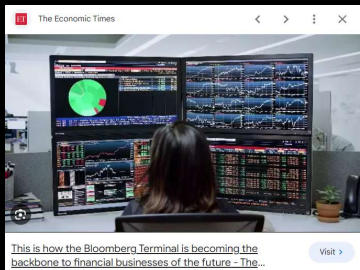


USA - GENERATION-Z (Age 18-29 Adults) vs. GENERATION-Z (Age 18-29 Adults) in 4 DMAs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who are GENERATION-Z (Age 18-29 Adults) as of March 31, 2026.**



P18-29

Vanguard BlackRock

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

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)





18.0% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Typical Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 23.5 years old (52.0% younger than average) and have a \$83,237 (15.4% lower than average) annual household income.

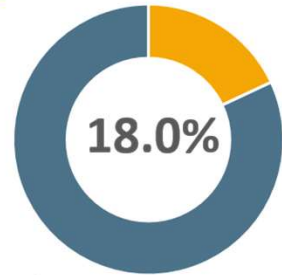


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



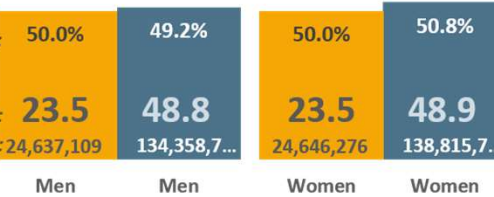
Total Persons:



%M vs. %F:

Average Age:

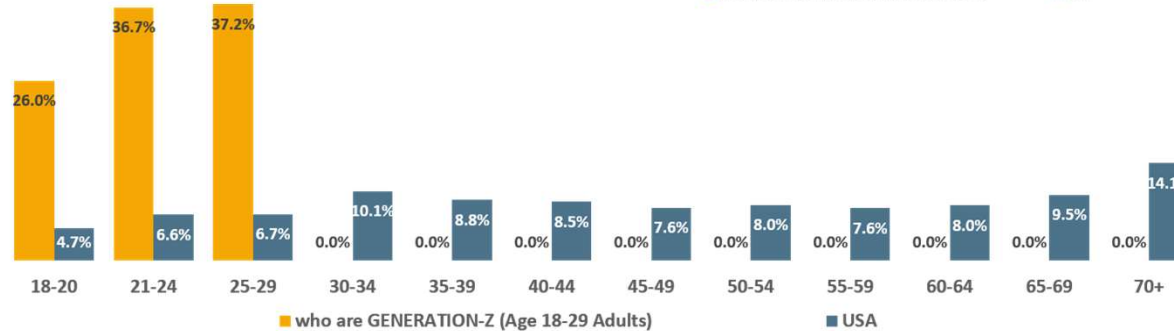
Persons:



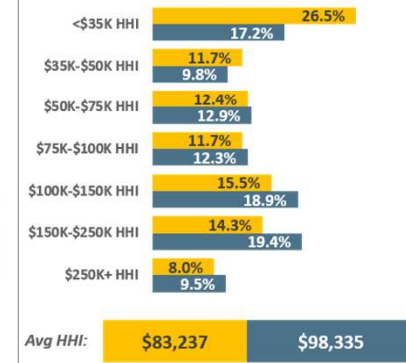
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



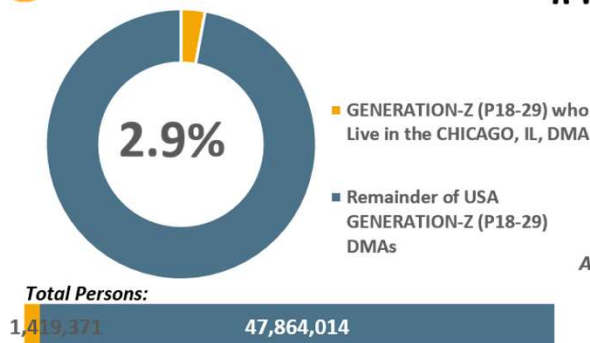
2.9% or 1,419,371 of USA GENERATION-Z (P18-29) Adults 18 -29 Live in the CHICAGO, IL, DMA.
Typical Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA are 23.6 years old (.5% older than average) and have a \$104,494 (25.5% higher than average) annual household income.

Percent of Market: Adults 18 -29

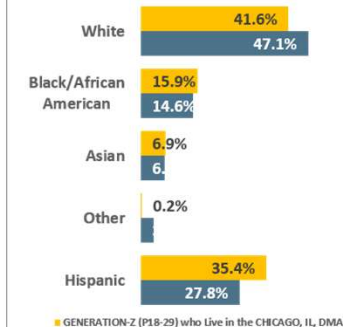


Gender of Target vs. Market: Adults 18 -29

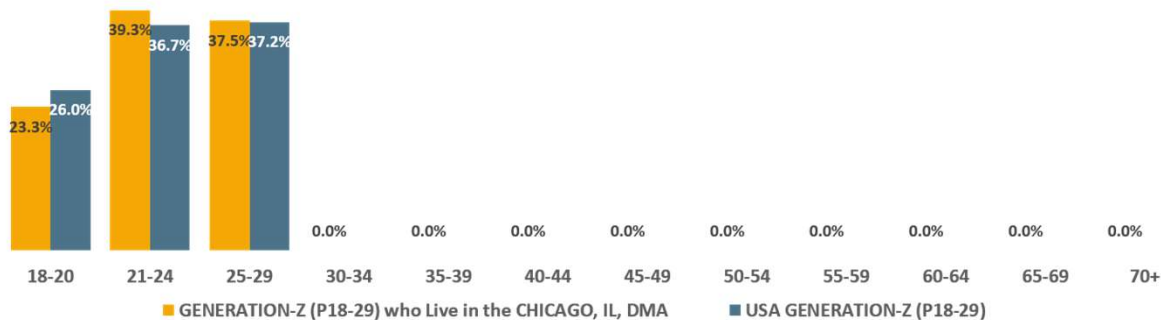
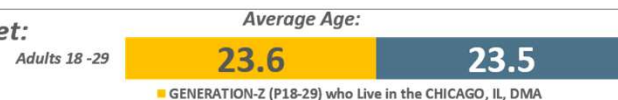
Ethnicity of Target vs. Market:



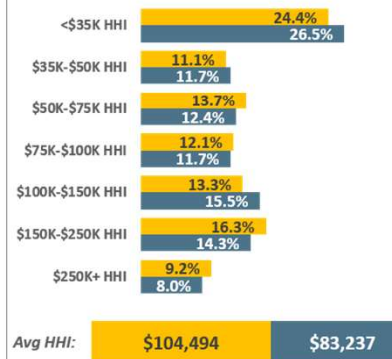
	%M vs. %F		Average Age:	
	Men	Men	Women	Women
%M vs. %F:	47.7%	50.0%	52.3%	50.0%
Average Age:	23.6	23.5	23.6	23.5
# Persons:	676,537	24,637,109	742,834	24,646,276



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 587 USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



2.2% or 1,075,703 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WASHINGTON, DC, DMA.
Typical Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA are 23.2 years old
(1.1% younger than average) and have a \$110,814 (33.1% higher than average) annual household income.

Percent of Market: Adults 18 - 29



Total Persons:

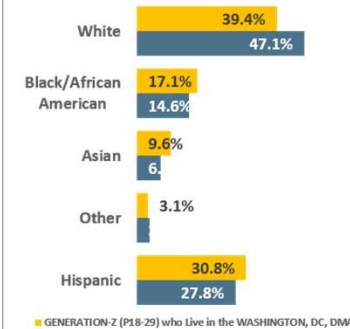
1,075,703 48,207,682



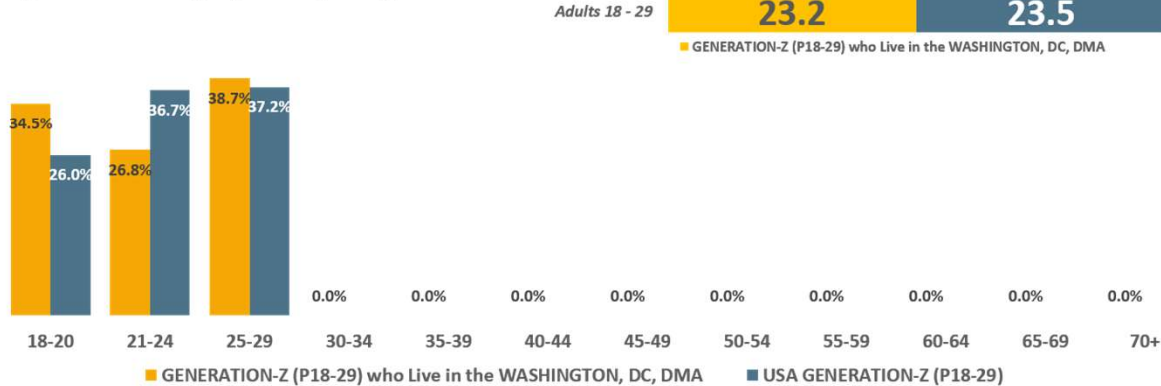
Gender of Target vs. Market: Adults 18 - 29

	%M vs. %F			
	Men	Women	Men	Women
Average Age:	23.2	23.5	23.2	23.5
# Persons:	523,882	24,637,109	551,821	24,646,276

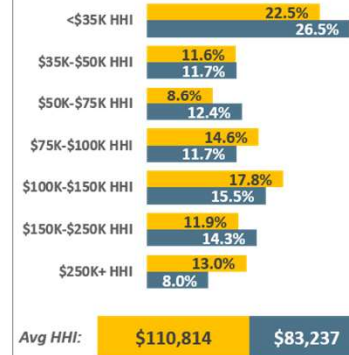
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$110,814 \$83,237

USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Mar25-Mar26
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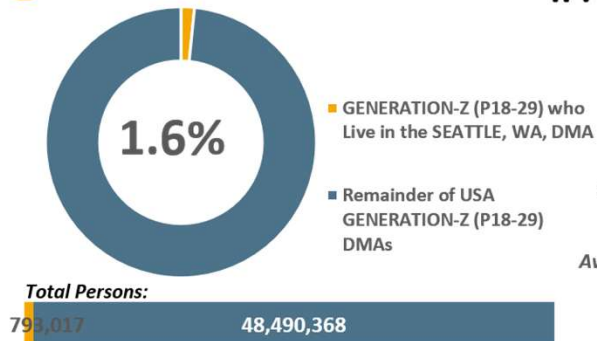
Qual Intab 960 USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

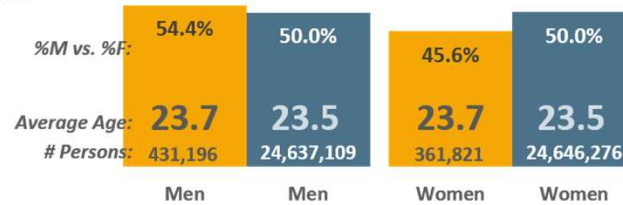


1.6% or 793,017 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the SEATTLE, WA, DMA.
Typical Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA are 23.7 years old (1.3% older than average) and have a \$106,541 (28.% higher than average) annual household income.

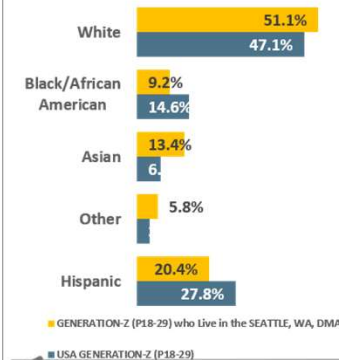
Percent of Market: Adults 18 - 29



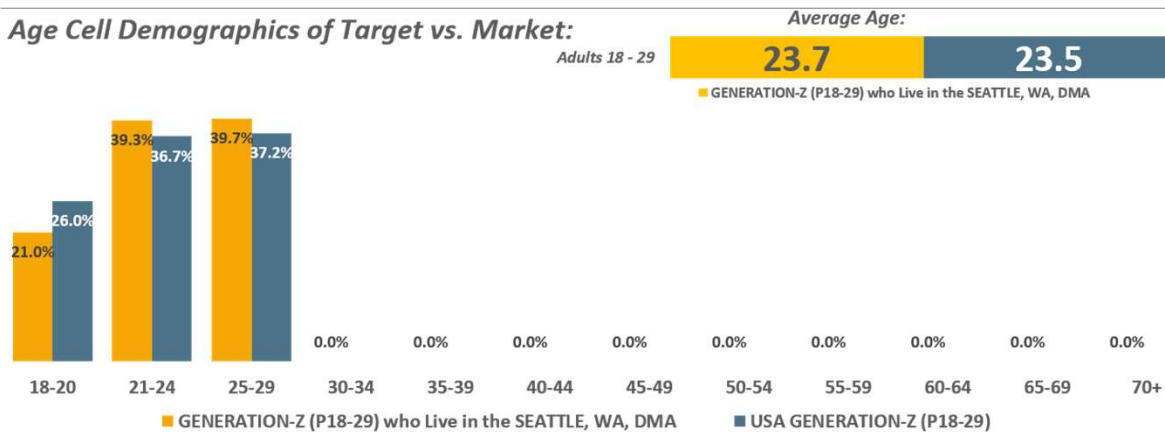
Gender of Target vs. Market: Adults 18 - 29



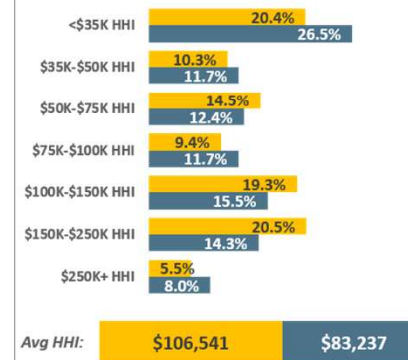
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 495 USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



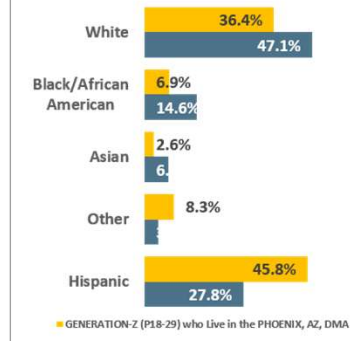
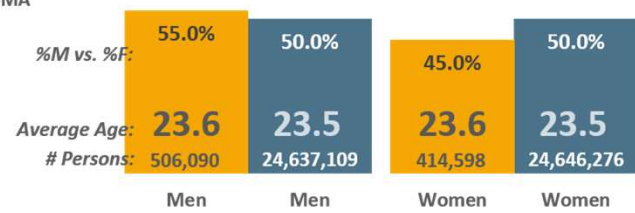
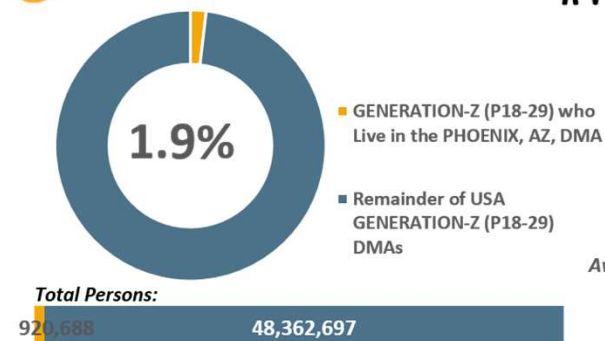
1.9% or 920,688 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the PHOENIX, AZ, DMA.
 Typical Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA are 23.6 years old (.7% older than average) and have a \$86,701 (4.2% higher than average) annual household income.

Percent of Market: Adults 18 - 29

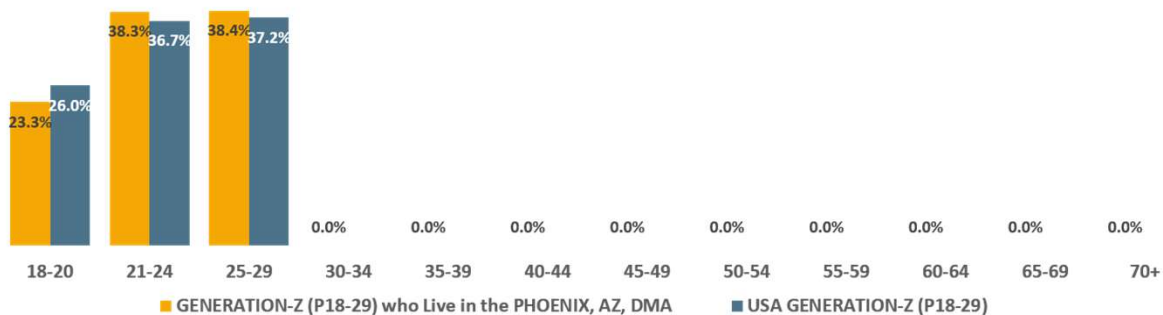
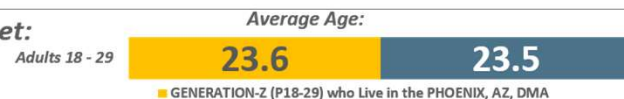


Gender of Target vs. Market: Adults 18 - 29

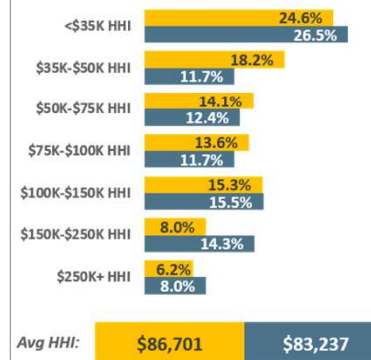
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 374 USA Projection USA Qual Intab 3,498

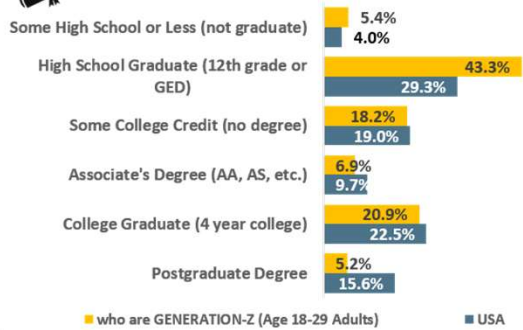
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



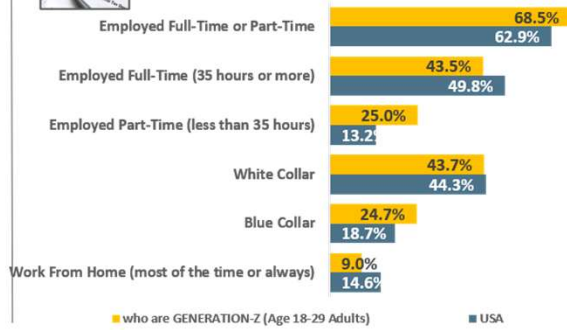
18.9% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 31.4% less likely to be a college graduate, 12.6% less likely to work full-time, 70.6% less likely to be married, 42.7% less likely to be a parent of 1 or more children under 18.



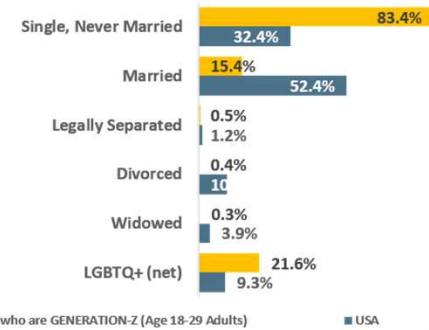
Education Levels: Adults 18 or older



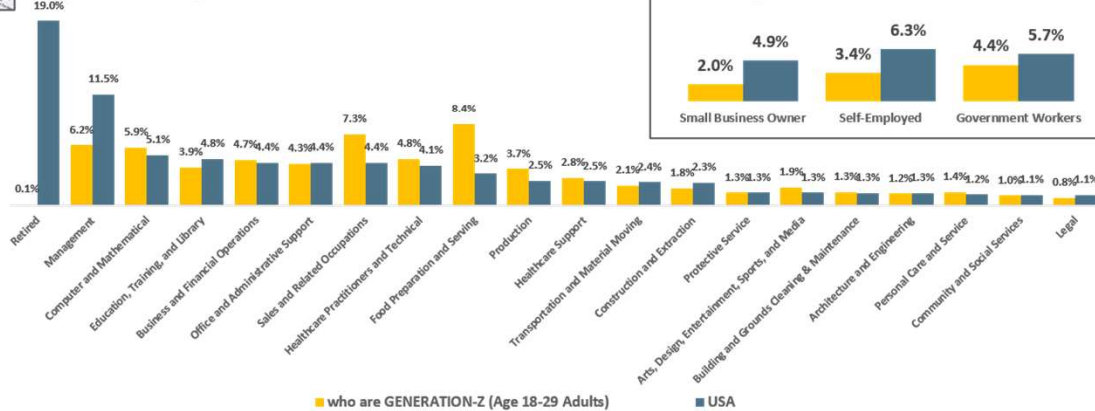
Employment: Adults 18 or older



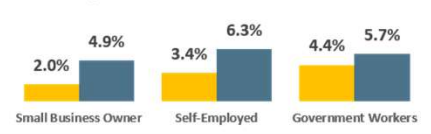
Marital Status: Adults 18 or older



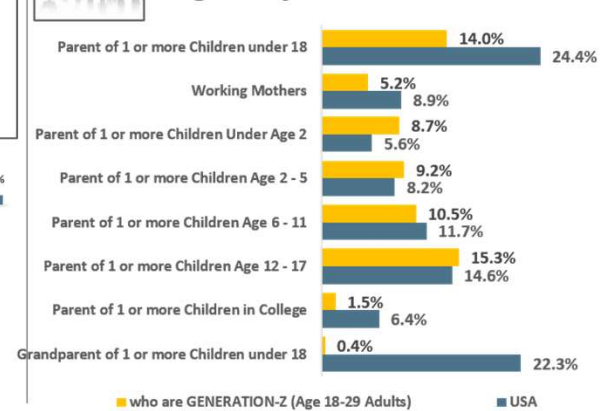
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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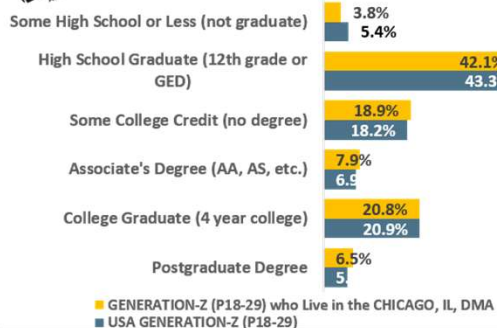
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

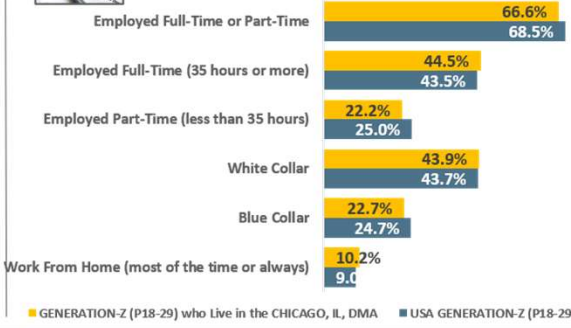


2.9% or 1,419,371 of USA GENERATION-Z (P18-29) Adults 18 -29 Live in the CHICAGO, IL, DMA.
 Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA are 4.6% more likely to be a college graduate, 2.2% more likely to work full-time, 21.9% less likely to be married, 3.6% more likely to be a parent of 1 or more children under 18.

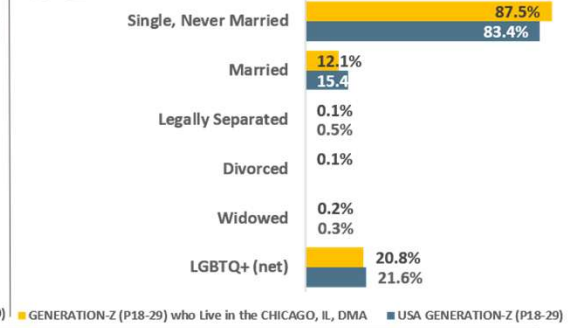
Education Levels: Adults 18 -29



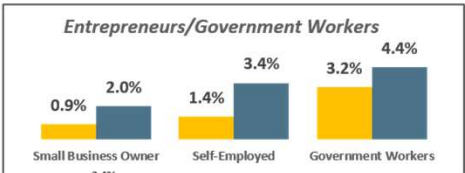
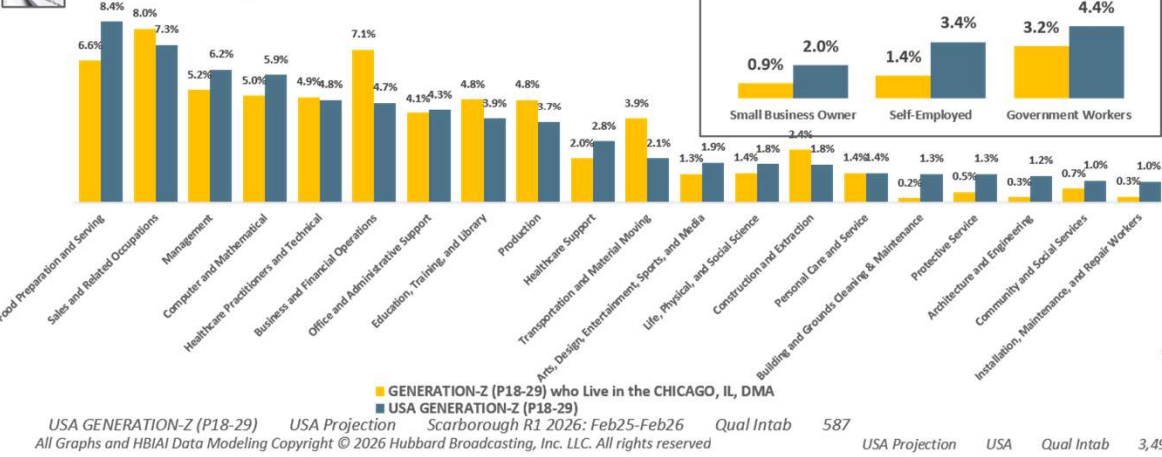
Employment: Adults 18 -29



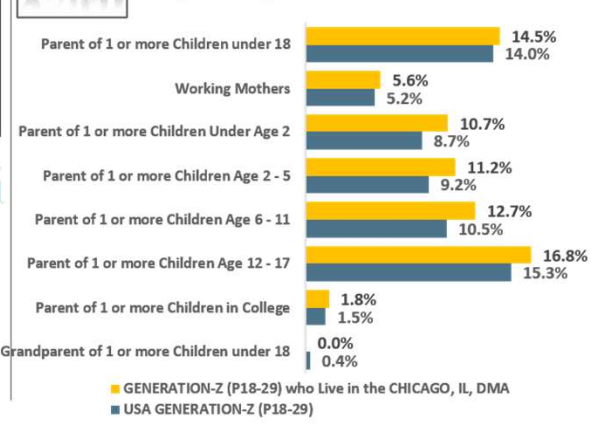
Marital Status: Adults 18 -29



Top-20 Occupations: Adults 18 -29



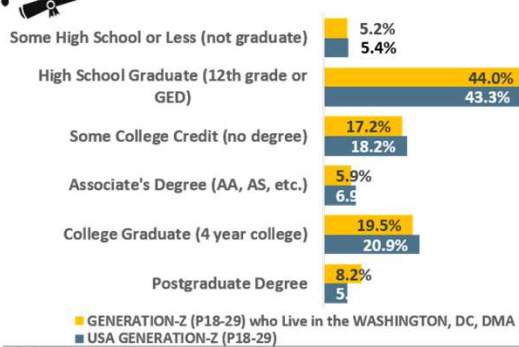
Stage in Life: Adults 18 -29



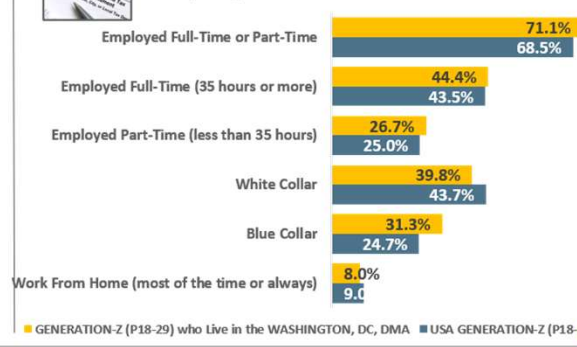


2.2% or 1,075,703 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WASHINGTON, DC, DMA. Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA are 6.1% more likely to be a college graduate, 2.% more likely to work full-time, 11.2% less likely to be married, 18.2% less likely to be a parent of 1 or more children under 18.

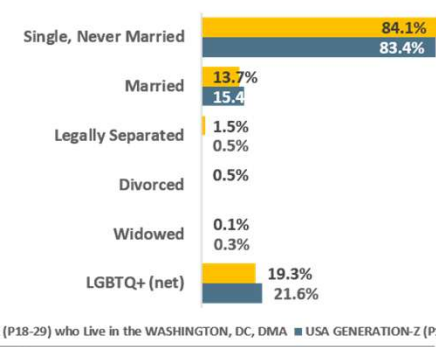
Education Levels: Adults 18 - 29



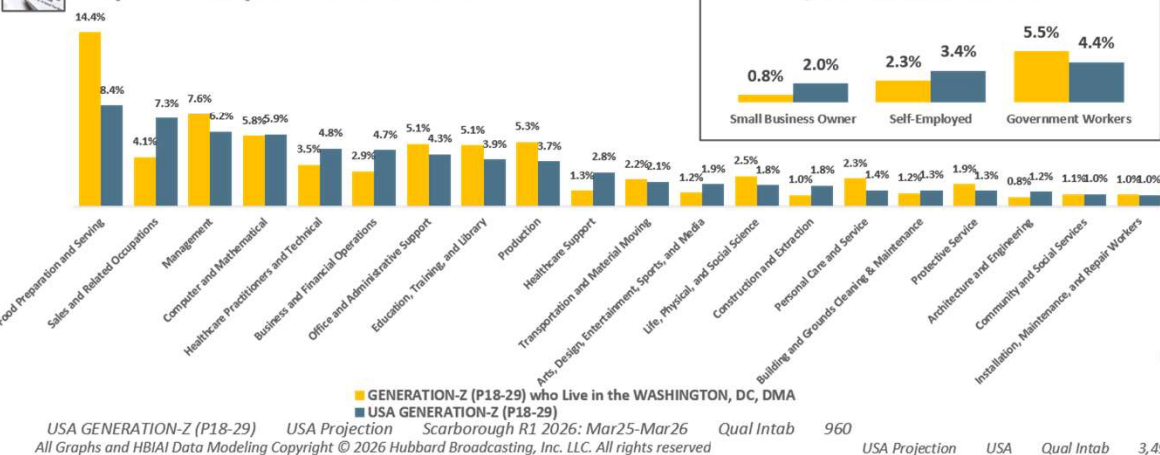
Employment: Adults 18 - 29



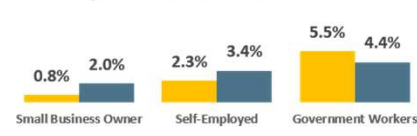
Marital Status: Adults 18 - 29



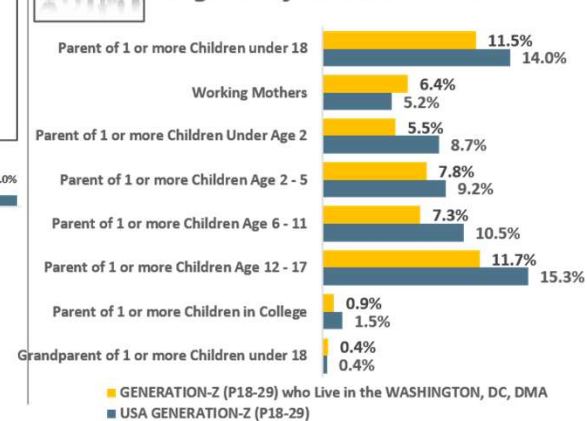
Top-20 Occupations: Adults 18 - 29



Entrepreneurs/Government Workers



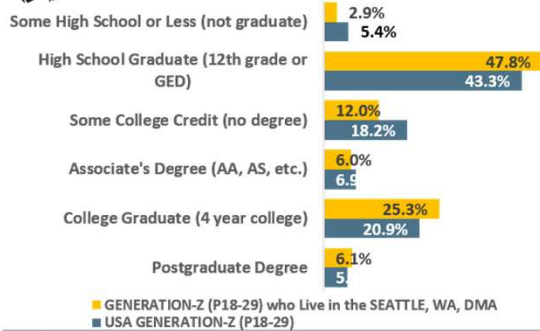
Stage in Life: Adults 18 - 29



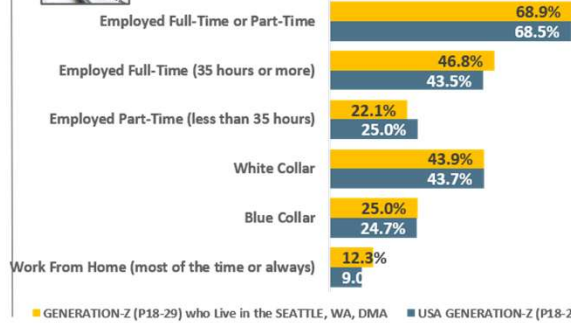


1.6% or 793,017 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the SEATTLE, WA, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA are 20.1% more likely to be a college graduate, 7.5% more likely to work full-time, 56.5% more likely to be married, 29.% more likely to be a parent of 1 or more children under 18.

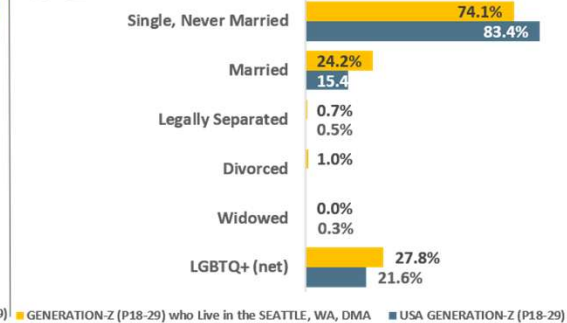
Education Levels: Adults 18 - 29



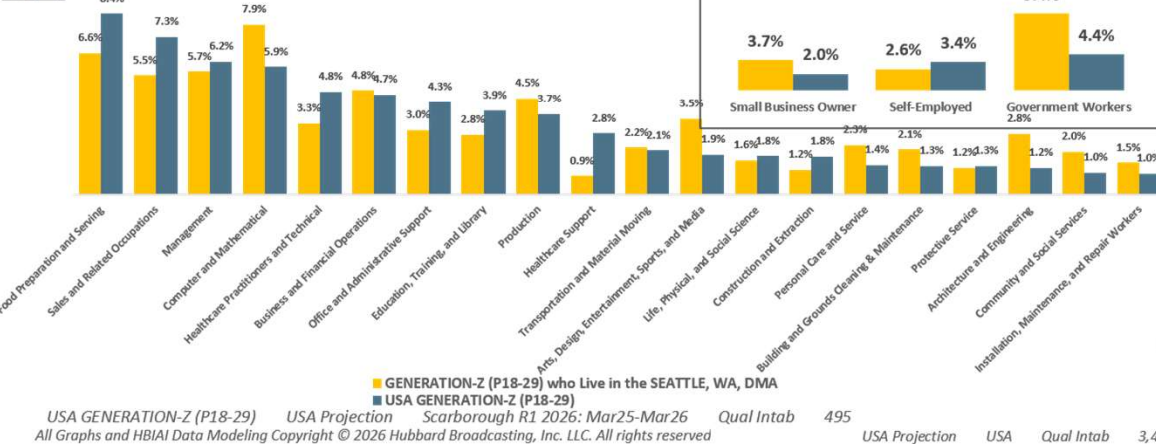
Employment: Adults 18 - 29



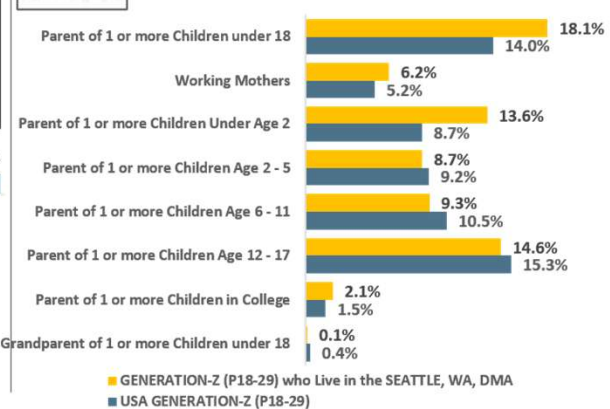
Marital Status: Adults 18 - 29



Top-20 Occupations: Adults 18 - 29



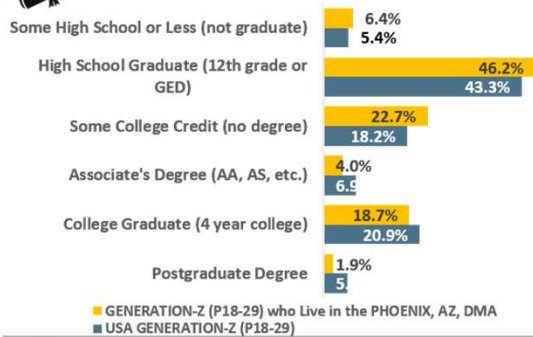
Stage in Life: Adults 18 - 29



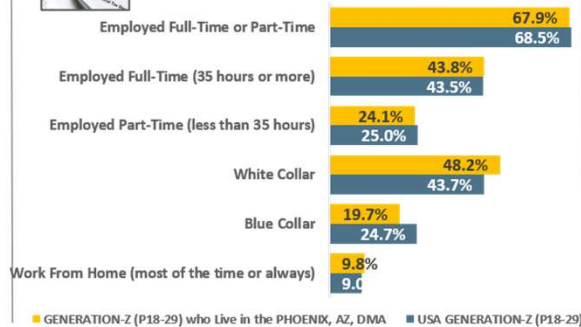


1.9% or 920,688 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the PHOENIX, AZ, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA are 21.% less likely to be a college graduate, .7% more likely to work full-time, 9.5% more likely to be married, 10.9% more likely to be a parent of 1 or more children under 18.

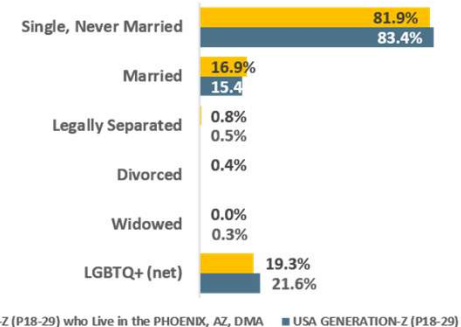
Education Levels: Adults 18 - 29



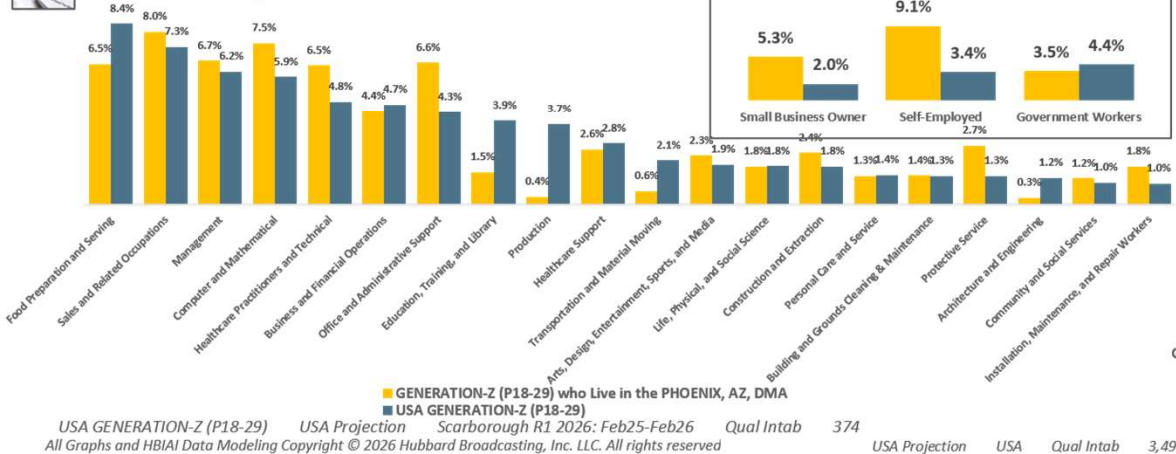
Employment: Adults 18 - 29



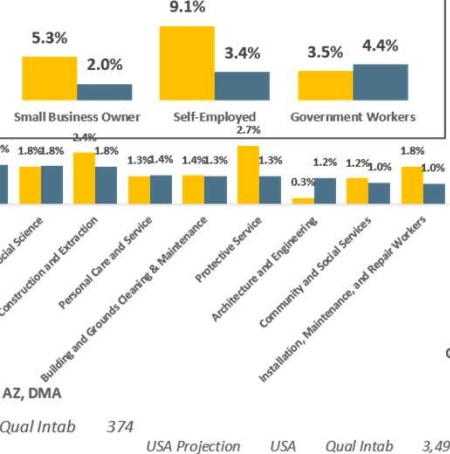
Marital Status: Adults 18 - 29



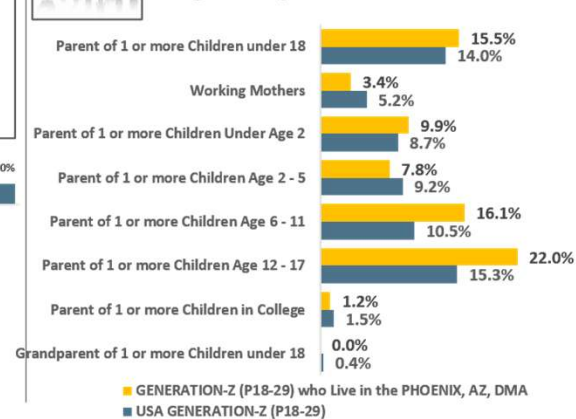
Top-20 Occupations: Adults 18 - 29



Entrepreneurs/Government Workers



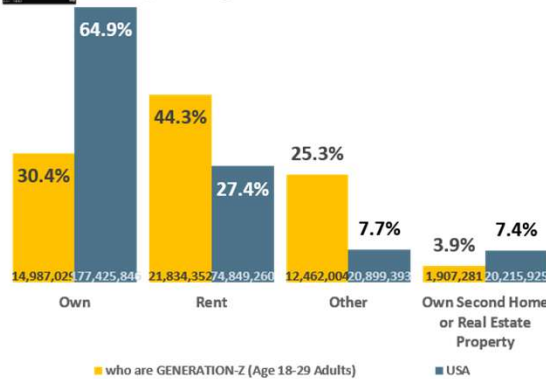
Stage in Life: Adults 18 - 29



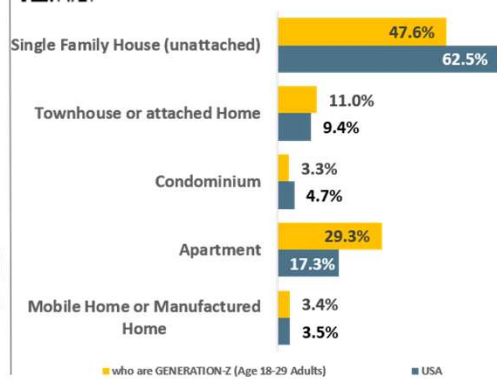


18.8% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 53.2% less likely to own their home, 23.6% more likely to own a higher valued home, 23.9% less likely to have a single-family home, 5.1% less likely to have a dog.

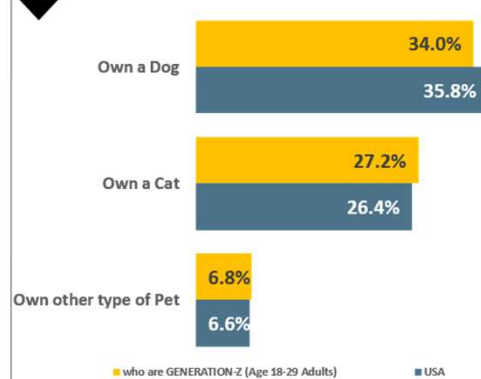
Own/Rent/Other: Adults 18 or older



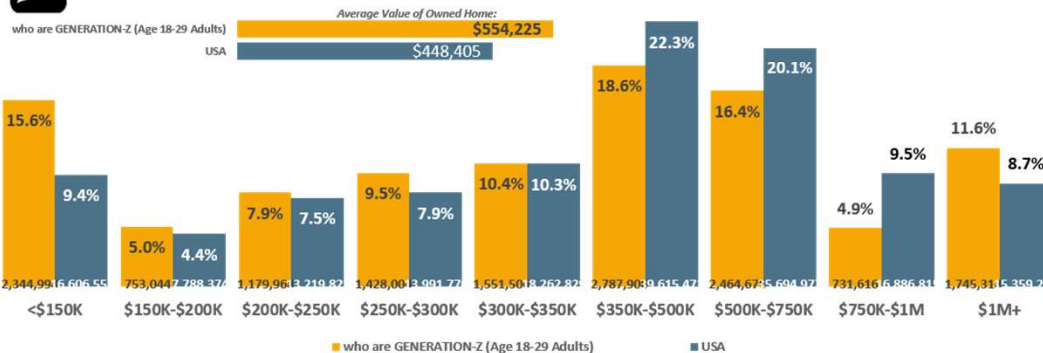
Type of Home: Adults 18 or older



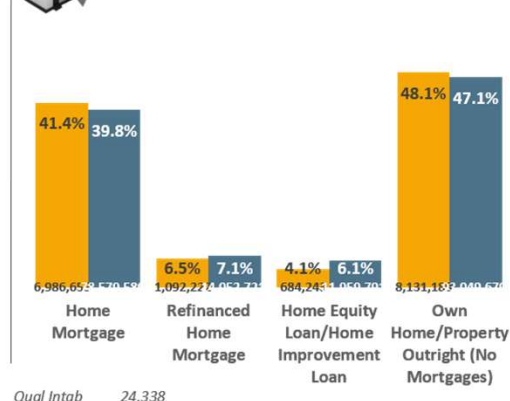
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



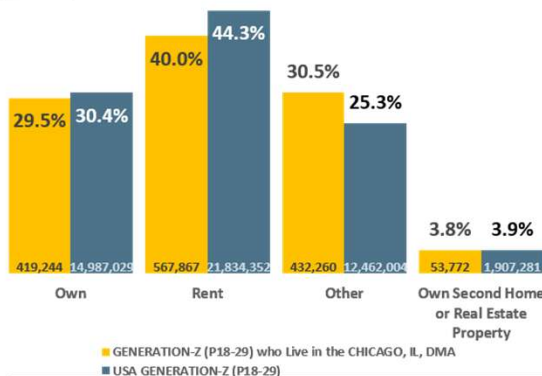
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

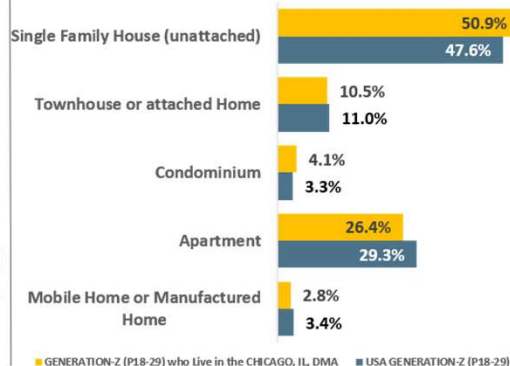


2.9% or 1,419,371 of USA GENERATION-Z (P18-29) Adults 18-29 Live in the CHICAGO, IL, DMA.
 Adults 18-29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA are 2.9% less likely to own their home, .6% more likely to own a higher valued home, 7.% more likely to have a single-family home, 12.1% less likely to have a dog.

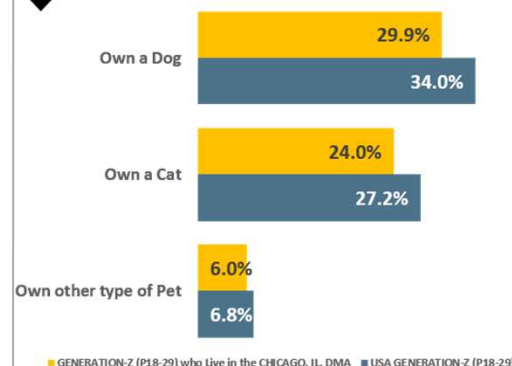
Own/Rent/Other: Adults 18-29



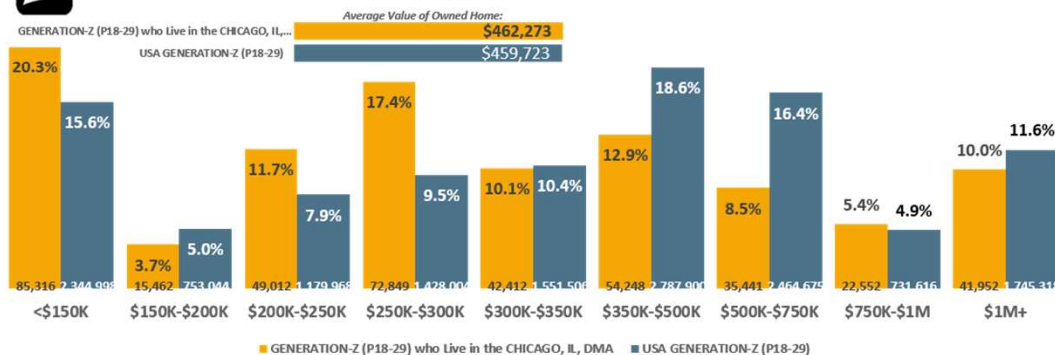
Type of Home: Adults 18-29



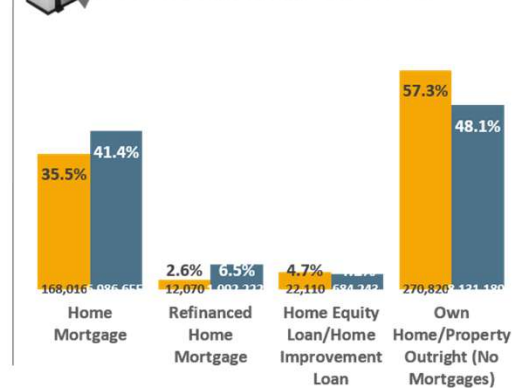
Pets in Home: Adults 18-29



Value of Owned Home: Adults 18-29



Home Loans: Adults 18-29



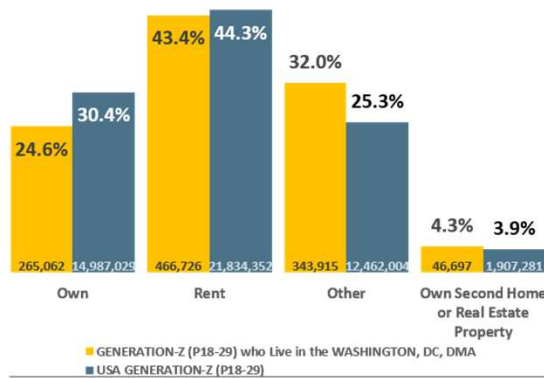
USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 587
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

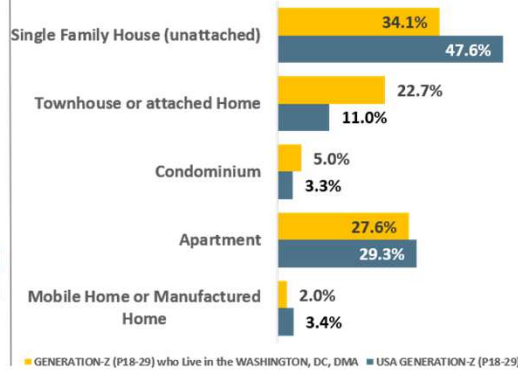


2.2% or 1,075,703 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WASHINGTON, DC, DMA. Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA are 19.% less likely to own their home, 41.6% more likely to own a higher valued home, 28.2% less likely to have a single-family home, 13.3% less likely to have a dog.

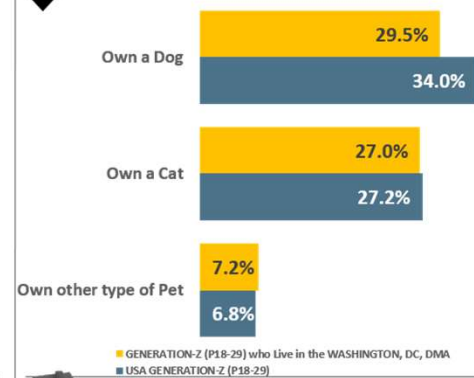
Own/Rent/Other:Adults 18 - 29



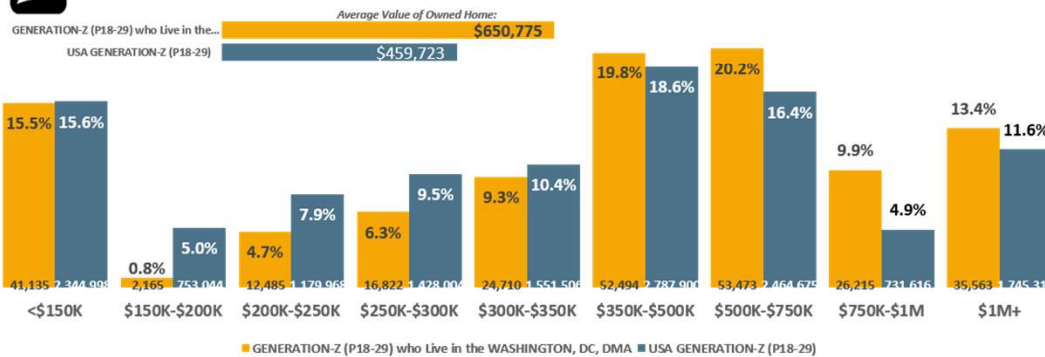
Type of Home:Adults 18 - 29



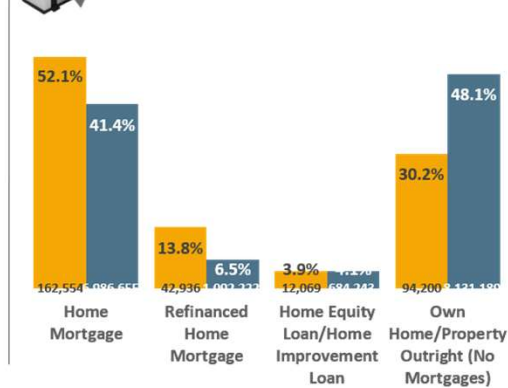
Pets in Home:Adults 18 - 29



Value of Owned Home: Adults 18 - 29



Home Loans:Adults 18 - 29



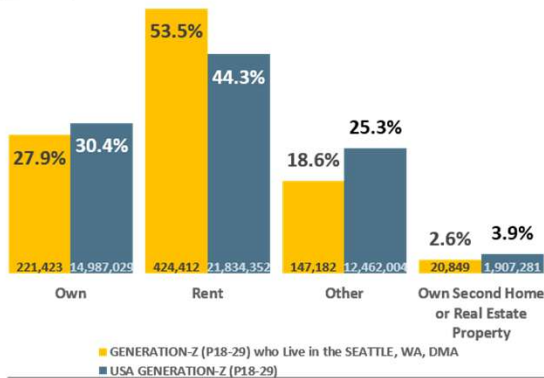
USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Mar25-Mar26 Qual Intab 960 USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

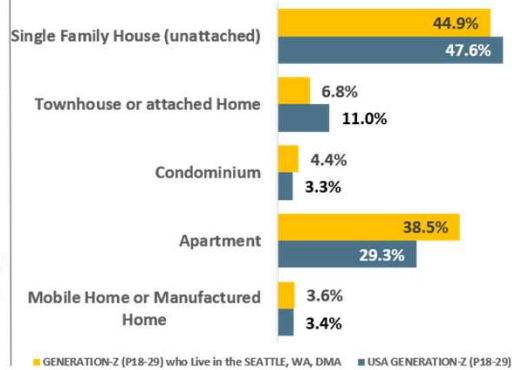


1.6% or 793,017 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the SEATTLE, WA, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA are 8.2% less likely to own their home, 87.2% more likely to own a higher valued home, 5.5% less likely to have a single-family home, 3.8% more likely to have a dog.

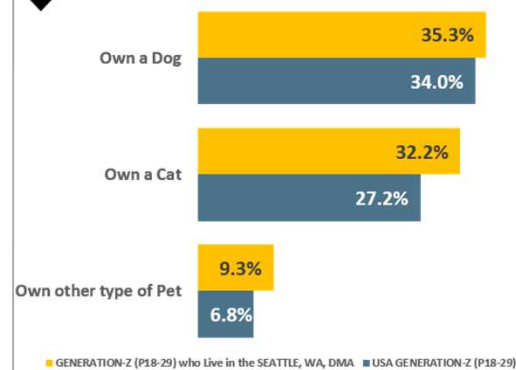
Own/Rent/Other: Adults 18 - 29



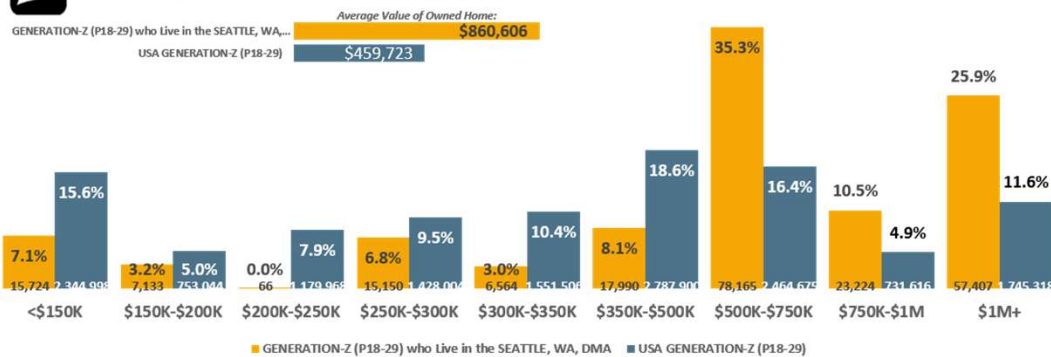
Type of Home: Adults 18 - 29



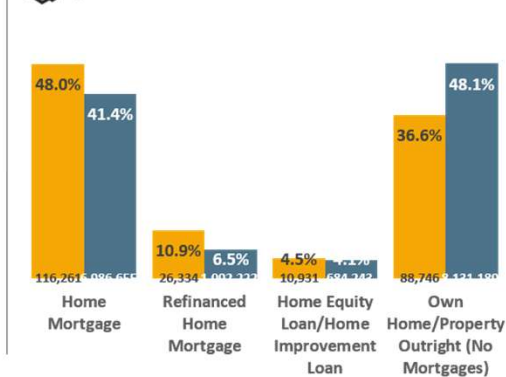
Pets in Home: Adults 18 - 29



Value of Owned Home: Adults 18 - 29



Home Loans: Adults 18 - 29



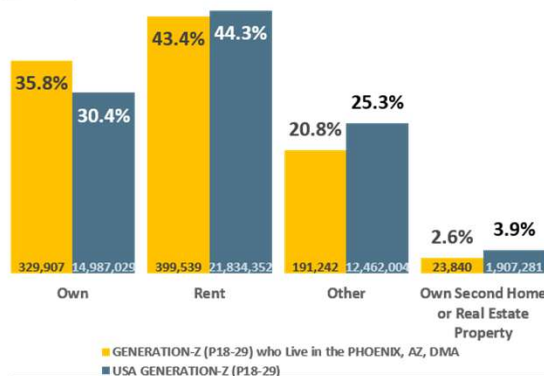
USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Mar25-Mar26 Qual Intab 495 USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

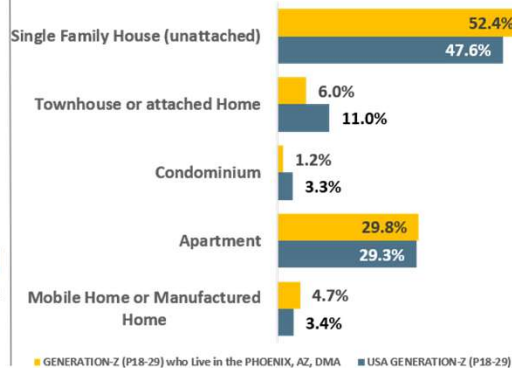


1.9% or 920,688 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the PHOENIX, AZ, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA are 17.8% more likely to own their home, 38.8% more likely to own a higher valued home, 10.2% more likely to have a single-family home, 35.9% more likely to have a dog.

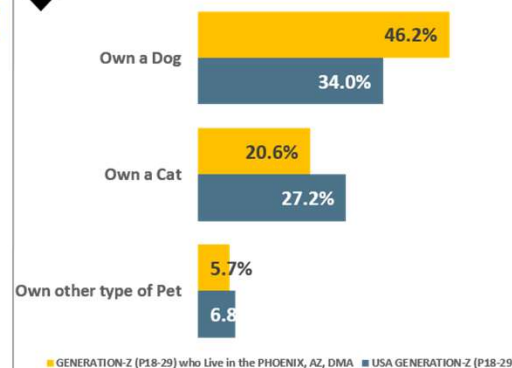
Own/Rent/Other:Adults 18 - 29



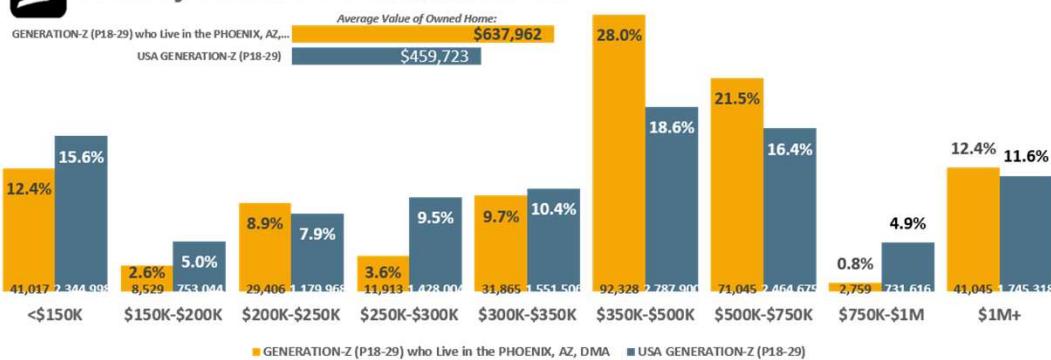
Type of Home:Adults 18 - 29



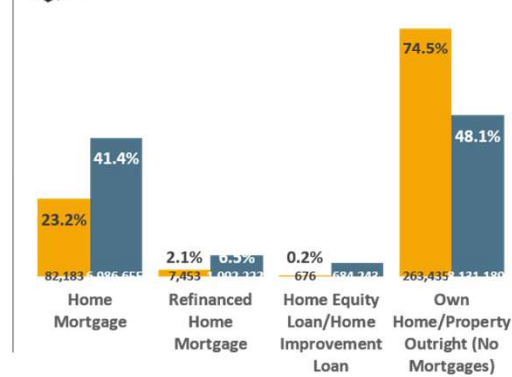
Pets in Home:Adults 18 - 29



Value of Owned Home: Adults 18 - 29



Home Loans: Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 374 USA Projection USA Qual Intab 3,498

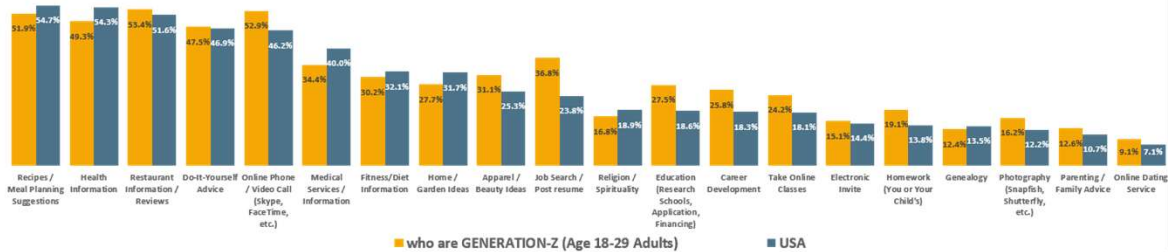
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



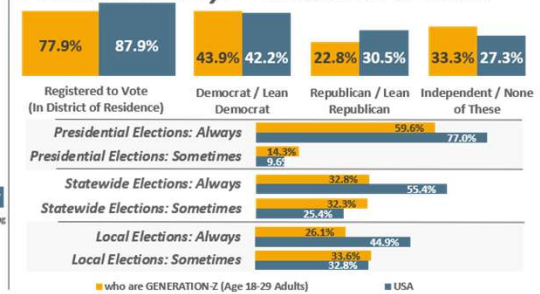
18.0% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 1.2% more likely to look up D-I-Y advice online, 41.8% less likely to always vote in local elections, 13.6% more likely to belong to a gym, 1.6% less likely to fly domestic past yr.



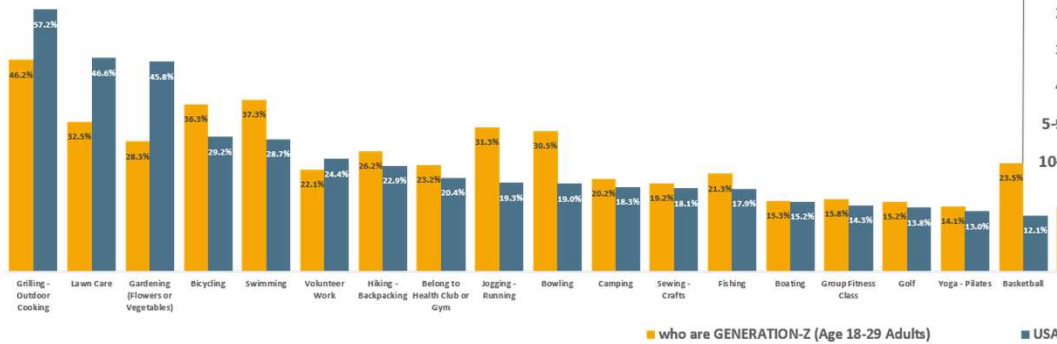
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



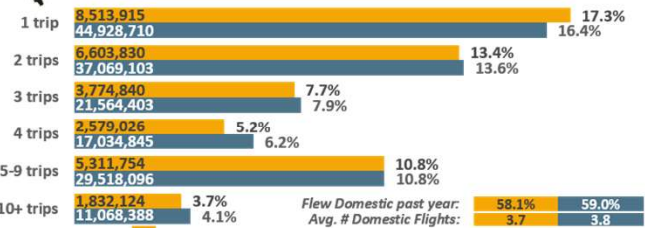
Political Activity: Adults 18 or older



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



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

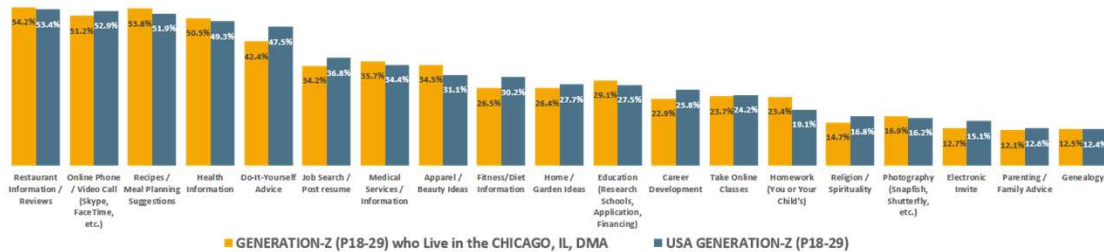




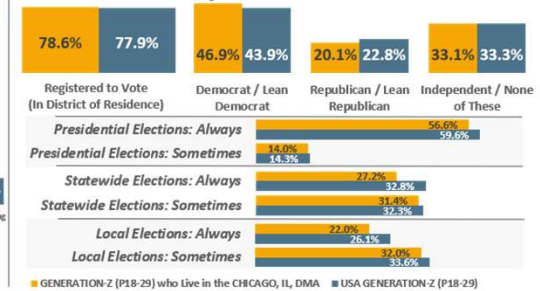
2.9% or 1,419,371 of USA GENERATION-Z (P18-29) Adults 18 -29 Live in the CHICAGO, IL, DMA.
 Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA are 10.7% less likely to look up D-I-Y advice online, 15.6% less likely to always vote in local elections, 20.3% more likely to belong to a gym, 6.1% more likely to fly domestic past yr.



