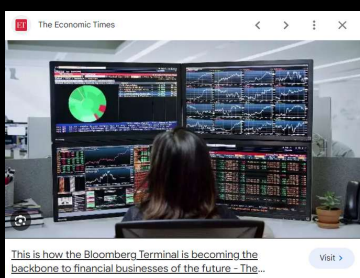


USA - GENERATION-X (Age 45-59 Adults) vs. GENERATION-X (Age 45-59 Adults) in 4 More DMAs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who are GENERATION-Y (Age 45-59 Adults)** as of March 31, 2026.



- USA**
P45-59
- MSP**
P45-59
- STL**
P45-59
- CIN**
P45-59
- WPB**
P45-59

P45-59

Vanguard BlackRock

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

(Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)





23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults).
 Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.5 years old
 (7.5% older than average) and have a \$114,759 (16.7% higher than average) annual household income.

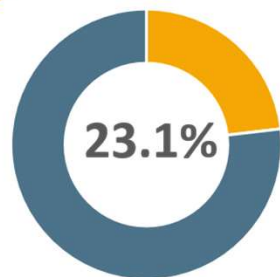


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

63,217,798

209,956,702

■ who are GENERATION-X
 "LATCHKEY KIDS" (Age 45-59
 Adults)
 ■ Remainder of USA DMAs

%M vs. %F:

Average Age:

Persons:

49.0%

49.2%

51.0%

50.8%

52.4

48.8

52.5

48.9

31,003,085

134,358,7...

32,214,713

138,815,7...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

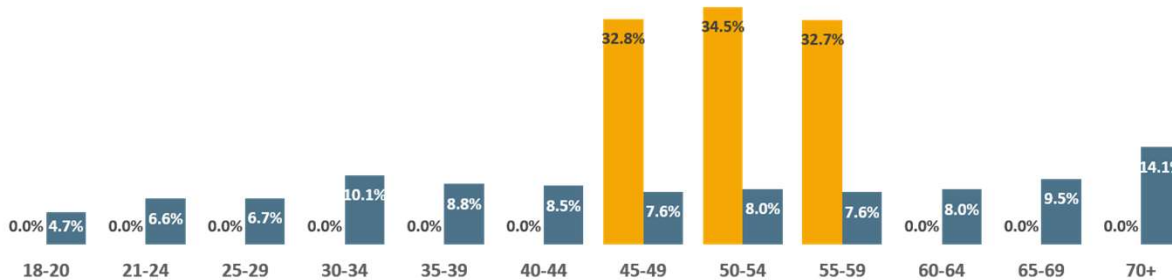
Average Age:

Adults 18 or older

52.5

48.8

■ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) ■ USA



■ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)

■ USA

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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USA Projection

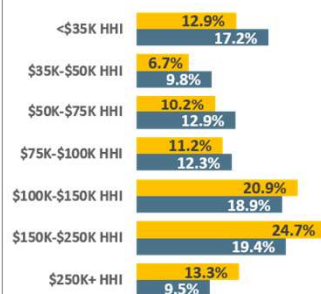
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

HHI of Target vs. Market:



Avg HHI:

\$114,759

\$98,335



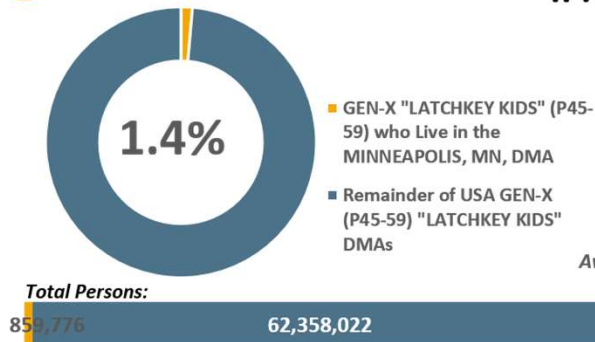
1.4% or 859,776 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the MINNEAPOLIS, MN, DMA.
Typical Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA are 52.3 years old (.3% younger than average) and have a \$134,317 (17.% higher than average) annual household...

Percent of Market: Adults 45 - 59

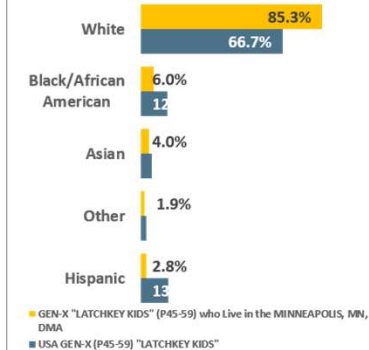


Gender of Target vs. Market: Adults 45 - 59

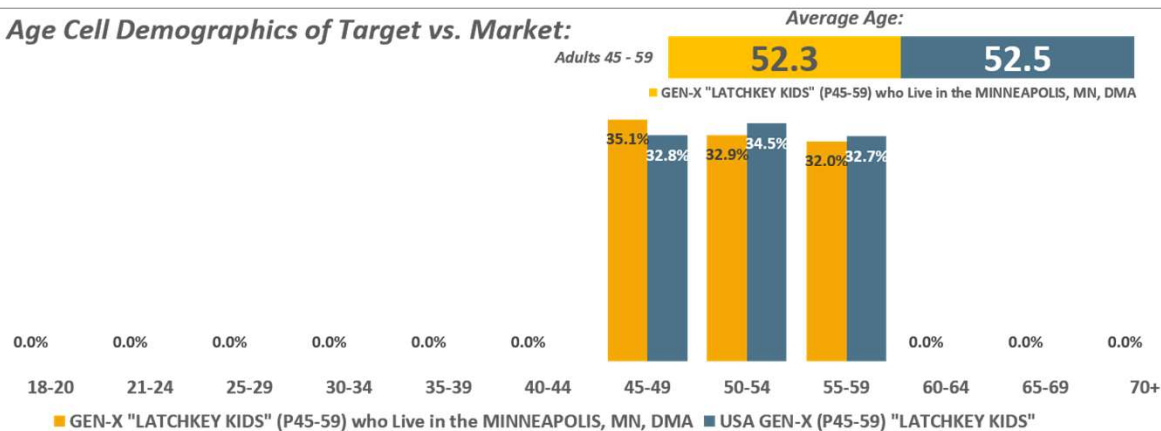
Ethnicity of Target vs. Market:



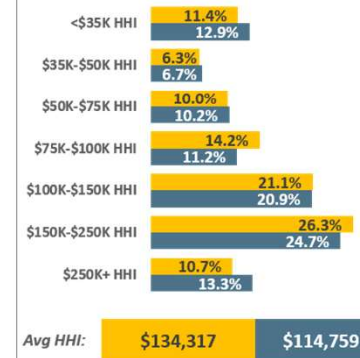
	%M vs. %F:	Average Age:	# Persons:
Men	49.1%	52.3	421,858
Men	49.0%	52.4	31,003,085
Women	50.9%	52.4	437,918
Women	51.0%	52.5	32,214,713



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 426 USA Projection USA Qual Intab 6,049

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



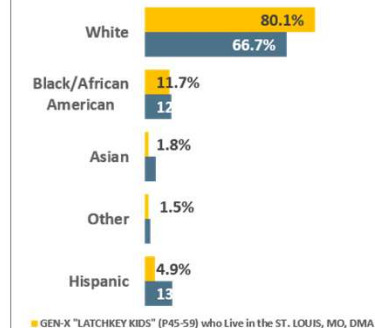
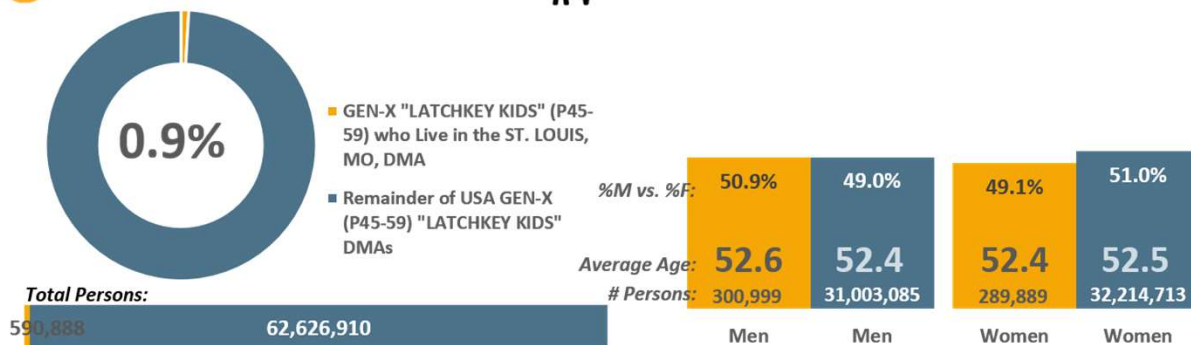
.9% or 590,888 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the ST. LOUIS, MO, DMA.
 Typical Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA are 52.5 years old (.1% older than average) and have a \$132,337 (15.3% higher than average) annual household income.

Percent of Market: Adults 45 - 59



Gender of Target vs. Market: Adults 45 - 59

Ethnicity of Target vs. Market:



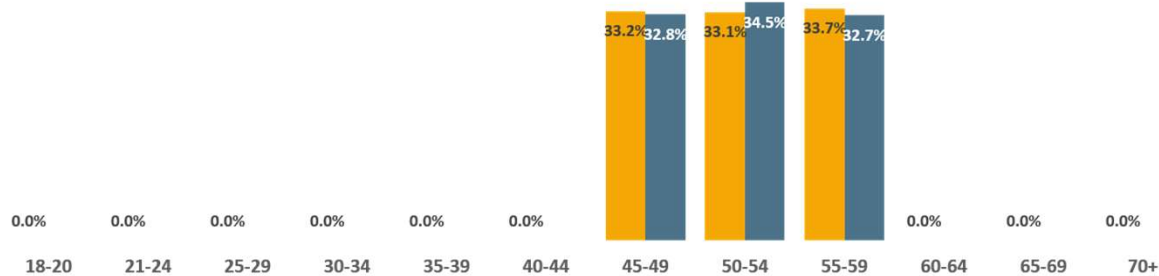
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 45 - 59



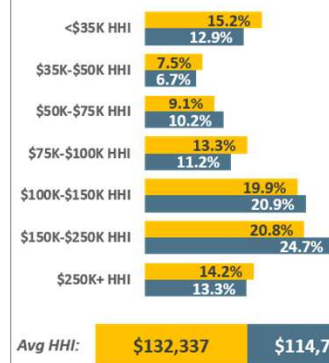
GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 497
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HHI of Target vs. Market:



Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

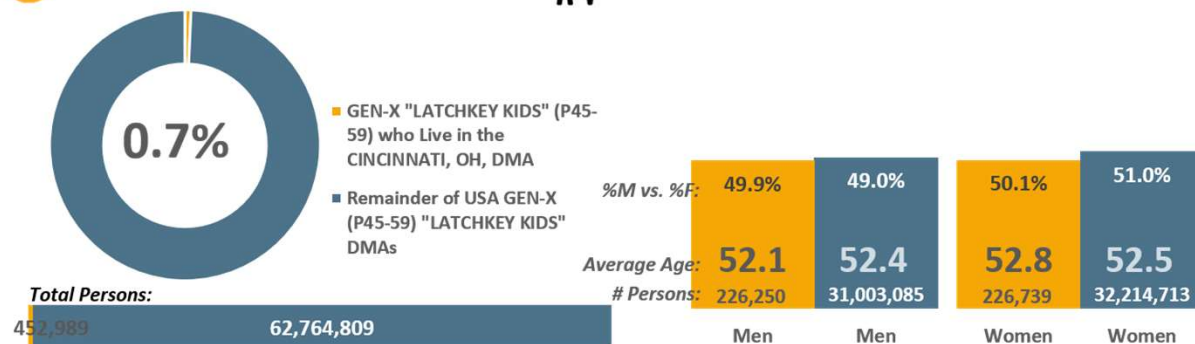


.7% or 452,989 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CINCINNATI, OH, DMA.
Typical Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA are 52.5 years old (.1% younger than average) and have a \$125,258 (9.1% higher than average) annual household income.

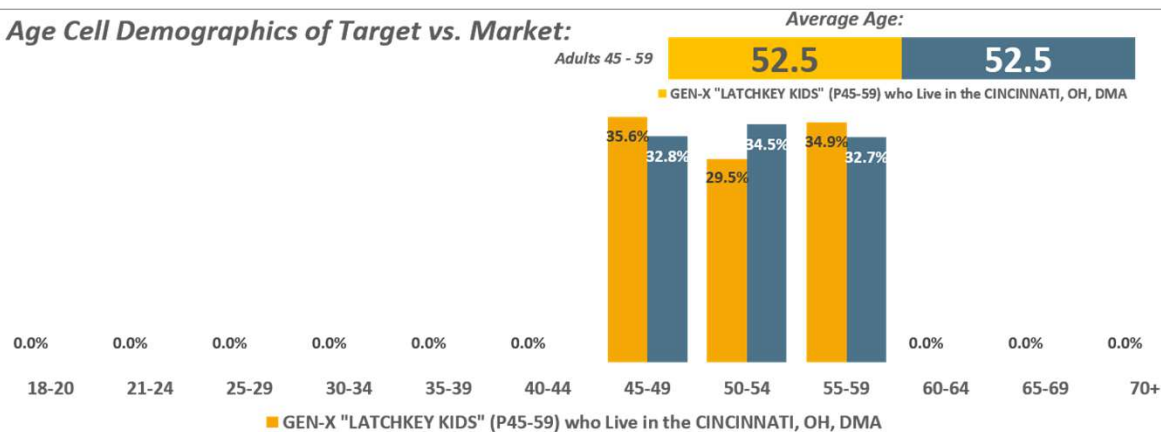
Percent of Market: Adults 45 - 59



Gender of Target vs. Market: Adults 45 - 59

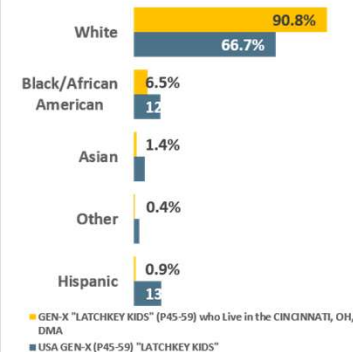


Age Cell Demographics of Target vs. Market:

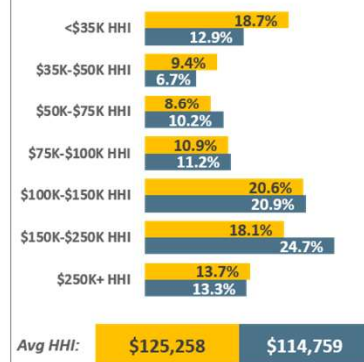


USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 486
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



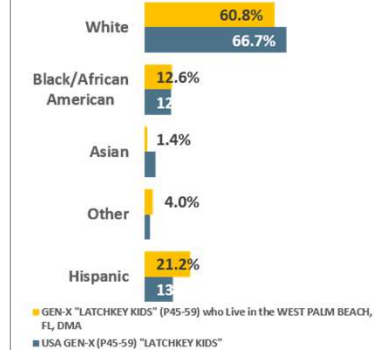
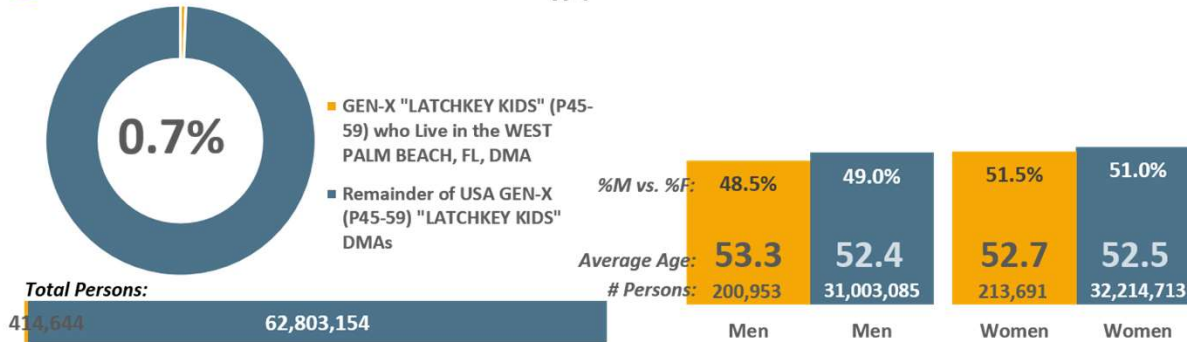
.7% or 414,644 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WEST PALM BEACH, FL, DMA.
 Typical Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA are 53.3 years old (1.1% older than average) and have a \$123,900 (8.8% higher than average) annual household...

Percent of Market: Adults 45 - 59



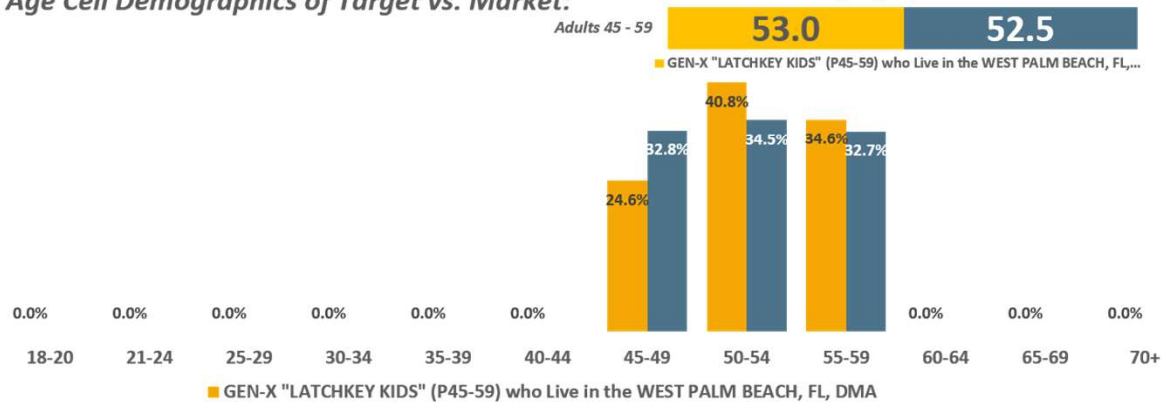
Gender of Target vs. Market: Adults 45 - 59

Ethnicity of Target vs. Market:

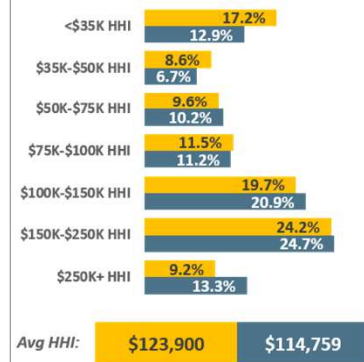


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Jan25-Jan26 Qual Intab 562
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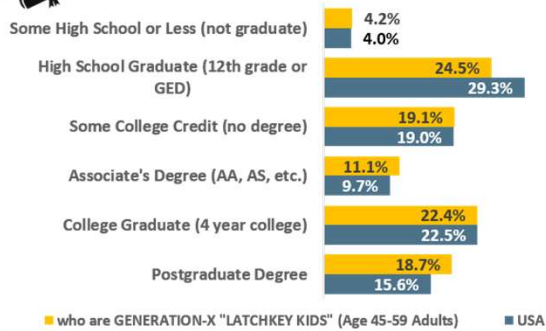
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



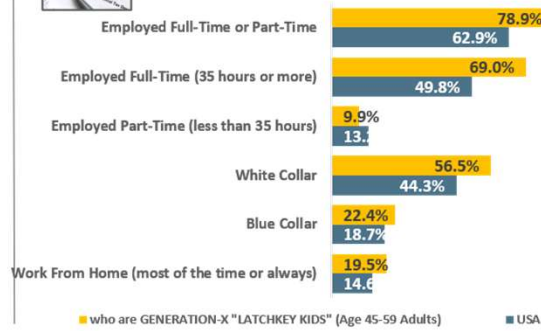
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 8.% more likely to be a college graduate, 38.7% more likely to work full-time, 24.9% more likely to be married, 23.6% more likely to be a parent of 1 or more children under 18.



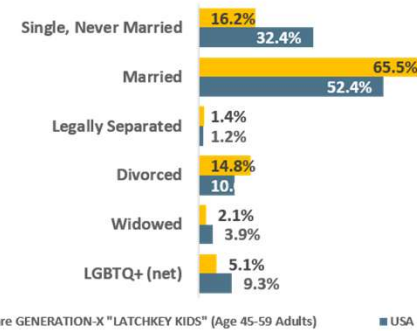
Education Levels: Adults 18 or older



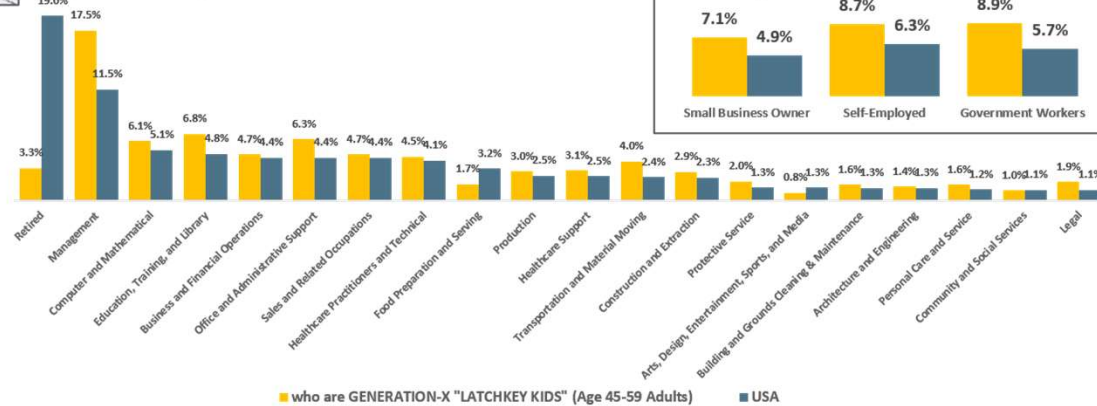
Employment: Adults 18 or older



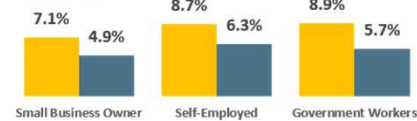
Marital Status: Adults 18 or older



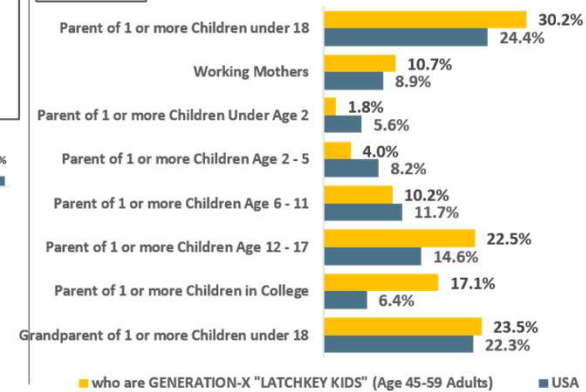
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

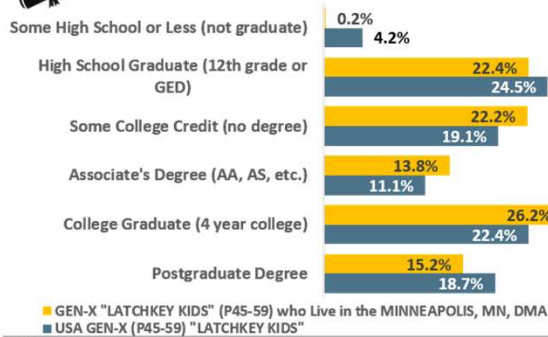
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



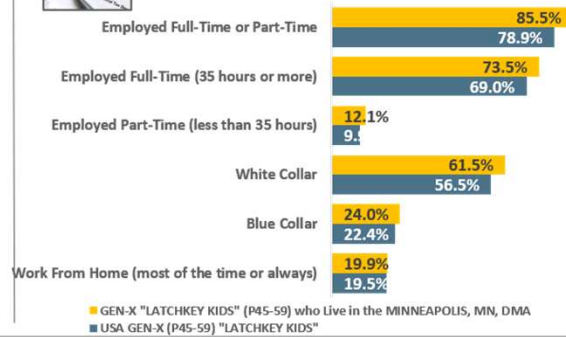
1.4% or 859,776 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the MINNEAPOLIS, MN, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA are .6% more likely to be a college graduate, 6.5% more likely to work full-time, 1.8% more likely to be married, 12.4% more likely to be a parent of 1 or more children und



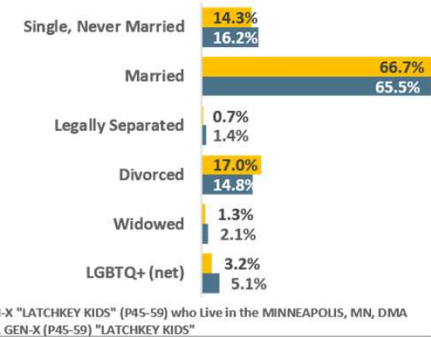
Education Levels: Adults 45 - 59



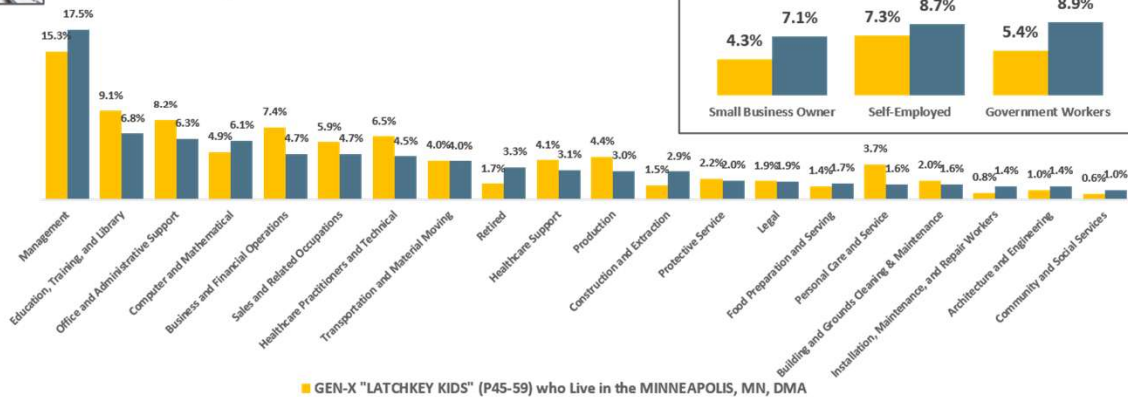
Employment: Adults 45 - 59



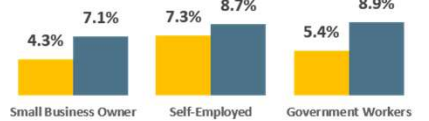
Marital Status: Adults 45 - 59



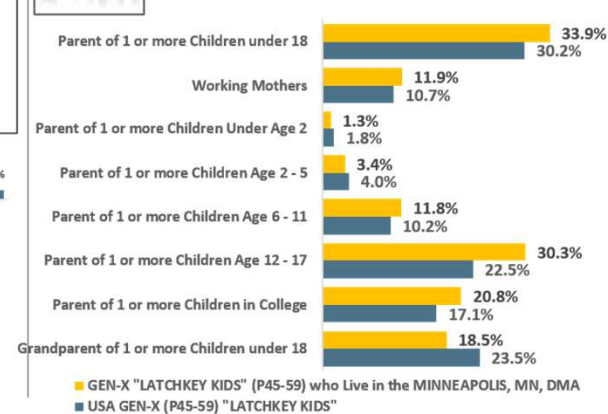
Top-20 Occupations: Adults 45 - 59



Entrepreneurs/Government Workers



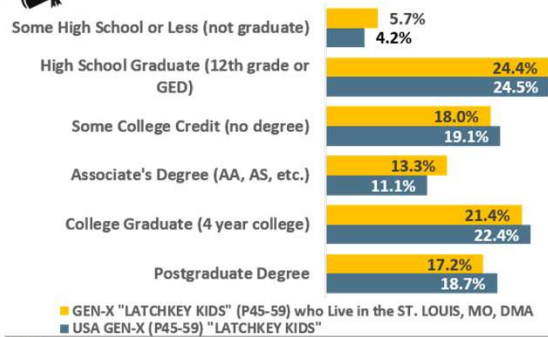
Stage in Life: Adults 45 - 59



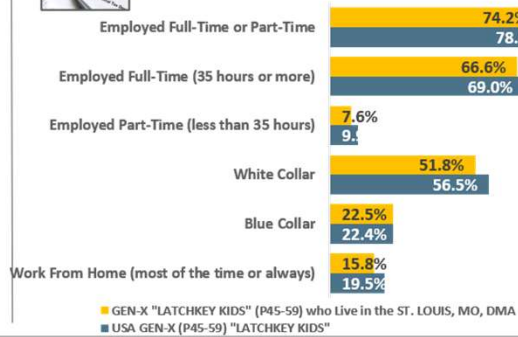


.9% or 590,888 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the ST. LOUIS, MO, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA are 6.1% less likely to be a college graduate, 3.4% less likely to work full-time, 3.2% more likely to be married, 10.1% less likely to be a parent of 1 or more children unde

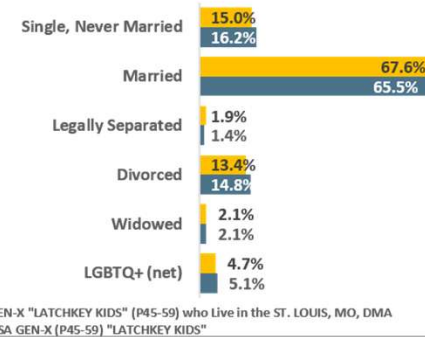
Education Levels: Adults 45 - 59



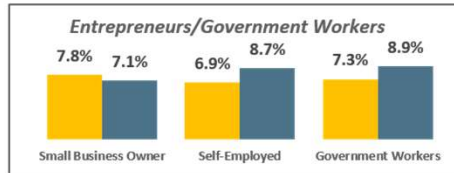
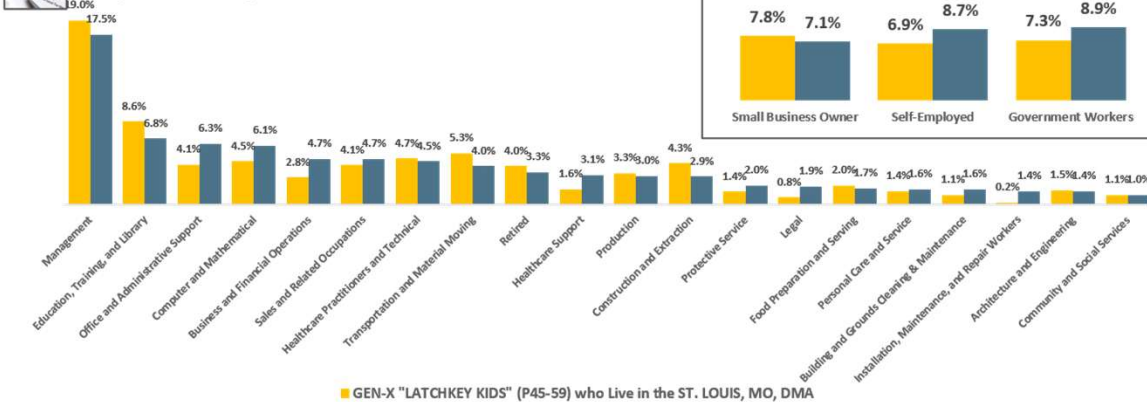
Employment: Adults 45 - 59



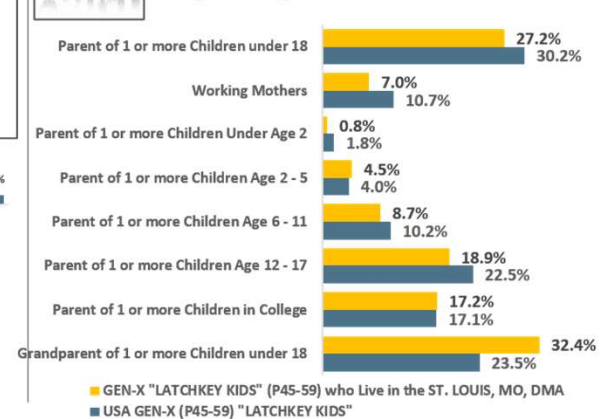
Marital Status: Adults 45 - 59



Top-20 Occupations: Adults 45 - 59



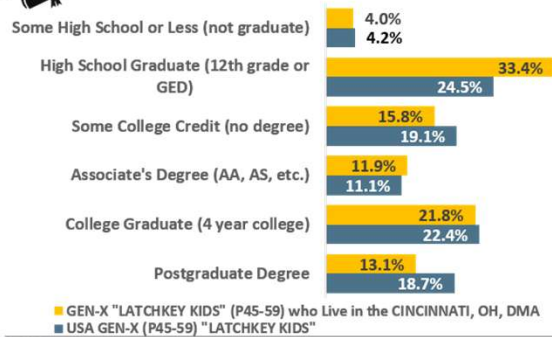
Stage in Life: Adults 45 - 59



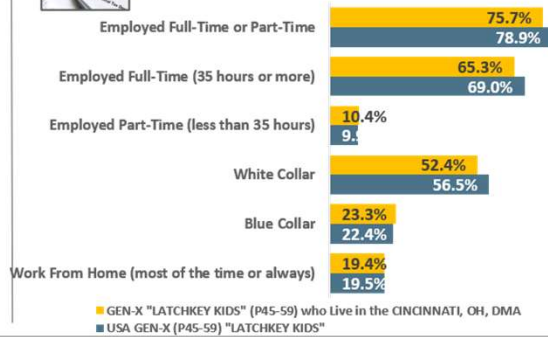


.7% or 452,989 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CINCINNATI, OH, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA are 15.1% less likely to be a college graduate, 5.3% less likely to work full-time, 3.7% less likely to be married, 12.7% less likely to be a parent of 1 or more children un

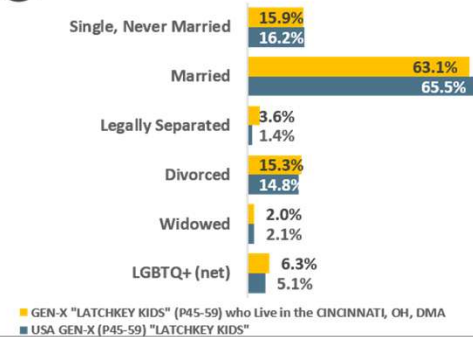
Education Levels: Adults 45 - 59



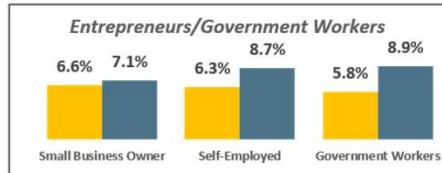
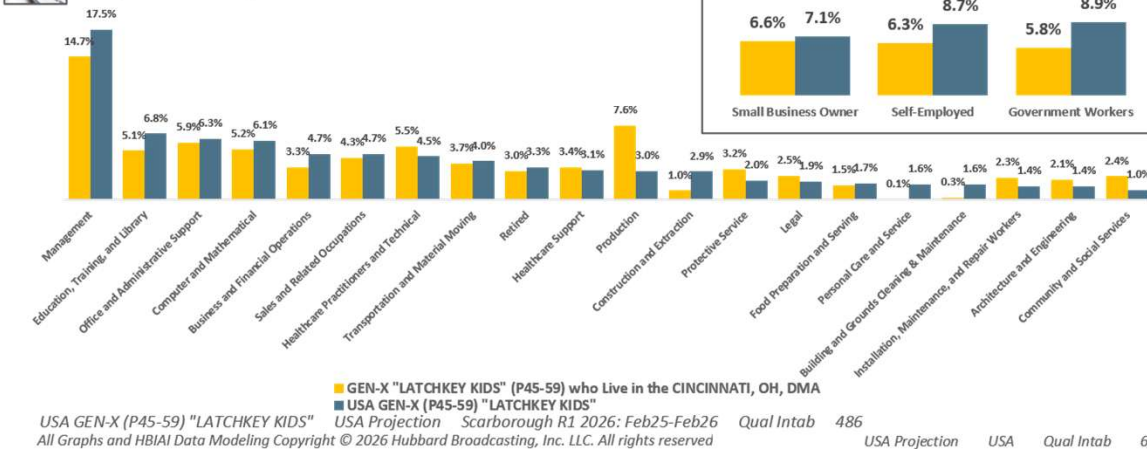
Employment: Adults 45 - 59



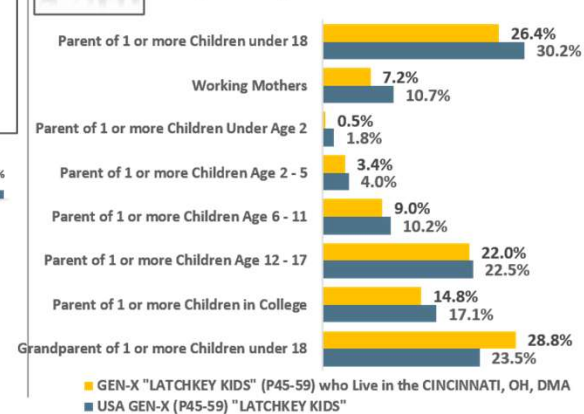
Marital Status: Adults 45 - 59



Top-20 Occupations: Adults 45 - 59



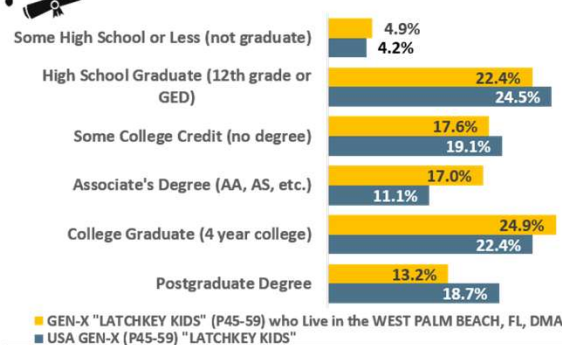
Stage in Life: Adults 45 - 59



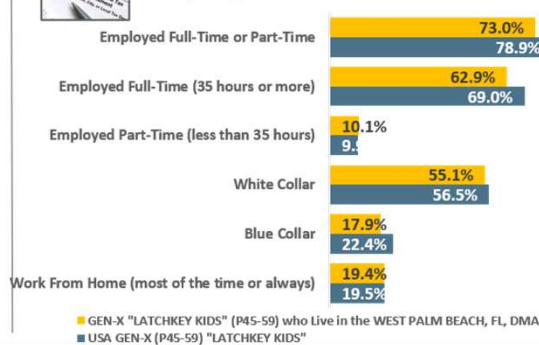


.7% or 414,644 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WEST PALM BEACH, FL,...
 Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA are 7.3%
 less likely to be a college graduate, 8.9% less likely to work full-time, 18.3% less likely to be married,
 29.6% less likely to be a parent of 1 or more childr

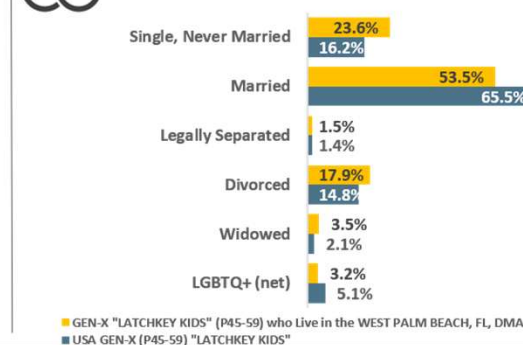
Education Levels: Adults 45 - 59



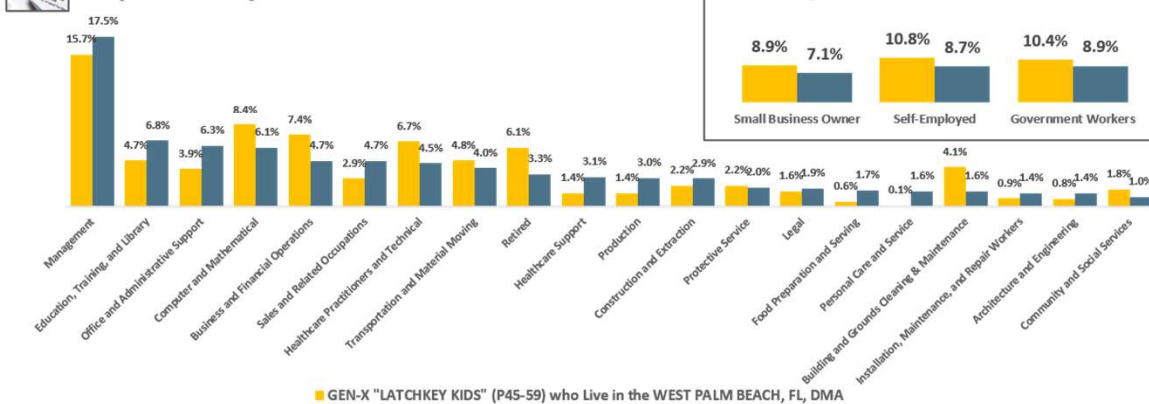
Employment: Adults 45 - 59



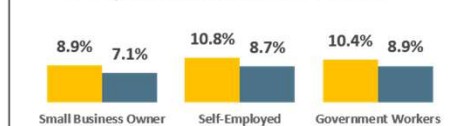
Marital Status: Adults 45 - 59



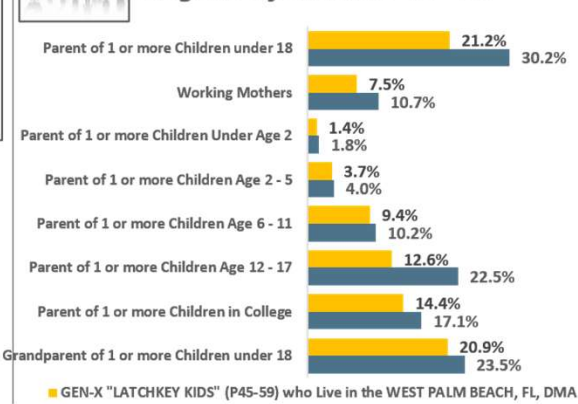
Top-20 Occupations: Adults 45 - 59



Entrepreneurs/Government Workers



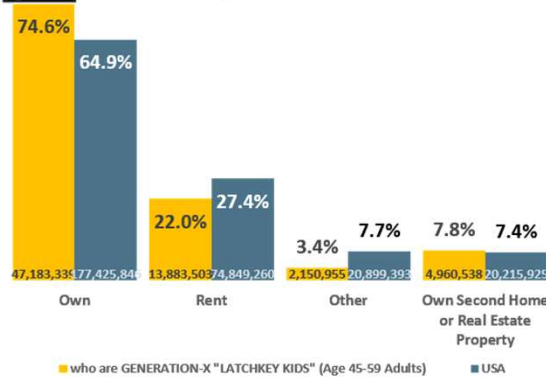
Stage in Life: Adults 45 - 59



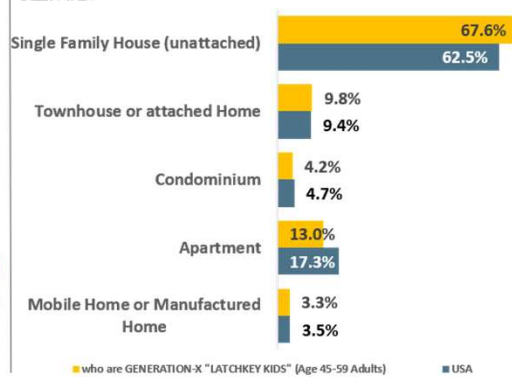


23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 14.9% more likely to own their home, 24.3% more likely to own a higher valued home, 8.3% more likely to have a single-family home, 16.2% more likely to have a dog.

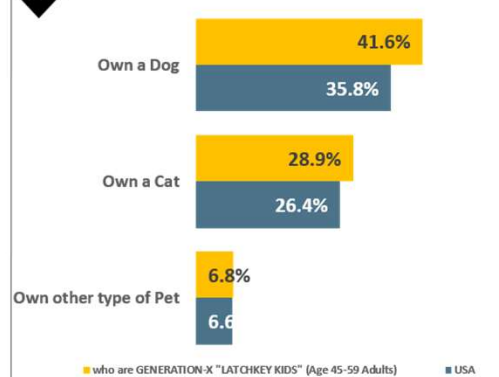
Own/Rent/Other: Adults 18 or older



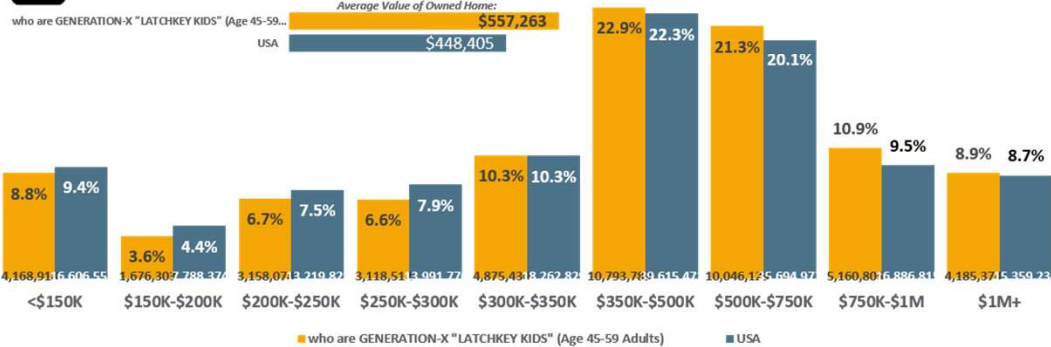
Type of Home: Adults 18 or older



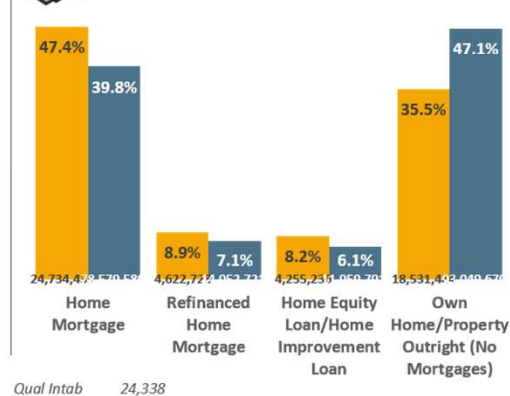
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



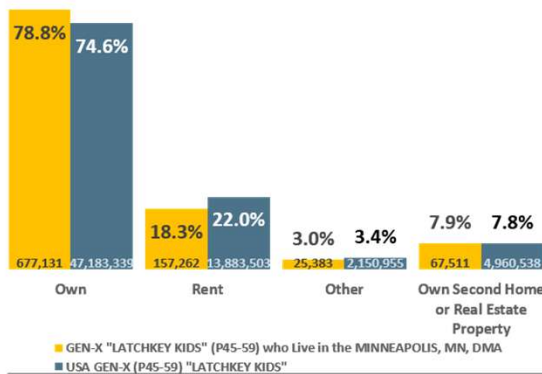
Home Loans: Adults 18 or older



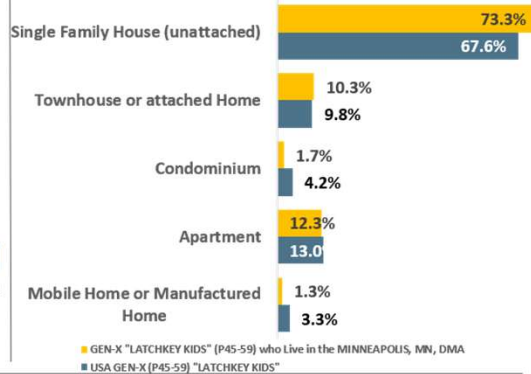


1.4% or 859,776 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the MINNEAPOLIS, MN, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA are 5.5% more likely to own their home, 7.9% more likely to own a lower valued home, 8.3% more likely to have a single-family home, 12.8% less likely to have a dog.

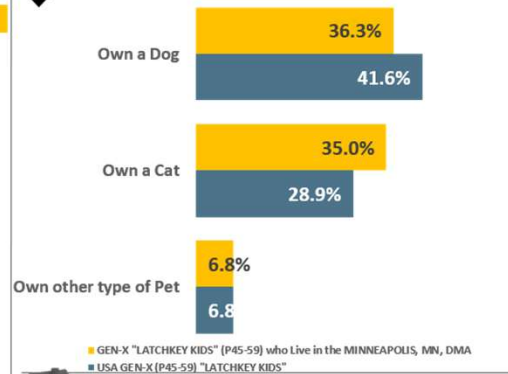
Own/Rent/Other:Adults 45 - 59



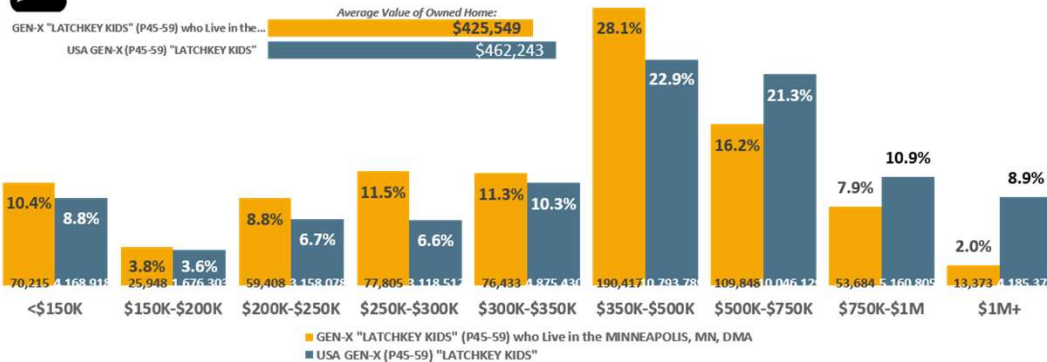
Type of Home:Adults 45 - 59



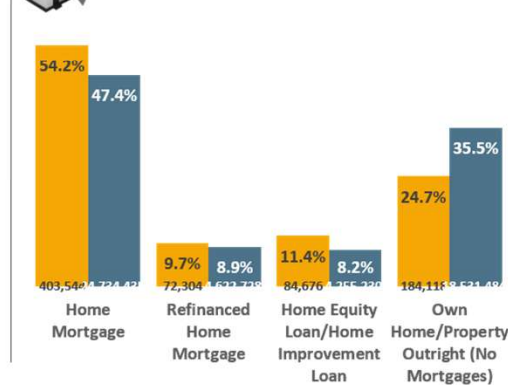
Pets in Home:Adults 45 - 59



Value of Owned Home: Adults 45 - 59



Home Loans: Adults 45 - 59



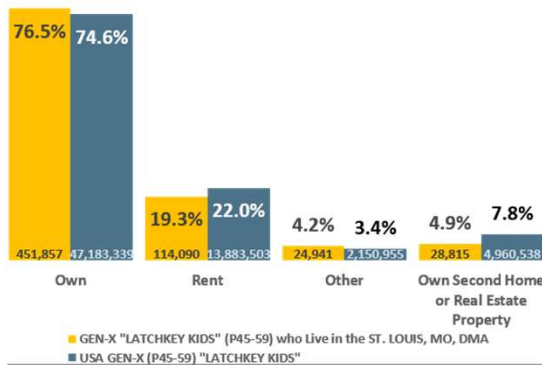
USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 426
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

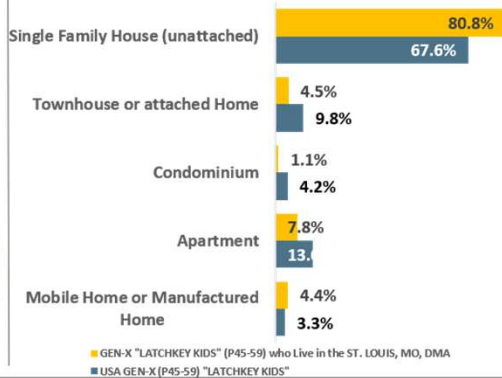


.9% or 590,888 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the ST. LOUIS, MO, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA are 2.5% more likely to own their home, 13.7% more likely to own a lower valued home, 19.5% more likely to have a single-family home, 11.1% more likely to have a dog.

