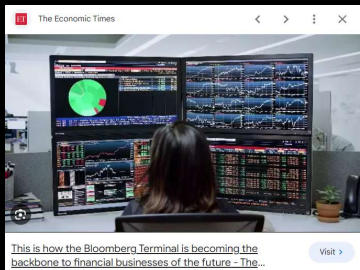


USA - GENERATION-Z (Age 18-29 Adults) vs. GENERATION-Z (Age 18-29 Adults) in 4 More DMAs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who are GENERATION-Z (Age 18-29 Adults)** as of March 31, 2026.



Vanguard BlackRock

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

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



P18-29





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.

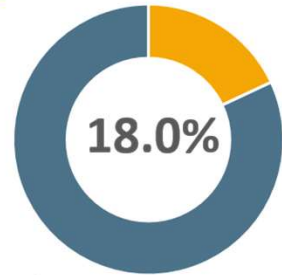


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



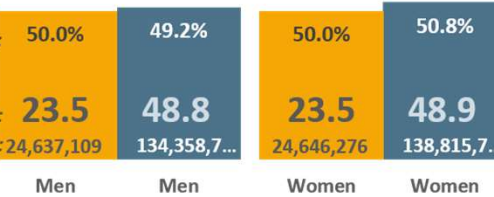
Total Persons:



%M vs. %F:

Average Age:

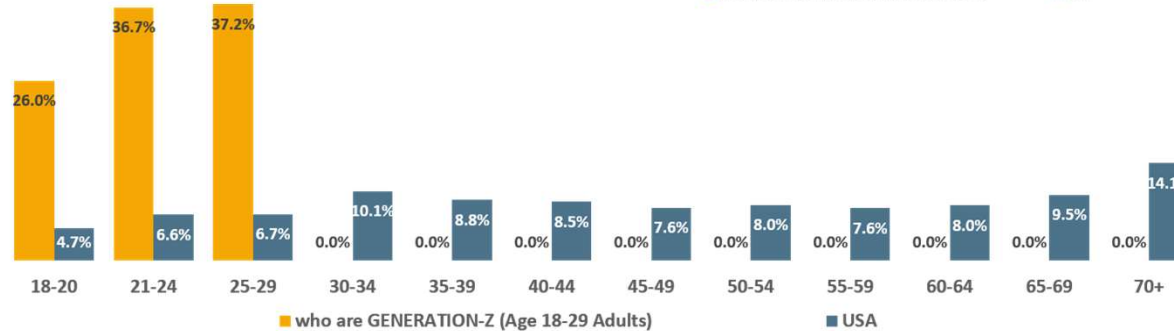
Persons:



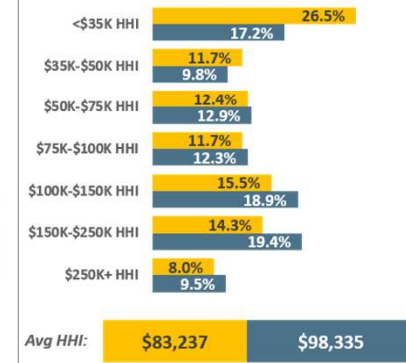
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection

Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338

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



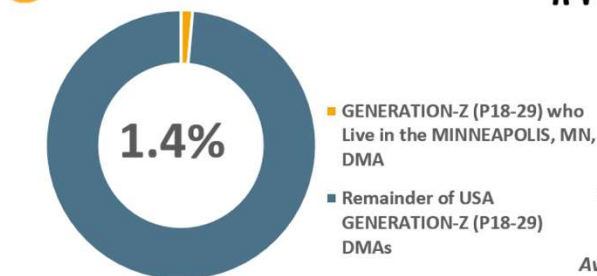
1.4% or 686,854 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the MINNEAPOLIS, MN, DMA.
Typical Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA are 23.1 years old (1.3% younger than average) and have a \$91,061 (9.4% higher than average) annual household income.

Percent of Market: Adults 18 - 29



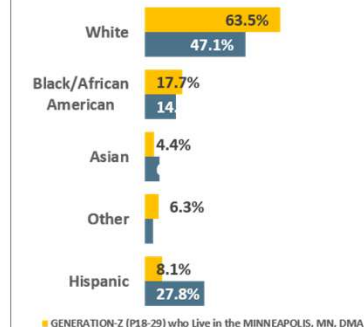
Gender of Target vs. Market: Adults 18 - 29

Ethnicity of Target vs. Market:

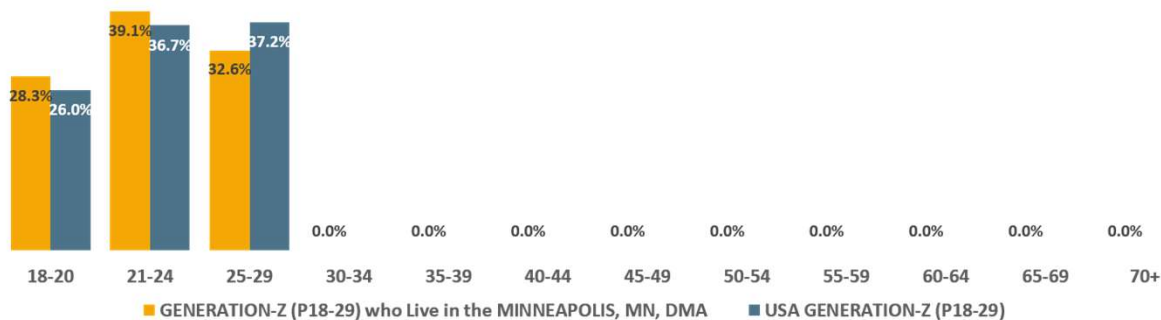


Total Persons:
686,854 48,596,531

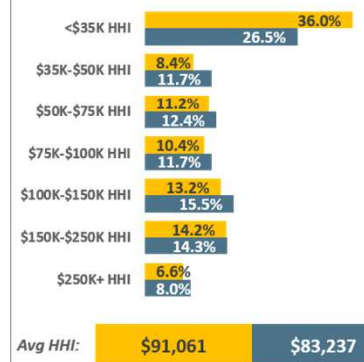
%M vs. %F:		Average Age:	
47.8%	50.0%	23.1	23.5
# Persons:		328,522	24,637,109
Men	Men	23.1	23.5
Women	Women	358,332	24,646,276



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

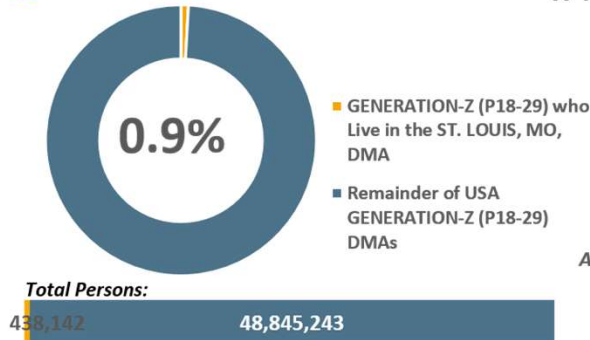
Qual Intab 273 USA Projection USA Qual Intab 3,498

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

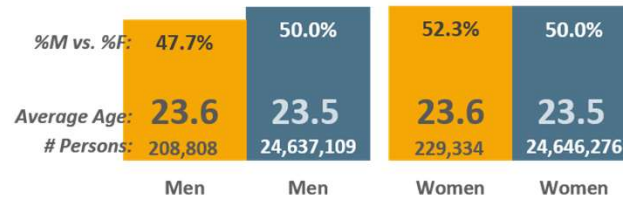


.9% or 438,142 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the ST. LOUIS, MO, DMA.
Typical Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA are 23.6 years old (.7% older than average) and have a \$93,620 (12.5% higher than average) annual household income.

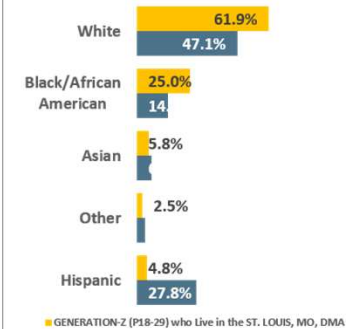
Percent of Market: Adults 18 - 29



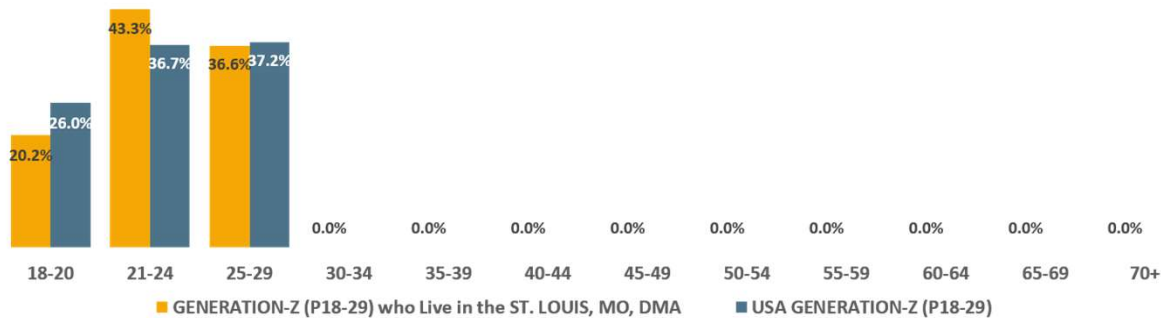
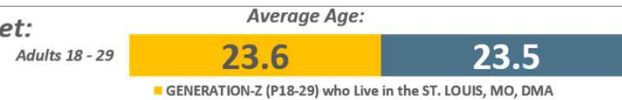
Gender of Target vs. Market: Adults 18 - 29



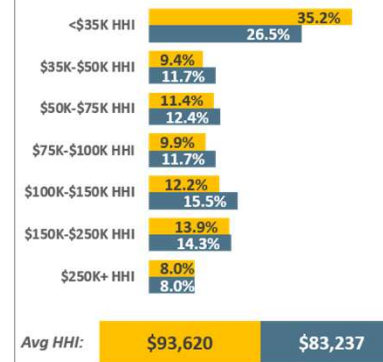
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

Qual Intab 292 USA Projection USA Qual Intab 3,498

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



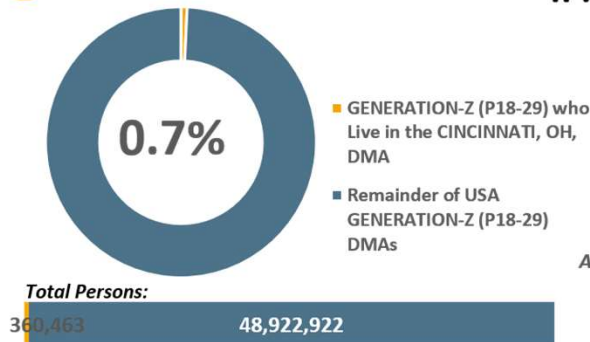
.7% or 360,463 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the CINCINNATI, OH, DMA.
 Typical Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA are 23.3 years old (.7% younger than average) and have a \$95,409 (14.6% higher than average) annual household income.

Percent of Market: Adults 18 - 29

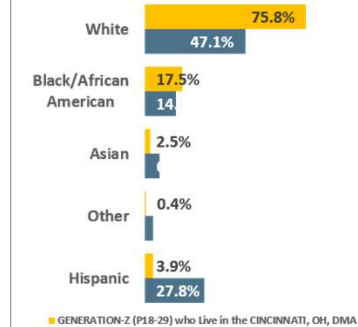


Gender of Target vs. Market: Adults 18 - 29

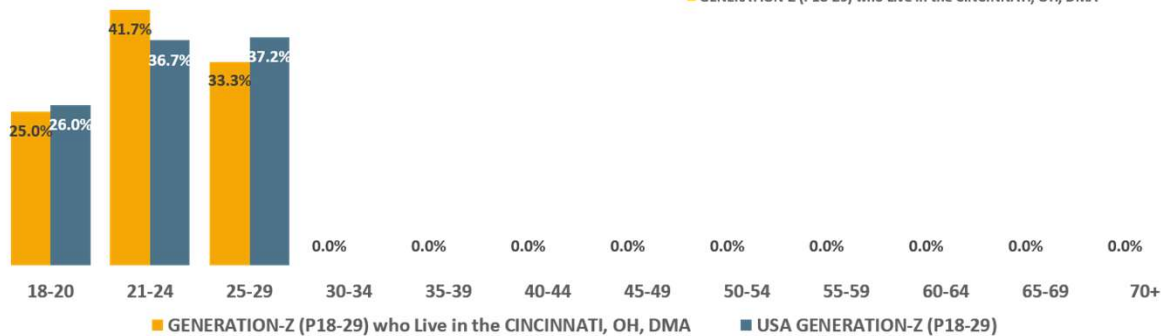
Ethnicity of Target vs. Market:



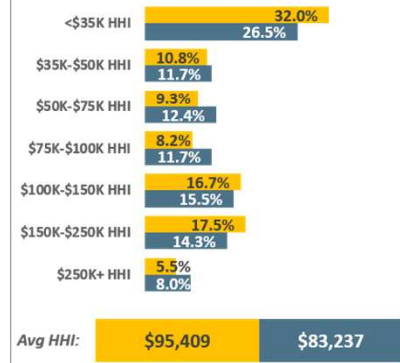
	%M vs. %F:			
	49.6%	50.0%	50.4%	50.0%
Average Age:	23.3	23.5	23.3	23.5
	# Persons:	178,705	24,637,109	181,758
	Men	Men	Women	Women



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

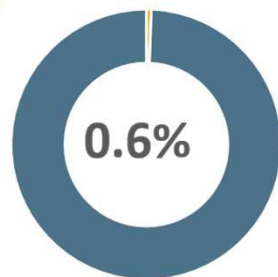
Qual Intab 251 USA Projection USA Qual Intab 3,498

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



.6% or 283,496 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WEST PALM BEACH, FL, DMA.
 Typical Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA are 23.1 years old (1.4% younger than average) and have a \$83,006 (.3% lower than average) annual household income.

Percent of Market: Adults 18 - 29



- GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA
- Remainder of USA GENERATION-Z (P18-29) DMAs

Total Persons:

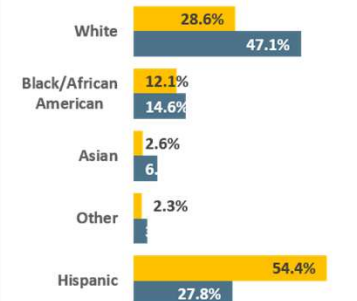
283,496 48,999,889



Gender of Target vs. Market: Adults 18 - 29

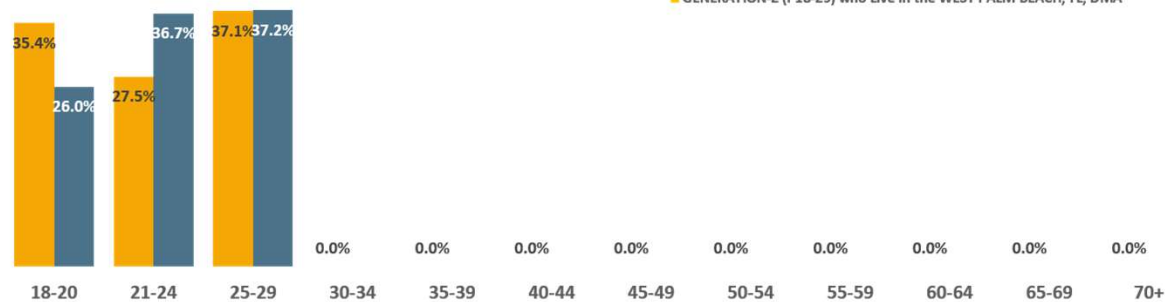
%M vs. %F	47.5%	50.0%	52.5%	50.0%
Average Age:	23.1	23.5	23.1	23.5
# Persons:	134,571	24,637,109	148,925	24,646,276
	Men	Men	Women	Women

Ethnicity of Target vs. Market:



■ GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA
 ■ USA GENERATION-Z (P18-29)

Age Cell Demographics of Target vs. Market:

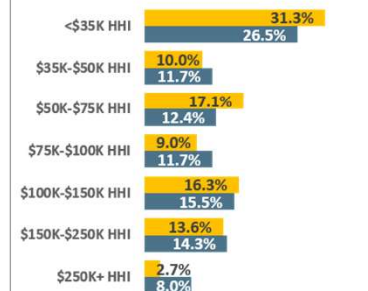


■ GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA ■ USA GENERATION-Z (P18-29)

USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Jan25-Jan26
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Qual Intab 266 USA Projection USA Qual Intab 3,498

HHI of Target vs. Market:



Avg HHI: \$83,006 \$83,237

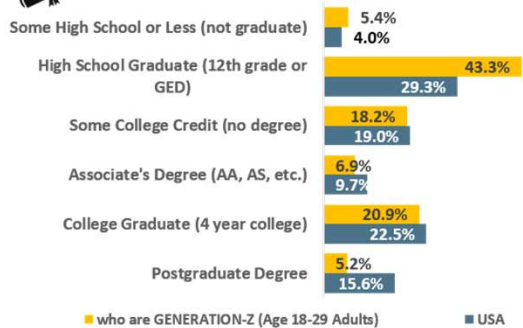
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



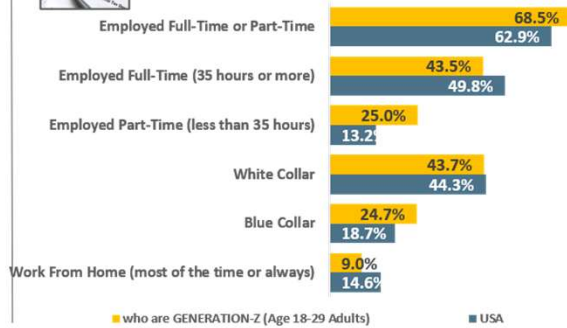
18.9% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 31.4% less likely to be a college graduate, 12.6% less likely to work full-time, 70.6% less likely to be married, 42.7% less likely to be a parent of 1 or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



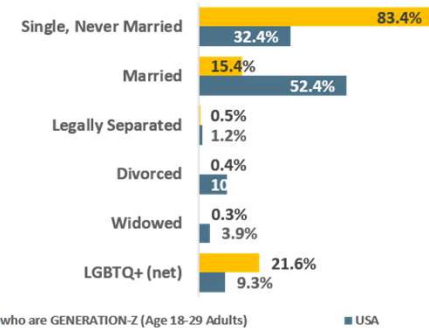
Education Levels: Adults 18 or older



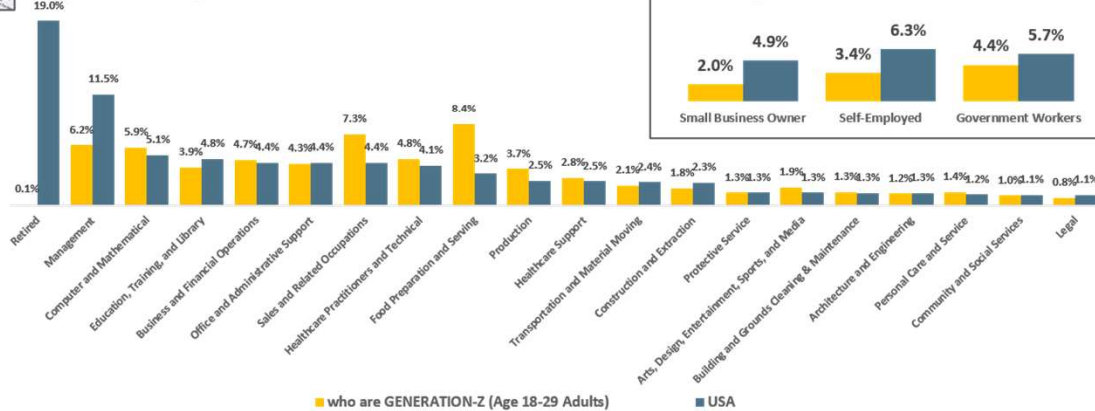
Employment: Adults 18 or older



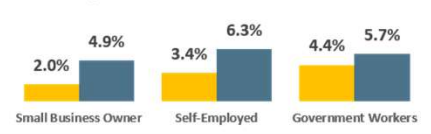
Marital Status: Adults 18 or older



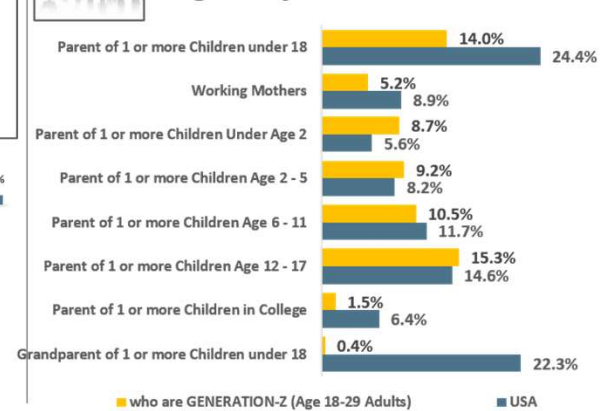
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

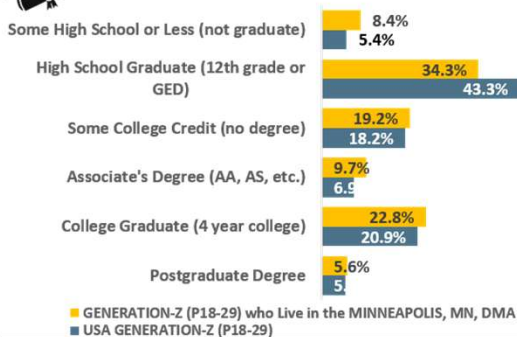
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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

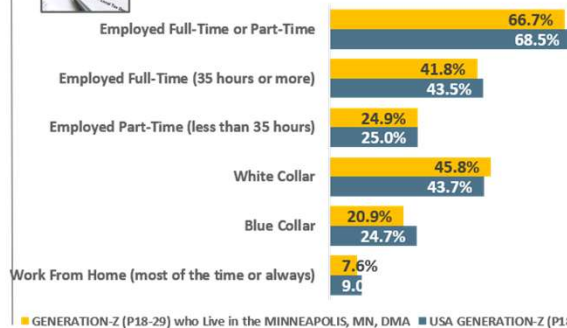


1.4% or 686,854 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the MINNEAPOLIS, MN, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA are 8.7% more likely to be a college graduate, 3.9% less likely to work full-time, 12.8% less likely to be married, 38.9% less likely to be a parent of 1 or more children under 18.

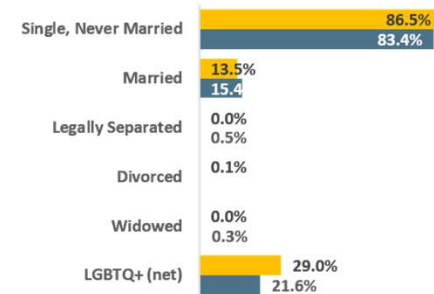
Education Levels: Adults 18 - 29



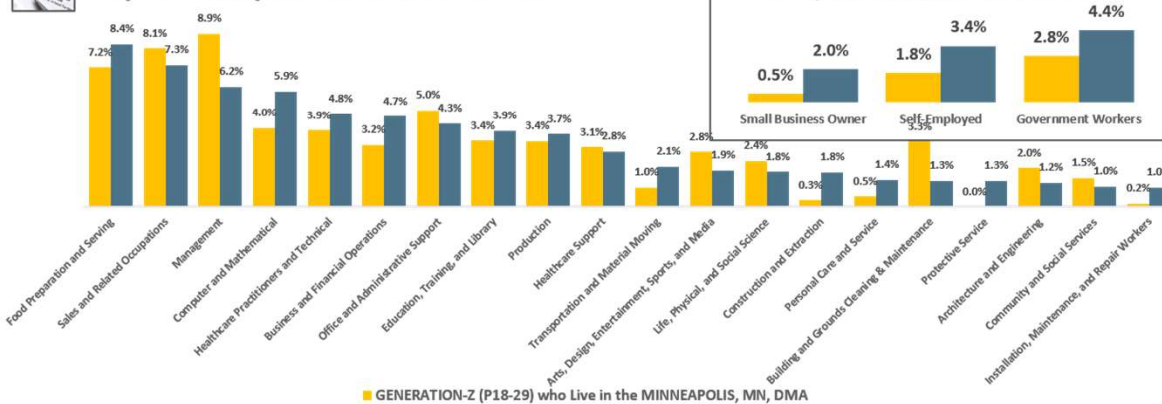
Employment: Adults 18 - 29



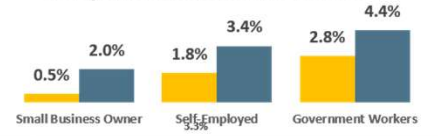
Marital Status: Adults 18 - 29



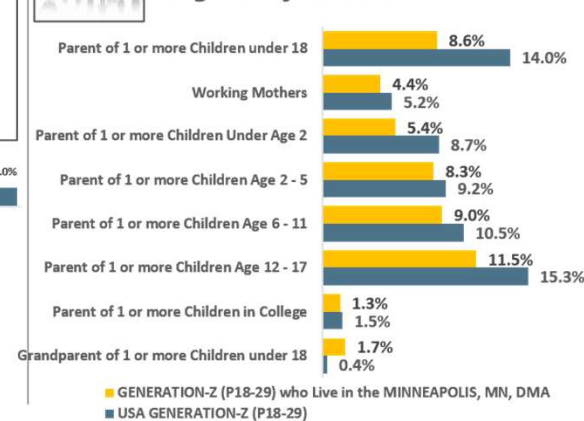
Top-20 Occupations: Adults 18 - 29



Entrepreneurs/Government Workers



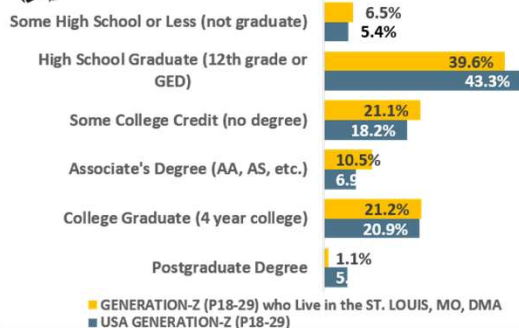
Stage in Life: Adults 18 - 29



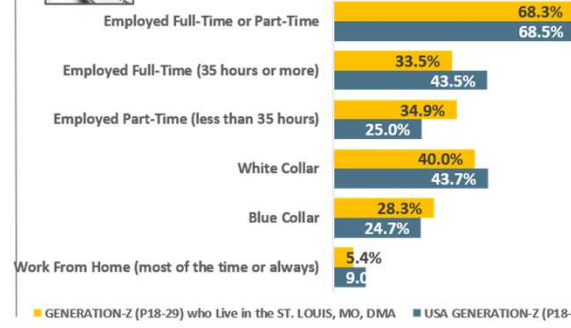


.9% or 438,142 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the ST. LOUIS, MO, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA are 14.6% less likely to be a college graduate, 23.1% less likely to work full-time, 11.% more likely to be married, 8.1% more likely to be a parent of 1 or more children under 18.

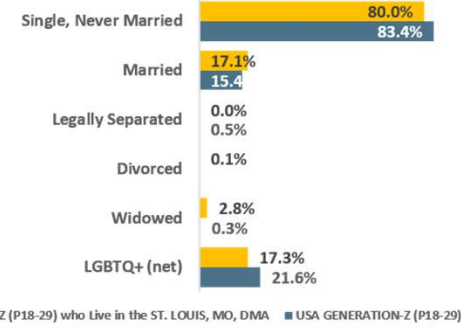
Education Levels: Adults 18 - 29



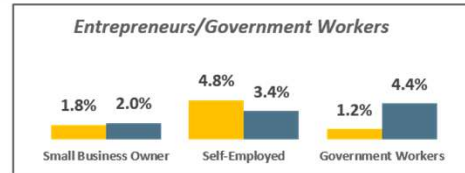
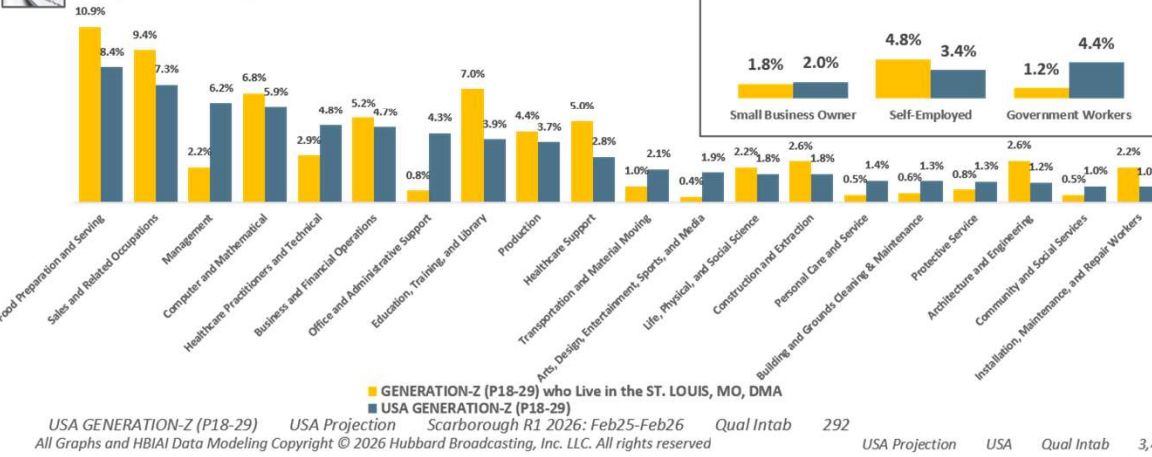
Employment: Adults 18 - 29



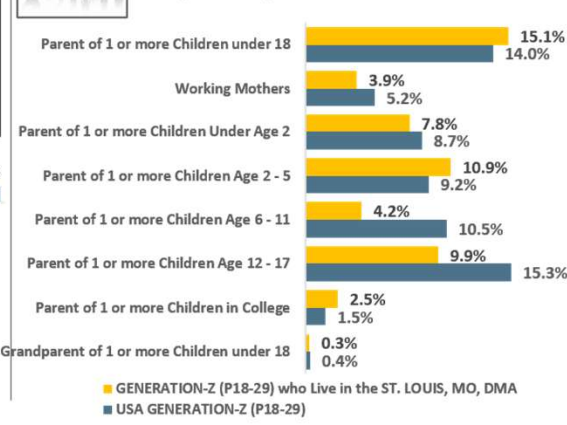
Marital Status: Adults 18 - 29



Top-20 Occupations: Adults 18 - 29



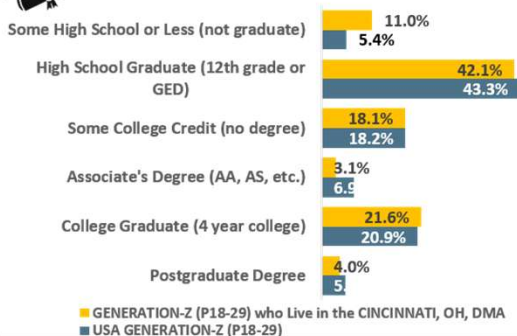
Stage in Life: Adults 18 - 29



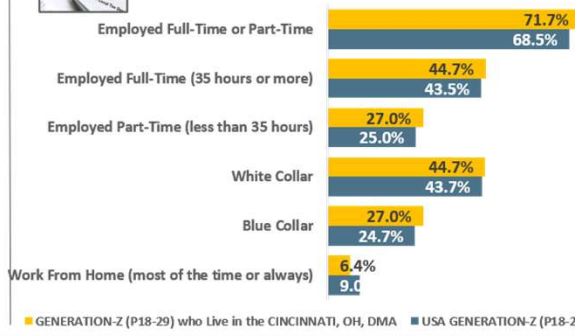


.7% or 360,463 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the CINCINNATI, OH, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA are 2.% less likely to be a college graduate, 2.8% more likely to work full-time, 2.3% less likely to be married, 45.1% more likely to be a parent of 1 or more children under 18.

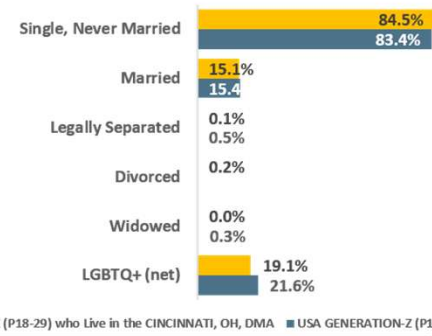
Education Levels: Adults 18 - 29



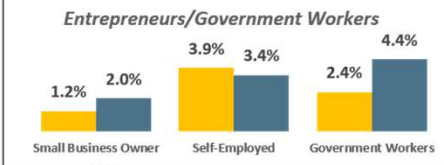
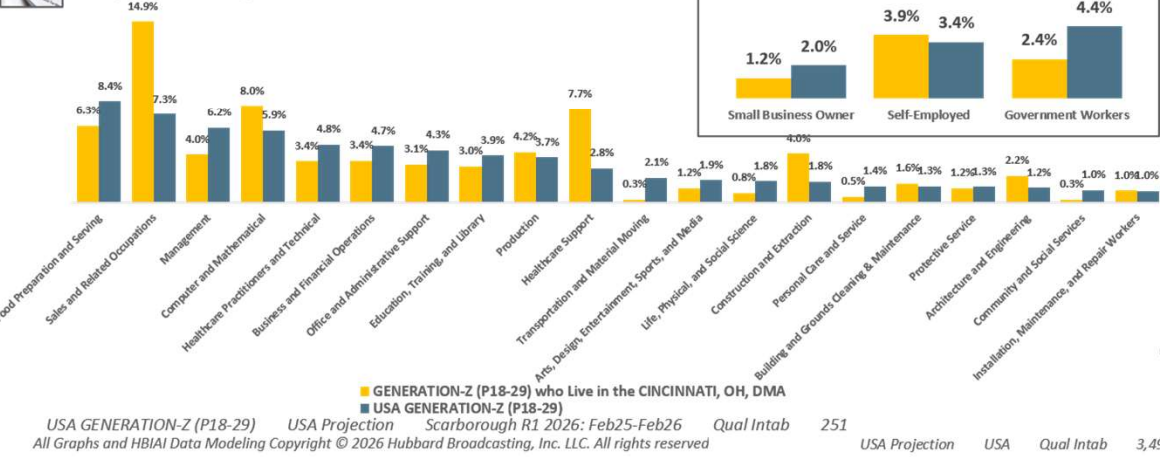
Employment: Adults 18 - 29



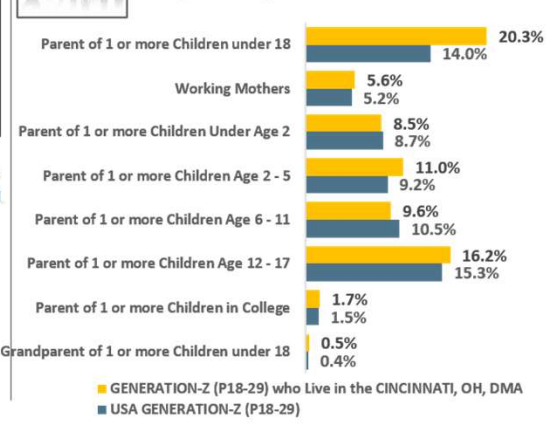
Marital Status: Adults 18 - 29



Top-20 Occupations: Adults 18 - 29



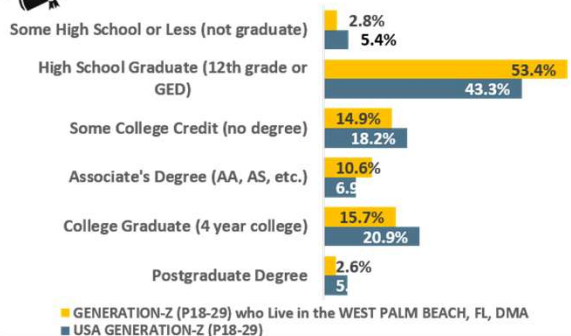
Stage in Life: Adults 18 - 29



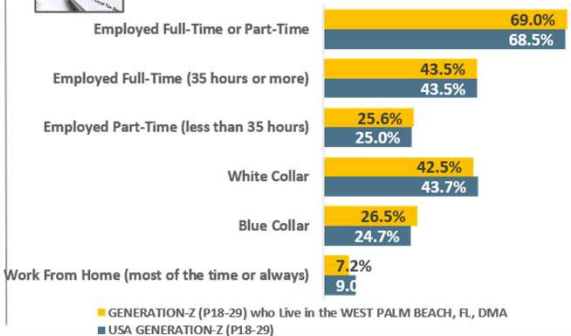


.6% or 283,496 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WEST PALM BEACH, FL, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA are 29.8% less likely to be a college graduate, .2% less likely to work full-time, 20.1% less likely to be married, 40.7% less likely to be a parent of 1 or more children under

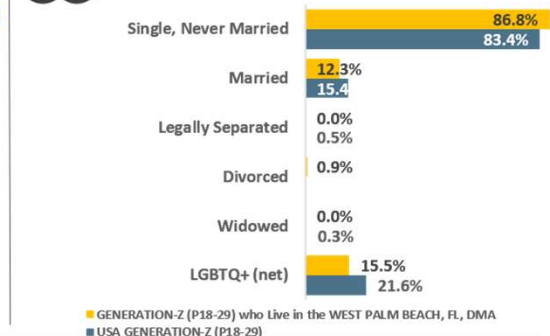
Education Levels: Adults 18 - 29



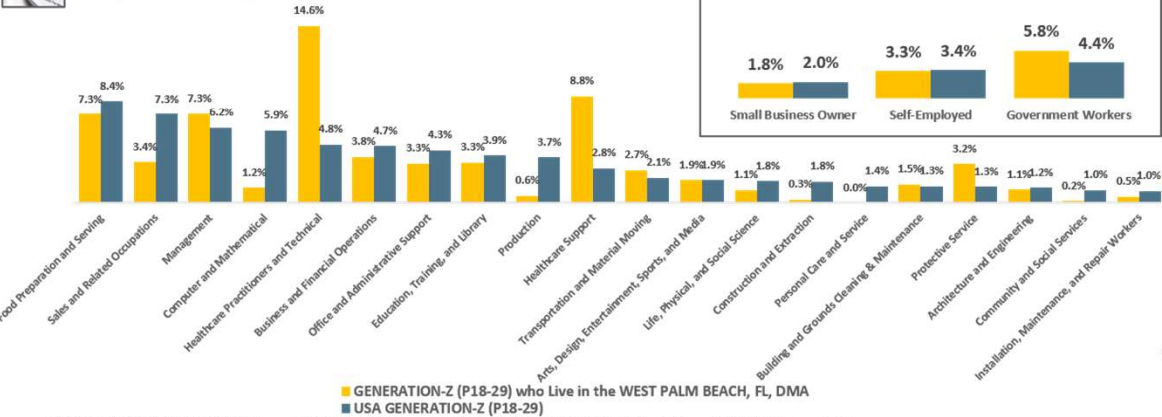
Employment: Adults 18 - 29



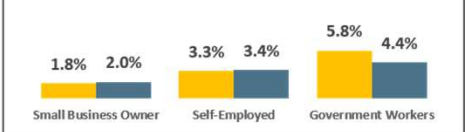
Marital Status: Adults 18 - 29



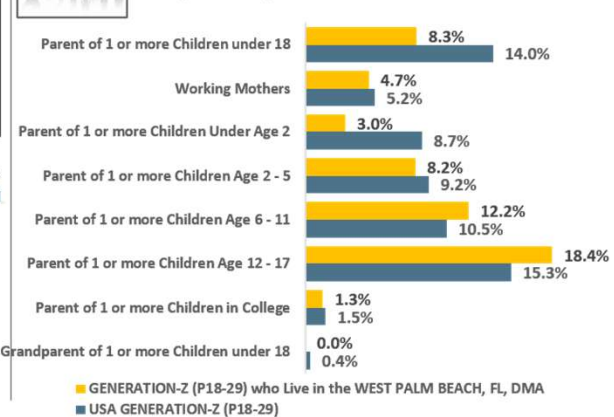
Top-20 Occupations: Adults 18 - 29



Entrepreneurs/Government Workers



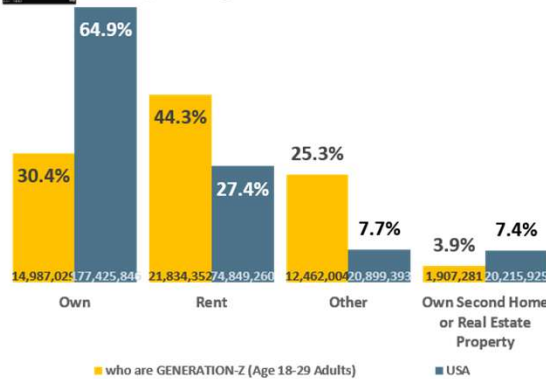
Stage in Life: Adults 18 - 29



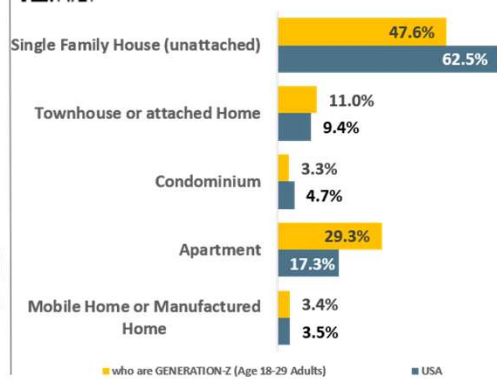


18.8% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 53.2% less likely to own their home, 23.6% more likely to own a higher valued home, 23.9% less likely to have a single-family home, 5.1% less likely to have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

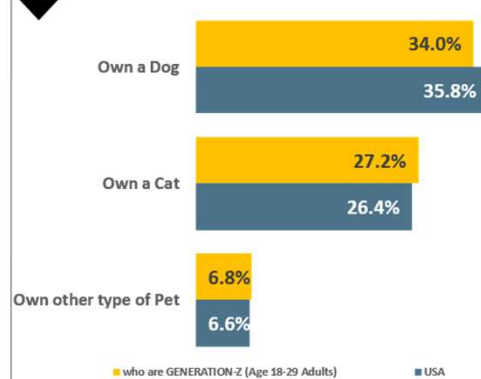
Own/Rent/Other: Adults 18 or older



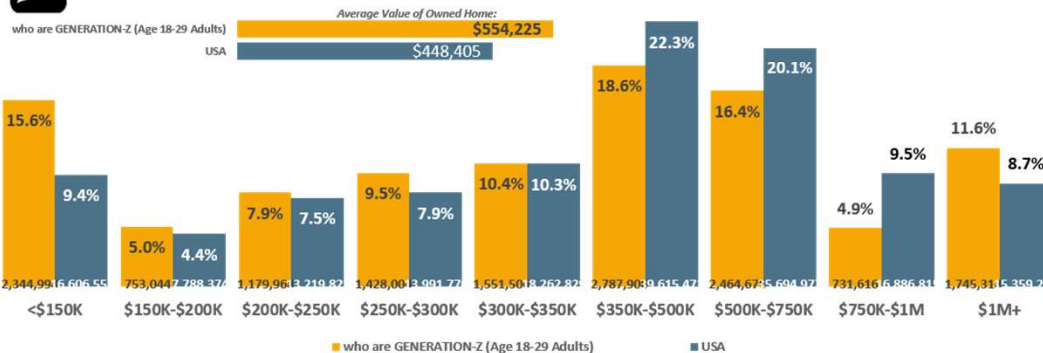
Type of Home: Adults 18 or older



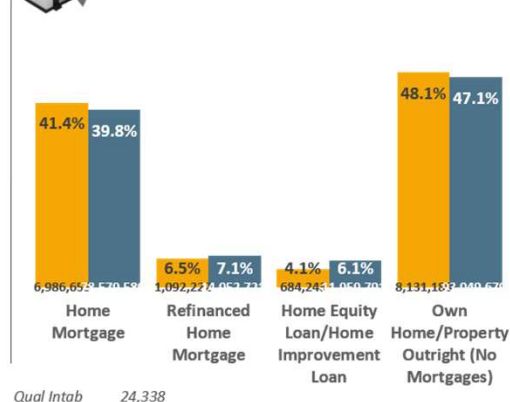
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA | USA Projection | Scarborough R1 2026: Jan 25-Mar 26 | Qual Intab | 3,498

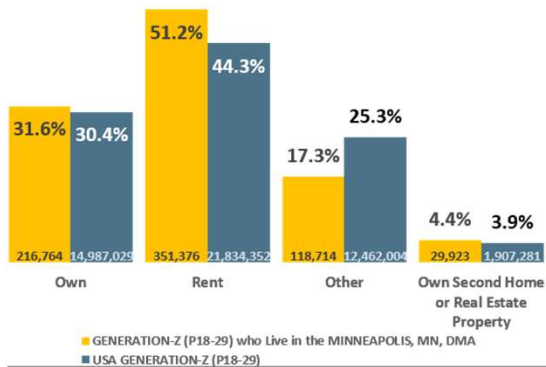
USA Projection | Scarborough R1 2026: Jan 25-Mar 26 | Qual Intab | 24,338

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

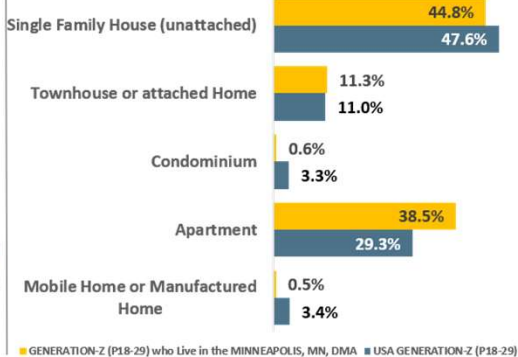


1.4% or 686,854 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the MINNEAPOLIS, MN, DMA.
Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA are 3.8% more likely to own their home, 11.8% more likely to own a lower valued home, 5.9% less likely to have a single-family home, 22.9% less likely to have a dog.

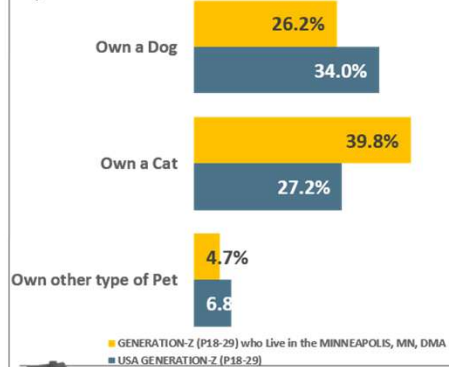
Own/Rent/Other:Adults 18 - 29



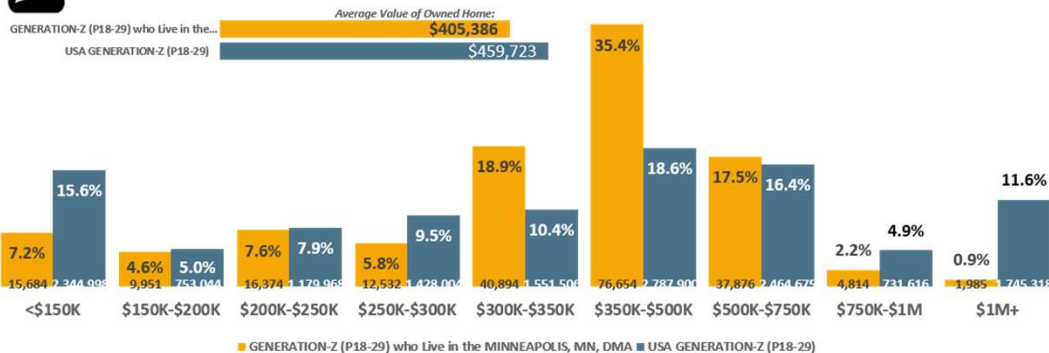
Type of Home:Adults 18 - 29



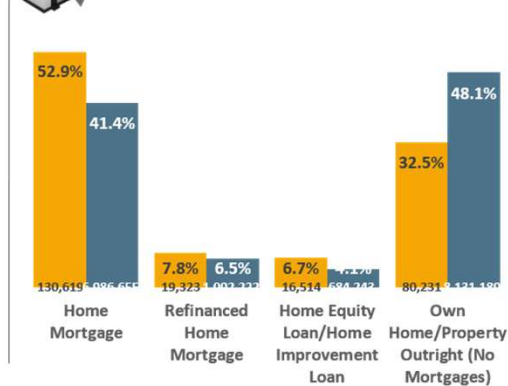
Pets in Home:Adults 18 - 29



Value of Owned Home: Adults 18 - 29



Home Loans: Adults 18 - 29



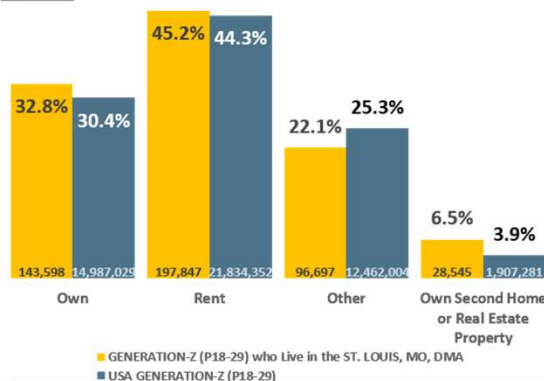
USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 273 USA Projection USA Qual Intab 3,498

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

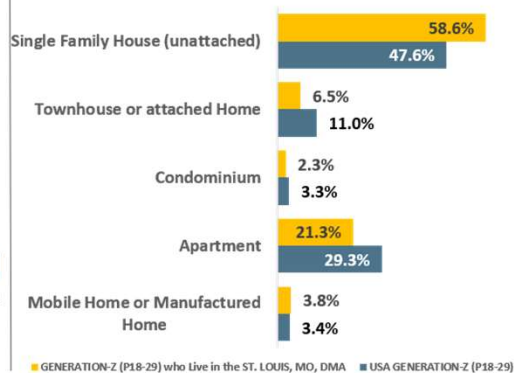


.9% or 438,142 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the ST. LOUIS, MO, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA are 7.8% more likely to own their home, 10.5% more likely to own a lower valued home, 23.2% more likely to have a single-family home, 19.4% more likely to have a dog.

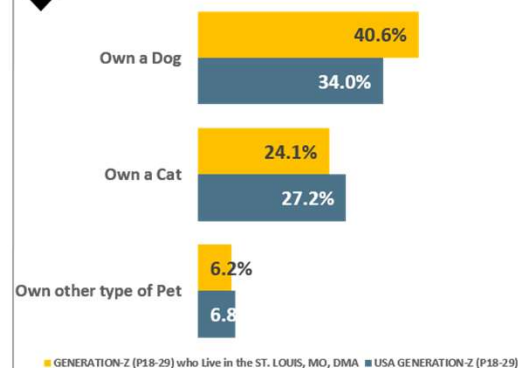
Own/Rent/Other: Adults 18 - 29



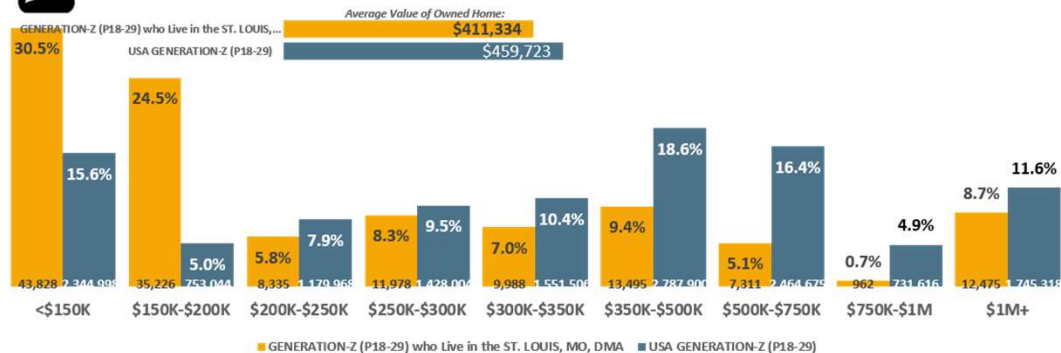
Type of Home: Adults 18 - 29



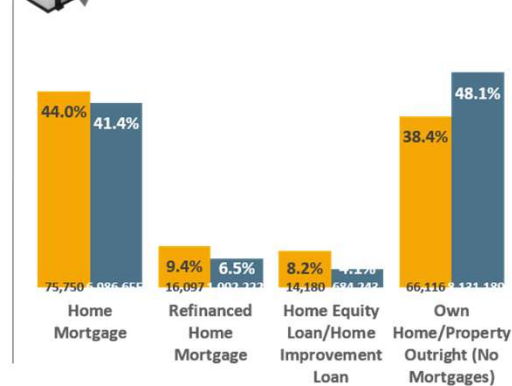
Pets in Home: Adults 18 - 29



Value of Owned Home: Adults 18 - 29



Home Loans: Adults 18 - 29



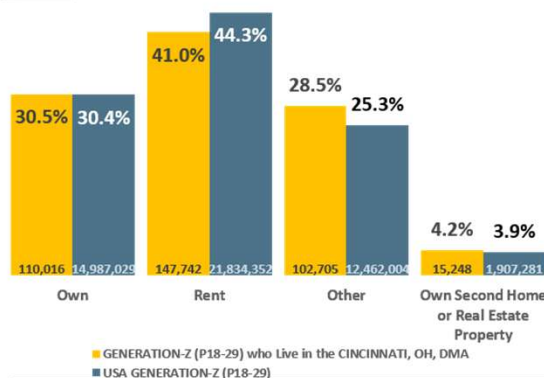
USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 292 USA Projection USA Qual Intab 3,498

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

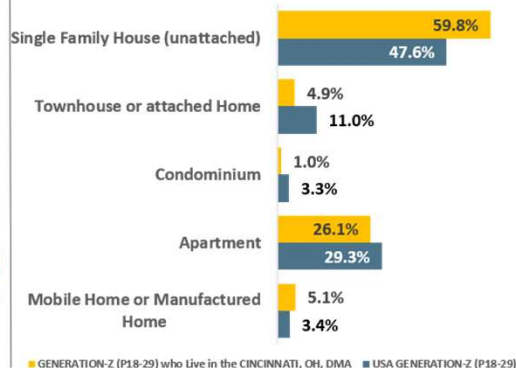


.7% or 360,463 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the CINCINNATI, OH, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA are .4% more likely to own their home, 17.% more likely to own a lower valued home, 25.7% more likely to have a single-family home, 1.2% less likely to have a dog.

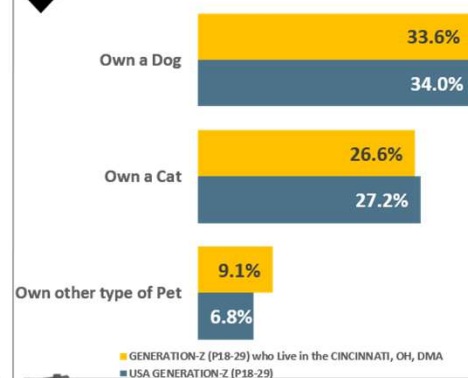
Own/Rent/Other:Adults 18 - 29



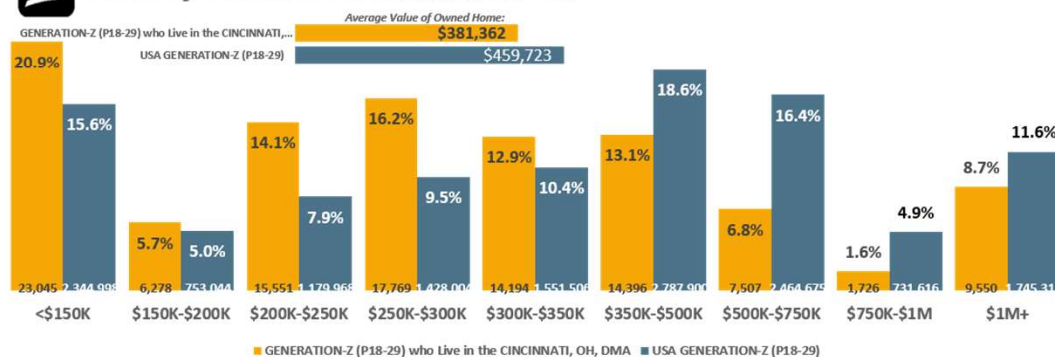
Type of Home:Adults 18 - 29



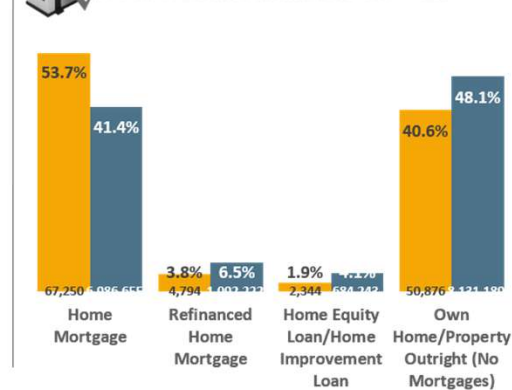
Pets in Home:Adults 18 - 29



Value of Owned Home: Adults 18 - 29



Home Loans: Adults 18 - 29



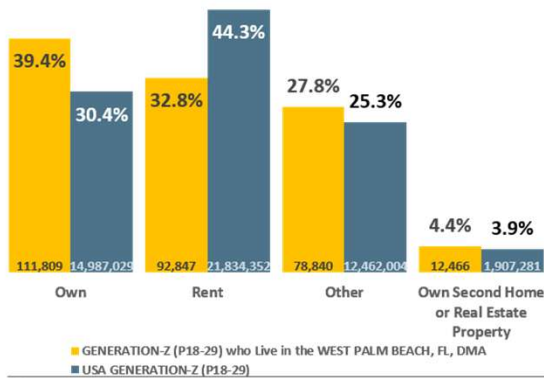
USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 251 USA Projection USA Qual Intab 3,498

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

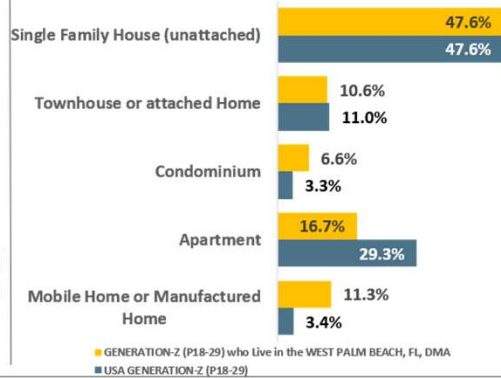


.6% or 283,496 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WEST PALM BEACH, FL, DMA. Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA are 29.7% more likely to own their home, .3% more likely to own a lower valued home, .% more likely to have a single-family home, 11.% more likely to have a dog.

