

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

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18-29** who are Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE vs. ALL GEN-Z (P18-29) as of **March 31, 2026**.



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



P18-29

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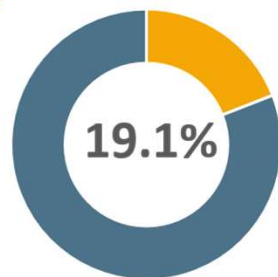
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



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



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



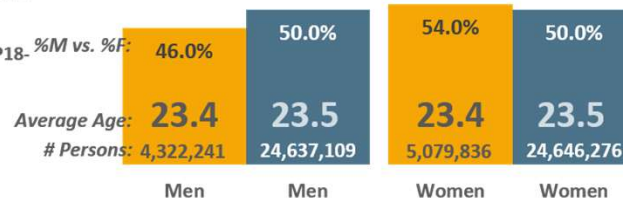
- who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE
- Remainder of USA GEN-Z(P18-29) DMAs

Total Persons:

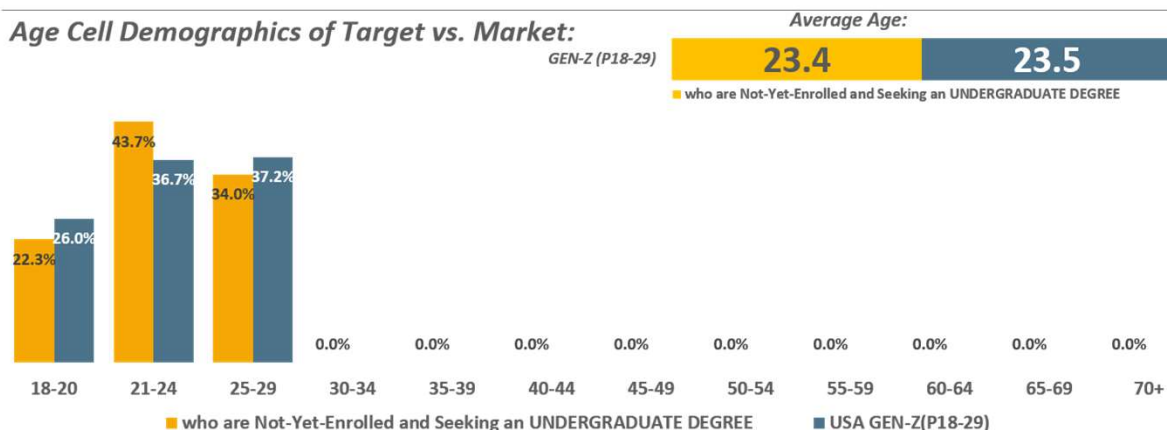
9,402,077 39,881,308



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



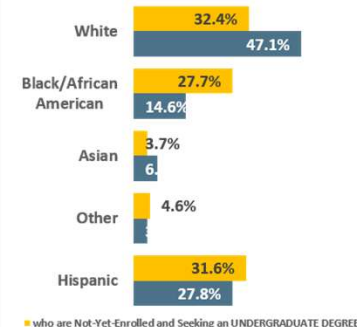
Age Cell Demographics of Target vs. Market:



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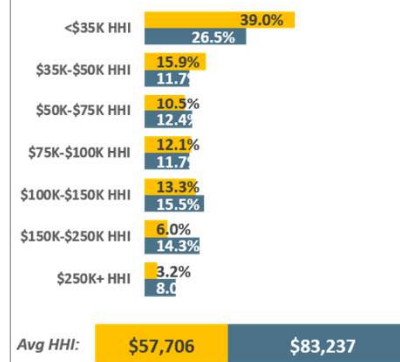
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

Ethnicity of Target vs. Market:



USA GEN-Z(P18-29)

HHI of Target vs. Market:



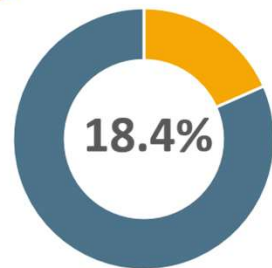
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



18.4% or 261,104 of CHI DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 23.7 years old (.5% older than average) and have a \$62,191 (40.5% lower than average) annual household income.



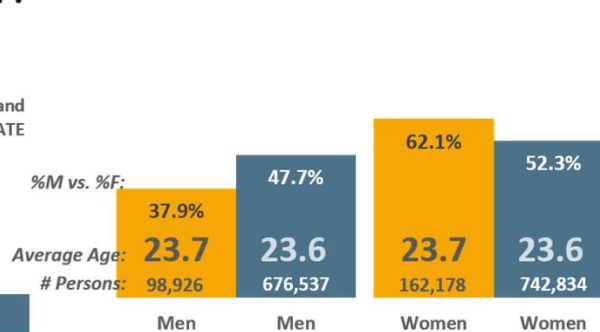
Percent of Market: GEN-Z (P18-29)



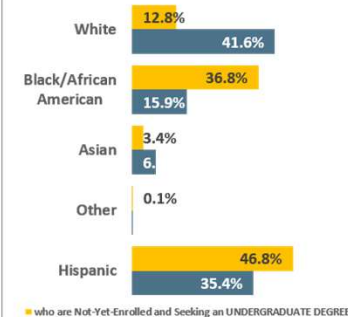
Total Persons:



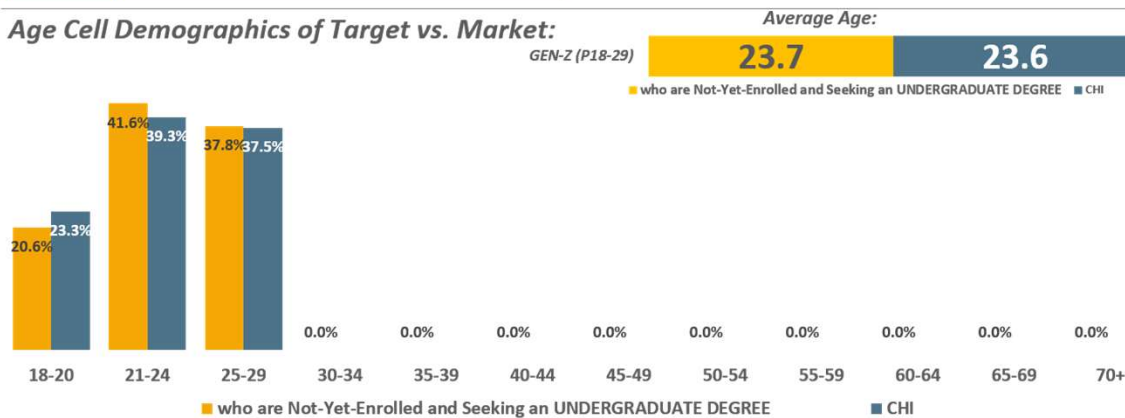
Gender of Target vs. Market: GEN-Z (P18-29)



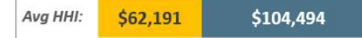
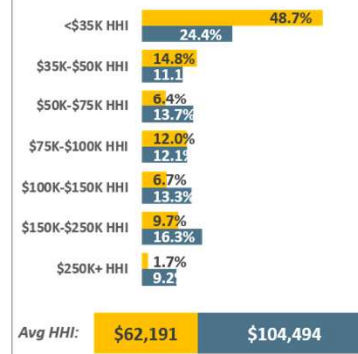
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96
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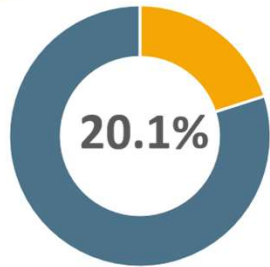
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20.1% or 215,873 of WDC DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 23.5 years old (1% older than average) and have a \$74,281 (33.% lower than average) annual household income.



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



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

Total Persons:

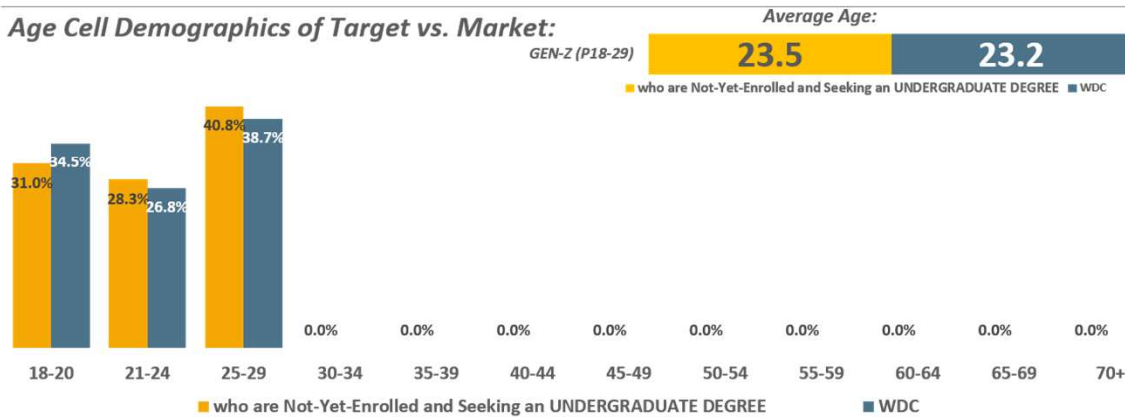
215,873 859,830



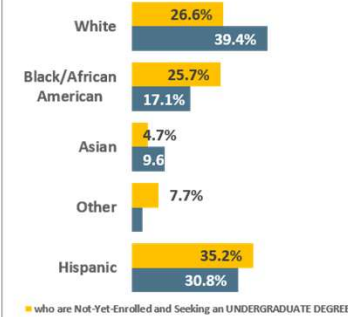
Gender of Target vs. Market: GEN-Z (P18-29)

	Men	Men	Women	Women
%M vs. %F:	53.7%	48.7%	46.3%	51.3%
Average Age:	23.5	23.2	23.5	23.2
# Persons:	115,965	523,882	99,908	551,821

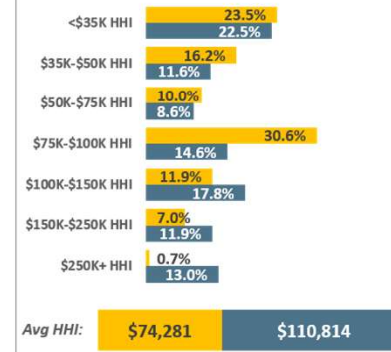
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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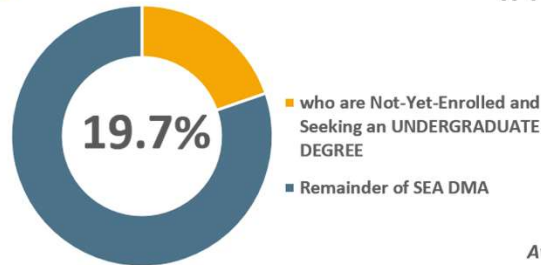
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19.7% or 156,329 of SEA DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 22.1 years old (6.8% younger than average) and have a \$83,926 (21.2% lower than average) annual household income.



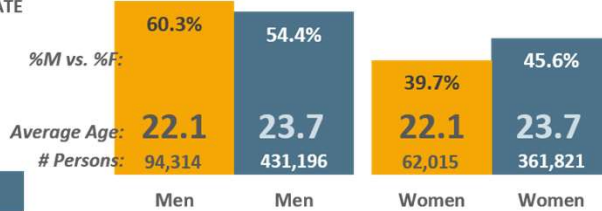
Percent of Market: GEN-Z (P18-29)



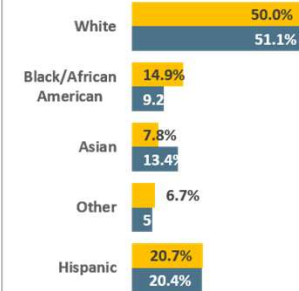
Total Persons:



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

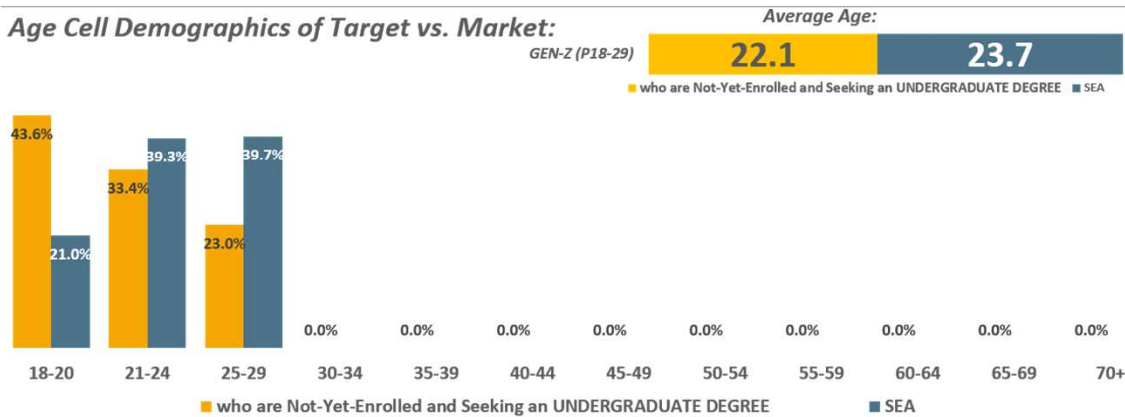


Ethnicity of Target vs. Market:



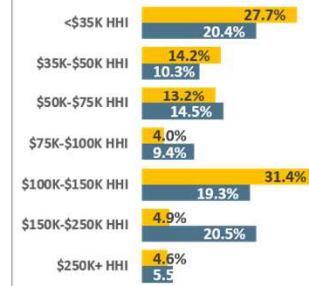
who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

Age Cell Demographics of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65
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HHI of Target vs. Market:



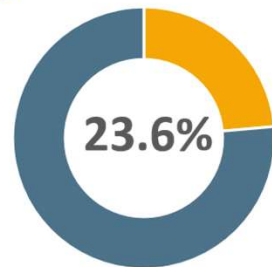
Avg HHI: \$83,926 \$106,541



23.6% or 217,198 of PHX DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 23.4 years old (.8% younger than average) and have a \$74,035 (14.6% lower than average) annual household income.



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



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

Total Persons:

217,198 703,490

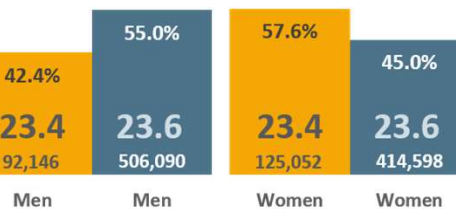


Gender of Target vs. Market: GEN-Z (P18-29)

%M vs. %F:

Average Age:

Persons:



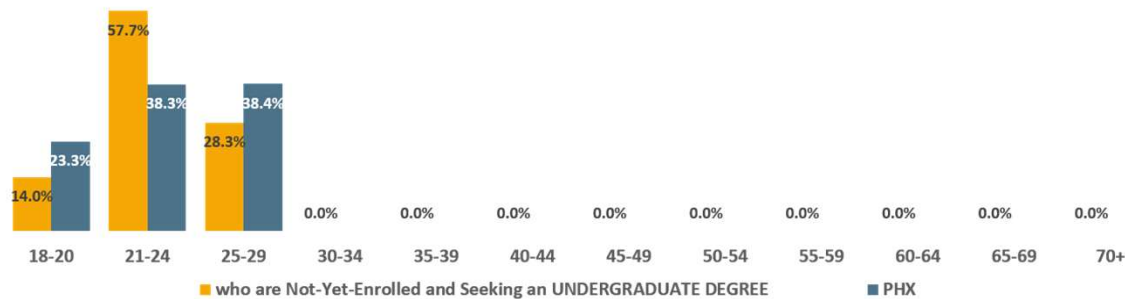
Age Cell Demographics of Target vs. Market:

Average Age:

GEN-Z (P18-29)

23.4 23.6

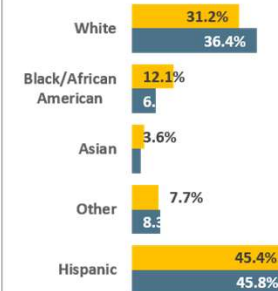
■ who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE ■ PHX



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79

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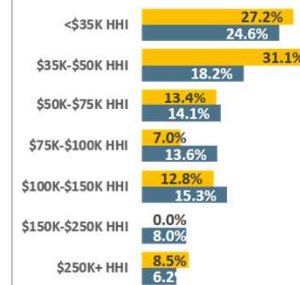
Ethnicity of Target vs. Market:



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



HHI of Target vs. Market:



Avg HHI: \$74,035 \$86,701

6

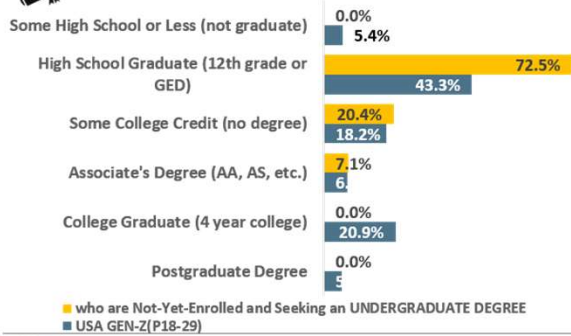
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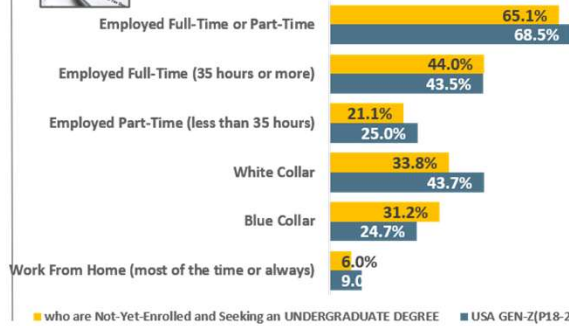
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 67.5% more likely to be a high school graduate, 1.1% more likely to work full-time, 41.6% less likely to be married, 43.3%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



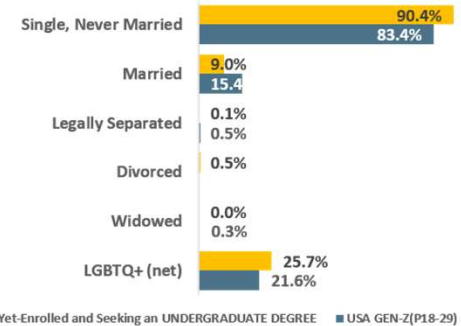
Education Levels: GEN-Z (P18-29)



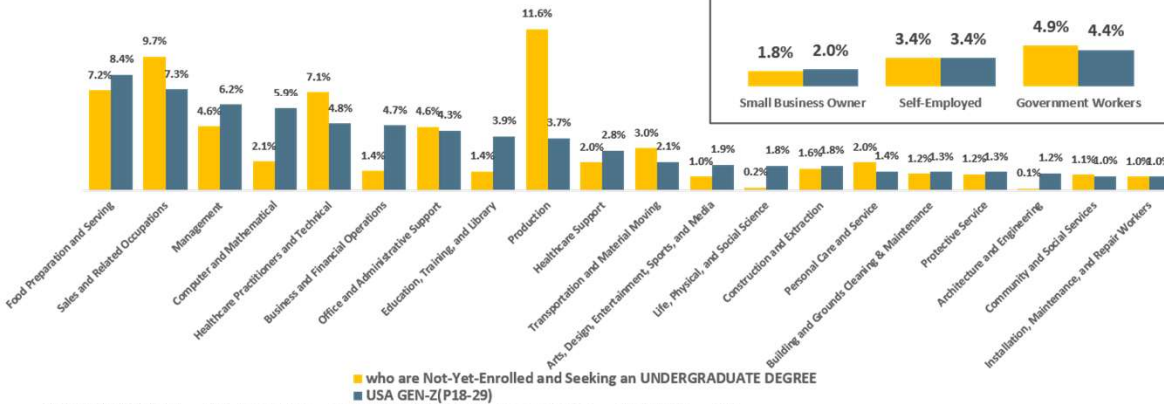
Employment: GEN-Z (P18-29)



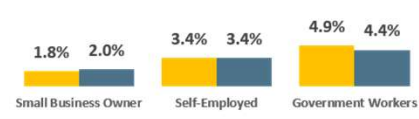
Marital Status: GEN-Z (P18-29)



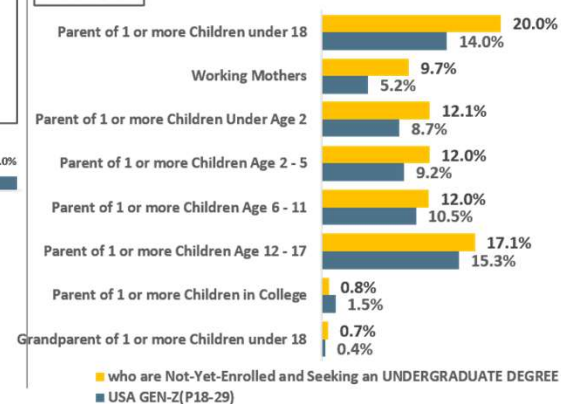
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



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



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

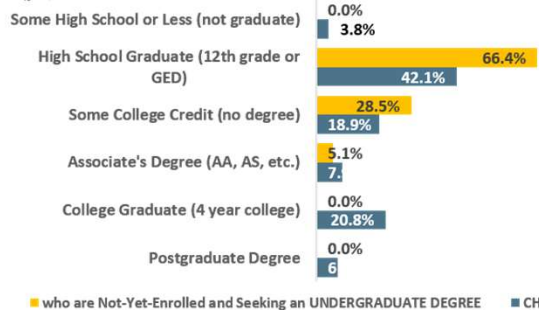
©

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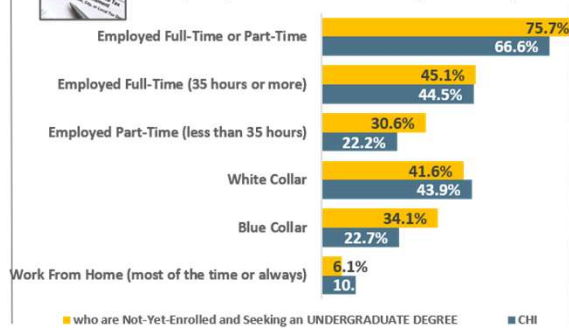


18.4% or 261,104 of CHI DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 57.7% more likely to be a high school graduate, 1.5% more likely to work full-time, 47.7% less likely to be married, 114.2% more likely to be a parent of 1 or more children un

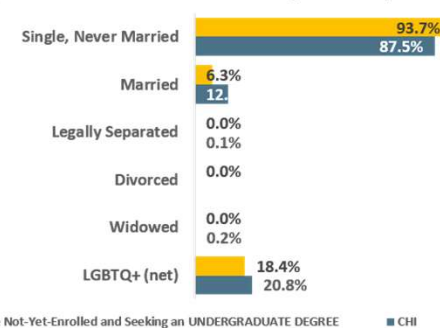
Education Levels: GEN-Z (P18-29)



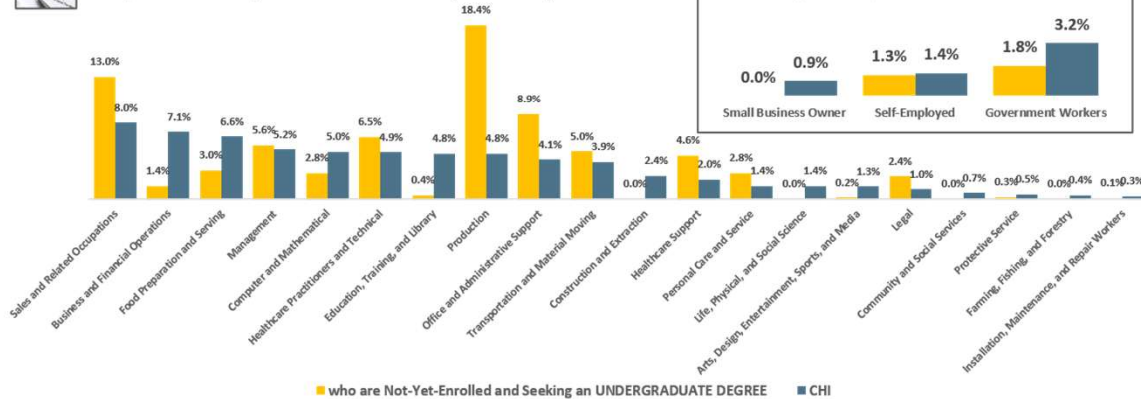
Employment: GEN-Z (P18-29)



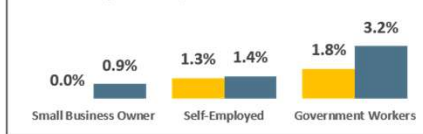
Marital Status: GEN-Z (P18-29)



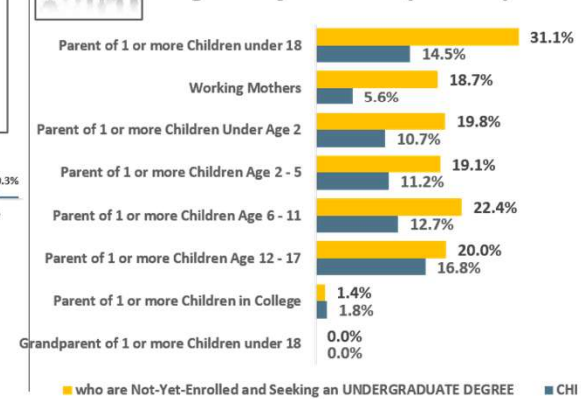
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



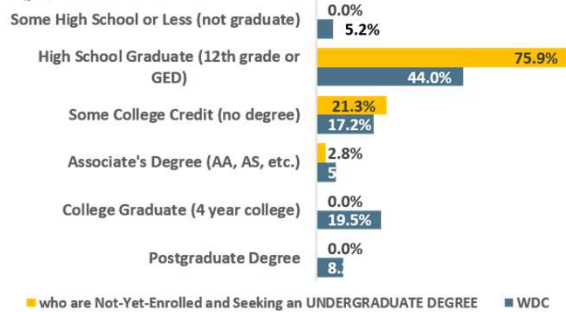
Stage in Life: GEN-Z (P18-29)



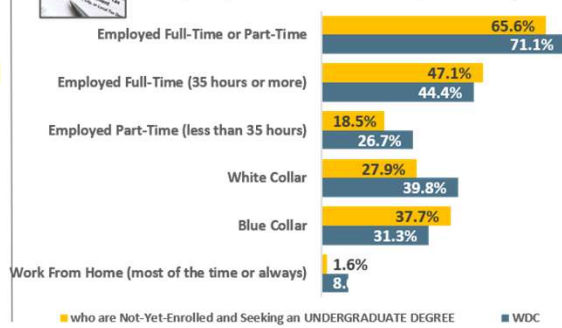


20.1% or 215,873 of WDC DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE... GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 72.5% more likely to be a high school graduate, 6.1% more likely to work full-time, 56.1% less likely to be married, 17.3% more likely to be a parent of 1 or more children und

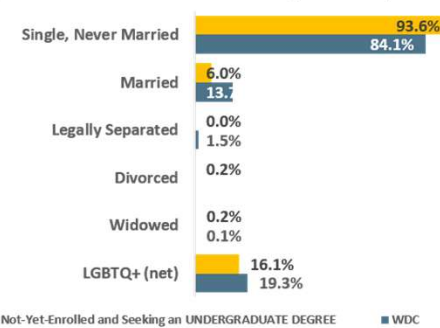
Education Levels: GEN-Z (P18-29)



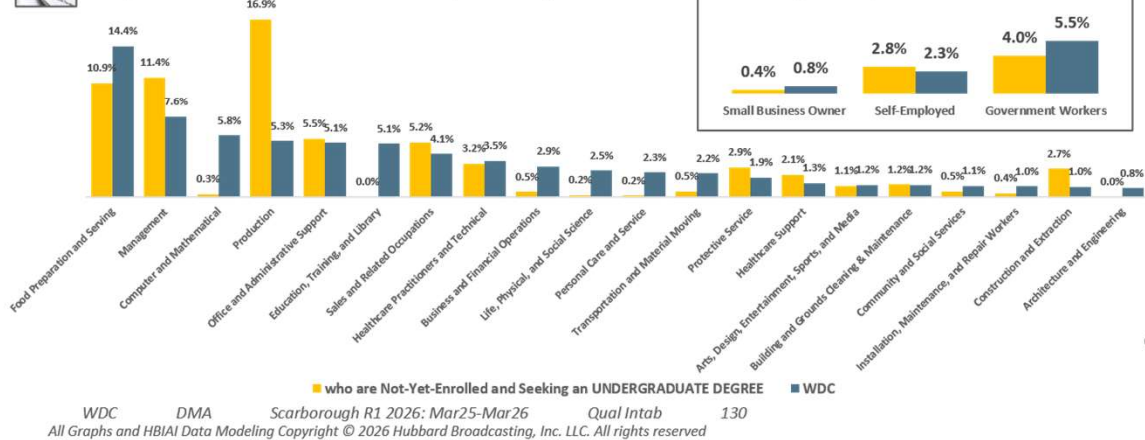
Employment: GEN-Z (P18-29)



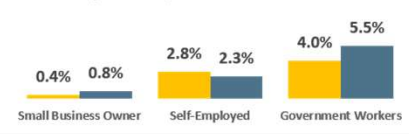
Marital Status: GEN-Z (P18-29)



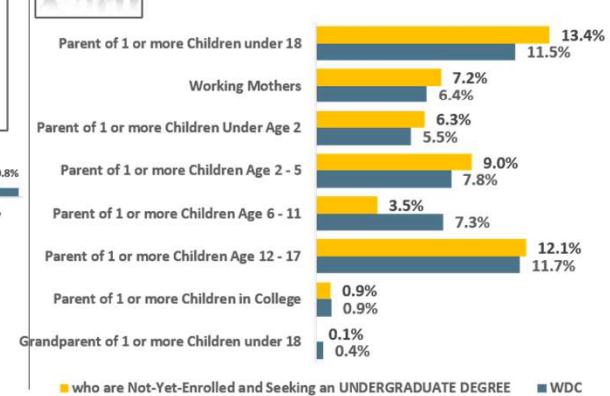
Top-20 Occupations: GEN-Z (P18-29)



Entrepreneurs/Government Workers



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

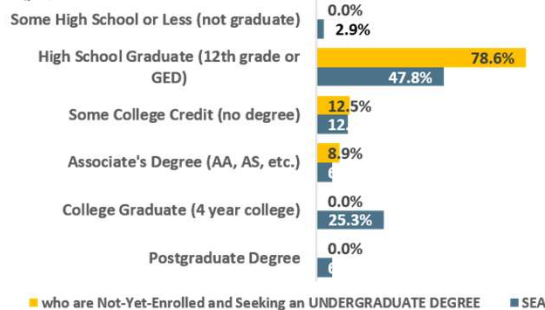


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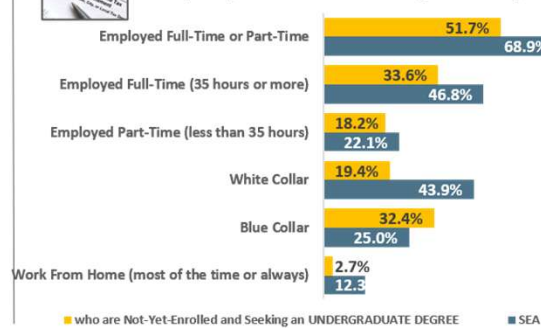


19.7% or 156,329 of SEA DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE... GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 64.4% more likely to be a high school graduate, 28.2% less likely to work full-time, 42.7% less likely to be married, 31.2% less likely to be a parent of 1 or more children un

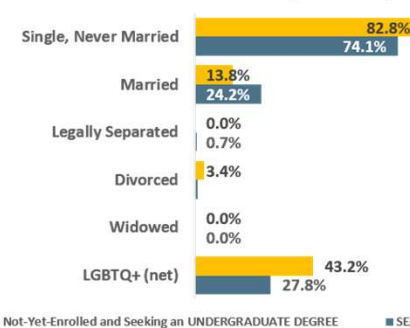
Education Levels: GEN-Z (P18-29)



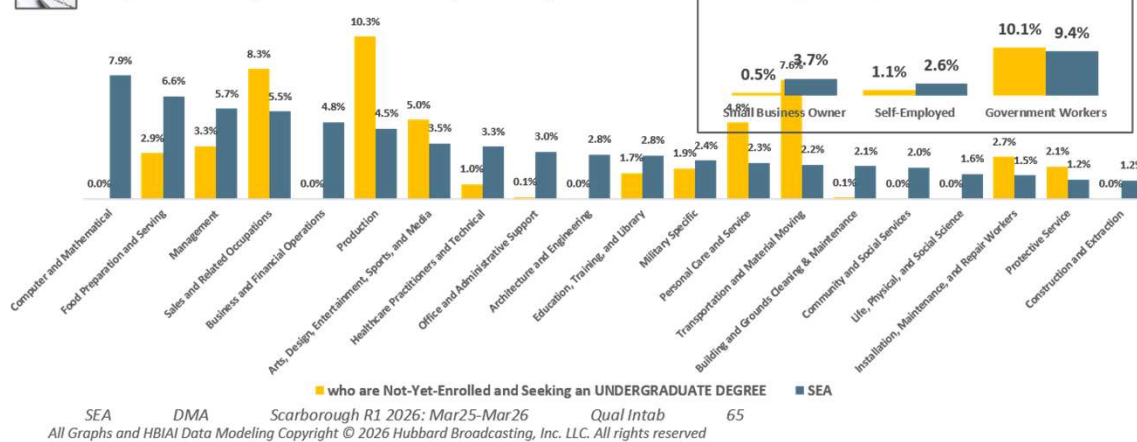
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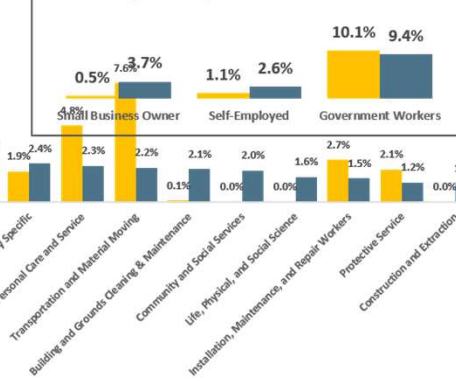
Marital Status: GEN-Z (P18-29)



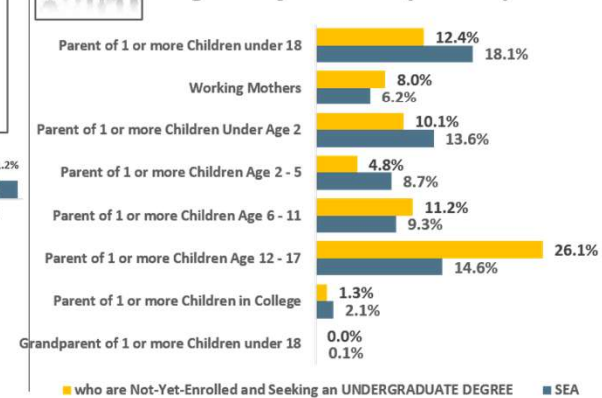
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Entrepreneurs/Government Workers



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



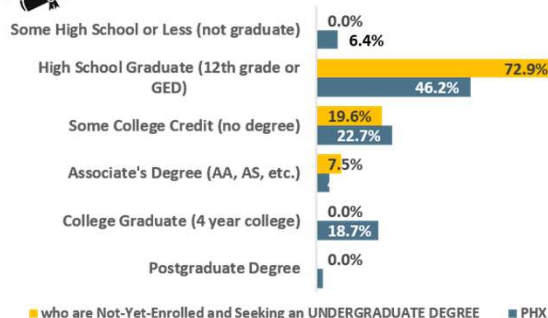
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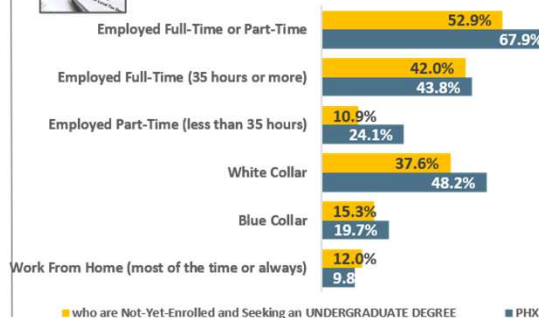
23.6% or 217,198 of PHX DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE... GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 57.6% more likely to be a high school graduate, 4.2% less likely to work full-time, 47.6% less likely to be married, 8.8% less likely to be a parent of 1 or more children unde



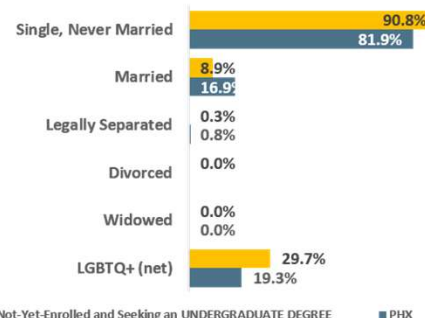
Education Levels: GEN-Z (P18-29)



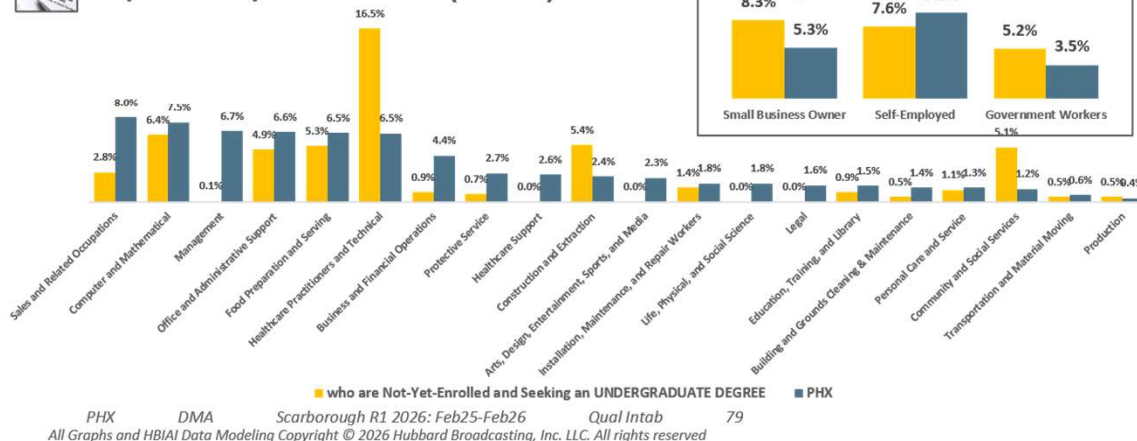
Employment: GEN-Z (P18-29)



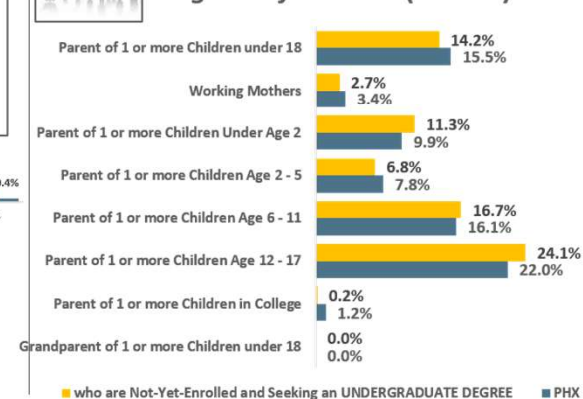
Marital Status: GEN-Z (P18-29)



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



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



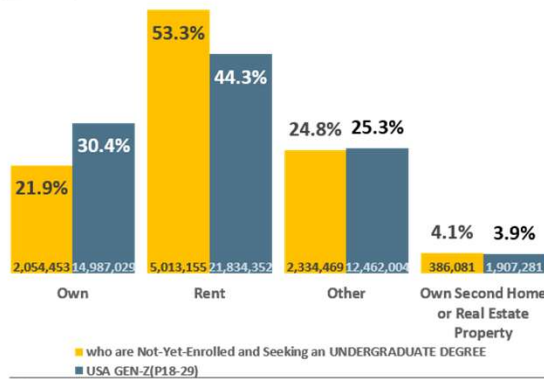
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



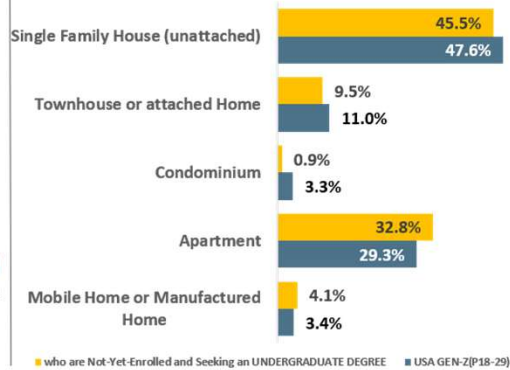
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 28.1% less likely to own their home, 4.% more likely to own a lower valued home, 4.4% less likely to have a single-family home,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



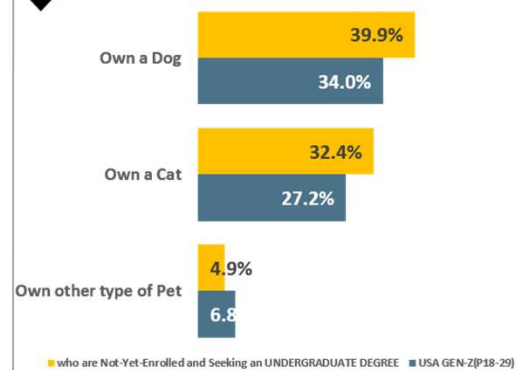
Own/Rent/Other:GEN-Z (P18-29)



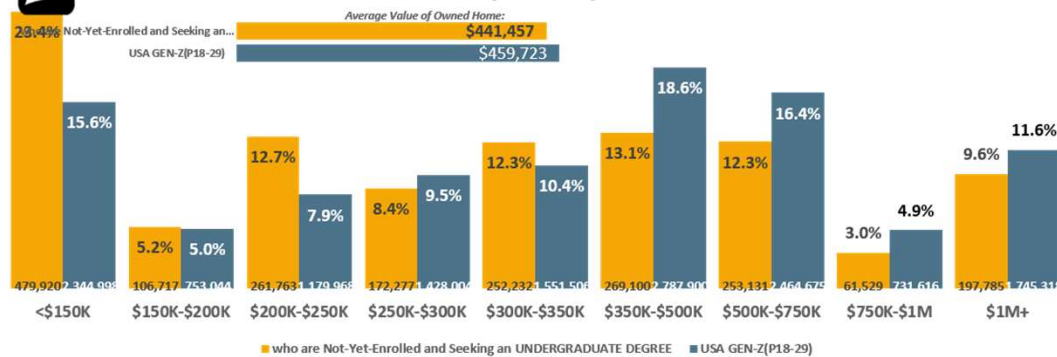
Type of Home:GEN-Z (P18-29)



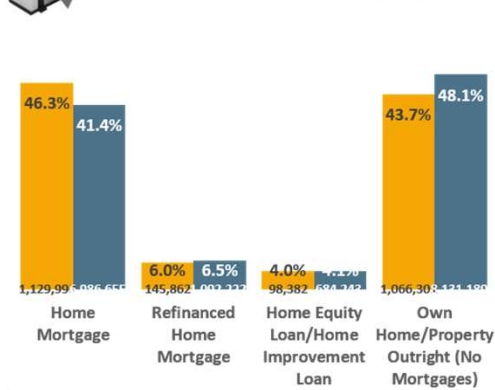
Pets in Home:GEN-Z (P18-29)



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



Home Loans: GEN-Z (P18-29)



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

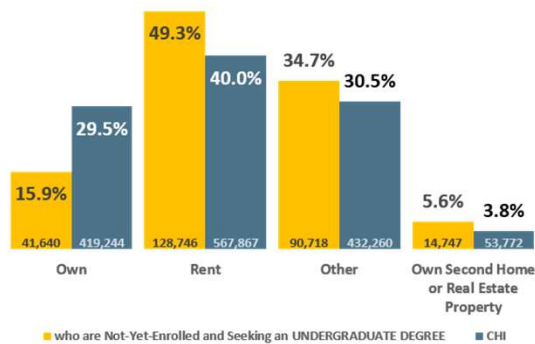
[[(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school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



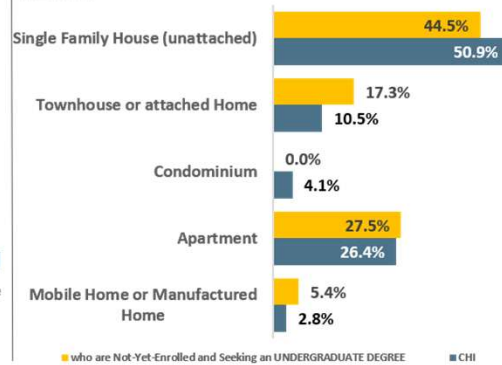
18.4% or 261,104 of CHI DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 46.% less likely to own their home, 55.3% more likely to own a lower valued home, 12.5% less likely to have a single-family home, 2.8% less likely to have a dog.



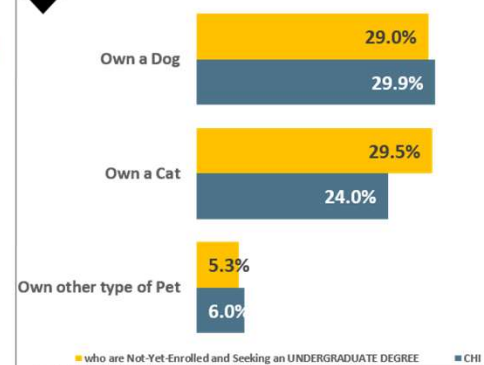
Own/Rent/Other:GEN-Z (P18-29)



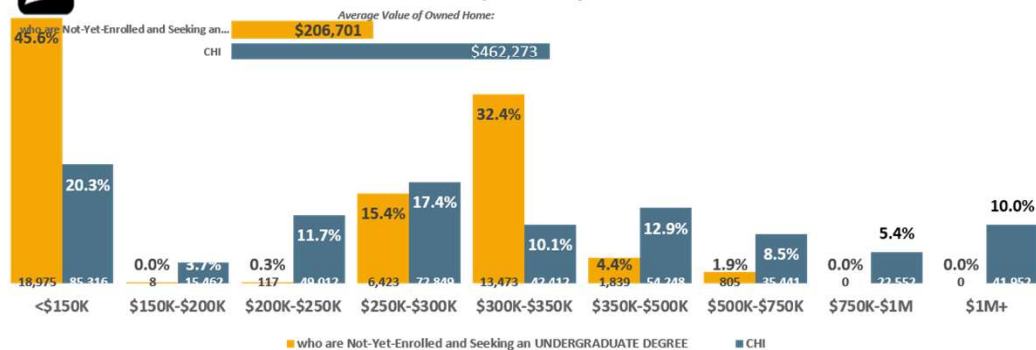
Type of Home:GEN-Z (P18-29)



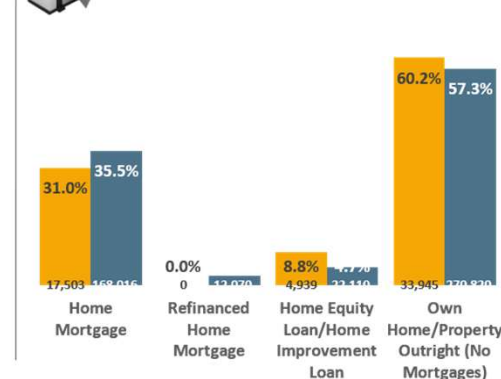
Pets in Home:GEN-Z (P18-29)



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



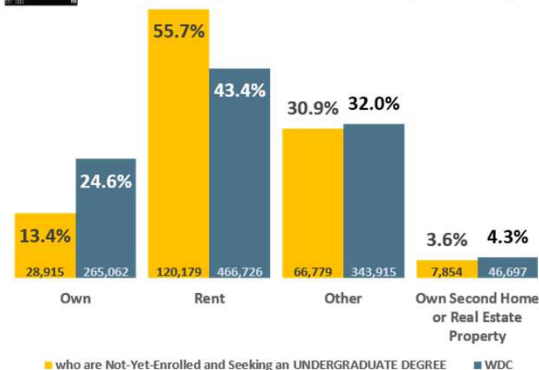
Home Loans: GEN-Z (P18-29)



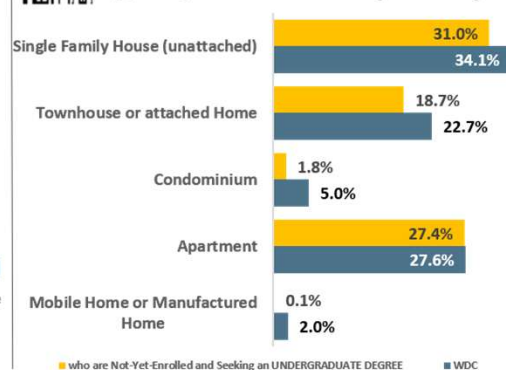


20.1% or 215,873 of WDC DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 45.6% less likely to own their home, 31.3% more likely to own a lower valued home, 9.1% less likely to have a single-family home, 25.9% less likely to have a dog.

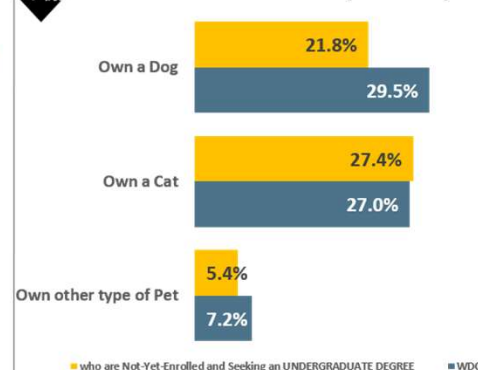
Own/Rent/Other:GEN-Z (P18-29)



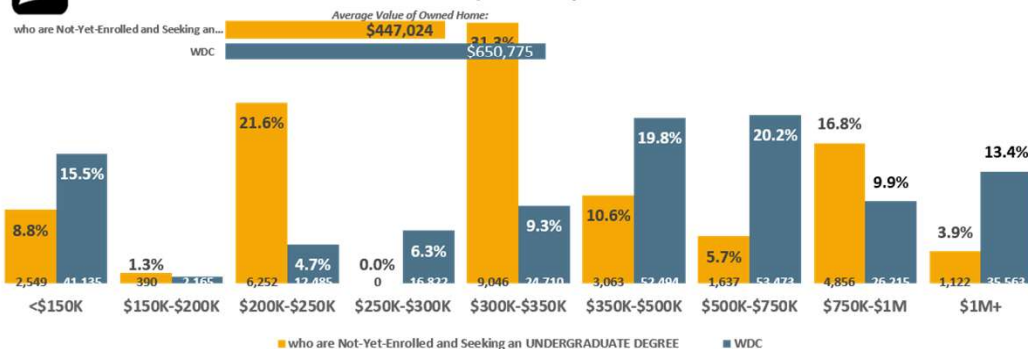
Type of Home:GEN-Z (P18-29)



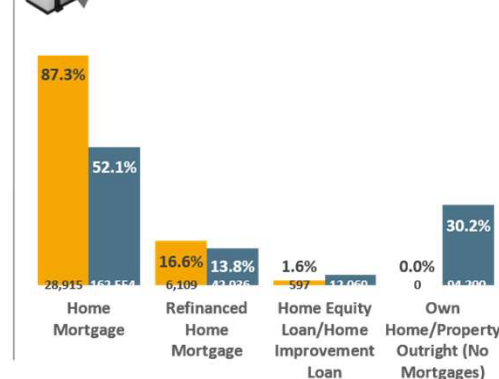
Pets in Home:GEN-Z (P18-29)



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



Home Loans: GEN-Z (P18-29)



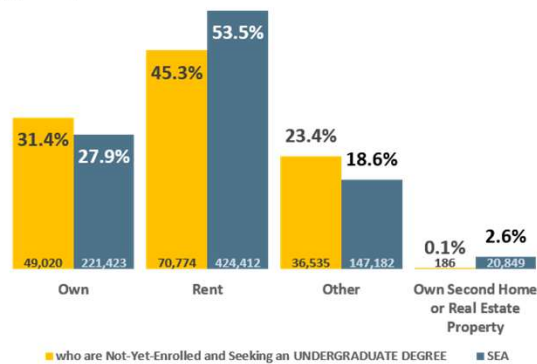
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

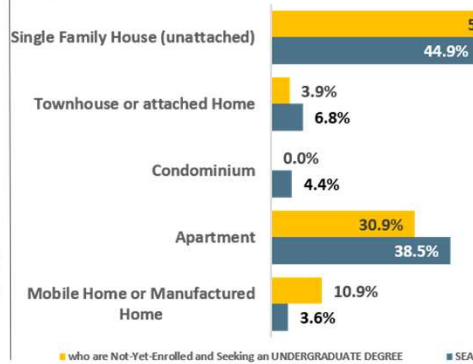


19.7% or 156,329 of SEA DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 12.3% more likely to own their home, 7.1% more likely to own a higher valued home, 21.1% more likely to have a single-family home, 49.9% more likely to have a dog.

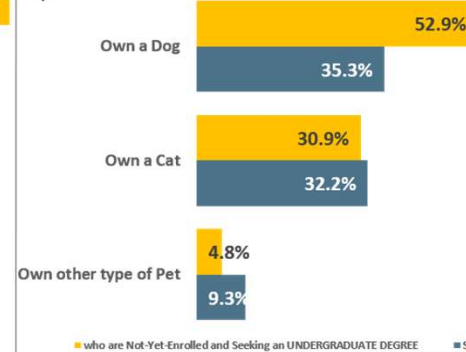
Own/Rent/Other:GEN-Z (P18-29)



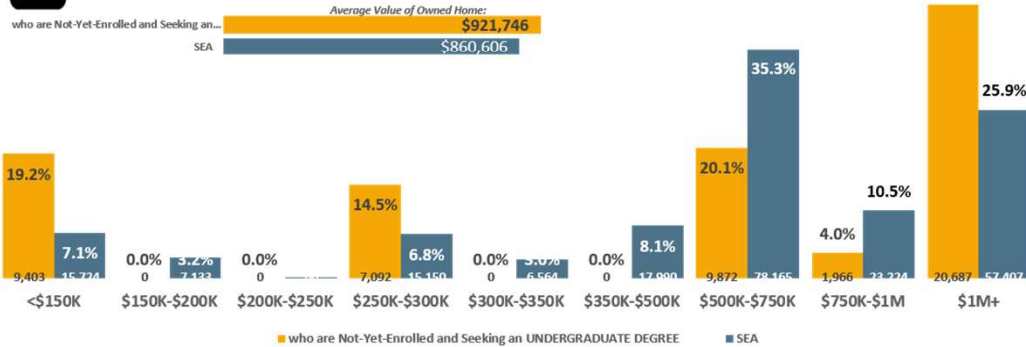
Type of Home:GEN-Z (P18-29)



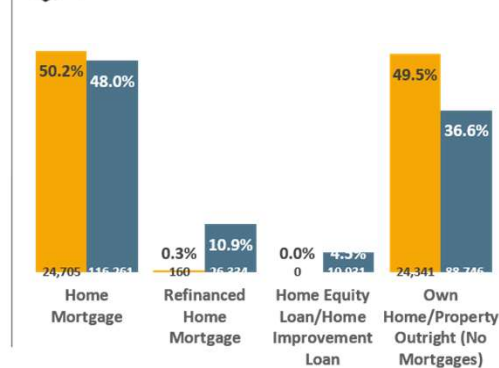
Pets in Home:GEN-Z (P18-29)



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



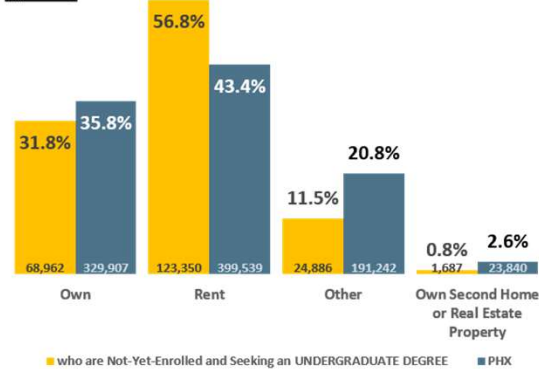
Home Loans: GEN-Z (P18-29)



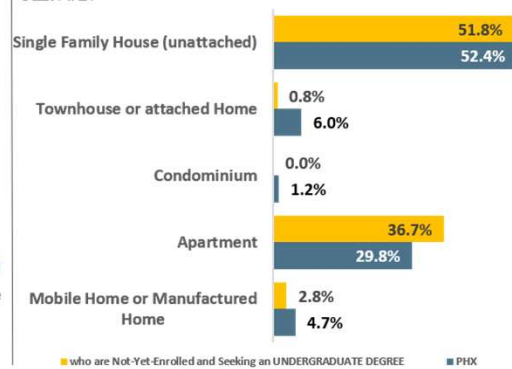


23.6% or 217,198 of PHX DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 11.4% less likely to own their home, 35.9% more likely to own a lower valued home, 1.1% less likely to have a single-family home, 48.1% more likely to have a dog.