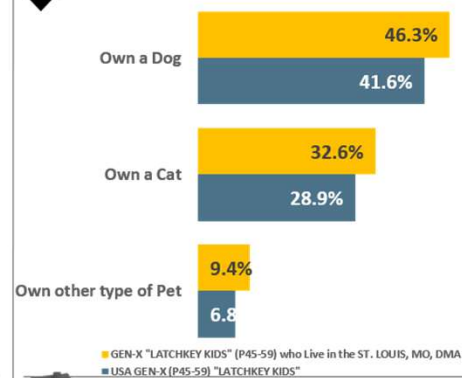
Own/Rent/Other:Adults 45 - 59



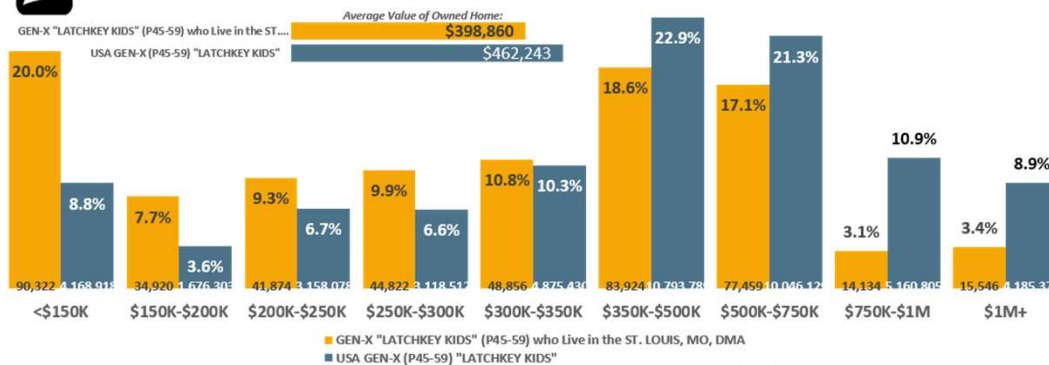
Type of Home:Adults 45 - 59



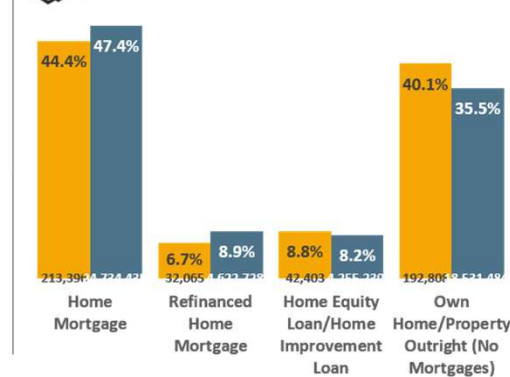
Pets in Home:Adults 45 - 59



Value of Owned Home: Adults 45 - 59



Home Loans:Adults 45 - 59

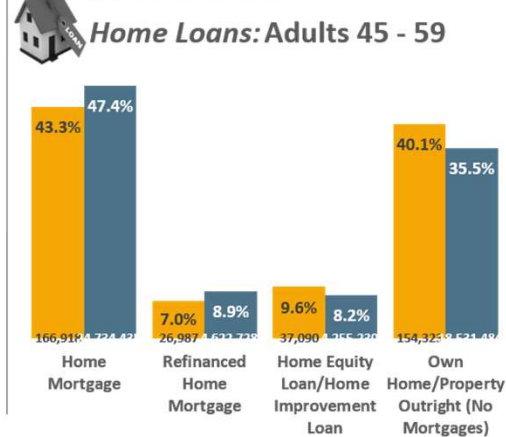
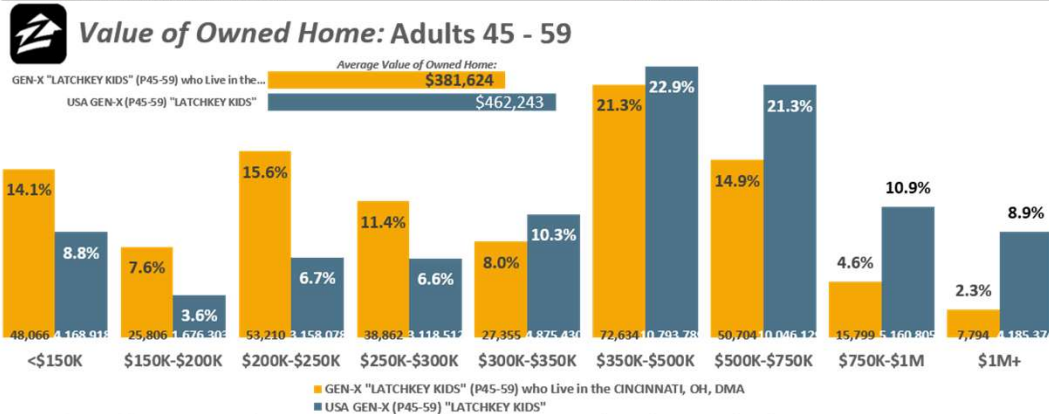
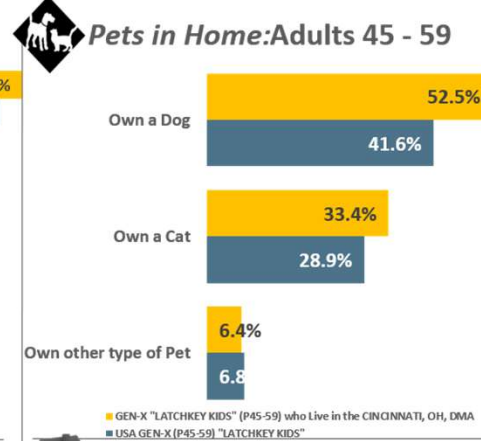
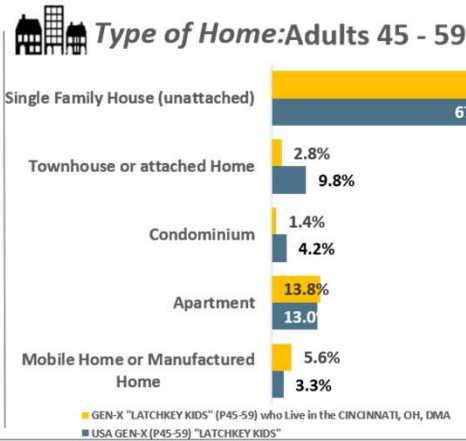
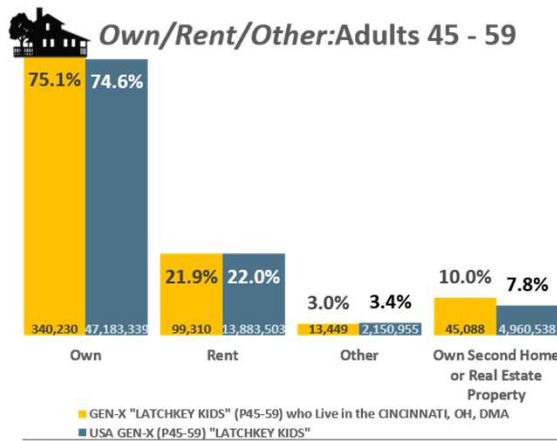


USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 497
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



.7% or 452,989 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CINCINNATI, OH, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA are .6% more likely to own their home, 17.4% more likely to own a lower valued home, 9.7% more likely to have a single-family home, 26.% more likely to have a dog.

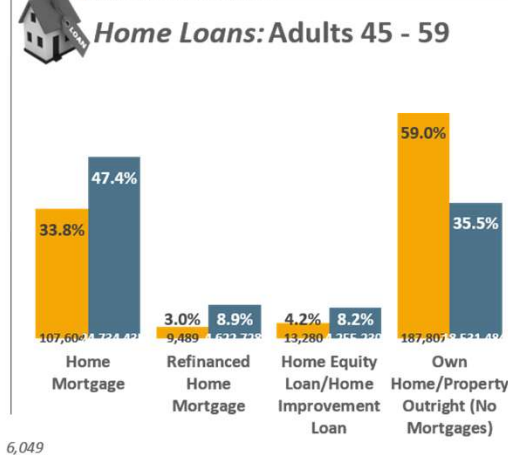
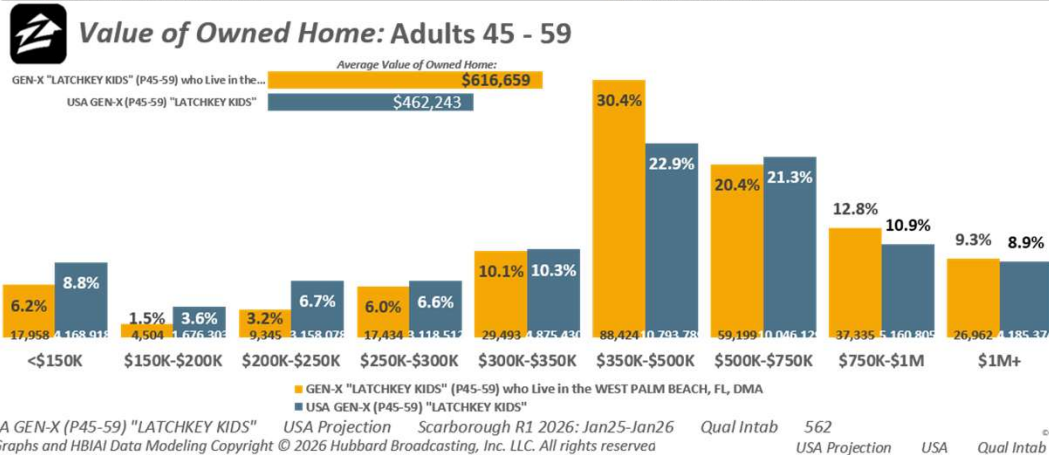
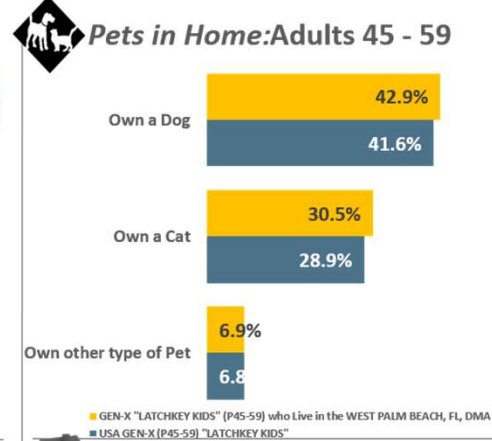
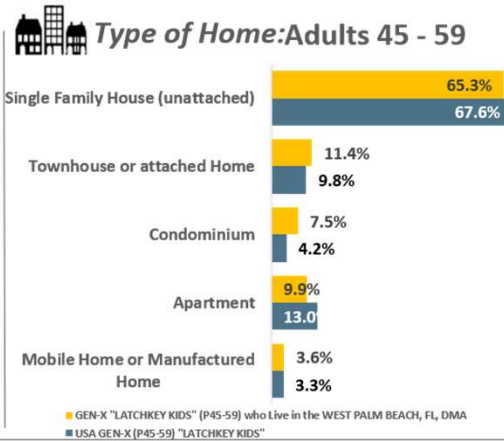
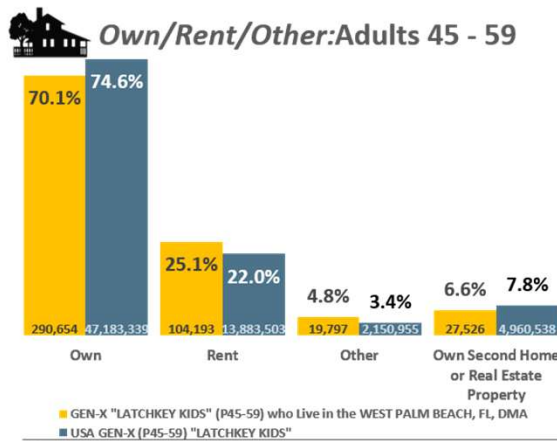


USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 486
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



.7% or 414,644 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WEST PALM BEACH, FL, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA are 6.1% less likely to own their home, 33.4% more likely to own a higher valued home, 3.4% less likely to have a single-family home, 3.0% more likely to have a dog.



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Jan25-Jan26 Qual Intab 562
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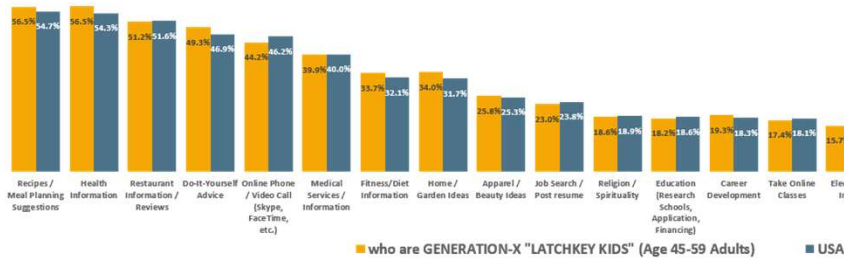
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



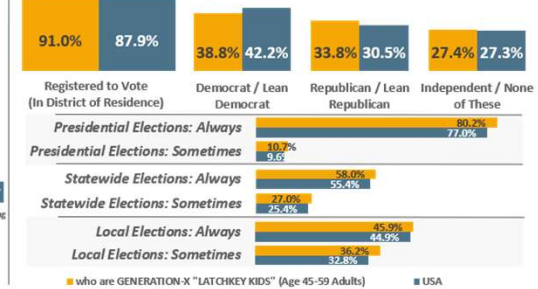
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 5.1% more likely to look up D-I-Y advice online, 2.2% more likely to always vote in local elections, .8% more likely to belong to a gym, 5.4% more likely to fly domestic past y



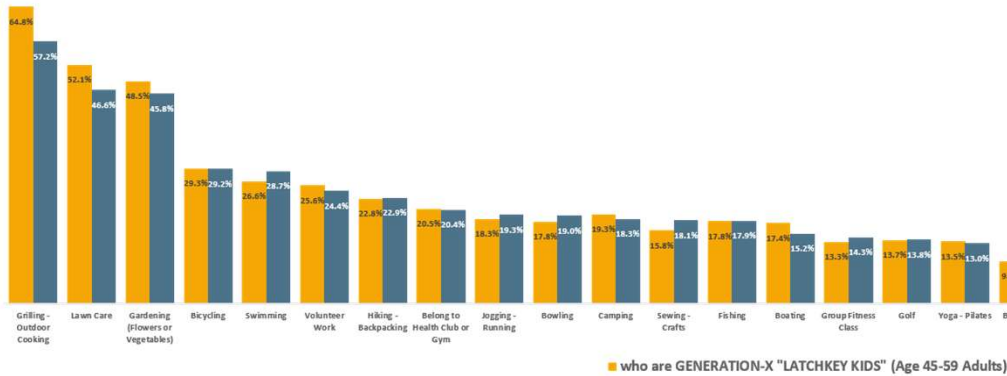
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



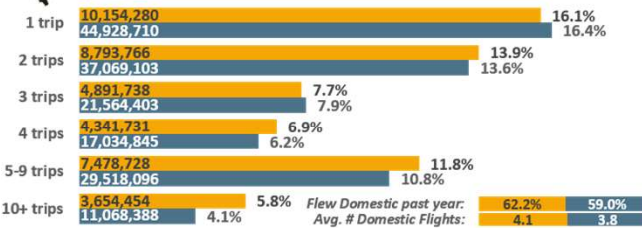
Political Activity: Adults 18 or older



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



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

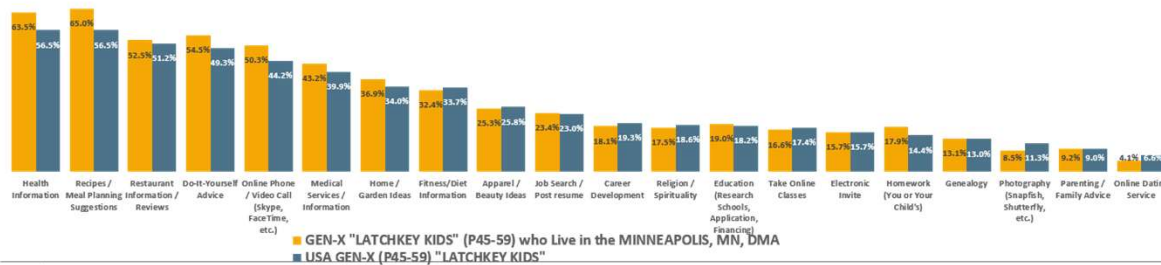




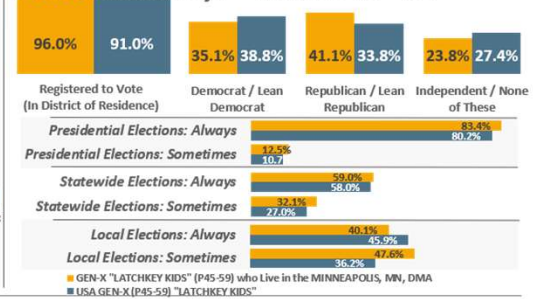
1.4% or 859,776 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the MINNEAPOLIS, MN, DMA.
 Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA are 10.5% more likely to look up D-I-Y advice online, 12.6% less likely to always vote in local elections, 10.5% less likely to belong to a gym, 8.1% less likely to fly dom



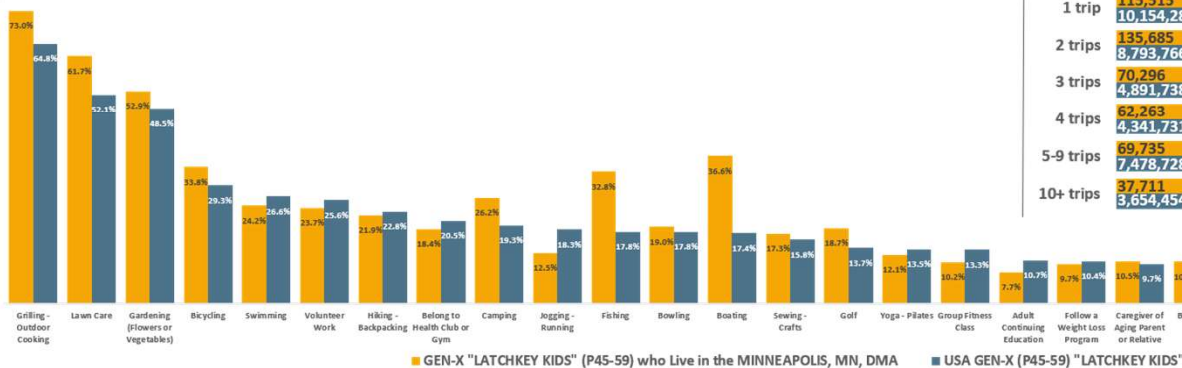
Top-20 past 30-days Online Lifestyle Activities: Adults 45 - 59



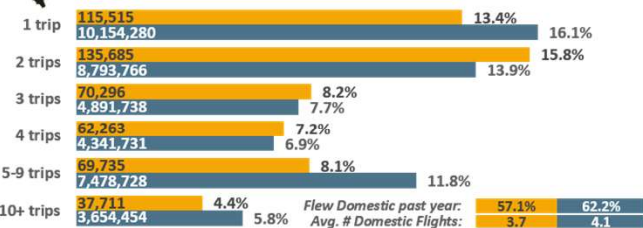
Political Activity: Adults 45 - 59



Top-30 past 12-months Active Lifestyle Activities: Adults 45 - 59



Past 12-months Domestic Airline Trips: Adults 45 - 59

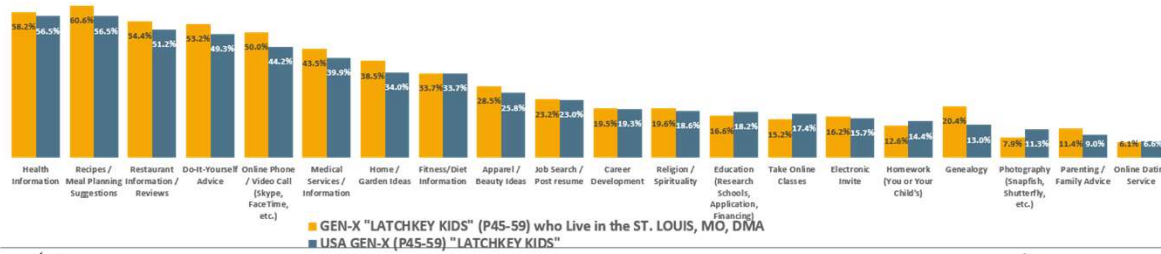




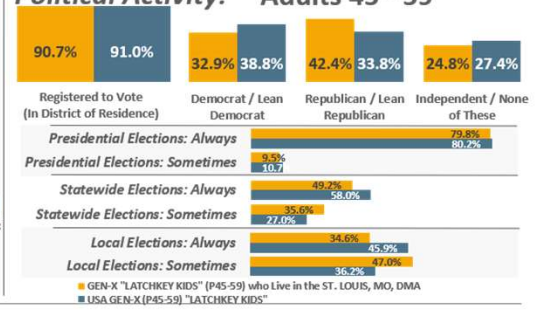
.9% or 590,888 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the ST. LOUIS, MO, DMA.
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA are 7.9% more likely to look up D-I-Y advice online, 24.5% less likely to always vote in local elections, 7.4% less likely to belong to a gym, 8.5% less likely to fly domestic



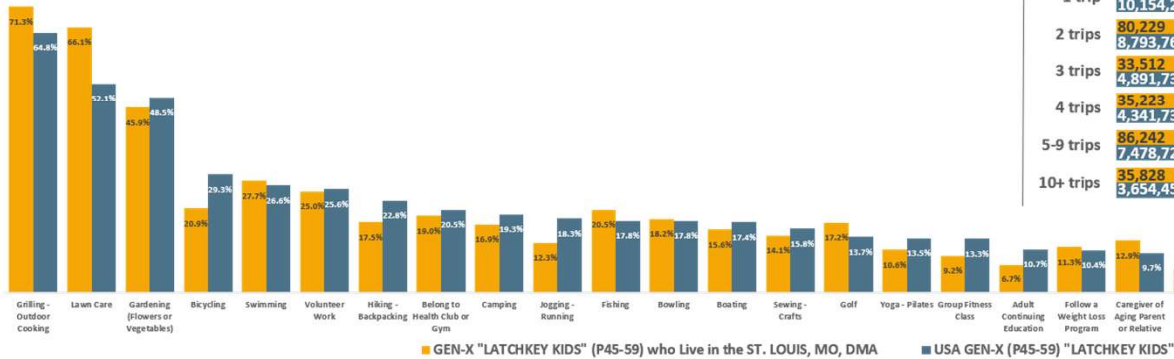
Top-20 past 30-days Online Lifestyle Activities: Adults 45 - 59



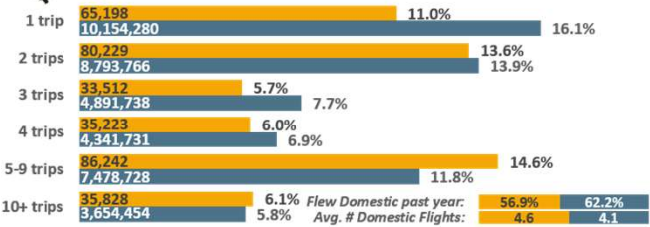
Political Activity: Adults 45 - 59



Top-30 past 12-months Active Lifestyle Activities: Adults 45 - 59



Past 12-months Domestic Airline Trips: Adults 45 - 59



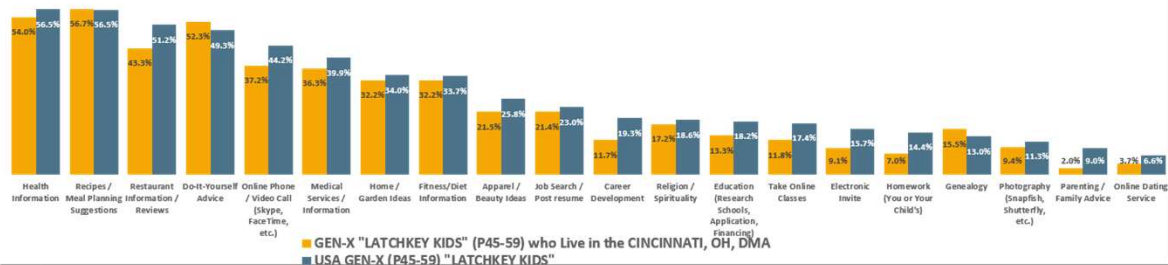
Flew Domestic past year: 56.9%
Avg. # Domestic Flights: 4.6



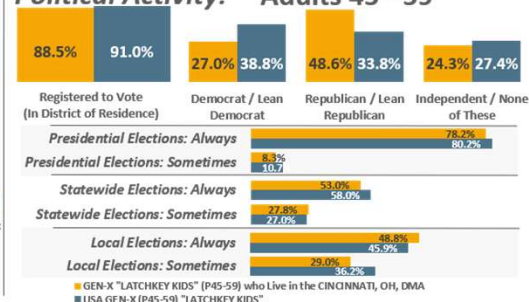
.7% or 452,989 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CINCINNATI, OH, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA are 6.1% more likely to look up D-I-Y advice online, 6.5% more likely to always vote in local elections, 21.6% less likely to belong to a gym, 12.3% less likely to fly domes



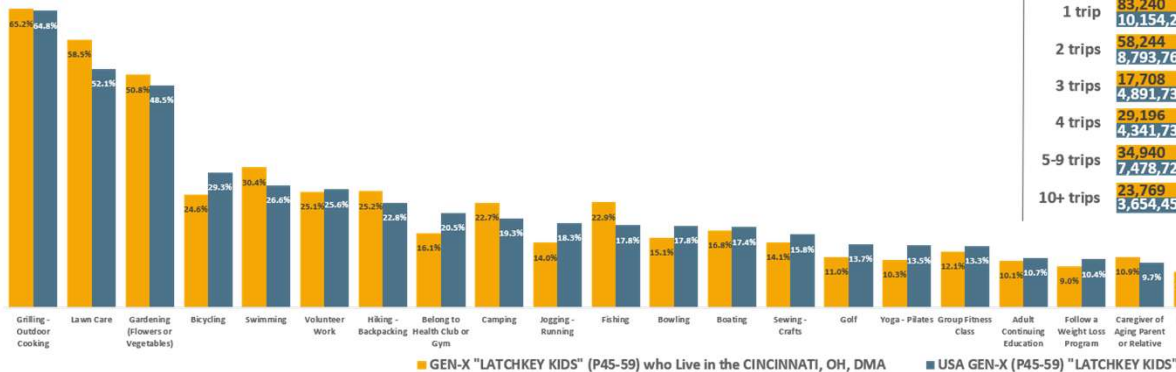
Top-20 past 30-days Online Lifestyle Activities: Adults 45 - 59



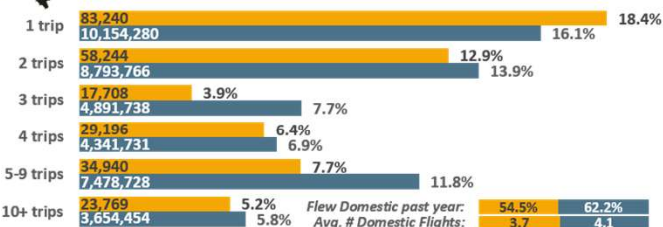
Political Activity: Adults 45 - 59



Top-30 past 12-months Active Lifestyle Activities: Adults 45 - 59



Past 12-months Domestic Airline Trips: Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 486
USA Projection USA Qual Intab 6,049

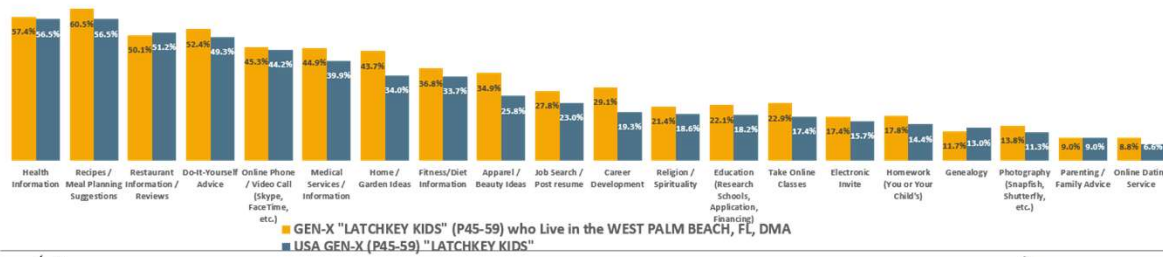
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



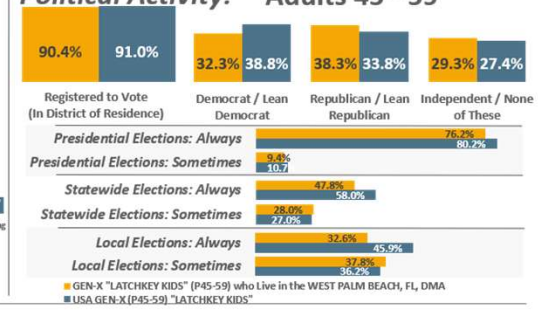
.7% or 414,644 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WEST PALM BEACH, FL, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA are 6.3% more likely to look up D-I-Y advice online, 29.% less likely to always vote in local elections, 8.6% less likely to belong to a gym, 2.3% less likely to fly do



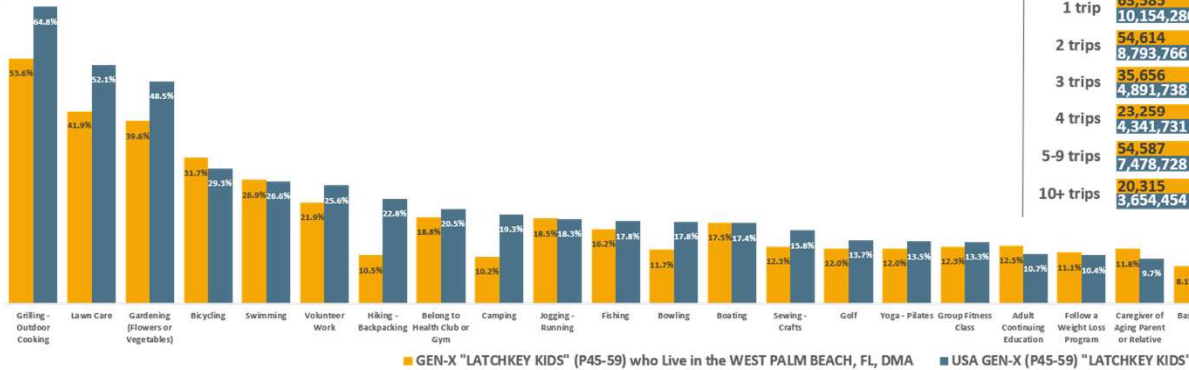
Top-20 past 30-days Online Lifestyle Activities: Adults 45 - 59



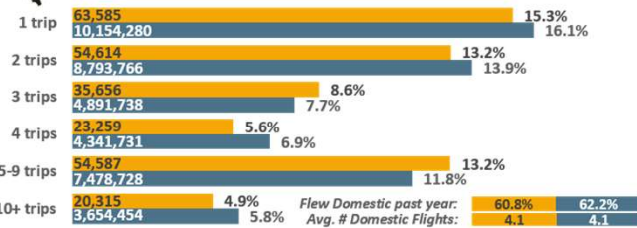
Political Activity: Adults 45 - 59



Top-30 past 12-months Active Lifestyle Activities: Adults 45 - 59



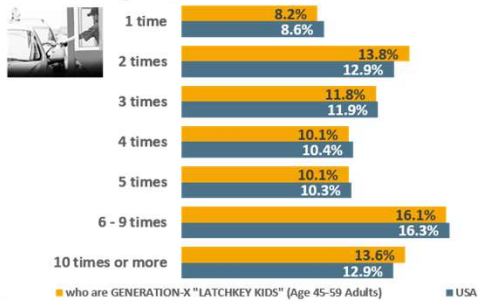
Past 12-months Domestic Airline Trips: Adults 45 - 59





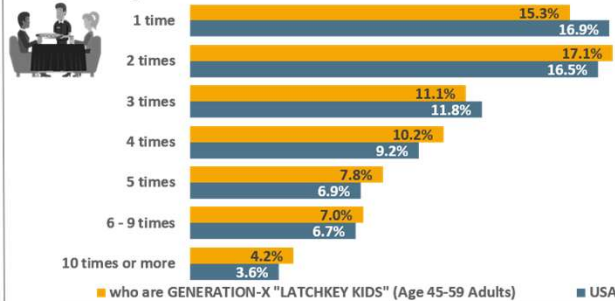
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are .6% more likely to use QSRs past mo., 1.6% more likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 19.7% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



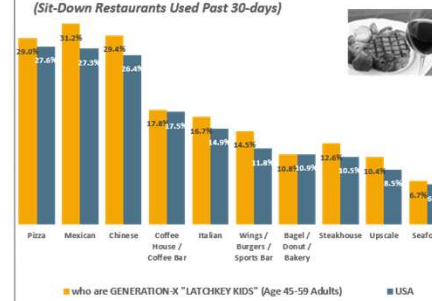
Total Monthly QSR Users: 83.8% (Gen X) vs 83.3% (USA)
Avg. Monthly QSR Meals: 5.8 (Gen X) vs 5.7 (USA)

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



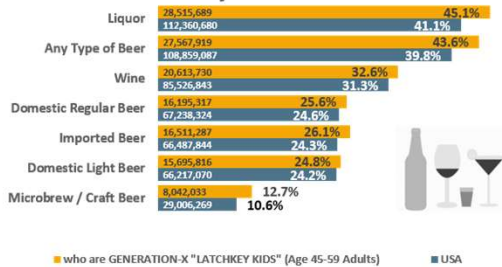
Total Monthly Sit-Down Restaurant Users: 72.6% (Gen X) vs 71.5% (USA)
Avg. Monthly Sit-Down Restaurant Meals: 3.8 (Gen X) vs 3.6 (USA)

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

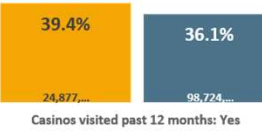
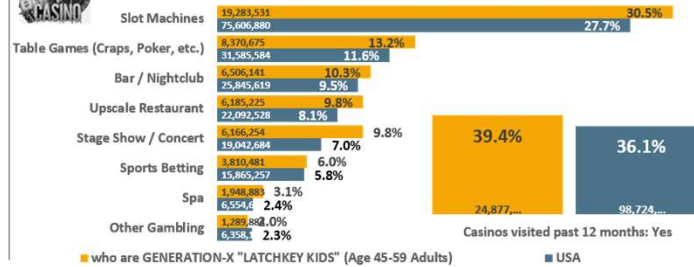


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are GENERATION-X "LATCHKEY KIDS" (Age 45-59): 20.1%
USA: 19.9%

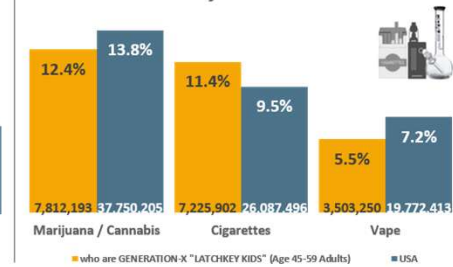
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



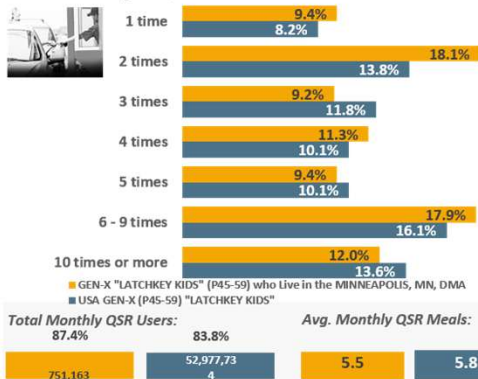
Used Past 30-days: Adults 18 or older



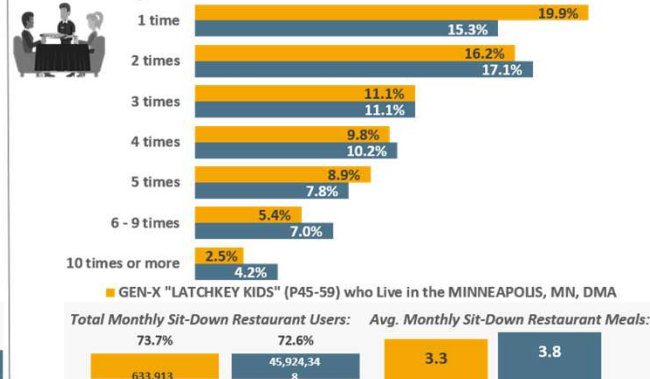


1.4% or 859,776 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the MINNEAPOLIS, MN, DMA.
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA are 4.3% more likely to use QSRs past mo., 1.5% more likely to use Sit-Down Restaurants past mo., 6.5% more likely to use Casinos past yr., 2.4% more likely to smoke cigare

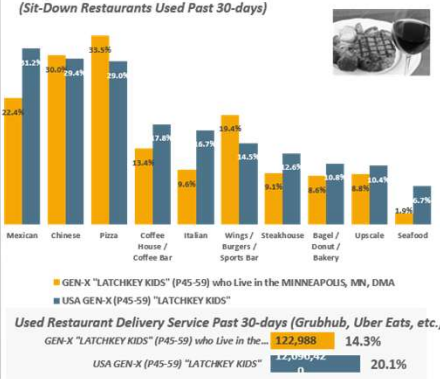
Past 30-days QSR Users: Adults 45 - 59



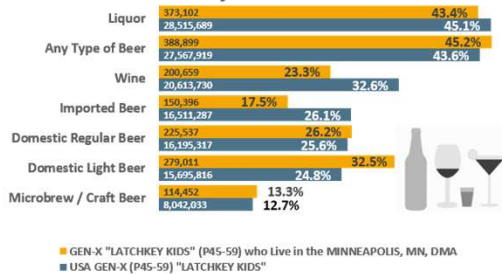
Past 30-days Sit-Down Restaurant Users: Adults 45 - 59



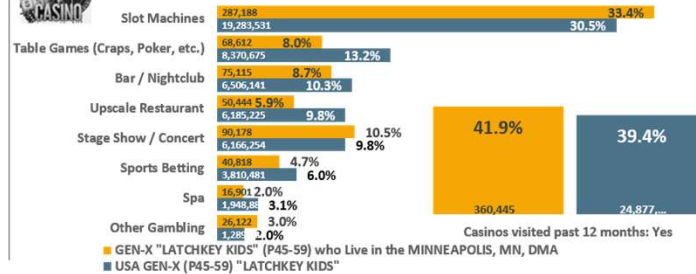
Top-10 Cuisines: Adults 45 - 59



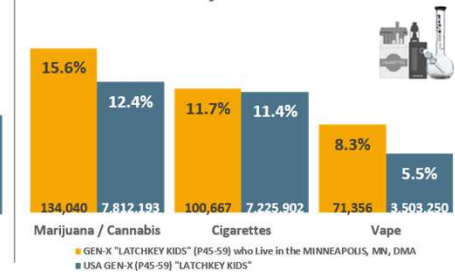
Drank Past 30-days: Adults 45 - 59



Past 12 months Casino Activities: Adults 45 - 59



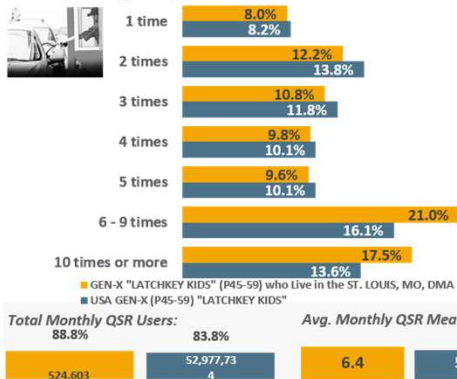
Used Past 30-days: Adults 45 - 59



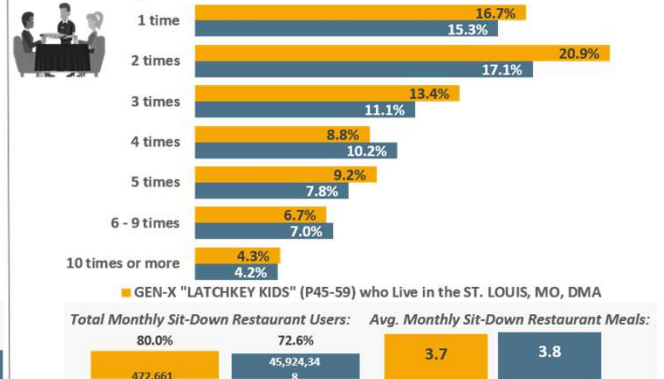


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Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA are 5.9% more likely to use QSRs past mo., 10.1% more likely to use Sit-Down Restaurants past mo., 8% less likely to use Casinos past yr., 24.3% more likely to smoke cigaret

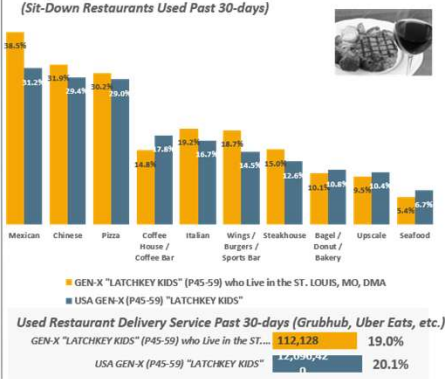
Past 30-days QSR Users: Adults 45 - 59



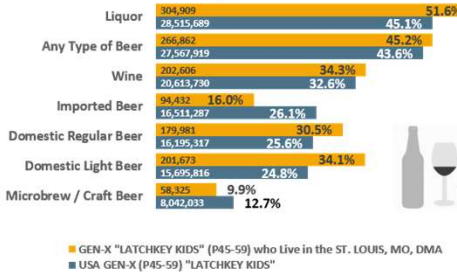
Past 30-days Sit-Down Restaurant Users: Adults 45 - 59



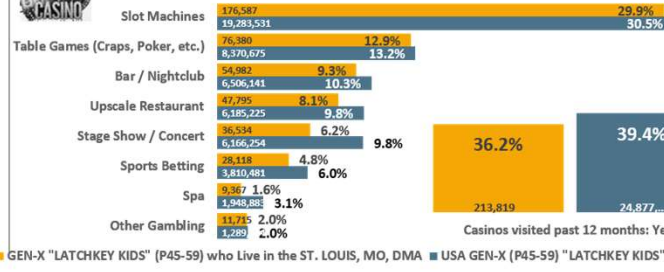
Top-10 Cuisines: Adults 45 - 59



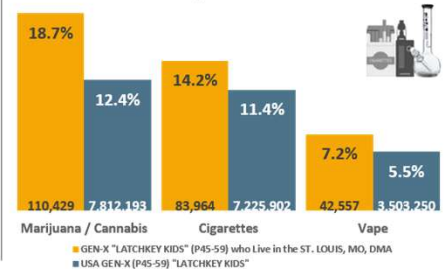
Drank Past 30-days: Adults 45 - 59



Past 12 months Casino Activities: Adults 45 - 59



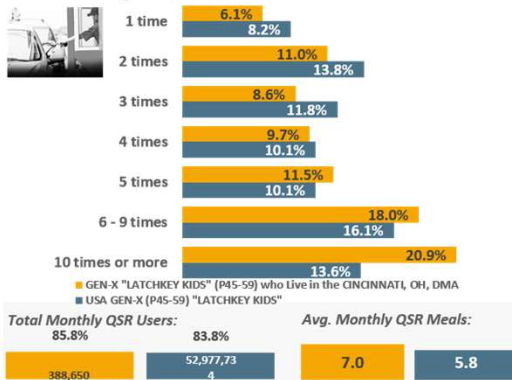
Used Past 30-days: Adults 45 - 59



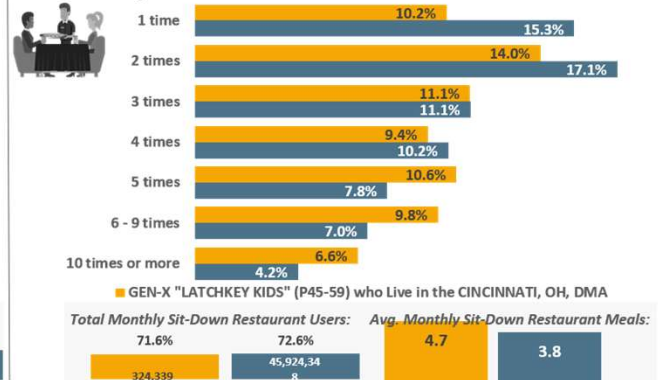


.7% or 452,989 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CINCINNATI, OH, DMA.
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA are 2.4% more likely to use QSRs past mo., 1.4% less likely to use Sit-Down Restaurants past mo., 3.9% more likely to use Casinos past yr., 51.4% more likely to smoke cigare

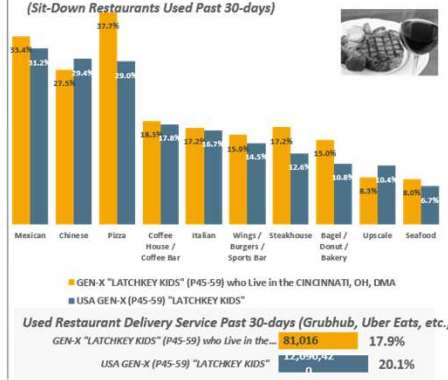
Past 30-days QSR Users: Adults 45 - 59



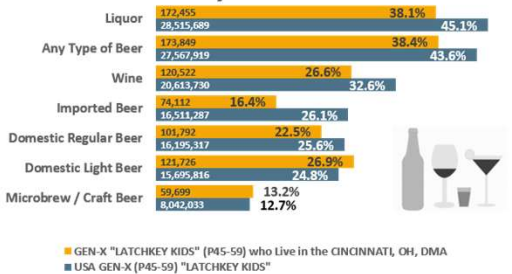
Past 30-days Sit-Down Restaurant Users: Adults 45 - 59



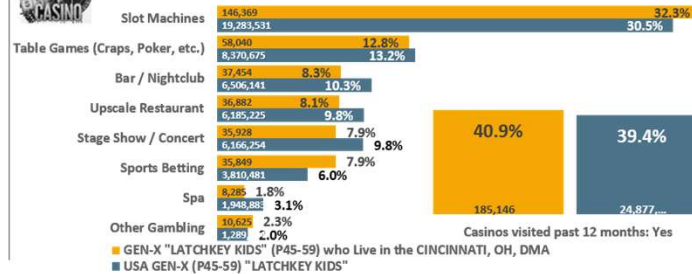
Top-10 Cuisines: Adults 45 - 59



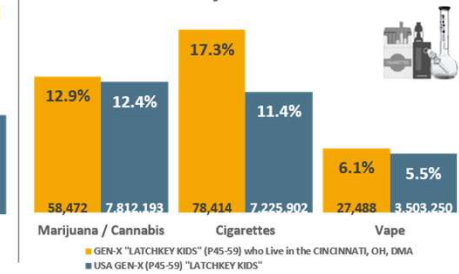
Drank Past 30-days: Adults 45 - 59



Past 12 months Casino Activities: Adults 45 - 59



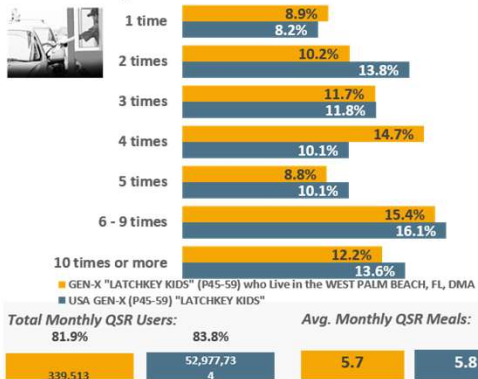
Used Past 30-days: Adults 45 - 59



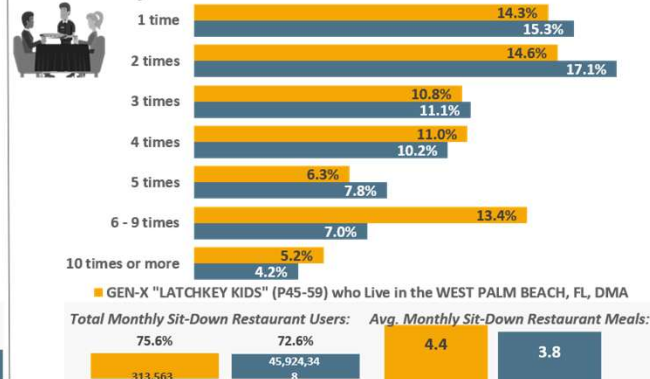


.7% or 414,644 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WEST PALM BEACH, FL, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA are 2.3% less likely to use QSRs past mo., 4.1% more likely to use Sit-Down Restaurants past mo., 17.6% less likely to use Casinos past yr., 13.1% more likely to smoke

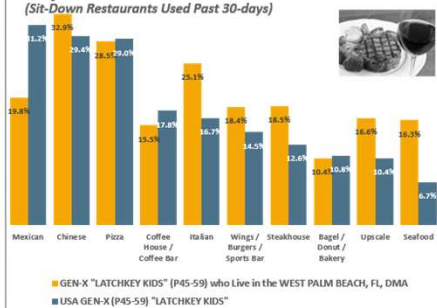
Past 30-days QSR Users: Adults 45 - 59



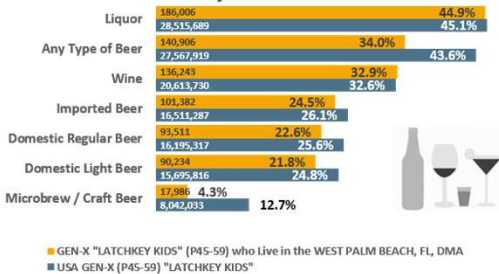
Past 30-days Sit-Down Restaurant Users: Adults 45 - 59



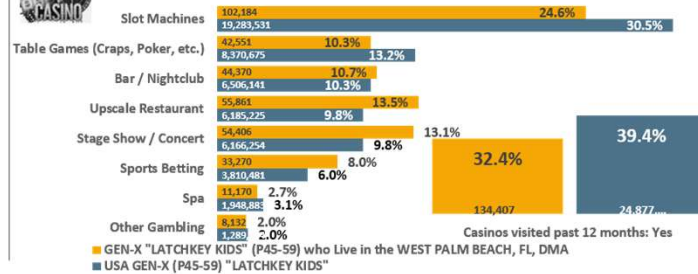
Top-10 Cuisines: Adults 45 - 59



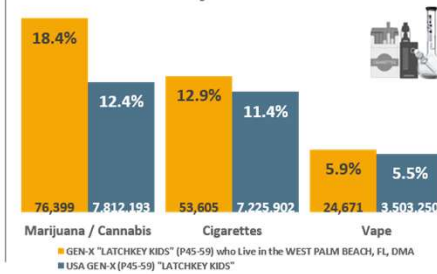
Drank Past 30-days: Adults 45 - 59



Past 12 months Casino Activities: Adults 45 - 59



Used Past 30-days: Adults 45 - 59

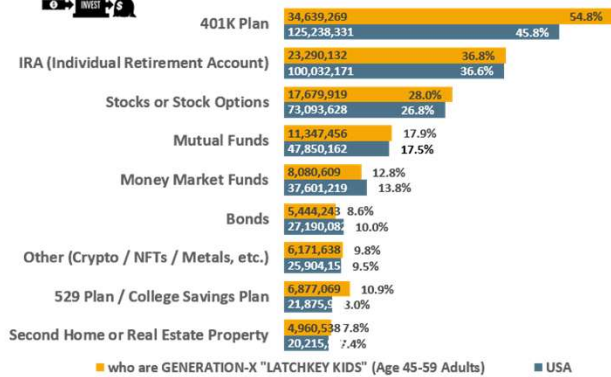




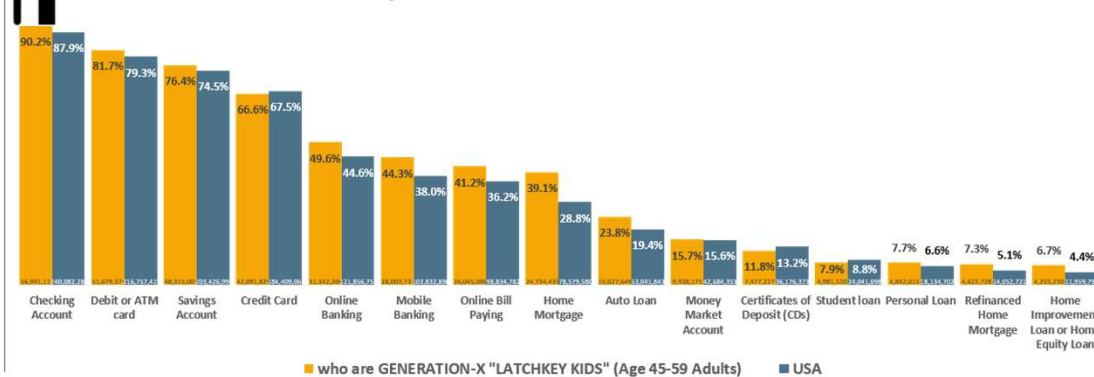
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 19.5% more likely to have a 401K, 22.4% more likely to have an Auto Loan, 11.2% more likely to Invest/Trade Stocks Online, 8.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



