

USA+GENERATION-Y (Age 30-44 Adults) vs. P18+ in 4 DMAs!

Complete Demographic & Media Use Profiles



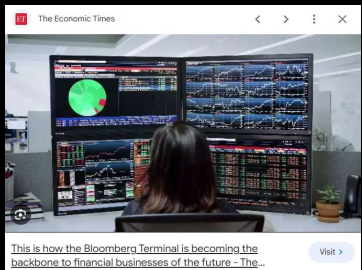
MEET THE "MILLENNIALS"



P30-44



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



Vanguard BlackRock

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

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



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

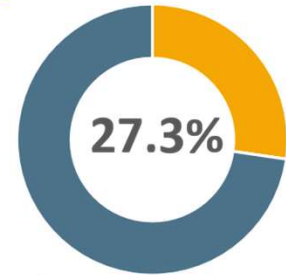


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



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

Total Persons:

74,583,524

198,590,976

	%M vs. %F	Average Age:	# Persons:
Men	51.4%	37.1	38,306,873
Men	49.2%	48.8	134,358,7...
Women	48.6%	37.3	36,276,650
Women	50.8%	48.9	138,815,7...

Age Cell Demographics of Target vs. Market:

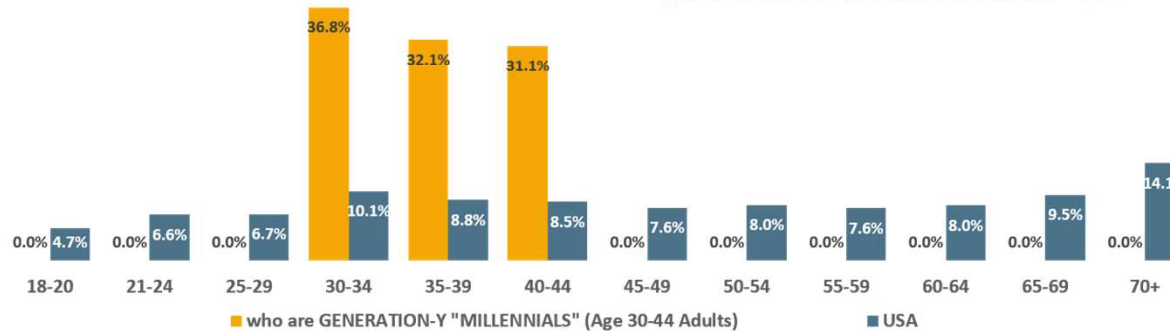
Average Age:

Adults 18 or older

37.2

48.8

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



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

■ USA

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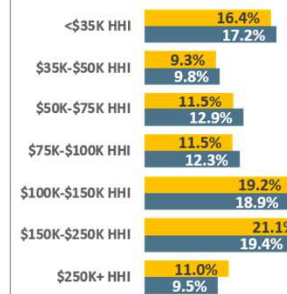
USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338

HHI of Target vs. Market:



Avg HHI:

\$103,272

\$98,335

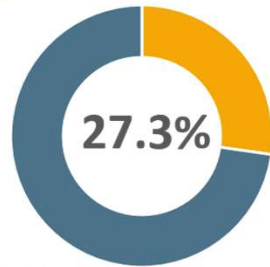
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



27.3% or 2,083,259 of CHI DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37.1 years old (23.3% younger than average) and have a \$115,835 (3% higher than average) annual household income.



Percent of Market: Adults 18 or older



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

Total Persons:

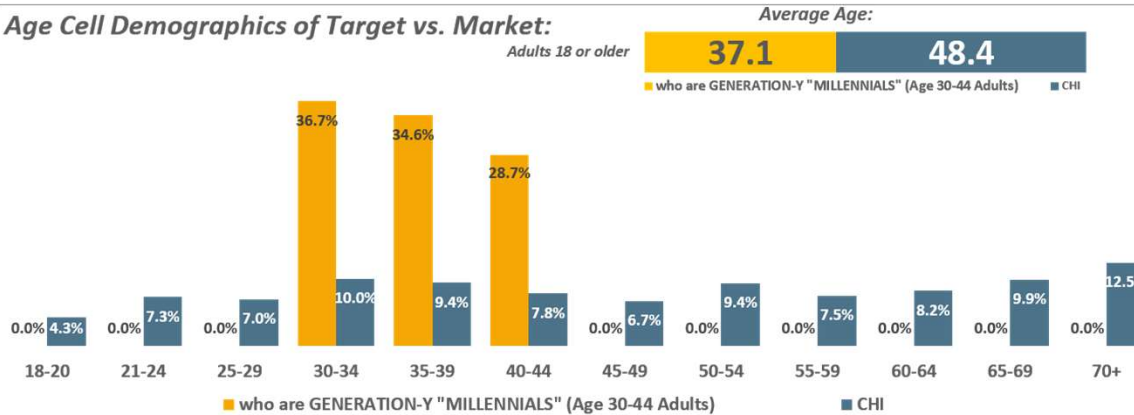
2,083,259 5,560,842



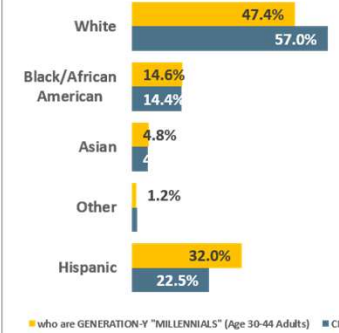
Gender of Target vs. Market: Adults 18 or older

%M vs. %F:	52.0%	48.8%	48.0%	51.2%
Average Age:	37.0	48.5	37.3	48.2
# Persons:	1,082,542	3,726,882	1,000,717	3,917,219
	Men	Men	Women	Women

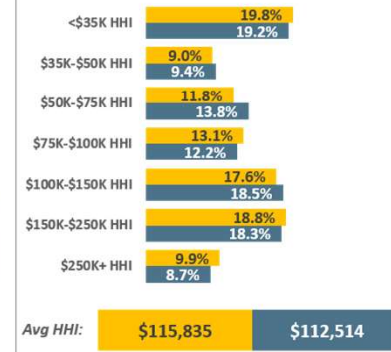
Age Cell Demographics of Target vs. Market:



Ethnicity of Target vs. Market:



HHI of Target vs. Market:

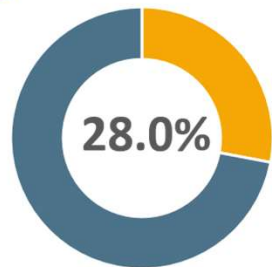




28.0% or 1,615,695 of WDC DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37.5 years old (21.9% younger than average) and have a \$145,329 (4.3% higher than average) annual household income.



Percent of Market: Adults 18 or older



Total Persons:

1,615,695

4,161,076

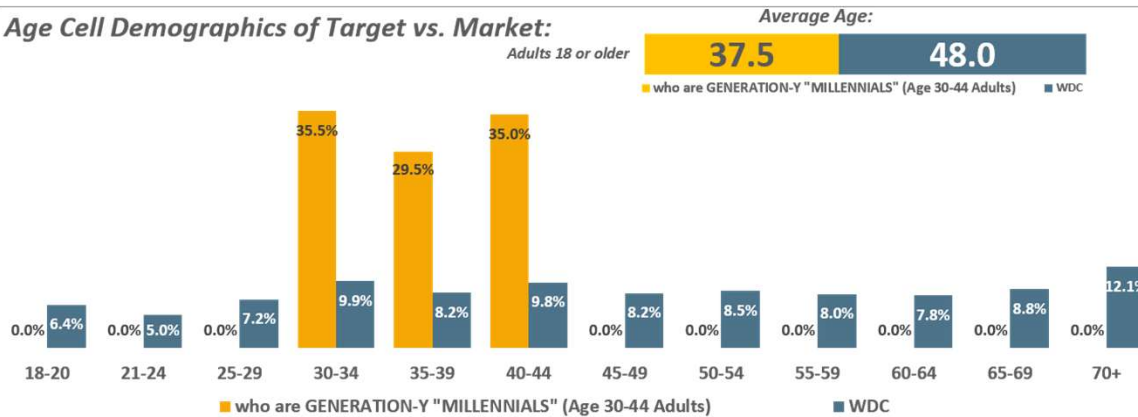
- who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)
- Remainder of WDC DMA



Gender of Target vs. Market: Adults 18 or older

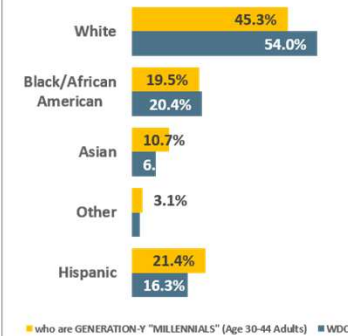
%M vs. %F:	50.9%	48.8%	49.1%	51.2%
Average Age:	37.2	47.8	37.8	48.2
# Persons:	822,423	2,816,689	793,272	2,960,082
	Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

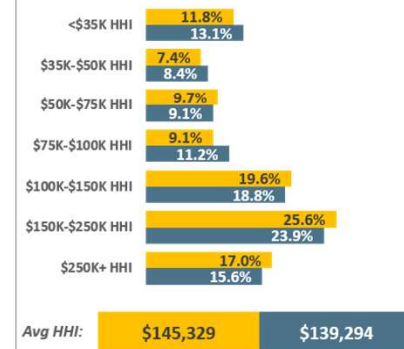


WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,548
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$145,329 \$139,294

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



30.3% or 1,387,411 of SEA DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37.1 years old (23.% younger than average) and have a \$142,021 (10.4% higher than average) annual household income.

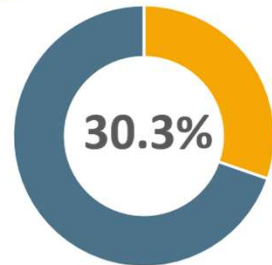


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

1,387,411

3,193,103

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

%M vs. %F:

50.9%

50.2%

49.1%

49.8%

Average Age:

37.3

48.1

37.0

48.4

Persons:

705,683

2,300,274

681,728

2,280,240

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

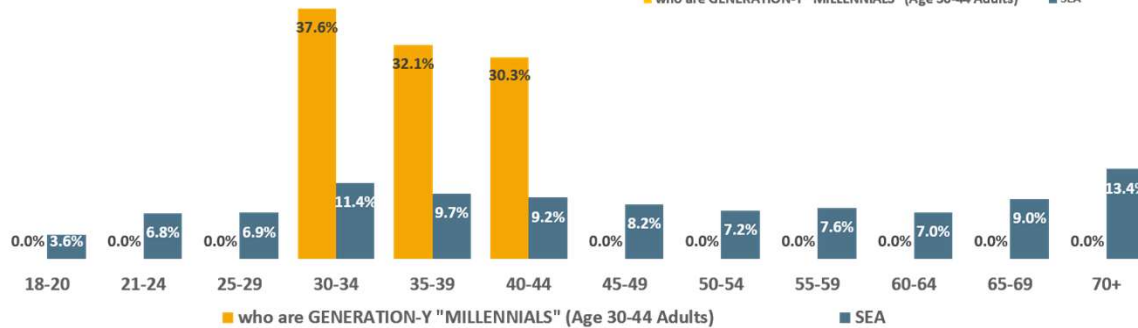
Average Age:

Adults 18 or older

37.1

48.2

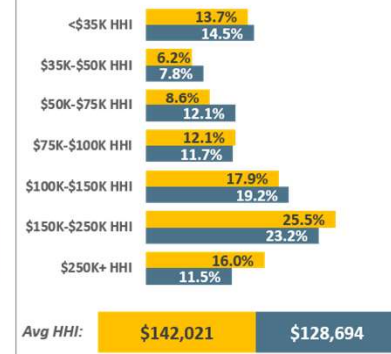
■ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) ■ SEA



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



HHI of Target vs. Market:



Avg HHI:

\$142,021

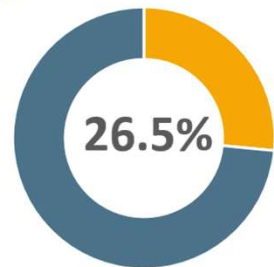
\$128,694



26.5% or 1,278,284 of PHOENIX DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37.1 years old (24.3% younger than average) and have a \$106,594 (.4% lower than average) annual household income.



Percent of Market: Adults 18 or older



- who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)
- Remainder of PHOENIX DMA

Total Persons:

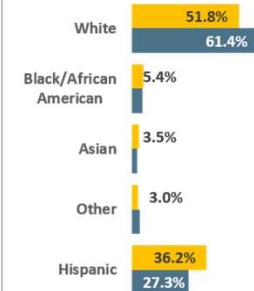
1,278,284 3,540,190



Gender of Target vs. Market: Adults 18 or older

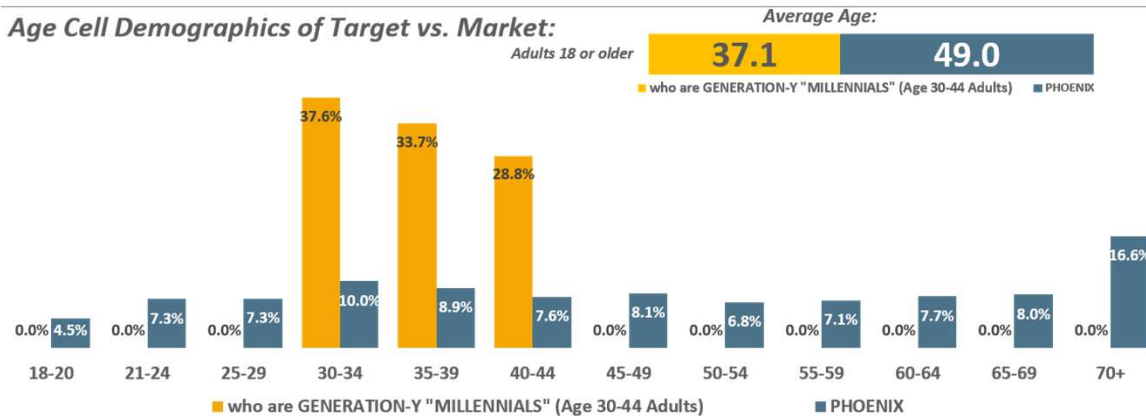
	Men	Men	Women	Women
%M vs. %F:	48.8%	49.5%	51.2%	50.5%
Average Age:	37.3	48.7	36.8	49.2
# Persons:	623,877	2,386,757	654,407	2,431,717

Ethnicity of Target vs. Market:



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

Age Cell Demographics of Target vs. Market:

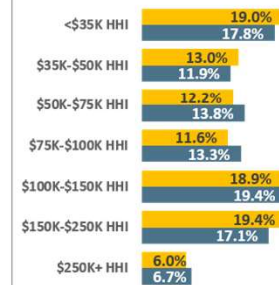


who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)

PHOENIX



HHI of Target vs. Market:



Avg HHI:

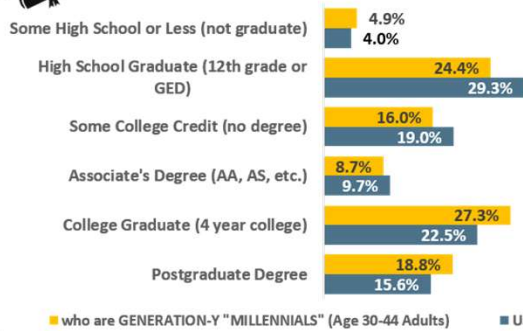
\$106,594 \$107,066



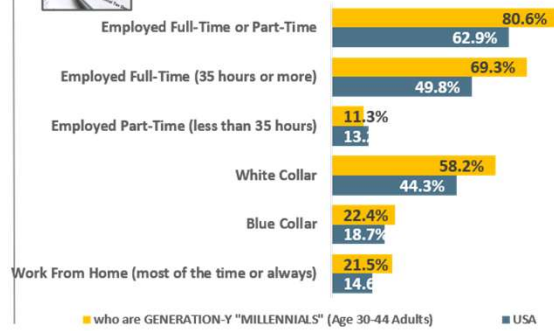
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 20.9% more likely to be a college graduate, 39.3% more likely to work full-time, 1.3% more likely to be married, 115.1% more likely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



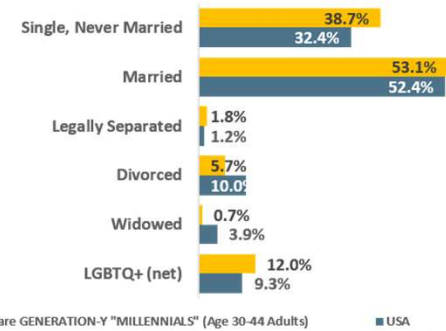
Education Levels: Adults 18 or older



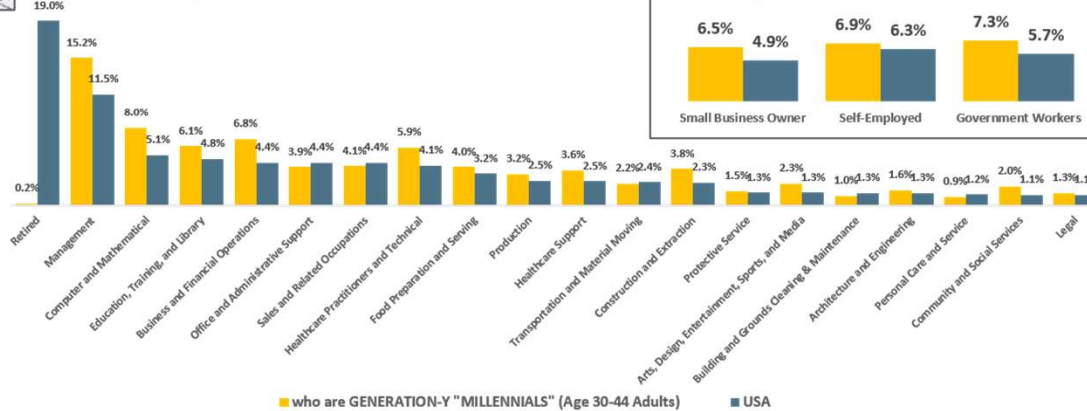
Employment: Adults 18 or older



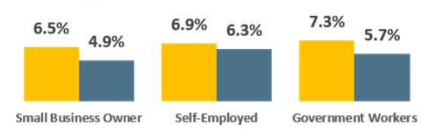
Marital Status: Adults 18 or older



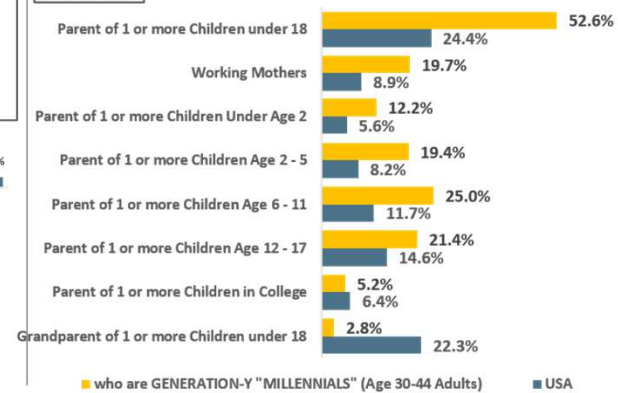
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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

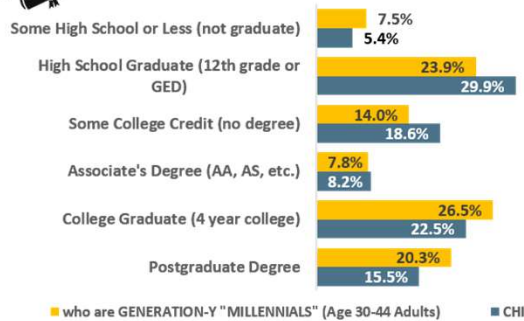
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



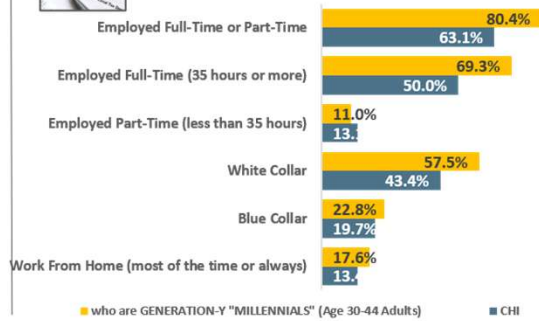
27.3% or 2,083,259 of CHI DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 23.4% more likely to be a college graduate, 38.7% more likely to work full-time, .6% less likely to be married, 98.7% more likely to be a parent of 1 or more children under 18.



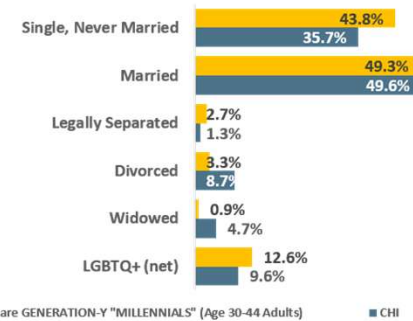
Education Levels: Adults 18 or older



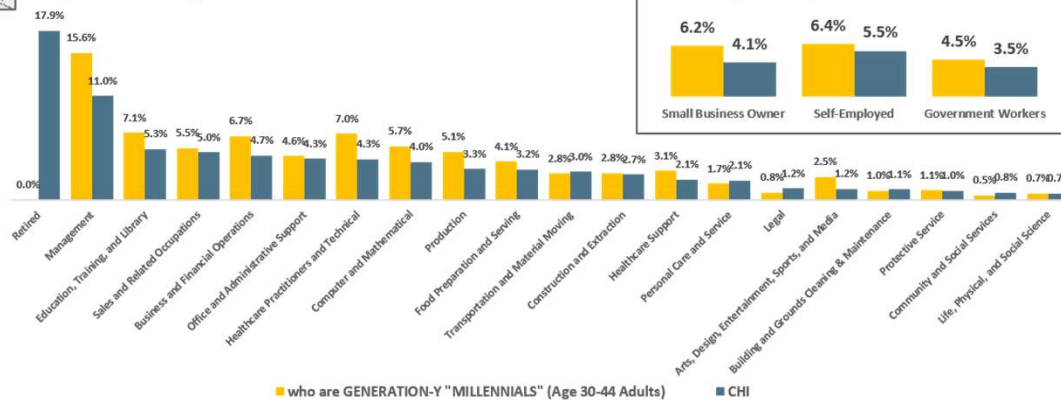
Employment: Adults 18 or older



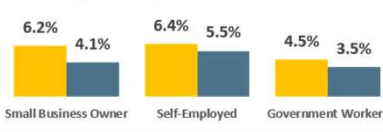
Marital Status: Adults 18 or older



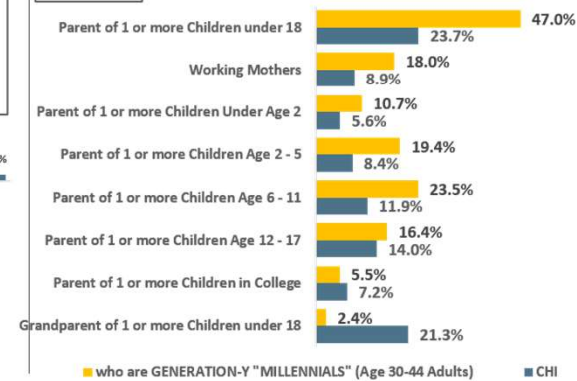
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

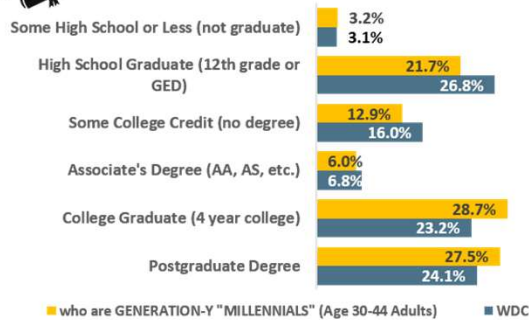




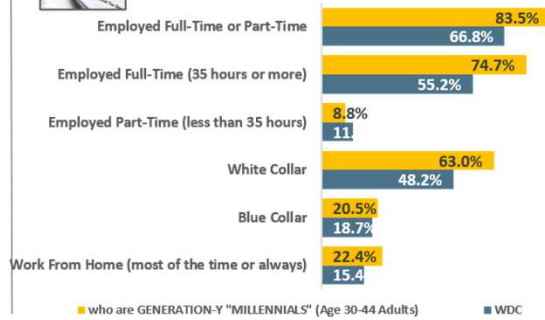
28.8% or 1,615,695 of WDC DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 18.8% more likely to be a college graduate, 35.3% more likely to work full-time, 7.2% more likely to be married, 106.8% more likely to be a parent of 1 or more children under 18.



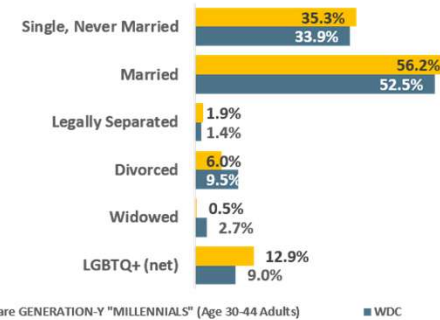
Education Levels: Adults 18 or older



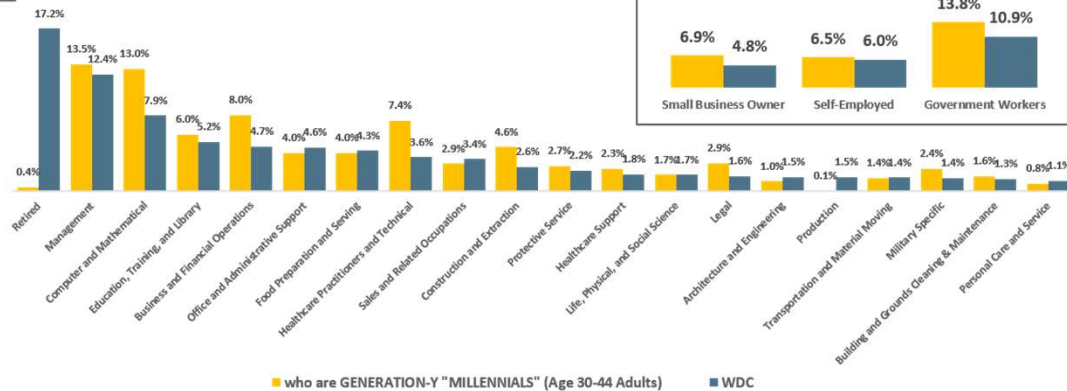
Employment: Adults 18 or older



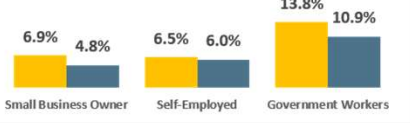
Marital Status: Adults 18 or older



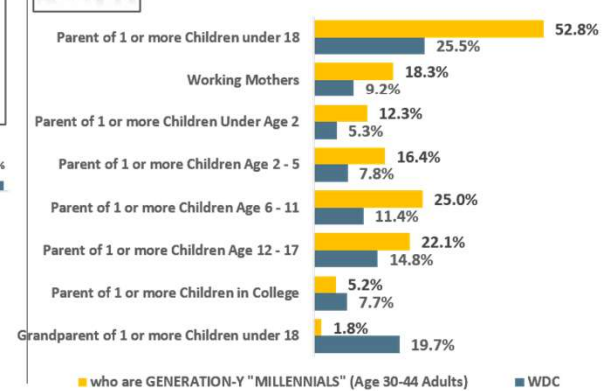
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

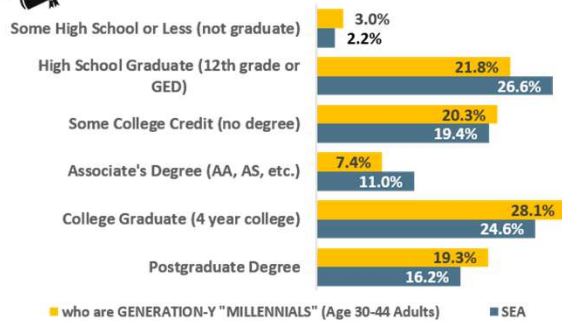




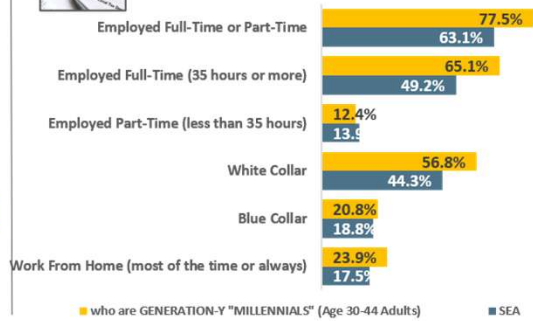
30.3% or 1,387,411 of SEA DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 16.1% more likely to be a college graduate, 32.4% more likely to work full-time, 3.2% more likely to be married, 97.5% more likely to be a parent of 1 or more children under 18.



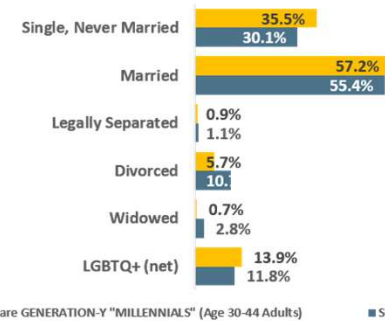
Education Levels: Adults 18 or older



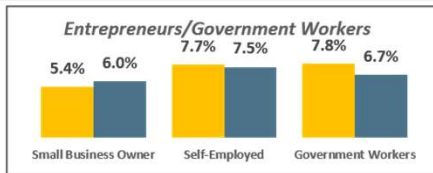
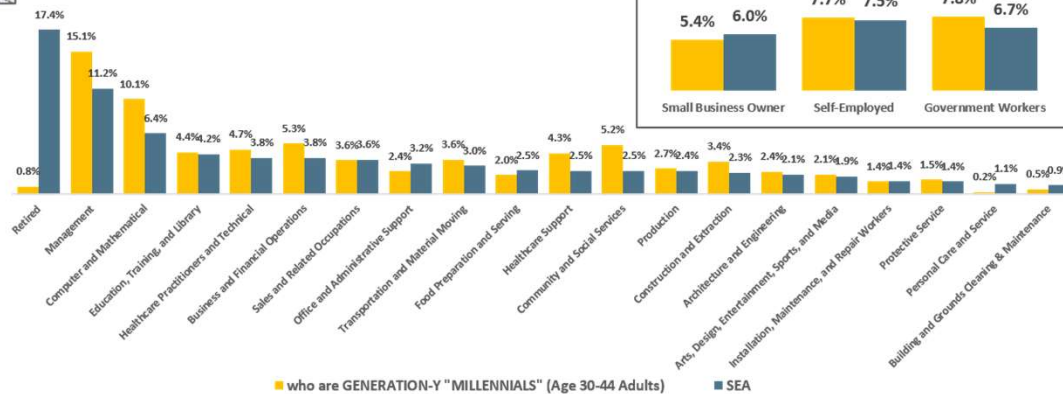
Employment: Adults 18 or older



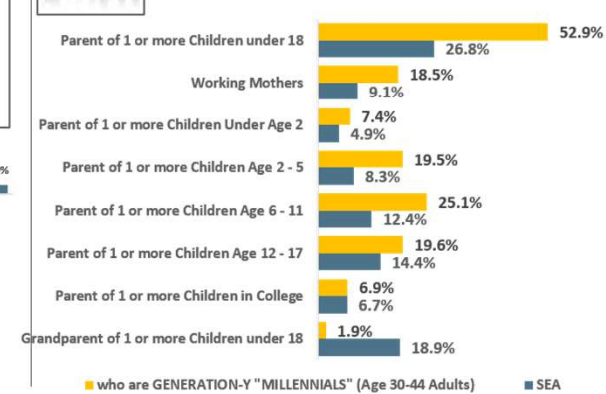
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

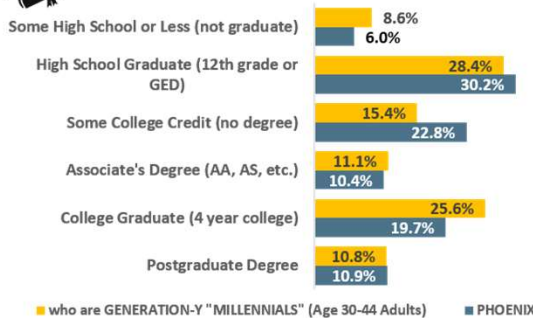




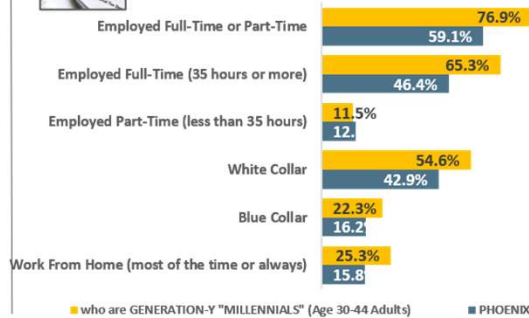
26.5% or 1,278,284 of PHOENIX DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44... Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 19.2% more likely to be a college graduate, 40.7% more likely to work full-time, 1.8% less likely to be married, 123.5% more likely to be a parent of 1 or more children under 18.



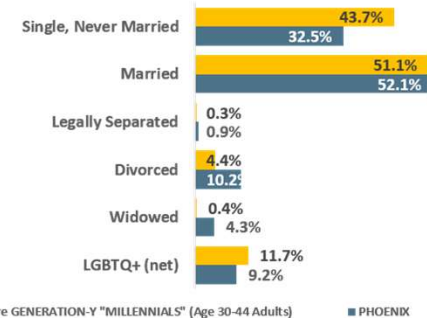
Education Levels: Adults 18 or older



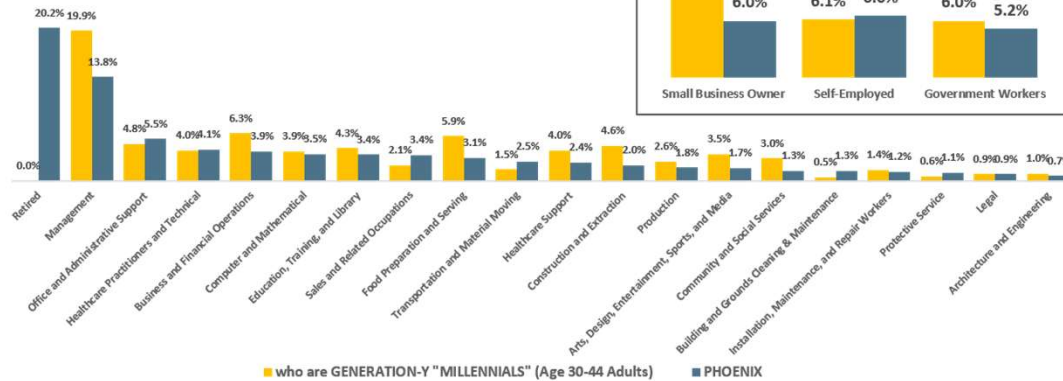
Employment: Adults 18 or older



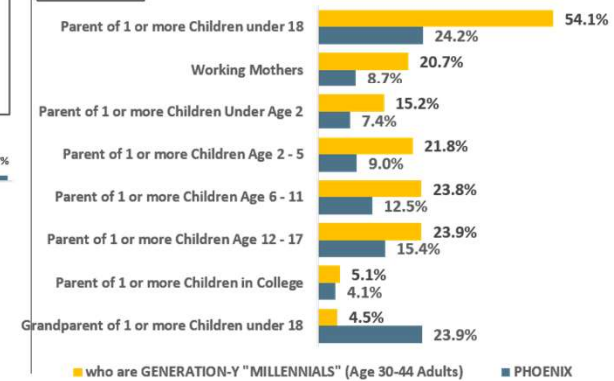
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



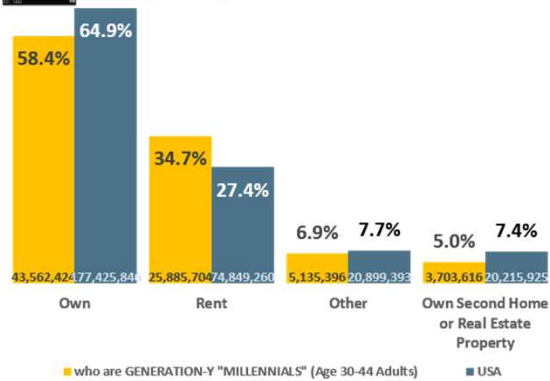
Stage in Life: Adults 18 or older



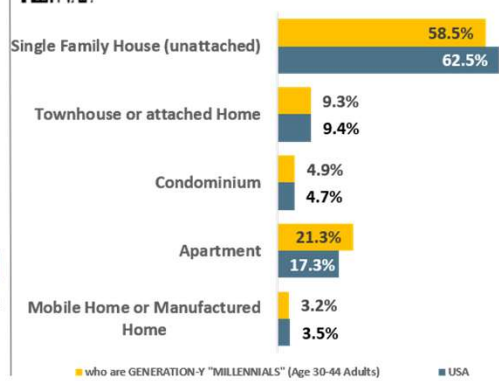


27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 10.1% less likely to own their home, 17.8% more likely to own a higher valued home, 6.4% less likely to have a single-family home,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

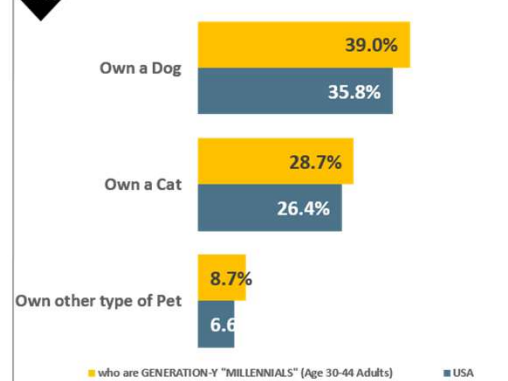
Own/Rent/Other: Adults 18 or older



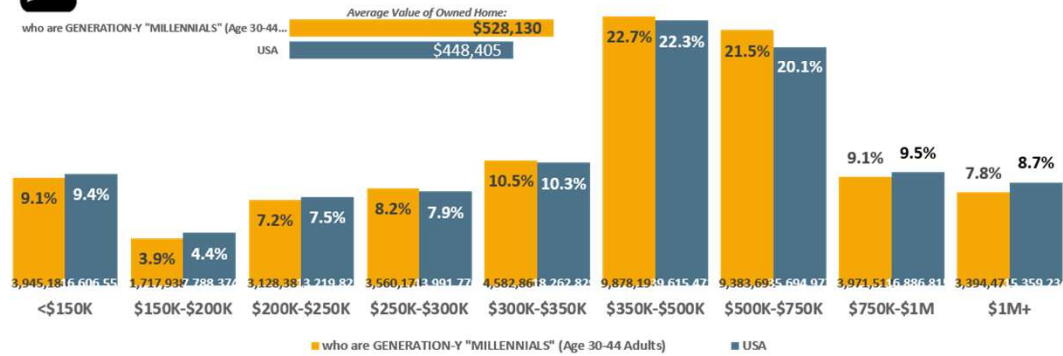
Type of Home: Adults 18 or older



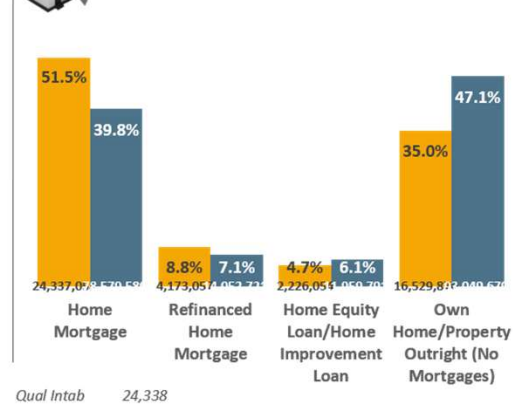
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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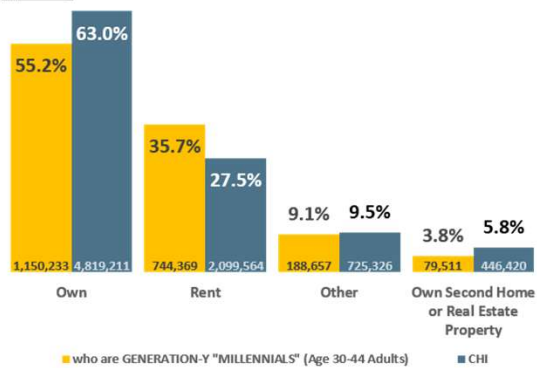
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



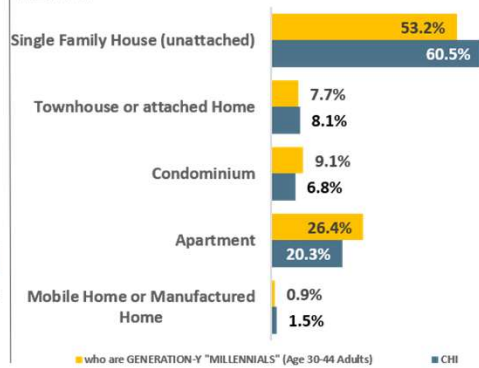
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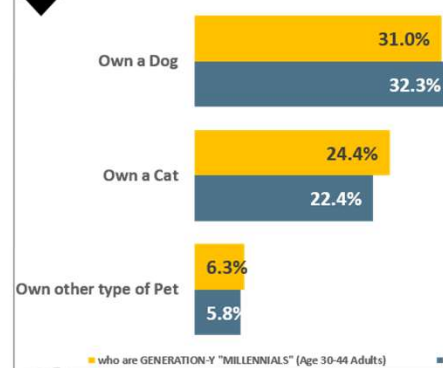
Own/Rent/Other: Adults 18 or older



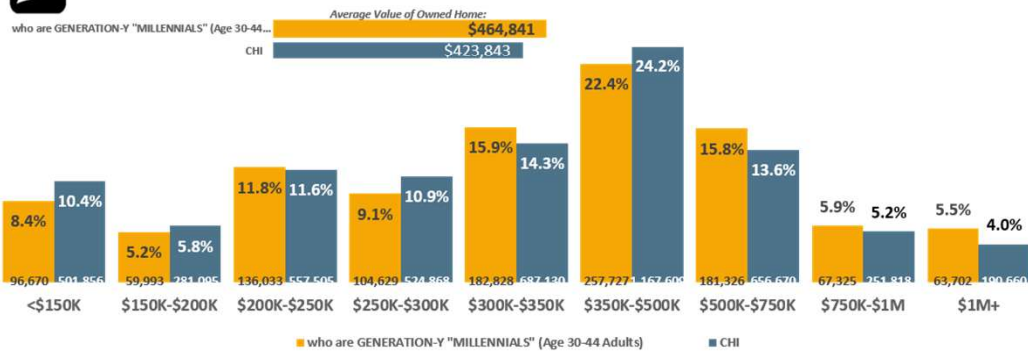
Type of Home: Adults 18 or older



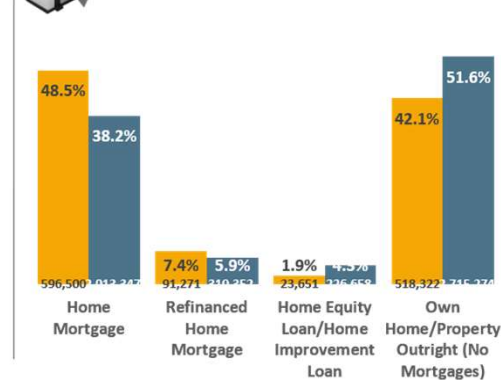
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



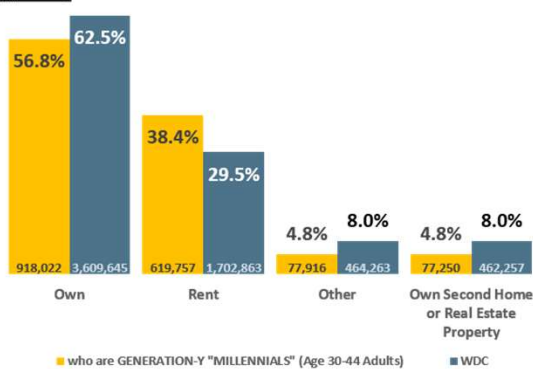
Home Loans: Adults 18 or older



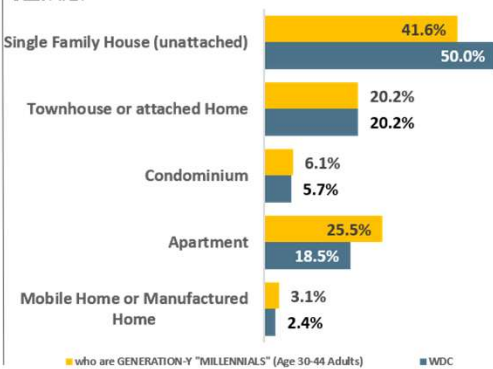


28.8% or 1,615,695 of WDC DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 9.1% less likely to own their home, 5.7% more likely to own a lower valued home, 16.8% less likely to have a single-family home, 5.8% more likely to have a dog.

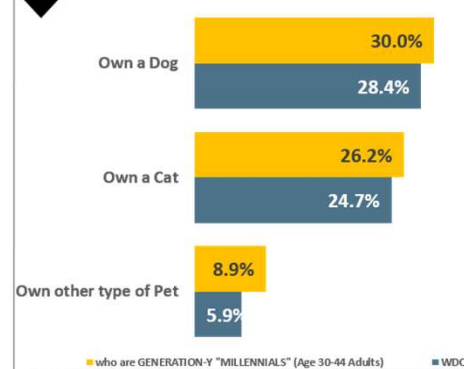
Own/Rent/Other: Adults 18 or older



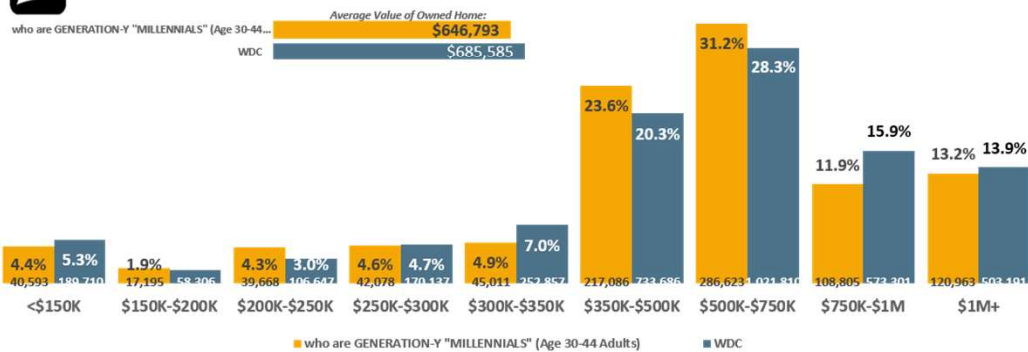
Type of Home: Adults 18 or older



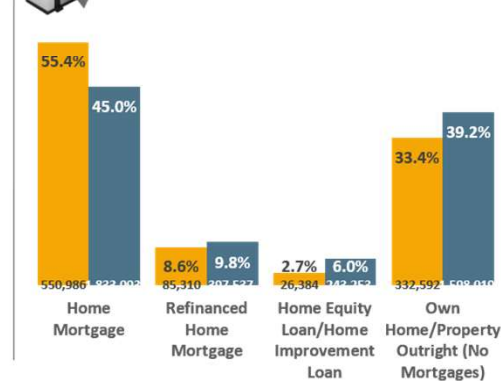
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



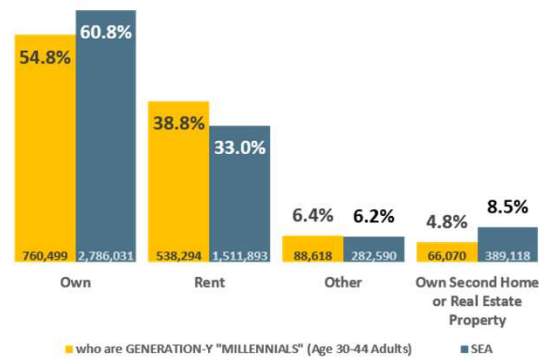
Home Loans: Adults 18 or older



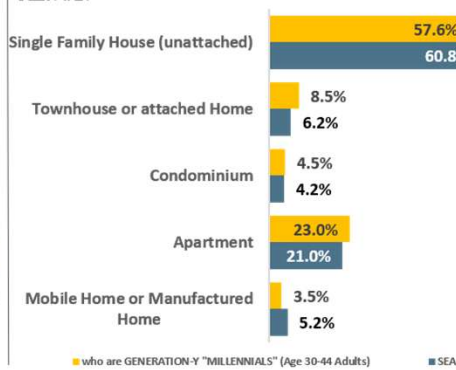


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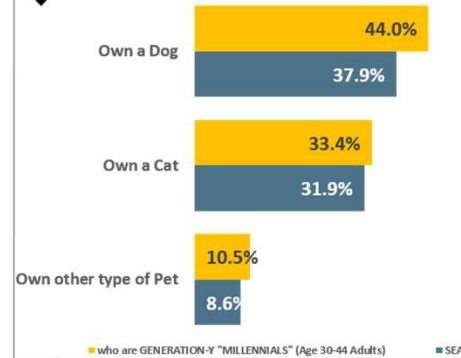
Own/Rent/Other: Adults 18 or older



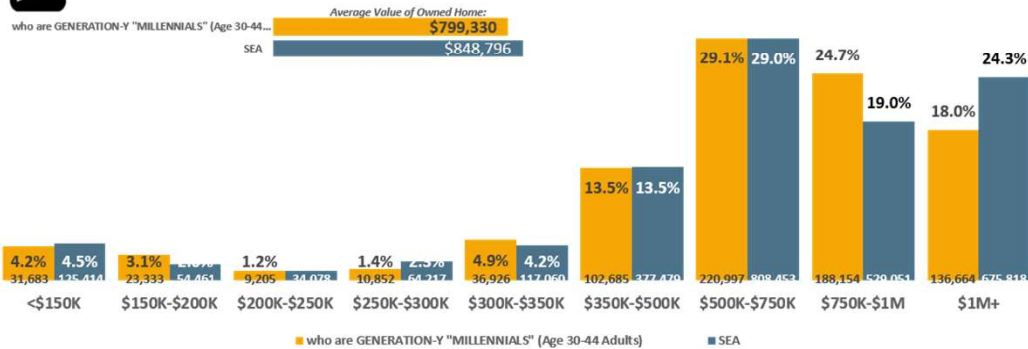
Type of Home: Adults 18 or older



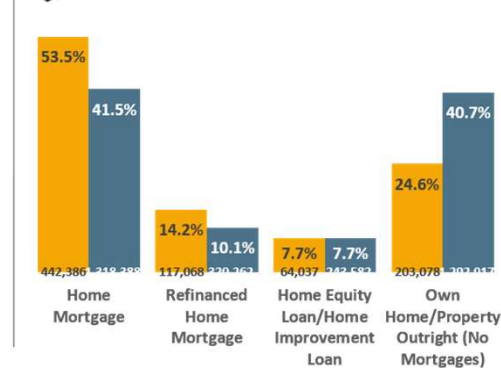
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



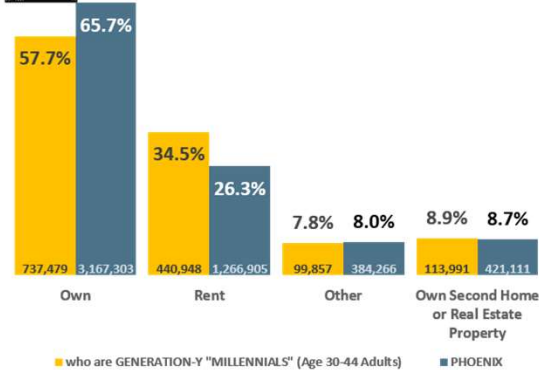
Home Loans: Adults 18 or older



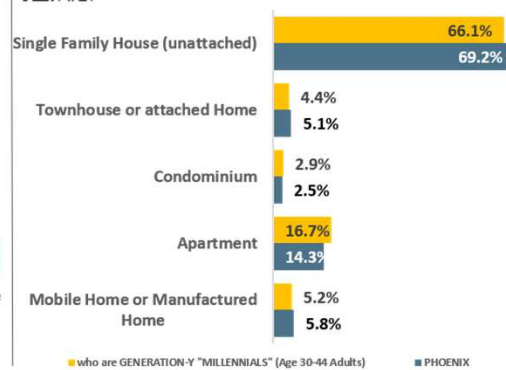


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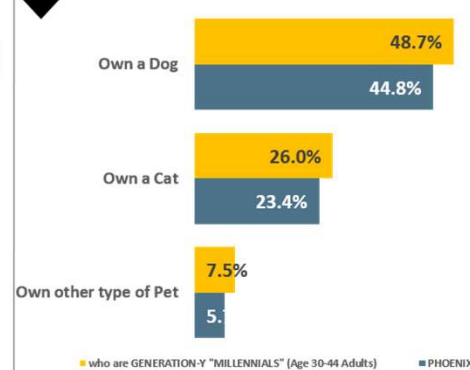
Own/Rent/Other: Adults 18 or older



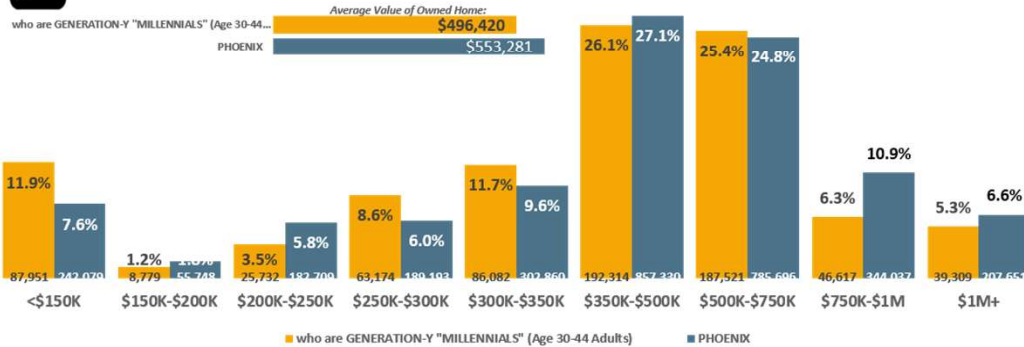
Type of Home: Adults 18 or older



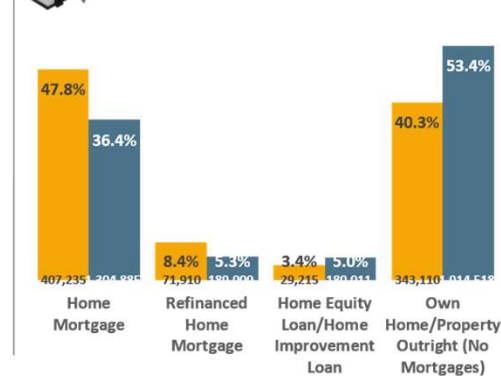
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

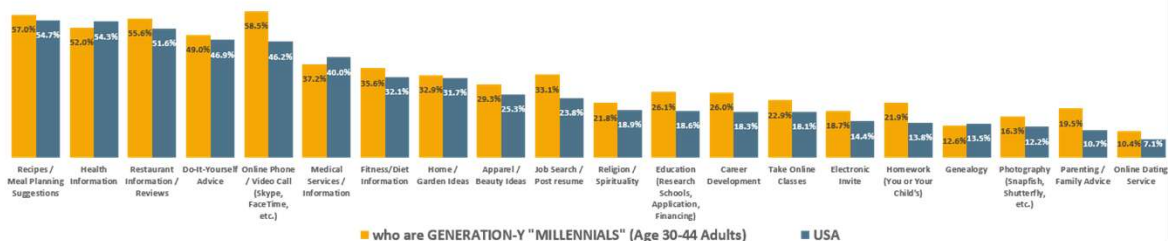




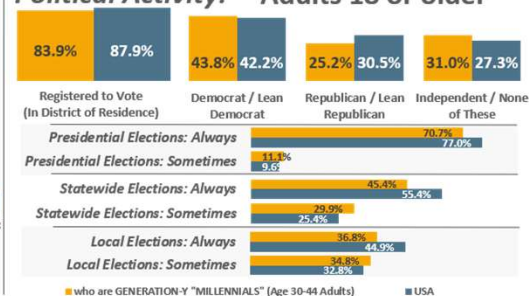
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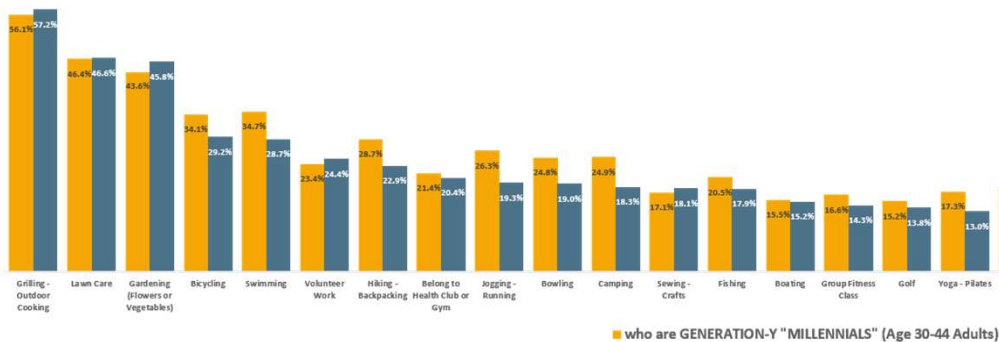
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



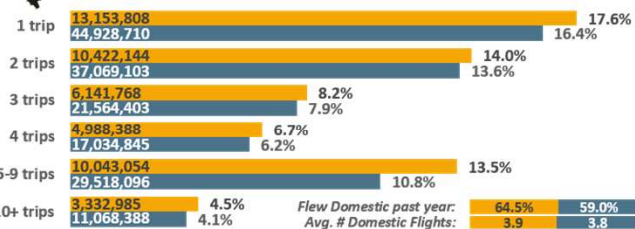
Political Activity: Adults 18 or older



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



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

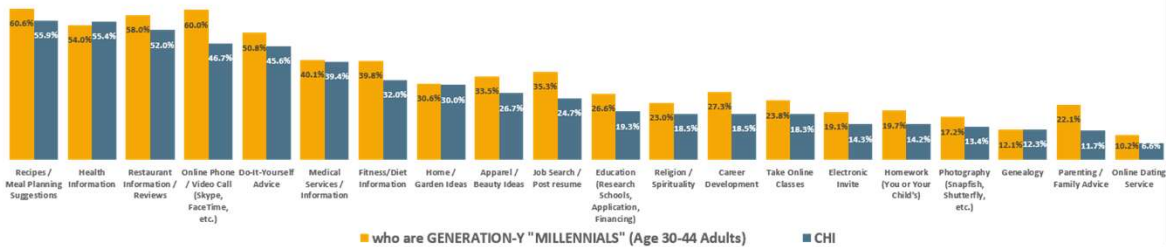




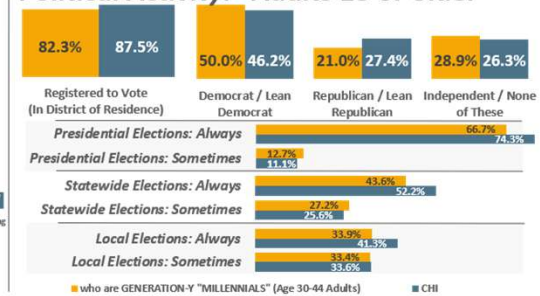
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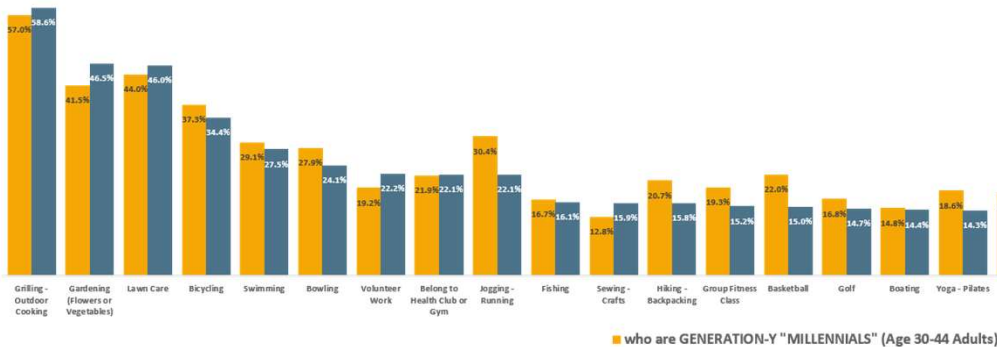
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



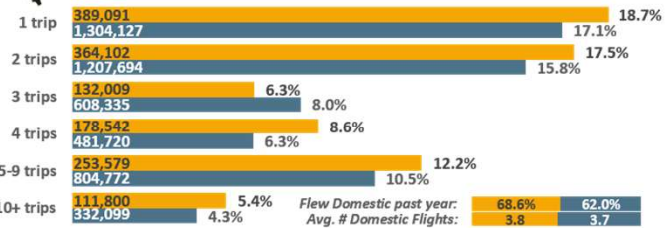
Political Activity: Adults 18 or older



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



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

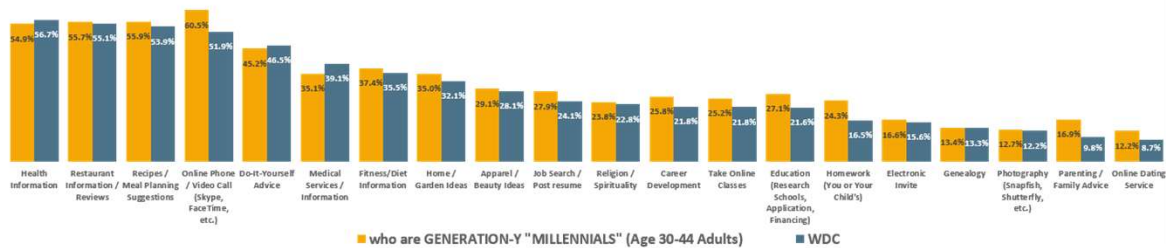




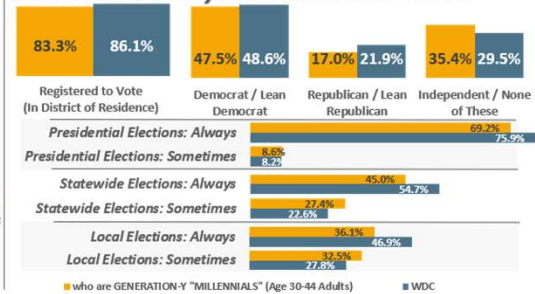
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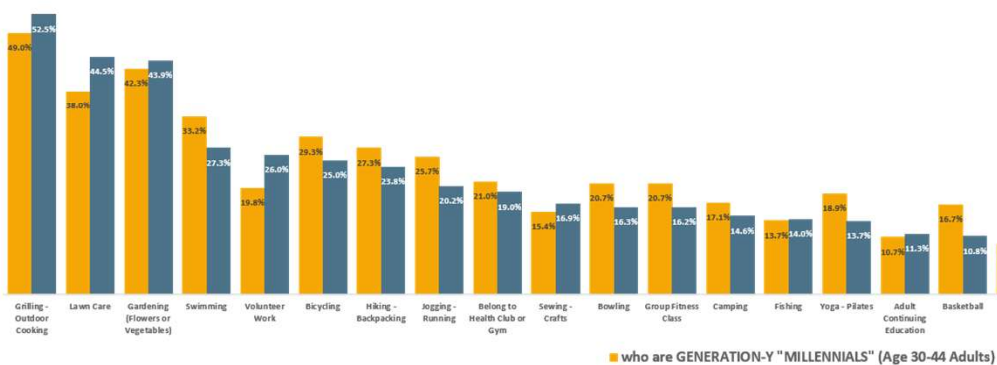
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



