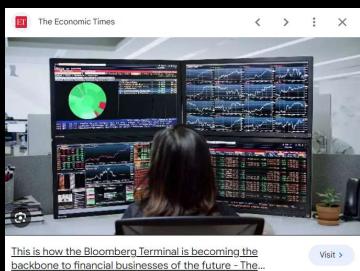


USA+GENERATION-Y (Age 30-44 Adults) vs. P18+ in 4 More DMAs!

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-Y (Age 30-44 Adults)** as of March 31, 2026.



MEET THE "MILLENNIALS"



P30-44

Vanguard BlackRock

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

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





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

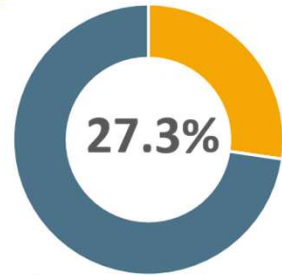


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

74,583,524

198,590,976

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

%M vs. %F:

Average Age:

Persons:

51.4%	49.2%	48.6%	50.8%
37.1	48.8	37.3	48.9
38,306,873	134,358,7...	36,276,650	138,815,7...
Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

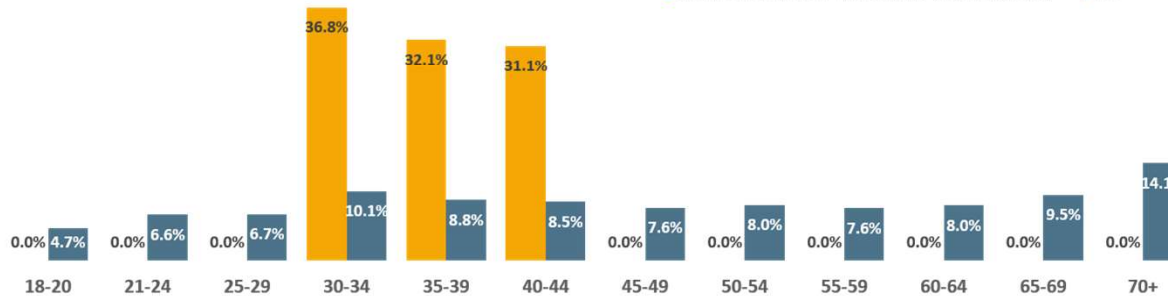
Average Age:

Adults 18 or older

37.2

48.8

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



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

■ USA

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

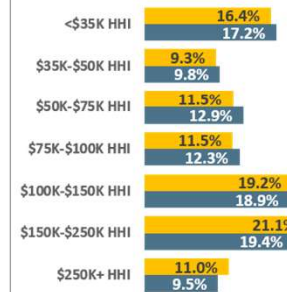
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338



HHI of Target vs. Market:



Avg HHI:

\$103,272

\$98,335

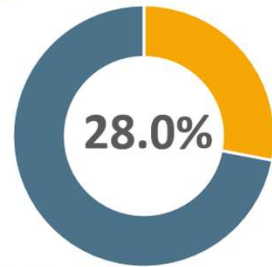
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



28.0% or 1,093,887 of MSP DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults).
 Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37.4 years old
 (23.6% younger than average) and have a \$127,437 (11.3% higher than average) annual household income.



Percent of Market: Adults 18 or older



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

Total Persons:

1,093,887 2,816,076



Gender of Target vs. Market: Adults 18 or older

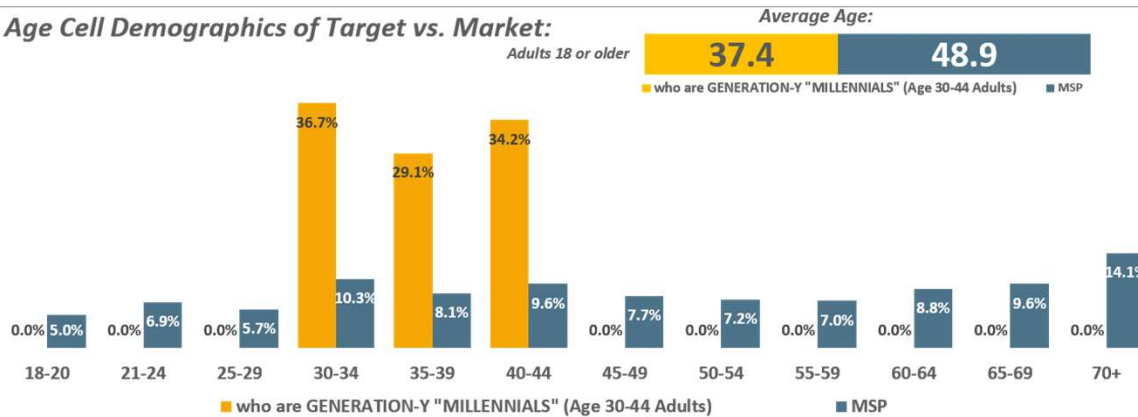
%M vs. %F:	53.7%	49.8%	46.3%	50.2%
Average Age:	37.1	48.9	37.7	49.0
# Persons:	586,963	1,948,052	506,924	1,961,911
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

White	82.8%	83.6%
Black/African American	6.7%	2.2%
Asian	2.2%	3.9%
Other	3.9%	4.4%
Hispanic	4.4%	

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

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

<\$35K HHI	12.4%	16.1%
\$35K-\$50K HHI	7.1%	9.5%
\$50K-\$75K HHI	12.8%	14.2%
\$75K-\$100K HHI	10.0%	13.0%
\$100K-\$150K HHI	25.7%	20.0%
\$150K-\$250K HHI	22.7%	19.7%
\$250K+ HHI	9.2%	7.5%

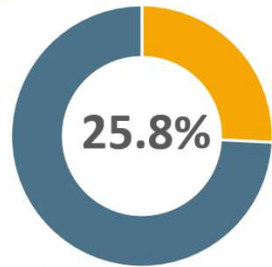
Avg HHI: \$127,437 \$114,452



25.8% or 648,496 of STL DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37.2 years old (24.9% younger than average) and have a \$99,980 (3.8% lower than average) annual household income.



Percent of Market: Adults 18 or older



Total Persons:

648,496

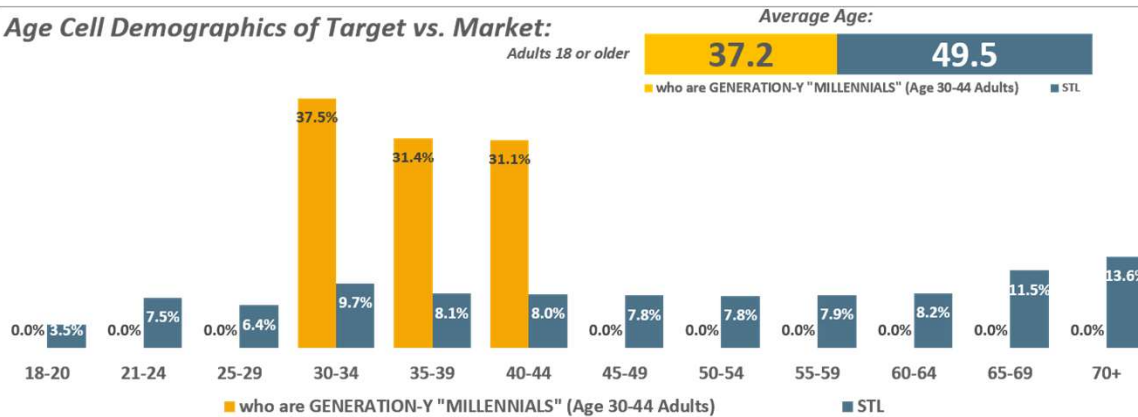
1,867,898



Gender of Target vs. Market: Adults 18 or older

	Men	Men	Women	Women
%M vs. %F:	51.7%	48.7%	48.3%	51.3%
Average Age:	36.7	49.7	37.7	49.3
# Persons:	335,230	1,225,116	313,266	1,291,278

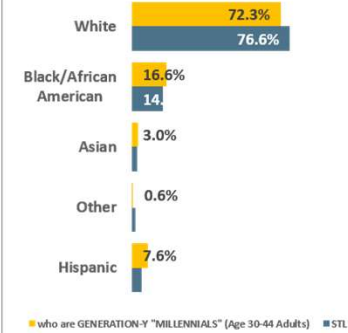
Age Cell Demographics of Target vs. Market:



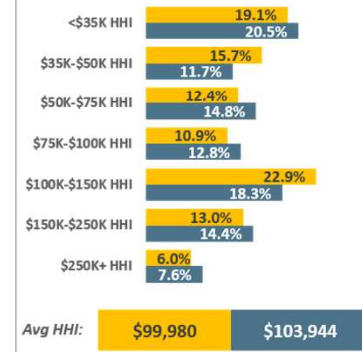
STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 407

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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI:

\$99,980

\$103,944

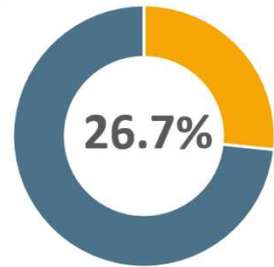
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



26.7% or 518,437 of CIN DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37. years old (23.9% younger than average) and have a \$107,572 (4.% higher than average) annual household income.



Percent of Market: Adults 18 or older



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

Total Persons:

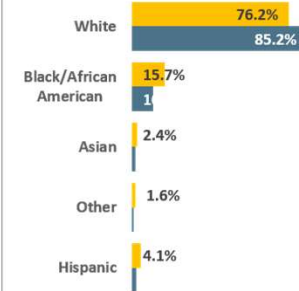
518,437 1,425,527



Gender of Target vs. Market: Adults 18 or older

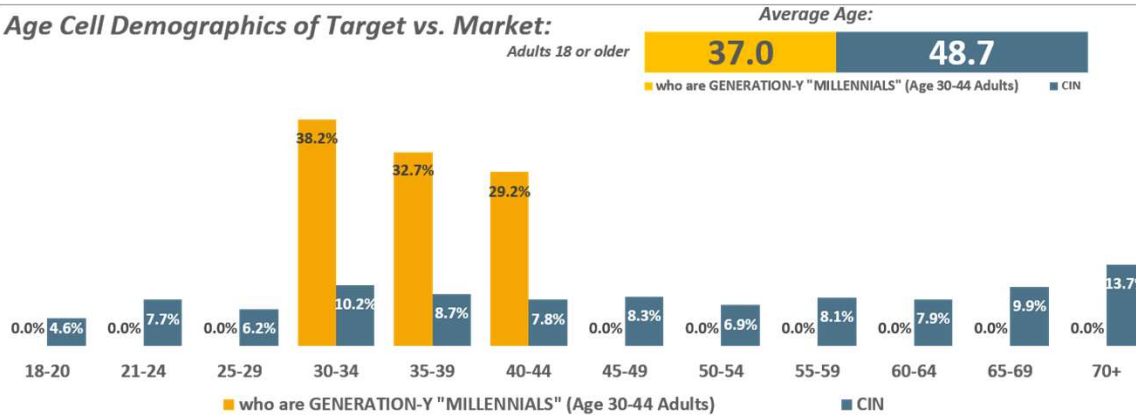
%M vs. %F:	51.2%	48.9%	48.8%	51.1%
Average Age:	37.0	48.6	37.1	48.8
# Persons:	265,361	951,112	253,076	992,852
	Men	Men	Women	Women

Ethnicity of Target vs. Market:



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

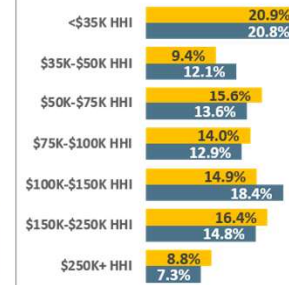
Age Cell Demographics of Target vs. Market:



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



HHI of Target vs. Market:



Avg HHI: \$107,572 \$103,481



21.7% or 420,997 of WPB DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Typical Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 37.4 years old (29.8% younger than average) and have a \$105,923 (.5% higher than average) annual household income.

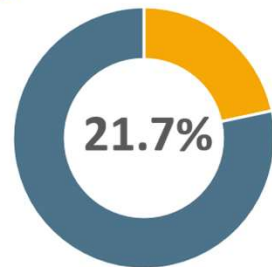


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

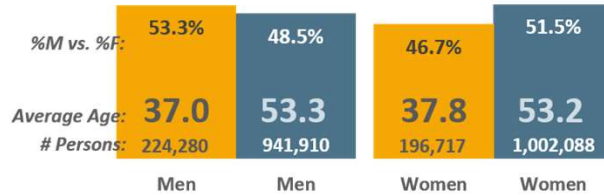
Ethnicity of Target vs. Market:



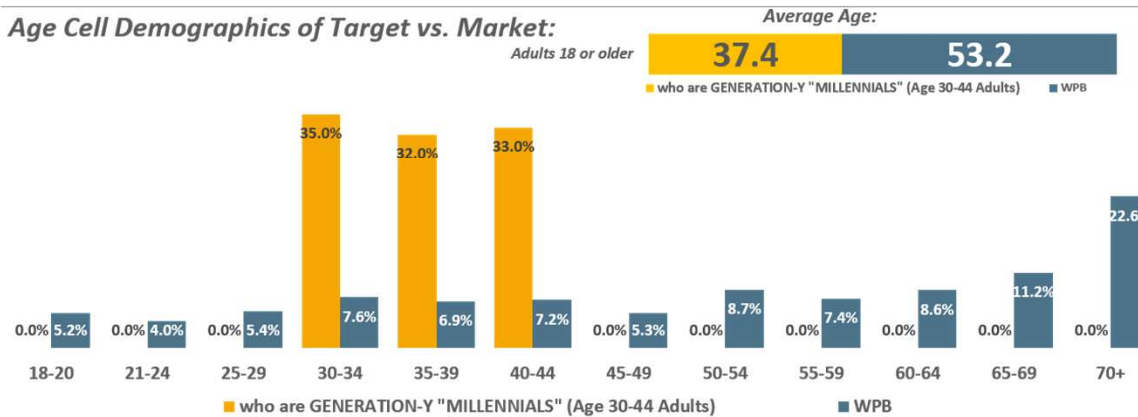
Total Persons:



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



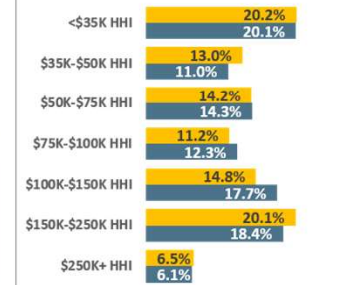
Age Cell Demographics of Target vs. Market:



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



HHI of Target vs. Market:

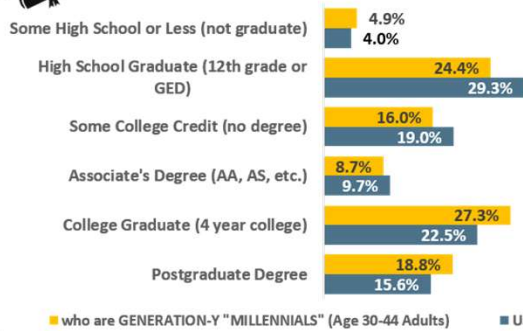




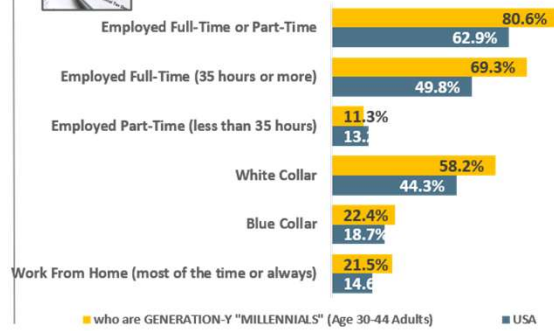
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 20.9% more likely to be a college graduate, 39.3% more likely to work full-time, 1.3% more likely to be married, 115.1% more likely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



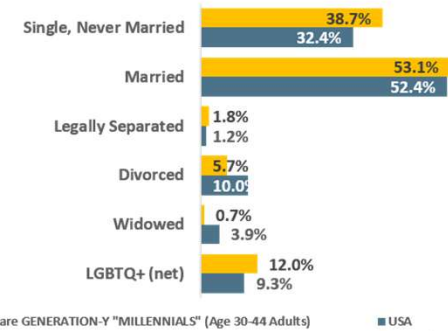
Education Levels: Adults 18 or older



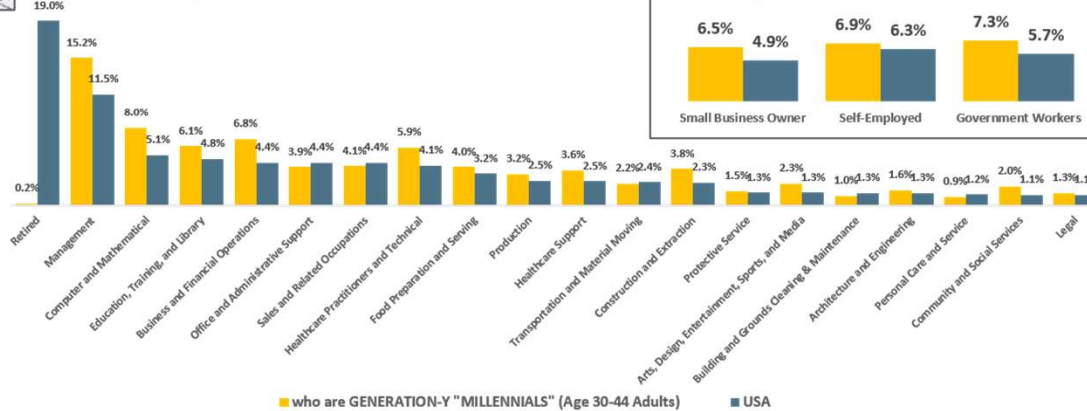
Employment: Adults 18 or older



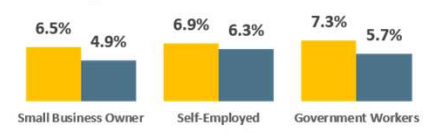
Marital Status: Adults 18 or older



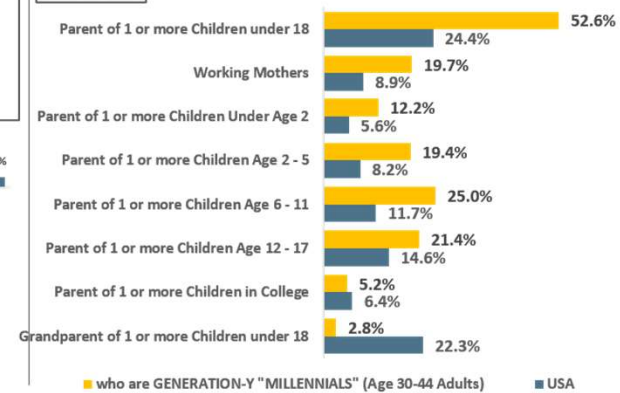
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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

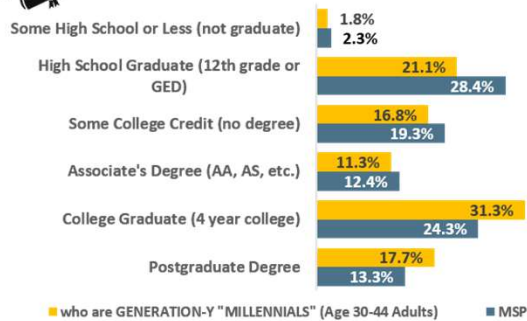
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



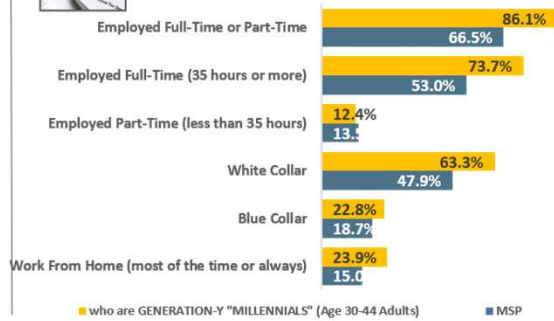
28.8% or 1,093,887 of MSP DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 30.3% more likely to be a college graduate, 38.9% more likely to work full-time, 4.0% more likely to be married, 124.2% more likely to be a parent of 1 or more children under 18.



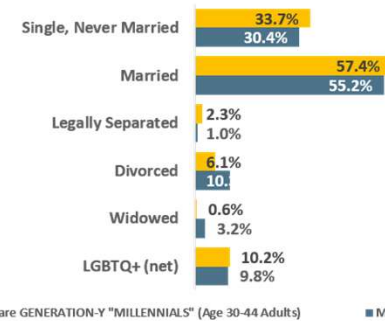
Education Levels: Adults 18 or older



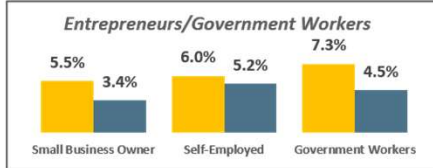
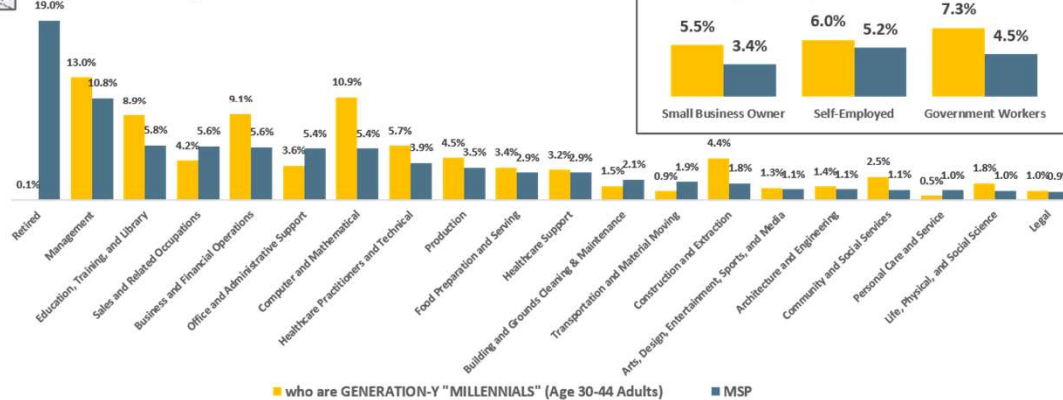
Employment: Adults 18 or older



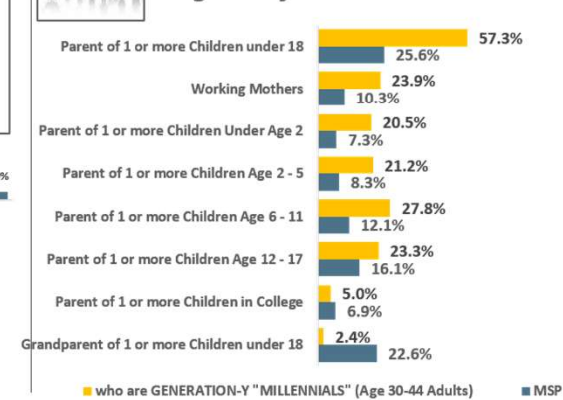
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

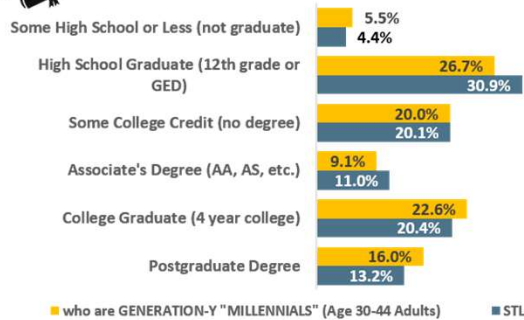




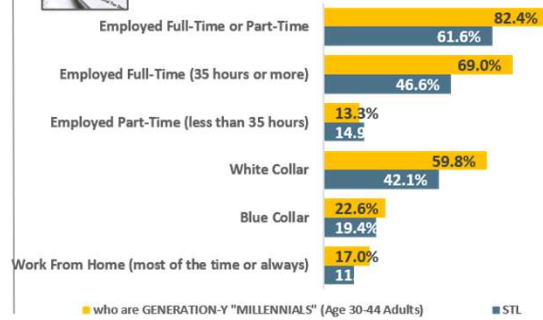
25.8% or 648,496 of STL DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 15.1% more likely to be a college graduate, 48.% more likely to work full-time, 7.5% less likely to be married, 140.5% more likely to be a parent of 1 or more children under 18.



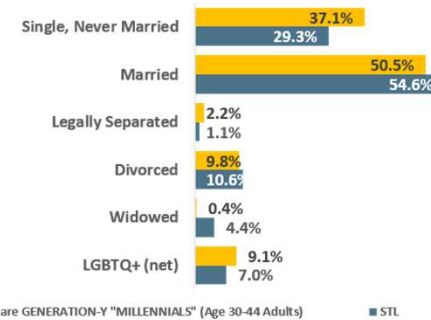
Education Levels: Adults 18 or older



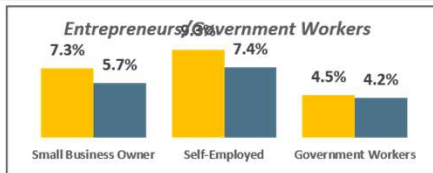
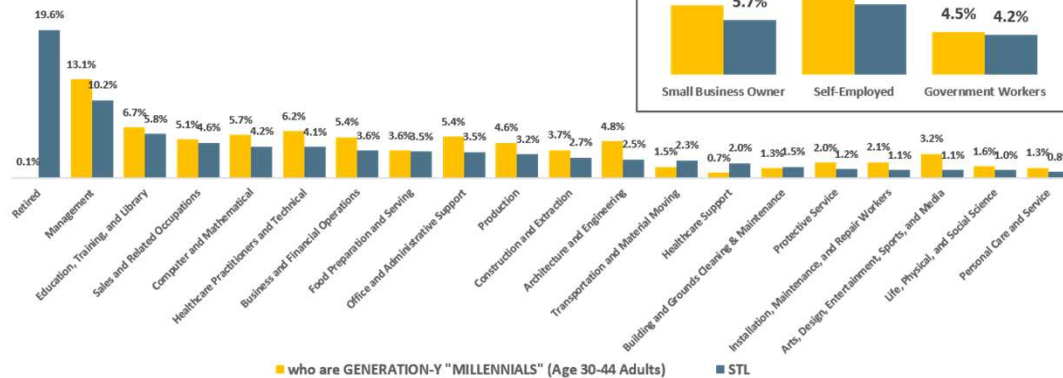
Employment: Adults 18 or older



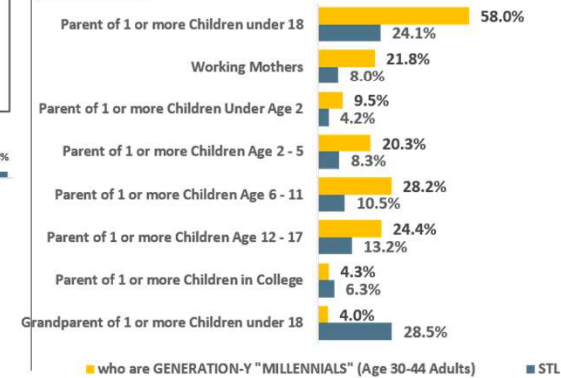
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

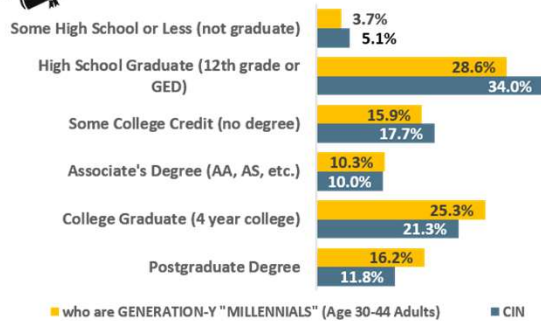




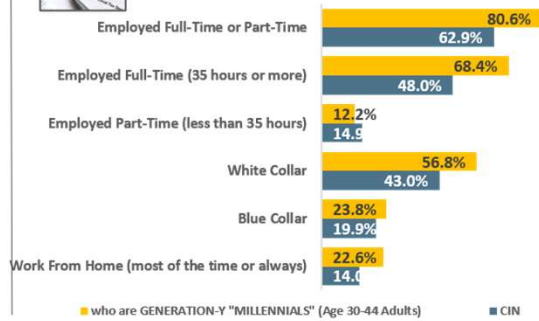
26.7% or 518,437 of CIN DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 25.3% more likely to be a college graduate, 42.3% more likely to work full-time, 4.9% more likely to be married, 128.5% more likely to be a parent of 1 or more children under 18.



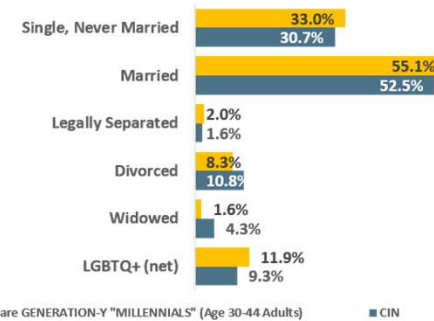
Education Levels: Adults 18 or older



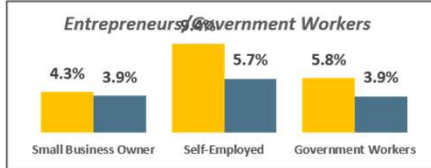
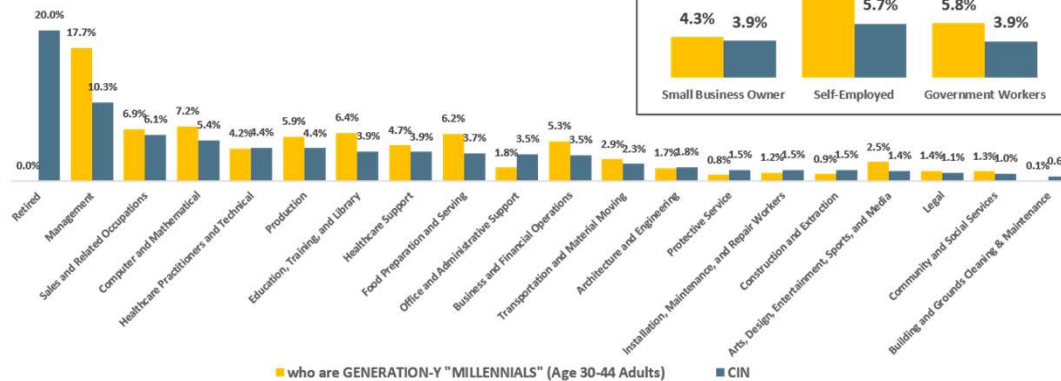
Employment: Adults 18 or older



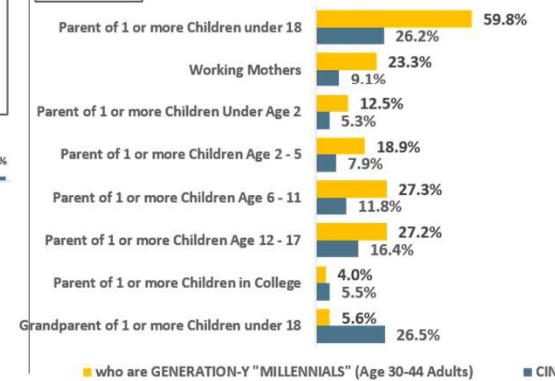
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

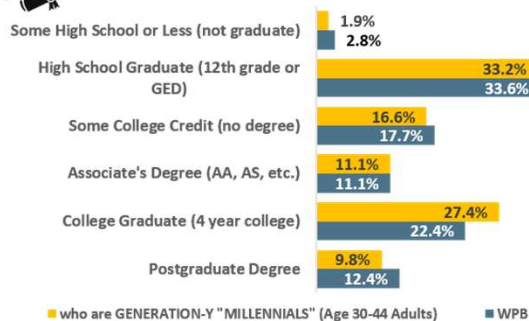




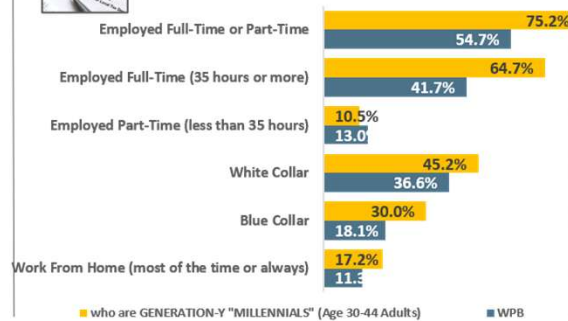
21.7% or 420,997 of WPB DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 6.8% more likely to be a college graduate, 54.9% more likely to work full-time, 10.8% less likely to be married, 178.3% more likely to be a parent of 1 or more children under 18.



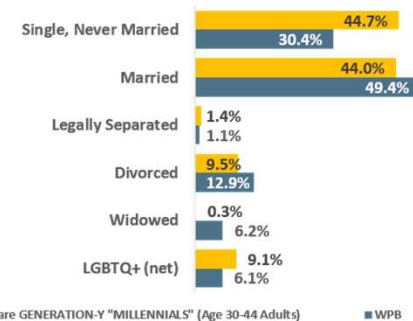
Education Levels: Adults 18 or older



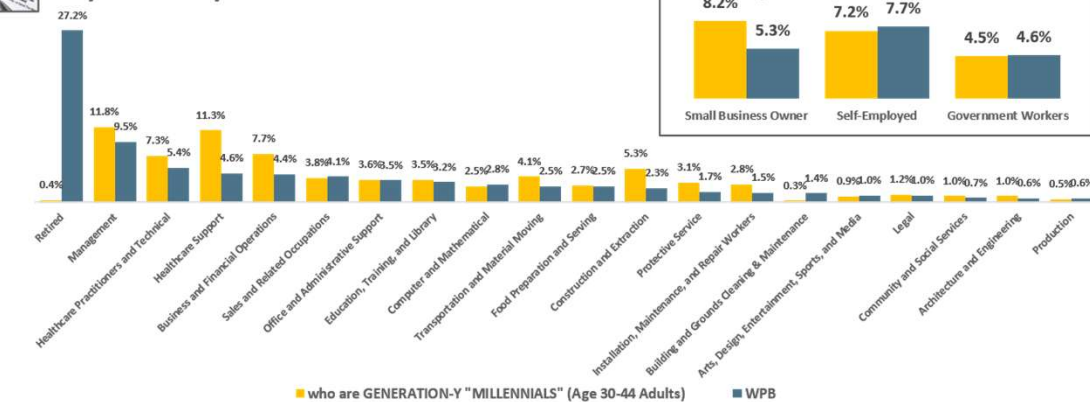
Employment: Adults 18 or older



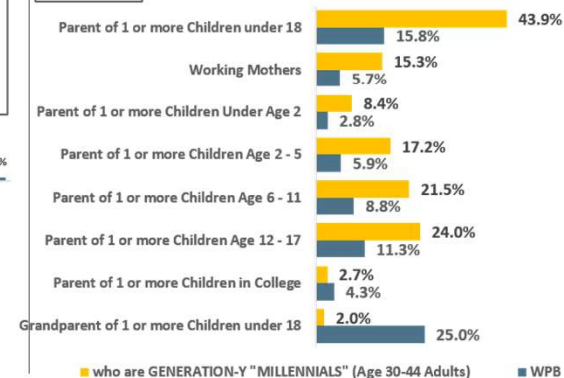
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



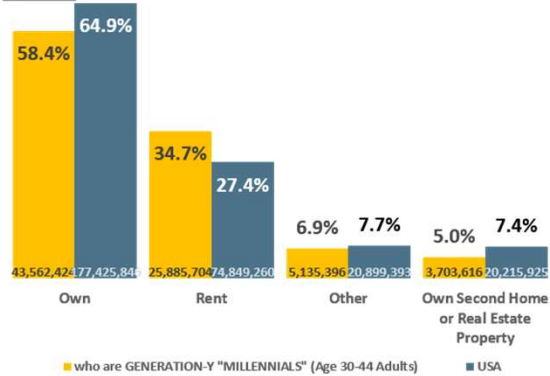
Stage in Life: Adults 18 or older



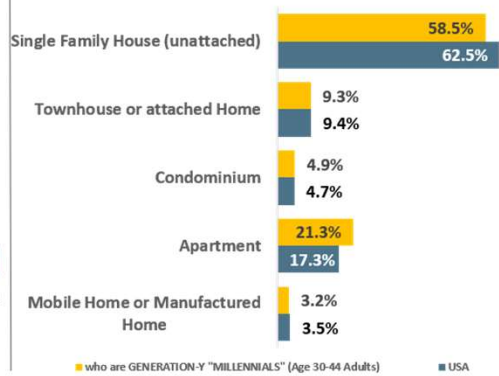


27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 10.1% less likely to own their home, 17.8% more likely to own a higher valued home, 6.4% less likely to have a single-family home,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

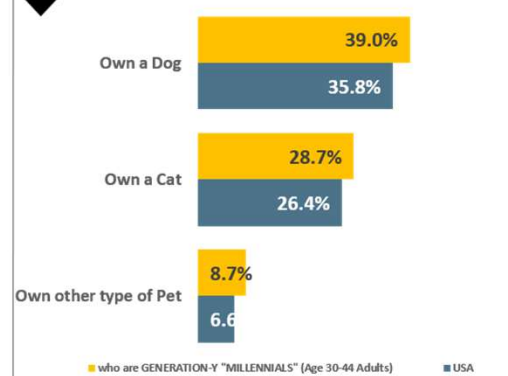
Own/Rent/Other: Adults 18 or older



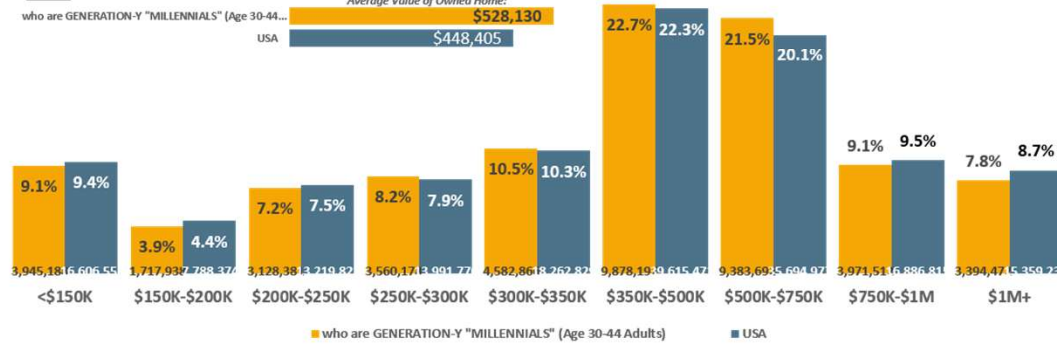
Type of Home: Adults 18 or older



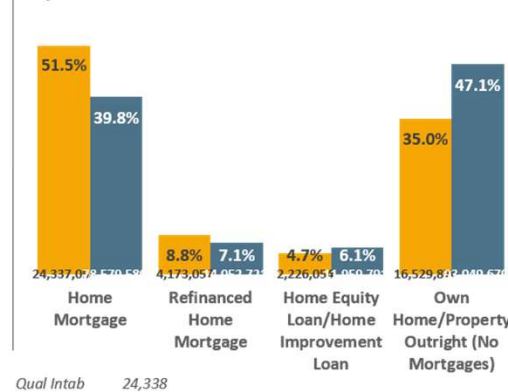
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



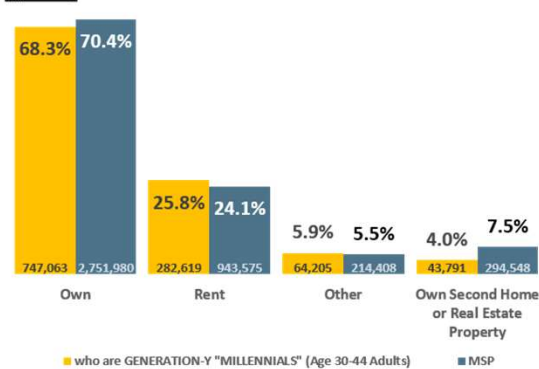
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 5,886
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

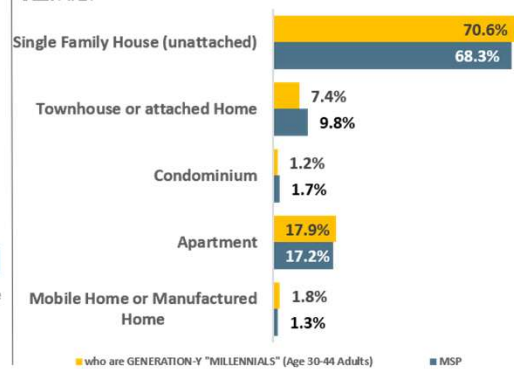


28.8% or 1,093,887 of MSP DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 3.0% less likely to own their home, 4.4% more likely to own a higher valued home, 3.4% more likely to have a single-family home, 28.9% more likely to have a dog.

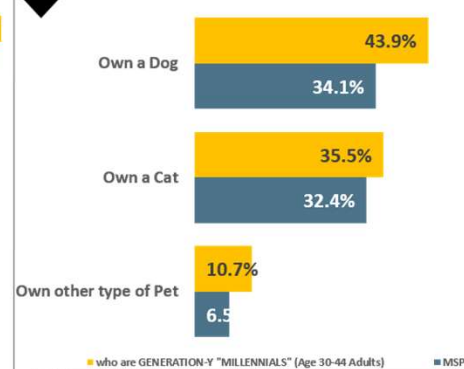
Own/Rent/Other: Adults 18 or older



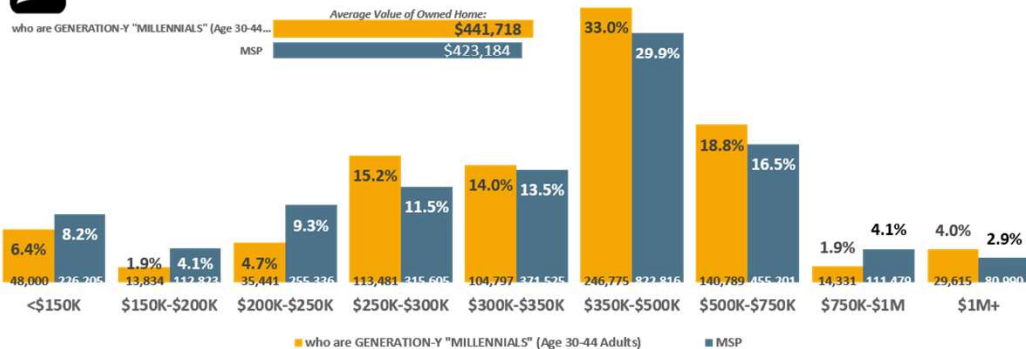
Type of Home: Adults 18 or older



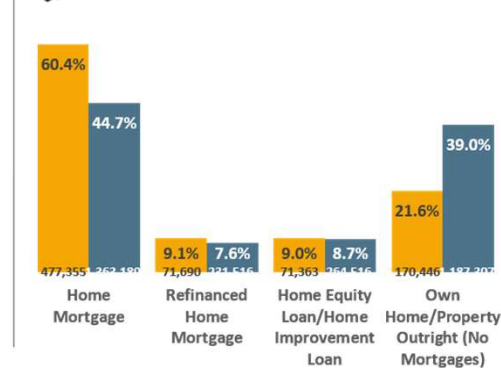
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



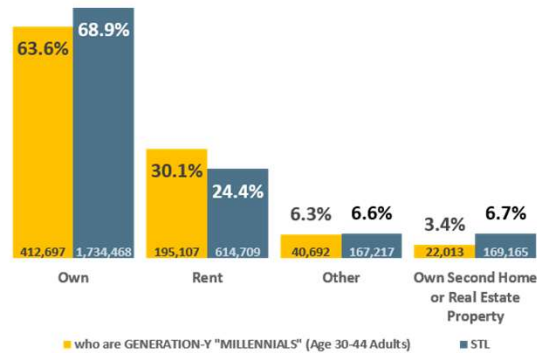
Home Loans: Adults 18 or older



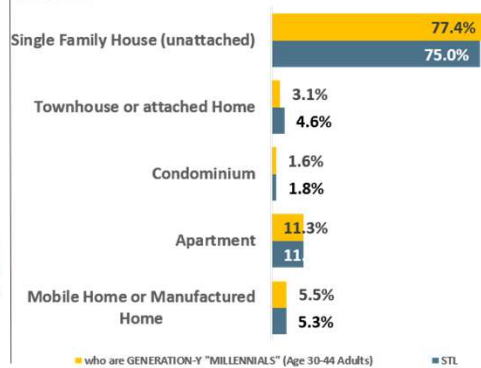


25.8% or 648,496 of STL DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 7.7% less likely to own their home, 9.9% more likely to own a lower valued home, 3.3% more likely to have a single-family home, 11.7% more likely to have a dog.

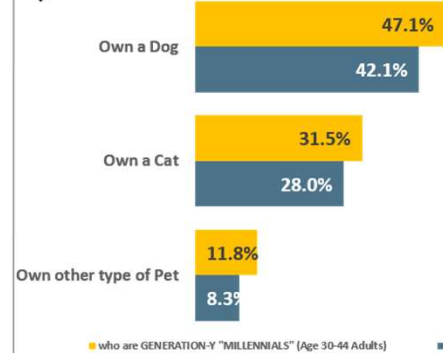
Own/Rent/Other: Adults 18 or older



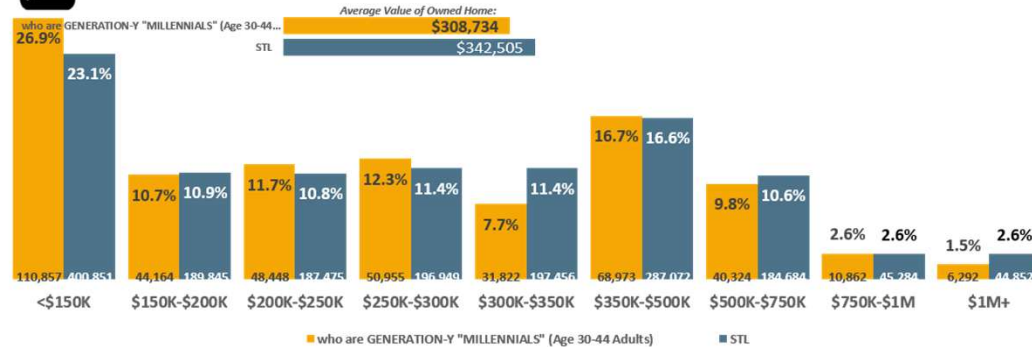
Type of Home: Adults 18 or older



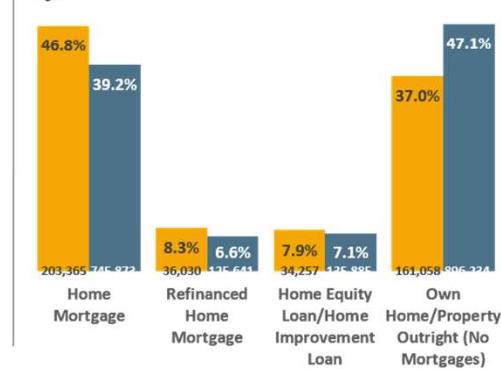
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



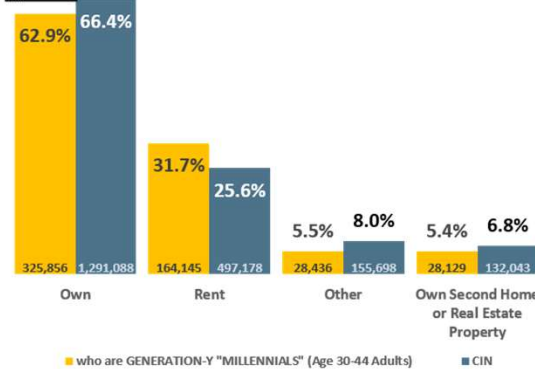
Home Loans: Adults 18 or older



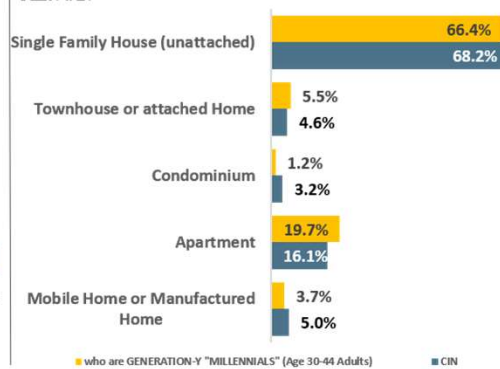


26.7% or 518,437 of CIN DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 5.4% less likely to own their home, 3.8% more likely to own a lower valued home, 2.6% less likely to have a single-family home, 7.4% more likely to have a dog.

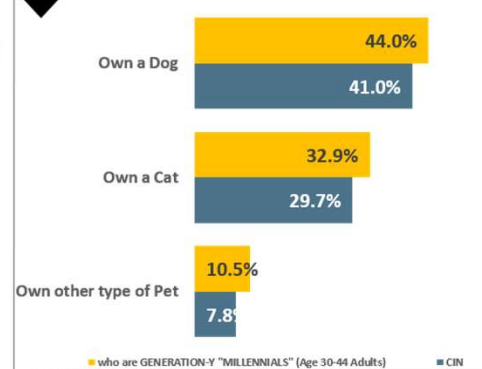
Own/Rent/Other: Adults 18 or older



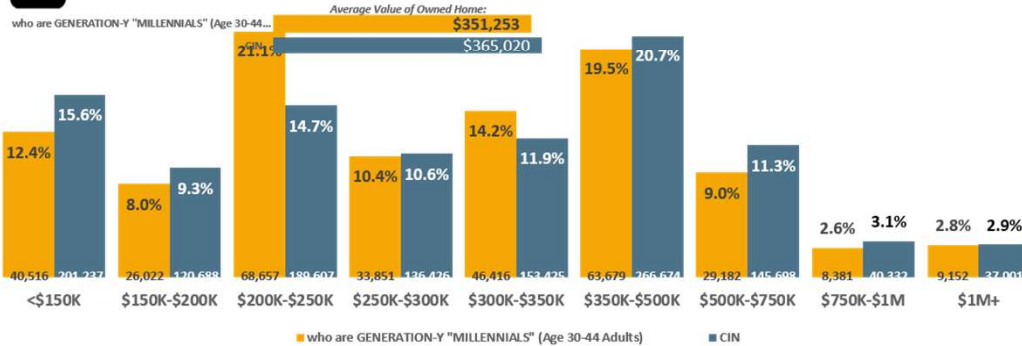
Type of Home: Adults 18 or older



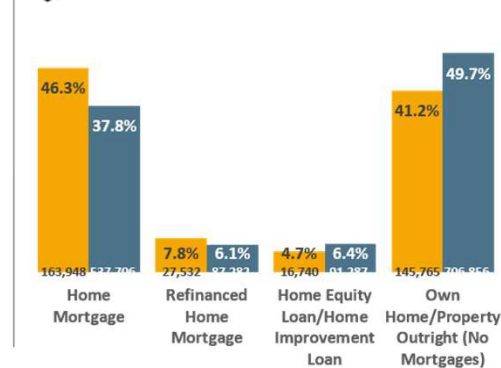
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

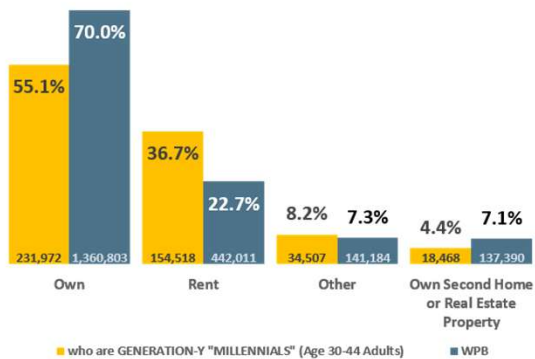




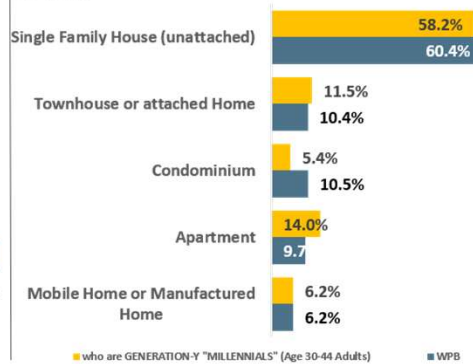
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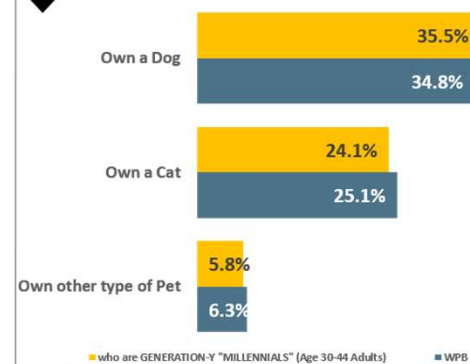
Own/Rent/Other: Adults 18 or older



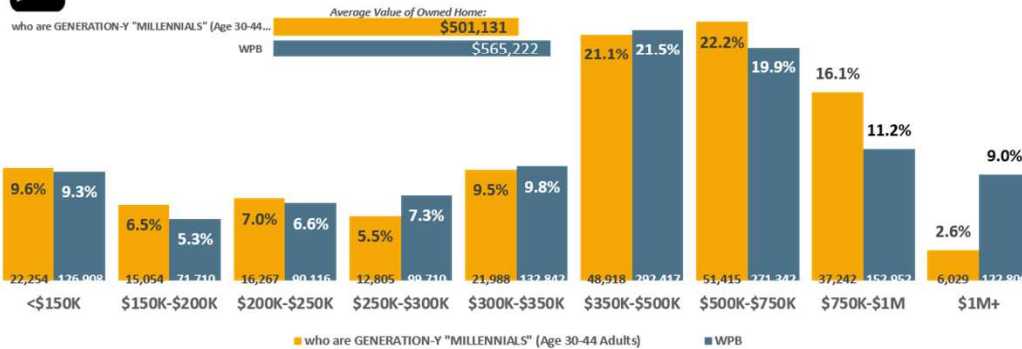
Type of Home: Adults 18 or older



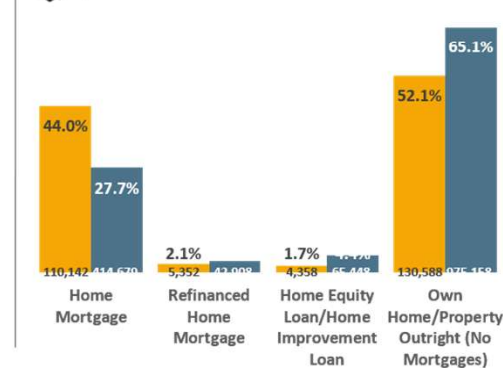
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

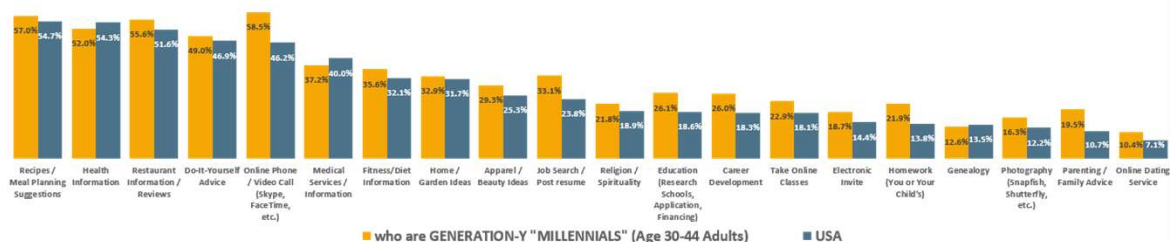




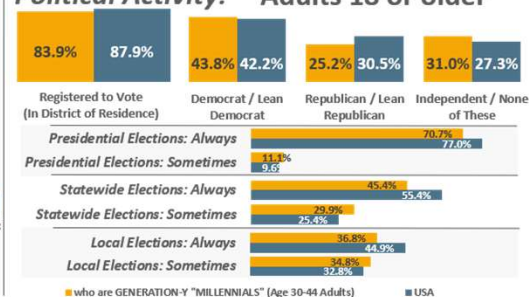
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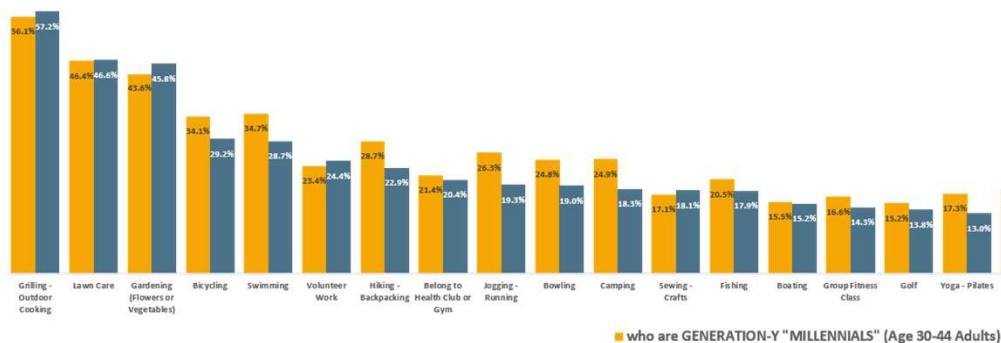
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



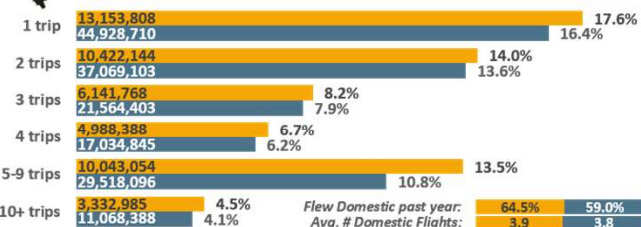
Political Activity: Adults 18 or older



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



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



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

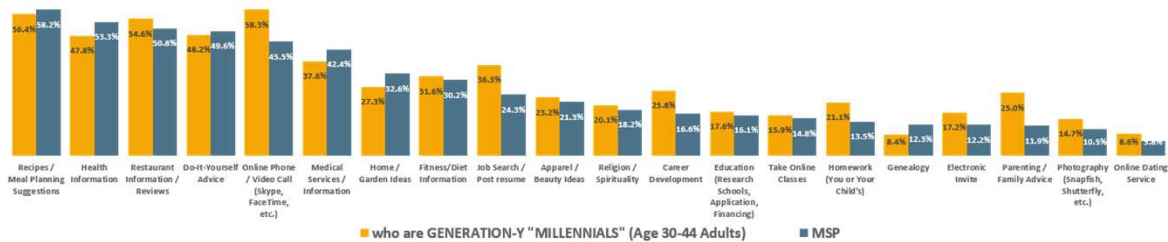
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



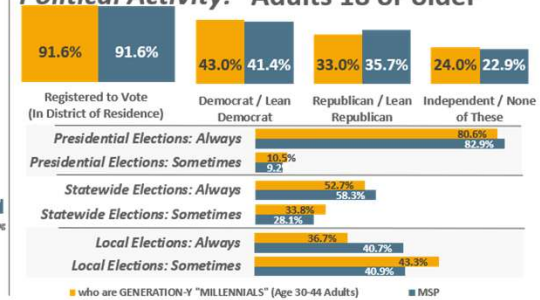
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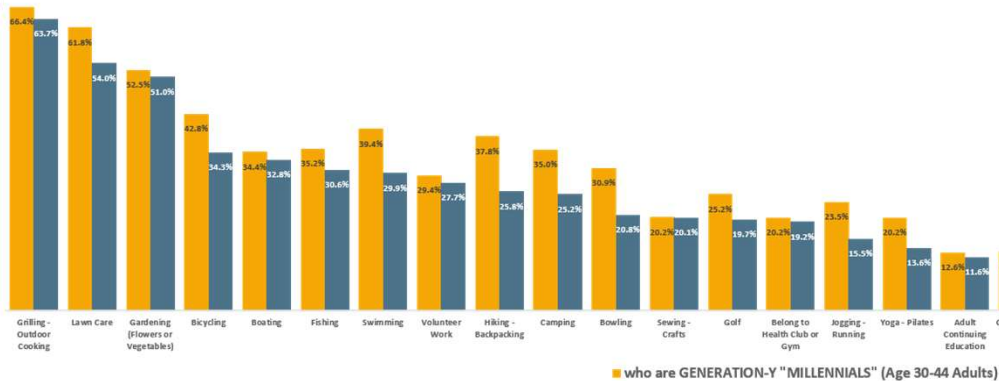
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



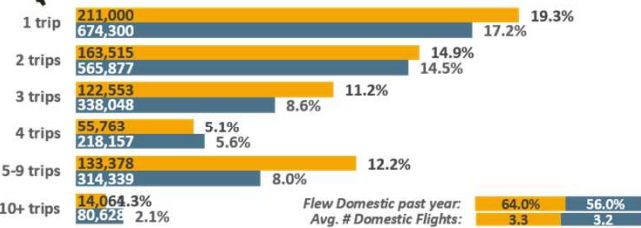
Political Activity: Adults 18 or older



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



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

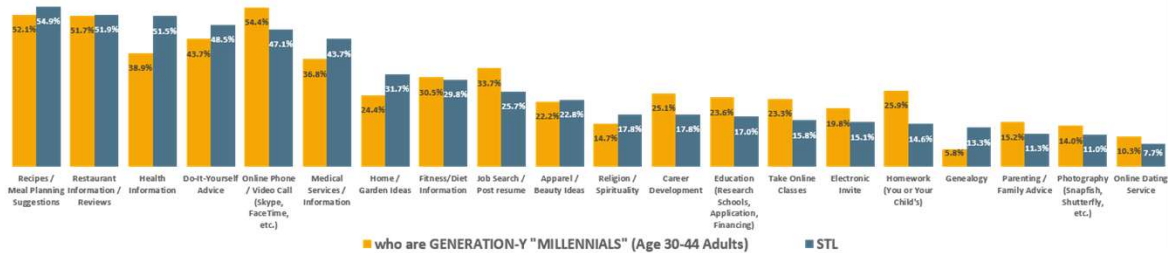




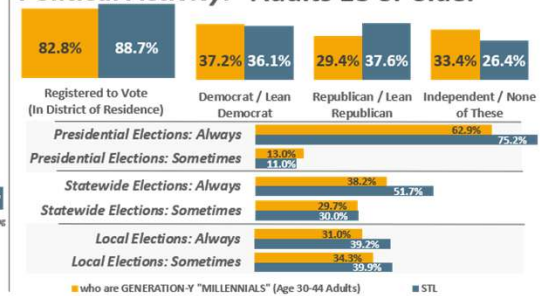
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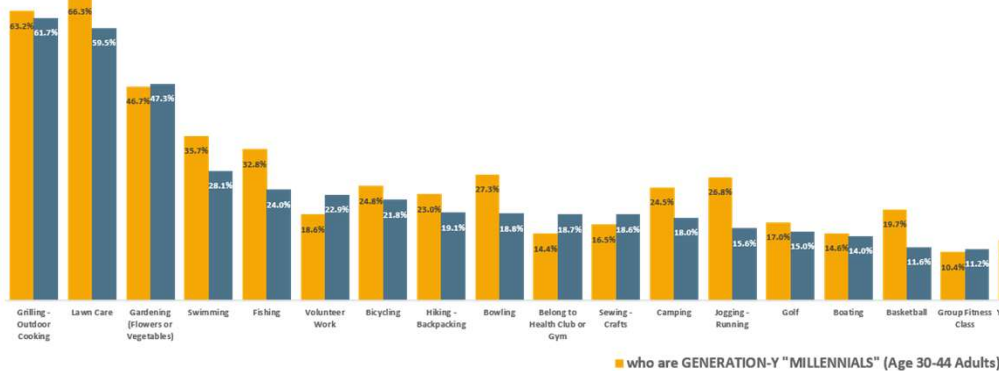
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



