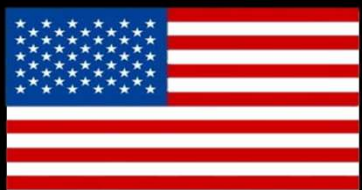
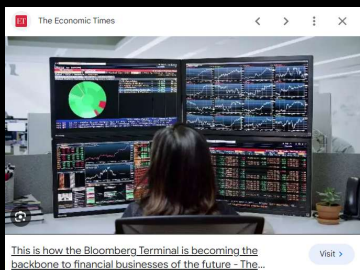


USA+GENERATION-Z (Age 18-29 Adults) vs. P18+ in 4 More DMAs!

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.



P18-29

Vanguard BlackRock

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

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





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

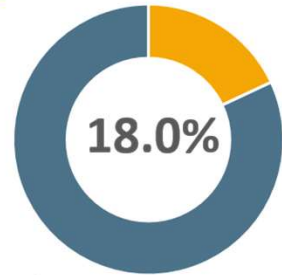


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



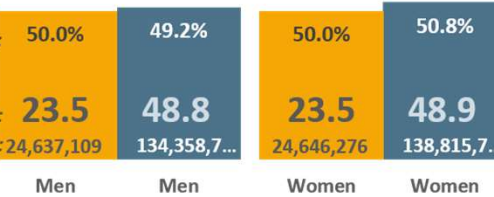
Total Persons:



%M vs. %F:

Average Age:

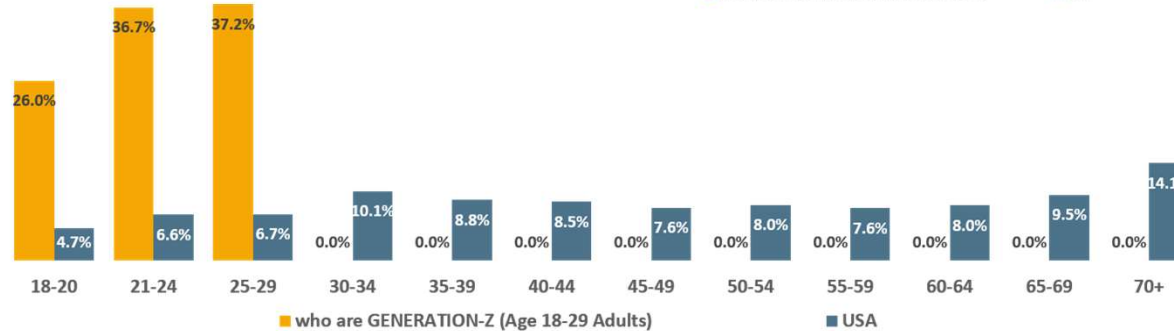
Persons:



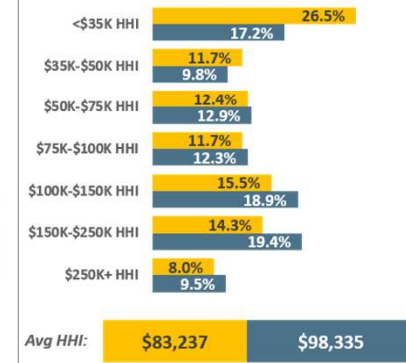
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:



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

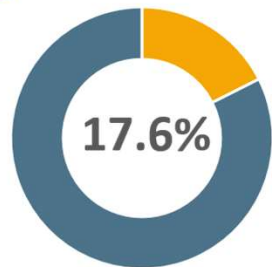
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



17.6% or 686,854 of MINNEAPOLIS-ST. PAUL DMA 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 23.1 years old (52.7% younger than average) and have a \$91,061 (20.4% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who are GENERATION-Z (Age 18-29 Adults)
■ Remainder of MINNEAPOLIS-ST. PAUL DMA

Total Persons:

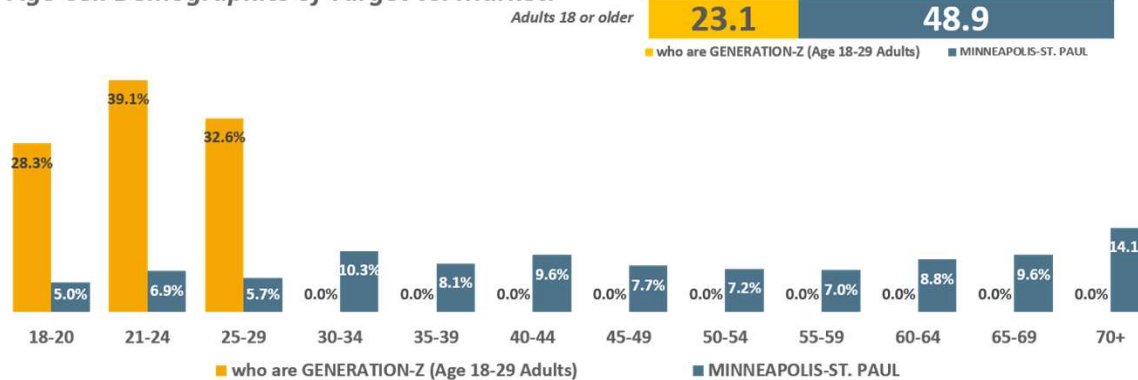
686,854 3,223,109



Gender of Target vs. Market: Adults 18 or older

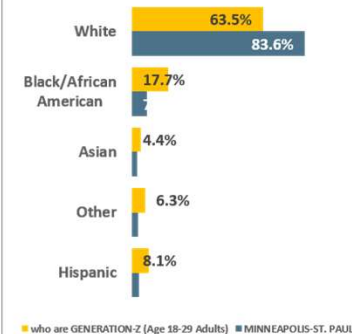
%M vs. %F:	47.8%	49.8%	52.2%	50.2%
Average Age:	23.1	48.9	23.1	49.0
# Persons:	328,522	1,948,052	358,332	1,961,911
	Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

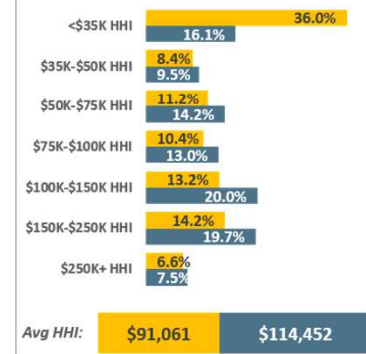


MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 273
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



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



17.4% or 438,142 of ST. LOUIS DMA 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 23.6 years old (52.3% younger than average) and have a \$93,620 (9.9% lower than average) annual household income.

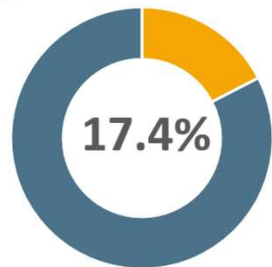


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who are GENERATION-Z (Age 18-29 Adults)
■ Remainder of ST. LOUIS DMA

Total Persons:

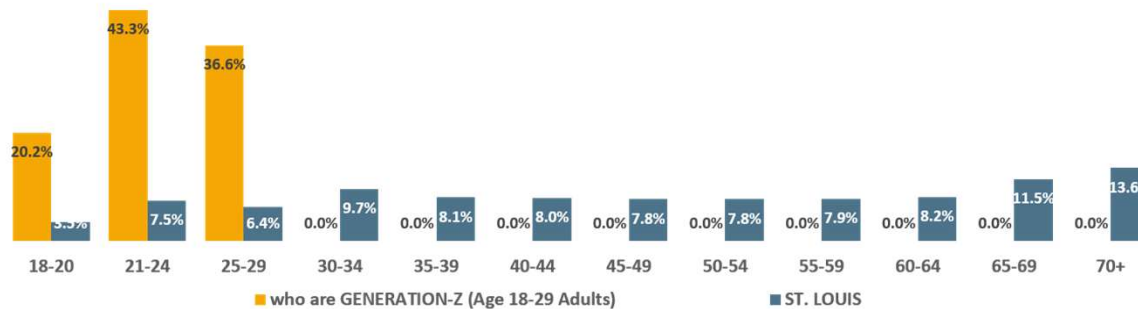


%M vs. %F:	47.7%	48.7%	52.3%	51.3%
Average Age:	23.6	49.7	23.6	49.3
# Persons:	208,808	1,225,116	229,334	1,291,278
	Men	Men	Women	Women

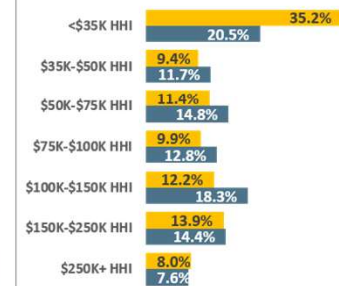
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:

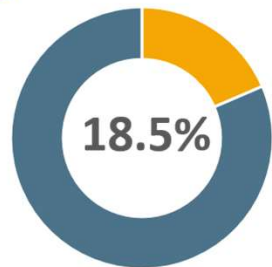




18.5% or 360,463 of CINCINNATI DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Typical Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 23.3 years old (52.1% younger than average) and have a \$95,409 (7.8% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who are GENERATION-Z (Age 18-29 Adults)
 ■ Remainder of CINCINNATI DMA

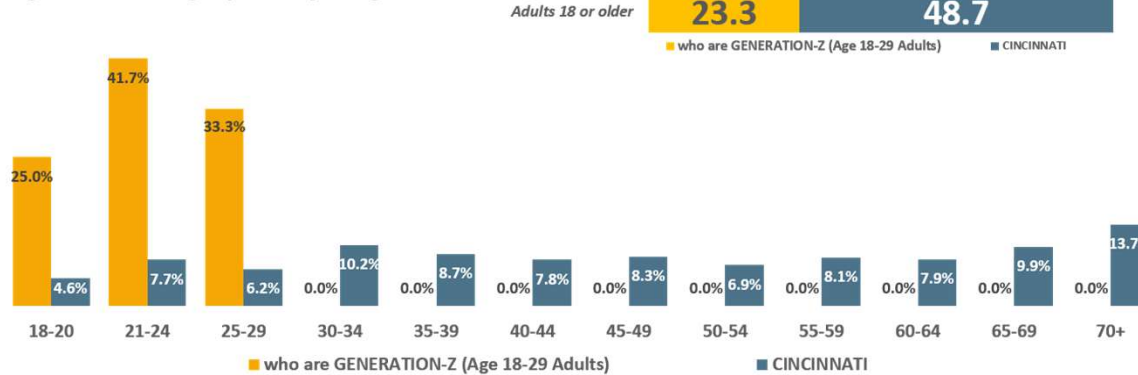
Total Persons:



Gender of Target vs. Market: Adults 18 or older

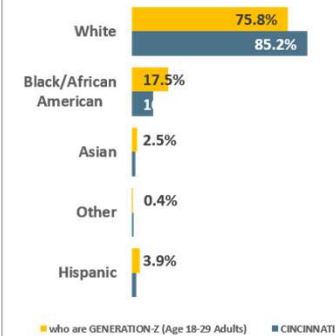
%M vs. %F:	49.6%	48.9%	50.4%	51.1%
	Men	Men	Women	Women
Average Age:	23.3	48.6	23.3	48.8
	# Persons:	178,705	181,758	992,852

Age Cell Demographics of Target vs. Market:

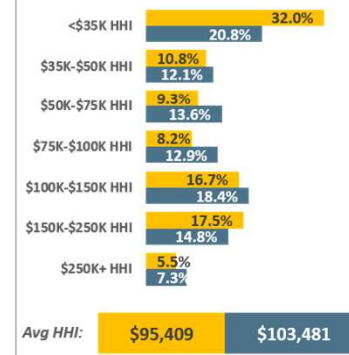


CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 251
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



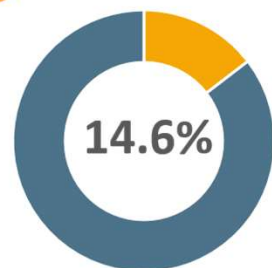
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



14.6% or 283,496 of WEST PALM BEACH-BOCA RATON DMA 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 23.1 years old (56.6% younger than average) and have a \$83,006 (21.2% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who are GENERATION-Z (Age 18-29 Adults)
■ Remainder of WEST PALM BEACH-BOCA RATON DMA

Total Persons:

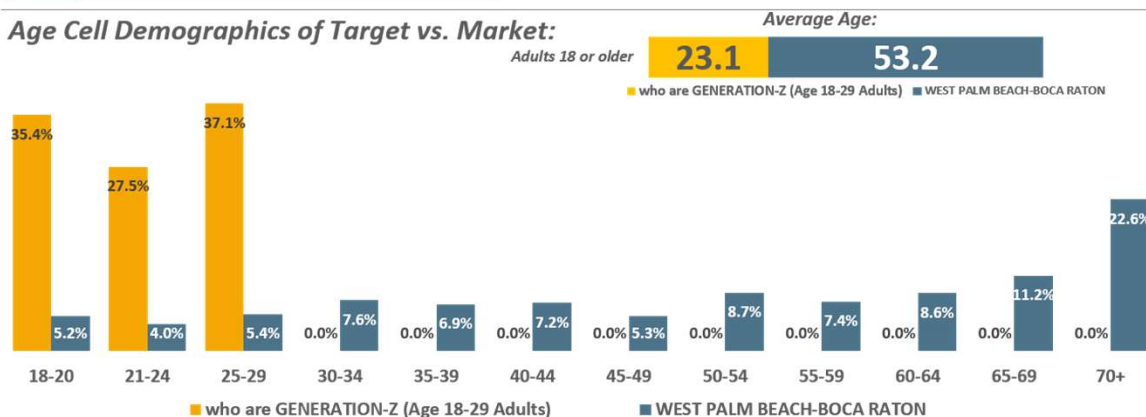
283,496 1,660,502



Gender of Target vs. Market: Adults 18 or older

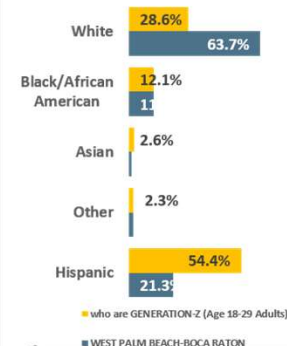
%M vs. %F:	47.5%	48.5%	52.5%	51.5%
Average Age:	23.1	53.3	23.1	53.2
# Persons:	134,571	941,910	148,925	1,002,088
	Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

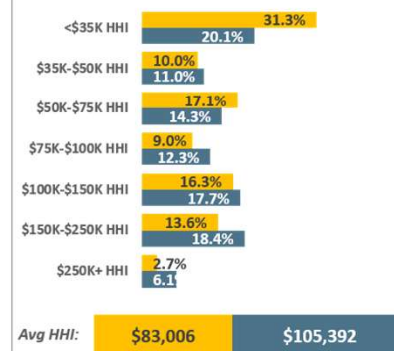


WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 266
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



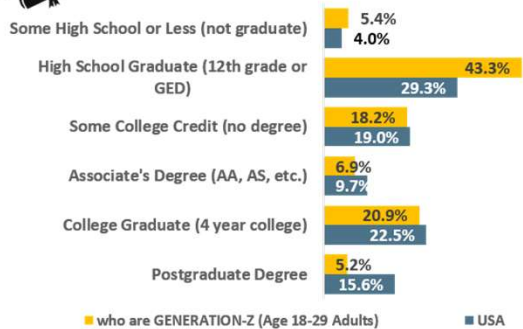
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



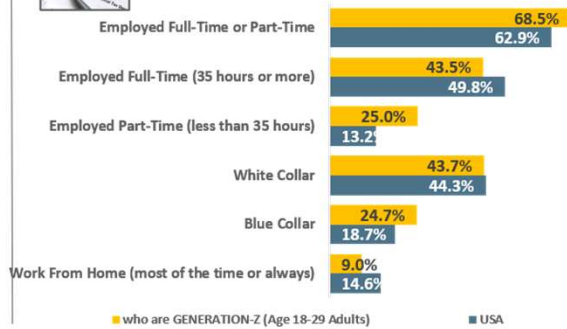
18.9% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 31.4% less likely to be a college graduate, 12.6% less likely to work full-time, 70.6% less likely to be married, 42.7% less likely to be a parent of 1 or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



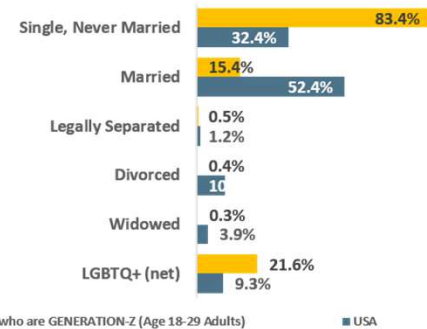
Education Levels: Adults 18 or older



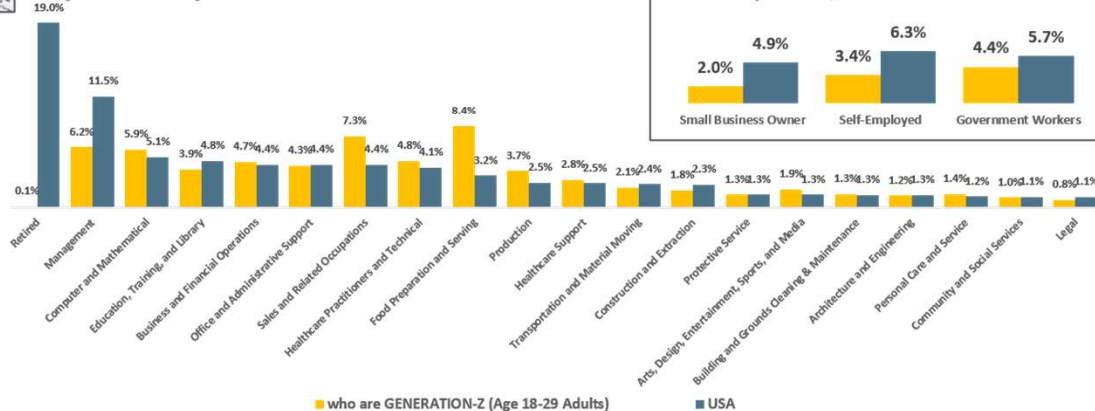
Employment: Adults 18 or older



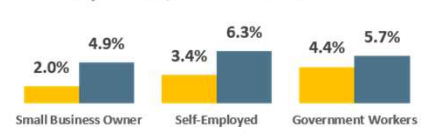
Marital Status: Adults 18 or older



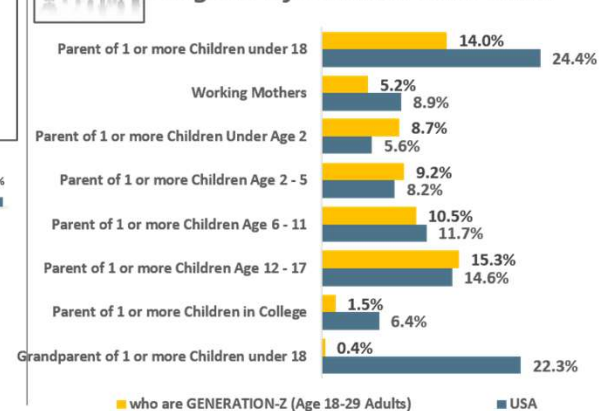
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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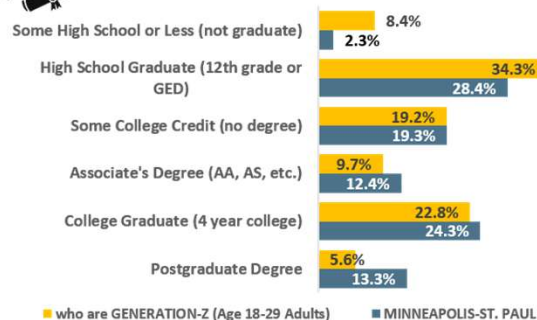
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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

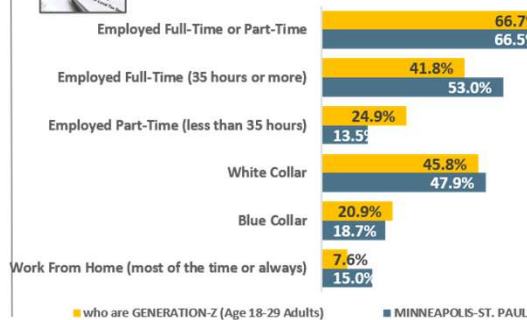


17.6% or 686,854 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 24.5% less likely to be a college graduate, 21.1% less likely to work full-time, 75.6% less likely to be married, 66.5% less likely to be a parent of 1 or more children under 18.

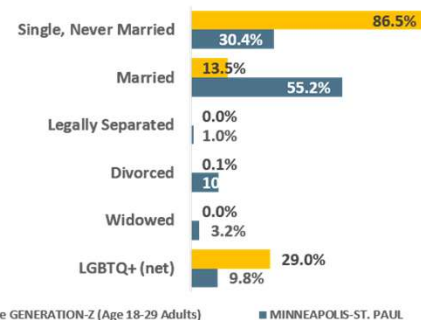
Education Levels: Adults 18 or older



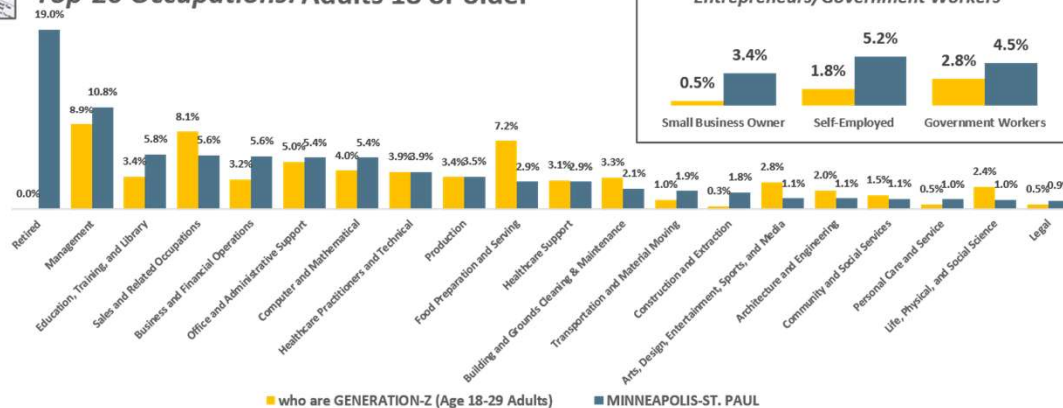
Employment: Adults 18 or older



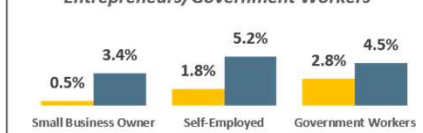
Marital Status: Adults 18 or older



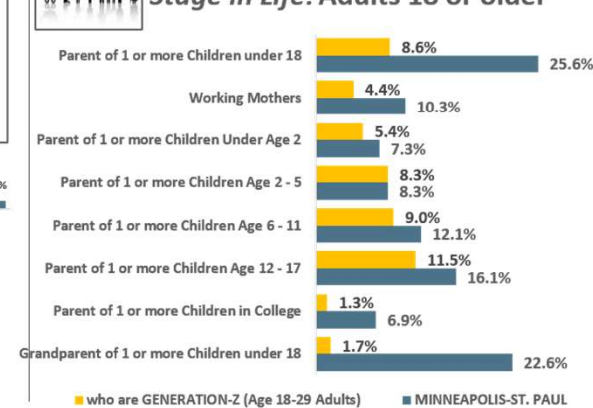
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

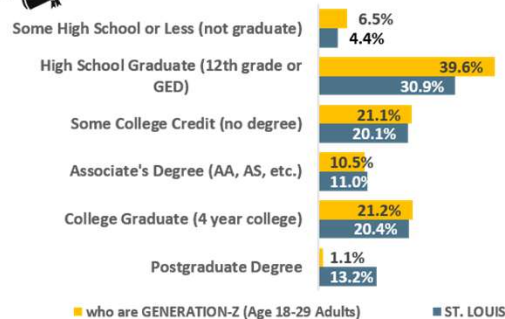




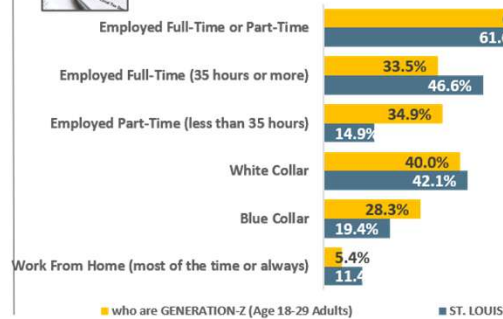
17.4% or 438,142 of ST. LOUIS DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 33.6% less likely to be a college graduate, 28.2% less likely to work full-time, 68.6% less likely to be married, 37.2% less likely to be a parent of 1 or more children under 18.



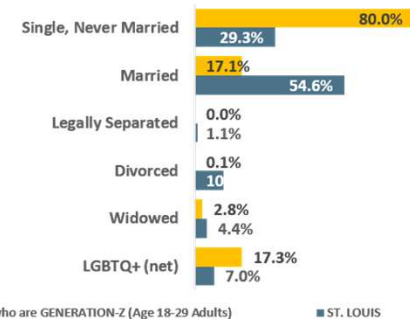
Education Levels: Adults 18 or older



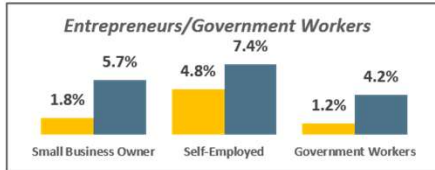
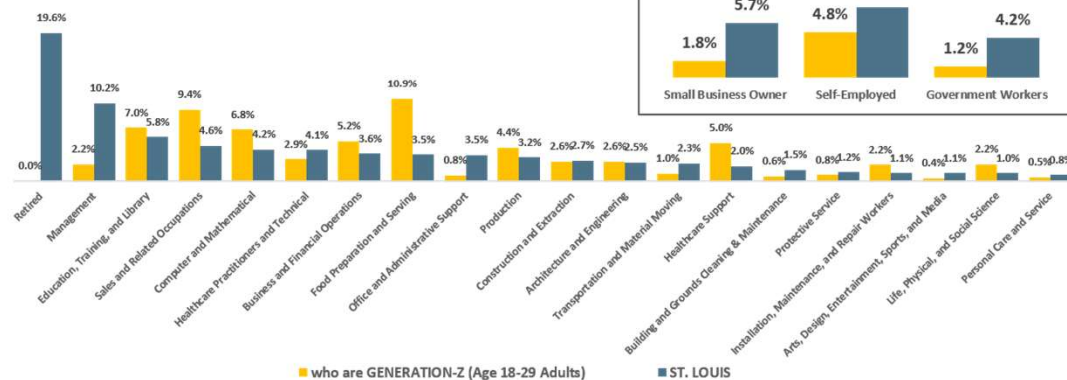
Employment: Adults 18 or older



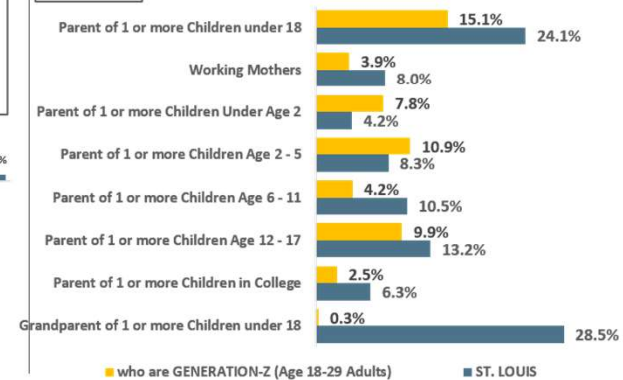
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

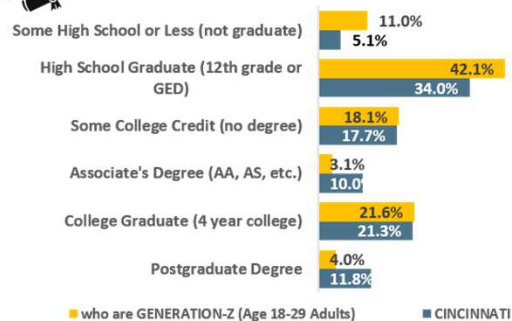




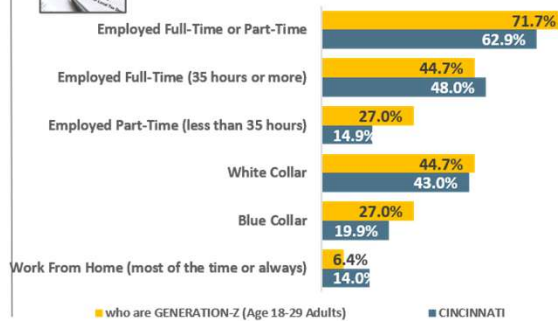
18.5% or 360,463 of CINCINNATI DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 22.7% less likely to be a college graduate, 6.9% less likely to work full-time, 71.3% less likely to be married, 22.3% less likely to be a parent of 1 or more children under 18.



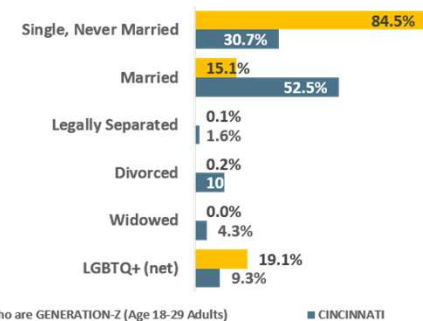
Education Levels: Adults 18 or older



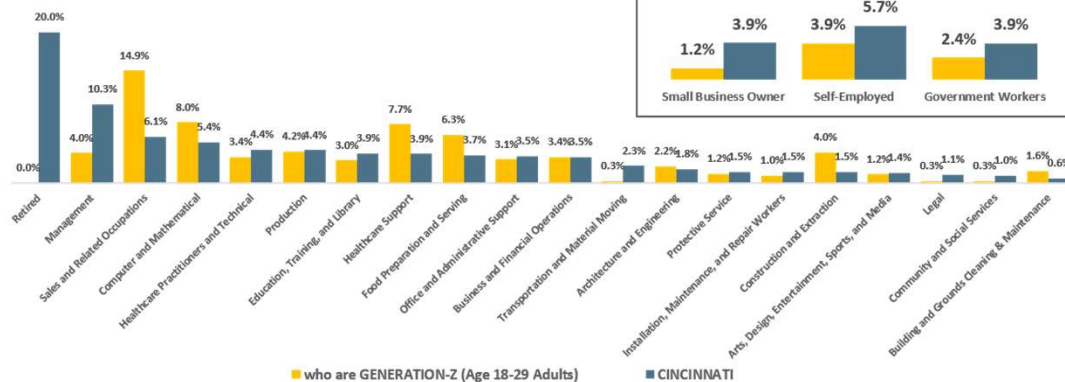
Employment: Adults 18 or older



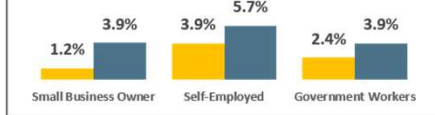
Marital Status: Adults 18 or older



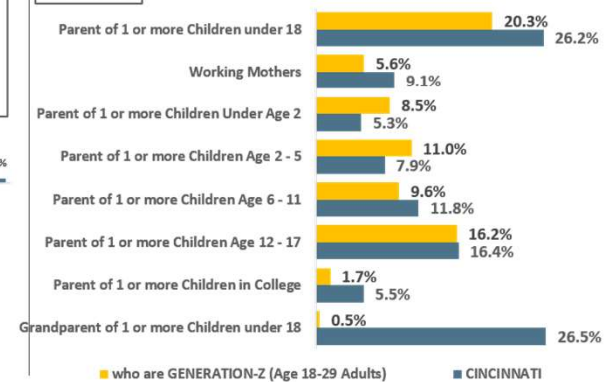
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

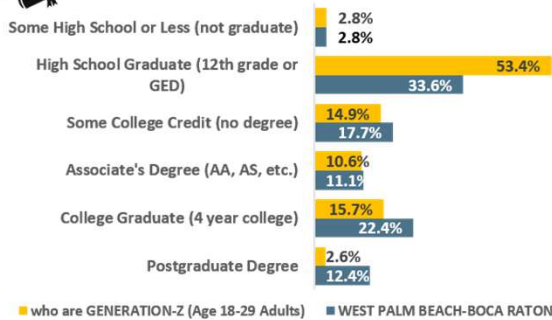




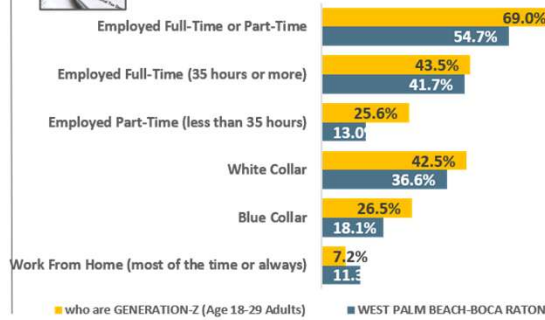
14.6% or 283,496 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are GENERATION-Z (Age 18-29). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 47.4% less likely to be a college graduate, 4.1% more likely to work full-time, 75.5% less likely to be married, 47.3% less likely to be a parent of 1 or more children under 18.



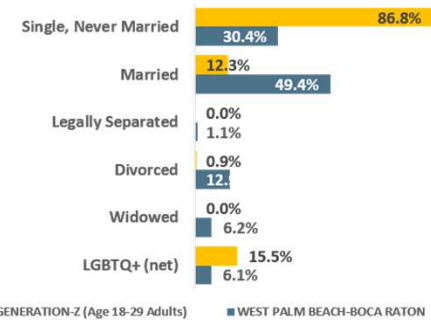
Education Levels: Adults 18 or older



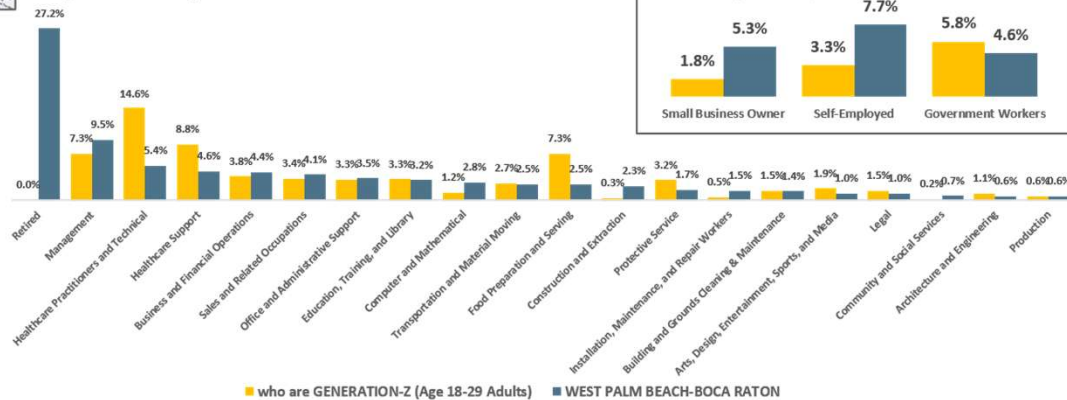
Employment: Adults 18 or older



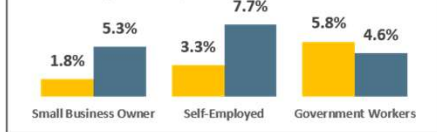
Marital Status: Adults 18 or older



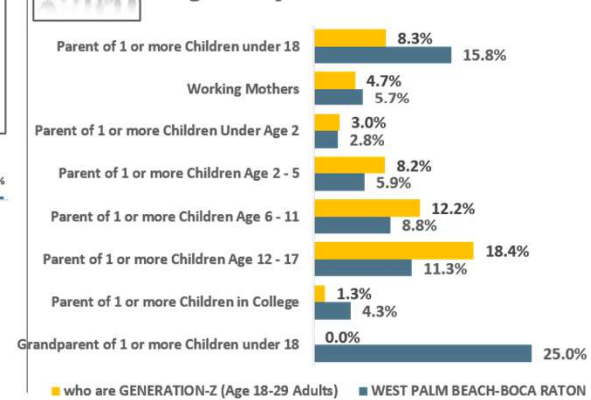
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



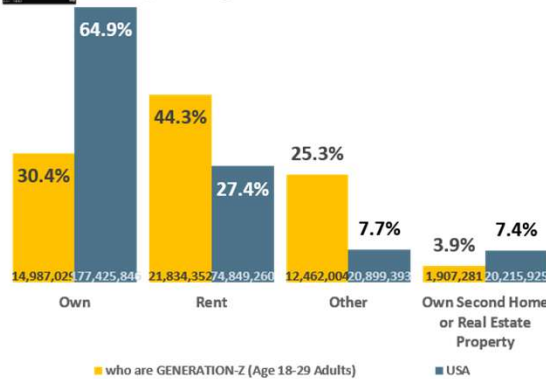
Stage in Life: Adults 18 or older



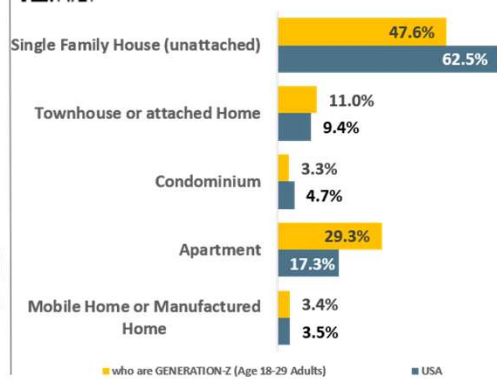


18.8% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 53.2% less likely to own their home, 23.6% more likely to own a higher valued home, 23.9% less likely to have a single-family home, 5.1% less likely to have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

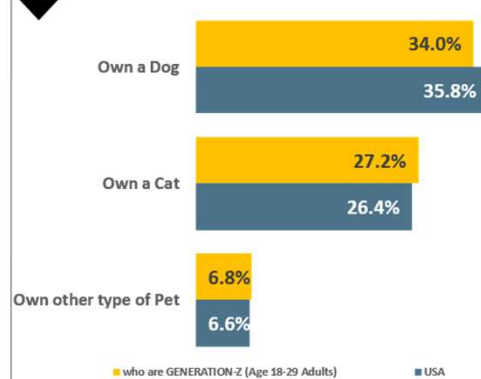
Own/Rent/Other: Adults 18 or older



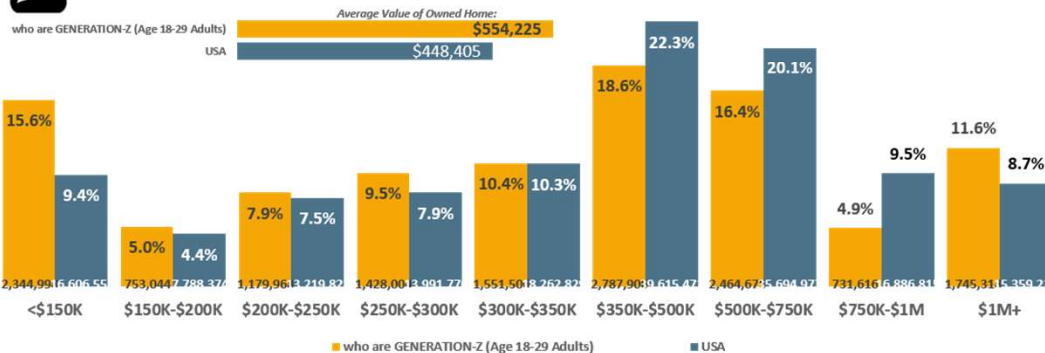
Type of Home: Adults 18 or older



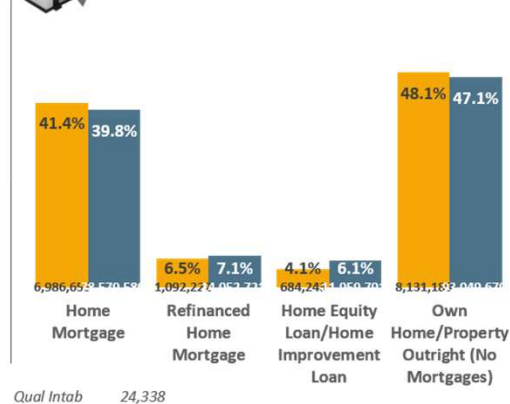
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



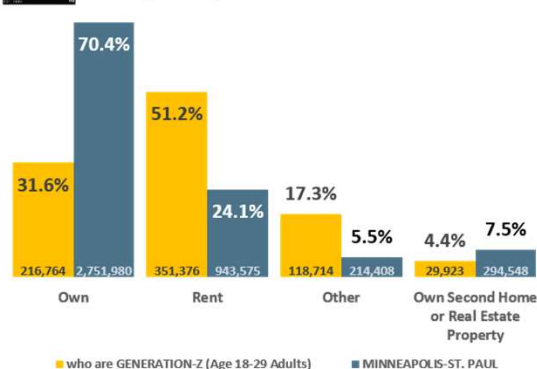
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

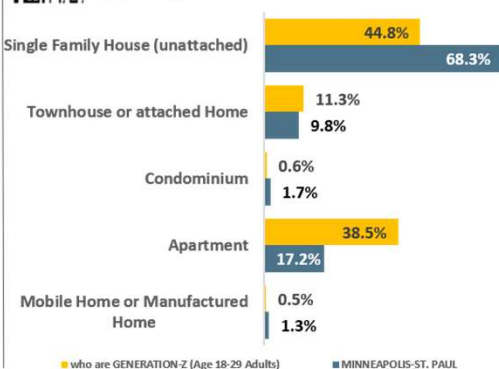


17.6% or 686,854 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 55.2% less likely to own their home, 4.2% more likely to own a lower valued home, 34.4% less likely to have a single-family home, 23.% less likely to have a dog.

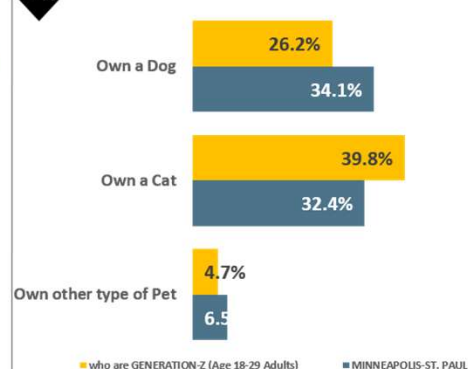
Own/Rent/Other: Adults 18 or older



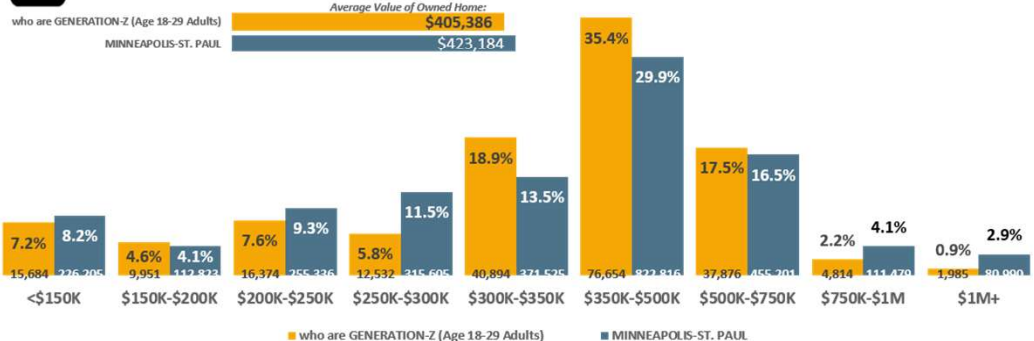
Type of Home: Adults 18 or older



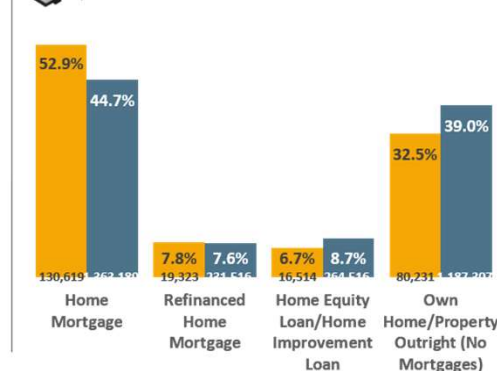
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

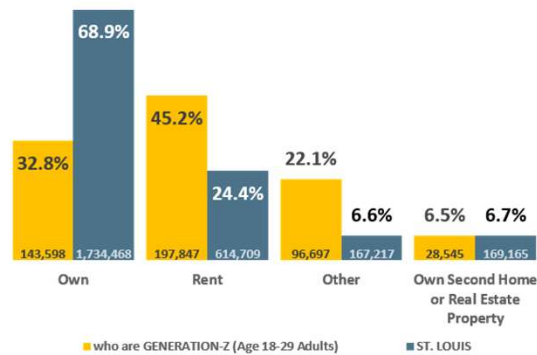




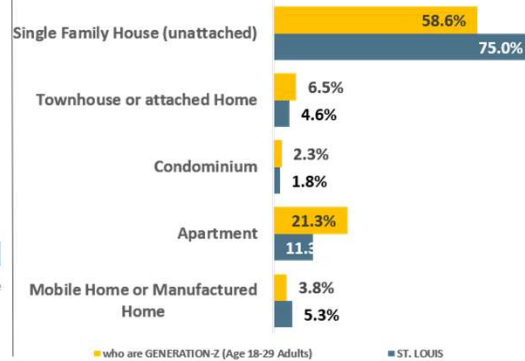
17.4% or 438,142 of ST. LOUIS DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 52.5% less likely to own their home, 20.1% more likely to own a higher valued home, 21.8% less likely to have a single-family home, 3.7% less likely to have a dog.



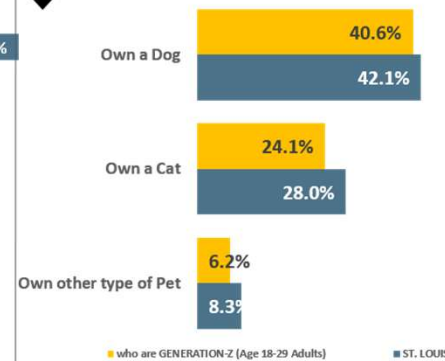
Own/Rent/Other: Adults 18 or older



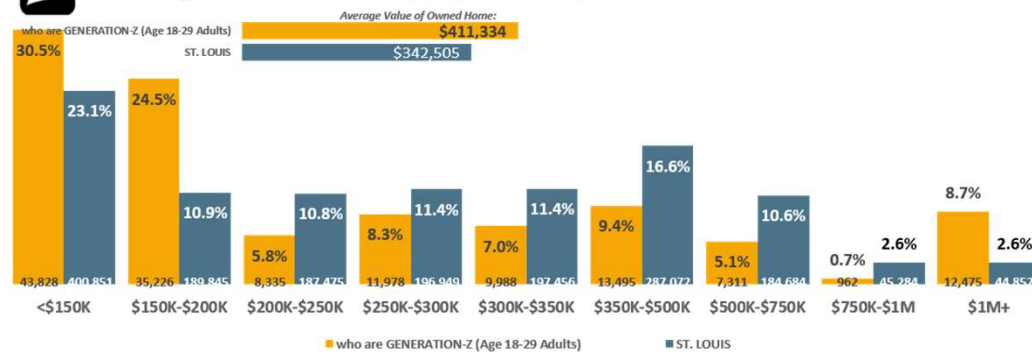
Type of Home: Adults 18 or older



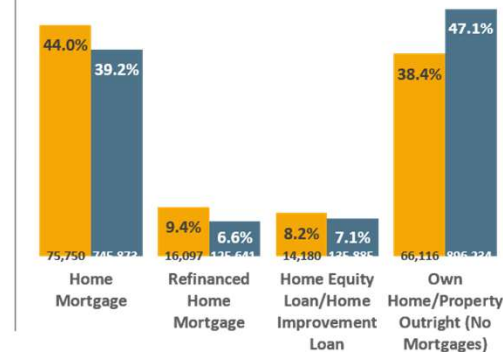
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



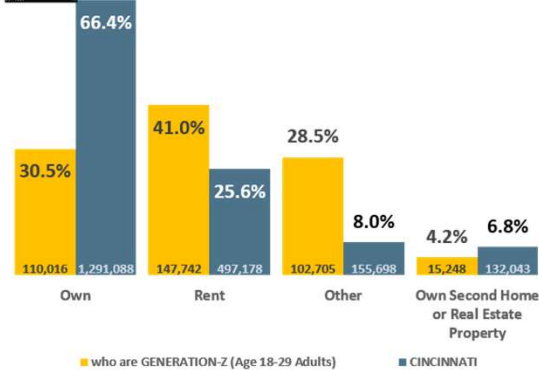
Home Loans: Adults 18 or older



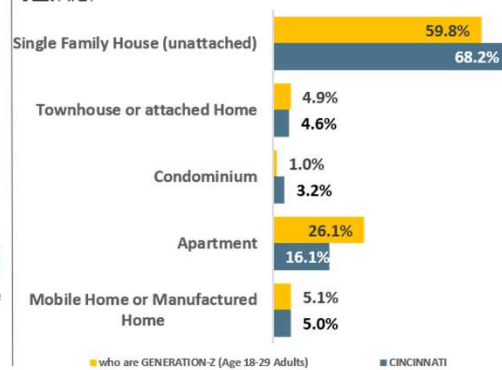


18.5% or 360,463 of CINCINNATI DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 54.% less likely to own their home, 4.5% more likely to own a higher valued home, 12.3% less likely to have a single-family home, 18.% less likely to have a dog.

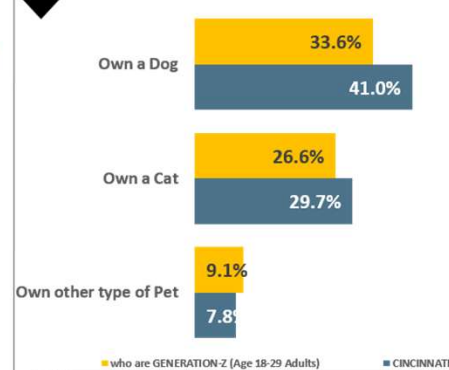
Own/Rent/Other: Adults 18 or older



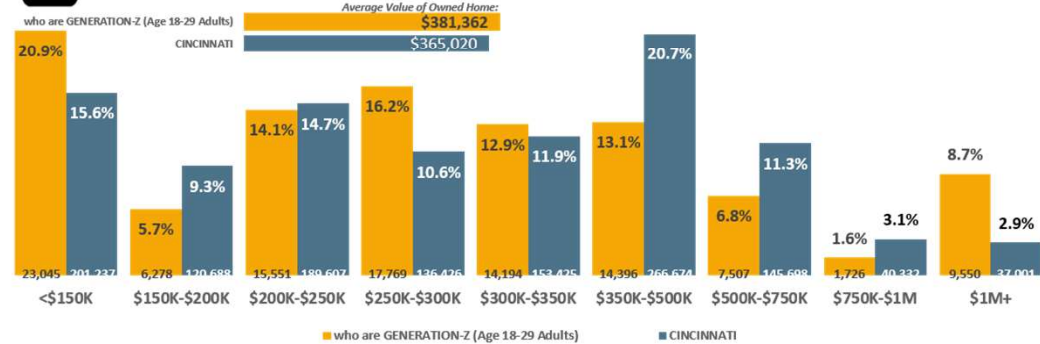
Type of Home: Adults 18 or older



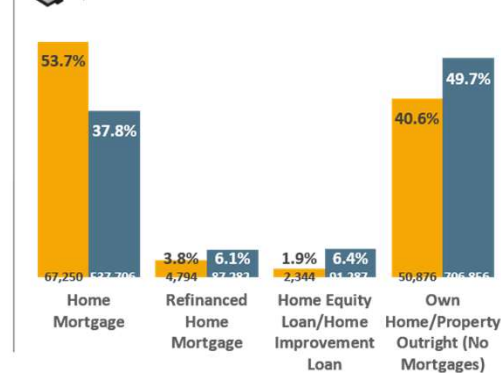
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



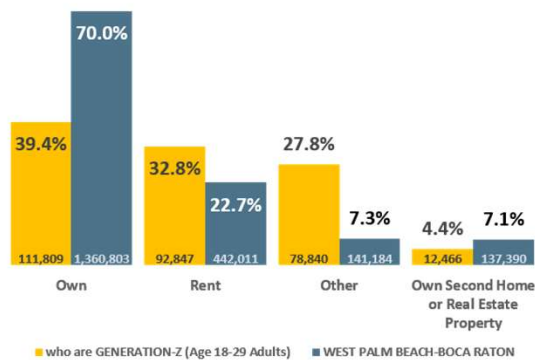
Home Loans: Adults 18 or older



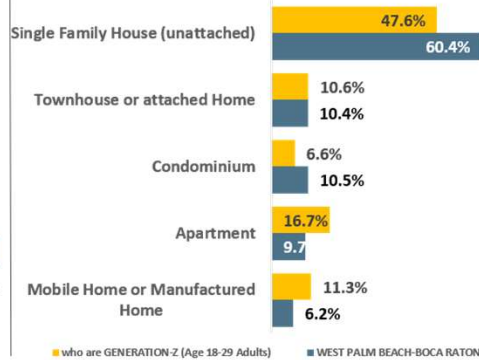


14.6% or 283,496 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are GENERATION-Z (Age 18-29... Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 43.7% less likely to own their home, 18.9% more likely to own a lower valued home, 21.2% less likely to have a single-family home, 8.5% more likely to have a dog.

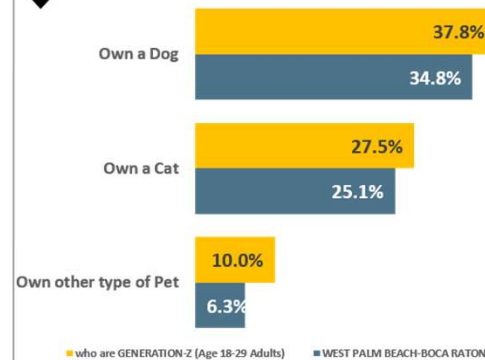
Own/Rent/Other: Adults 18 or older



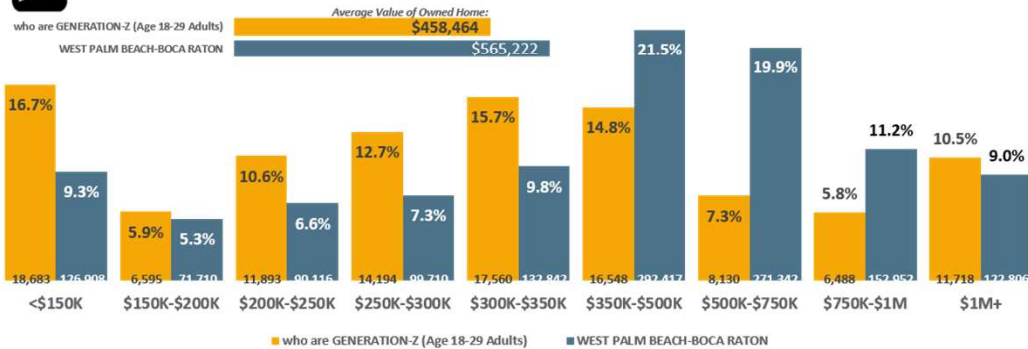
Type of Home: Adults 18 or older



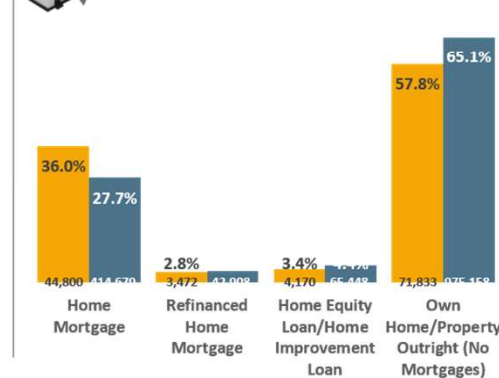
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

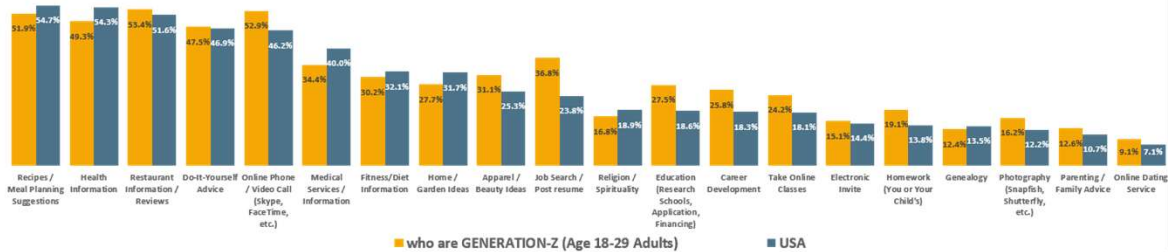




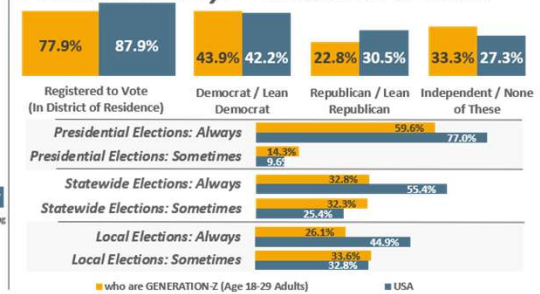
18.% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 1.2% more likely to look up D-I-Y advice online, 41.8% less likely to always vote in local elections, 13.6% more likely to belong to a gym, 1.6% less likely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



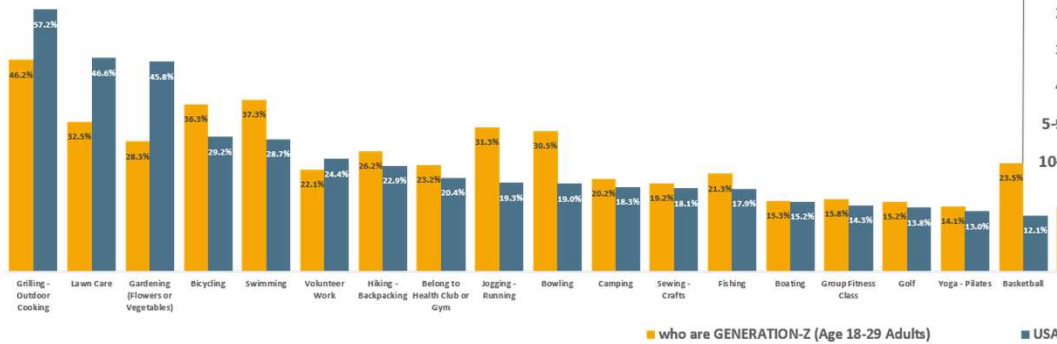
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



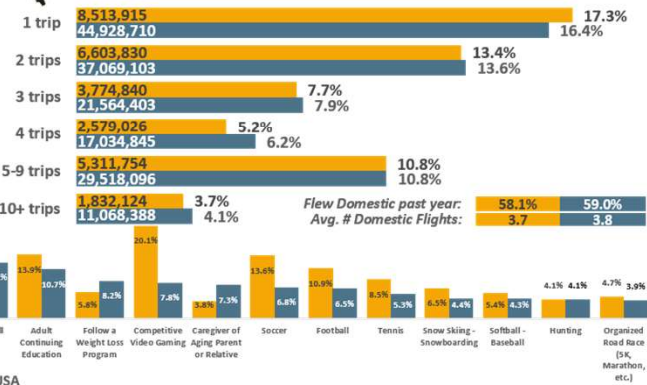
Political Activity: Adults 18 or older



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



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

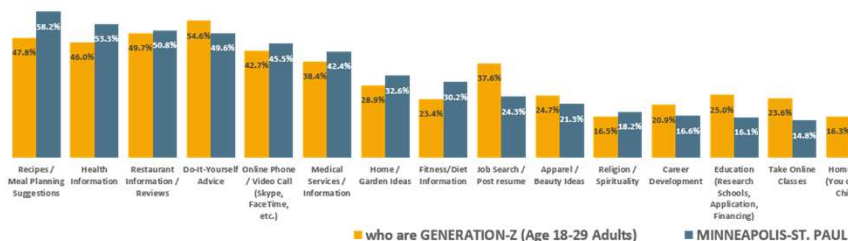




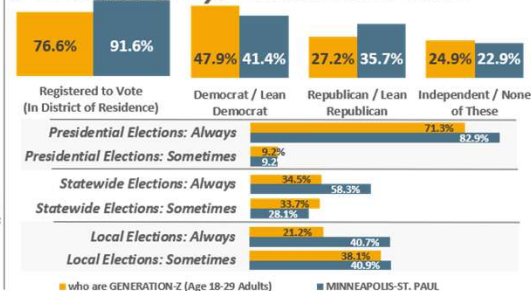
17.6% or 686,854 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 10.1% more likely to look up D-I-Y advice online, 47.9% less likely to always vote in local elections, 19.4% less likely to belong to a gym, 6.9% more likely to fly domestic past yr.



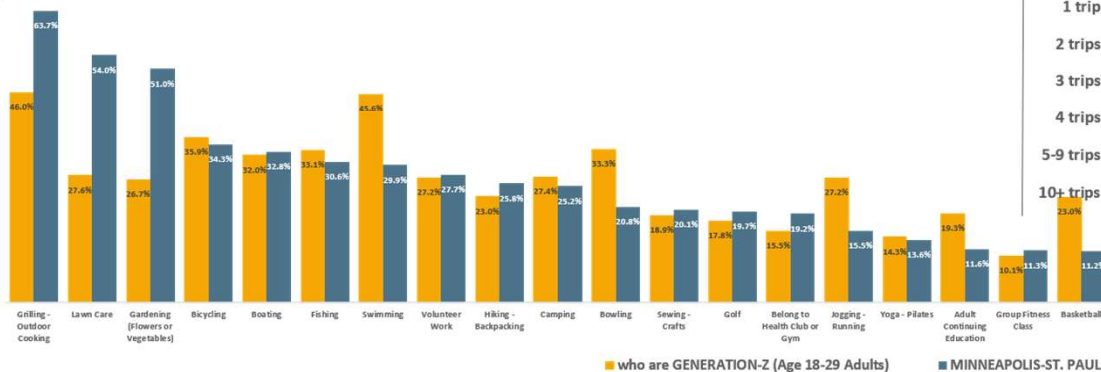
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



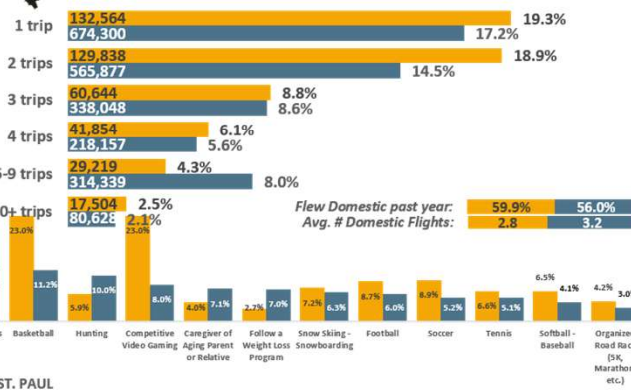
Political Activity: Adults 18 or older



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



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

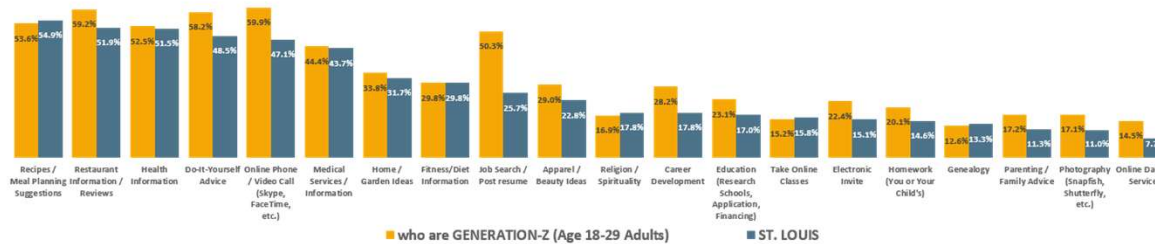




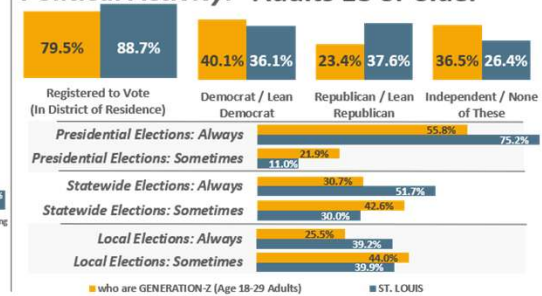
17.4% or 438,142 of ST. LOUIS DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 19.9% more likely to look up D-I-Y advice online, 35.% less likely to always vote in local elections, 31.7% more likely to belong to a gym, 9.2% less likely to fly domestic past yr.