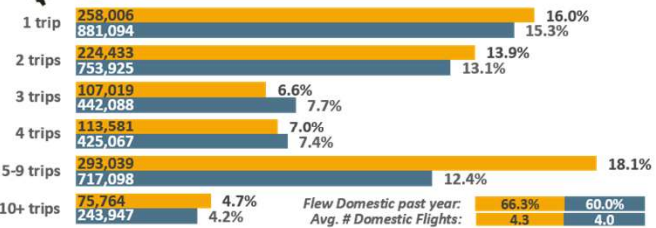
Political Activity: Adults 18 or older



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



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

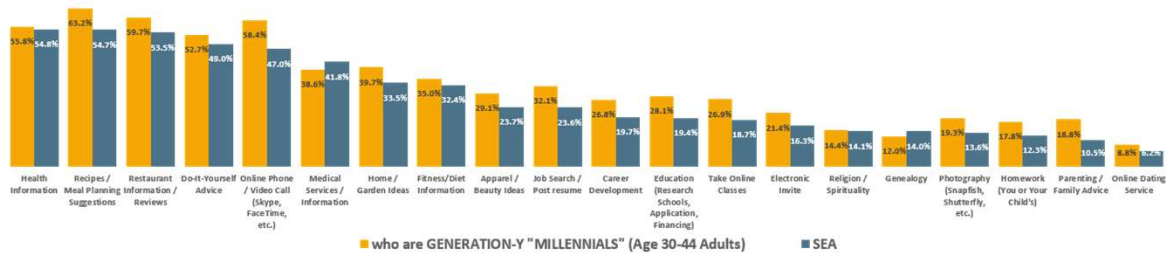




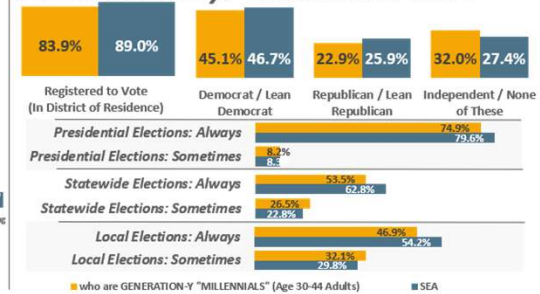
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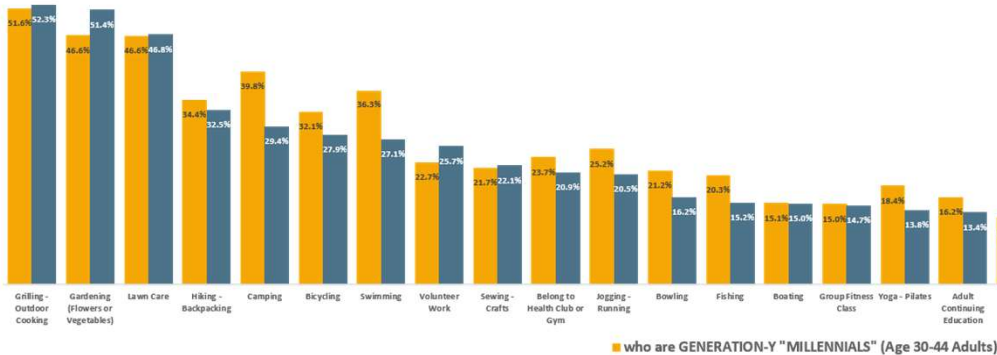
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



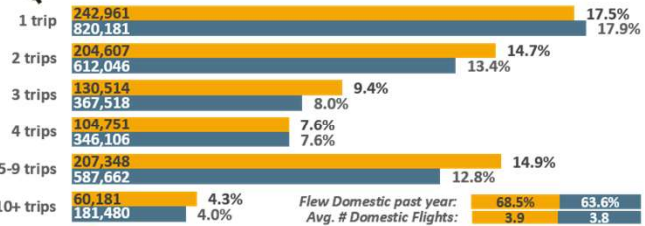
Political Activity: Adults 18 or older



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



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

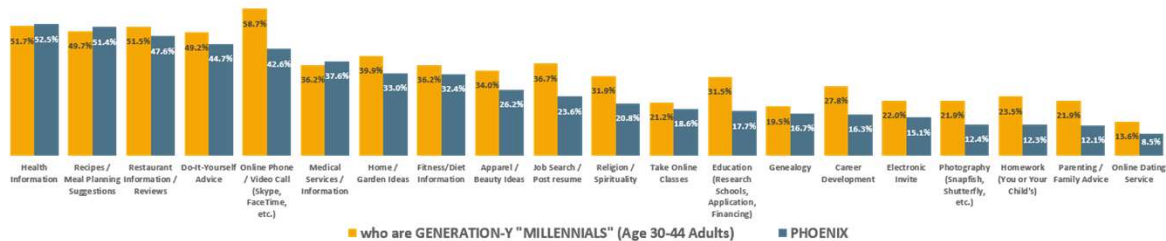




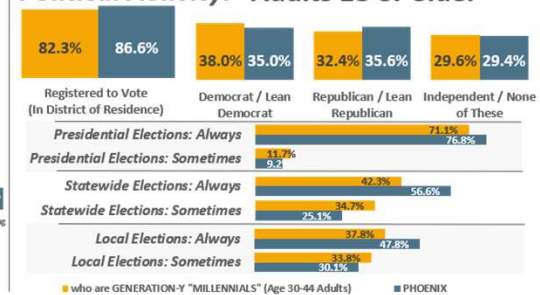
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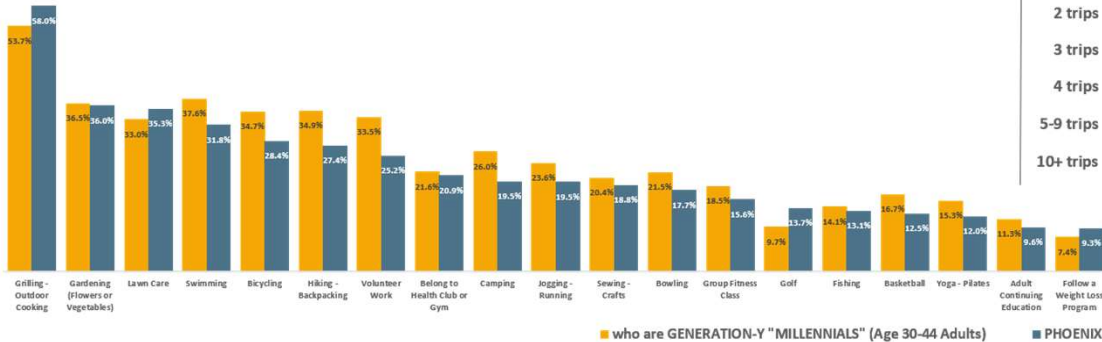
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



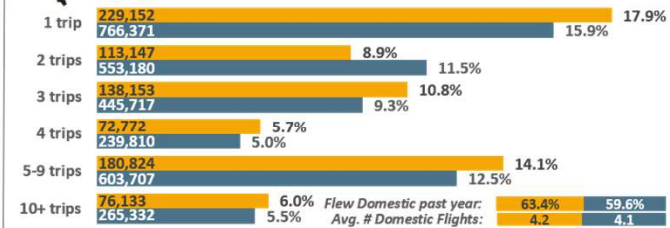
Political Activity: Adults 18 or older



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



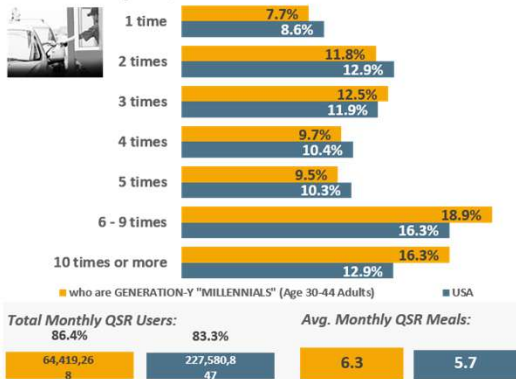
Past 12-months Domestic Airline Trips: Adults 18 or older



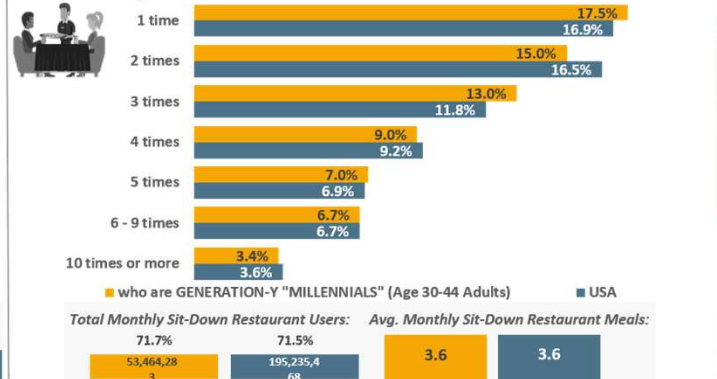


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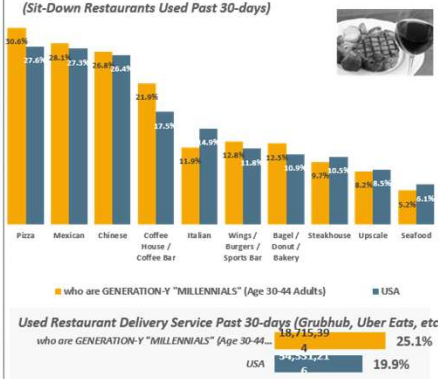
Past 30-days QSR Users: Adults 18 or older



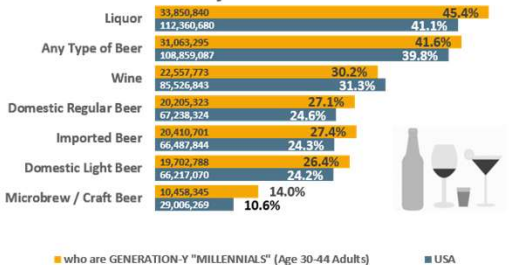
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



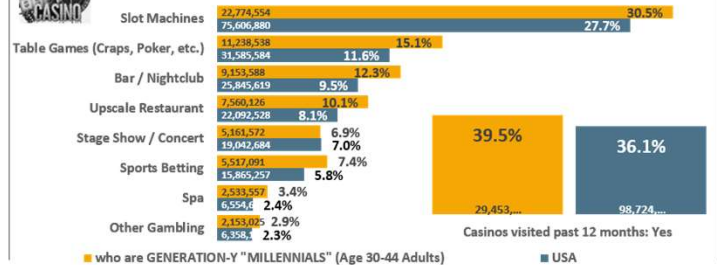
Top-10 Cuisines: Adults 18 or older



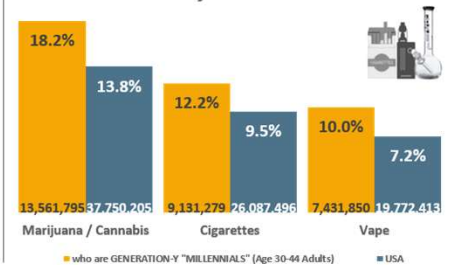
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



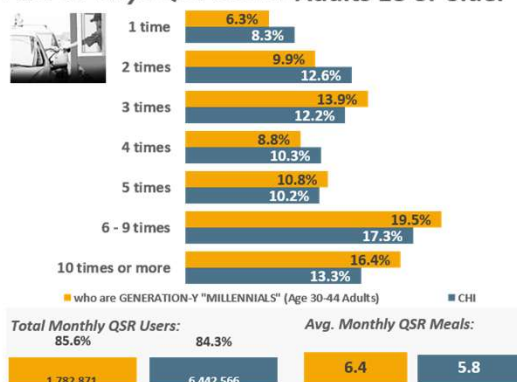
Used Past 30-days: Adults 18 or older



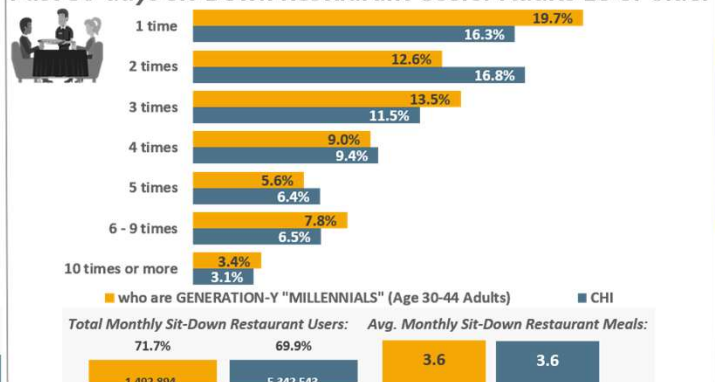


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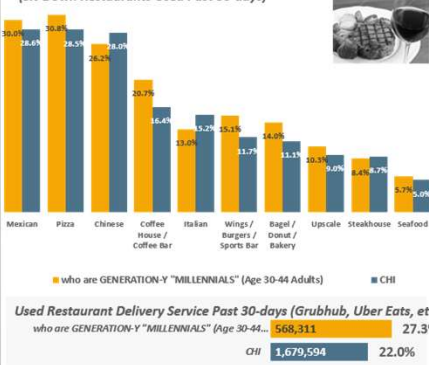
Past 30-days QSR Users: Adults 18 or older



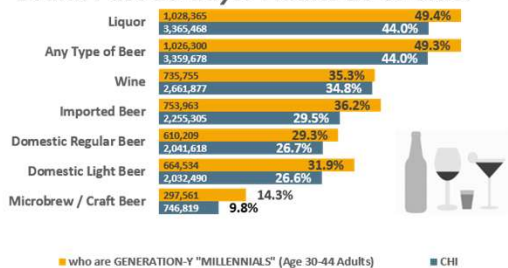
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



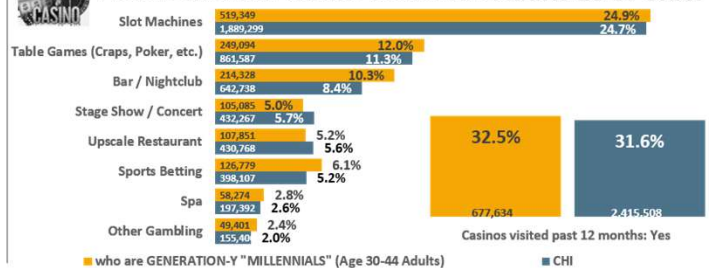
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



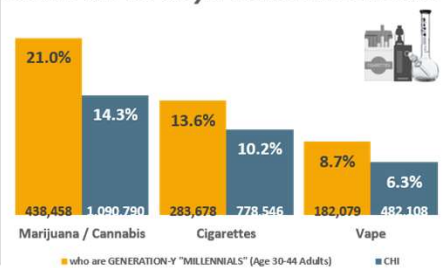
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



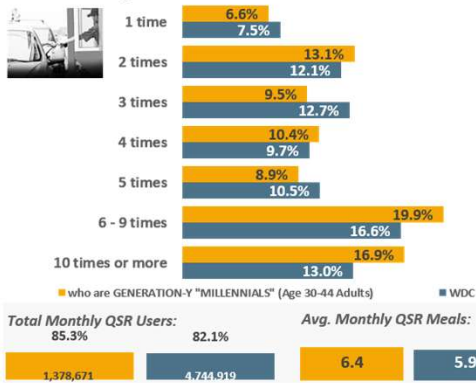
Used Past 30-days: Adults 18 or older



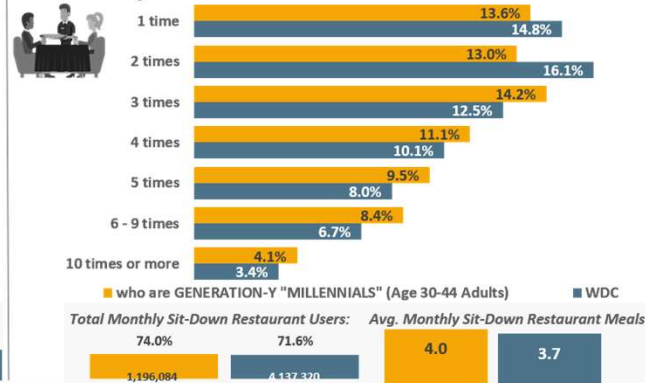


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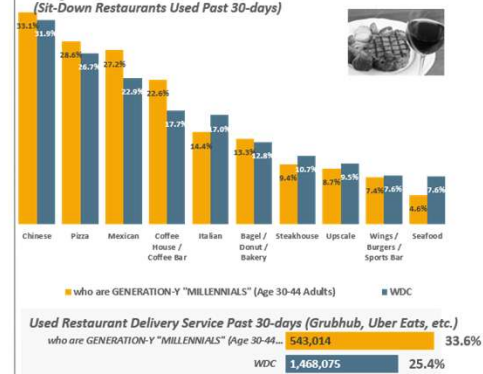
Past 30-days QSR Users: Adults 18 or older



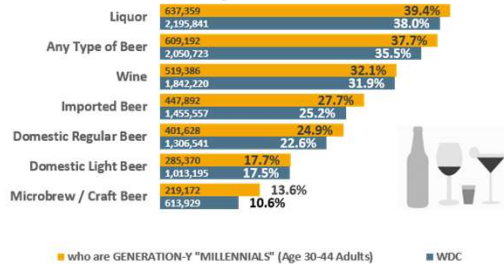
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



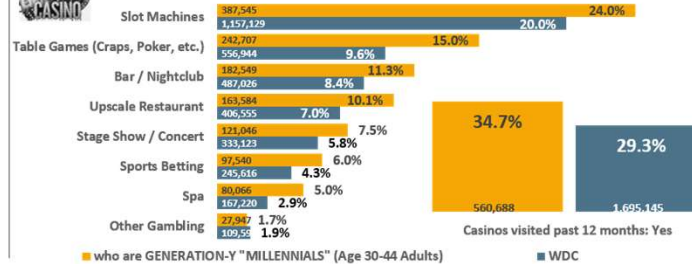
Top-10 Cuisines: Adults 18 or older



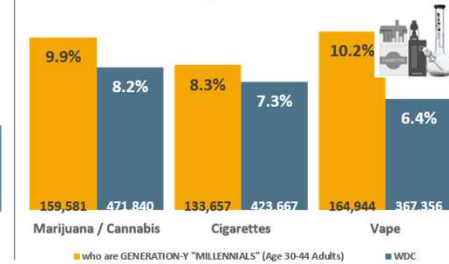
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



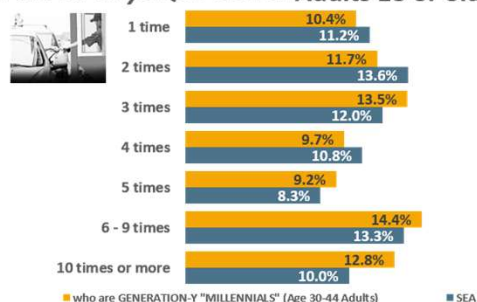
Used Past 30-days: Adults 18 or older





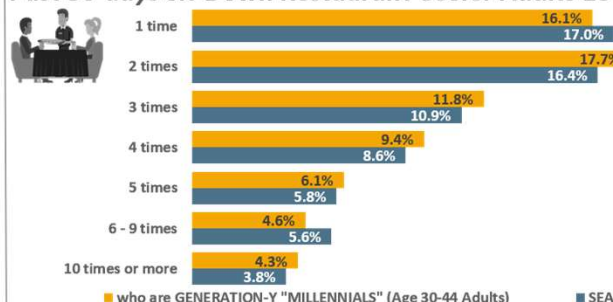
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Past 30-days QSR Users: Adults 18 or older



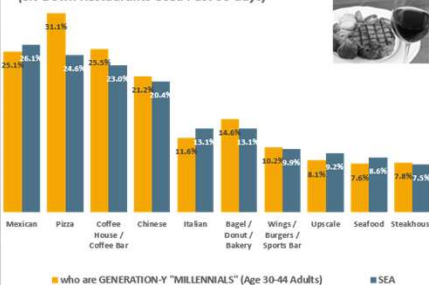
Total Monthly QSR Users: 81.7% (SEA: 79.2%)
Avg. Monthly QSR Meals: 5.6 (SEA: 5.2)

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



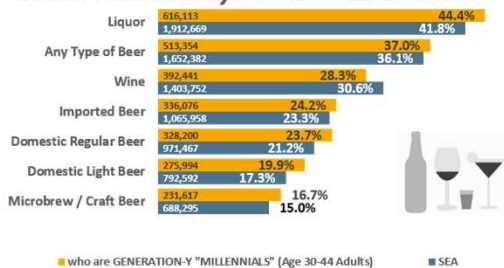
Total Monthly Sit-Down Restaurant Users: 69.9% (SEA: 68.1%)
Avg. Monthly Sit-Down Restaurant Meals: 3.6 (SEA: 3.6)

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

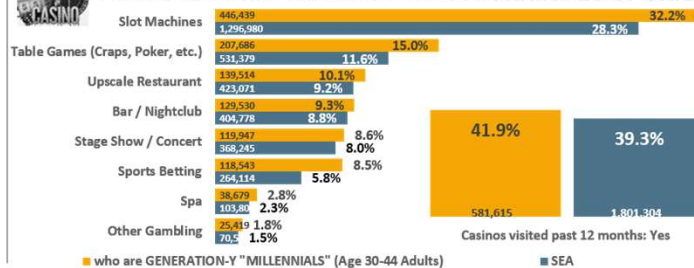


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who are GENERATION-Y "MILLENNIALS" (Age 30-44...): 301,075 (SEA: 857,401)
 SEA: 18.7%

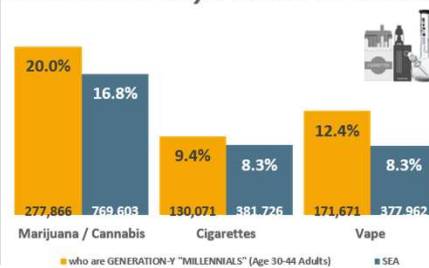
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



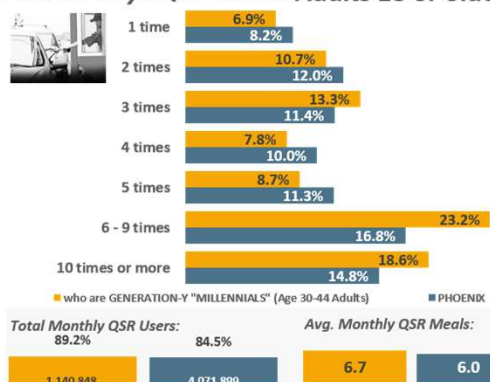
Used Past 30-days: Adults 18 or older



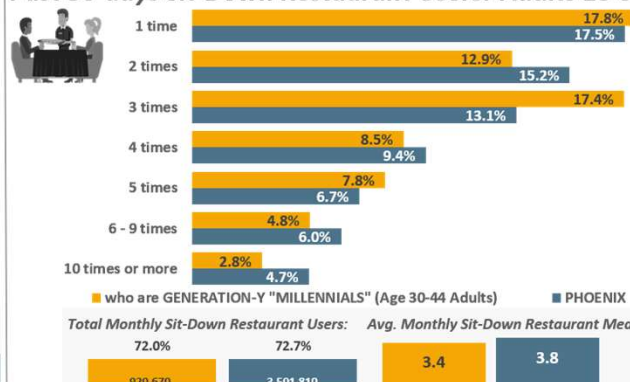


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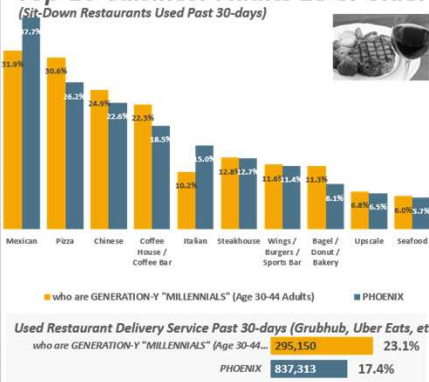
Past 30-days QSR Users: Adults 18 or older



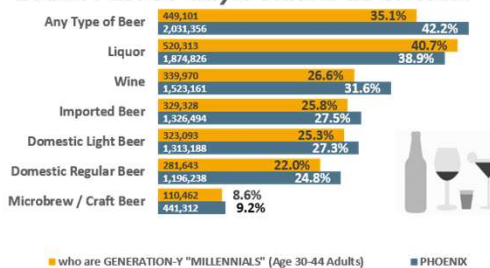
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



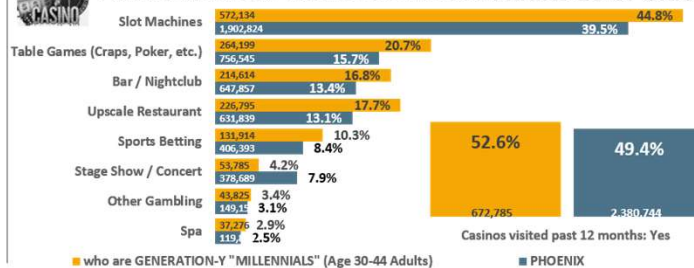
Top-10 Cuisines: Adults 18 or older



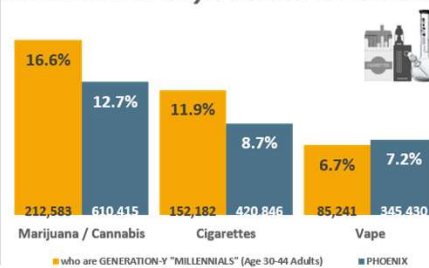
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

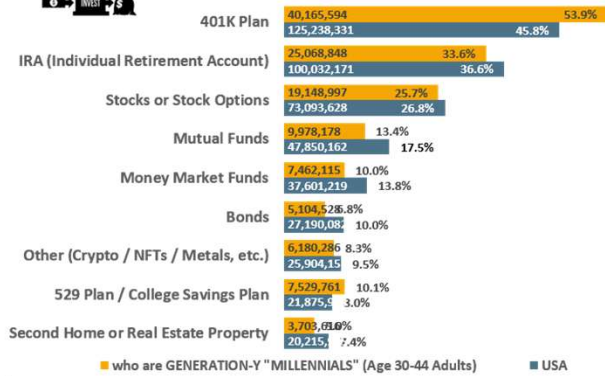




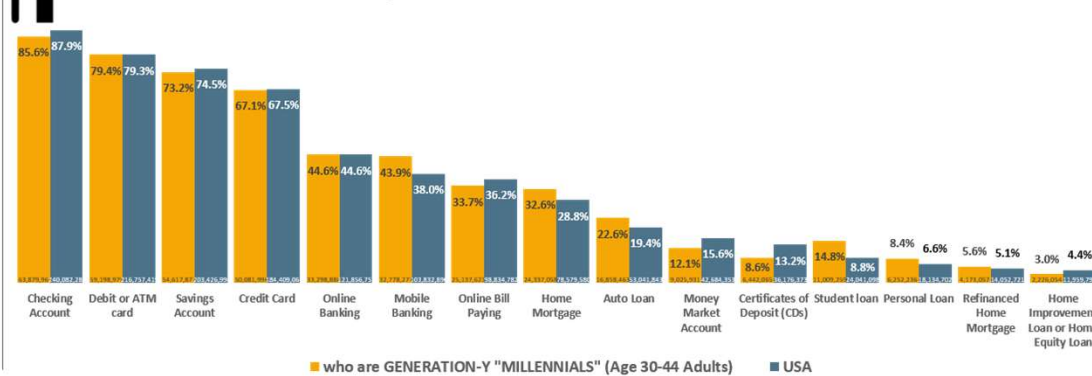
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 17.5% more likely to have a 401K, 16.4% more likely to have an Auto Loan, 19.5% more likely to Invest/Trade Stocks Online, 8.7%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



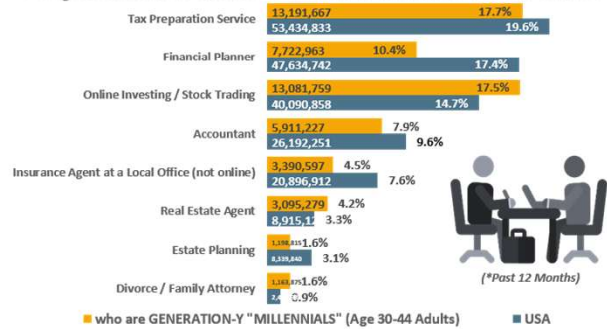
Investments Owned: Adults 18 or older



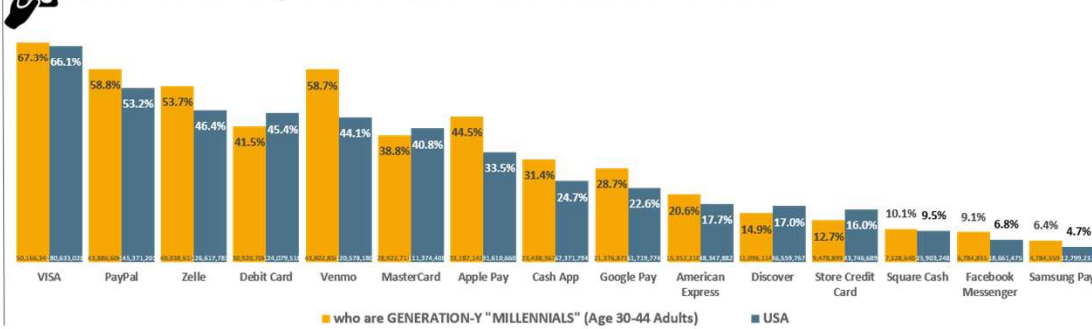
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

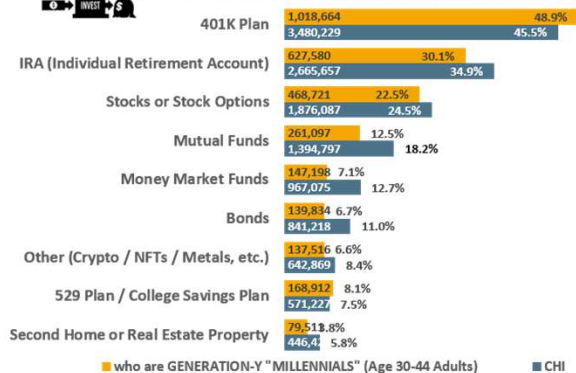




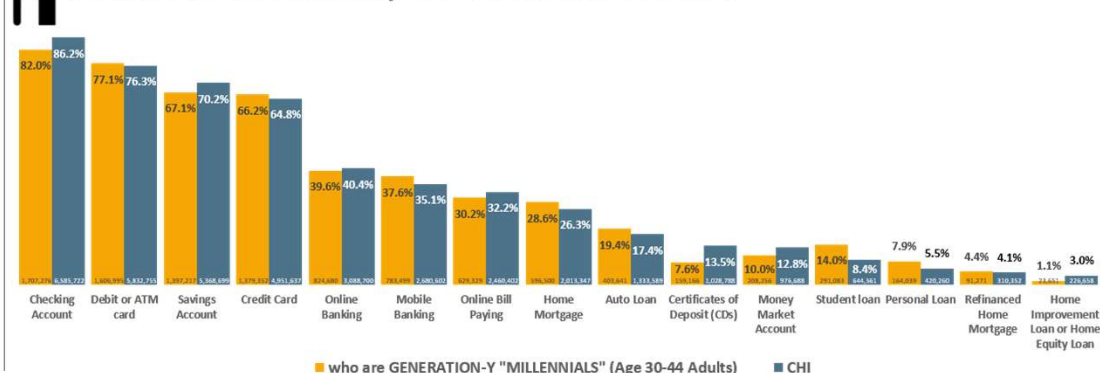
27.3% or 2,083,259 of CHI DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 7.4% more likely to have a 401K, 11.1% more likely to have an Auto Loan, 9.5% more likely to Invest/Trade Stocks Online, 15.8% less likely to pay with their Debit Card.



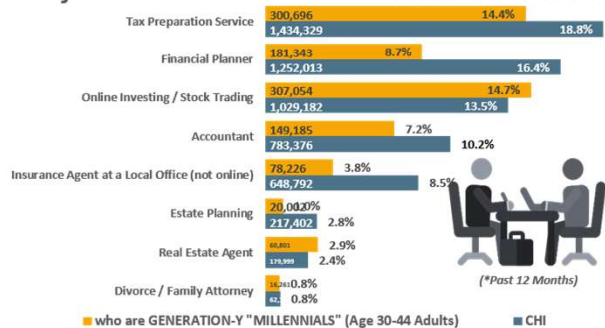
Investments Owned: Adults 18 or older



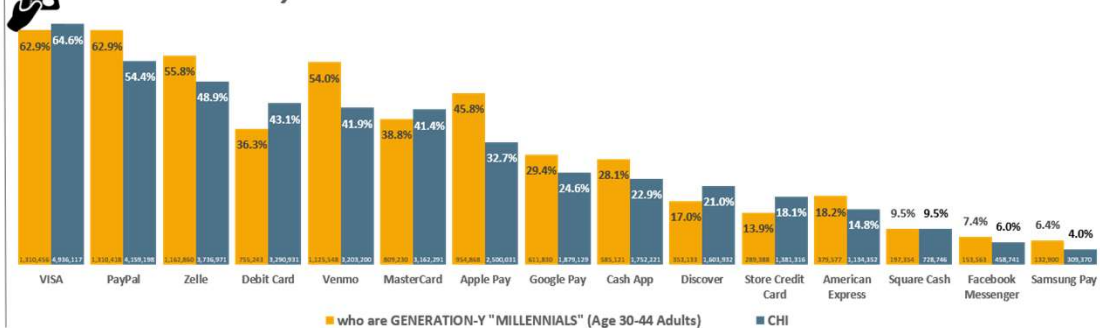
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

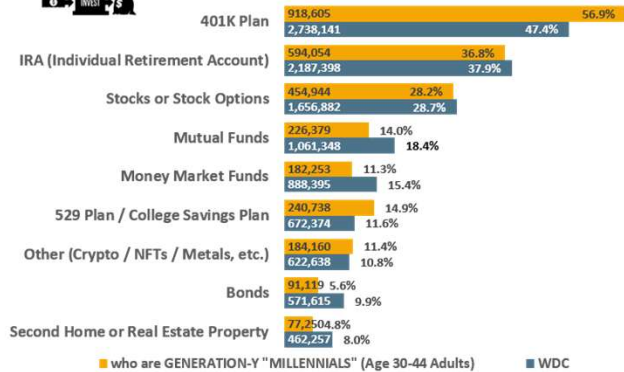




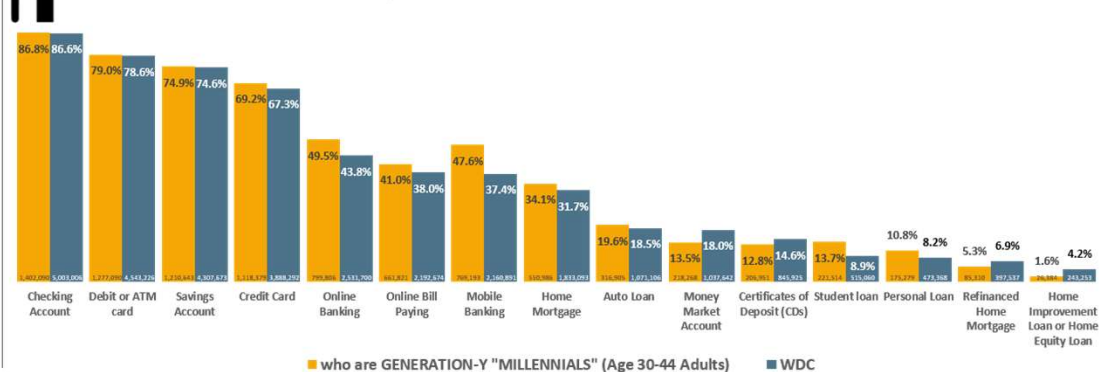
28.2% or 1,615,695 of WDC DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 19.9% more likely to have a 401K, 5.8% more likely to have an Auto Loan, 33.5% more likely to Invest/Trade Stocks Online, 13.1% less likely to pay with their Debit Card.



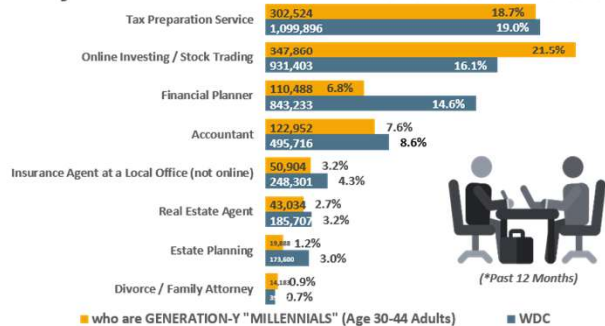
Investments Owned: Adults 18 or older



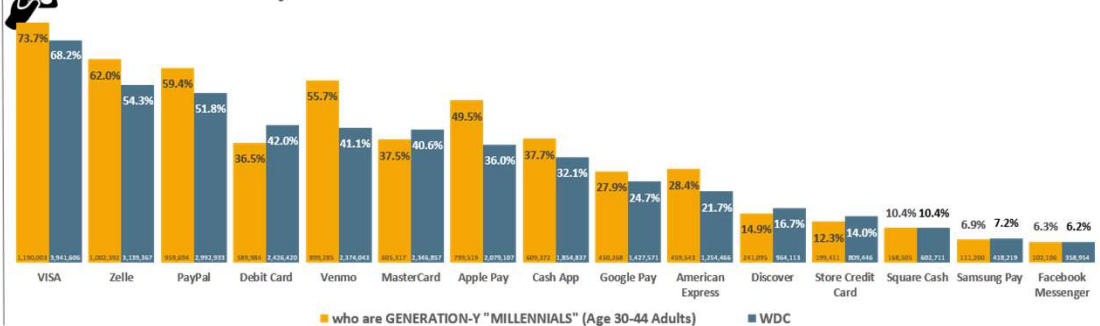
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

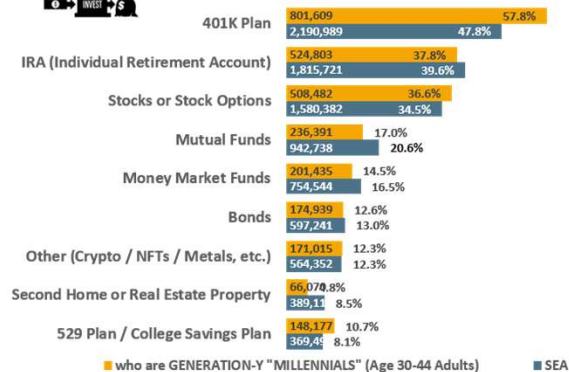




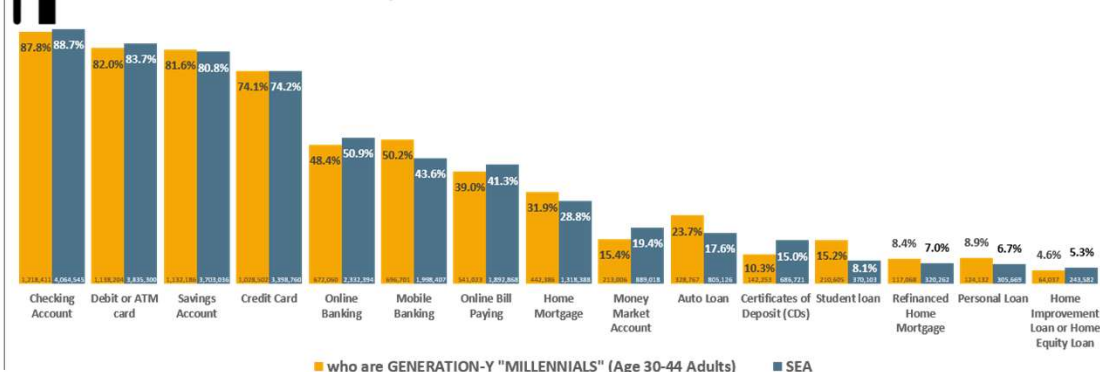
30.3% or 1,387,411 of SEA DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 20.8% more likely to have a 401K, 34.8% more likely to have an Auto Loan, 19.3% more likely to Invest/Trade Stocks Online, 10.% less likely to pay with their Debit Card.



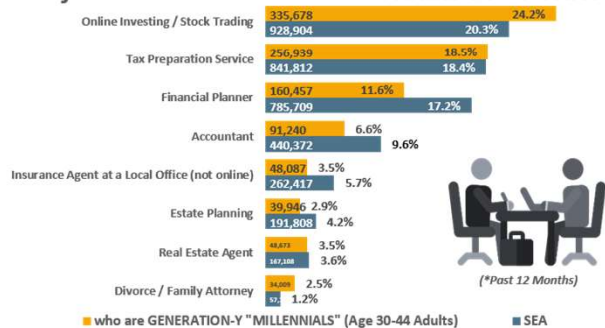
Investments Owned: Adults 18 or older



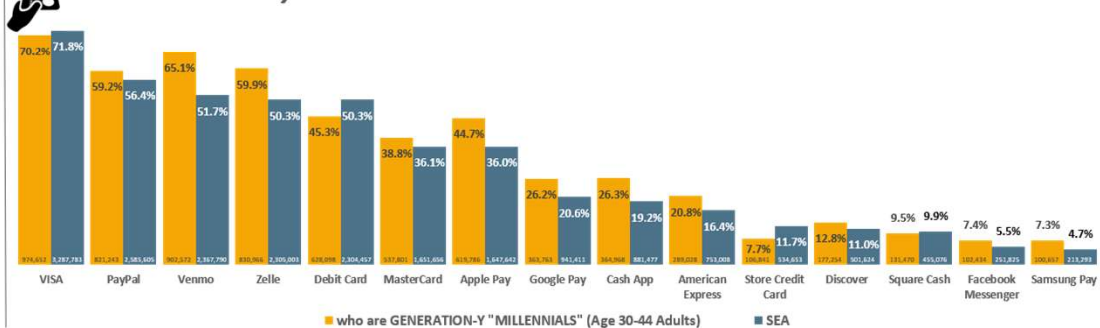
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

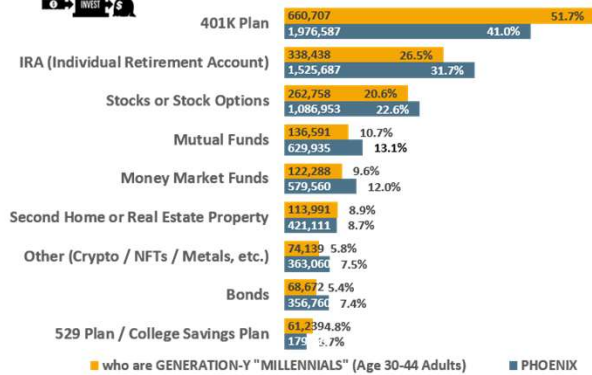




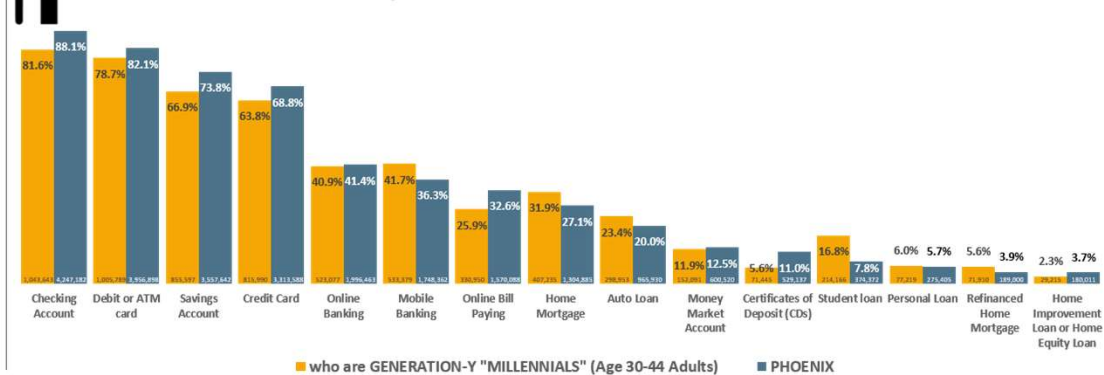
26.5% or 1,278,284 of PHOENIX DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 26.% more likely to have a 401K, 16.7% more likely to have an Auto Loan, 6.1% more likely to Invest/Trade Stocks Online, 4.6% more likely to pay with their Debit Card.



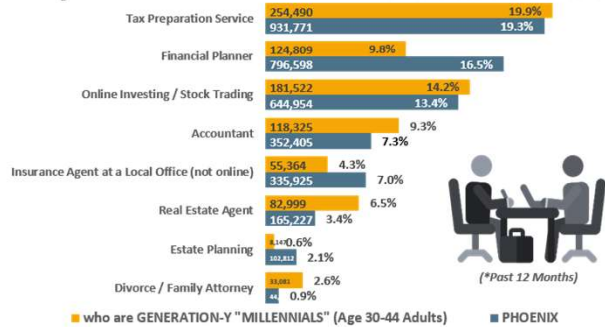
Investments Owned: Adults 18 or older



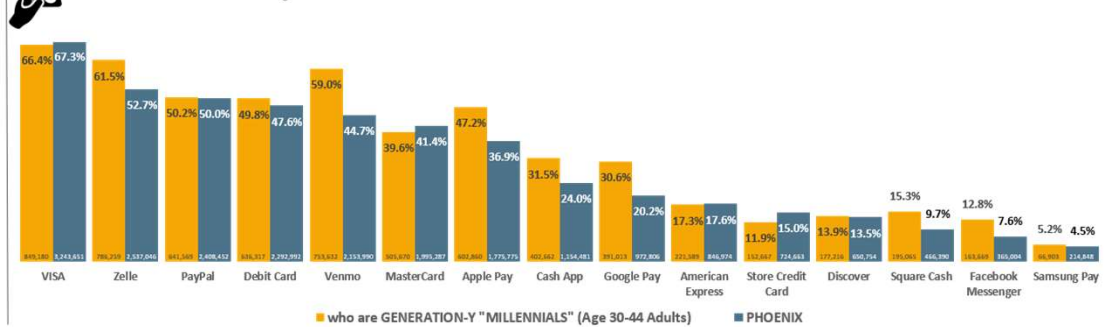
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



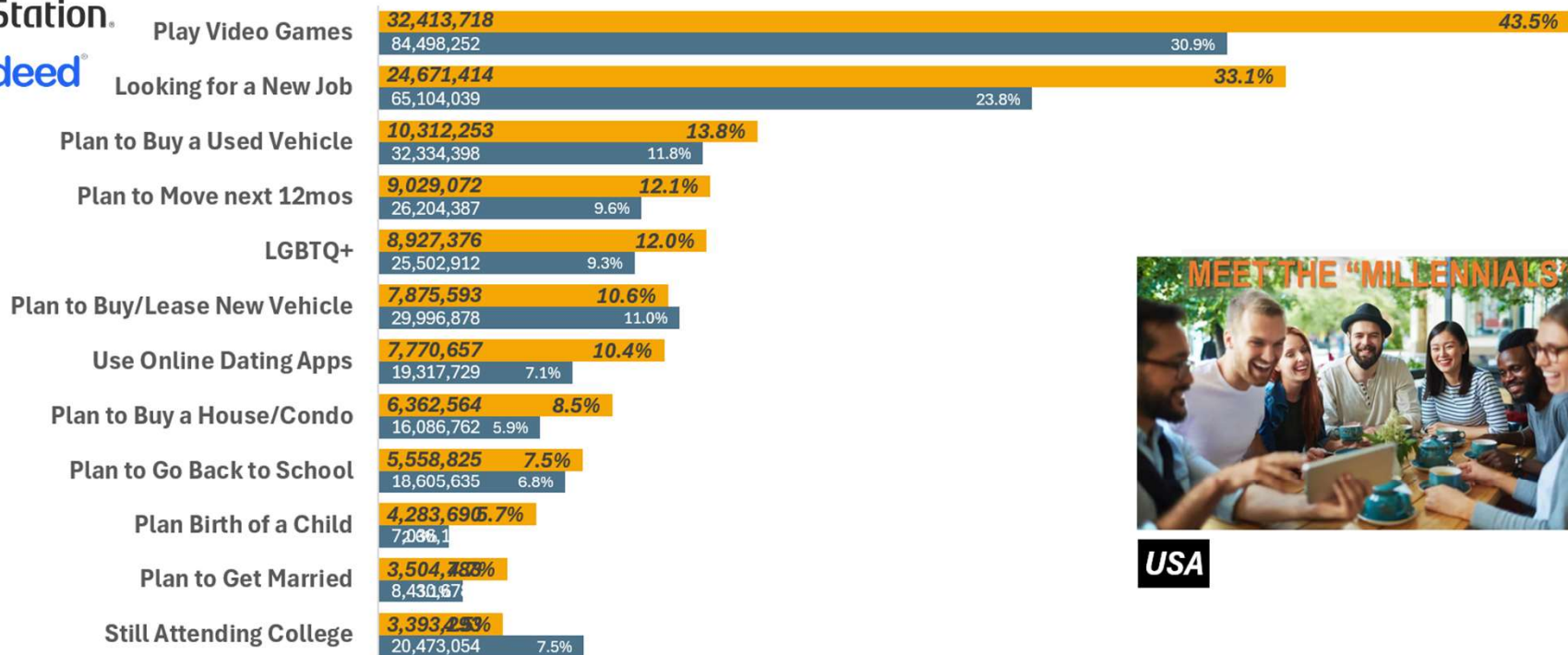
Past 3-Months Payment Methods Used: Adults 18 or older





"Lifestyle/Future Plans"

P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)



USA

■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)

■ P18+ USA AVERAGE (Lifestyle/Future Plans)

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



"Lifestyle/Future Plans"

P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



Plan to Buy a Used Vehicle



LGBTQ+



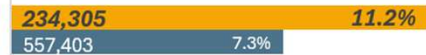
Plan to Move next 12mos



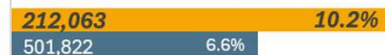
Plan to Buy/Lease New Vehicle



Plan to Buy a House/Condo



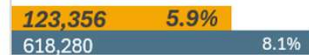
Use Online Dating Apps



Plan to Get Married



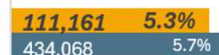
Still Attending College



Plan Birth of a Child



Plan to Go Back to School



■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)

■ P18+ CHICAGO AVERAGE (Lifestyle/Future Plans)



CHICAGO

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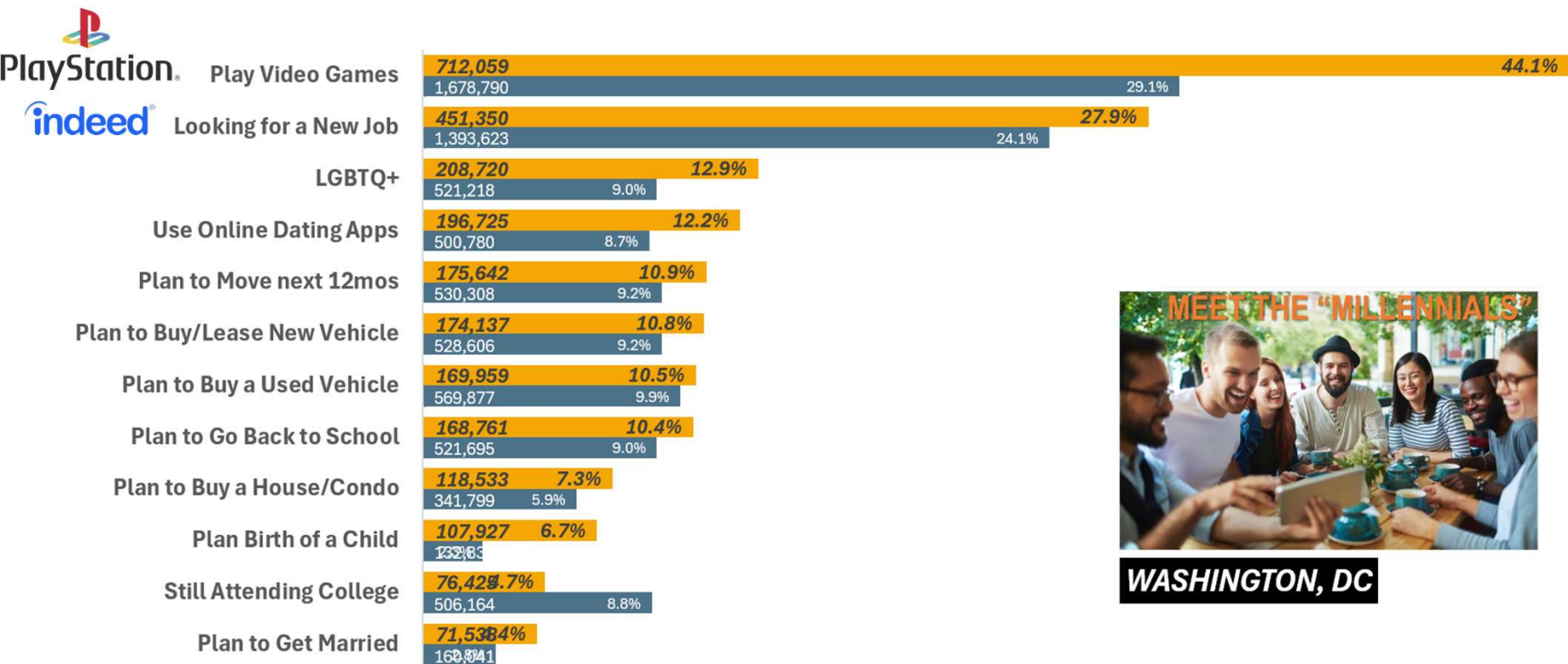
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Lifestyle/Future Plans"

P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)



WASHINGTON, DC

■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)

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

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



"Lifestyle/Future Plans"

P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



LGBTQ+



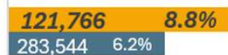
Plan to Move next 12mos



Plan to Buy a Used Vehicle



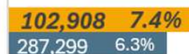
Use Online Dating Apps



Plan to Buy/Lease New Vehicle



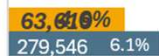
Plan to Go Back to School



Plan to Buy a House/Condo



Still Attending College



Plan to Get Married



Plan Birth of a Child



■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)

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



SEATTLE-TACOMA

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

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



"Lifestyle/Future Plans"

P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)

PlayStation Play Video Games



indeed Looking for a New Job



Use Online Dating Apps



Plan to Move next 12mos



Plan to Buy a Used Vehicle



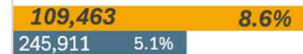
LGBTQ+



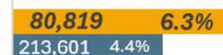
Plan to Buy/Lease New Vehicle



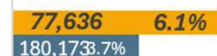
Plan to Buy a House/Condo



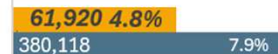
Plan to Get Married



Plan Birth of a Child



Plan to Go Back to School



Still Attending College



■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Lifestyle/Future Plans)

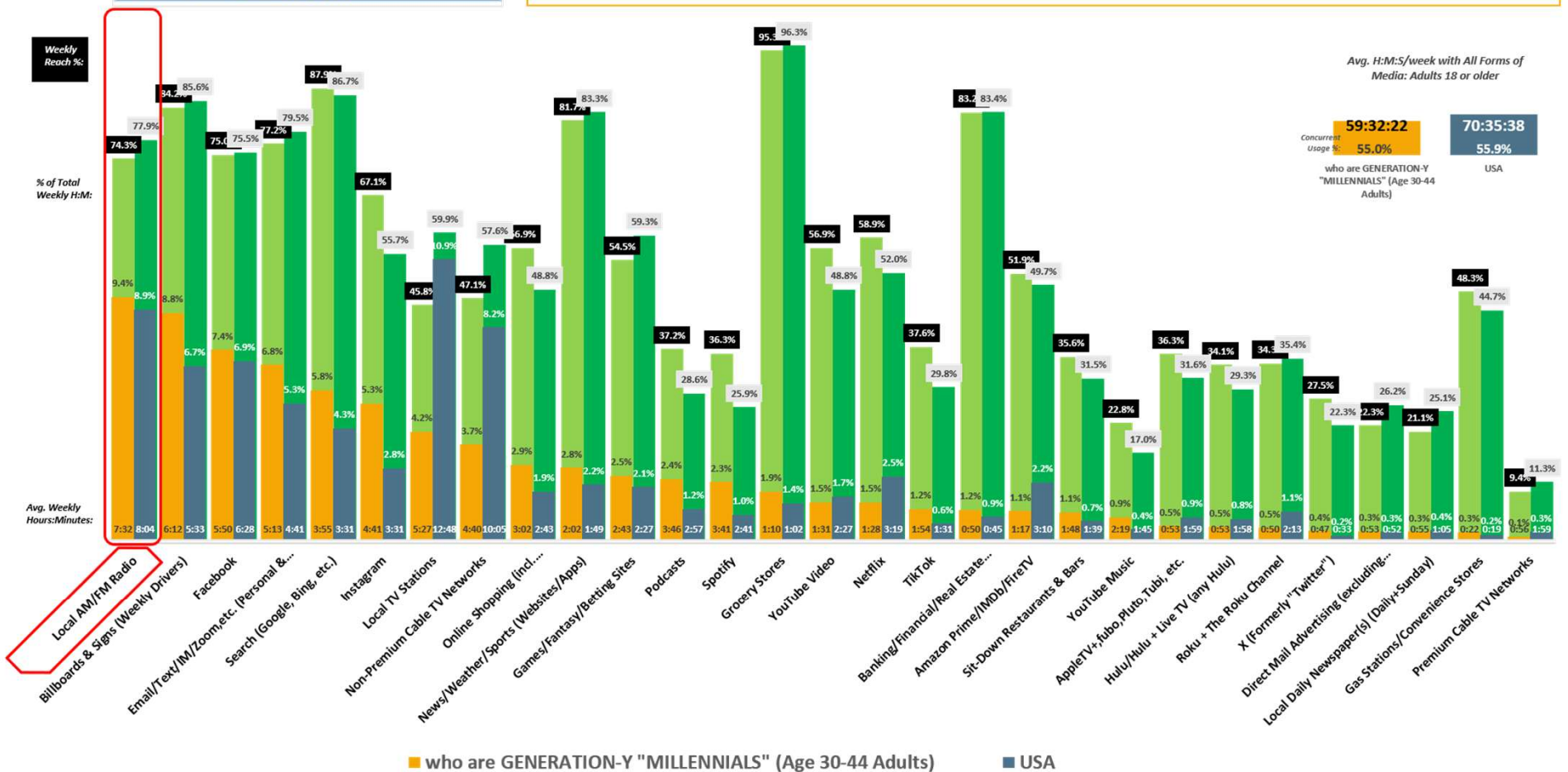
■ P18+ PHOENIX AVERAGE (Lifestyle/Future Plans)



PHOENIX



Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 11 hours, 32 minutes and 22 seconds each week with All Forms of Media.
 74.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 32 minutes each week listening to All Local AM/FM Radio, representing 9.4% of total time spent with all forms of Media.



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

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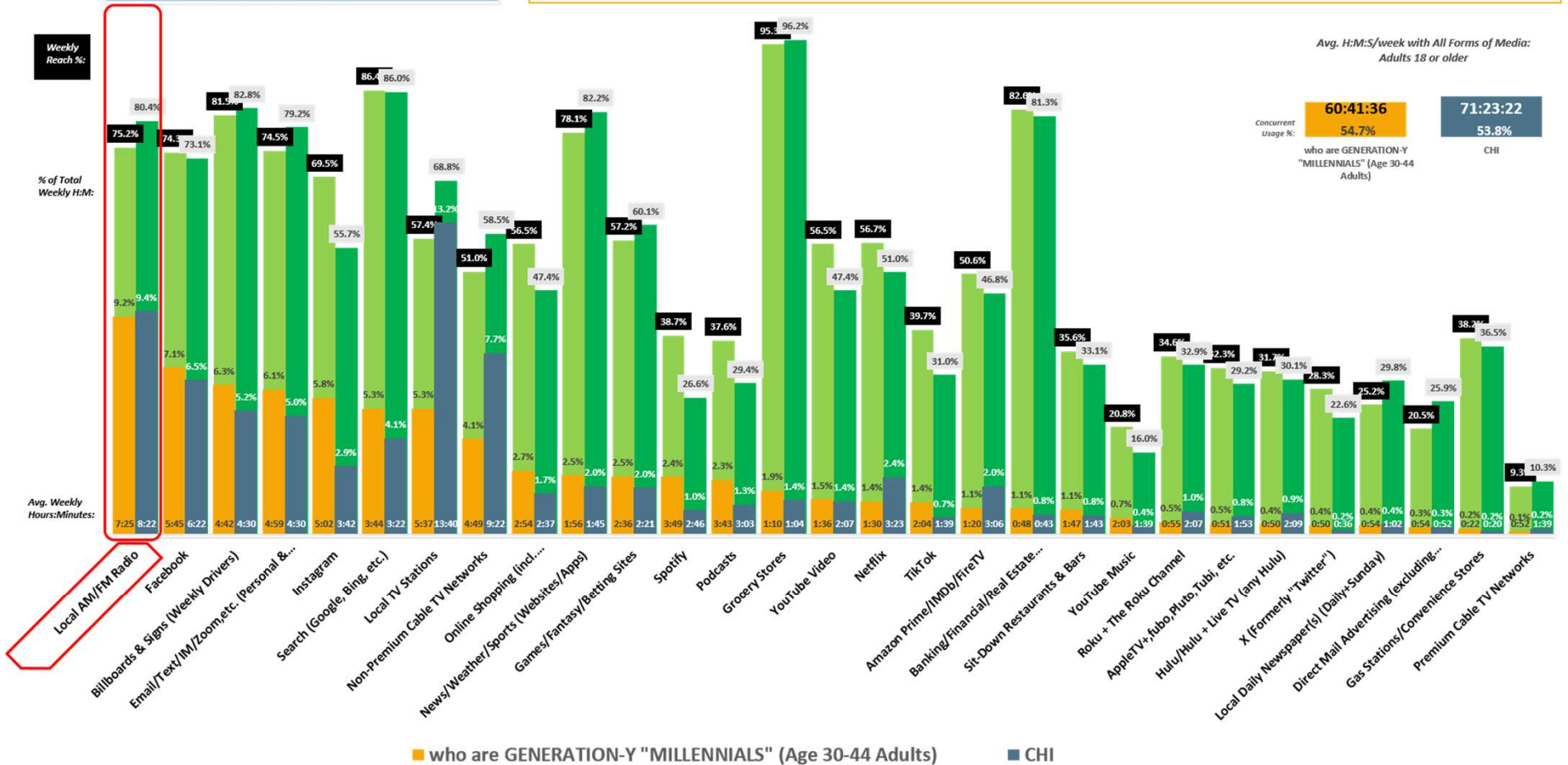
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything

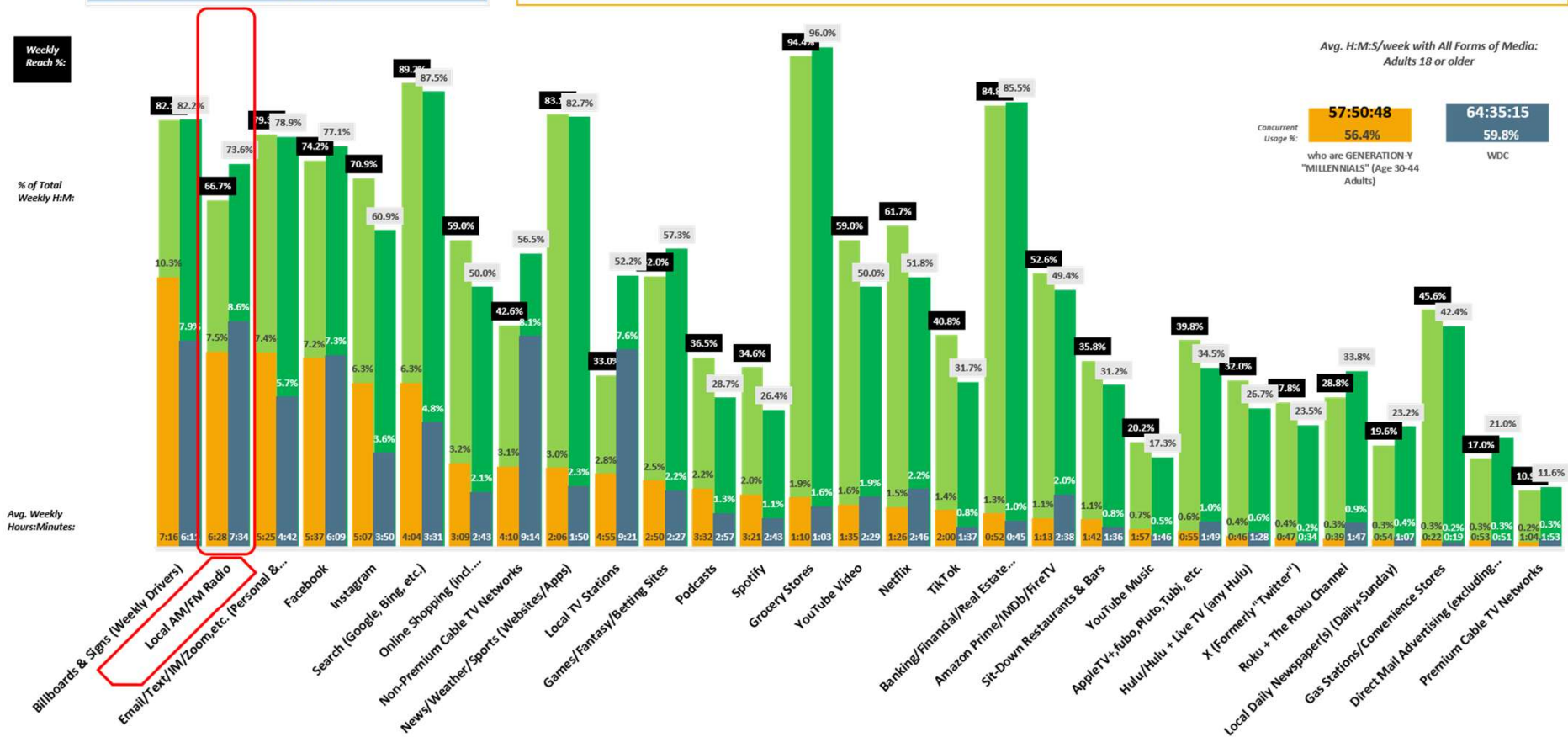


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 12 hours, 41 minutes and 36 seconds each week with All Forms of Media.
 75.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 25 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.