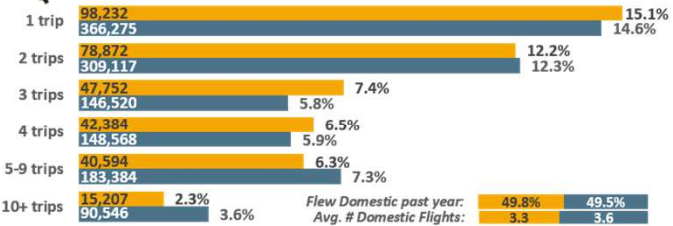
Political Activity: Adults 18 or older



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



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

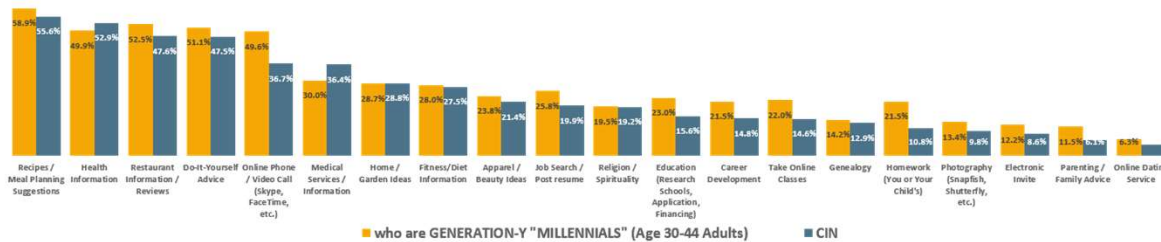




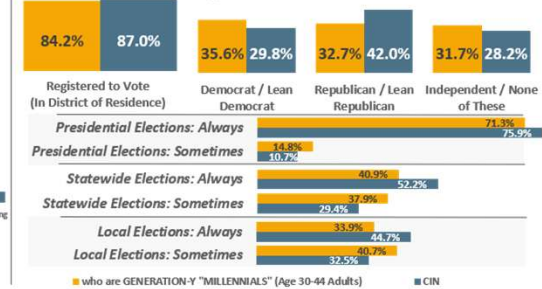
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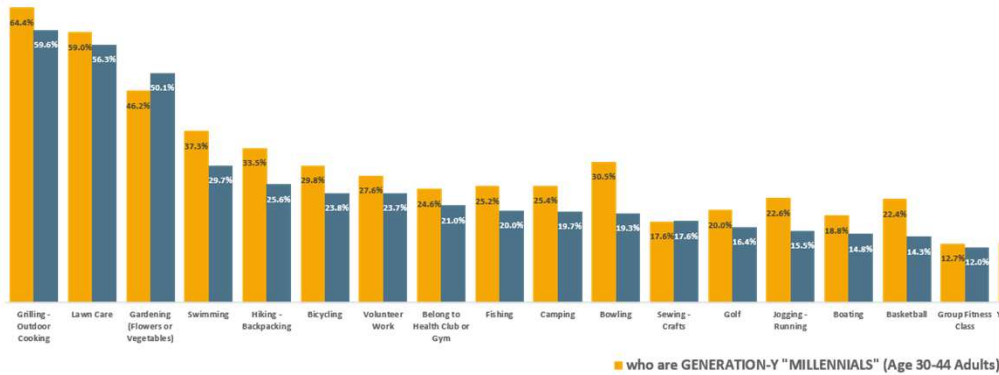
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



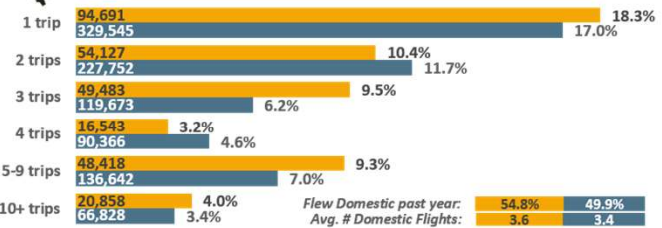
Political Activity: Adults 18 or older



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



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



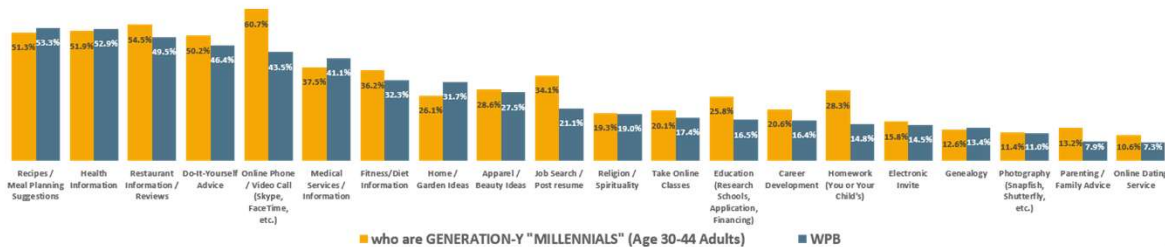
Flew Domestic past year: 54.8%
Avg. # Domestic Flights: 3.6



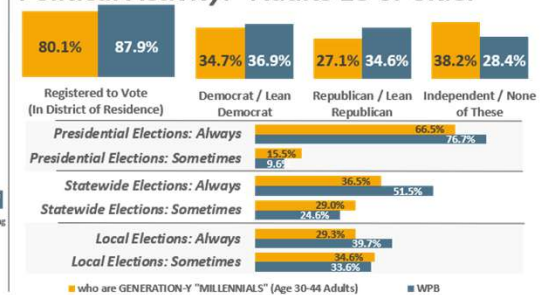
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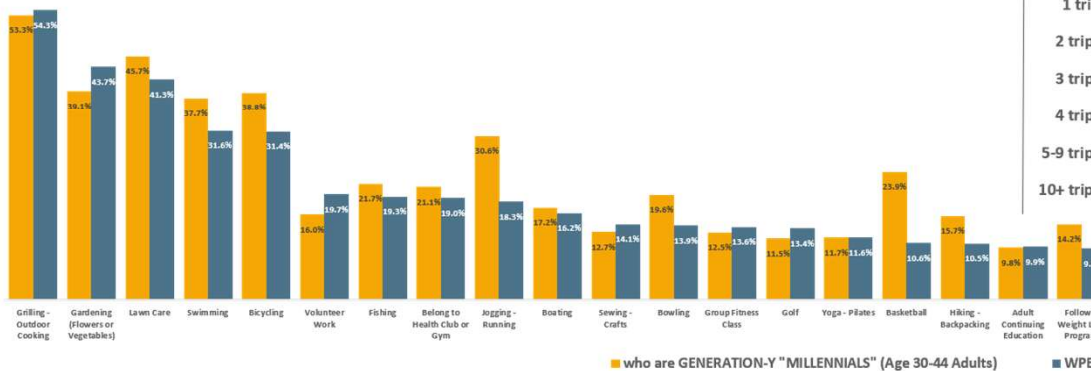
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



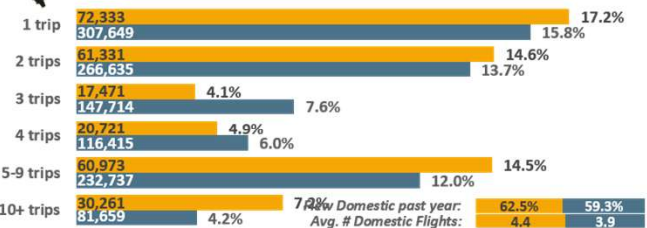
Political Activity: Adults 18 or older



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



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

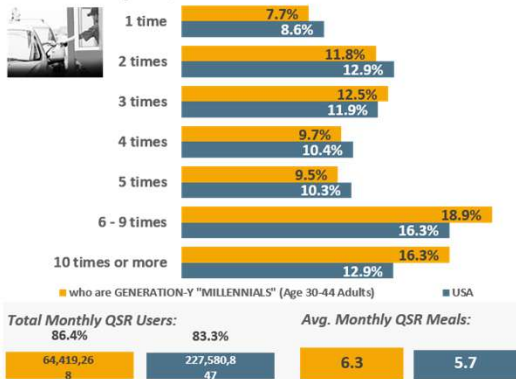


7.2% Domestic past year: Avg. # Domestic Flights: 4.4

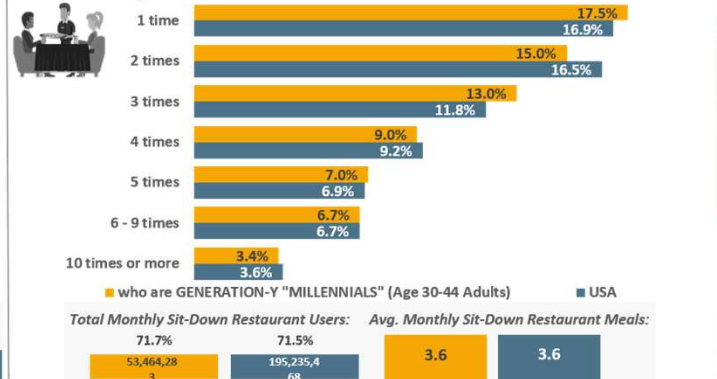


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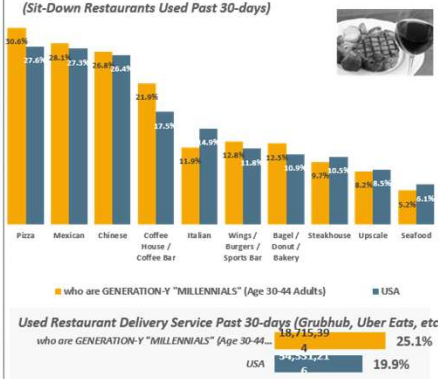
Past 30-days QSR Users: Adults 18 or older



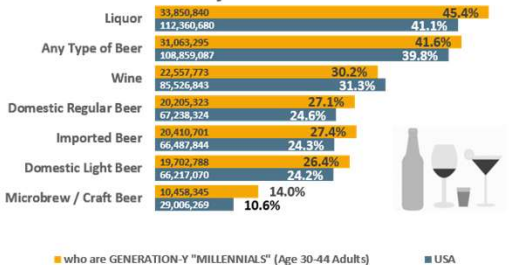
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



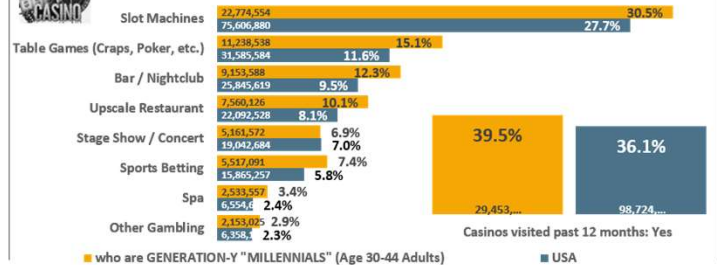
Top-10 Cuisines: Adults 18 or older



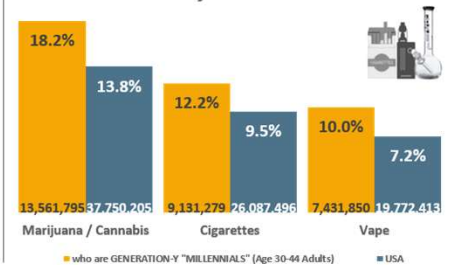
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



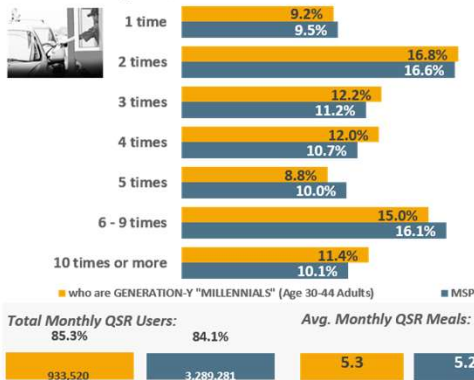
Used Past 30-days: Adults 18 or older



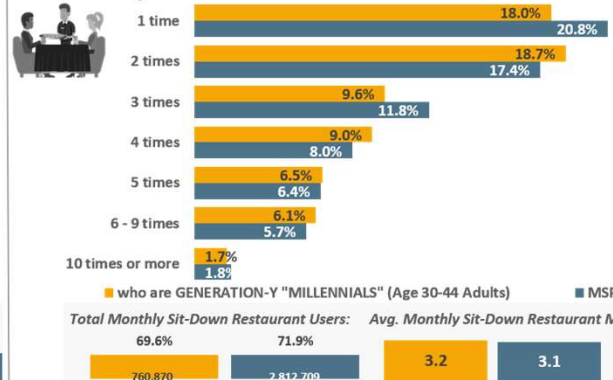


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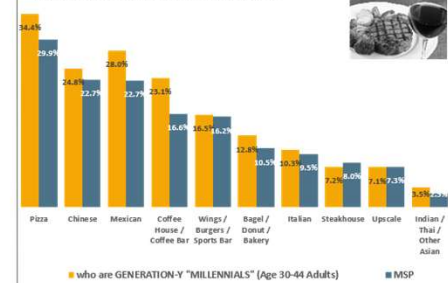
Past 30-days QSR Users: Adults 18 or older



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

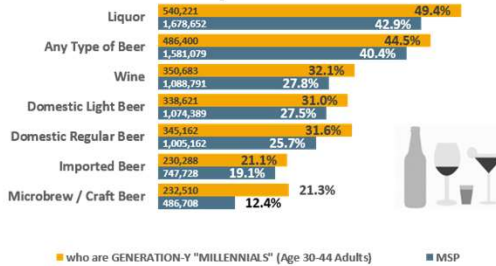


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

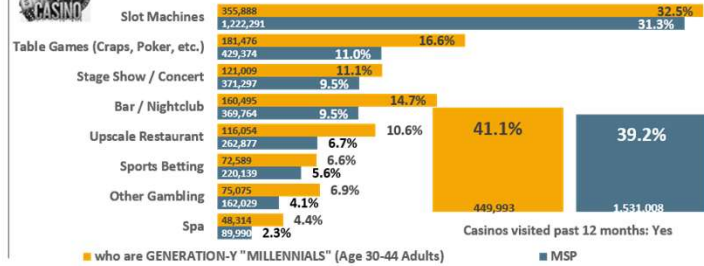


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who are GENERATION-Y "MILLENNIALS" (Age 30-44...): 178,828 (16.3%)
 MSP: 518,071 (13.3%)

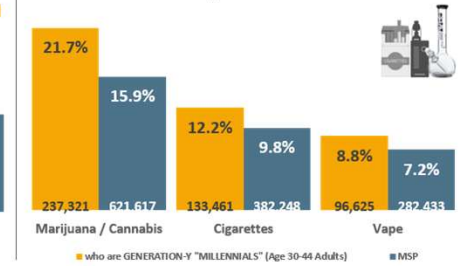
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



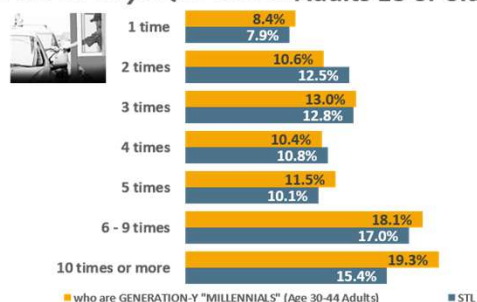
Used Past 30-days: Adults 18 or older



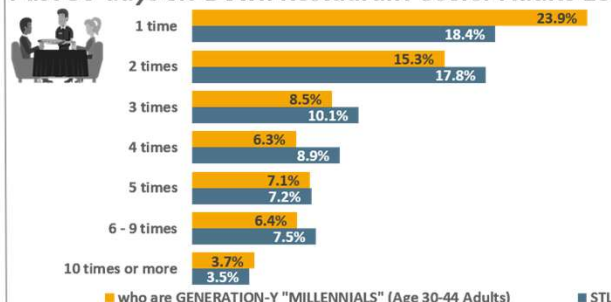


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Past 30-days QSR Users: Adults 18 or older

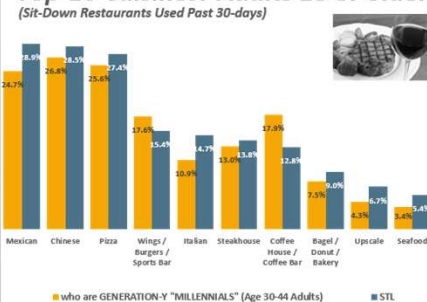


Past 30-days Sit-Down Restaurant Users: Adults 18 or older

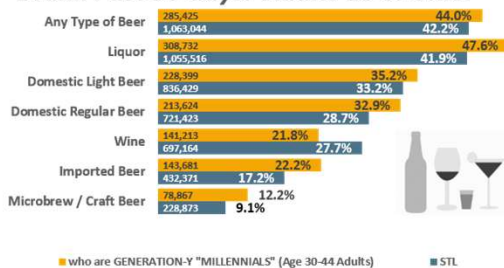


Top-10 Cuisines: Adults 18 or older

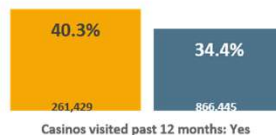
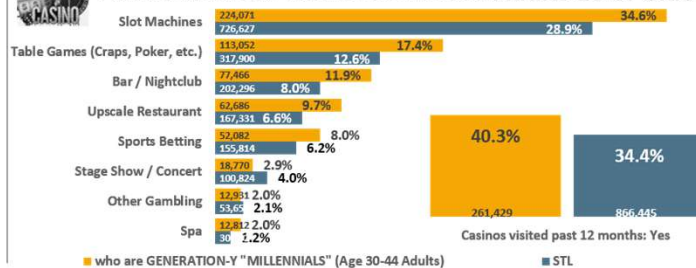
(Sit-Down Restaurants Used Past 30-days)



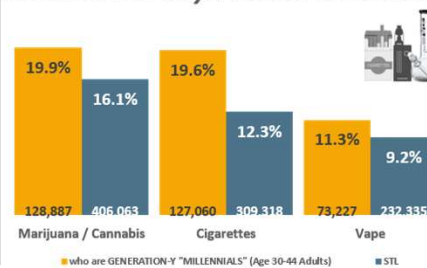
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



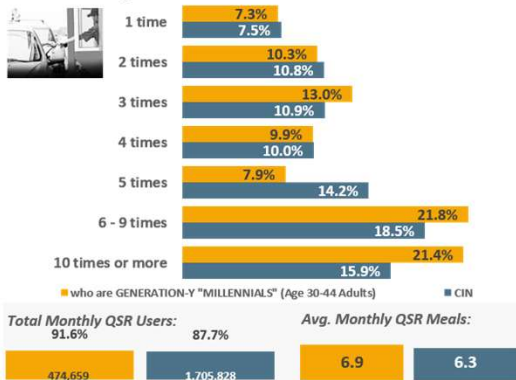
Used Past 30-days: Adults 18 or older



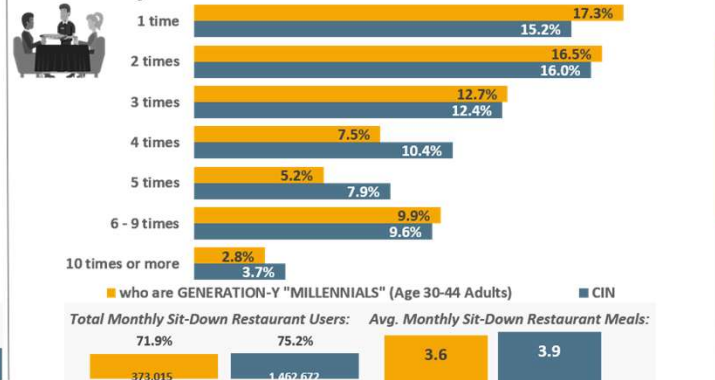


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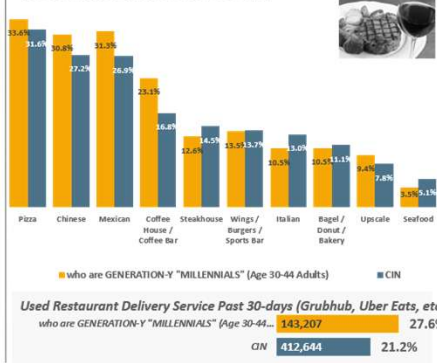
Past 30-days QSR Users: Adults 18 or older



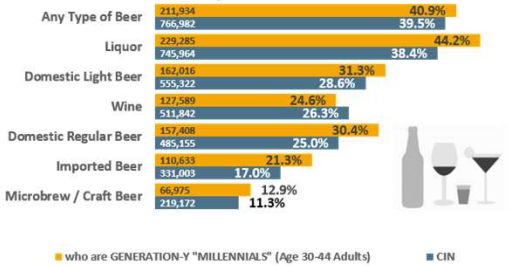
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



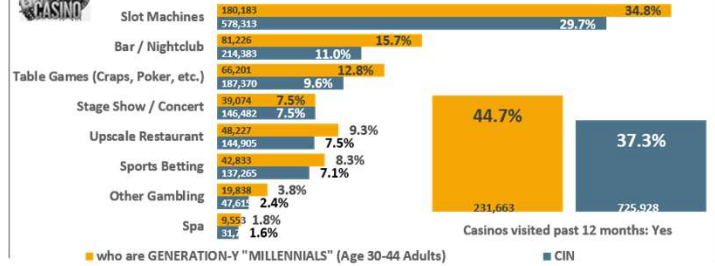
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



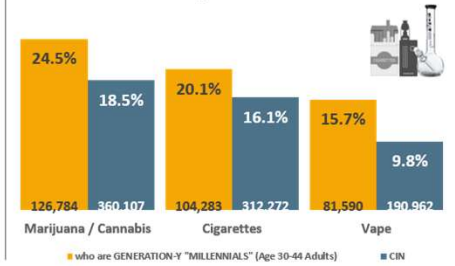
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



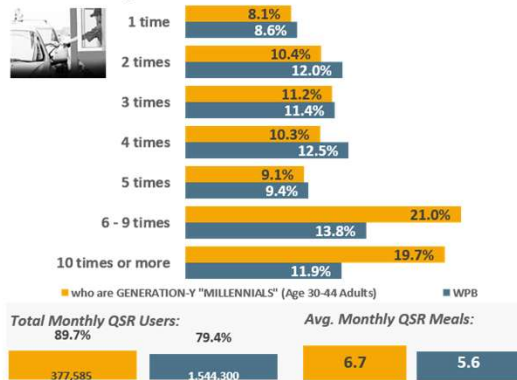
Used Past 30-days: Adults 18 or older



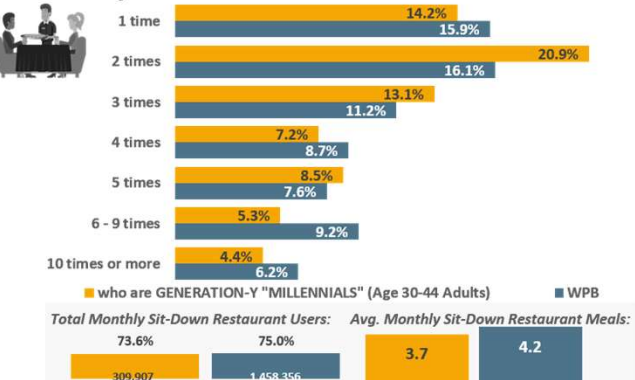


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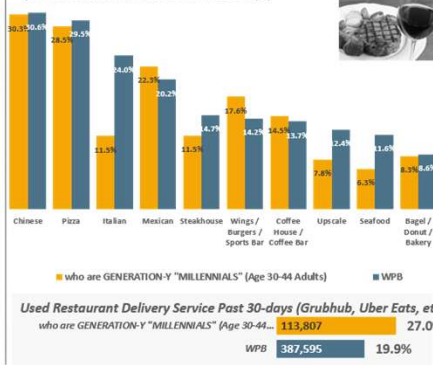
Past 30-days QSR Users: Adults 18 or older



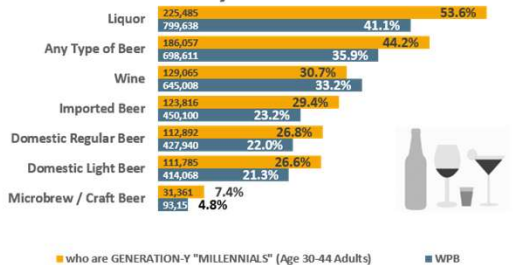
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



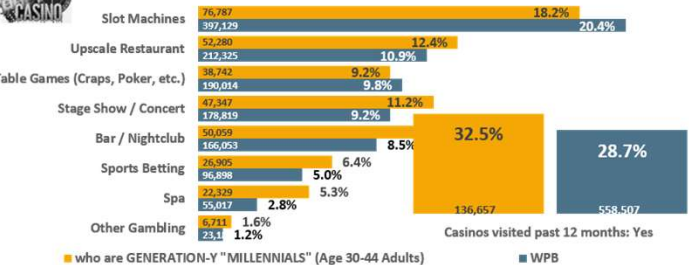
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



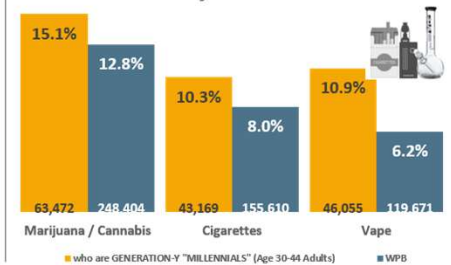
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

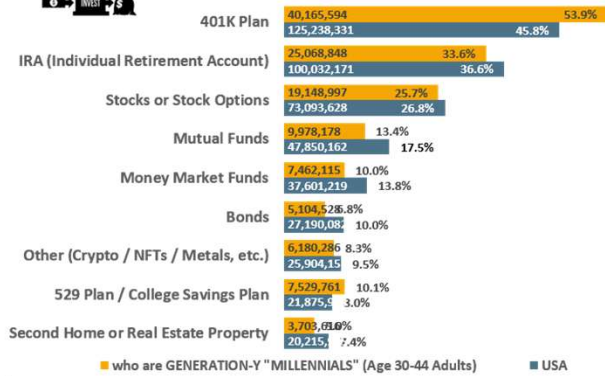




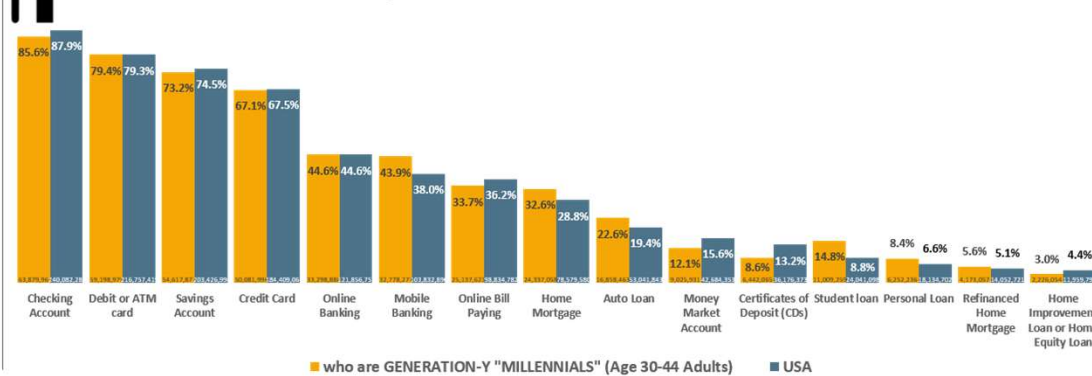
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 17.5% more likely to have a 401K, 16.4% more likely to have an Auto Loan, 19.5% more likely to Invest/Trade Stocks Online, 8.7%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



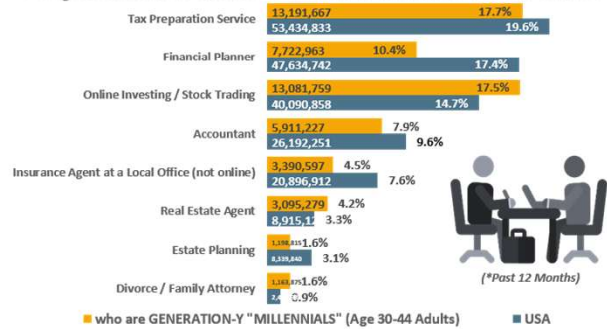
Investments Owned: Adults 18 or older



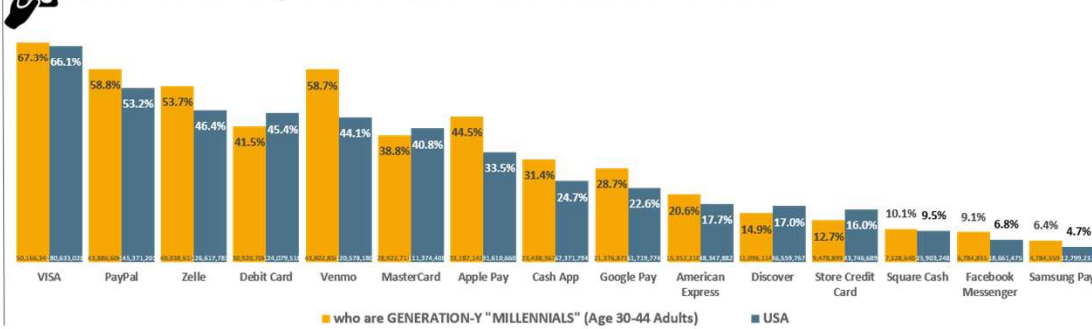
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

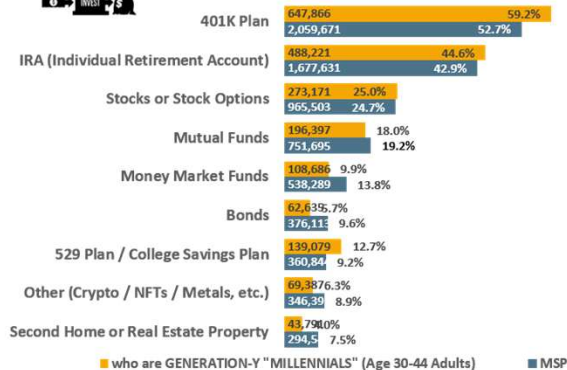




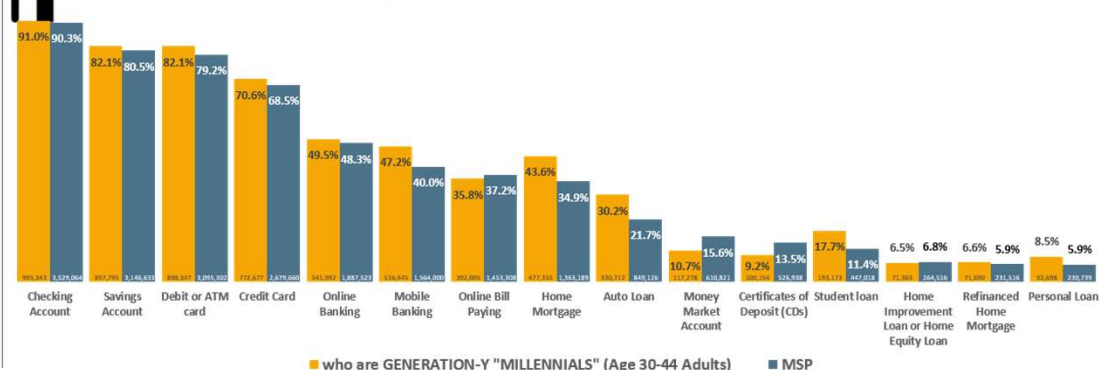
28.8% or 1,093,887 of MSP DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 12.4% more likely to have a 401K, 39.2% more likely to have an Auto Loan, 33.6% more likely to Invest/Trade Stocks Online, 9.9% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



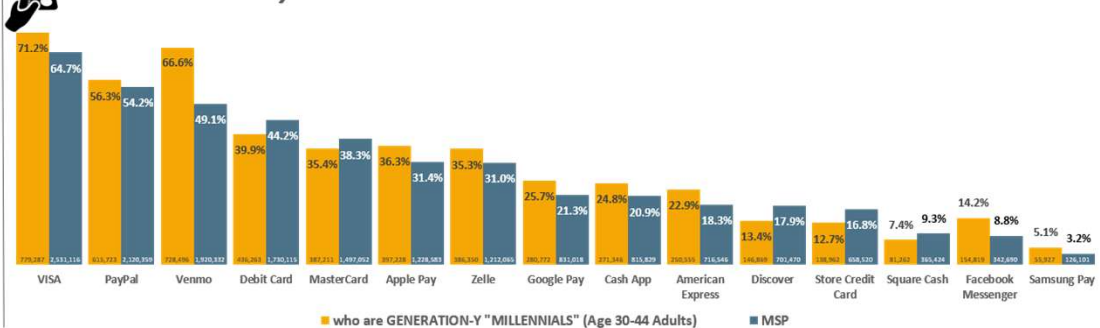
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

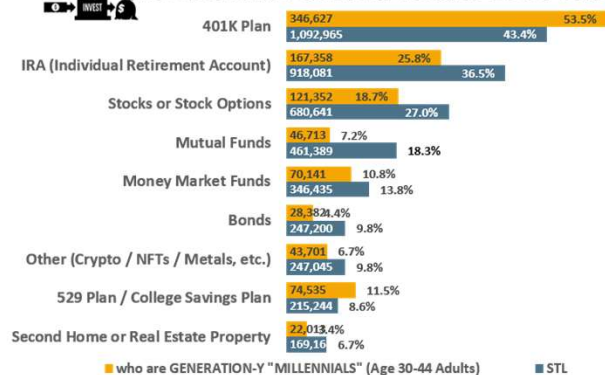




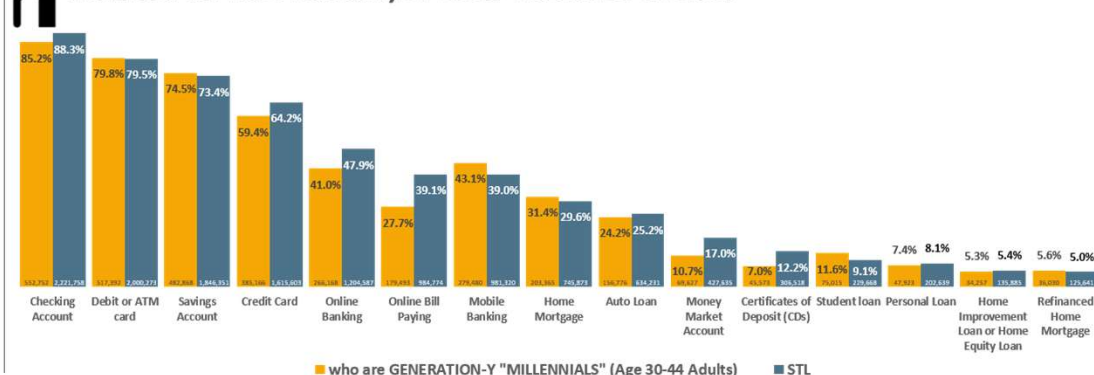
25.8% or 648,496 of STL DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 23.1% more likely to have a 401K, 4.1% less likely to have an Auto Loan, 6.% less likely to Invest/Trade Stocks Online, 9.5% less likely to pay with their Debit Card.



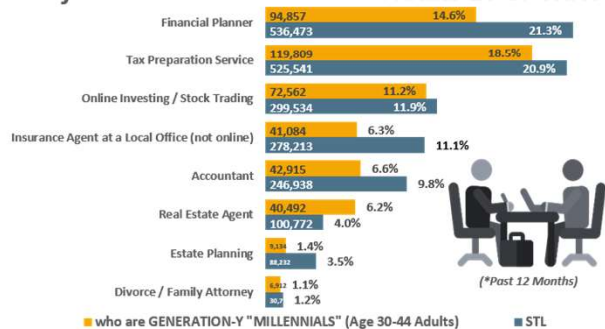
Investments Owned: Adults 18 or older



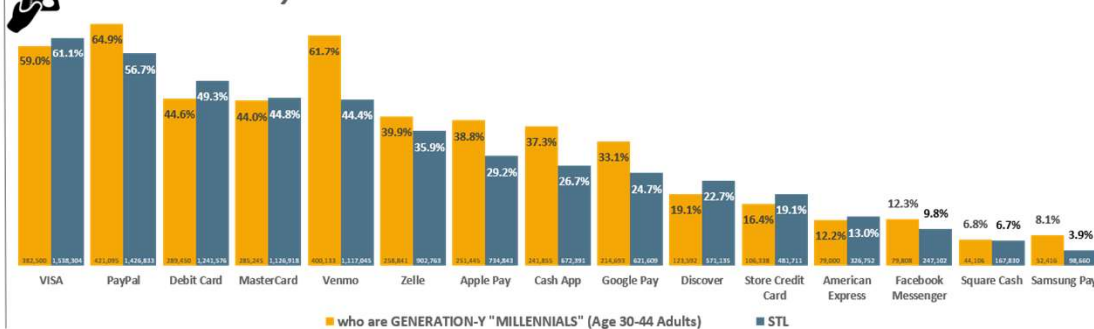
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

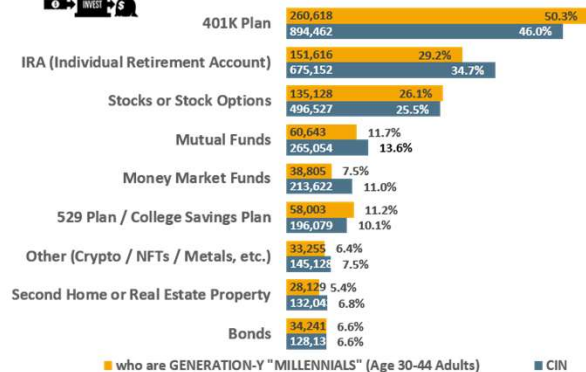




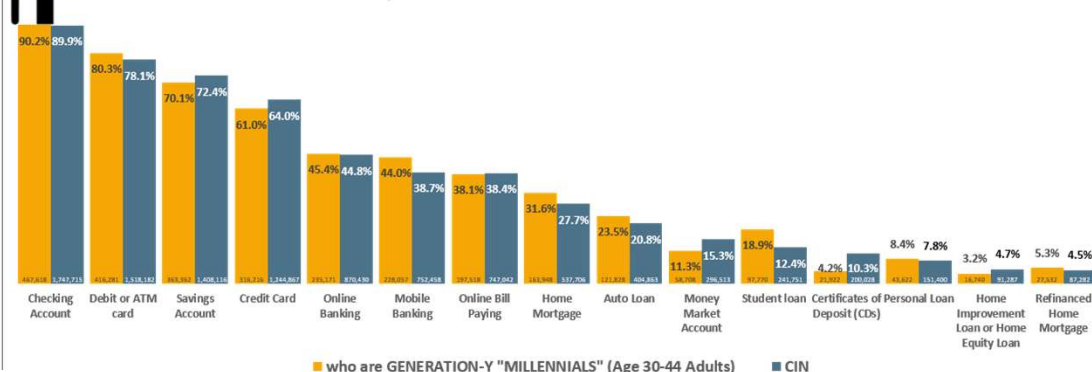
26.7% or 518,437 of CIN DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 9.3% more likely to have a 401K, 12.8% more likely to have an Auto Loan, 24.% more likely to Invest/Trade Stocks Online, 5.% less likely to pay with their Debit Card.



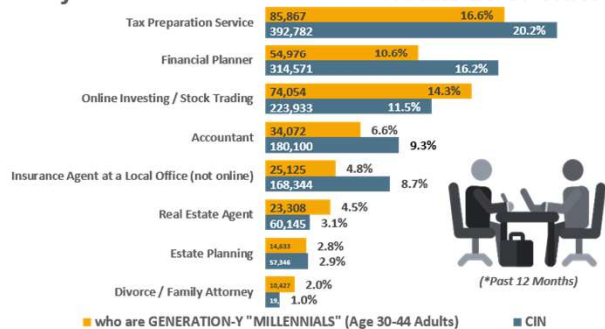
Investments Owned: Adults 18 or older



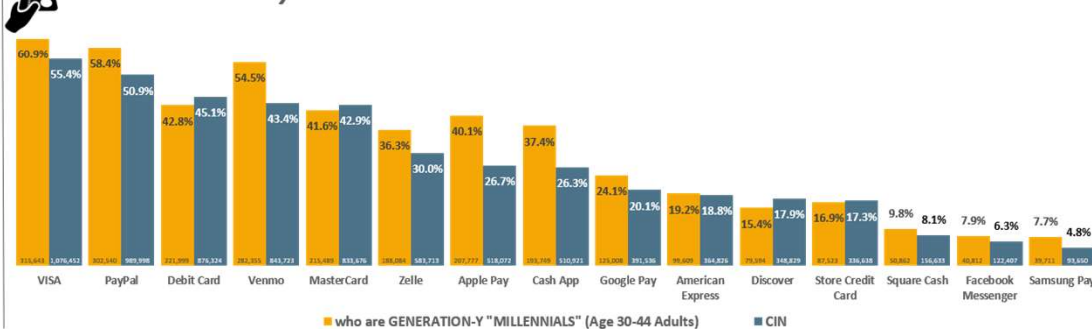
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

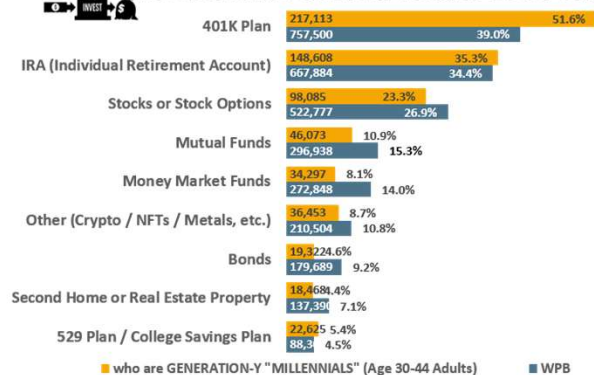




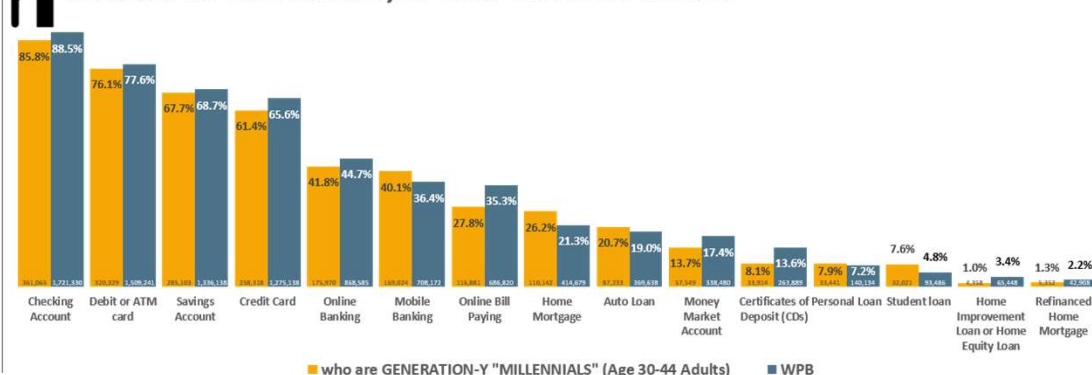
21.7% or 420,997 of WPB DMA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 32.3% more likely to have a 401K, 9.9% more likely to have an Auto Loan, 14.1% more likely to Invest/Trade Stocks Online, .5% more likely to pay with their Debit Card.



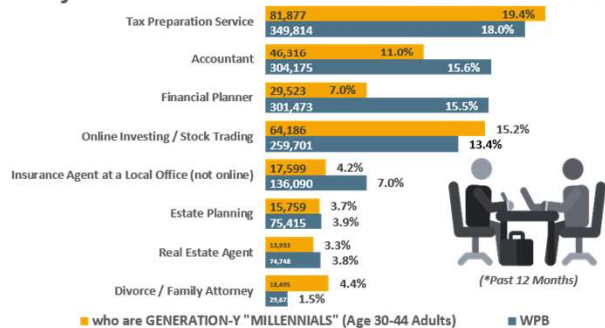
Investments Owned: Adults 18 or older



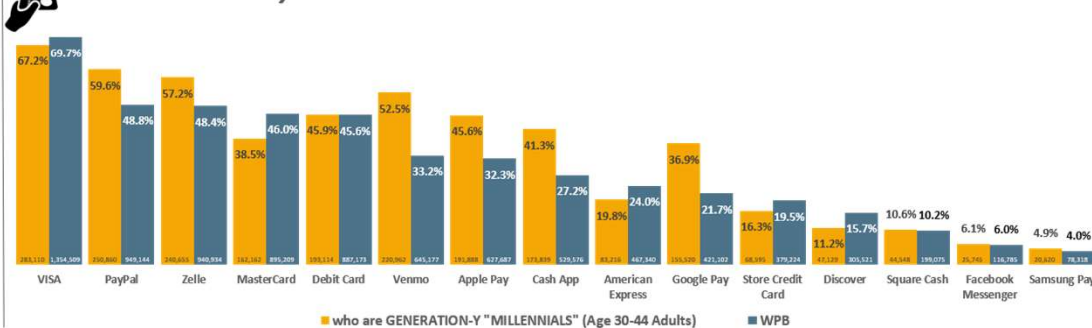
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





"Lifestyle/Future Plans"

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

PlayStation®

Play Video Games



indeed®

Looking for a New Job



Plan to Buy a Used Vehicle



Plan to Move next 12mos



LGBTQ+



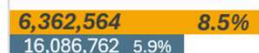
Plan to Buy/Lease New Vehicle



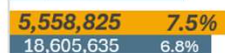
Use Online Dating Apps



Plan to Buy a House/Condo



Plan to Go Back to School



Plan Birth of a Child



Plan to Get Married



Still Attending College



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

■ P18+ USA AVERAGE (Lifestyle/Future Plans)



USA

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



"Lifestyle/Future Plans"

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

PlayStation Play Video Games



indeed Looking for a New Job



Plan to Buy a Used Vehicle



Plan to Move next 12mos



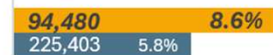
LGBTQ+



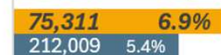
Plan to Buy/Lease New Vehicle



Use Online Dating Apps



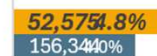
Plan to Go Back to School



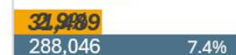
Plan Birth of a Child



Plan to Buy a House/Condo



Still Attending College



Plan to Get Married



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

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



MINNEAPOLIS-ST. PAUL



"Lifestyle/Future Plans"

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

 **Play Video Games**



 **Looking for a New Job**



Plan to Buy a Used Vehicle



Plan to Move next 12mos



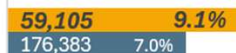
Plan to Buy/Lease New Vehicle



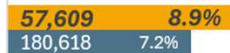
Use Online Dating Apps



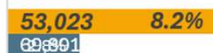
LGBTQ+



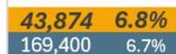
Plan to Go Back to School



Plan Birth of a Child



Plan to Buy a House/Condo



Plan to Get Married



Still Attending College



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



ST. LOUIS

■ P18+ ST. LOUIS AVERAGE (Lifestyle/Future Plans)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 407
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Lifestyle/Future Plans"

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

PlayStation Play Video Games



indeed Looking for a New Job



Plan to Buy a Used Vehicle



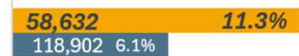
Plan to Move next 12mos



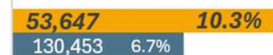
LGBTQ+



Plan to Go Back to School



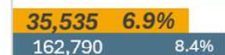
Plan to Buy a House/Condo



Plan to Buy/Lease New Vehicle



Still Attending College



Use Online Dating Apps



Plan to Get Married



Plan Birth of a Child



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

■ P18+ CINCINNATI AVERAGE (Lifestyle/Future Plans)



CINCINNATI



"Lifestyle/Future Plans"

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

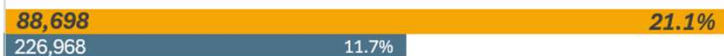
 **PlayStation®** Play Video Games



 **indeed®** Looking for a New Job



Plan to Buy a Used Vehicle



Plan to Buy/Lease New Vehicle



Plan to Buy a House/Condo



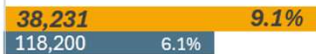
Use Online Dating Apps



Plan to Move next 12mos



LGBTQ+



Plan to Go Back to School



Plan Birth of a Child



Still Attending College



Plan to Get Married



WEST PALM BEACH-BOCA RATON

■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 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: 473
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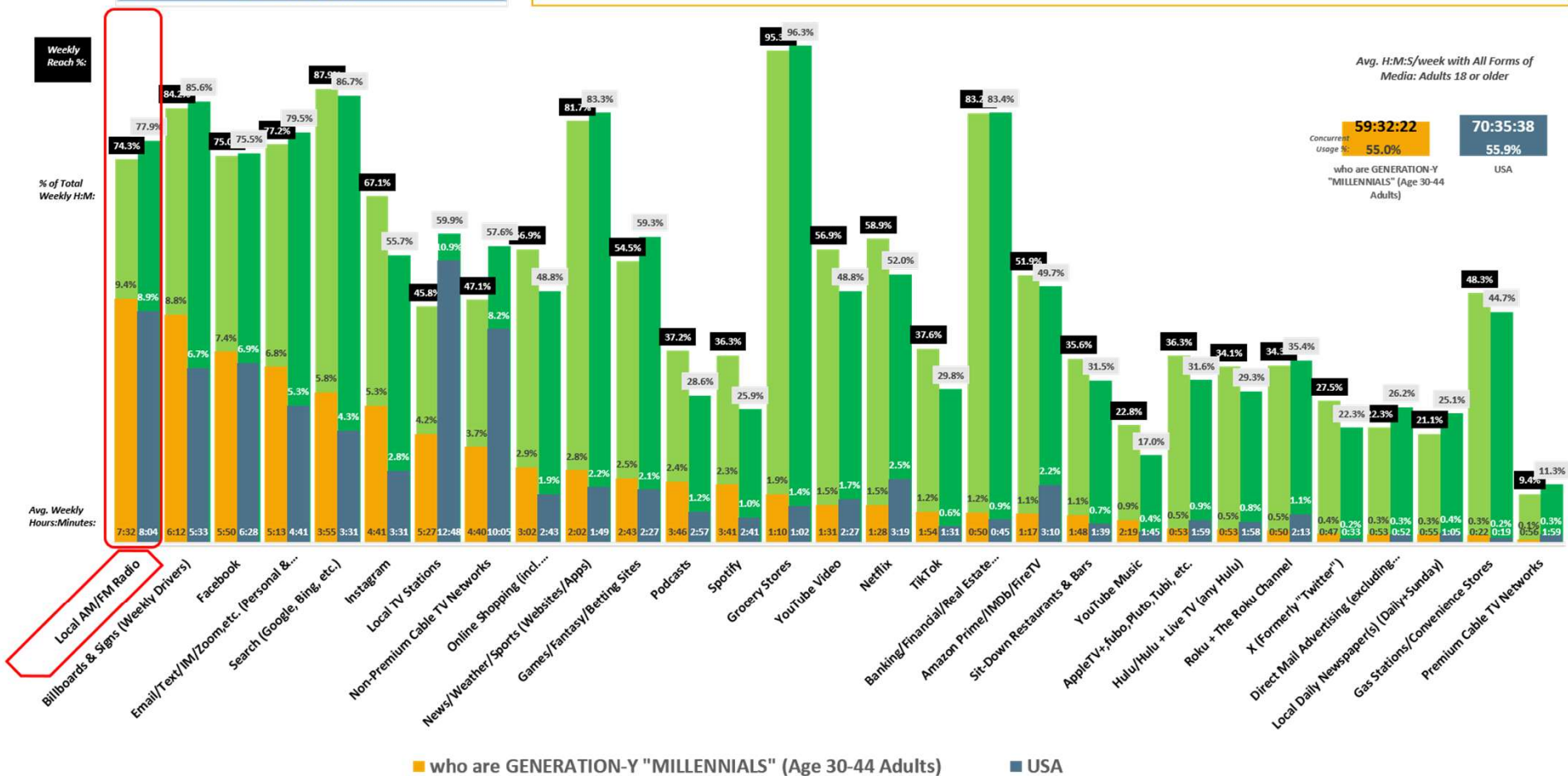
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for Anything ®

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



Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 11 hours, 32 minutes and 22 seconds each week with All Forms of Media.

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



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

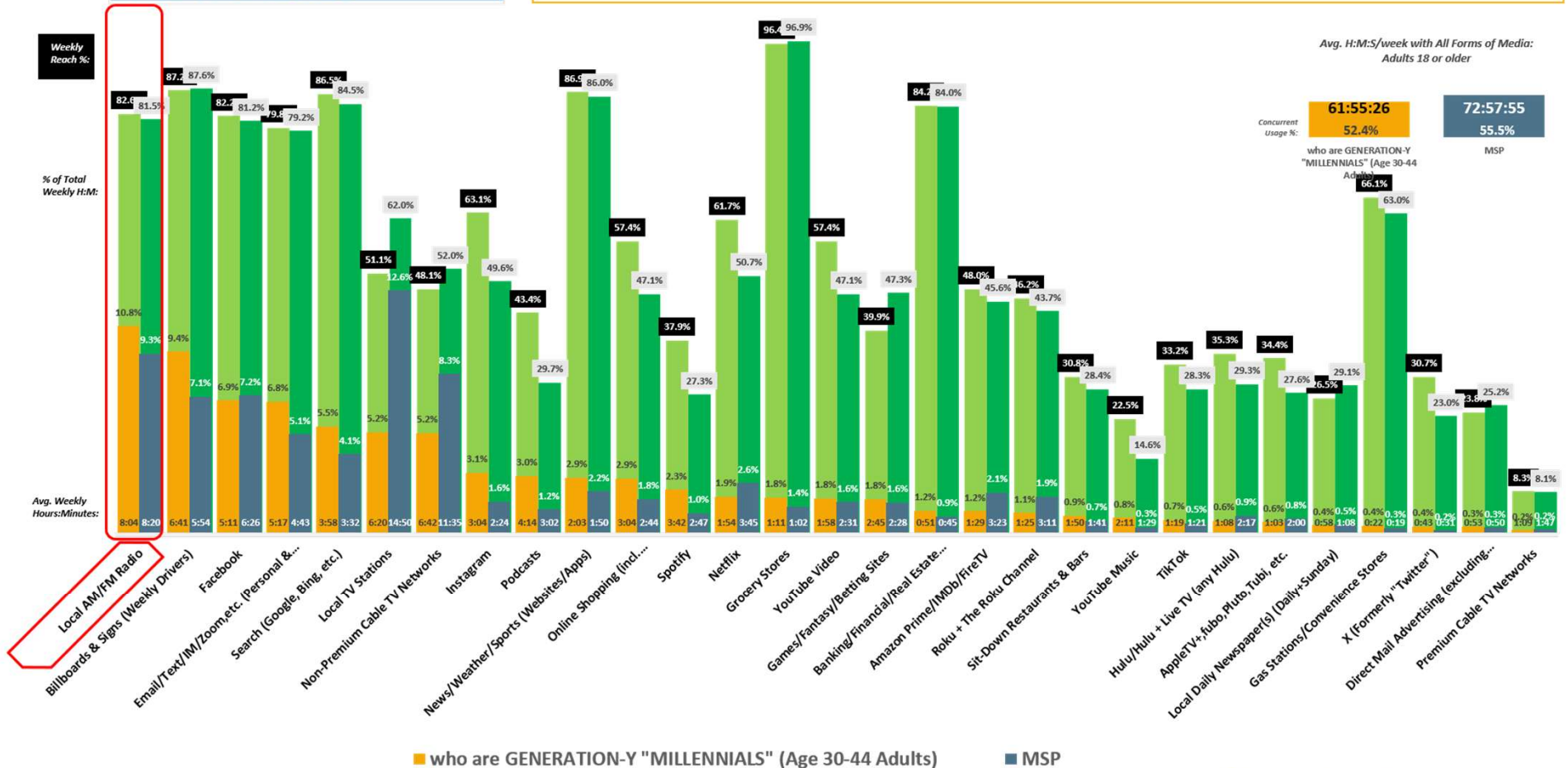
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything
for Anything

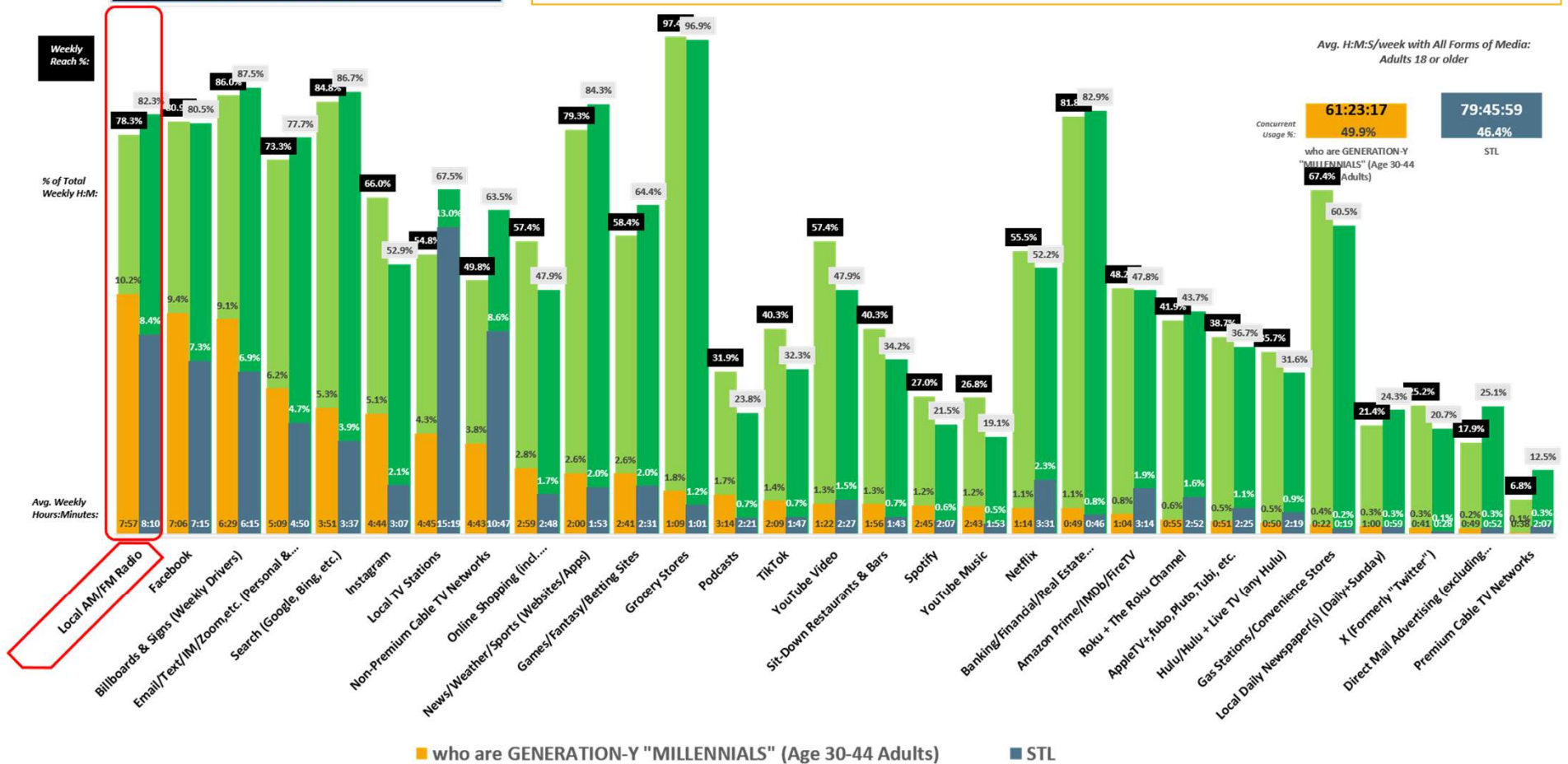


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 13 hours, 55 minutes and 26 seconds each week with All Forms of Media.
 82.6% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 8 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.





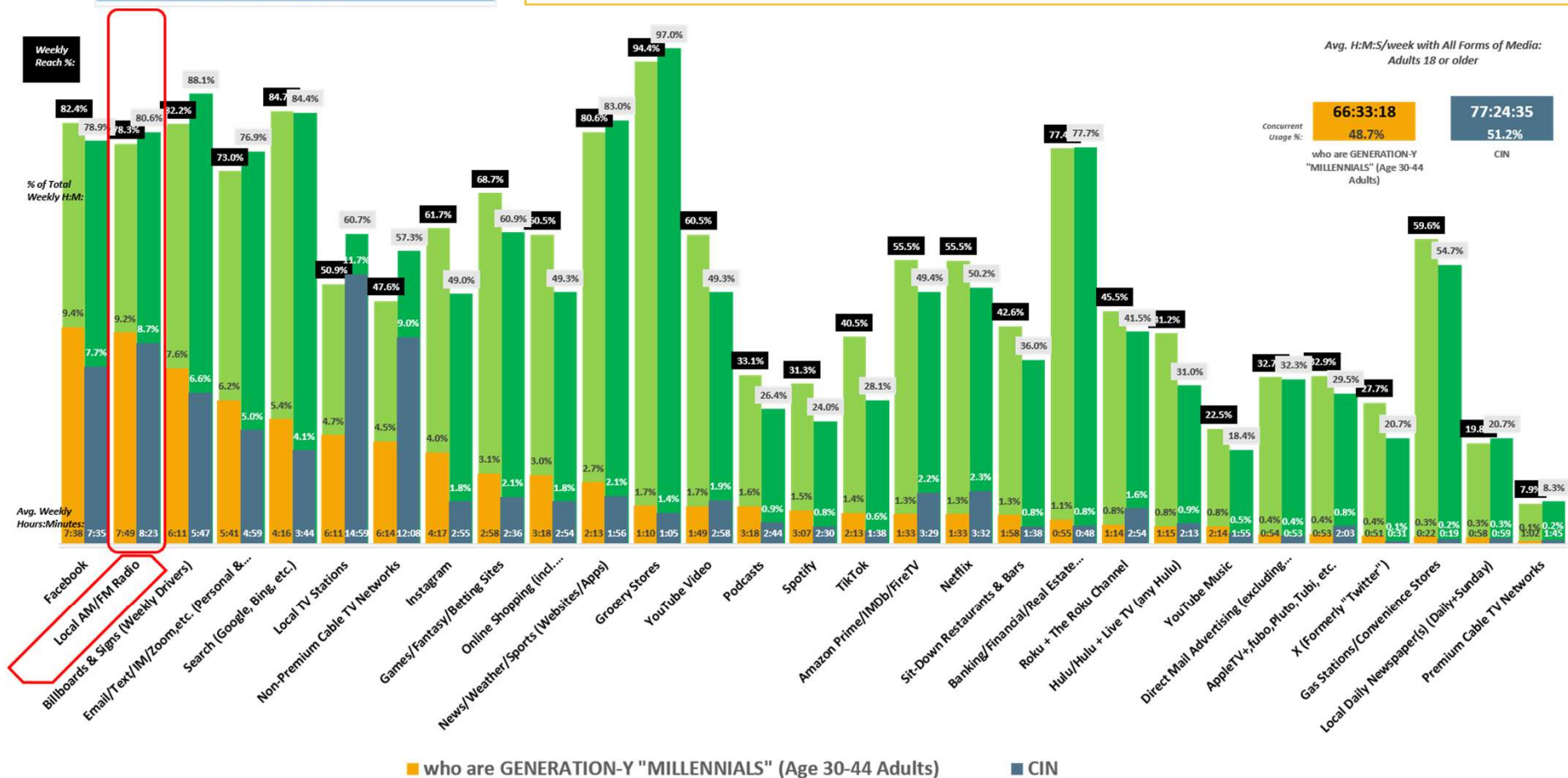
Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 13 hours, 23 minutes and 17 seconds each week with All Forms of Media.
 78.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.