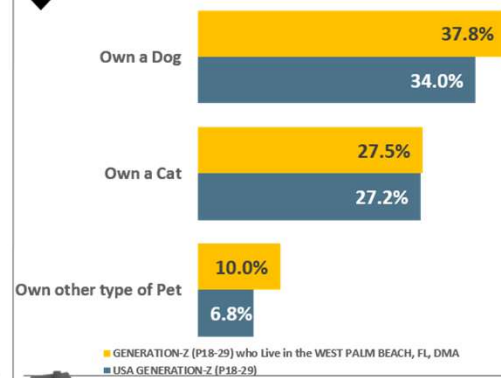
Own/Rent/Other:Adults 18 - 29



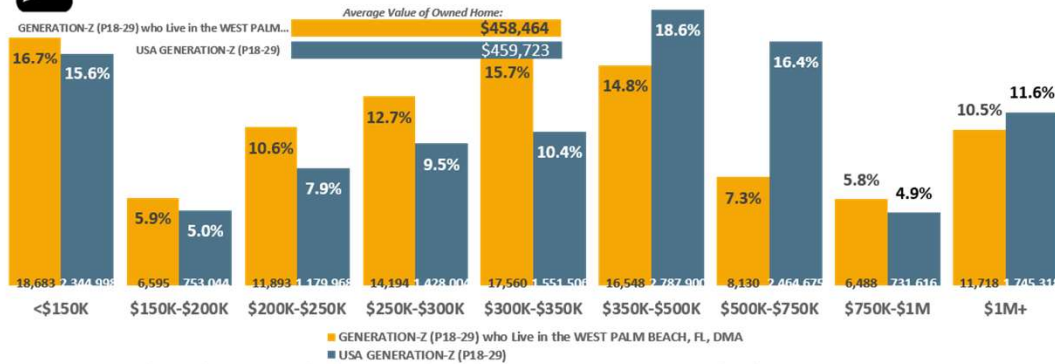
Type of Home:Adults 18 - 29



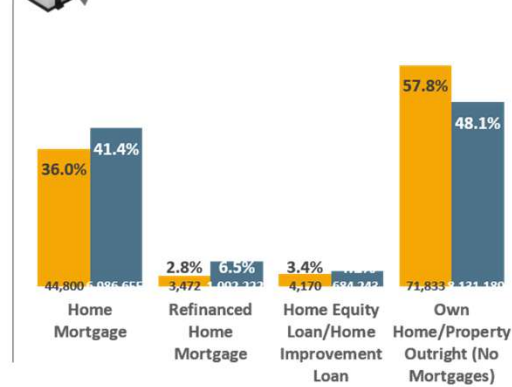
Pets in Home:Adults 18 - 29



Value of Owned Home: Adults 18 - 29



Home Loans: Adults 18 - 29



USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Jan25-Jan26 Qual Intab 266 USA Projection USA Qual Intab 3,498

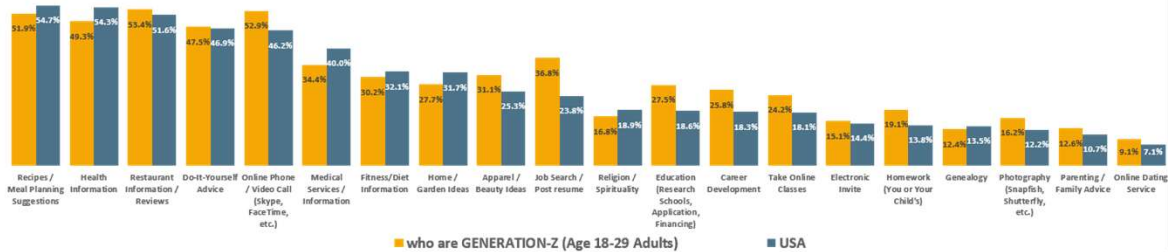
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



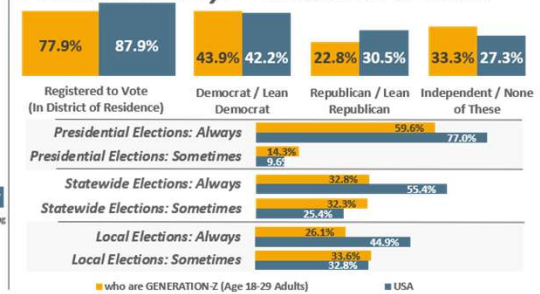
18.% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 1.2% more likely to look up D-I-Y advice online, 41.8% less likely to always vote in local elections, 13.6% more likely to belong to a gym, 1.6% less likely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



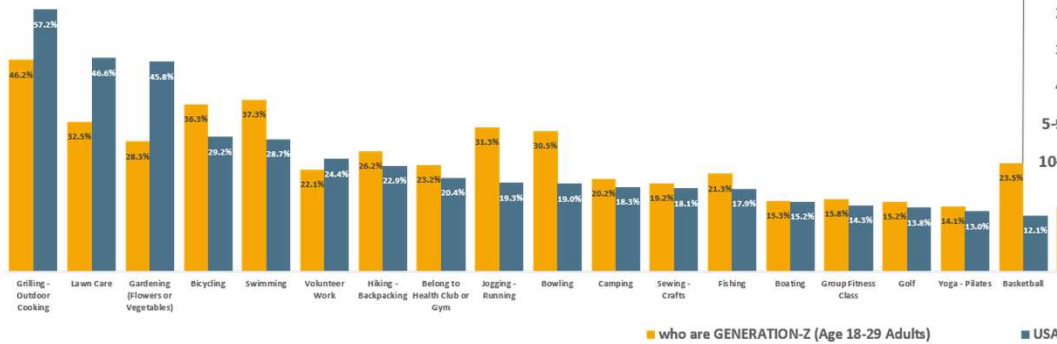
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



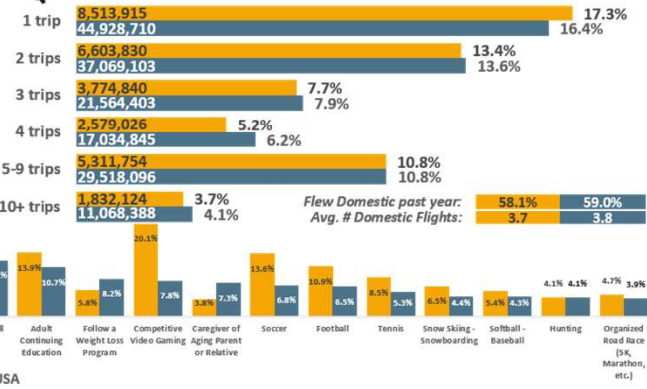
Political Activity: Adults 18 or older



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



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

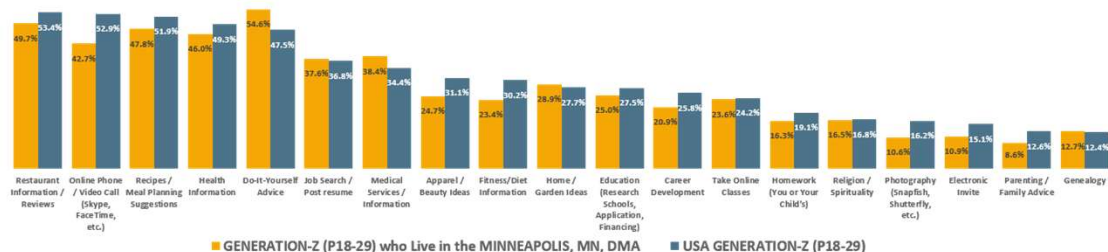




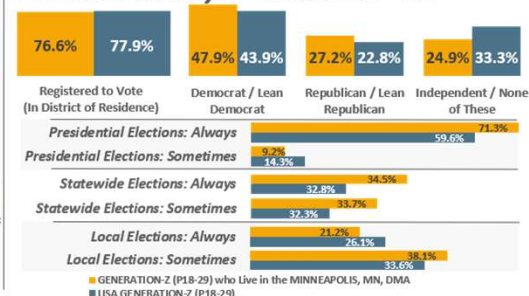
1.4% or 686,854 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the MINNEAPOLIS, MN, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA are 15.% more likely to look up D-I-Y advice online, 18.8% less likely to always vote in local elections, 33.% less likely to belong to a gym, 3.2% more likely to fly domestic past



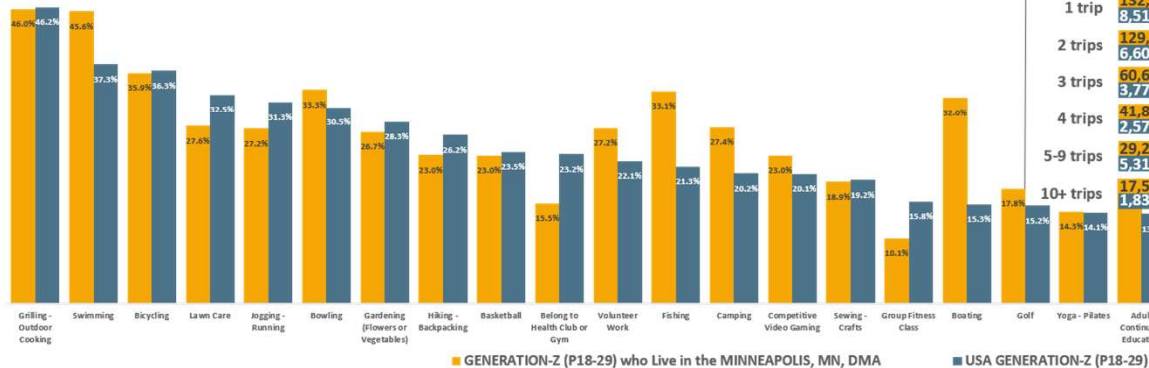
Top-20 past 30-days Online Lifestyle Activities: Adults 18 - 29



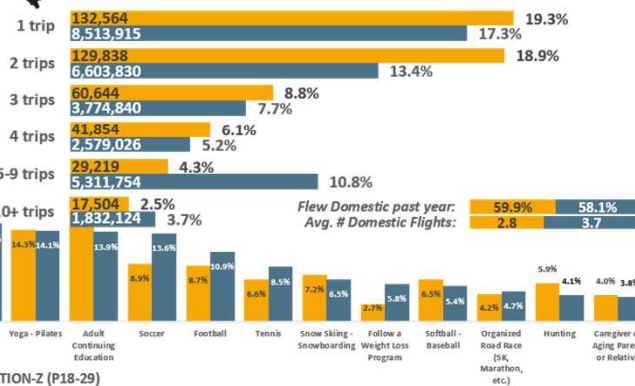
Political Activity: Adults 18 - 29



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



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

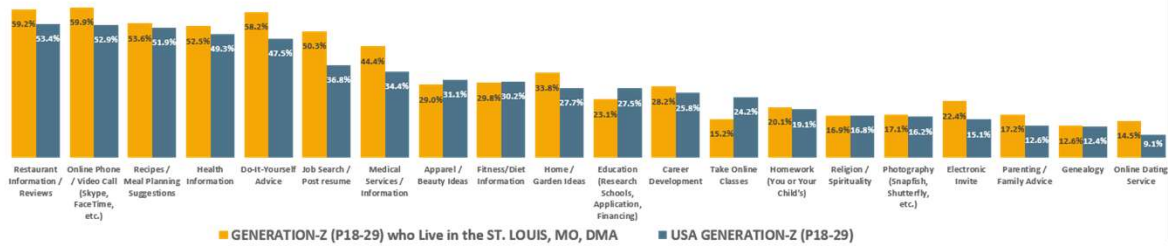




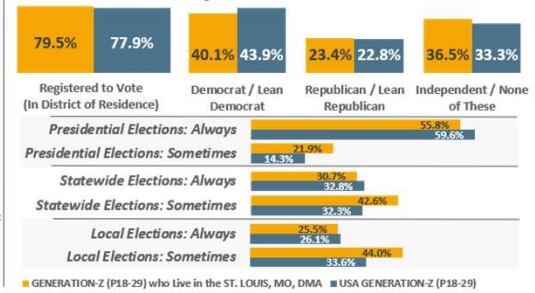
.9% or 438,142 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the ST. LOUIS, MO, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA are 22.6% more likely to look up D-I-Y advice online, 2.2% less likely to always vote in local elections, 6.2% more likely to belong to a gym, 22.7% less likely to fly domestic past y



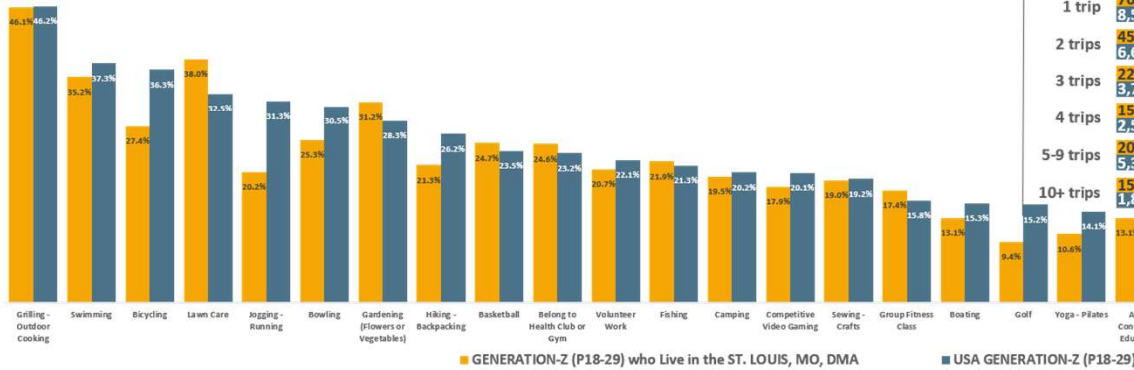
Top-20 past 30-days Online Lifestyle Activities: Adults 18 - 29



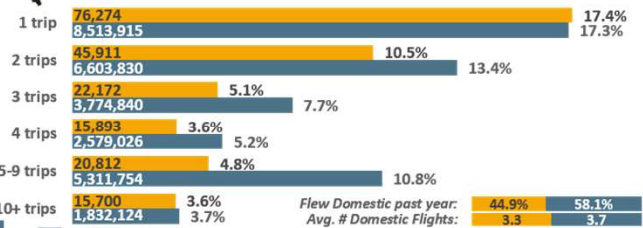
Political Activity: Adults 18 - 29



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



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



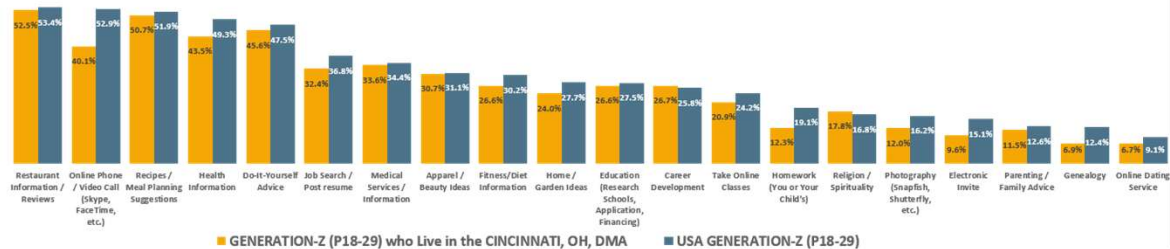
Flew Domestic past year: 44.9%
 Avg. # Domestic Flights: 3.3



.7% or 360,463 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the CINCINNATI, OH, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA are 4.4% less likely to look up D-I-Y advice online, 4.5% more likely to always vote in local elections, 3.8% more likely to belong to a gym, 26.2% less likely to fly domestic past yr

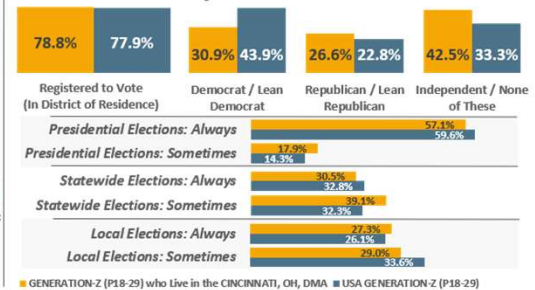


Top-20 past 30-days Online Lifestyle Activities: Adults 18 - 29



■ GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA ■ USA GENERATION-Z (P18-29)

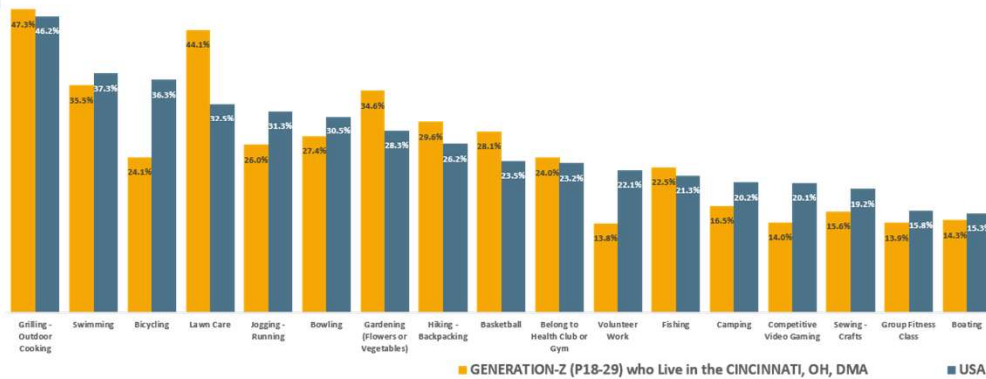
Political Activity: Adults 18 - 29



■ GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA ■ USA GENERATION-Z (P18-29)



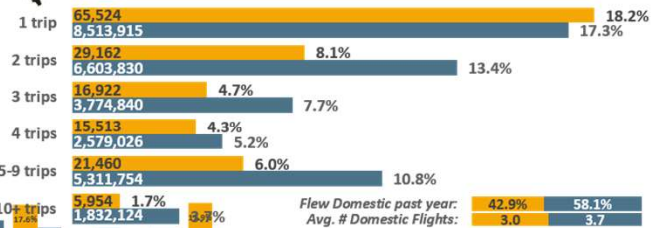
Top-30 past 12-months Active Lifestyle Activities: Adults 18 - 29



■ GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA ■ USA GENERATION-Z (P18-29)



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



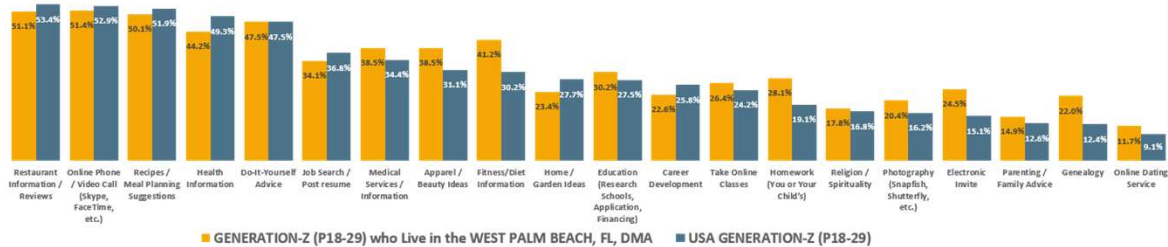
Flew Domestic past year: 42.9% vs 58.1%
 Avg. # Domestic Flights: 3.0 vs 3.7



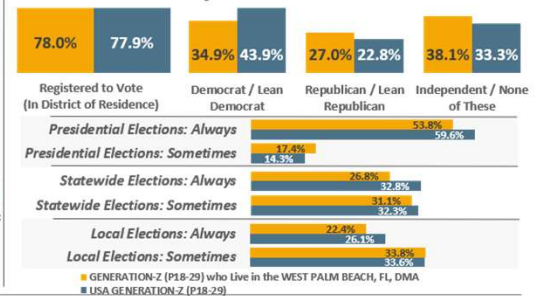
.6% or 283,496 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WEST PALM BEACH, FL, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA are .1% more likely to look up D-I-Y advice online, 14.1% less likely to always vote in local elections, 7.9% less likely to belong to a gym, 4.7% less likely to fly domestic pa



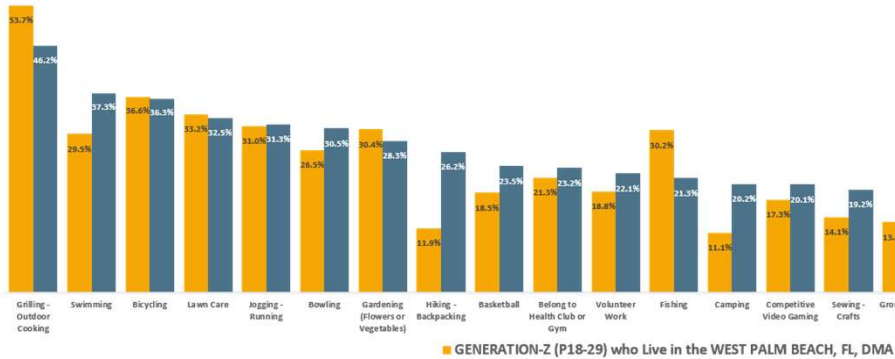
Top-20 past 30-days Online Lifestyle Activities: Adults 18 - 29



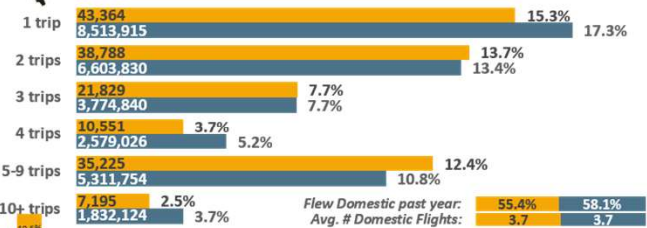
Political Activity: Adults 18 - 29



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



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

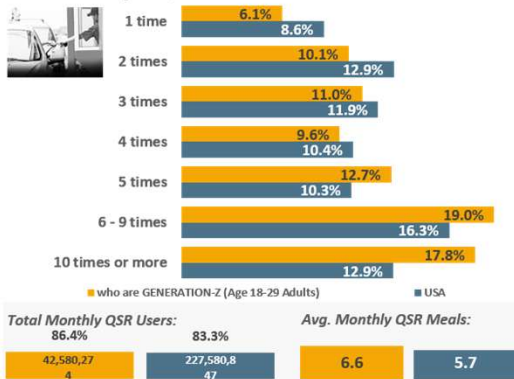


Flew Domestic past year: 55.4%
 Avg. # Domestic Flights: 3.7

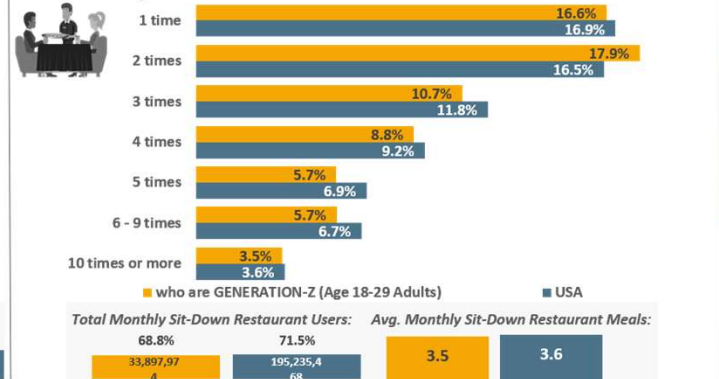


18.1% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 3.7% more likely to use QSRs past mo.,
 3.8% less likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 22.1% less
 likely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

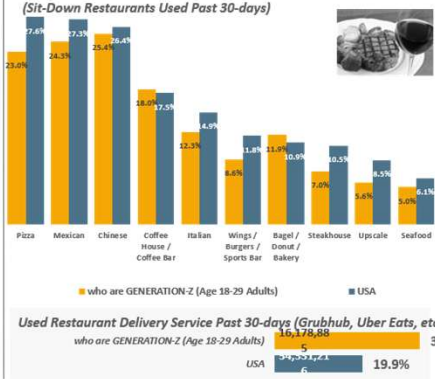
Past 30-days QSR Users: Adults 18 or older



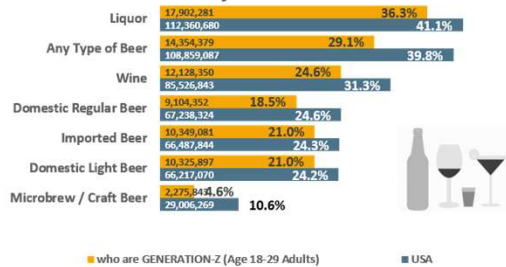
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



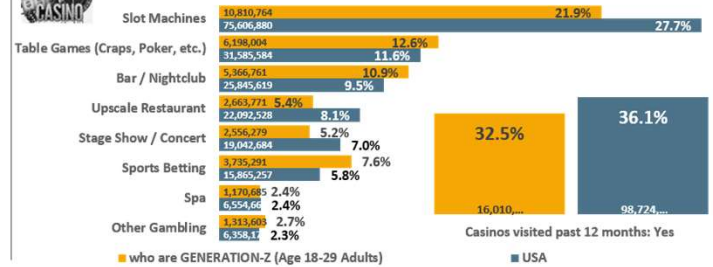
Top-10 Cuisines: Adults 18 or older



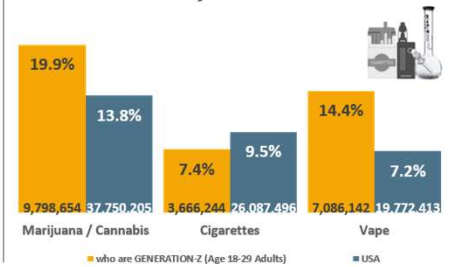
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



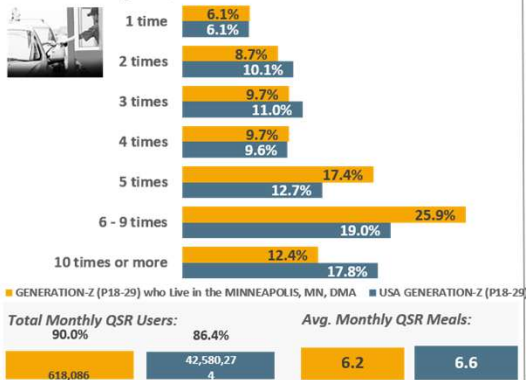
Used Past 30-days: Adults 18 or older



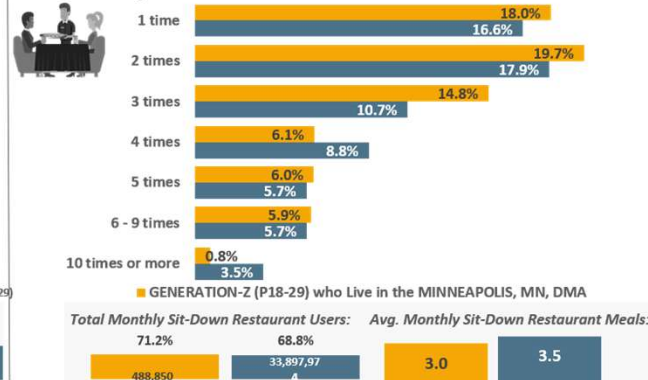


1.4% or 686,854 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the MINNEAPOLIS, MN, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA are 4.2% more likely to use QSRs past mo., 3.5% more likely to use Sit-Down Restaurants past mo., 22.6% more likely to use Casinos past yr., 8.5% more likely to smoke cigarettes.

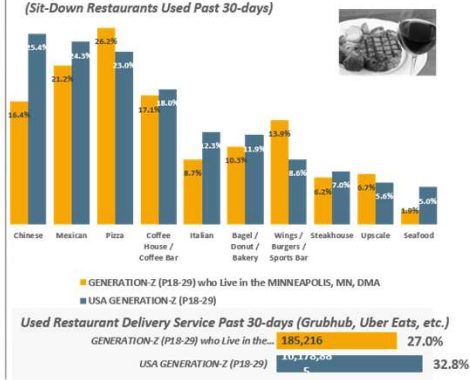
Past 30-days QSR Users: Adults 18 - 29



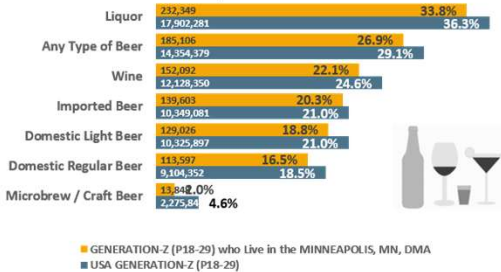
Past 30-days Sit-Down Restaurant Users: Adults 18 - 29



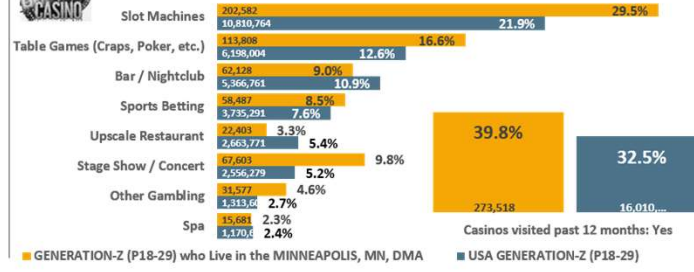
Top-10 Cuisines: Adults 18 - 29



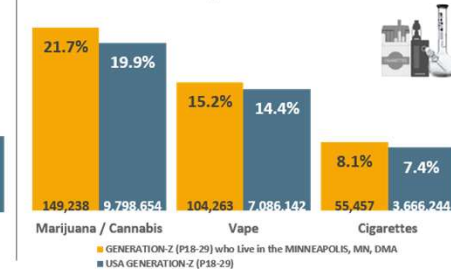
Drank Past 30-days: Adults 18 - 29



Past 12 months Casino Activities: Adults 18 - 29



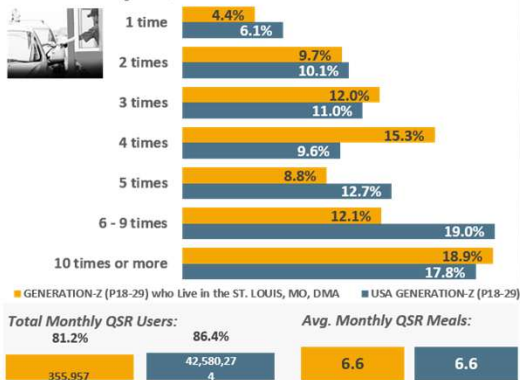
Used Past 30-days: Adults 18 - 29



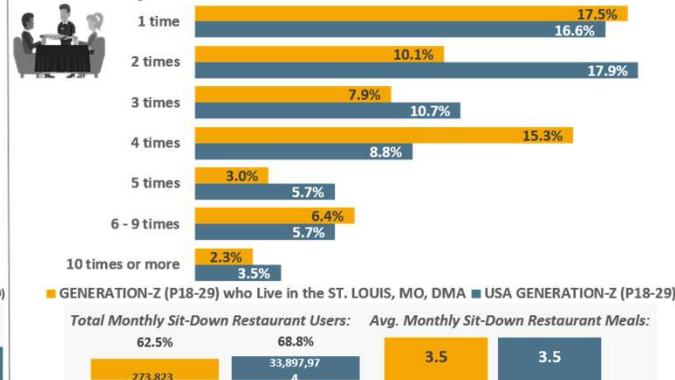


.9% or 438,142 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the ST. LOUIS, MO, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA are 6.% less likely to use QSRs past mo., 9.1% less likely to use Sit-Down Restaurants past mo., 8.1% more likely to use Casinos past yr., 14.% more likely to smoke cigarettes.

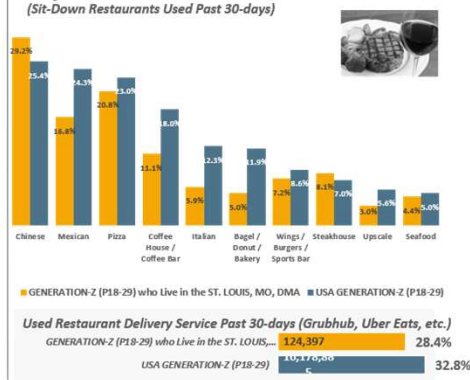
Past 30-days QSR Users: Adults 18 - 29



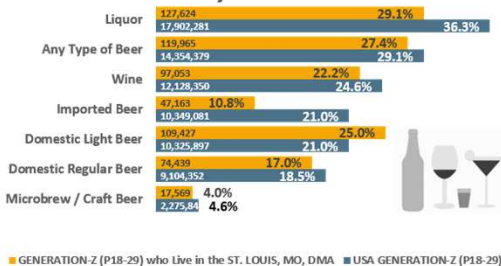
Past 30-days Sit-Down Restaurant Users: Adults 18 - 29



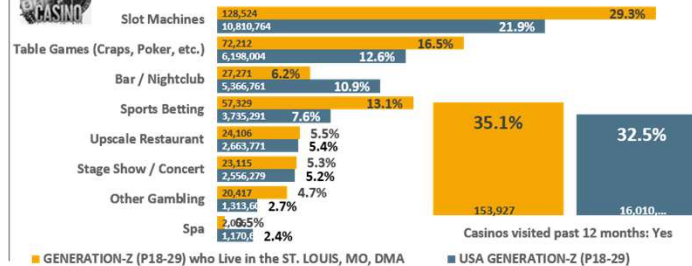
Top-10 Cuisines: Adults 18 - 29



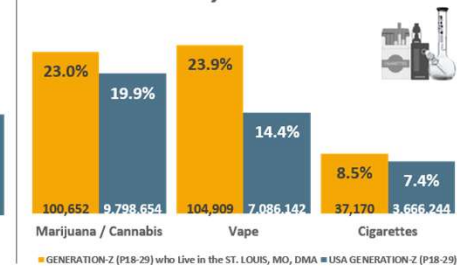
Drank Past 30-days: Adults 18 - 29



Past 12 months Casino Activities: Adults 18 - 29



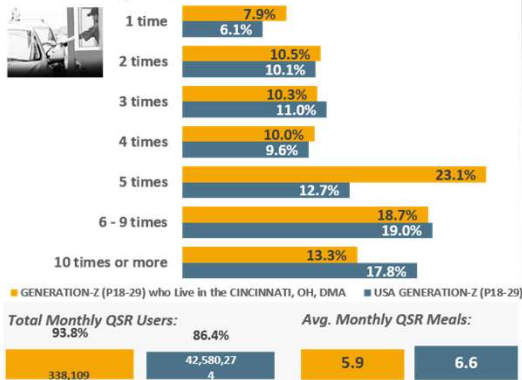
Used Past 30-days: Adults 18 - 29



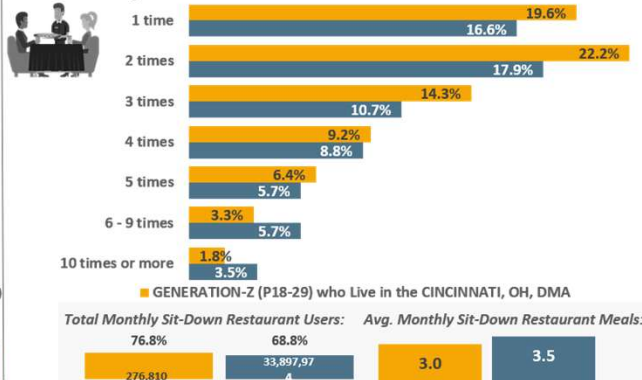


.7% or 360,463 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the CINCINNATI, OH, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA are 8.6% more likely to use QSRs past mo., 11.6% more likely to use Sit-Down Restaurants past mo., 4.% less likely to use Casinos past yr., 138.7% more likely to smoke cigarettes.

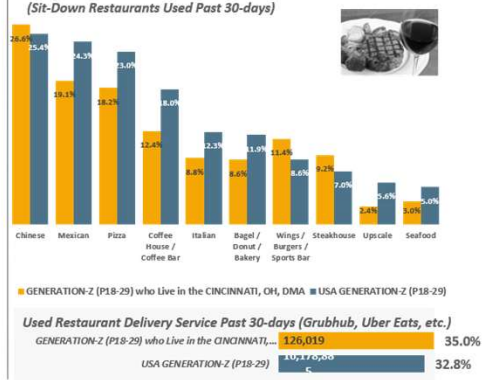
Past 30-days QSR Users: Adults 18 - 29



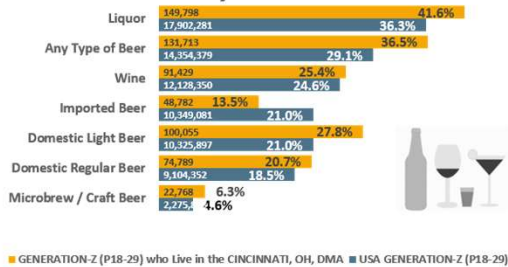
Past 30-days Sit-Down Restaurant Users: Adults 18 - 29



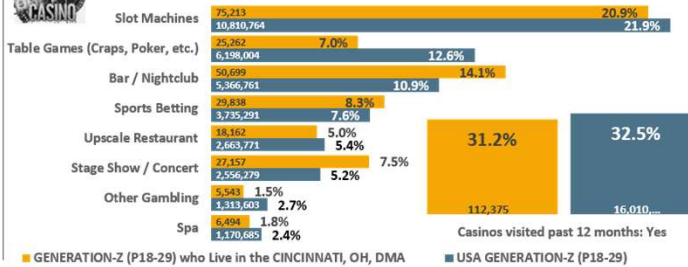
Top-10 Cuisines: Adults 18 - 29



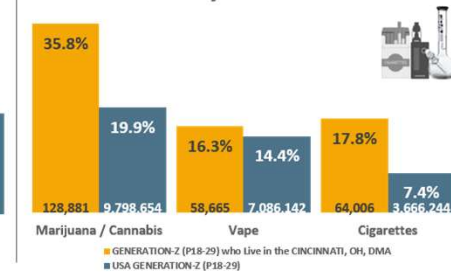
Drank Past 30-days: Adults 18 - 29



Past 12 months Casino Activities: Adults 18 - 29



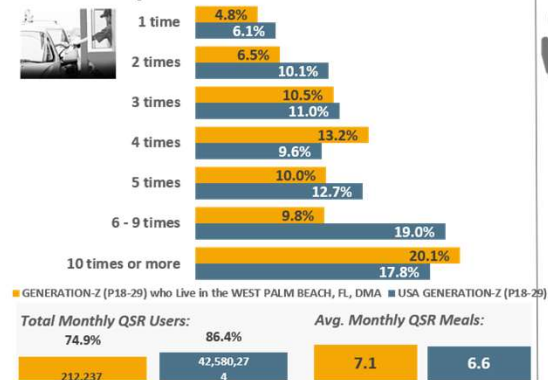
Used Past 30-days: Adults 18 - 29



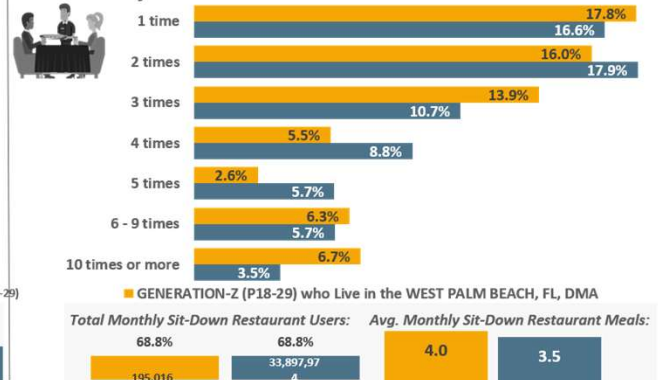


.6% or 283,496 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WEST PALM BEACH, FL, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA are 13.4% less likely to use QSRs past mo., .% more likely to use Sit-Down Restaurants past mo., 42.8% less likely to use Casinos past yr., 62.8% less likely to smoke cigarettes

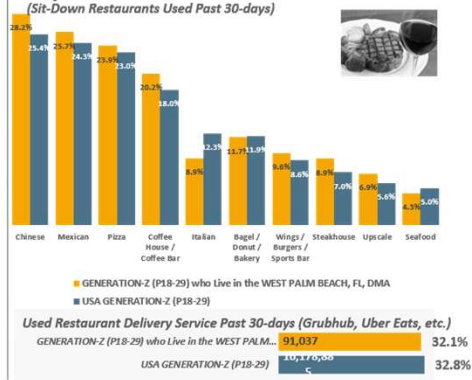
Past 30-days QSR Users: Adults 18 - 29



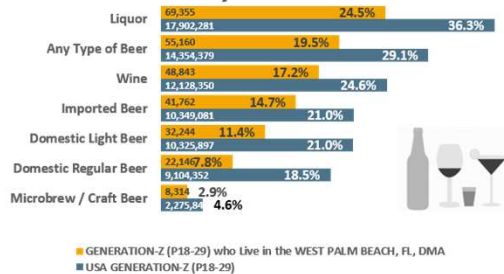
Past 30-days Sit-Down Restaurant Users: Adults 18 - 29



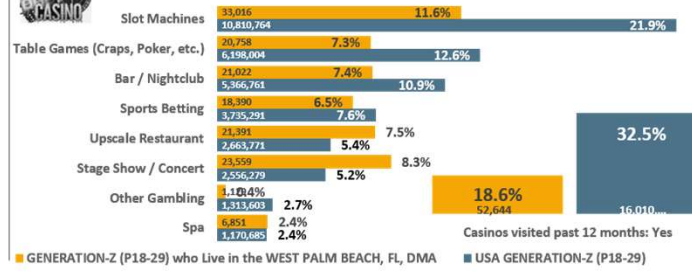
Top-10 Cuisines: Adults 18 - 29



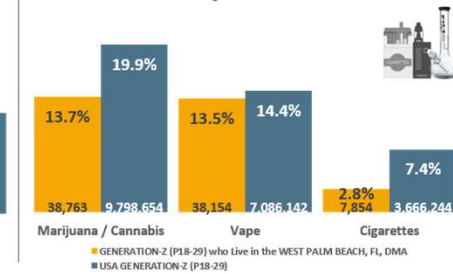
Drank Past 30-days: Adults 18 - 29



Past 12 months Casino Activities: Adults 18 - 29



Used Past 30-days: Adults 18 - 29





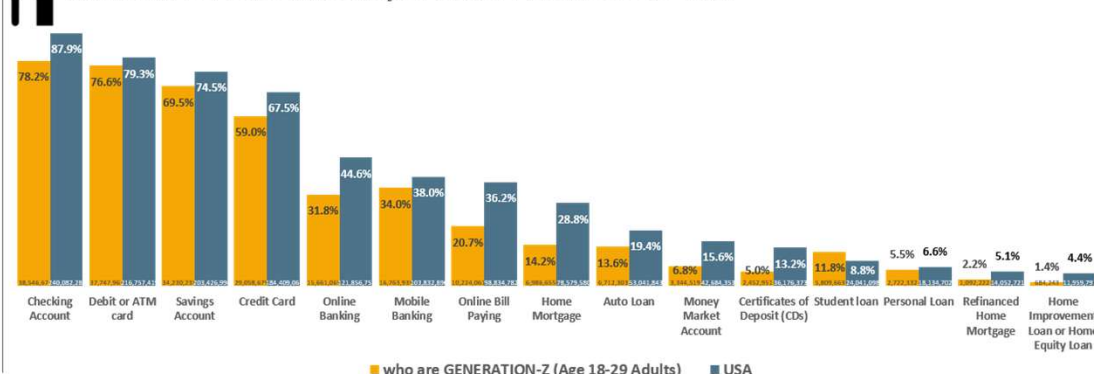
18.1% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 11.2% less likely to have a 401K, 29.9% less likely to have an Auto Loan, 16.6% less likely to Invest/Trade Stocks Online, 6.9% more likely to pay with their Debit Card.



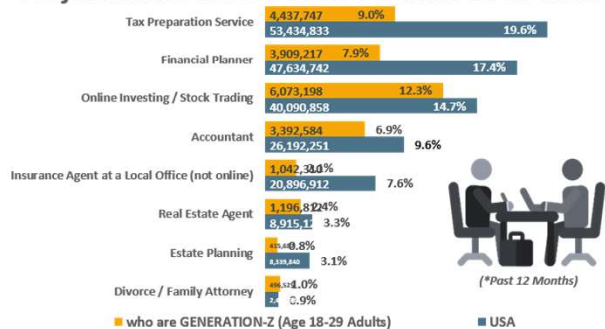
Investments Owned: Adults 18 or older



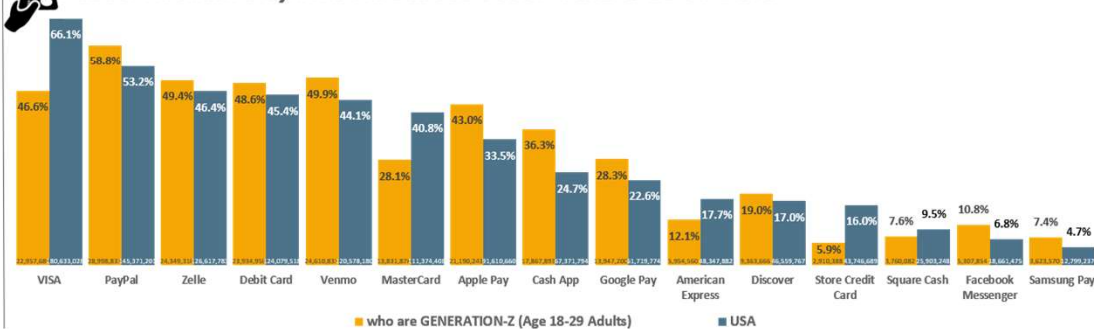
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

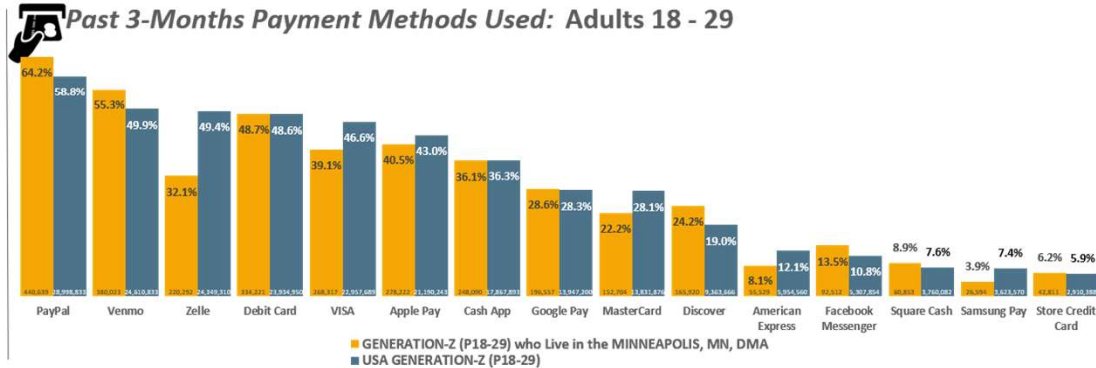
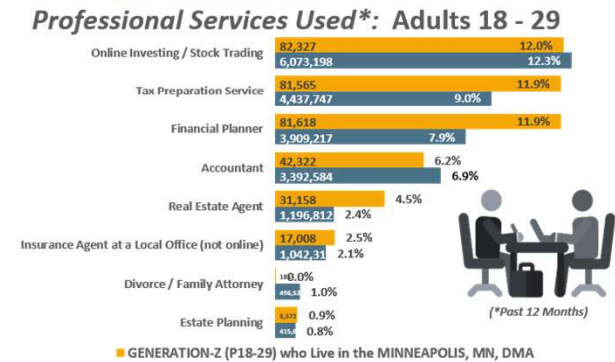
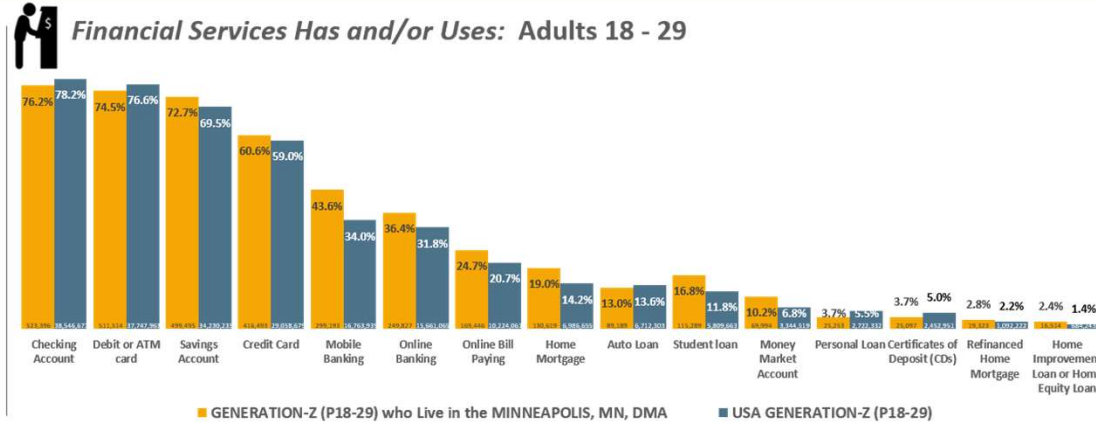
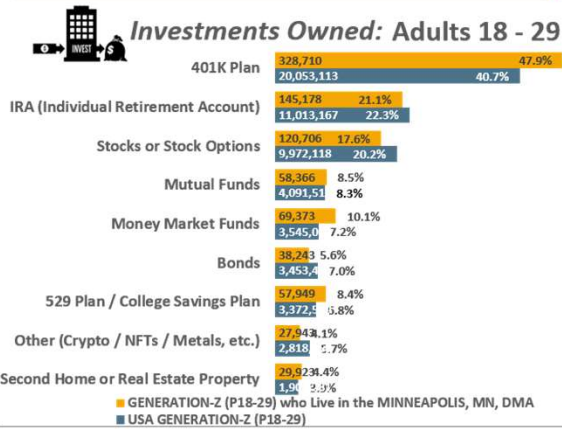


Past 3-Months Payment Methods Used: Adults 18 or older





1.4% or 686,854 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the MINNEAPOLIS, MN, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA are 17.6% more likely to have a 401K, 4.7% less likely to have an Auto Loan, 2.7% less likely to Invest/Trade Stocks Online, .2% more likely to pay with their Debit Card.



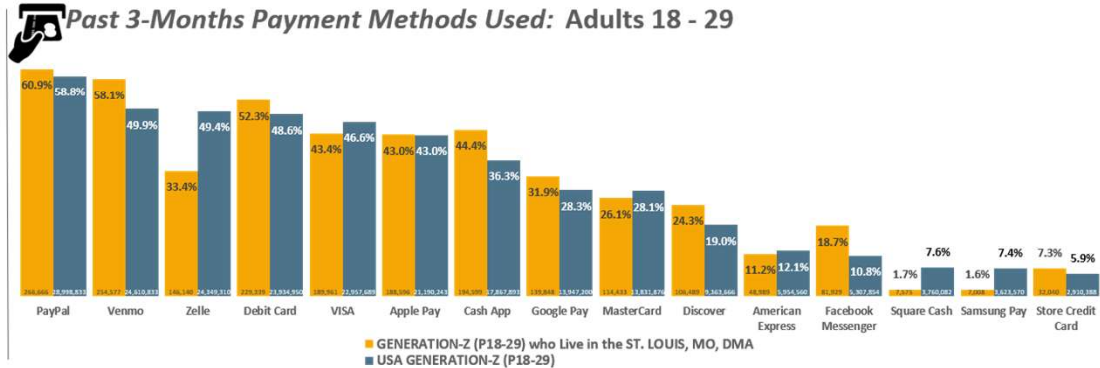
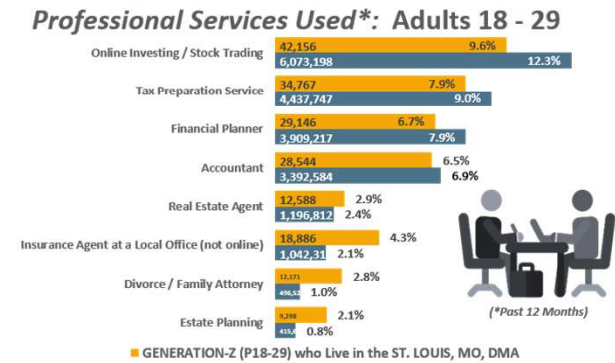
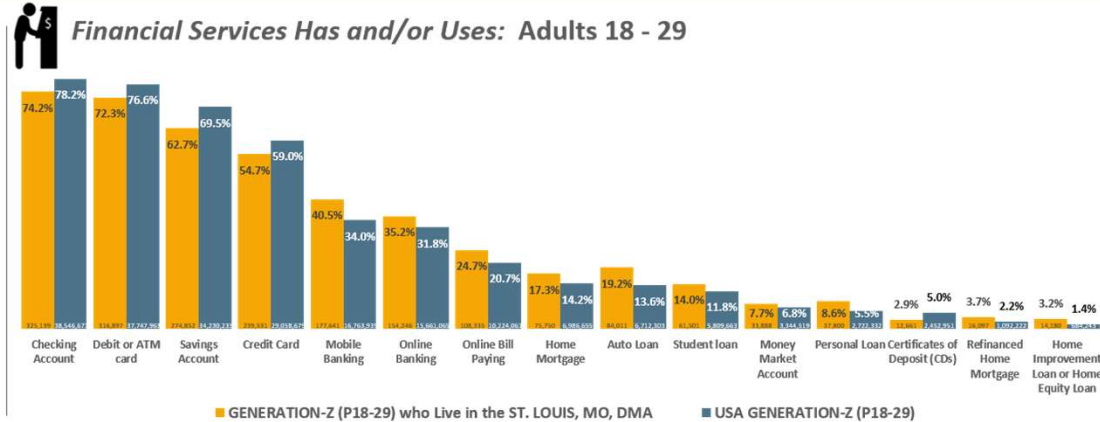
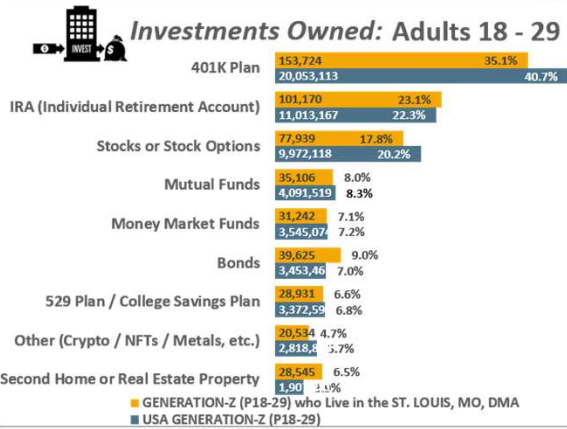
USA GENERATION-Z (P18-29) USA Projection Scarborough R1 2026: Feb25-Feb26
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Qual Intab 273 USA Projection USA Qual Intab 3,498

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



.9% or 438,142 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the ST. LOUIS, MO, DMA.
 Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA are 13.8% less likely to have a 401K, 40.8% more likely to have an Auto Loan, 21.9% less likely to Invest/Trade Stocks Online, 7.8% more likely to pay with their Debit Card.





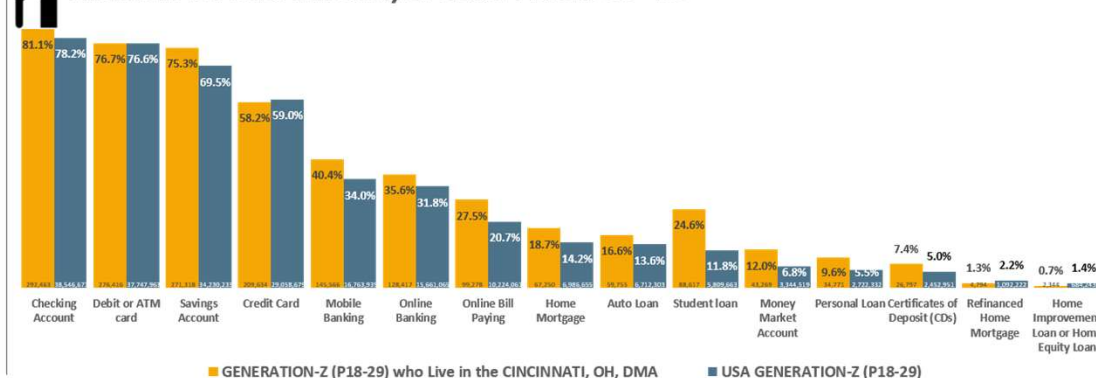
.7% or 360,463 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the CINCINNATI, OH, DMA. Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA are 7.3% more likely to have a 401K, 21.7% more likely to have an Auto Loan, 17.6% less likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



Investments Owned: Adults 18 - 29



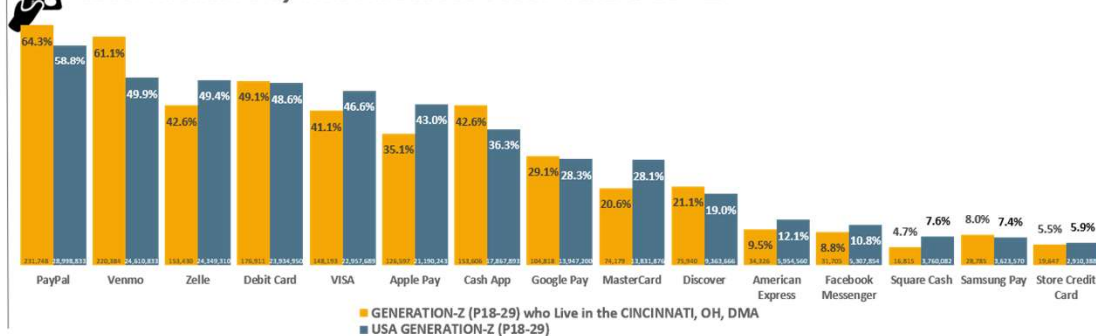
Financial Services Has and/or Uses: Adults 18 - 29



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
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

Qual Intab 251 USA Projection USA Qual Intab 3,498

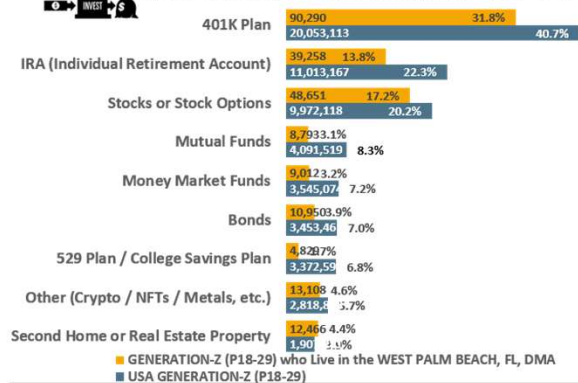
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



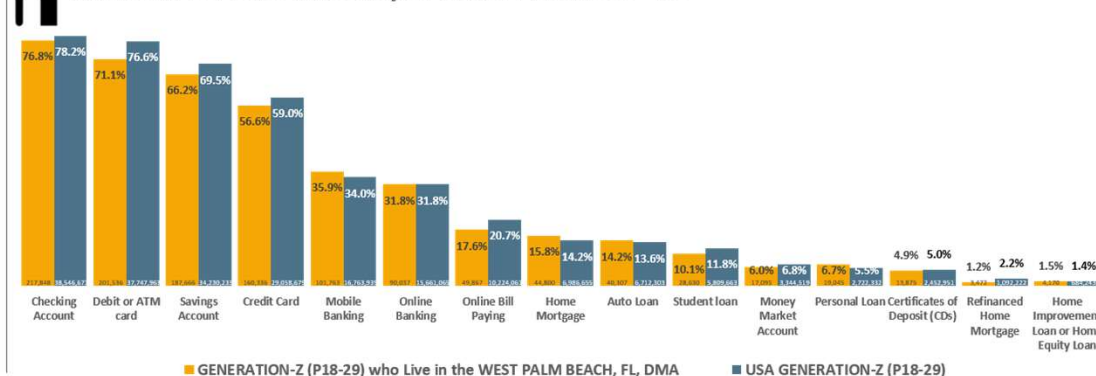
.6% or 283,496 of USA GENERATION-Z (P18-29) Adults 18 - 29 Live in the WEST PALM BEACH, FL, DMA. Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA are 21.7% less likely to have a 401K, 4.4% more likely to have an Auto Loan, 6.5% less likely to Invest/Trade Stocks Online, .3% more likely to pay with their Debit Card.



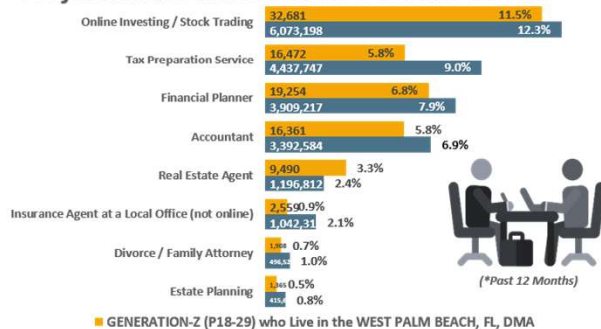
Investments Owned: Adults 18 - 29



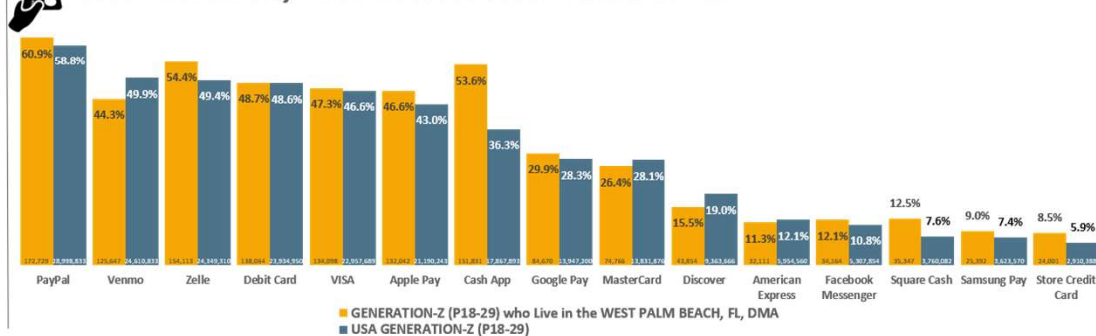
Financial Services Has and/or Uses: Adults 18 - 29



Professional Services Used*: Adults 18 - 29



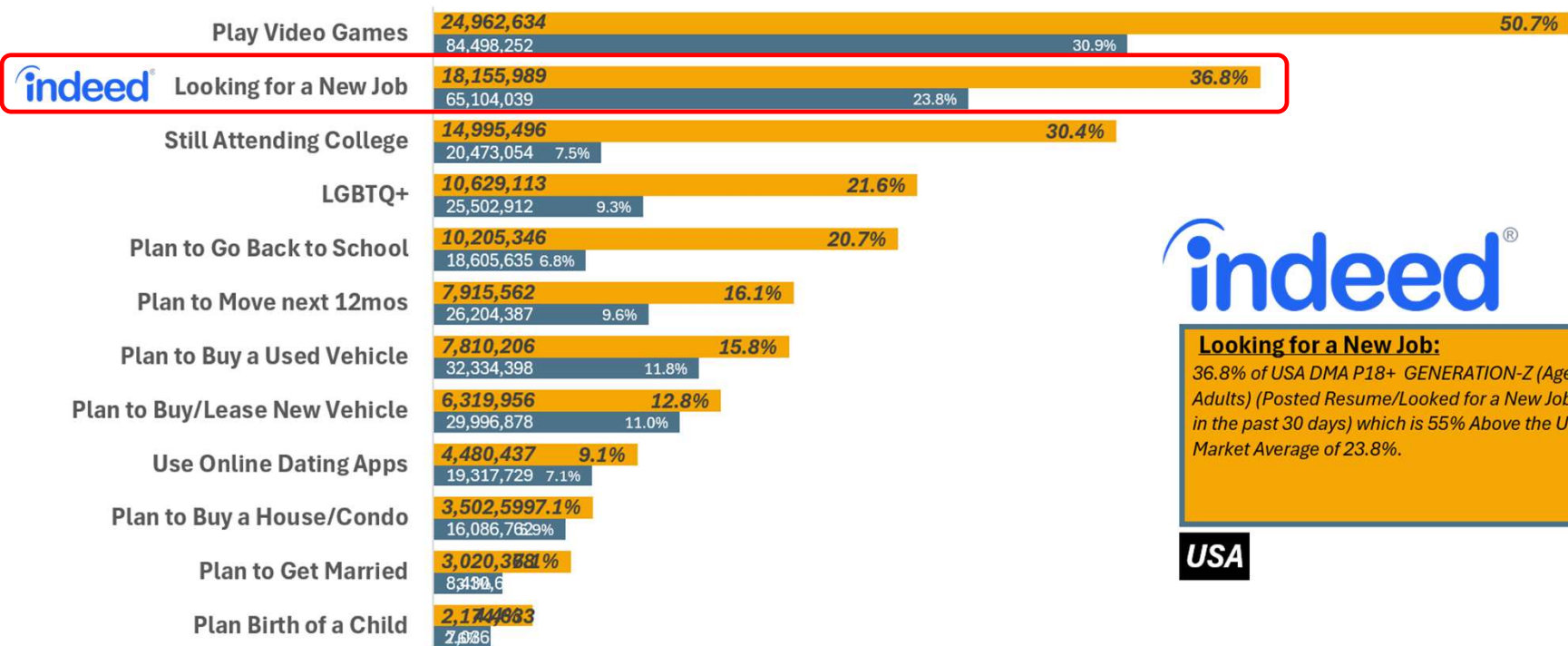
Past 3-Months Payment Methods Used: Adults 18 - 29





"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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

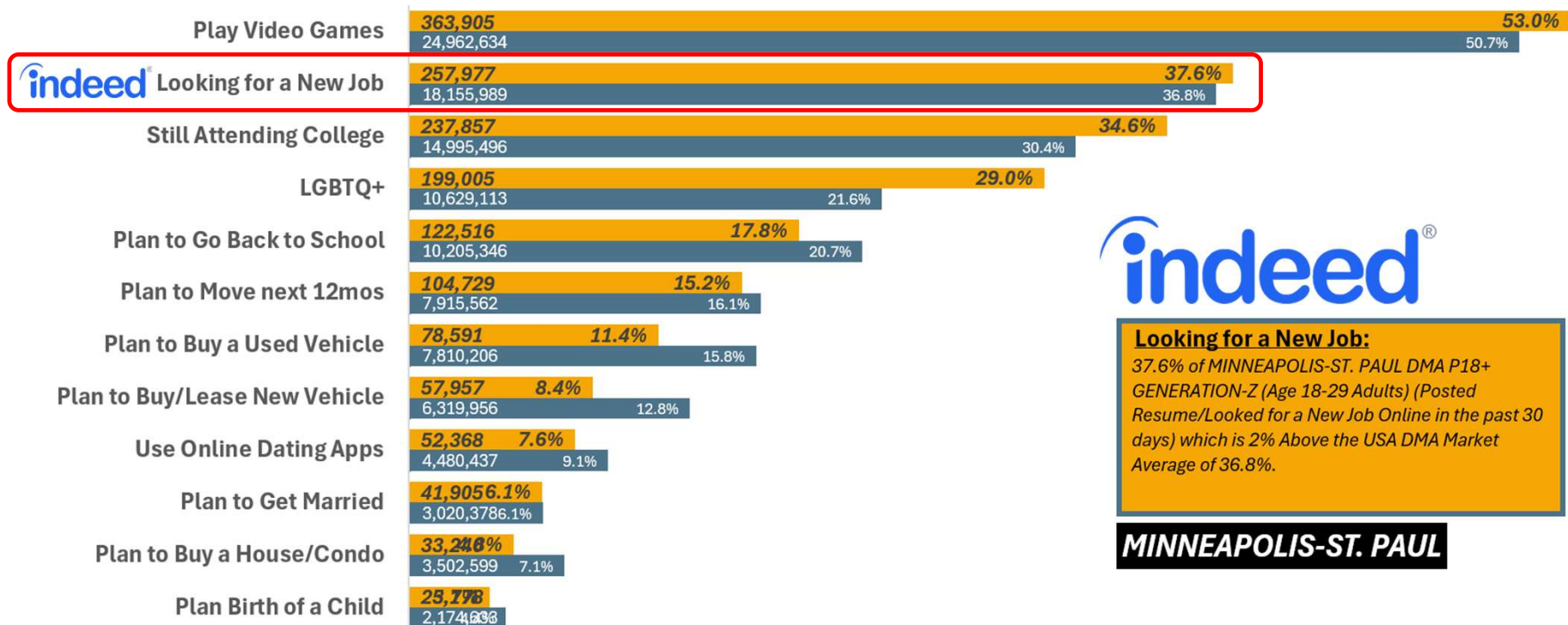
soefa.ai Share of Everything for Anything ®

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



"Lifestyle/Future Plans"

P18+ MINNEAPOLIS-ST. PAUL 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:

37.6% of MINNEAPOLIS-ST. PAUL DMA P18+ GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 2% Above the USA DMA Market Average of 36.8%.

MINNEAPOLIS-ST. PAUL

■ P18+ MINNEAPOLIS-ST. PAUL 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)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 273
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

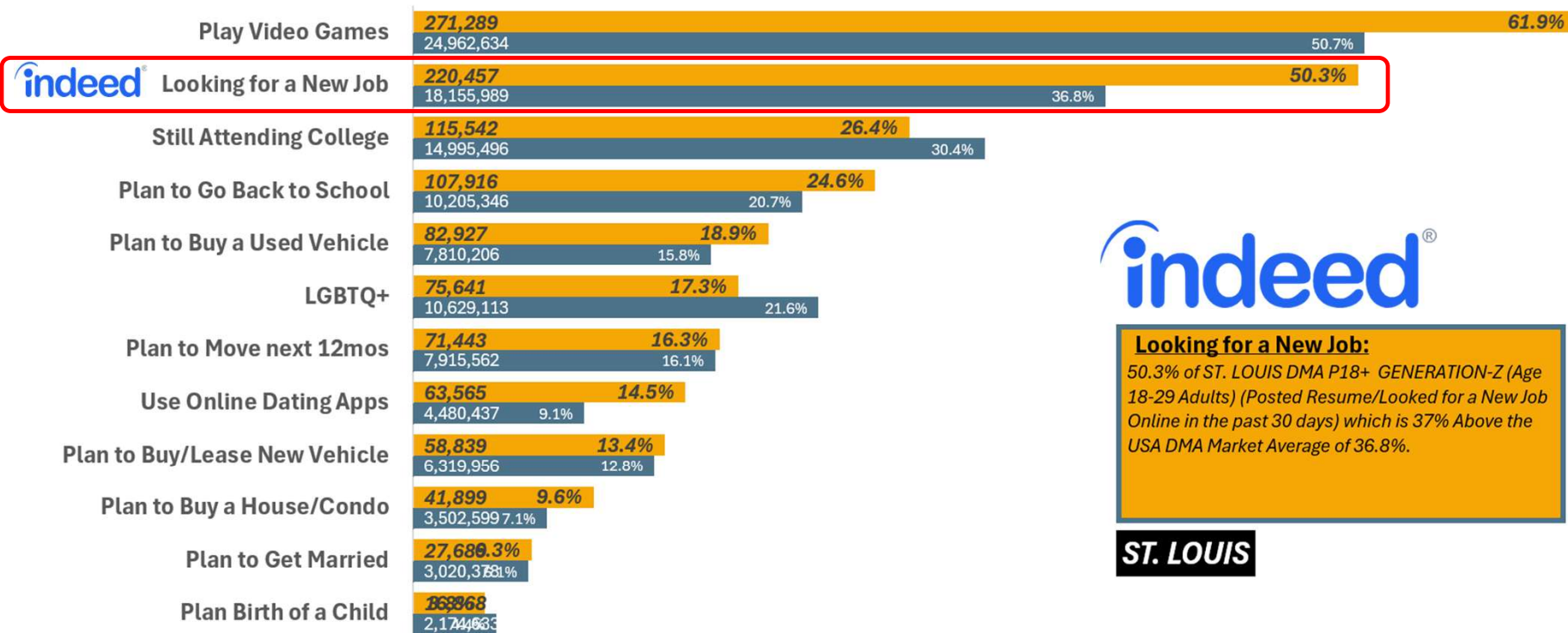
soefa.ai Share of Everything for Anything ®

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



"Lifestyle/Future Plans"

P18+ ST. LOUIS 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:

50.3% of ST. LOUIS DMA P18+ GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 37% Above the USA DMA Market Average of 36.8%.

ST. LOUIS

■ P18+ ST. LOUIS 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)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 292
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

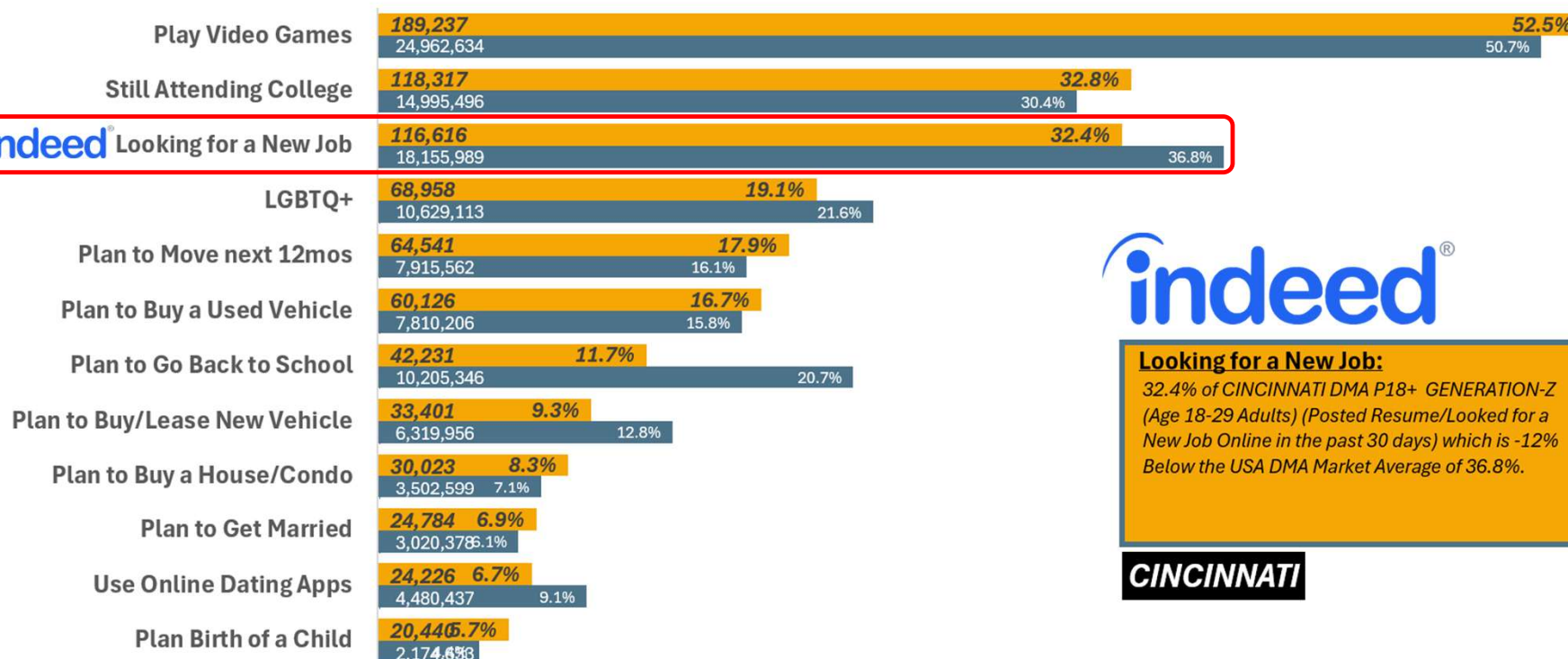
soefa.ai Share of Everything for Anything ®

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



"Lifestyle/Future Plans"

P18+ CINCINNATI 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:

32.4% of CINCINNATI DMA P18+ GENERATION-Z (Age 18-29 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -12% Below the USA DMA Market Average of 36.8%.