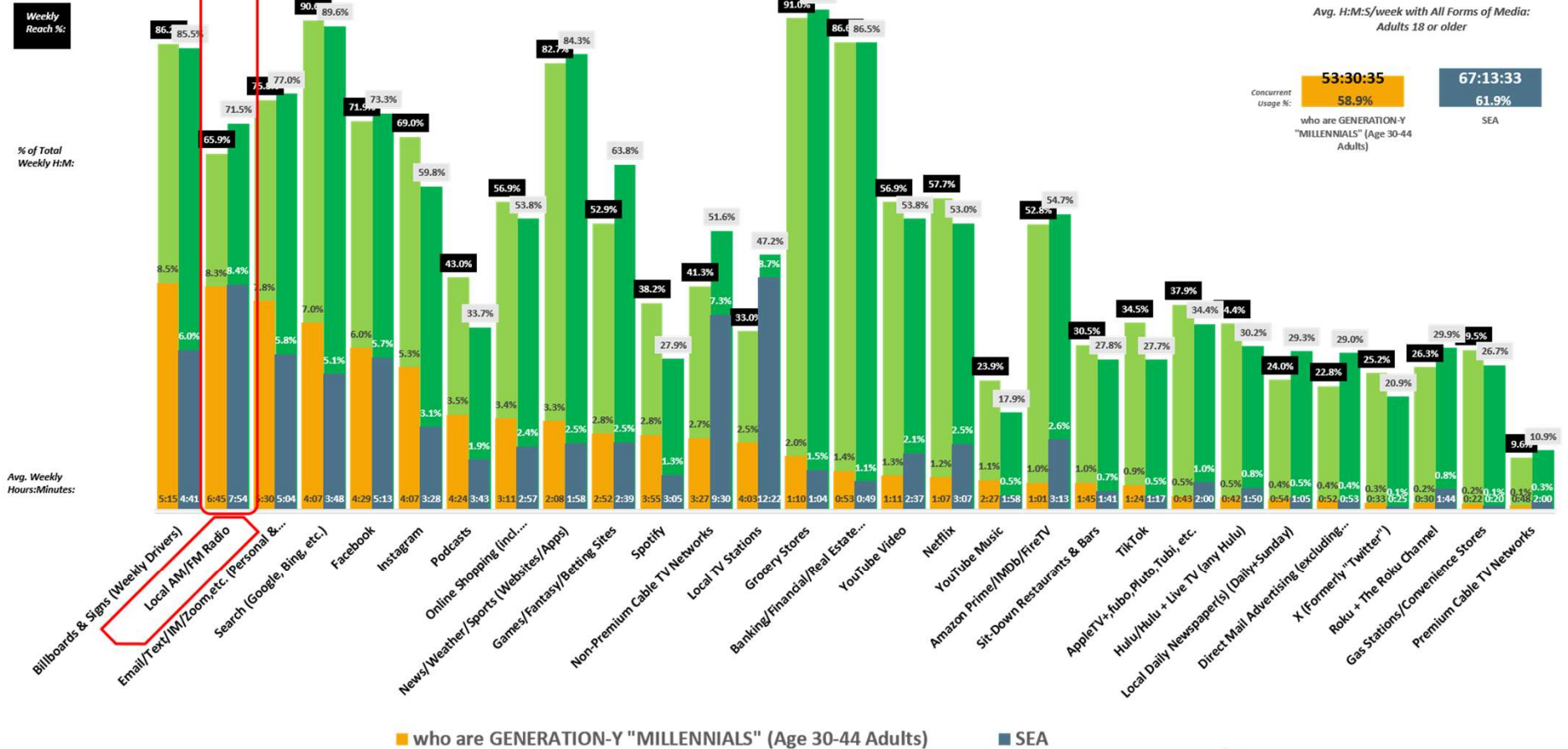
Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 9 hours, 50 minutes and 48 seconds each week with All Forms of Media.
 66.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 6 hours and 28 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.



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

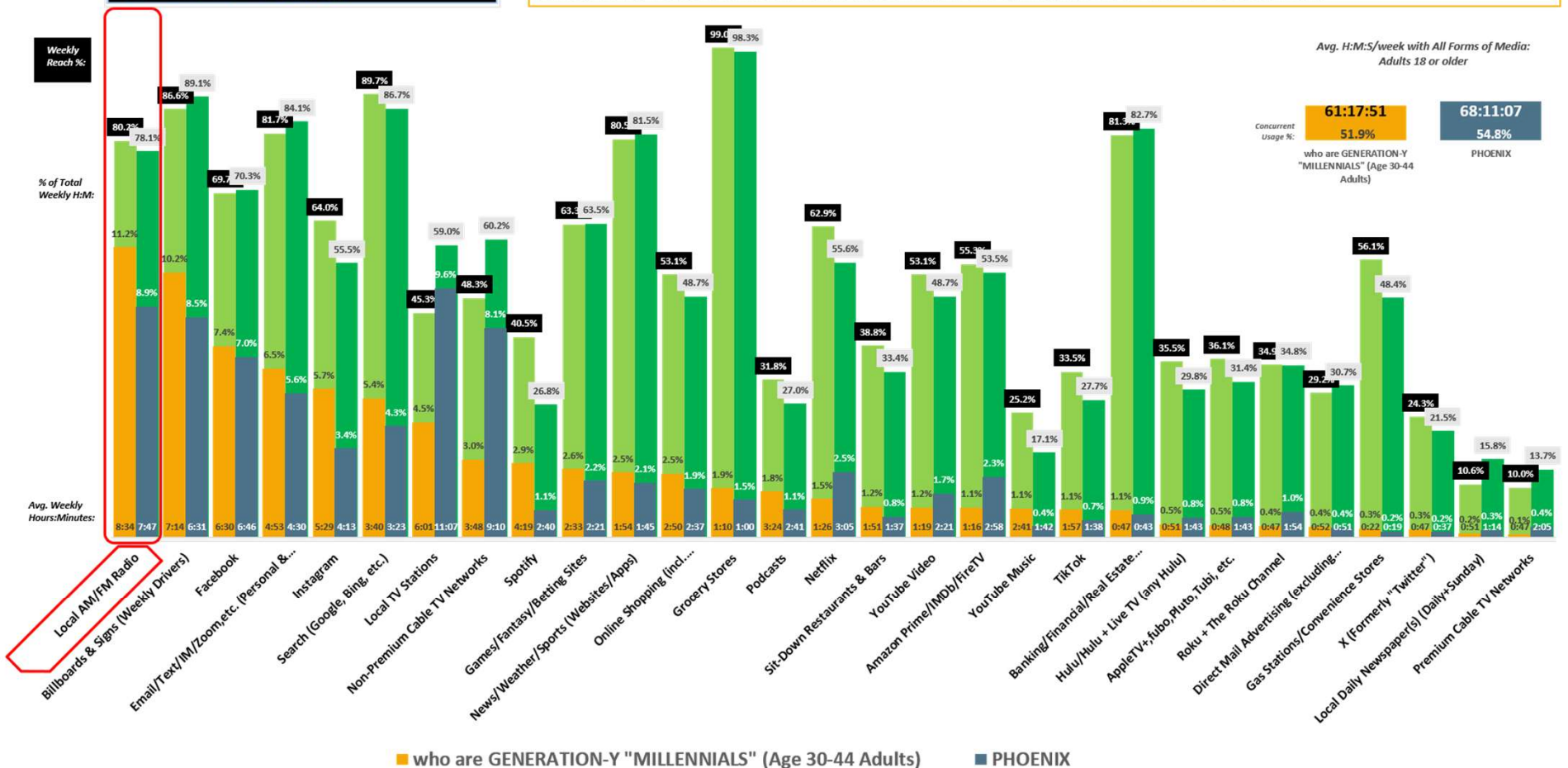


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 5 hours, 30 minutes and 35 seconds each week with All Forms of Media.
 65.9% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 6 hours and 45 minutes each week listening to All Local AM/FM Radio, representing 8.3% of total time spent with all forms of Media.



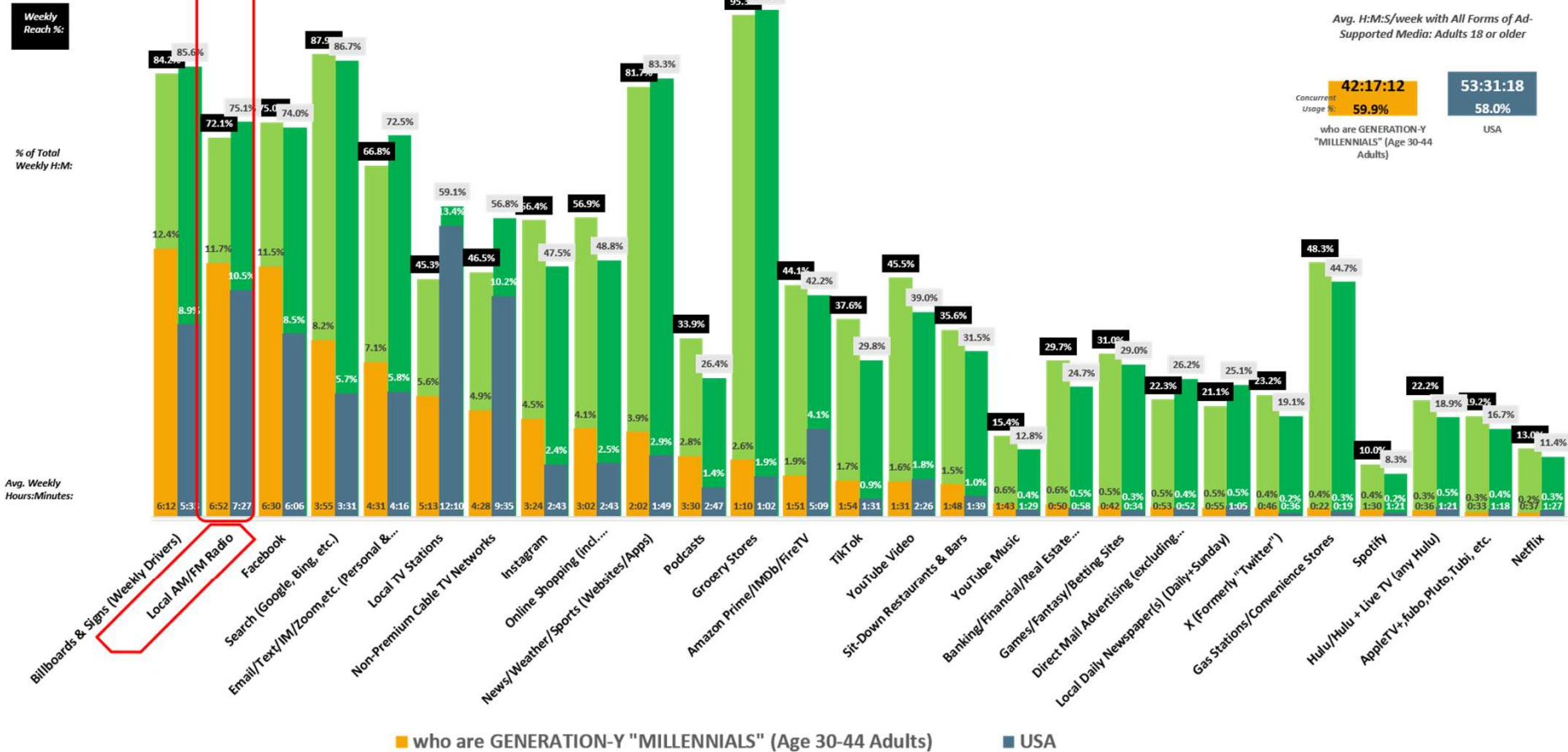


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 13 hours, 17 minutes and 51 seconds each week with All Forms of Media.
 80.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 8 hours and 34 minutes each week listening to All Local AM/FM Radio, representing 11.2% of total time spent with all forms of Media.





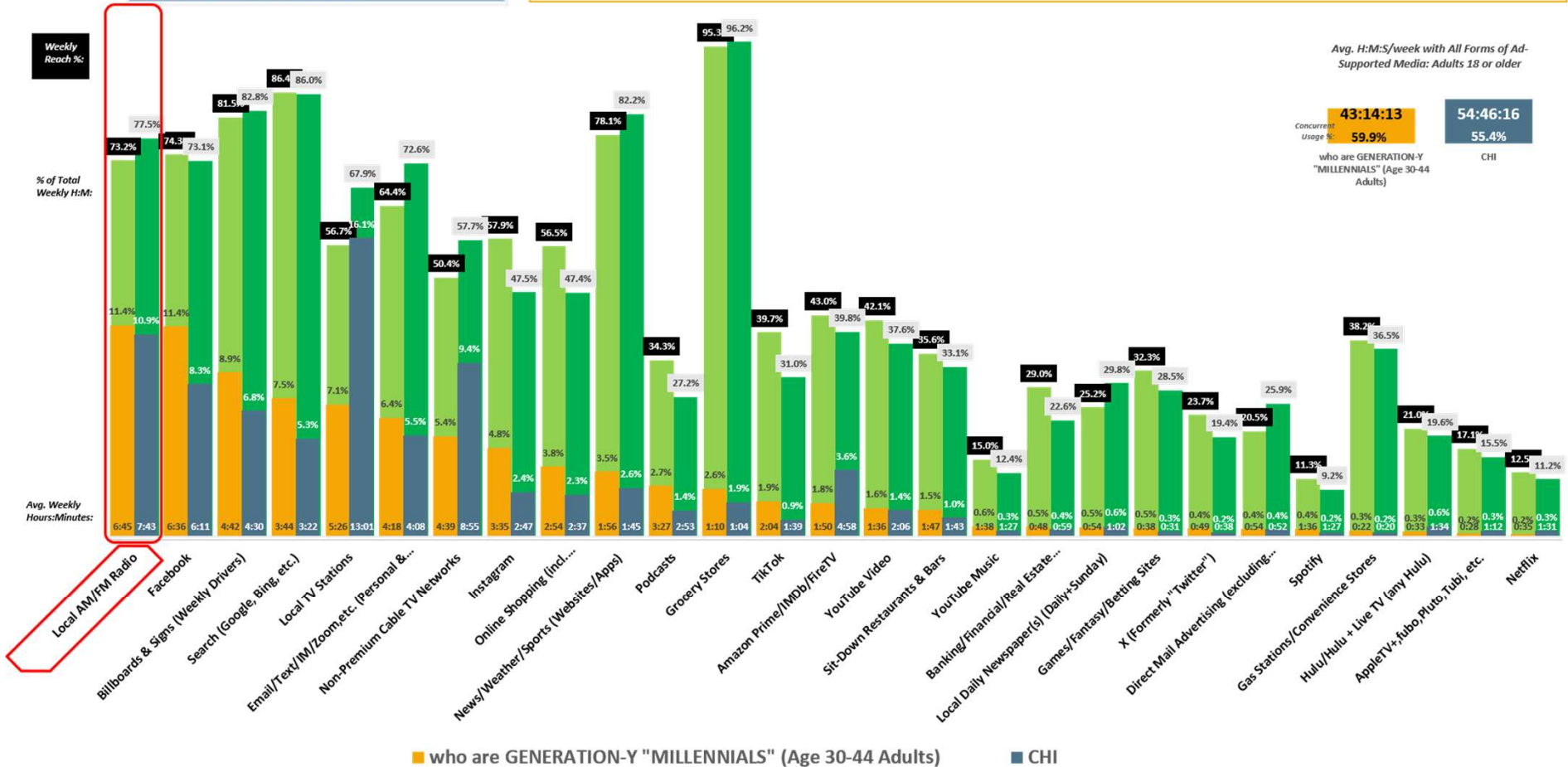
Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 18 hours, 17 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 6 hours and 52 minutes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





Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 19 hours, 14 minutes and 13 seconds each week with All Forms of Ad-Supported Media.

73.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 6 hours and 45 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Media.



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

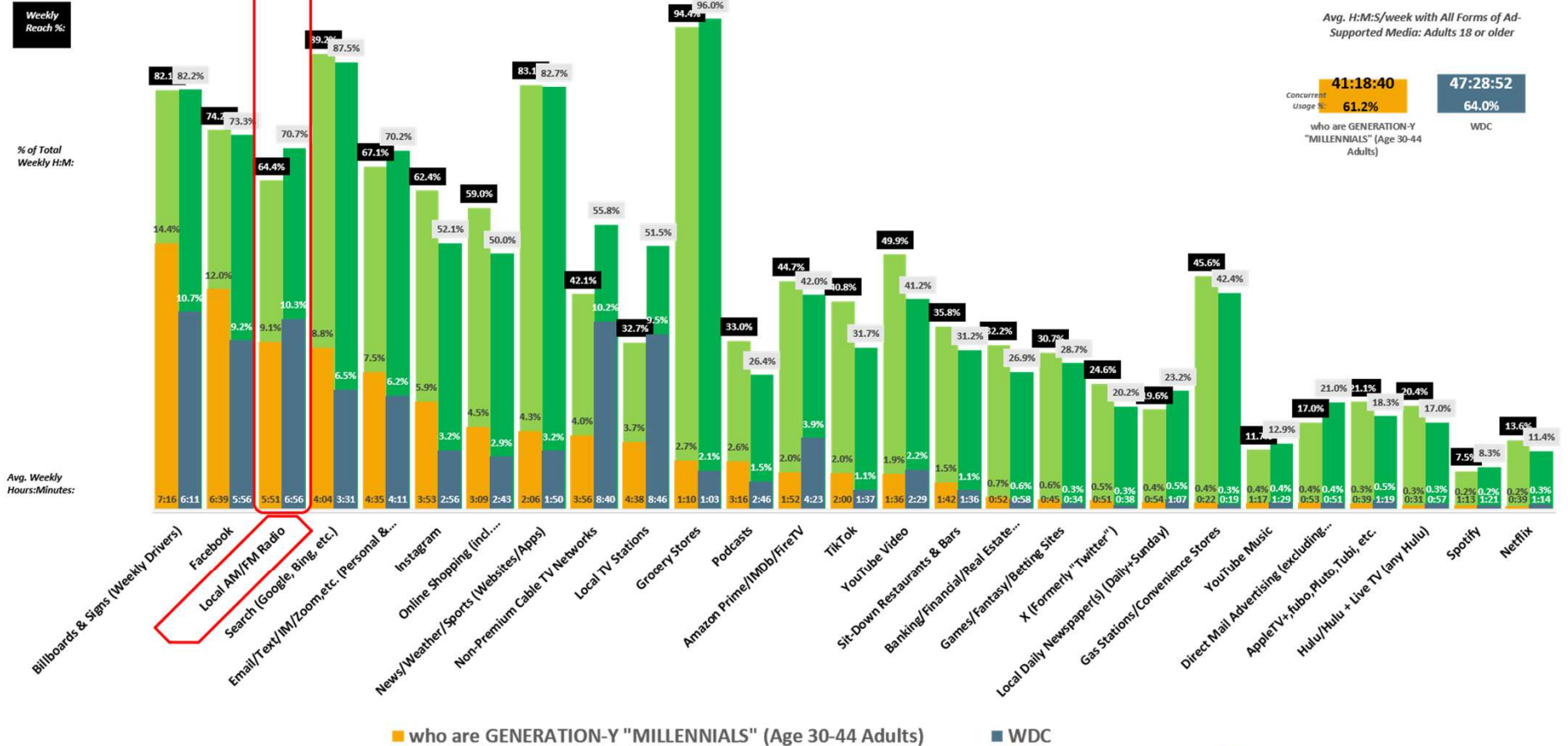
43:14:13
59.9%
who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)

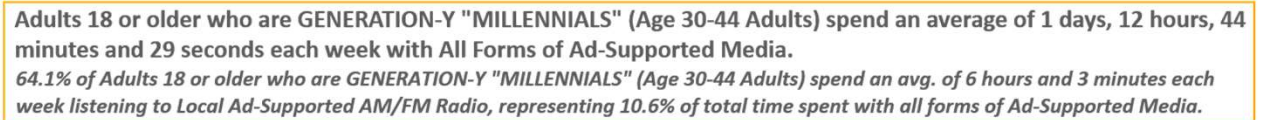
54:46:16
55.4%
CHI



Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 17 hours, 18 minutes and 40 seconds each week with All Forms of Ad-Supported Media.

64.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 5 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.



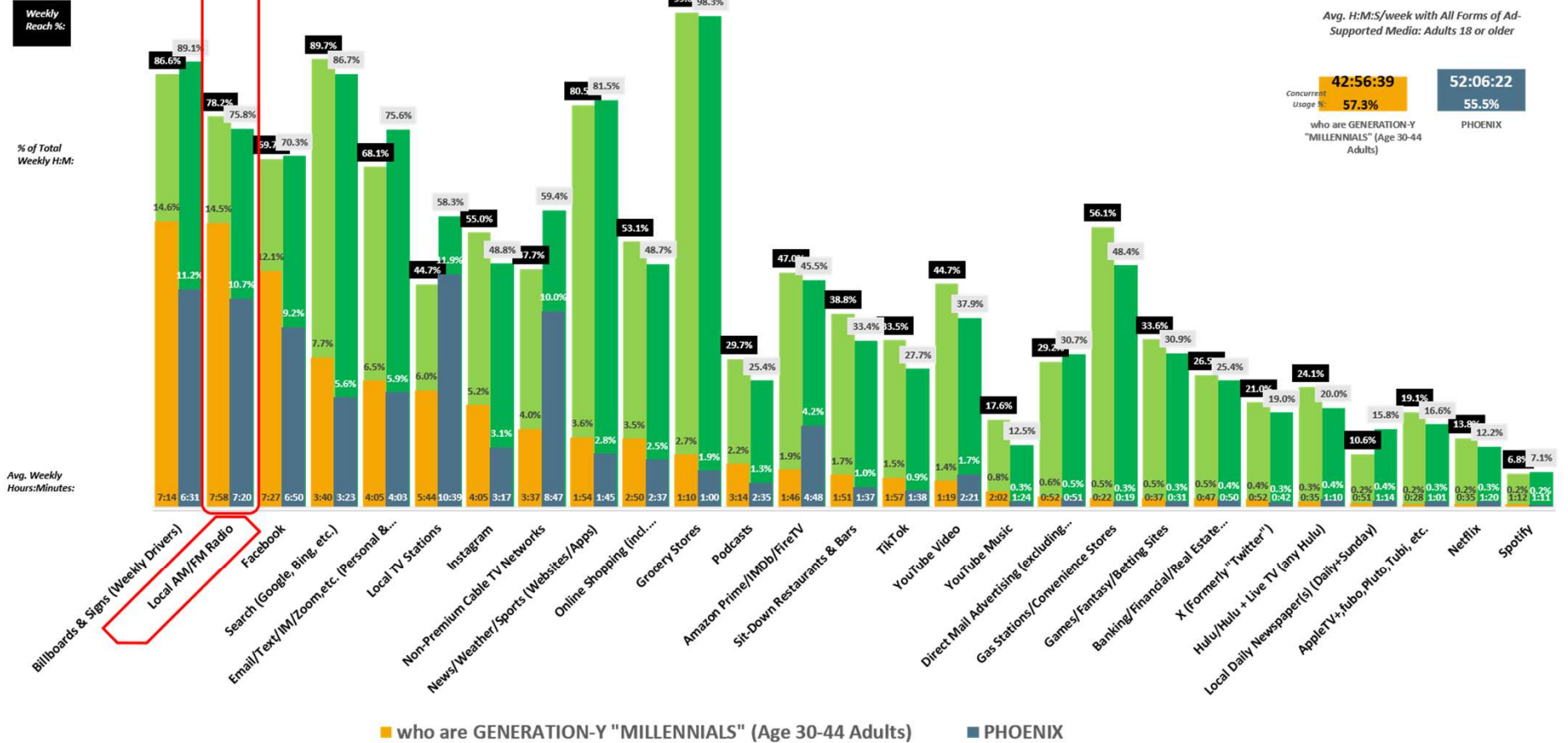


(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 18 hours, 56 minutes and 39 seconds each week with All Forms of Ad-Supported Media.

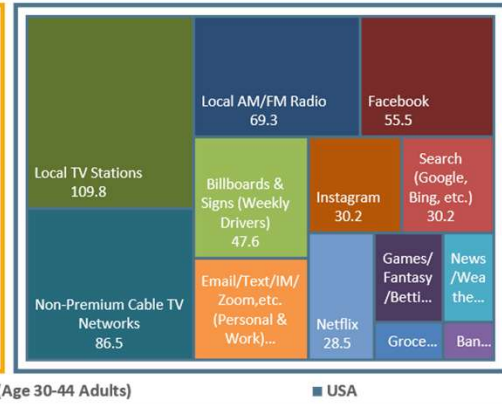
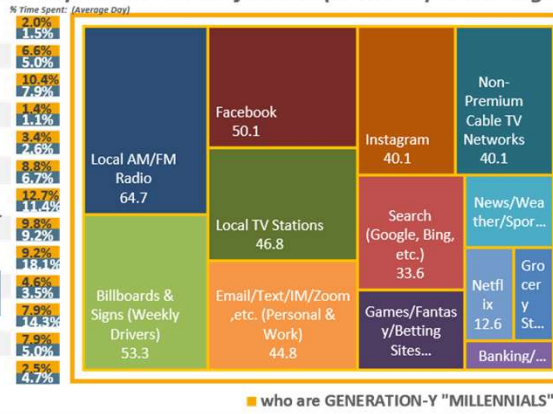
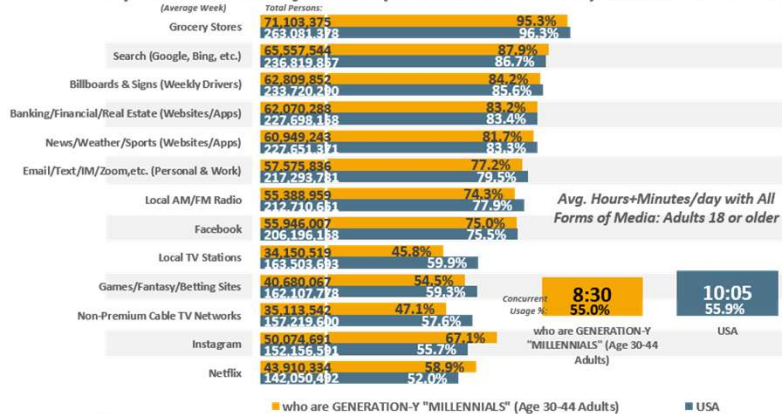
78.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 14.5% of total time spent with all forms of Ad-Supported Media.



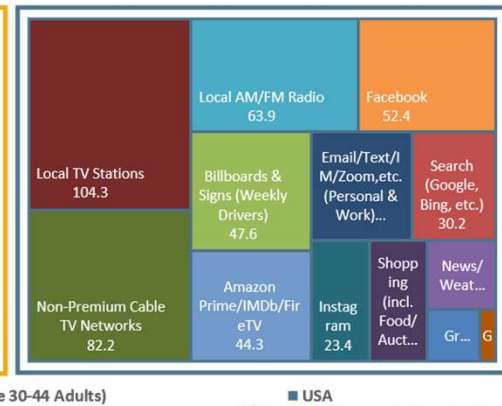
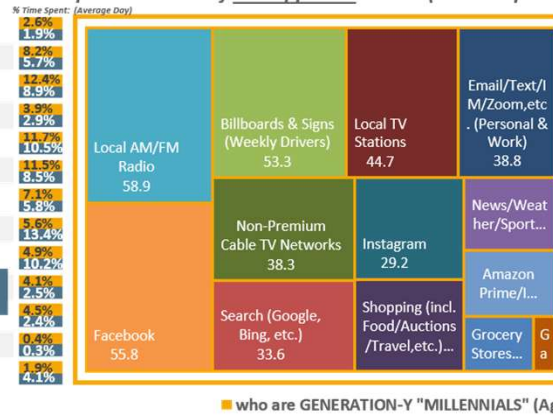
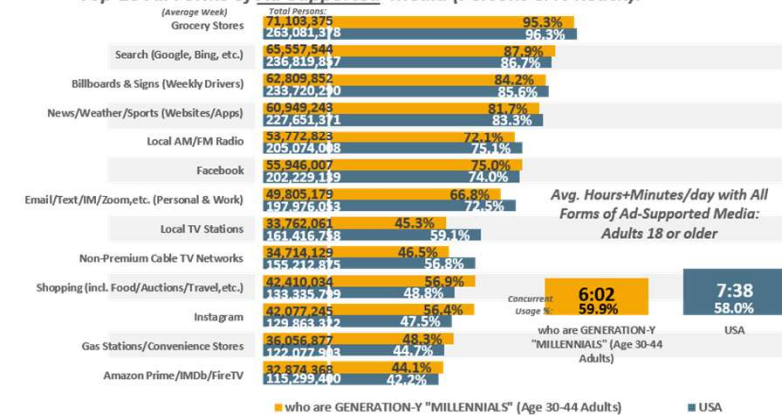


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 2 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

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



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



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

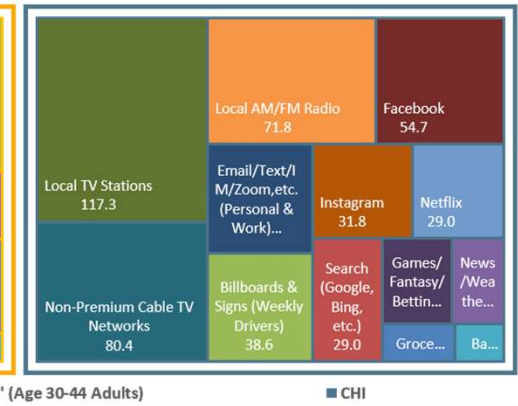
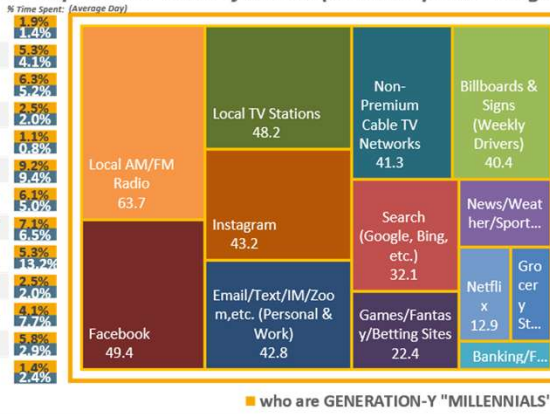
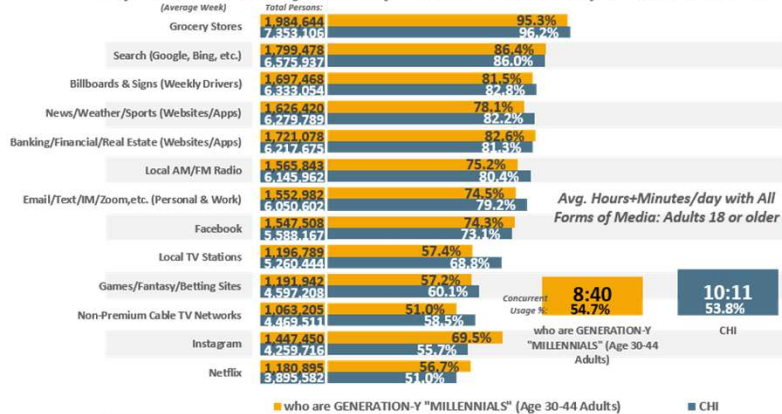
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

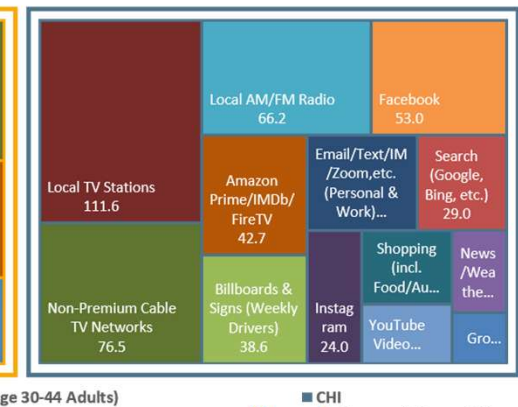
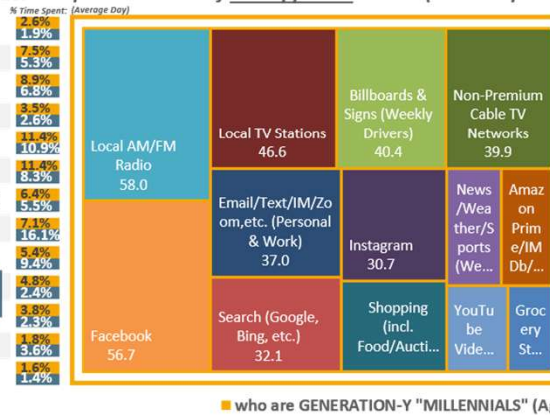
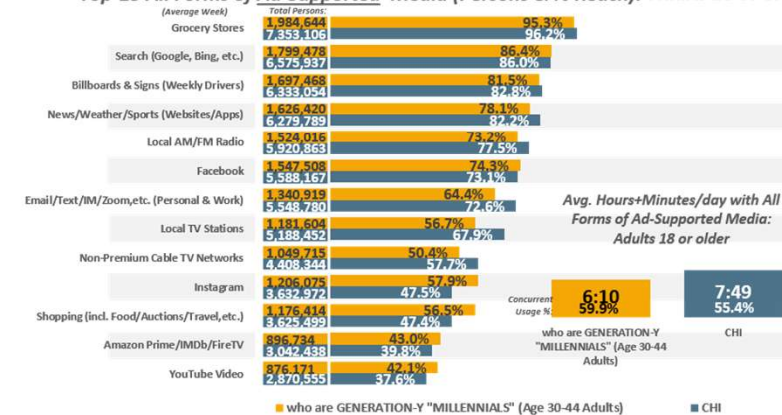


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 73.2% listen to Local AM/FM Radio for an avg. of 58. minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

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



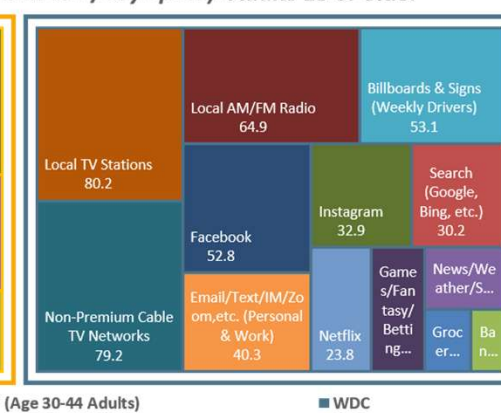
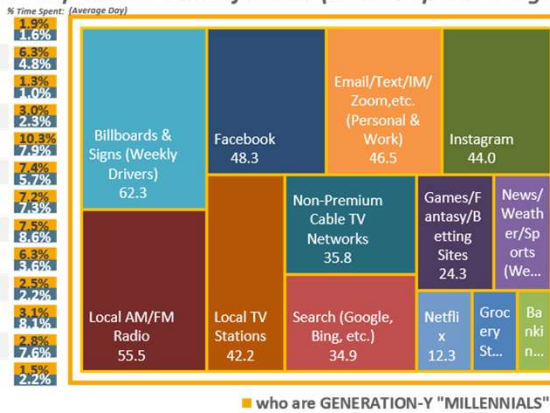
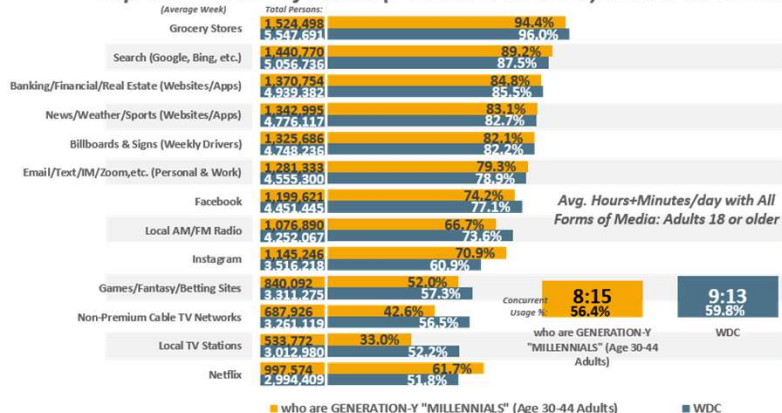
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



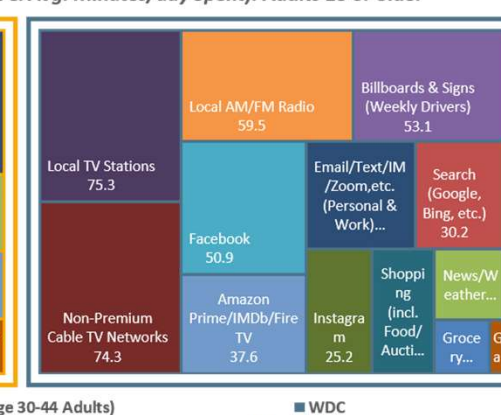
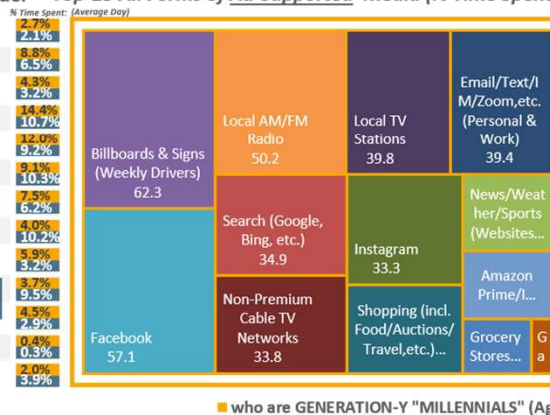
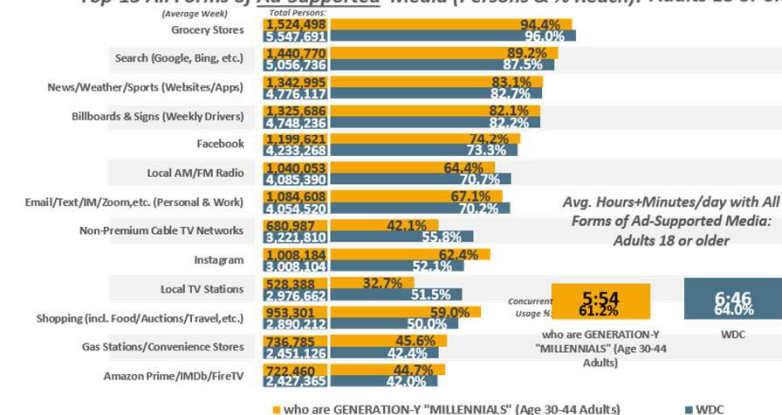


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 5 hours and 54 minutes each day with All Forms of Ad-Supported Media. 64.4% listen to Local AM/FM Radio for an avg. of 50.2 minutes/day. (Local Radio delivers 9.1% of Time with Ad-Supported Media.)

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,548
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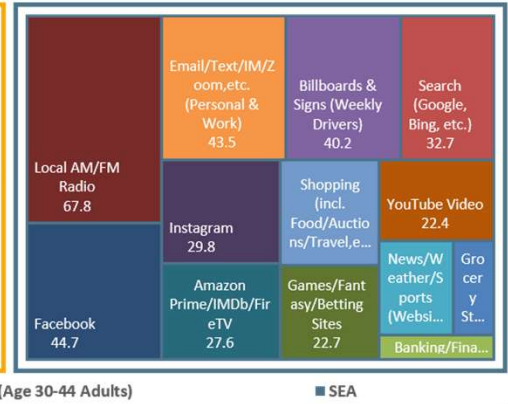
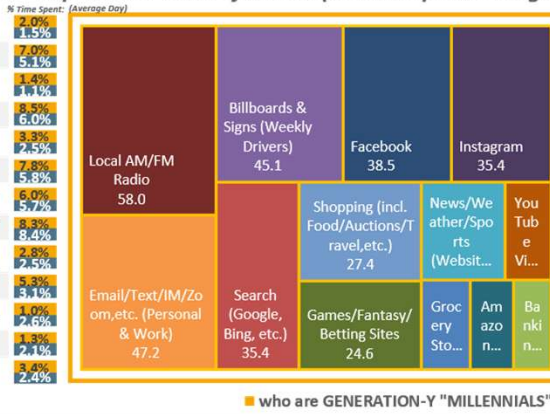
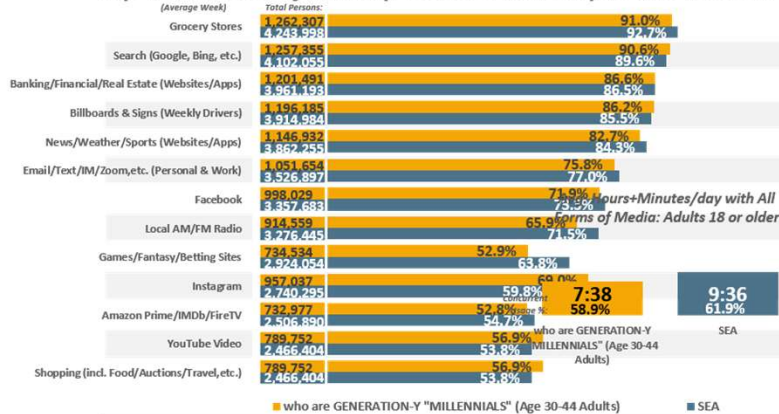
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

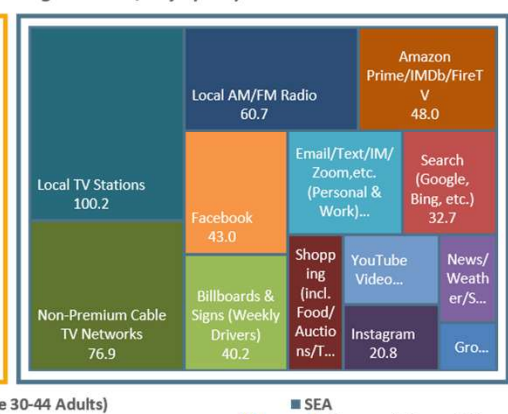
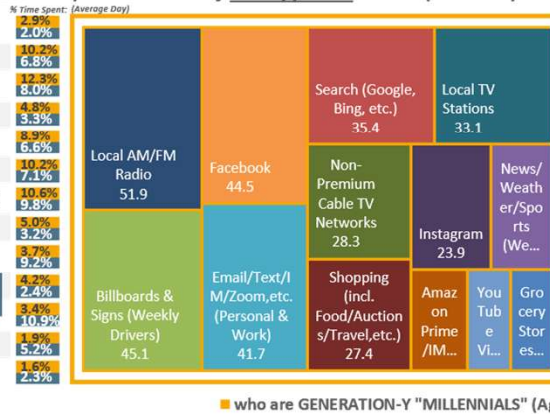
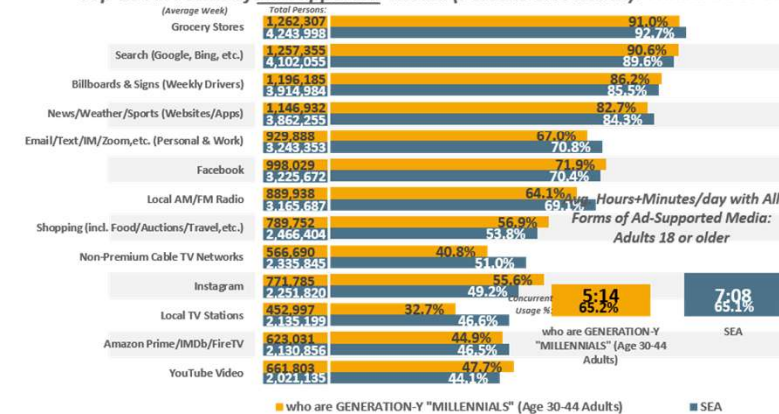


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 5 hours and 14 minutes each day with All Forms of Ad-Supported Media. 64.1% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. (Local Radio delivers 10.6% of Time with Ad-Supported Media.)

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



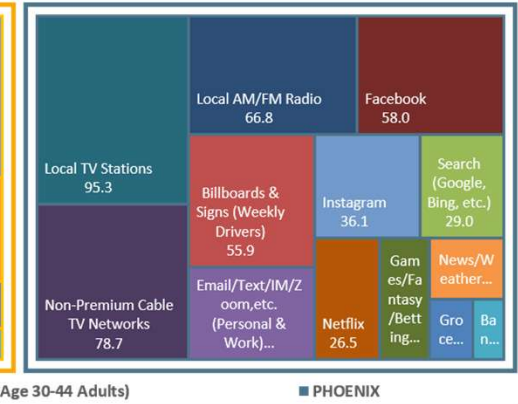
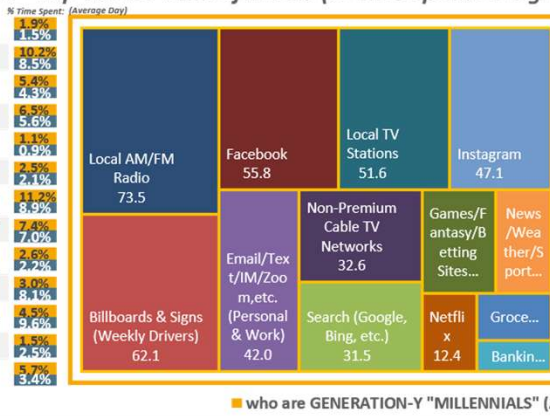
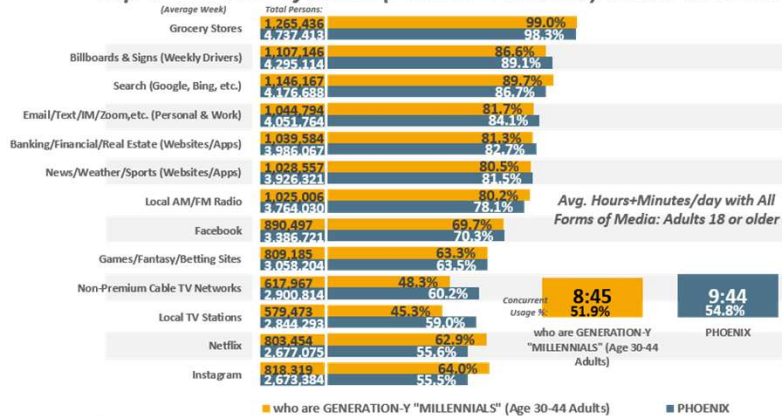
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



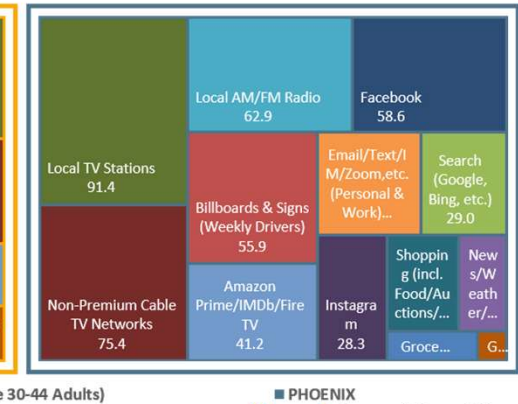
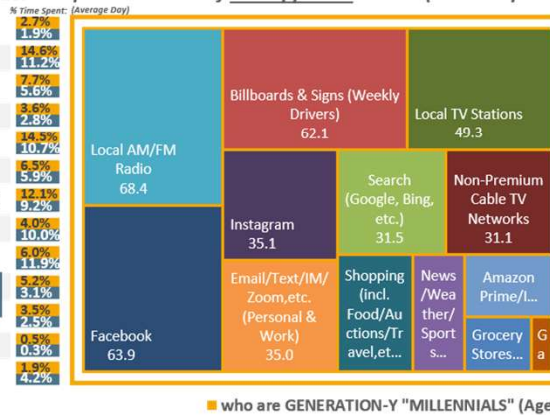
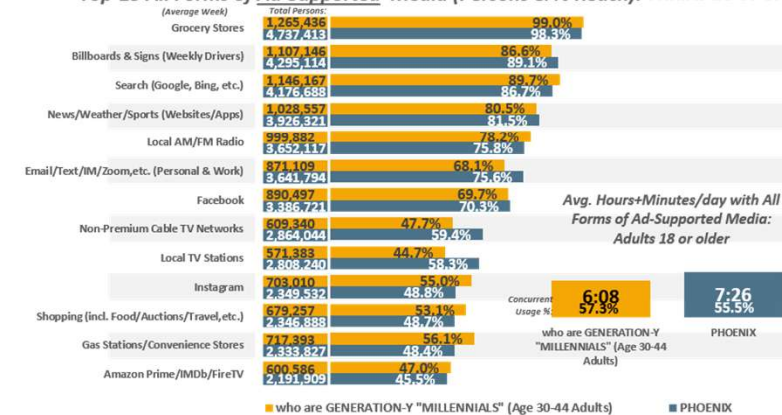


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 8 minutes each day with All Forms of Ad-Supported Media. 78.2% listen to Local AM/FM Radio for an avg. of 68.4 minutes/day. (Local Radio delivers 14.5% of Time with Ad-Supported Media.)

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



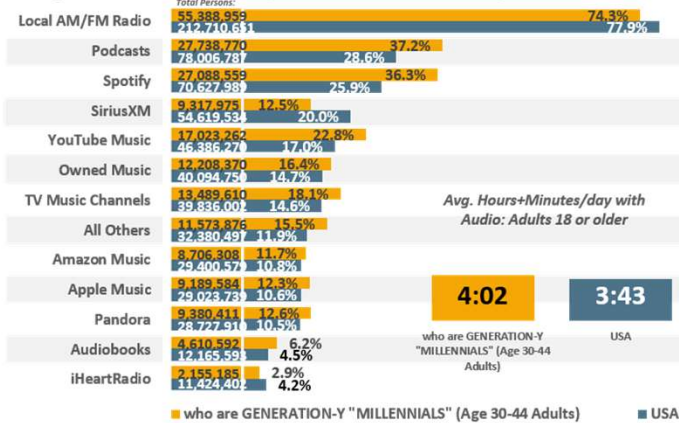
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



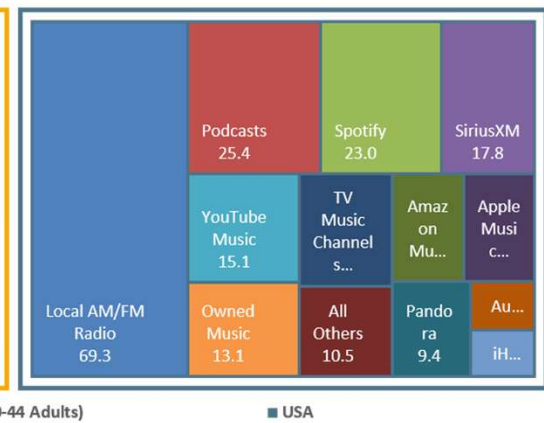
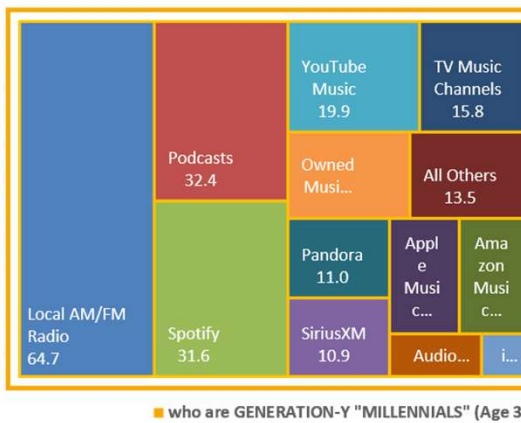


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

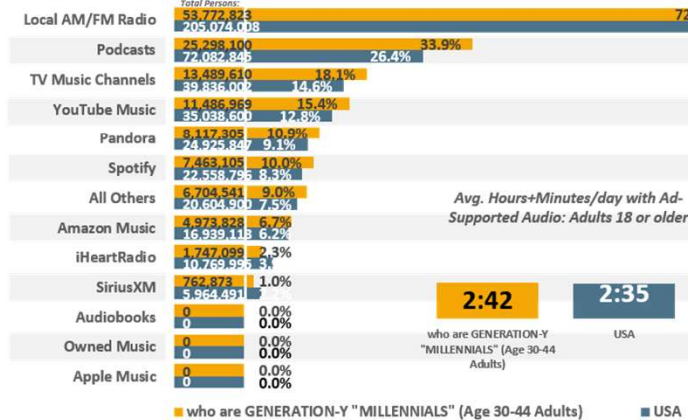
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



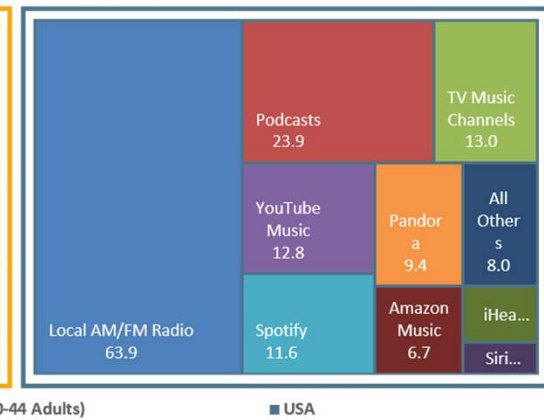
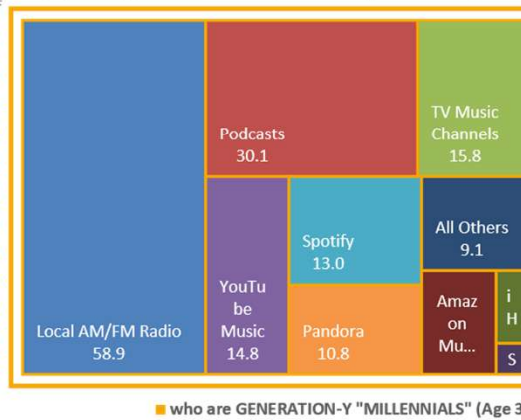
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

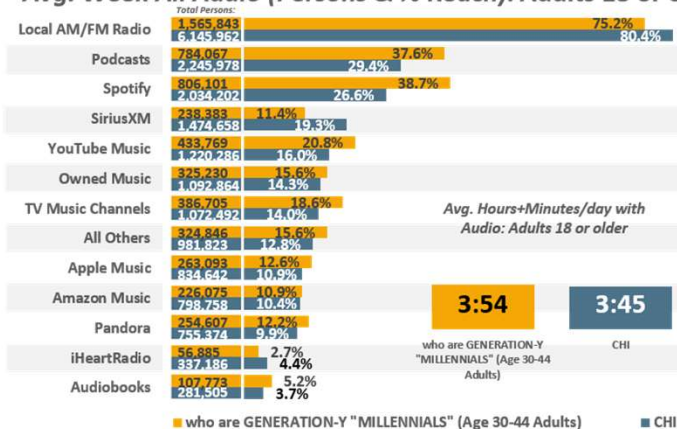
soefa.ai Share of Everything for Anything

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

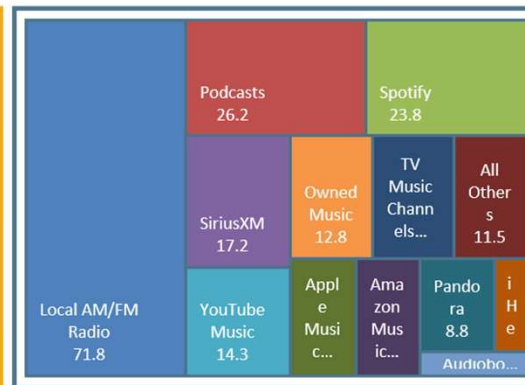
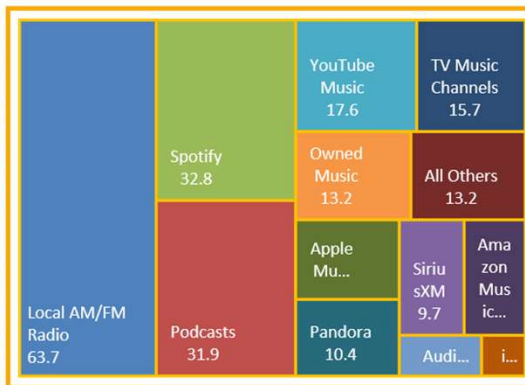


1,524,016 or 73.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

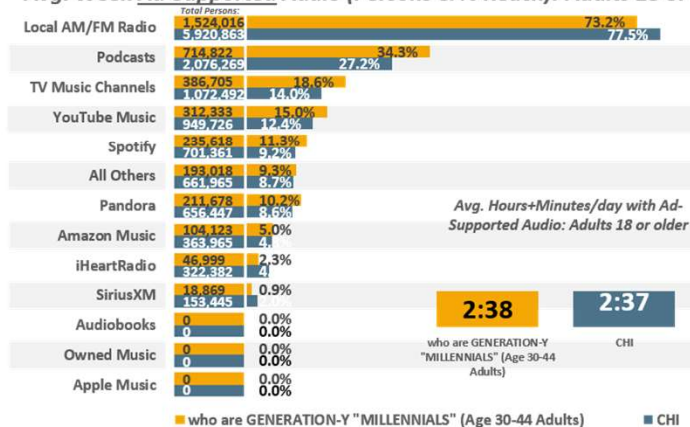
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



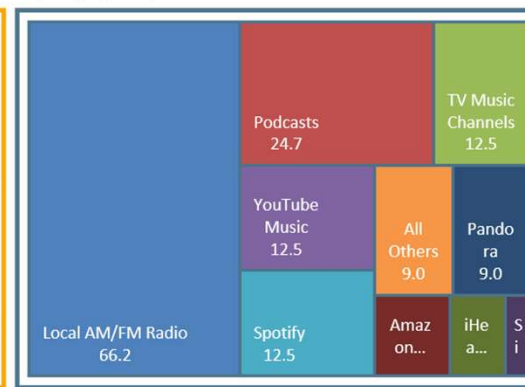
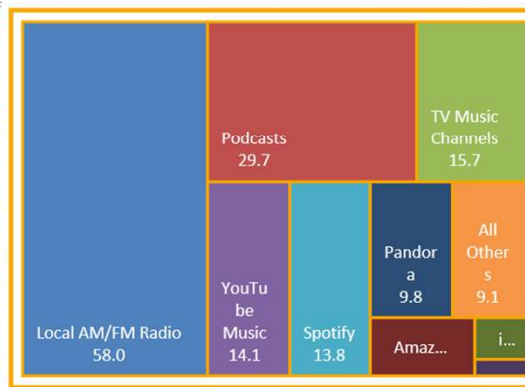
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



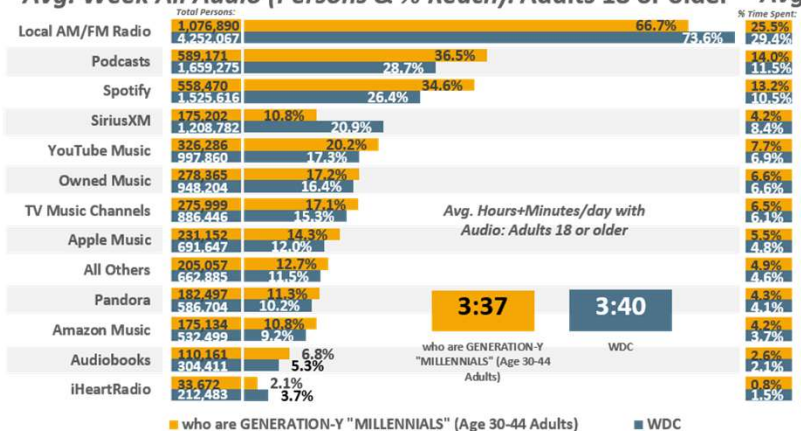
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



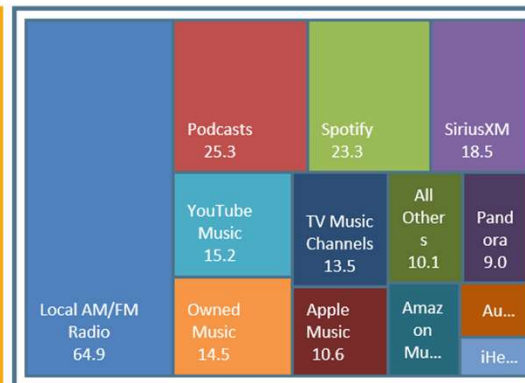
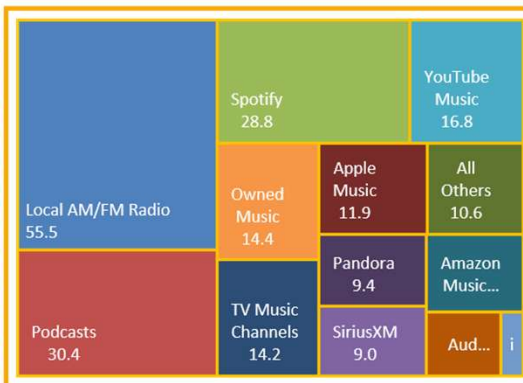


1,040,053 or 64.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.

