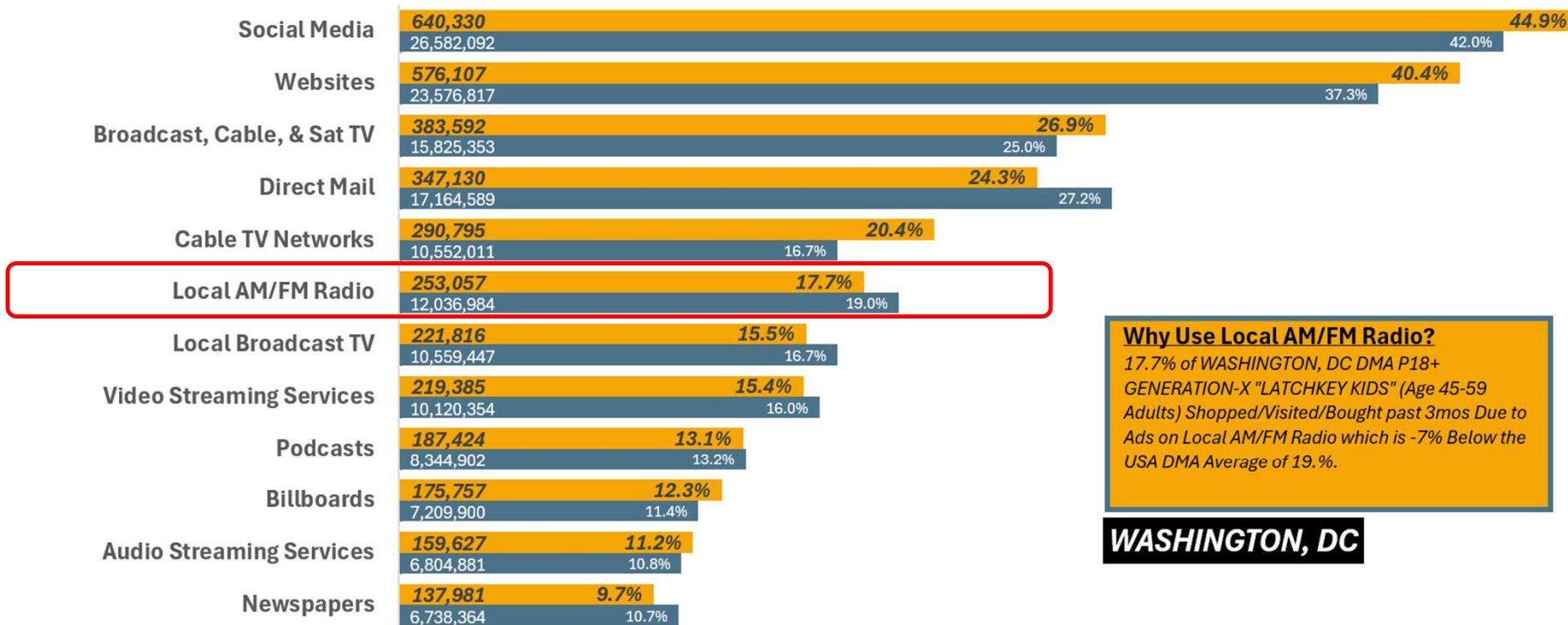
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.7% of WASHINGTON, DC DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the USA DMA Average of 19. %.

WASHINGTON, DC

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

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

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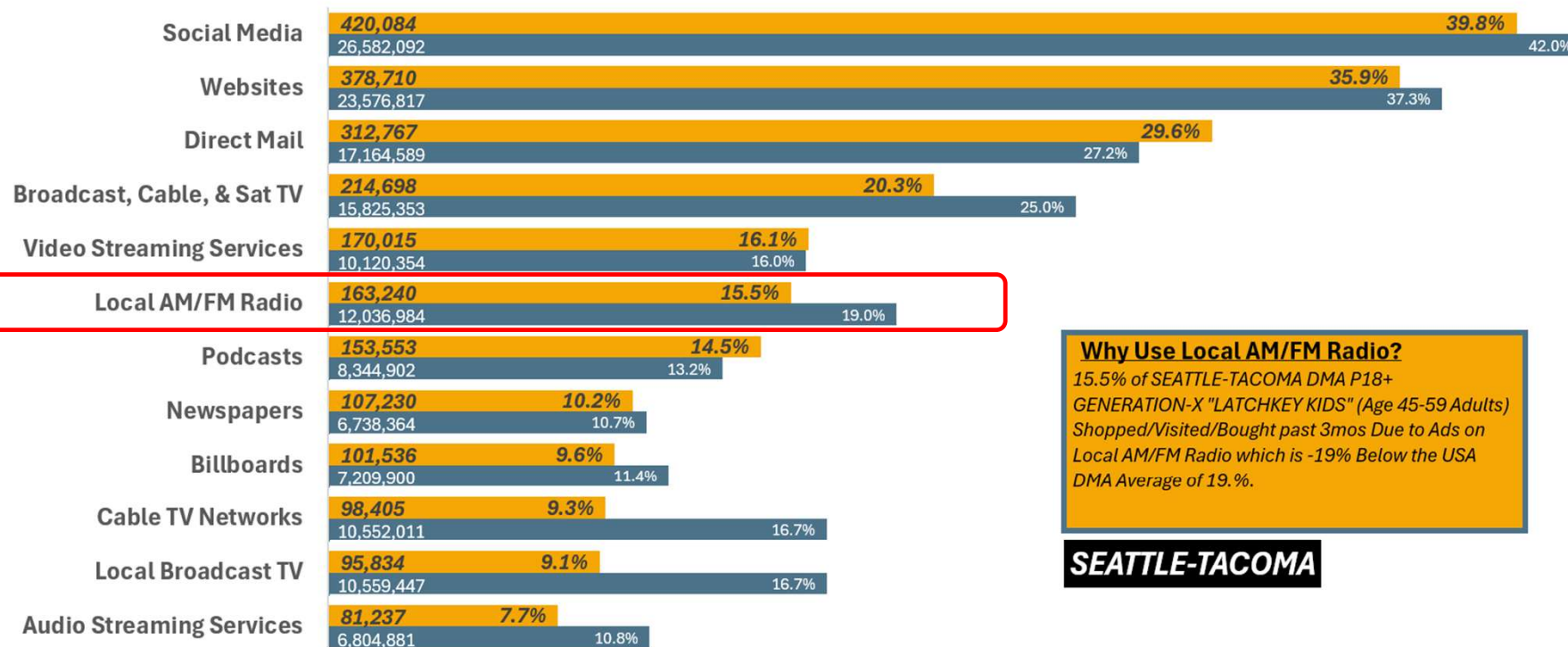
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.5% of SEATTLE-TACOMA DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -19% Below the USA DMA Average of 19.0%.