CINCINNATI

■ P18+ CINCINNATI 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)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 251

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

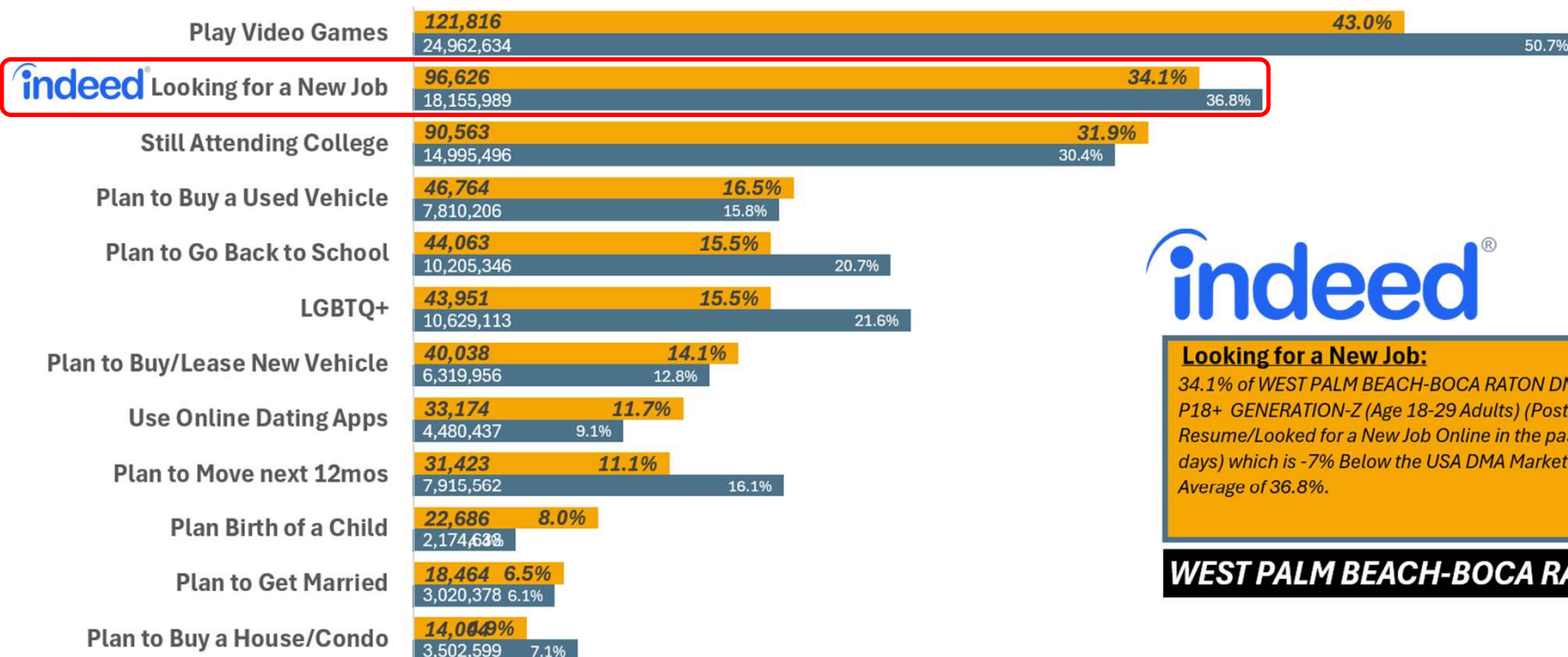
soefa.ai Share of Everything for Anything ®

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



"Lifestyle/Future Plans"

P18+ WEST PALM BEACH-BOCA RATON 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:

34.1% of WEST PALM BEACH-BOCA RATON 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%.

WEST PALM BEACH-BOCA RATON

■ P18+ WEST PALM BEACH-BOCA RATON 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)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 266

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

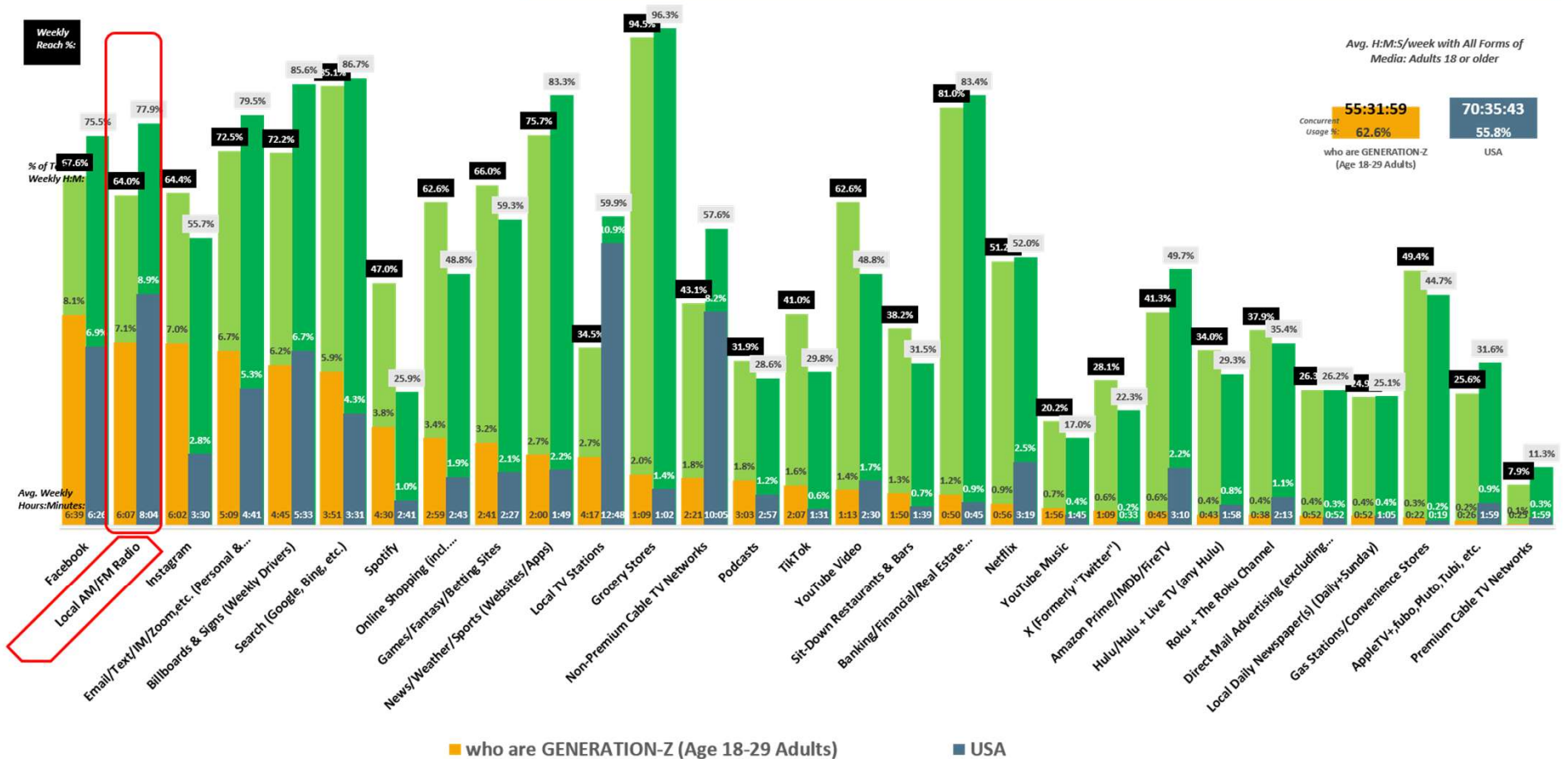
soefa.ai Share of Everything for Anything

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



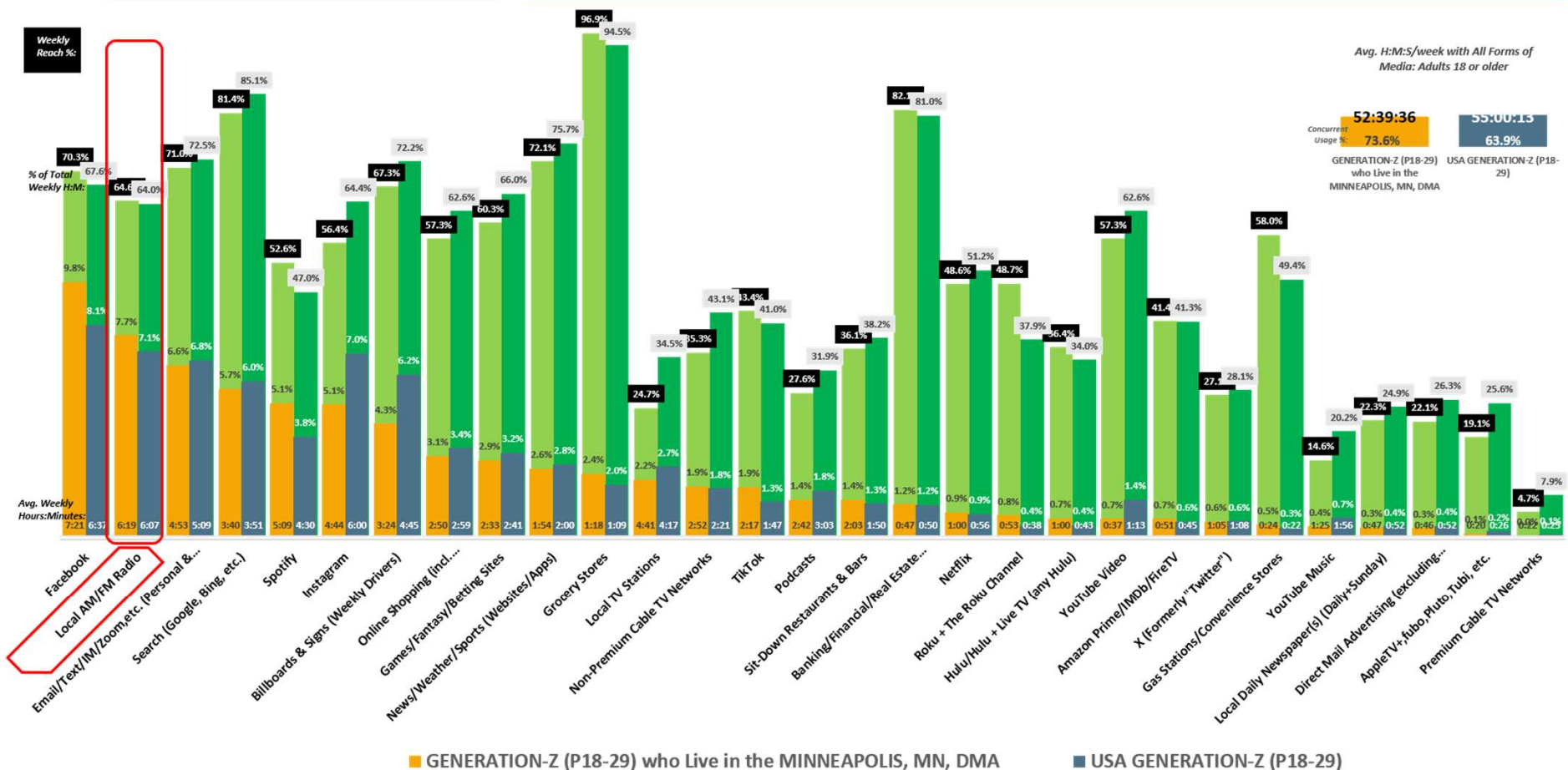
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 7 hours, 31 minutes and 59 seconds each week with All Forms of Media.

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 MINNEAPOLIS, MN, DMA spend an average of 2 days, 4 hours, 39 minutes and 36 seconds each week with All Forms of Media.
 64.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA spend an avg. of 6 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



USA GENERATION-Z (P18-29) USA Projection
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

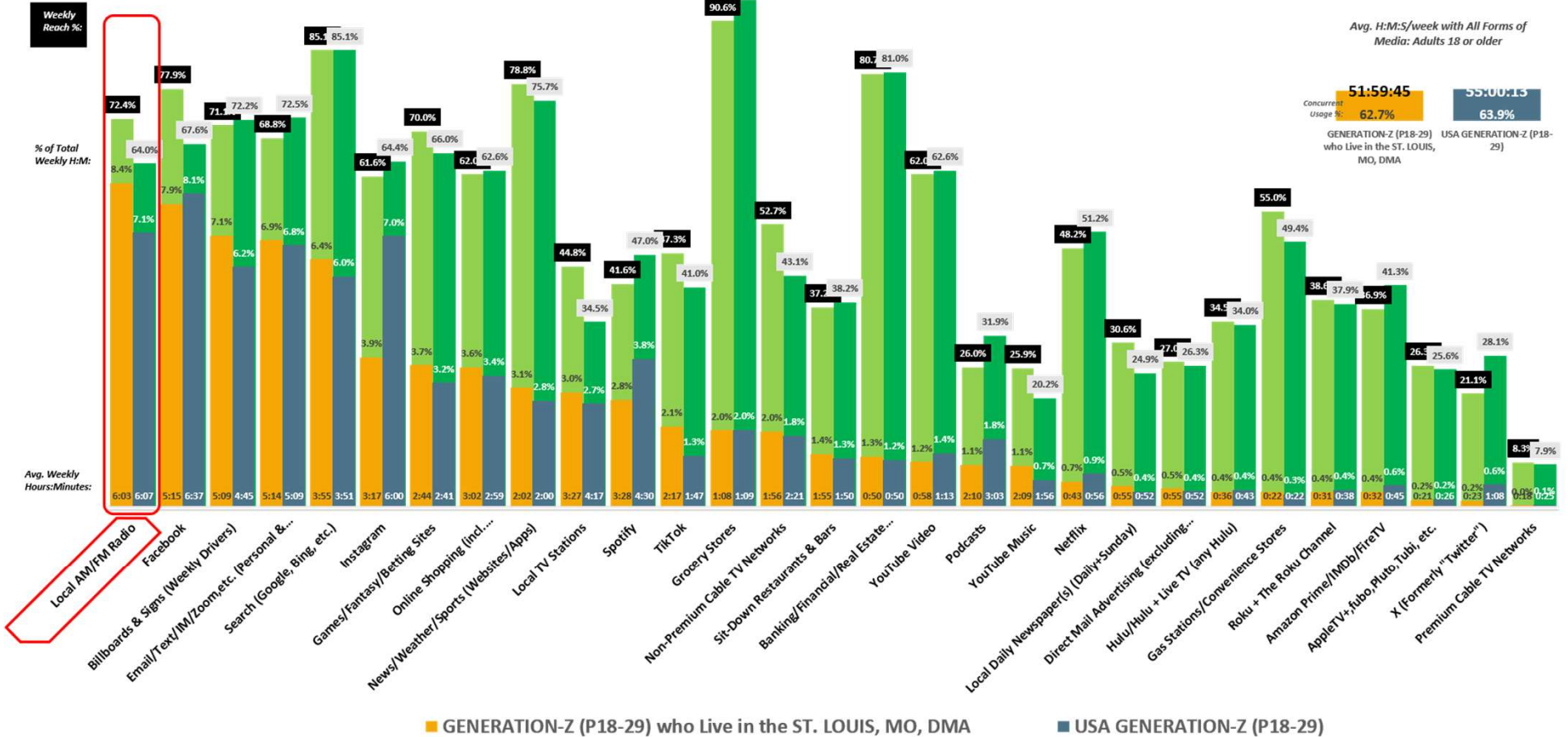
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything for Anything



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 3 hours, 59 minutes and 45 seconds each week with All Forms of Media.
 72.4% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA spend an avg. of 6 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.



USA GENERATION-Z (P18-29) USA Projection
 All Graphs and soefa.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)

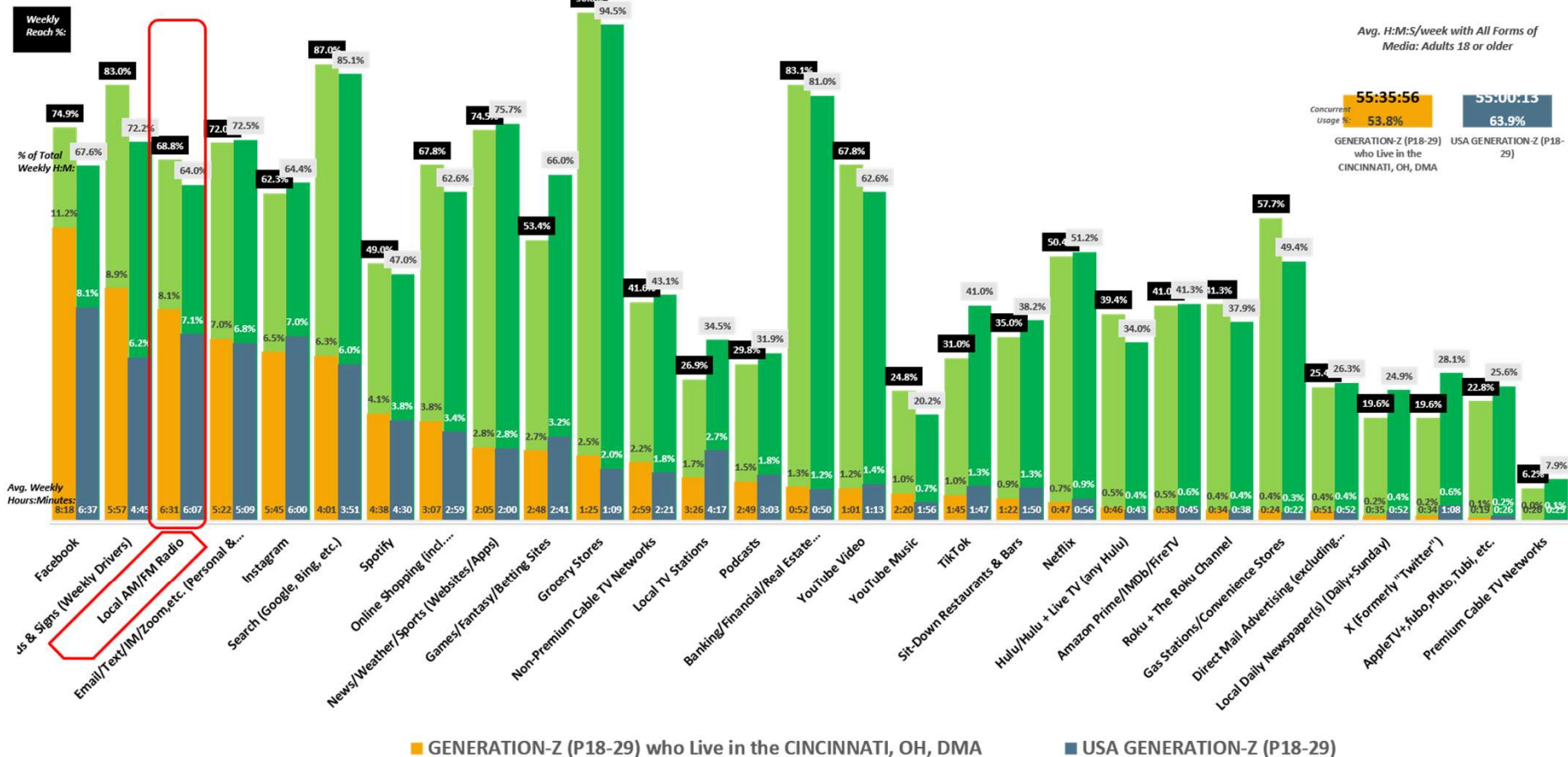


Share of Everything for Anything



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 7 hours, 35 minutes and 56 seconds each week with All Forms of Media.

68.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA spend an avg. of 6 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 8.1% of total time spent with all forms of Media.



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

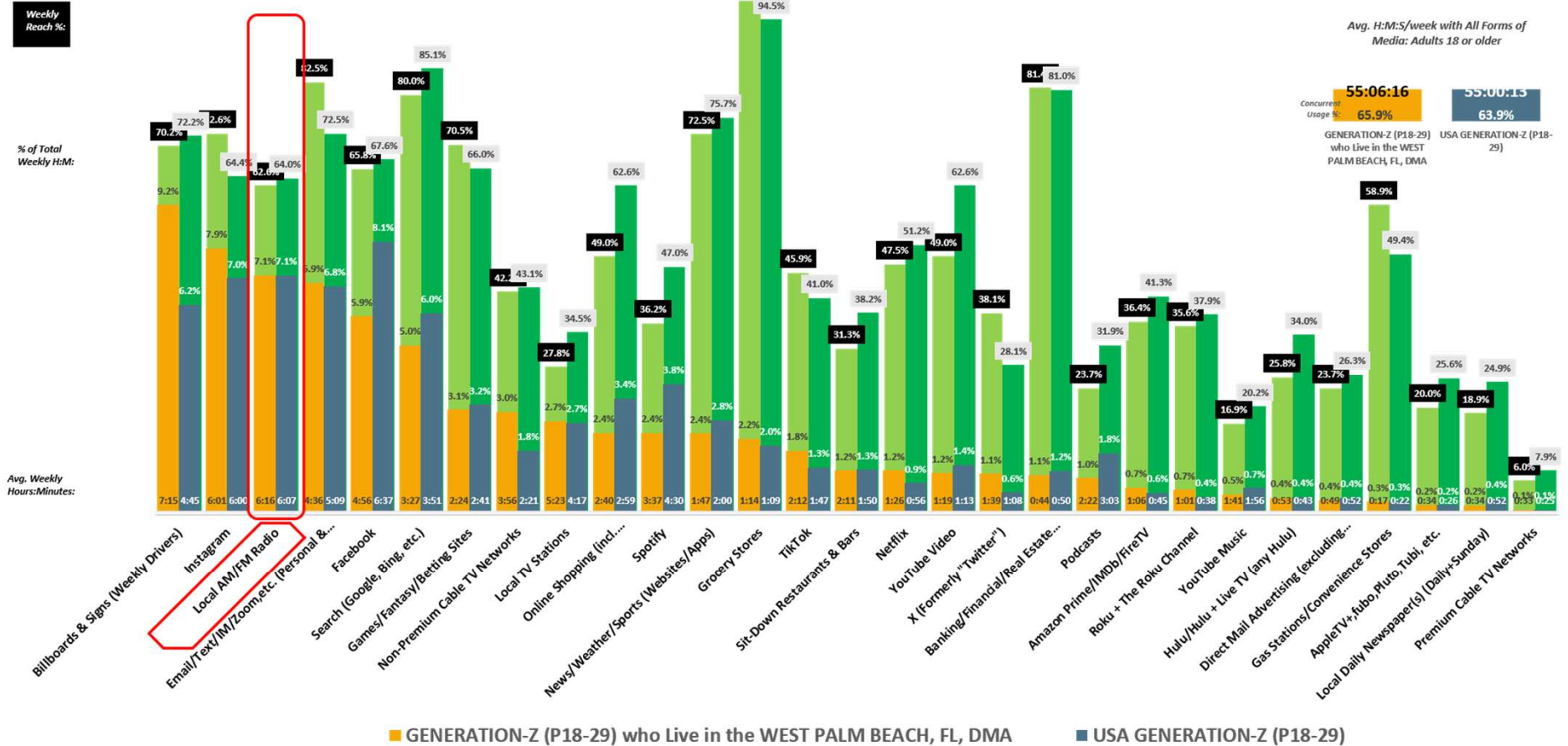
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything for Anything.



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA spend an average of 2 days, 7 hours, 6 minutes and 16 seconds each week with All Forms of Media.
62.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA spend an avg. of 6 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

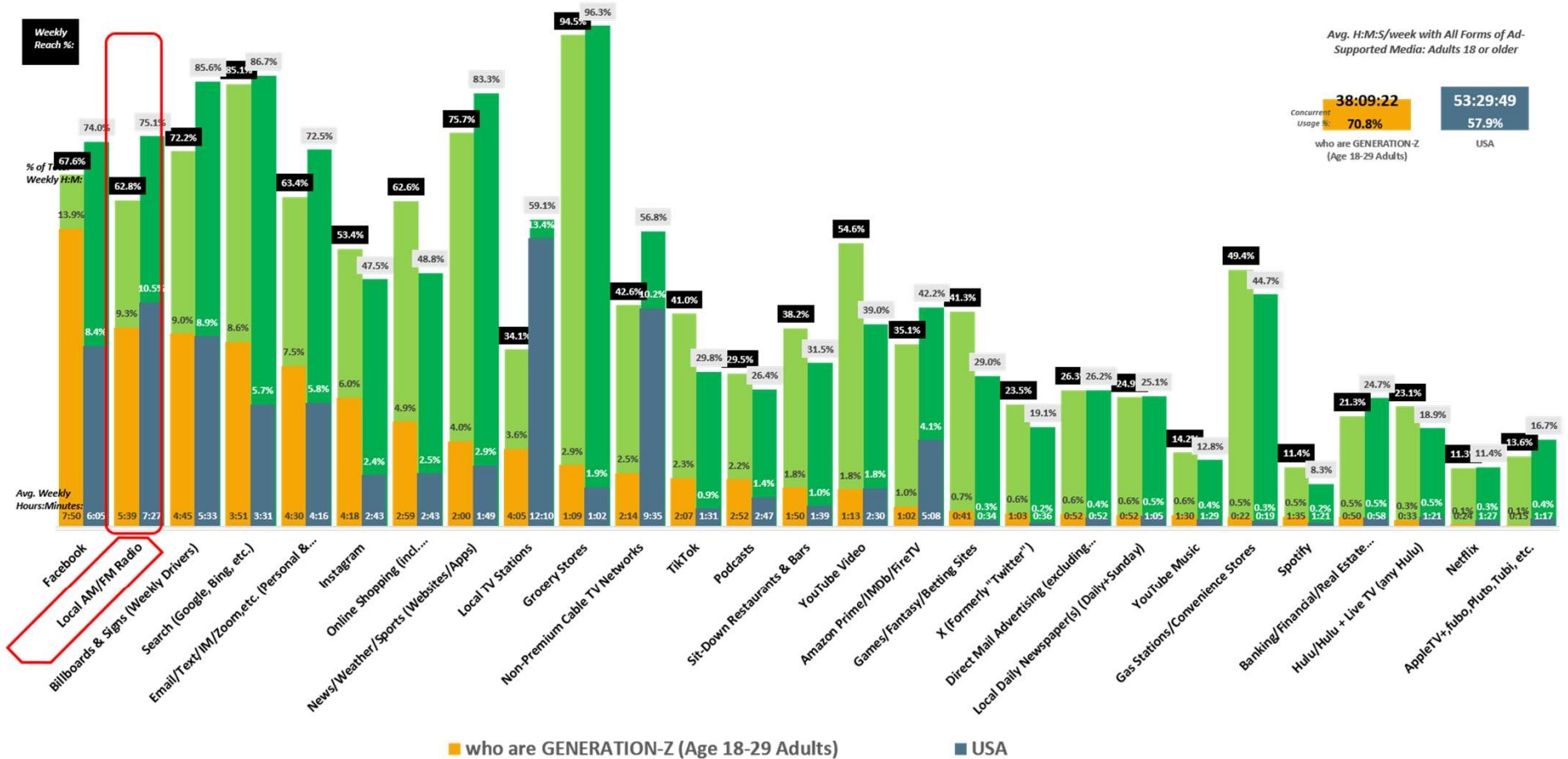
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything for Anything

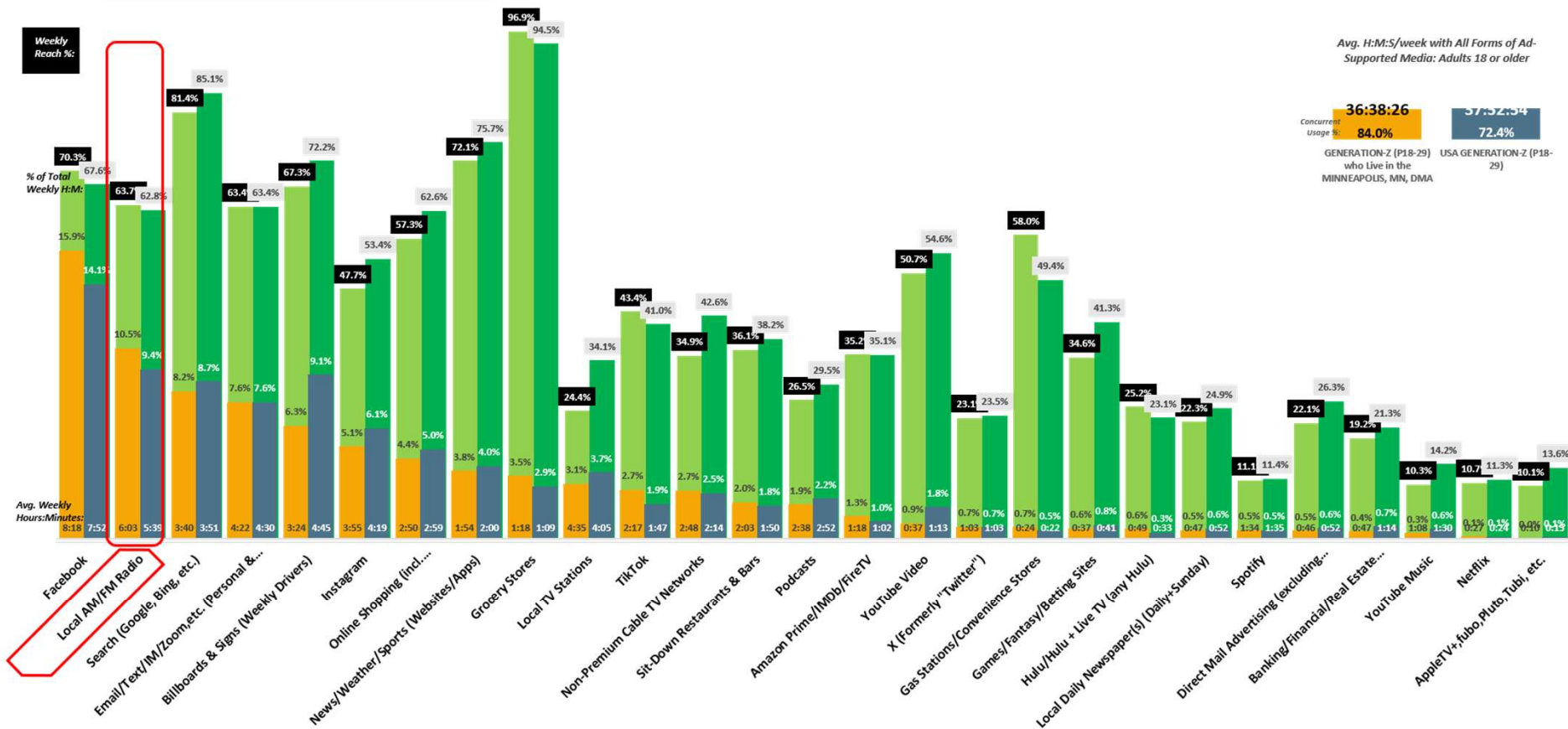


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 14 hours, 9 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 39 minutes each week listening to 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 MINNEAPOLIS, MN, DMA spend an average of 1 days, 12 hours, 38 minutes and 26 seconds each week with All Forms of Ad-Supported Media.
63.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.



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

36:38:26	37:52:34
84.0%	72.4%
GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA	USA GENERATION-Z (P18-29)

■ GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA ■ USA GENERATION-Z (P18-29)

USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

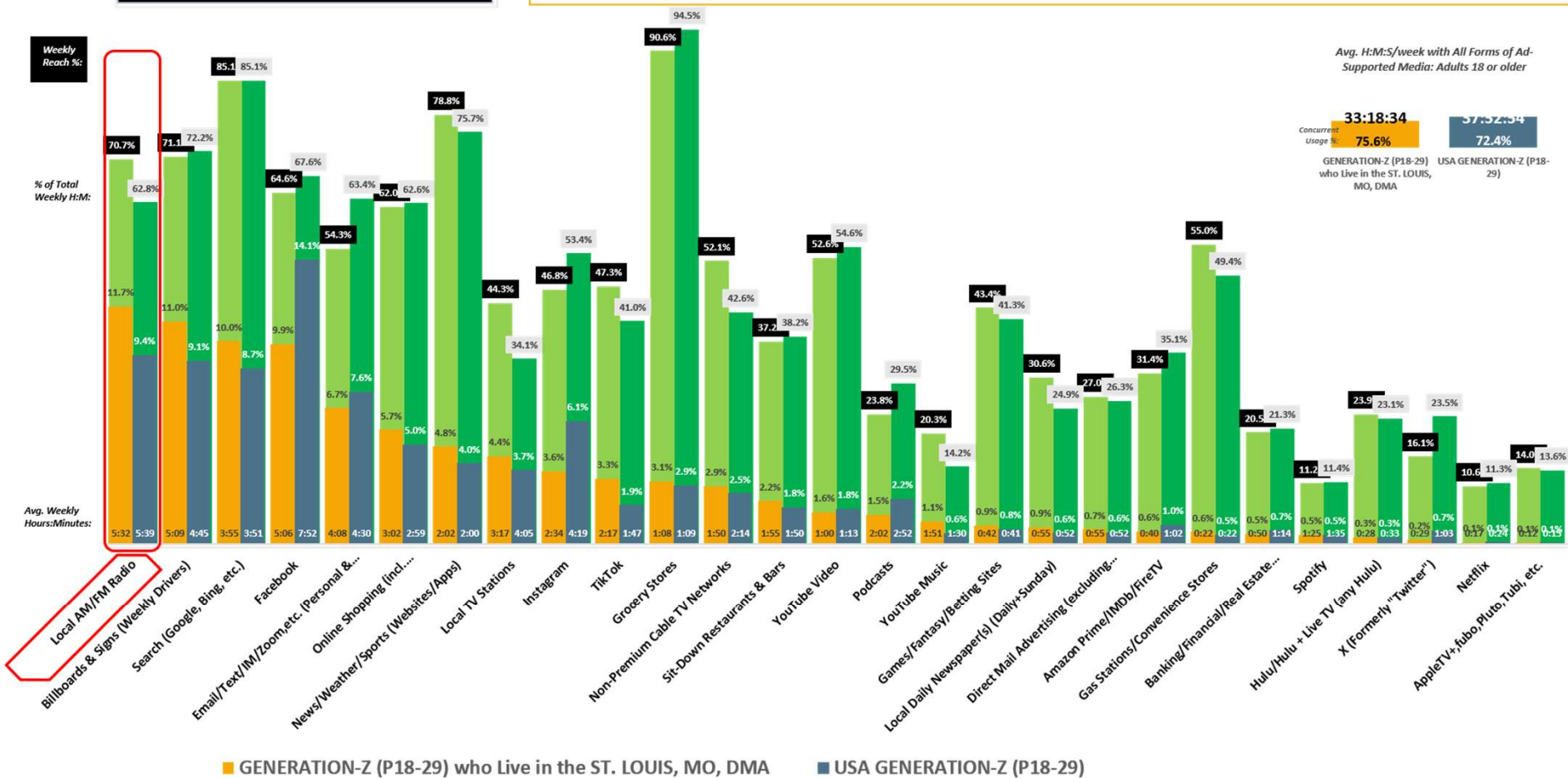
USA Projection USA Qual Intab 3,498
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything for Anything.



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA spend an average of 1 days, 9 hours, 18 minutes and 34 seconds each week with All Forms of Ad-Supported Media.
 70.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA spend an avg. of 5 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.



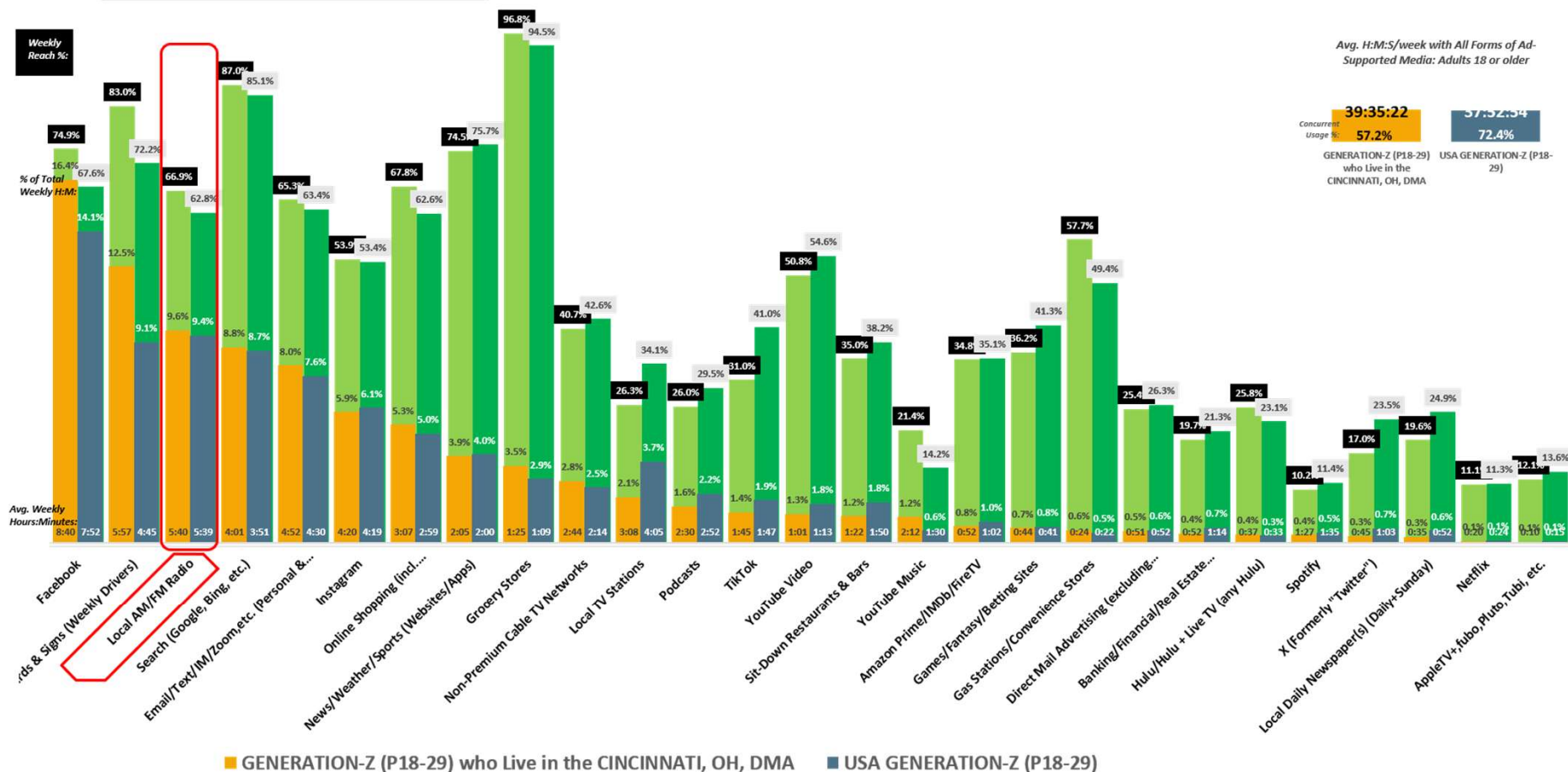
USA GENERATION-Z (P18-29) USA Projection
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA spend an average of 1 days, 15 hours, 35 minutes and 22 seconds each week with All Forms of Ad-Supported Media.

66.9% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA spend an avg. of 5 hours and 40 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.6% of total time spent with all forms of Ad-Supported Media.



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

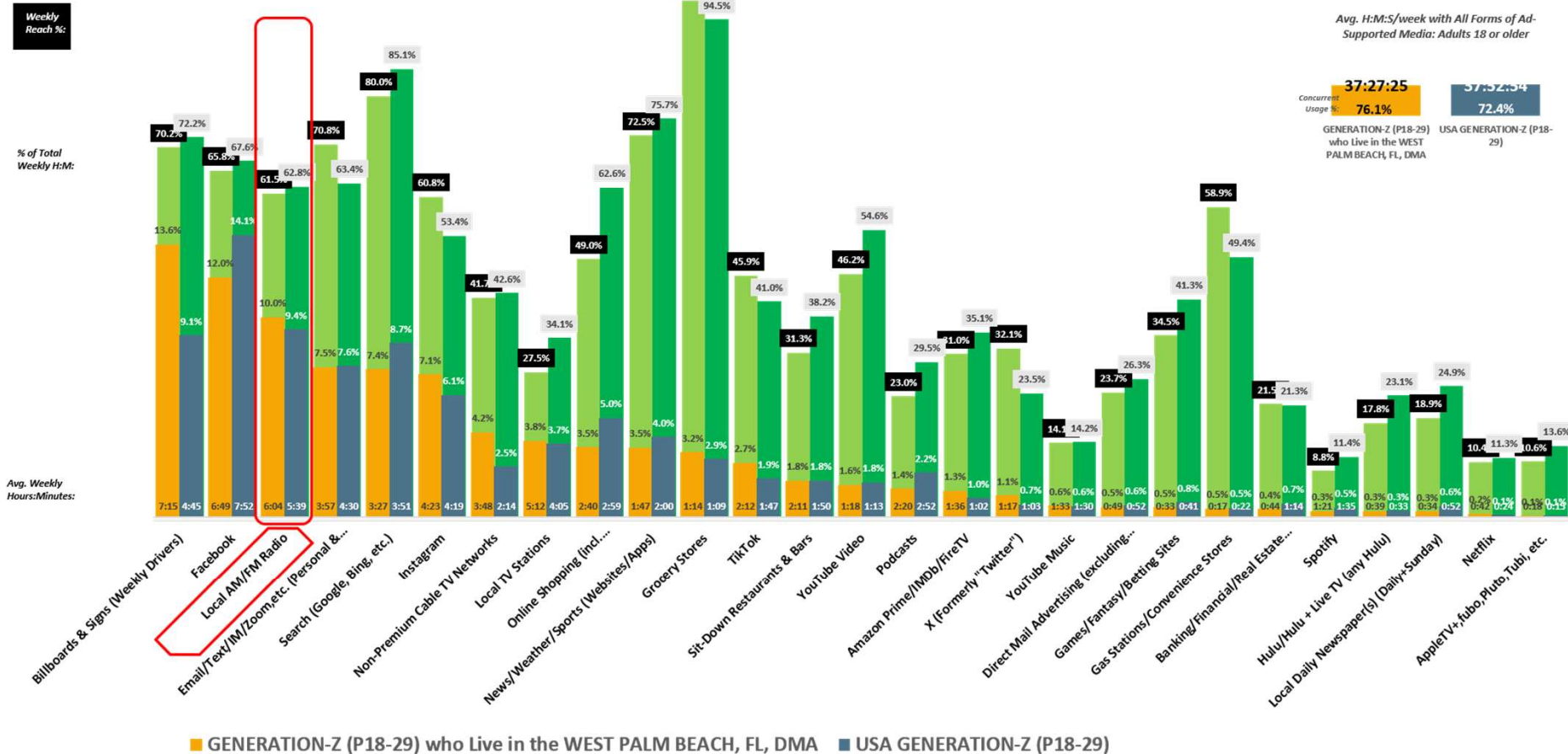
USA Projection USA Qual Intab 3,498
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



Share of Everything for Anything.



Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA spend an average of 1 days, 13 hours, 27 minutes and 25 seconds each week with All Forms of Ad-Supported Media.
 61.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA spend an avg. of 6 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.0% of total time spent with all forms of Ad-Supported Media



USA GENERATION-Z (P18-29) USA Projection
 All Graphs and soefa.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)

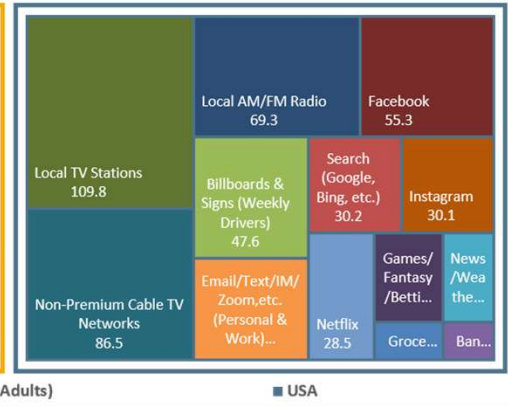
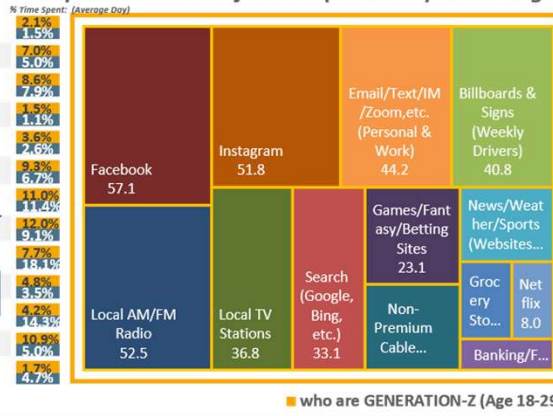
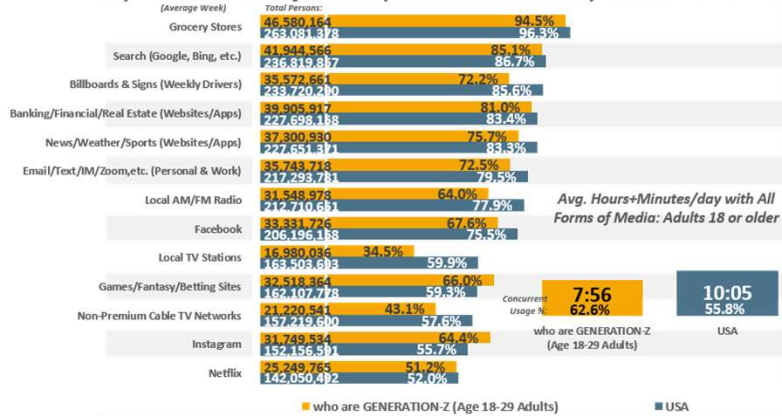


Share of Everything for Anything.

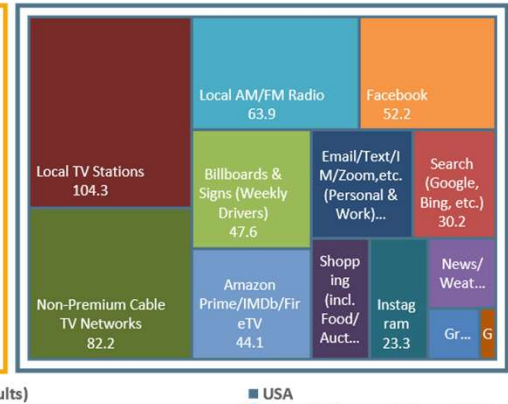
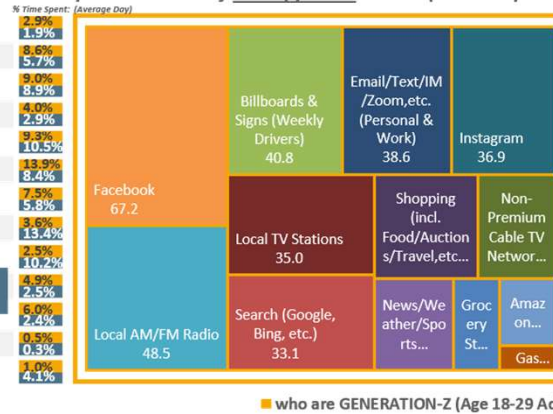
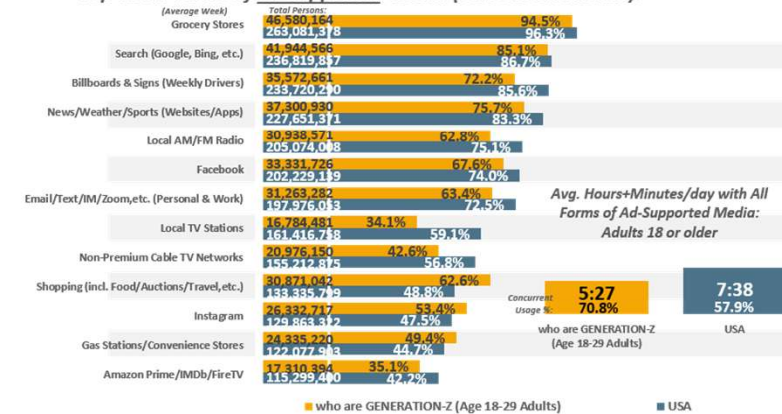


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 27 minutes each day with All Forms of Ad-Supported Media. 62.8% listen to Local AM/FM Radio for an avg. of 48.5 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

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

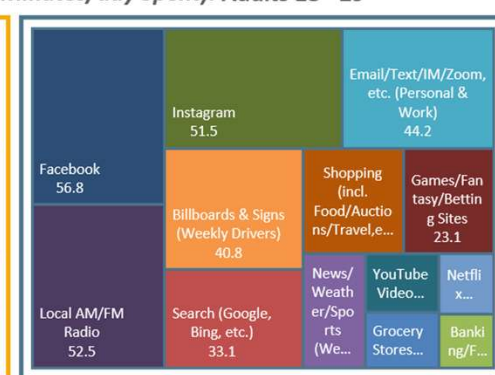
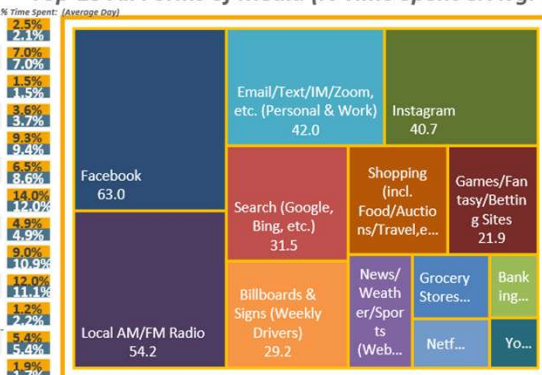
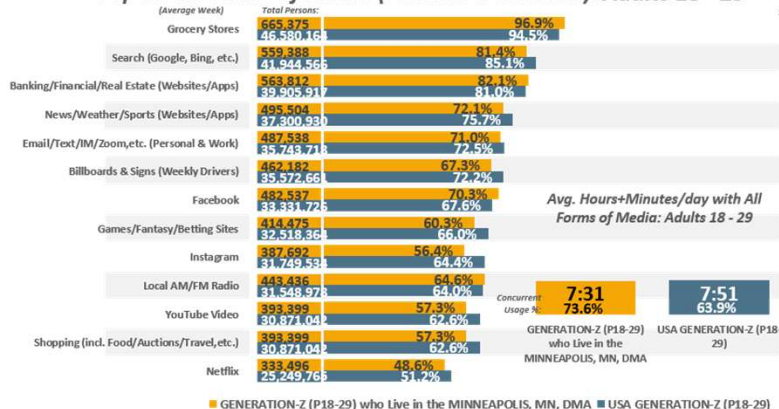




Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA spend an average of 5 hours and 14 minutes each day with All Forms of Ad-Supported Media. 63.7% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. (Local Radio delivers 10.5% of Time with Ad-Supported Media.)

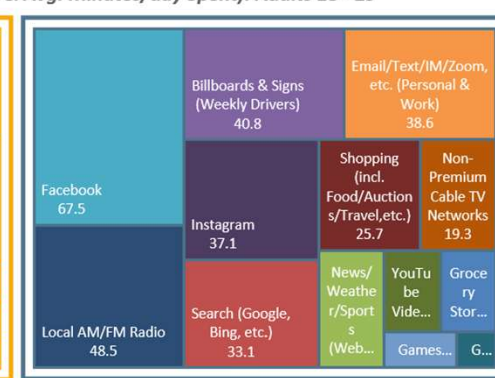
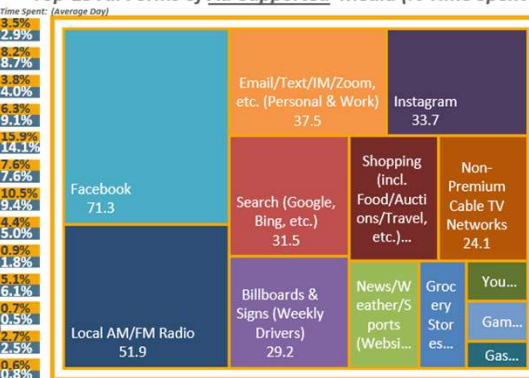
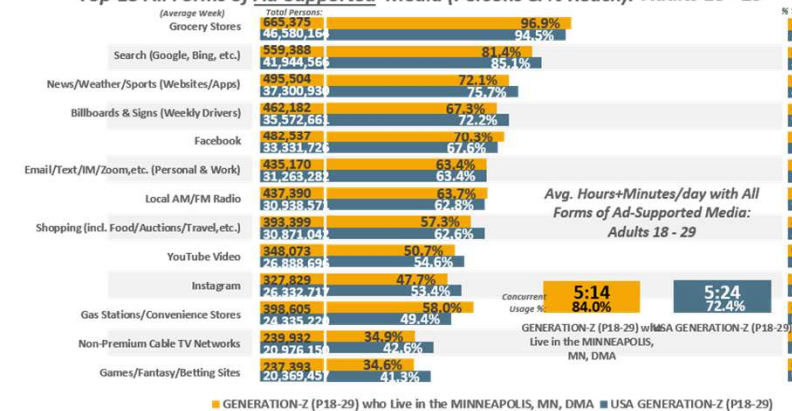
Top-13 All Forms of Media (Persons & % Reach): Adults 18 - 29

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



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

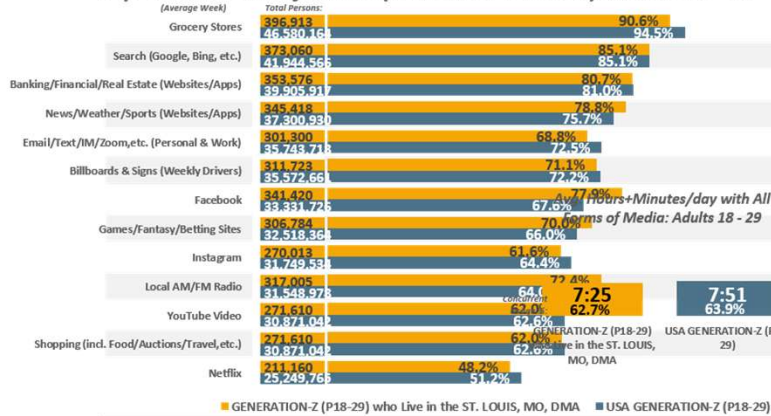
soefa.ai Share of Everything for Anything

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

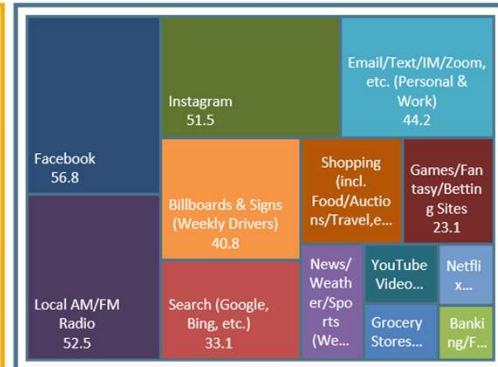
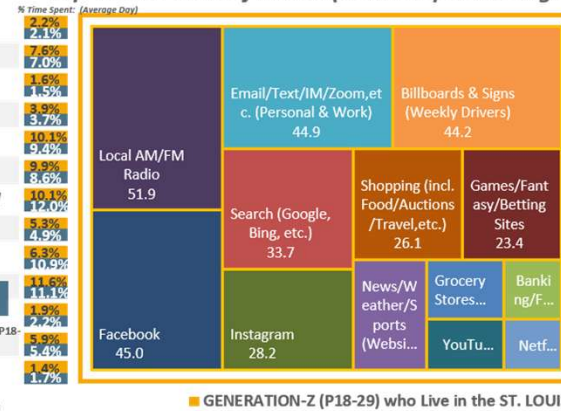


Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA spend an average of 4 hours and 45 minutes each day with All Forms of Ad-Supported Media. 70.7% listen to Local AM/FM Radio for an avg. of 47.5 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

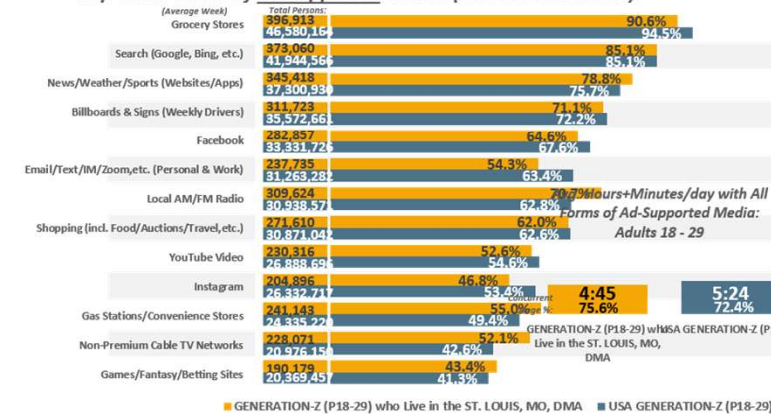
Top-13 All Forms of Media (Persons & % Reach): Adults 18 - 29



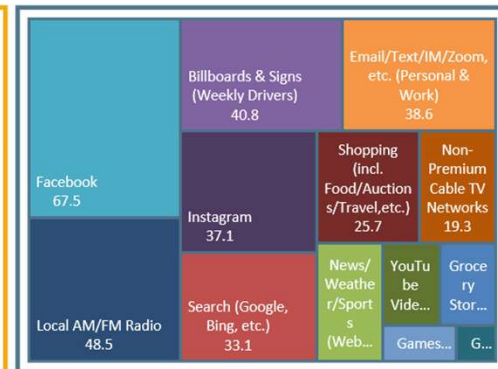
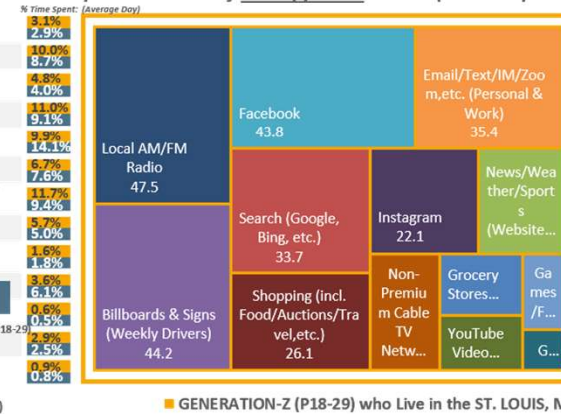
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

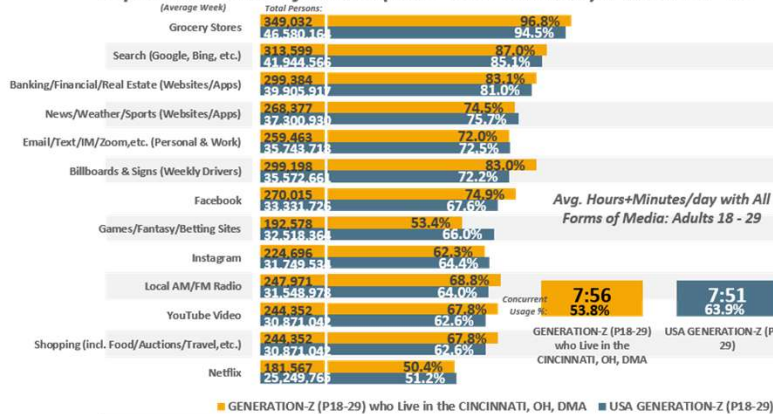
soefa.ai Share of Everything for Anything

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

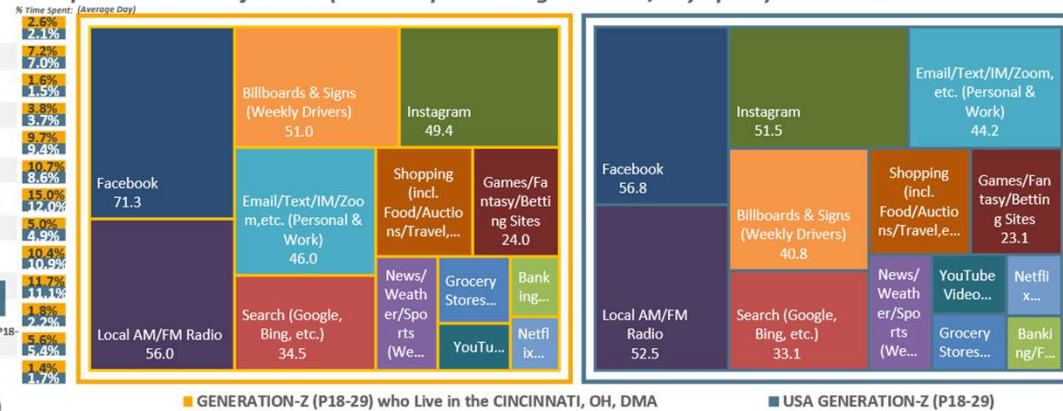


Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA spend an average of 5 hours and 39 minutes each day with All Forms of Ad-Supported Media. 66.9% listen to Local AM/FM Radio for an avg. of 48.6 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

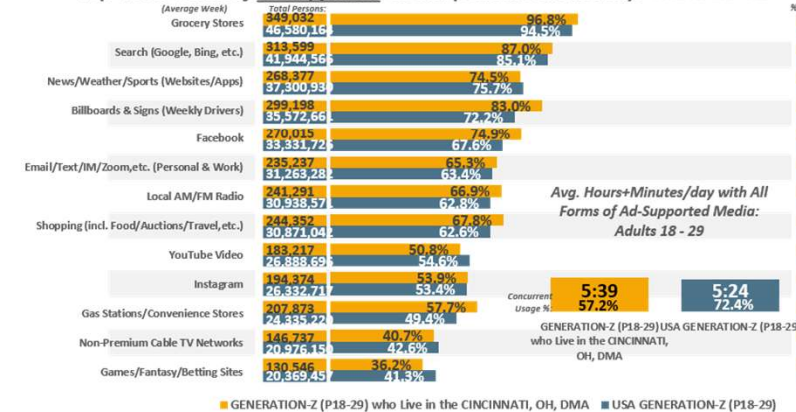
Top-13 All Forms of Media (Persons & % Reach): Adults 18 - 29



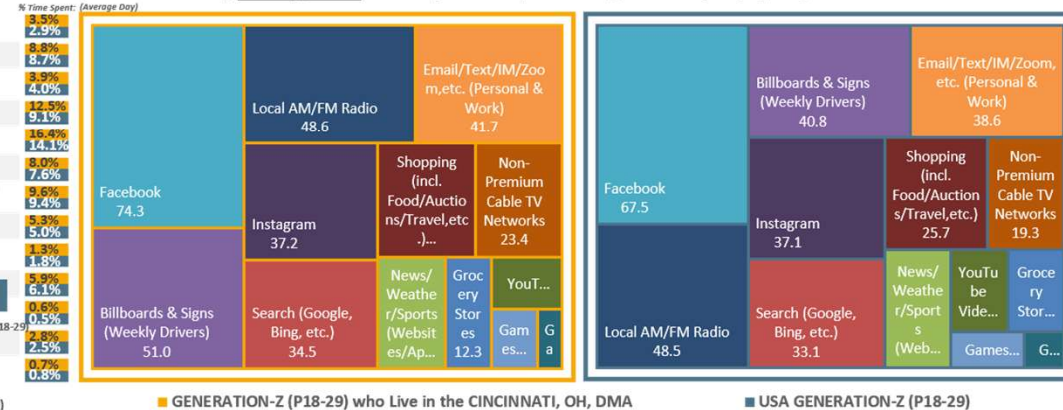
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

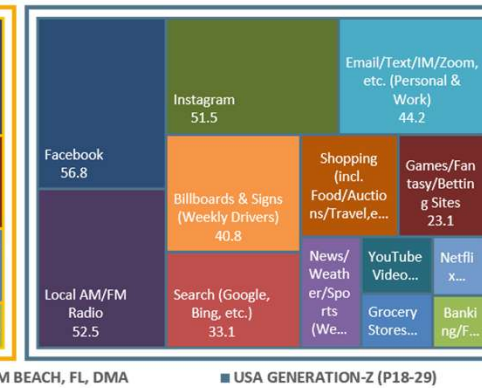
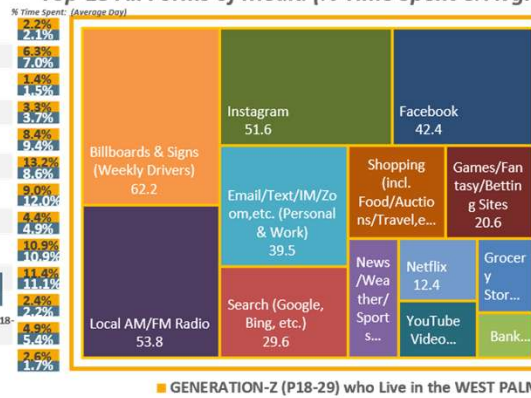
USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

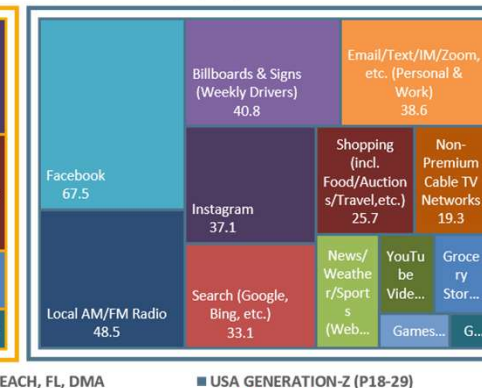
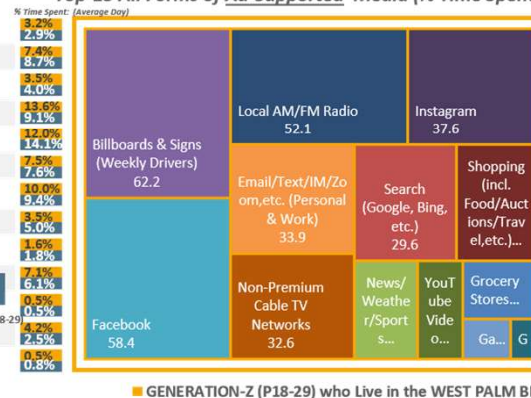
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



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



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



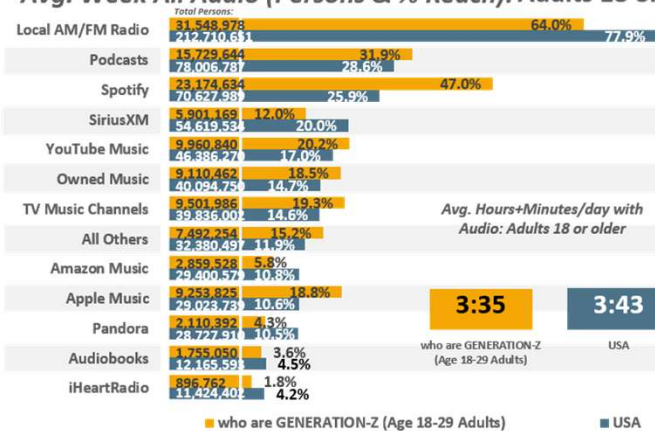
USA Projection	USA	Qual Intab	3,498
----------------	-----	------------	-------