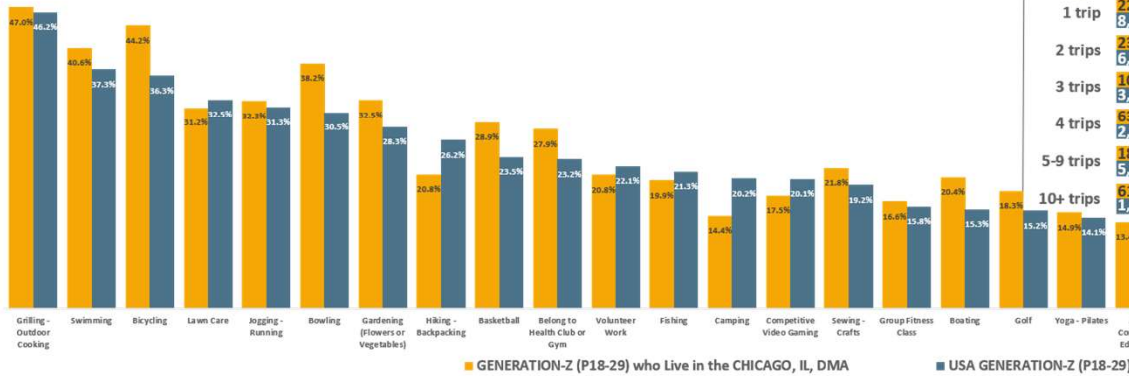
Top-20 past 30-days Online Lifestyle Activities: Adults 18 -29



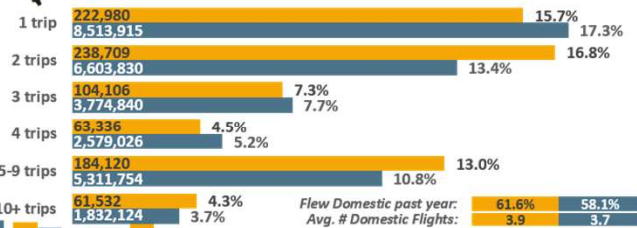
Political Activity: Adults 18 -29



Top-30 past 12-months Active Lifestyle Activities: Adults 18 -29



Past 12-months Domestic Airline Trips: Adults 18 -29

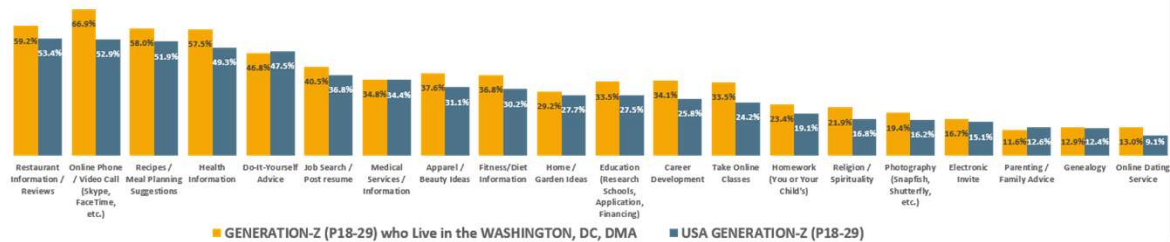




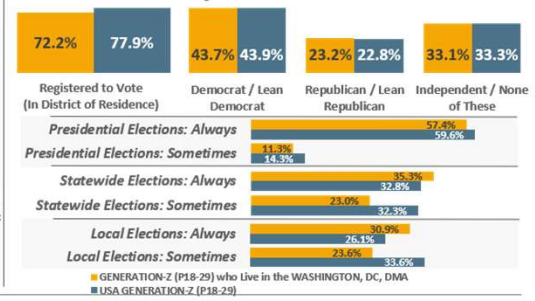
2.2% or 1,075,703 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WASHINGTON, DC, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA are 1.4% less likely to look up D-I-Y advice online, 18.2% more likely to always vote in local elections, 14.4% less likely to belong to a gym, 5.4% more likely to fly domestic past



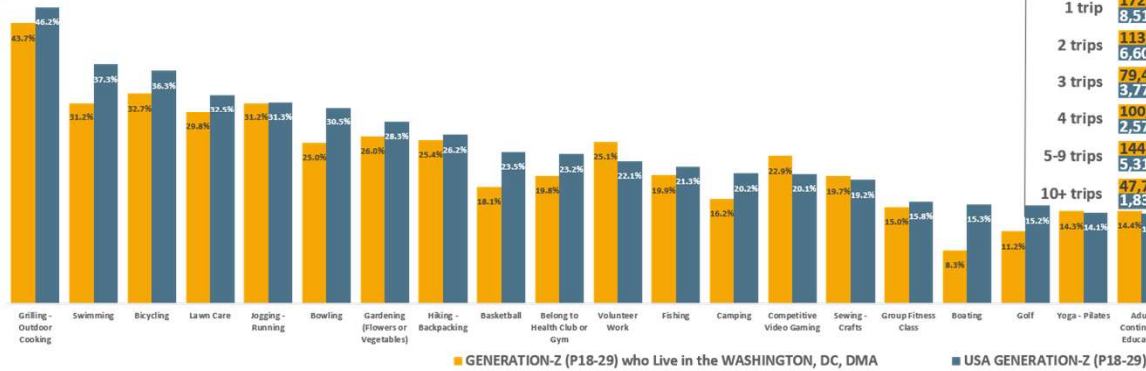
Top-20 past 30-days Online Lifestyle Activities: Adults 18 - 29



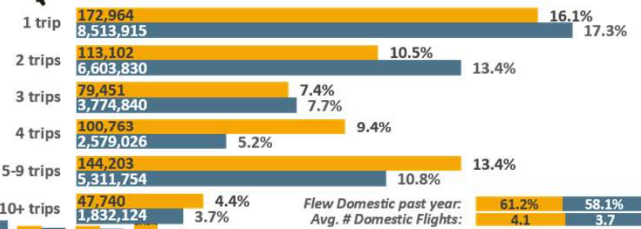
Political Activity: Adults 18 - 29



Top-30 past 12-months Active Lifestyle Activities: Adults 18 - 29



Past 12-months Domestic Airline Trips: Adults 18 - 29

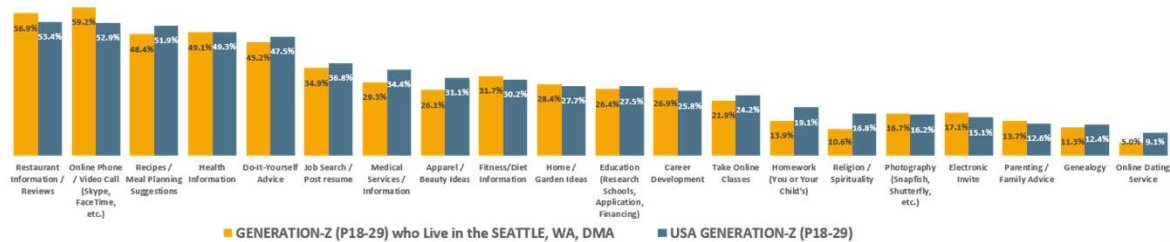




1.6% or 793,017 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the SEATTLE, WA, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA are 4.8% less likely to look up D-I-Y advice online, 42.6% more likely to always vote in local elections, 6.7% more likely to belong to a gym, 14.5% more likely to fly domestic past yr.

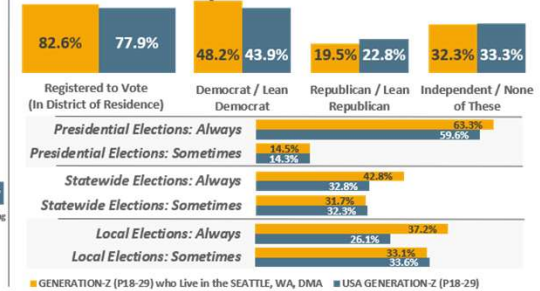


Top-20 past 30-days Online Lifestyle Activities: Adults 18 - 29



■ GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA ■ USA GENERATION-Z (P18-29)

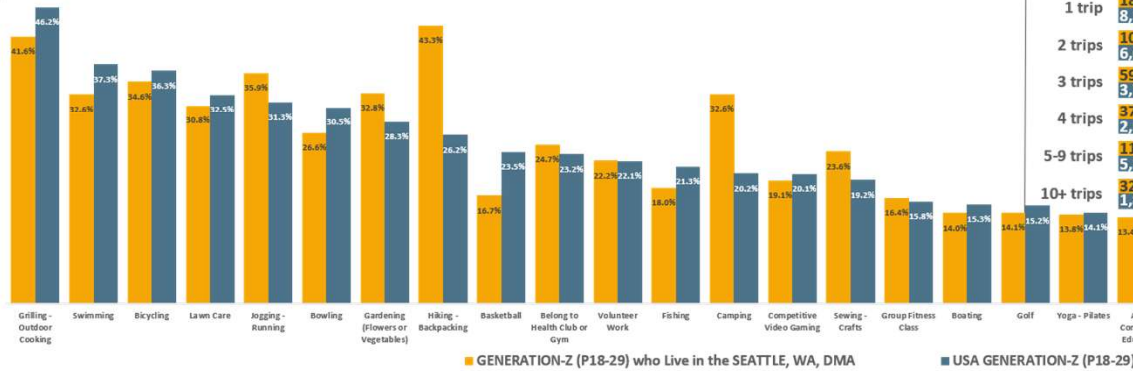
Political Activity: Adults 18 - 29



■ GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA ■ USA GENERATION-Z (P18-29)



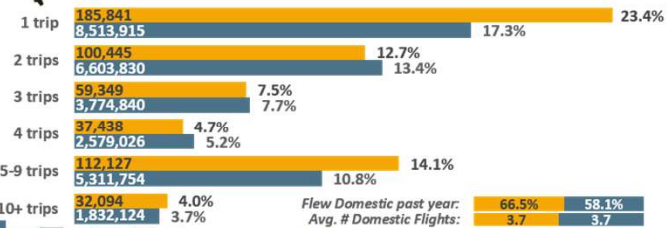
Top-30 past 12-months Active Lifestyle Activities: Adults 18 - 29



■ GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA ■ USA GENERATION-Z (P18-29)



Past 12-months Domestic Airline Trips: Adults 18 - 29



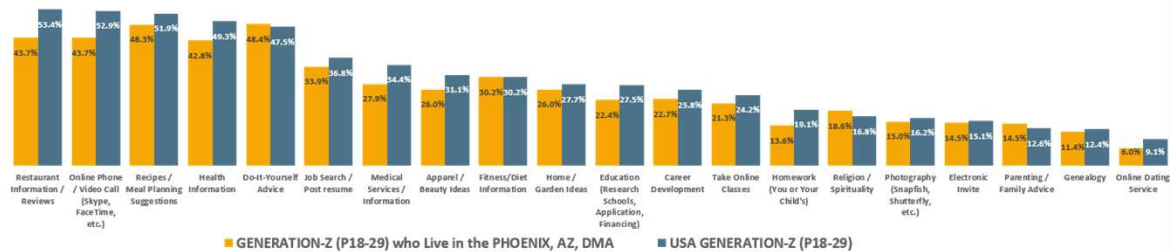
Flew Domestic past year: Avg. # Domestic Flights: 3.7 (SEATTLE) vs 3.7 (USA)



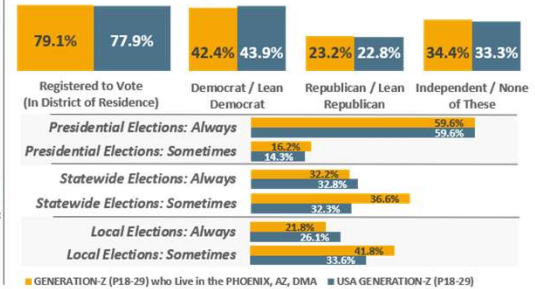
1.9% or 920,688 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the PHOENIX, AZ, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA are 1.9% more likely to look up D-I-Y advice online, 16.4% less likely to always vote in local elections, 2.4% more likely to belong to a gym, 8.2% less likely to fly domestic past yr.



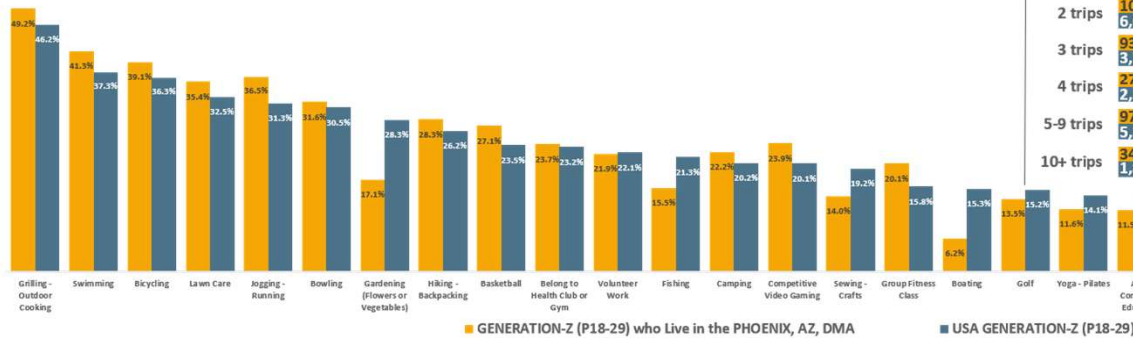
Top-20 past 30-days Online Lifestyle Activities: Adults 18 - 29



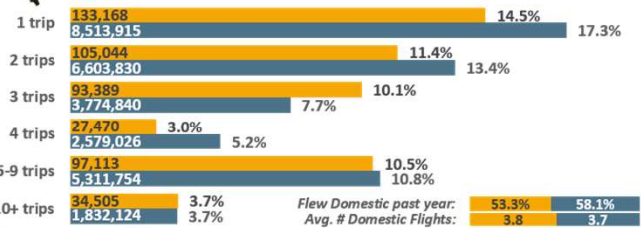
Political Activity: Adults 18 - 29



Top-30 past 12-months Active Lifestyle Activities: Adults 18 - 29



Past 12-months Domestic Airline Trips: Adults 18 - 29

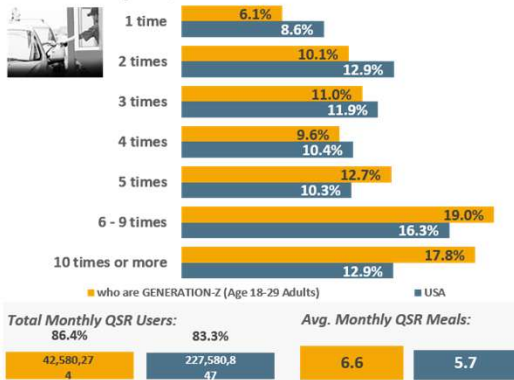


Flew Domestic past year: 53.3%
 Avg. # Domestic Flights: 3.8

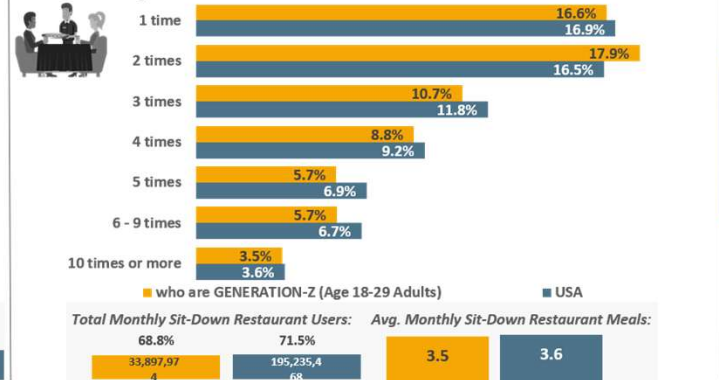


18.1% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 3.7% more likely to use QSRs past mo.,
 3.8% less likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 22.1% less
 likely to smoke cigarettes.

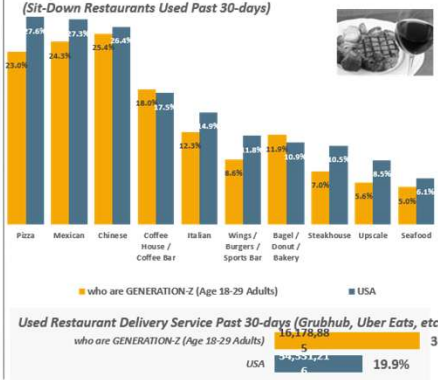
Past 30-days QSR Users: Adults 18 or older



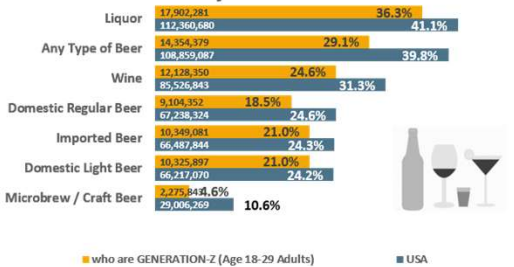
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



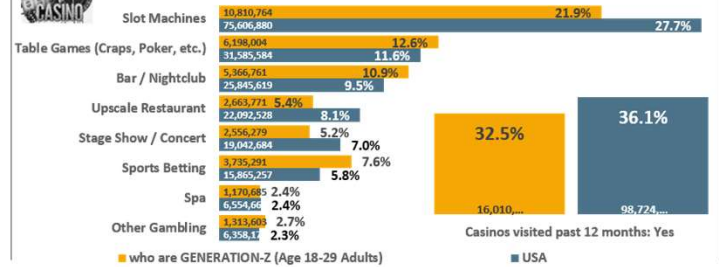
Top-10 Cuisines: Adults 18 or older



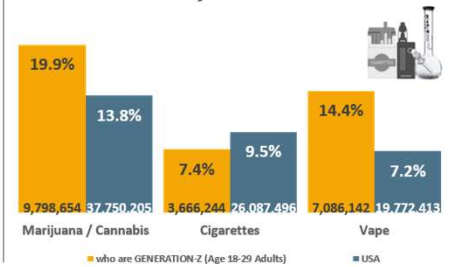
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



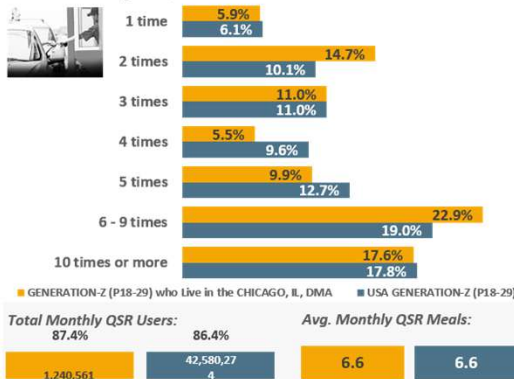
Used Past 30-days: Adults 18 or older



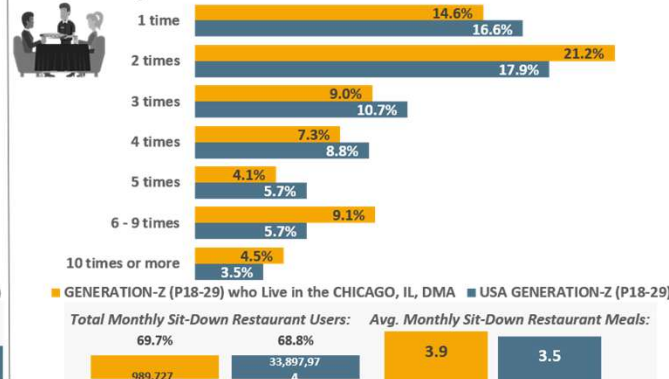


2.9% or 1,419,371 of USA GENERATION-Z (P18-29) Adults 18 -29 Live in the CHICAGO, IL, DMA.
 Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA are 1.2% more likely to use QSRs past mo., 1.4% more likely to use Sit-Down Restaurants past mo., 17.3% less likely to use Casinos past yr., 43.8% more likely to smoke cigarettes.

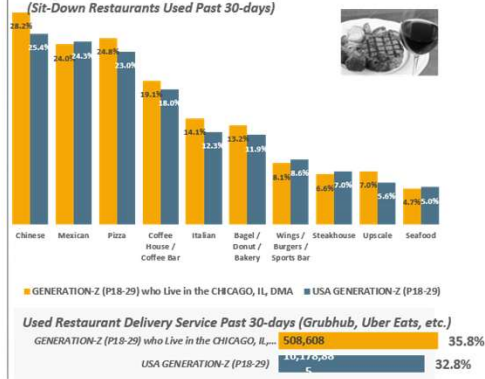
Past 30-days QSR Users: Adults 18 -29



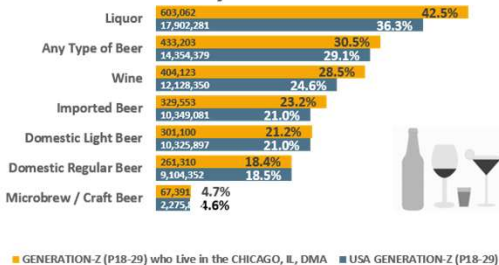
Past 30-days Sit-Down Restaurant Users: Adults 18 -29



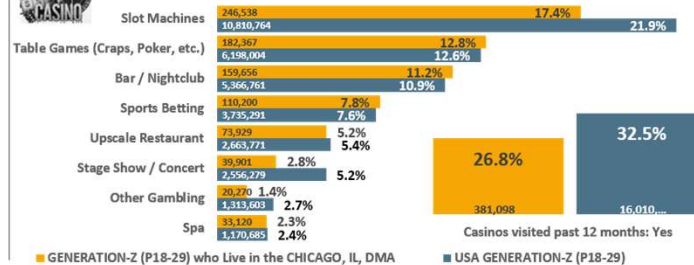
Top-10 Cuisines: Adults 18 -29



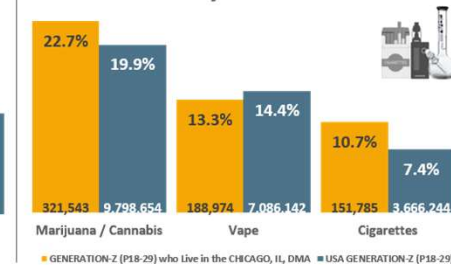
Drank Past 30-days: Adults 18 -29



Past 12 months Casino Activities: Adults 18 -29



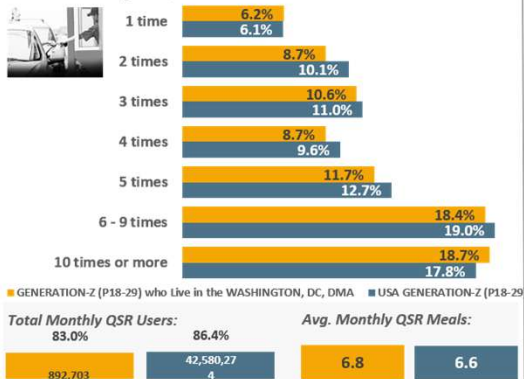
Used Past 30-days: Adults 18 -29



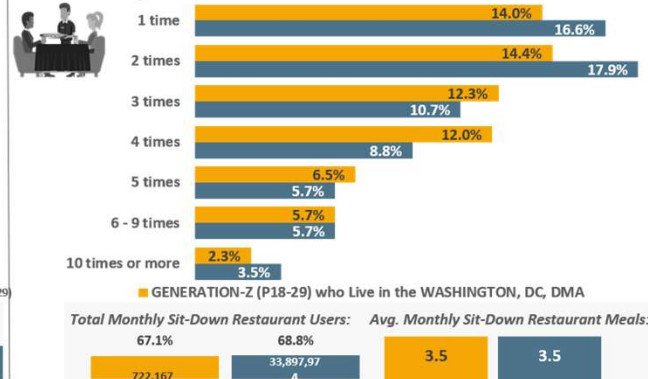


2.2% or 1,075,703 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WASHINGTON, DC, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA are 3.9% less likely to use QSRs past mo., 2.4% less likely to use Sit-Down Restaurants past mo., 24.4% less likely to use Casinos past yr., 38.9% less likely to smoke cigarettes.

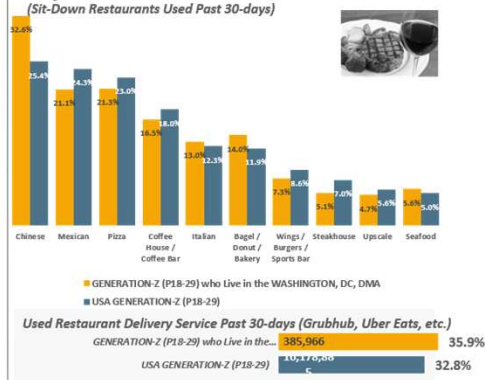
Past 30-days QSR Users: Adults 18 - 29



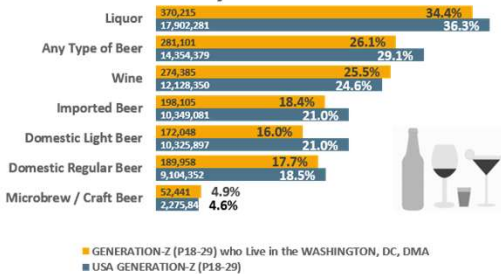
Past 30-days Sit-Down Restaurant Users: Adults 18 - 29



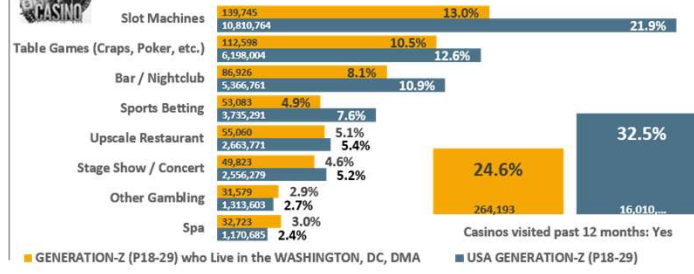
Top-10 Cuisines: Adults 18 - 29



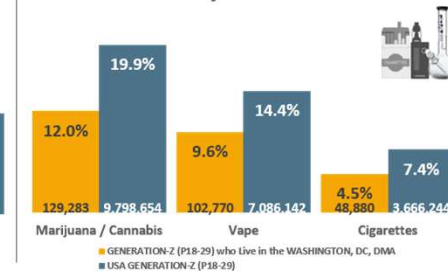
Drank Past 30-days: Adults 18 - 29



Past 12 months Casino Activities: Adults 18 - 29



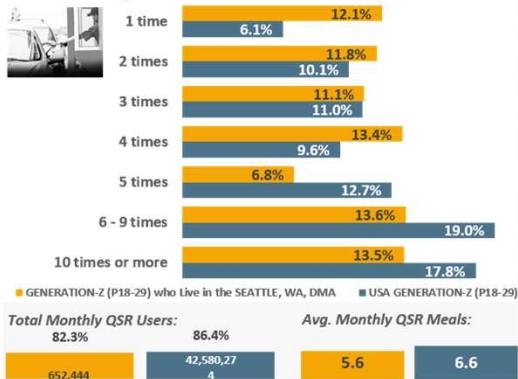
Used Past 30-days: Adults 18 - 29



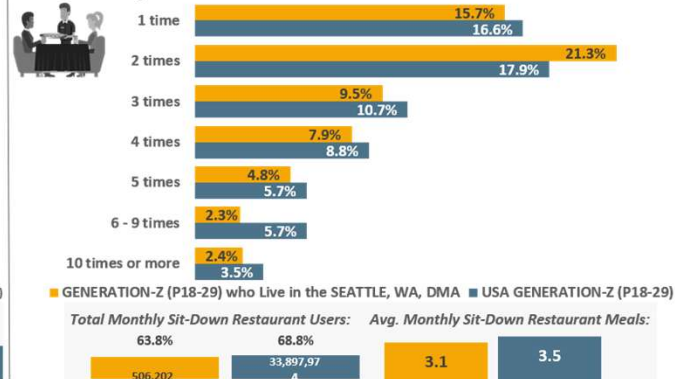


1.6% or 793,017 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the SEATTLE, WA, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA are 4.8% less likely to use QSRs past mo., 7.2% less likely to use Sit-Down Restaurants past mo., 7.5% less likely to use Casinos past yr., 16.8% less likely to smoke cigarettes.

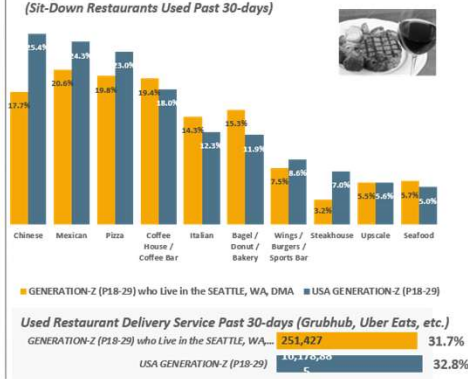
Past 30-days QSR Users: Adults 18 - 29



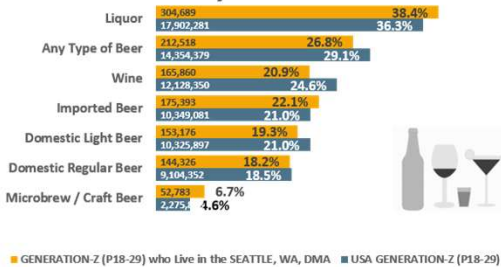
Past 30-days Sit-Down Restaurant Users: Adults 18 - 29



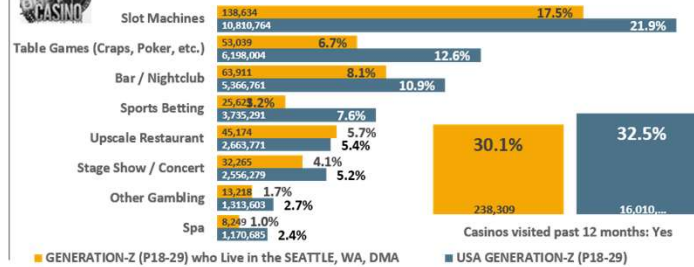
Top-10 Cuisines: Adults 18 - 29



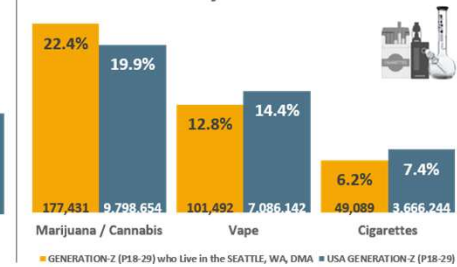
Drank Past 30-days: Adults 18 - 29



Past 12 months Casino Activities: Adults 18 - 29



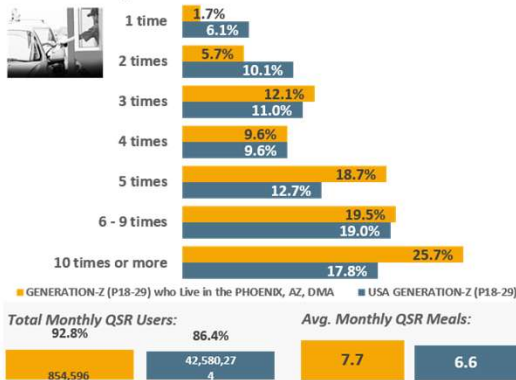
Used Past 30-days: Adults 18 - 29



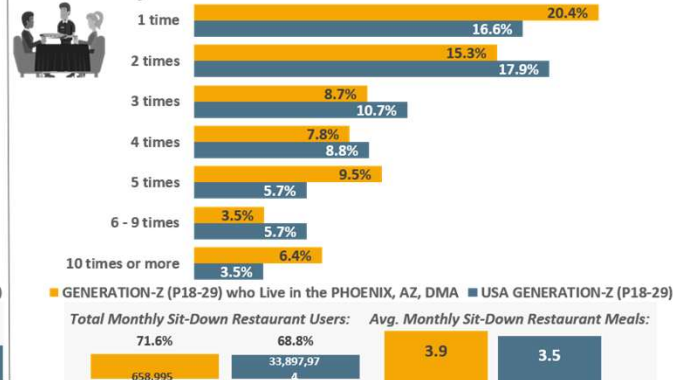


1.9% or 920,688 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the PHOENIX, AZ, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA are 7.4% more likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 55.8% more likely to use Casinos past yr., 55.5% less likely to smoke cigarettes.

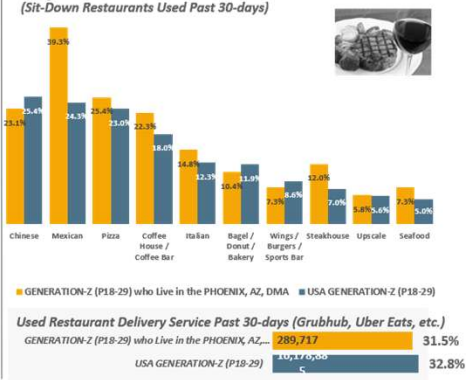
Past 30-days QSR Users: Adults 18 - 29



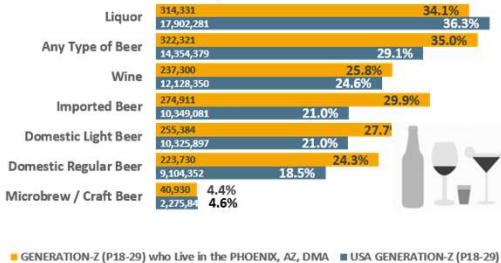
Past 30-days Sit-Down Restaurant Users: Adults 18 - 29



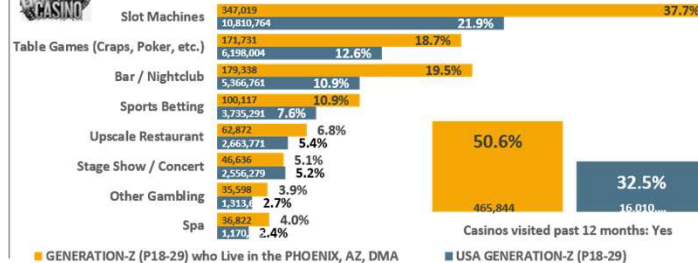
Top-10 Cuisines: Adults 18 - 29



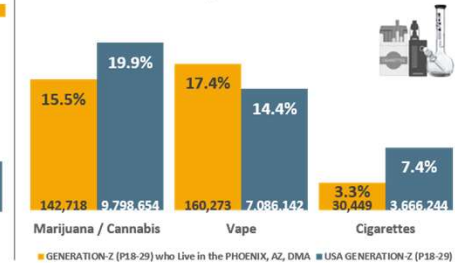
Drank Past 30-days: Adults 18 - 29



Past 12 months Casino Activities: Adults 18 - 29



Used Past 30-days: Adults 18 - 29





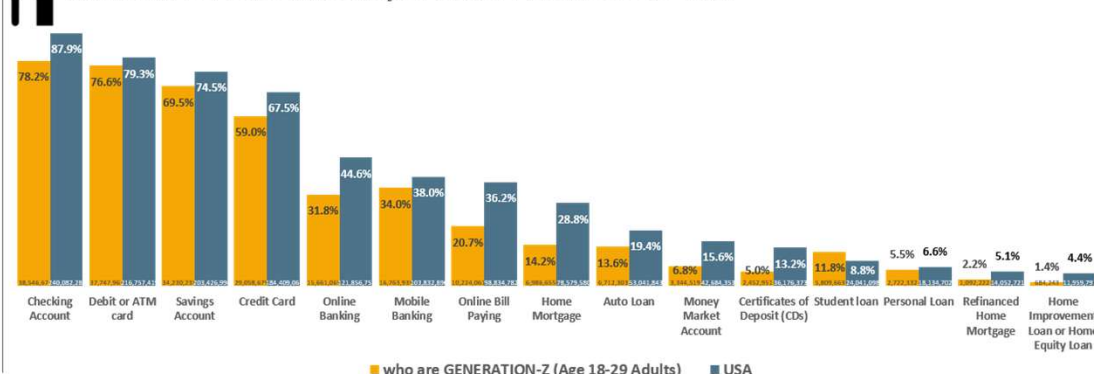
18.% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 11.2% less likely to have a 401K, 29.9% less likely to have an Auto Loan, 16.% less likely to Invest/Trade Stocks Online, 6.9% more likely to pay with their Debit Card.



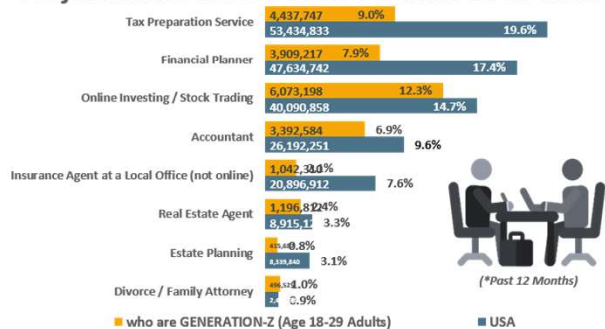
Investments Owned: Adults 18 or older



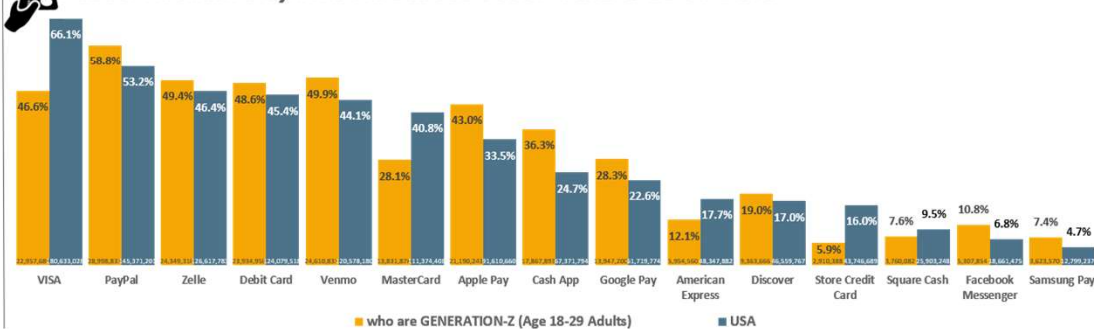
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

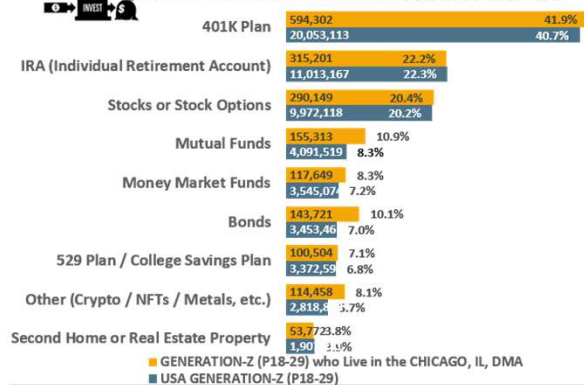




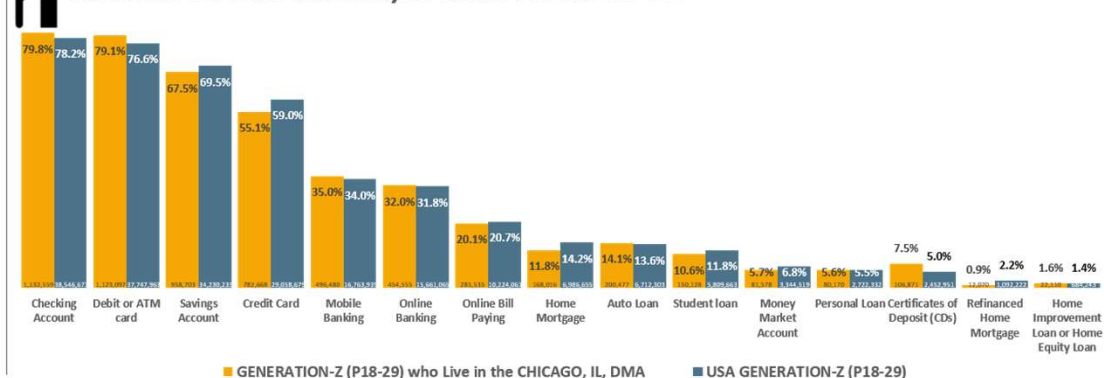
2.9% or 1,419,371 of USA GENERATION-Z (P18-29) Adults 18 -29 Live in the CHICAGO, IL, DMA.
 Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA are 2.9% more likely to have a 401K,
 3.7% more likely to have an Auto Loan, .1% more likely to Invest/Trade Stocks Online, 14.4% more likely to
 pay with their Debit Card.



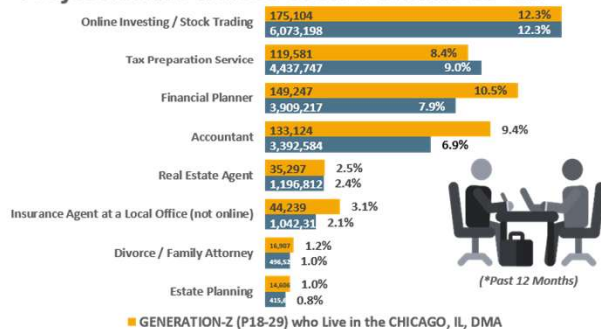
Investments Owned: Adults 18 -29



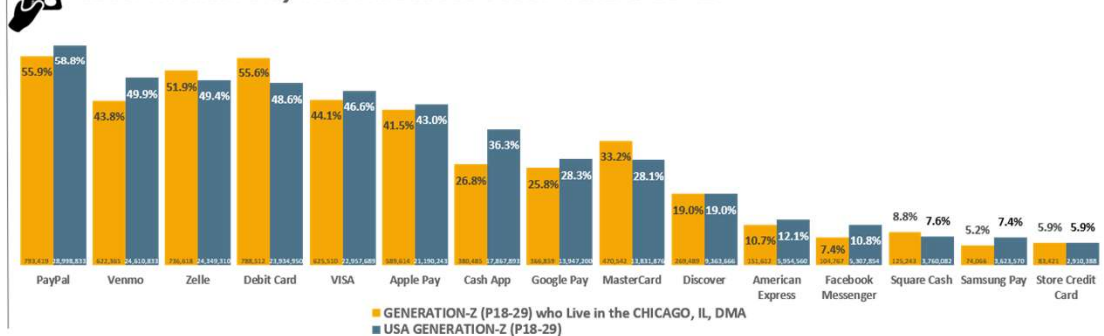
Financial Services Has and/or Uses: Adults 18 -29



Professional Services Used*: Adults 18 -29



Past 3-Months Payment Methods Used: Adults 18 -29



USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 587
 USA Projection USA Qual Intab 3,498

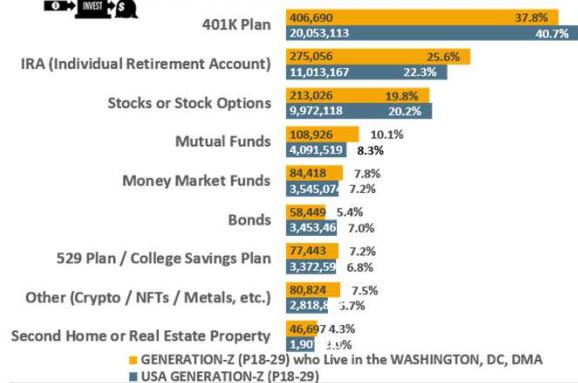
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



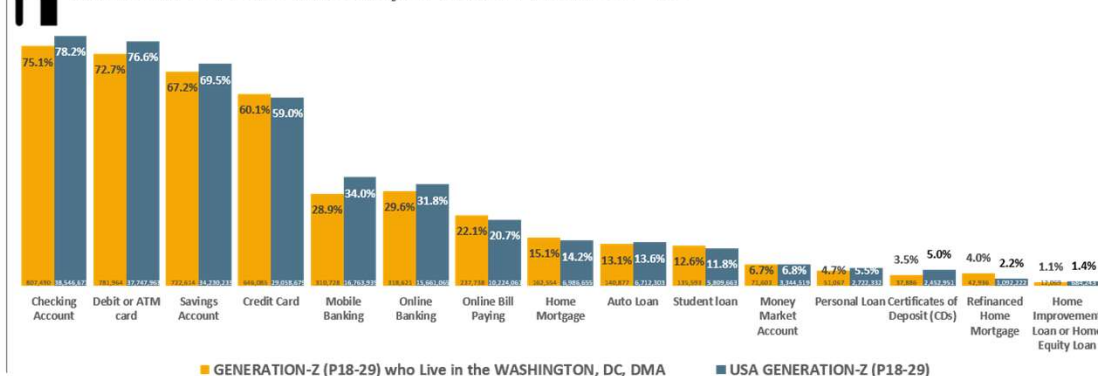
2.2% or 1,075,703 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WASHINGTON, DC, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA are 7.1% less likely to have a 401K, 3.8% less likely to have an Auto Loan, 12.% more likely to Invest/Trade Stocks Online, 9.6% less likely to pay with their Debit Card.



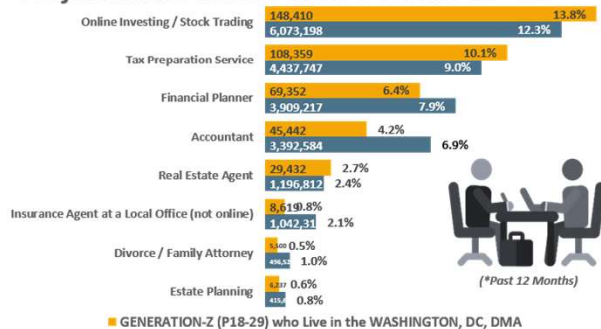
Investments Owned: Adults 18 - 29



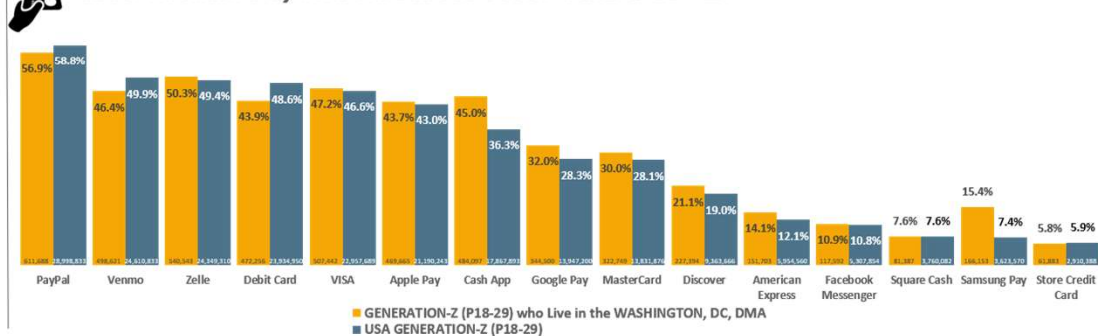
Financial Services Has and/or Uses: Adults 18 - 29



Professional Services Used*: Adults 18 - 29



Past 3-Months Payment Methods Used: Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 960 USA Projection USA Qual Intab 3,498

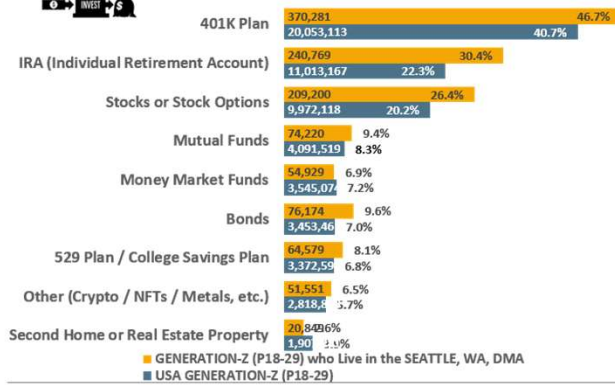
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



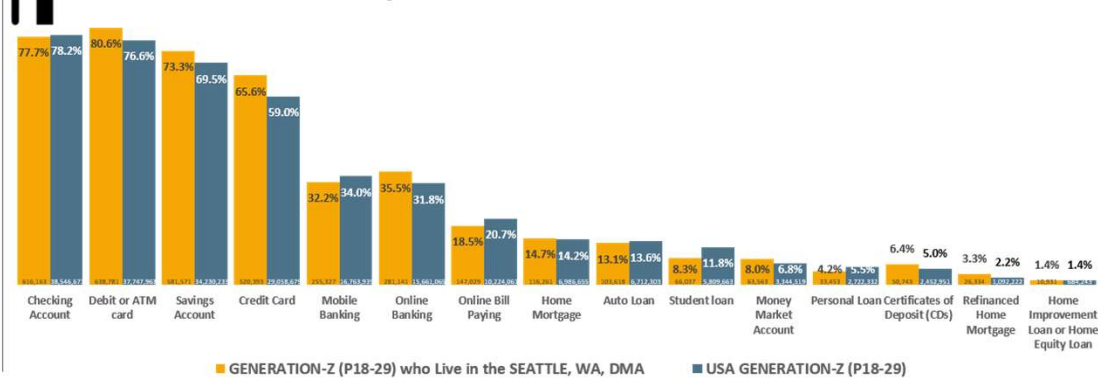
1.6% or 793,017 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the SEATTLE, WA, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA are 14.8% more likely to have a 401K, 4.1% less likely to have an Auto Loan, 17.2% more likely to Invest/Trade Stocks Online, 6.7% less likely to pay with their Debit Card.



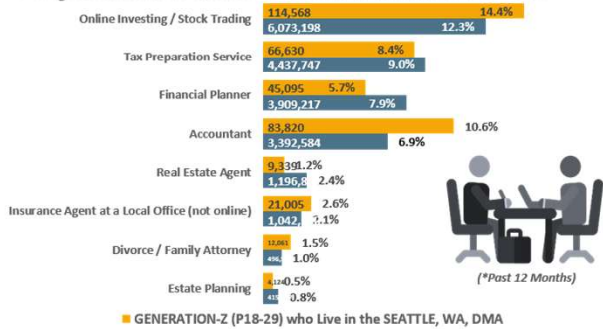
Investments Owned: Adults 18 - 29



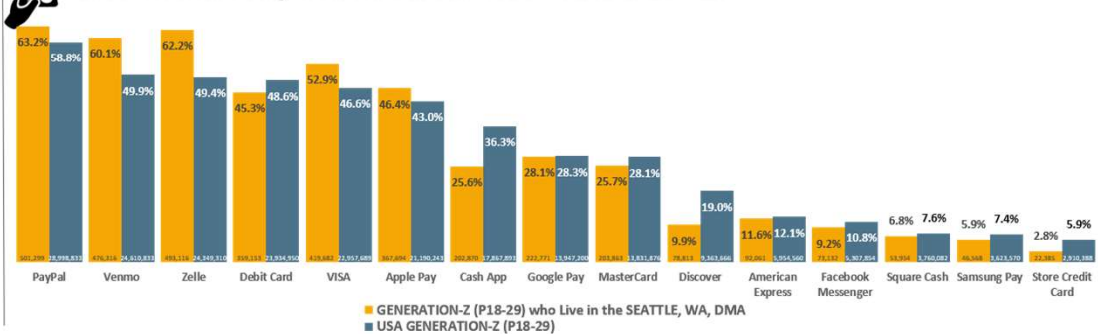
Financial Services Has and/or Uses: Adults 18 - 29



Professional Services Used*: Adults 18 - 29



Past 3-Months Payment Methods Used: Adults 18 - 29



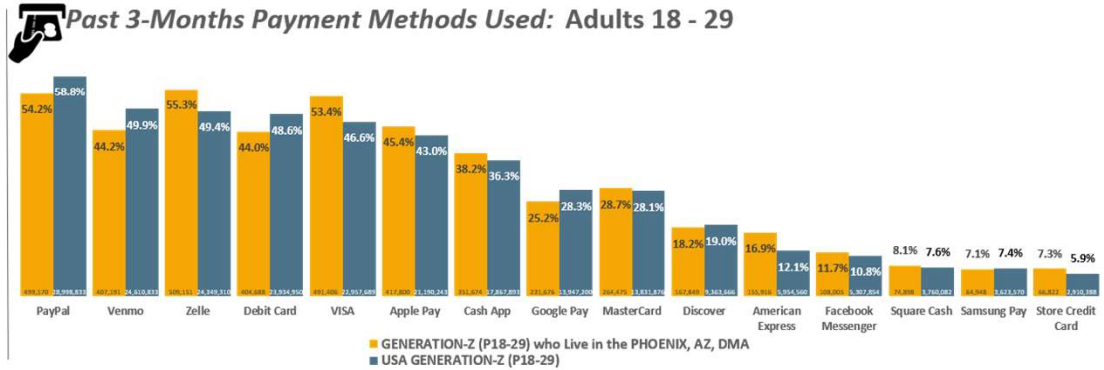
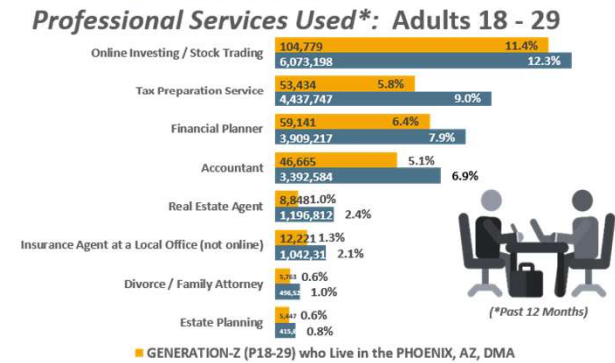
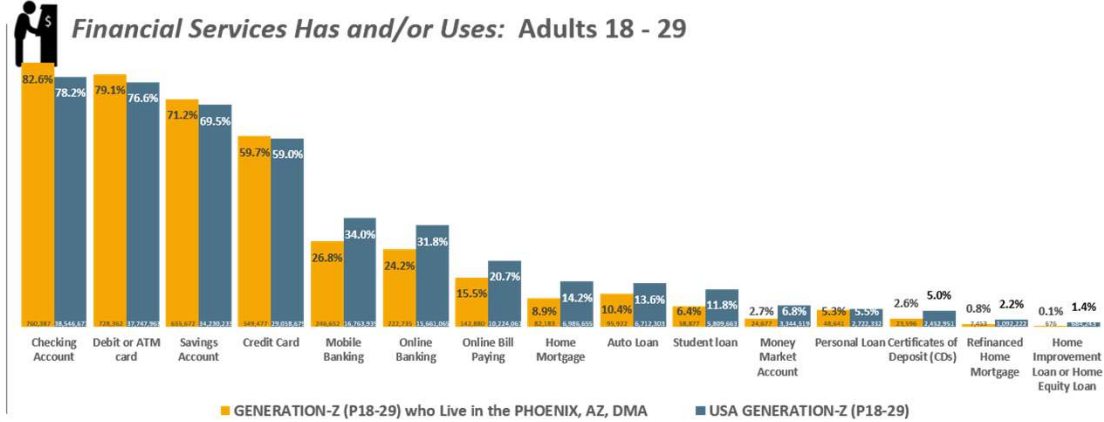
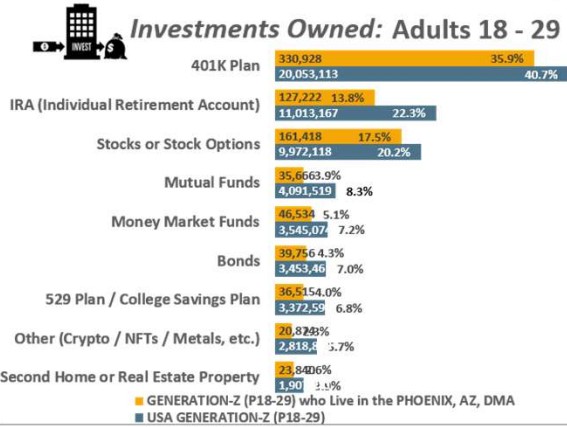
USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Mar25-Mar26
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Qual Intab 495
 USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



1.9% or 920,688 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the PHOENIX, AZ, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA are 11.7% less likely to have a 401K, 23.5% less likely to have an Auto Loan, 7.6% less likely to Invest/Trade Stocks Online, 9.5% less likely to pay with their Debit Card.



USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26
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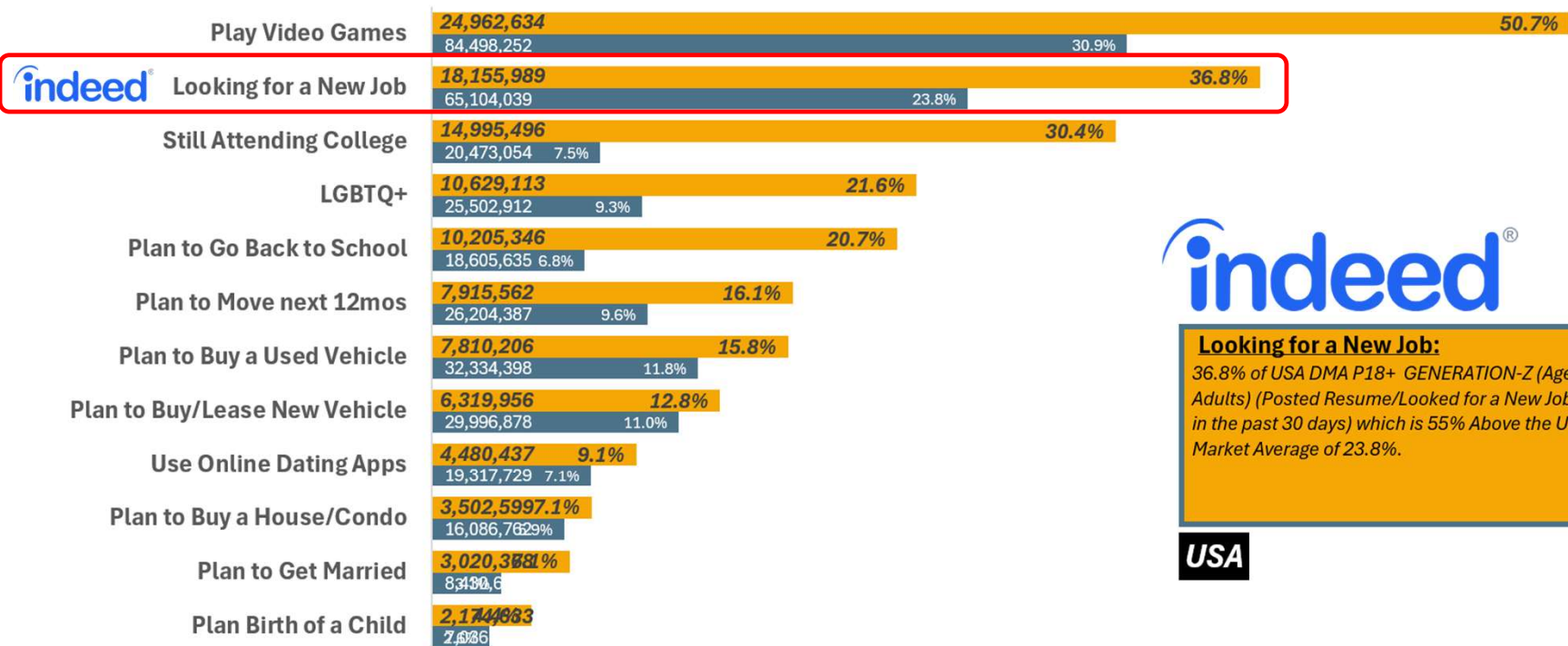
Qual Intab 374 USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ USA DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

36.8% of USA DMA P18+ GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 55% Above the USA DMA Market Average of 23.8%.

USA

■ P18+ USA DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 3498
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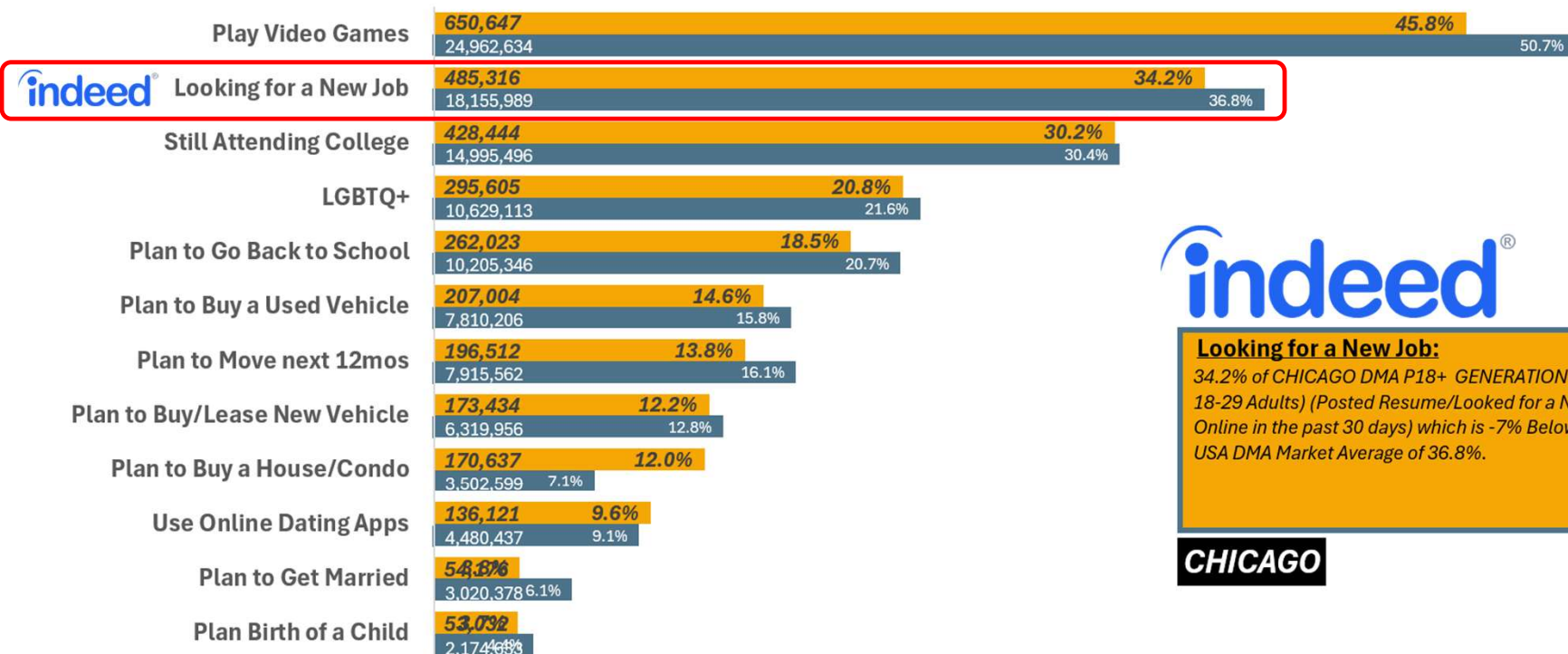
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ CHICAGO DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

34.2% of CHICAGO DMA P18+ GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -7% Below the USA DMA Market Average of 36.8%.

CHICAGO

■ P18+ CHICAGO DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 587
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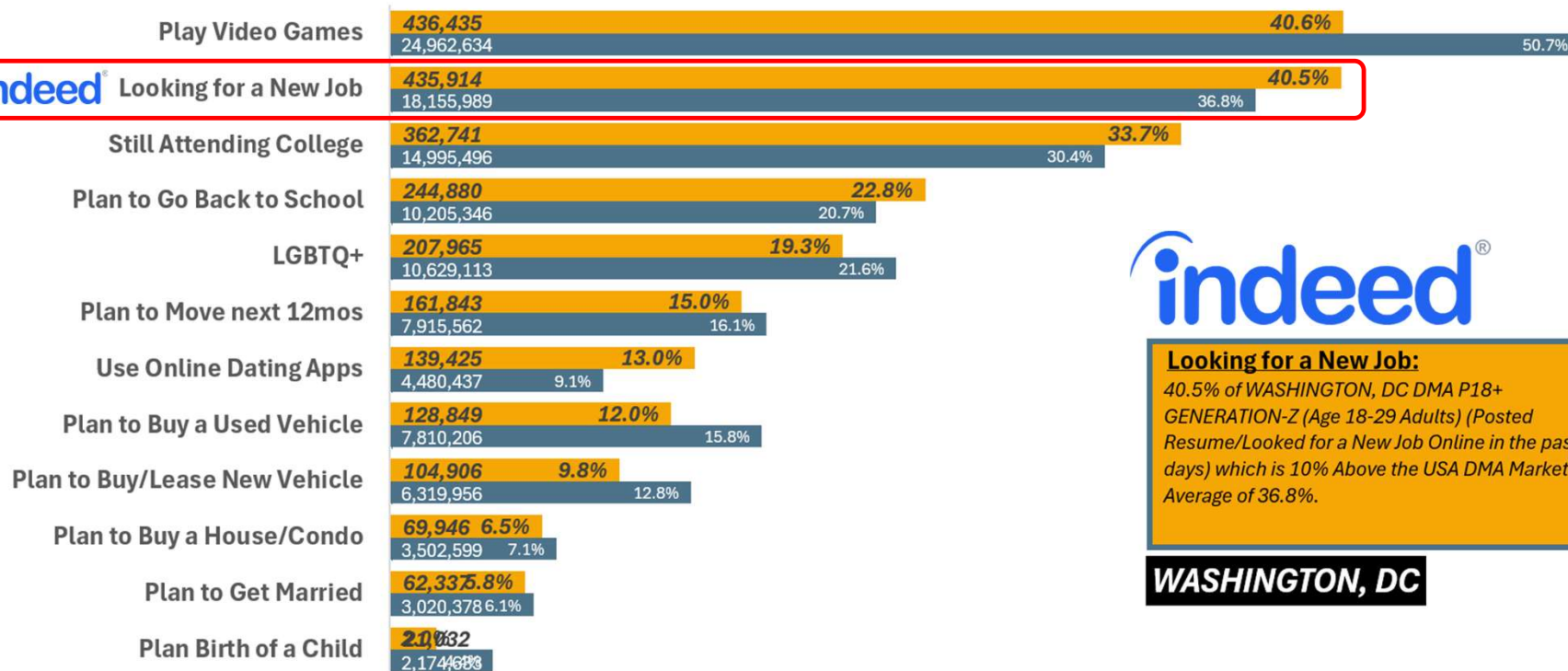
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ WASHINGTON, DC DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

40.5% of WASHINGTON, DC DMA P18+ GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 10% Above the USA DMA Market Average of 36.8%.

WASHINGTON, DC

■ P18+ WASHINGTON, DC DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 960
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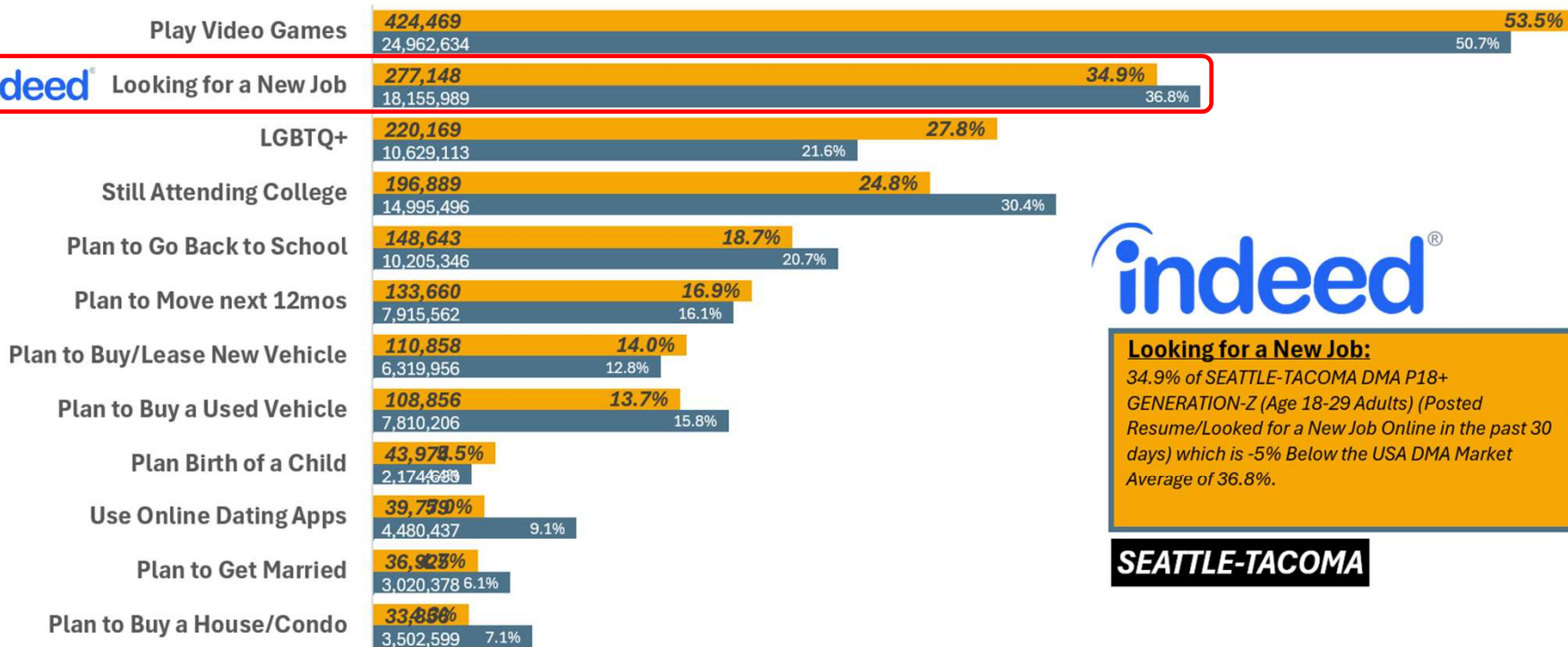
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ SEATTLE-TACOMA DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

34.9% of SEATTLE-TACOMA DMA P18+ GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -5% Below the USA DMA Market Average of 36.8%.