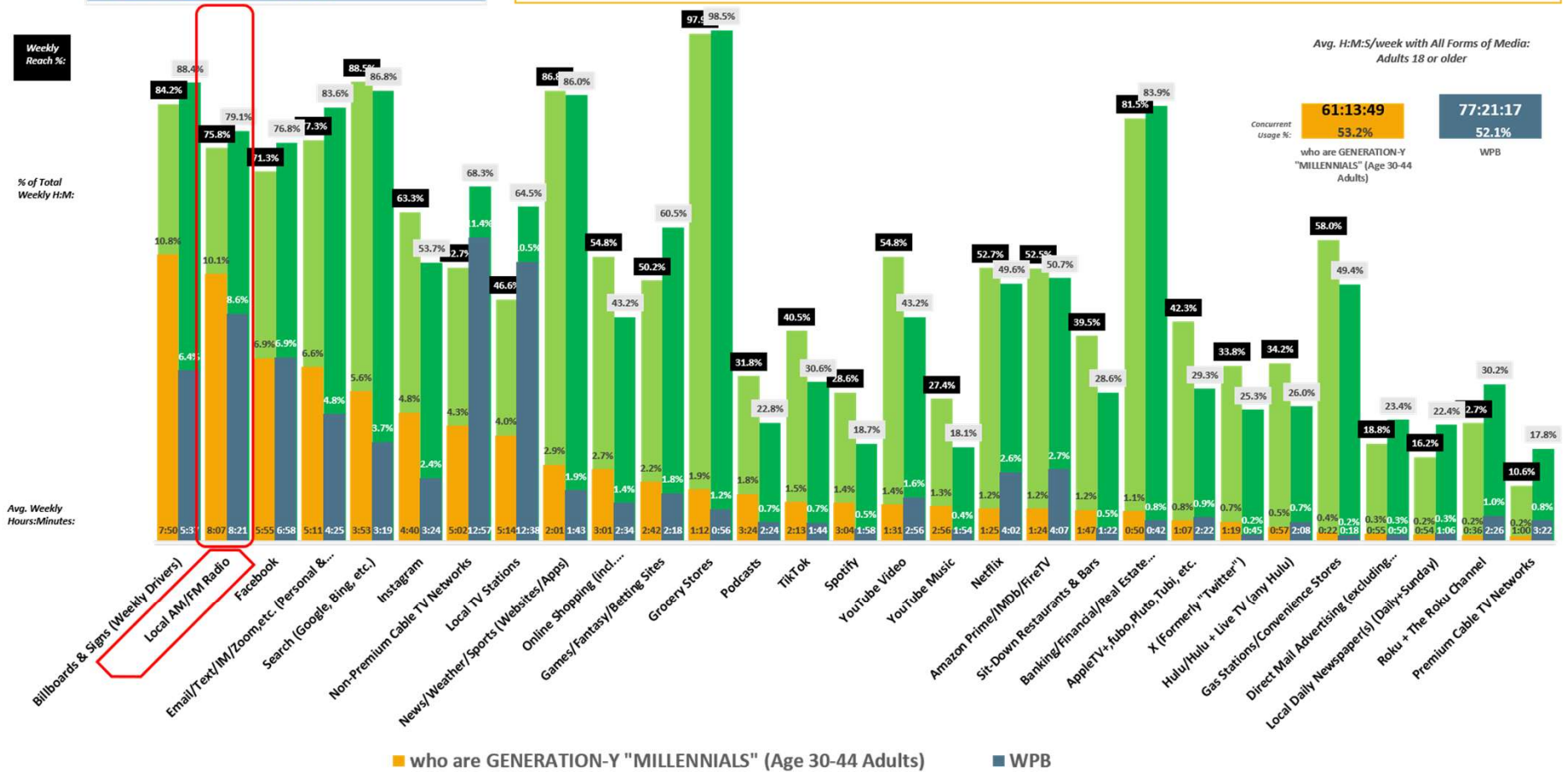
Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 18 hours, 33 minutes and 18 seconds each week with All Forms of Media.

78.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



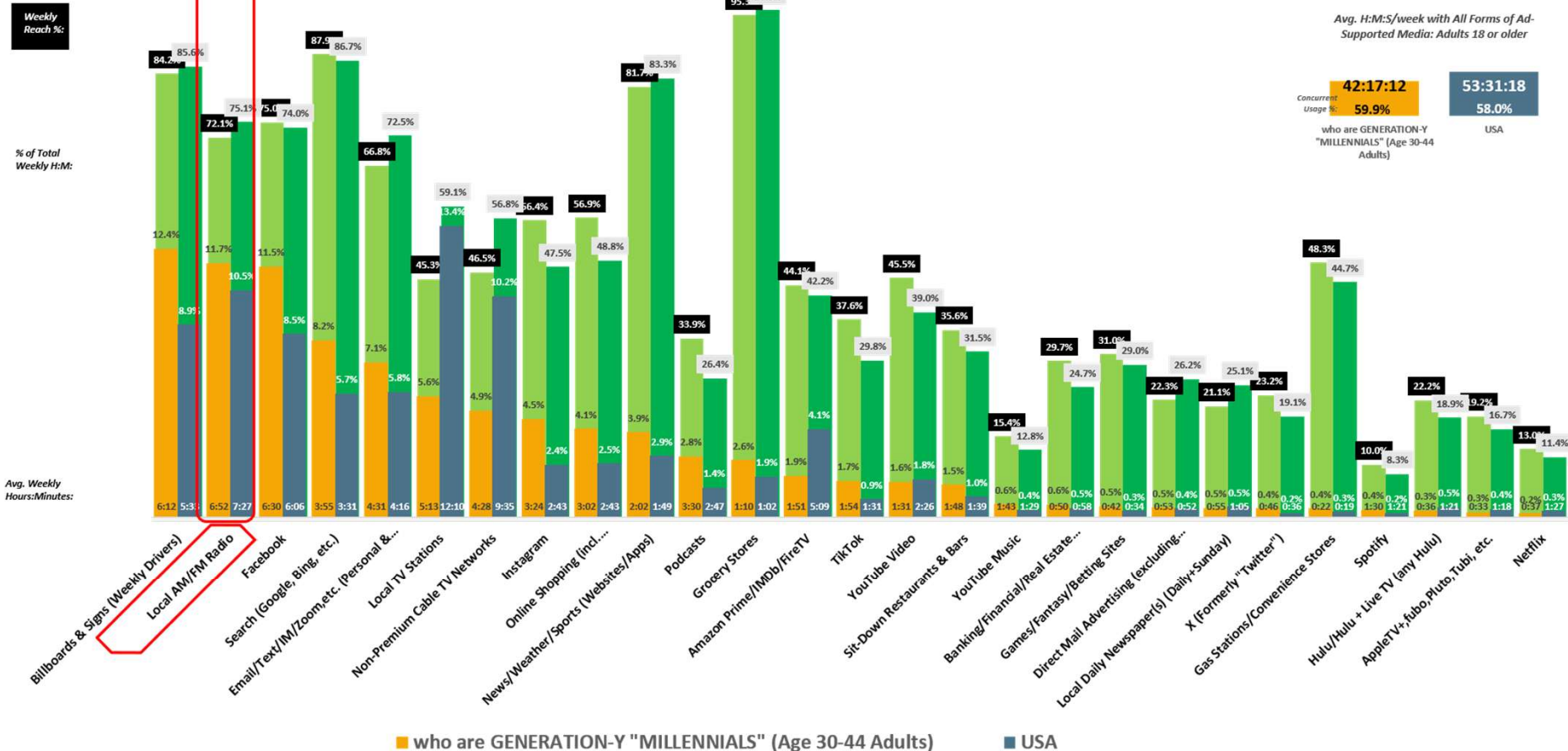


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 2 days, 13 hours, 13 minutes and 49 seconds each week with All Forms of Media.
 75.8% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.





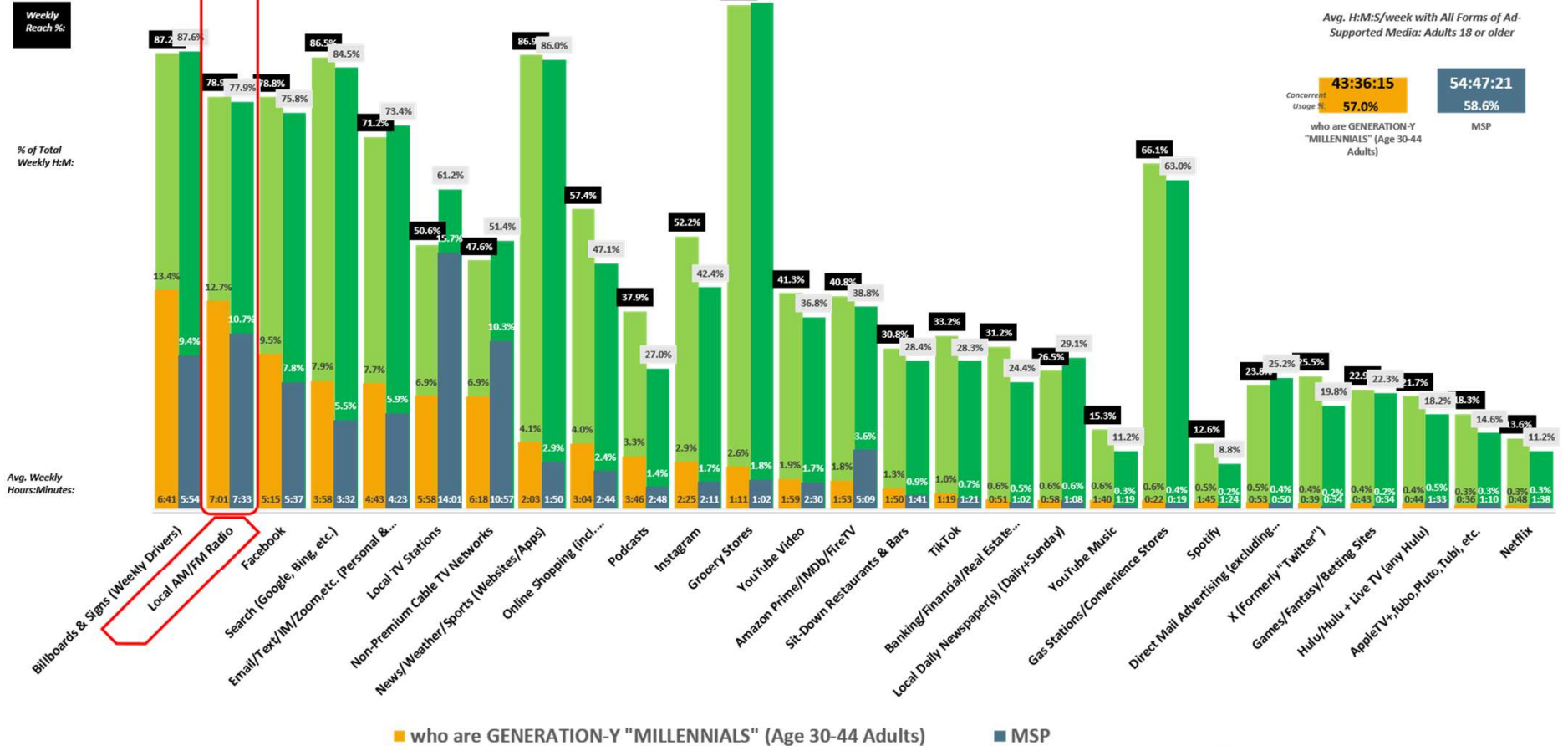
Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 18 hours, 17 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 6 hours and 52 minutes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





Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 19 hours, 36 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

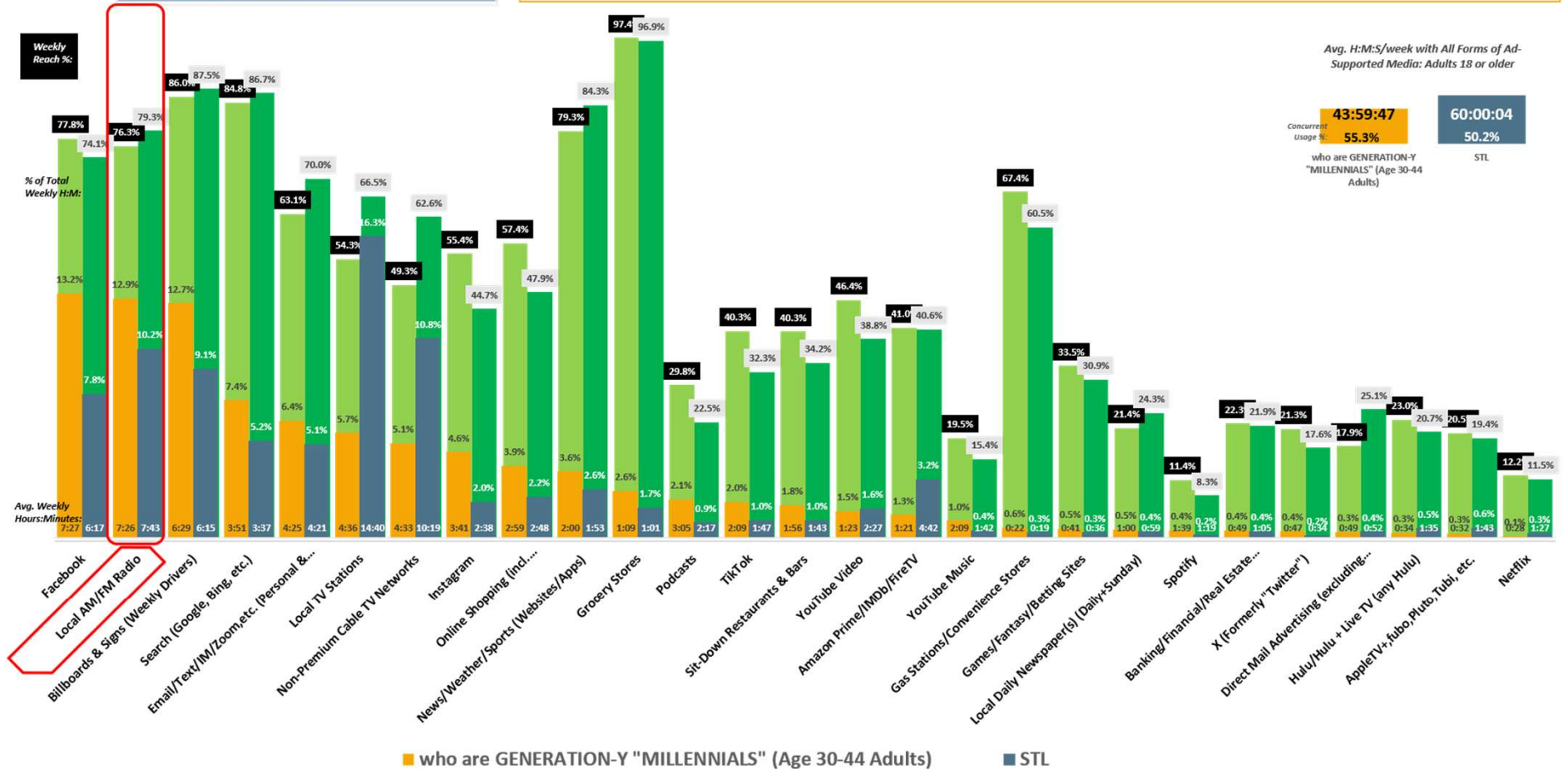
78.9% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 19 hours, 59 minutes and 47 seconds each week with All Forms of Ad-Supported Media.

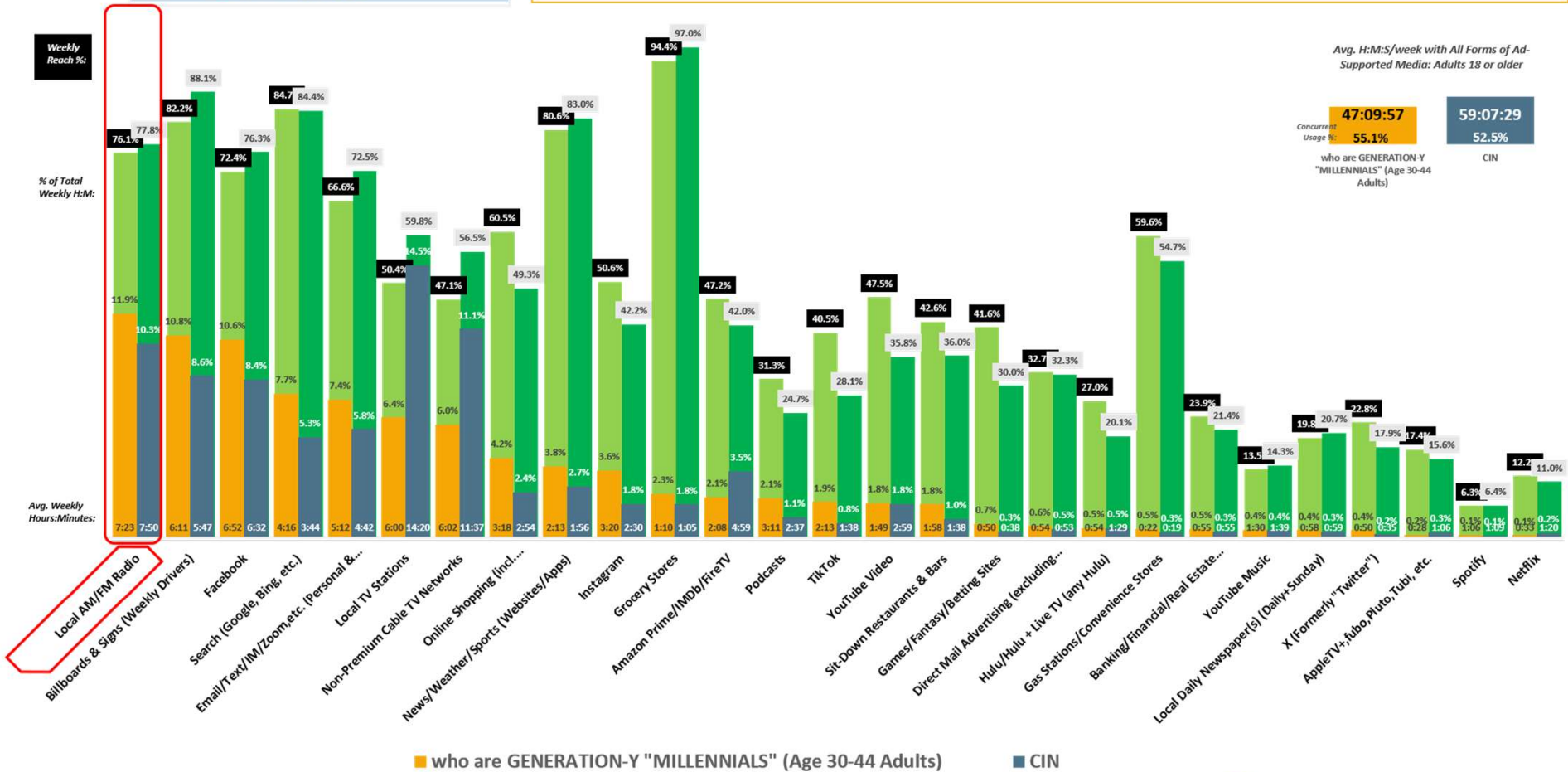
76.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 23 hours, 9 minutes and 57 seconds each week with All Forms of Ad-Supported Media.

76.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported Media.



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

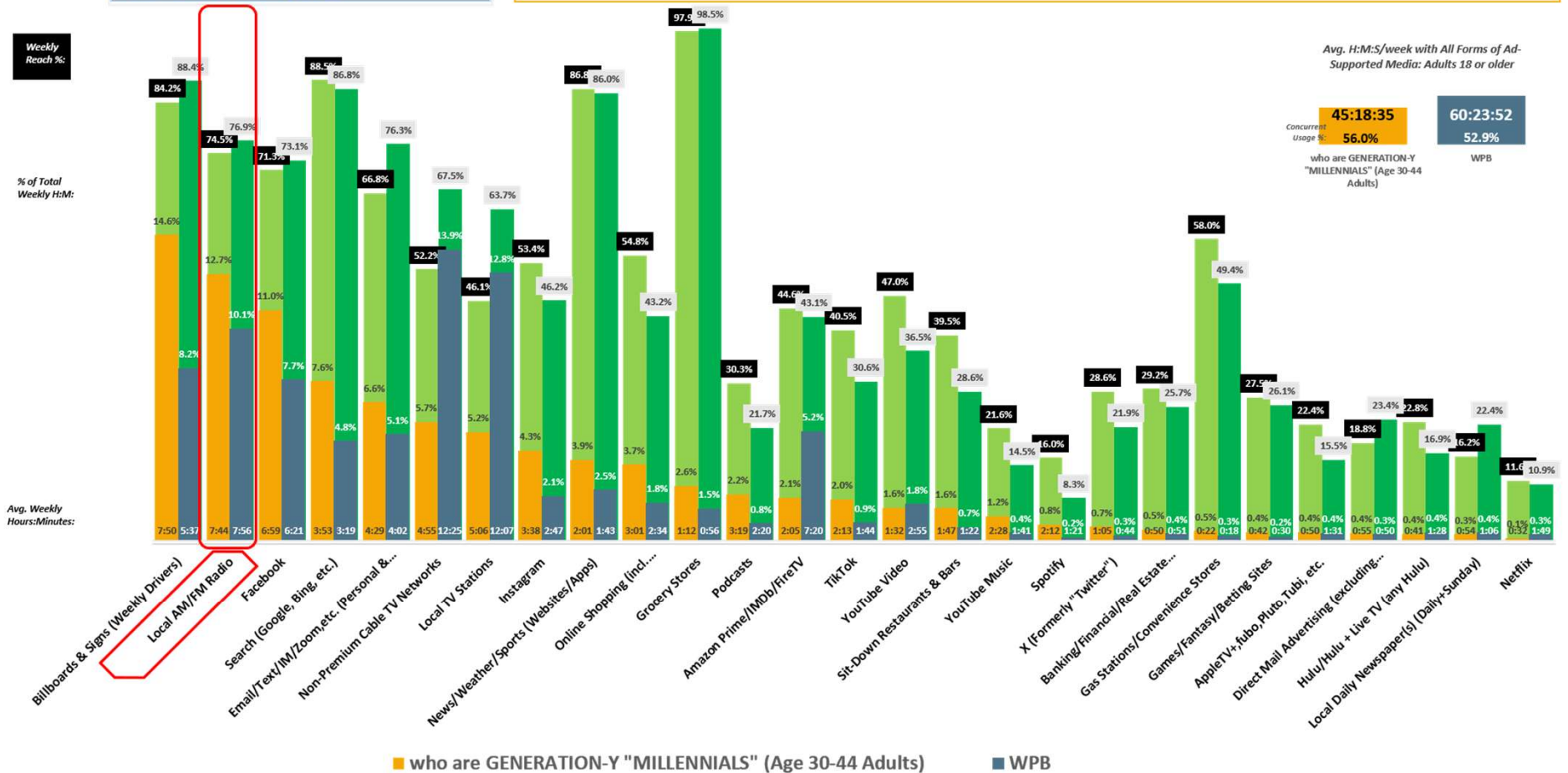
47:09:57
55.1%
who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)

59:07:29
52.5%
CIN



Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 21 hours, 18 minutes and 35 seconds each week with All Forms of Ad-Supported Media.

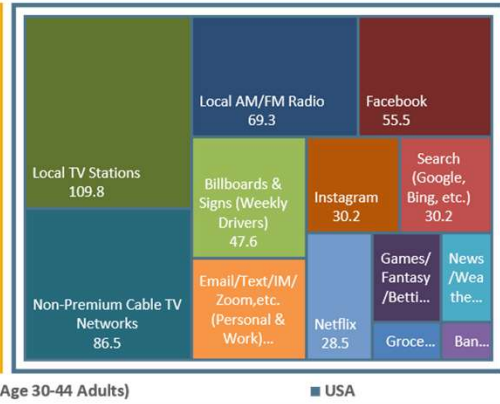
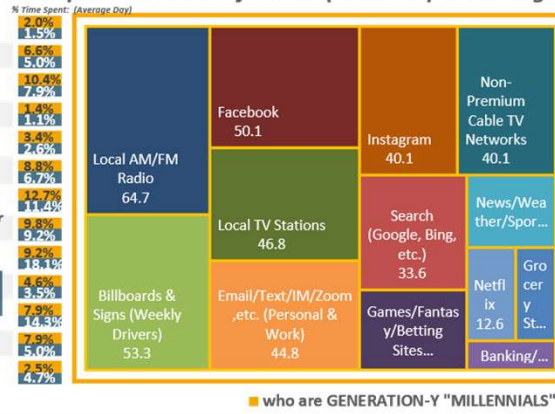
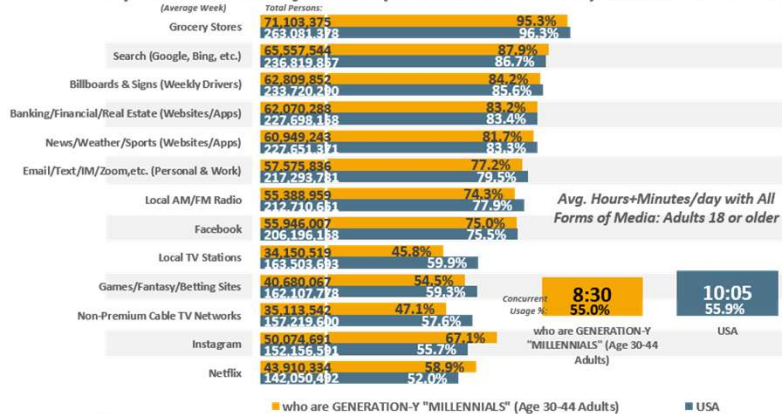
74.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported Media.



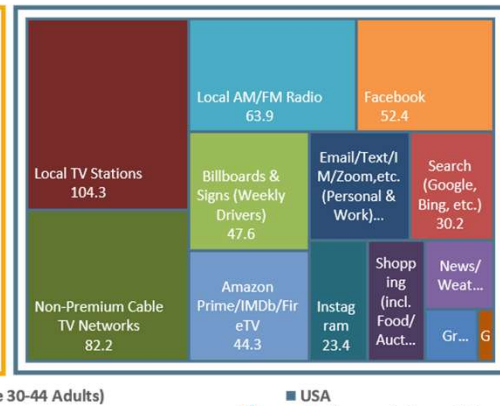
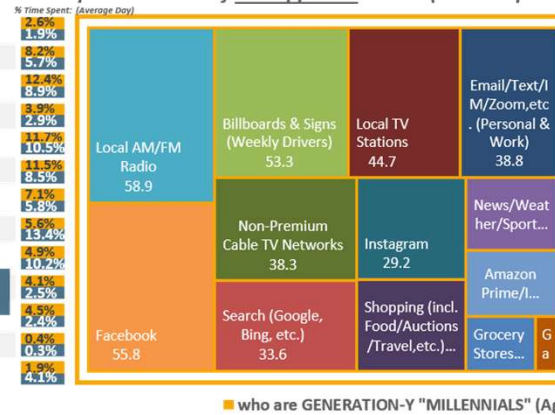
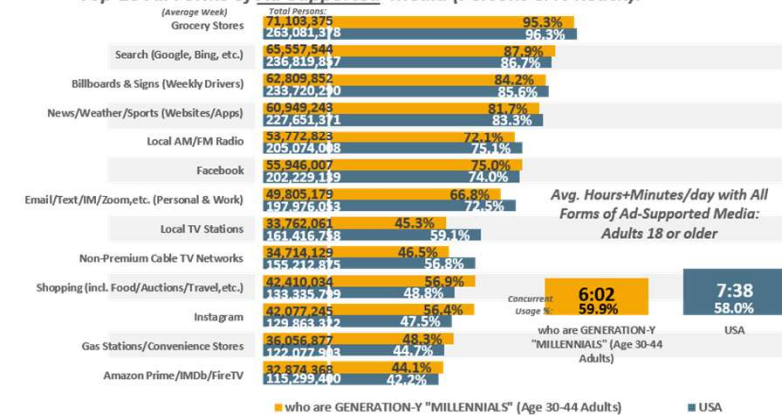


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 2 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

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

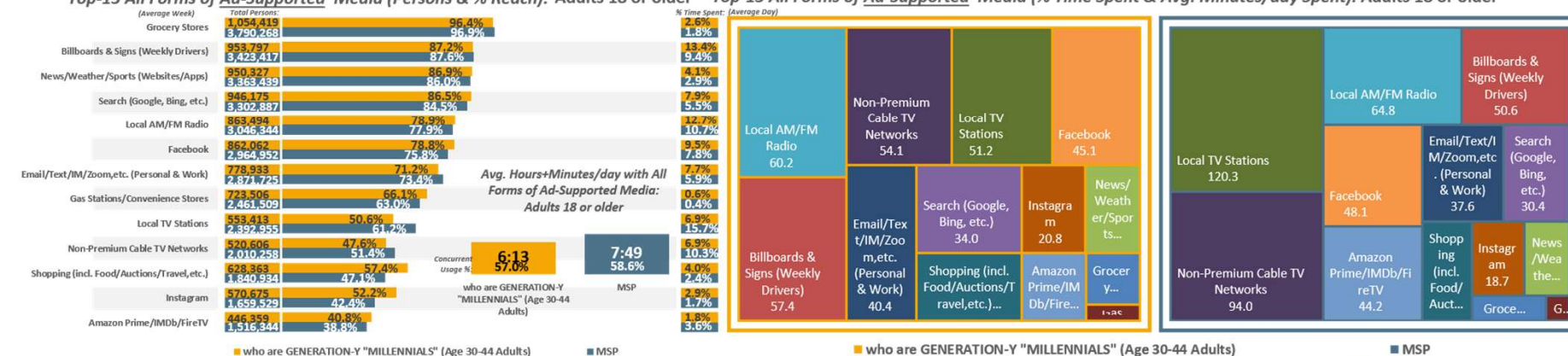


Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





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**



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 456
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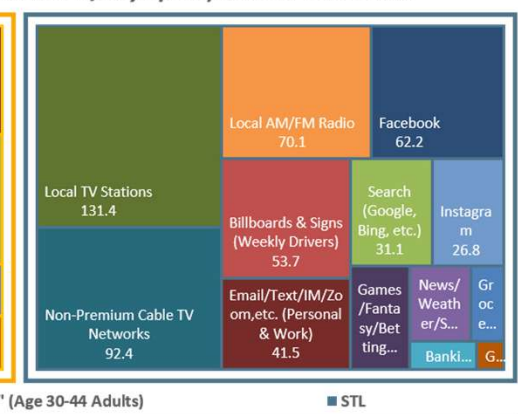
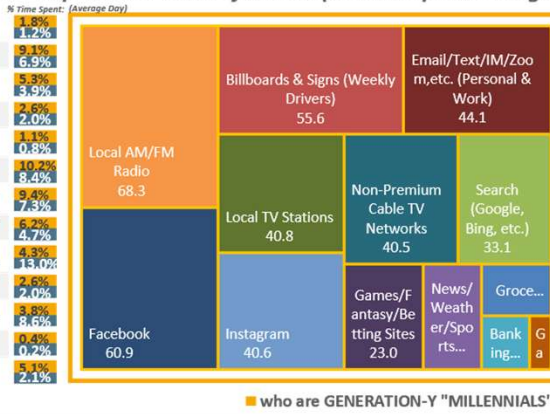
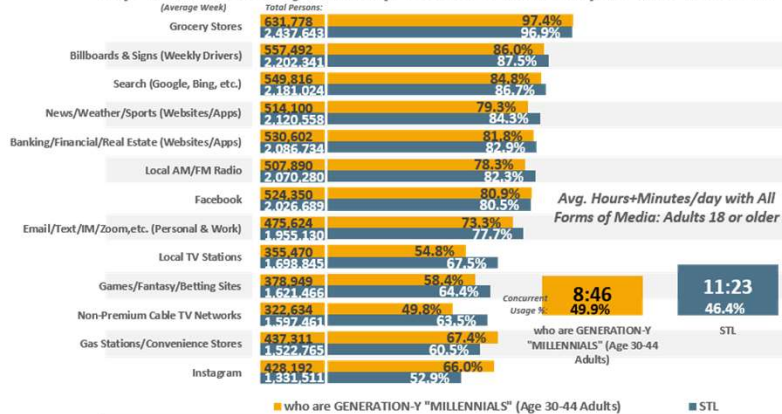
soefa.ai Share of Everything
for Anything

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

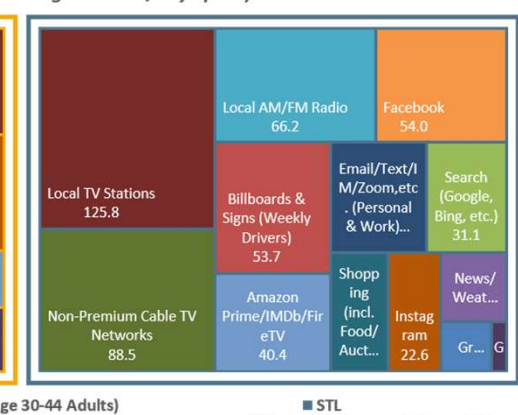
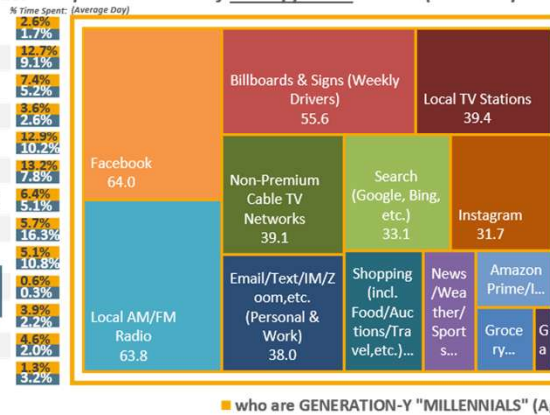
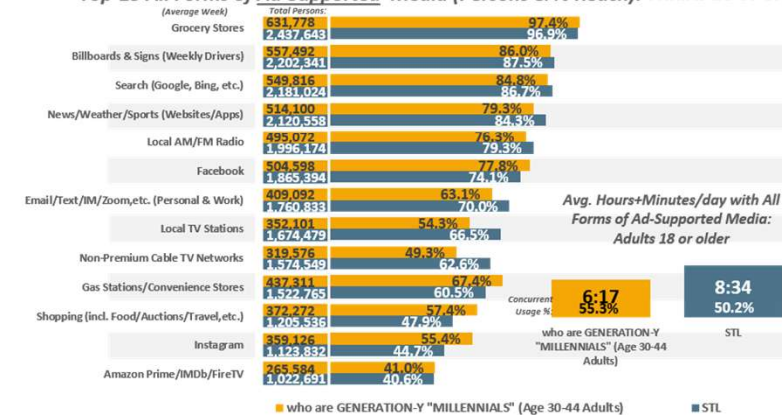


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 17 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day. (Local Radio delivers 12.9% of Time with Ad-Supported Media.)

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



STL DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 407
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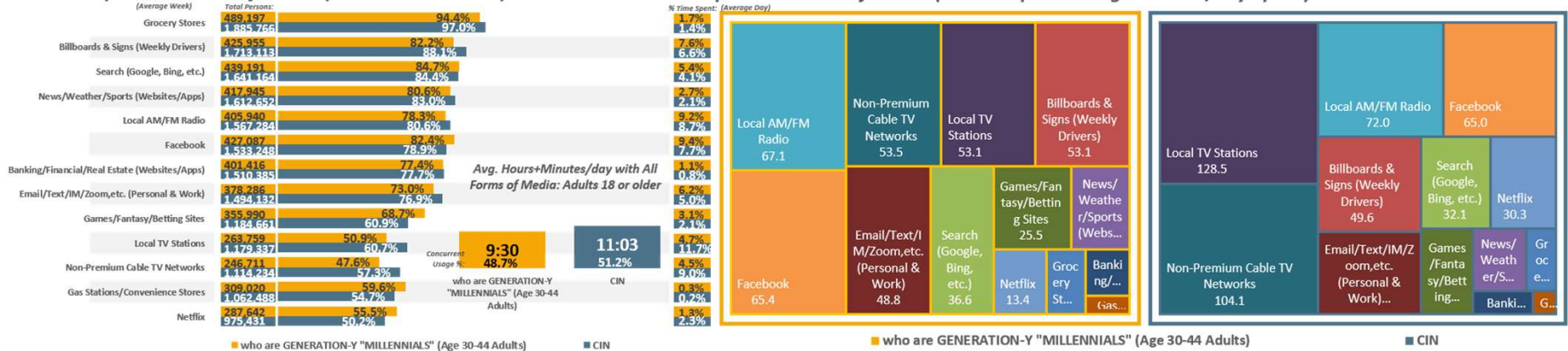
soefa.ai Share of Everything for Anything

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

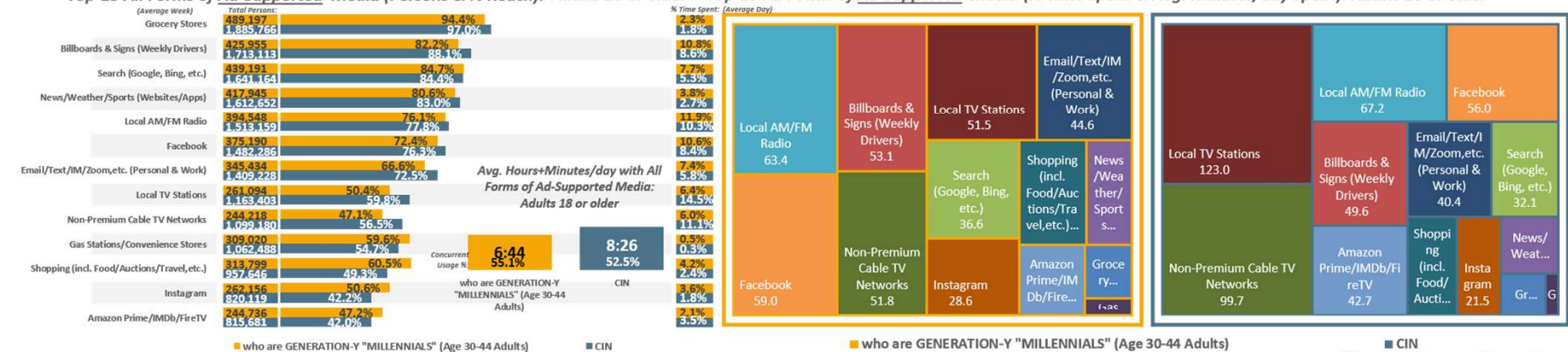


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 44 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. (Local Radio delivers 11.9% of Time with Ad-Supported Media.)

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**



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 427
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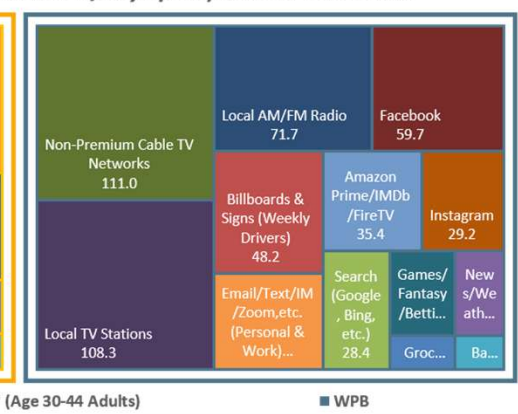
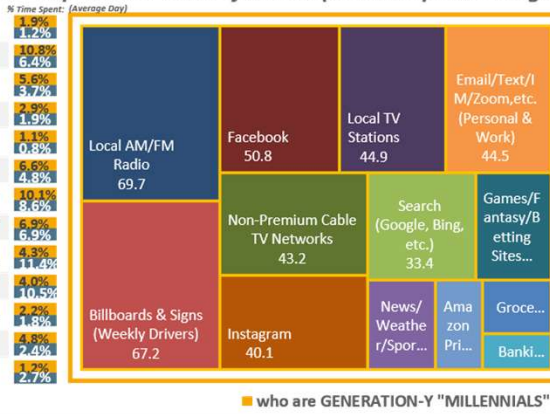
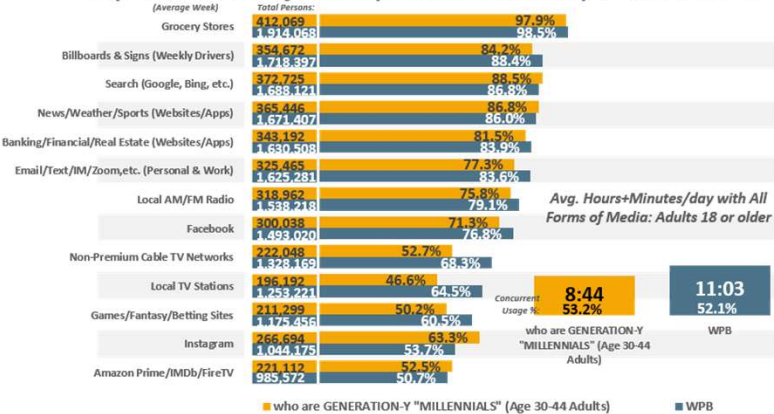
soefa.ai Share of Everything for Anything

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

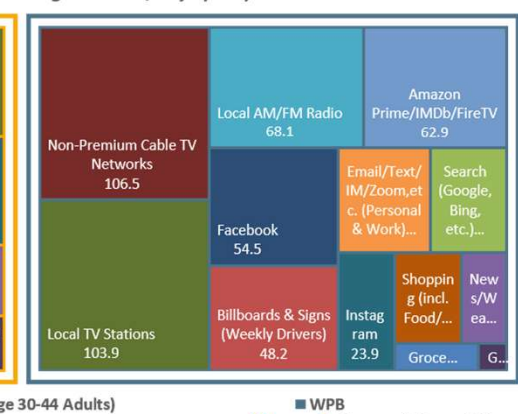
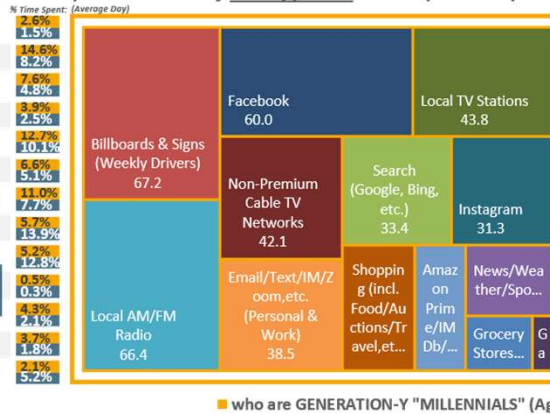
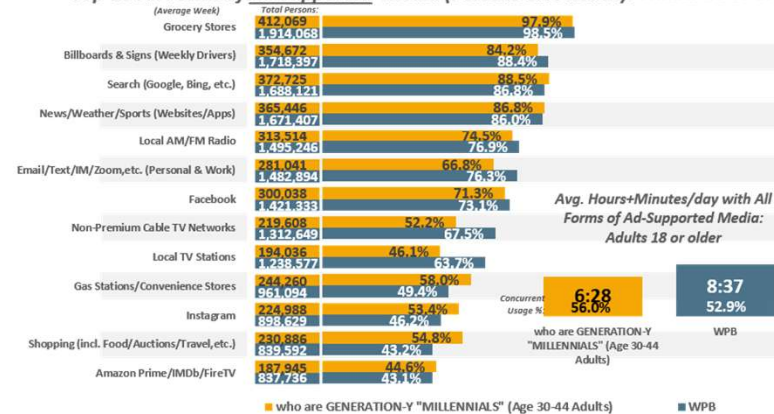


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. (Local Radio delivers 12.7% of Time with Ad-Supported Media.)

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**



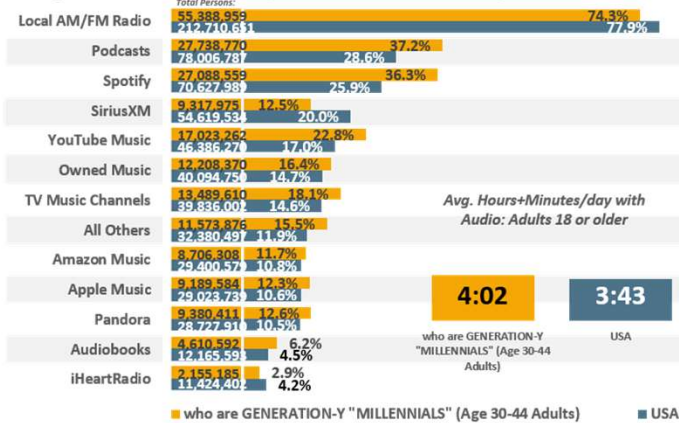
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



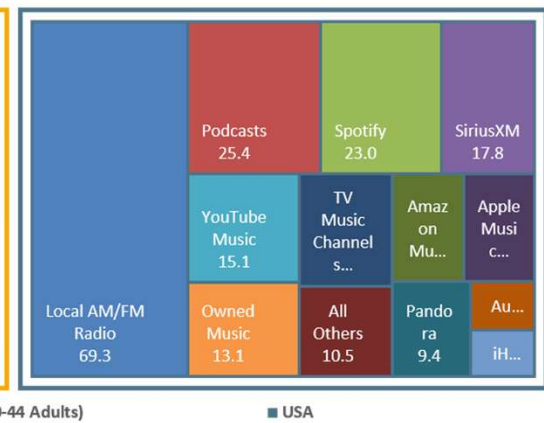
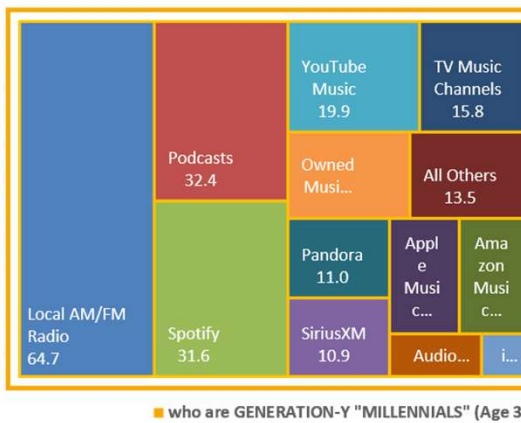


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

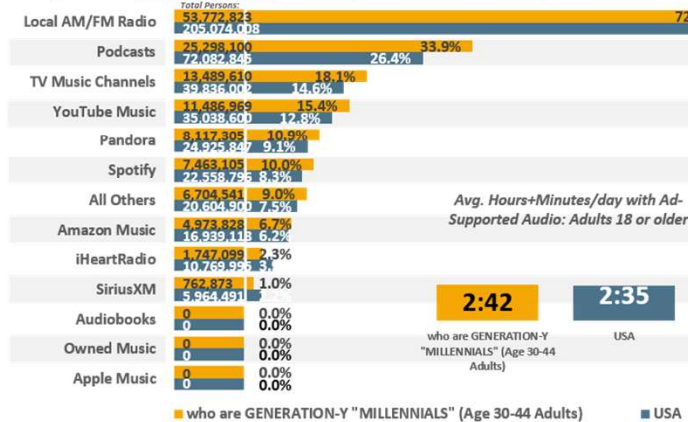
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



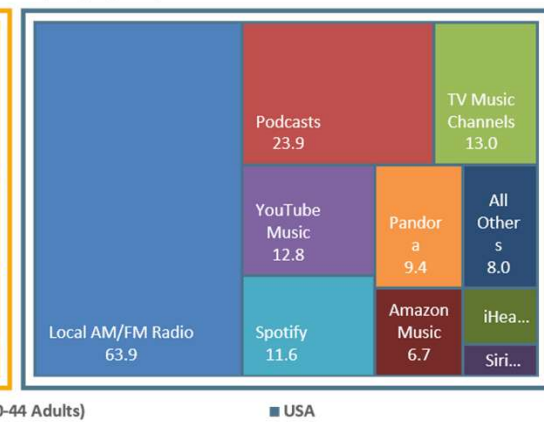
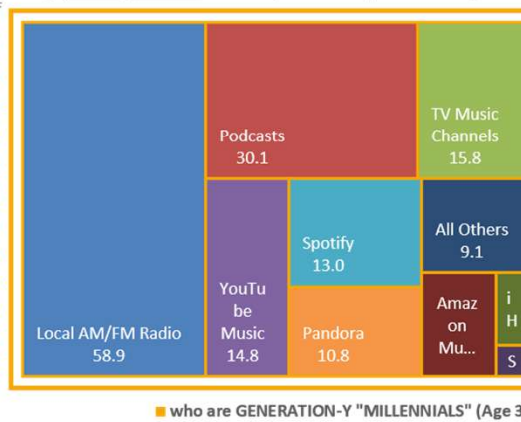
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

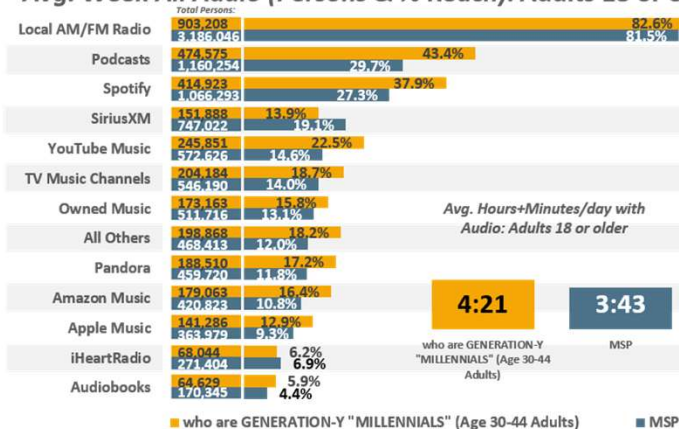
soefa.ai Share of Everything for Anything

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

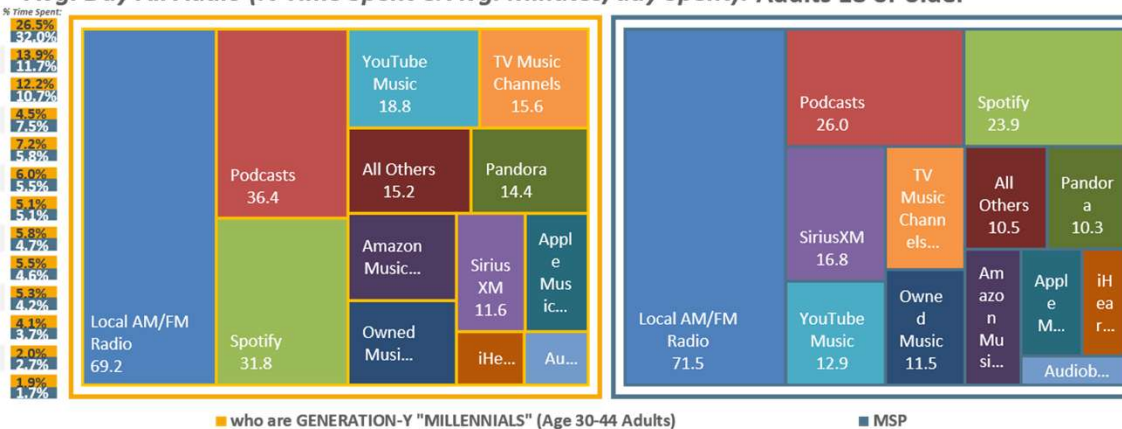


863,494 or 78.9% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

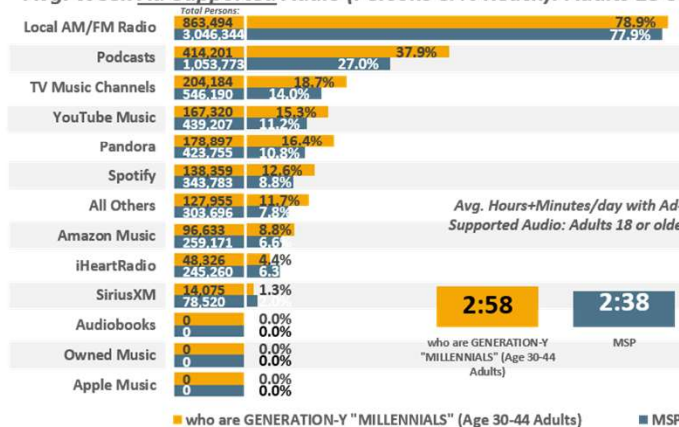
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



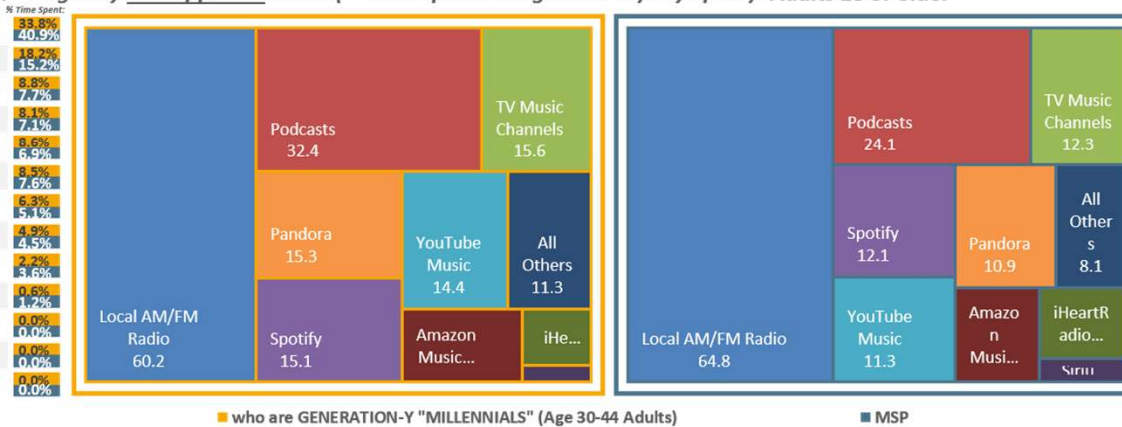
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



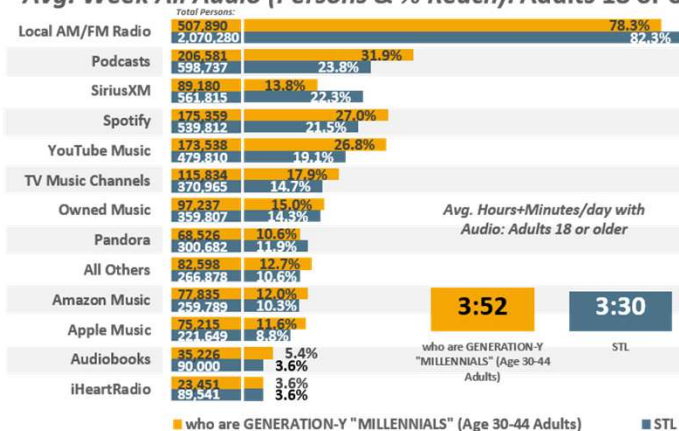
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



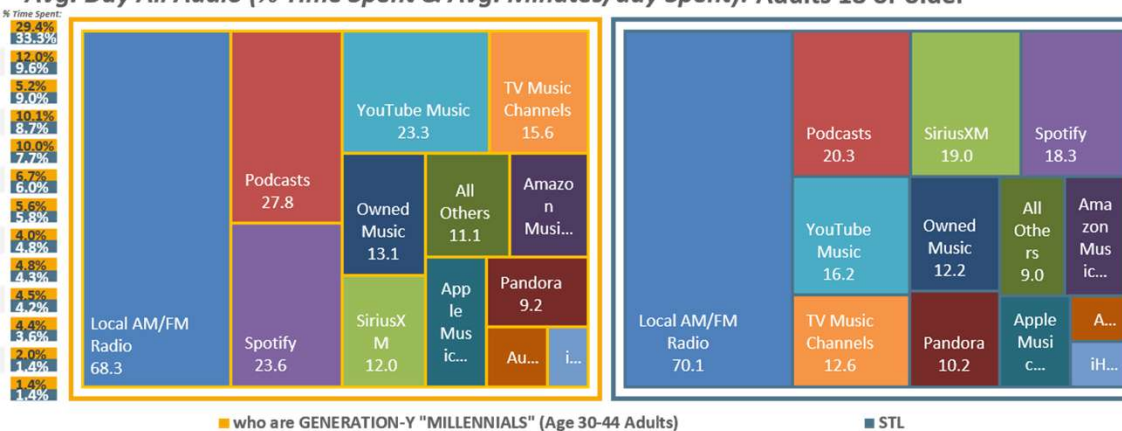


495,072 or 76.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

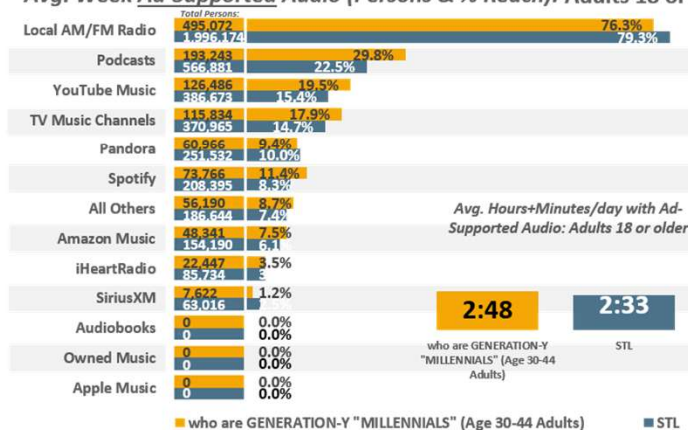
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



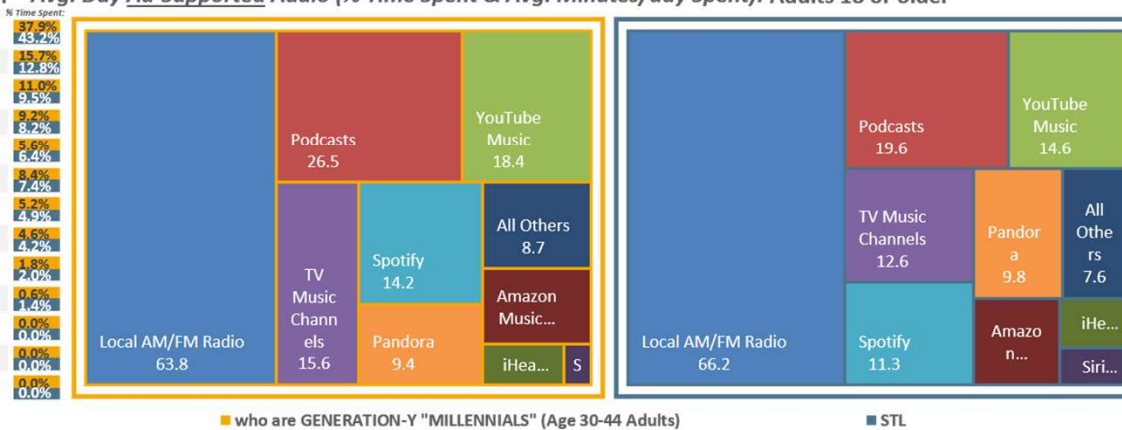
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



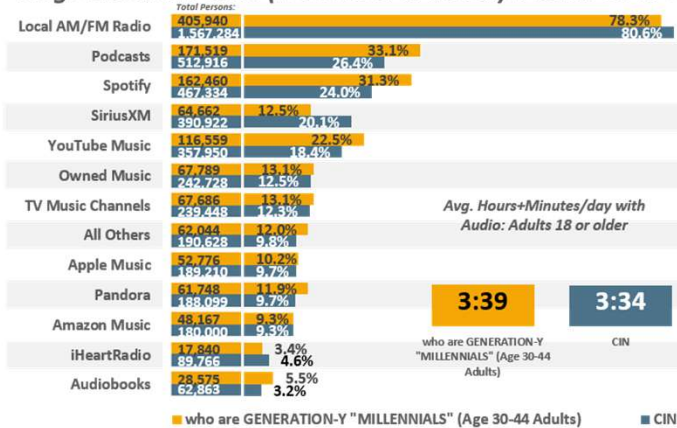
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



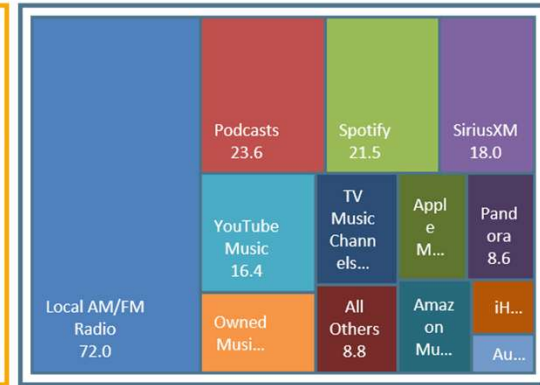
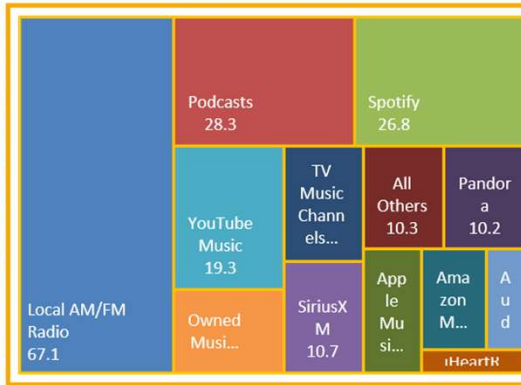


394,548 or 76.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 42.0% of all time spent daily with Ad-Supported Audio.