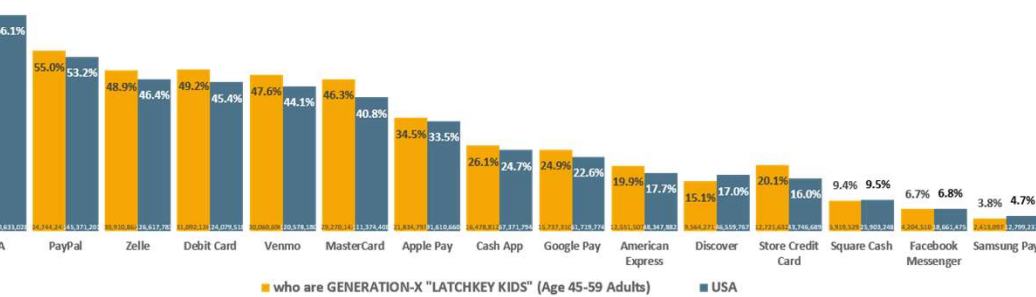
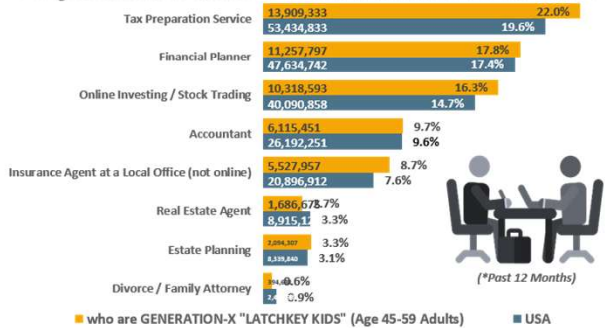
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

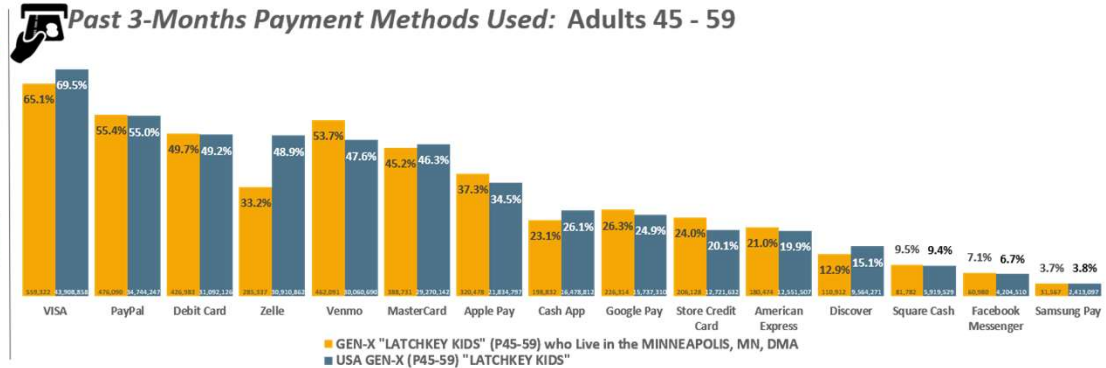
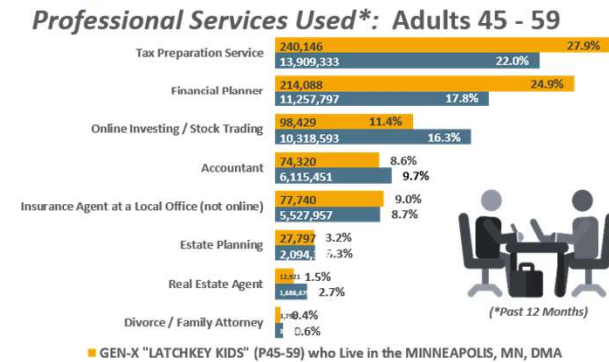
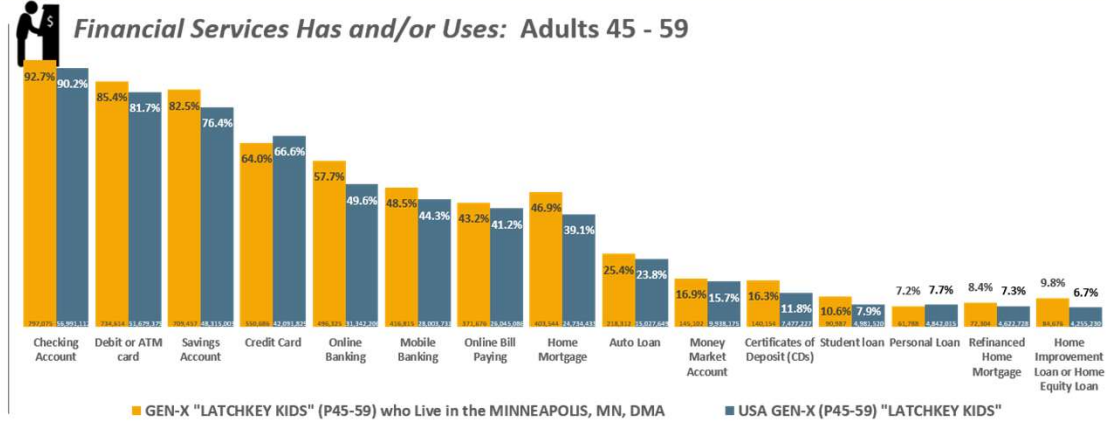
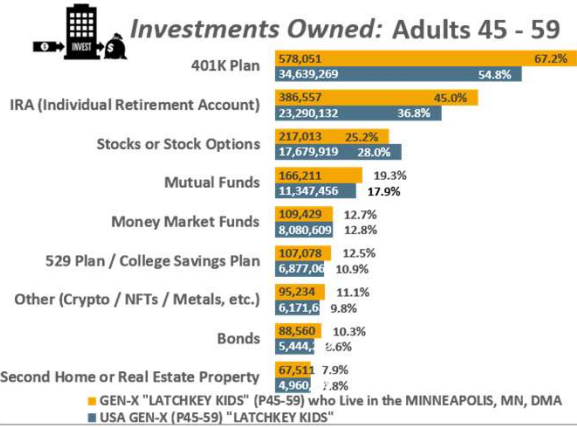


Past 3-Months Payment Methods Used: Adults 18 or older





1.4% or 859,776 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the MINNEAPOLIS, MN, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA are 22.7% more likely to have a 401K, 6.8% more likely to have an Auto Loan, 29.9% less likely to Invest/Trade Stocks Online, 1.1% more likely to pay with their Debit Card.



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 426 USA Projection USA Qual Intab 6,049

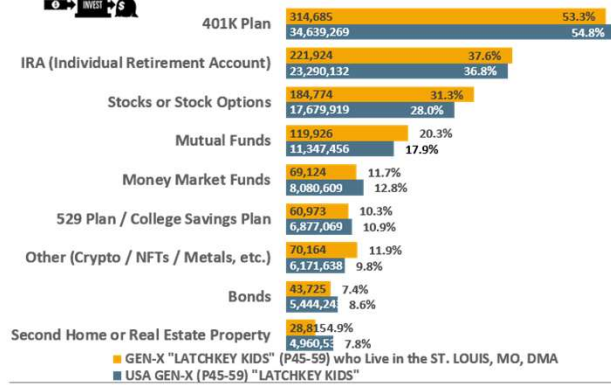
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



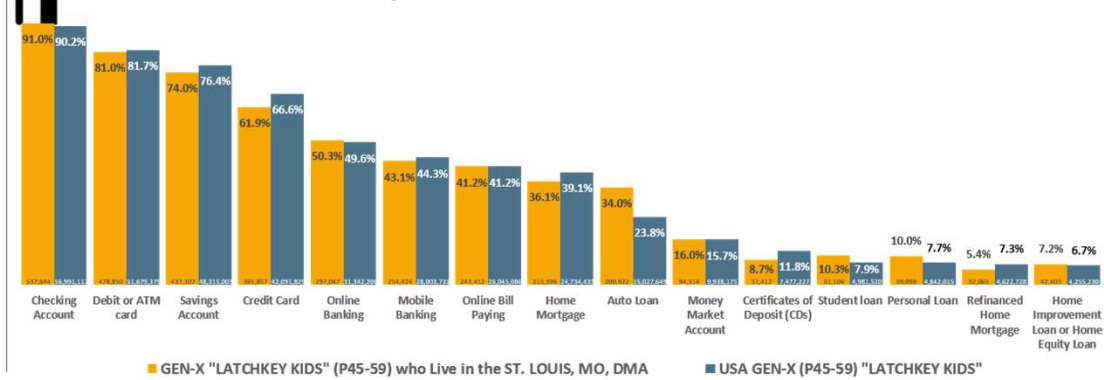
.9% or 590,888 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the ST. LOUIS, MO, DMA.
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA are 2.8% less likely to have a 401K, 43.% more likely to have an Auto Loan, 18.1% less likely to Invest/Trade Stocks Online, 1.8% less likely to pay with their Debit Card.



Investments Owned: Adults 45 - 59



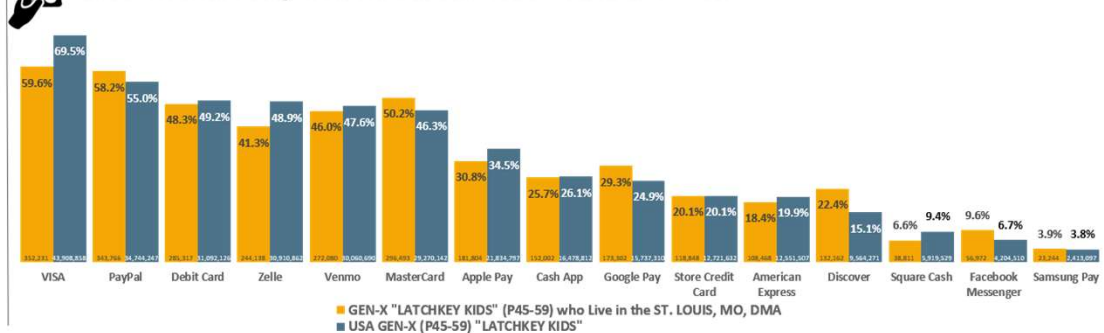
Financial Services Has and/or Uses: Adults 45 - 59



Professional Services Used*: Adults 45 - 59



Past 3-Months Payment Methods Used: Adults 45 - 59



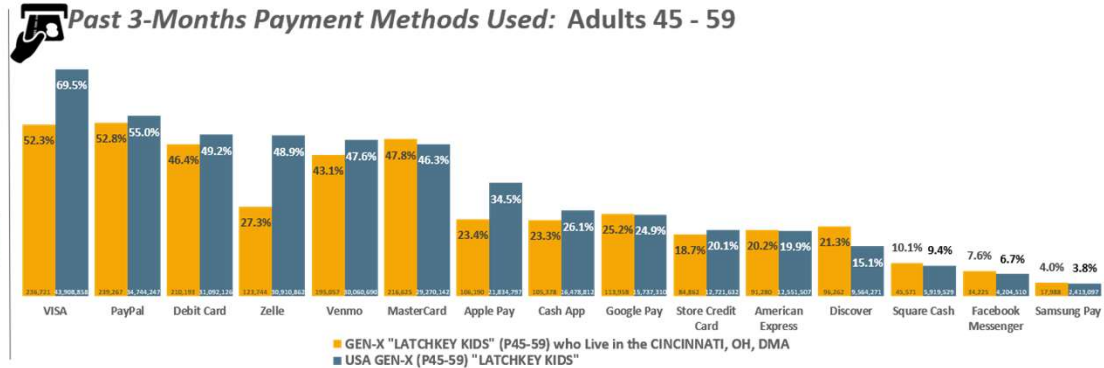
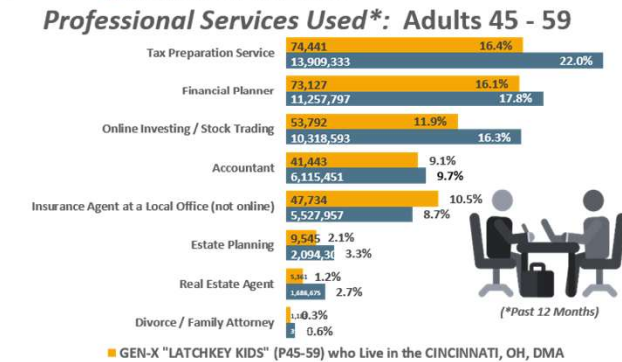
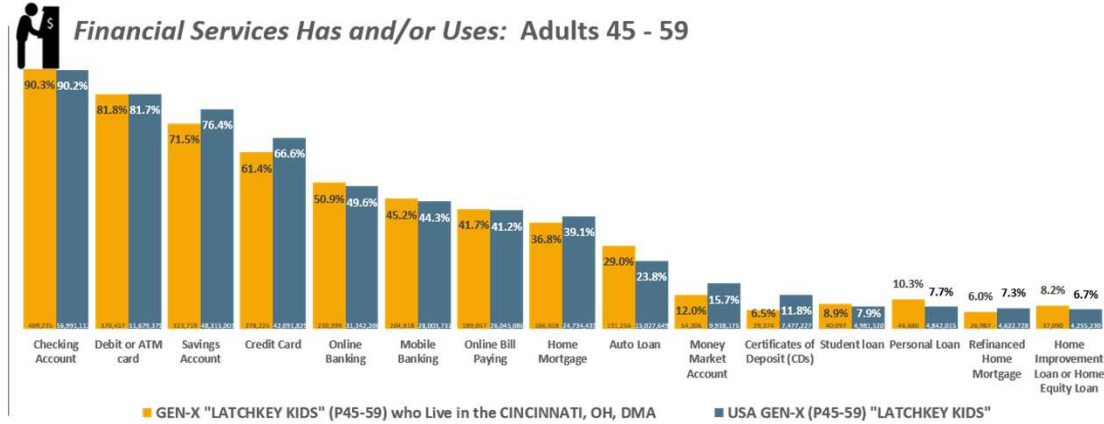
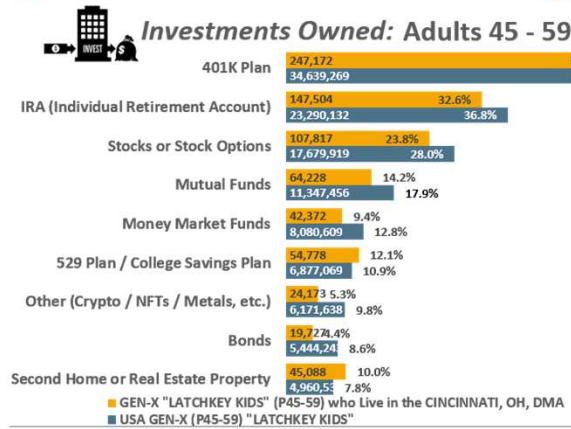
USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 497
USA Projection USA Qual Intab 6,049

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



.7% or 452,989 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the CINCINNATI, OH, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA are .4% less likely to have a 401K, 21.9% more likely to have an Auto Loan, 27.2% less likely to Invest/Trade Stocks Online, 5.7% less likely to pay with their Debit Card.



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 486 USA Projection USA Qual Intab 6,049

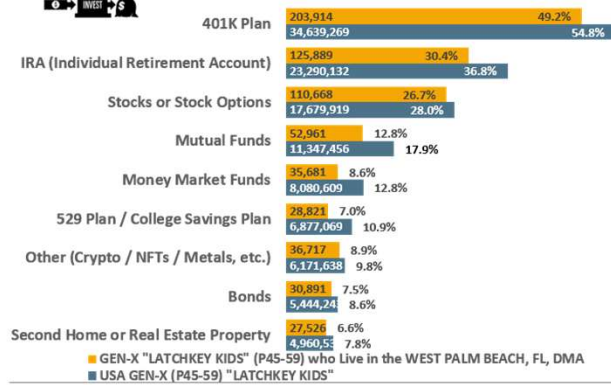
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



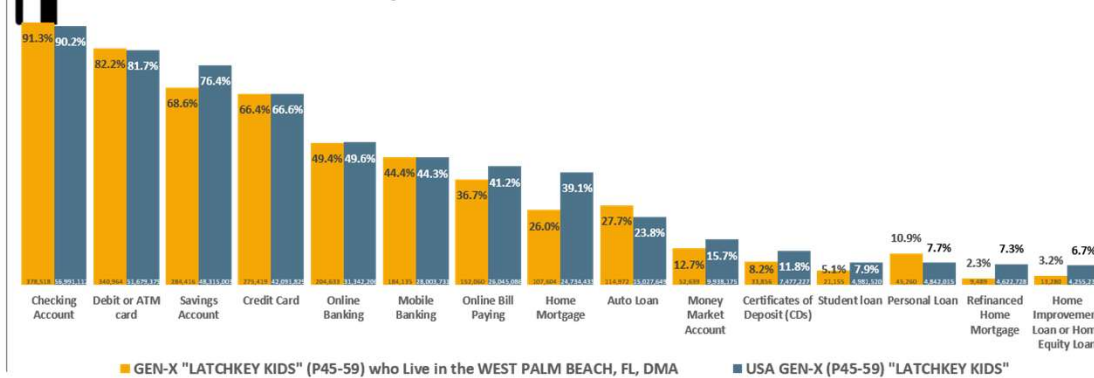
.7% or 414,644 of USA GEN-X (P45-59) "LATCHKEY KIDS" Adults 45 - 59 Live in the WEST PALM BEACH, FL, DMA. Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA are 10.2% less likely to have a 401K, 16.6% more likely to have an Auto Loan, 6.1% less likely to Invest/Trade Stocks Online, 3.4% more likely to pay with their Debit C



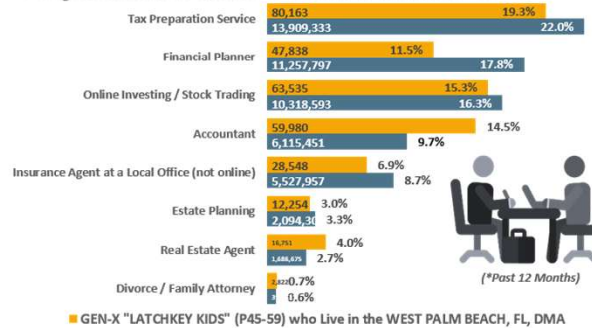
Investments Owned: Adults 45 - 59



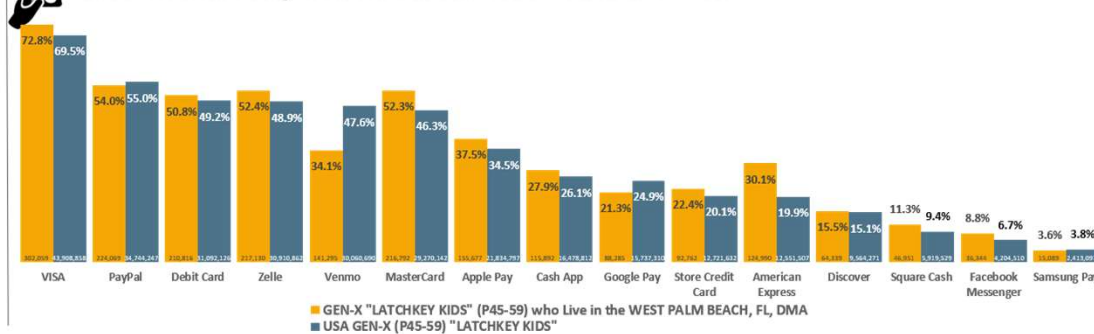
Financial Services Has and/or Uses: Adults 45 - 59



Professional Services Used*: Adults 45 - 59



Past 3-Months Payment Methods Used: Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection Scarborough R1 2026: Jan25-Jan26
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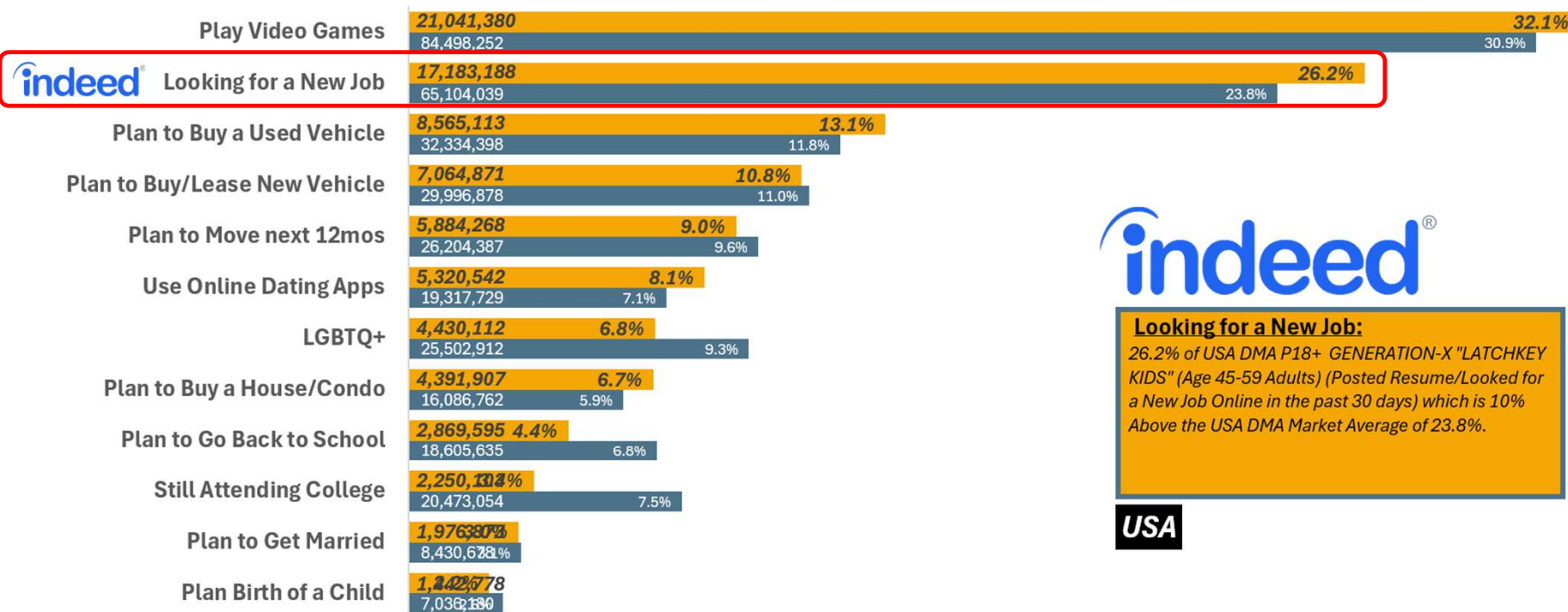
Qual Intab 562 USA Projection USA Qual Intab 6,049

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ USA DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

26.2% of USA DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 10% Above the USA DMA Market Average of 23.8%.

USA

■ P18+ USA DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 6013
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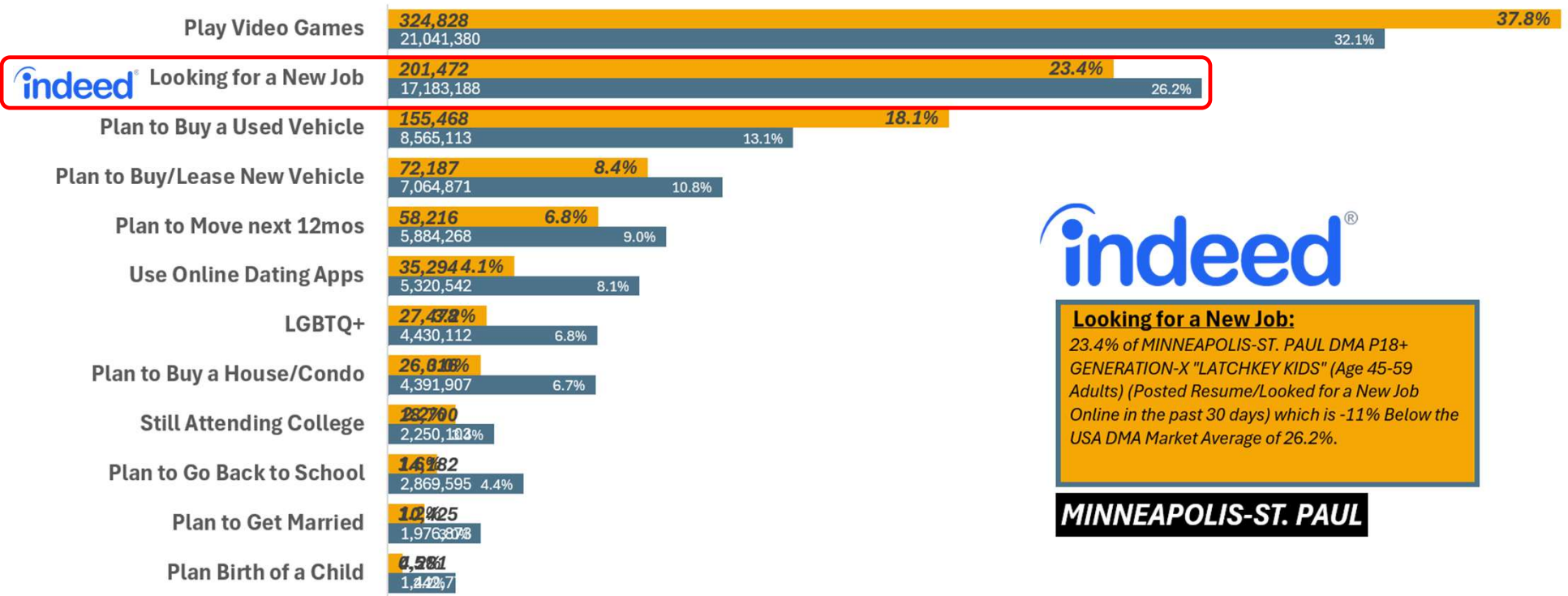
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ MINNEAPOLIS-ST. PAUL DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
(Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:
23.4% of MINNEAPOLIS-ST. PAUL DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -11% Below the USA DMA Market Average of 26.2%.

MINNEAPOLIS-ST. PAUL

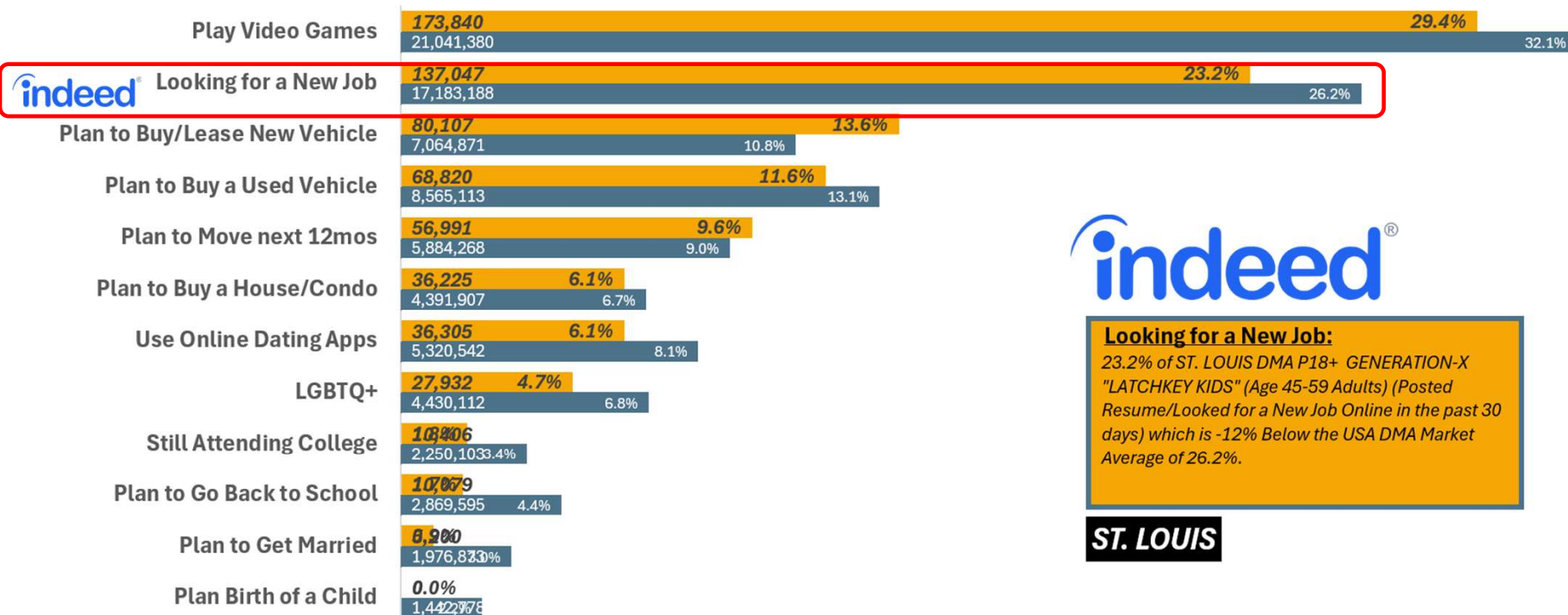
■ P18+ MINNEAPOLIS-ST. PAUL DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



"Lifestyle/Future Plans"

P18+ ST. LOUIS DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



indeed®

Looking for a New Job:

23.2% of ST. LOUIS DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -12% Below the USA DMA Market Average of 26.2%.

ST. LOUIS

■ P18+ ST. LOUIS DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 497
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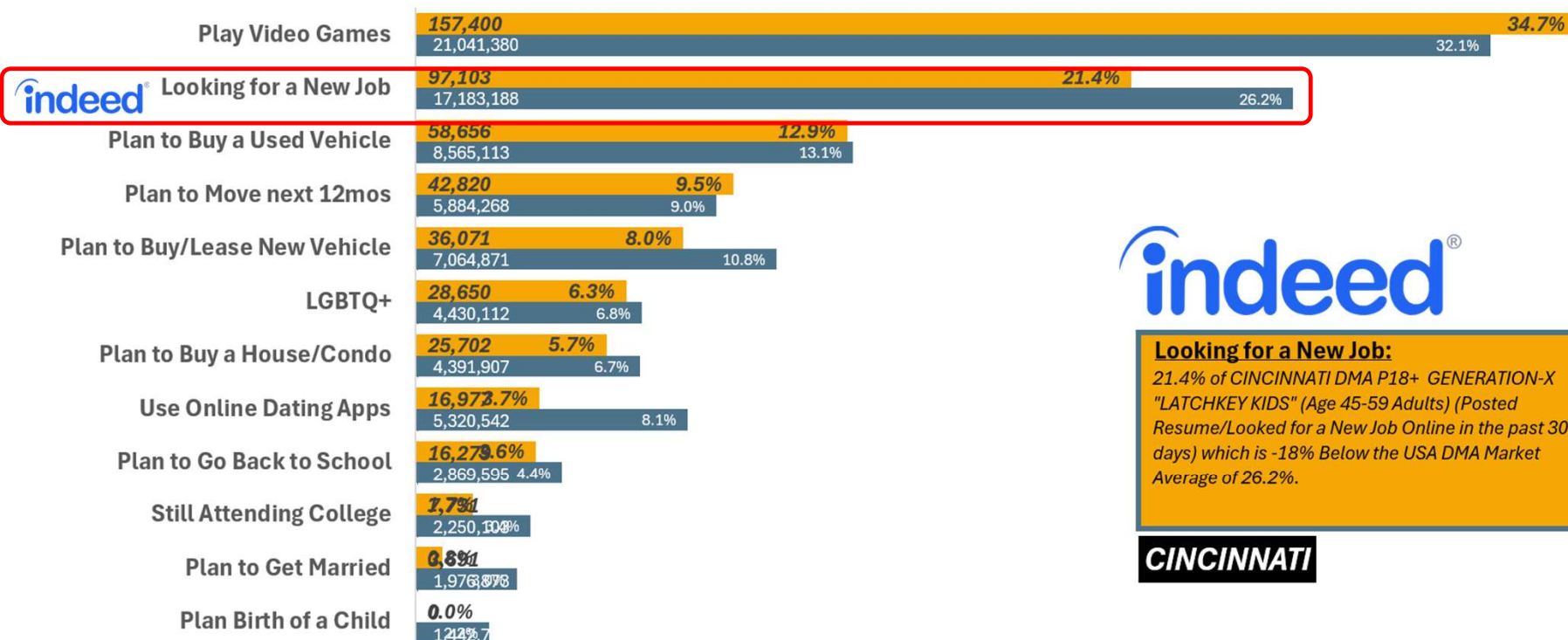
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ CINCINNATI DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

21.4% of CINCINNATI DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -18% Below the USA DMA Market Average of 26.2%.

CINCINNATI

■ P18+ CINCINNATI DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 486

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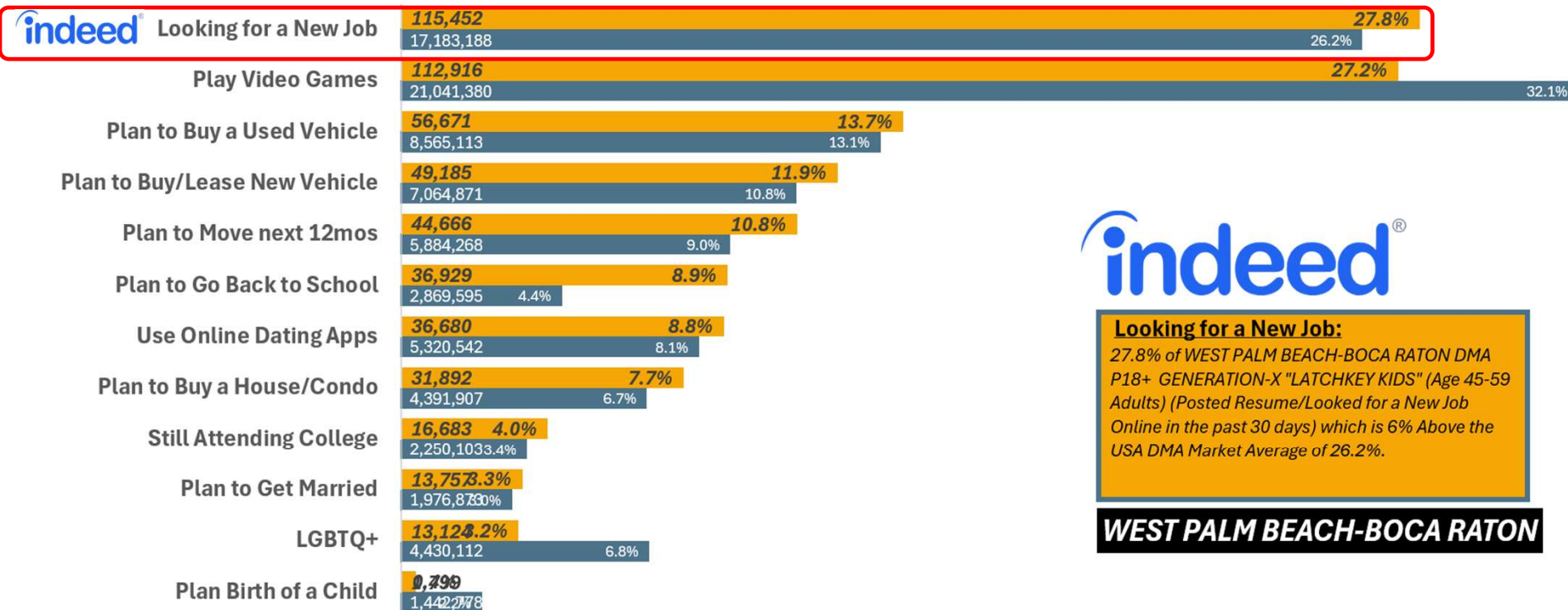
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ WEST PALM BEACH-BOCA RATON DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

27.8% of WEST PALM BEACH-BOCA RATON DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 6% Above the USA DMA Market Average of 26.2%.

WEST PALM BEACH-BOCA RATON

■ P18+ WEST PALM BEACH-BOCA RATON DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 562

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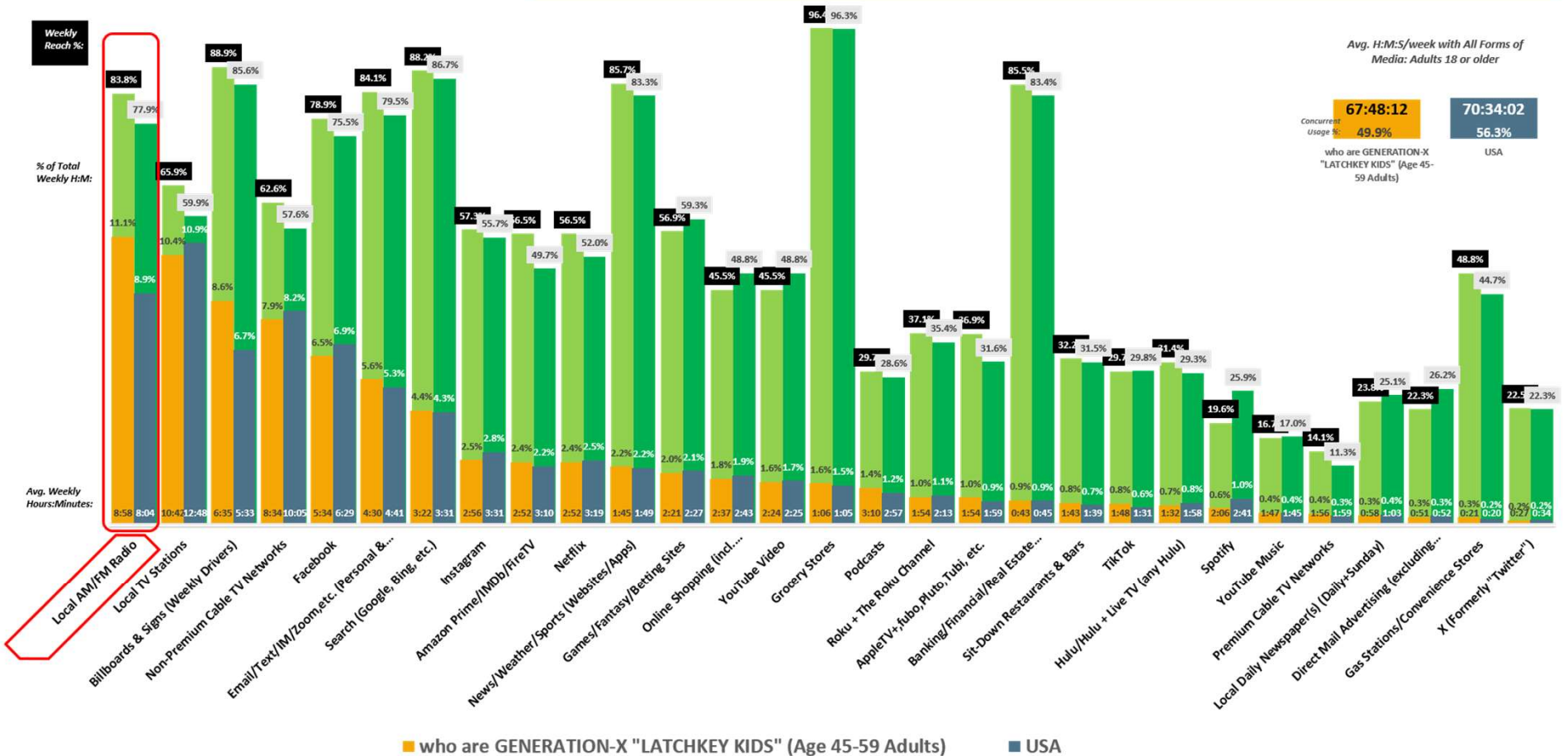
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



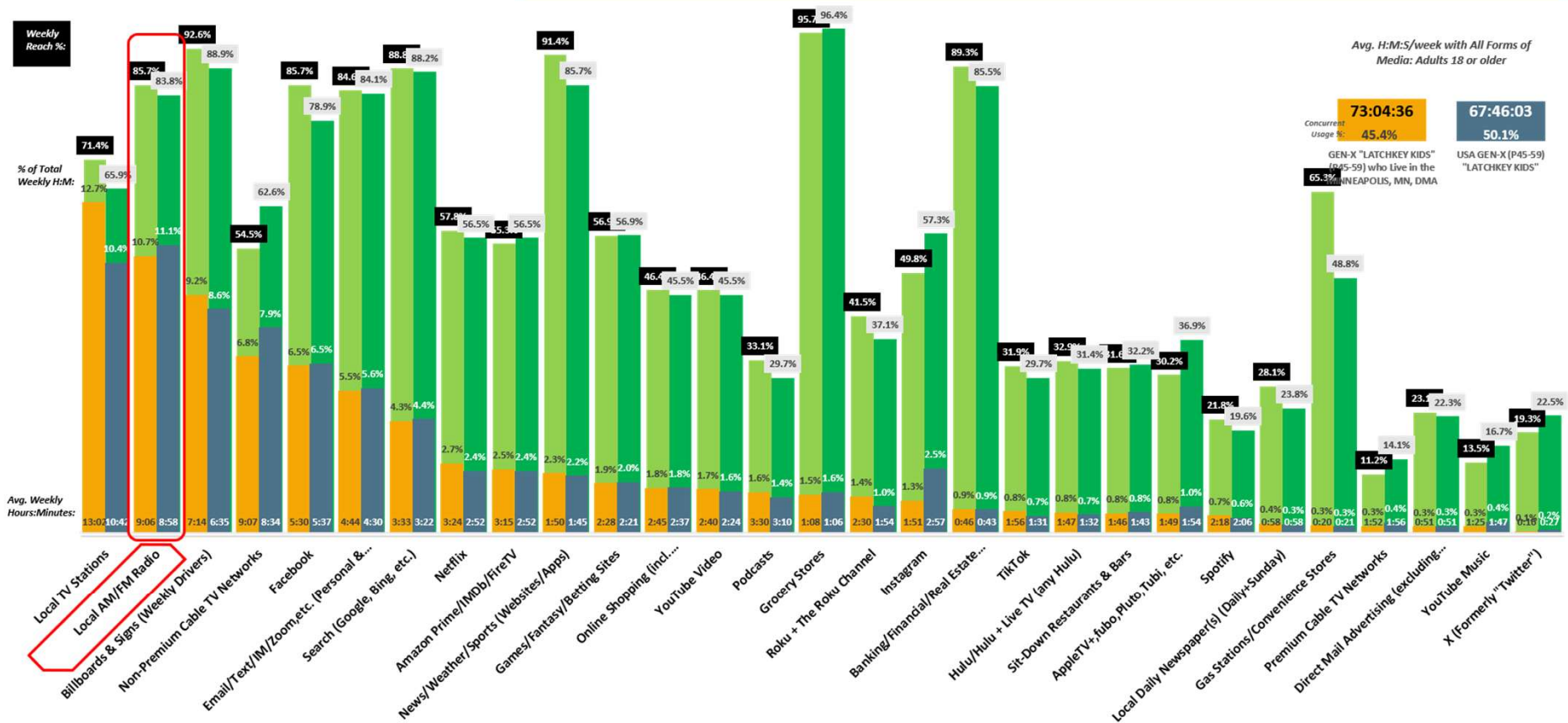
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 19 hours, 48 minutes and 12 seconds each week with All Forms of Media.

83.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 11.1% of total time spent with all forms of Media.





Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA spend an average of 3 days, 1 hours, 4 minutes and 36 seconds each week with All Forms of Media.
 85.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA spend an avg. of 9 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 10.7% of total time spent with all forms of Media.



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA ■ USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

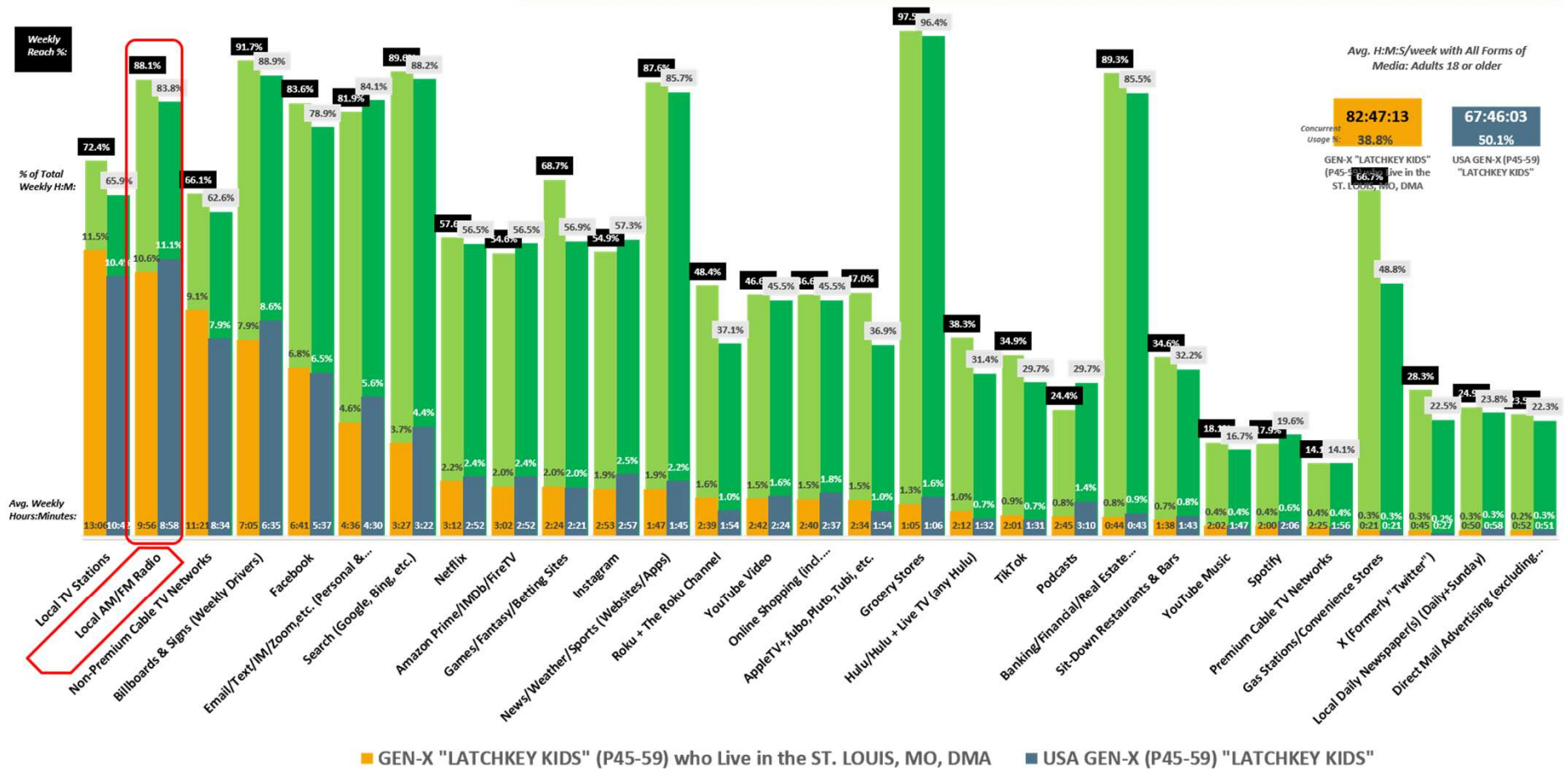
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA spend an average of 3 days, 10 hours, 47 minutes and 13 seconds each week with All Forms of Media.
 88.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA spend an avg. of 9 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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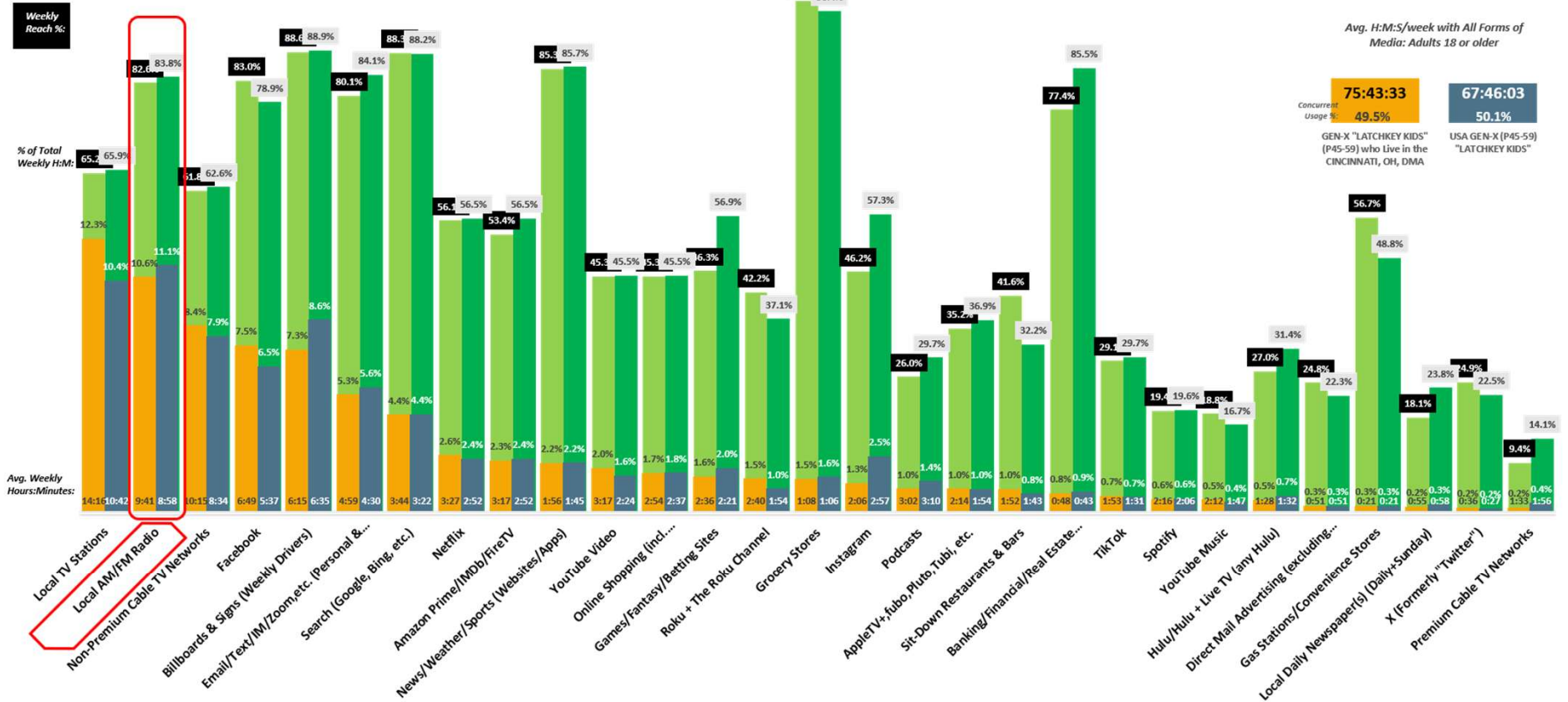
USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA spend an average of 3 days, 3 hours, 43 minutes and 33 seconds each week with All Forms of Media.
 82.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA spend an avg. of 9 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA ■ USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

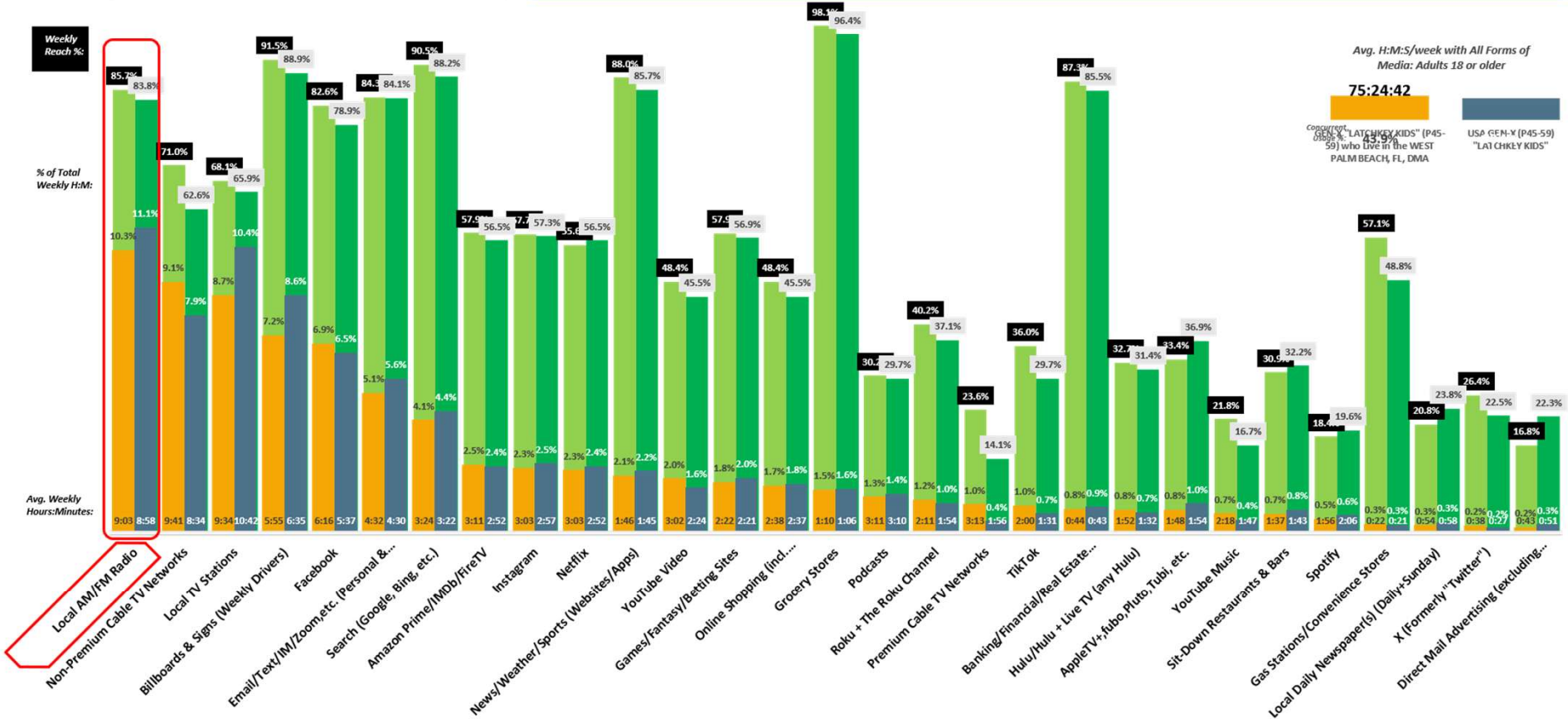
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything.