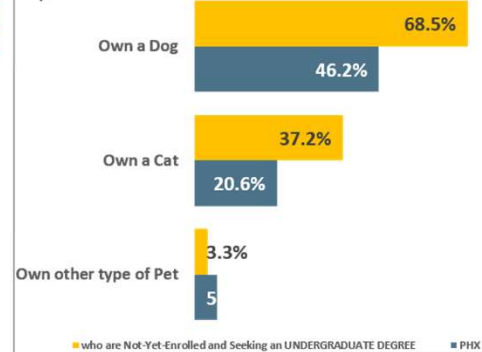
Own/Rent/Other:GEN-Z (P18-29)



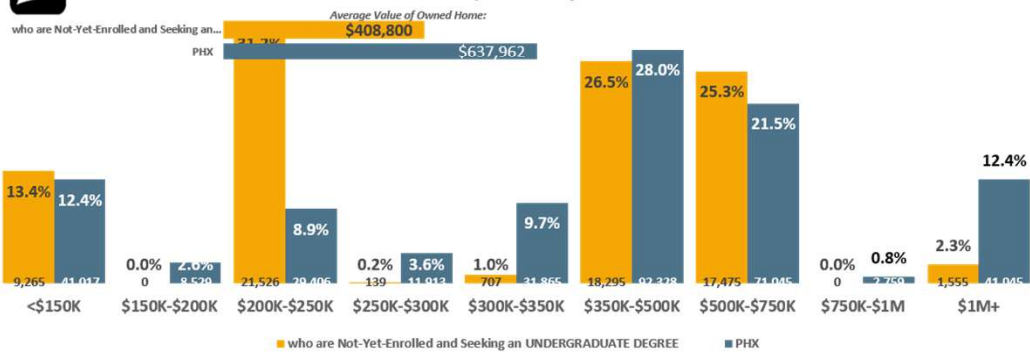
Type of Home:GEN-Z (P18-29)



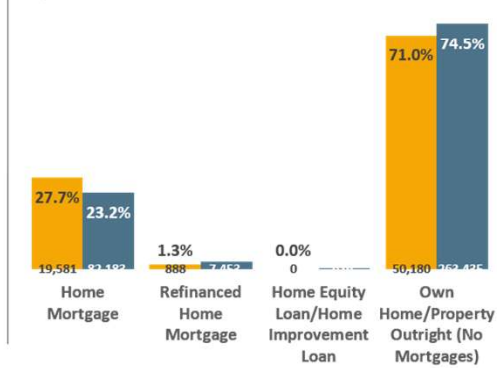
Pets in Home:GEN-Z (P18-29)



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



Home Loans: GEN-Z (P18-29)

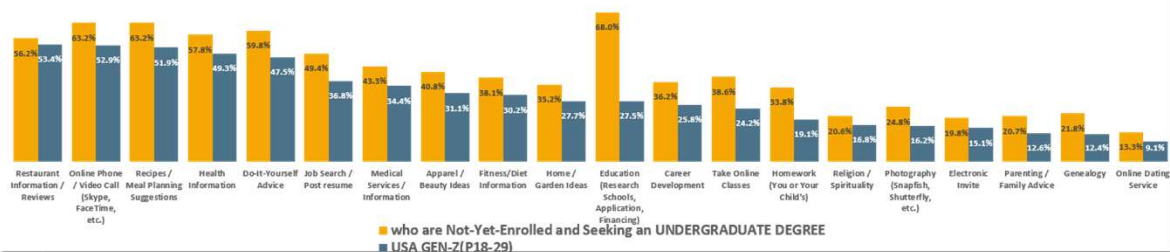




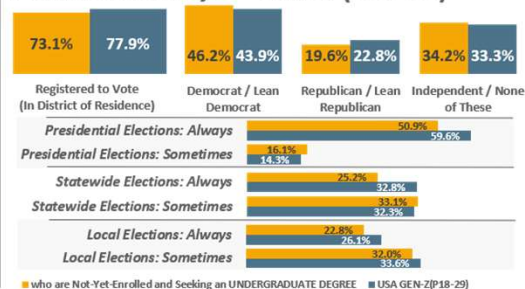
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 25.9% more likely to look up D-I-Y advice online, 12.8% less likely to always vote in local elections, 33.4% less likely to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



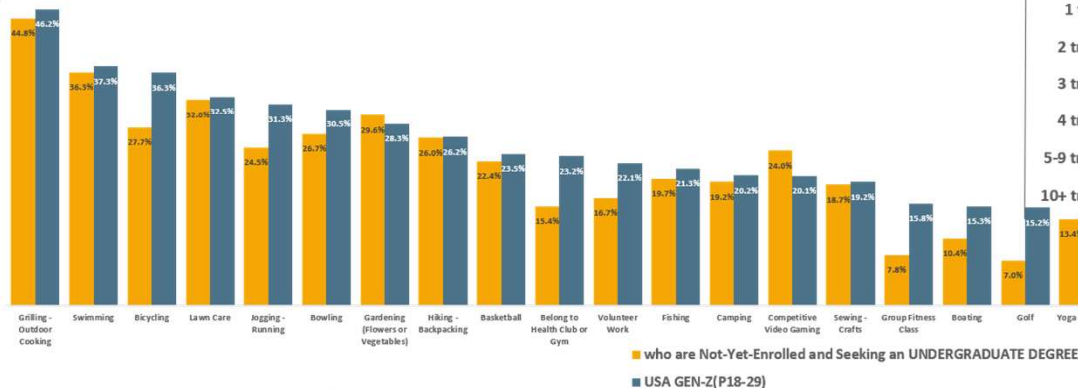
Top-20 past 30-days Online Lifestyle Activites: GEN-Z (P18-29)



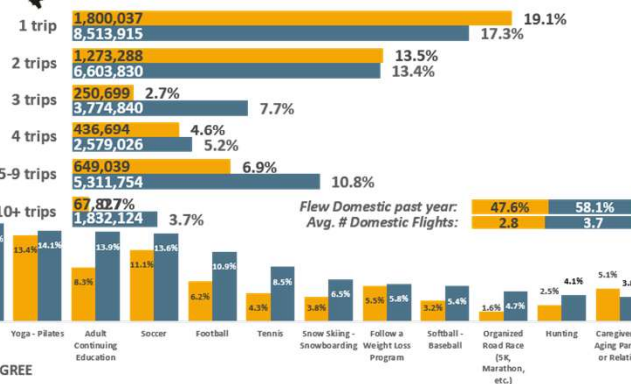
Political Activity: GEN-Z (P18-29)



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



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



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

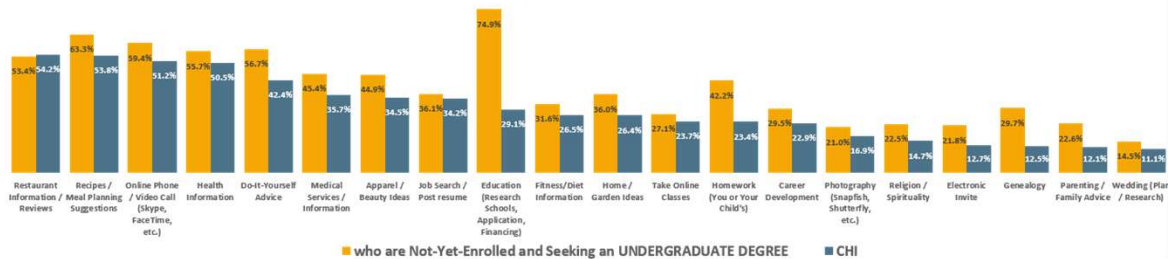
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



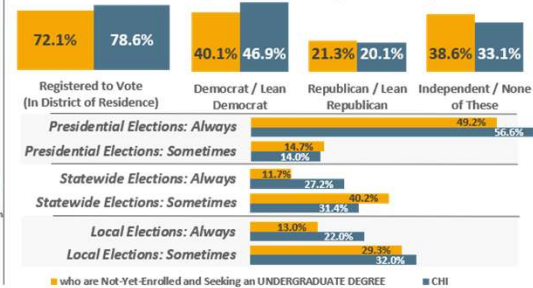
18.4% or 261,104 of CHI DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 33.5% more likely to look up D-I-Y advice online, 41.% less likely to always vote in local elections, 20.4% less likely to belong to a gym, 9.6% less likely to fly domestic pa



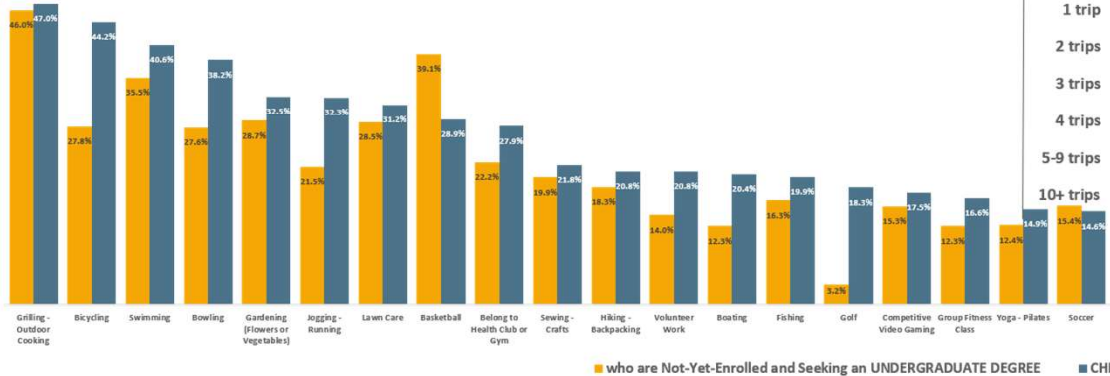
Top-20 past 30-days Online Lifestyle Activites: GEN-Z (P18-29)



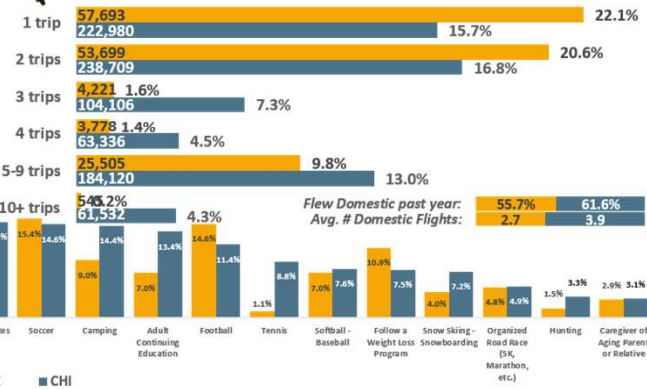
Political Activity: GEN-Z (P18-29)



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



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

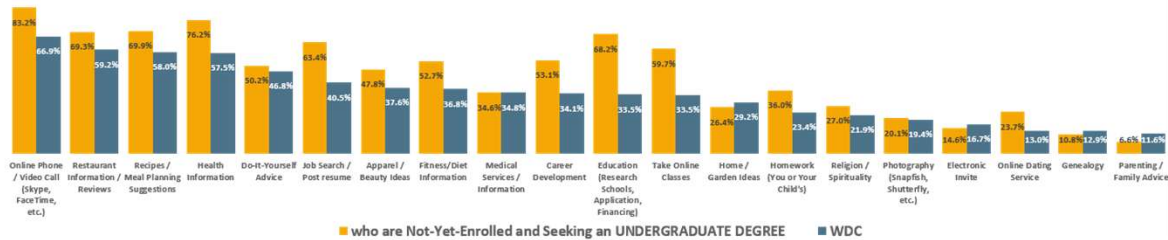




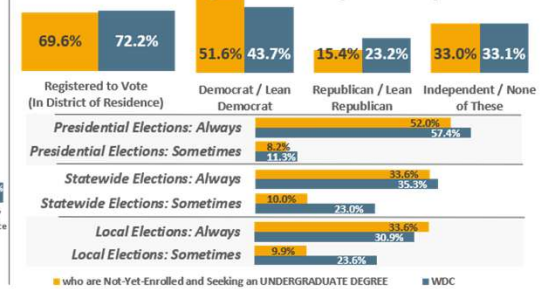
20.1% or 215,873 of WDC DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE... GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 7.2% more likely to look up D-I-Y advice online, 8.8% more likely to always vote in local elections, 45.5% less likely to belong to a gym, 34.1% less likely to fly domestic pa



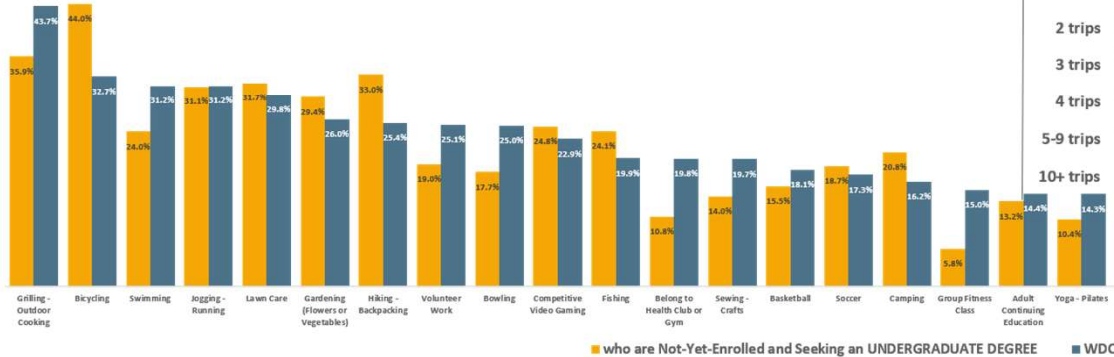
Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



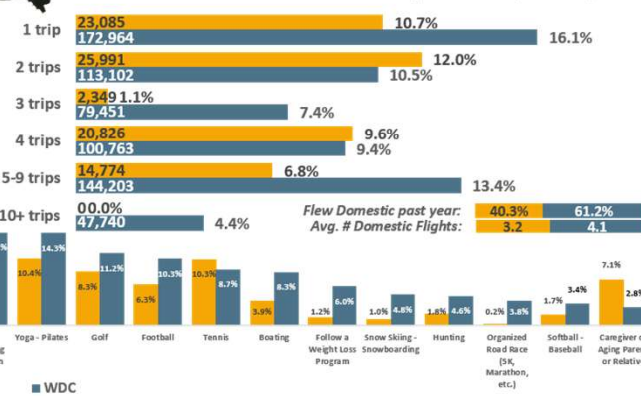
Political Activity: GEN-Z (P18-29)



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



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

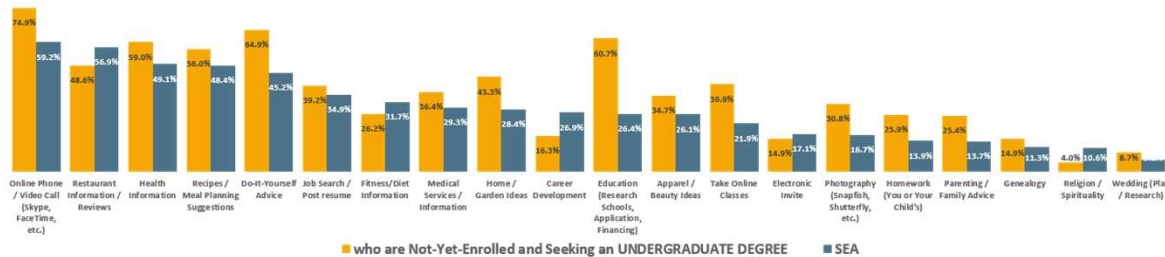




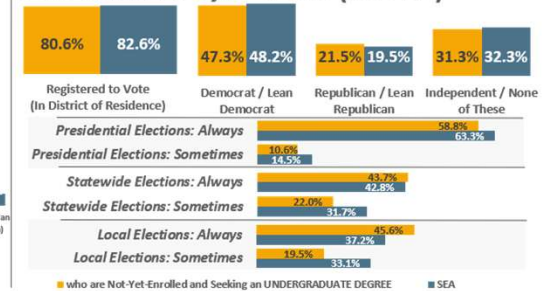
19.7% or 156,329 of SEA DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 43.5% more likely to look up D-I-Y advice online, 22.4% more likely to always vote in local elections, 24.9% less likely to belong to a gym, 14.7% less likely to fly domestic



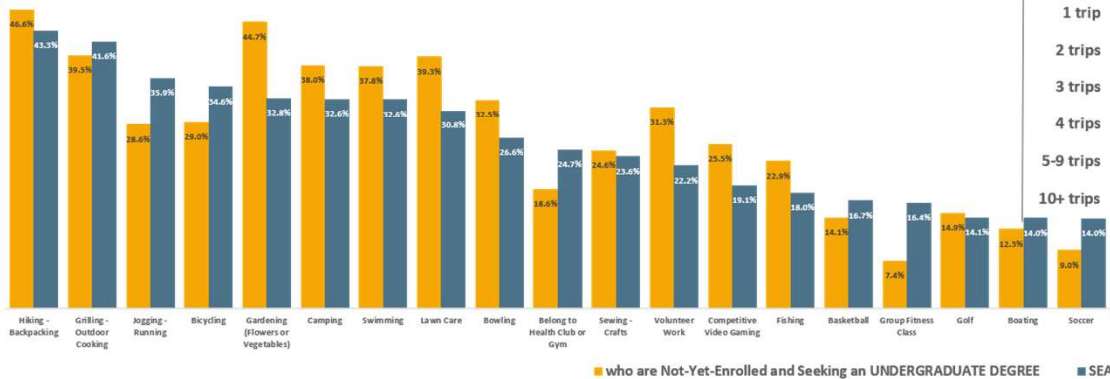
Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



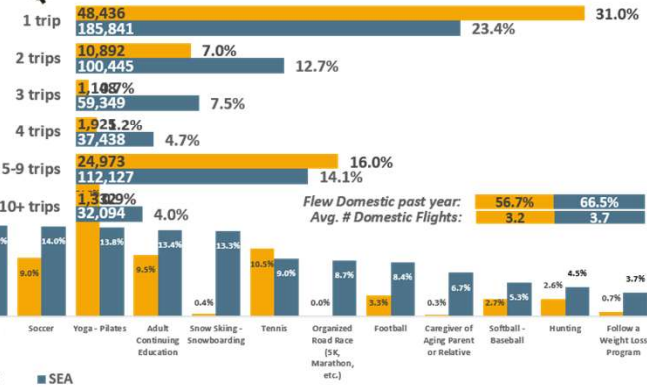
Political Activity: GEN-Z (P18-29)



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



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

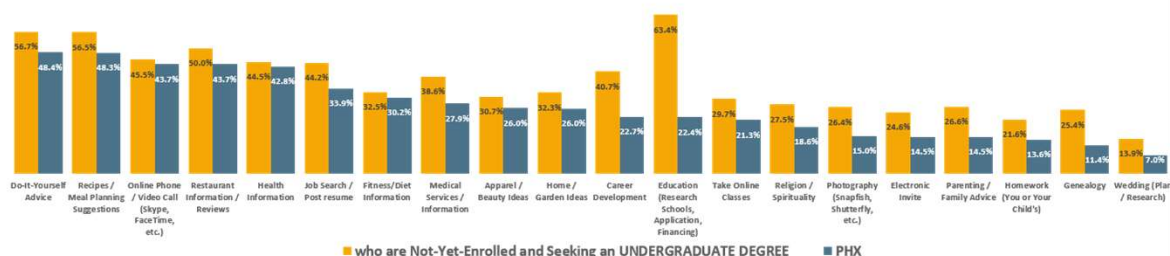




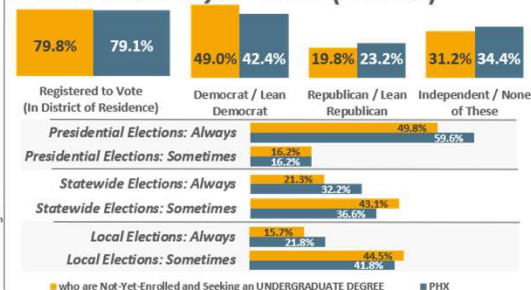
23.6% or 217,198 of PHX DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 17.2% more likely to look up D-I-Y advice online, 28.1% less likely to always vote in local elections, 84.6% less likely to belong to a gym, 15.2% less likely to fly domestic



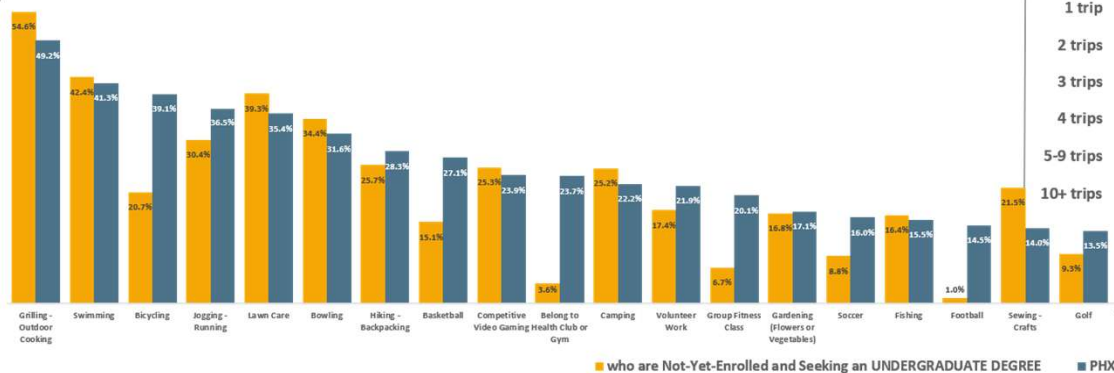
Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



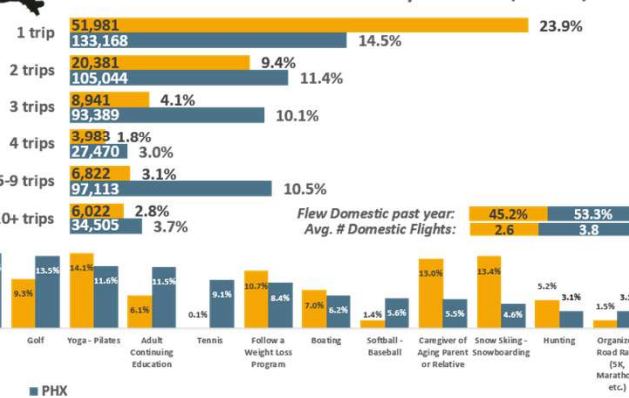
Political Activity: GEN-Z (P18-29)



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



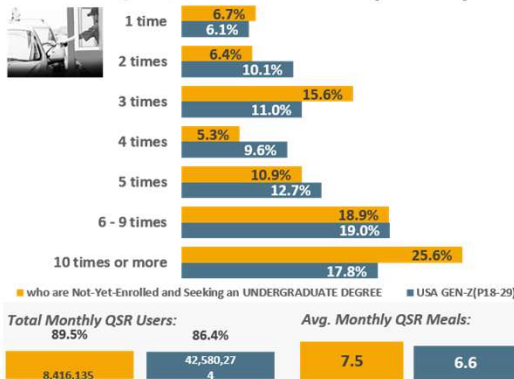
Past 12-months Domestic Airline Trips: GEN-Z (P18-29)



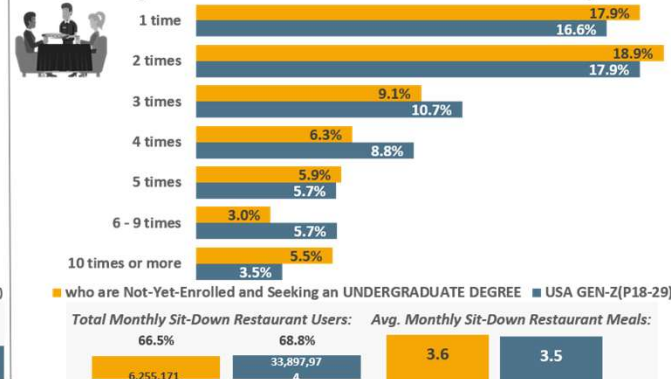


19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 3.6% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 6.8% more likely to use Casinos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

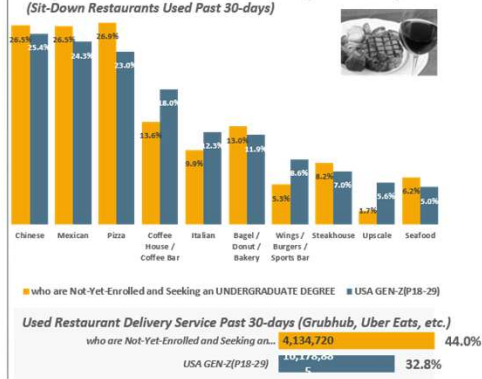
Past 30-days QSR Users: GEN-Z (P18-29)



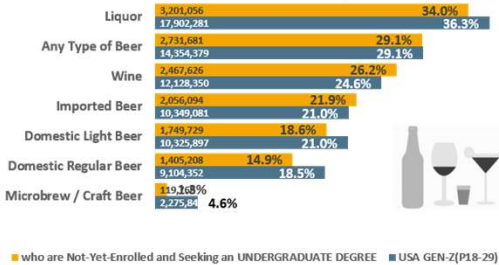
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



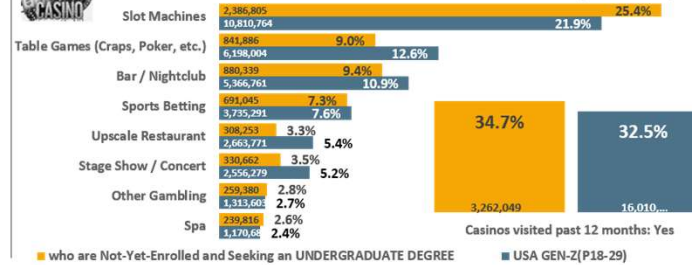
Top-10 Cuisines: GEN-Z (P18-29)



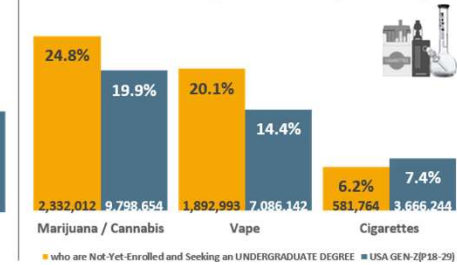
Drank Past 30-days: GEN-Z (P18-29)



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



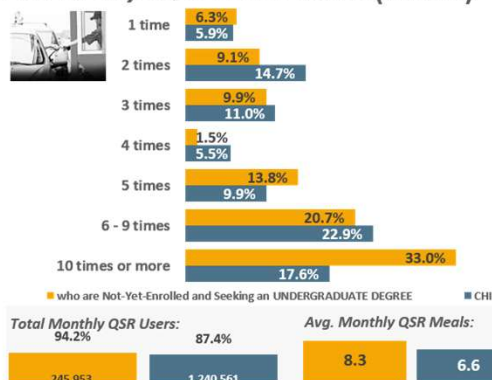
Used Past 30-days: GEN-Z (P18-29)



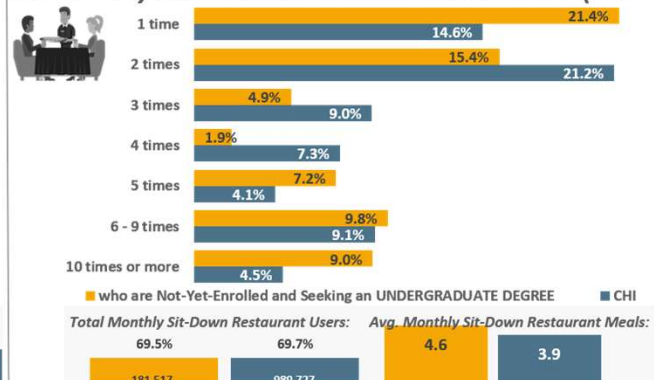


18.4% or 261,104 of CHI DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 7.8% more likely to use QSRs past mo., .3% less likely to use Sit-Down Restaurants past mo., 4.7% more likely to use Casinos past yr., 16.9% less likely to smoke cigarettes.

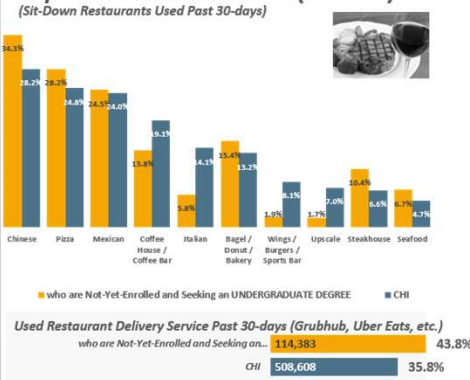
Past 30-days QSR Users: GEN-Z (P18-29)



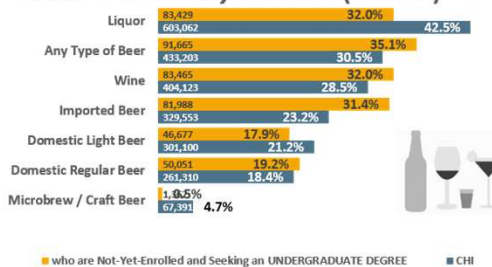
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



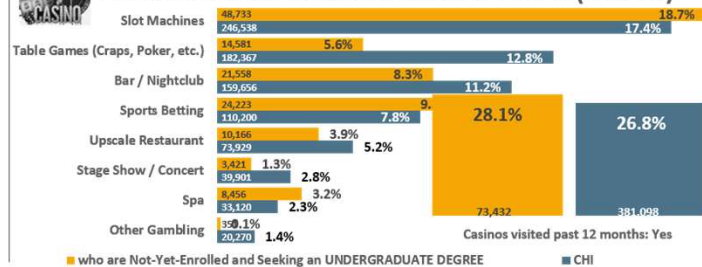
Top-10 Cuisines: GEN-Z (P18-29)



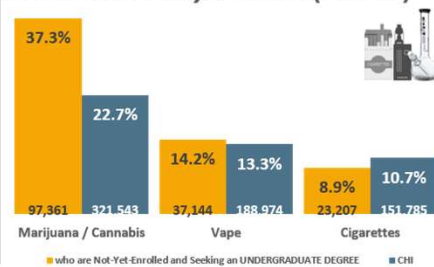
Drank Past 30-days: GEN-Z (P18-29)



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



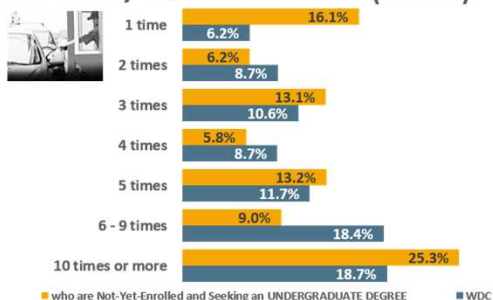
Used Past 30-days: GEN-Z (P18-29)



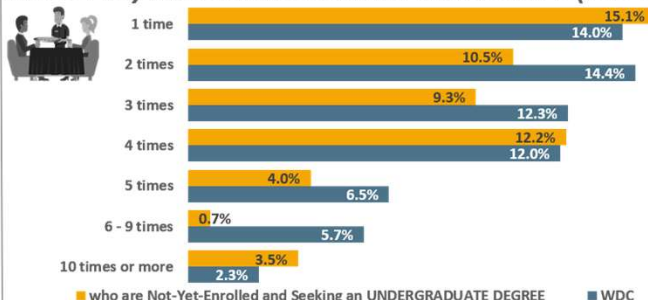


20.1% or 215,873 of WDC DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 7.% more likely to use QSRs past mo., 17.7% less likely to use Sit-Down Restaurants past mo., 7.4% more likely to use Casinos past yr., 18.3% more likely to smoke cigarettes.

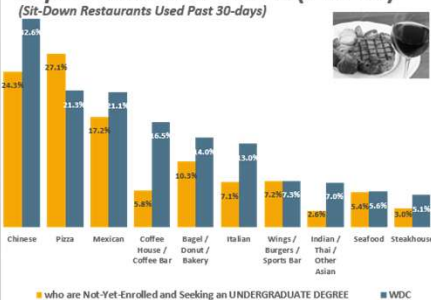
Past 30-days QSR Users: GEN-Z (P18-29)



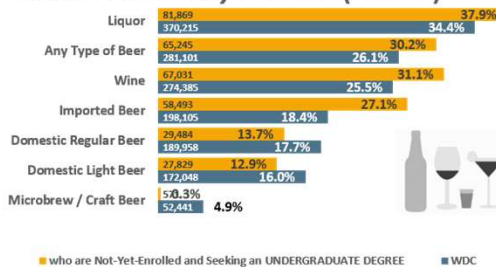
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



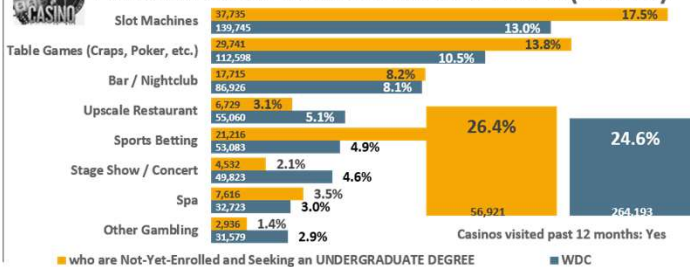
Top-10 Cuisines: GEN-Z (P18-29)



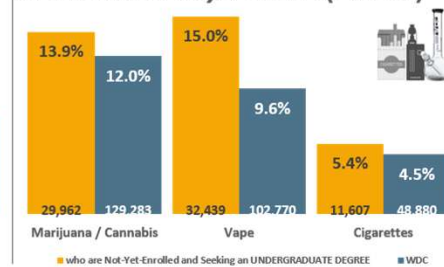
Drank Past 30-days: GEN-Z (P18-29)



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



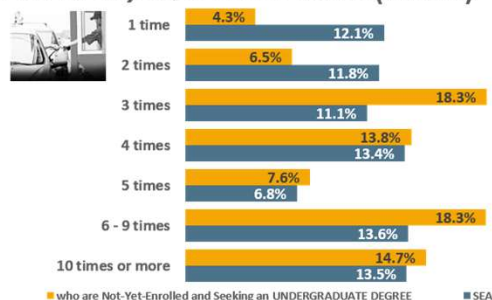
Used Past 30-days: GEN-Z (P18-29)



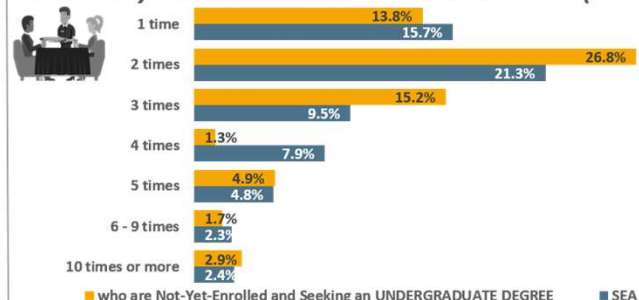


19.7% or 156,329 of SEA DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 1.5% more likely to use QSRs past mo., 4.3% more likely to use Sit-Down Restaurants past mo., 21.9% less likely to use Casinos past yr., 31.8% more likely to smoke cigarettes.

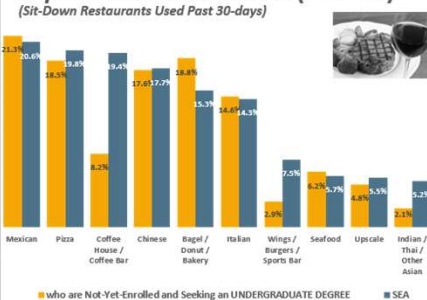
Past 30-days QSR Users: GEN-Z (P18-29)



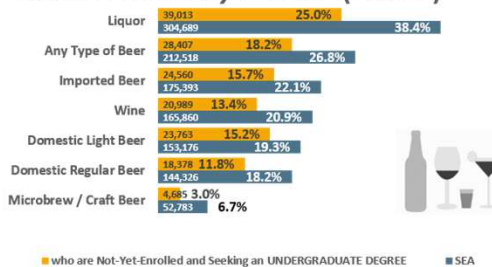
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



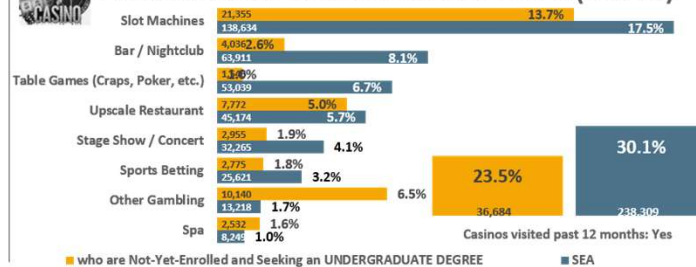
Top-10 Cuisines: GEN-Z (P18-29)



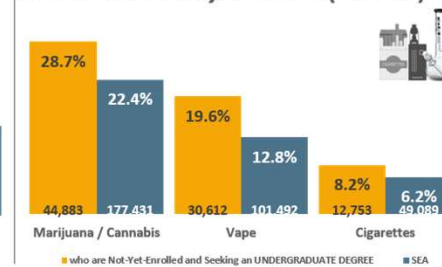
Drank Past 30-days: GEN-Z (P18-29)



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



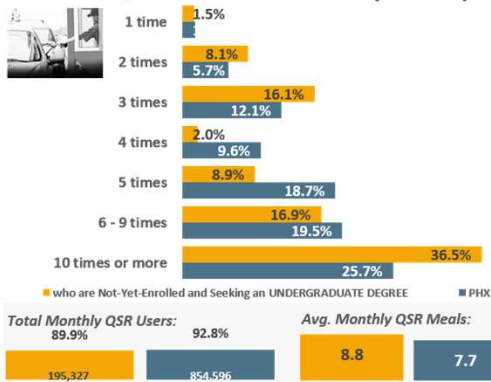
Used Past 30-days: GEN-Z (P18-29)



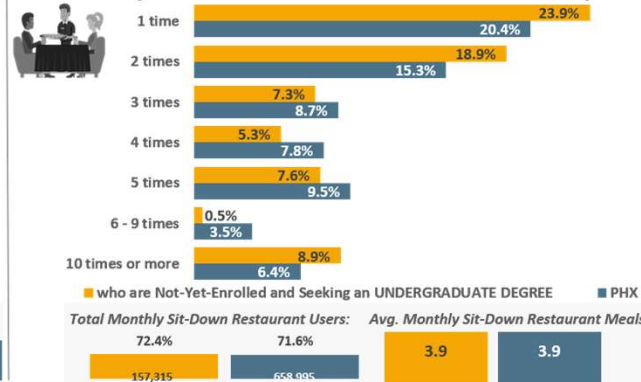


23.6% or 217,198 of PHX DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 3.1% less likely to use QSRs past mo., 1.2% more likely to use Sit-Down Restaurants past mo., 25.7% more likely to use Casinos past yr., 57.2% less likely to smoke cigarettes.

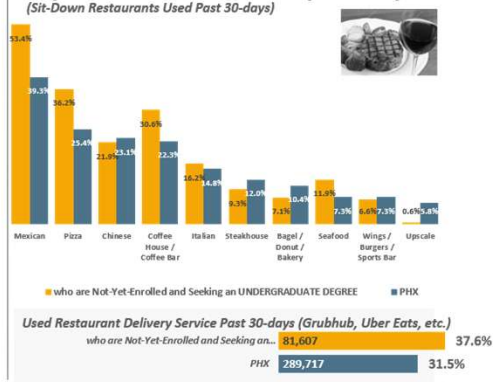
Past 30-days QSR Users: GEN-Z (P18-29)



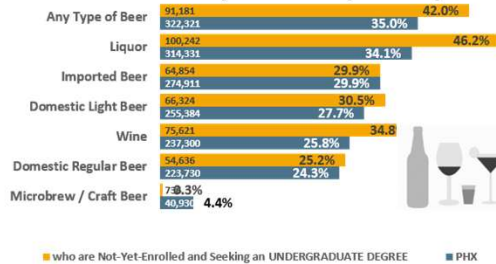
Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



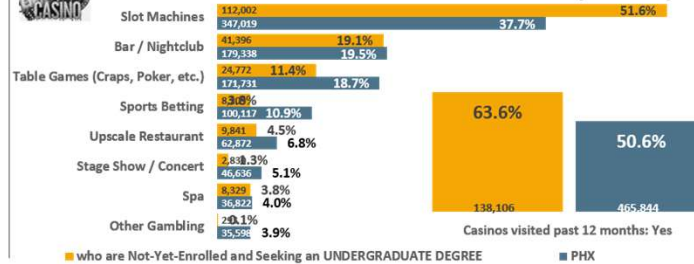
Top-10 Cuisines: GEN-Z (P18-29)



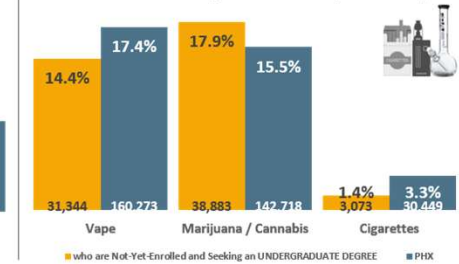
Drank Past 30-days: GEN-Z (P18-29)



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



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

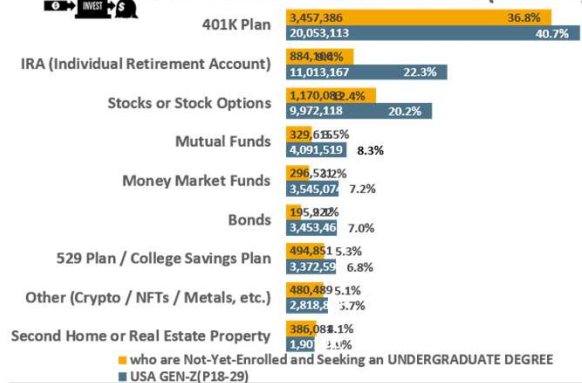




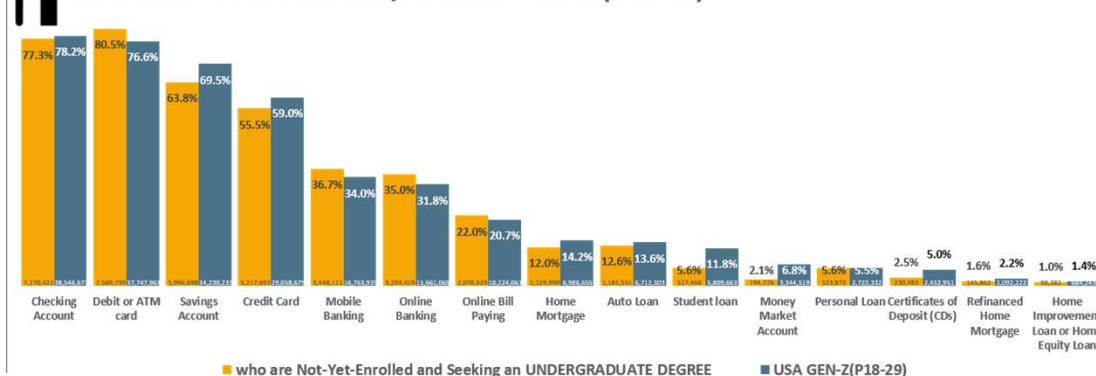
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 9.6% less likely to have a 401K, 7.7% less likely to have an Auto Loan, 41.2% less likely to Invest/Trade Stocks Online, 25.3%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



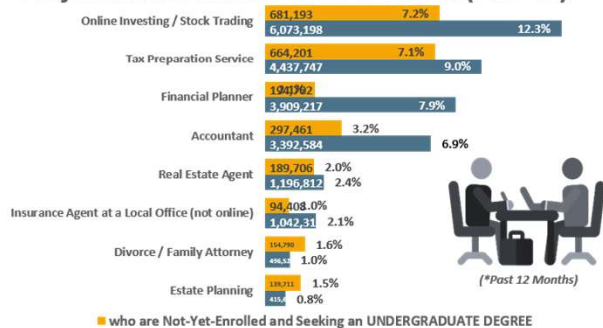
Investments Owned: GEN-Z (P18-29)



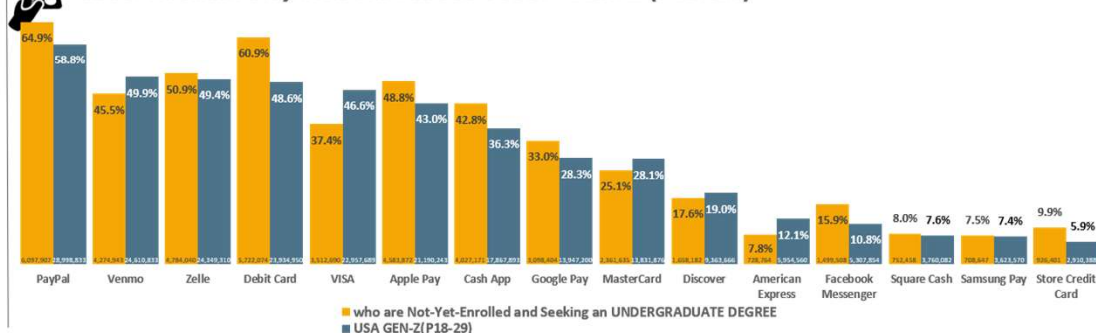
Financial Services Has and/or Uses: GEN-Z (P18-29)



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



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



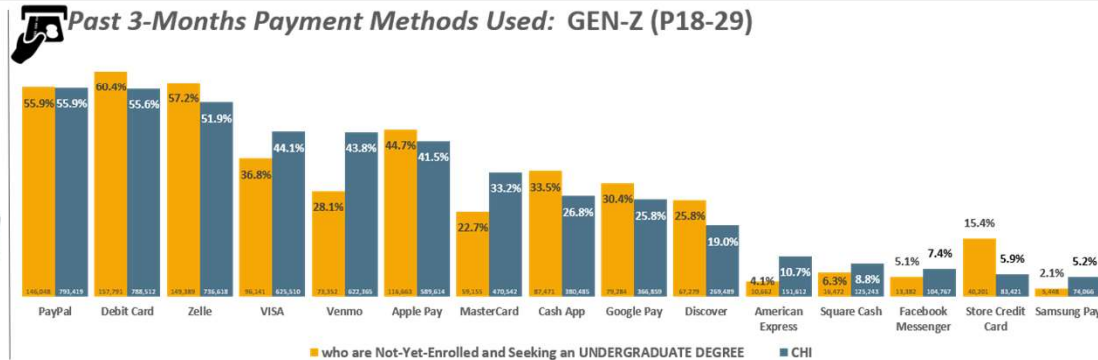
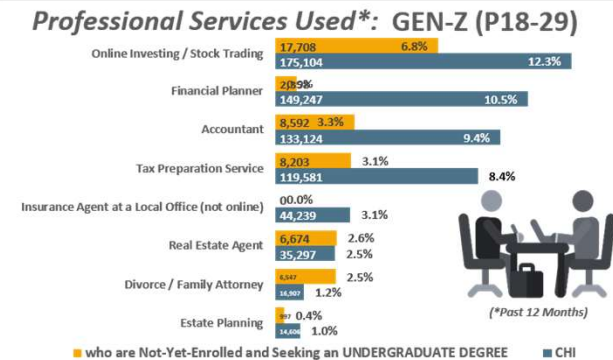
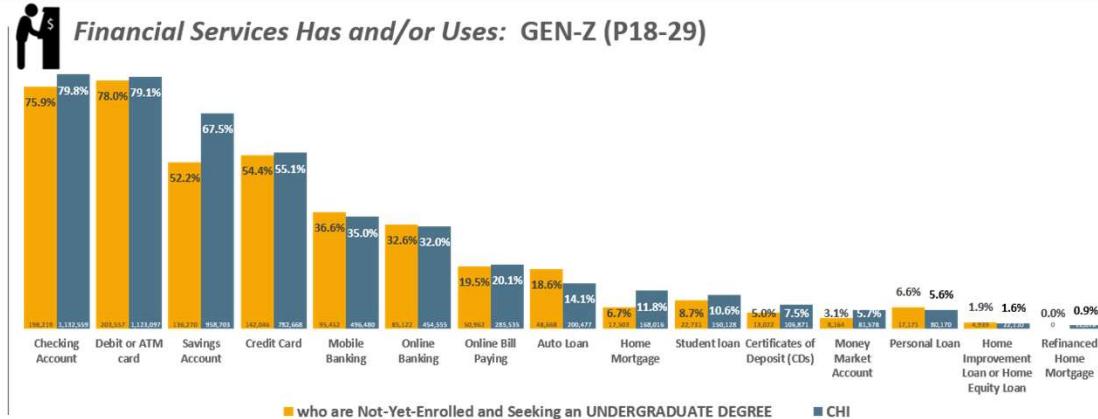
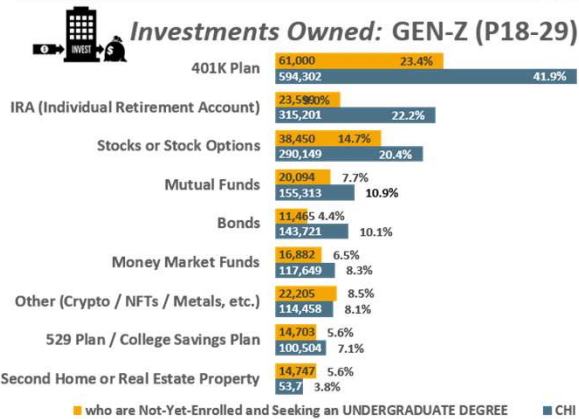
USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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



18.4% or 261,104 of CHI DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 44.2% less likely to have a 401K, 32.% more likely to have an Auto Loan, 45.% less likely to Invest/Trade Stocks Online, 8.8% more likely to pay with their Debit Card.

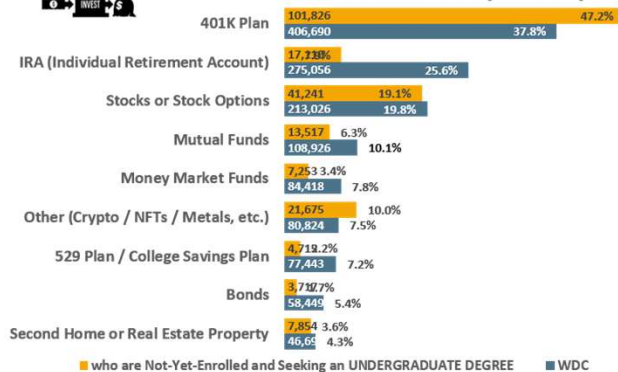




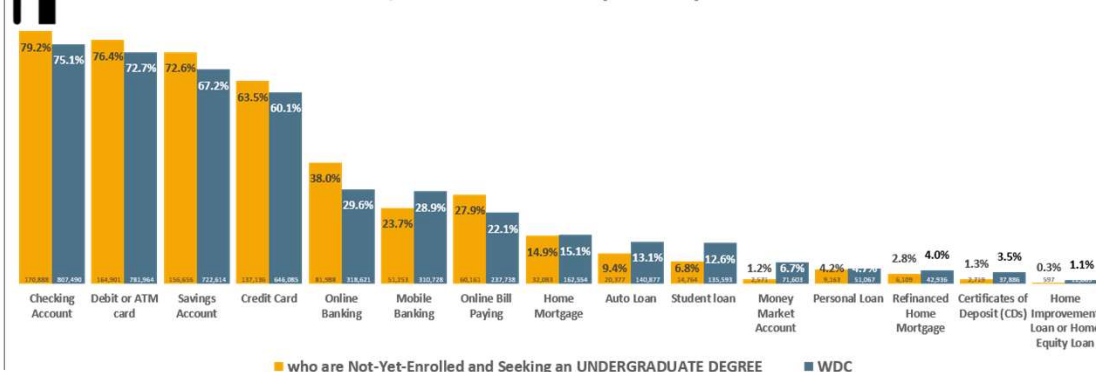
20.1% or 215,873 of WDC DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE... GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 24.8% more likely to have a 401K, 27.9% less likely to have an Auto Loan, 48.6% less likely to Invest/Trade Stocks Online, 24.5% more likely to pay with their Debit Card.



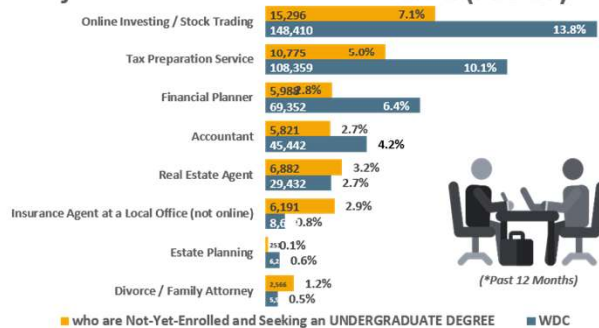
Investments Owned: GEN-Z (P18-29)



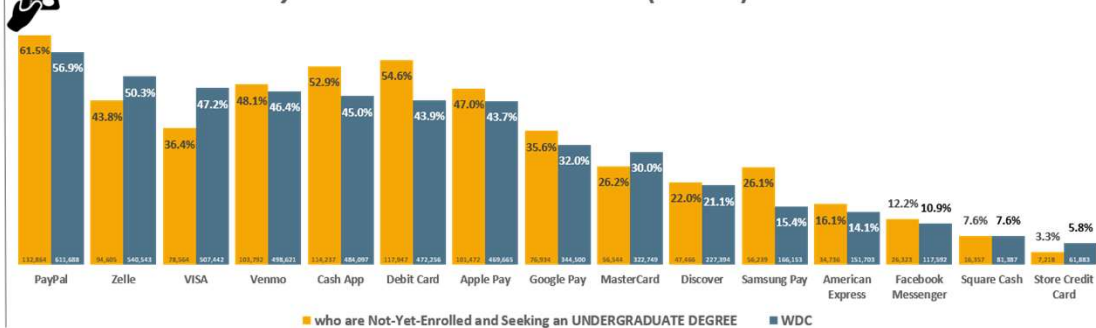
Financial Services Has and/or Uses: GEN-Z (P18-29)



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

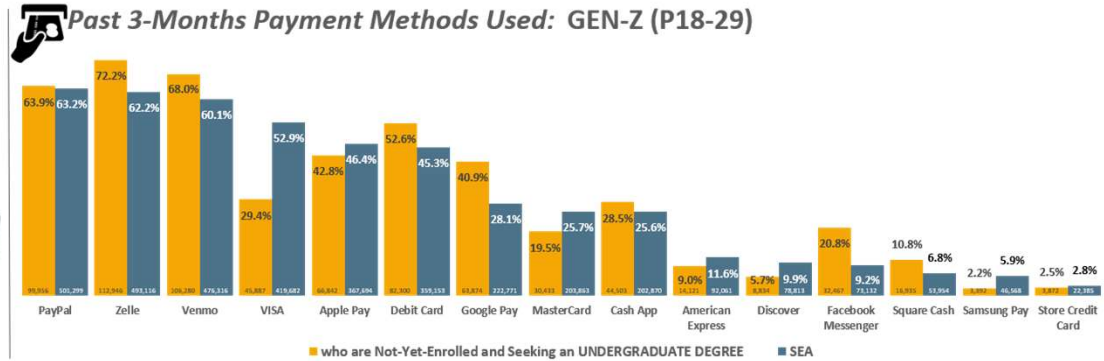
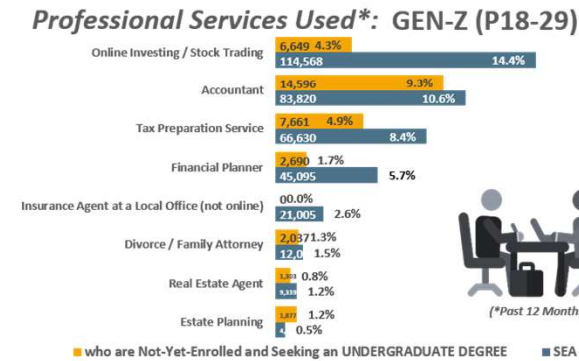
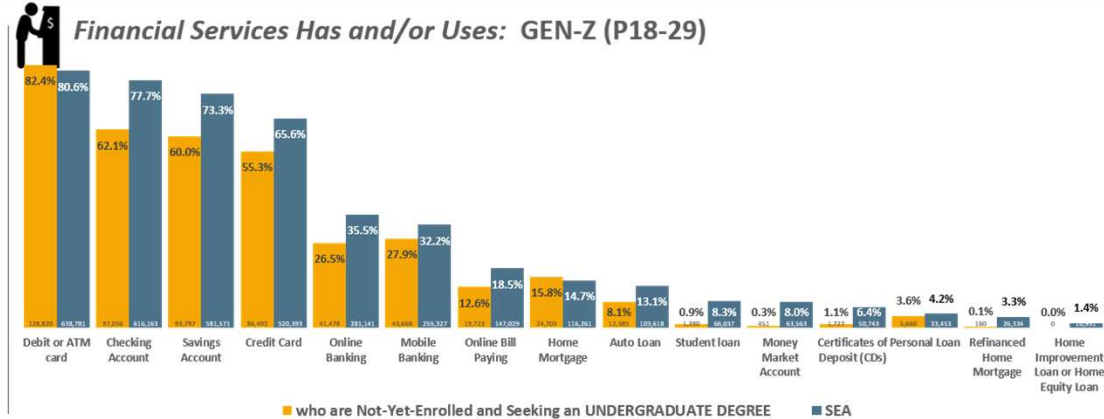
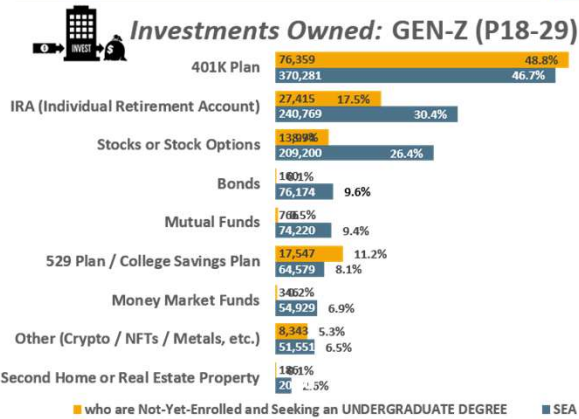


Past 3-Months Payment Methods Used: GEN-Z (P18-29)



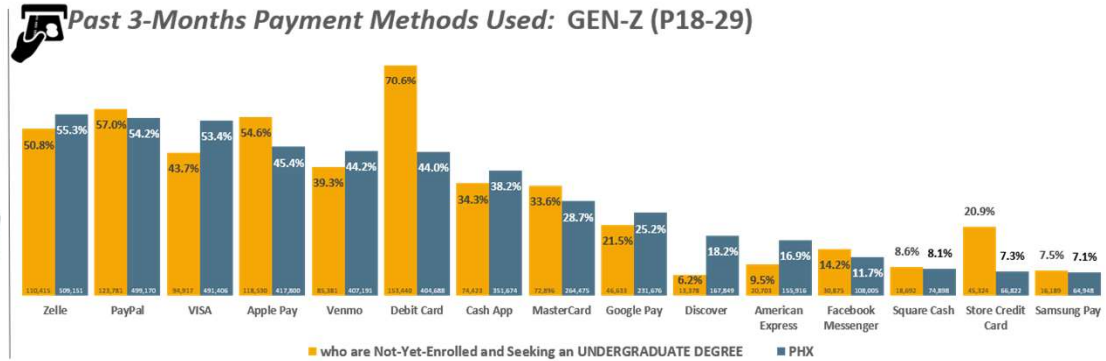
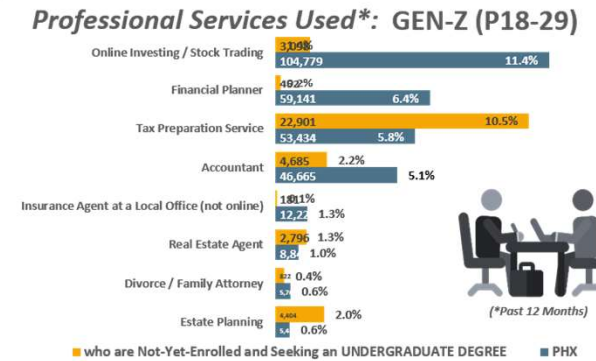
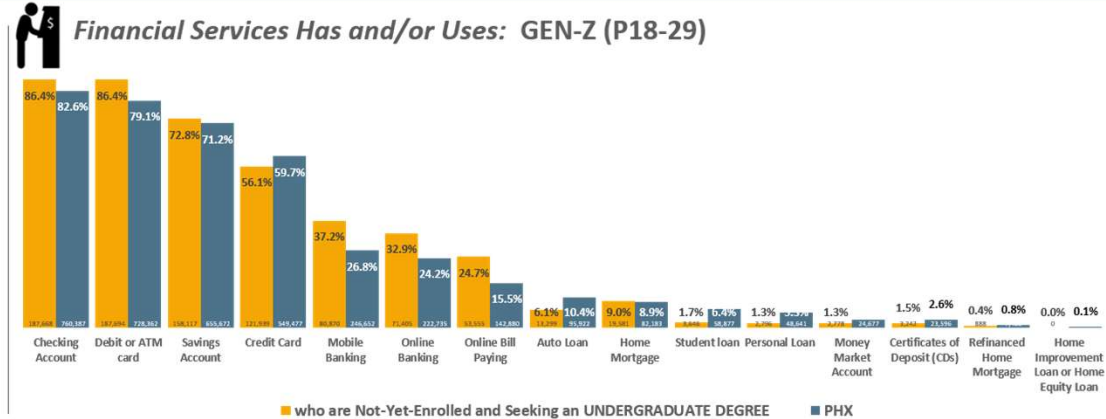
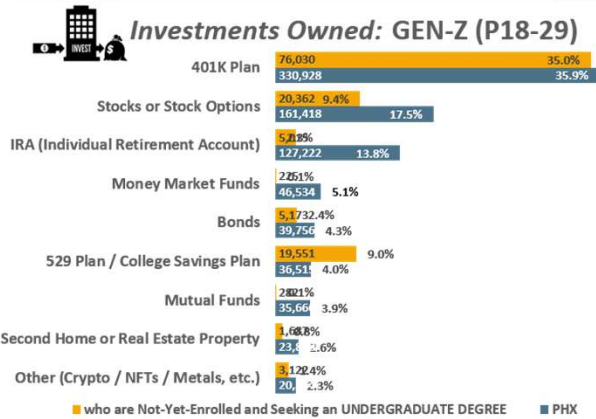


19.7% or 156,329 of SEA DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 4.6% more likely to have a 401K, 38.4% less likely to have an Auto Loan, 70.6% less likely to Invest/Trade Stocks Online, 16.2% more likely to pay with their Debit Card.





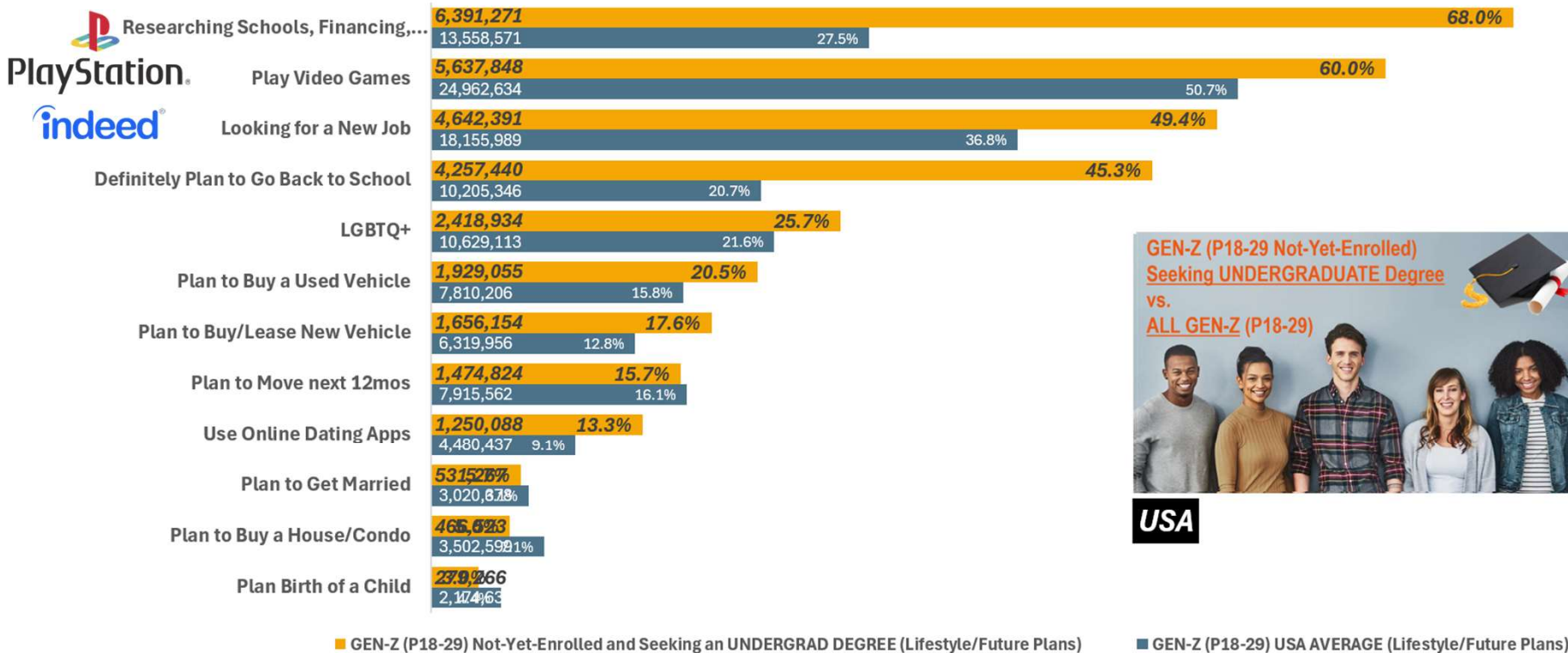
23.6% or 217,198 of PHX DMA GEN-Z (P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 2.6% less likely to have a 401K, 41.2% less likely to have an Auto Loan, 87.5% less likely to Invest/Trade Stocks Online, 60.7% more likely to pay with their Debit Card.





"Lifestyle/Future Plans"

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



USA

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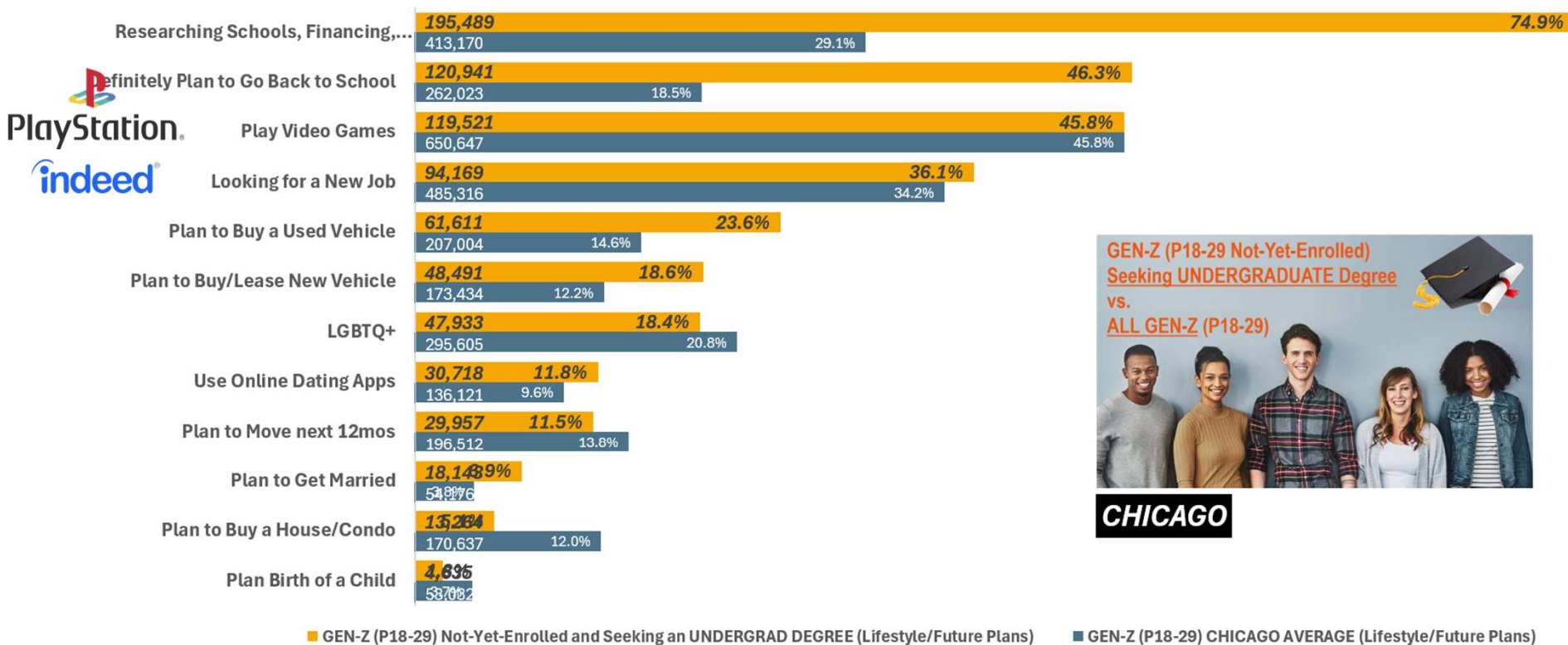
soefa.ai Share of Everything for Anything

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



"Lifestyle/Future Plans"

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 96
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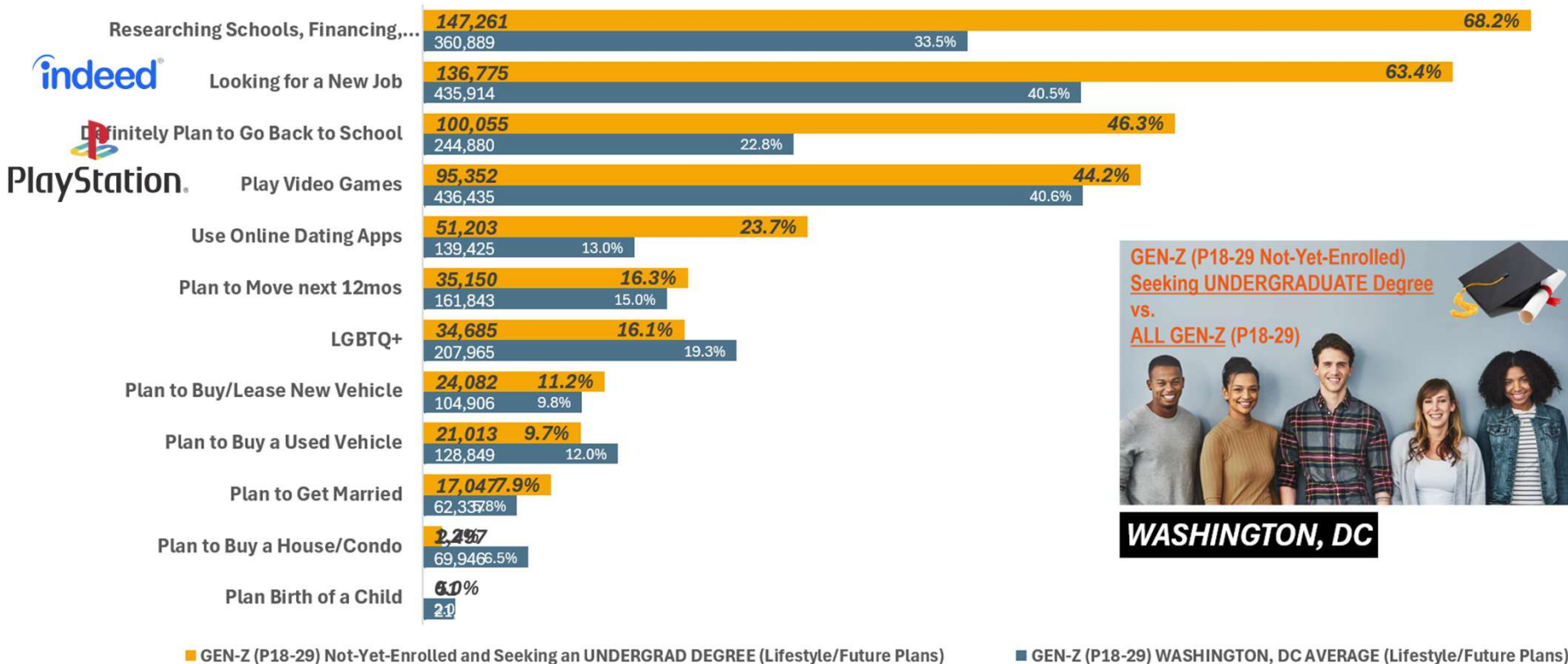
soefa.ai Share of Everything for Anything

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



"Lifestyle/Future Plans"

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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 130
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



"Lifestyle/Future Plans"

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



Play Video Games



Researching Schools, Financing,...



Definitely Plan to Go Back to School



LGBTQ+



Looking for a New Job



Plan to Move next 12mos



Plan to Buy a Used Vehicle



Plan to Buy/Lease New Vehicle



Plan to Get Married



Use Online Dating Apps



Plan to Buy a House/Condo



Plan Birth of a Child



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

GEN-Z (P18-29) SEATTLE-TACOMA AVERAGE (Lifestyle/Future Plans)



SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 65
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



"Lifestyle/Future Plans"

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



Play Video Games



Researching Schools, Financing,...