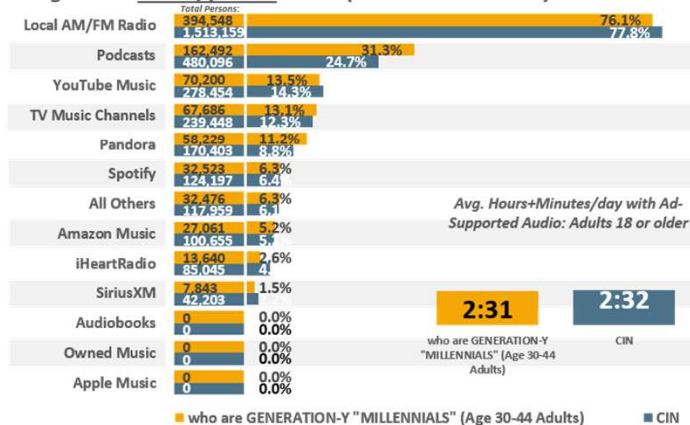
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



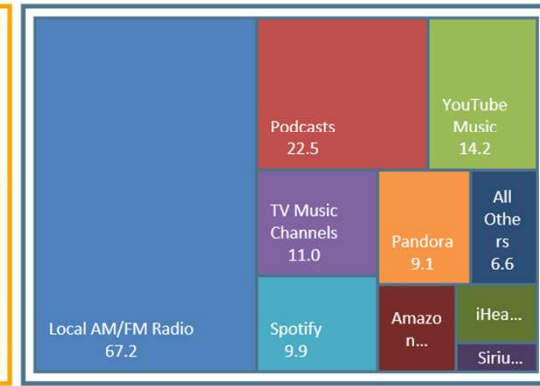
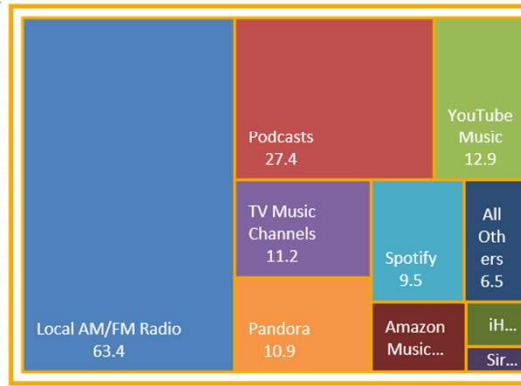
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



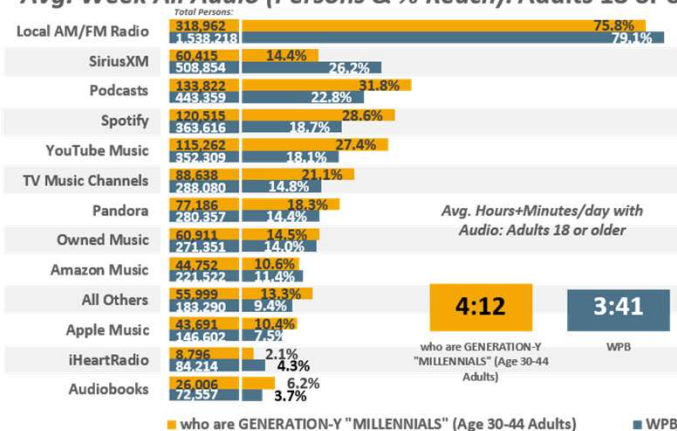
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



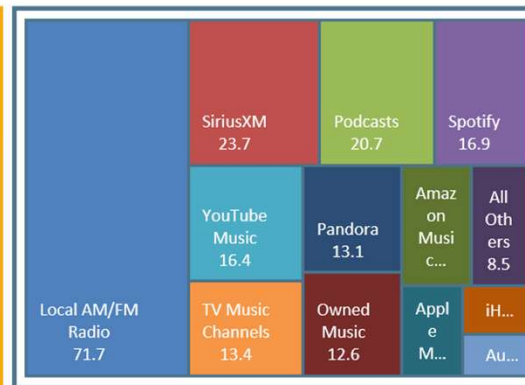
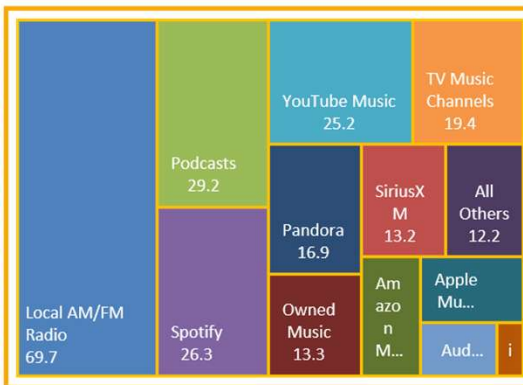


313,514 or 74.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

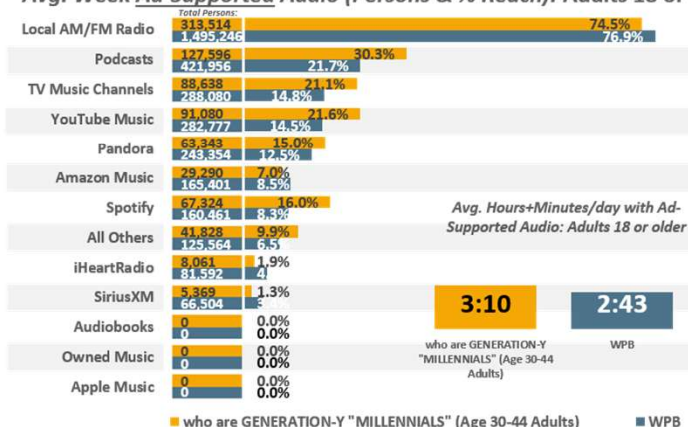
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



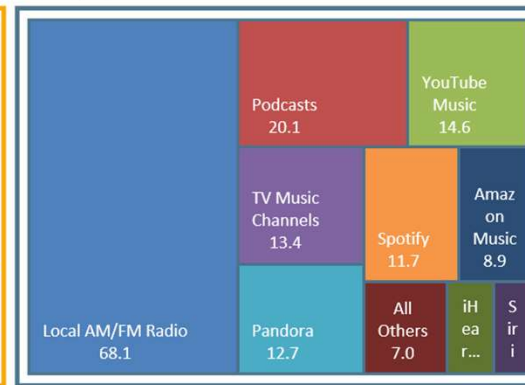
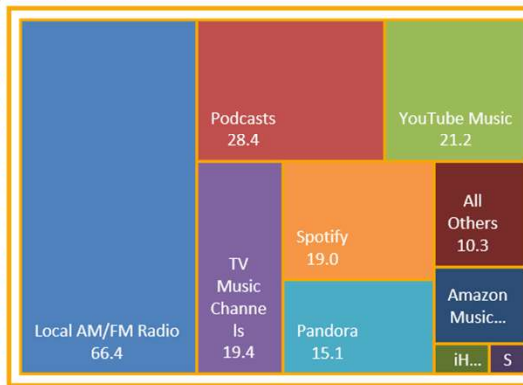
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

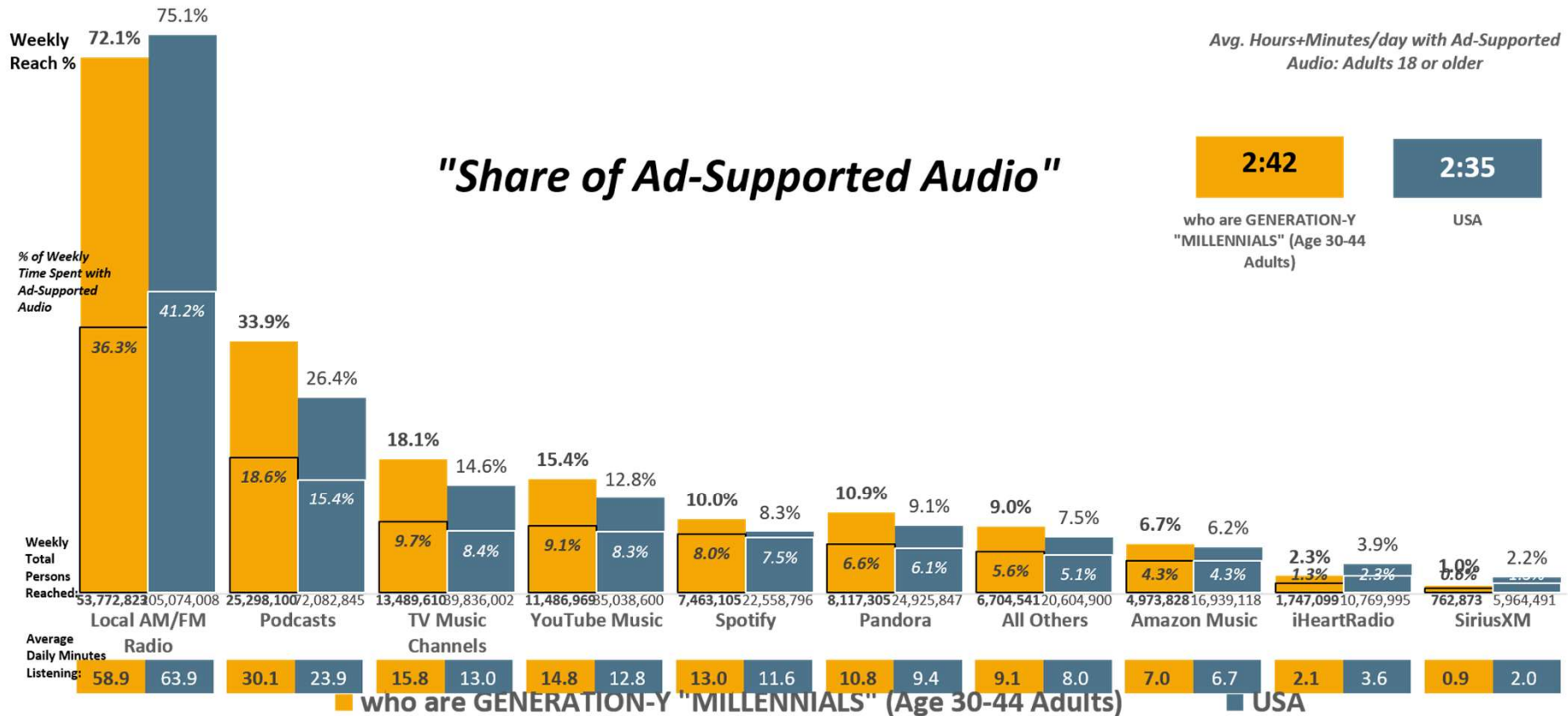


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



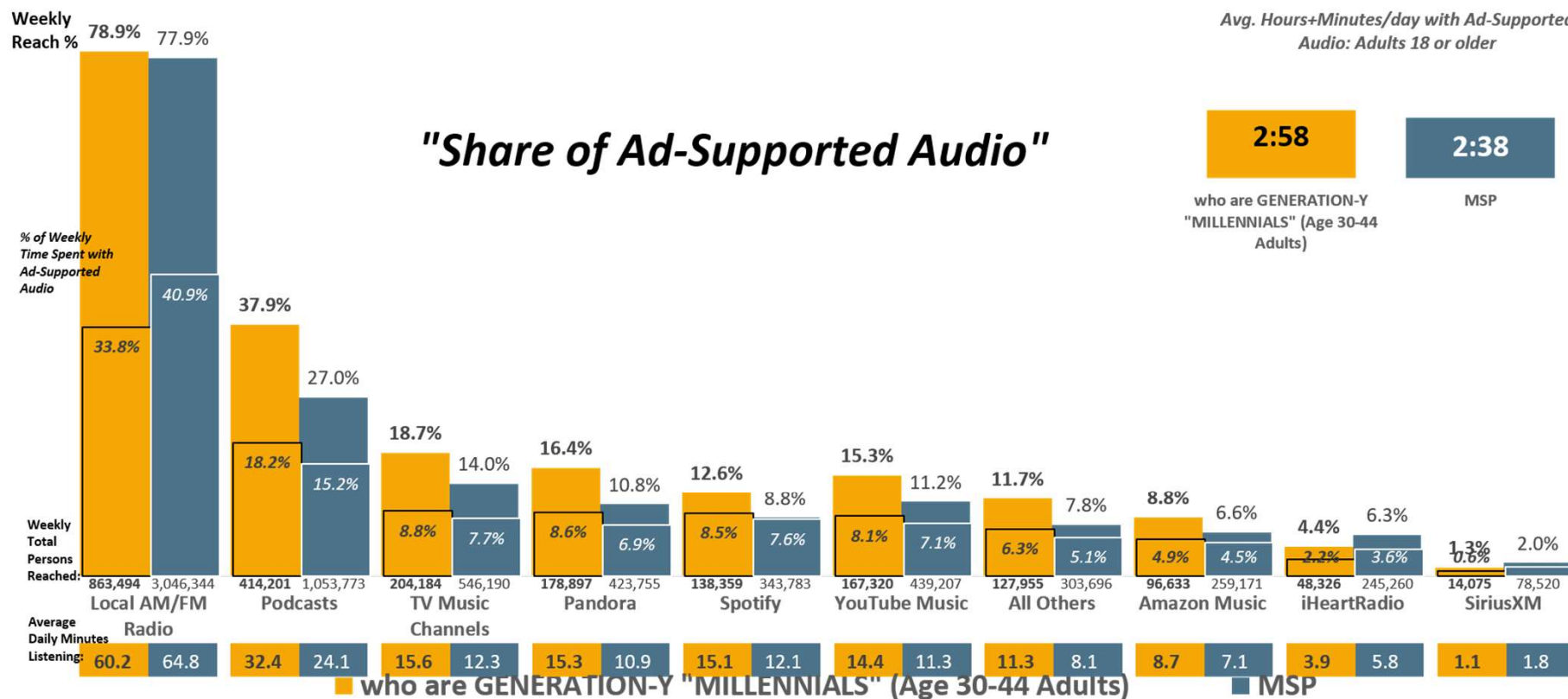


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.



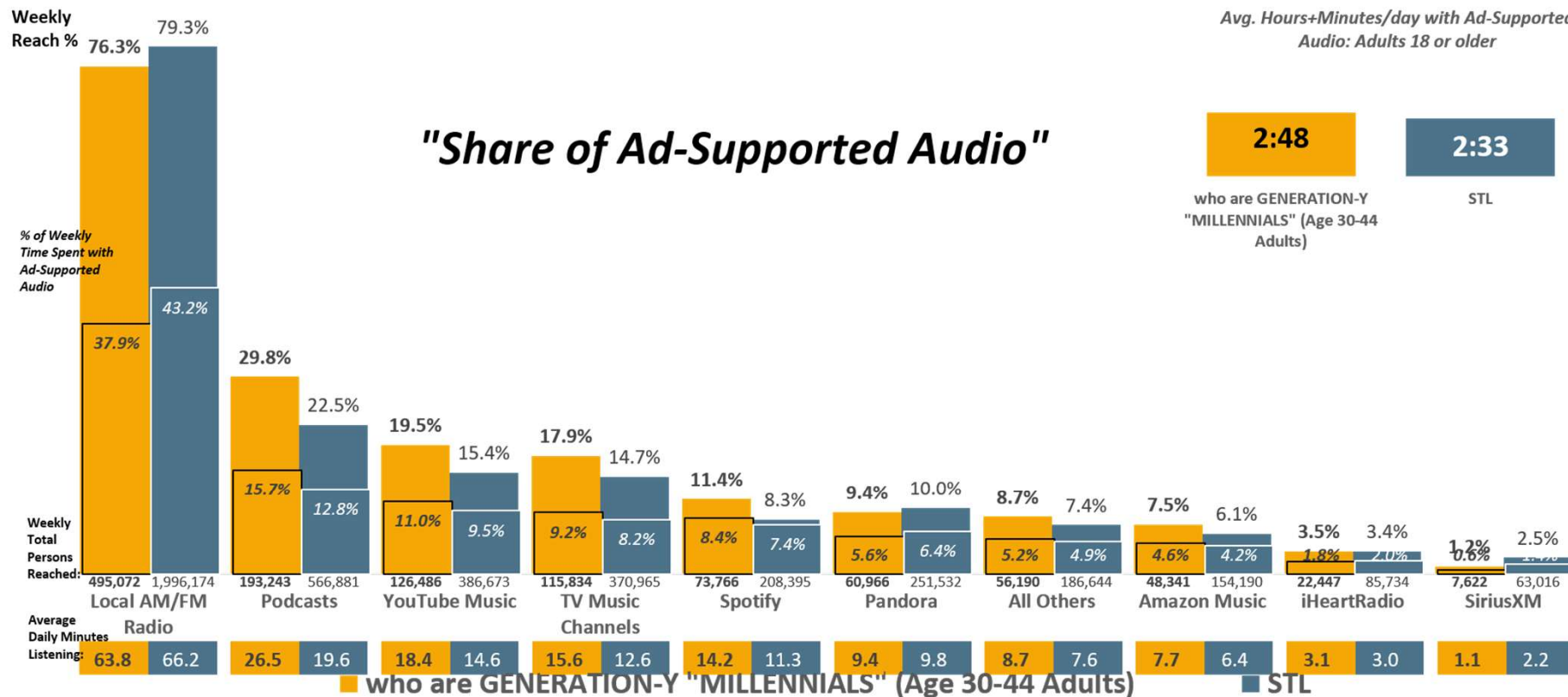


863,494 or 78.9% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.



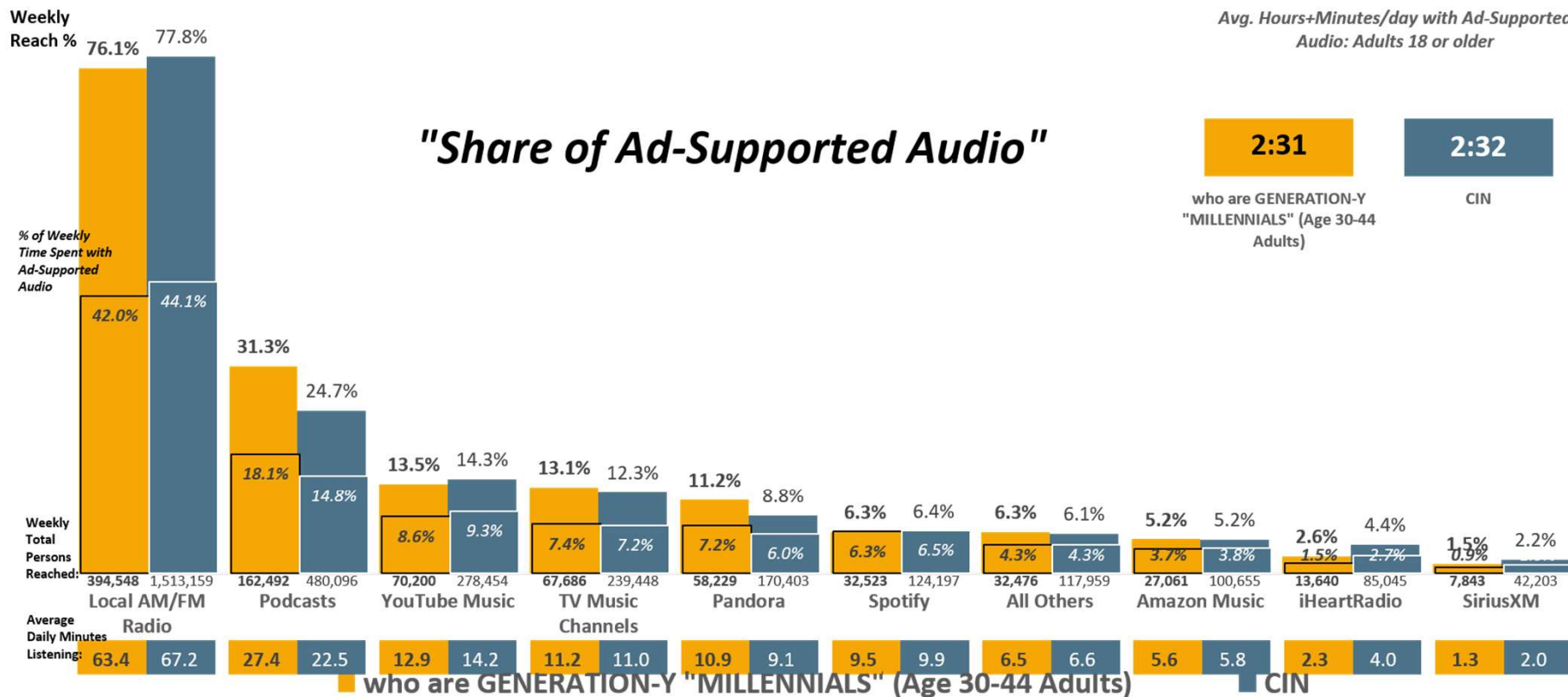


495,072 or 76.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.



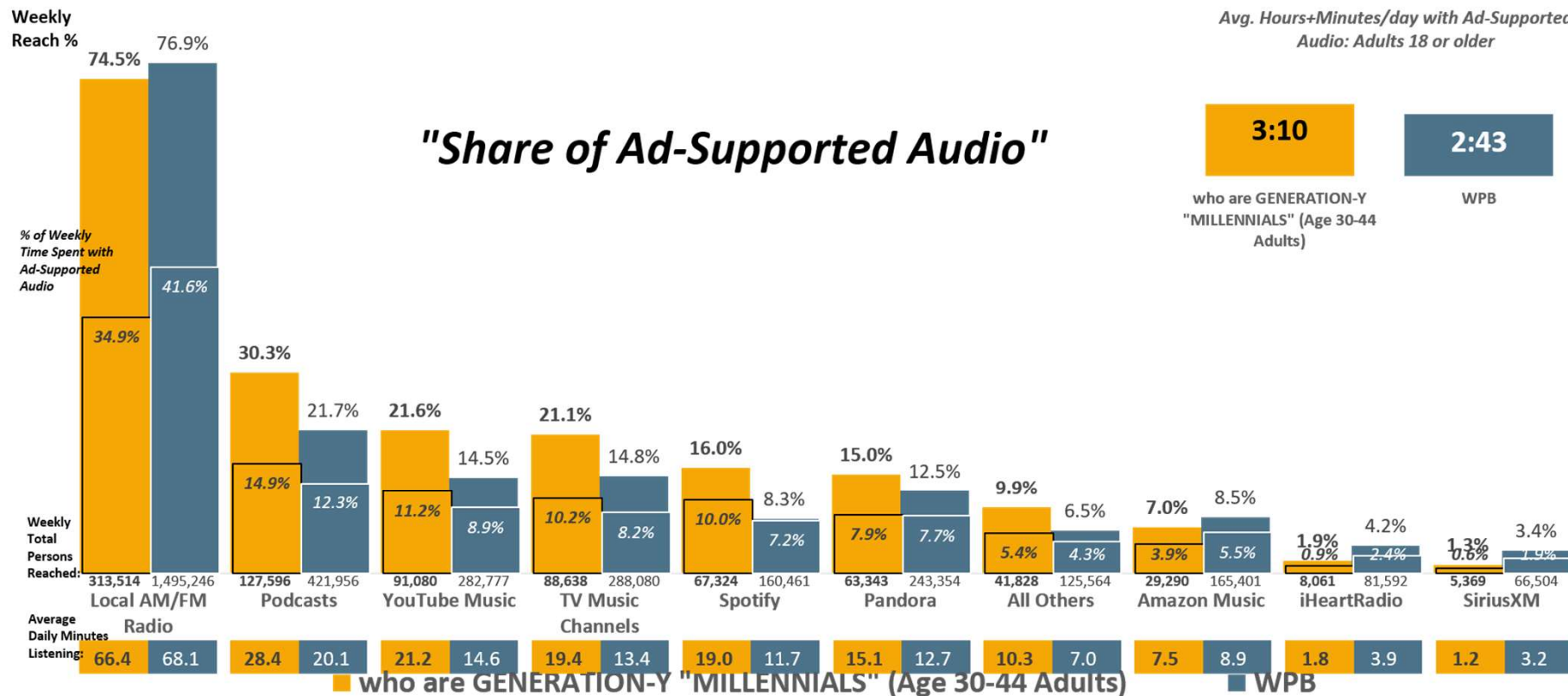


394,548 or 76.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.





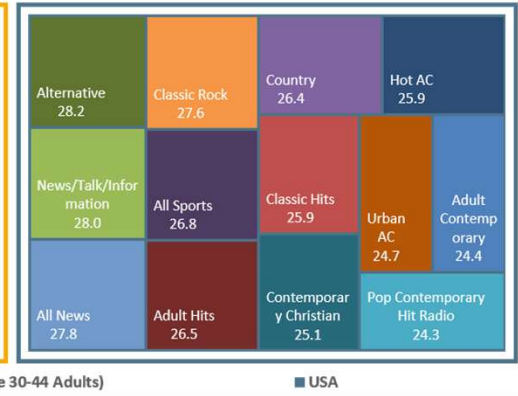
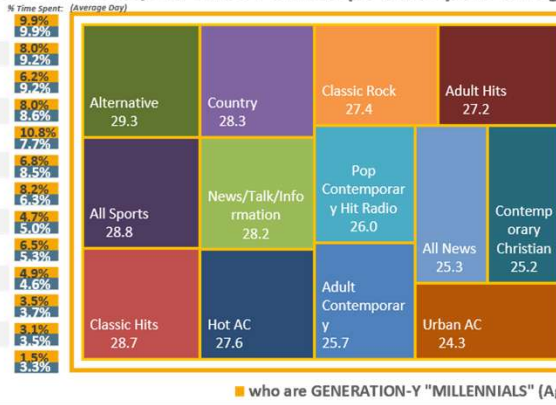
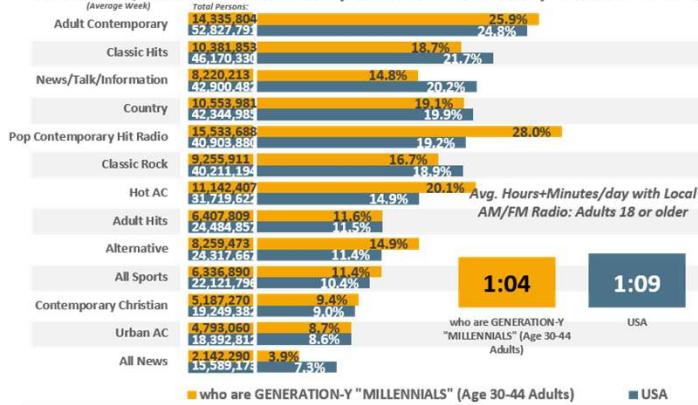
313,514 or 74.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



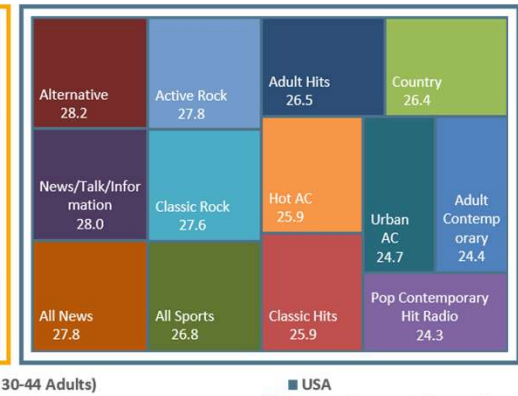
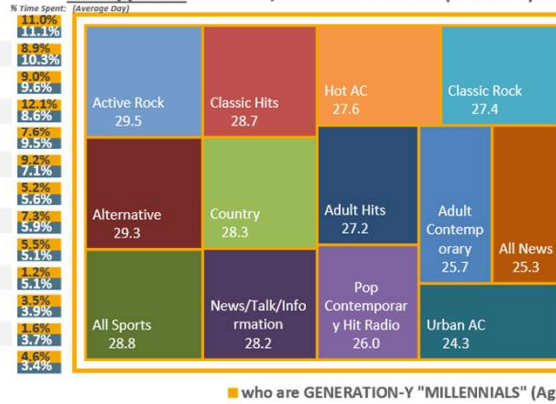
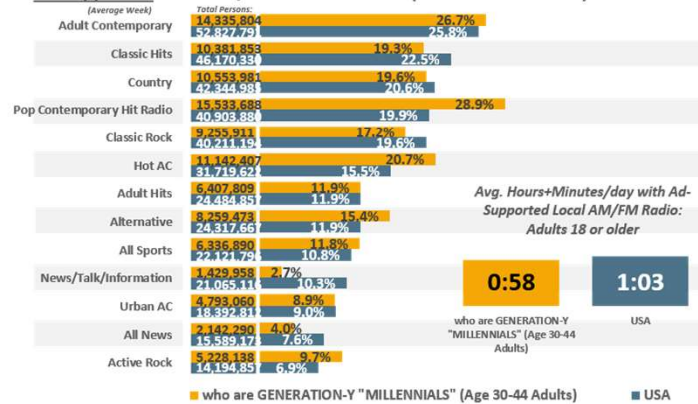


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Country, and Classic Hits.

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



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



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

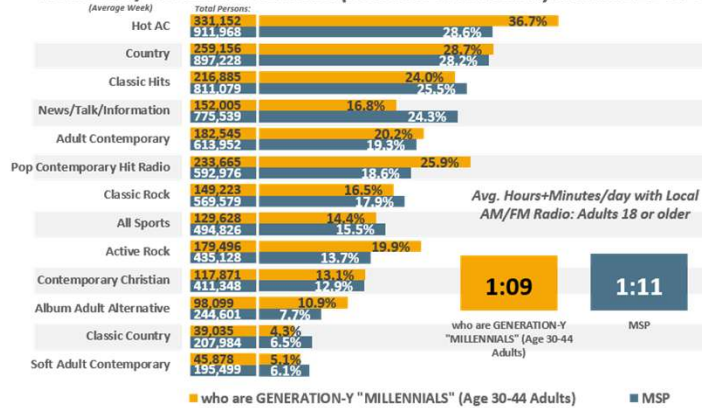
soefa.ai Share of Everything for Anything

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

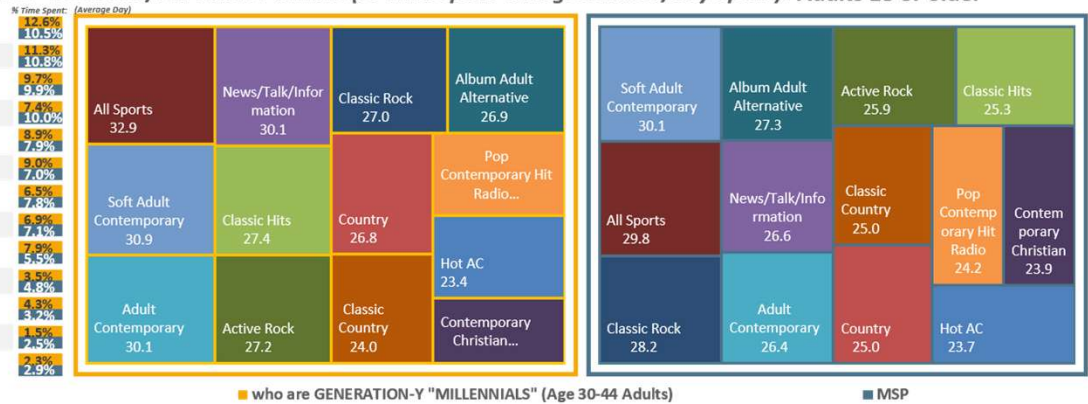


863,494 or 78.9% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and Adult Contemporary.

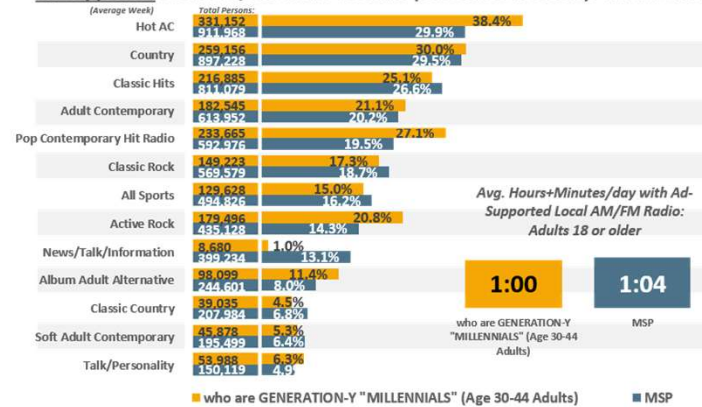
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



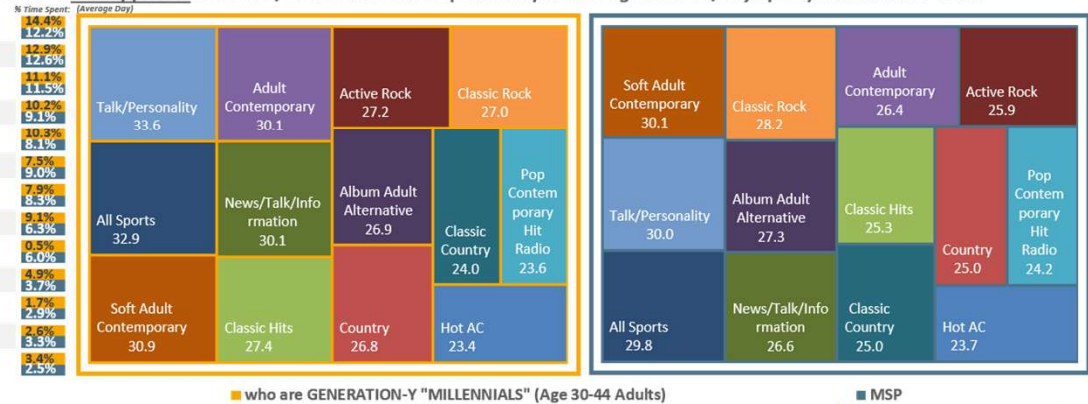
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 456
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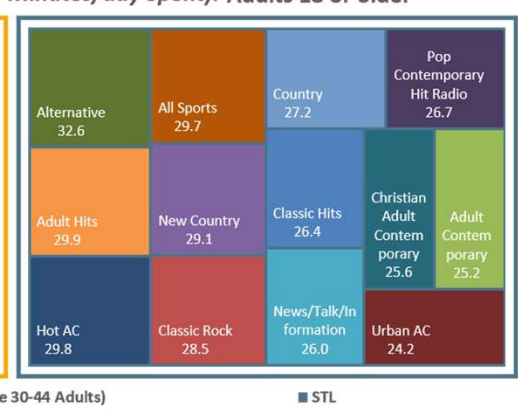
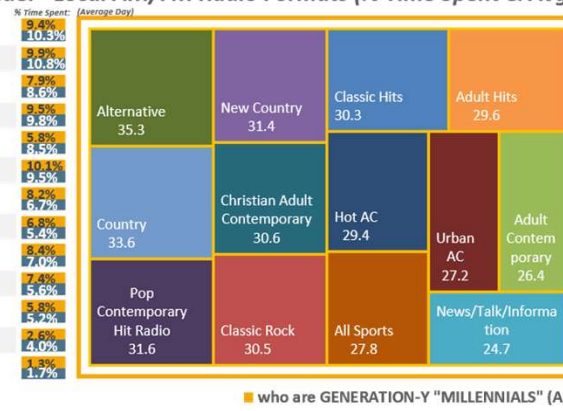
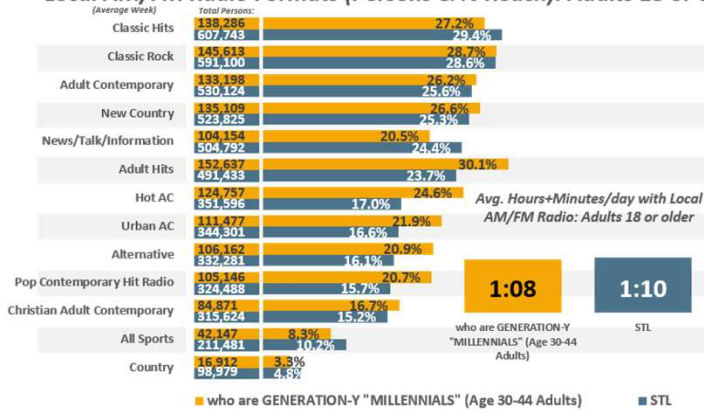
soefa.ai Share of Everything for Anything

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

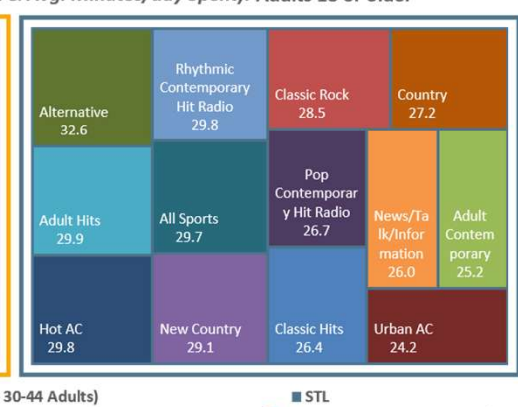
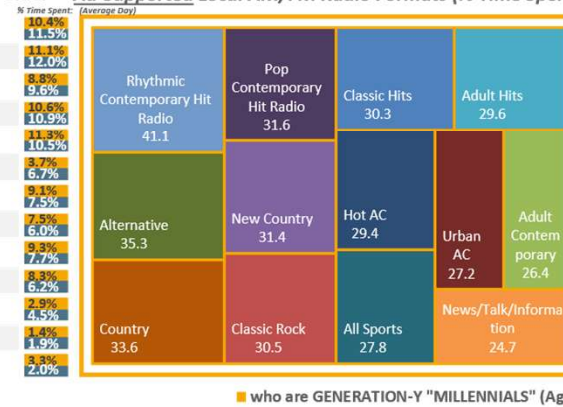
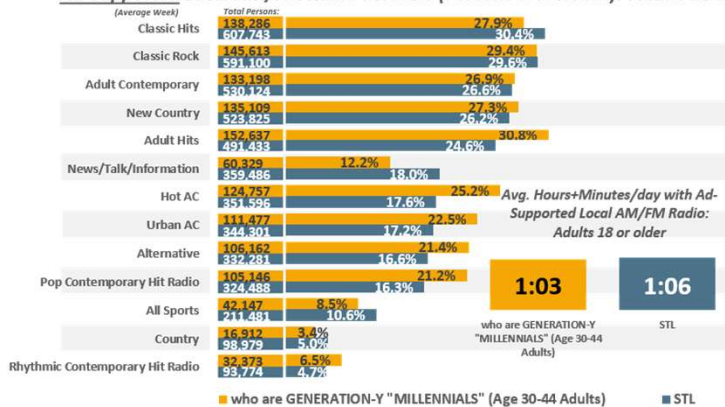


495,072 or 76.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Rock, Classic Hits, New Country, and Adult Contemporary.

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**



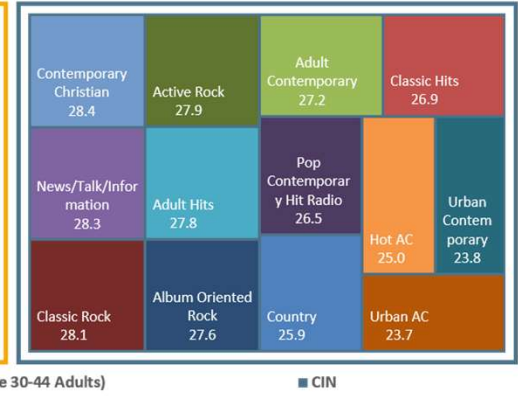
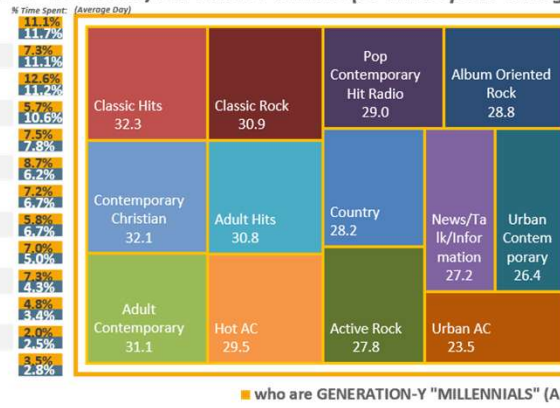
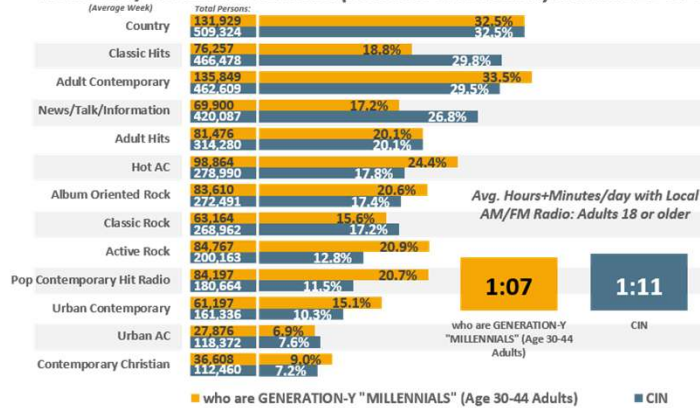
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



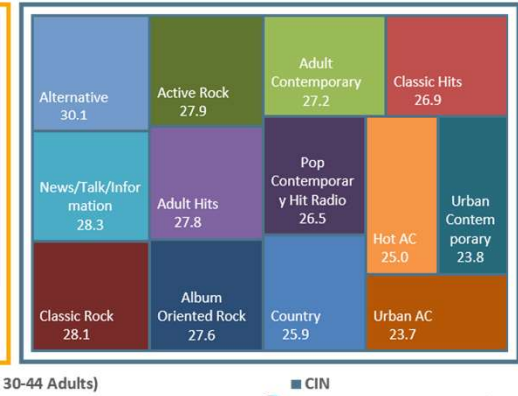
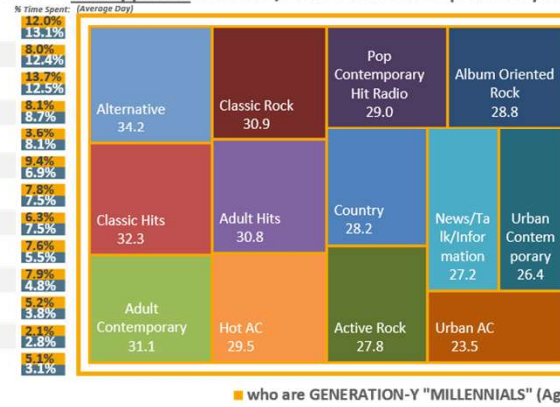
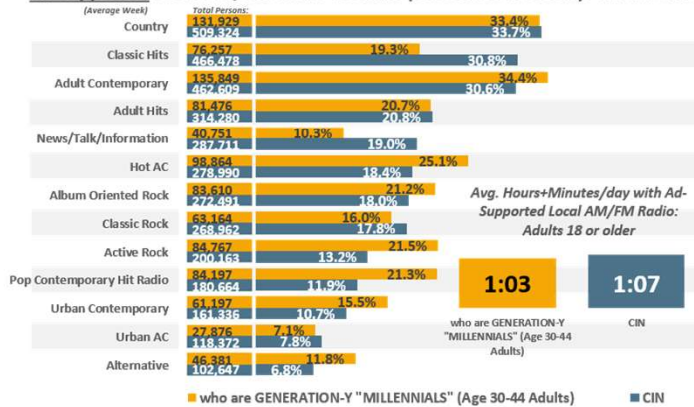


394,548 or 76.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Active Rock, and Pop Contemporary Hit Radio.

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**



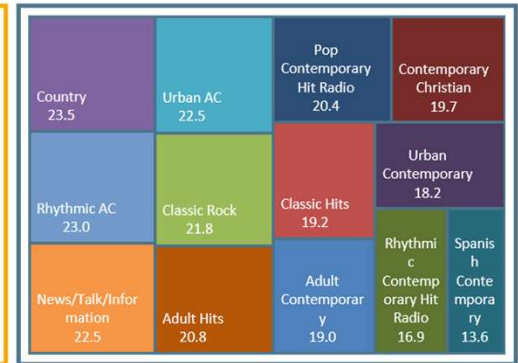
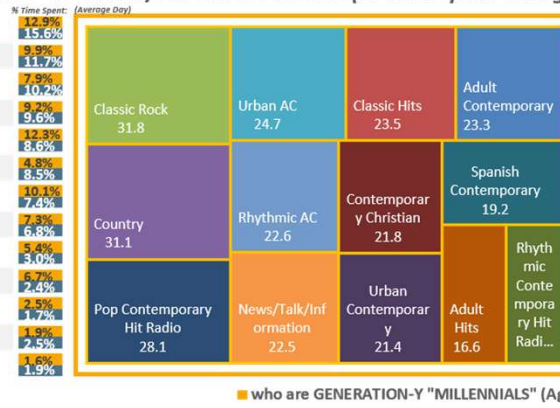
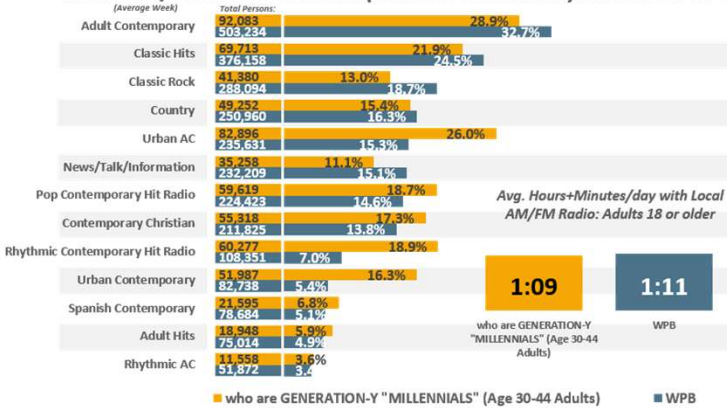
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



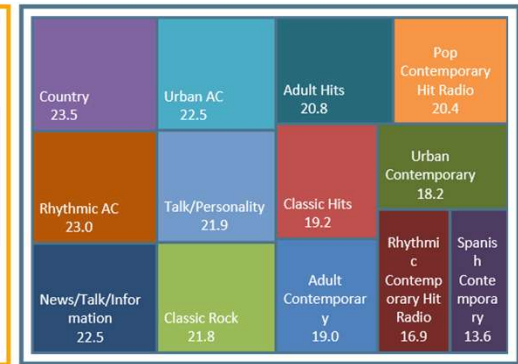
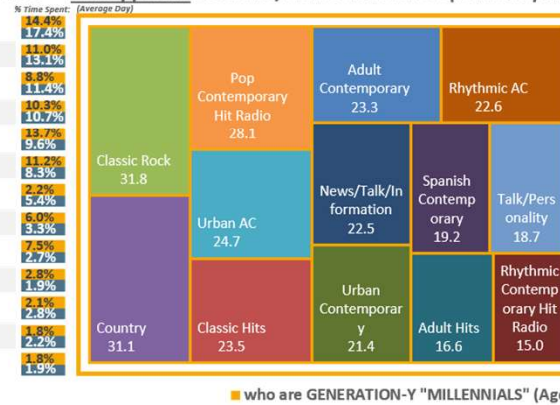
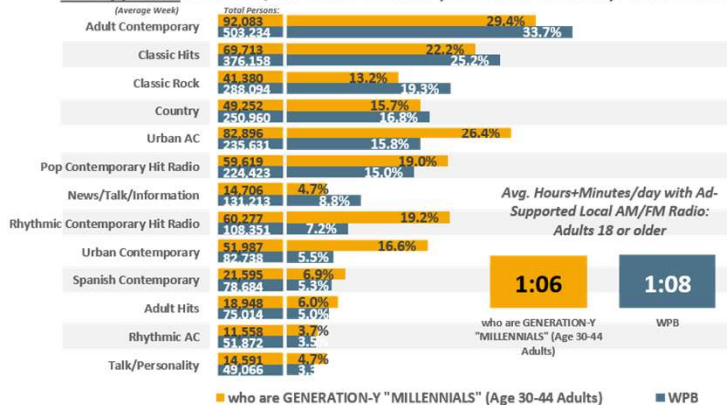


313,514 or 74.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Rhythmic Contemporary Hit Radio, and Pop Contemporary

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



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

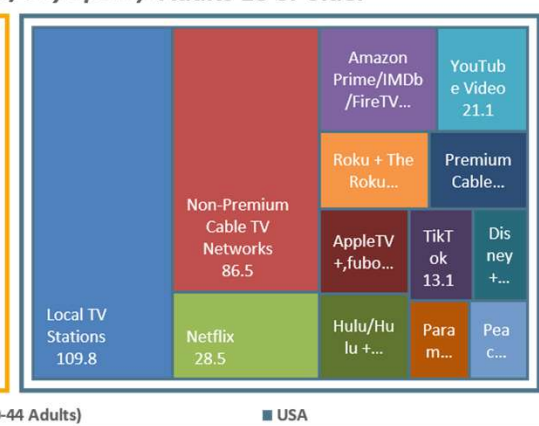
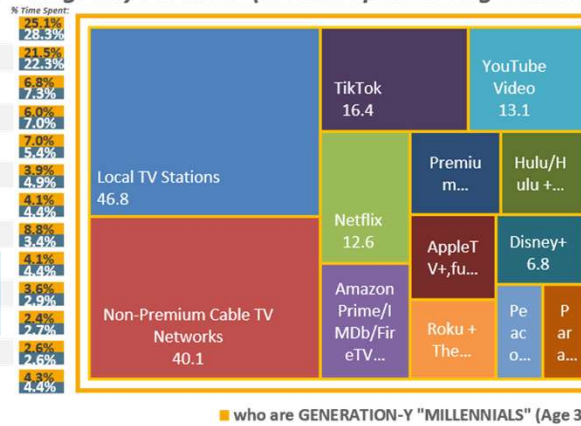
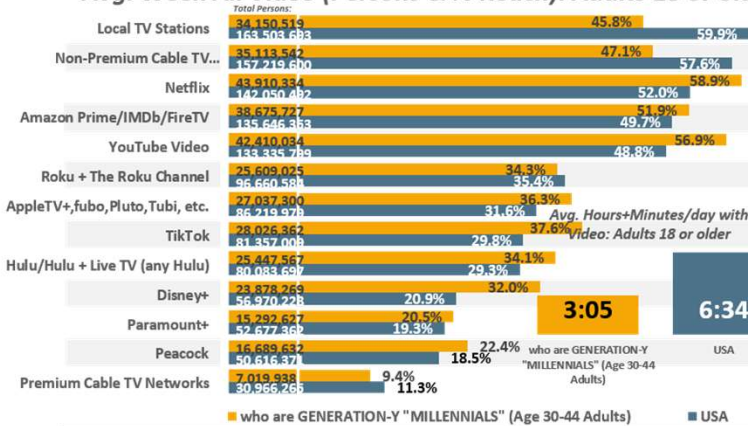




33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 44.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

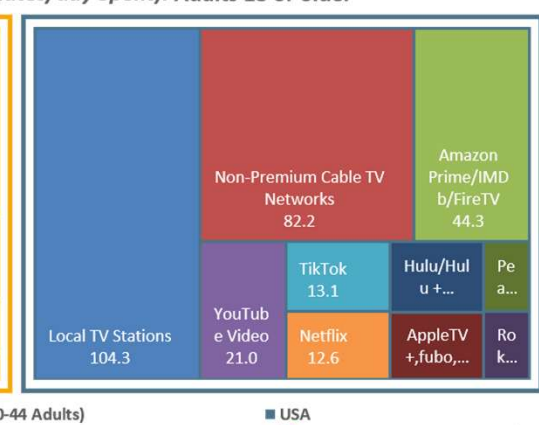
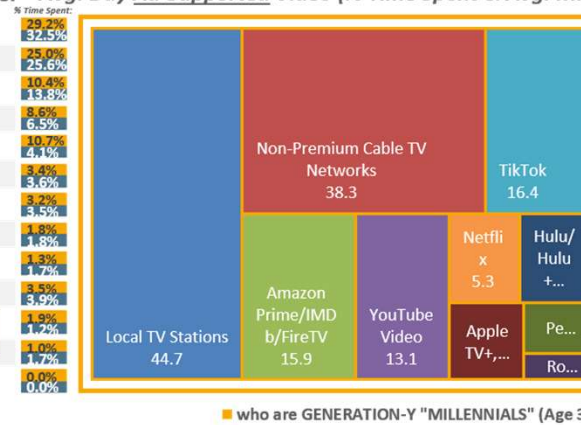
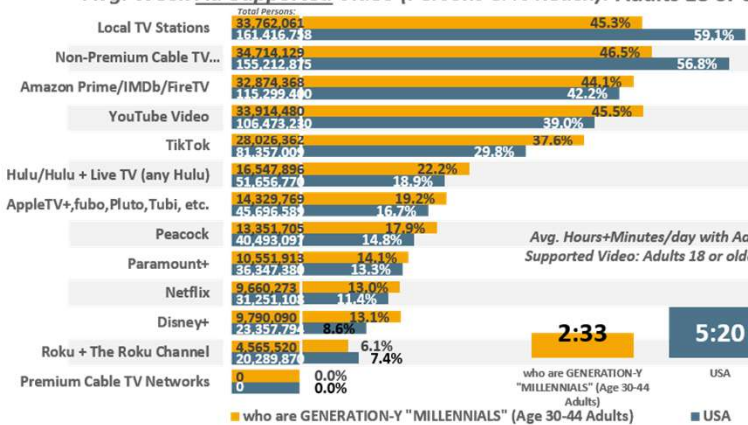
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

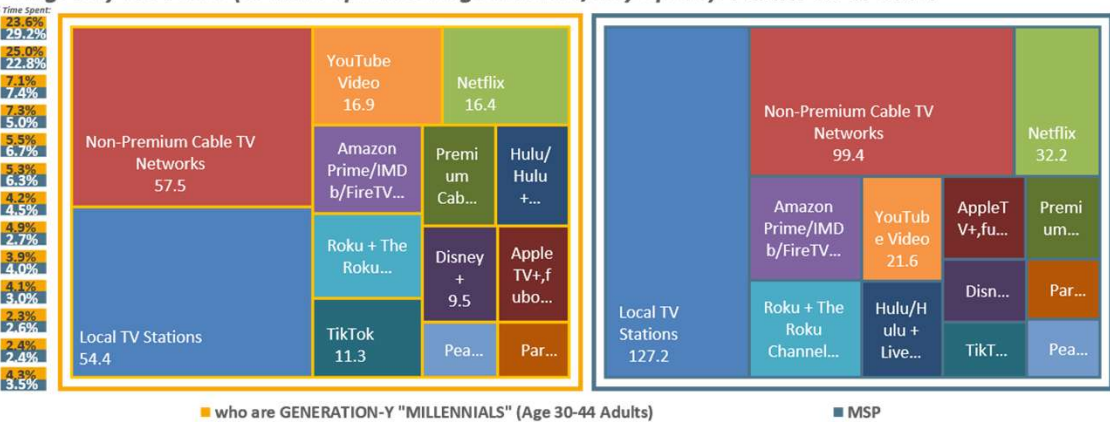
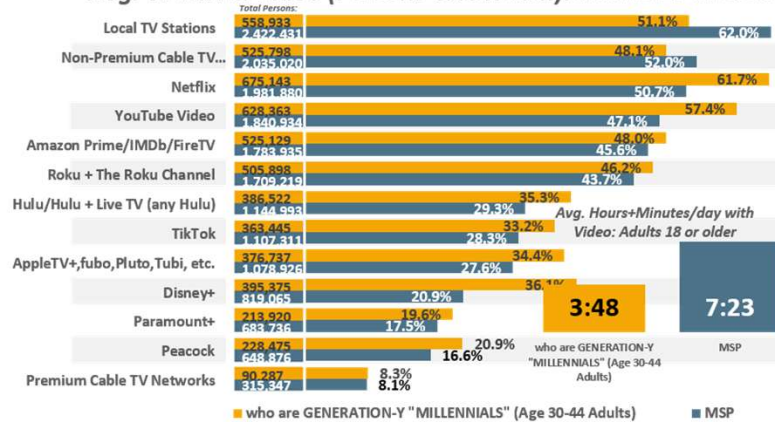




553,413 or 50.6% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.