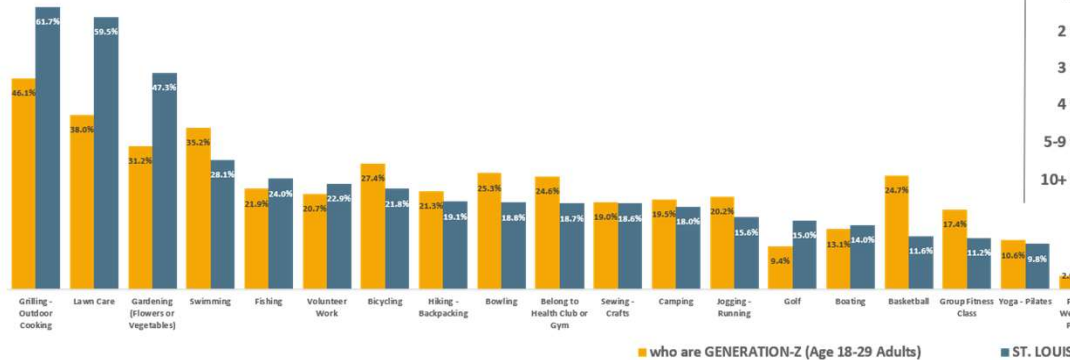
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



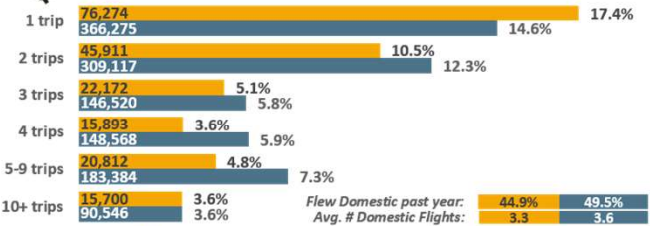
Political Activity: Adults 18 or older



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



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

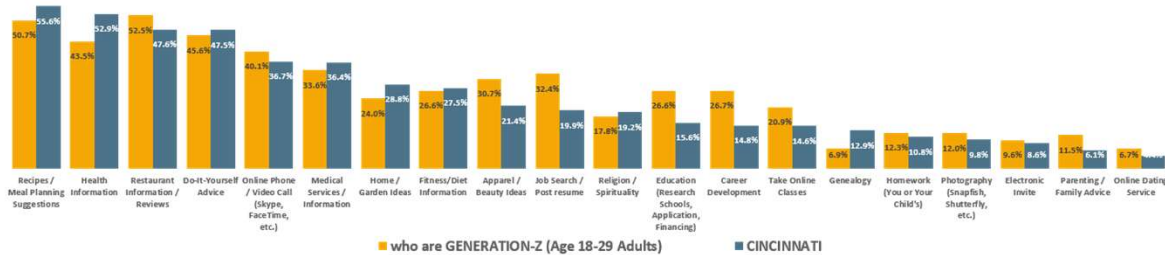




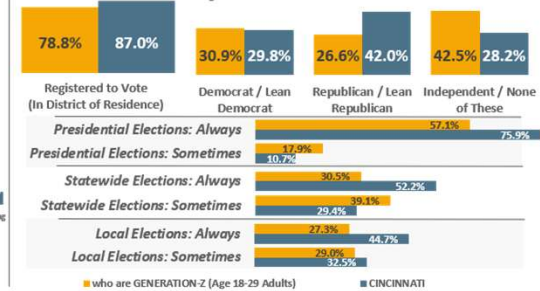
18.5% or 360,463 of CINCINNATI DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 4.% less likely to look up D-I-Y advice online, 38.9% less likely to always vote in local elections, 14.2% more likely to belong to a gym, 14.2% less likely to fly domestic past yr.



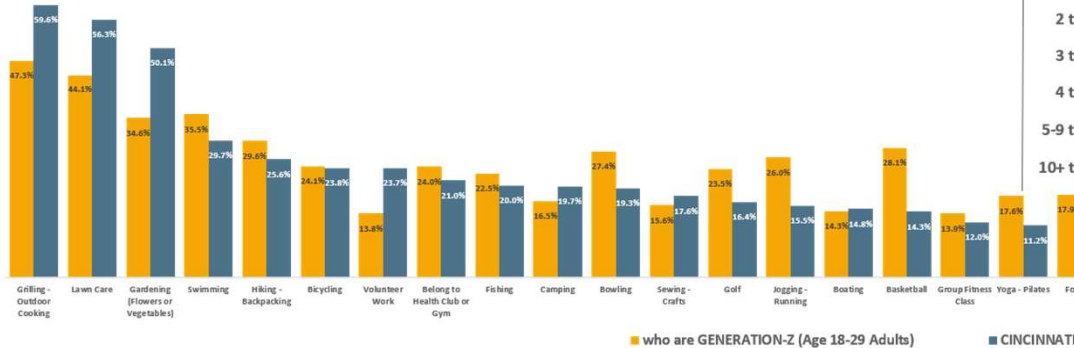
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



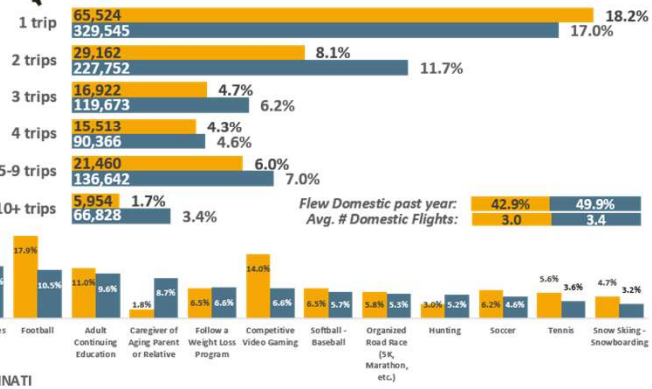
Political Activity: Adults 18 or older



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



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

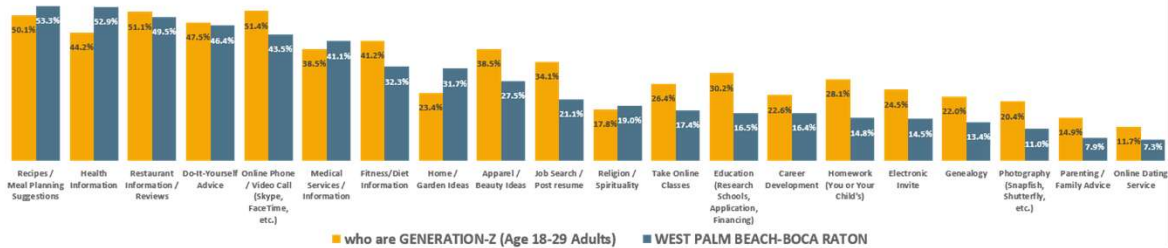




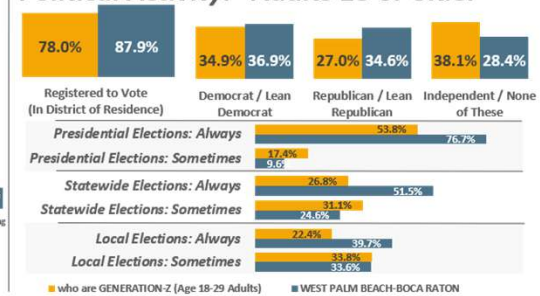
14.6% or 283,496 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are GENERATION-Z (Age 18-29... Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 2.4% more likely to look up D-I-Y advice online, 43.6% less likely to always vote in local elections, 12.% more likely to belong to a gym, 6.6% less likely to fly domestic past yr.



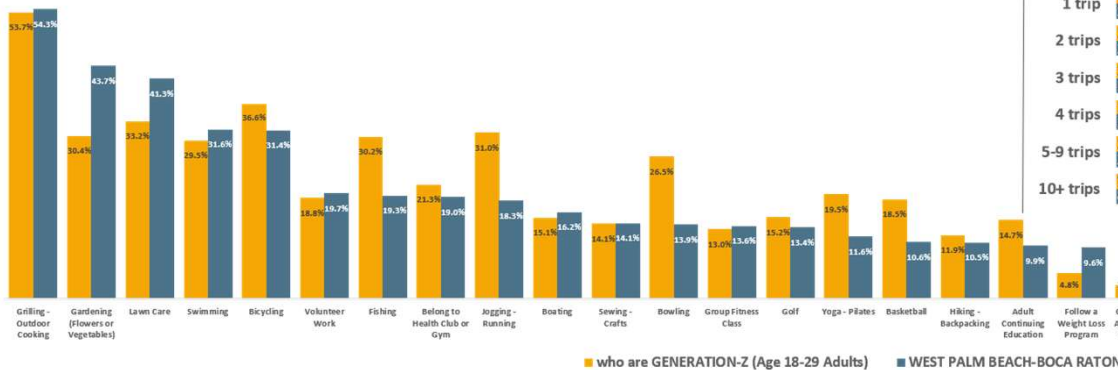
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



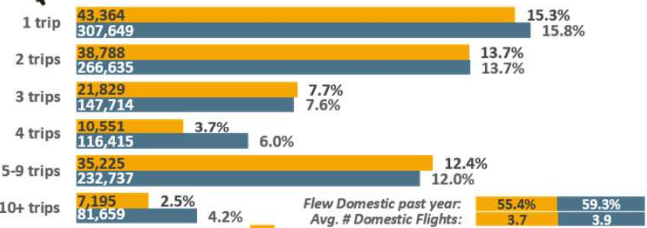
Political Activity: Adults 18 or older



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



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

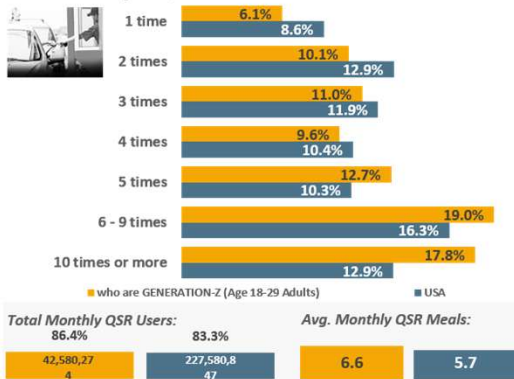


Flew Domestic past year: 55.4%
Avg. # Domestic Flights: 3.7

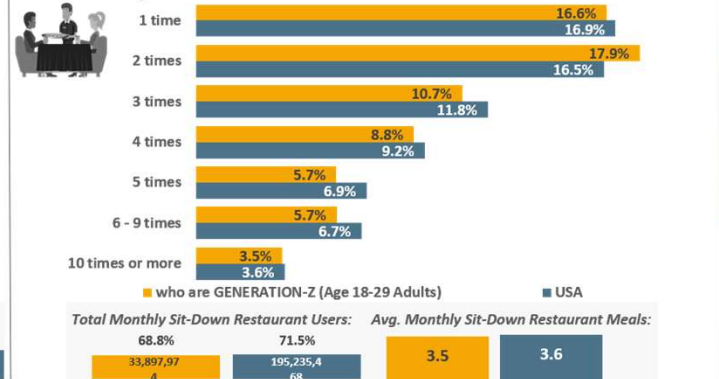


18.1% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 3.7% more likely to use QSRs past mo.,
 3.8% less likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 22.1% less
 likely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

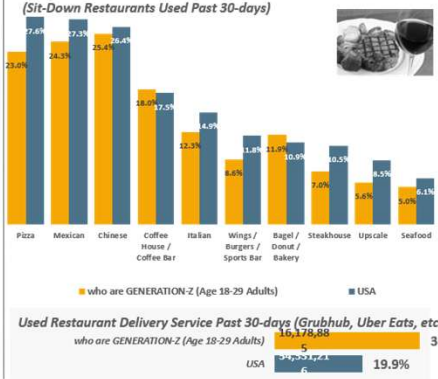
Past 30-days QSR Users: Adults 18 or older



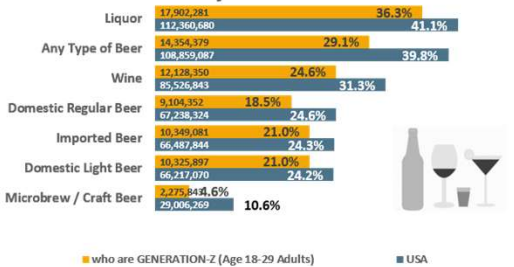
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



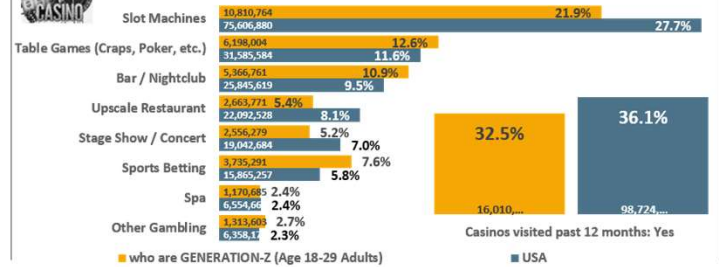
Top-10 Cuisines: Adults 18 or older



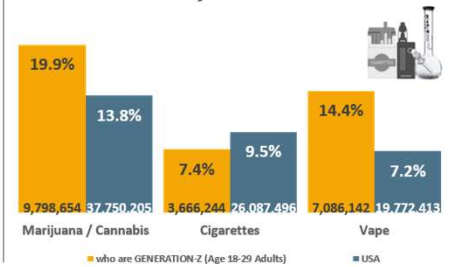
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



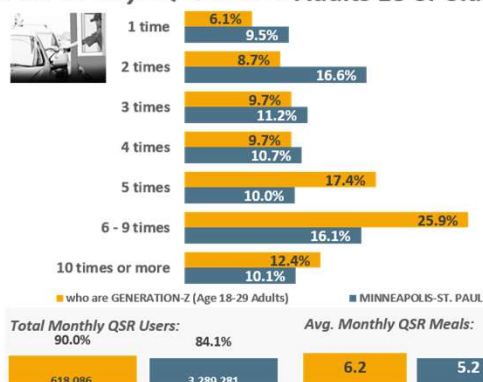
Used Past 30-days: Adults 18 or older



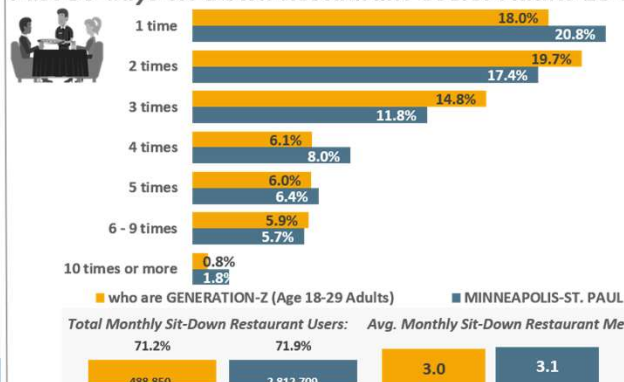


17.6% or 686,854 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 7.% more likely to use QSRs past mo., 1.1% less likely to use Sit-Down Restaurants past mo., 1.7% more likely to use Casinos past yr., 17.4% less likely to smoke cigarettes.

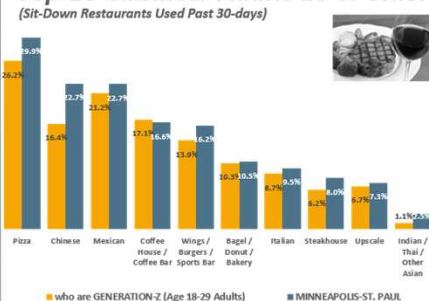
Past 30-days QSR Users: Adults 18 or older



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

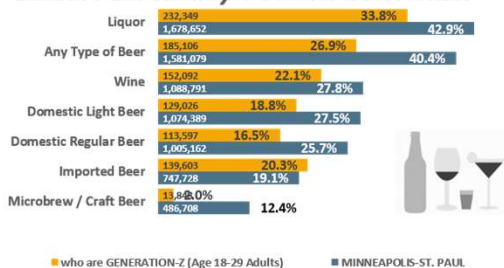


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

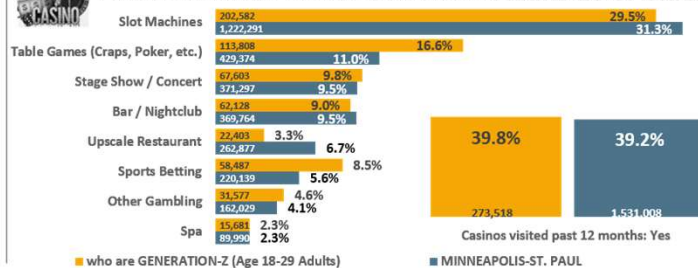


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who are GENERATION-Z (Age 18-29 Adults) 185,216 27.0%
 MINNEAPOLIS-ST. PAUL 518,071 13.3%

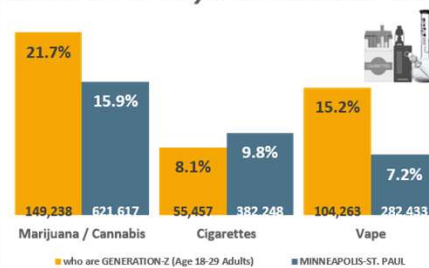
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



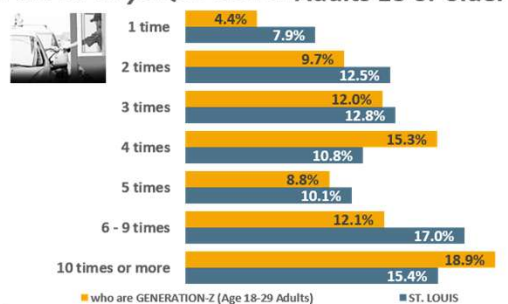
Used Past 30-days: Adults 18 or older



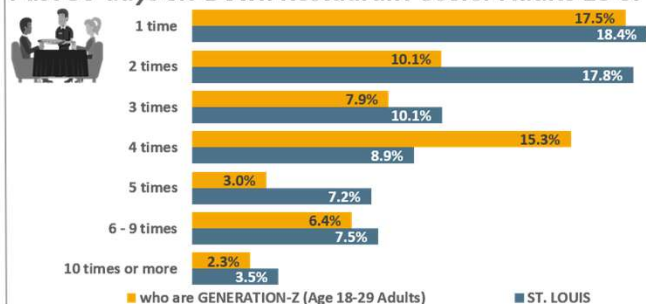


17.4% or 438,142 of ST. LOUIS DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 6.2% less likely to use QSRs past mo., 14.8% less likely to use Sit-Down Restaurants past mo., 2.0% more likely to use Casinos past yr., 31.1% less likely to smoke cigarettes.

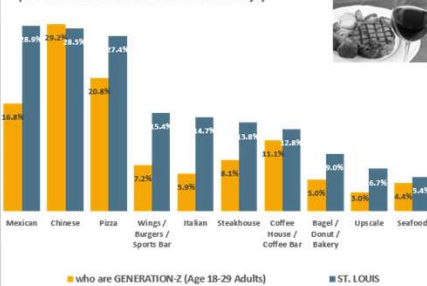
Past 30-days QSR Users: Adults 18 or older



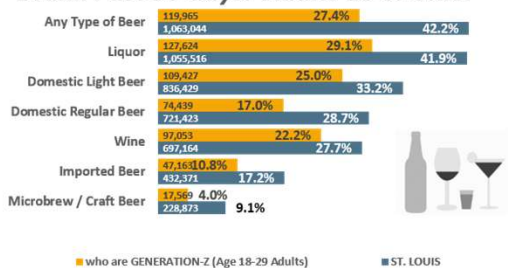
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



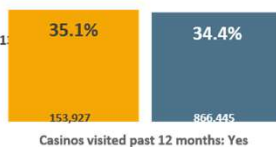
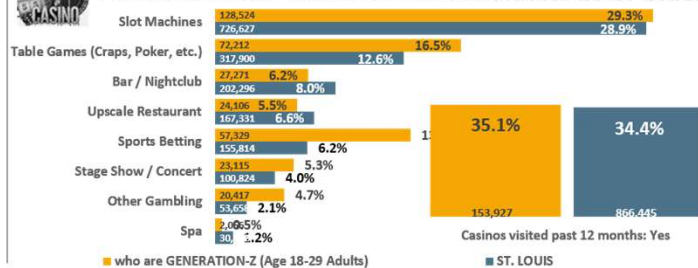
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



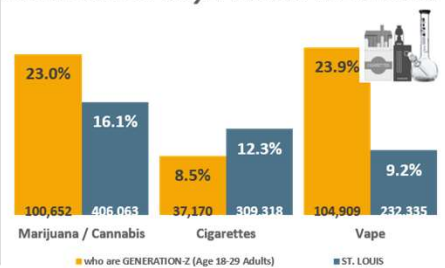
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



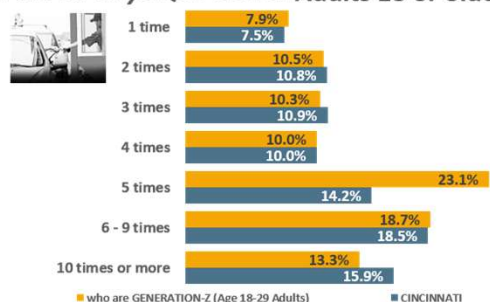
Used Past 30-days: Adults 18 or older





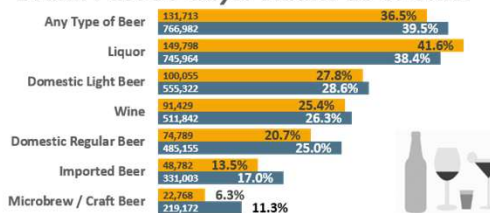
18.5% or 360,463 of CINCINNATI DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 6.9% more likely to use QSRs past mo., 2.1% more likely to use Sit-Down Restaurants past mo., 16.5% less likely to use Casinos past yr., 10.5% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



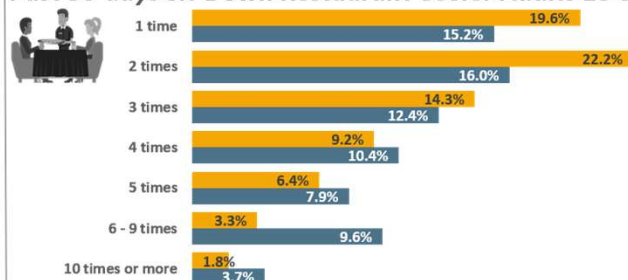
Total Monthly QSR Users: 93.8% (Gen Z) vs 87.7% (CIN)
Avg. Monthly QSR Meals: 5.9 (Gen Z) vs 6.3 (CIN)

Drank Past 30-days: Adults 18 or older



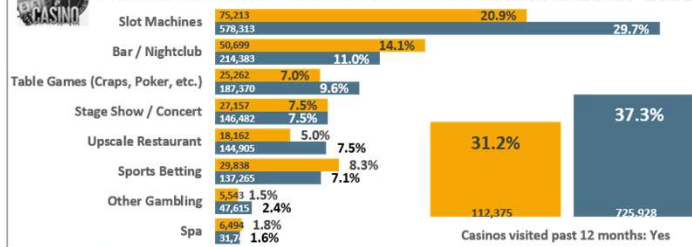
who are GENERATION-Z (Age 18-29 Adults) CINCINNATI

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

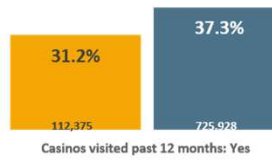


Total Monthly Sit-Down Restaurant Users: 76.8% (Gen Z) vs 75.2% (CIN)
Avg. Monthly Sit-Down Restaurant Meals: 3.0 (Gen Z) vs 3.9 (CIN)

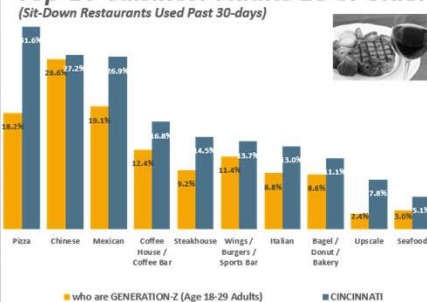
Past 12 months Casino Activities: Adults 18 or older



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

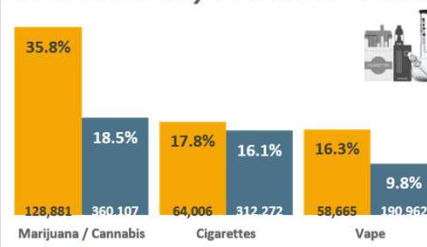


Top-10 Cuisines: Adults 18 or older



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are GENERATION-Z (Age 18-29 Adults) 35.0%
CINCINNATI 21.2%

Used Past 30-days: Adults 18 or older

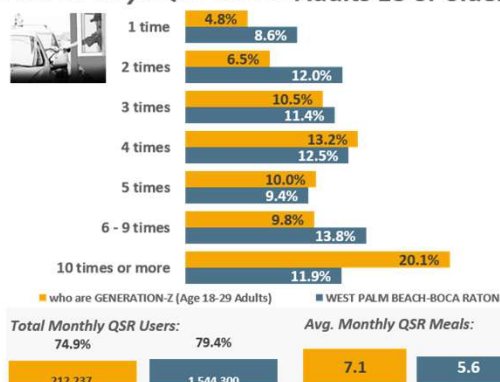


who are GENERATION-Z (Age 18-29 Adults) CINCINNATI

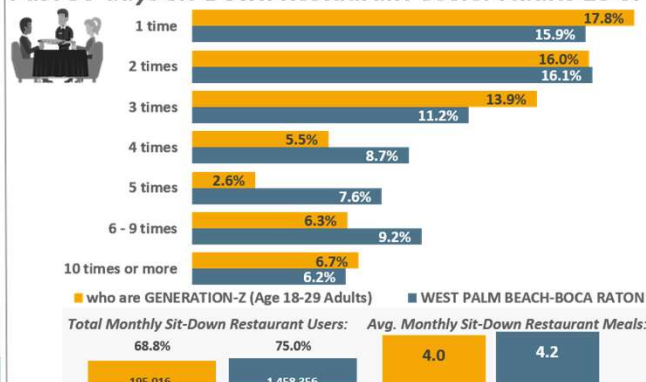


14.6% or 283,496 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are GENERATION-Z (Age 18-29... Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 5.8% less likely to use QSRs past mo., 8.3% less likely to use Sit-Down Restaurants past mo., 35.4% less likely to use Casinos past yr., 65.4% less likely to smoke cigarettes.

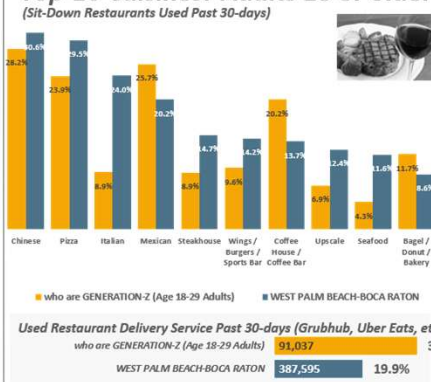
Past 30-days QSR Users: Adults 18 or older



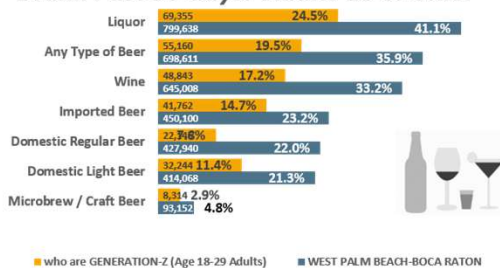
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



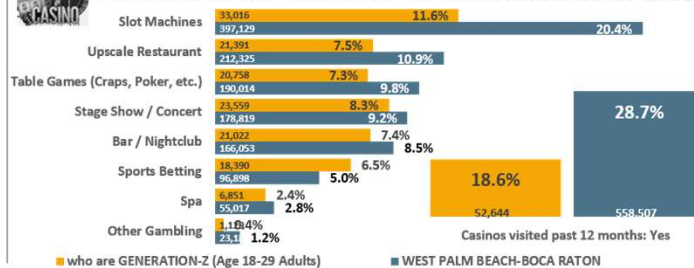
Top-10 Cuisines: Adults 18 or older



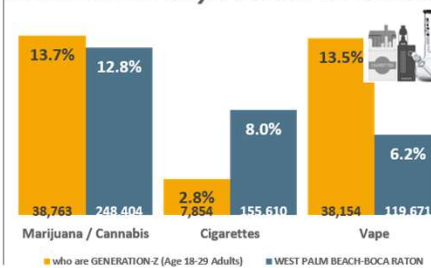
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

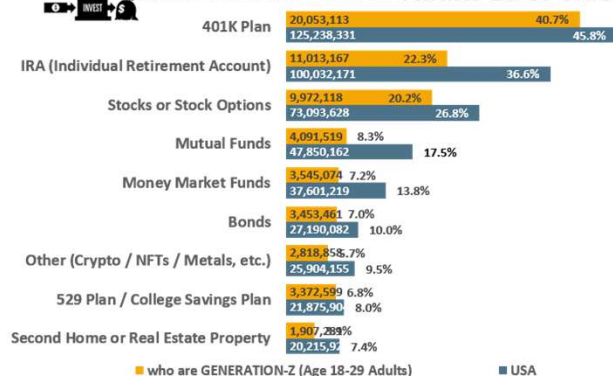




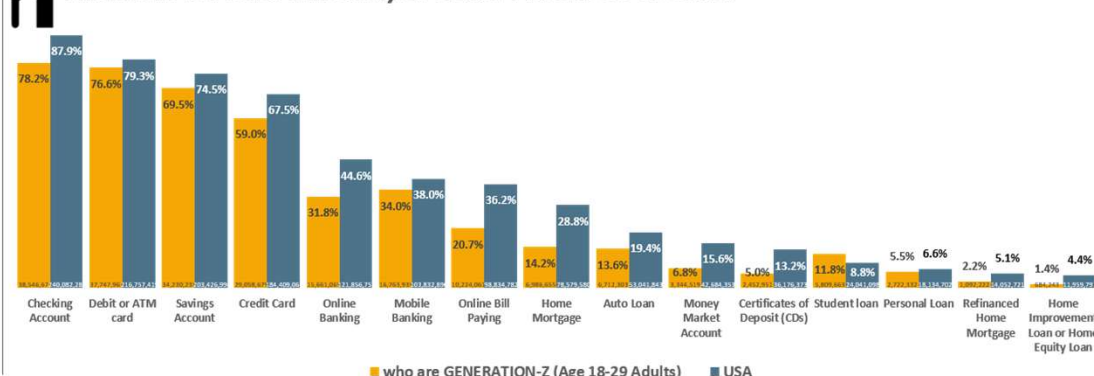
18.% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 11.2% less likely to have a 401K, 29.9% less likely to have an Auto Loan, 16.% less likely to Invest/Trade Stocks Online, 6.9% more likely to pay with their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



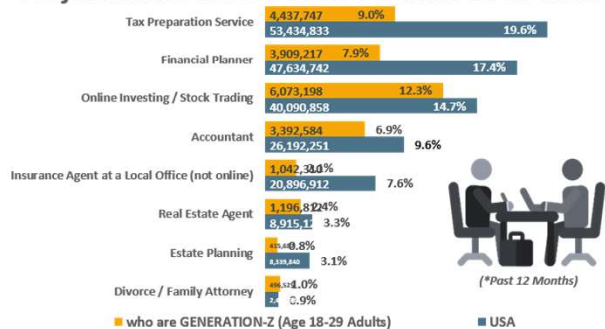
Investments Owned: Adults 18 or older



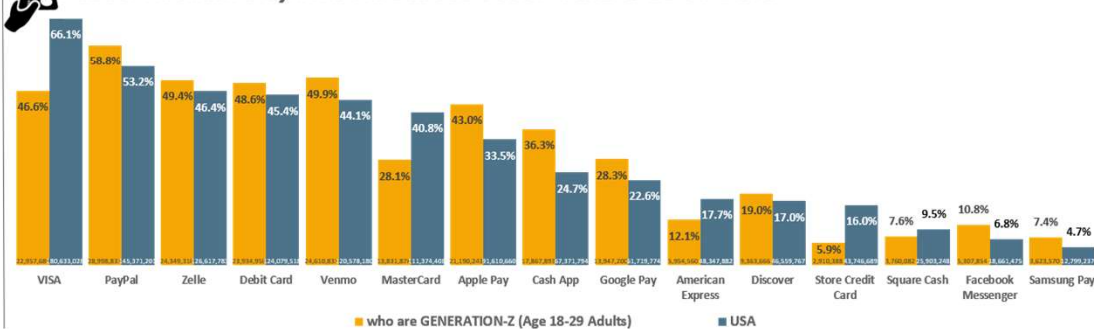
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

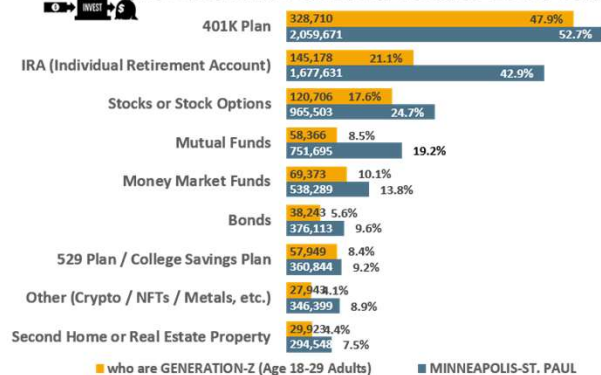




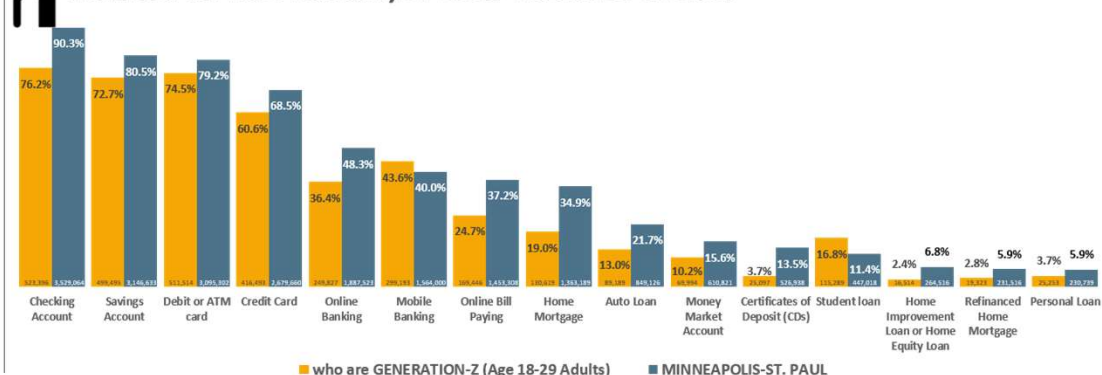
17.6% or 686,854 of MINNEAPOLIS-ST. PAUL DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 9.2% less likely to have a 401K, 40.2% less likely to have an Auto Loan, 14.% less likely to Invest/Trade Stocks Online, 10.% more likely to pay with their Debit Card.



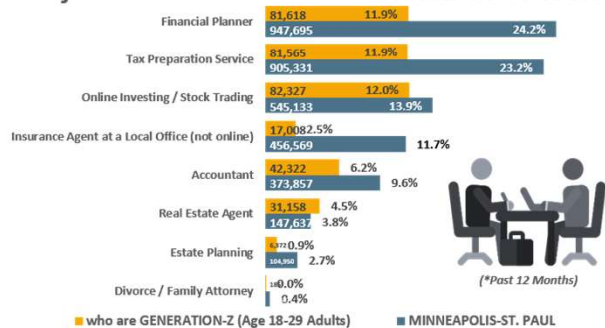
Investments Owned: Adults 18 or older



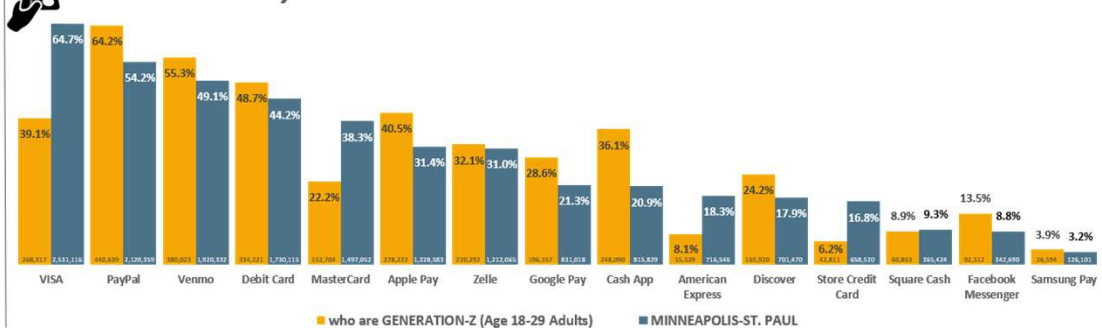
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

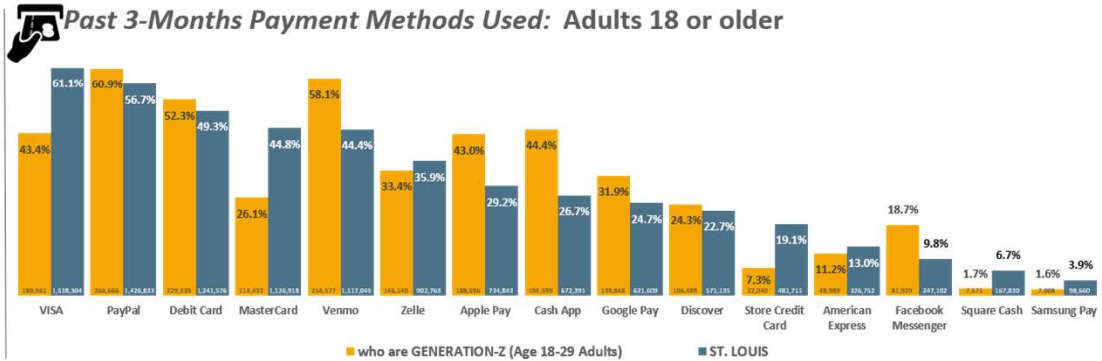
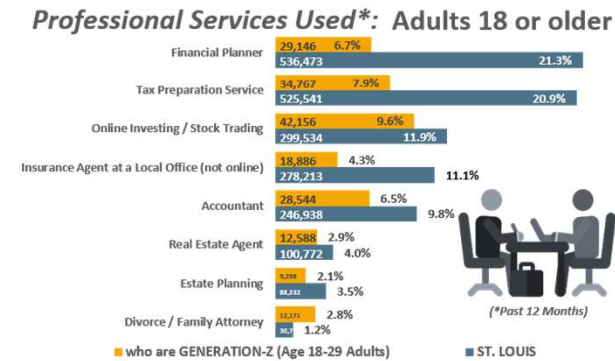
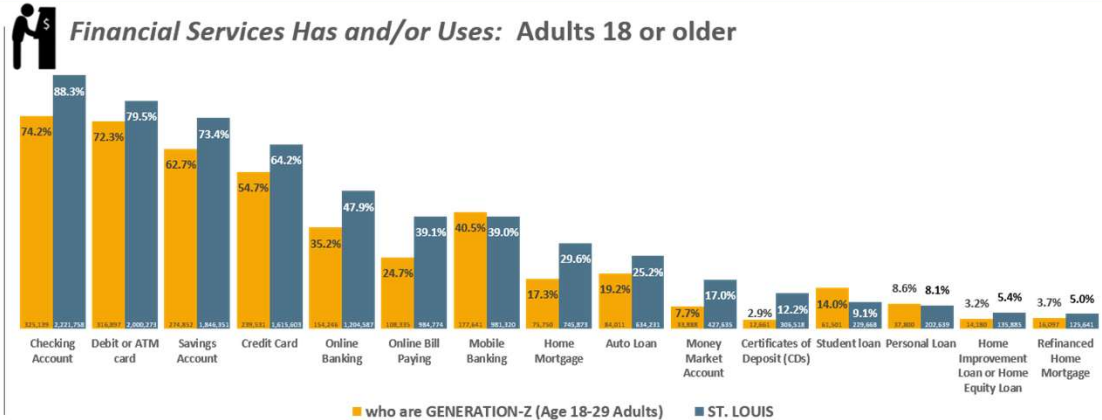
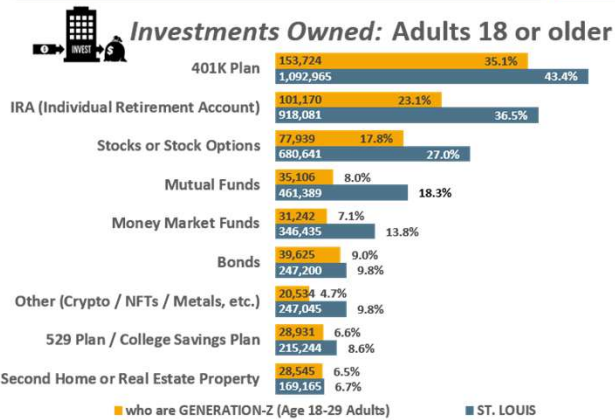


Past 3-Months Payment Methods Used: Adults 18 or older





17.4% or 438,142 of ST. LOUIS DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 19.2% less likely to have a 401K, 23.9% less likely to have an Auto Loan, 19.2% less likely to Invest/Trade Stocks Online, 6.1% more likely to pay with their Debit Card.

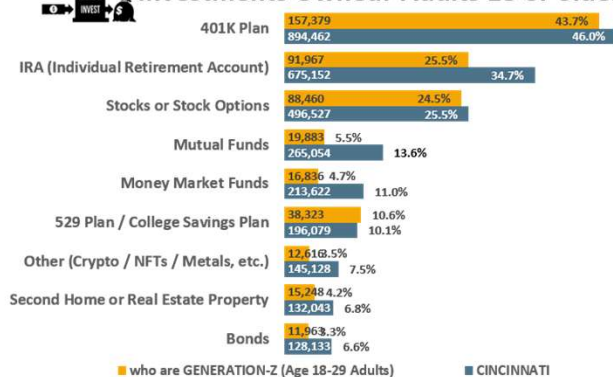




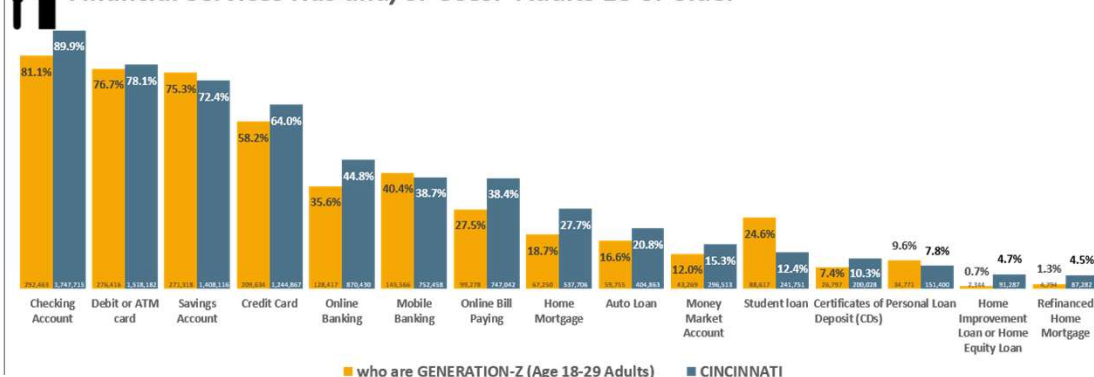
18.5% or 360,463 of CINCINNATI DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 5.1% less likely to have a 401K, 20.4% less likely to have an Auto Loan, 11.8% less likely to Invest/Trade Stocks Online, 8.9% more likely to pay with their Debit Card.



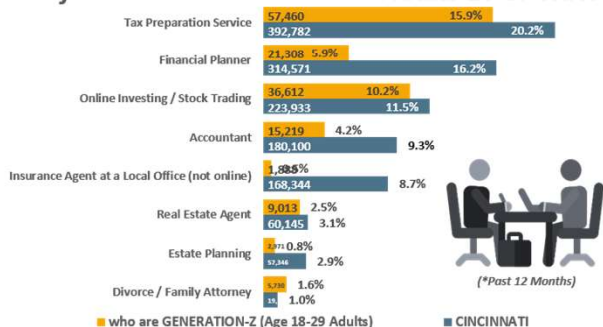
Investments Owned: Adults 18 or older



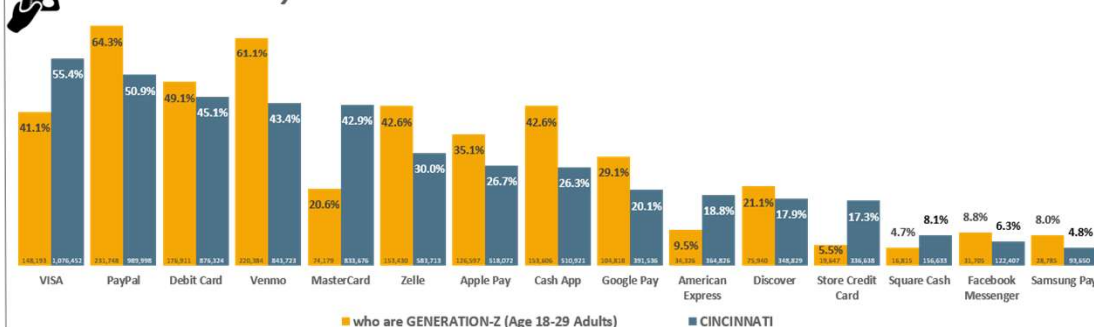
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

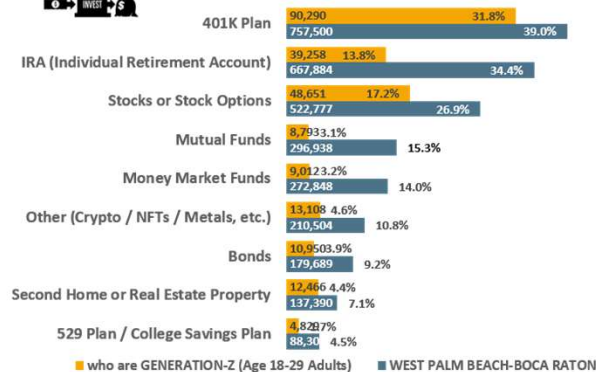




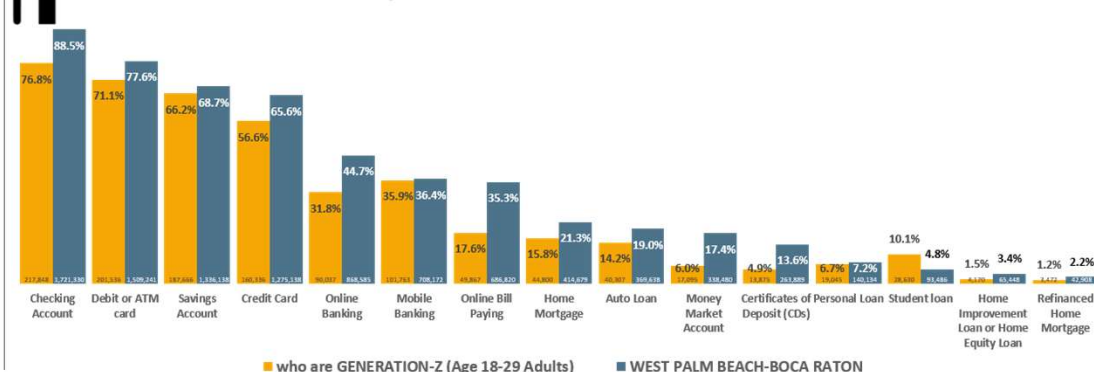
14.6% or 283,496 of WEST PALM BEACH-BOCA RATON DMA Adults 18 or older are GENERATION-Z (Age 18-29... Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 18.3% less likely to have a 401K, 25.2% less likely to have an Auto Loan, 13.7% less likely to Invest/Trade Stocks Online, 6.7% more likely to pay with their Debit Card.



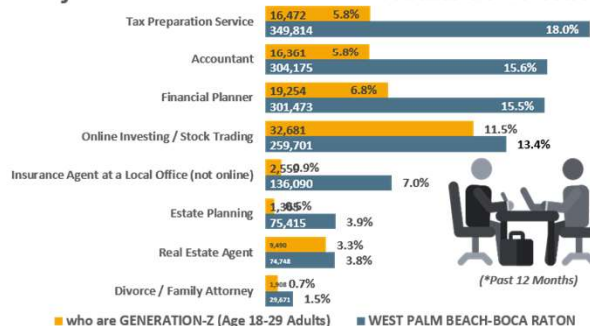
Investments Owned: Adults 18 or older



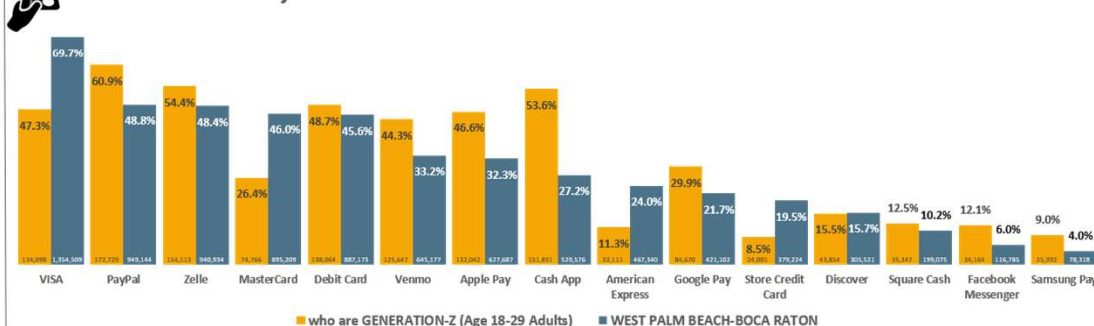
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

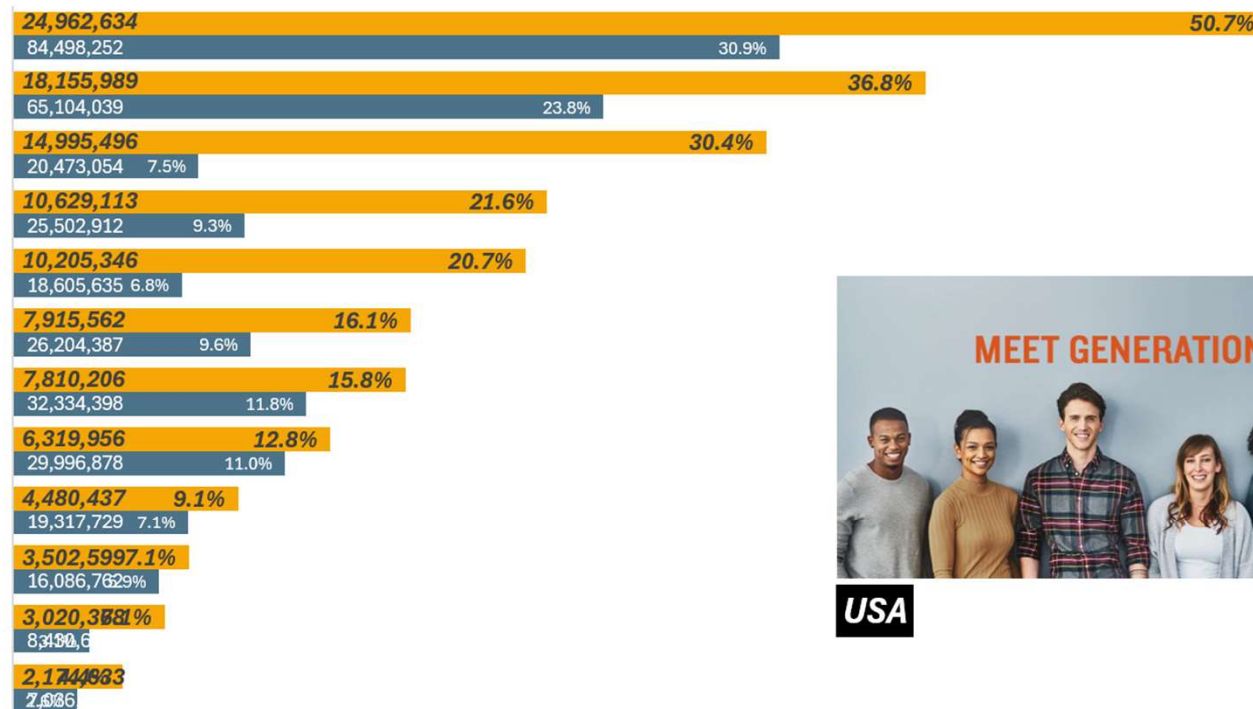




"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

-  **Play Video Games**
-  **Looking for a New Job**
- Still Attending College**
- LGBTQ+**
- Plan to Go Back to School**
- Plan to Move next 12mos**
- Plan to Buy a Used Vehicle**
- Plan to Buy/Lease New Vehicle**
- Use Online Dating Apps**
- Plan to Buy a House/Condo**
- Plan to Get Married**
- Plan Birth of a Child**



■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)



■ P18+ USA AVERAGE (Lifestyle/Future Plans)

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



"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

Play Video Games



Looking for a New Job



Still Attending College



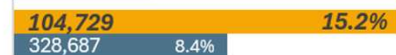
LGBTQ+



Plan to Go Back to School



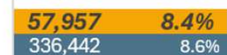
Plan to Move next 12mos



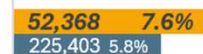
Plan to Buy a Used Vehicle



Plan to Buy/Lease New Vehicle



Use Online Dating Apps



Plan to Get Married



Plan to Buy a House/Condo



Plan Birth of a Child



■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

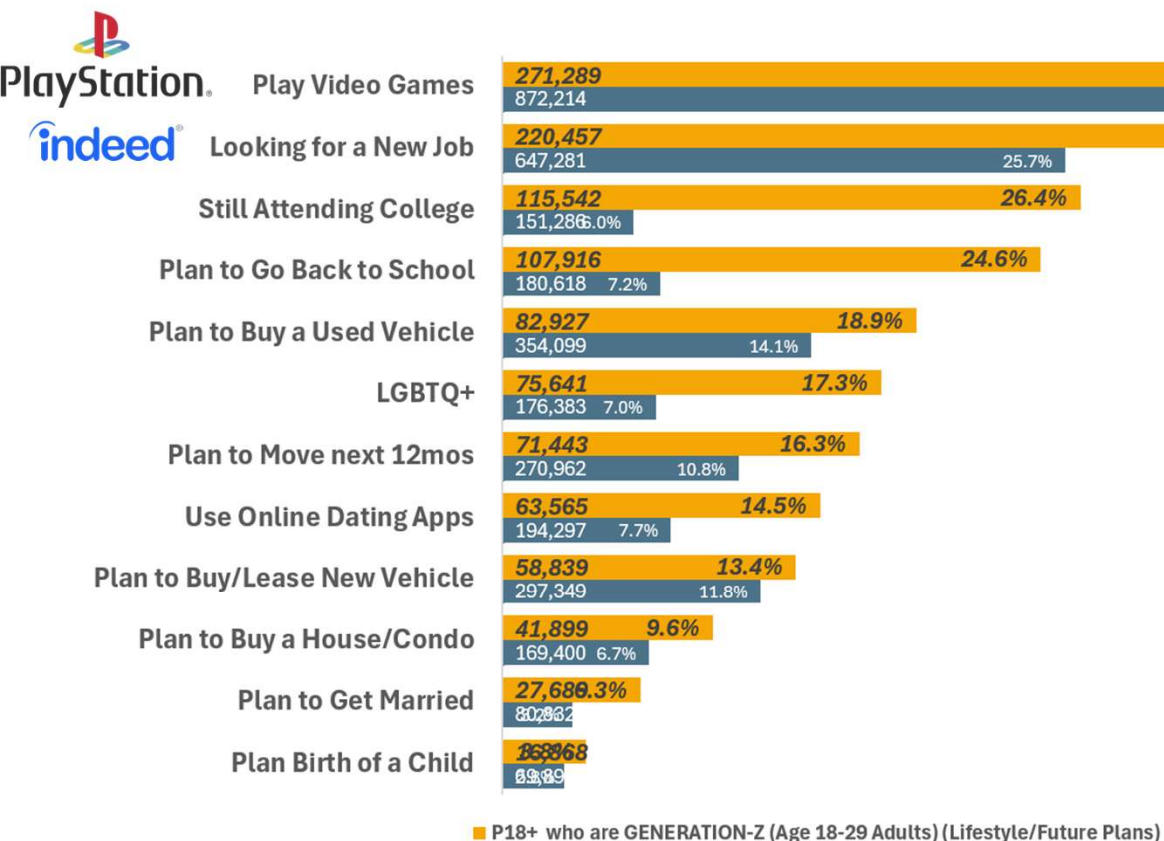
■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Lifestyle/Future Plans)





"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 292
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■ P18+ ST. LOUIS AVERAGE (Lifestyle/Future Plans)

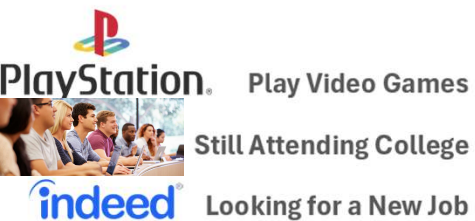
soefa.ai Share of Everything for Anything

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

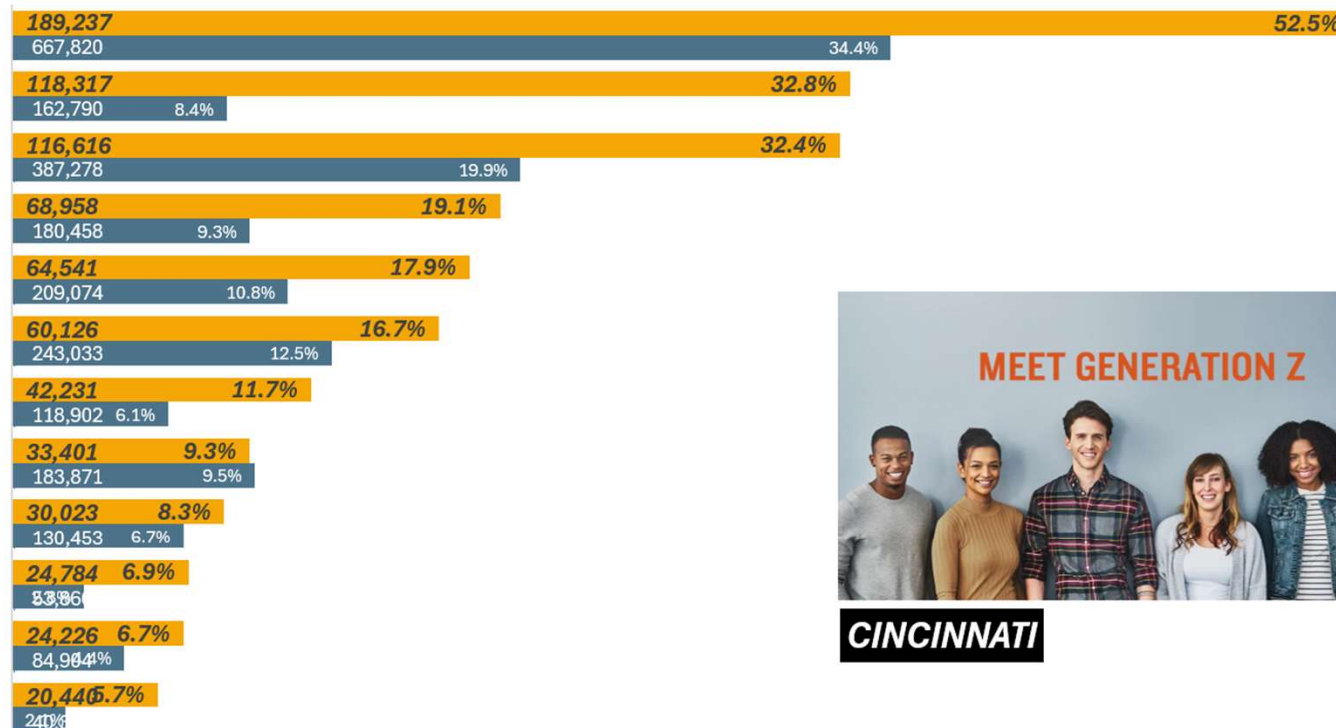


"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)



- Play Video Games
- Still Attending College
- Looking for a New Job
- LGBTQ+
- Plan to Move next 12mos
- Plan to Buy a Used Vehicle
- Plan to Go Back to School
- Plan to Buy/Lease New Vehicle
- Plan to Buy a House/Condo
- Plan to Get Married
- Use Online Dating Apps
- Plan Birth of a Child



■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

■ P18+ CINCINNATI AVERAGE (Lifestyle/Future Plans)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 251
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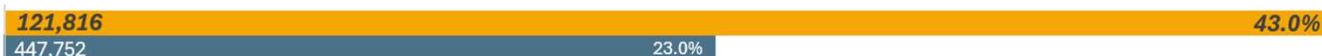
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

 **PlayStation®** Play Video Games



 **indeed®** Looking for a New Job



Still Attending College



Plan to Buy a Used Vehicle



Plan to Go Back to School



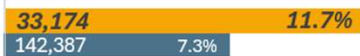
LGBTQ+



Plan to Buy/Lease New Vehicle



Use Online Dating Apps



Plan to Move next 12mos



Plan Birth of a Child



Plan to Get Married



Plan to Buy a House/Condo



■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Lifestyle/Future Plans)

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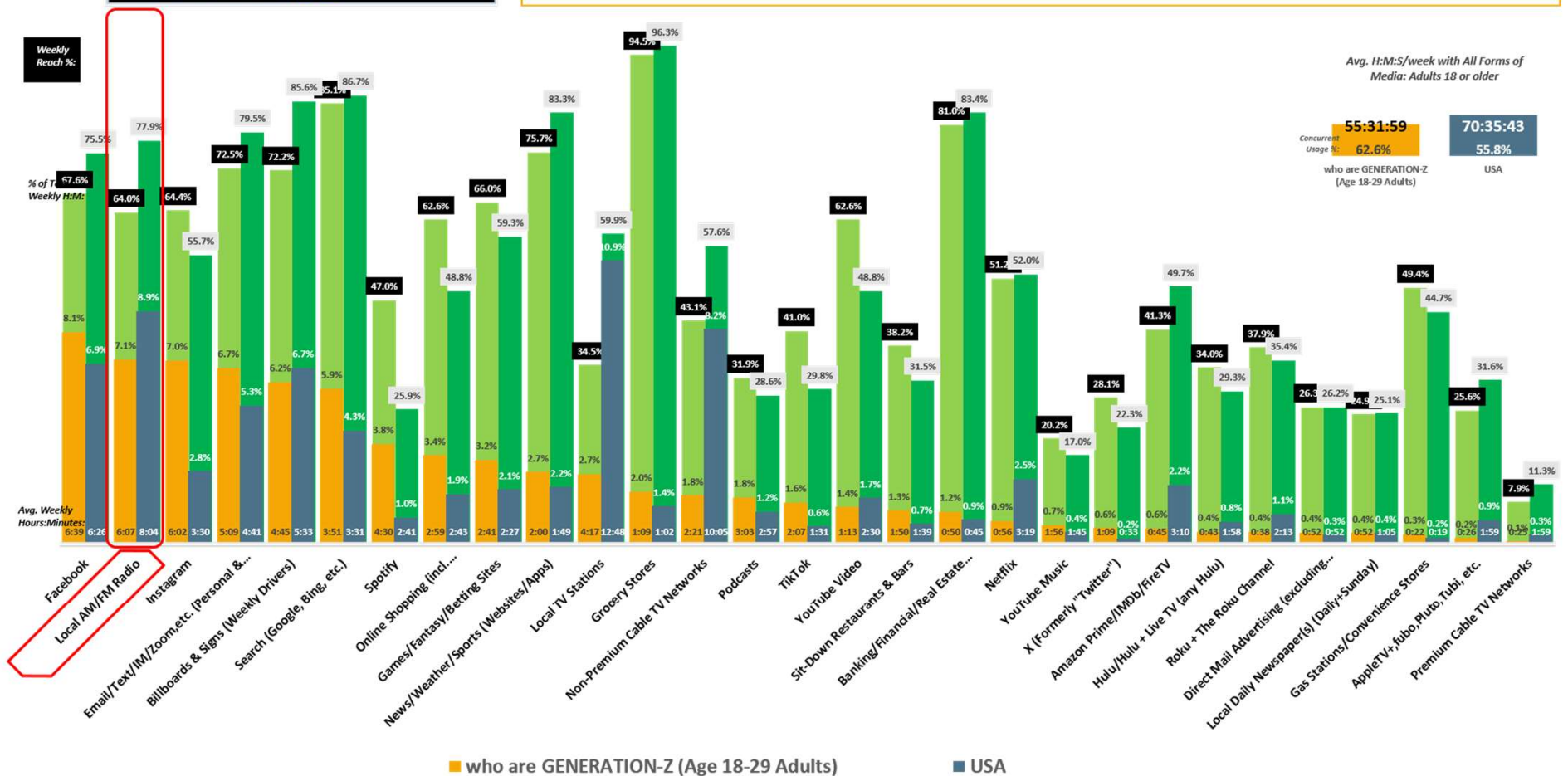


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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



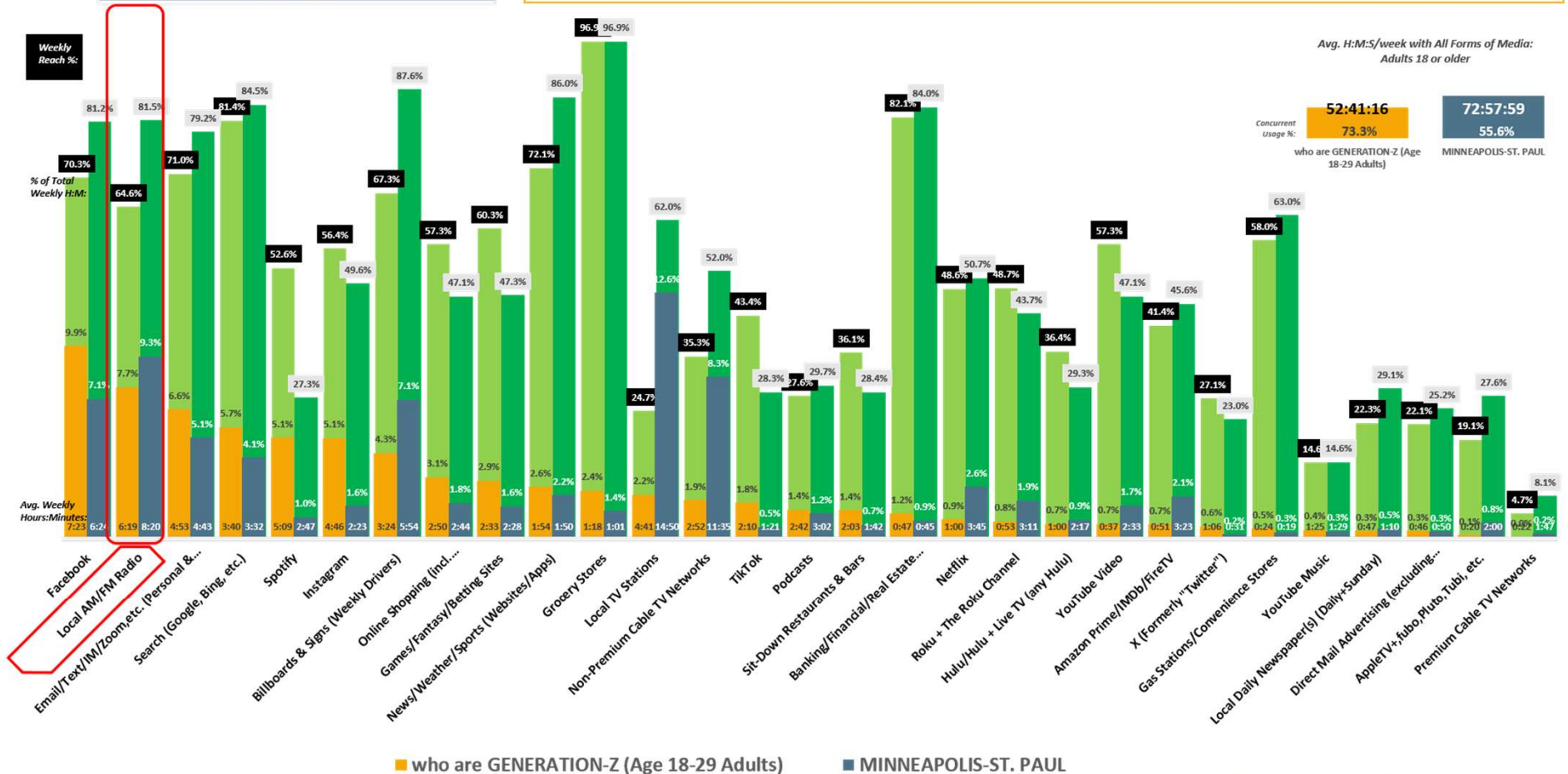
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 7 hours, 31 minutes and 59 seconds each week with All Forms of Media.
 64.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.





Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 4 hours, 41 minutes and 16 seconds each week with All Forms of Media.

64.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) 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.



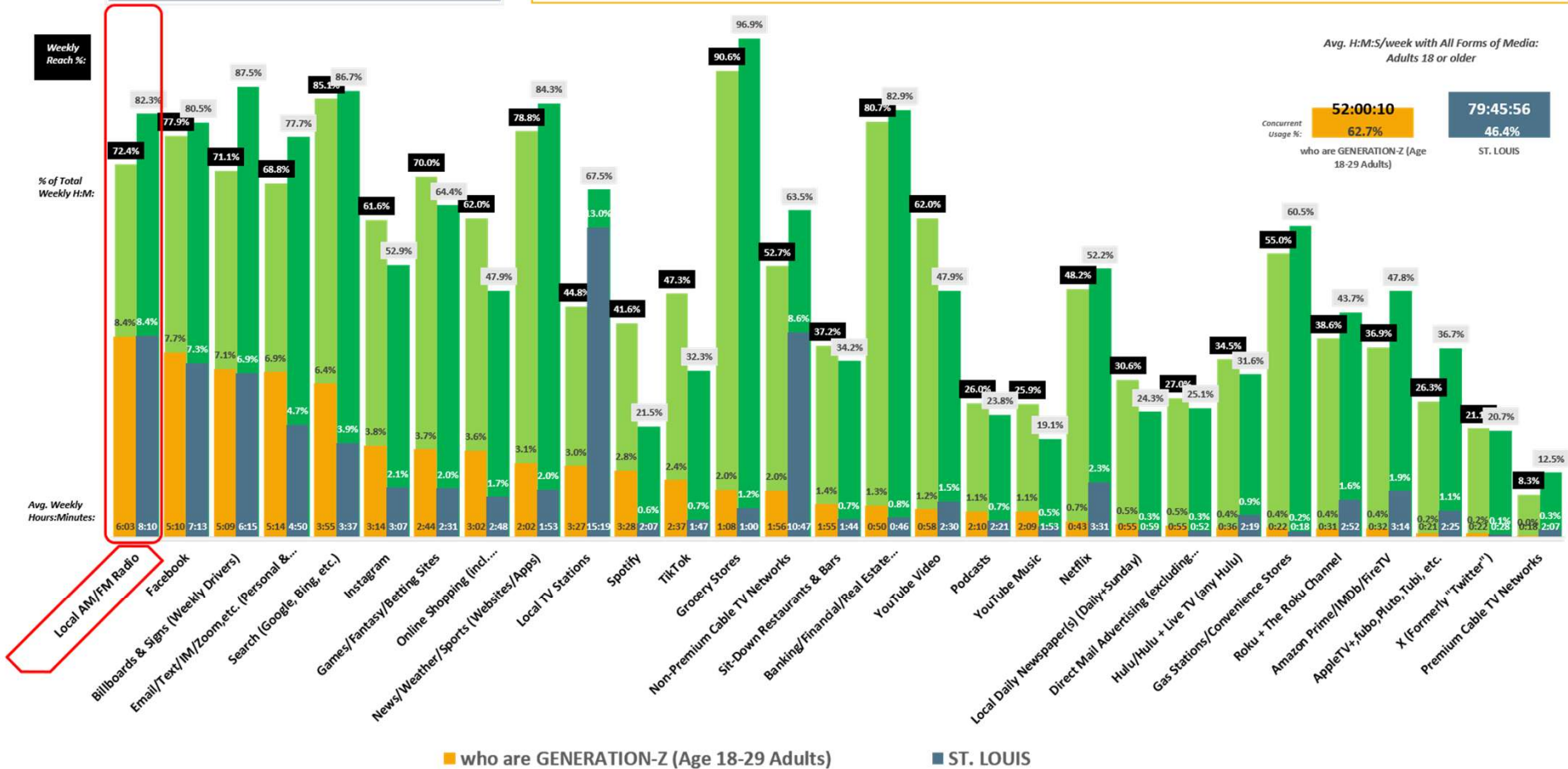
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %:
 52:41:16 (73.3%) who are GENERATION-Z (Age 18-29 Adults)
 72:57:59 (55.6%) MINNEAPOLIS-ST. PAUL

■ who are GENERATION-Z (Age 18-29 Adults) ■ MINNEAPOLIS-ST. PAUL



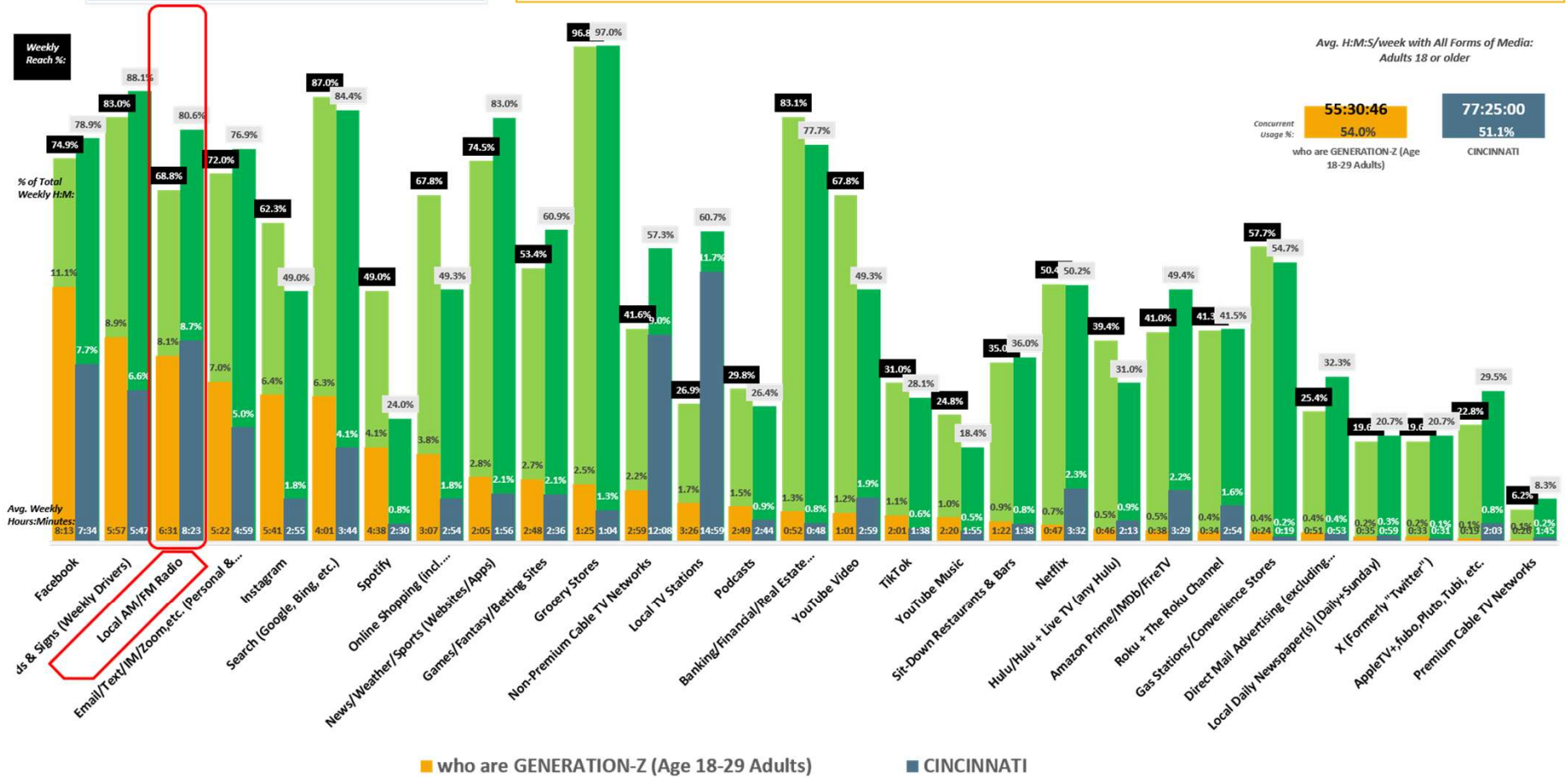
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 4 hours, 0 minutes and 10 seconds each week with All Forms of Media.
 72.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 8.4% of total time spent with all forms of Media.





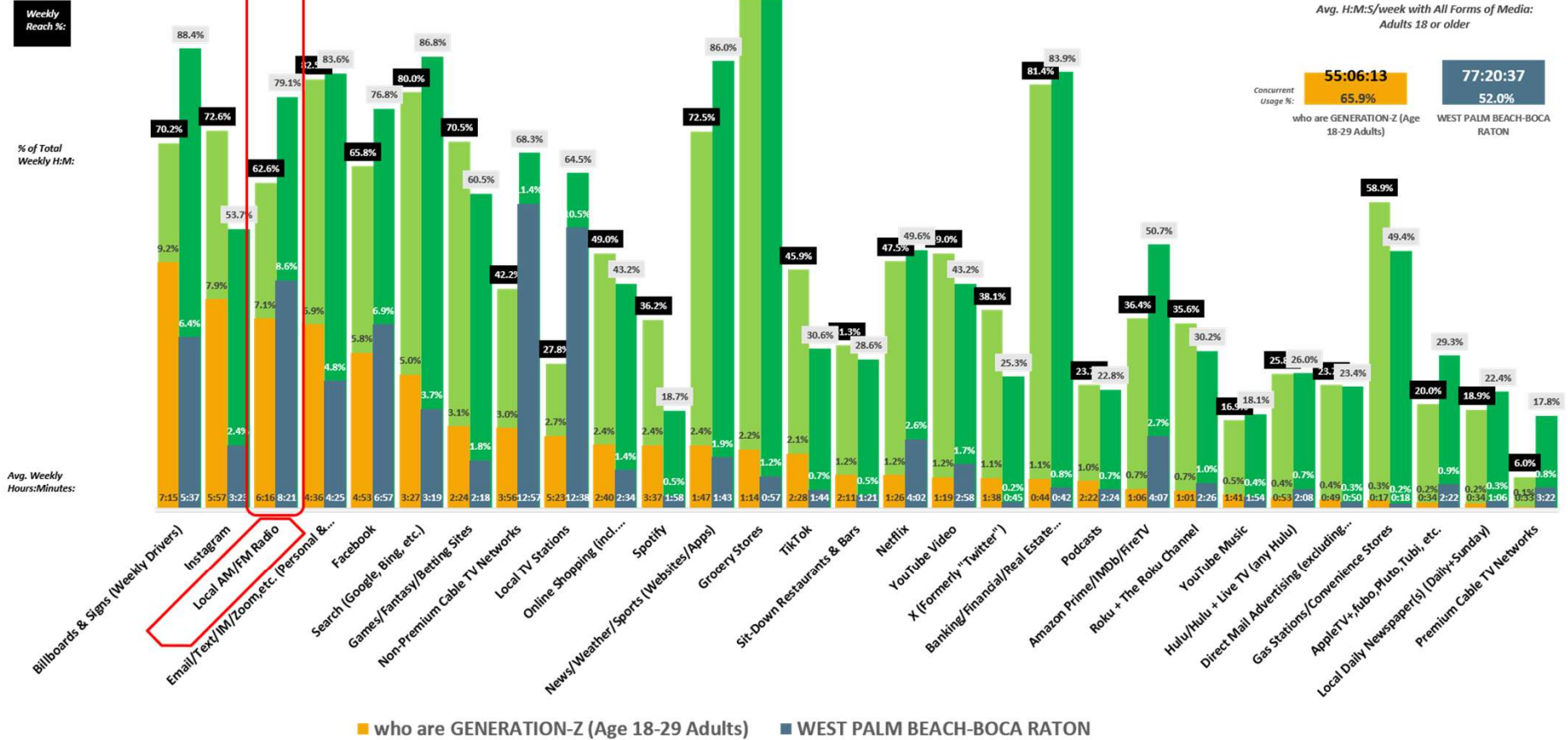
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 7 hours, 30 minutes and 46 seconds each week with All Forms of Media.

68.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) 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.



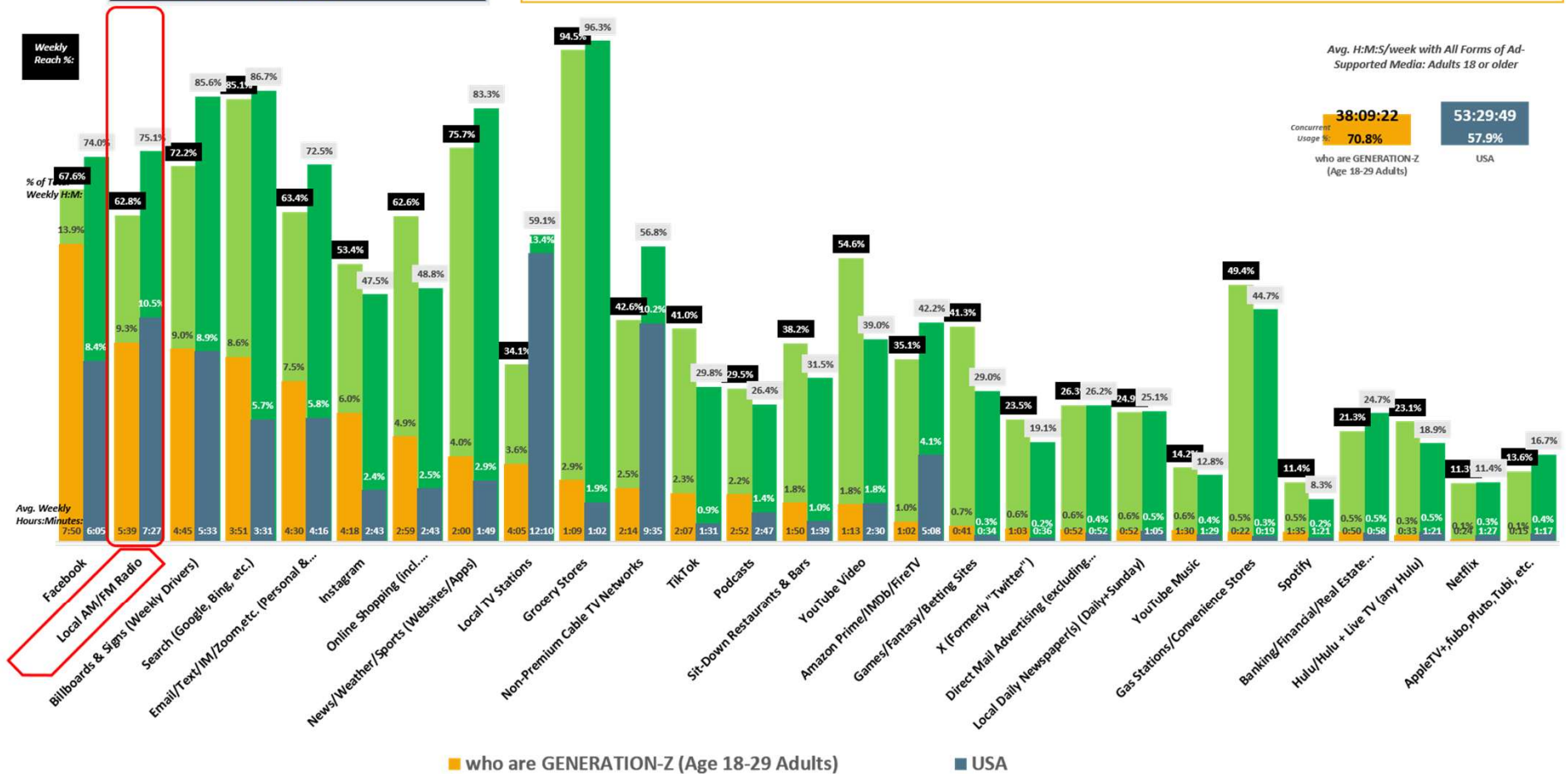


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 7 hours, 6 minutes and 13 seconds each week with All Forms of Media.
 62.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 16 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



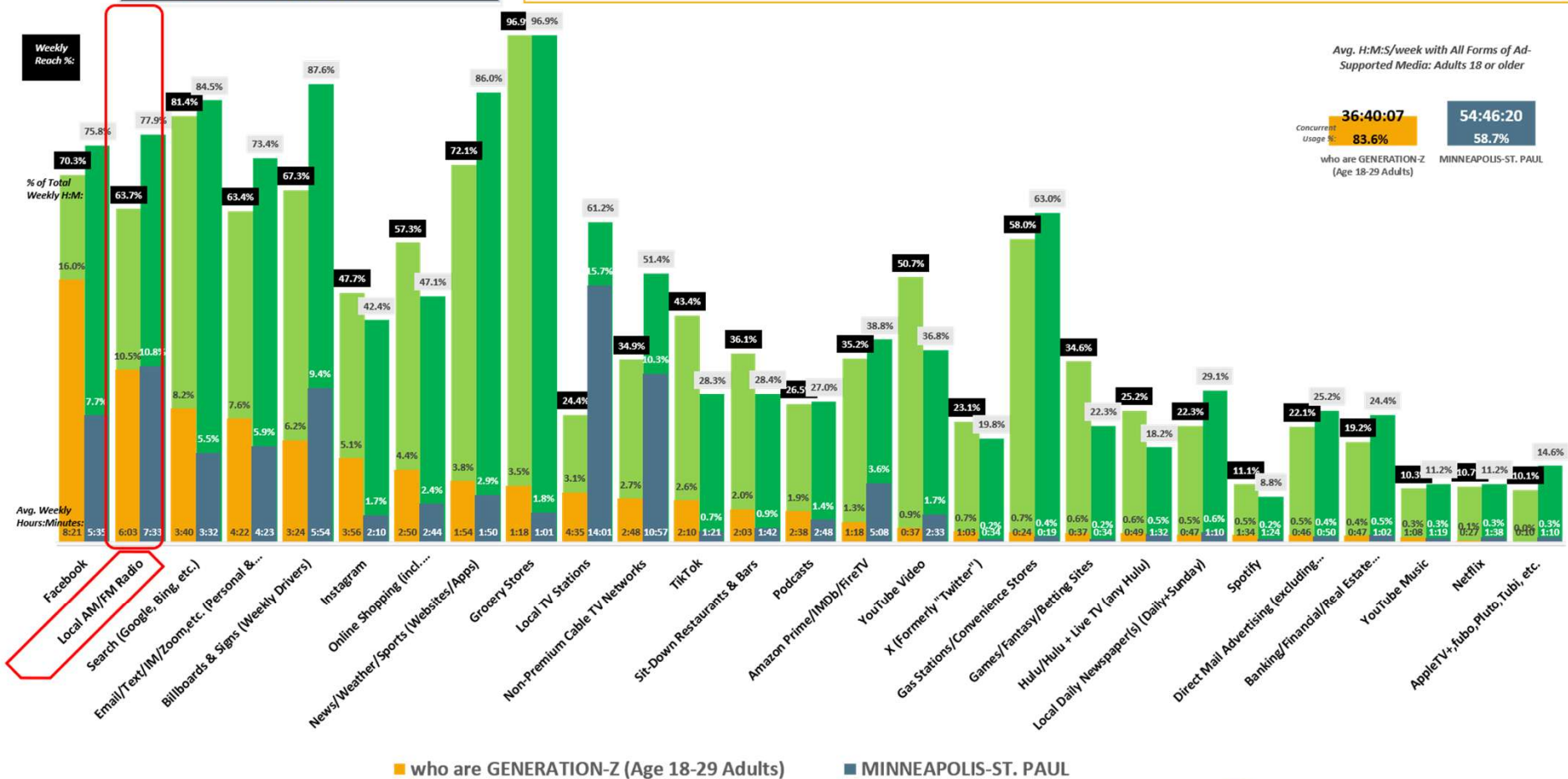


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 14 hours, 9 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 39 minutes each week listening to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





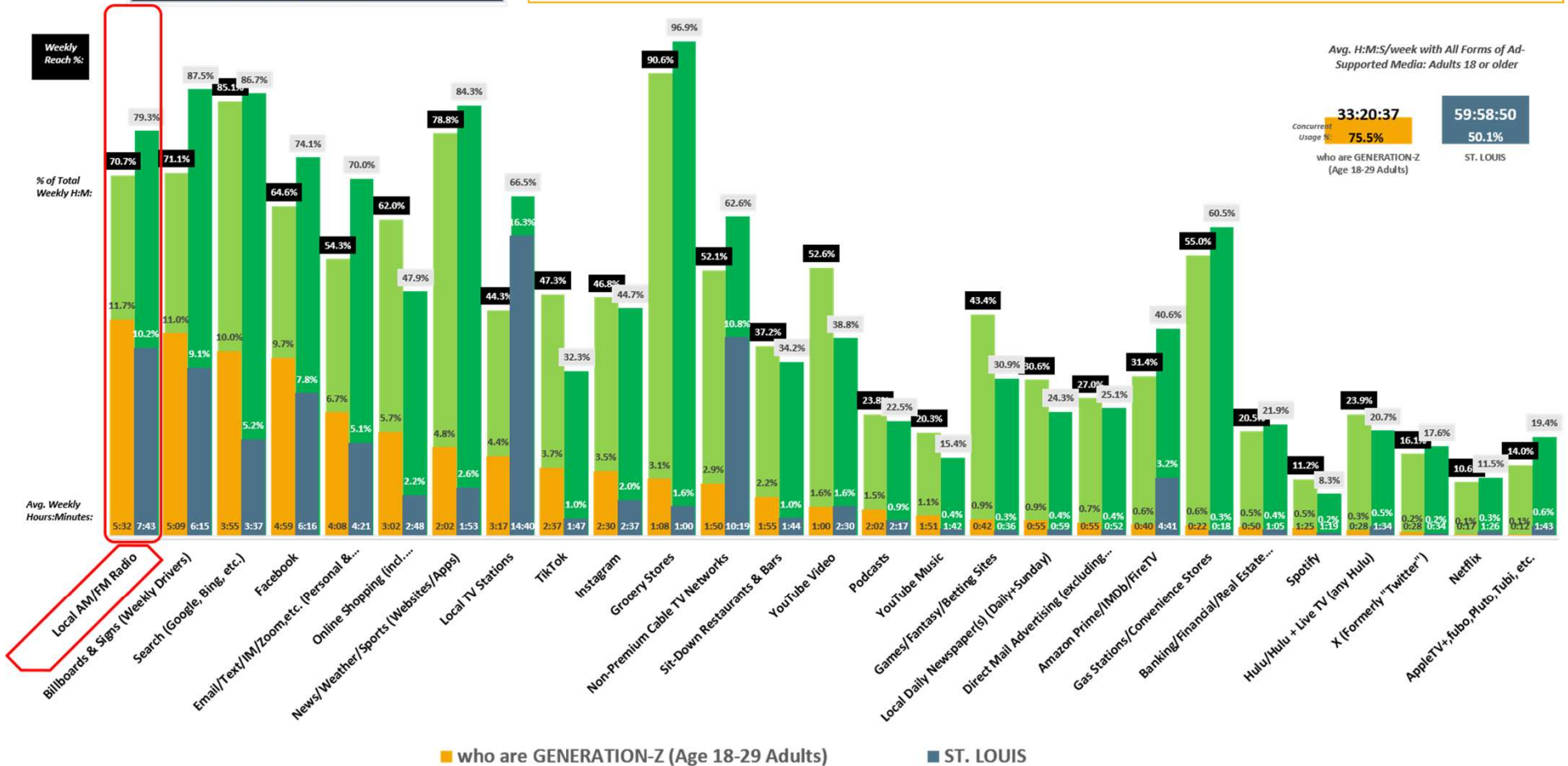
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 12 hours, 40 minutes and 7 seconds each week with All Forms of Ad-Supported Media.
 63.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 3 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.5% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 9 hours, 20 minutes and 37 seconds each week with All Forms of Ad-Supported Media.

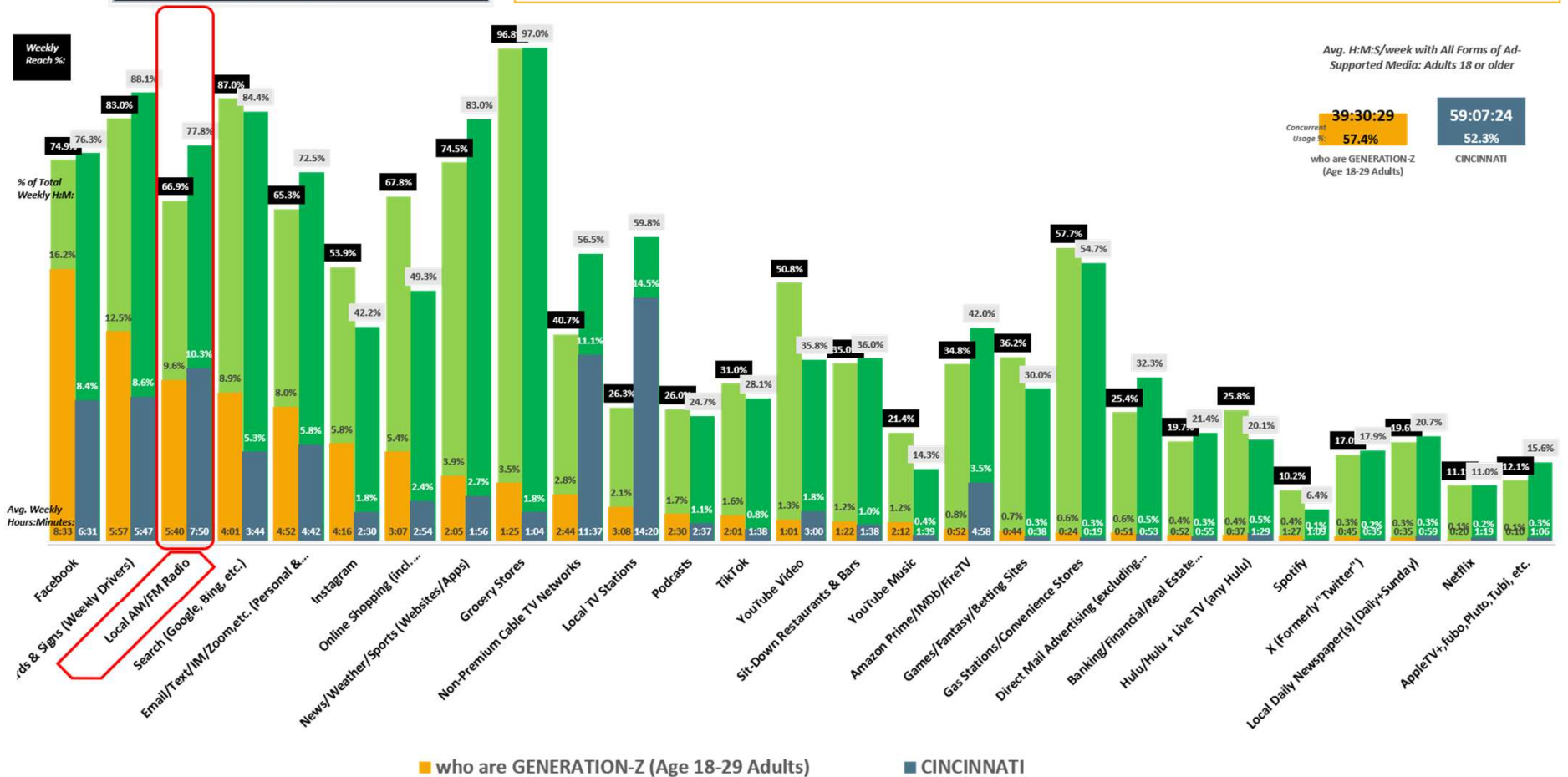
70.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.7% of total time spent with all forms of Ad-Supported Media.





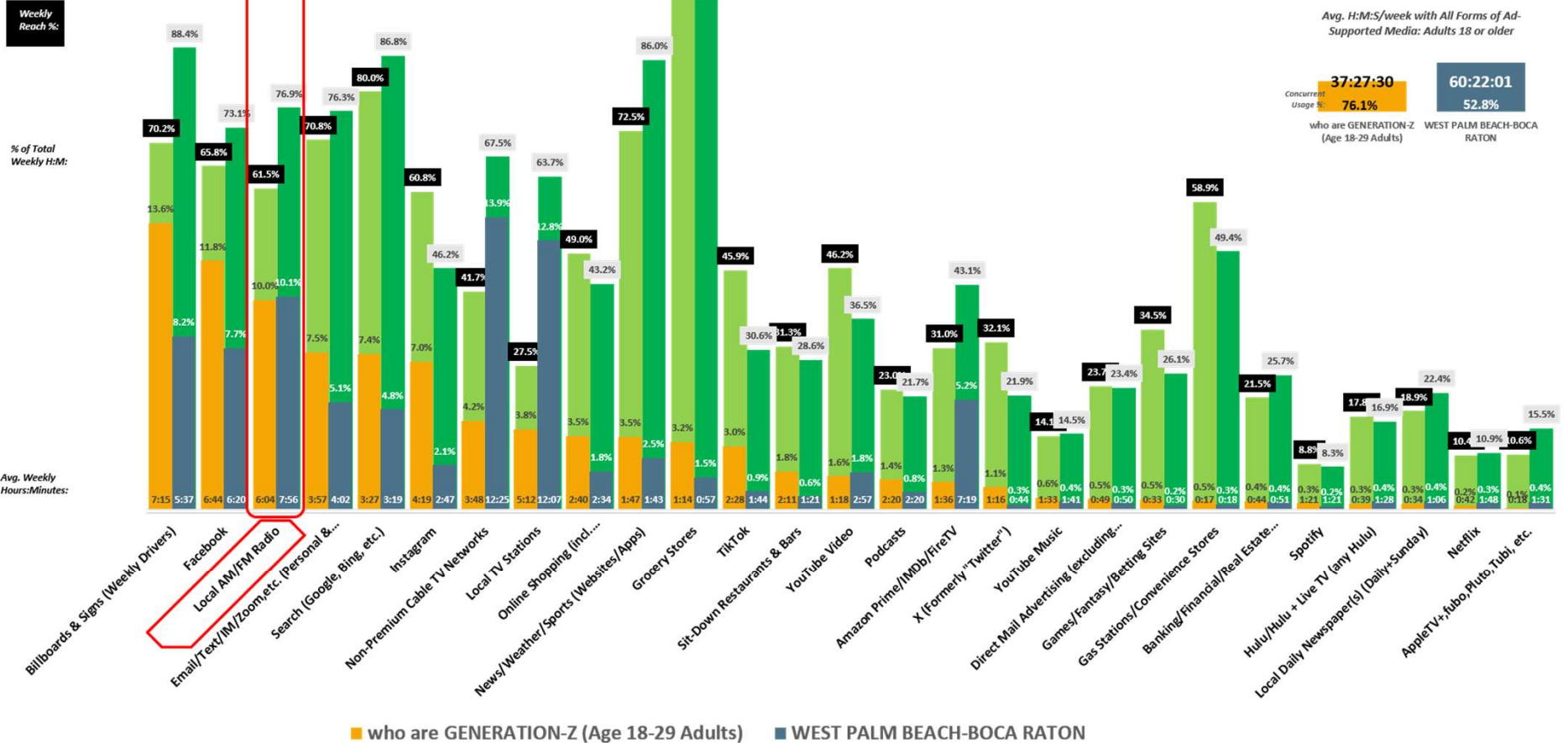
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 15 hours, 30 minutes and 29 seconds each week with All Forms of Ad-Supported Media.

66.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) 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.





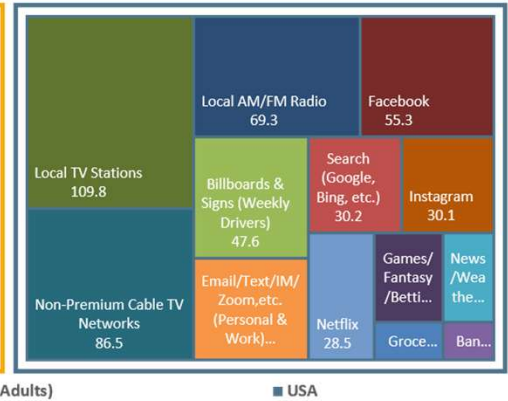
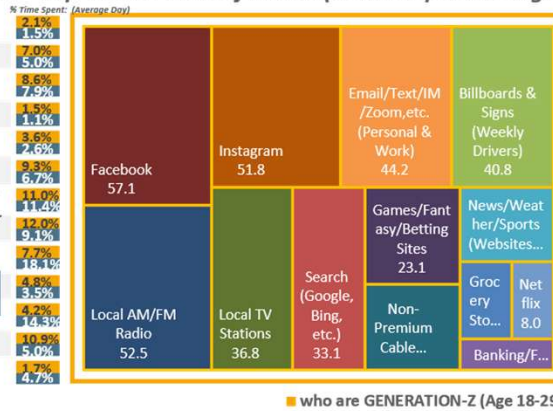
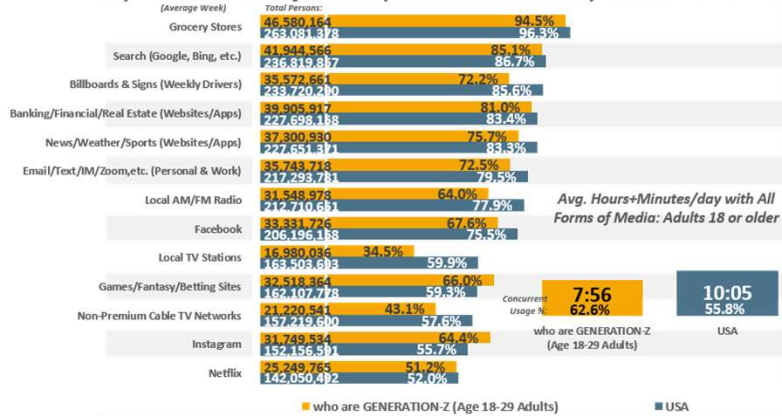
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 13 hours, 27 minutes and 30 seconds each week with All Forms of Ad-Supported Media.
 61.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.% of total time spent with all forms of Ad-Supported Media.



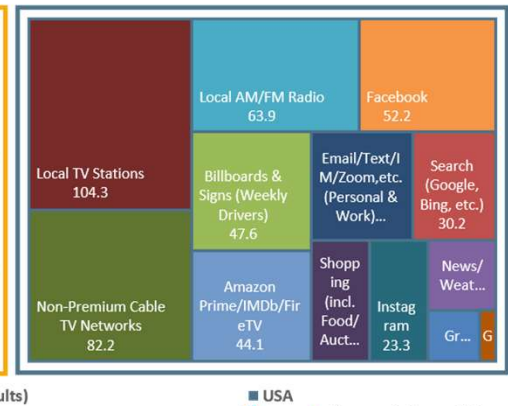
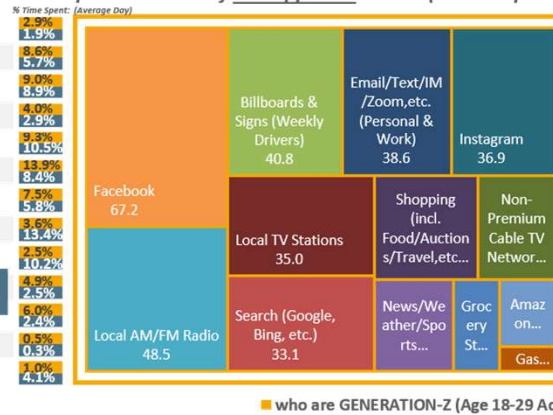
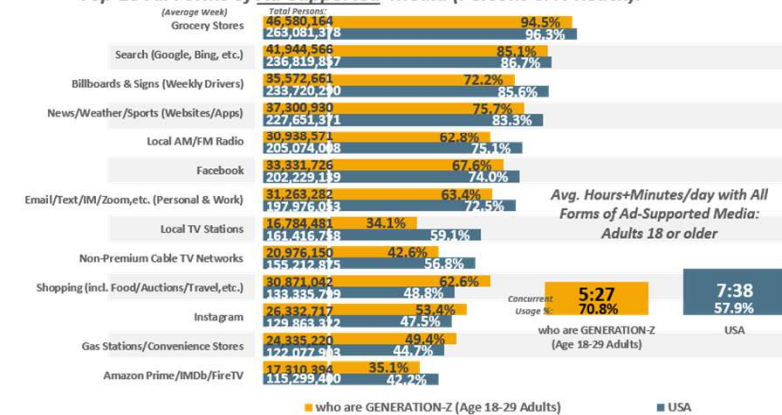


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 27 minutes each day with All Forms of Ad-Supported Media. 62.8% listen to Local AM/FM Radio for an avg. of 48.5 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

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



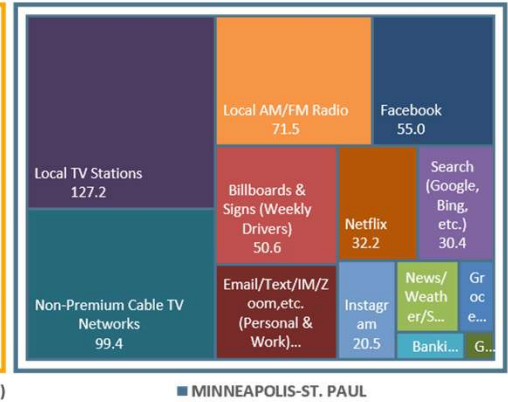
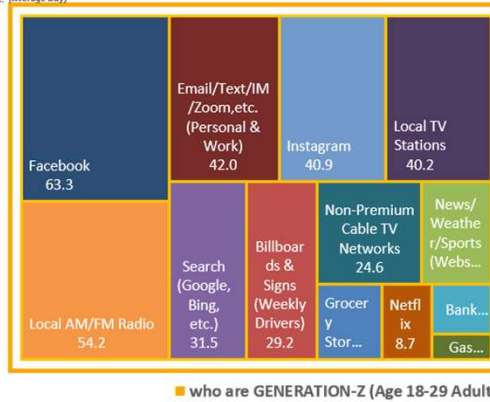
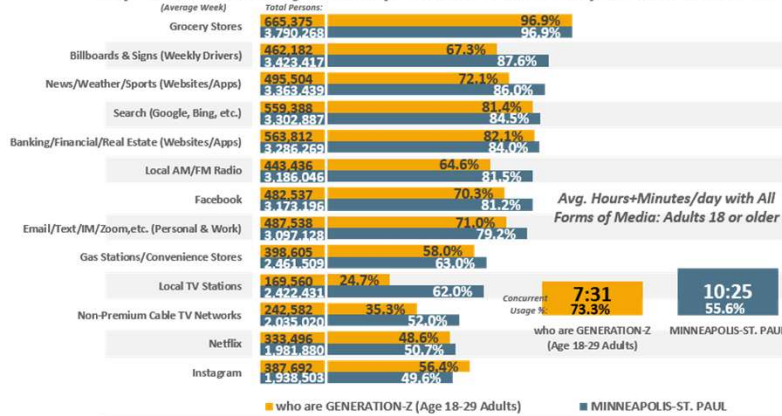
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



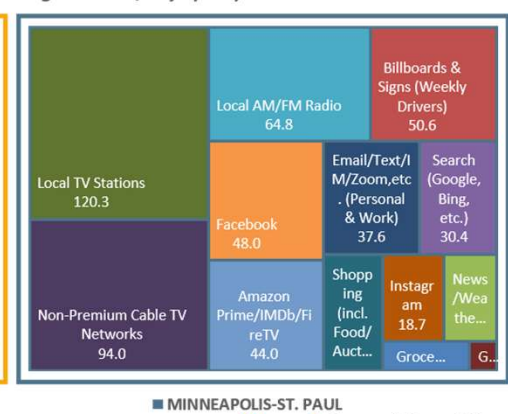
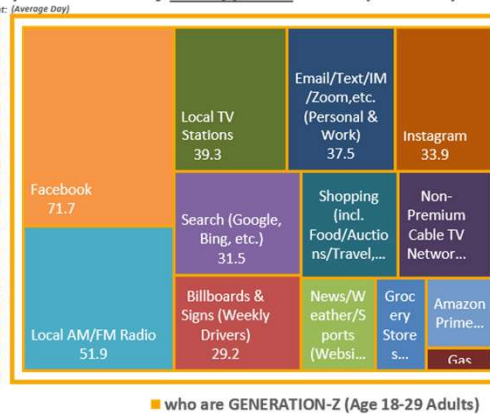
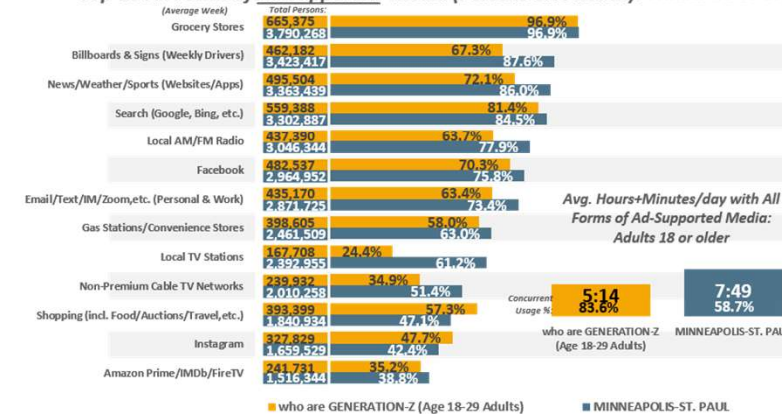


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 14 minutes each day with All Forms of Ad-Supported Media. 63.7% listen to Local AM/FM Radio for an avg. of 51.9 minutes/day. *(Local Radio delivers 10.5% of Time with Ad-Supported Media.)*

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



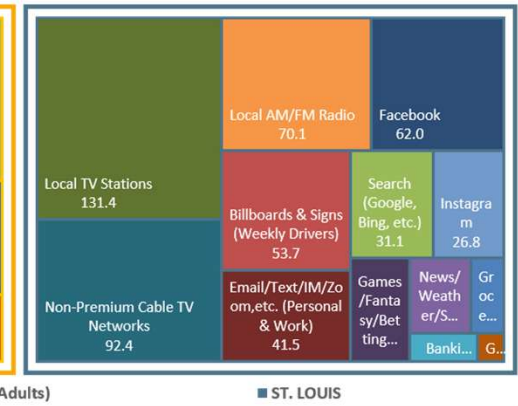
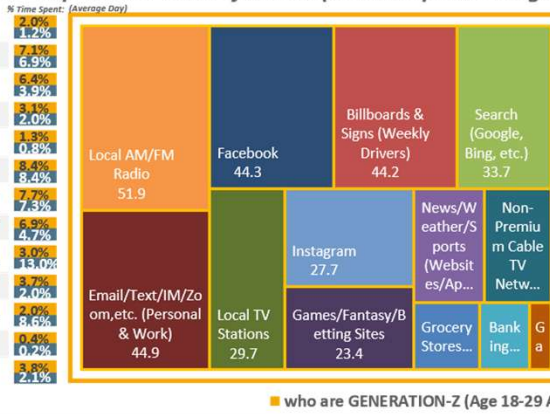
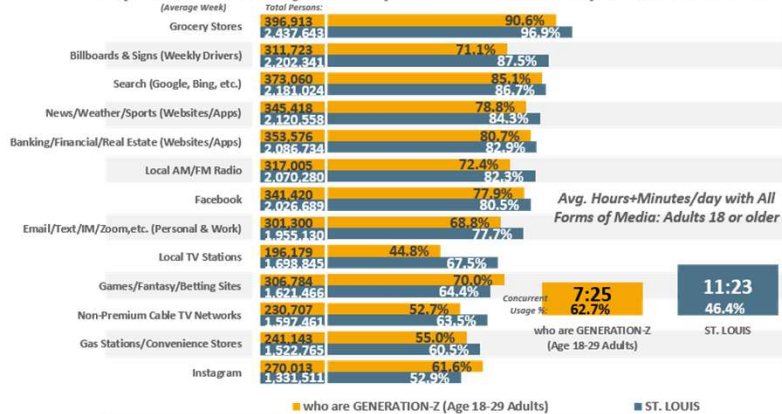
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



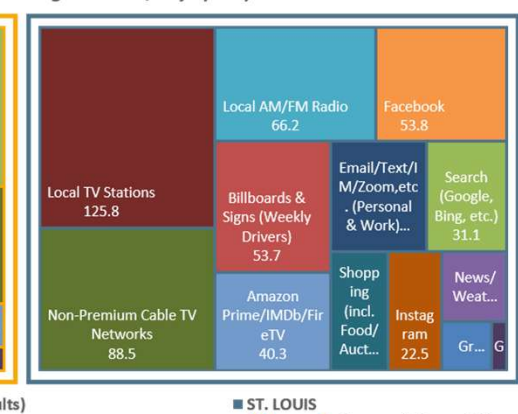
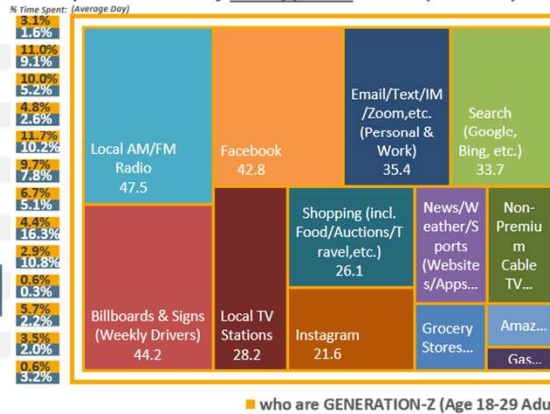
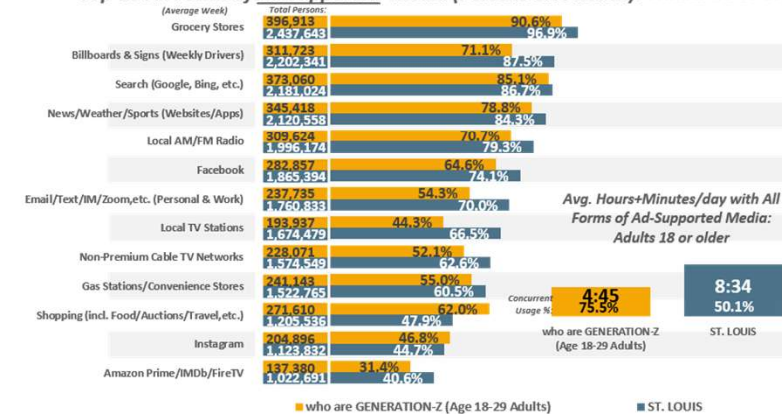


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 4 hours and 45 minutes each day with All Forms of Ad-Supported Media. 70.7% listen to Local AM/FM Radio for an avg. of 47.5 minutes/day.
(Local Radio delivers 11.7% of Time with Ad-Supported Media.)

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



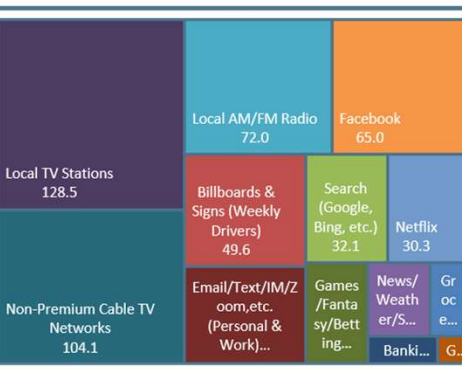
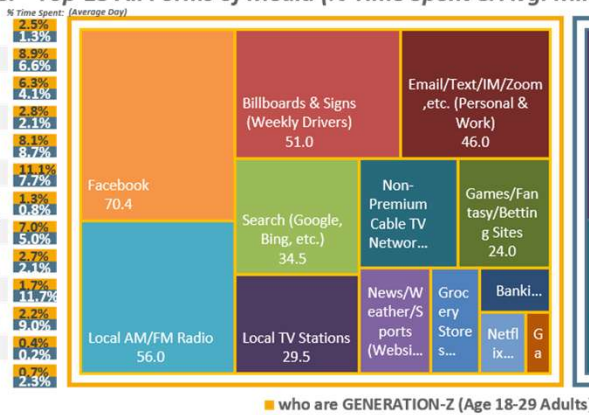
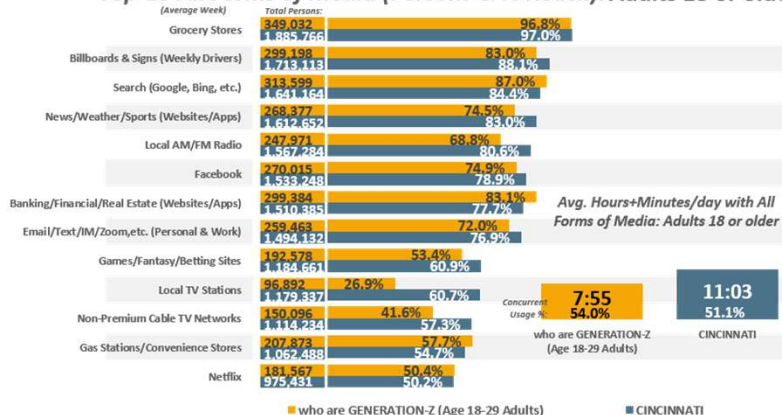
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



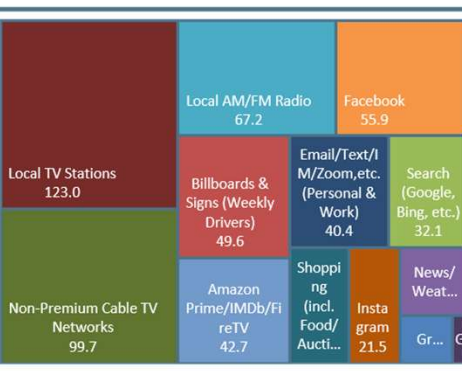
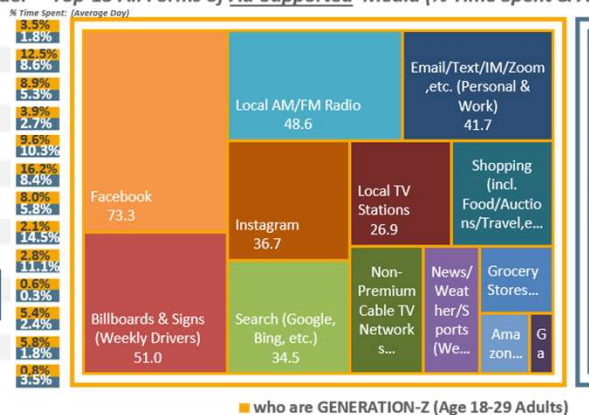
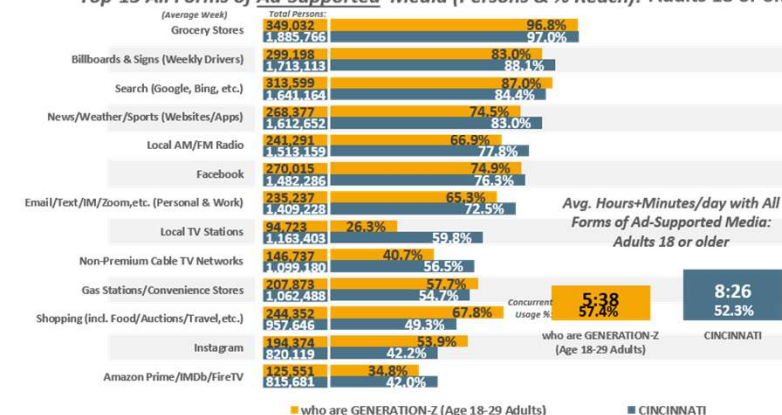


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 38 minutes each day with All Forms of Ad-Supported Media. 66.9% listen to Local AM/FM Radio for an avg. of 48.6 minutes/day. (Local Radio delivers 9.6% of Time with Ad-Supported Media.)

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



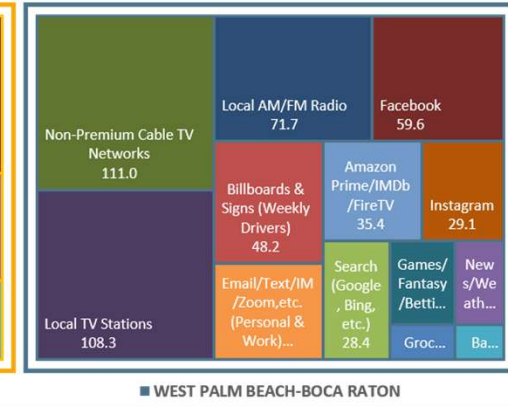
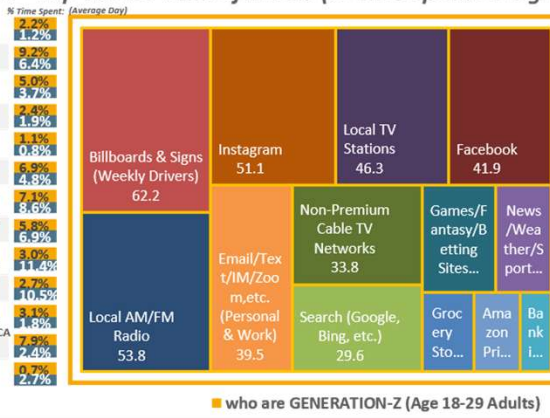
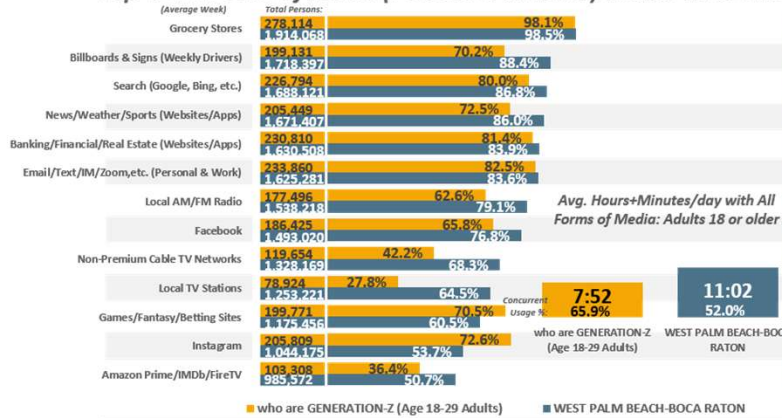
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



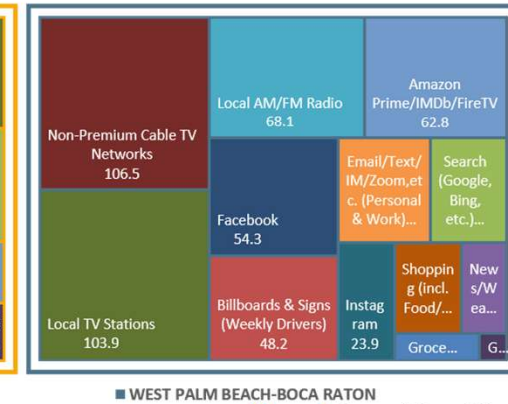
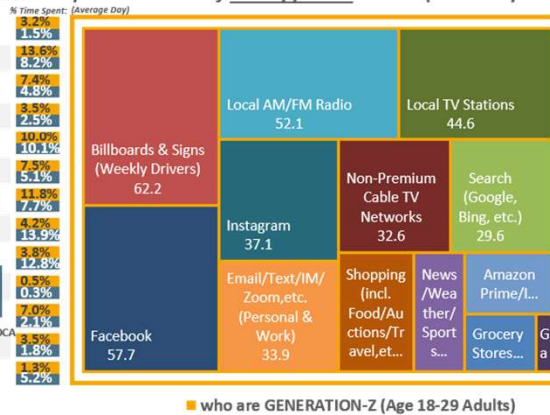
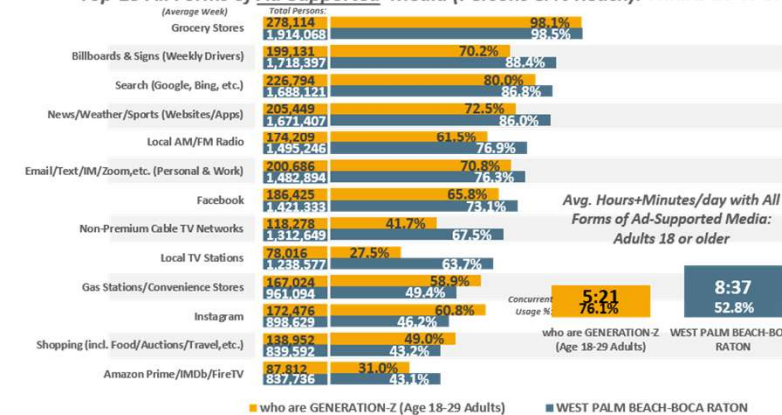


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 21 minutes each day with All Forms of Ad-Supported Media. 61.5% listen to Local AM/FM Radio for an avg. of 52.1 minutes/day. *(Local Radio delivers 10.% of Time with Ad-Supported Media.)*

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**



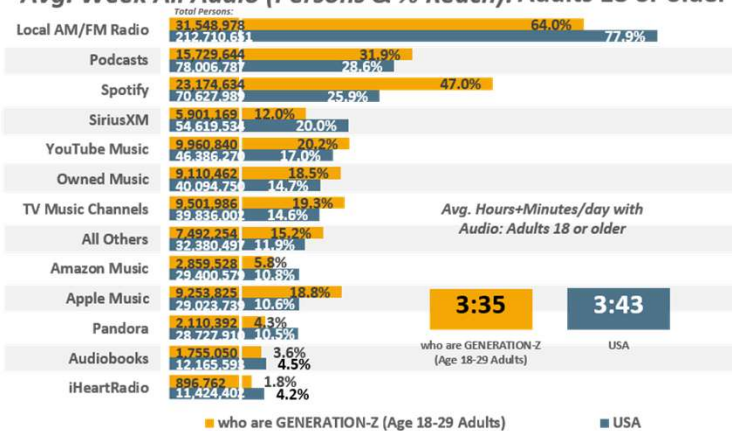
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



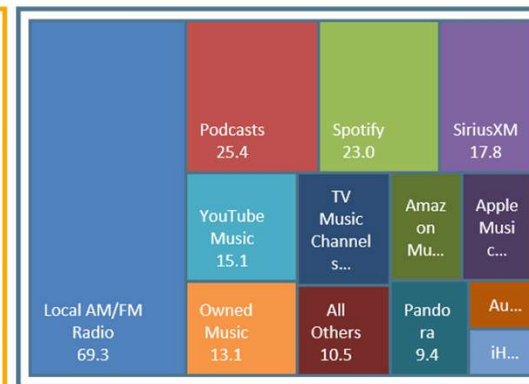
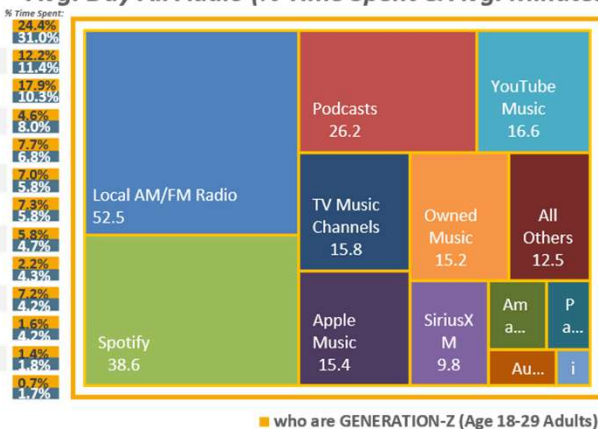


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

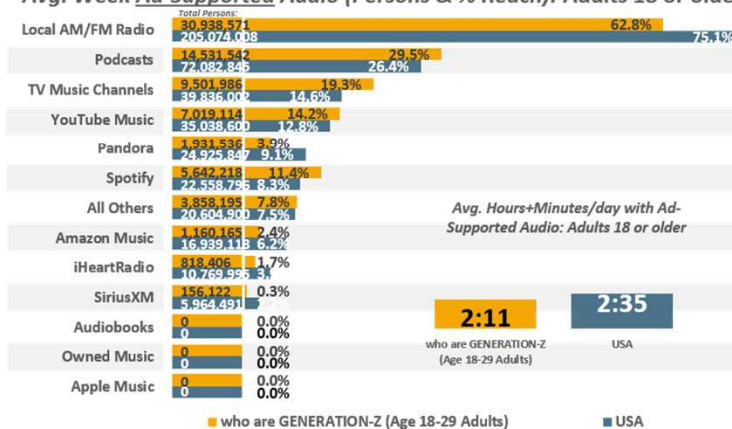
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



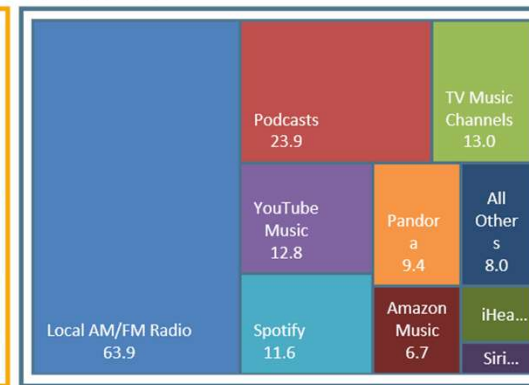
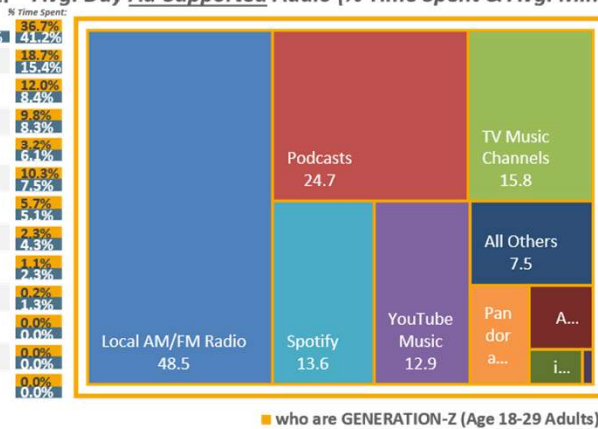
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



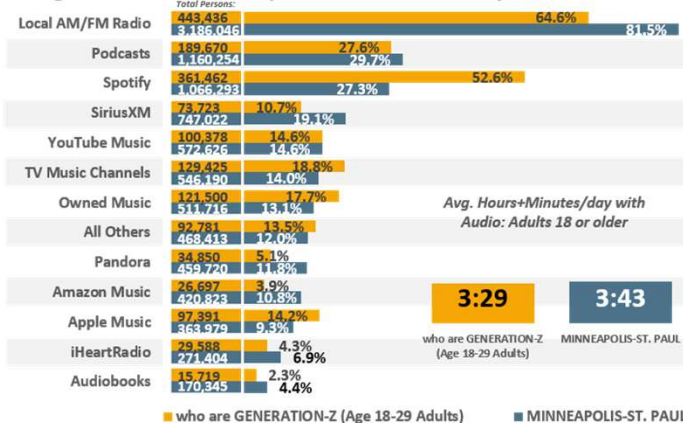
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



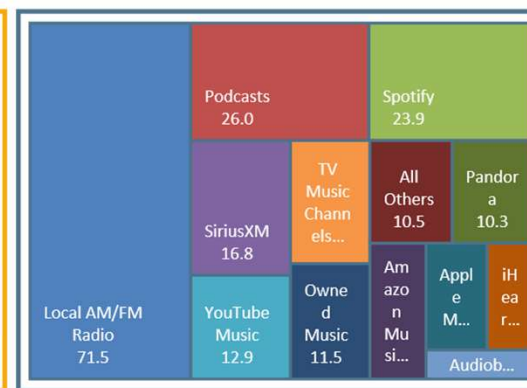
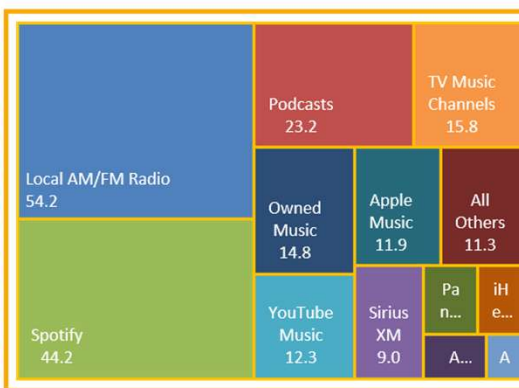


437,390 or 63.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 51.9 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

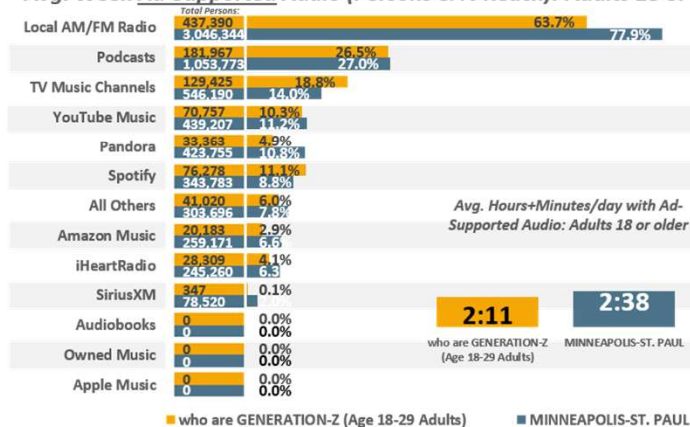
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



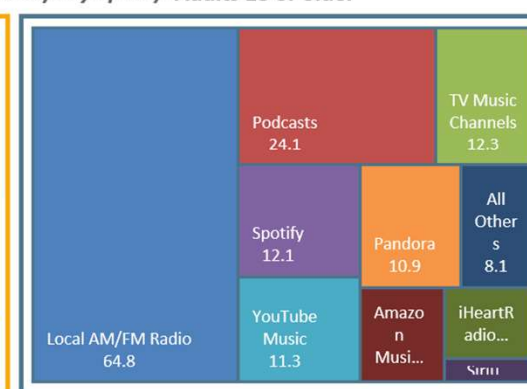
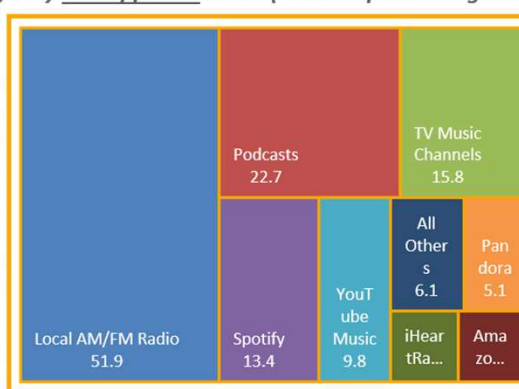
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



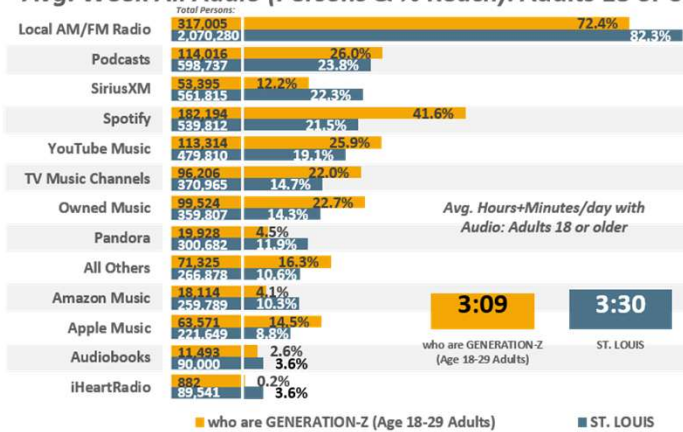
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



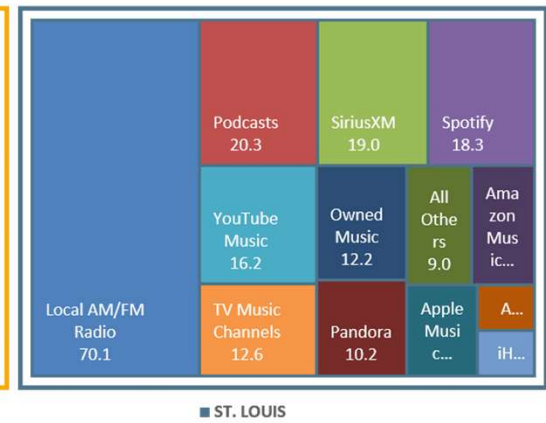
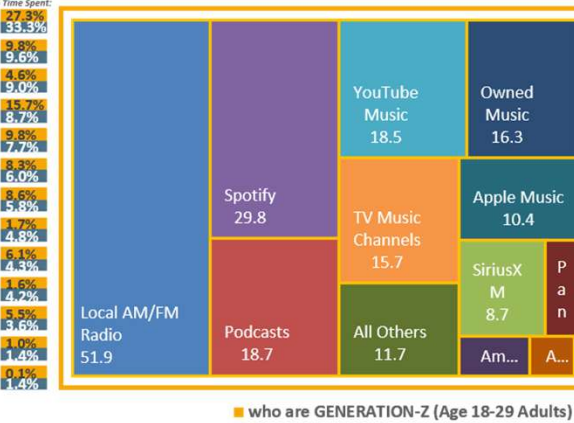


309,624 or 70.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 47.5 minutes every day representing 38.5% of all time spent daily with Ad-Supported Audio.