Definitely Plan to Go Back to School



Looking for a New Job



Plan to Buy a Used Vehicle



LGBTQ+



Plan to Buy/Lease New Vehicle



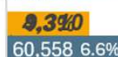
Plan to Move next 12mos



Use Online Dating Apps



Plan Birth of a Child



Plan to Get Married



Plan to Buy a House/Condo



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

■ GEN-Z (P18-29) PHOENIX AVERAGE (Lifestyle/Future Plans)



PHOENIX

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 79

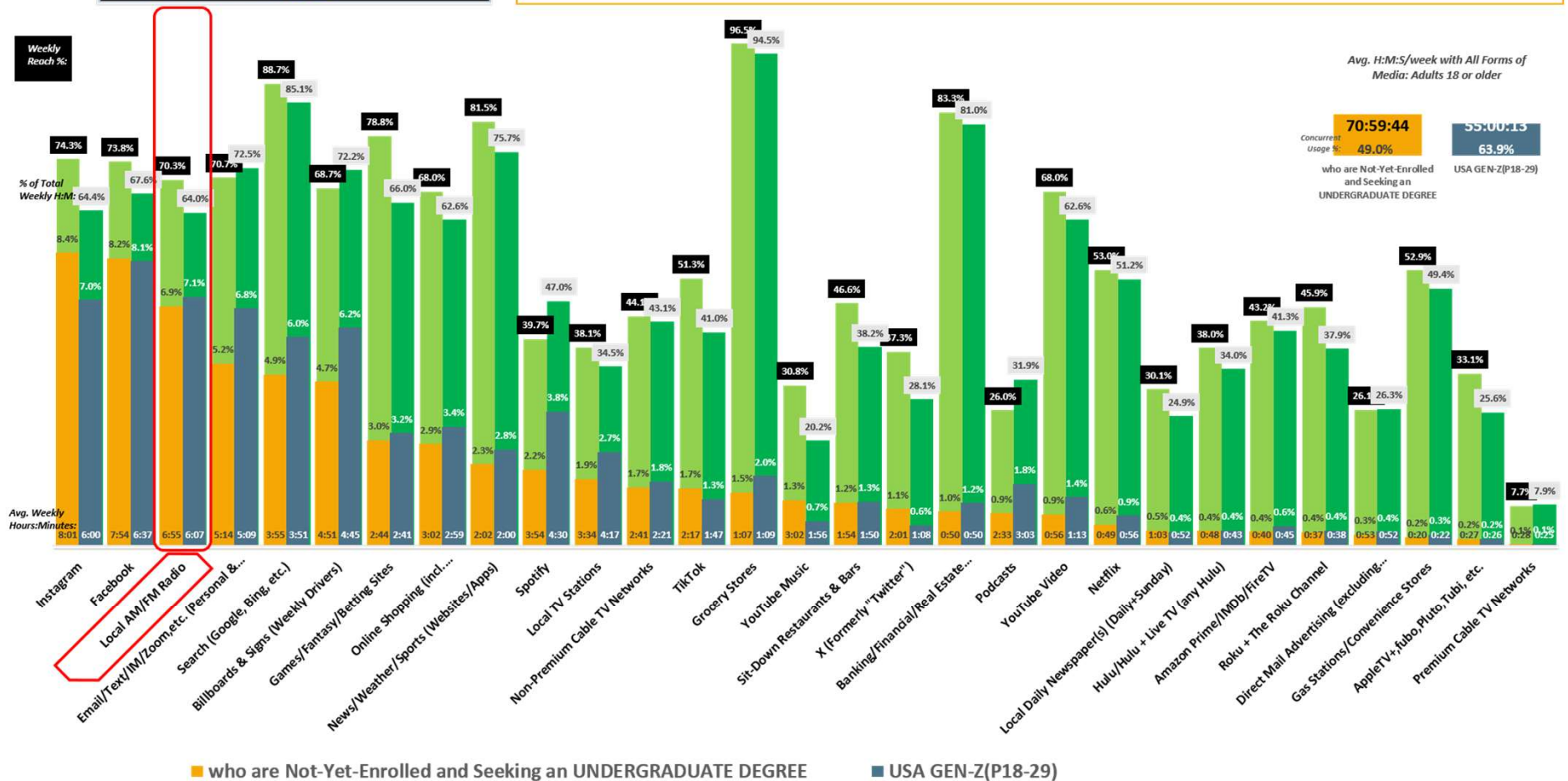
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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



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



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

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

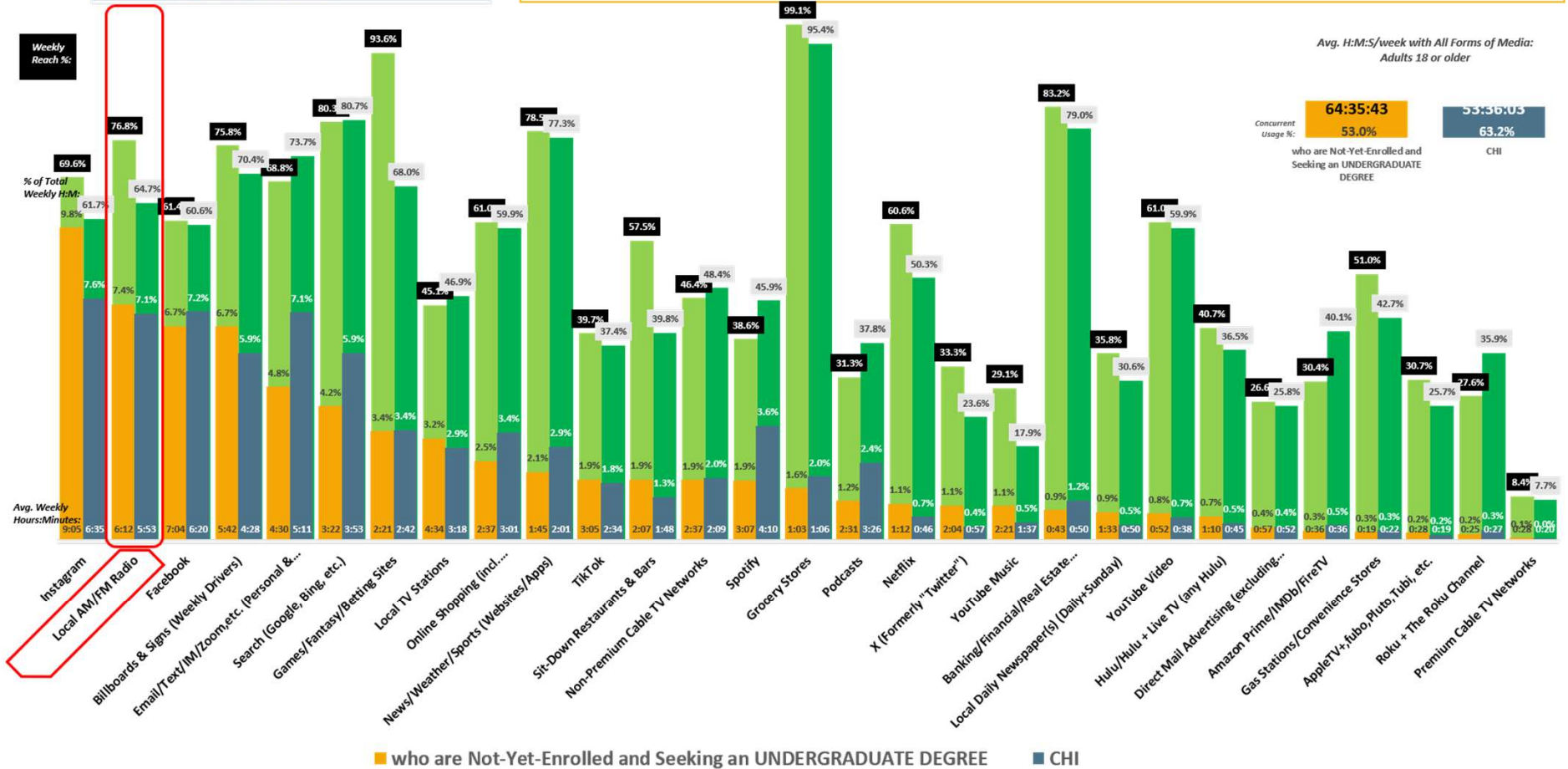
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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

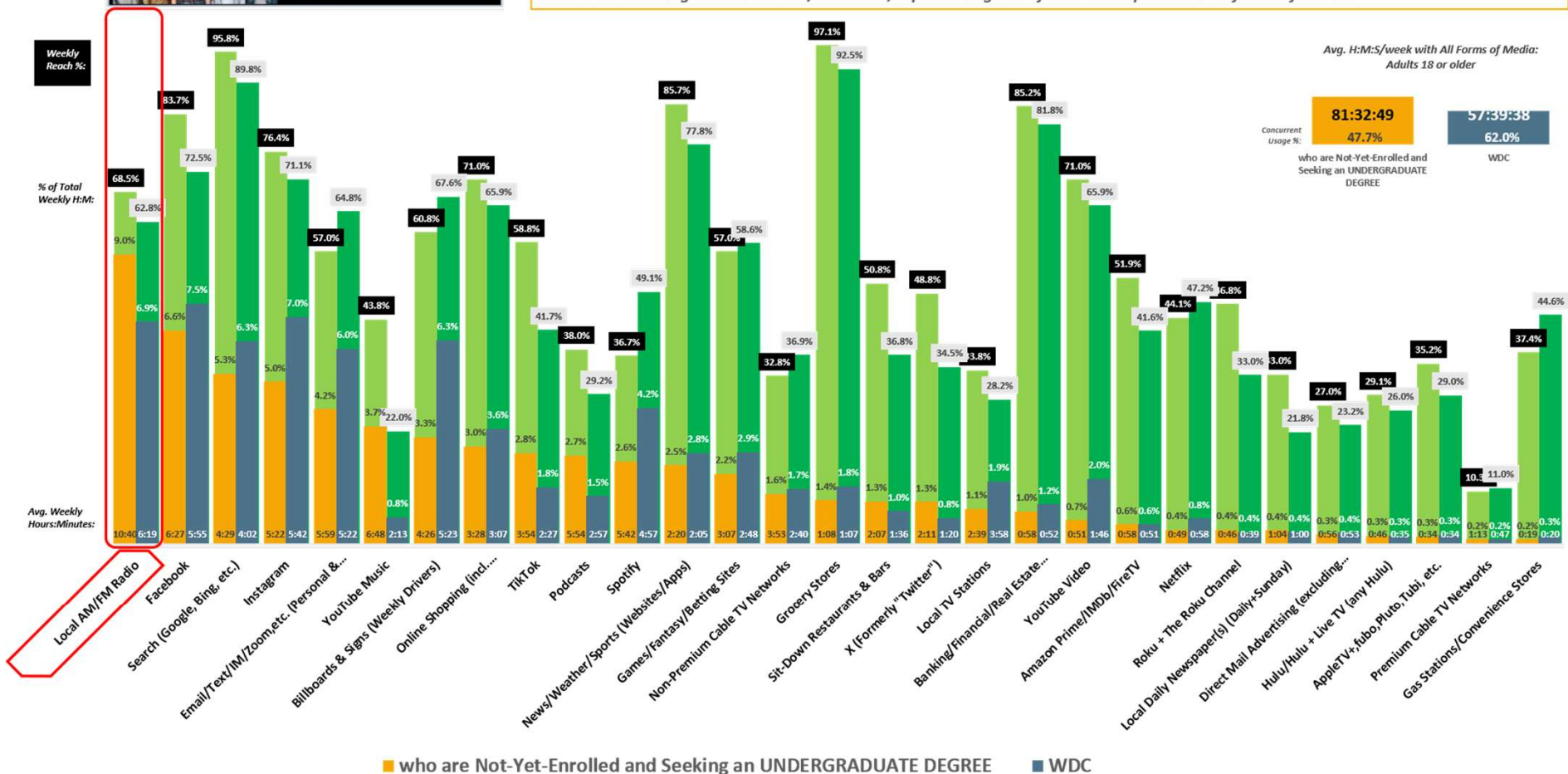


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 16 hours, 35 minutes and 43 seconds each week with All Forms of Media.
 76.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 6 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.





GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 3 days, 9 hours, 32 minutes and 49 seconds each week with All Forms of Media.
68.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 10 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.

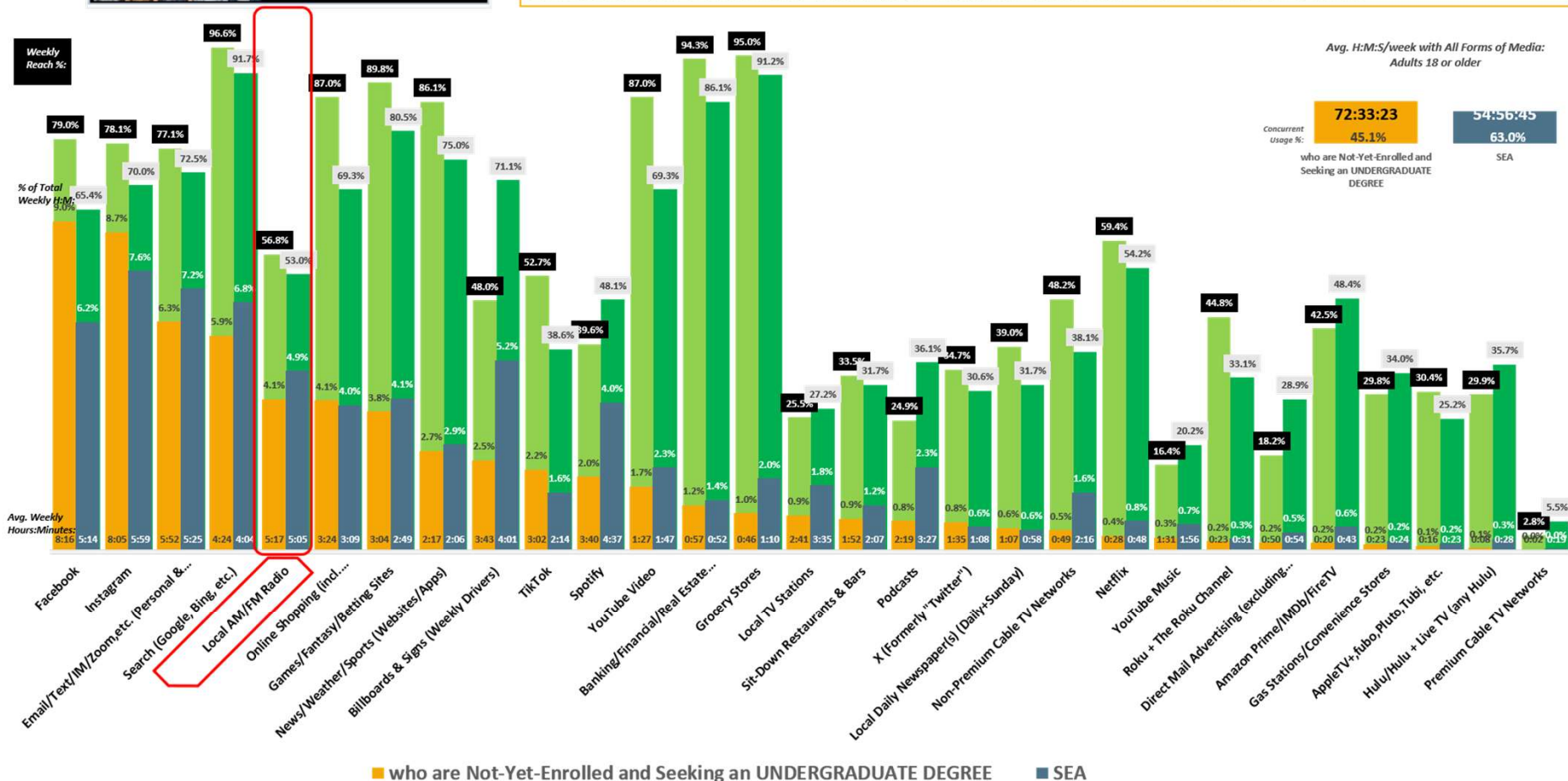


Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

Concurrent Usage %:
81:32:49 47.7%
57:39:38 62.0%
who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE
WDC



GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 3 days, 0 hours, 33 minutes and 23 seconds each week with All Forms of Media.
 56.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 5 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 4.1% of total time spent with all forms of Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65
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SEA GEN-Z (P18-29) DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 495

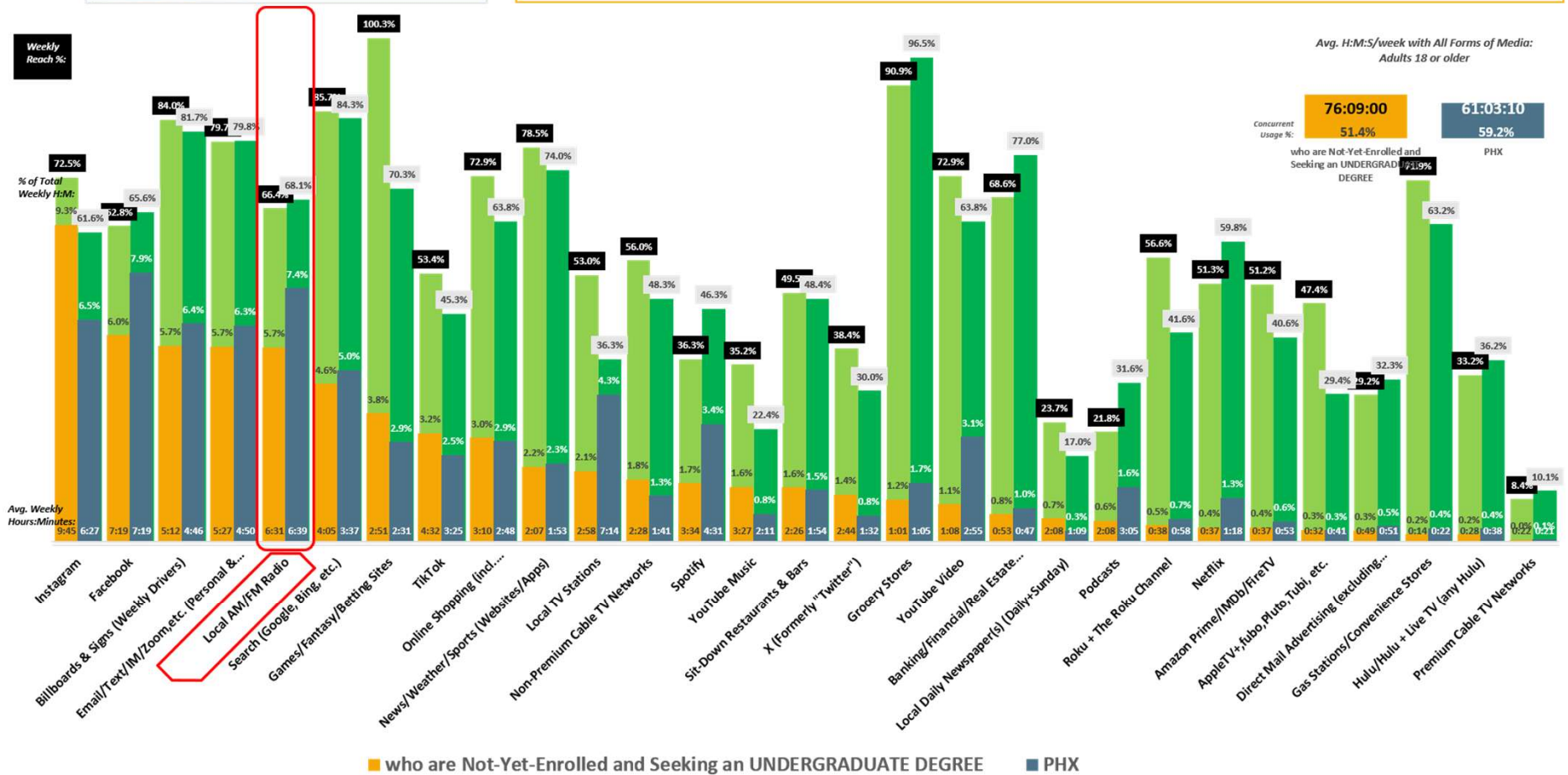


Share of Everything for Anything.

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

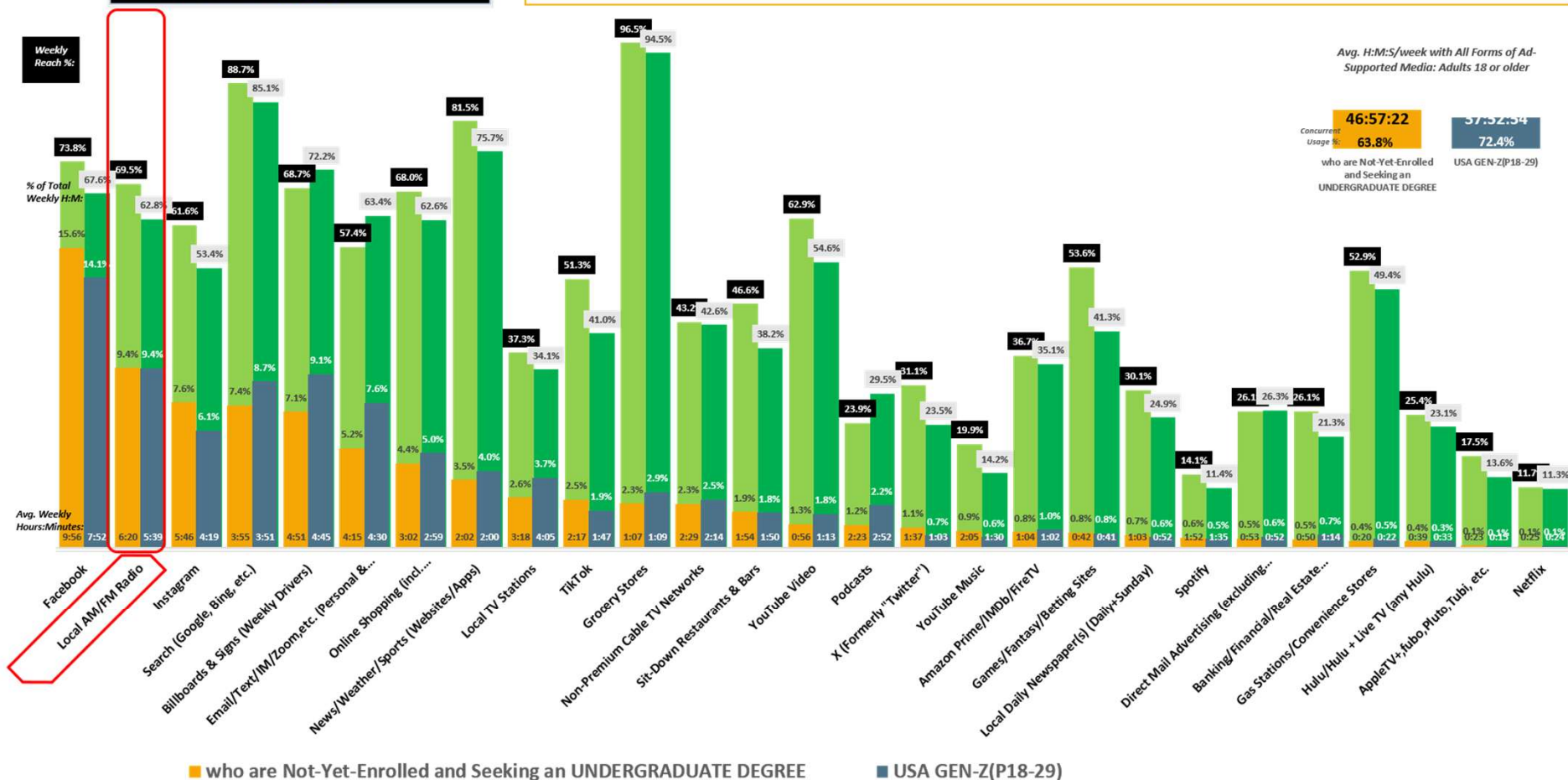


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 3 days, 4 hours, 9 minutes and 0 seconds each week with All Forms of Media.
66.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 6 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 5.7% of total time spent with all forms of Media.





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



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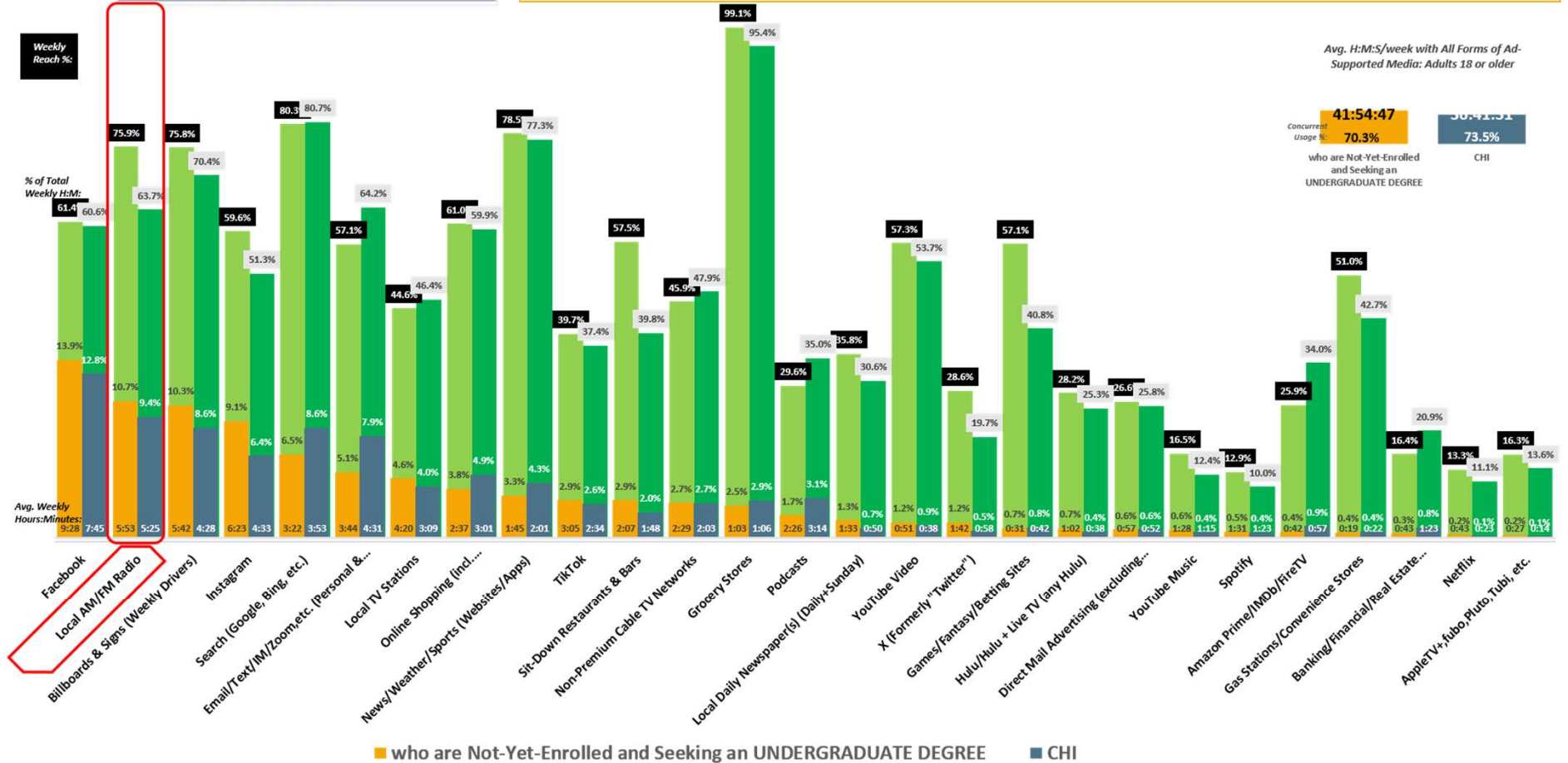
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498



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

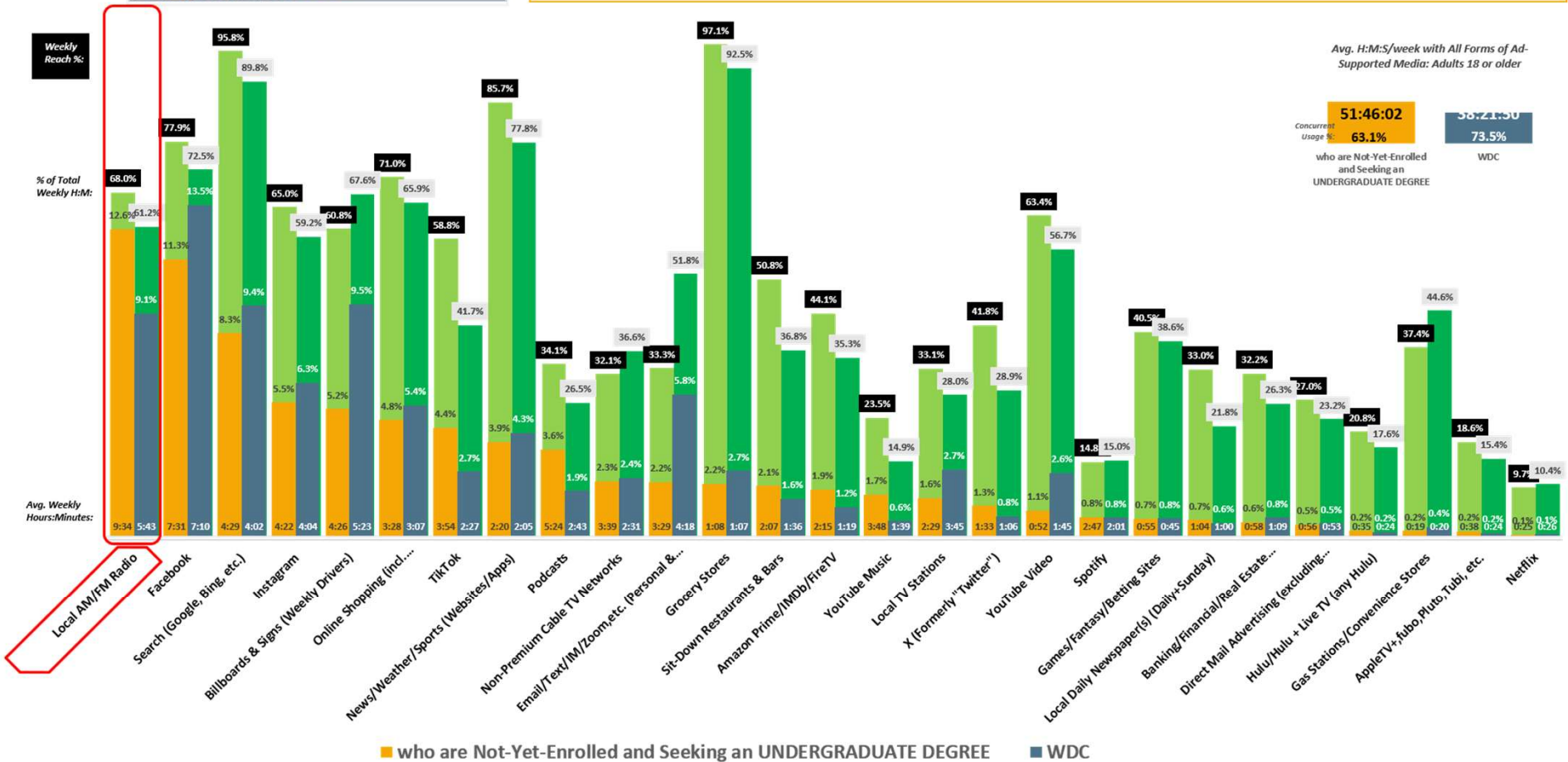


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 1 days, 17 hours, 54 minutes and 47 seconds each week with All Forms of Ad-Supported Media.
 75.9% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 5 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Supported Media





GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 3 hours, 46 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
68.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 9 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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WDC GEN-Z (P18-29) DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab

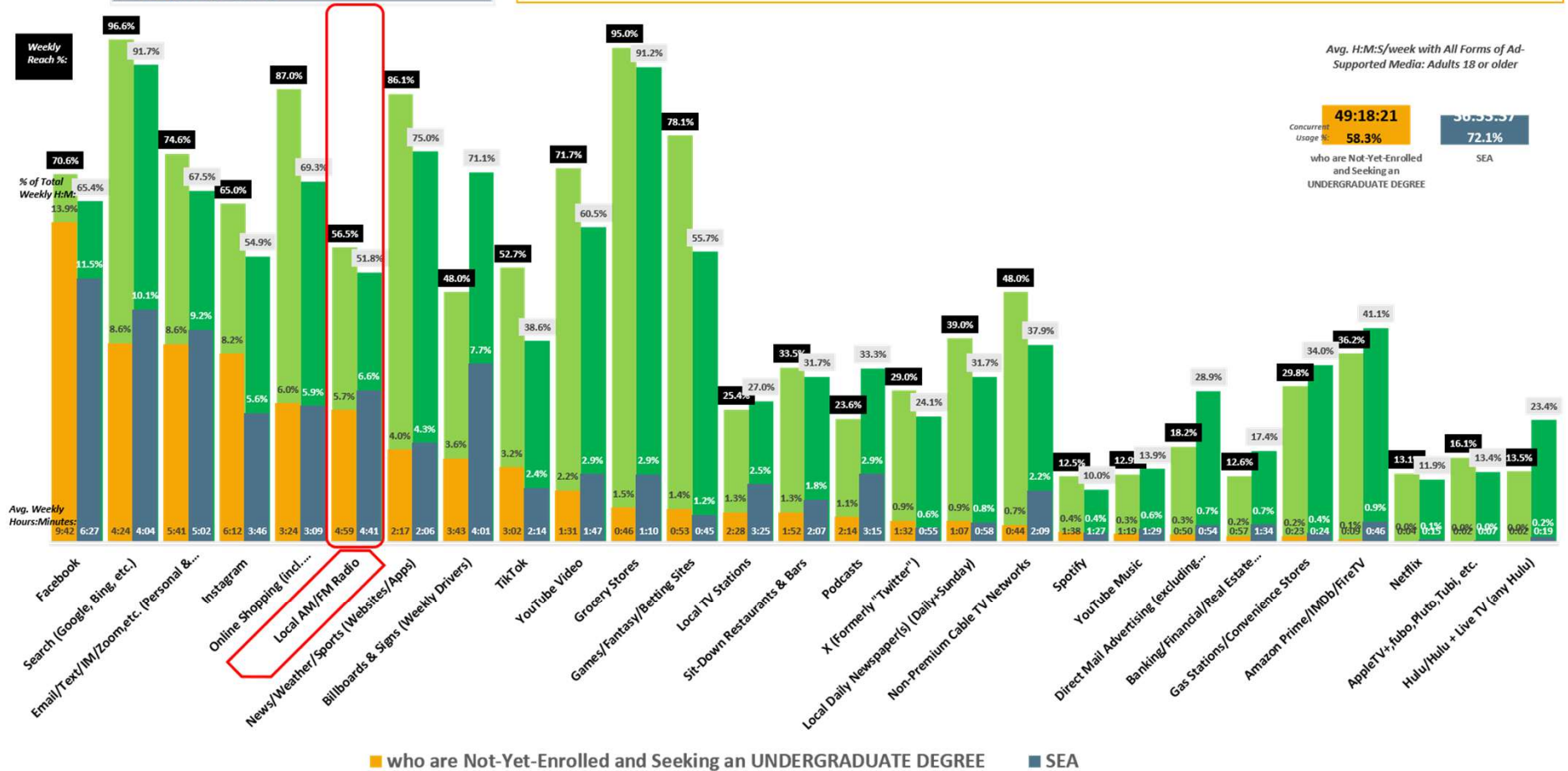
960 **HB** Hubbard BROADCASTING Share of Everything for Anything.

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



GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 1 hour, 18 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

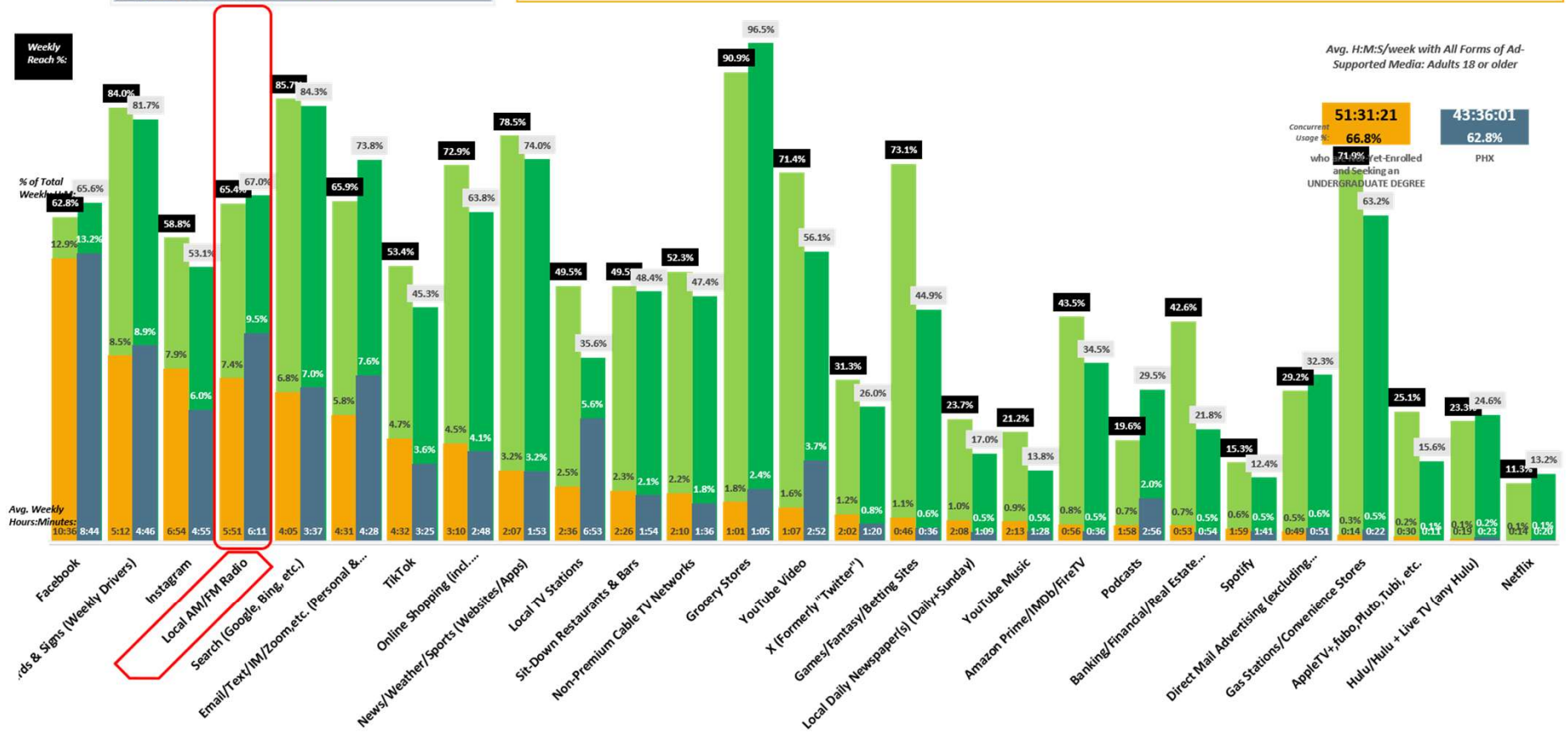
56.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 4 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.7% of total time spent with all forms of Ad-Supported Media.





GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 3 hours, 31 minutes and 21 seconds each week with All Forms of Ad-Supported Media.

65.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 5 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.4% of total time spent with all forms of Ad-Supported Media.



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

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79
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PHX GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 374



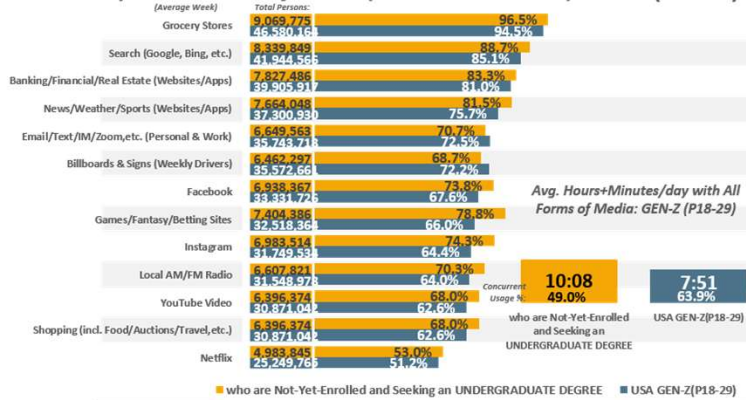
Share of Everything for Anything.

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

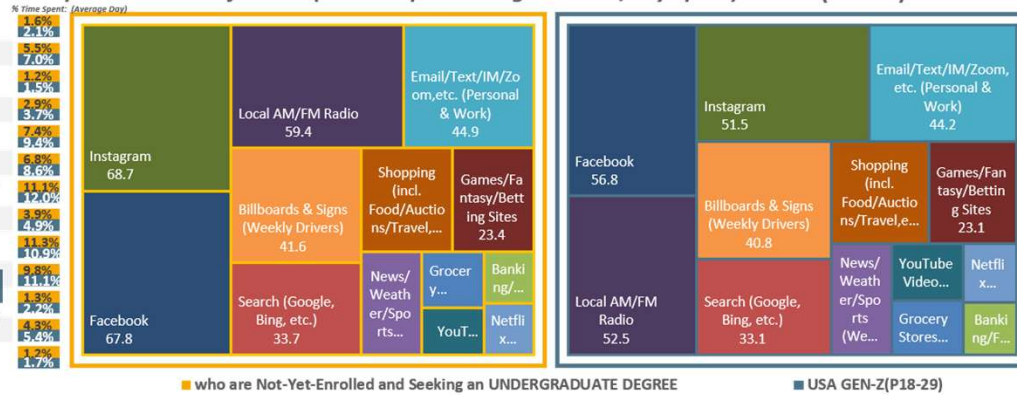


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 69.5% listen to Local AM/FM Radio for an avg. of 54.4 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

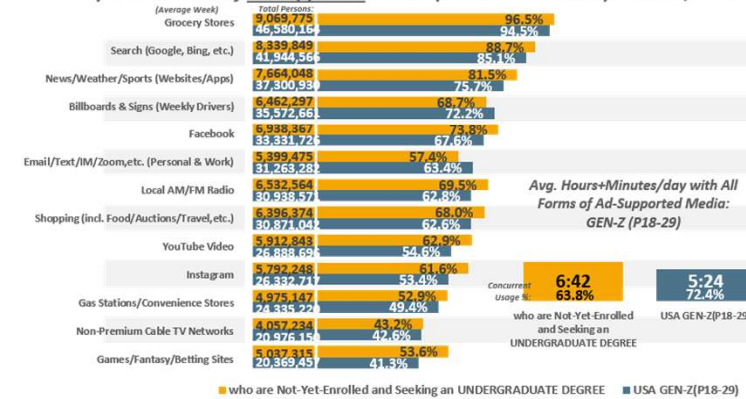
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



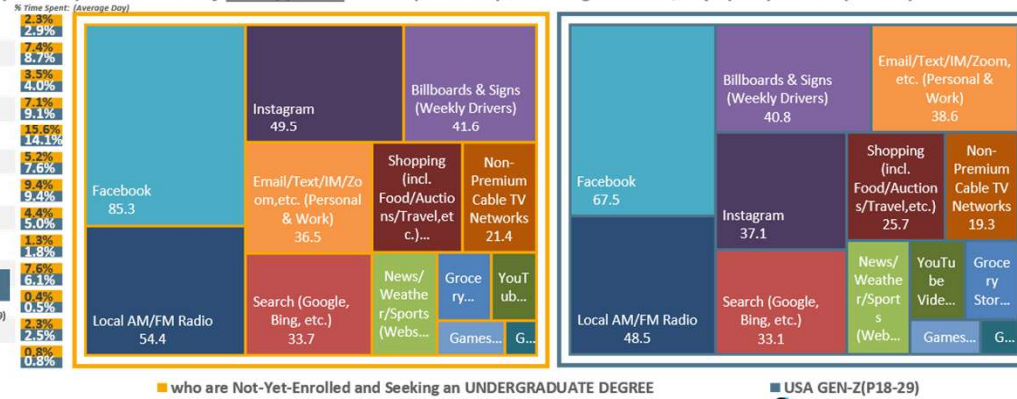
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

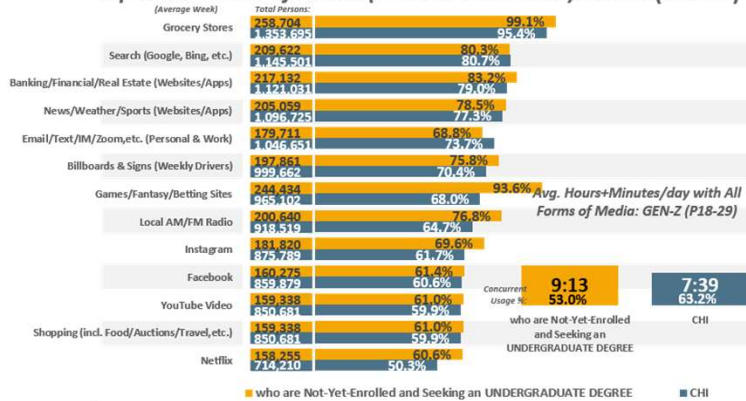
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((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally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

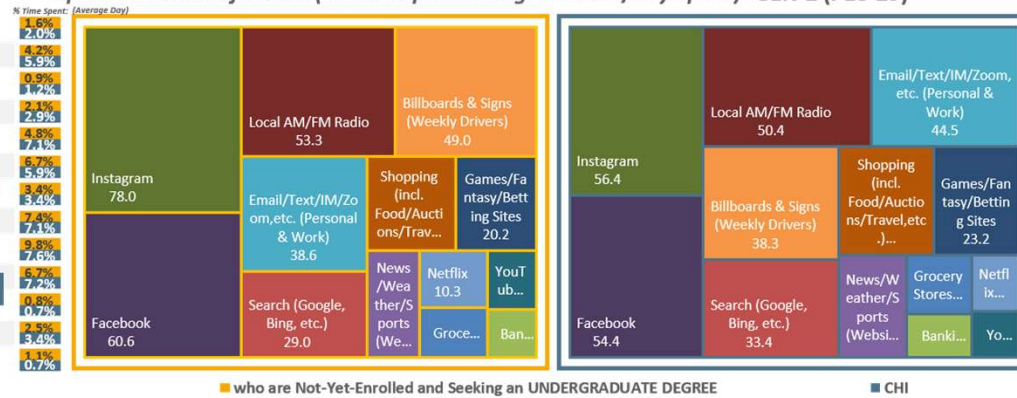


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 50.4 minutes/day.(Local Radio delivers 10.7% of Time with Ad-Supported Media.)

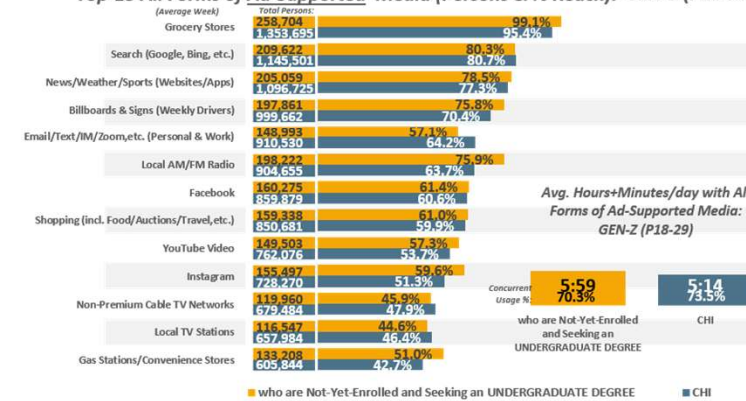
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



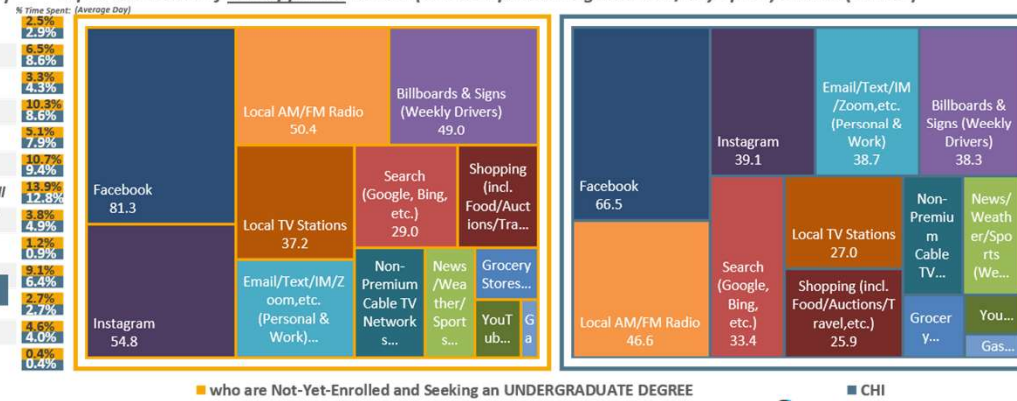
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96
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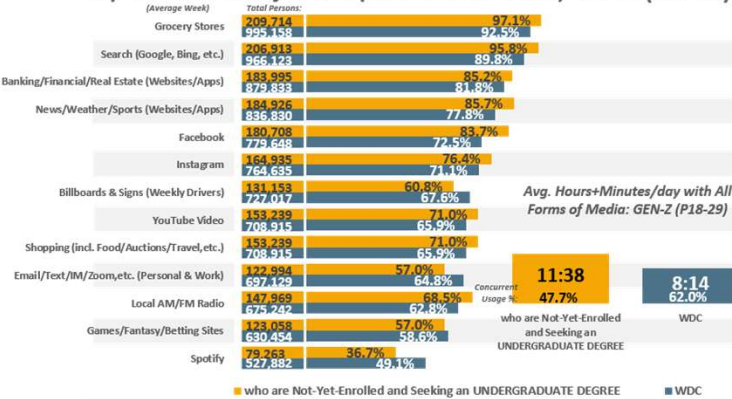
soefa.ai Share of Everything for Anything

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

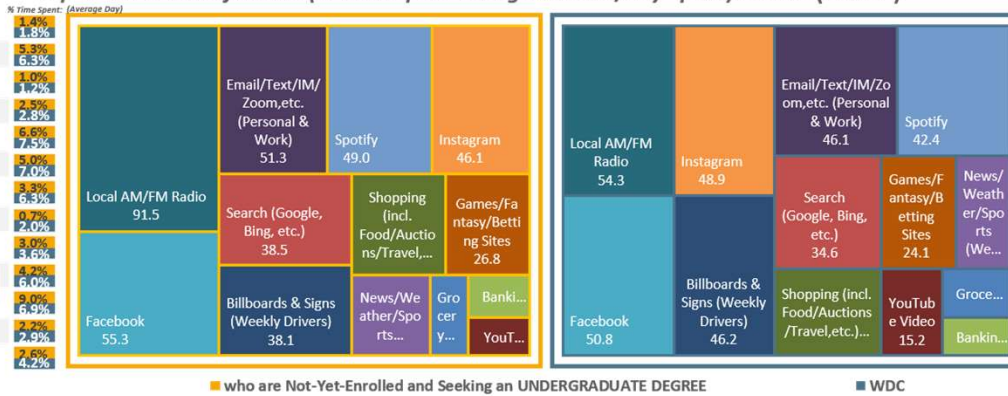


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 68.% listen to Local AM/FM Radio for an avg. of 82.1 minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

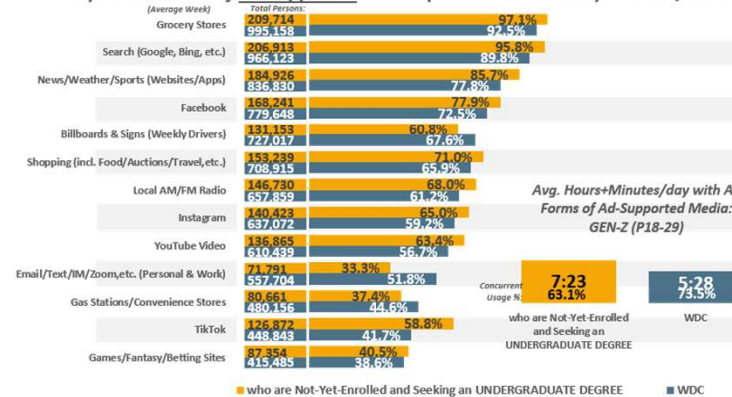
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



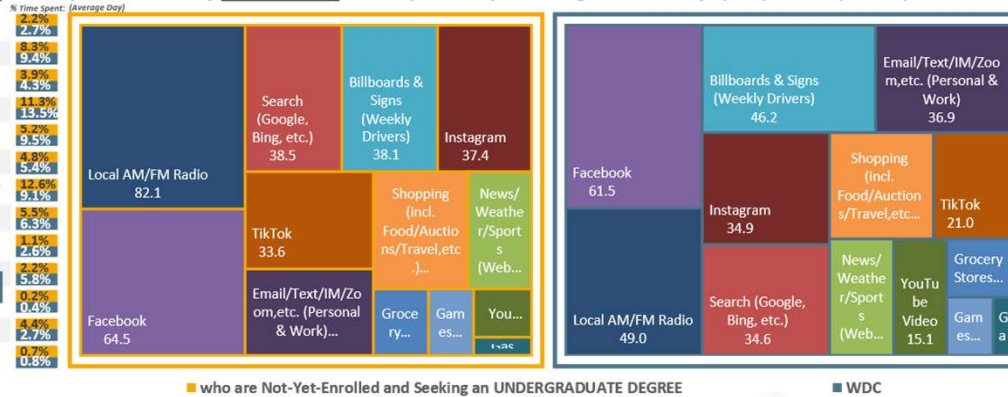
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



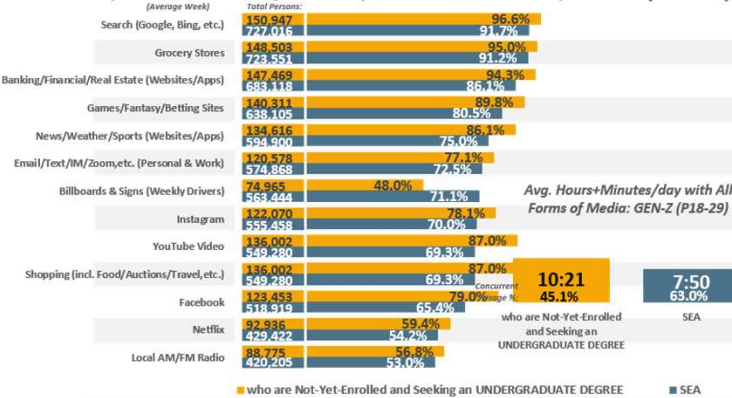
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



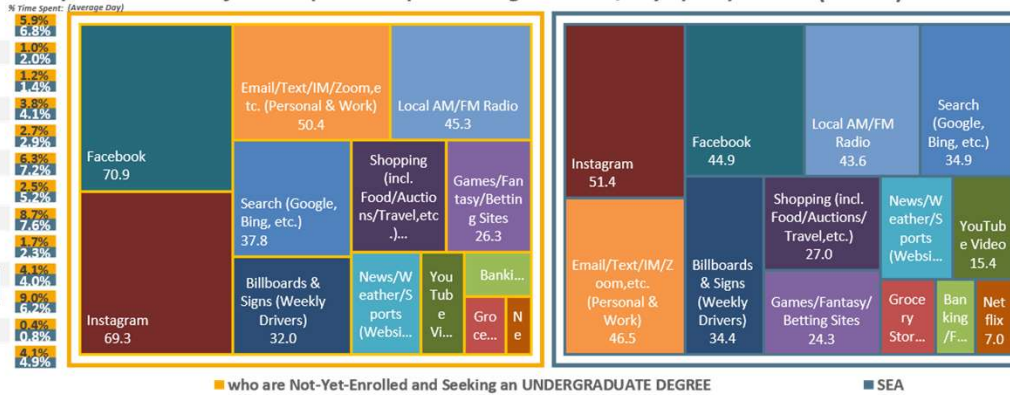


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 56.5% listen to Local AM/FM Radio for an avg. of 42.8 minutes/day.(Local Radio delivers 5.7% of Time with Ad-Supported Media.)

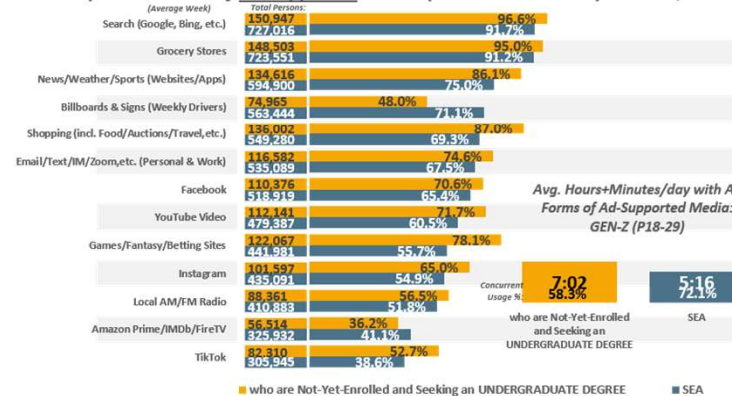
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



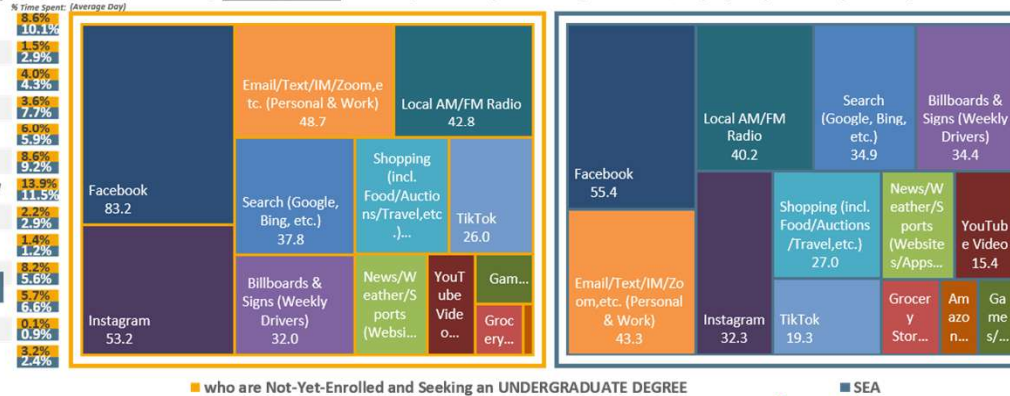
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65
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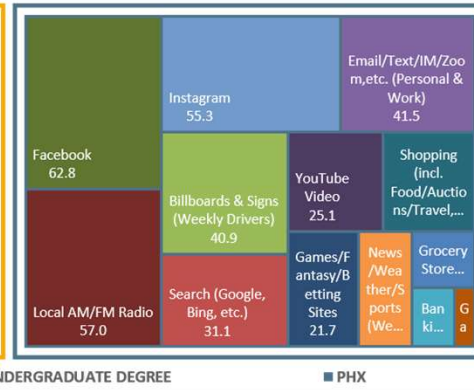
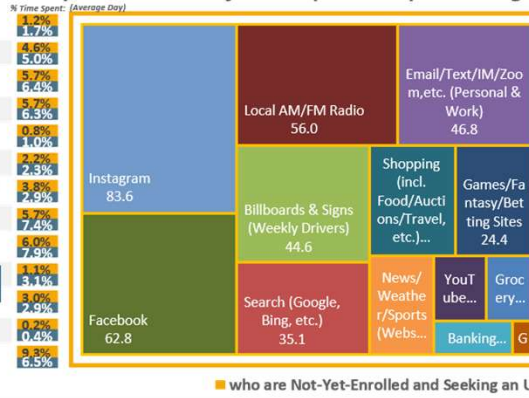
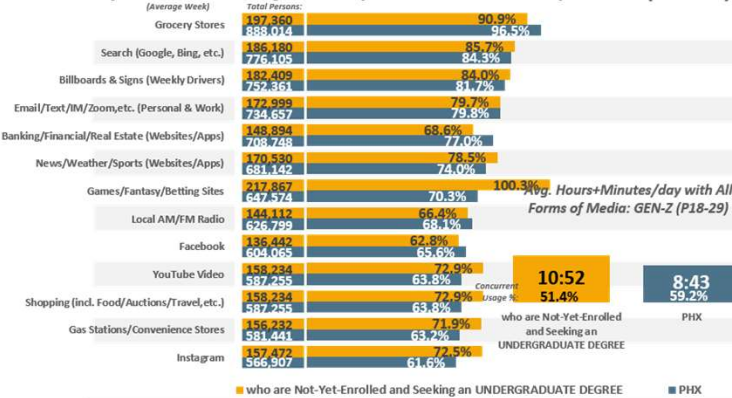
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 65.4% listen to Local AM/FM Radio for an avg. of 50.2 minutes/day.(Local Radio delivers 7.4% of Time with Ad-Supported Media.)