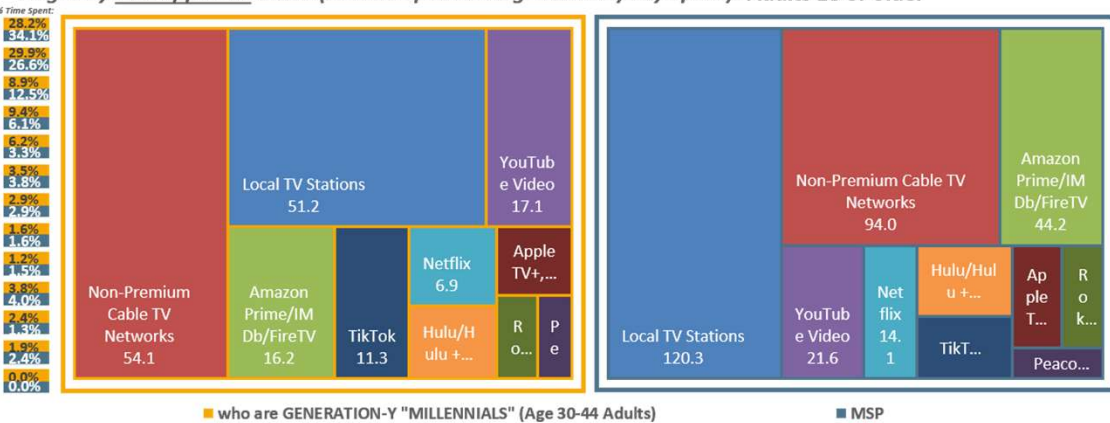
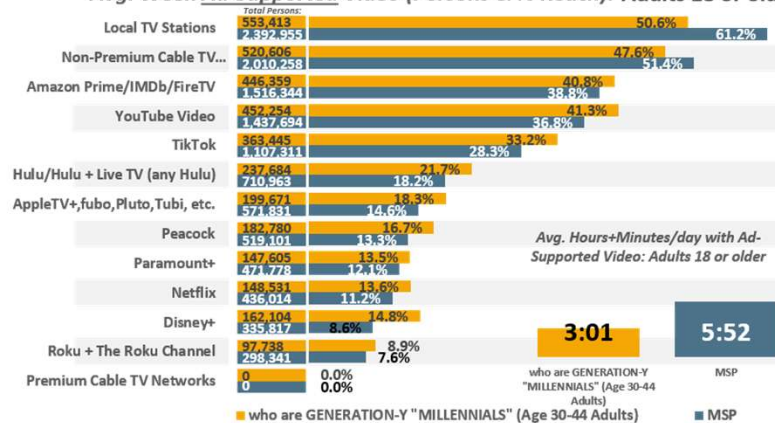
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 456
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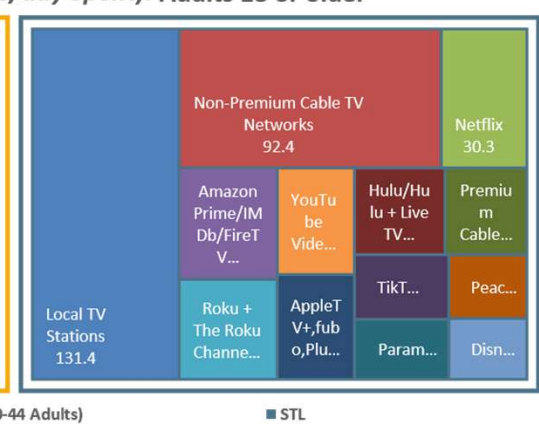
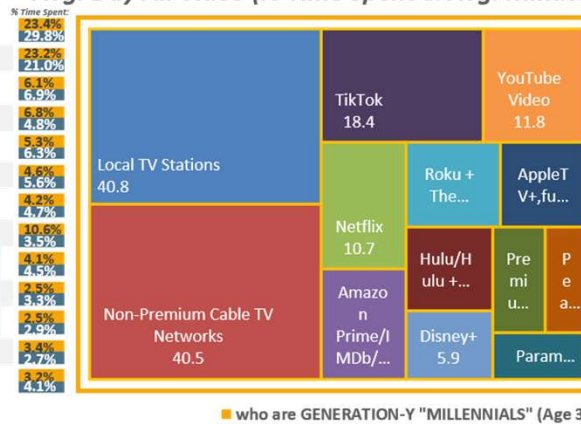
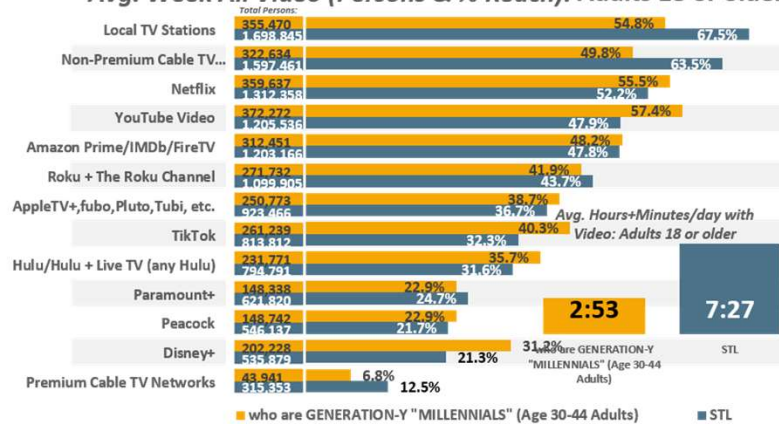
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



352,101 or 54.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 39.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

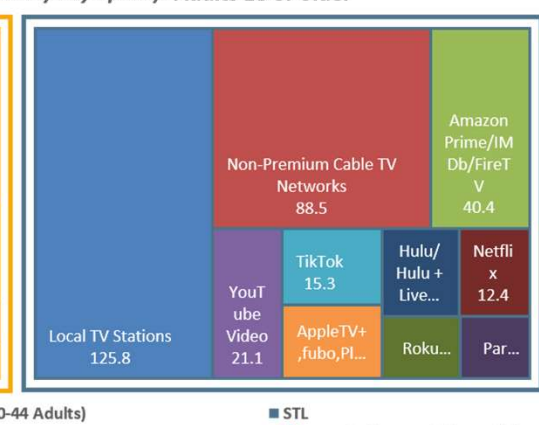
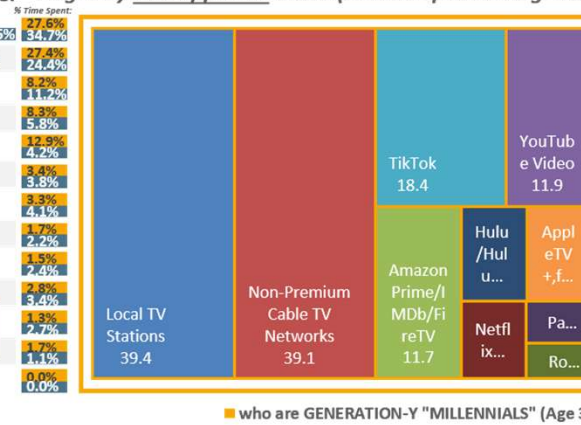
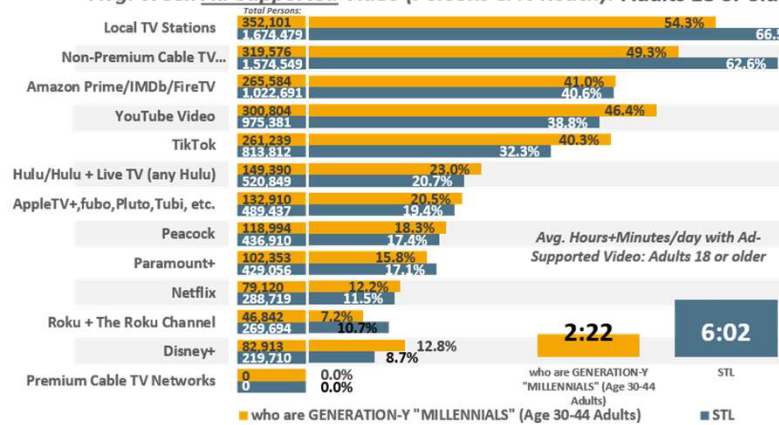
Avg. Week All Video (Persons & % Reach): Adults 18 or older

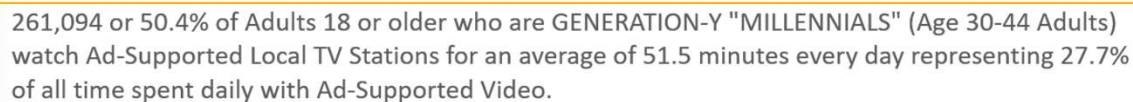
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



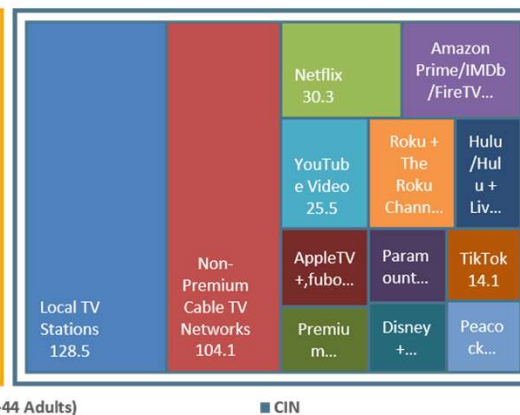
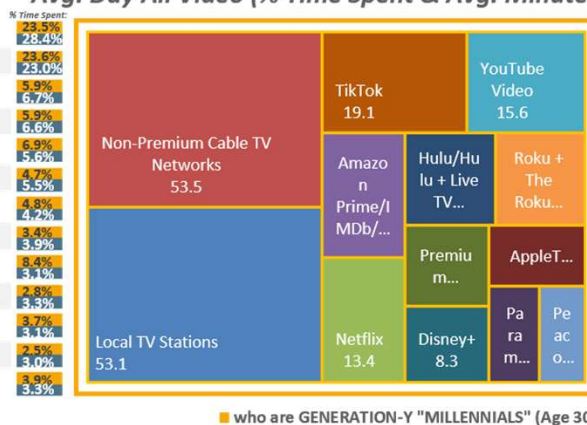
Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

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

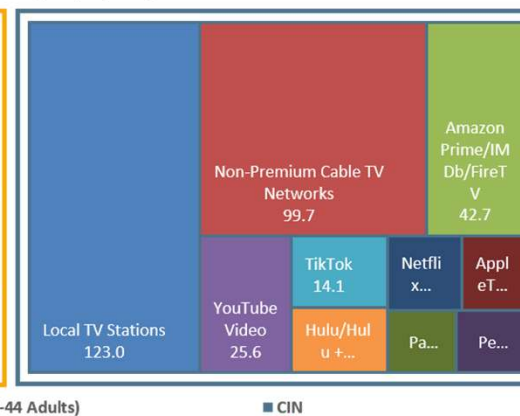
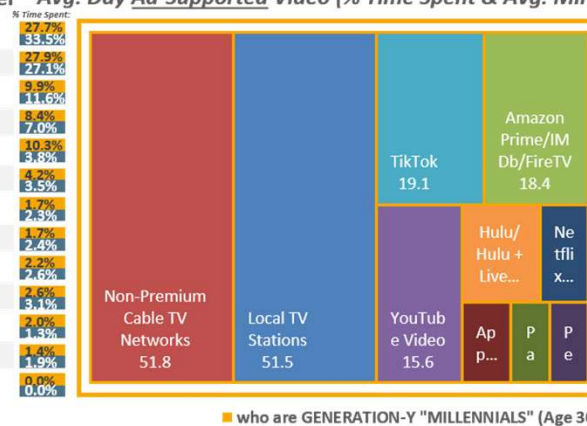




Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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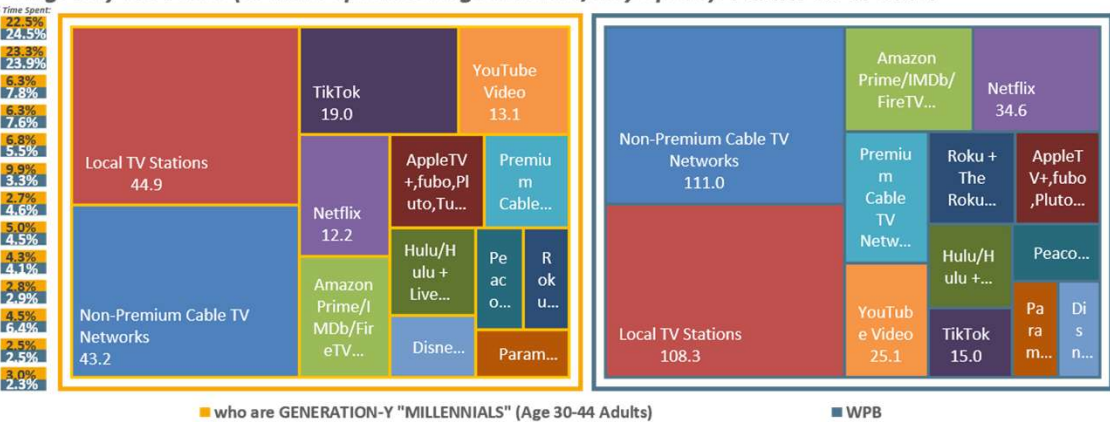
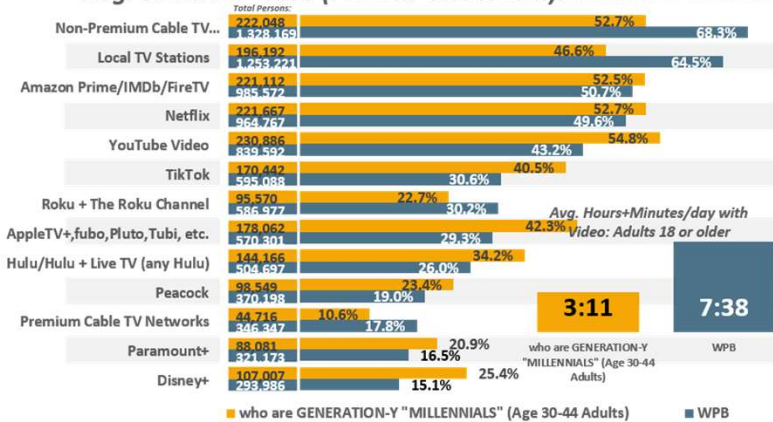
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



194,036 or 46.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 43.8 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

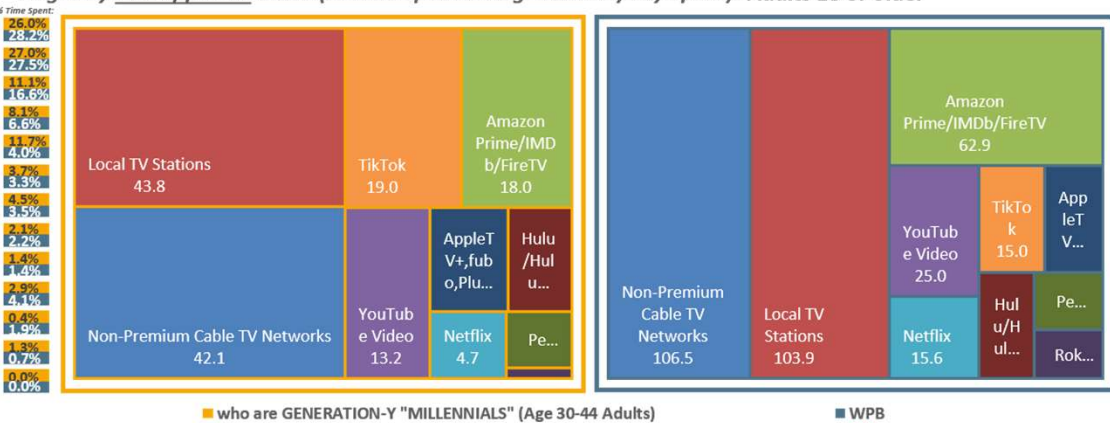
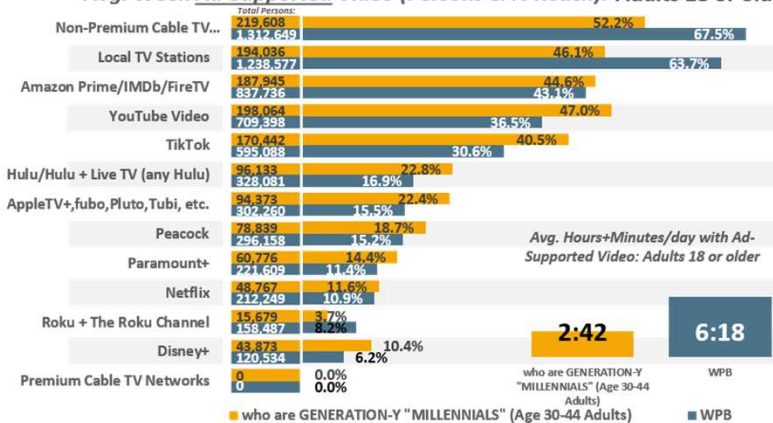
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 473
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

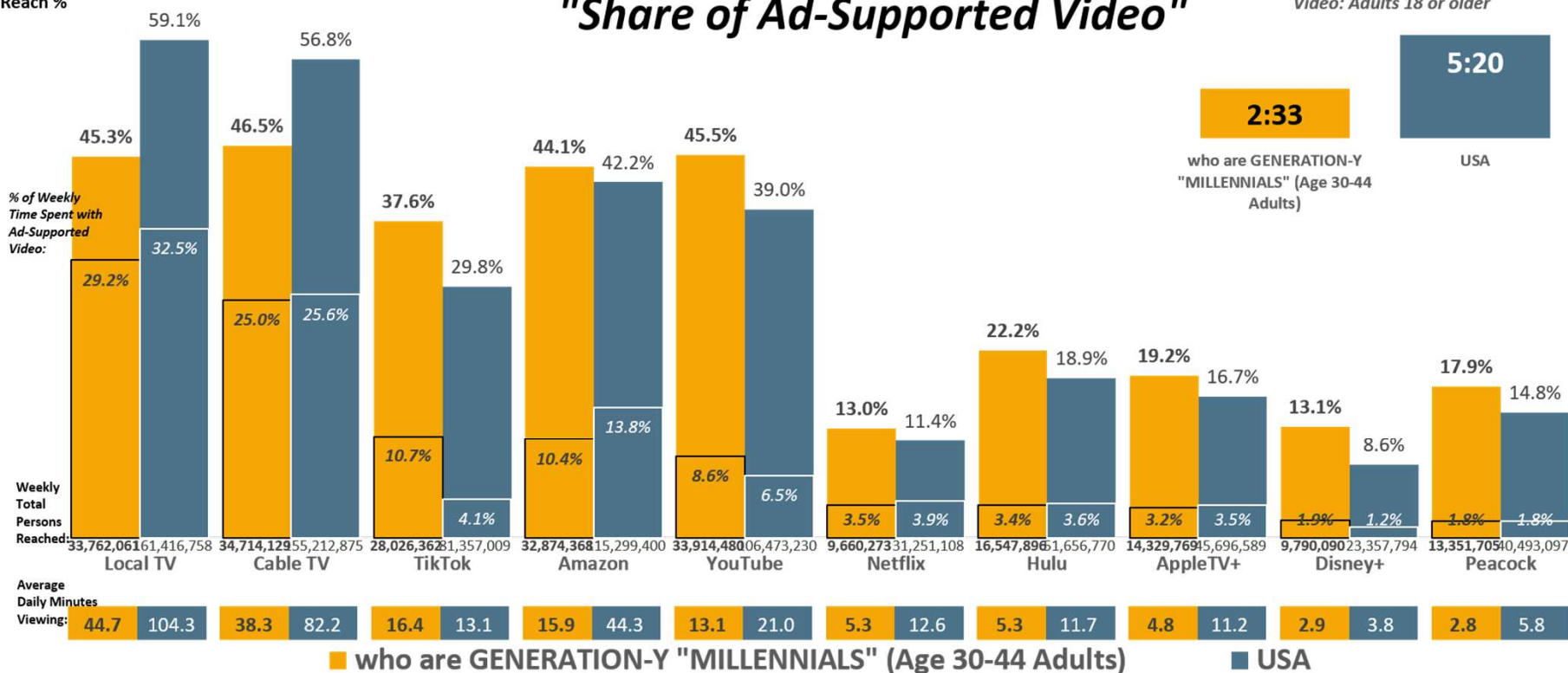


33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 44.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

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



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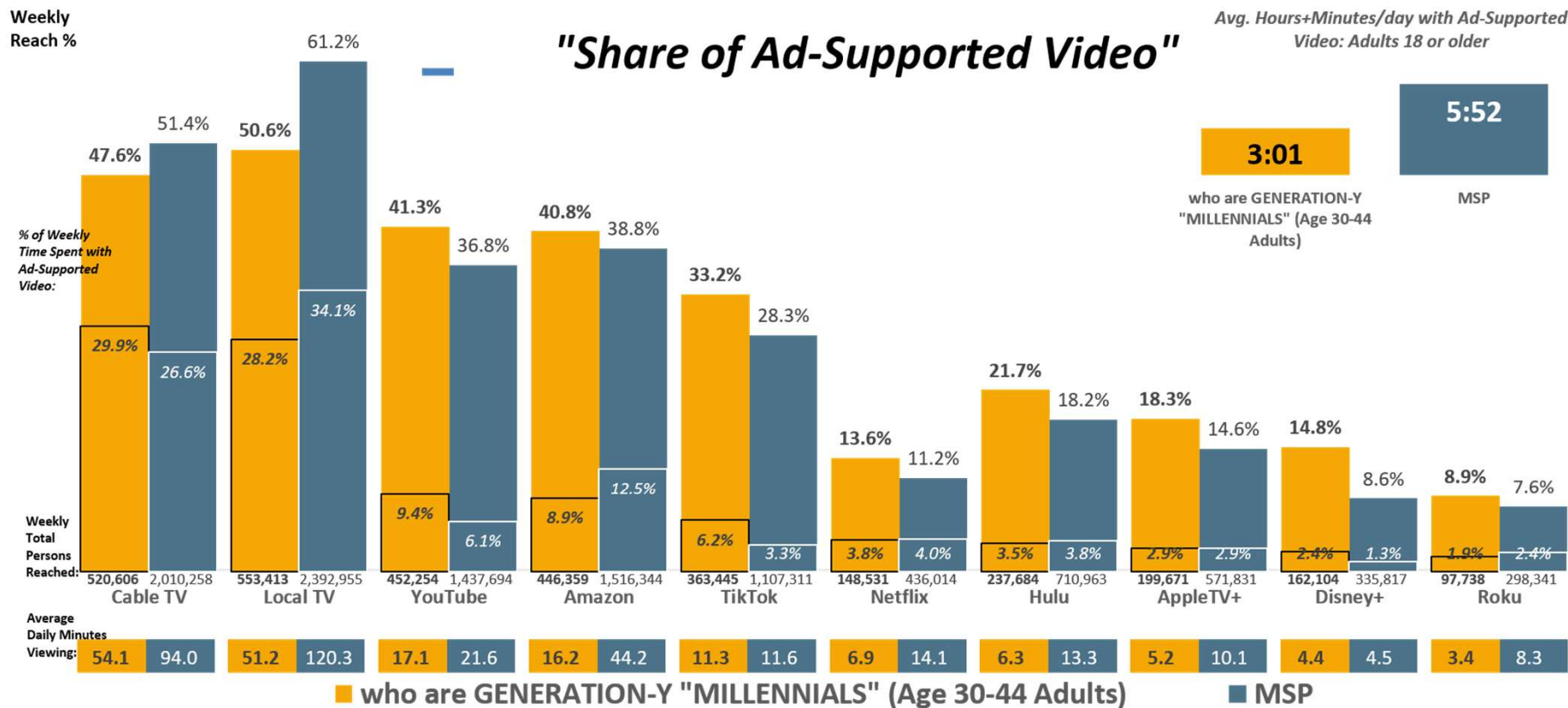
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

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



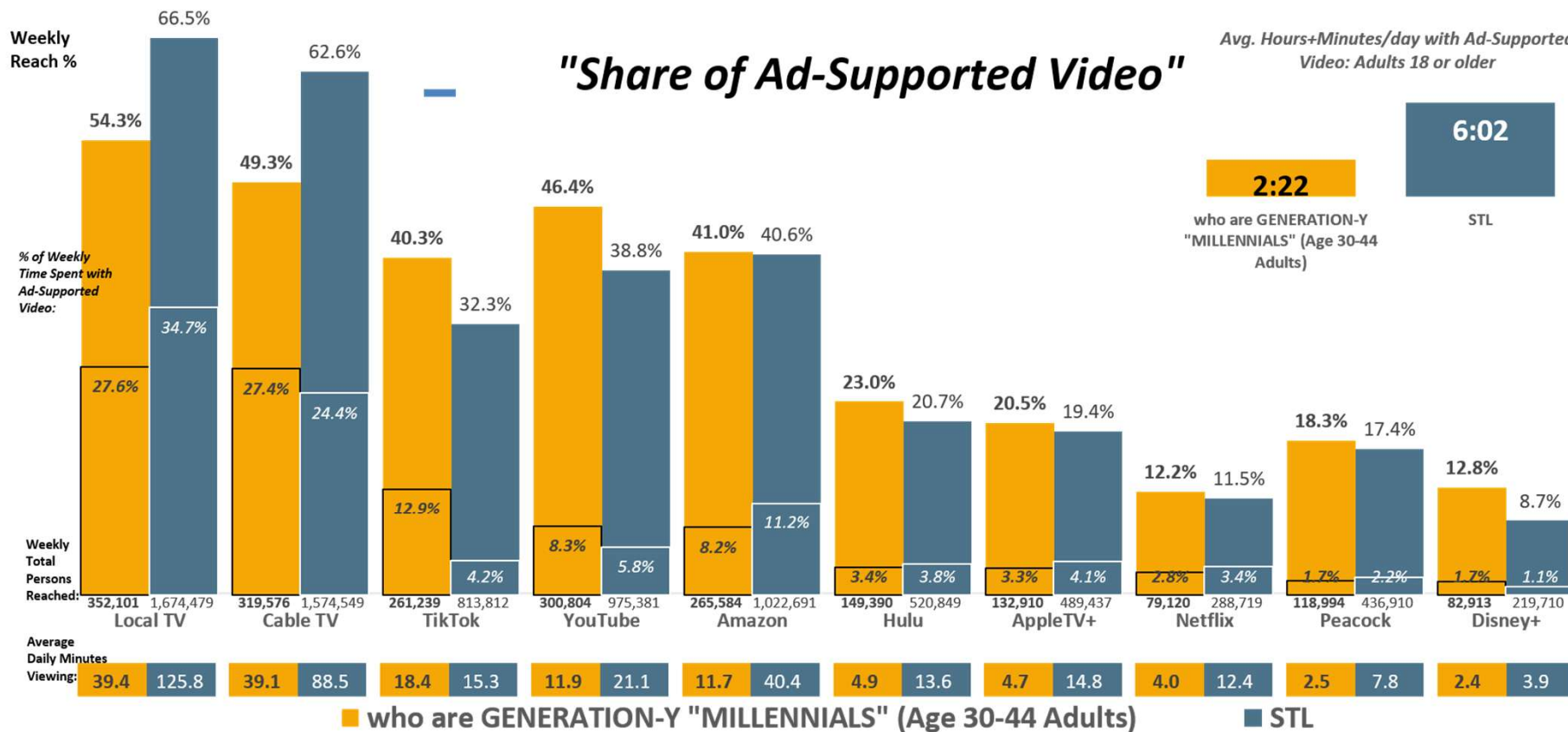
553,413 or 50.6% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 28.2% of all time spent daily with Ad-Supported Video.





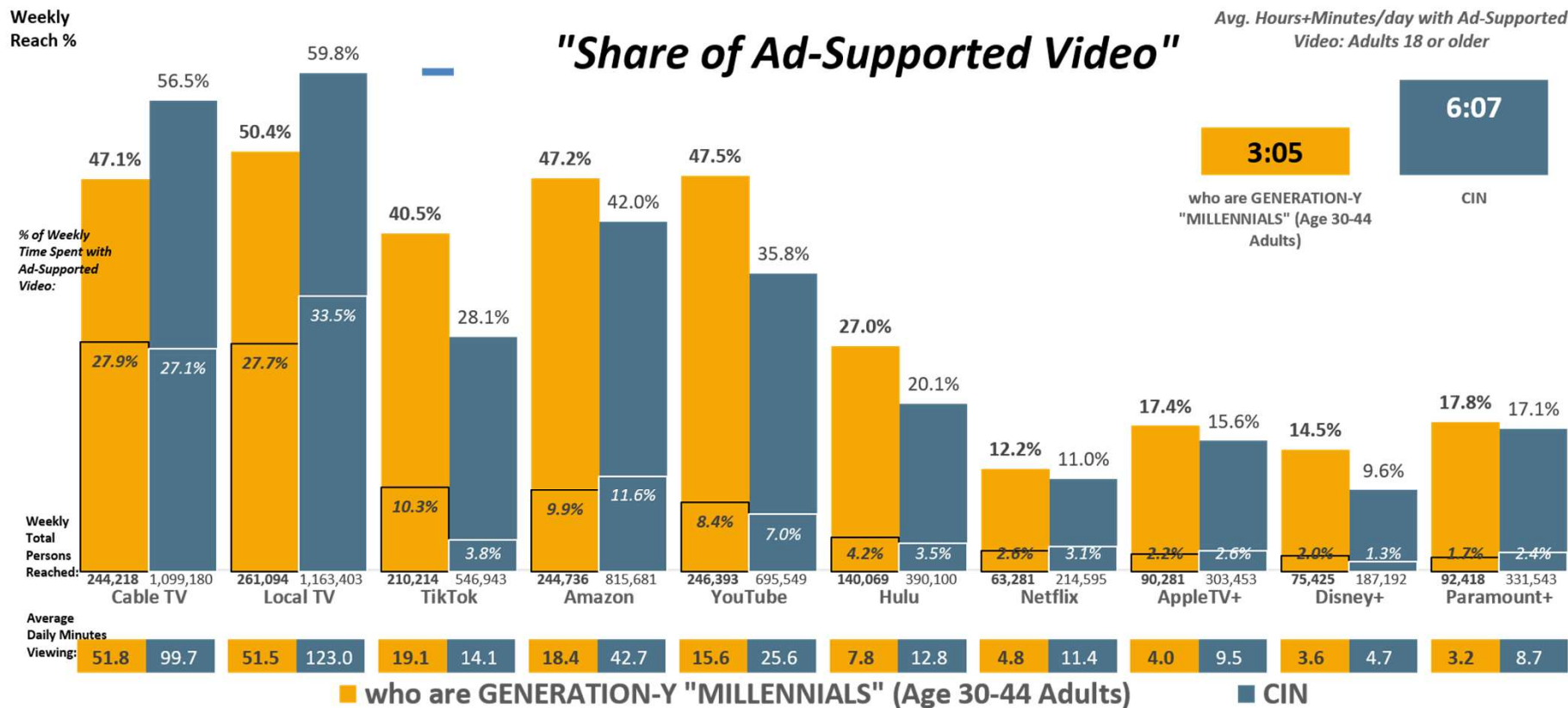
352,101 or 54.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 39.4 minutes every day representing 27.6% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





261,094 or 50.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 51.5 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.



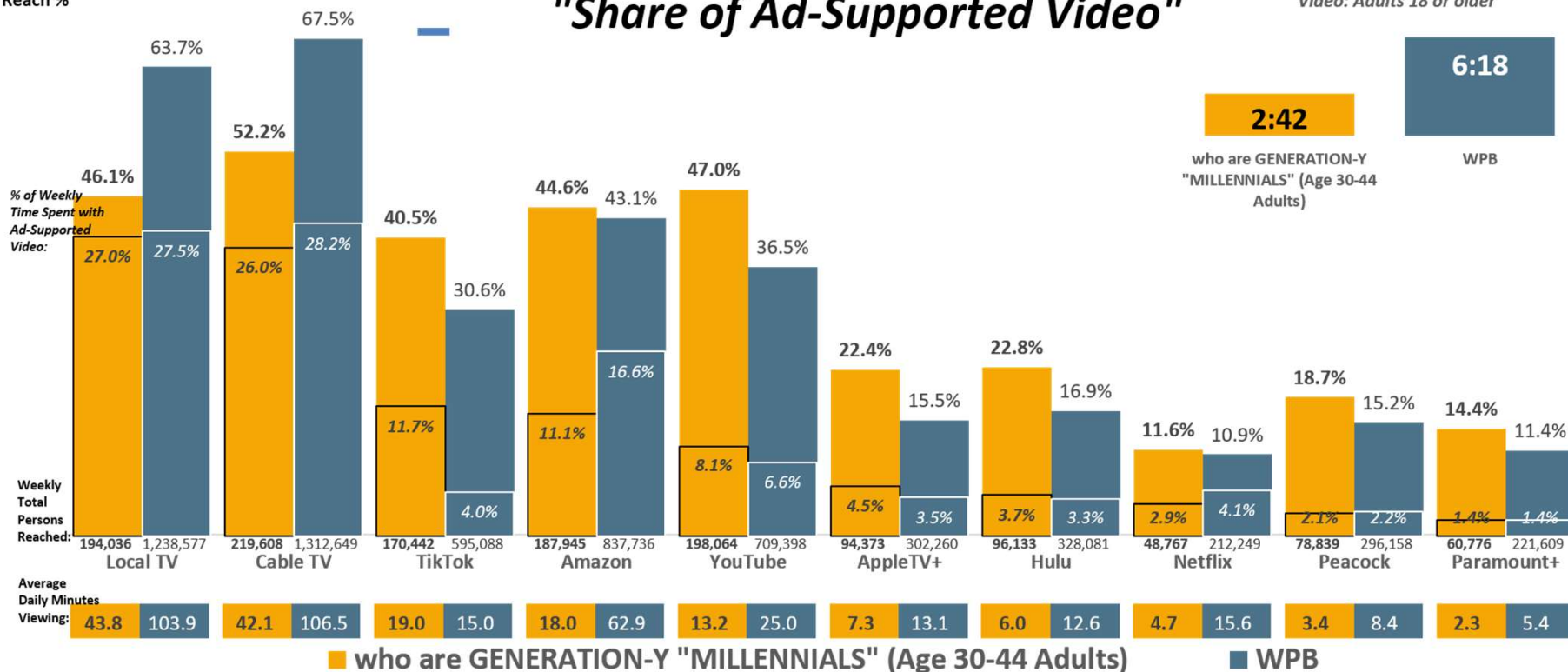


194,036 or 46.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 43.8 minutes every day representing 27.% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



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

6:18

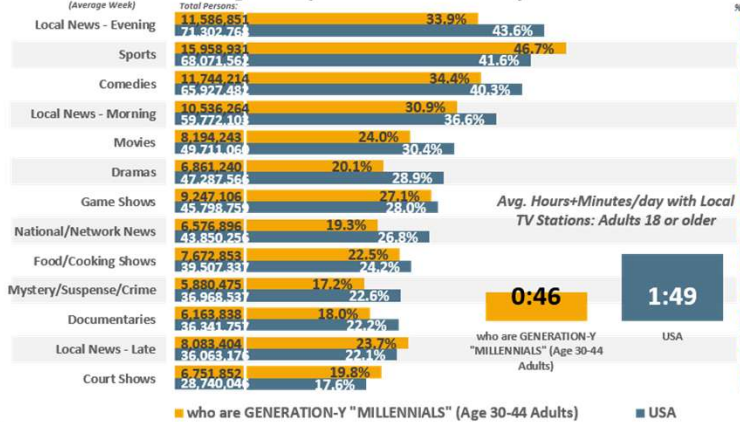
WPB

2:42

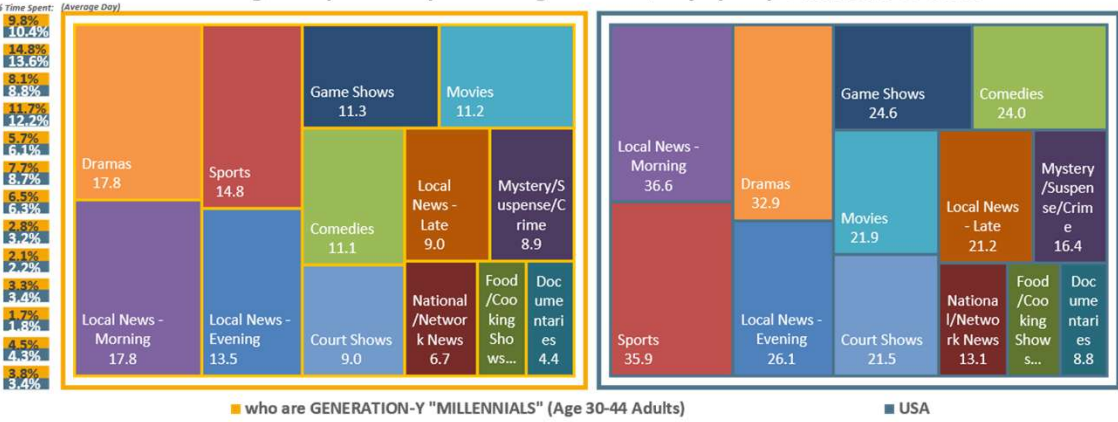


33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

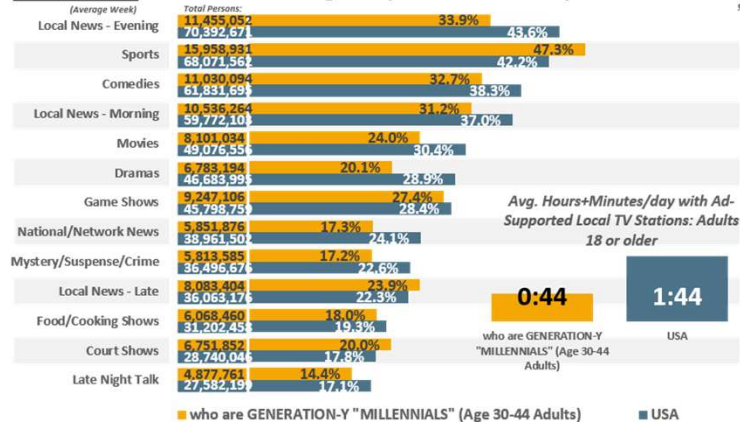
Local TV Station Programs (Persons & % Reach): Adults 18 or older



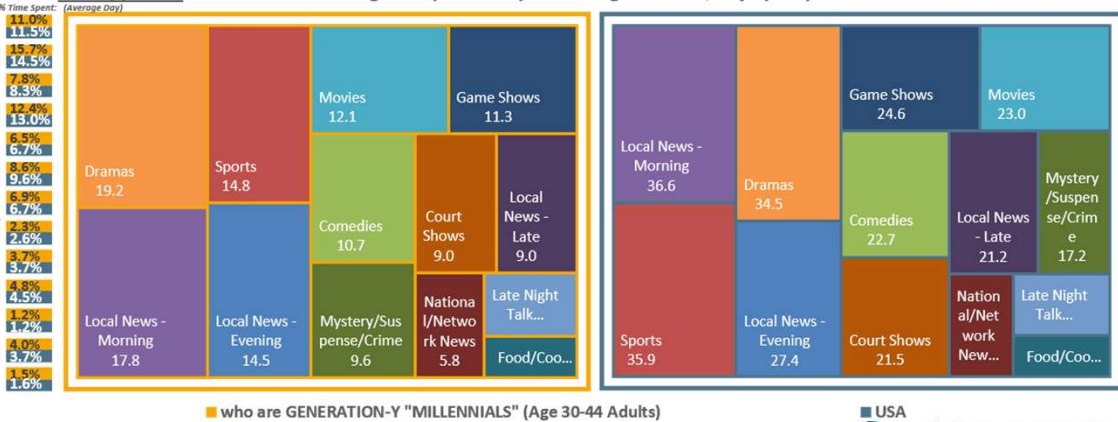
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

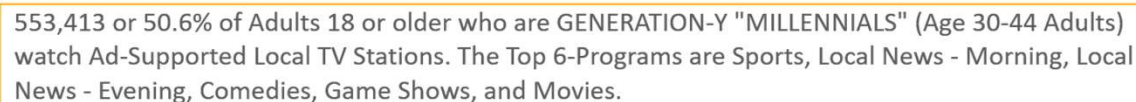


USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 5,886
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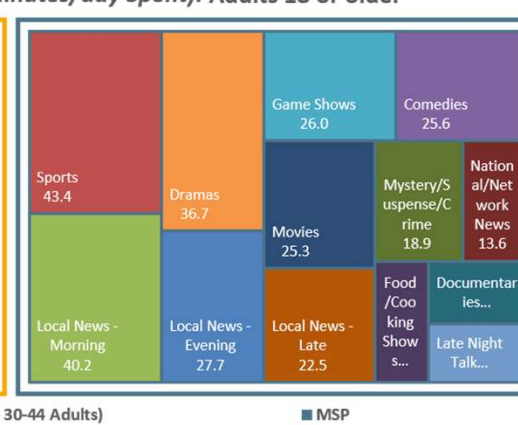
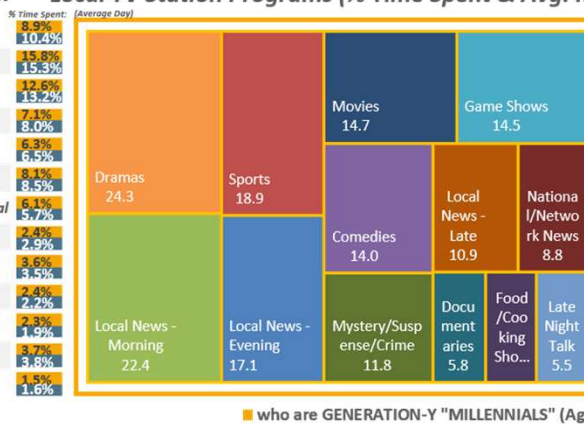
USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 24,338

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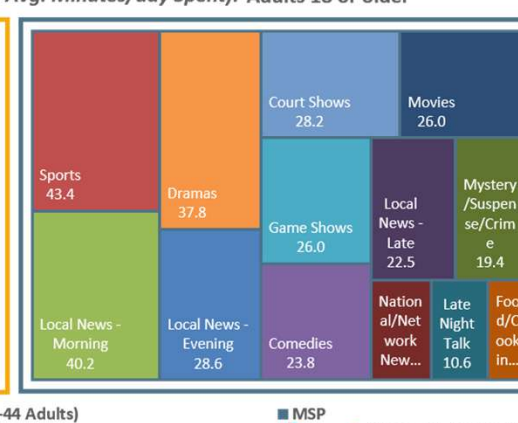
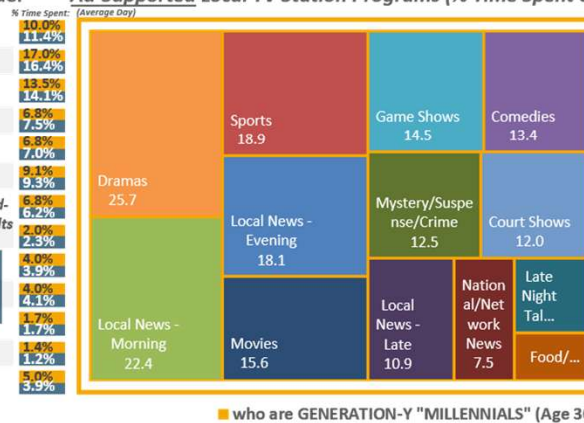
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



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



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



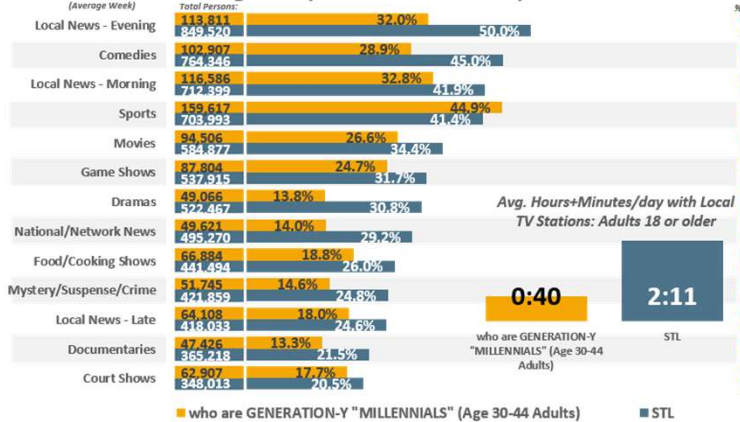
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

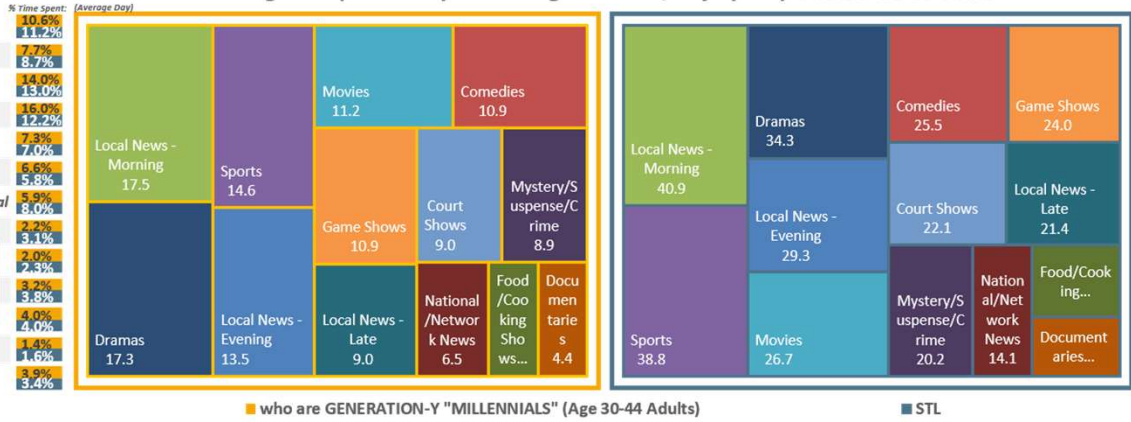


352,101 or 54.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

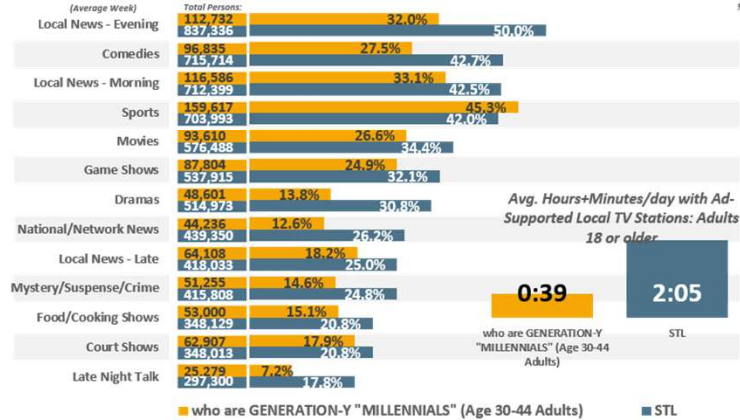
Local TV Station Programs (Persons & % Reach): Adults 18 or older



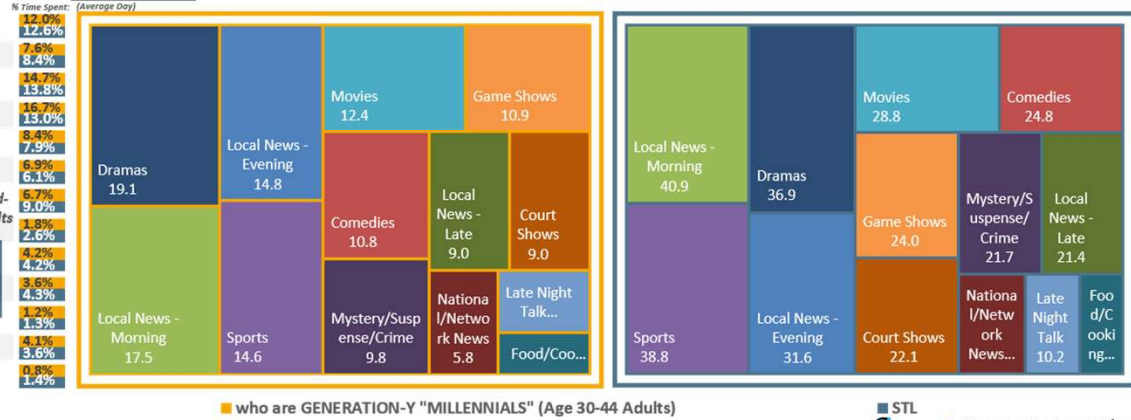
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

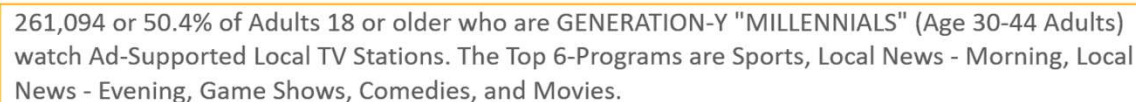


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older

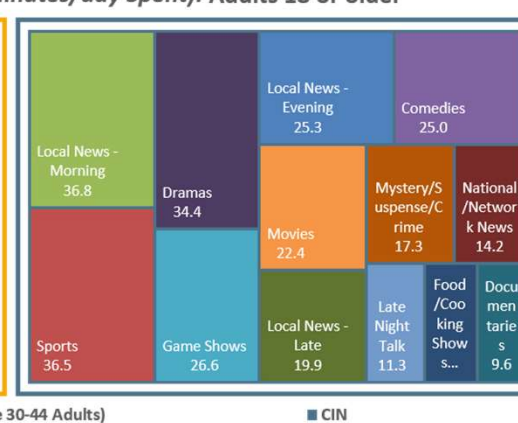
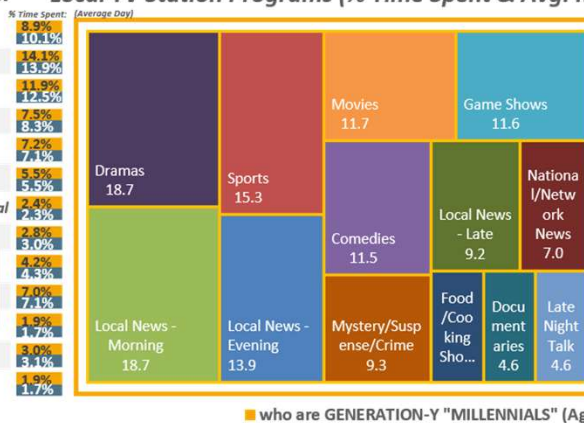


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

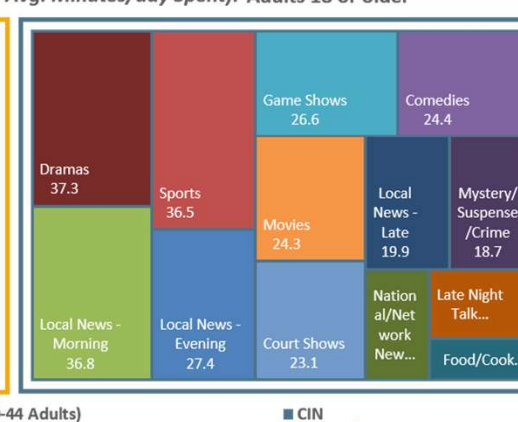
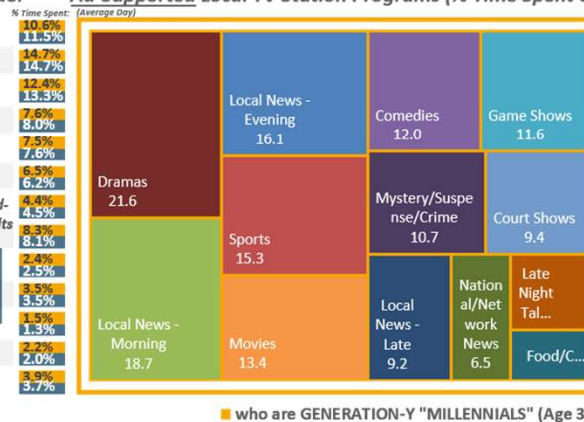




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



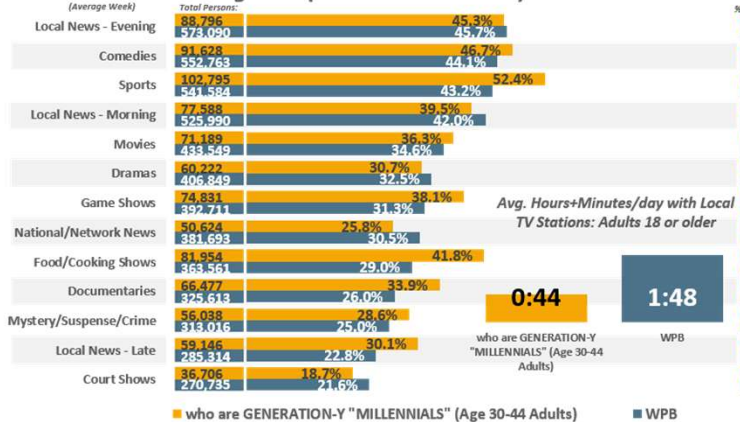
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

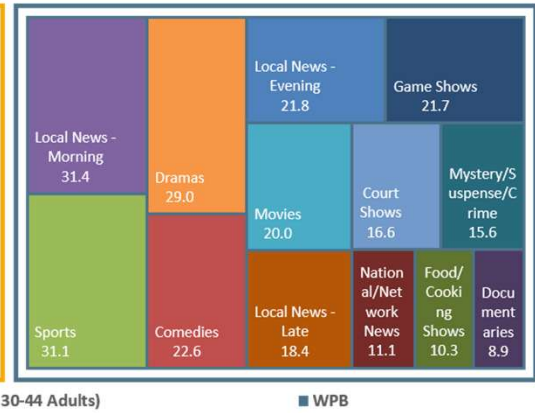
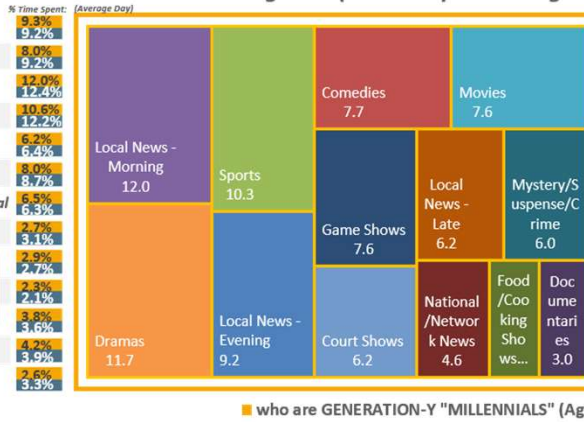


194,036 or 46.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

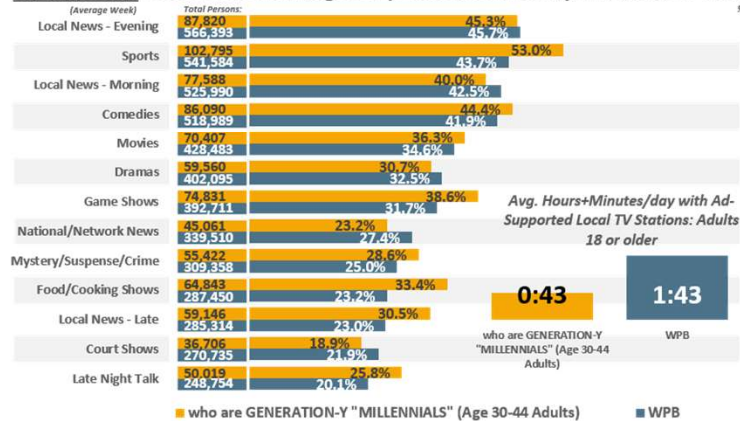
Local TV Station Programs (Persons & % Reach): Adults 18 or older



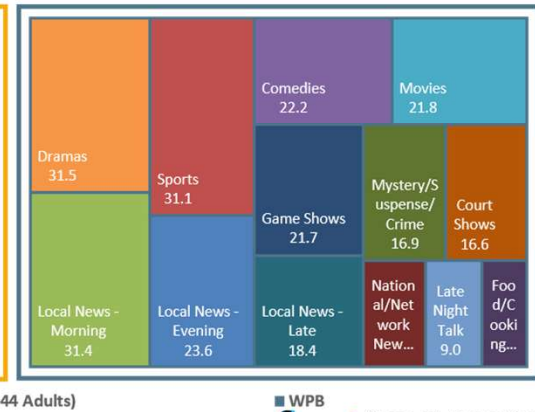
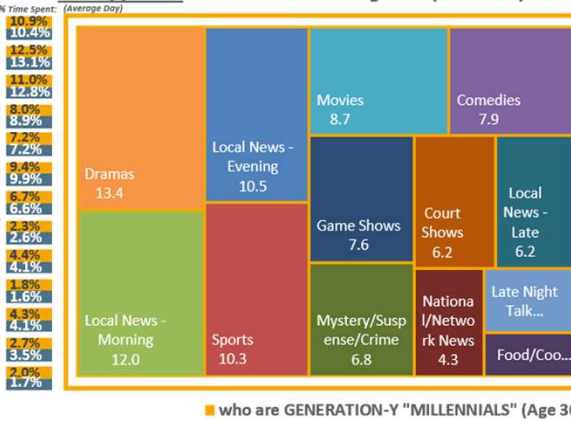
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

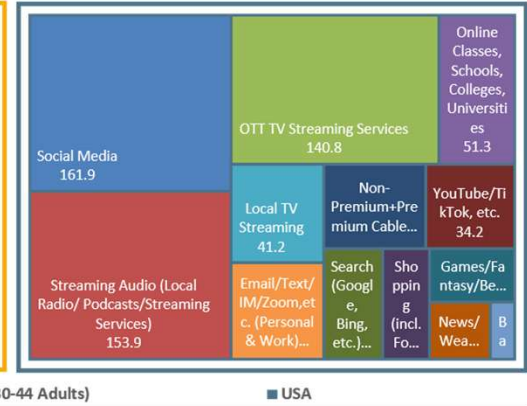
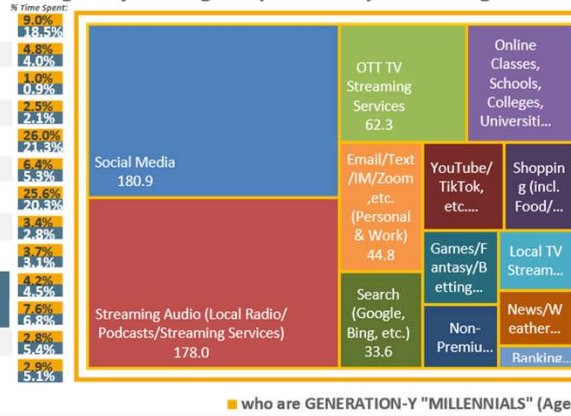
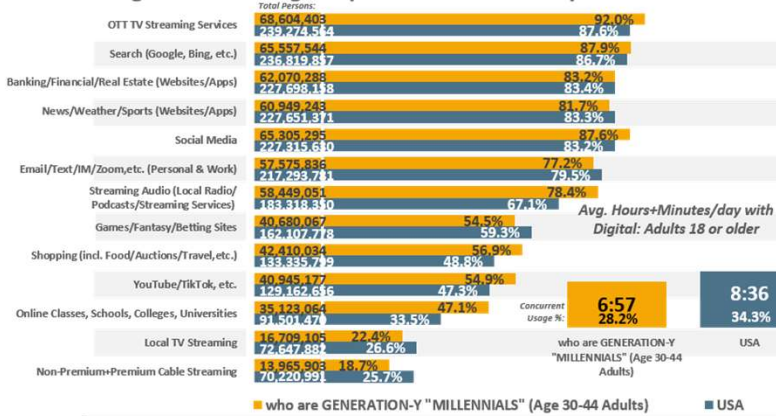




57,200,011 or 76.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 158.4 minutes every day representing 32.2% of all time spent daily with Ad-Supported Digital Media.

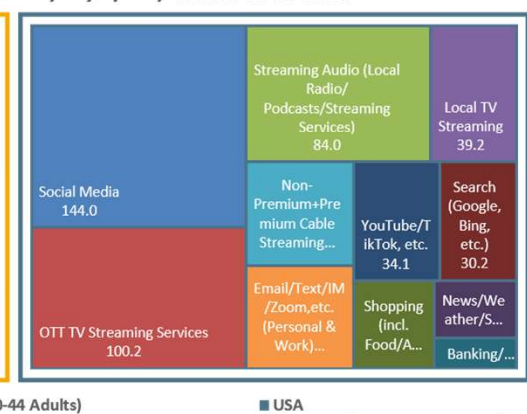
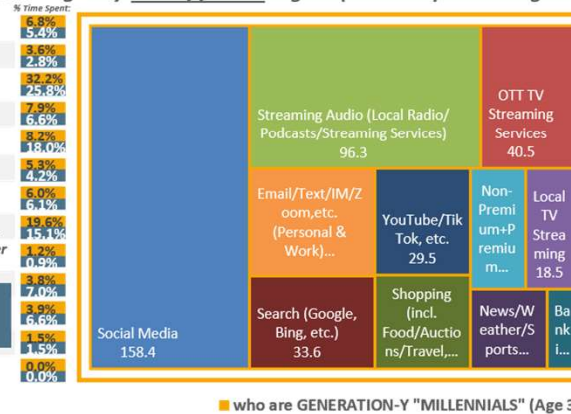
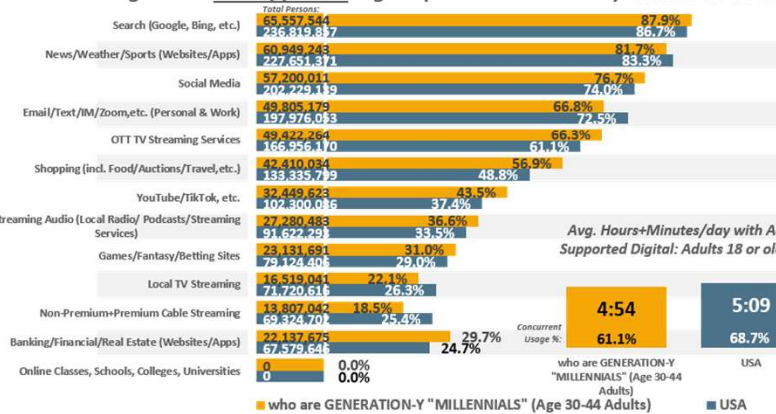
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

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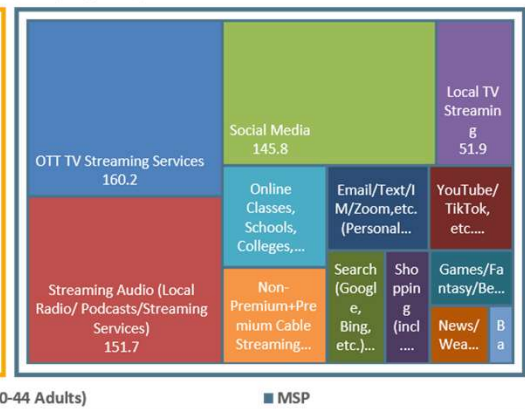
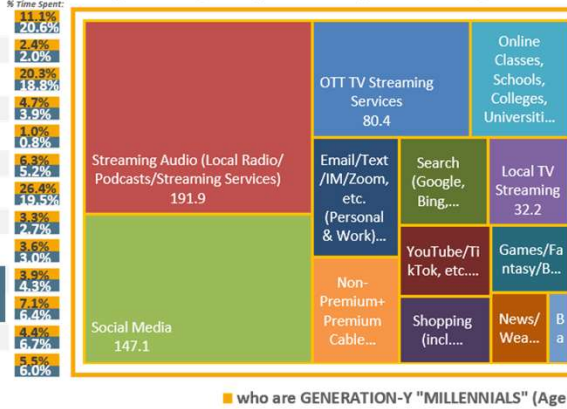
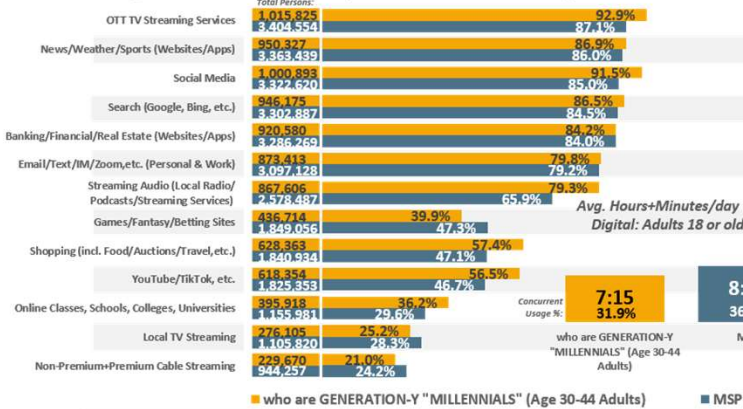
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



862,062 or 78.8% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 126.7 minutes every day representing 24.7% of all time spent daily with Ad-Supported Digital Media.

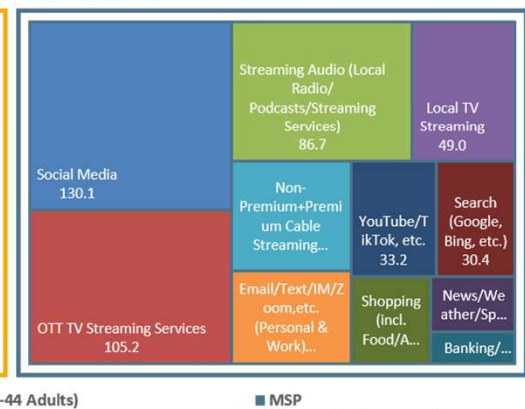
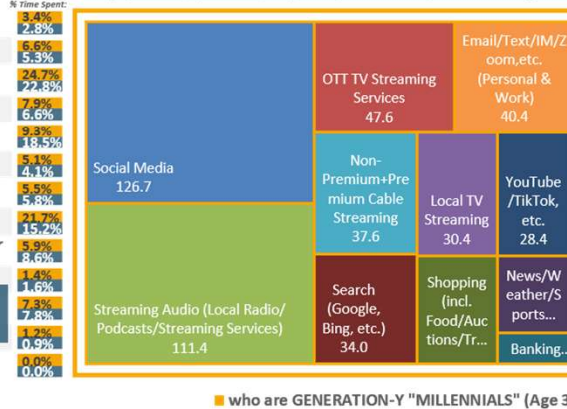
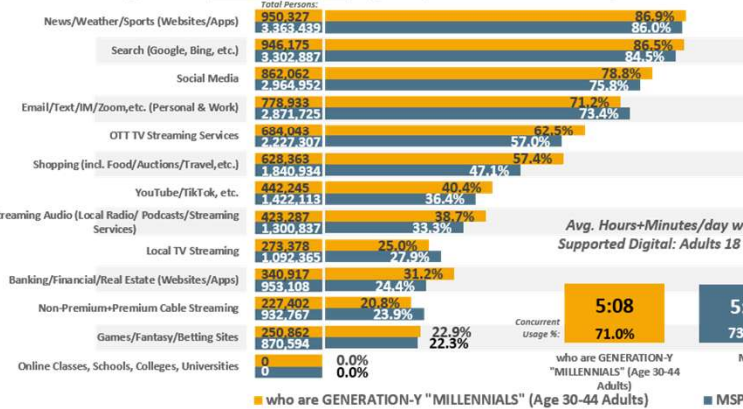
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 456
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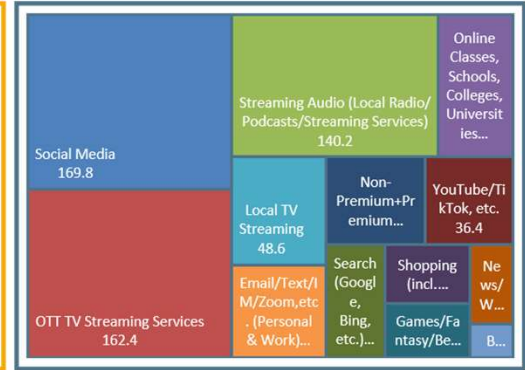
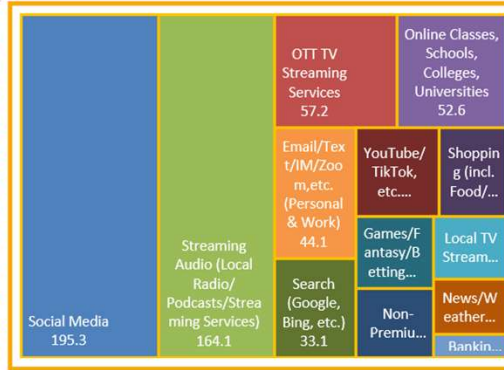
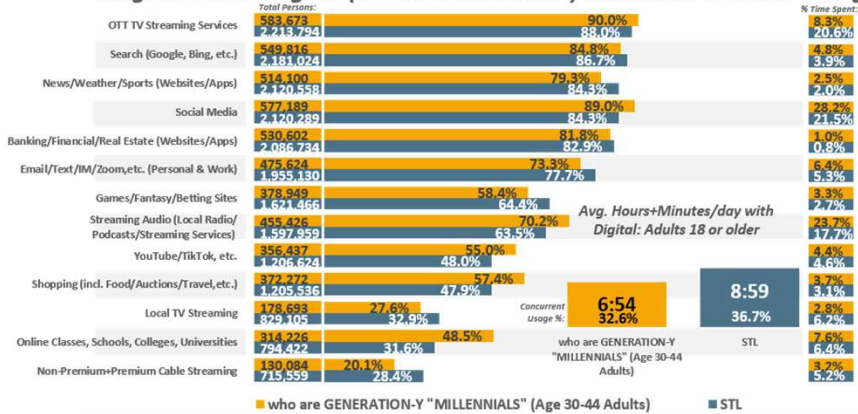
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



504,598 or 77.8% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 170.7 minutes every day representing 34.2% of all time spent daily with Ad-Supported Digital Media.