SEATTLE-TACOMA

■ P18+ SEATTLE-TACOMA DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 495
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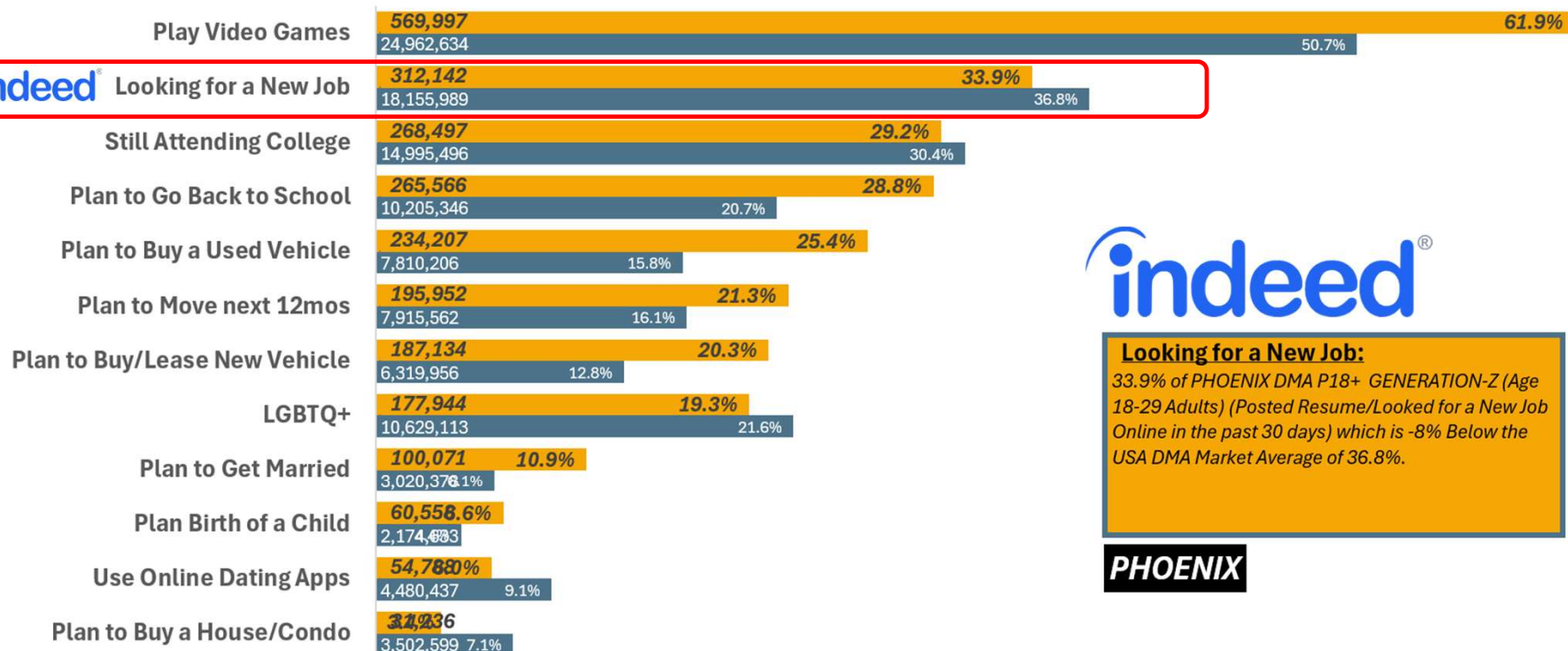
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ PHOENIX DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

33.9% of PHOENIX DMA P18+ GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -8% Below the USA DMA Market Average of 36.8%.

PHOENIX

■ P18+ PHOENIX DMA GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 374
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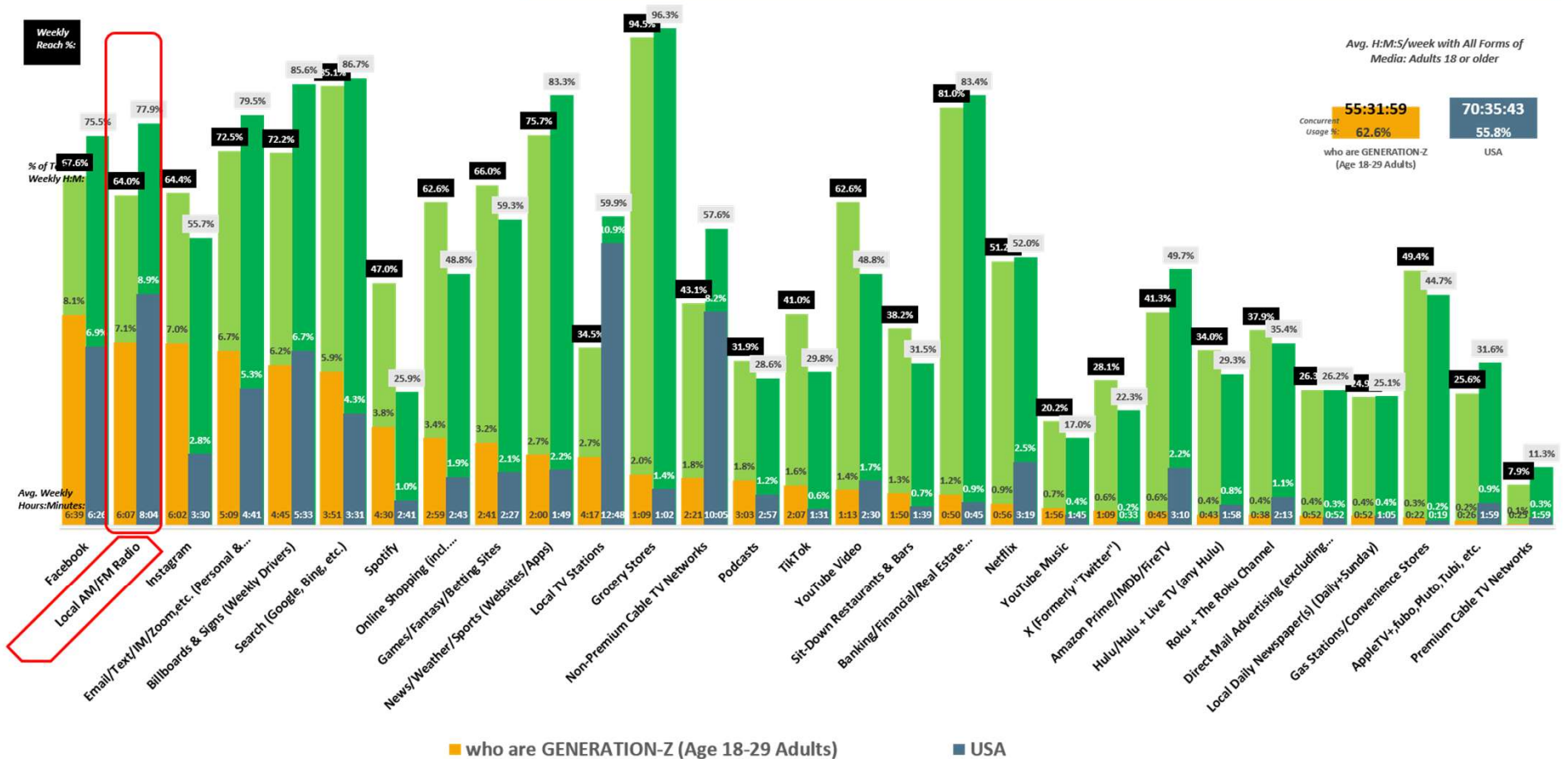
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 7 hours, 31 minutes and 59 seconds each week with All Forms of Media.

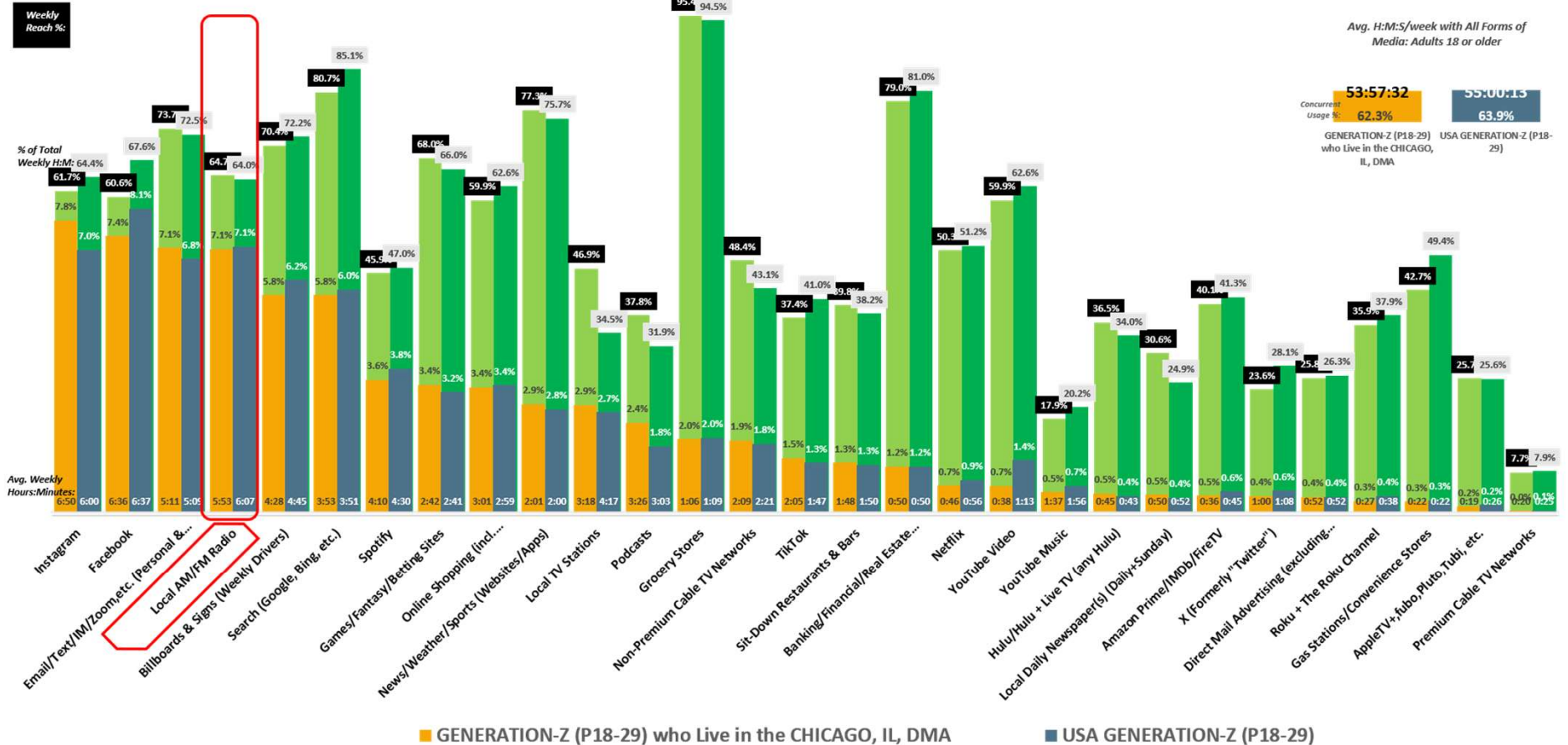
64.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.





Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA spend an average of 2 days, 5 hours, 57 minutes and 32 seconds each week with All Forms of Media.

64.7% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA spend an avg. of 5 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



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

53:57:32
62.3%
GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA

55:00:13
63.9%
USA GENERATION-Z (P18-29)

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

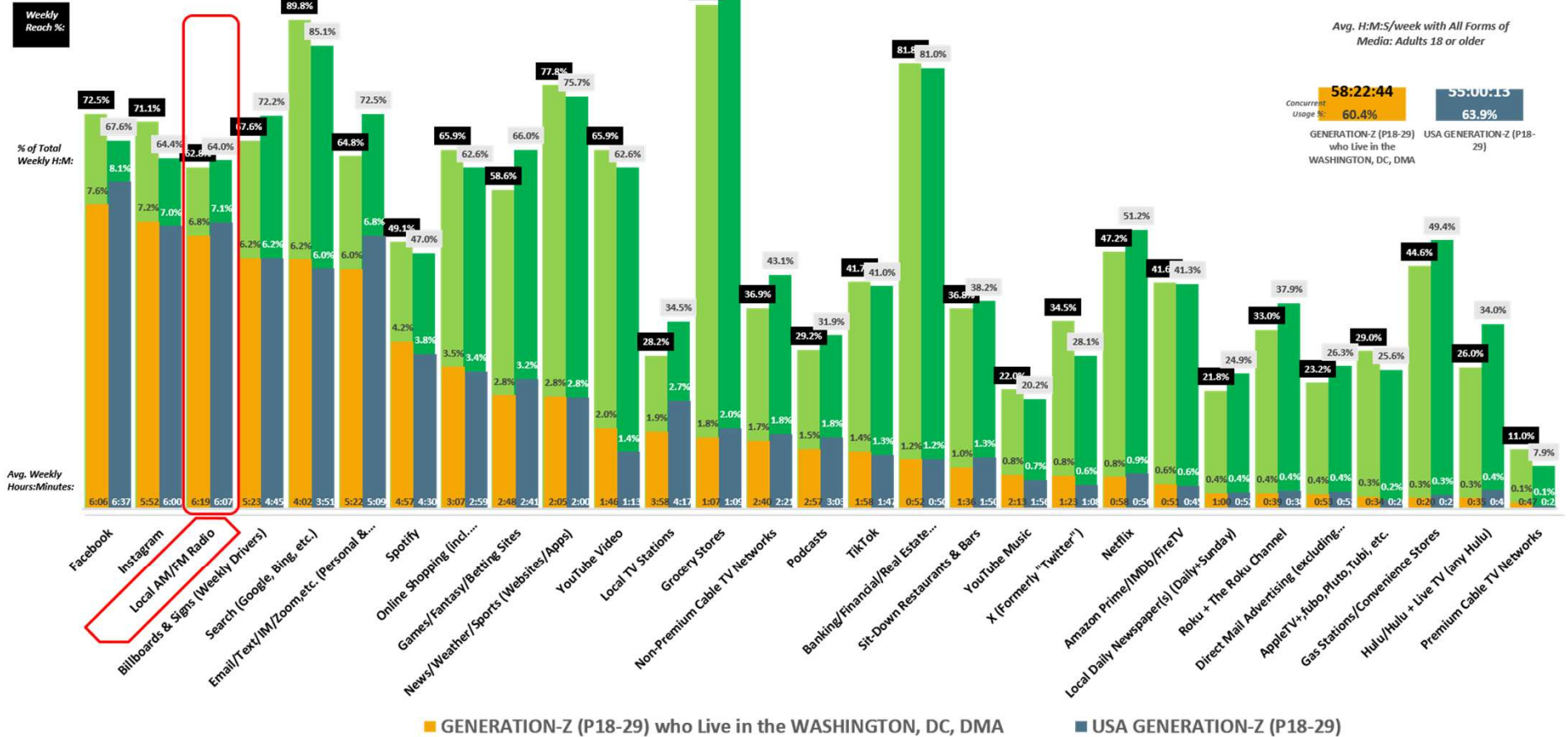
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything for Anything



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA spend an average of 2 days, 10 hours, 22 minutes and 44 seconds each week with All Forms of Media.
 62.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA spend an avg. of 6 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



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USA Projection USA Qual Intab 3,498

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

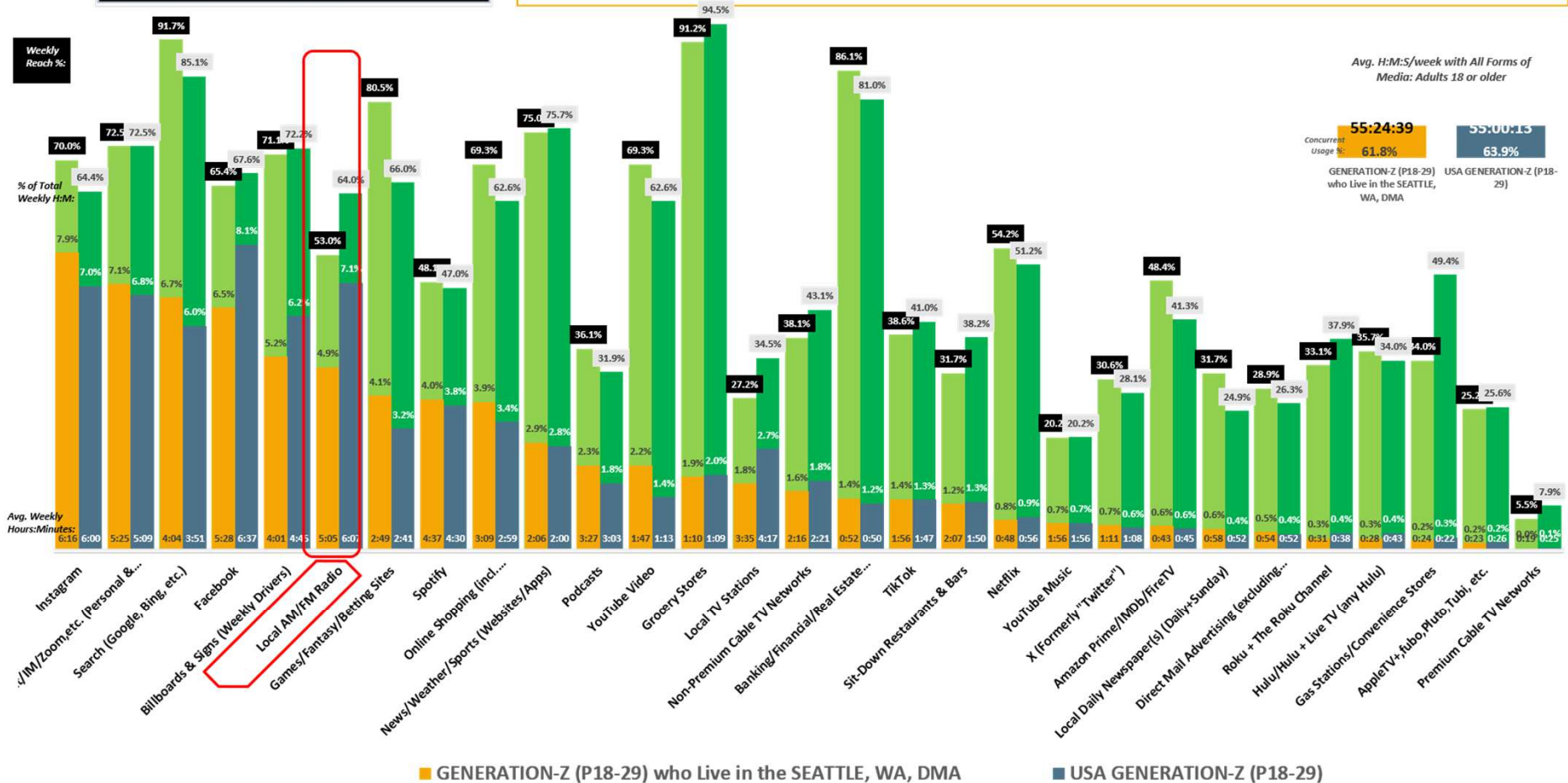


Share of Everything for Anything



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA spend an average of 2 days, 7 hours, 24 minutes and 39 seconds each week with All Forms of Media.

53.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA spend an avg. of 5 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 4.9% of total time spent with all forms of Media.



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USA Projection USA Qual Intab 3,498

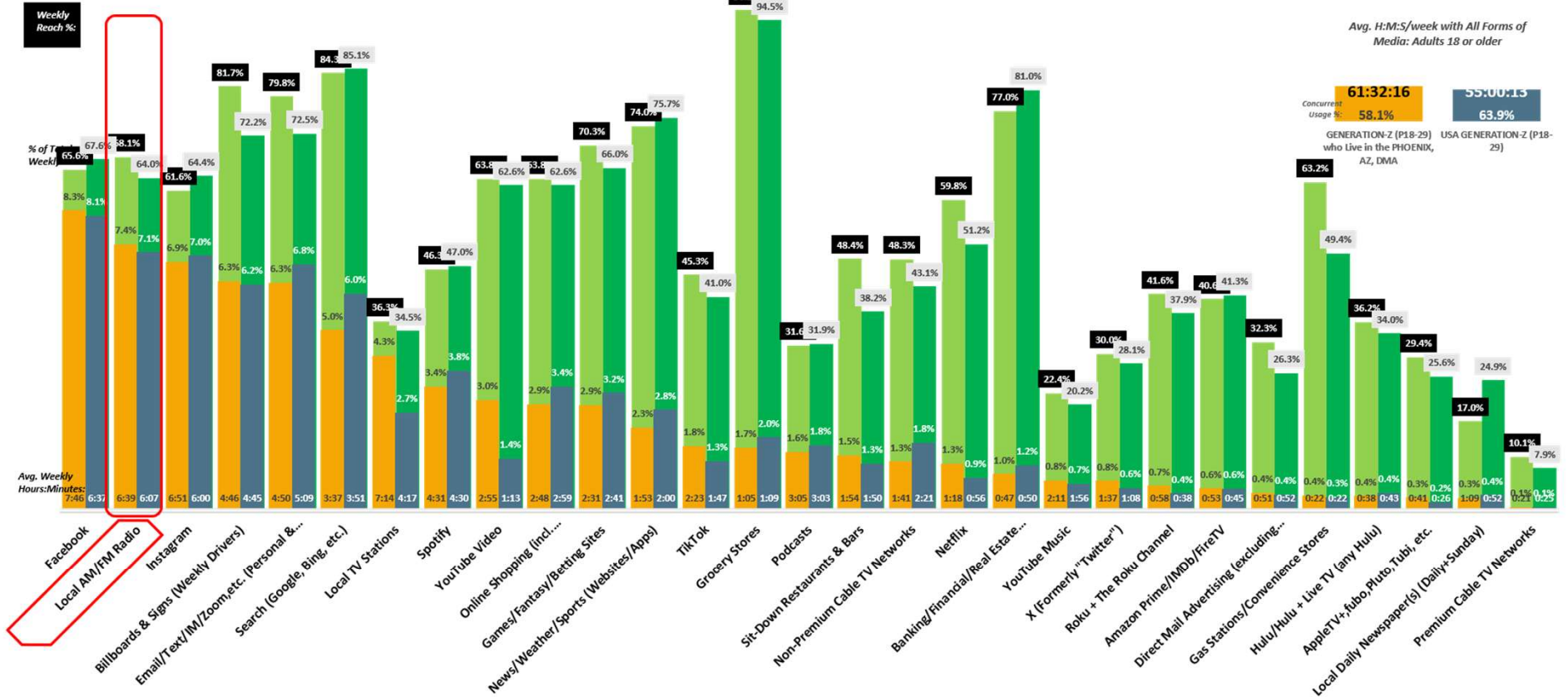
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything for Anything



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA spend an average of 2 days, 13 hours, 32 minutes and 16 seconds each week with All Forms of Media.
 68.1% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA spend an avg. of 6 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



■ GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA

■ USA GENERATION-Z (P18-29)

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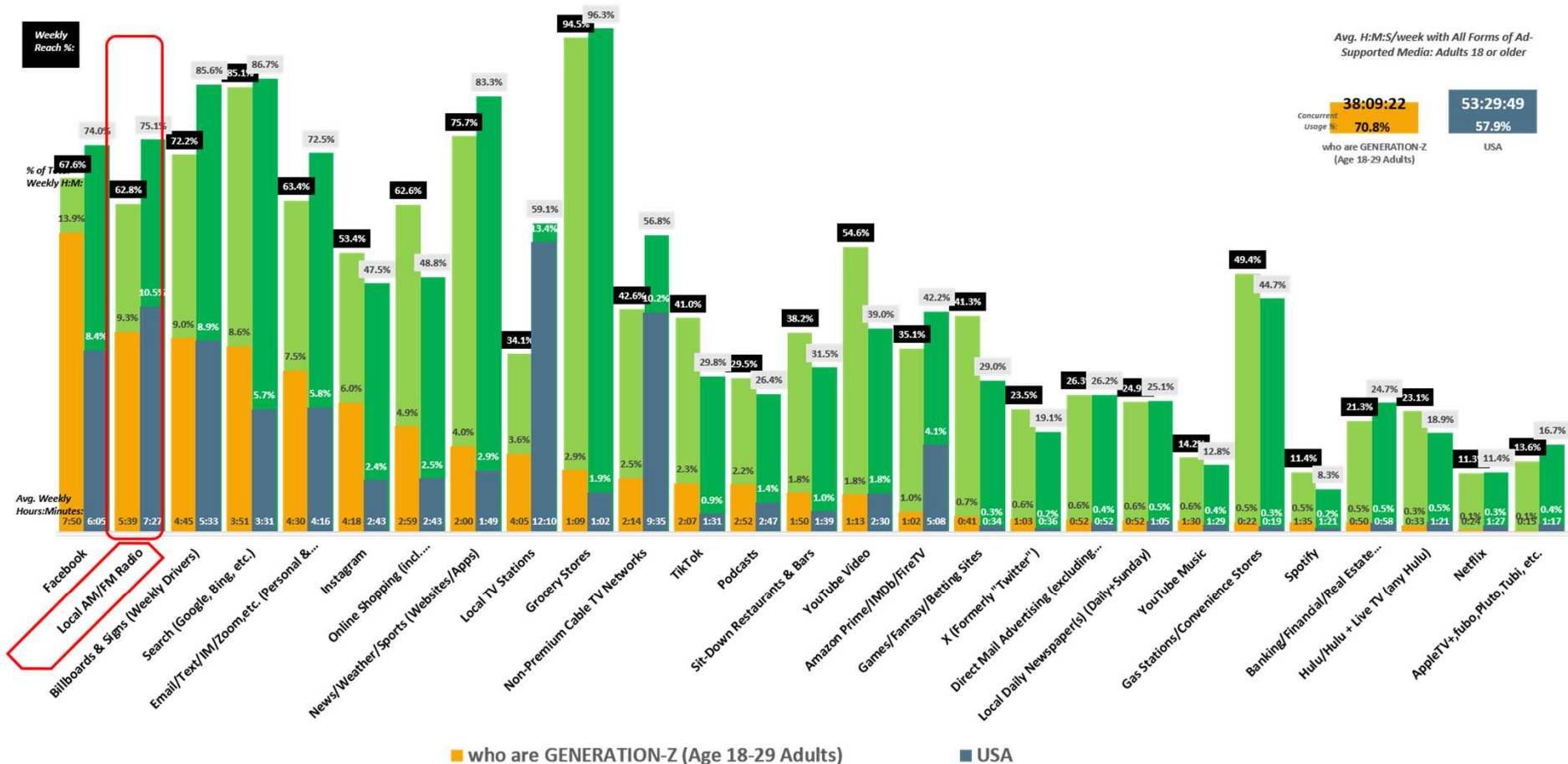
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



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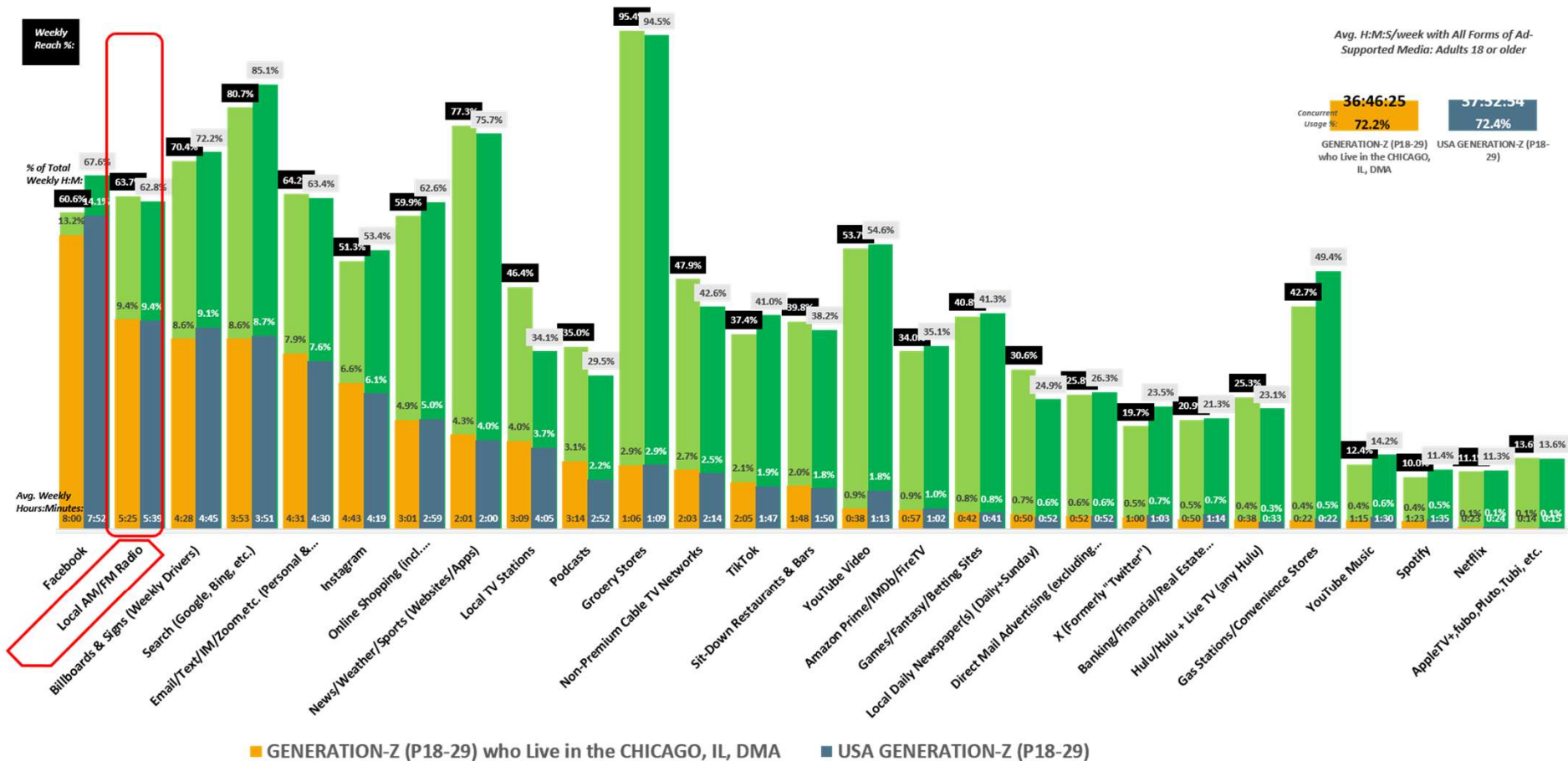
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 14 hours, 9 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA spend an average of 1 days, 12 hours, 46 minutes and 25 seconds each week with All Forms of Ad-Supported Media.

63.7% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA spend an avg. of 5 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



USA GENERATION-Z (P18-29) USA Projection
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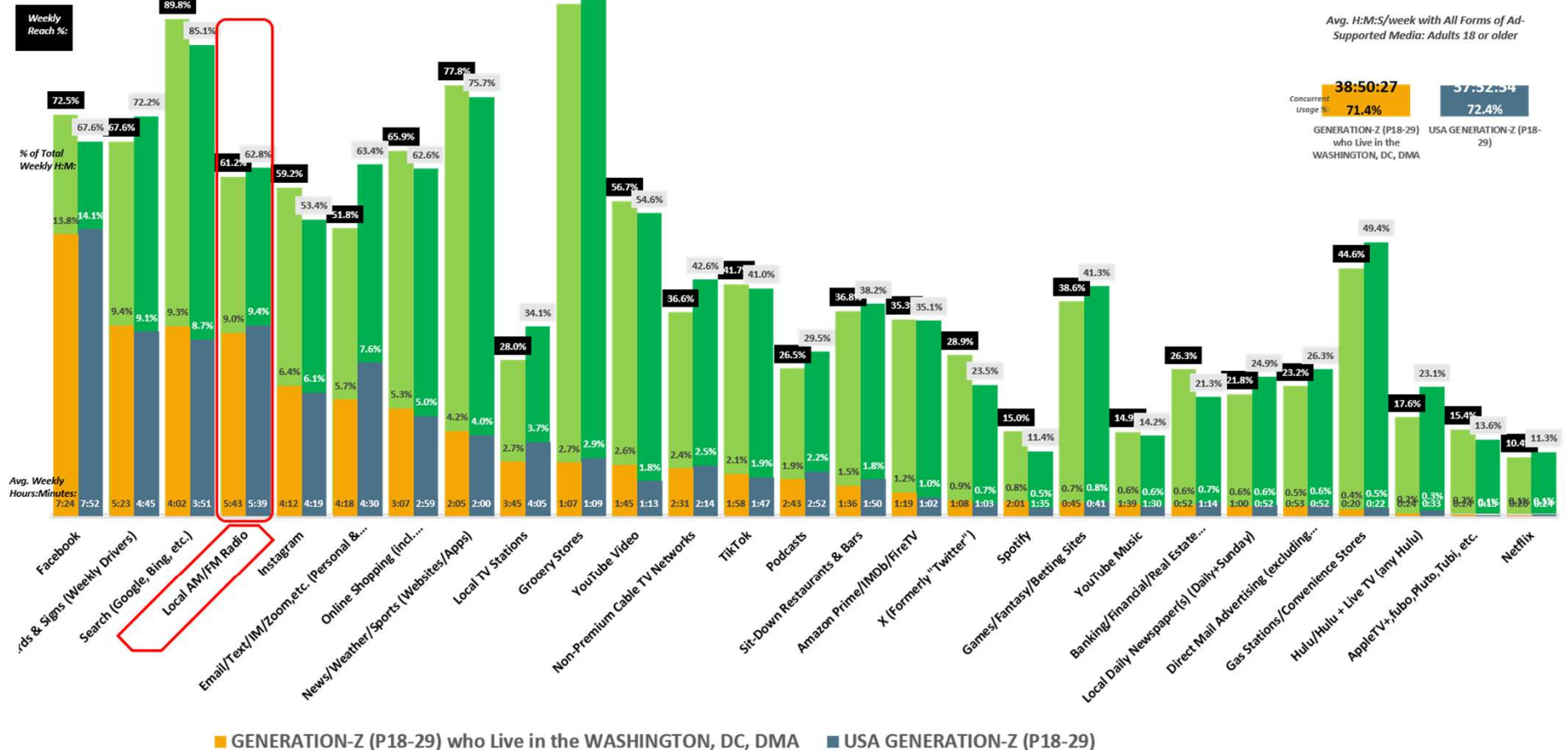
USA Projection USA Qual Intab 3,498
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything for Anything.



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA spend an average of 1 days, 14 hours, 50 minutes and 27 seconds each week with All Forms of Ad-Supported Media.
 61.2% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA spend an avg. of 5 hours and 43 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.

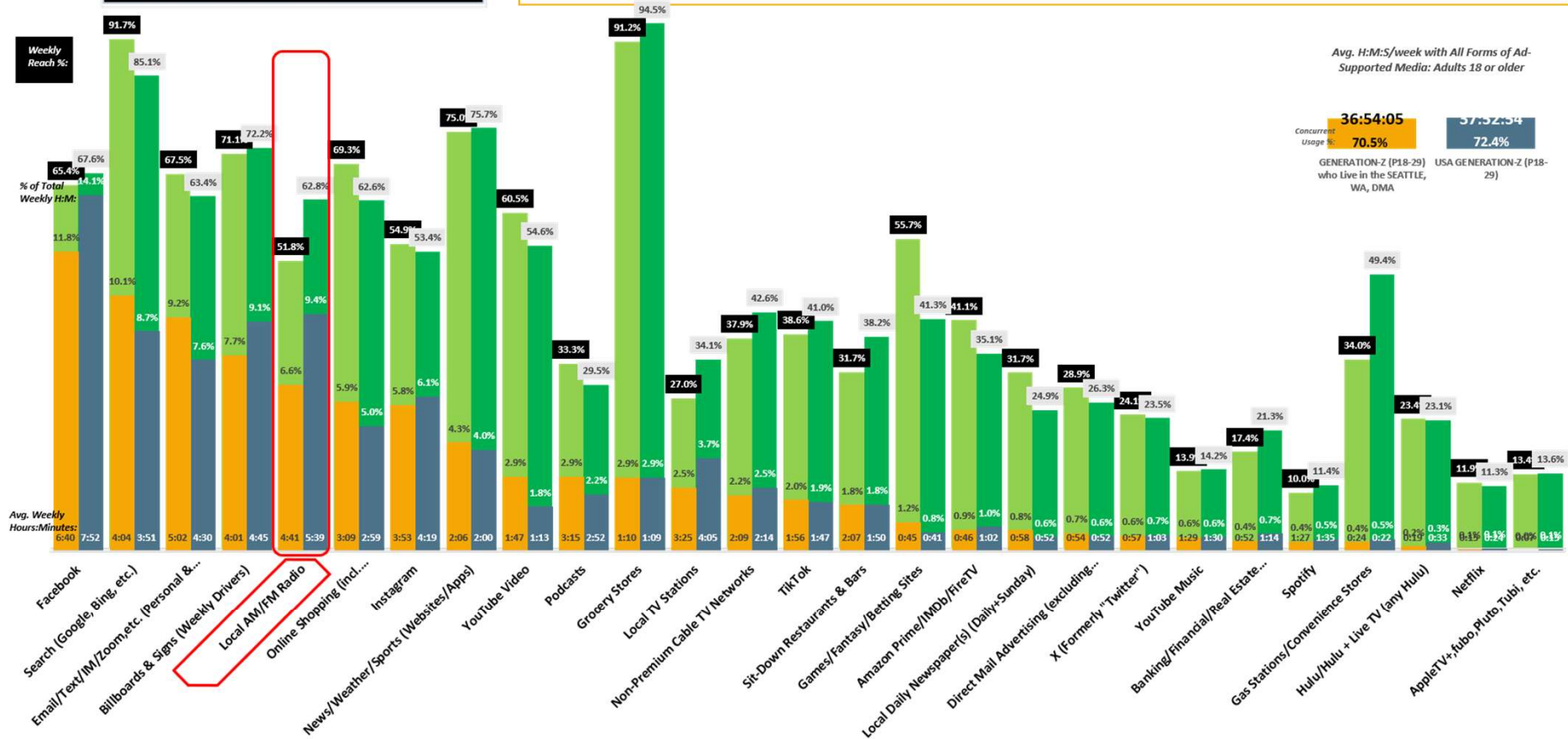


USA GENERATION-Z (P18-29) USA Projection
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USA Projection USA Qual Intab 3,498
 (Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA spend an average of 1 days, 12 hours, 54 minutes and 5 seconds each week with All Forms of Ad-Supported Media.
 51.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA spend an avg. of 4 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.6% of total time spent with all forms of Ad-Supported Media.



■ GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA ■ USA GENERATION-Z (P18-29)

USA GENERATION-Z (P18-29) USA Projection
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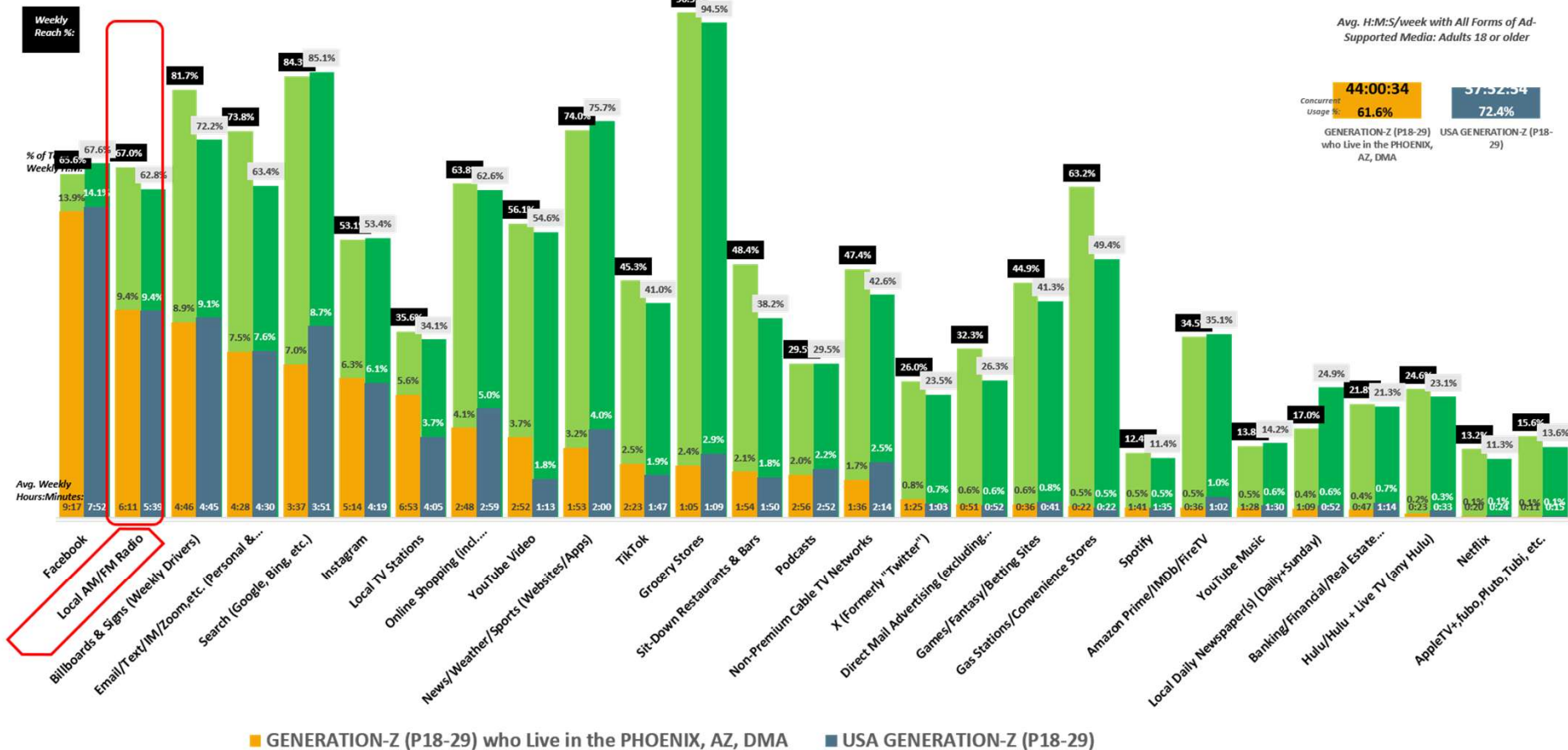
USA Projection USA Qual Intab 3,498
 (Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything
 for Anything.



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA spend an average of 1 days, 20 hours, 0 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 67.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA spend an avg. of 6 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



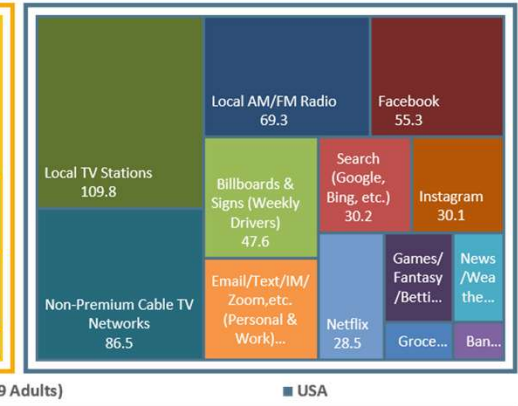
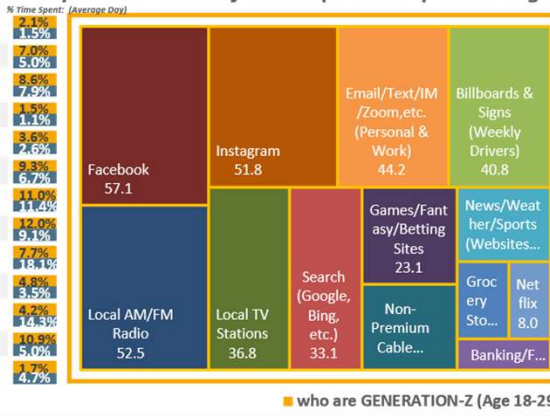
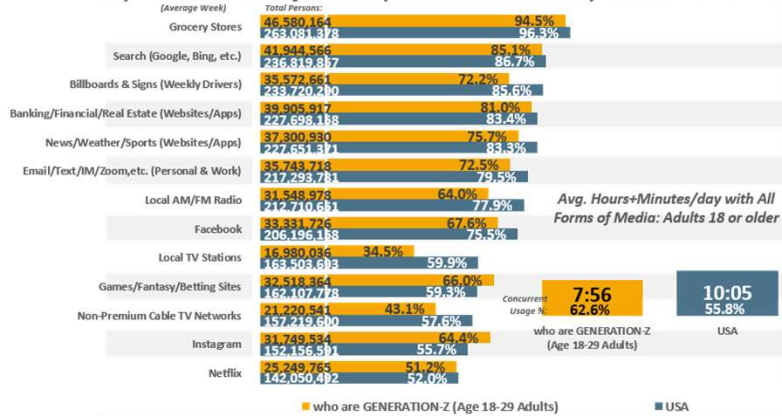
USA GENERATION-Z (P18-29) USA Projection
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USA Projection USA Qual Intab 3,498
 (Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

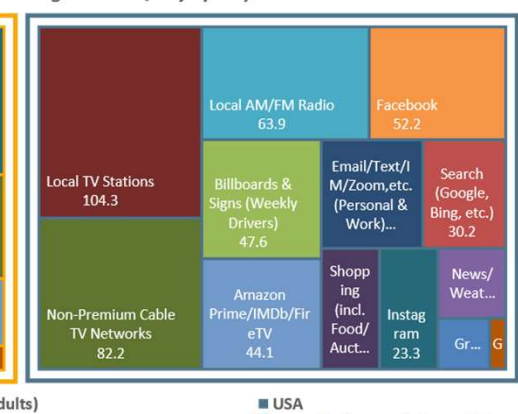
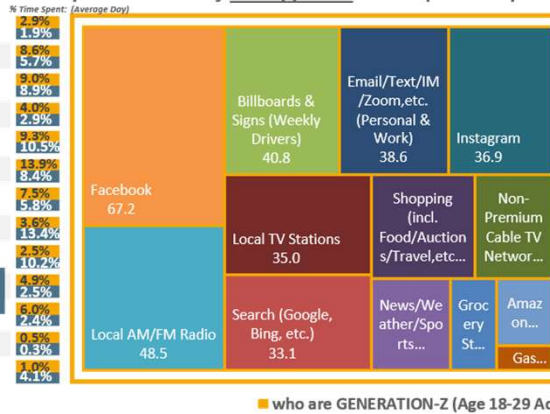
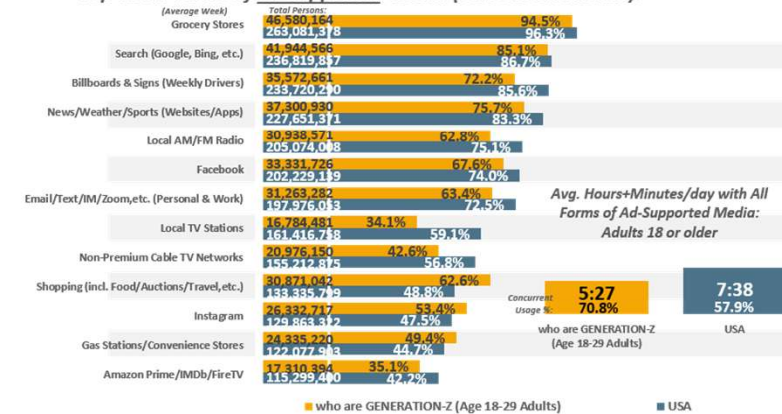


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 27 minutes each day with All Forms of Ad-Supported Media. 62.8% listen to Local AM/FM Radio for an avg. of 48.5 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

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**



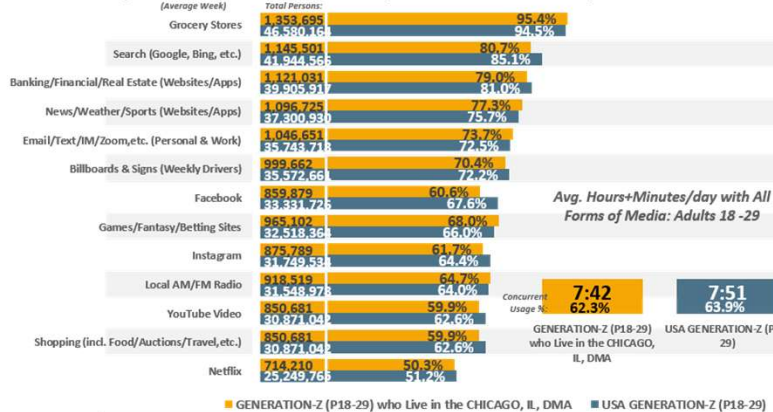
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



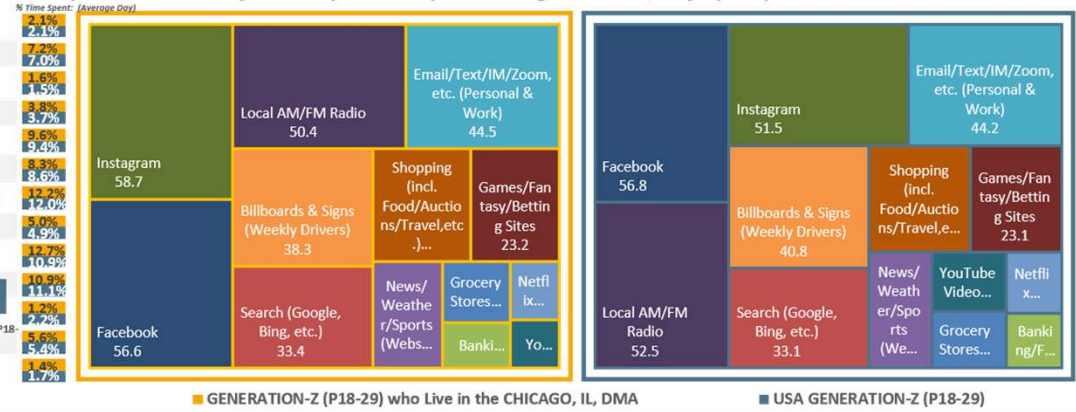


Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA spend an average of 5 hours and 15 minutes each day with All Forms of Ad-Supported Media. 63.7% listen to Local AM/FM Radio for an avg. of 46.6 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

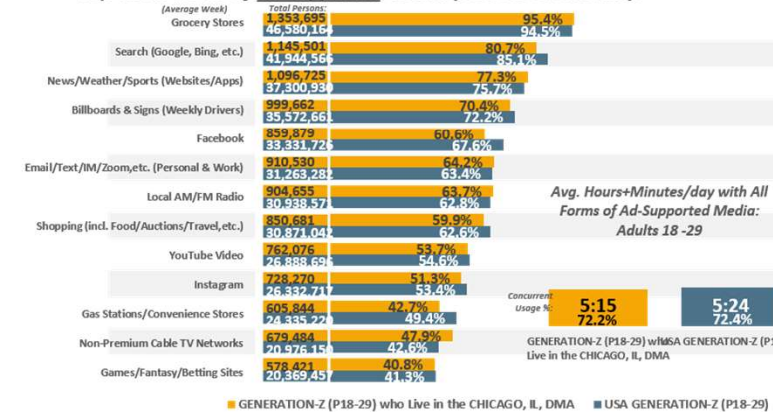
Top-13 All Forms of Media (Persons & % Reach): Adults 18 -29



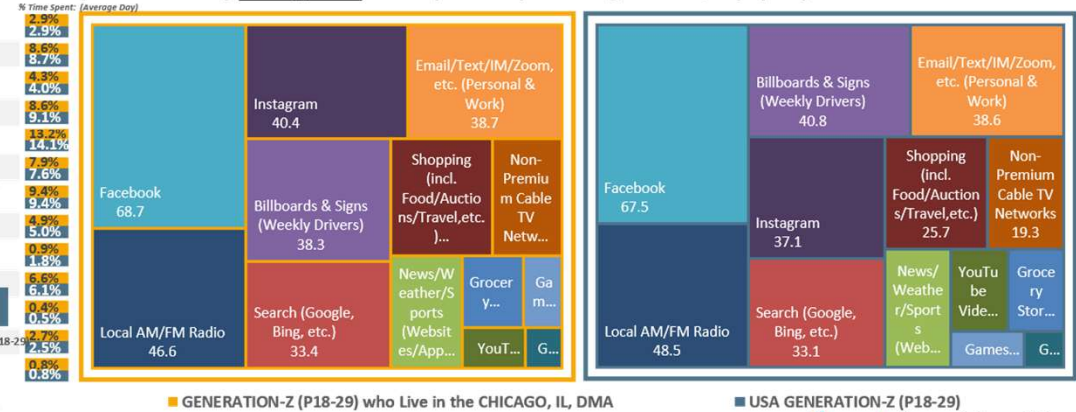
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 -29



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



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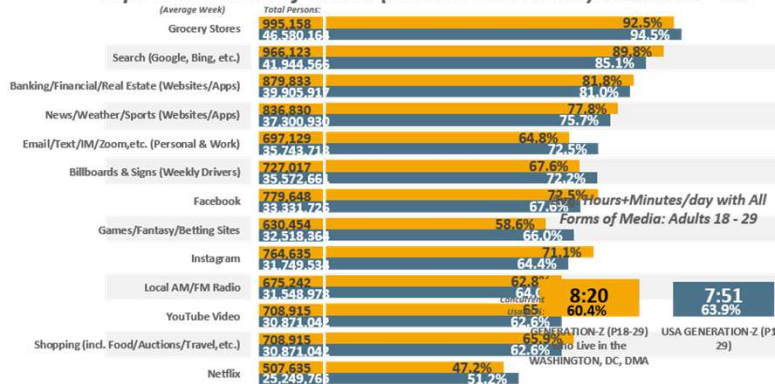
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

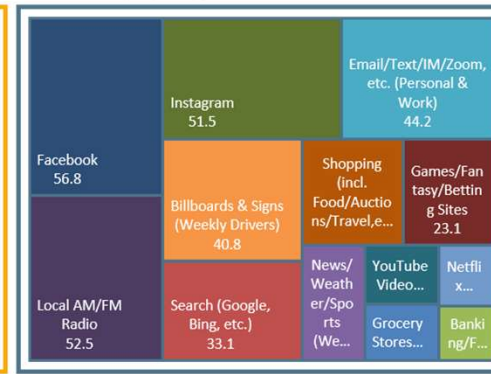
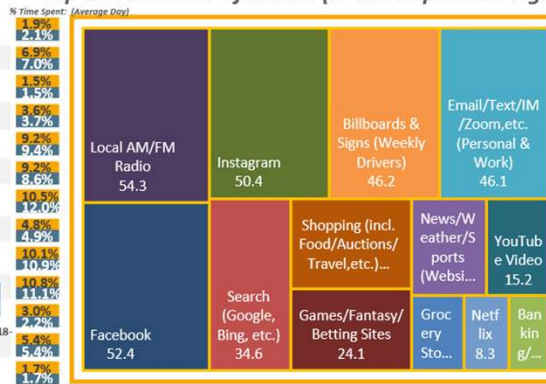


Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA spend an average of 5 hours and 32 minutes each day with All Forms of Ad-Supported Media. 61.2% listen to Local AM/FM Radio for an avg. of 49. minutes/day. (Local Radio delivers 9.% of Time with Ad-Supported Media.)

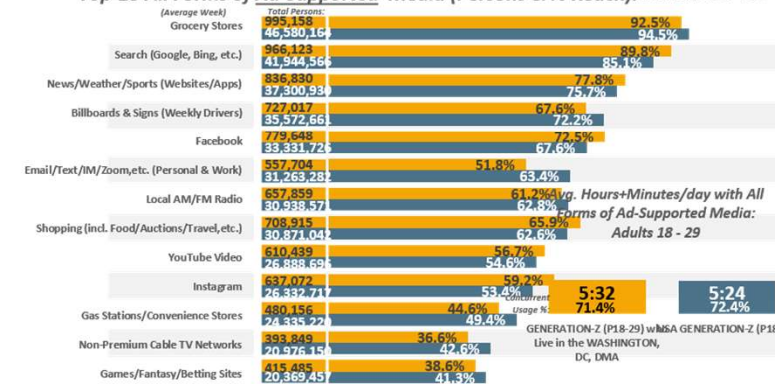
Top-13 All Forms of Media (Persons & % Reach): Adults 18 - 29



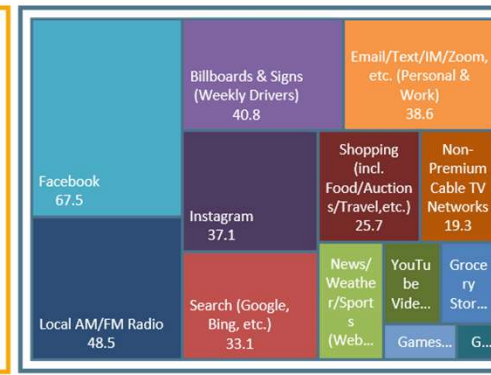
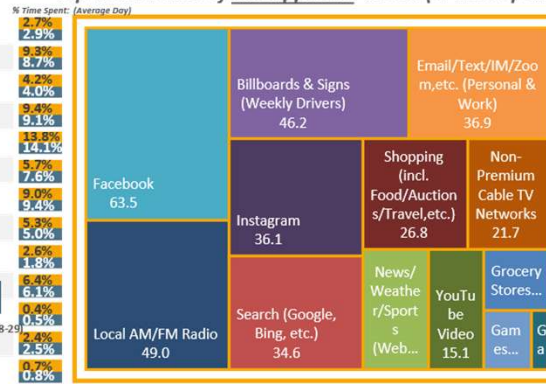
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 - 29



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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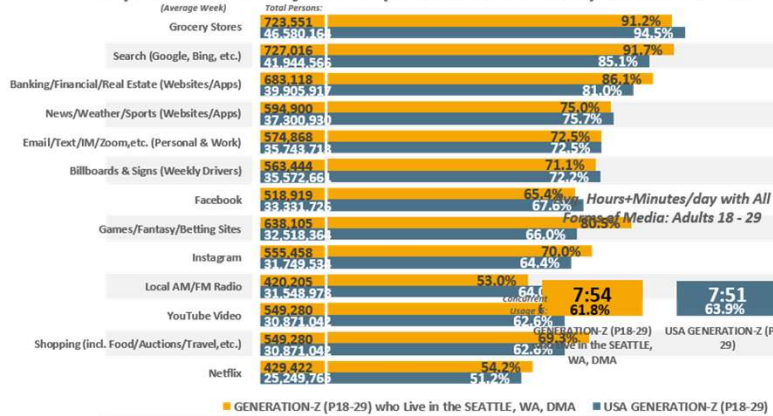
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

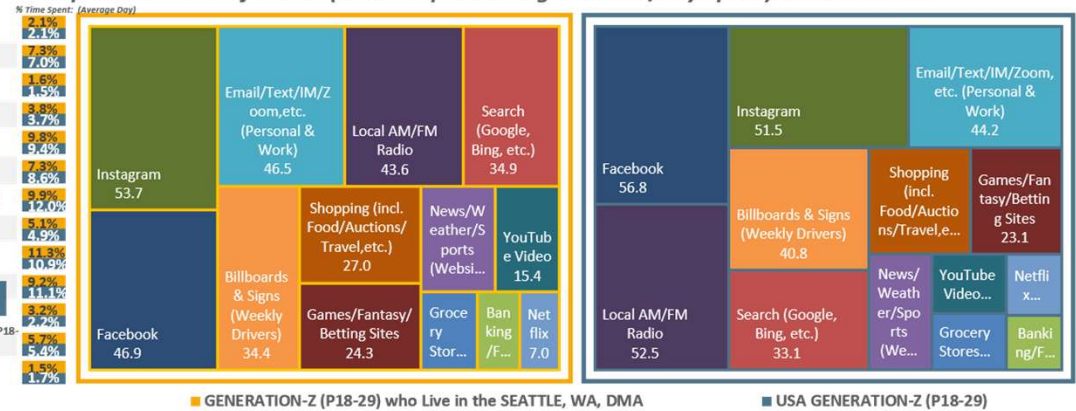


Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA spend an average of 5 hours and 16 minutes each day with All Forms of Ad-Supported Media. 51.8% listen to Local AM/FM Radio for an avg. of 40.2 minutes/day. (Local Radio delivers 6.6% of Time with Ad-Supported Media.)