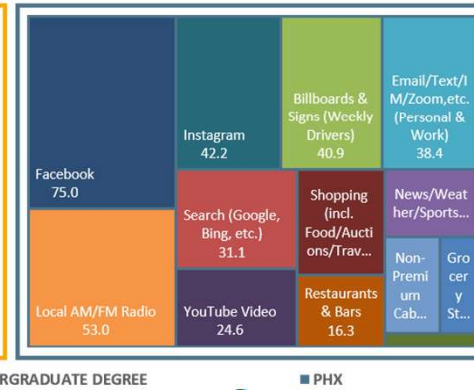
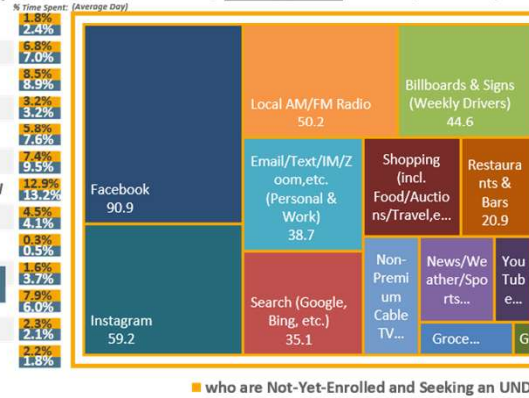
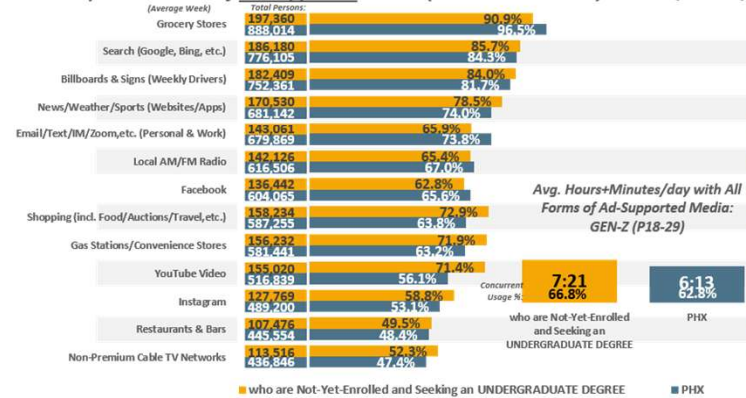
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79
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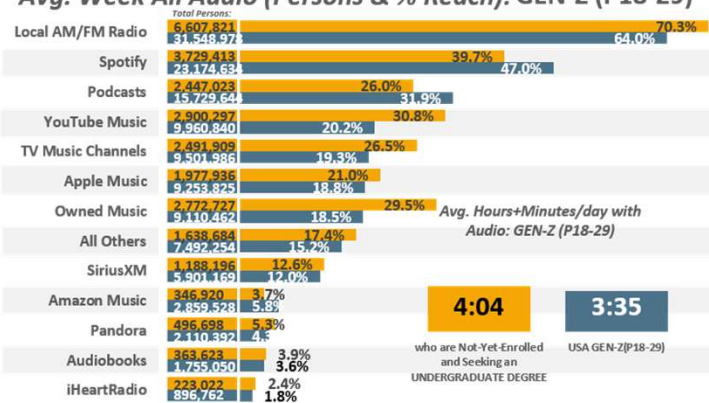
soefa.ai Share of Everything for Anything

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

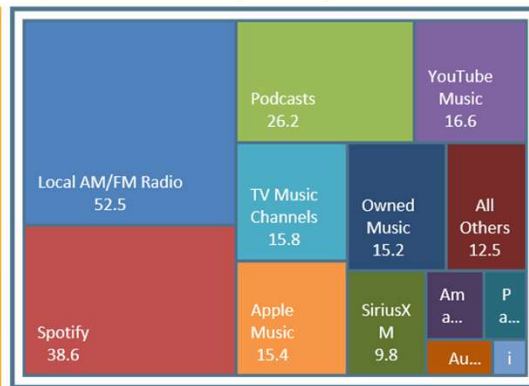
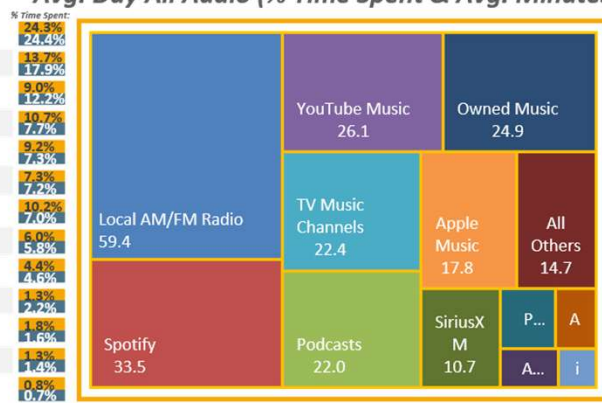


6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

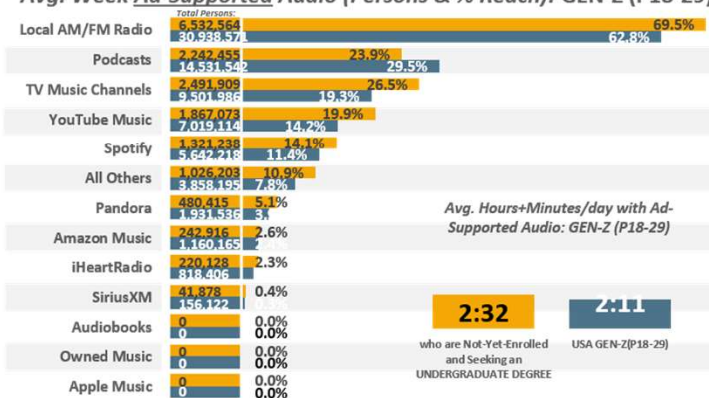
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



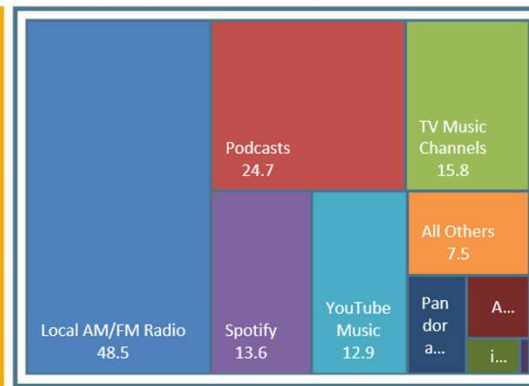
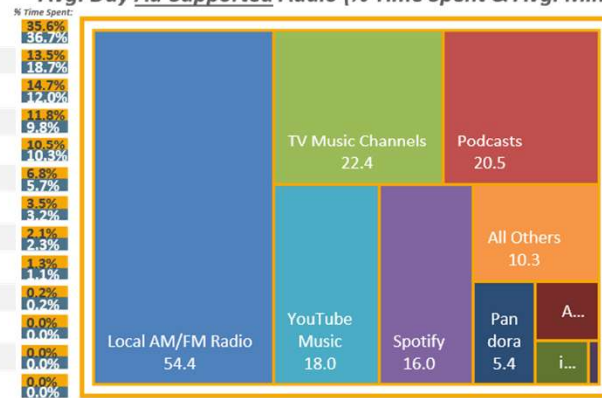
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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

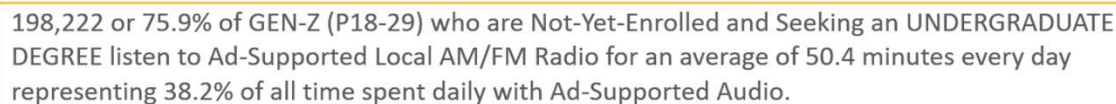


USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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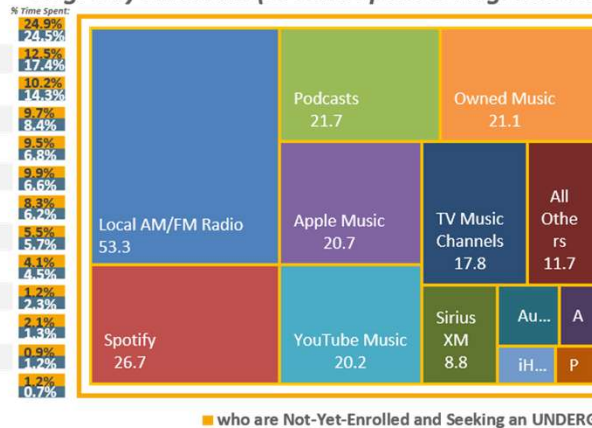
USA GEN-Z(P18-29) USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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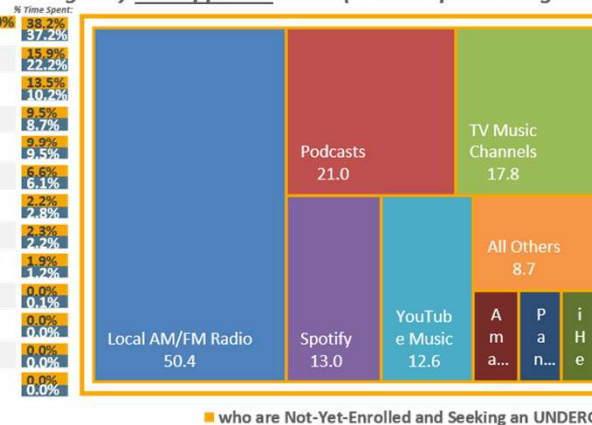
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



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



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

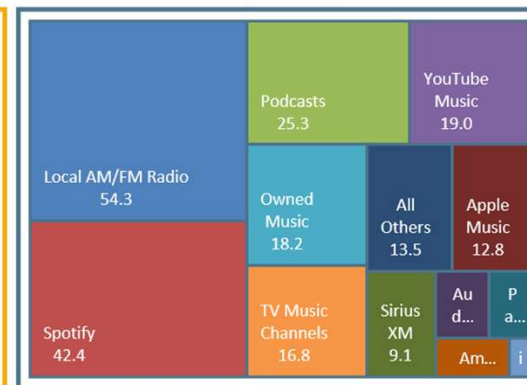
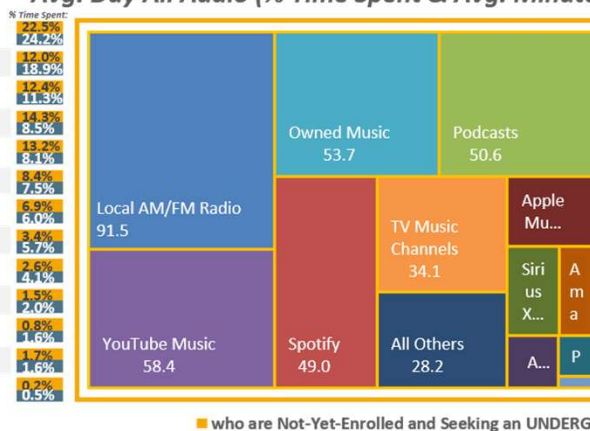


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for Anything ®

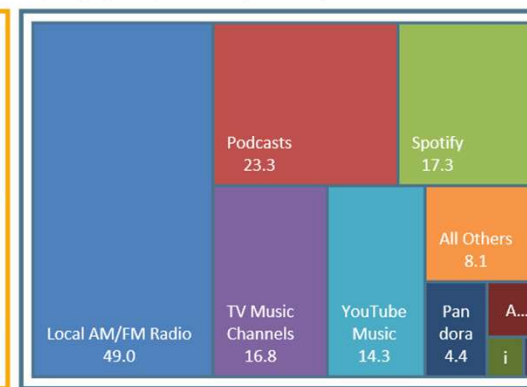
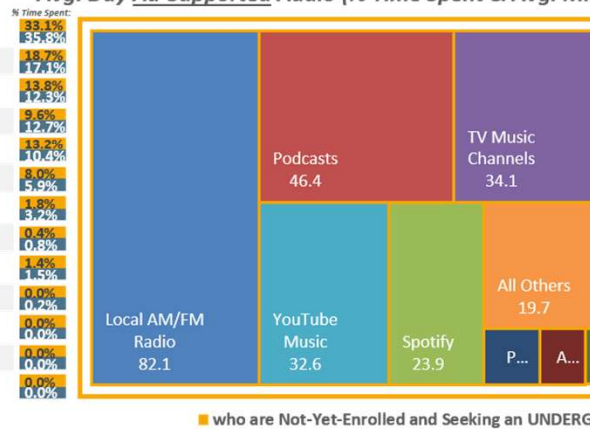
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do not 12 mths: Go back to school (for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



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



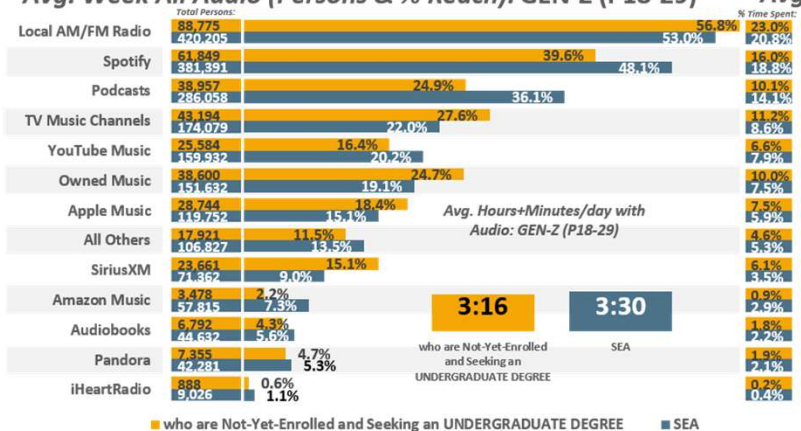
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



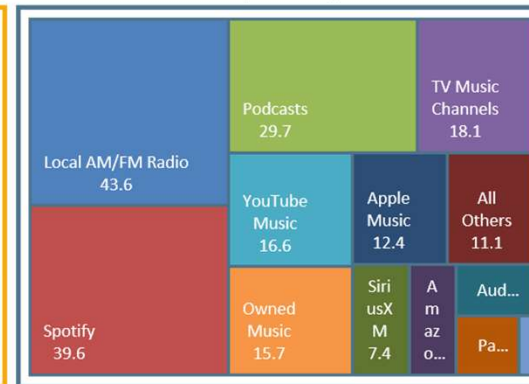
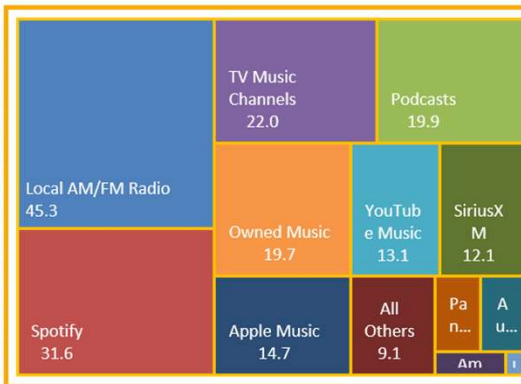


88,361 or 56.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 42.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

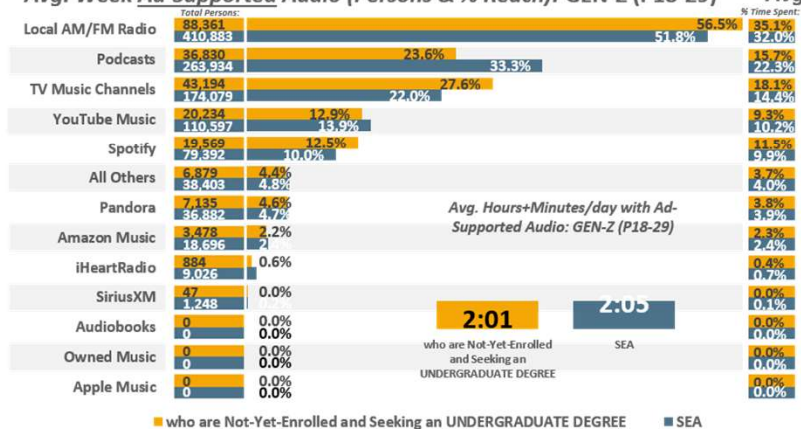
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



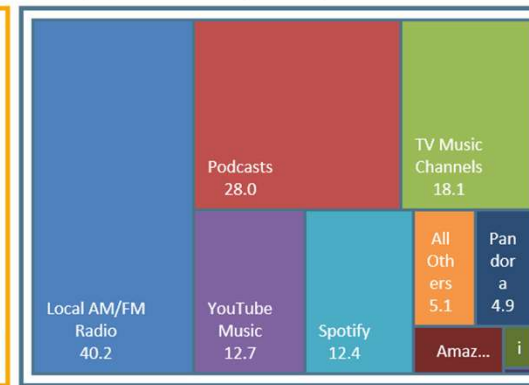
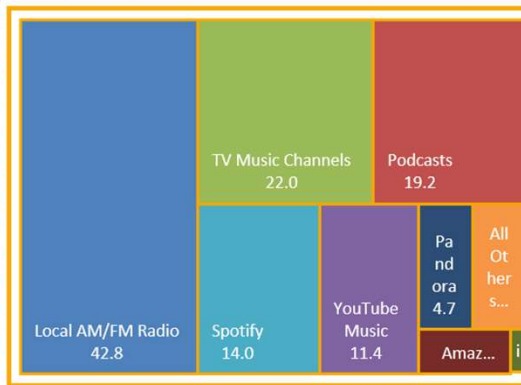
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



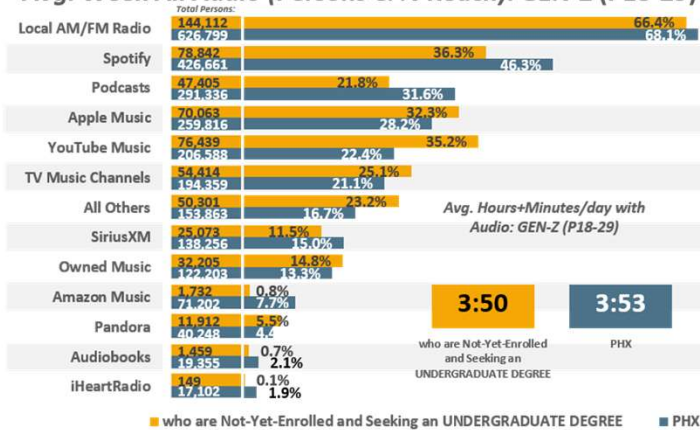
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



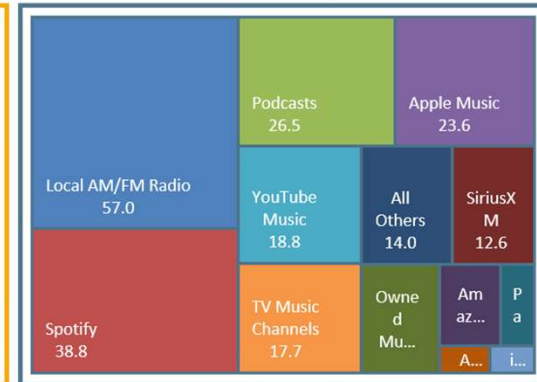
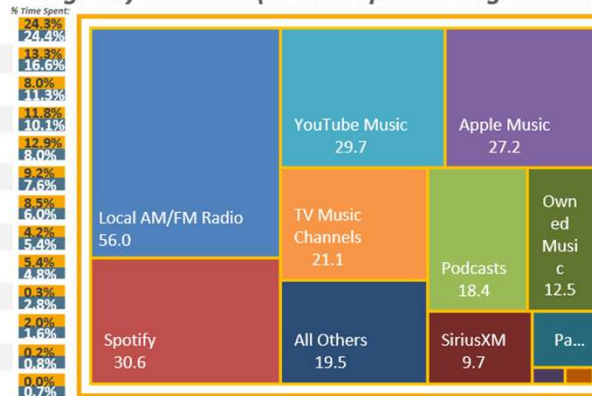


142,126 or 65.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

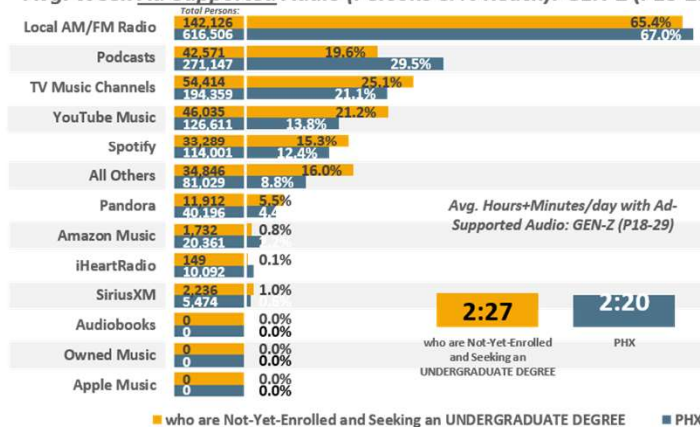
Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



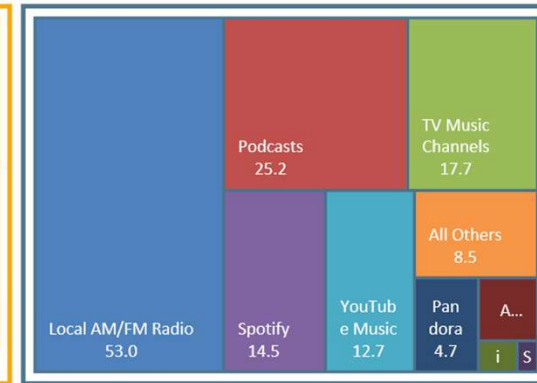
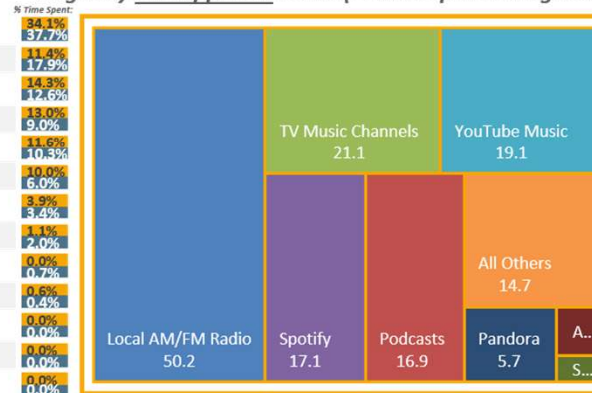
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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

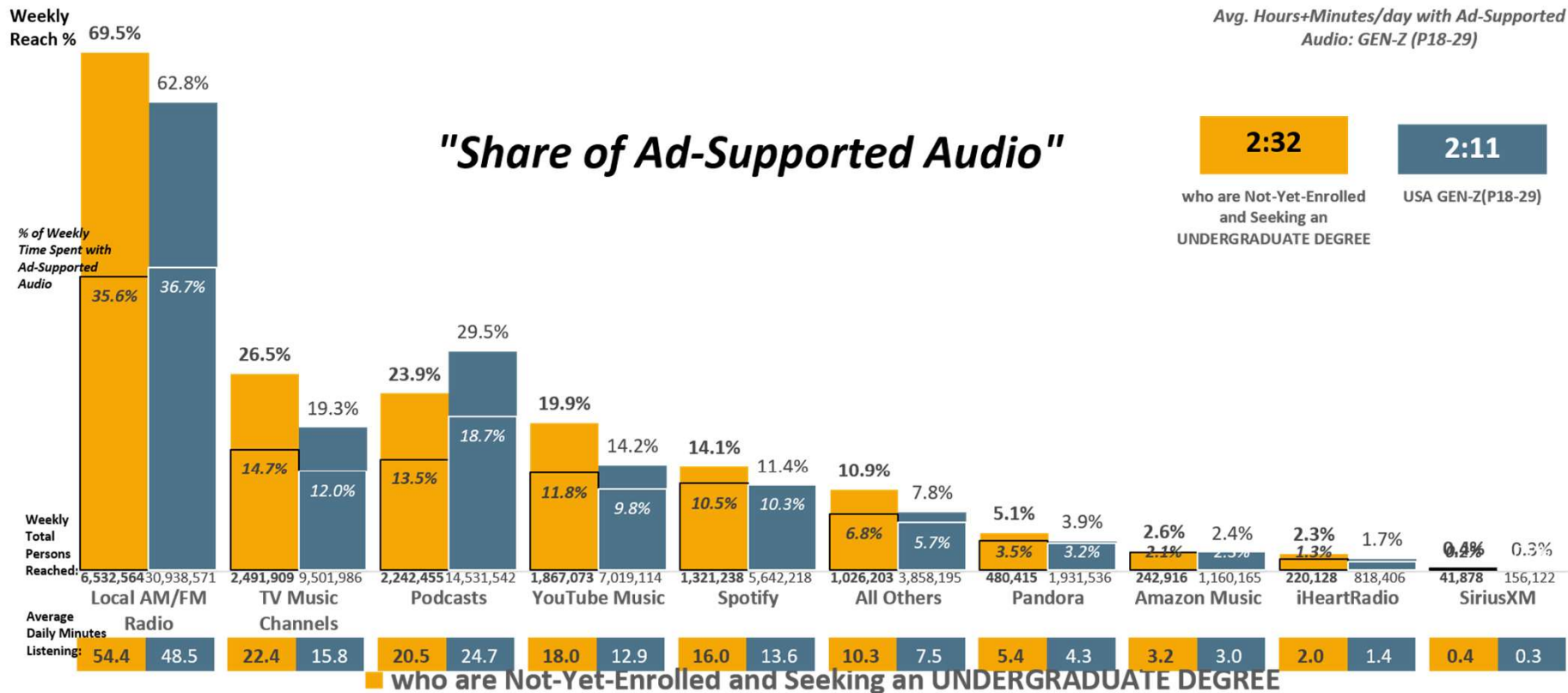


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





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



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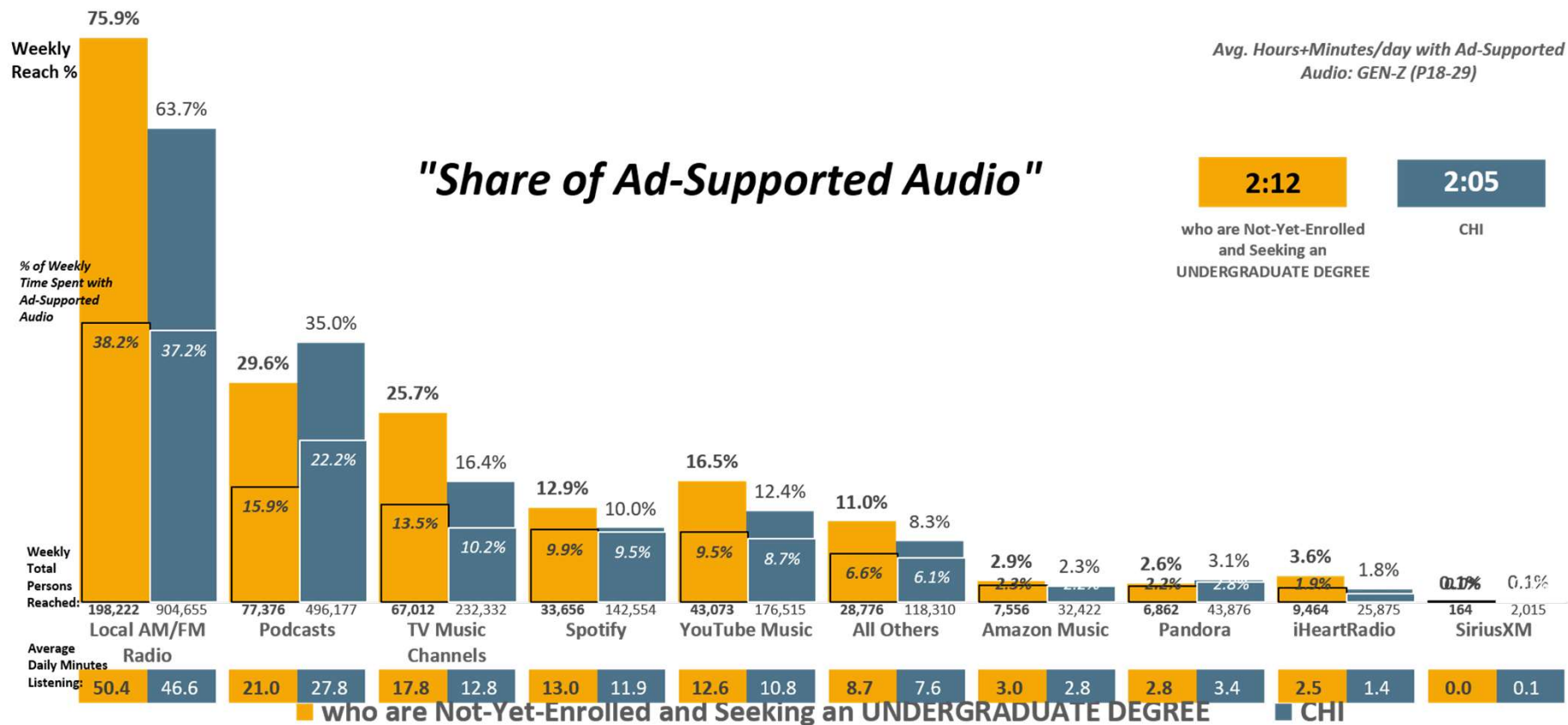
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

soefa.ai Share of Everything for Anything

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



198,222 or 75.9% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 50.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.





146,730 or 68.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 82.1 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

Weekly
Reach % 68.0%

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

4:07

2:16

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

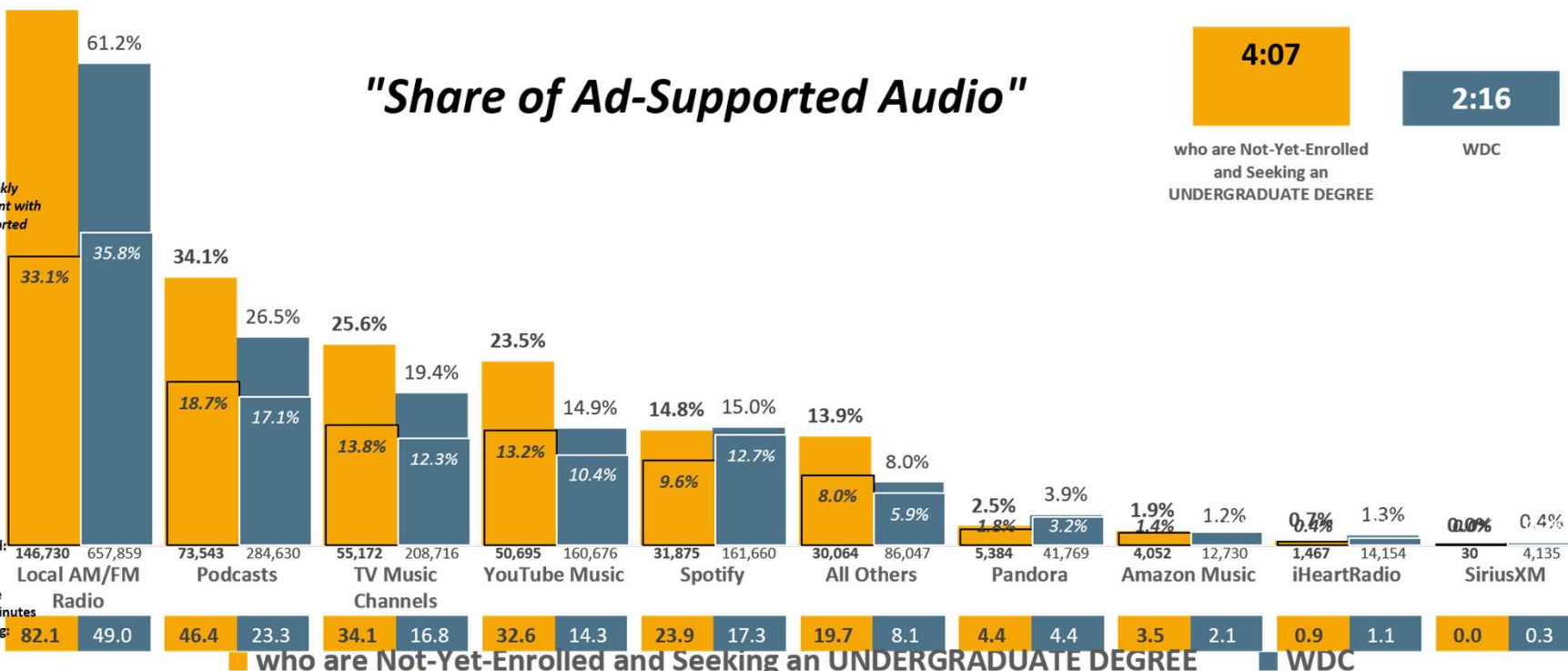
WDC

"Share of Ad-Supported Audio"

% of Weekly
Time Spent with
Ad-Supported
Audio

Weekly
Total
Persons
Reached:

Average
Daily Minutes
Listening:



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

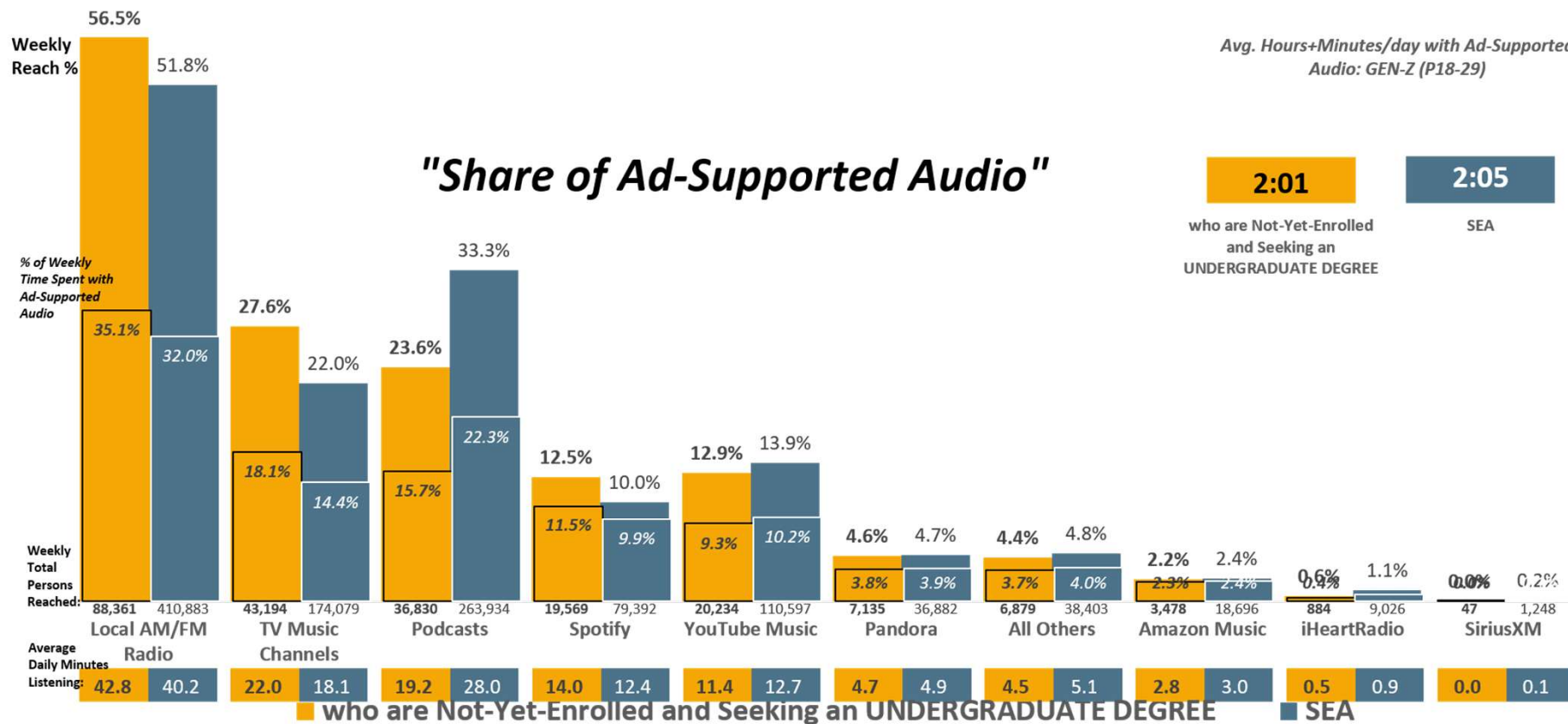
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130 WDC GEN-Z (P18-29) DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960
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for Anything

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

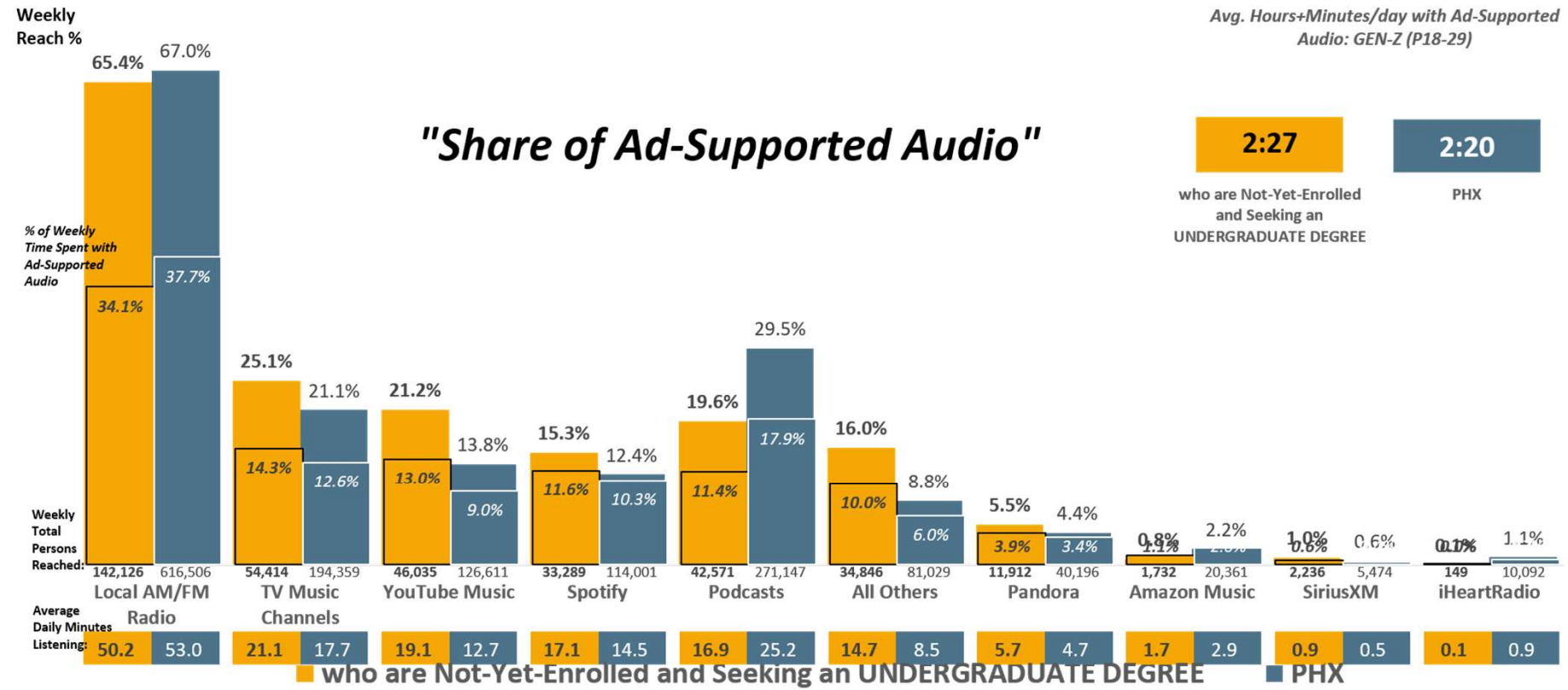


88,361 or 56.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 42.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.





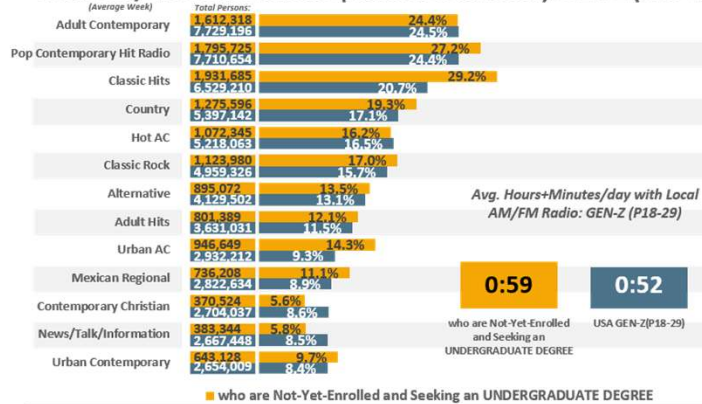
142,126 or 65.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.



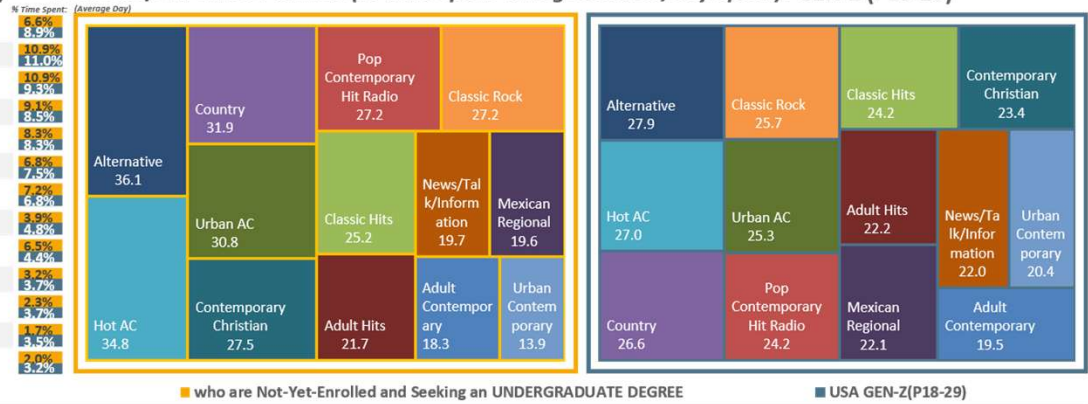


6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Rock.

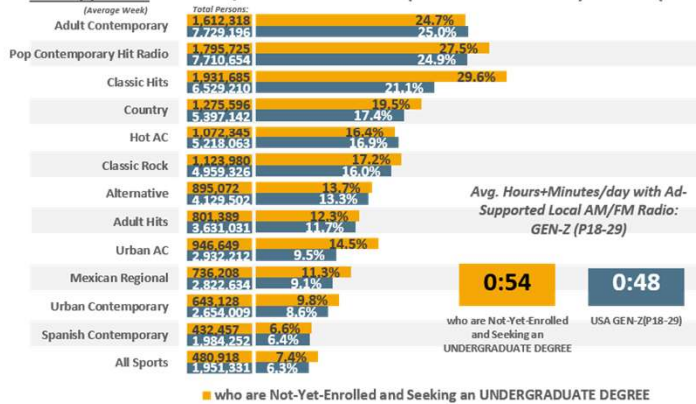
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



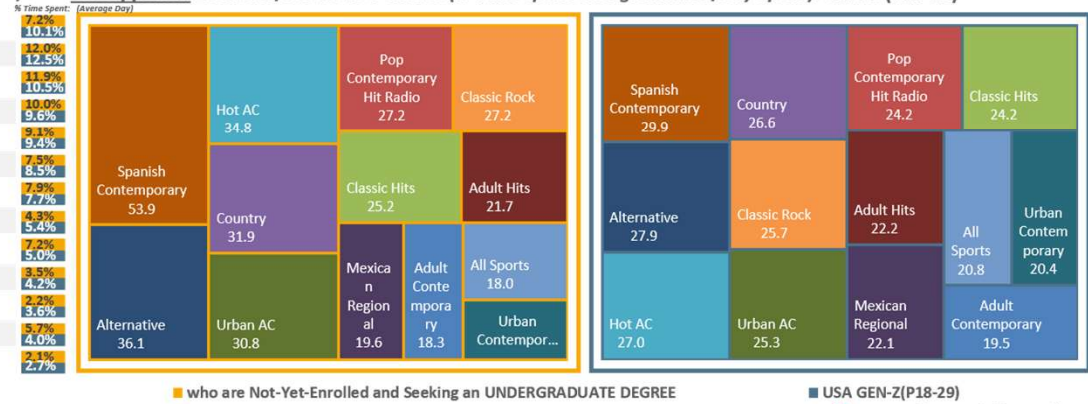
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

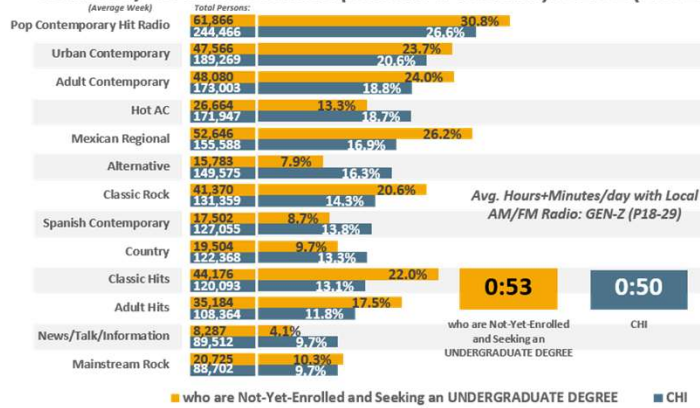
soefai Share of Everything for Anything

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

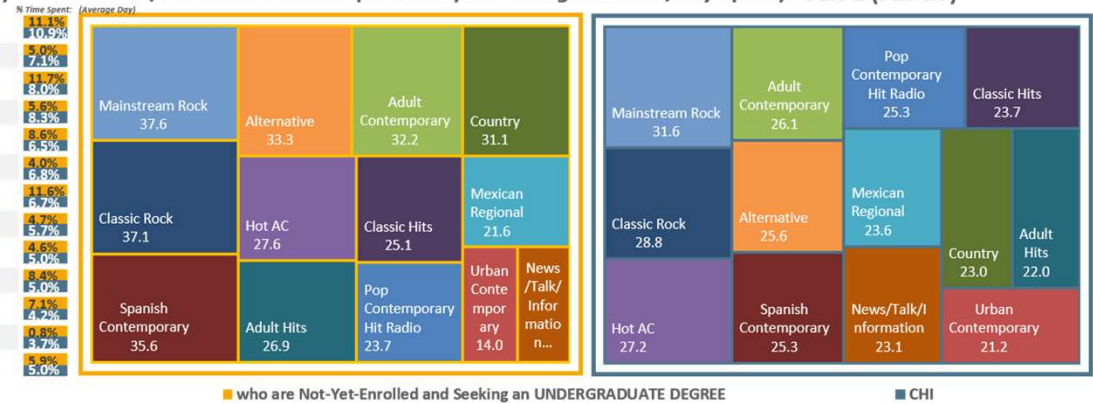


198,222 or 75.9% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Mexican Regional, Adult Contemporary, Urban Contemporary, and Class

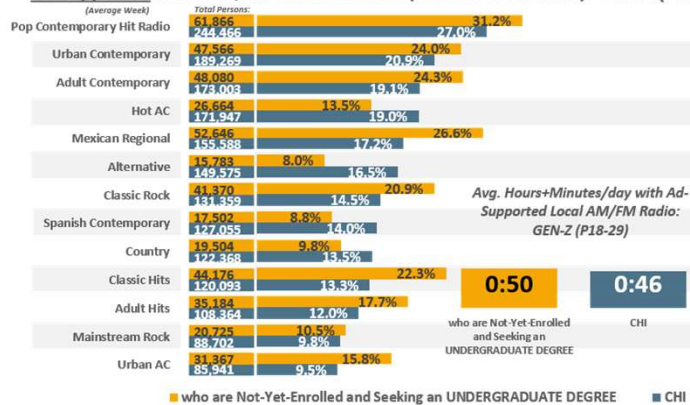
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



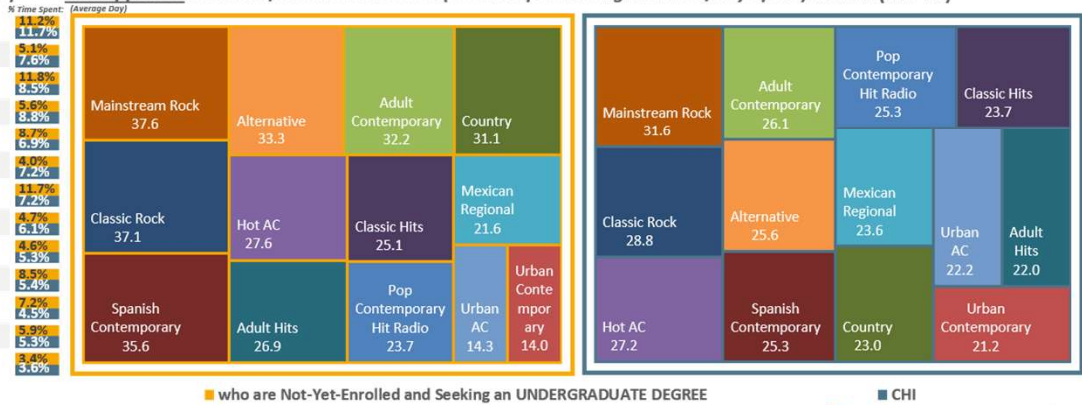
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



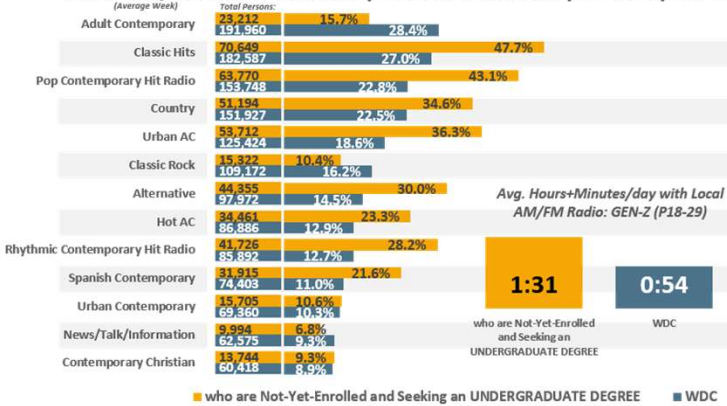
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



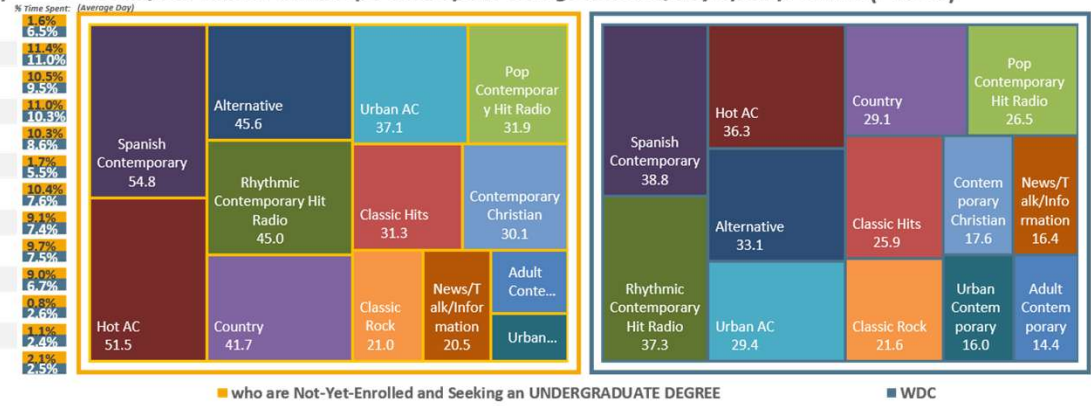


146,730 or 68.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Urban AC, Country, and Alternative.

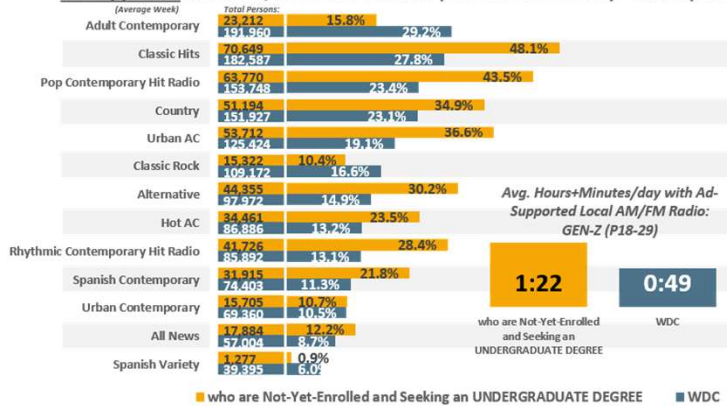
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



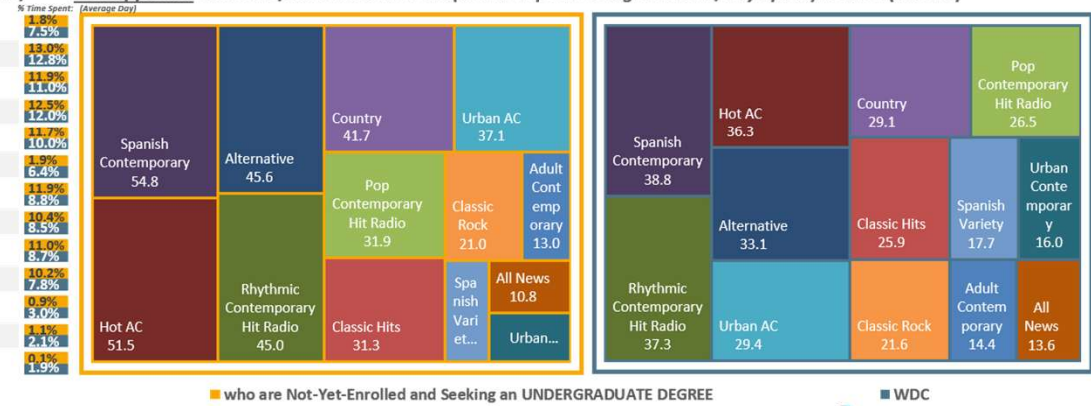
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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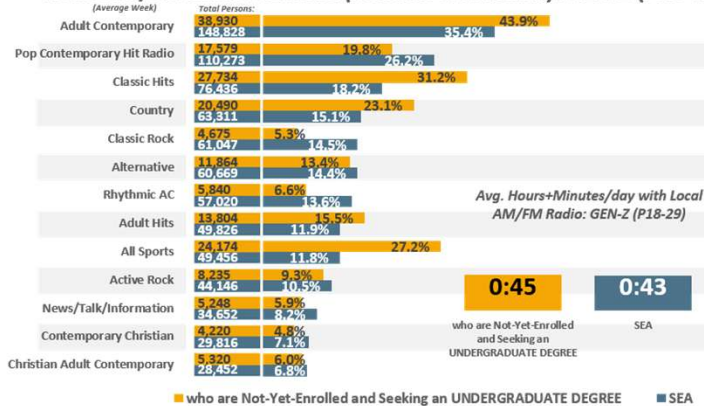
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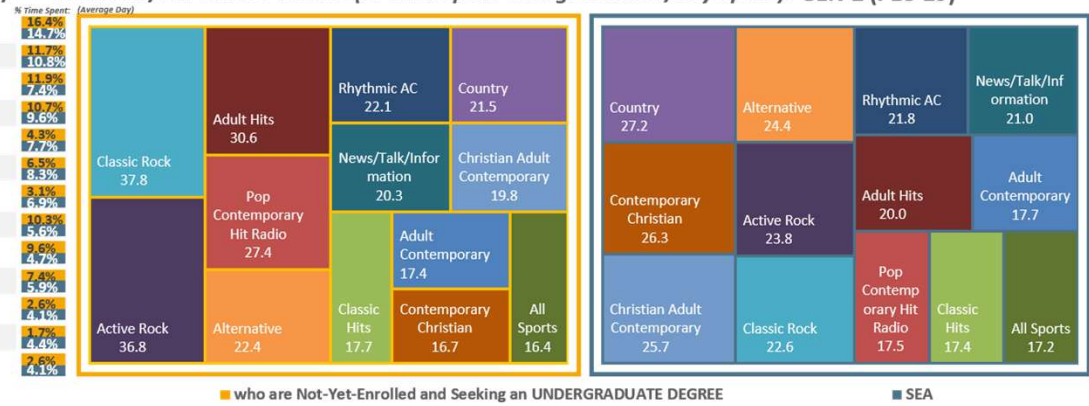


88,361 or 56.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All Sports, Country, and Pop Contemporary Hit Radio.

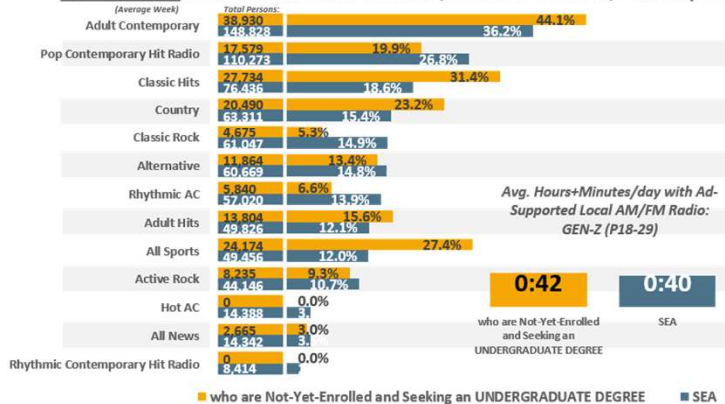
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



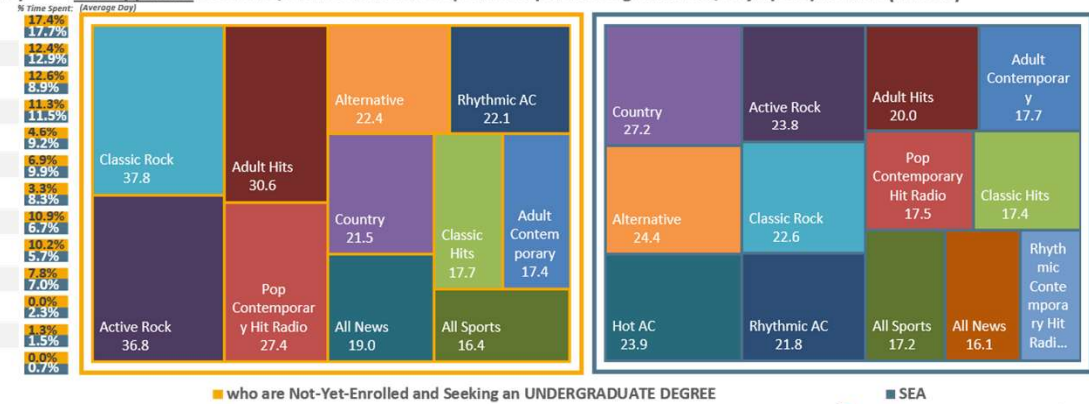
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



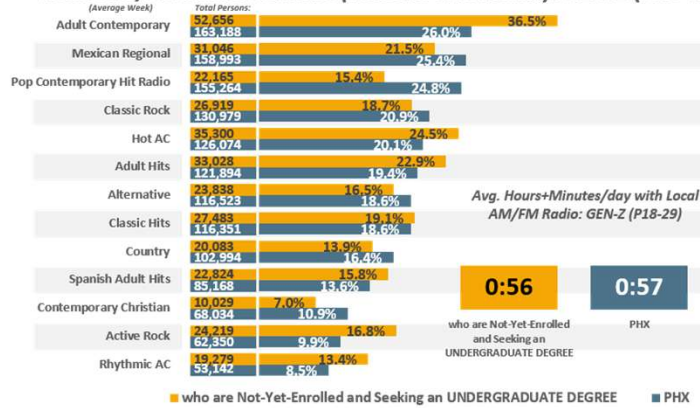
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



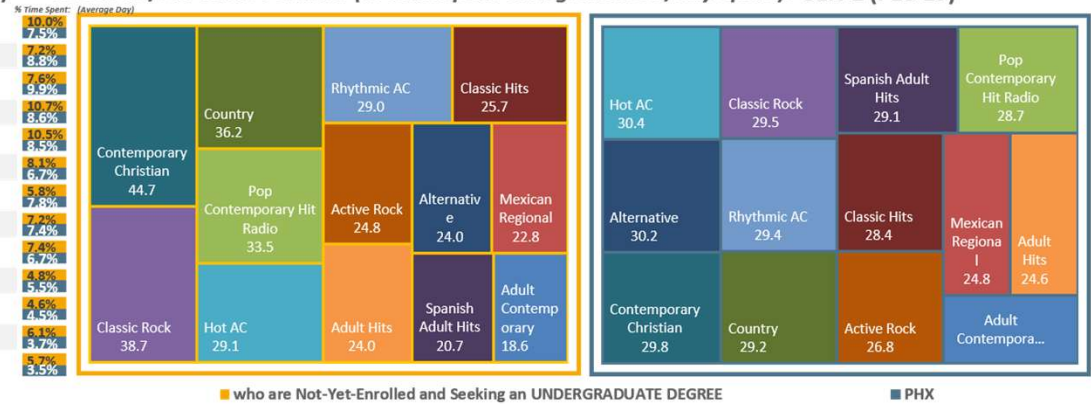


142,126 or 65.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Adult Hits, Mexican Regional, and Classic Hits.

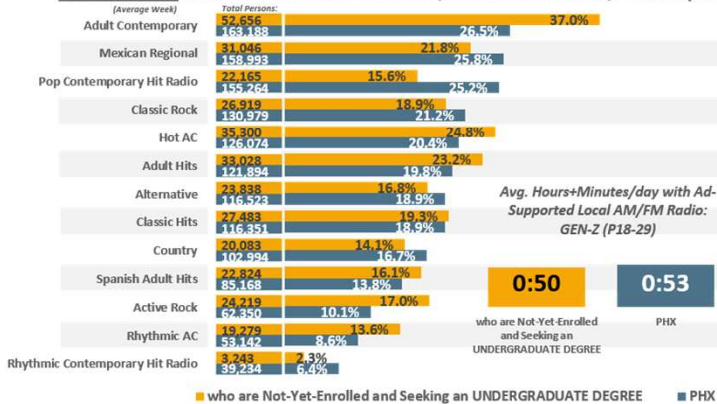
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



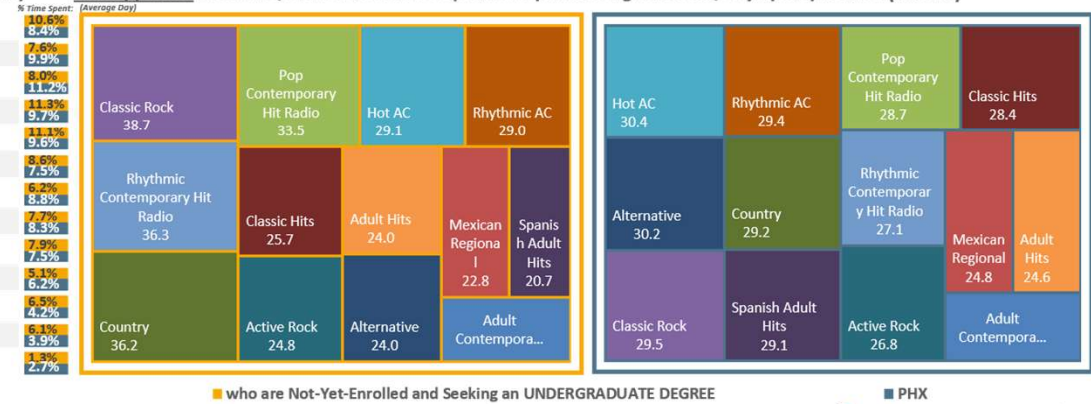
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



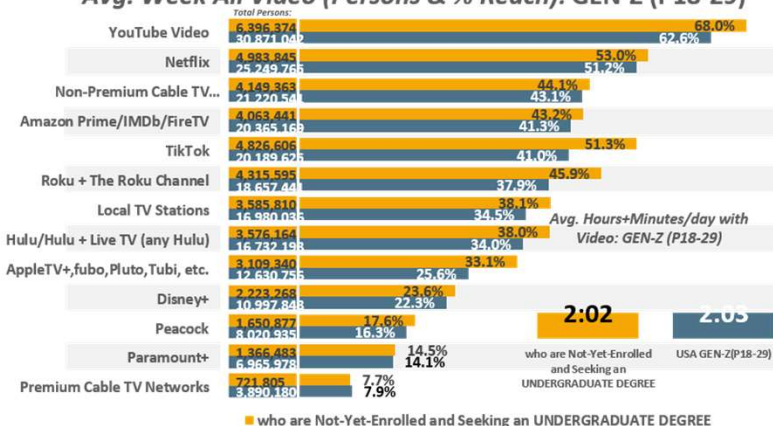
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



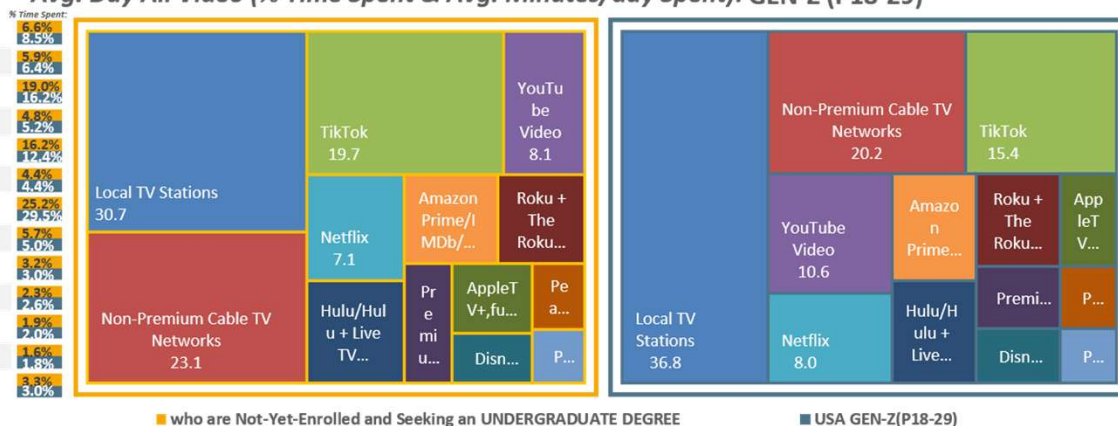


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 28.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

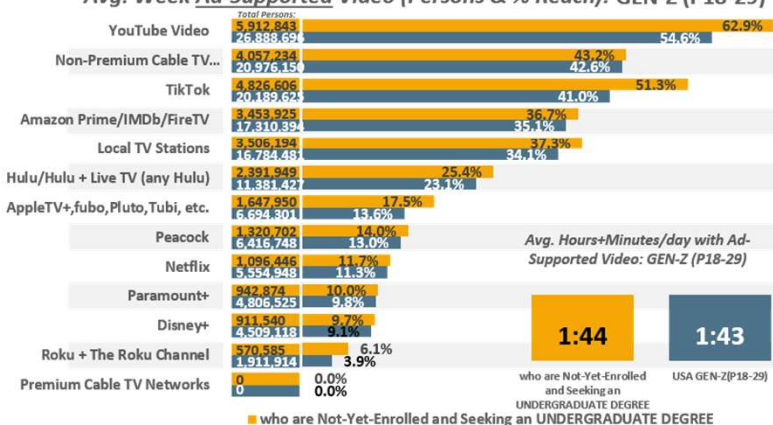
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



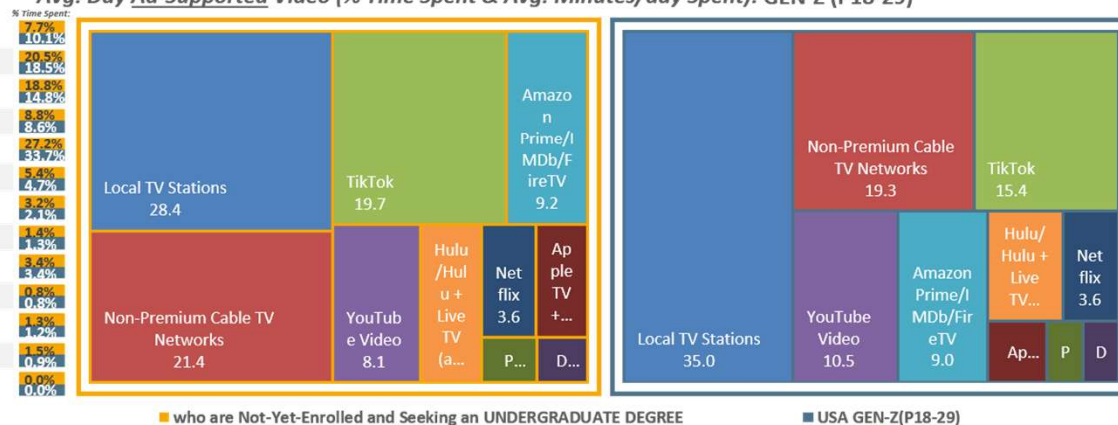
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

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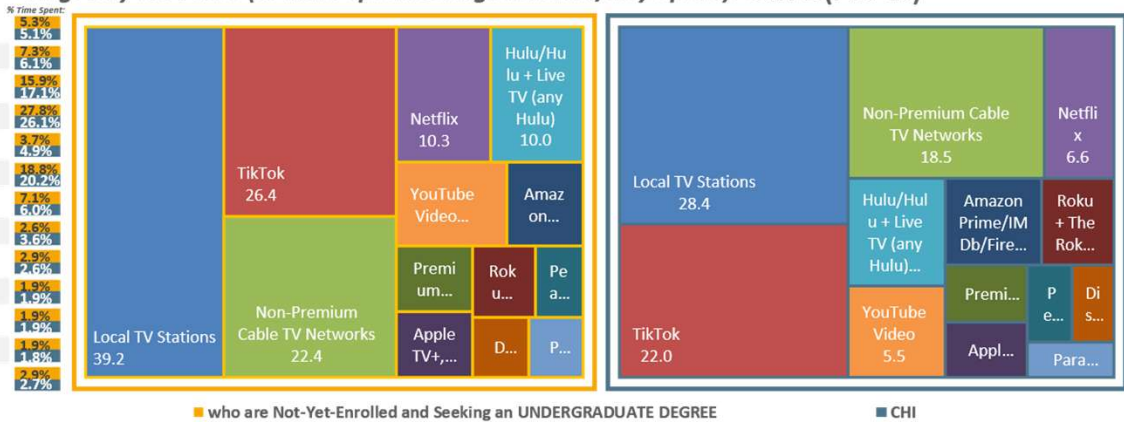
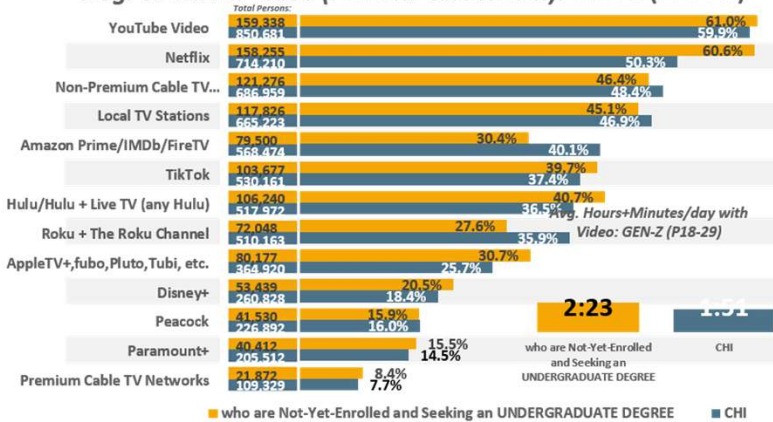
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for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



116,547 or 44.6% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 37.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

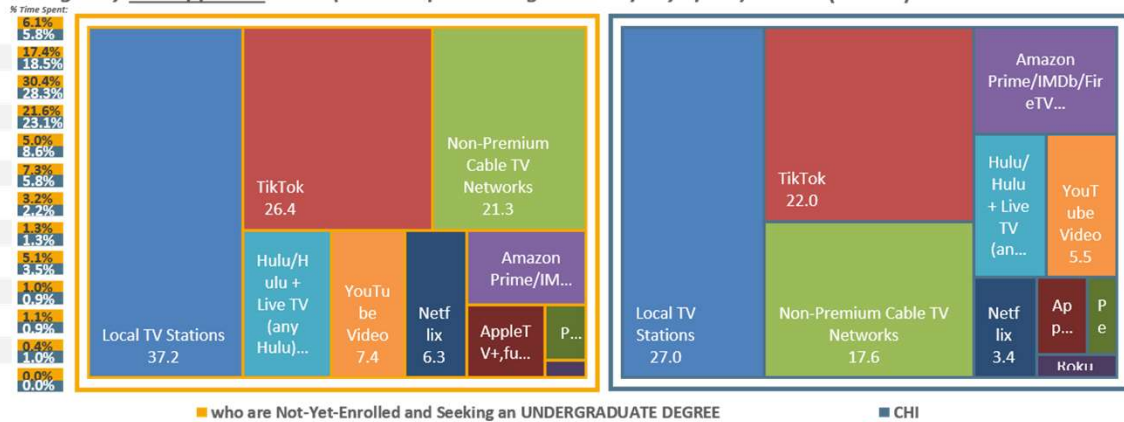
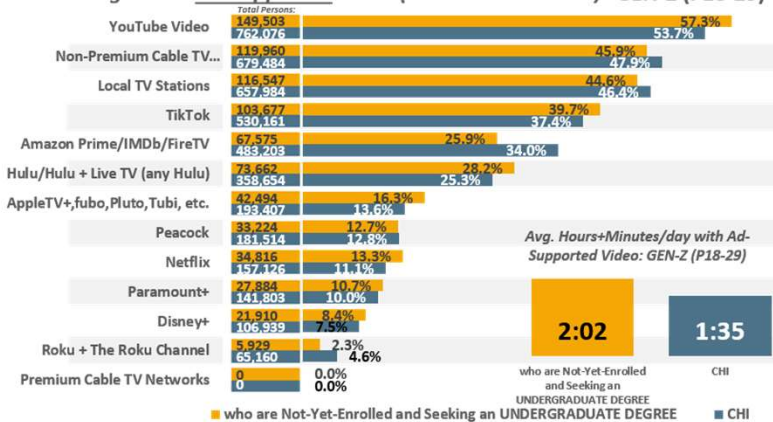
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

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



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

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96
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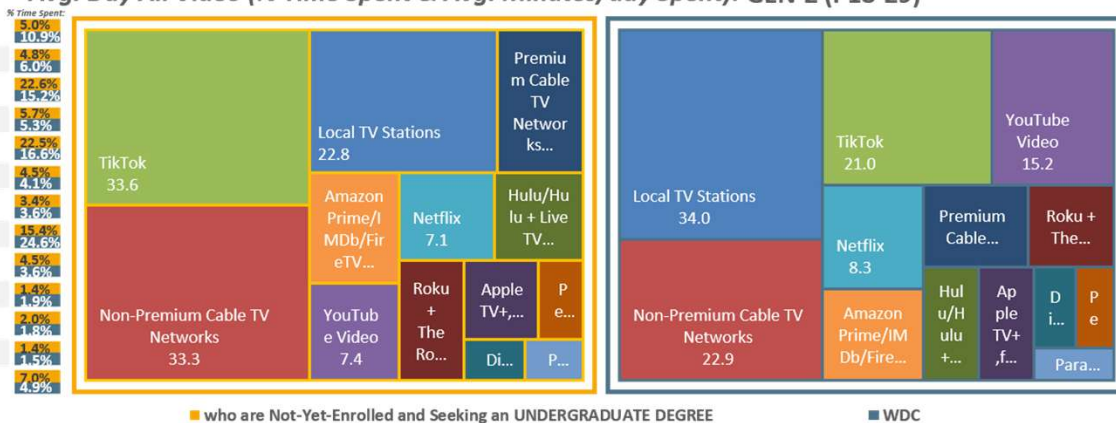
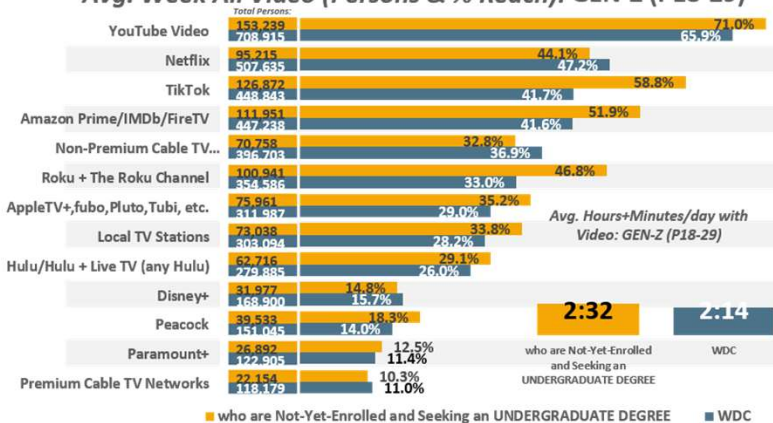
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



71,520 or 33.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 21.4 minutes every day representing 16.1% of all time spent daily with Ad-Supported Video.