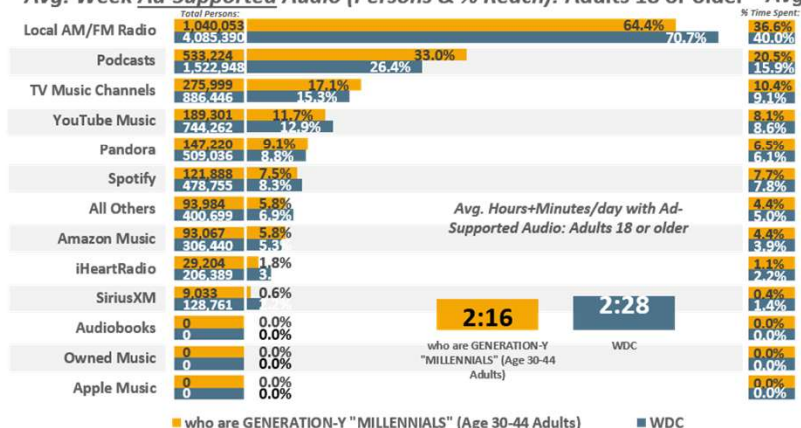
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



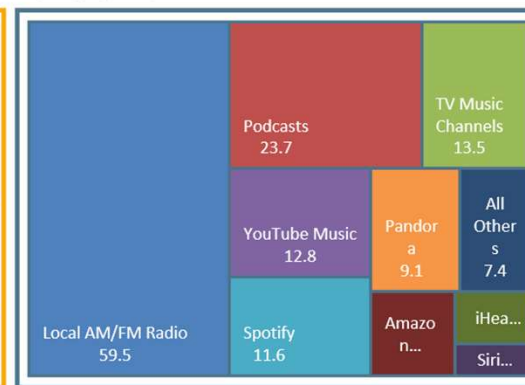
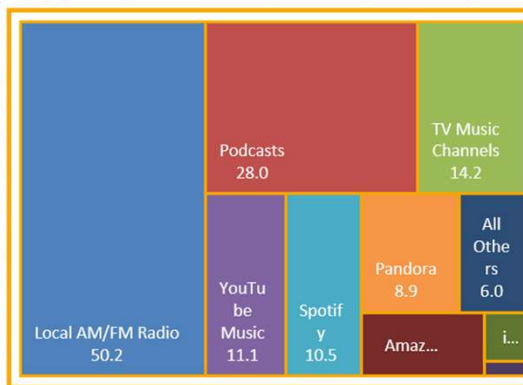
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



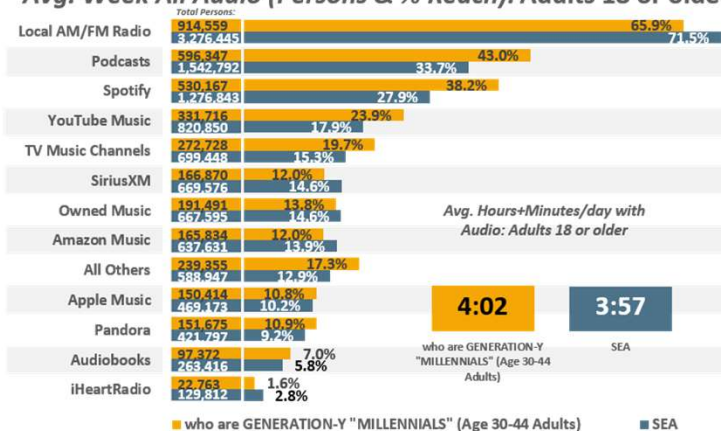
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



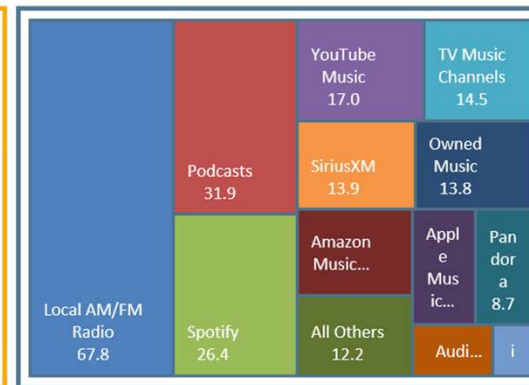
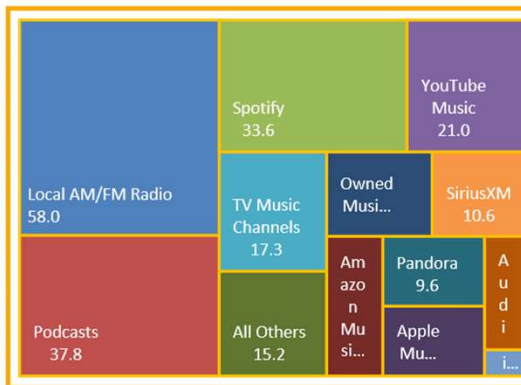


889,938 or 64.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Audio.

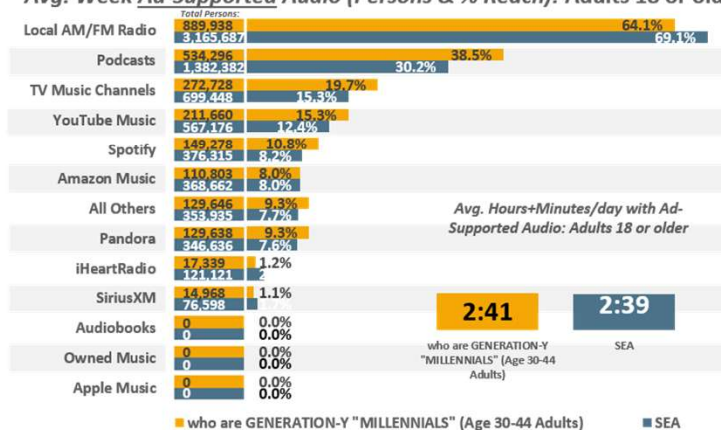
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



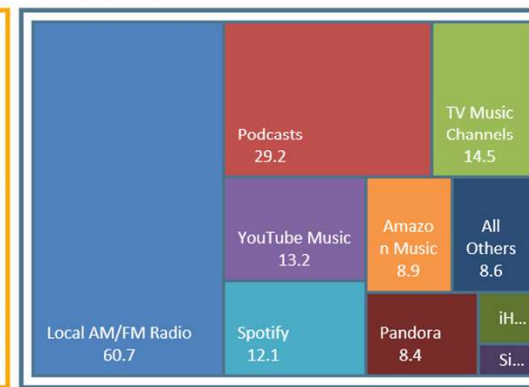
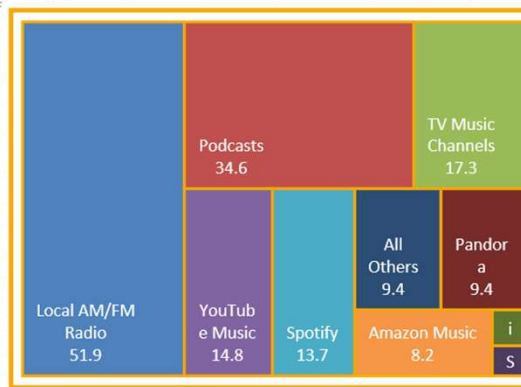
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

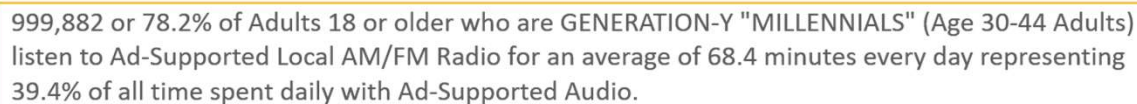


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

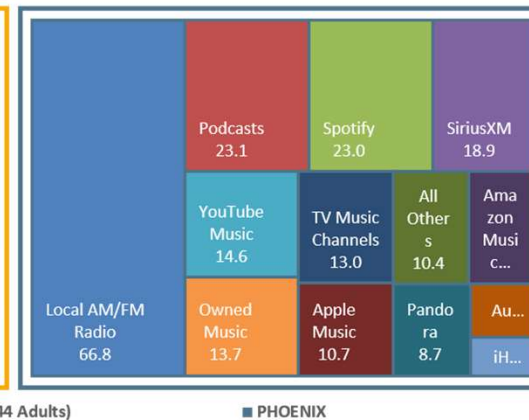
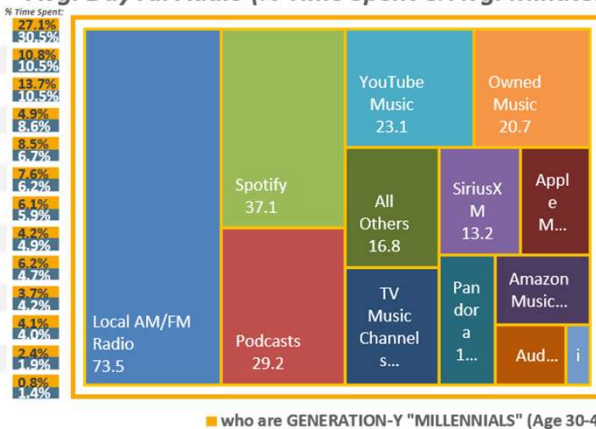


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

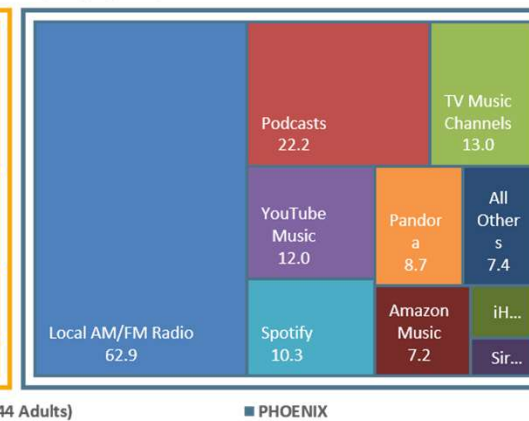
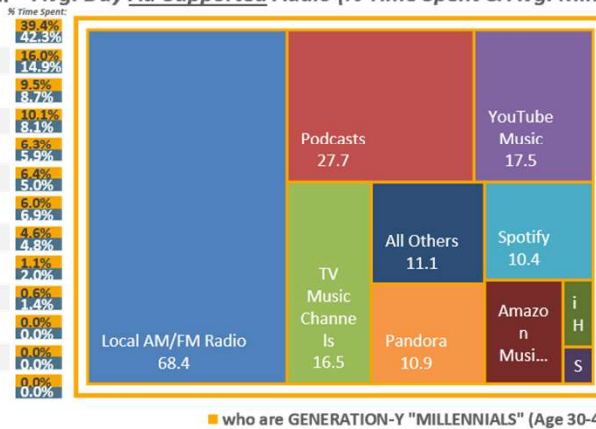




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

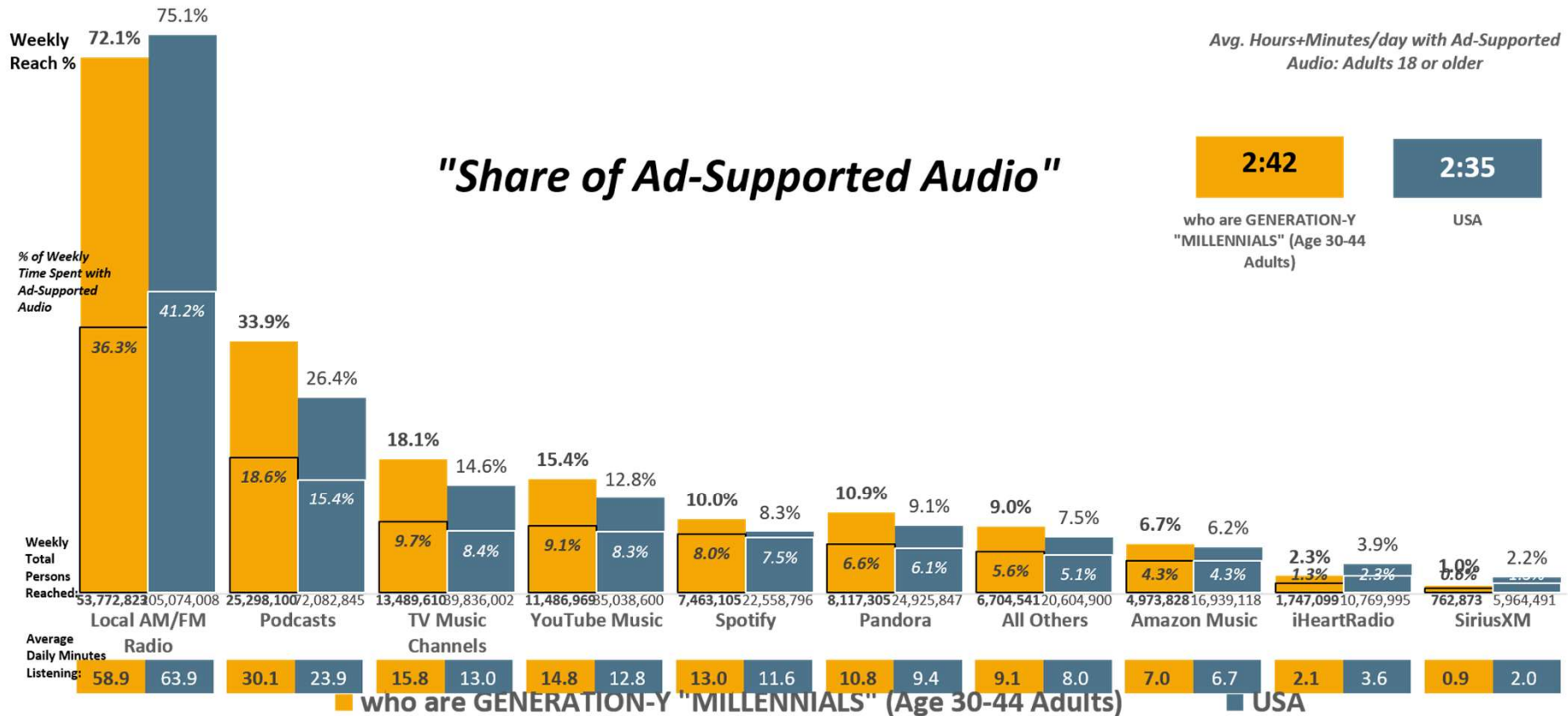


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



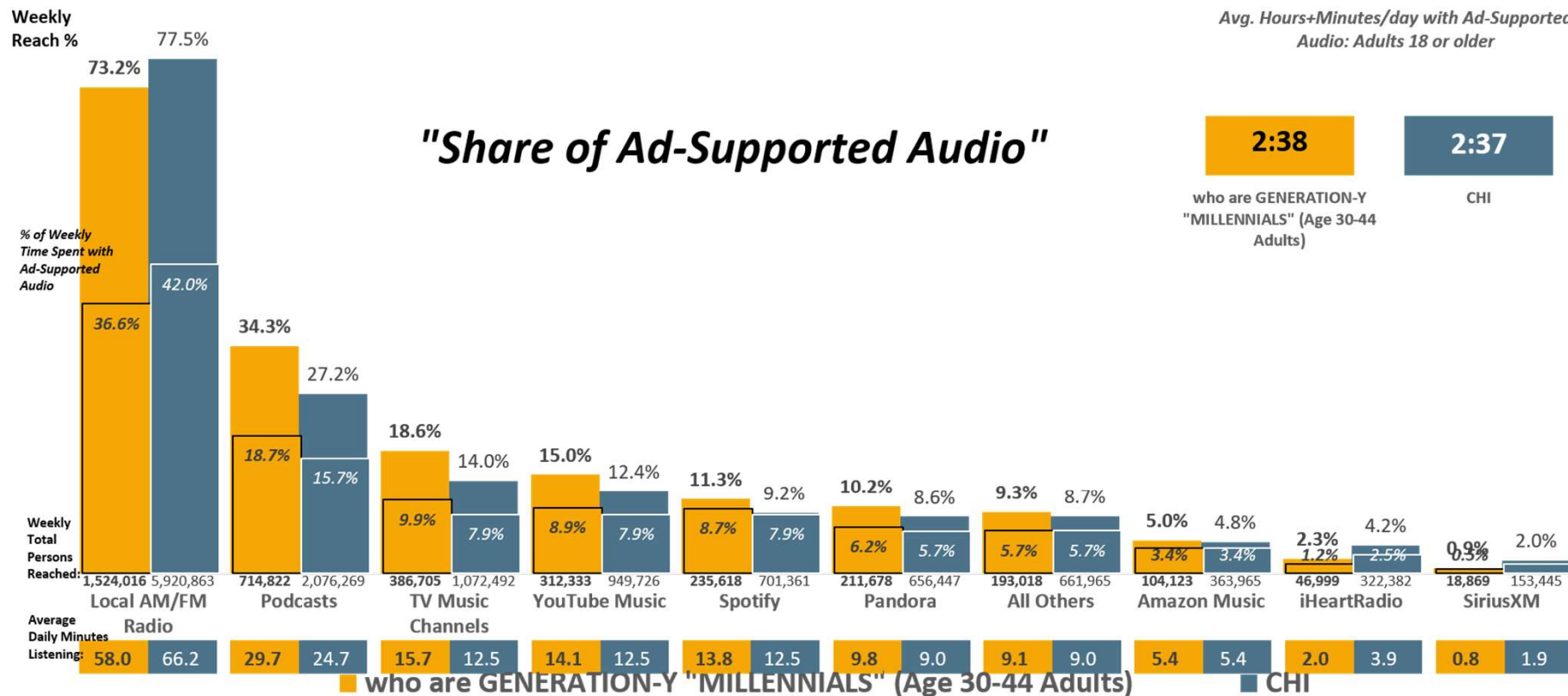


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



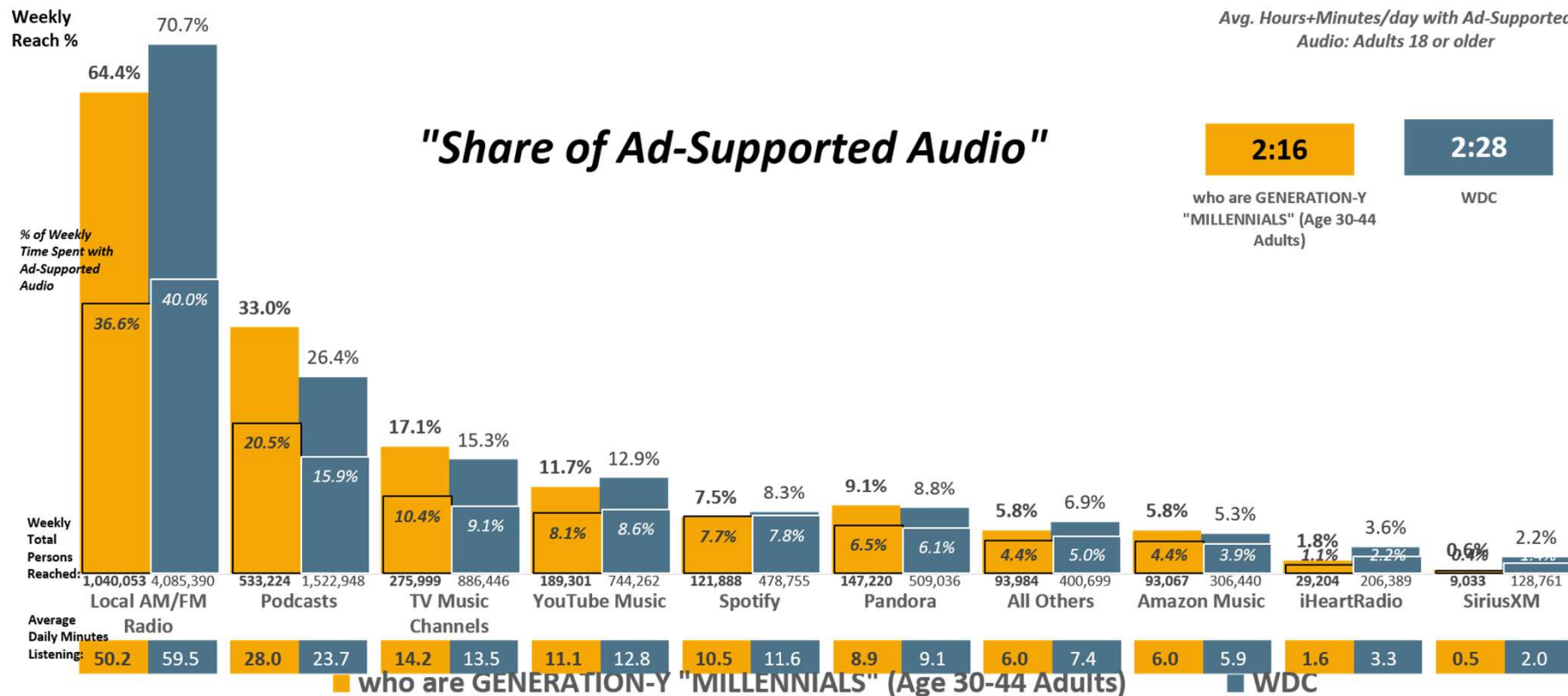


1,524,016 or 73.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 58. minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



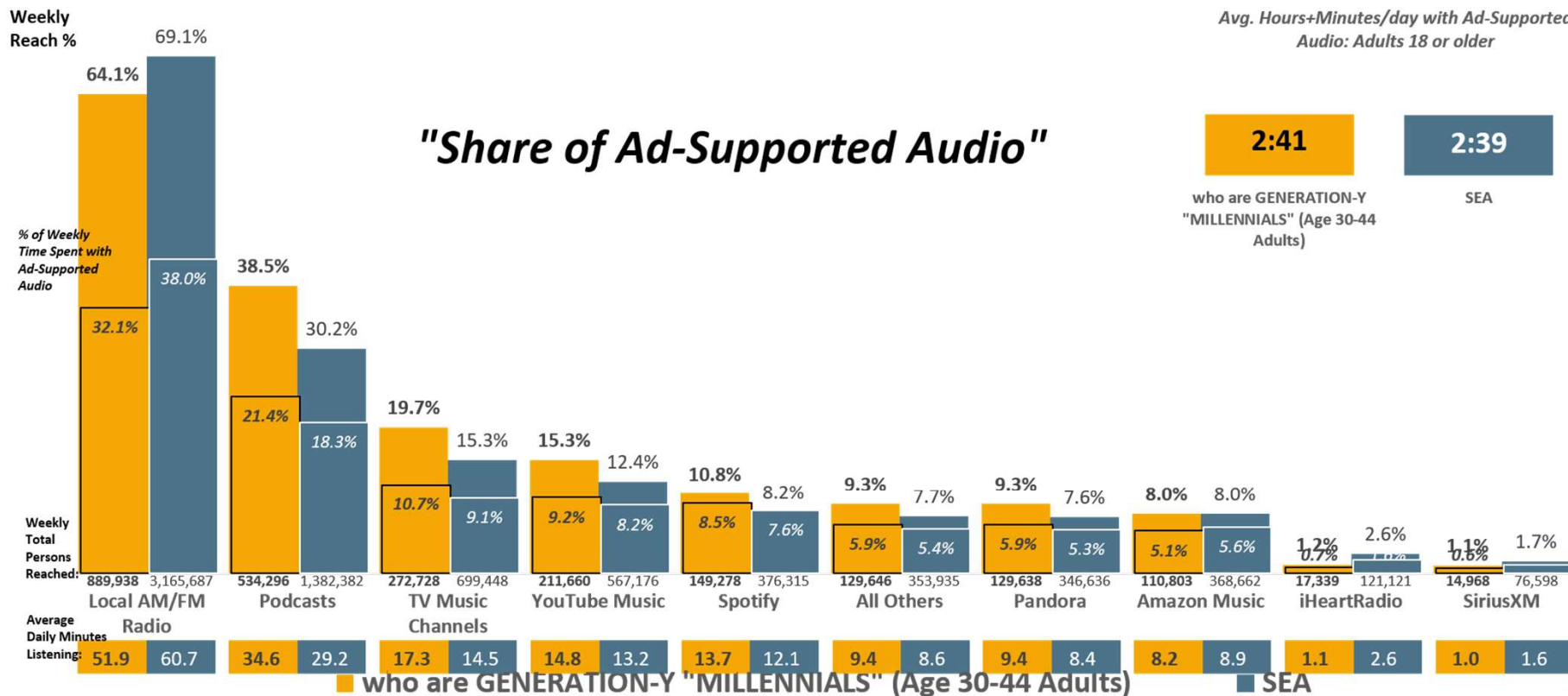


1,040,053 or 64.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 36.6% of all time spent daily with Ad-Supported Audio.



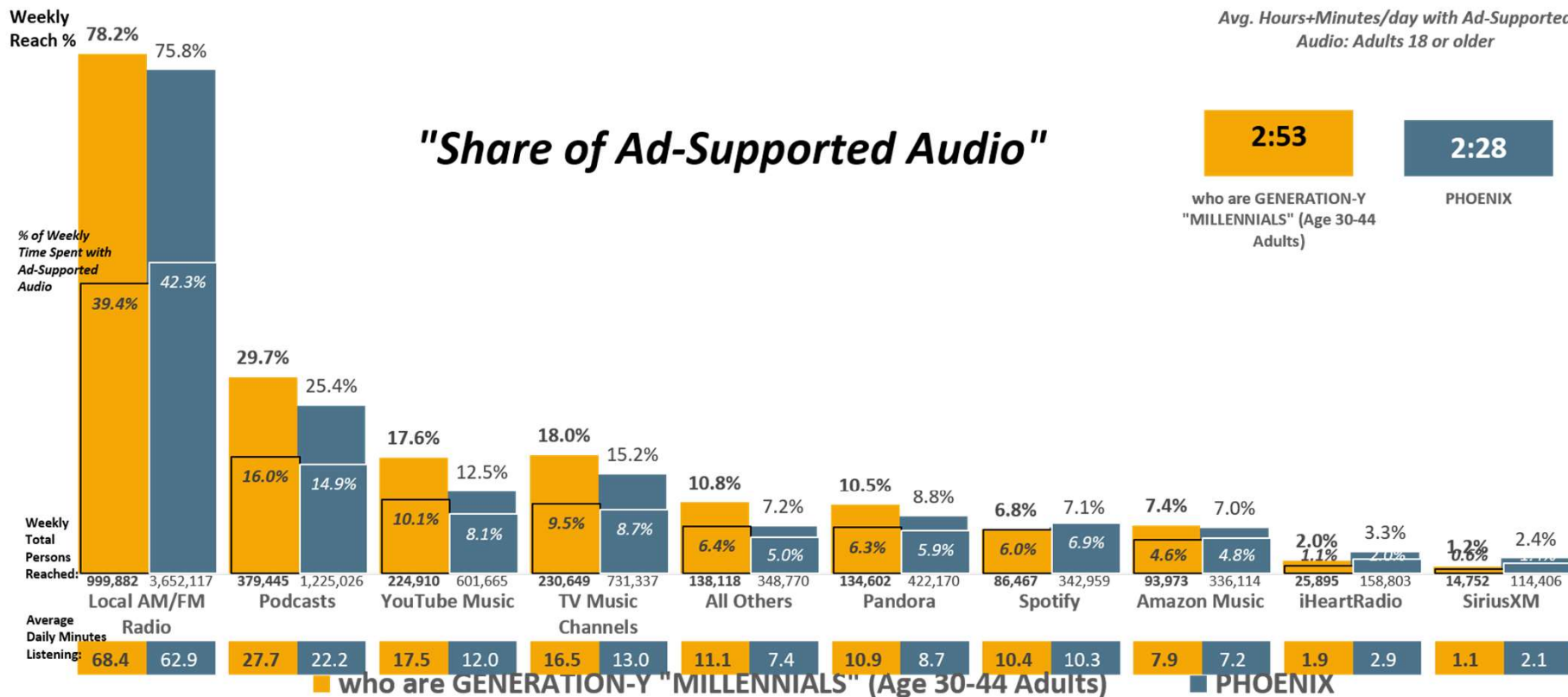


889,938 or 64.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 32.1% of all time spent daily with Ad-Supported Audio.





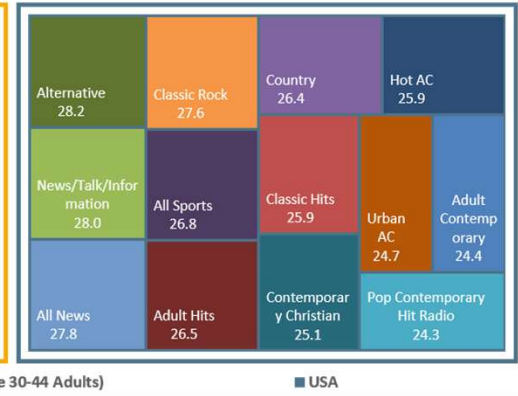
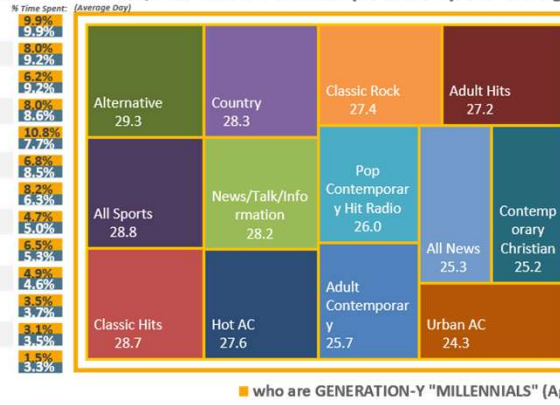
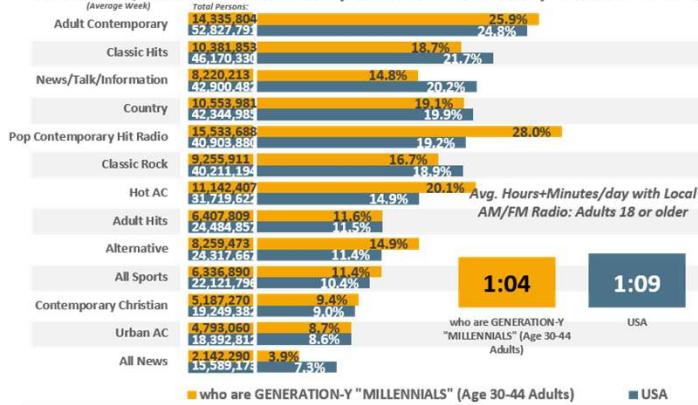
999,882 or 78.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 68.4 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



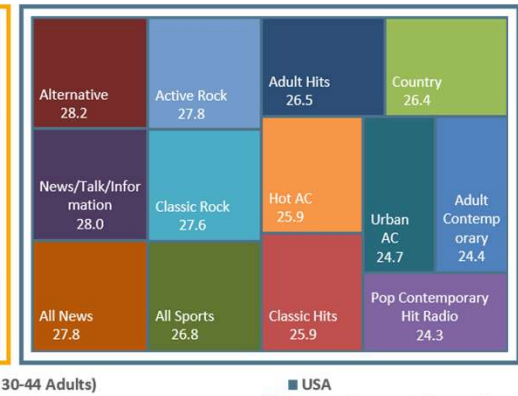
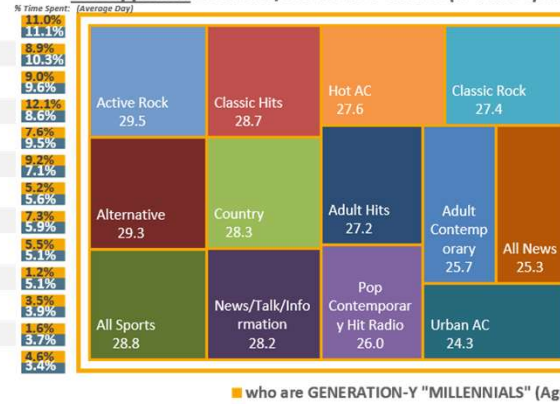
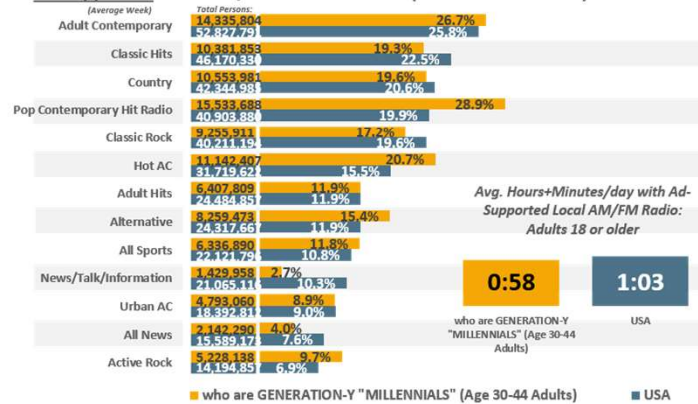


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Country, and Classic Hits.

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



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



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

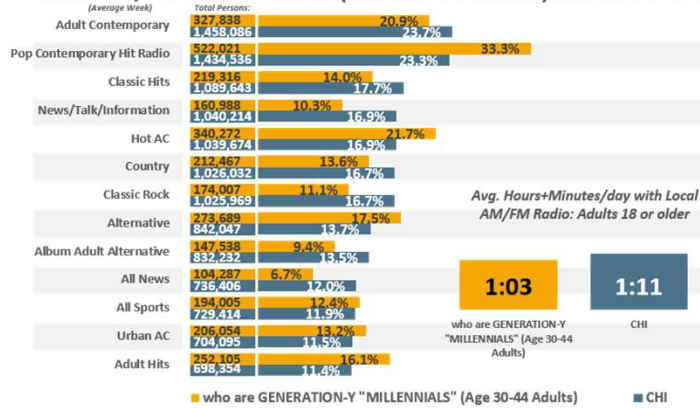
soefa.ai Share of Everything for Anything

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

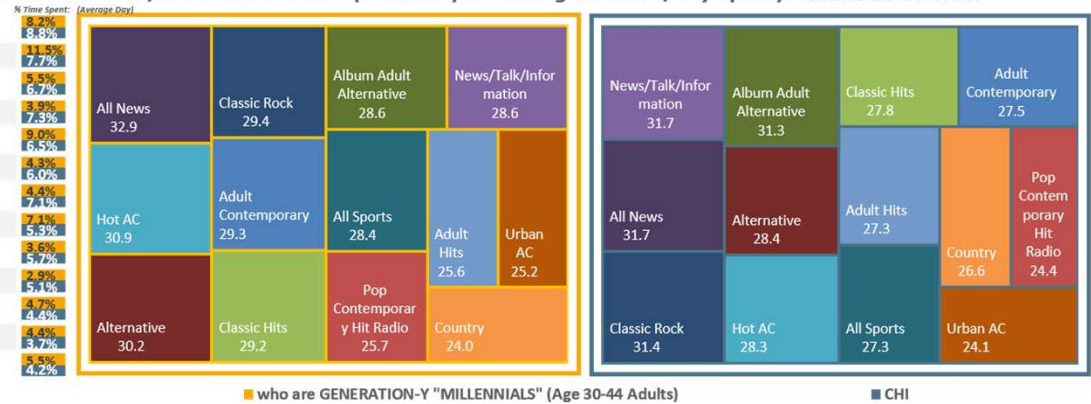


1,524,016 or 73.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Alternative, and Adult Hits.

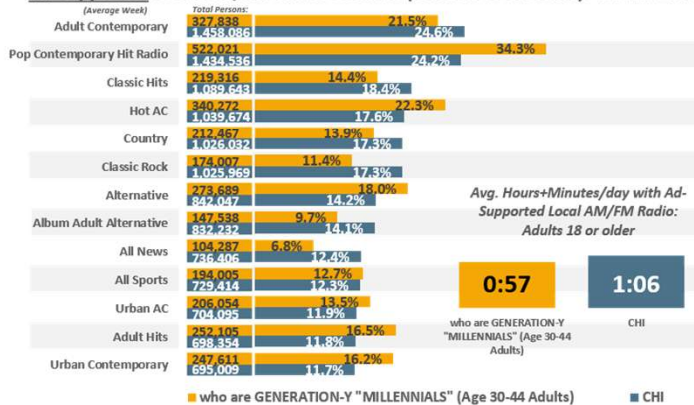
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



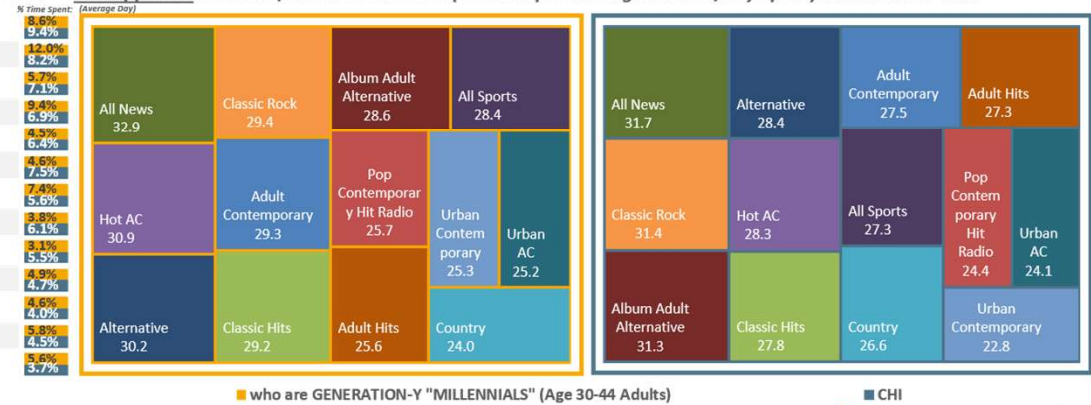
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



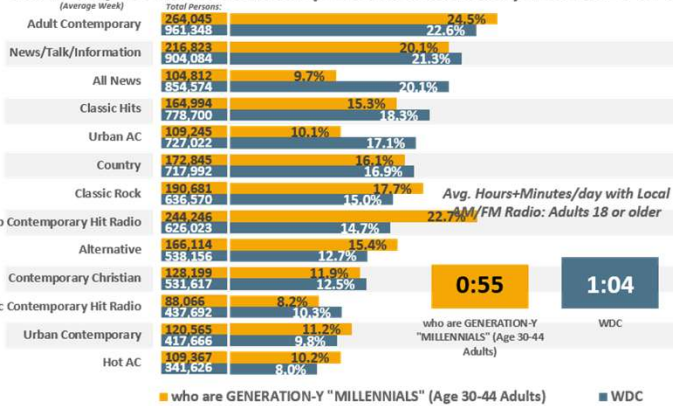
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



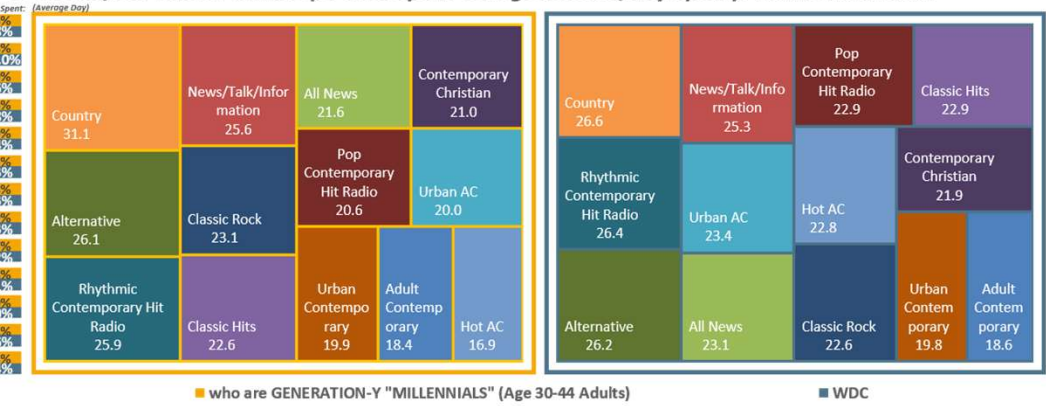


1,040,053 or 64.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Rock, Country, and Alternative.

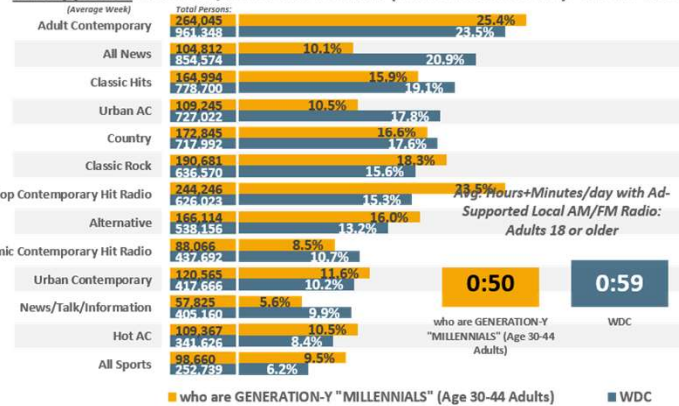
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



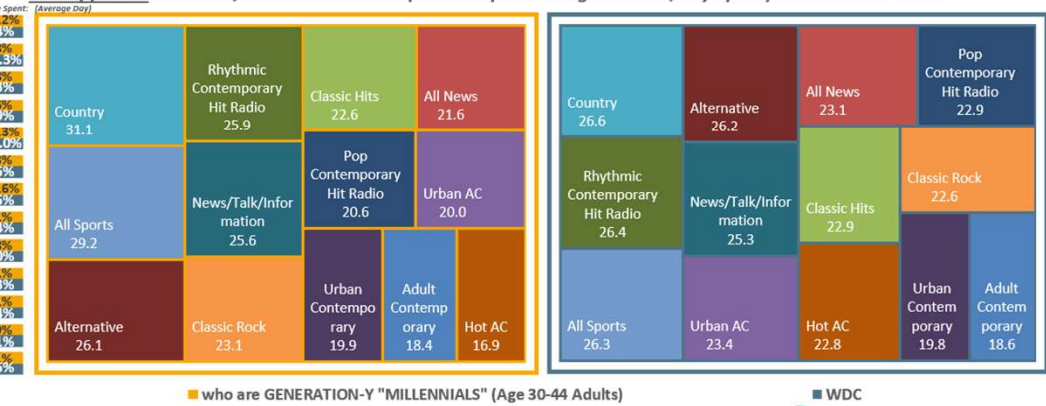
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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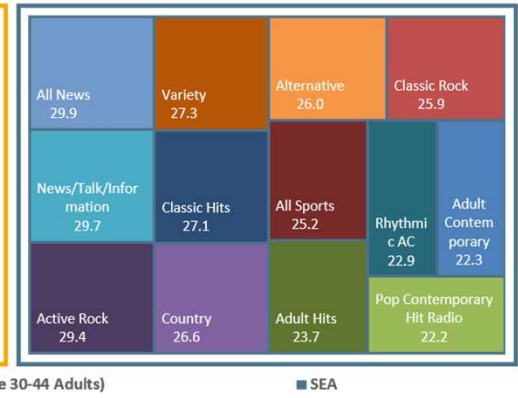
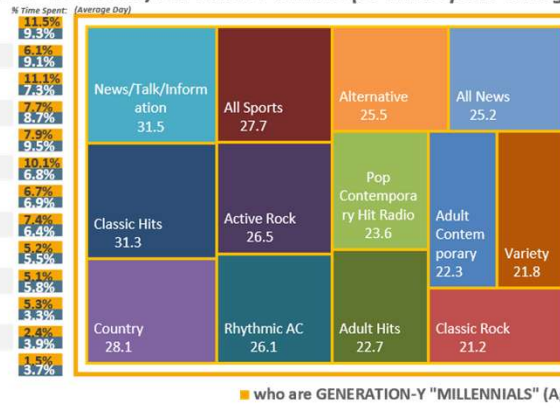
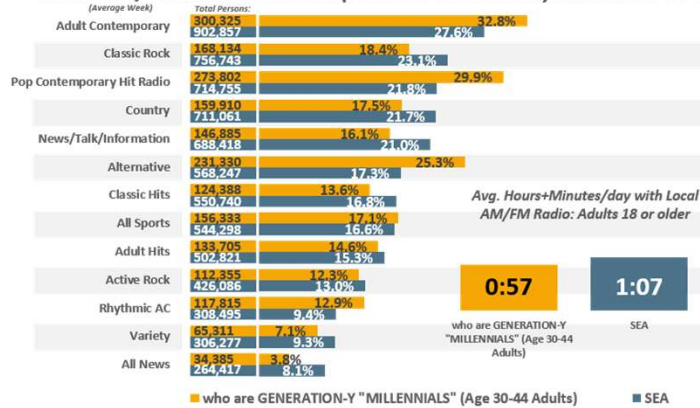
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

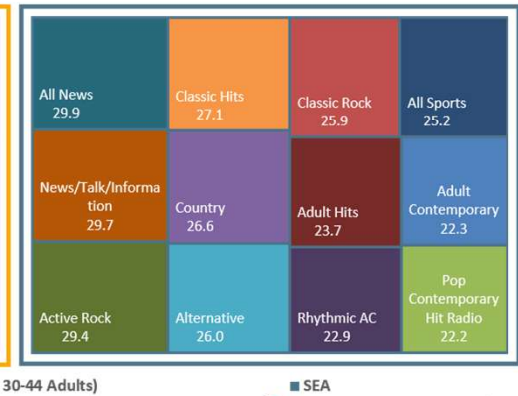
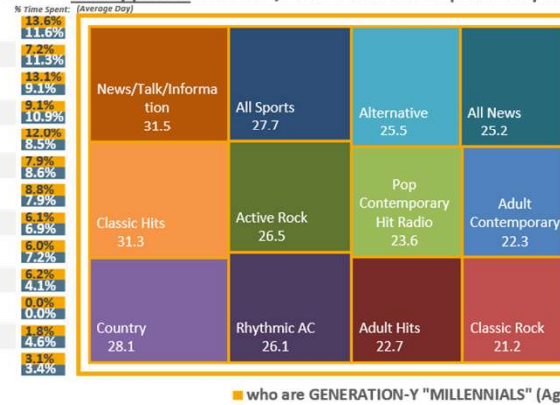
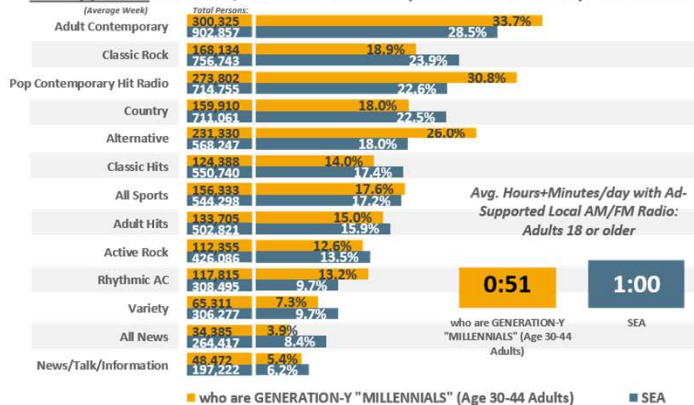


889,938 or 64.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Alternative, Classic Rock, and Country.

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



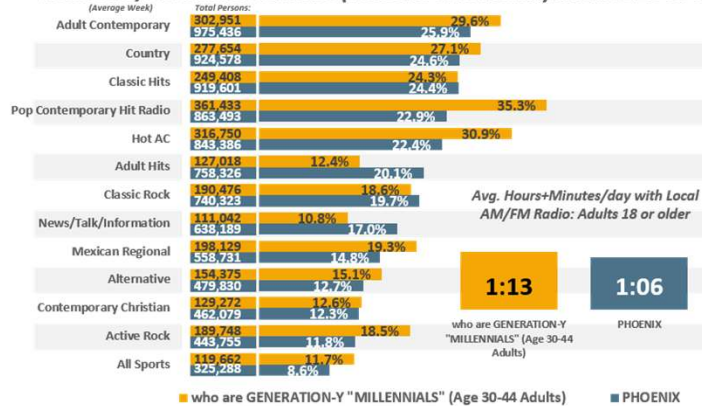
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



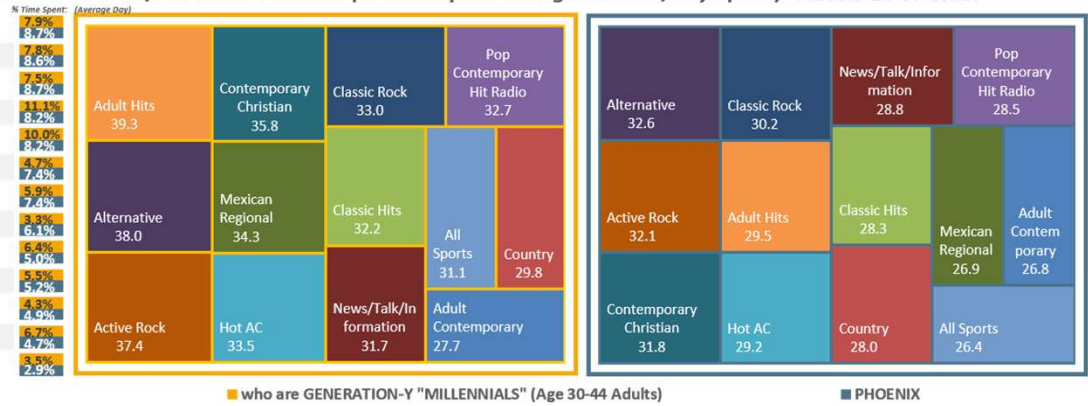


999,882 or 78.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Adult Contemporary, Country, and Classic Hits.

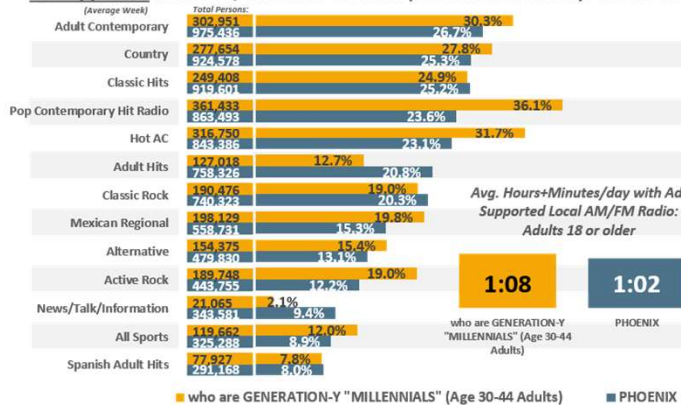
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



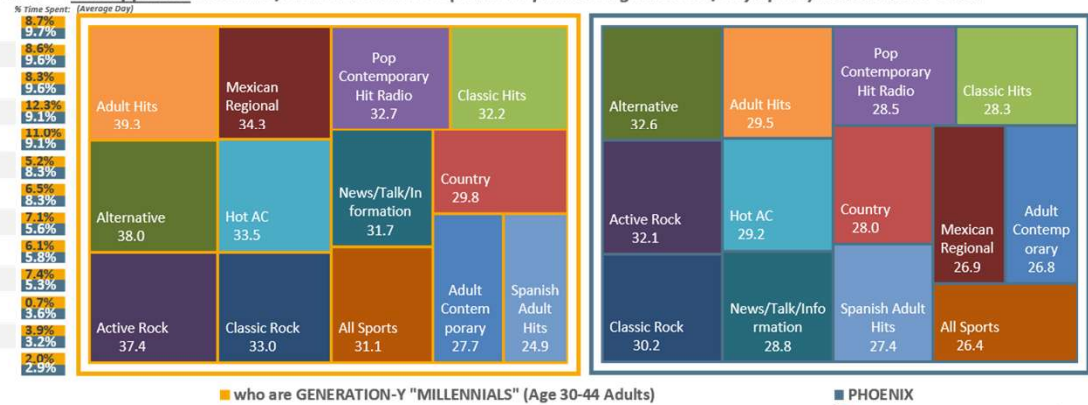
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

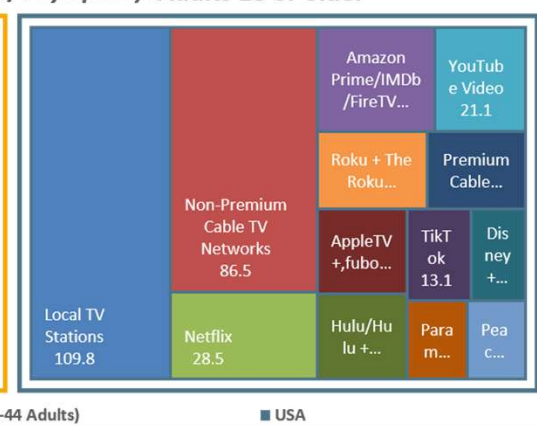
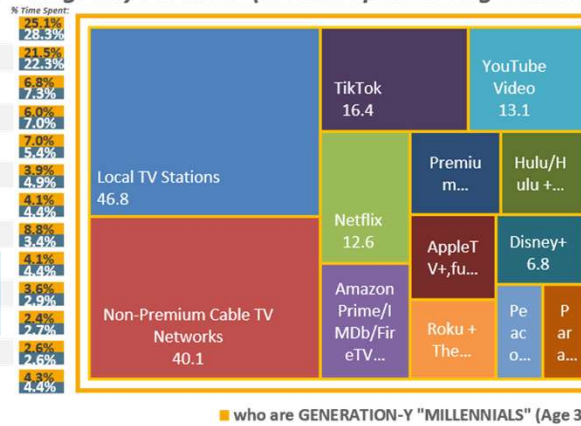
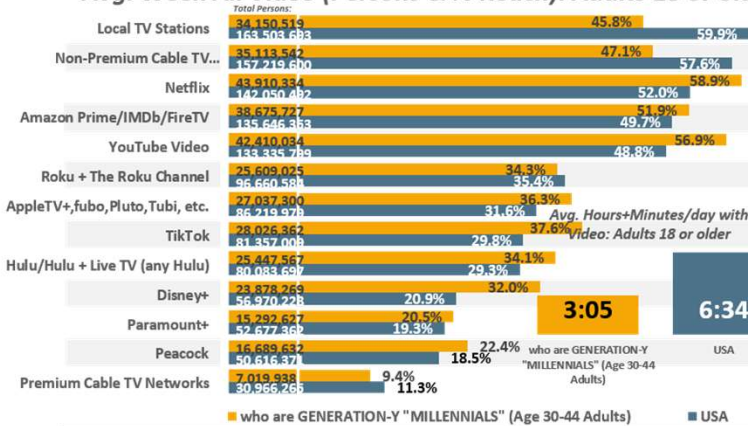




33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 44.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

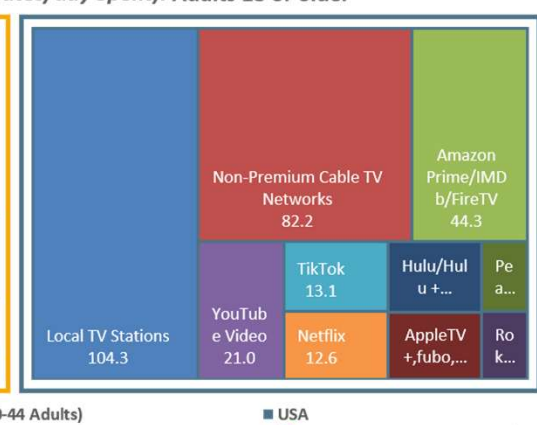
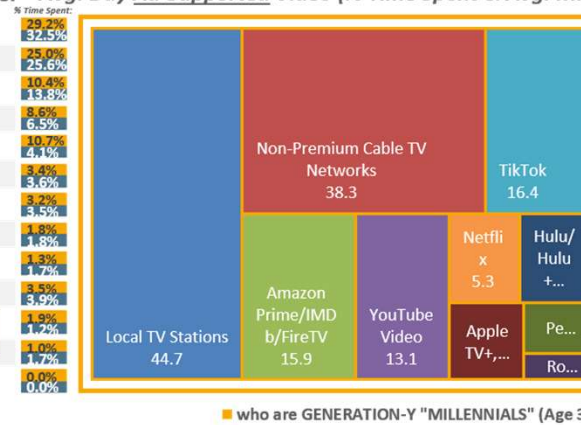
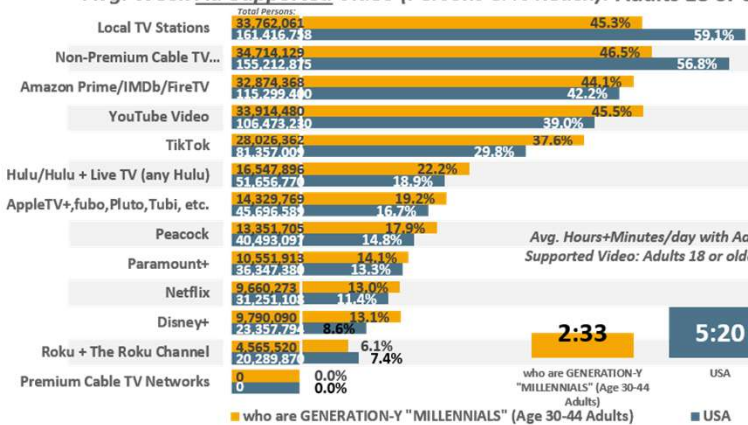
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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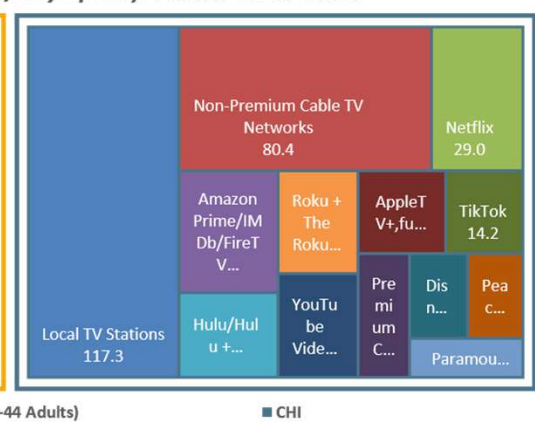
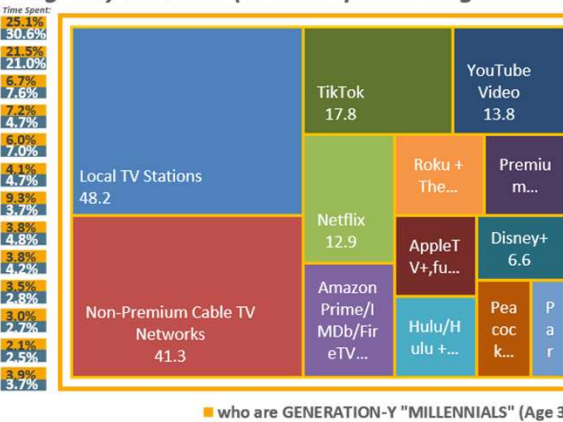
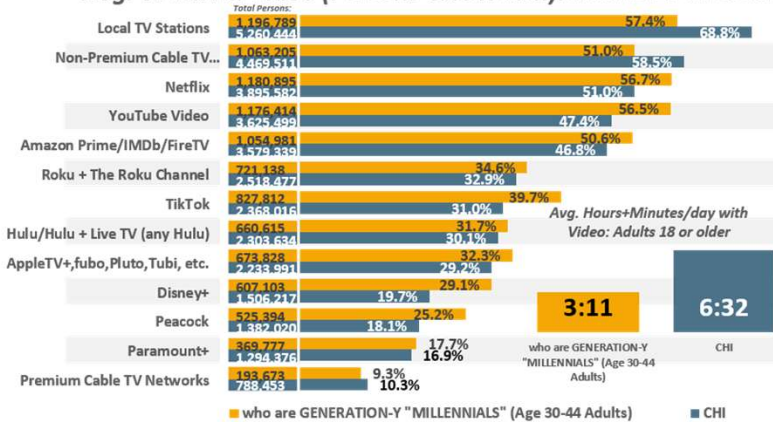
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,181,604 or 56.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 46.6 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

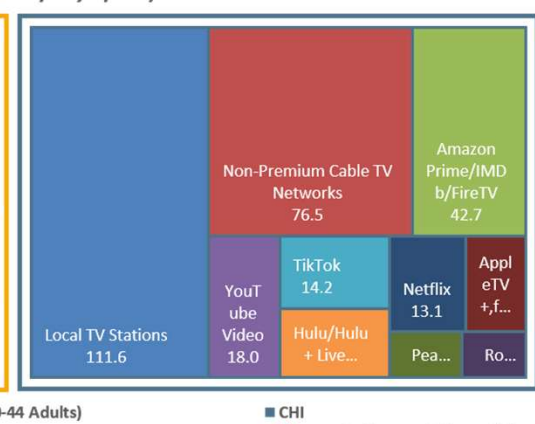
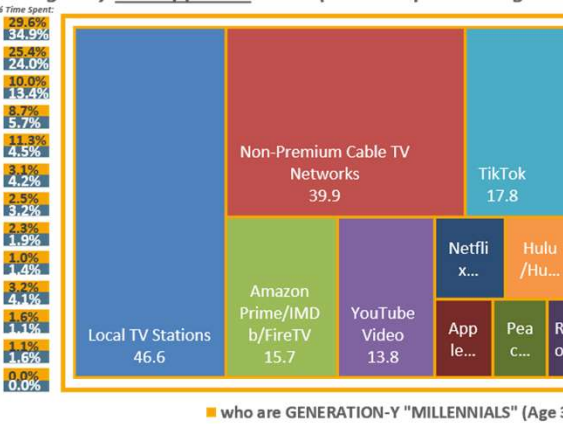
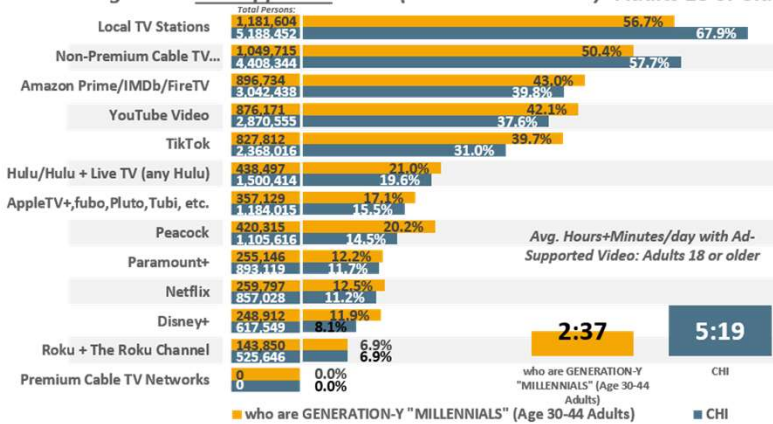
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

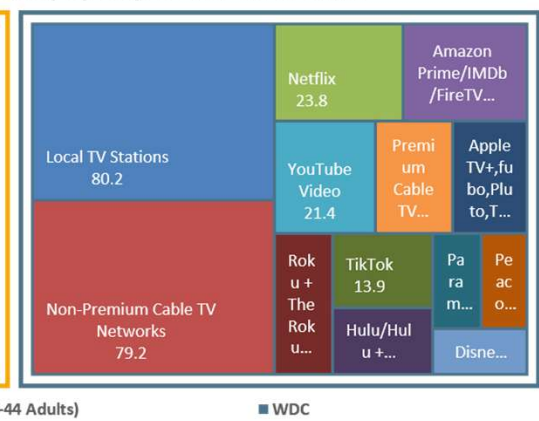
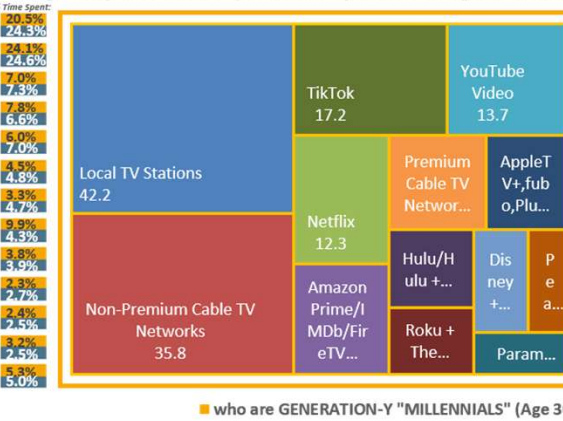
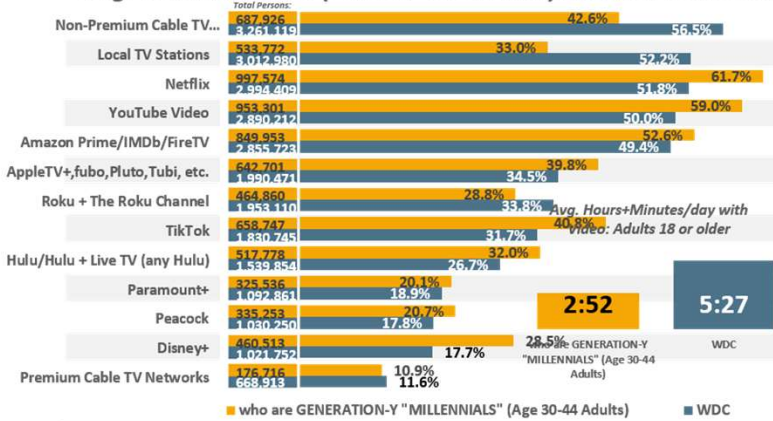




528,388 or 32.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 39.8 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