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

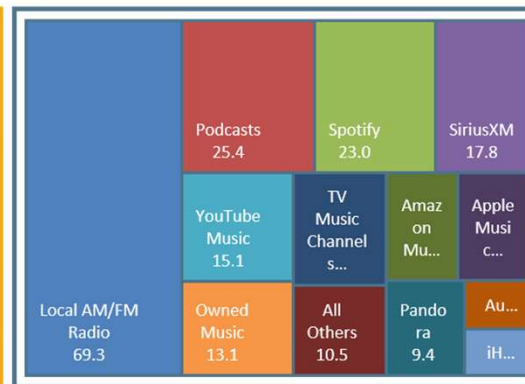
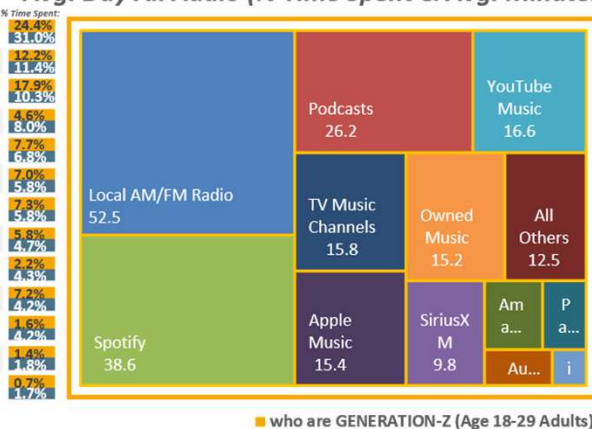


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

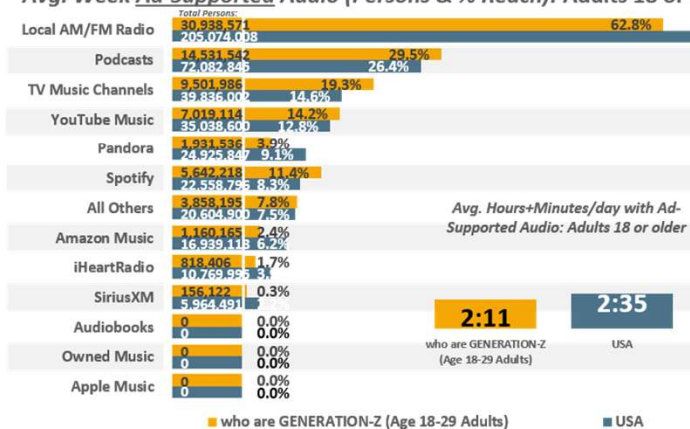
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



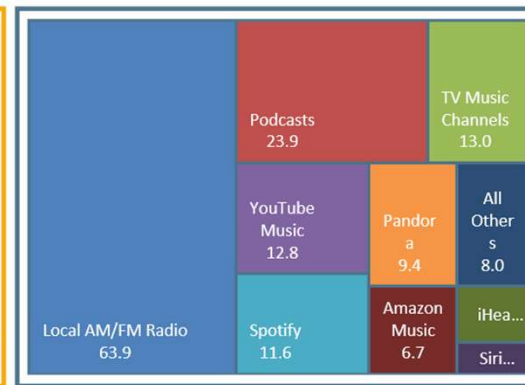
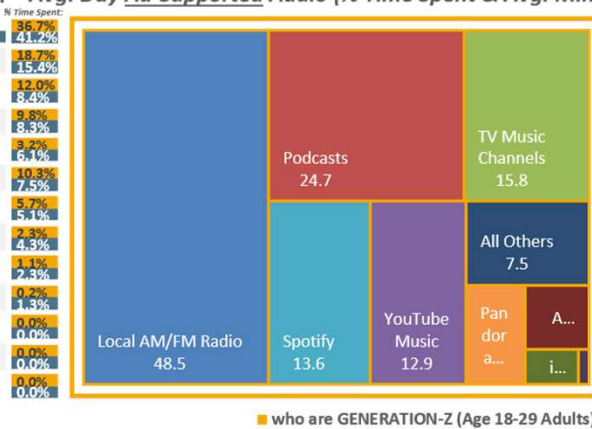
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



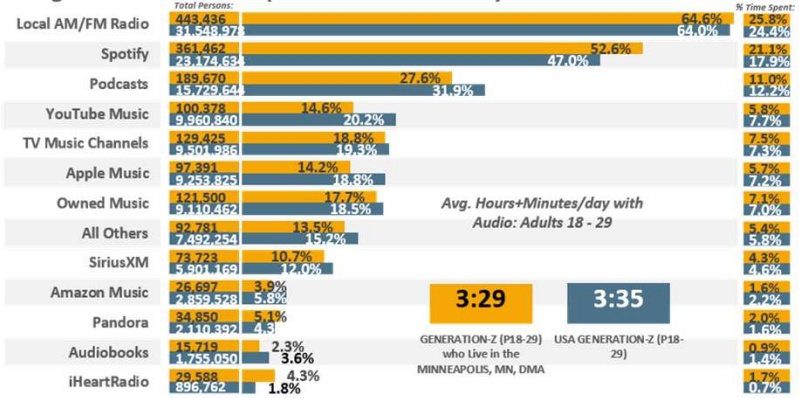
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



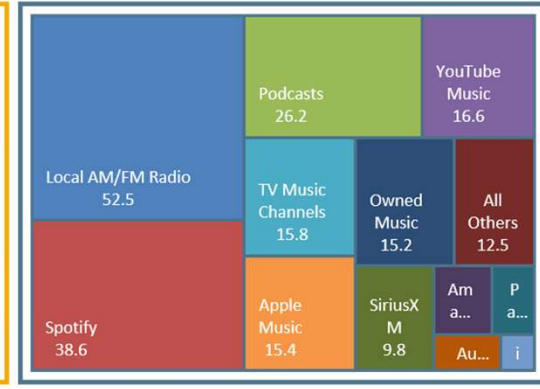
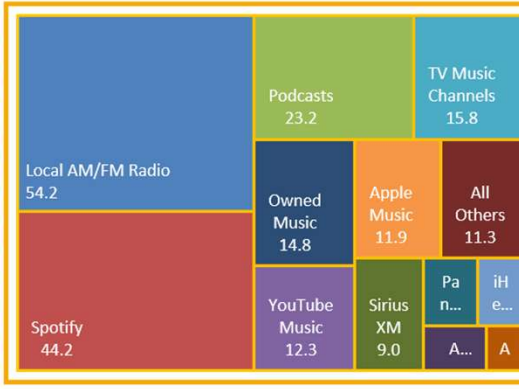


437,390 or 63.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

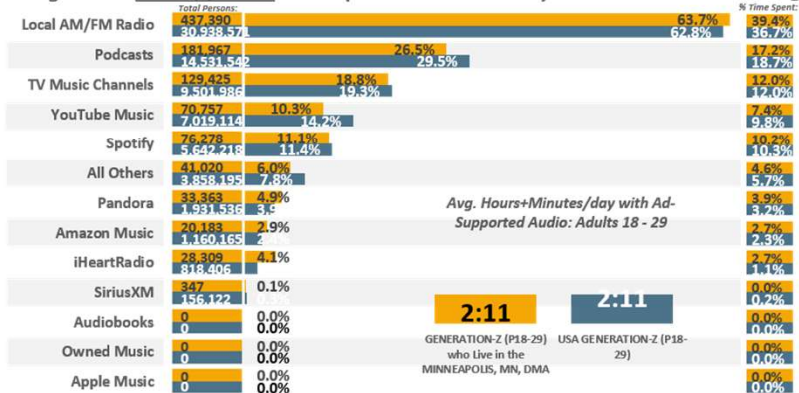
Avg. Week All Audio (Persons & % Reach): Adults 18 - 29



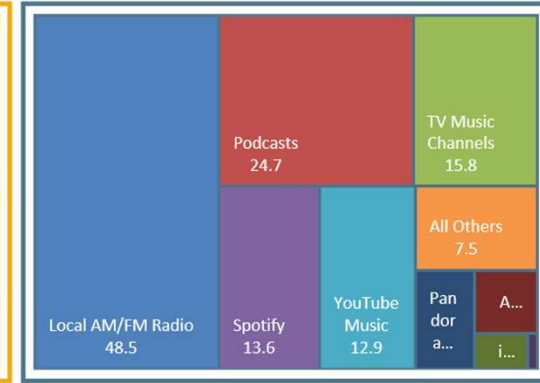
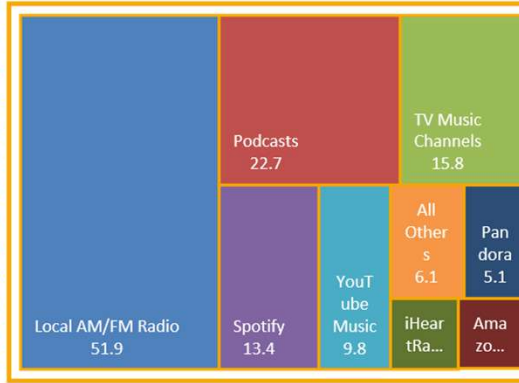
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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) who Live in the MINNEAPOLIS, MN, DMA
 Qual Intab
 Scarborough R1 2026: Feb25-Feb26
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA USA Projection USA Qual Intab 3,498

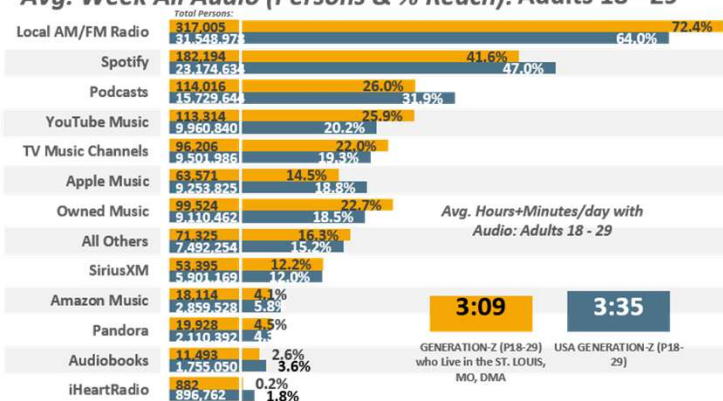
soefa.ai Share of Everything for Anything

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

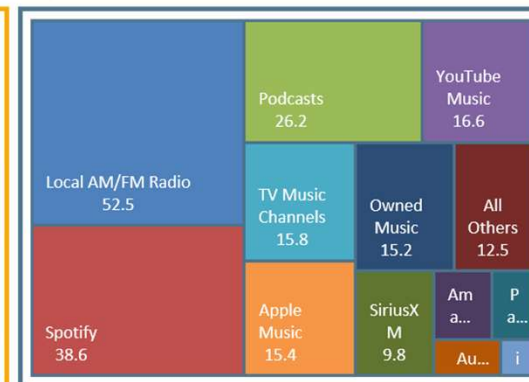
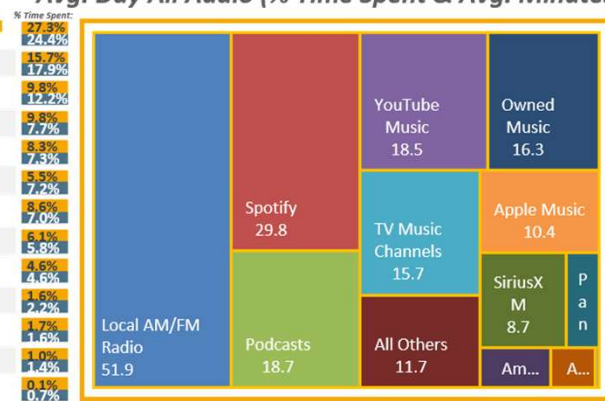


309,624 or 70.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 47.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

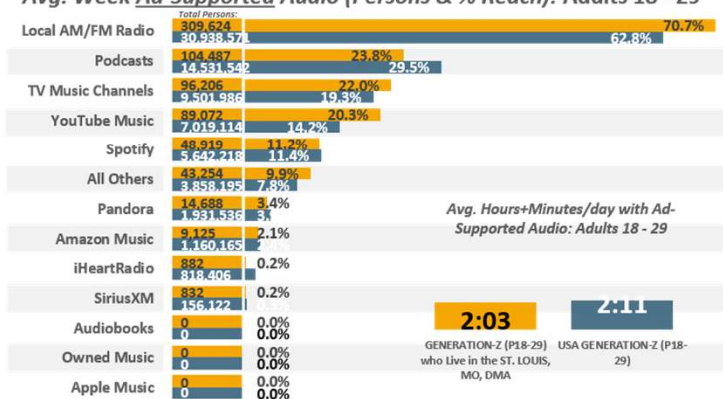
Avg. Week All Audio (Persons & % Reach): Adults 18 - 29



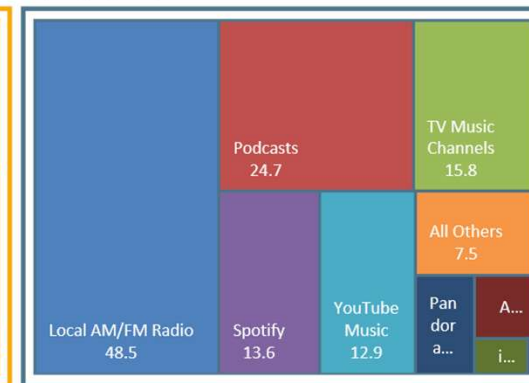
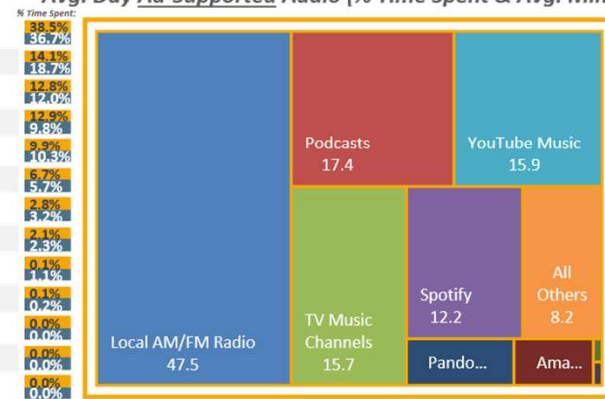
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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)
 Scarborough R1 2026: Feb25-Feb26
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA USA Projection USA Qual Intab 3,498

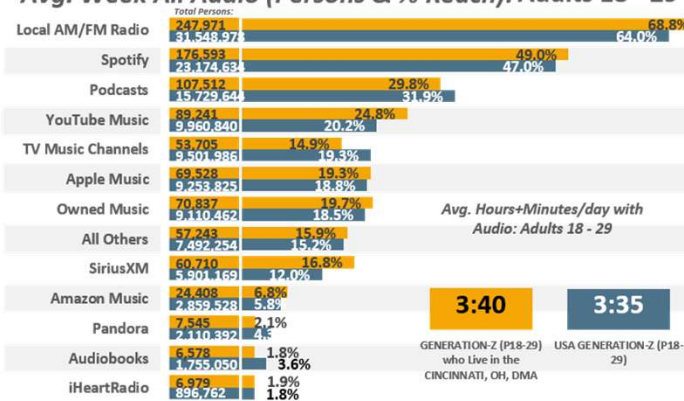
soefa.ai Share of Everything for Anything

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

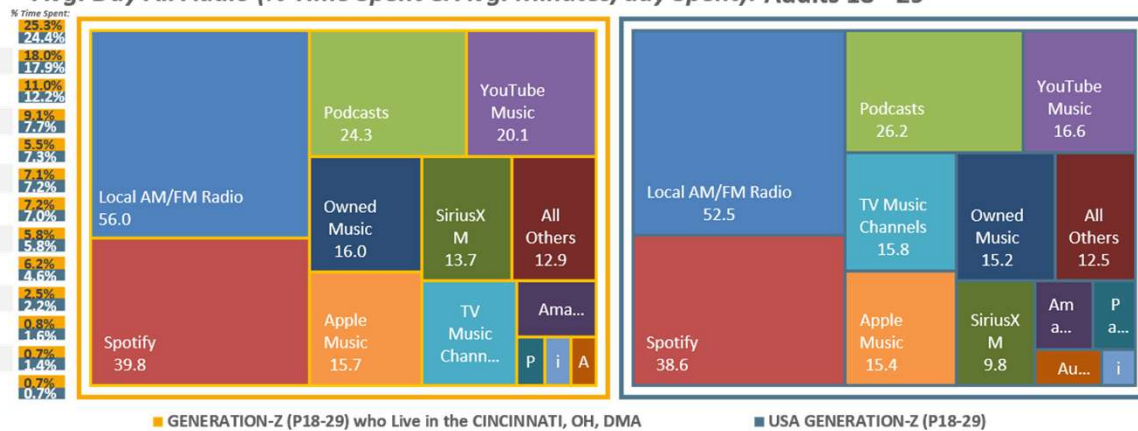


241,291 or 66.9% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 48.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

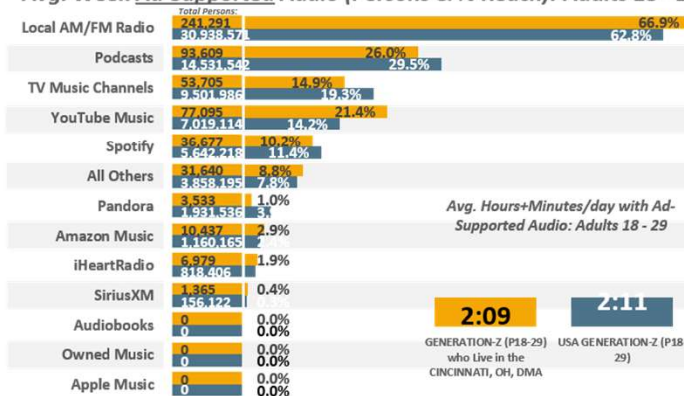
Avg. Week All Audio (Persons & % Reach): Adults 18 - 29



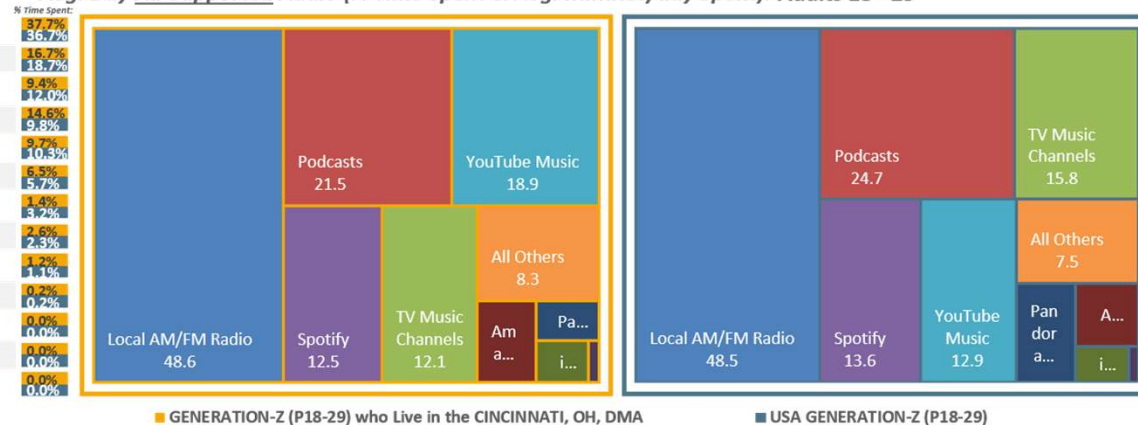
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
 Scarborough R1 2026: Feb25-Feb26 Qual Intab
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA USA Projection USA Qual Intab 3,498

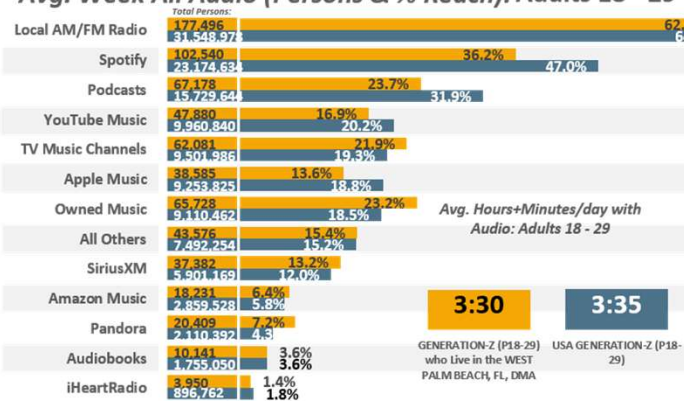
soefa.ai Share of Everything for Anything

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



174,209 or 61.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

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

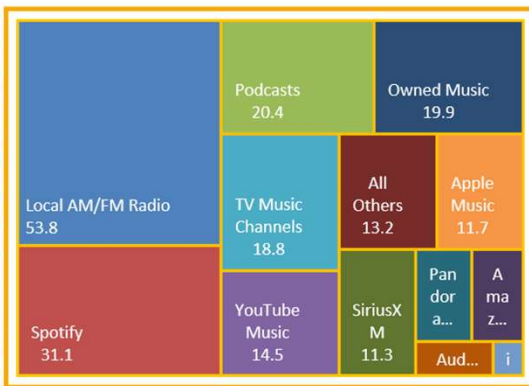


Avg. Hours+Minutes/day with Audio: Adults 18 - 29

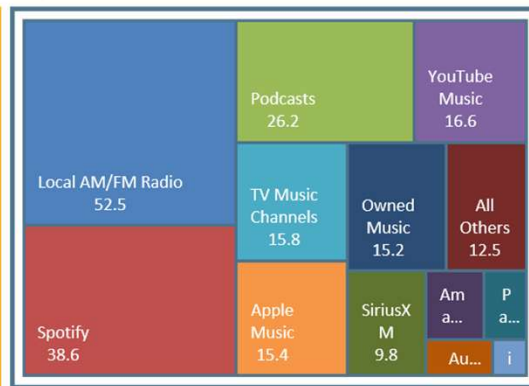
3:30 3:35

GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA

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

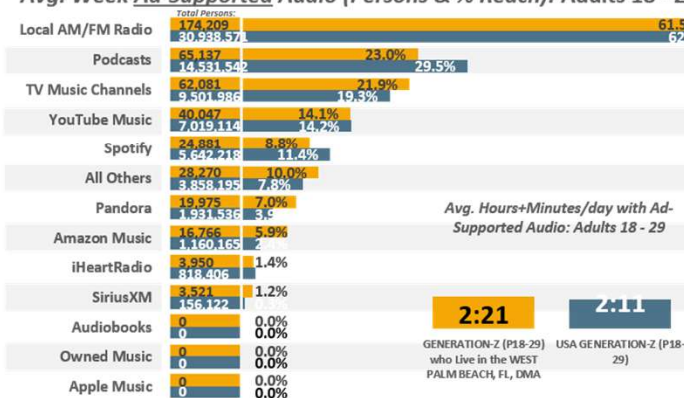


GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA



USA GENERATION-Z (P18-29)

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

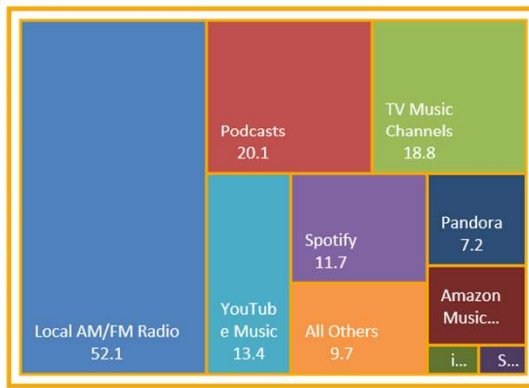


Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 - 29

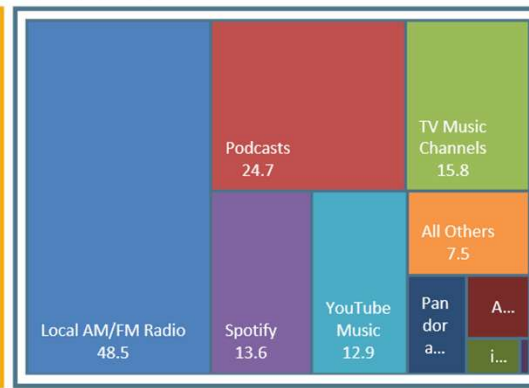
2:21 2:11

GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA

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



GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA



USA GENERATION-Z (P18-29)

USA GENERATION-Z (P18-29) Qual Intab
Scarborough R1 2026: Jan25-Jan26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

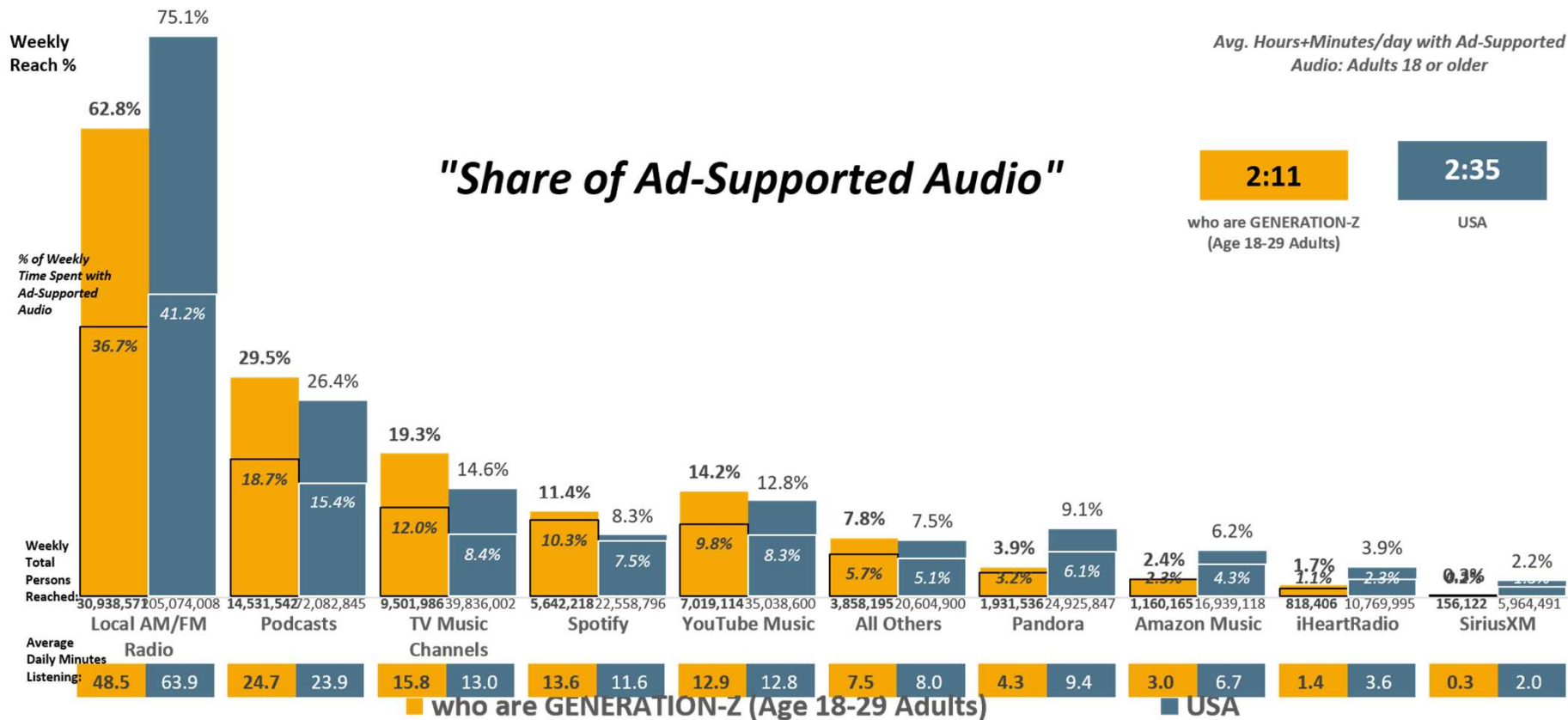
USA USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

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

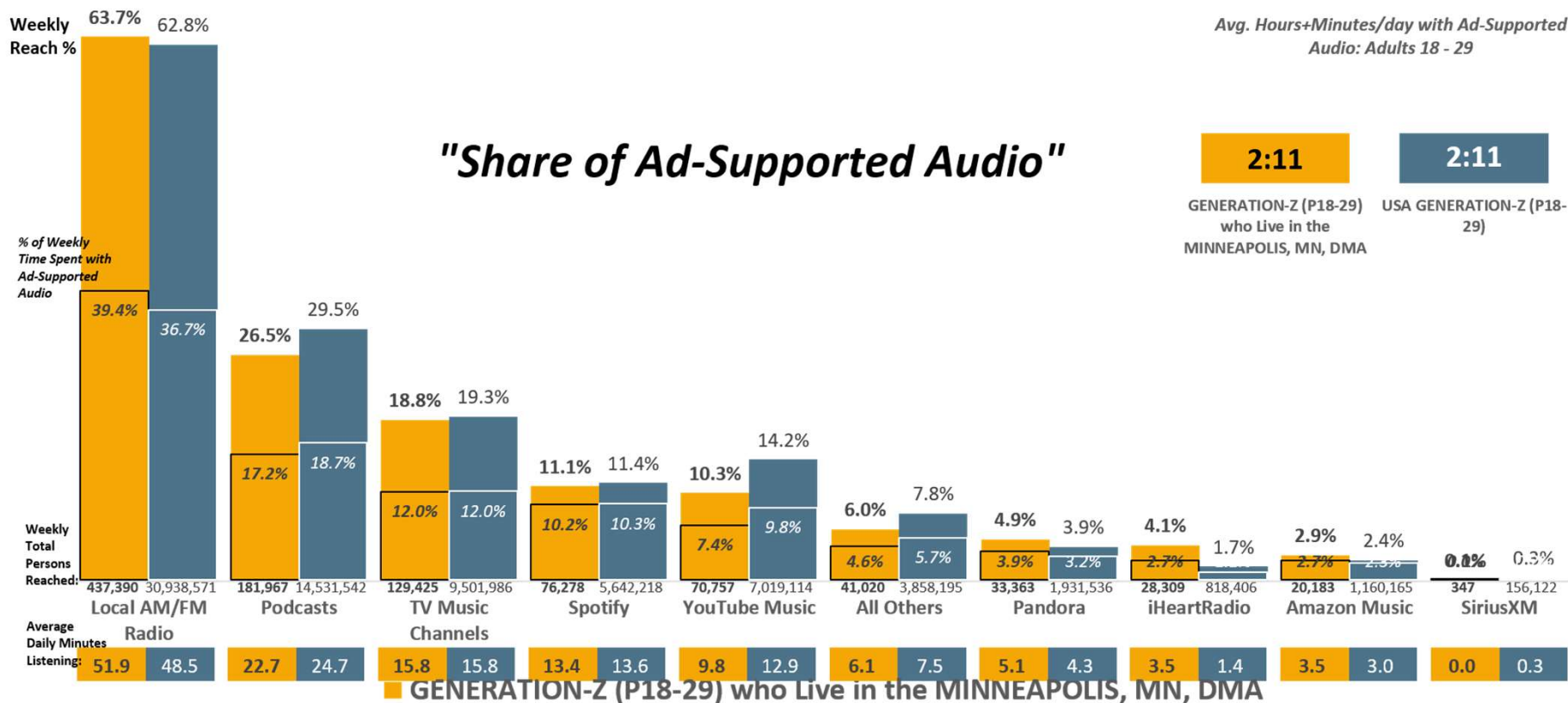


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.





437,390 or 63.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



USA GENERATION-Z (P18-29)
 Scarborough R1 2026: Feb25-Feb26
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

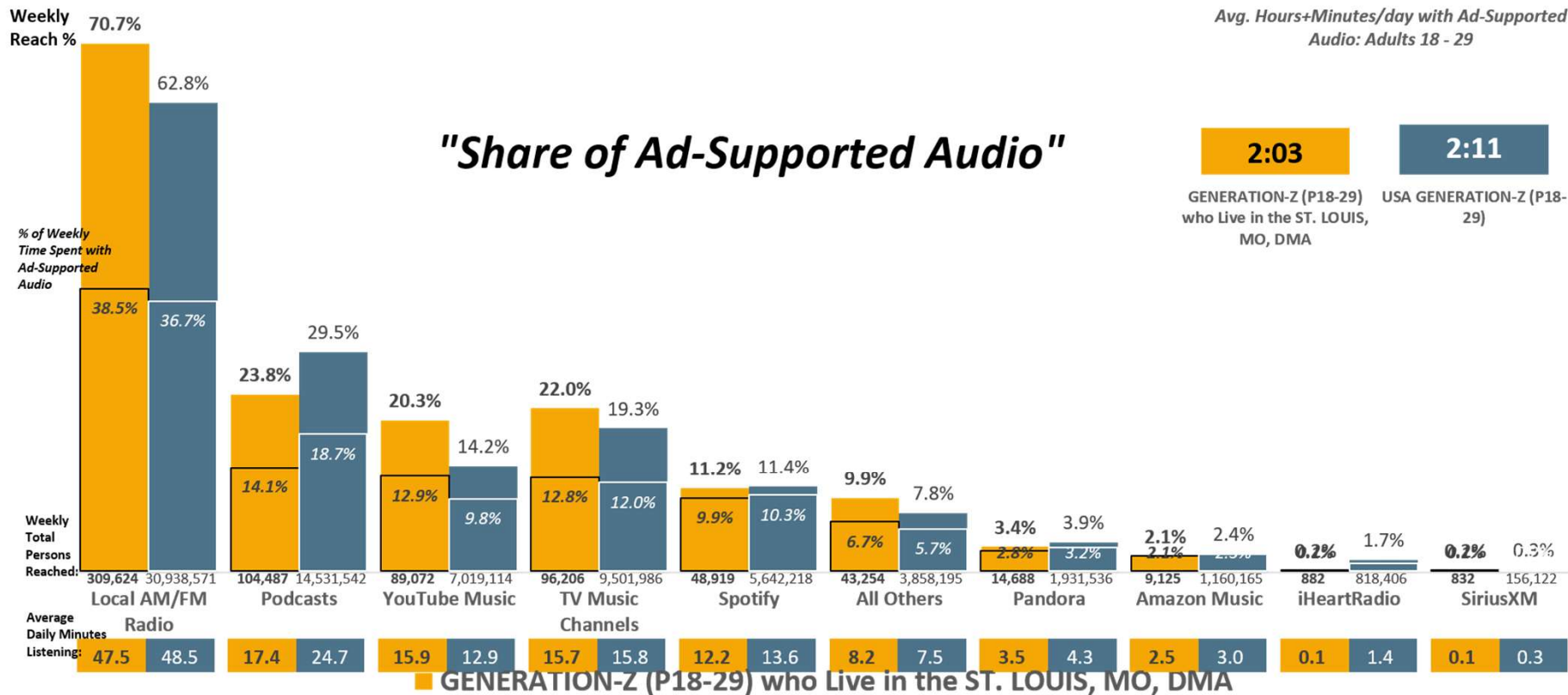
USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

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

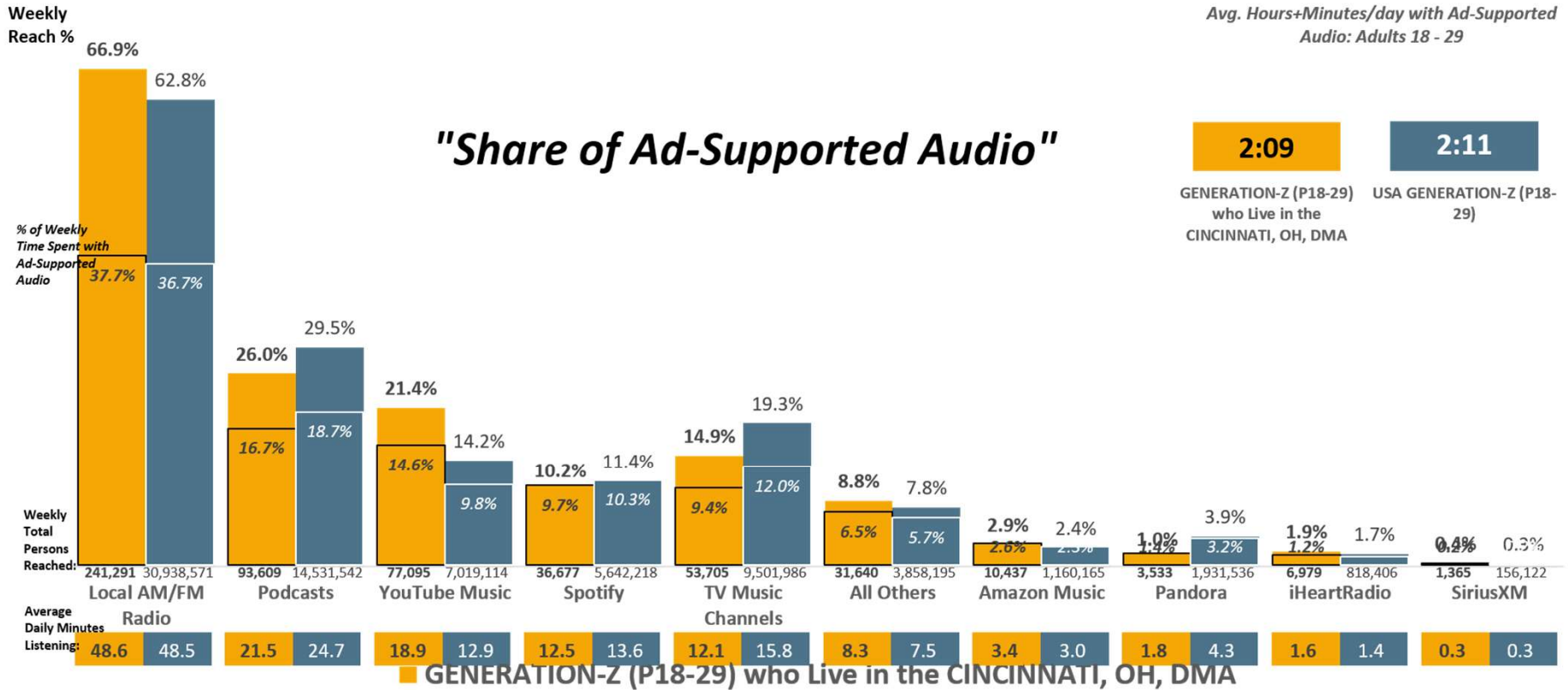


309,624 or 70.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 47.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.





241,291 or 66.9% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 48.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.



USA GENERATION-Z (P18-29)
Scarborough R1 2026: Feb25-Feb26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection
Qual Intab

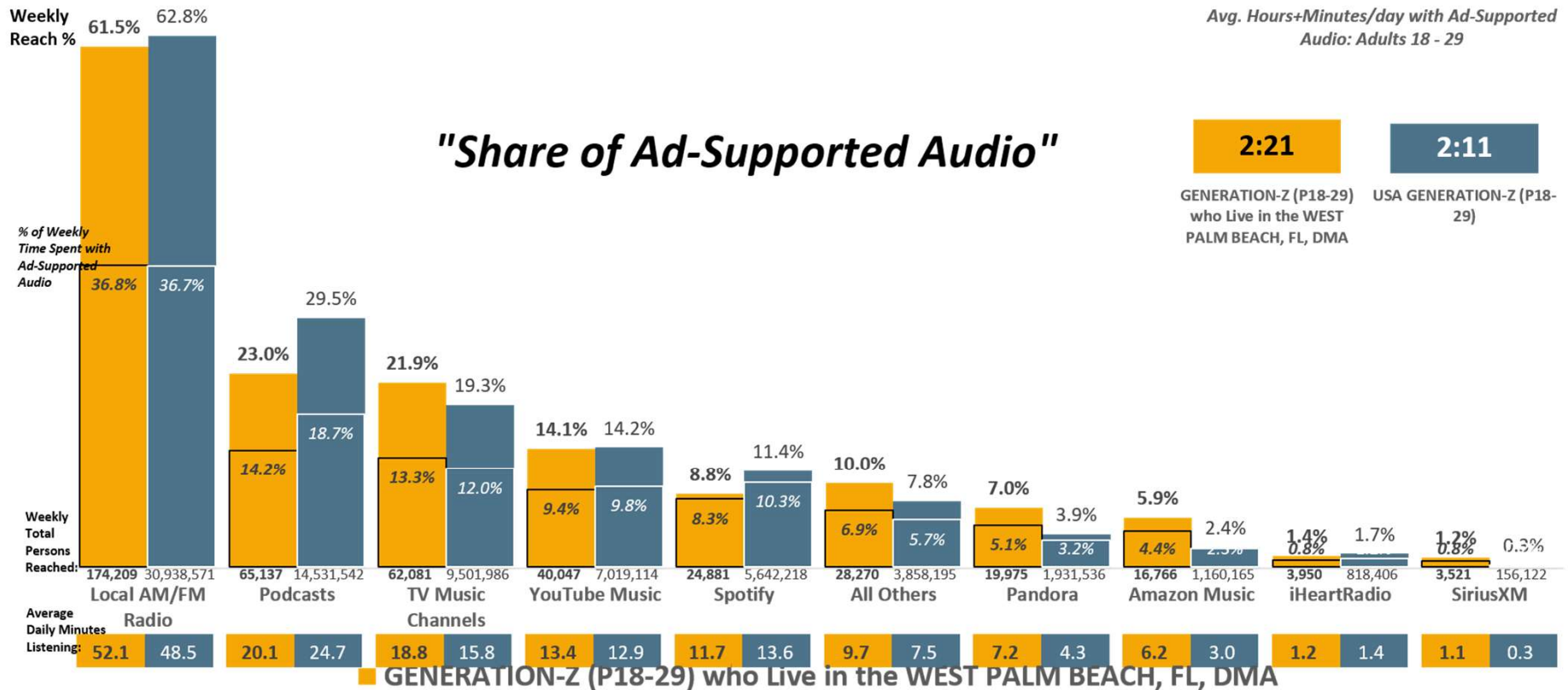
USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

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



174,209 or 61.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.



USA GENERATION-Z (P18-29)
 Scarborough, R1 2026: Jan25-Jan26
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

USA Projection USA Qual Intab 3,498

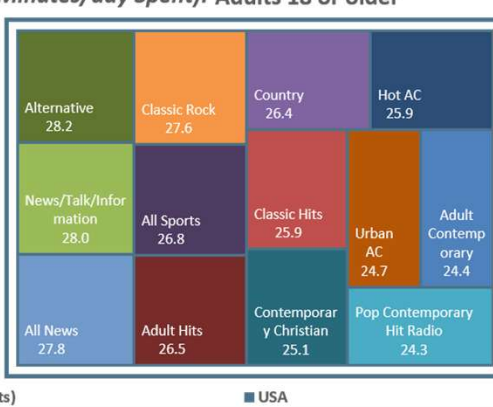
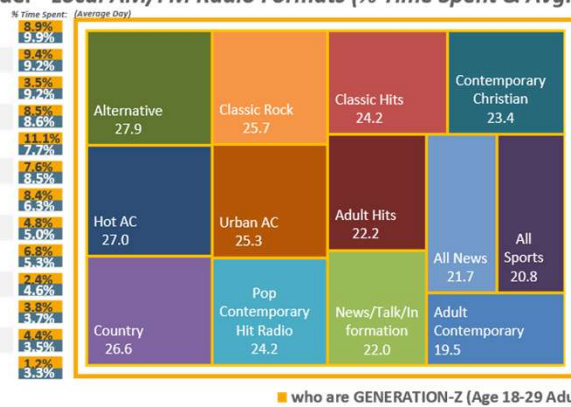
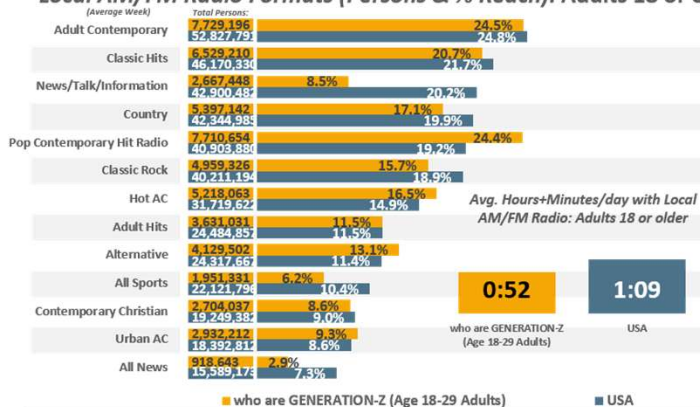
soefa.ai Share of Everything for Anything

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

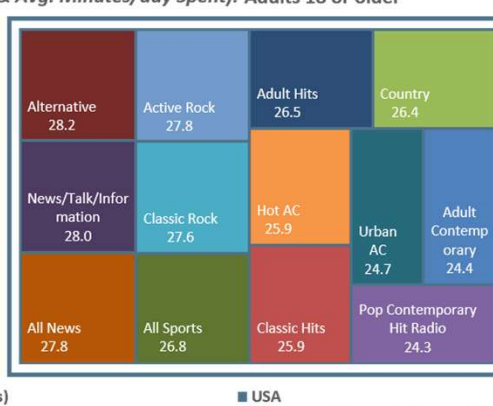
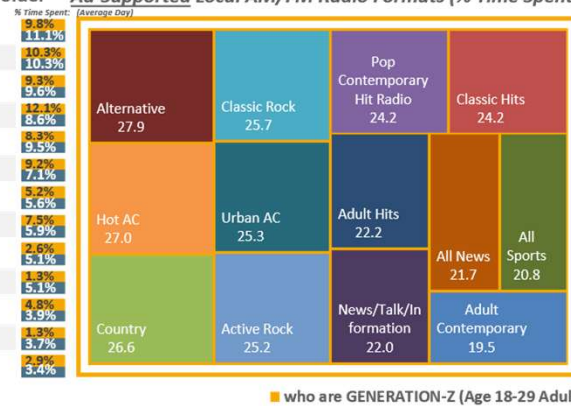
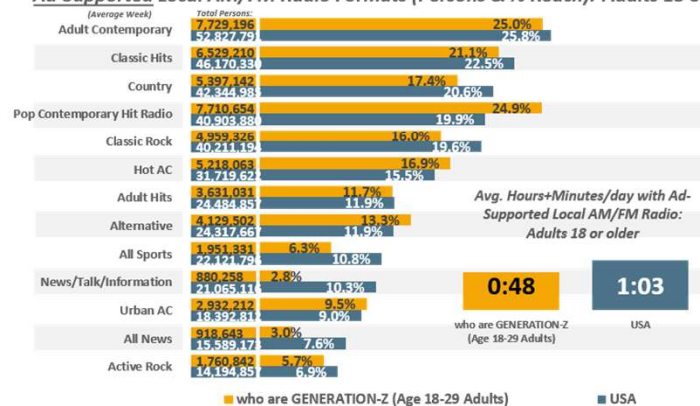


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

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**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

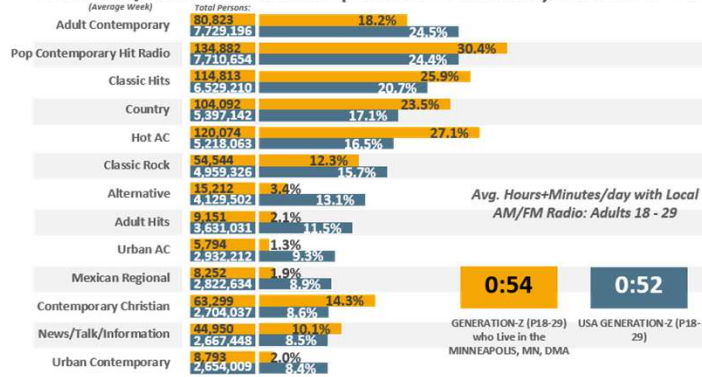
soefa.ai Share of Everything for Anything

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

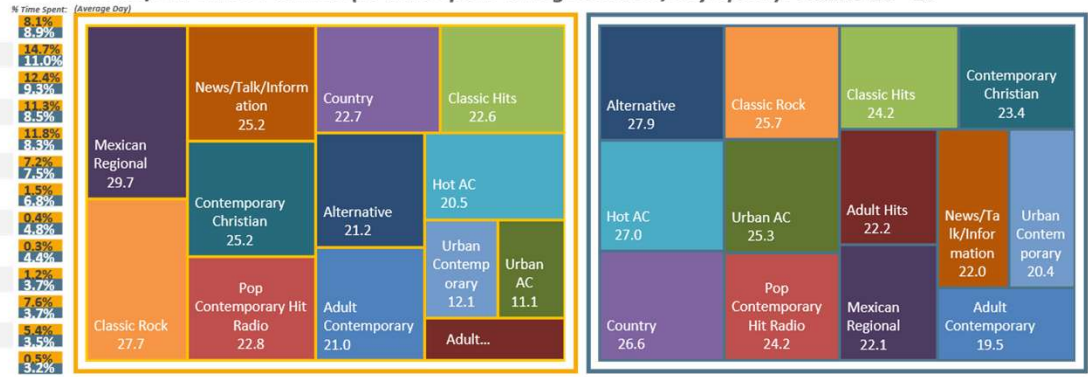


437,390 or 63.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Hot AC, Classic Hits, Country, and Adult Contemporary.

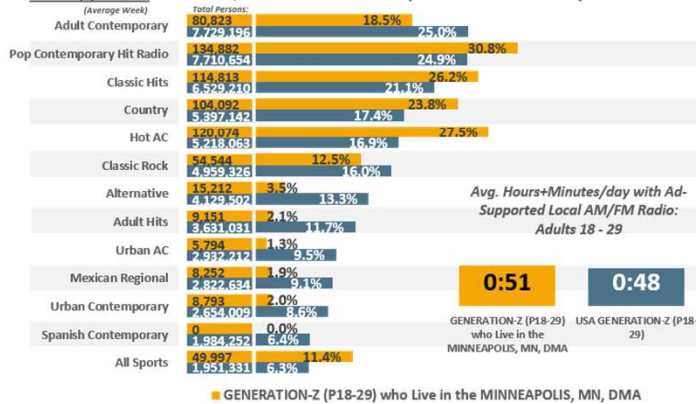
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



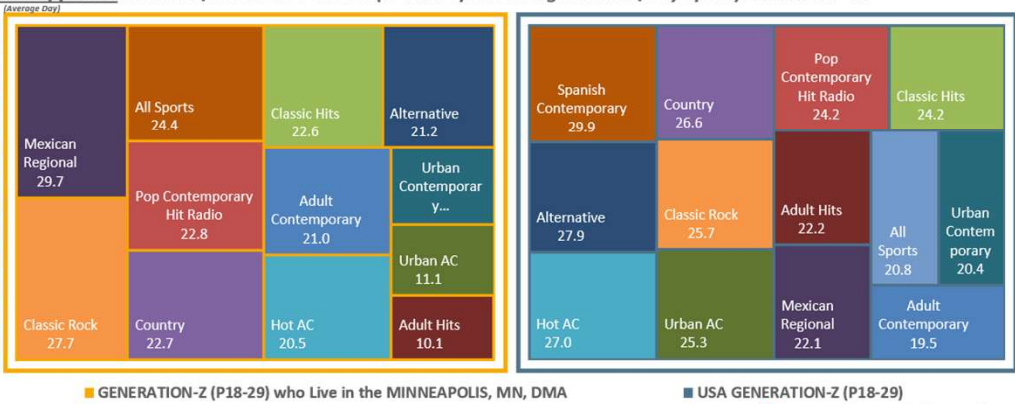
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



USA Projection USA Qual Intab 3,498

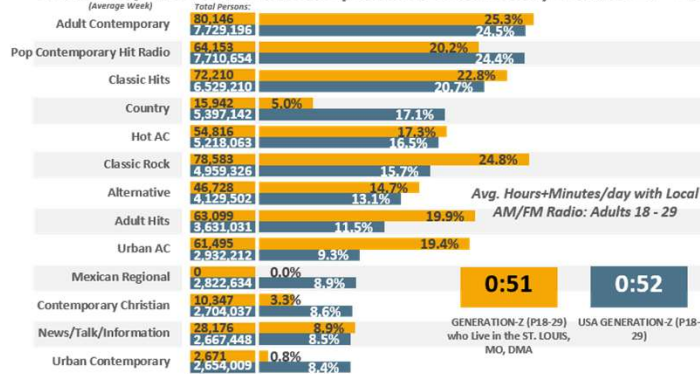
soefa.ai Share of Everything for Anything

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

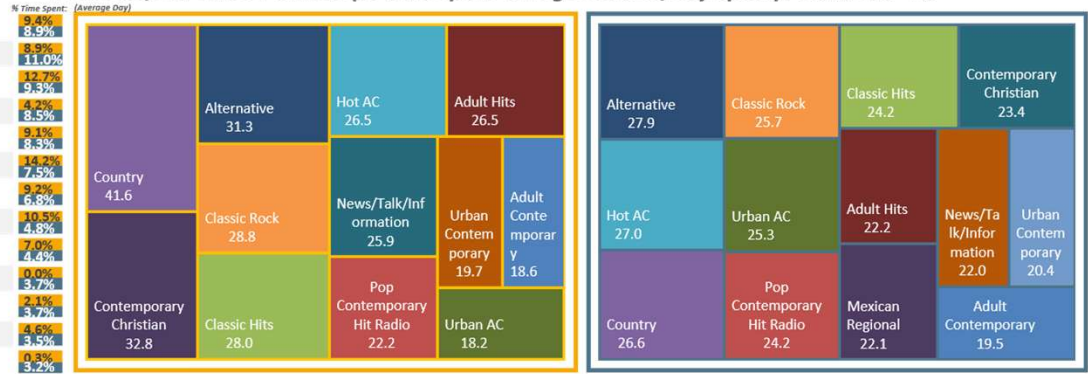


309,624 or 70.7% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, Classic Hits, Pop Contemporary Hit Radio, and Adult Hits.

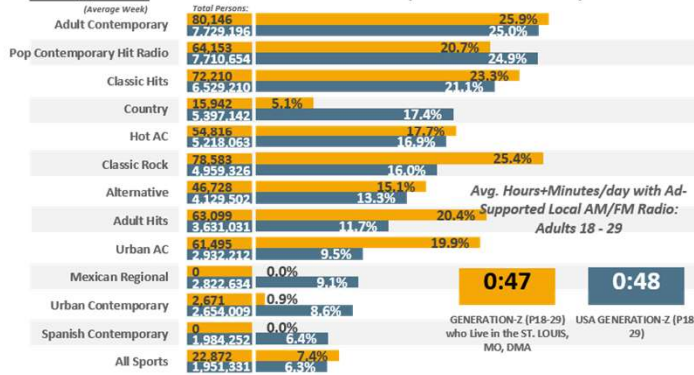
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



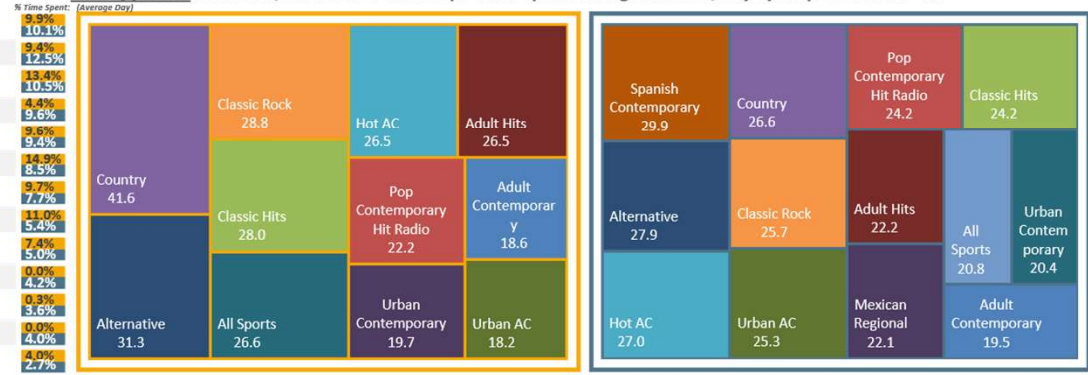
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

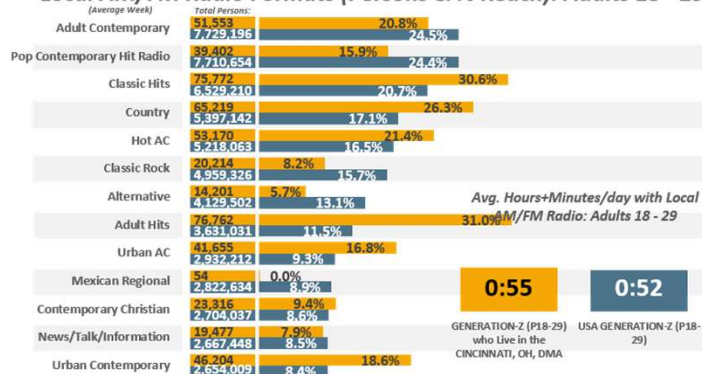
soefa.ai Share of Everything for Anything

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

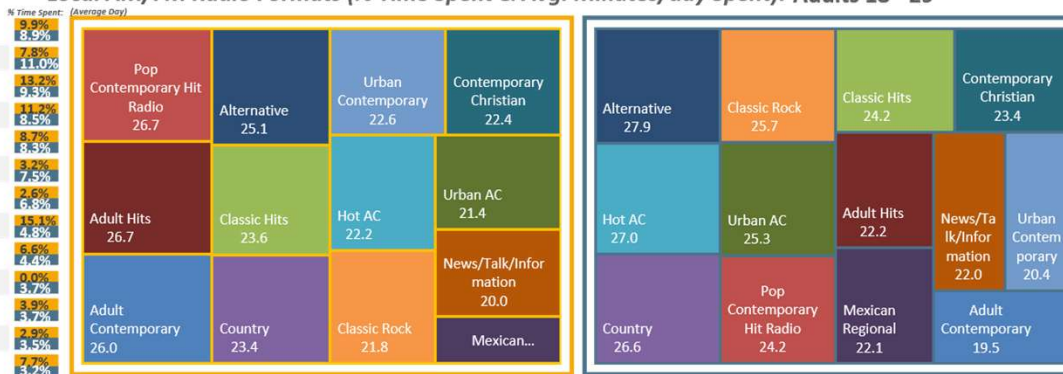


241,291 or 66.9% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Hits, Country, Hot AC, and Adult Contemporary.

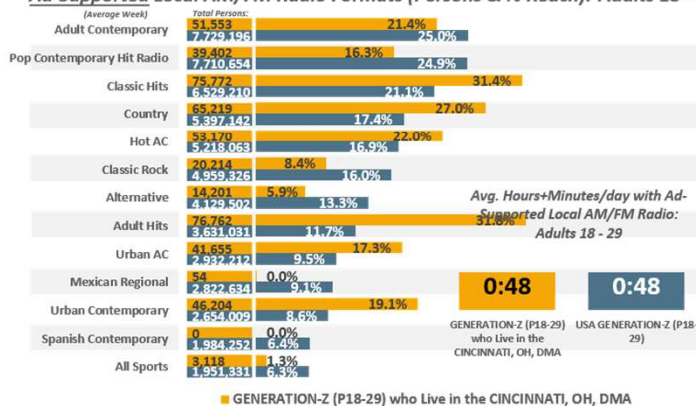
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



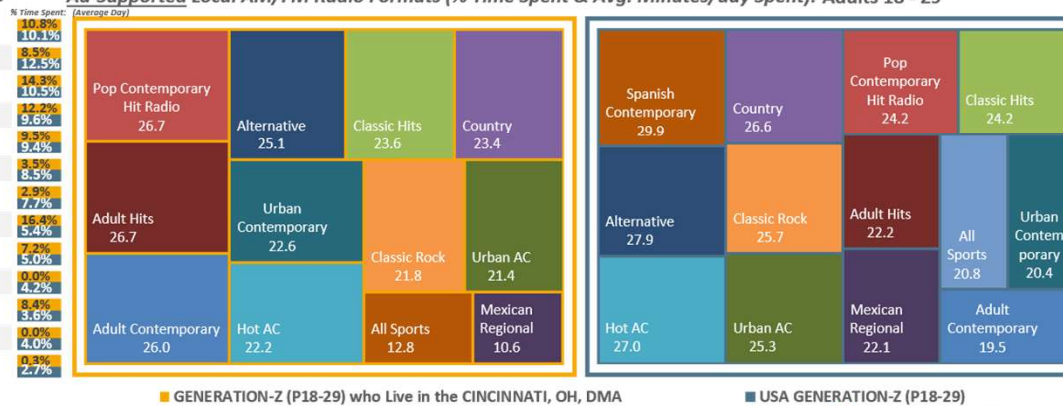
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



USA Projection USA Qual Intab 3,498

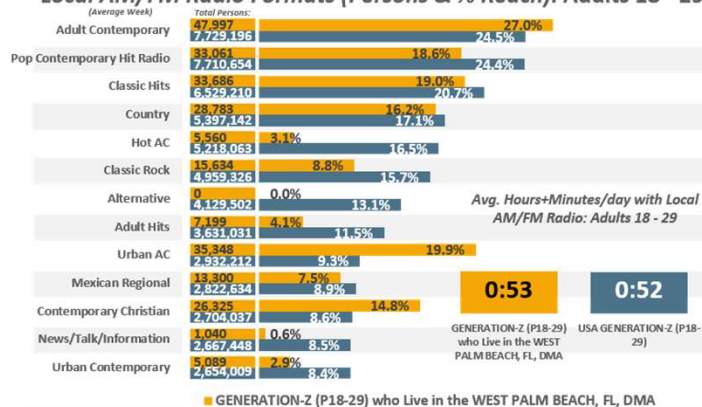
soefa.ai Share of Everything for Anything

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

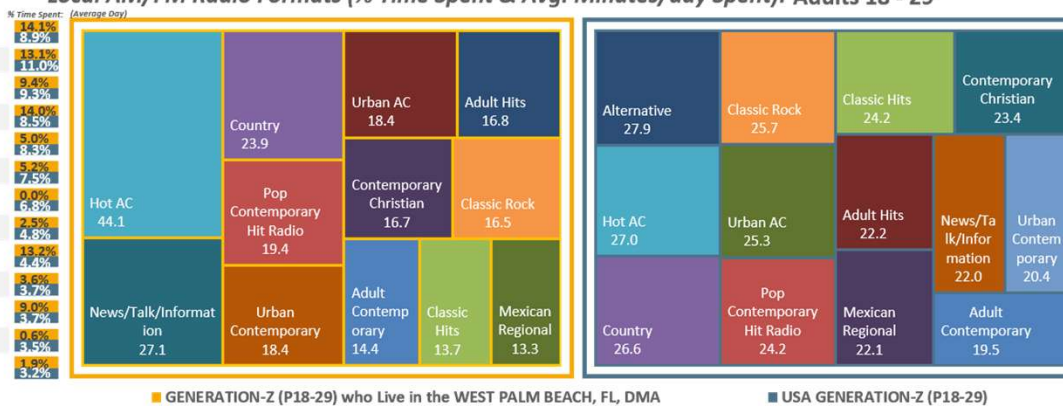


174,209 or 61.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Pop Contemporary Hit Radio, and Country.