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA spend an average of 3 days, 3 hours, 24 minutes and 42 seconds each week with All Forms of Media.
 85.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA ■ USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

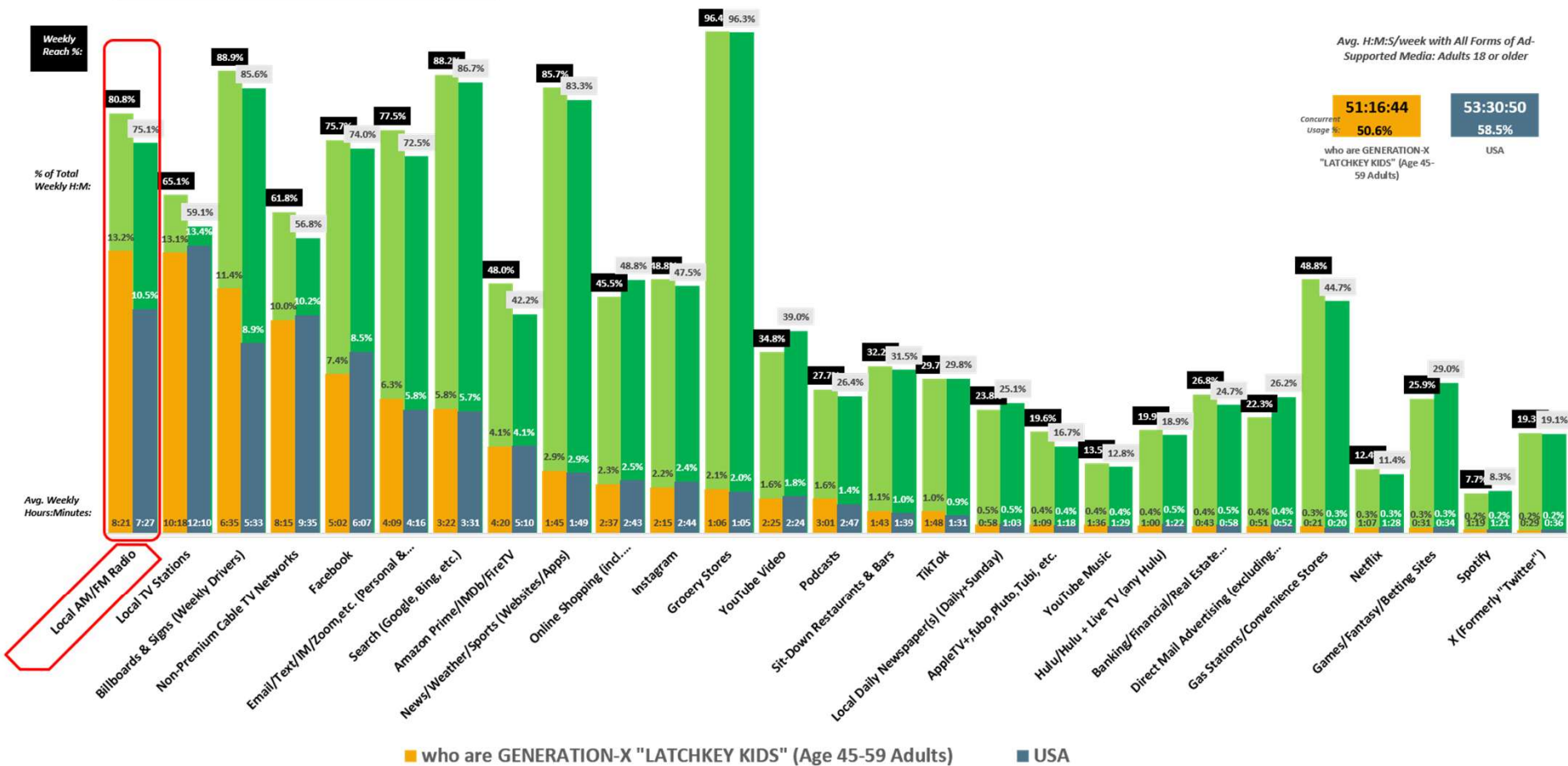
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything

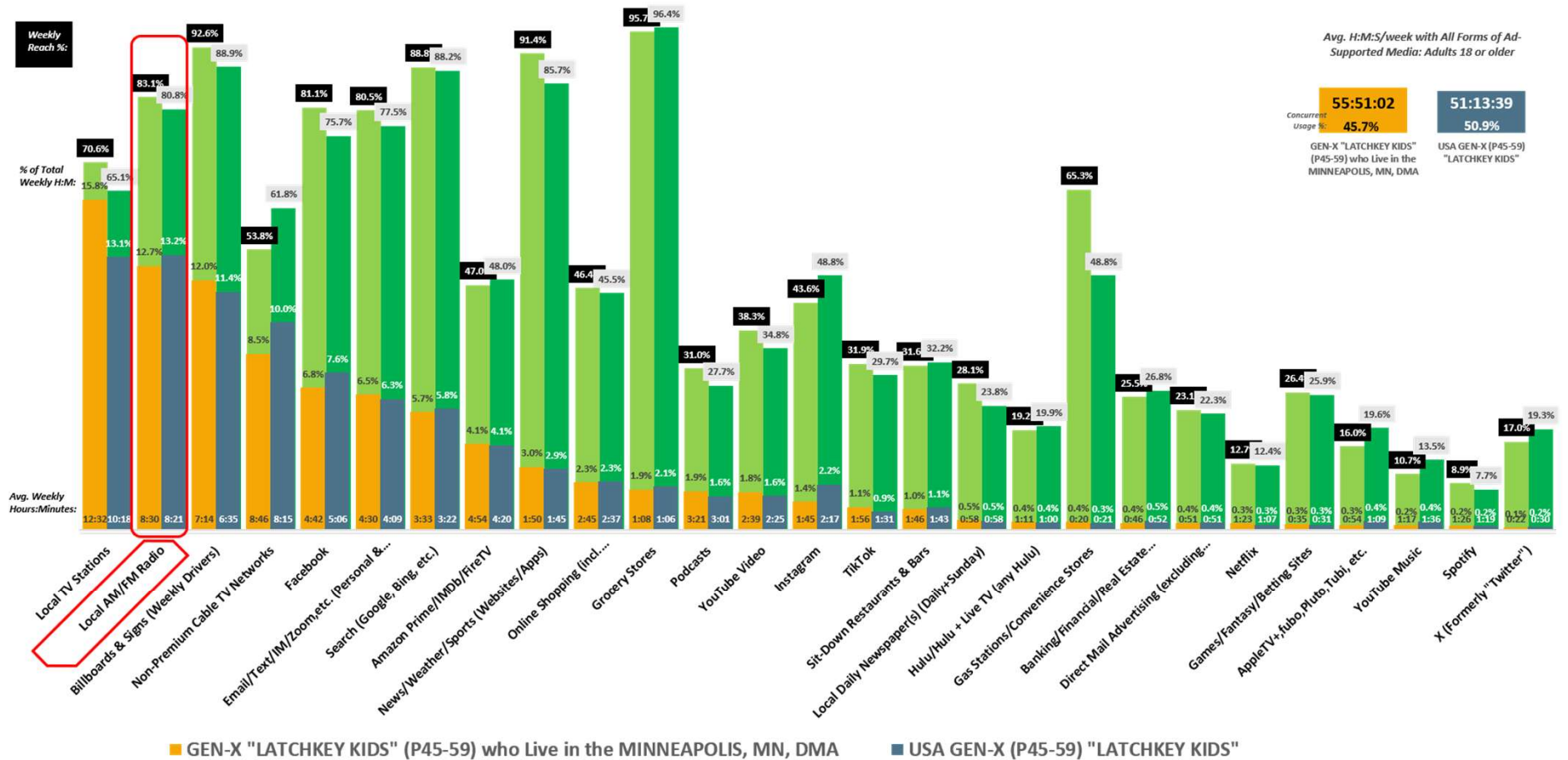


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 3 hours, 16 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.2% of total time spent with all forms of Ad-Supported Media.





Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA spend an average of 2 days, 7 hours, 51 minutes and 2 seconds each week with All Forms of Ad-Supported Media.
 83.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA spend an avg. of 8 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supporte

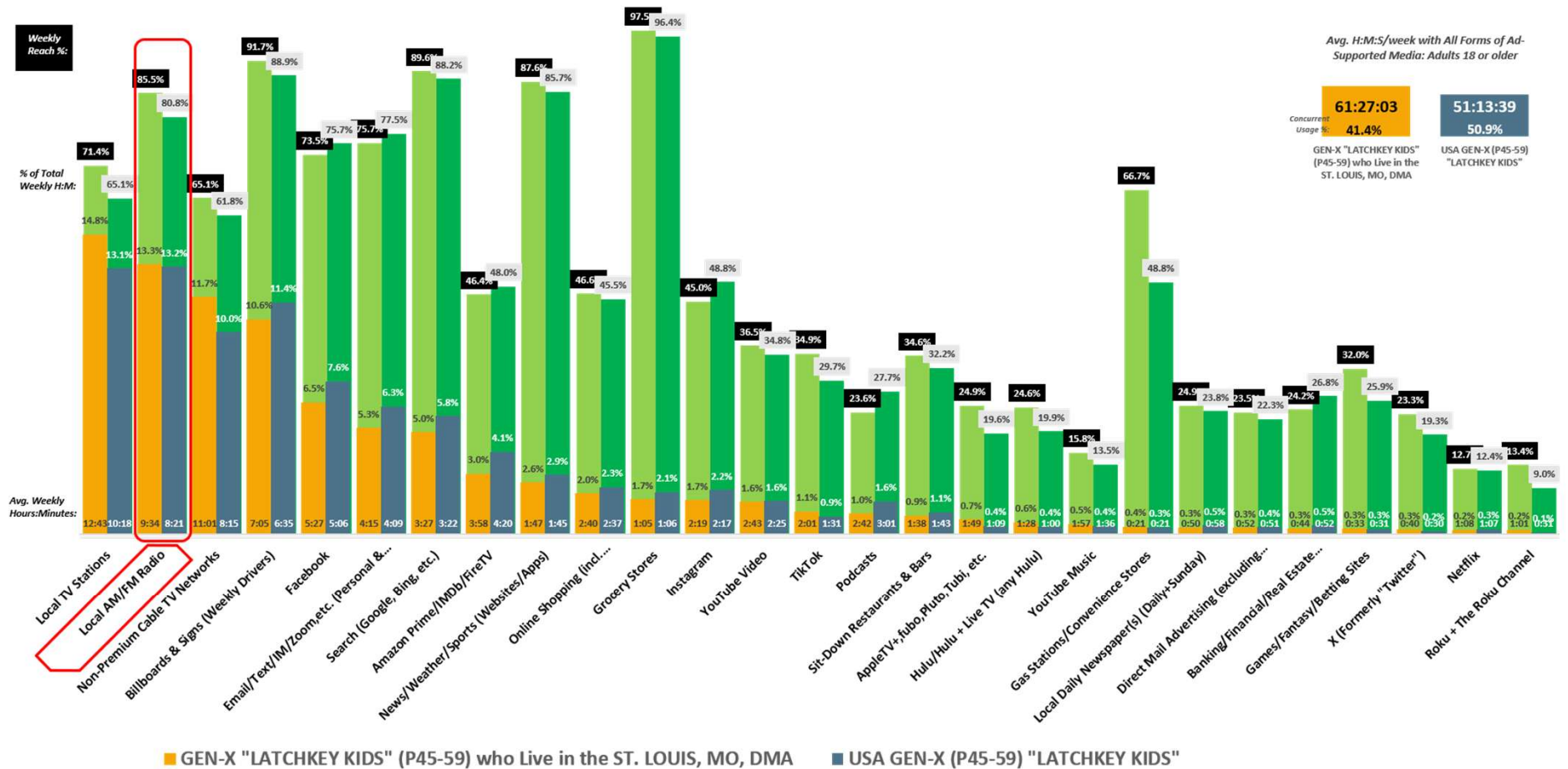


USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 13 hours, 27 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 85.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA spend an avg. of 9 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported

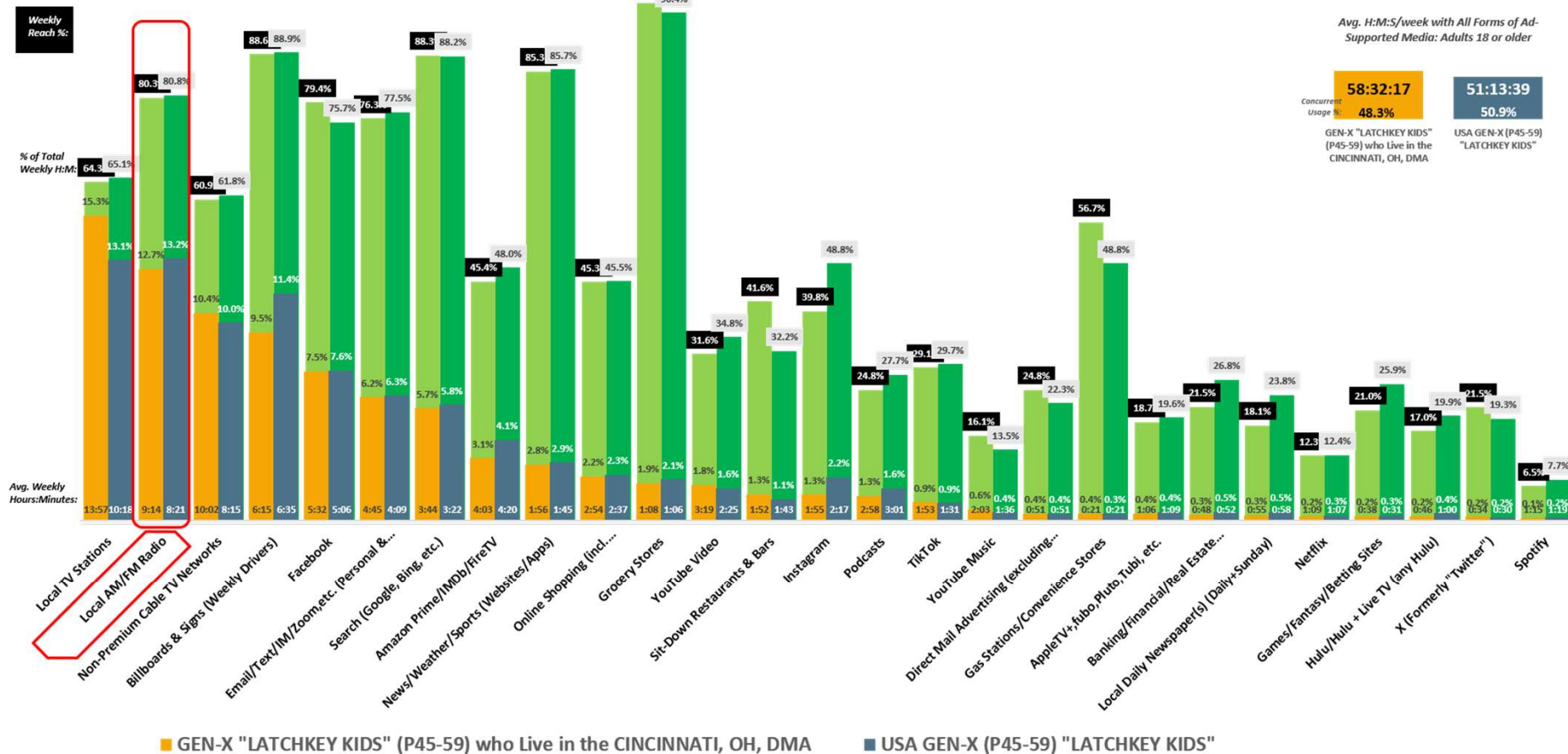


USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 10 hours, 32 minutes and 17 seconds each week with All Forms of Ad-Supported Media.
 80.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA spend an avg. of 9 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Supported



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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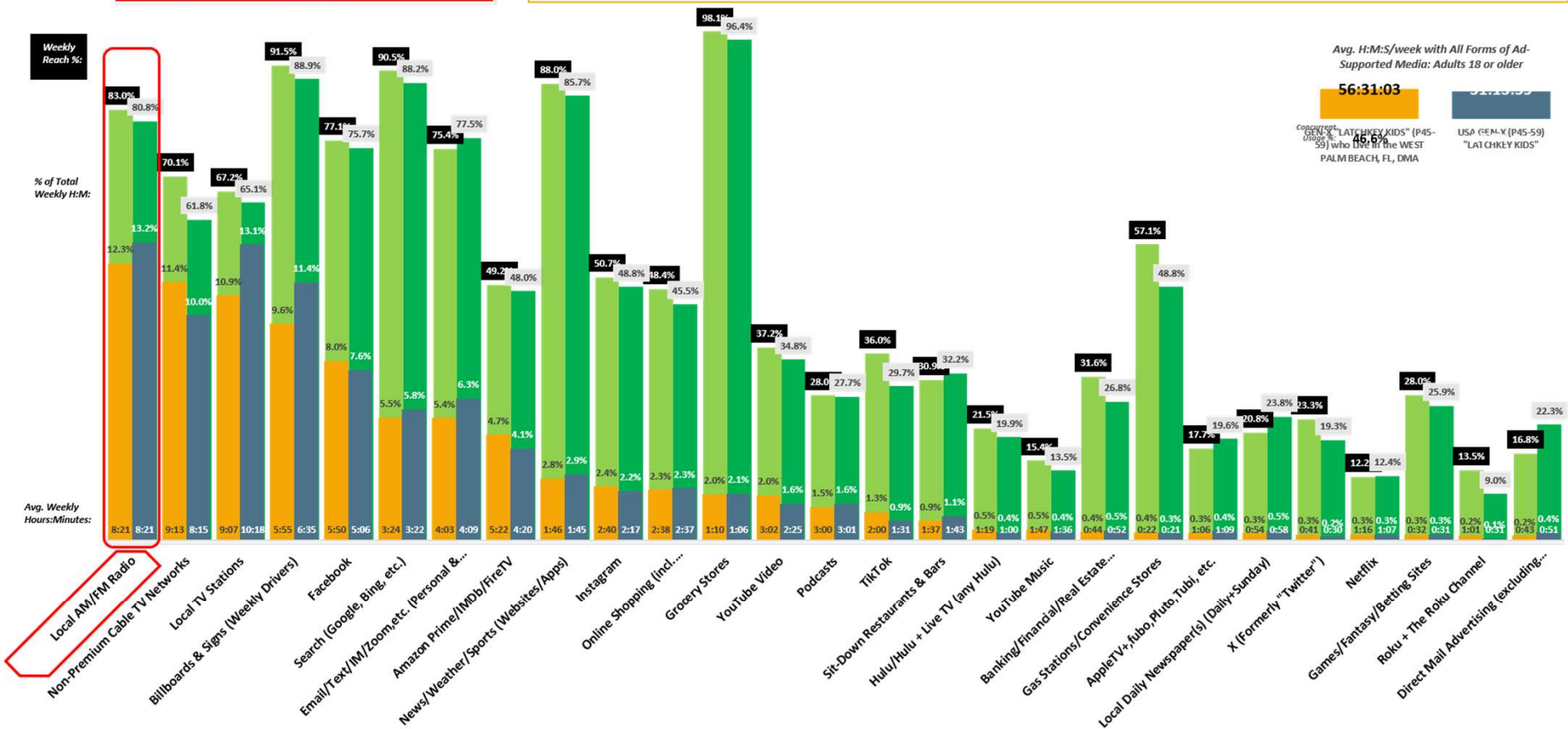
USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything.



Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA spend an average of 2 days, 8 hours, 31 minutes and 3 seconds each week with All Forms of Ad-Supported Media.
 83.% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Suppo



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA ■ USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049
 Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

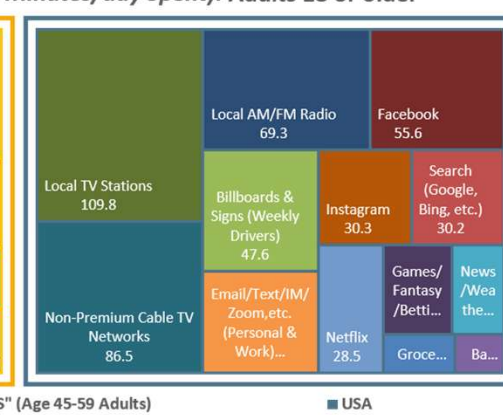
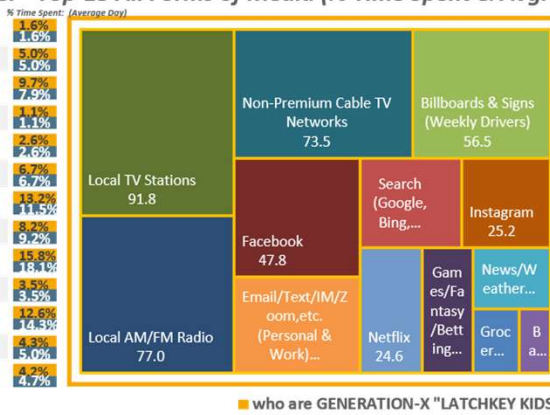
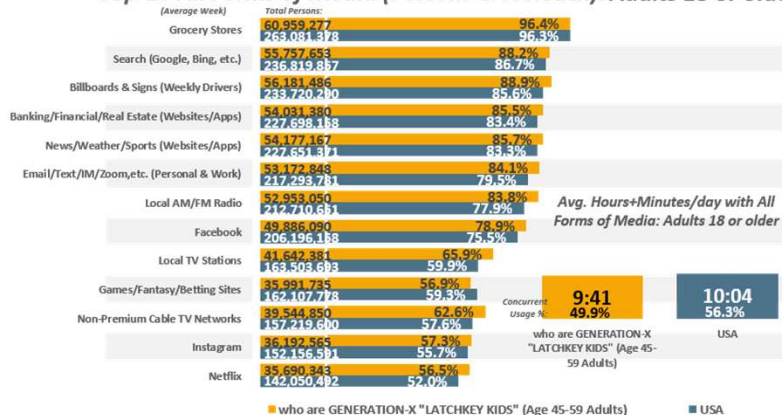


Share of Everything for Anything

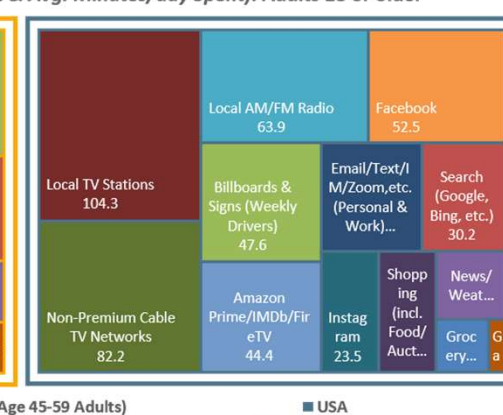
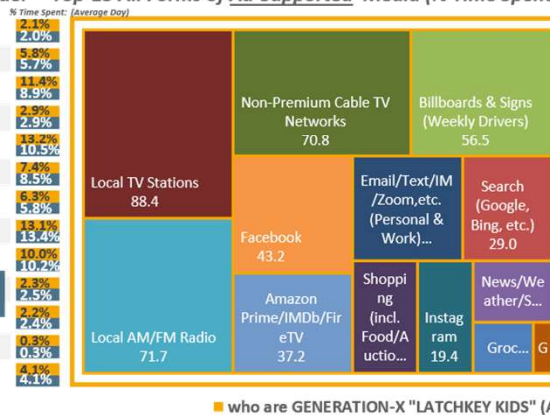
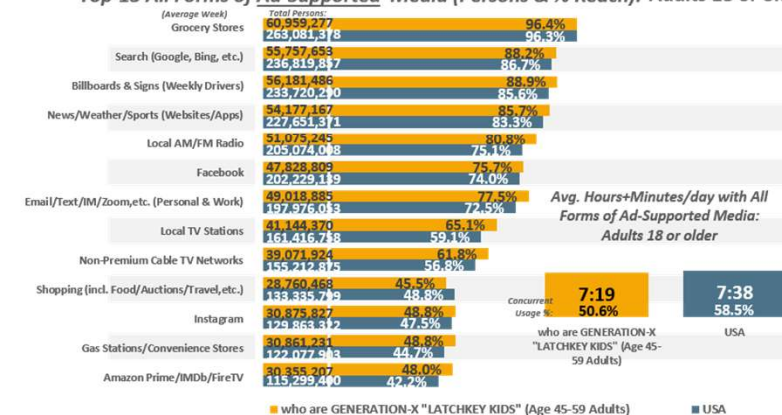


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

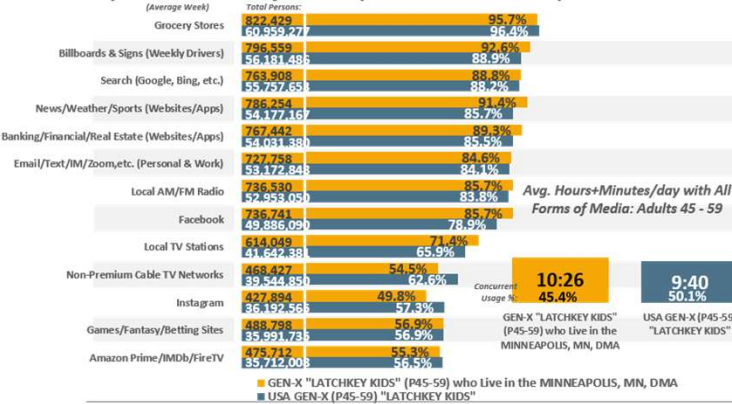
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

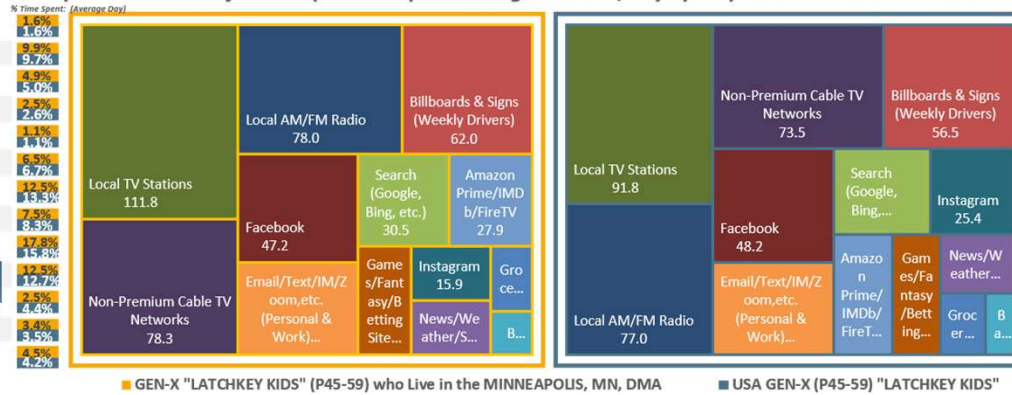


Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA spend an average of 7 hours and 58 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 73. minutes/day. (Local Radio delivers 12.7% of Time with Ad-Supported Media.)

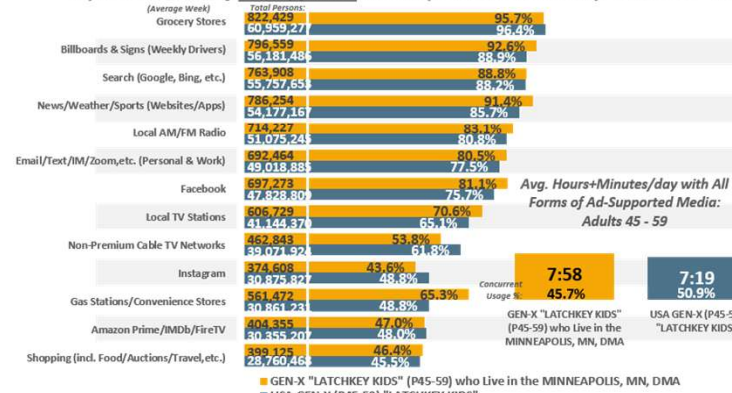
Top-13 All Forms of Media (Persons & % Reach): Adults 45 - 59



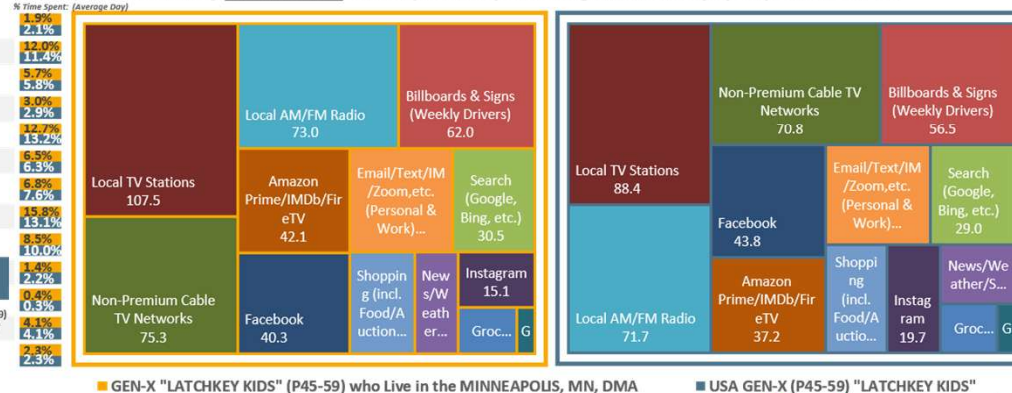
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

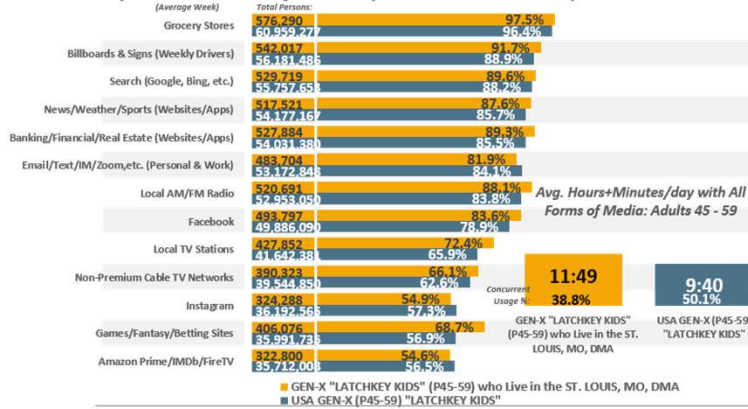
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

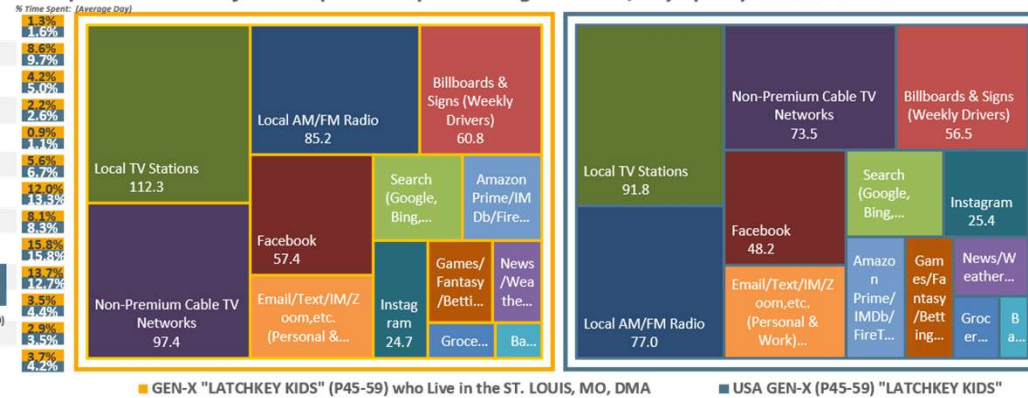


Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA spend an average of 8 hours and 46 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 82. minutes/day.(Local Radio delivers 13.3% of Time with Ad-Supported Media.)

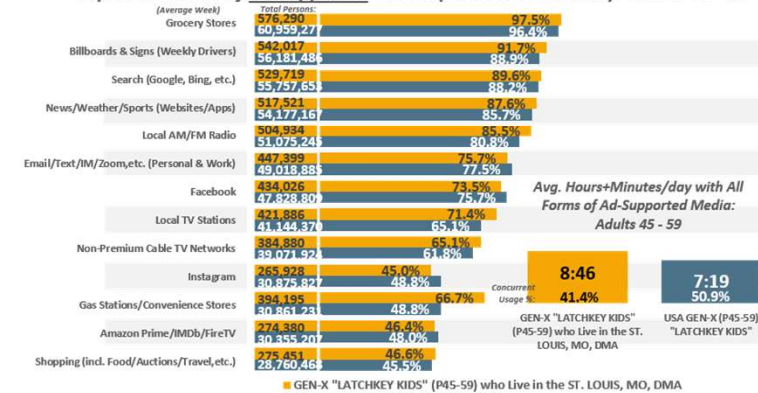
Top-13 All Forms of Media (Persons & % Reach): Adults 45 - 59



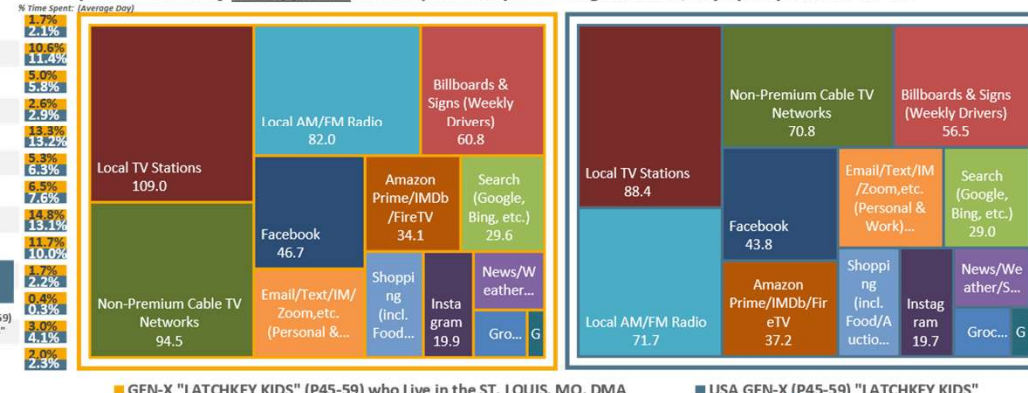
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

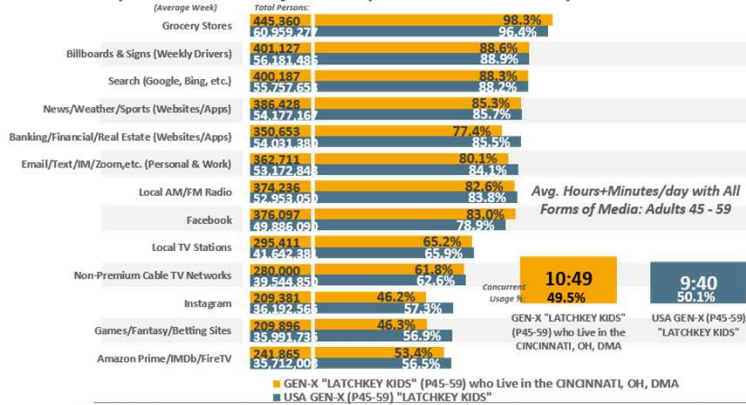
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

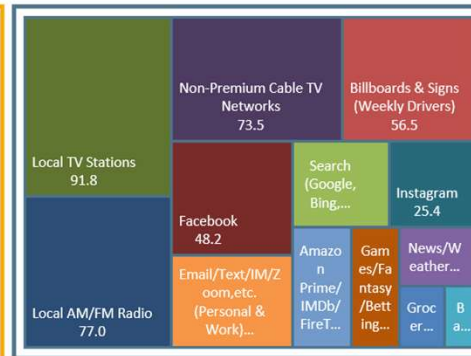
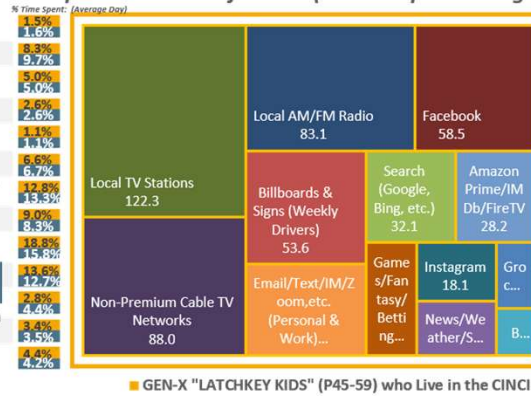


Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA spend an average of 8 hours and 21 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 79.2 minutes/day. (Local Radio delivers 12.7% of Time with Ad-Supported Media.)

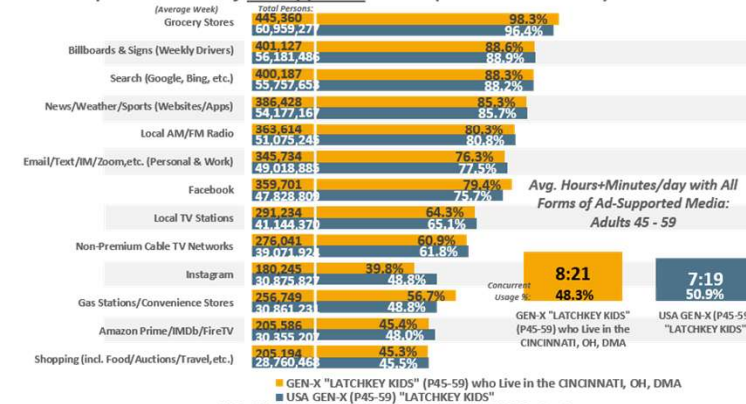
Top-13 All Forms of Media (Persons & % Reach): Adults 45 - 59



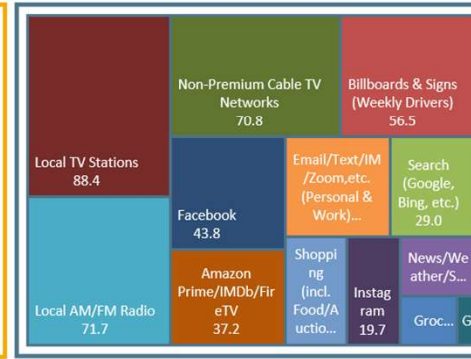
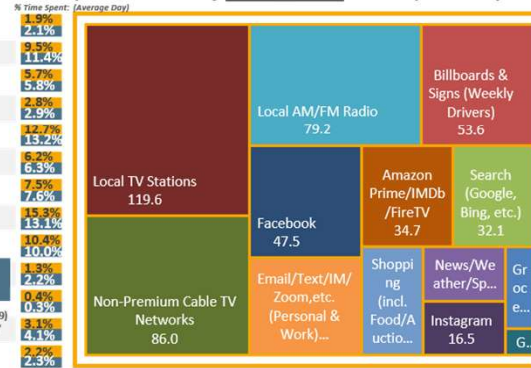
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

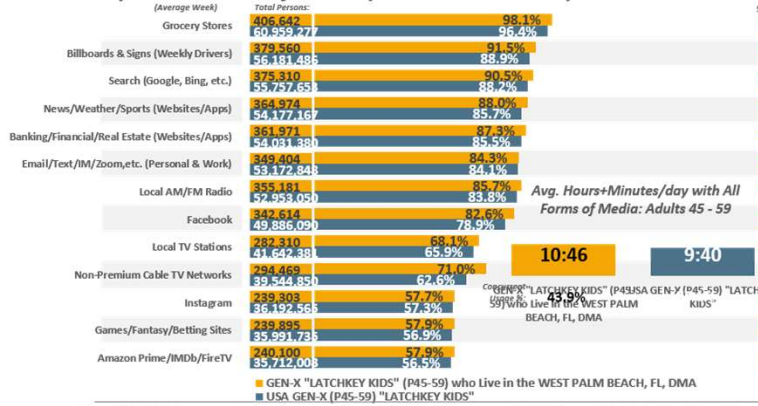
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

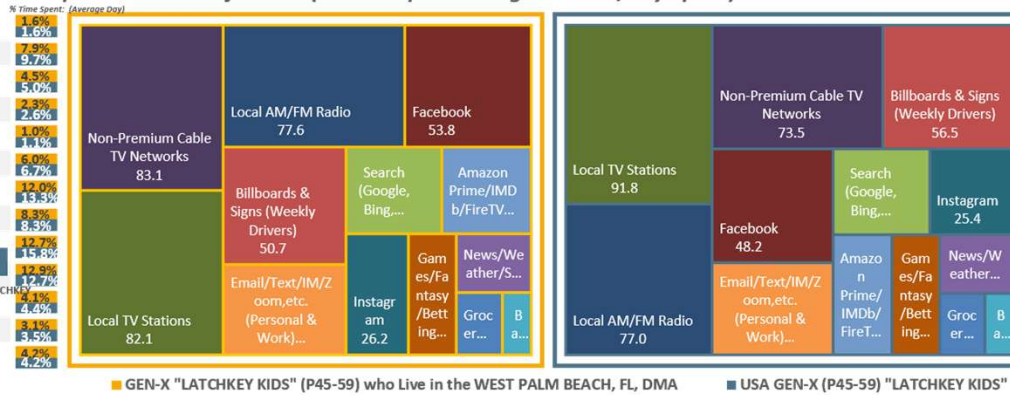


Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA spend an average of 8 hours and 4 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

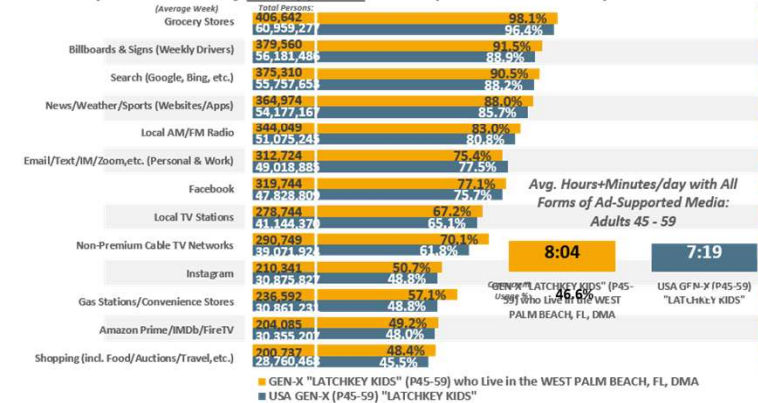
Top-13 All Forms of Media (Persons & % Reach): Adults 45 - 59



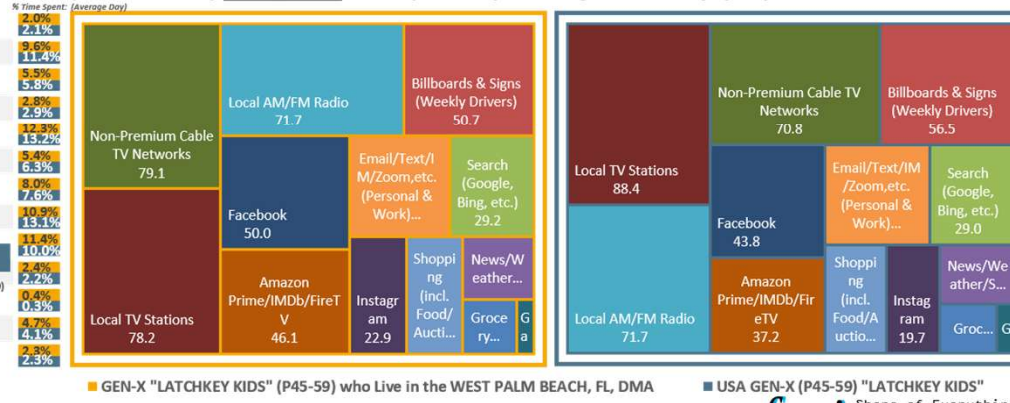
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 45 - 59



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

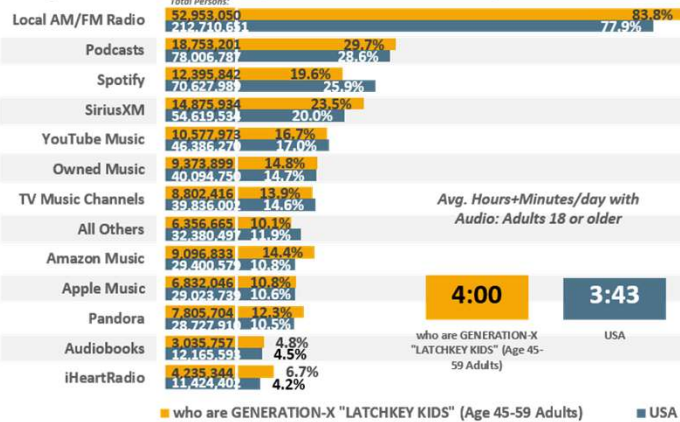
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

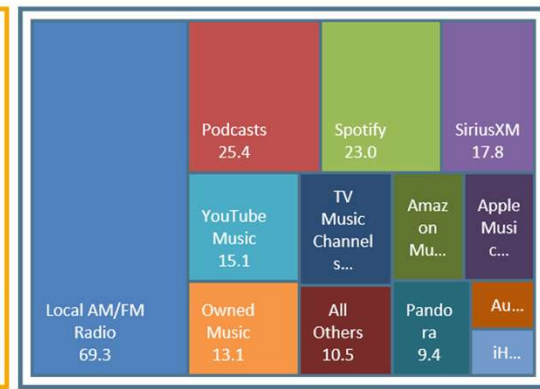
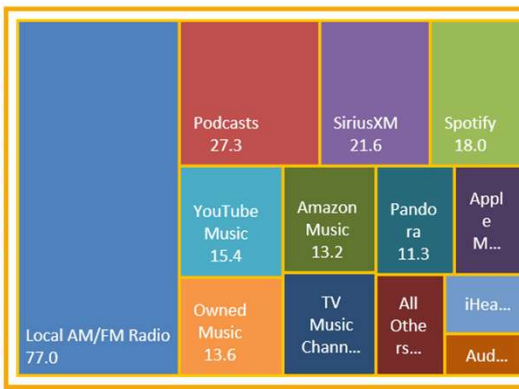


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.