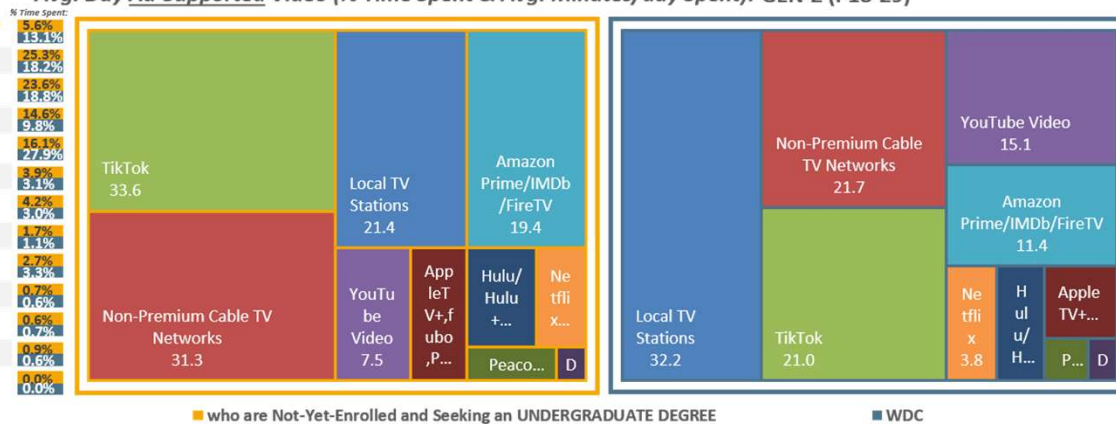
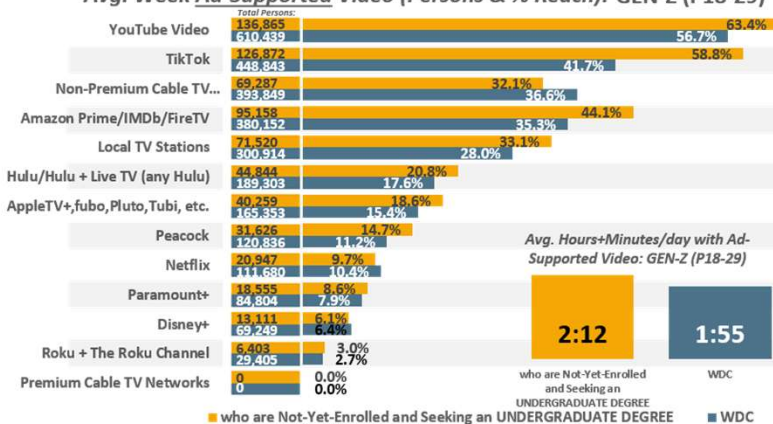
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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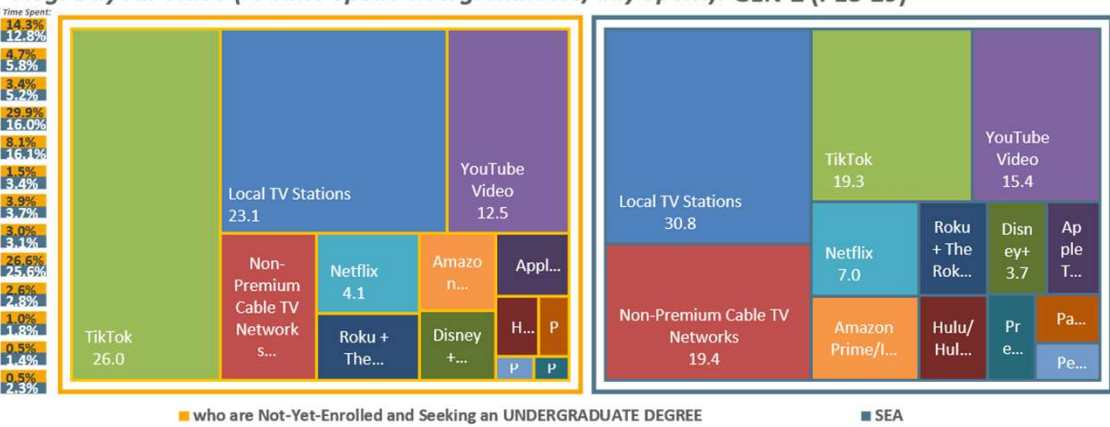
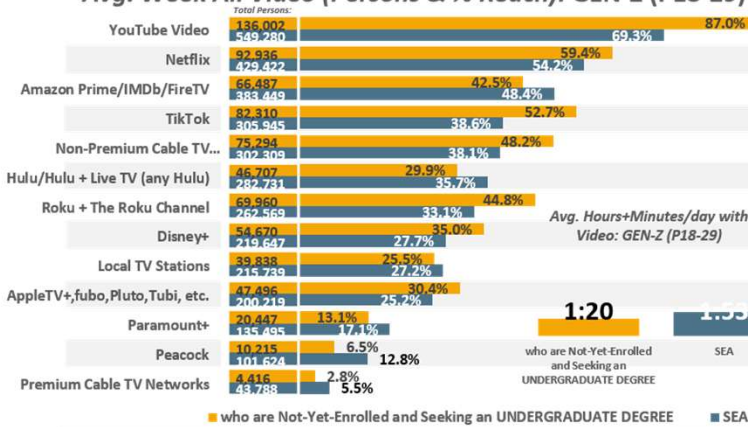
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



39,689 or 25.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 21.2 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

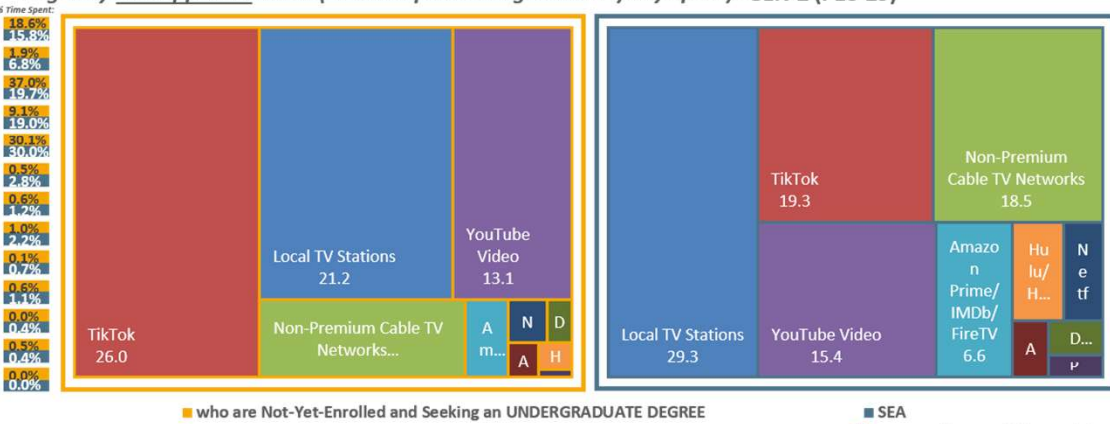
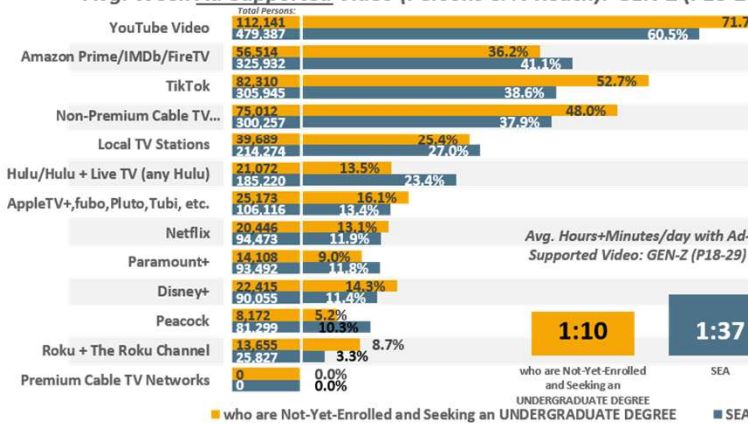
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

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



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

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65
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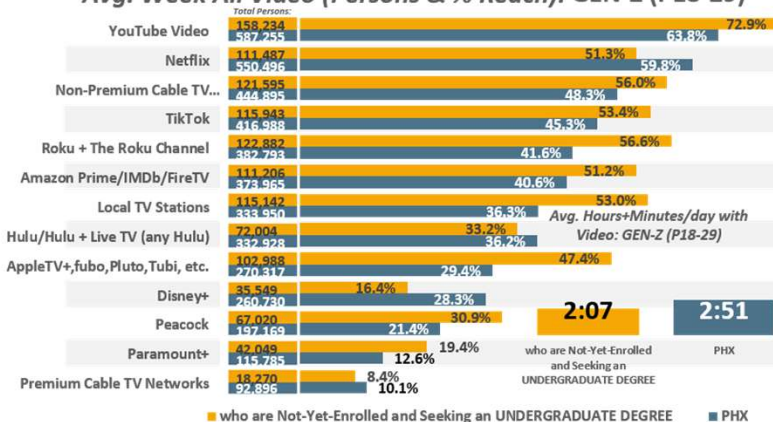
soefa.ai Share of Everything for Anything

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

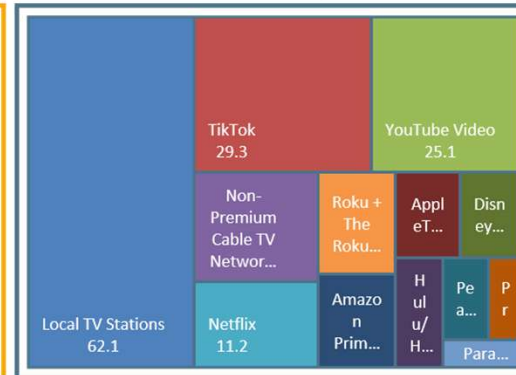
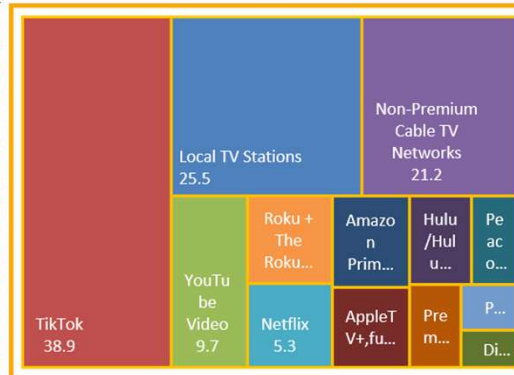


107,491 or 49.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 22.4 minutes every day representing 19.8% of all time spent daily with Ad-Supported Video.

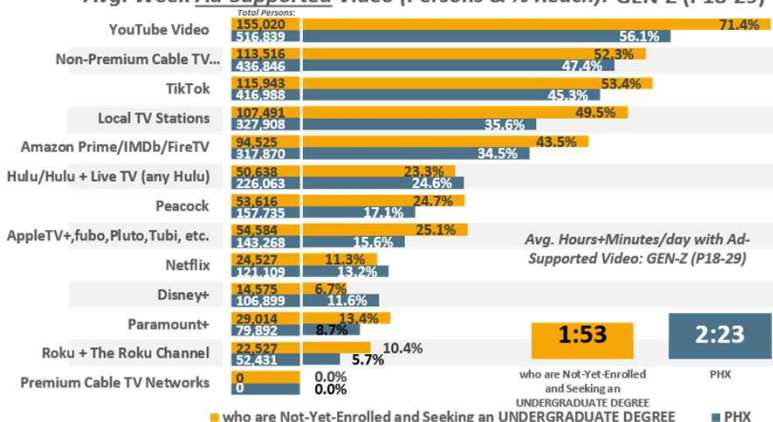
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



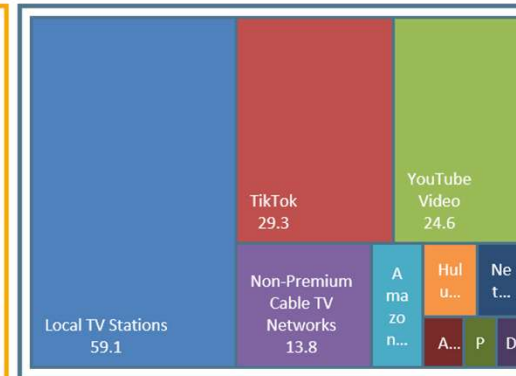
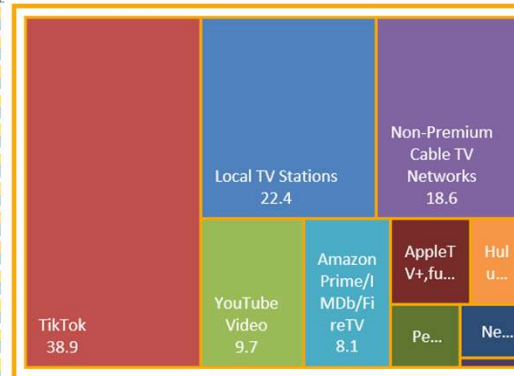
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

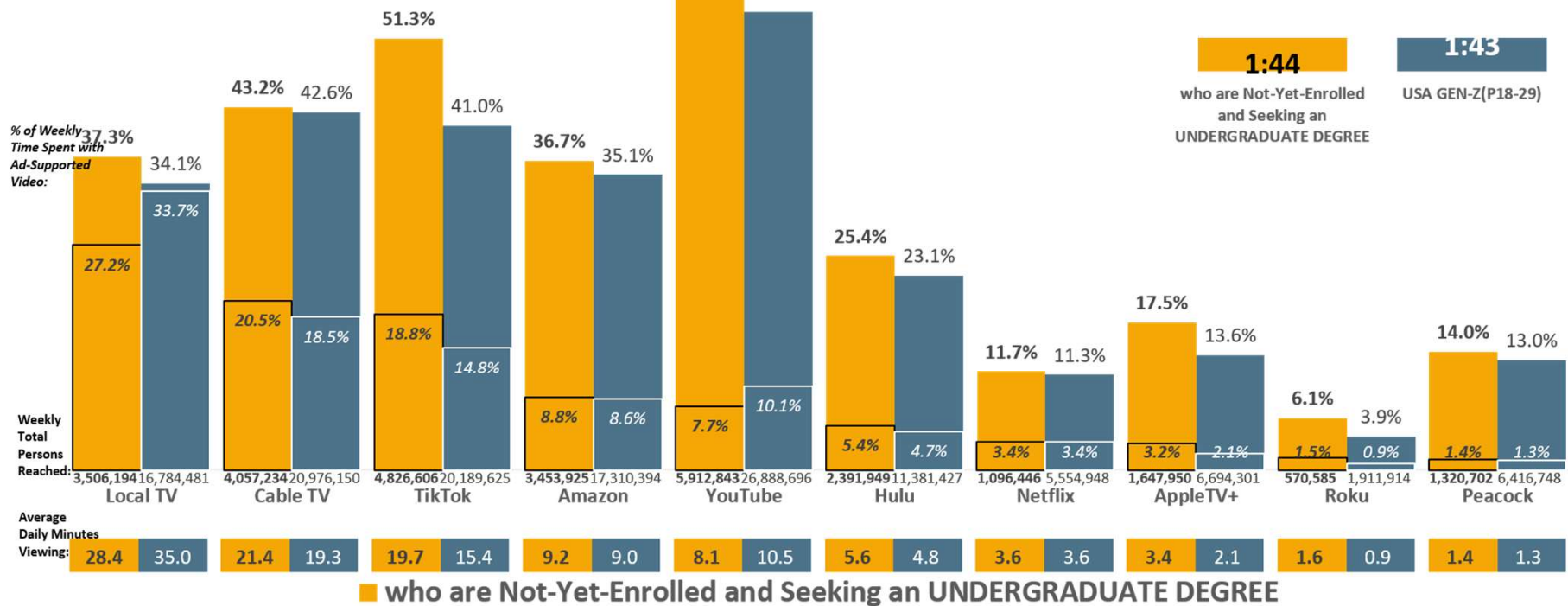


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 28.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



1:44
who are Not-Yet-Enrolled
and Seeking an
UNDERGRADUATE DEGREE

1:43
USA GEN-Z(P18-29)

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

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for Anything

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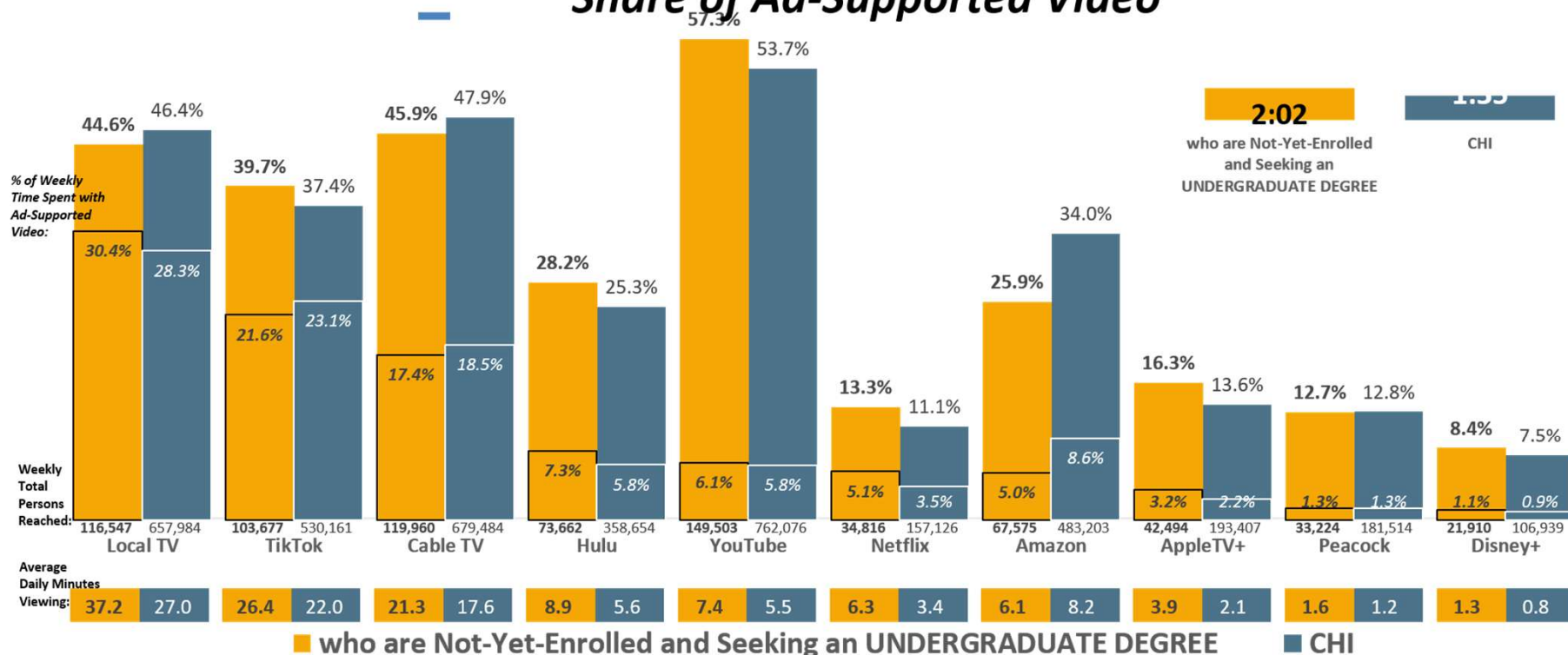


116,547 or 44.6% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 37.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

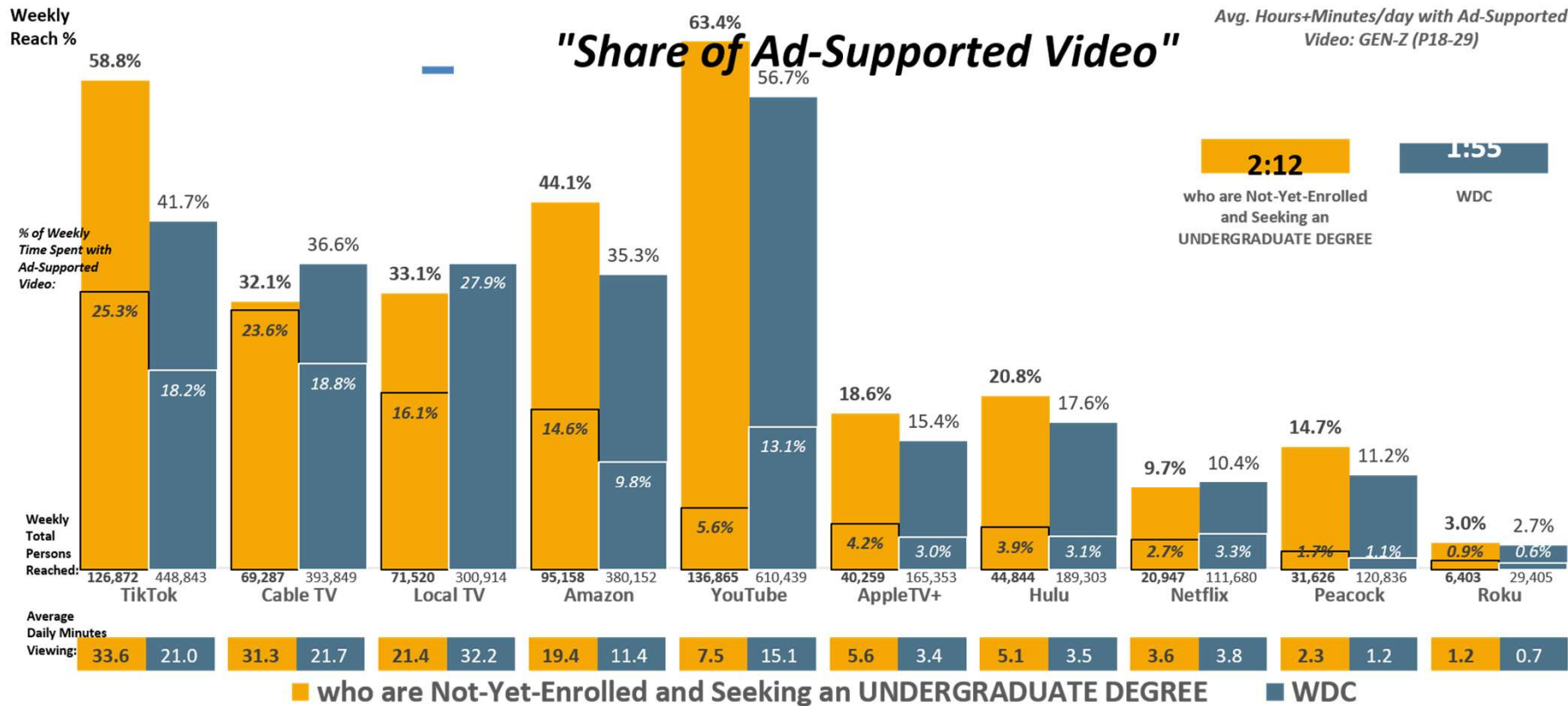
"Share of Ad-Supported Video"

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





71,520 or 33.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 21.4 minutes every day representing 16.1% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130 WDC GEN-Z (P18-29) DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960
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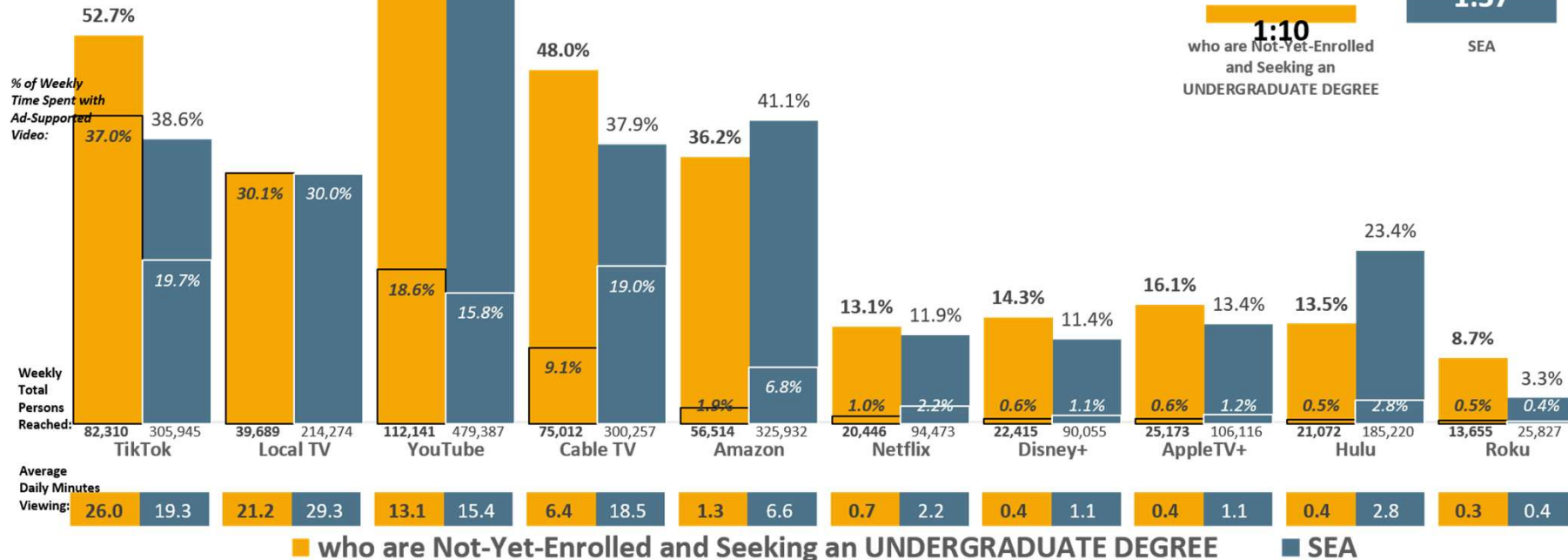


39,689 or 25.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 21.2 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65
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SEA GEN-Z (P18-29) DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 495

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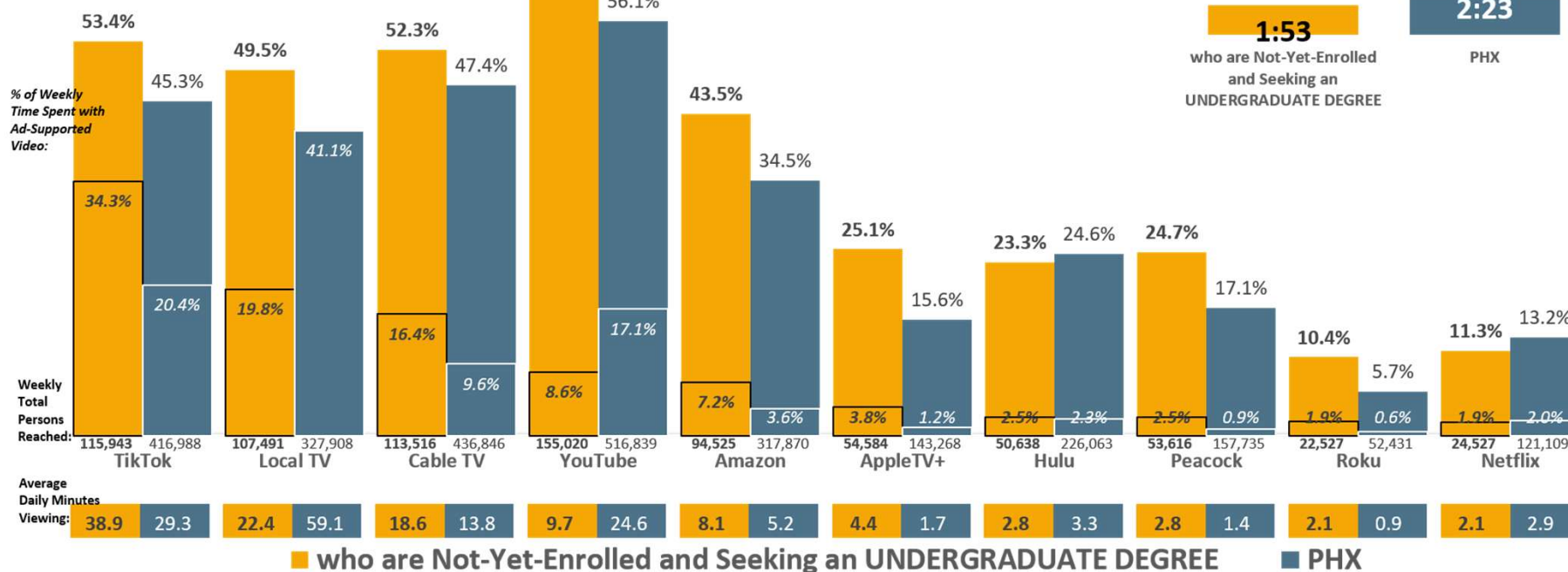


107,491 or 49.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 22.4 minutes every day representing 19.8% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



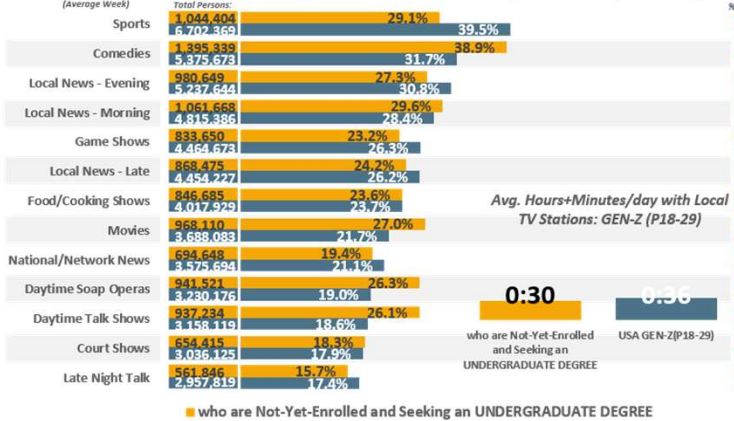
1:53
who are Not-Yet-Enrolled
and Seeking an
UNDERGRADUATE DEGREE

2:23
PHX

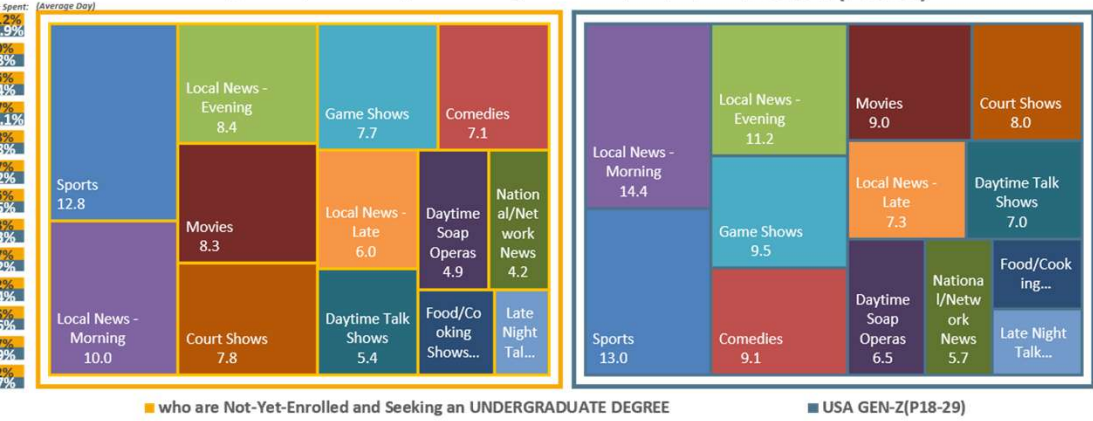


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Local News - Evening, Movies, and Daytime Soap Operas.

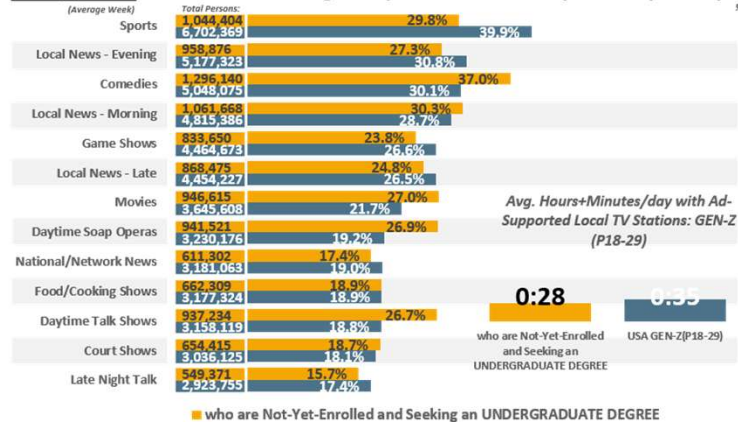
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



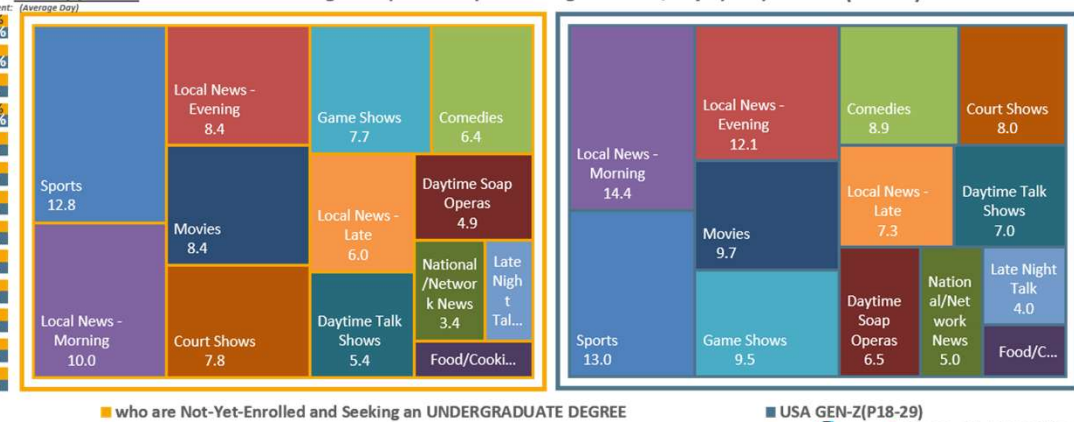
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

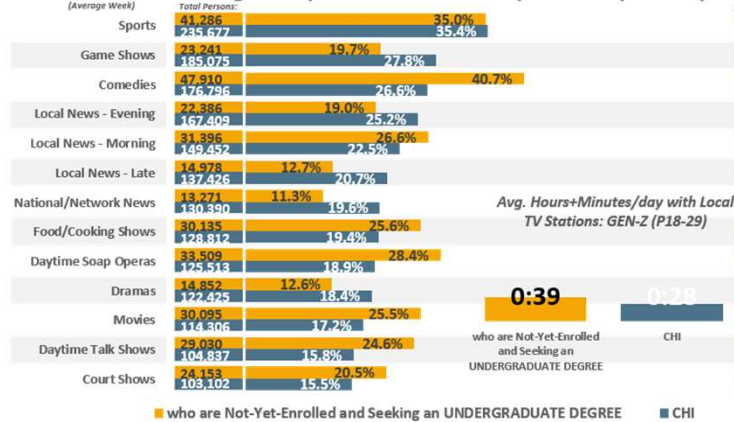
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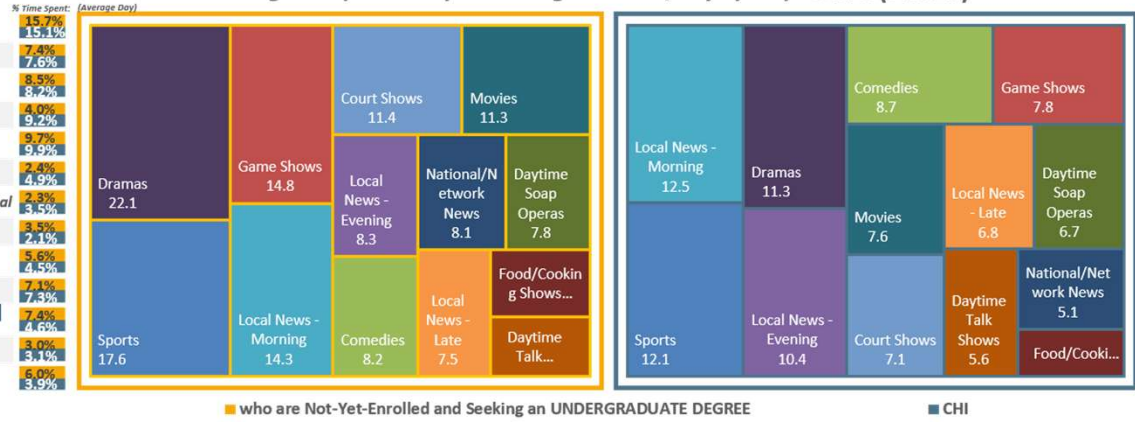


116,547 or 44.6% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Novelas, Daytime Soap Operas, Local News - Morning, and Movies.

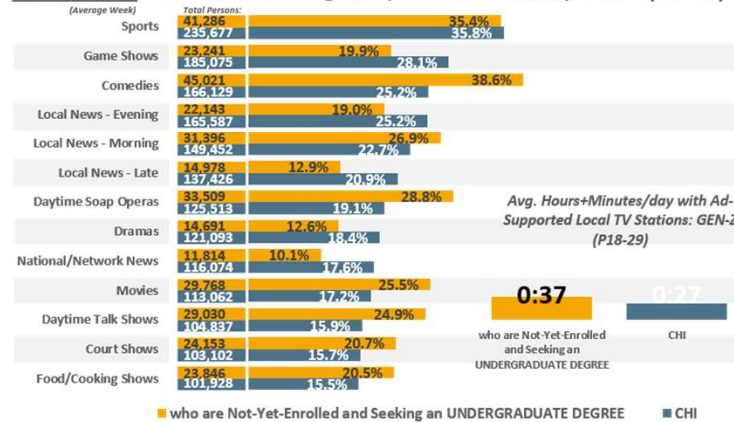
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



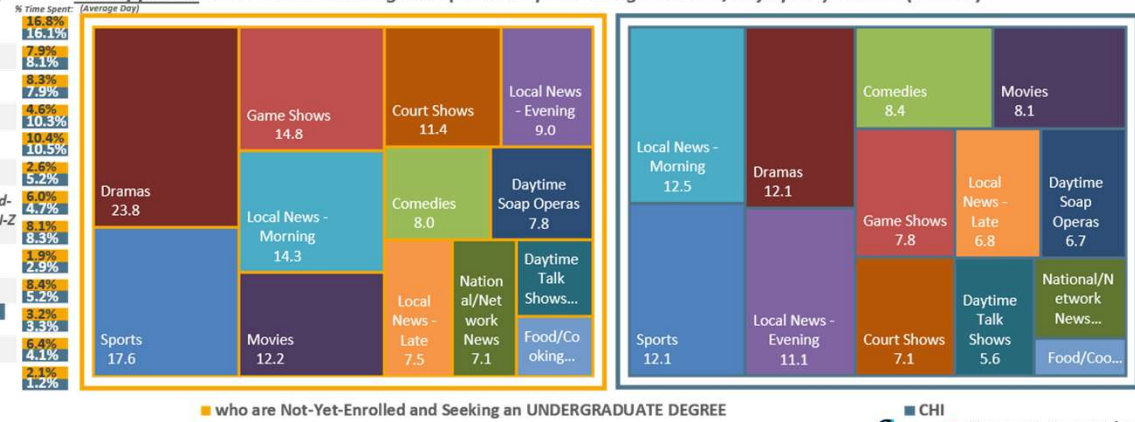
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96
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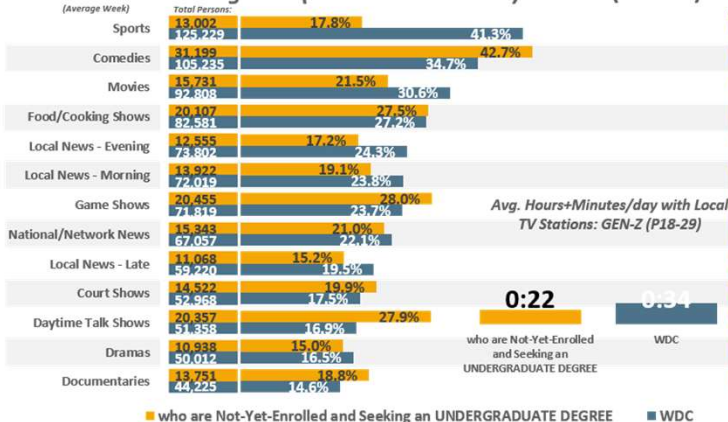
CHI
 soefa.ai Share of Everything for Anything

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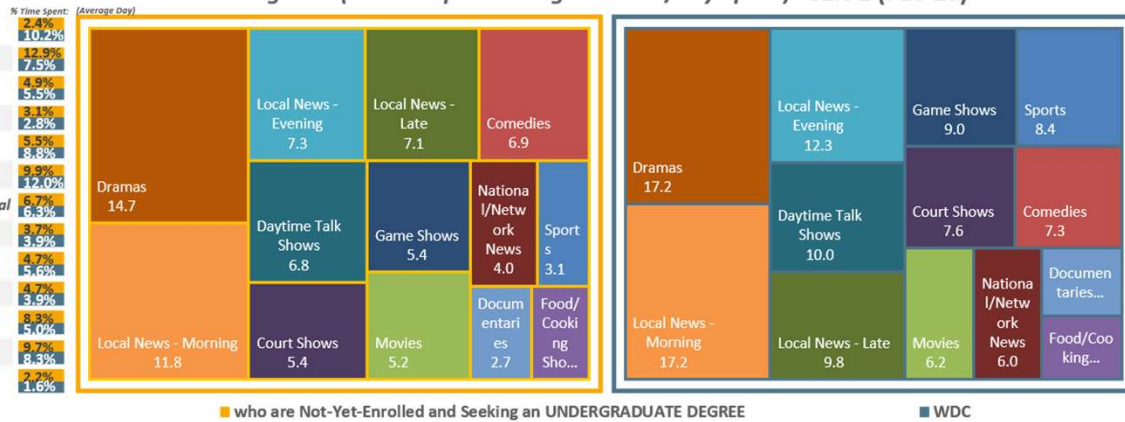


71,520 or 33.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Game Shows, Daytime Talk Shows, Food/Cooking Shows, Movies, and Court Shows.

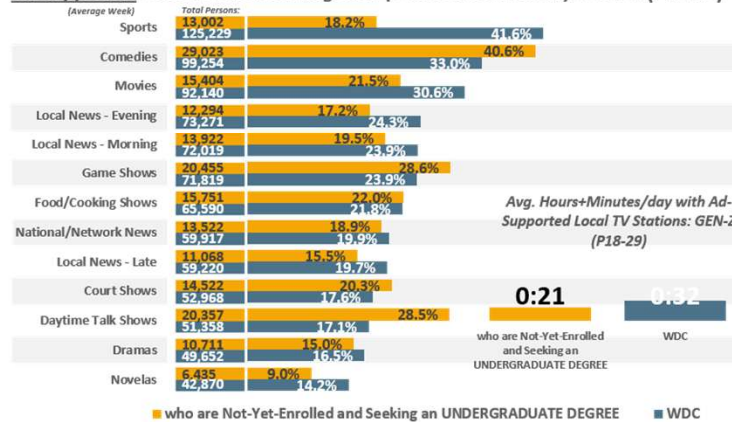
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



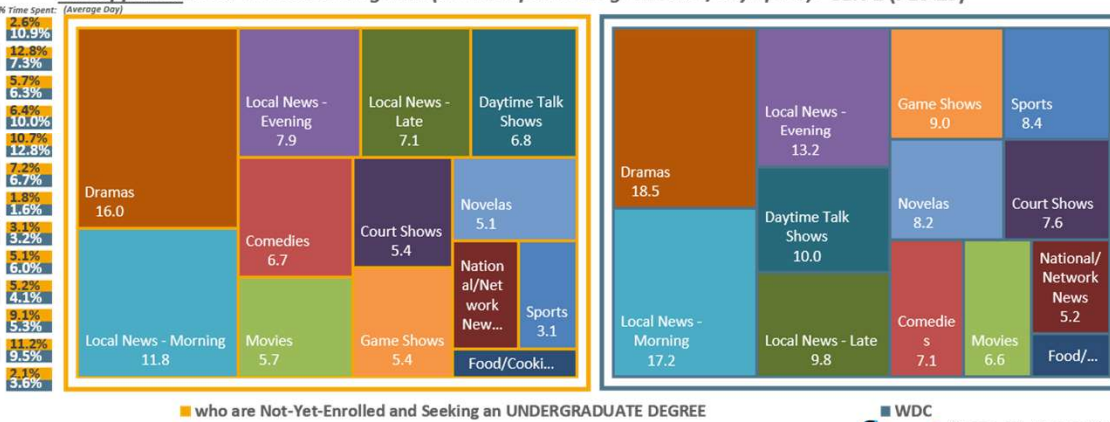
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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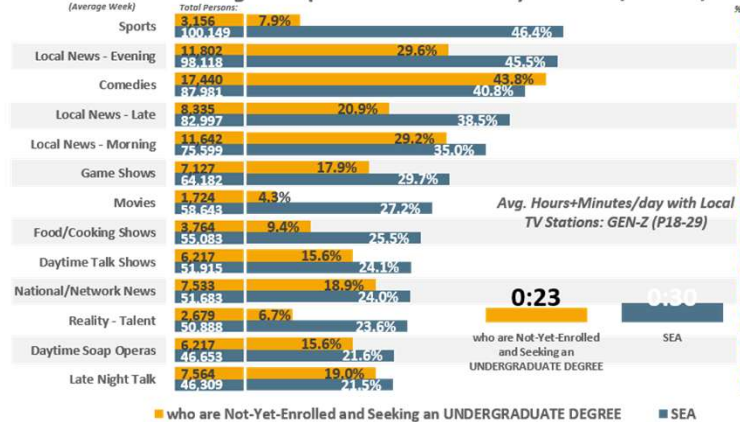
WDC
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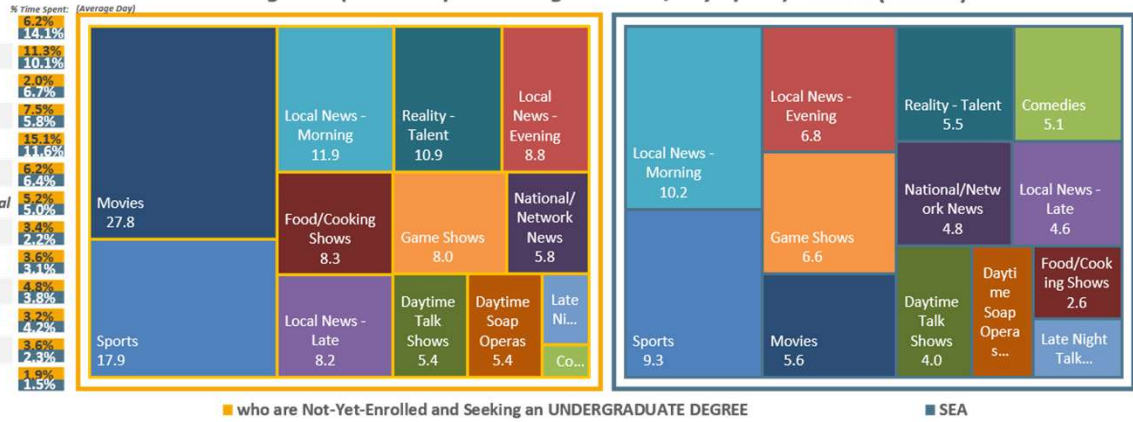


39,689 or 25.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Local News - Late, Late Night Talk, and Game

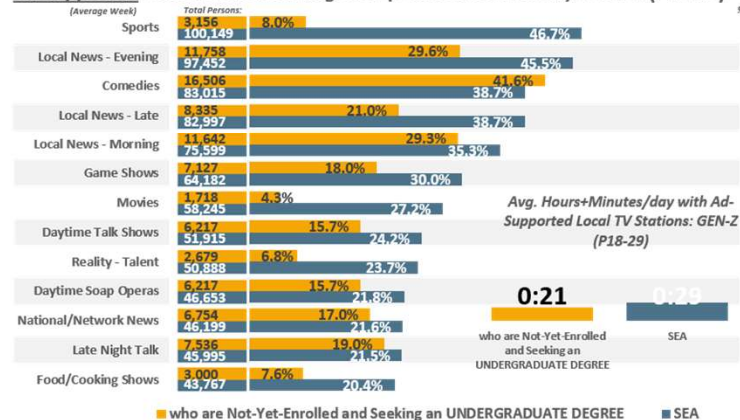
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



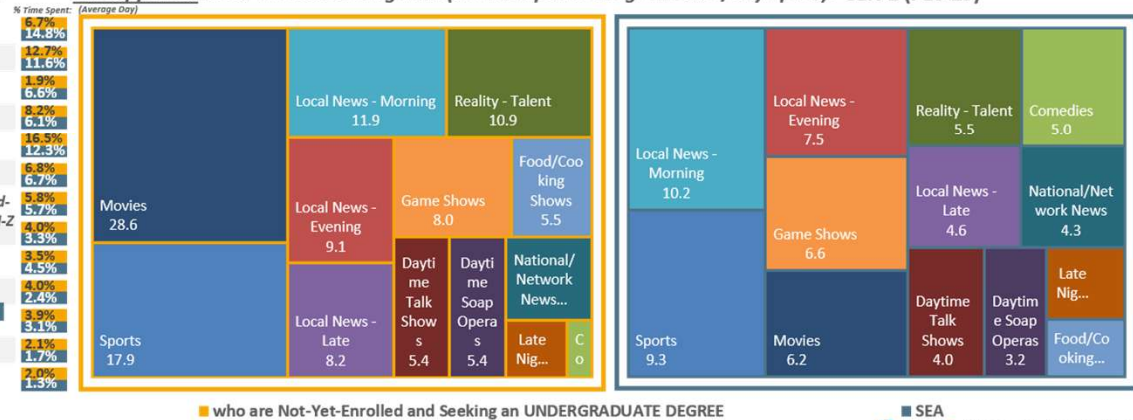
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65
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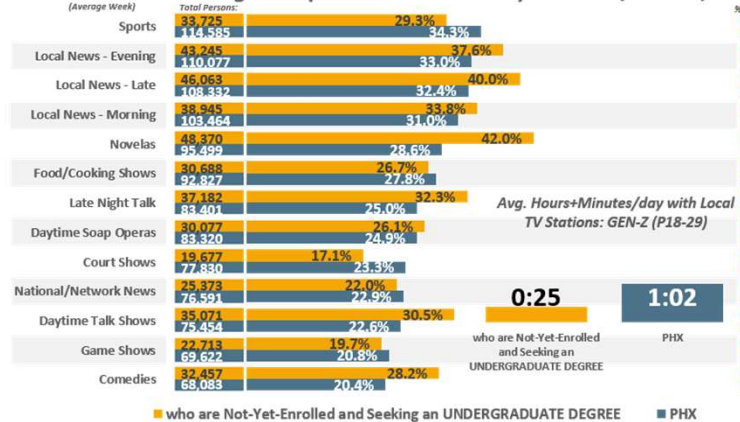
SEA
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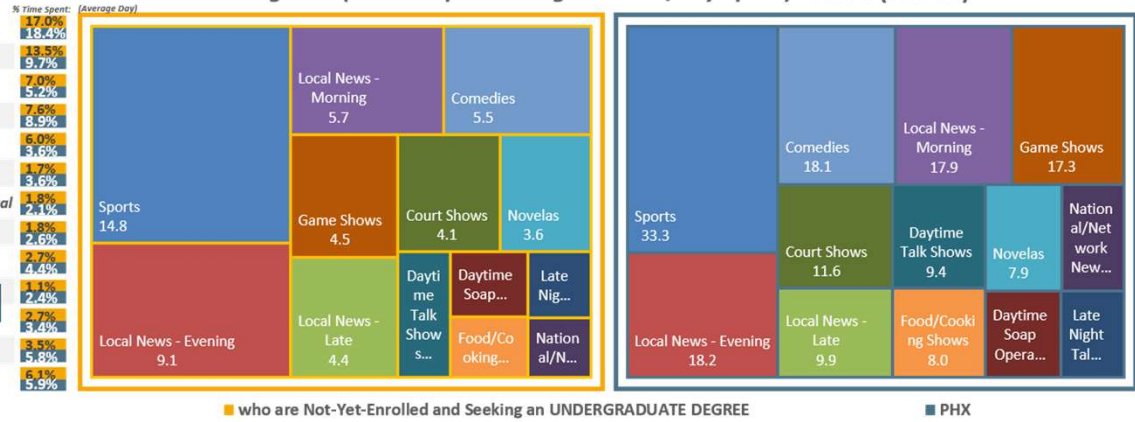


107,491 or 49.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Novelas, Local News - Late, Local News - Evening, Movies, Local News - Morning, and Daytime Talk S

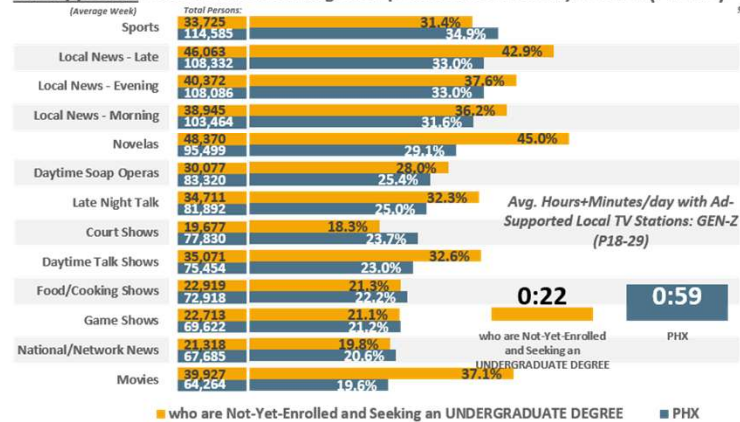
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



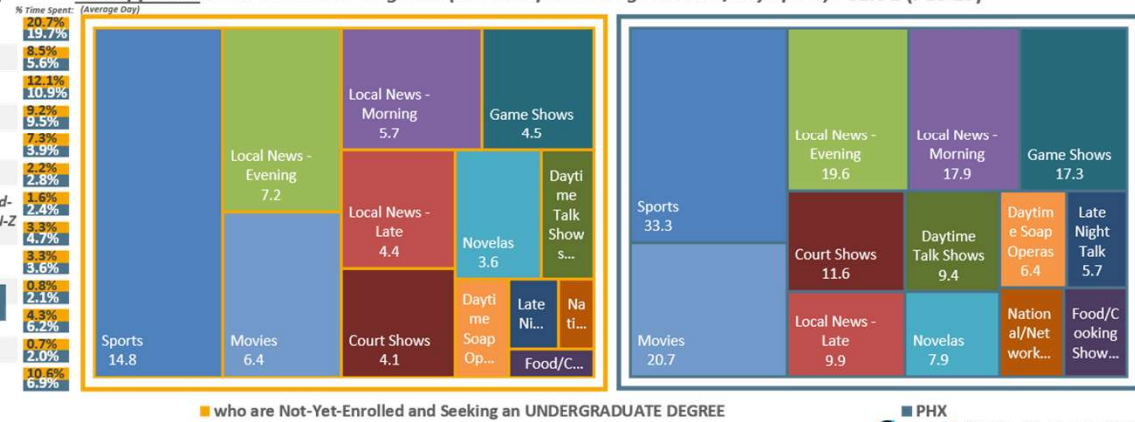
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79
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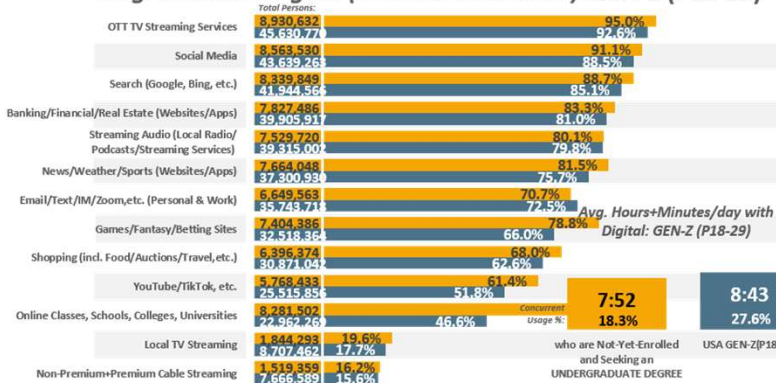
PHX
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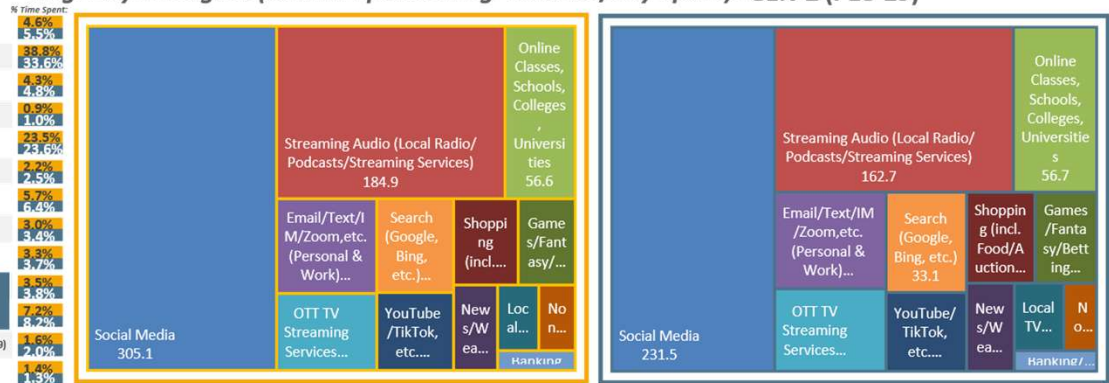


7,403,629 or 78.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 263.7 minutes every day representing 47.3% of all time spent daily with Ad-Supported Digital Media.