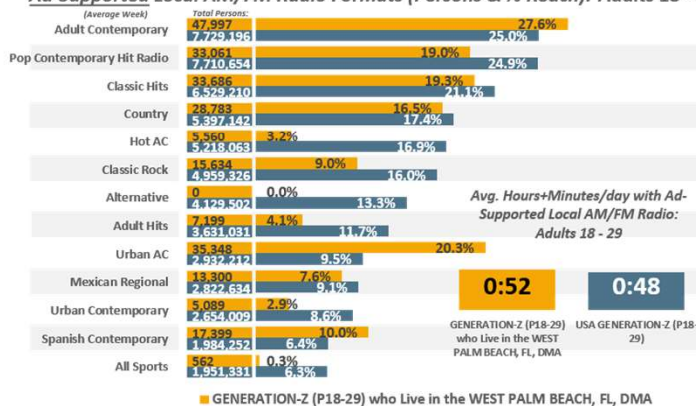
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 - 29



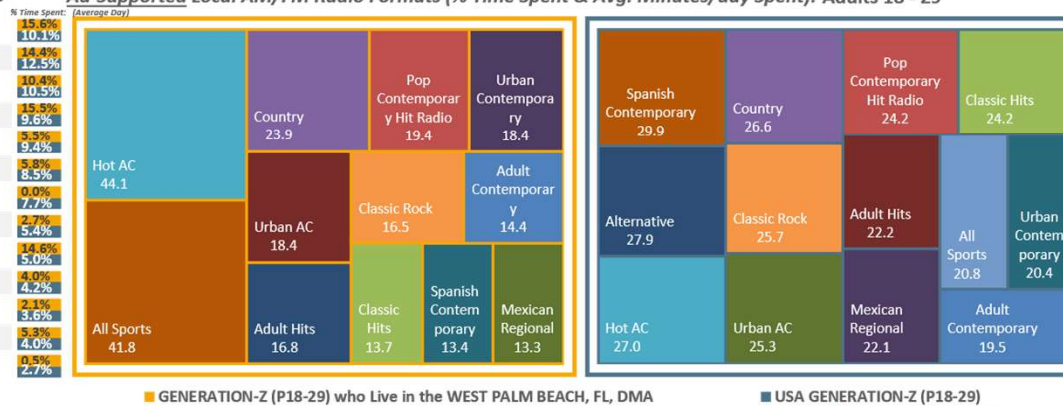
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



USA Projection USA Qual Intab 3,498

USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

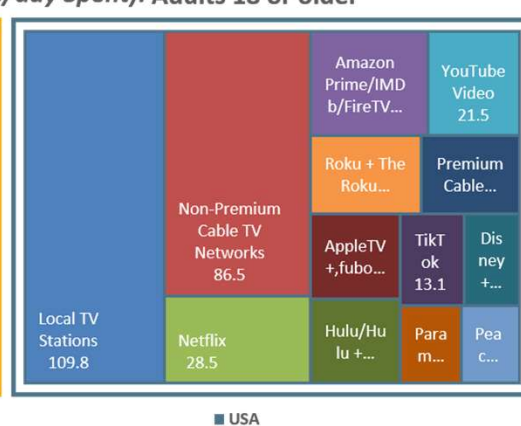
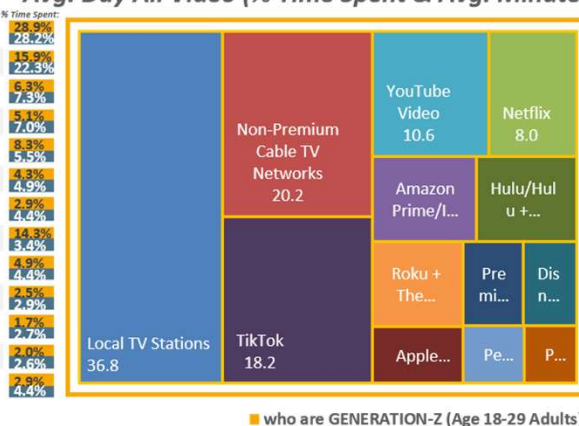
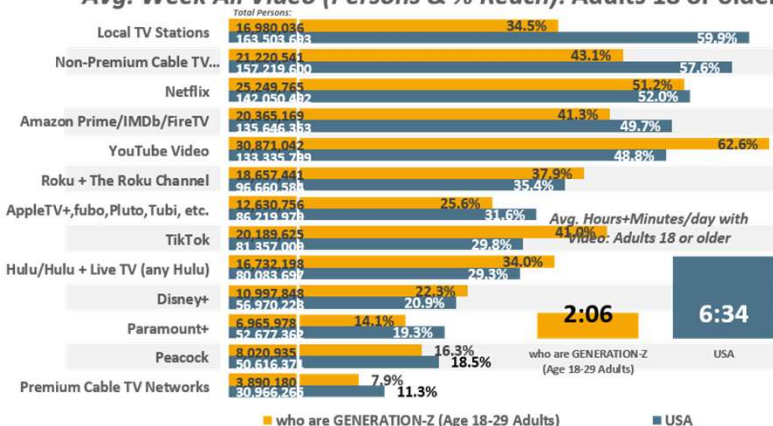
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



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 for an average of 35. minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

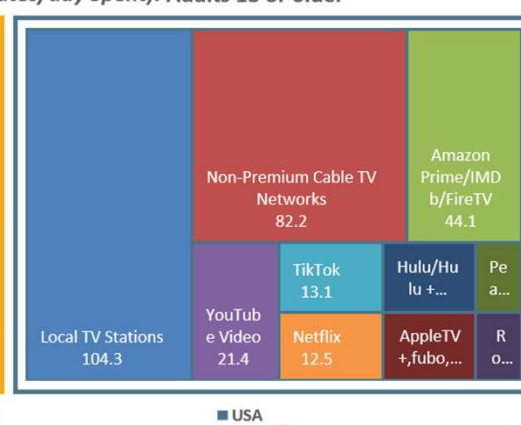
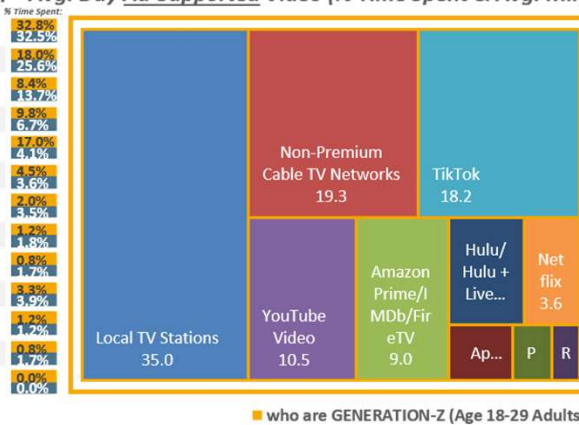
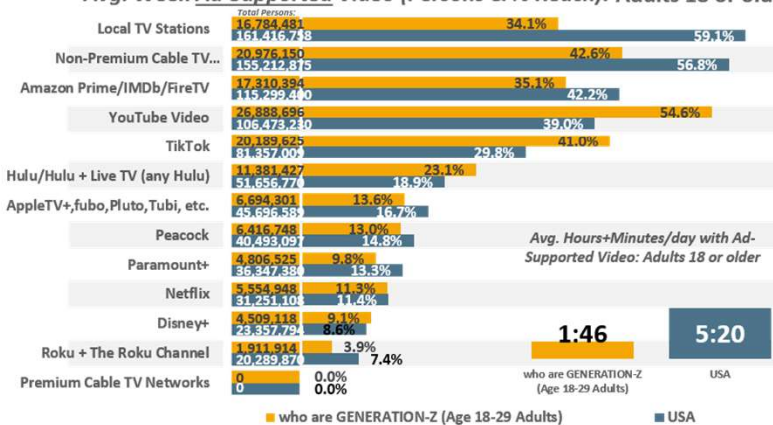
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

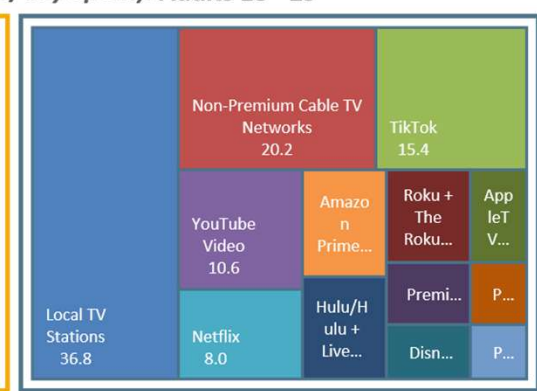
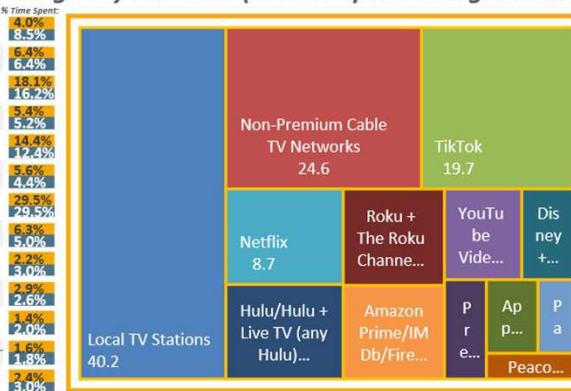
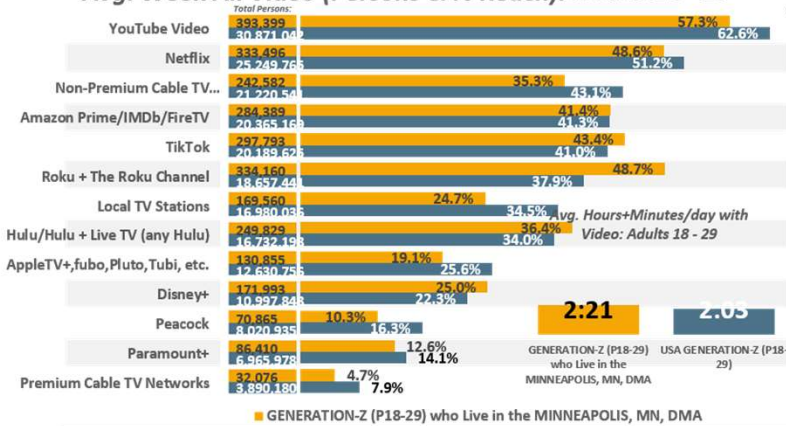




167,708 or 24.4% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations for an average of 39.3 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

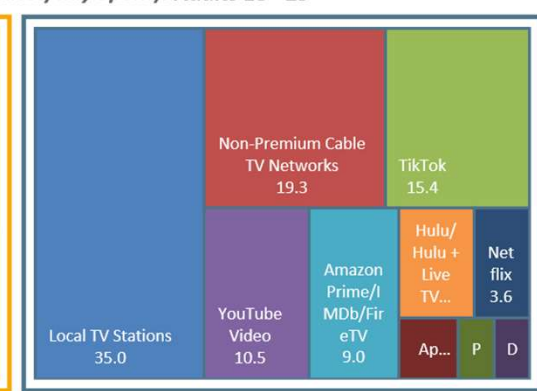
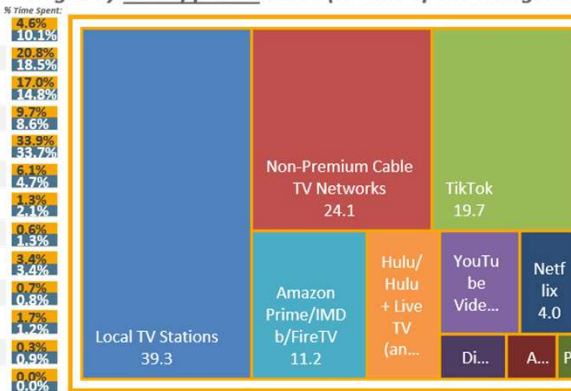
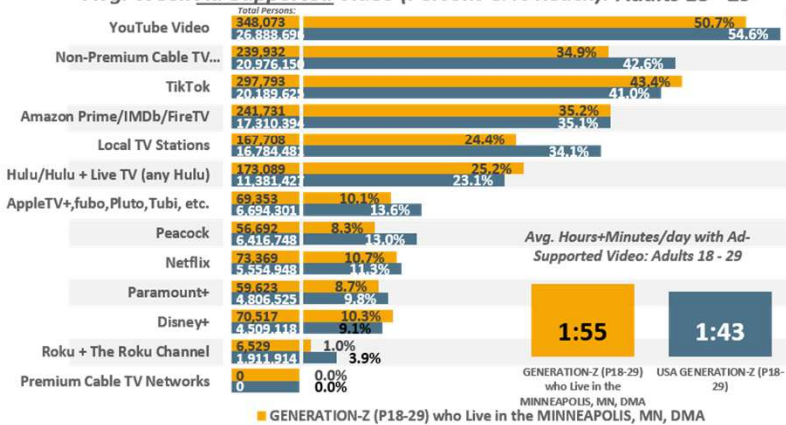
Avg. Week All Video (Persons & % Reach): Adults 18 - 29

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



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

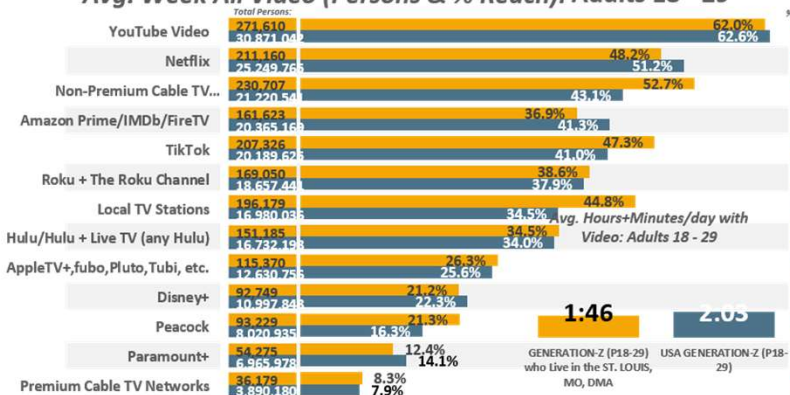
soefa.ai Share of Everything for Anything

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

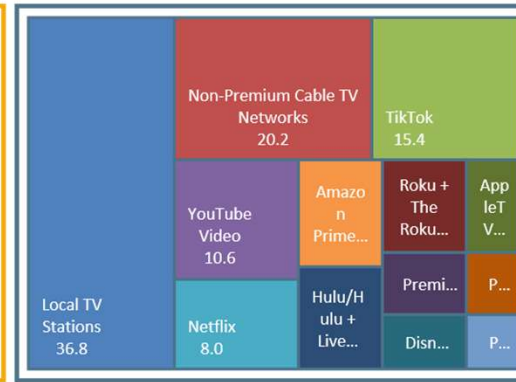
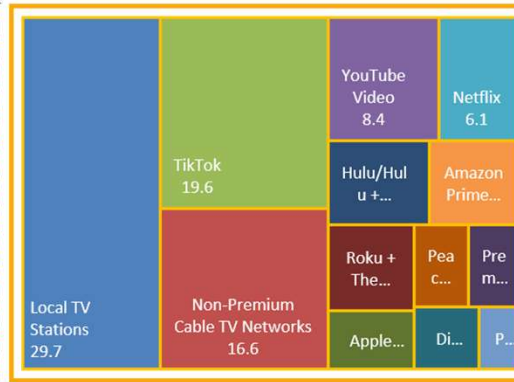


193,937 or 44.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 28.2 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

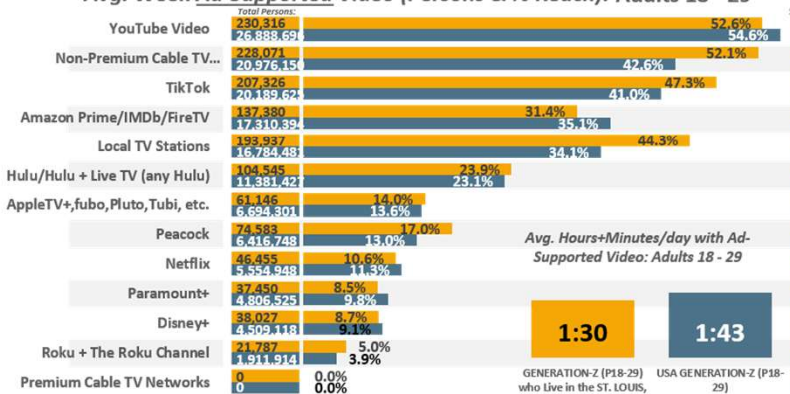
Avg. Week All Video (Persons & % Reach): Adults 18 - 29



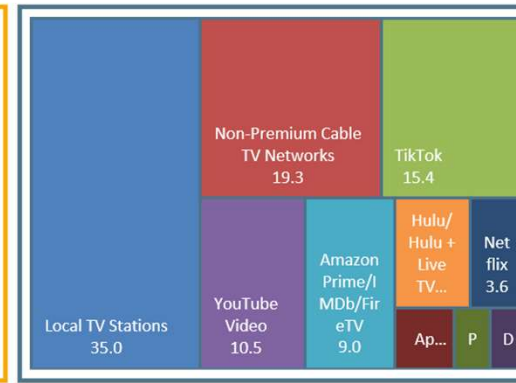
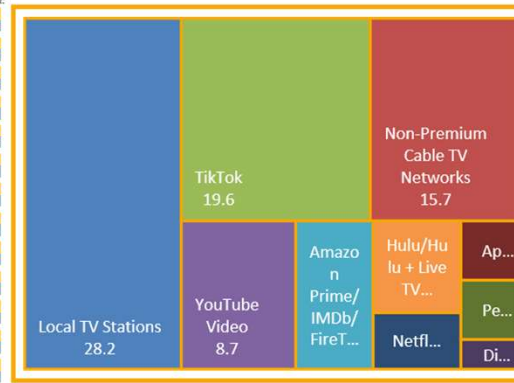
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

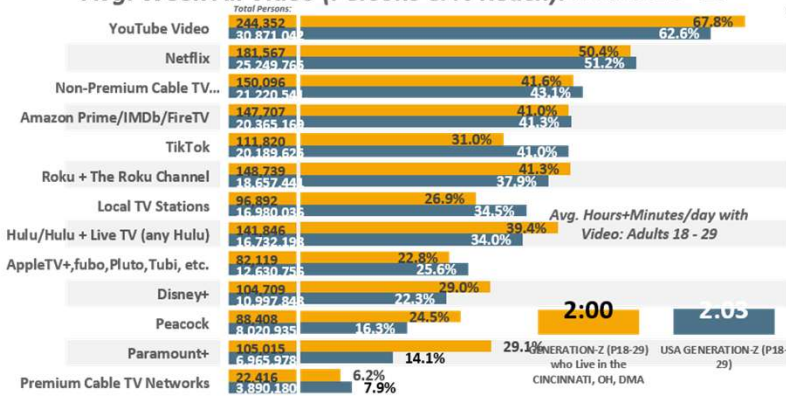
soefa.ai Share of Everything for Anything

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

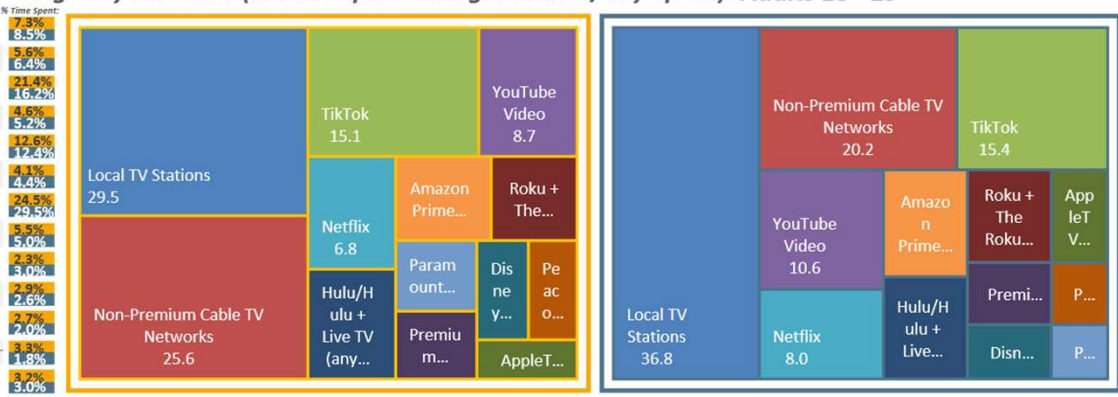


94,723 or 26.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 26.9 minutes every day representing 26.9% of all time spent daily with Ad-Supported Video.

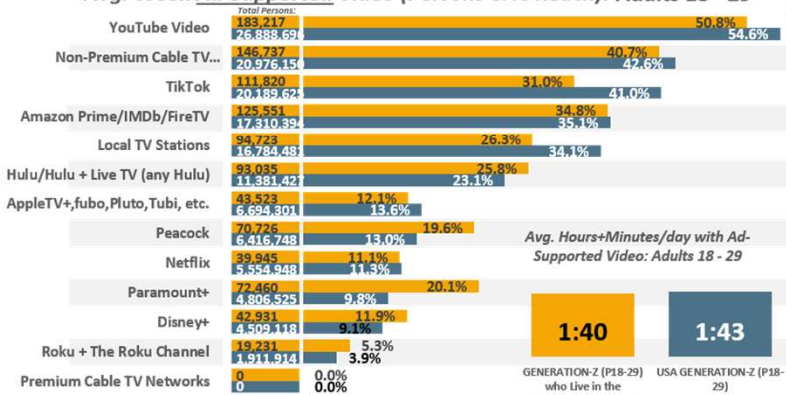
Avg. Week All Video (Persons & % Reach): Adults 18 - 29



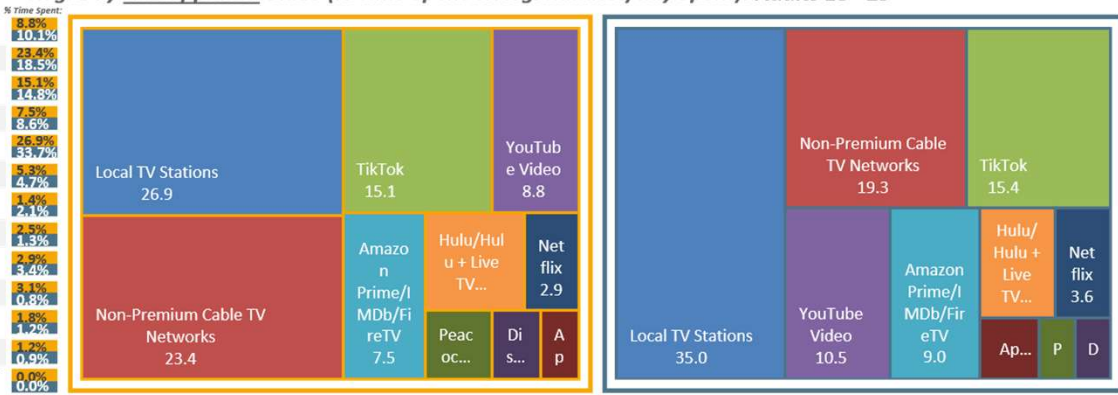
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



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



USA GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA
USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA
USA Projection
Qual Intab
3,498

soefa.ai Share of Everything for Anything

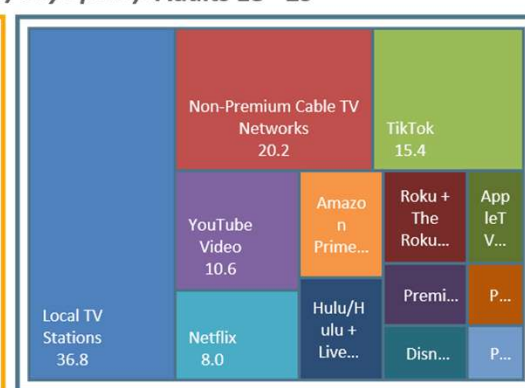
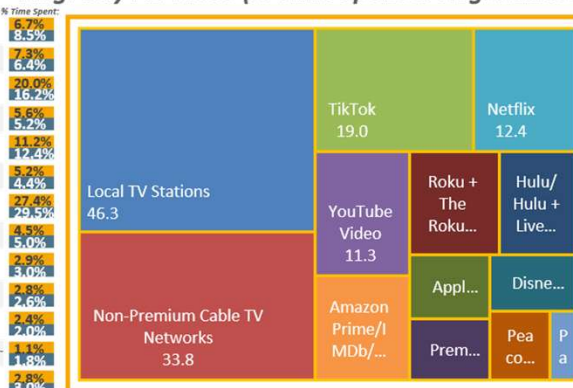
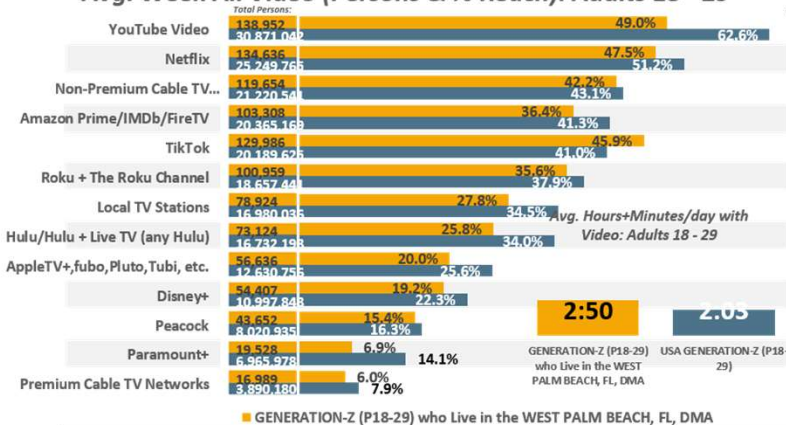
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



78,016 or 27.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations for an average of 44.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

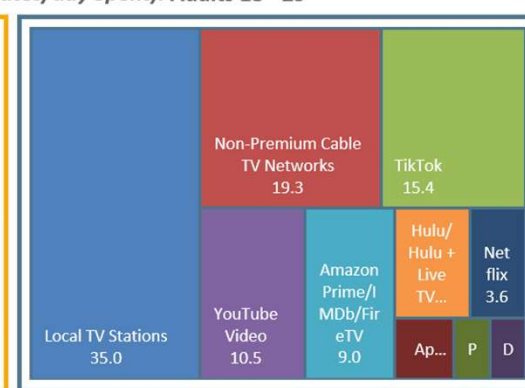
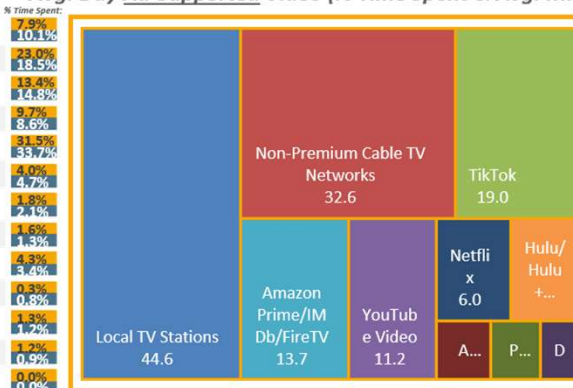
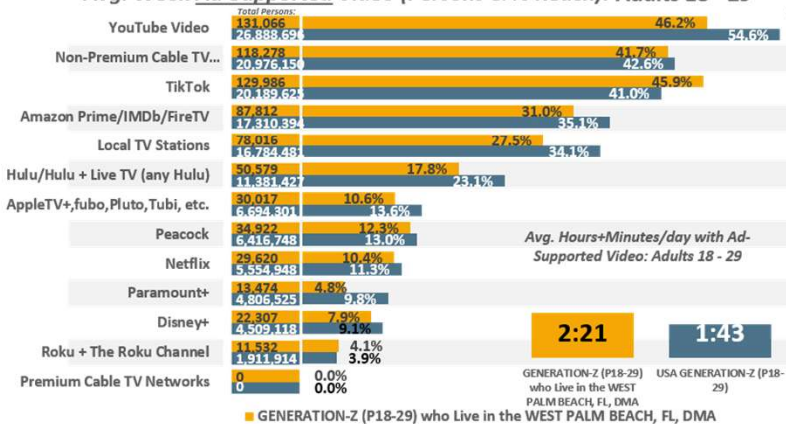
Avg. Week All Video (Persons & % Reach): Adults 18 - 29

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



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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)

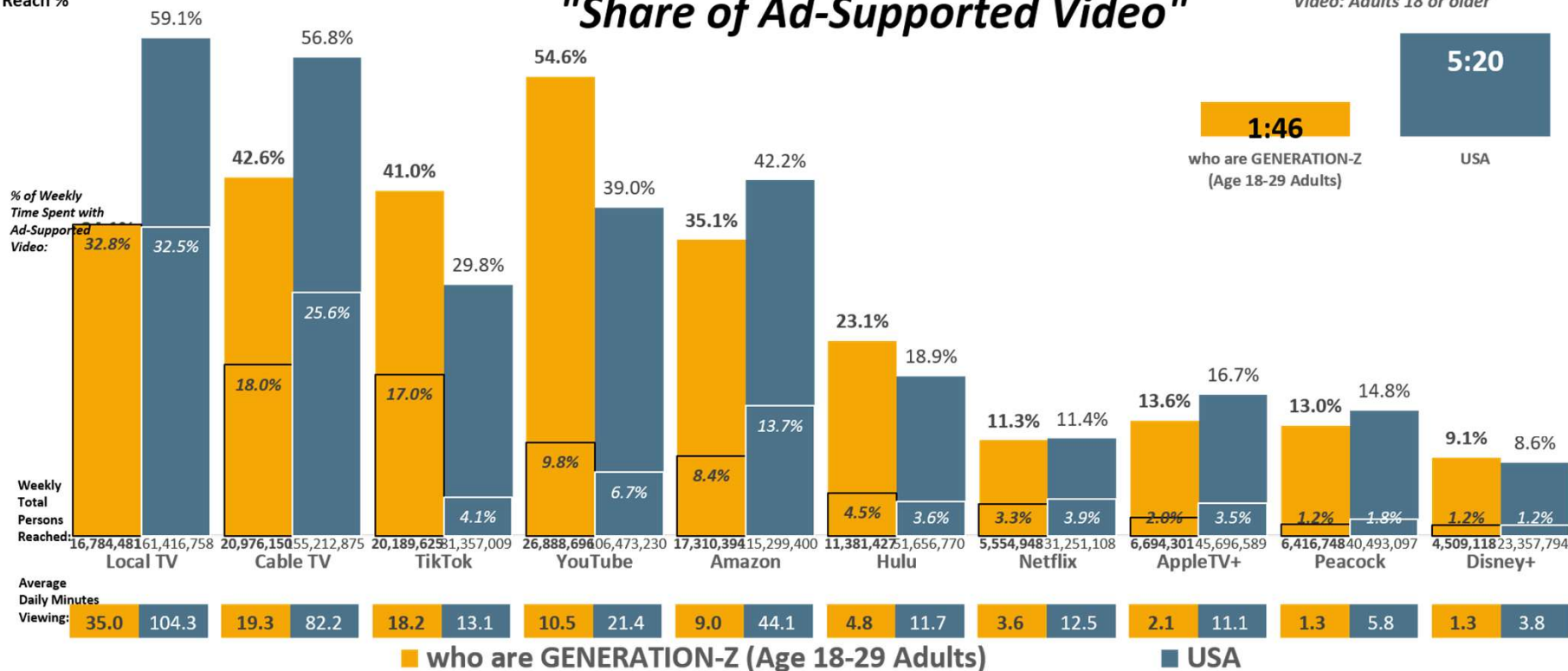


16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 35. minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

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



1:46

who are GENERATION-Z (Age 18-29 Adults)

5:20

USA

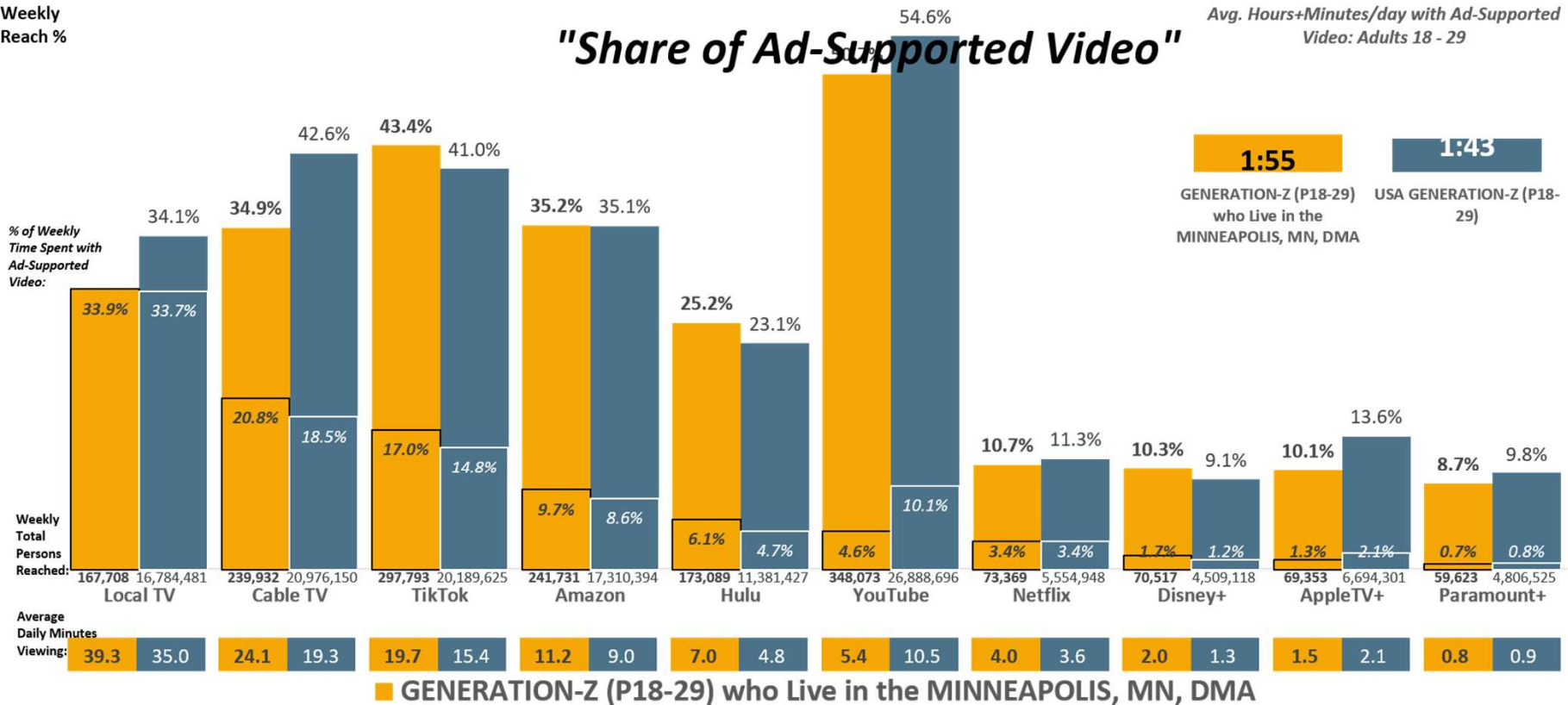


167,708 or 24.4% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations for an average of 39.3 minutes every day representing 33.9% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



USA GENERATION-Z (P18-29)
Scarborough R1 2026: Feb25-Feb26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

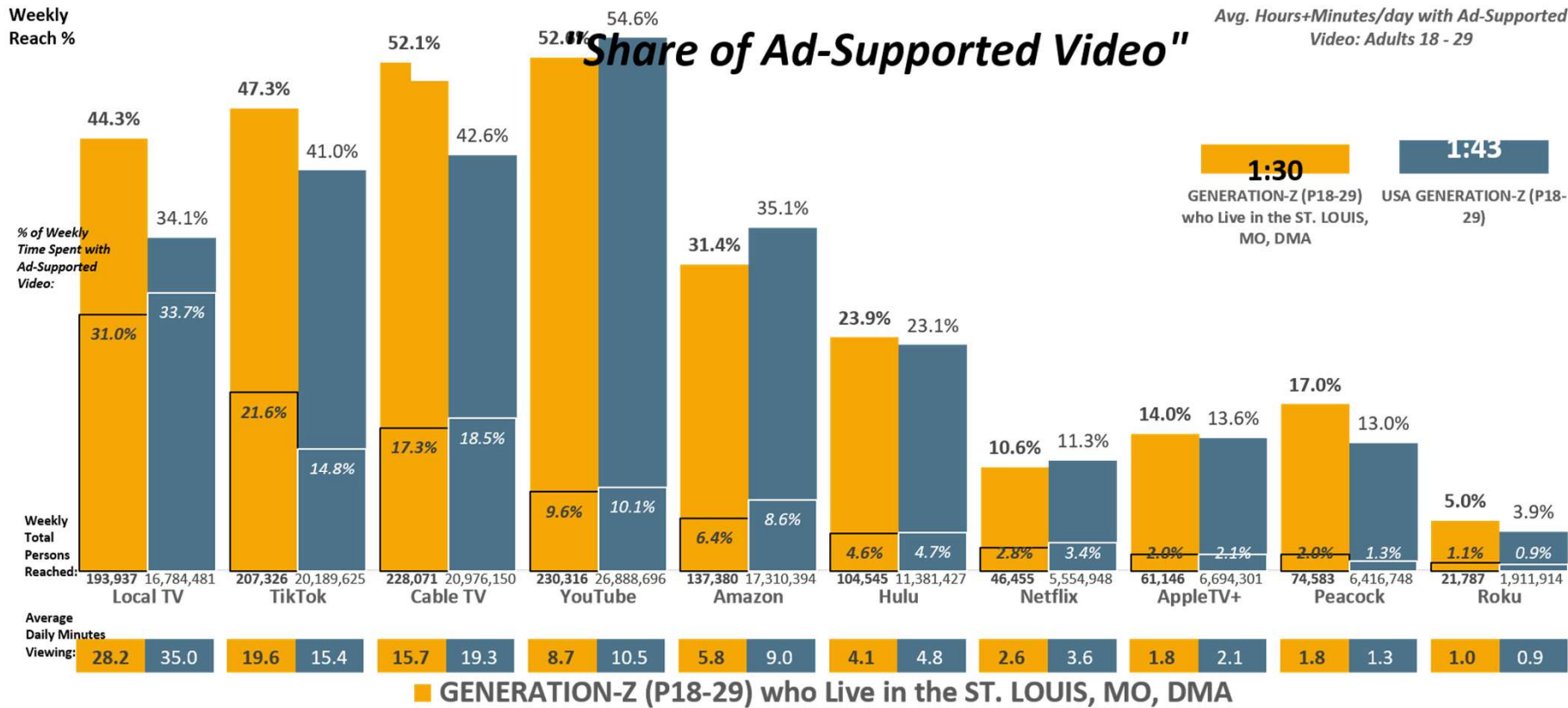
USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything
for Anything

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



193,937 or 44.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 28.2 minutes every day representing 31.0% of all time spent daily with Ad-Supported Video.



USA GENERATION-Z (P18-29)
Scarborough R1 2026: Feb25-Feb26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

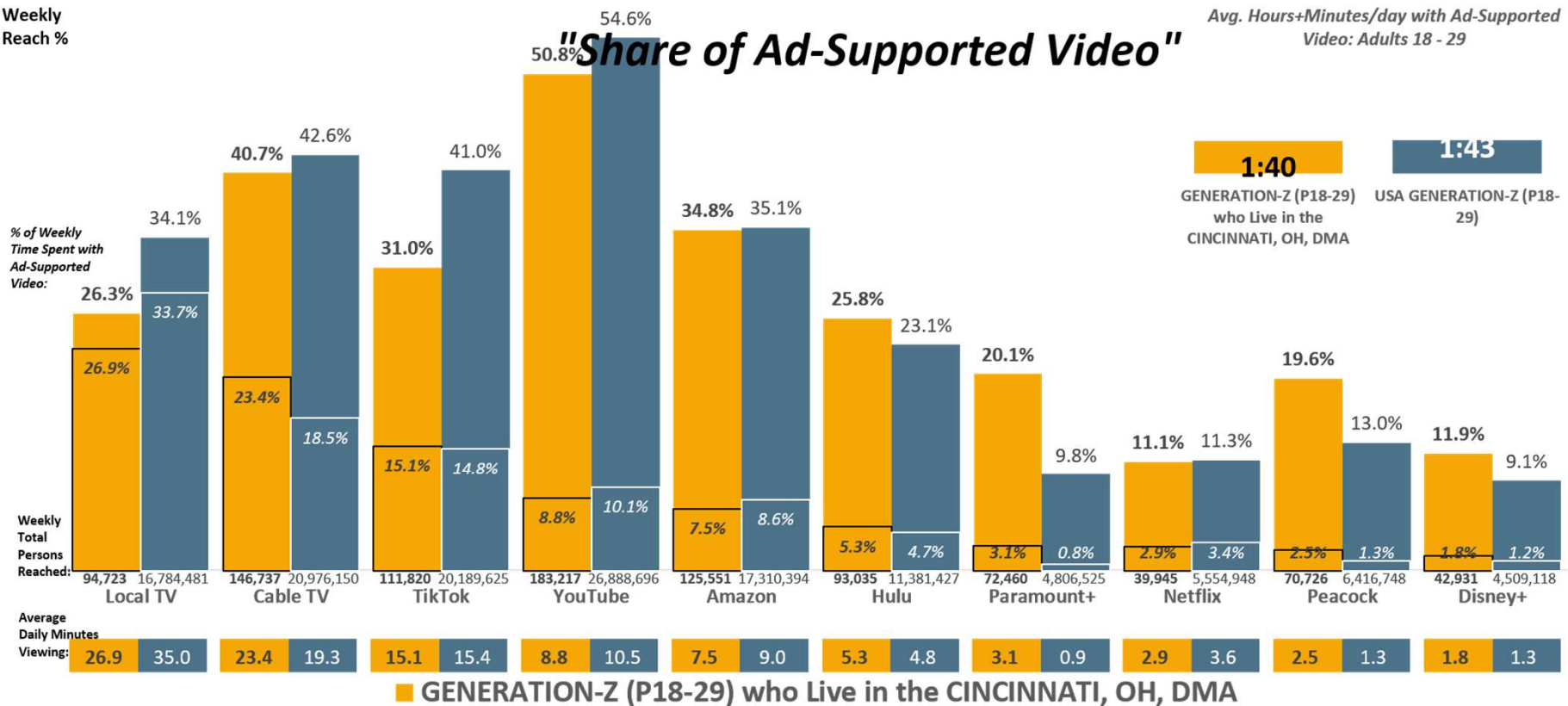
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



94,723 or 26.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 26.9 minutes every day representing 26.9% 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: Feb25-Feb26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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)

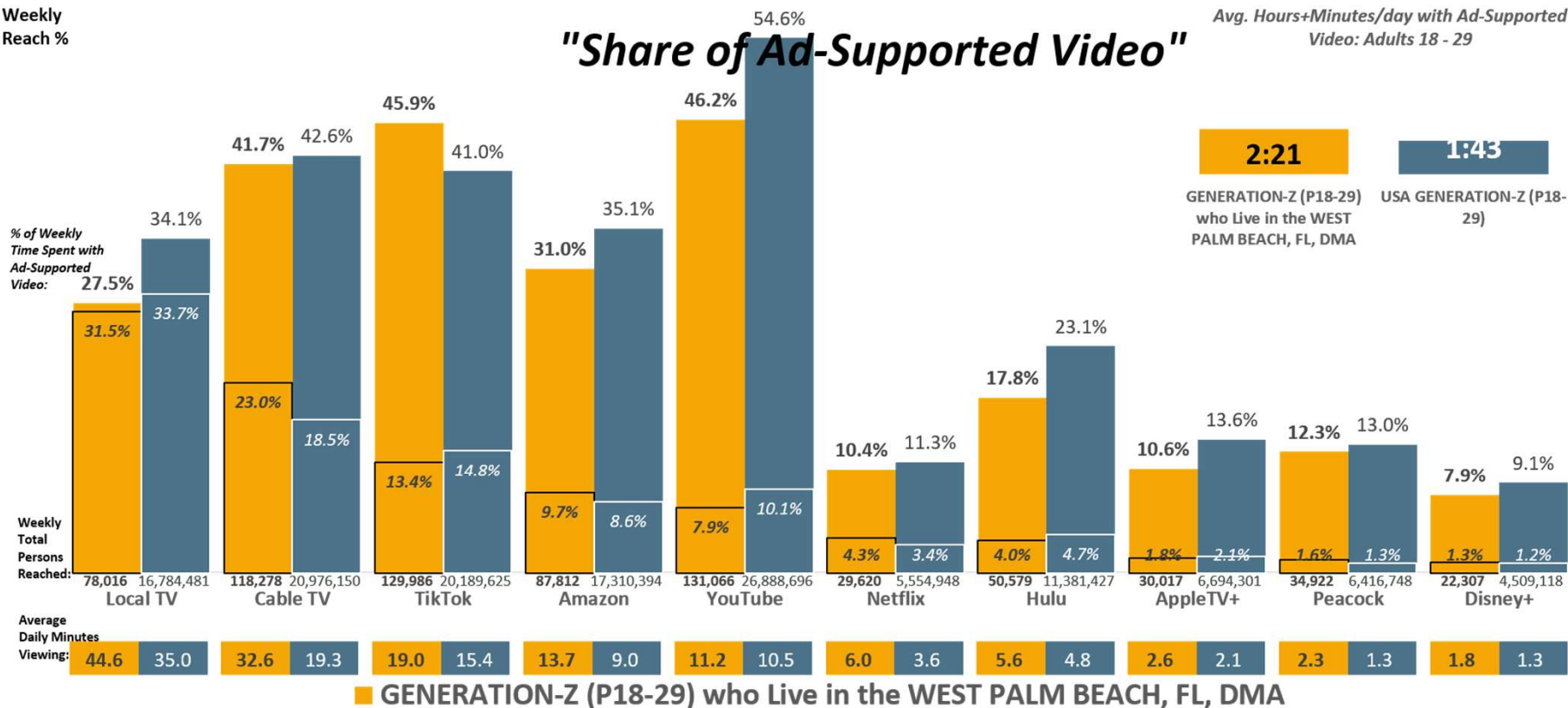


78,016 or 27.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations for an average of 44.6 minutes every day representing 31.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



USA GENERATION-Z (P18-29)
Scarborough, R1 2026: Jan25-Jan26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

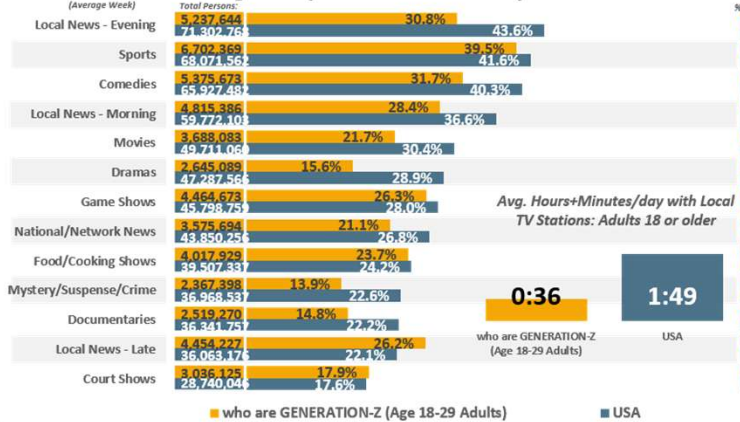
soefa.ai Share of Everything
for Anything

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

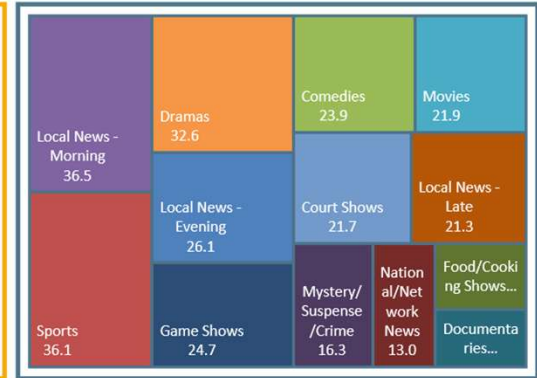
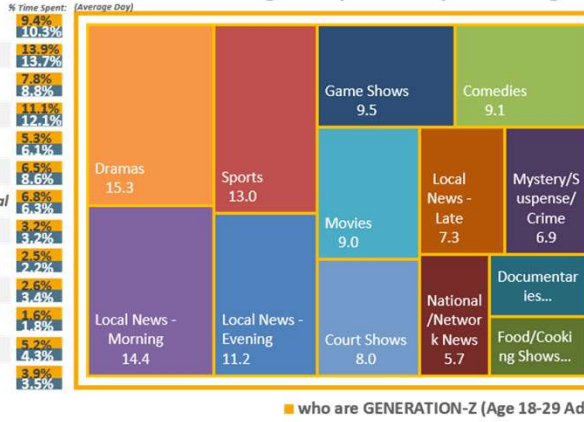


16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Local News - Late.

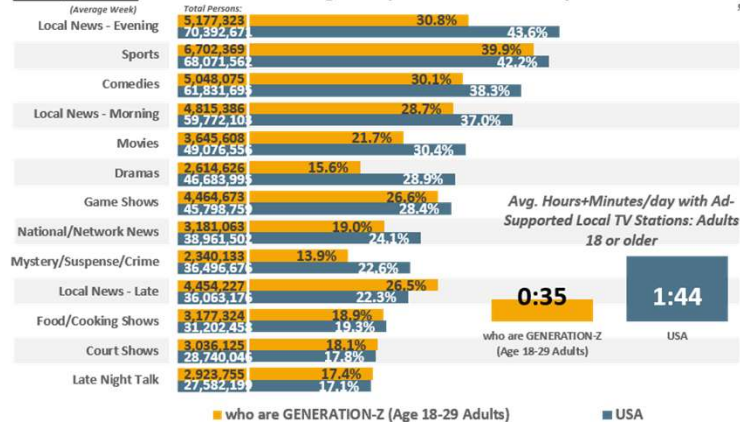
Local TV Station Programs (Persons & % Reach): Adults 18 or older



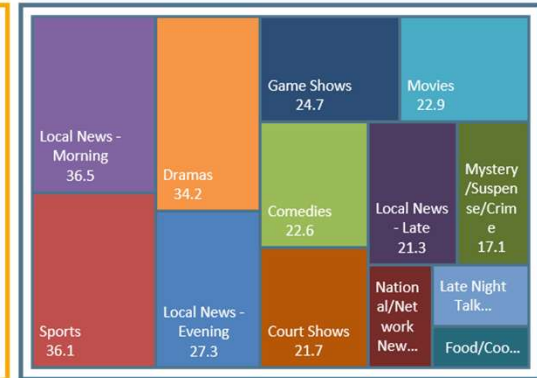
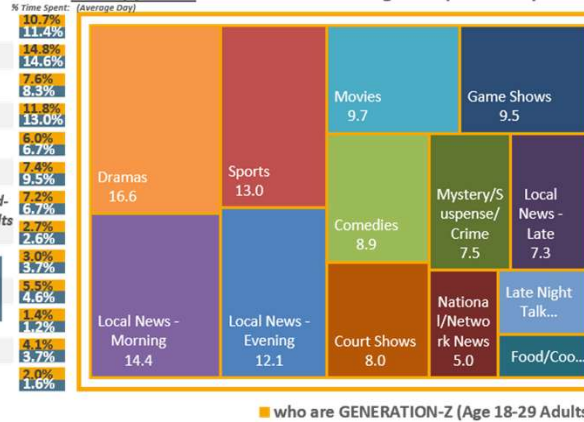
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



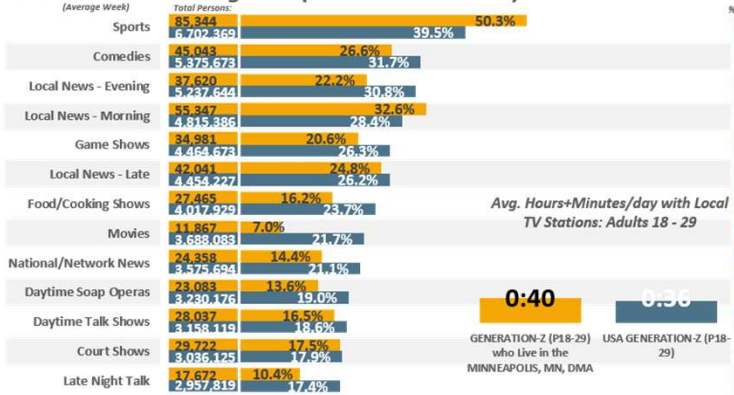
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



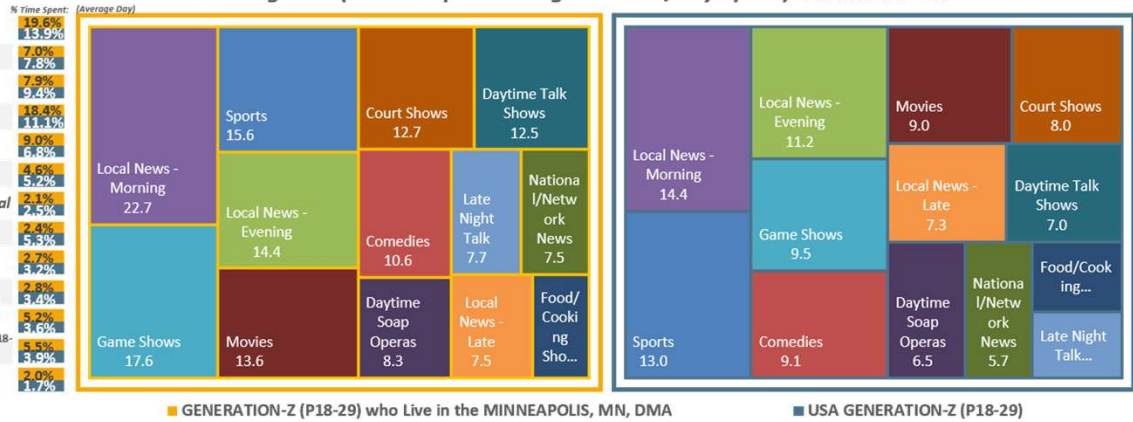


167,708 or 24.4% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Late, Local News - Evening, and Game Shows.

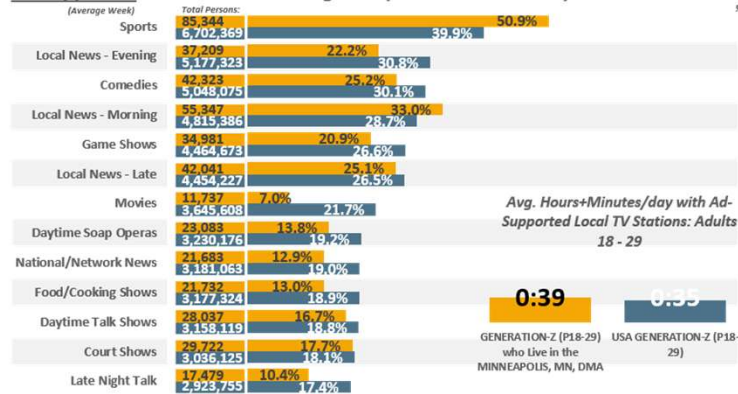
Local TV Station Programs (Persons & % Reach): Adults 18 - 29



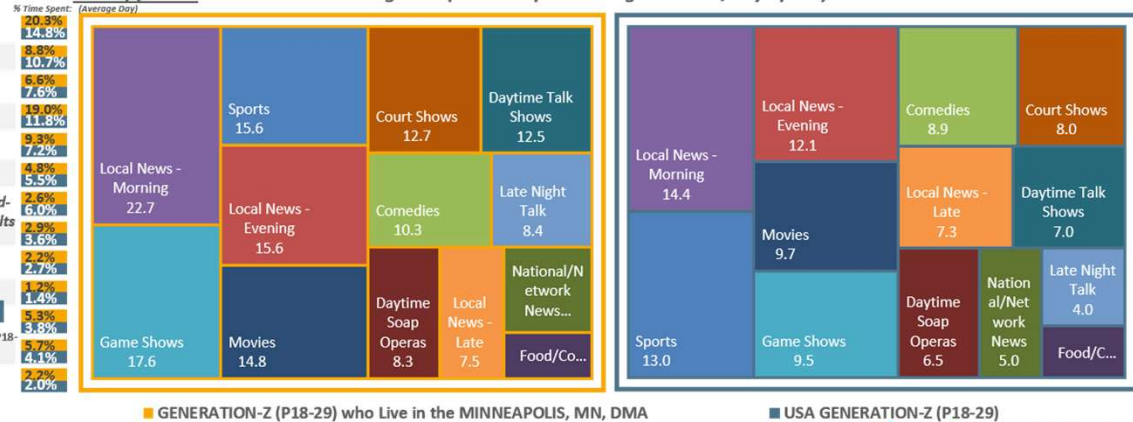
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

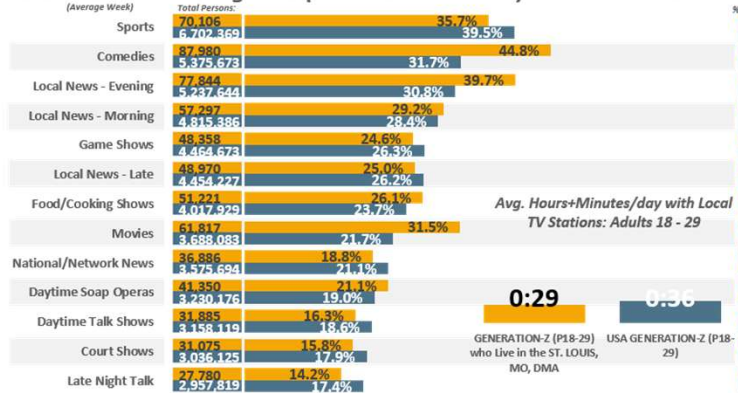
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

soefa.ai Share of Everything for Anything

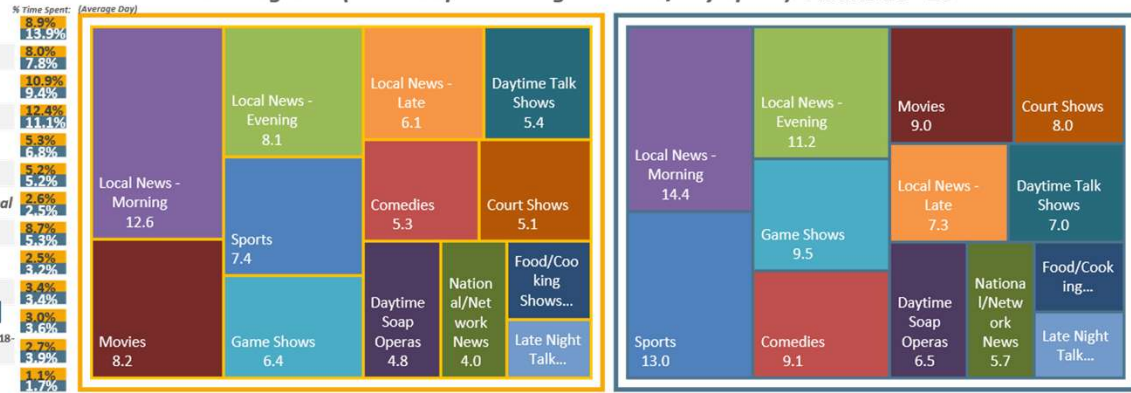


193,937 or 44.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Movies, Local News - Morning, and Local News - Late.

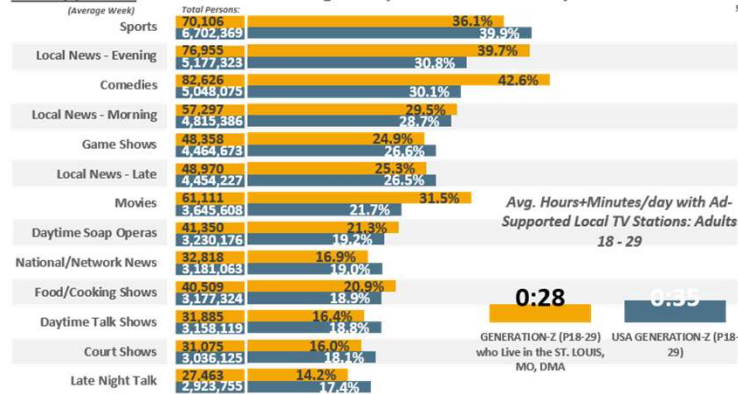
Local TV Station Programs (Persons & % Reach): Adults 18 - 29



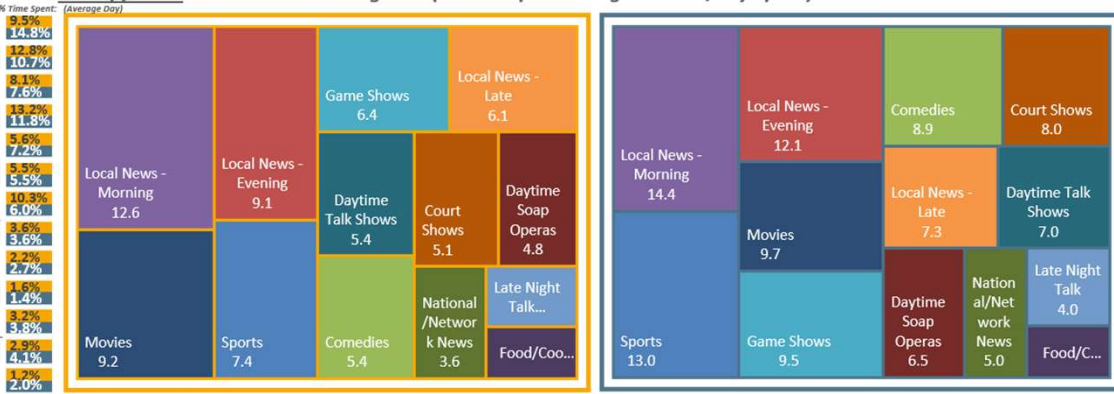
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



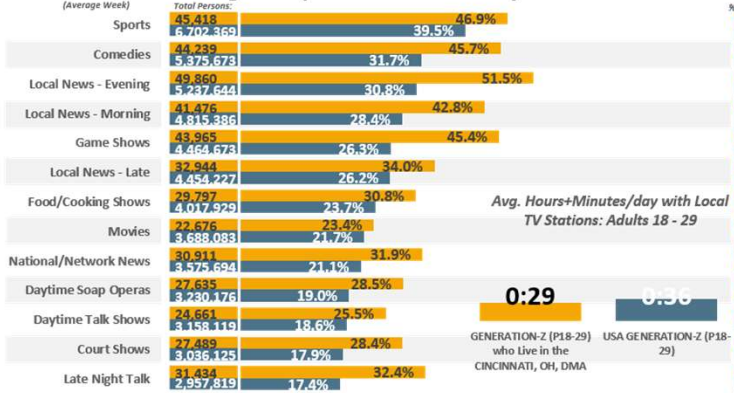
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



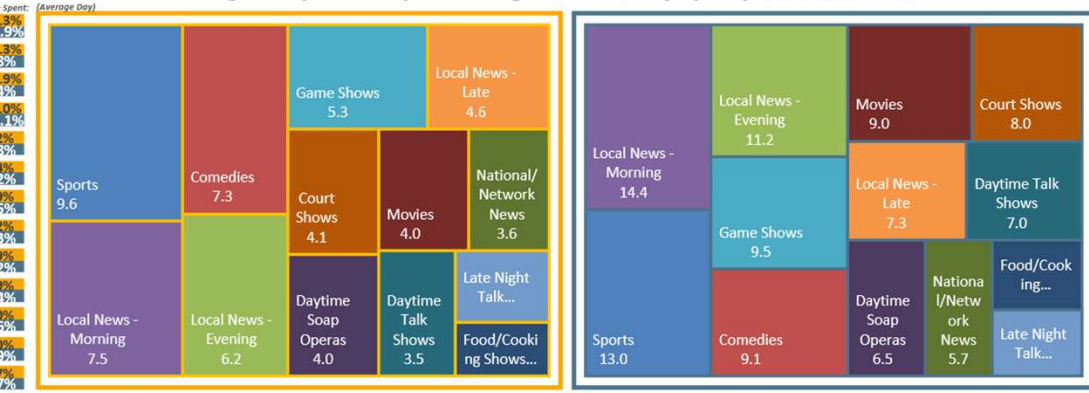


94,723 or 26.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Game Shows, Local News - Morning, Comedies, and Local News - Late.

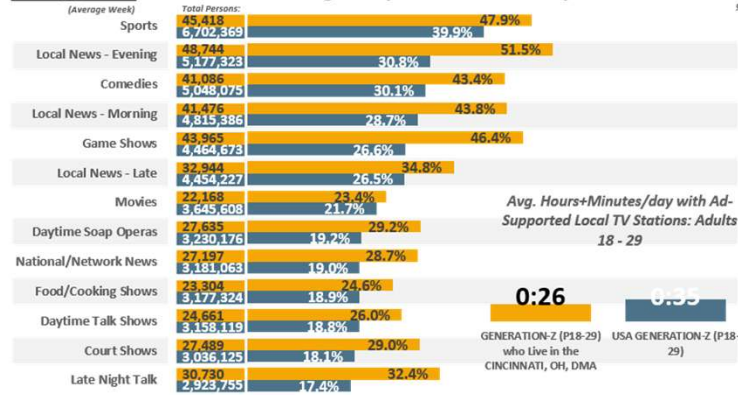
Local TV Station Programs (Persons & % Reach): Adults 18 - 29



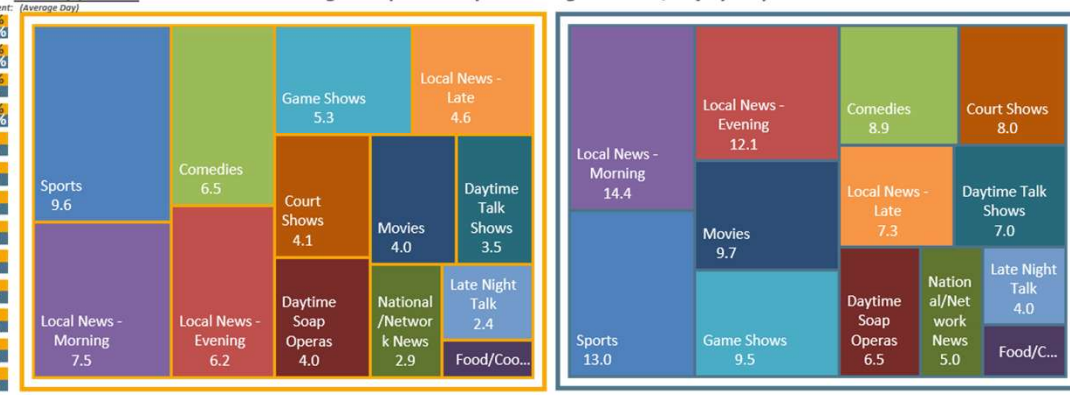
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

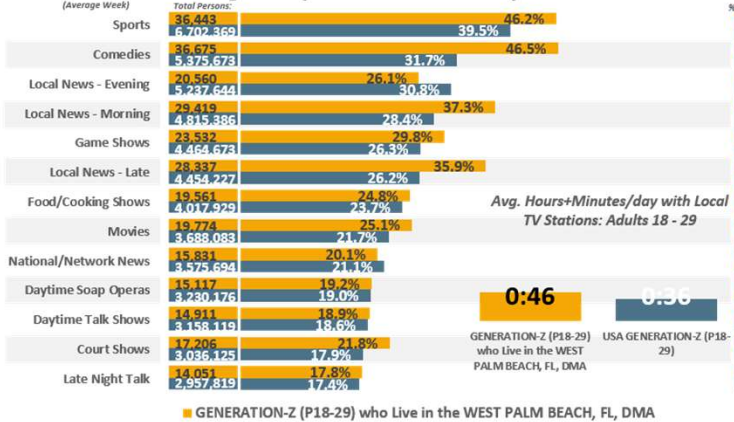
soefa.ai Share of Everything for Anything

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

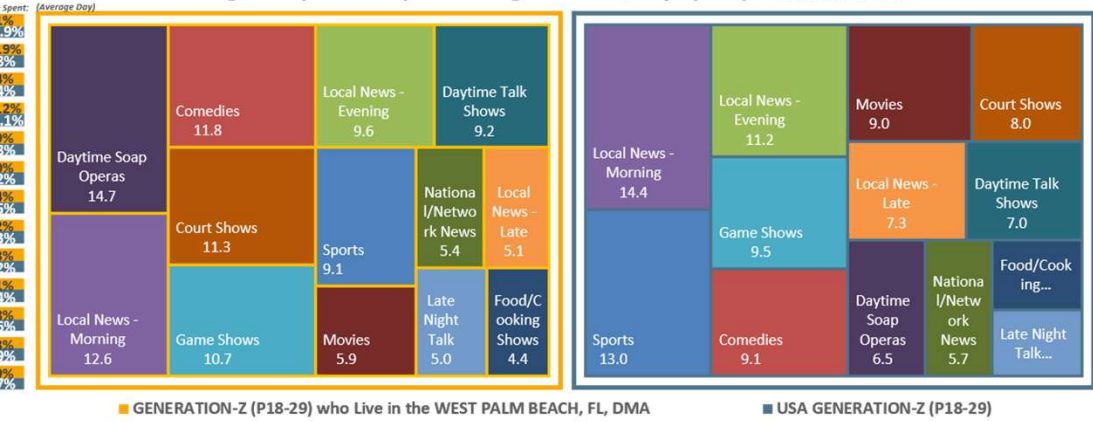


78,016 or 27.5% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Late, Game Shows, and Local News - Evening.