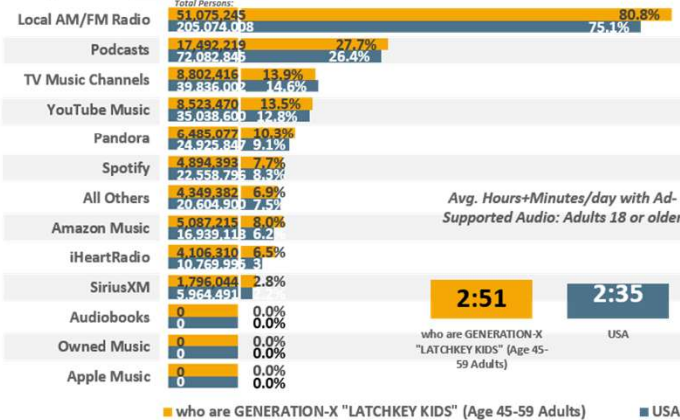
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



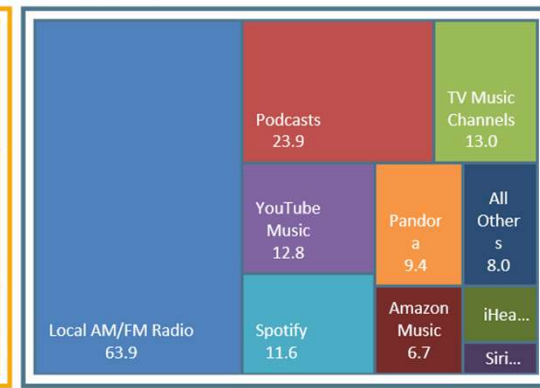
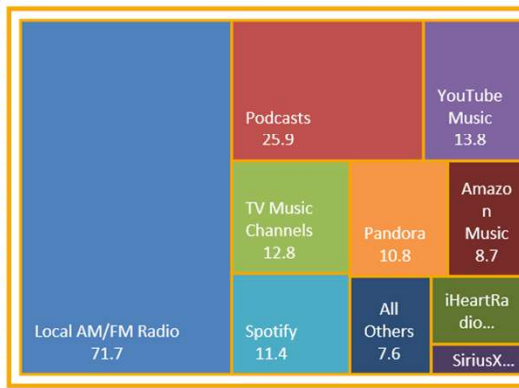
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

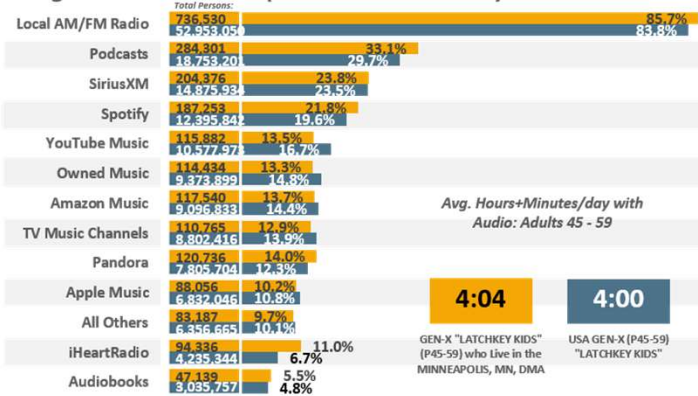
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

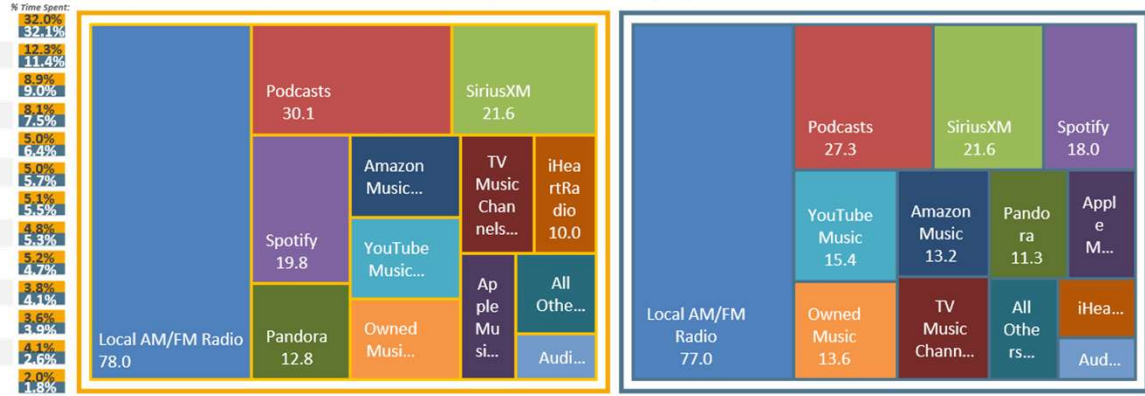


714,227 or 83.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

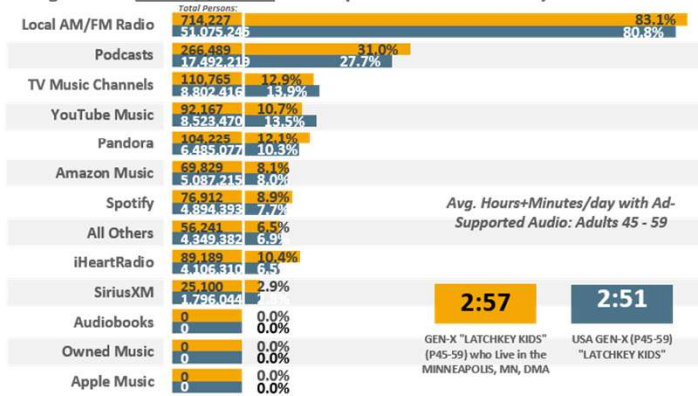
Avg. Week All Audio (Persons & % Reach): Adults 45 - 59



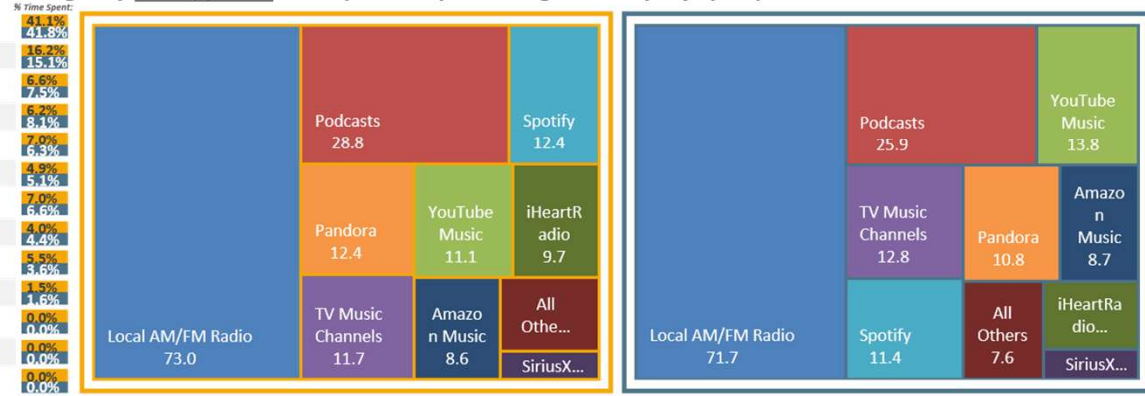
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection
Qual Intab
Scarborough R1 2026: Feb25-Feb26
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GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

USA USA Projection USA Qual Intab 6,049

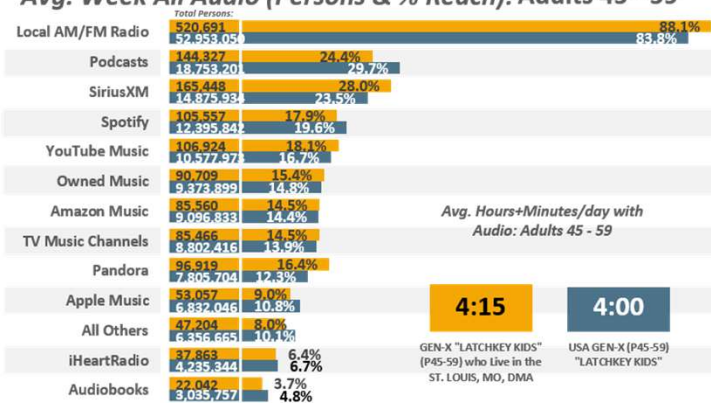
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



504,934 or 85.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 82. minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 45 - 59



Avg. Hours+Minutes/day with Audio: Adults 45 - 59

4:15

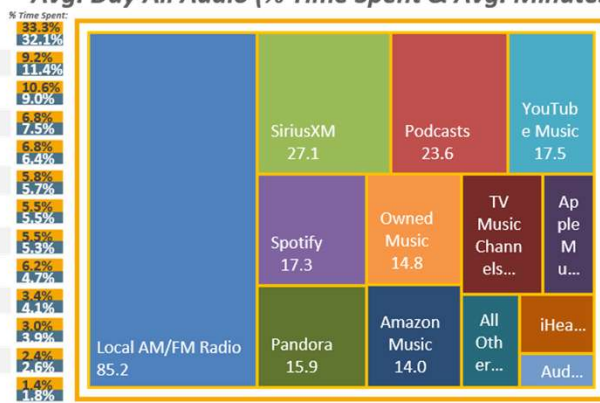
4:00

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA

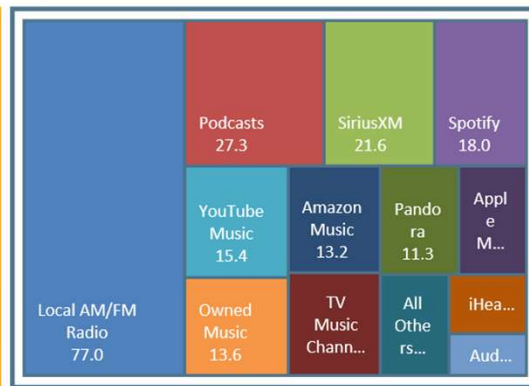
USA GEN-X (P45-59) "LATCHKEY KIDS"

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA

Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59

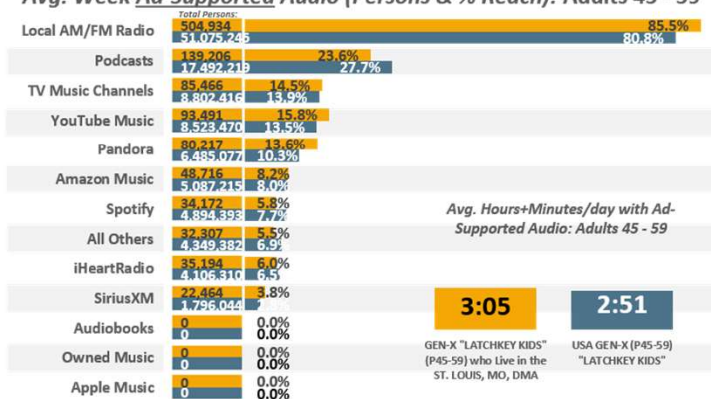


GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA



USA GEN-X (P45-59) "LATCHKEY KIDS"

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 - 59



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 45 - 59

3:05

2:51

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA

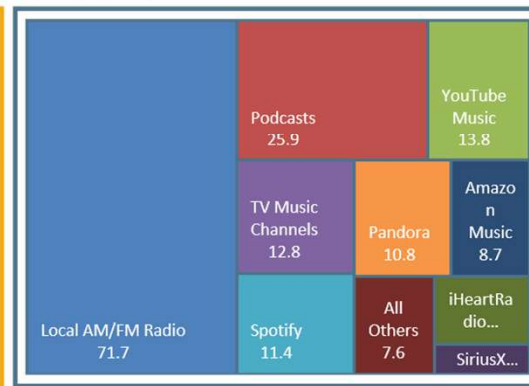
USA GEN-X (P45-59) "LATCHKEY KIDS"

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA

Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA



USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
Qual Intab
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USA USA Projection USA Qual Intab 6,049

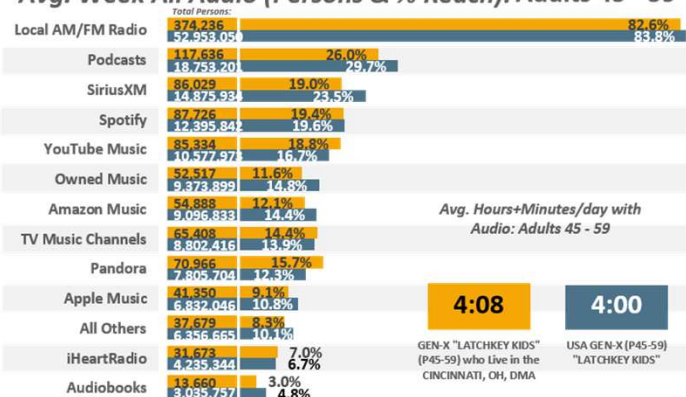
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

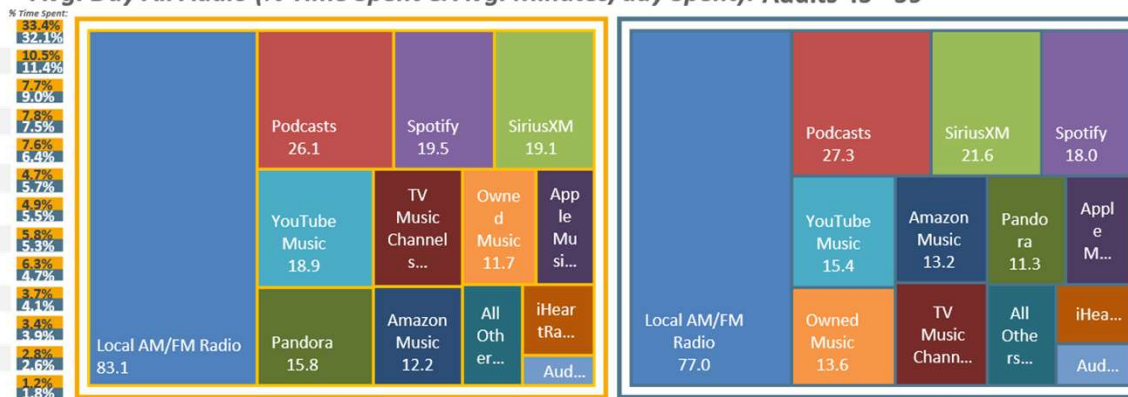


363,614 or 80.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 79.2 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

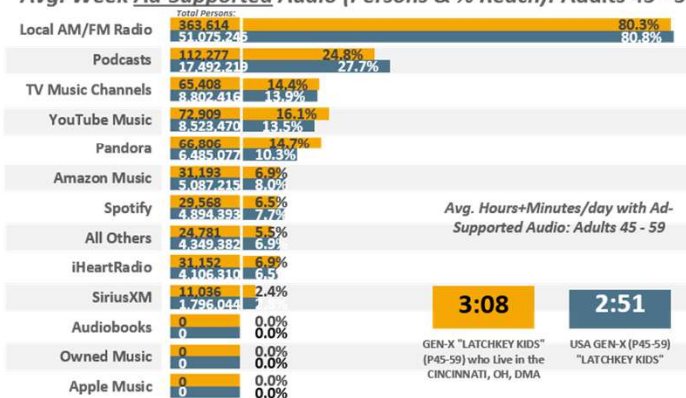
Avg. Week All Audio (Persons & % Reach): Adults 45 - 59



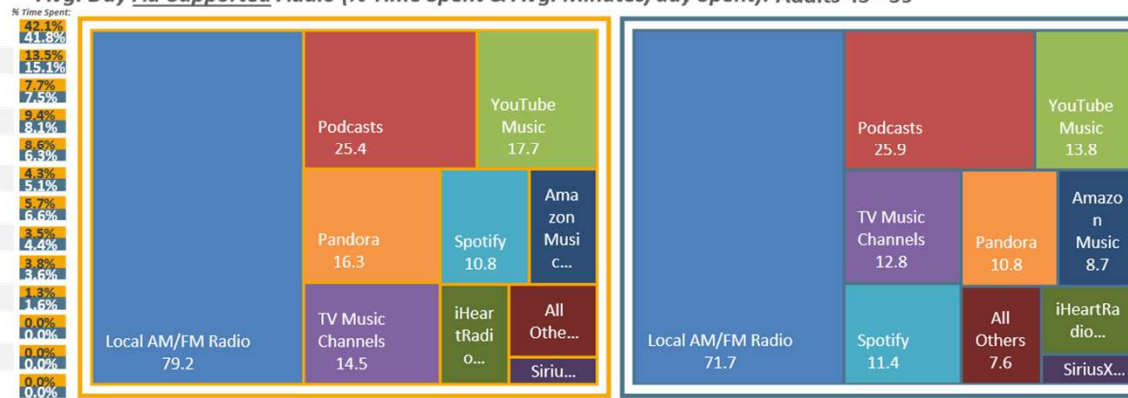
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA
 USA Projection
 Qual Intab
 Scarborough R1 2026: Feb25-Feb26
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GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA
 USA
 USA Projection
 USA
 Qual Intab
 6,049

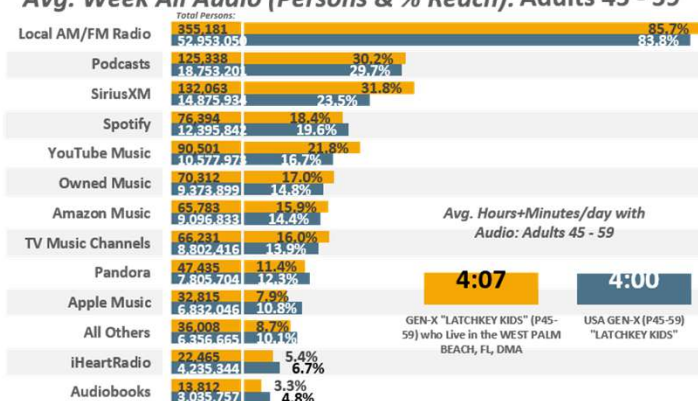
USA GEN-X (P45-59) "LATCHKEY KIDS"
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



344,049 or 83.% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 45 - 59



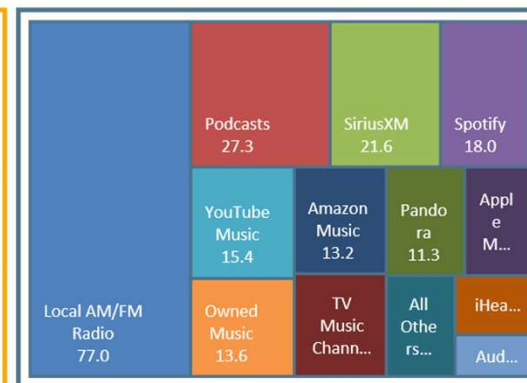
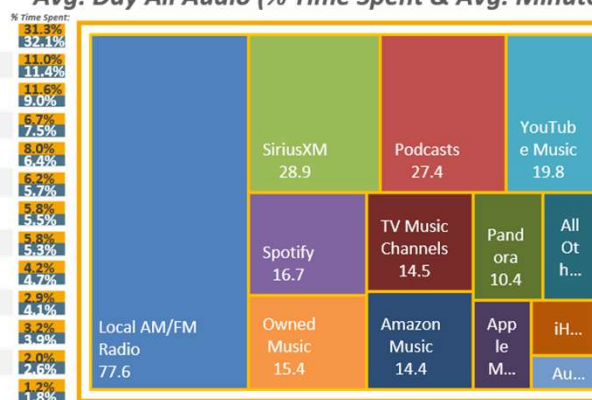
Avg. Hours+Minutes/day with Audio: Adults 45 - 59

4:07

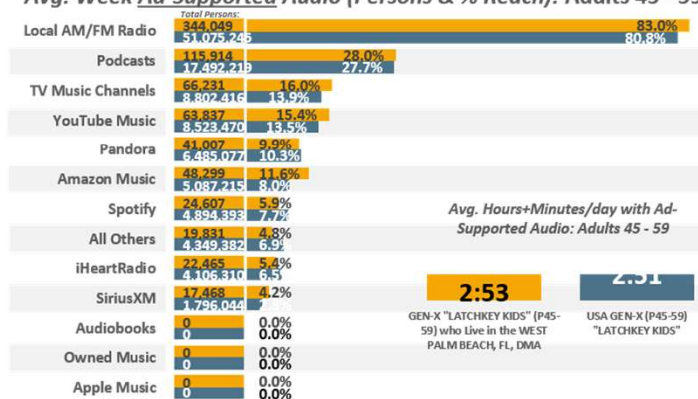
4:00

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 45 - 59



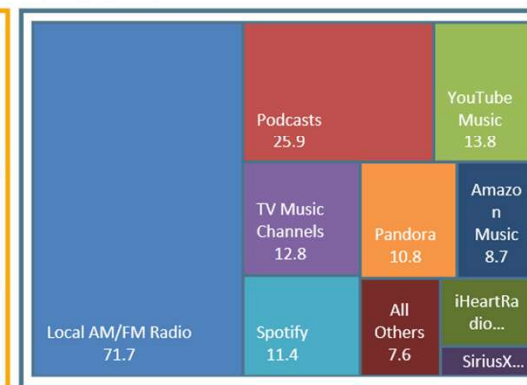
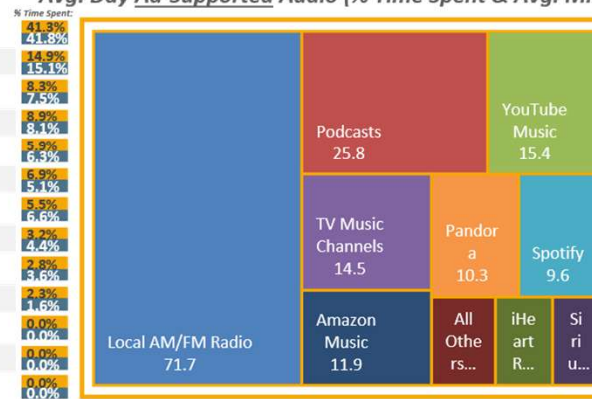
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 45 - 59

2:53

2:51

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection
Qual Intab
Scarborough R1 2026: Jan25-Jan26
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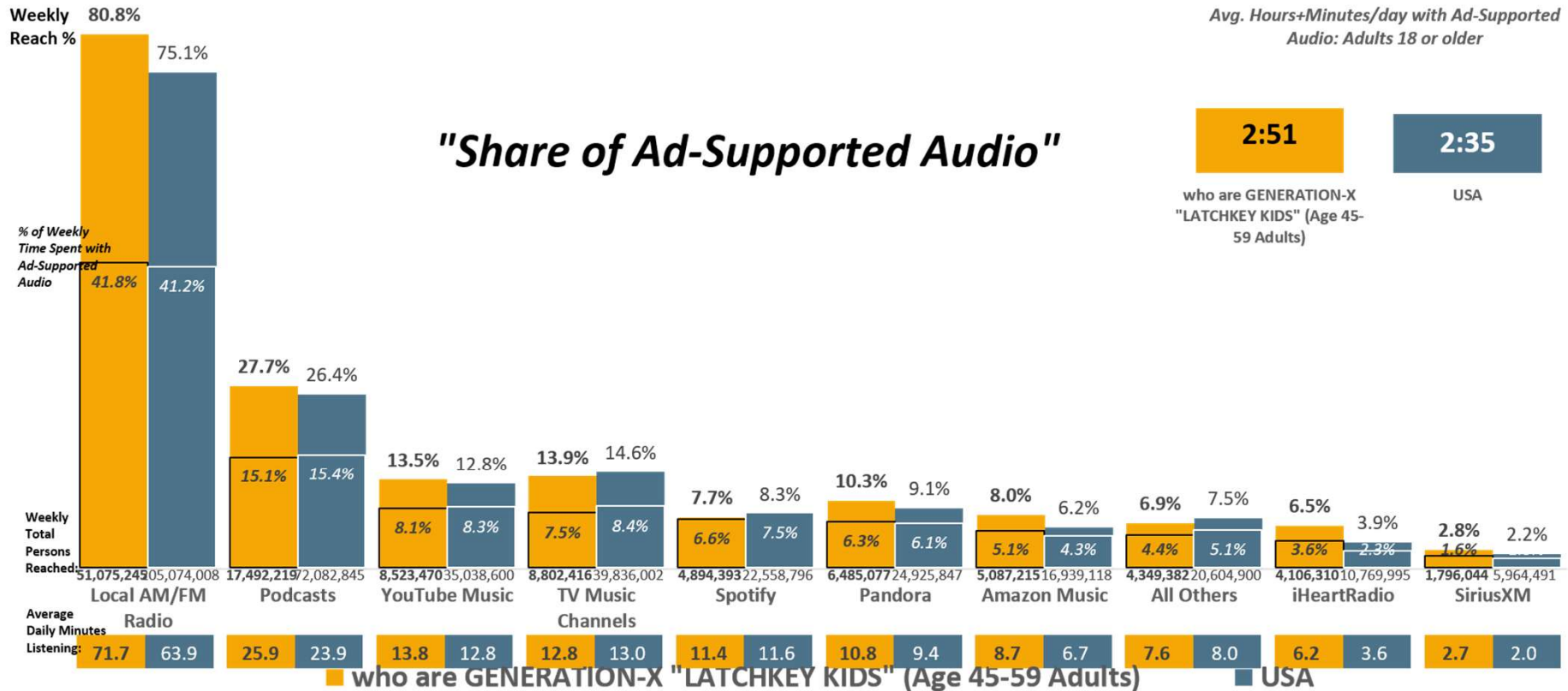
USA USA Projection USA Qual Intab 6,049

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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

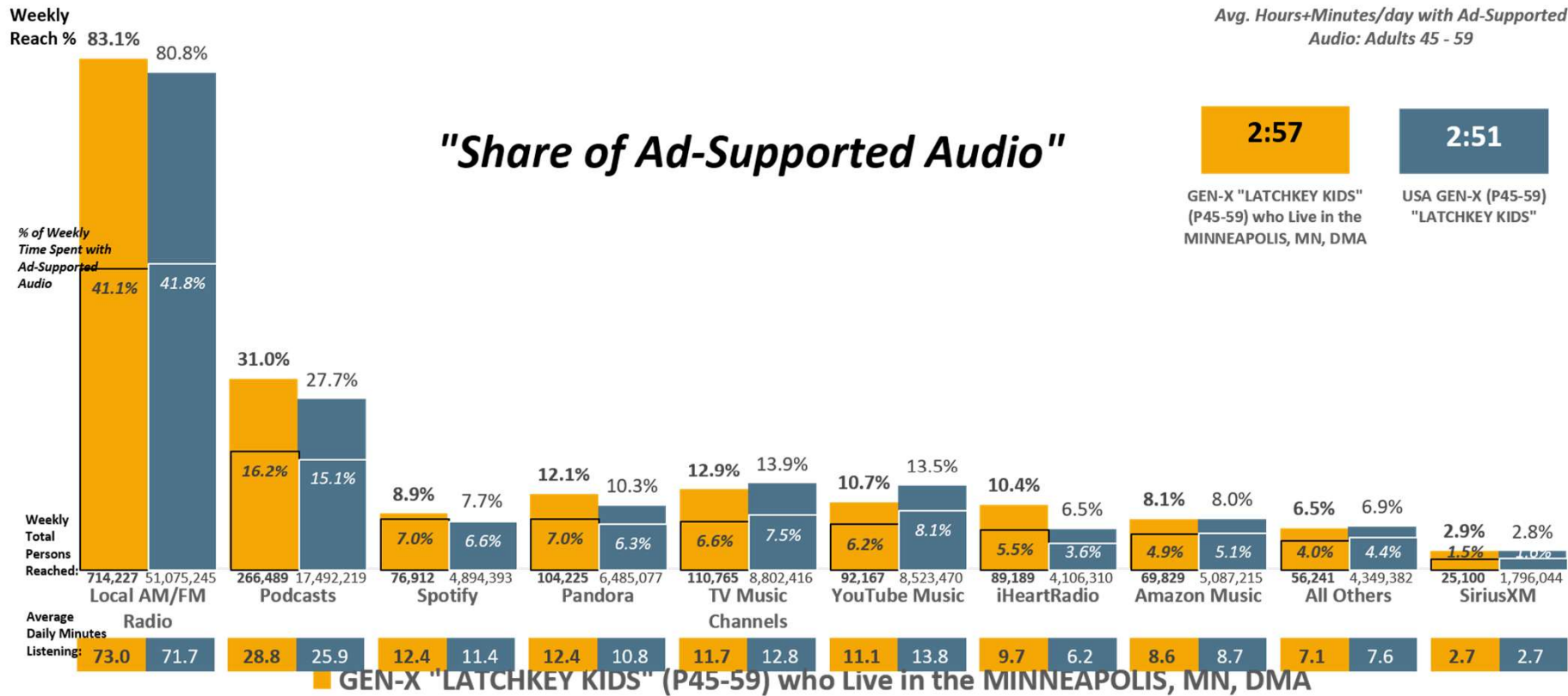


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.





714,227 or 83.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



USA GEN-X (P45-59) "LATCHKEY KIDS"
 Scarborough R1 2026: Feb25-Feb26
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USA Projection
 Qual Intab

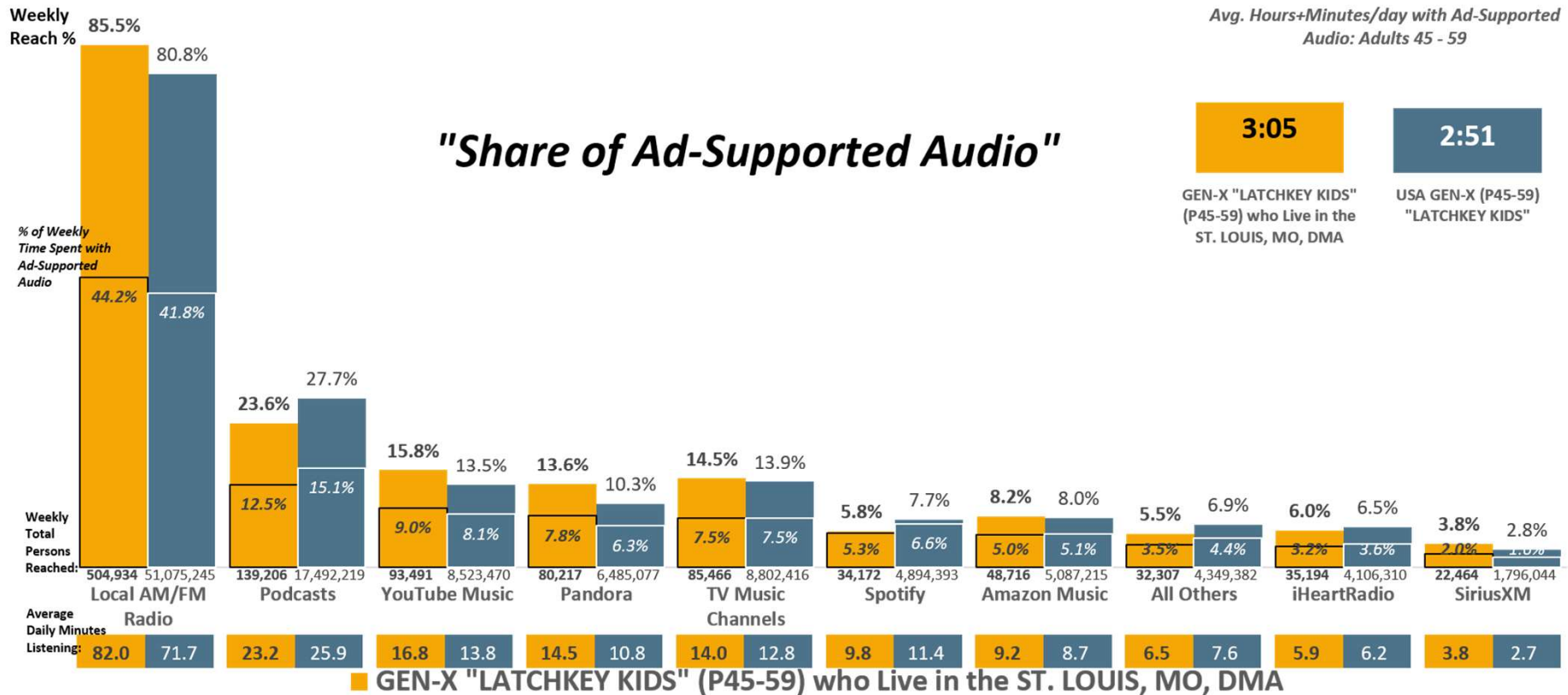
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



504,934 or 85.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 82. minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



363,614 or 80.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 79.2 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

80.3% 80.8%

% of Weekly Time Spent with Ad-Supported Audio

42.1% 41.8%

Weekly Total Persons Reached:

363,614 51,075,245

Average Daily Minutes Listening:

79.2 71.7

"Share of Ad-Supported Audio"

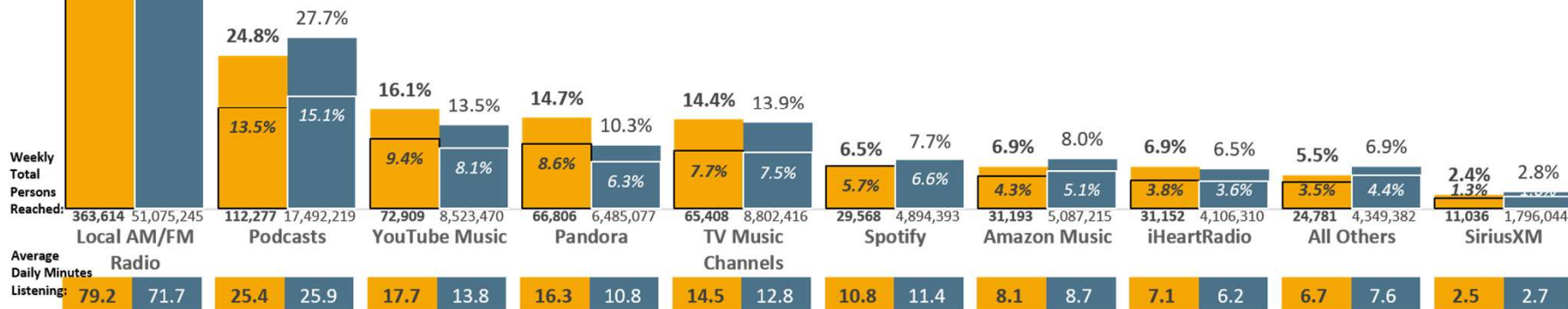
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 45 - 59

3:08

2:51

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



344,049 or 83.0% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 83.0% 80.8%

% of Weekly Time Spent with Ad-Supported Audio 41.3% 41.8%

Weekly Total Persons Reached: 344,049 51,075,245

Average Daily Minutes Listening: 71.7 71.7

"Share of Ad-Supported Audio"

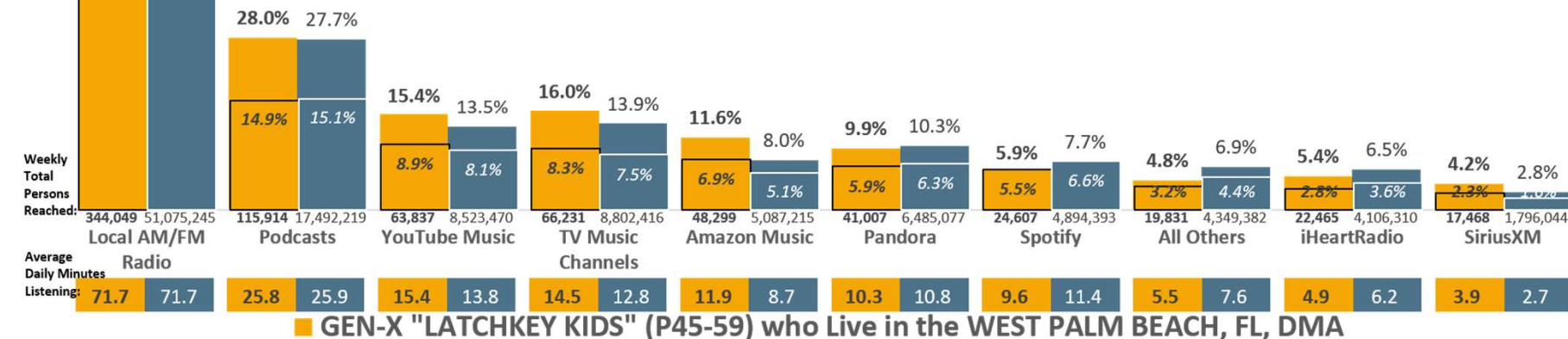
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 45 - 59

2:53

2:51

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Jan25-Jan26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

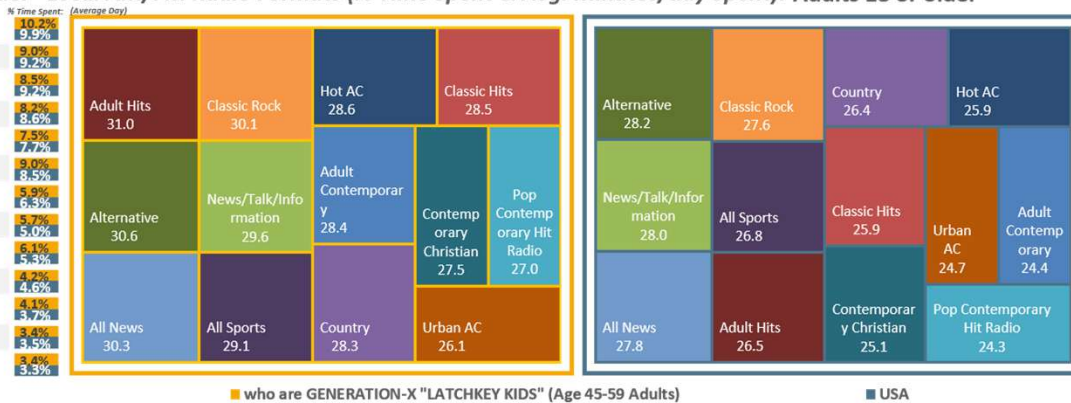
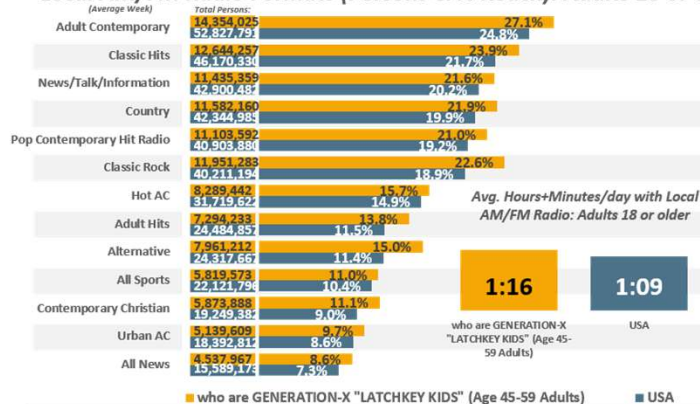
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

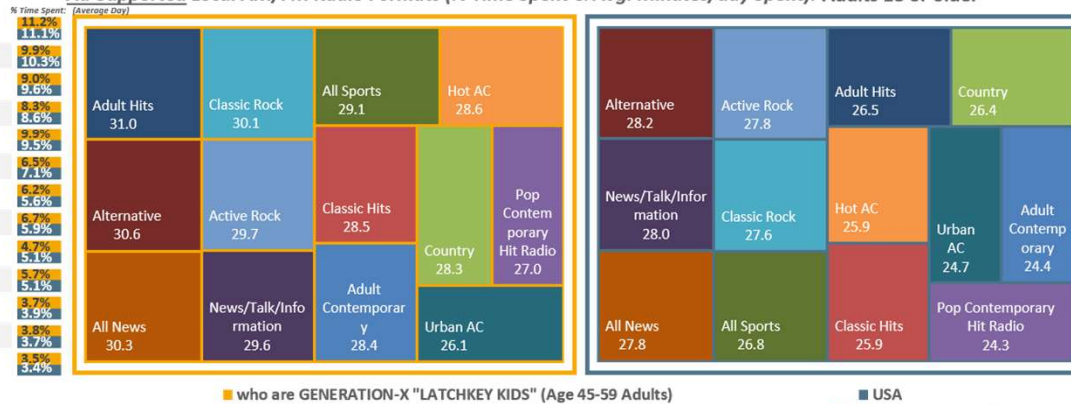
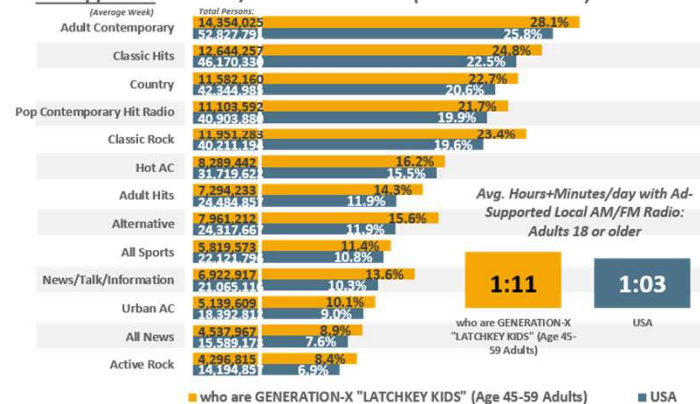


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

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**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

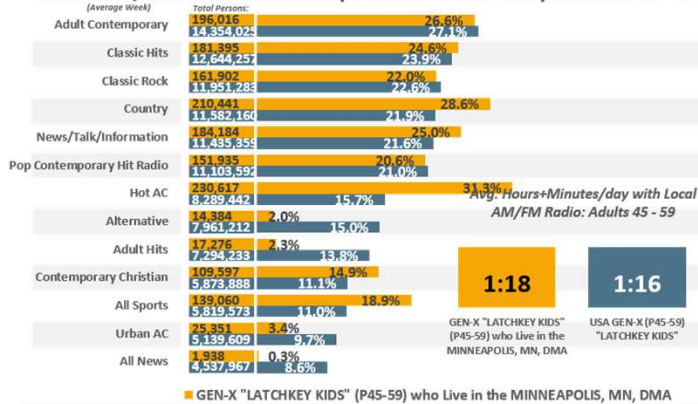
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

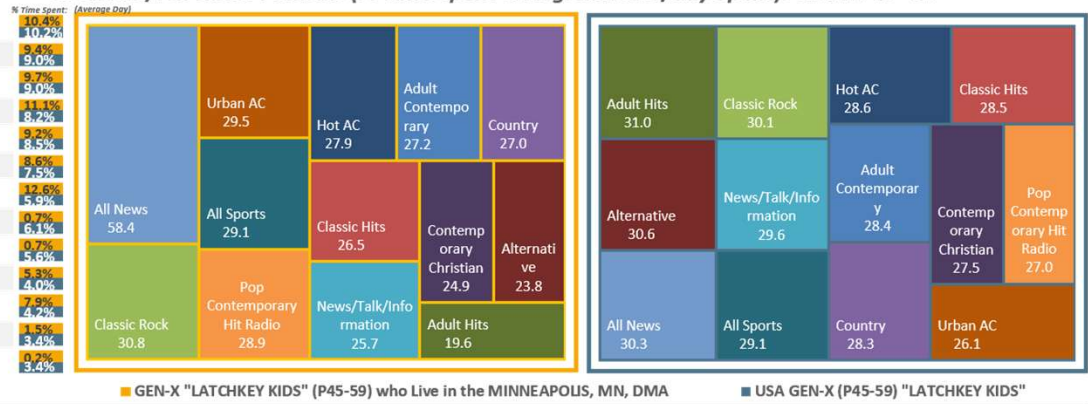


714,227 or 83.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Hits, and Classic Rock.

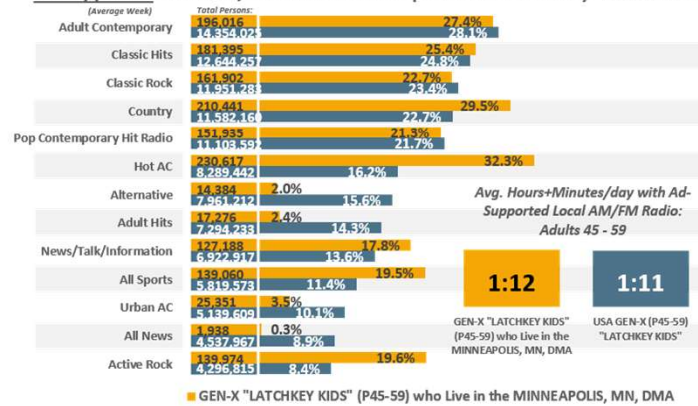
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



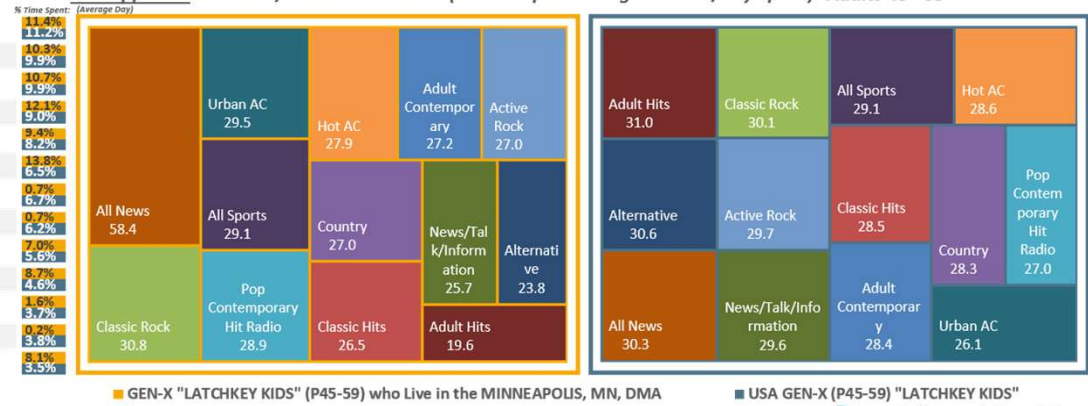
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

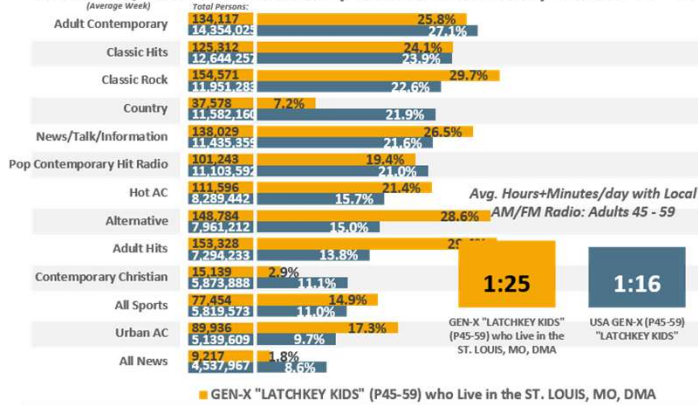
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

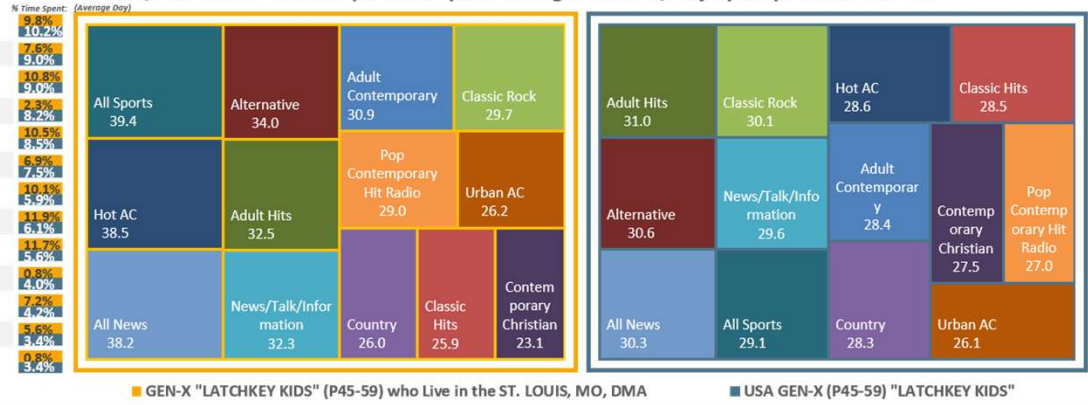


504,934 or 85.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Hits, Alternative, Adult Contemporary, and Classic Hits.

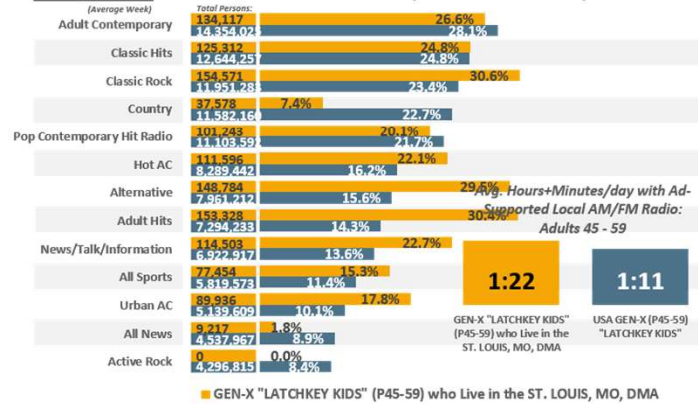
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



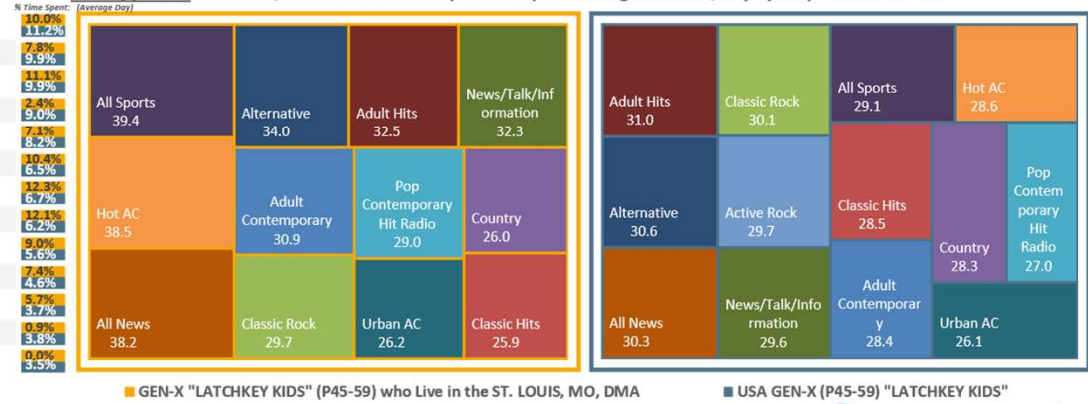
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

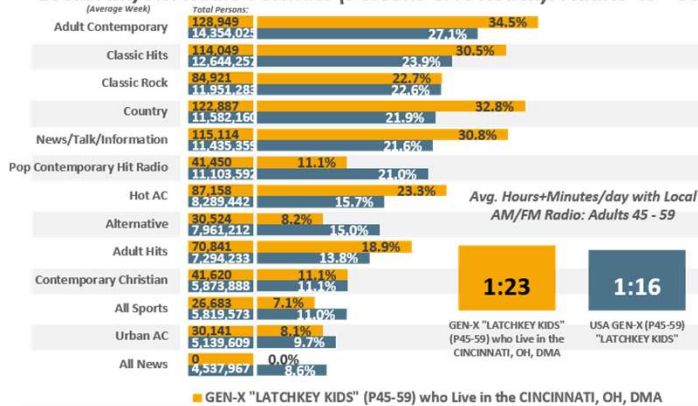
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

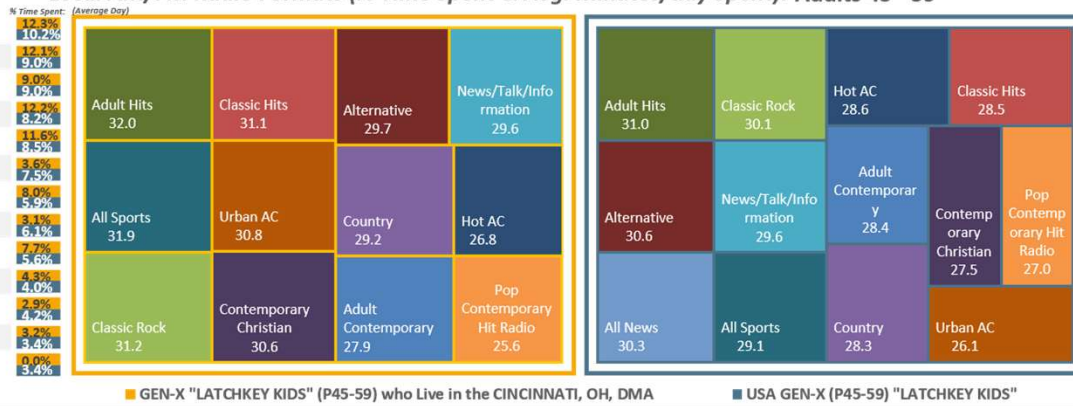


363,614 or 80.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, News/Talk/Information, and Hot AC.