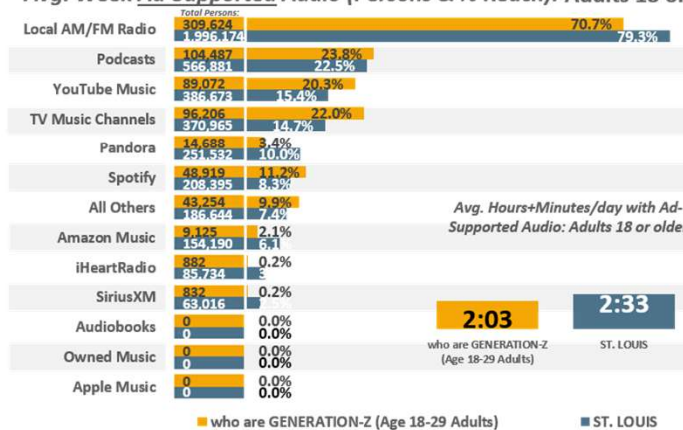
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



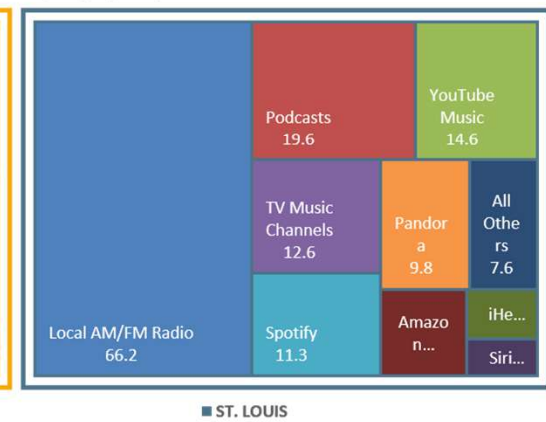
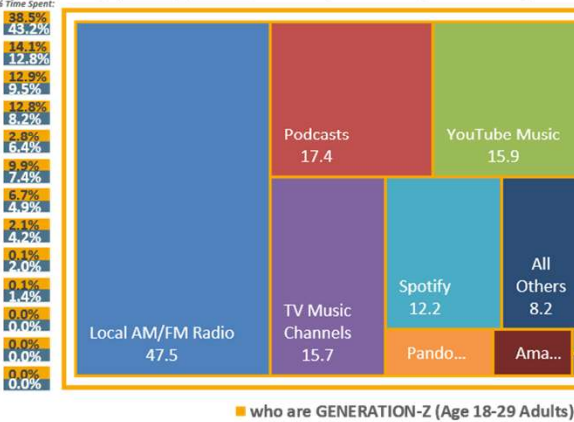
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



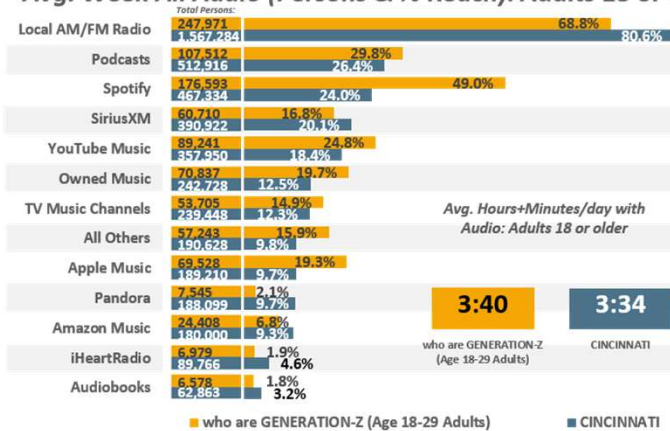
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



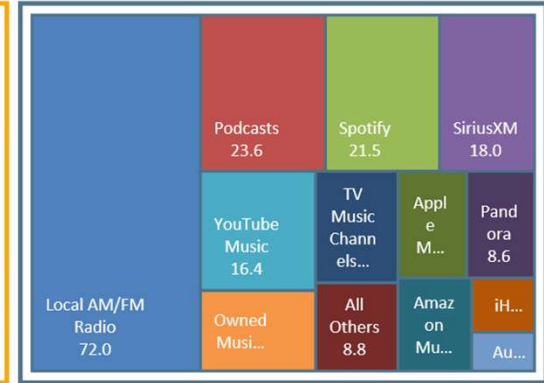
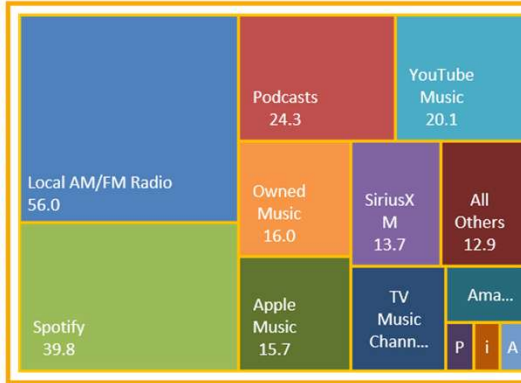


241,291 or 66.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 48.6 minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

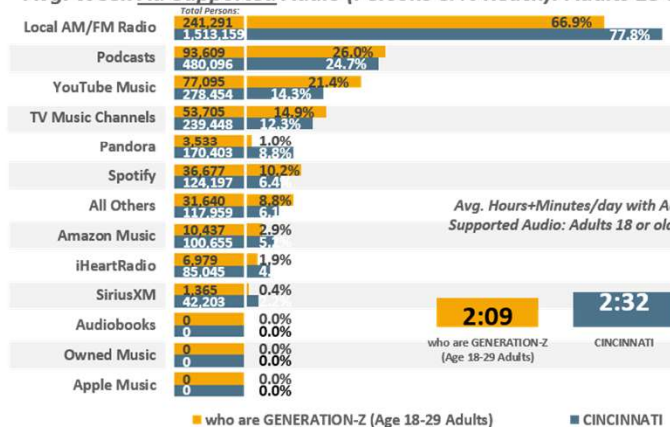
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



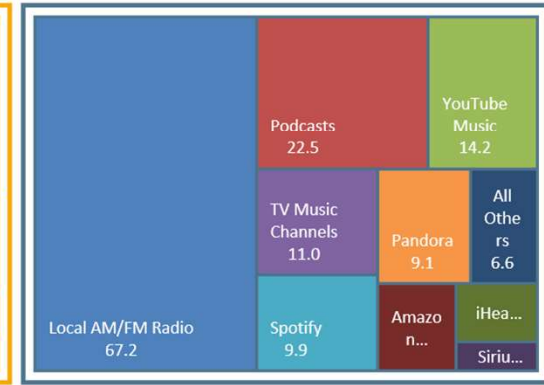
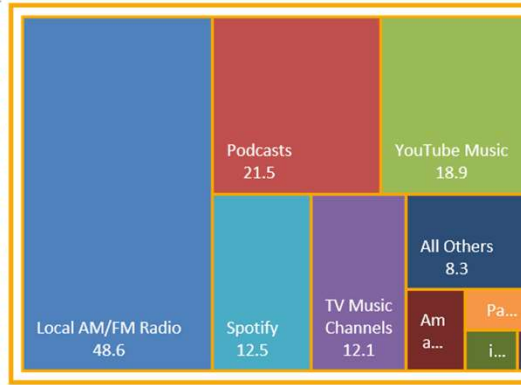
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



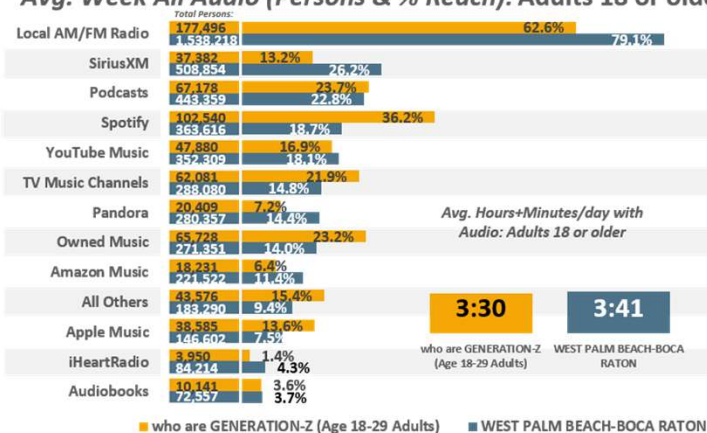
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



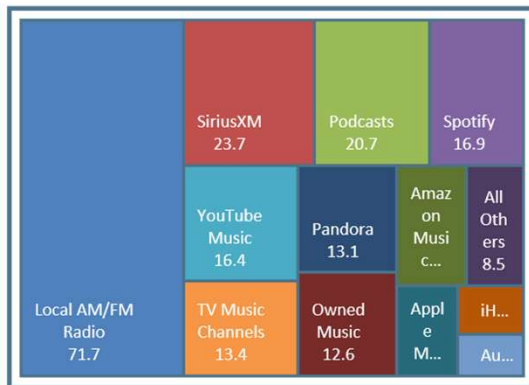
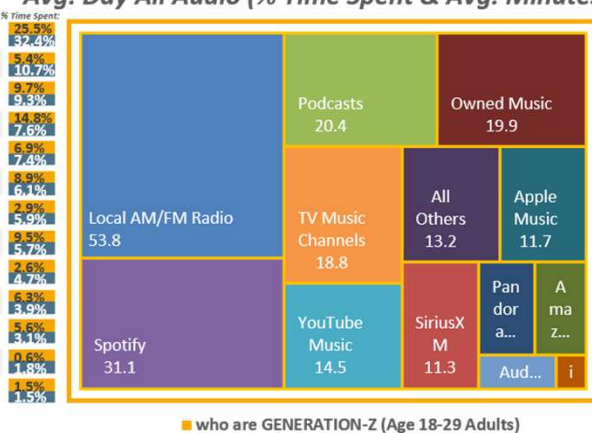


174,209 or 61.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.

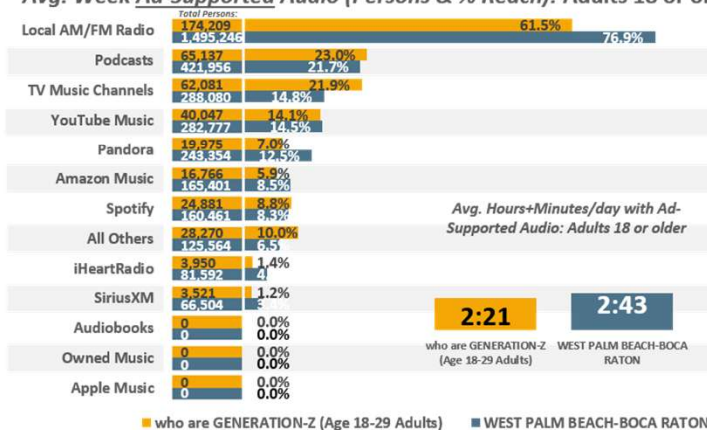
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



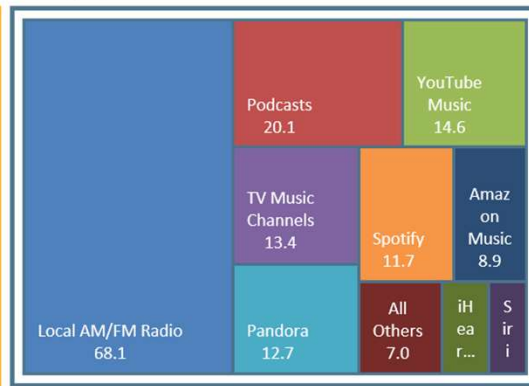
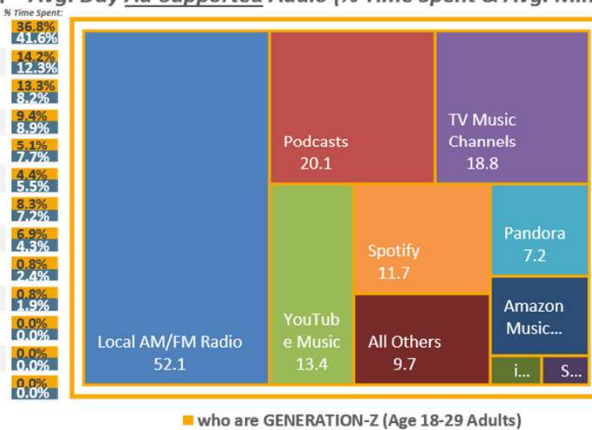
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

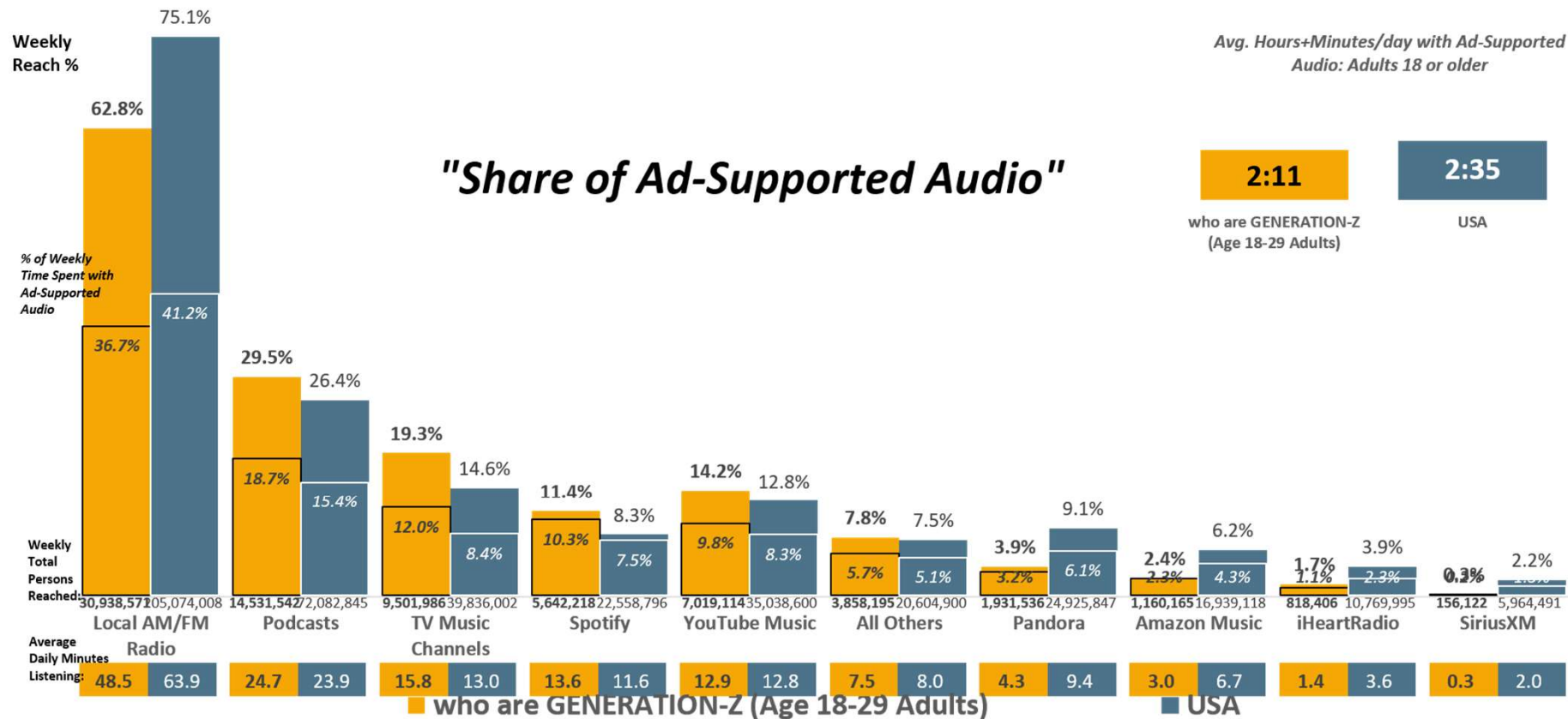


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



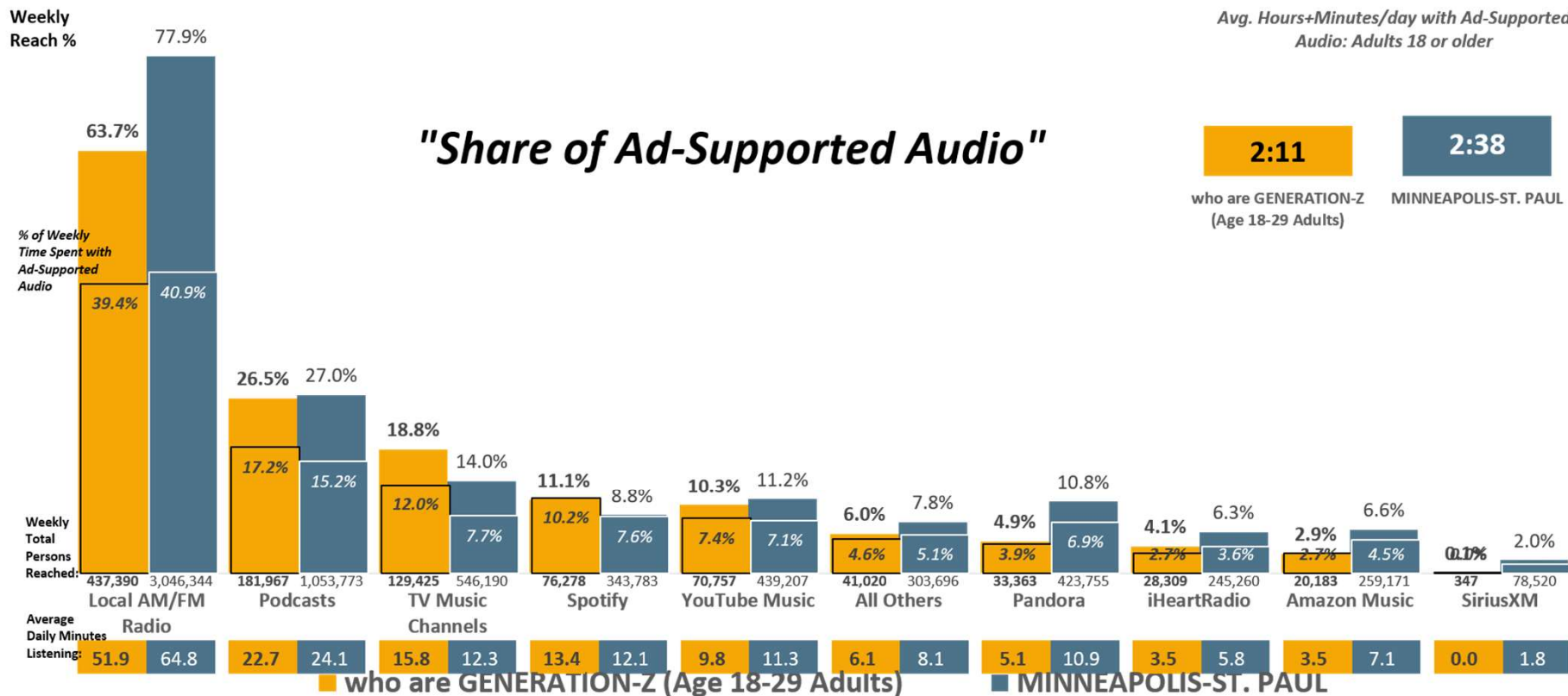


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



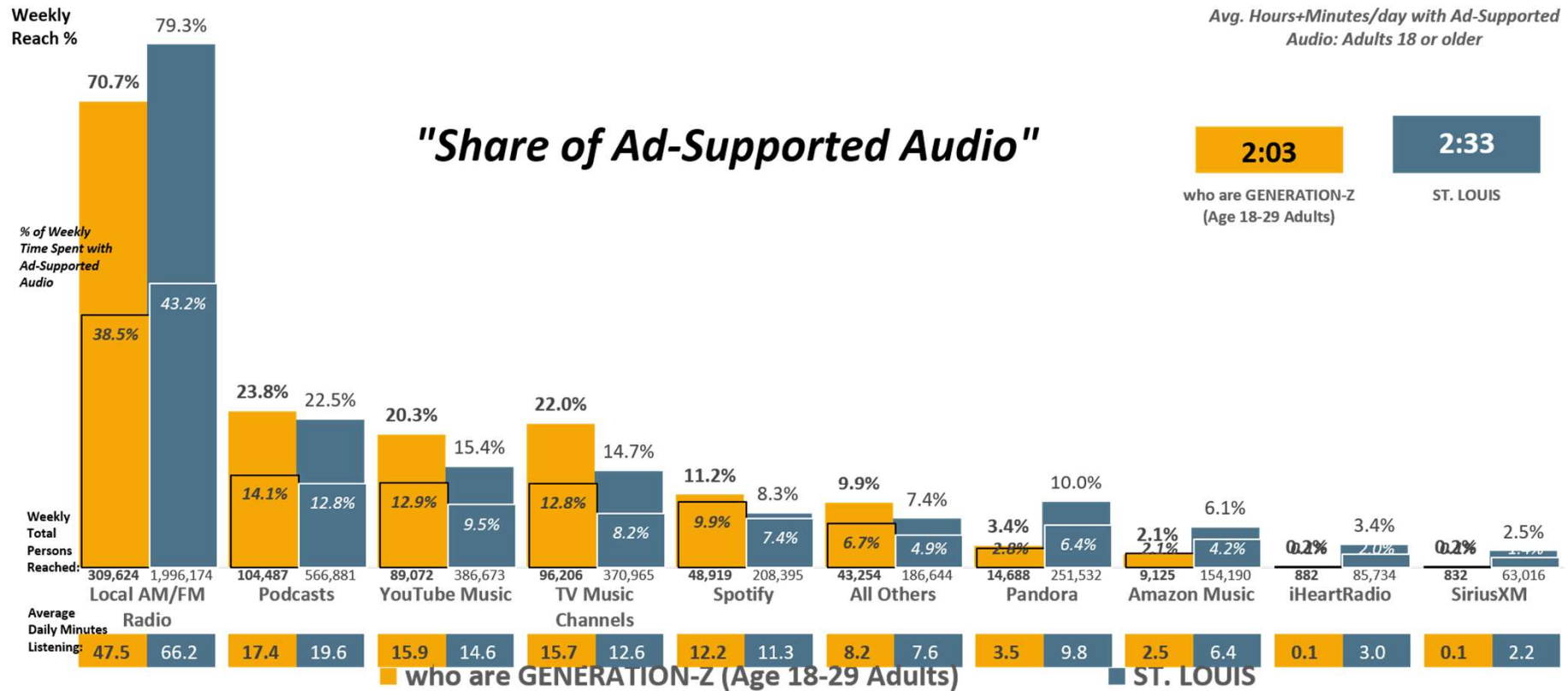


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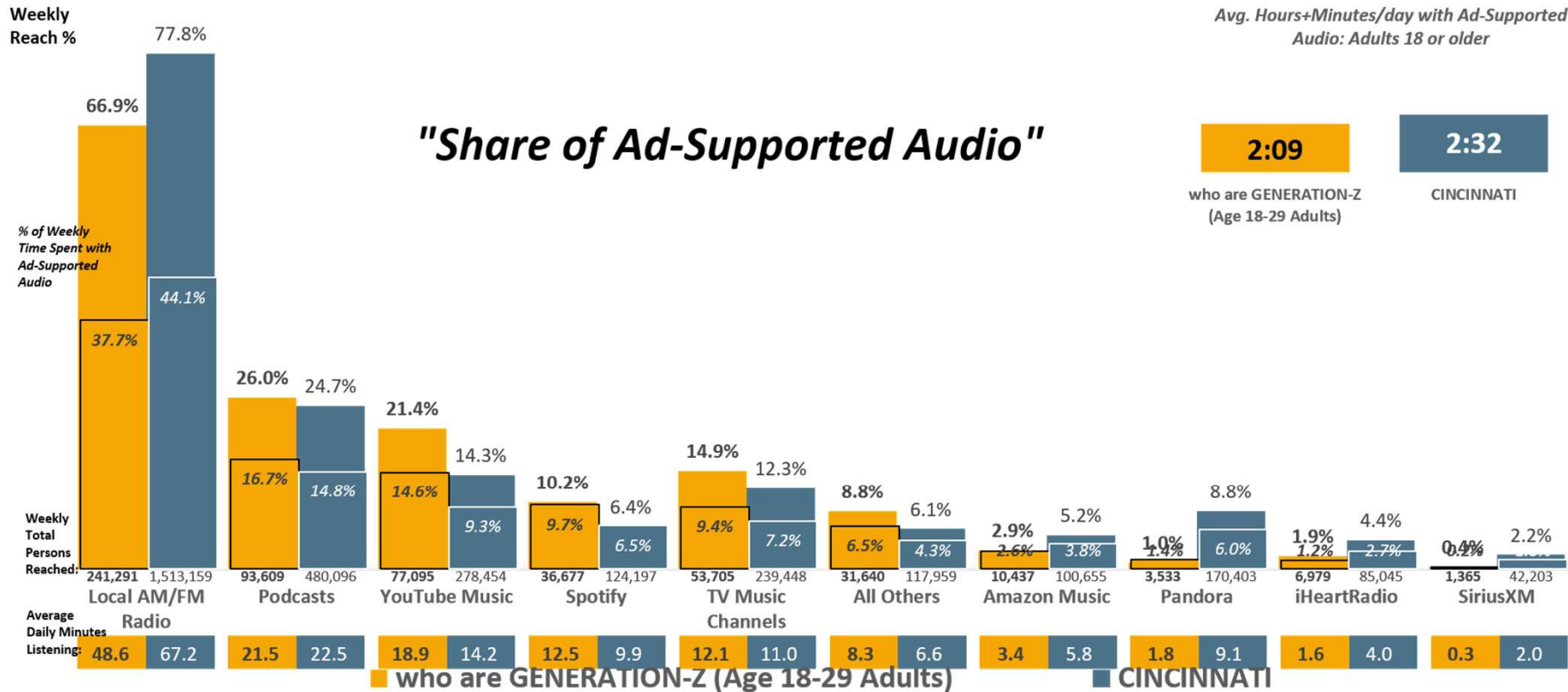


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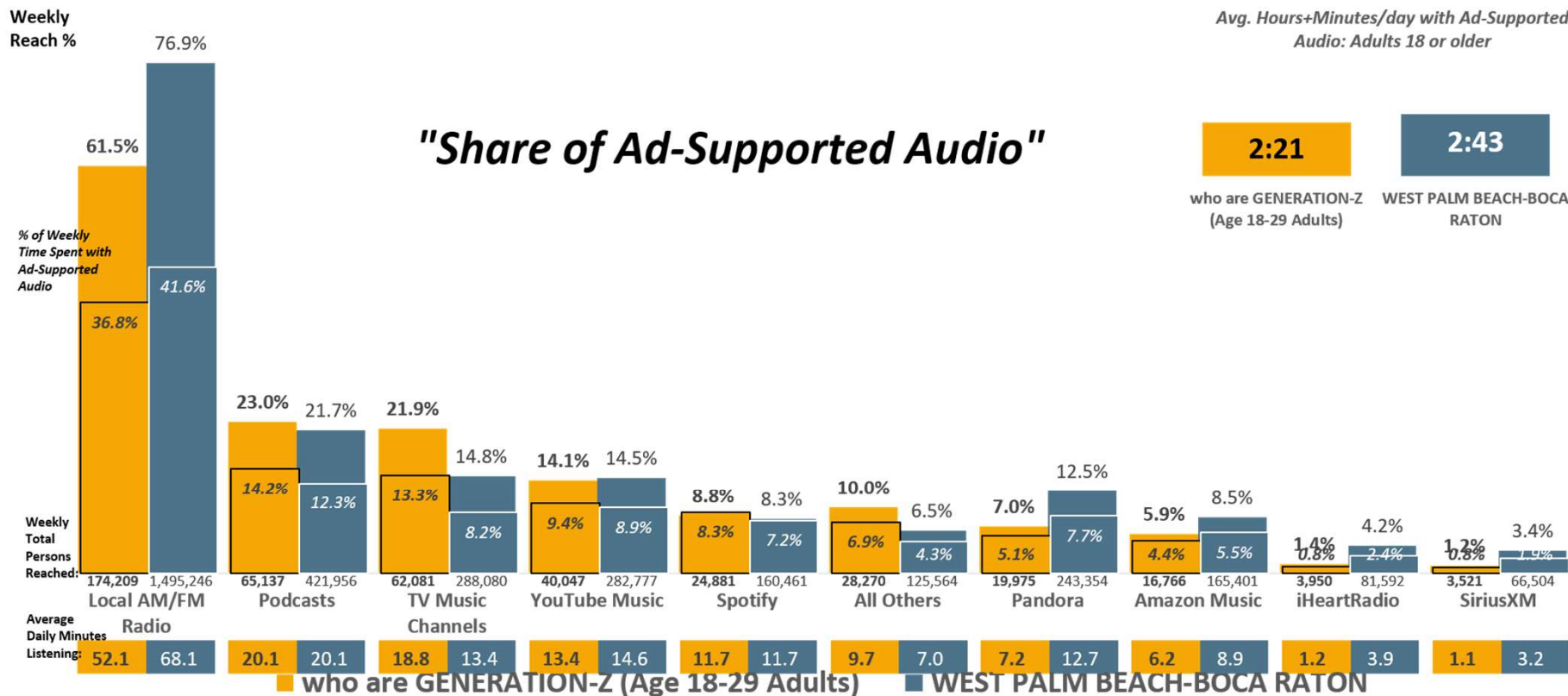


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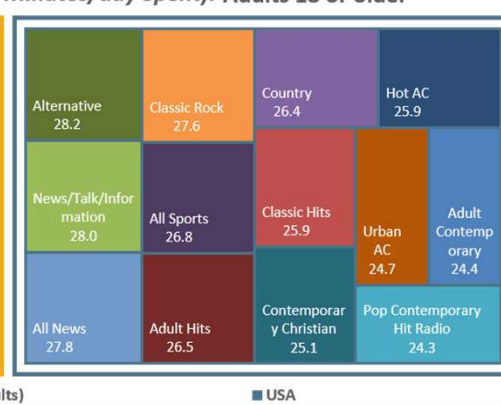
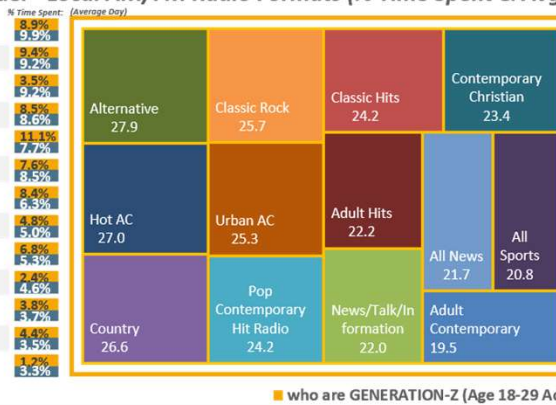
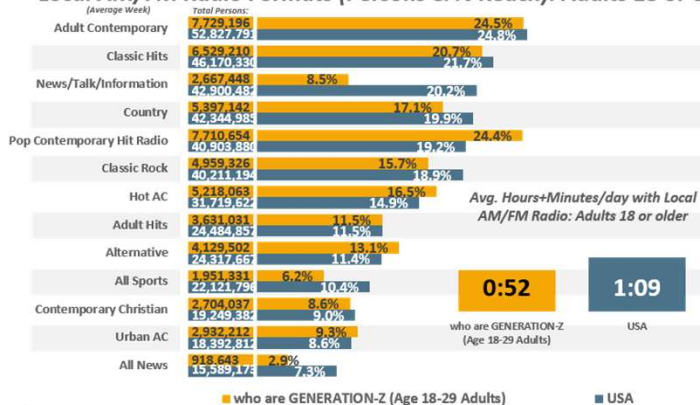
174,209 or 61.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 36.8% of all time spent daily with Ad-Supported Audio.



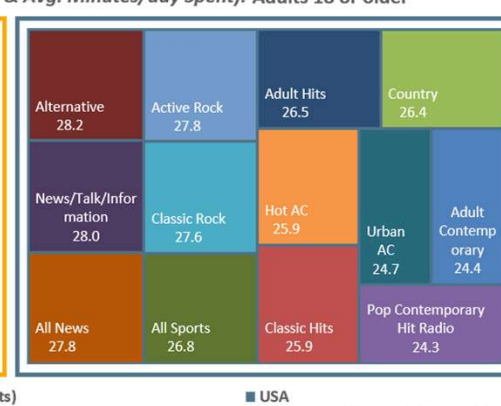
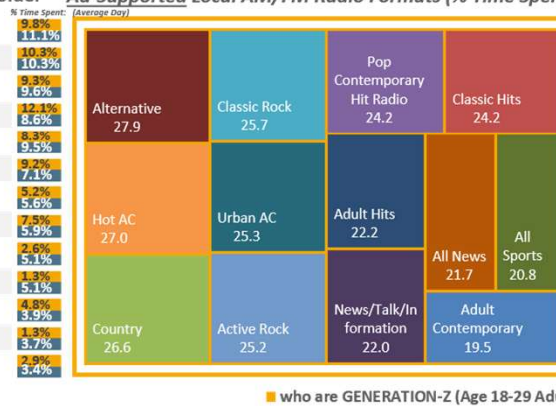
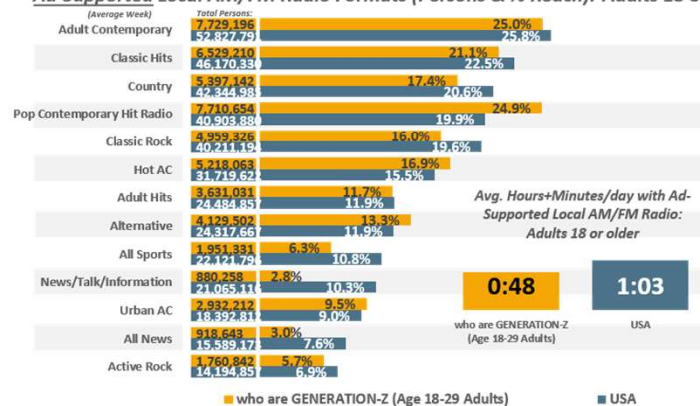


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

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**

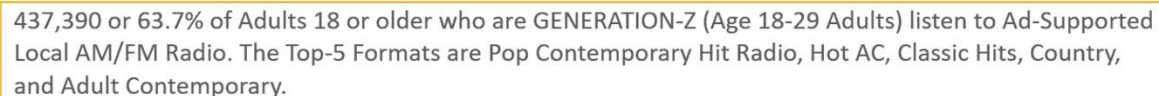


USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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



	(Average Week)	Total Persons:	
Hot AC	120,074	27.1%	28.6%
Country	104,092	23.5%	28.2%
Classic Hits	114,813	25.9%	
News/Talk/Information	811,079	25.5%	
Adult Contemporary	44,950	10.1%	24.3%
Pop Contemporary Hit Radio	80,888	18.2%	
Classic Rock	619,552	19.5%	
All Sports	134,882	30.4%	
Active Rock	592,576	18.6%	
Contemporary Christian	54,544	12.3%	
Album Adult Alternative	659,572	17.9%	
Classic Country	49,987	11.3%	15.5%
Soft Adult Contemporary	494,826	15.5%	
	60,989	13.8%	
	435,128	13.7%	
	63,299	14.3%	
	411,348	12.8%	
	18,075	2.9%	
	244,601	7.7%	
	21,142	4.8%	
	207,984	6.5%	
	17,653	4.0%	
	195,499	6.1%	

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

MINNEAPOLIS-ST. PAUL

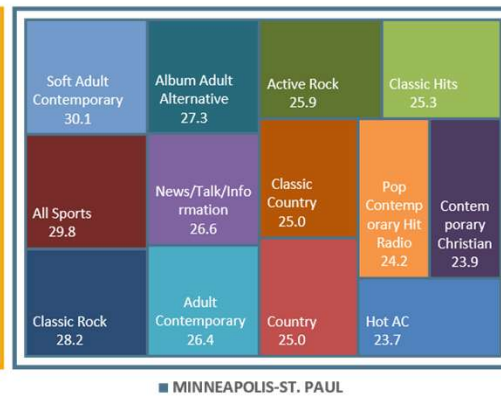
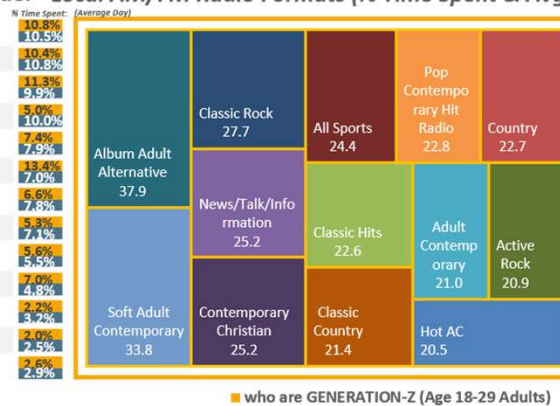
Avg. Hours+Minutes/day with Local AM/FM Radio: Adults 18 or older

0:54

1:11

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

MINNEAPOLIS-ST. PAUL



	(Average Week)	Total Persons:	
Hot AC	120,074	27.5%	29.9%
Country	108,099	23.8%	29.5%
Classic Hits	114,813	26.2%	
Adult Contemporary	80,823	18.5%	20.4%
Pop Contemporary Hit Radio	184,892	30.8%	
Classic Rock	54,544	12.5%	18.4%
All Sports	49,997	11.4%	16.4%
Active Rock	49,128	13.9%	14.3%
News/Talk/Information	15,742	3.6%	13.1%
Album Adult Alternative	13,075	3.0%	
Classic Country	24,445	4.8%	
Soft Adult Contemporary	17,653	4.0%	
Talk/Personality	7,584	1.7%	2.4%

■ who are GENERATION-Z (Age 18-29 Adults)
 ■ MINNEAPOLIS-ST. PAUL

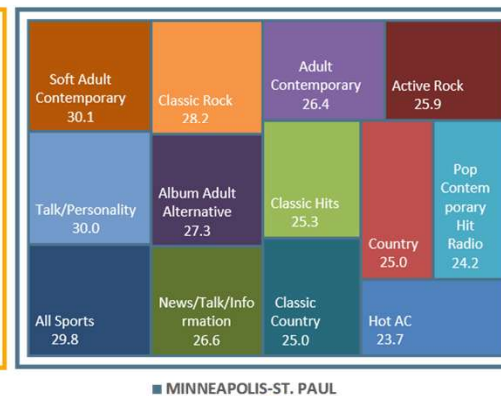
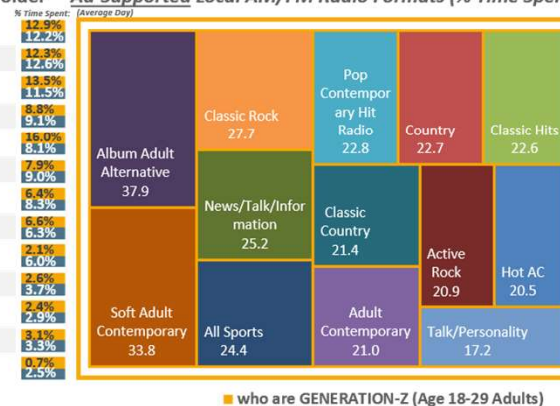
0:51

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

1:04

MINNEAPOLIS-ST. PAUL

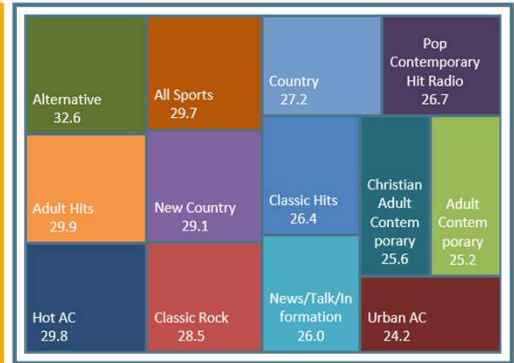
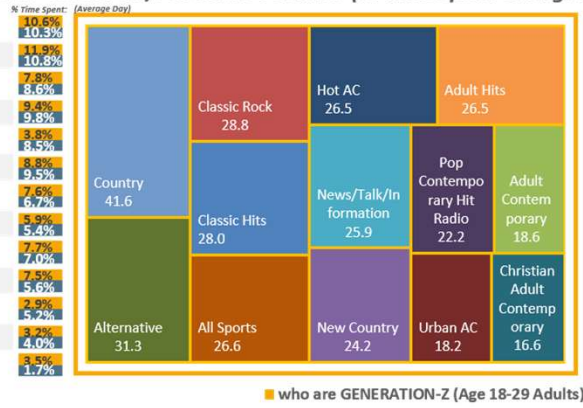
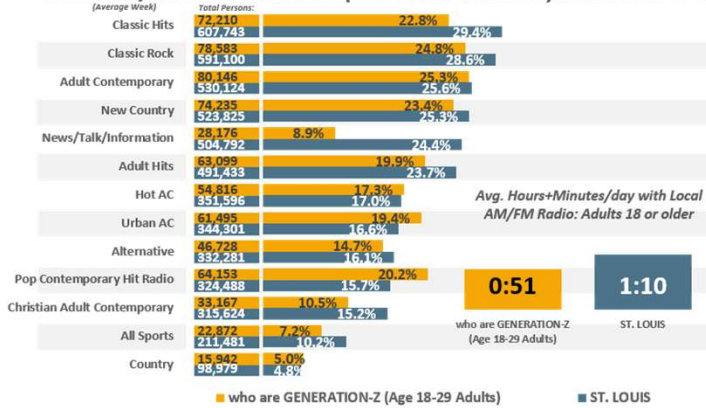
Avg. Hours+Minutes/day with Ad-Supported Local AM/FM Radio:
Adults 18 or older



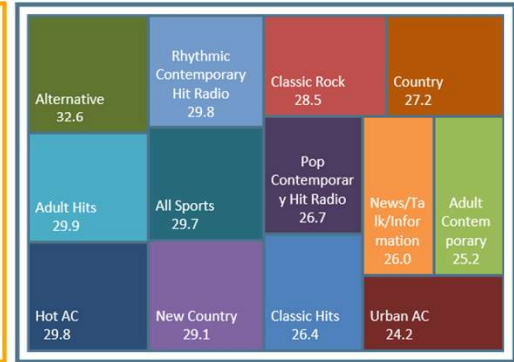
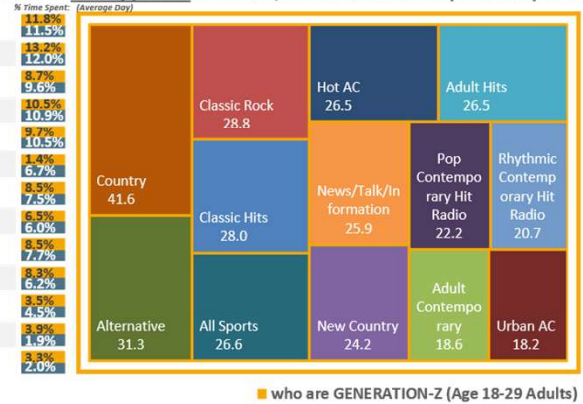
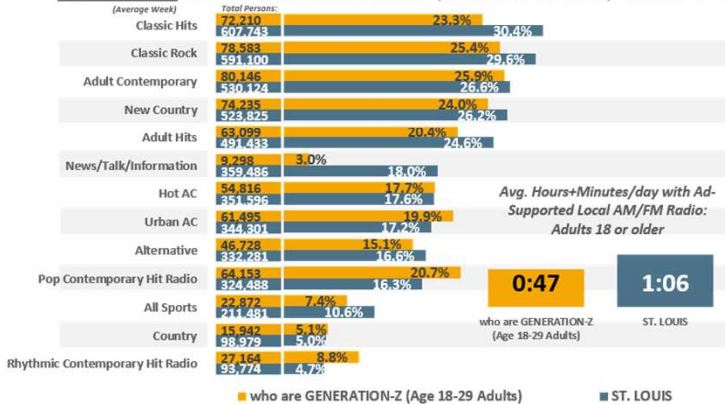


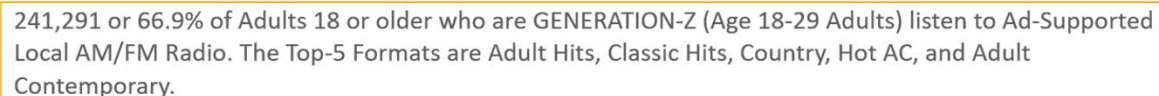
309,624 or 70.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Rock, New Country, Classic Hits, and Pop Contemporary Hit Radio.

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

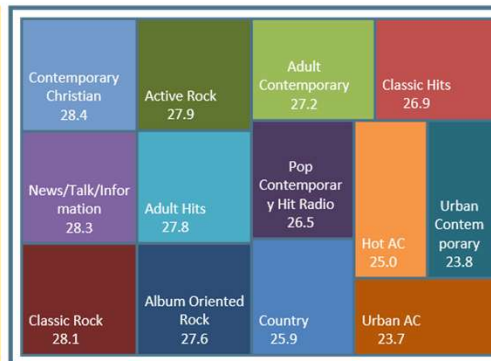
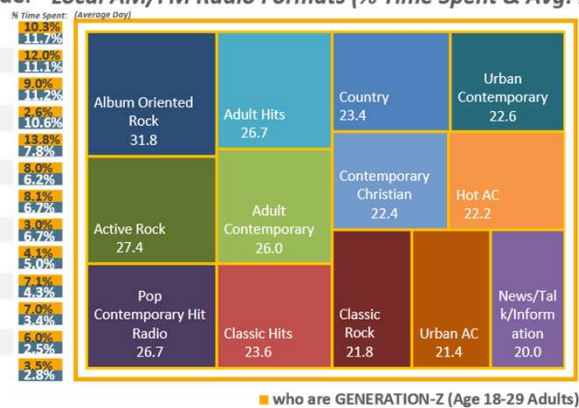


Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**

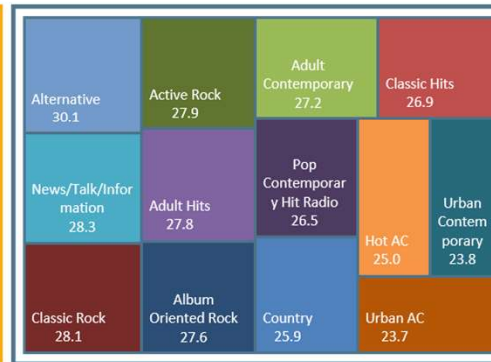
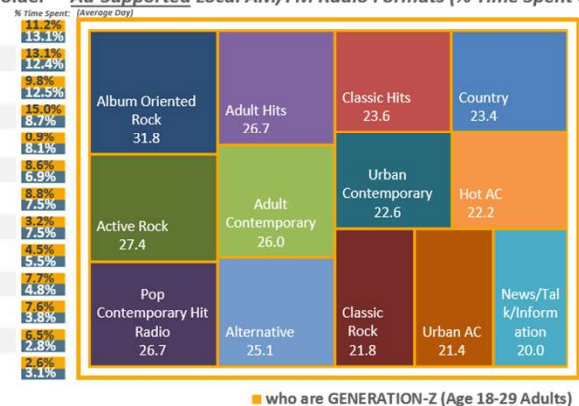




Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



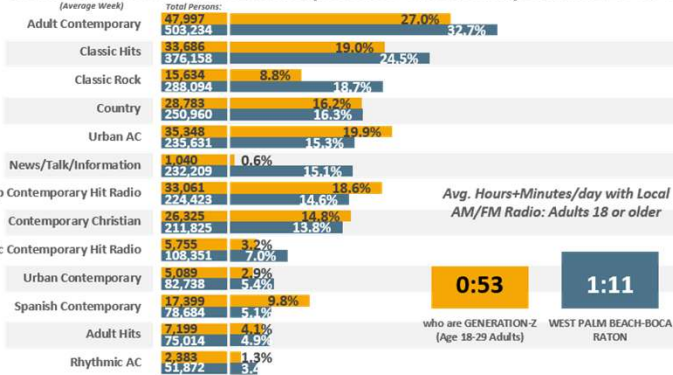
■ CINCINNATI
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



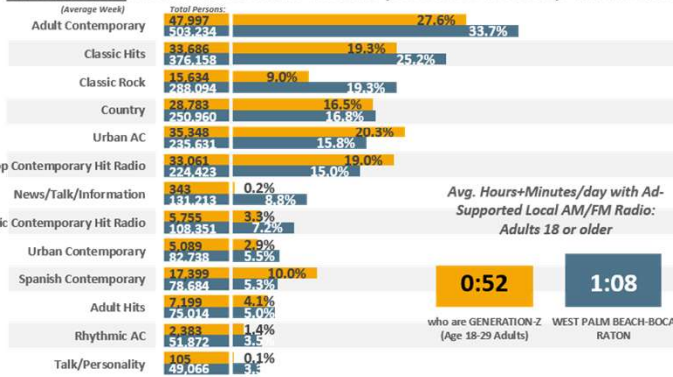
174,209 or 61.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Pop Contemporary Hit Radio, and Country.

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



■ who are GENERATION-Z (Age 18-29 Adults) ■ WEST PALM BEACH-BOCA RATON

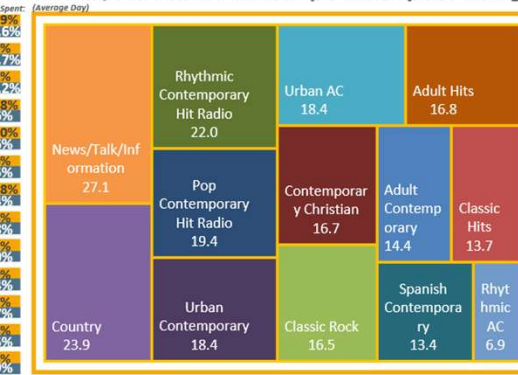
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



■ who are GENERATION-Z (Age 18-29 Adults) ■ WEST PALM BEACH-BOCA RATON

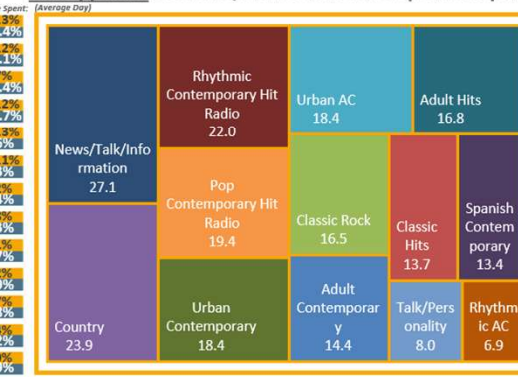
WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 266
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Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

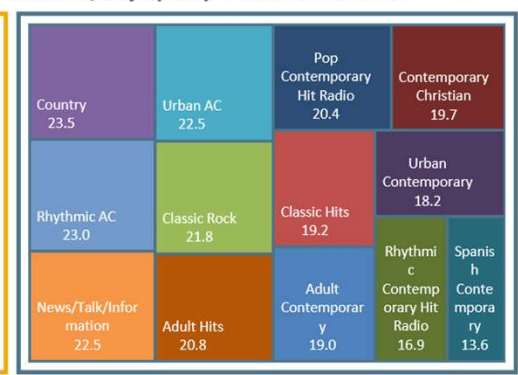


■ who are GENERATION-Z (Age 18-29 Adults)

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

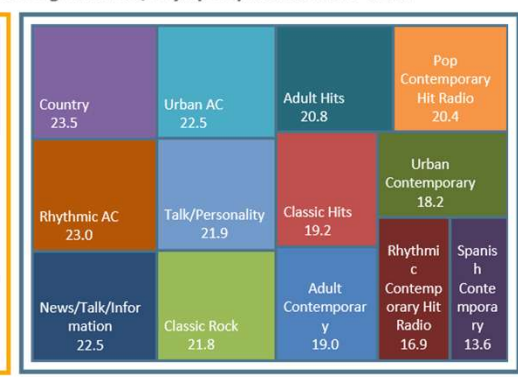


■ who are GENERATION-Z (Age 18-29 Adults)



■ WEST PALM BEACH-BOCA RATON

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



■ WEST PALM BEACH-BOCA RATON

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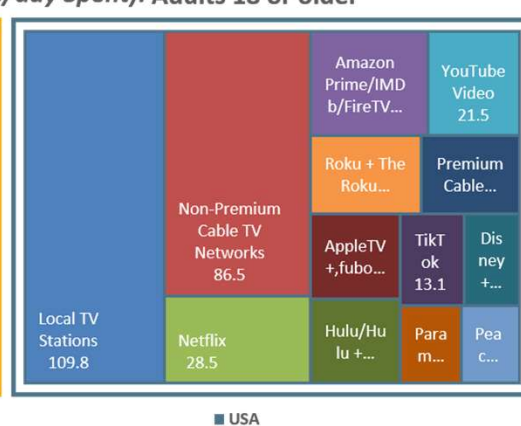
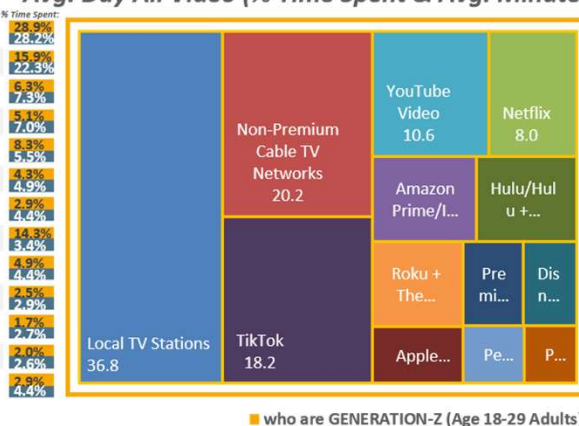
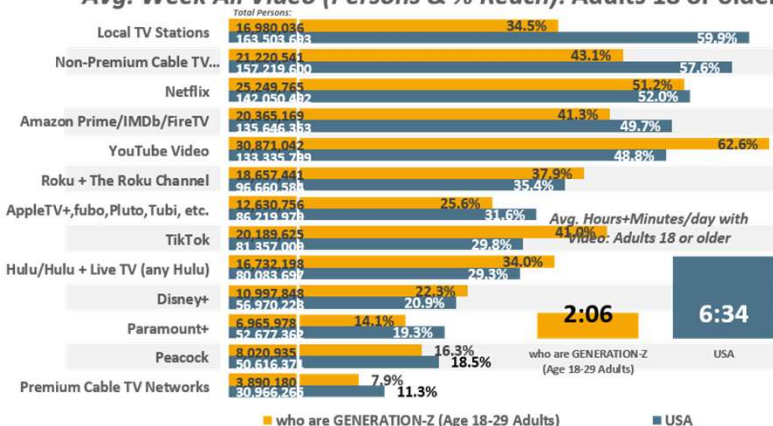
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



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

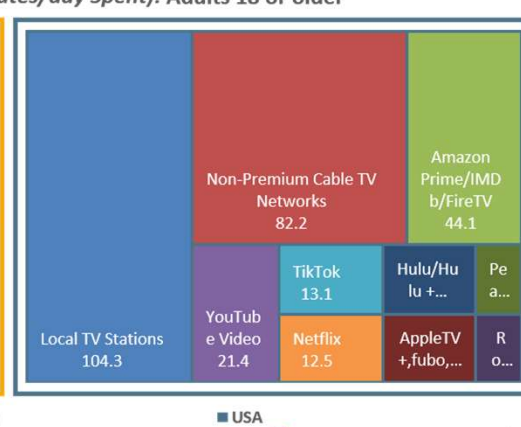
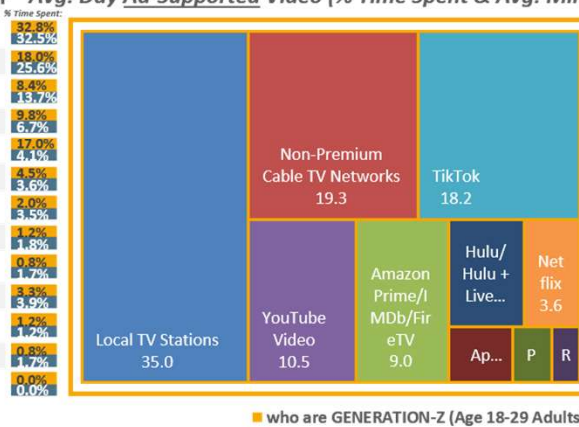
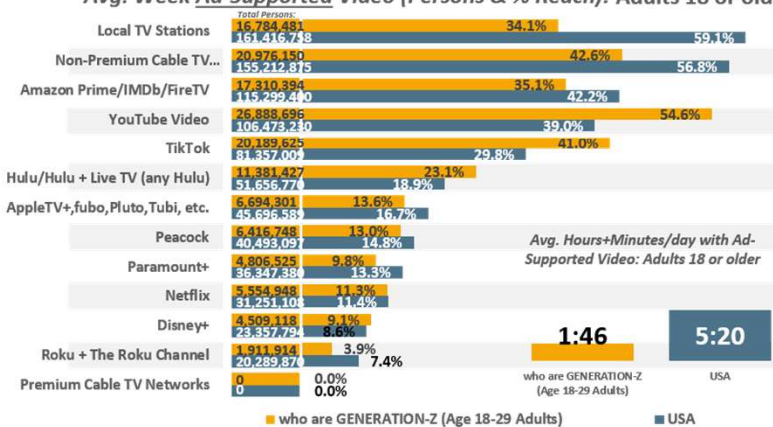
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

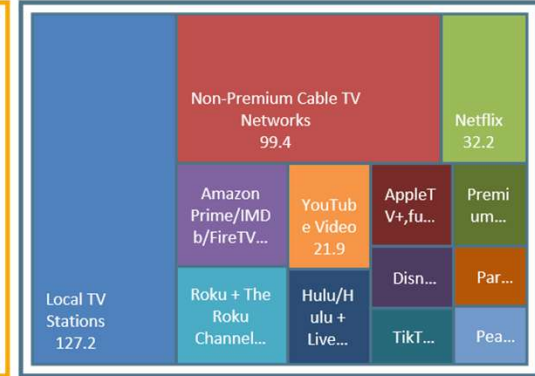
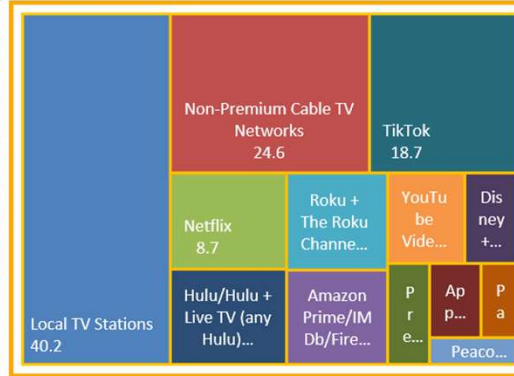
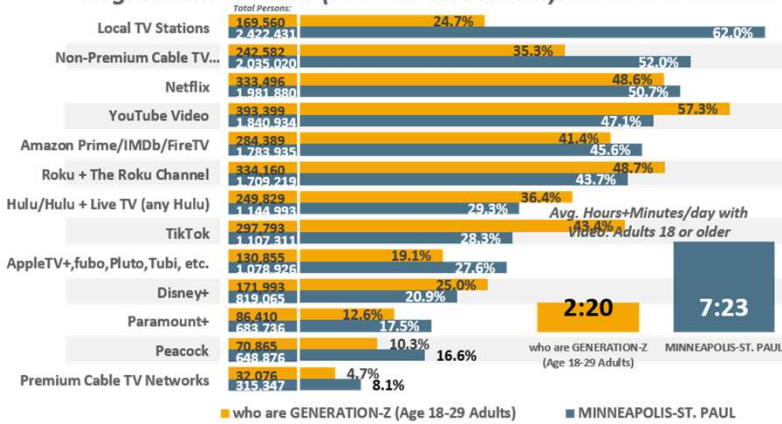




167,708 or 24.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 39.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