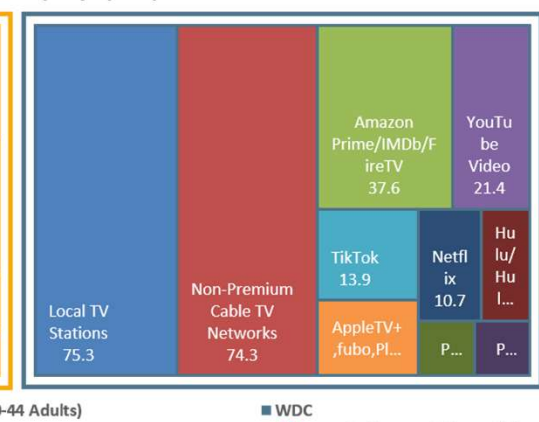
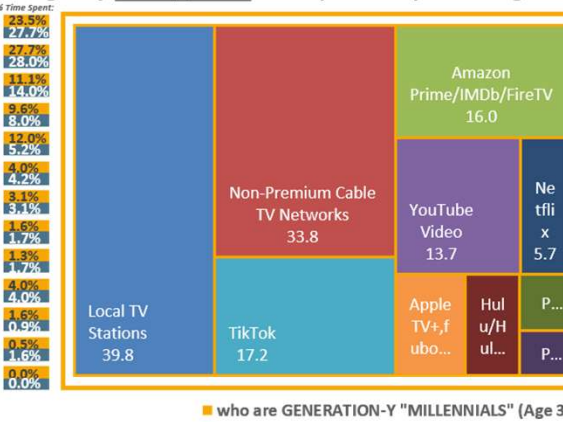
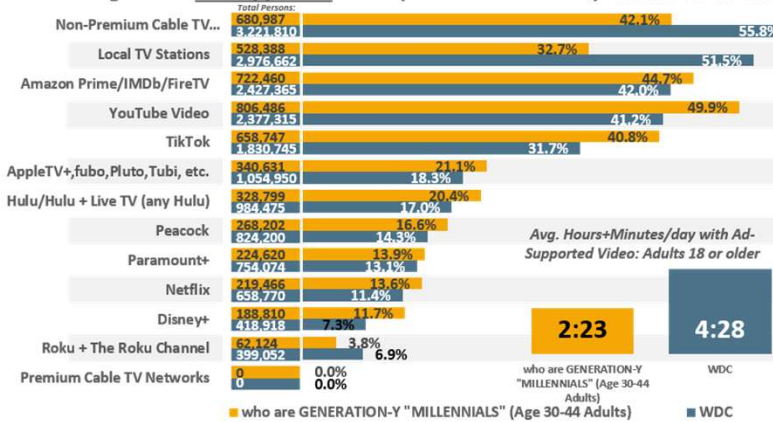
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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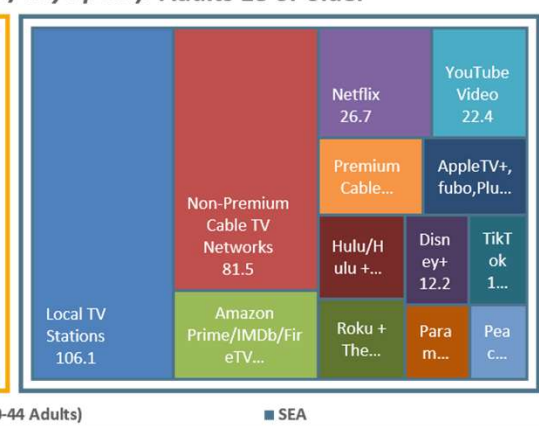
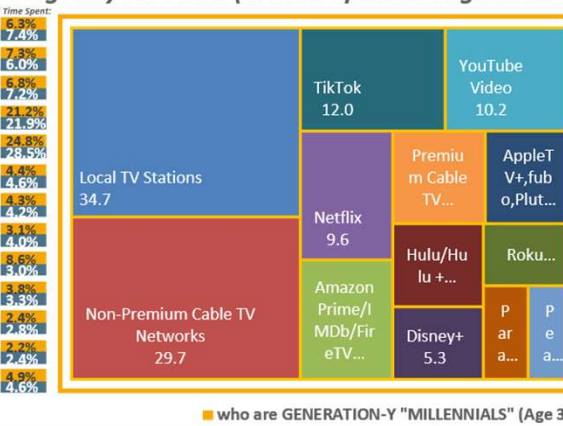
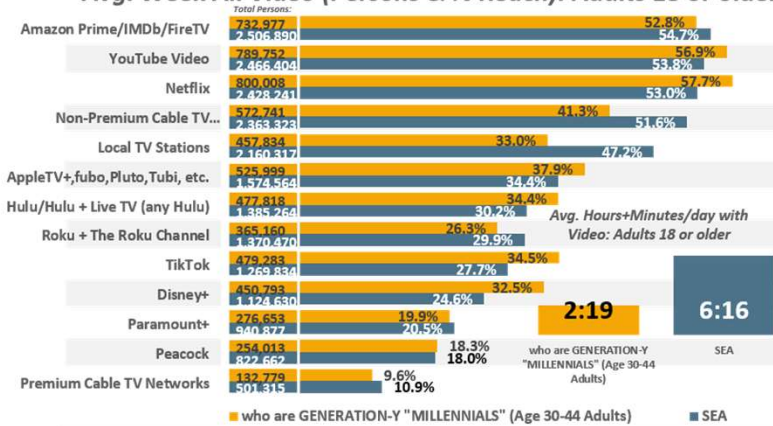
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



452,997 or 32.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 33.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

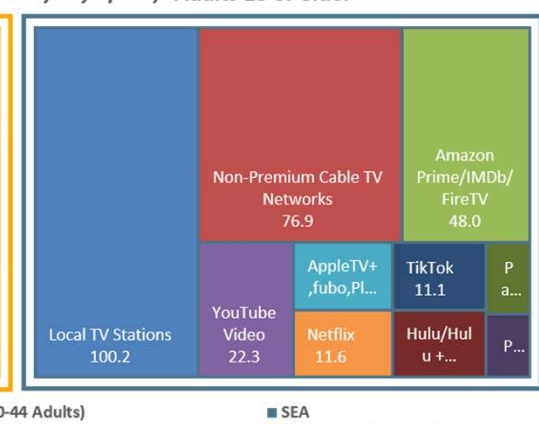
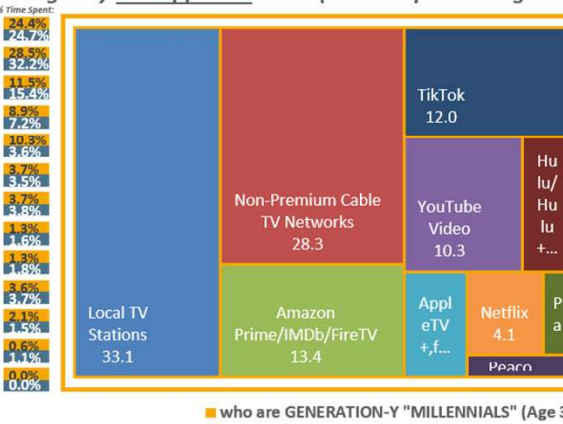
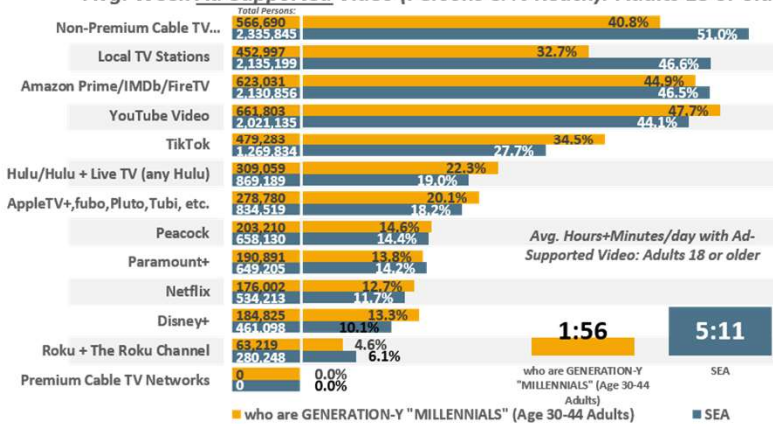
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

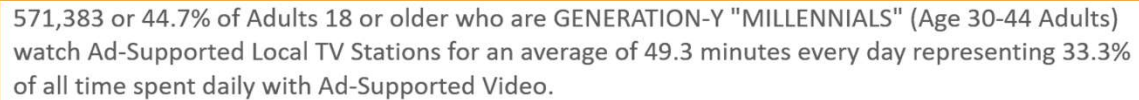
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



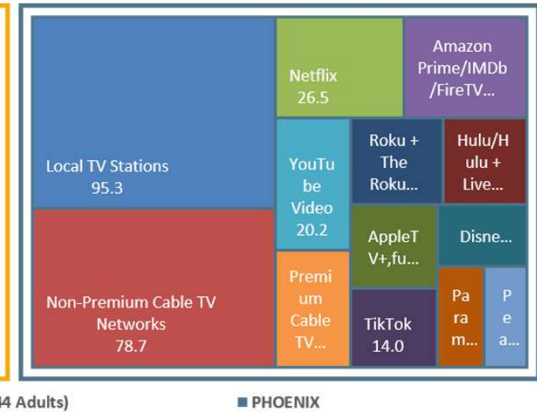
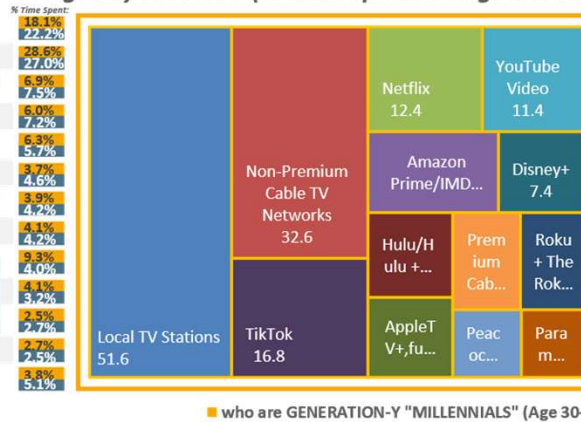
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 997
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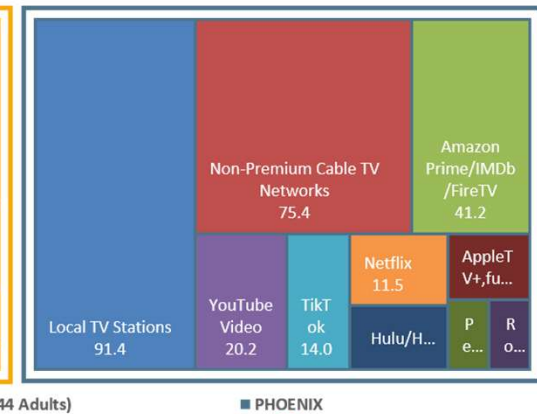
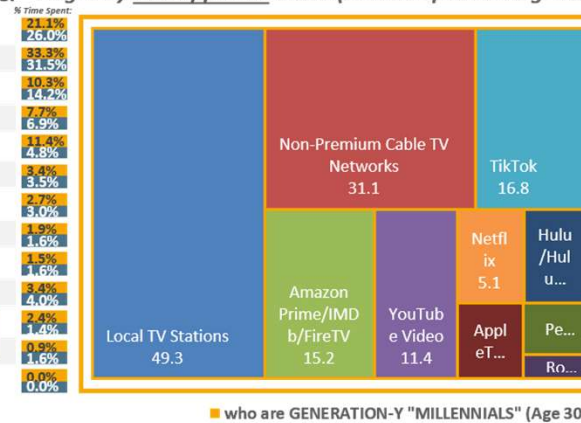
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



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



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



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

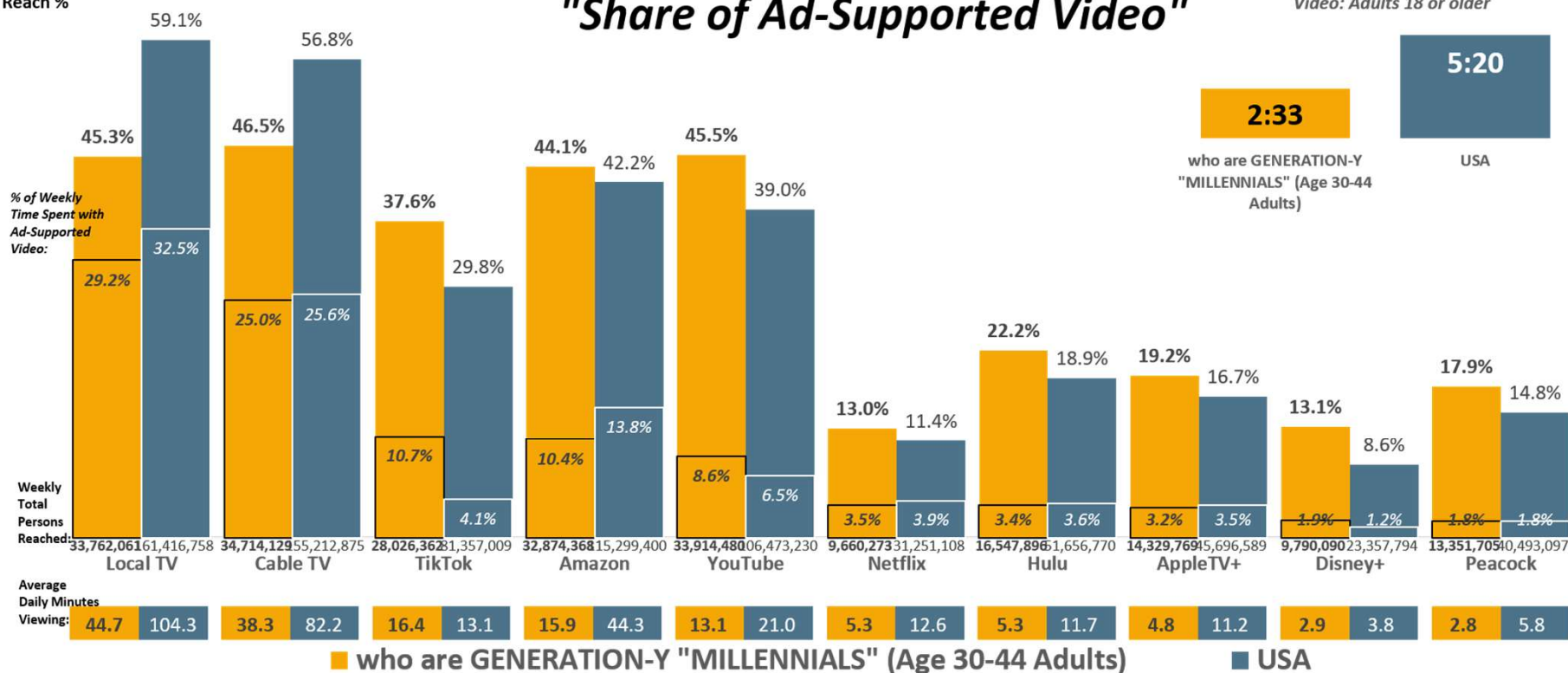


33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 44.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

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



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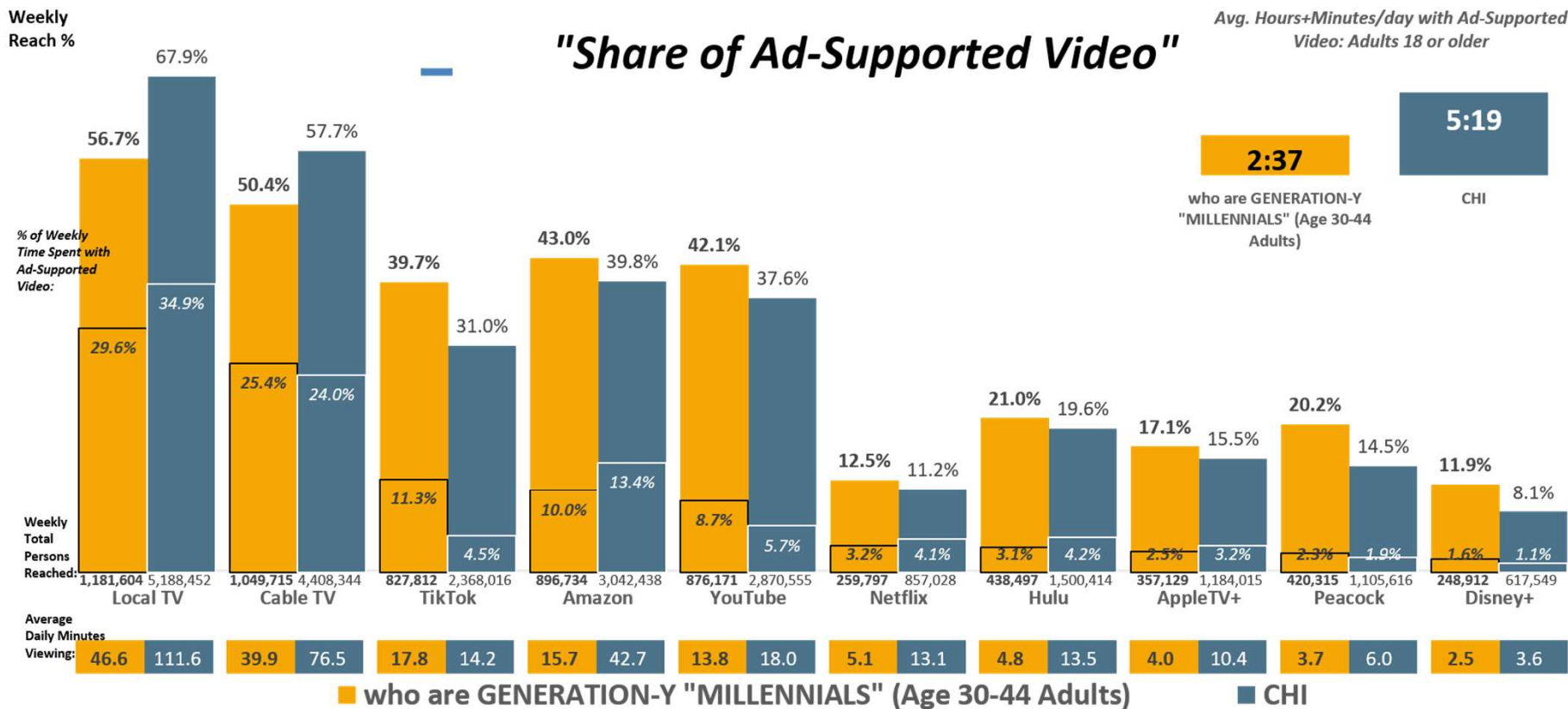
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,181,604 or 56.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 46.6 minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

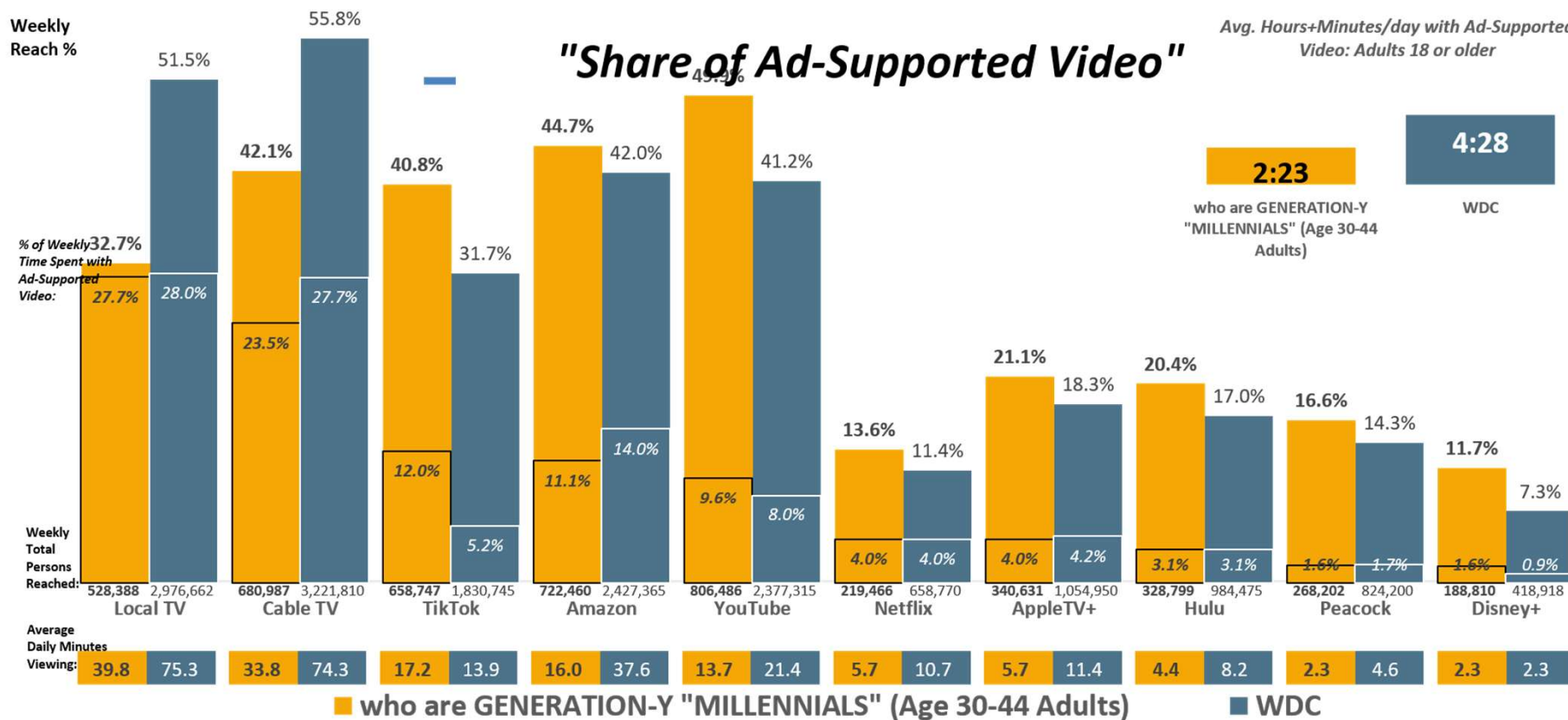
"Share of Ad-Supported Video"





528,388 or 32.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 39.8 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



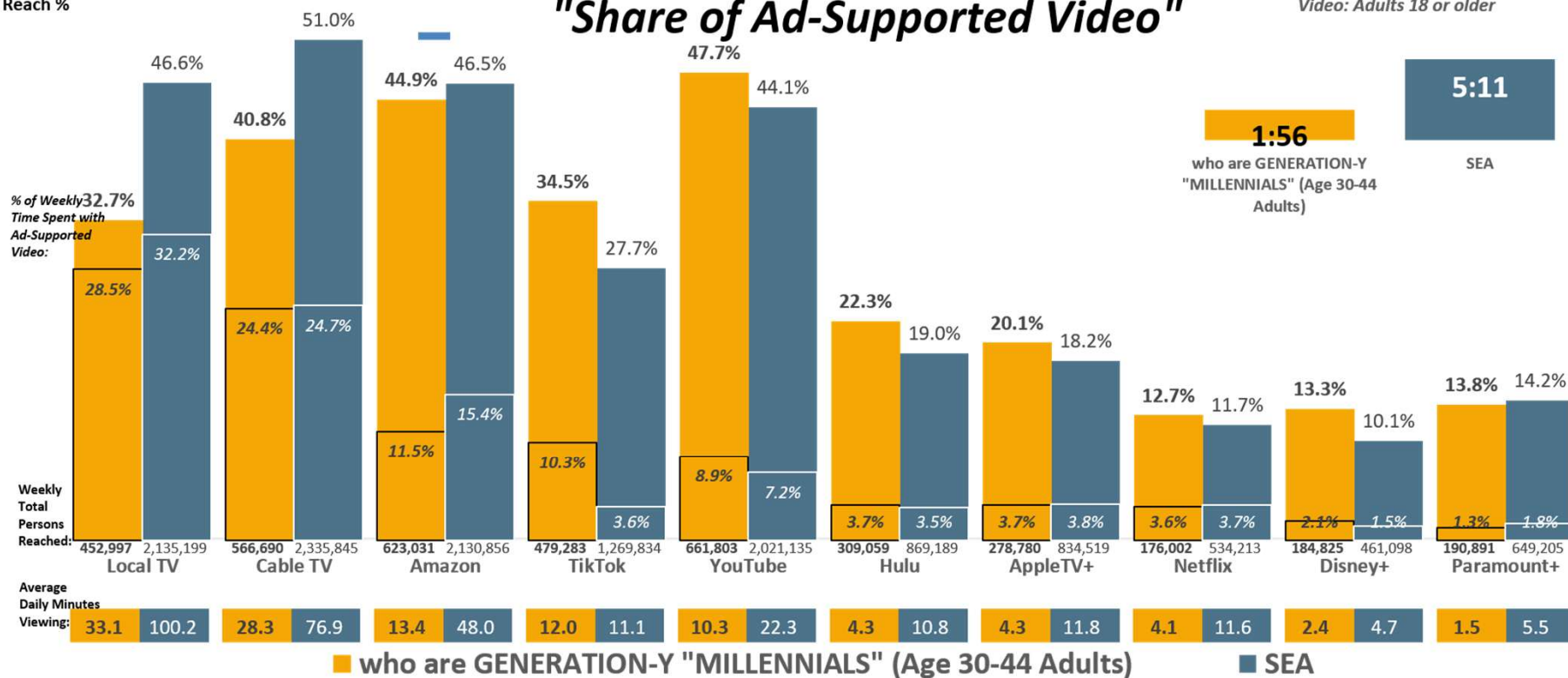


452,997 or 32.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 33.1 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



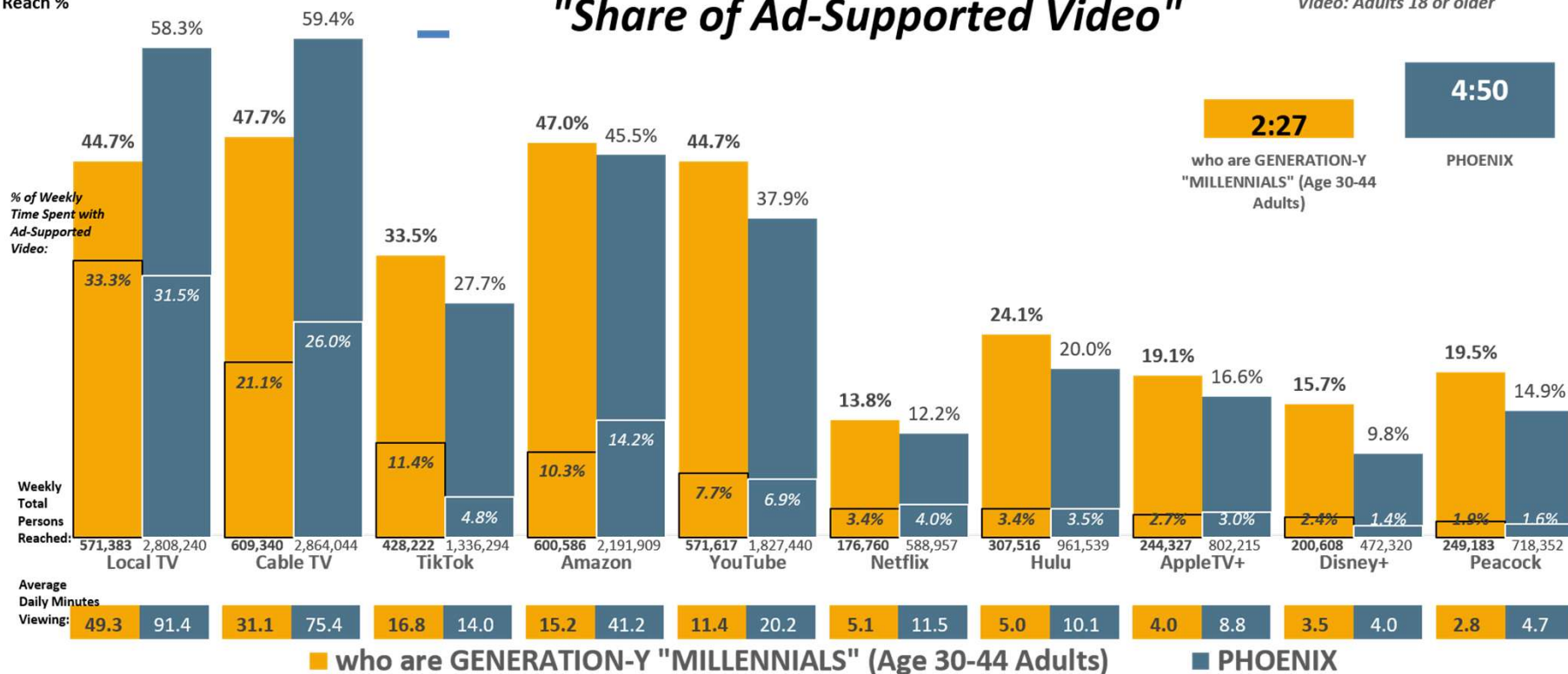


571,383 or 44.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 49.3 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

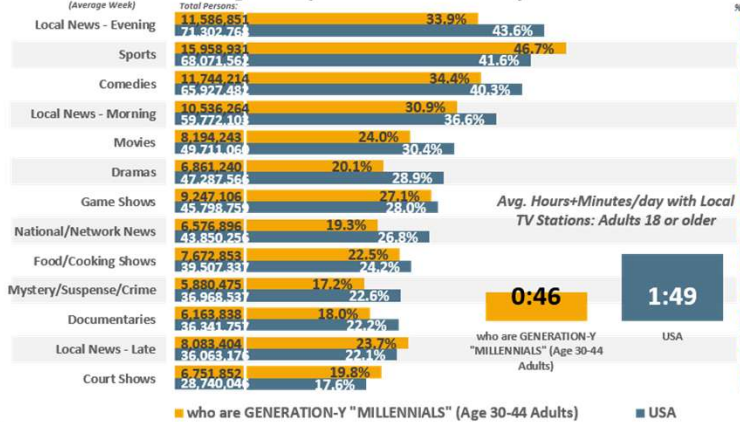
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older



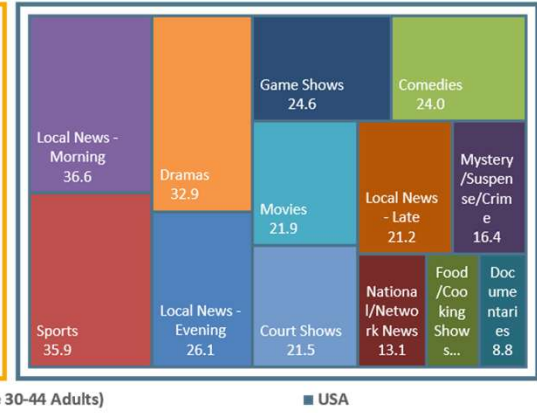
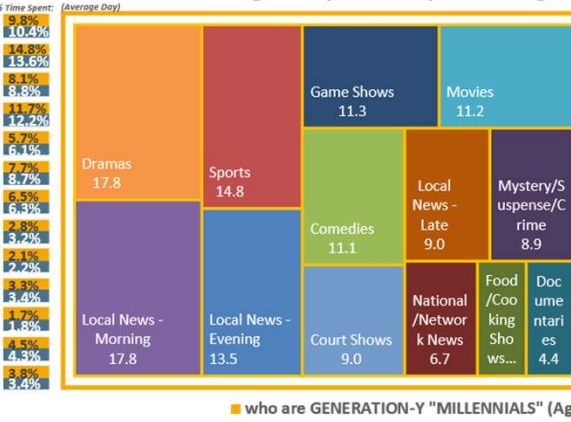


33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

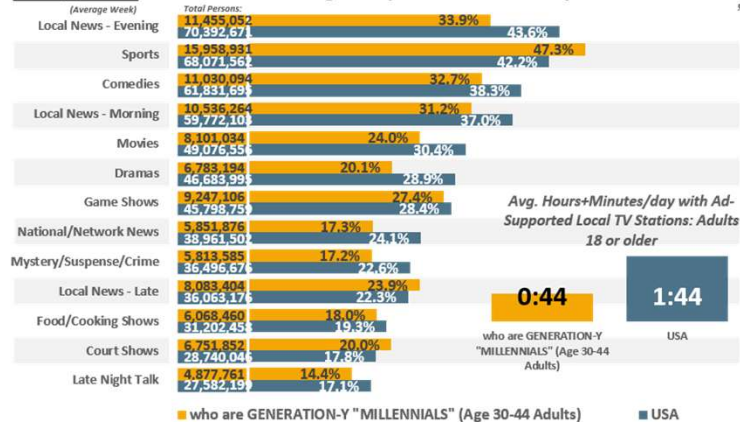
Local TV Station Programs (Persons & % Reach): Adults 18 or older



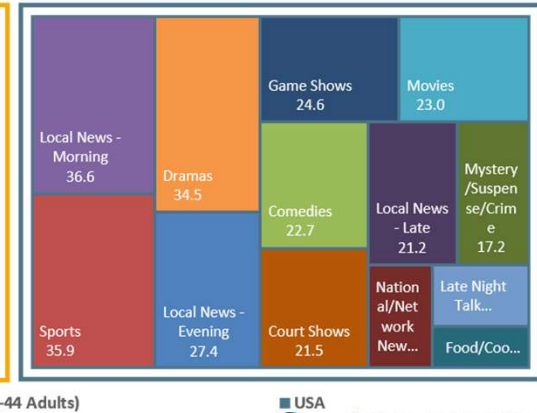
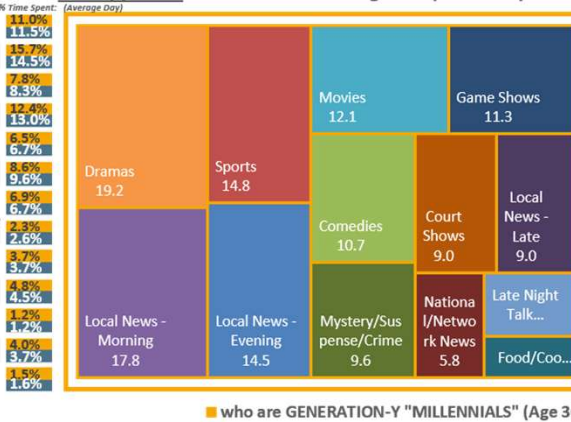
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

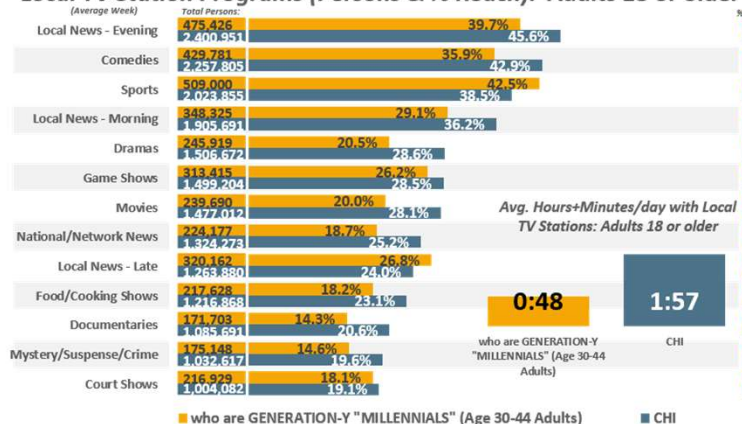
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

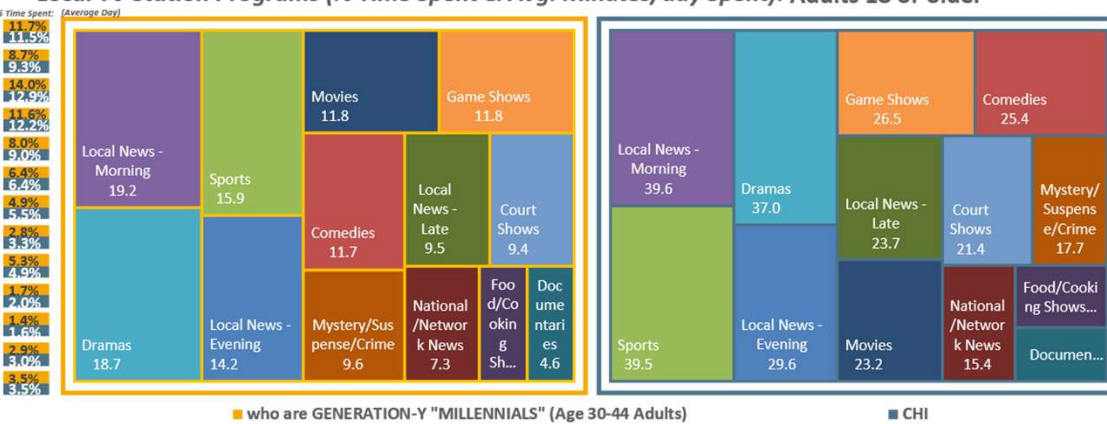


1,181,604 or 56.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Local News - Late, and Game Shows.

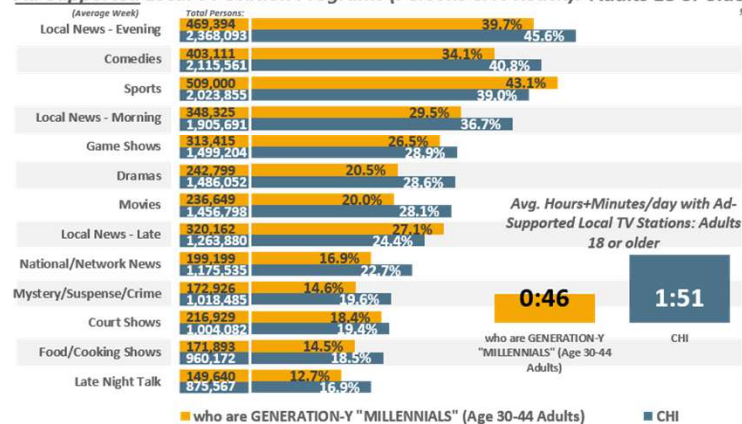
Local TV Station Programs (Persons & % Reach): Adults 18 or older



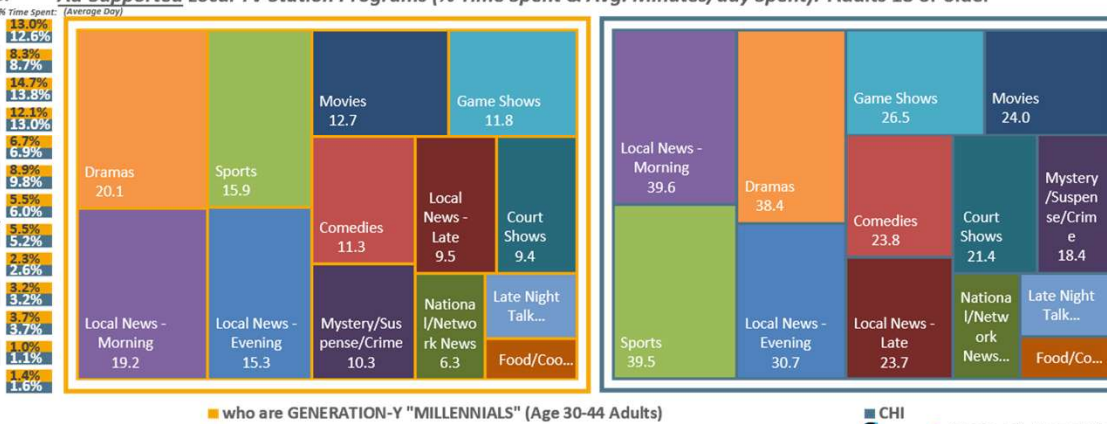
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



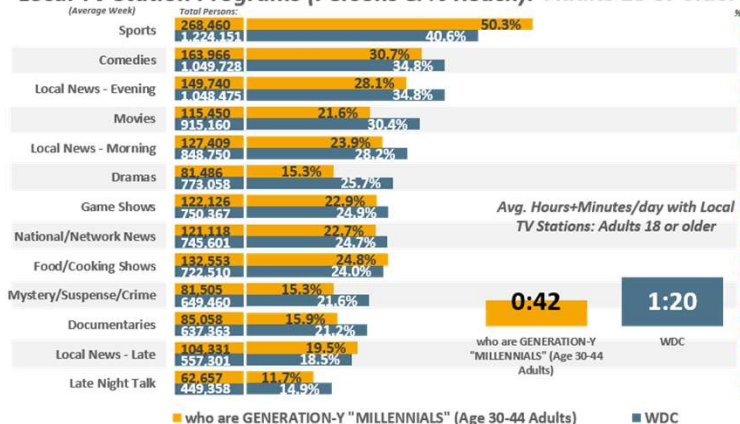
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



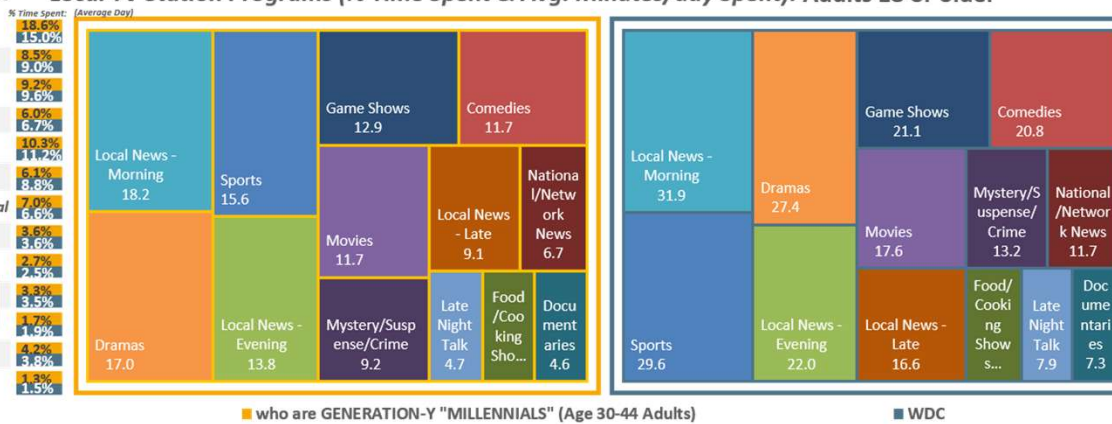


528,388 or 32.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

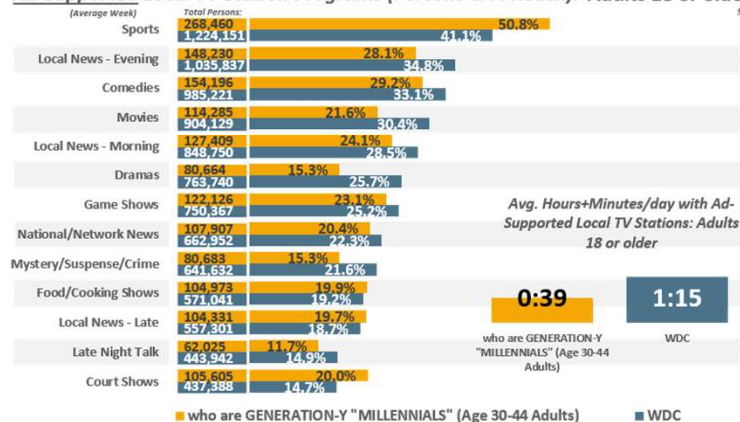
Local TV Station Programs (Persons & % Reach): Adults 18 or older



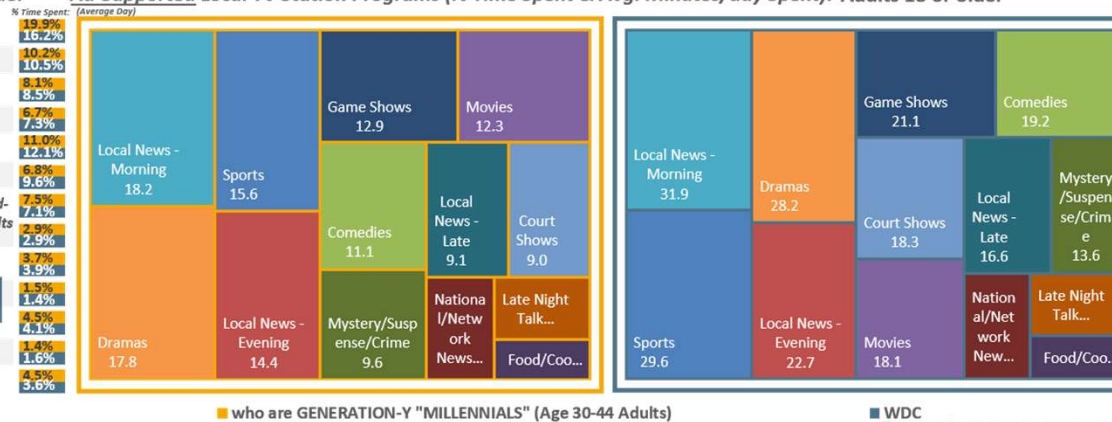
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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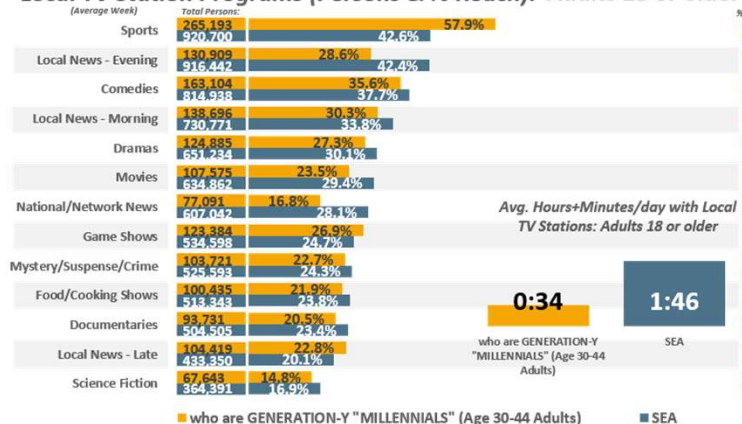
WDC
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

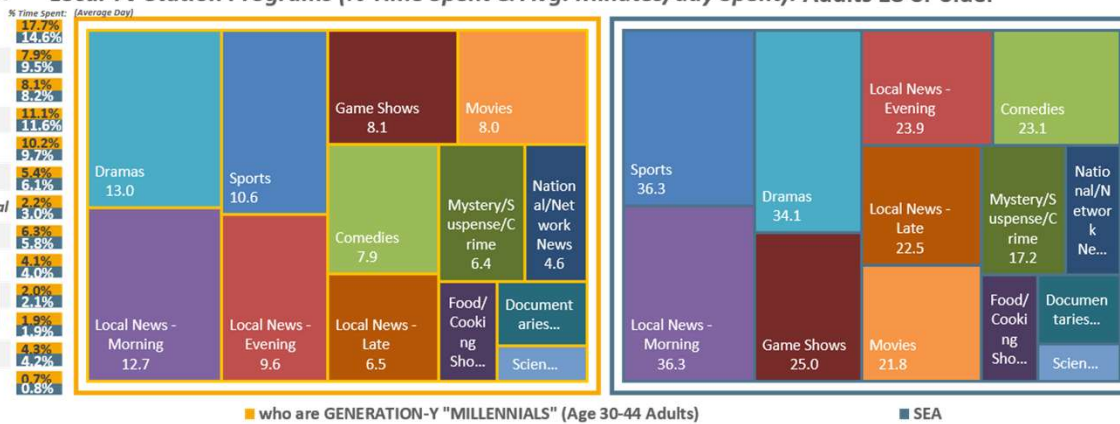


452,997 or 32.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Dramas, and Game Shows.

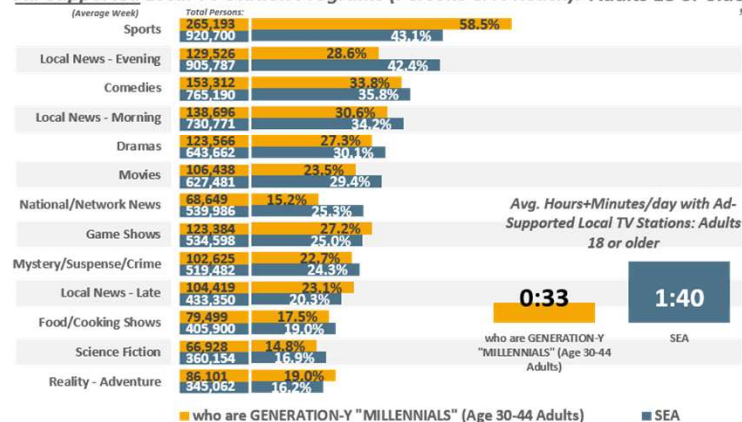
Local TV Station Programs (Persons & % Reach): Adults 18 or older



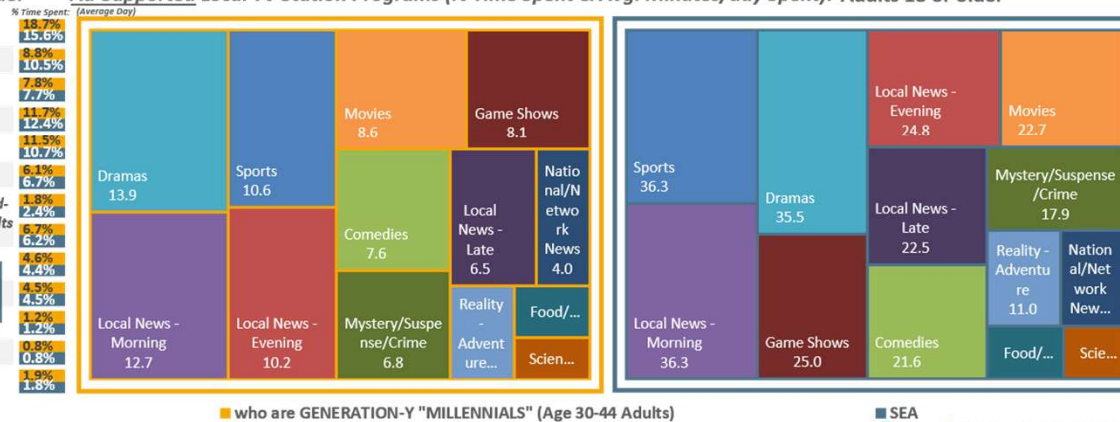
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



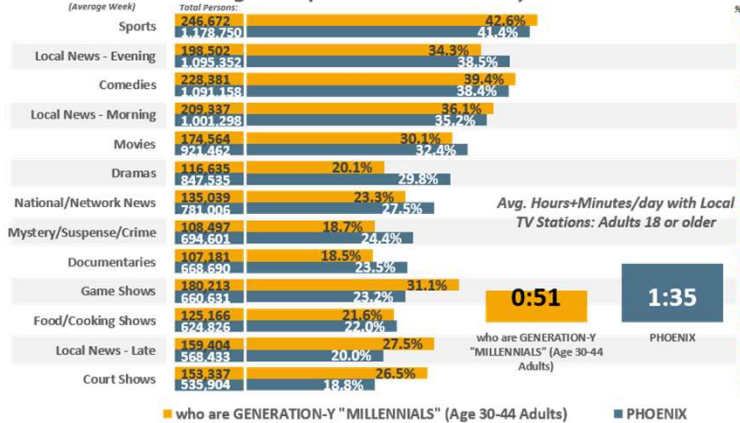
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



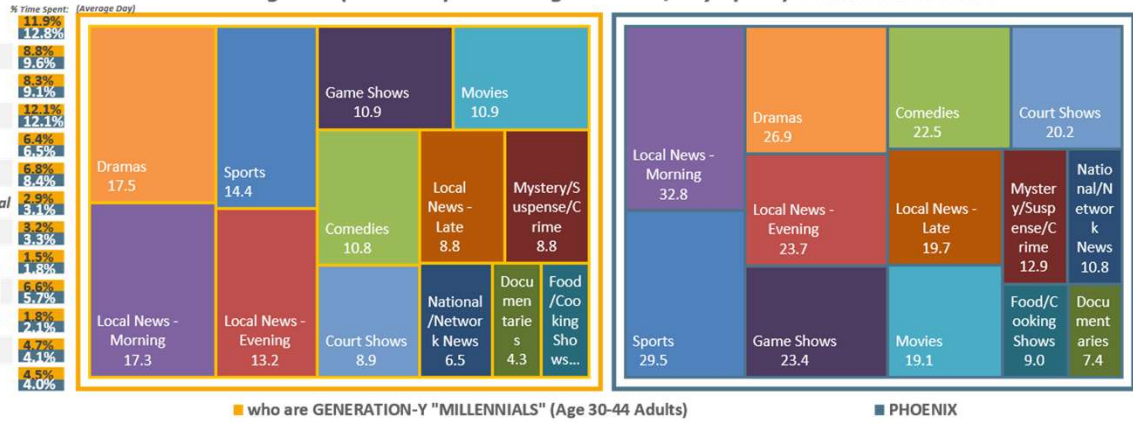


571,383 or 44.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Evening, Game Shows, and Movies.

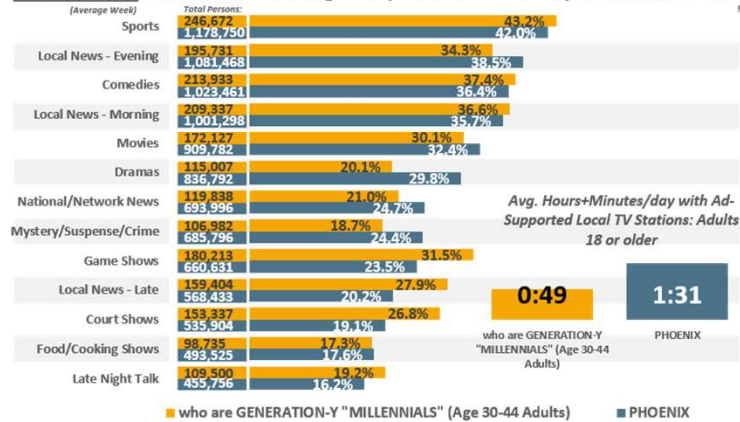
Local TV Station Programs (Persons & % Reach): Adults 18 or older



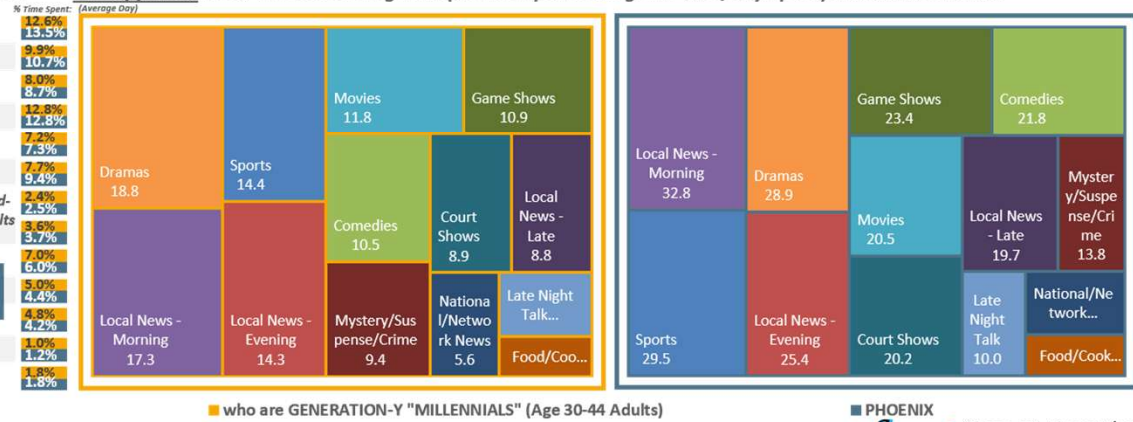
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

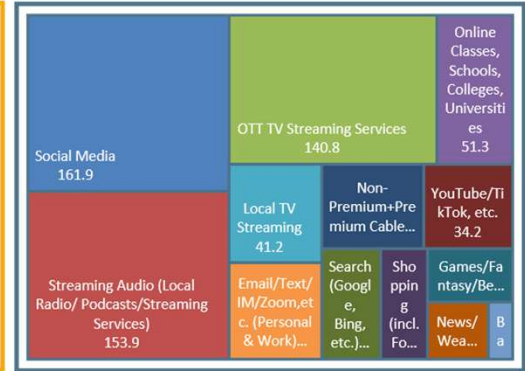
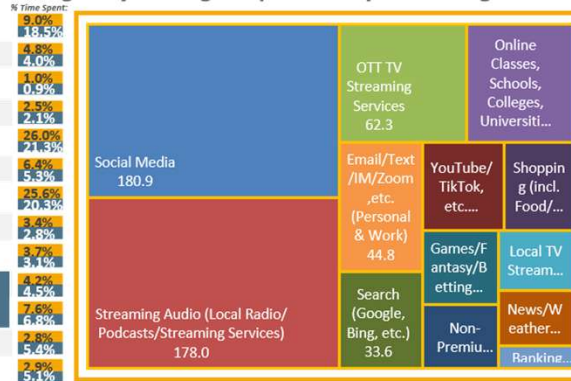
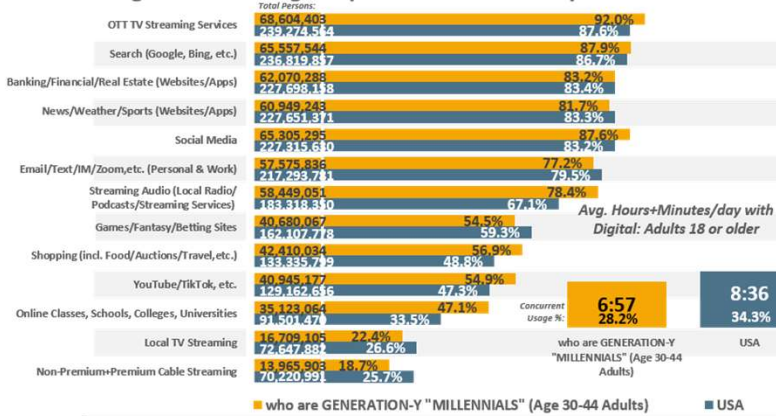




57,200,011 or 76.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 158.4 minutes every day representing 32.2% of all time spent daily with Ad-Supported Digital Media.

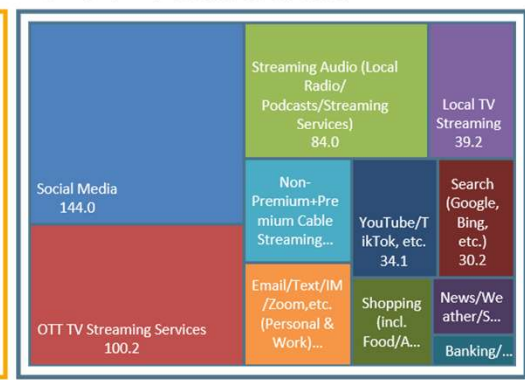
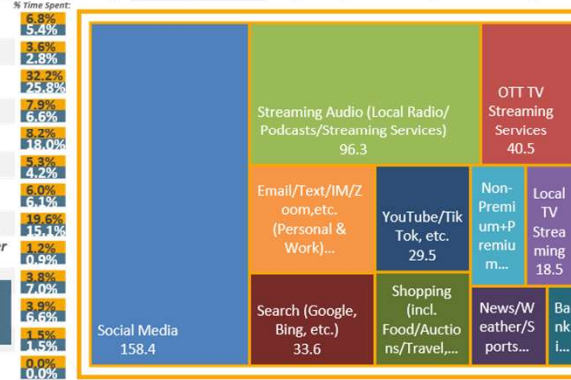
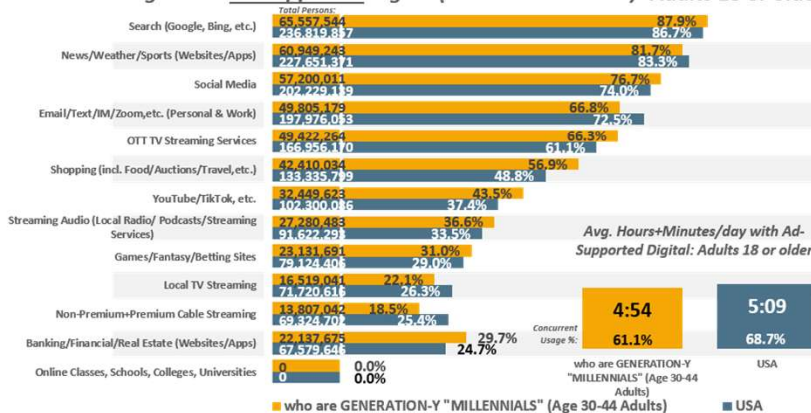
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

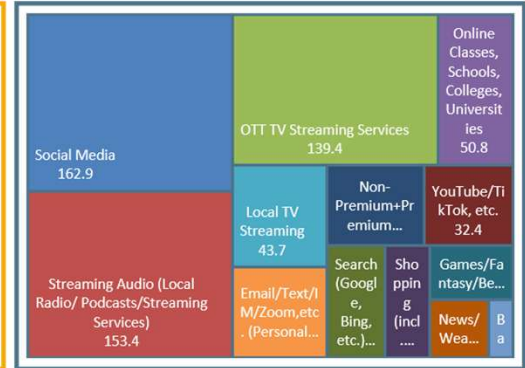
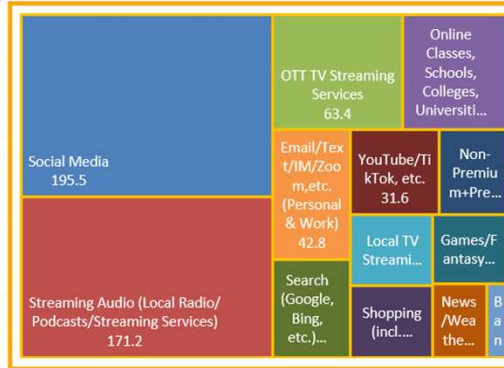
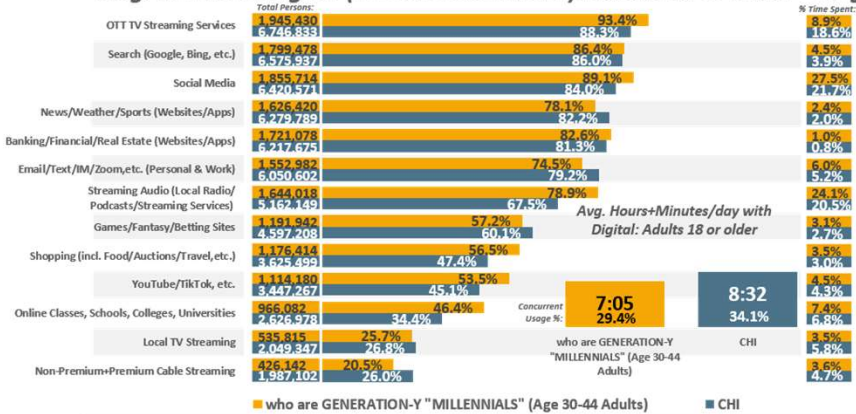




1,611,761 or 77.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 169.8 minutes every day representing 33.6% of all time spent daily with Ad-Supported Digital Media.

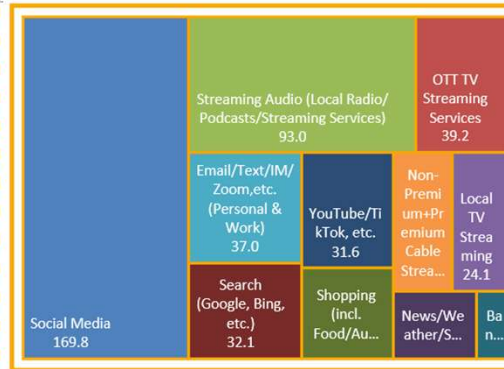
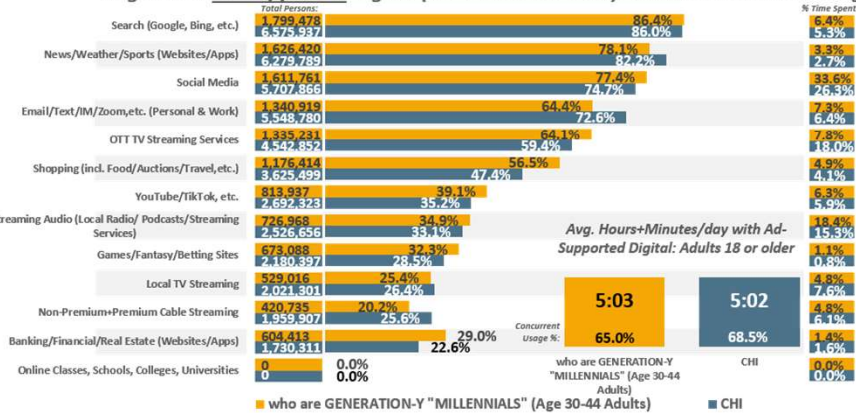
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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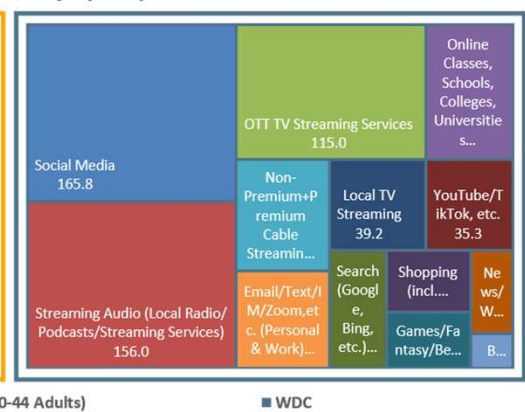
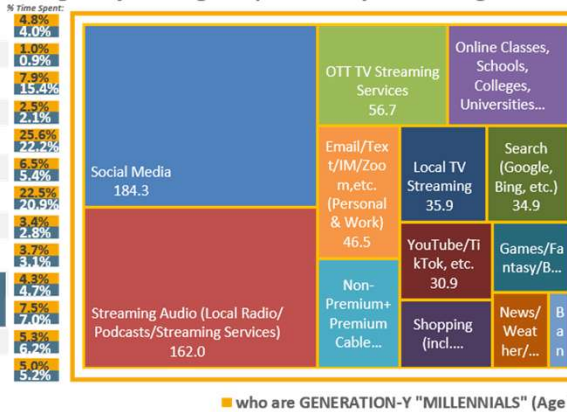
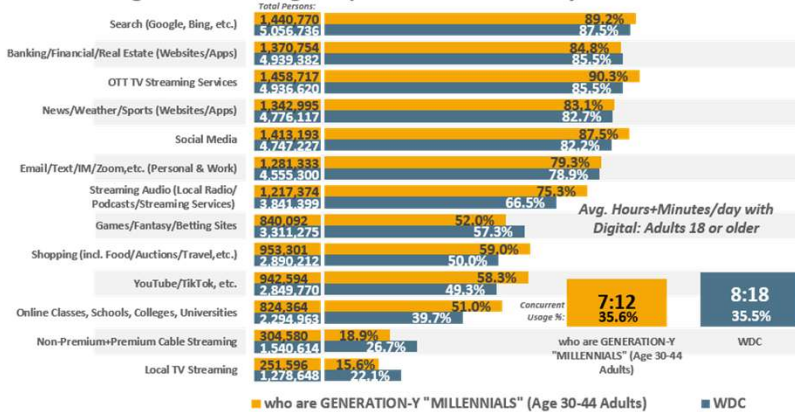
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,296,765 or 80.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 169.1 minutes every day representing 32.4% of all time spent daily with Ad-Supported Digital Media.