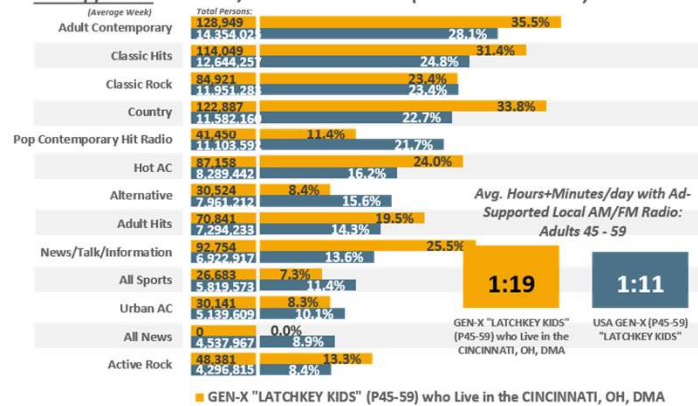
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



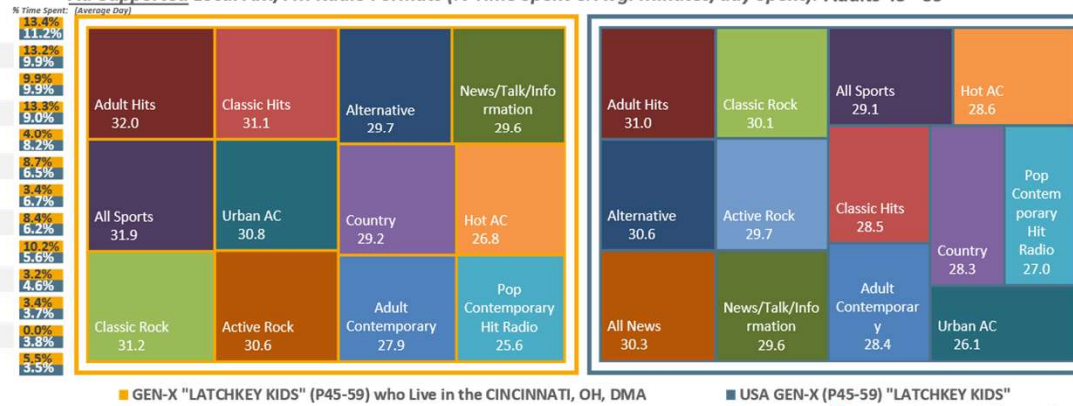
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

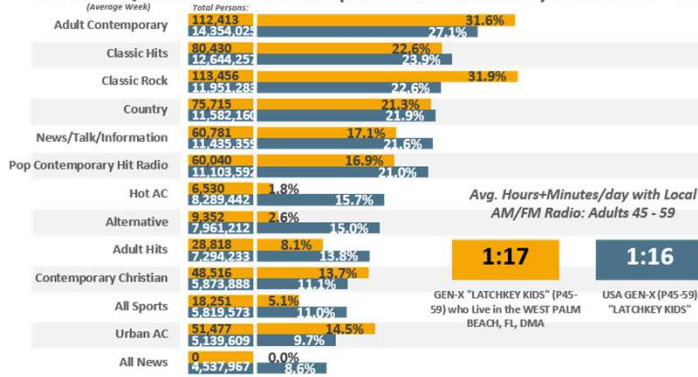
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

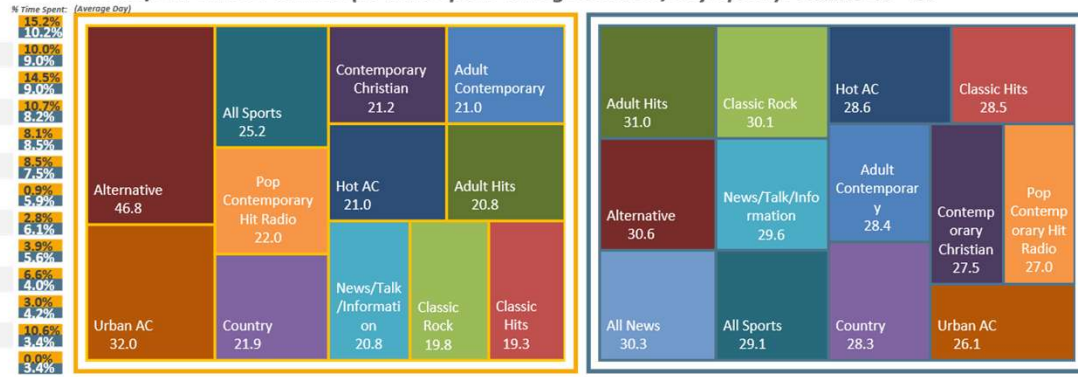


344,049 or 83.% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Country, and Pop Contemporary Hit Radio

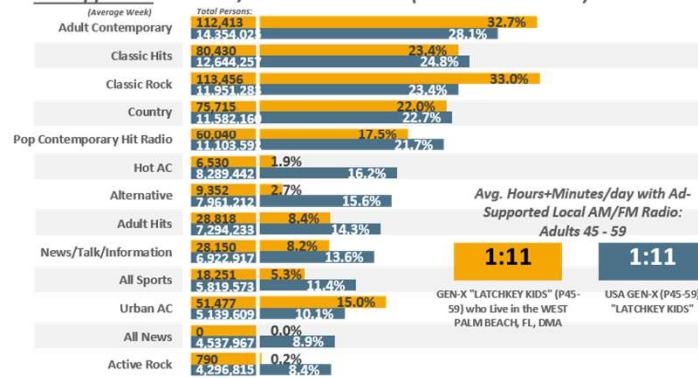
Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



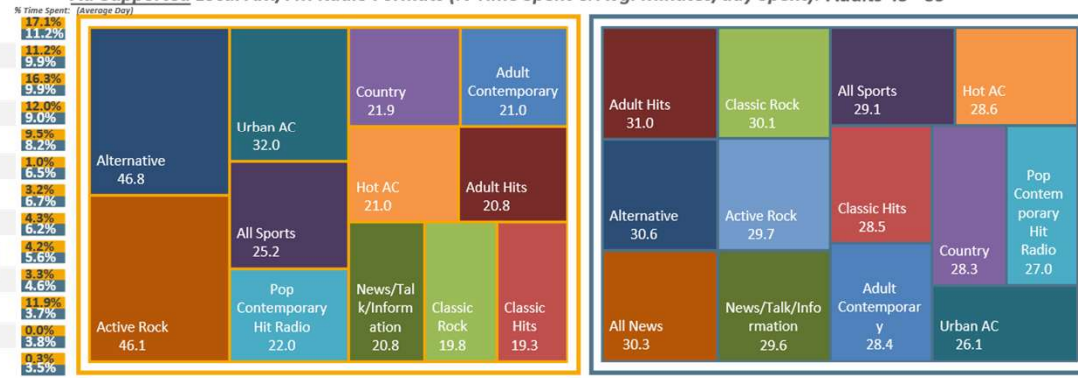
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 45 - 59



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
 USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
 USA Projection USA Qual Intab 6,049

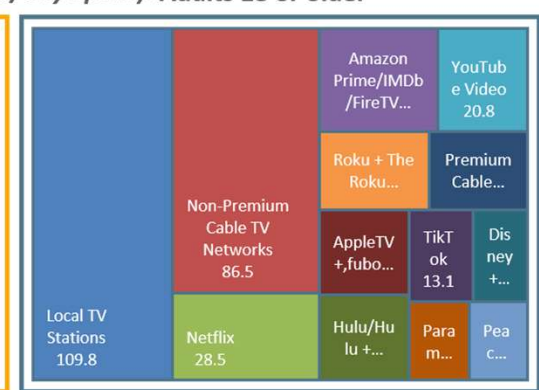
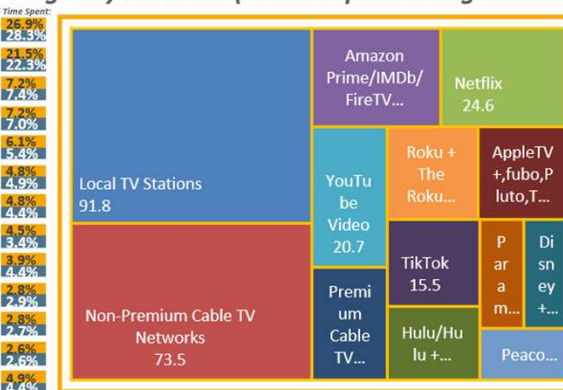
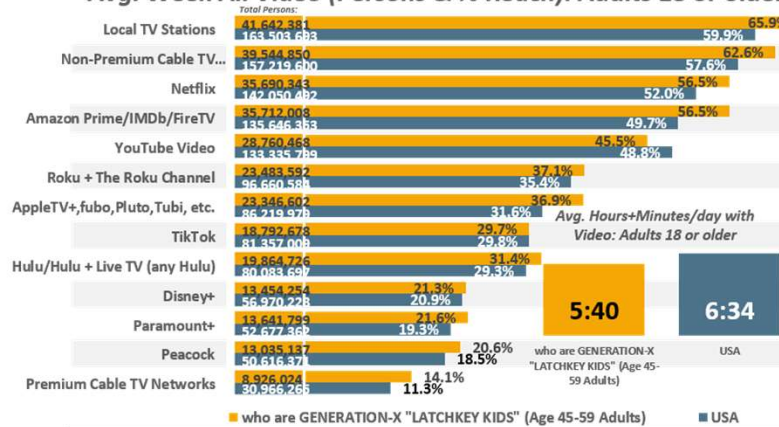
USA GEN-X (P45-59) "LATCHKEY KIDS"
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41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

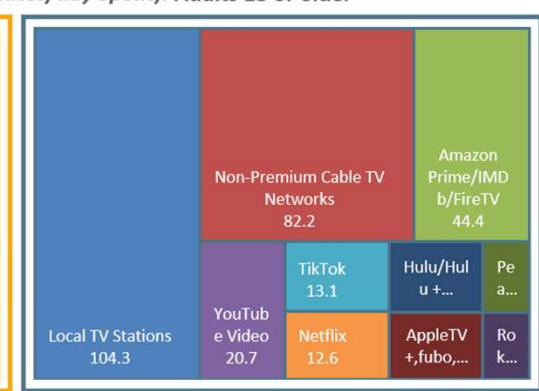
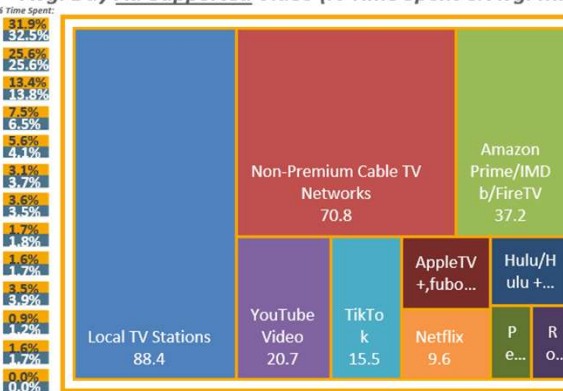
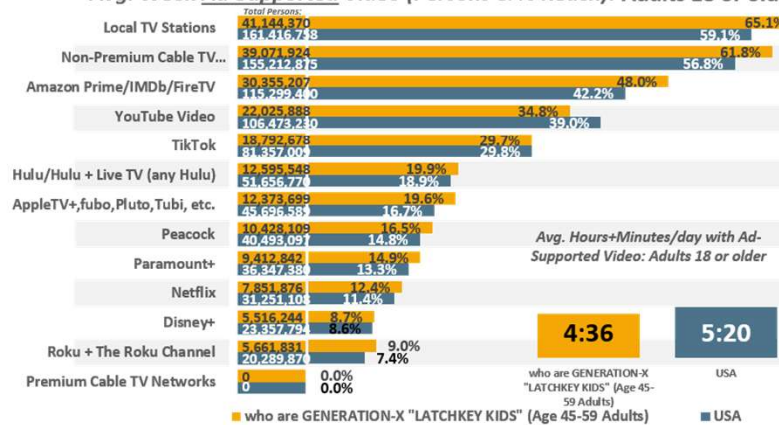
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

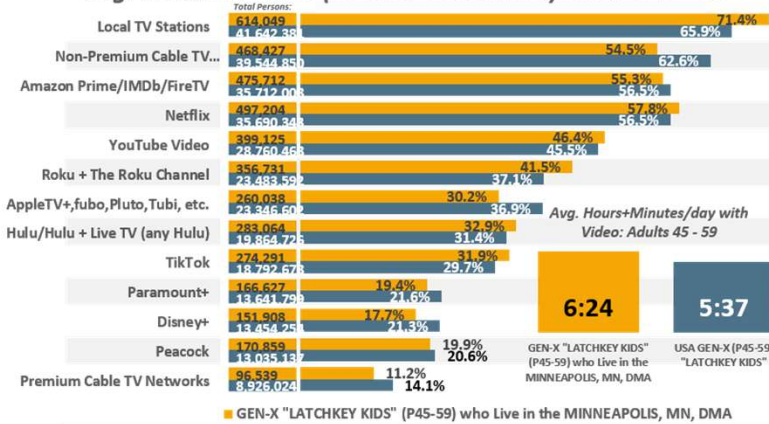
soefa.ai Share of Everything for Anything.

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

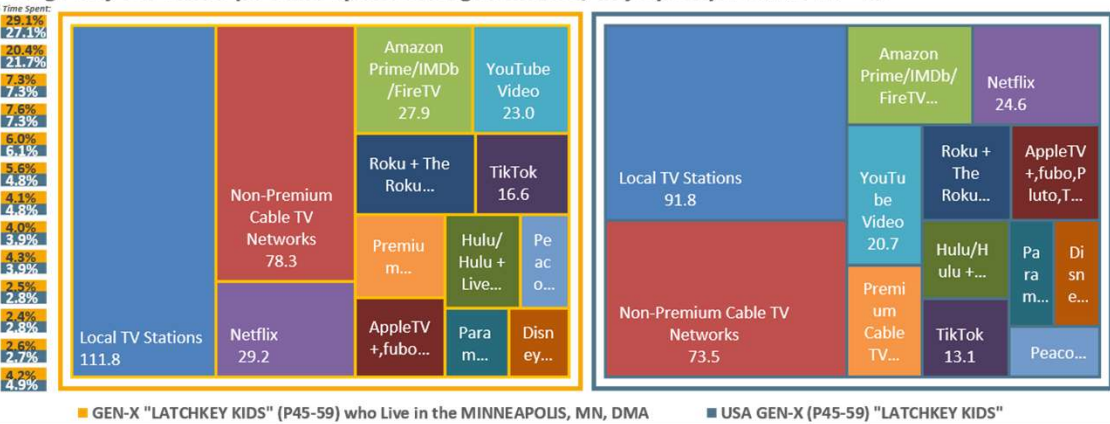


606,729 or 70.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations for an average of 107.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

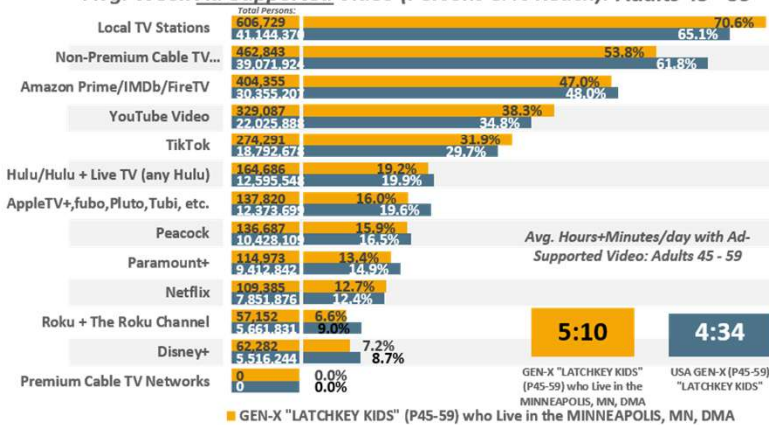
Avg. Week All Video (Persons & % Reach): Adults 45 - 59



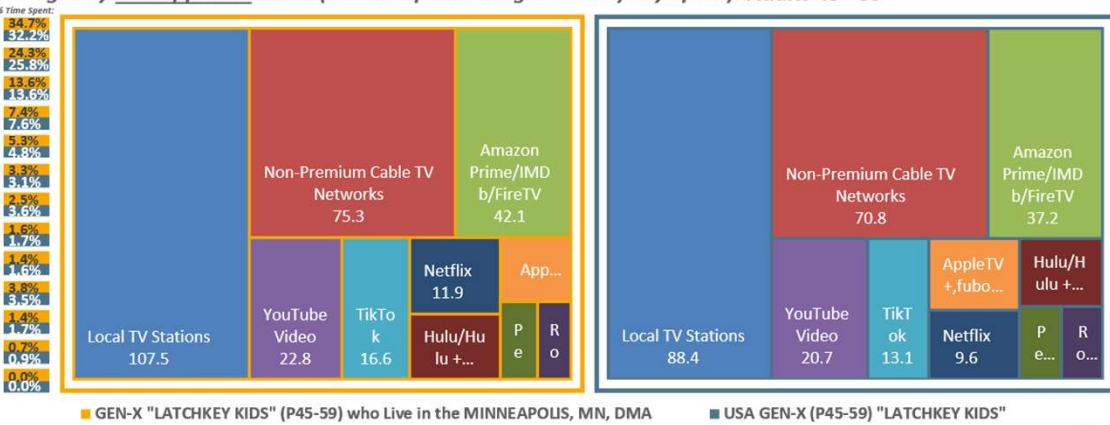
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



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USA Projection USA Qual Intab 6,049

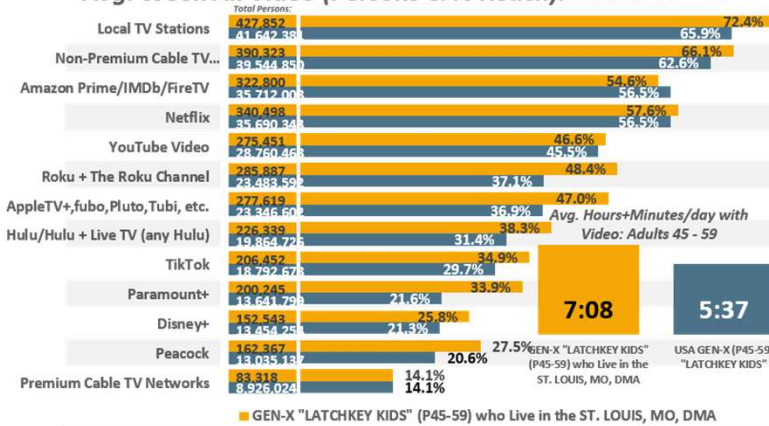
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

soefa.ai Share of Everything for Anything

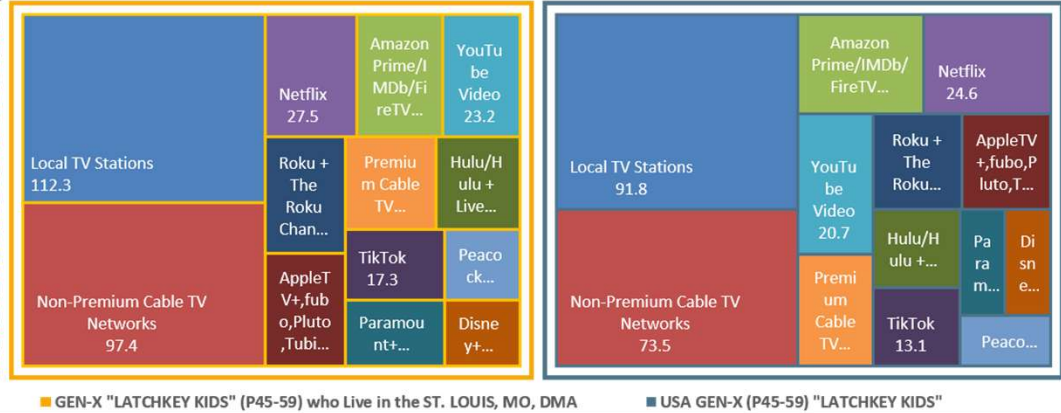


421,886 or 71.4% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.

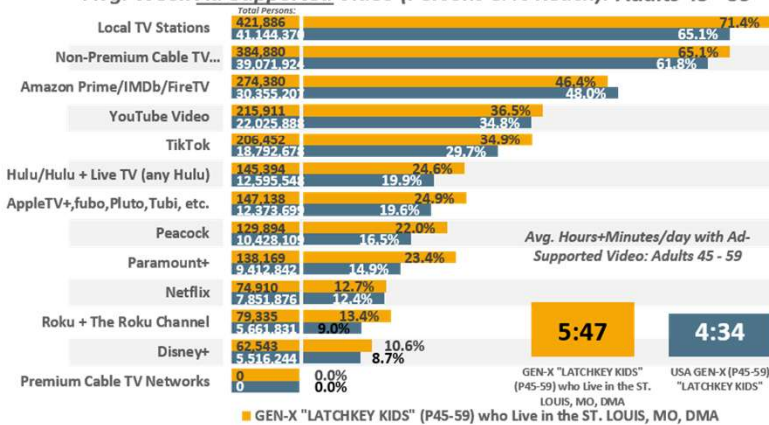
Avg. Week All Video (Persons & % Reach): Adults 45 - 59



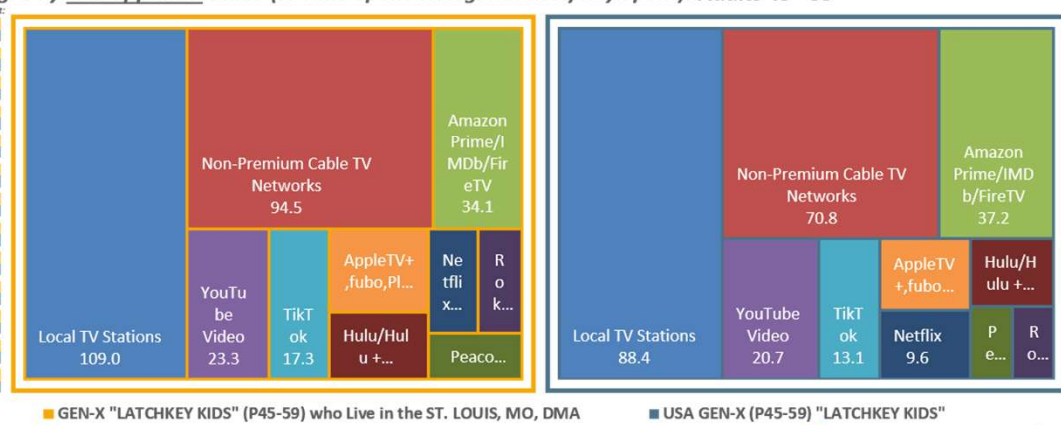
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

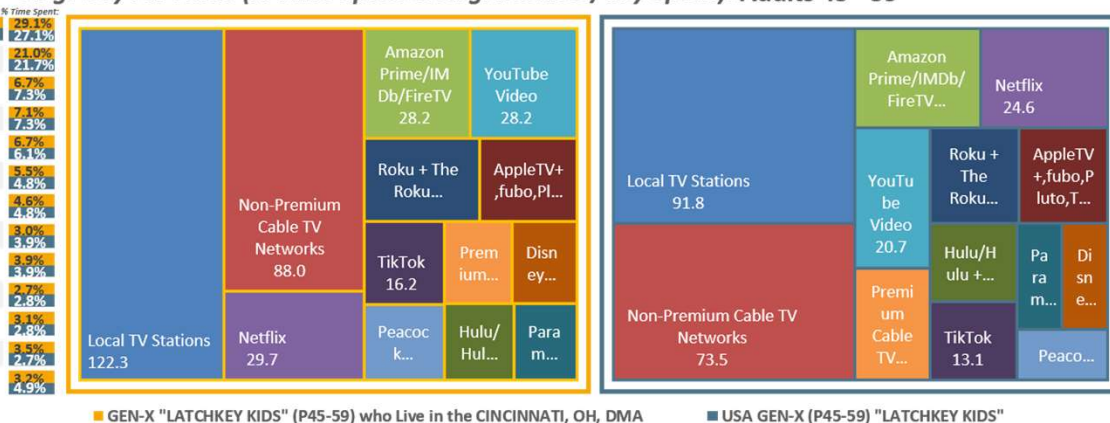
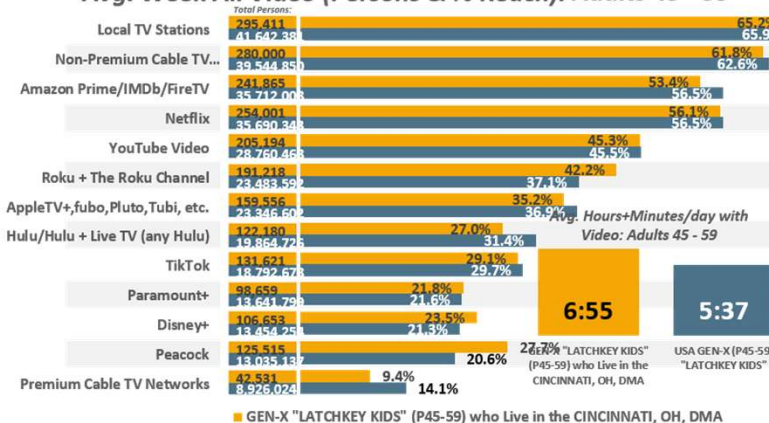
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291,234 or 64.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 119.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Video.

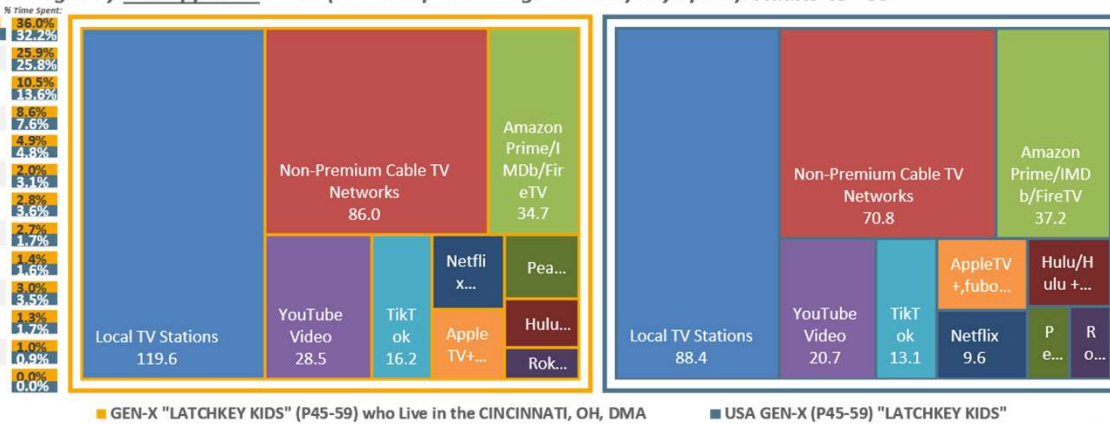
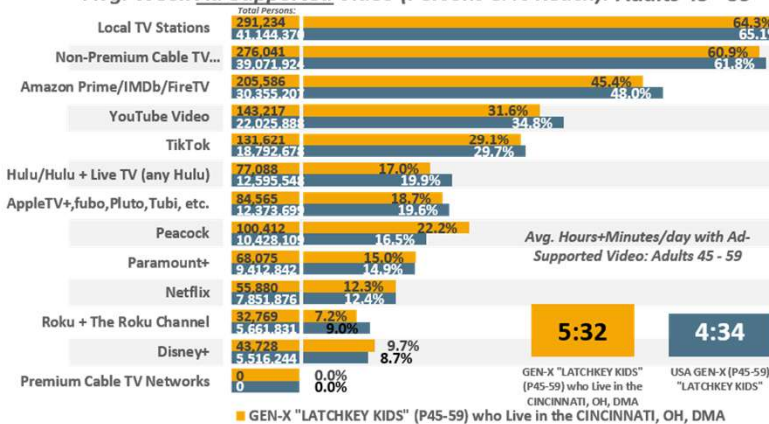
Avg. Week All Video (Persons & % Reach): Adults 45 - 59

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 - 59

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

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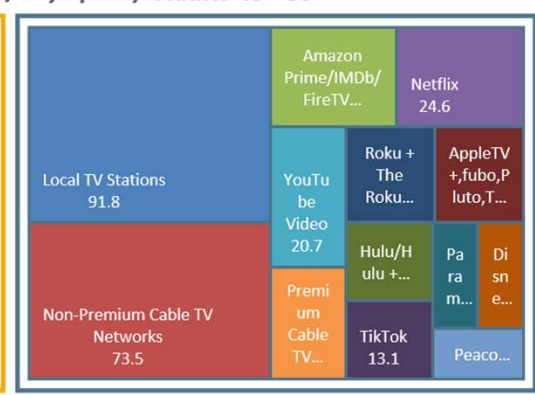
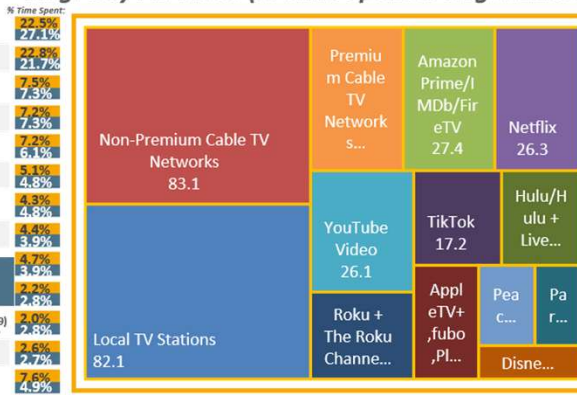
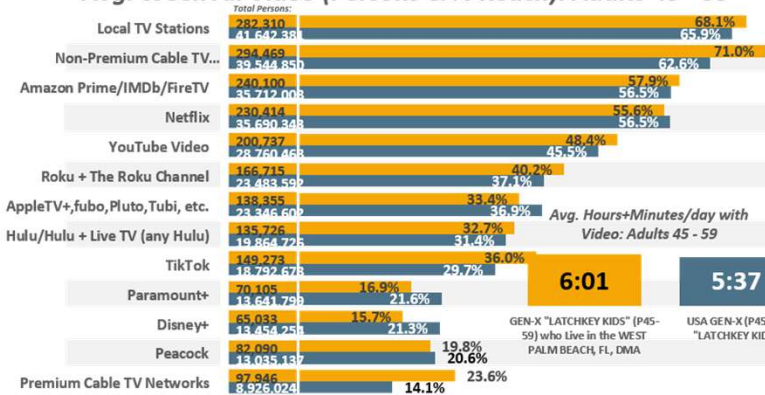
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



278,744 or 67.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations for an average of 78.2 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

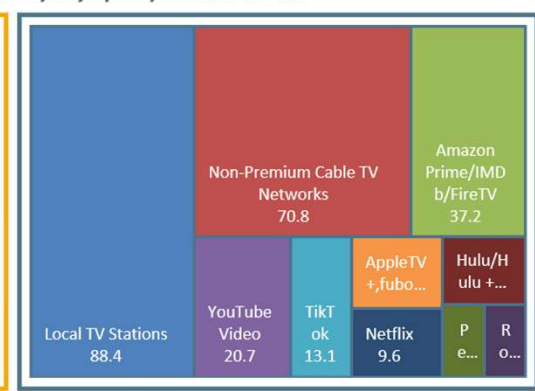
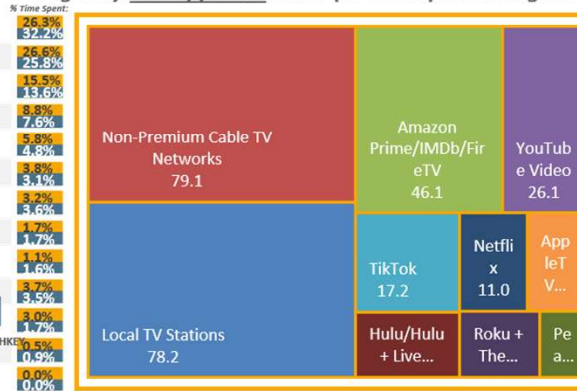
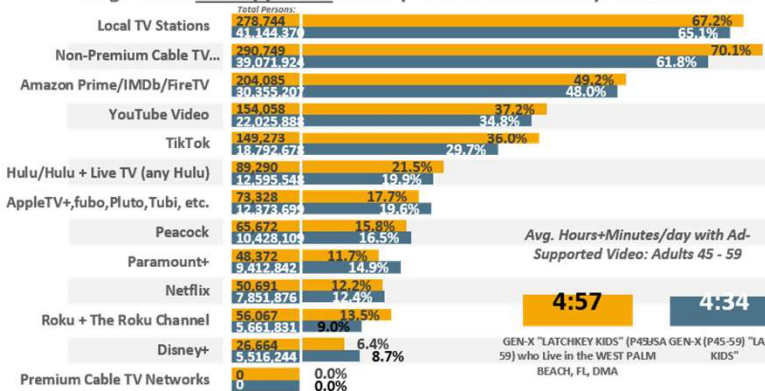
Avg. Week All Video (Persons & % Reach): Adults 45 - 59

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 45 - 59

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection
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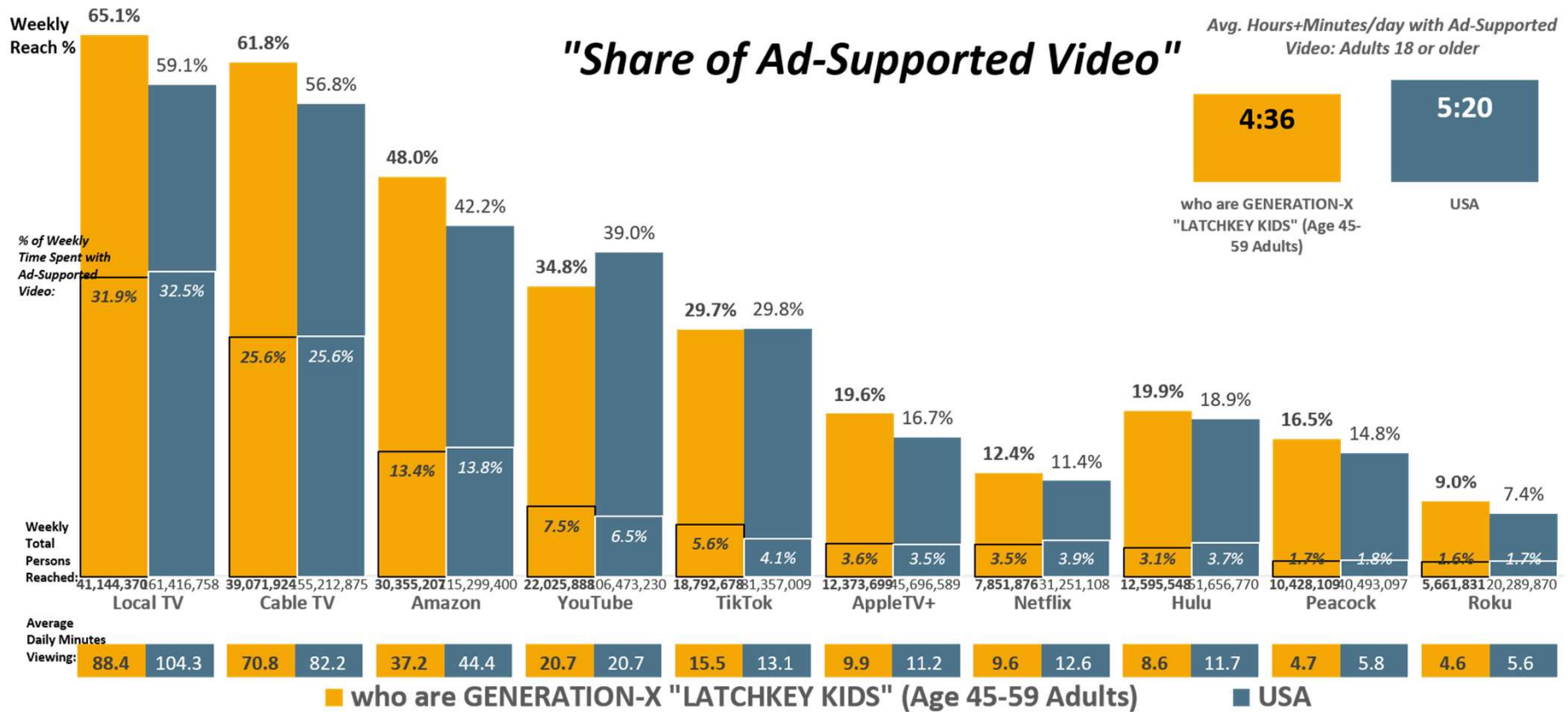
GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection
USA Qual Intab 6,049

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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.





606,729 or 70.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations for an average of 107.5 minutes every day representing 34.7% of all time spent daily with Ad-Supported Video.

Weekly Reach % 70.6%

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported Video: Adults 45 - 59

5:10

4:34

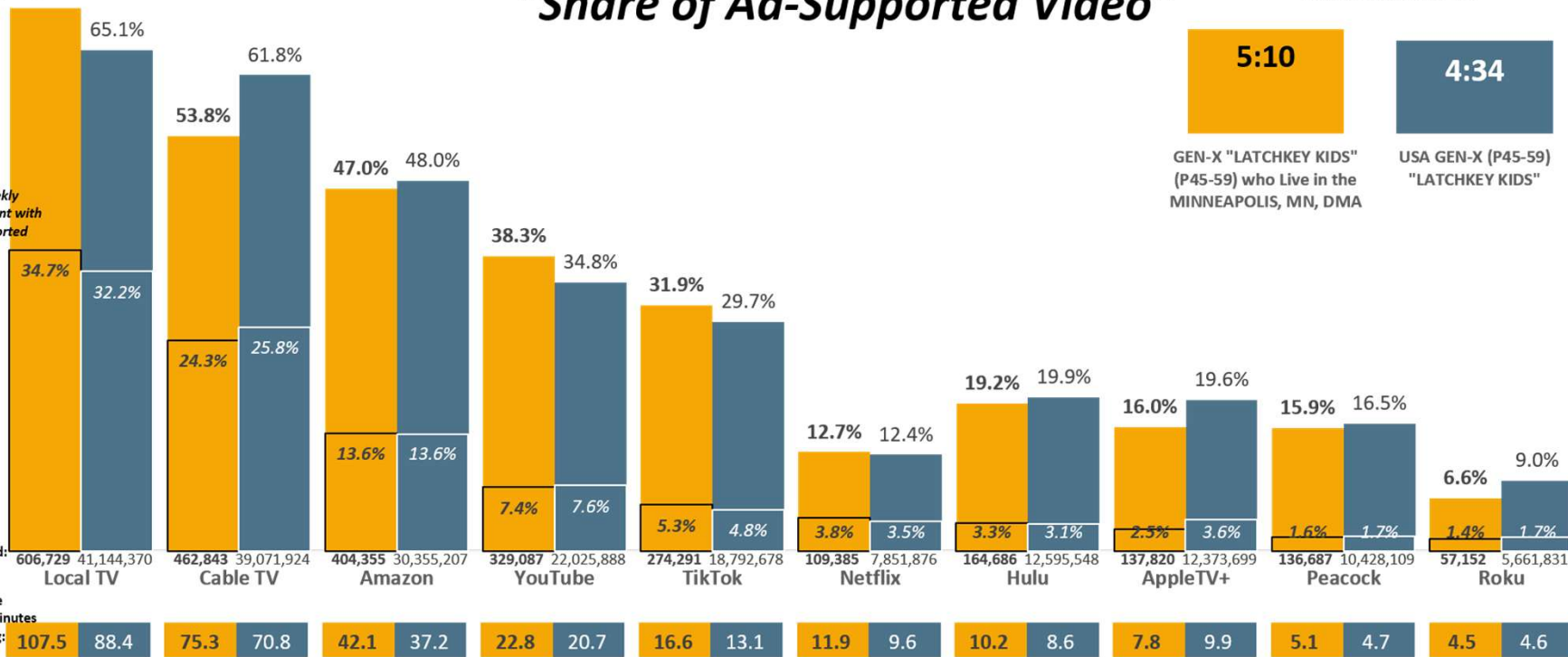
GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

% of Weekly Time Spent with Ad-Supported Video:

Weekly Total Persons Reached:

Average Daily Minutes Viewing:



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

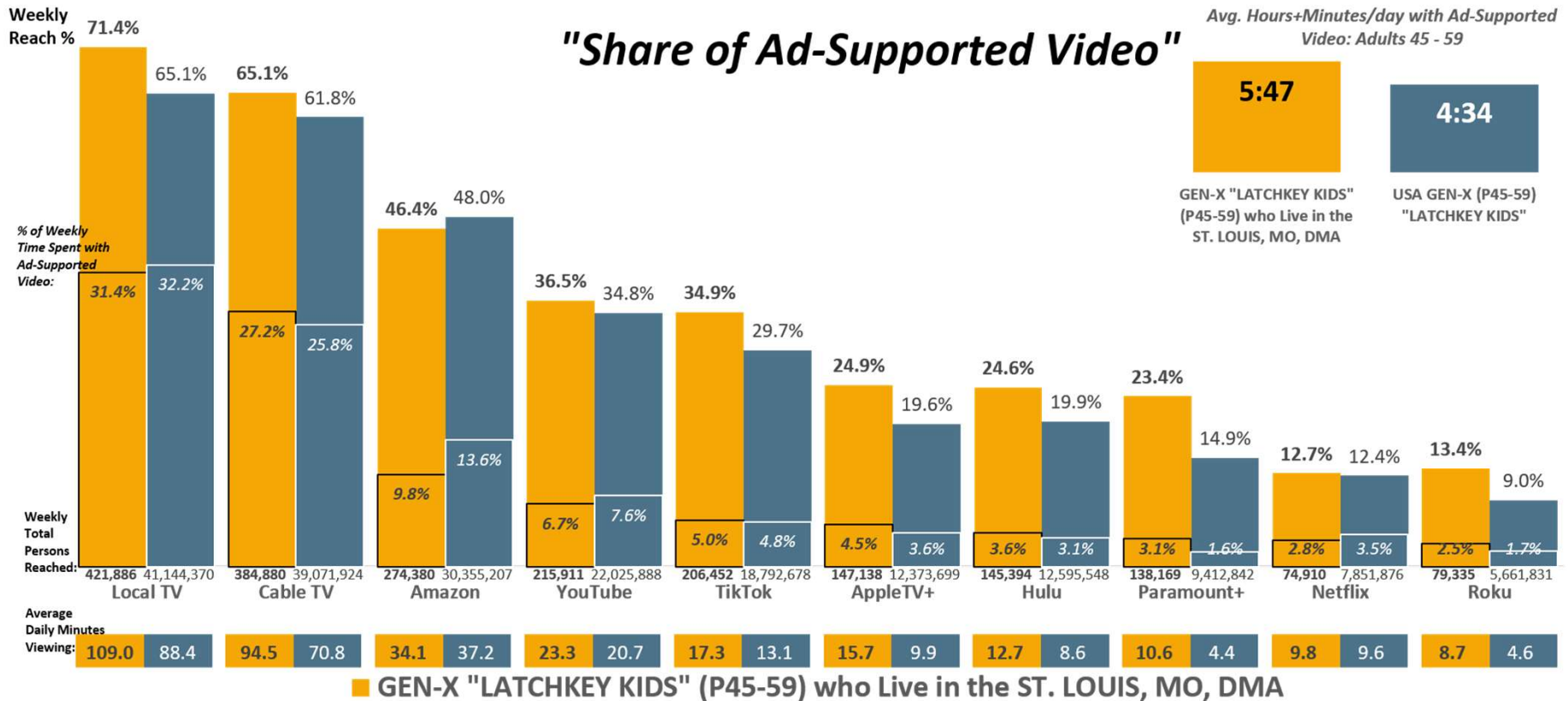
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



421,886 or 71.4% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 31.4% of all time spent daily with Ad-Supported Video.



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

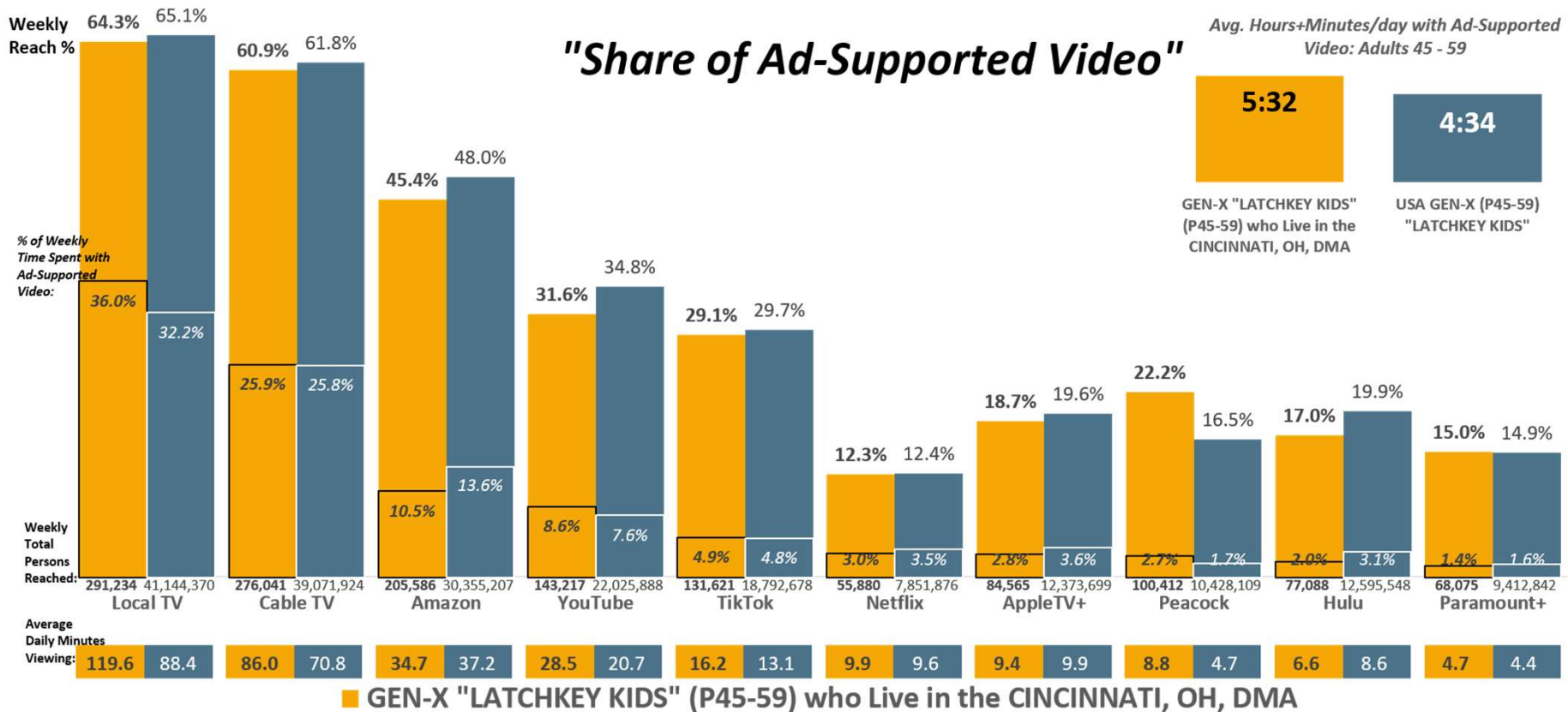
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



291,234 or 64.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 119.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Video.



USA GEN-X (P45-59) "LATCHKEY KIDS"
 Scarborough R1 2026: Feb25-Feb26
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USA Projection
 Qual Intab

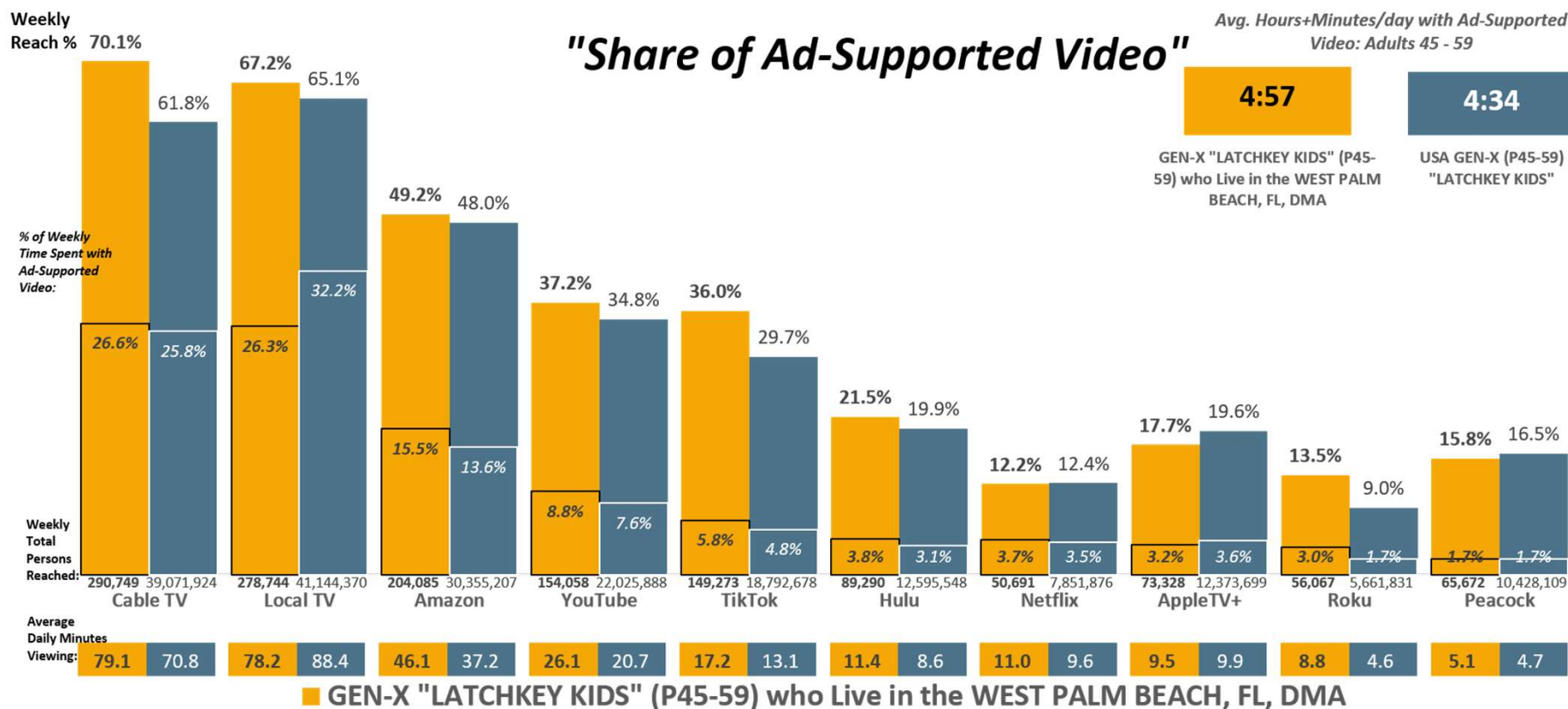
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



278,744 or 67.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations for an average of 78.2 minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Jan25-Jan26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

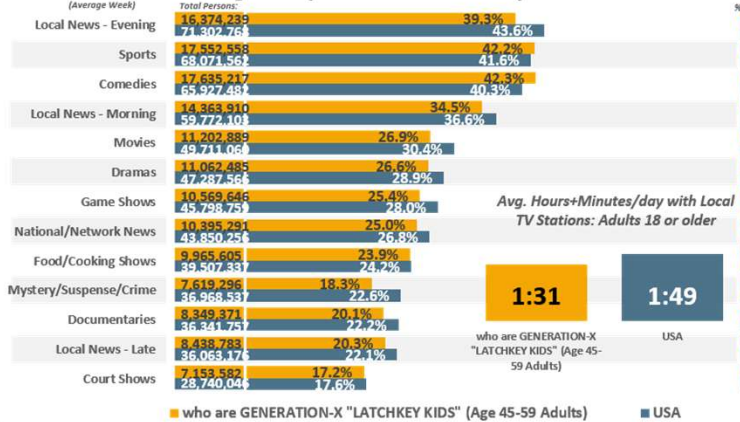
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

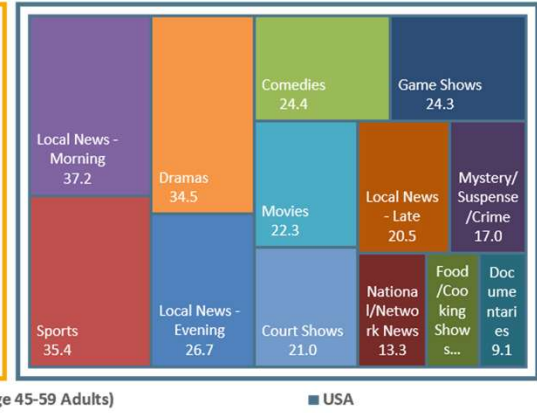
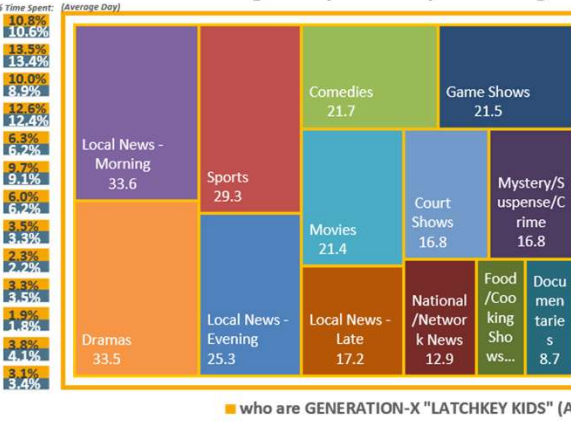


41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Movies, and Dramas.