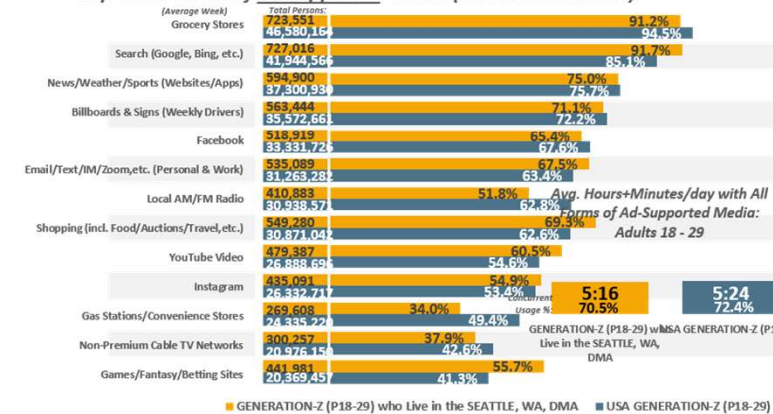
Top-13 All Forms of Media (Persons & % Reach): Adults 18 - 29



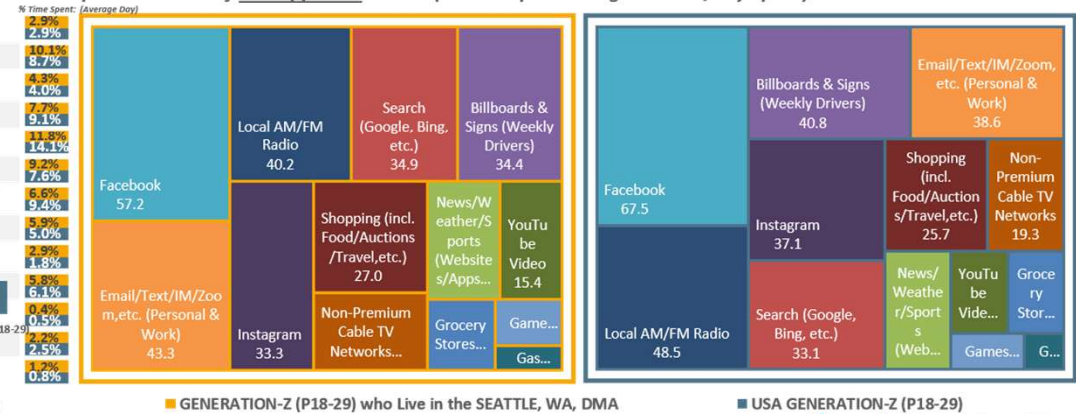
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 - 29



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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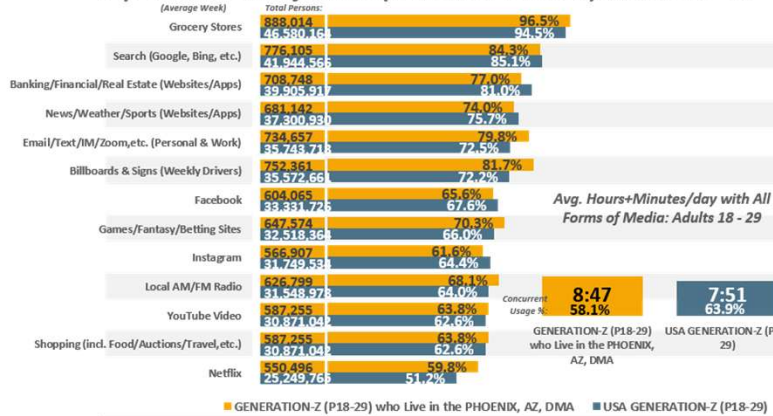
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

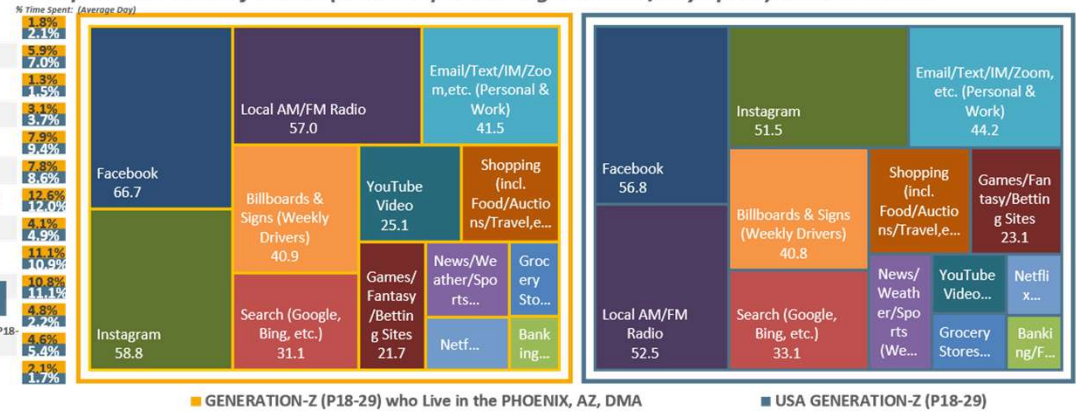


Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA spend an average of 6 hours and 17 minutes each day with All Forms of Ad-Supported Media. 67.% listen to Local AM/FM Radio for an avg. of 53. minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

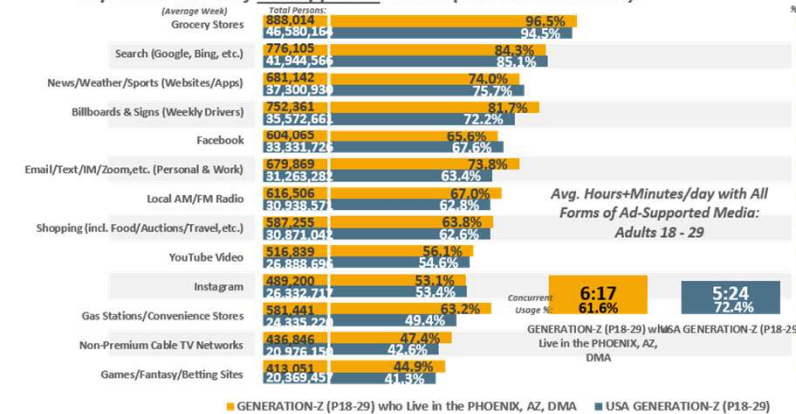
Top-13 All Forms of Media (Persons & % Reach): Adults 18 - 29



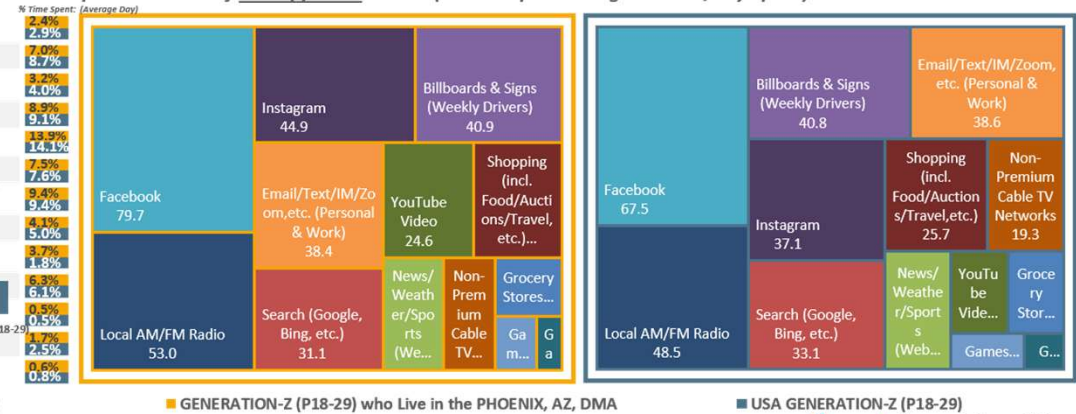
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 - 29



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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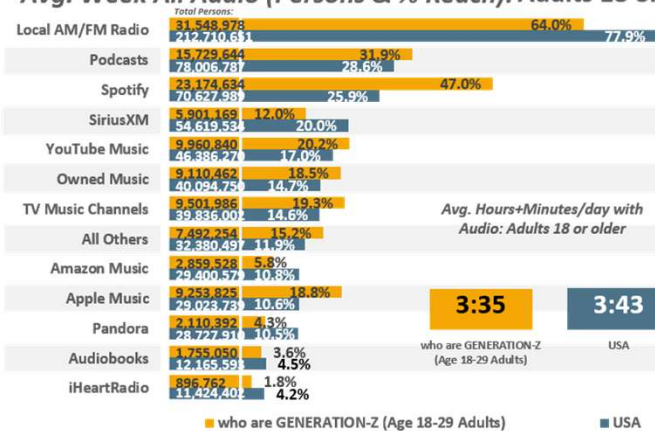
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

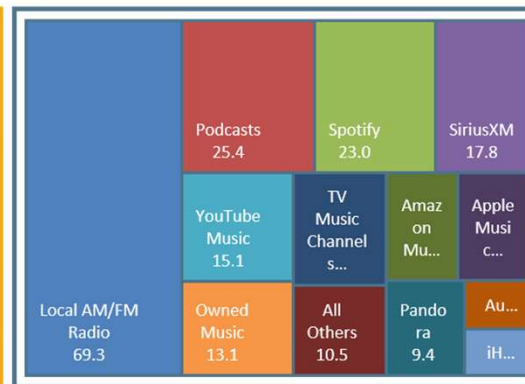
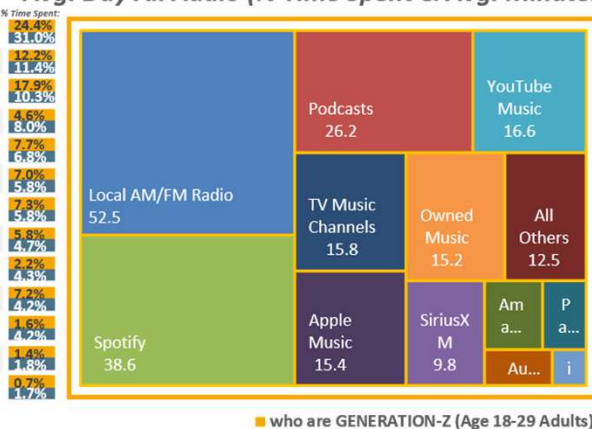


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

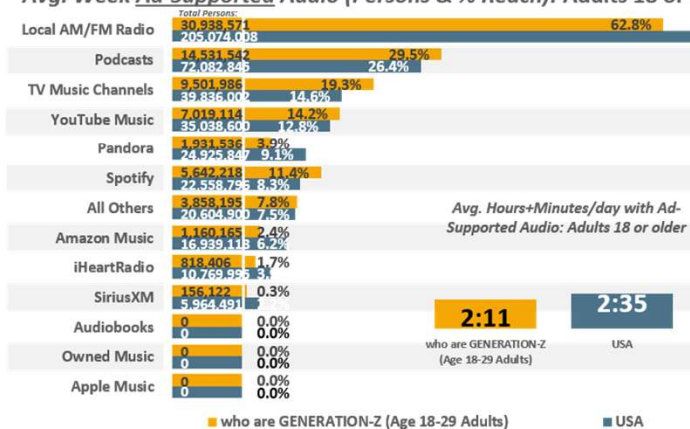
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



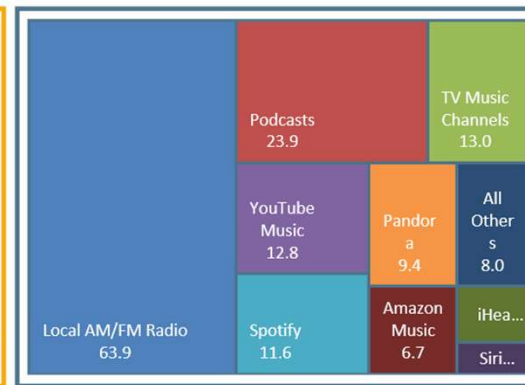
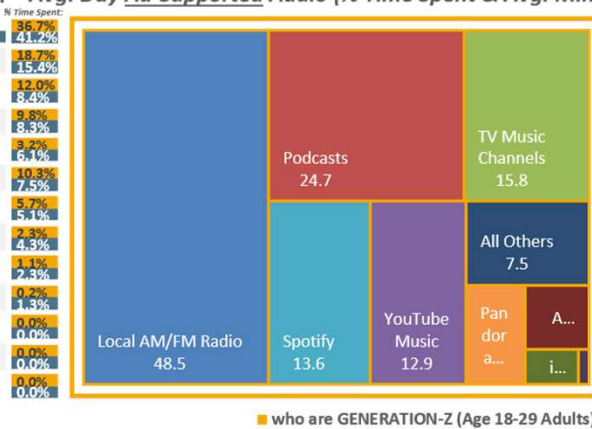
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



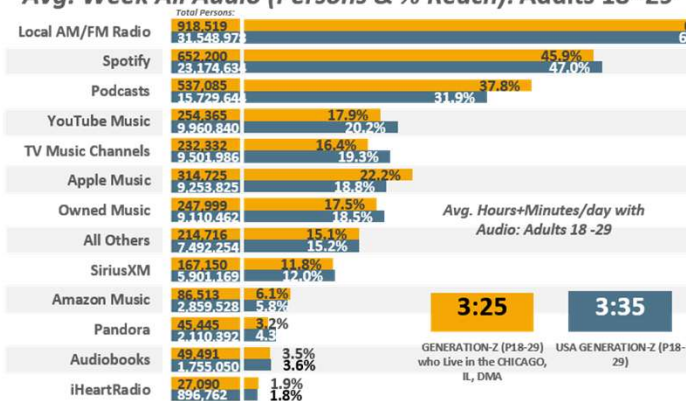
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



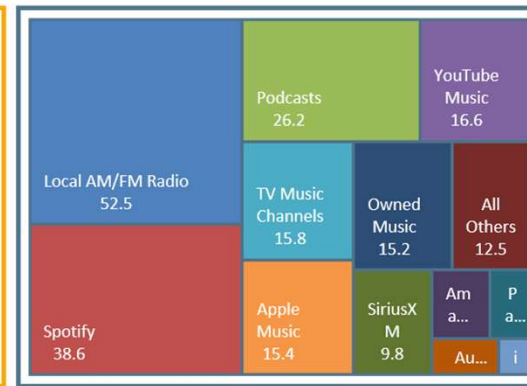
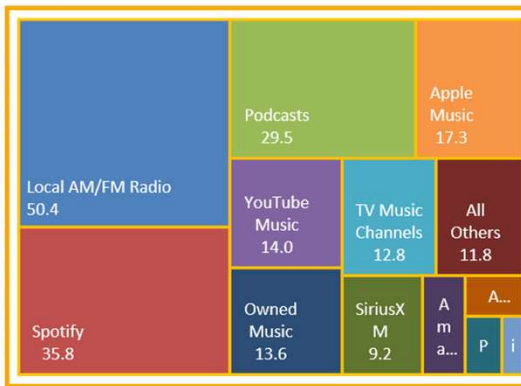


904,655 or 63.7% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 46.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

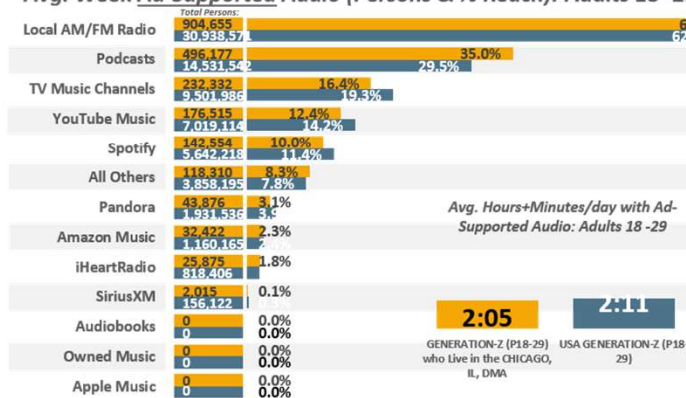
Avg. Week All Audio (Persons & % Reach): Adults 18 -29



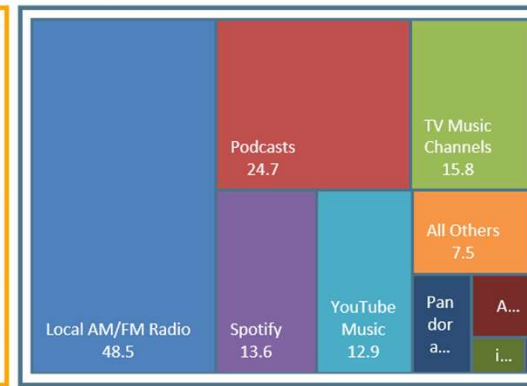
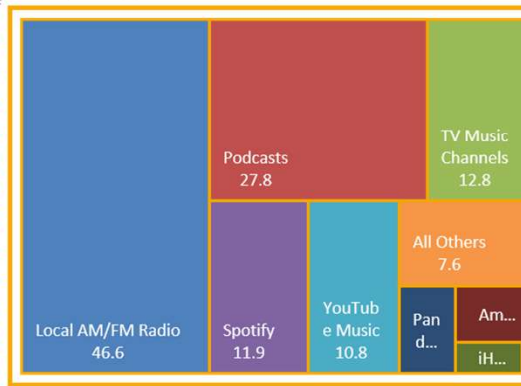
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 -29



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



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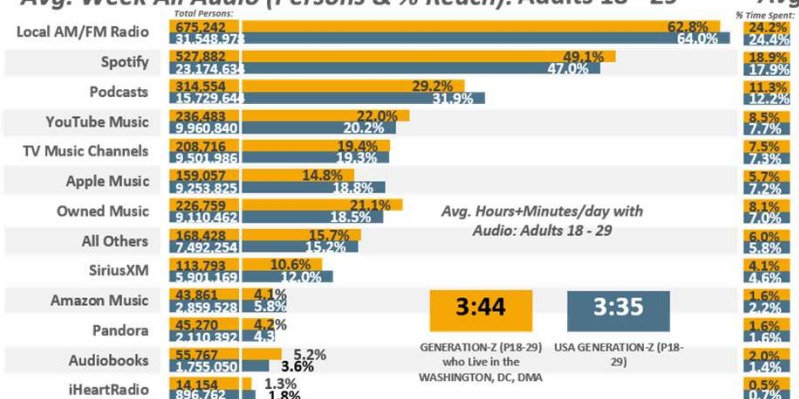
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

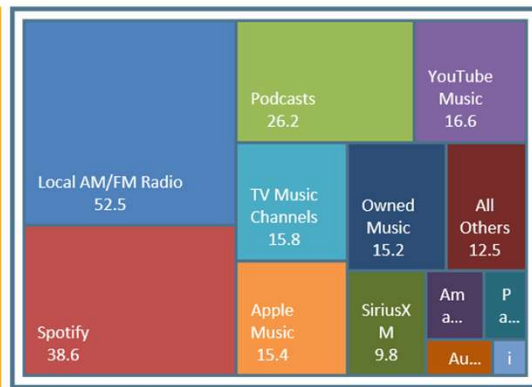
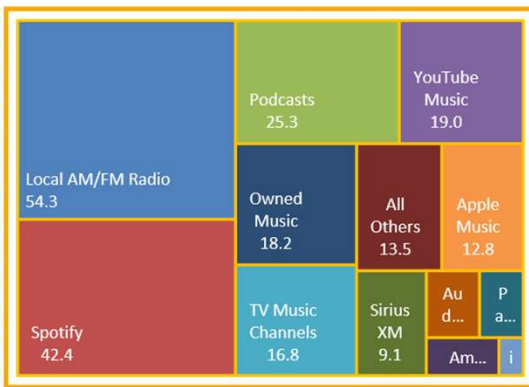


657,859 or 61.2% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio for an average of 49. minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

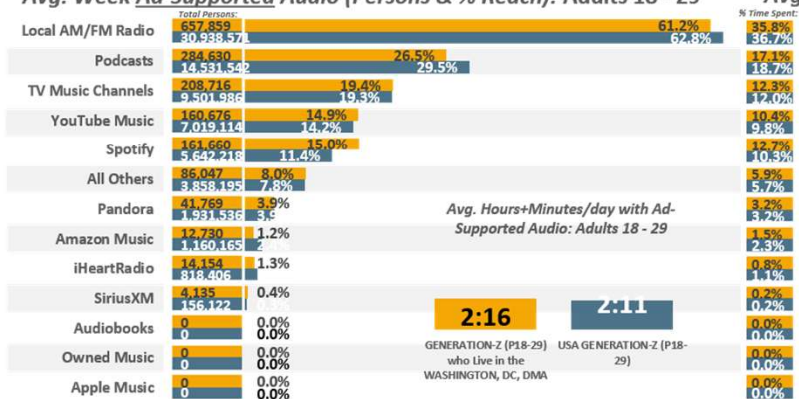
Avg. Week All Audio (Persons & % Reach): Adults 18 - 29



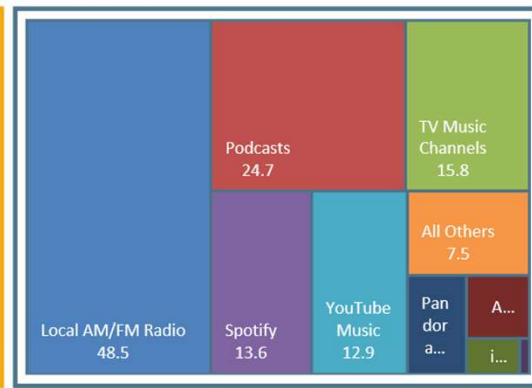
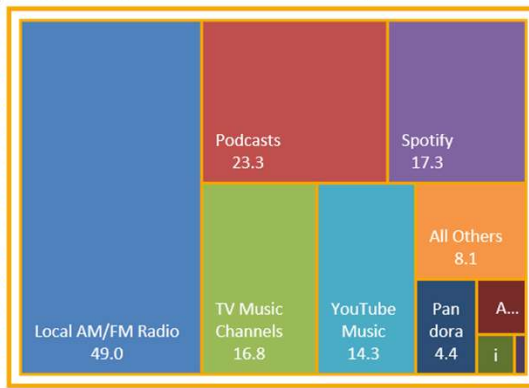
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 - 29



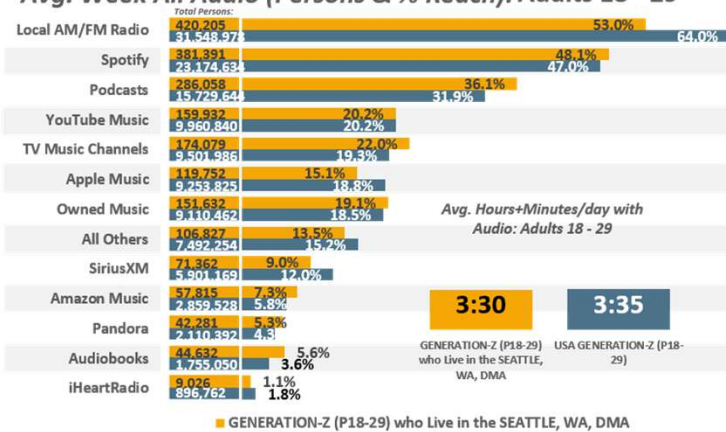
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



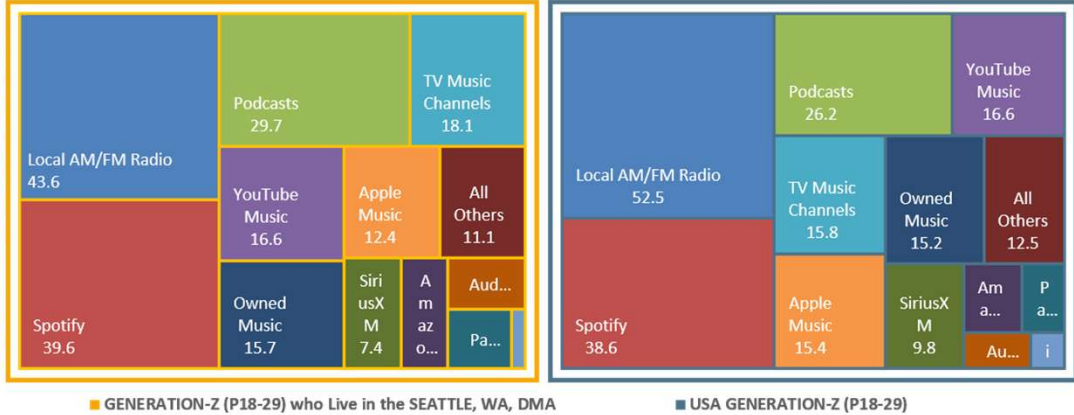


410,883 or 51.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 40.2 minutes every day representing 32.0% of all time spent daily with Ad-Supported Audio.

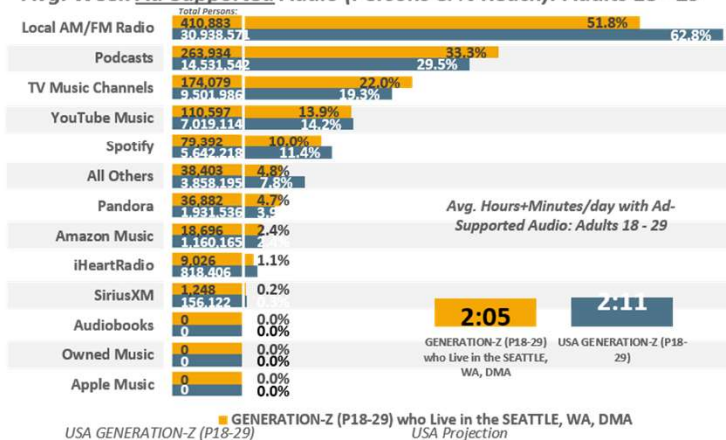
Avg. Week All Audio (Persons & % Reach): Adults 18 - 29



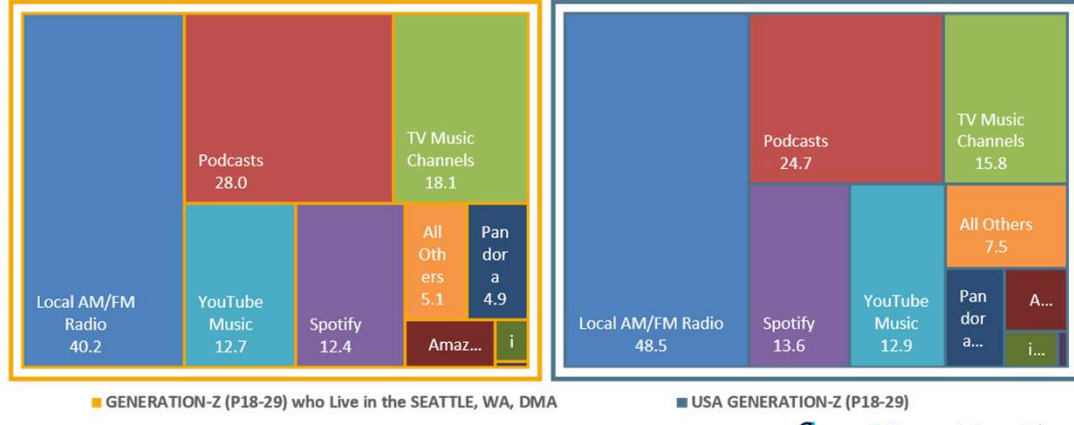
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 - 29



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection
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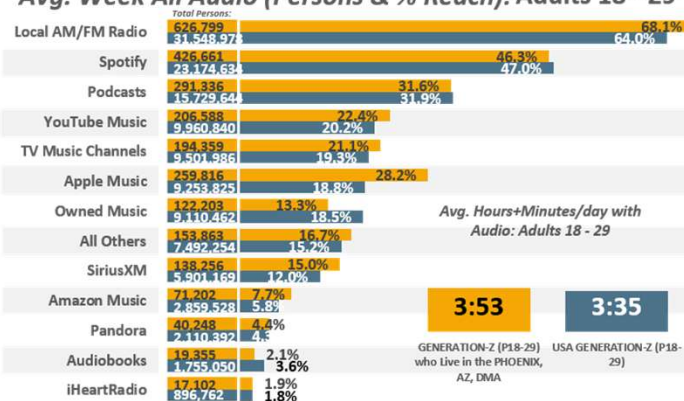
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



616,506 or 67.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio for an average of 53. minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 18 - 29

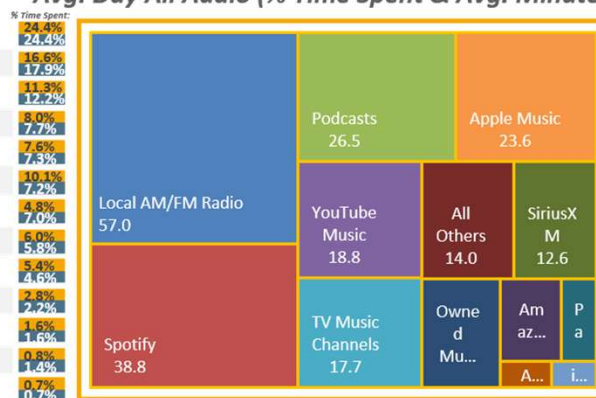


Avg. Hours+Minutes/day with Audio: Adults 18 - 29

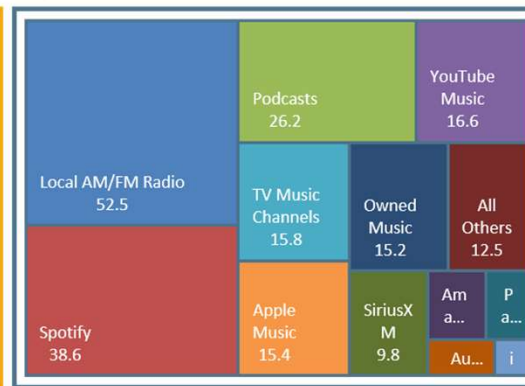
3:53 3:35

GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA

Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29

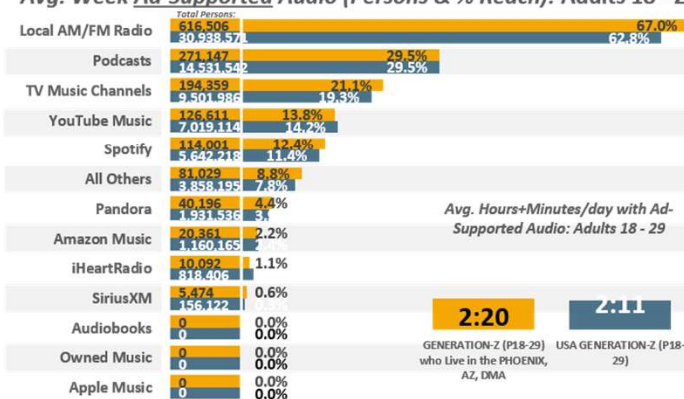


GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA



USA GENERATION-Z (P18-29)

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 - 29

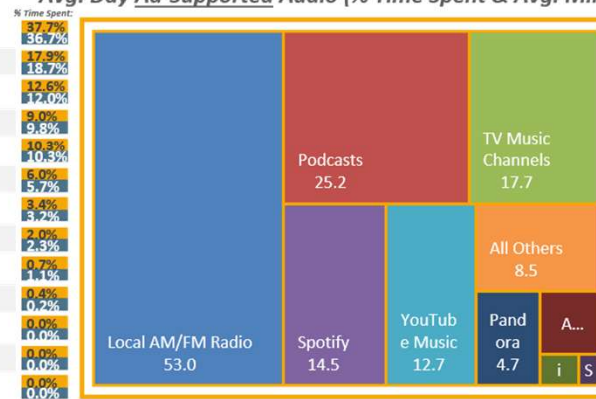


Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 - 29

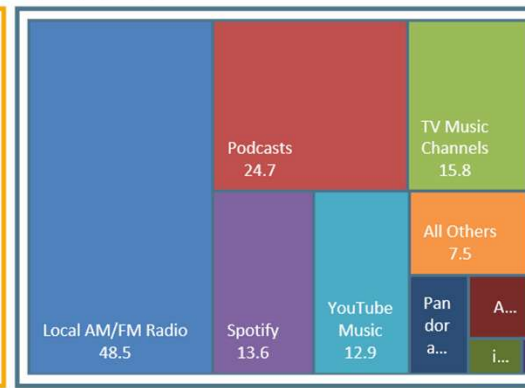
2:20 2:11

GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA

Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA



USA GENERATION-Z (P18-29)

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Scarborough R1 2026: Feb25-Feb26 Qual Intab
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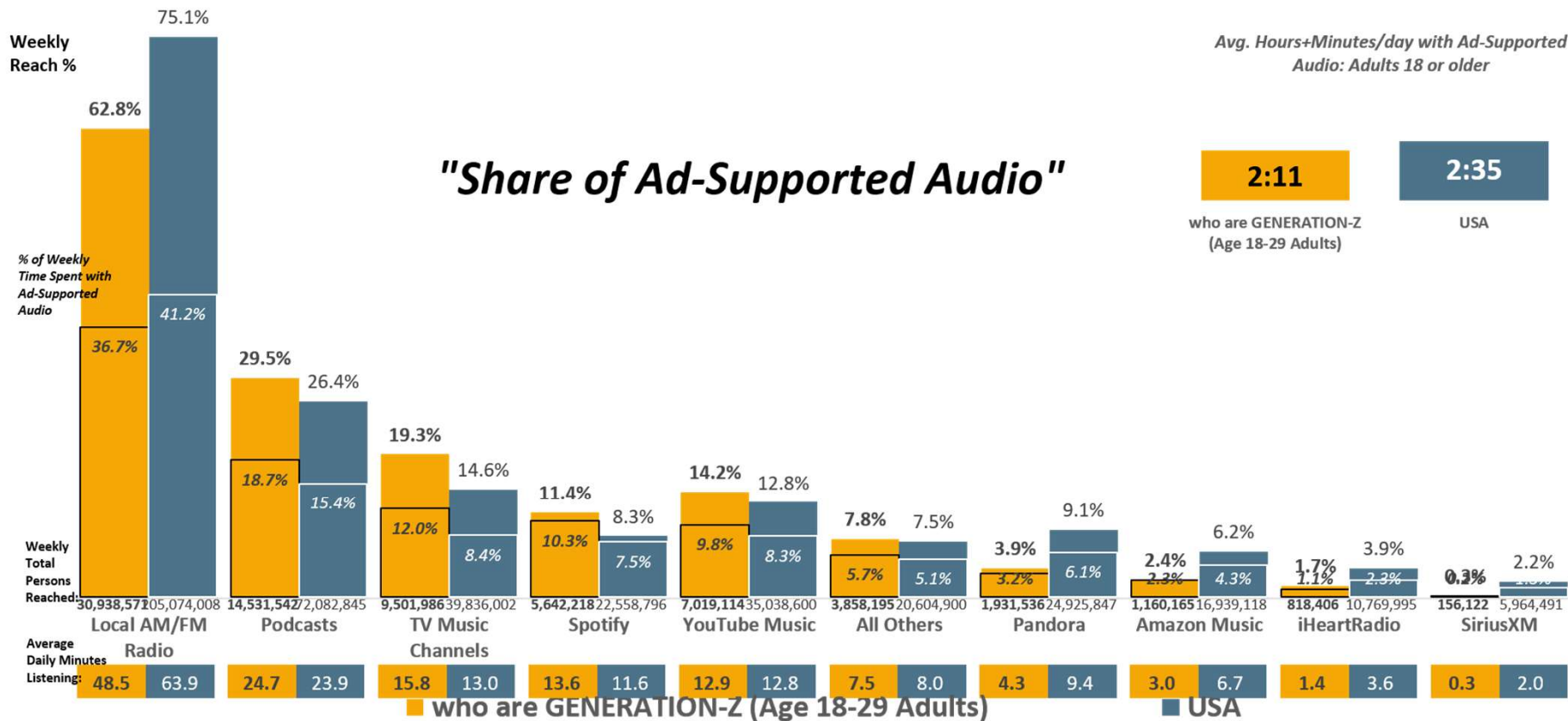
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

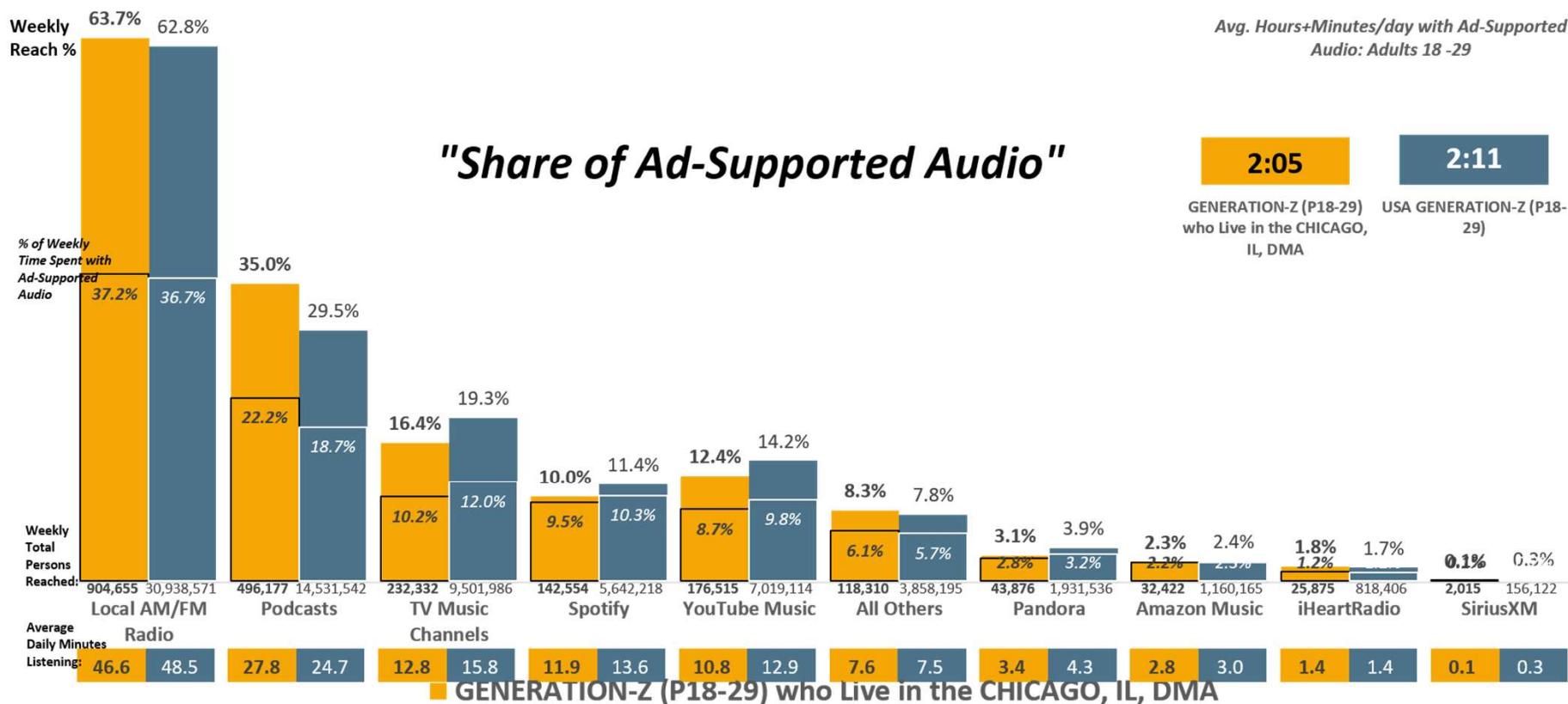


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USA GENERATION-Z (P18-29)
 Scarborough R1 2026: Feb25-Feb26
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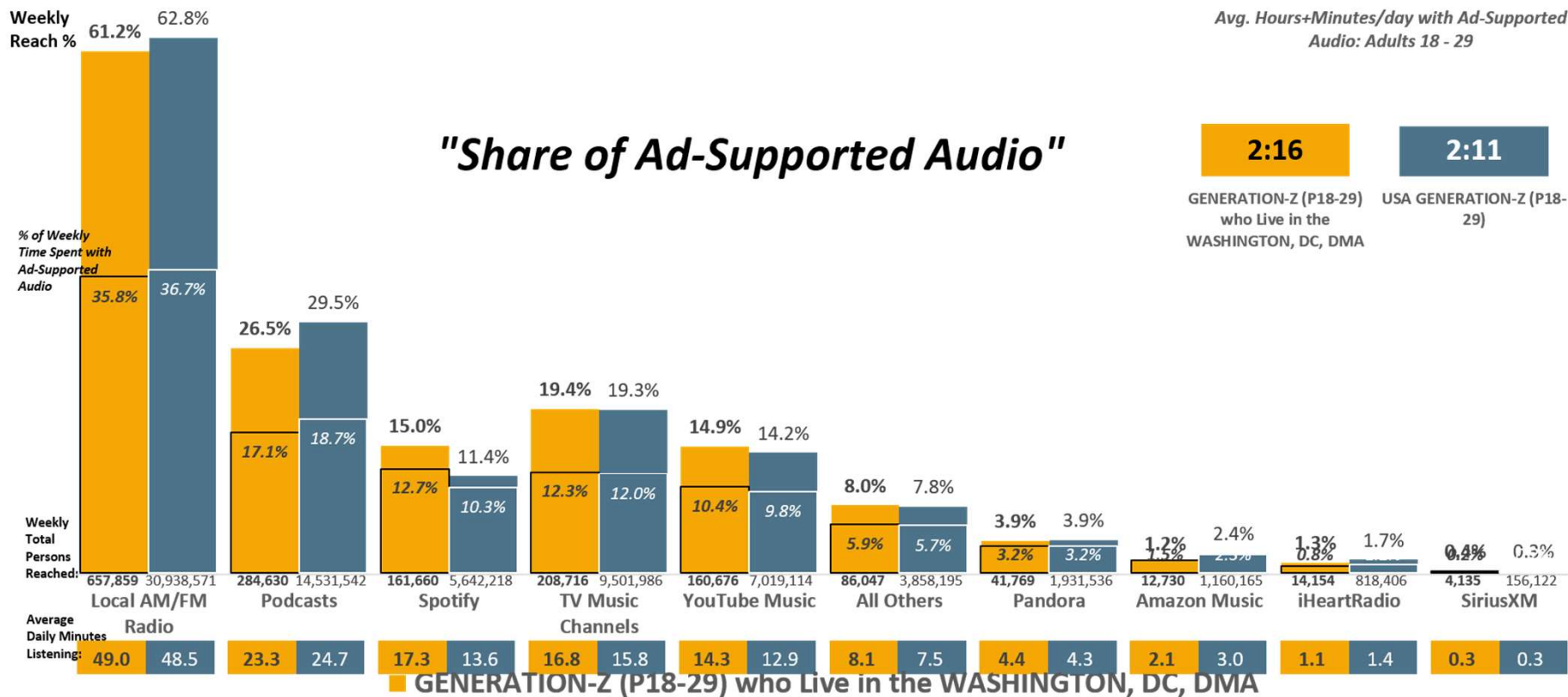
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 for Anything

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USA GENERATION-Z (P18-29)
 Scarborough 81 2026: Mar25-Mar26
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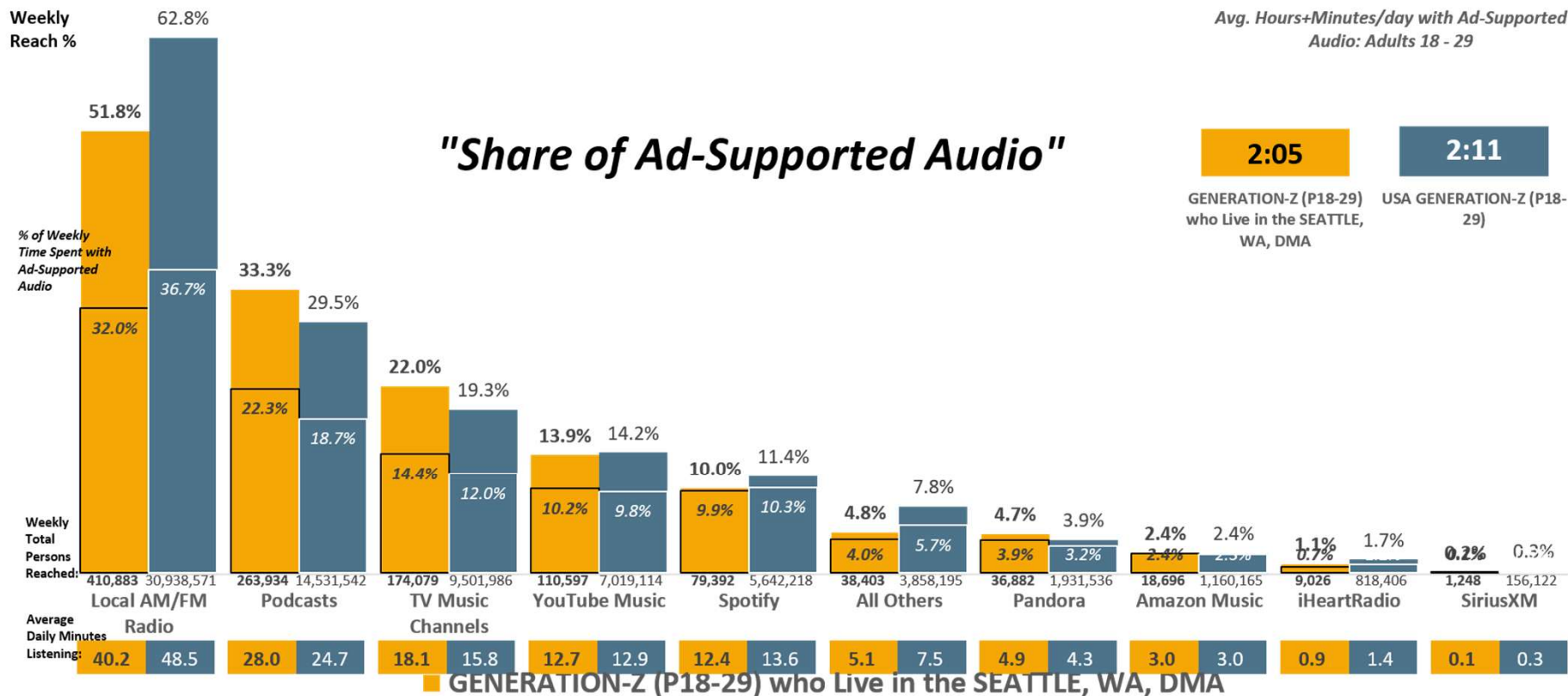
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410,883 or 51.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA listen to Ad-Supported Local AM/FM Radio for an average of 40.2 minutes every day representing 32.0% of all time spent daily with Ad-Supported Audio.



USA GENERATION-Z (P18-29)
Scarborough R1 2026: Mar25-Mar26
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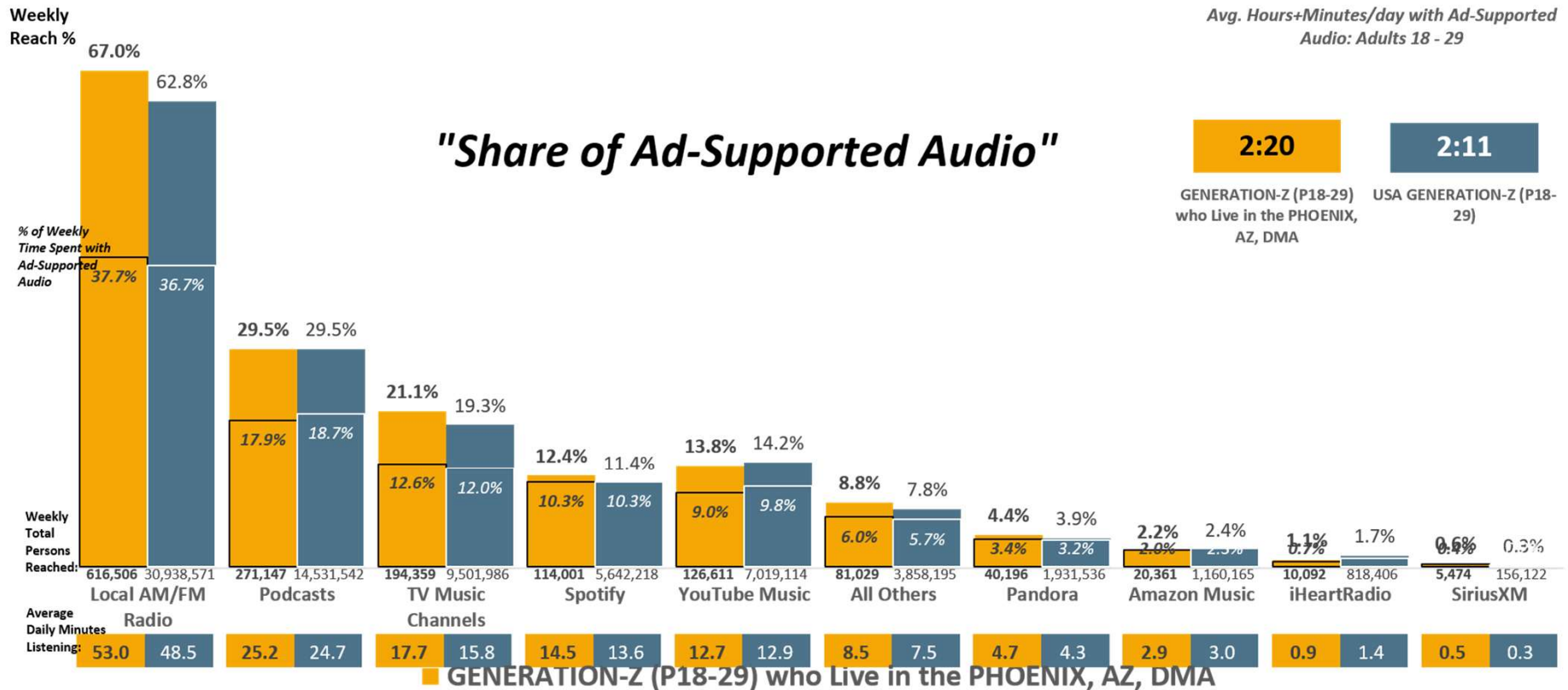
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USA GENERATION-Z (P18-29)
 Scarborough R1 2026: Feb25-Feb26
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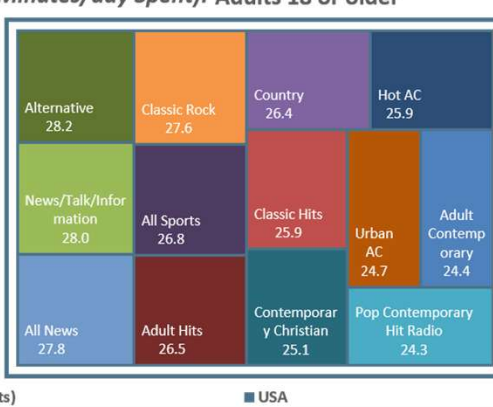
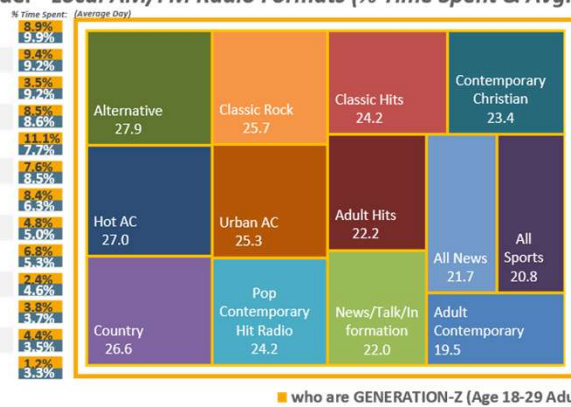
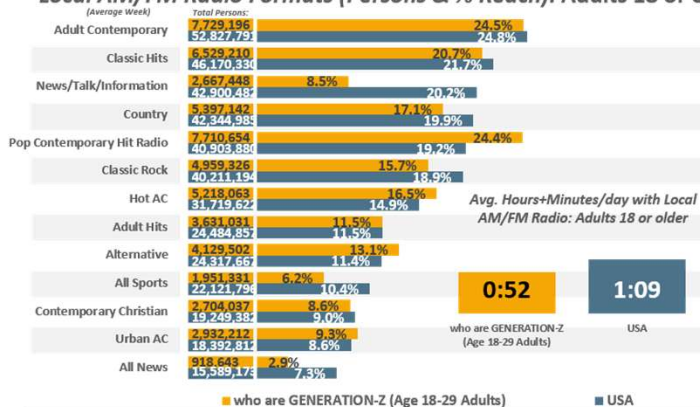
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

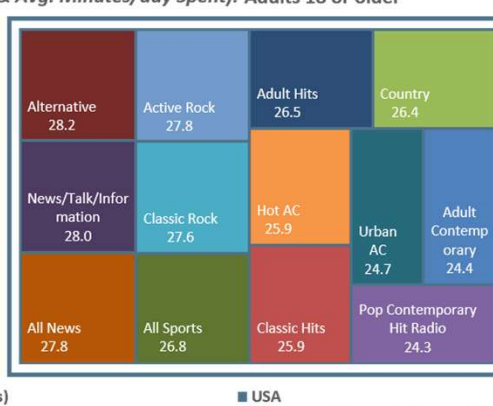
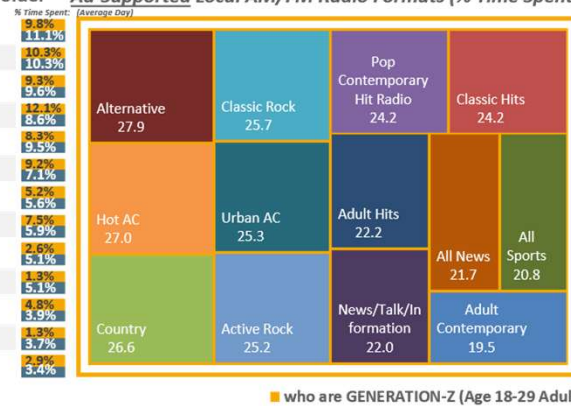
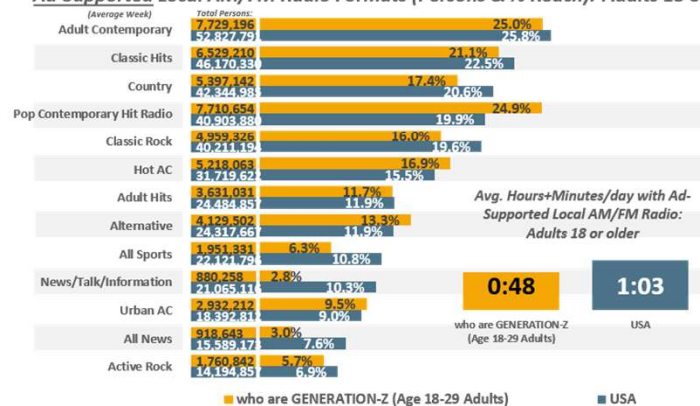


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

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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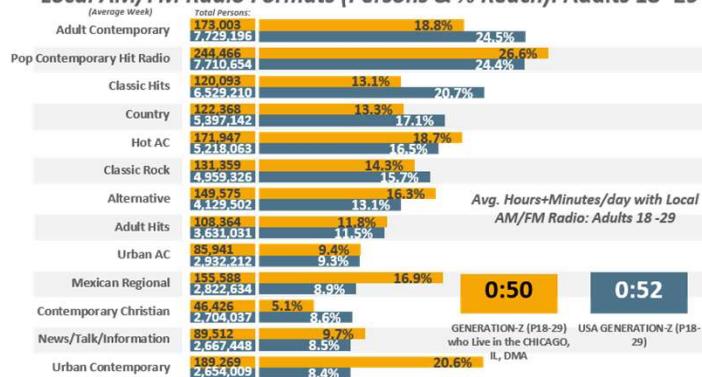
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

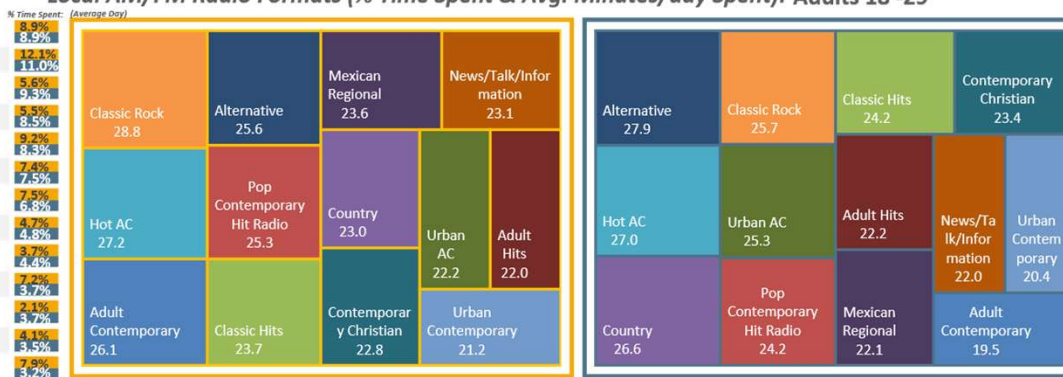


904,655 or 63.7% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban Contemporary, Adult Contemporary, Hot AC, and Mexican Regional.

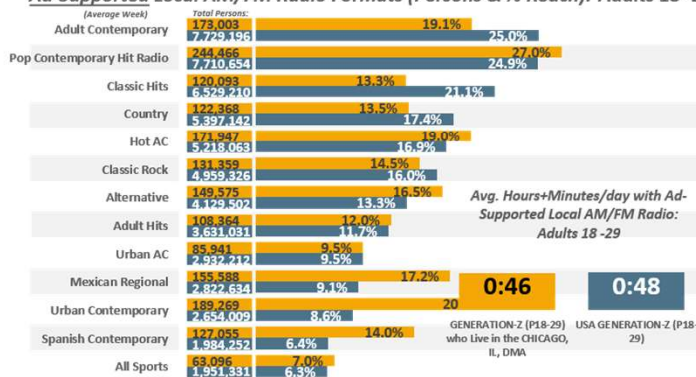
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 -29



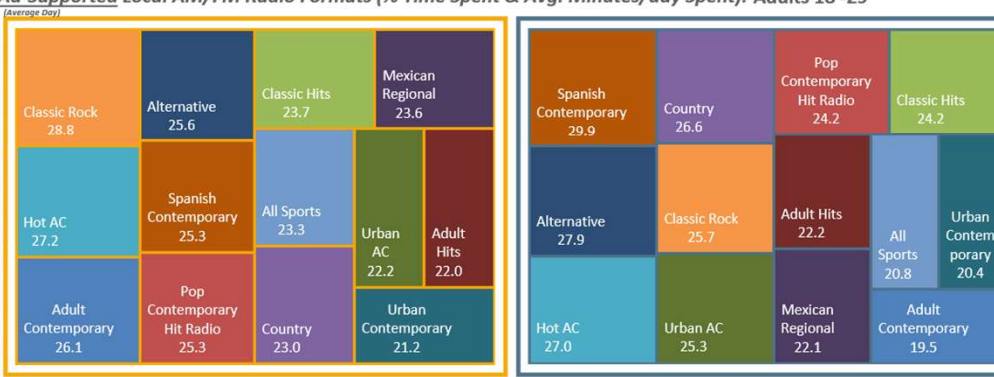
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 -29



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



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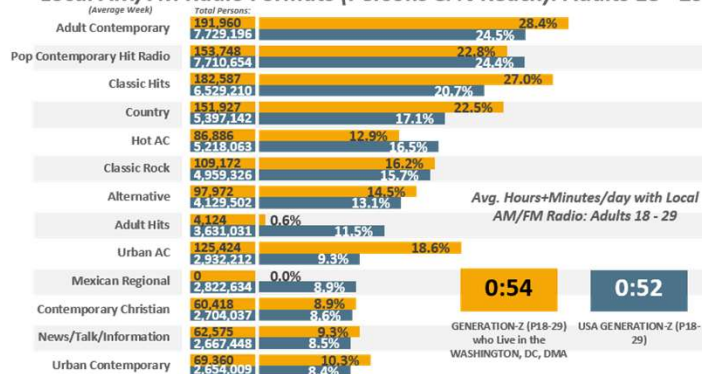
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

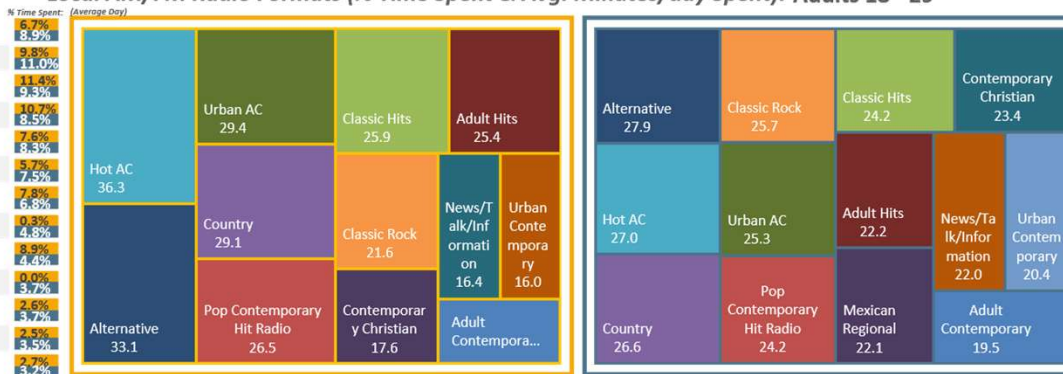


657,859 or 61.2% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Urban AC.

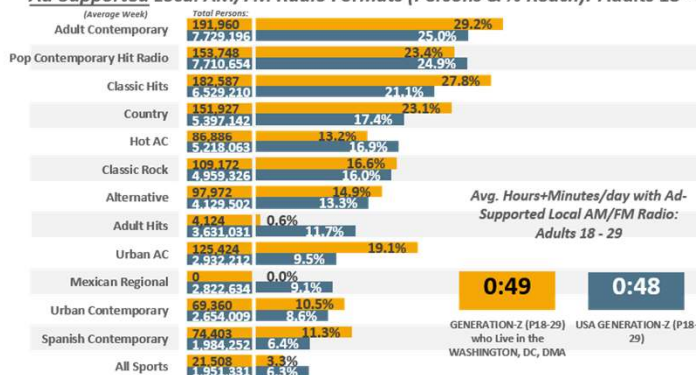
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



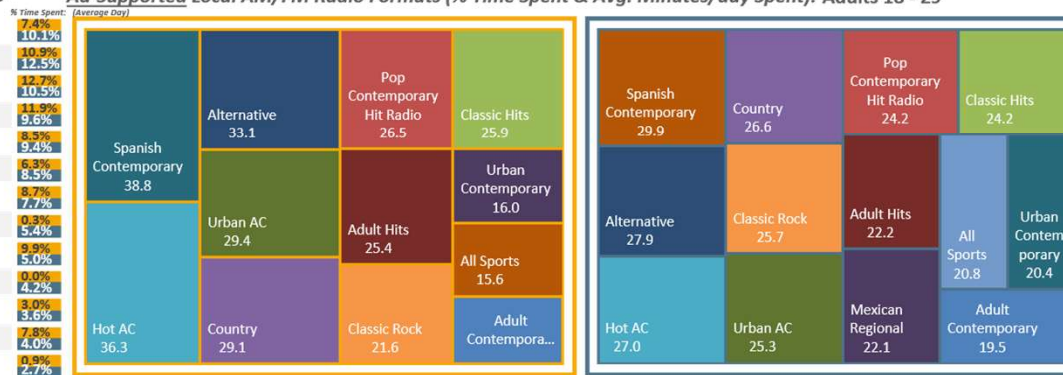
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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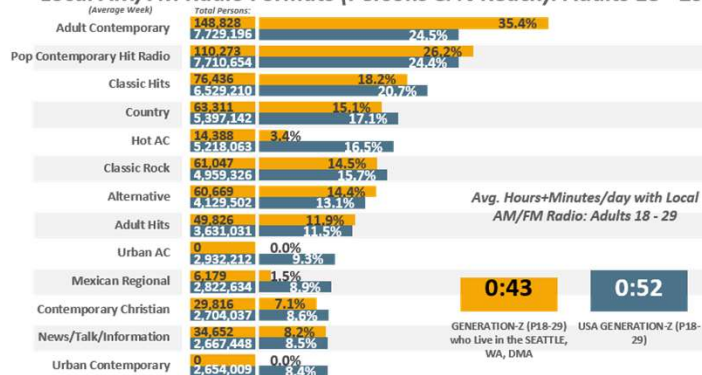
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

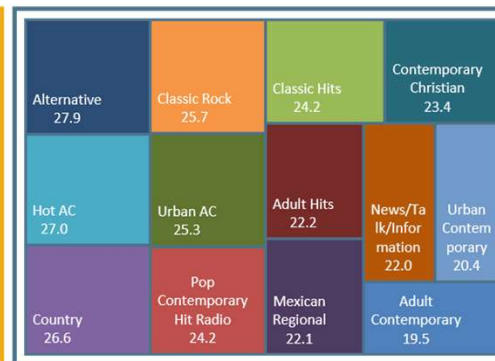
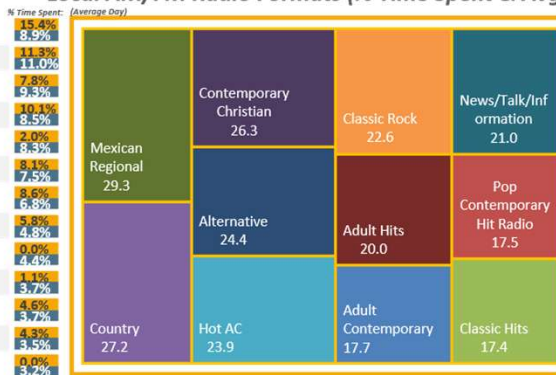


410,883 or 51.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

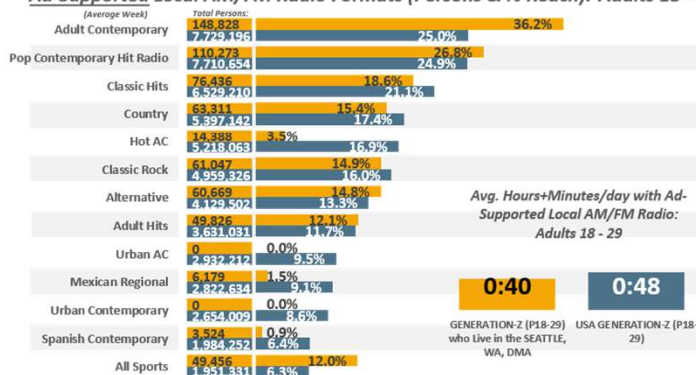
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



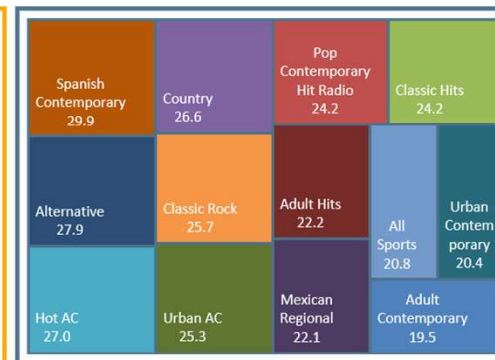
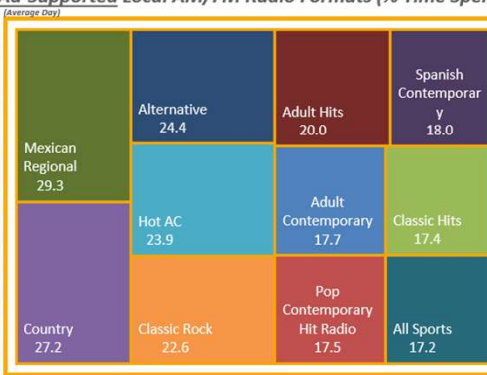
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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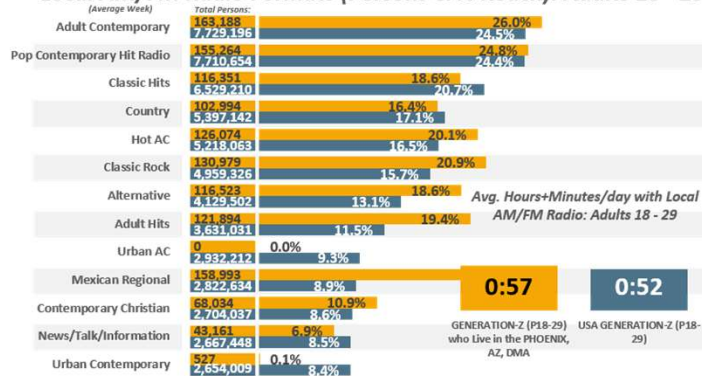
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

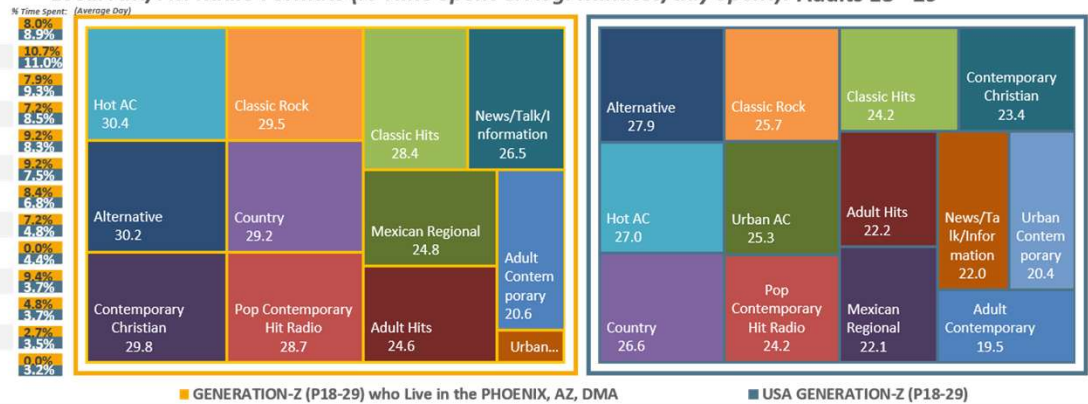


616,506 or 67.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Mexican Regional, Pop Contemporary Hit Radio, Classic Rock, and Hot AC.