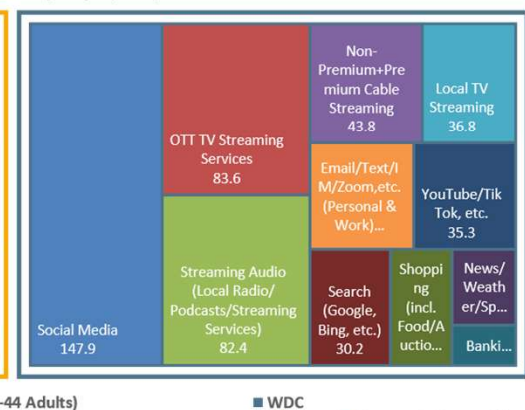
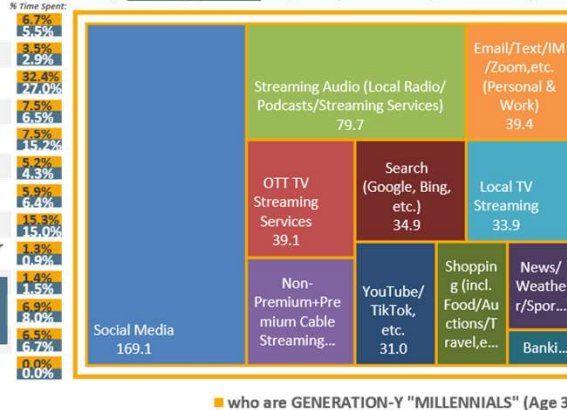
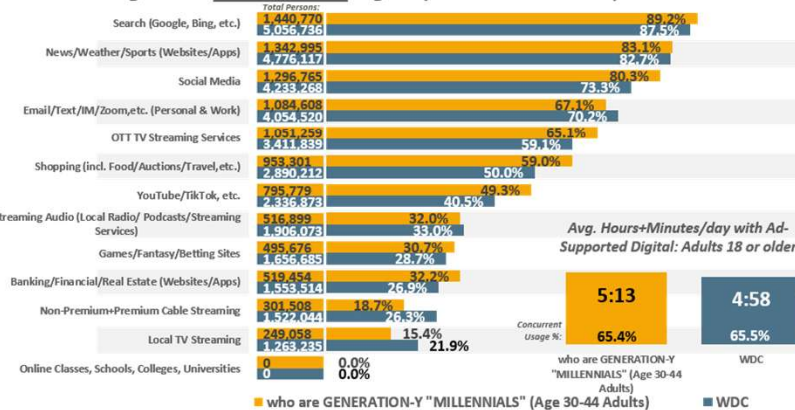
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,548
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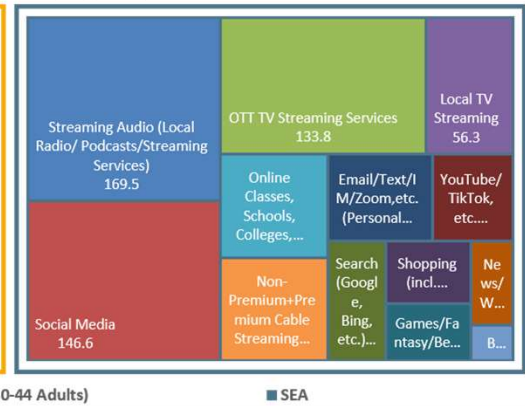
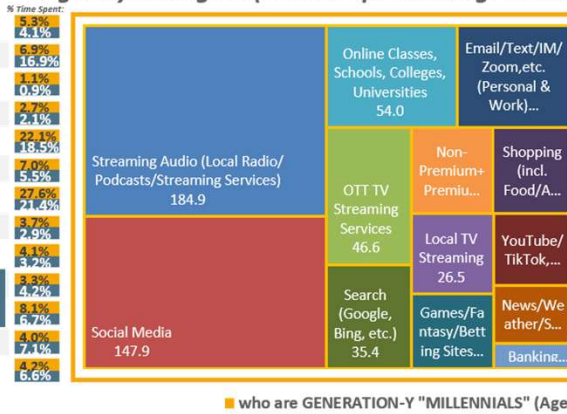
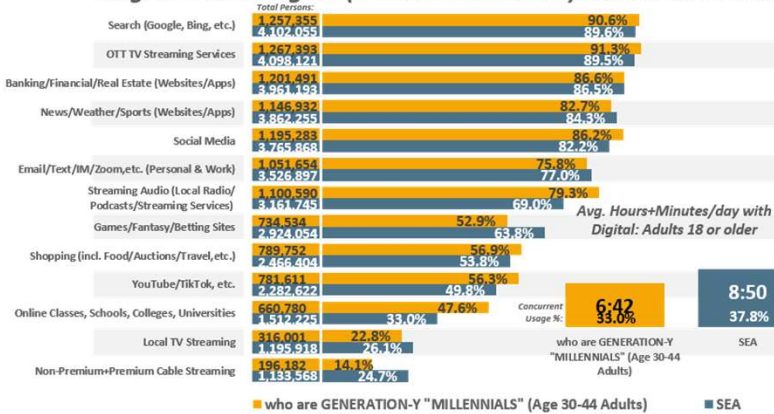
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



1,004,748 or 72.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 124.3 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

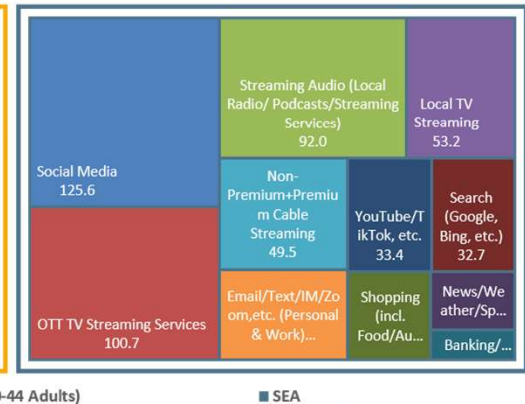
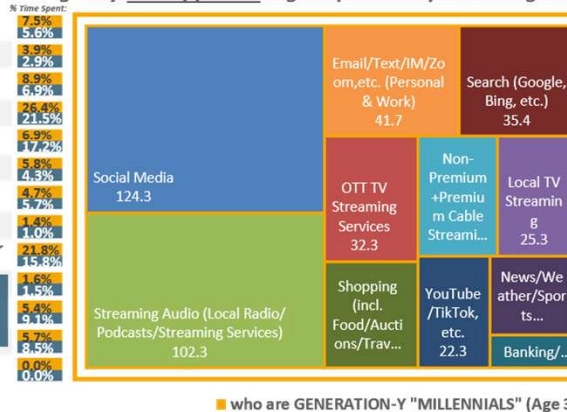
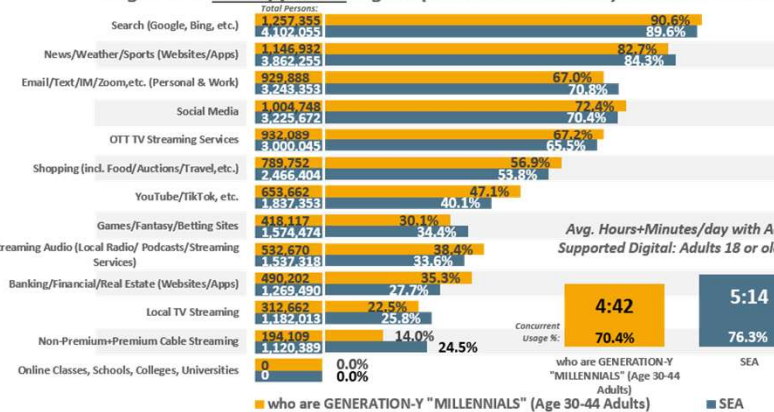
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

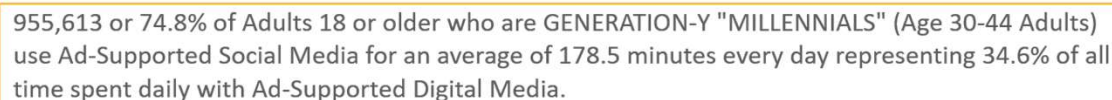
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

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





Activity	Total Persons	% Generation-Y	% Millennials	% Phoenix	% Time Spent
OTT TV Streaming Services	1,206,067	94.4%	89.1%	94.4%	8.3%
Search (Google, Bing, etc.)	1,146,167	89.7%	86.7%	89.7%	4.8%
Email/Text/IM/Zoom, etc. (Personal & Work)	1,004,795	81.7%	80.1%	81.7%	5.7%
Banking/Financial/Real Estate (Websites/Apps)	1,039,584	81.3%	81.5%	81.3%	0.8%
Social Media	1,067,147	83.5%	82.7%	83.5%	27.1%
News/Weather/Sports (Websites/Apps)	1,028,557	80.5%	81.5%	80.5%	2.2%
Streaming Audio (Local Radio/Podcasts/Streaming Services)	1,096,269	85.8%	85.8%	85.8%	26.8%
Games/Fantasy/Betting Sites	809,181	69.6%	69.3%	69.6%	3.0%
Shopping (incl. Food/Auctions/Travel, etc.)	679,257	53.1%	48.7%	53.1%	3.8%
YouTube/TikTok, etc.	659,325	51.6%	47.6%	51.6%	3.8%
Online Classes, Schools, Colleges, Universities	638,966	50.0%	50.0%	50.0%	7.1%
Local TV Streaming	215,488	16.9%	16.9%	16.9%	4.3%
Non-Premium+Premium Cable Streaming	199,173	15.3%	15.3%	15.3%	3.8%

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

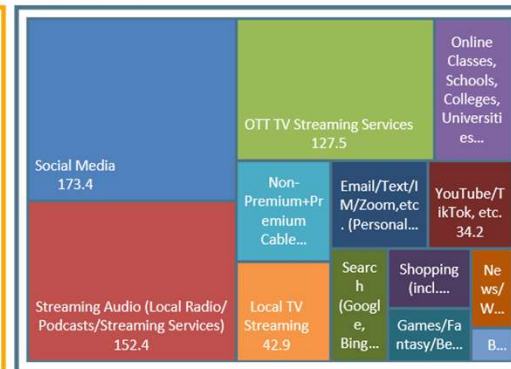
7:22
26.2%

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

PHOENIX

8:32
31.1%

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



Activity	Generation Y (Age 30-44 Adults)	Phoenix
Search (Google, Bing, etc.)	1,146,167 4,176,688	89.7% 5.2%
News/Weather/Sports (Websites/Apps)	1,028,557 3,726,741	80.5% 24.7%
Email/Text/IM/Zoom, etc. (Personal & Work)	874,109 3,641,179	68.1% 6.8%
Social Media	955,613 3,628,226	74.8% 34.8%
OTT TV Streaming Services	908,101 3,153,448	71.0% 16.1%
Shopping (incl. Food/Auctions/Travel, etc.)	679,257 2,406,888	53.1% 4.7%
YouTube/TikTok, etc.	551,685 1,728,424	43.2% 5.5%
Earning Audio (Local Radio/ Podcasts/Streaming Services)	469,885 1,524,372	26.8% 1.8%
Games/Fantasy/Betting Sites	429,986 1,489,130	33.6% 1.0%
Banking/Financial/Real Estate (Websites/Apps)	338,285 1,224,229	26.5% 0.8%
Local TV Streaming	212,480 1,188,809	16.6% 2.3%
Non-Premium+Premium Cable Str Streaming	192,449 1,024,526	15.1% 21.3%
Online Classes, Schools, Colleges, Universities	0 0	0.0% 0.0%

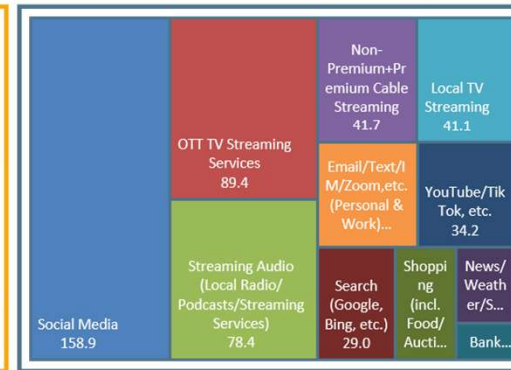
Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 18 or older

Concurrent Usage %:

- who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults): **5:09** (61.0%)
- PHOENIX: **5:12** (60.5%)

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

PHOENIX

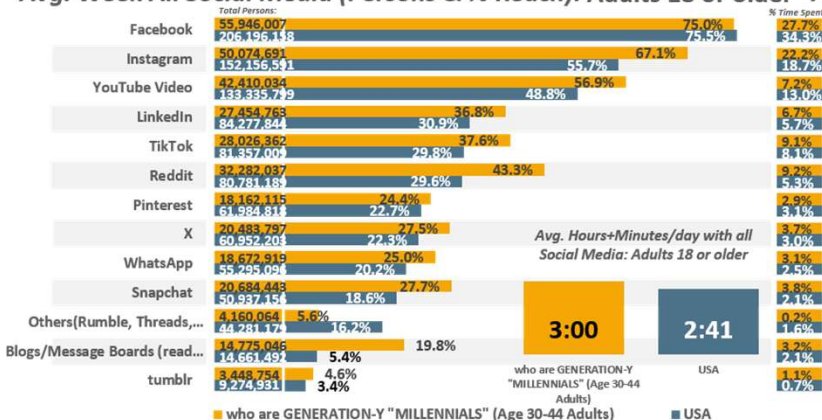


(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

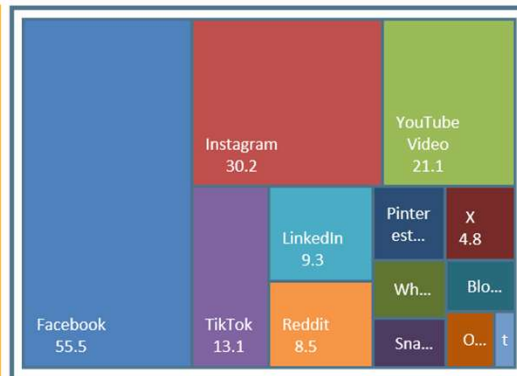
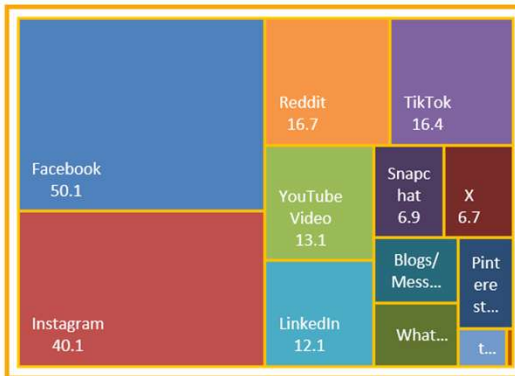


55,946,007 or 75.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

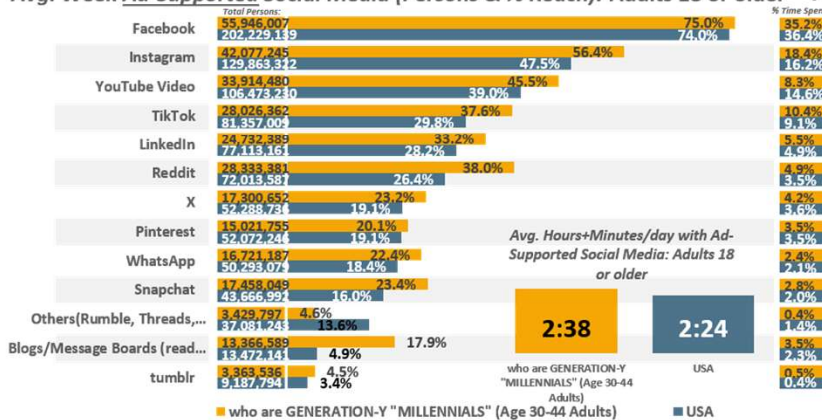
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



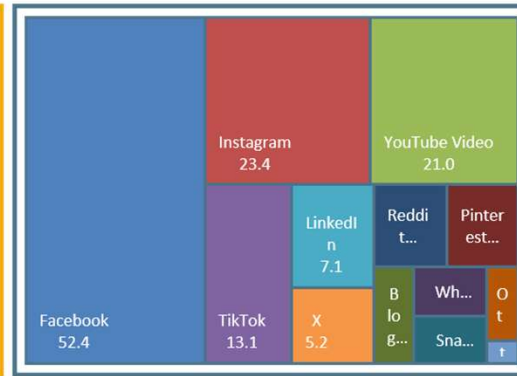
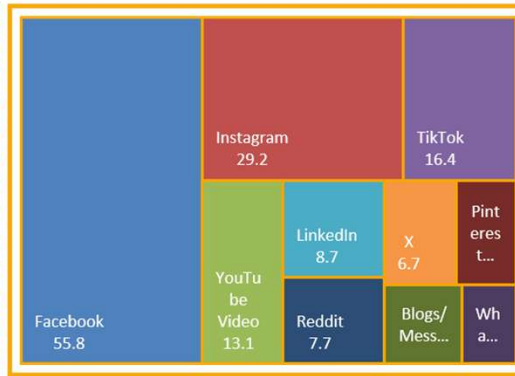
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

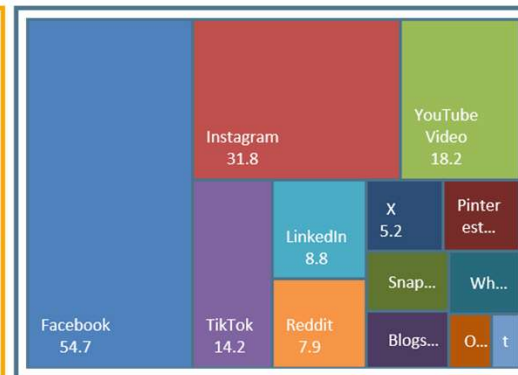
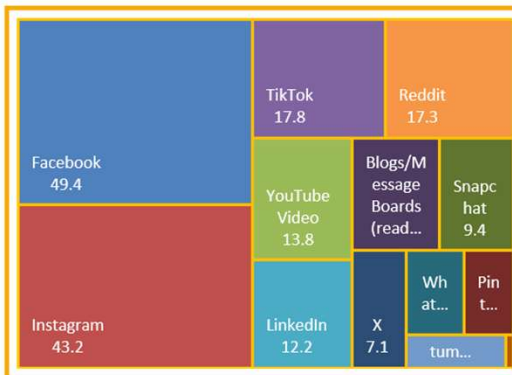
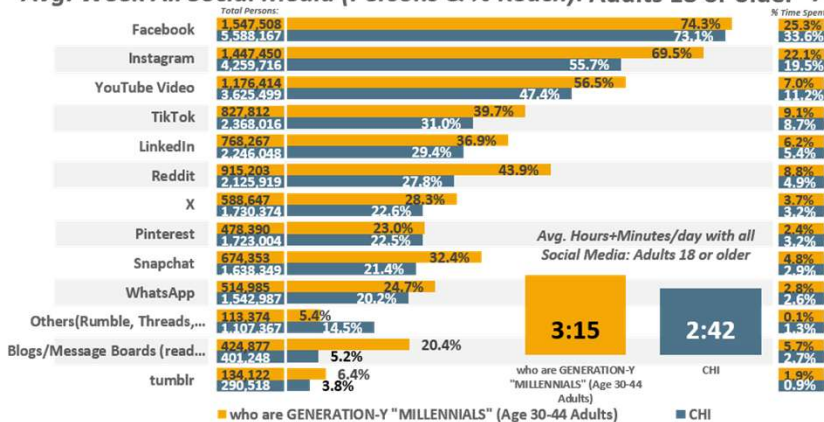
soefa.ai Share of Everything for Anything

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

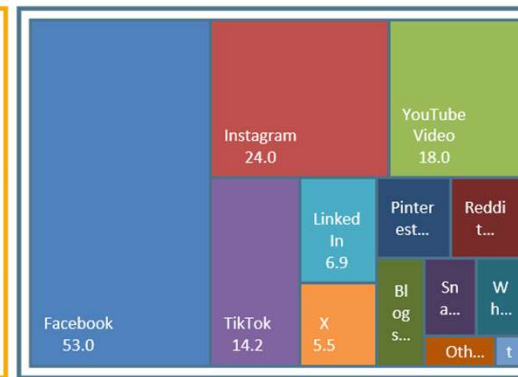
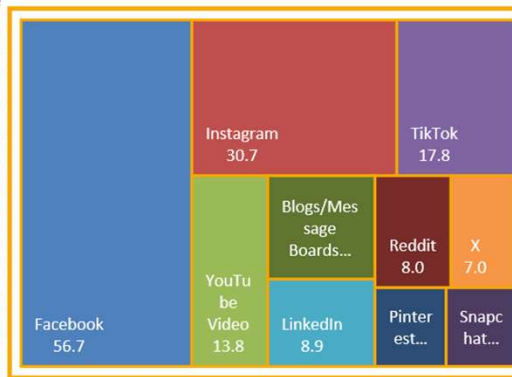
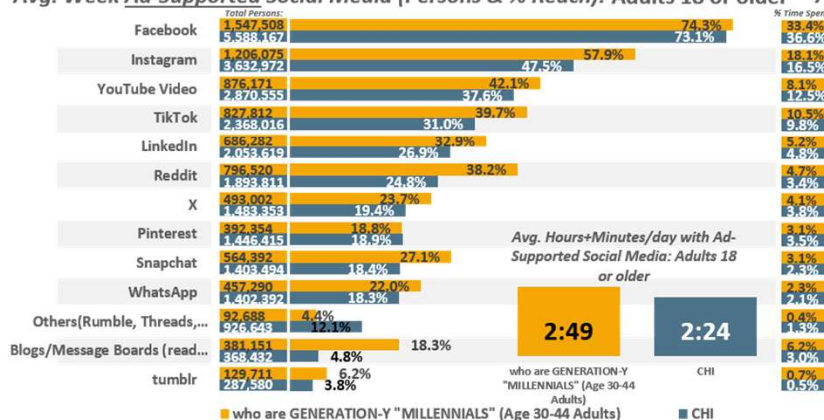


1,547,508 or 74.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 56.7 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.

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



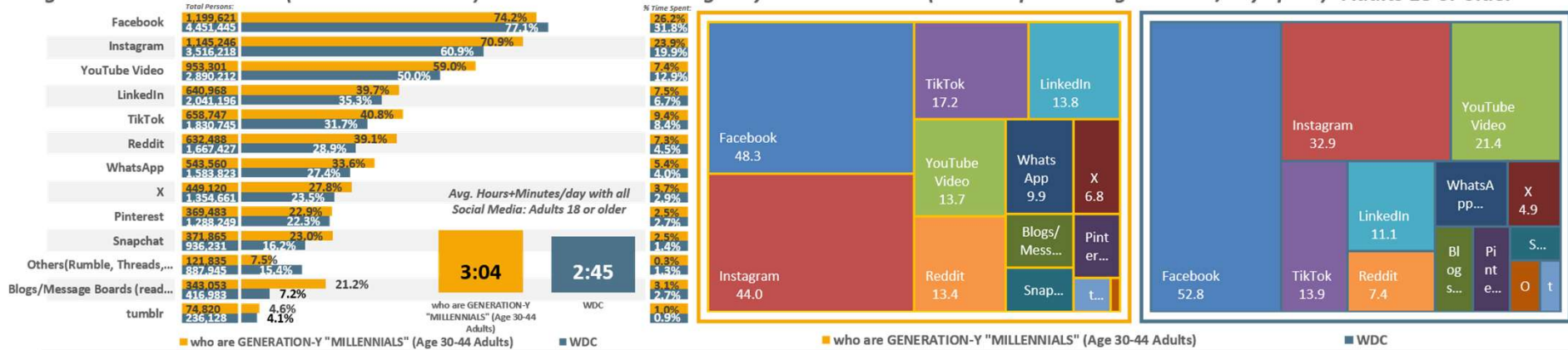
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



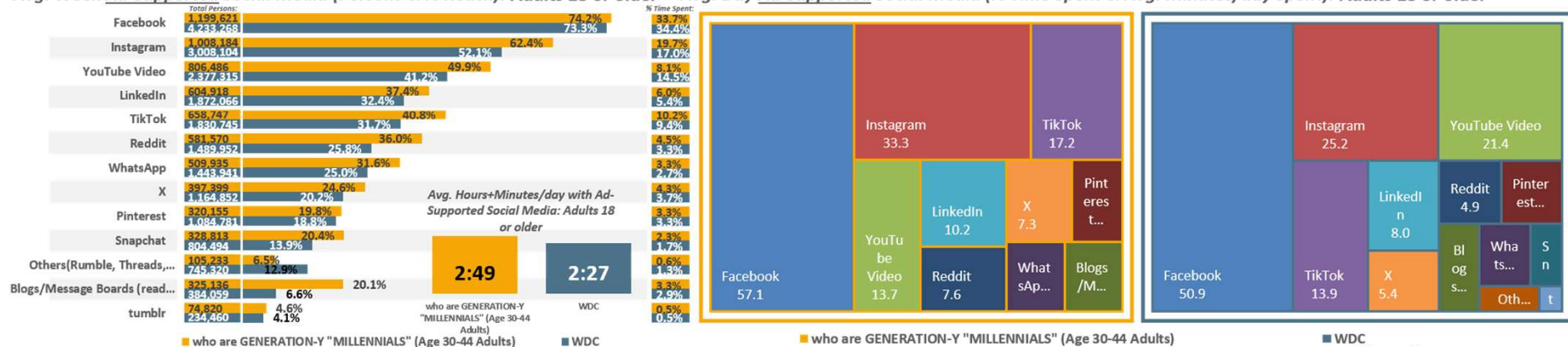


1,199,621 or 74.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 57.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

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



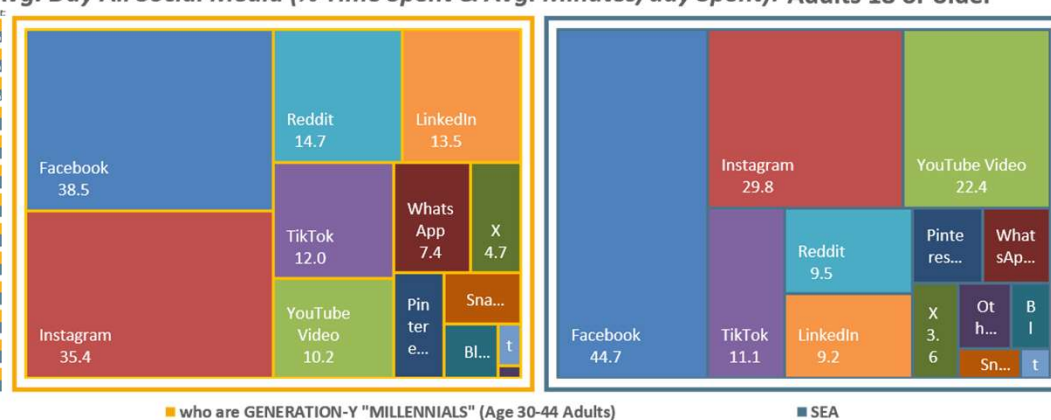
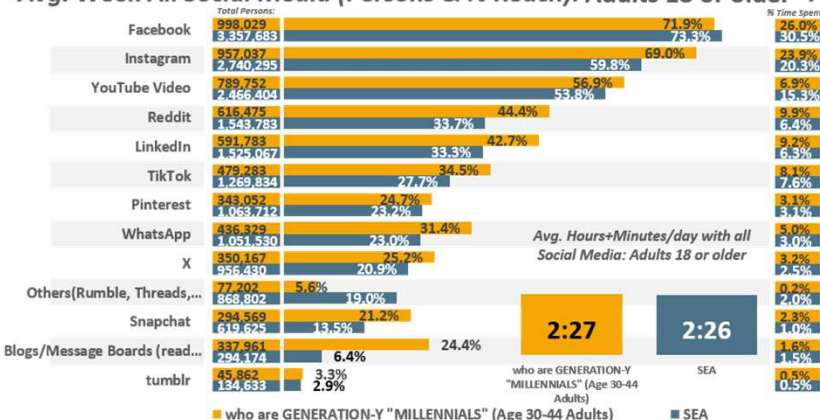
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



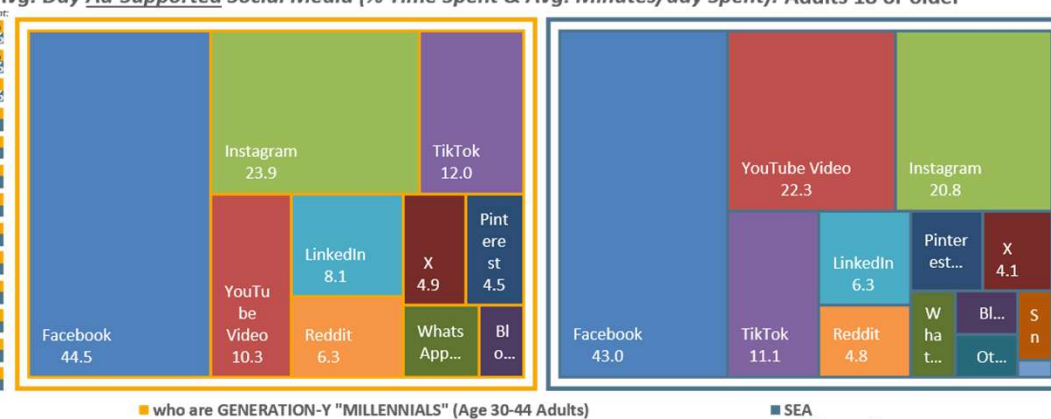
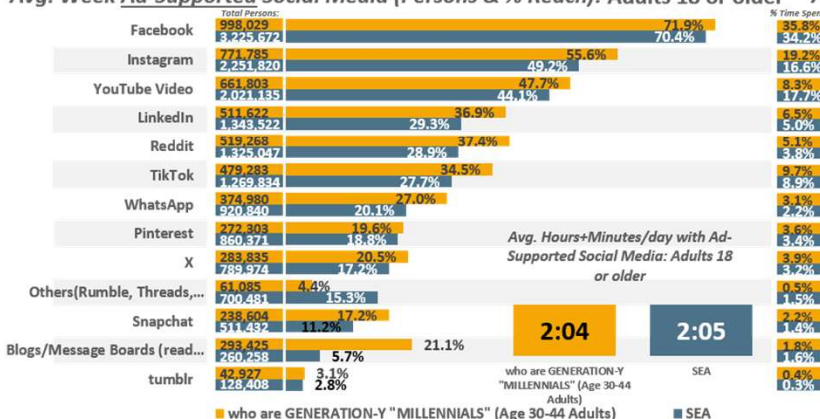


998,029 or 71.9% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 44.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

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



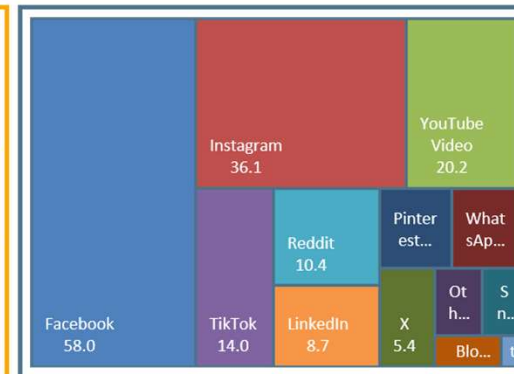
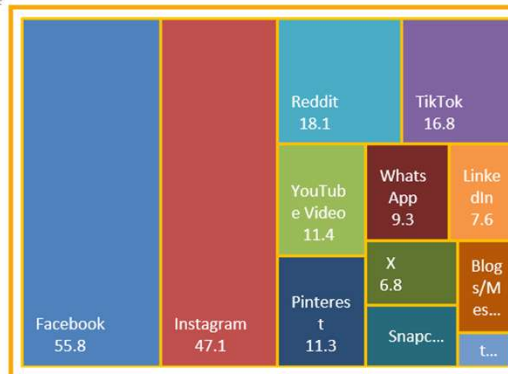
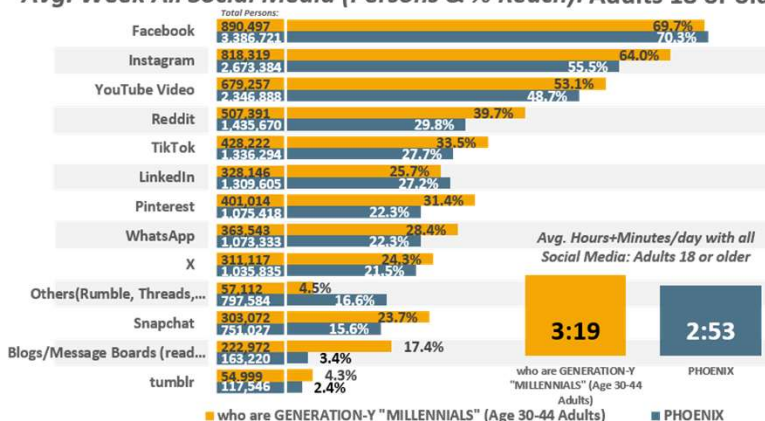
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



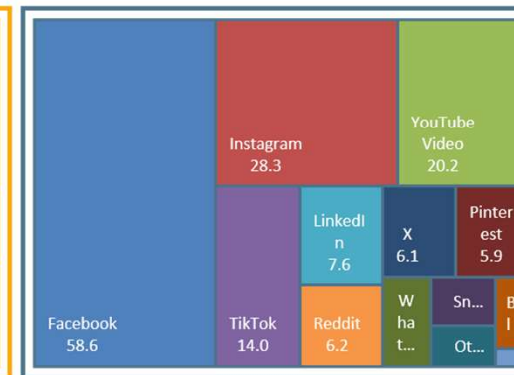
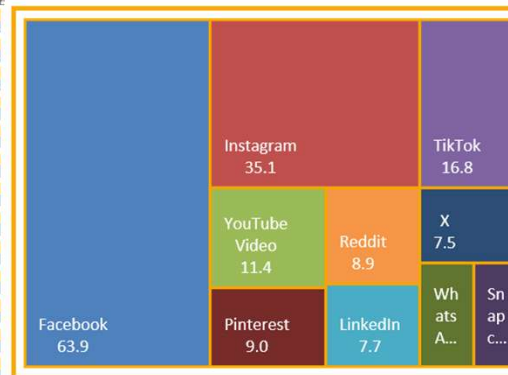
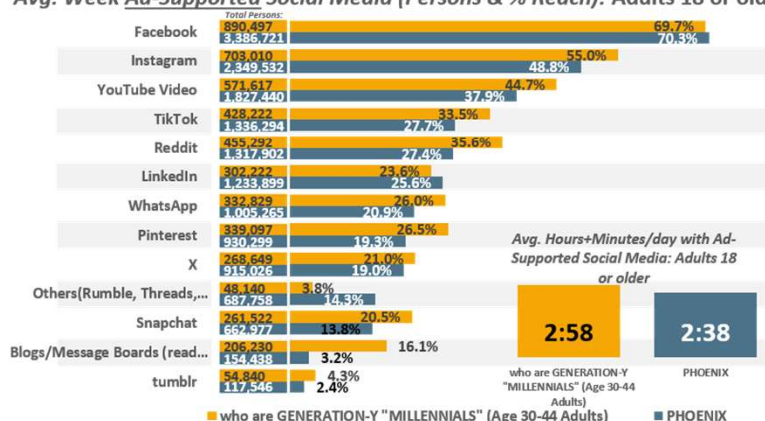


890,497 or 69.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 63.9 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.

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

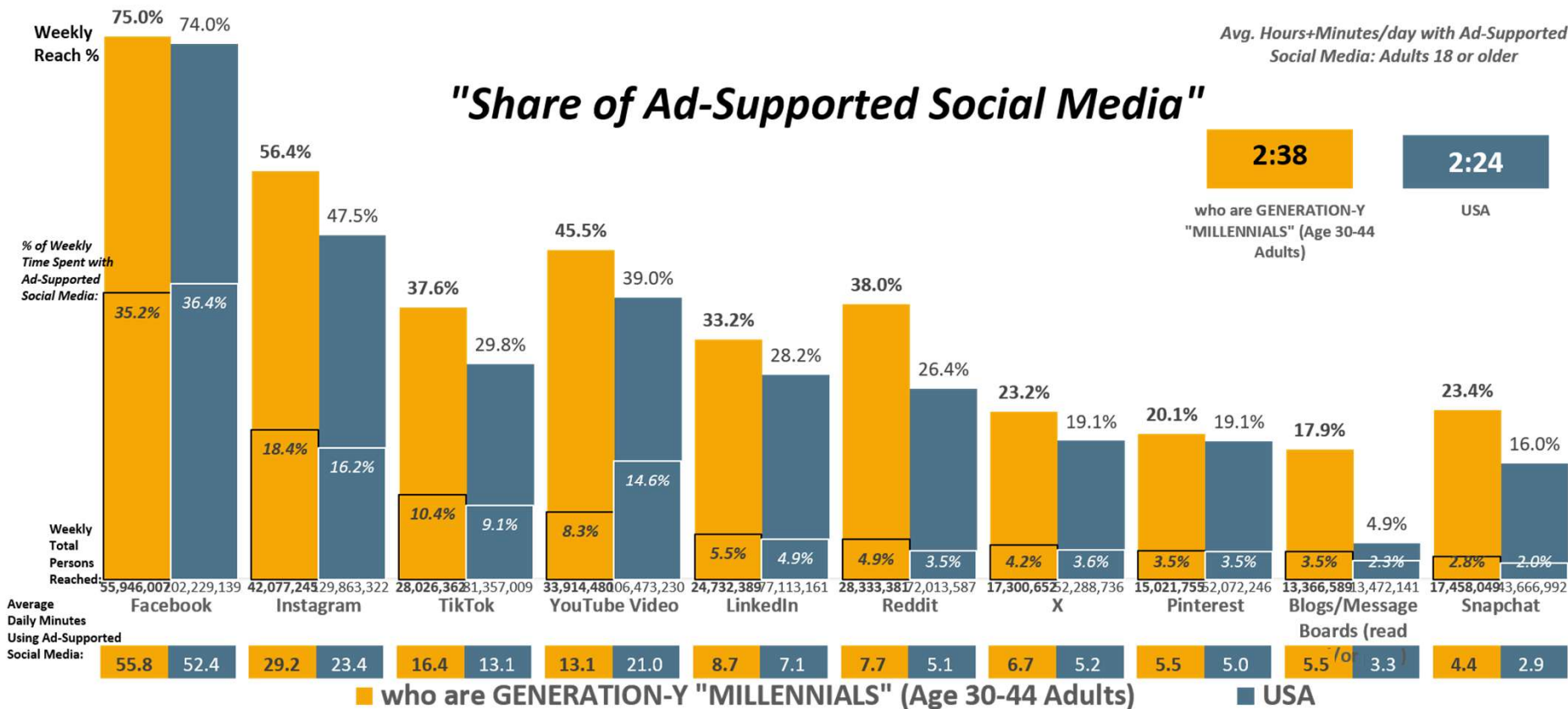


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





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



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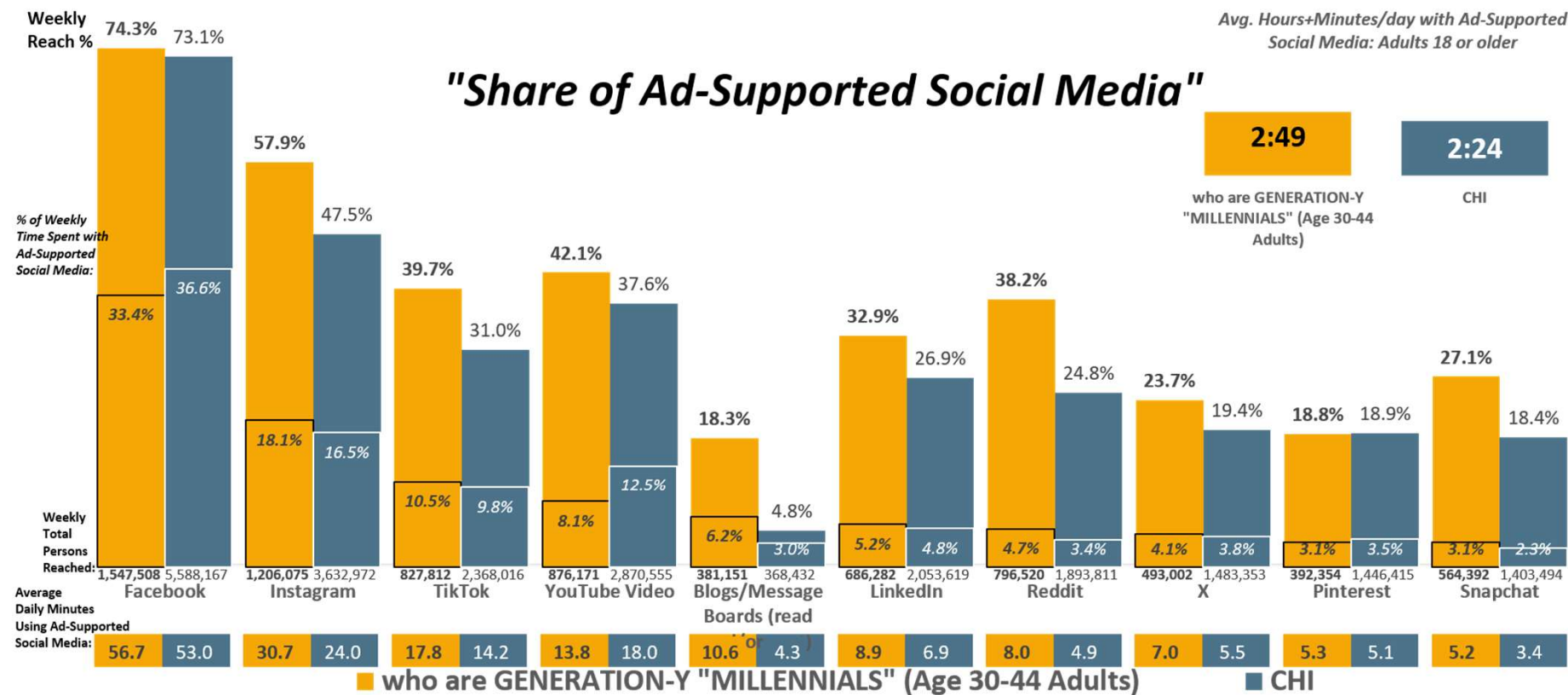
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

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



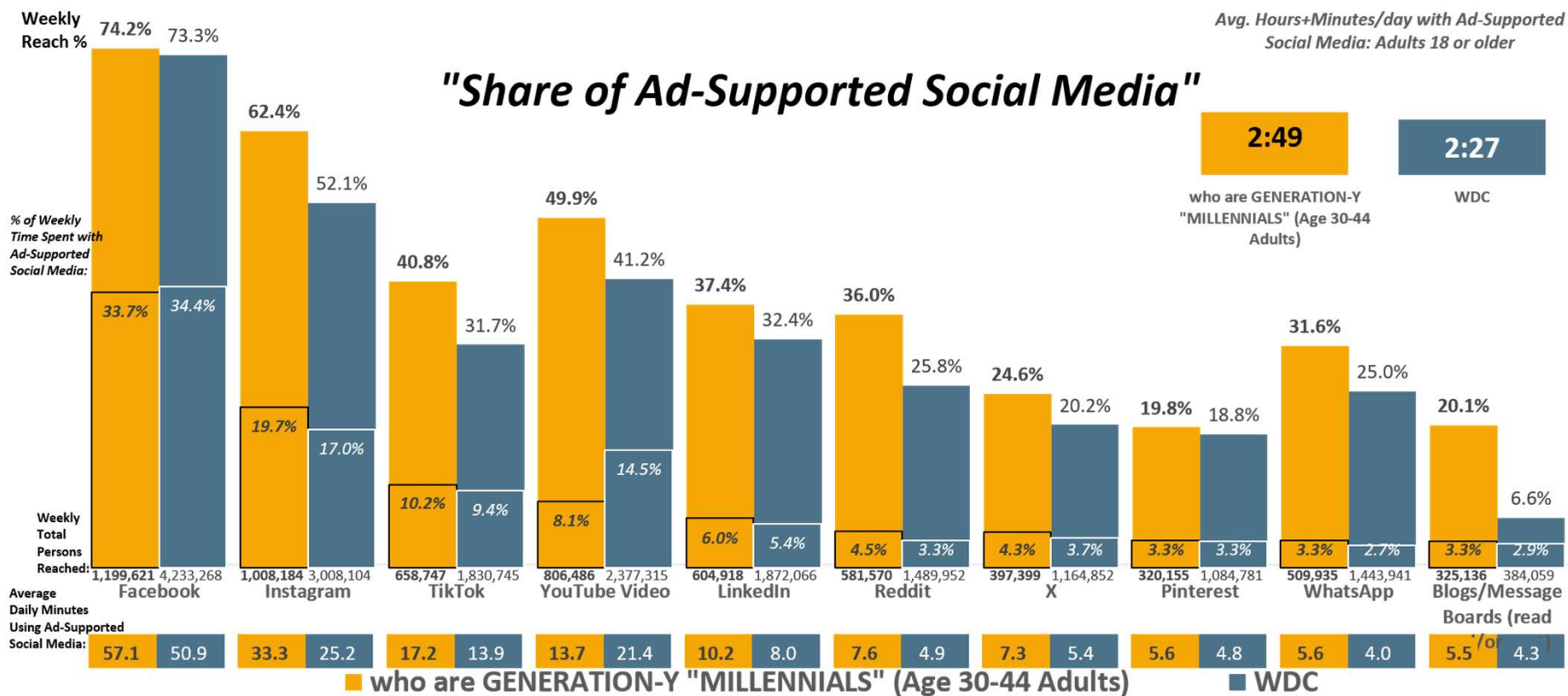
1,547,508 or 74.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 56.7 minutes every day representing 33.4% of all time spent daily with Ad-Supported Social Media.





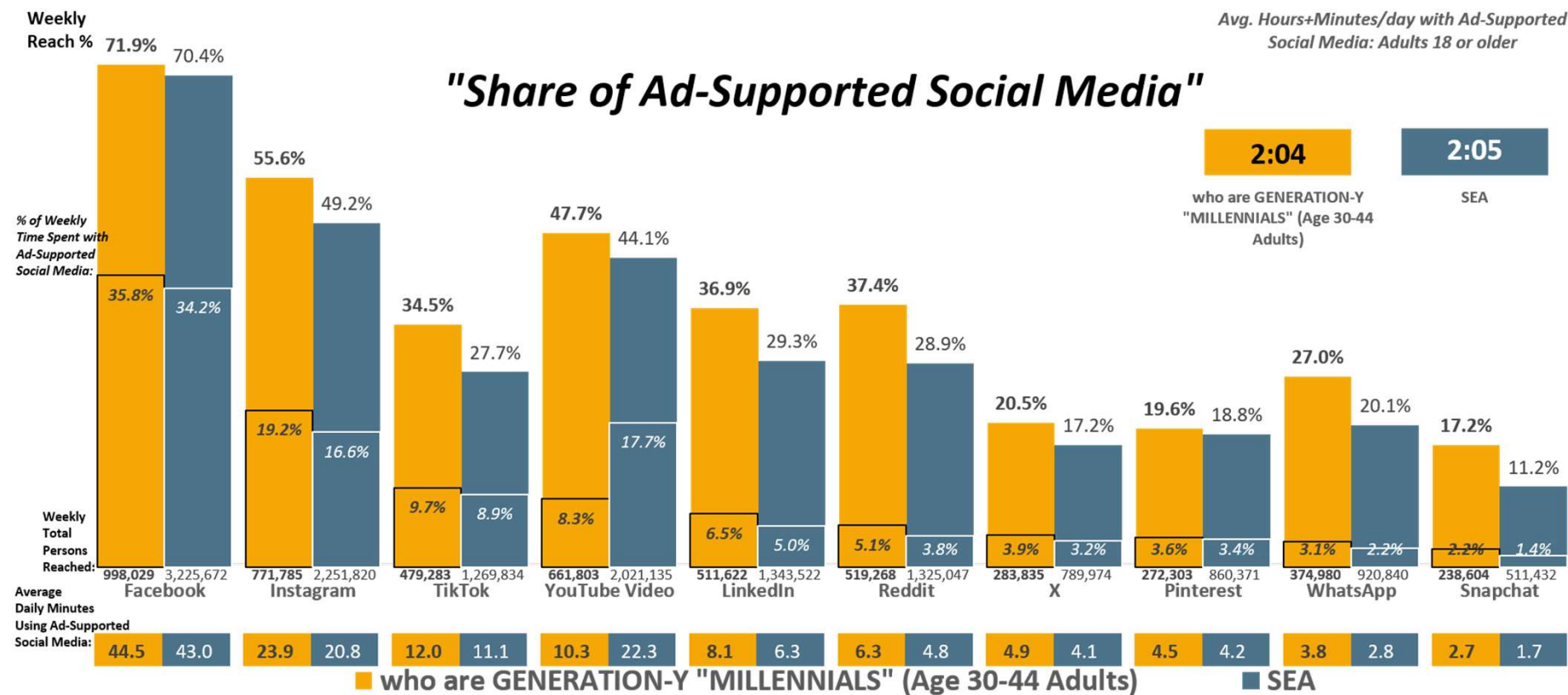
1,199,621 or 74.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 57.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



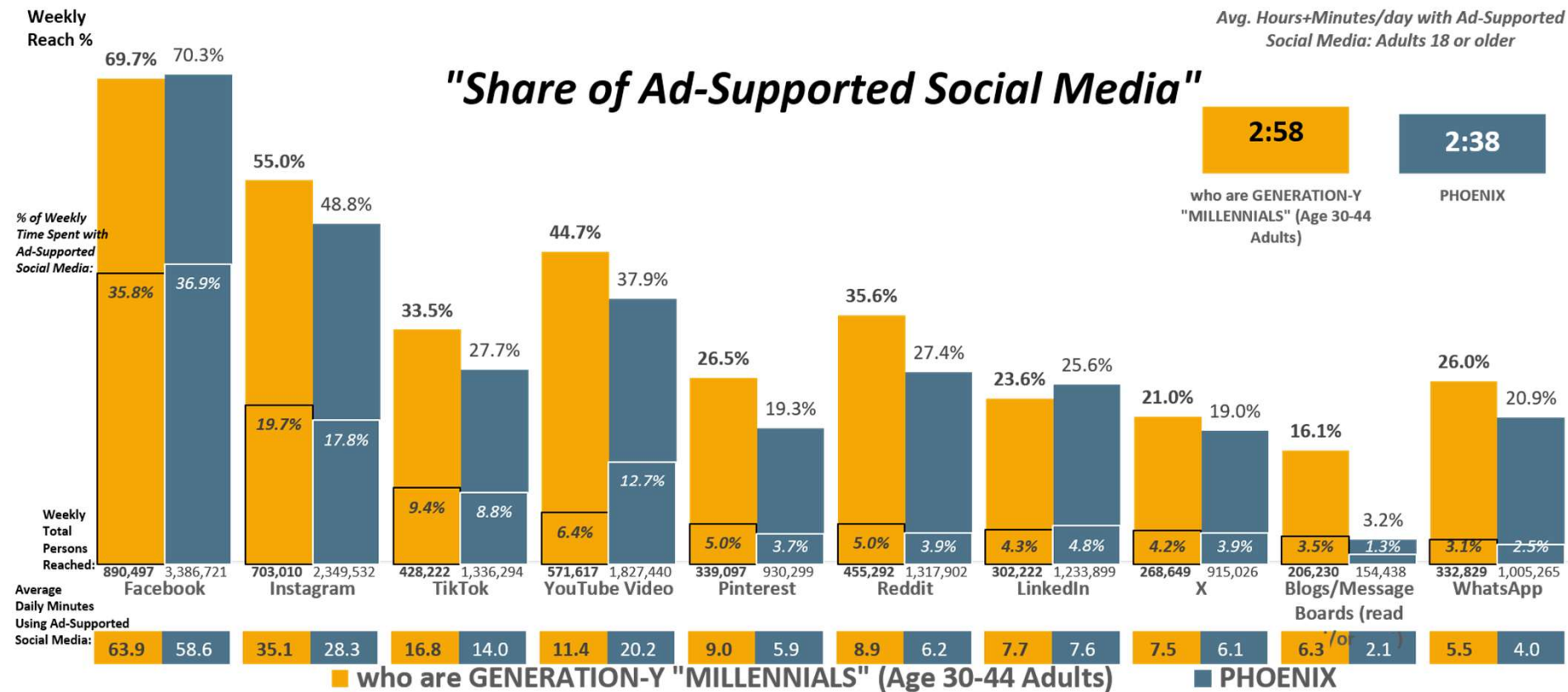


998,029 or 71.9% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 44.5 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.





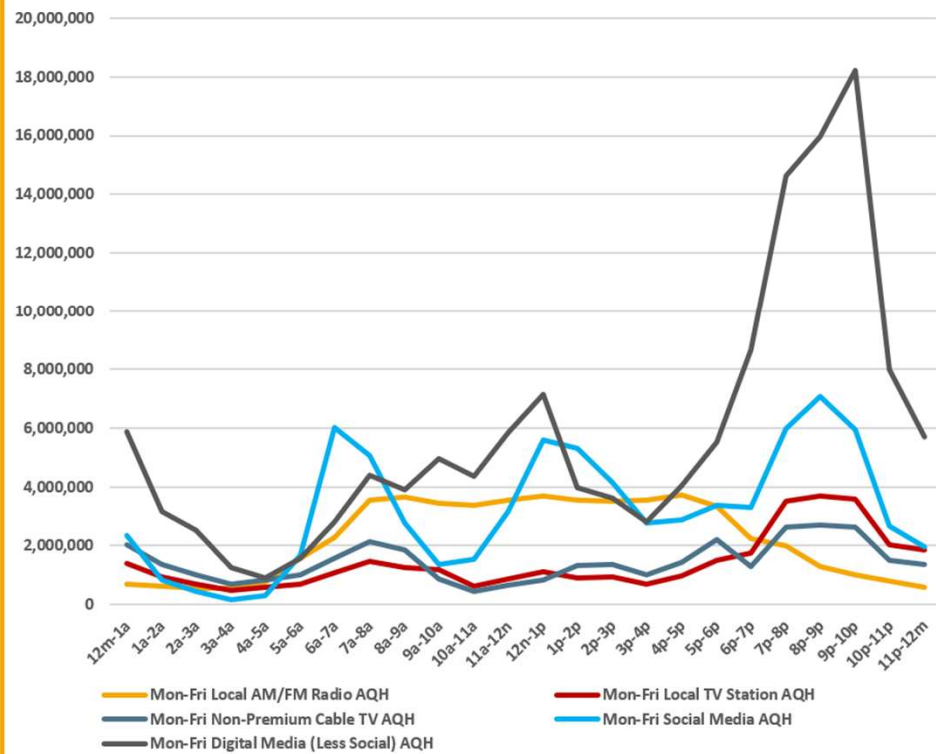
890,497 or 69.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 63.9 minutes every day representing 35.8% of all time spent daily with Ad-Supported Social Media.