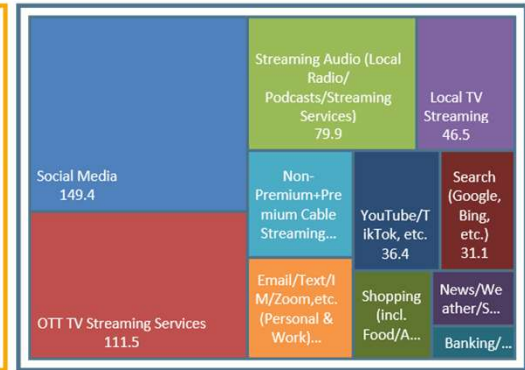
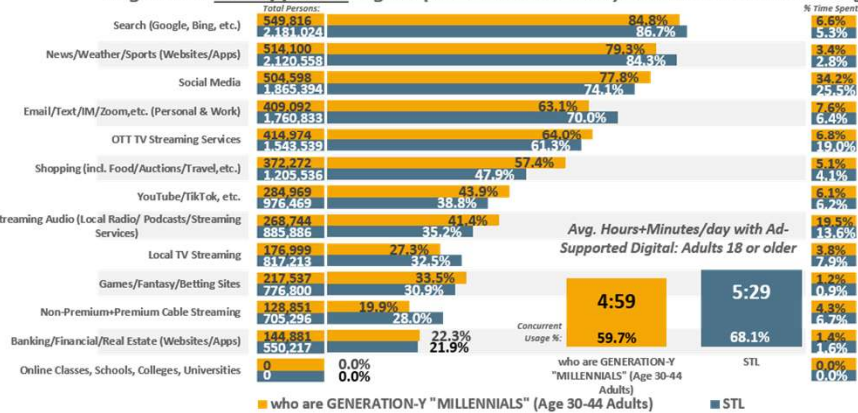
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 407
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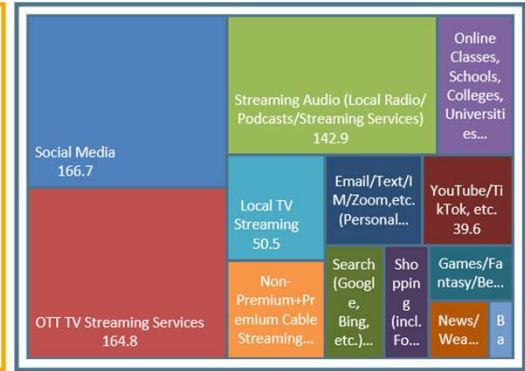
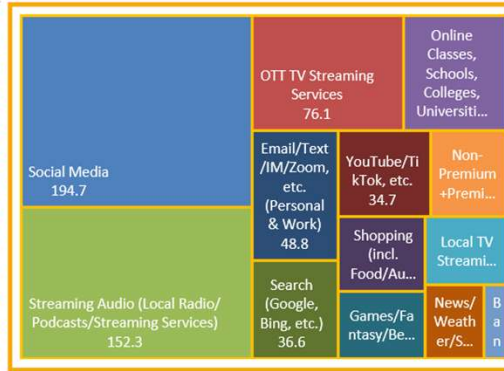
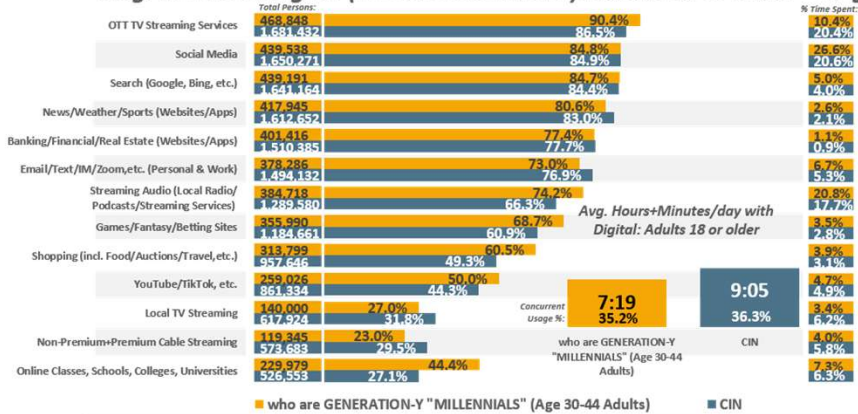
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



375,190 or 72.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 166.2 minutes every day representing 31.6% of all time spent daily with Ad-Supported Digital Media.

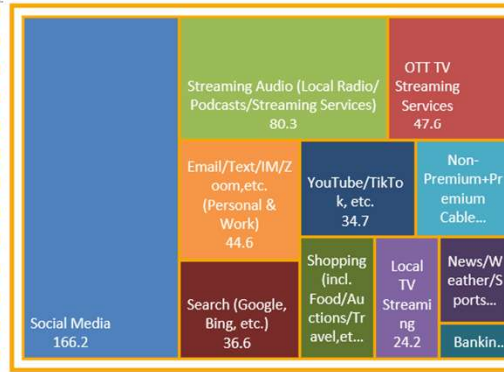
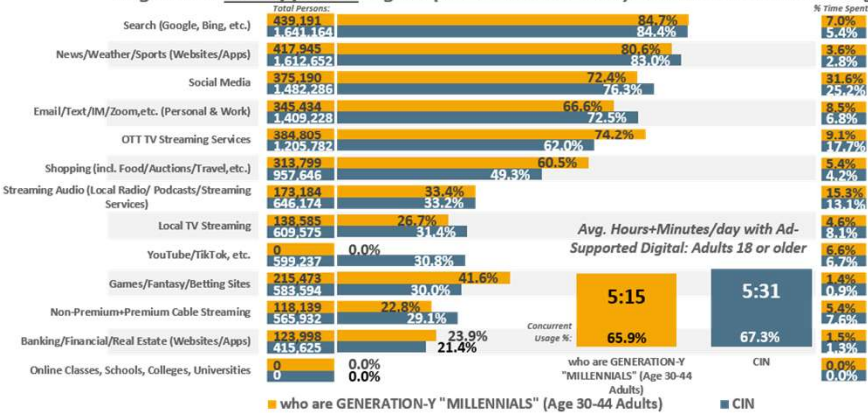
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

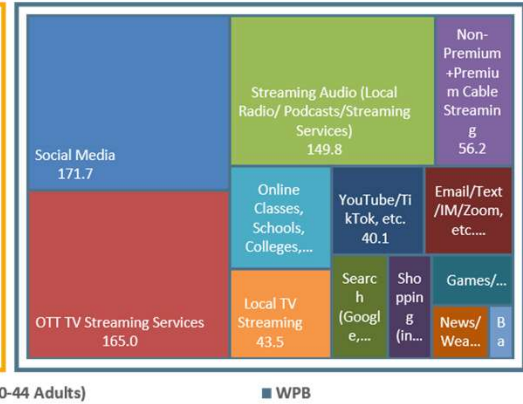
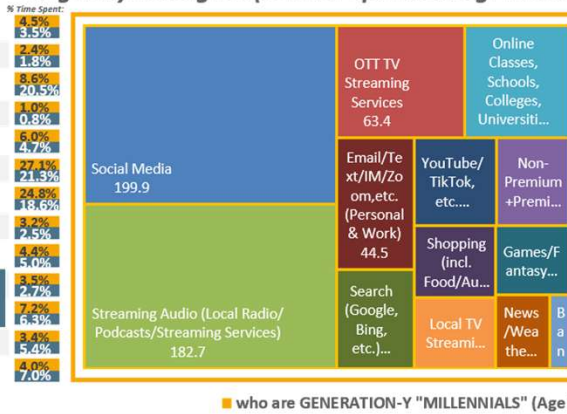
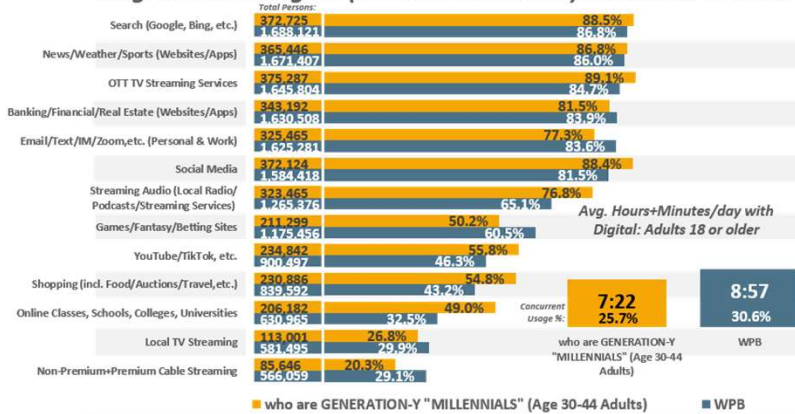




327,229 or 77.7% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Social Media for an average of 175.7 minutes every day representing 32.% of all time spent daily with Ad-Supported Digital Media.

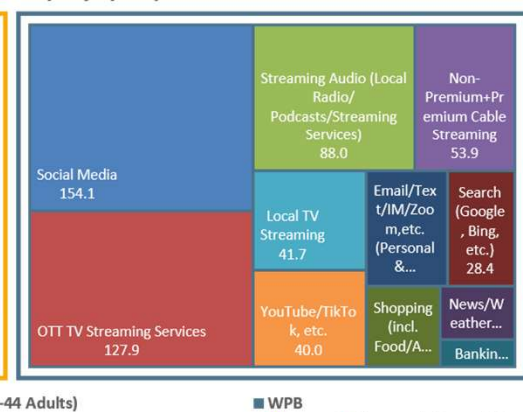
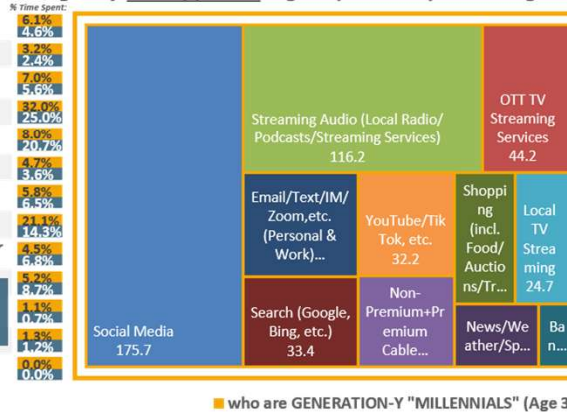
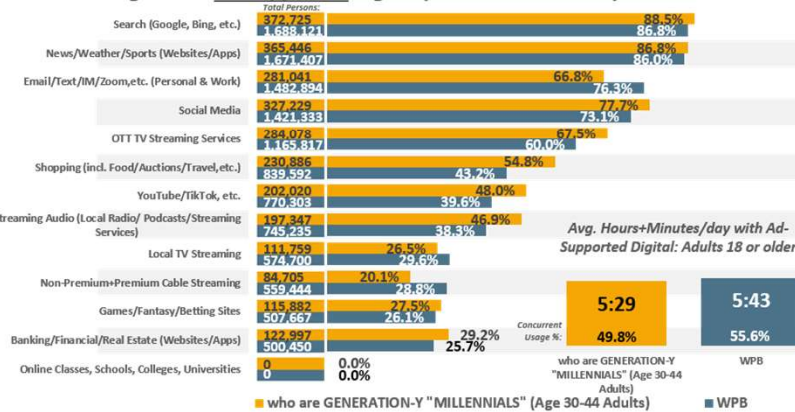
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

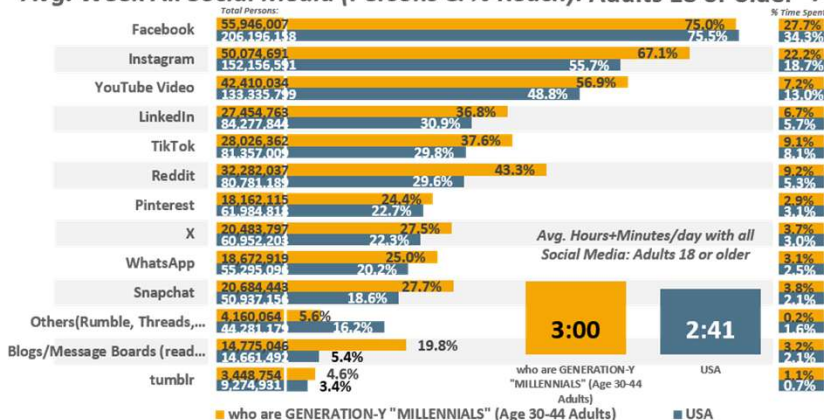
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



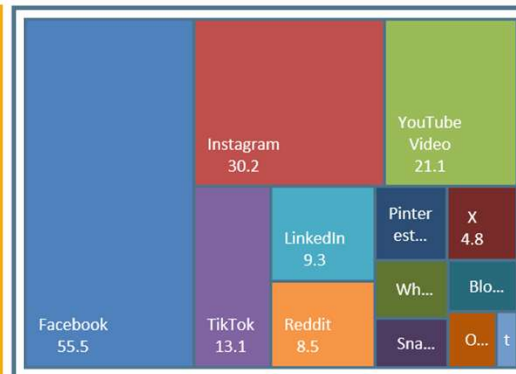
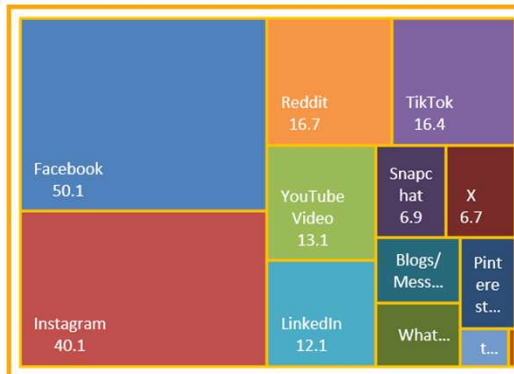


55,946,007 or 75.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

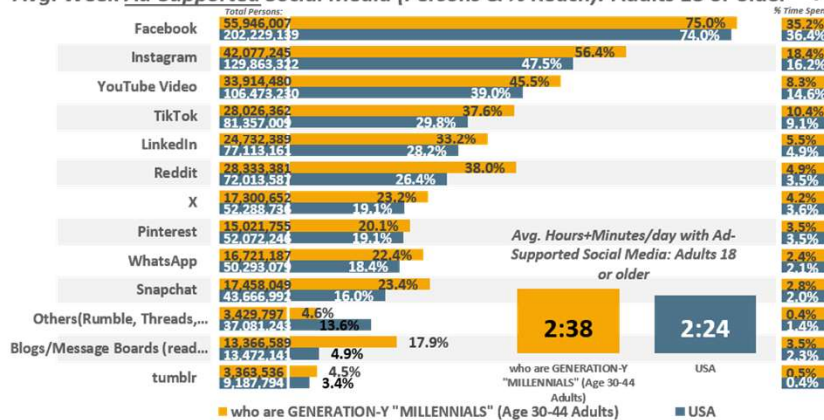
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



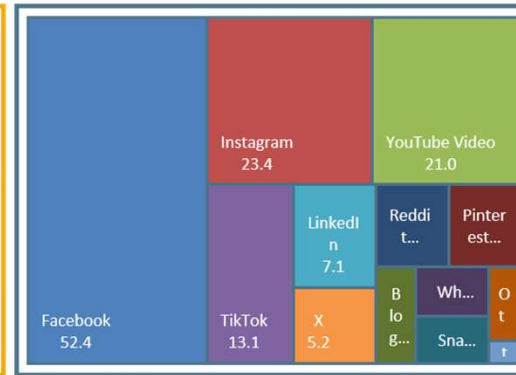
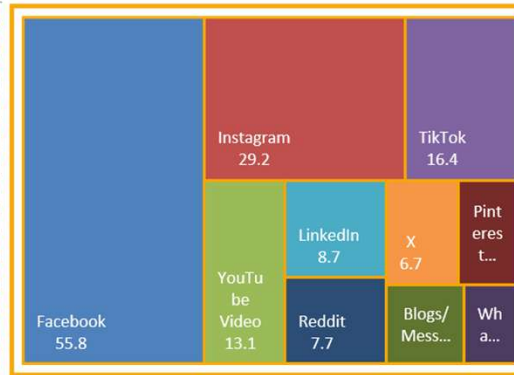
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

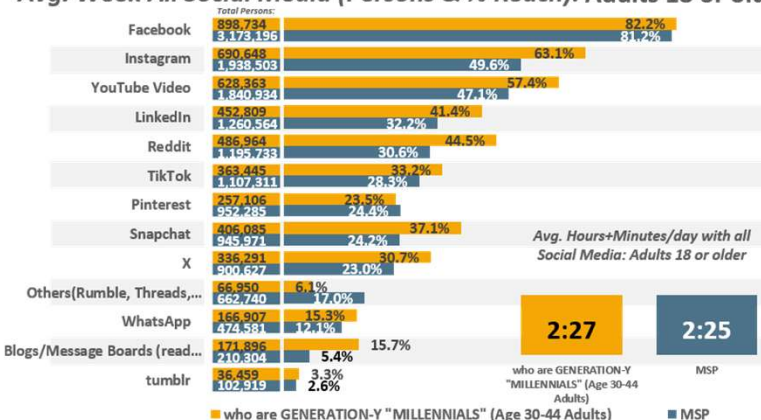
soefa.ai Share of Everything for Anything

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

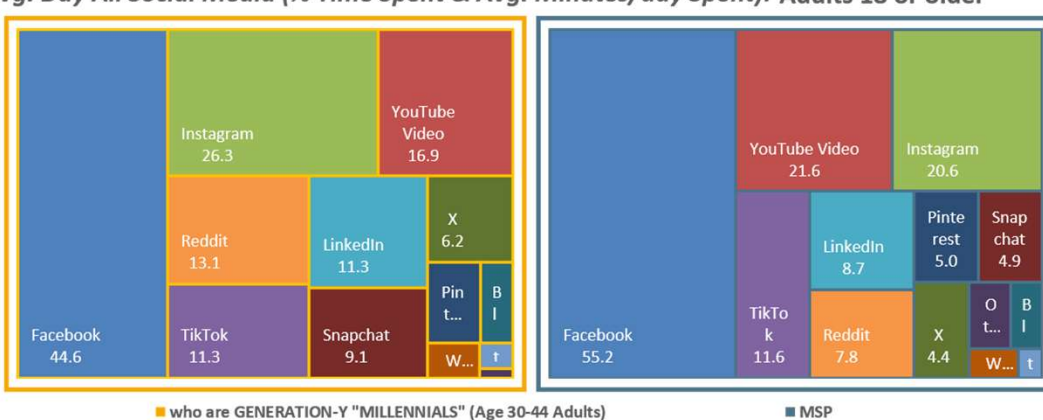


862,062 or 78.8% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 45.1 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

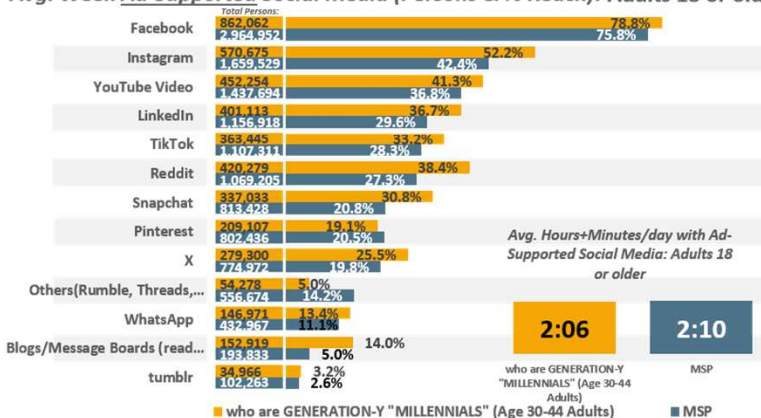
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



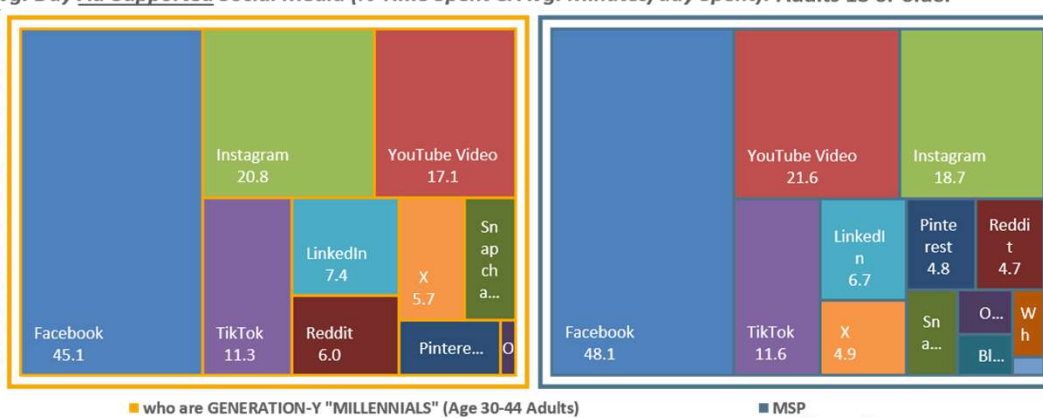
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



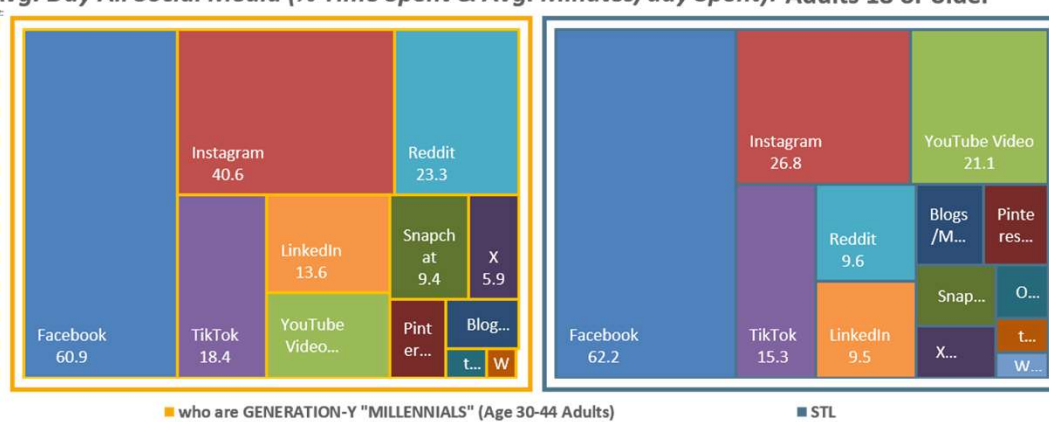
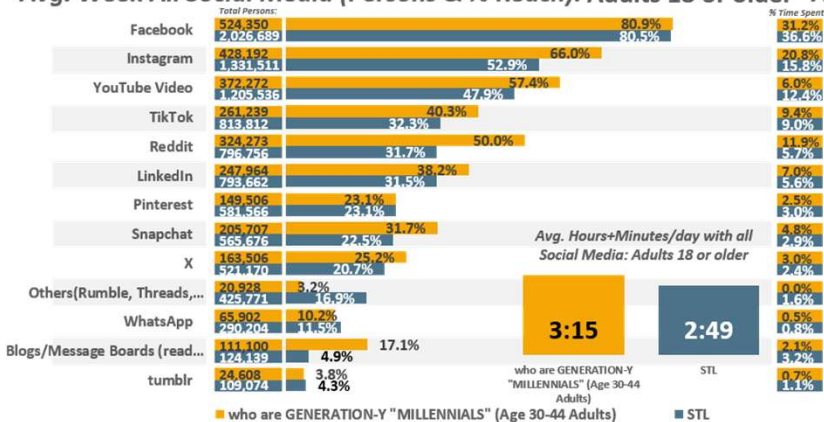
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



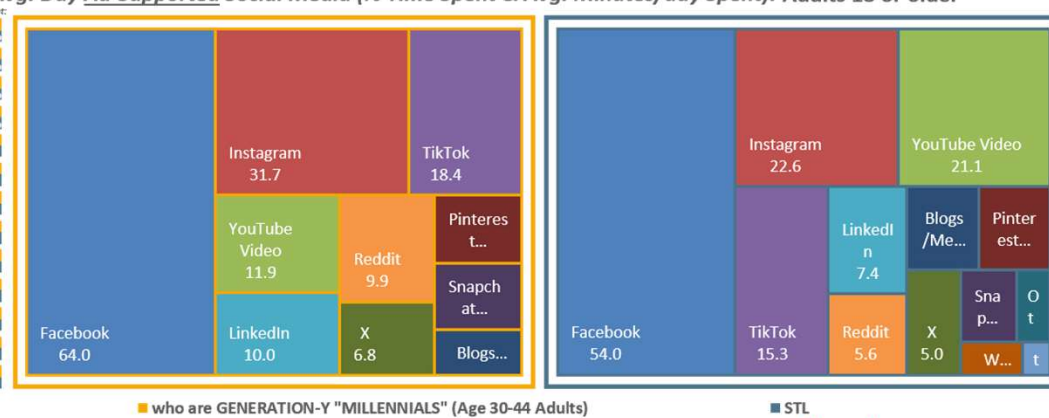
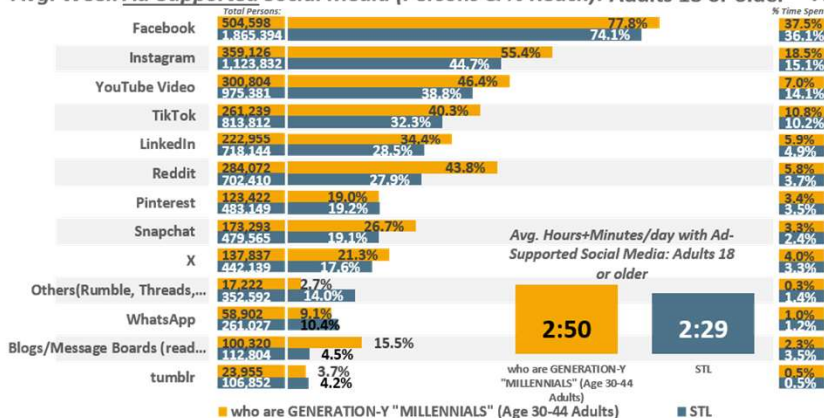


504,598 or 77.8% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 64. minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

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**



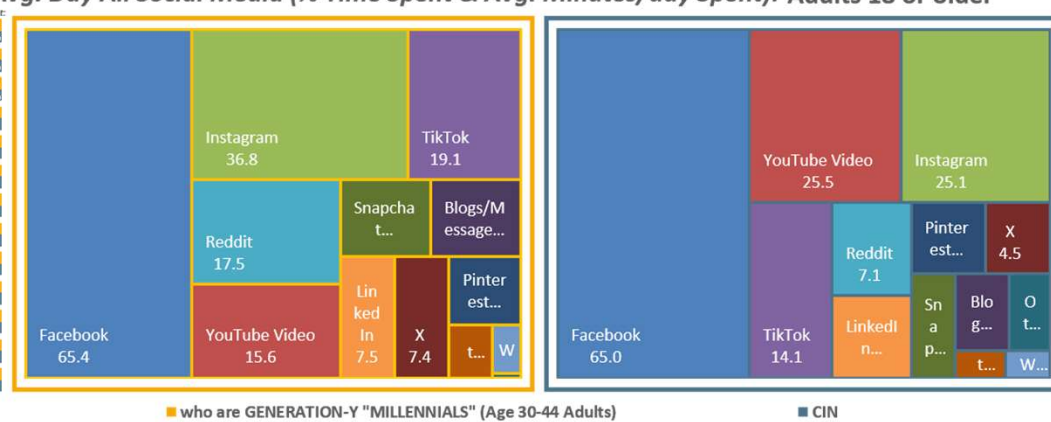
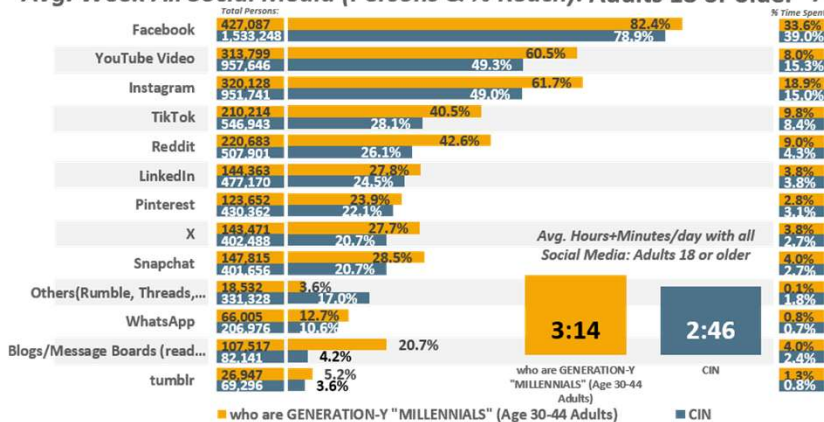
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



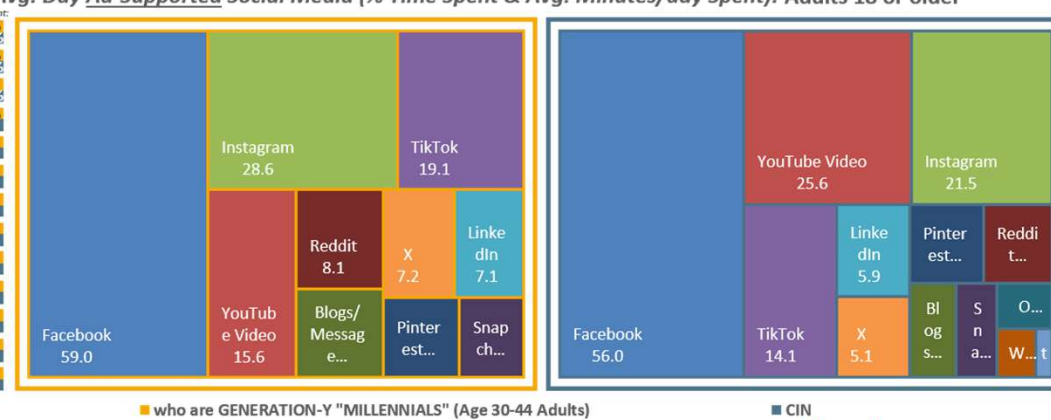
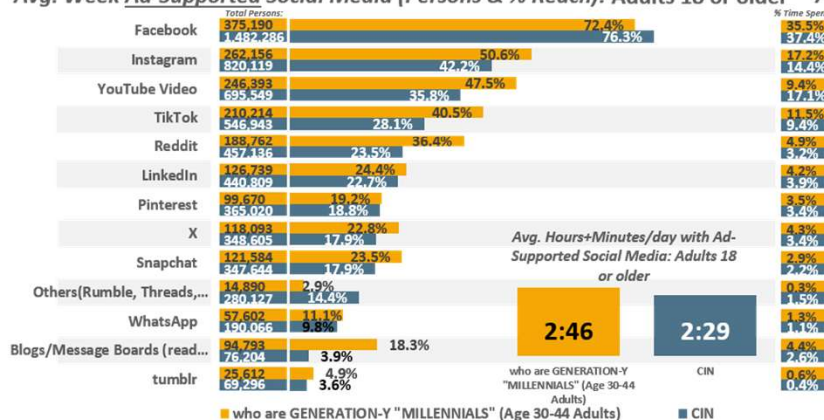


375,190 or 72.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 59. minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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**



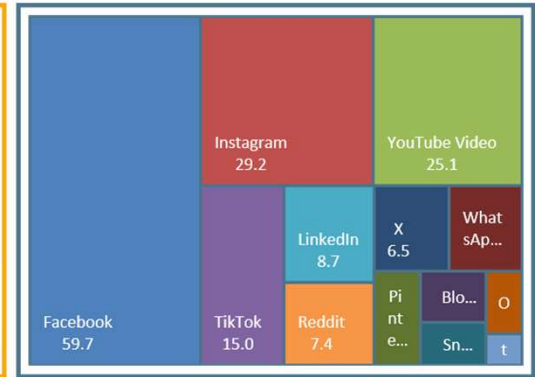
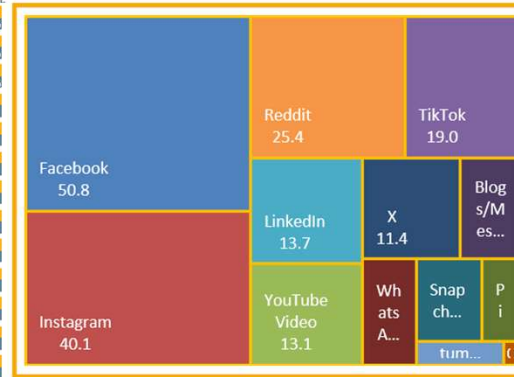
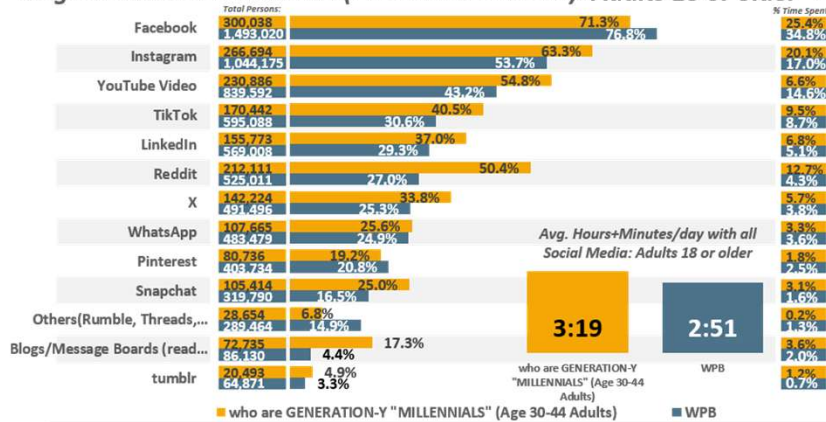
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



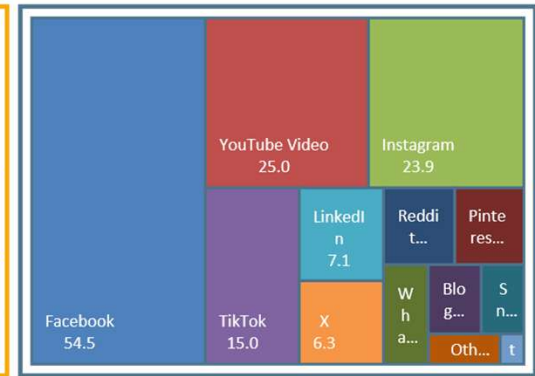
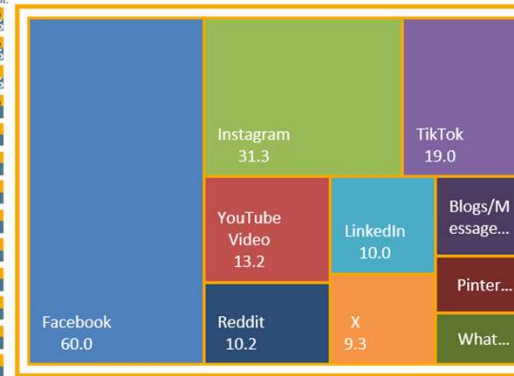
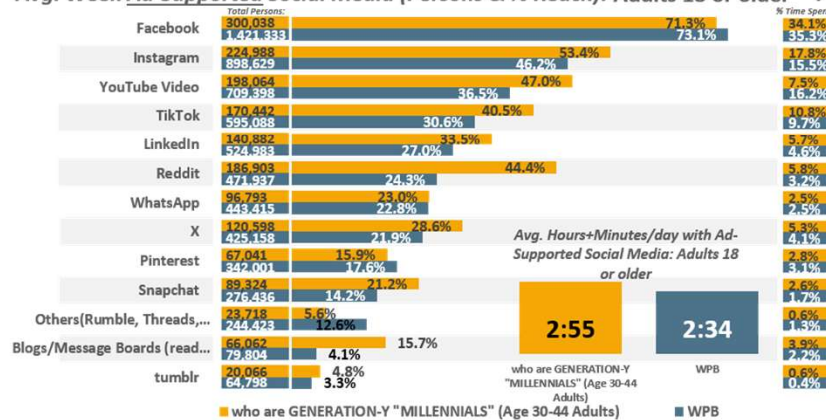


300,038 or 71.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 60. minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

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

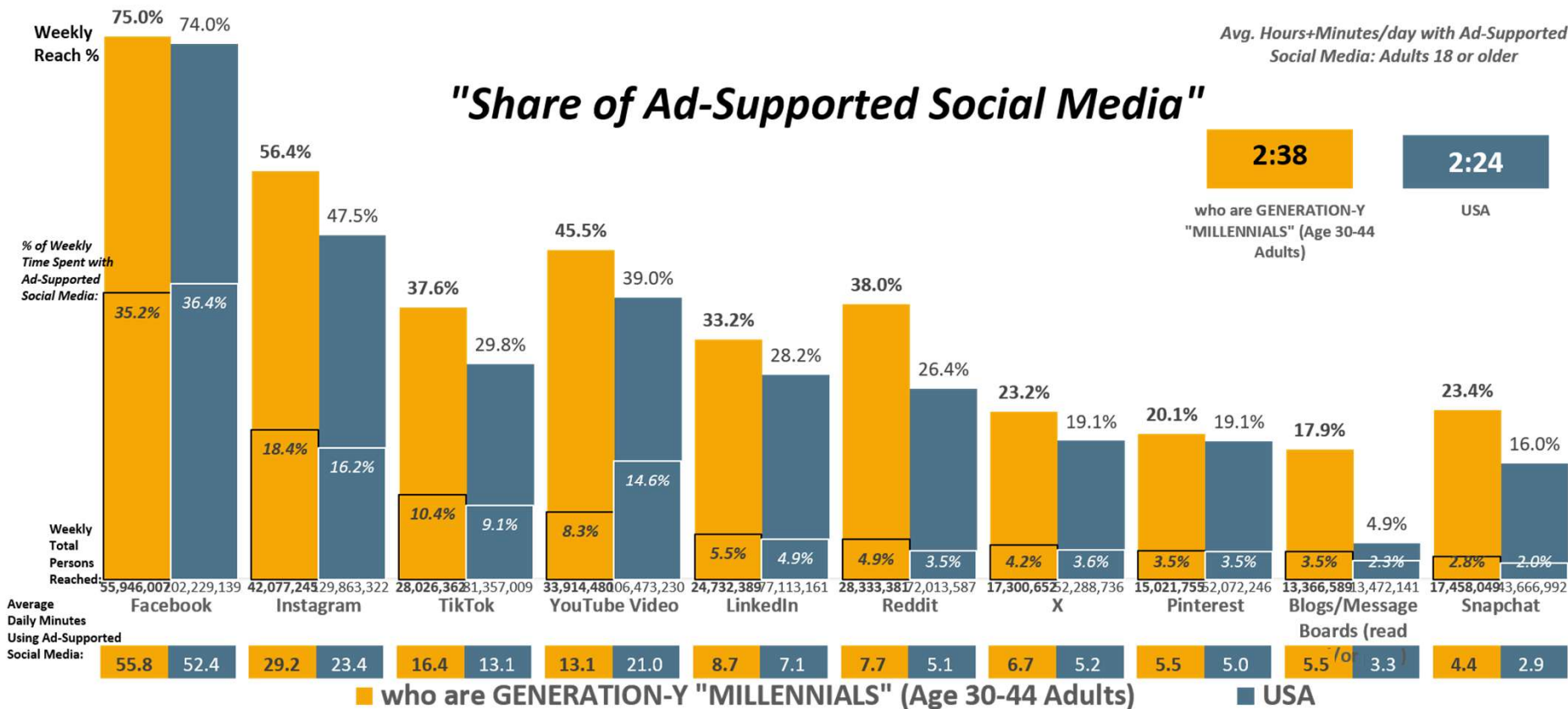


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





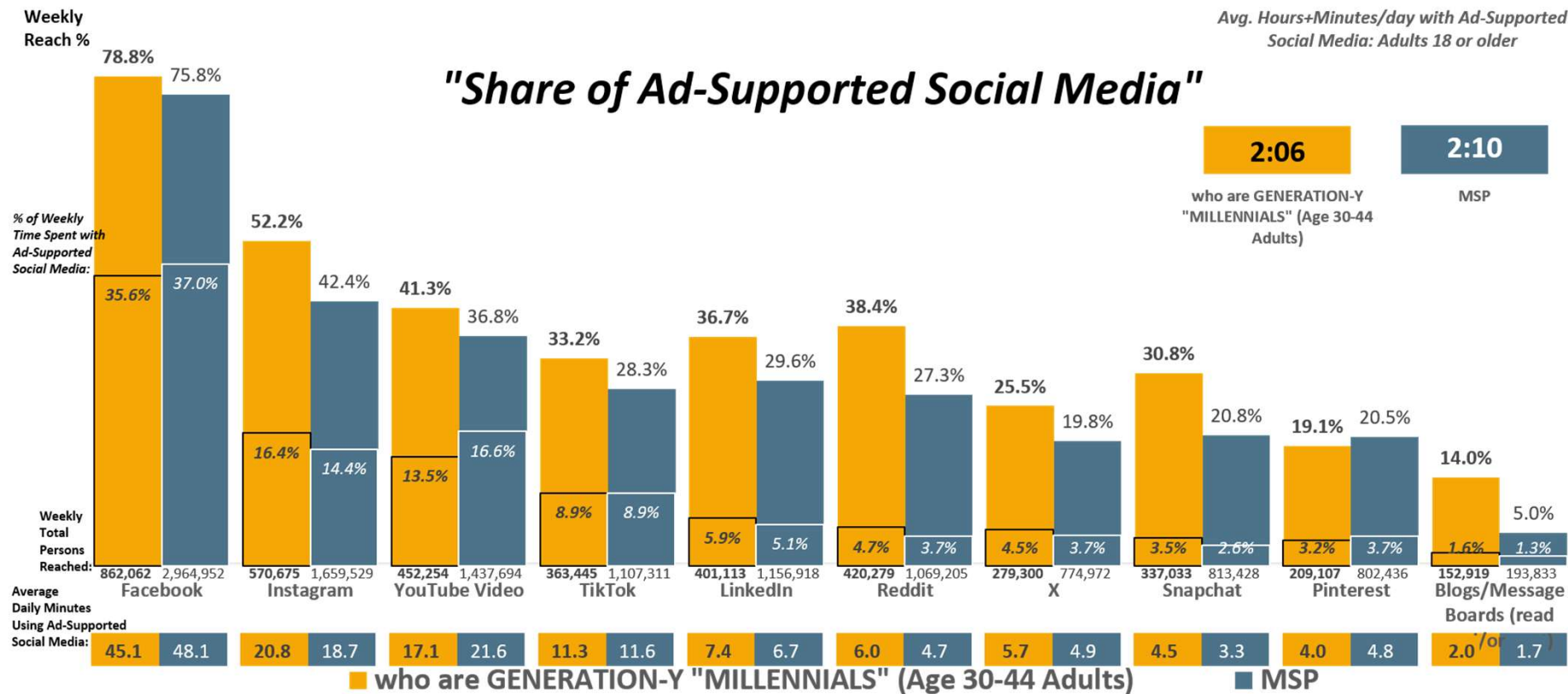
55,946,007 or 75.0% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.





862,062 or 78.8% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 45.1 minutes every day representing 35.6% of all time spent daily with Ad-Supported Social Media.

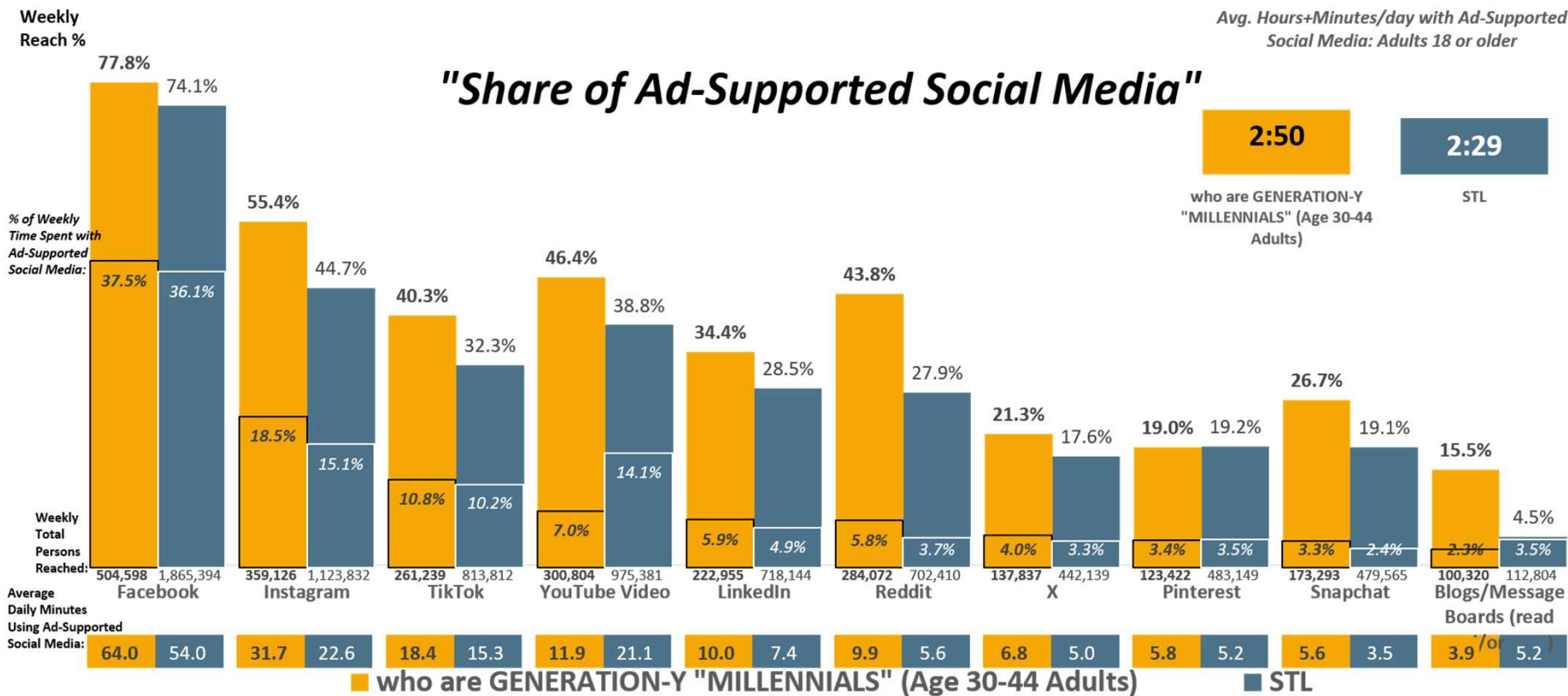
"Share of Ad-Supported Social Media"





504,598 or 77.8% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 64. minutes every day representing 37.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



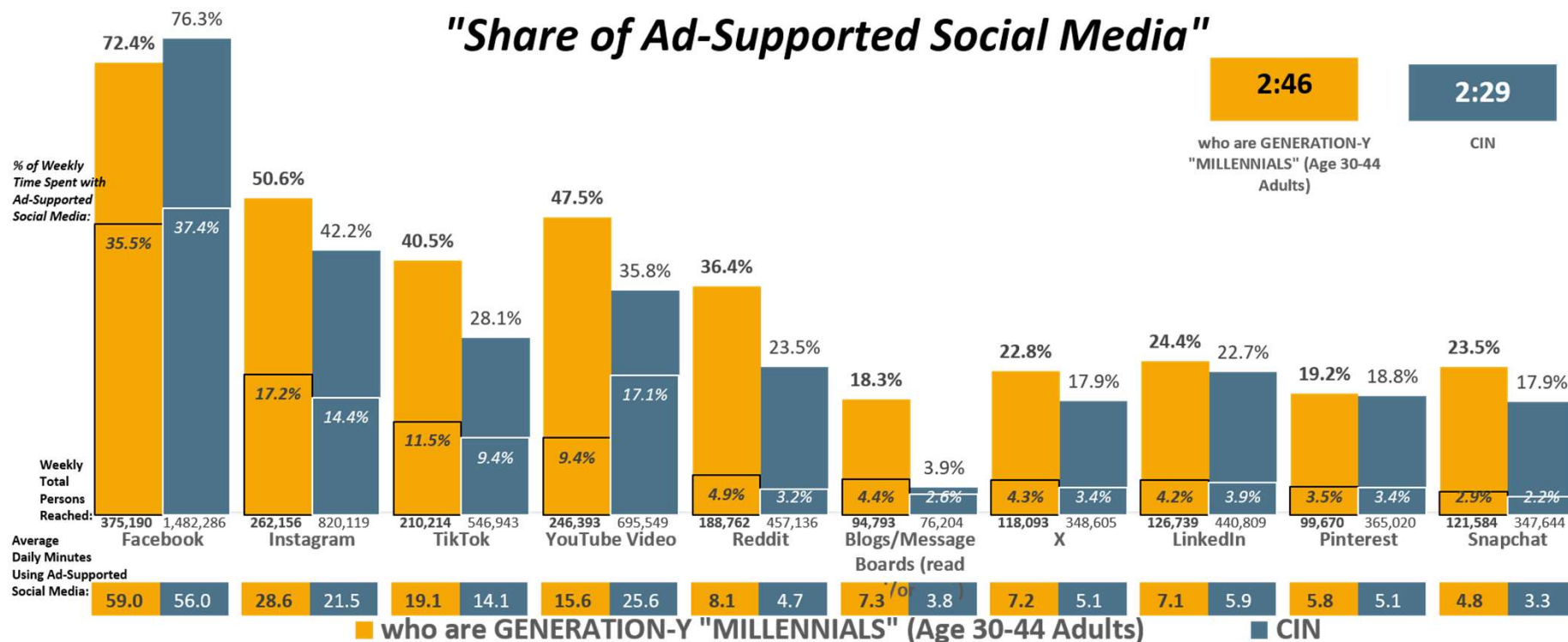


375,190 or 72.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 59. minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

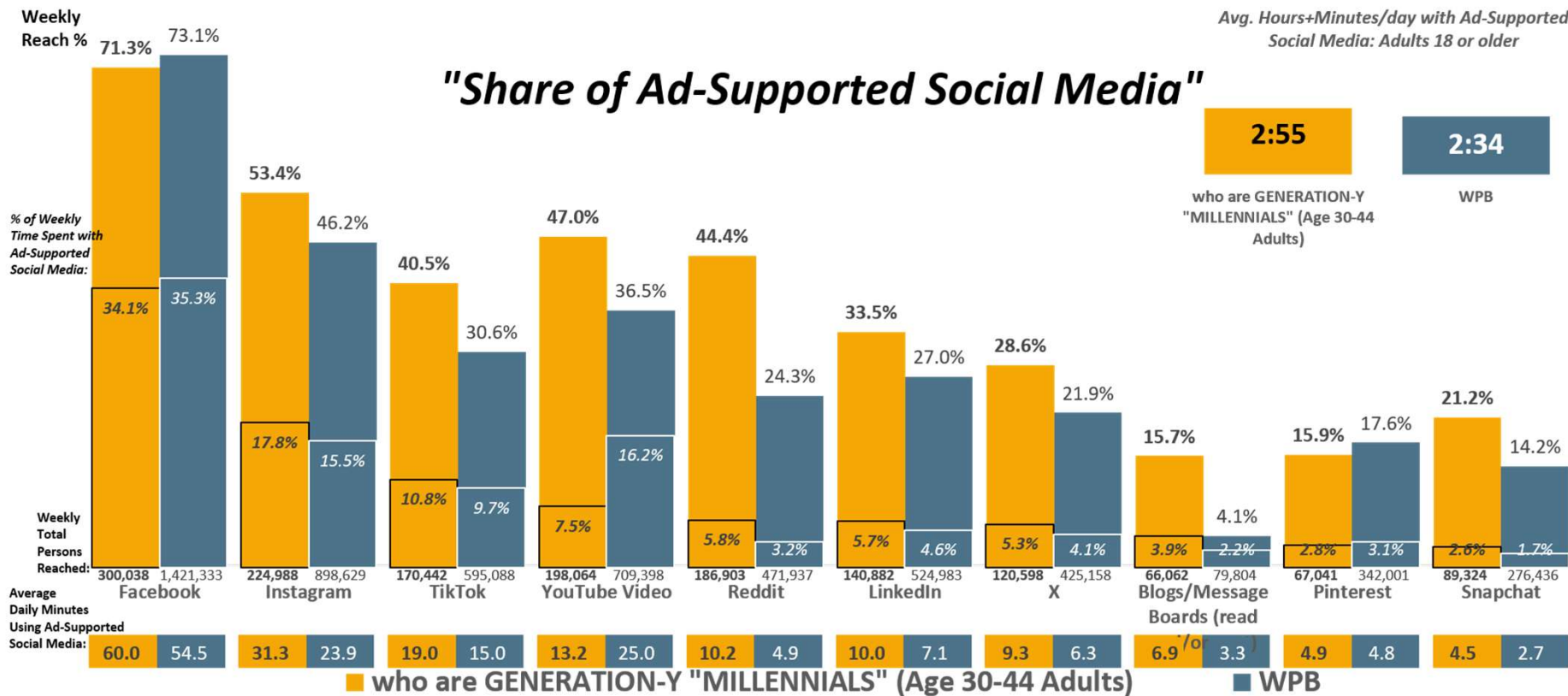
"Share of Ad-Supported Social Media"





300,038 or 71.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 60. minutes every day representing 34.1% of all time spent daily with Ad-Supported Social Media.