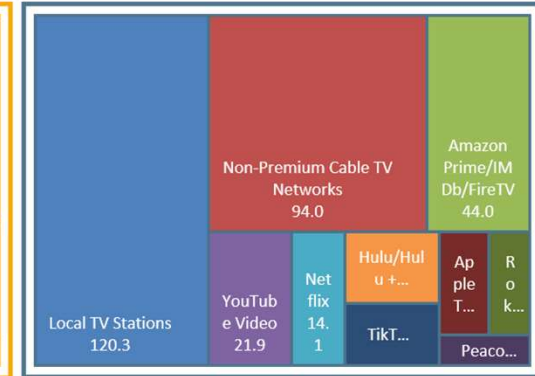
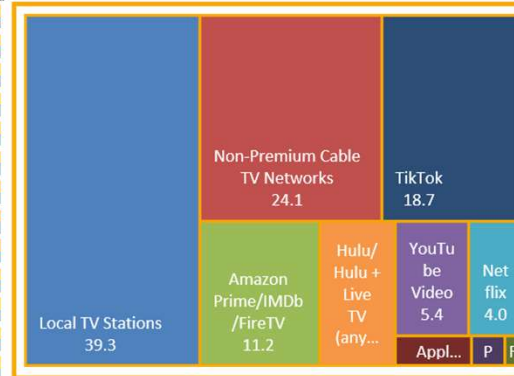
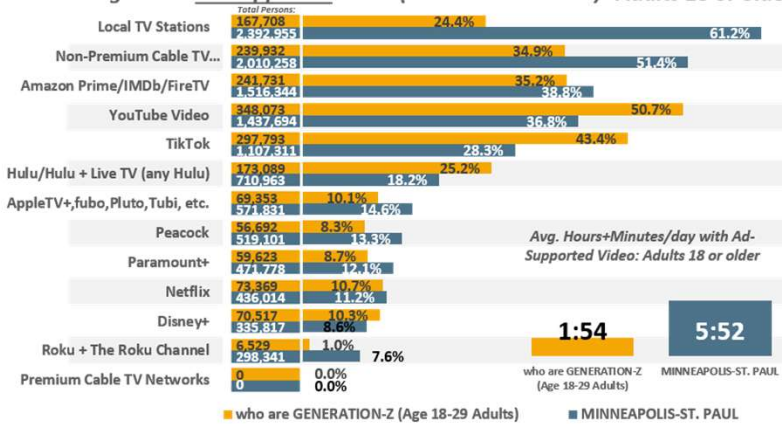
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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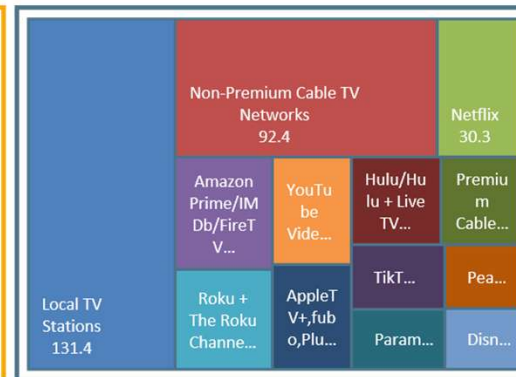
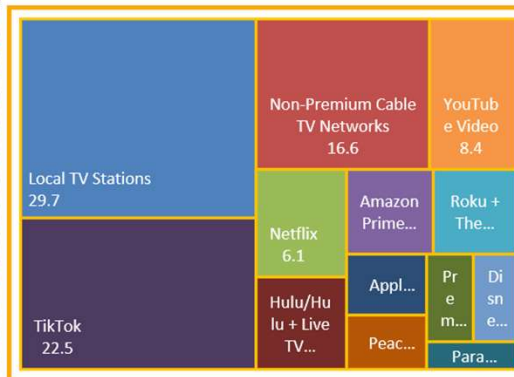
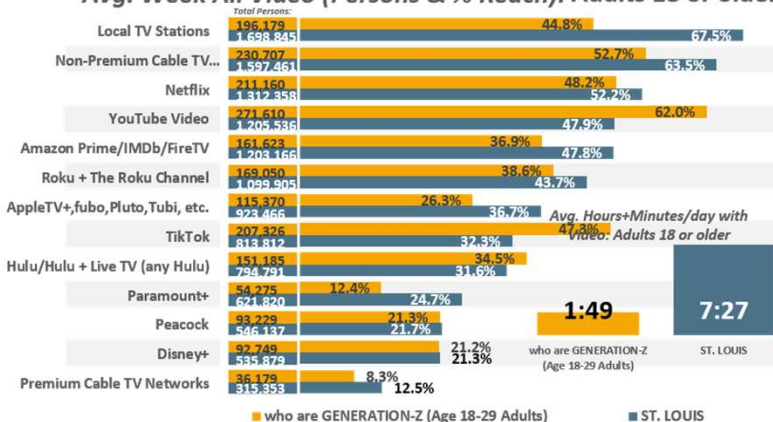
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



193,937 or 44.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 28.2 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

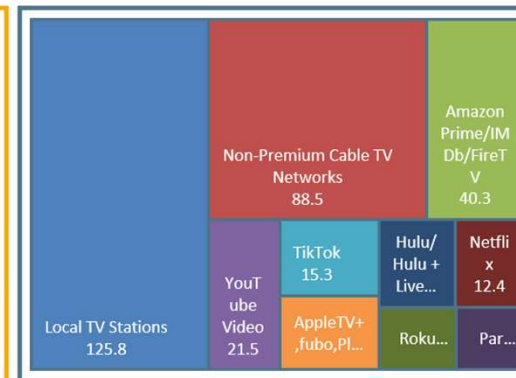
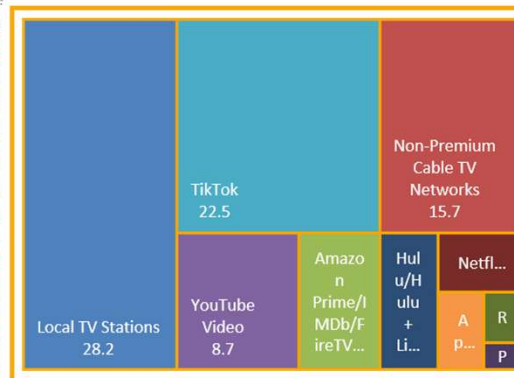
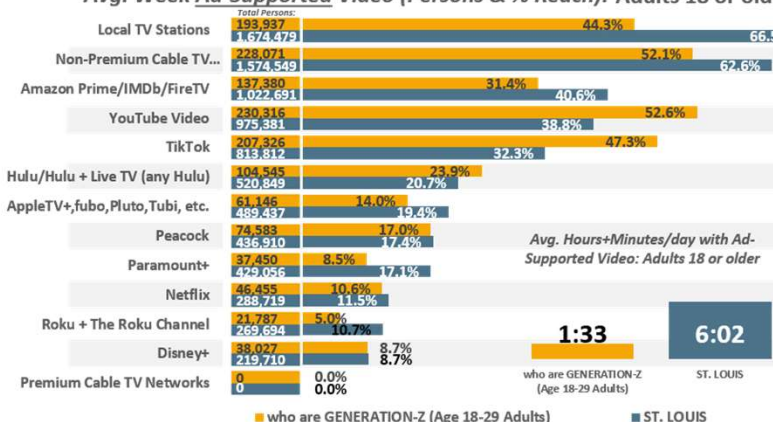
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

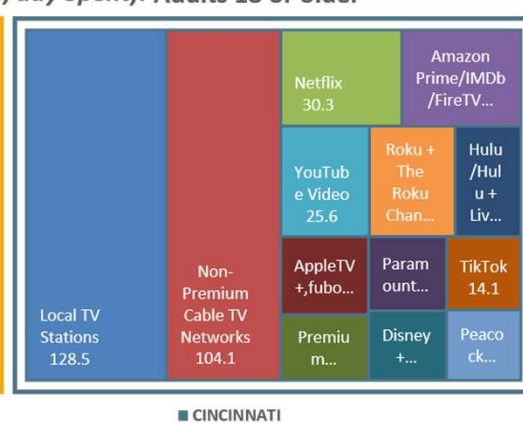
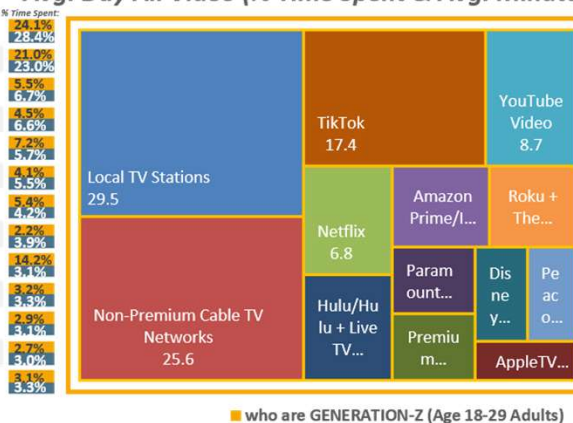
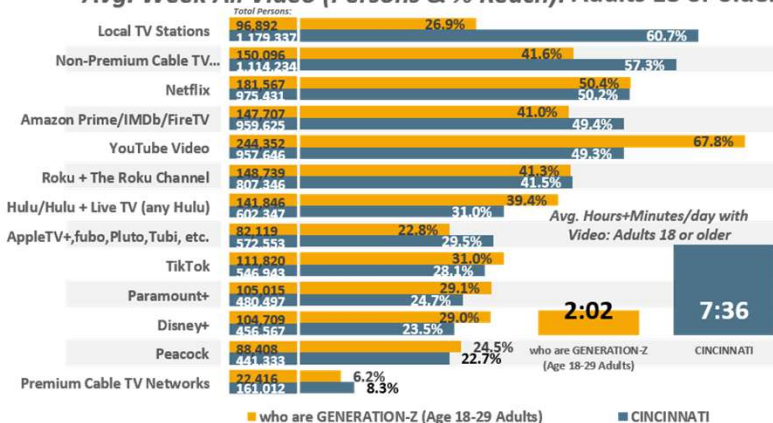




94,723 or 26.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 26.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

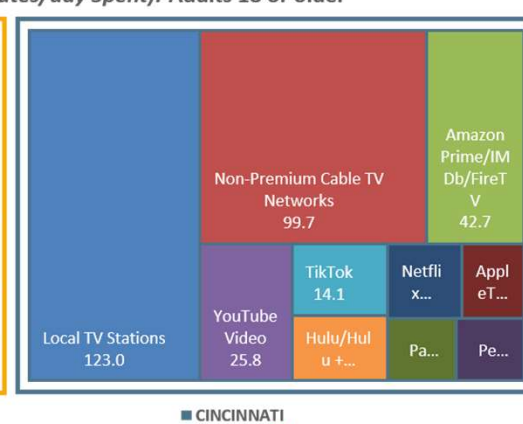
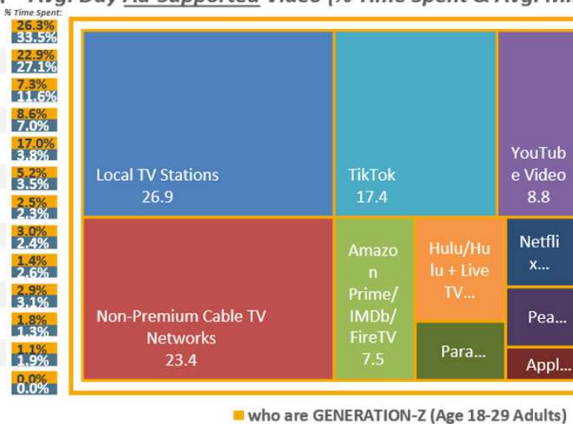
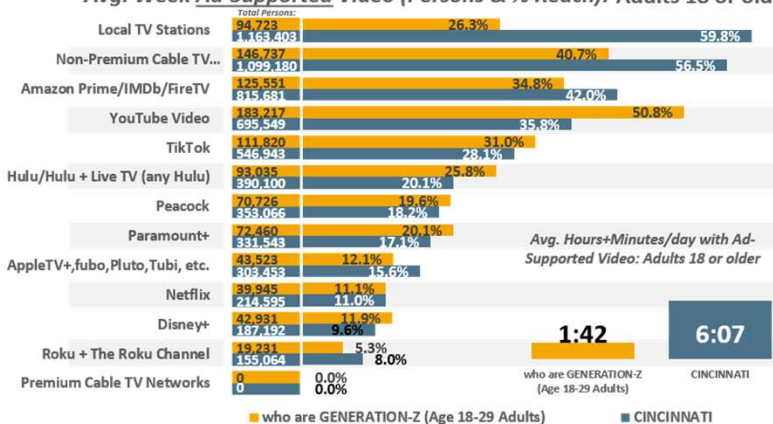
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

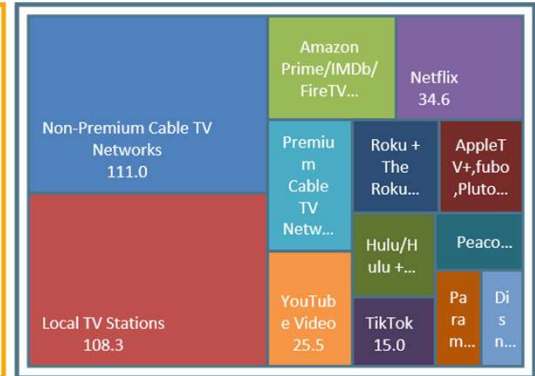
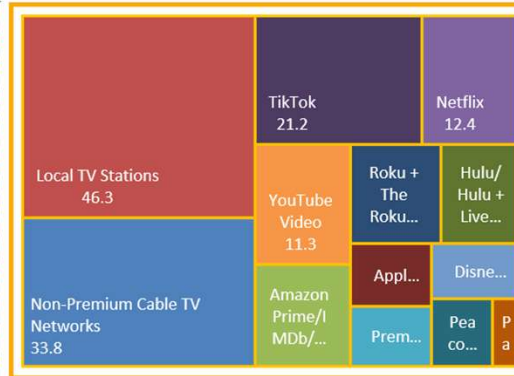
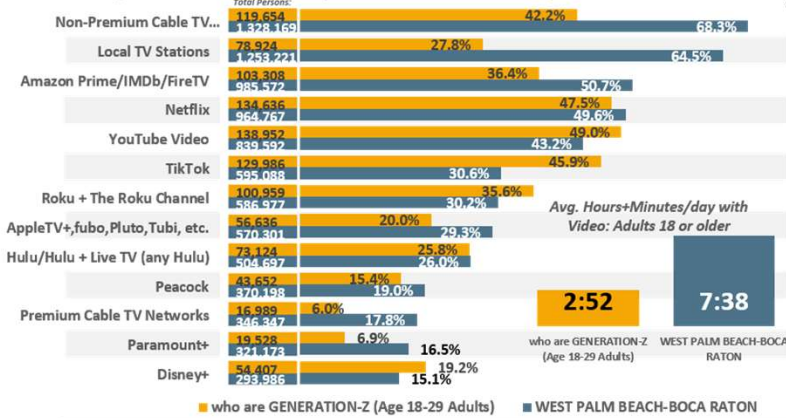




78,016 or 27.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 44.6 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

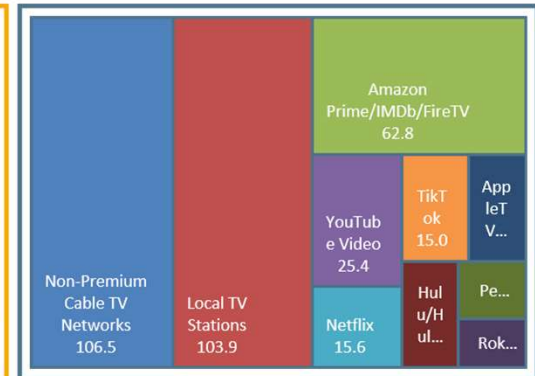
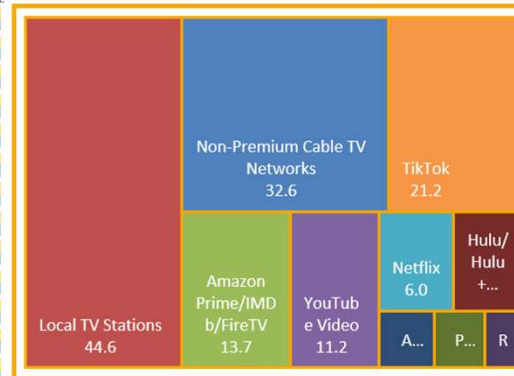
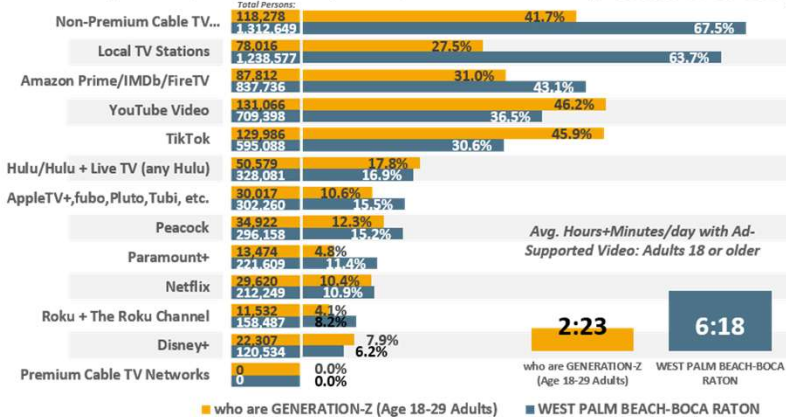
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



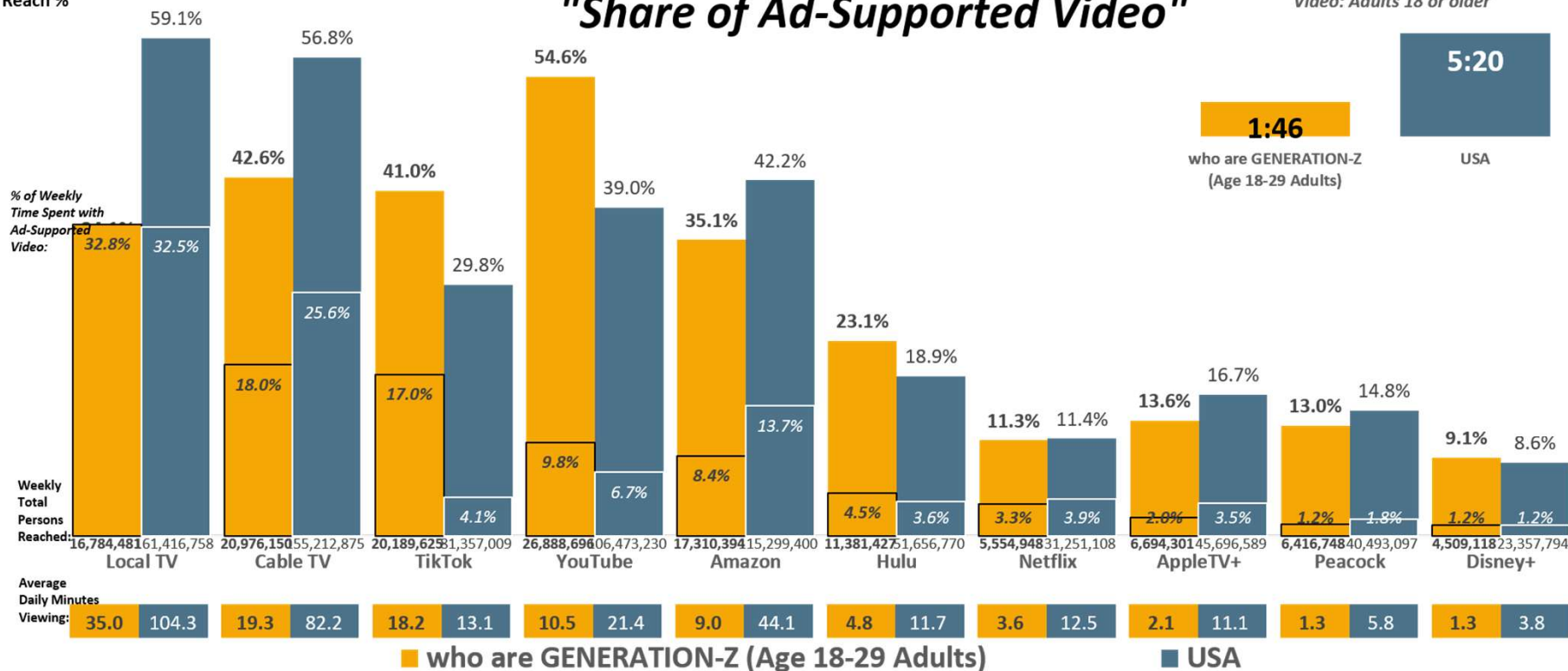


16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 35. minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

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



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

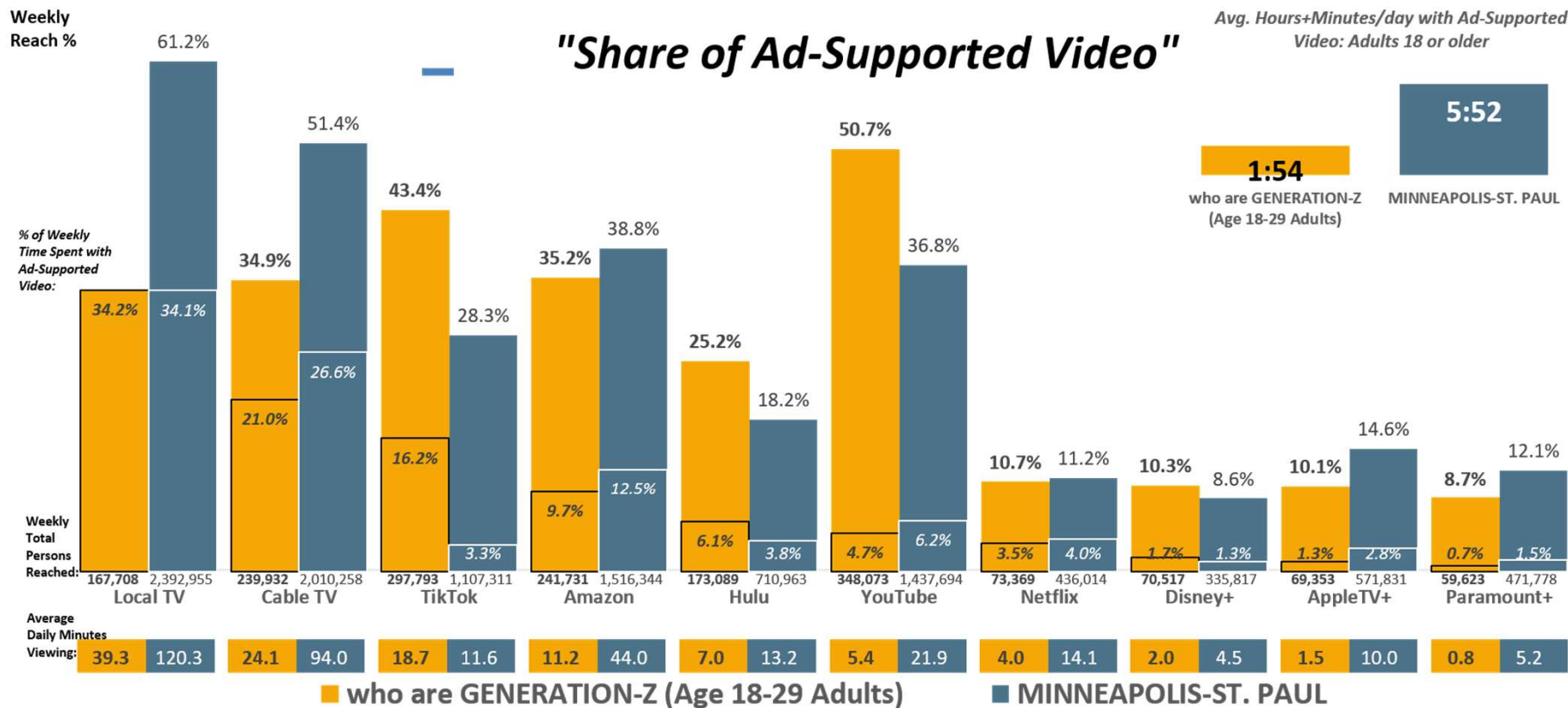
soefa.ai Share of Everything for Anything

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



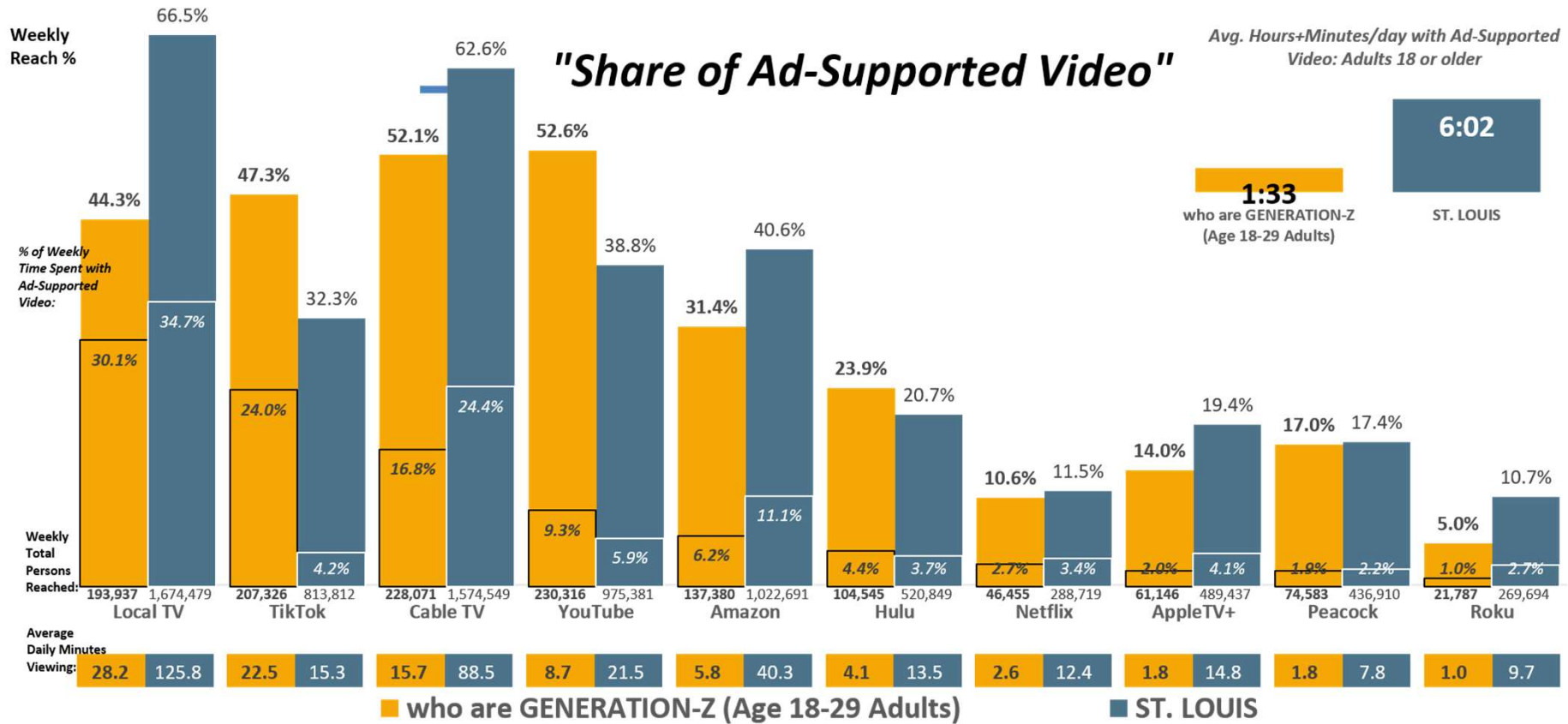
167,708 or 24.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 39.3 minutes every day representing 34.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



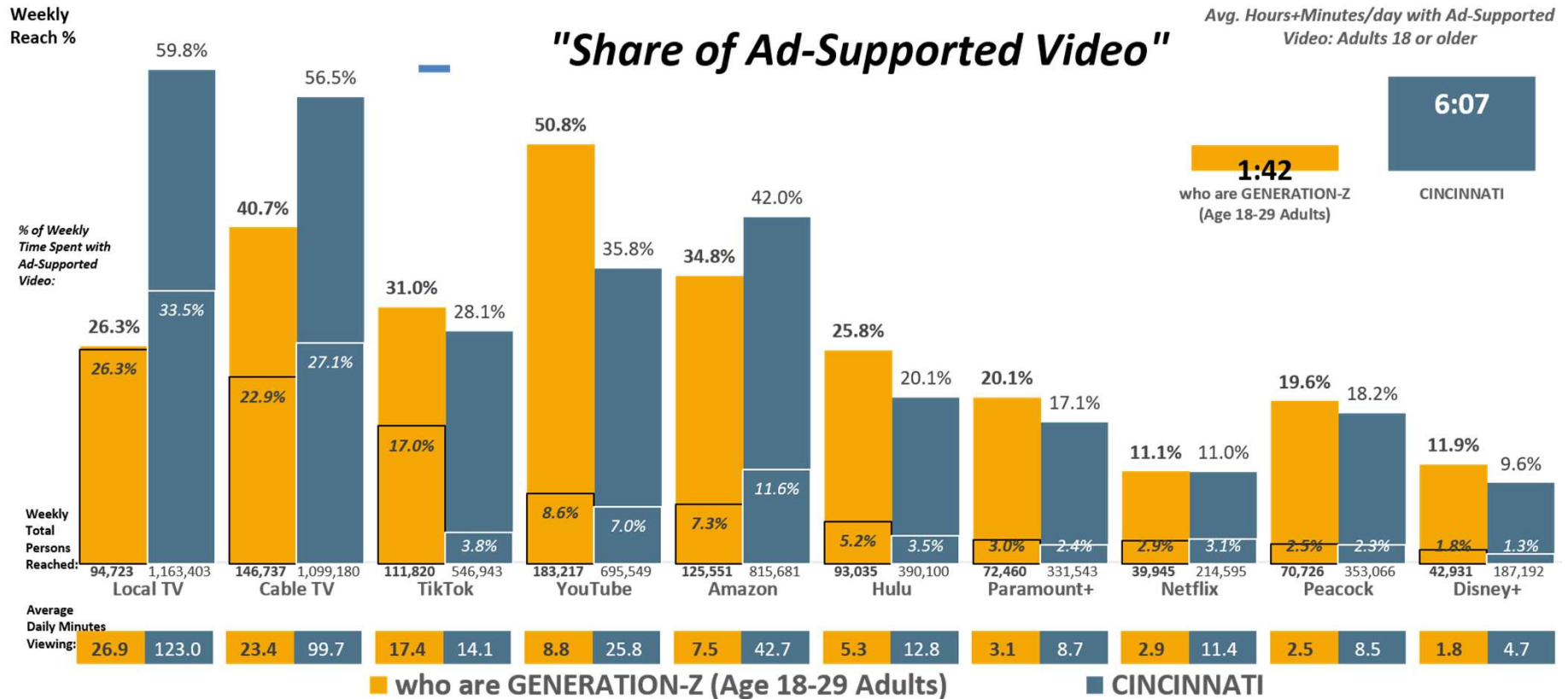


193,937 or 44.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 28.2 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.





94,723 or 26.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 26.9 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



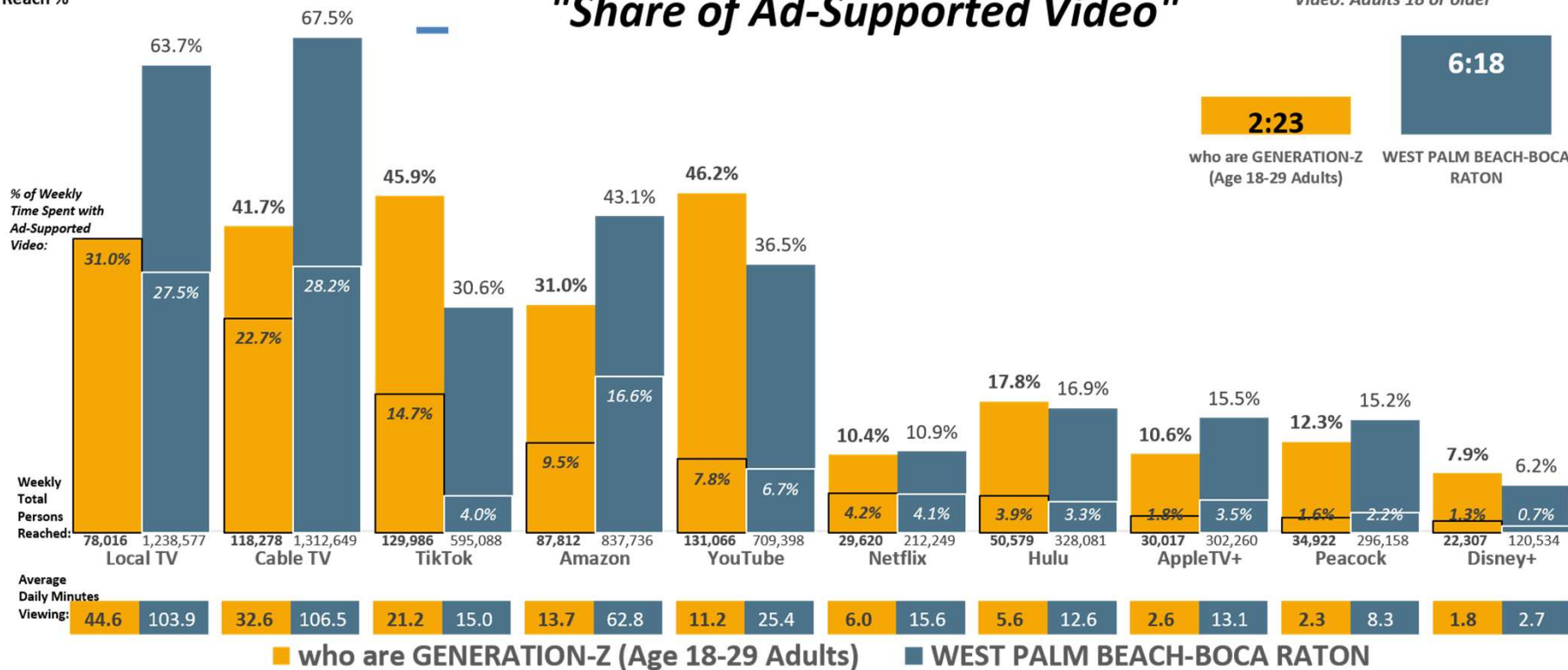


78,016 or 27.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 44.6 minutes every day representing 31.% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

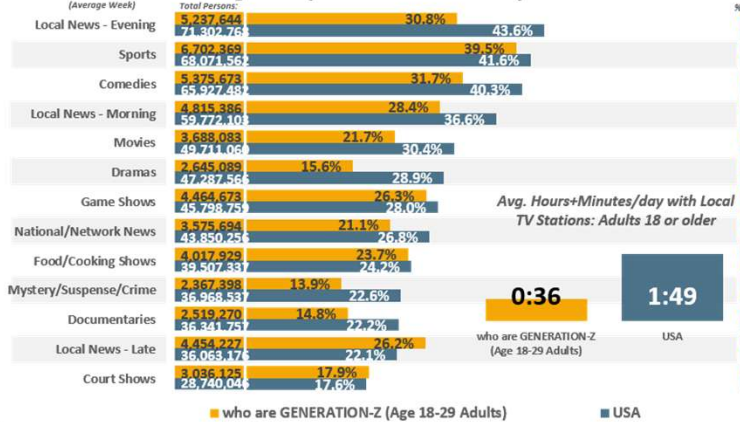
Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 18 or older



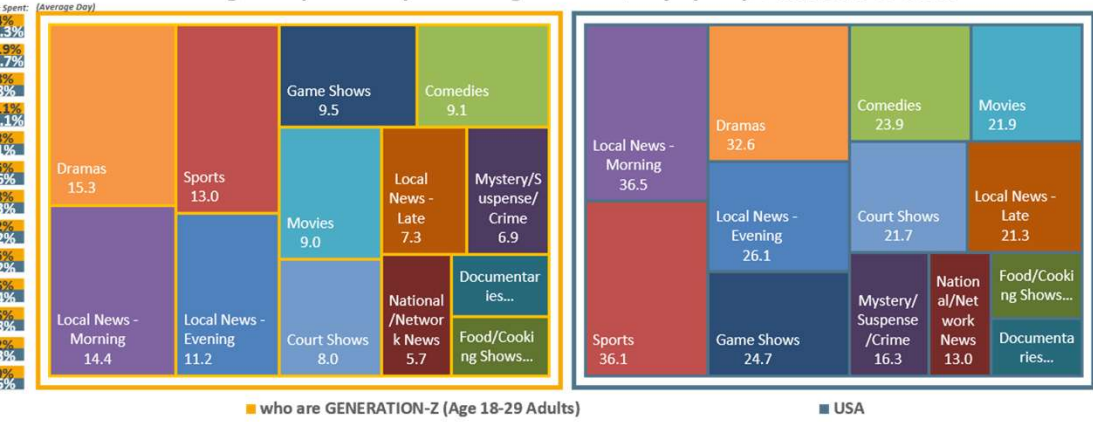


16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Local News - Late.

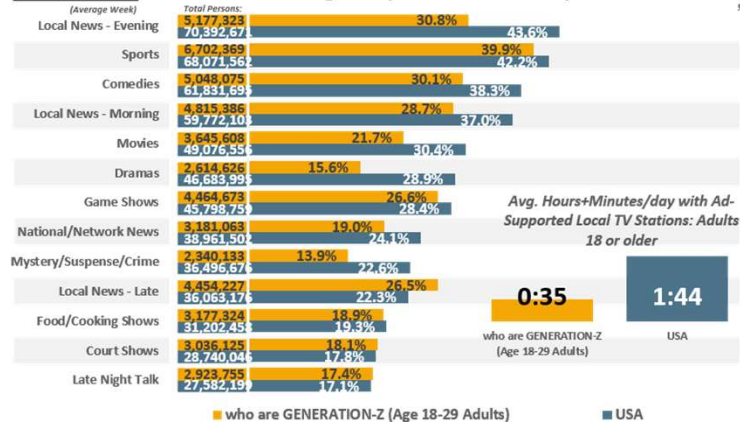
Local TV Station Programs (Persons & % Reach): Adults 18 or older



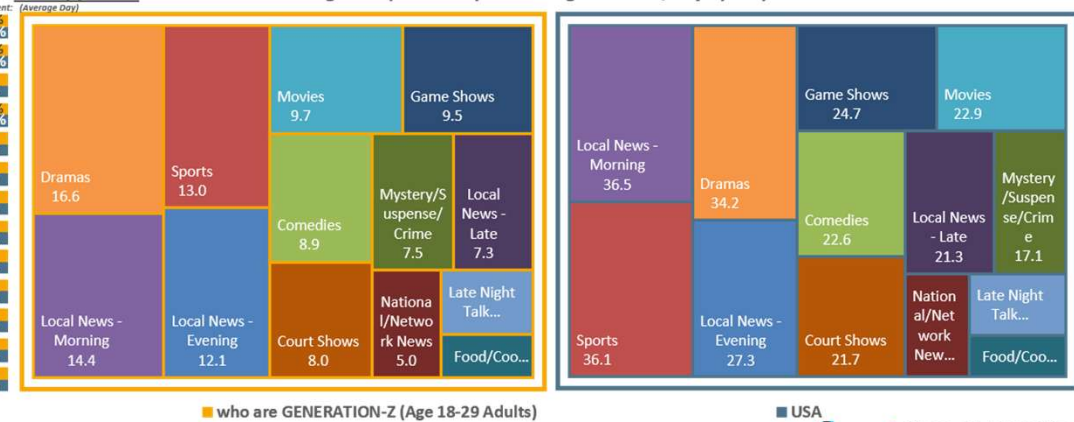
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



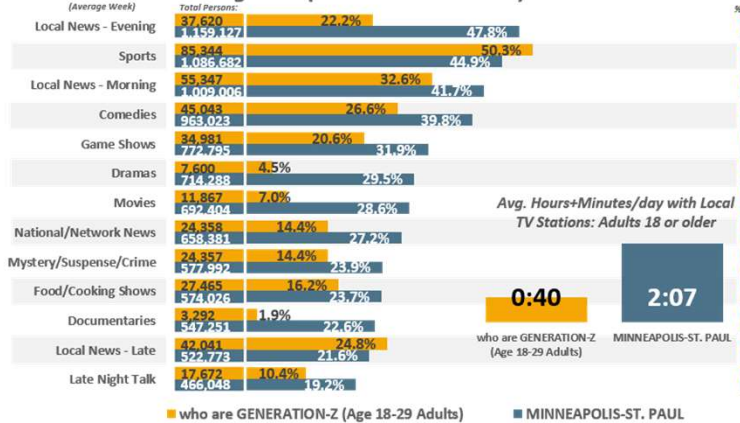
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



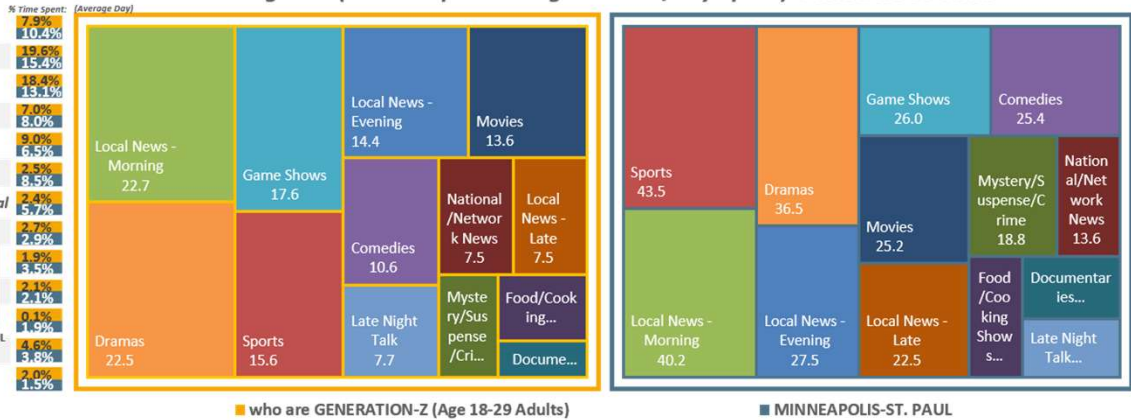


167,708 or 24.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Comedies, Local News - Late, Local News - Evening, and Game Shows.

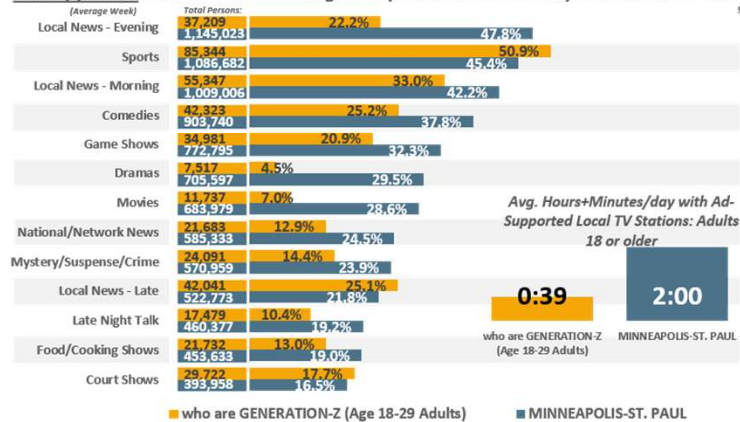
Local TV Station Programs (Persons & % Reach): Adults 18 or older



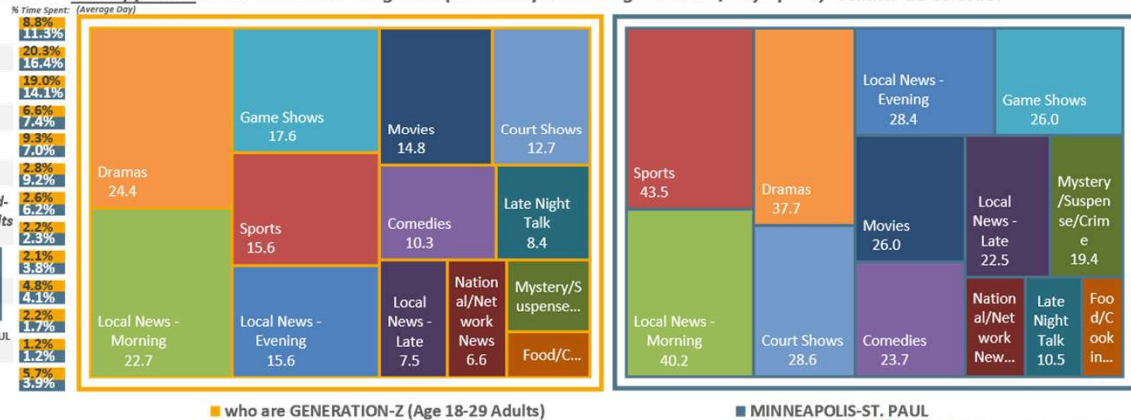
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



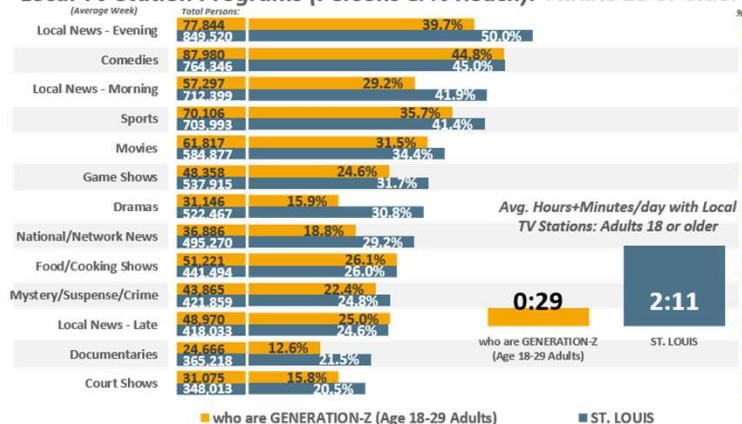
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



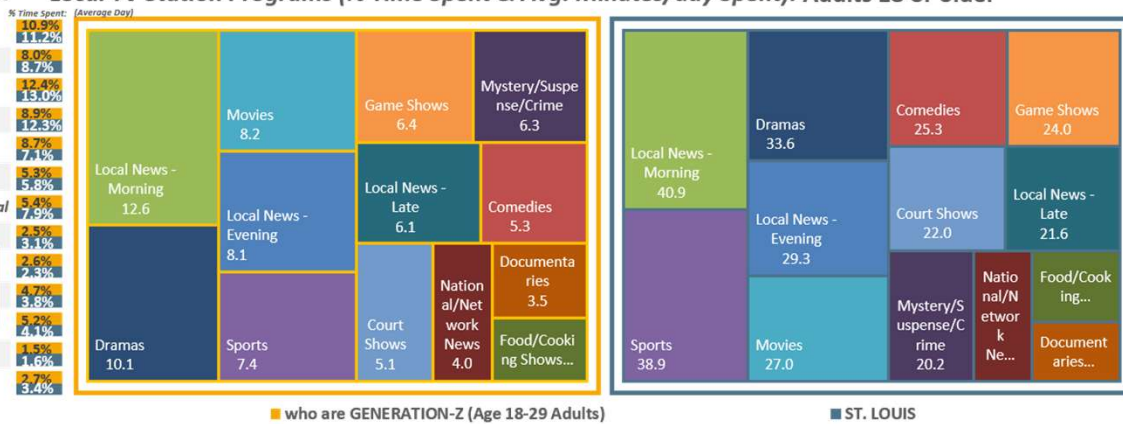


193,937 or 44.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Sports, Movies, Local News - Morning, and Local News - Late.

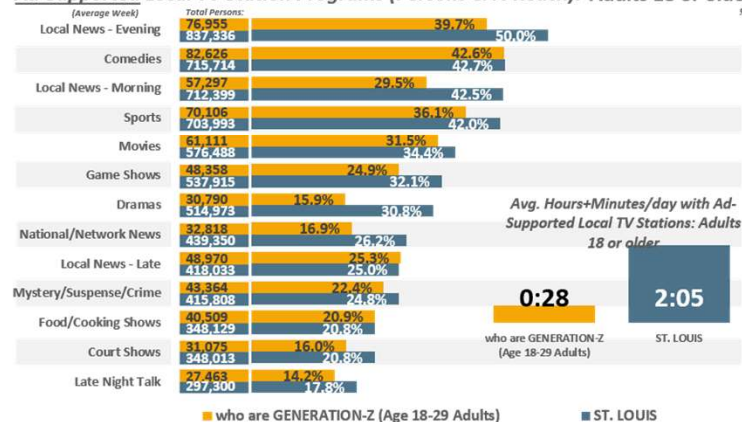
Local TV Station Programs (Persons & % Reach): Adults 18 or older



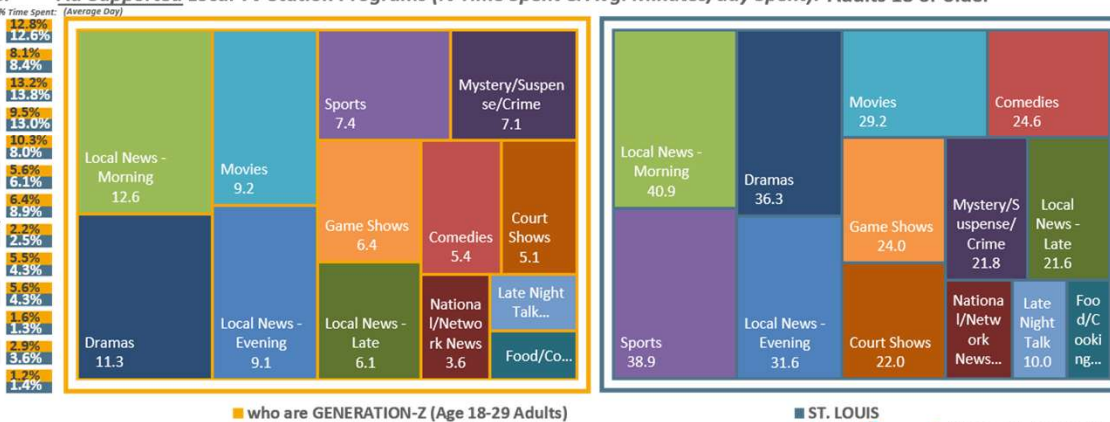
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



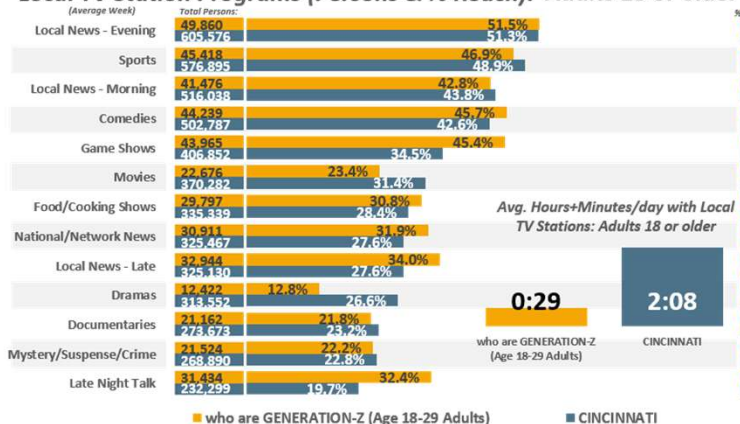
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



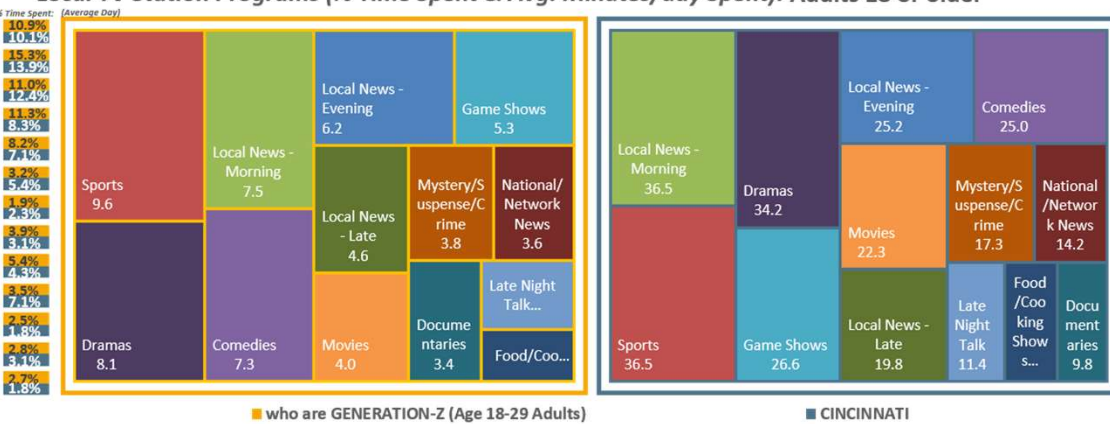


94,723 or 26.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Game Shows, Local News - Morning, Comedies, and Local News - Late.

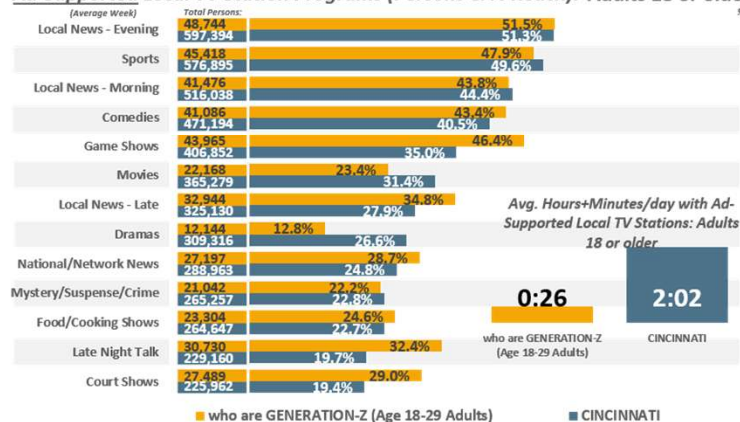
Local TV Station Programs (Persons & % Reach): Adults 18 or older



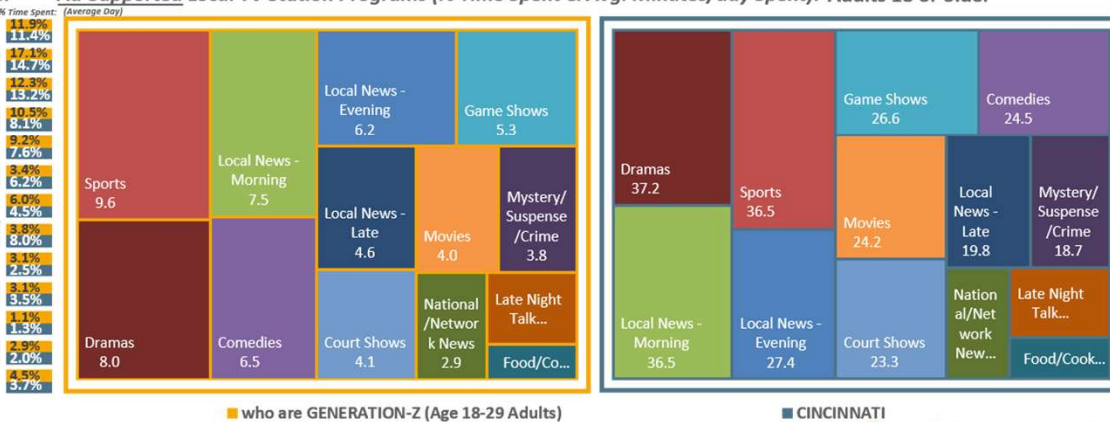
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



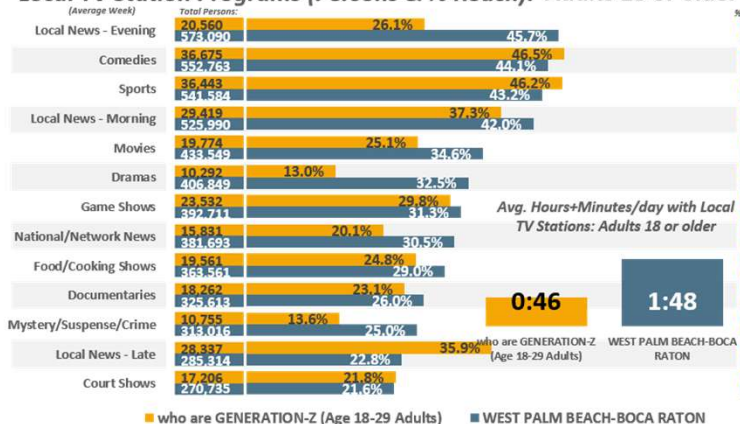
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



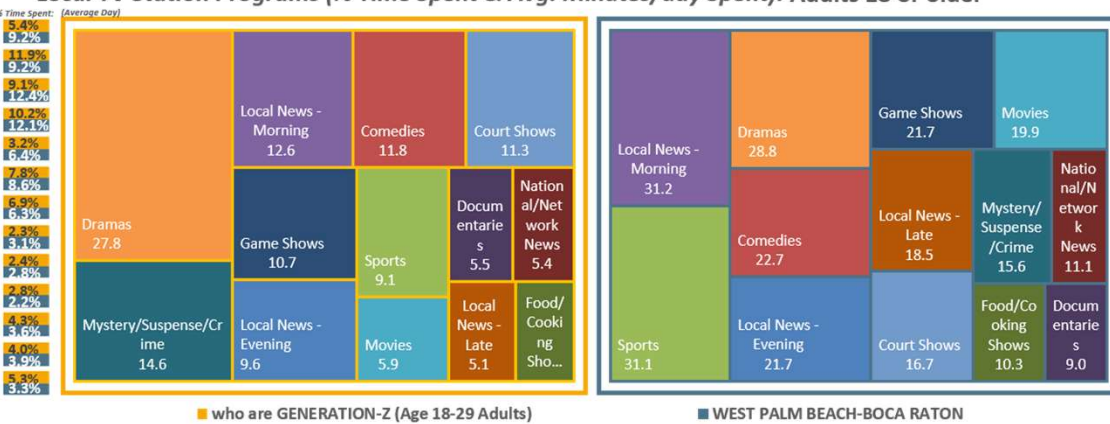


78,016 or 27.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Morning, Local News - Late, Game Shows, and Local News - Evening.

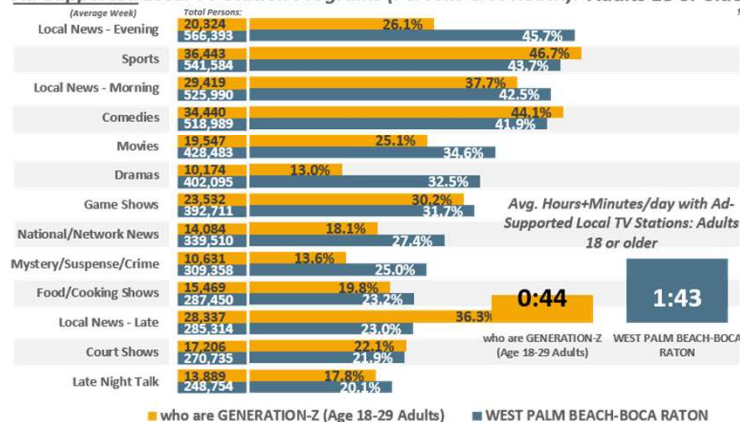
Local TV Station Programs (Persons & % Reach): Adults 18 or older



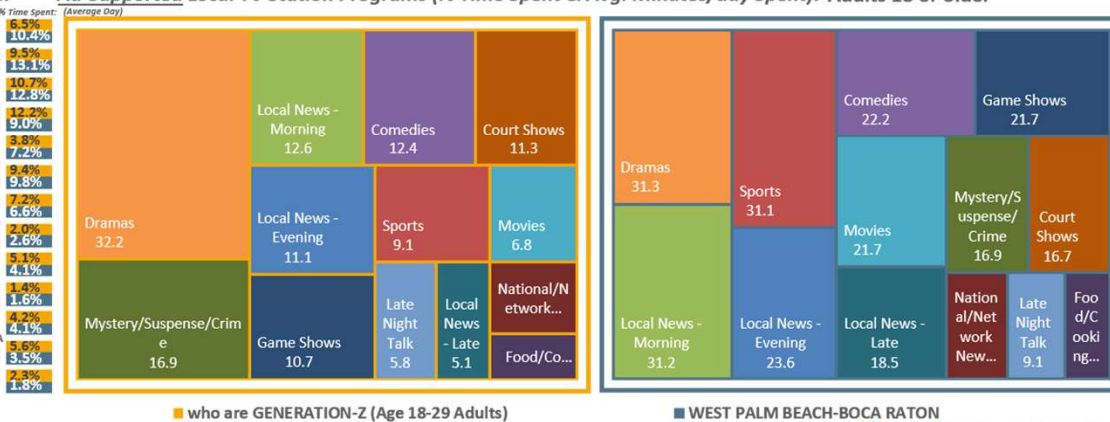
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

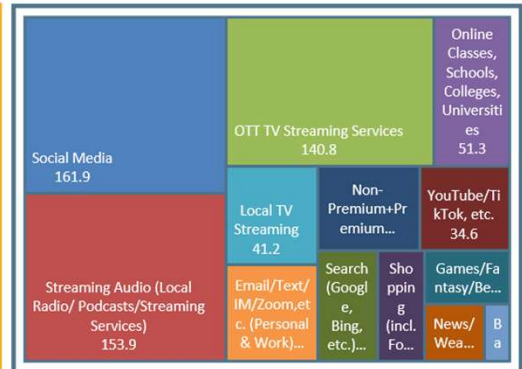
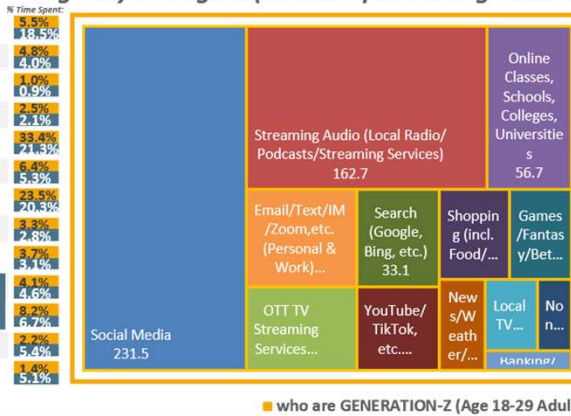
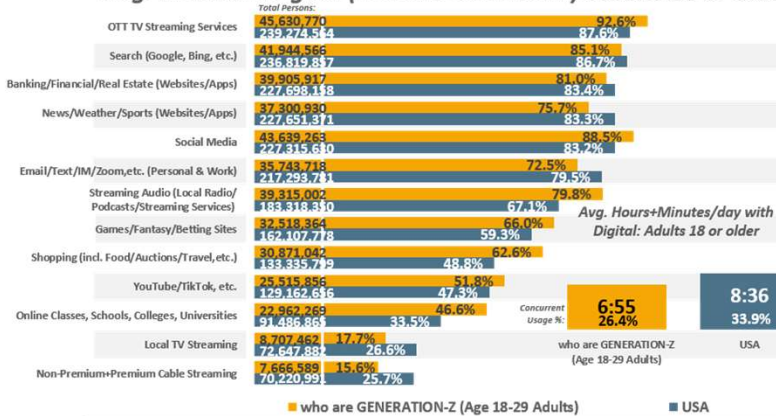




37,727,187 or 76.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 200.1 minutes every day representing 41.7% of all time spent daily with Ad-Supported Digital Media.