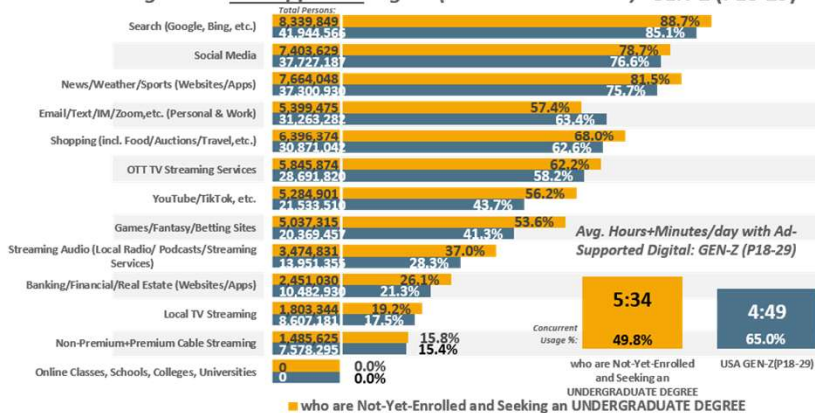
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



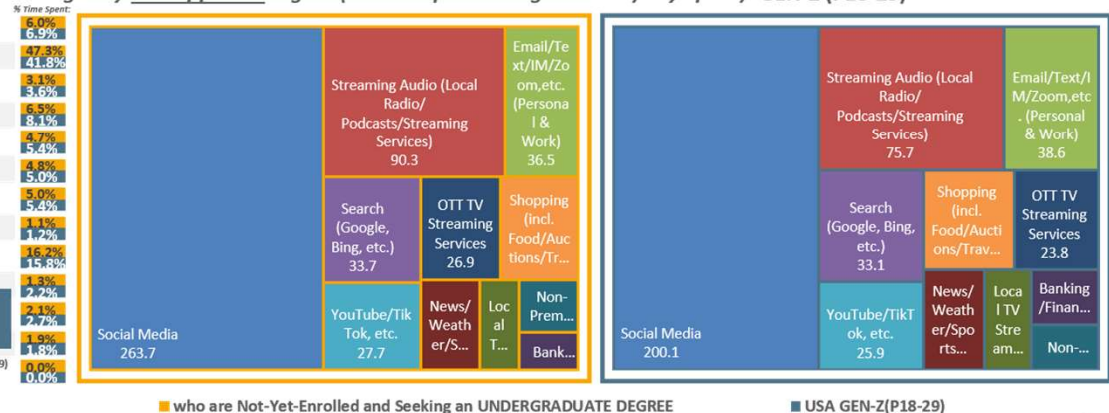
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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

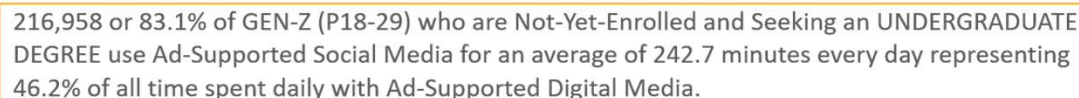


USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531
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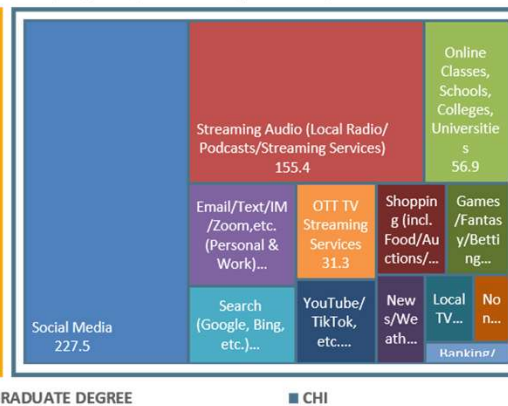
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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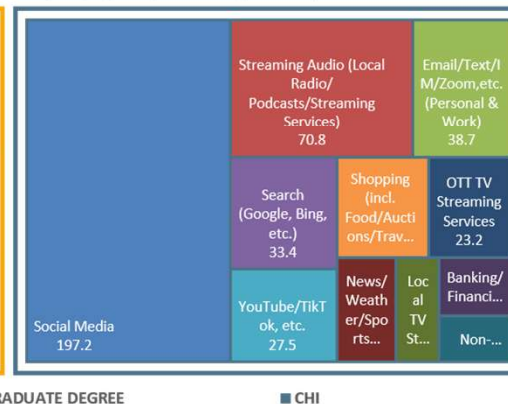
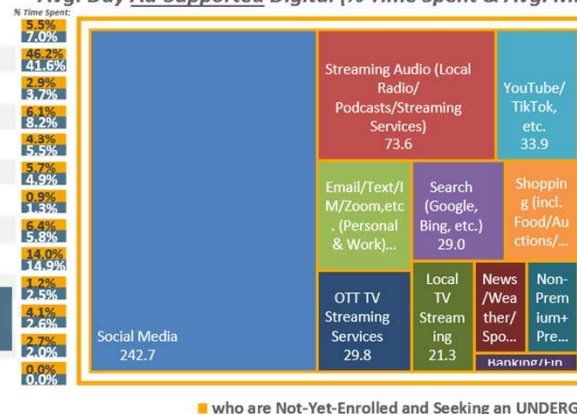
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school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



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



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



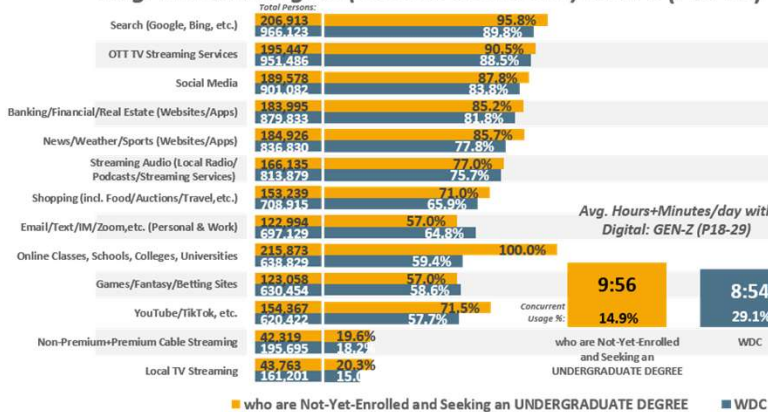
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for Anything .

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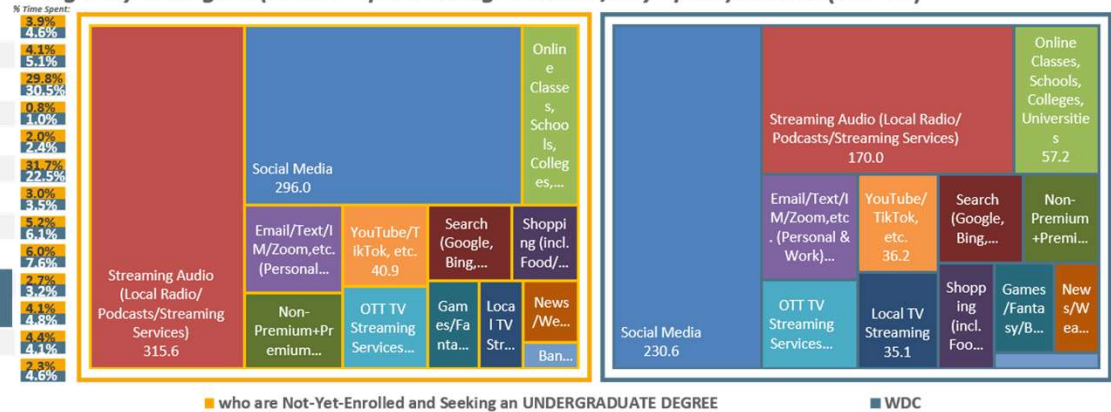


168,241 or 77.9% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 262.7 minutes every day representing 37.7% of all time spent daily with Ad-Supported Digital Media.

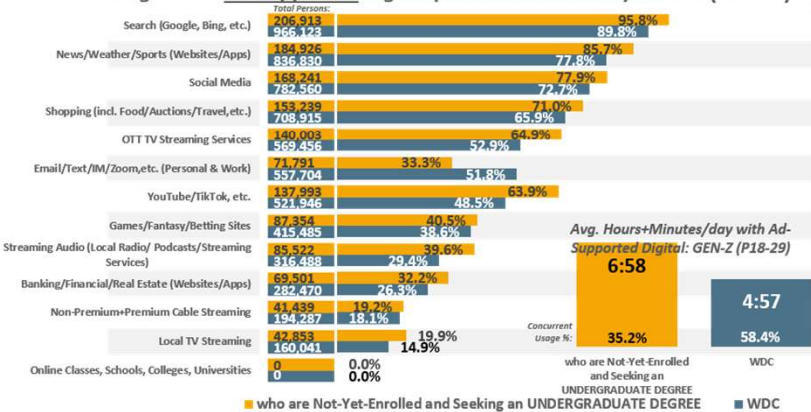
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



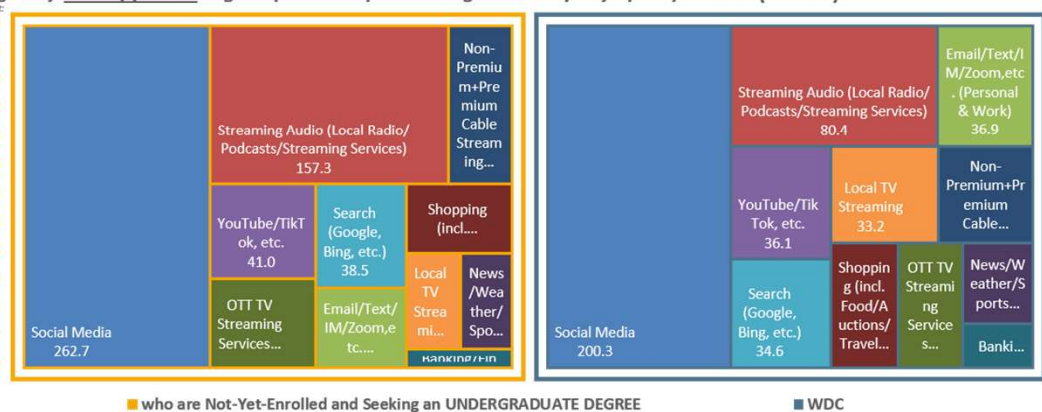
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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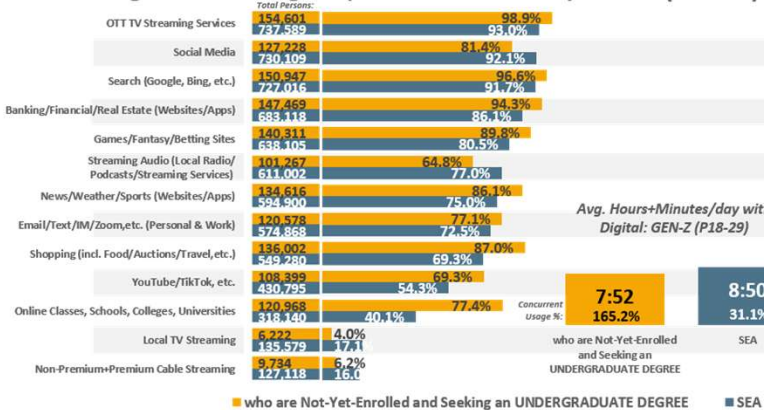
soefa.ai Share of Everything for Anything

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

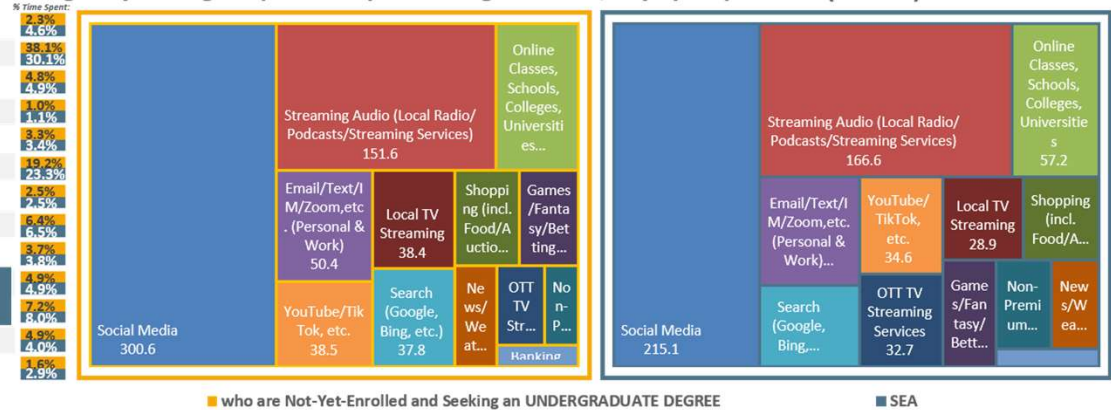


110,376 or 70.6% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 260.8 minutes every day representing 45.6% of all time spent daily with Ad-Supported Digital Media.

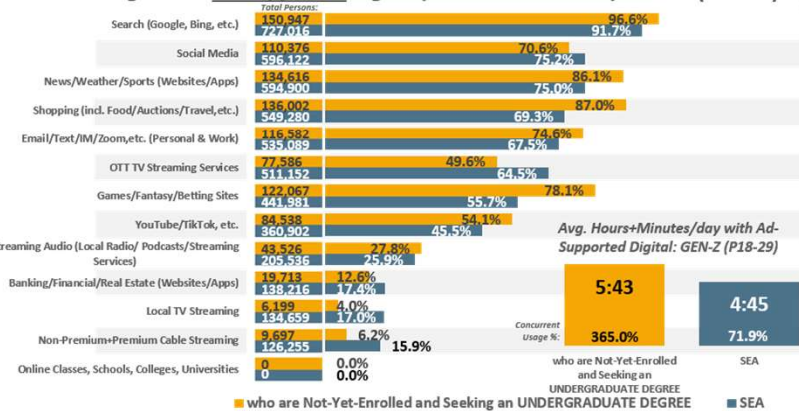
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



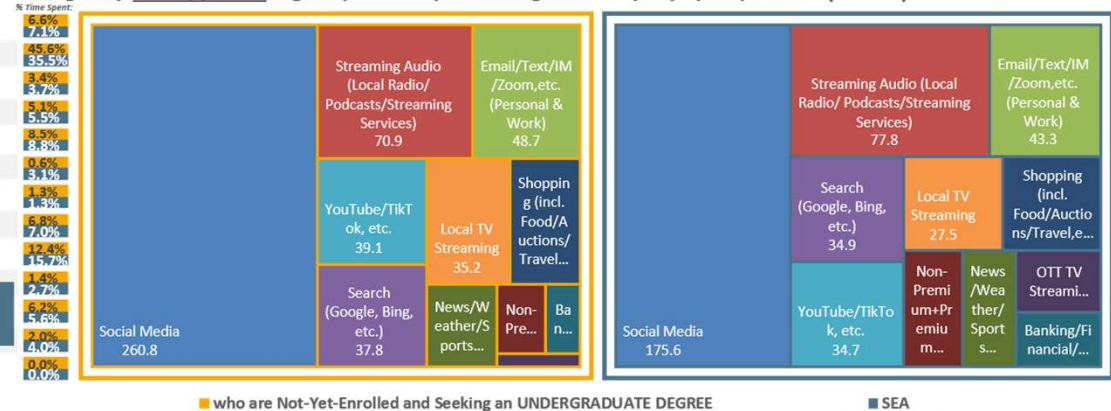
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65
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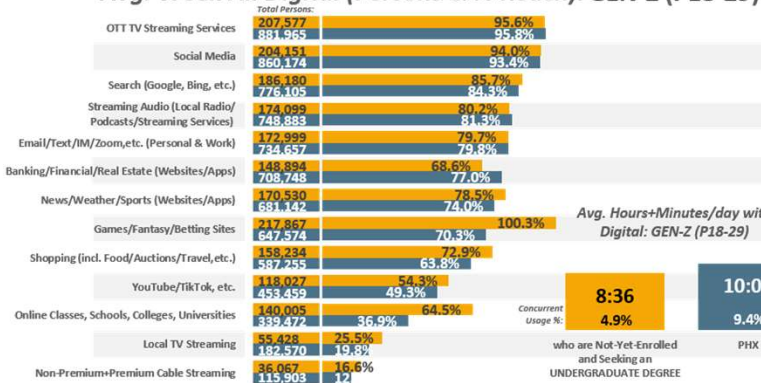
soefa.ai Share of Everything for Anything

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

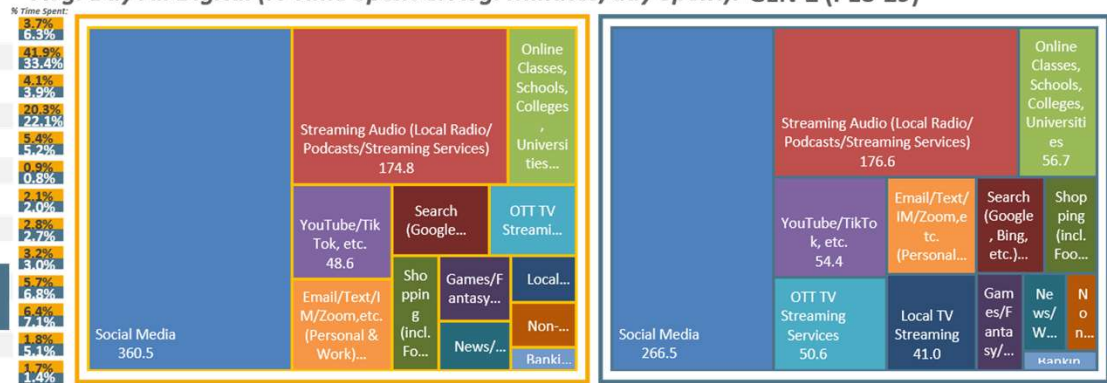


172,660 or 79.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Social Media for an average of 304.9 minutes every day representing 48.6% of all time spent daily with Ad-Supported Digital Media.

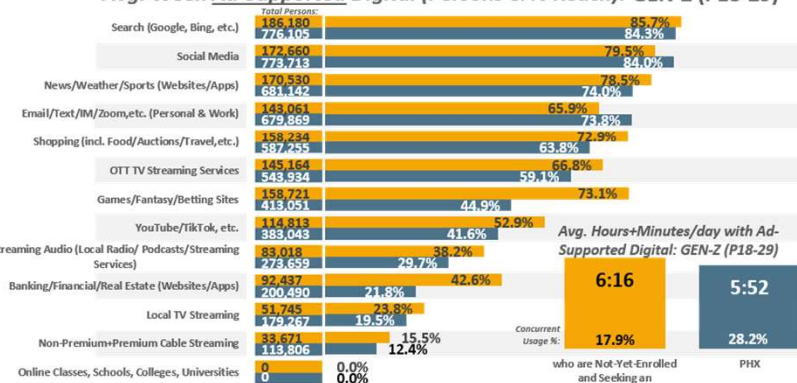
Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



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



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



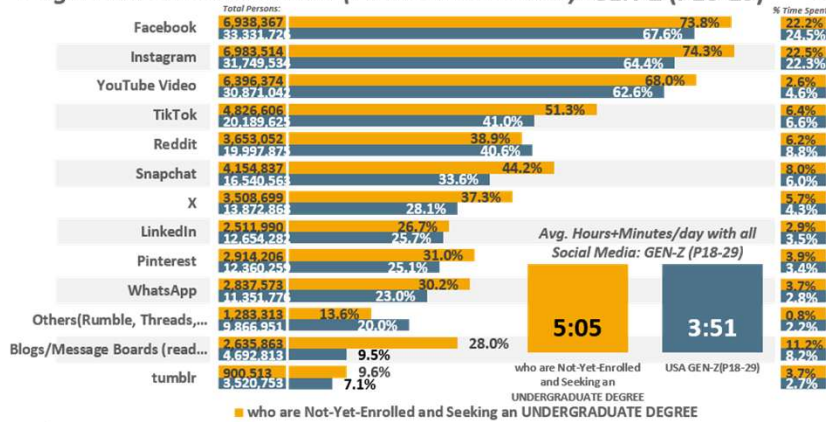
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



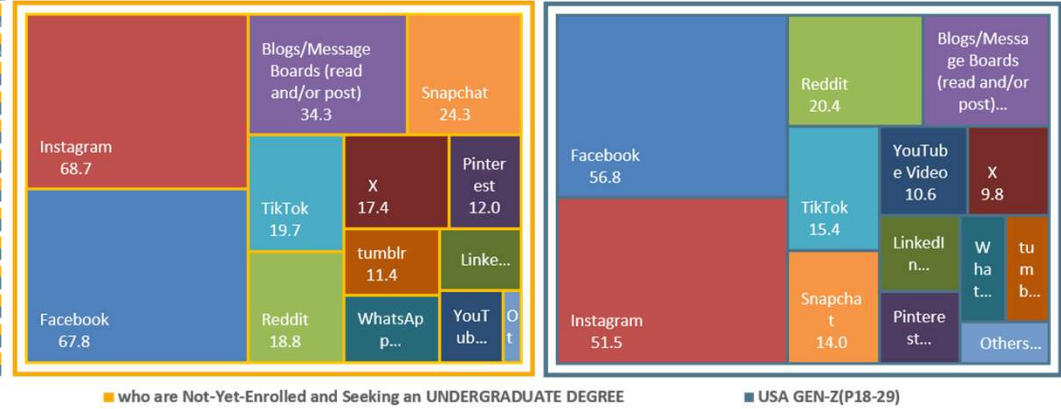


6,938,367 or 73.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 85.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

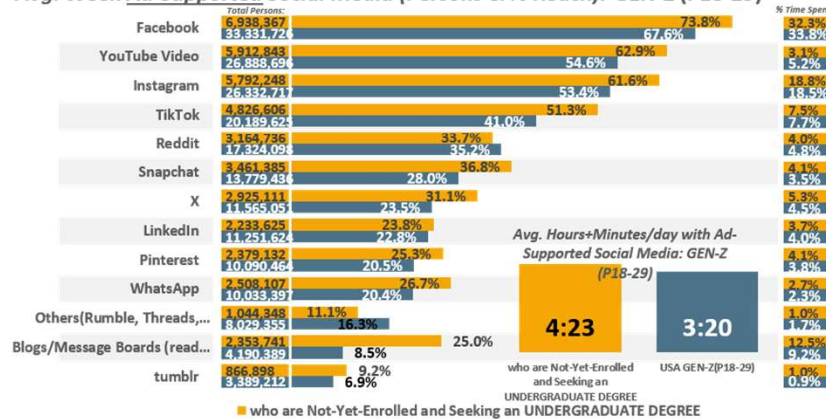
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



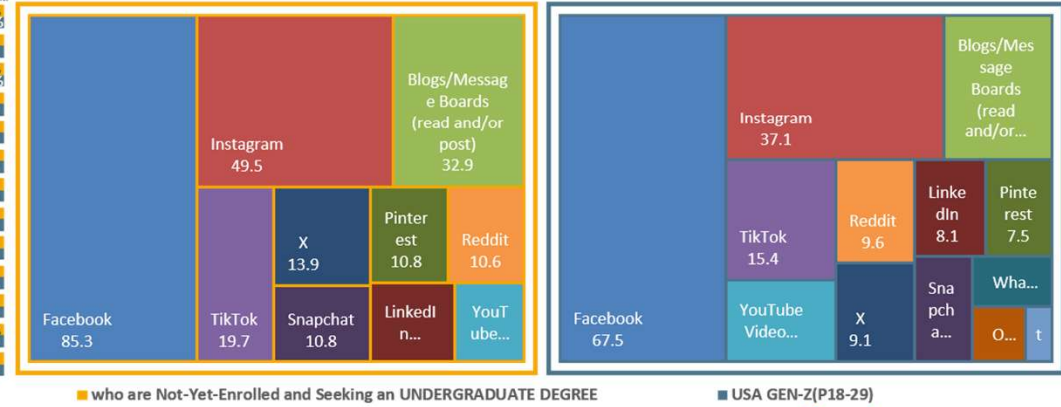
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

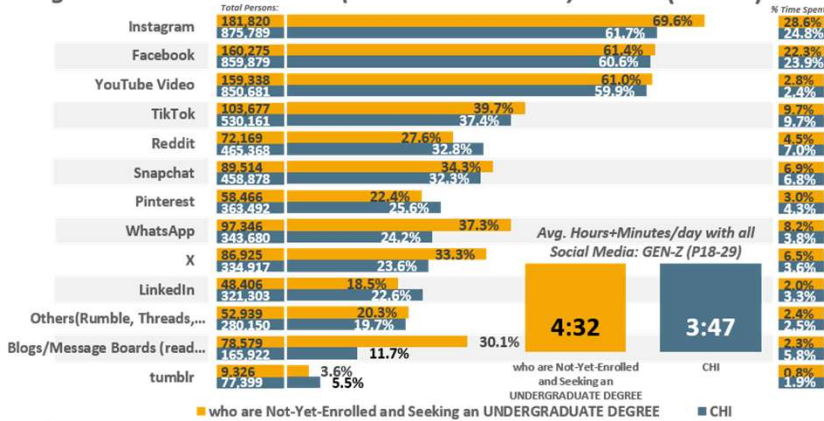
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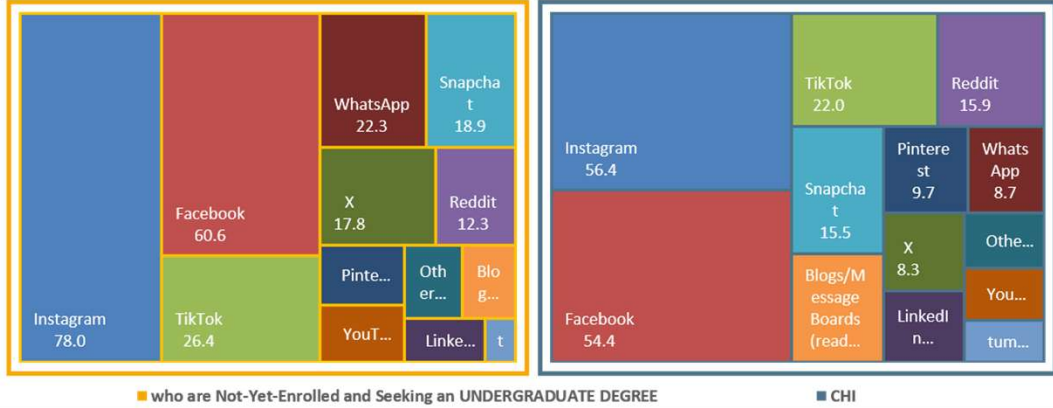


160,275 or 61.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 81.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

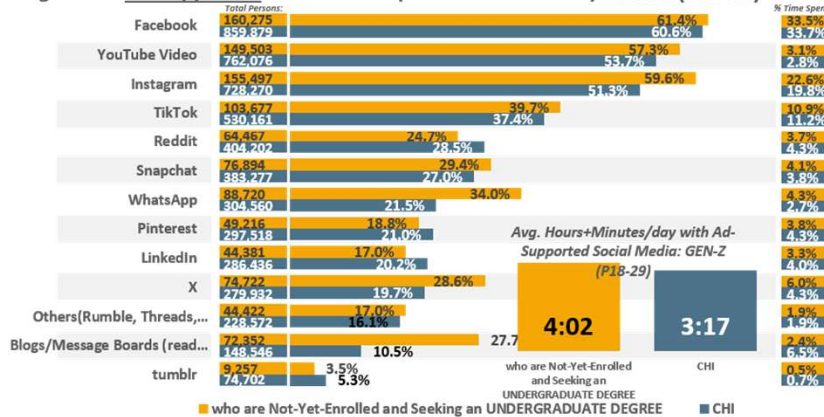
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



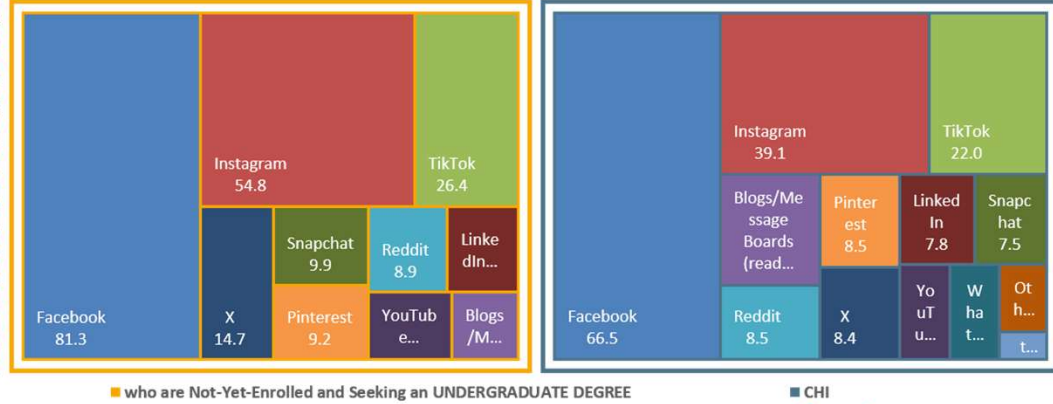
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



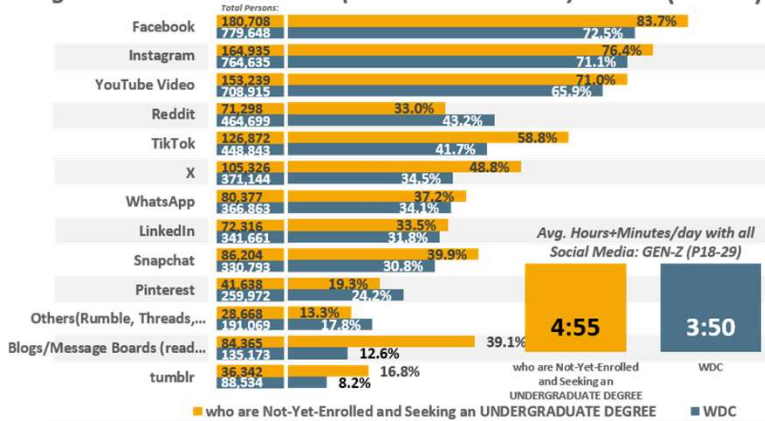
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



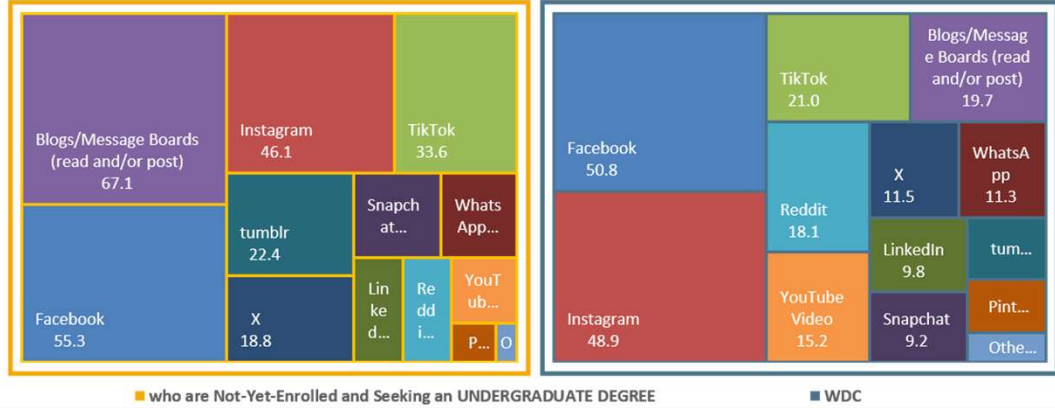


77,330 or 35.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 66.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported S

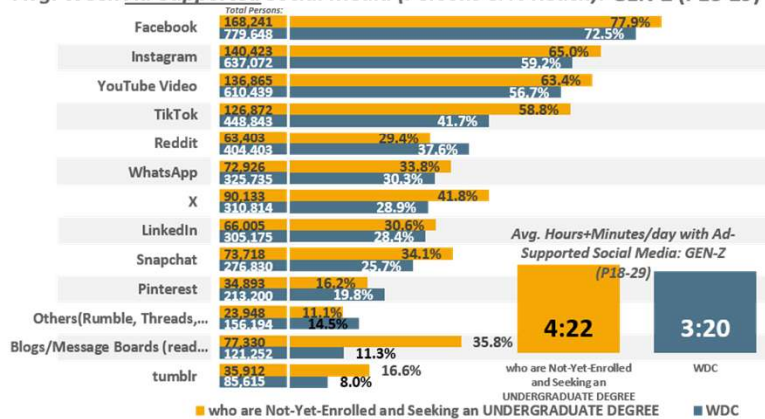
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



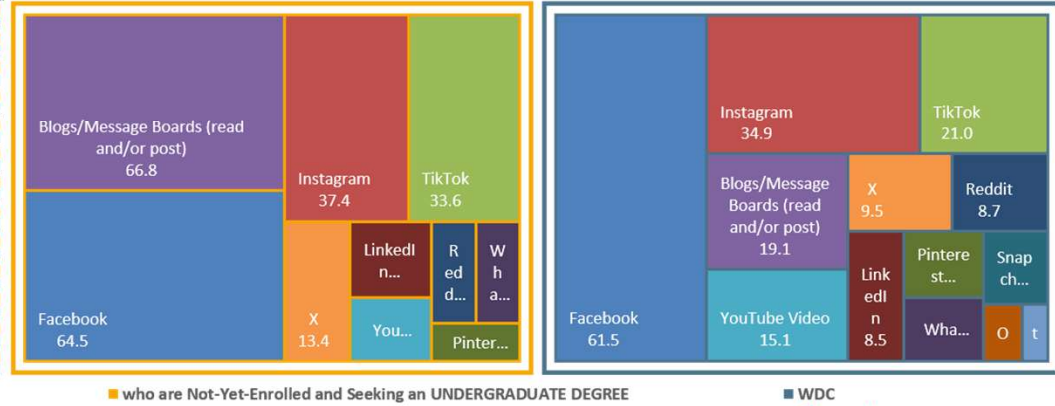
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



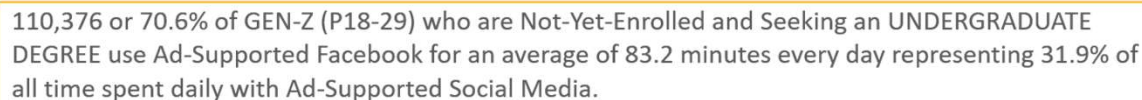
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



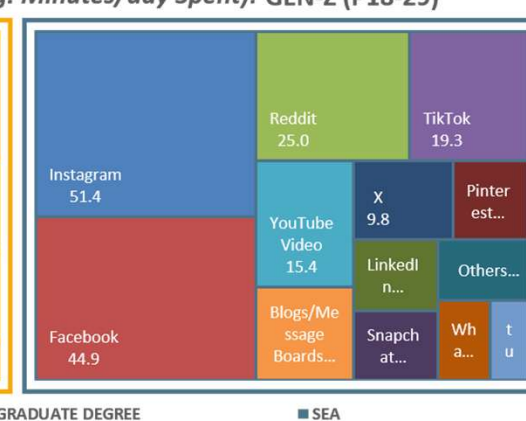
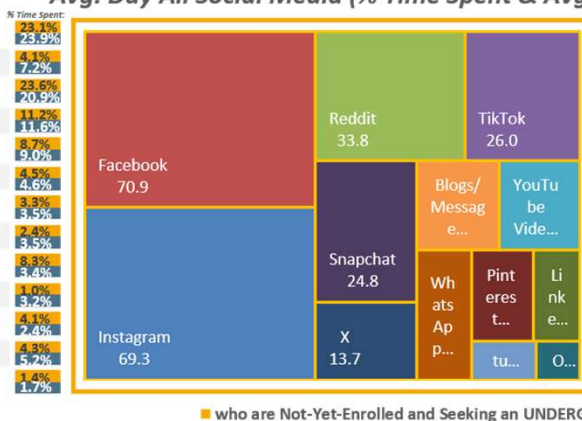
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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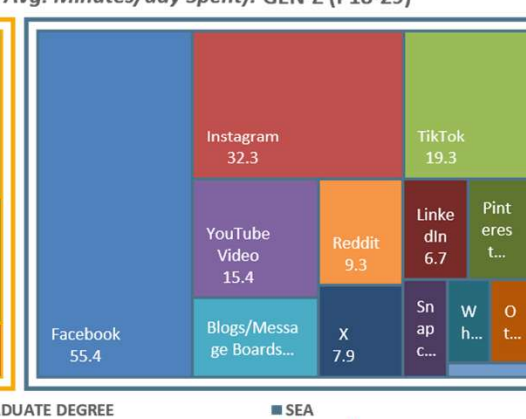
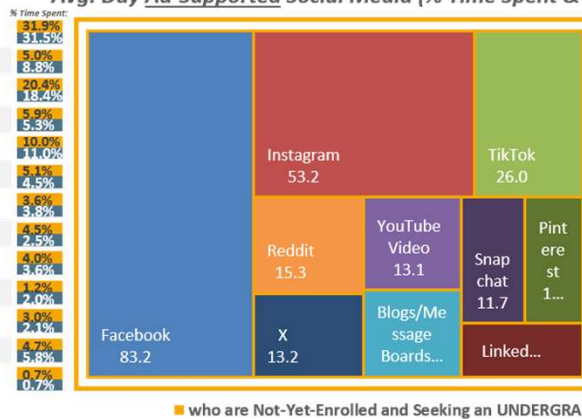
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



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



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



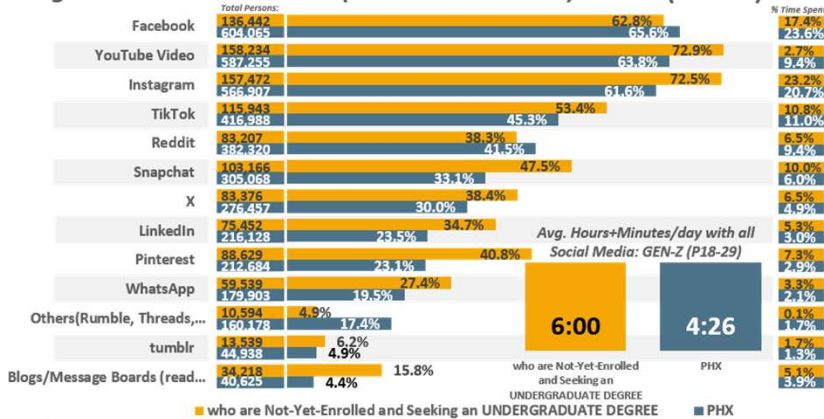
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally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

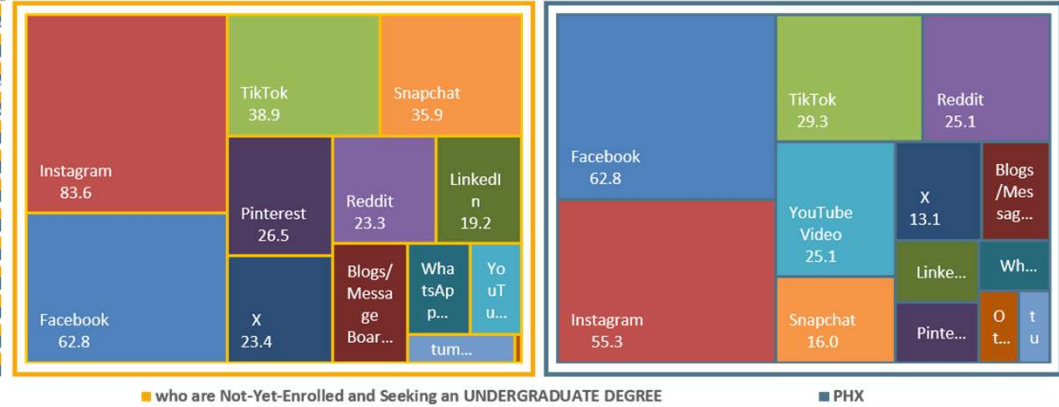


136,442 or 62.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 90.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

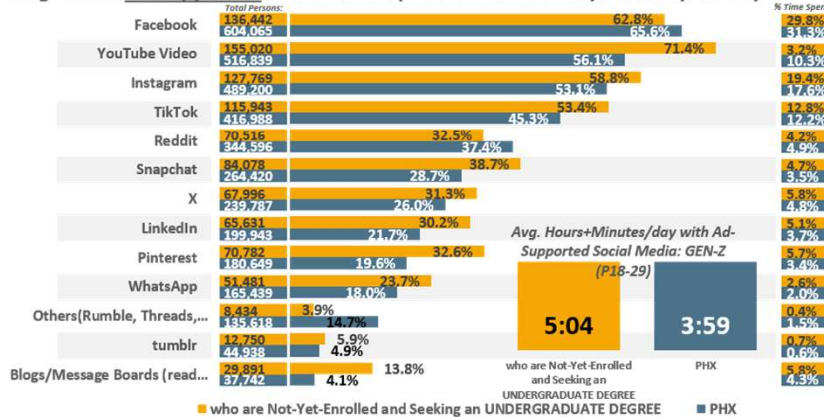
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



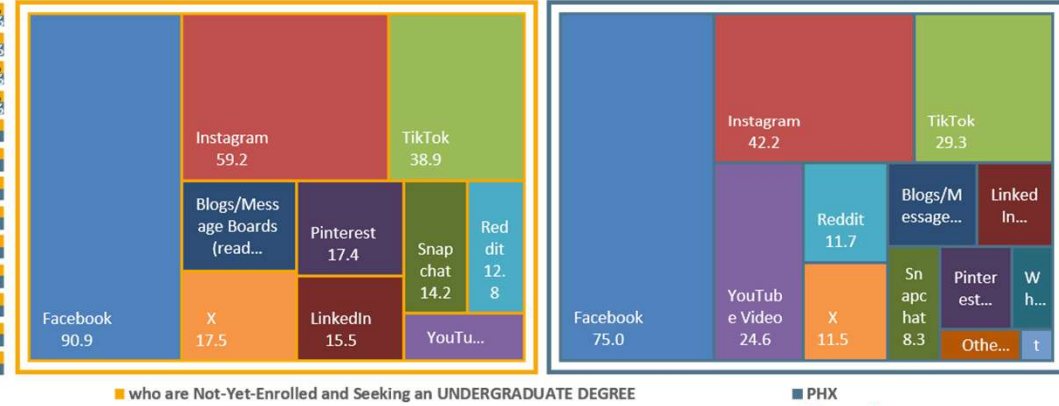
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



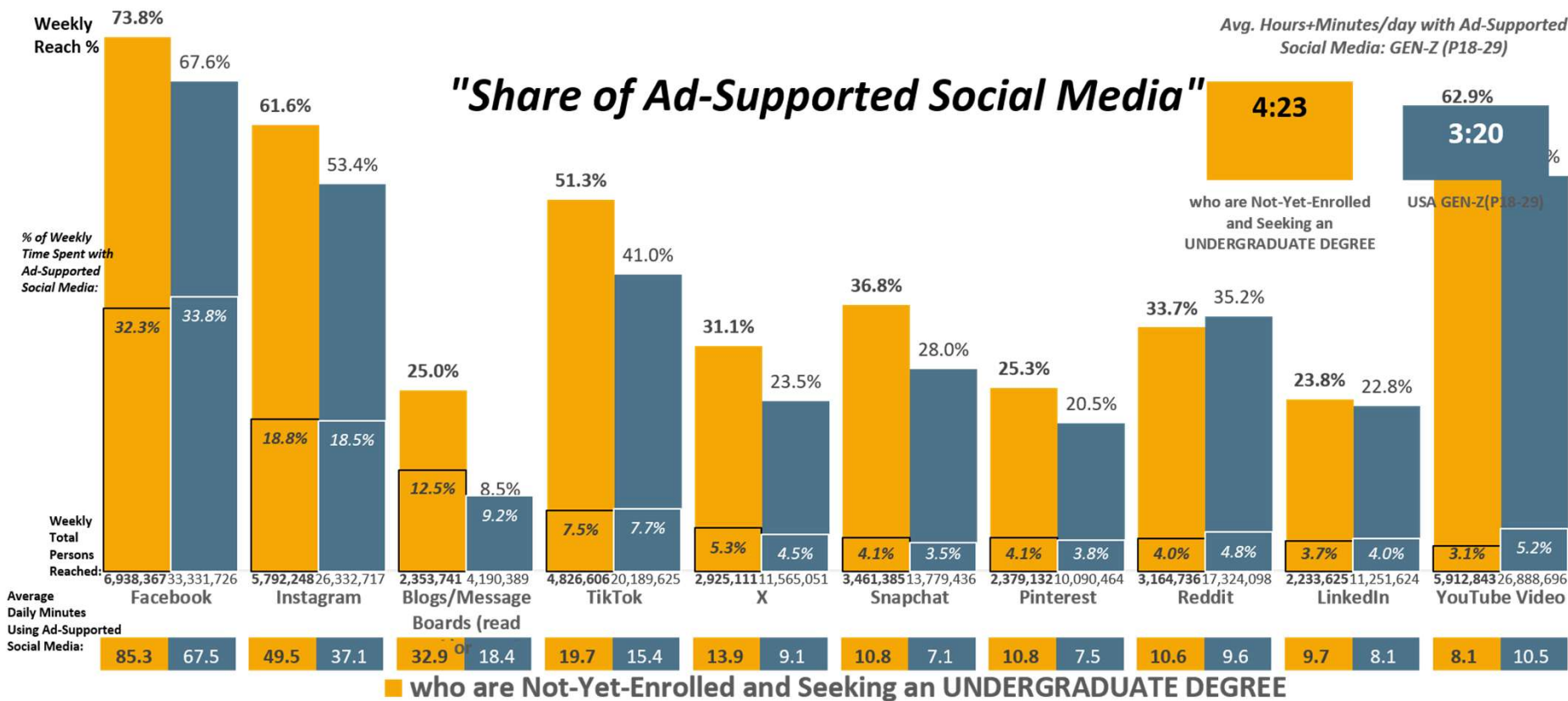
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79
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6,938,367 or 73.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 85.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



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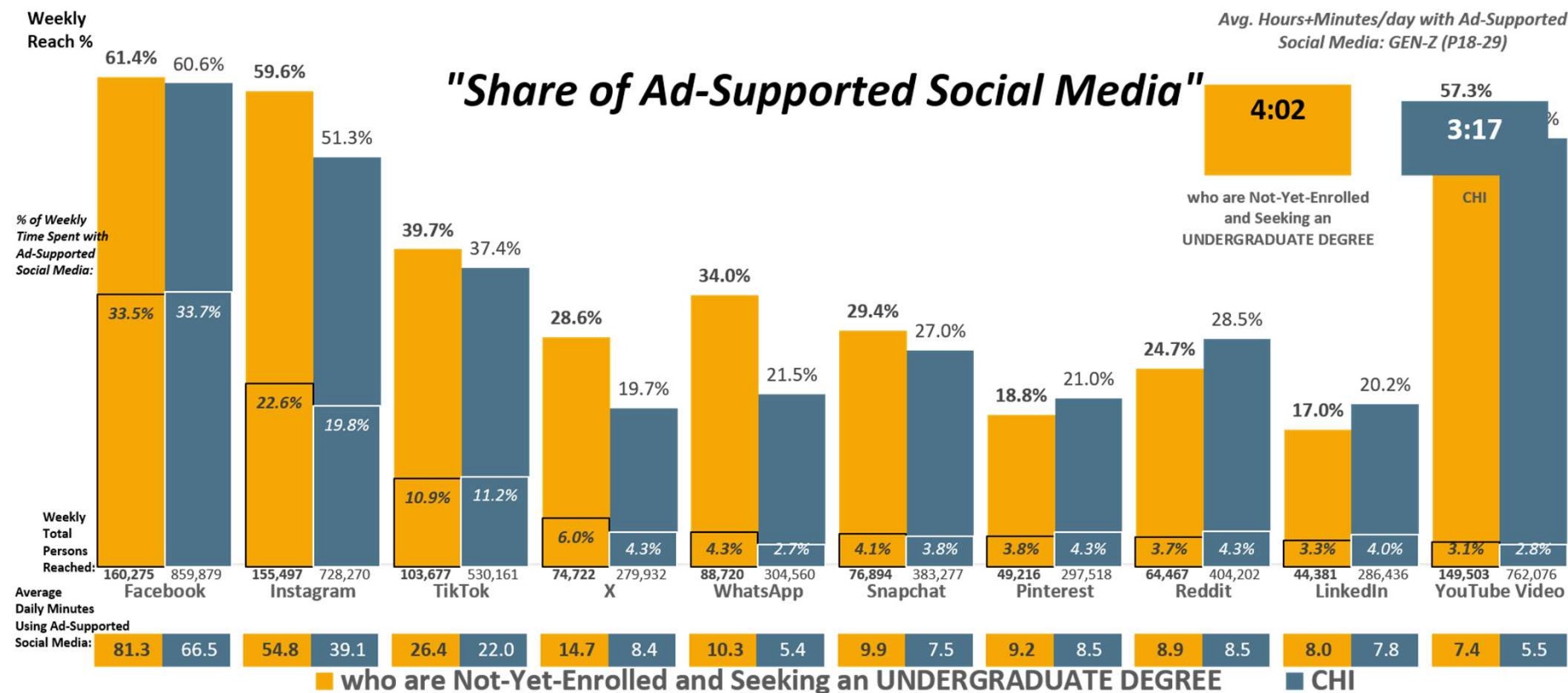
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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

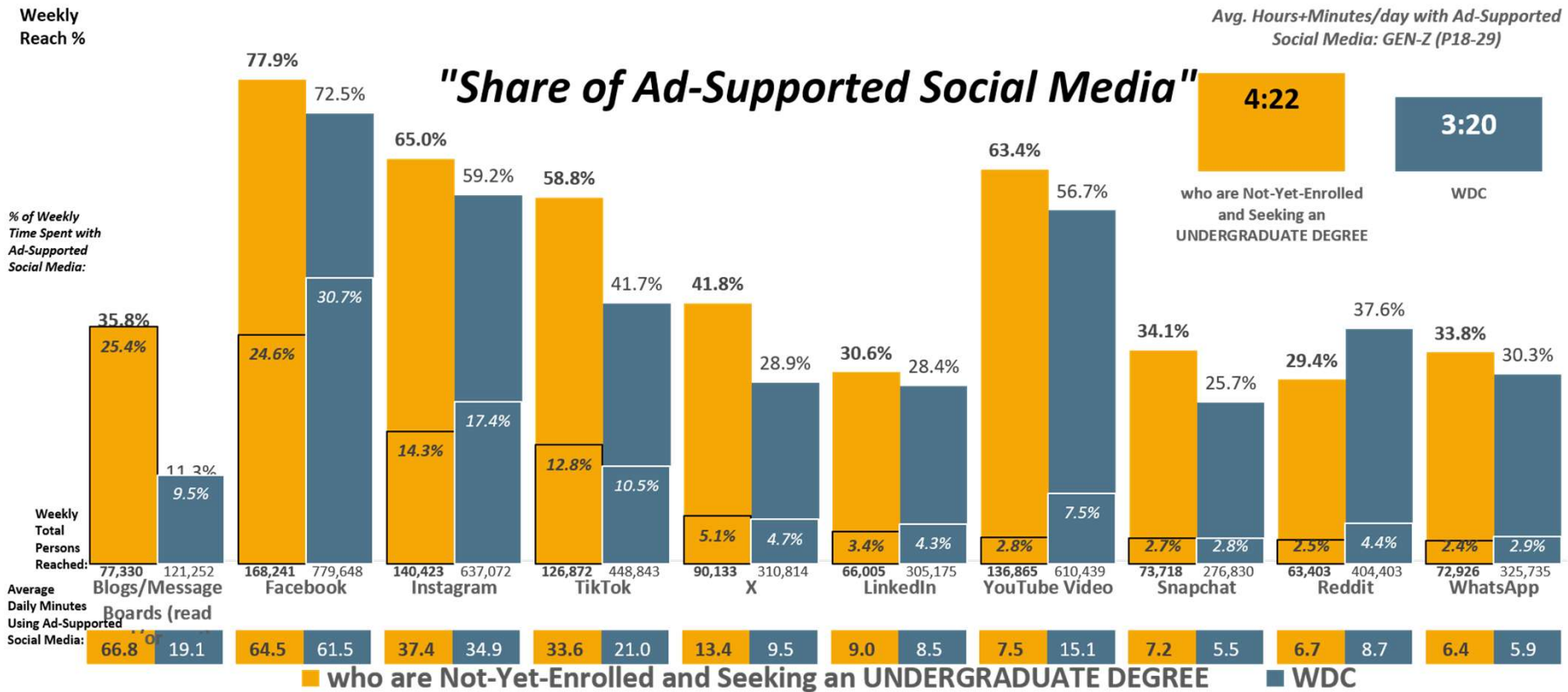


160,275 or 61.4% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 81.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



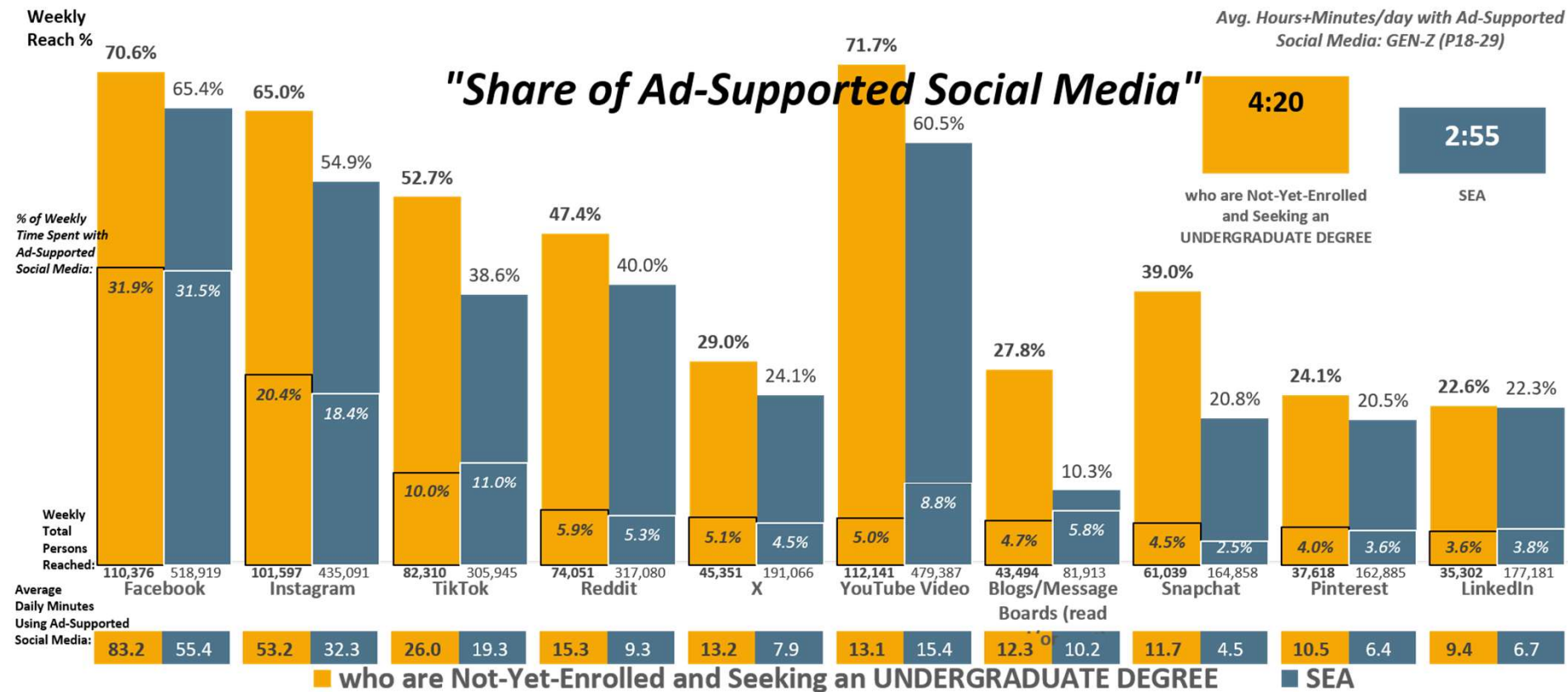


77,330 or 35.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 66.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported S



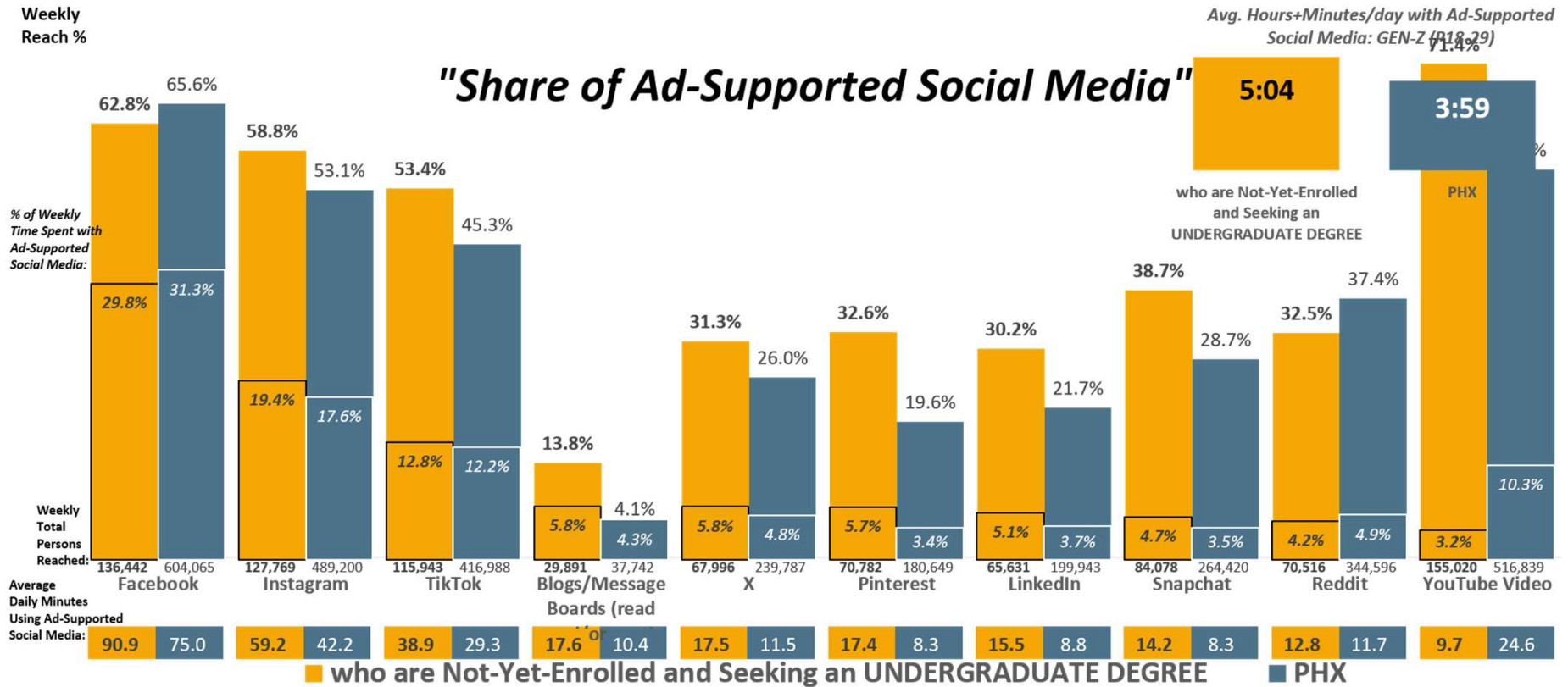


110,376 or 70.6% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 83.2 minutes every day representing 31.9% of all time spent daily with Ad-Supported Social Media.





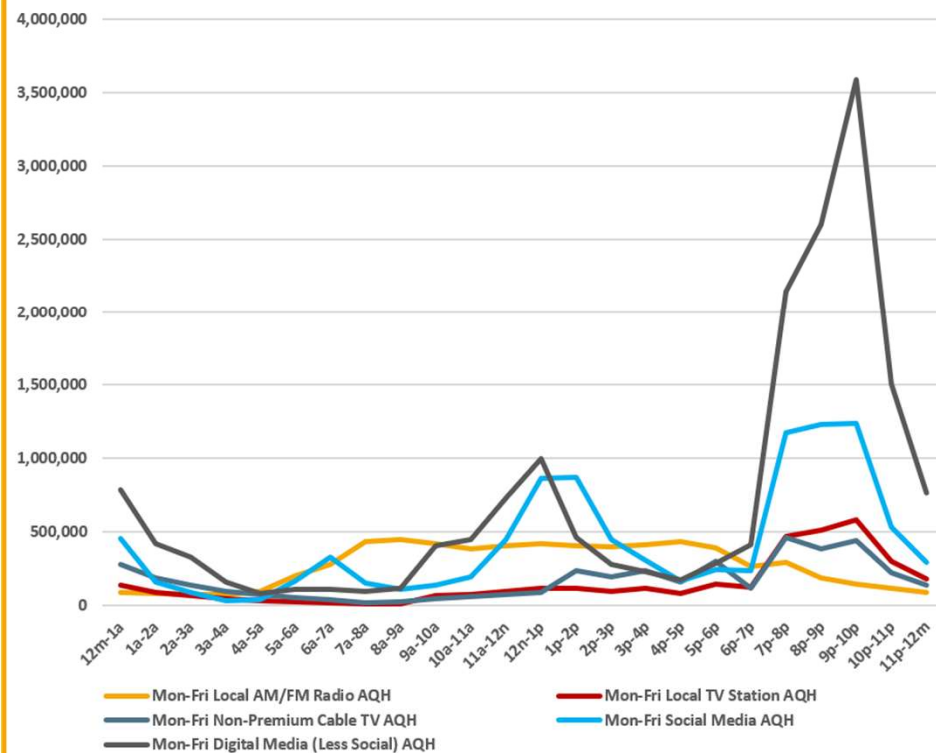
136,442 or 62.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 90.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.