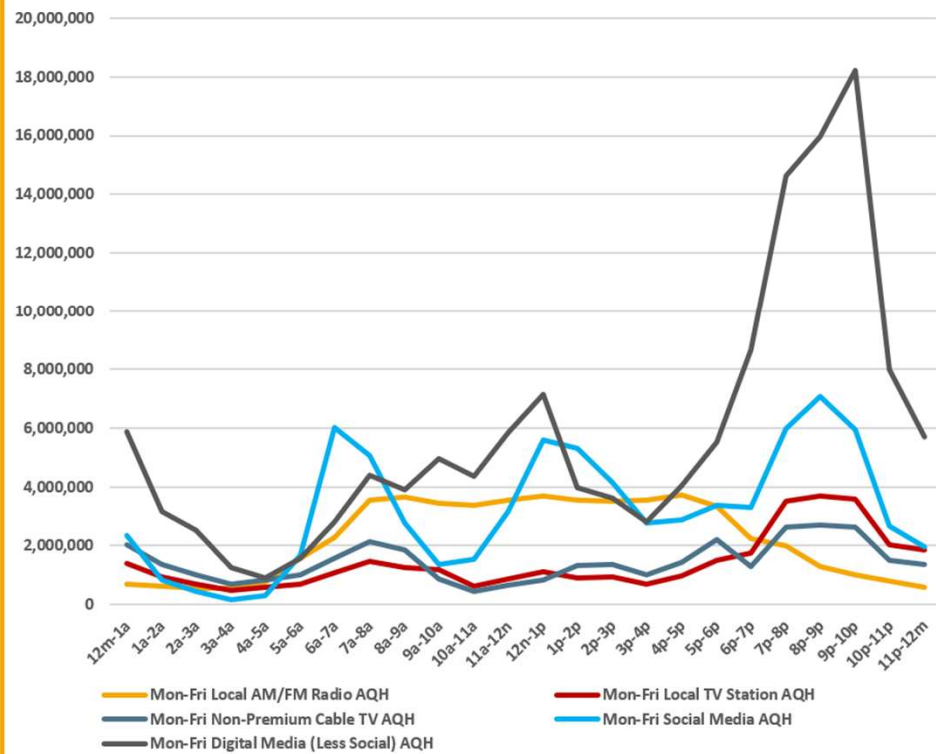
"Share of Ad-Supported Social Media"



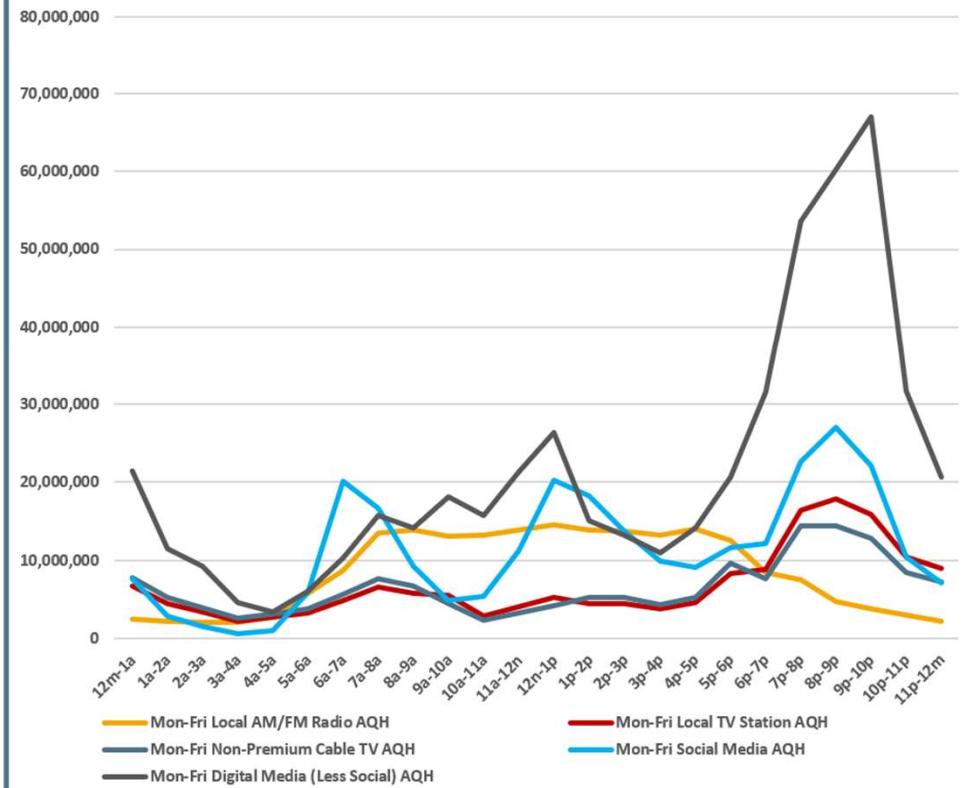


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,772,723; Social Media: 3,635,425; Local Radio: 3,339,424; Non-Prem. Cable: 1,304,873; Local TV: 1,104,690 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS"

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



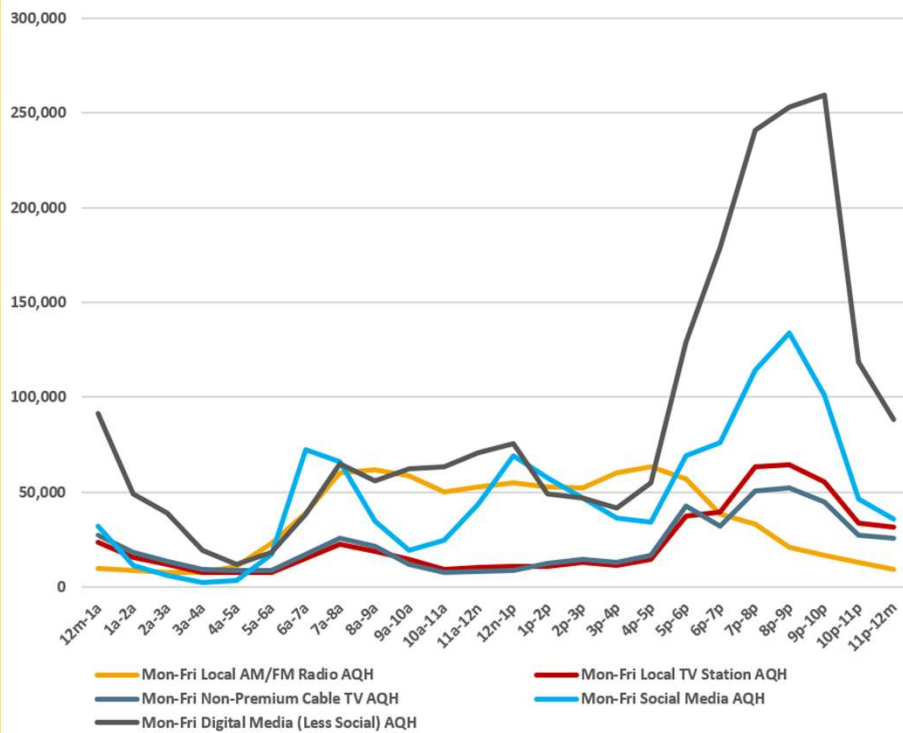
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older**



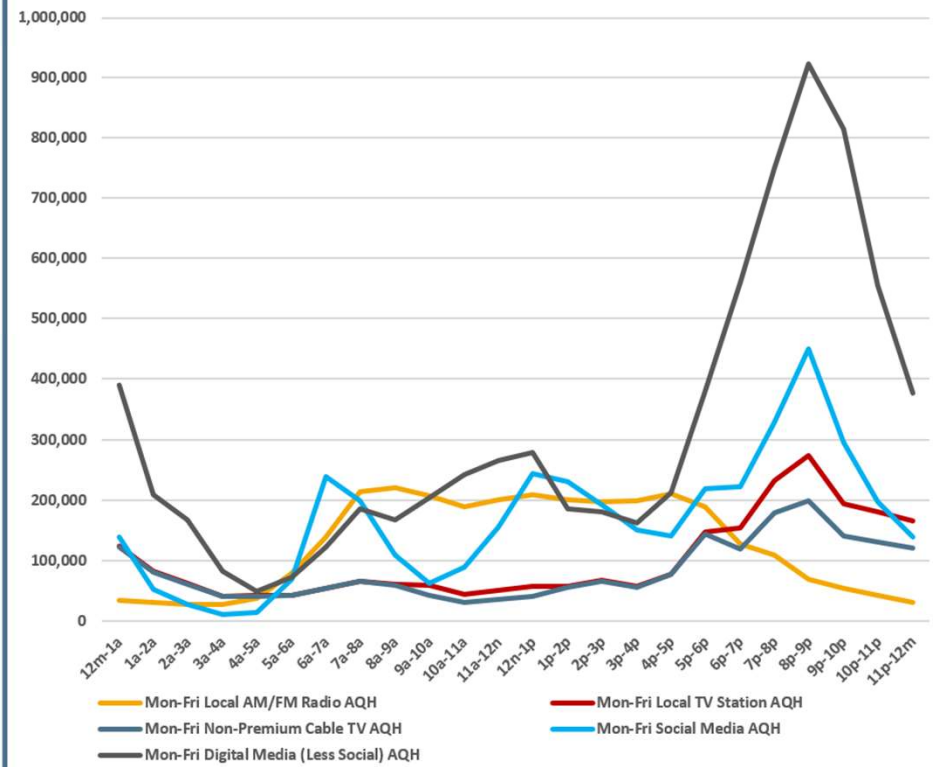


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,716; Local Radio: 53,963; Social Media: 50,102; Non-Prem. Cable: 17,939; Local TV: 17,606 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adu

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



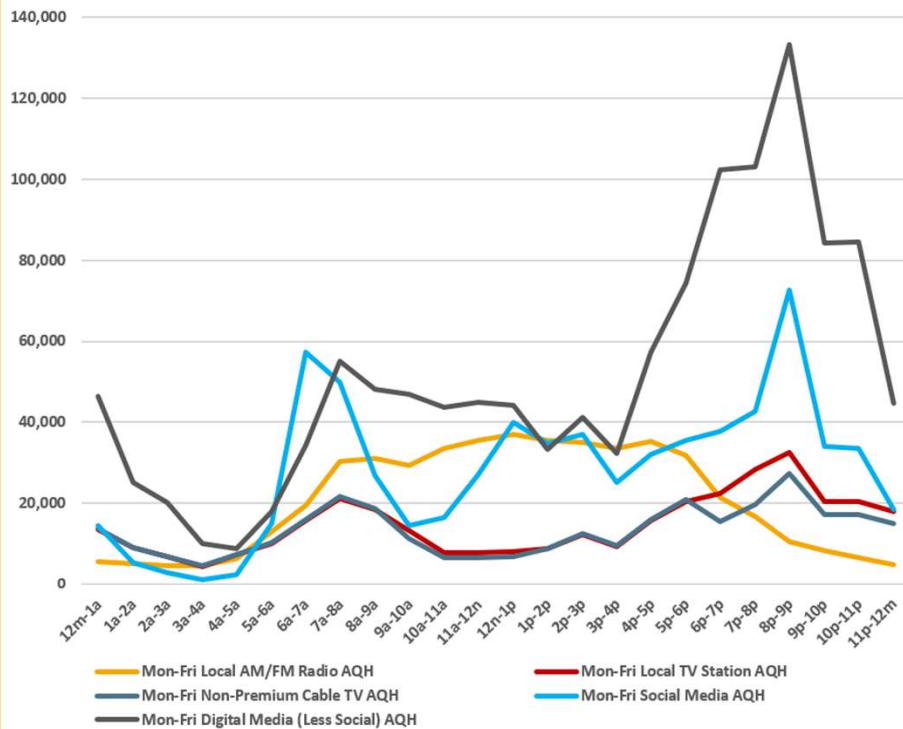
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older**



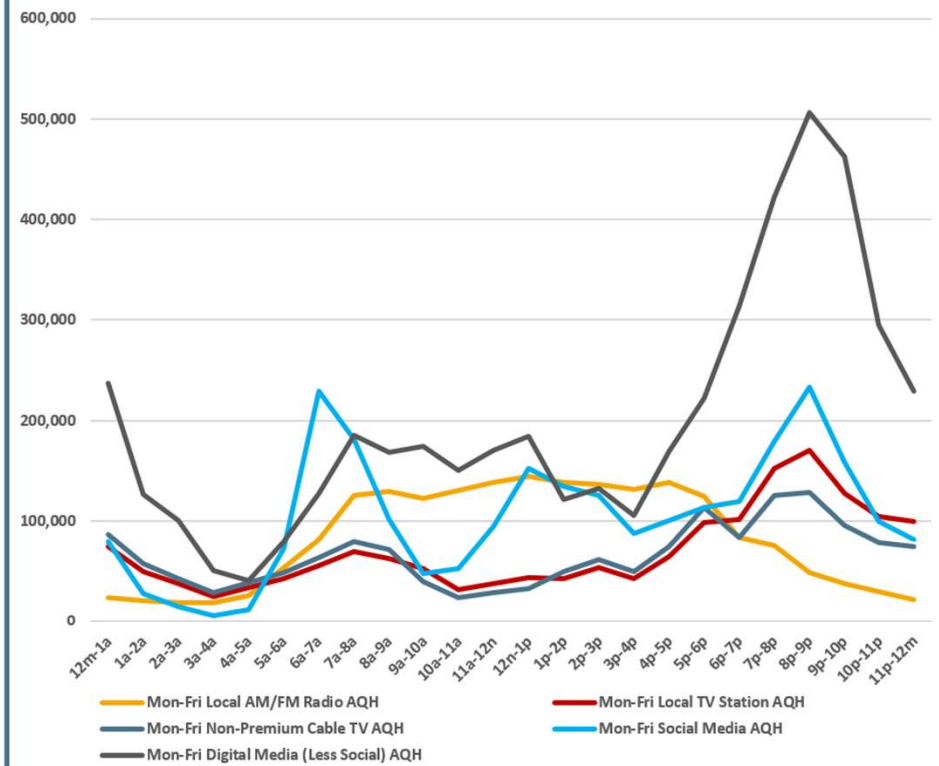


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,574; Social Media: 33,381; Local Radio: 31,439; Local TV: 13,960; Non-Prem. Cable: 13,161 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adu

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



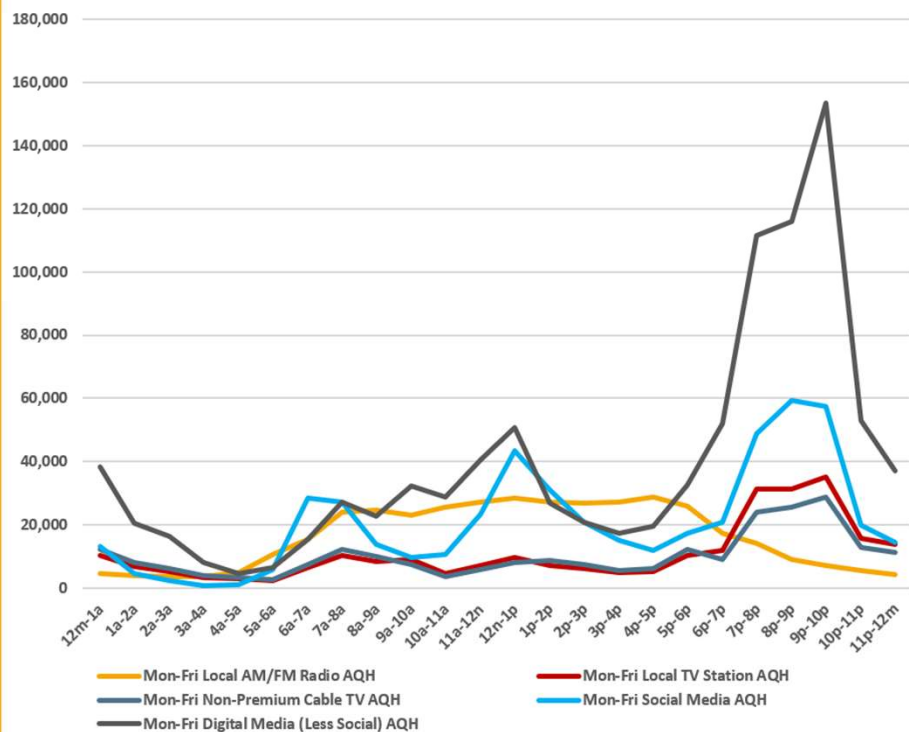
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older**



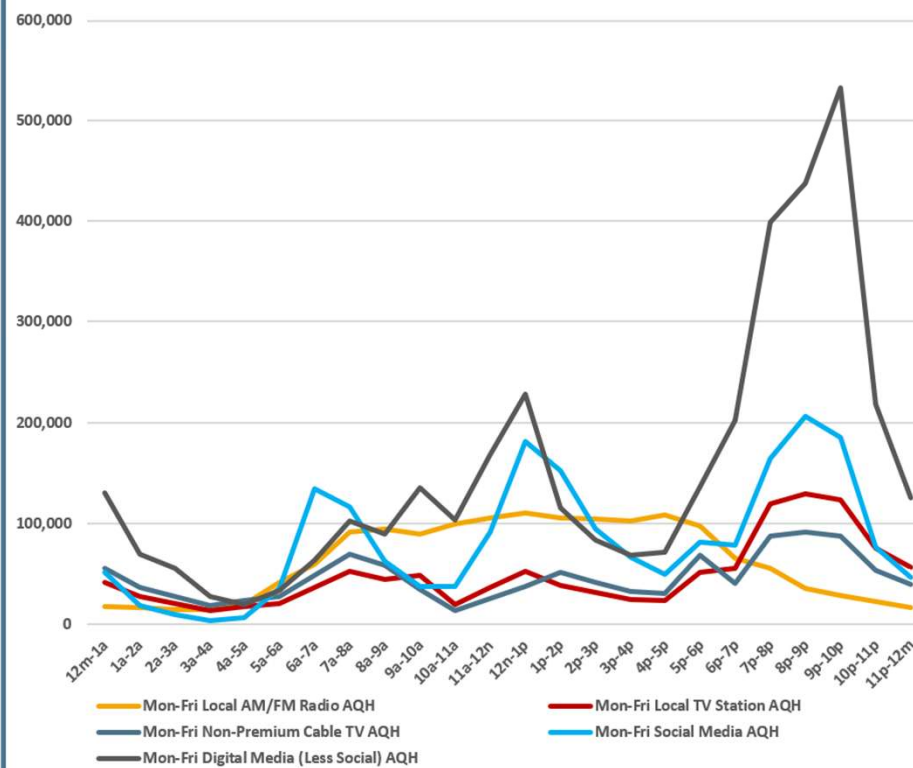


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,836; Local Radio: 24,784; Social Media: 21,085; Non-Prem. Cable: 8,052; Local TV: 7,881 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adult

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



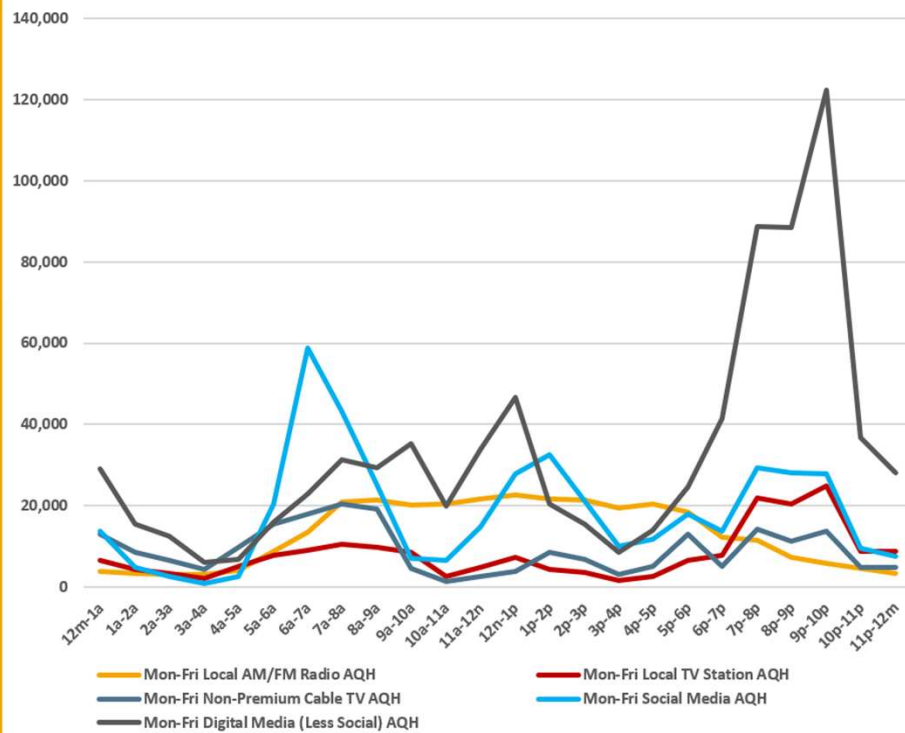
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older**



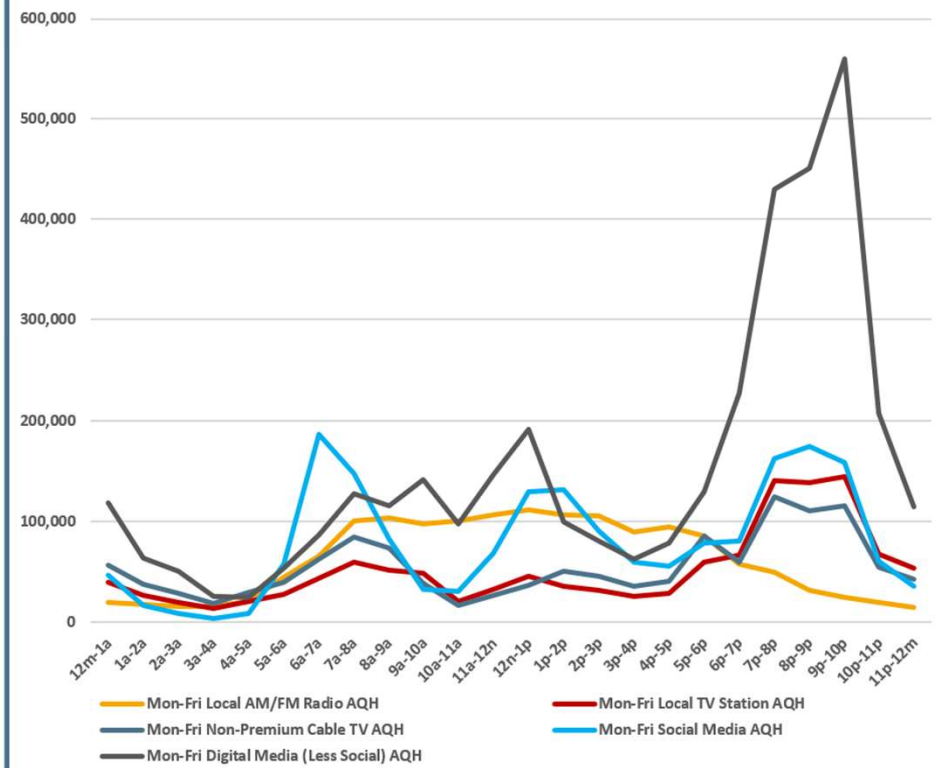


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,404; Social Media: 22,348; Local Radio: 19,573; Non-Prem. Cable: 8,669; Local TV: 6,125 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adult

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



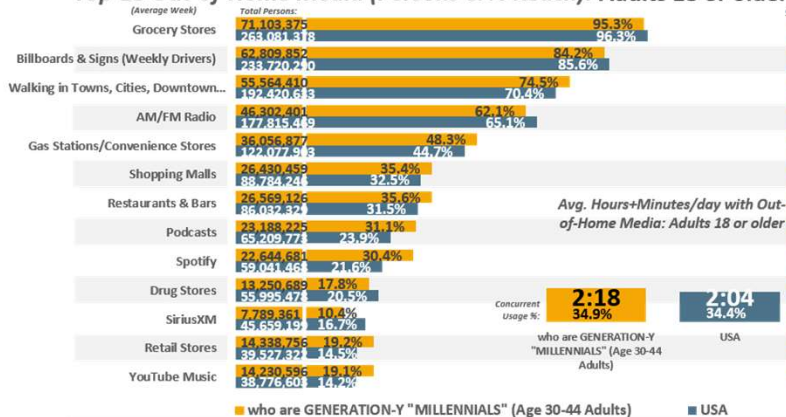
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older**



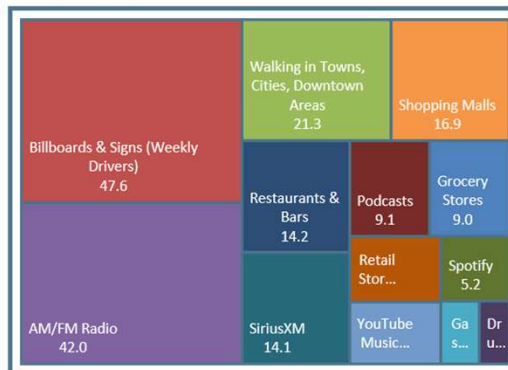
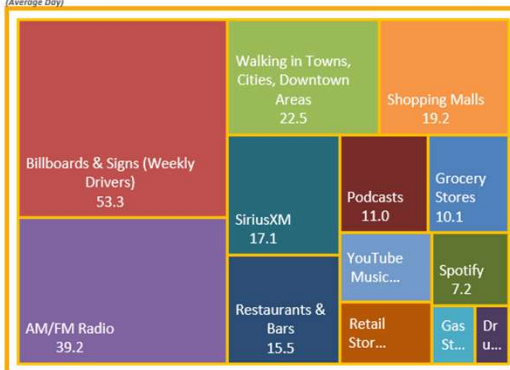


62,809,852 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/

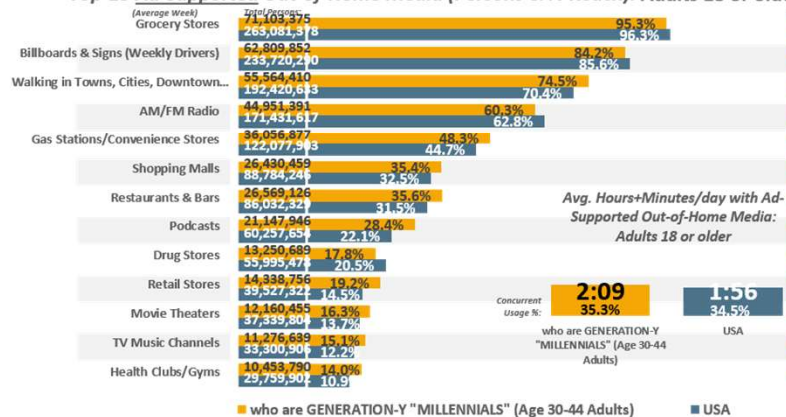
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



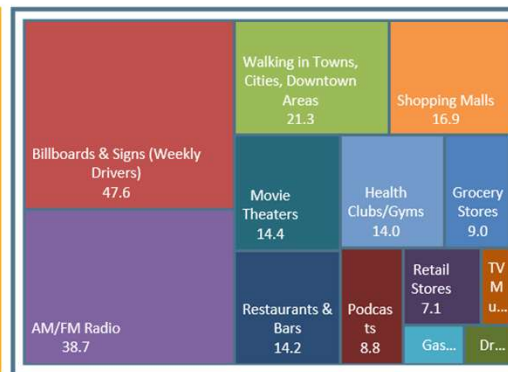
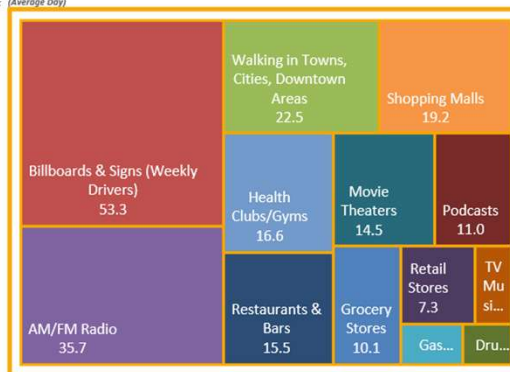
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

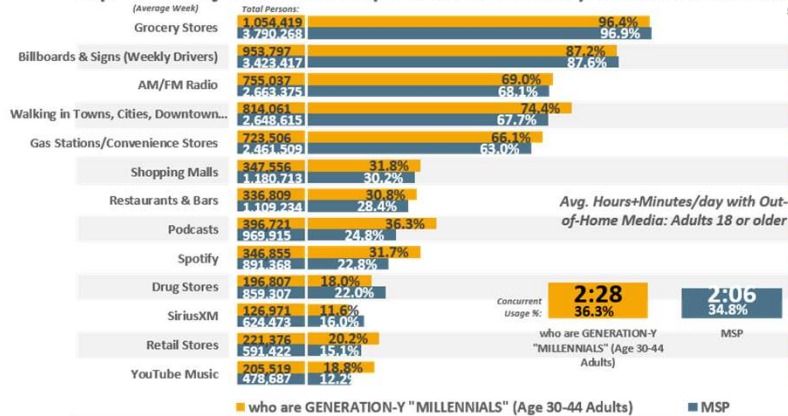
soefa.ai Share of Everything for Anything

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

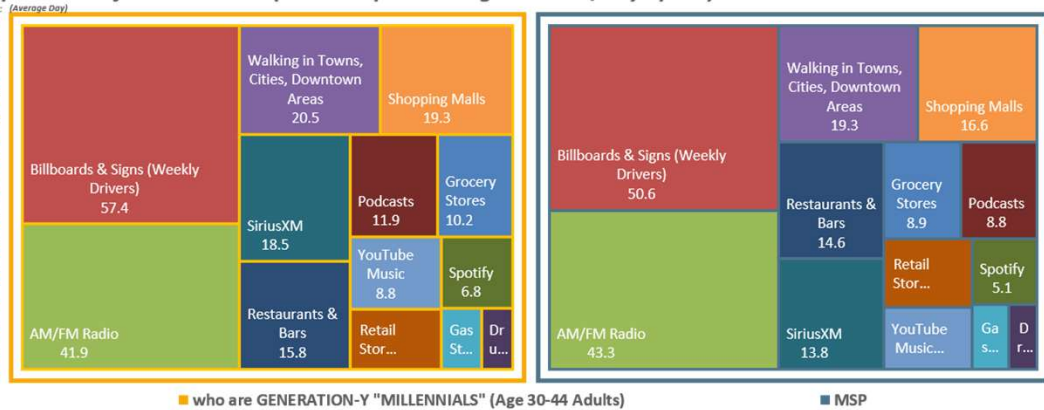


953,797 or 87.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minutes/day.

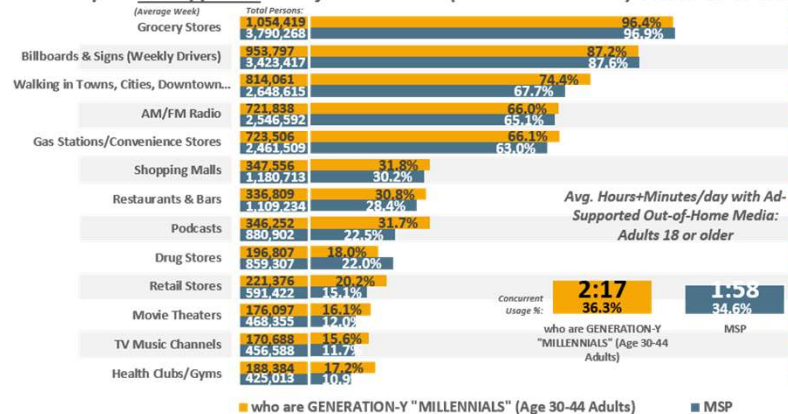
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



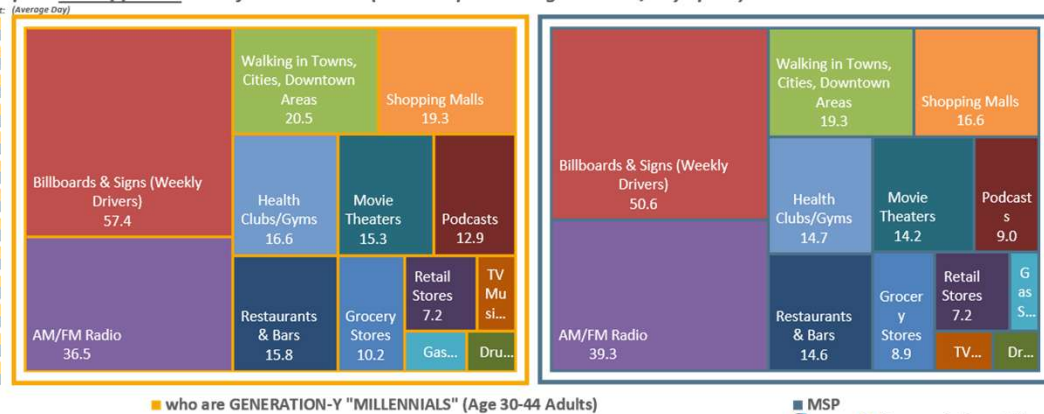
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 456
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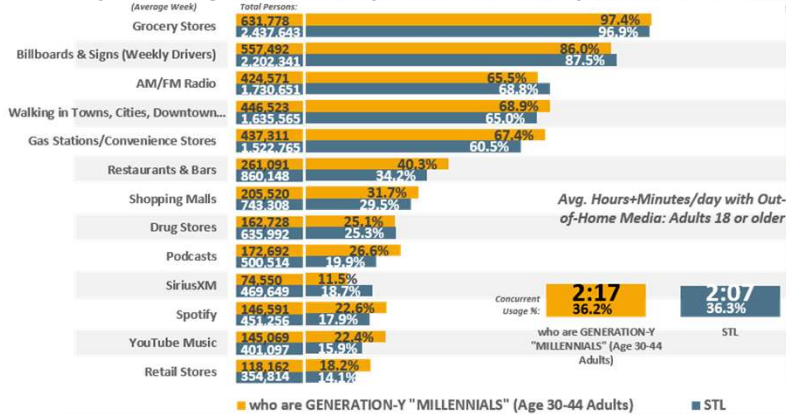
soefa.ai Share of Everything for Anything

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

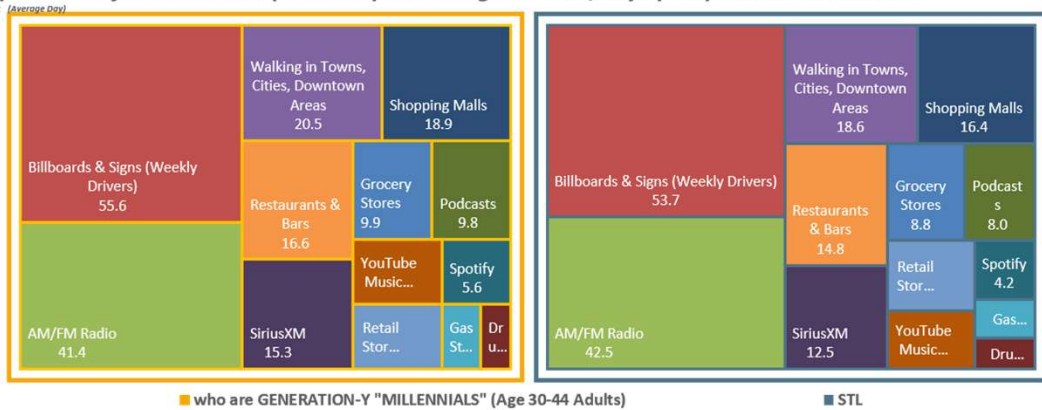


557,492 or 86.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minutes/day.

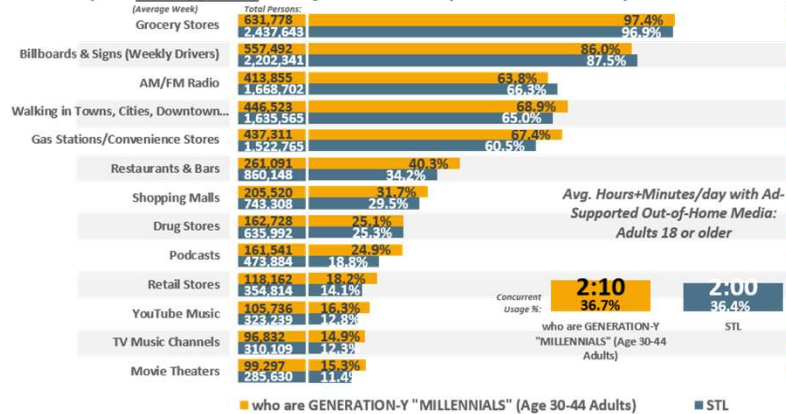
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



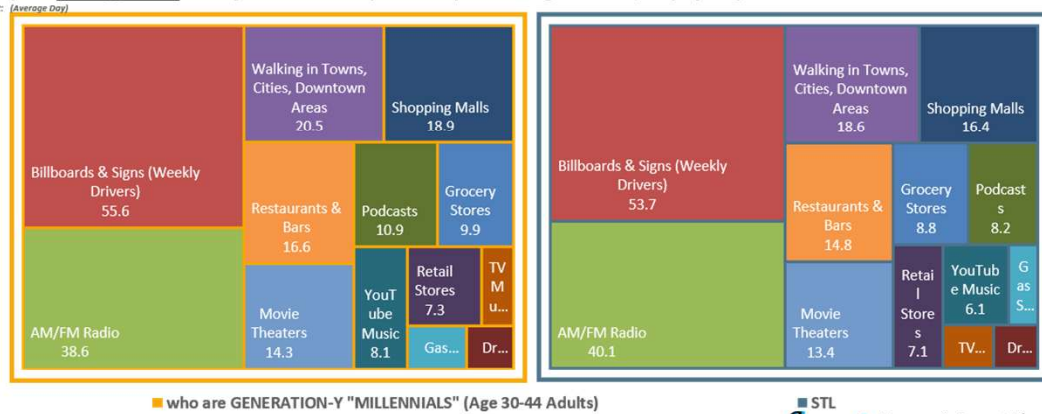
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



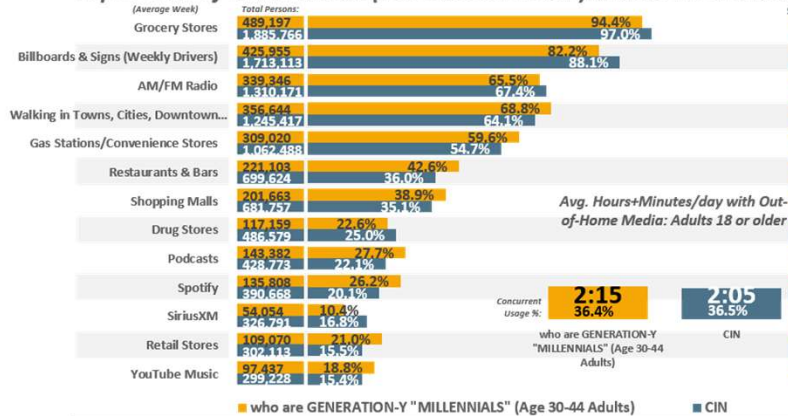
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



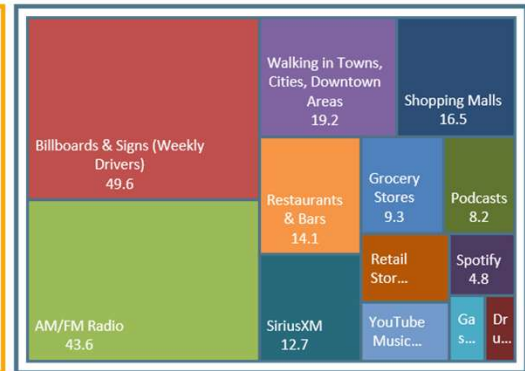
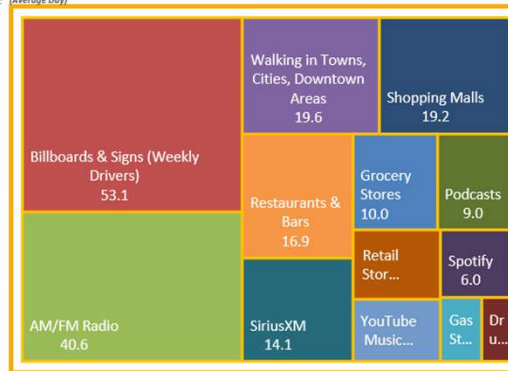


425,955 or 82.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 63.6% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minutes/day

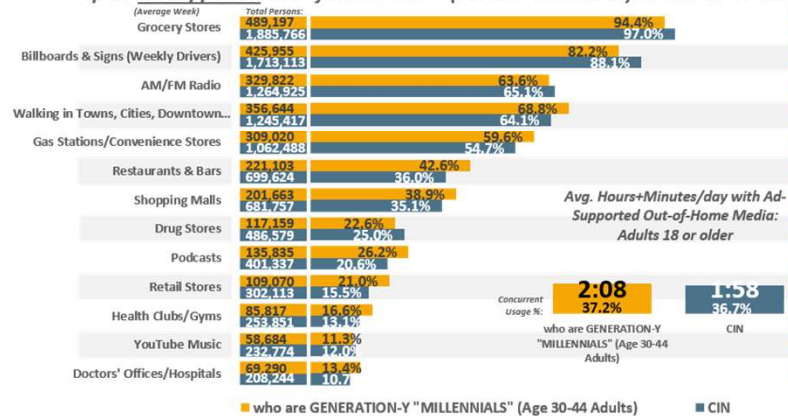
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



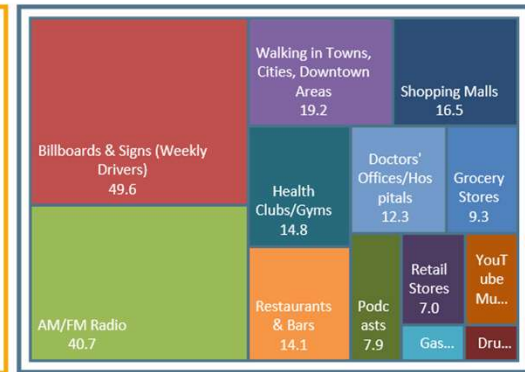
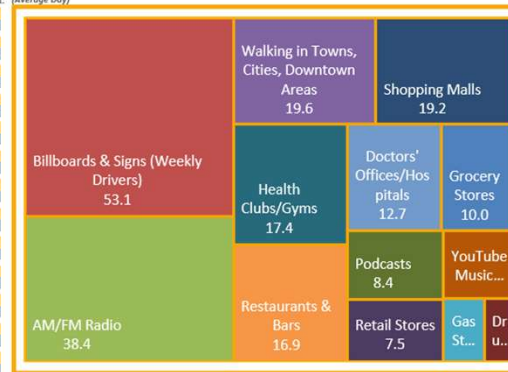
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



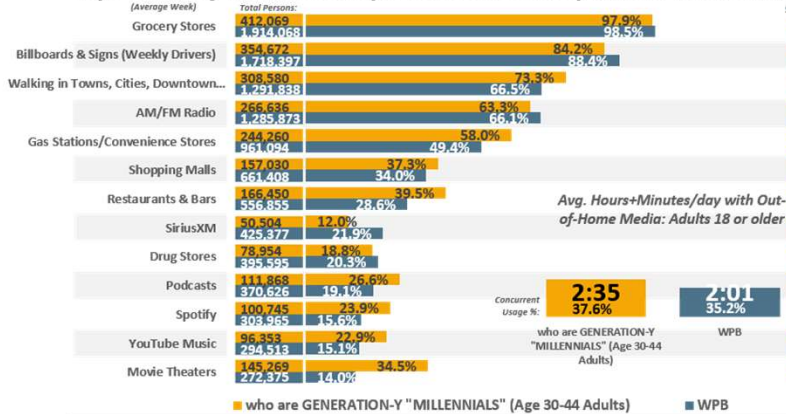
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



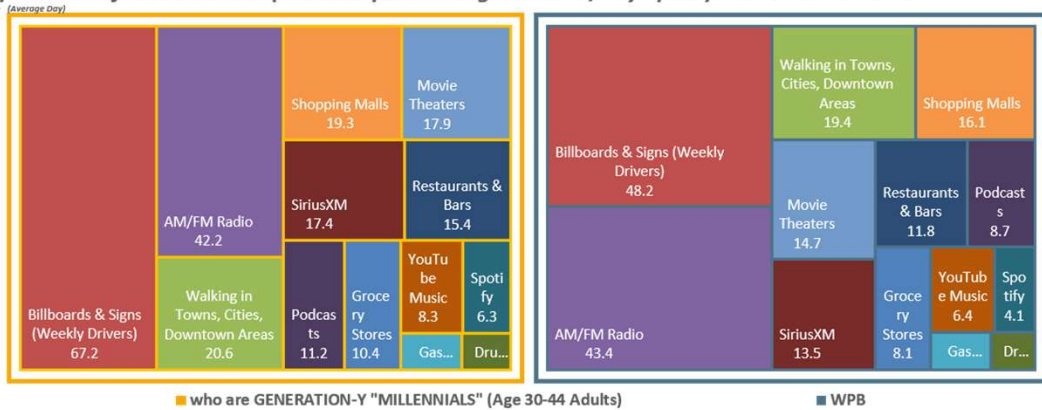


354,672 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 67.2 minutes per day driving, seeing Billboards and Signs. 62.3% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minutes/day

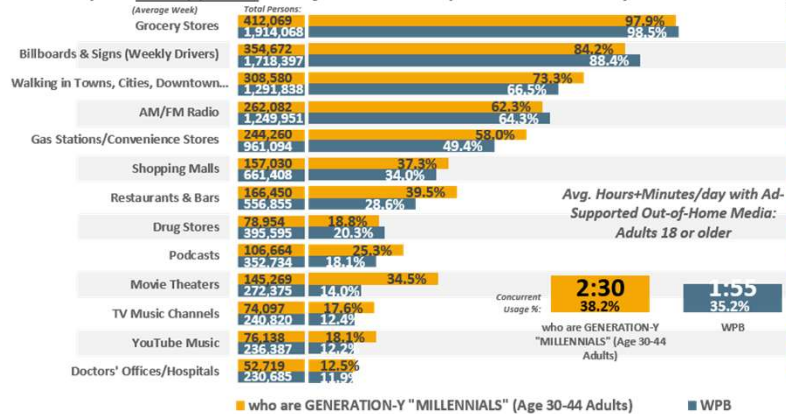
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



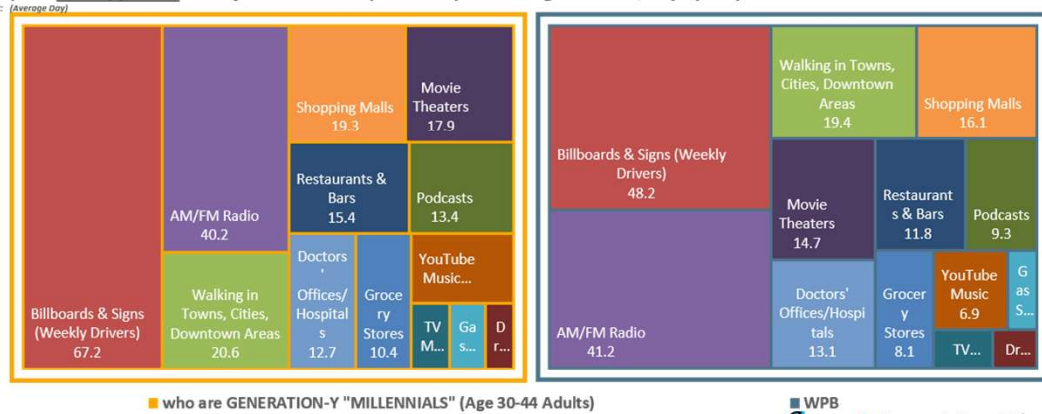
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



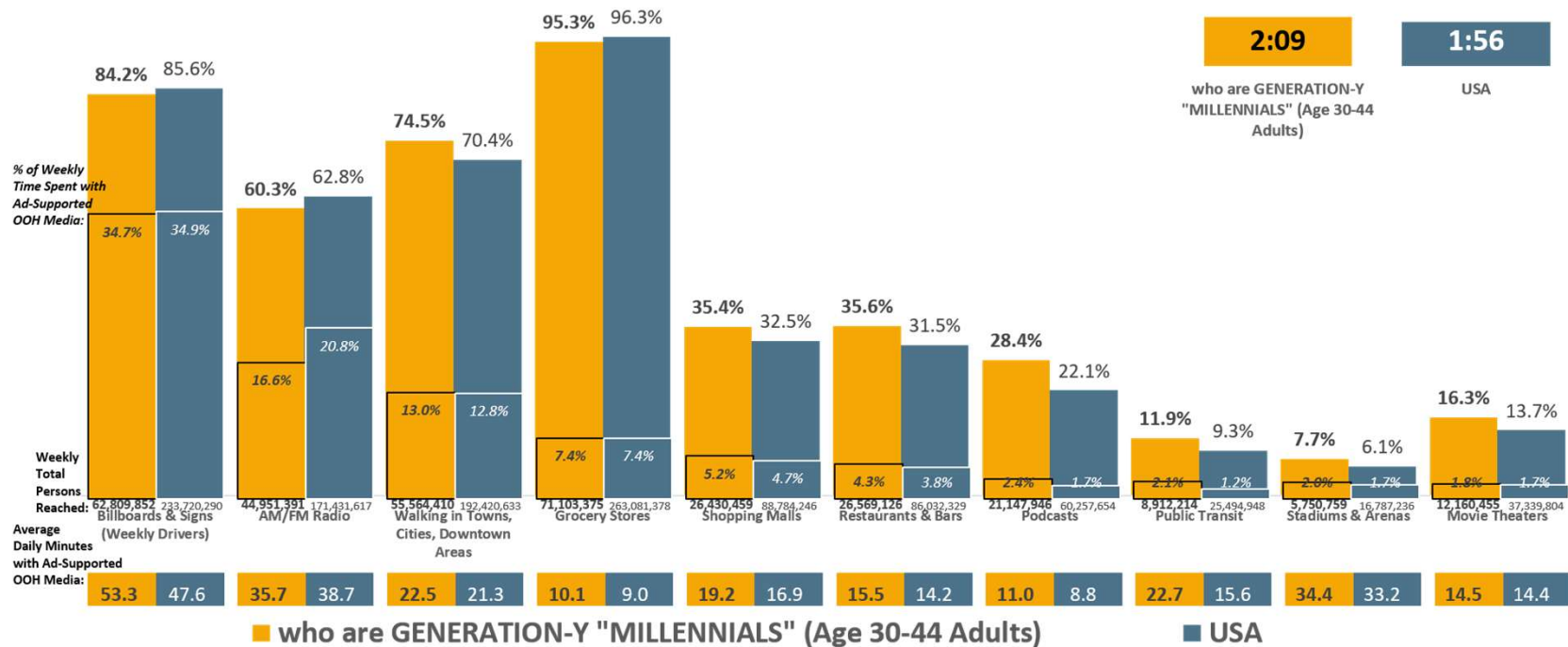


62,809,852 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

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

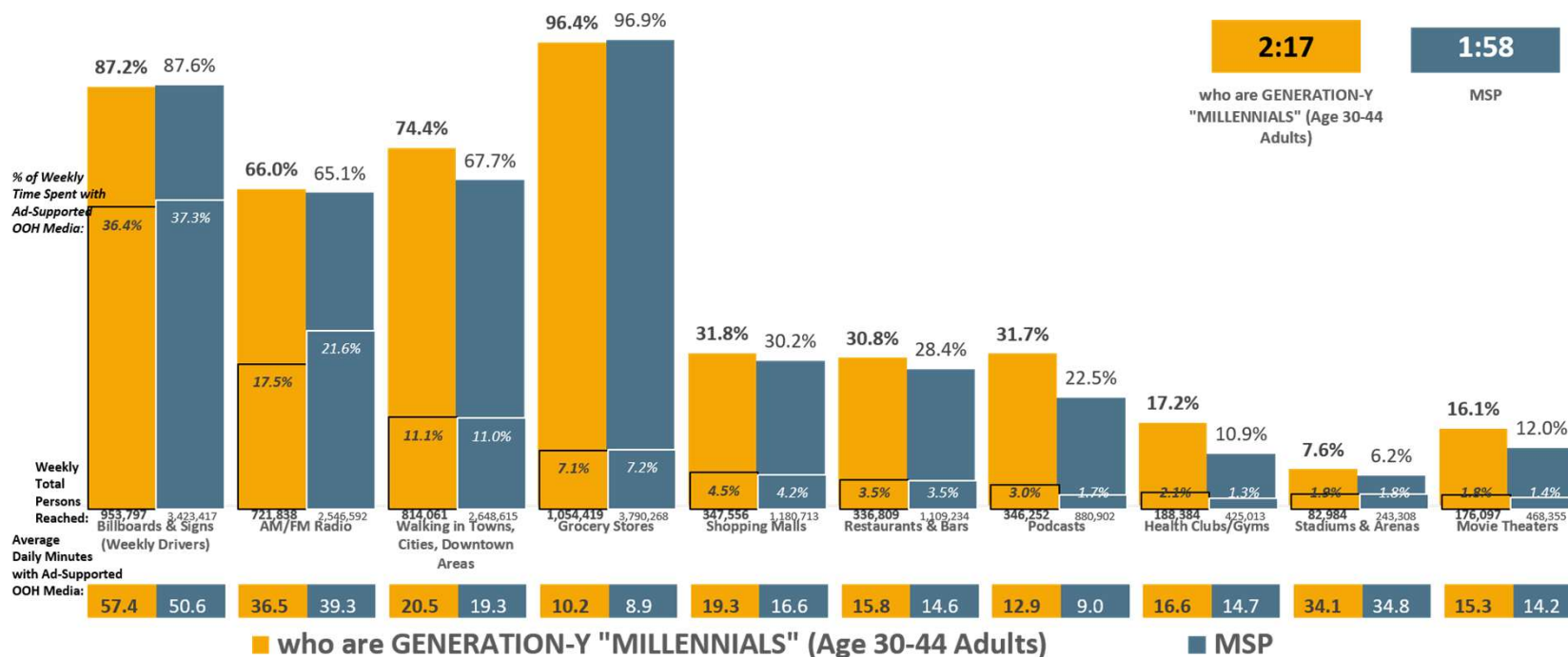


953,797 or 87.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:17

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

1:58

MSP

MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 456 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: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

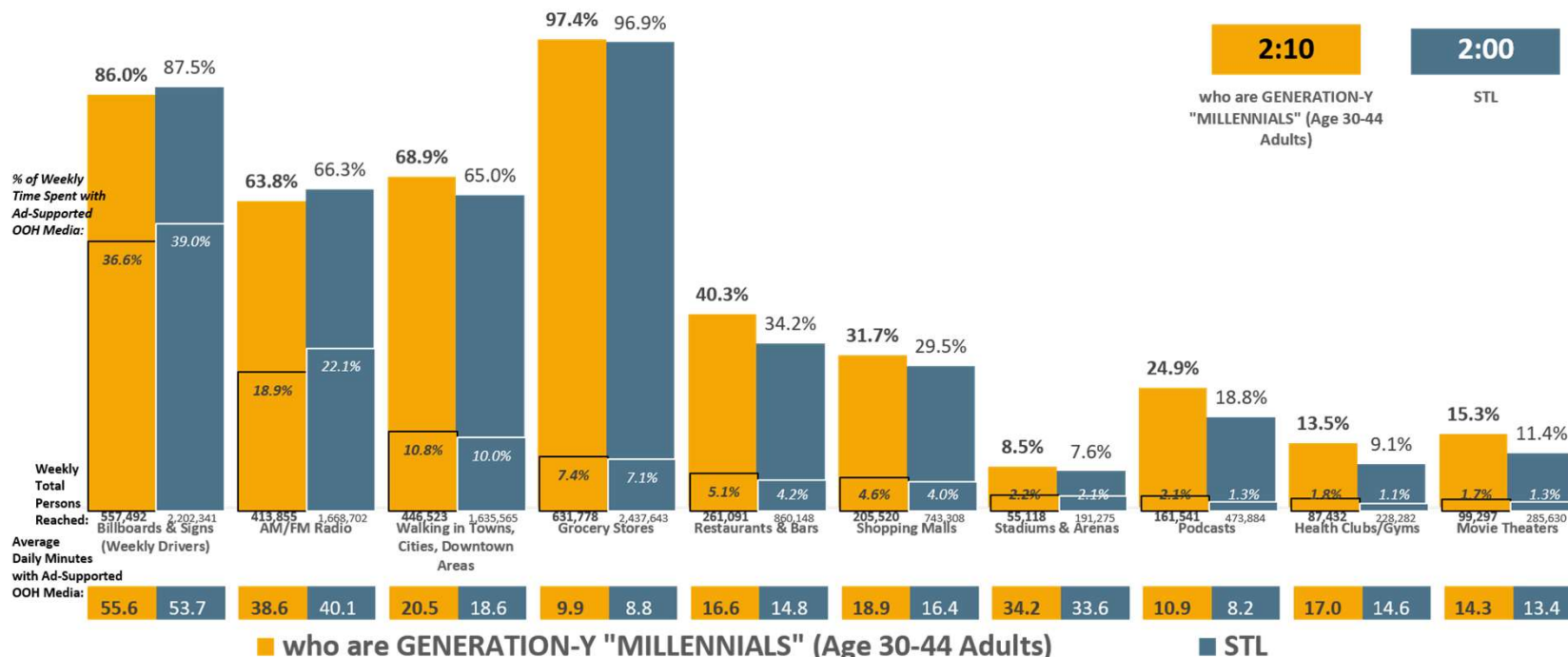


557,492 or 86.0% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 407
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

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

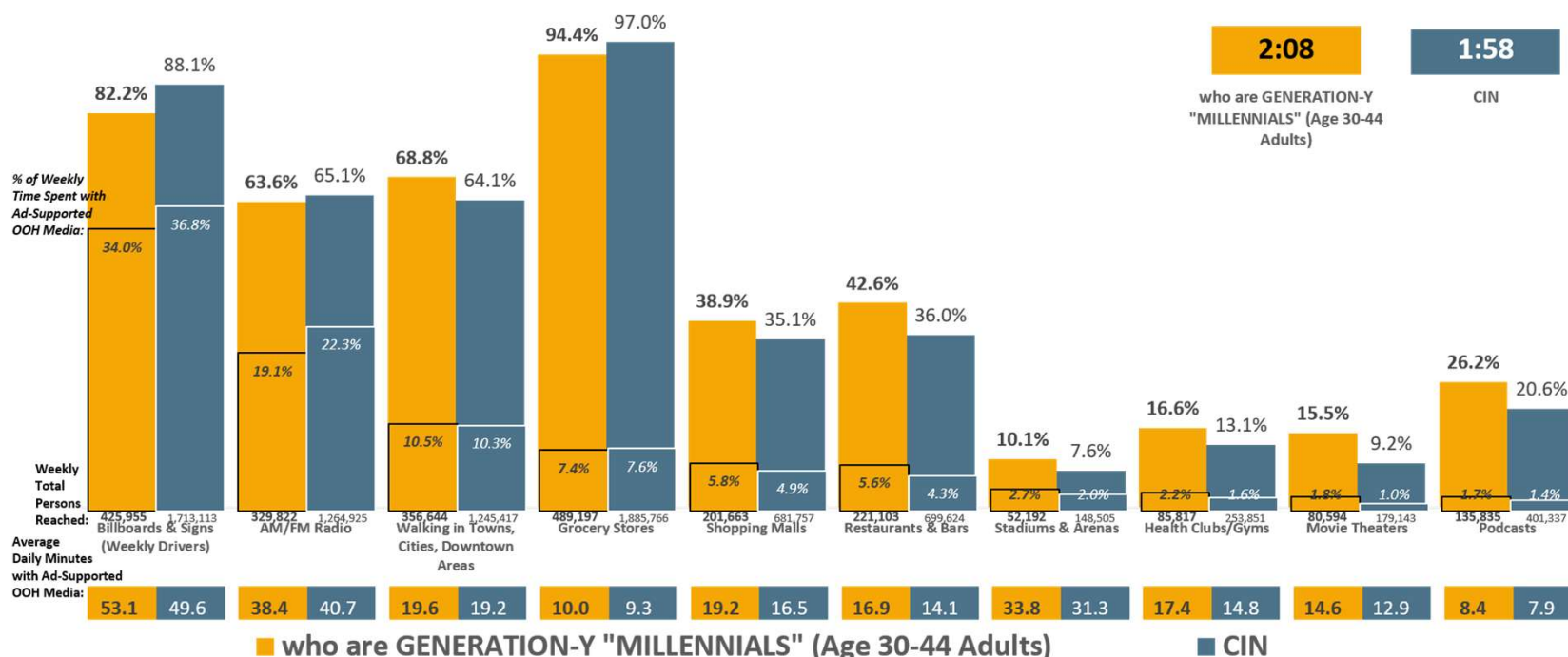


425,955 or 82.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 34.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 427
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

soefa.ai Share of Everything for Anything

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

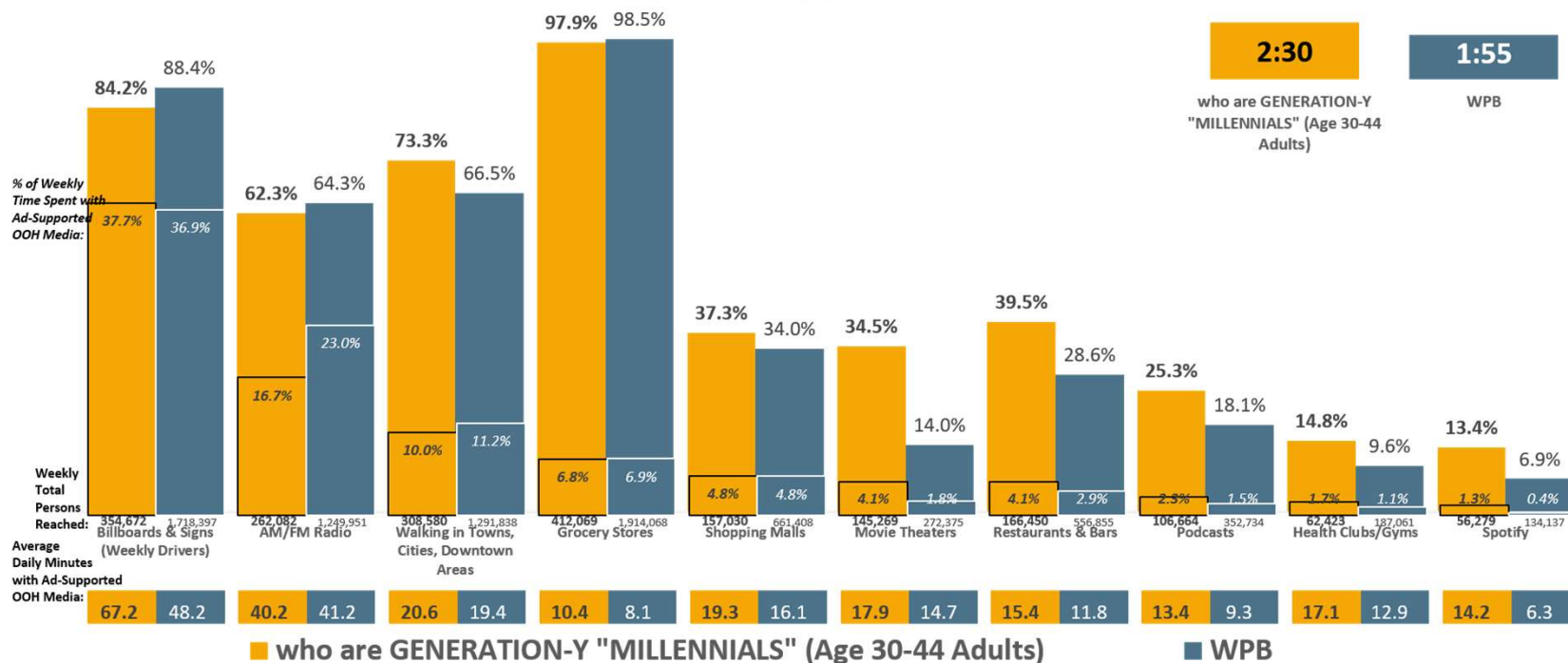


354,672 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 67.2 minutes per day driving, seeing Billboards and Signs representing 37.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 473 WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 2,551
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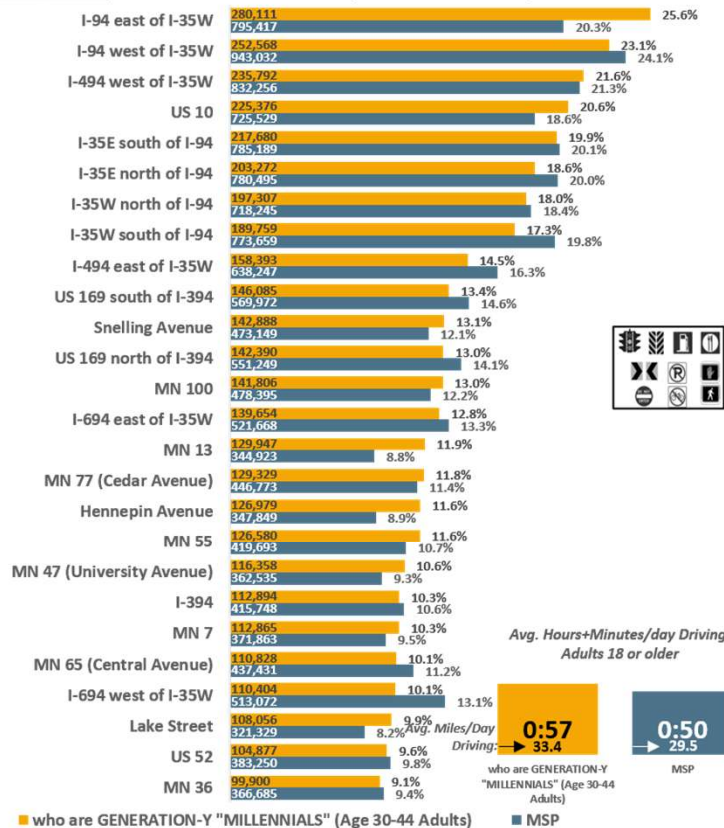
soefa.ai Share of Everything for Anything

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

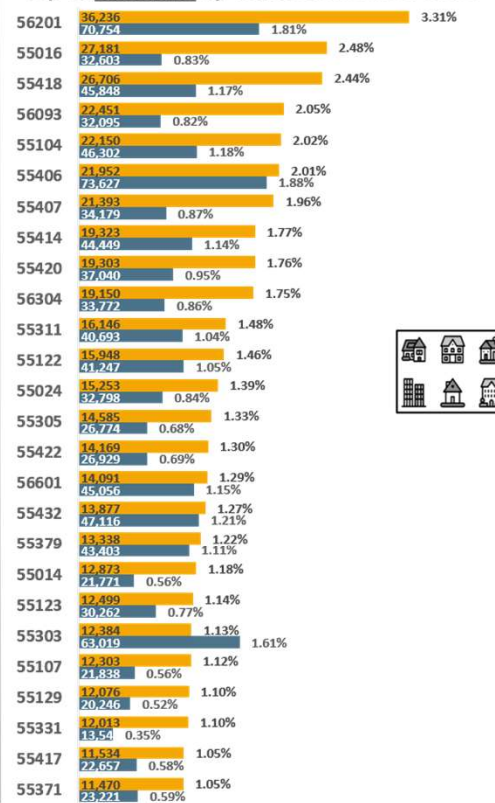


953,797 or 87.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 34.7% more likely to use MN 13 than the Metro average.