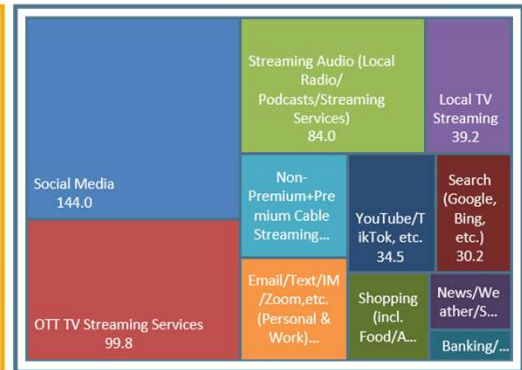
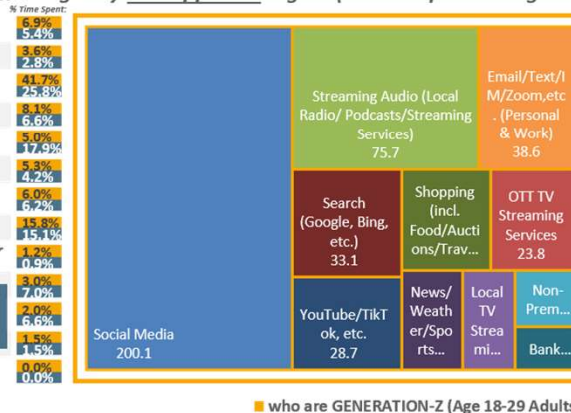
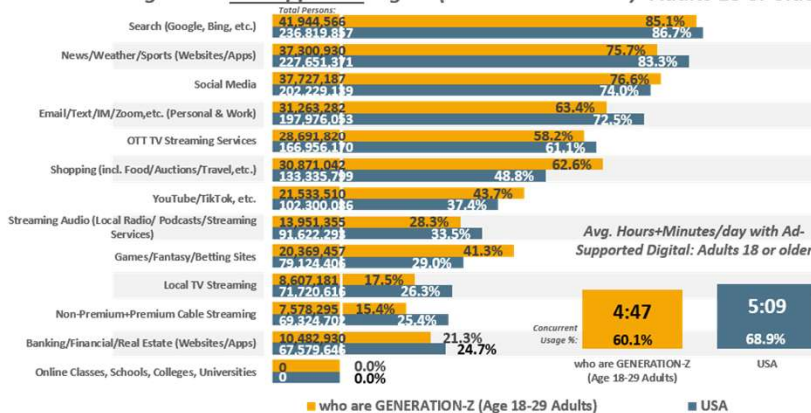
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

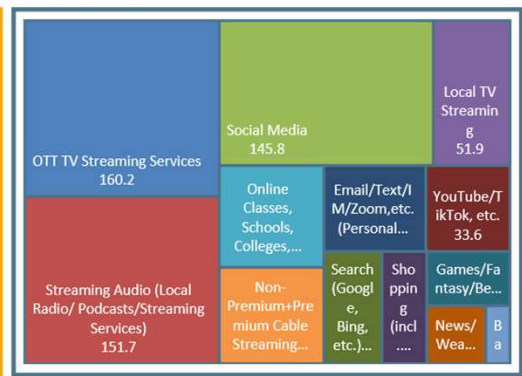
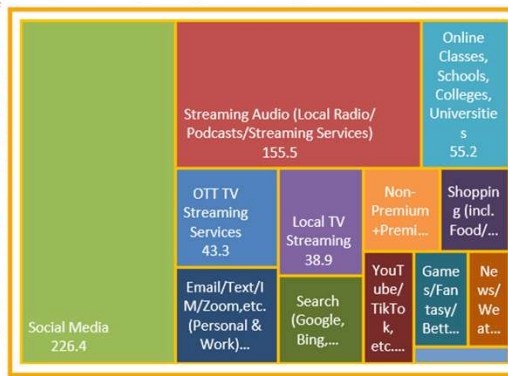
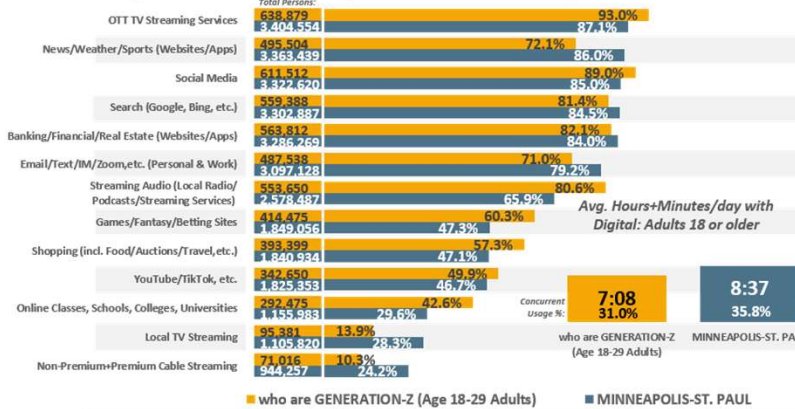




538,994 or 78.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 199.5 minutes every day representing 39.2% of all time spent daily with Ad-Supported Digital Media.

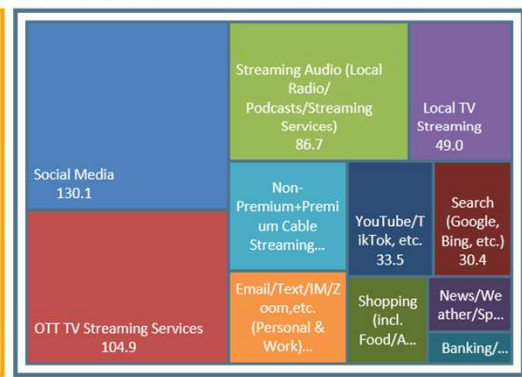
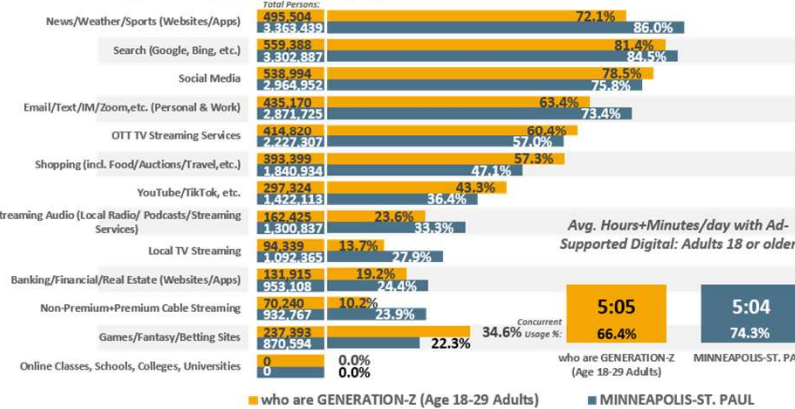
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

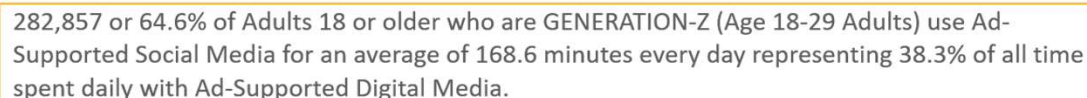
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



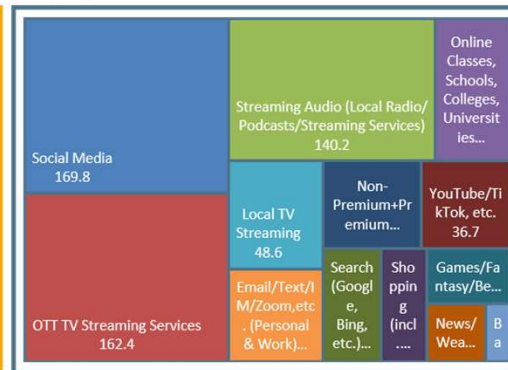
Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older

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



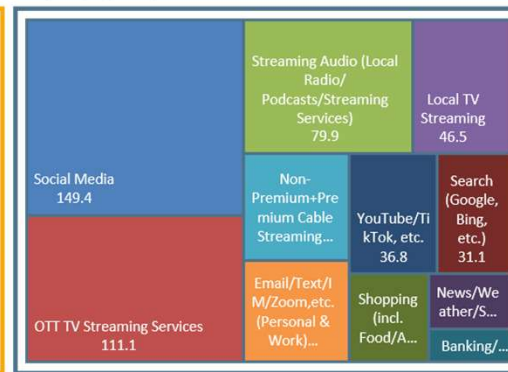


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



■ ST. LOUIS

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



■ ST. LOUIS

■ ST. LOUIS
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for Anything.

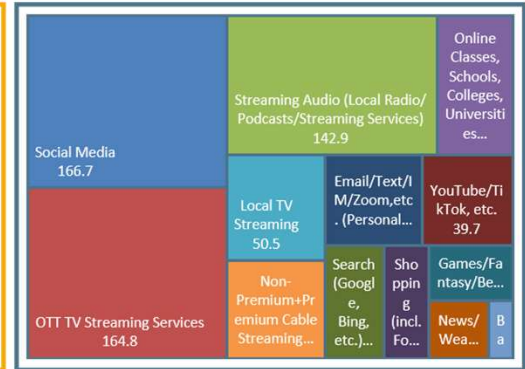
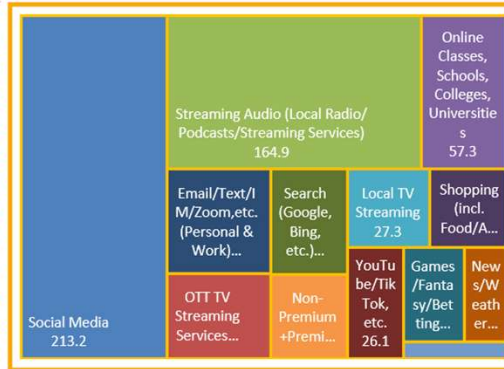
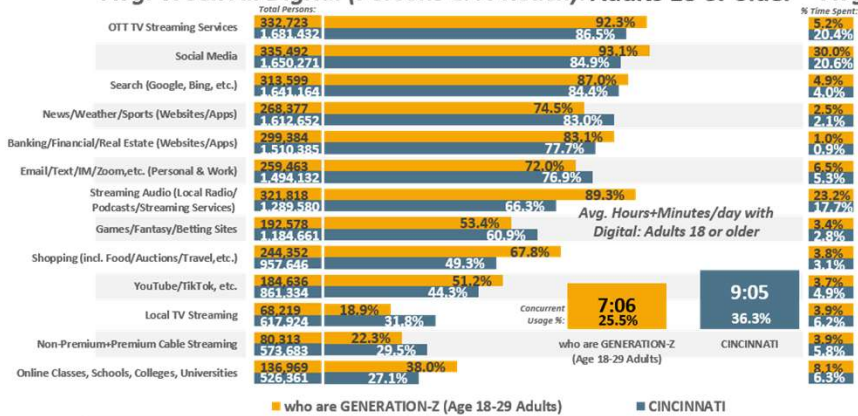
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



302,513 or 83.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 192.2 minutes every day representing 38.3% of all time spent daily with Ad-Supported Digital Media.

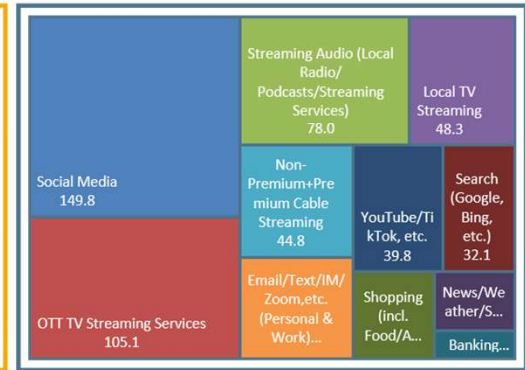
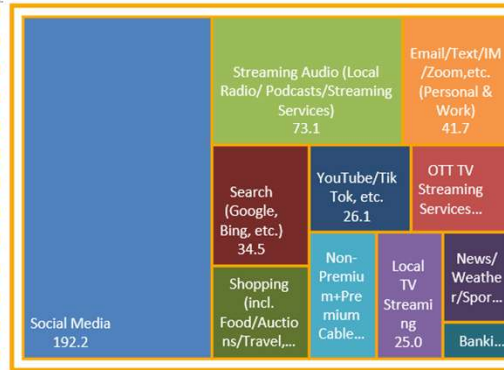
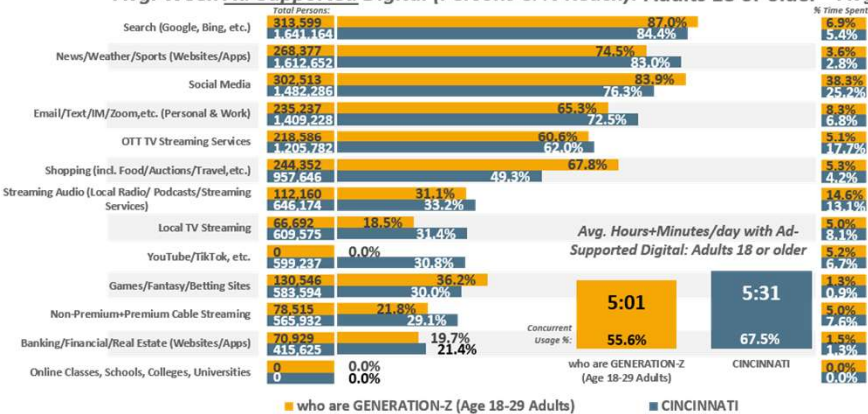
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

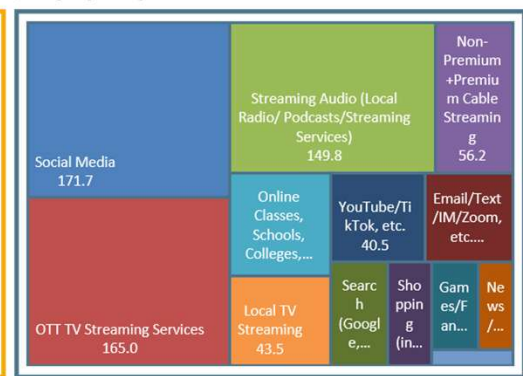
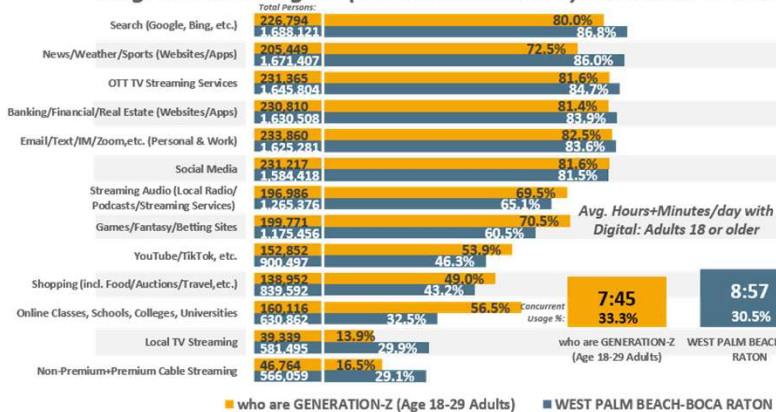




201,977 or 71.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 215. minutes every day representing 37.9% of all time spent daily with Ad-Supported Digital Media.

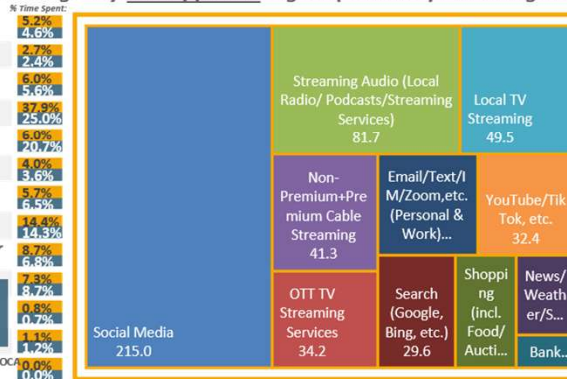
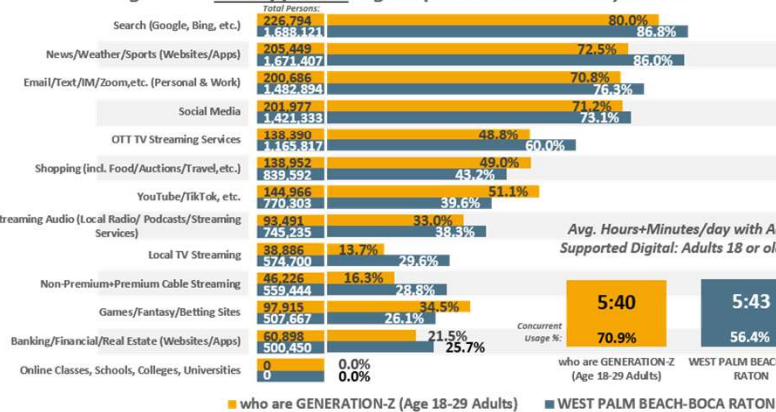
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 266
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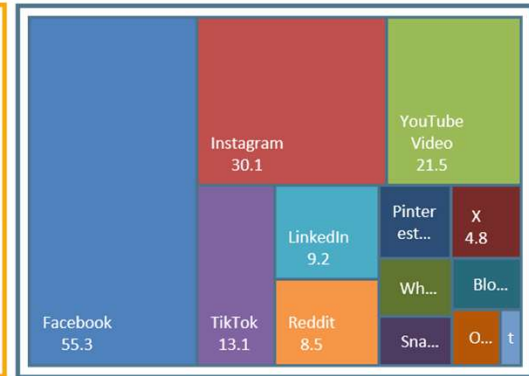
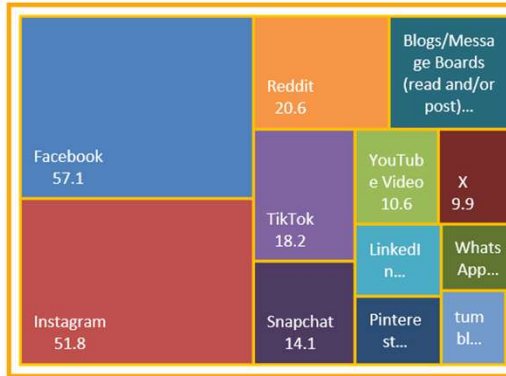
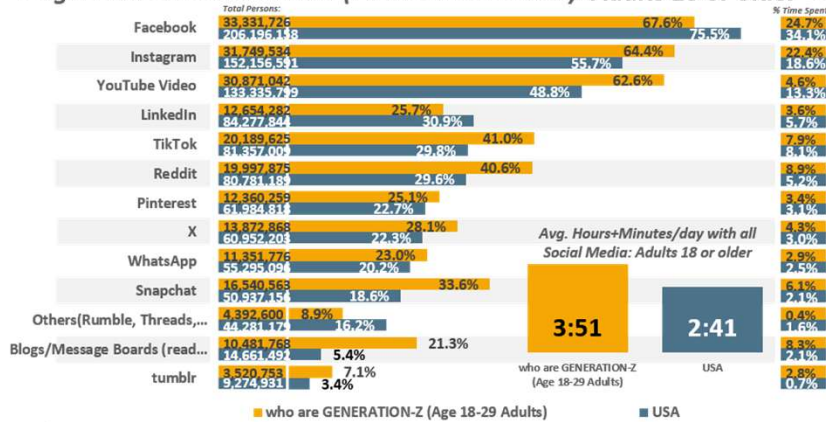
soefa.ai Share of Everything for Anything

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

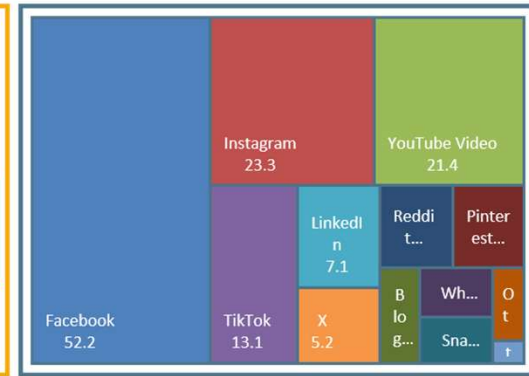
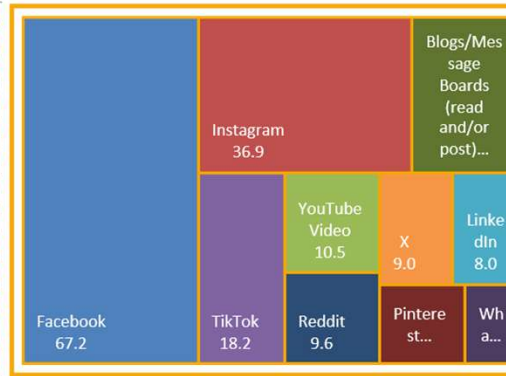
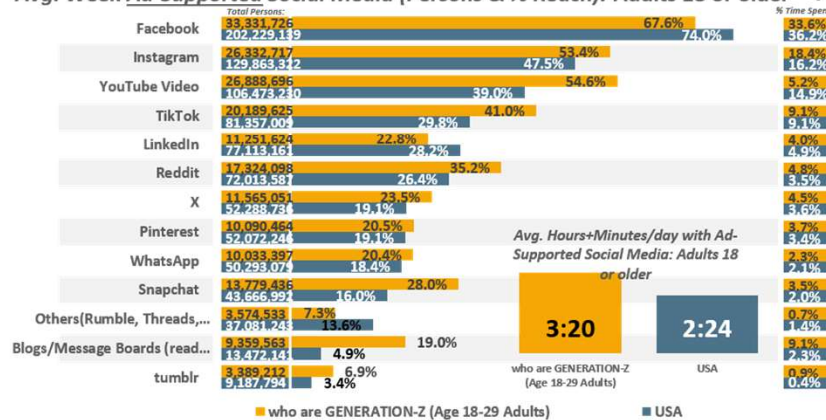


33,331,726 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 67.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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

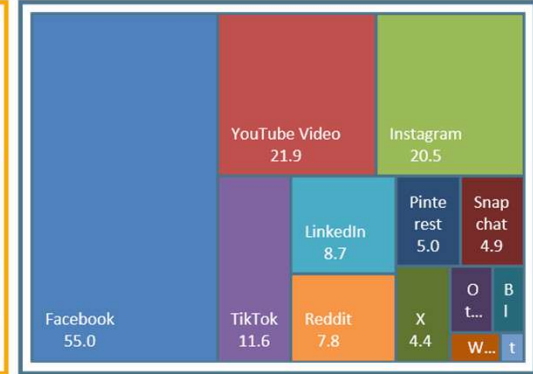
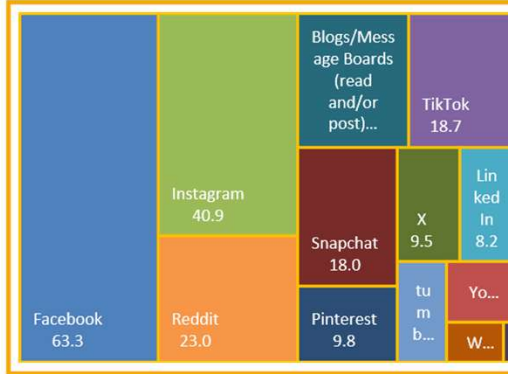
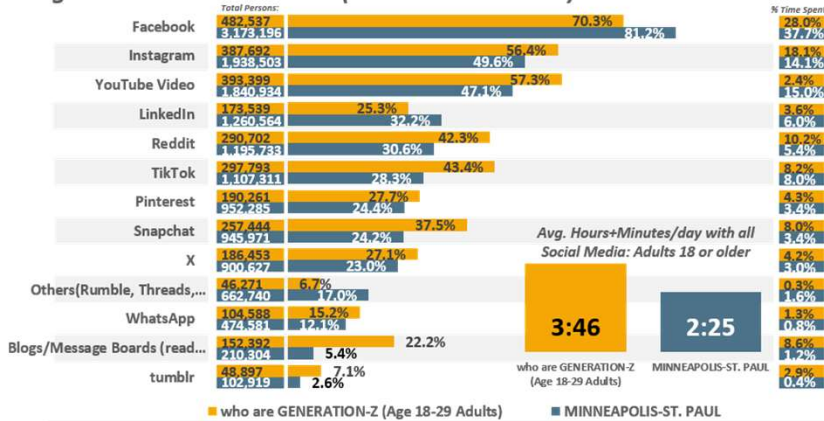
soefa.ai Share of Everything for Anything

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

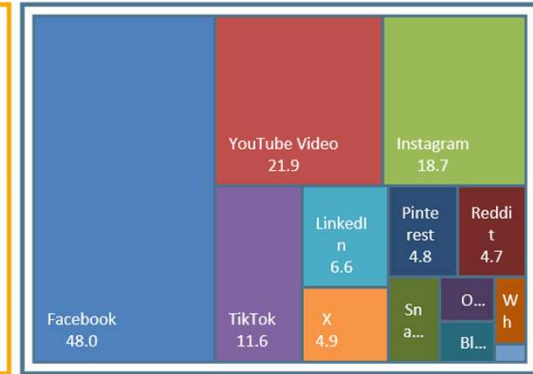
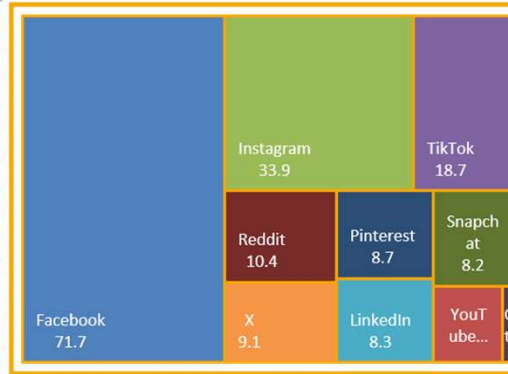
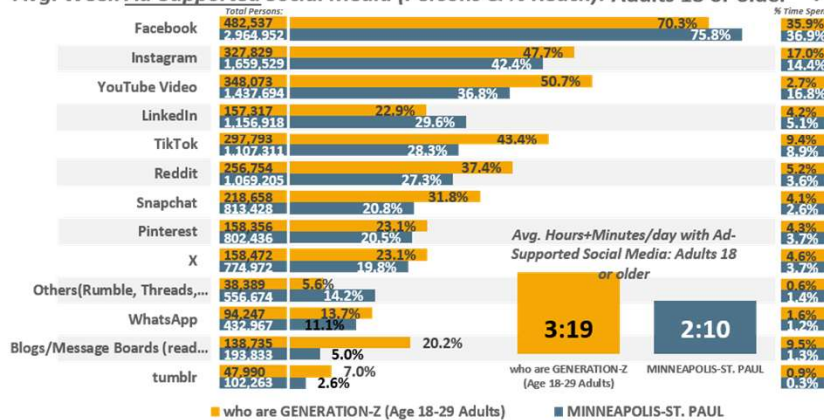


482,537 or 70.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 71.7 minutes every day representing 35.9% of all time spent daily with Ad-Supported Social Media.

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**



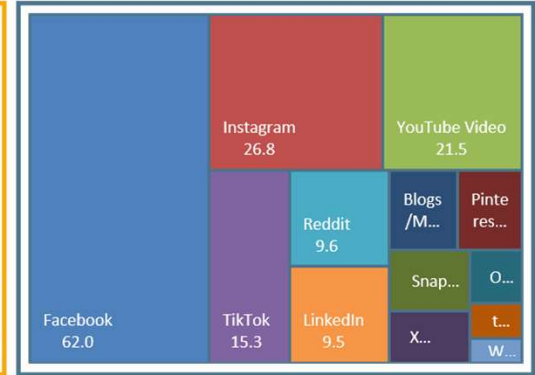
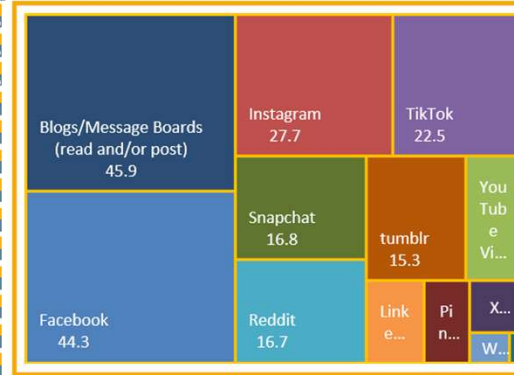
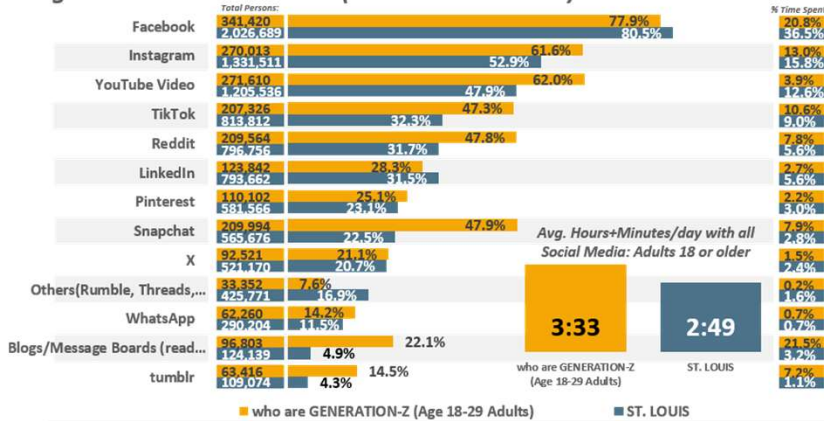
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



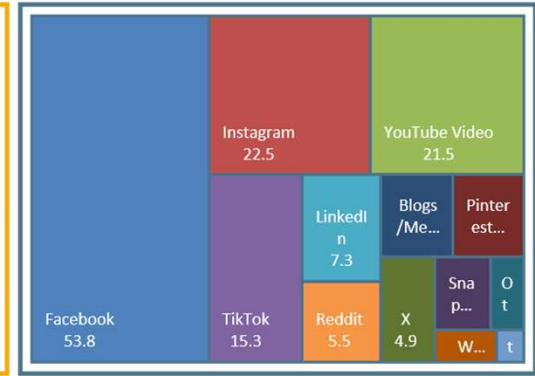
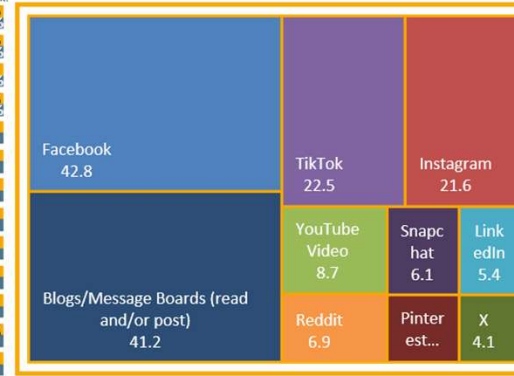
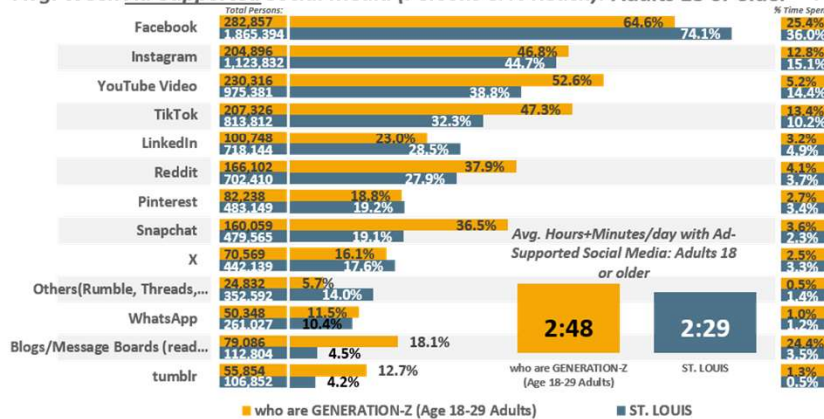


282,857 or 64.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 42.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Social Media.

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



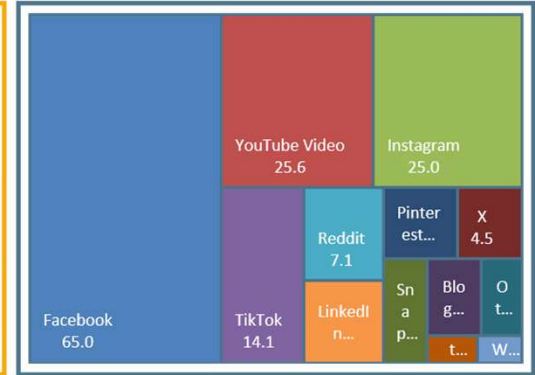
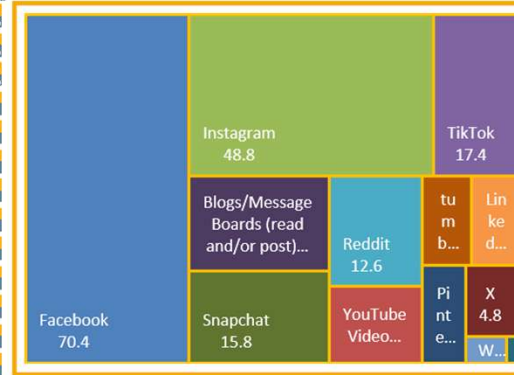
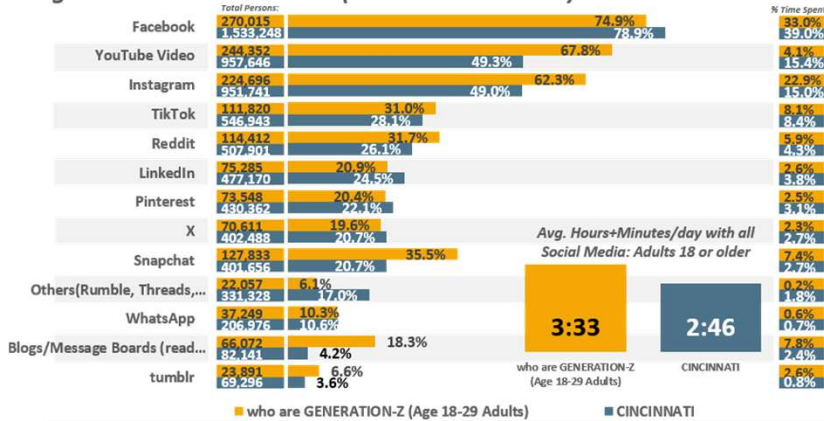
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



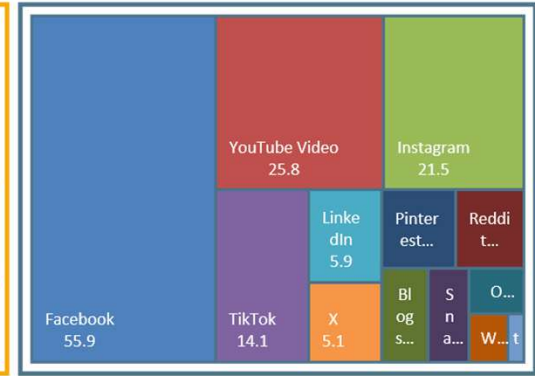
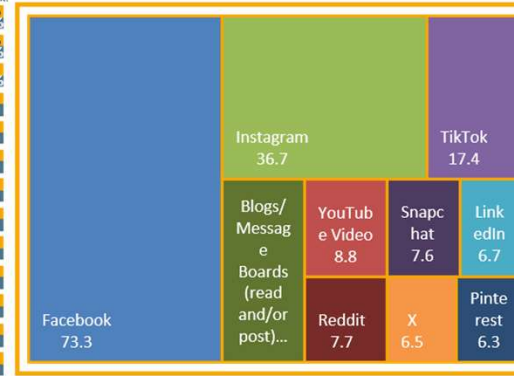
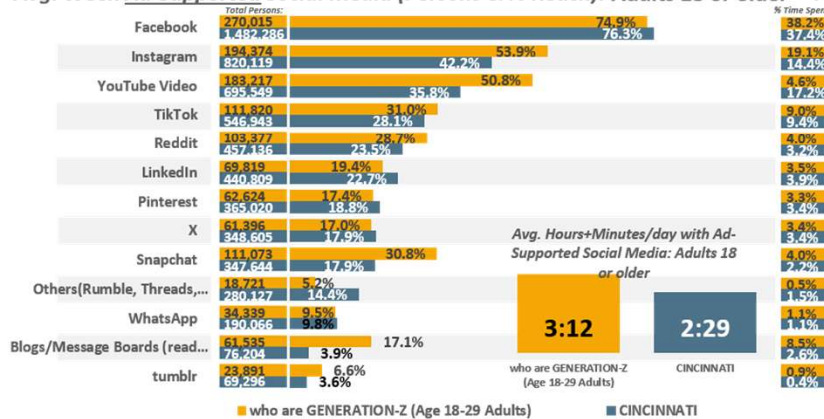


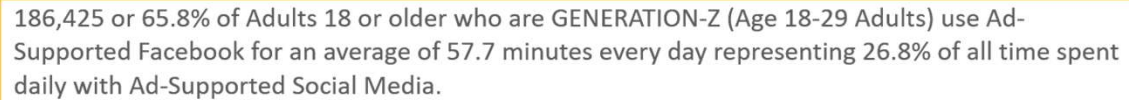
270,015 or 74.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 73.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.

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



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





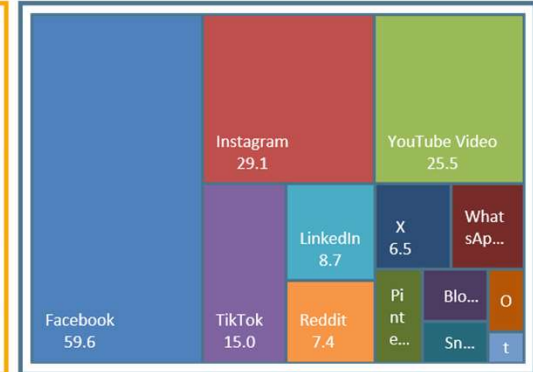
Platform	Facebook	Instagram	YouTube Video	TikTok	LinkedIn	Reddit	X	WhatsApp	Pinterest	Snapchat	Others (Rumble, Threads,...	Blogs/Message Boards (read...	tumblr
Total Persons:	186,425	205,808	138,852	129,886	72,125	110,985	107,804	105,794	77,890	106,710	5,515	54,648	32,450
% Time Spent	65.8%	72.6%	49.0%	45.9%	25.4%	39.1%	38.1%	37.3%	27.5%	37.6%	1.9%	19.3%	11.4%
% who are GENERATION-Z (Age 18-29 Adults)	17.0%	20.8%	14.9%	8.6%	2.6%	6.0%	5.7%	5.5%	3.0%	5.6%	0.0%	15.5%	5.2%
% WEST PALM BEACH-BOCA RATON	34.7%	34.0%	4.6%	8.7%	5.0%	4.5%	5.8%	3.6%	3.0%	1.6%	0.0%	14.6%	0.7%

Avg. Hours+Minutes/day with all Social Media: Adults 18 or older

4:06 (who are GENERATION-Z (Age 18-29 Adults))

2:51 (WEST PALM BEACH-BOCA RATON)

Legend: ■ who are GENERATION-Z (Age 18-29 Adults) ■ WEST PALM BEACH-BOCA RATON



Platform	Total Persons	% who are GENERATION-Z (Age 18-29 Adults)	% WEST PALM BEACH-BOCA RATON (Age 18-29 Adults)	% Time Spent
Facebook	186,425	65.8%	73.1%	26.8%
Instagram	172,476	60.8%		35.7%
YouTube Video	131,056	46.2%		17.3%
TikTok	129,986	45.9%		15.5%
LinkedIn	64,799	22.9%		9.2%
Reddit	574,983	27.0%		16.5%
WhatsApp	97,149	34.3%		9.9%
X	471,937	24.6%		9.7%
Pinterest	94,482	33.3%		3.3%
Snapchat	429,615	22.8%		4.6%
Others (Tumblr, Threads, etc.)	98,868	32.1%		3.8%
Blogs/Message Boards (read-only)	425,158	21.9%		3.2%
tumblr	64,250	22.7%		3.1%
	842,001	17.6%		2.5%
	89,824	31.7%		4.1%
	276,436	14.2%		3.4%
	4,335	1.6%		3.3%
	244,423	12.6%		1.7%
	49,302	4.1%		0.1%
	76,304			17.5%
	34,568	3.3%		2.6%
	63,788			0.2%

■ who are GENERATION-Z (Age 18-29 Adults)
 ■ WEST PALM BEACH-BOCA RATON

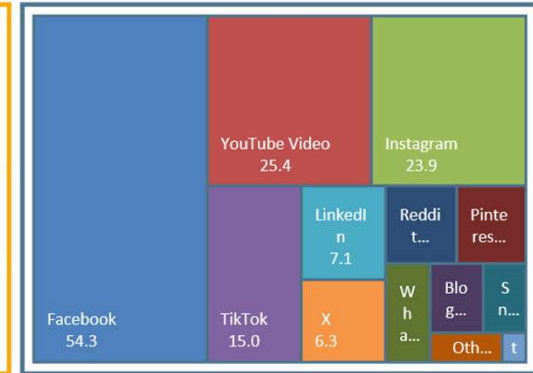
Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 18 or older

3:34

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

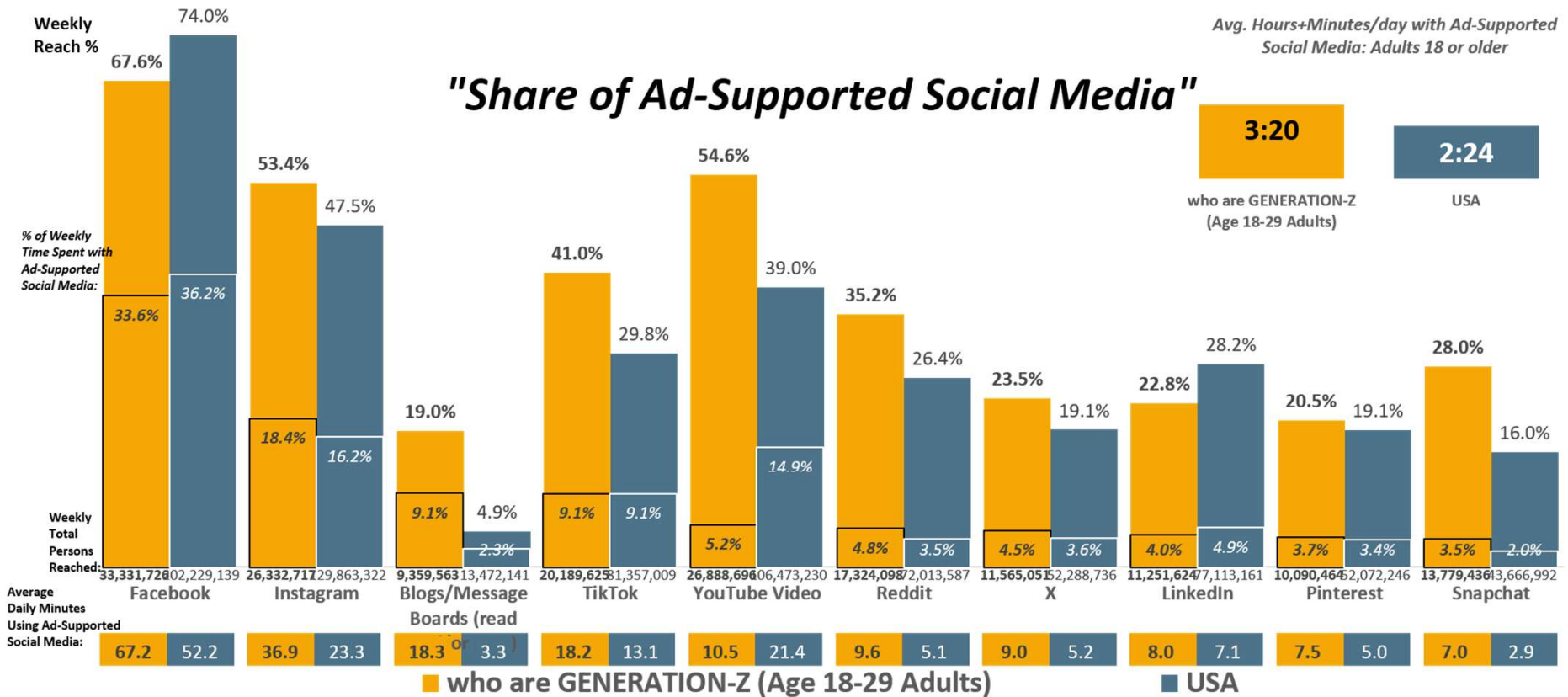
2:34

WEST PALM BEACH-BOCA RATON





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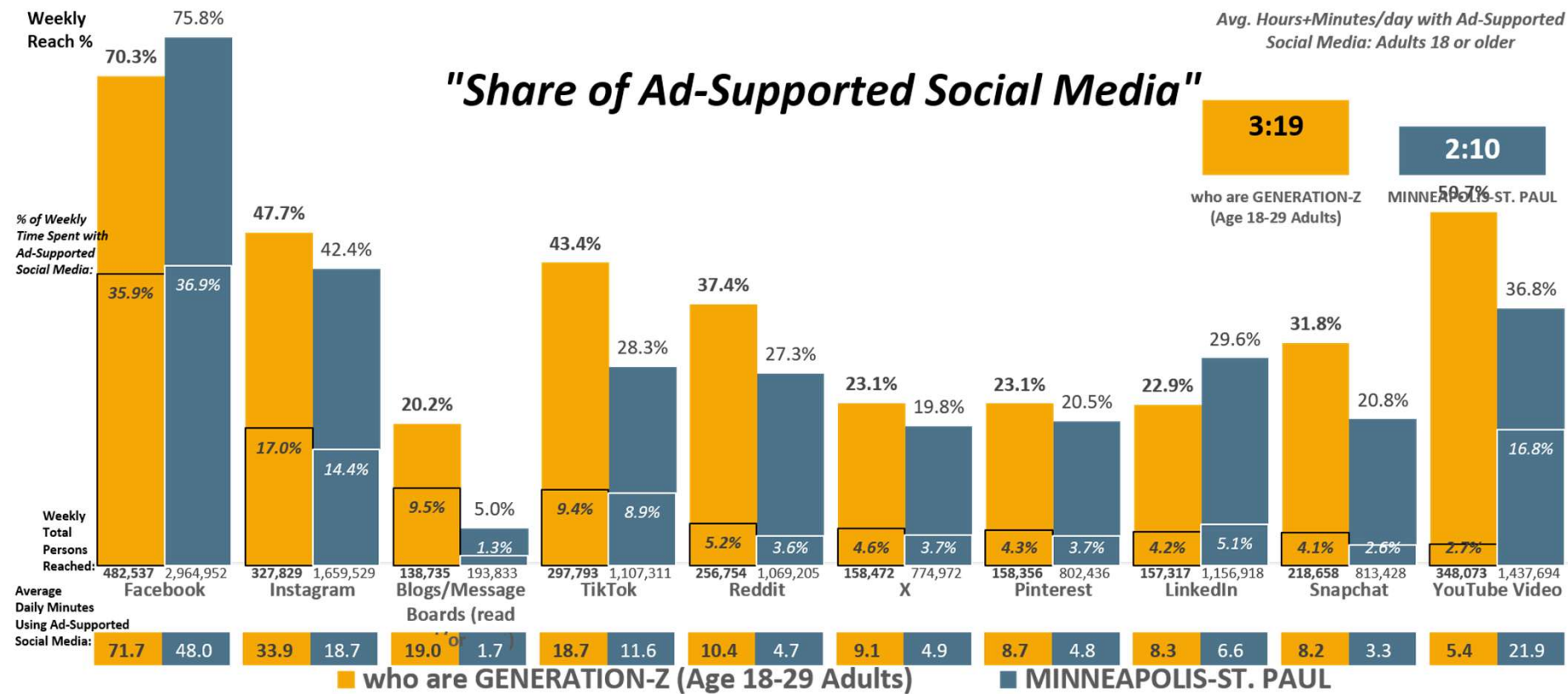
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

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

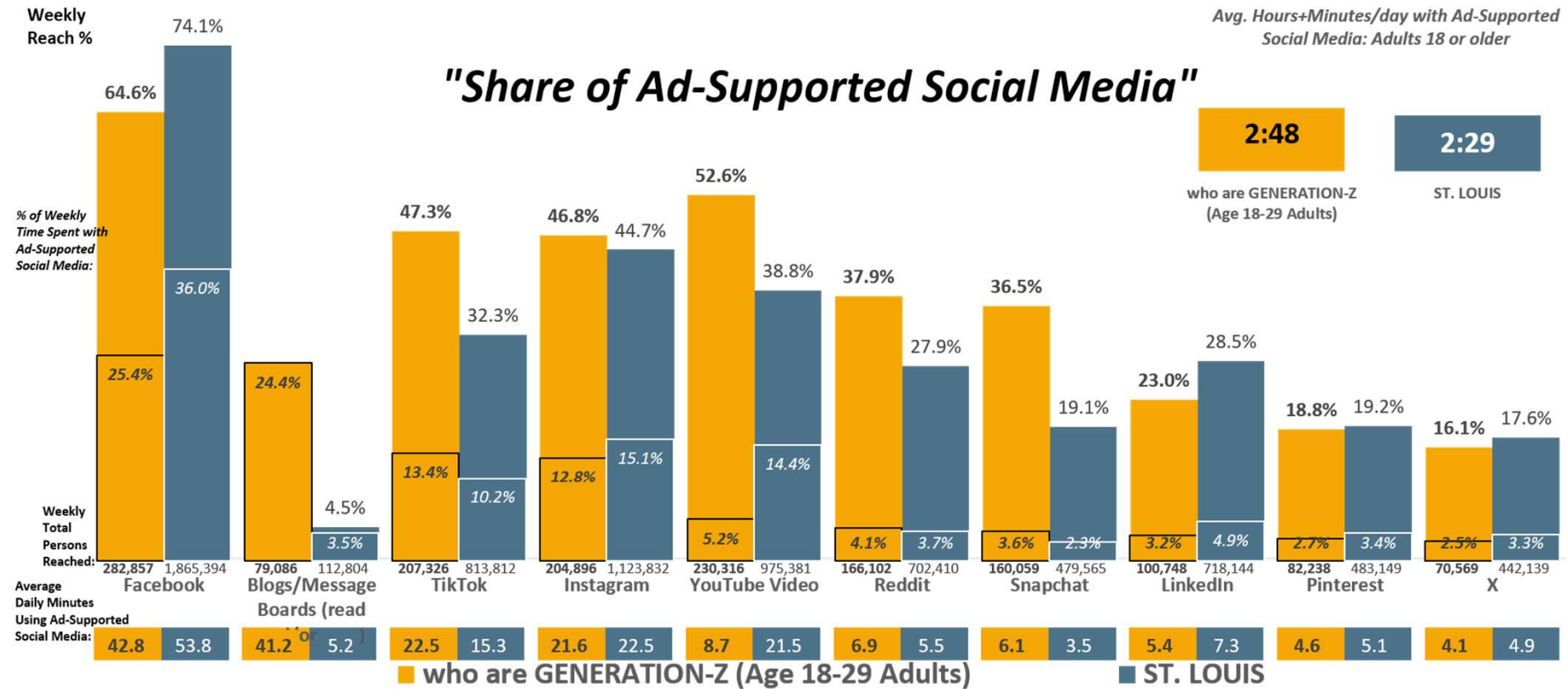


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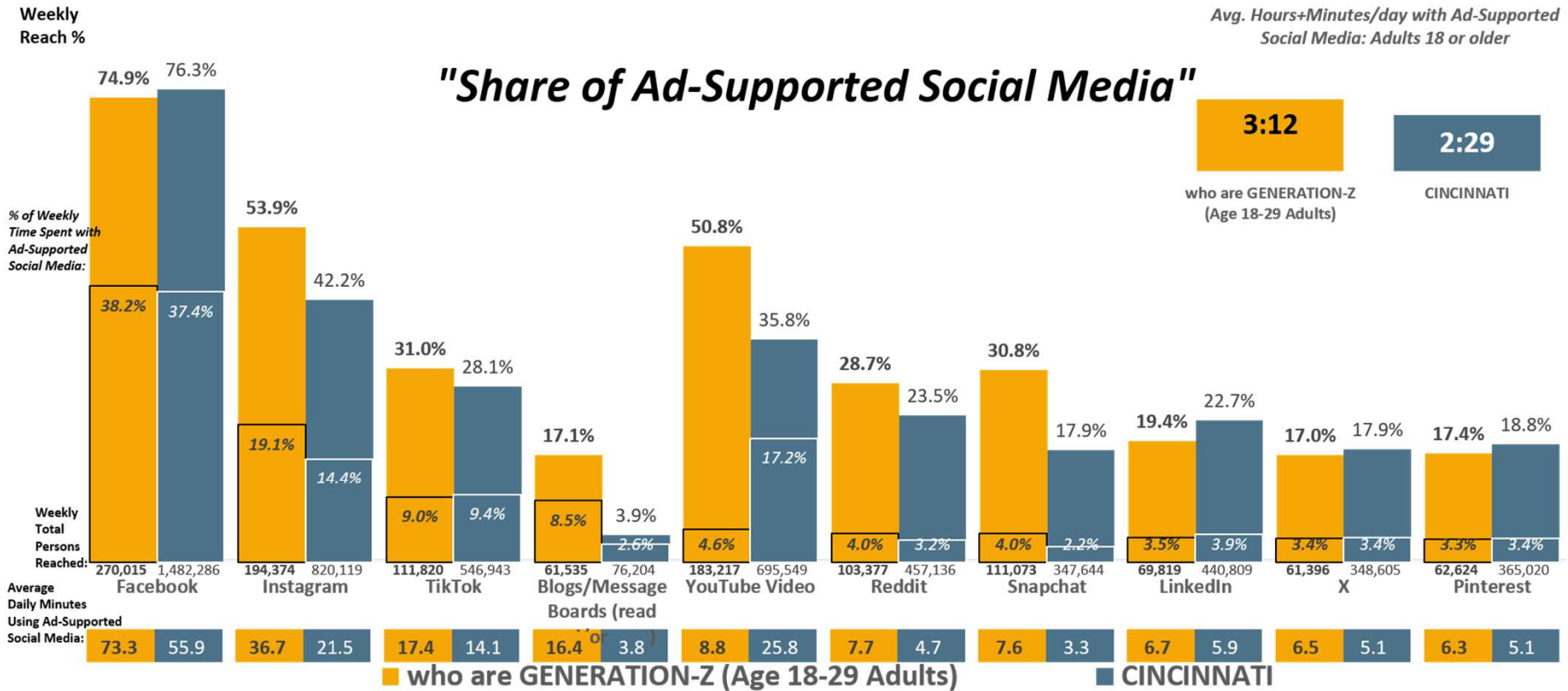


282,857 or 64.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 42.8 minutes every day representing 25.4% of all time spent daily with Ad-Supported Social Media.



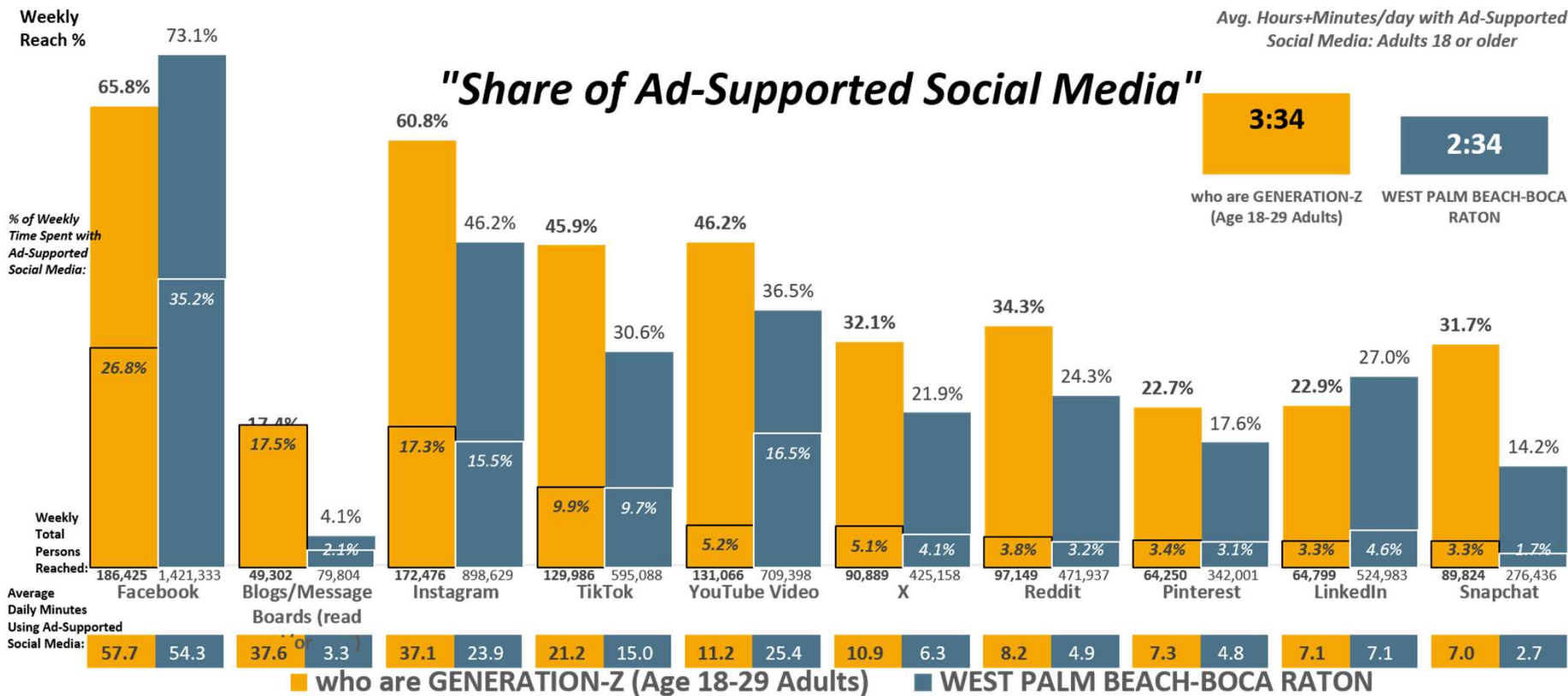


270,015 or 74.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 73.3 minutes every day representing 38.2% of all time spent daily with Ad-Supported Social Media.





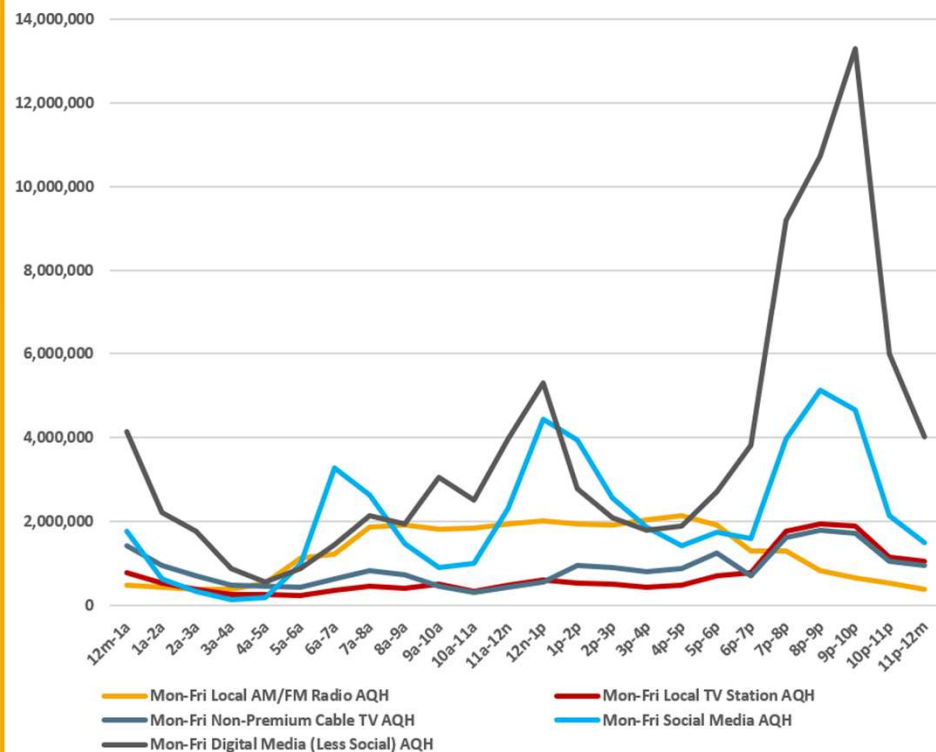
186,425 or 65.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 57.7 minutes every day representing 26.8% of all time spent daily with Ad-Supported Social Media.



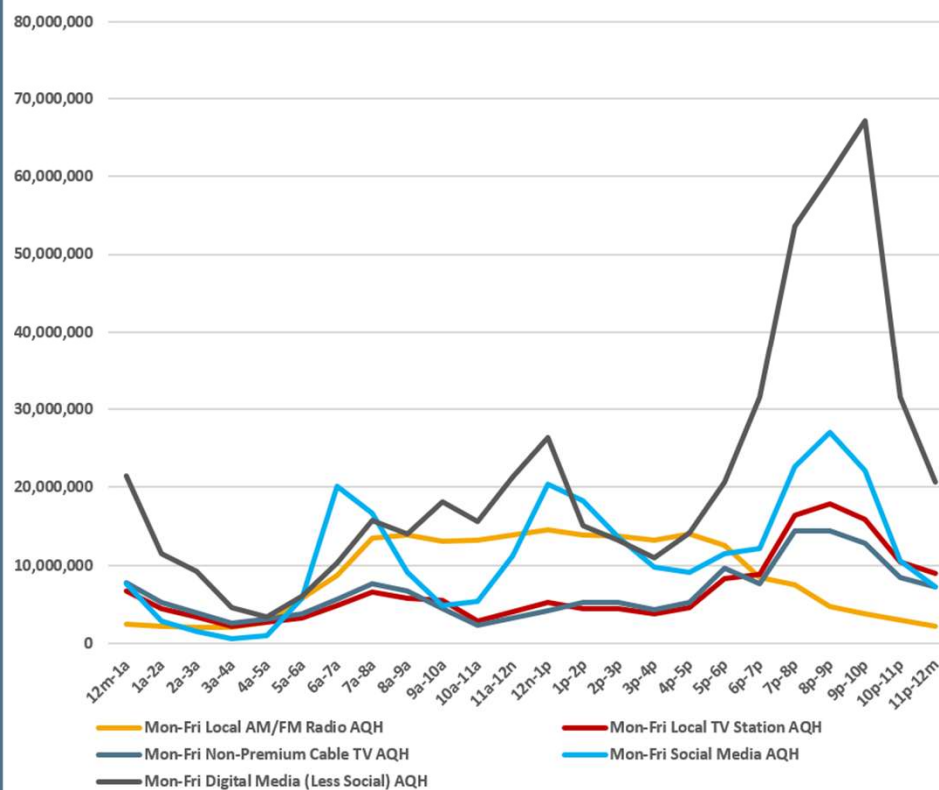


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,723,194;
 Social Media: 2,243,993; Local Radio: 1,835,008; Non-Prem. Cable: 724,784; Local TV:
 503,953 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults)

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



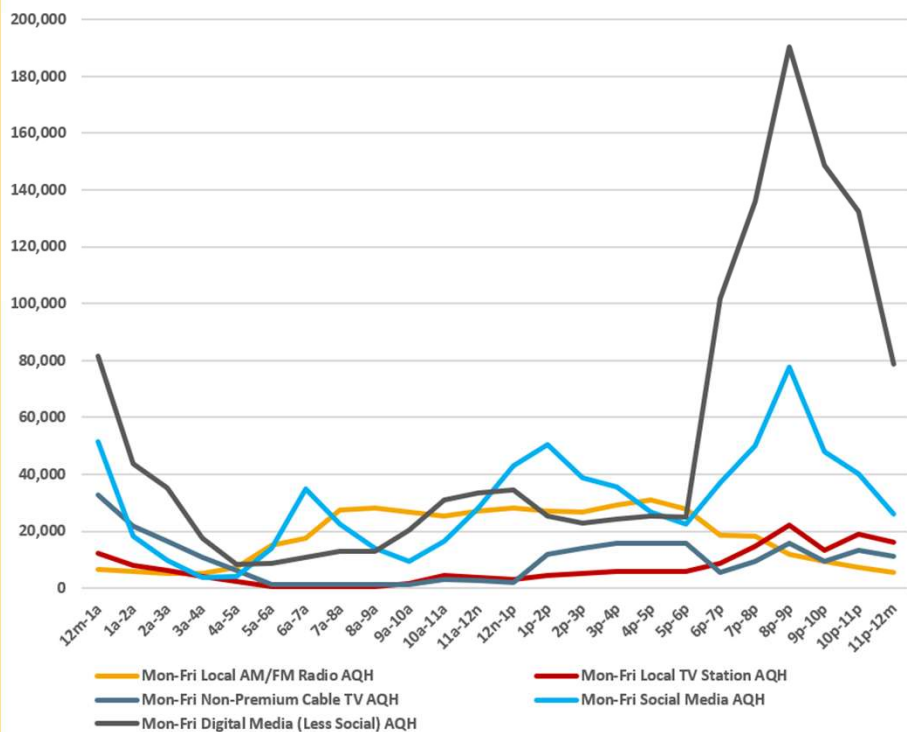
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 USA 210 DMA Area Adults 18 or older**



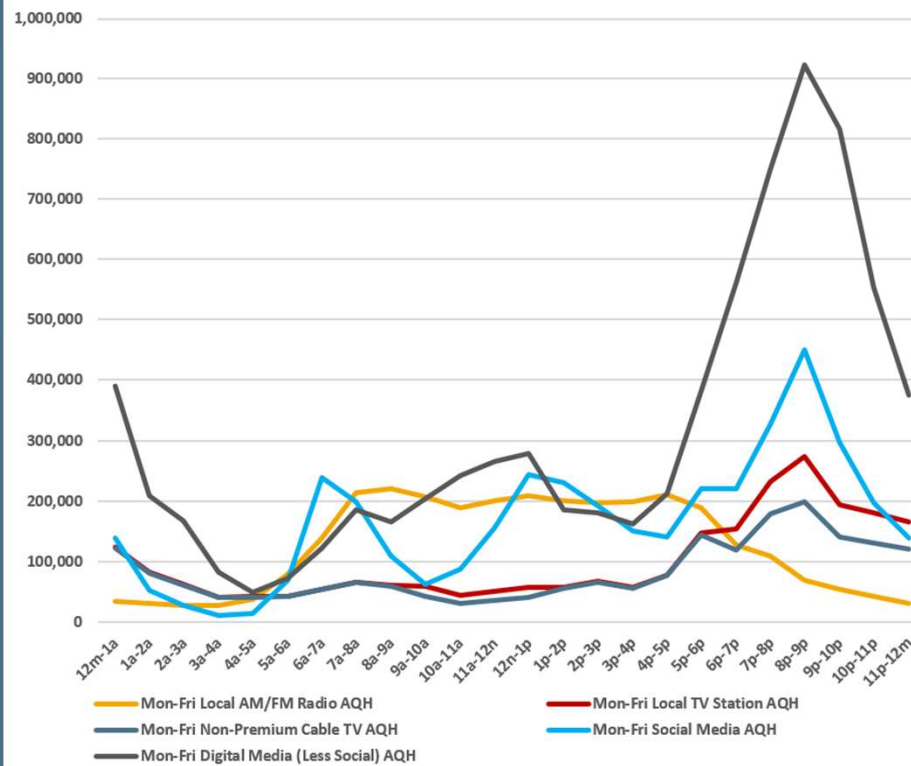


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,271; Social Media: 29,184; Local Radio: 26,181; Non-Prem. Cable: 7,020; Local TV: 3,814 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults).