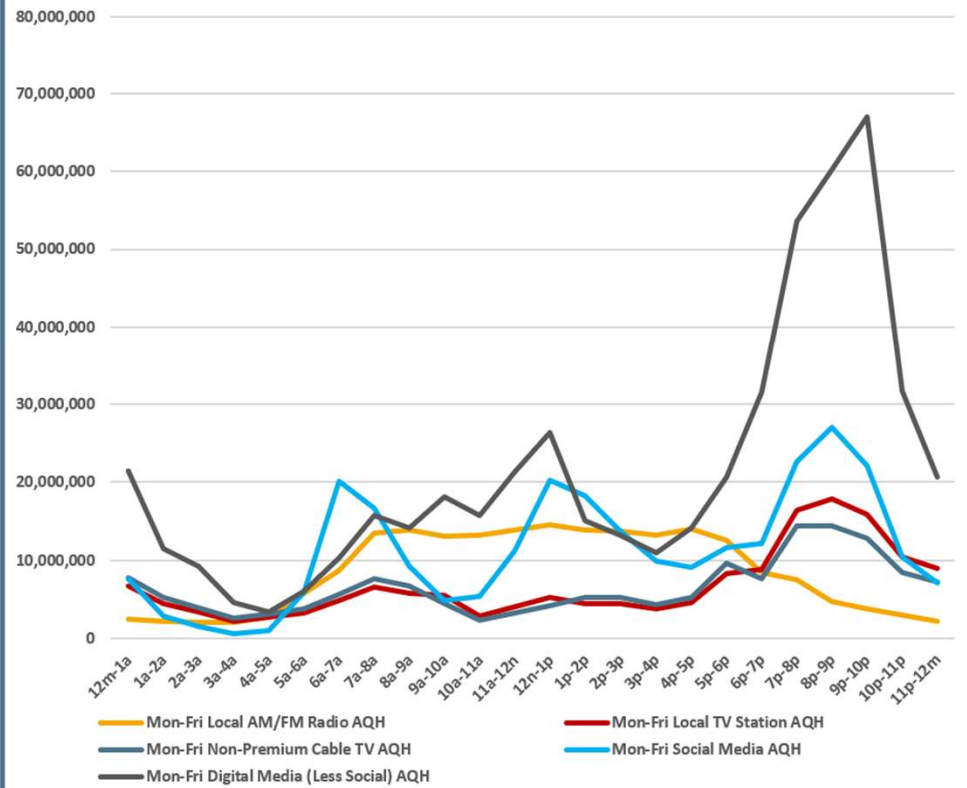


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,772,723; Social Media: 3,635,425; Local Radio: 3,339,424; Non-Prem. Cable: 1,304,873; Local TV: 1,104,690 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS"

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



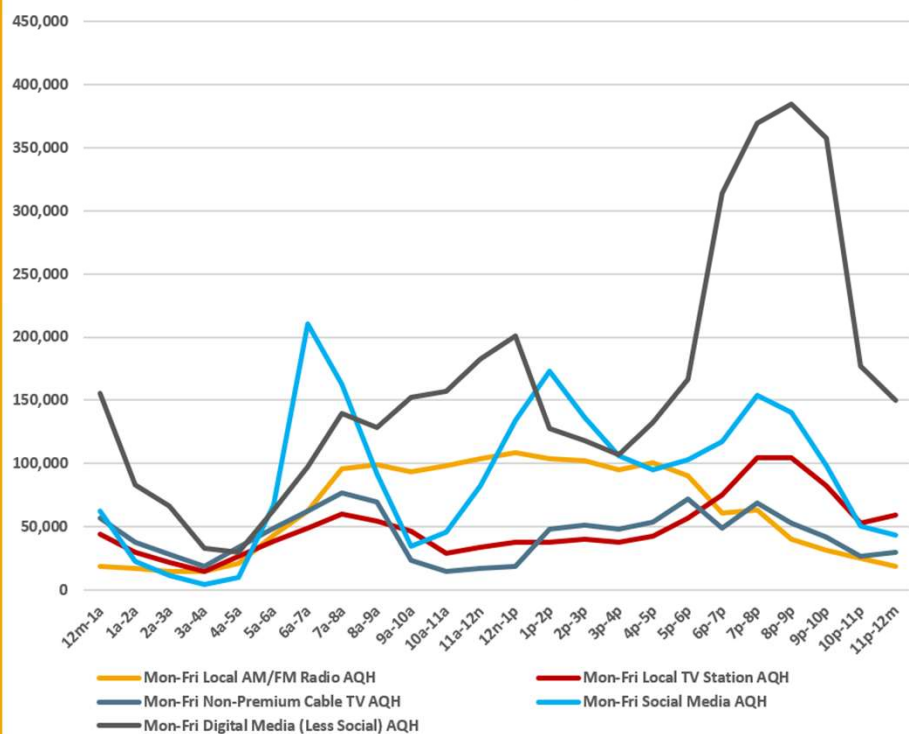
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older**



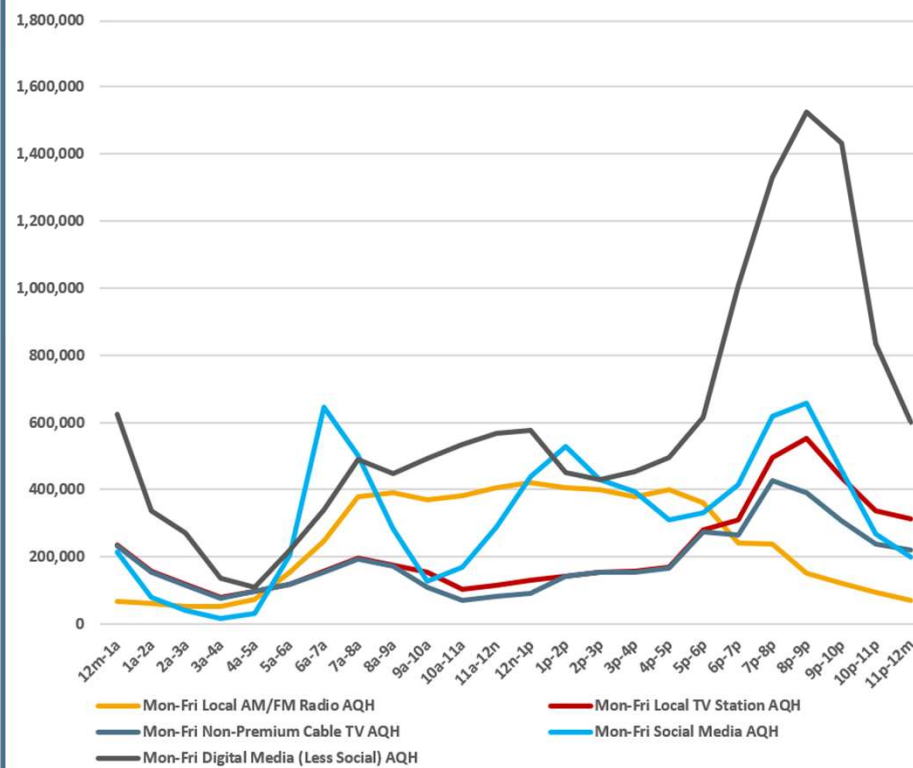


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 155,798; Social Media: 114,898; Local Radio: 93,420; Non-Prem. Cable: 46,612; Local TV: 46,235 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 A)

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



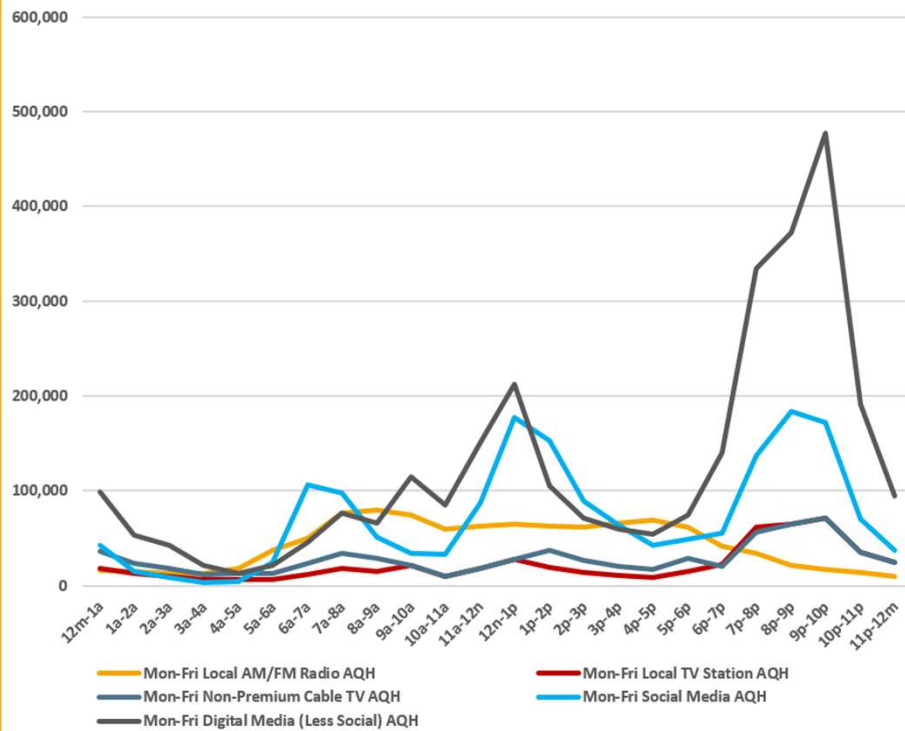
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHI Metro Area Adults 18 or older**



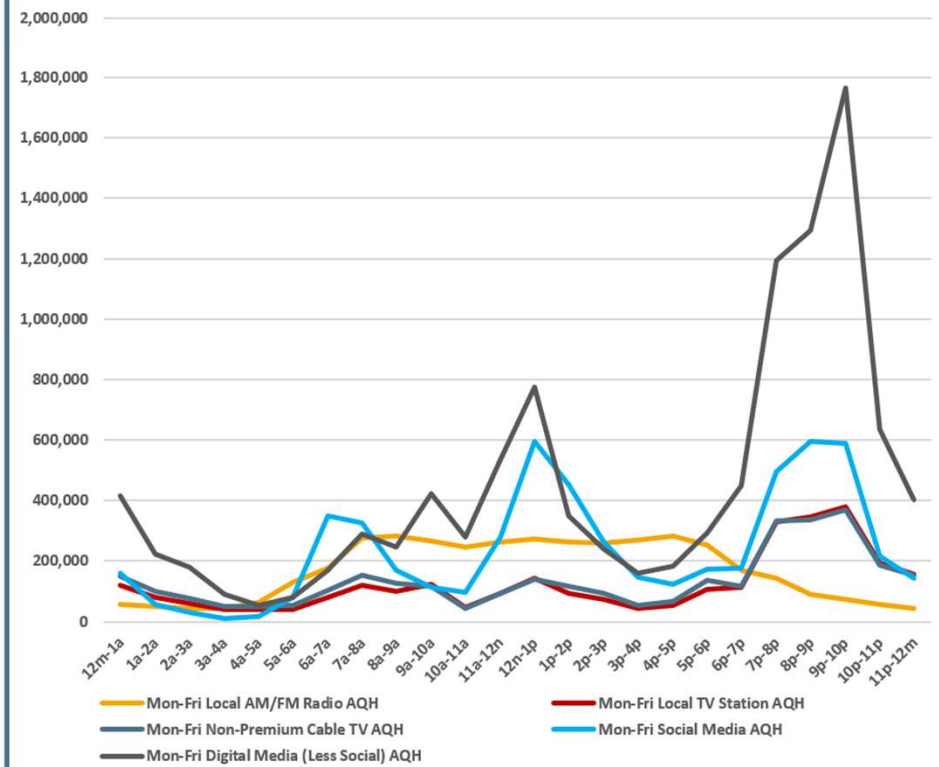


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 96,533; Social Media: 79,866; Local Radio: 63,888; Non-Prem. Cable: 24,160; Local TV: 16,276 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adu

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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,548
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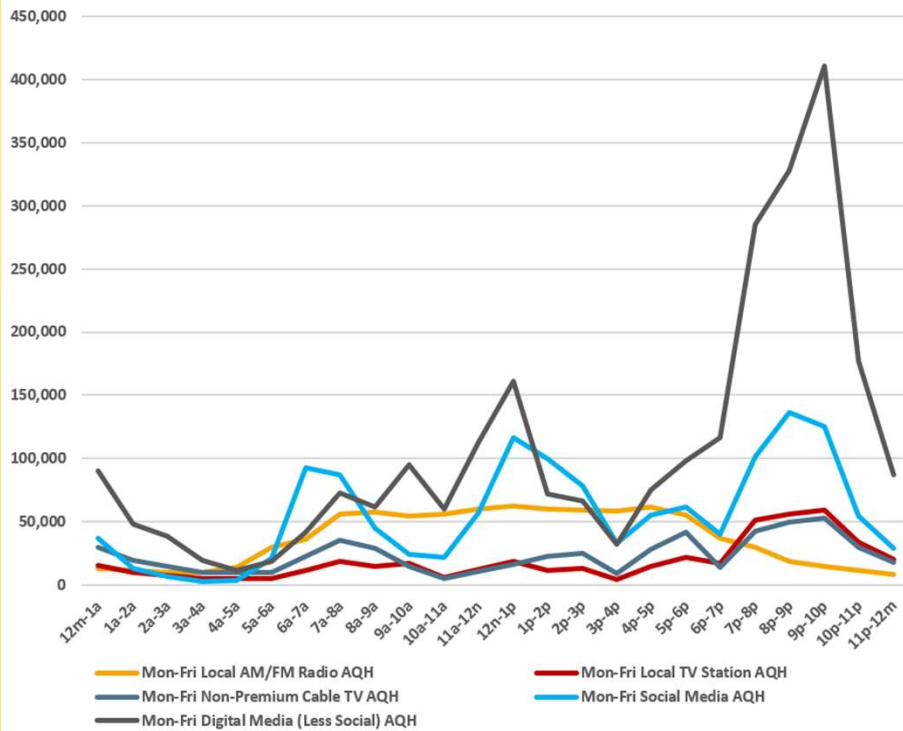
soefa.ai Share of Everything
for Anything

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

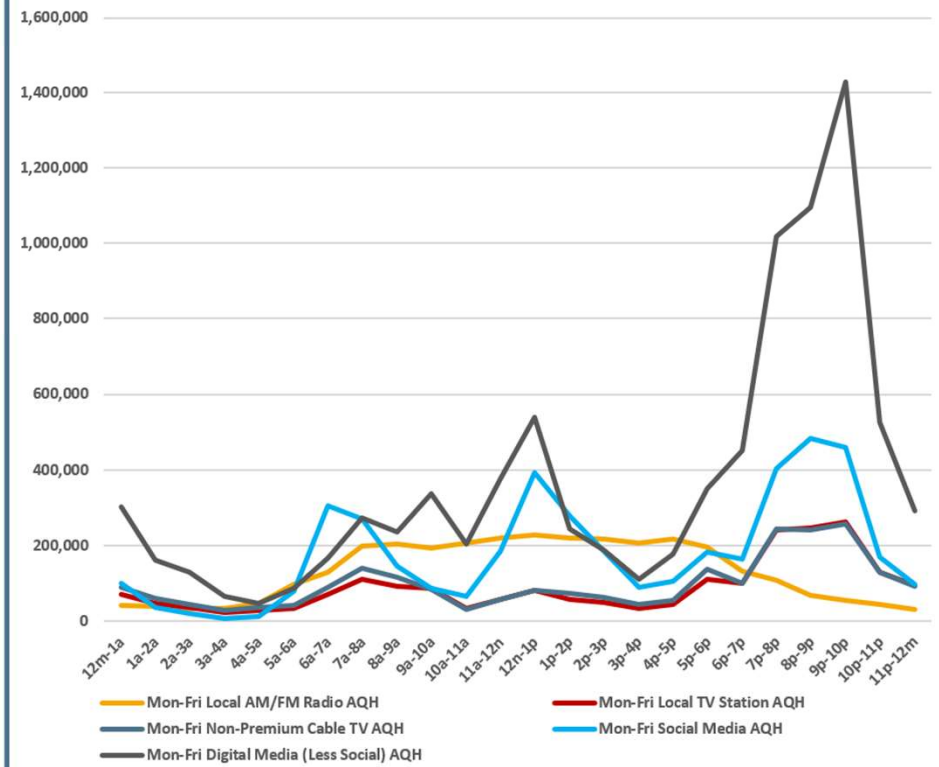


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 82,140; Social Media: 62,621; Local Radio: 55,099; Non-Prem. Cable: 21,354; Local TV: 14,017 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adu

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



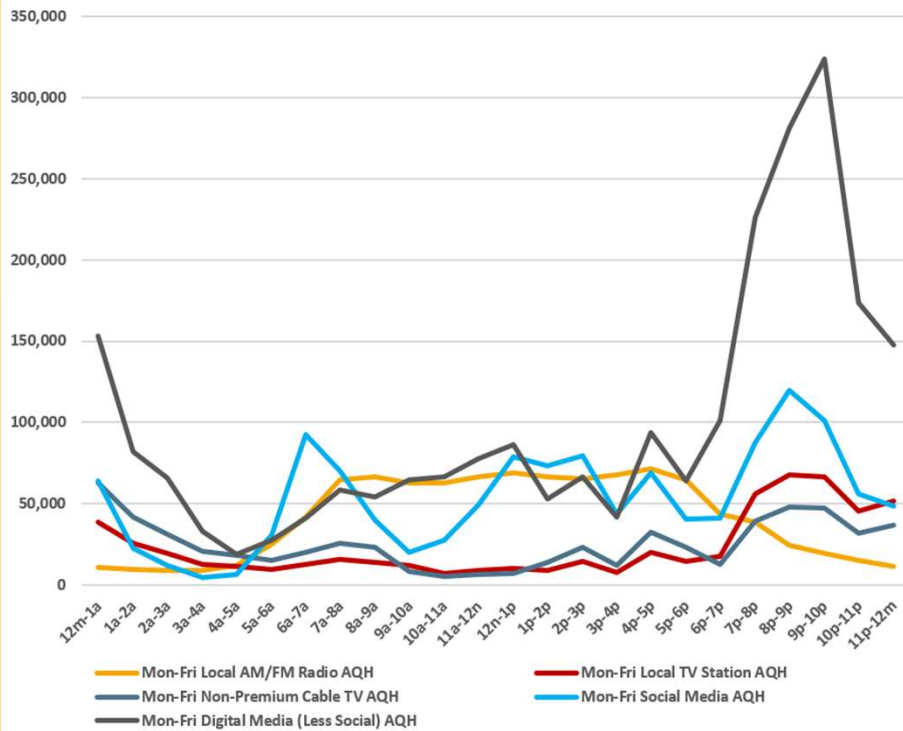
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older**



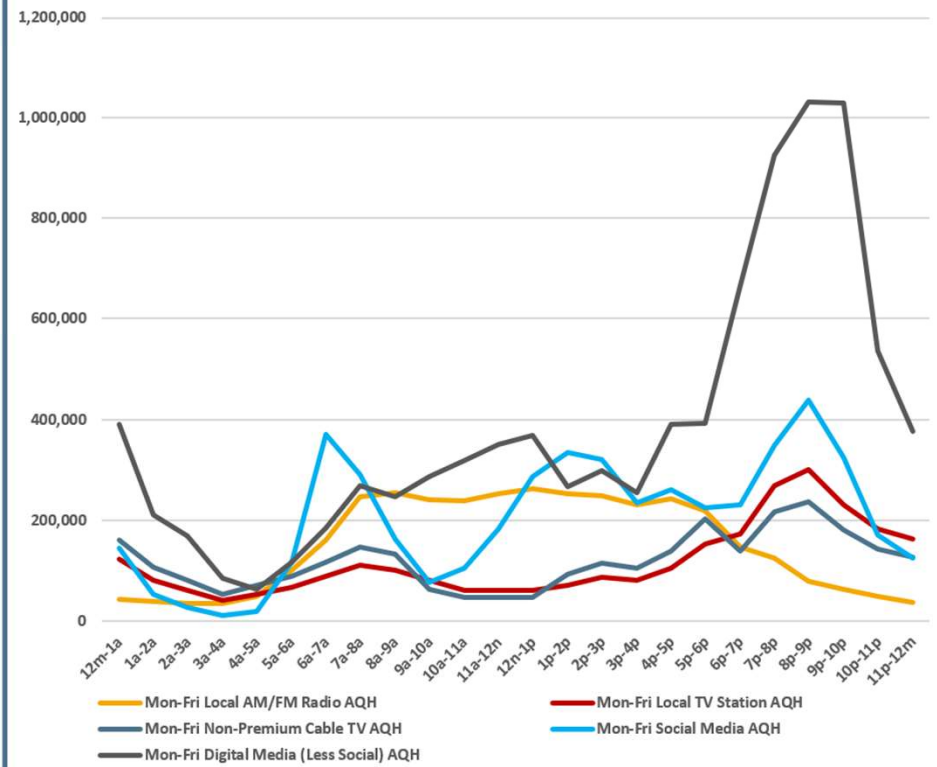


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 66,891; Local Radio: 62,637; Social Media: 55,862; Non-Prem. Cable: 16,545; Local TV: 12,719 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adu

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



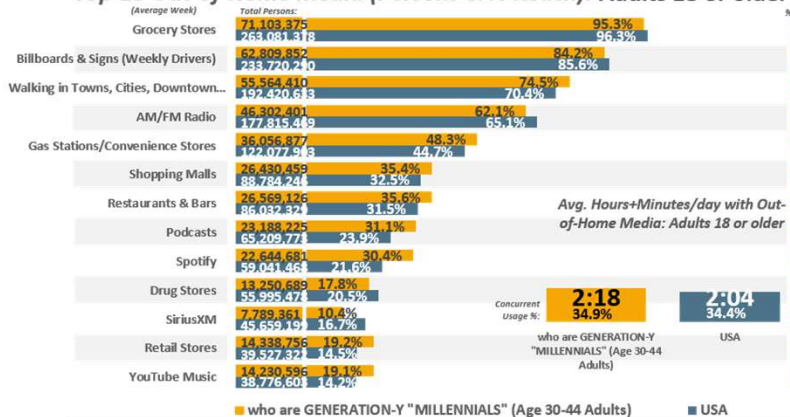
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older**



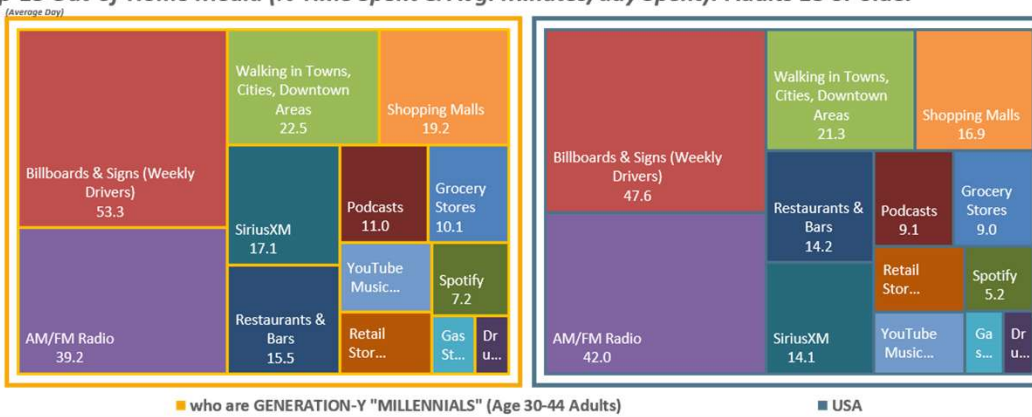


62,809,852 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/

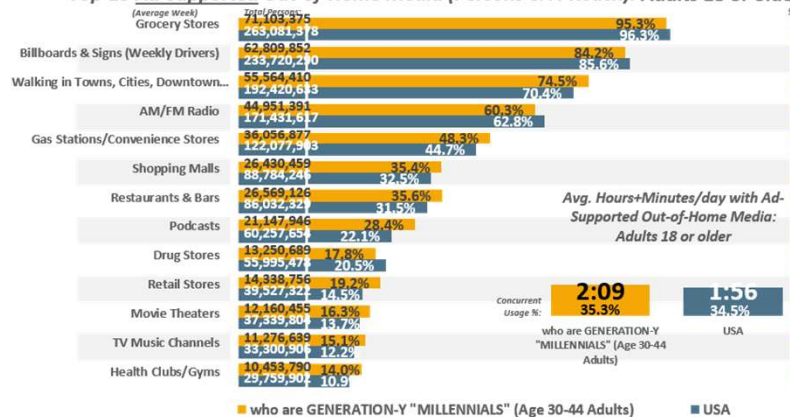
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



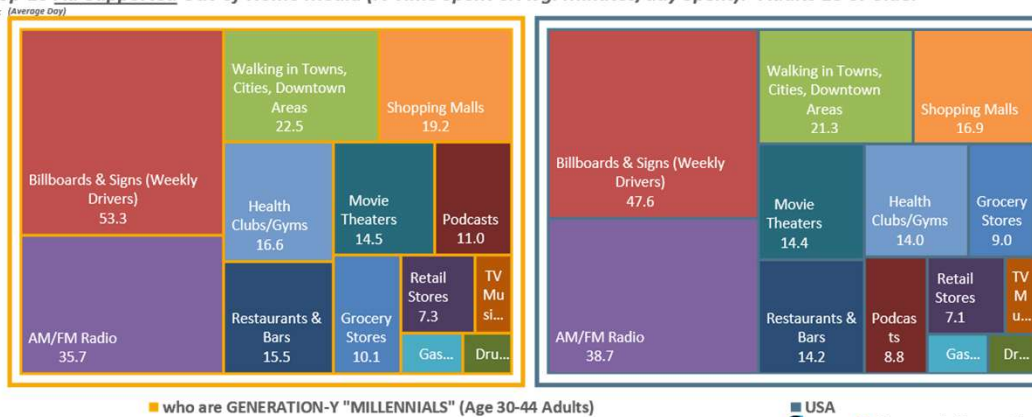
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

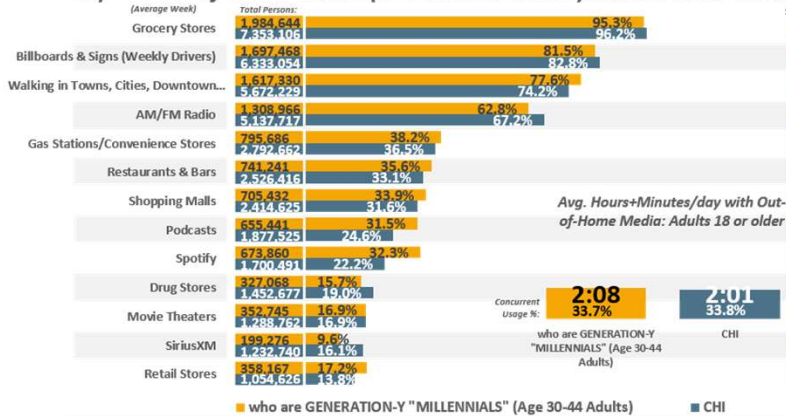
soefa.ai Share of Everything for Anything

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

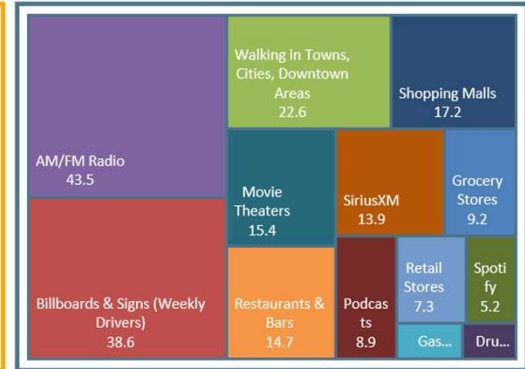
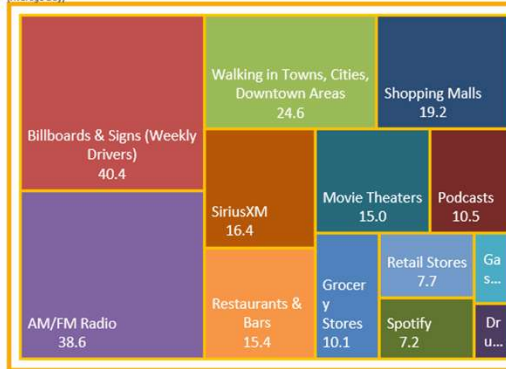


1,697,468 or 81.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 40.4 minutes per day driving, seeing Billboards and Signs. 61.2% Listen to Local Radio Stations Out-of-Home for an average of 35.1 minutes/d

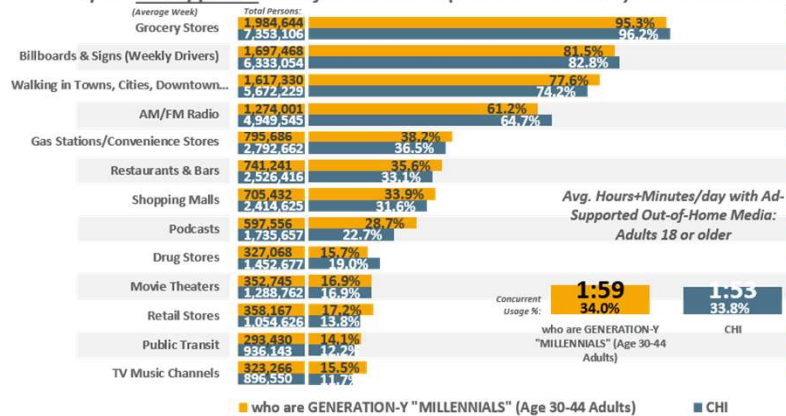
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



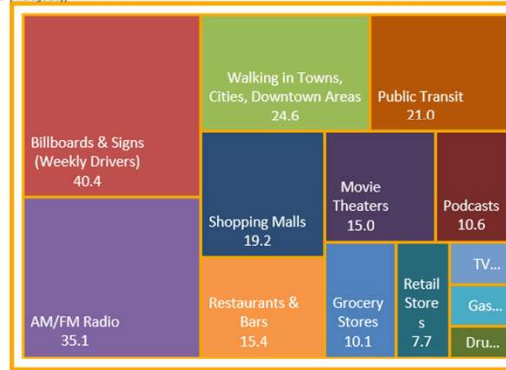
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



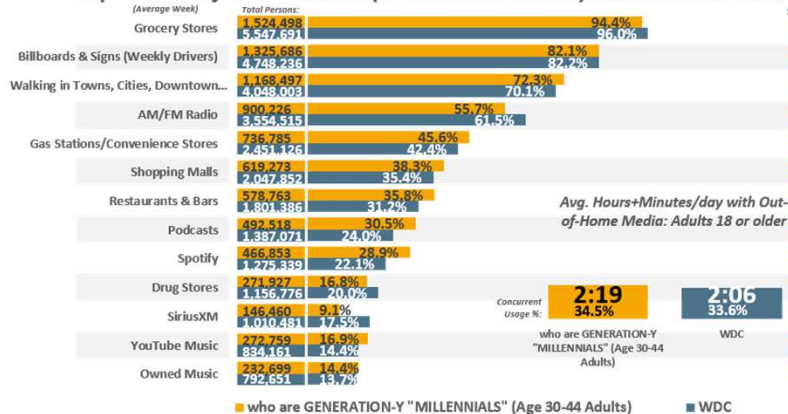
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



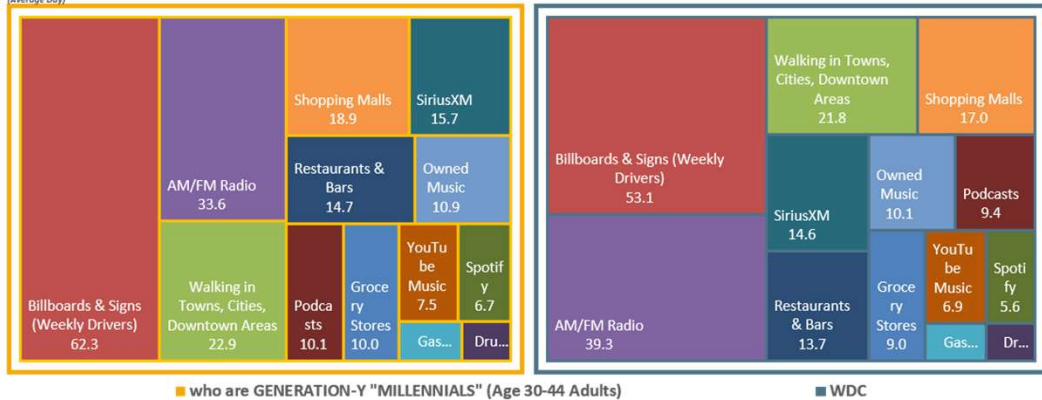


1,325,686 or 82.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 62.3 minutes per day driving, seeing Billboards and Signs. 53.8% Listen to Local Radio Stations Out-of-Home for an average of 30.4 minutes/d

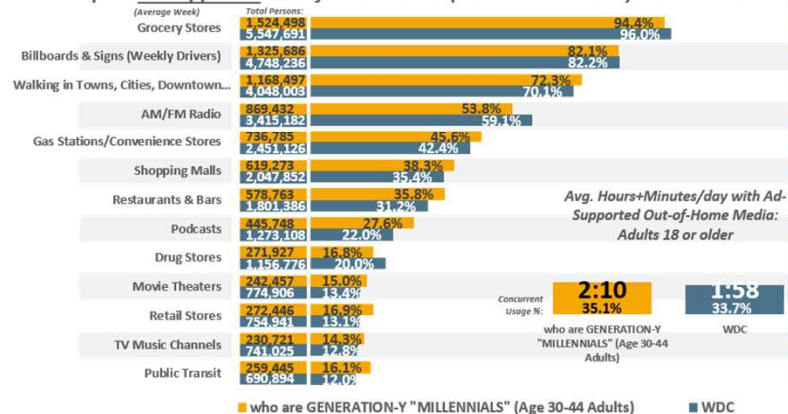
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



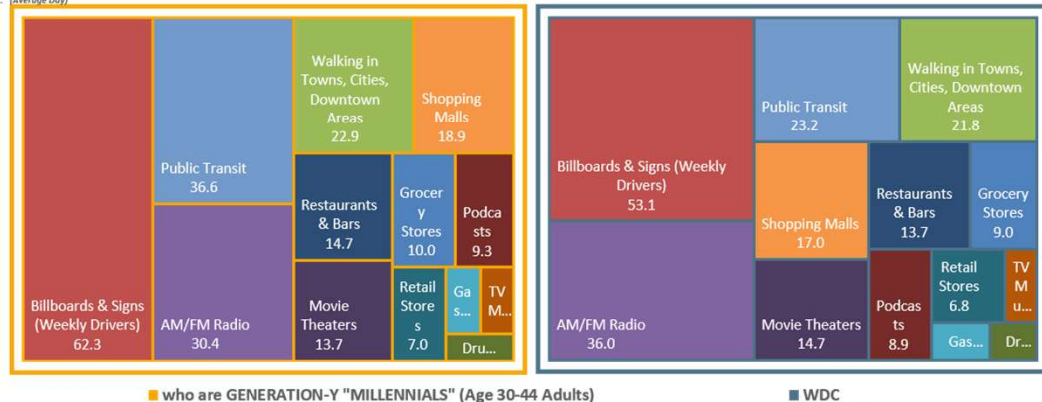
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



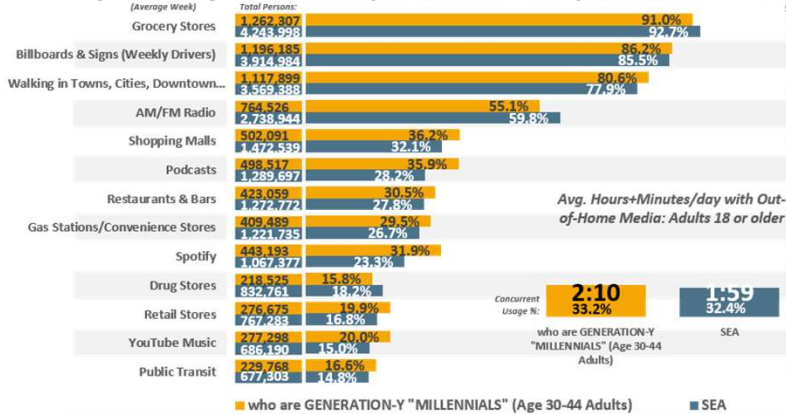
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



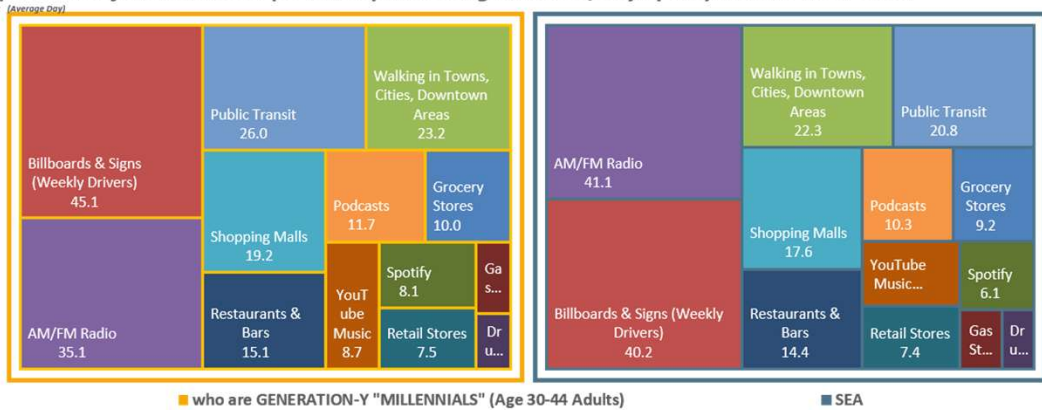


1,196,185 or 86.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 45.1 minutes per day driving, seeing Billboards and Signs. 53.6% Listen to Local Radio Stations Out-of-Home for an average of 31.4 minutes/d

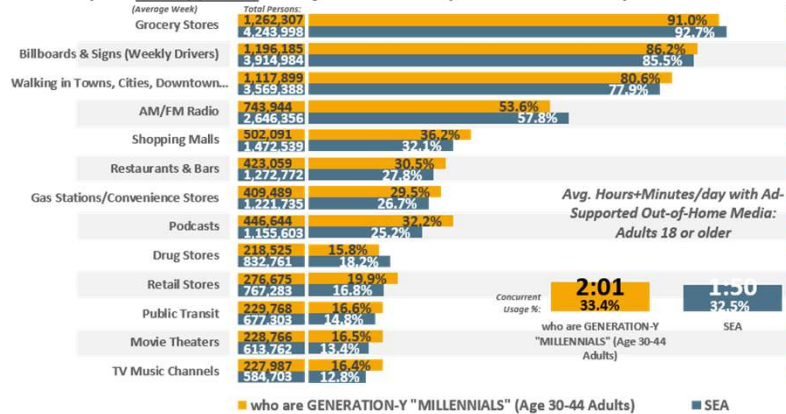
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



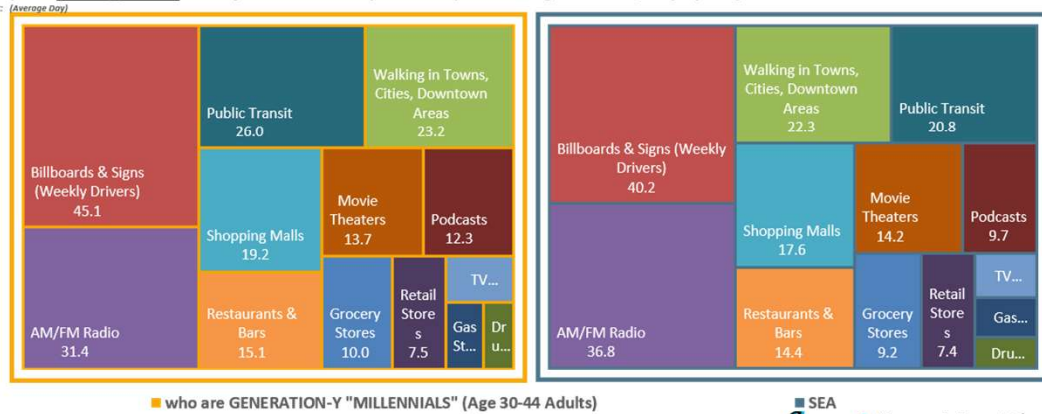
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



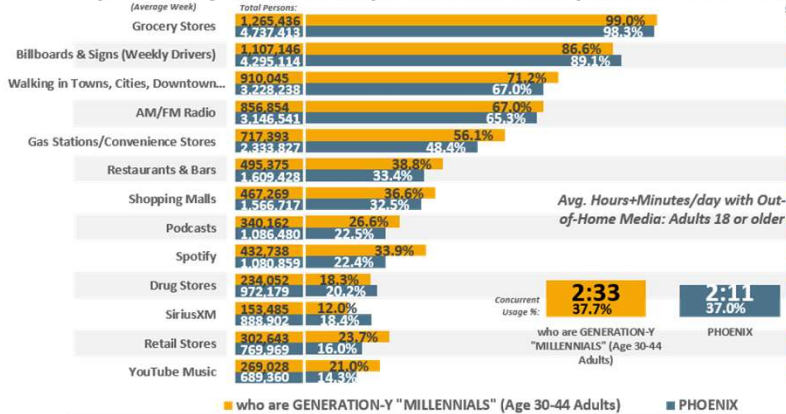
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





1,107,146 or 86.6% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 62.1 minutes per day driving, seeing Billboards and Signs. 65.4% Listen to Local Radio Stations Out-of-Home for an average of 41.4 minutes/d

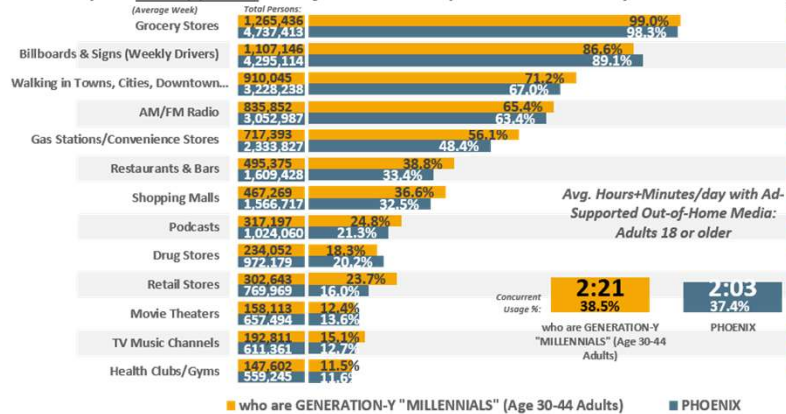
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



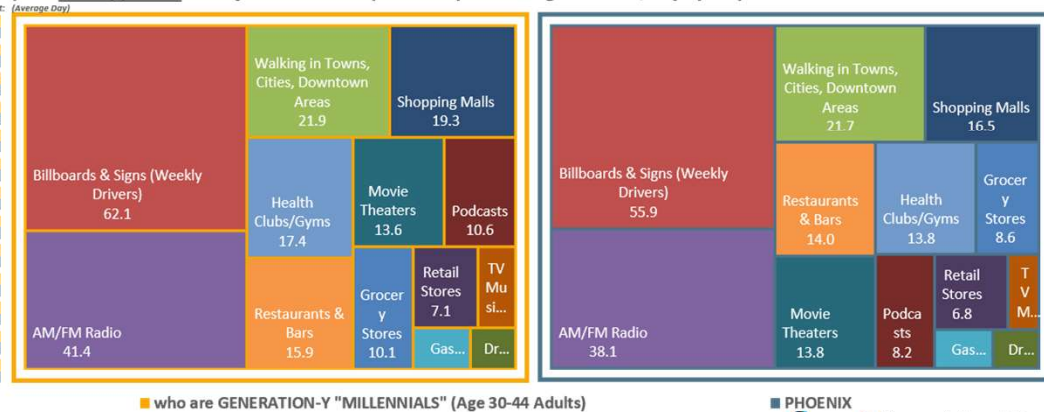
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



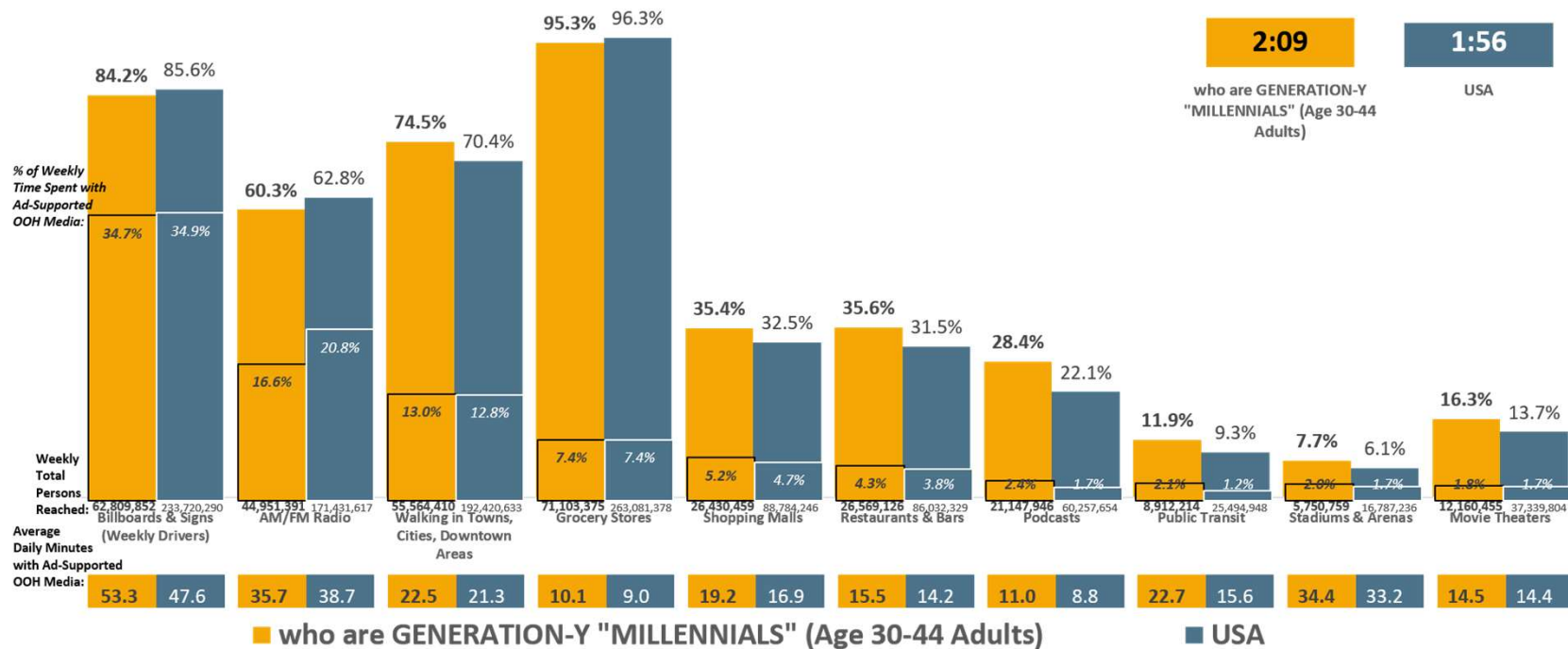


62,809,852 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

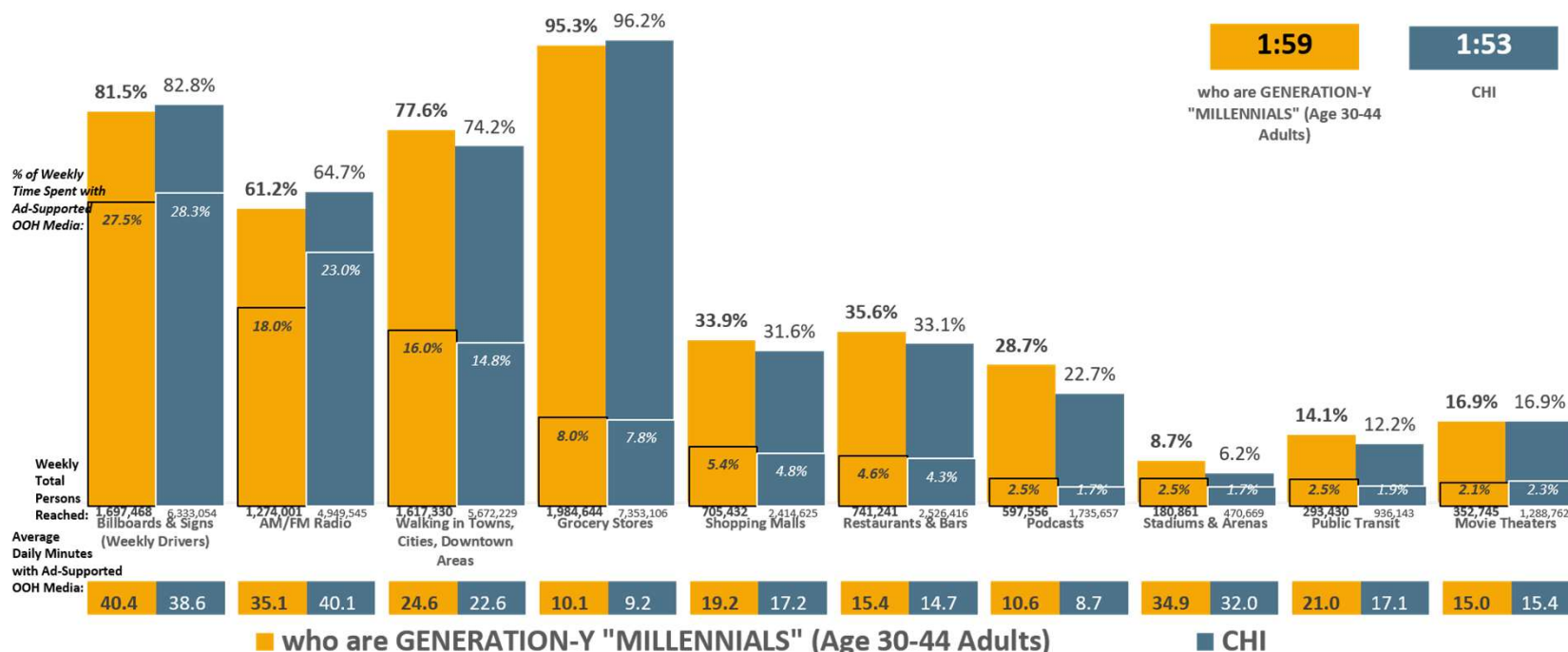


1,697,468 or 81.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 40.4 minutes per day driving, seeing Billboards and Signs representing 27.5% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:59
who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)

1:53
CHI

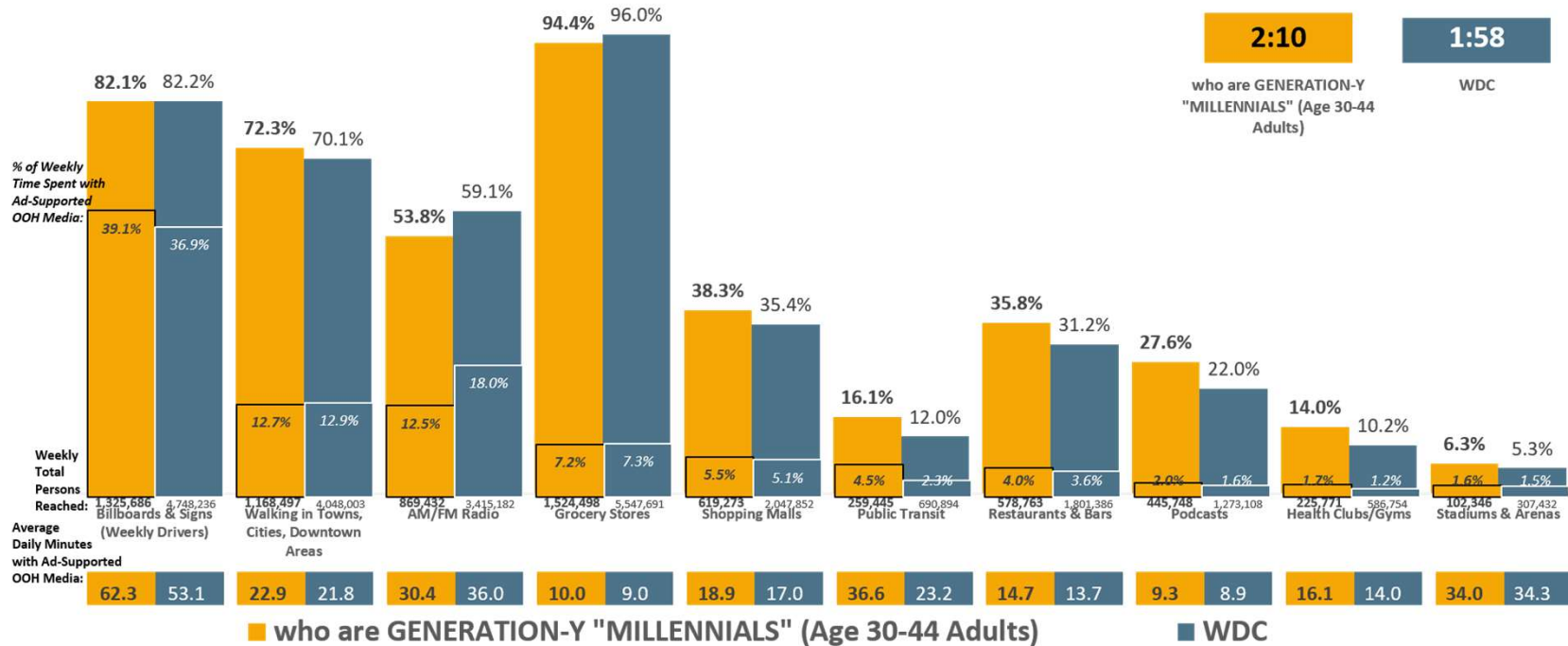


1,325,686 or 82.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 62.3 minutes per day driving, seeing Billboards and Signs representing 39.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 1,548 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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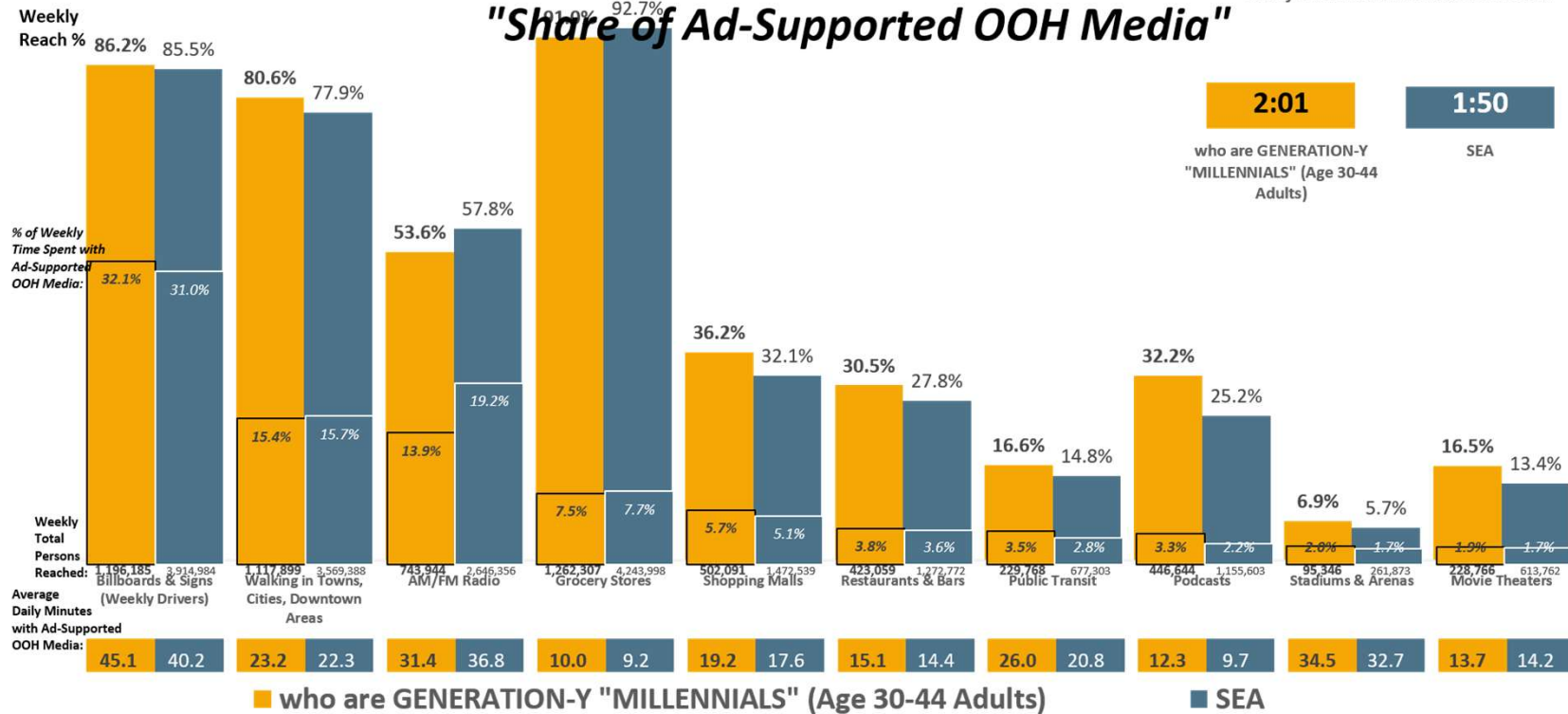
soefa.ai Share of Everything for Anything

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



1,196,185 or 86.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 45.1 minutes per day driving, seeing Billboards and Signs representing 32.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 997 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

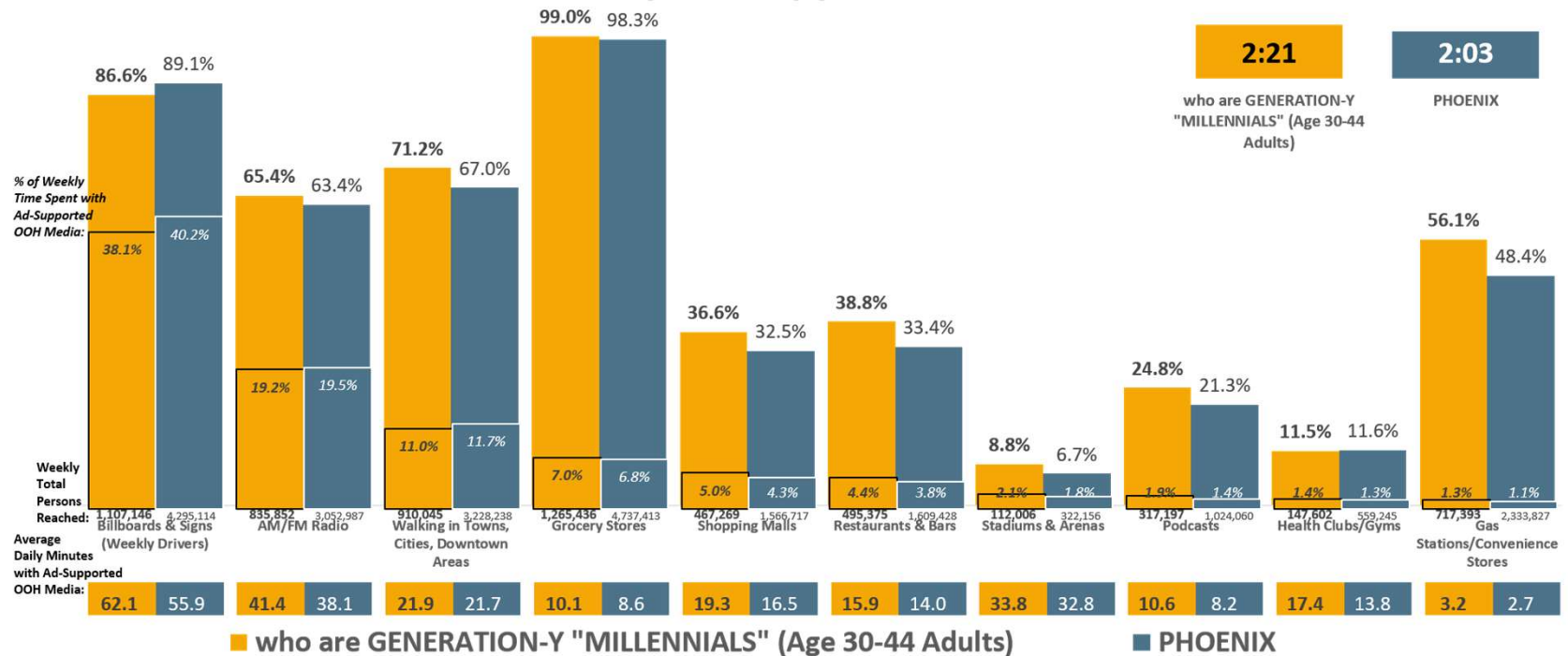


1,107,146 or 86.6% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 62.1 minutes per day driving, seeing Billboards and Signs representing 38.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 597
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

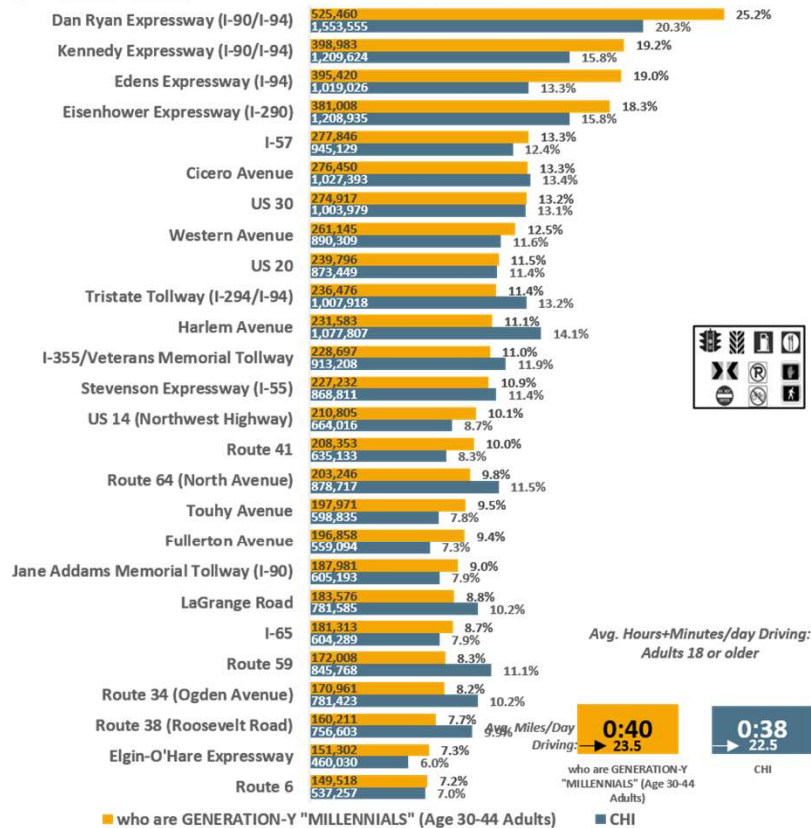
soefa.ai Share of Everything for Anything

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

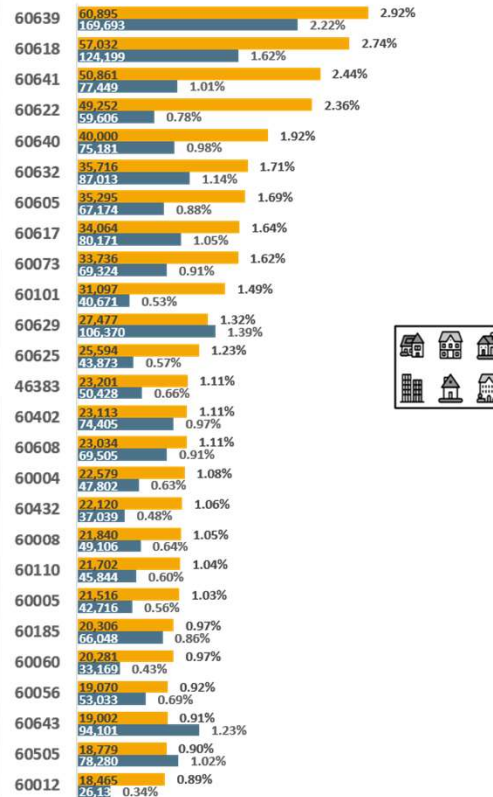


1,697,468 or 81.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)
 spend an average of 40.4 minutes per day driving an average of 23.5 miles each day and are 42.4%
 more likely to use Edens Expressway (I-94) than the Metro avera

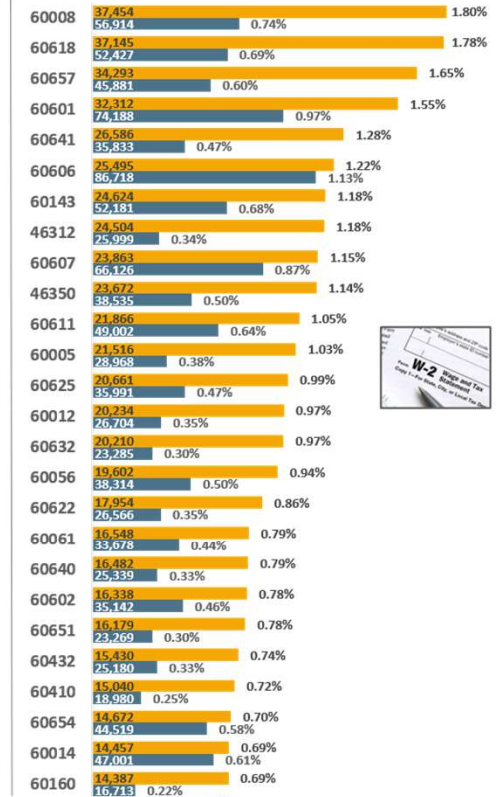
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



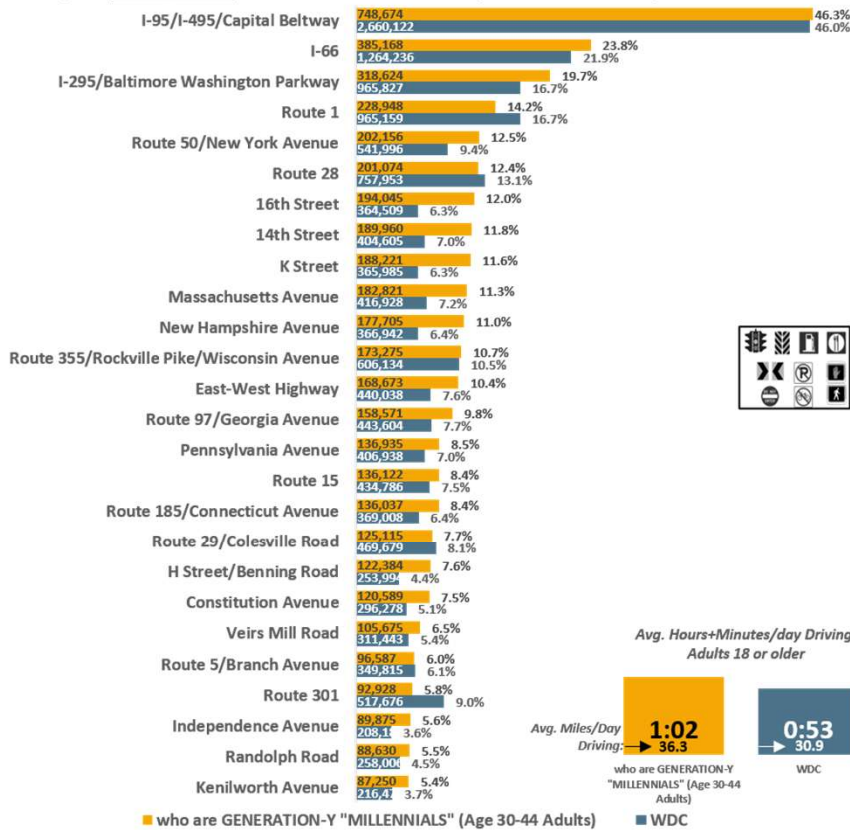
Top-26 Employment Zip Codes: Adults 18 or older





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

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

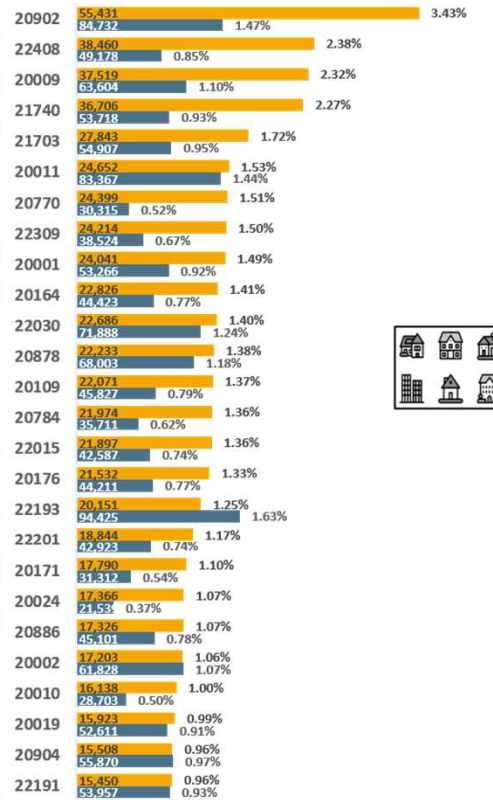


Avg. Hours+Minutes/day Driving:
Adults 18 or older

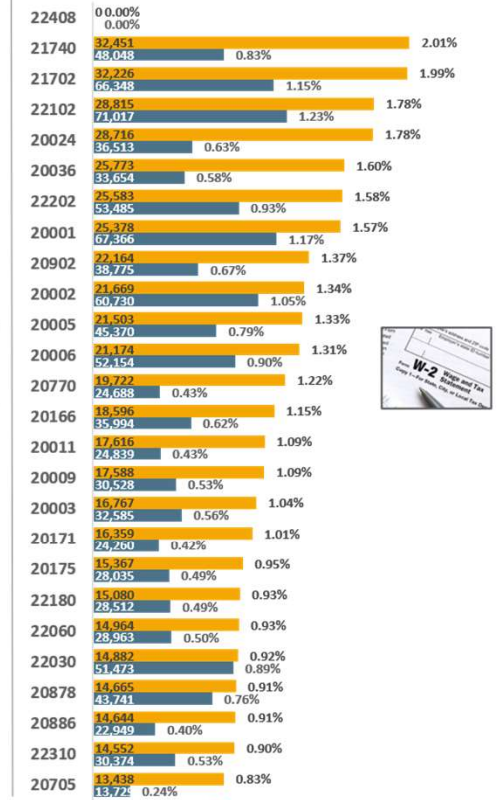


who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

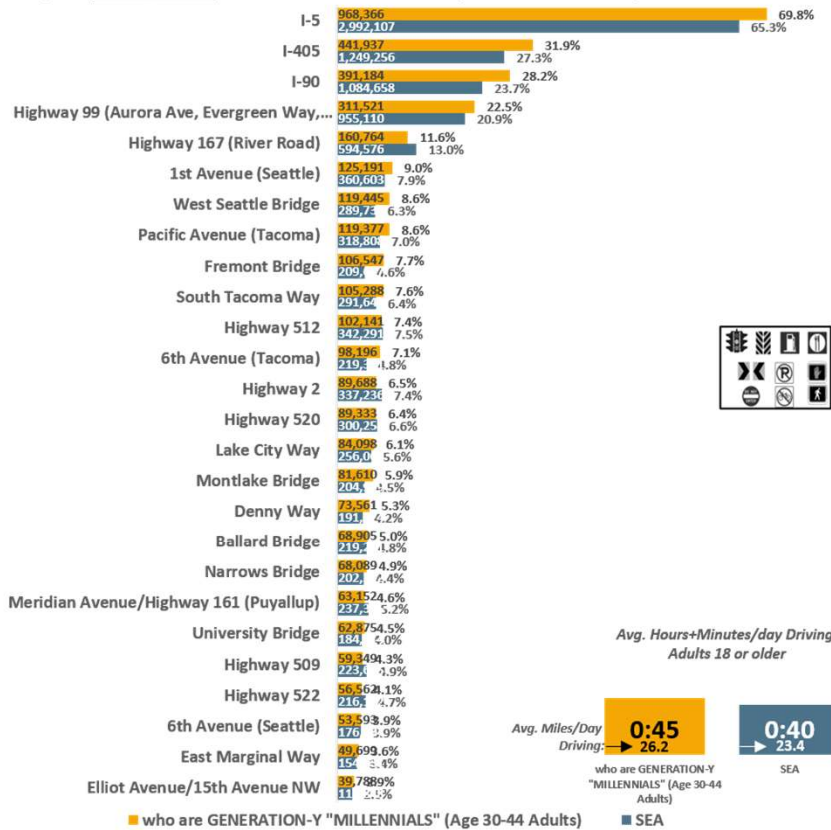


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1,196,185 or 86.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 45.1 minutes per day driving an average of 26.2 miles each day and are 67.7% more likely to use Fremont Bridge than the Metro average.