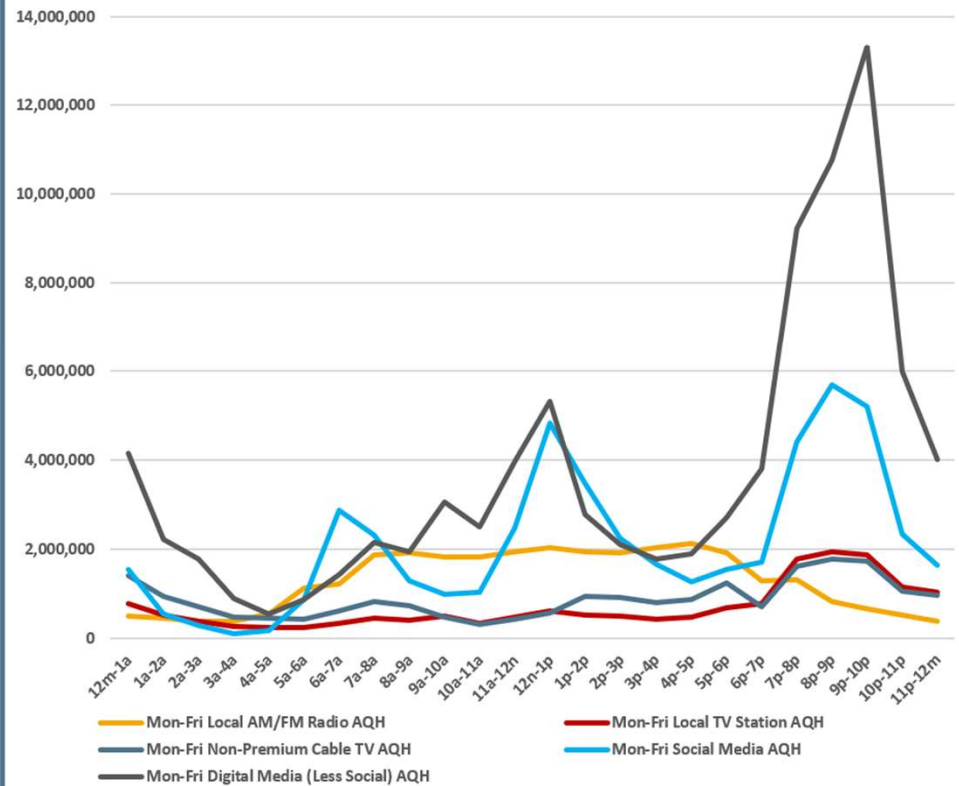


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 391,996; All Other Digital Media: 365,206; Social Media: 346,763; Non-Prem. Cable: 122,741; Local TV: 81,774 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRAD

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



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



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

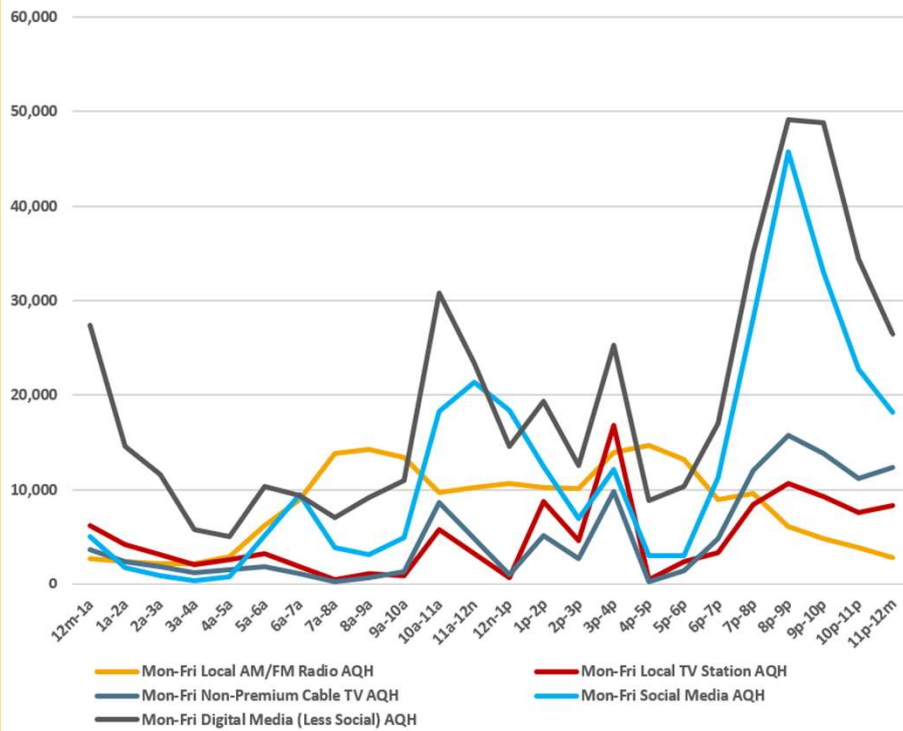
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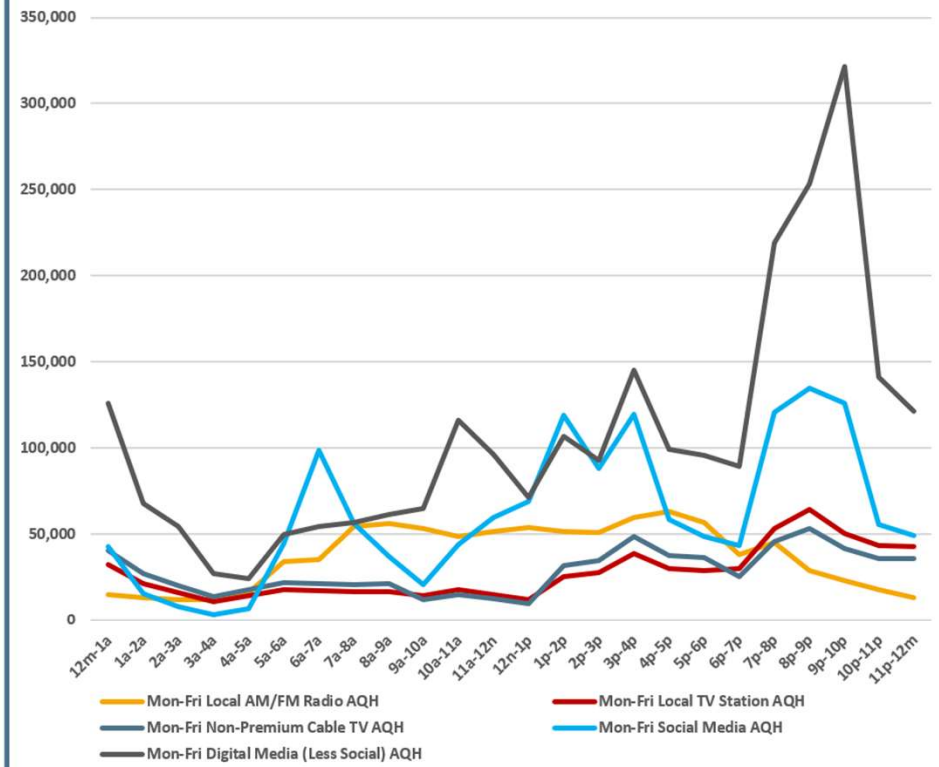


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,292;
Local Radio: 11,712; Social Media: 9,889; Local TV: 3,903; Non-Prem. Cable: 3,239
reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DE

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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96
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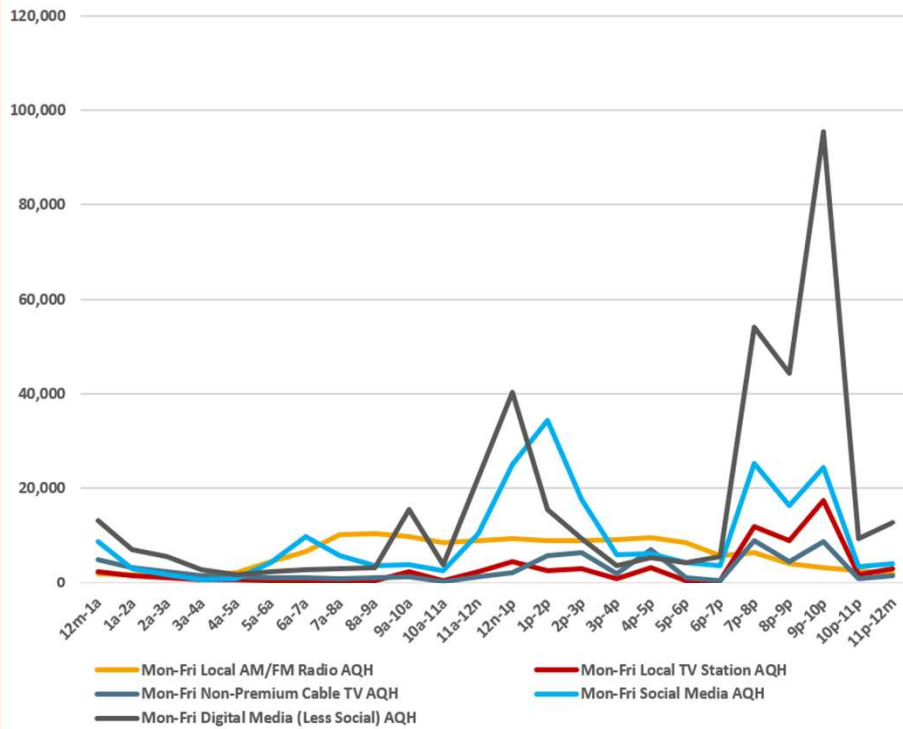
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for Anything ®

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

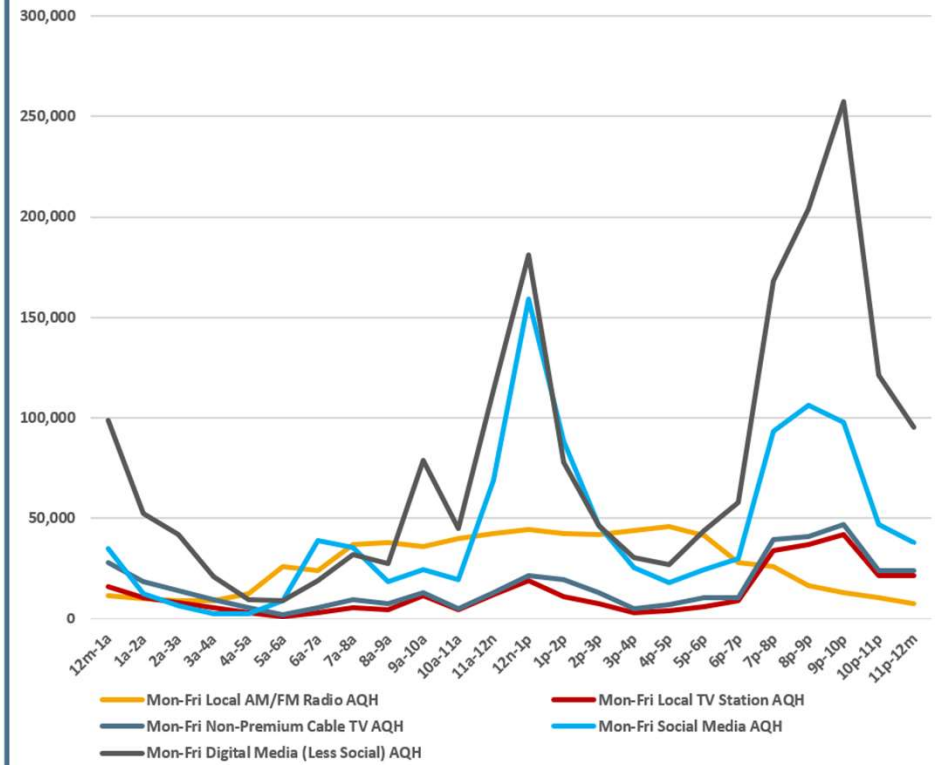


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,346;
Social Media: 10,224; Local Radio: 8,843; Non-Prem. Cable: 2,331; Local TV: 1,688
reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DE

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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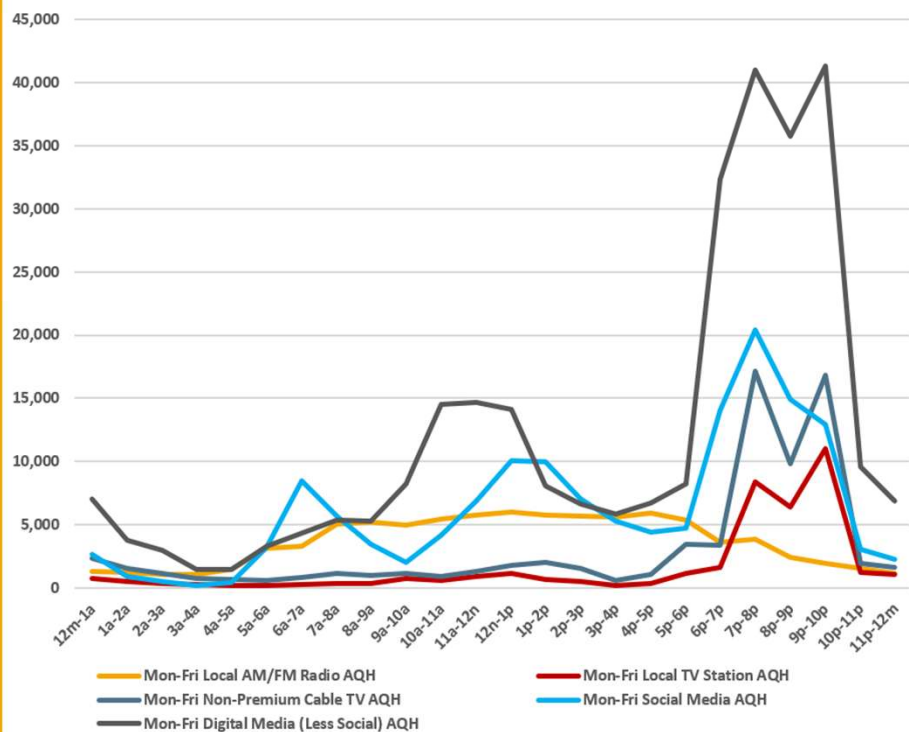
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for Anything

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

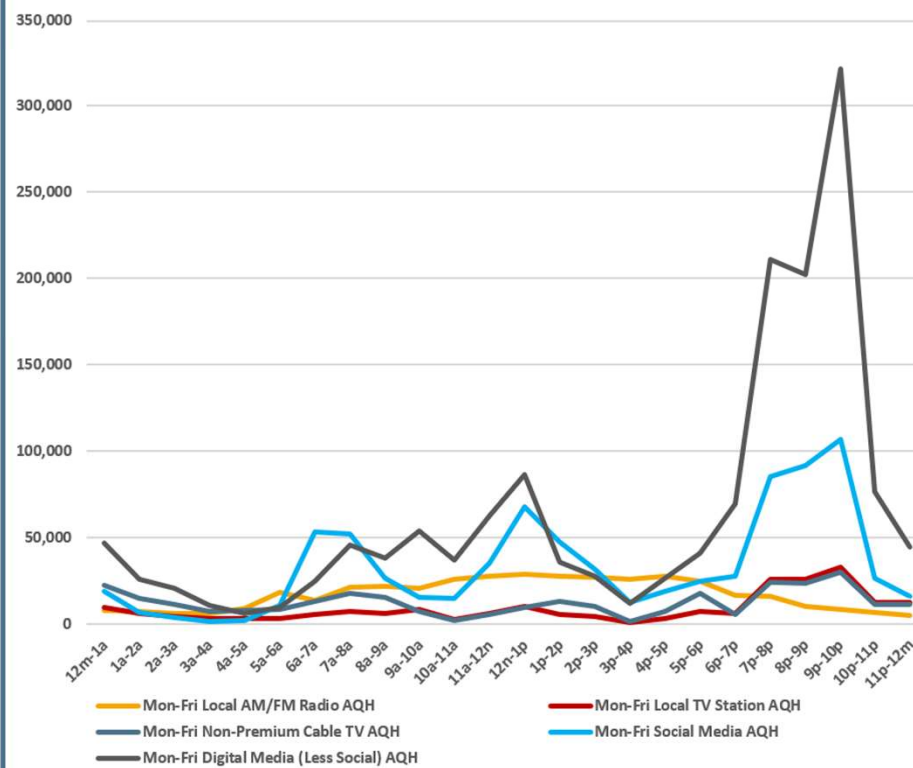


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,336; Social Media: 6,637; Local Radio: 5,231; Non-Prem. Cable: 1,570; Local TV: 698 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65
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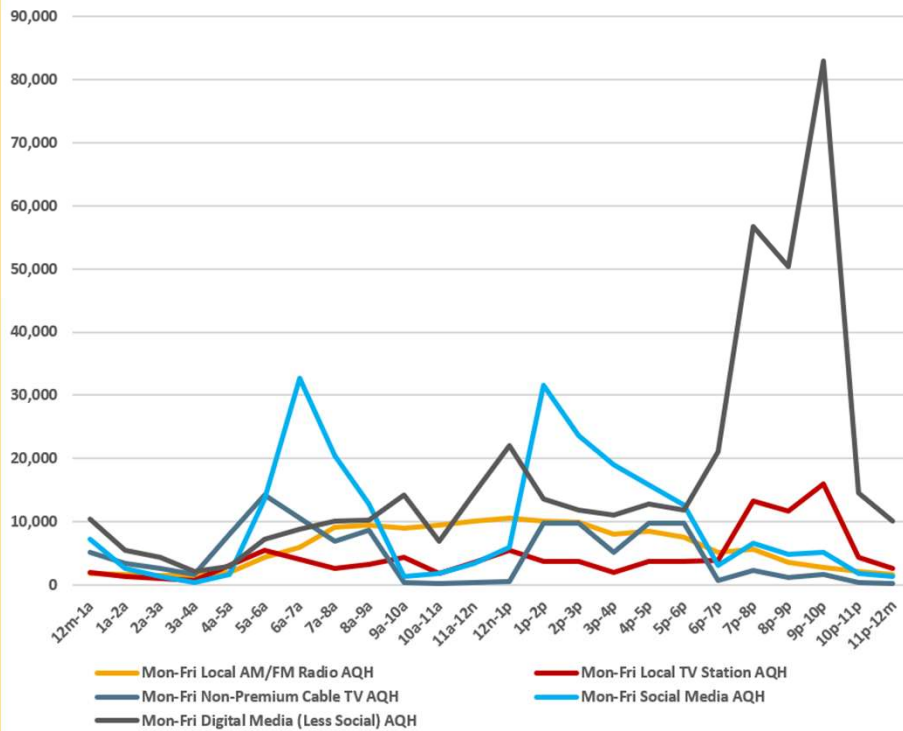
soefa.ai Share of Everything
for Anything

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

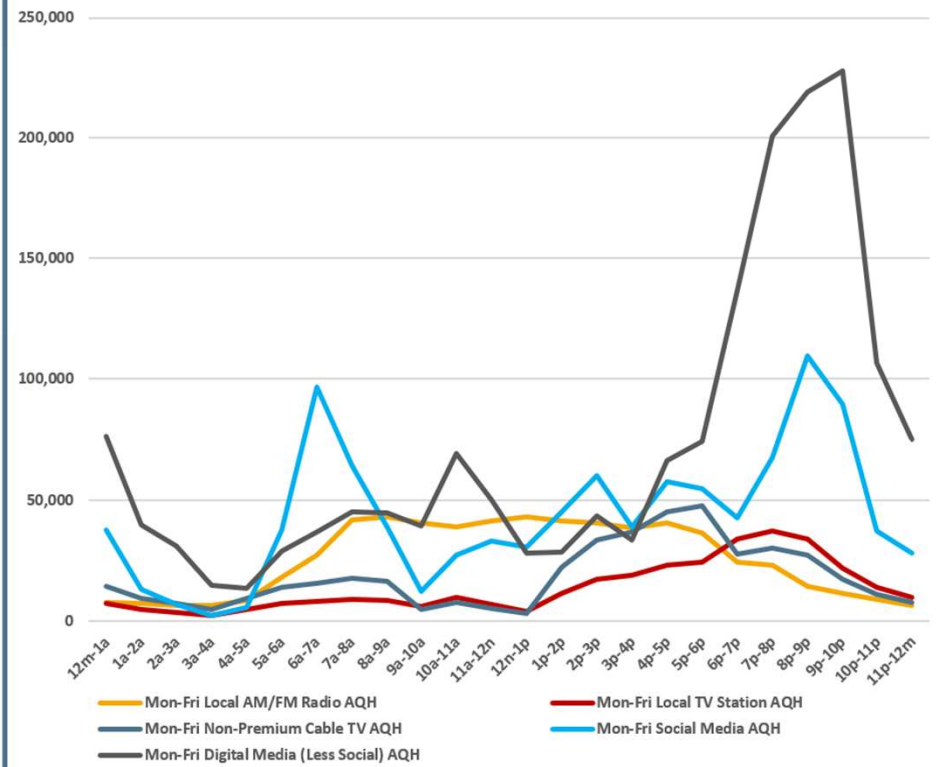


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 14,192; All Other Digital Media: 13,027; Local Radio: 8,715; Non-Prem. Cable: 5,578; Local TV: 3,538 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79
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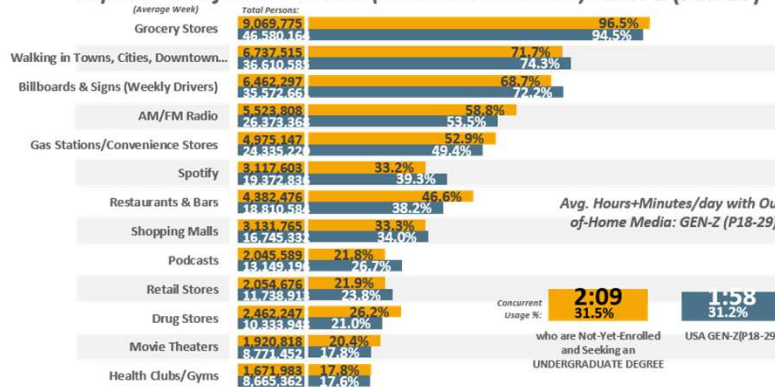
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for Anything ®

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

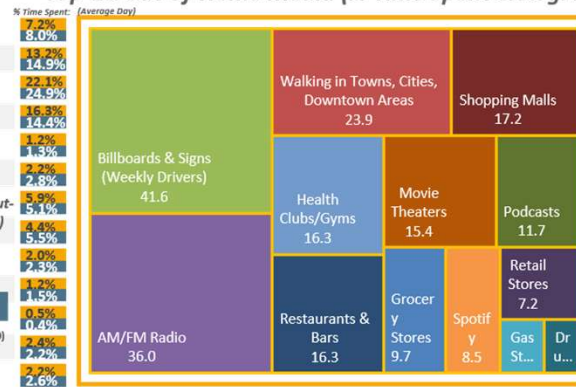


6,462,297 or 68.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 58.1% Listen to Local Radio Stations Out-of-Home for an average of 32.9 minute

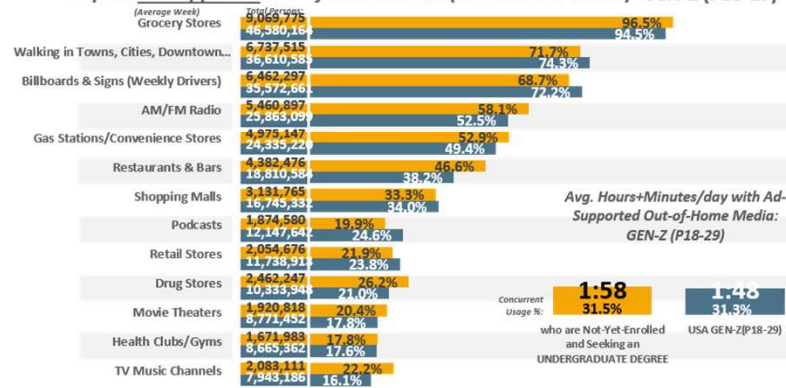
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



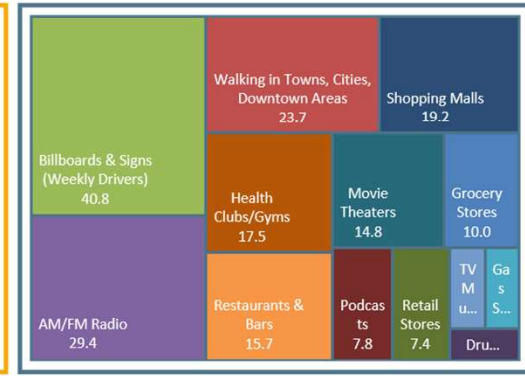
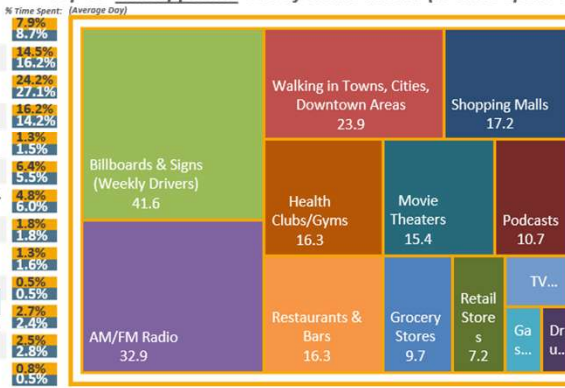
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



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

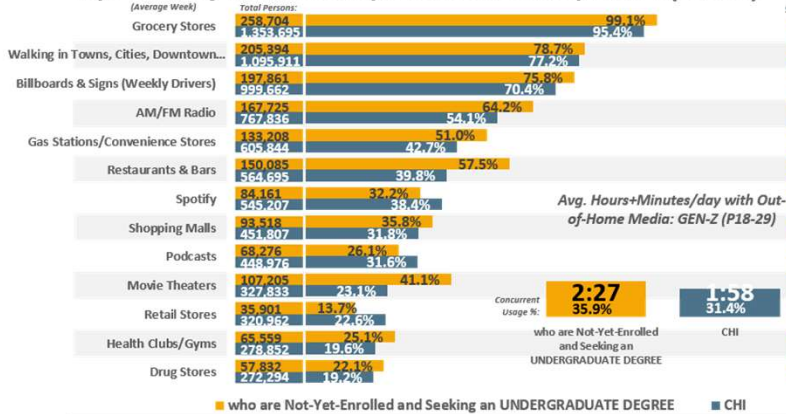
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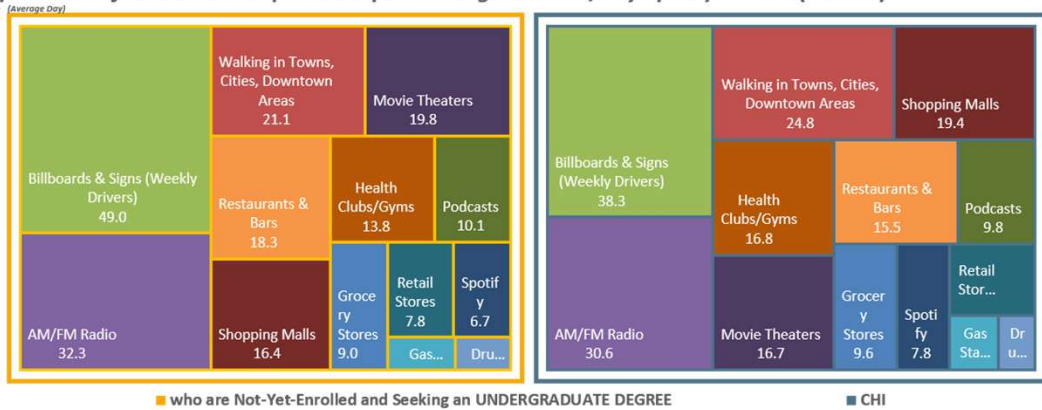


197,861 or 75.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 49. minutes per day driving, seeing Billboards and Signs. 63.5% Listen to Local Radio Stations Out-of-Home for an average of 30.6 minutes/d

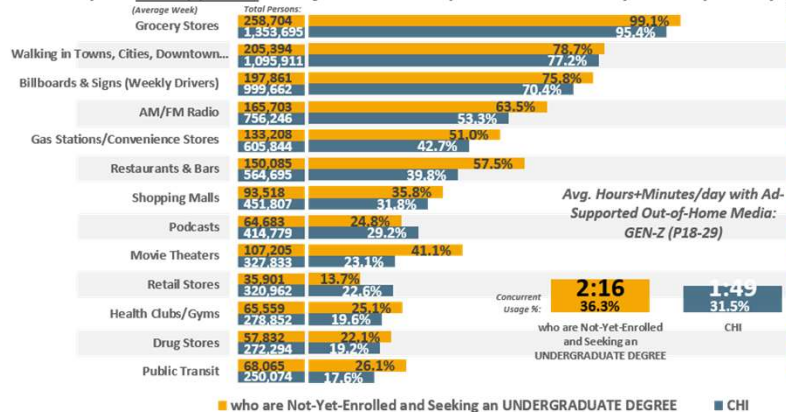
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



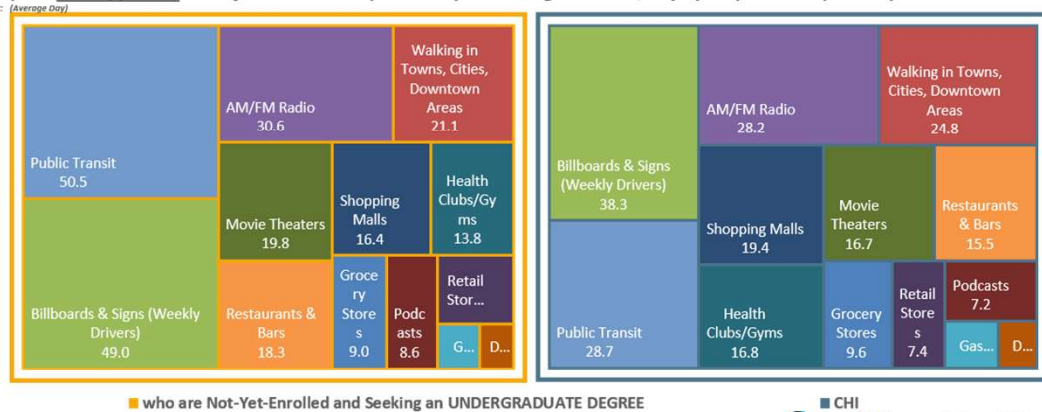
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96
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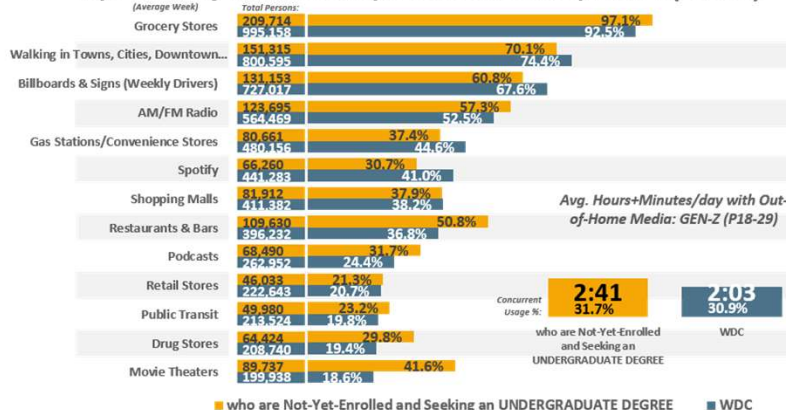
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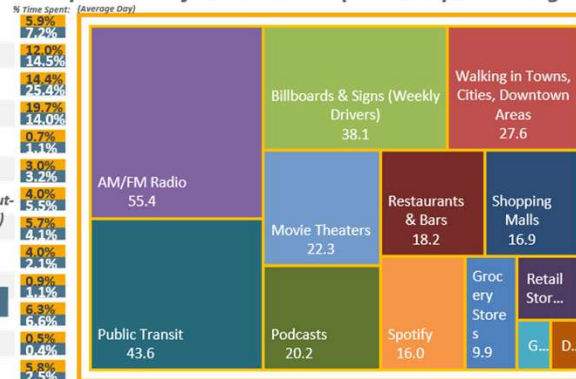


131,153 or 60.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 38.1 minutes per day driving, seeing Billboards and Signs. 56.8% Listen to Local Radio Stations Out-of-Home for an average of 49.7 minutes/

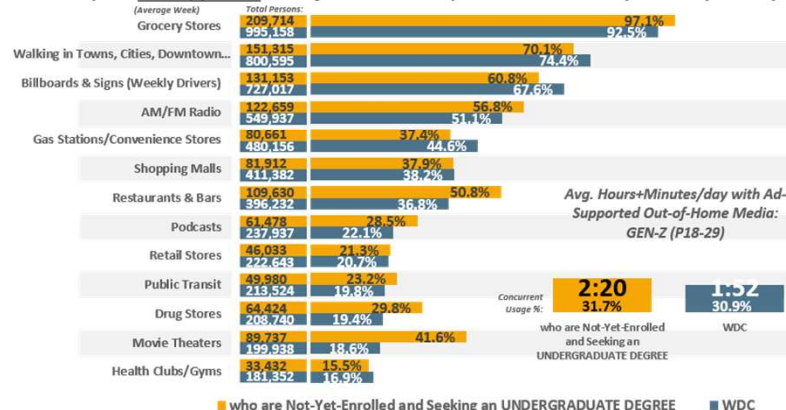
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



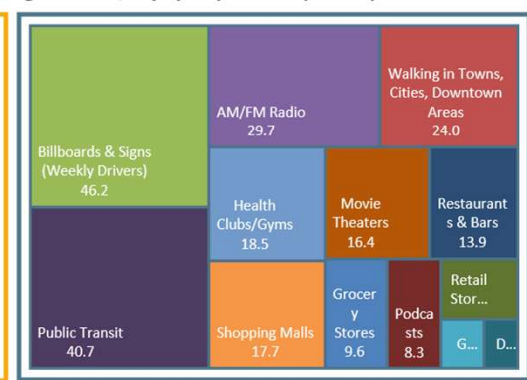
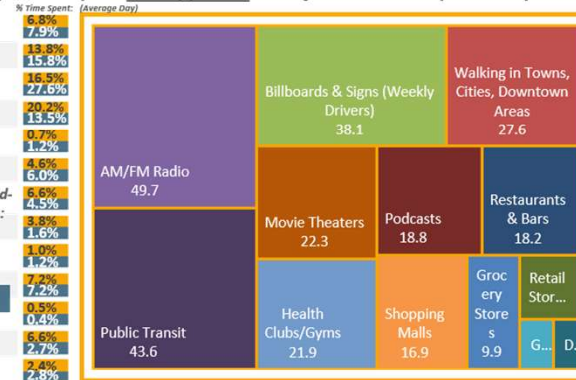
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



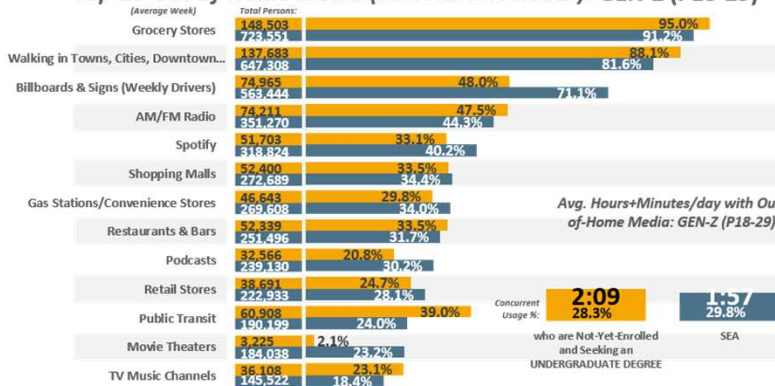
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



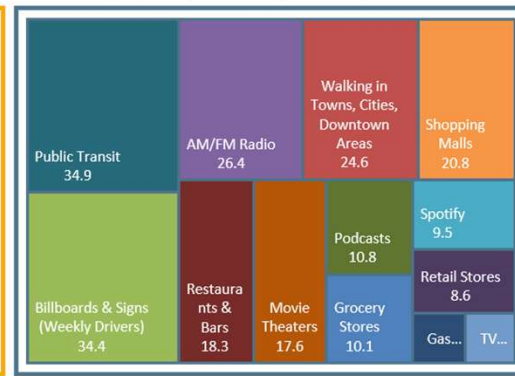
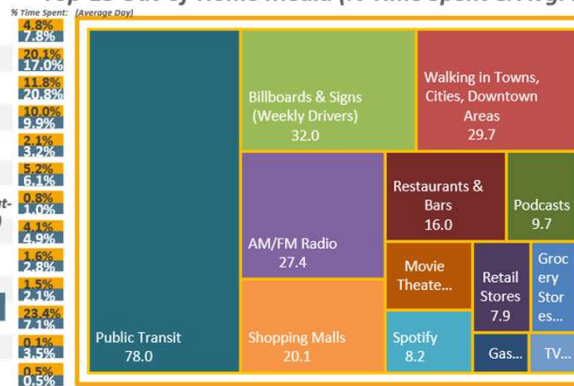


74,965 or 48.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 32. minutes per day driving, seeing Billboards and Signs. 47.2% Listen to Local Radio Stations Out-of-Home for an average of 25.9 minutes/day

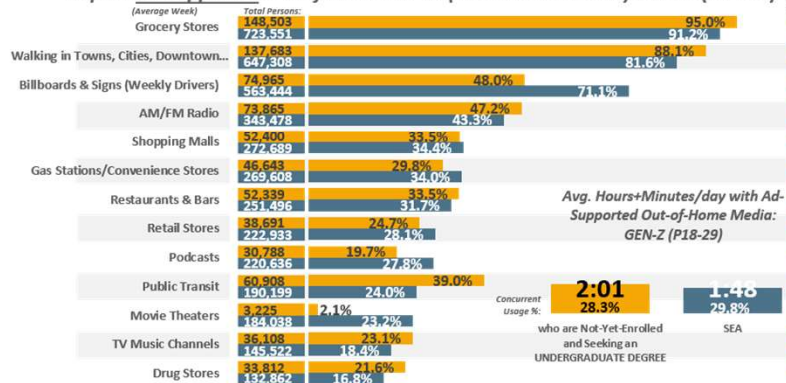
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



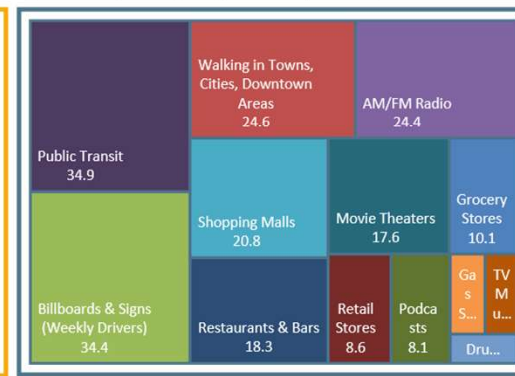
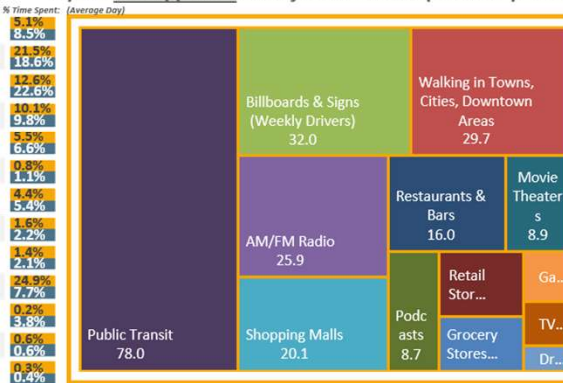
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



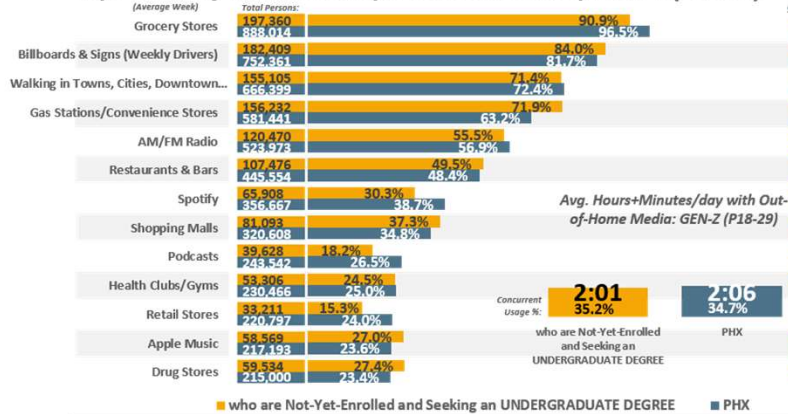
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



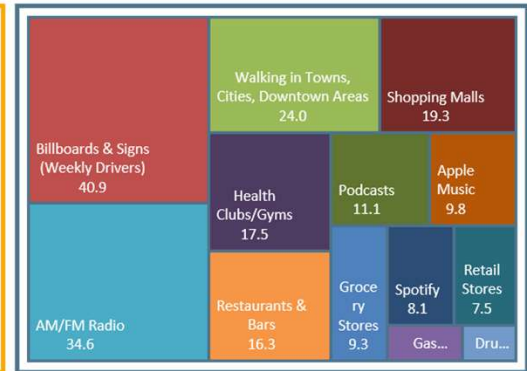
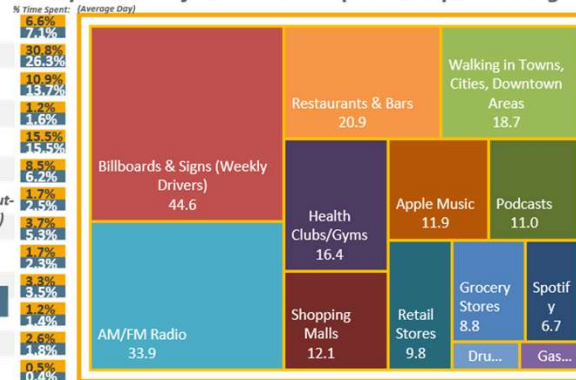


182,409 or 84.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 44.6 minutes per day driving, seeing Billboards and Signs. 54.7% Listen to Local Radio Stations Out-of-Home for an average of 30.4 minutes/d

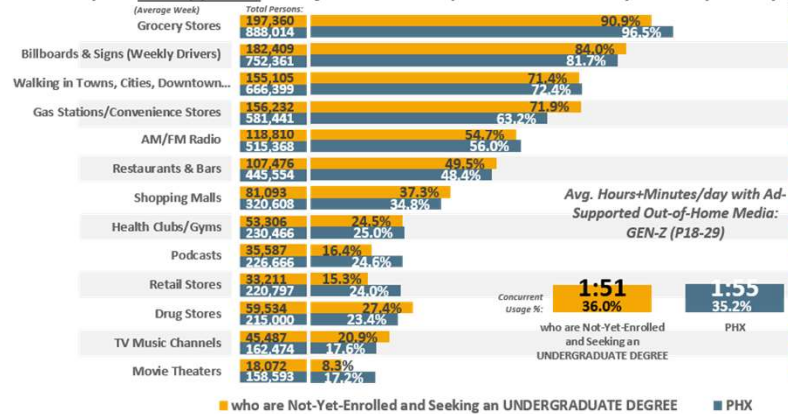
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



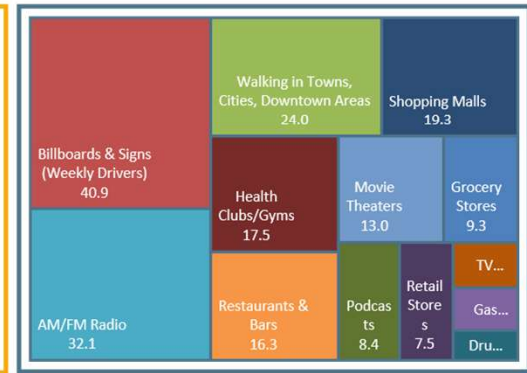
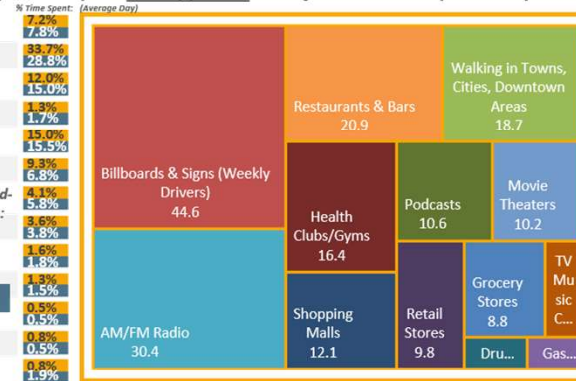
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



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



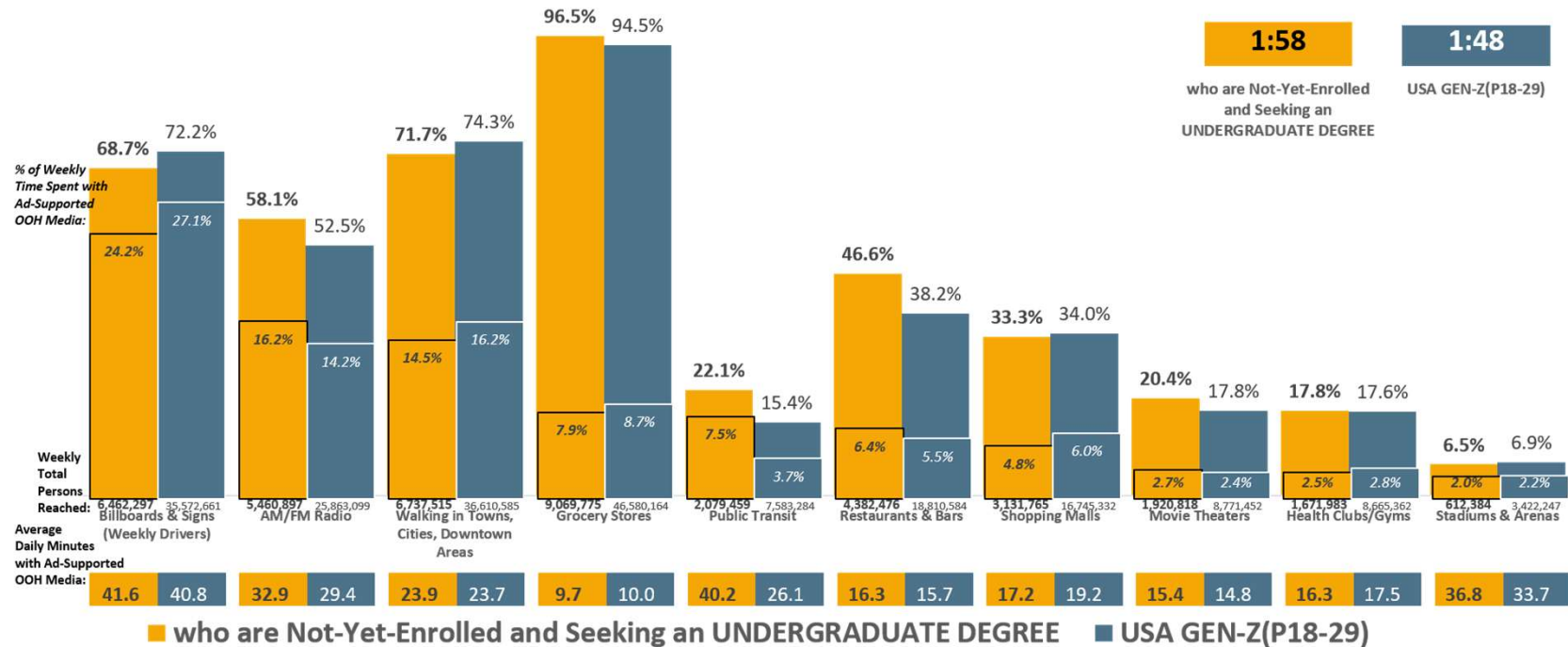


6,462,297 or 68.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 24.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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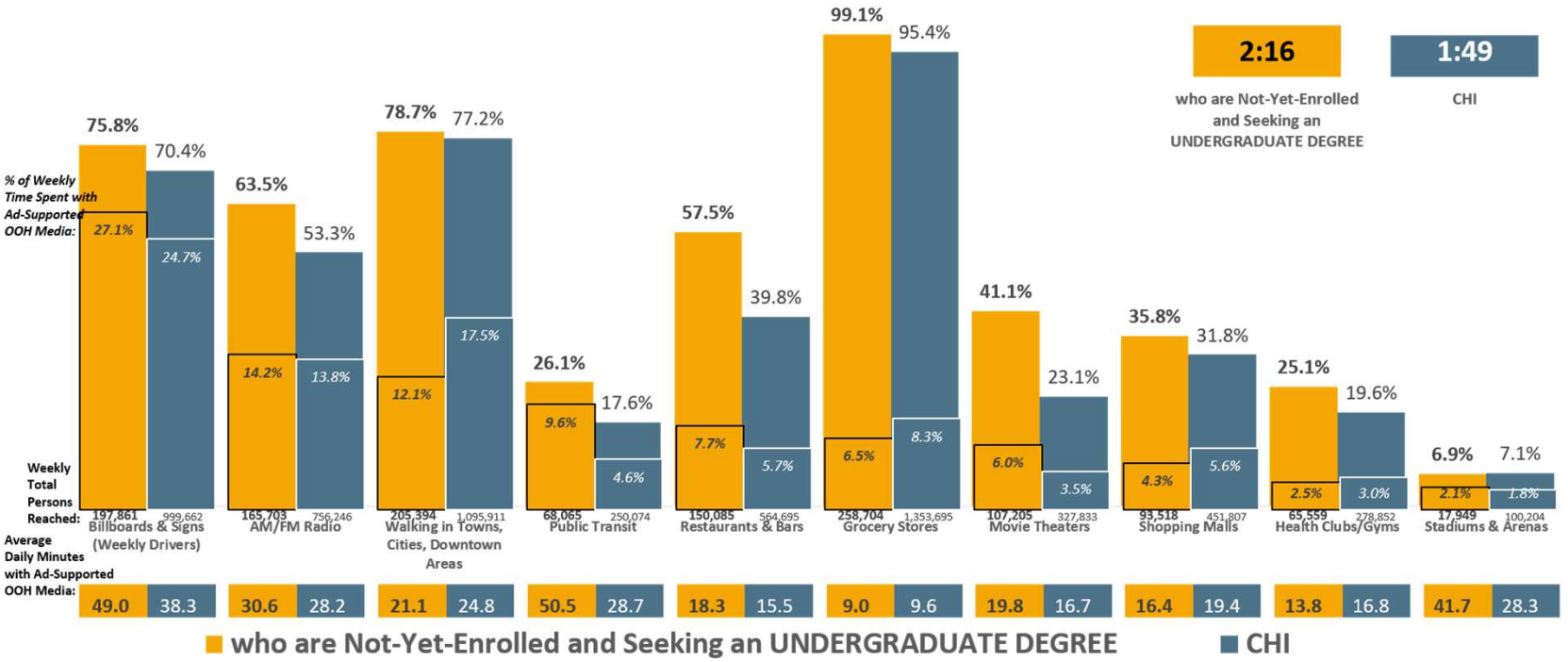


197,861 or 75.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

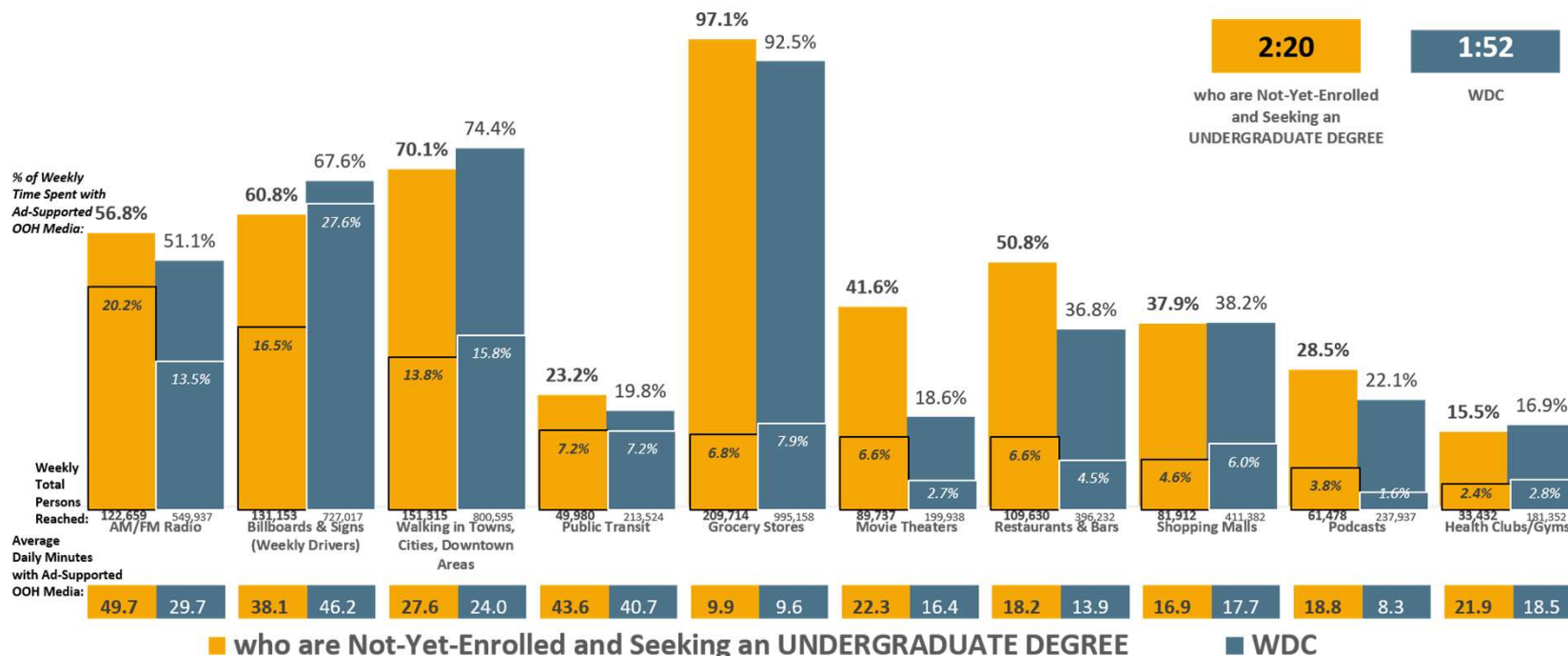


131,153 or 60.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 38.1 minutes per day driving, seeing Billboards and Signs representing 16.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



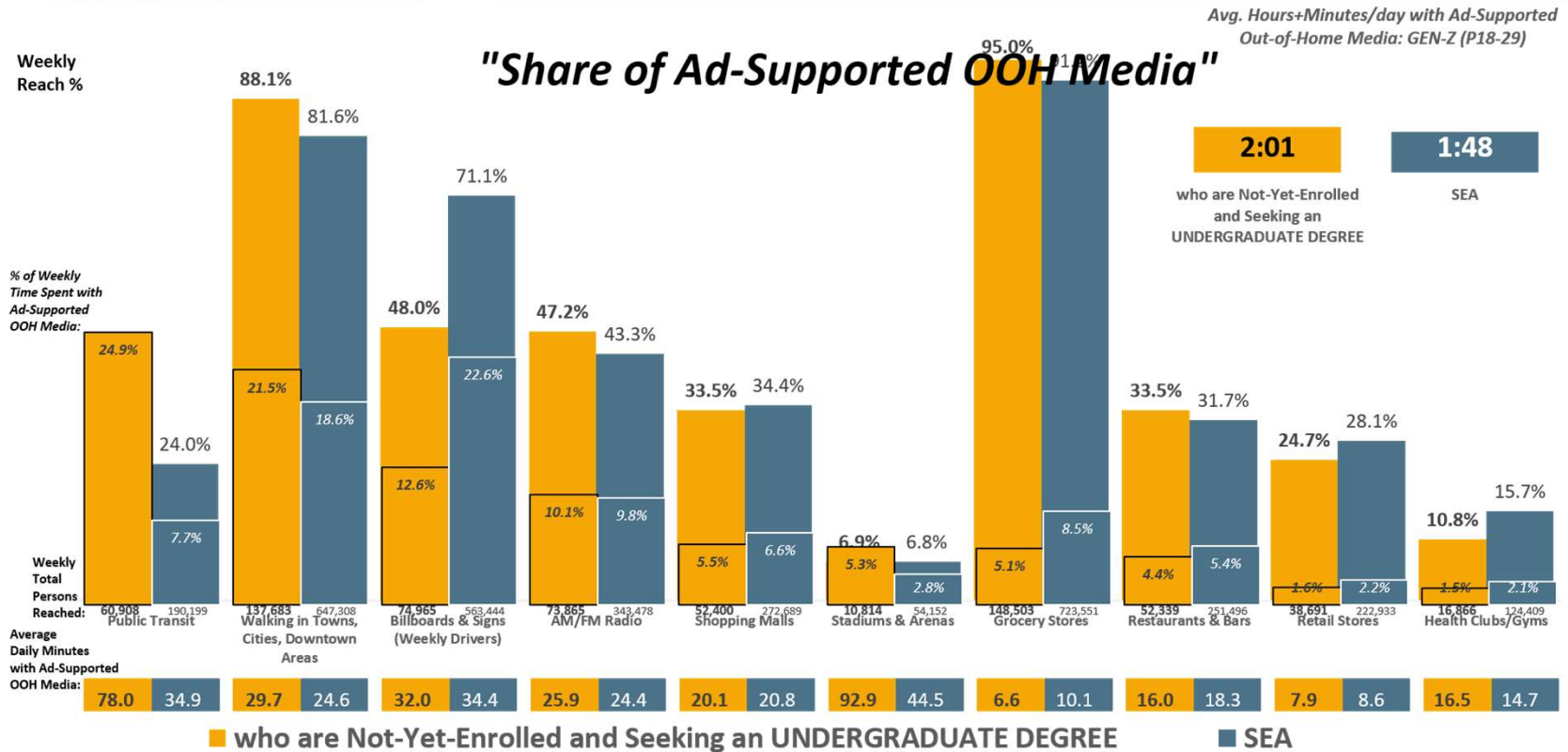
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130 WDC GEN-Z (P18-29) DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960

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74,965 or 48.1% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 32. minutes per day driving, seeing Billboards and Signs representing 12.6% of all Time Spent with Ad-Supported Out-of-Home Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65 SEA GEN-Z (P18-29) DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 495
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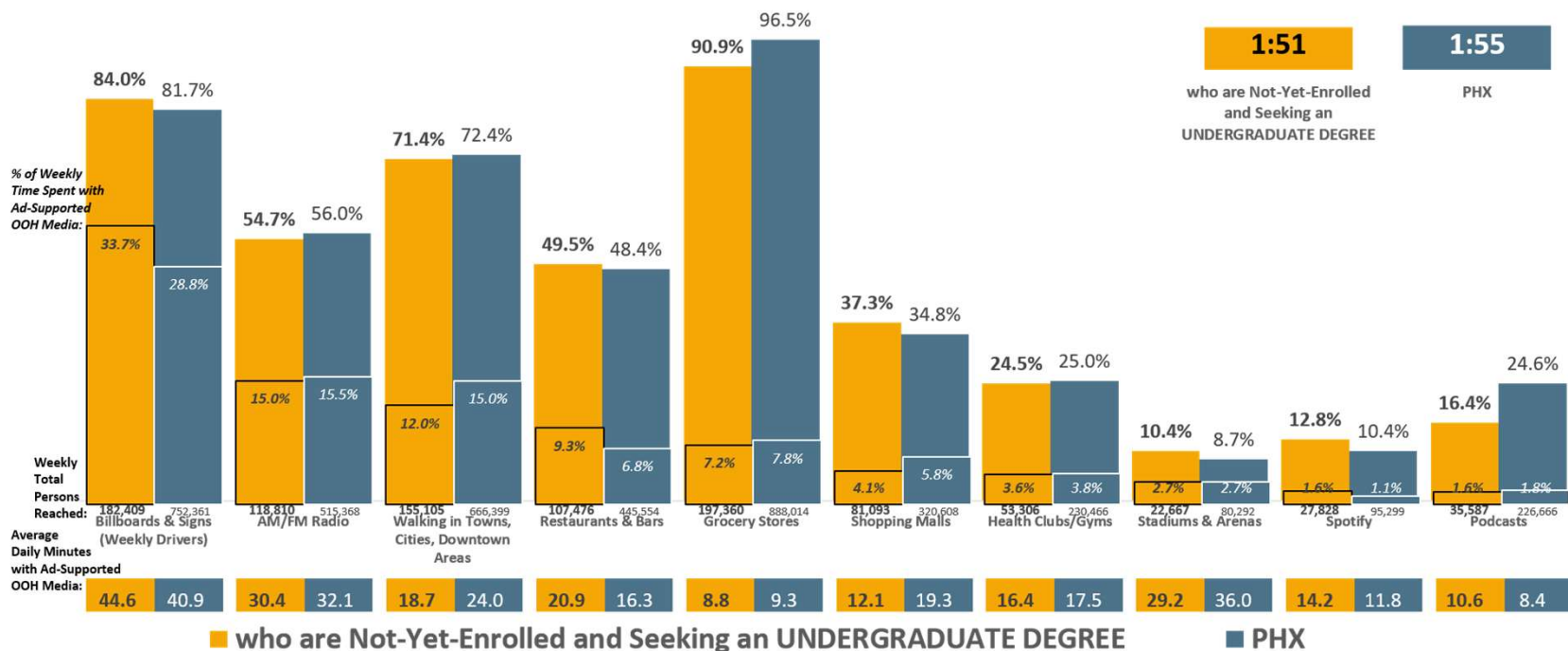


182,409 or 84.0% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 44.6 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:51

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

1:55

PHX

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79 PHX GEN-Z (P18-29) DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 374
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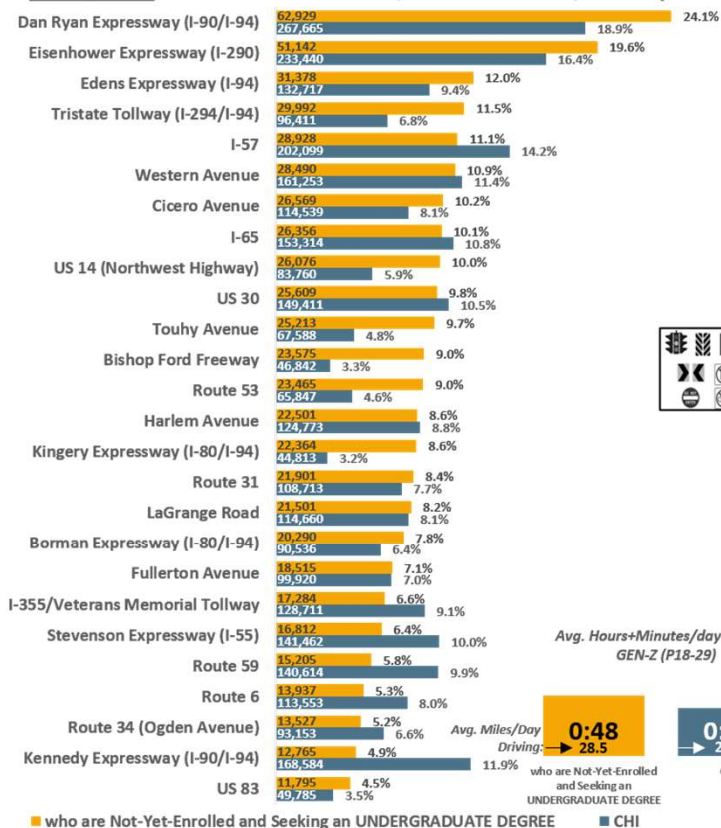
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197,861 or 75.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 173.6% more likely to use Bishop Ford Freeway than the Metro average.