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



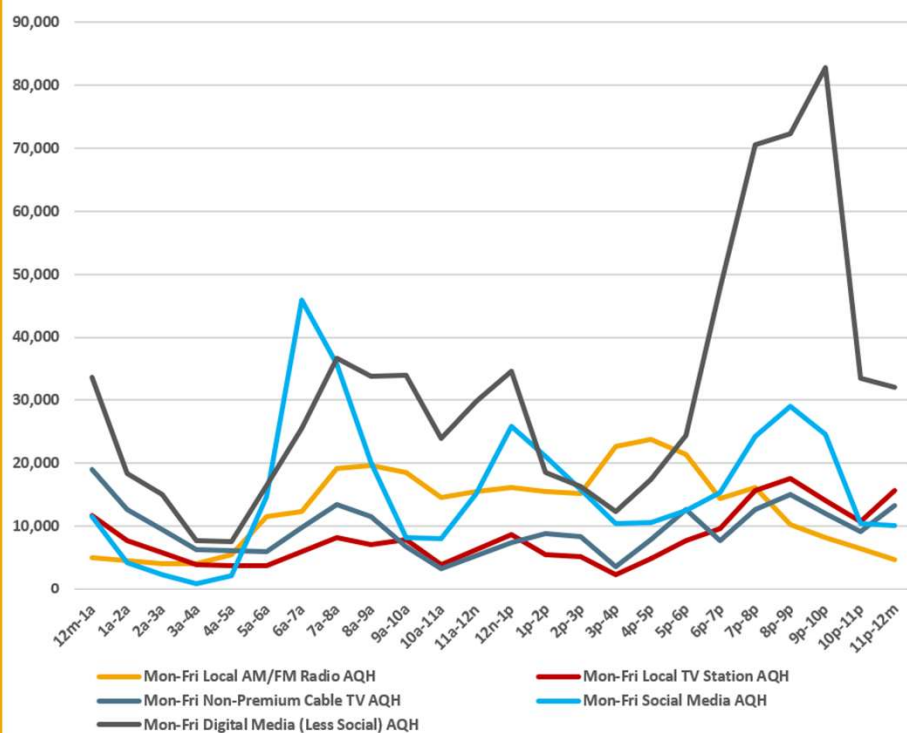
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MINNEAPOLIS-ST. PAUL Metro Area Adults 18 or older**



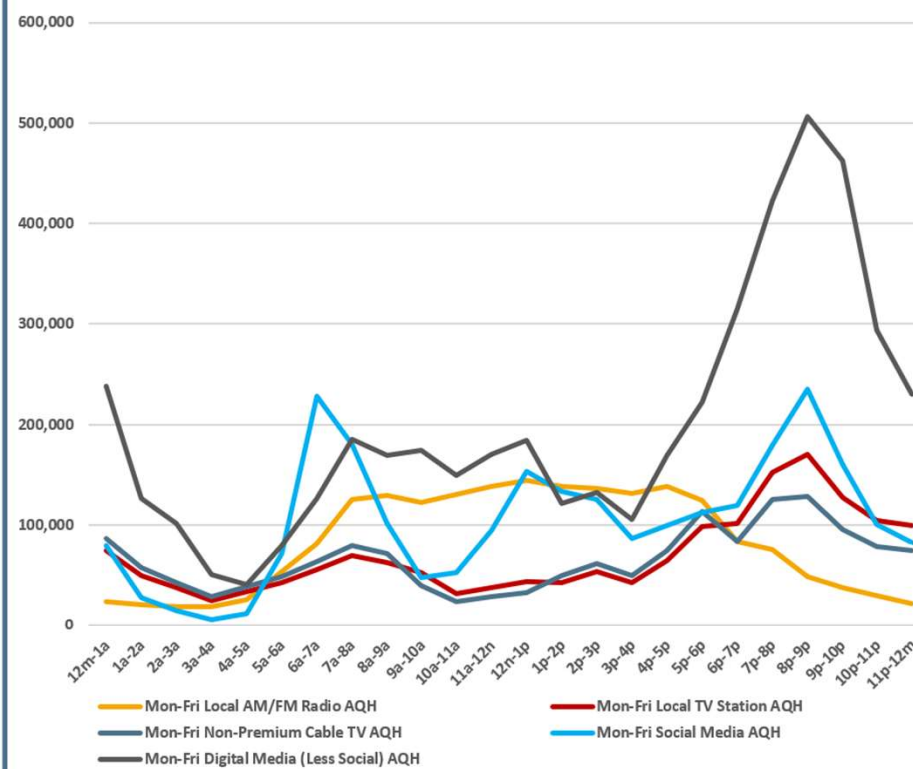


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,317; Social Media: 18,835; Local Radio: 17,635; Non-Prem. Cable: 8,188; Local TV: 6,402 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults).

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



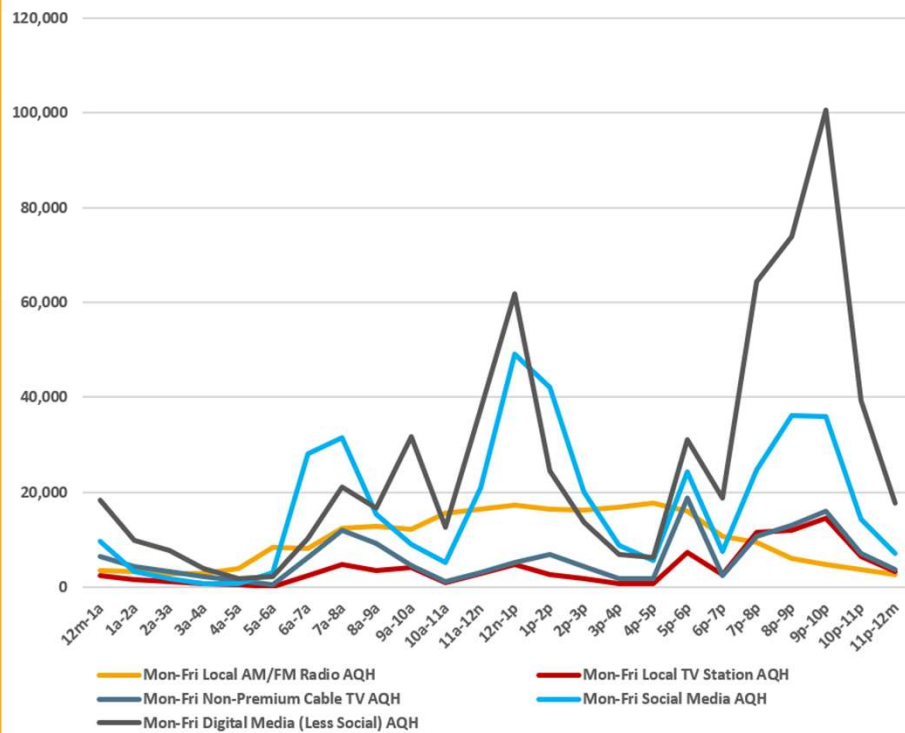
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older**



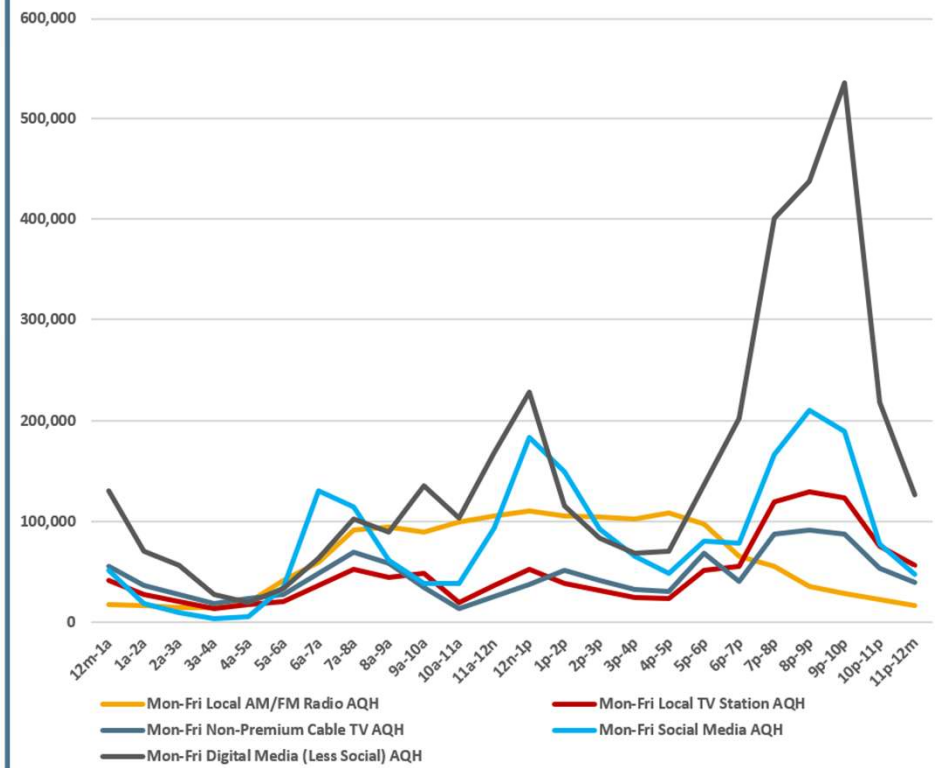


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 22,552; Social Media: 20,603; Local Radio: 14,569; Non-Prem. Cable: 5,993; Local TV: 3,047 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults).

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



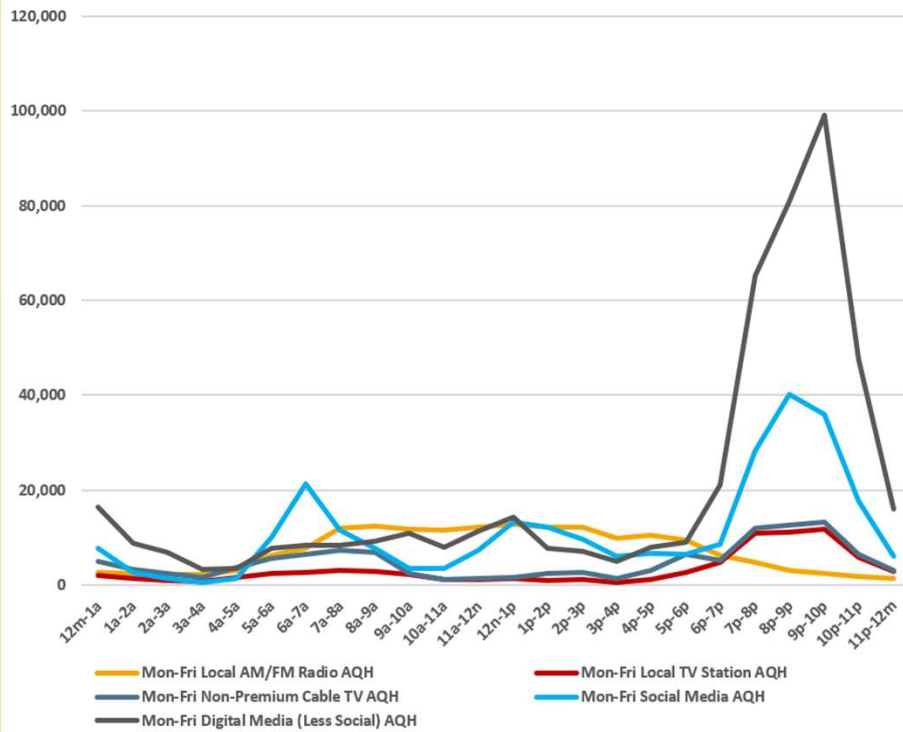
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CINCINNATI Metro Area Adults 18 or older**



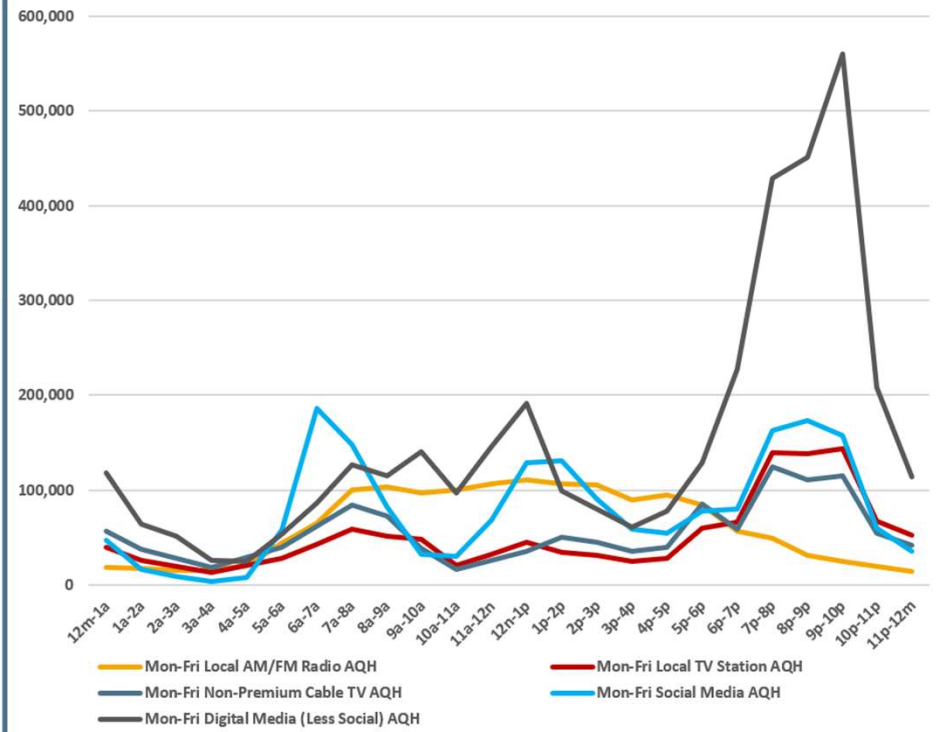


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 10,876; All Other Digital Media: 9,901; Social Media: 9,095; Non-Prem. Cable: 3,757; Local TV: 2,018 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults).

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



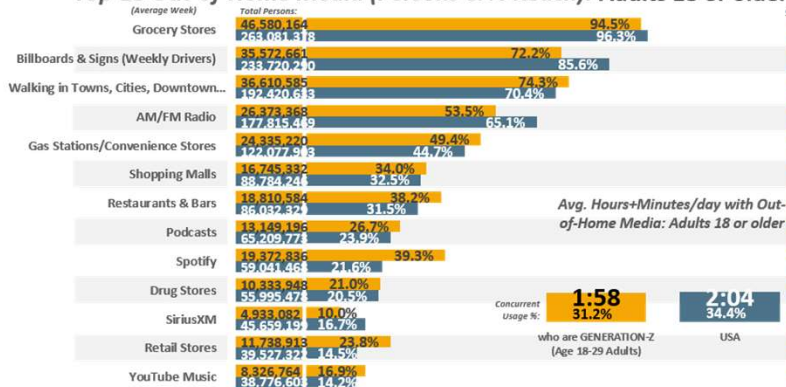
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WEST PALM BEACH-BOCA RATON Metro Area Adults 18 or
older**



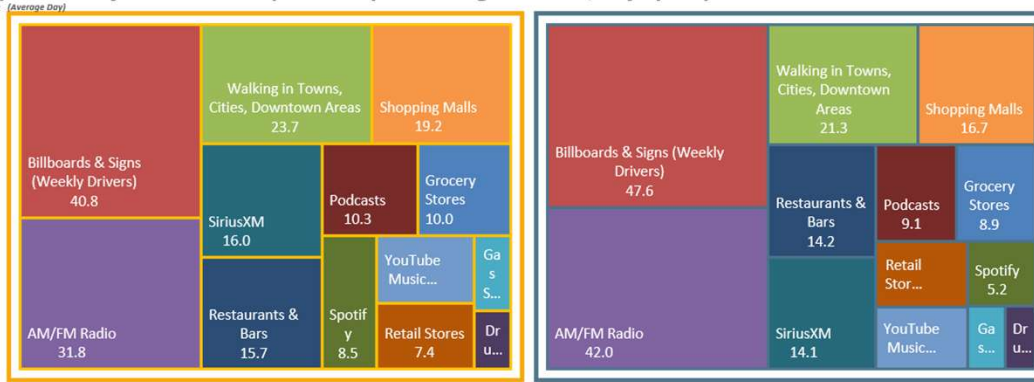


35,572,661 or 72.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.8 minutes per day driving, seeing Billboards and Signs. 52.5% Listen to Local Radio Stations Out-of-Home for an average of 29.4 minutes/day.

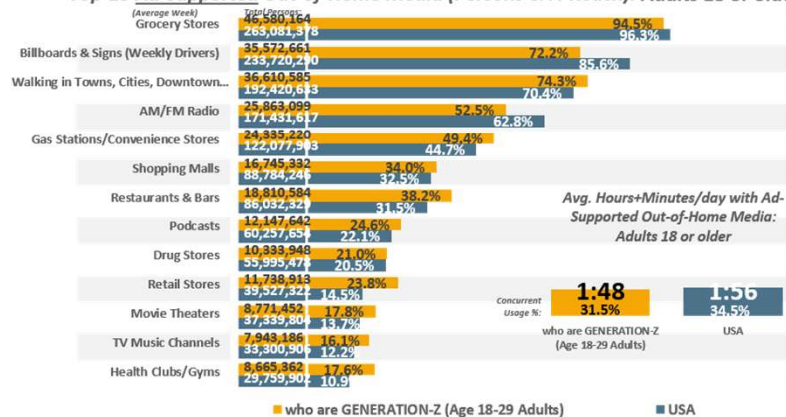
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



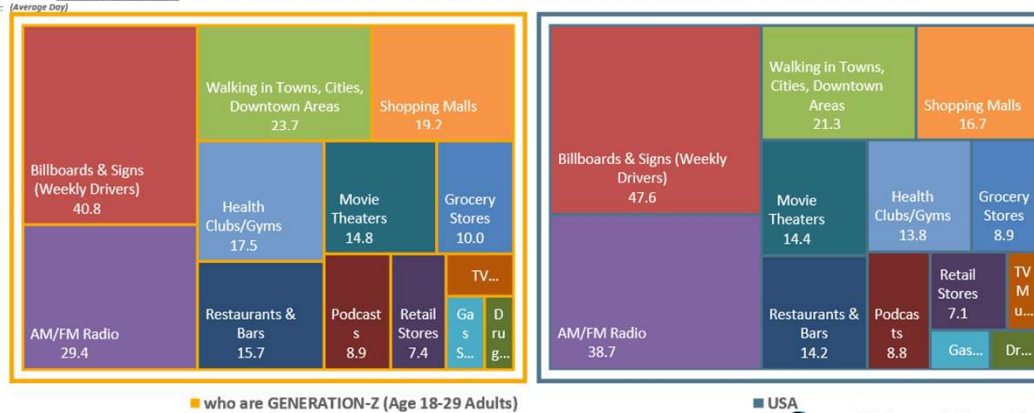
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

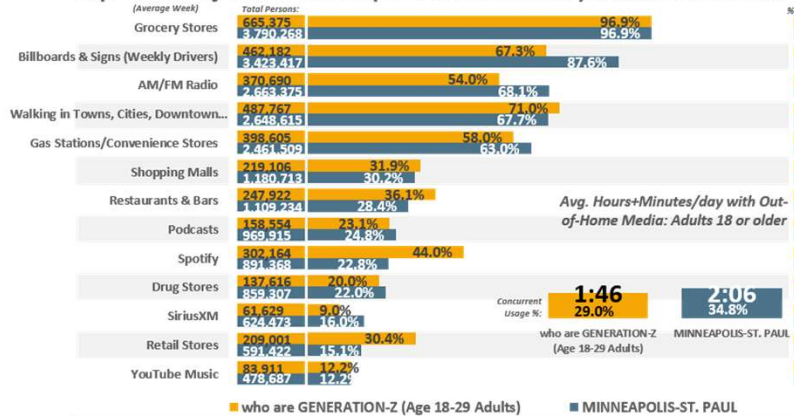
soefa.ai Share of Everything for Anything

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

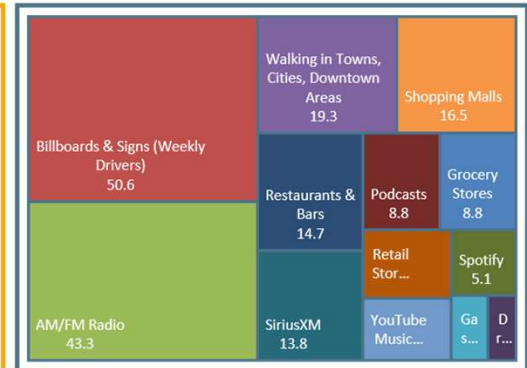
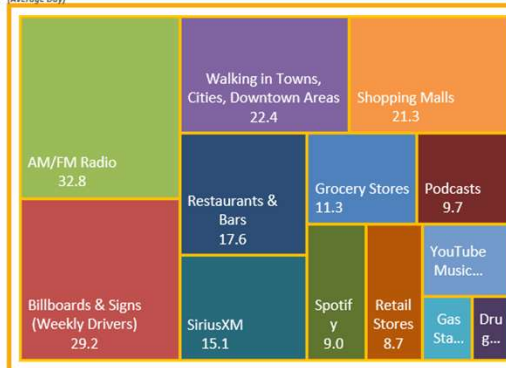


462,182 or 67.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 29.2 minutes per day driving, seeing Billboards and Signs. 53.2% Listen to Local Radio Stations Out-of-Home for an average of 31.5 minutes/day.

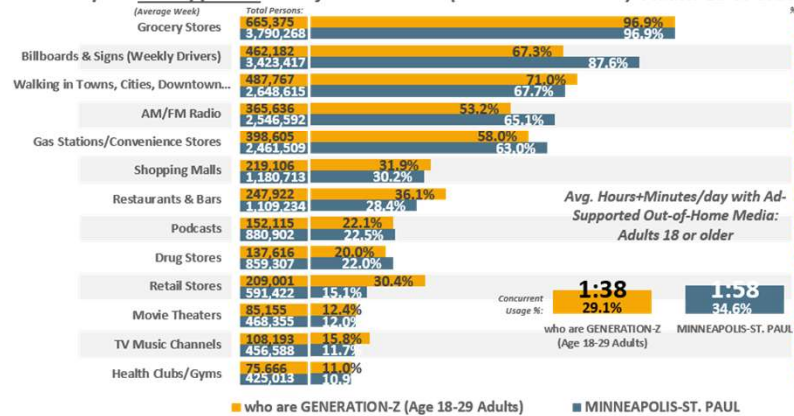
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



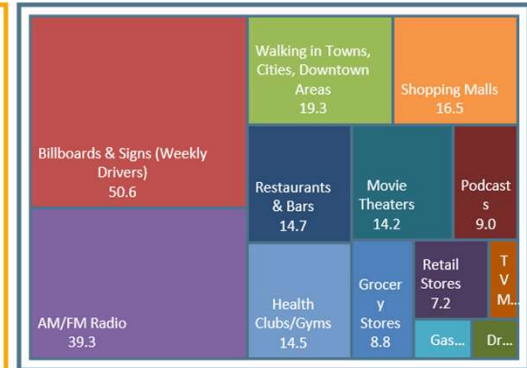
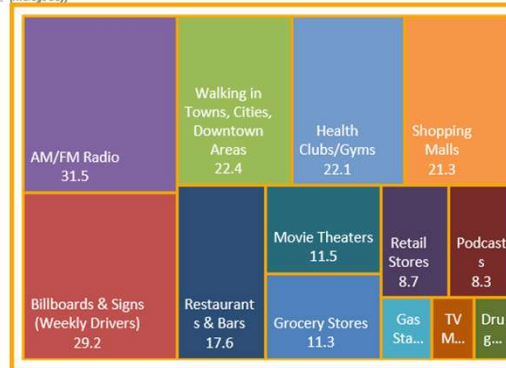
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 273
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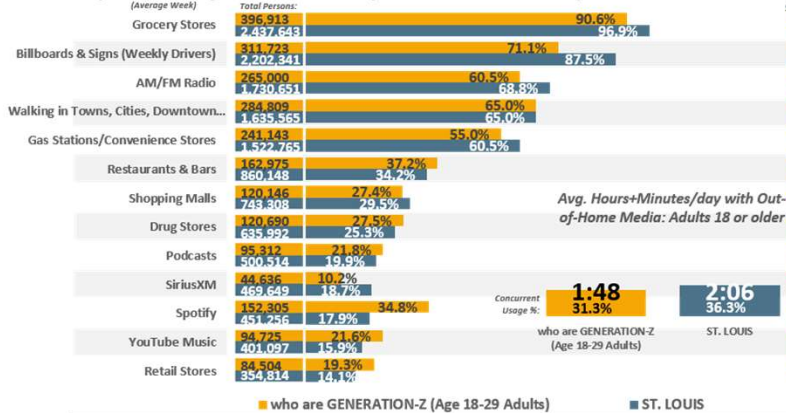
soefa.ai Share of Everything for Anything

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

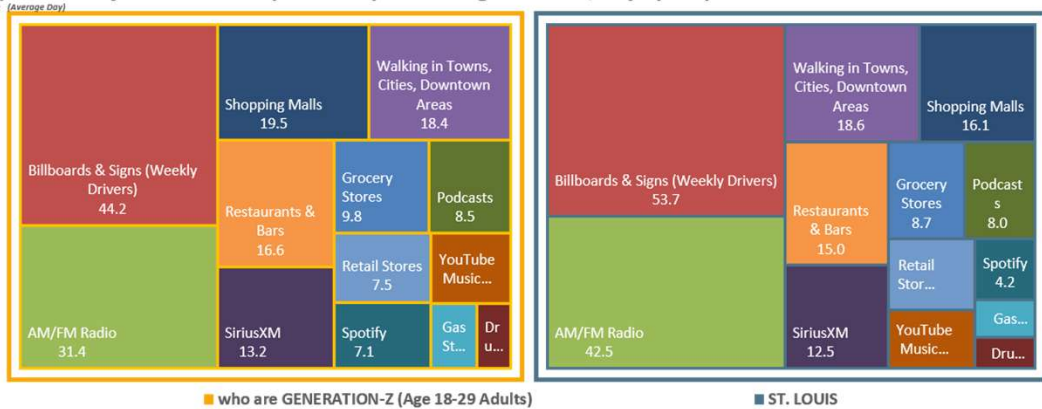


311,723 or 71.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 44.2 minutes per day driving, seeing Billboards and Signs. 59.1% Listen to Local Radio Stations Out-of-Home for an average of 28.8 minutes/day.

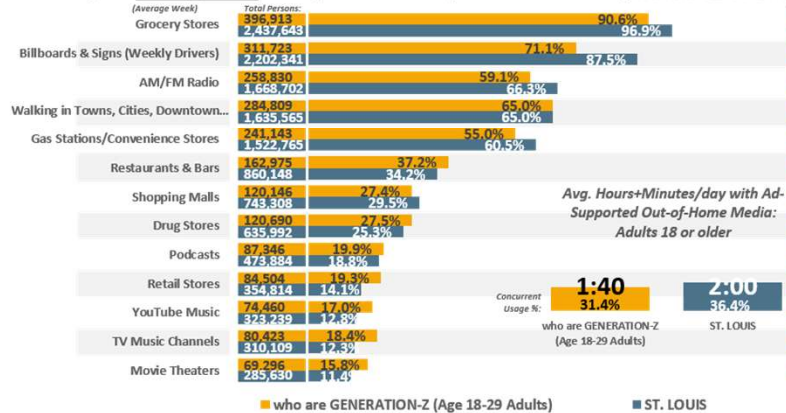
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



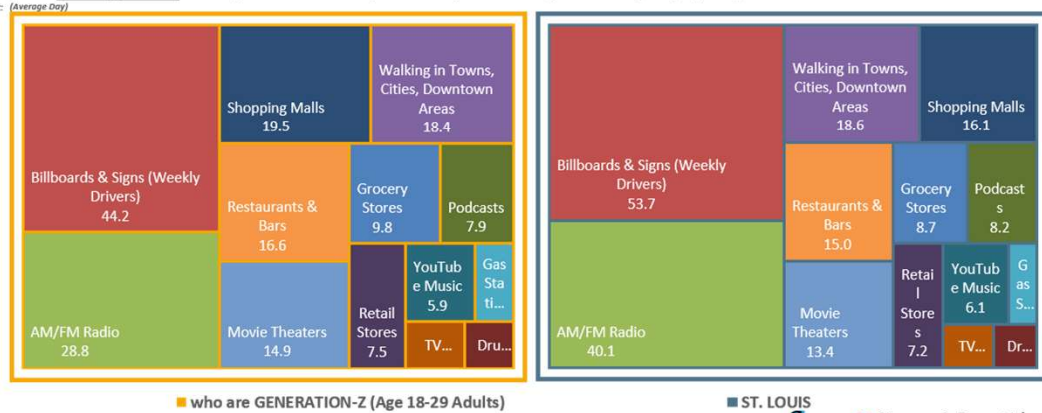
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



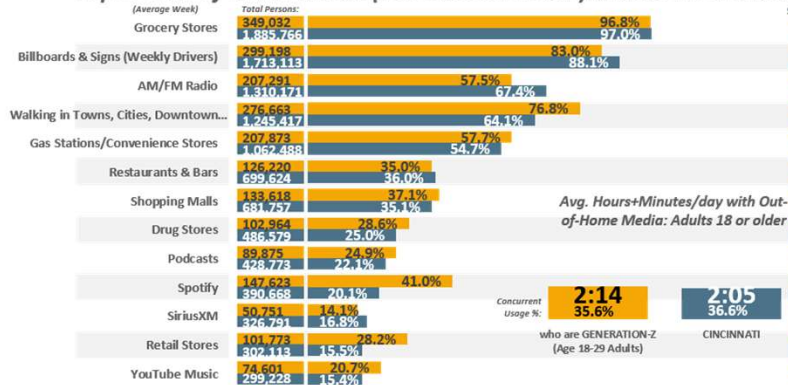
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



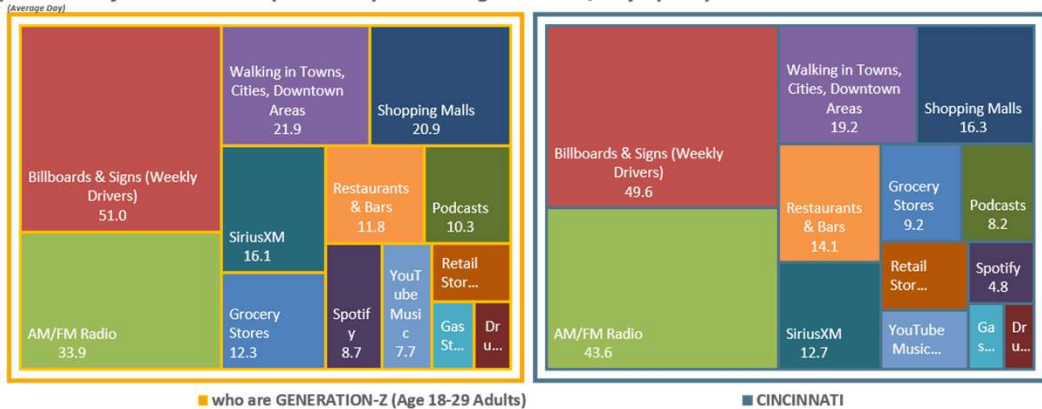


299,198 or 83.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 51. minutes per day driving, seeing Billboards and Signs. 56.% Listen to Local Radio Stations Out-of-Home for an average of 29.5 minutes/day.

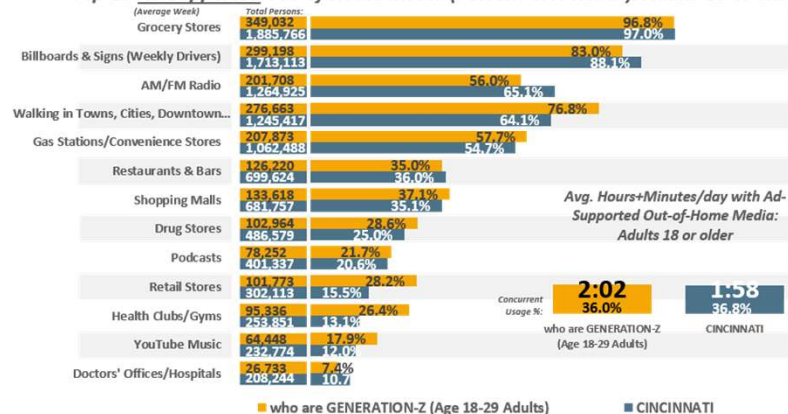
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



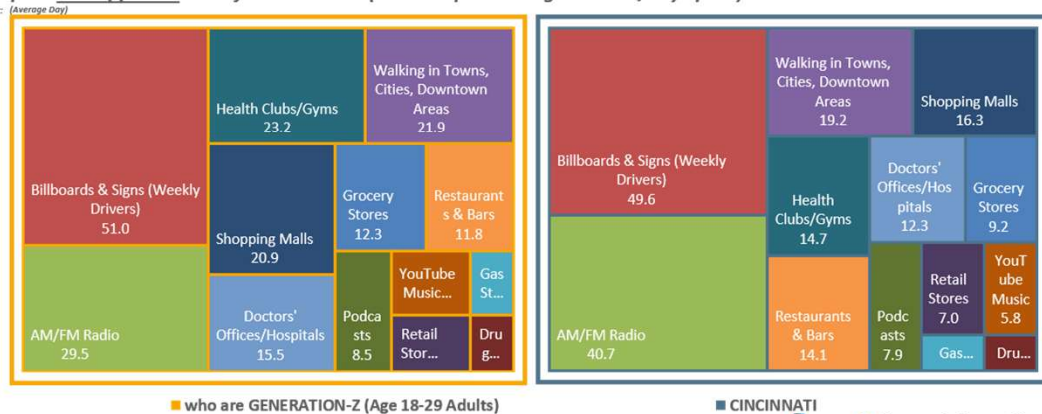
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



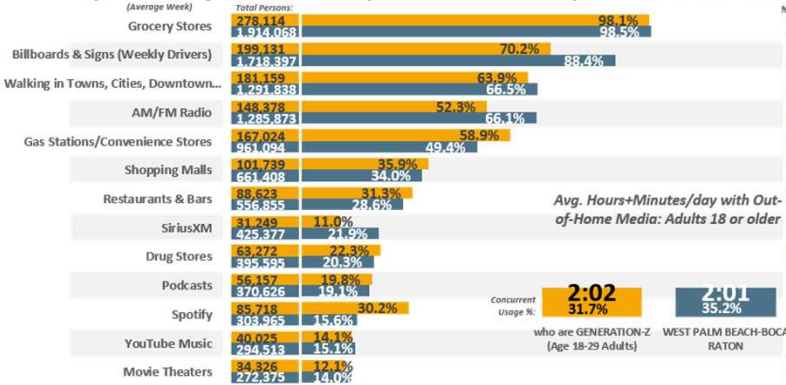
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



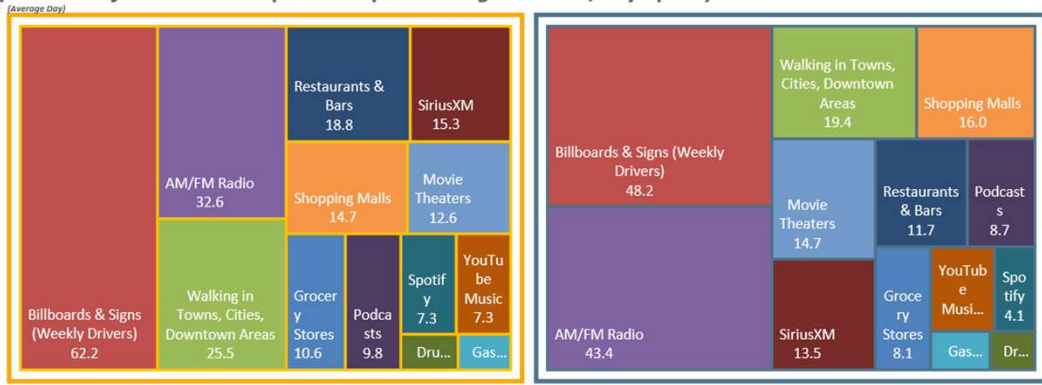


199,131 or 70.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 62.2 minutes per day driving, seeing Billboards and Signs. 51.4% Listen to Local Radio Stations Out-of-Home for an average of 31.6 minutes/day.

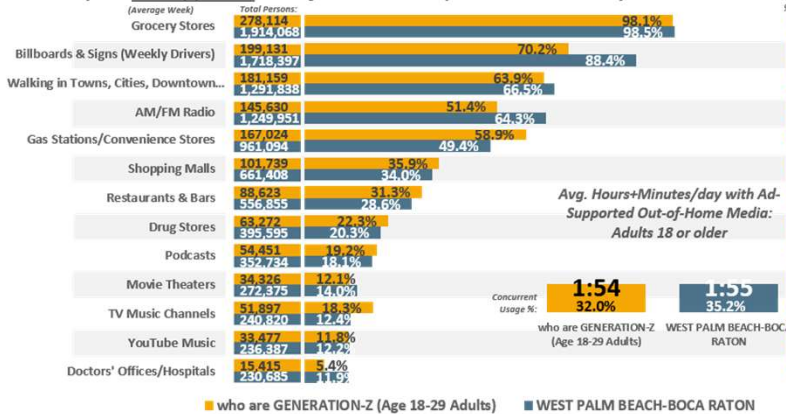
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



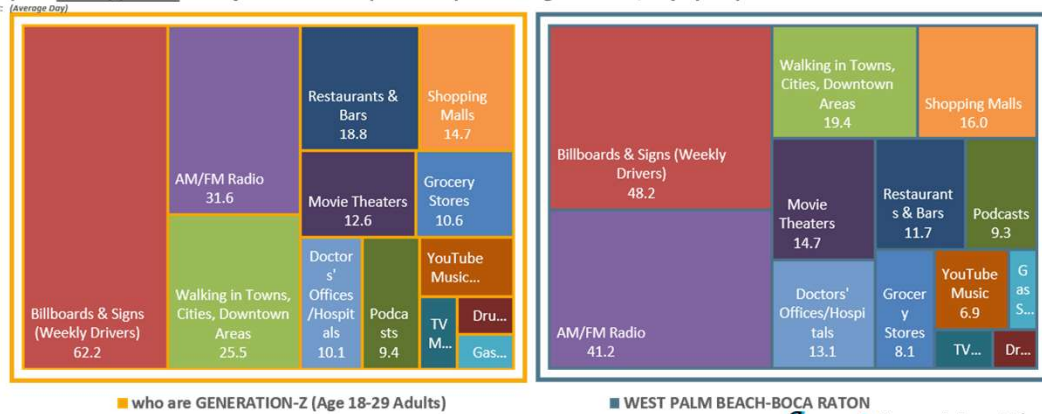
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 266
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soefa.ai Share of Everything for Anything

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

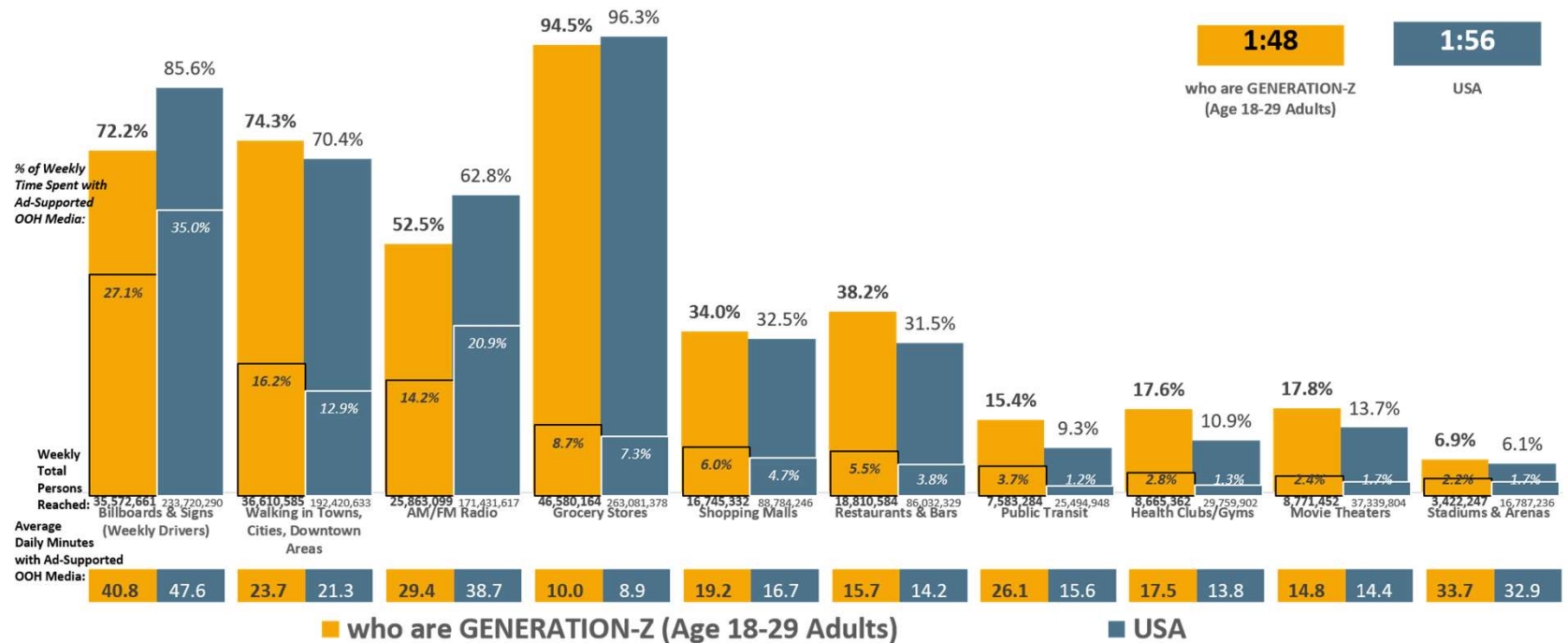


35,572,661 or 72.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.8 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

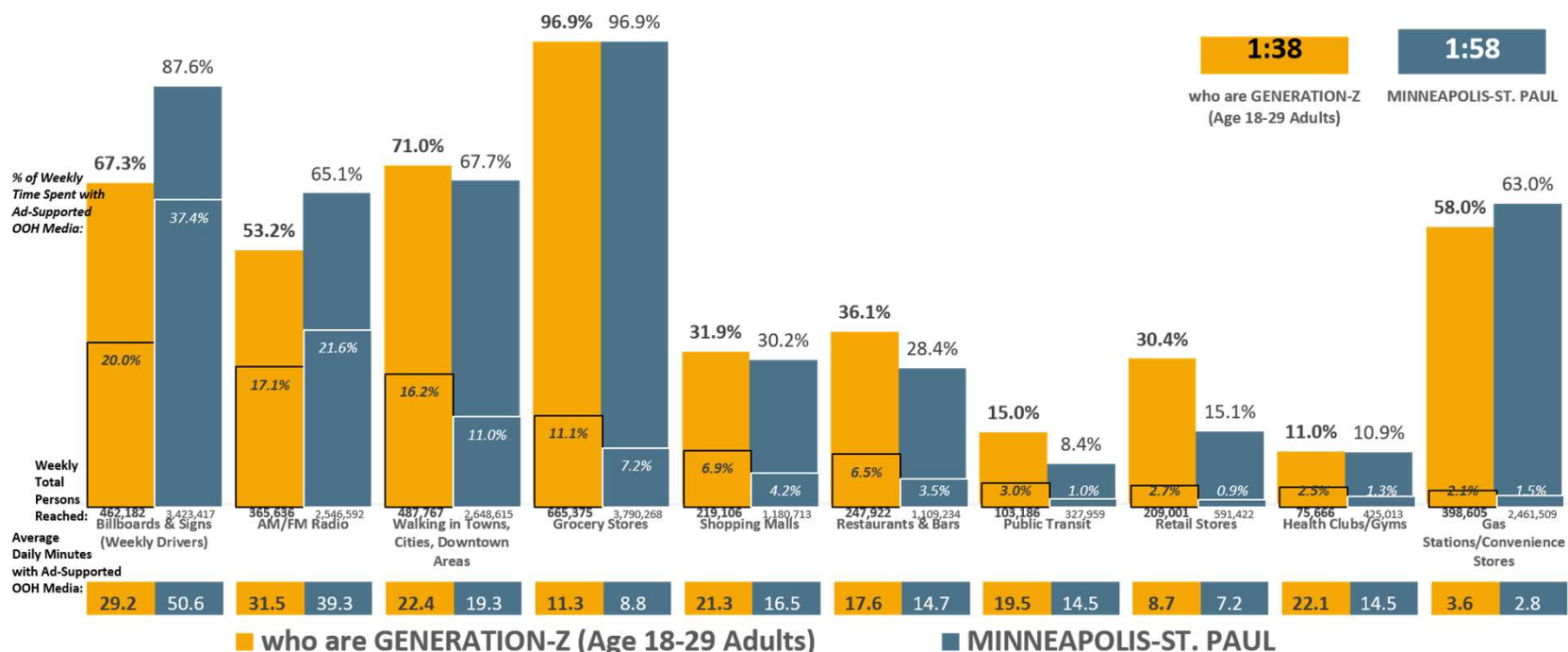


462,182 or 67.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 29.2 minutes per day driving, seeing Billboards and Signs representing 20.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 273 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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soefa.ai Share of Everything for Anything

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

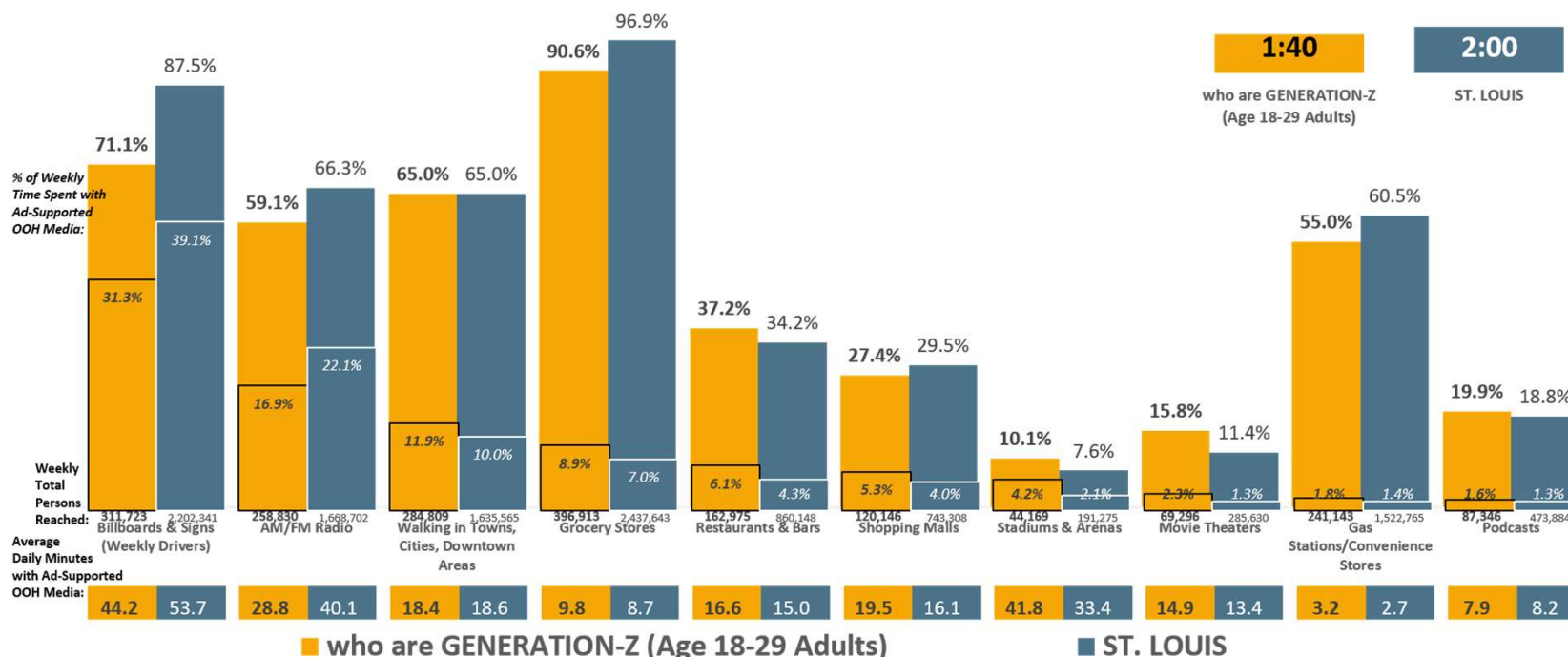


311,723 or 71.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 44.2 minutes per day driving, seeing Billboards and Signs representing 31.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 292
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

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

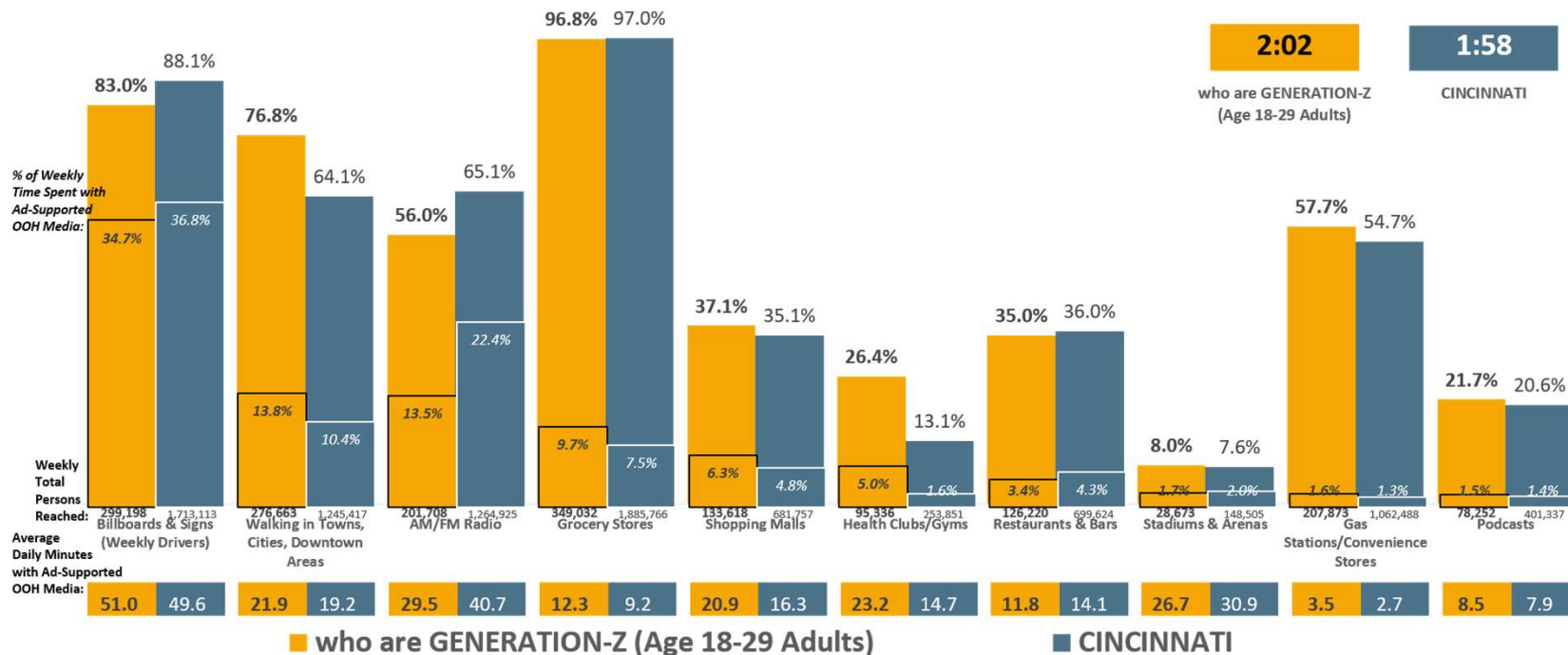


299,198 or 83.0% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 51. minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 251
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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

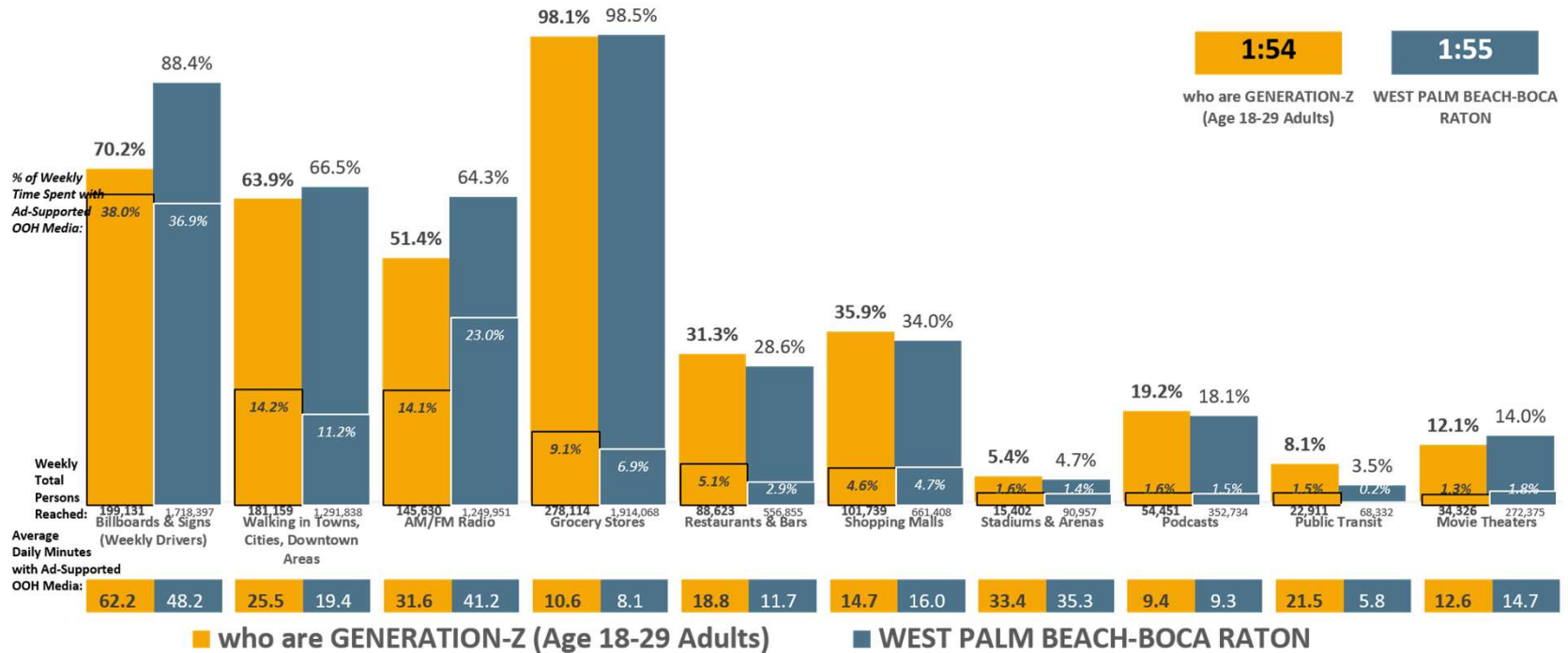


199,131 or 70.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 62.2 minutes per day driving, seeing Billboards and Signs representing 38.% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 266 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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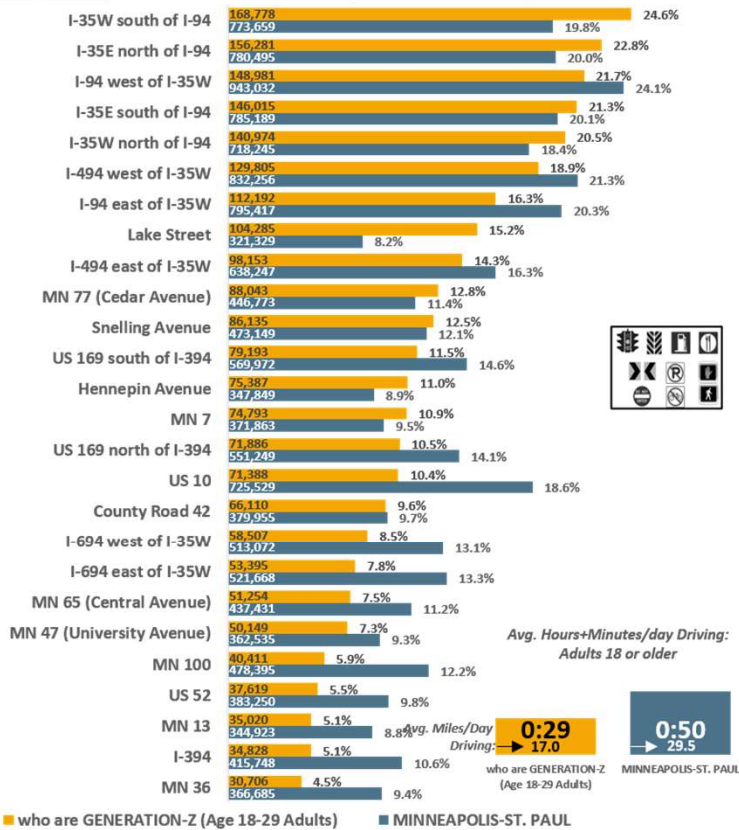
soefa.ai Share of Everything for Anything

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

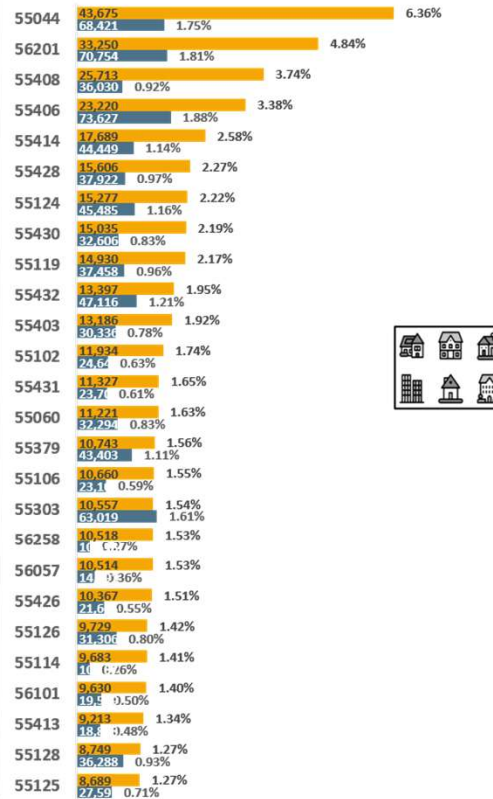


462,182 or 67.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 29.2 minutes per day driving an average of 17. miles each day and are 84.7% more likely to use Lake Street than the Metro average.

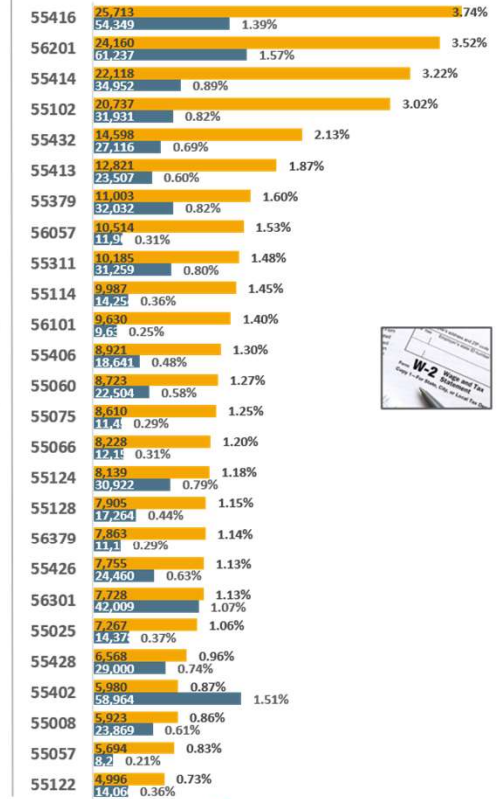
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



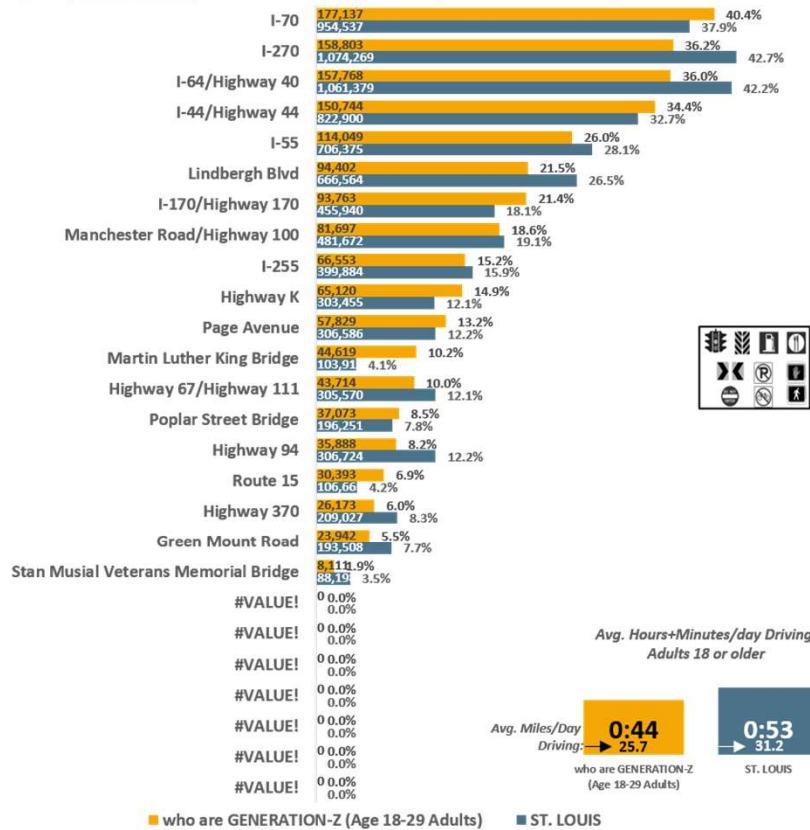
Top-26 Employment Zip Codes: Adults 18 or older



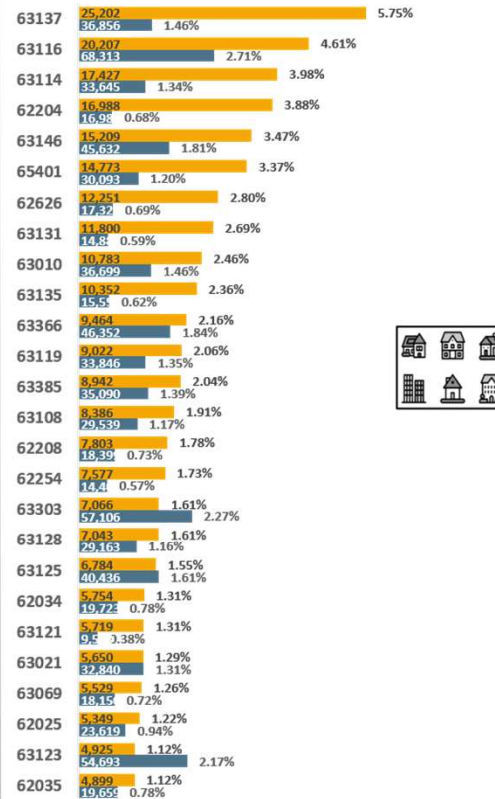


311,723 or 71.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 44.2 minutes per day driving an average of 25.7 miles each day and are 146.6% more likely to use Martin Luther King Bridge than the Metro average.