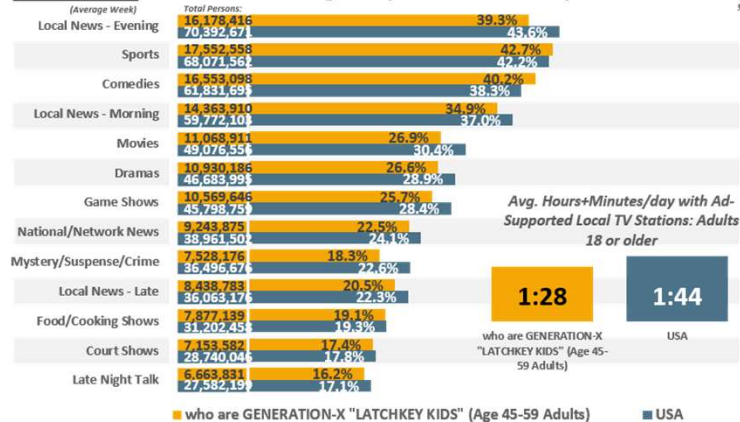
Local TV Station Programs (Persons & % Reach): Adults 18 or older



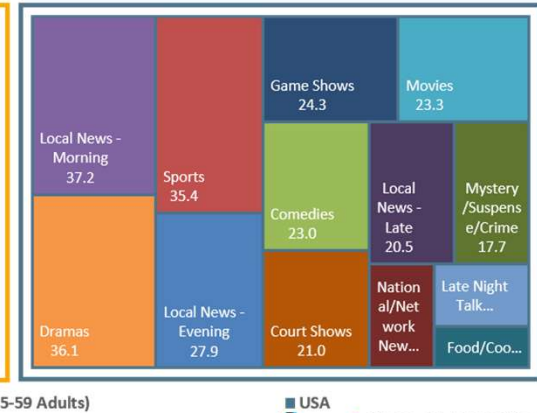
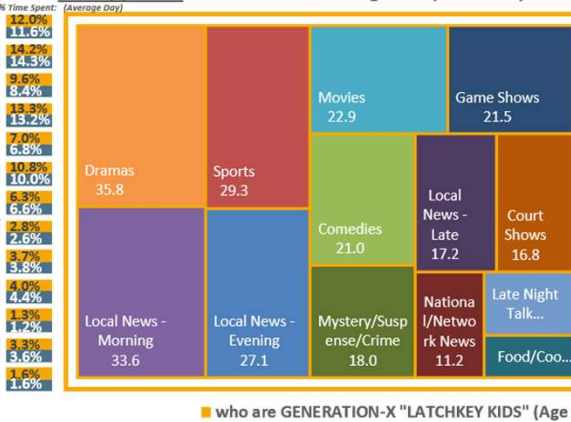
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



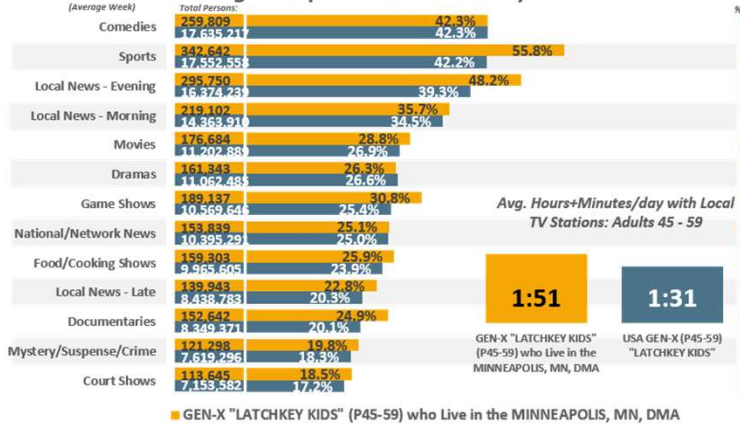
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



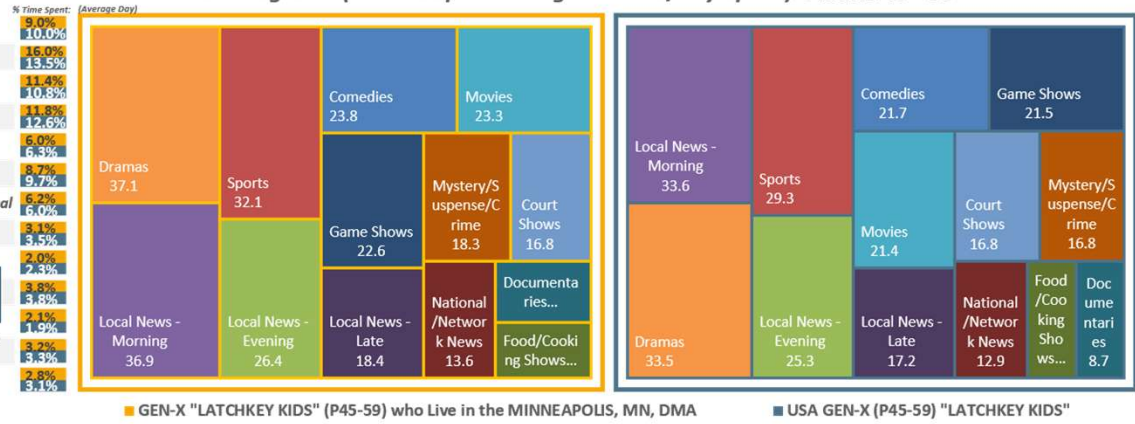


606,729 or 70.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

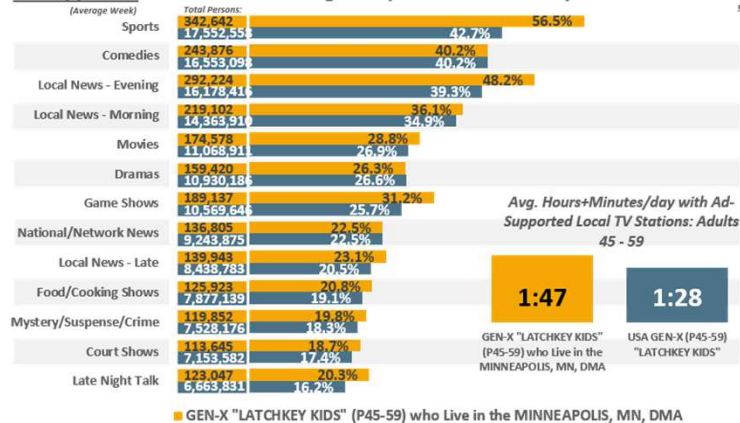
Local TV Station Programs (Persons & % Reach): Adults 45 - 59



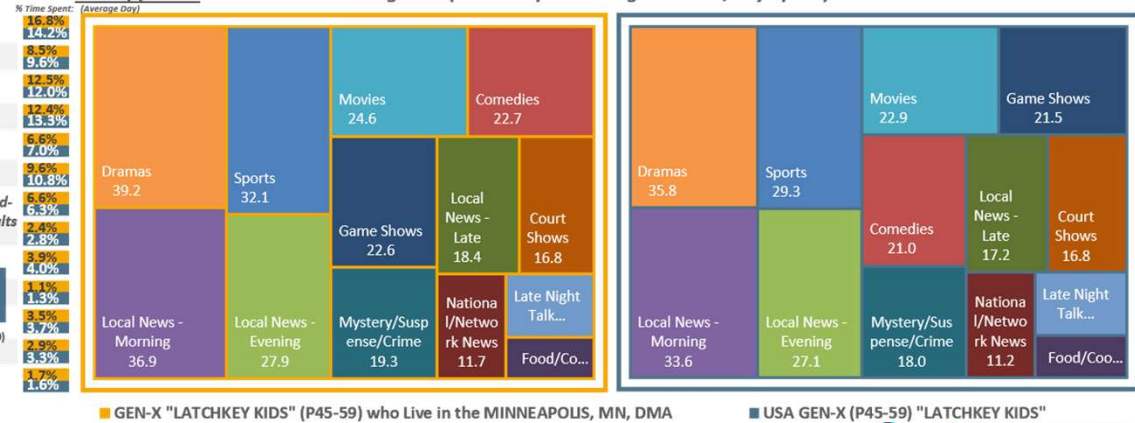
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

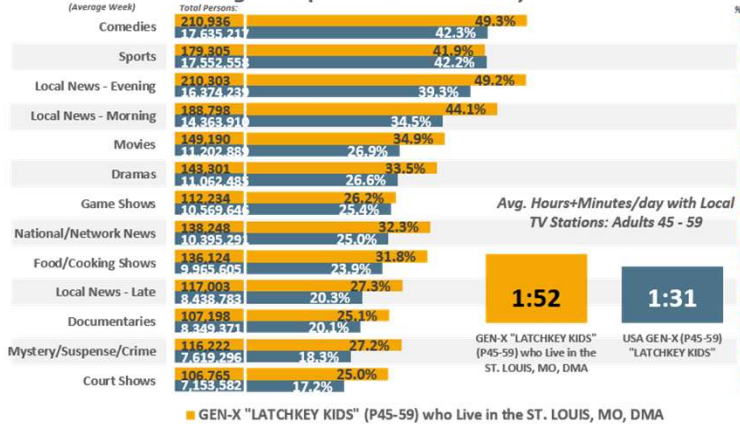
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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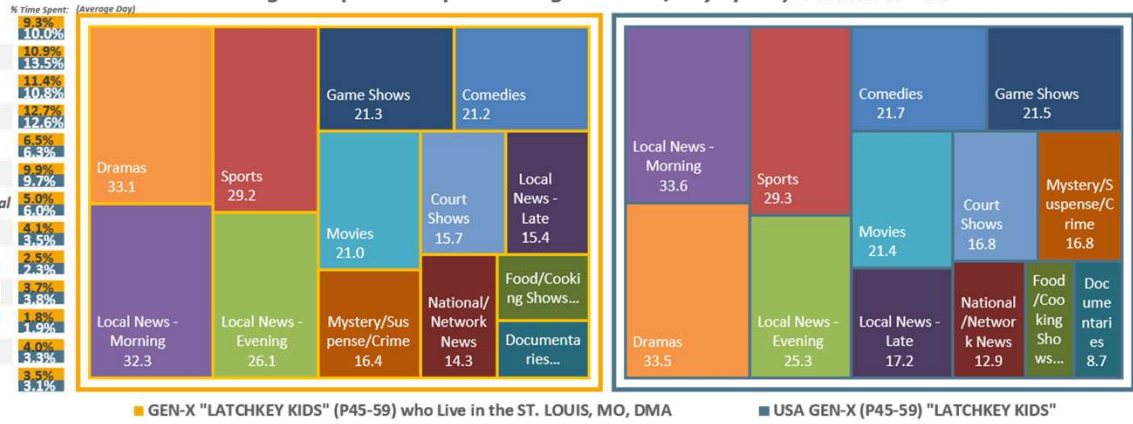


421,886 or 71.4% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Comedies, Local News - Morning, Sports, Movies, and Dramas.

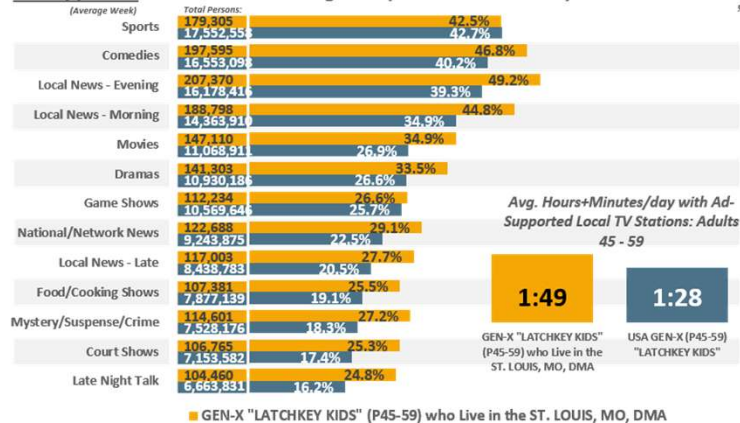
Local TV Station Programs (Persons & % Reach): Adults 45 - 59



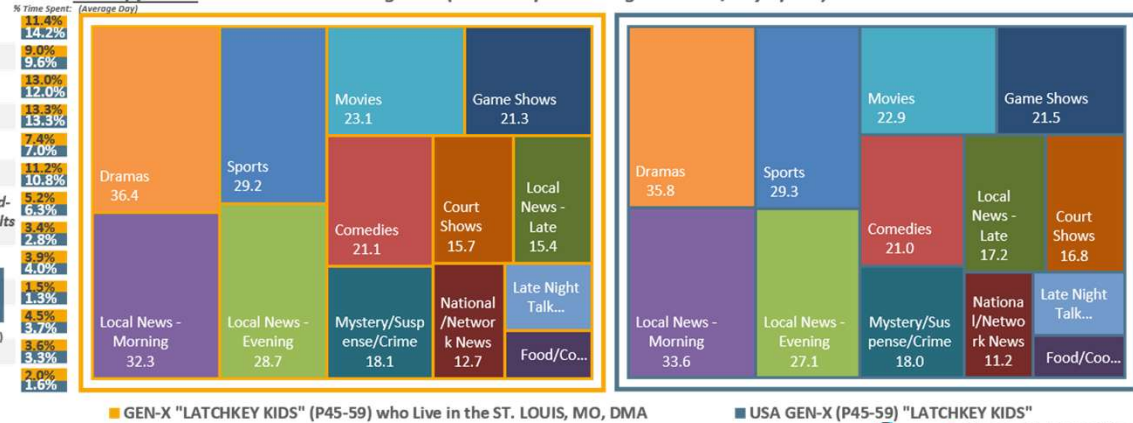
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

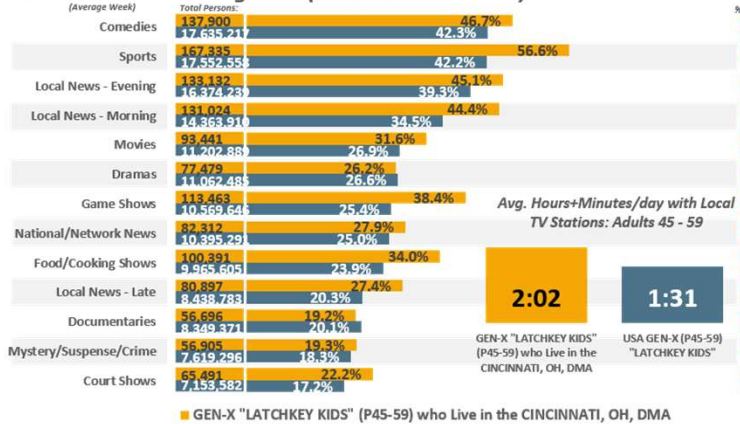
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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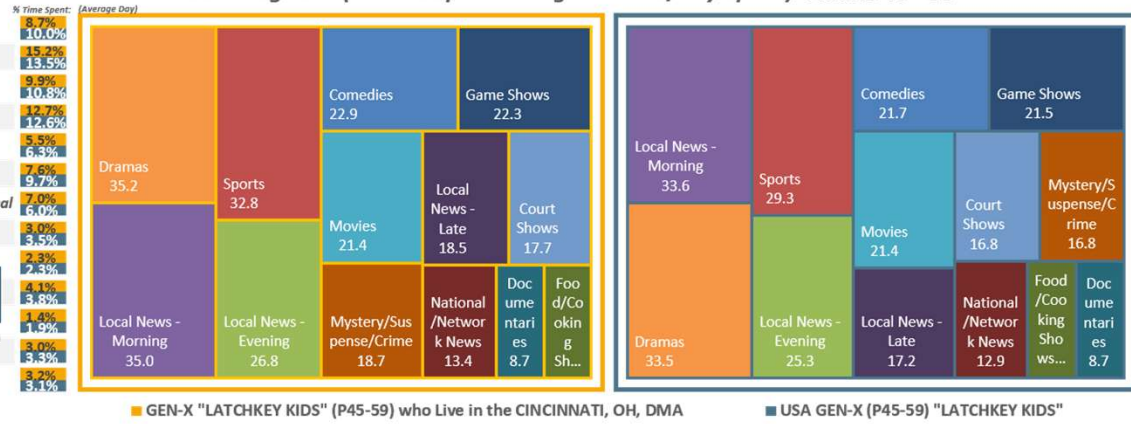


291,234 or 64.3% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

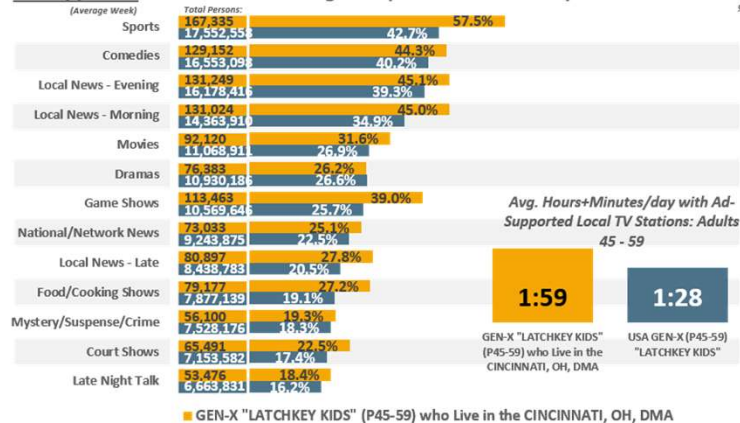
Local TV Station Programs (Persons & % Reach): Adults 45 - 59



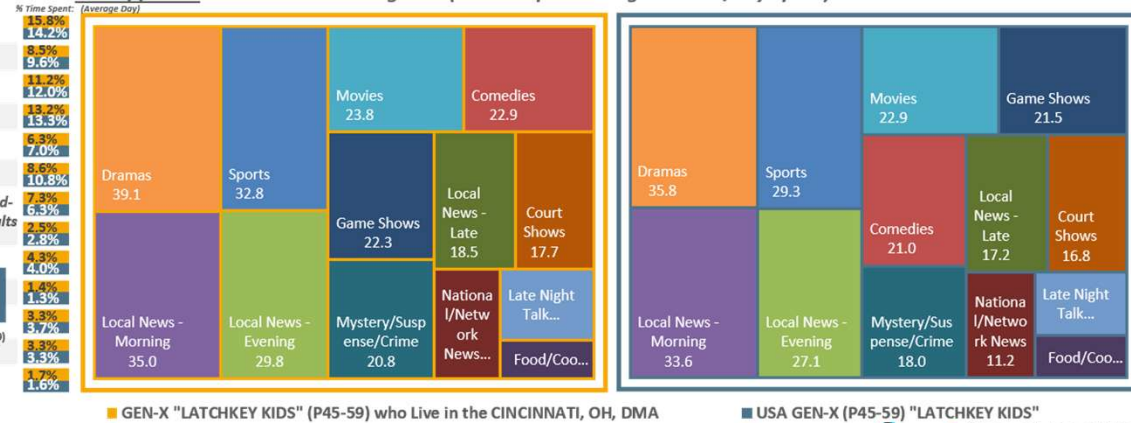
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

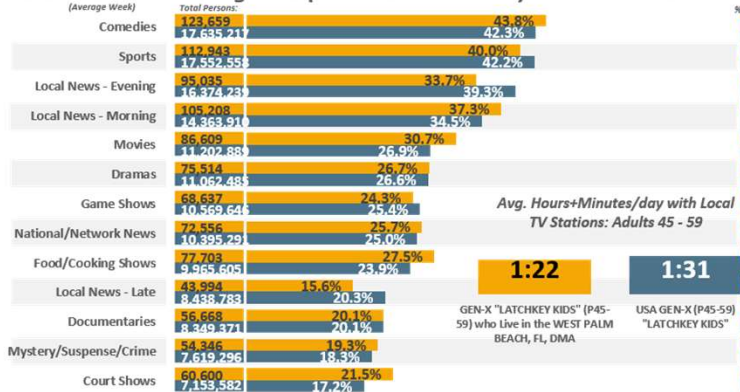
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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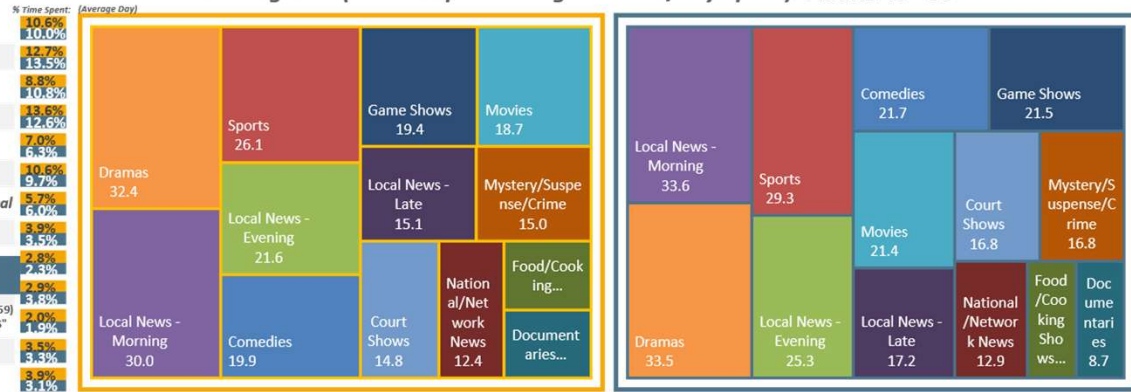


278,744 or 67.2% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Morning, Local News - Evening, Movies, and Dramas.

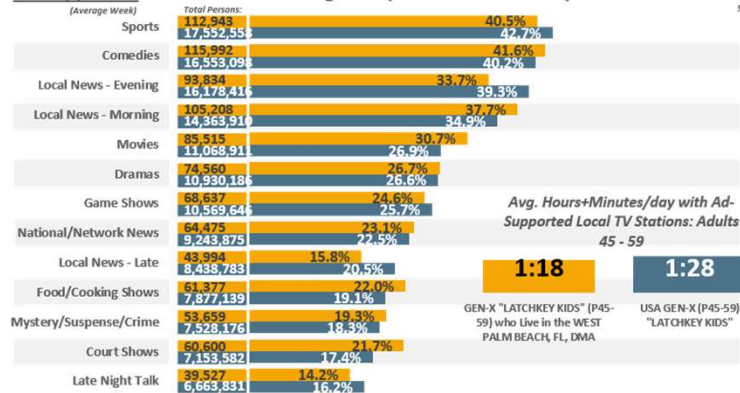
Local TV Station Programs (Persons & % Reach): Adults 45 - 59



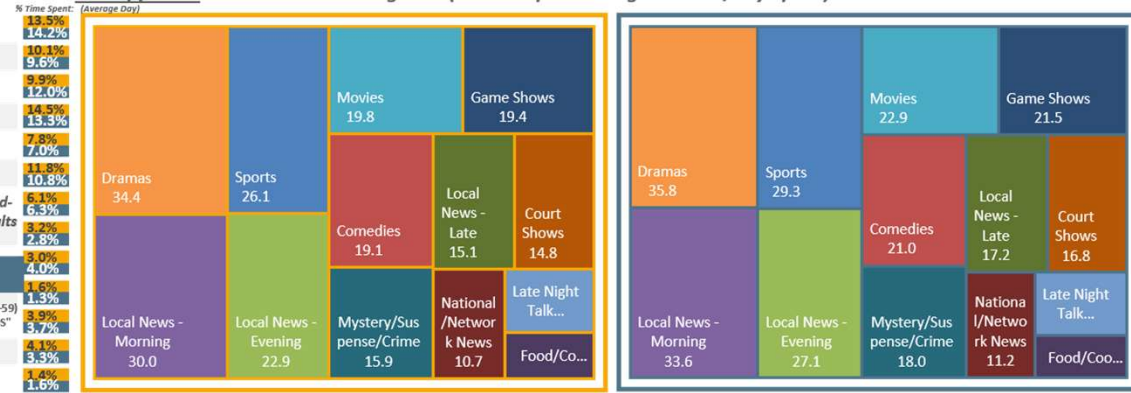
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 45 - 59



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection
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GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection USA Qual Intab 6,049

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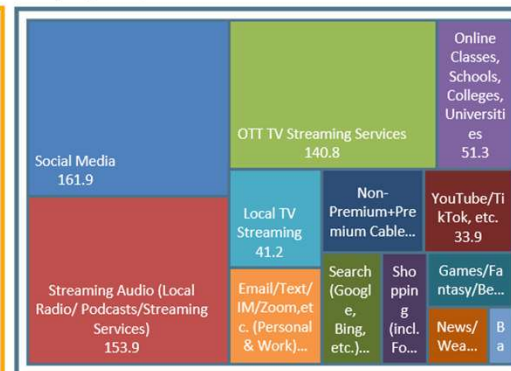
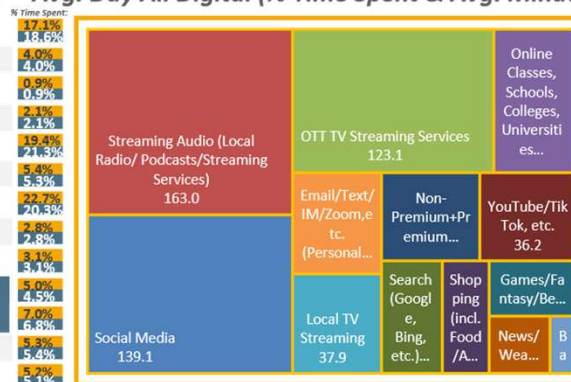
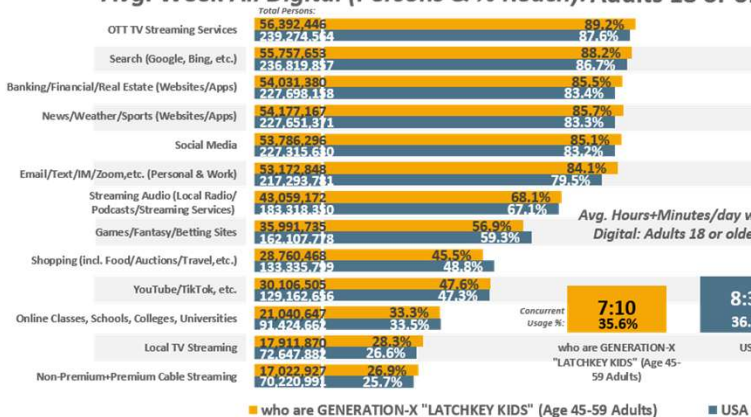
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 123.7 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

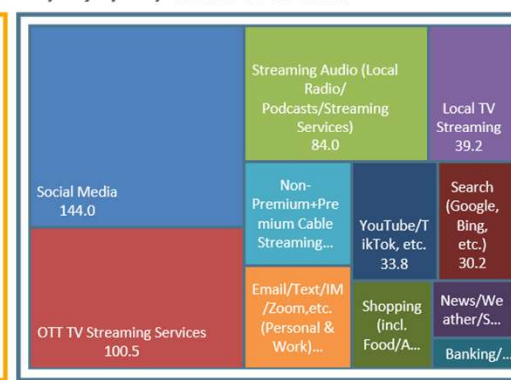
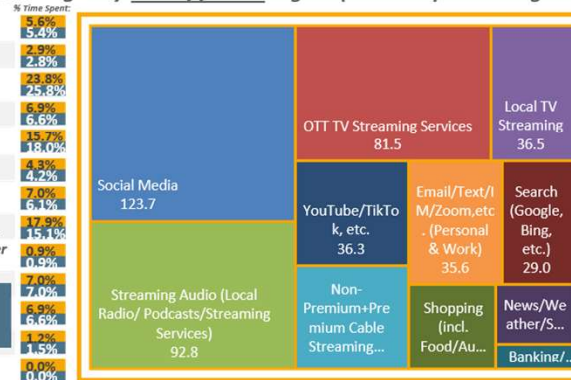
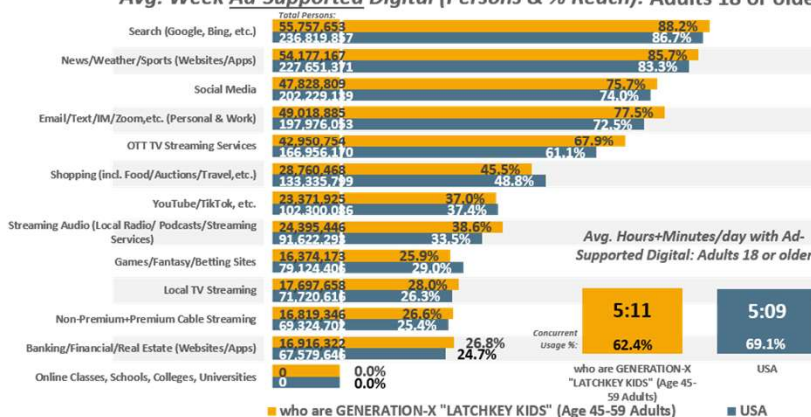
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 6,049
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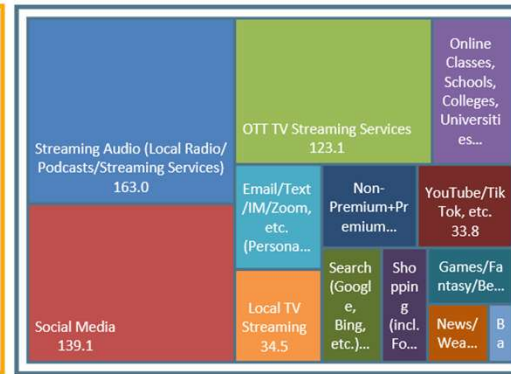
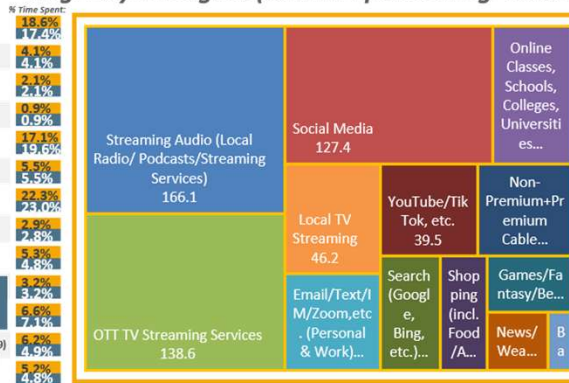
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



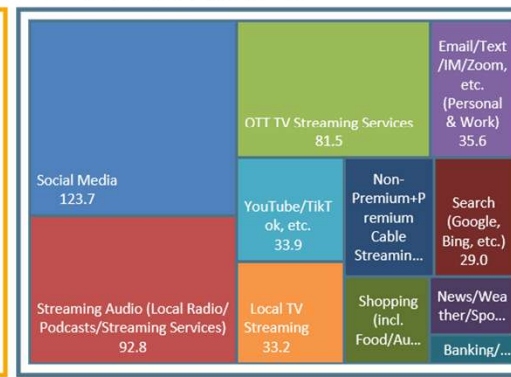
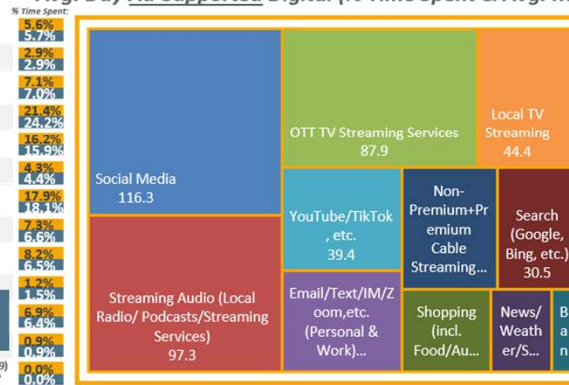
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA

■ USA GEN-X (P45-59) "LATCHKEY KIDS"

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA

■ USA GEN-X (P45-59) "LATCHKEY KIDS"

USA Projection	USA	Qual Intab	6,049
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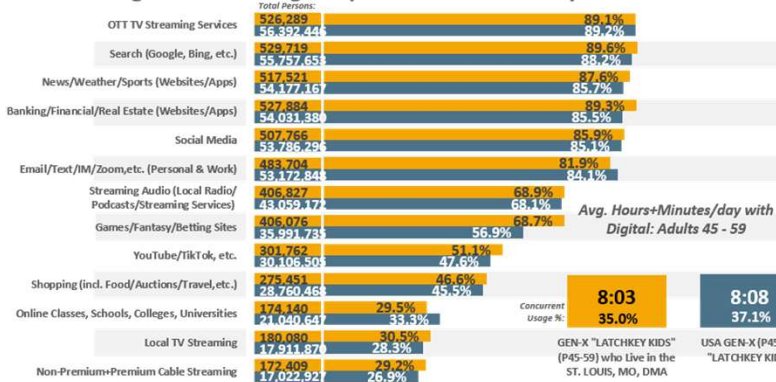
soefa.ai Share of Everything
for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

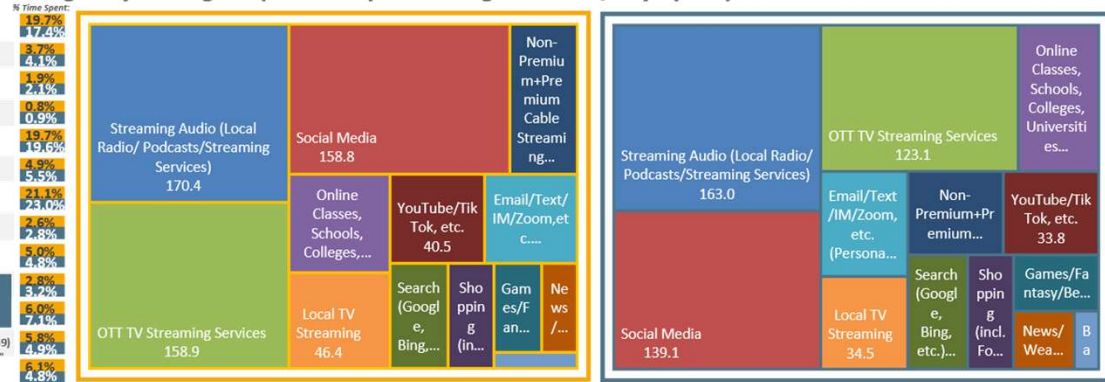


434,026 or 73.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 135.7 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

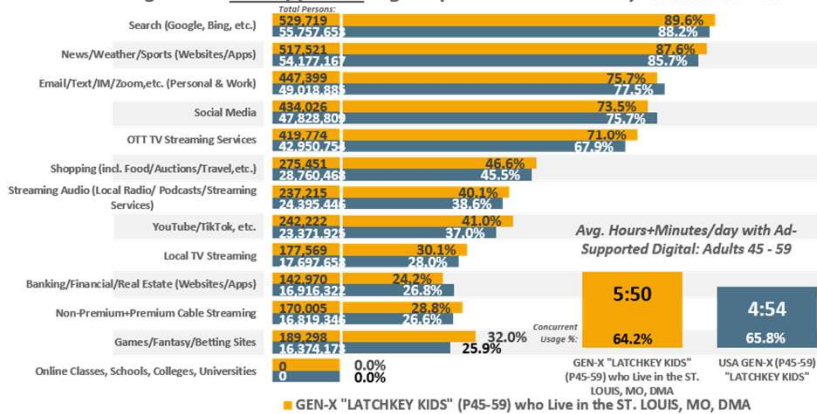
Avg. Week All Digital (Persons & % Reach): Adults 45 - 59



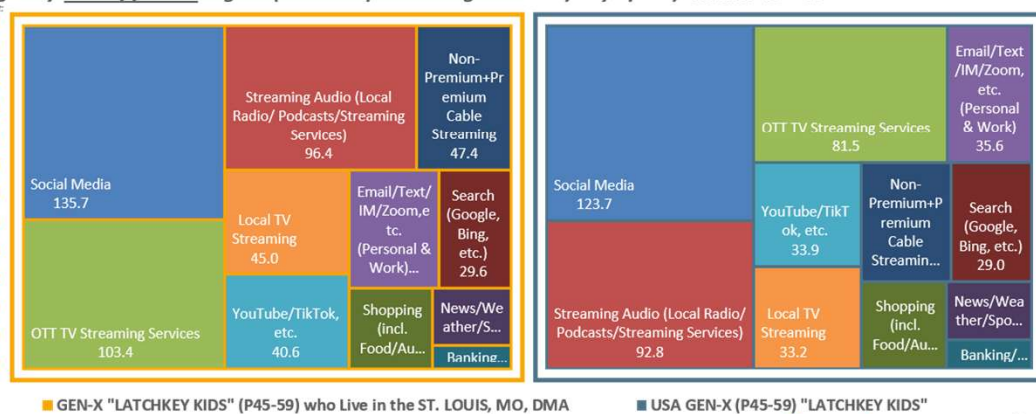
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

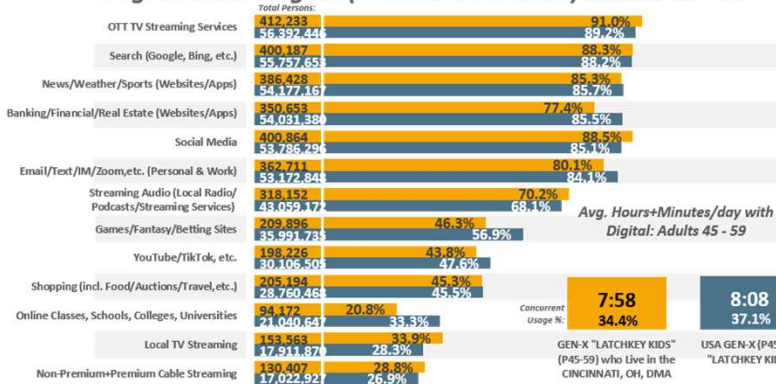
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

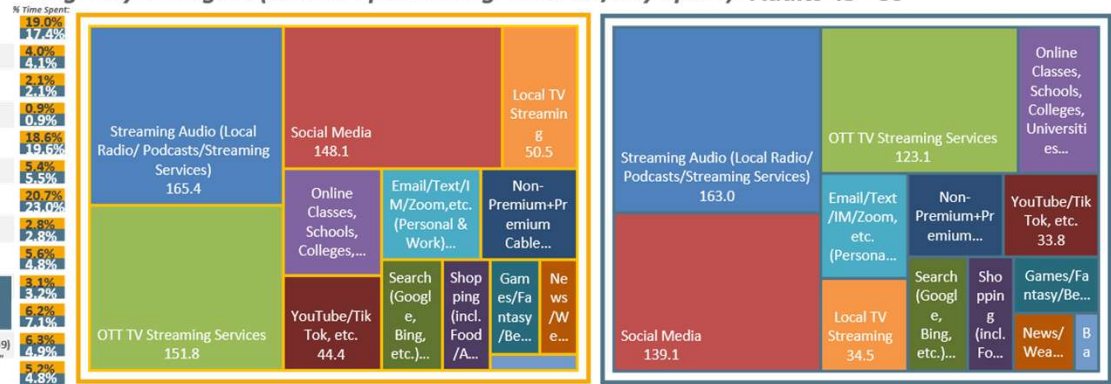


359,701 or 79.4% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 132.9 minutes every day representing 23.0% of all time spent daily with Ad-Supported Digital Media.

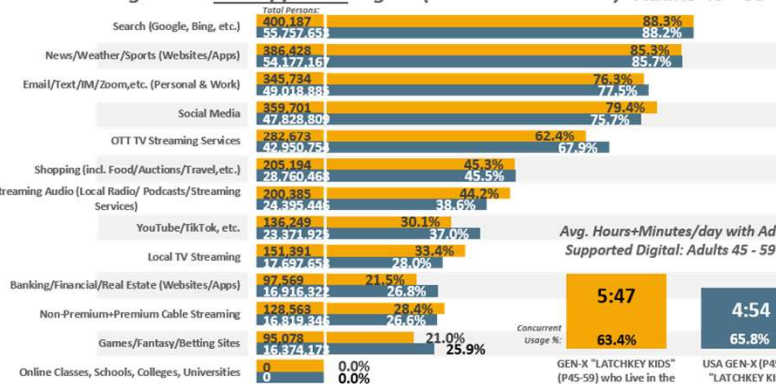
Avg. Week All Digital (Persons & % Reach): Adults 45 - 59



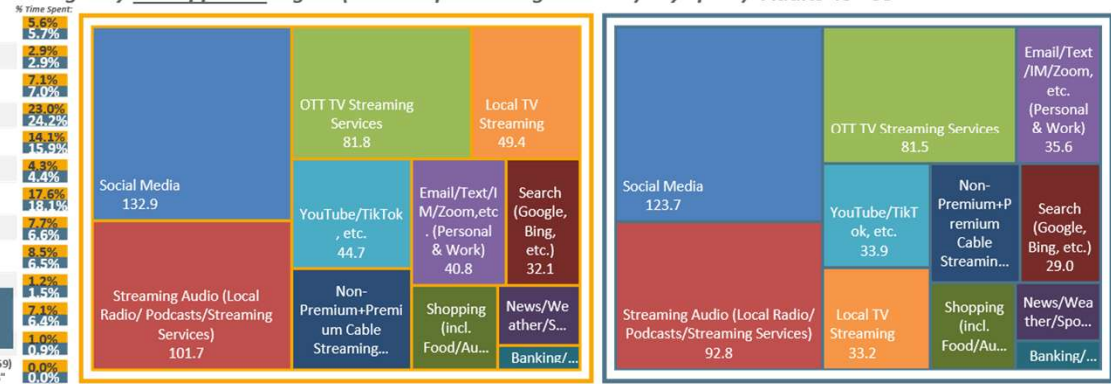
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

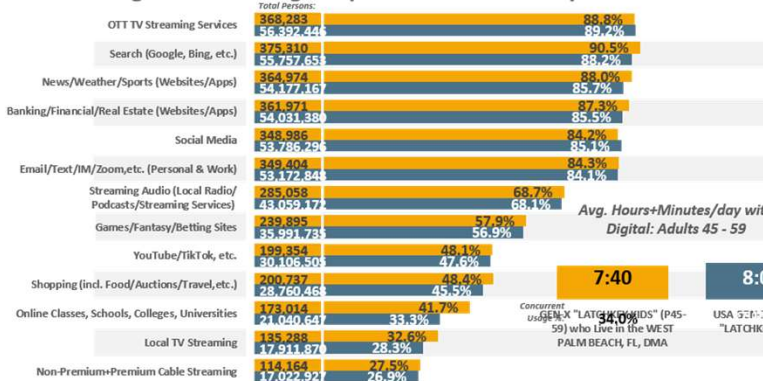
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

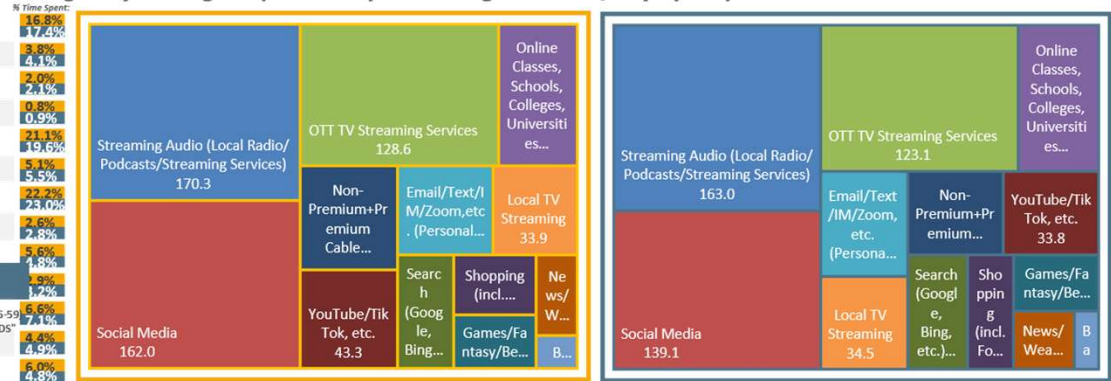


319,744 or 77.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Social Media for an average of 148.4 minutes every day representing 26.% of all time spent daily with Ad-Supported Digital Media.

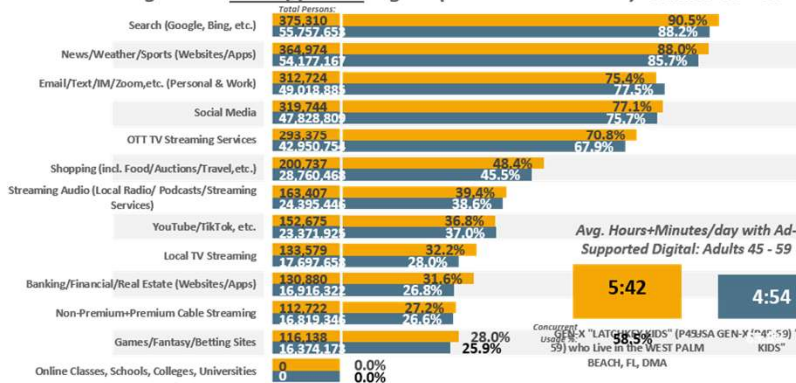
Avg. Week All Digital (Persons & % Reach): Adults 45 - 59



Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection
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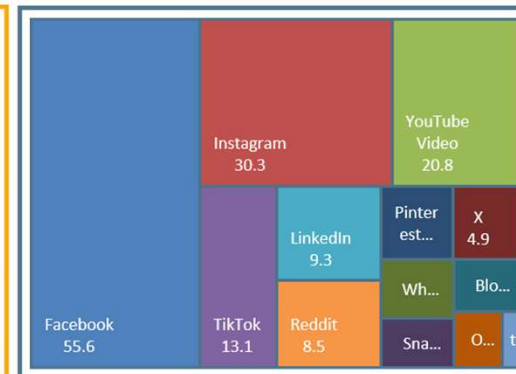
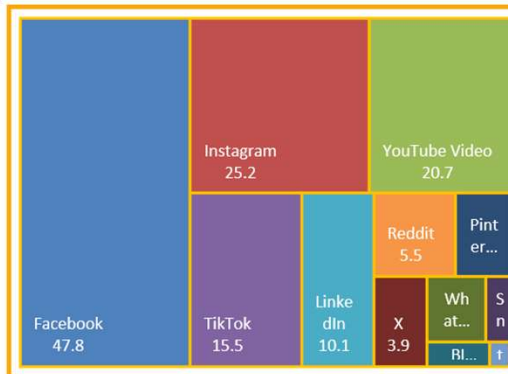
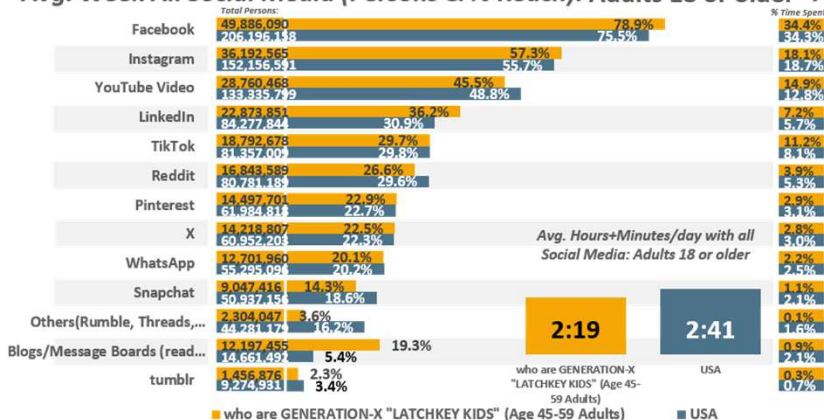
GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA
USA GEN-X (P45-59) "LATCHKEY KIDS"
USA Projection
USA Qual Intab 6,049
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

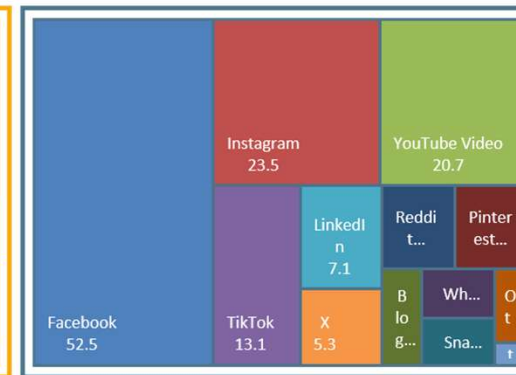
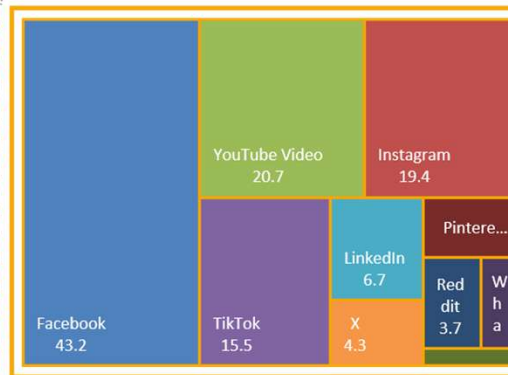
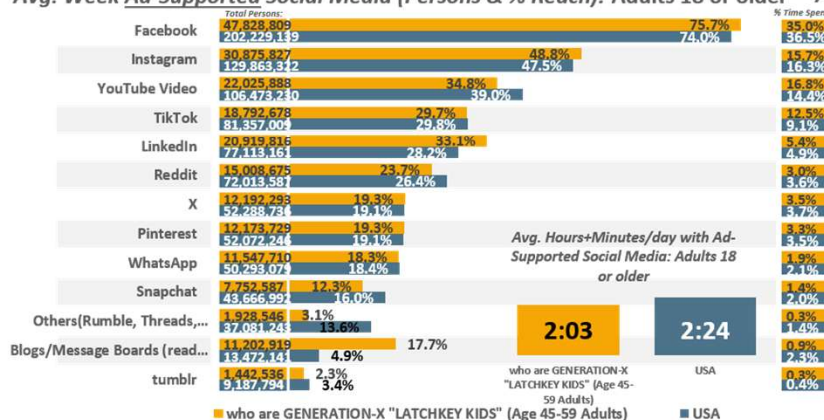


47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.2 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

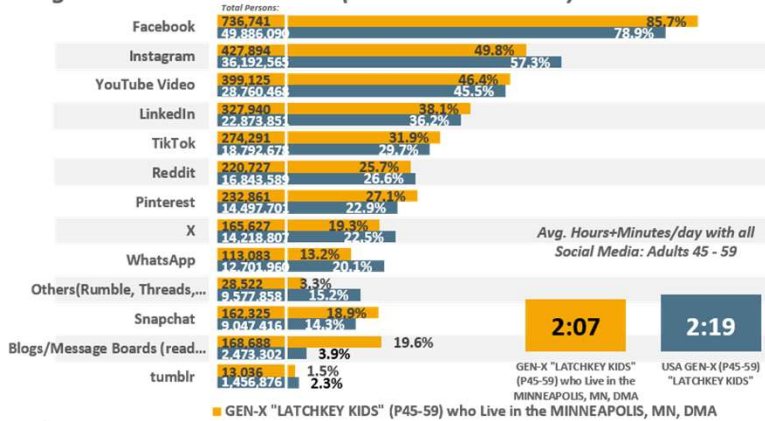
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

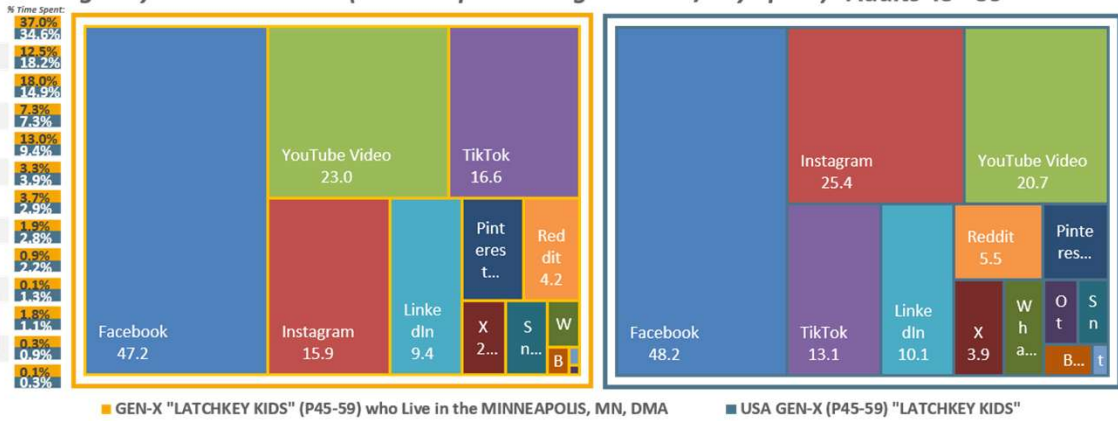


697,273 or 81.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA use Ad-Supported Facebook for an average of 40.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.