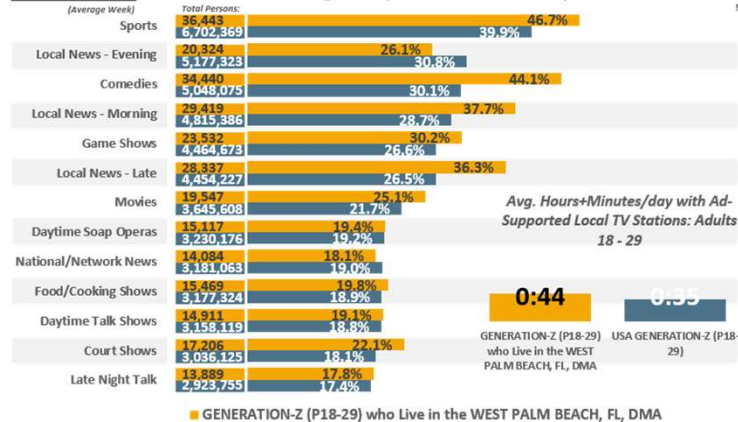
Local TV Station Programs (Persons & % Reach): Adults 18 - 29



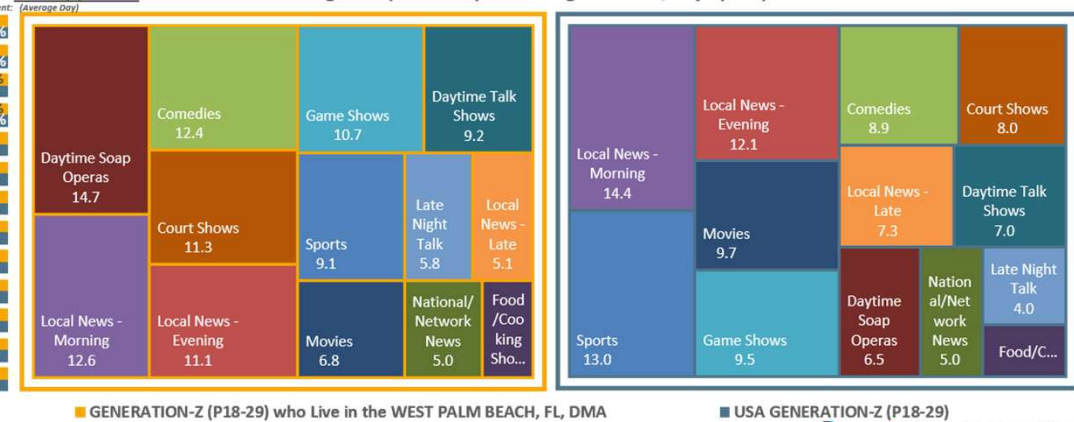
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

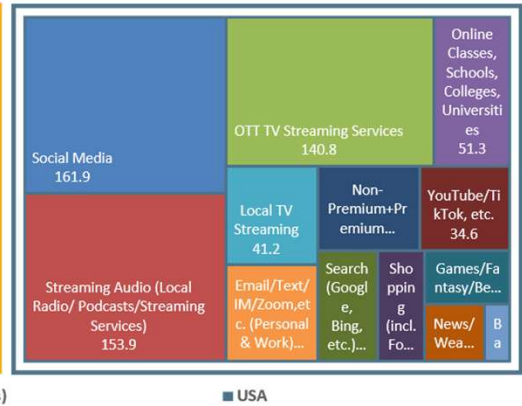
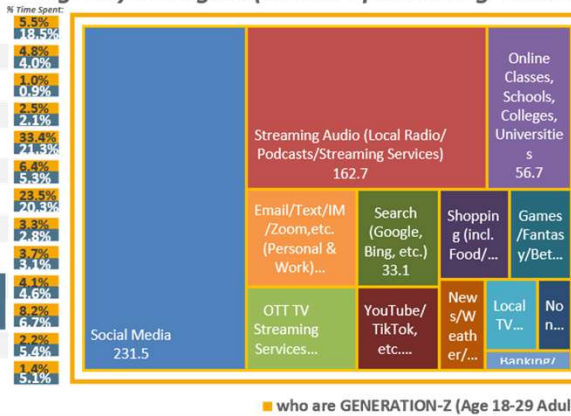
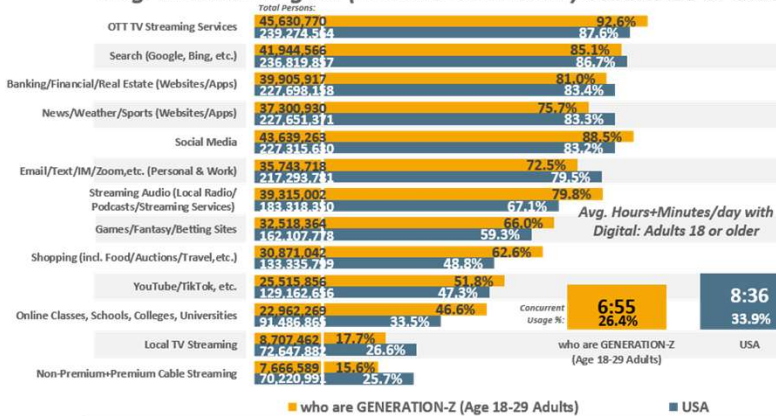
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



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.

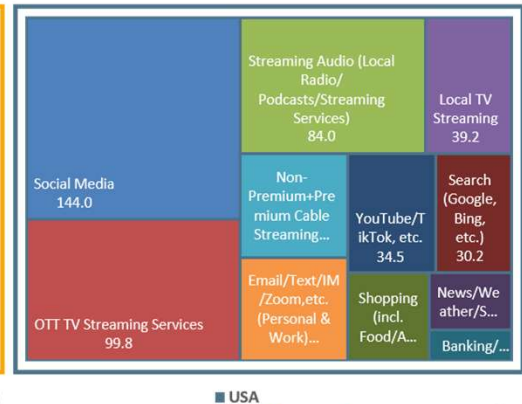
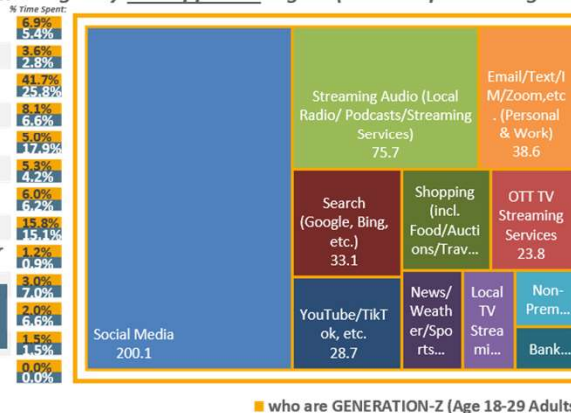
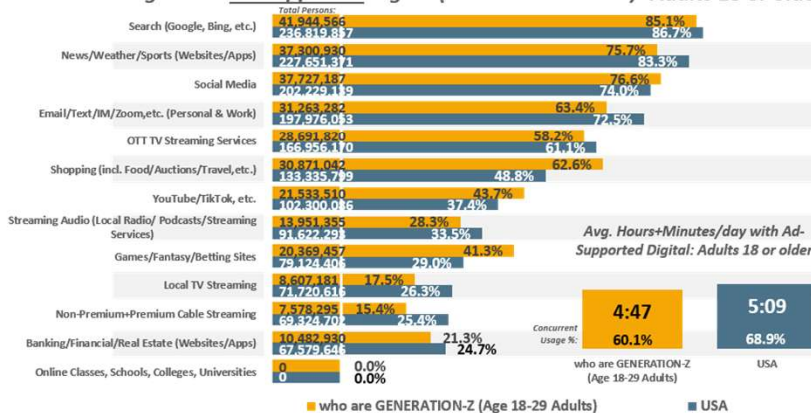
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

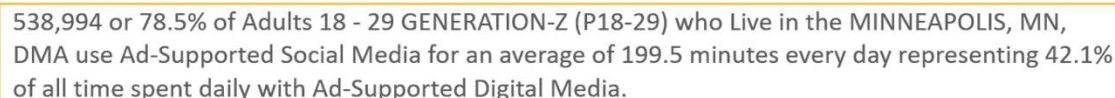
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



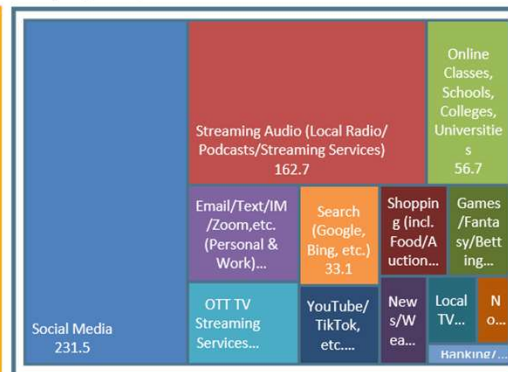
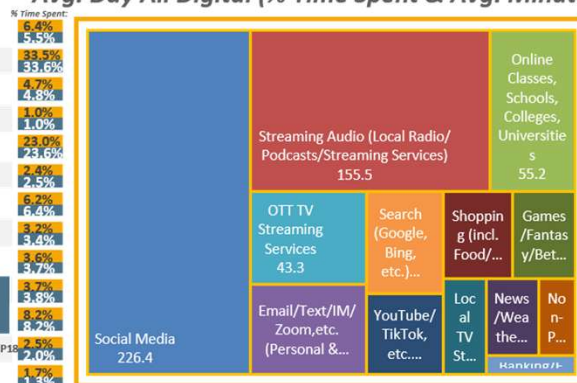
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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



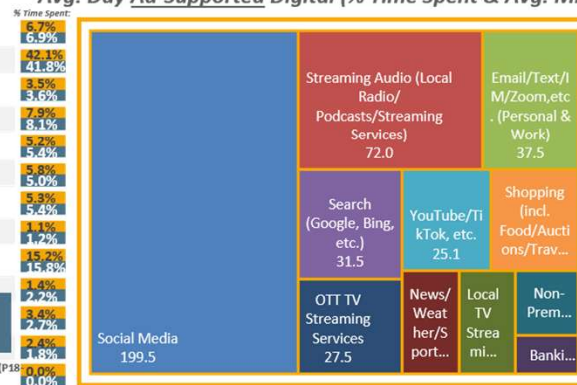


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



■ USA GENERATION-Z (P18-29)

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



■ USA GENERATION-Z (P18-29)

USA Projection	USA	Qual Intab	3.498
----------------	-----	------------	-------

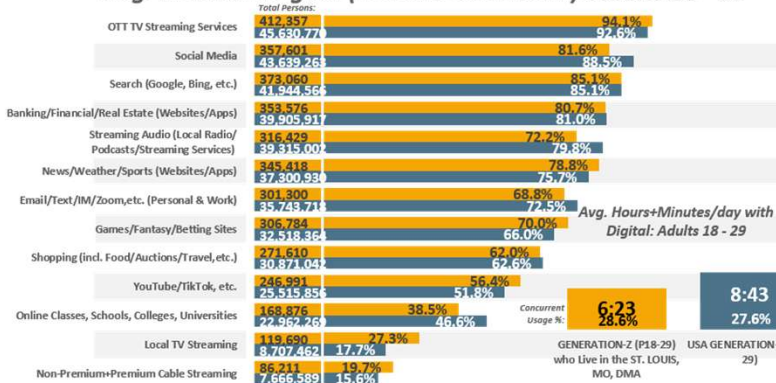
soefa.ai Share of Everything
for Anything.

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

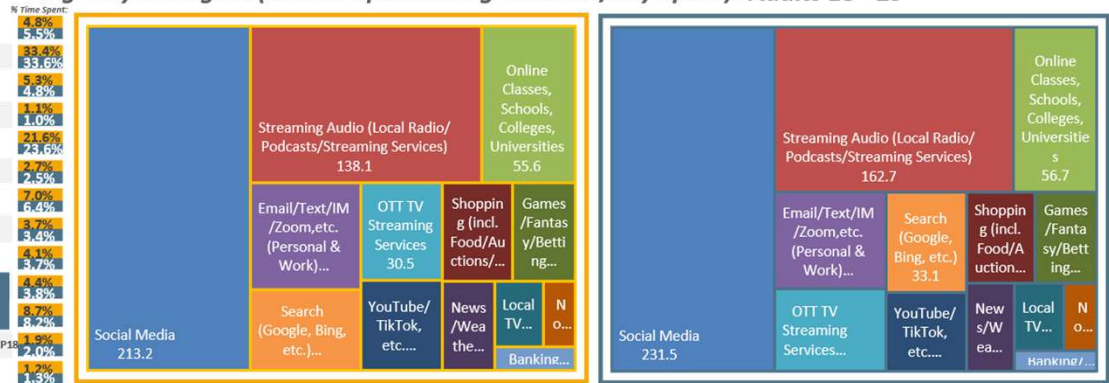


282,857 or 64.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 168.6 minutes every day representing 39.3% of all time spent daily with Ad-Supported Digital Media.

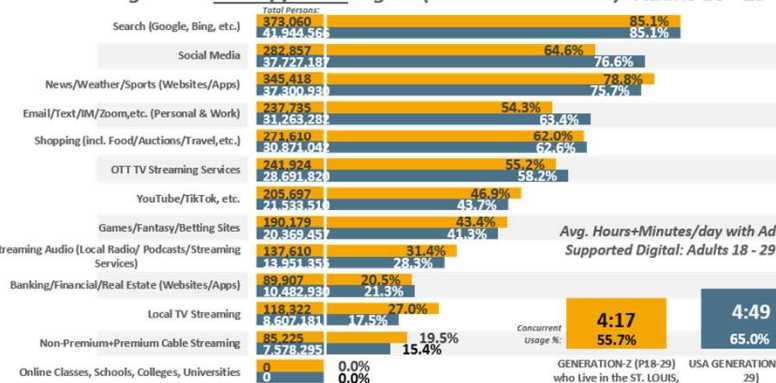
Avg. Week All Digital (Persons & % Reach): Adults 18 - 29



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



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

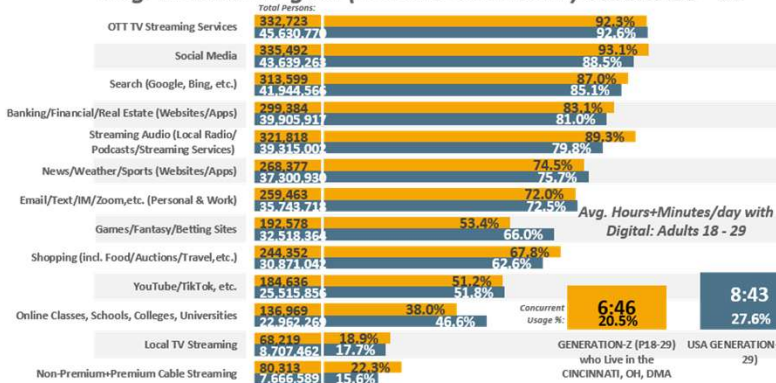
soefa.ai Share of Everything for Anything

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

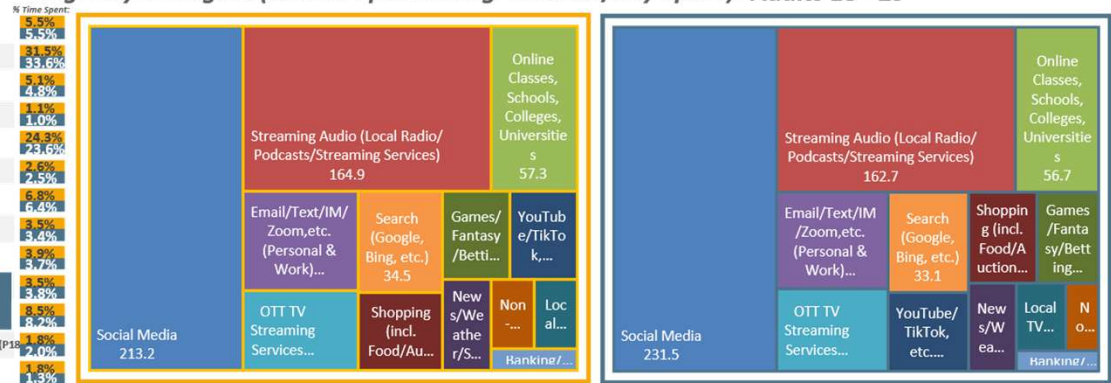


302,513 or 83.9% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 192.2 minutes every day representing 40.7% of all time spent daily with Ad-Supported Digital Media.

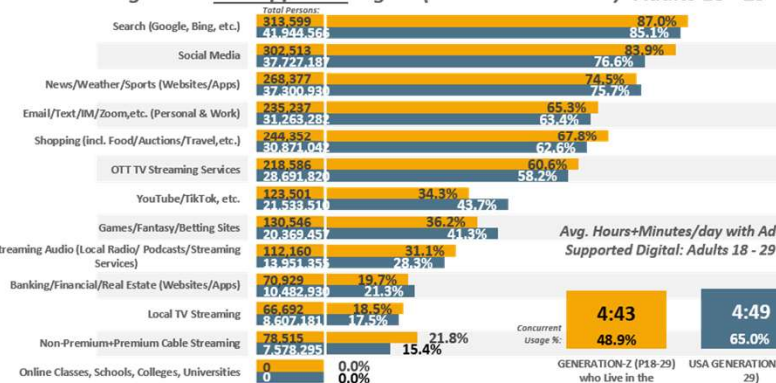
Avg. Week All Digital (Persons & % Reach): Adults 18 - 29



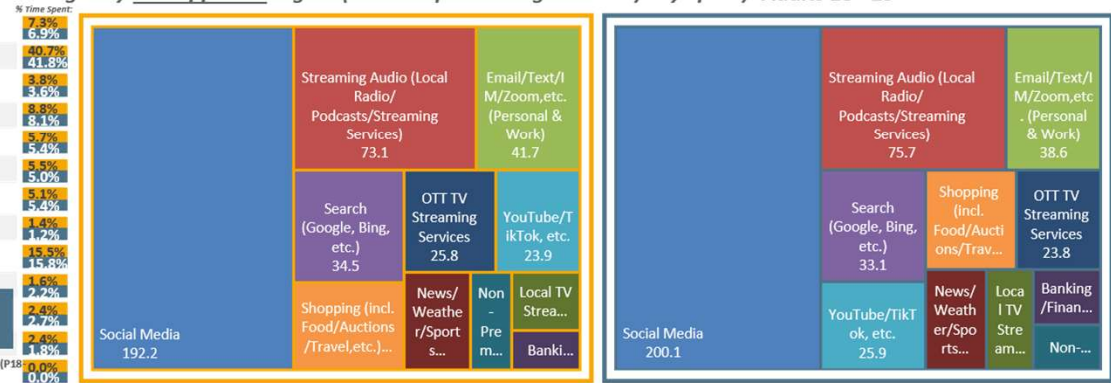
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

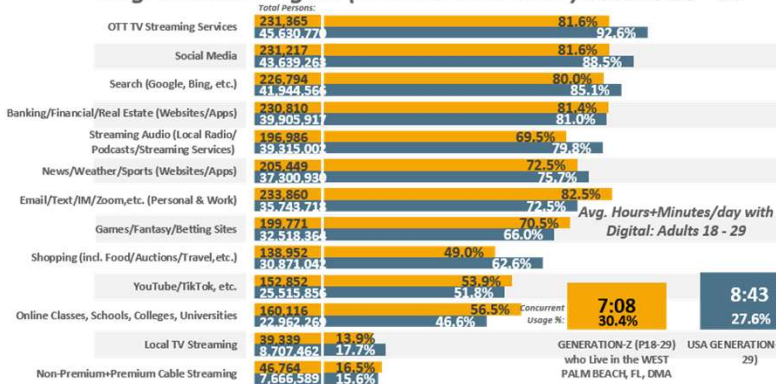
soefa.ai Share of Everything for Anything

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

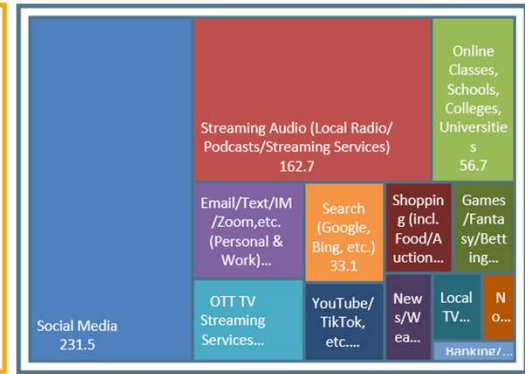
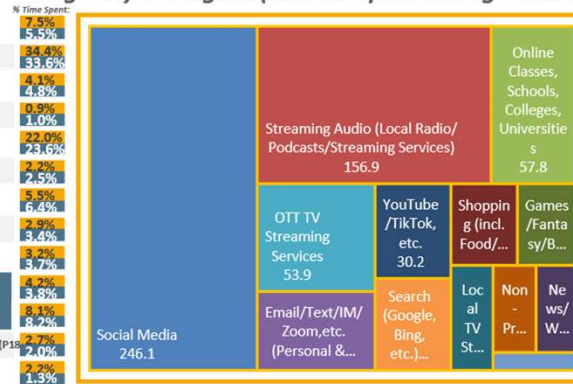


201,977 or 71.2% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Social Media for an average of 215. minutes every day representing 42.3% of all time spent daily with Ad-Supported Digital Media.

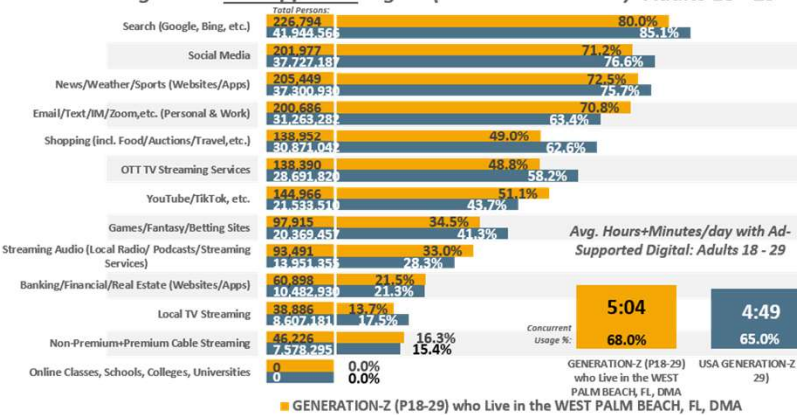
Avg. Week All Digital (Persons & % Reach): Adults 18 - 29



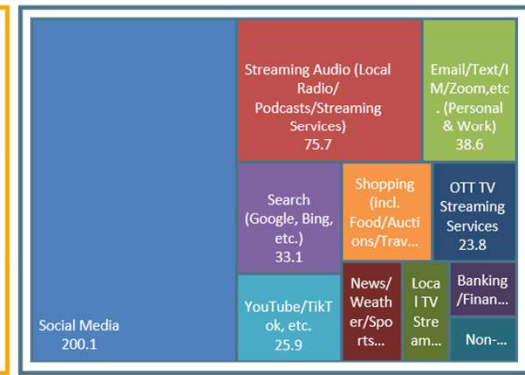
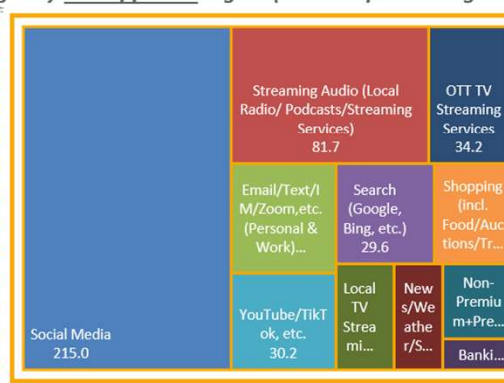
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



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



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

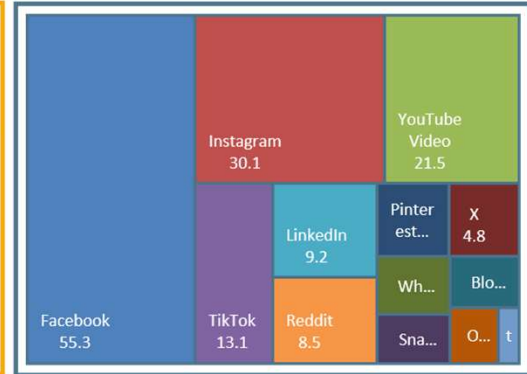
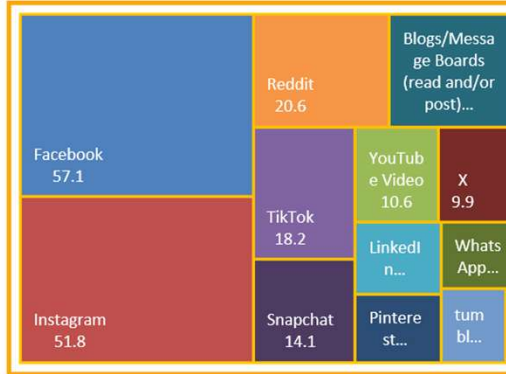
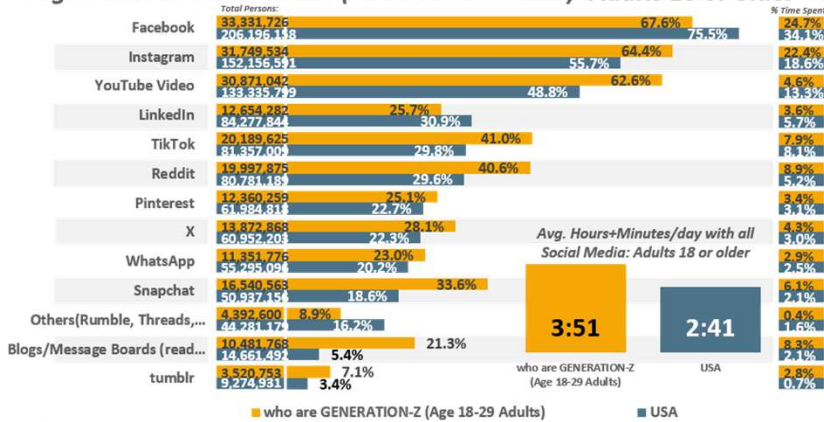
soefa.ai Share of Everything for Anything

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

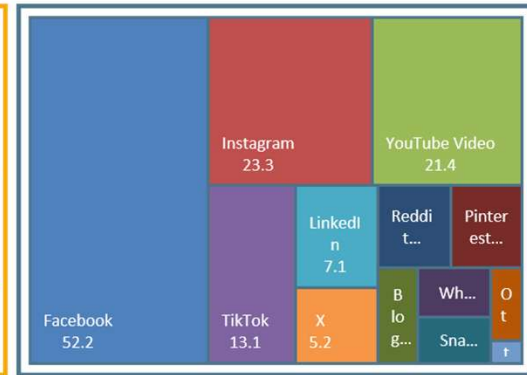
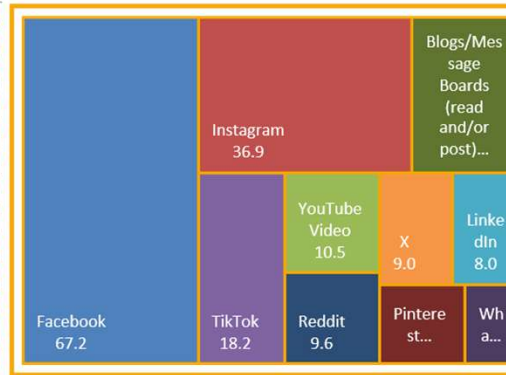
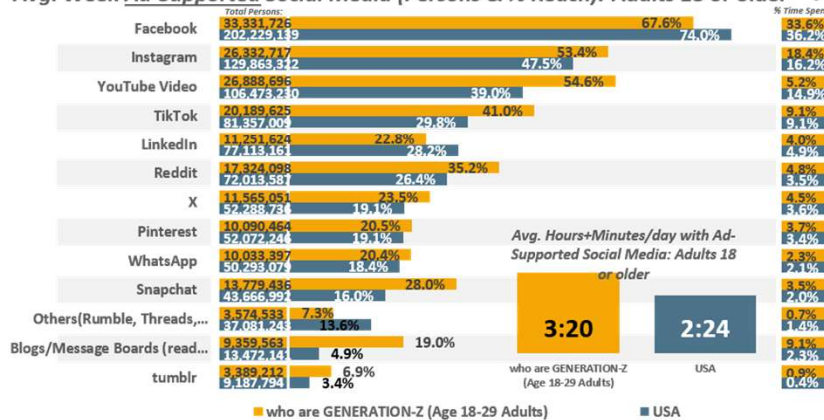


33,331,726 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 67.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

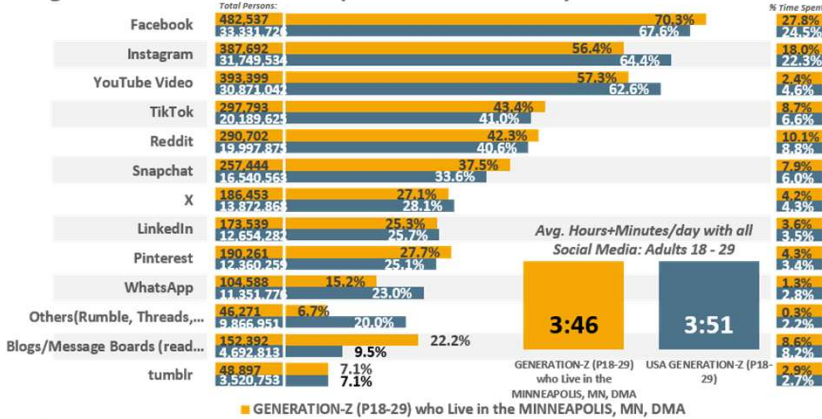
soefa.ai Share of Everything for Anything

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

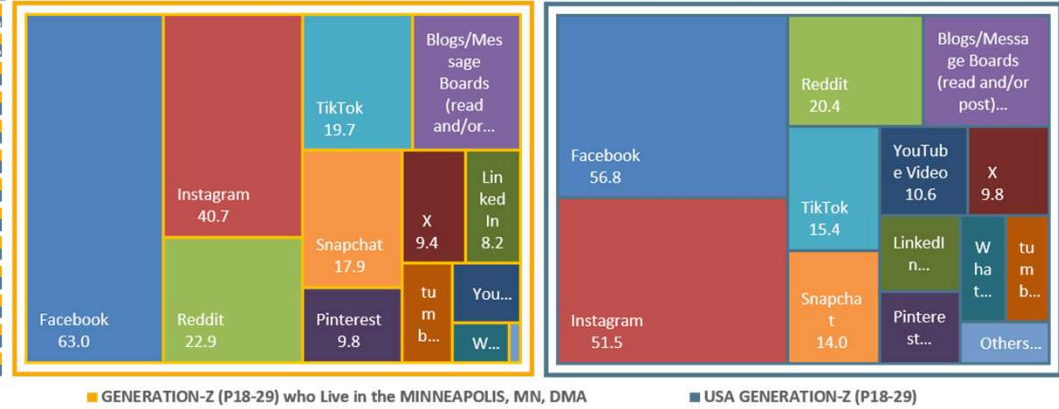


482,537 or 70.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA use Ad-Supported Facebook for an average of 71.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

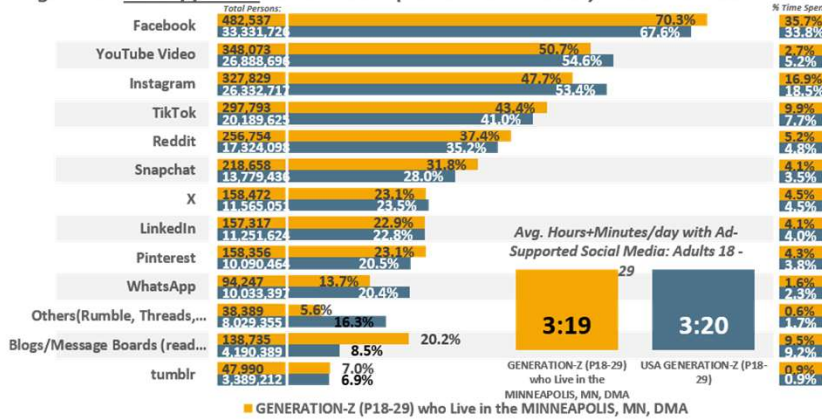
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 29



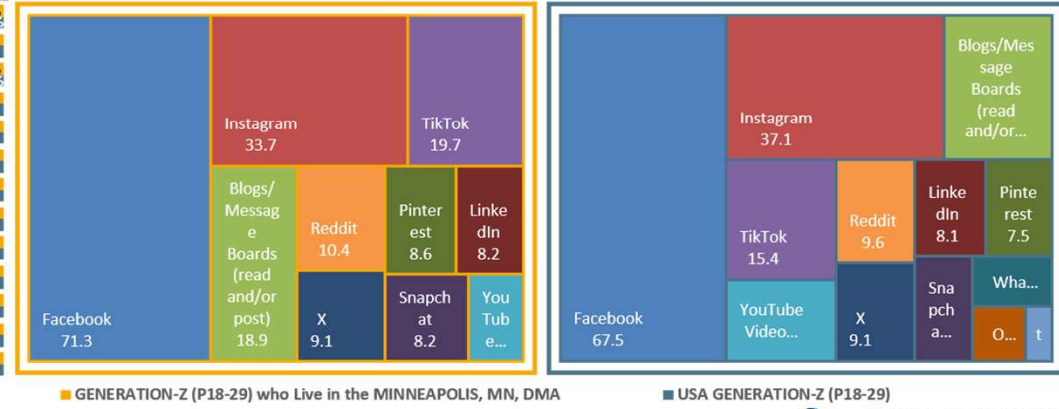
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



USA GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

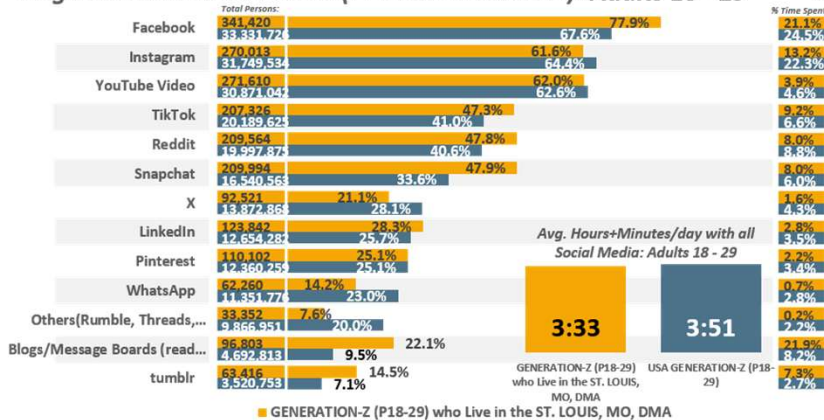
soefa.ai Share of Everything for Anything .

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

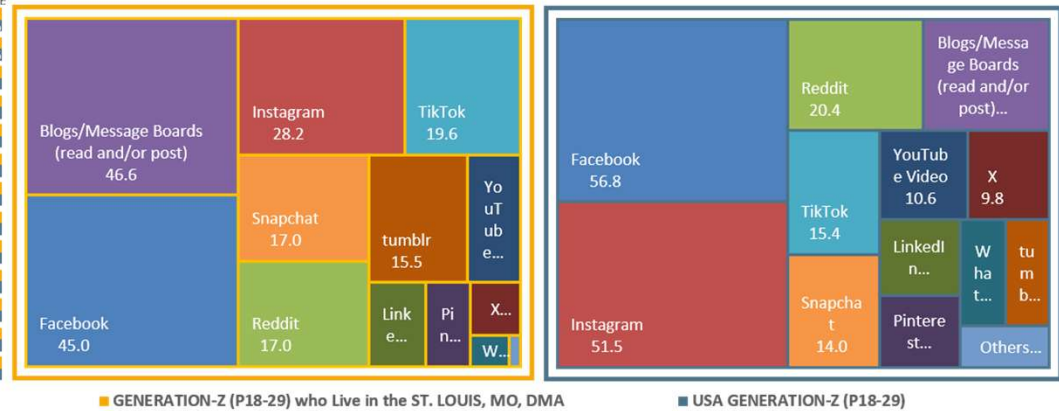


282,857 or 64.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 43.8 minutes every day representing 26.0% of all time spent daily with Ad-Supported Social Media.

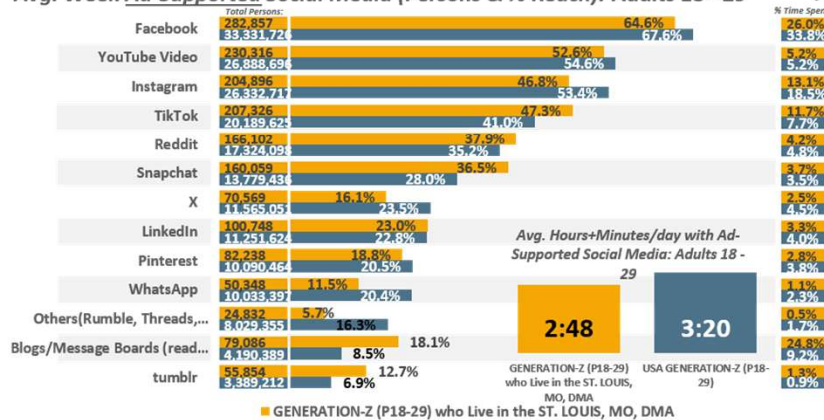
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 29



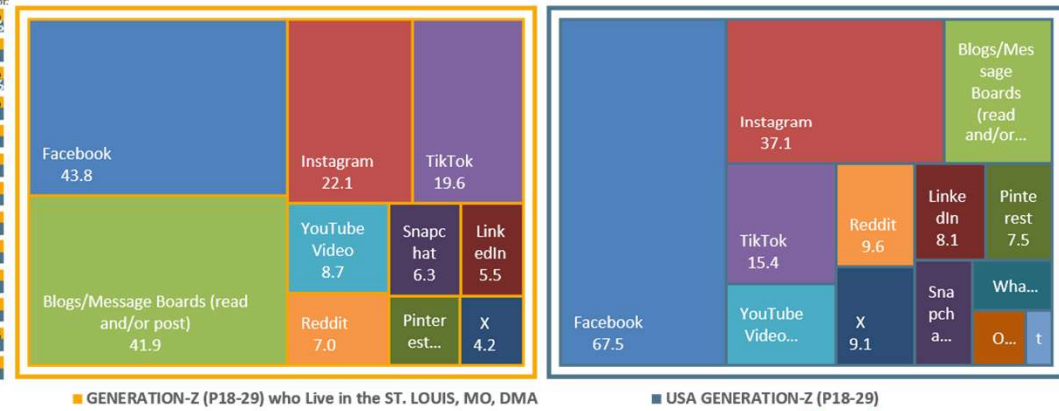
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

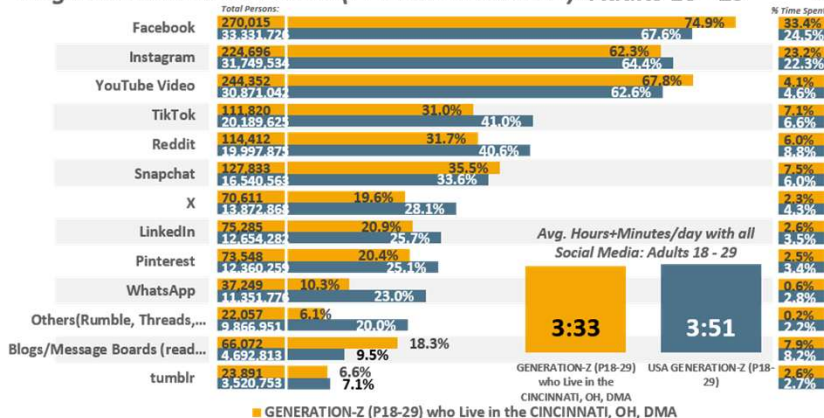
soefa.ai Share of Everything for Anything

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

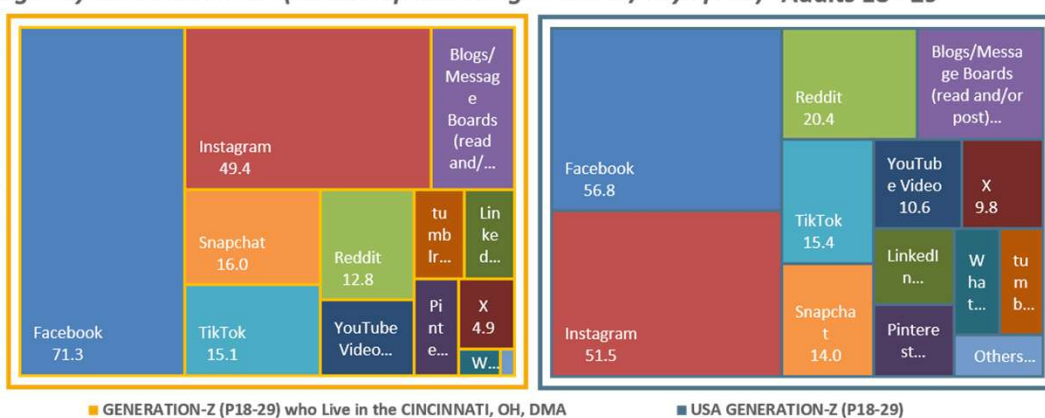


270,015 or 74.9% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 74.3 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

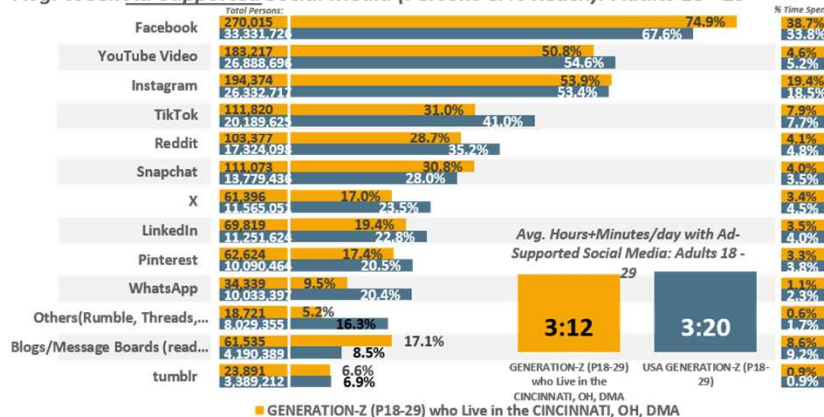
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 29



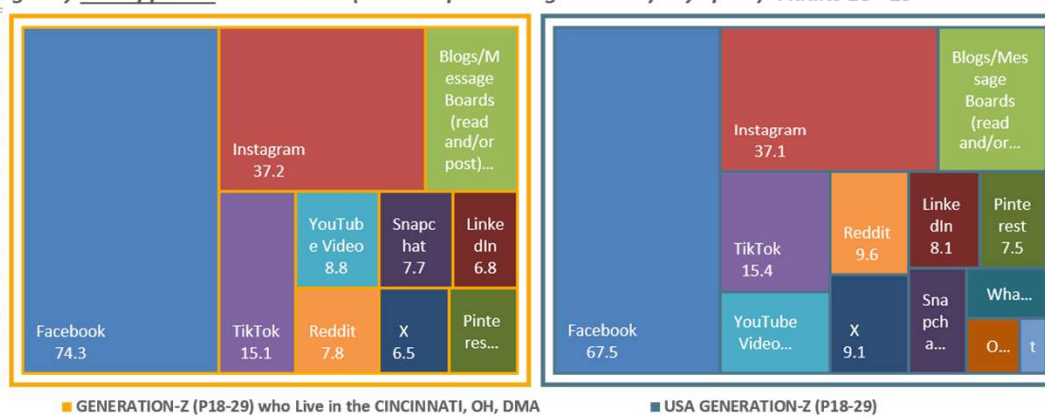
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



USA GENERATION-Z (P18-29) USA Projection
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

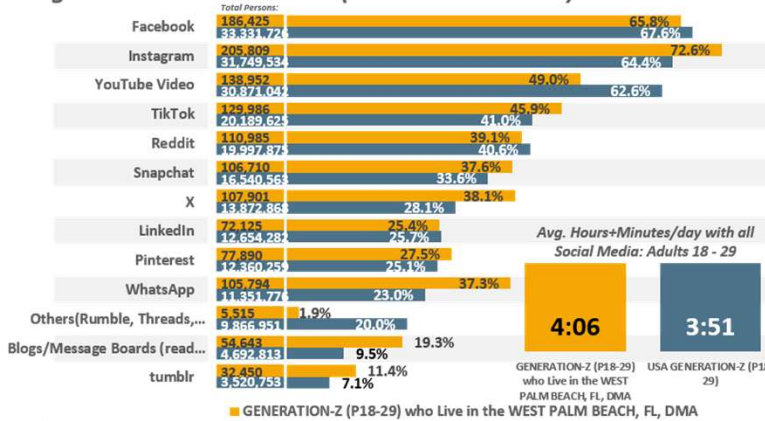
soefa.ai Share of Everything for Anything

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

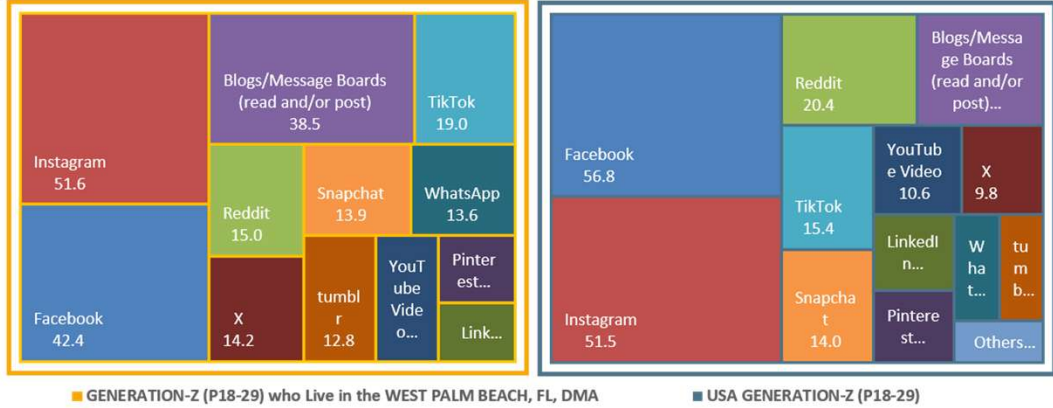


186,425 or 65.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Facebook for an average of 58.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.

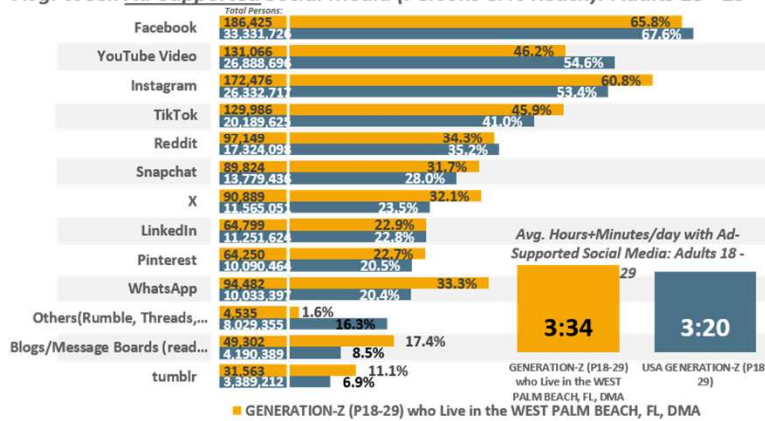
Avg. Week All Social Media (Persons & % Reach): Adults 18 - 29



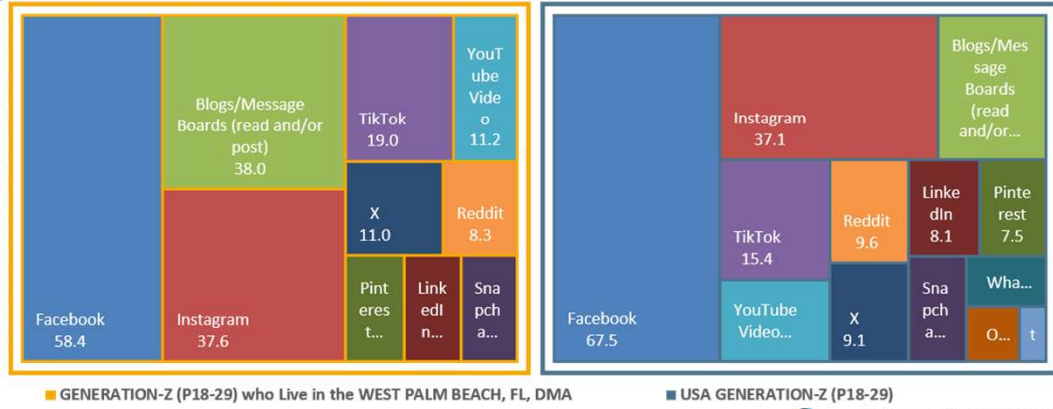
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

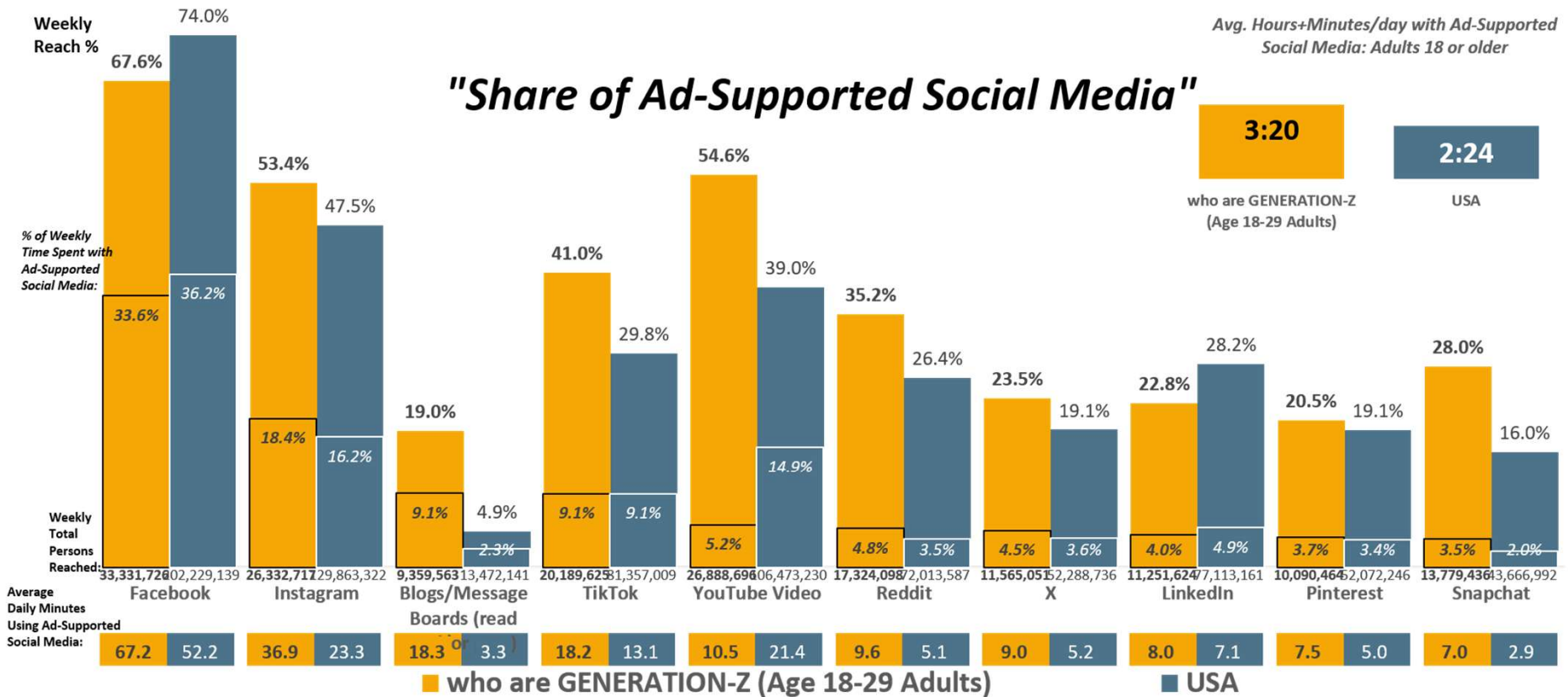
USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything.

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



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.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

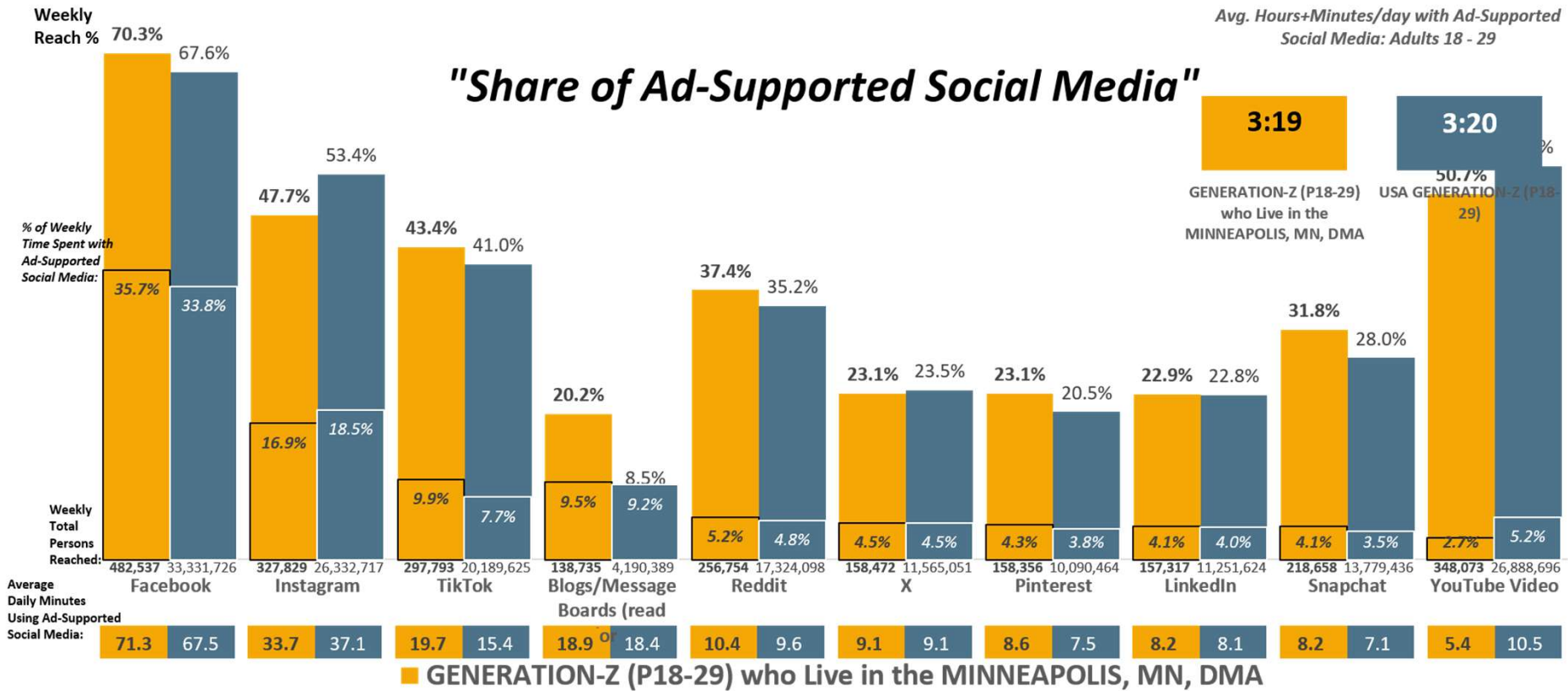
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

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



482,537 or 70.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA use Ad-Supported Facebook for an average of 71.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



USA GENERATION-Z (P18-29) USA Projection
 Scarborough R1 2026; Feb25-Feb26 Dual Intab
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

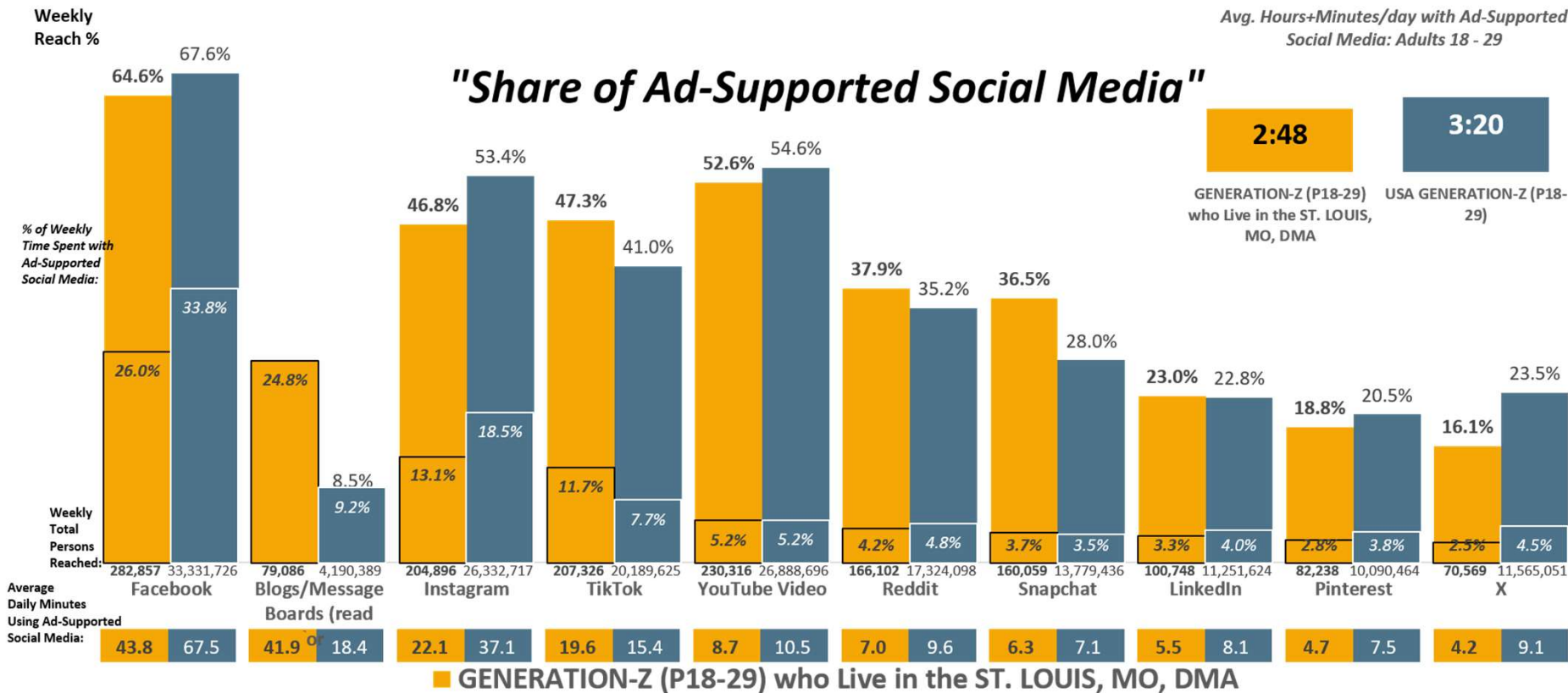
USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

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



282,857 or 64.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 43.8 minutes every day representing 26.% of all time spent daily with Ad-Supported Social Media.



USA GENERATION-Z (P18-29) USA Projection
 Scarborough R1 2026: Feb25-Feb26
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

USA Projection USA Qual Intab 3,498

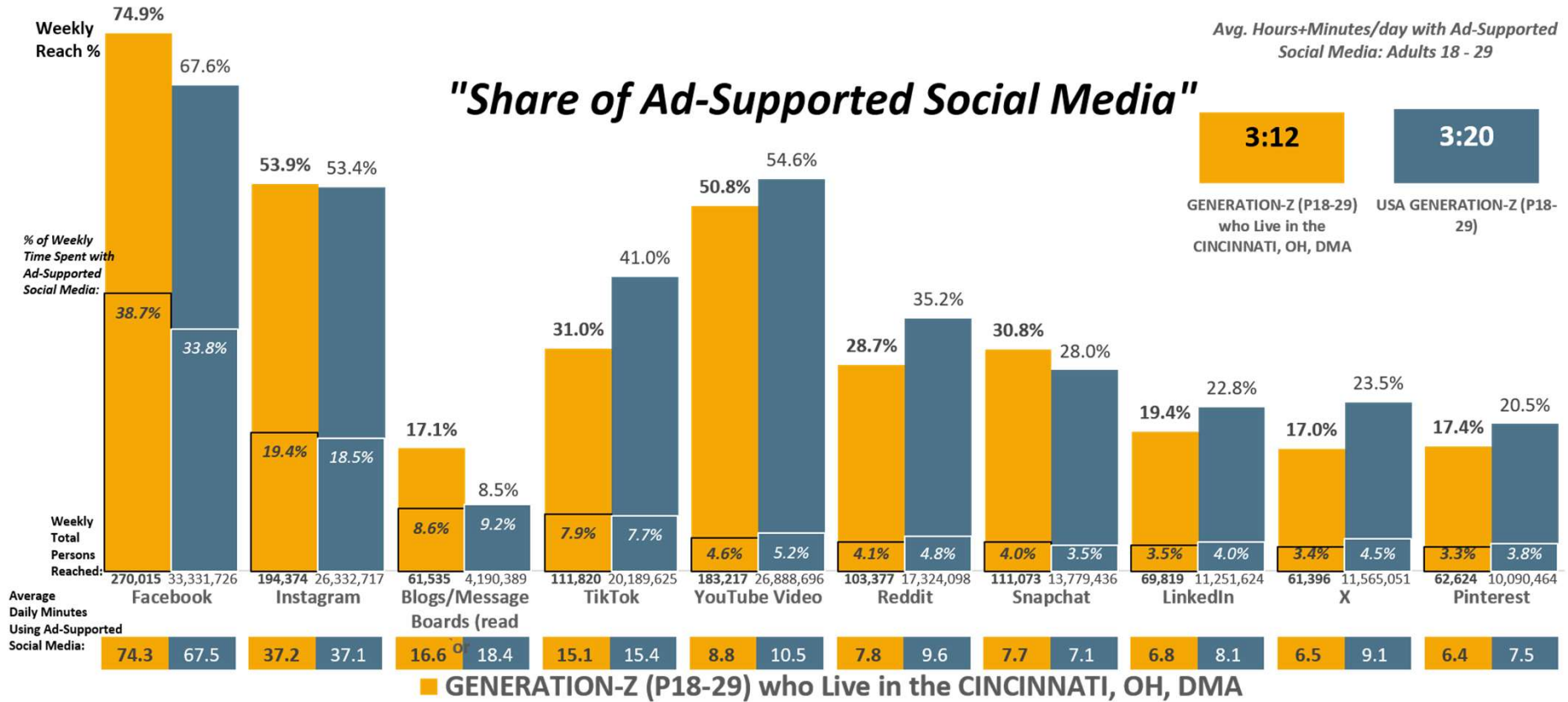
soefa.ai Share of Everything for Anything

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



270,015 or 74.9% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 74.3 minutes every day representing 38.7% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA GENERATION-Z (P18-29)
 Scarborough R1 2026: Feb25-Feb26
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

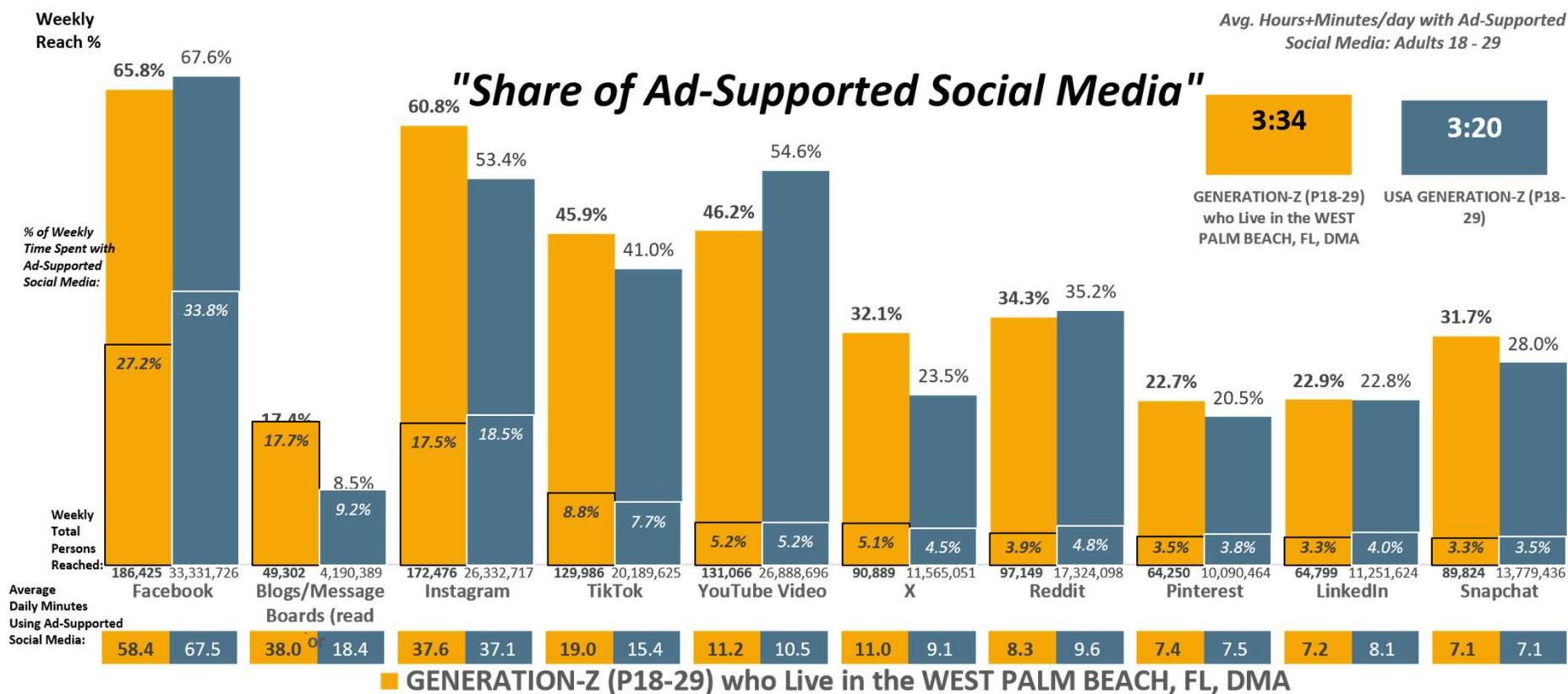
USA Projection USA Qual Intab 3,498

soefa.ai Share of Everything for Anything

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



186,425 or 65.8% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Facebook for an average of 58.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Social Media.



USA GENERATION-Z (P18-29)
 Scarborough, RI 2026: Jan 25-Jan 26
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. All rights reserved.