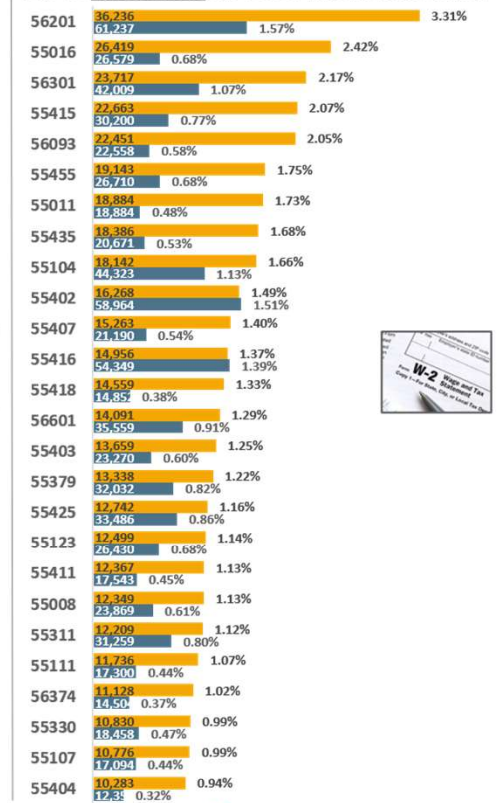
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



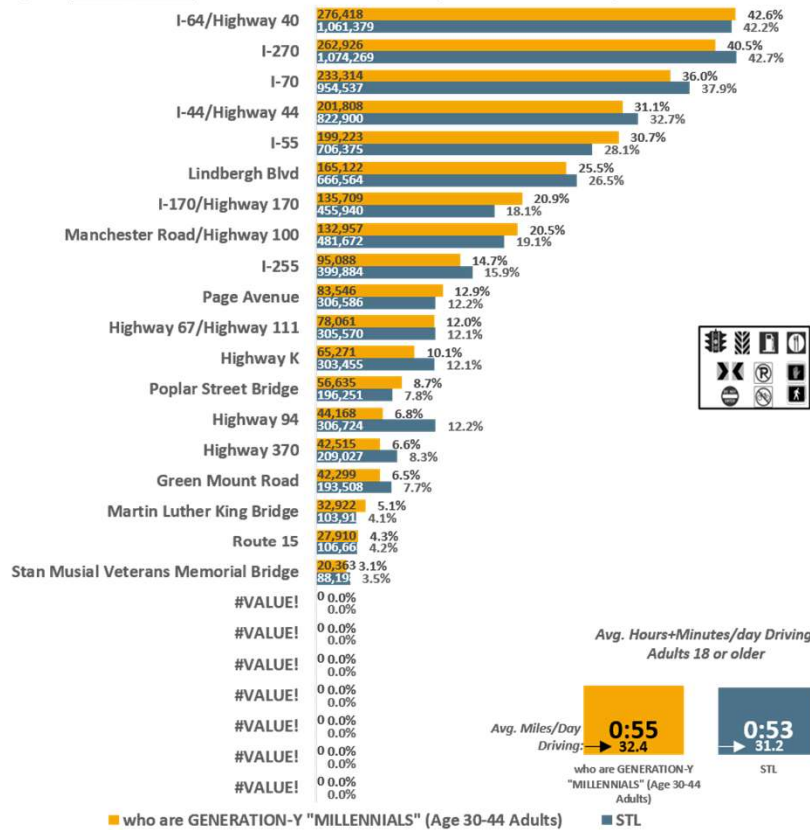
Top-26 Employment Zip Codes: Adults 18 or older



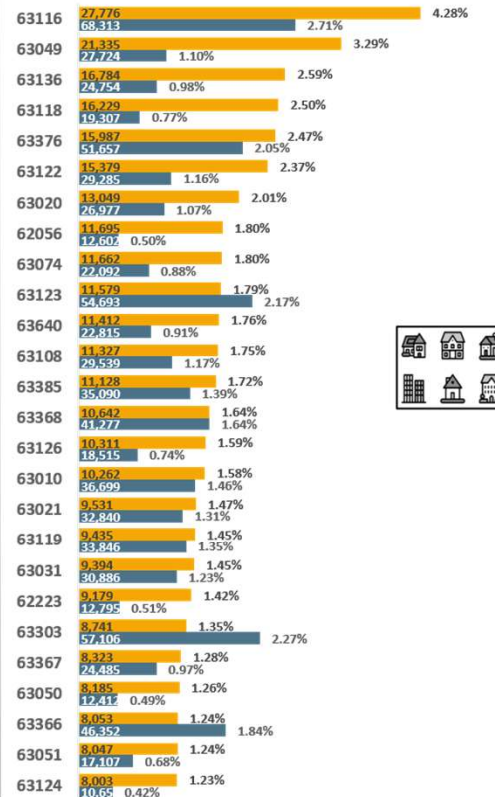


557,492 or 86.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)
spend an average of 55.6 minutes per day driving an average of 32.4 miles each day and are 22.9%
more likely to use Martin Luther King Bridge than the Metro averag

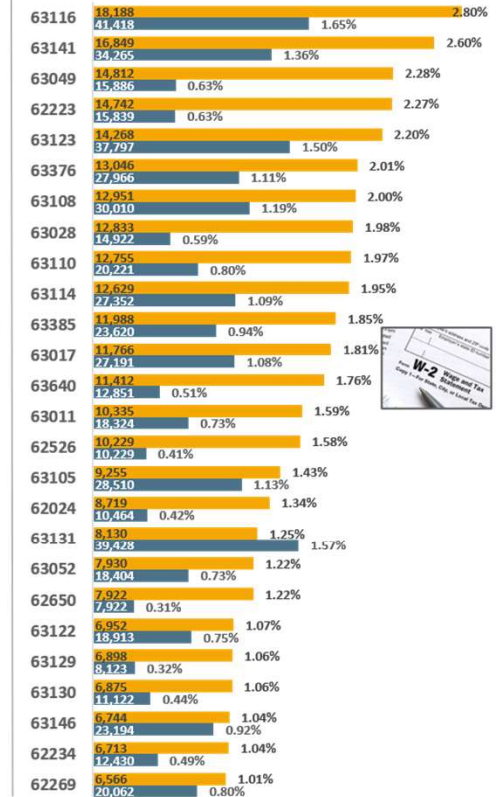
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



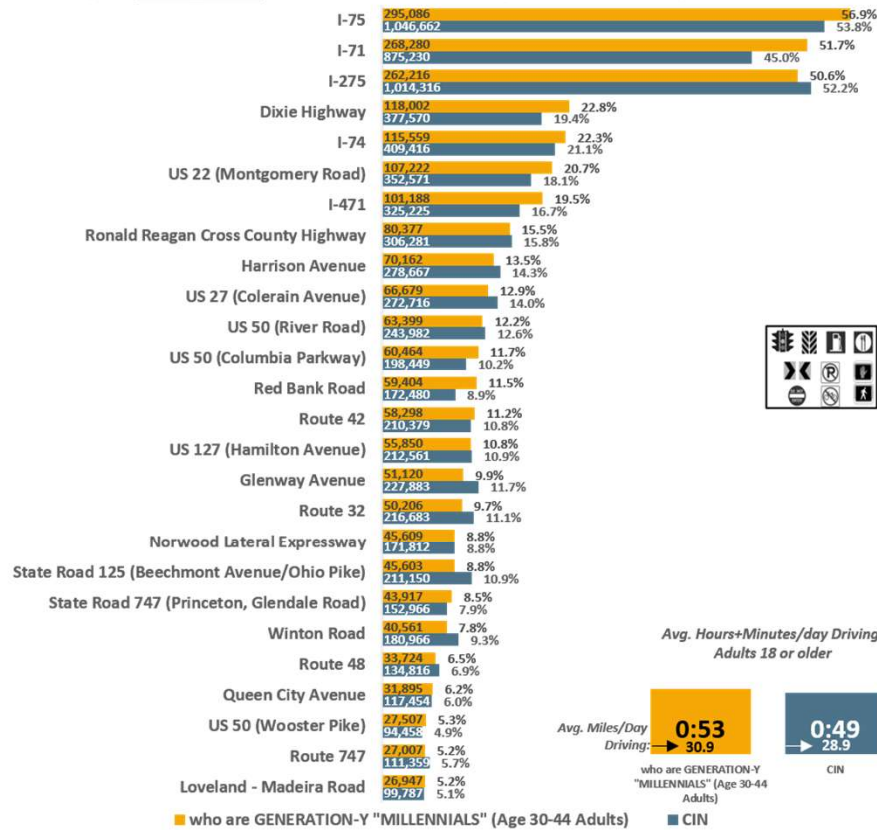
Top-26 Employment Zip Codes: Adults 18 or older



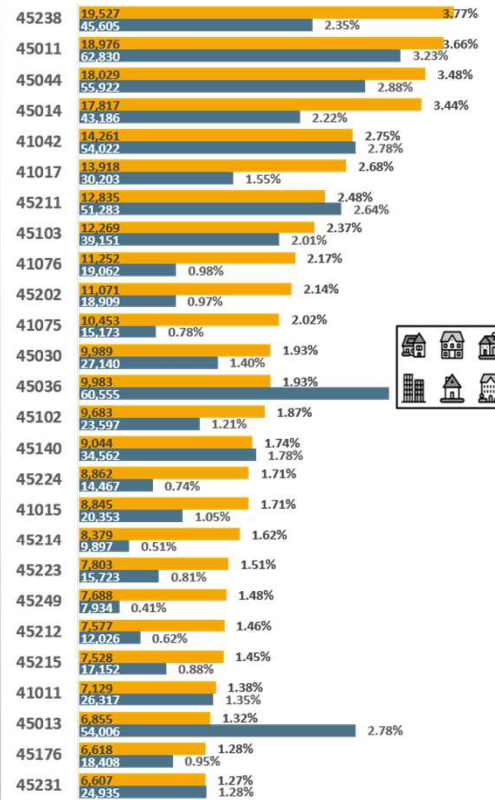


425,955 or 82.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.1 minutes per day driving an average of 30.9 miles each day and are 29.1% more likely to use Red Bank Road than the Metro average.

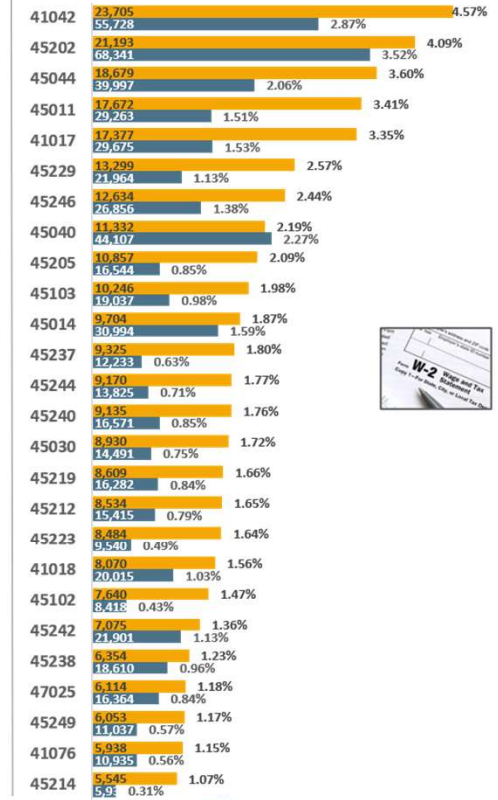
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

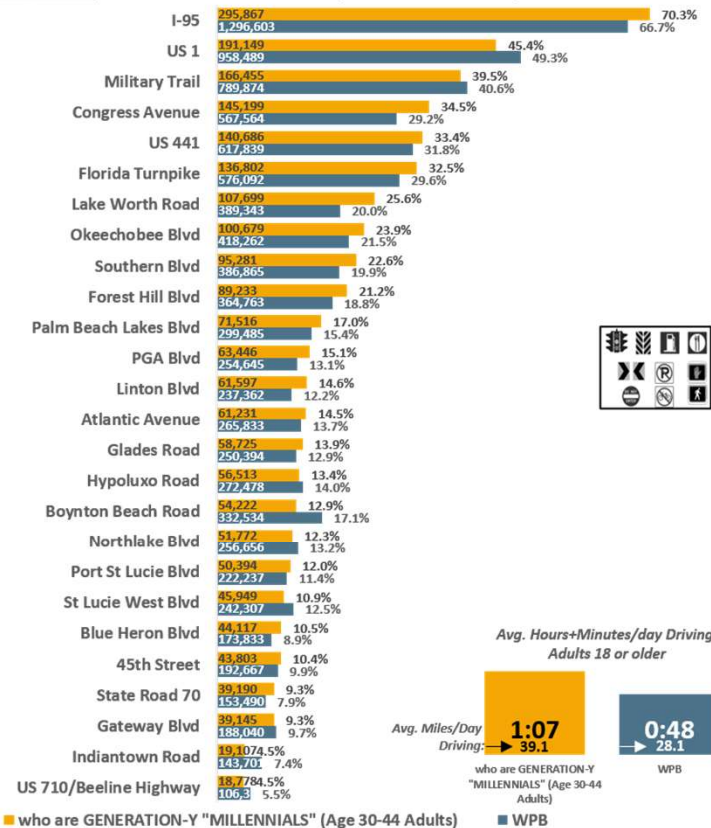


soefa.ai Share of Everything for Anything

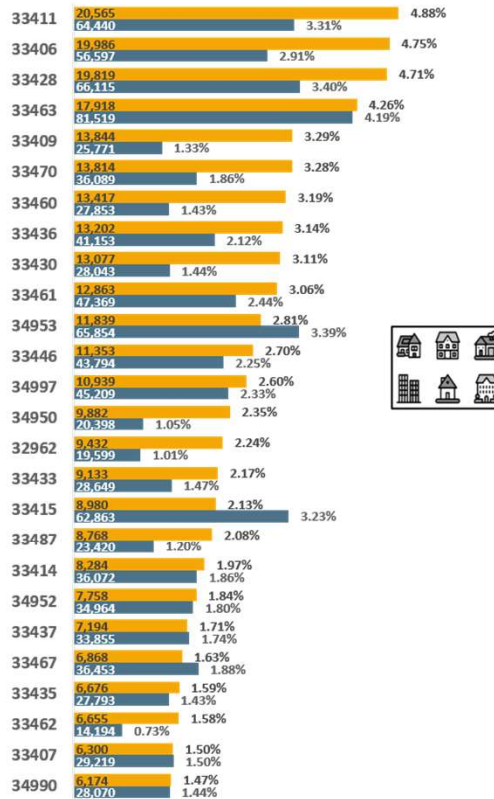


354,672 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 67.2 minutes per day driving an average of 39.1 miles each day and are 27.7% more likely to use Lake Worth Road than the Metro average.

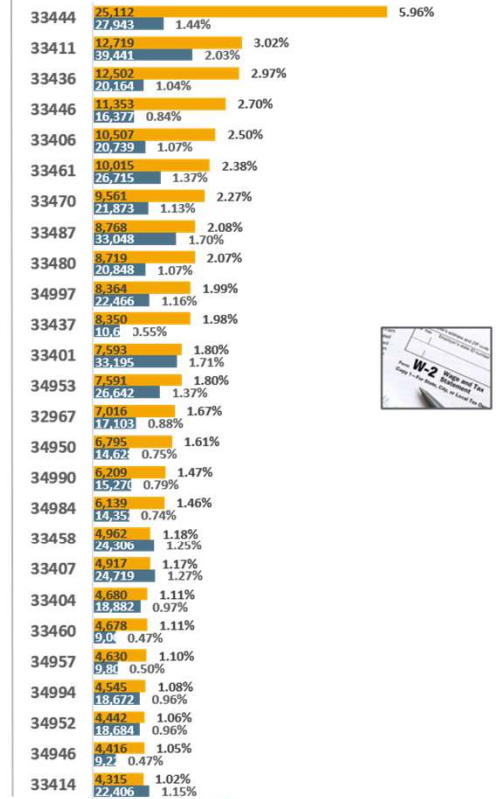
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

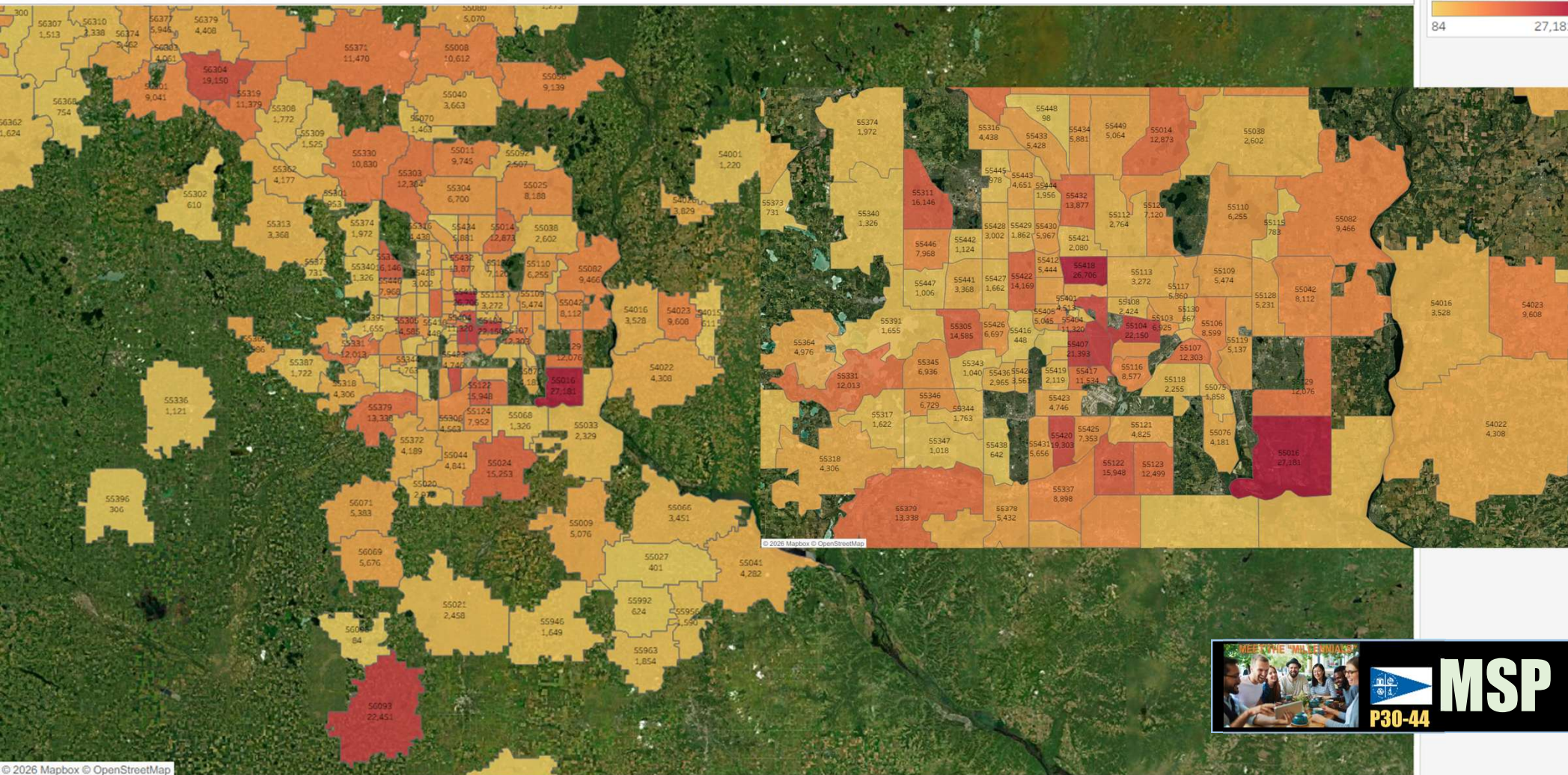


Top-26 Employment Zip Codes: Adults 18 or older



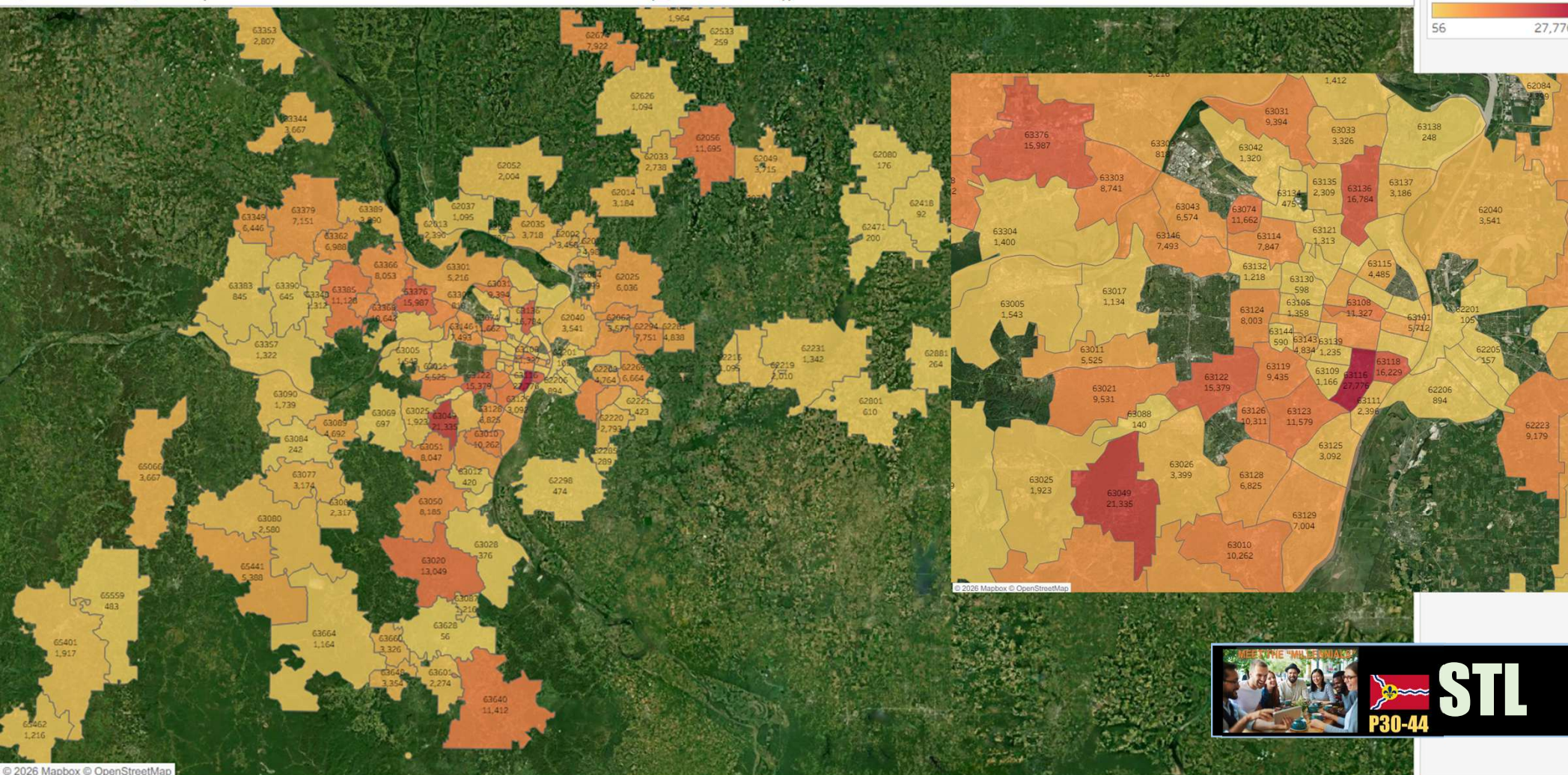
soefa.ai Share of Everything for Anything

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

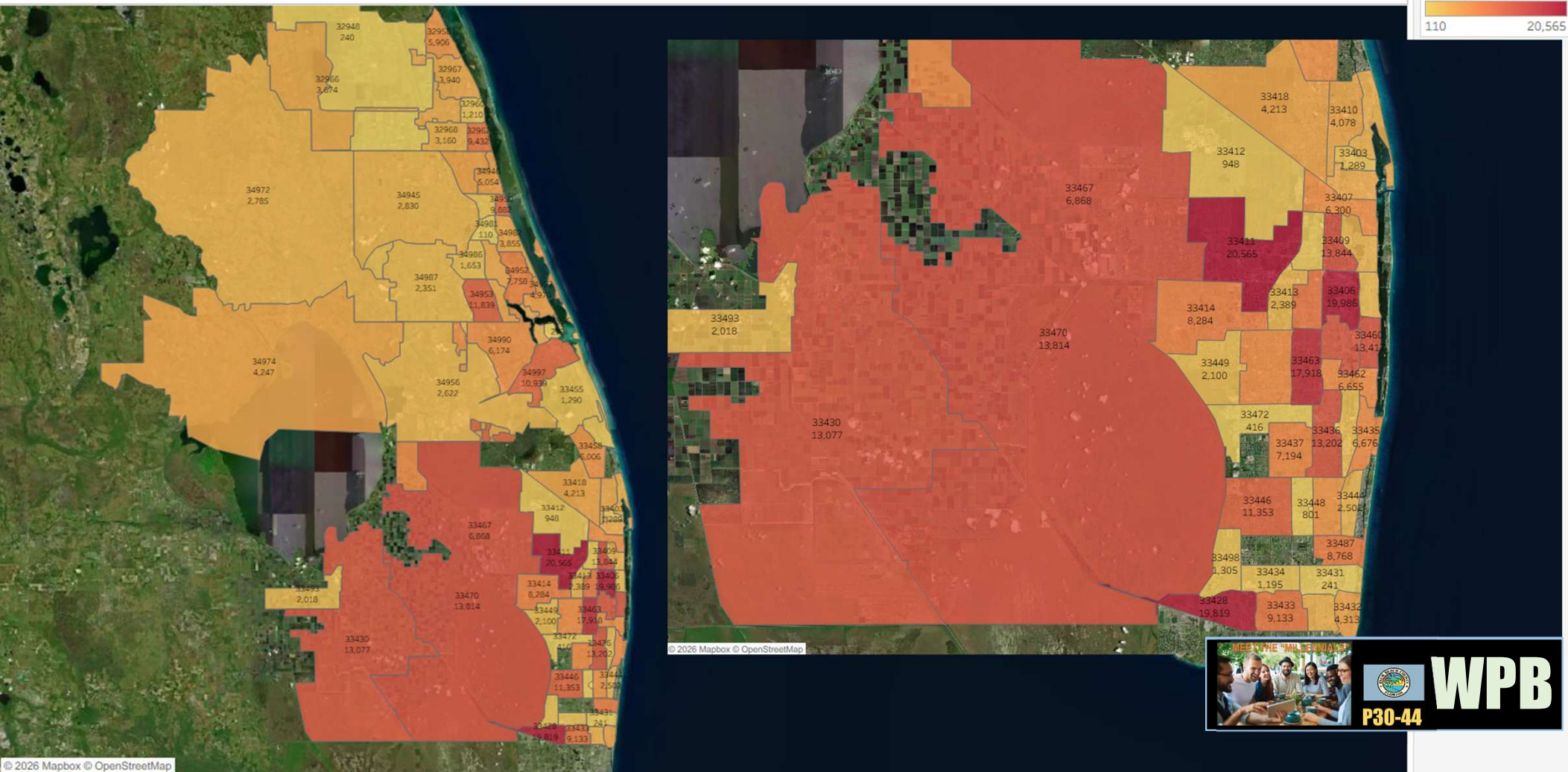


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Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults))



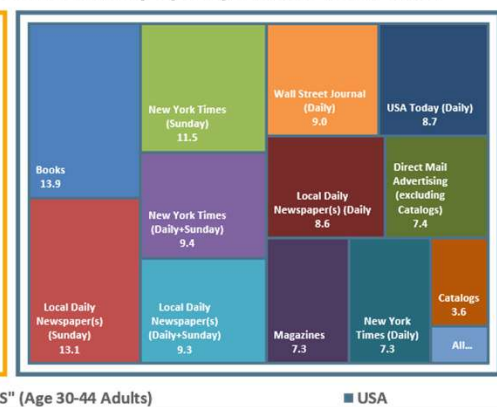
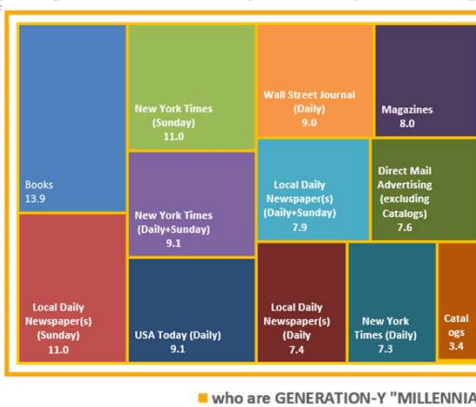
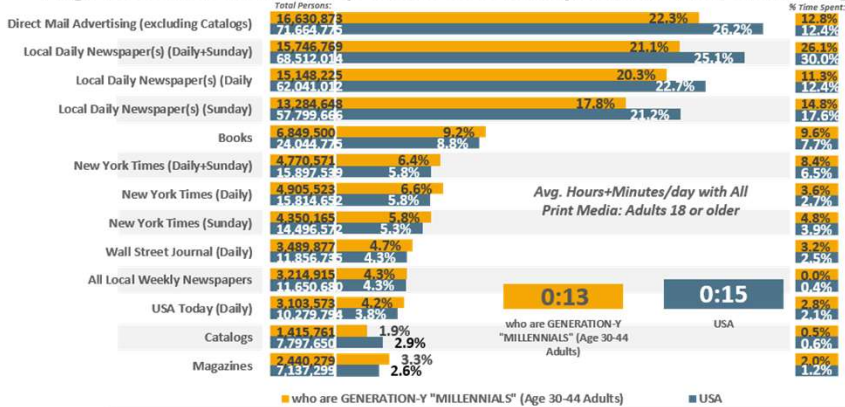
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults))



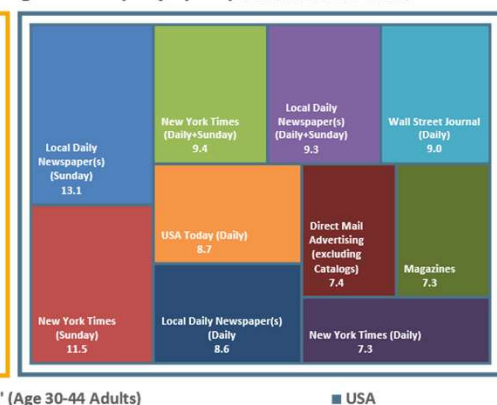
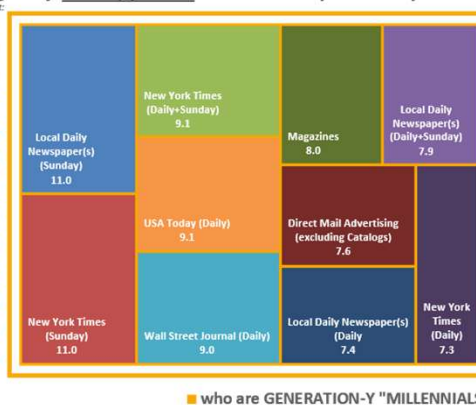
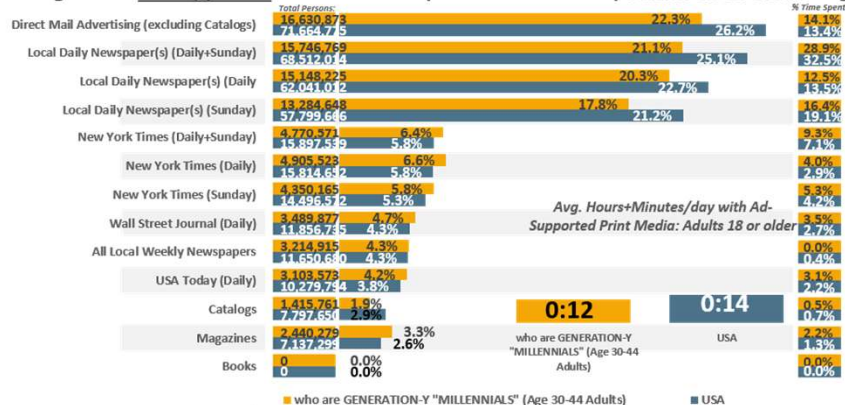


15,746,769 or 21.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



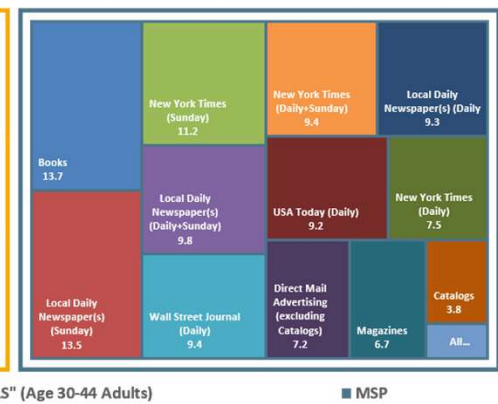
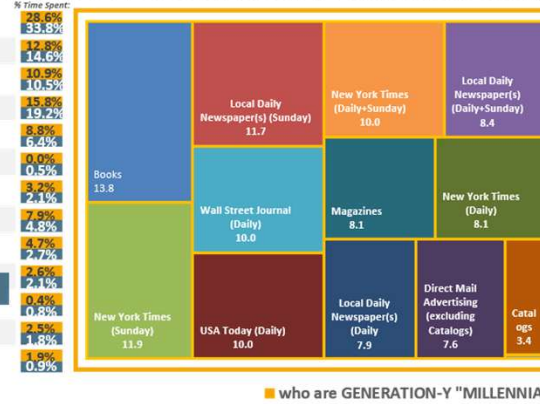
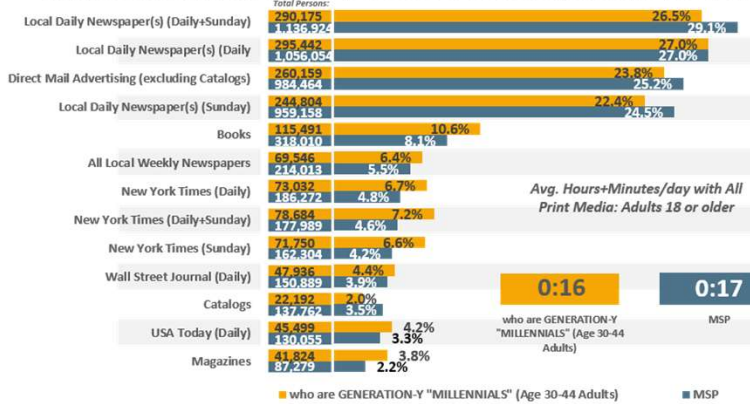
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



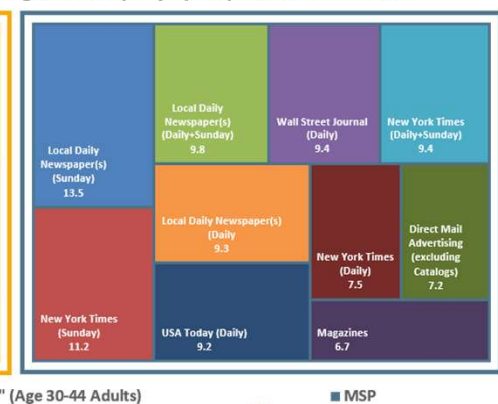
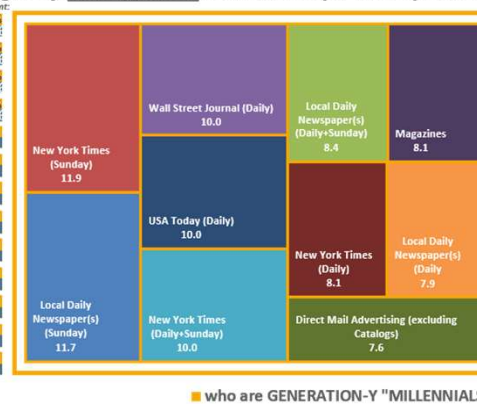
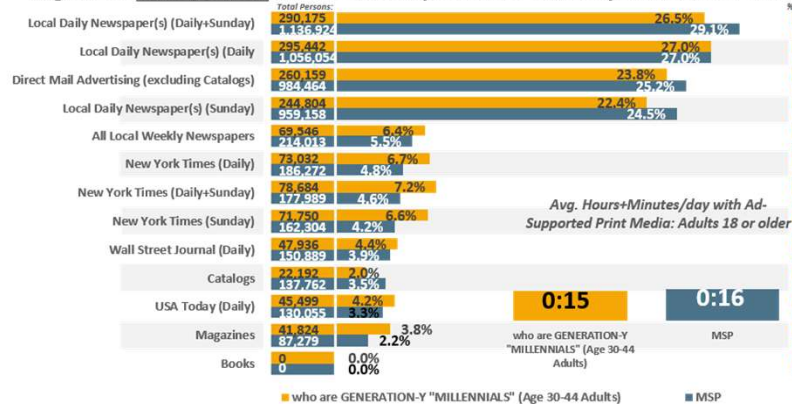


290,175 or 26.5% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 31.3% of all time spent daily with All forms of Print Media.

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



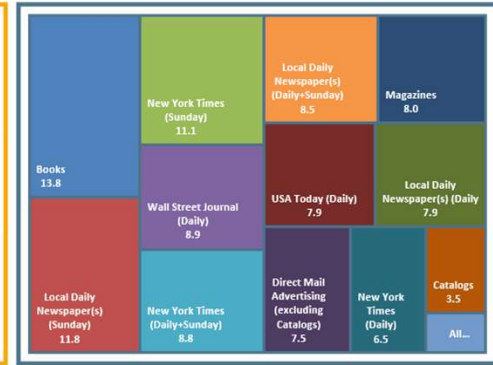
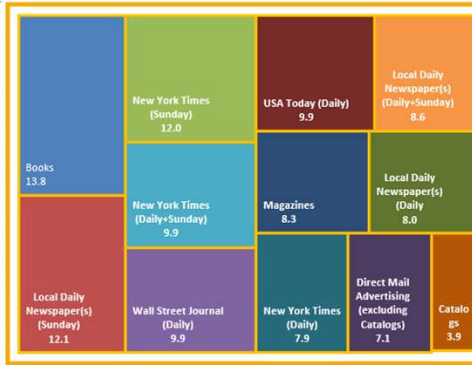
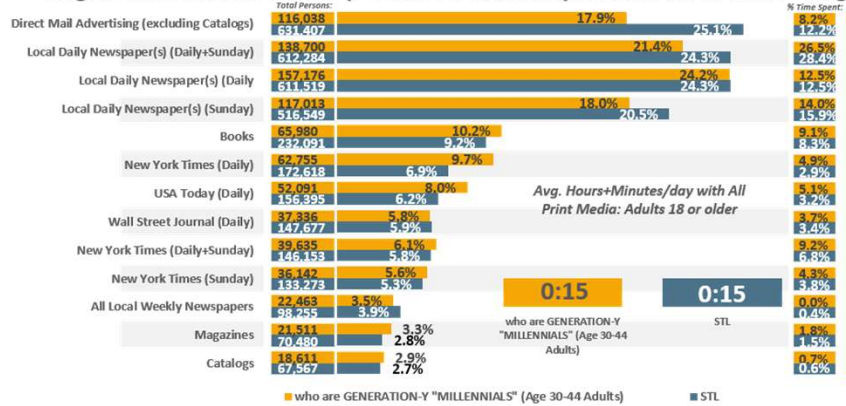
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



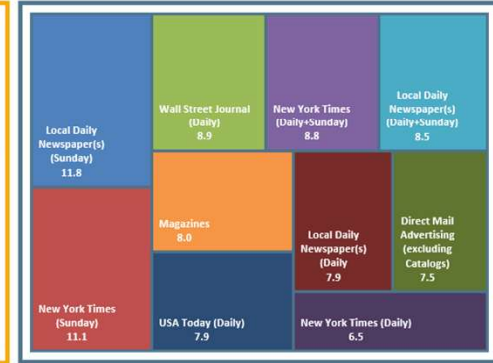
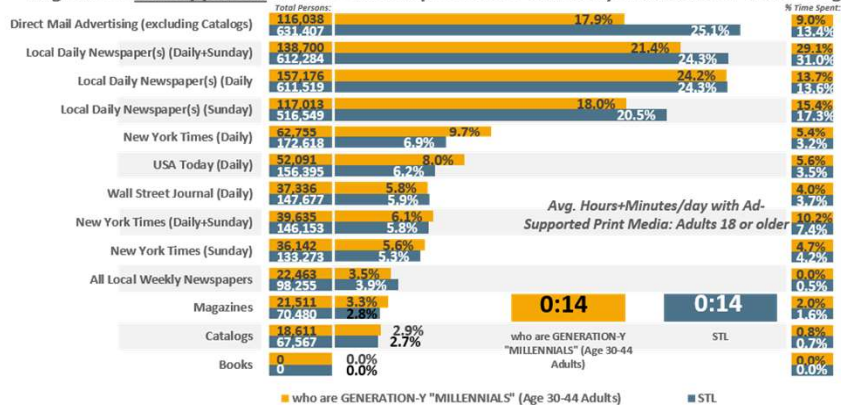


138,700 or 21.4% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.1% of all time spent daily with All forms of Print Media.

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**



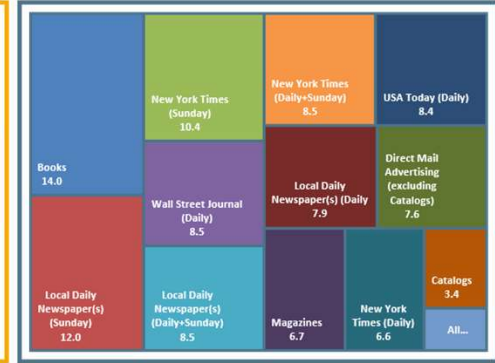
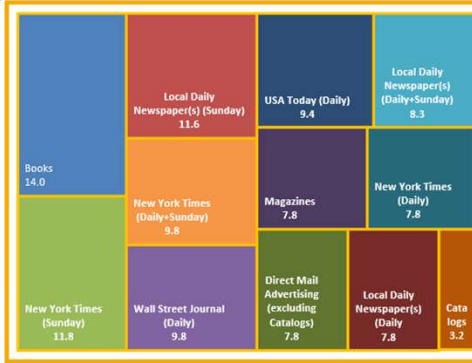
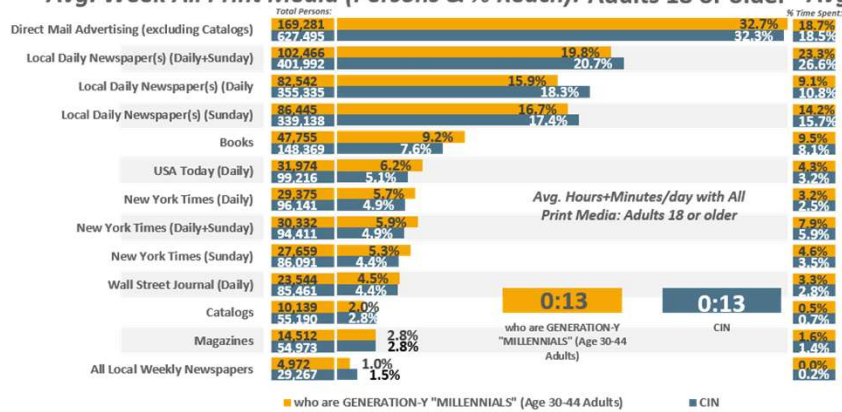
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



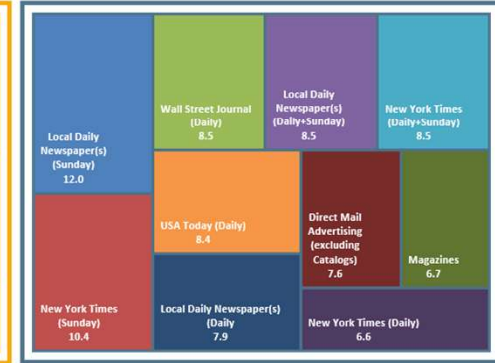
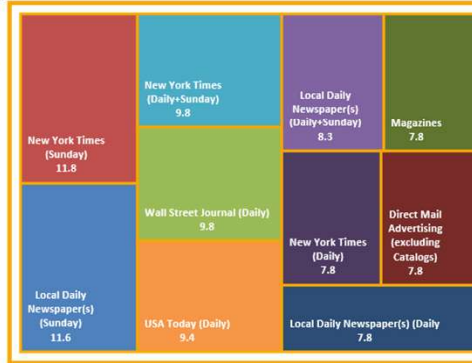
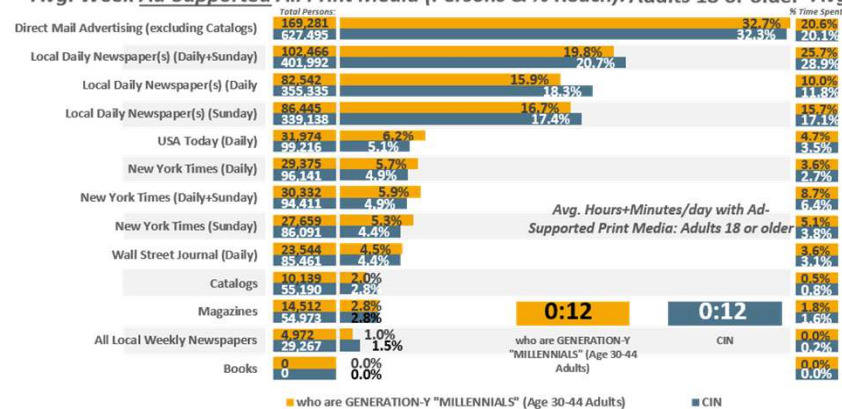


102,466 or 19.8% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 25.7% of all time spent daily with All forms of Print Media.

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**



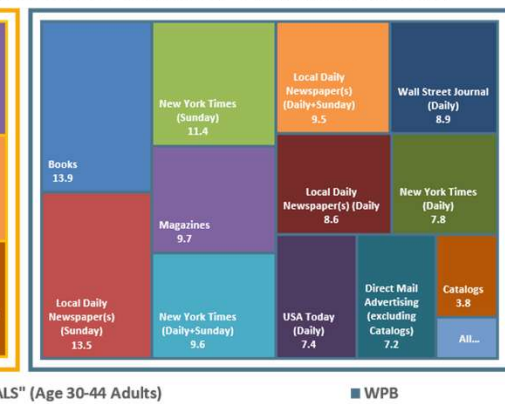
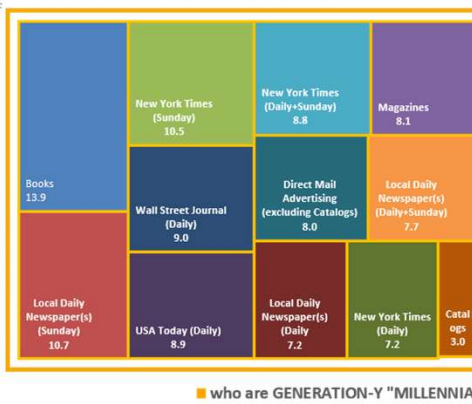
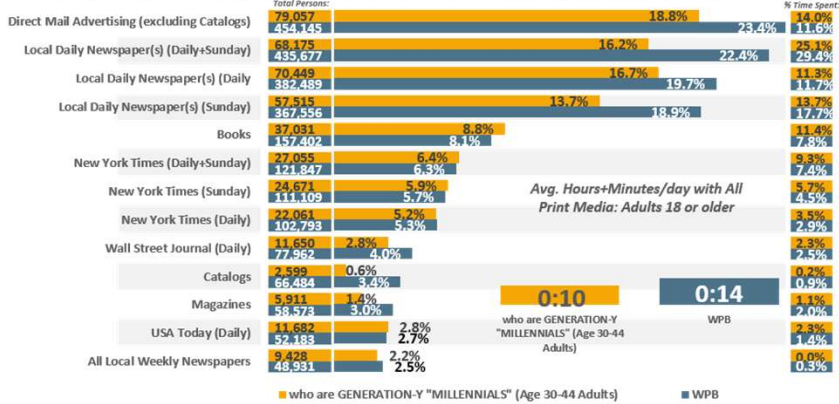
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



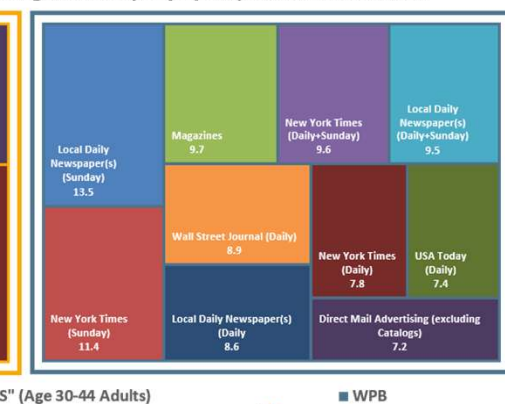
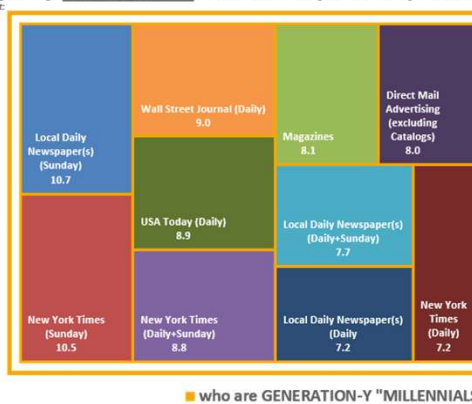
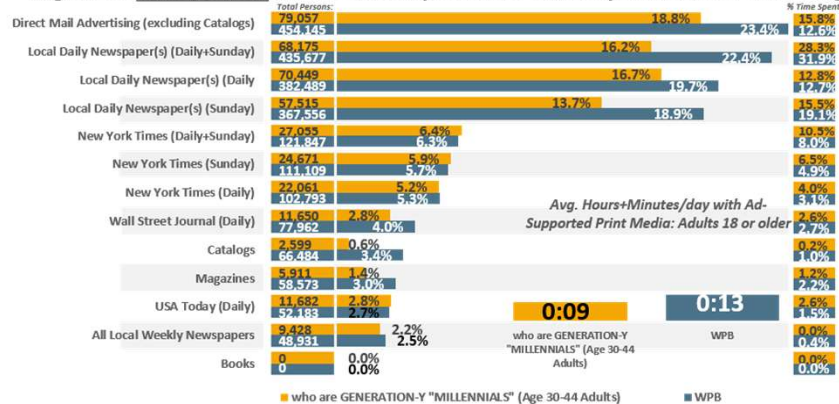


68,175 or 16.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 28.3% of all time spent daily with All forms of Print Media.

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



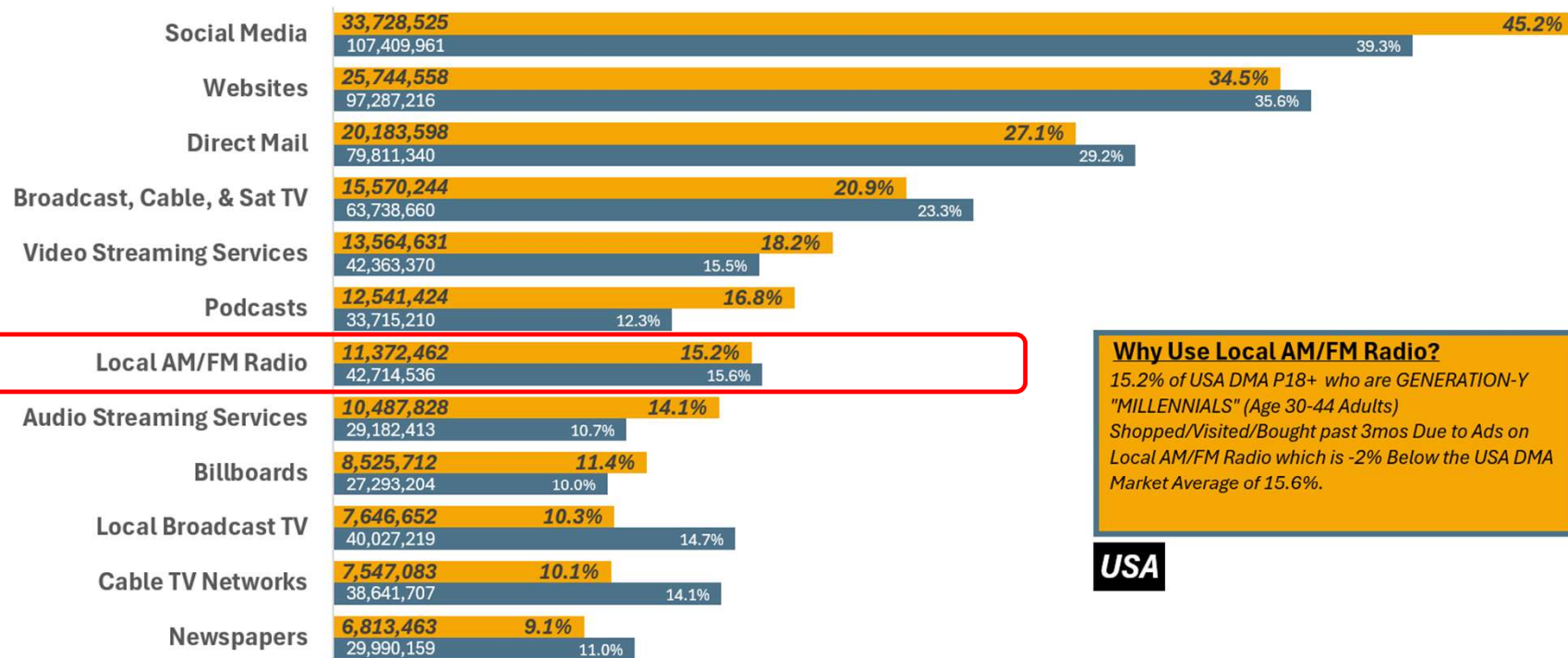
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

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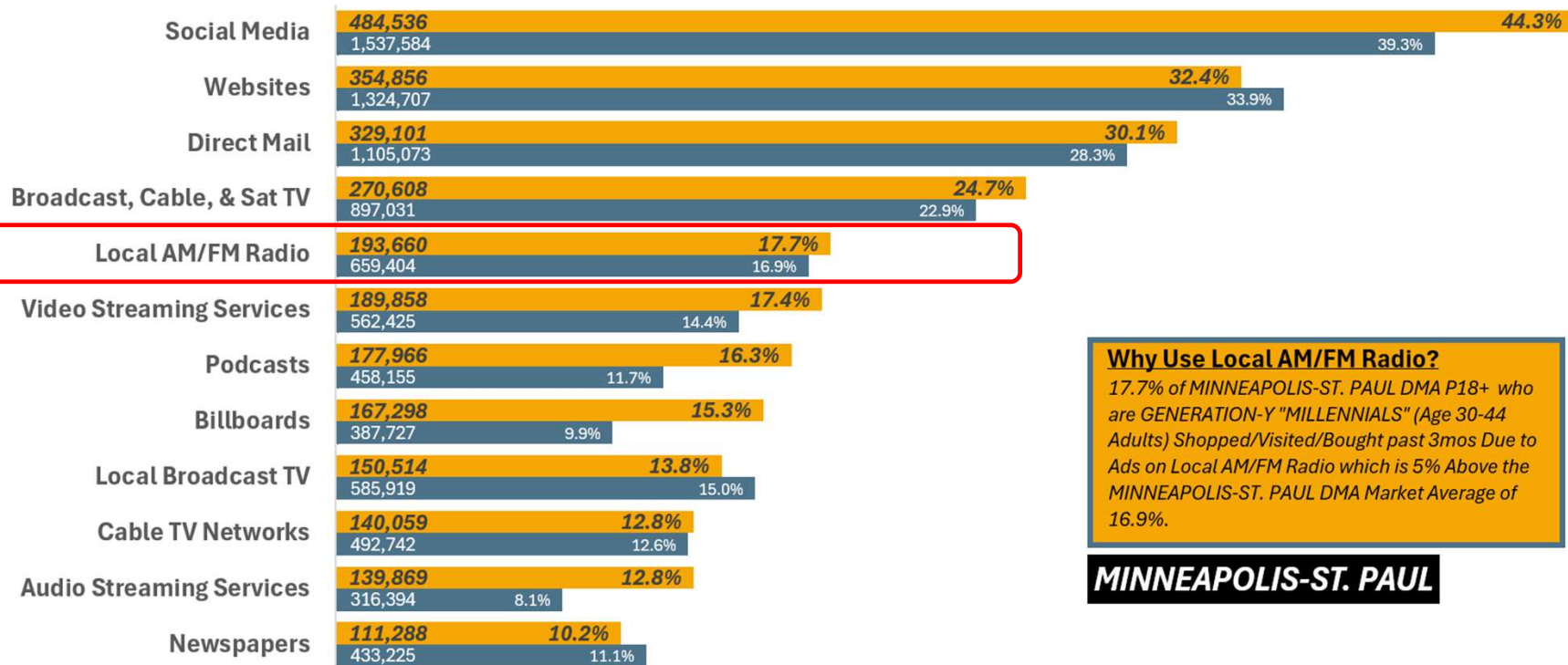
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

17.7% of MINNEAPOLIS-ST. PAUL DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 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: 456
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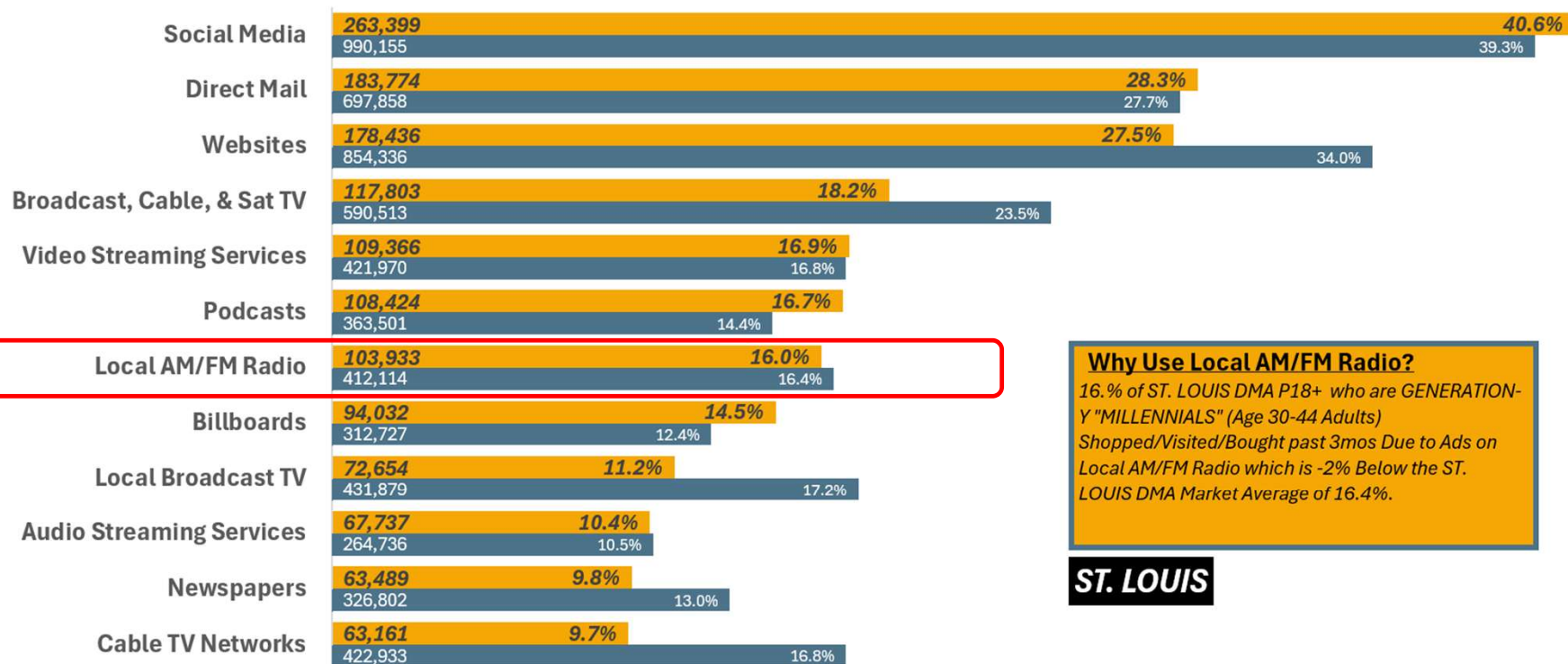
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16. % of ST. LOUIS DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -2% Below the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 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: 407
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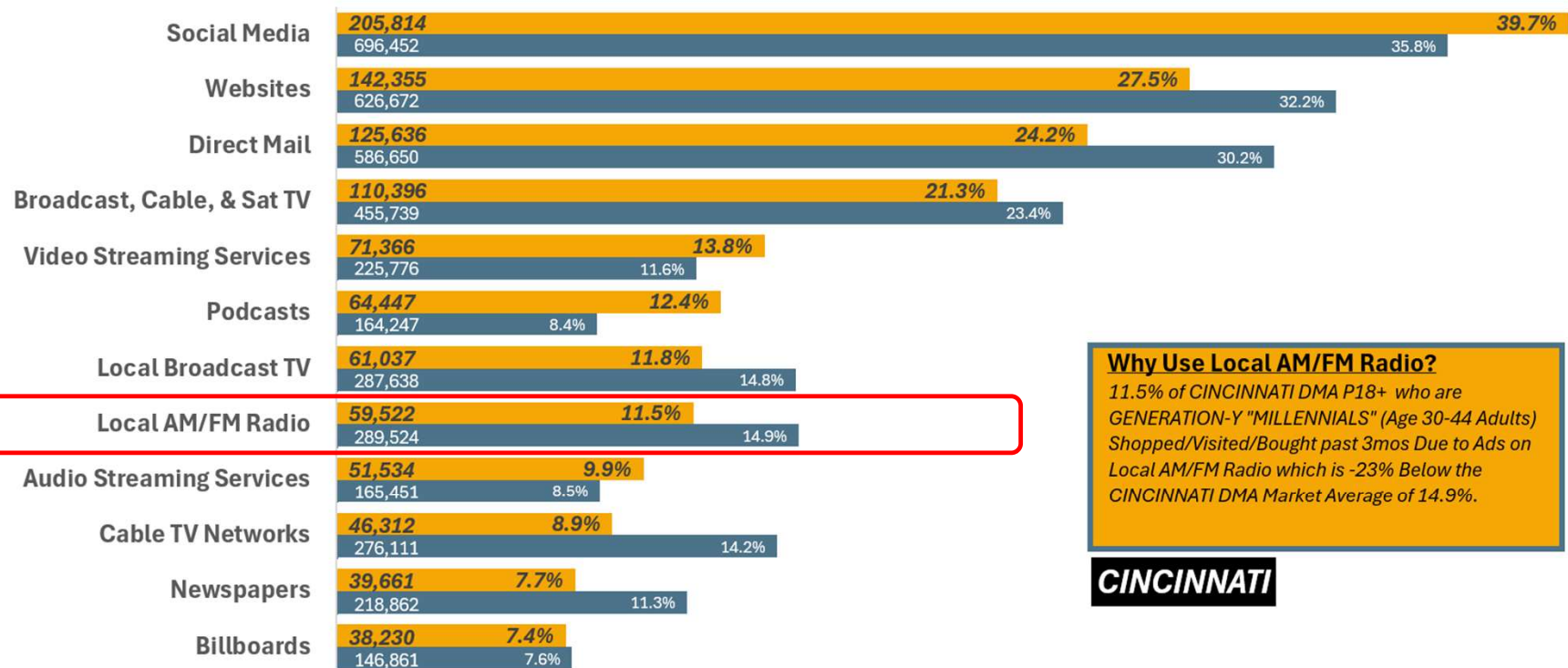
soefa.ai Share of Everything for Anything ®

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



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.5% of CINCINNATI DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -23% Below the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 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: 427
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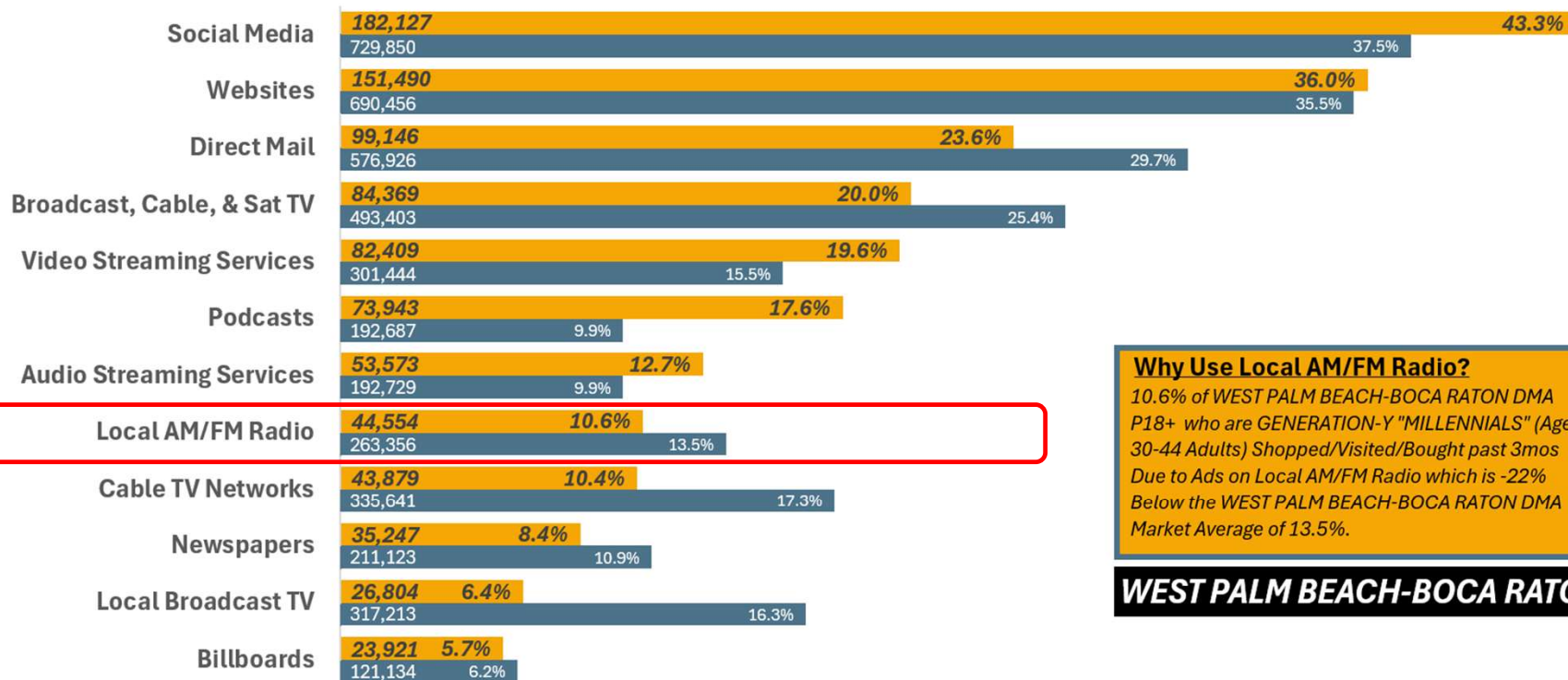
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

10.6% of WEST PALM BEACH-BOCA RATON DMA P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -22% Below the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

■ P18+ who are GENERATION-Y "MILLENNIALS" (Age 30-44 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: 473
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)