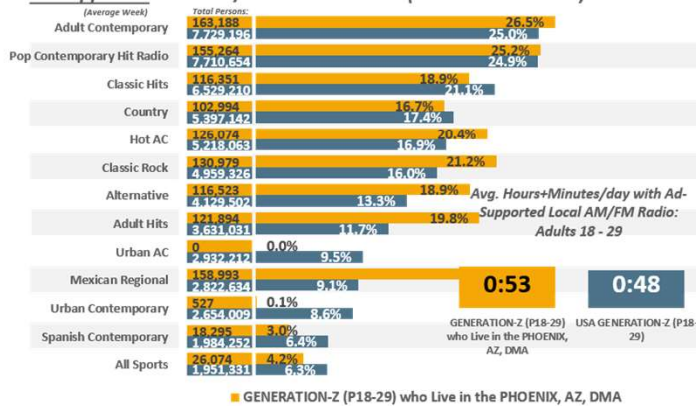
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



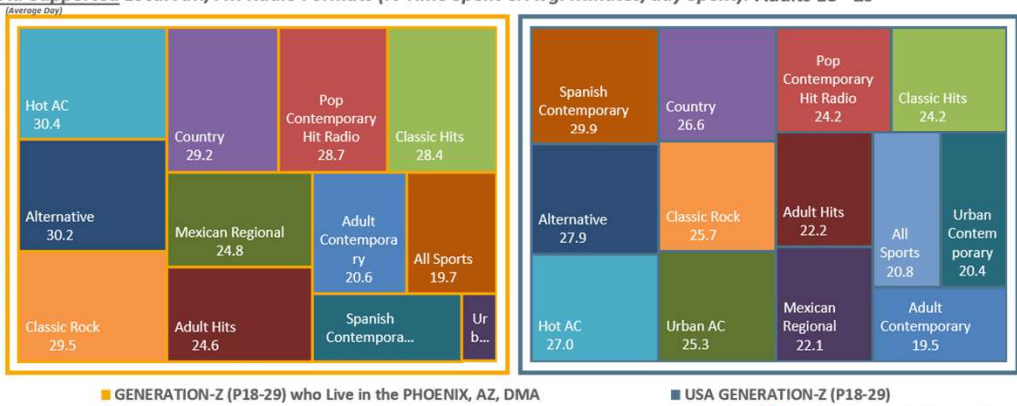
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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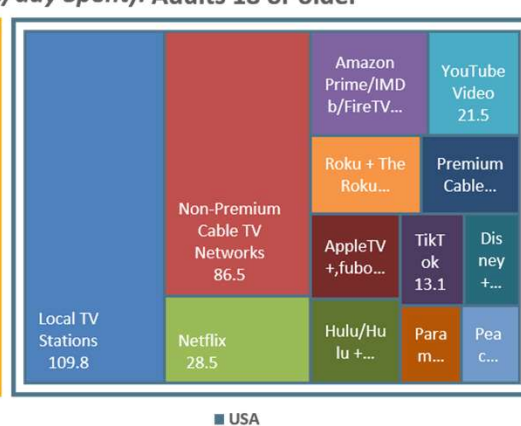
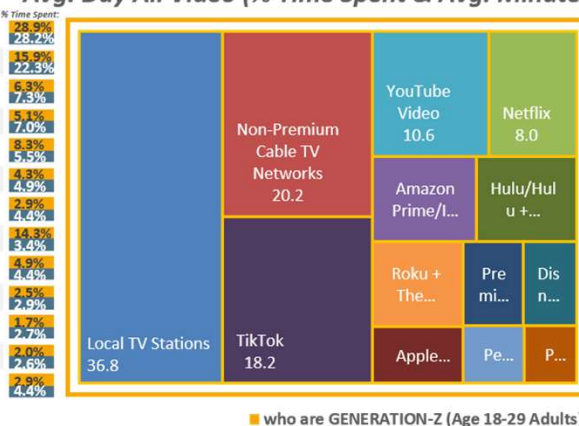
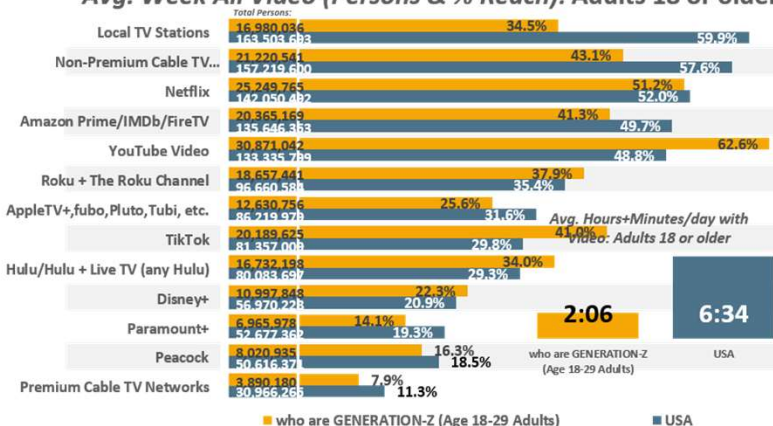
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 35. minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

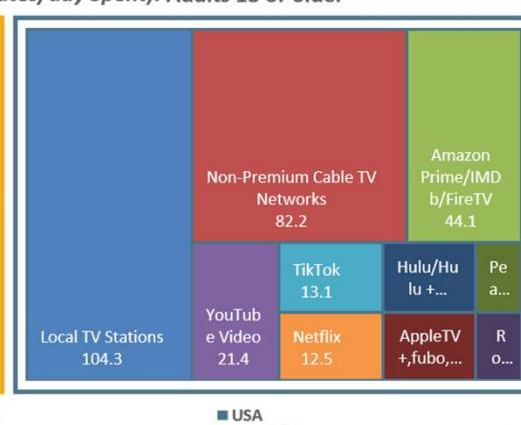
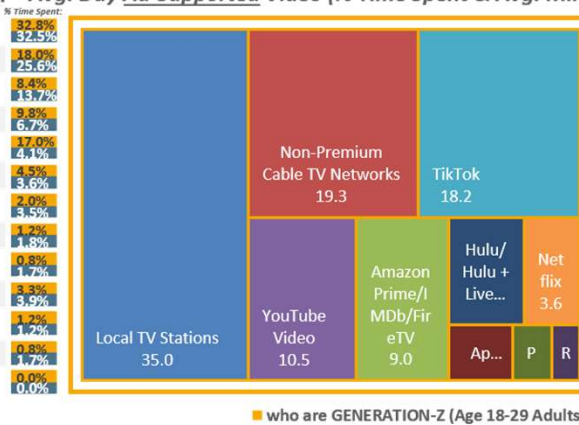
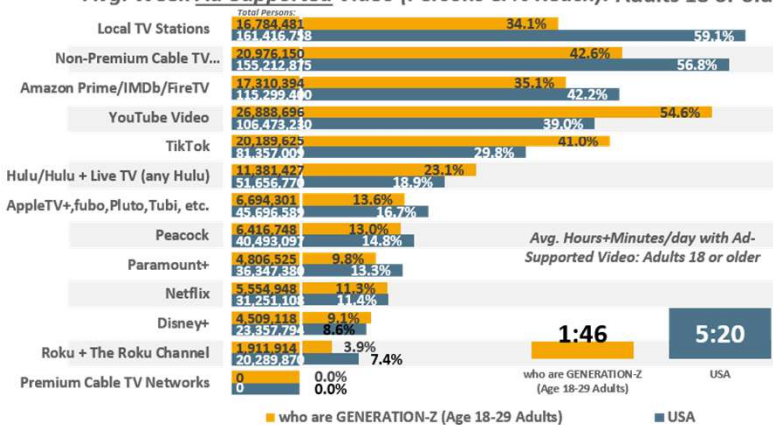
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

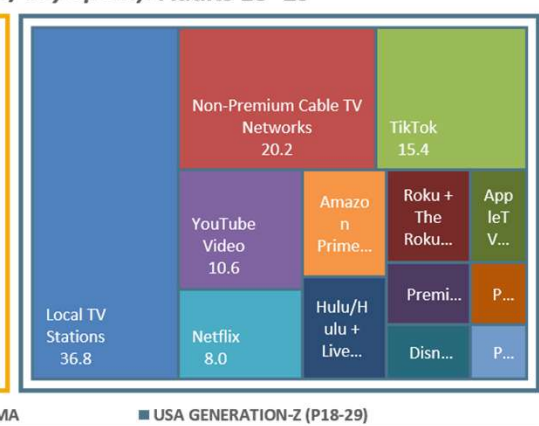
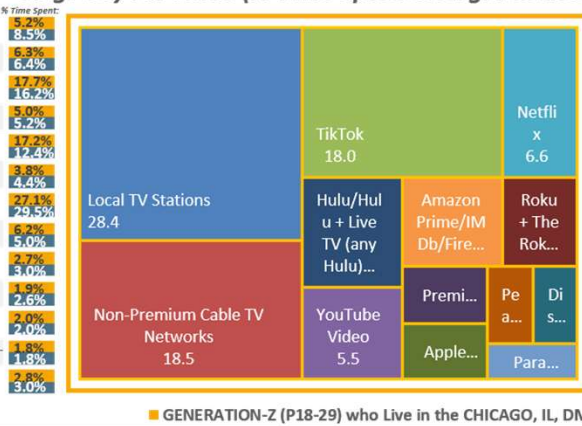
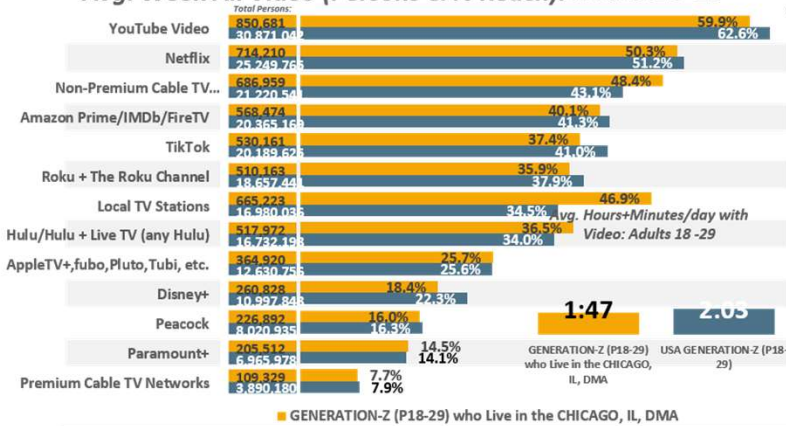




657,984 or 46.4% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 27. minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.

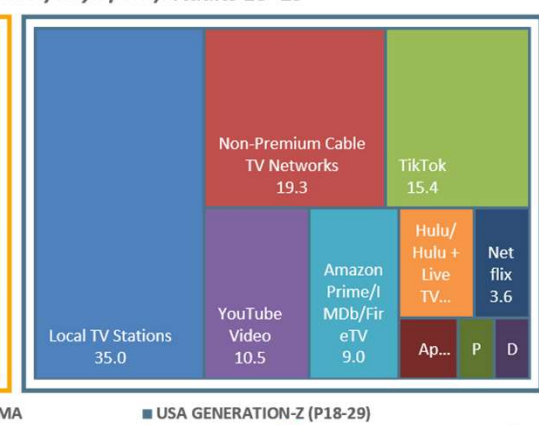
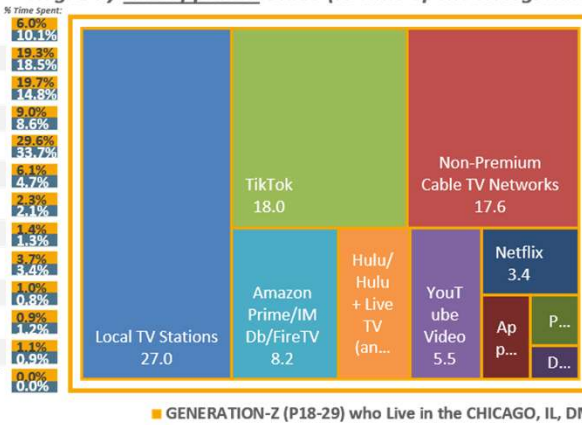
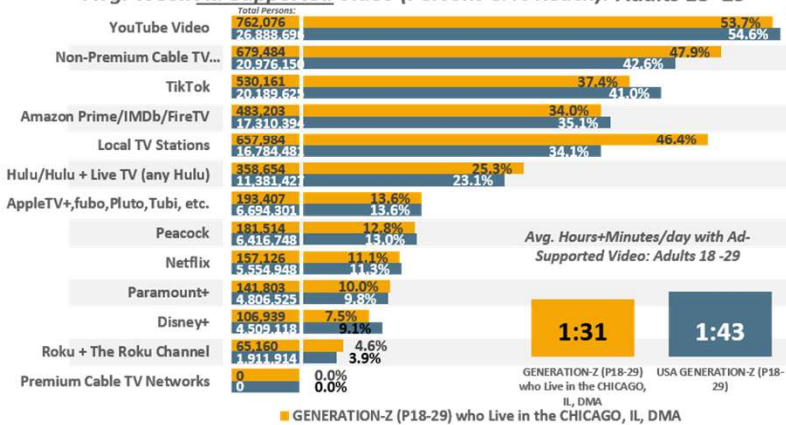
Avg. Week All Video (Persons & % Reach): Adults 18 -29

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 -29

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



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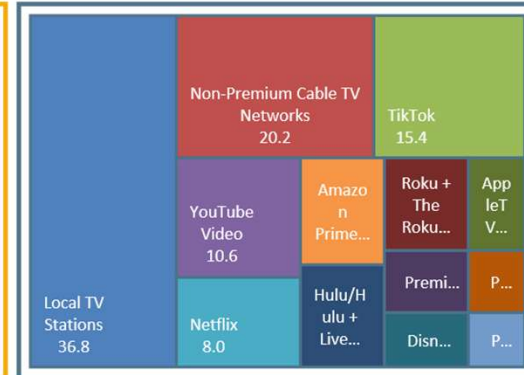
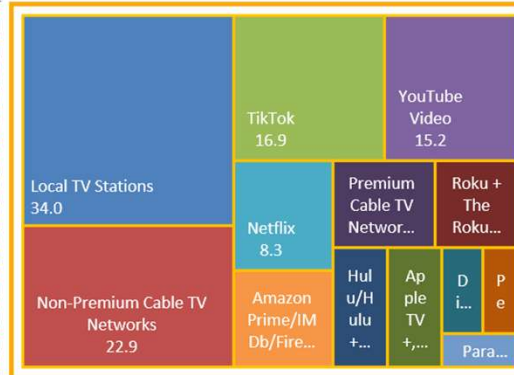
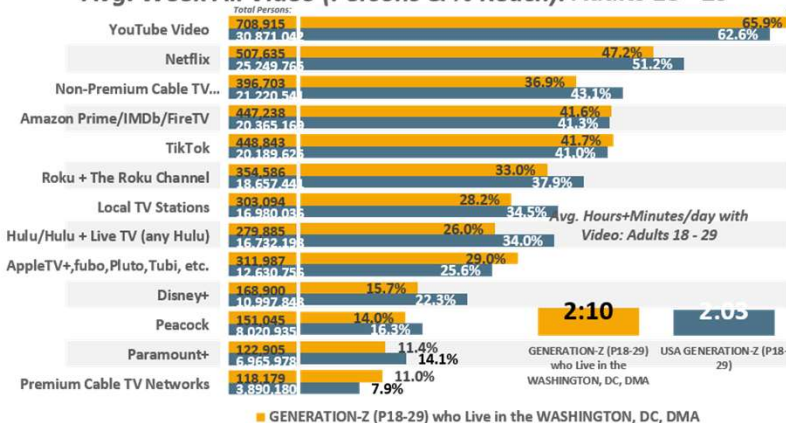
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



300,914 or 28.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 32.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

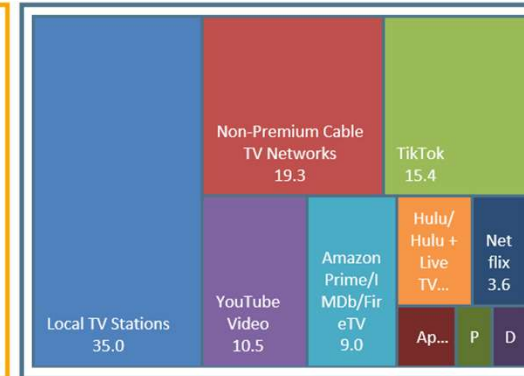
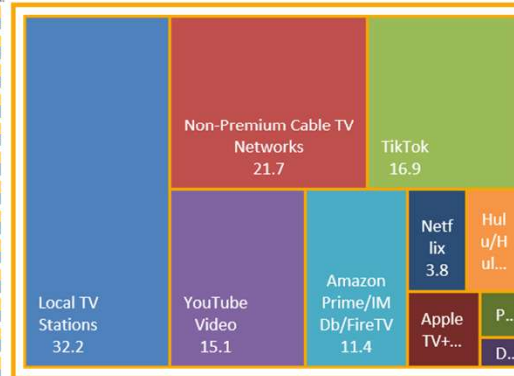
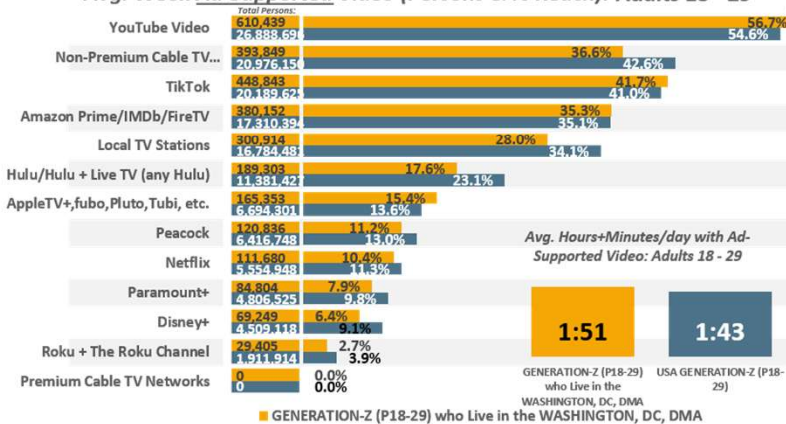
Avg. Week All Video (Persons & % Reach): Adults 18 - 29

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 - 29

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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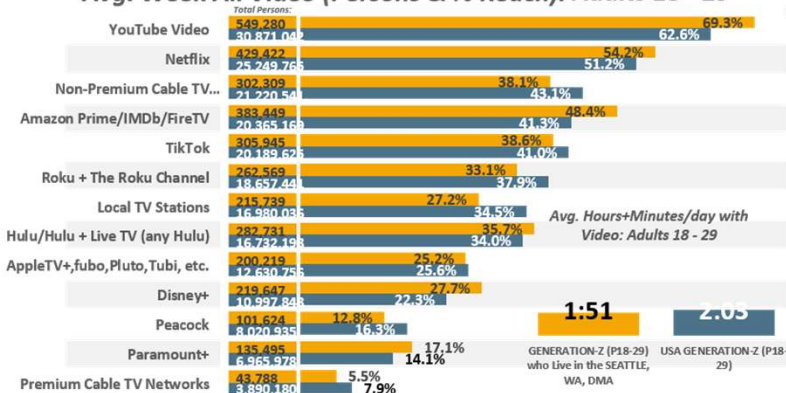
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

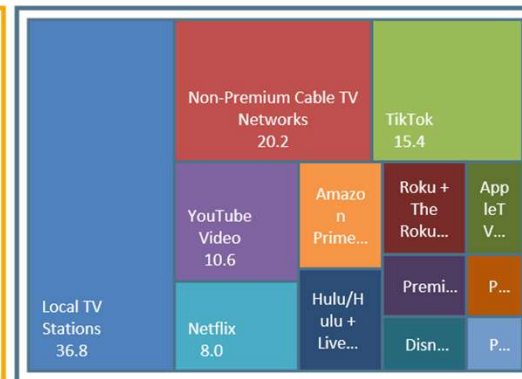
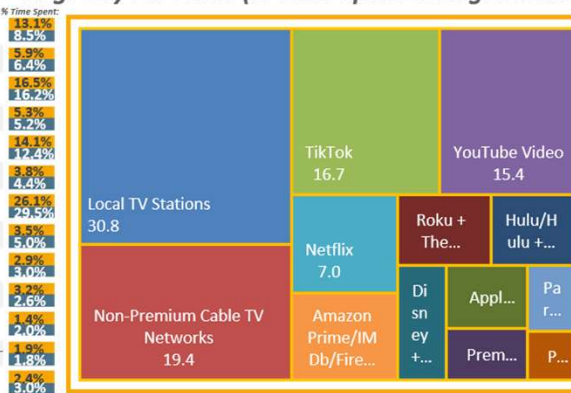


214,274 or 27.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA watch Ad-Supported Local TV Stations for an average of 29.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

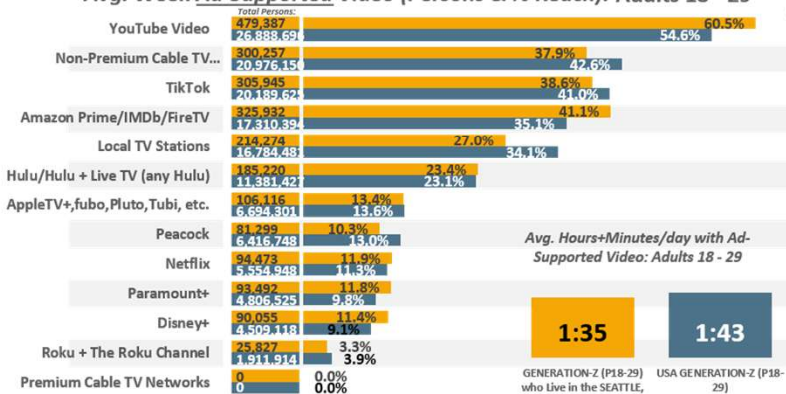
Avg. Week All Video (Persons & % Reach): Adults 18 - 29



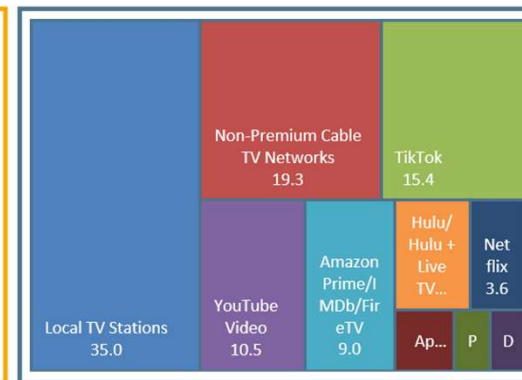
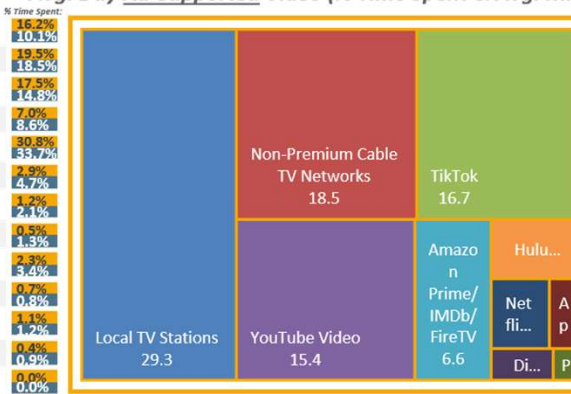
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 - 29



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection
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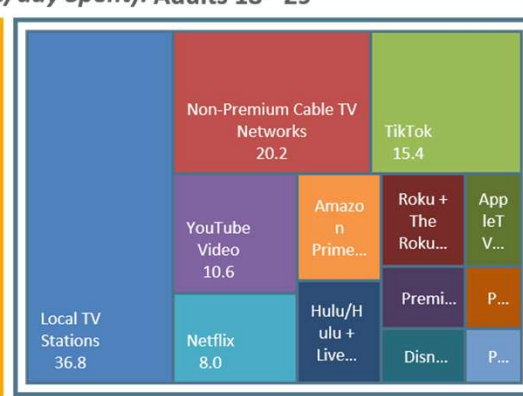
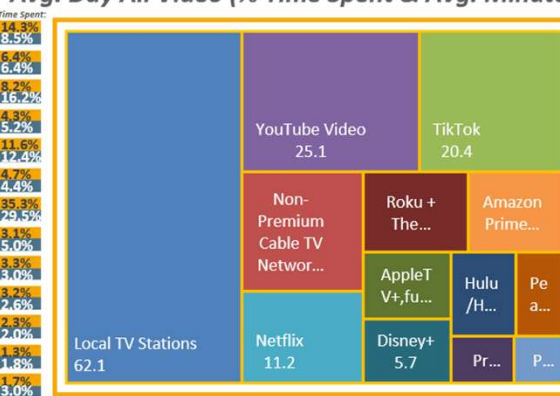
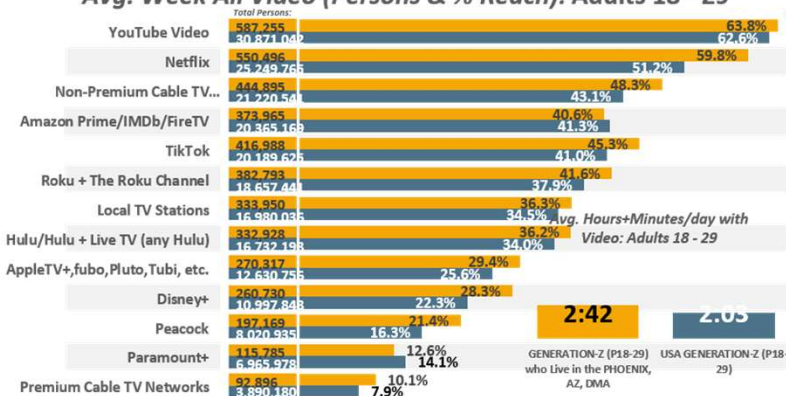
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



327,908 or 35.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 59.1 minutes every day representing 43.8% of all time spent daily with Ad-Supported Video.

Avg. Week All Video (Persons & % Reach): Adults 18 - 29

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



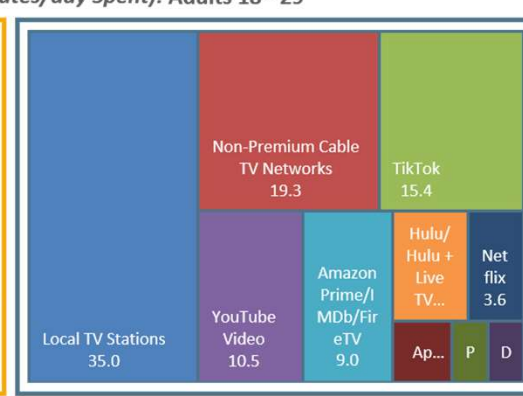
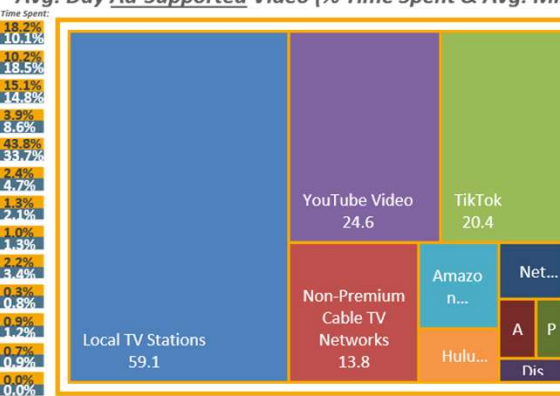
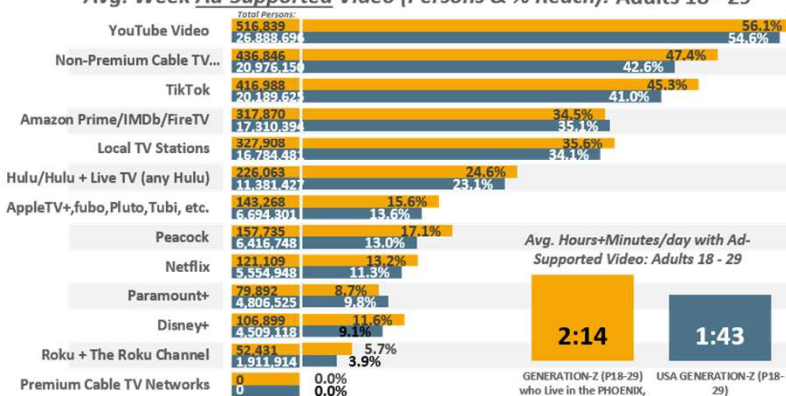
■ GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA

■ GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA

■ USA GENERATION-Z (P18-29)

Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 - 29

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



■ GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA

■ GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA

■ USA GENERATION-Z (P18-29)

USA GENERATION-Z (P18-29) USA Projection
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

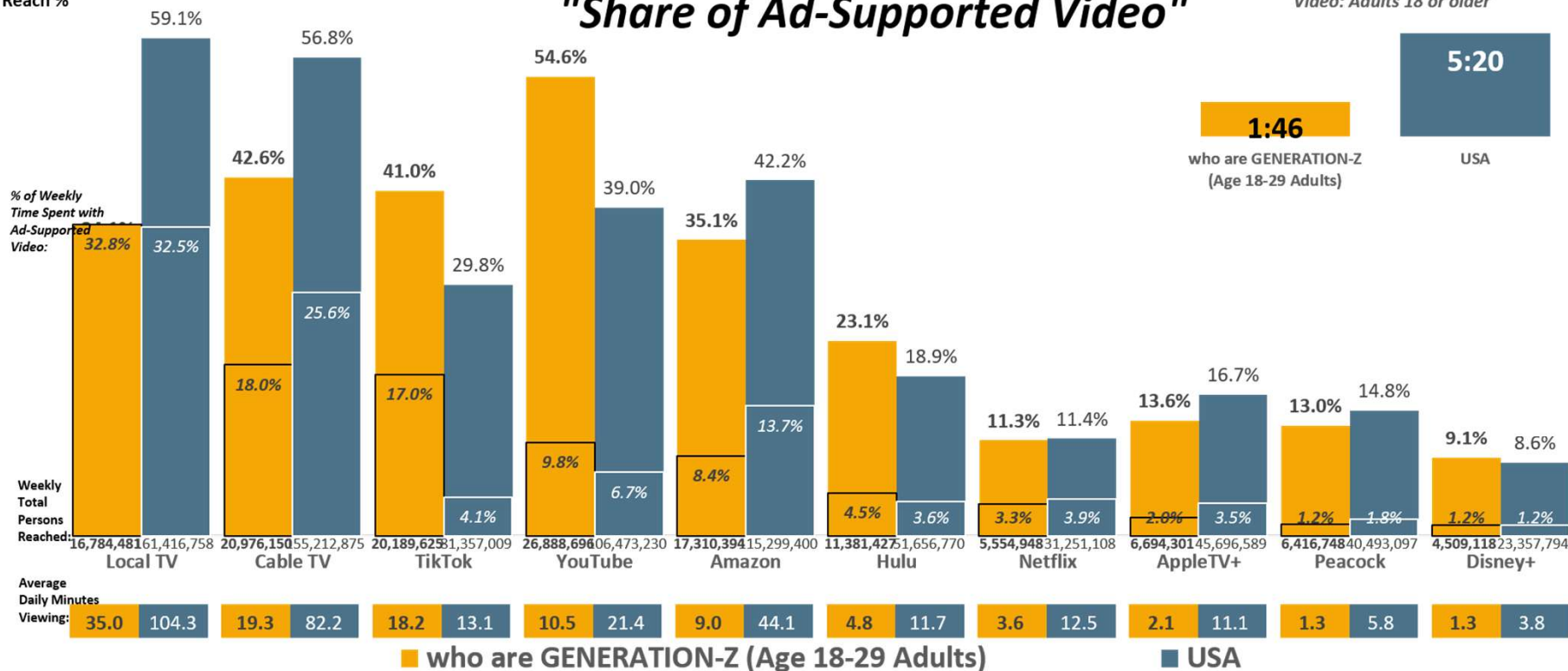


16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 35. minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

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



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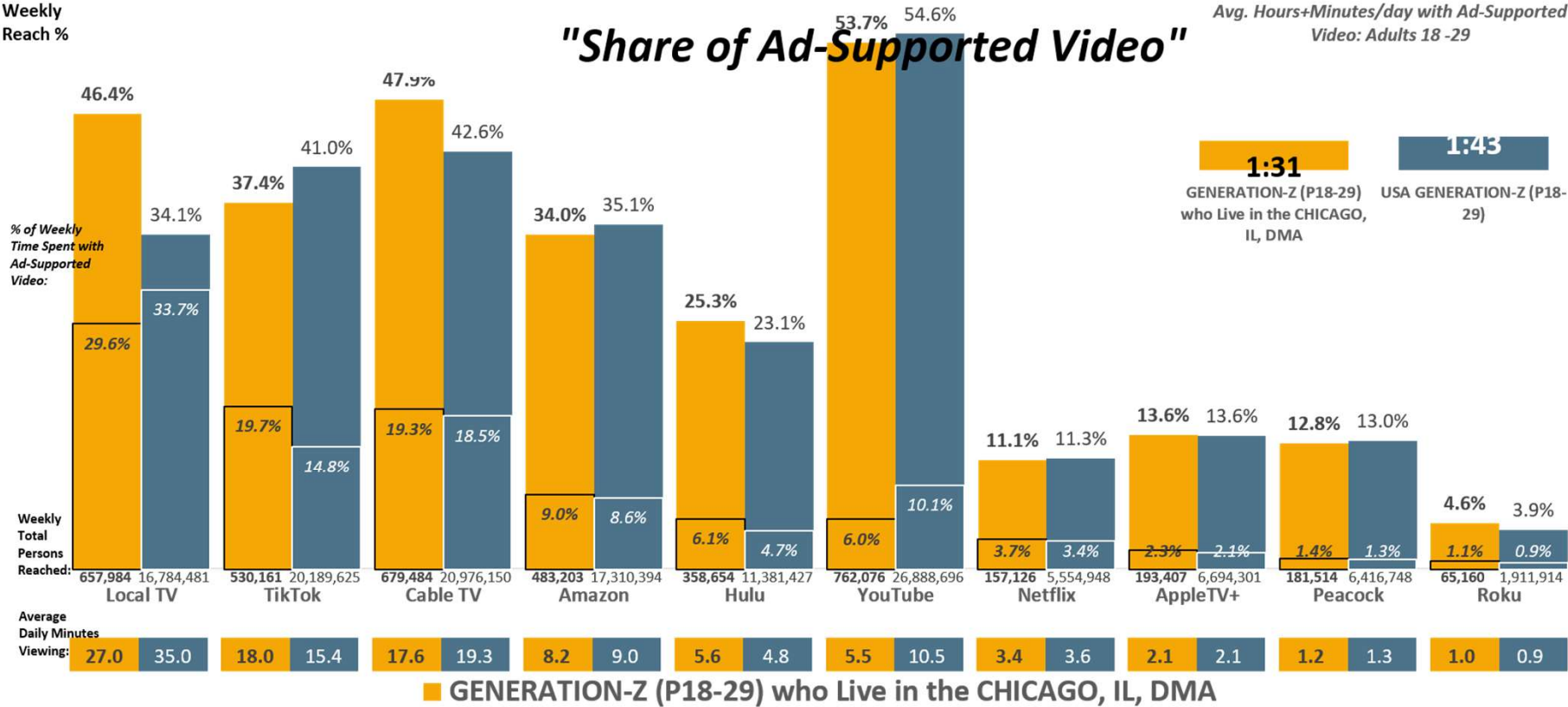
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



657,984 or 46.4% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations for an average of 27. minutes every day representing 29.6% of all time spent daily with Ad-Supported Video.



USA GENERATION-Z (P18-29)
 Scarborough R1 2026: Feb25-Feb26
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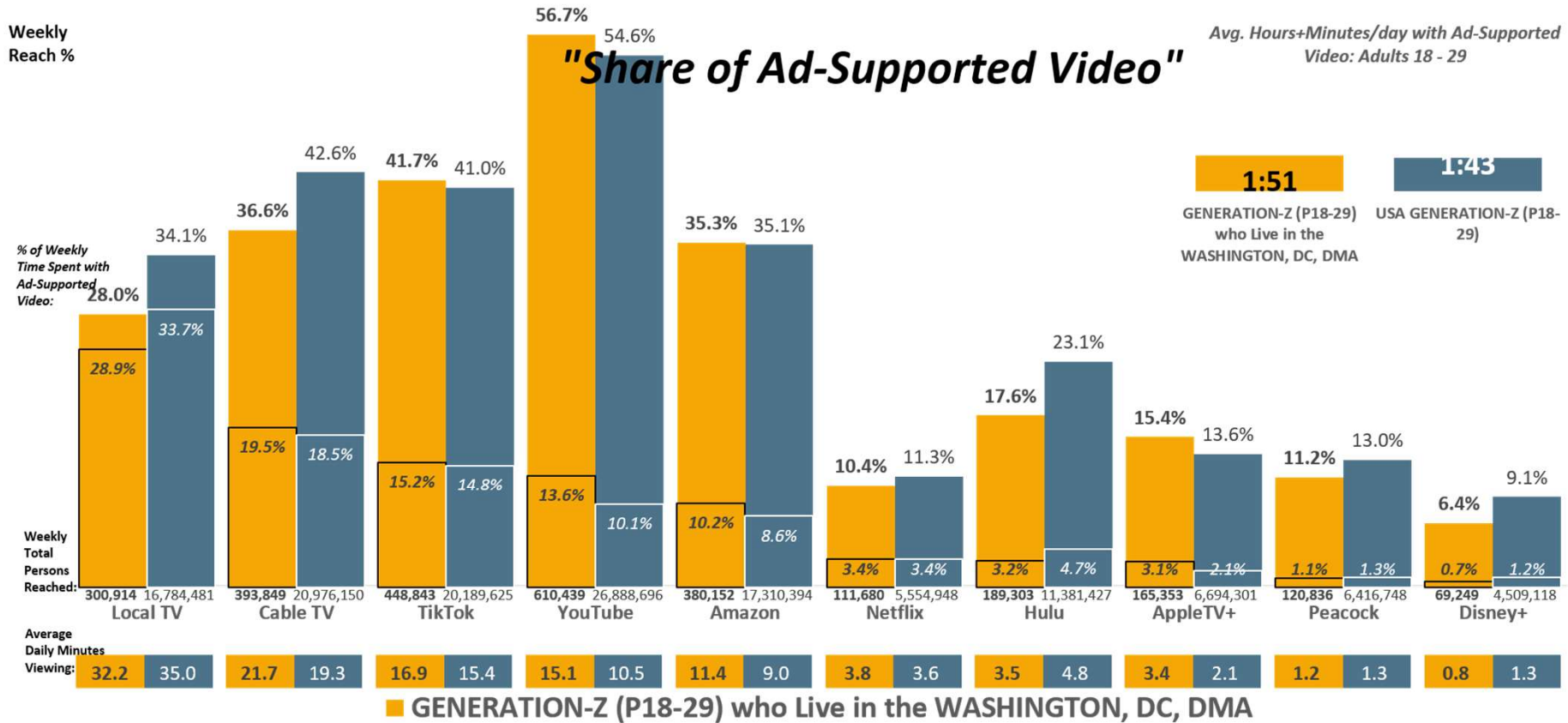
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



300,914 or 28.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations for an average of 32.2 minutes every day representing 28.9% of all time spent daily with Ad-Supported Video.

Weekly
Reach %



USA GENERATION-Z (P18-29)
Scarborough R1 2026: Mar25-Mar26
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USA Projection
Qual Intab

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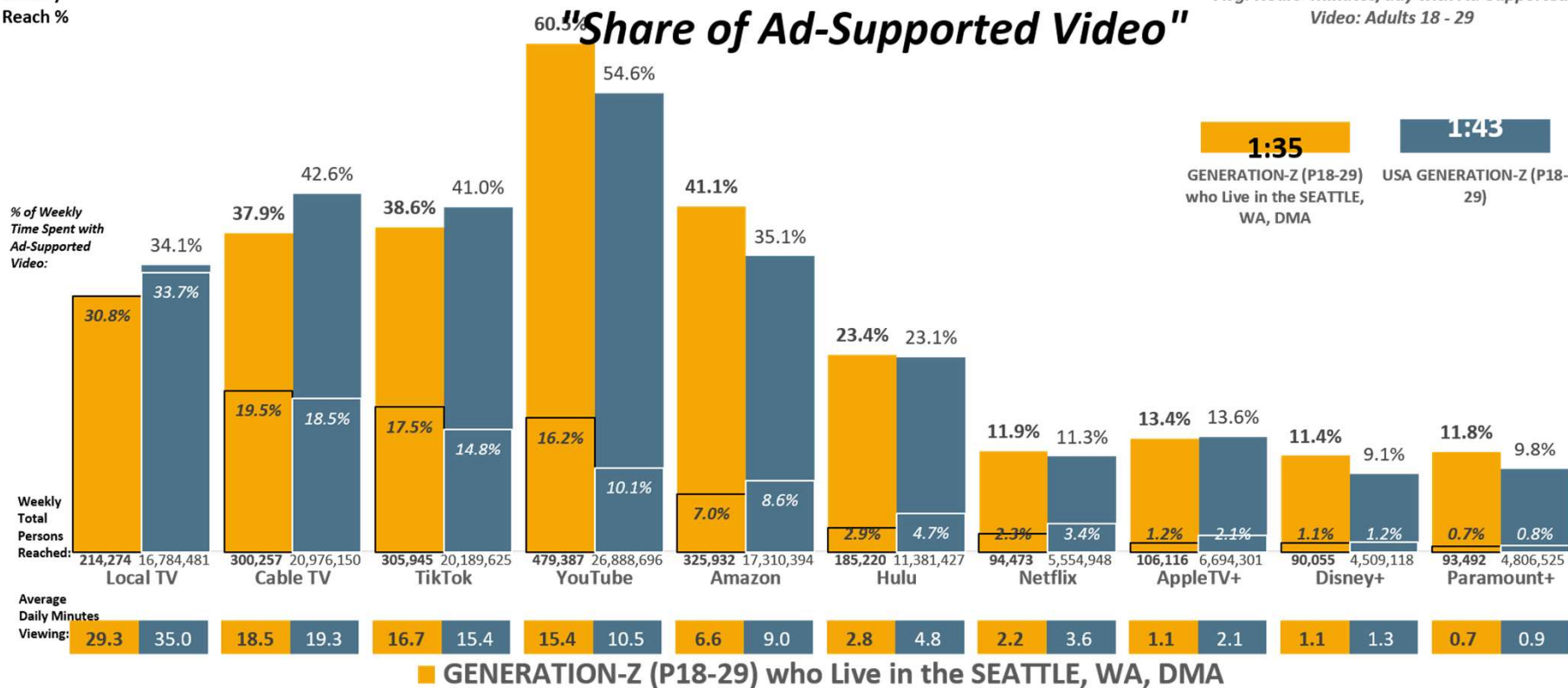
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



214,274 or 27.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA watch Ad-Supported Local TV Stations for an average of 29.3 minutes every day representing 30.8% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 - 29



USA GENERATION-Z (P18-29)
Scarborough R1 2026; Mar25-Mar26
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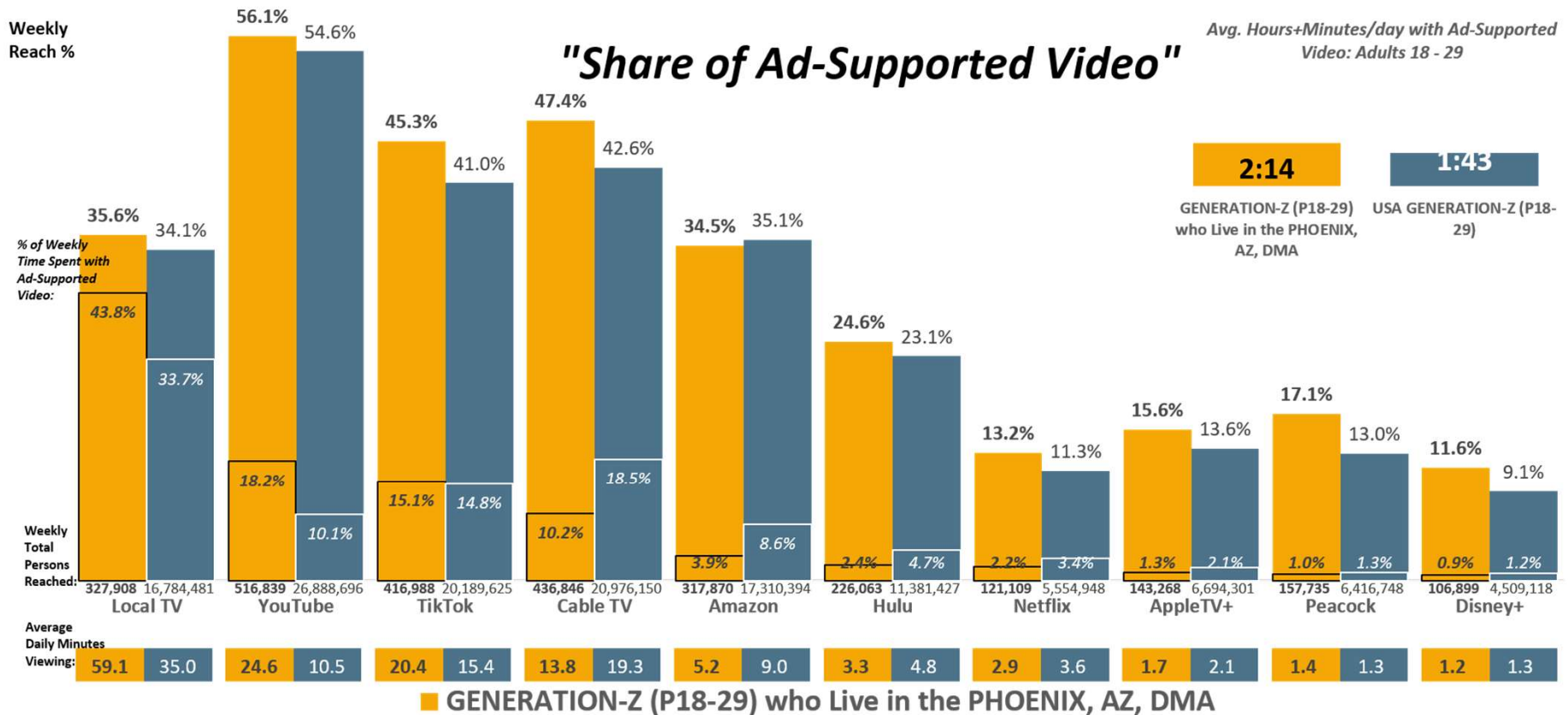
USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything
for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



327,908 or 35.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations for an average of 59.1 minutes every day representing 43.8% of all time spent daily with Ad-Supported Video.



USA GENERATION-Z (P18-29)
 Scarborough R1 2026; Feb25-Feb26
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USA Projection USA Qual Intab 3,498

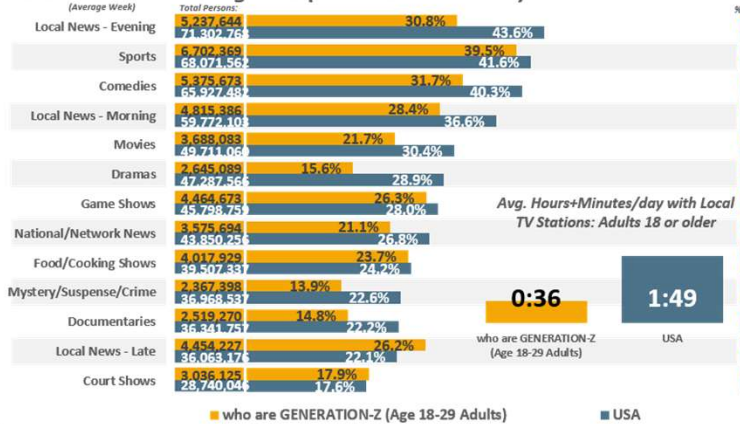
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

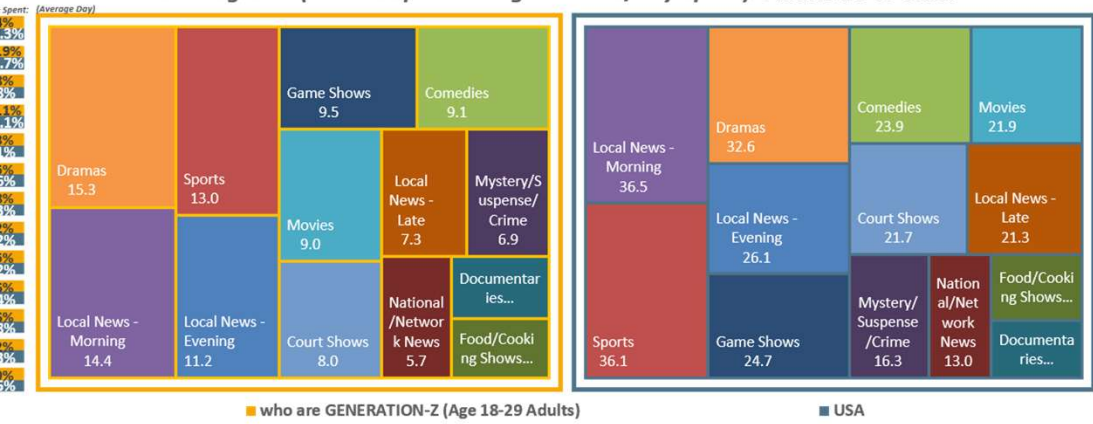


16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Local News - Late.

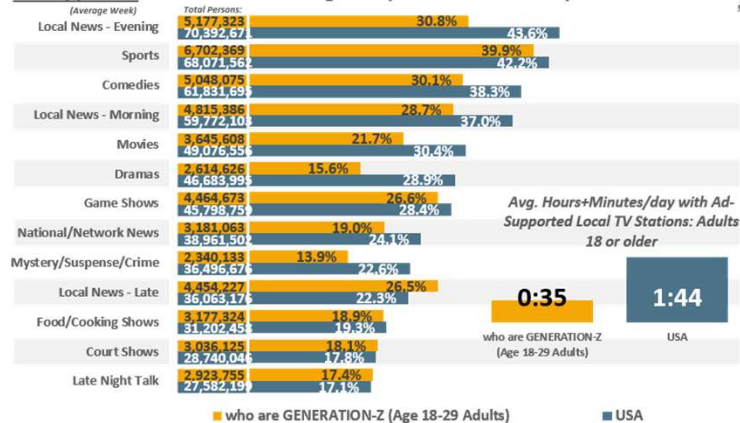
Local TV Station Programs (Persons & % Reach): Adults 18 or older



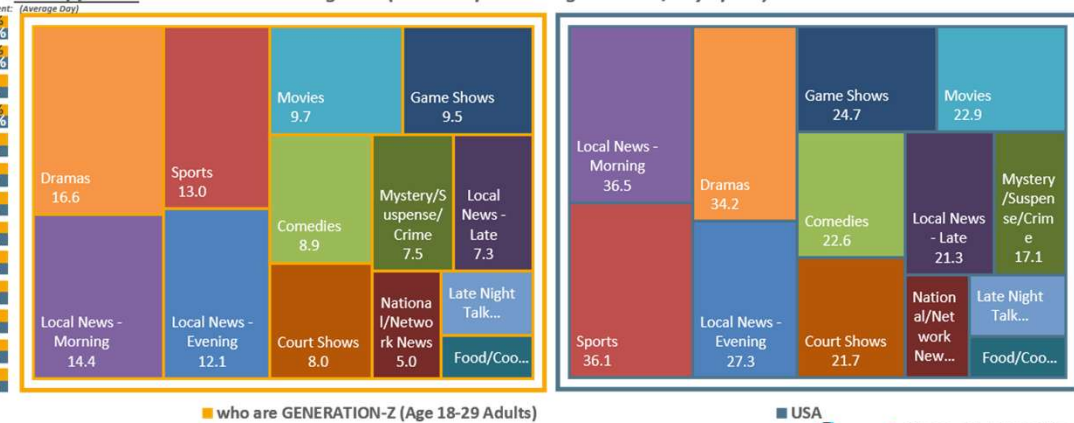
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



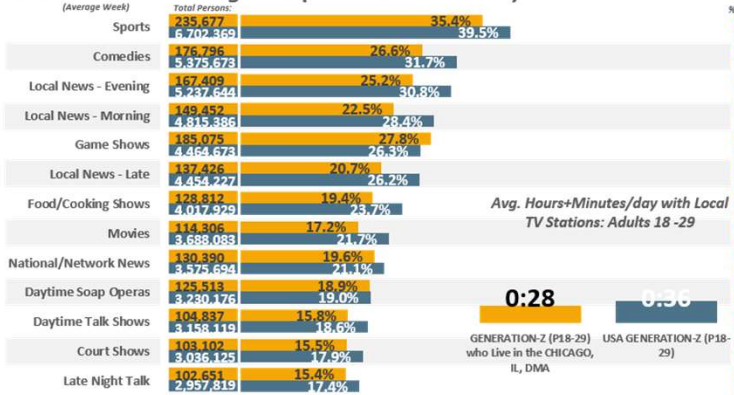
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



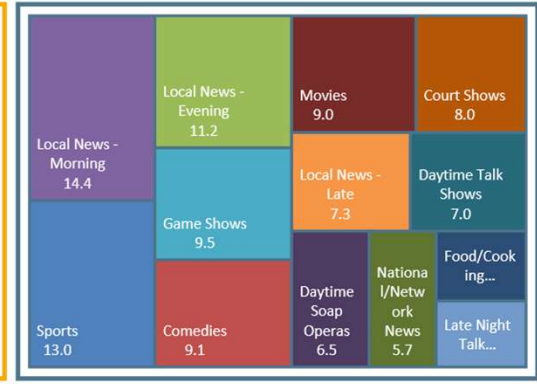
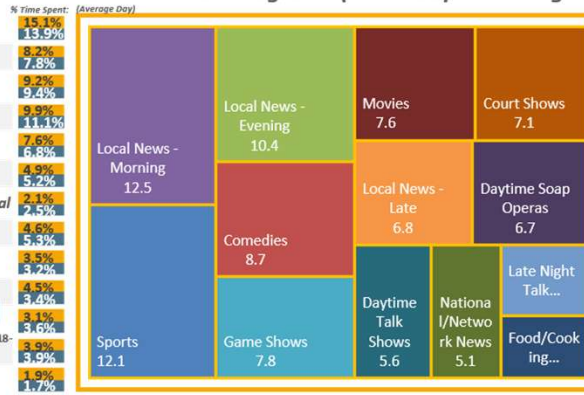


657,984 or 46.4% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Comedies, Local News - Evening, Local News - Morning, and Local News - Late.

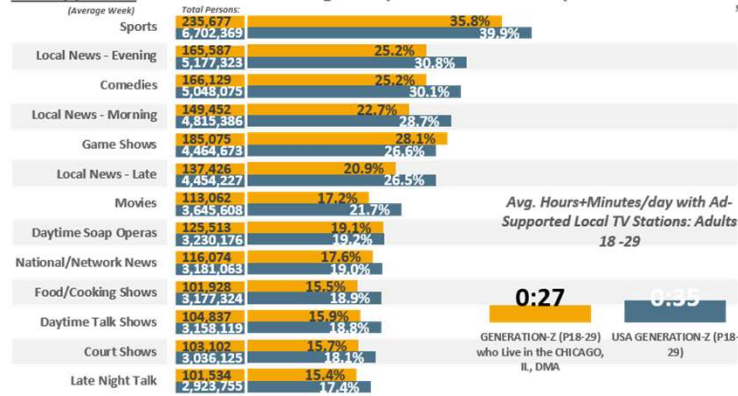
Local TV Station Programs (Persons & % Reach): Adults 18 -29



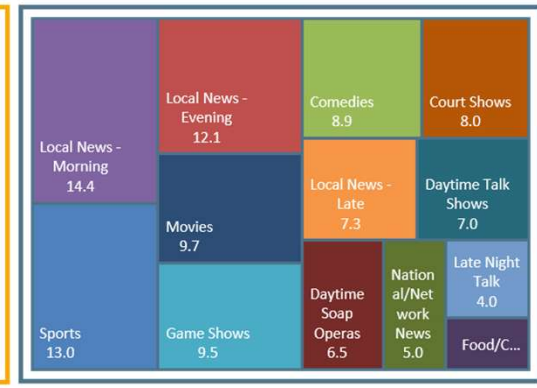
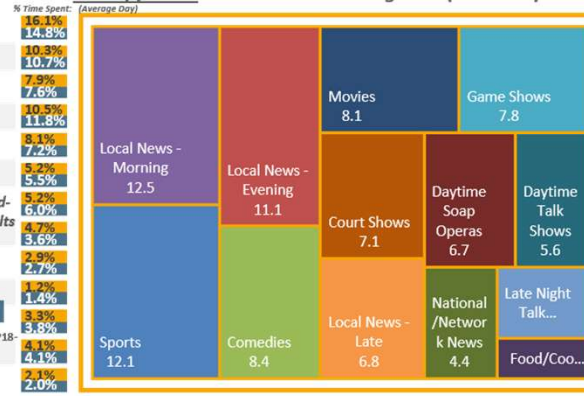
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 -29



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



USA GENERATION-Z (P18-29) USA Projection
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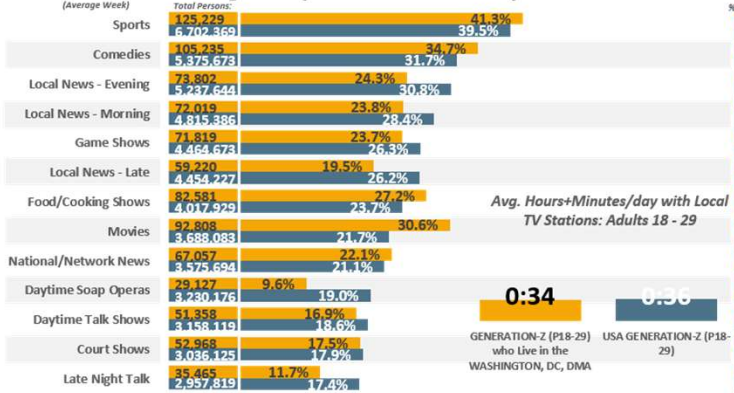
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

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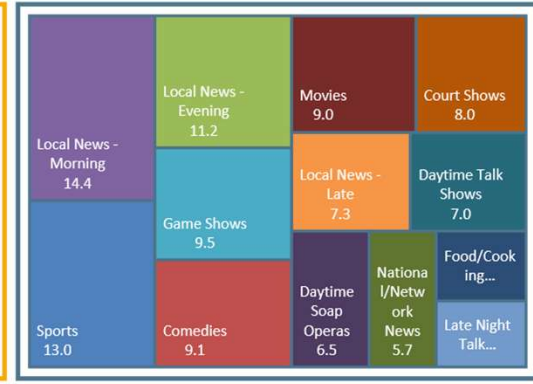
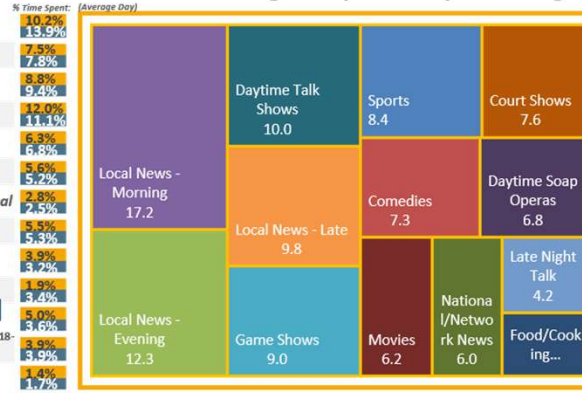


300,914 or 28.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Game Shows.

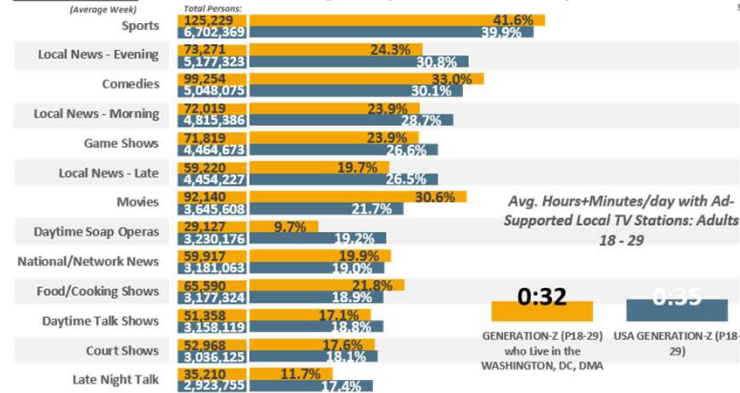
Local TV Station Programs (Persons & % Reach): Adults 18 - 29



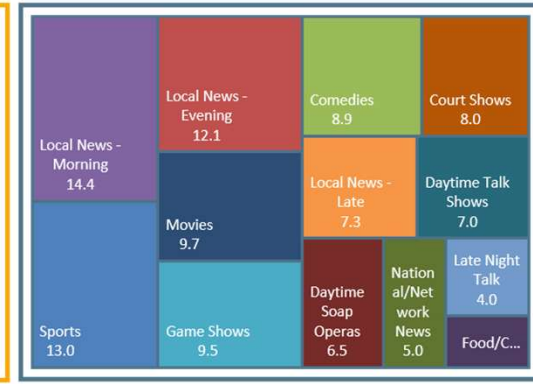
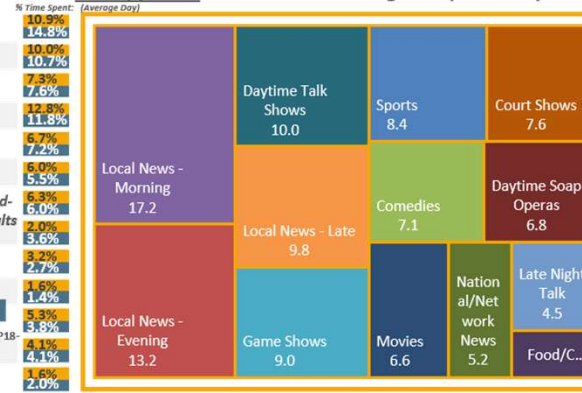
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 - 29



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection
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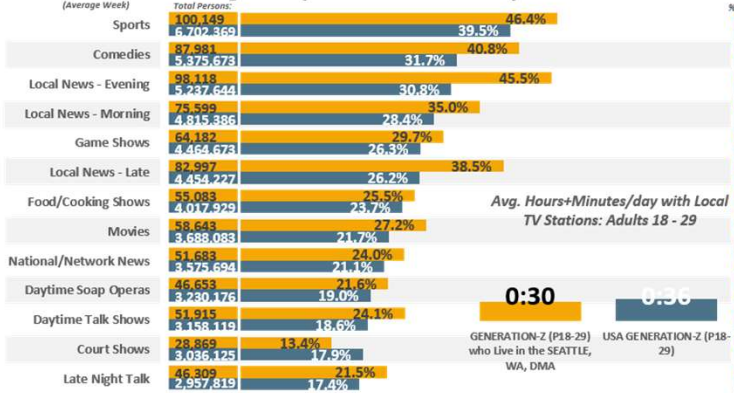
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

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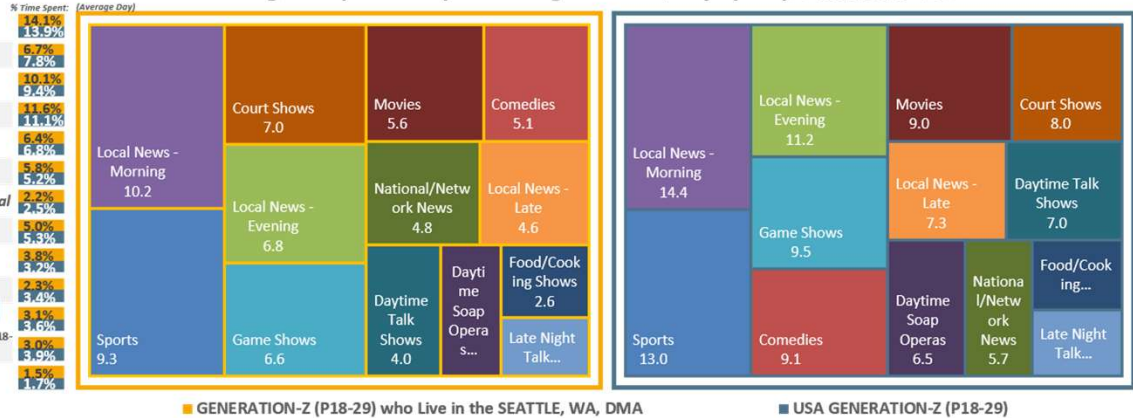


214,274 or 27.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Late, Local News - Morning, and Game Shows.

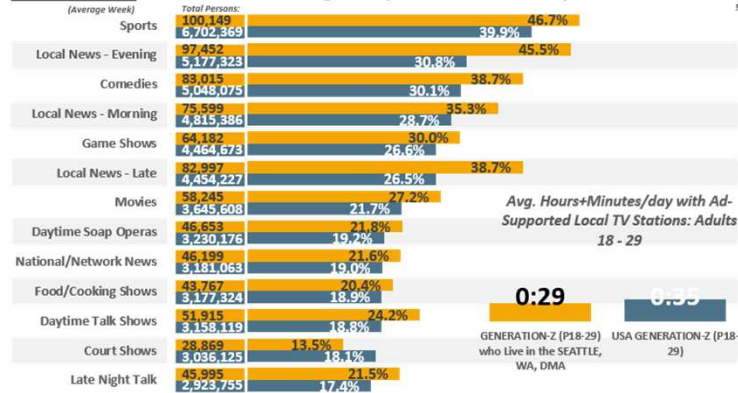
Local TV Station Programs (Persons & % Reach): Adults 18 - 29



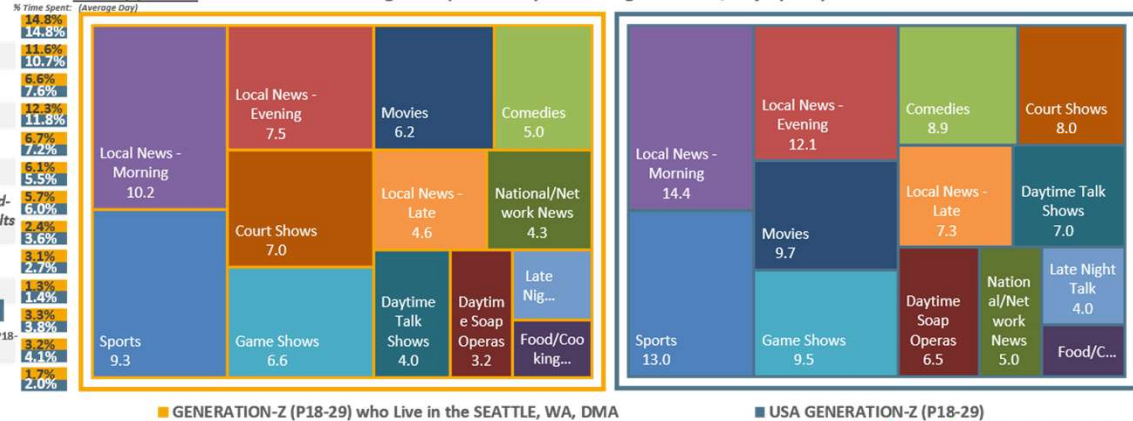
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 - 29



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection
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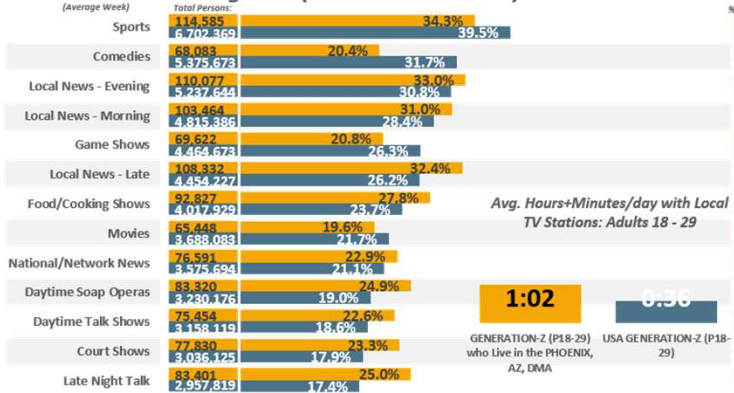
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

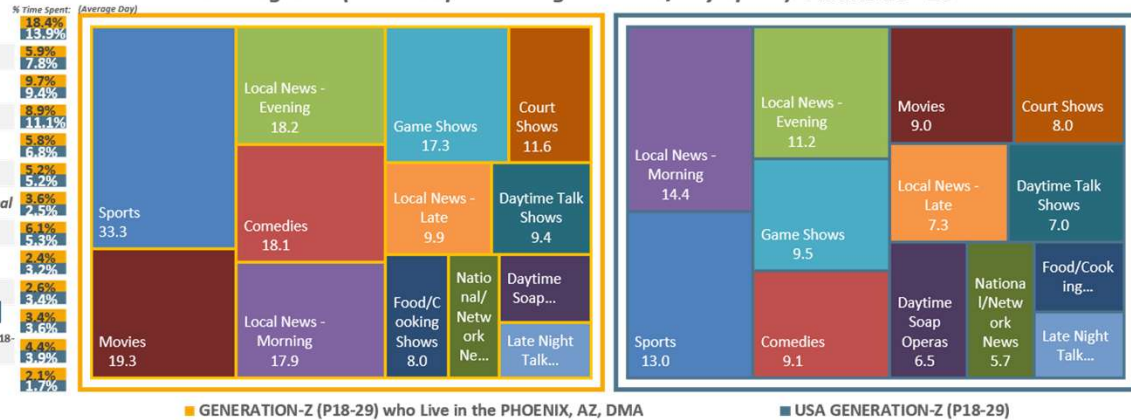


327,908 or 35.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Late, Local News - Evening, Local News - Morning, Novelas, and Daytime Soap Operas.

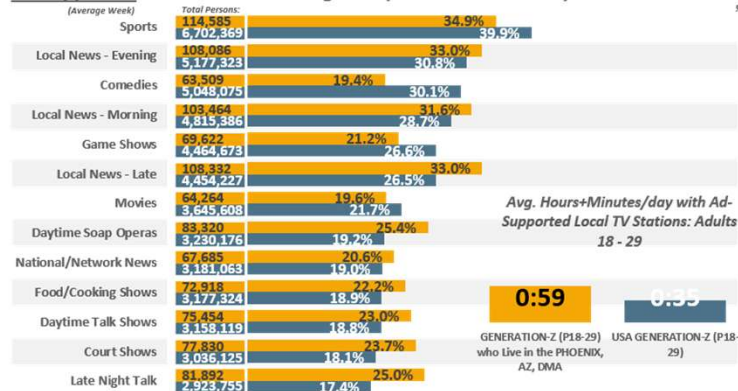
Local TV Station Programs (Persons & % Reach): Adults 18 - 29



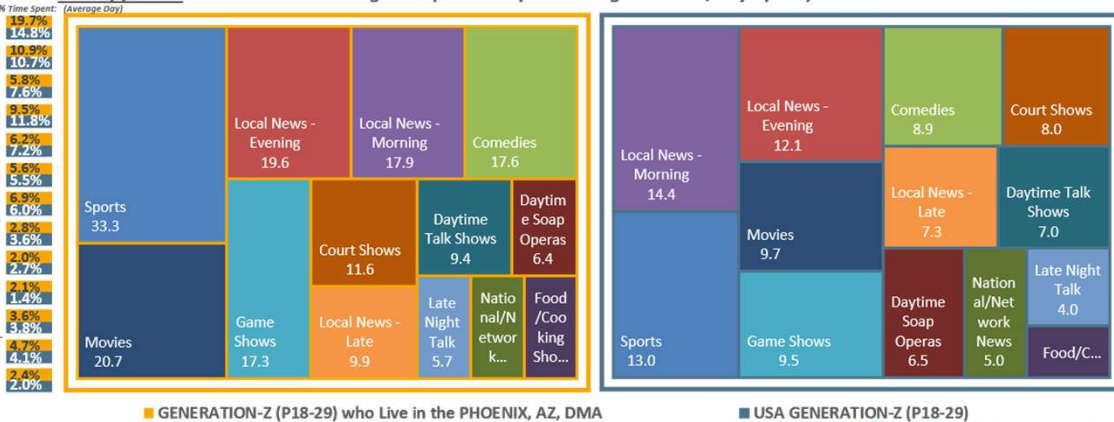
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 - 29



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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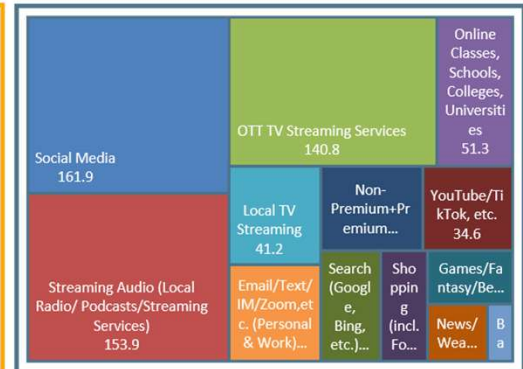
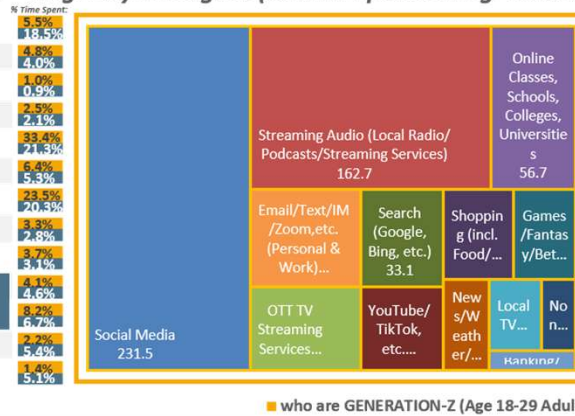
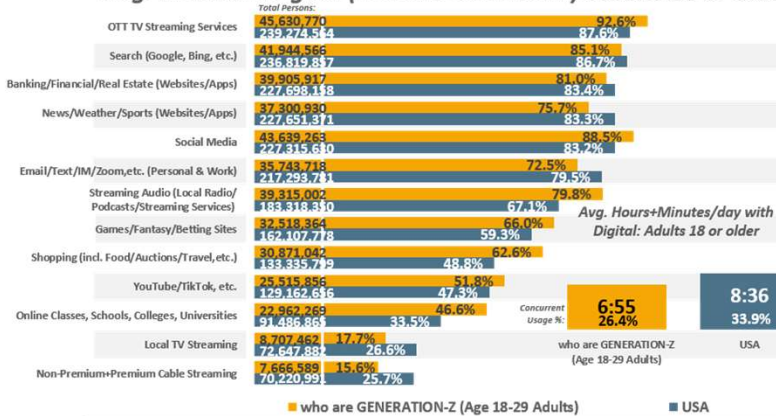
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



37,727,187 or 76.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 200.1 minutes every day representing 41.7% of all time spent daily with Ad-Supported Digital Media.