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



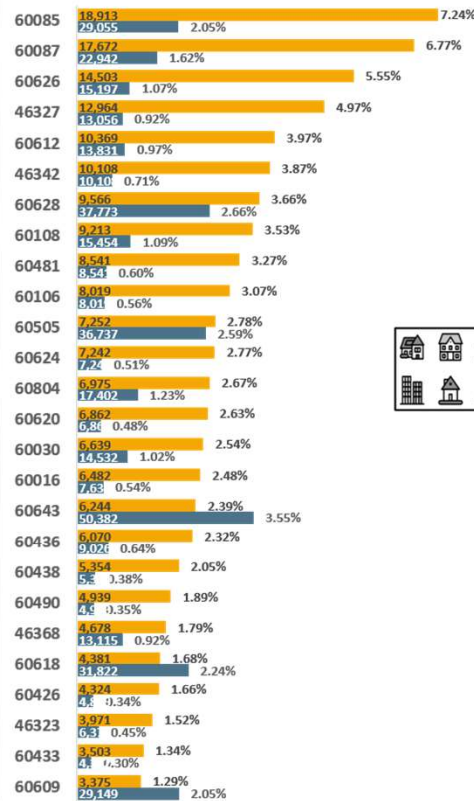
Avg. Hours+Minutes/day Driving:
GEN-Z (P18-29)

Avg. Miles/Day Driving:
0:48 28.5
0:38 22.3

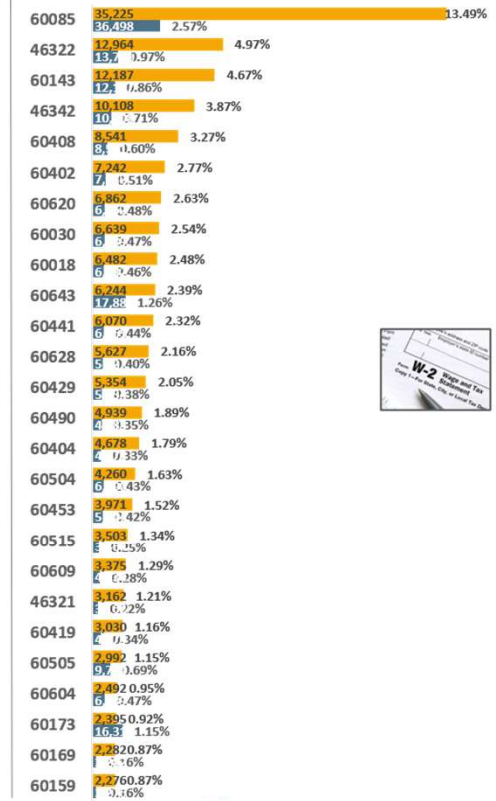
who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

CHI

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



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

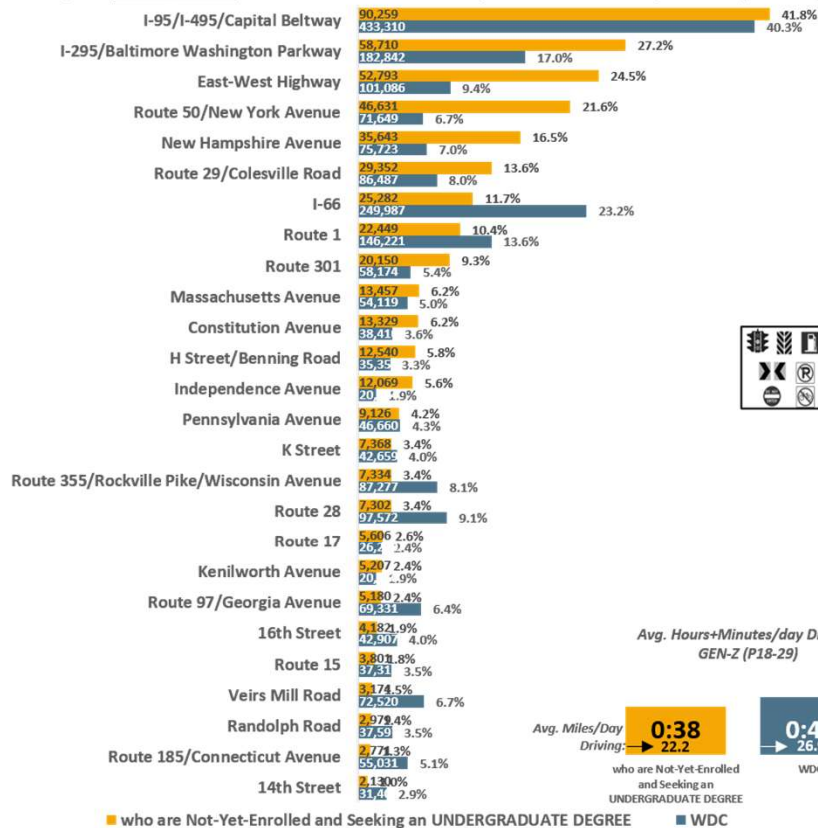


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131,153 or 60.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 38.1 minutes per day driving an average of 22.2 miles each day and are 224.3% more likely to use Route 50/New York Avenue than the Metro av

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



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

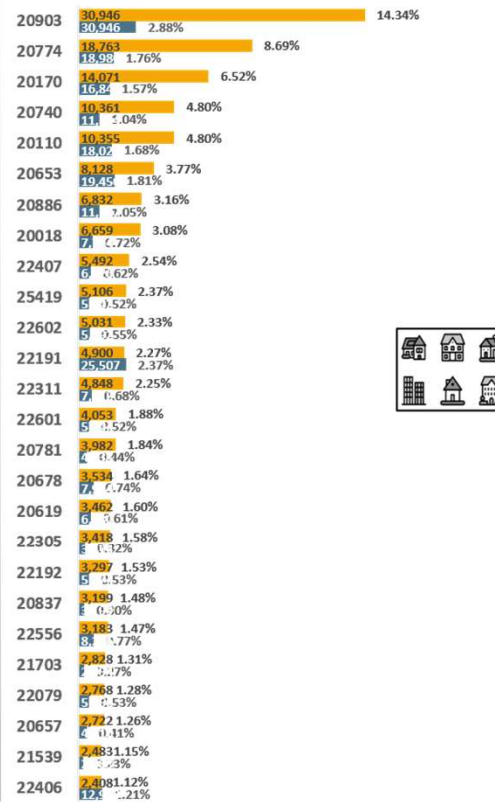
Avg. Miles/Day
Driving: 22.2

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

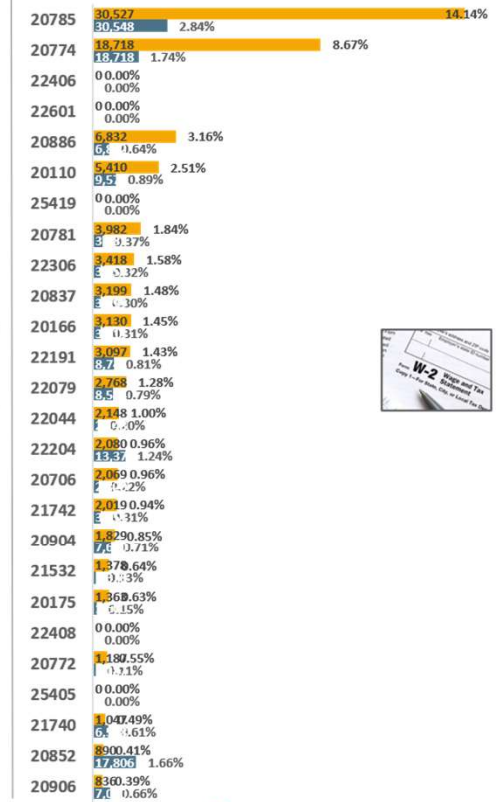
WDC



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



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



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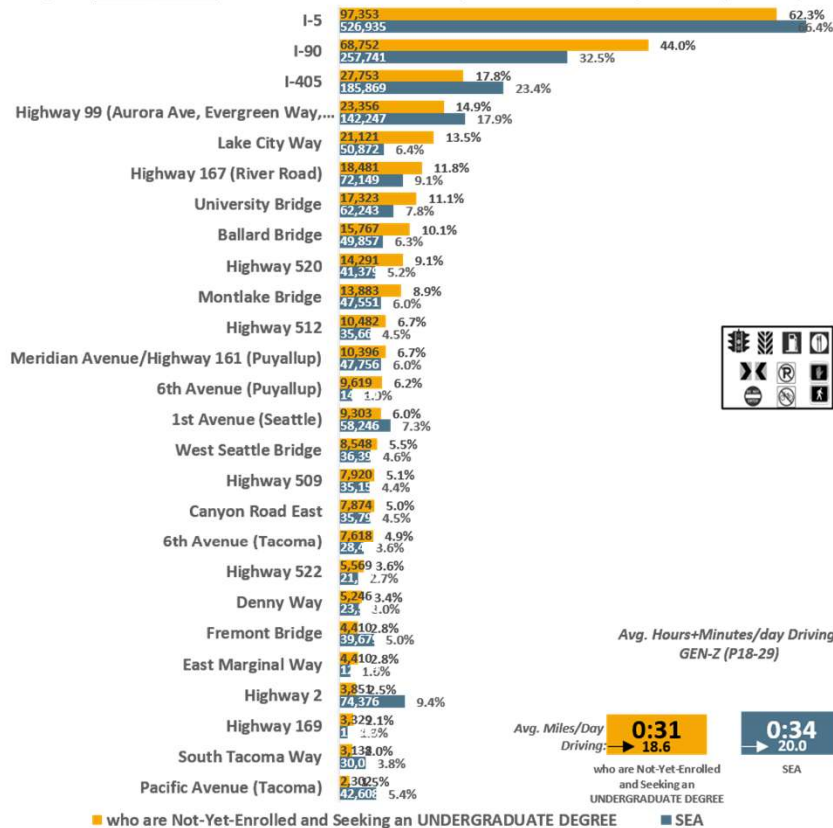
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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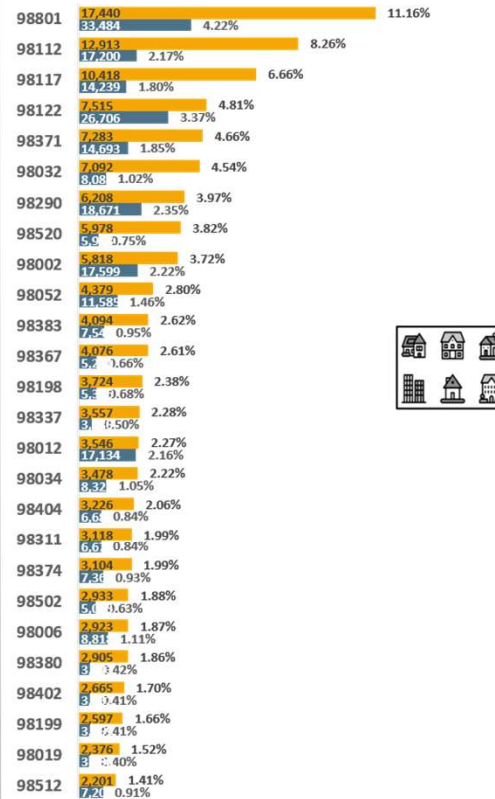


74,965 or 48.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 32. minutes per day driving an average of 18.6 miles each day and are 226.7% more likely to use 6th Avenue (Puyallup) than the Metro average.

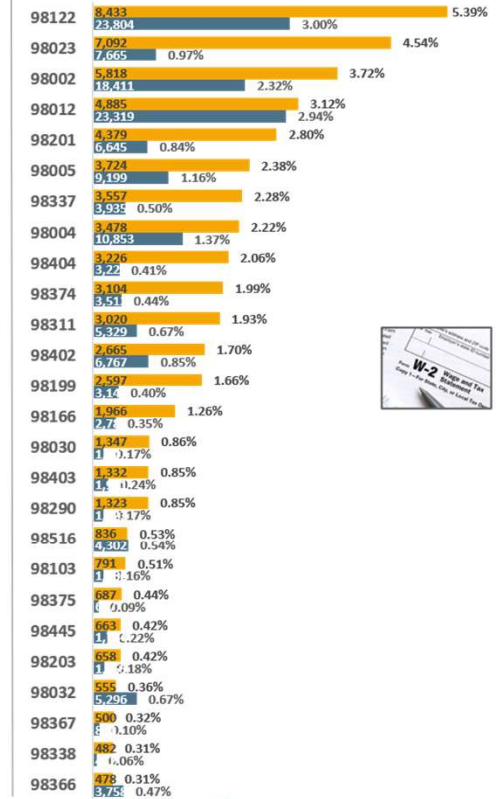
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): GEN-Z (P18-29)



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



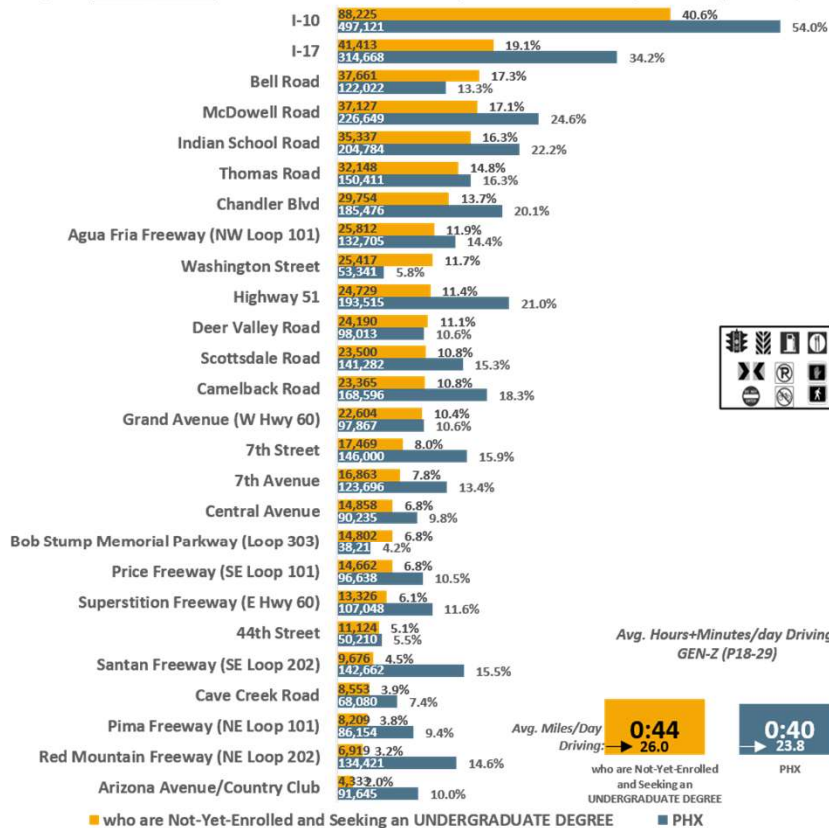
Top-26 Employment Zip Codes: GEN-Z (P18-29)



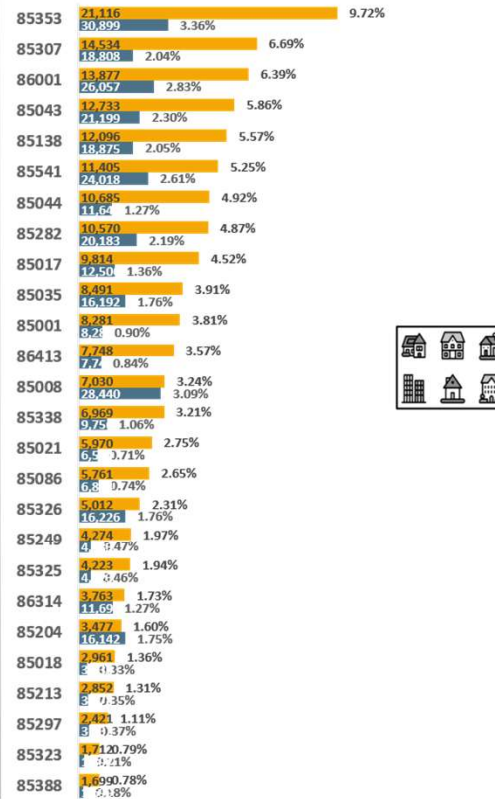


182,409 or 84.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 44.6 minutes per day driving an average of 26. miles each day and are 102.% more likely to use Washington Street than the Metro average.

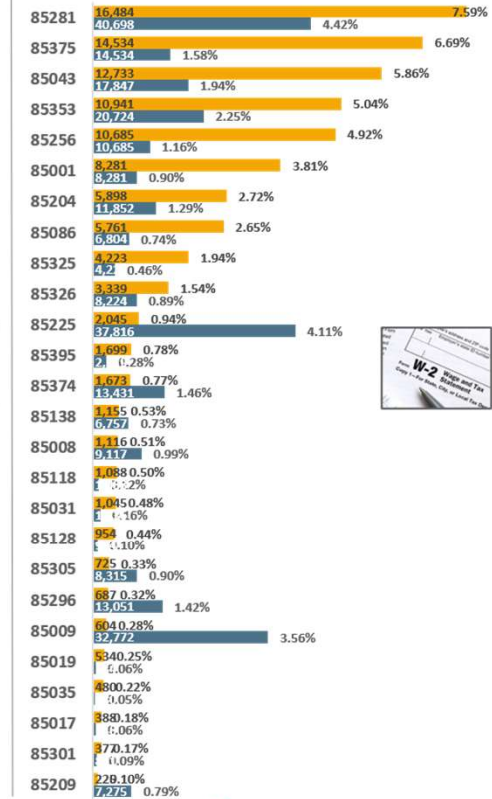
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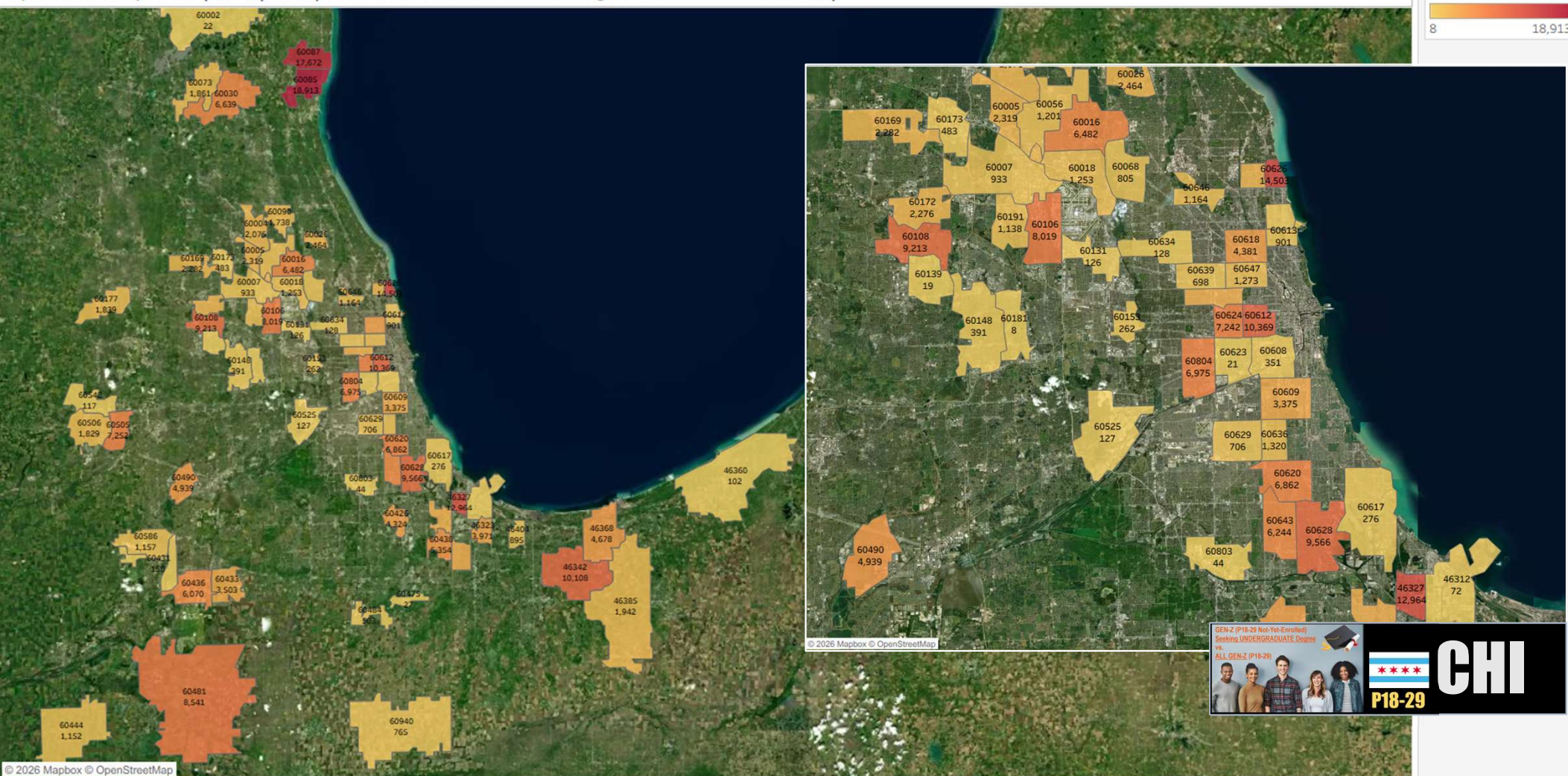
Top-26 Residential Zip Codes: GEN-Z (P18-29)



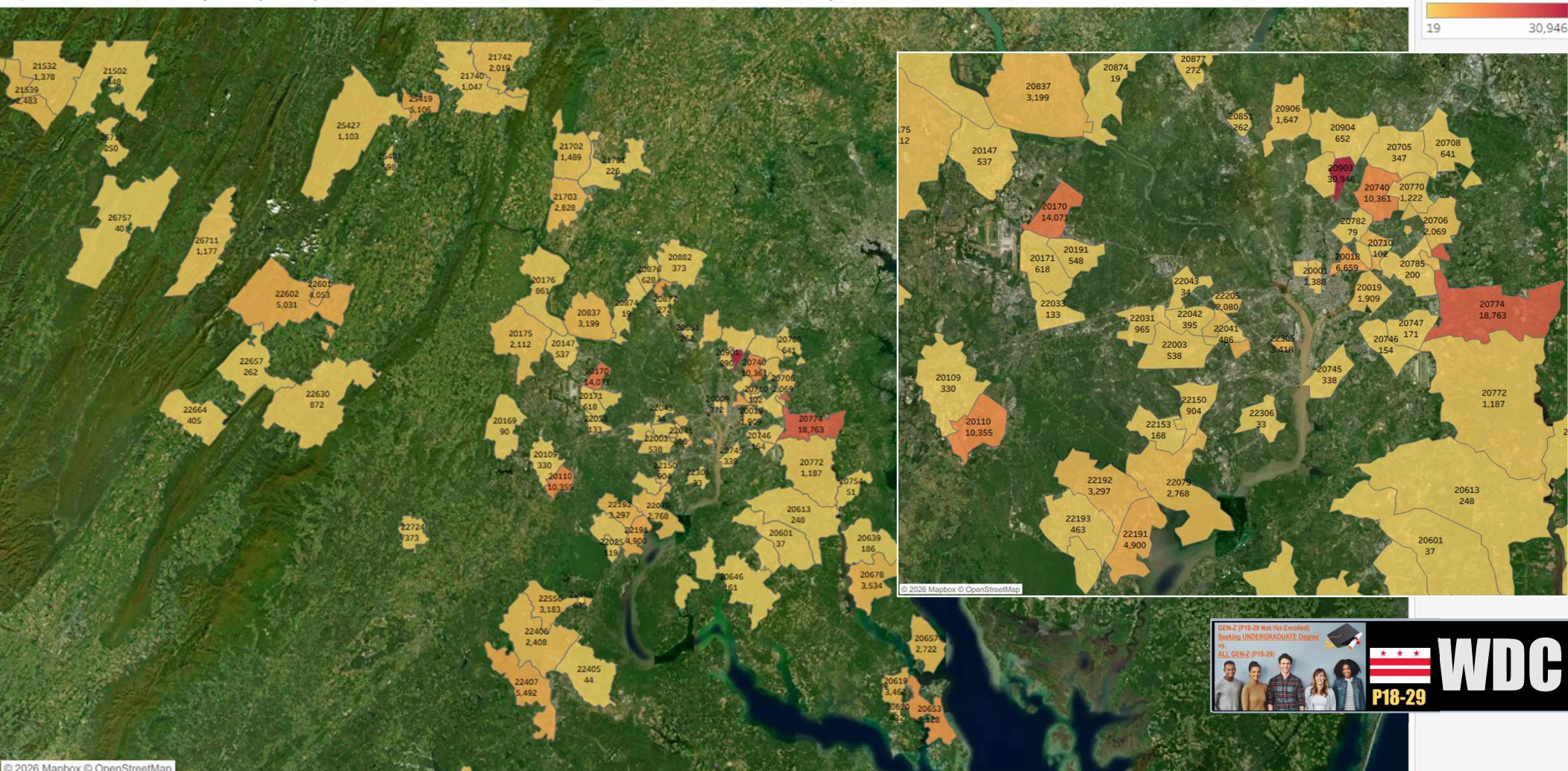
Top-26 Employment Zip Codes: GEN-Z (P18-29)



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



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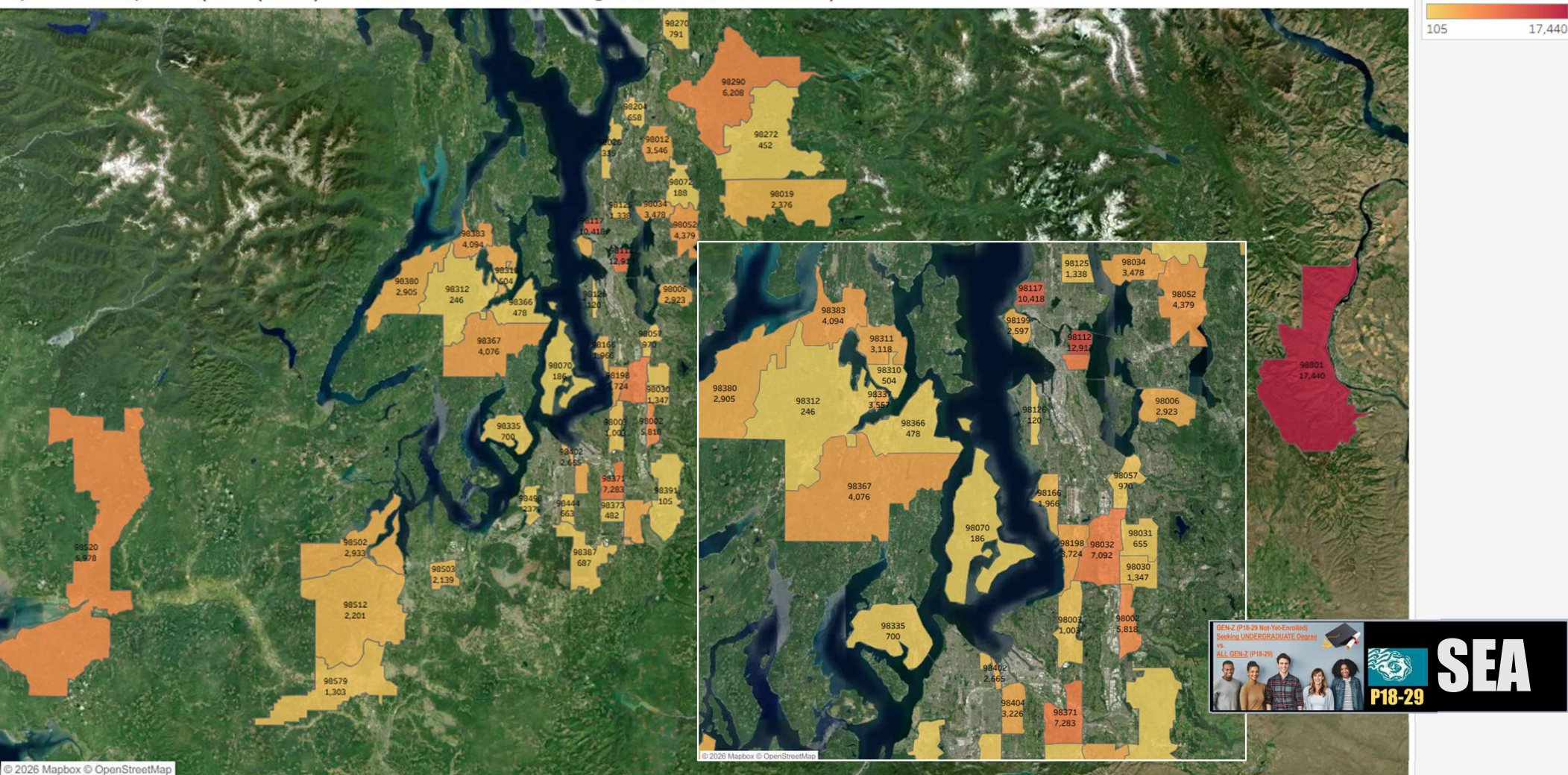
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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130
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((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

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

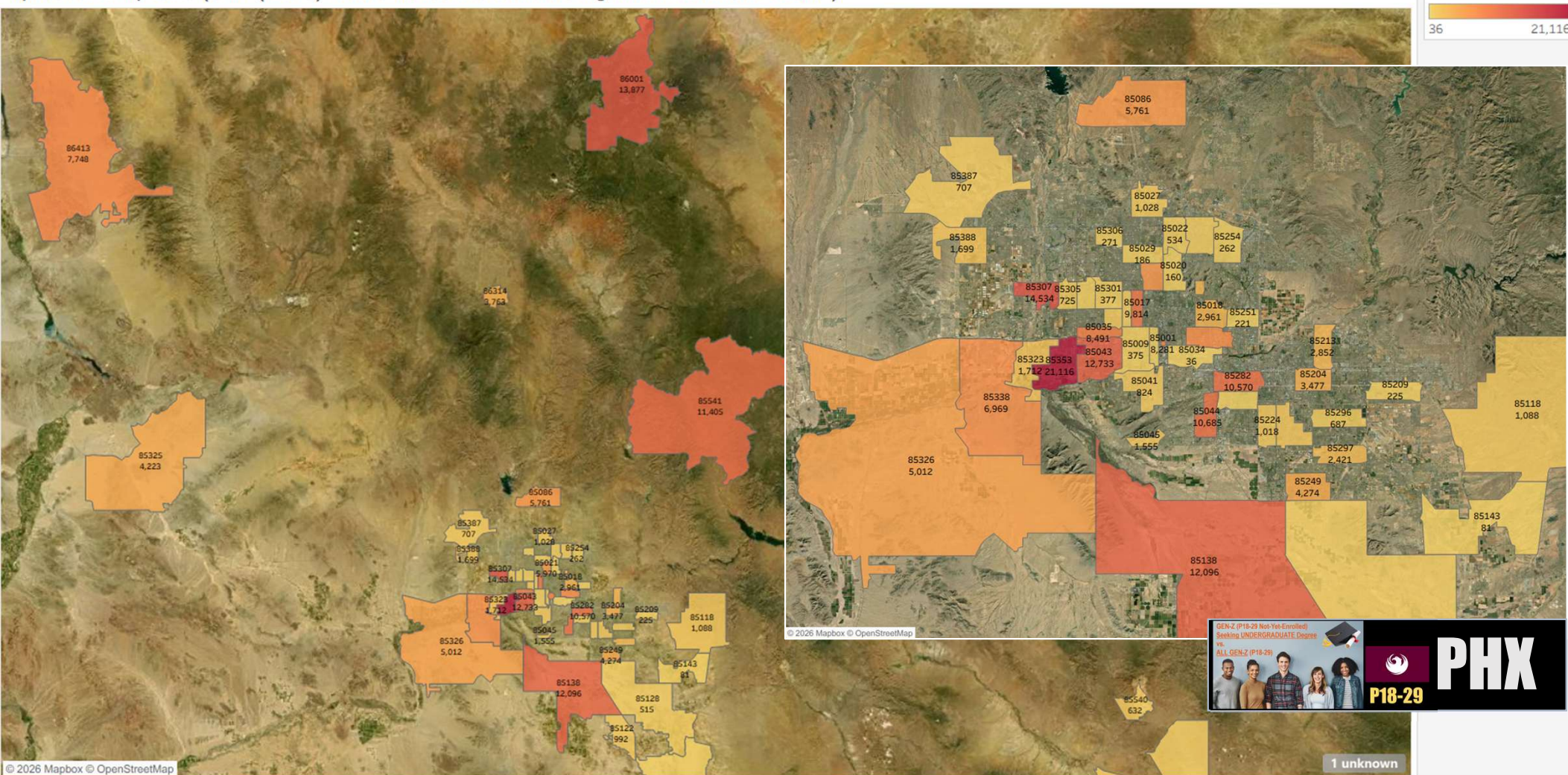


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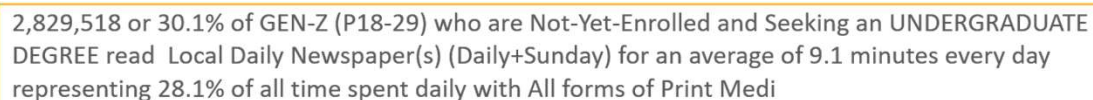
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SUM(GEN-Z (P18-29) ...

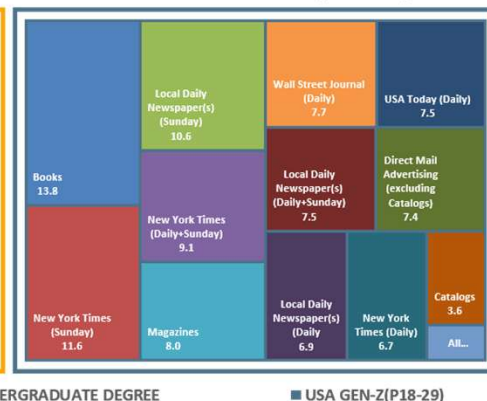
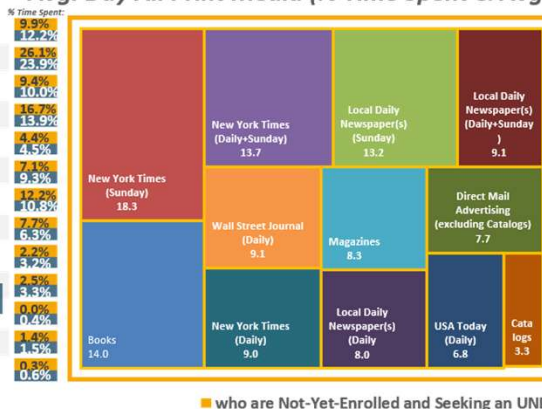
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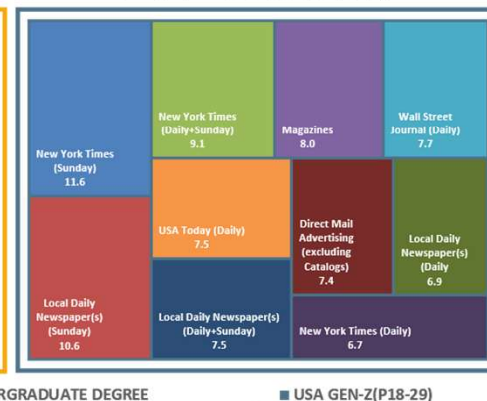
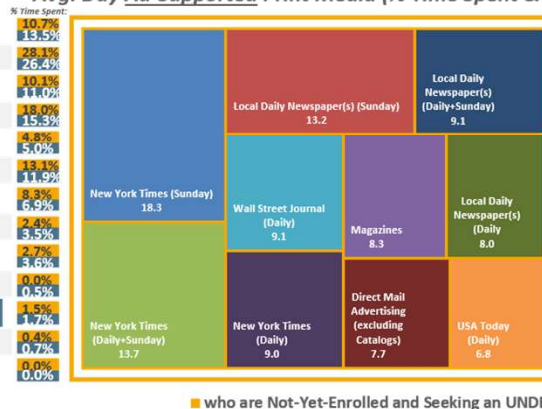
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Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



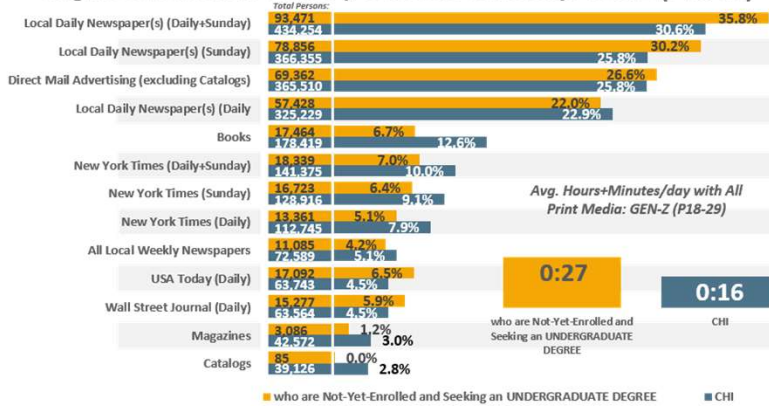
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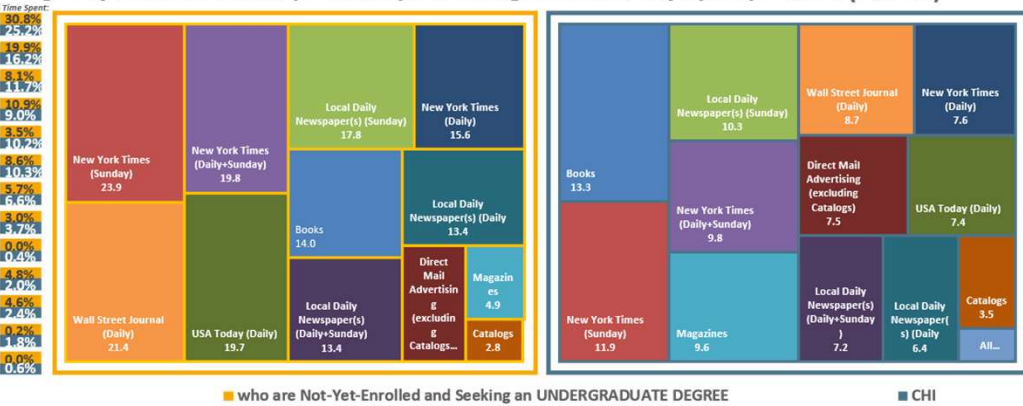


93,471 or 35.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

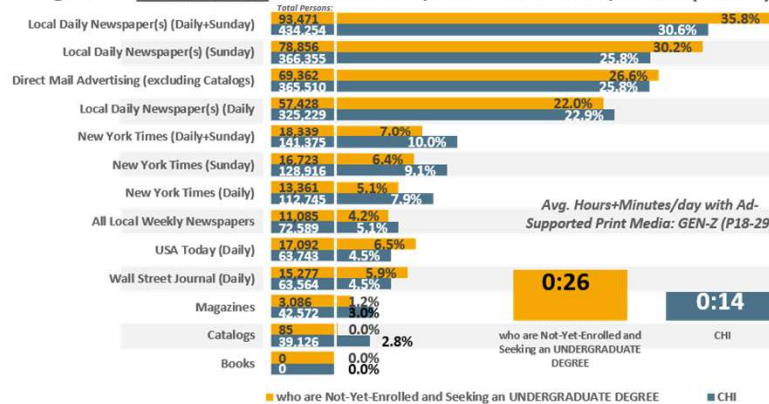
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



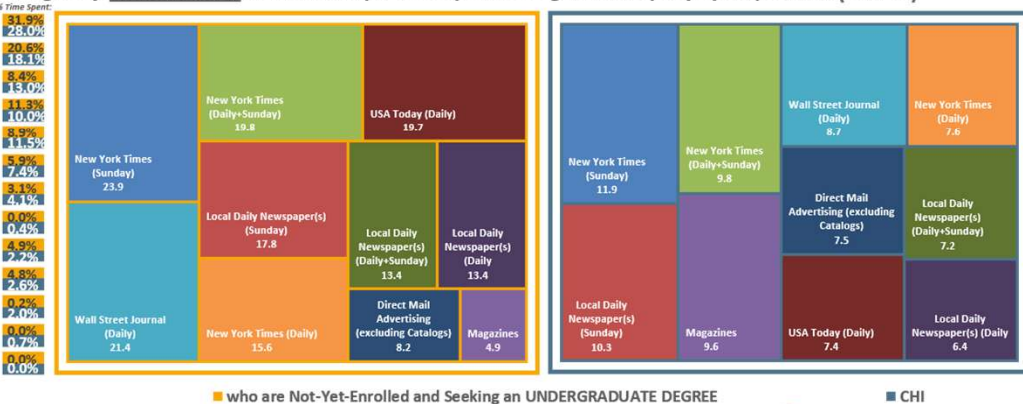
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



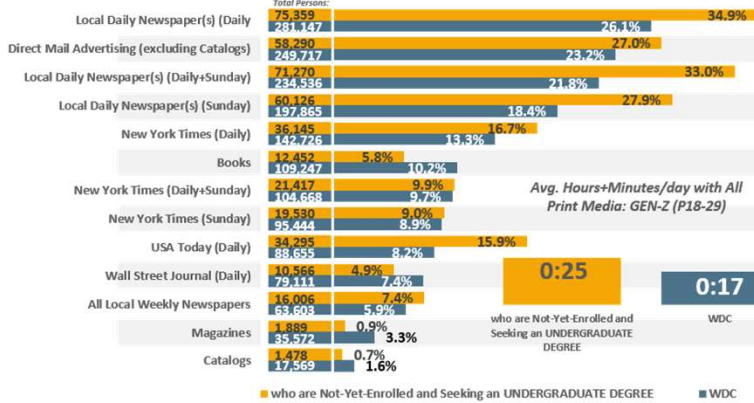
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



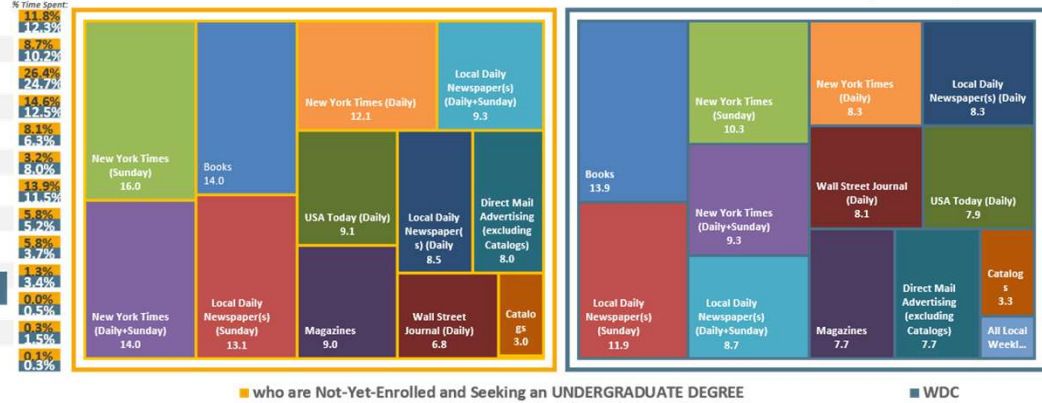


71,270 or 33.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

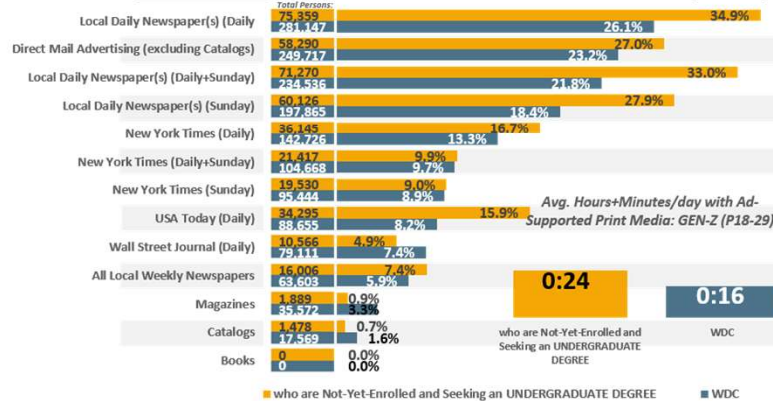
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



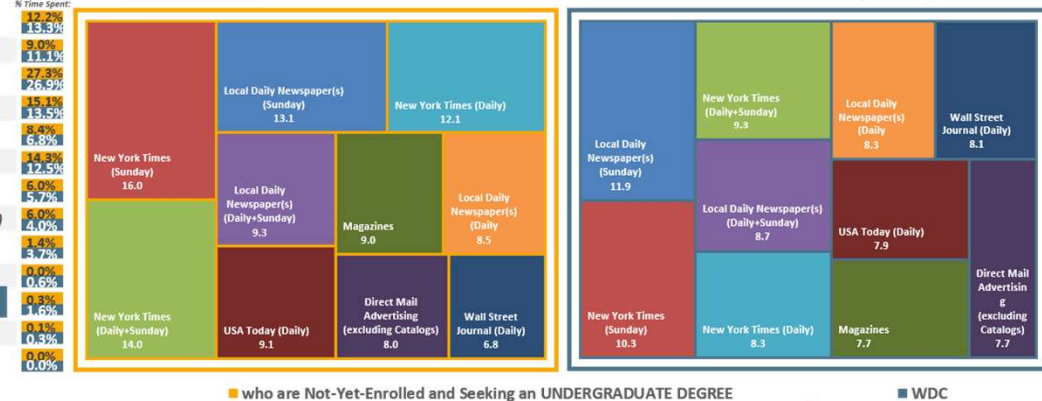
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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

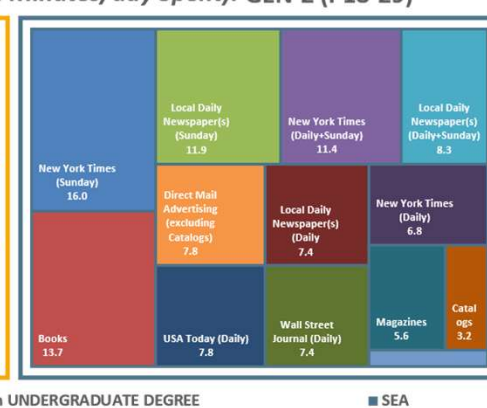
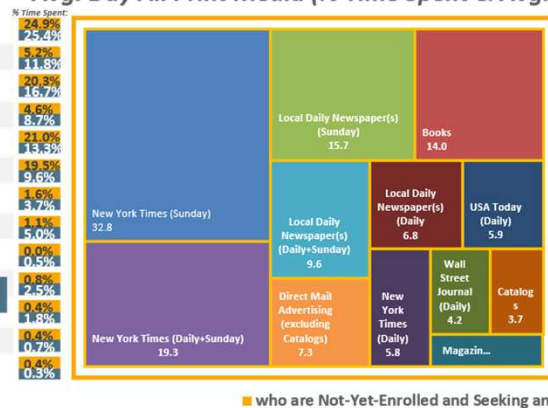


Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)

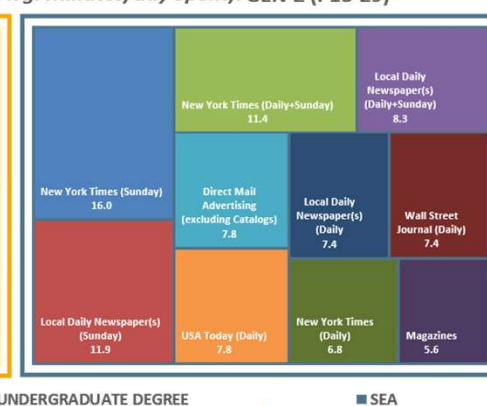
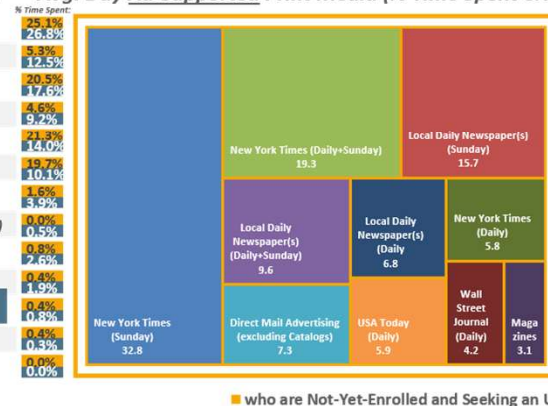




Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



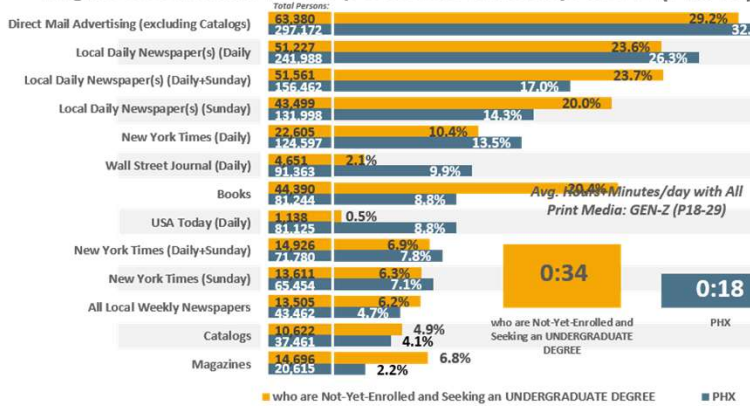
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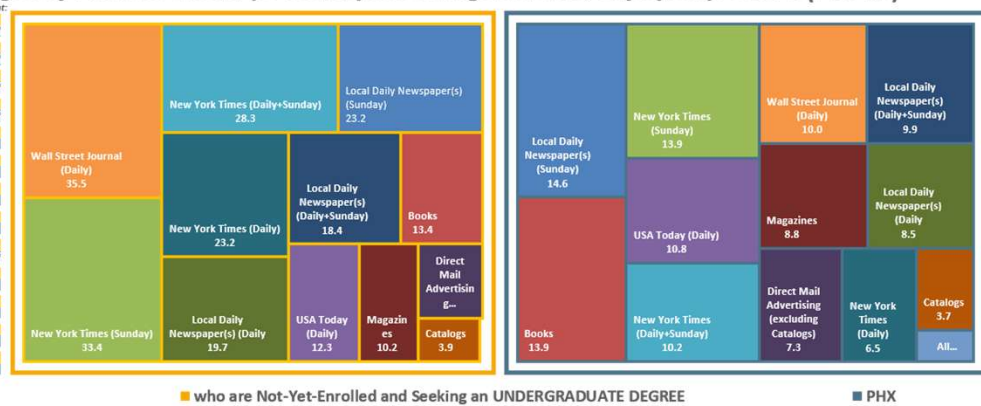


51,561 or 23.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.4 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

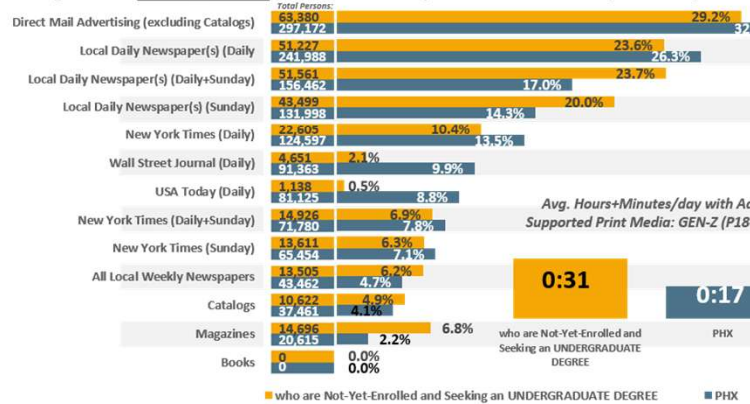
Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



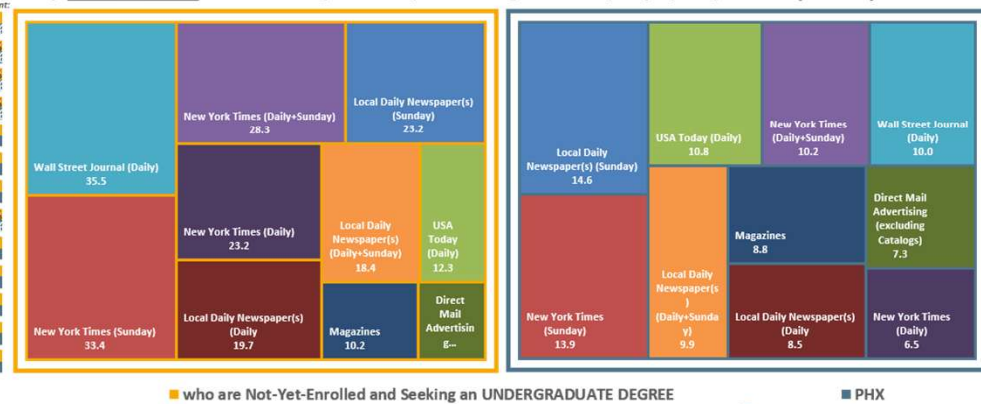
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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



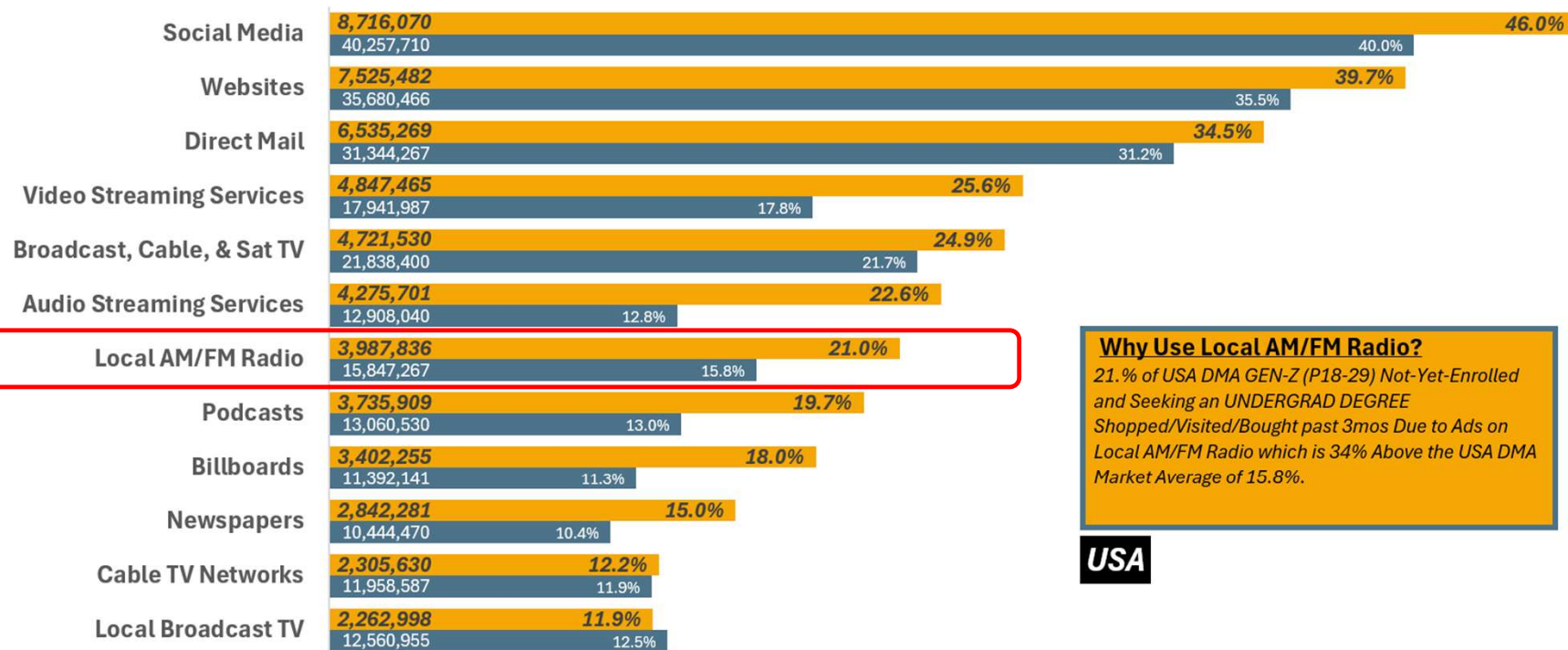
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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

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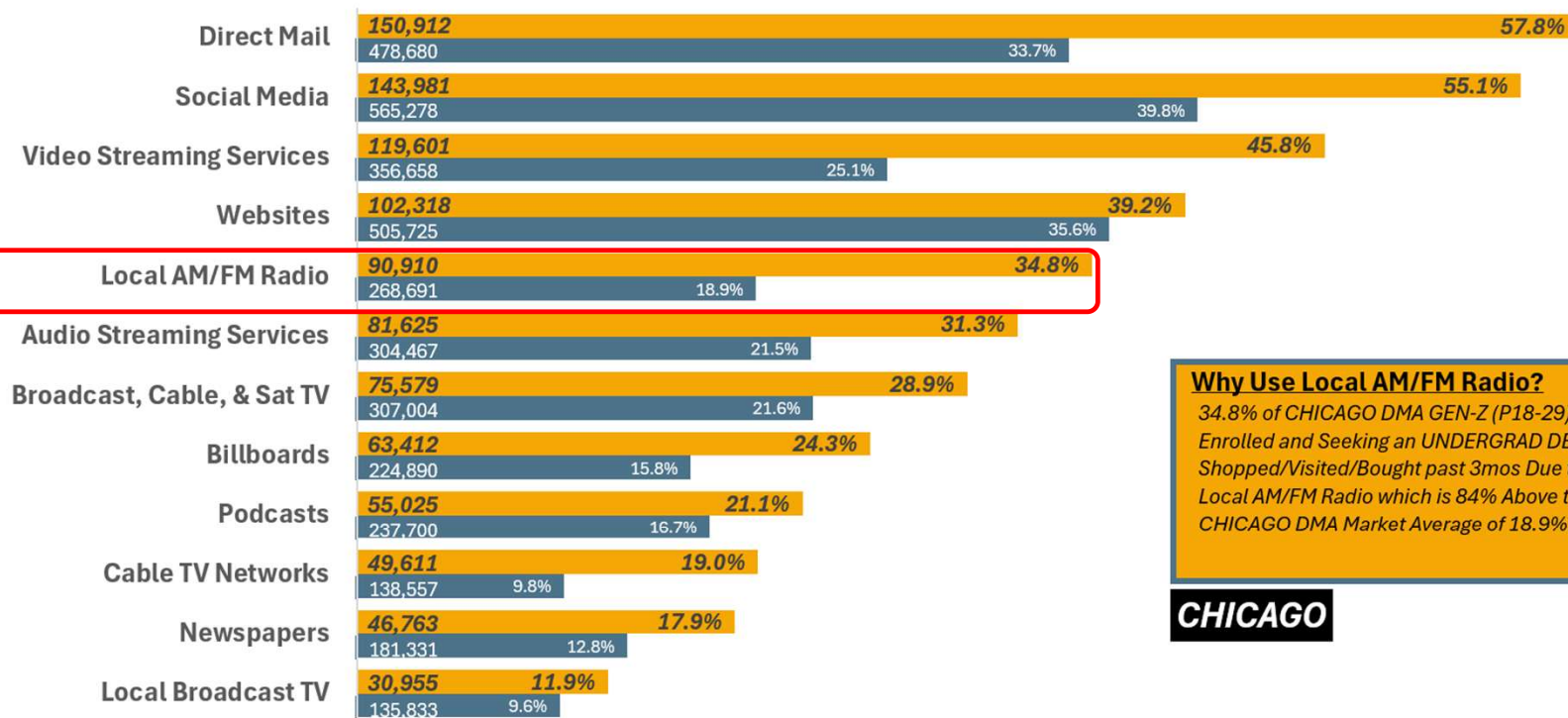
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

34.8% of CHICAGO DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 84% Above the CHICAGO DMA Market Average of 18.9%.

CHICAGO

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

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 96

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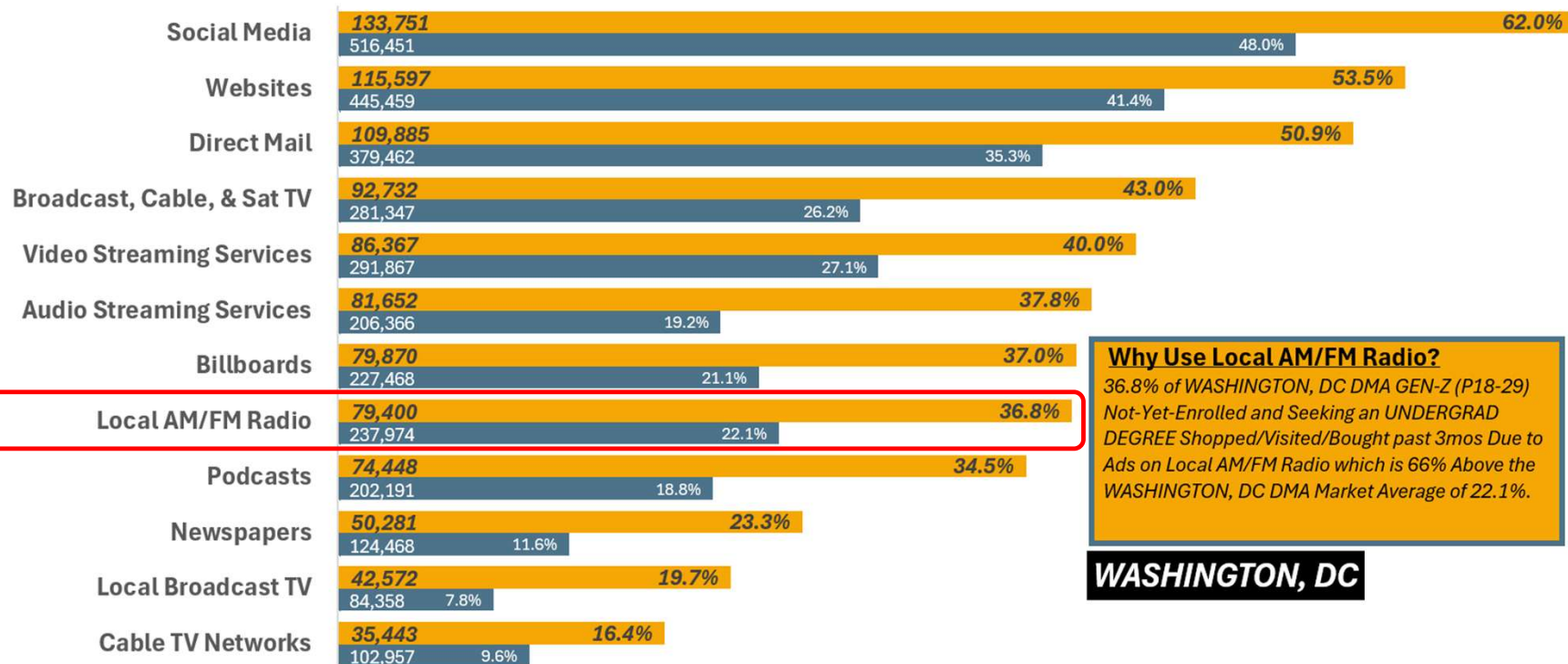
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

36.8% of WASHINGTON, DC DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 66% Above the WASHINGTON, DC DMA Market Average of 22.1%.

WASHINGTON, DC

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

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 130

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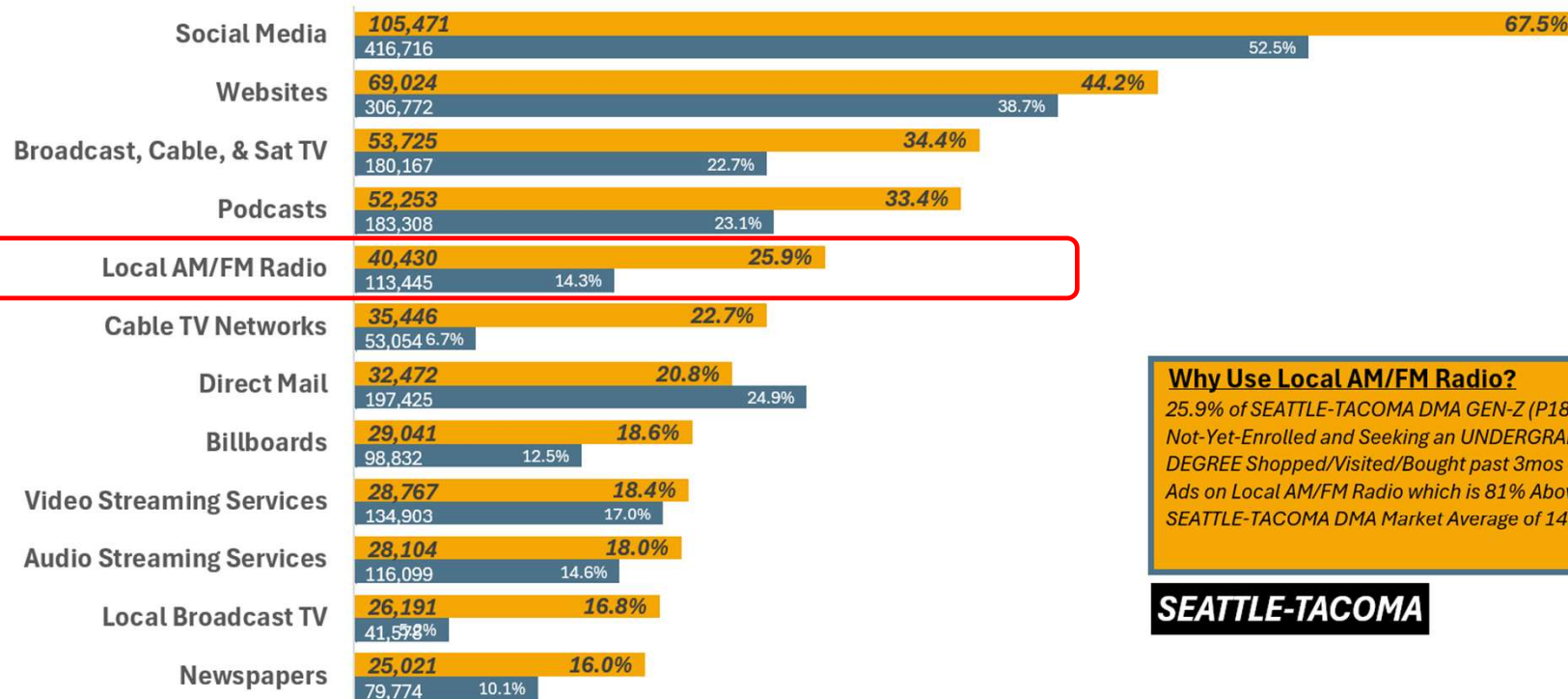
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

25.9% of SEATTLE-TACOMA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 81% Above the SEATTLE-TACOMA DMA Market Average of 14.3%.

SEATTLE-TACOMA

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

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 65
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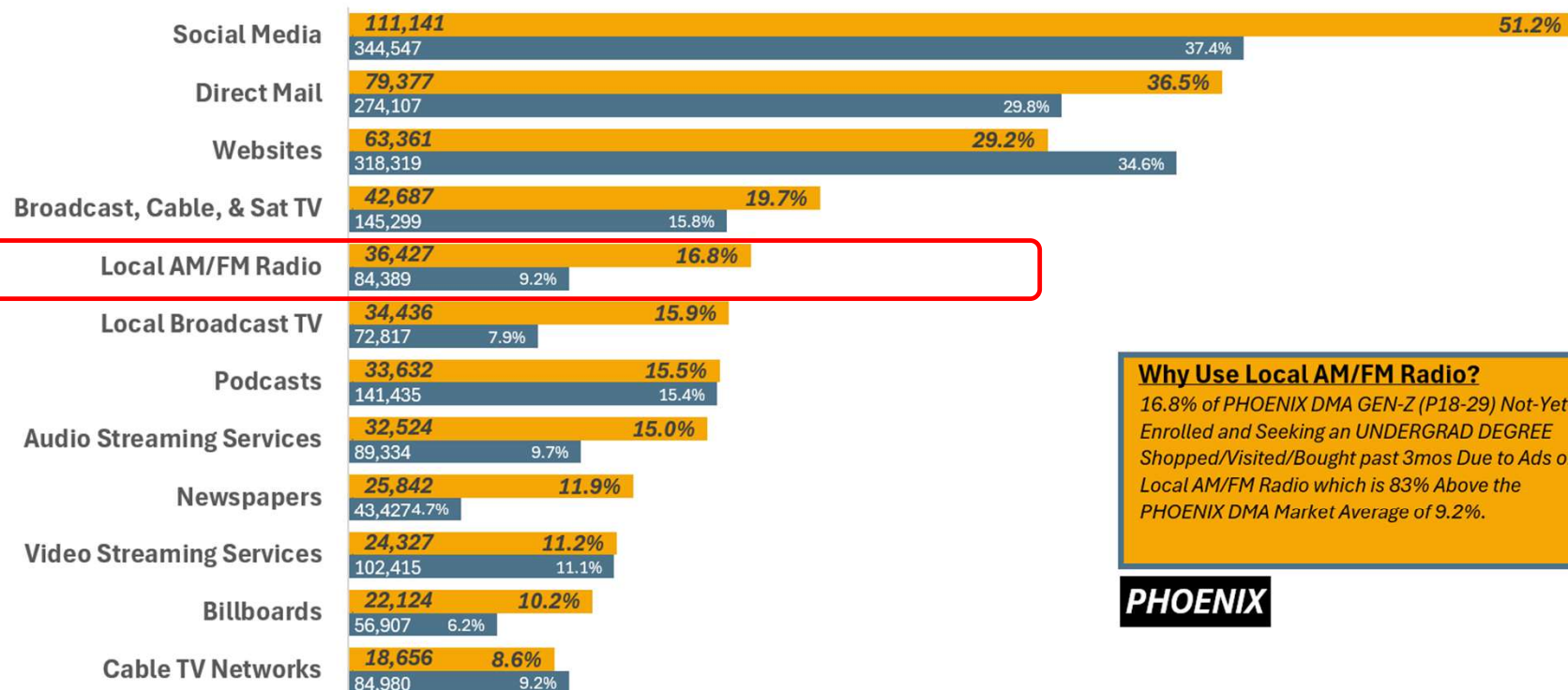
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"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.8% of PHOENIX DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 83% Above the PHOENIX DMA Market Average of 9.2%.

PHOENIX

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

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 79

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