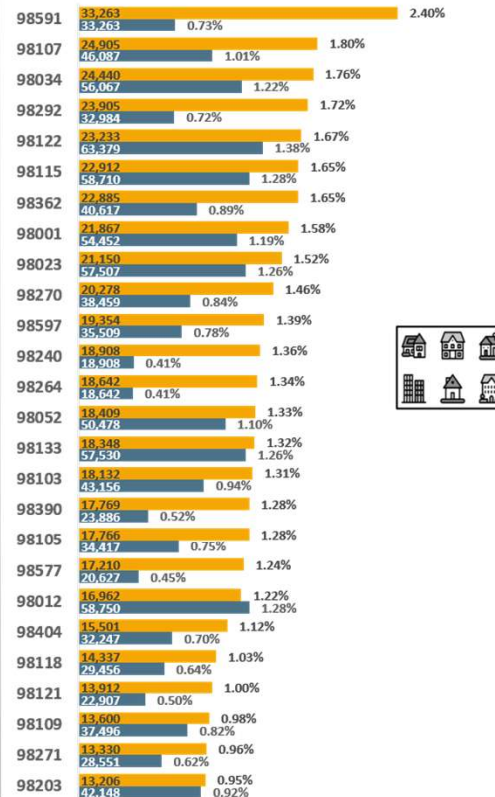
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



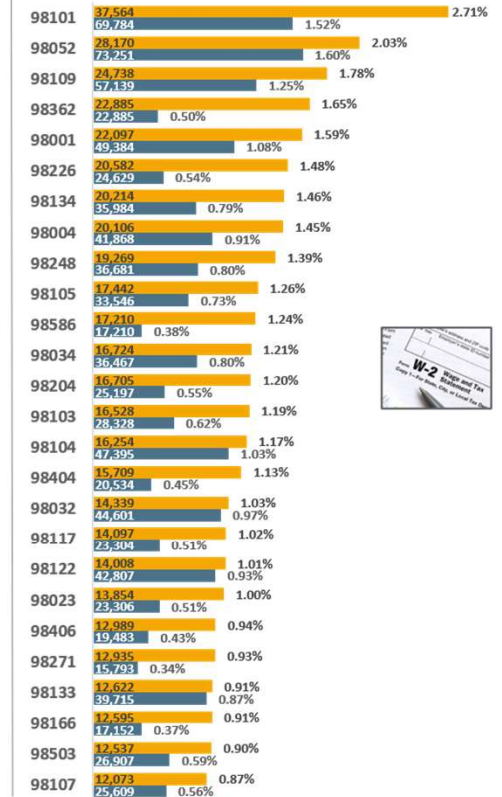
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

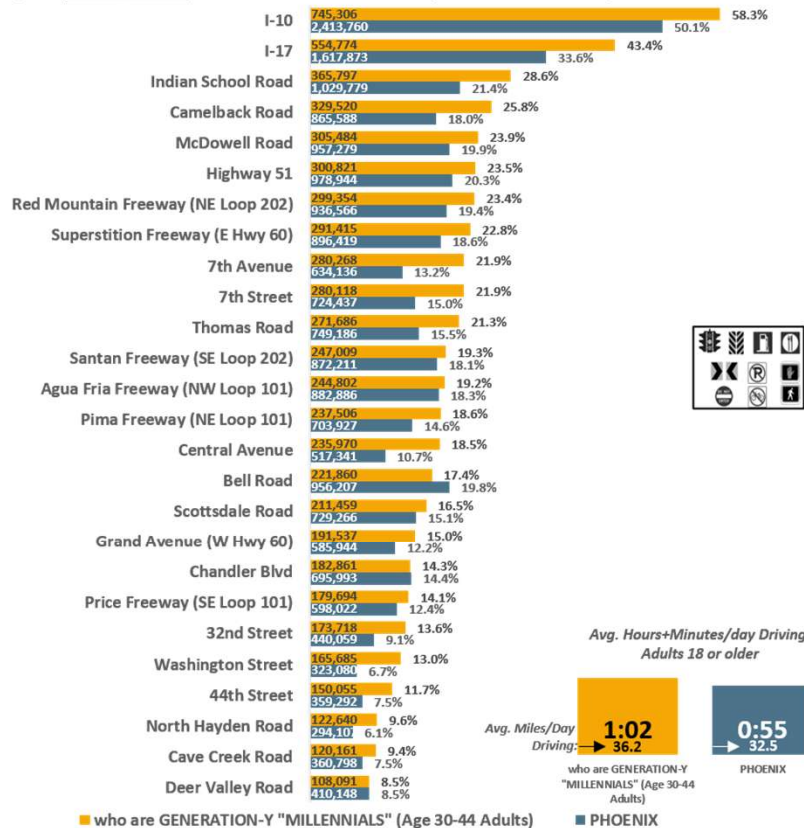


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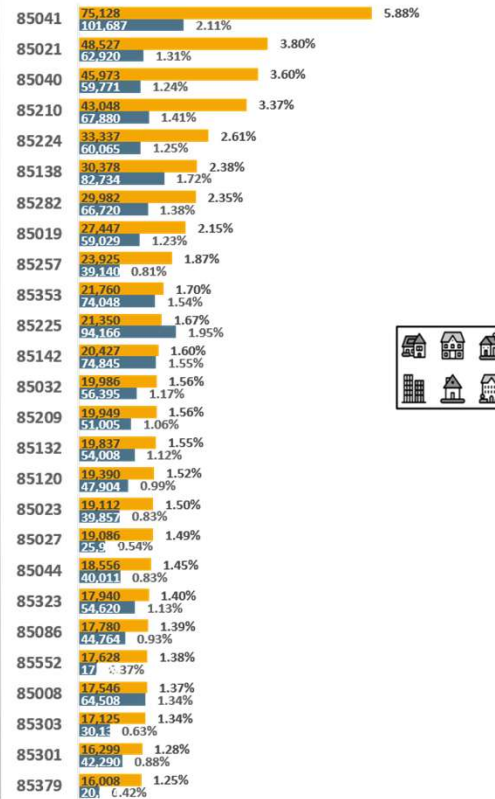


1,107,146 or 86.6% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 62.1 minutes per day driving an average of 36.2 miles each day and are 71.9% more likely to use Central Avenue than the Metro average.

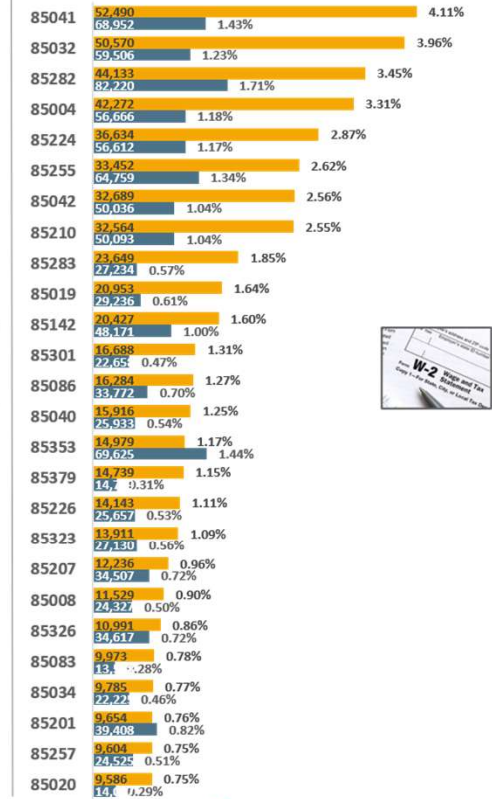
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



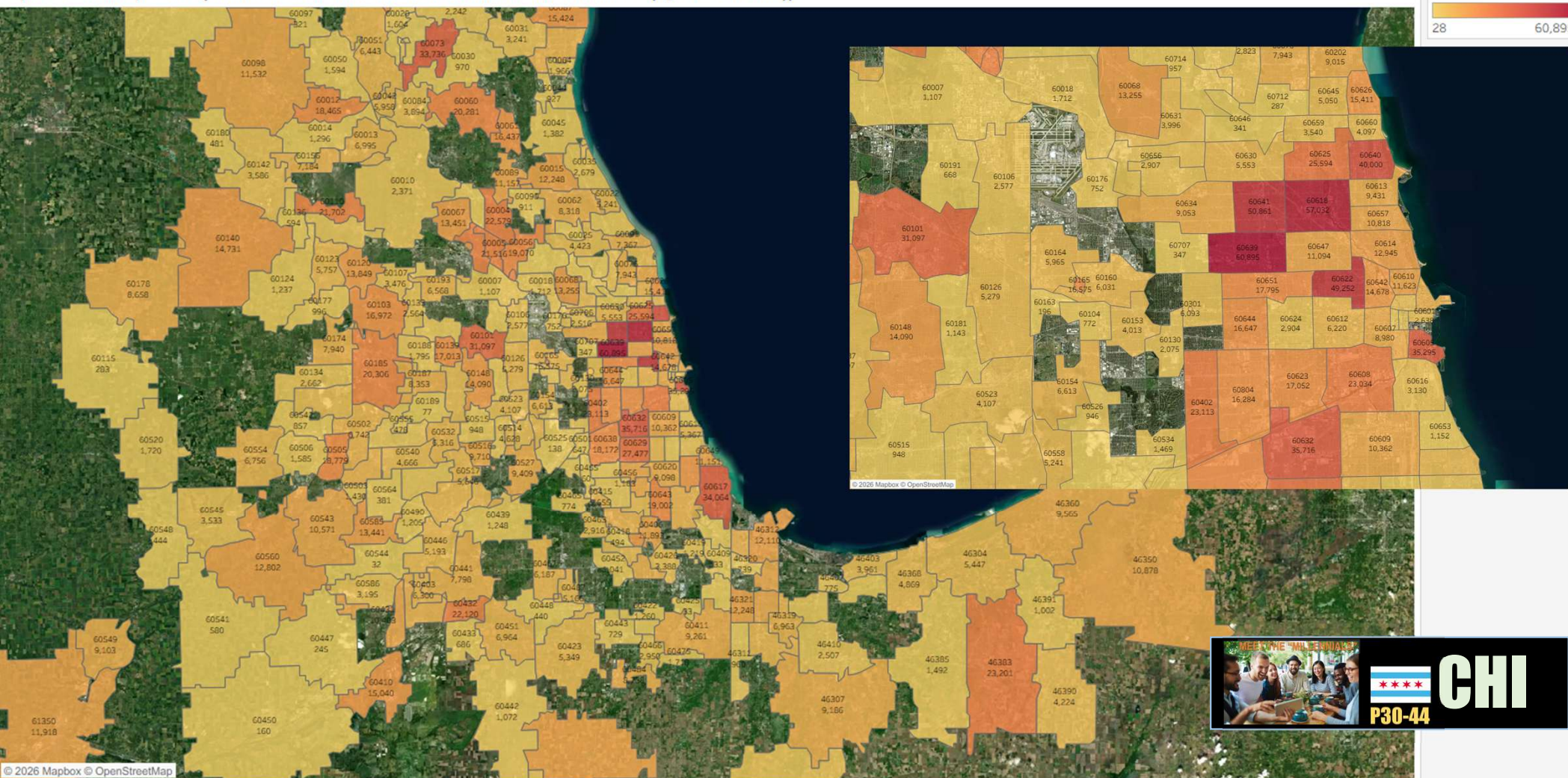
Top-26 Residential Zip Codes: Adults 18 or older



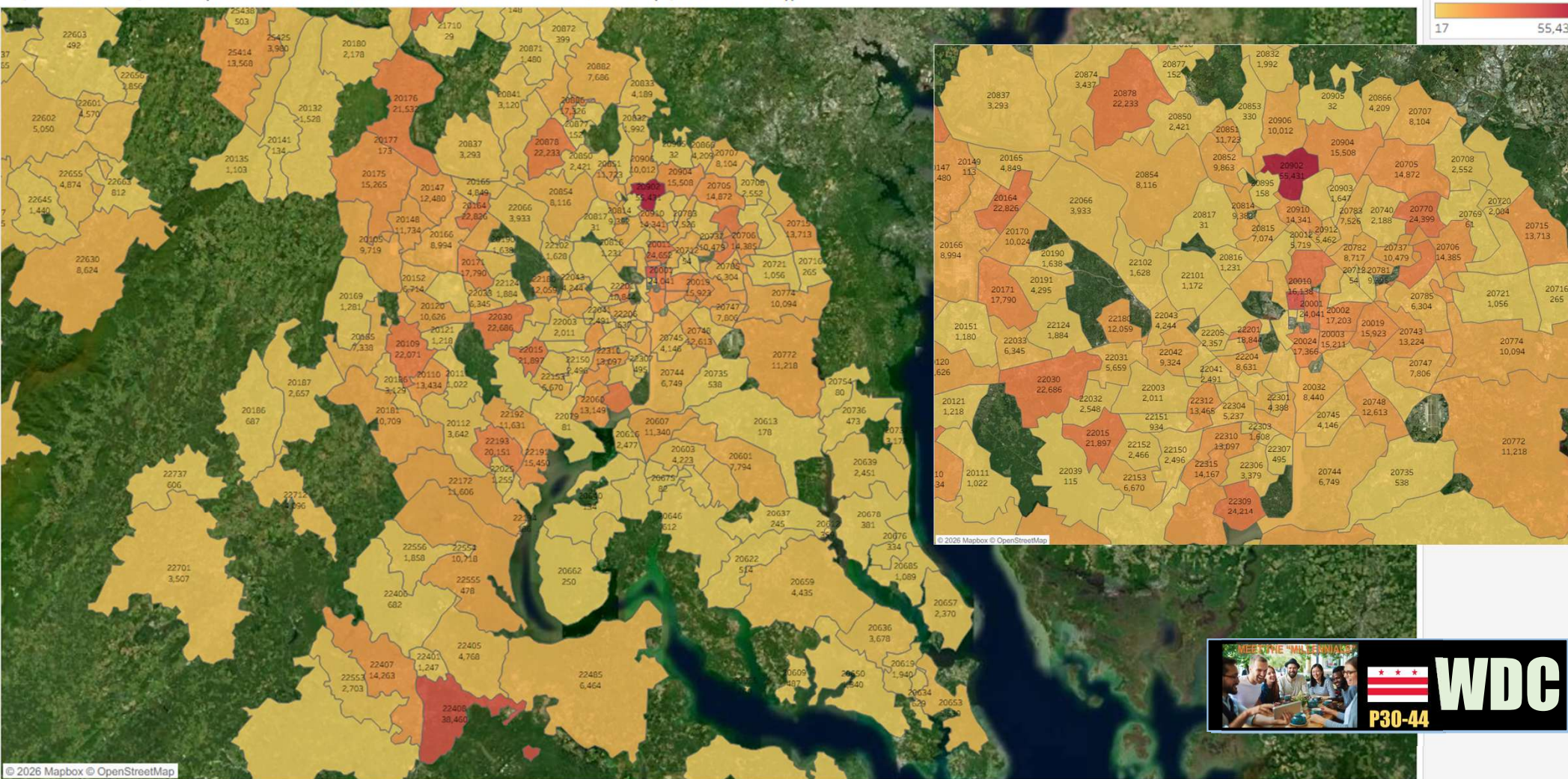
Top-26 Employment Zip Codes: Adults 18 or older



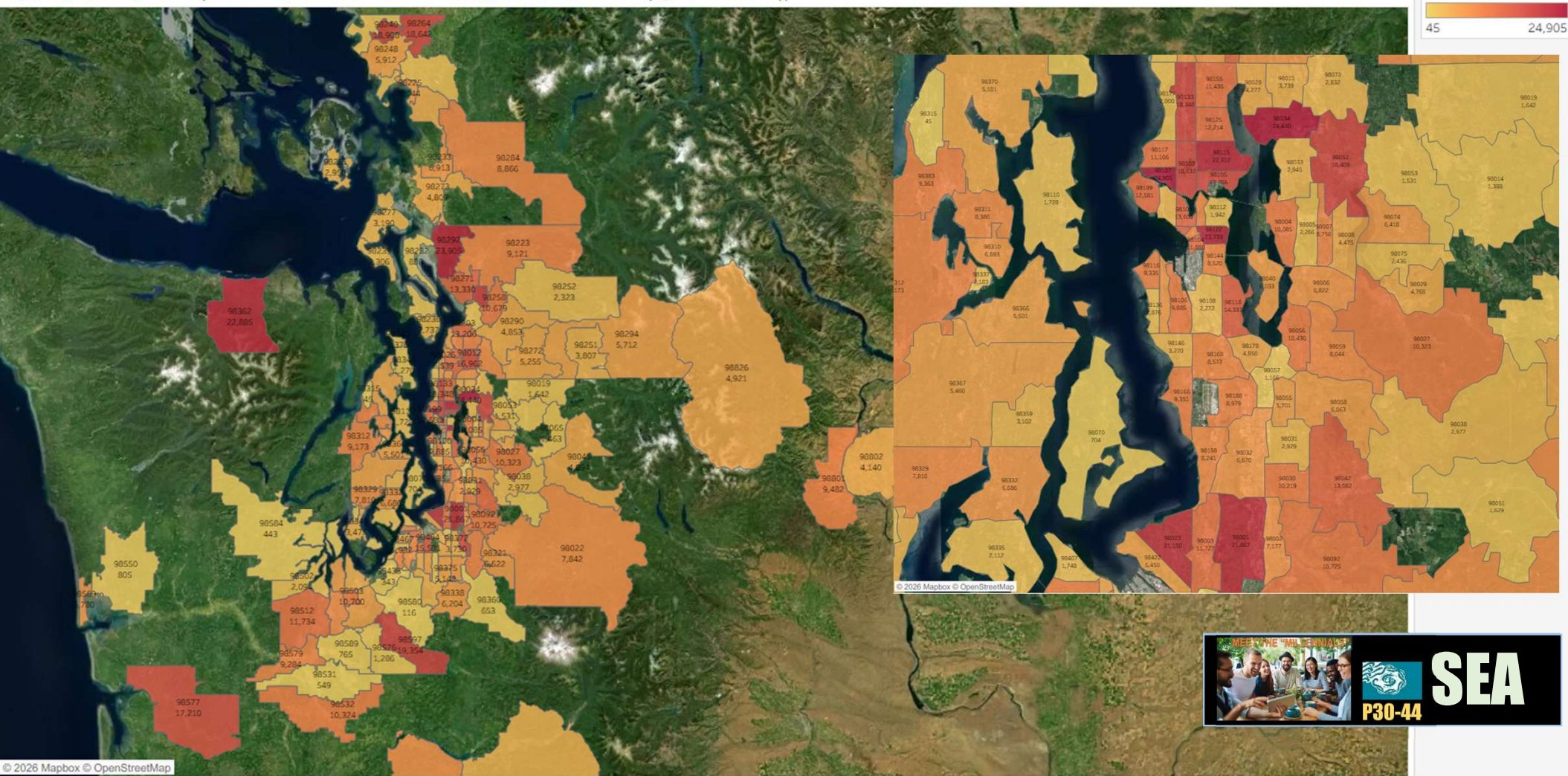
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults))



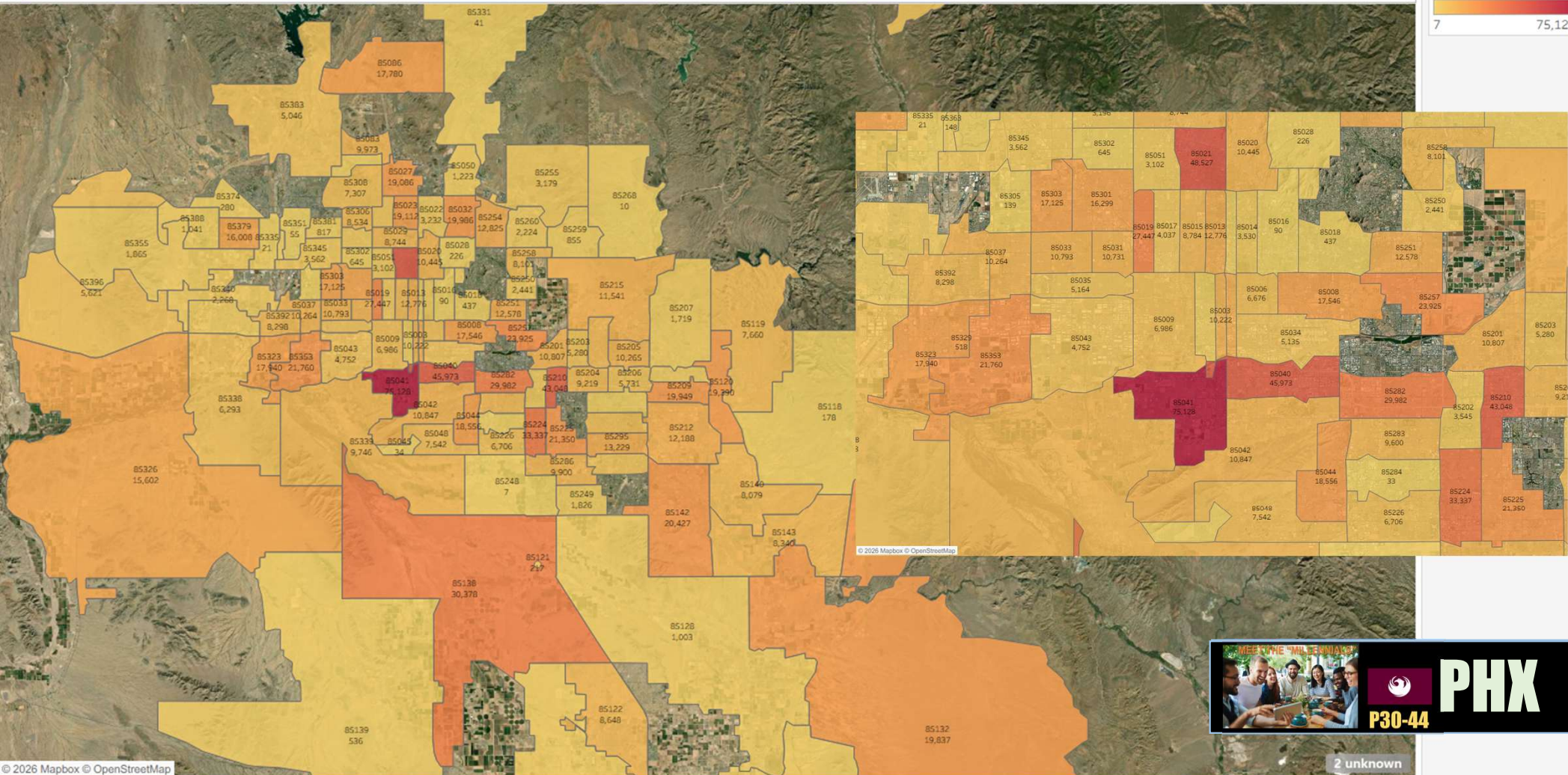
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults))



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



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

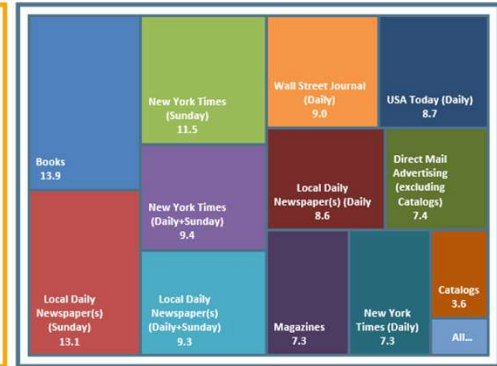
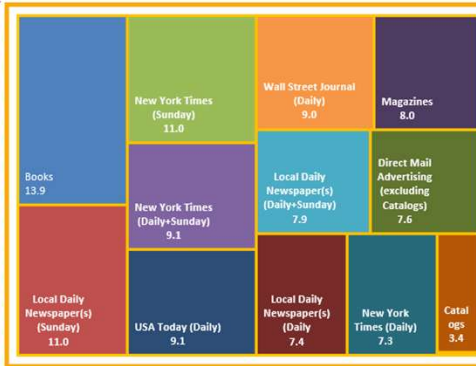
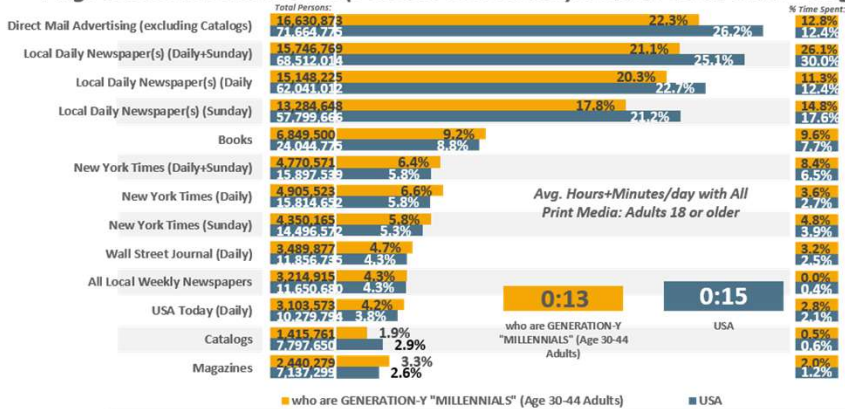


(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

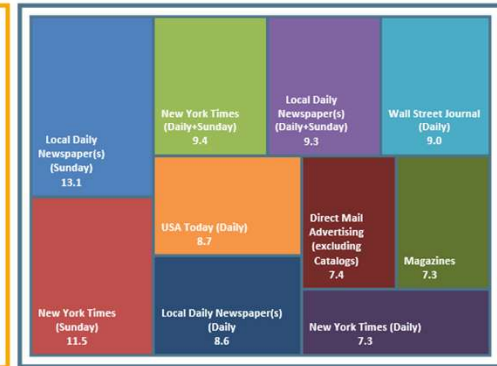
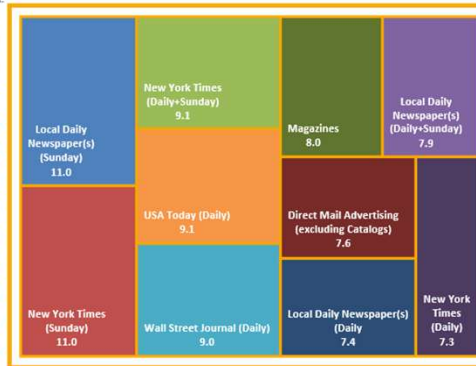
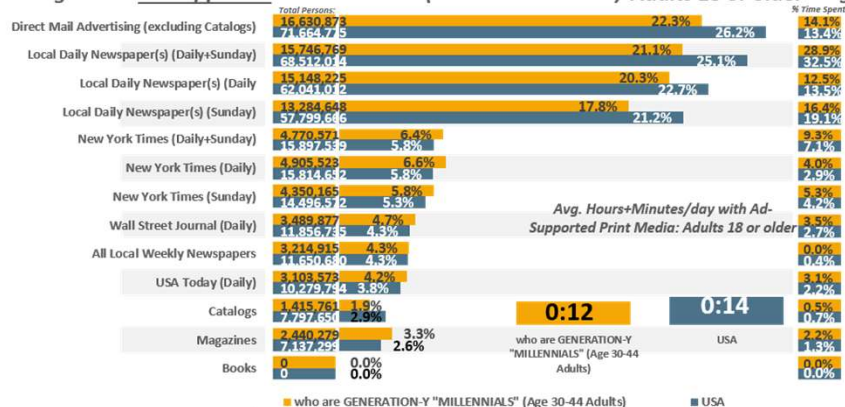


15,746,769 or 21.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



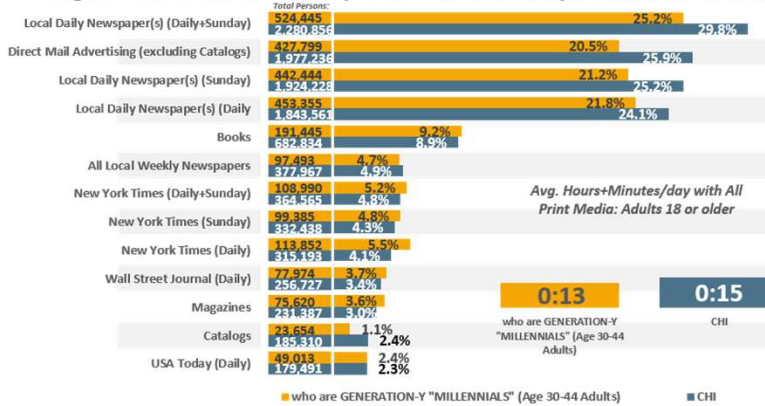
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



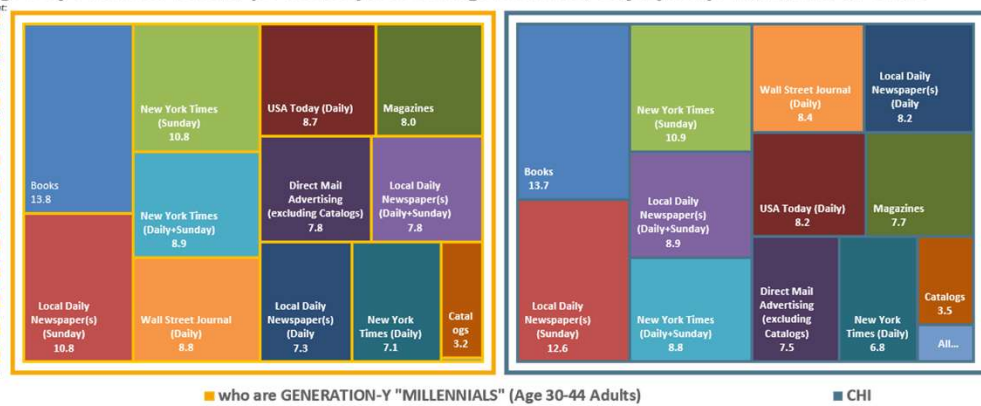


524,445 or 25.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 32.3% of all time spent daily with All forms of Print Media.

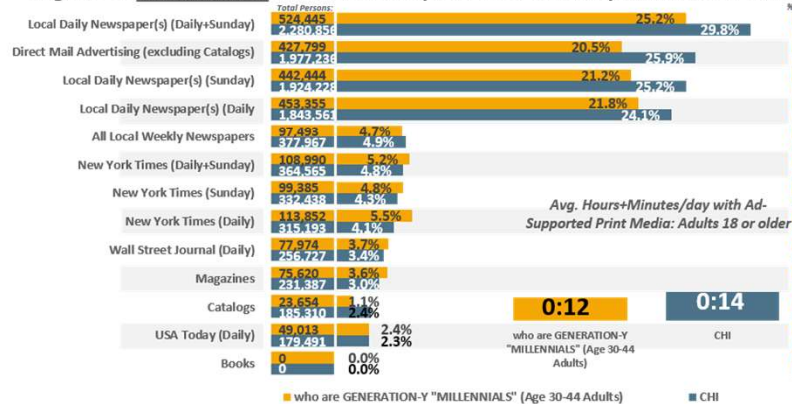
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



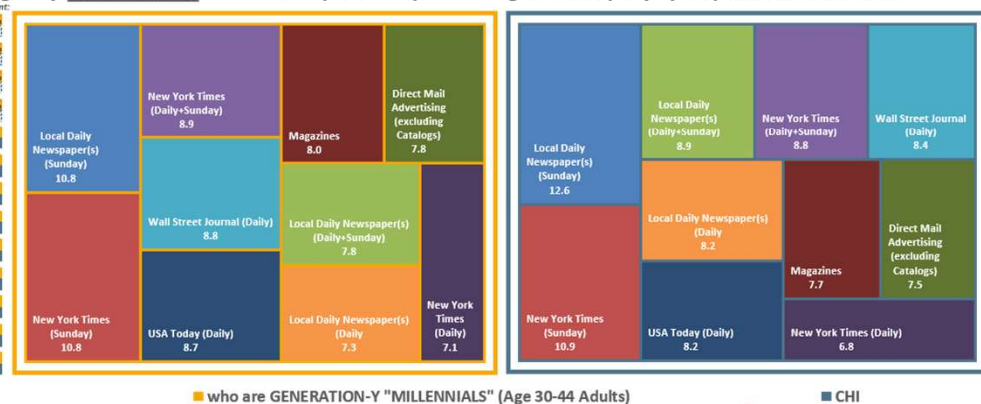
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



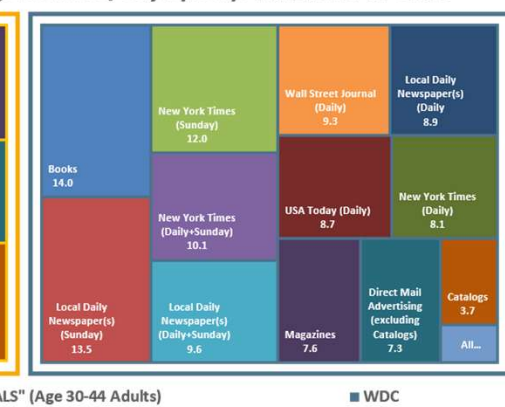
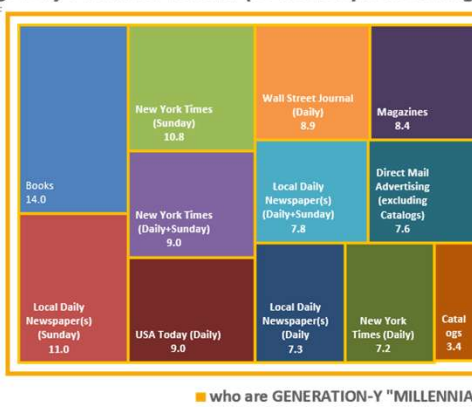
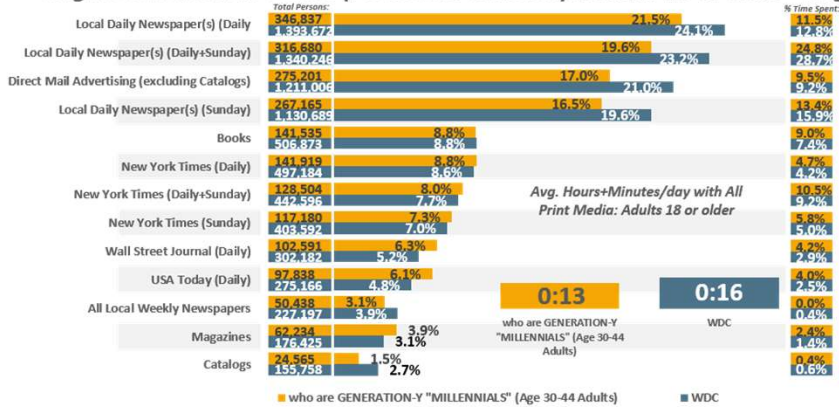
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



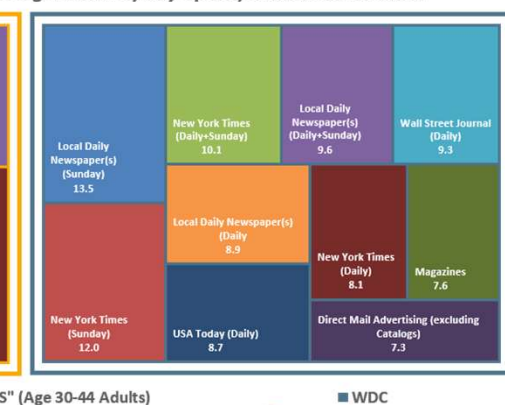
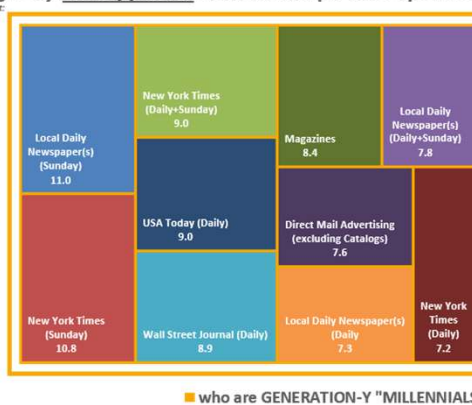
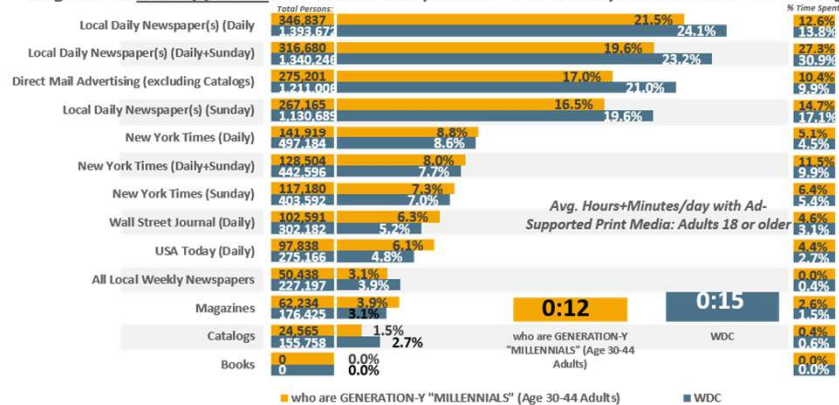


316,680 or 19.6% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 27.3% of all time spent daily with All forms of Print Media.

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



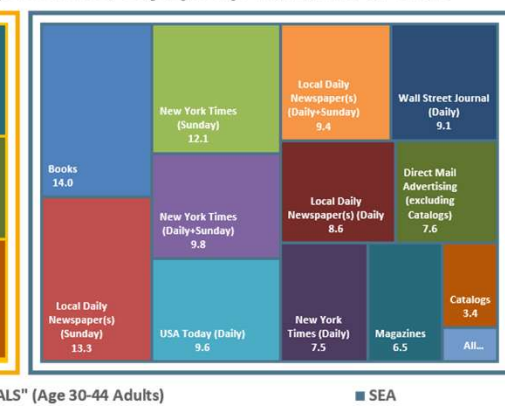
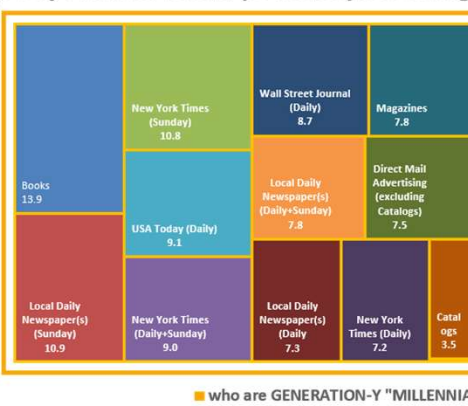
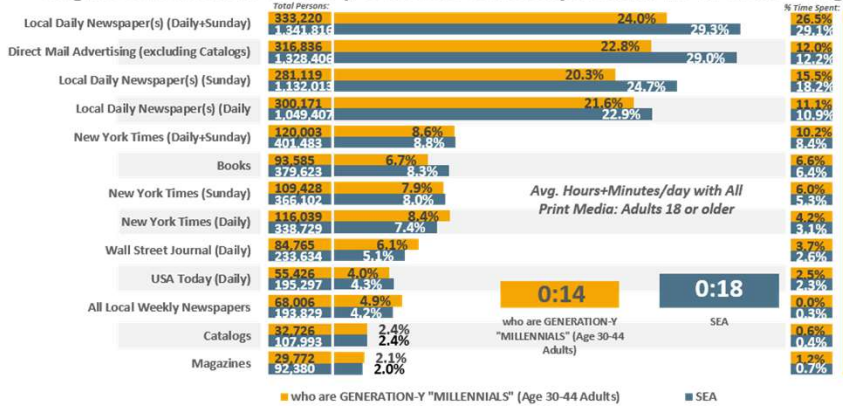
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



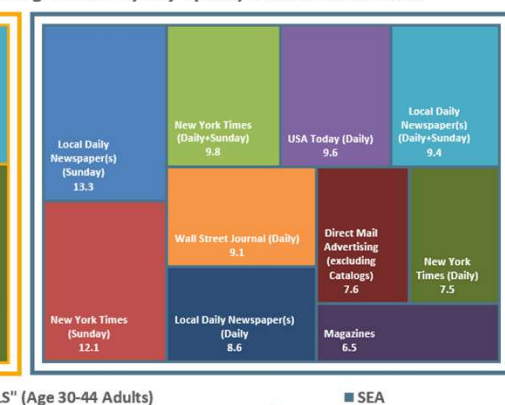
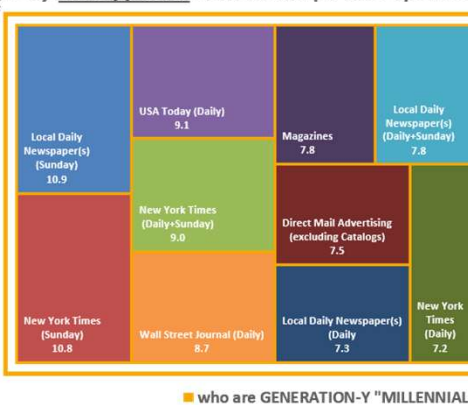
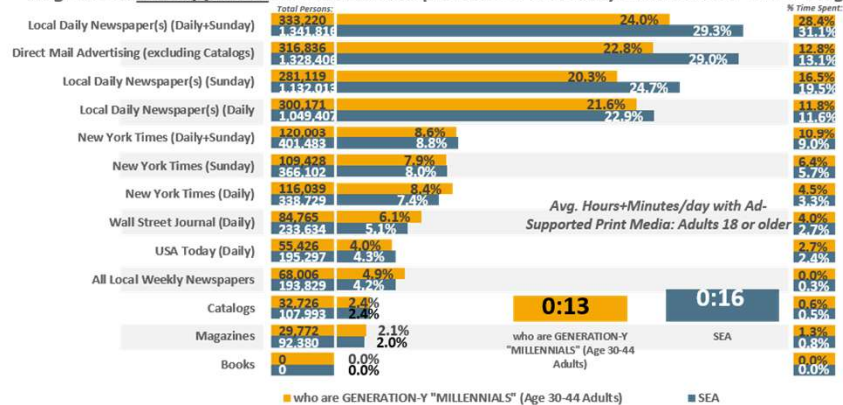


333,220 or 24.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 28.4% of all time spent daily with All forms of Print Media.

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



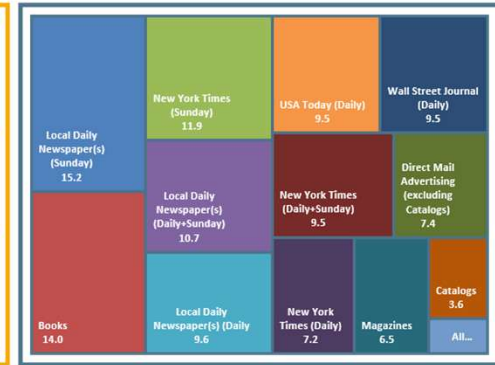
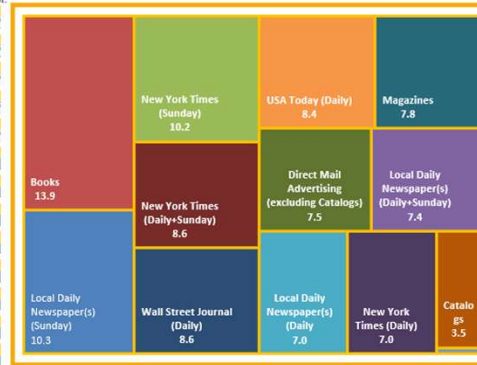
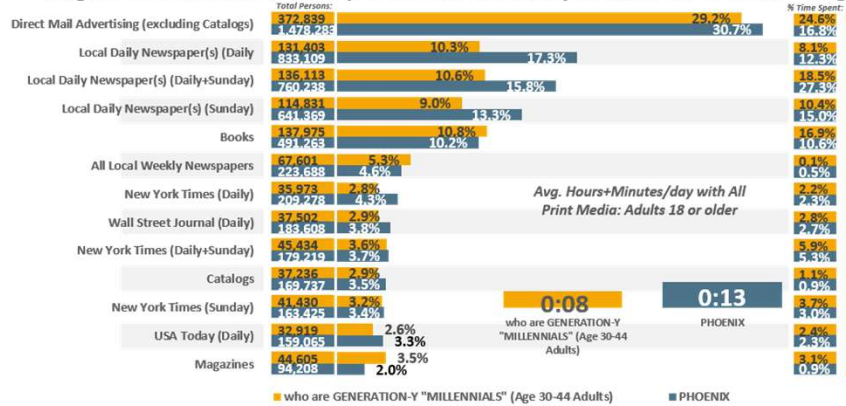
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



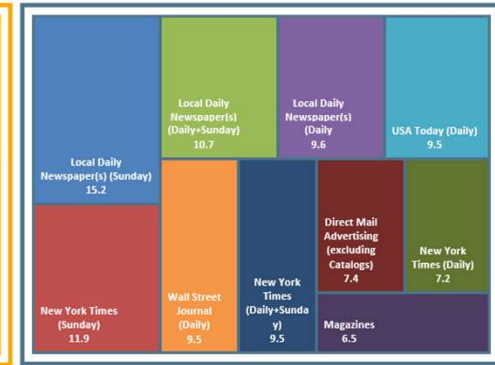
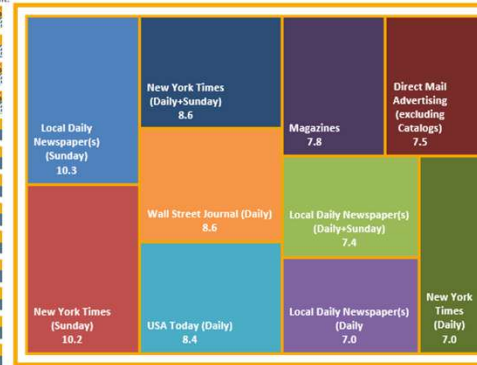
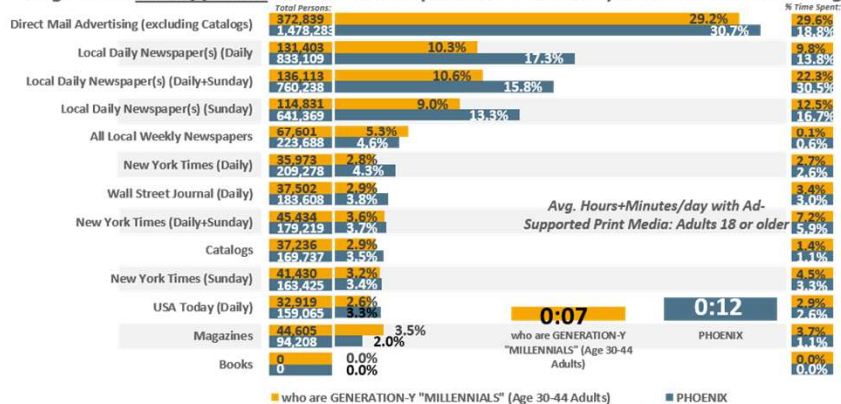


372,839 or 29.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Direct Mail Advertising (excluding Catalogs) for an average of 7.5 minutes every day representing 29.6% of all time spent daily with All forms of Print Media

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



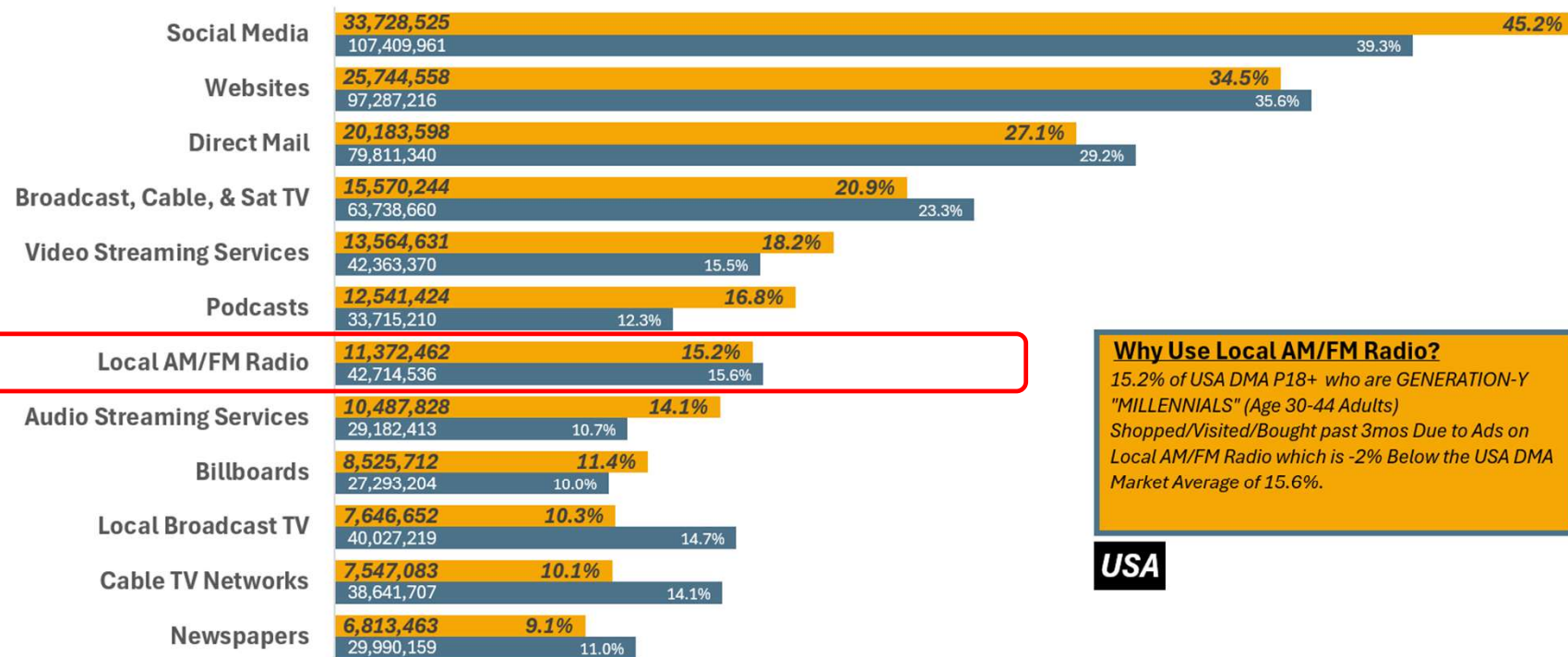
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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

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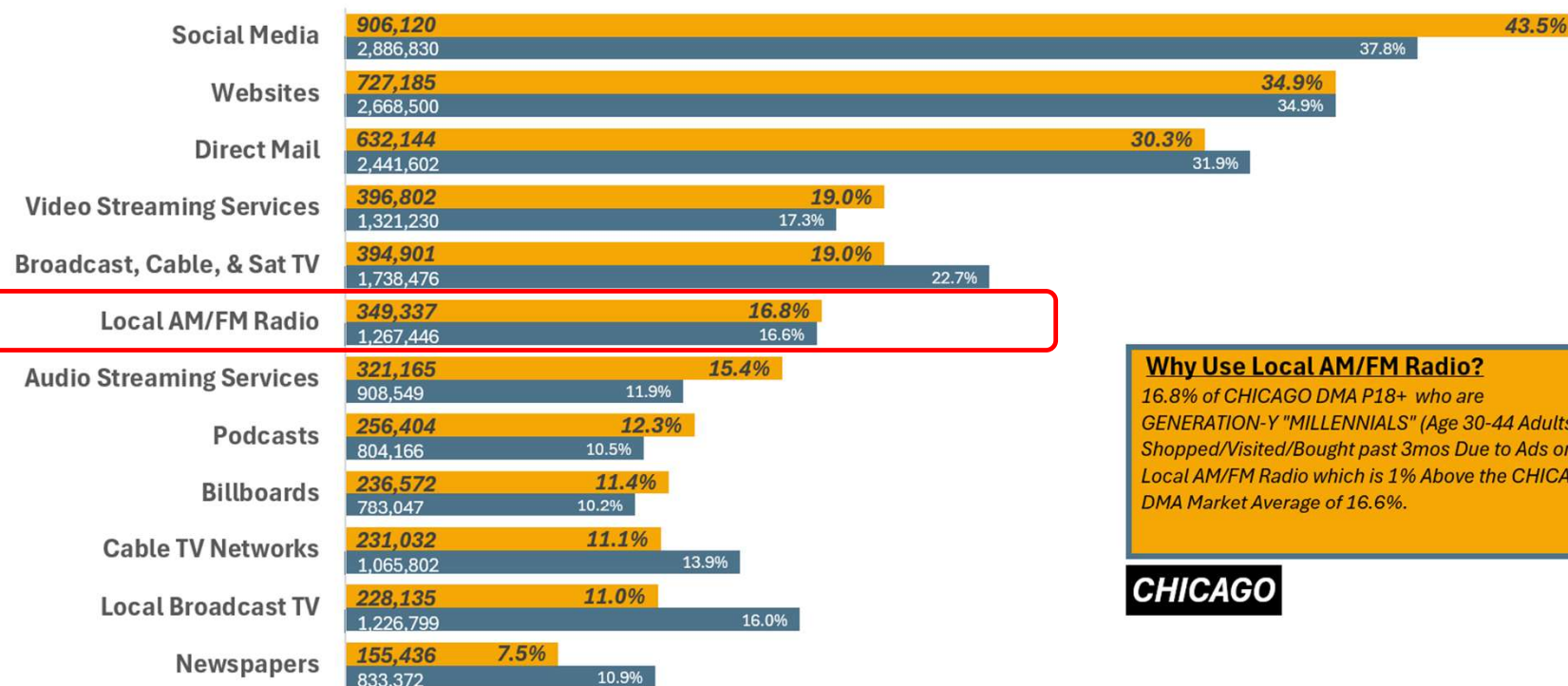
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16.8% of CHICAGO DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 1% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

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

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

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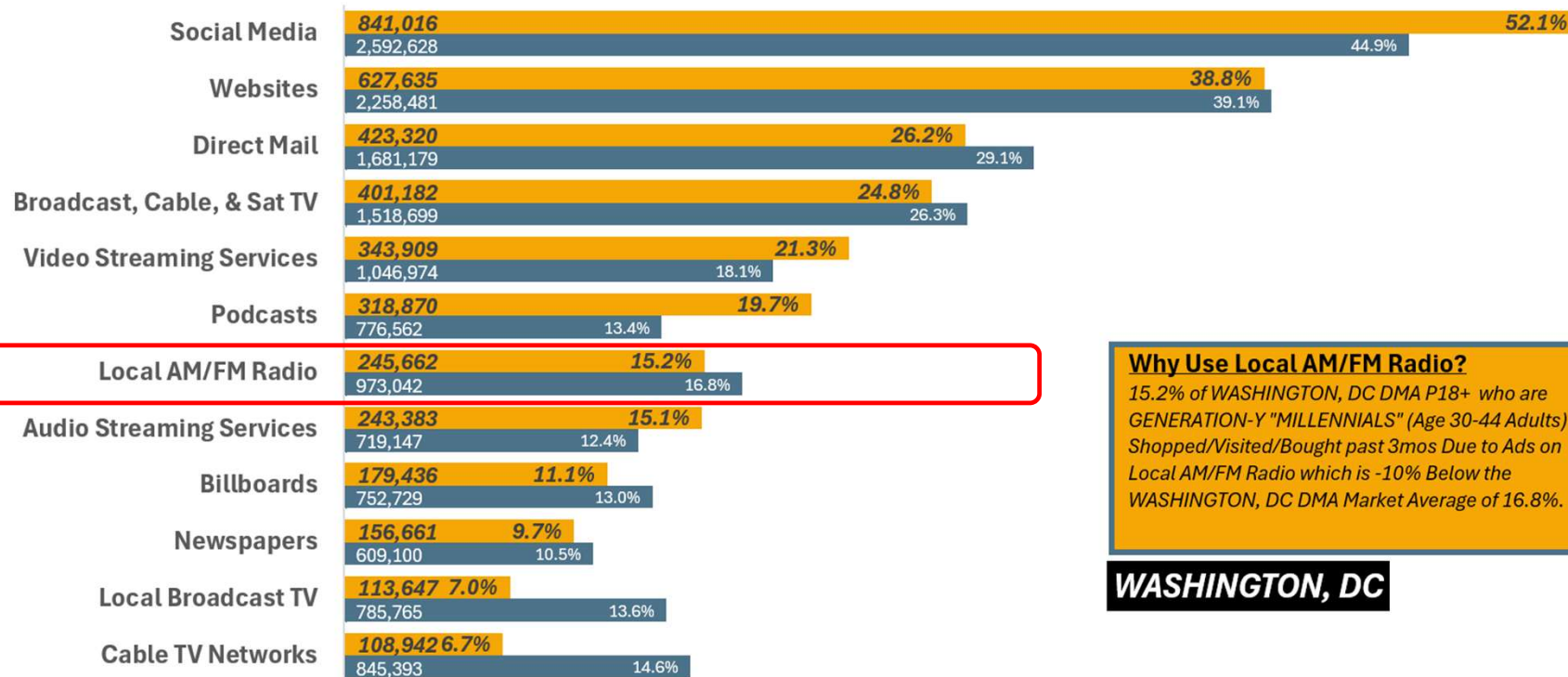
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

15.2% of WASHINGTON, DC DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -10% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

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

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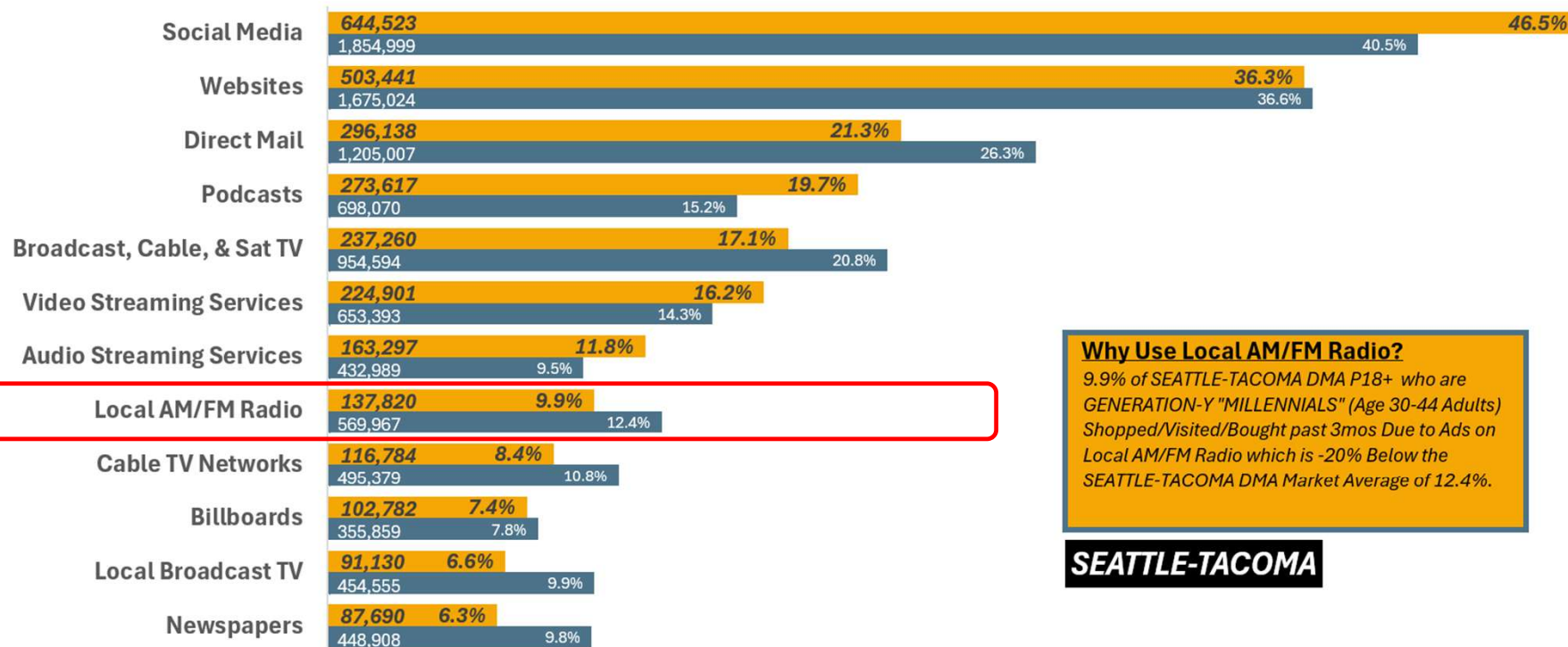
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.9% of SEATTLE-TACOMA DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

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

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

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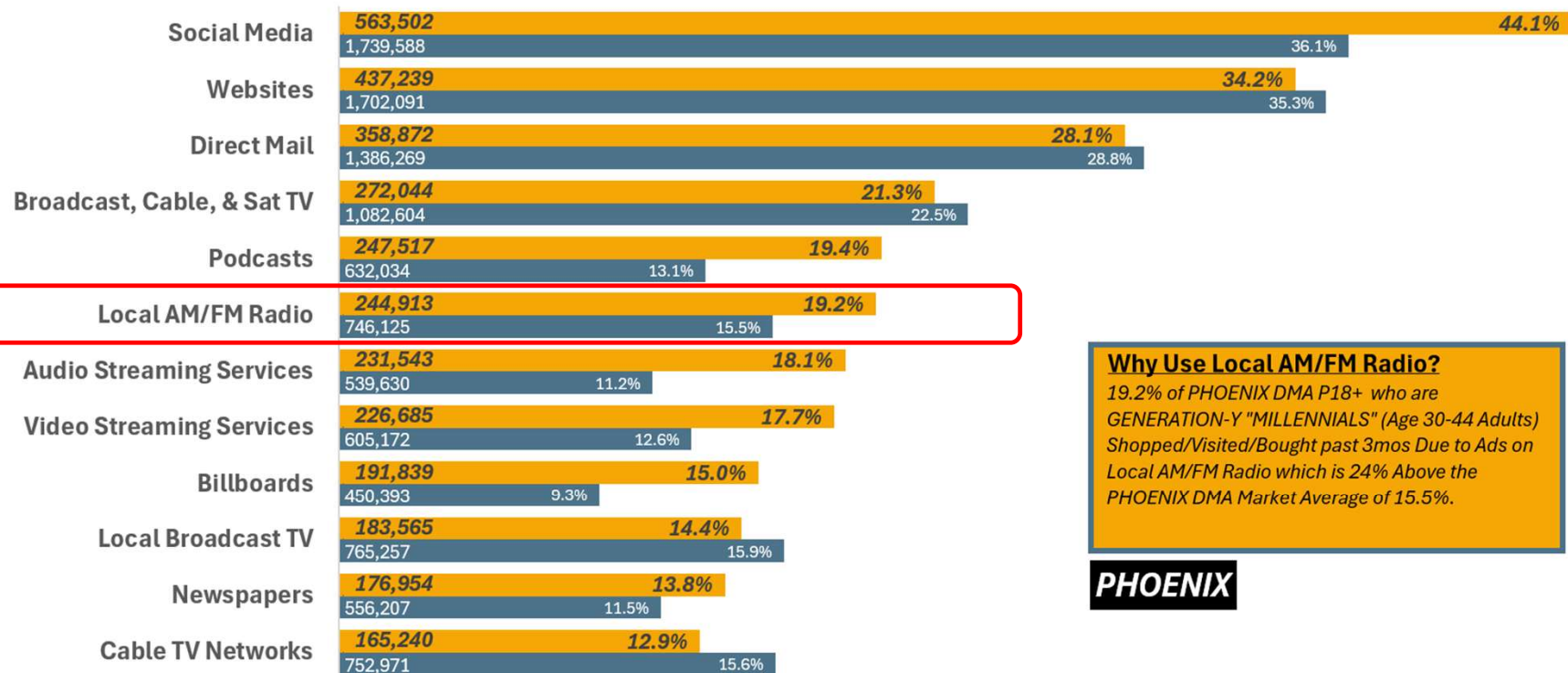
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 for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.2% of PHOENIX DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 24% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

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

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

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