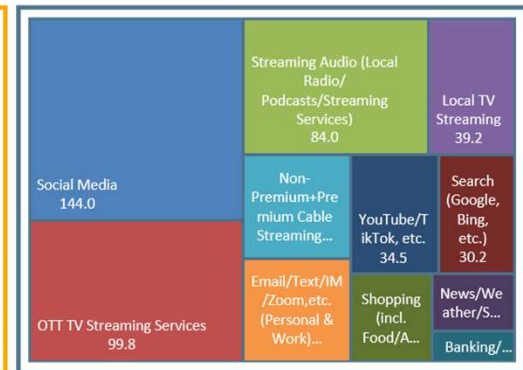
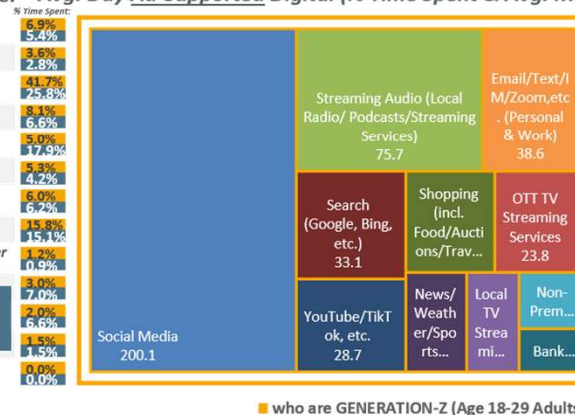
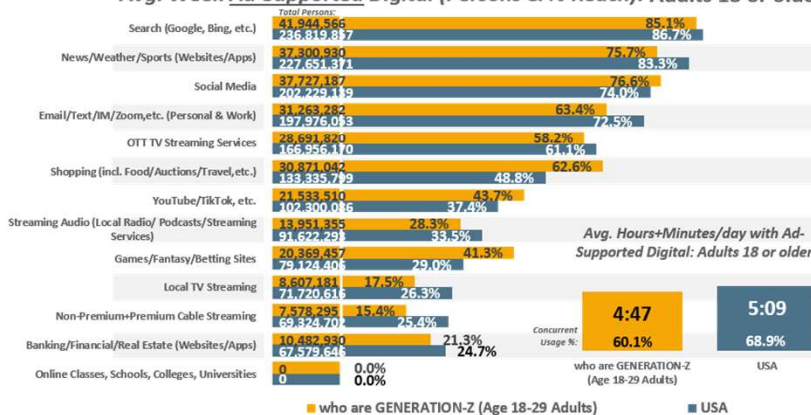
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

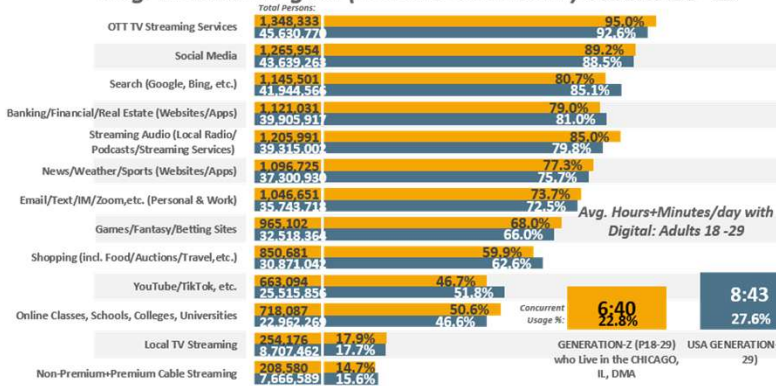
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



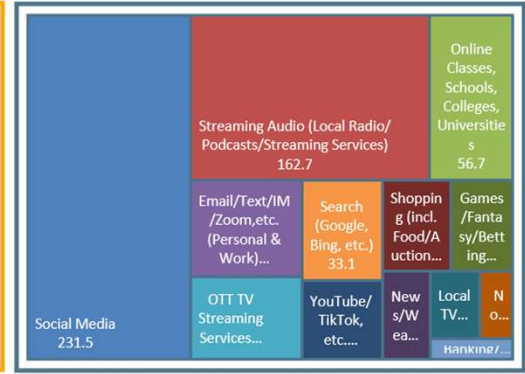
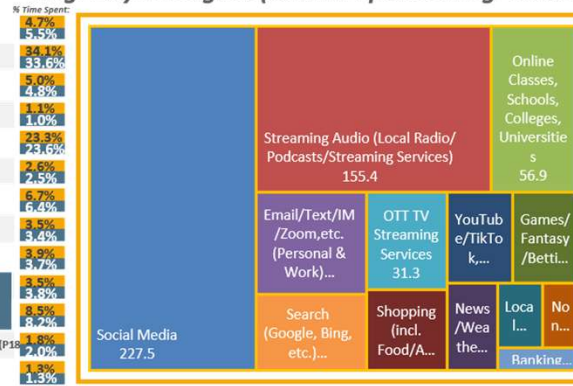


1,097,311 or 77.3% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA use Ad-Supported Social Media for an average of 197.2 minutes every day representing 42.6% of all time spent daily with Ad-Supported Digital Media.

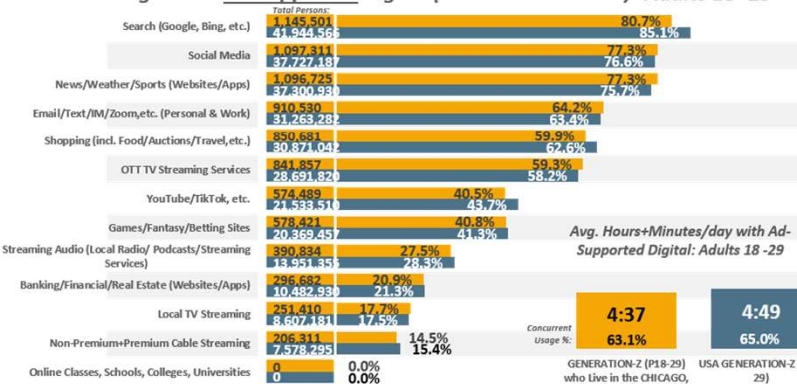
Avg. Week All Digital (Persons & % Reach): Adults 18 -29



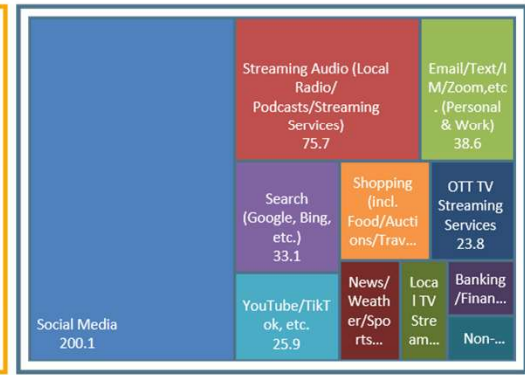
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 -29



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



USA GENERATION-Z (P18-29) USA Projection
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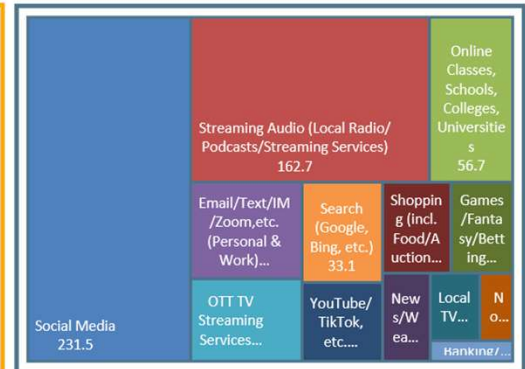
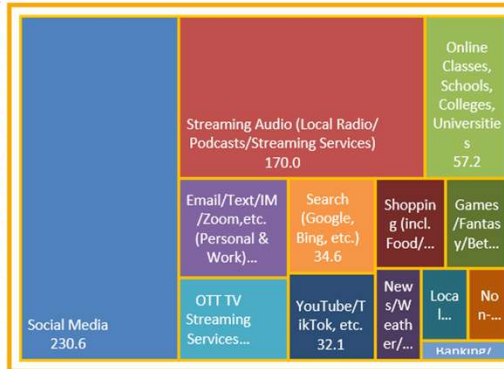
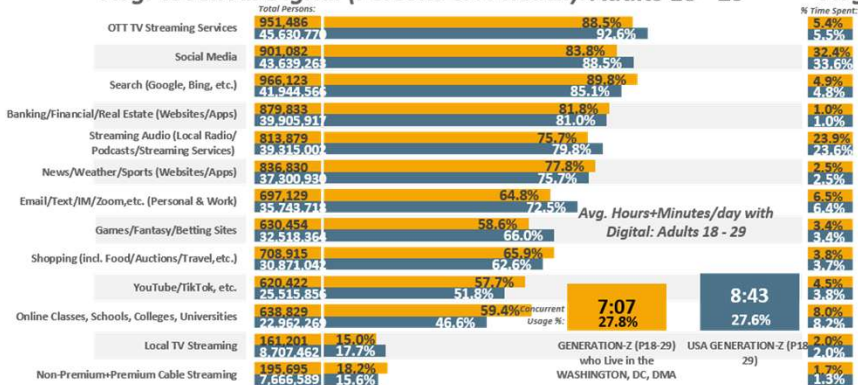
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



782,560 or 72.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA use Ad-Supported Social Media for an average of 200.3 minutes every day representing 40.6% of all time spent daily with Ad-Supported Digital Media.

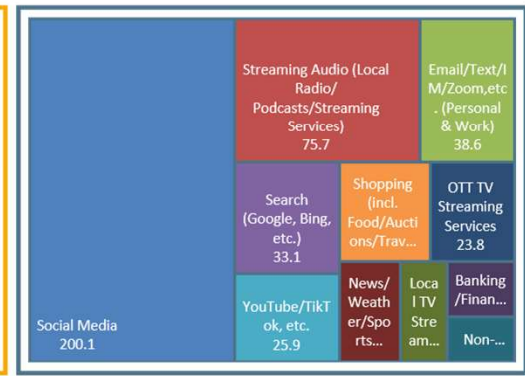
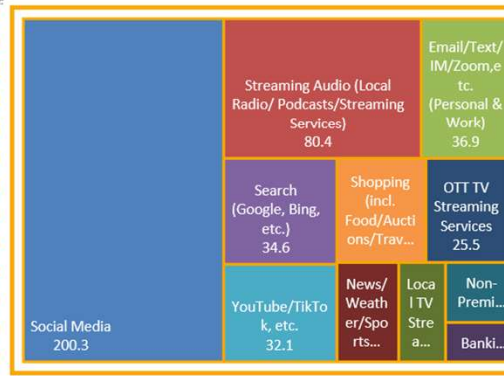
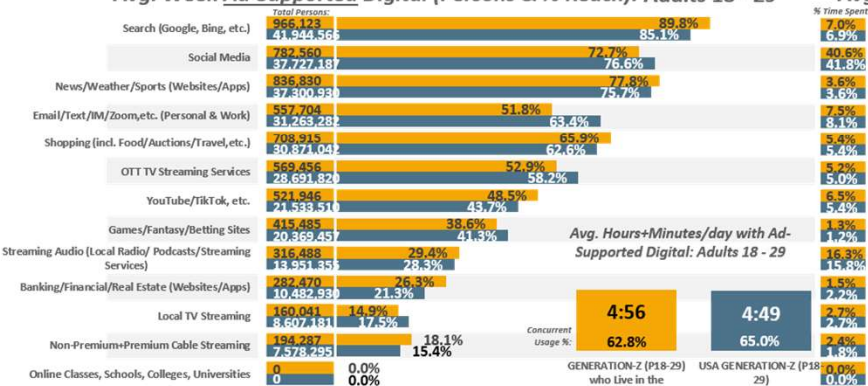
Avg. Week All Digital (Persons & % Reach): Adults 18 - 29

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 - 29

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection
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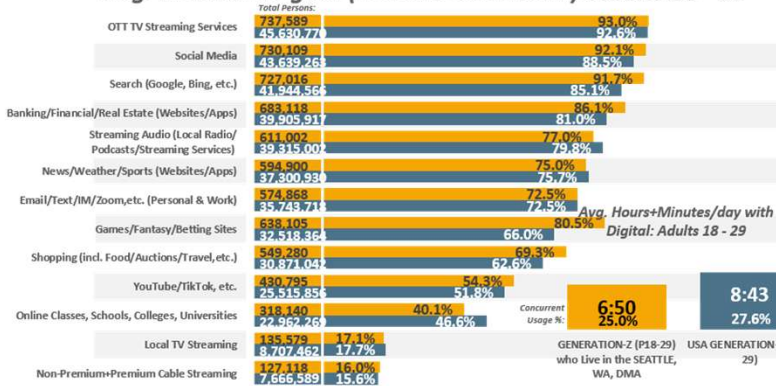
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

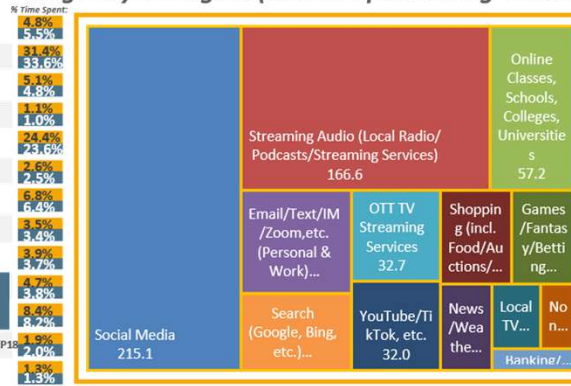


596,122 or 75.2% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA use Ad-Supported Social Media for an average of 175.6 minutes every day representing 38.3% of all time spent daily with Ad-Supported Digital Media.

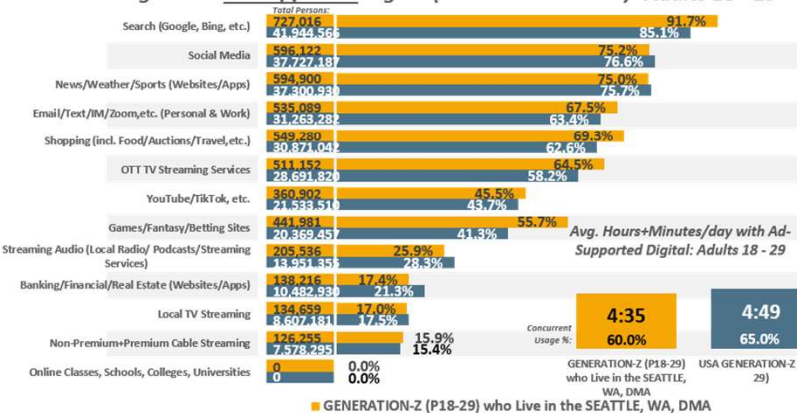
Avg. Week All Digital (Persons & % Reach): Adults 18 - 29



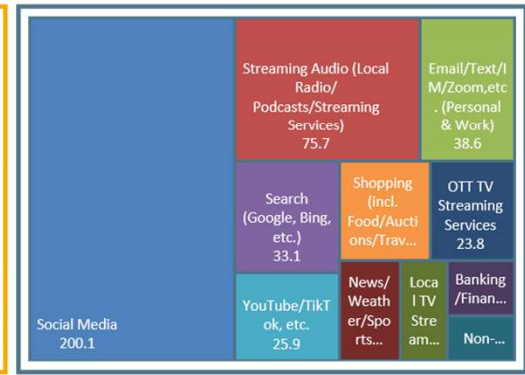
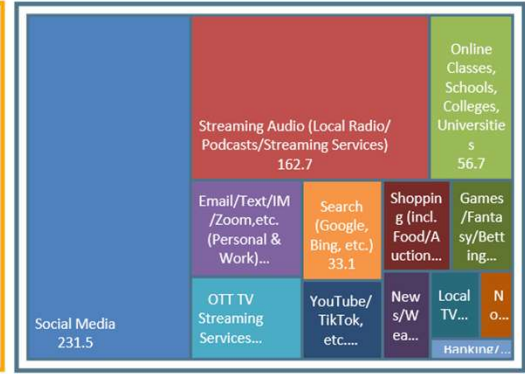
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 - 29



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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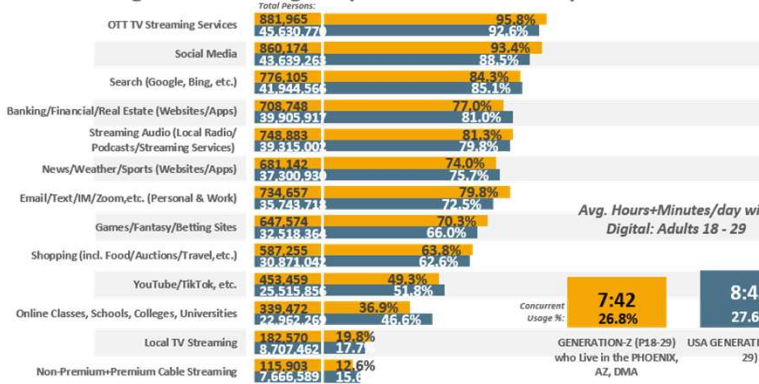
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



773,713 or 84.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA use Ad-Supported Social Media for an average of 239.7 minutes every day representing 44.8% of all time spent daily with Ad-Supported Digital Media.

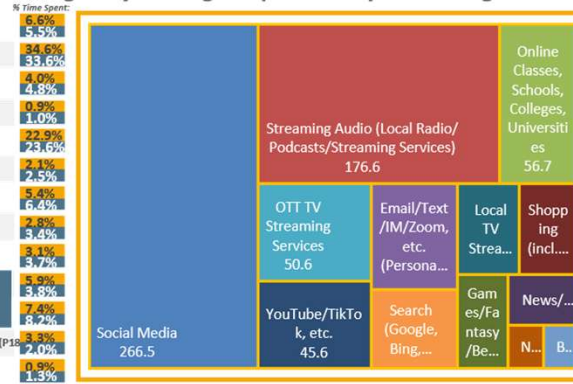
Avg. Week All Digital (Persons & % Reach): Adults 18 - 29



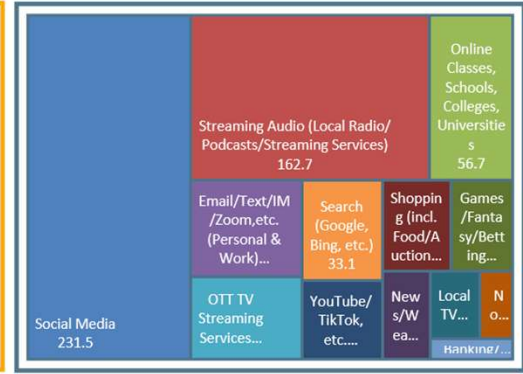
Avg. Hours+Minutes/day with Digital: Adults 18 - 29

7:42
26.8%

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29

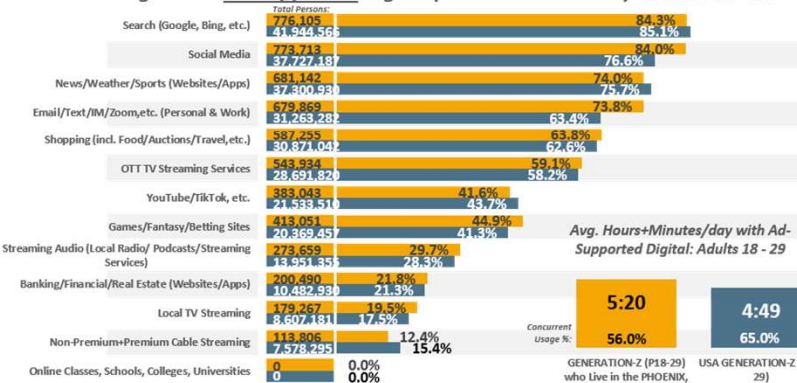


GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA



USA GENERATION-Z (P18-29)

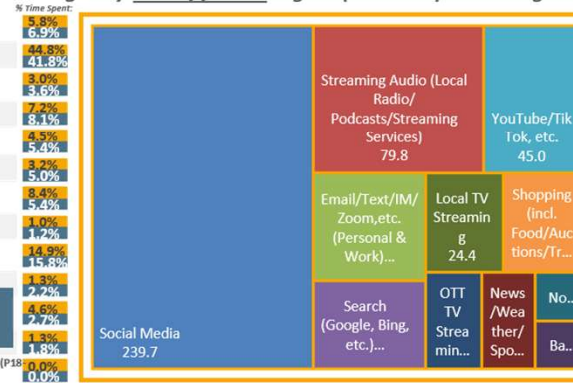
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 - 29



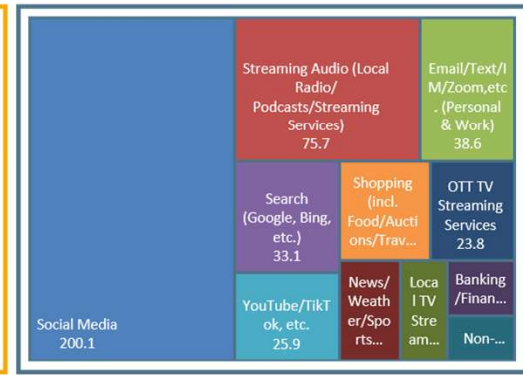
Avg. Hours+Minutes/day with Ad-Supported Digital: Adults 18 - 29

5:20
56.0%

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA



USA GENERATION-Z (P18-29)

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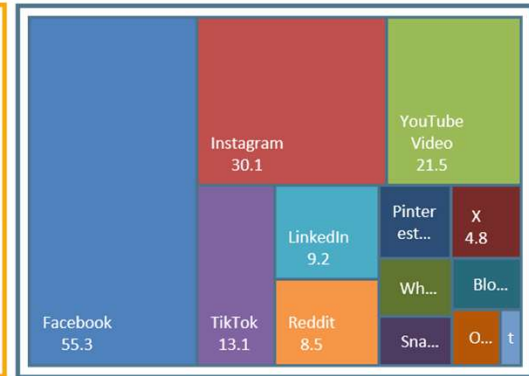
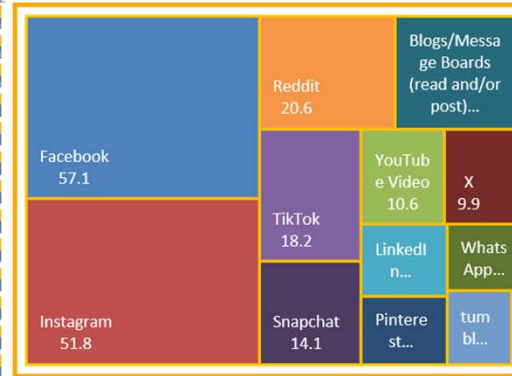
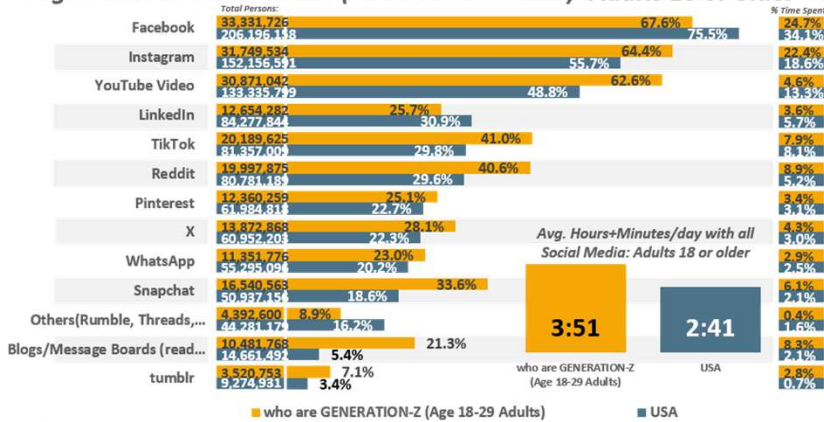
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

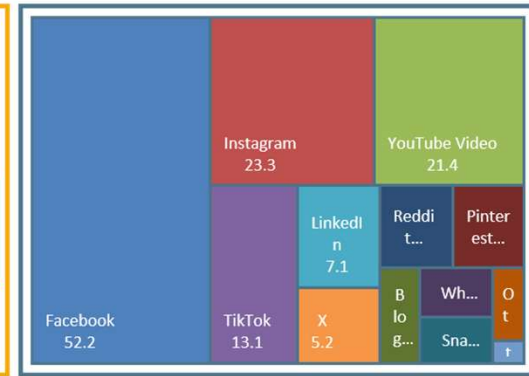
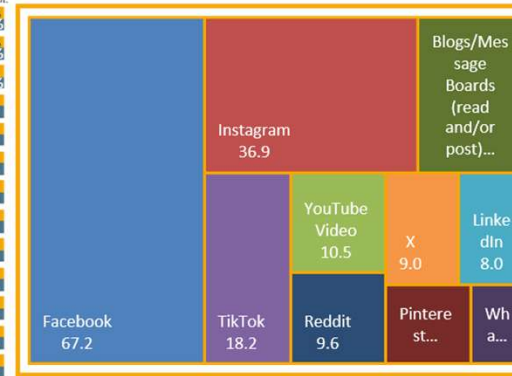
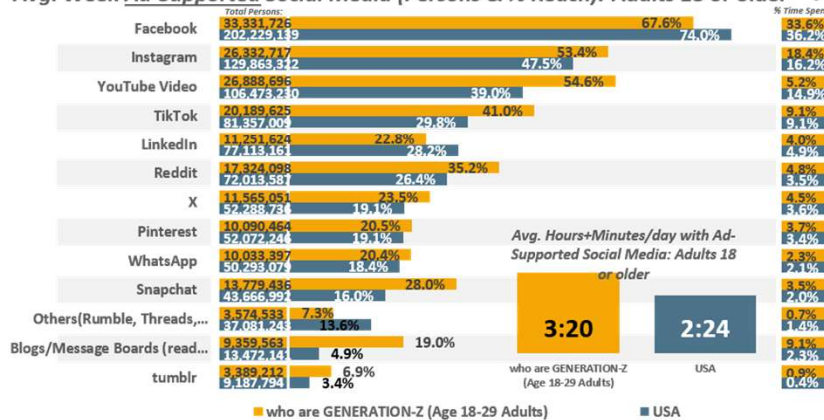


33,331,726 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 67.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

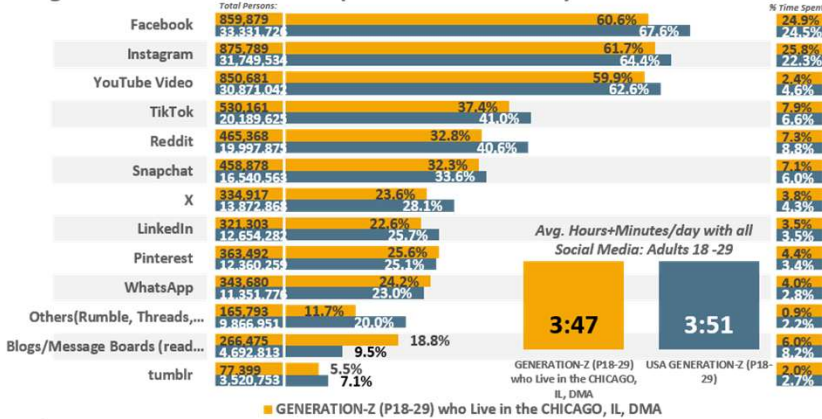
soefa.ai Share of Everything for Anything .

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

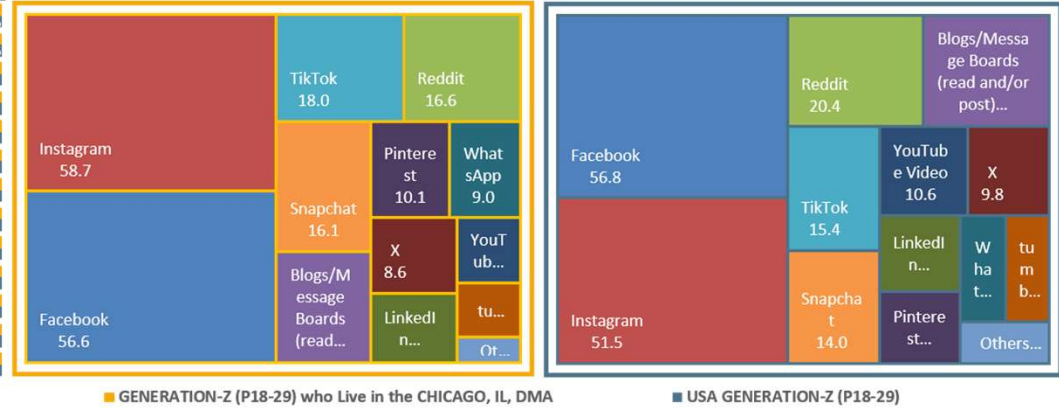


859,879 or 60.6% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 68.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.

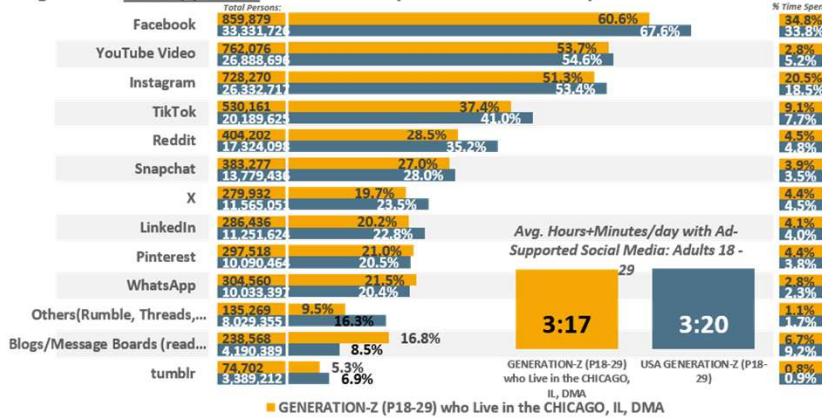
Avg. Week All Social Media (Persons & % Reach): Adults 18 -29



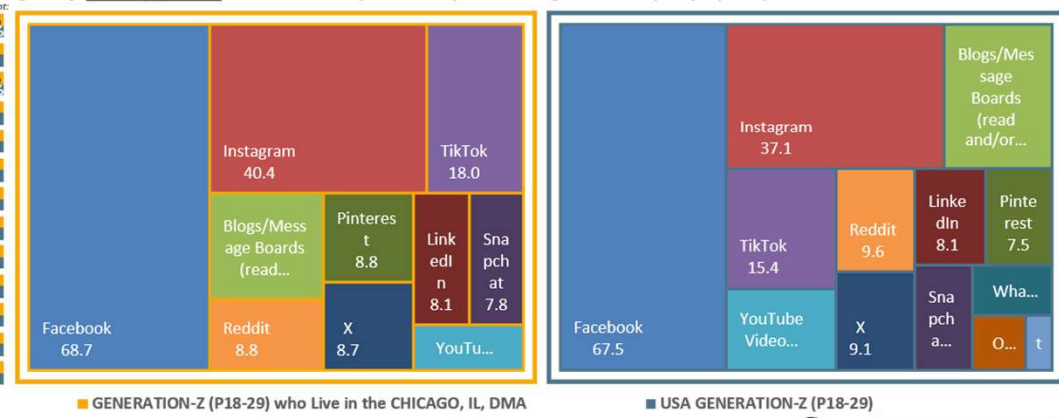
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 -29



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



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

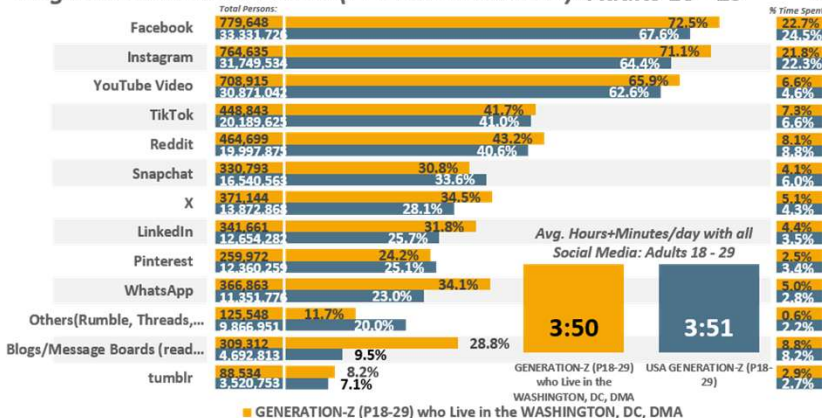
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

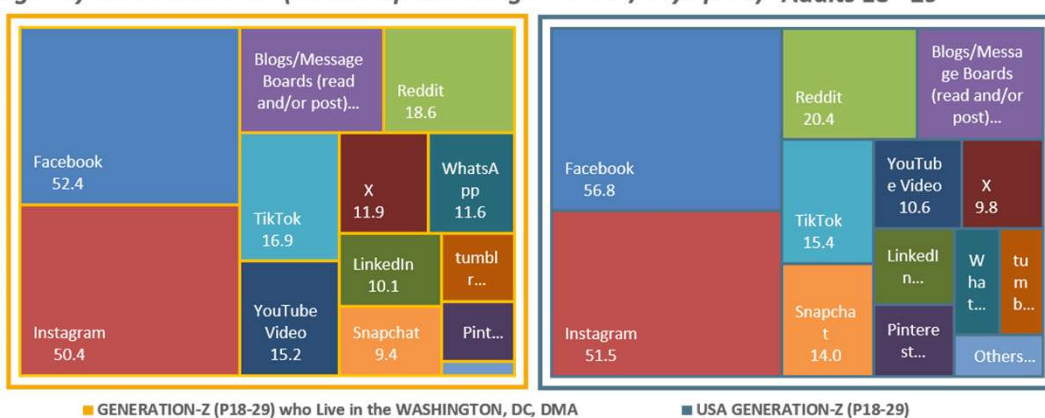


779,648 or 72.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 63.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.

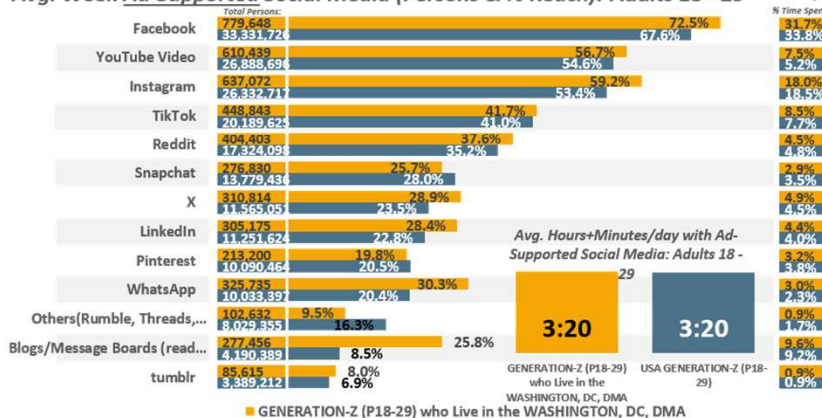
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 29



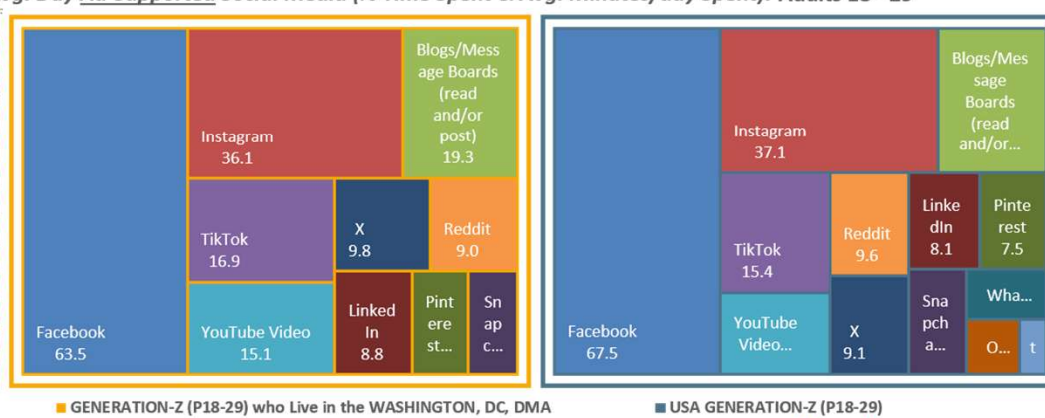
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 - 29



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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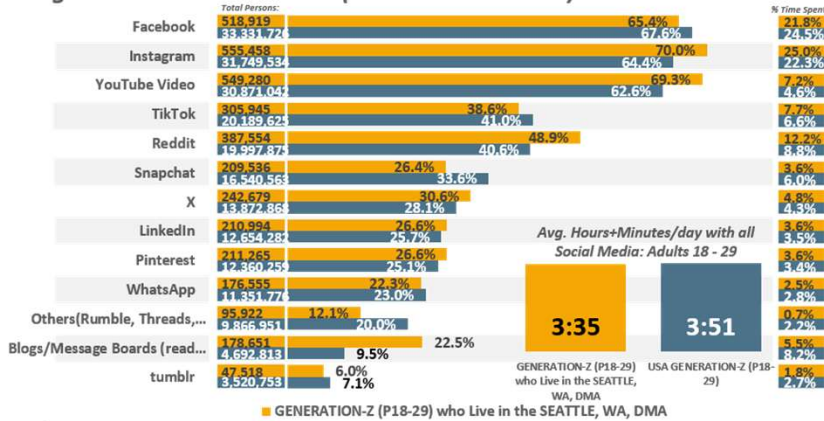
soefa.ai Share of Everything for Anything .

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

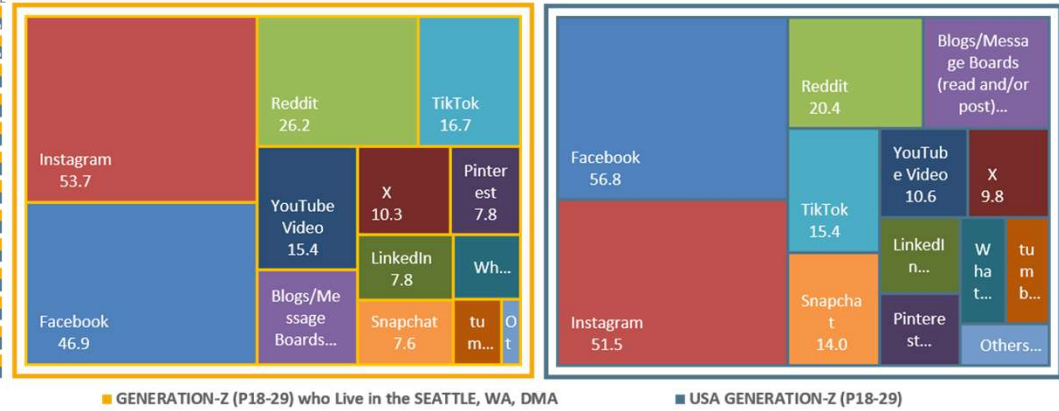


518,919 or 65.4% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA use Ad-Supported Facebook for an average of 57.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.

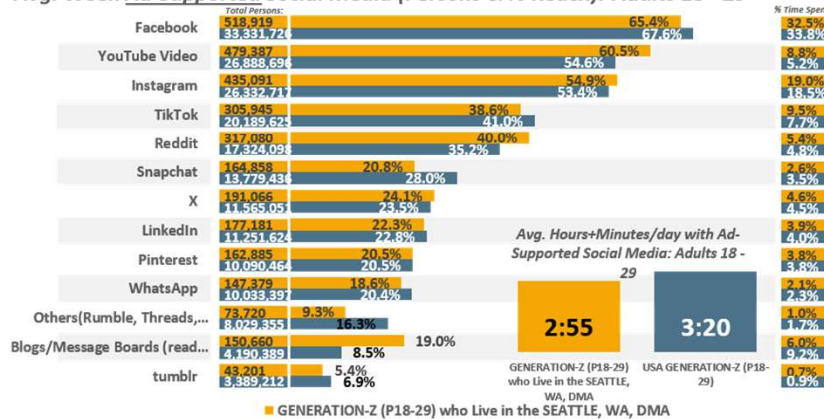
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 29



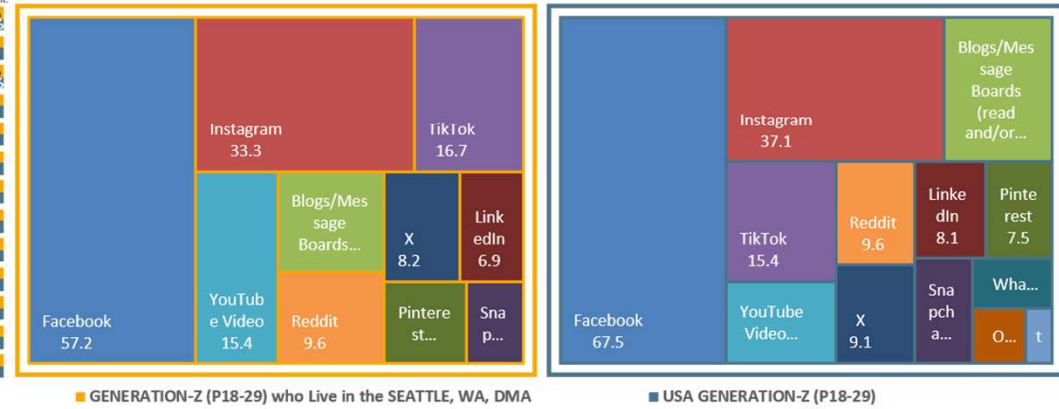
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 - 29



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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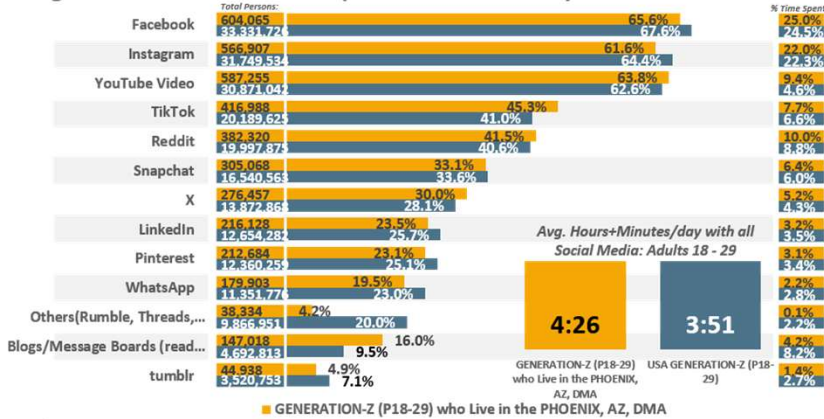
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

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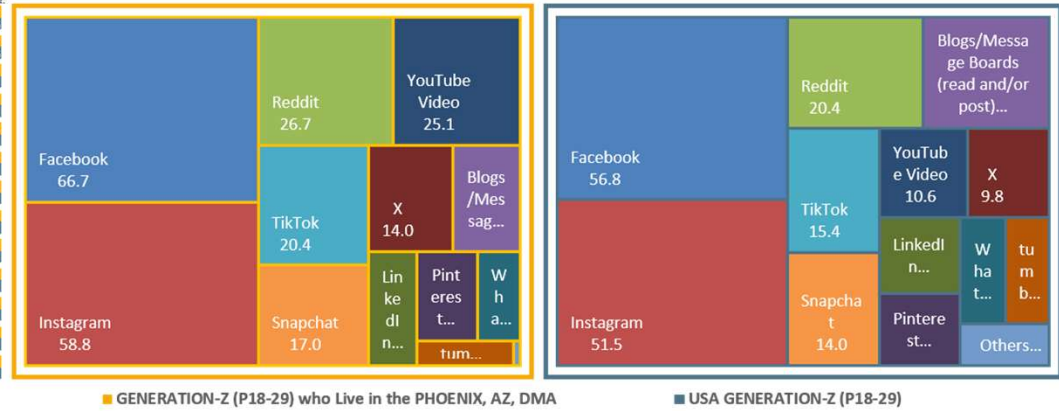


604,065 or 65.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 79.7 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.

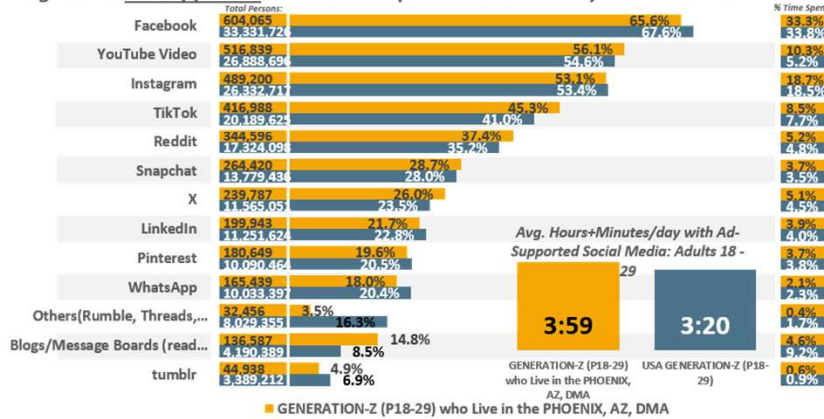
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 29



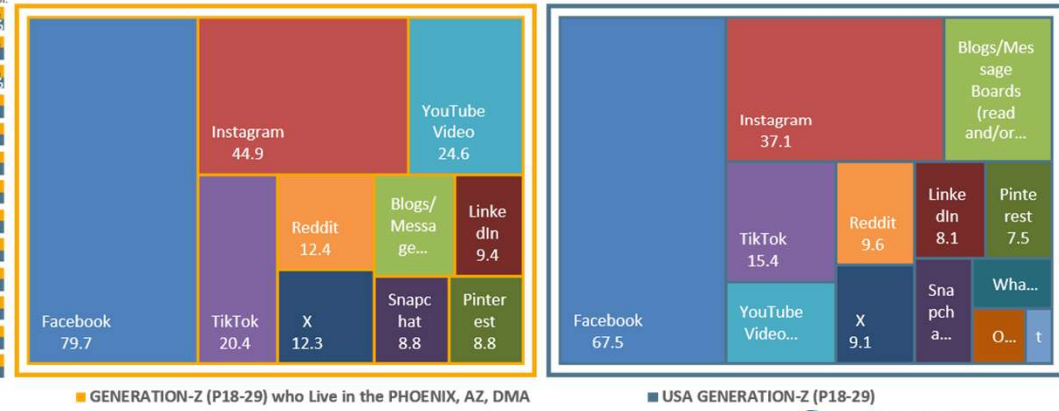
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 - 29



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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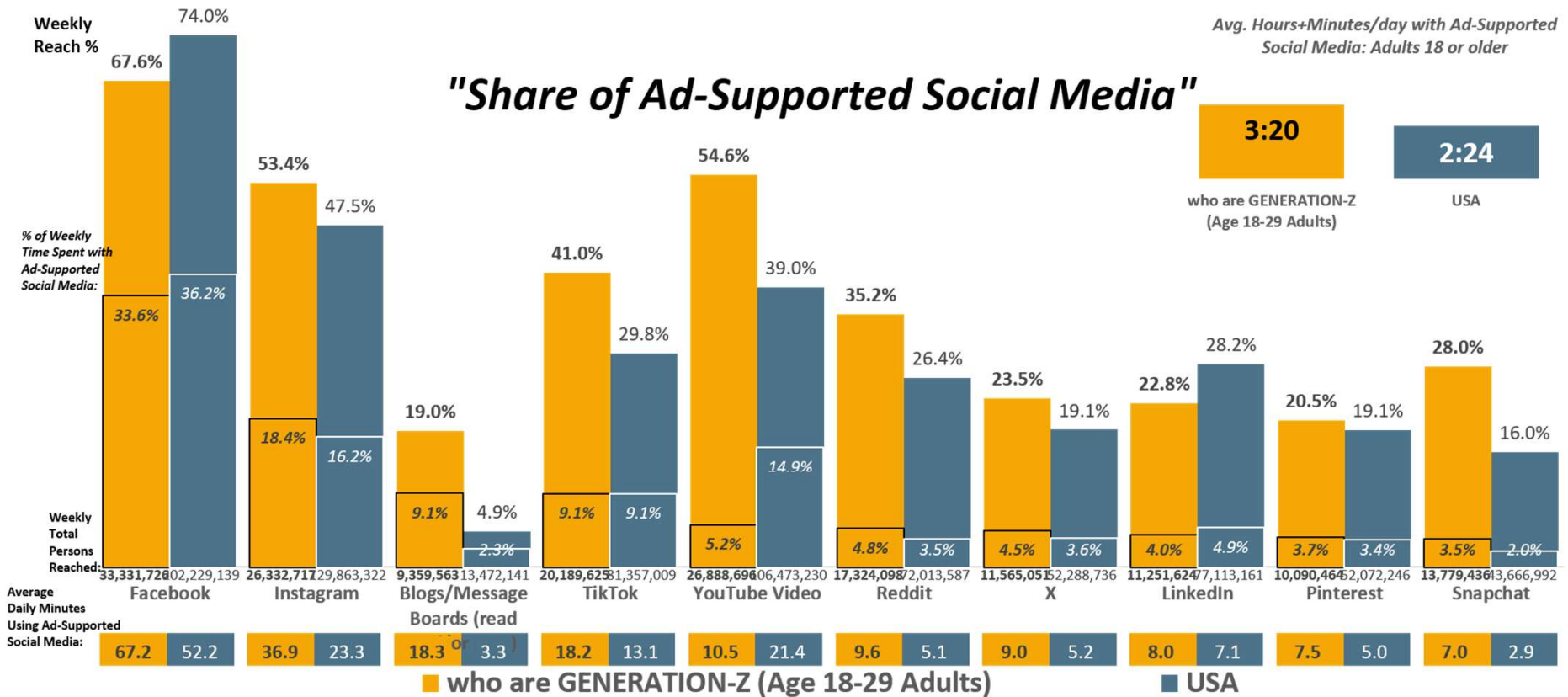
USA Projection USA Qual Intab 3,498

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



33,331,726 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 67.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



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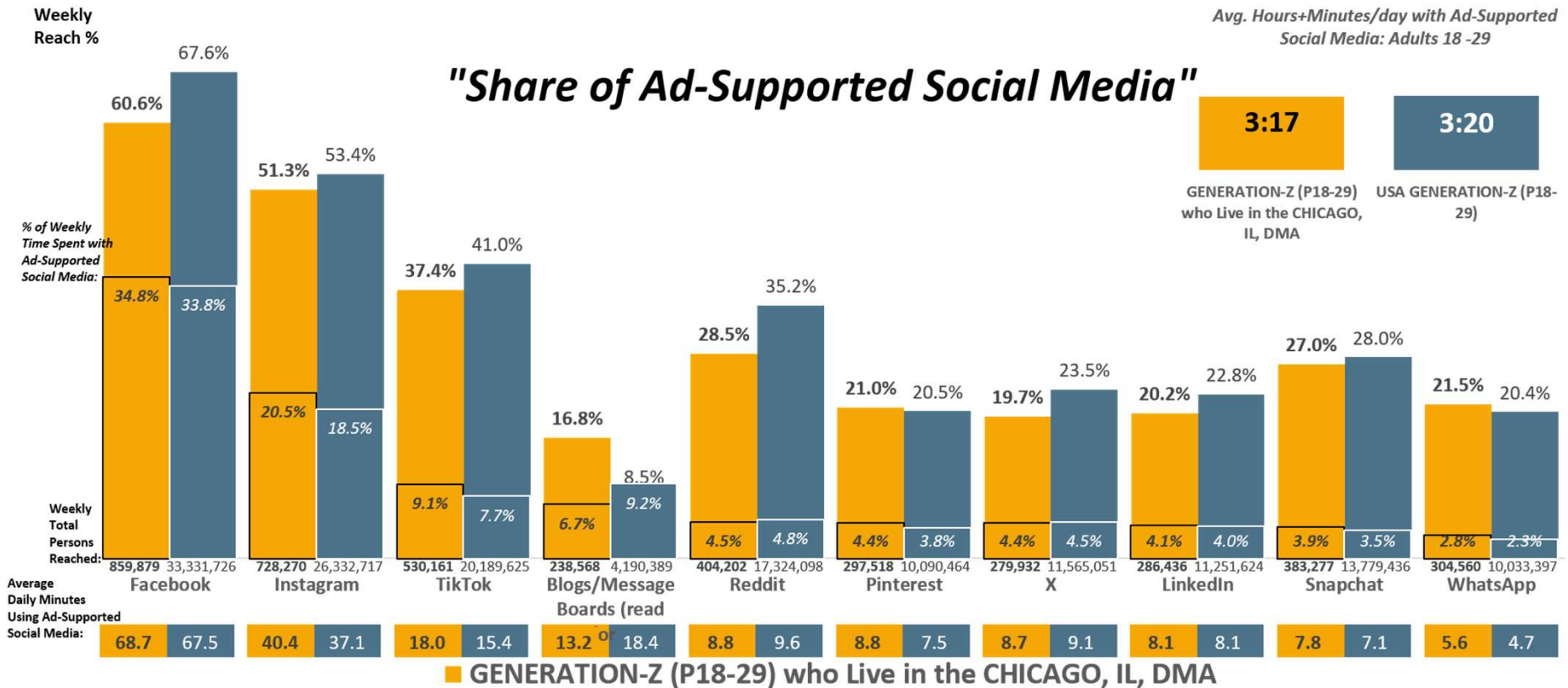
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



859,879 or 60.6% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA use Ad-Supported Facebook for an average of 68.7 minutes every day representing 34.8% of all time spent daily with Ad-Supported Social Media.



USA GENERATION-Z (P18-29)
 Scarborough R1 2026: Feb25-Feb26
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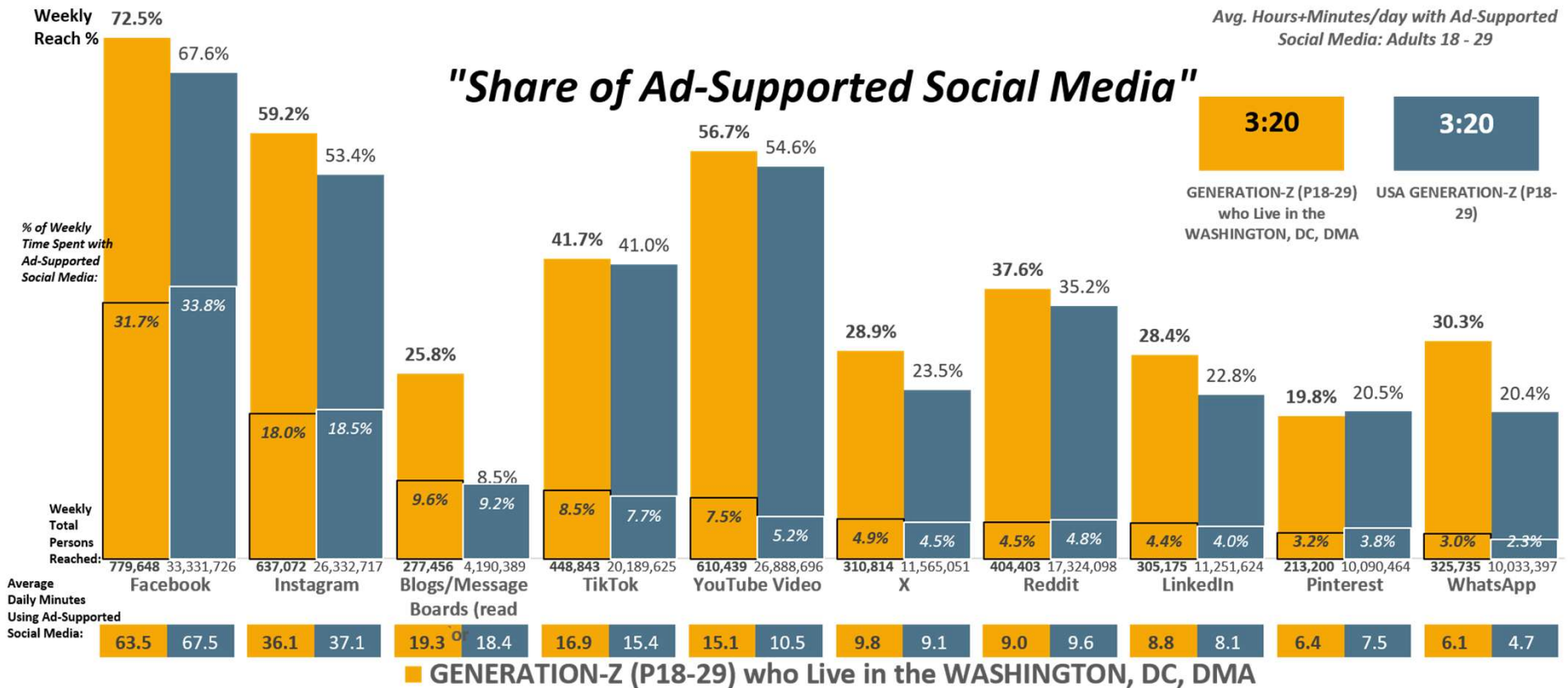
USA Projection USA Qual Intab 3,498

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



779,648 or 72.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA use Ad-Supported Facebook for an average of 63.5 minutes every day representing 31.7% of all time spent daily with Ad-Supported Social Media.



USA GENERATION-Z (P18-29)
Scarborough R1 2026; Mar25-Mar26
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USA Projection
Qual Intab

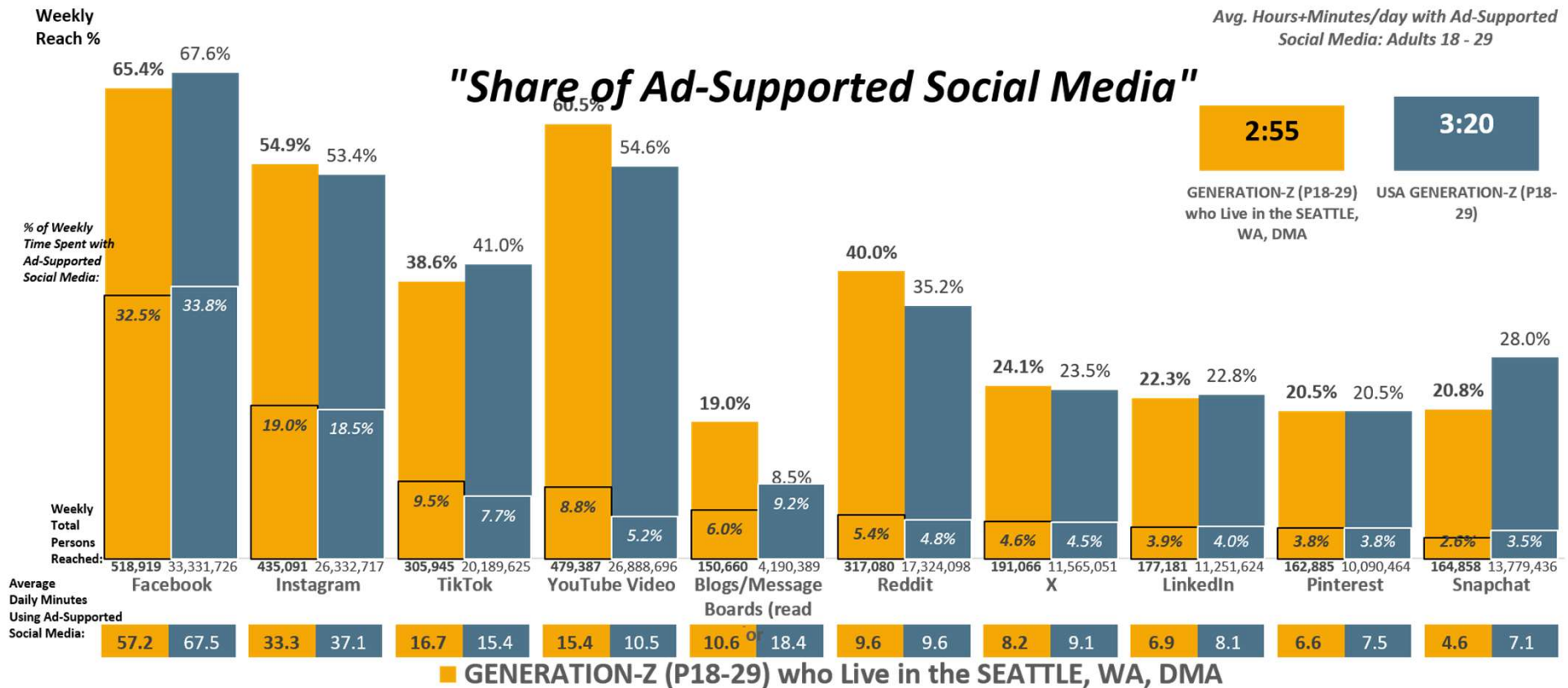
USA Projection USA Qual Intab 3,498

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



518,919 or 65.4% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA use Ad-Supported Facebook for an average of 57.2 minutes every day representing 32.5% of all time spent daily with Ad-Supported Social Media.



USA GENERATION-Z (P18-29)
Scarborough R1 2026; Mar25-Mar26
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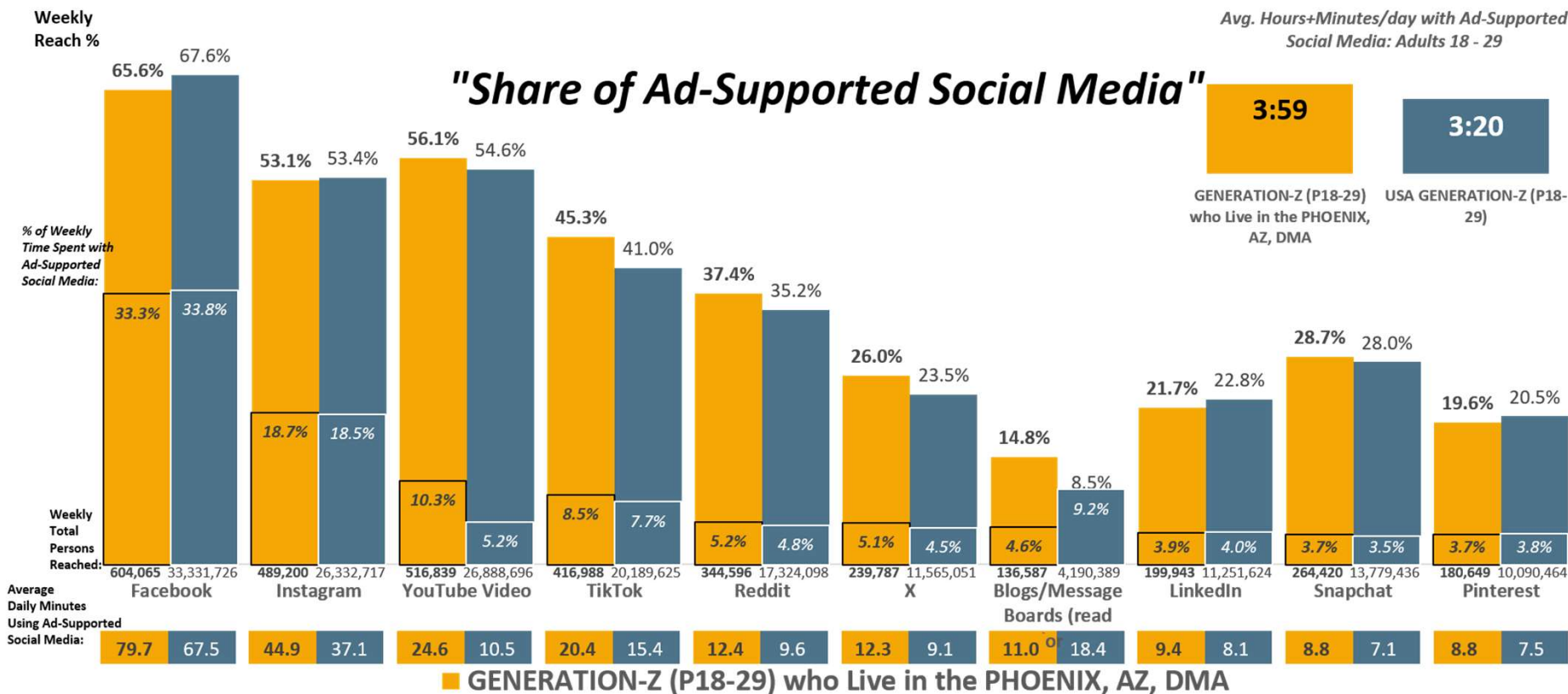
USA Projection USA Qual Intab 3,498

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



604,065 or 65.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA use Ad-Supported Facebook for an average of 79.7 minutes every day representing 33.3% of all time spent daily with Ad-Supported Social Media.