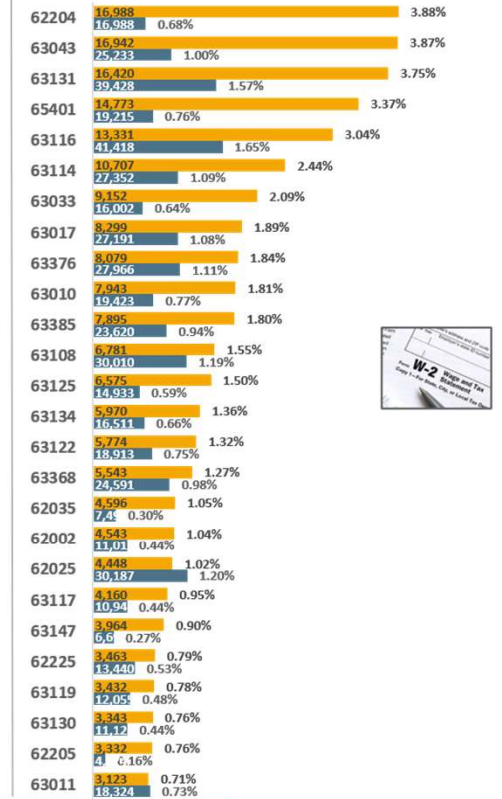
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



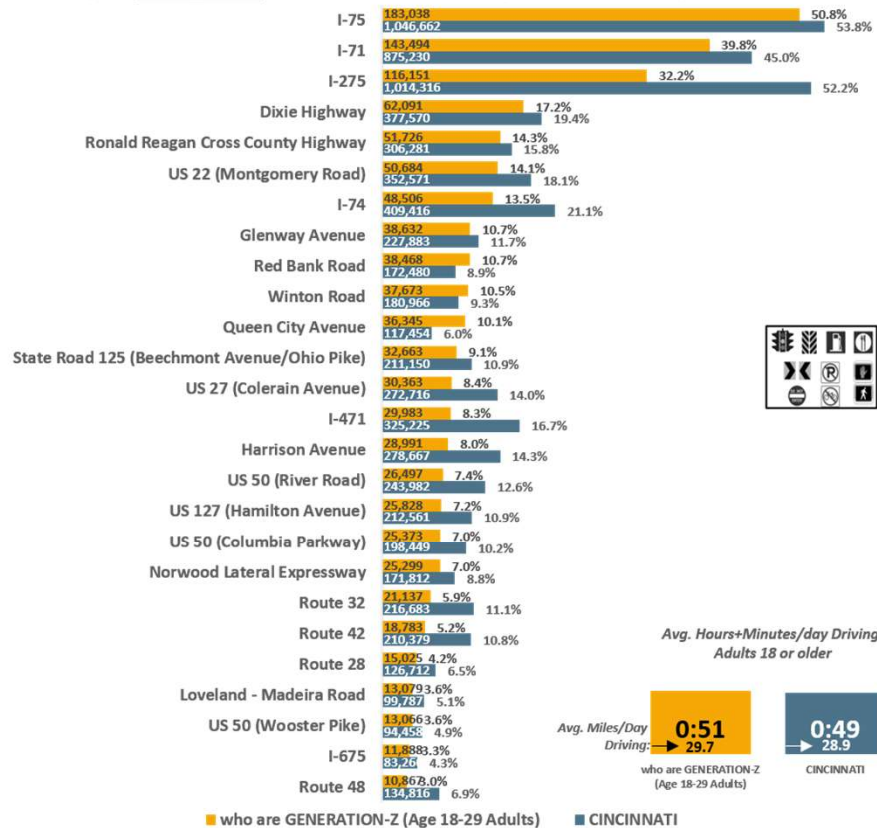
Top-26 Employment Zip Codes: Adults 18 or older



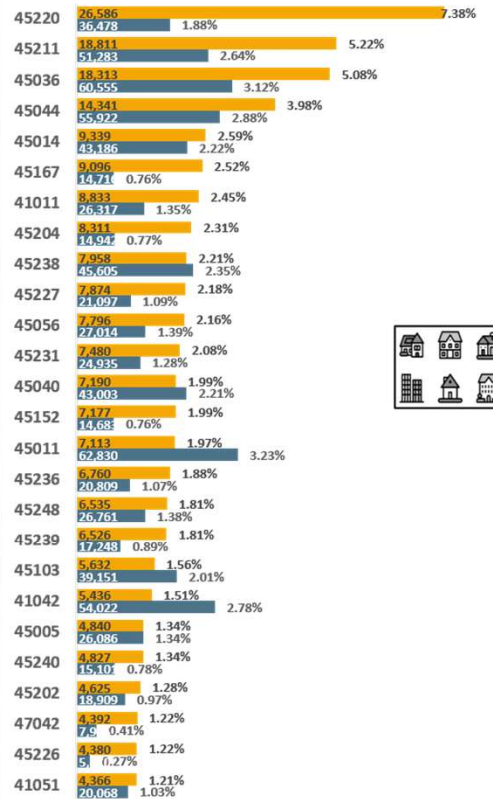


299,198 or 83.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 51. minutes per day driving an average of 29.7 miles each day and are 66.9% more likely to use Queen City Avenue than the Metro average.

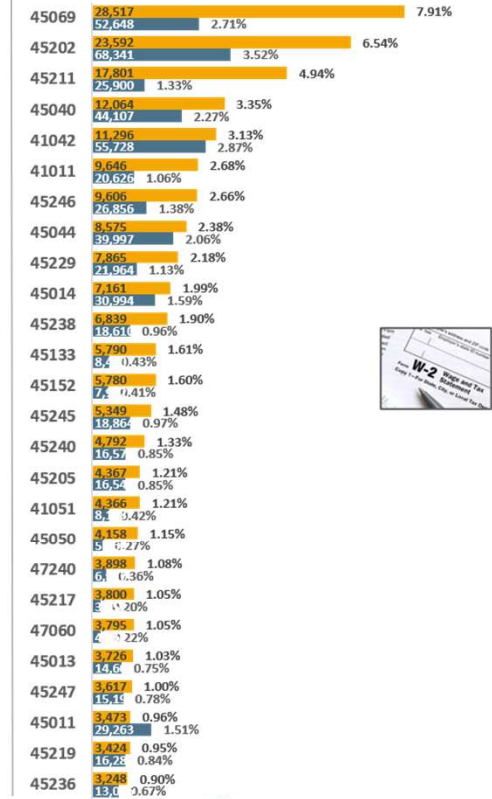
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



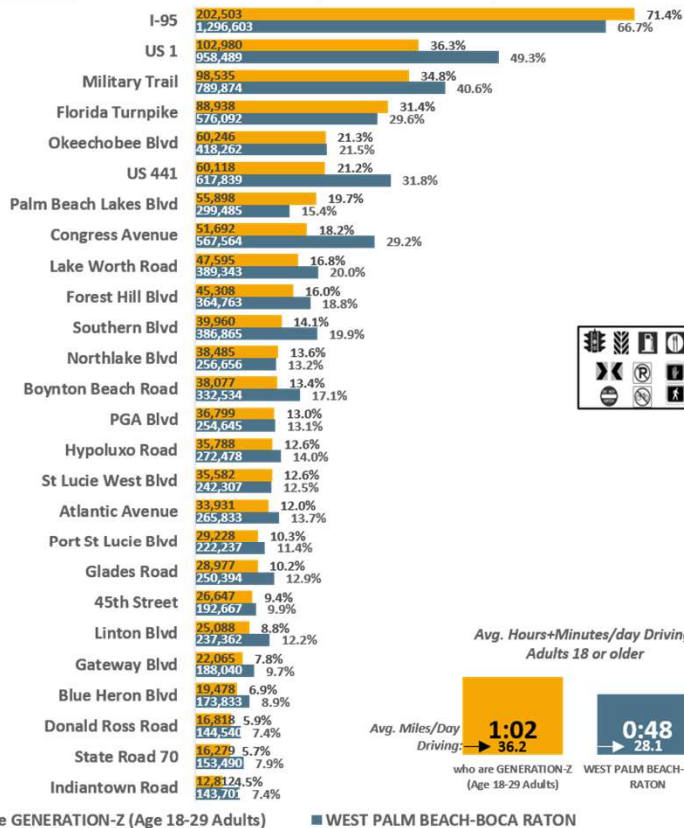
Top-26 Employment Zip Codes: Adults 18 or older





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.

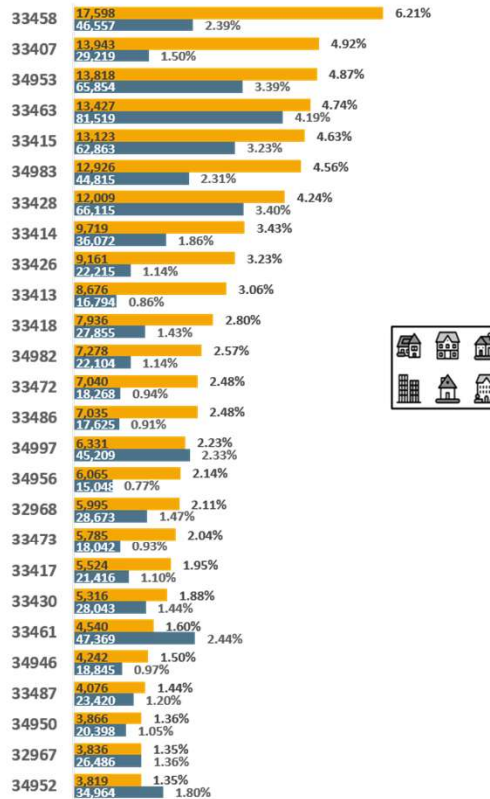
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



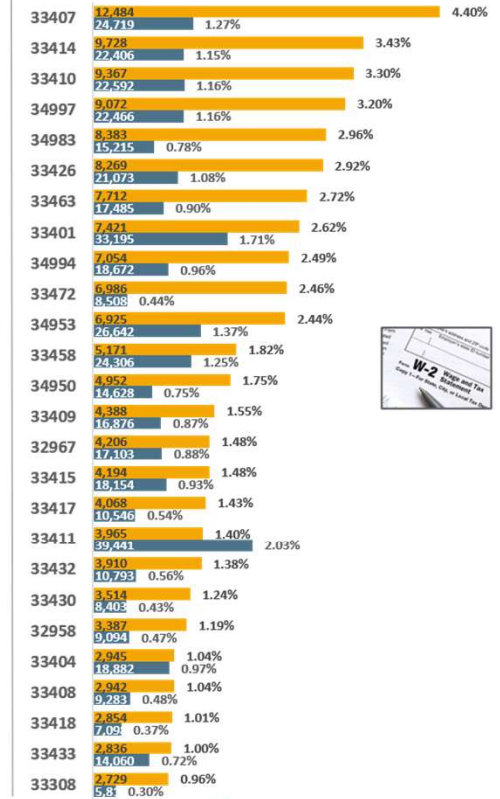
Avg. Hours+Minutes/day Driving:
Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

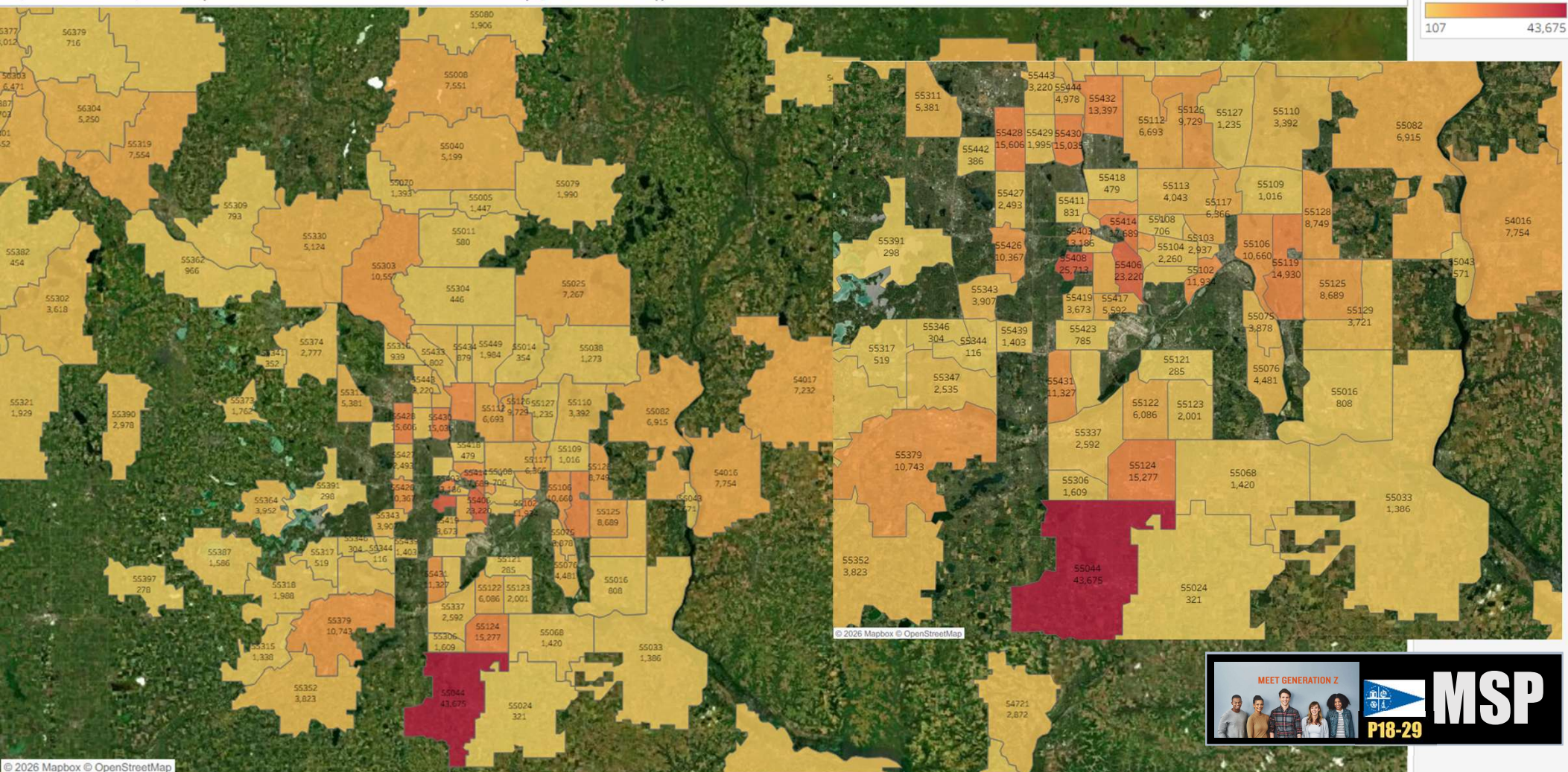


Top-26 Employment Zip Codes: Adults 18 or older



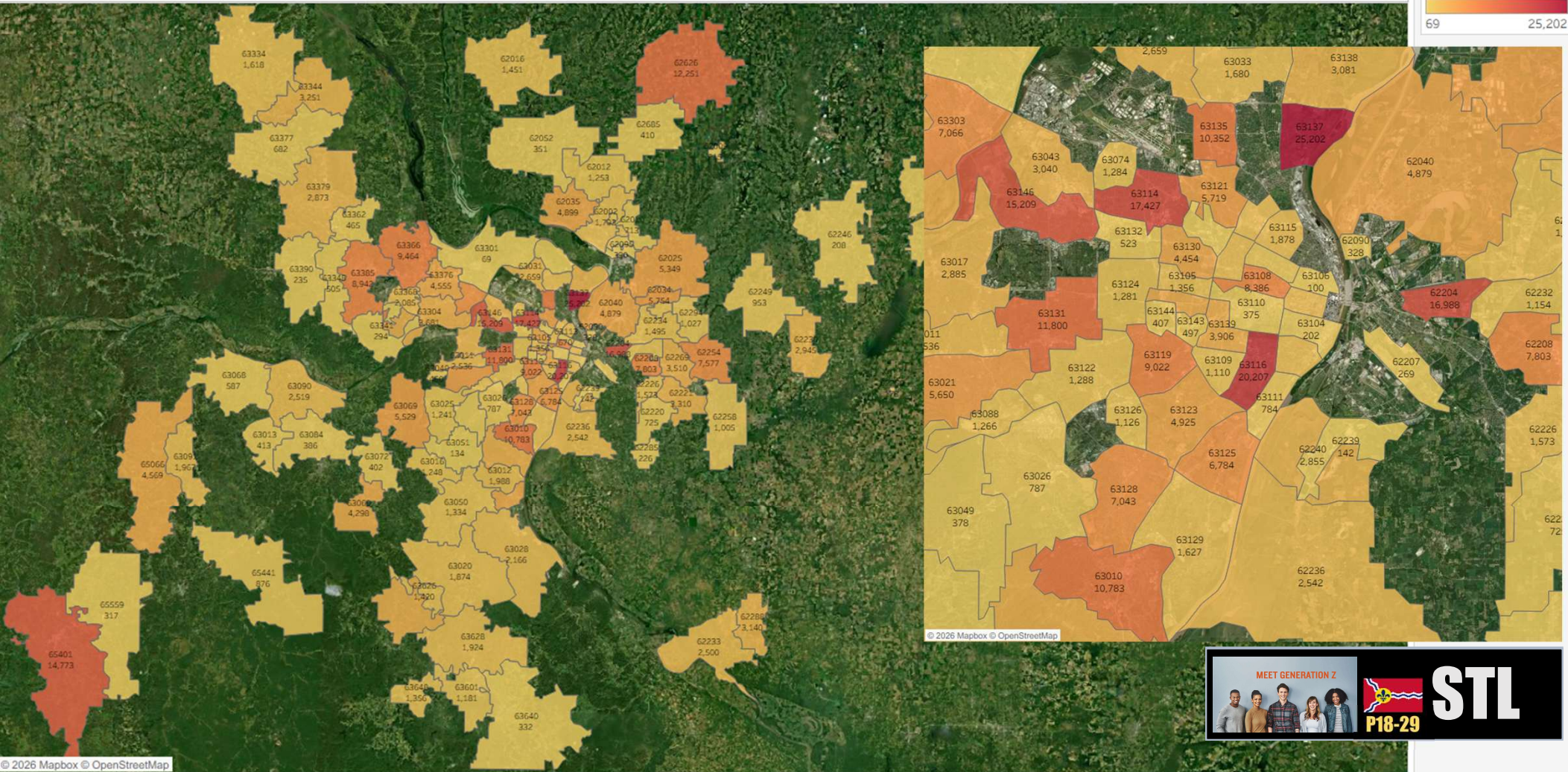
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Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))

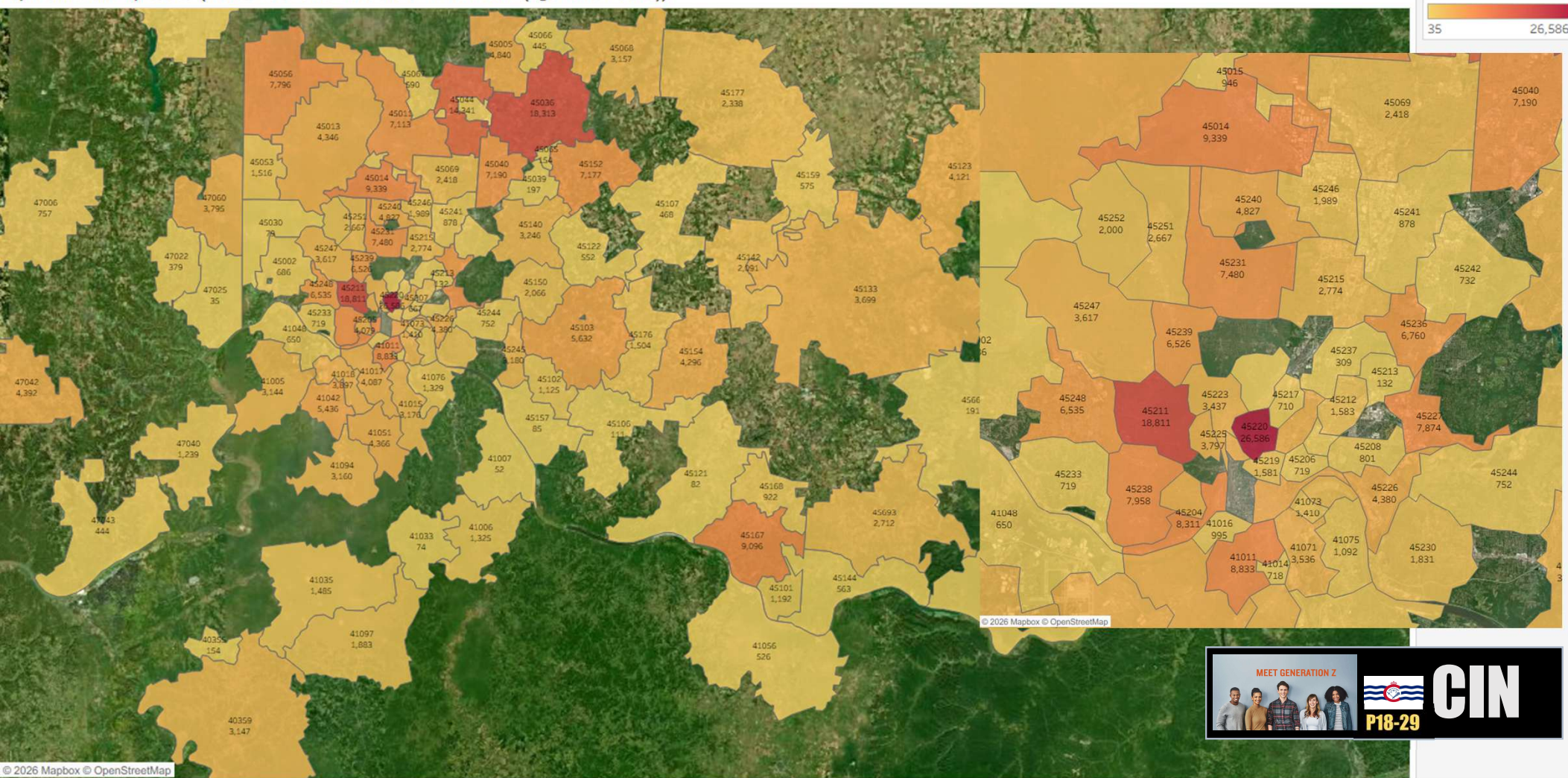


© 2026 Mapbox © OpenStreetMap

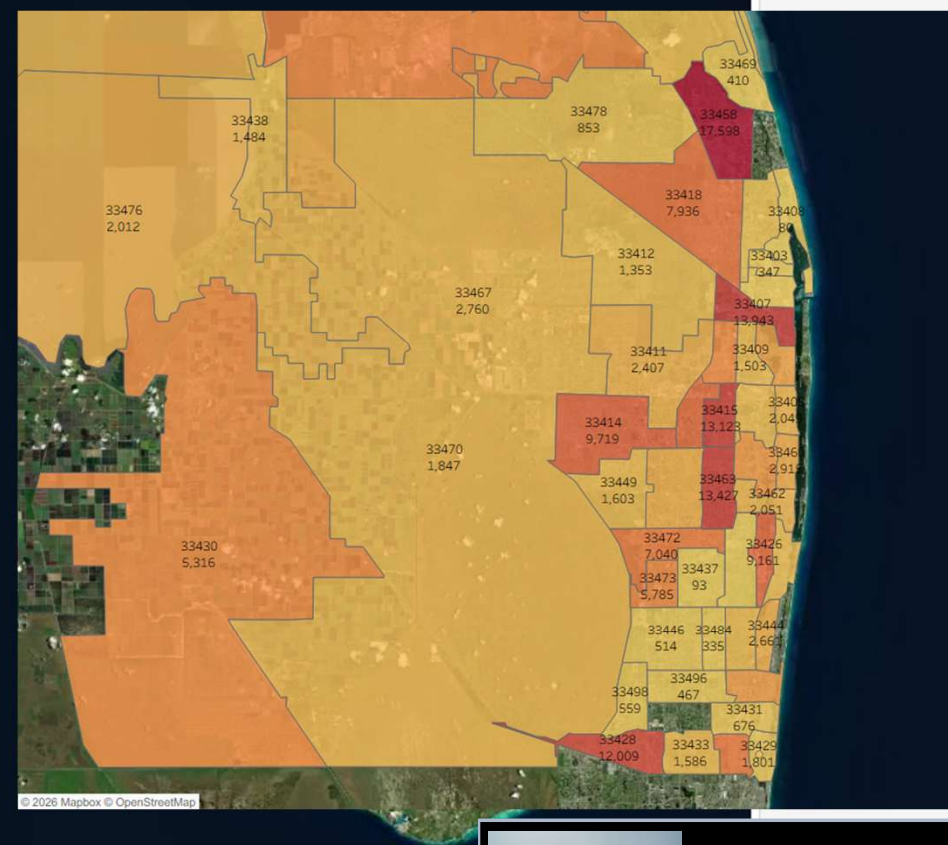
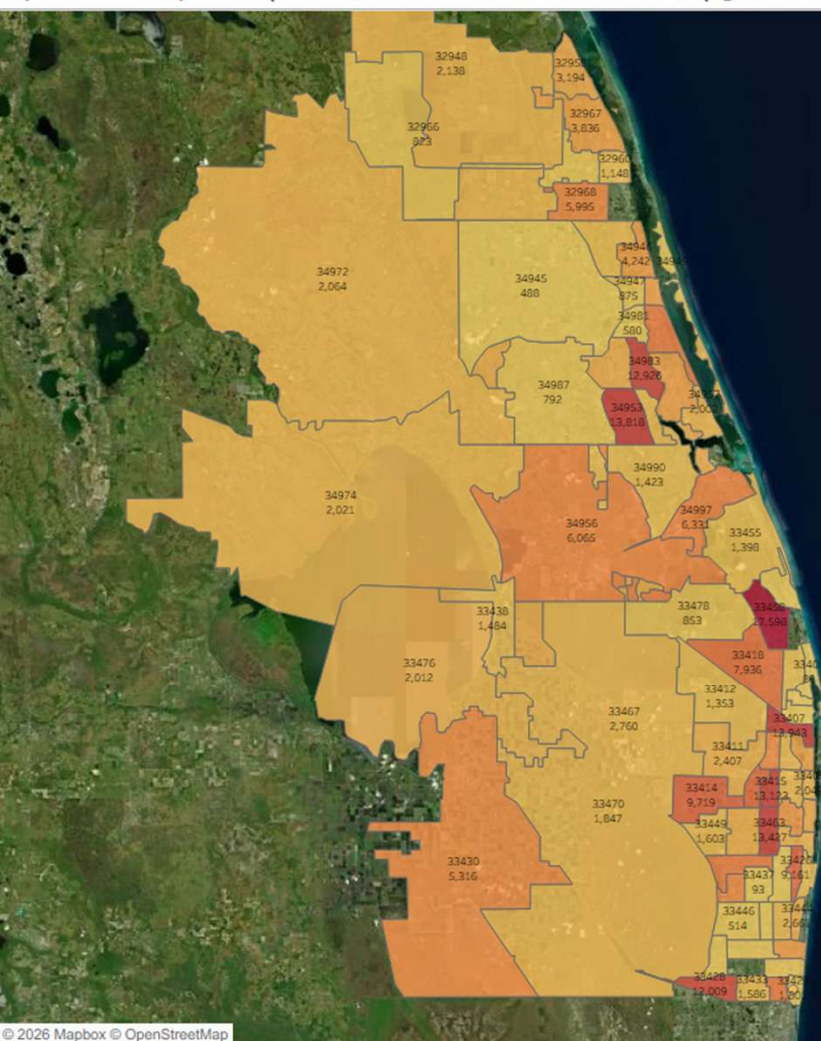
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



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



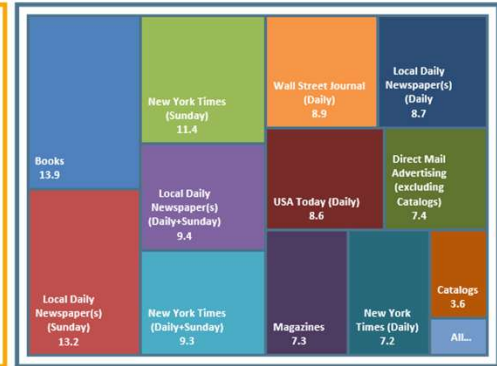
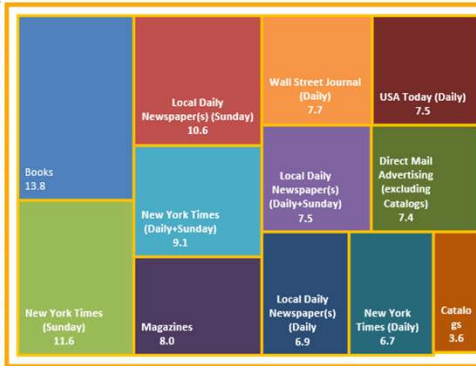
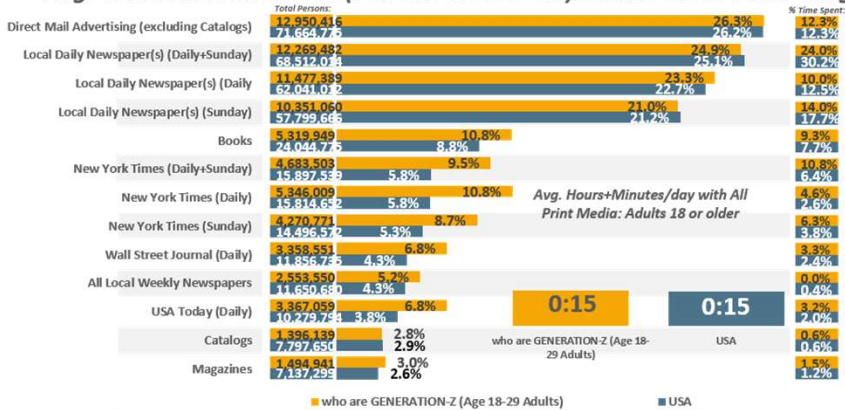
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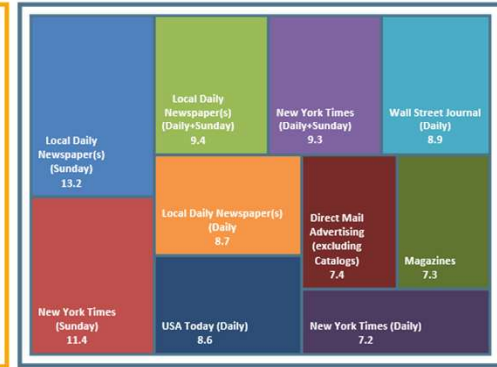
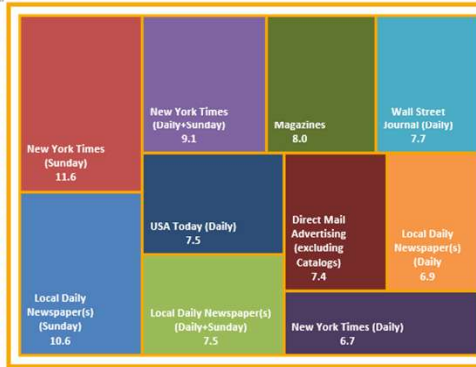
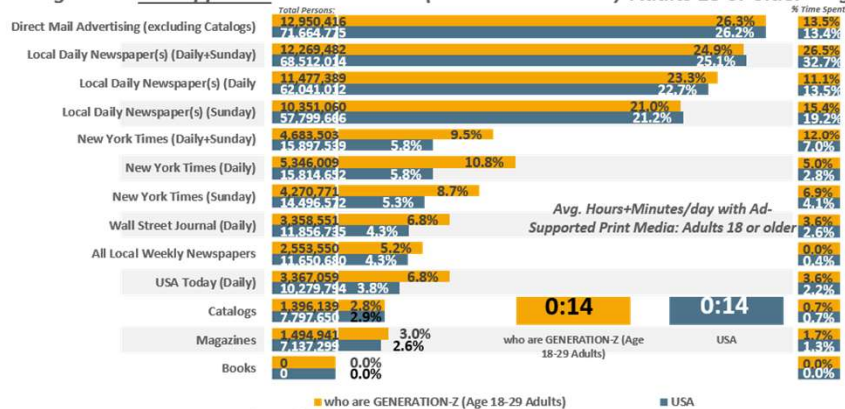


12,269,482 or 24.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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**



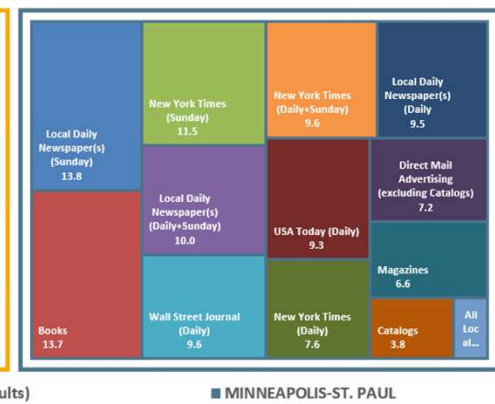
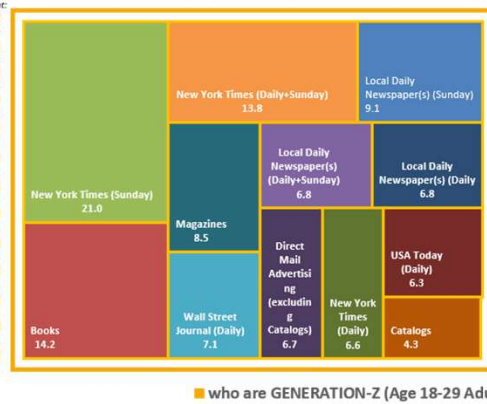
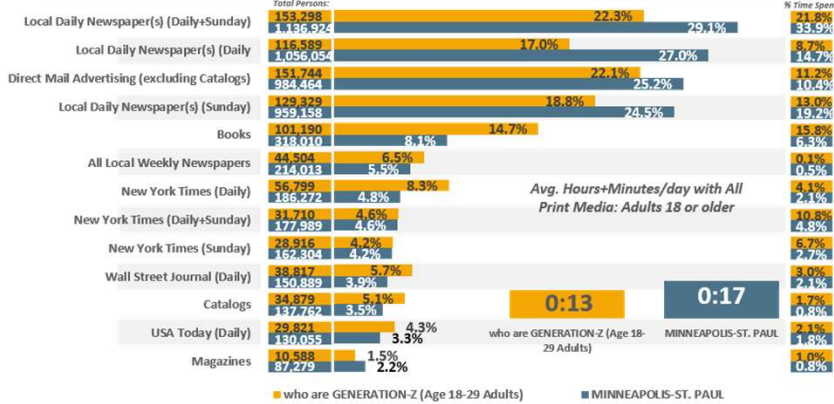
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



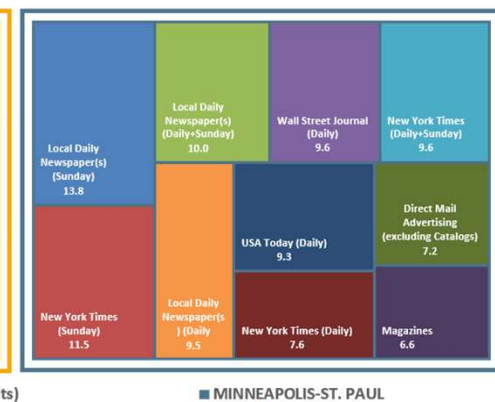
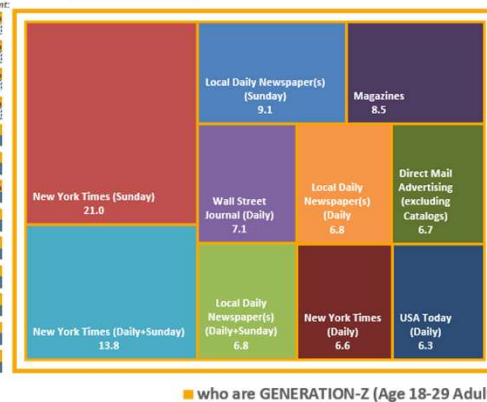
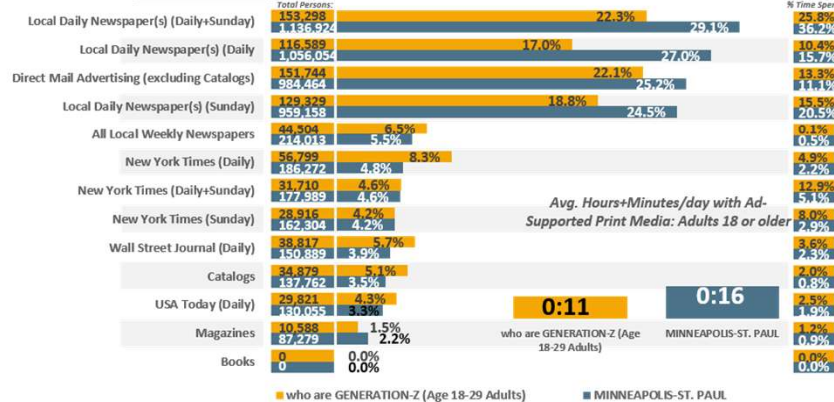


153,298 or 22.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.8 minutes every day representing 25.8% of all time spent daily with All forms of Print Media.

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



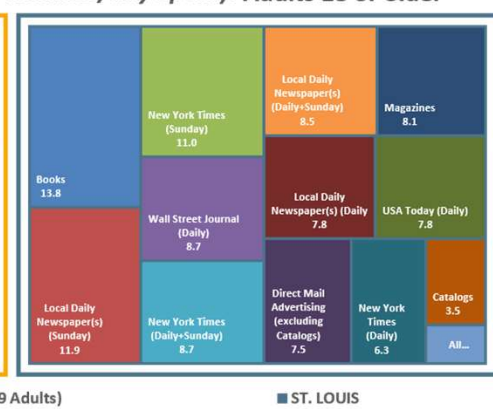
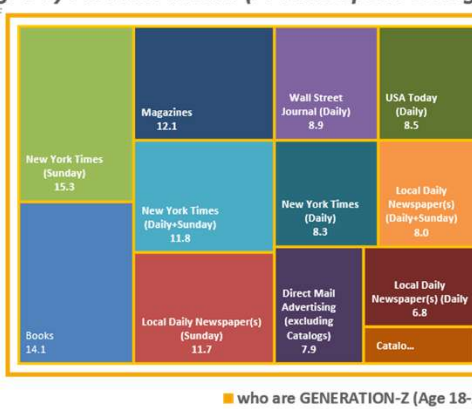
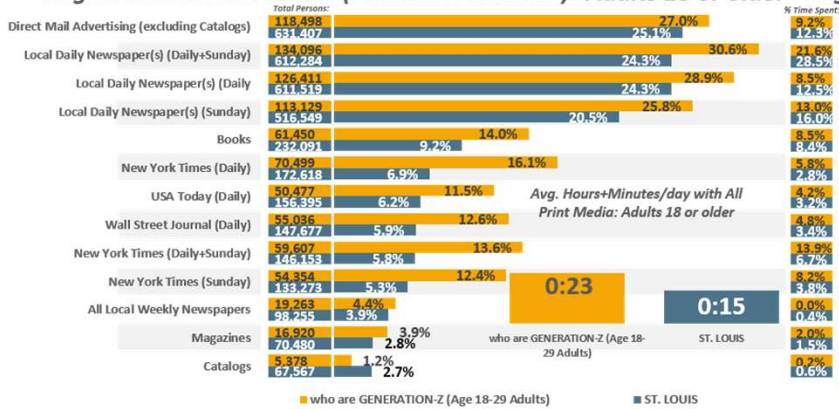
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



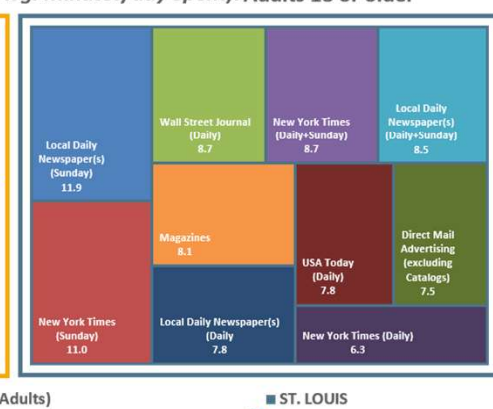
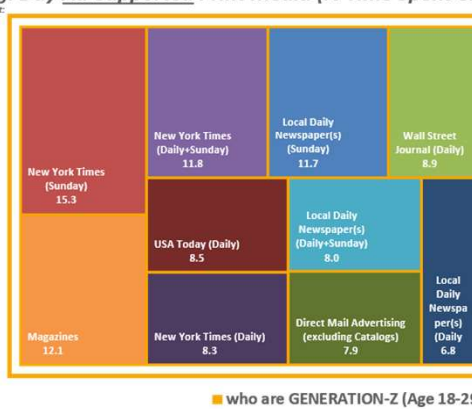
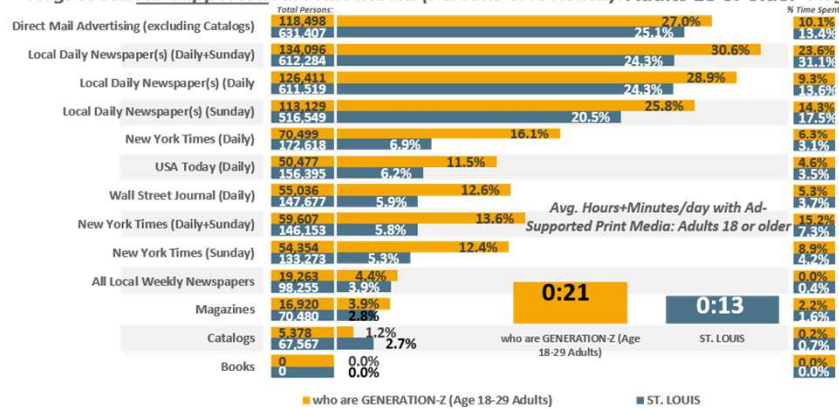


134,096 or 30.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8. minutes every day representing 23.6% of all time spent daily with All forms of Print Media.

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



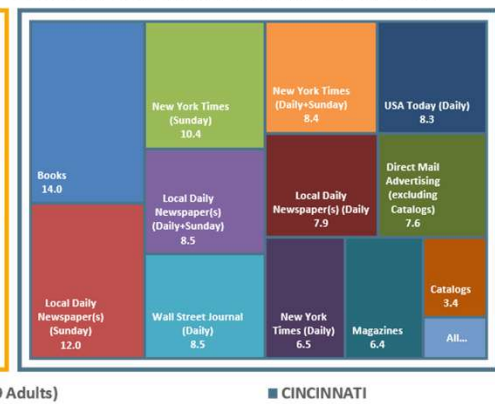
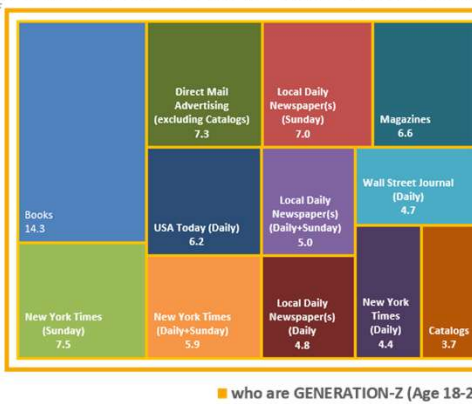
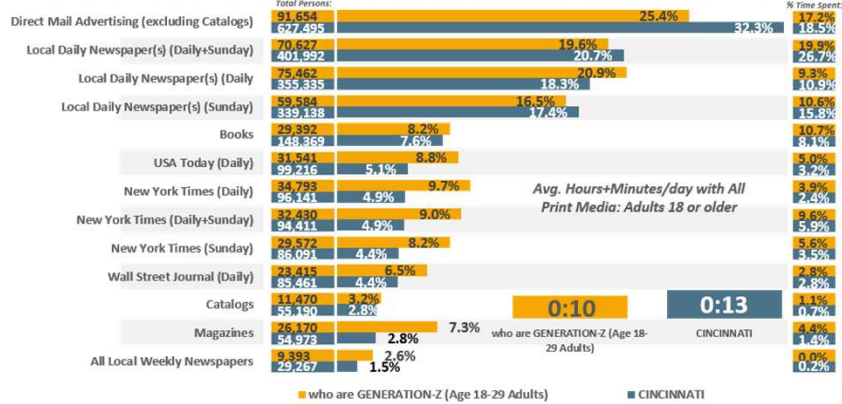
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



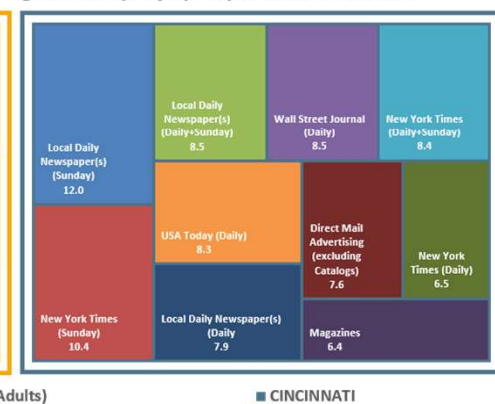
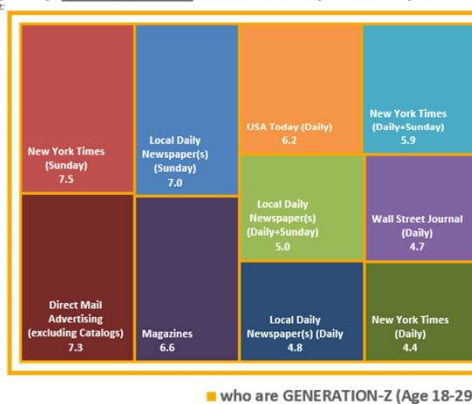
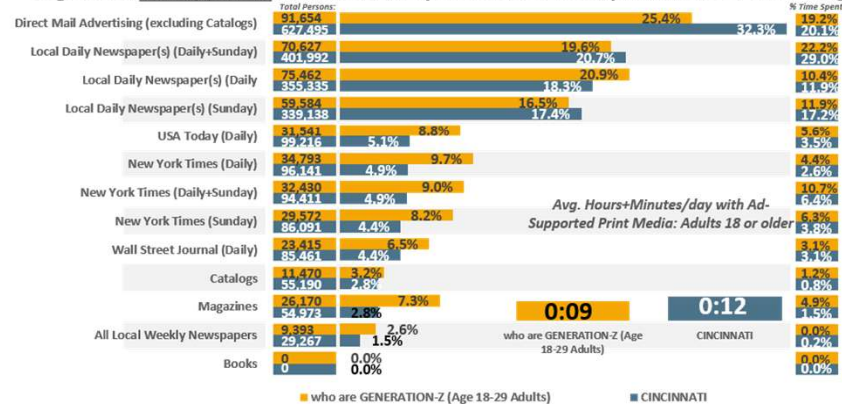


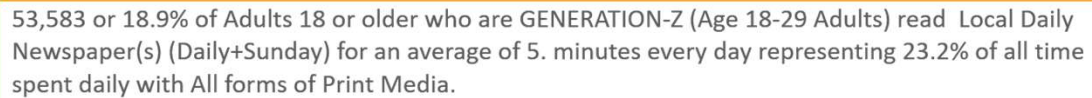
70,627 or 19.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5. minutes every day representing 22.2% of all time spent daily with All forms of Print Media.

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

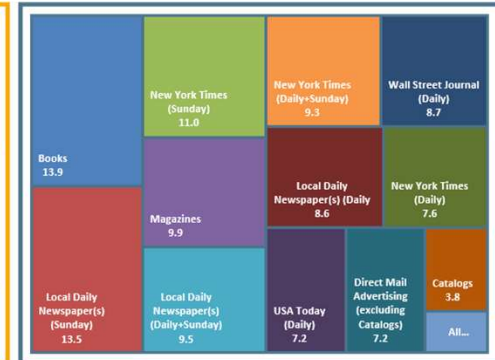




Category	Total Persons	who are GENERATION-Z (Age 18-29 Adults)	WEST PALM BEACH-BOCA RATON	Time Spent
Direct Mail Advertising (excluding Catalogs)	67,088	23.7%	17.6%	
Local Daily Newspaper(s) (Daily+Sunday)	53,583	18.9%	19.7%	
Local Daily Newspaper(s) (Daily)	47,782	16.6%	25.0%	
Local Daily Newspaper(s) (Sunday)	45,205	15.9%	11.8%	
Books	29,162	10.3%	14.9%	
New York Times (Daily+Sunday)	27,100	9.6%	9.3%	
New York Times (Sunday)	24,712	8.7%	5.4%	
New York Times (Daily)	22,938	8.7%	5.8%	
Wall Street Journal (Daily)	19,569	6.9%	3.1%	
Catalogs	10,993	3.9%	1.6%	
Magazines	9,511	3.4%	0.9%	
USA Today (Daily)	14,277	2.7%	2.8%	
All Local Weekly Newspapers	48,991	2.5%	0.6%	

■ who are GENERATION-Z (Age 18-29 Adults)
 ■ WEST PALM BEACH-BOCA RATON

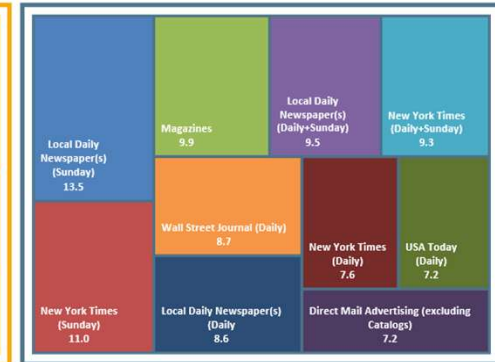
Avg. Hours+Minutes/day with All Print Media: Adults 18 or older
 who are GENERATION-Z (Age 18-29 Adults): 0:09
 WEST PALM BEACH-BOCA RATON: 0:14



Media Type	Generation Z (Age 18-29 Adults)	West Palm Beach-Boca Raton
Direct Mail Advertising (excluding Catalogs)	67,088 (25.4%)	23,776 (20.7%)
Local Daily Newspaper(s) (Daily+Sunday)	435,677 (18.9%)	324,000 (22.4%)
Local Daily Newspaper(s) (Daily)	382,489 (16.6%)	148,500 (10.5%)
Local Daily Newspaper(s) (Sunday)	45,205 (15.9%)	175,500 (12.3%)
New York Times (Daily+Sunday)	224,106 (9.6%)	78,500 (5.5%)
New York Times (Sunday)	24,712 (8.7%)	4,700 (3.3%)
New York Times (Daily)	24,730 (8.7%)	4,800 (3.4%)
Wall Street Journal (Daily)	77,962 (4.0%)	19,600 (1.4%)
Catalogs	10,993 (3.9%)	1,900 (1.3%)
Magazines	9,511 (3.4%)	3,400 (2.4%)
USA Today (Daily)	14,227 (5.0%)	1,500 (1.0%)
All Local Weekly Newspapers	2,876 (1.0%)	0 (0.0%)
Books	0 (0.0%)	0 (0.0%)

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

Generation Z (Age 18-29 Adults): 0:08
West Palm Beach-Boca Raton: 0:13

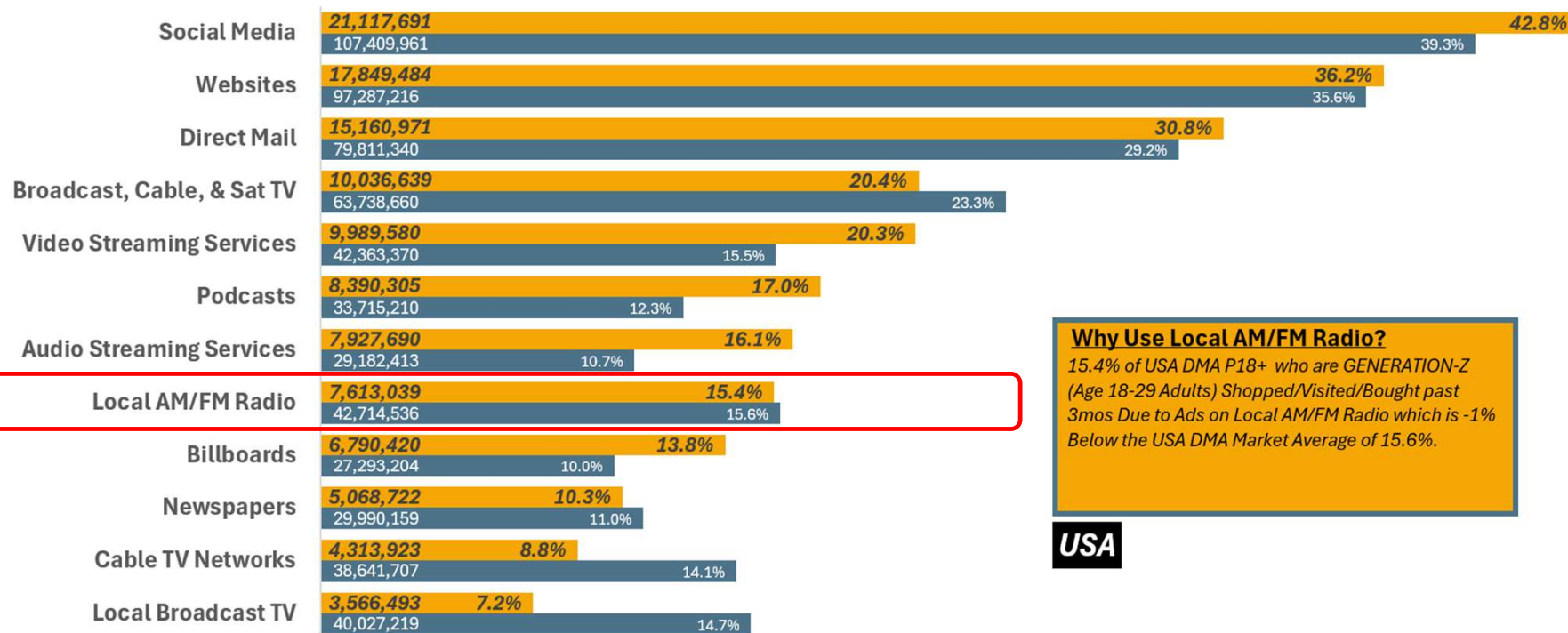


(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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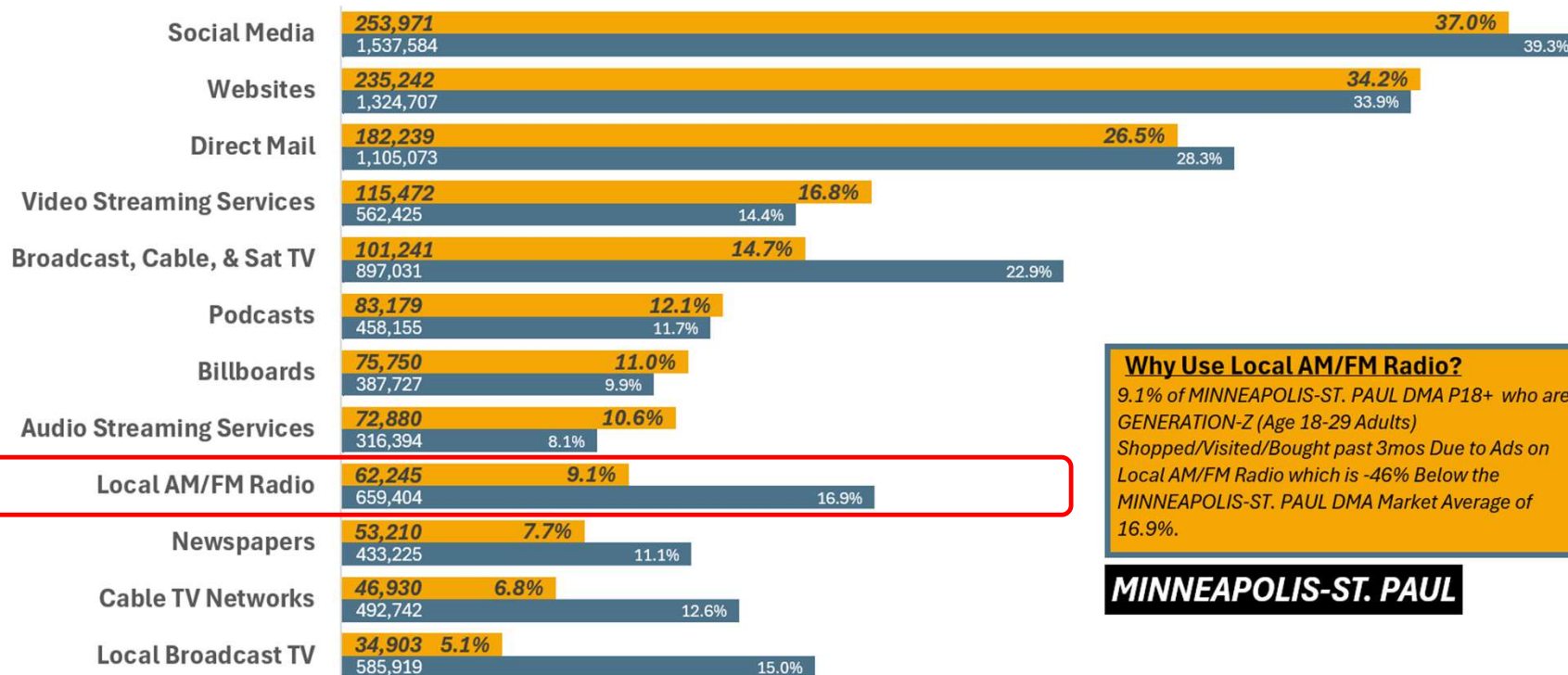
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ who are 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+ who are GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -46% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

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

■ P18+ MINNEAPOLIS-ST. PAUL AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 273
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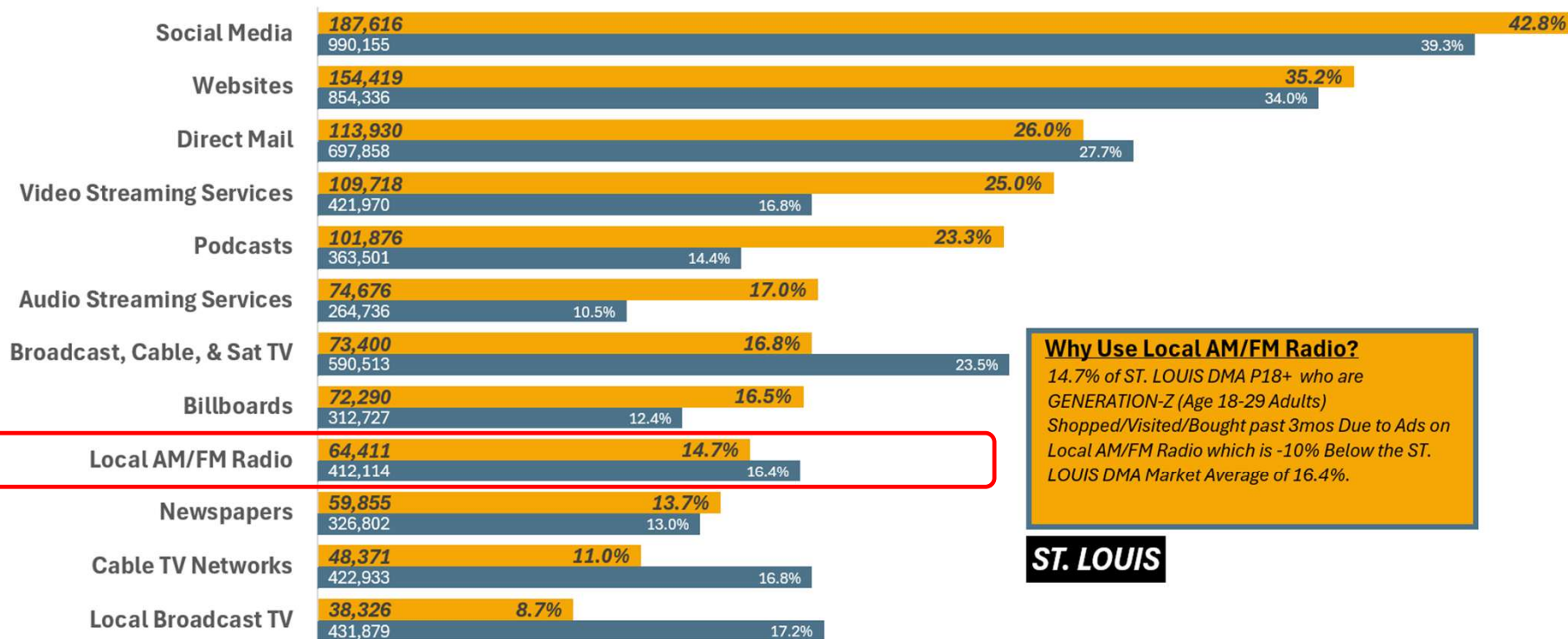
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"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?

14.7% of ST. LOUIS 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 -10% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 292
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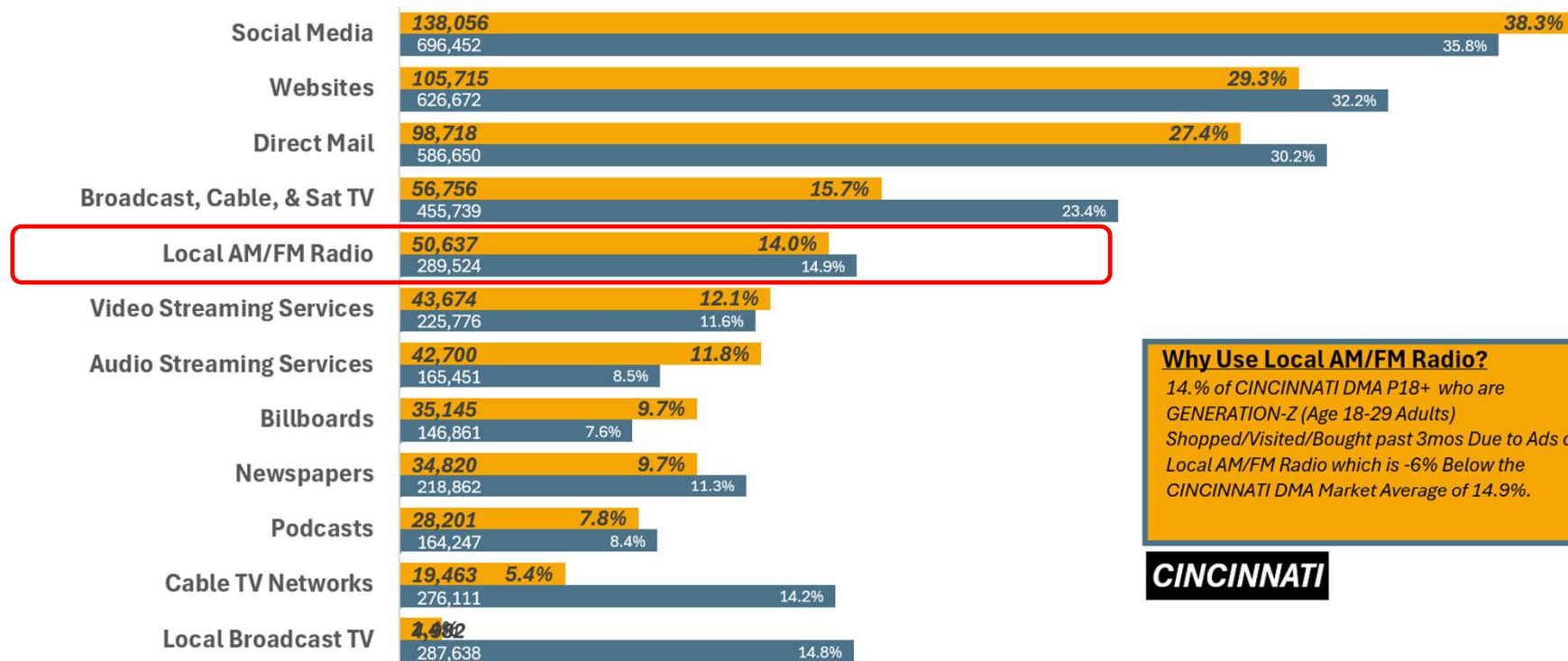
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"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?

14. % of CINCINNATI 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 -6% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

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

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 251
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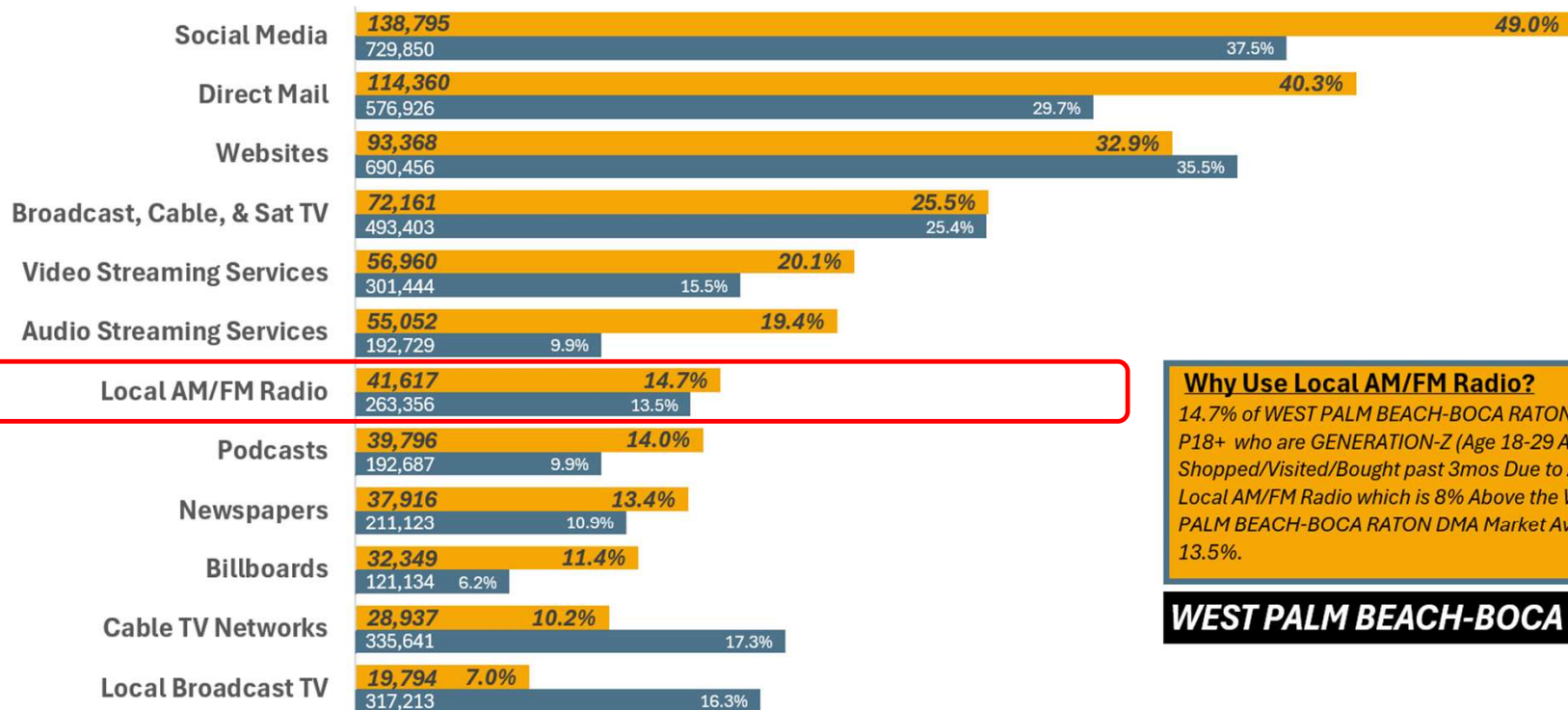
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"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?

14.7% of WEST PALM BEACH-BOCA RATON 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 8% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

■ P18+ WEST PALM BEACH-BOCA RATON AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 266
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)