USA Projection USA Qual Intab 3,498

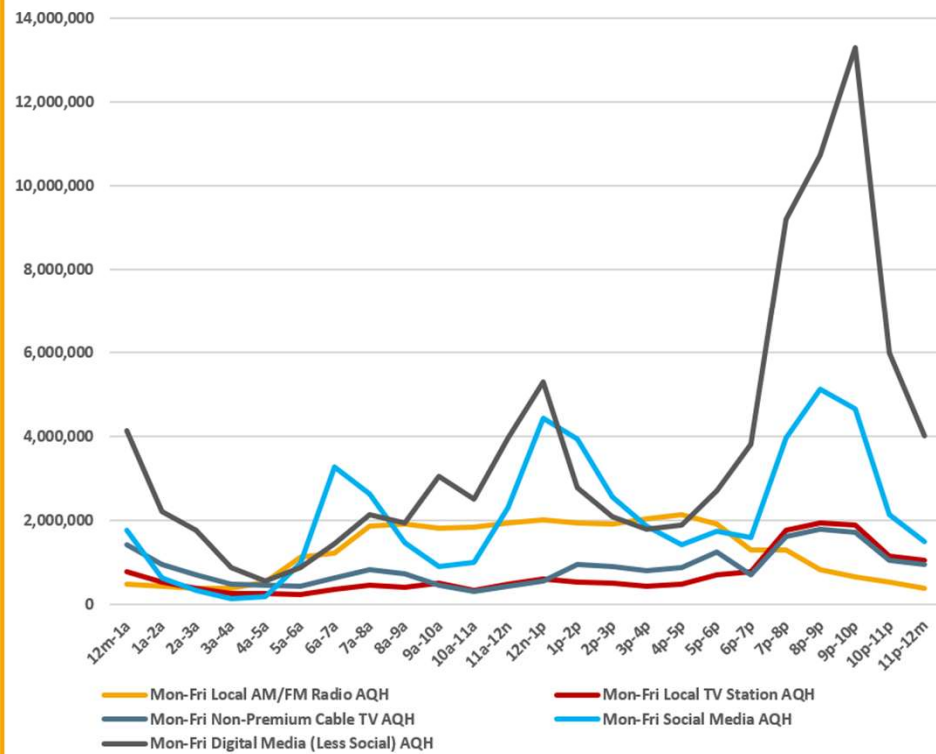
soefa.ai Share of Everything for Anything

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

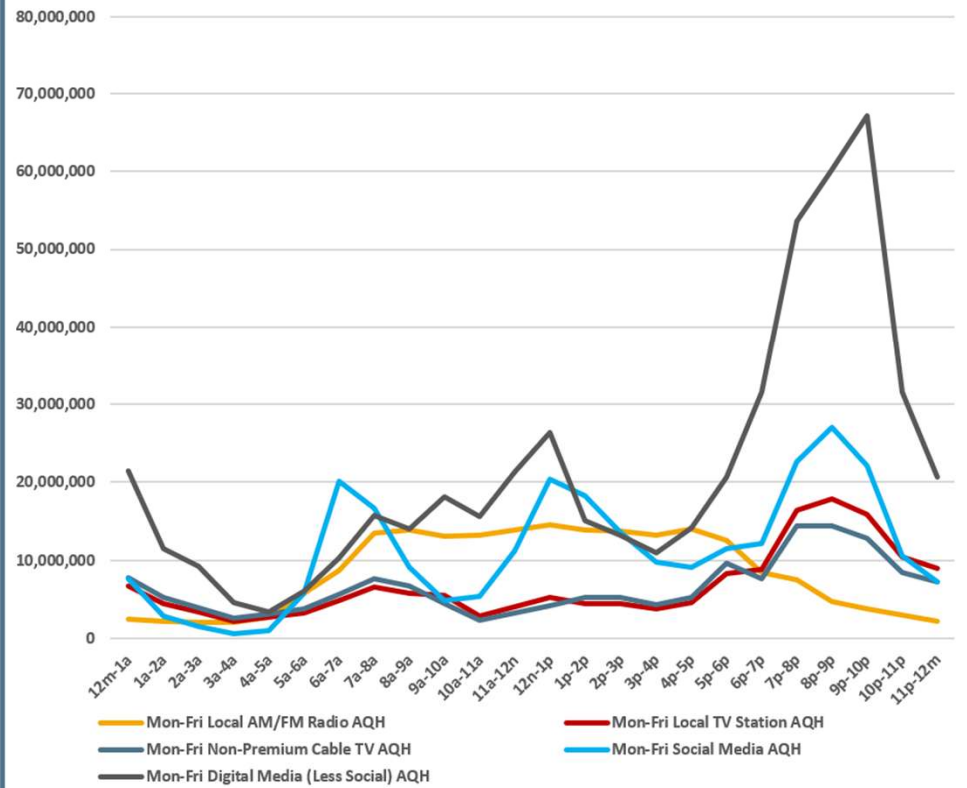


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,723,194;
 Social Media: 2,243,993; Local Radio: 1,835,008; Non-Prem. Cable: 724,784; Local TV:
 503,953 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults)

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



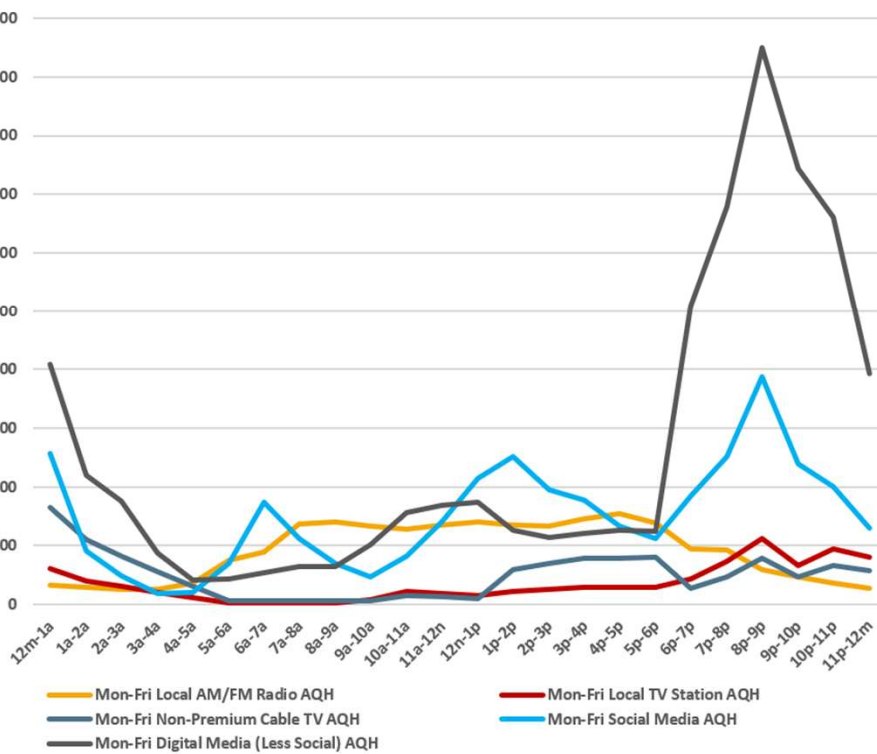
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 USA 210 DMA Area Adults 18 or older**



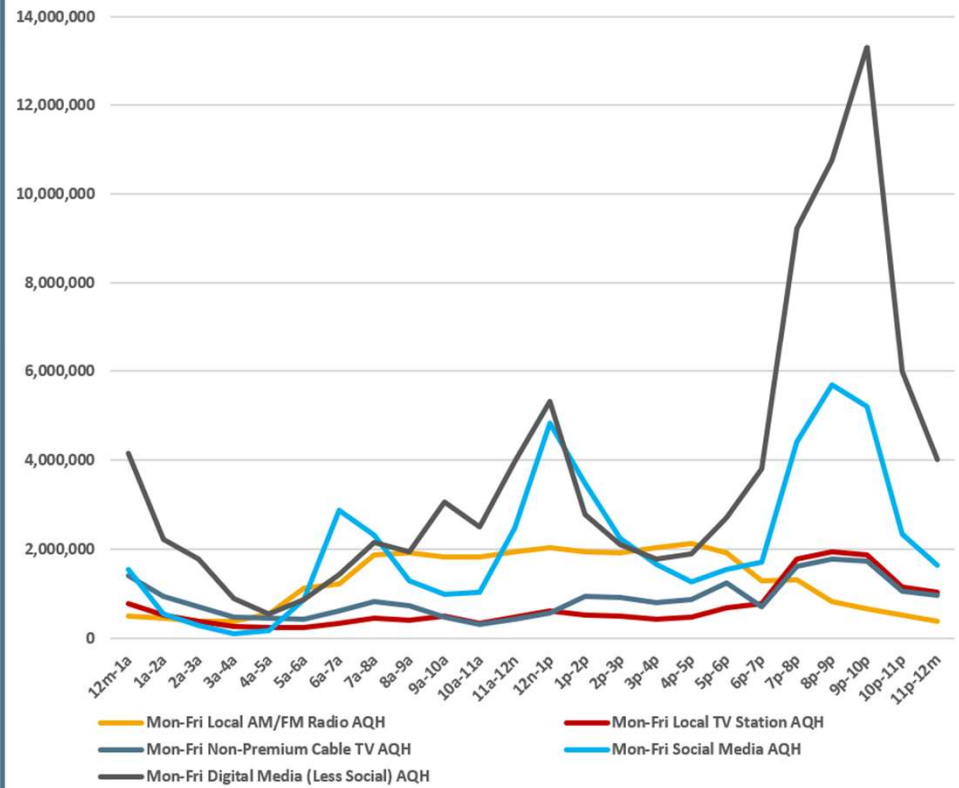


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,271;
Social Media: 29,184; Local Radio: 26,181; Non-Prem. Cable: 7,020; Local TV: 3,814
reaching Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN,

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 - 29 GENERATION-Z (P18-29) who Live in the
MINNEAPOLIS, MN, 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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

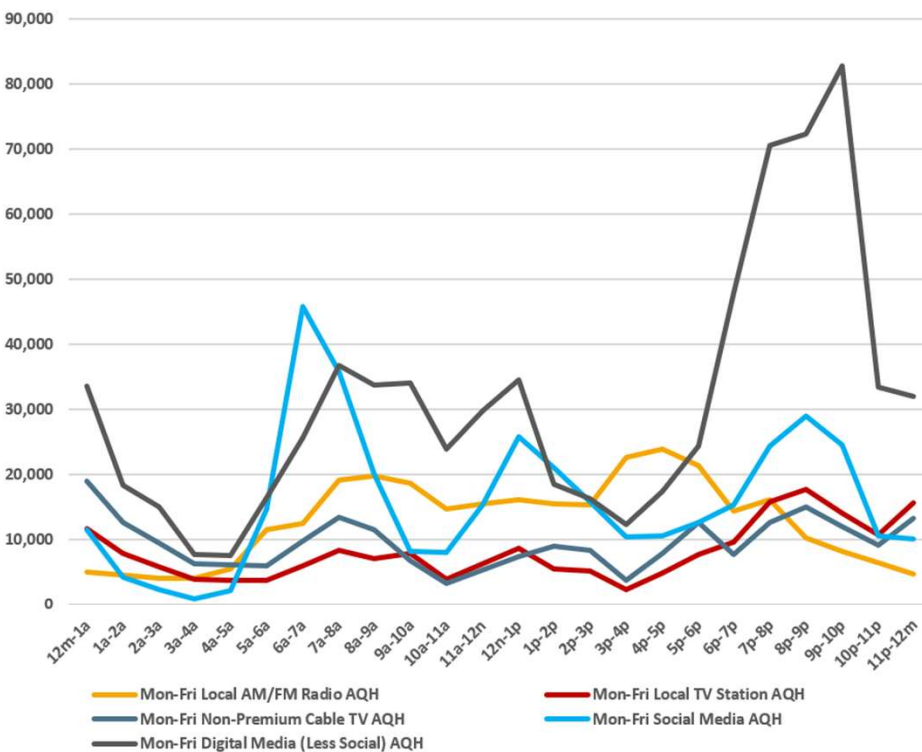
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

soefa.ai Share of Everything for Anything.®

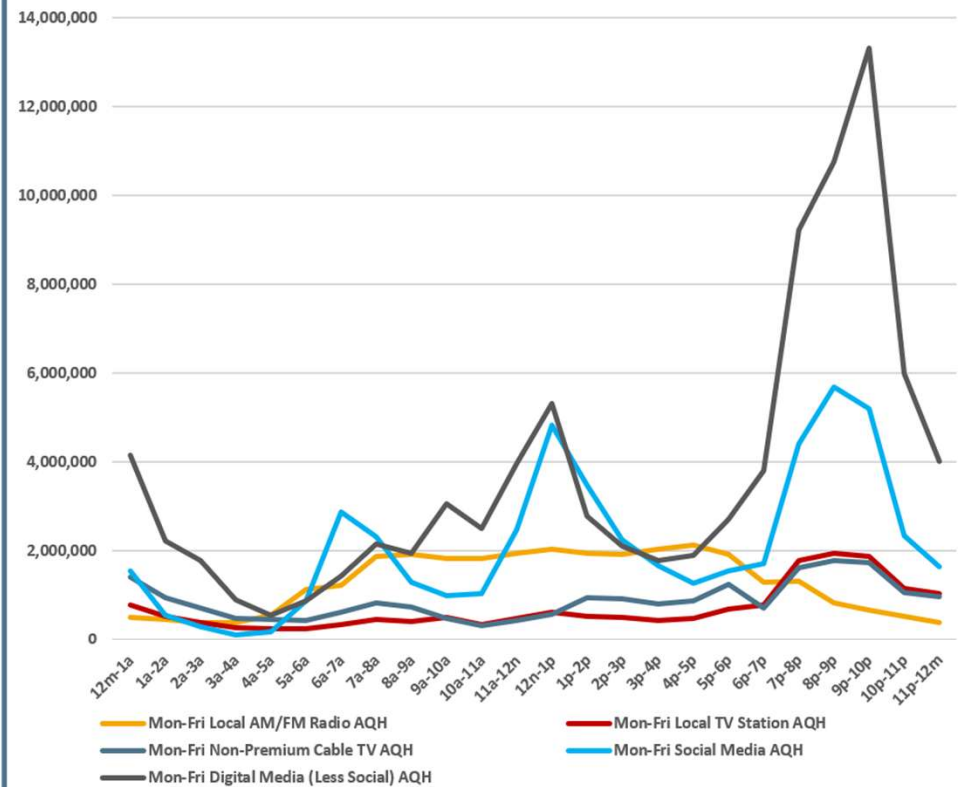


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,317;
Social Media: 18,835; Local Radio: 17,635; Non-Prem. Cable: 8,188; Local TV: 6,402
reaching Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DM

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



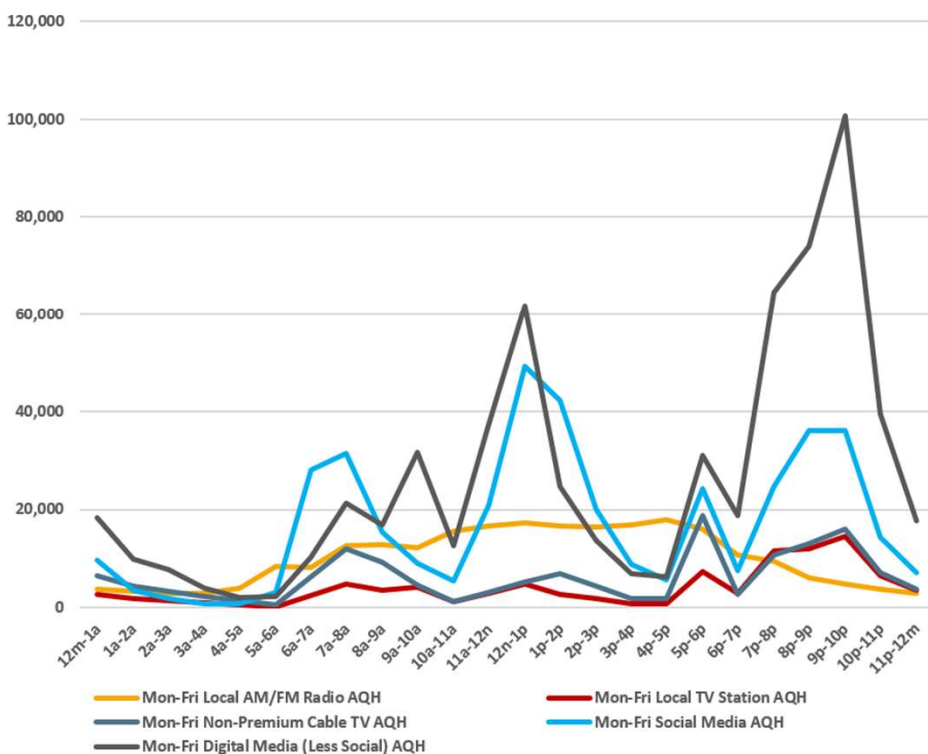
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GENERATION-Z (P18-29) 210 DMA Area Adults 18 - 29



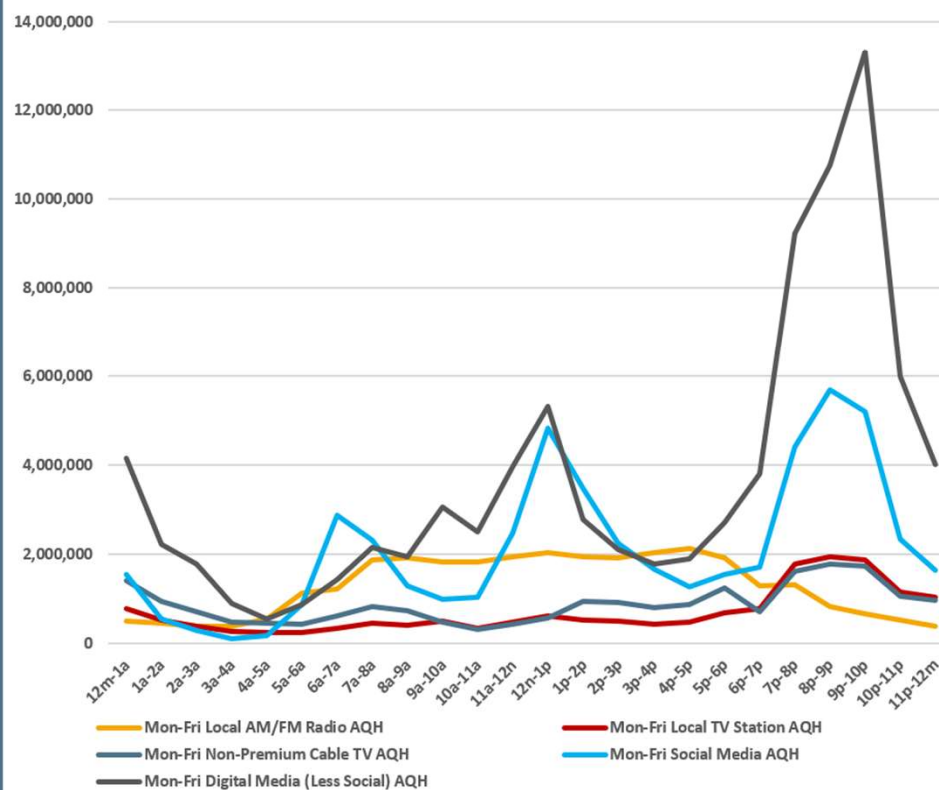


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,552;
Social Media: 20,603; Local Radio: 14,569; Non-Prem. Cable: 5,993; Local TV: 3,047
reaching Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, D

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 - 29 GENERATION-Z (P18-29) who Live in the
CINCINNATI, OH, 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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

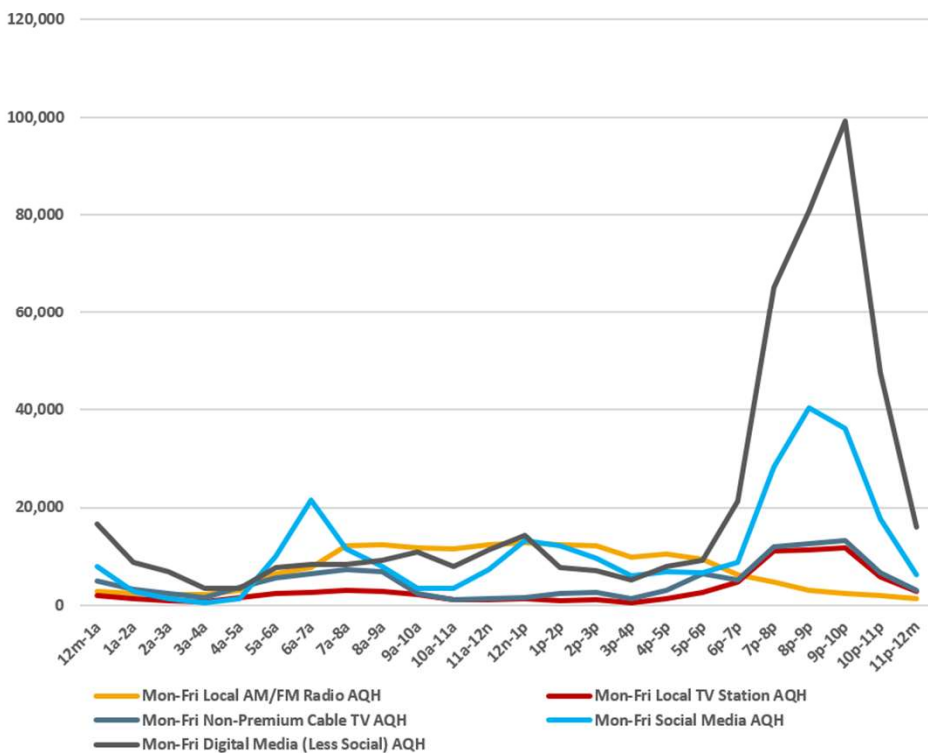
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

soefa.ai Share of Everything
for Anything.®

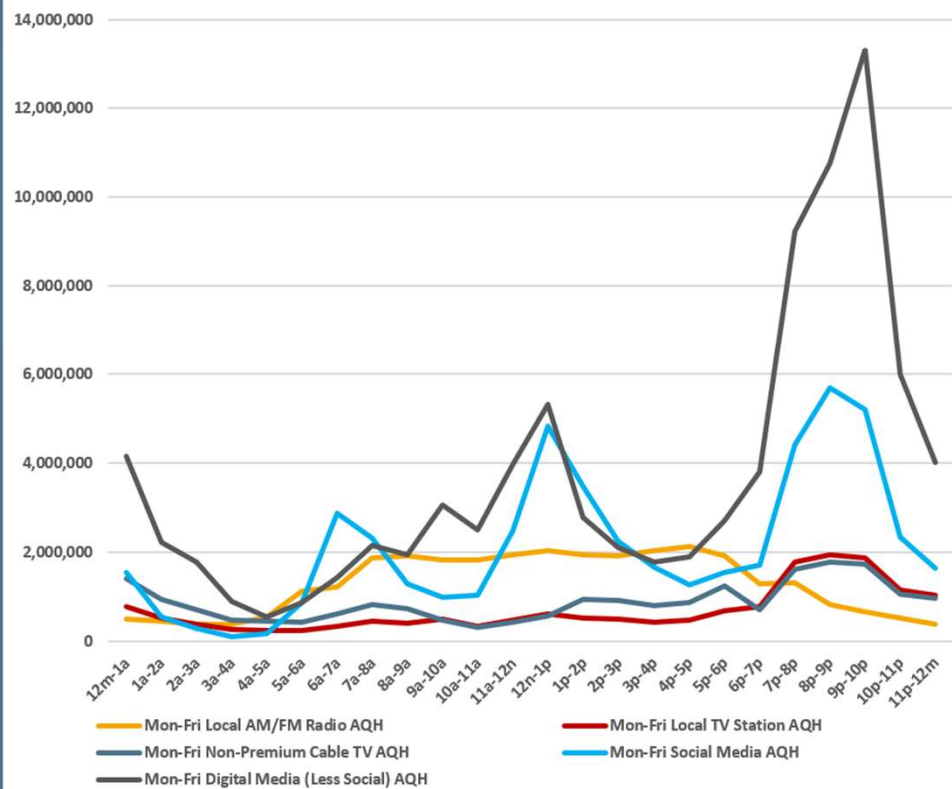


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 10,876; All Other Digital Media: 9,901; Social Media: 9,095; Non-Prem. Cable: 3,757; Local TV: 2,018 reaching Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, 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
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

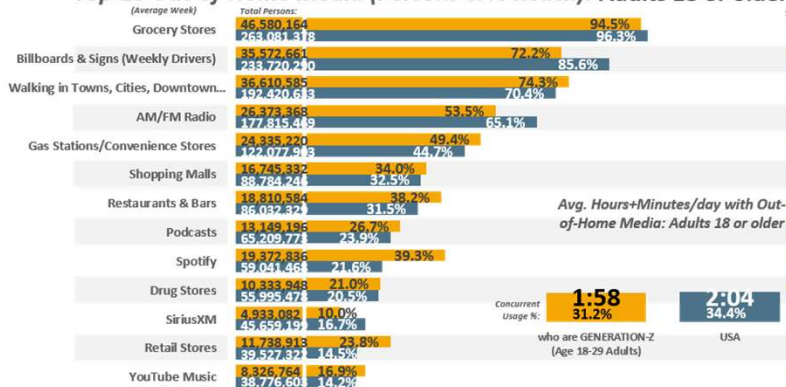
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

soefa.ai Share of Everything for Anything.®

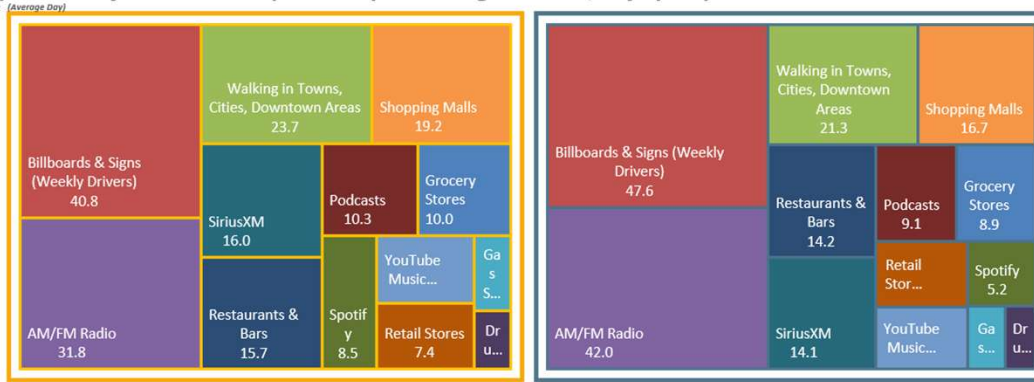


35,572,661 or 72.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.8 minutes per day driving, seeing Billboards and Signs. 52.5% Listen to Local Radio Stations Out-of-Home for an average of 29.4 minutes/day.

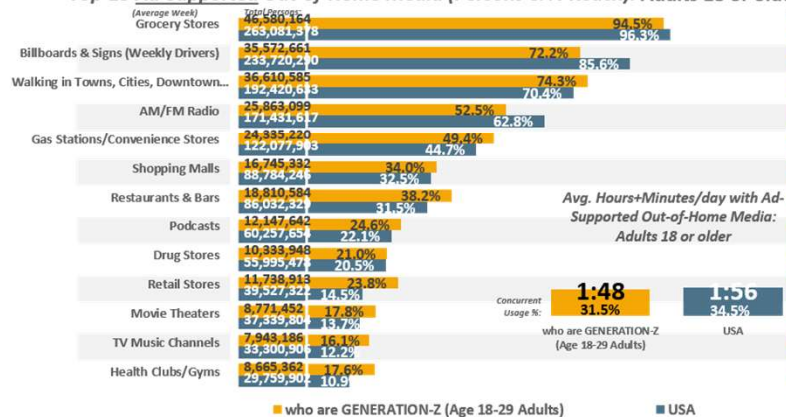
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



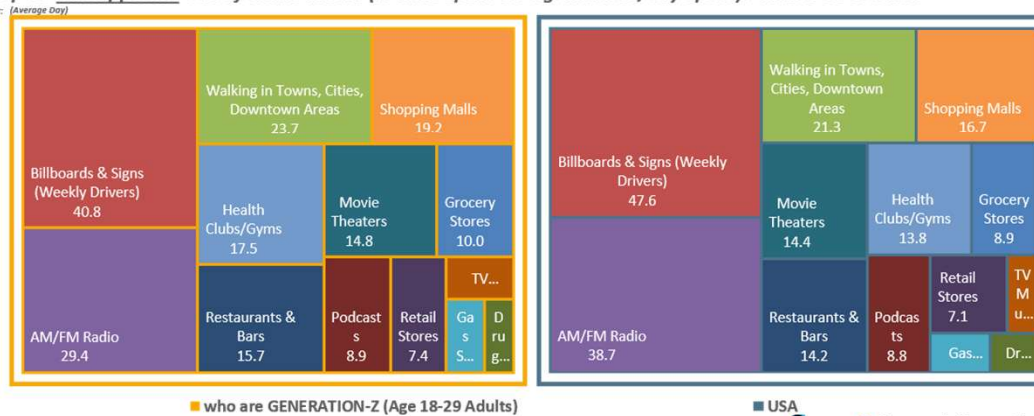
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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

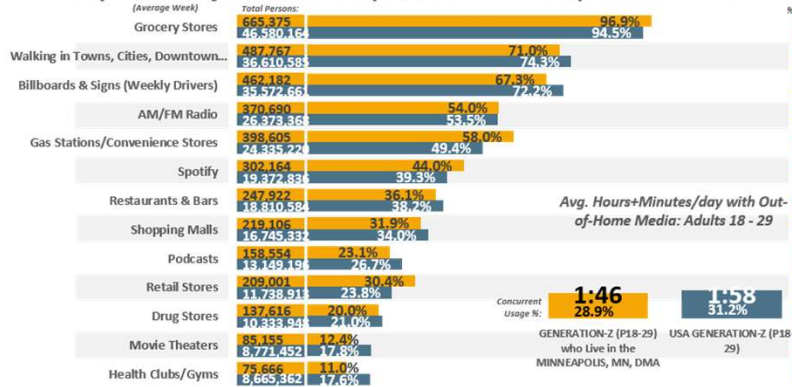
soefa.ai Share of Everything for Anything

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



462,182 or 67.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA spend an average of 29.2 minutes per day driving, seeing Billboards and Signs. 53.2% Listen to Local Radio Stations Out-of-Home for an average of 31.5 minutes/day

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



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

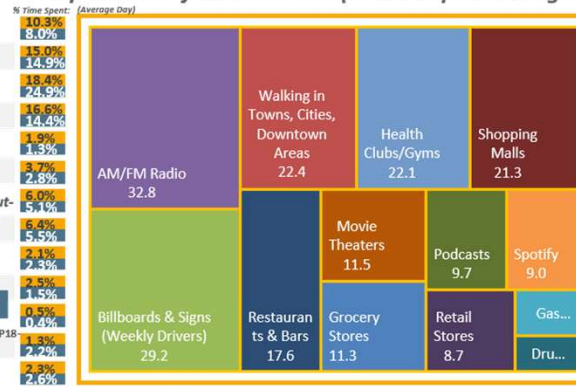
Concurrent Usage %: 1:46 28.9%

1:58 31.2%

GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA

USA GENERATION-Z (P18-29)

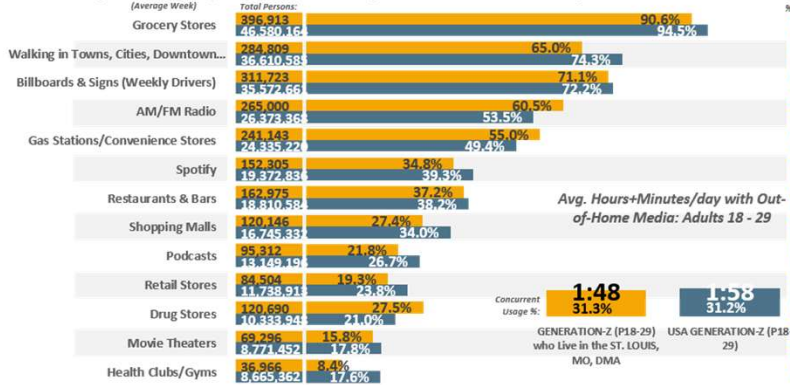
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



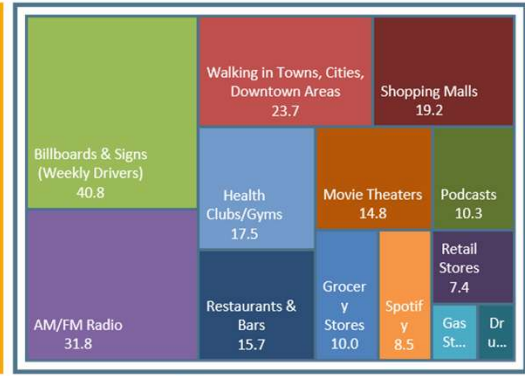
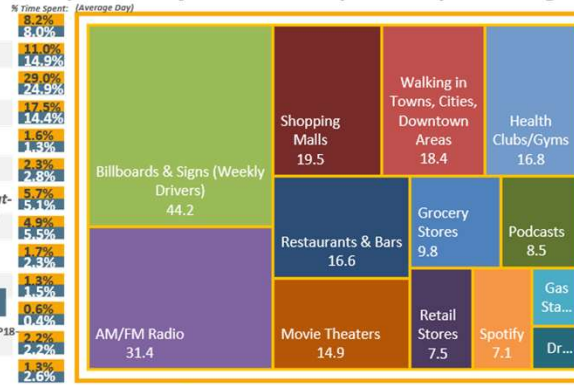


311,723 or 71.1% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 28.8 minutes/day.

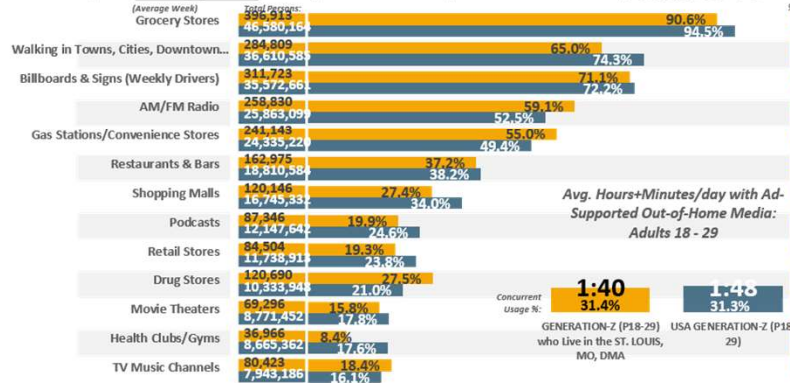
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 - 29



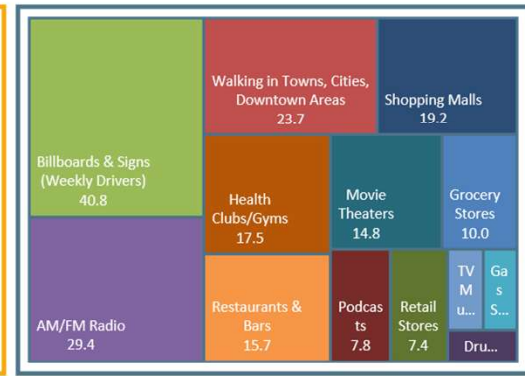
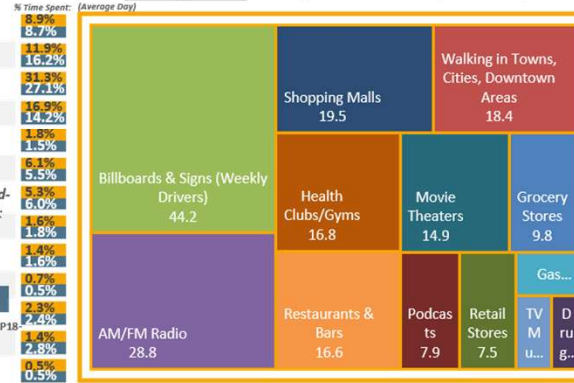
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

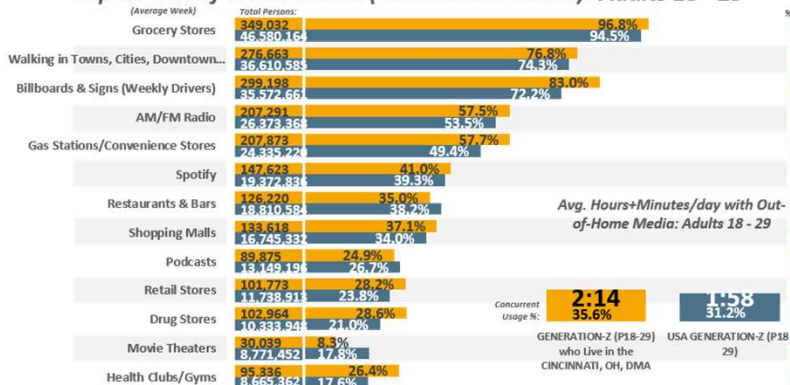
soefa.ai Share of Everything for Anything

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



299,198 or 83.% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA spend an average of 51. minutes per day driving, seeing Billboards and Signs. 56.% Listen to Local Radio Stations Out-of-Home for an average of 29.5 minutes/day.

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



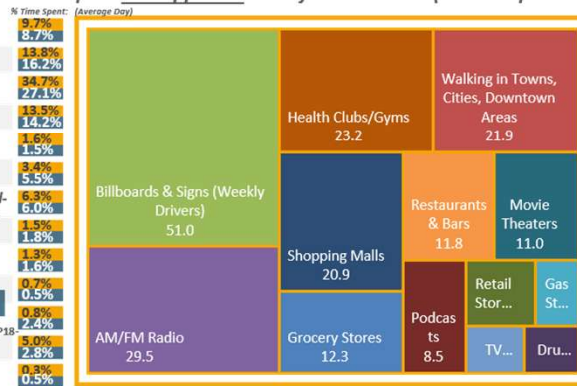
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

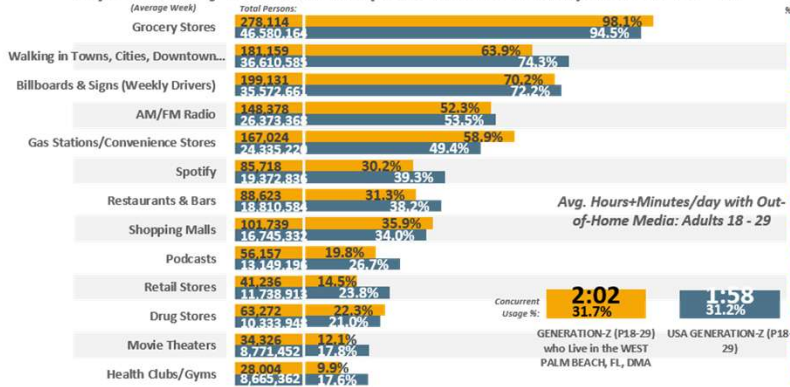
soefa.ai Share of Everything for Anything

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

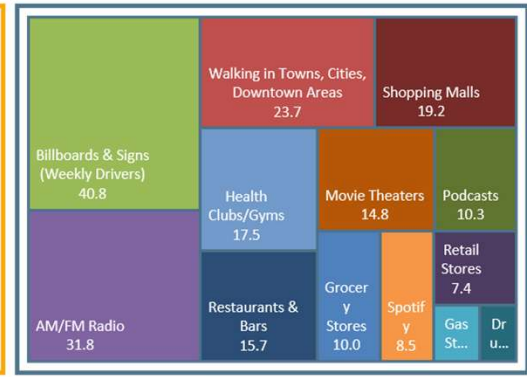
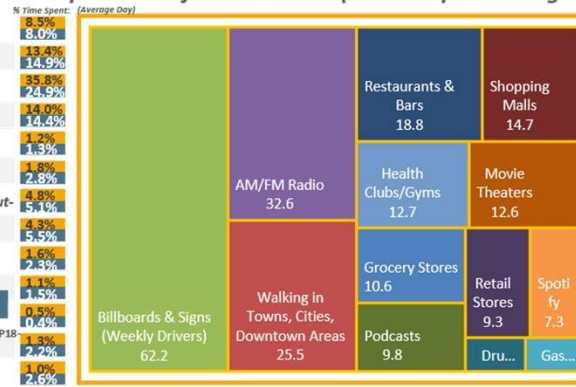


199,131 or 70.2% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA spend an average of 62.2 minutes per day driving, seeing Billboards and Signs. 51.4% Listen to Local Radio Stations Out-of-Home for an average of 31.6 minute

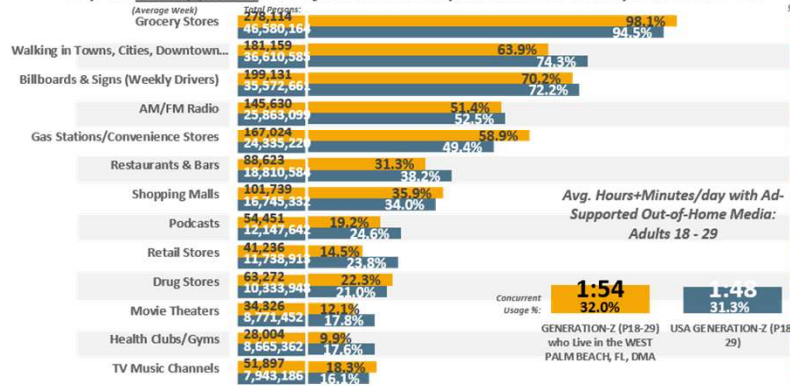
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 - 29



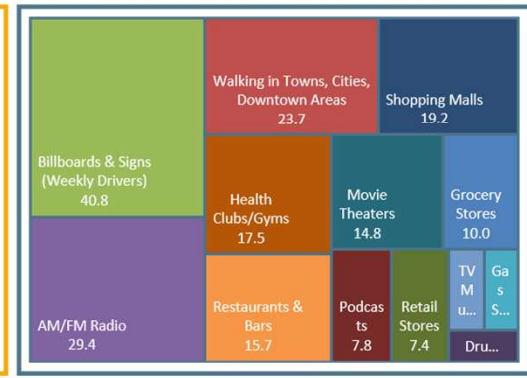
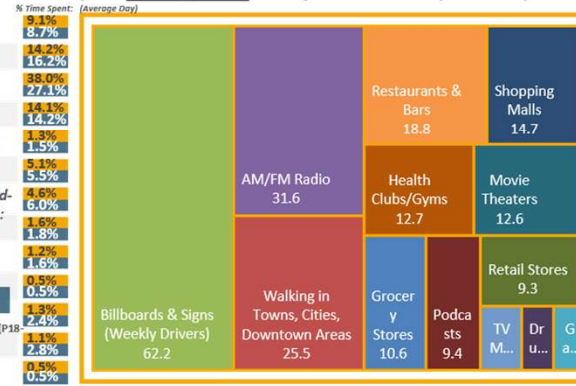
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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



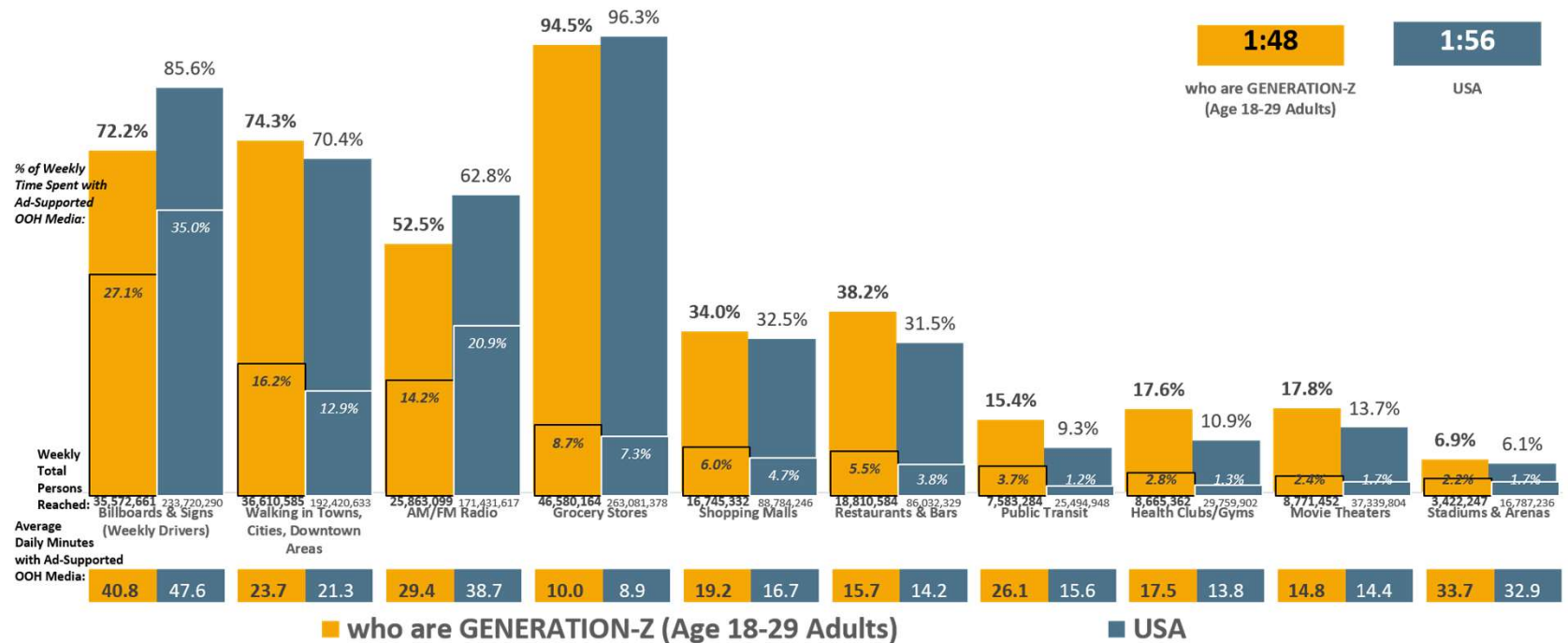


35,572,661 or 72.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.8 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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)

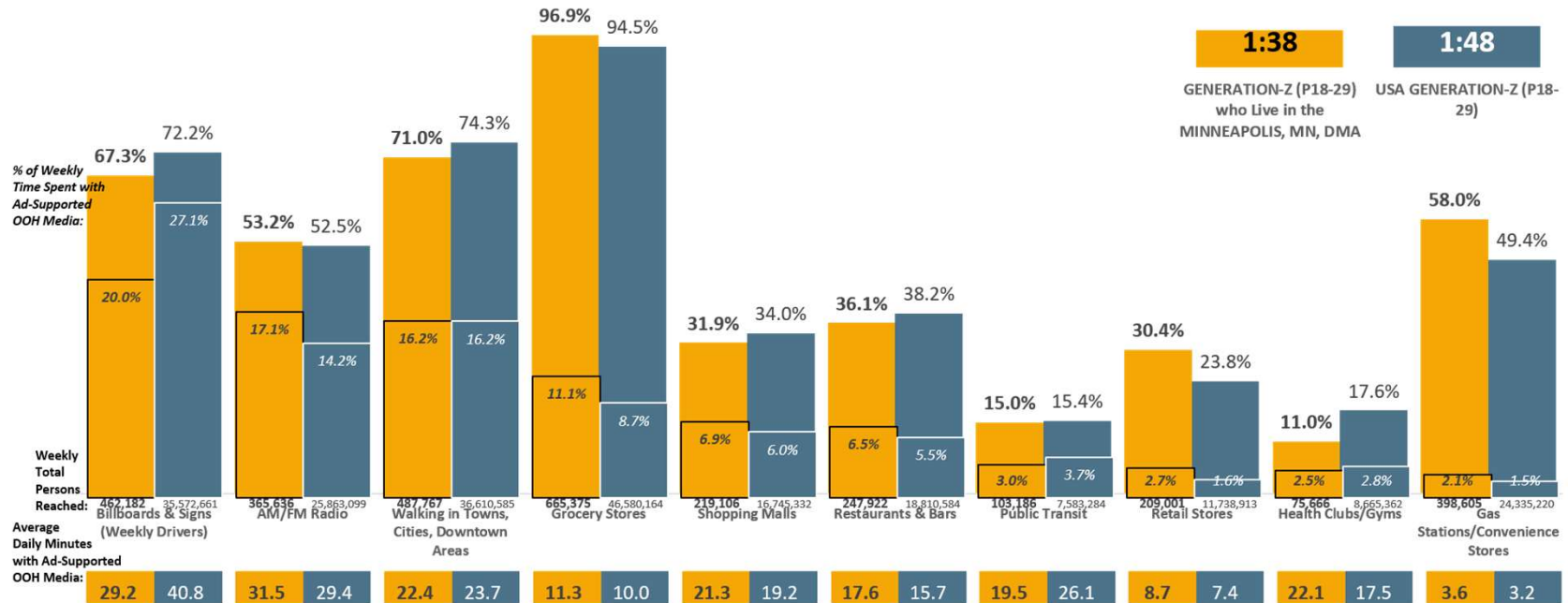


462,182 or 67.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA spend an average of 29.2 minutes per day driving, seeing Billboards and Signs representing 20.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:38
GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA

1:48
USA GENERATION-Z (P18-29)

■ GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA

USA GENERATION-Z (P18-29)
Scarborough R1 2026: Feb25-Feb26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

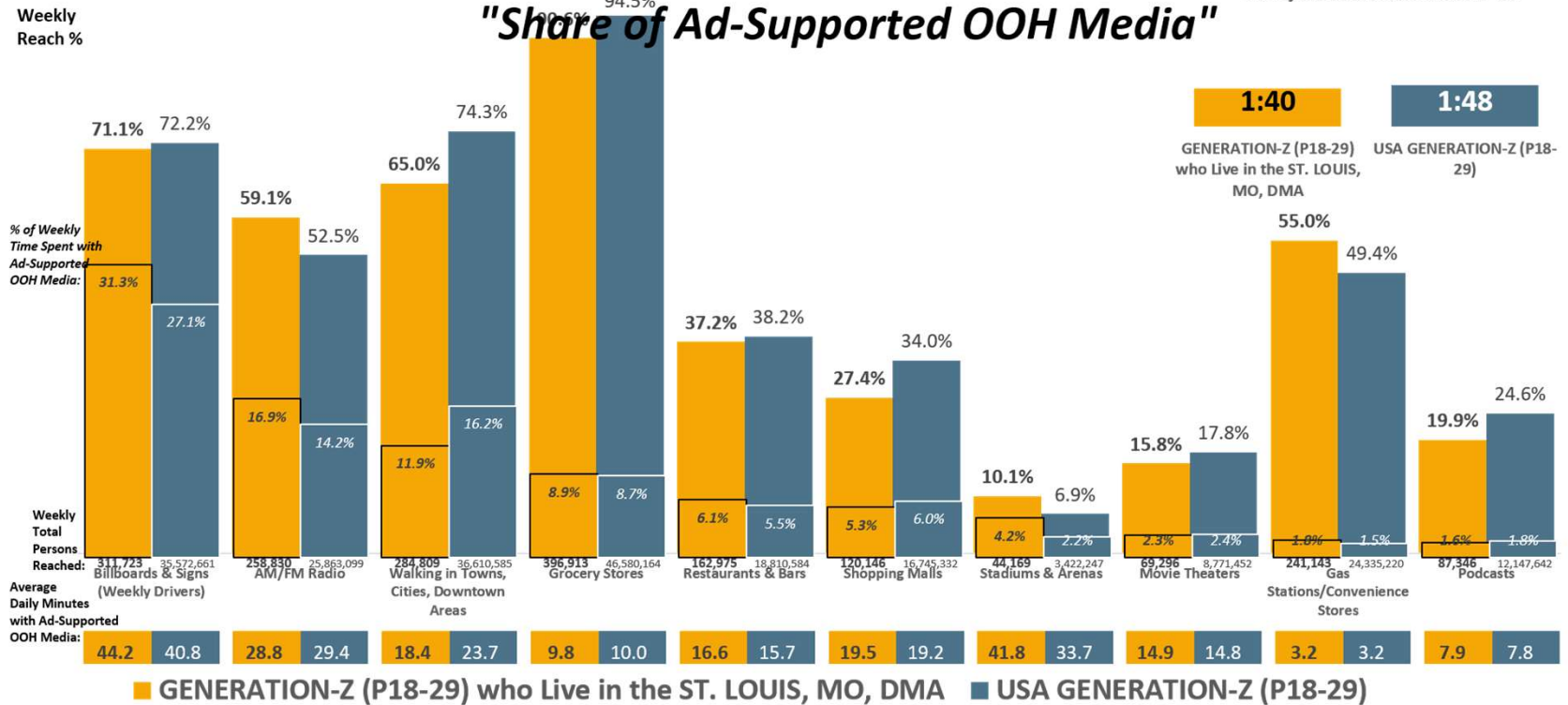
soefa.ai Share of Everything for Anything

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



311,723 or 71.1% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 31.3% 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: Feb25-Feb26
 All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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)

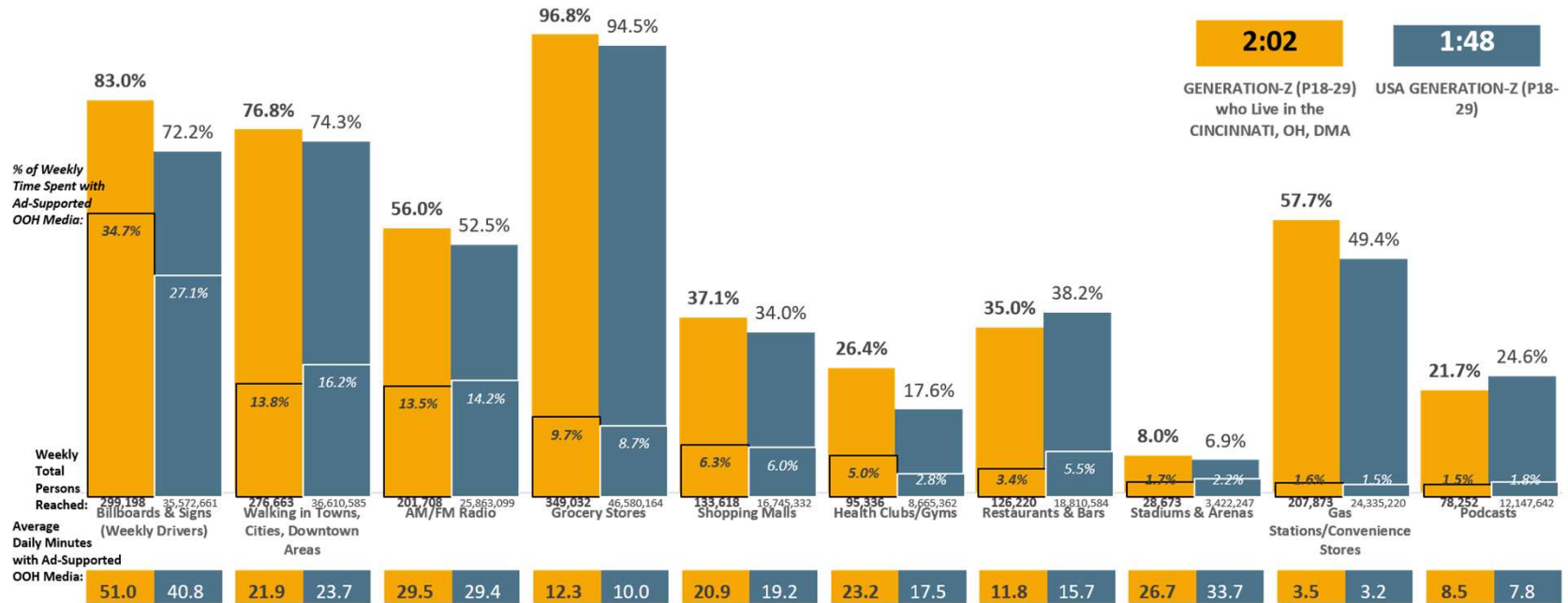


299,198 or 83.0% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA spend an average of 51. minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA ■ USA GENERATION-Z (P18-29)

USA GENERATION-Z (P18-29)
Scarborough R1 2026: Feb25-Feb26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

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)

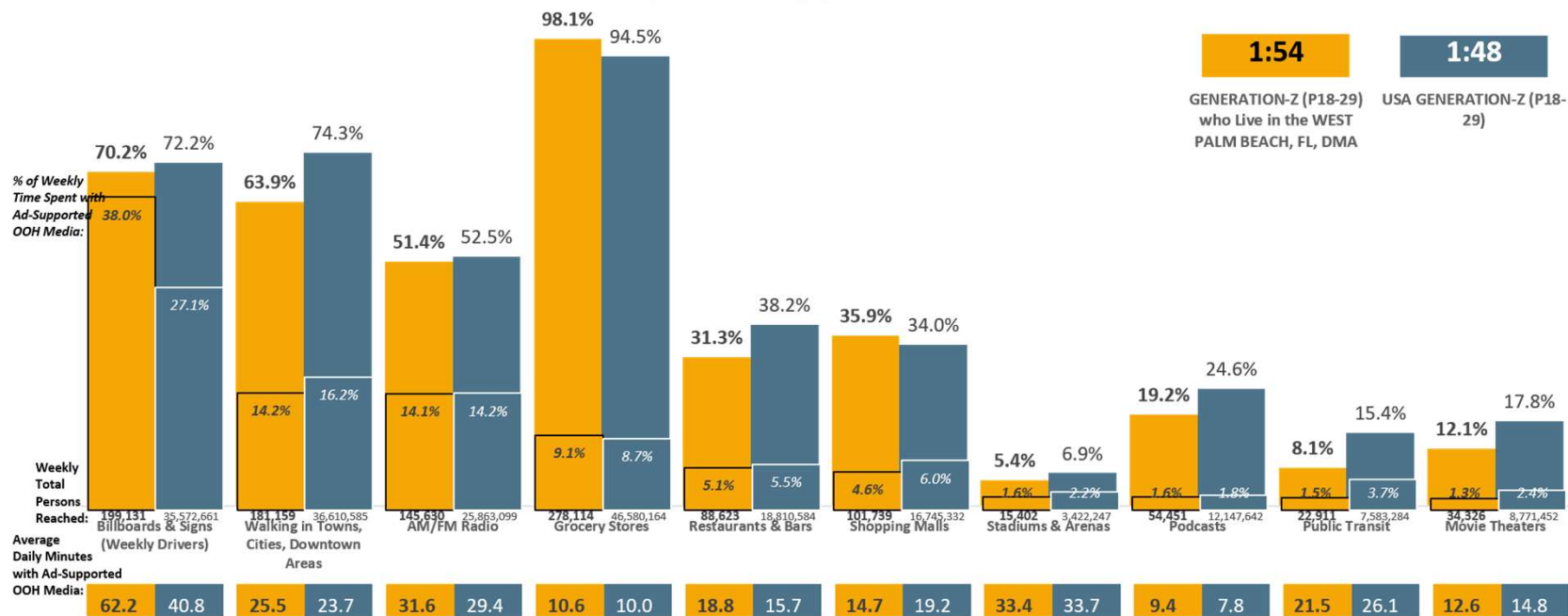


199,131 or 70.2% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA spend an average of 62.2 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA

USA GENERATION-Z (P18-29)
Scarborough R1 2026: Jan25-Jan26
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection
Qual Intab
3,498

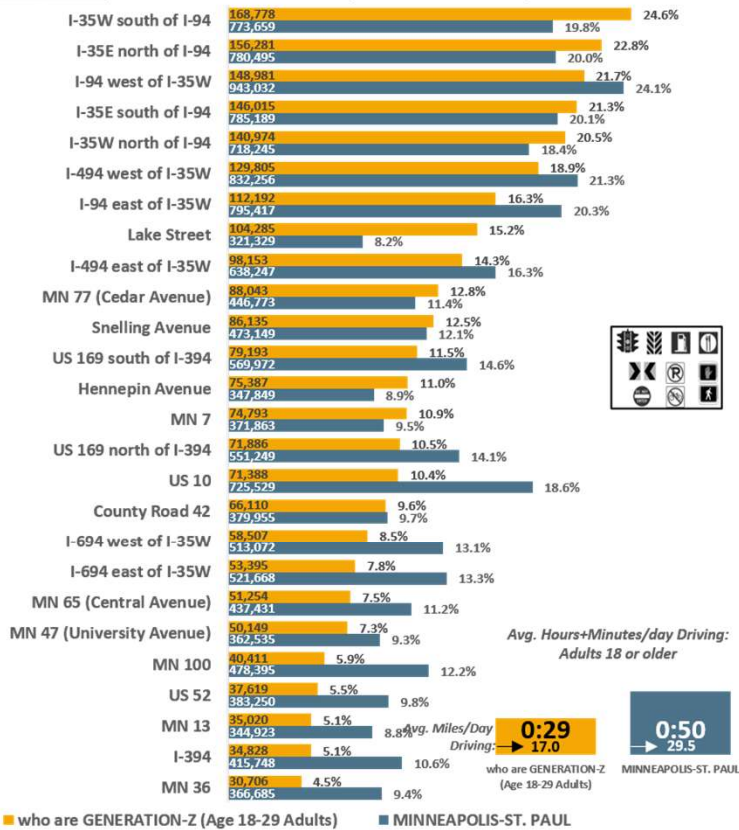
soefa.ai Share of Everything for Anything

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

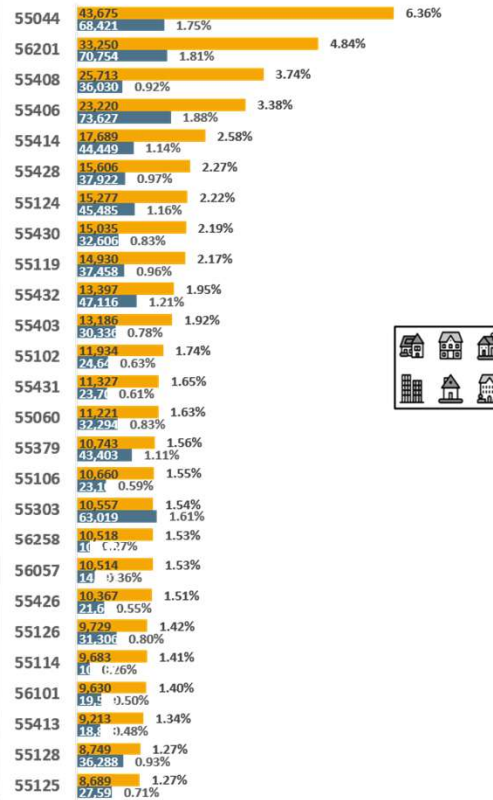


462,182 or 67.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 29.2 minutes per day driving an average of 17. miles each day and are 84.7% more likely to use Lake Street than the Metro average.

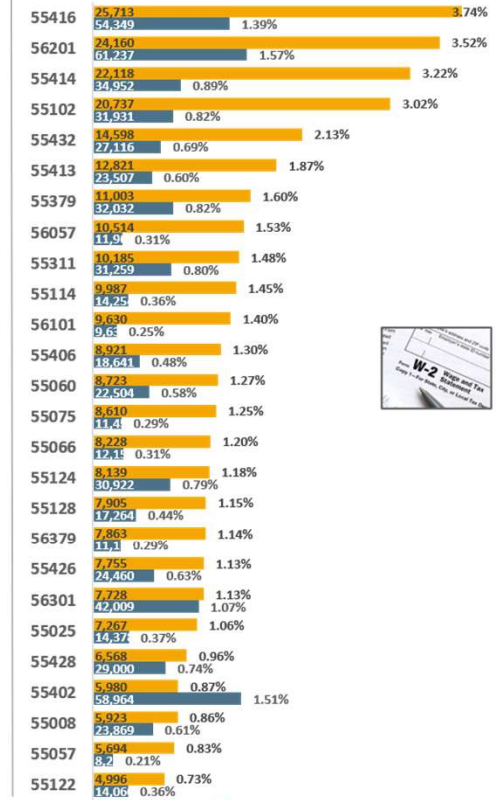
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



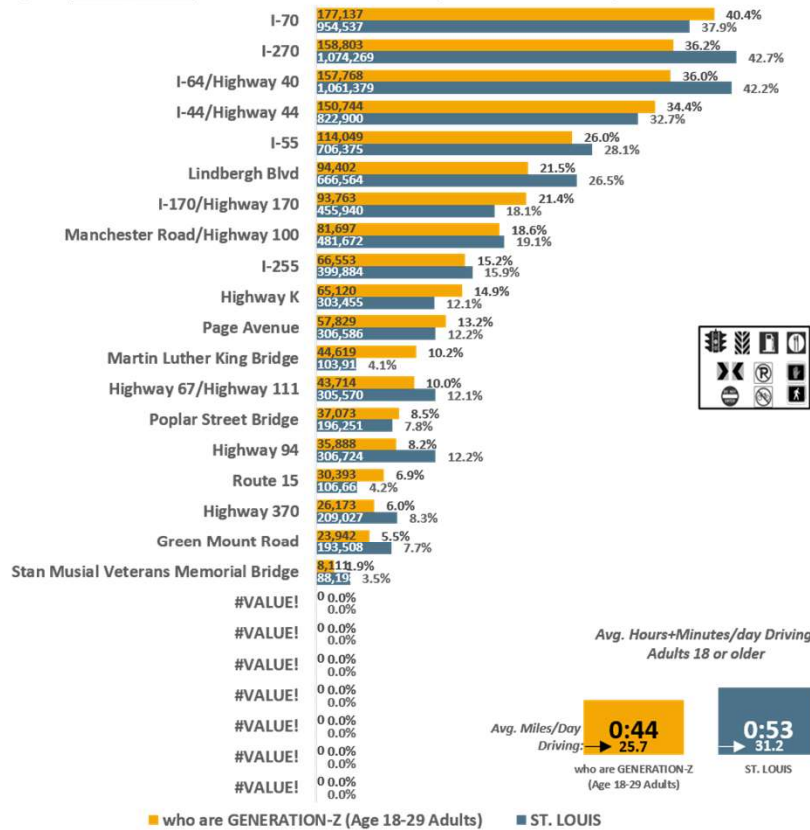
Top-26 Employment Zip Codes: Adults 18 or older



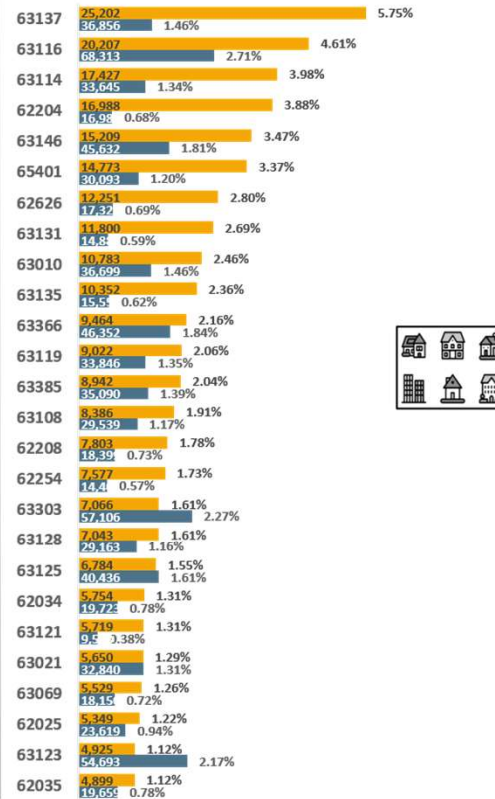


311,723 or 71.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 146.6% more likely to use Martin Luther King Bridge than the Metro average.

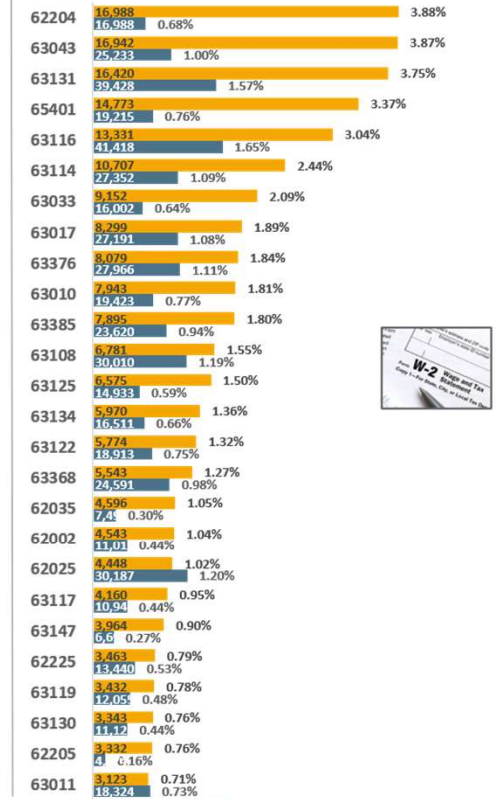
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



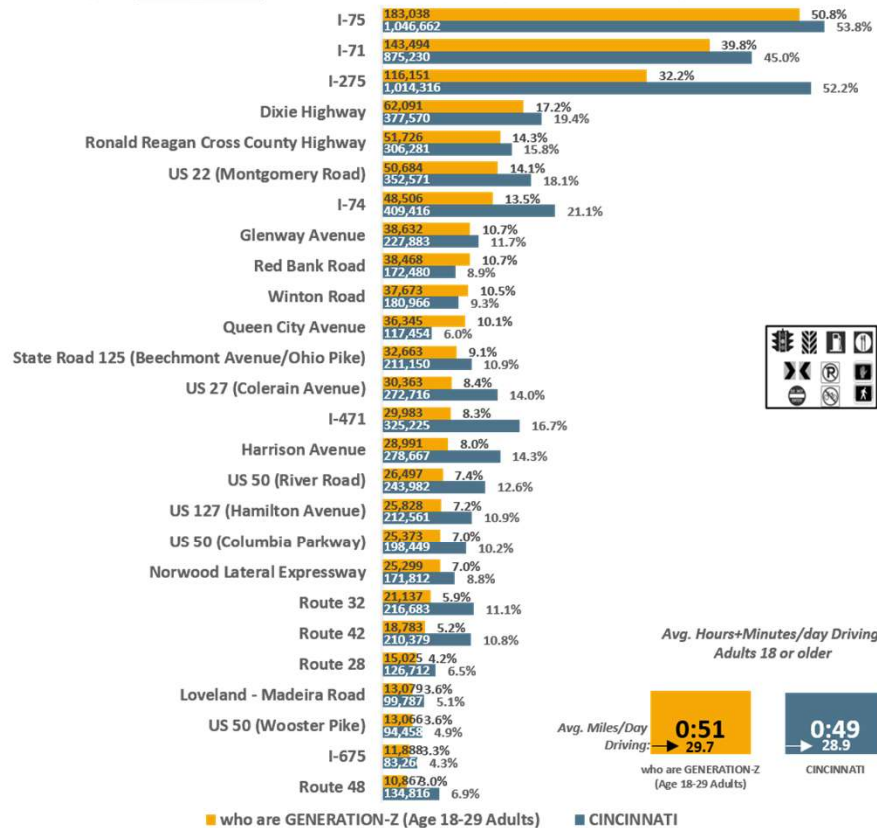
Top-26 Employment Zip Codes: Adults 18 or older



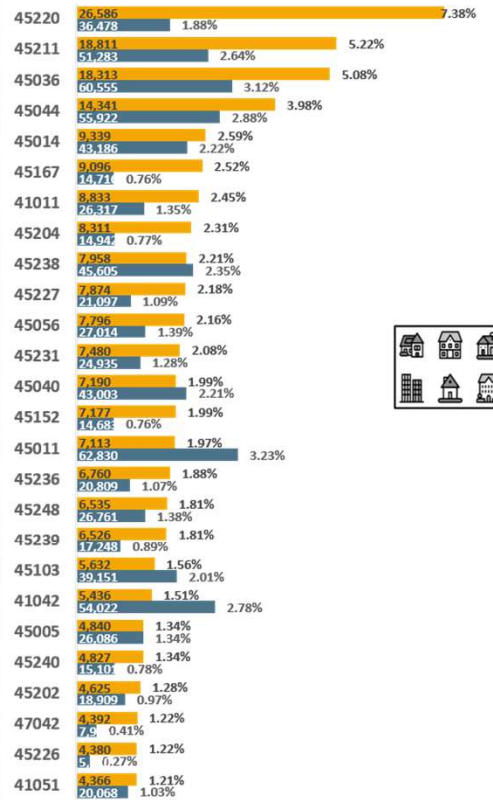


299,198 or 83.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 51. minutes per day driving an average of 29.7 miles each day and are 66.9% more likely to use Queen City Avenue than the Metro average.