USA GENERATION-Z (P18-29)
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

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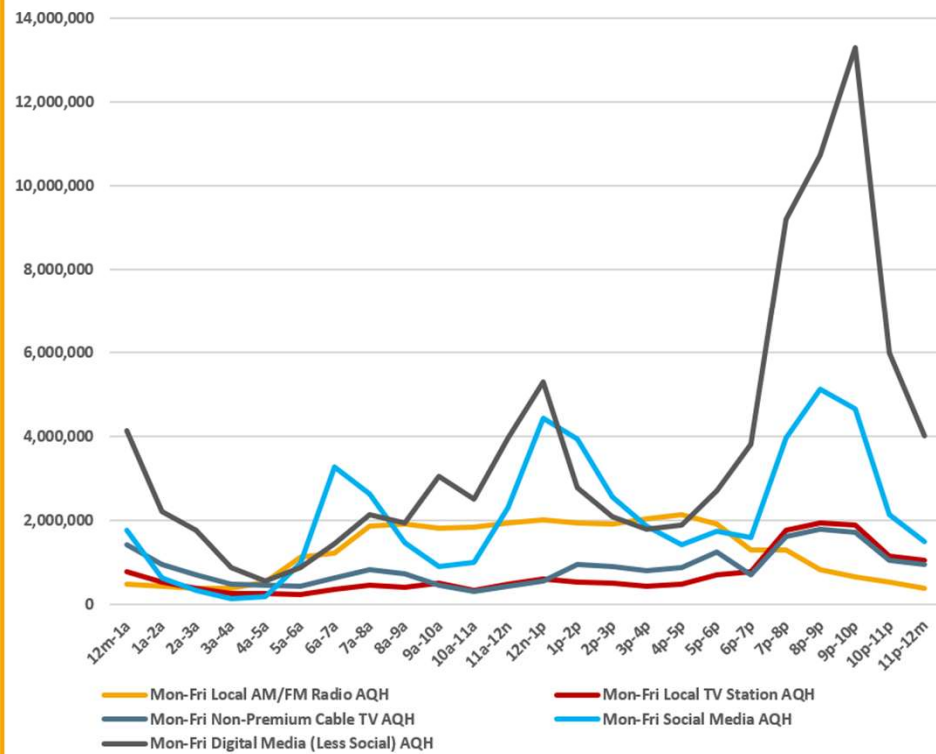
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

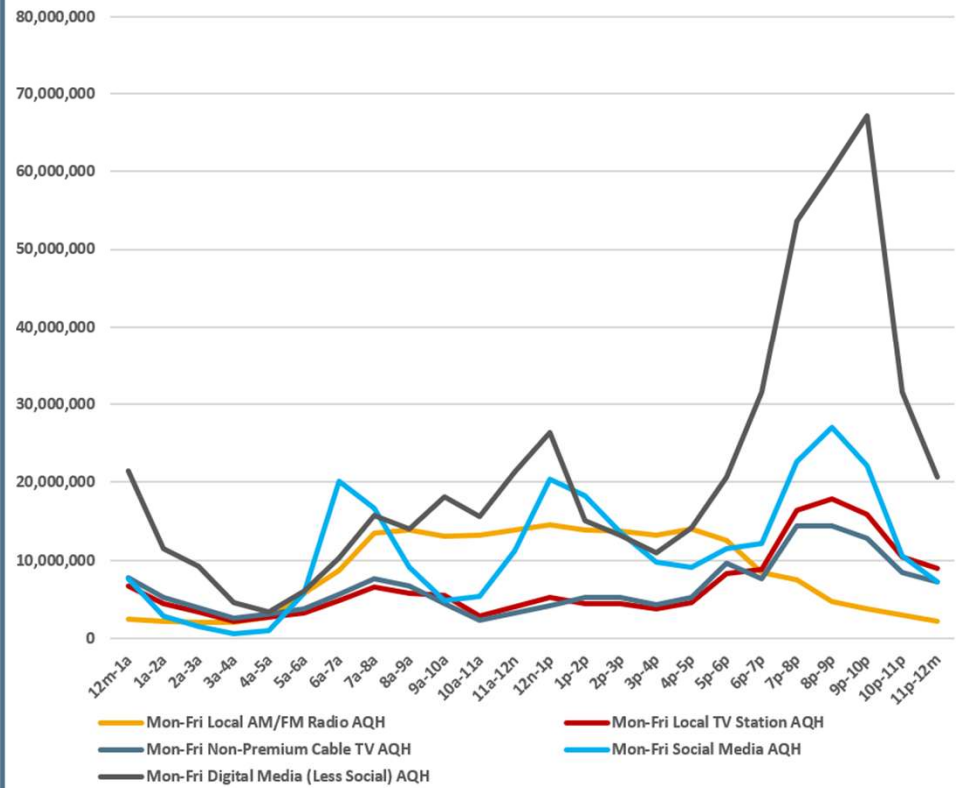


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,723,194;
 Social Media: 2,243,993; Local Radio: 1,835,008; Non-Prem. Cable: 724,784; Local TV:
 503,953 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults)

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 Adults 18 or older who are GENERATION-Z (Age 18-29
 Adults)**



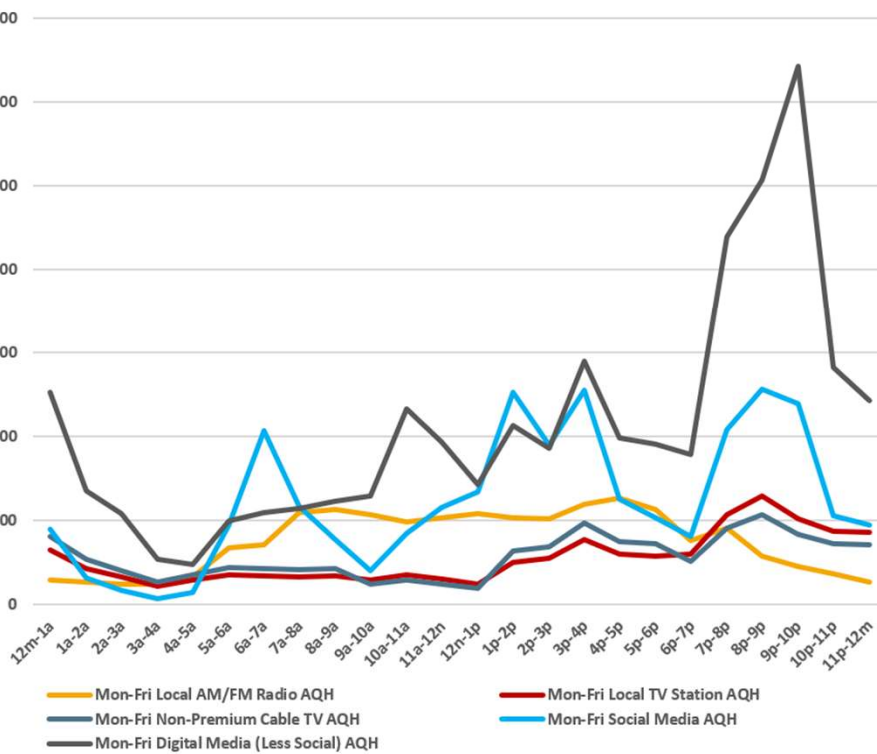
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 USA 210 DMA Area Adults 18 or older**



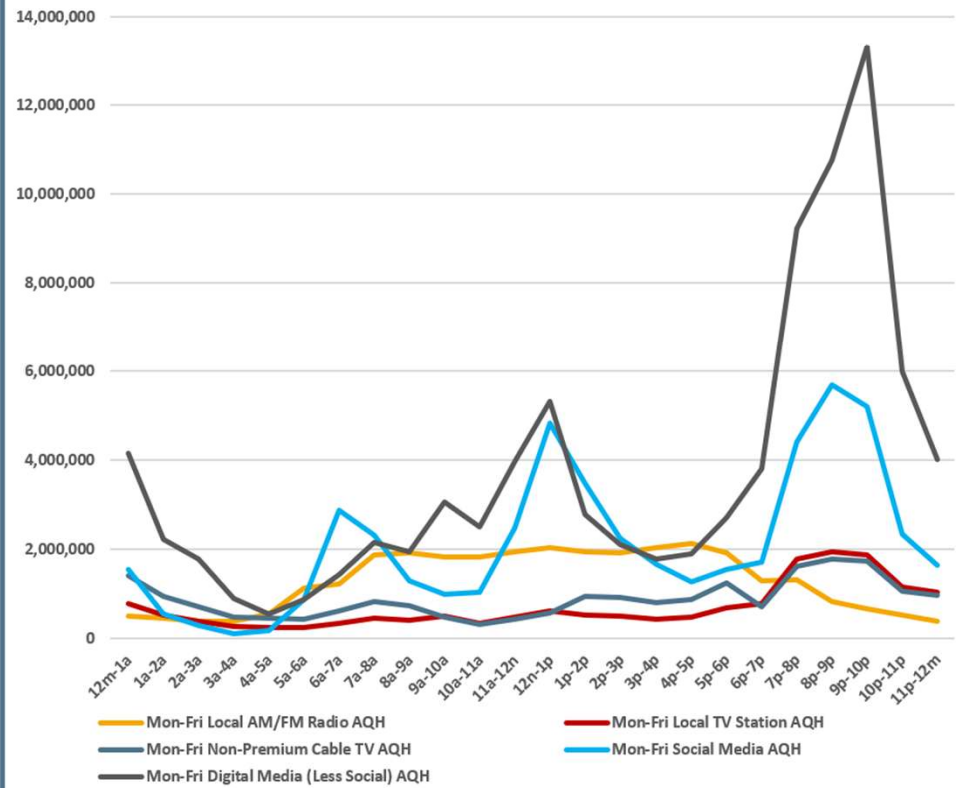


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 88,555; Social Media: 68,623; Local Radio: 51,922; Non-Prem. Cable: 25,065; Local TV: 22,297 reaching Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 -29 GENERATION-Z (P18-29) who Live in the
CHICAGO, IL, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GENERATION-Z (P18-29) 210 DMA Area Adults 18 -29



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

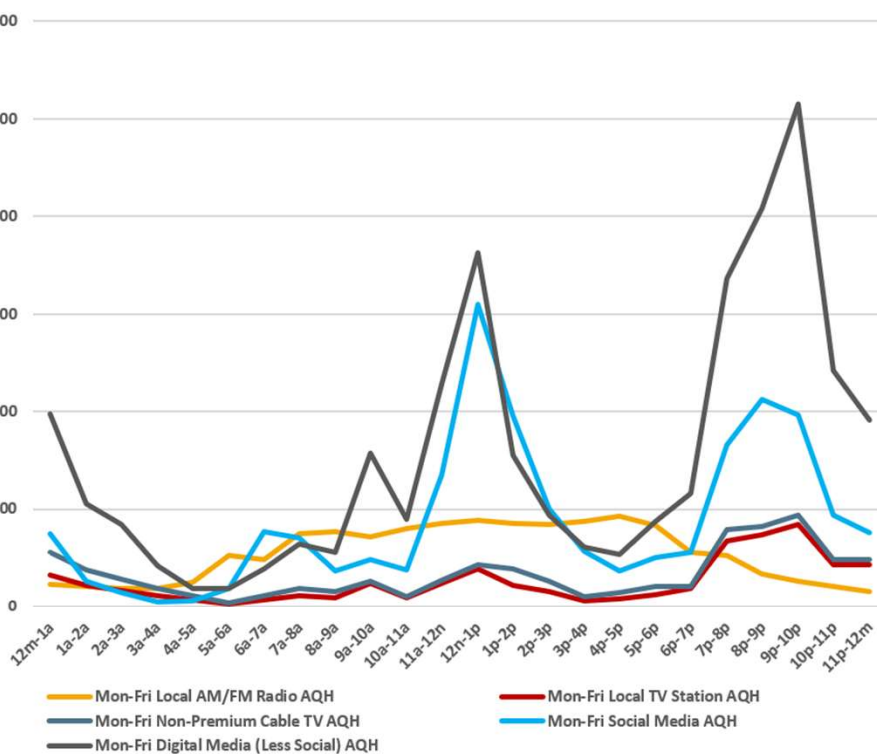
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

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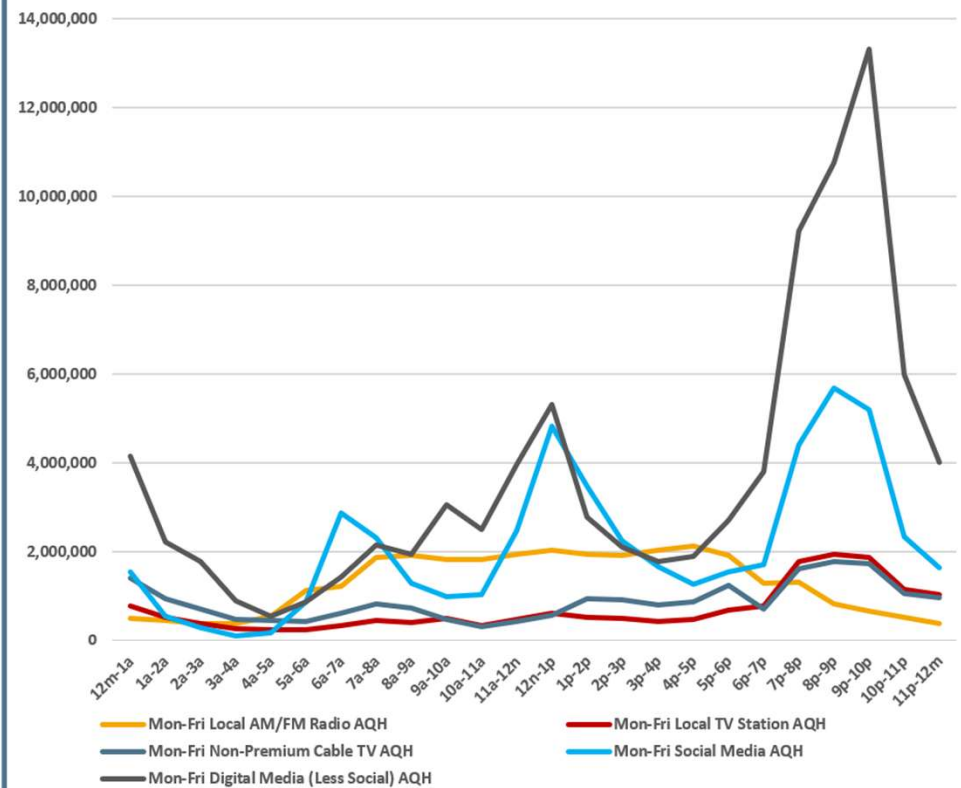


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,070;
Social Media: 46,508; Local Radio: 38,931; Non-Prem. Cable: 10,875; Local TV: 7,780
reaching Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC,

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 - 29 GENERATION-Z (P18-29) who Live in the
WASHINGTON, DC, DMA**



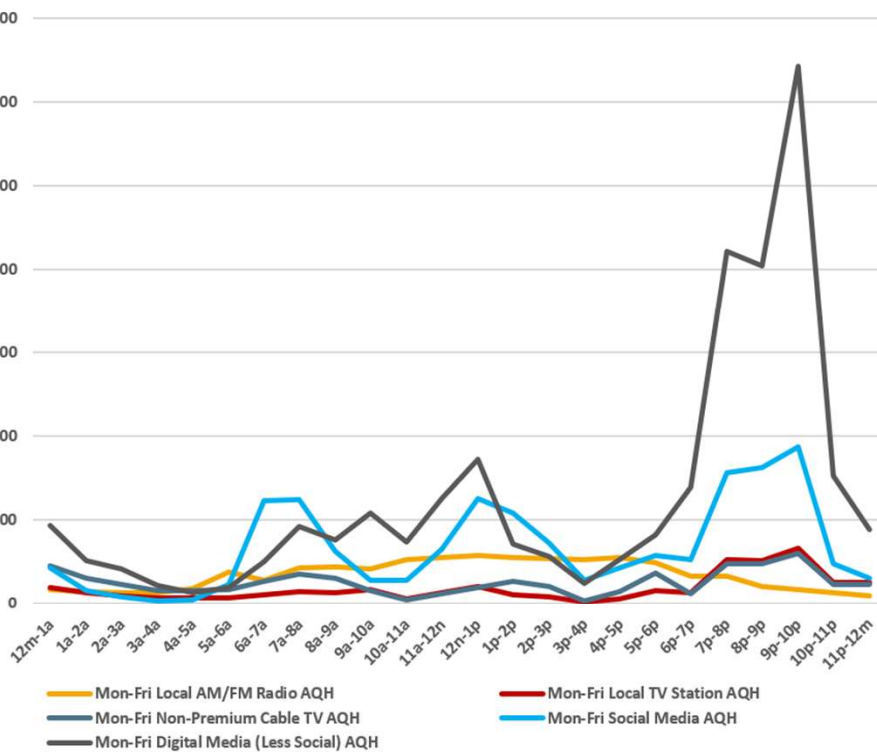
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GENERATION-Z (P18-29) 210 DMA Area Adults 18 - 29**



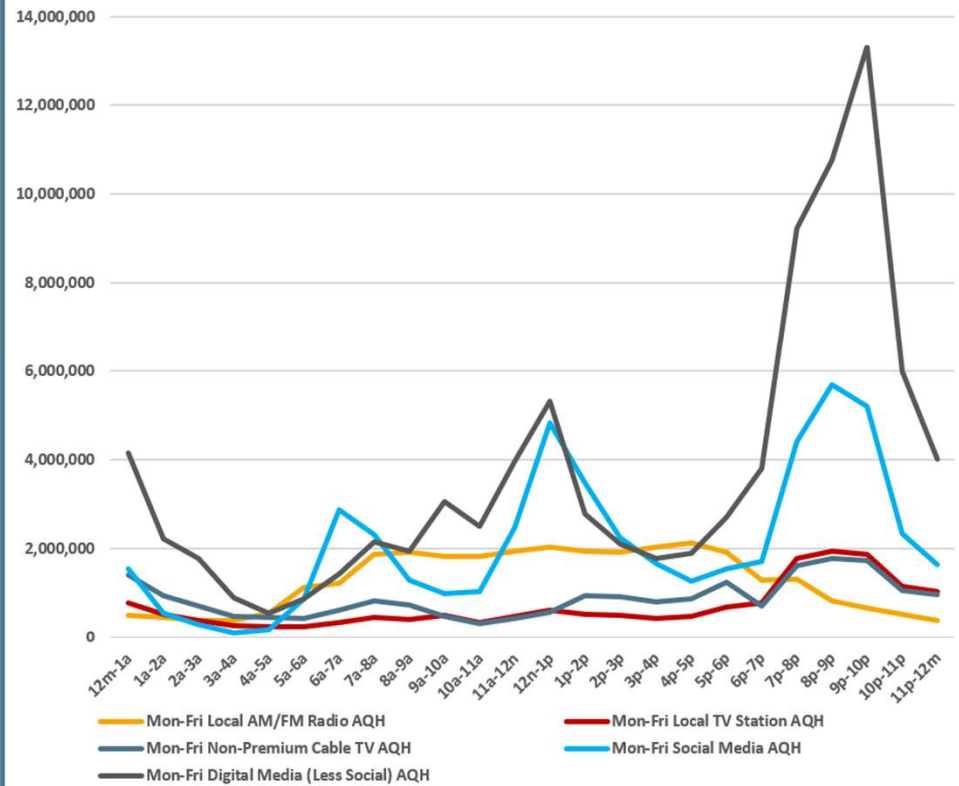


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,194;
Social Media: 35,292; Local Radio: 23,751; Non-Prem. Cable: 9,755; Local TV: 5,689
reaching Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 - 29 GENERATION-Z (P18-29) who Live in the
SEATTLE, WA, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GENERATION-Z (P18-29) 210 DMA Area Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection
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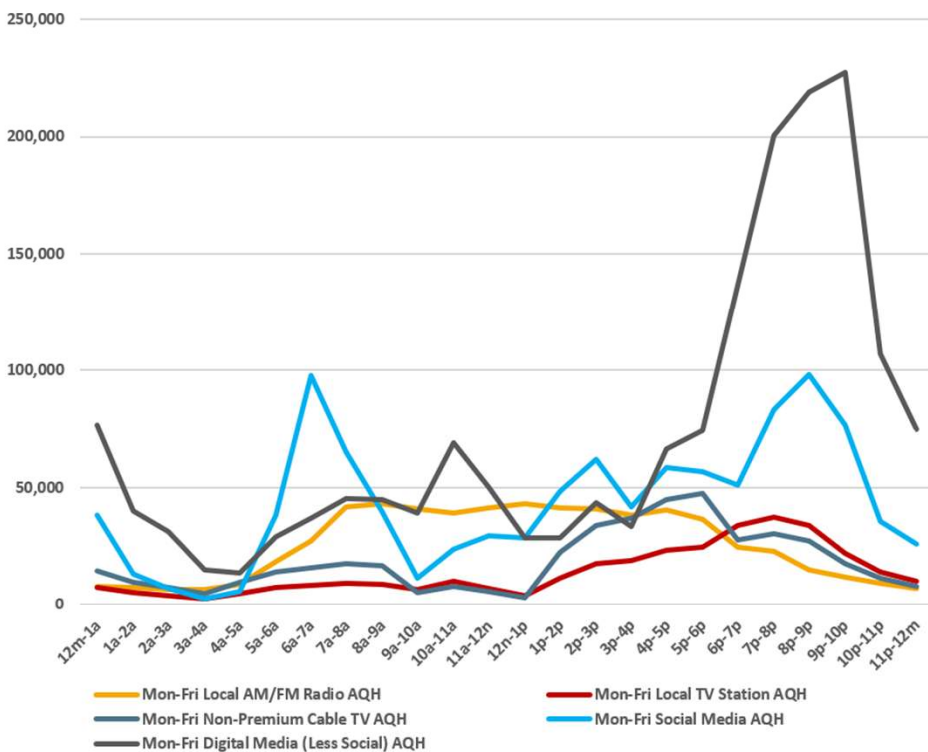
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

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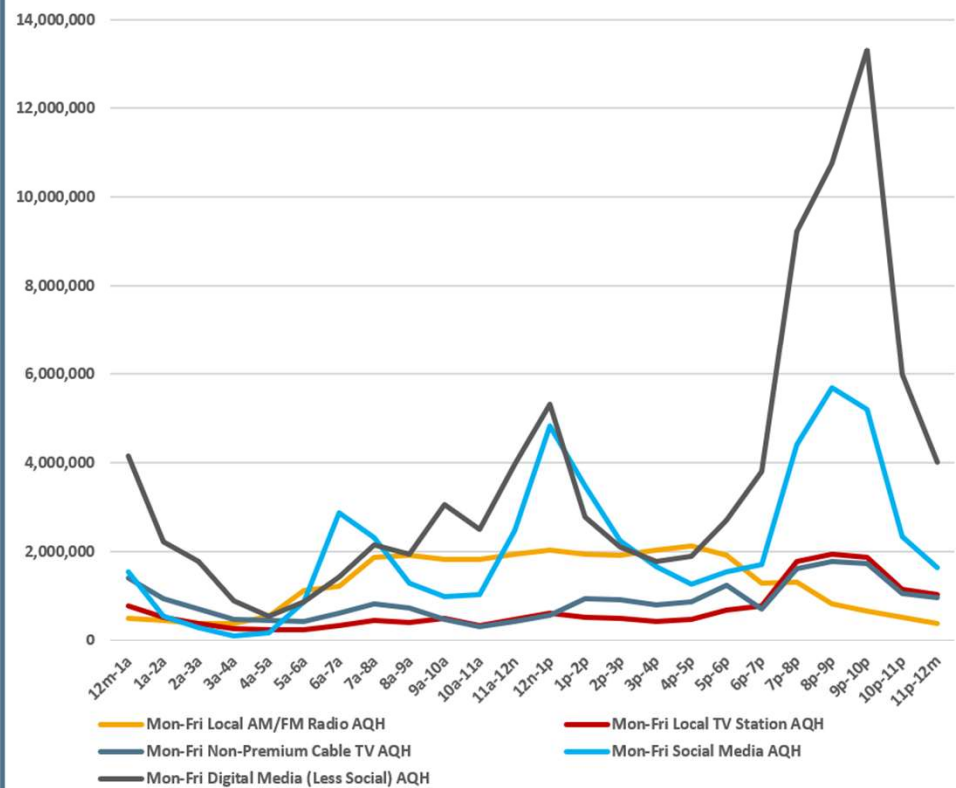


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 53,481;
 Social Media: 47,144; Local Radio: 38,228; Non-Prem. Cable: 21,856; Local TV: 13,936
 reaching Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DM

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 - 29 GENERATION-Z (P18-29) who Live in the
PHOENIX, AZ, DMA



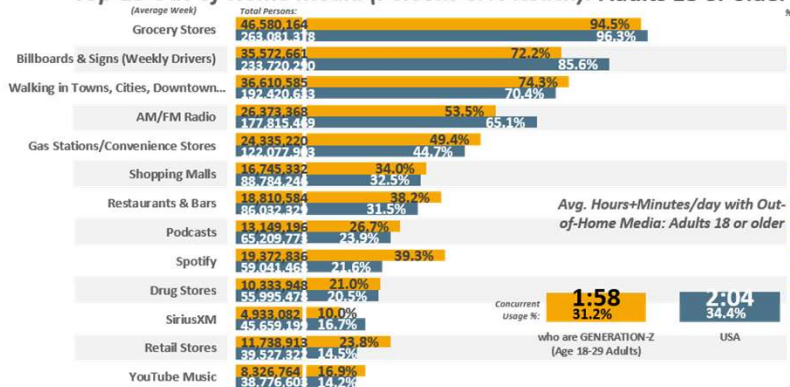
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GENERATION-Z (P18-29) 210 DMA Area Adults 18 - 29



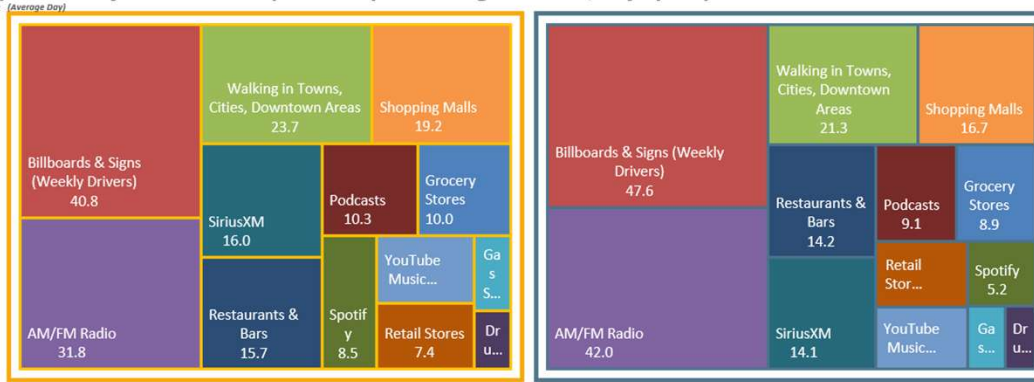


35,572,661 or 72.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.8 minutes per day driving, seeing Billboards and Signs. 52.5% Listen to Local Radio Stations Out-of-Home for an average of 29.4 minutes/day.

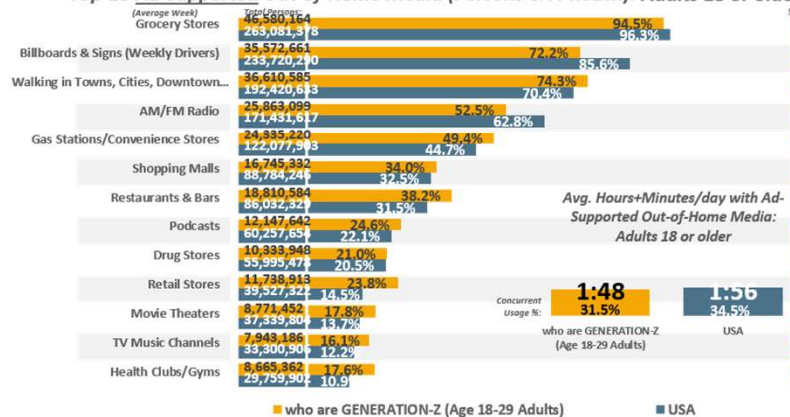
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



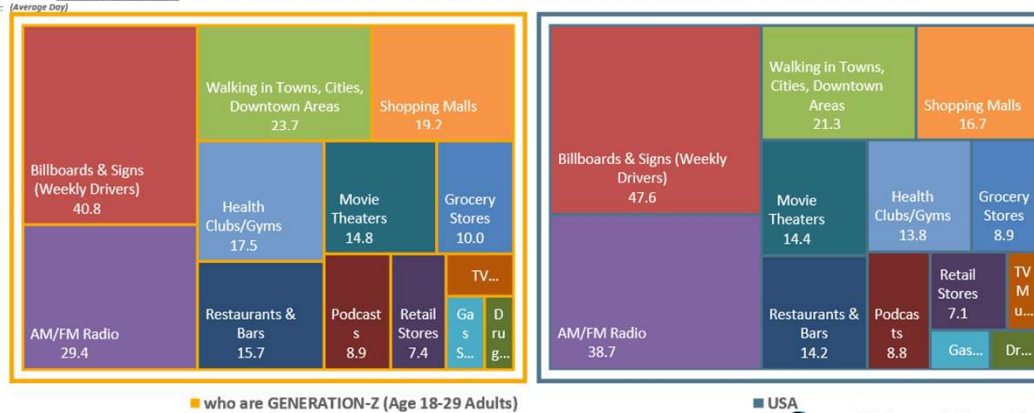
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

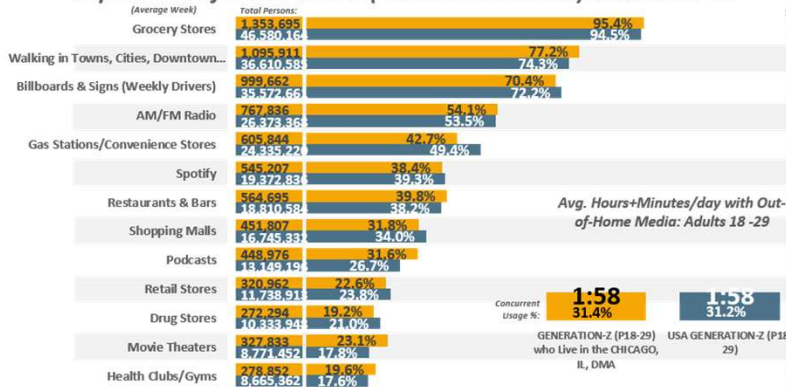
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

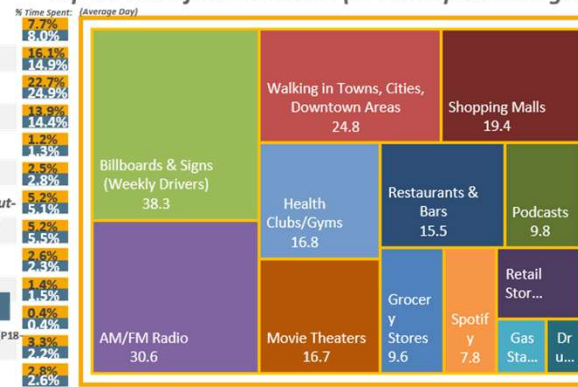


999,662 or 70.4% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA spend an average of 38.3 minutes per day driving, seeing Billboards and Signs. 53.3% Listen to Local Radio Stations Out-of-Home for an average of 28.2 minutes/day.

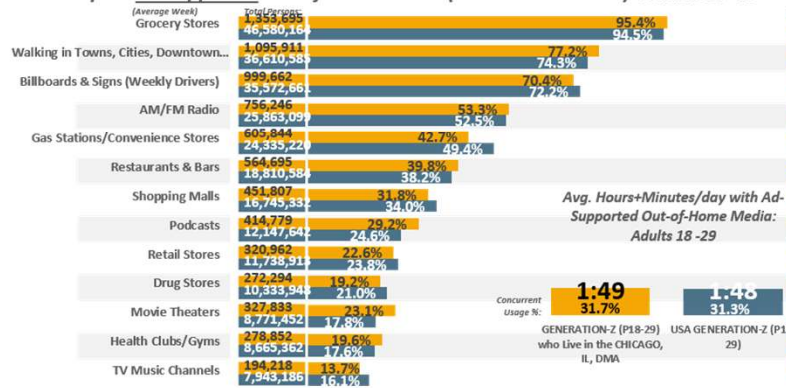
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 -29



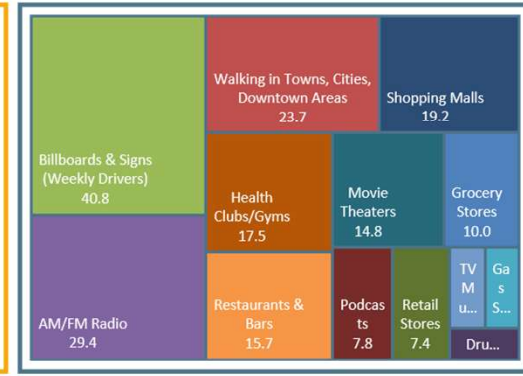
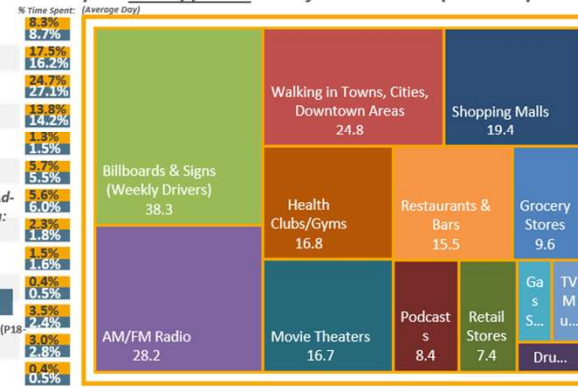
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 -29



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



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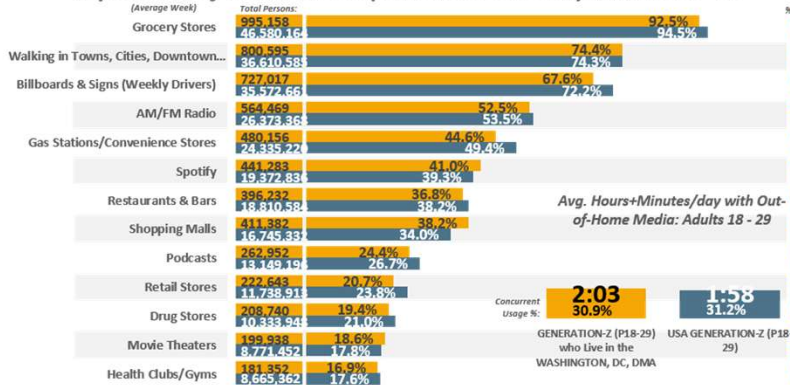
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

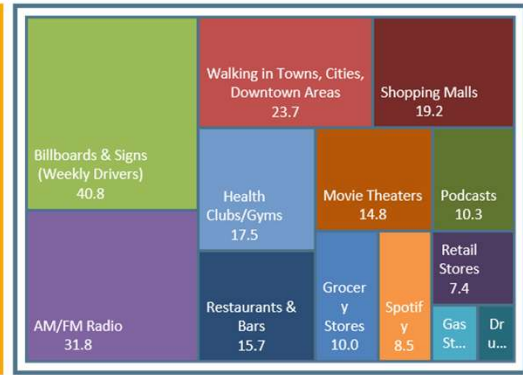
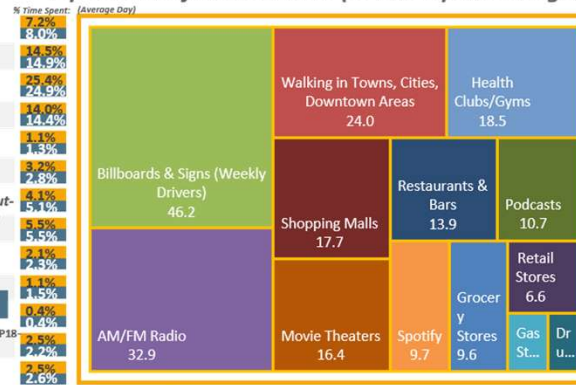


727,017 or 67.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 51.1% Listen to Local Radio Stations Out-of-Home for an average of 29.7 minutes/day

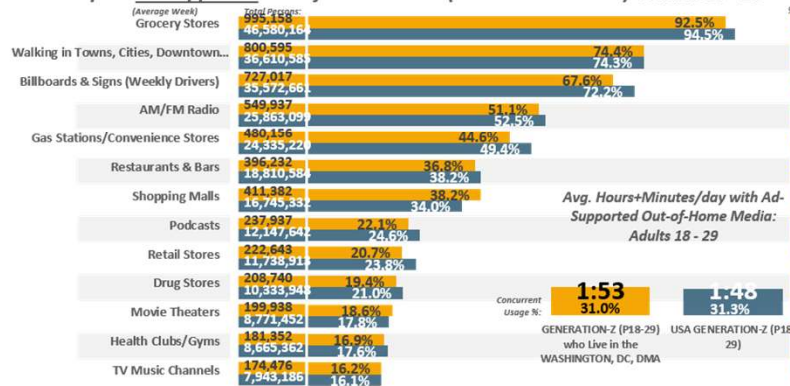
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 - 29



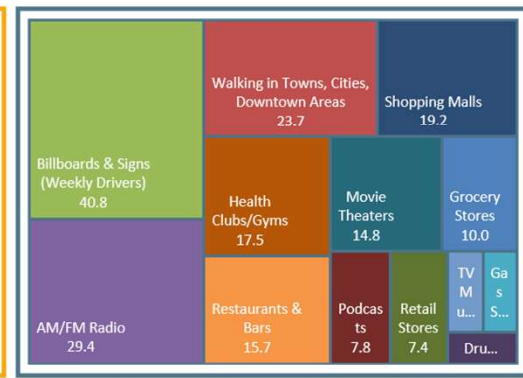
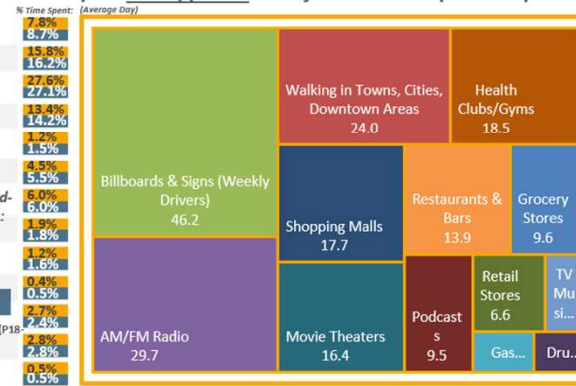
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 - 29



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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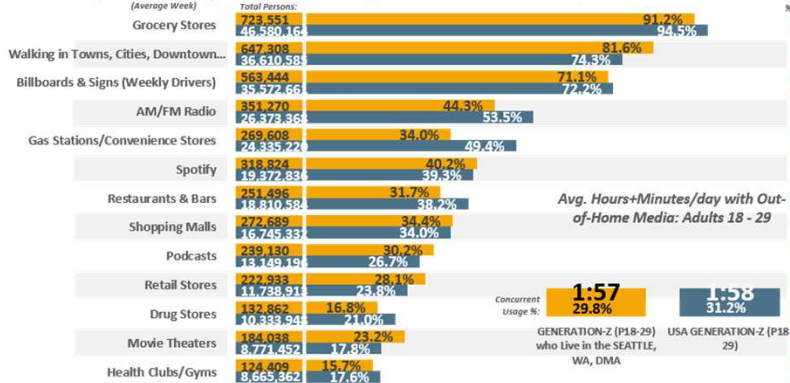
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

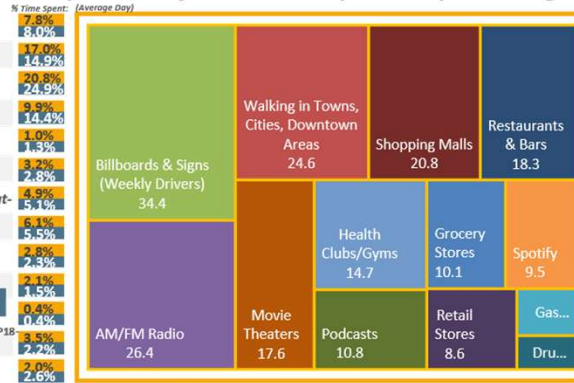


563,444 or 71.1% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA spend an average of 34.4 minutes per day driving, seeing Billboards and Signs. 43.3% Listen to Local Radio Stations Out-of-Home for an average of 24.4 minutes/day.

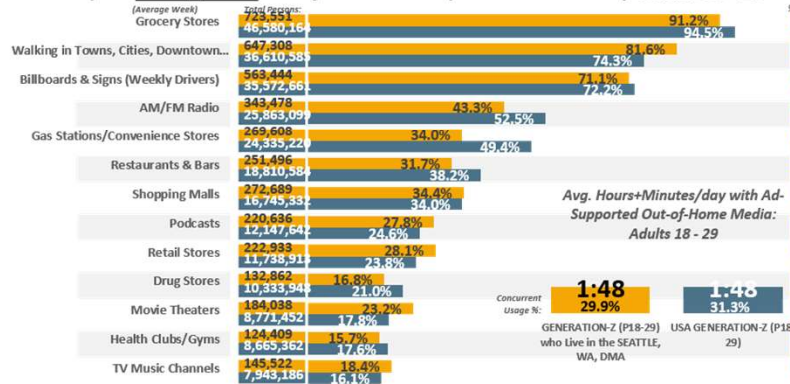
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 - 29



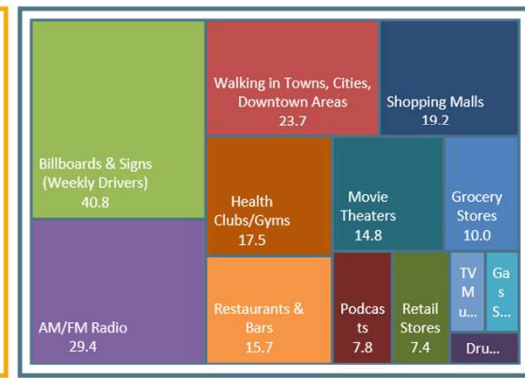
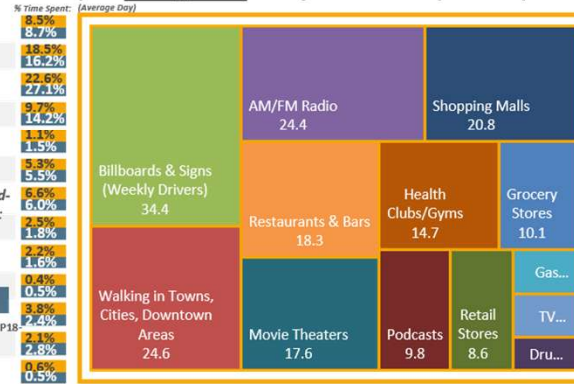
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 - 29



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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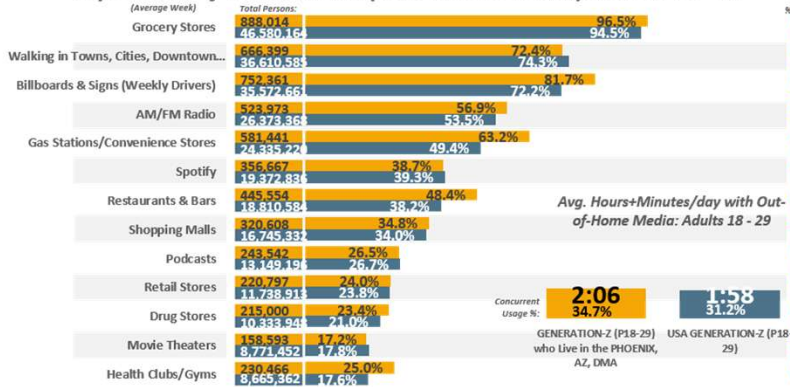
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

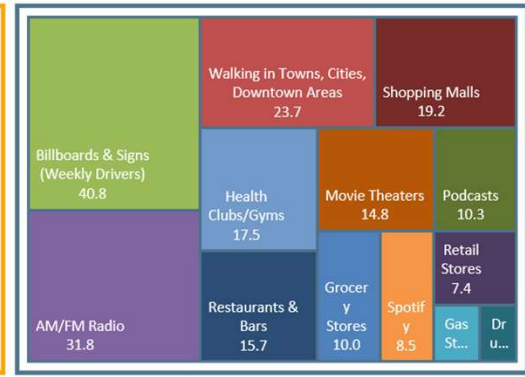
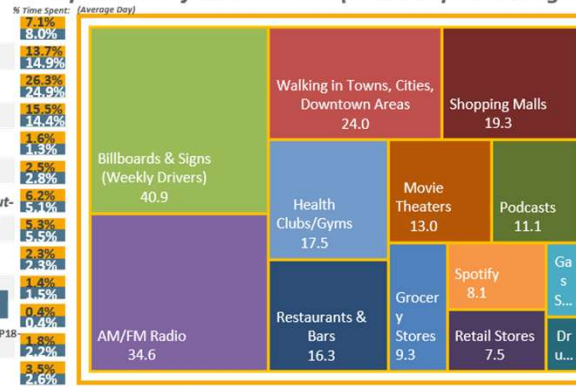


752,361 or 81.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA spend an average of 40.9 minutes per day driving, seeing Billboards and Signs. 56.% Listen to Local Radio Stations Out-of-Home for an average of 32.1 minutes/day.

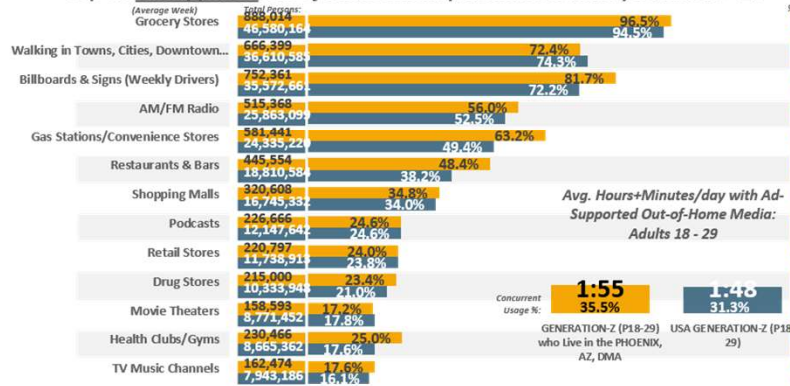
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 - 29



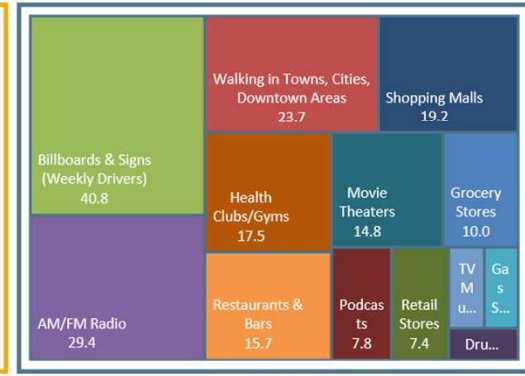
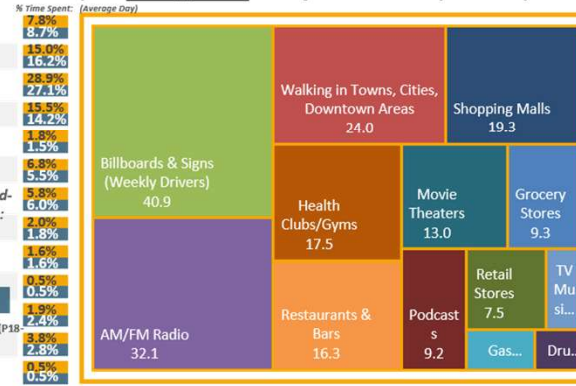
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 - 29



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

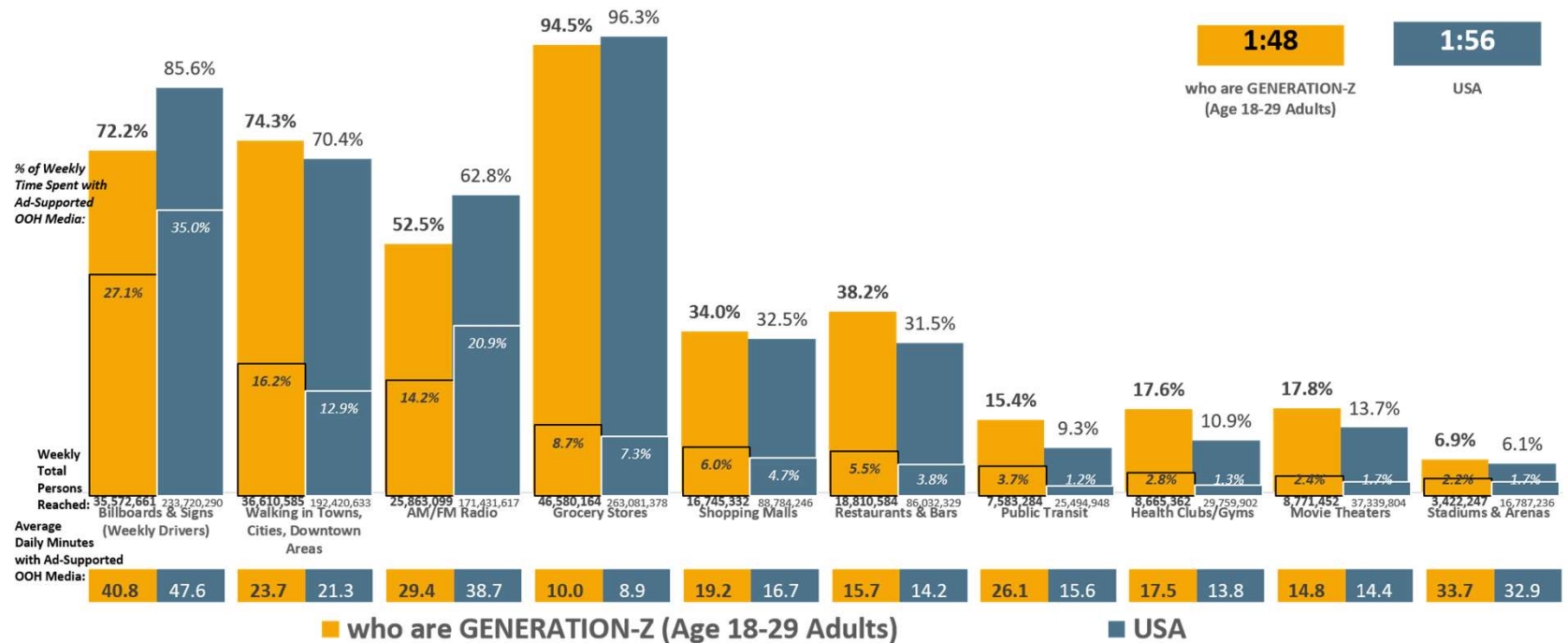


35,572,661 or 72.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.8 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

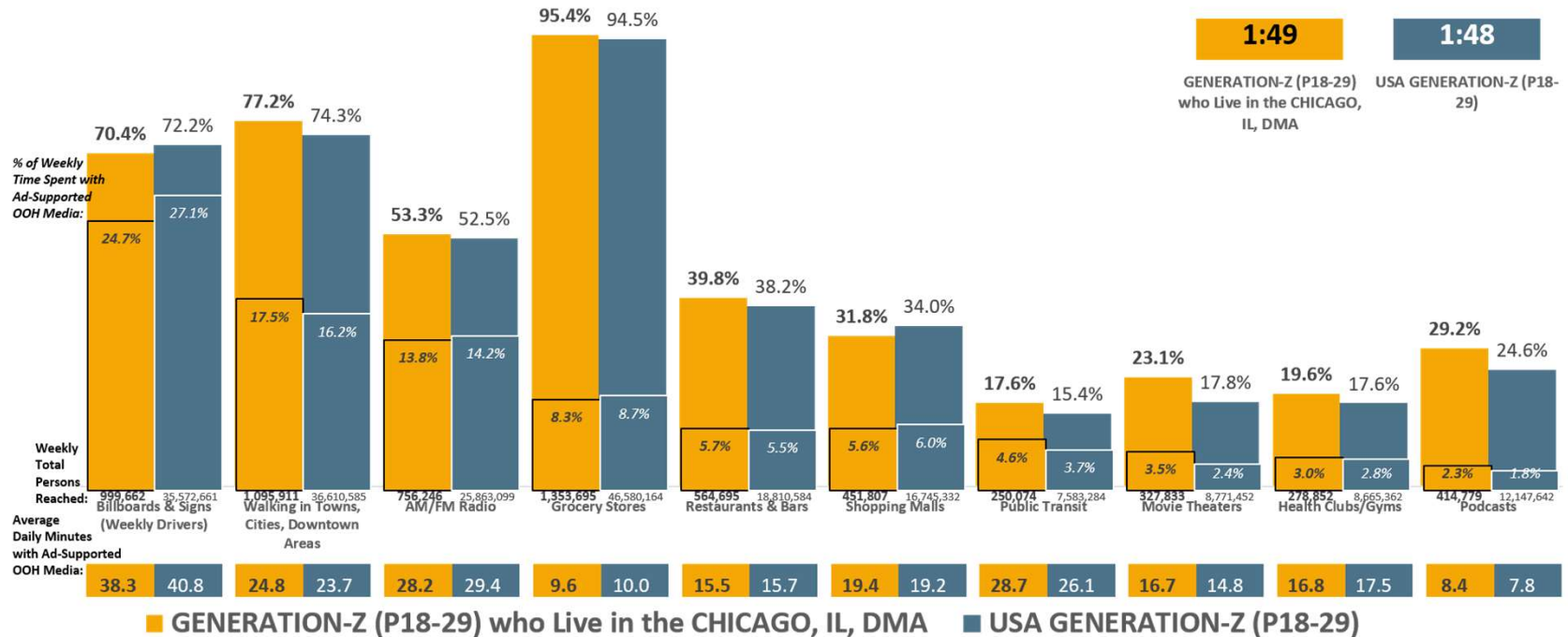


999,662 or 70.4% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA spend an average of 38.3 minutes per day driving, seeing Billboards and Signs representing 24.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 -29

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA GENERATION-Z (P18-29)
Scarborough R1 2026: Feb25-Feb26
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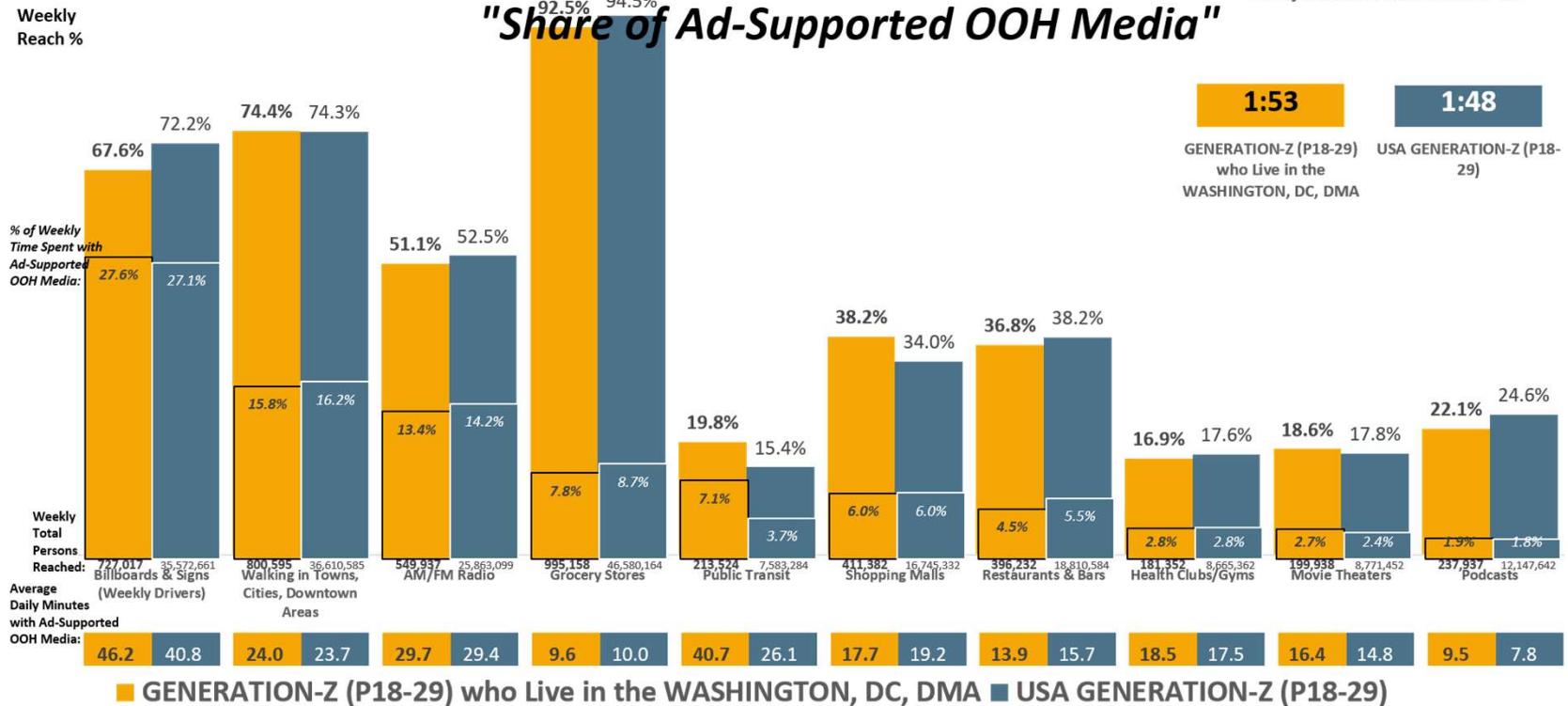
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



727,017 or 67.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 27.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 - 29



USA GENERATION-Z (P18-29)
Scarborough R1 2026: Mar25-Mar26
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USA Projection USA Qual Intab 3,498

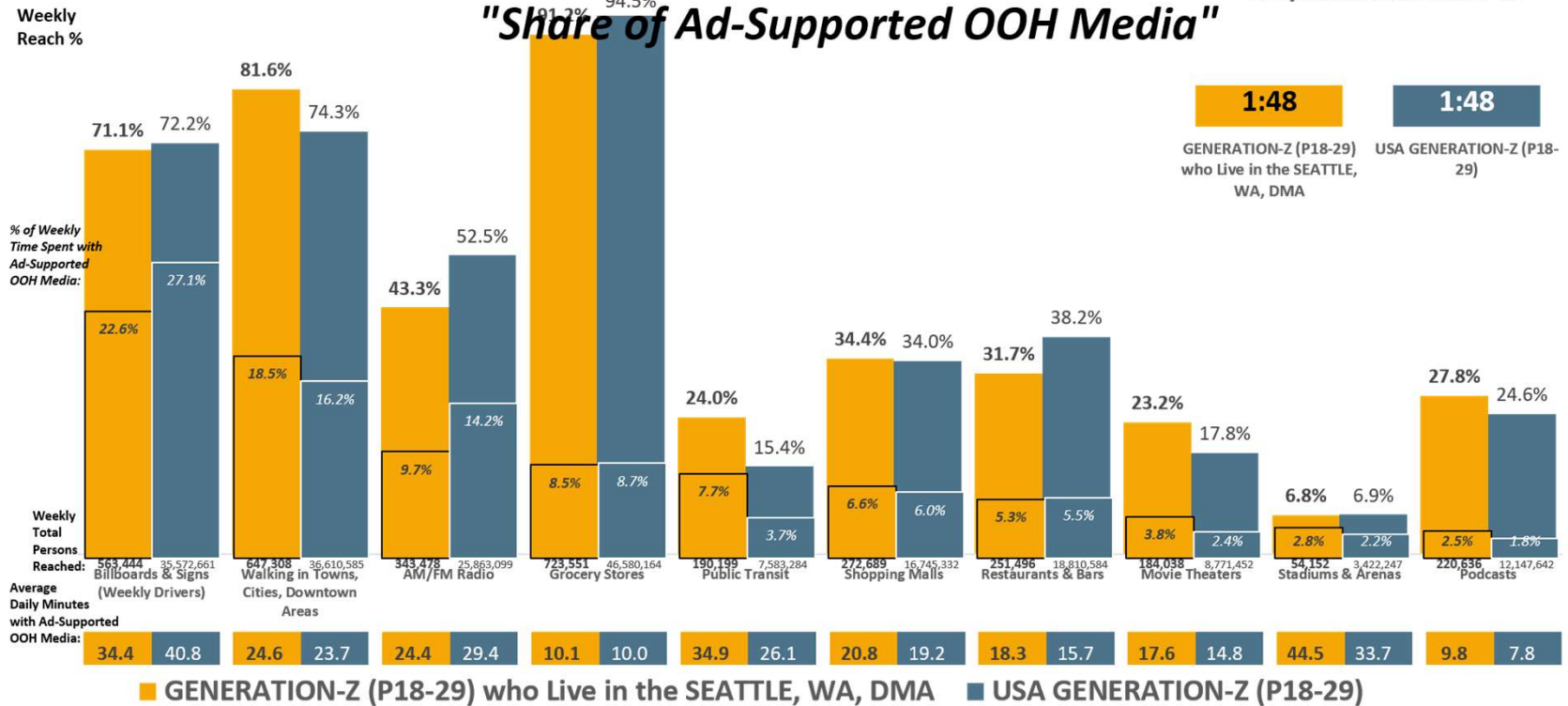
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



563,444 or 71.1% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA spend an average of 34.4 minutes per day driving, seeing Billboards and Signs representing 22.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 - 29



USA GENERATION-Z (P18-29)
 Scarborough R1 2026: Mar25-Mar26
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USA Projection USA Qual Intab 3,498

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

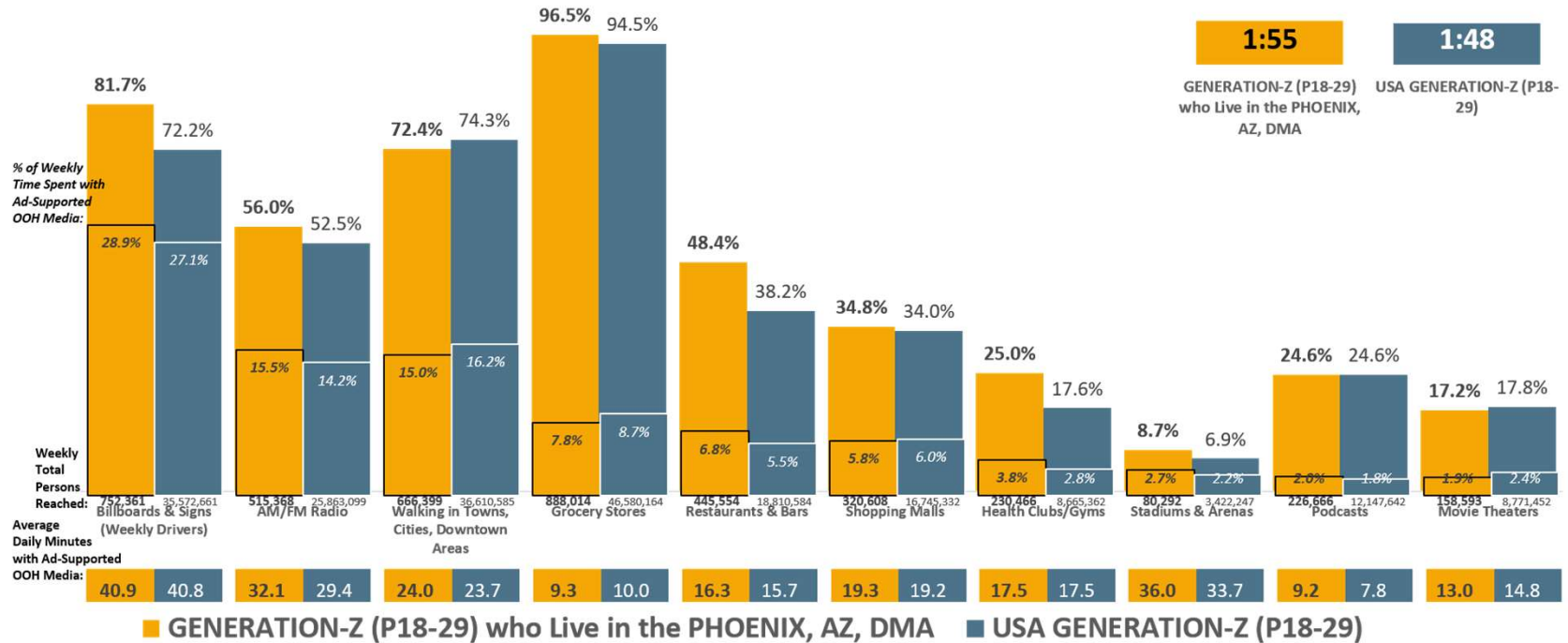


752,361 or 81.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the PHOENIX, AZ, DMA spend an average of 40.9 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 18 - 29

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA GENERATION-Z (P18-29)
 Scarborough R1 2026: Feb25-Feb26
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USA Projection USA Qual Intab 3,498

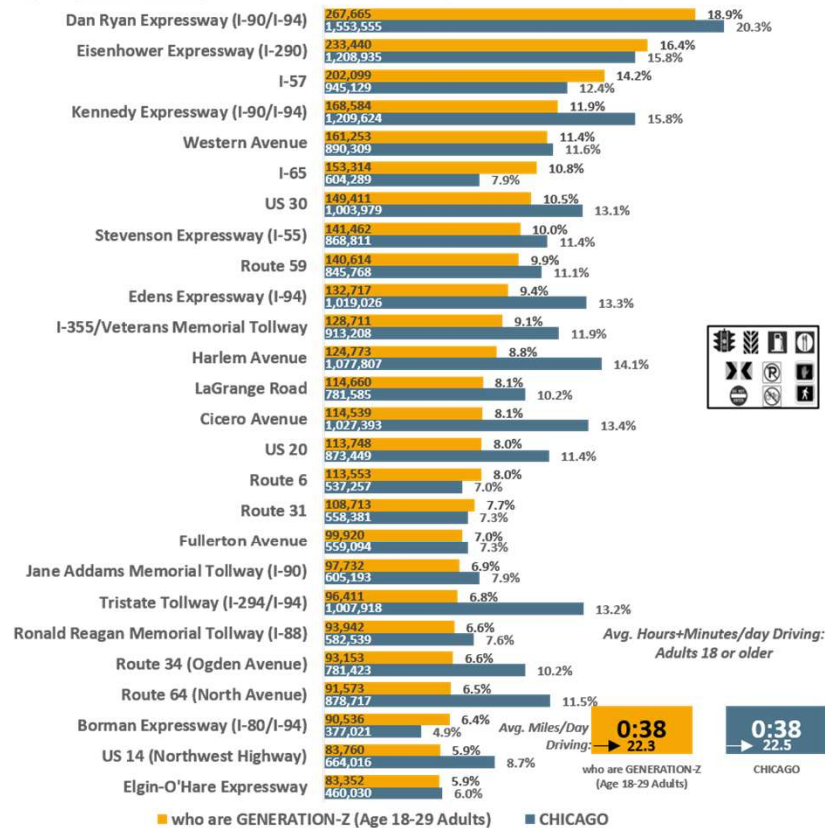
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

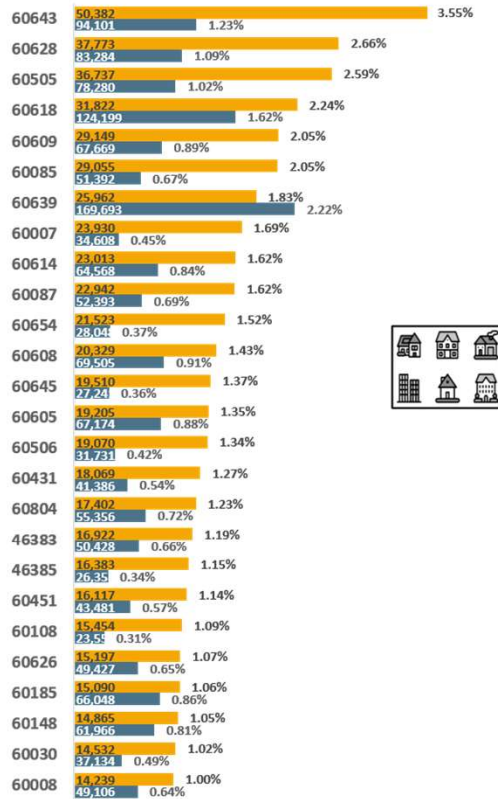


999,662 or 70.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 38.3 minutes per day driving an average of 22.3 miles each day and are 36.6% more likely to use I-65 than the Metro average.