SEATTLE-TACOMA

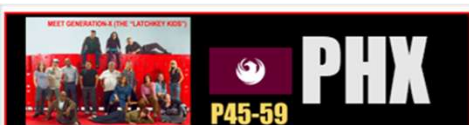
■ P18+ SEATTLE-TACOMA DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 977
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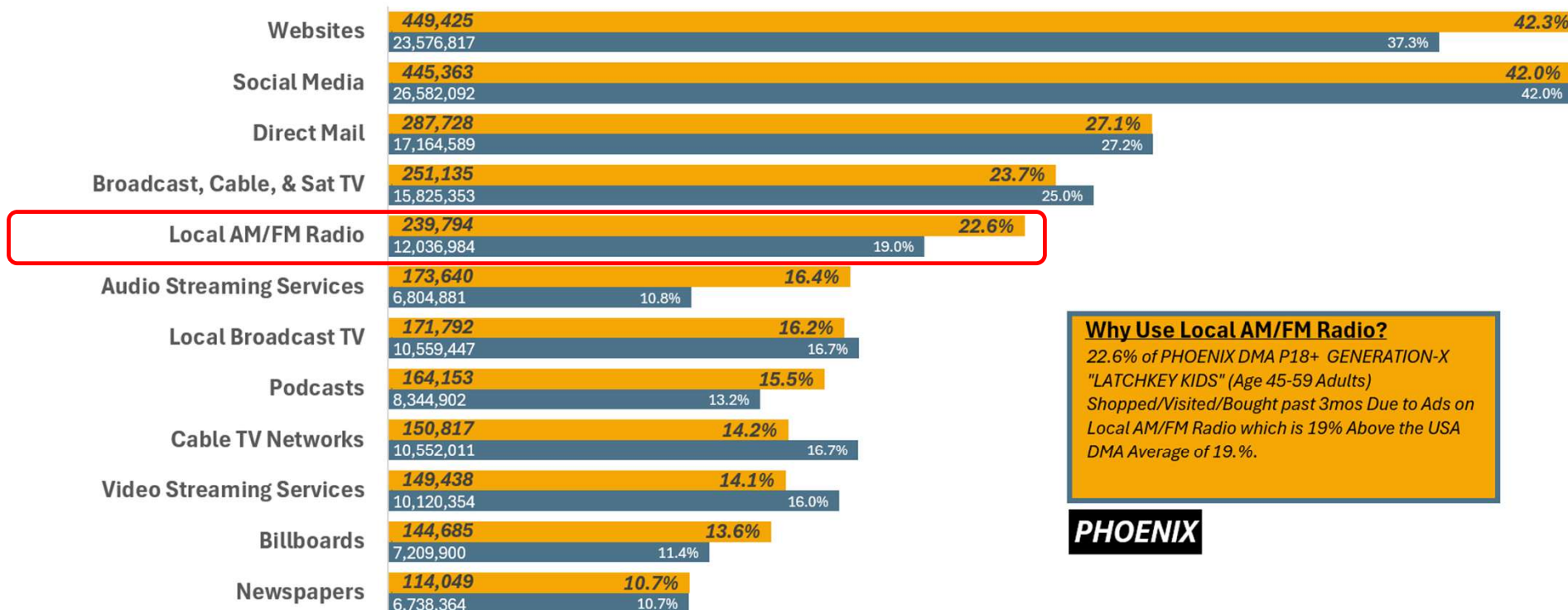
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for Anything °

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

22.6% of PHOENIX DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 19% Above the USA DMA Average of 19.0%.

PHOENIX

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

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

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