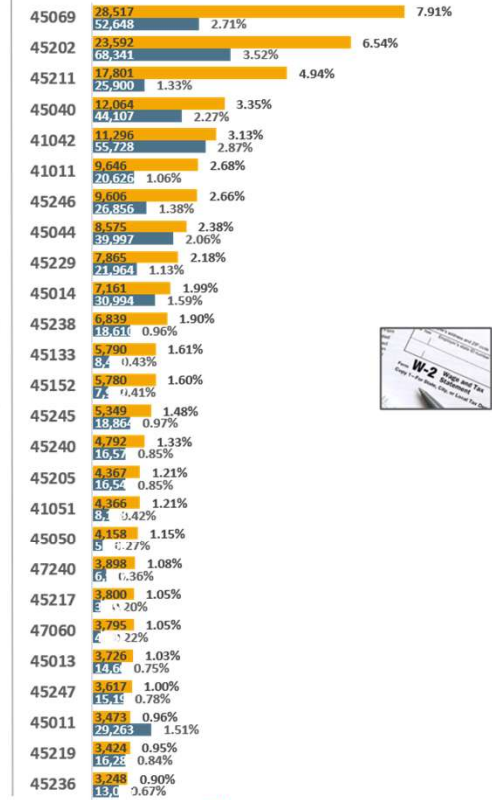
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



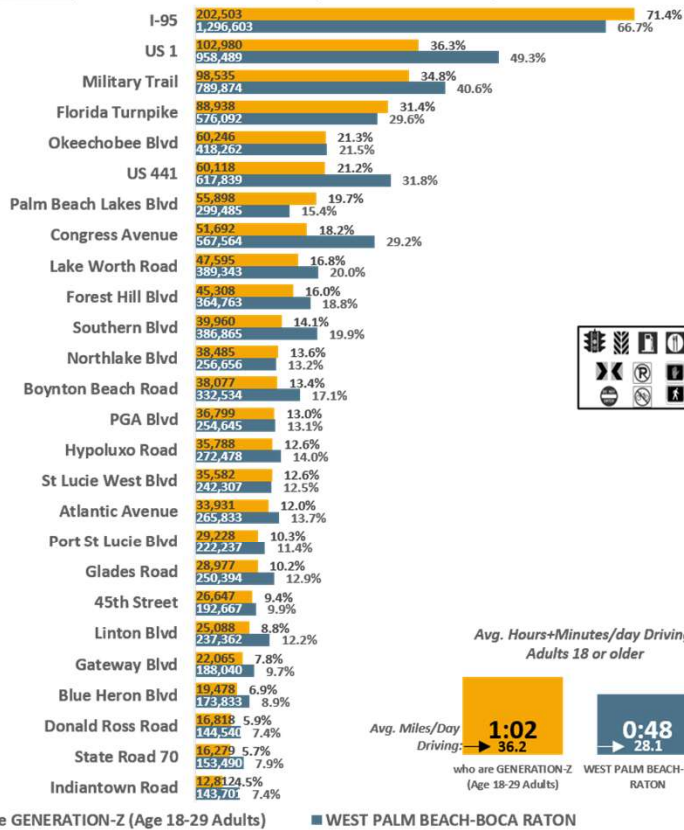
Top-26 Employment Zip Codes: Adults 18 or older





199,131 or 70.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 62.2 minutes per day driving an average of 36.2 miles each day and are 28.% more likely to use Palm Beach Lakes Blvd than the Metro average.

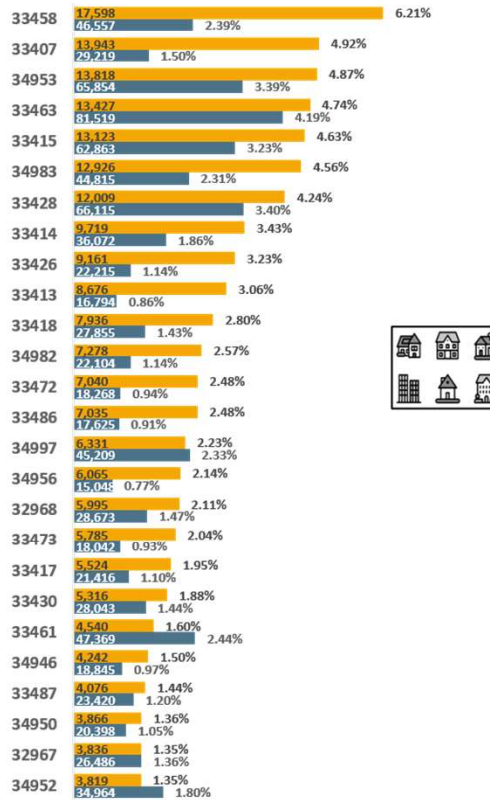
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



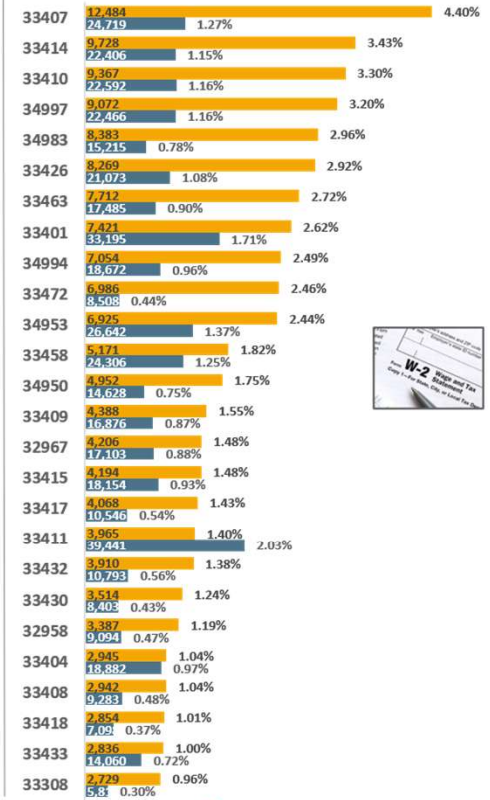
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

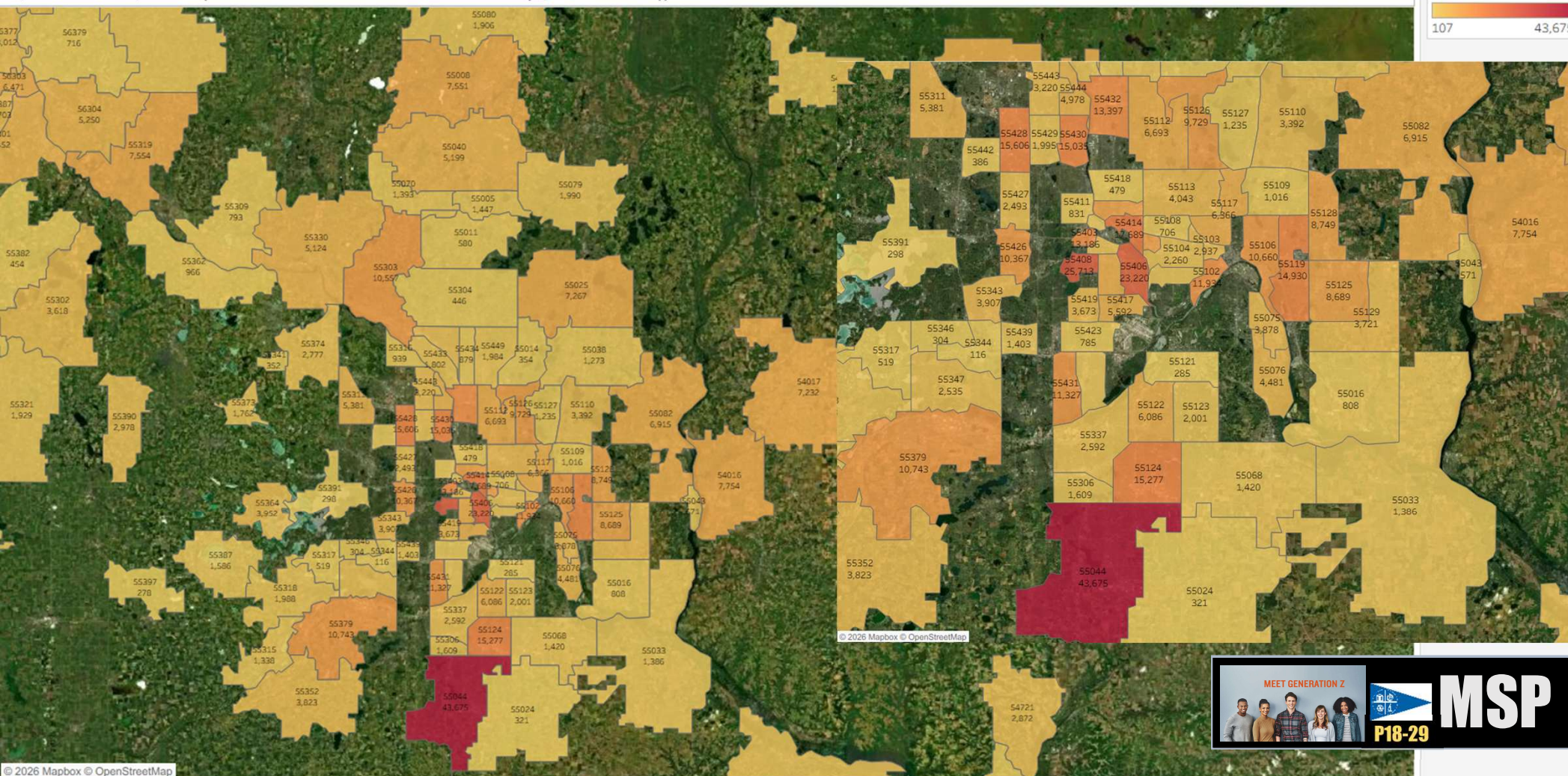


Top-26 Employment Zip Codes: Adults 18 or older



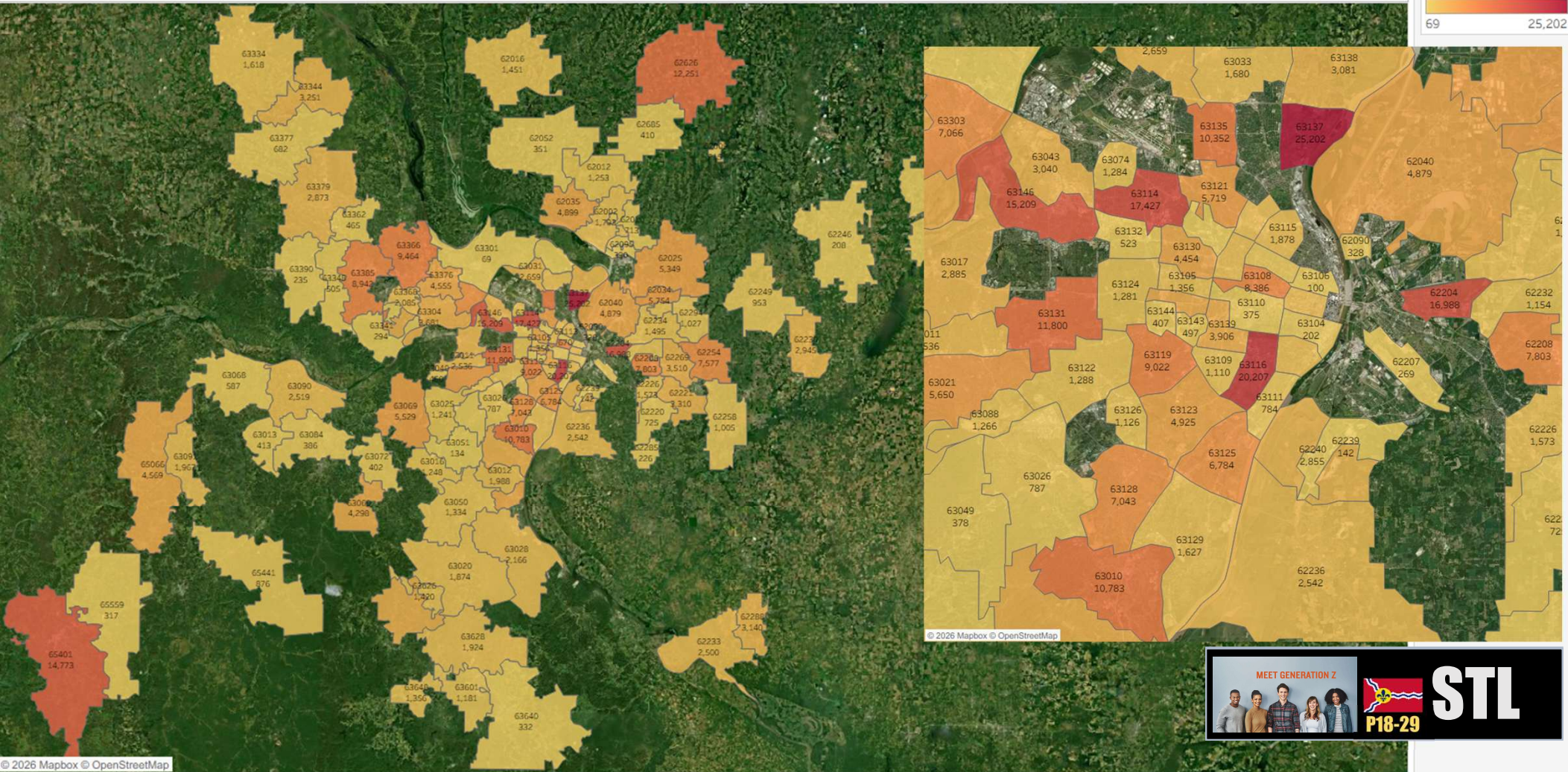
soefa.ai Share of Everything for Anything

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

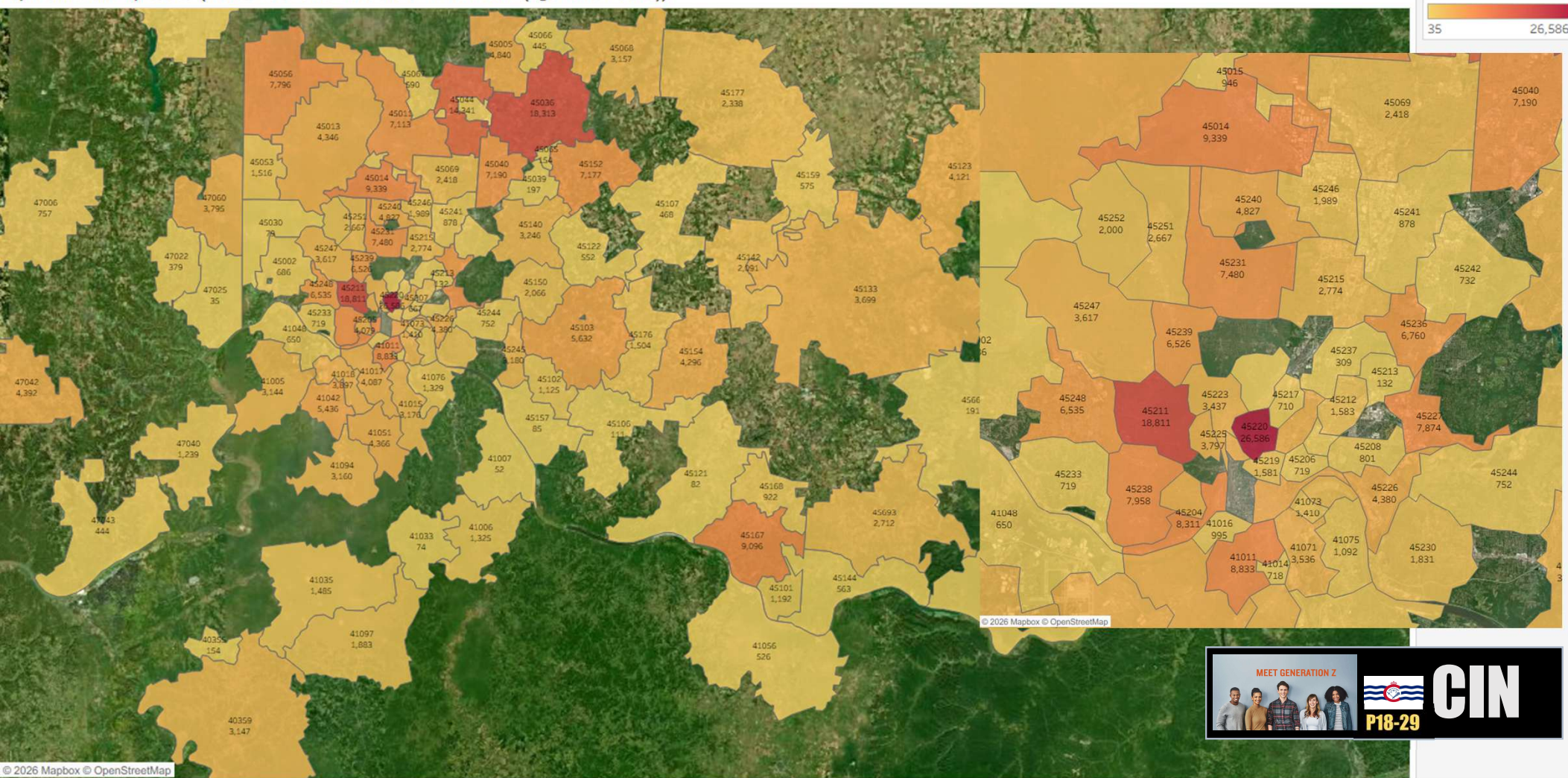


© 2026 Mapbox © OpenStreetMap

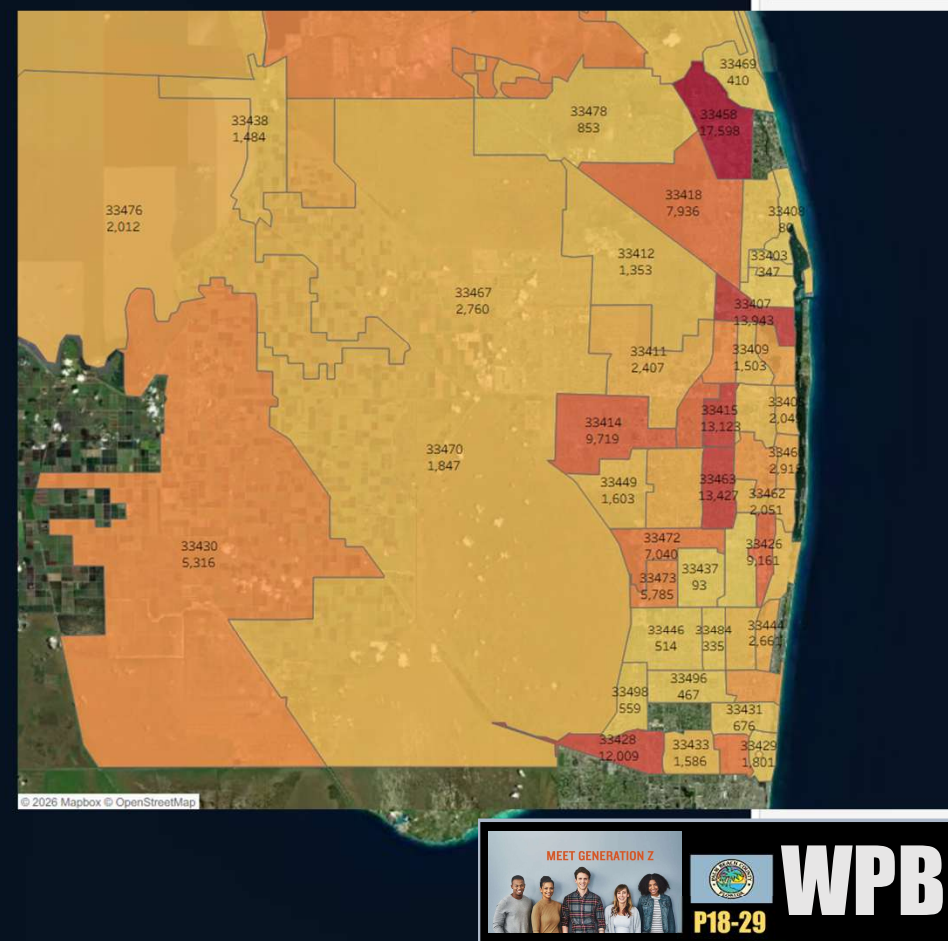
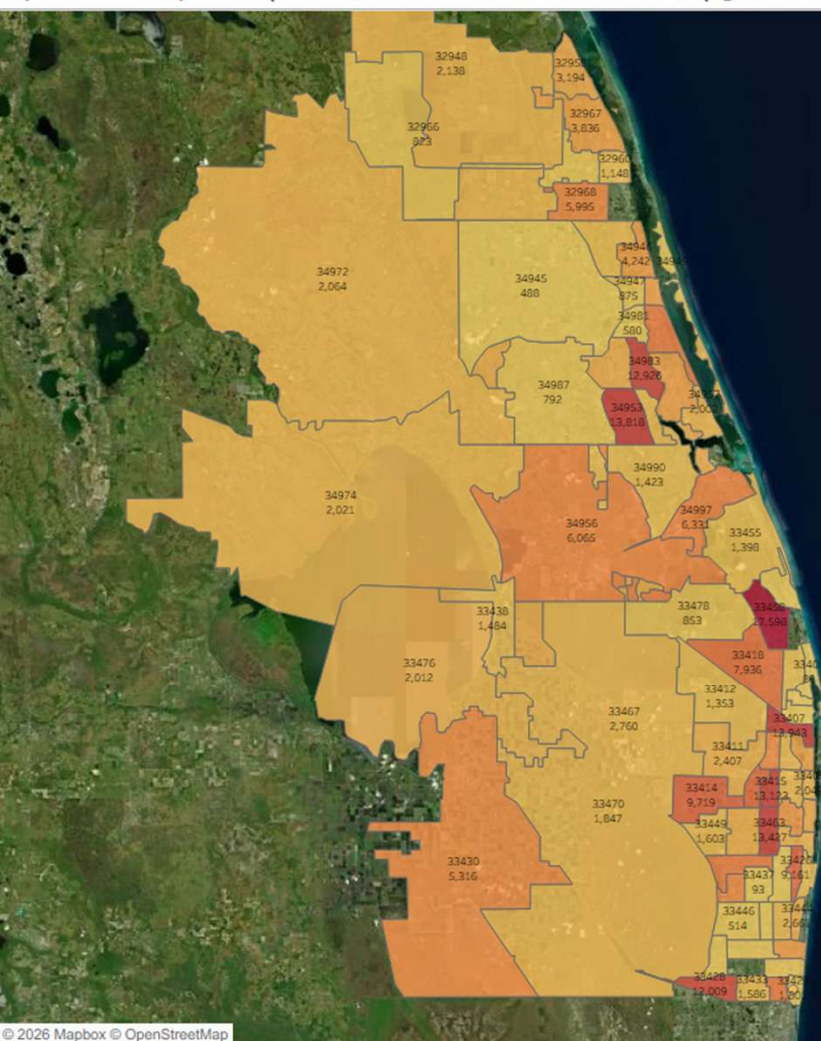
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



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))



MEET GENERATION Z

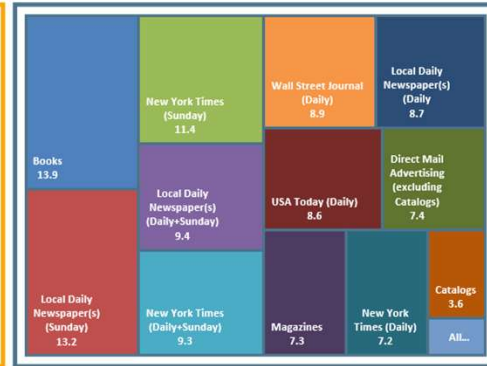
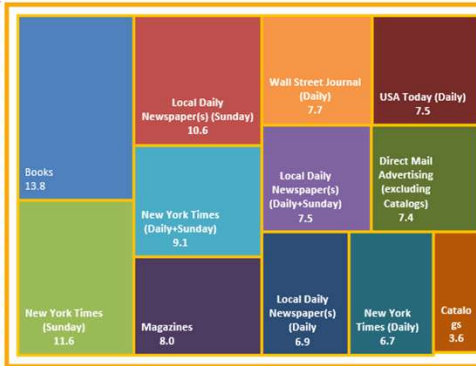
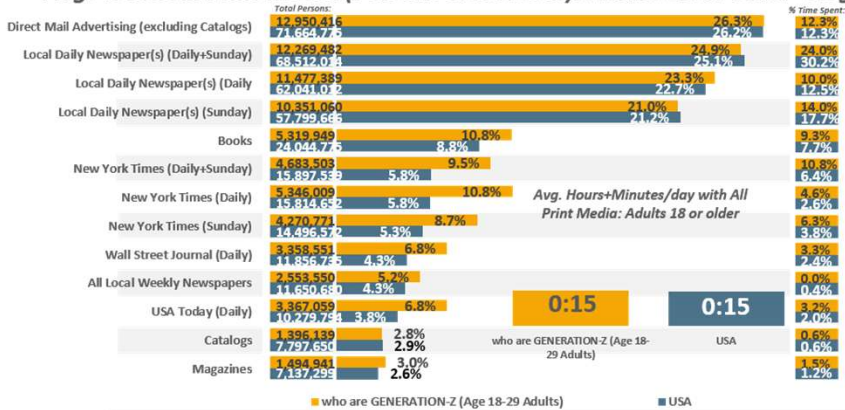
WPB

P18-29

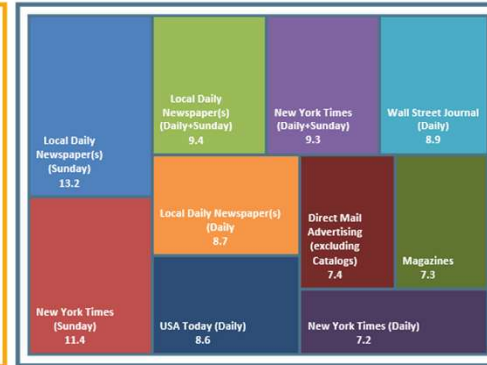
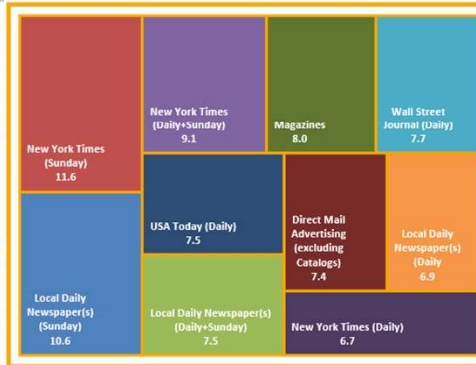
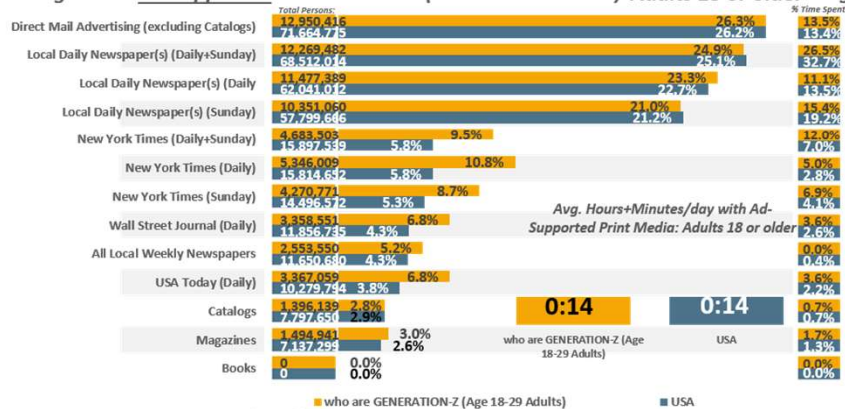


12,269,482 or 24.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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**



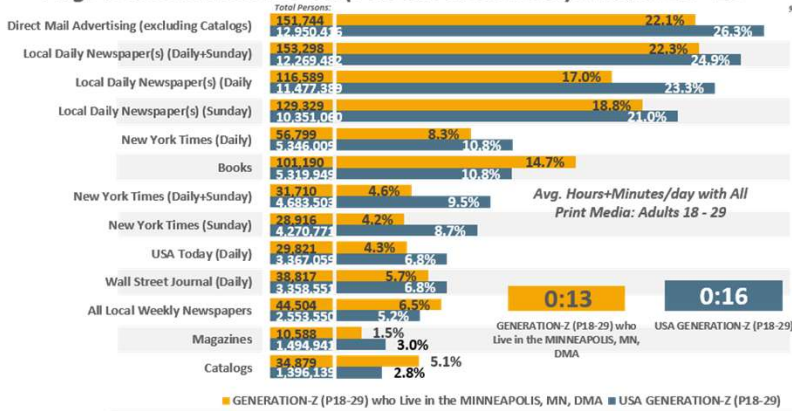
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



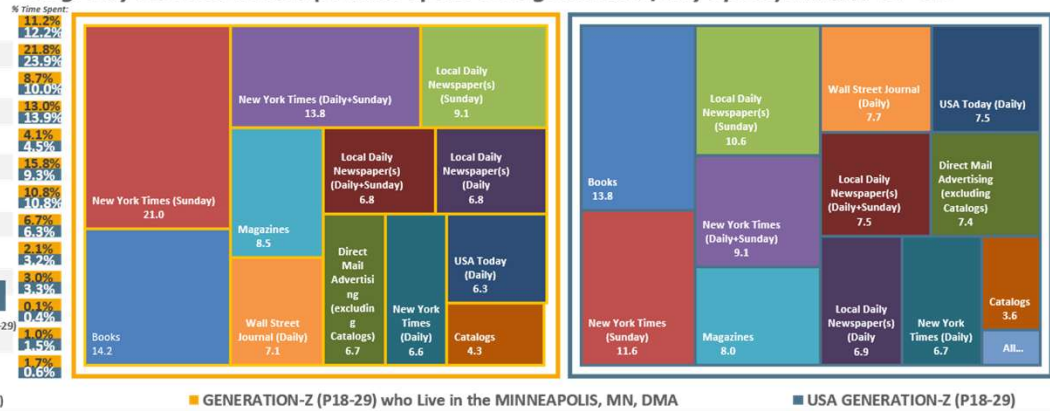


153,298 or 22.3% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the MINNEAPOLIS, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

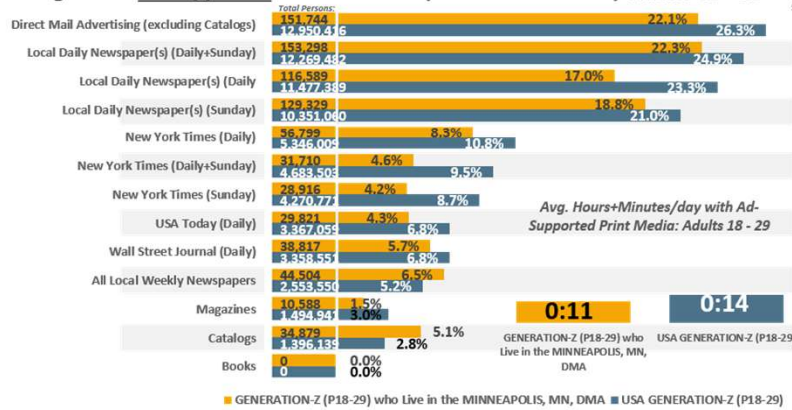
Avg. Week All Print Media (Persons & % Reach): Adults 18 - 29



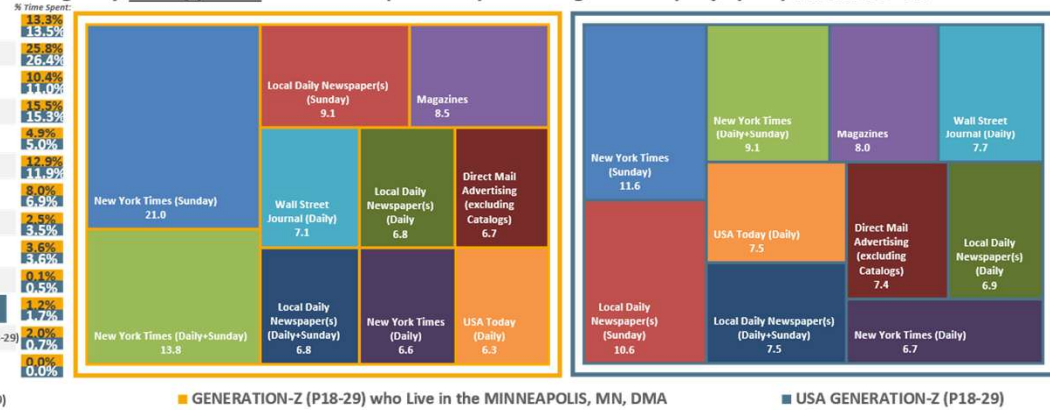
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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 USA Qual Intab 3,498

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

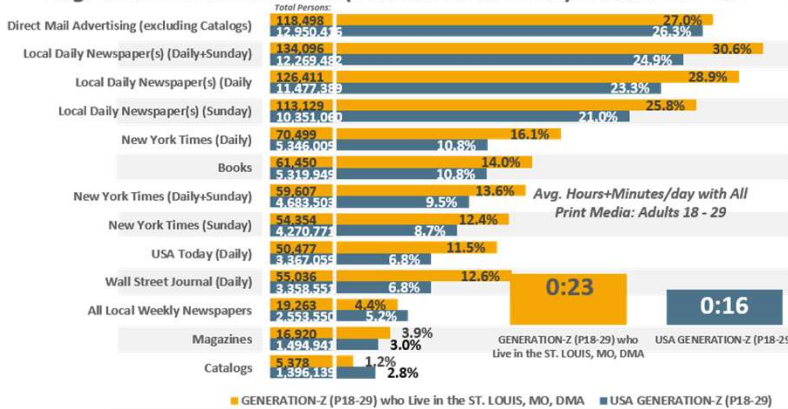
soefa.ai Share of Everything for Anything

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

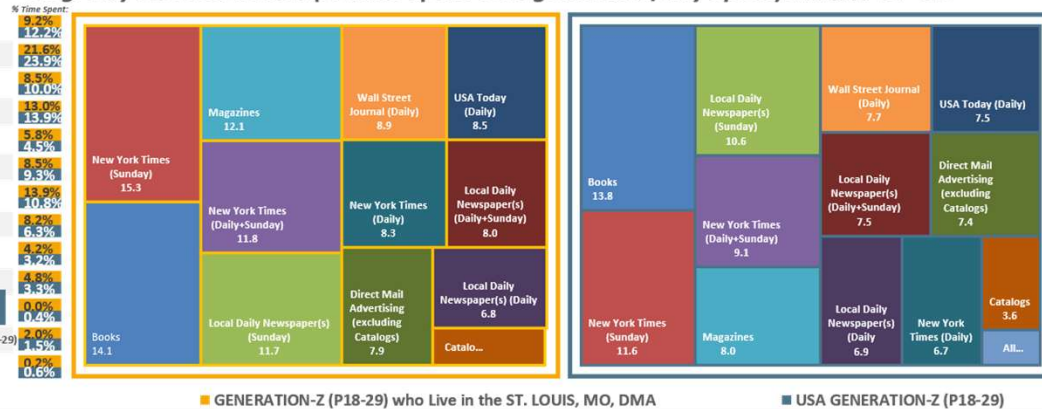


134,096 or 30.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 23.6% of all time spent daily with All forms of Print Media.

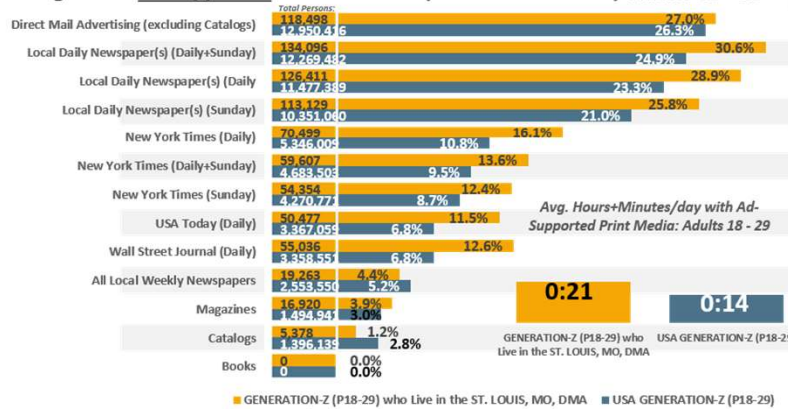
Avg. Week All Print Media (Persons & % Reach): Adults 18 - 29



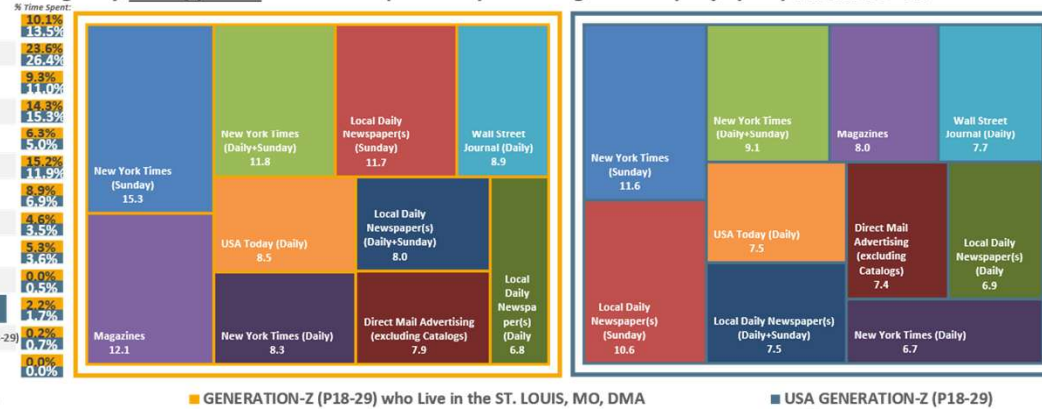
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

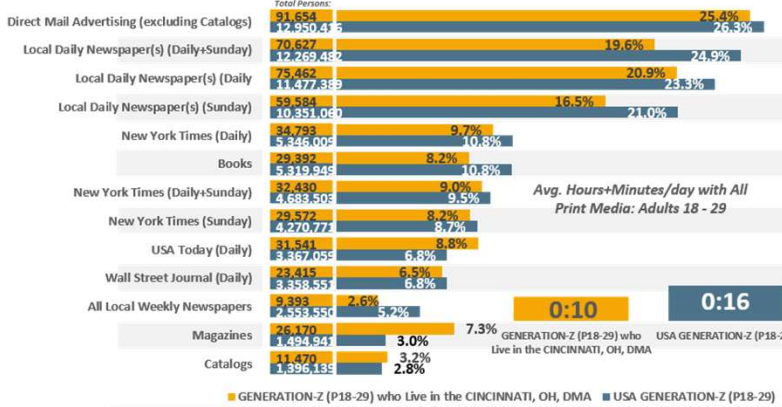
soefa.ai Share of Everything for Anything

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

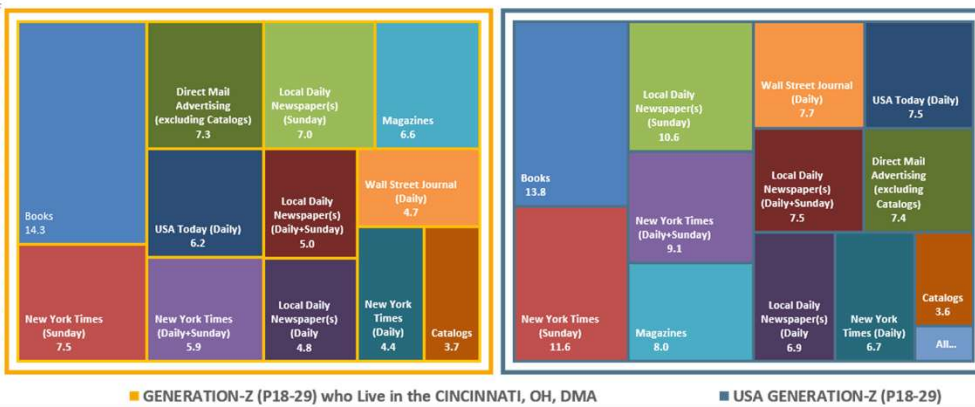


70,627 or 19.6% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5. minutes every day representing 22.2% of all time spent daily with All forms of Print Media.

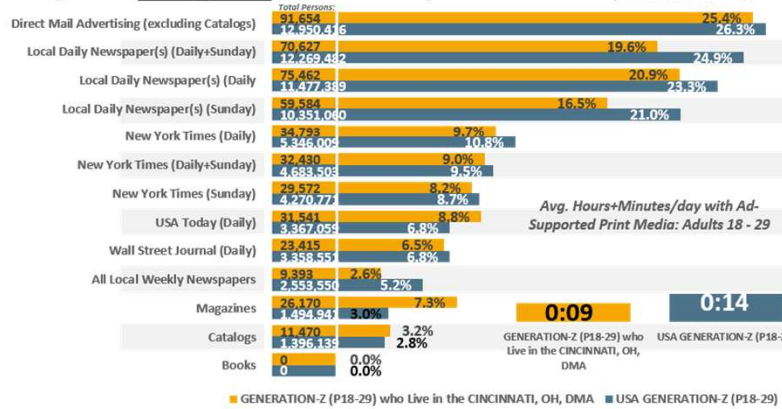
Avg. Week All Print Media (Persons & % Reach): Adults 18 - 29



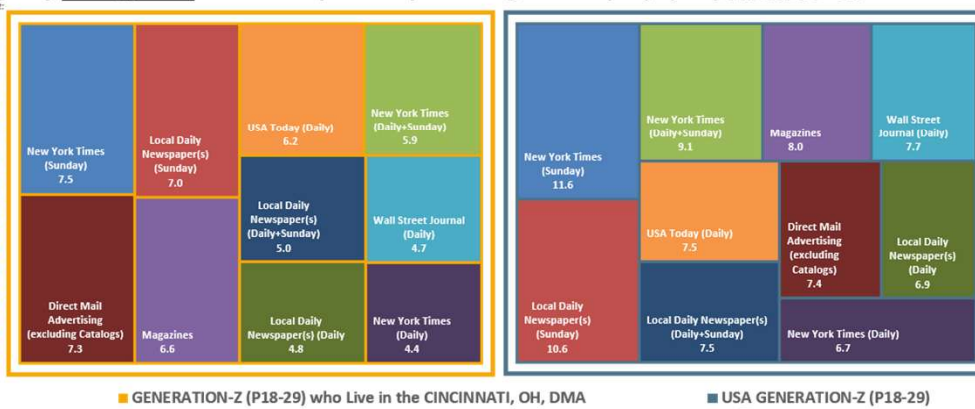
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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 GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

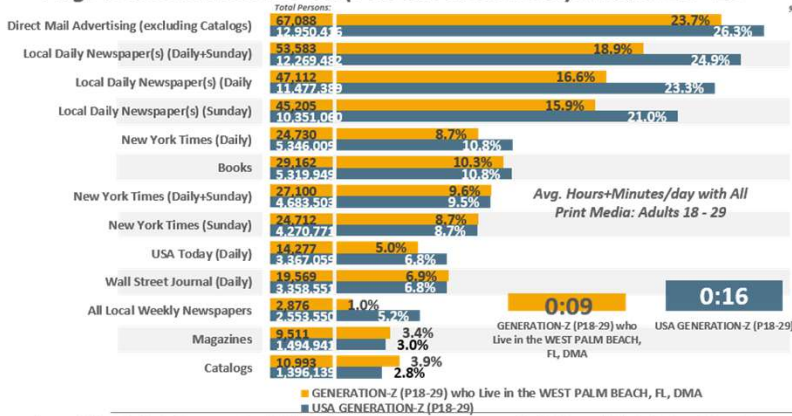
soefa.ai Share of Everything for Anything

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

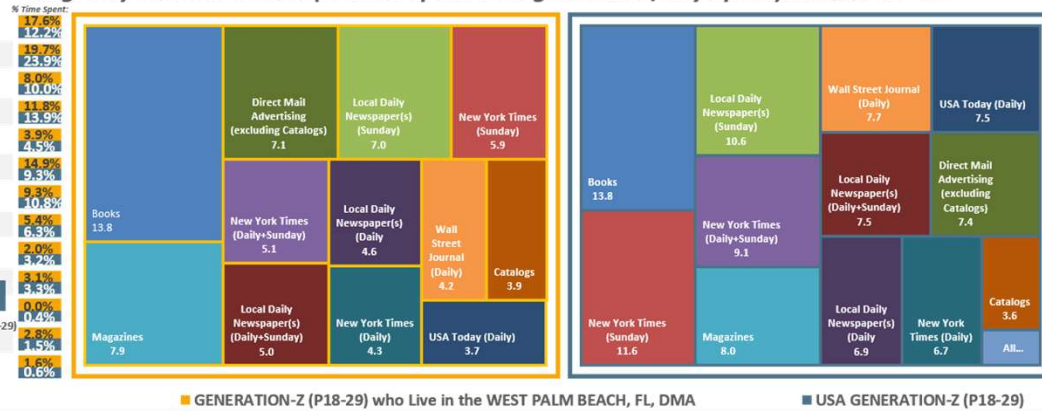


53,583 or 18.9% of Adults 18 - 29 GENERATION-Z (P18-29) who Live in the WEST PALM BEACH, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5. minutes every day representing 23.2% of all time spent daily with All forms of Print Media.

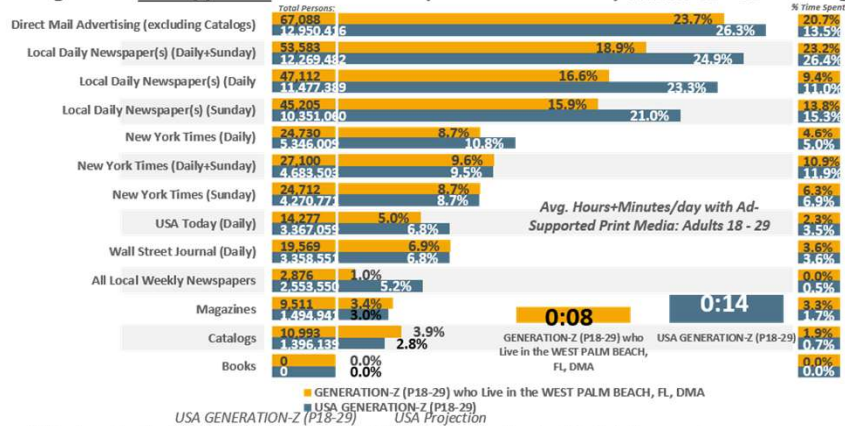
Avg. Week All Print Media (Persons & % Reach): Adults 18 - 29



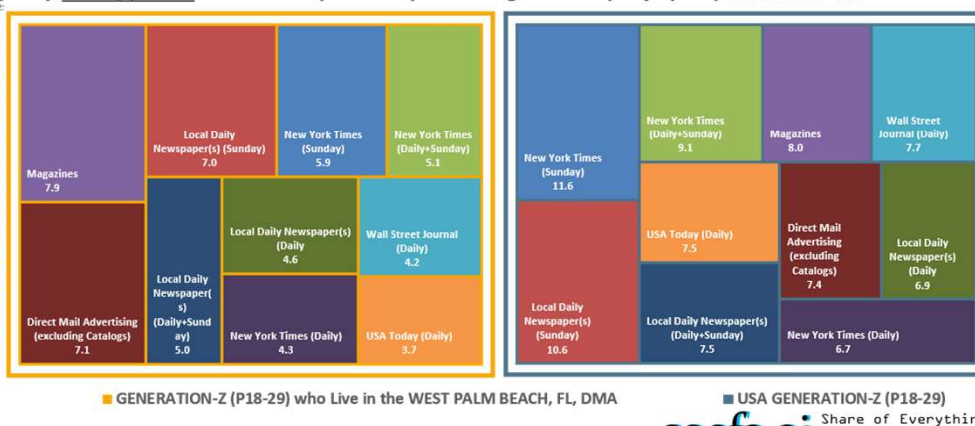
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 - 29



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 GENERATION-Z (P18-29) USA Projection
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection USA Qual Intab 3,498

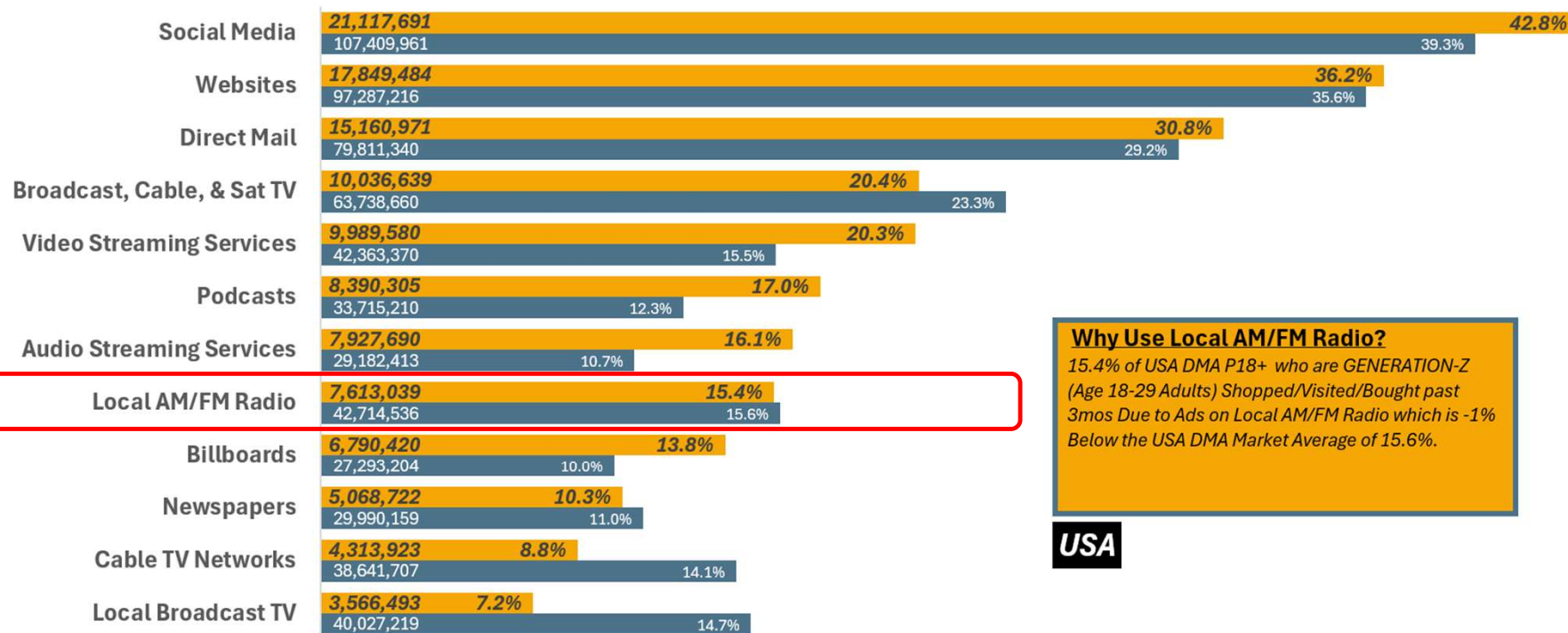
soefa.ai Share of Everything for Anything

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



"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
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

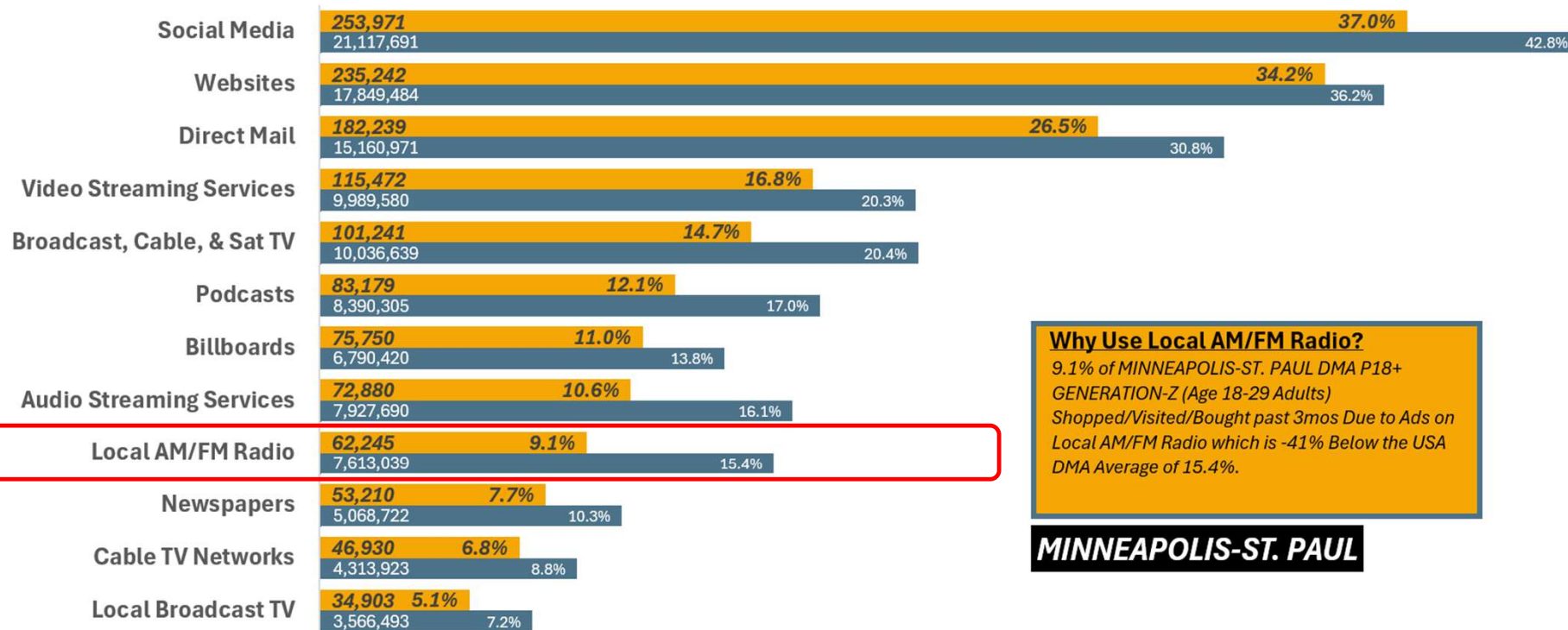
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

9.1% of MINNEAPOLIS-ST. PAUL DMA P18+ GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -41% Below the USA DMA Average of 15.4%.

MINNEAPOLIS-ST. PAUL

■ P18+ MINNEAPOLIS-ST. PAUL 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 %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 273
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

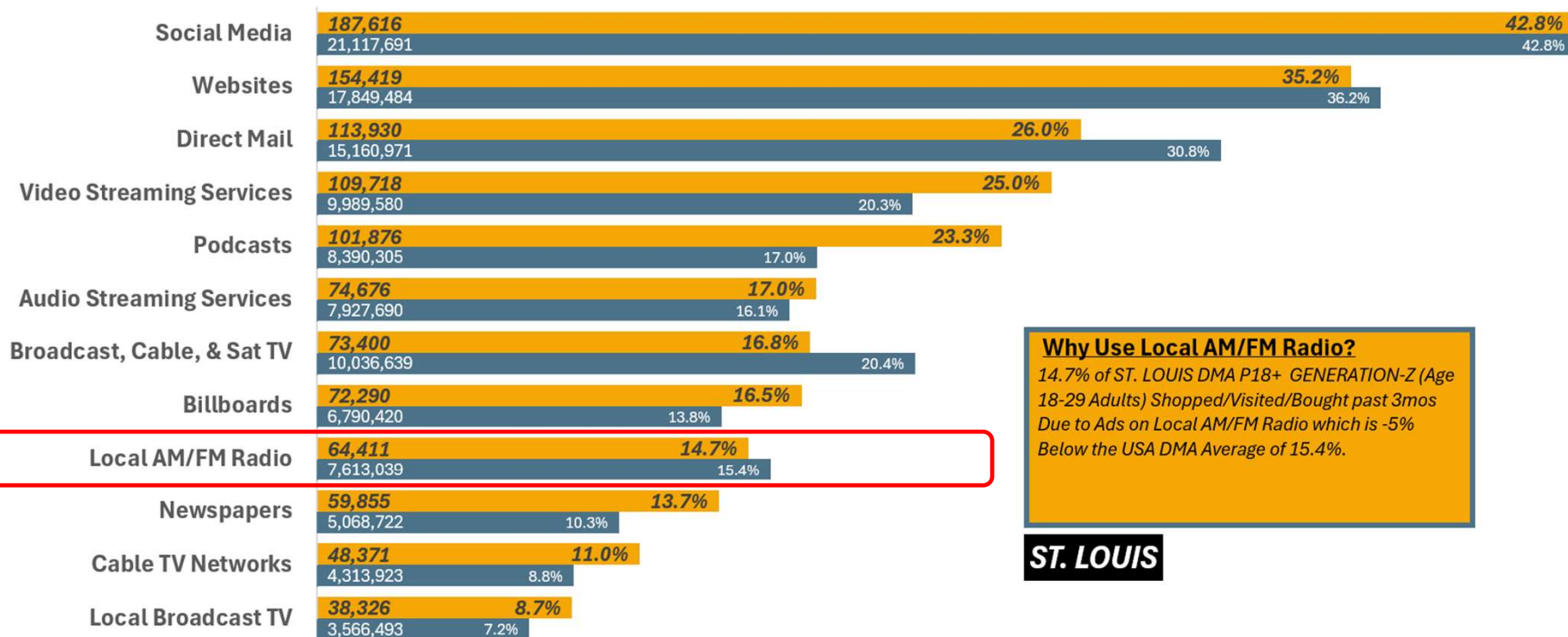
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.7% of ST. LOUIS DMA P18+ GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Average of 15.4%.

ST. LOUIS

■ P18+ ST. LOUIS 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 %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 292
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

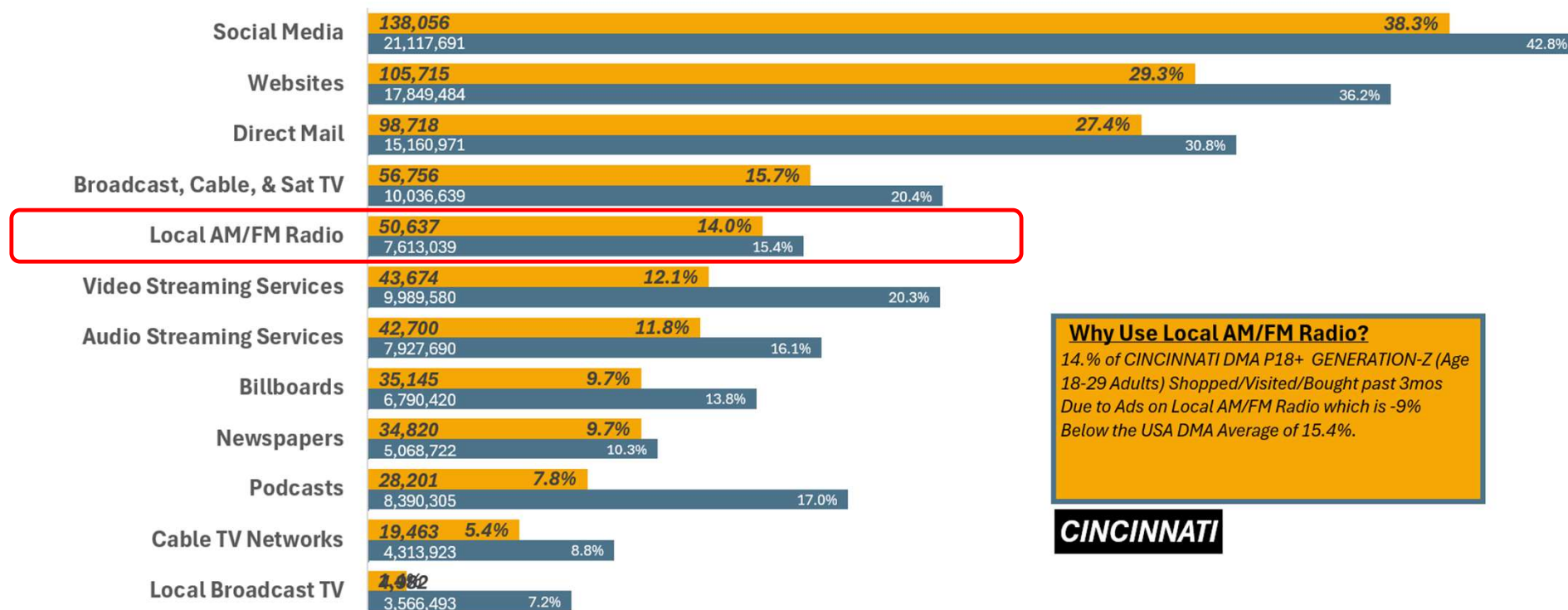
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14. % of CINCINNATI DMA P18+ GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the USA DMA Average of 15.4%.

CINCINNATI

■ P18+ CINCINNATI 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 %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 251
All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

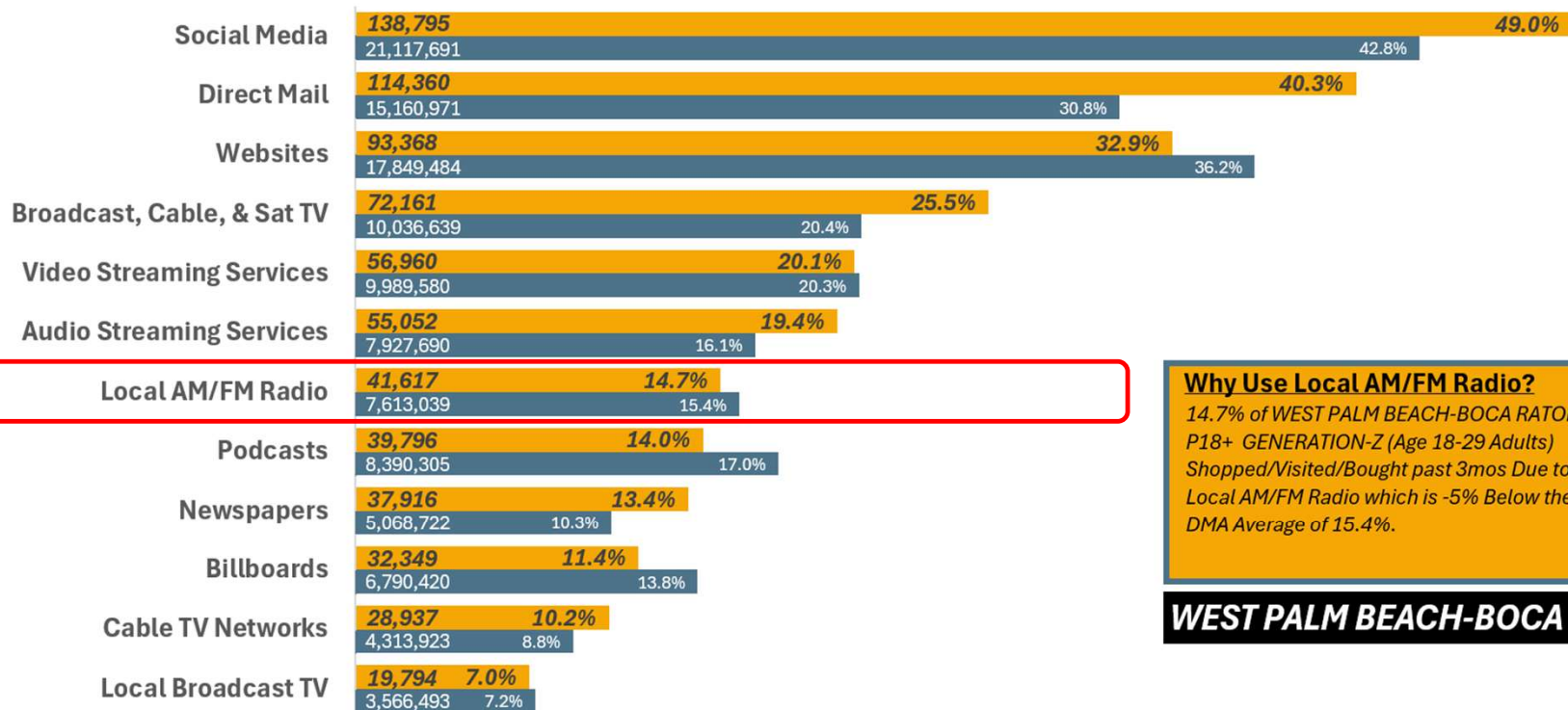
soefa.ai Share of Everything for Anything

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

14.7% of WEST PALM BEACH-BOCA RATON DMA P18+ GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -5% Below the USA DMA Average of 15.4%.

WEST PALM BEACH-BOCA RATON

■ P18+ WEST PALM BEACH-BOCA RATON 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 %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 266

All Graphs and soefa.ai Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

soefa.ai Share of Everything for Anything ®

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