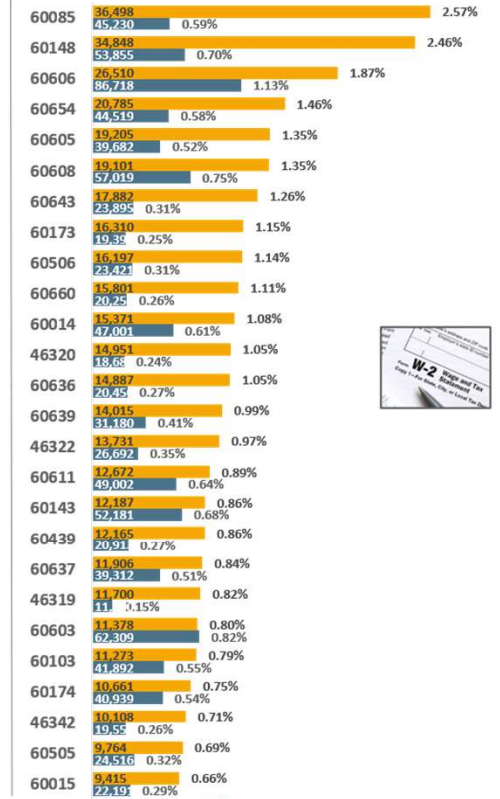
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



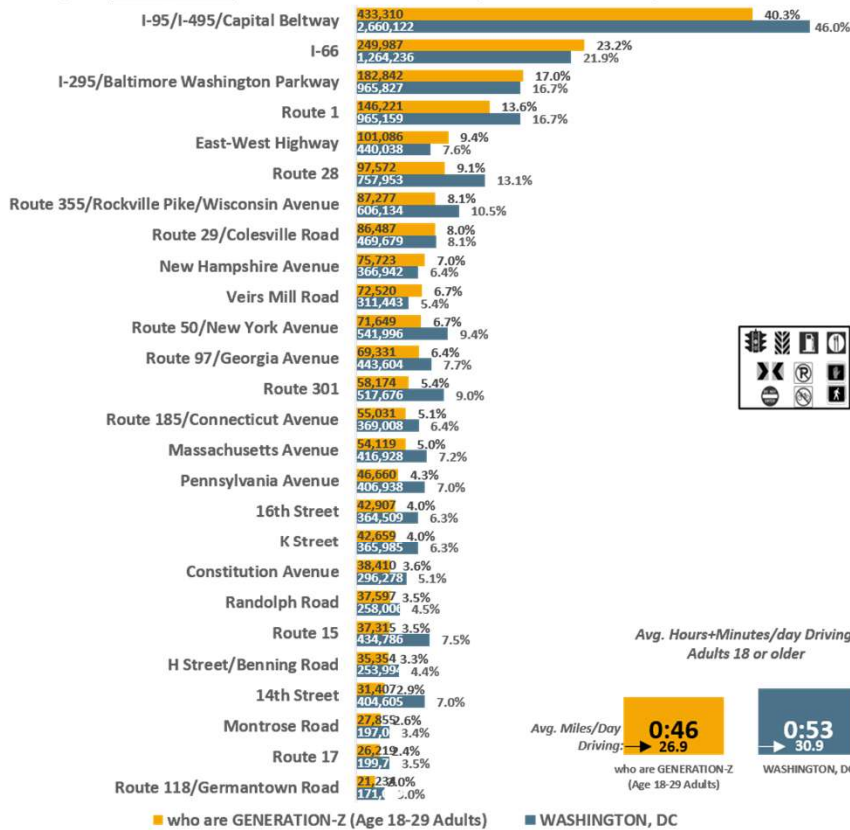
Top-26 Employment Zip Codes: Adults 18 or older





727,017 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 25.% more likely to use Veirs Mill Road than the Metro average.

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

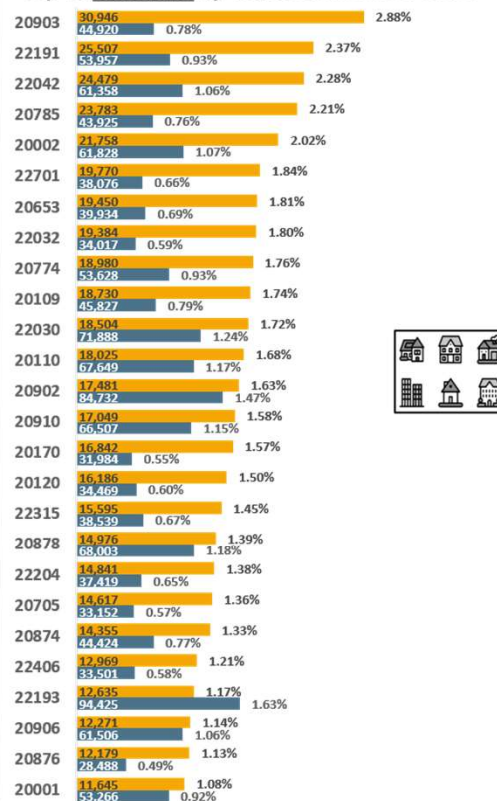


Avg. Hours+Minutes/day Driving:
Adults 18 or older

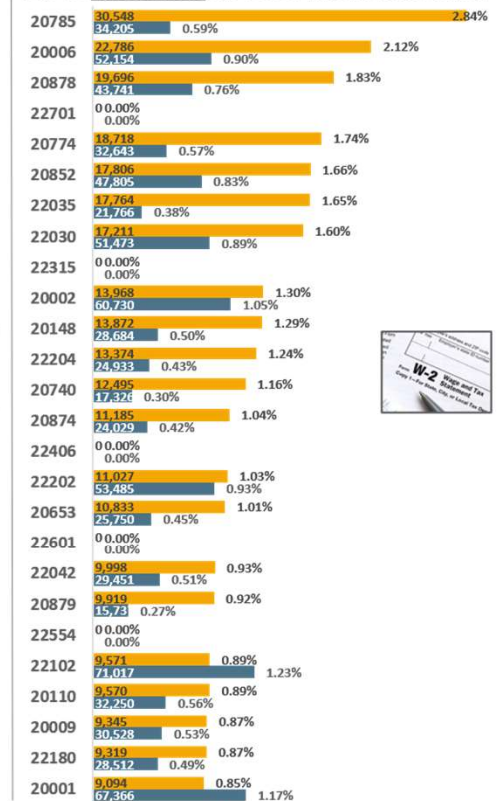
Avg. Miles/Day Driving:
who are GENERATION-Z (Age 18-29 Adults)

WASHINGTON, DC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

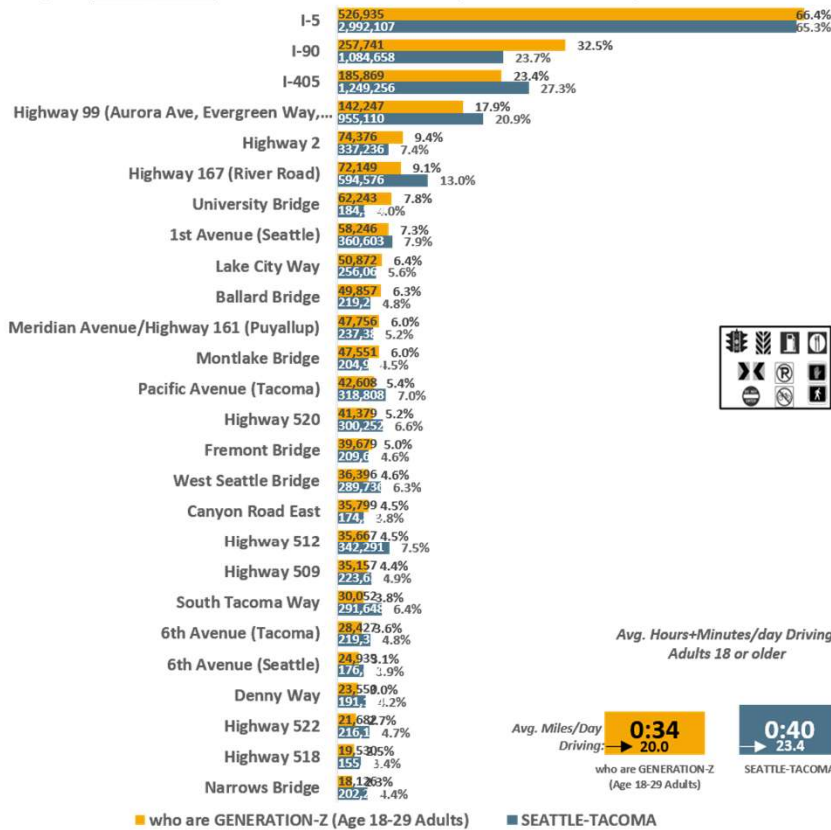


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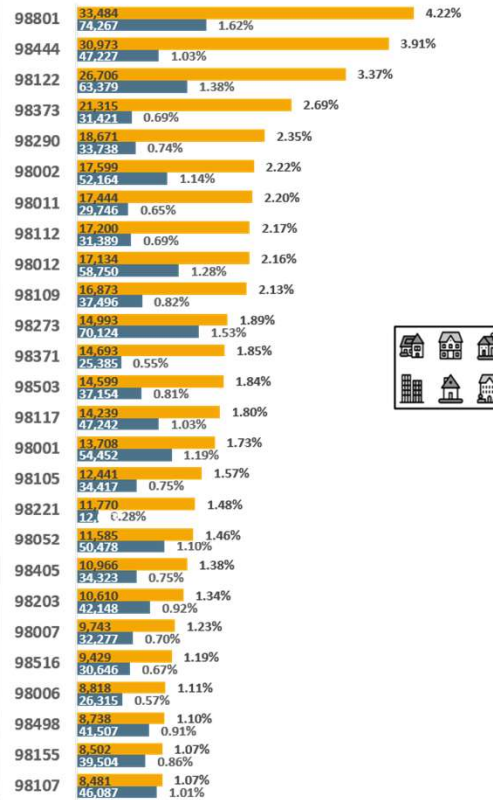


563,444 or 71.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 34.4 minutes per day driving an average of 20. miles each day and are 94.8% more likely to use University Bridge than the Metro average.

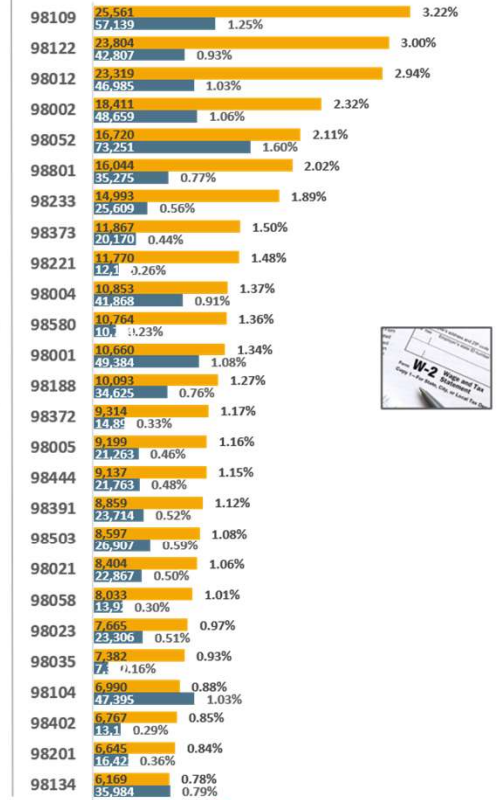
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



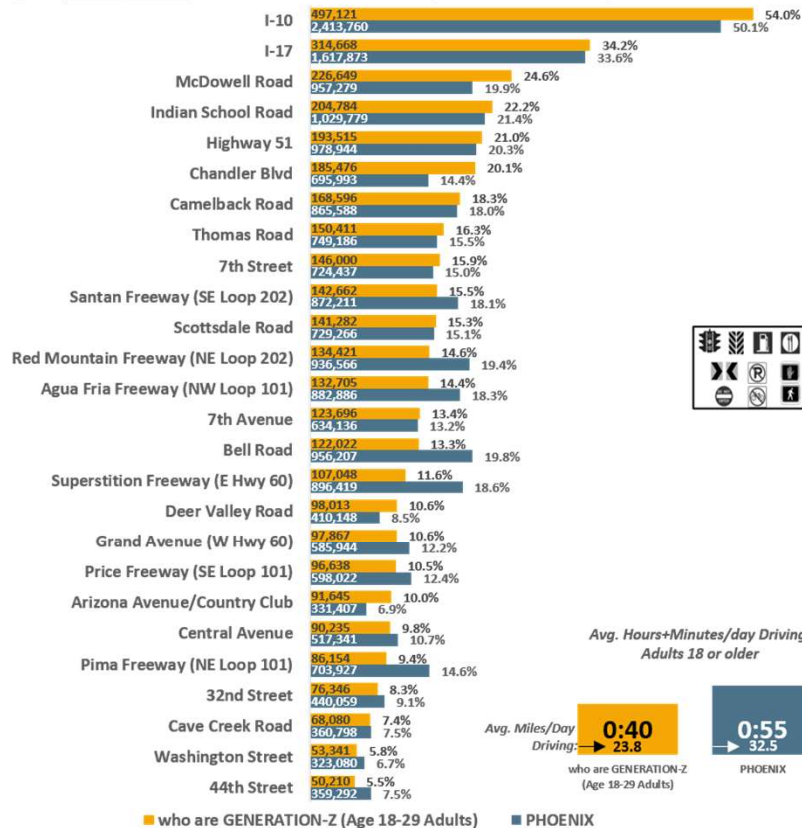
Top-26 Employment Zip Codes: Adults 18 or older





752,361 or 81.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.9 minutes per day driving an average of 23.8 miles each day and are 39.5% more likely to use Chandler Blvd than the Metro average.

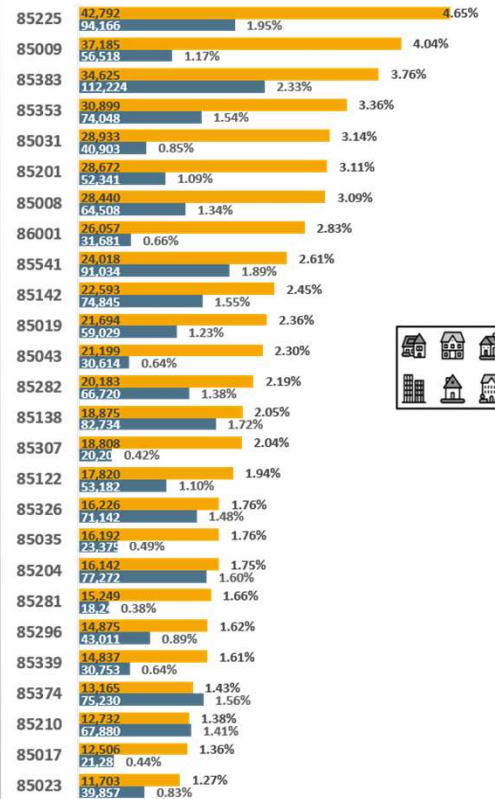
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



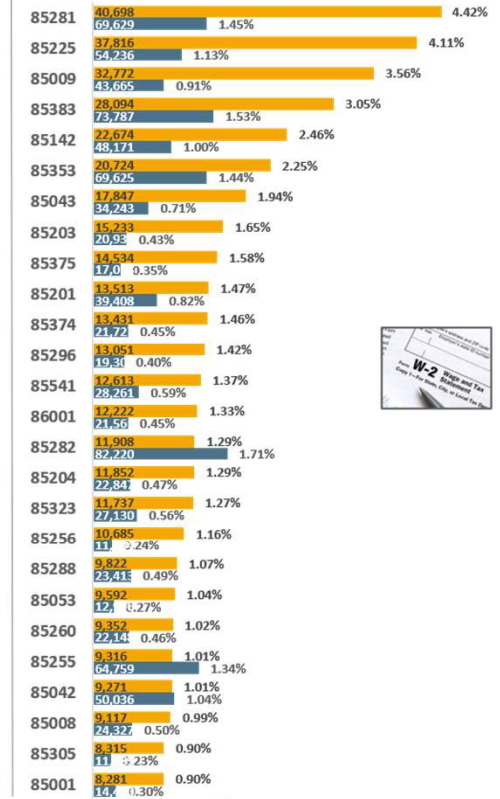
Avg. Hours+Minutes/day Driving:
Adults 18 or older



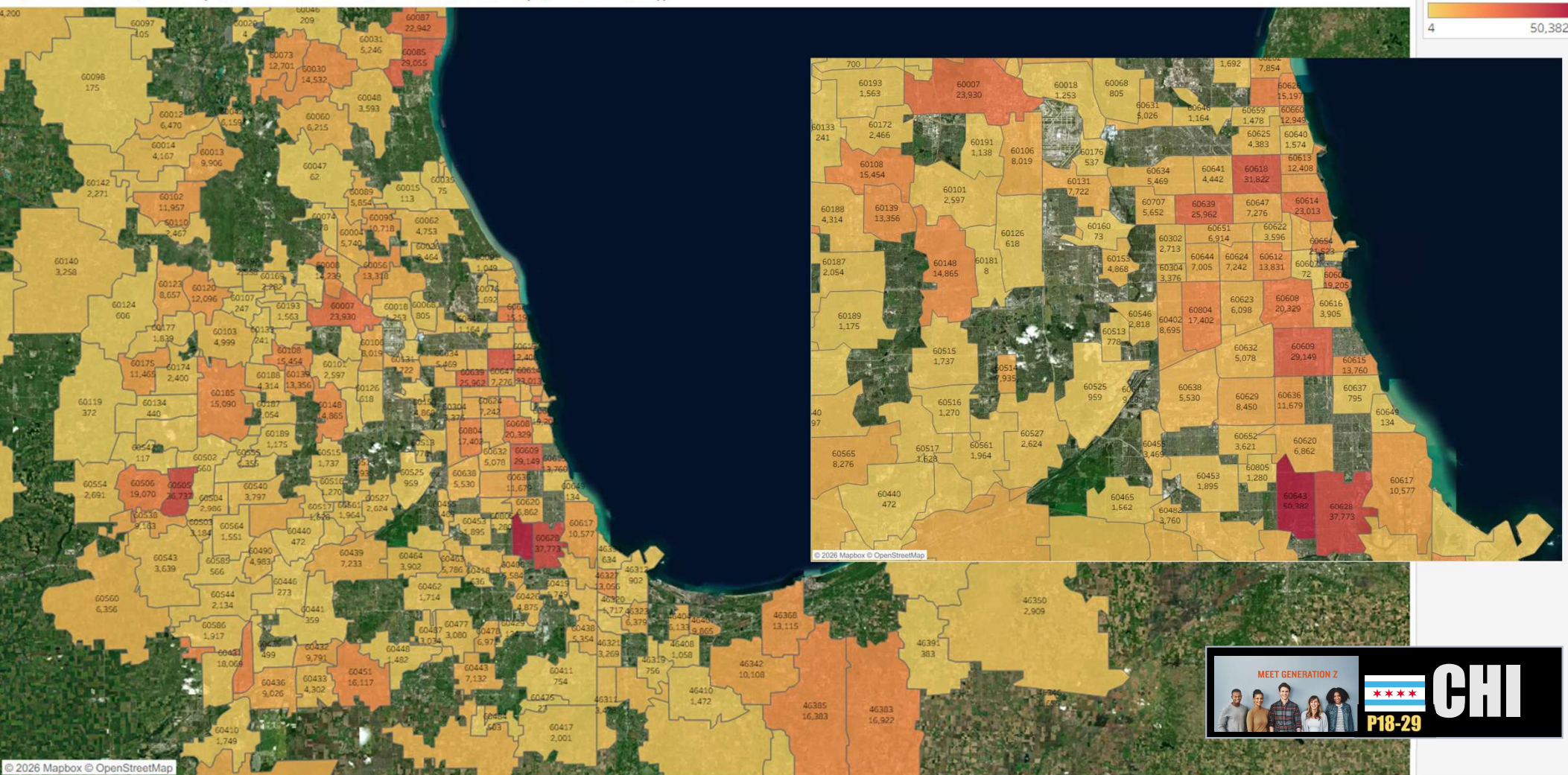
Top-26 Residential Zip Codes: Adults 18 or older



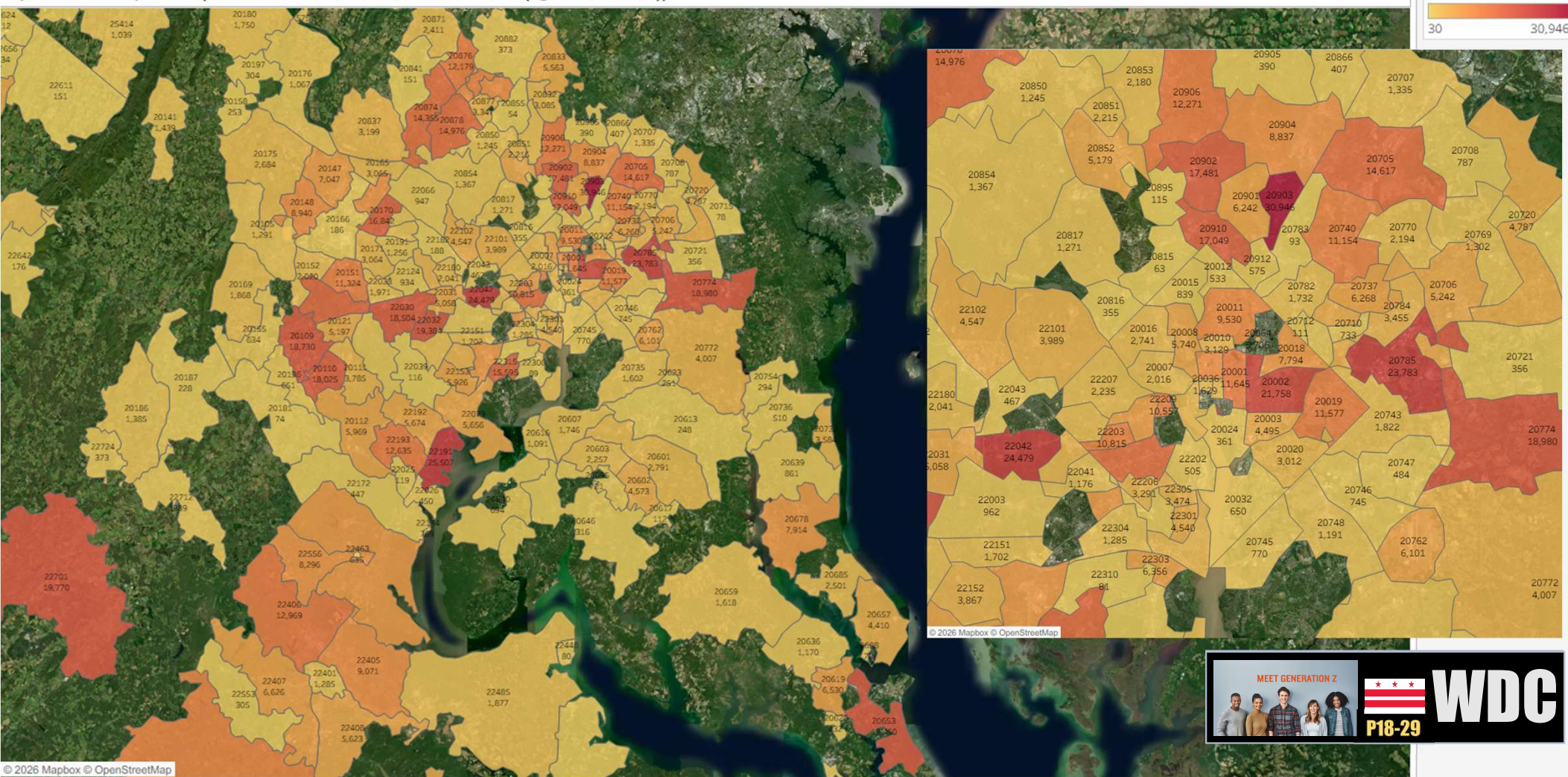
Top-26 Employment Zip Codes: Adults 18 or older



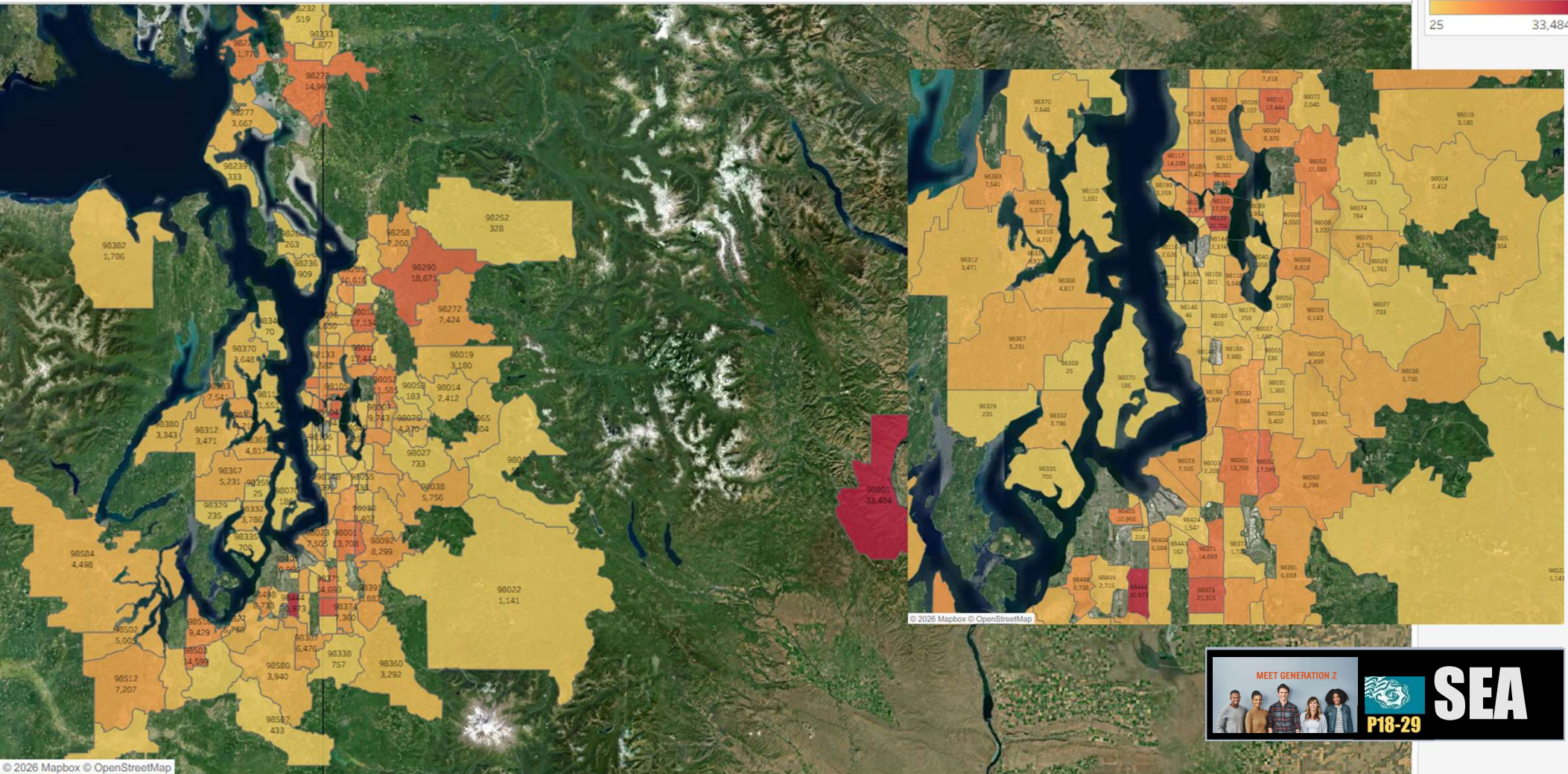
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



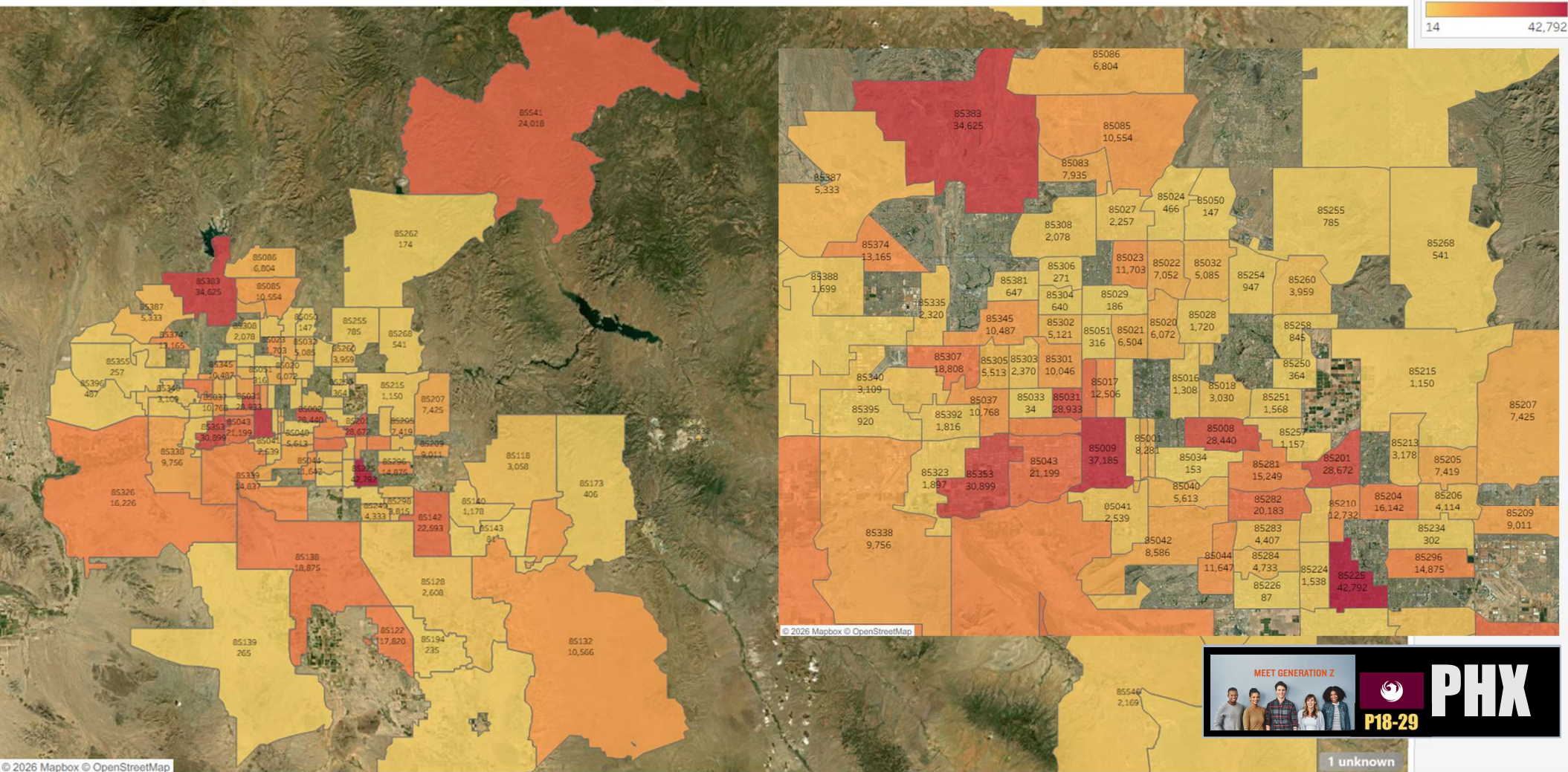
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



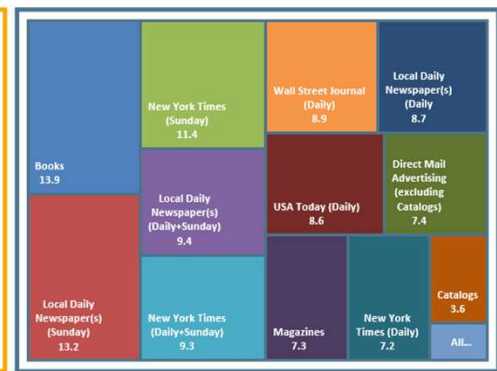
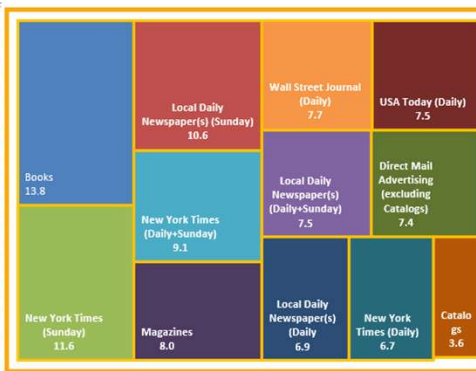
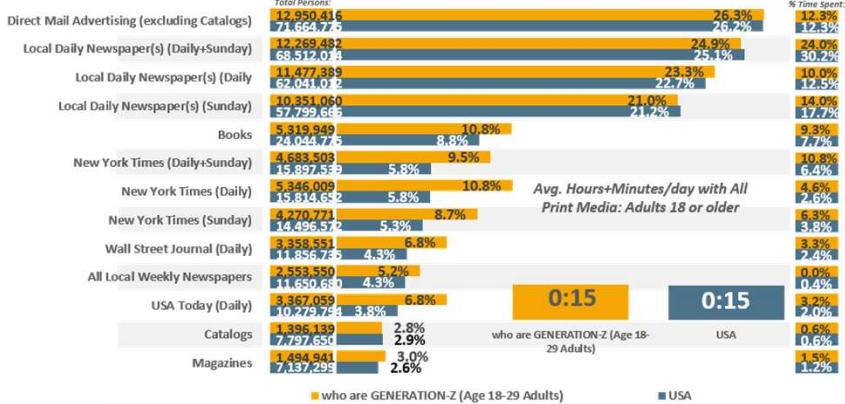
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



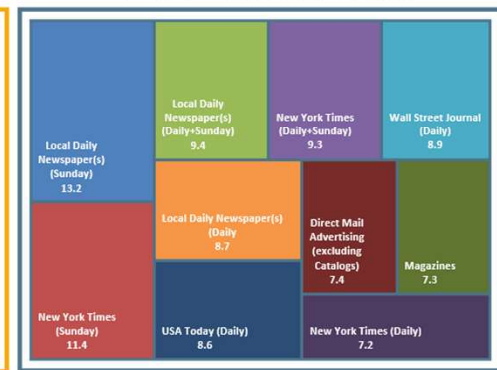
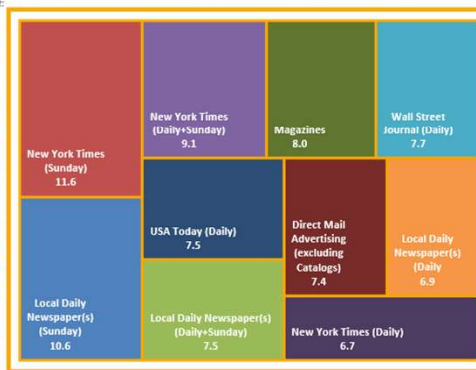
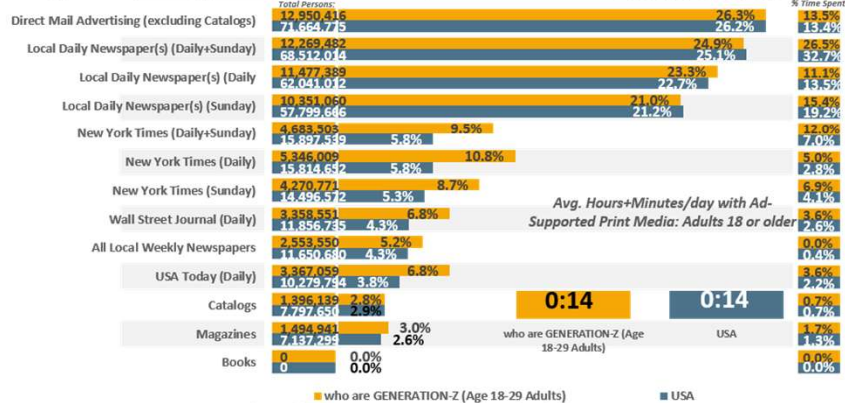


12,269,482 or 24.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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**



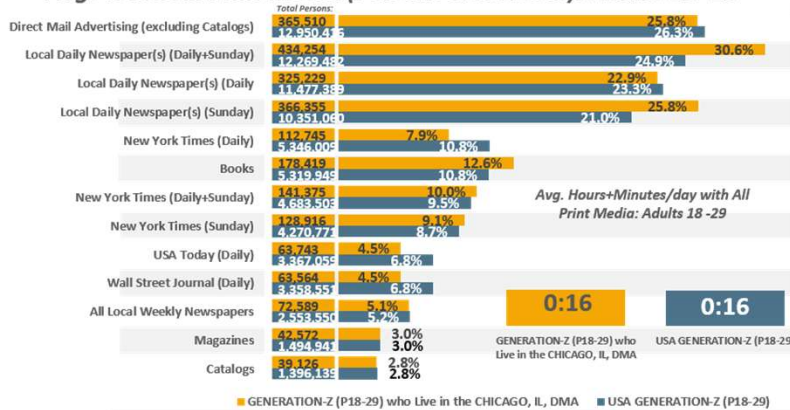
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



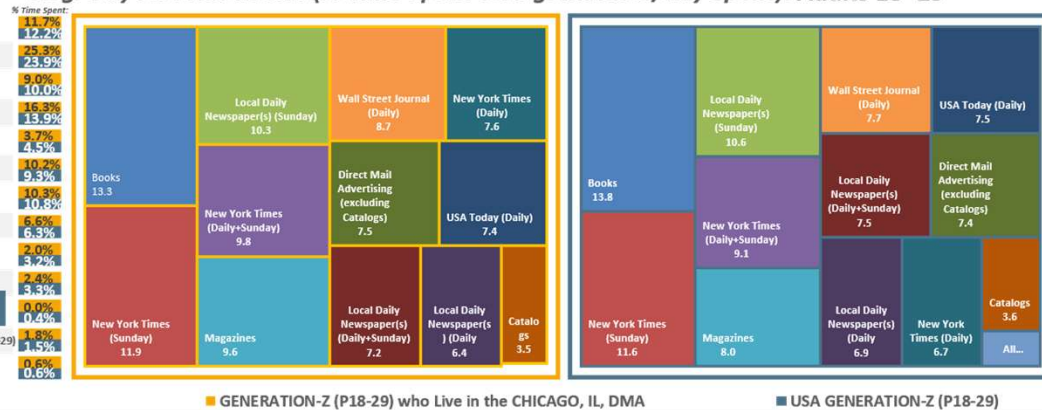


434,254 or 30.6% of Adults 18 -29 GENERATION-Z (P18-29) who Live in the CHICAGO, IL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

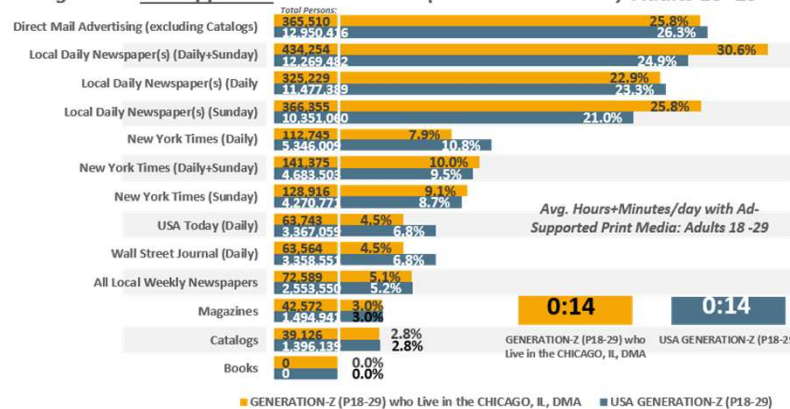
Avg. Week All Print Media (Persons & % Reach): Adults 18 -29



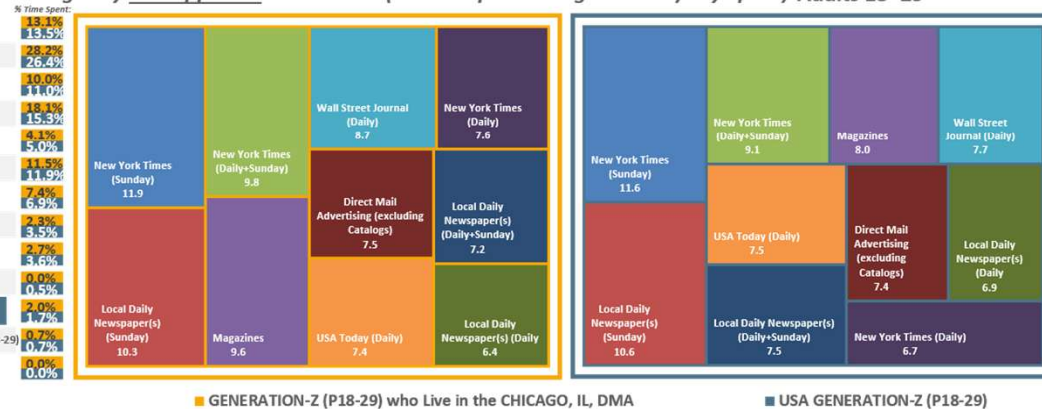
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 -29



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 -29



USA Projection
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USA Projection USA Qual Intab 3,498

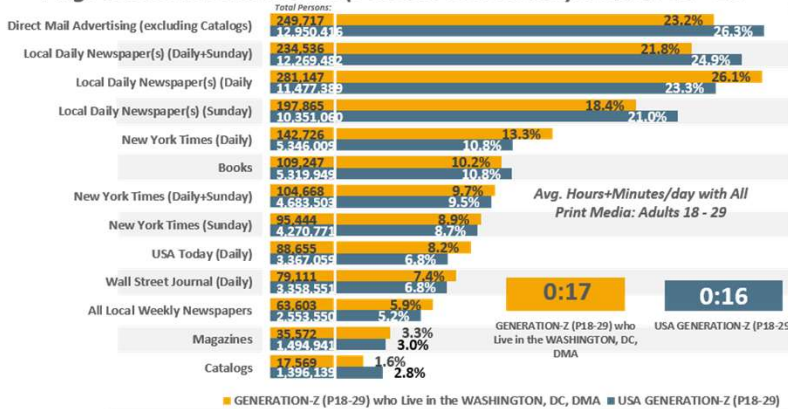
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

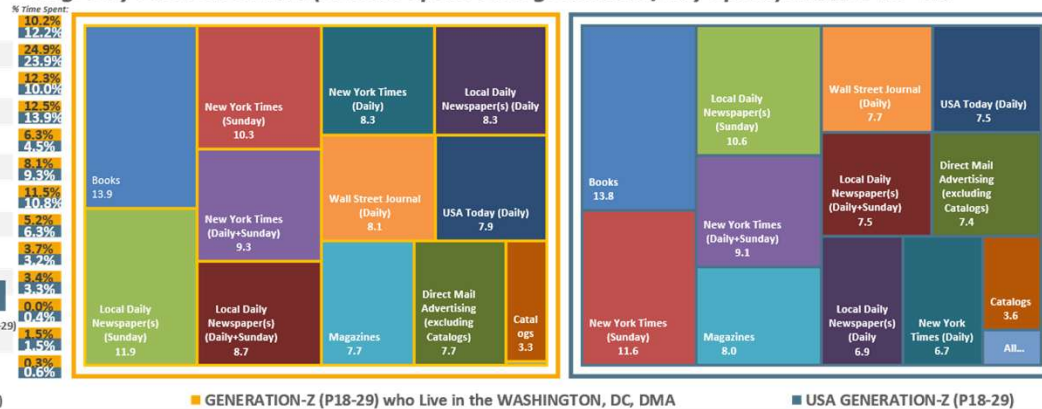


234,536 or 21.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WASHINGTON, DC, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 27.7% of all time spent daily with All forms of Print Media.

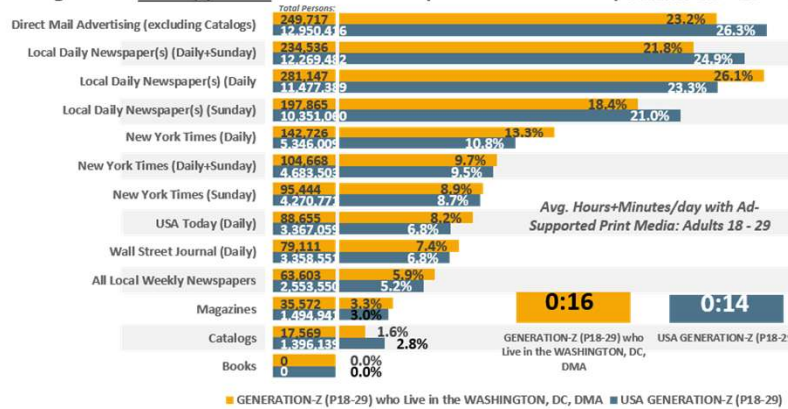
Avg. Week All Print Media (Persons & % Reach): Adults 18 - 29



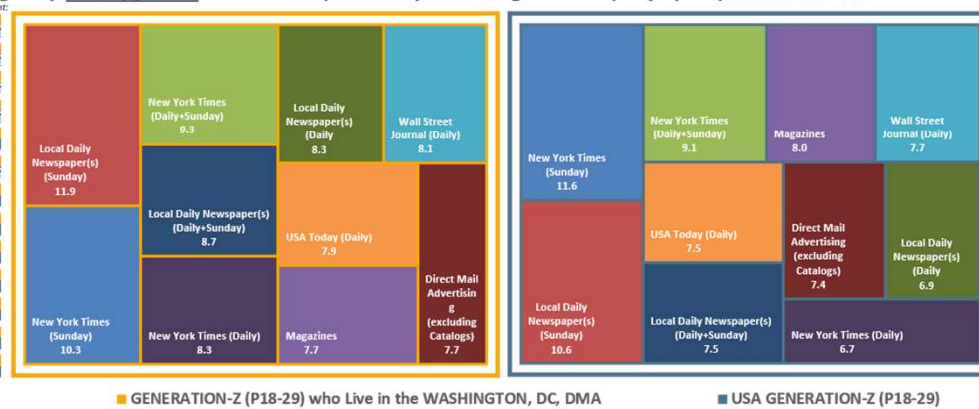
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 - 29



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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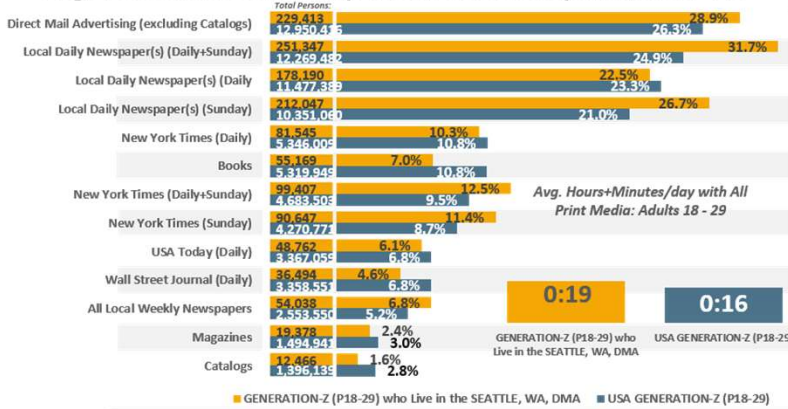
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

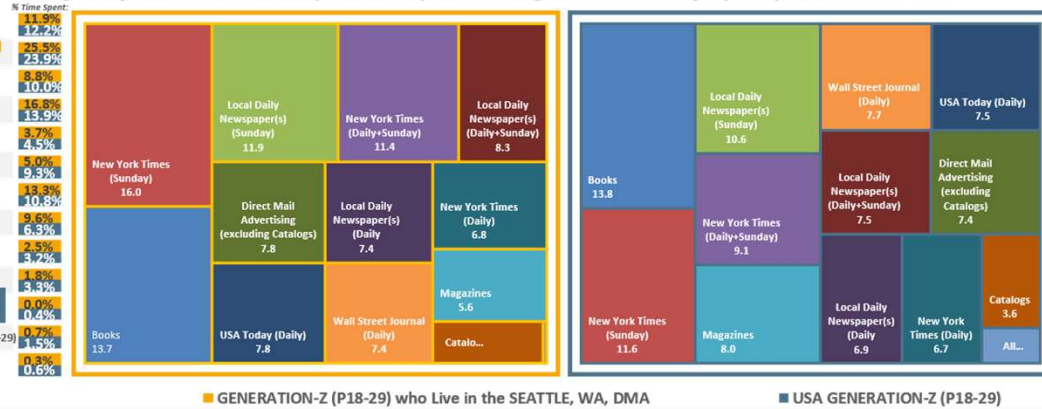


251,347 or 31.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the SEATTLE, WA, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 26.9% of all time spent daily with All forms of Print Media.

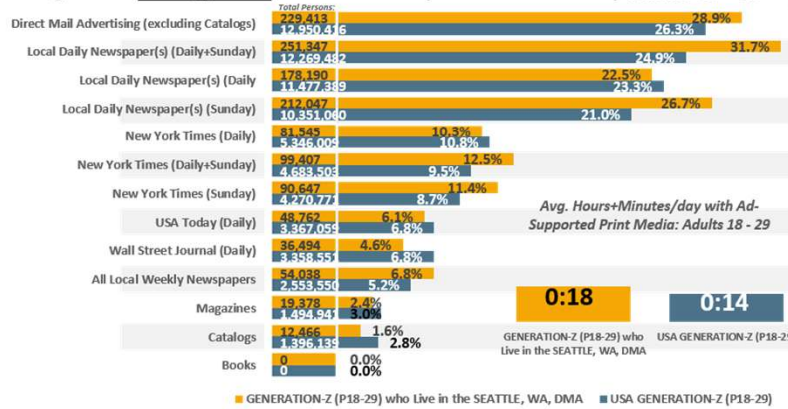
Avg. Week All Print Media (Persons & % Reach): Adults 18 - 29



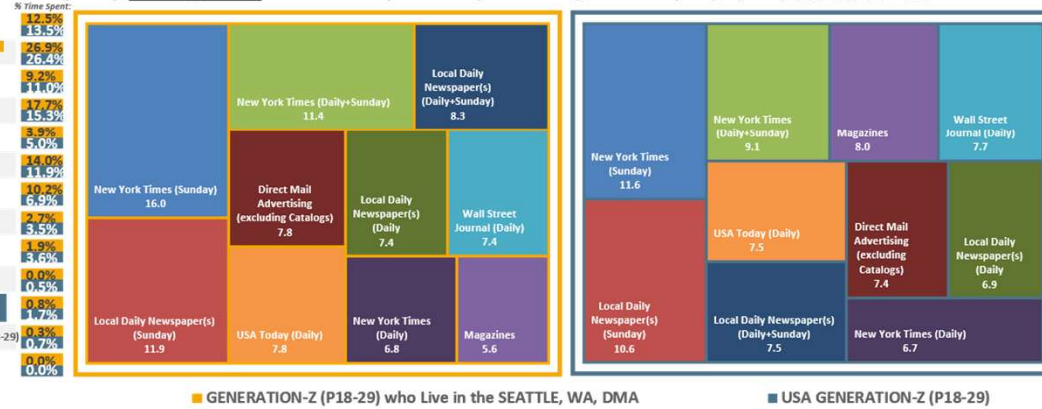
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 - 29



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29

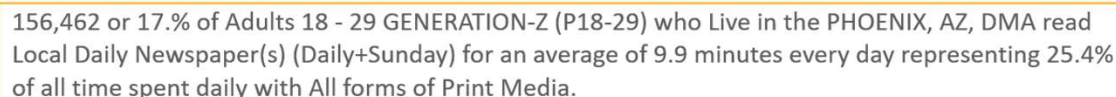


USA GENERATION-Z (P18-29) USA Projection
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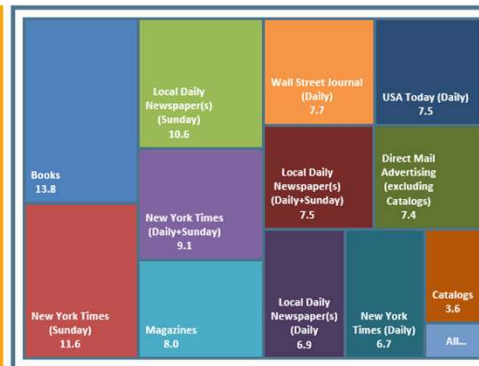
USA Projection USA Qual Intab 3,498

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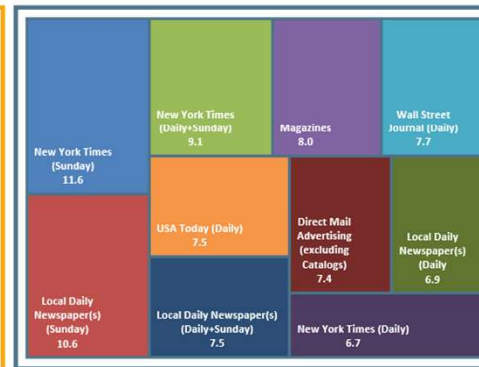
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



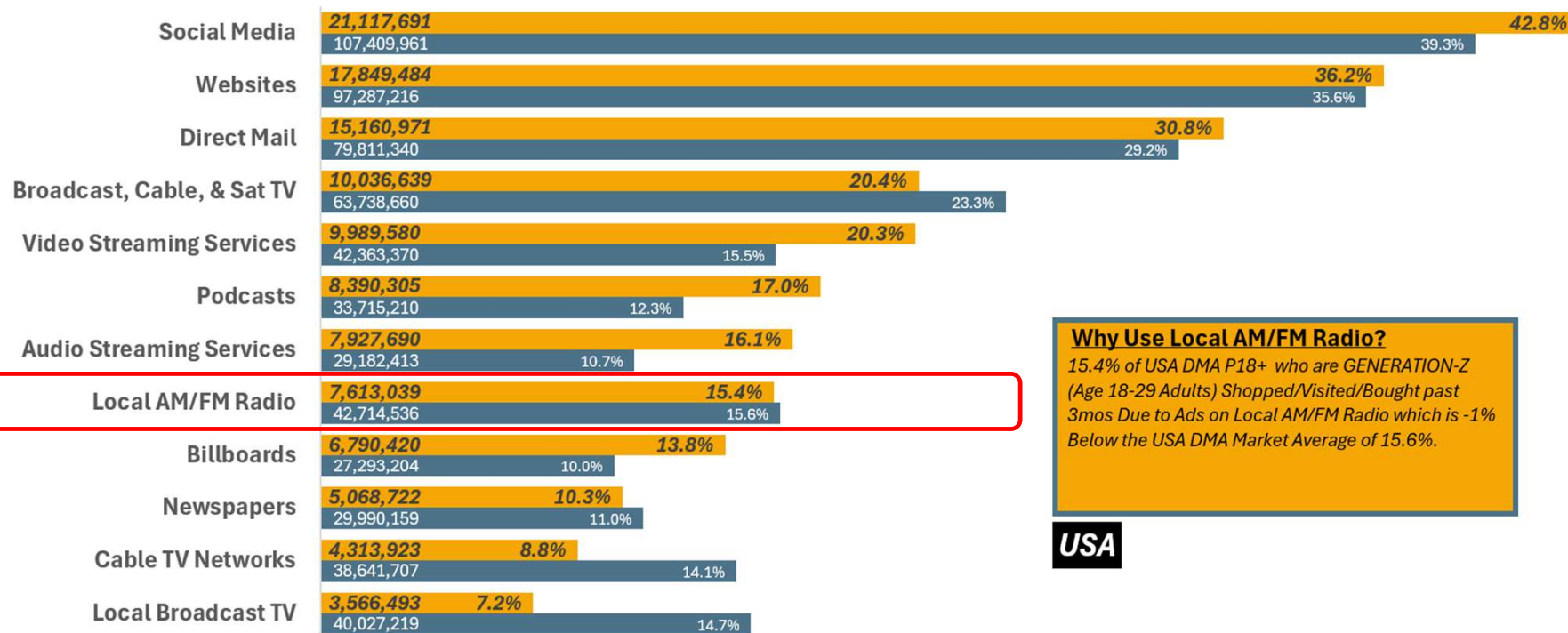
■ USA GENERATION-Z (P18-29)

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.4% of USA DMA P18+ who are GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who are GENERATION-Z (Age 18-29 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: 3498
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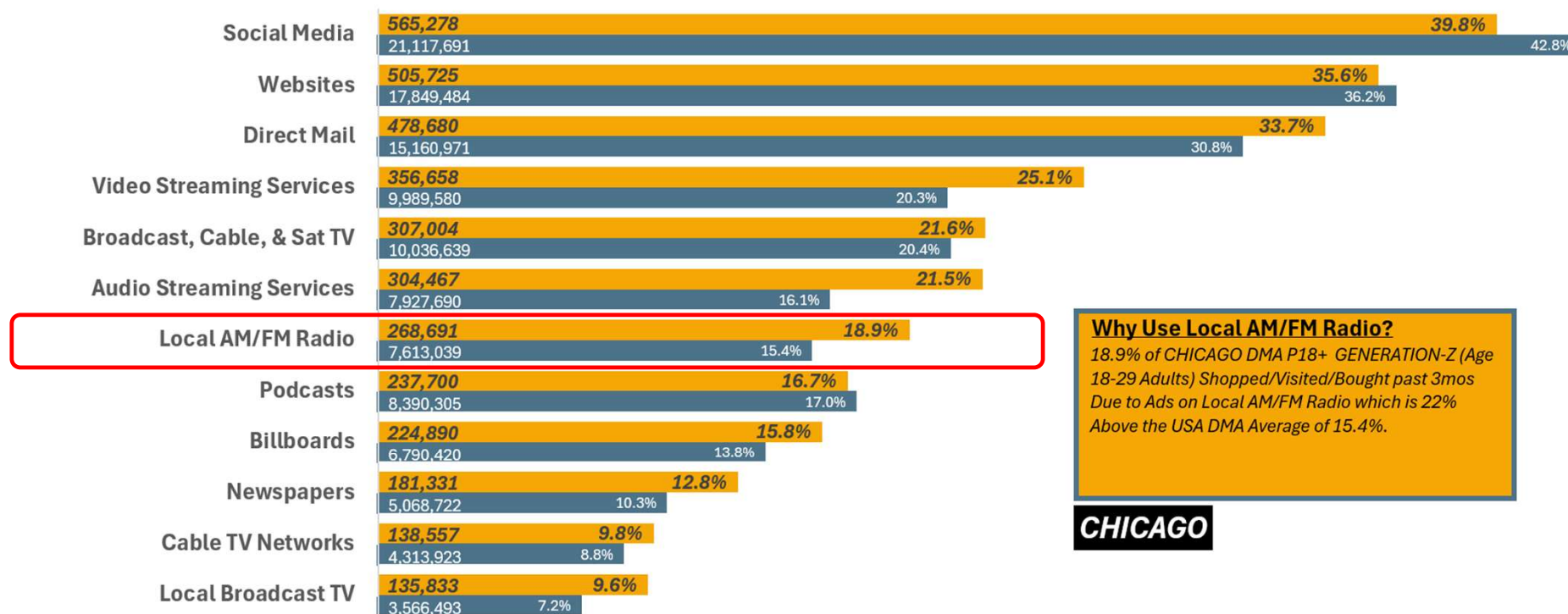
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ CHICAGO DMA GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.9% of CHICAGO DMA P18+ GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the USA DMA Average of 15.4%.

CHICAGO

■ P18+ CHICAGO DMA GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 587
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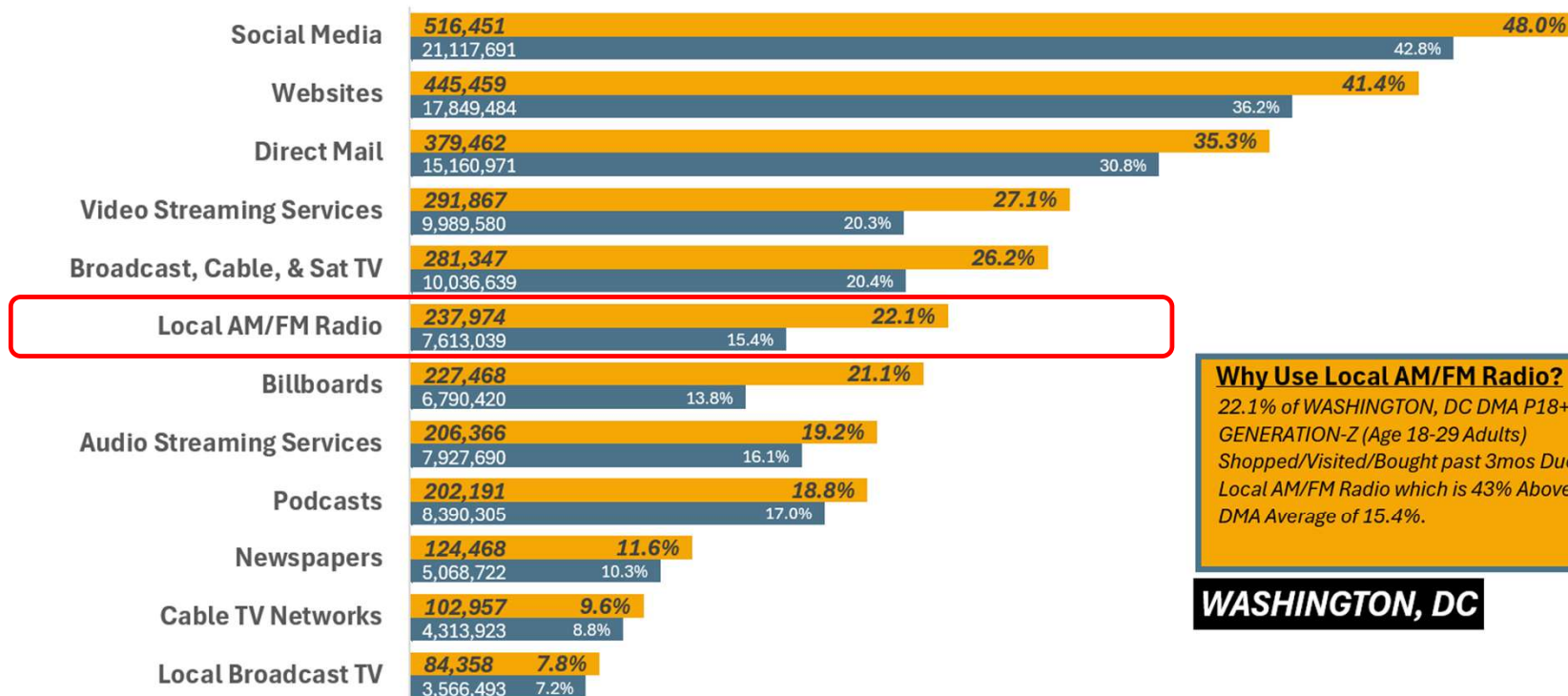
Share of Everything
for Anything °

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ WASHINGTON, DC DMA GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

22.1% of WASHINGTON, DC DMA P18+ GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 43% Above the USA DMA Average of 15.4%.

WASHINGTON, DC

■ P18+ WASHINGTON, DC DMA GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 960
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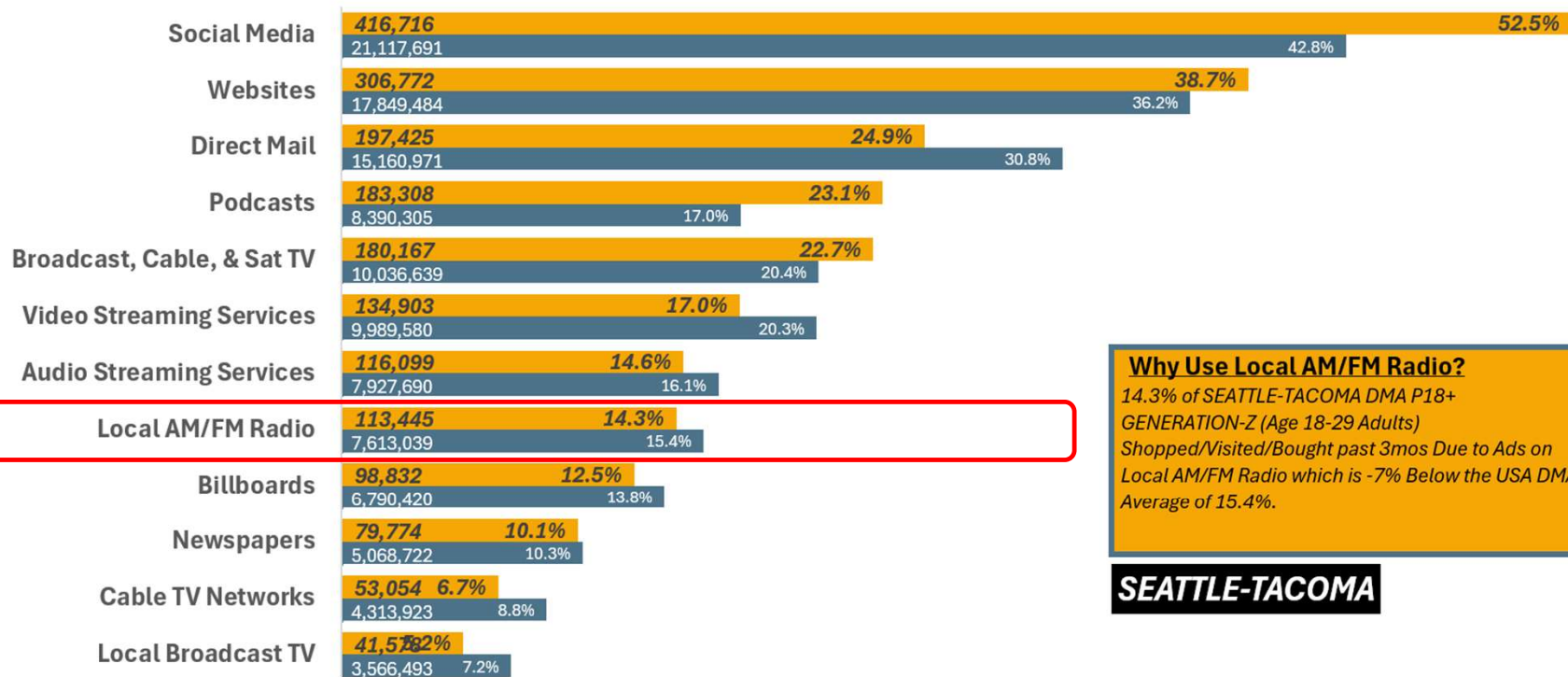
soefa.ai Share of Everything for Anything ®

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ SEATTLE-TACOMA DMA GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.3% of SEATTLE-TACOMA DMA P18+ GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -7% Below the USA DMA Average of 15.4%.

SEATTLE-TACOMA

■ P18+ SEATTLE-TACOMA DMA GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 495
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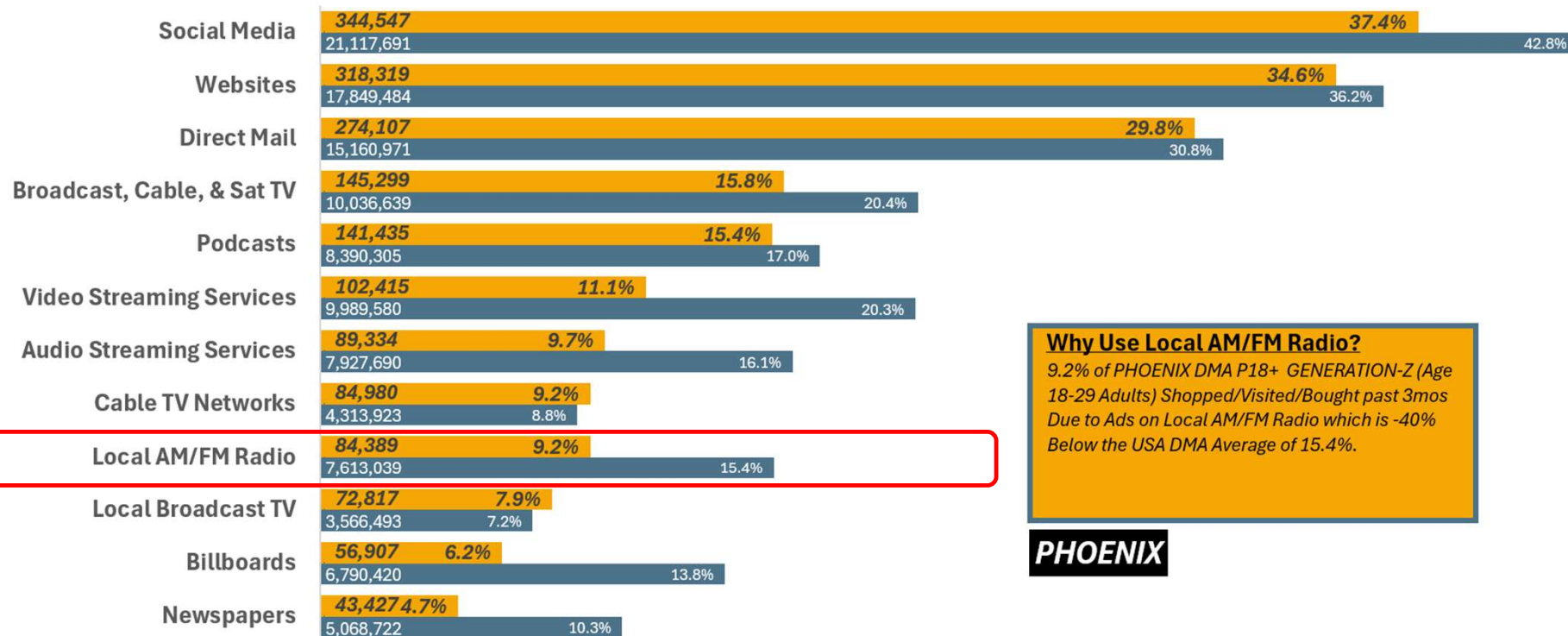
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ PHOENIX DMA GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.2% of PHOENIX DMA P18+ GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -40% Below the USA DMA Average of 15.4%.

PHOENIX

■ P18+ PHOENIX DMA GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 374
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)