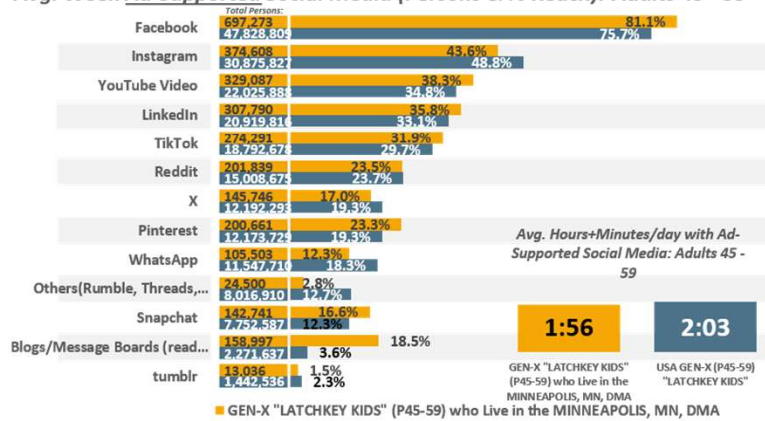
Avg. Week All Social Media (Persons & % Reach): Adults 45 - 59



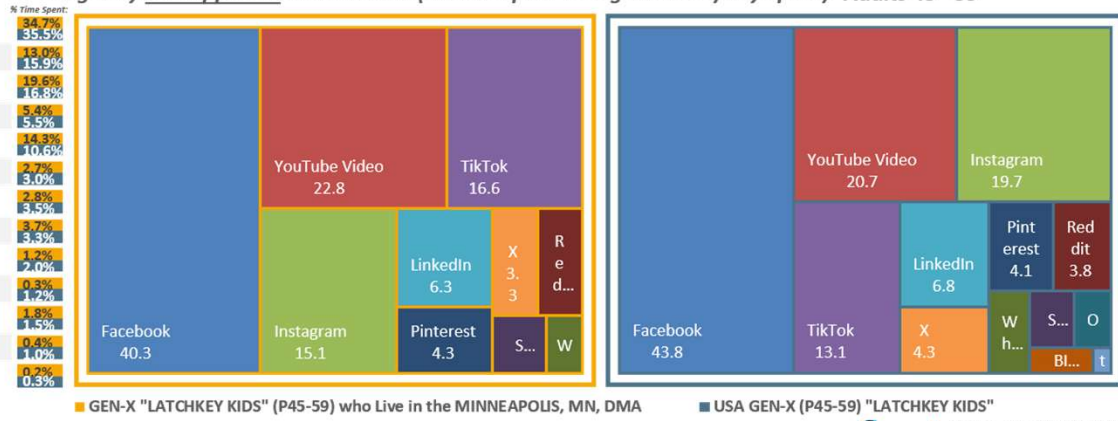
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

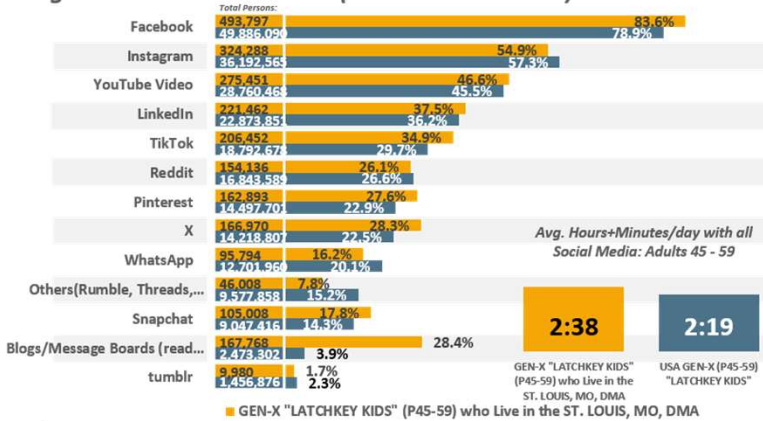
soefa.ai Share of Everything for Anything .

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

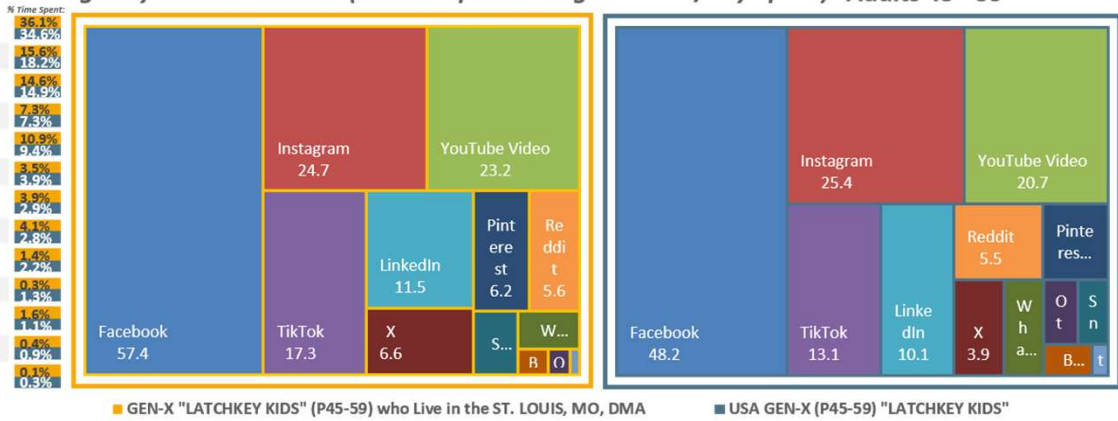


434,026 or 73.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 46.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

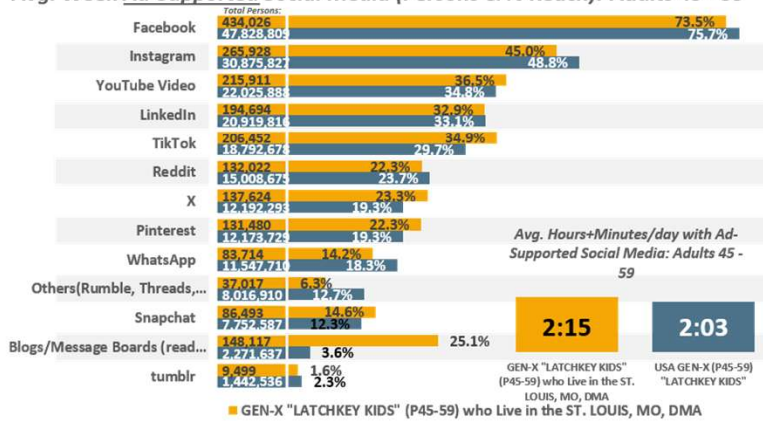
Avg. Week All Social Media (Persons & % Reach): Adults 45 - 59



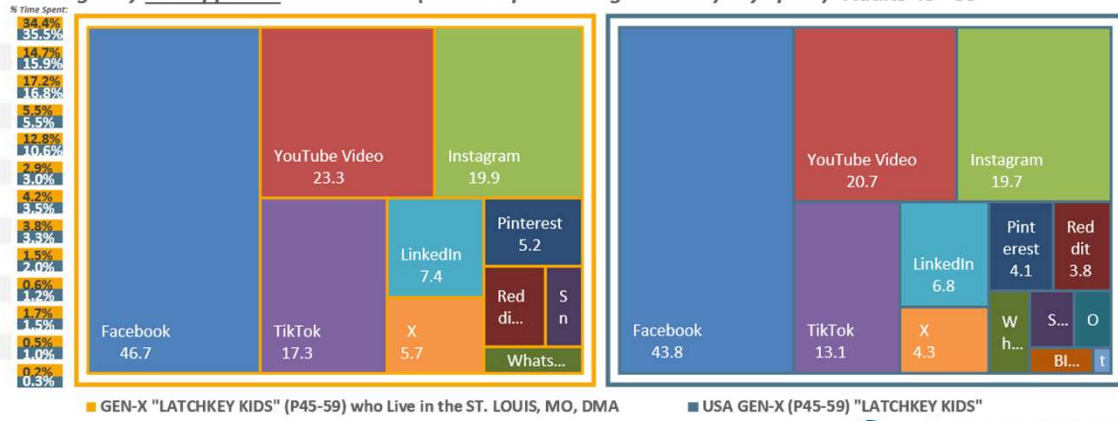
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

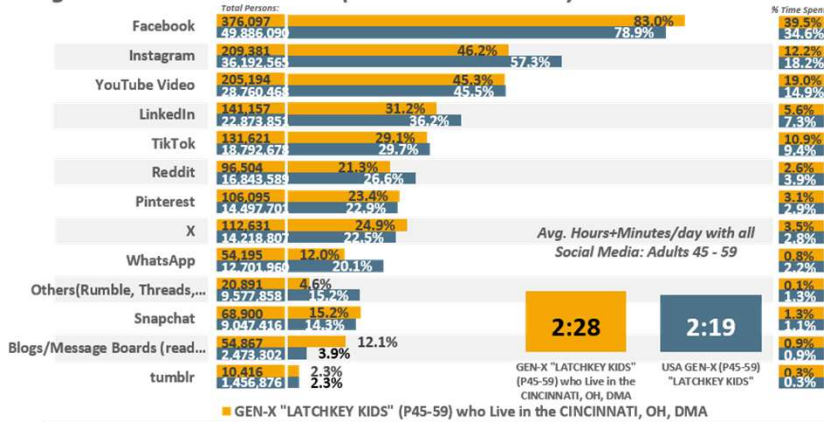
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

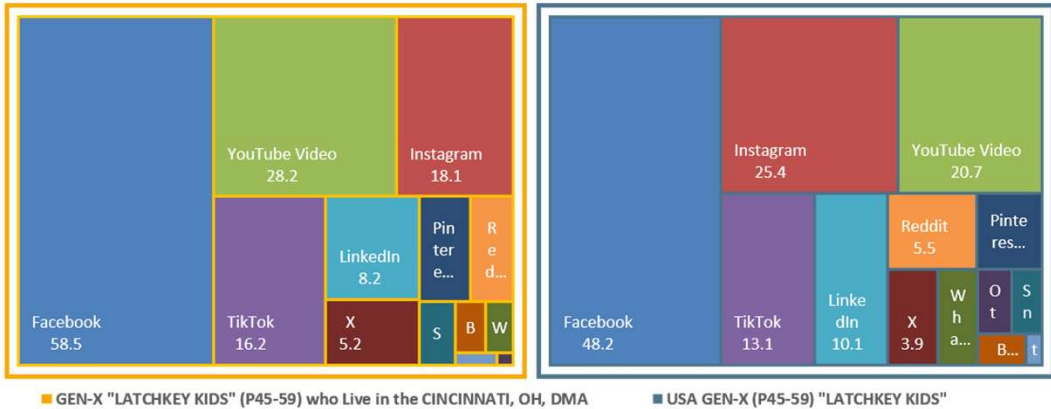


359,701 or 79.4% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 47.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

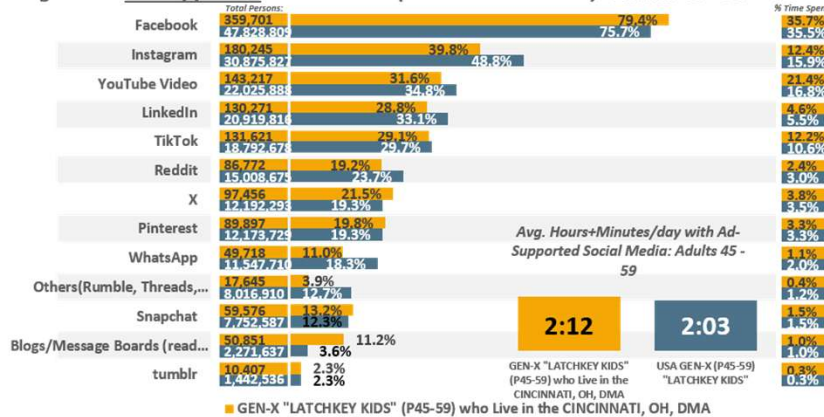
Avg. Week All Social Media (Persons & % Reach): Adults 45 - 59



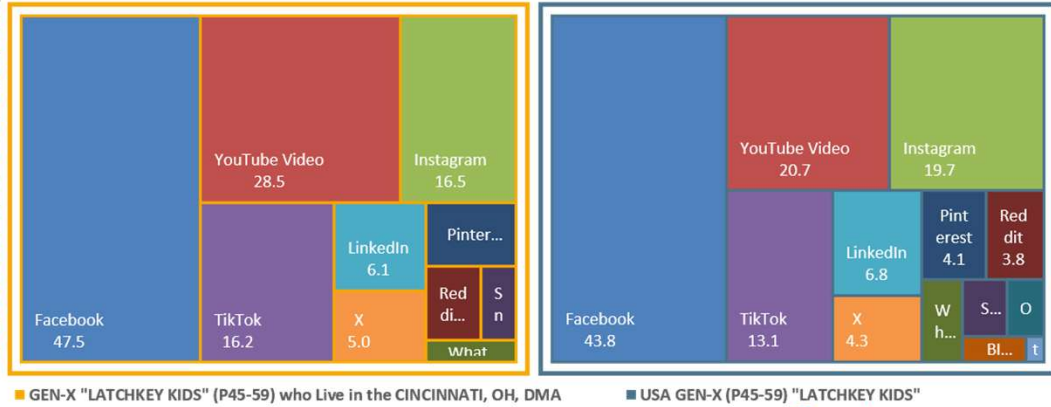
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

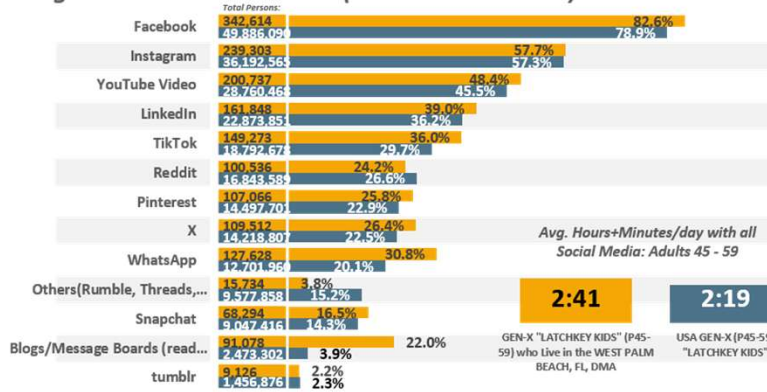
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



319,744 or 77.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Facebook for an average of 50. minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.

Avg. Week All Social Media (Persons & % Reach): Adults 45 - 59

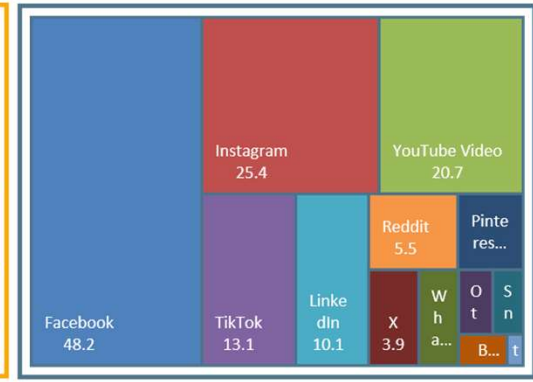
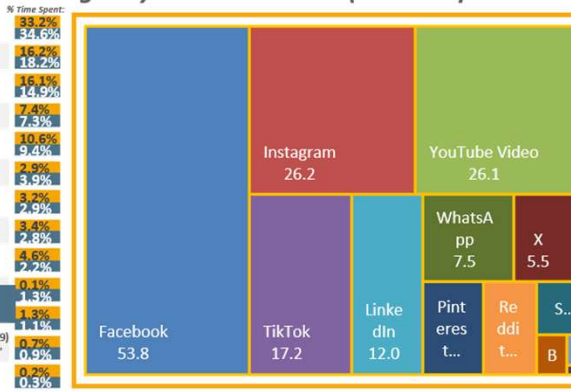


Avg. Hours+Minutes/day with all Social Media: Adults 45 - 59

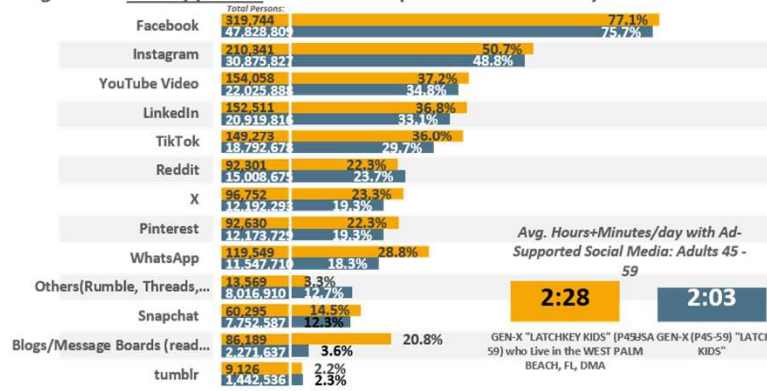
2:41

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 45 - 59

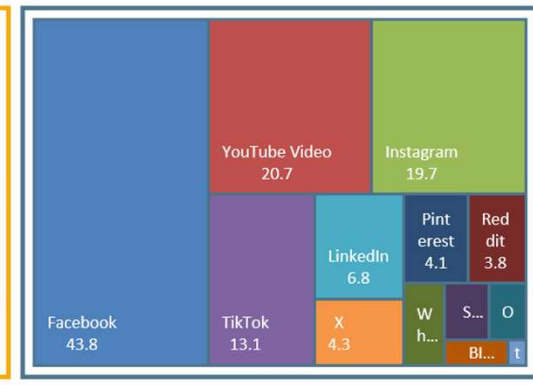
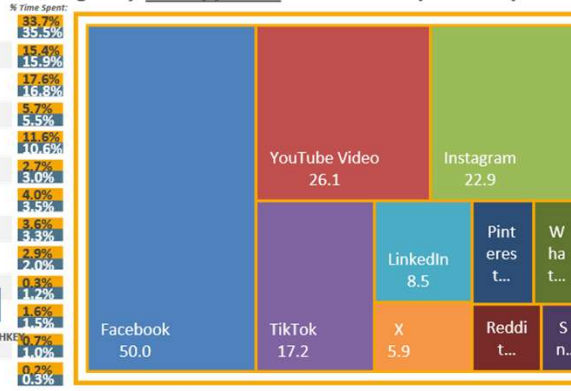


Avg. Hours+Minutes/day with Ad-Supported Social Media: Adults 45 - 59

2:28

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

USA Projection

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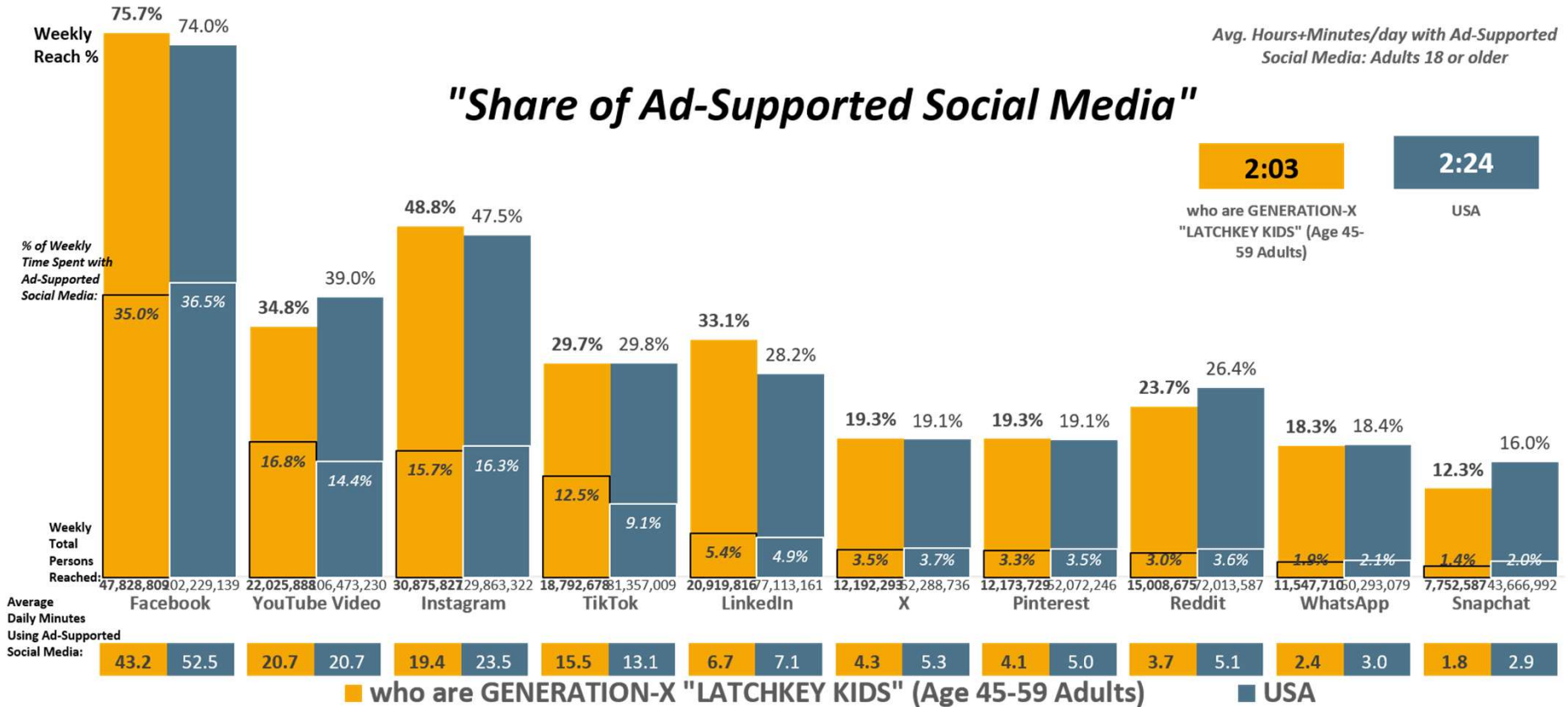
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything .

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.2 minutes every day representing 35.% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
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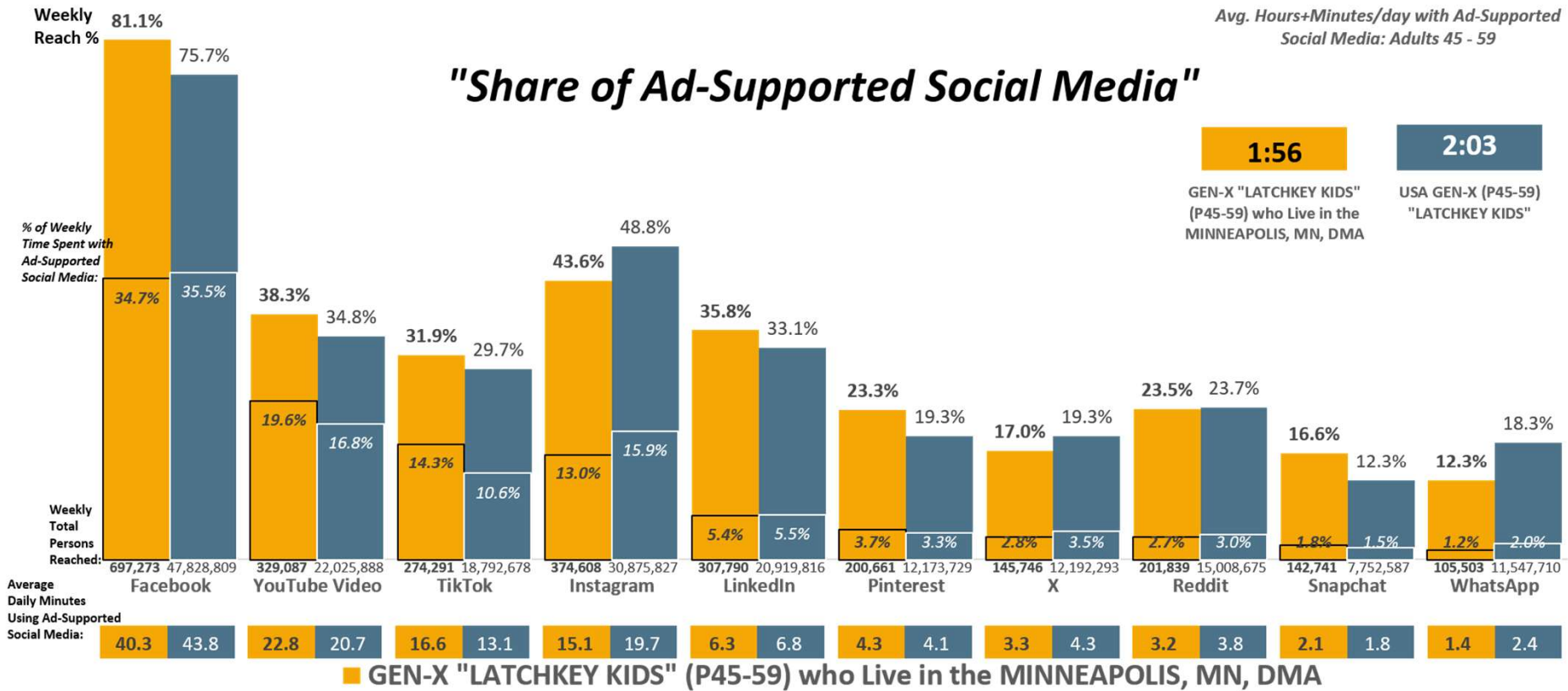
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



697,273 or 81.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA use Ad-Supported Facebook for an average of 40.3 minutes every day representing 34.7% of all time spent daily with Ad-Supported Social Media.



USA GEN-X (P45-59) "LATCHKEY KIDS" Scarborough R1 2026: Feb25-Feb26
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USA Projection

Qual Intab

USA Projection USA Qual Intab 6,049

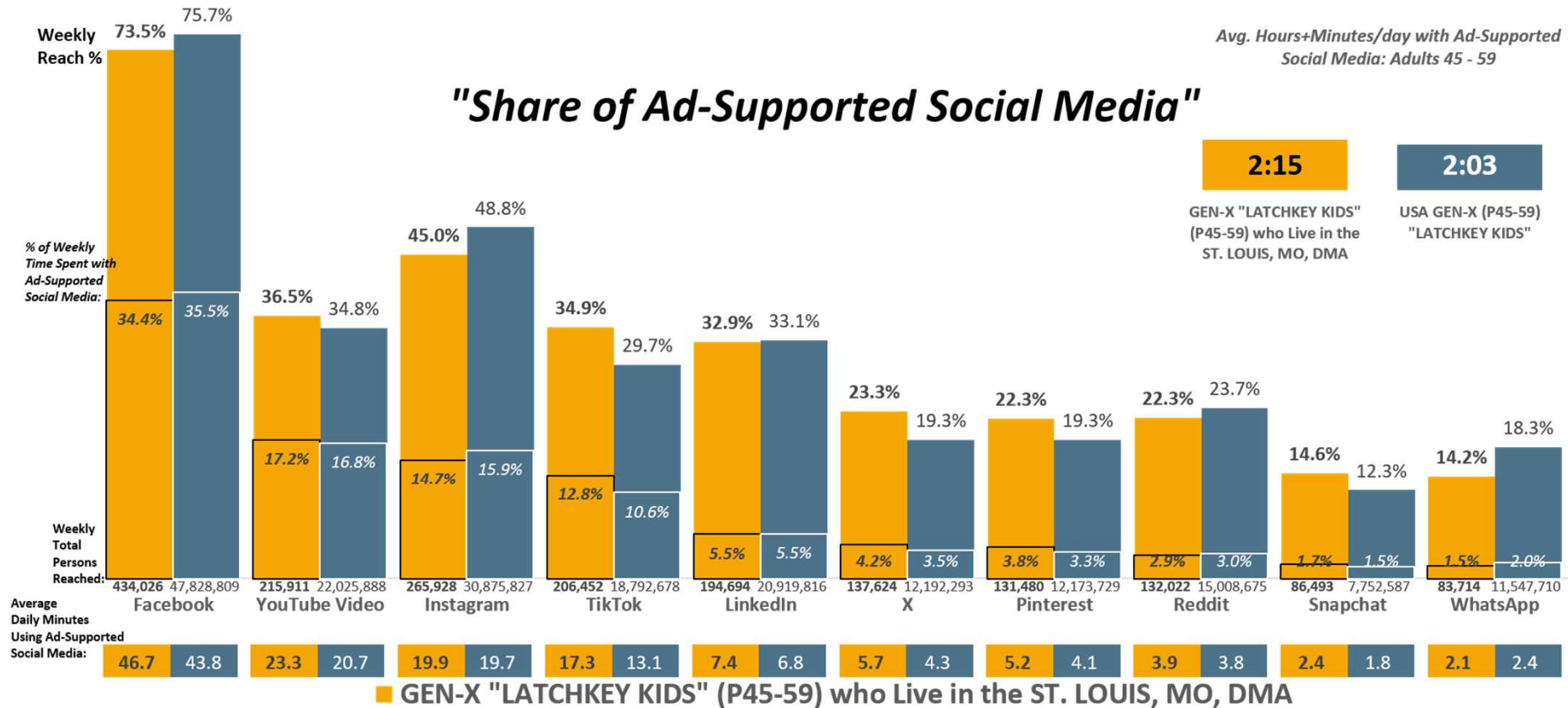
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



434,026 or 73.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 46.7 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection

Qual Intab

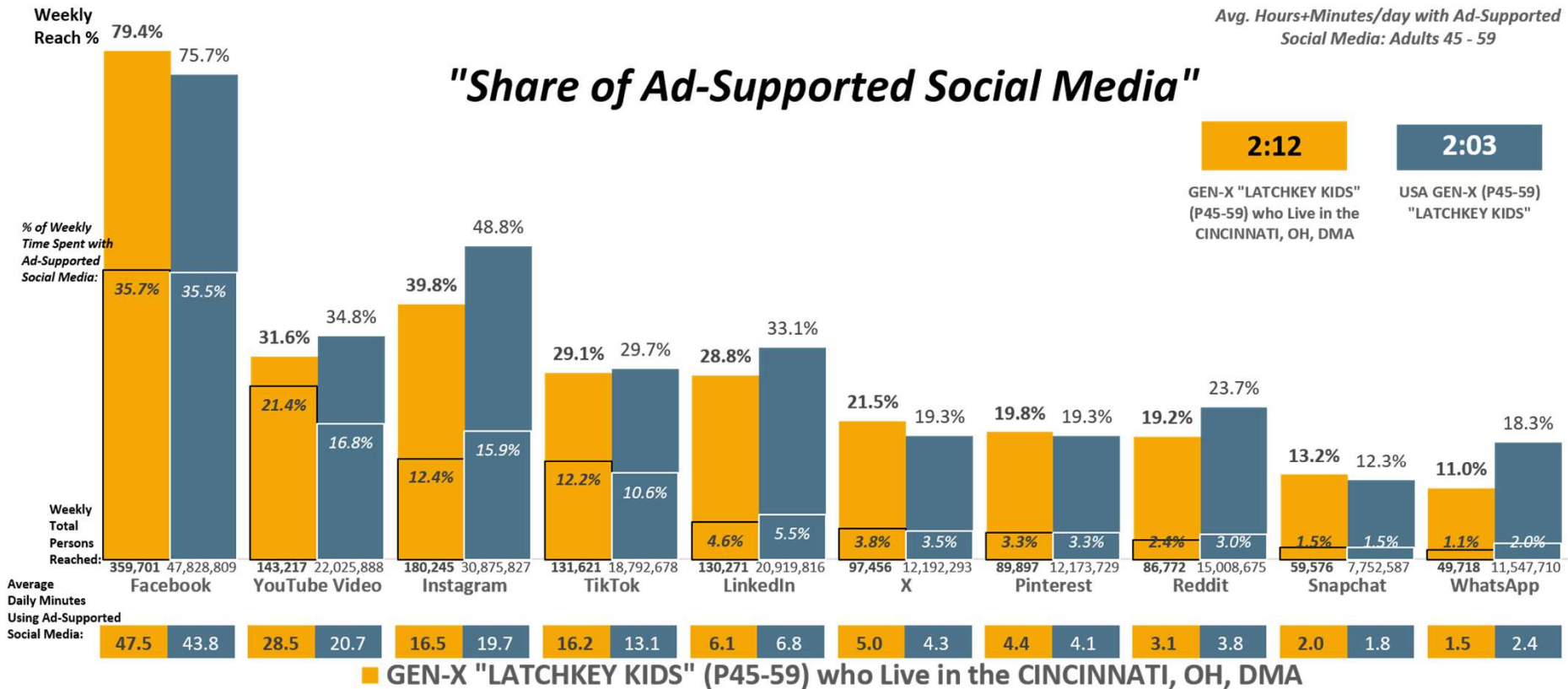
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



359,701 or 79.4% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 47.5 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection

Qual Intab

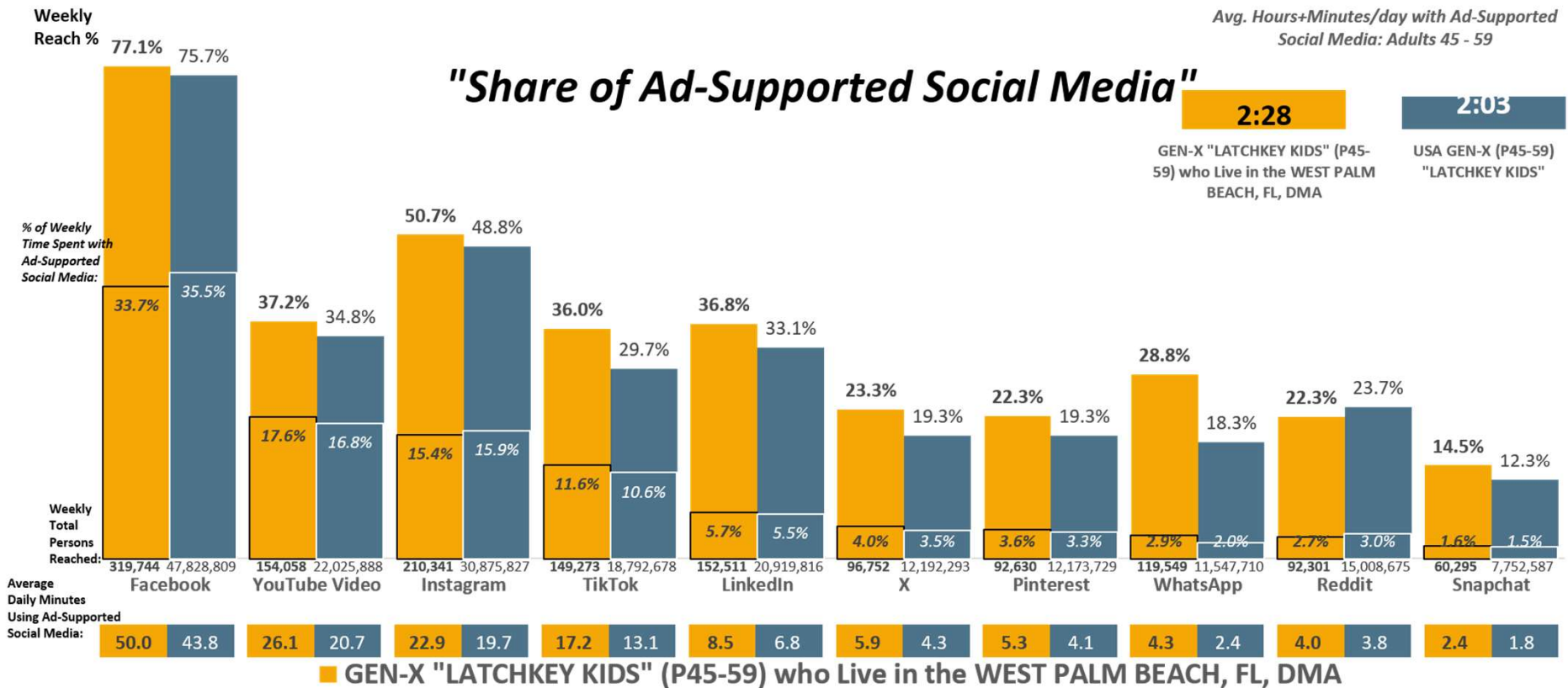
USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



319,744 or 77.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Facebook for an average of 50. minutes every day representing 33.7% of all time spent daily with Ad-Supported Social Media.



USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Jan25-Jan26
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USA Projection

Qual Intab

USA Projection USA Qual Intab 6,049

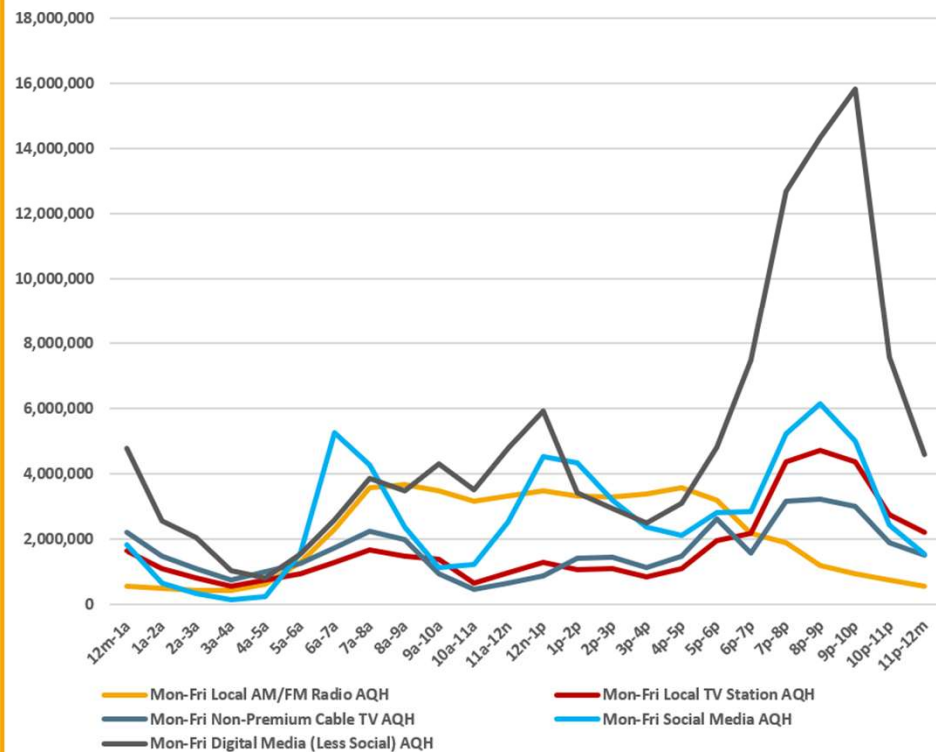
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

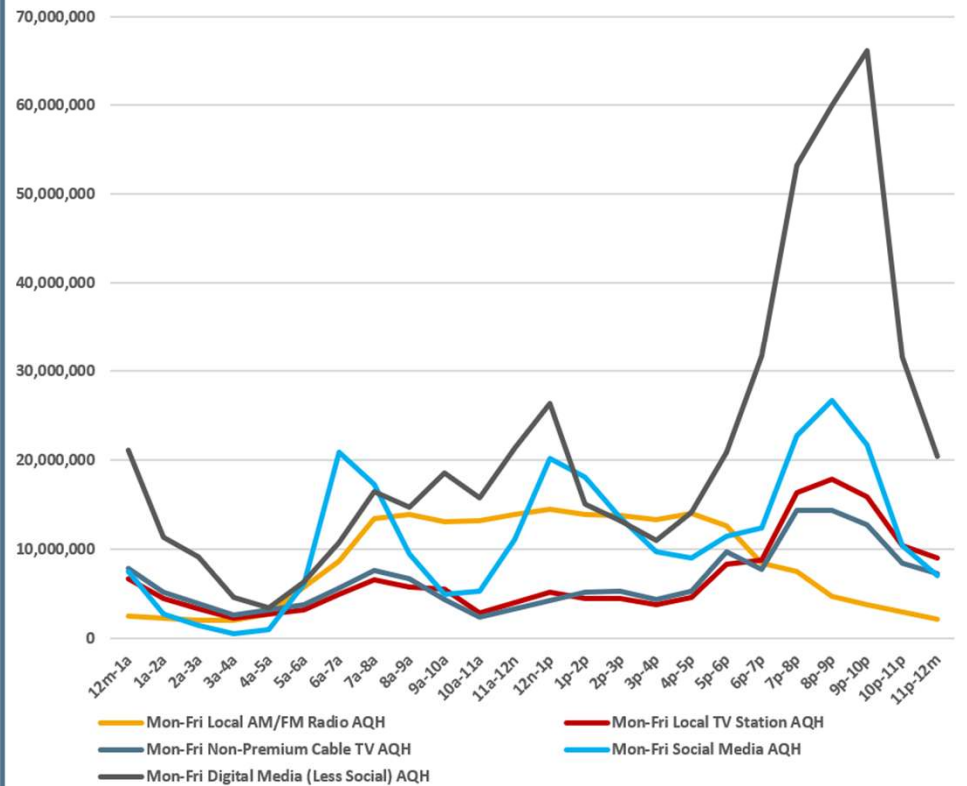


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,054,336;
Local Radio: 3,225,938; Social Media: 2,998,023; Non-Prem. Cable: 1,426,170; Local TV:
1,303,874 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KID"

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS"
(Age 45-59 Adults)



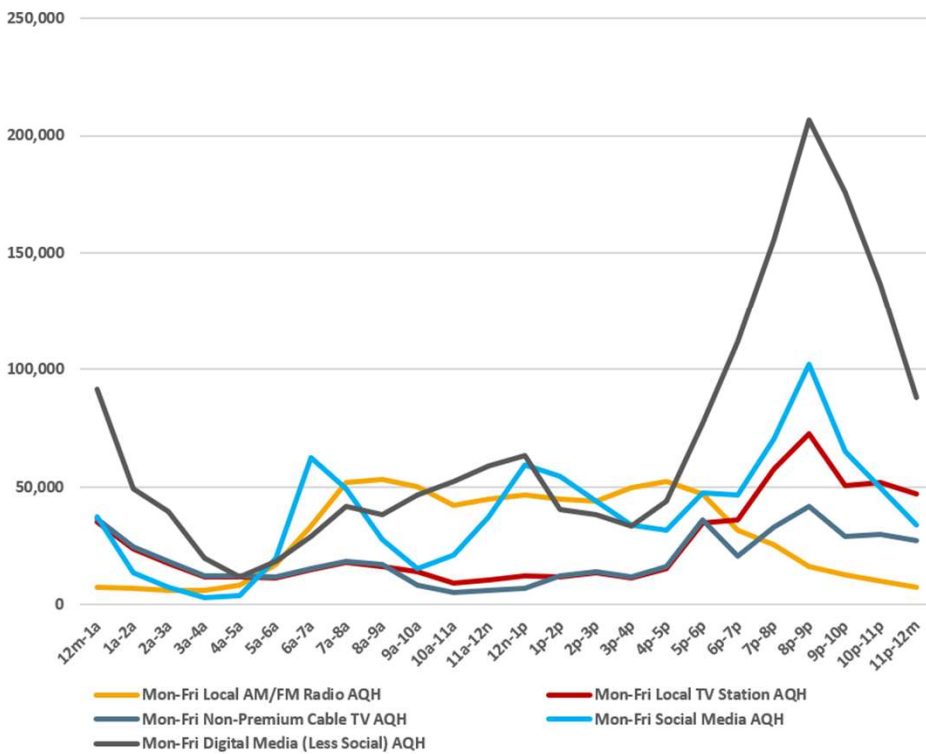
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



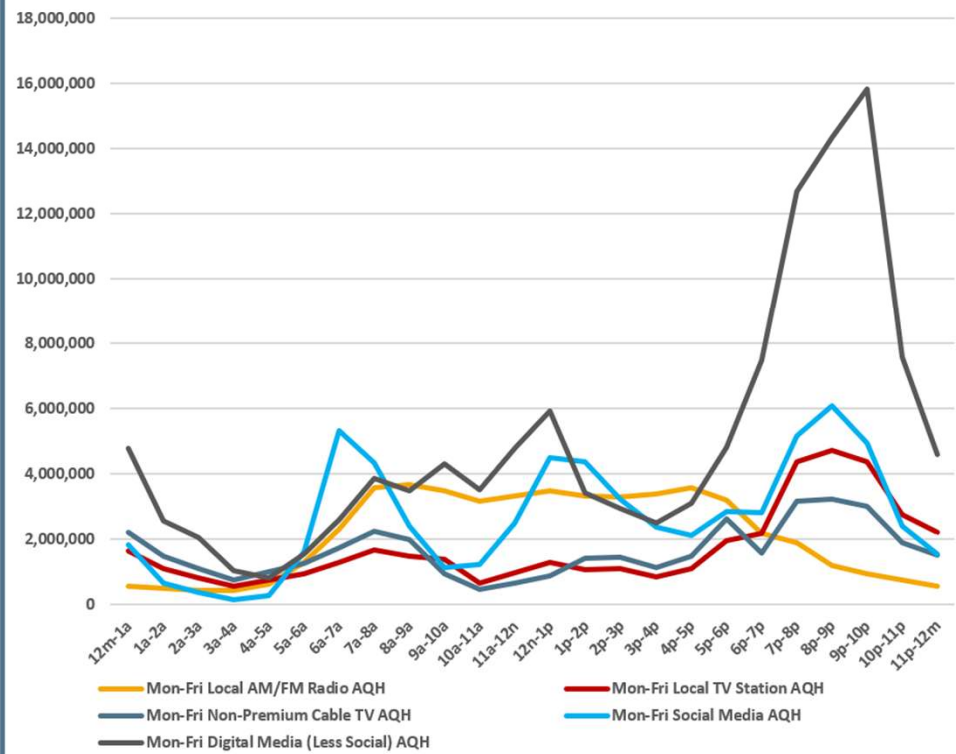


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,878;
Local Radio: 45,453; Social Media: 40,763; Local TV: 16,651; Non-Prem. Cable: 14,390
reaching Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in
the MINNEAPOLIS, MN, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-X (P45-59) "LATCHKEY KIDS" 210 DMA Area Adults
45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

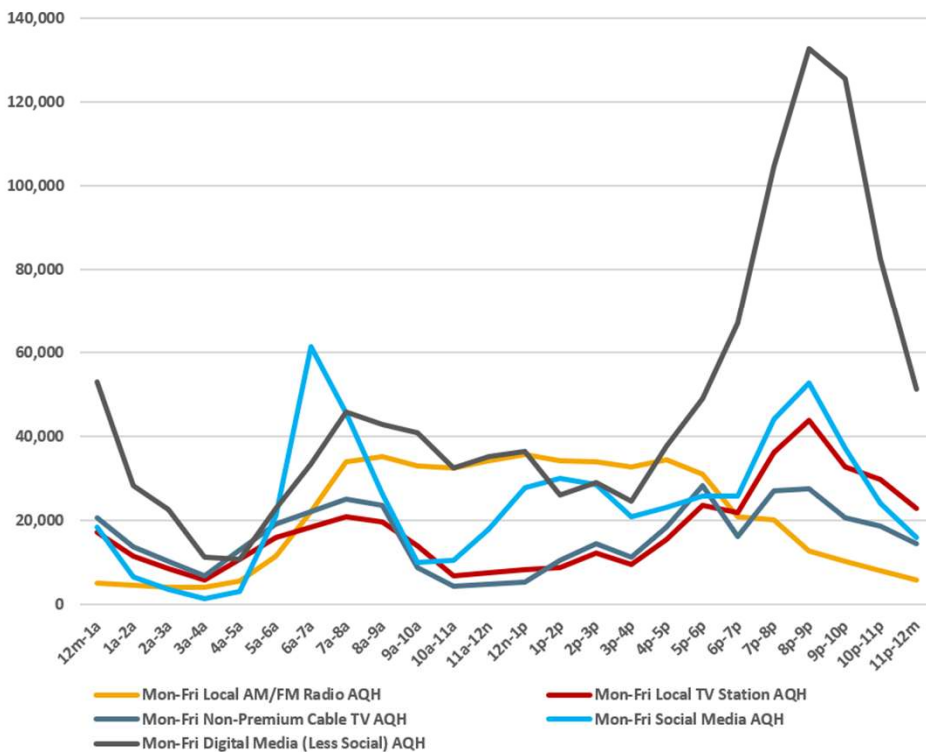
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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for Anything ®

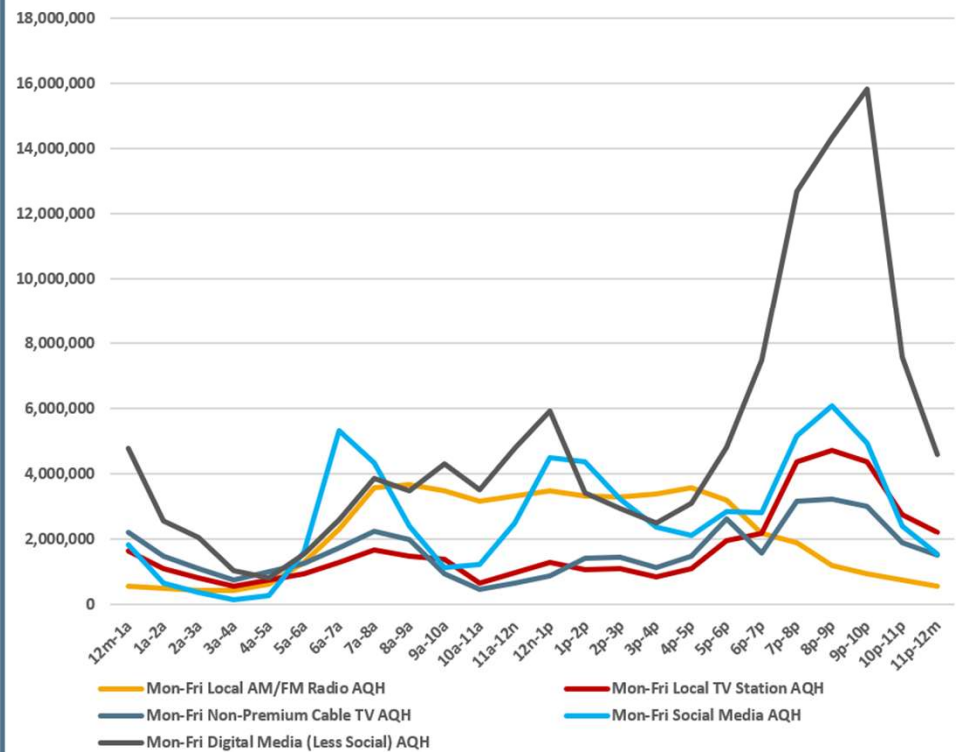


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,513; Local Radio: 31,826; Social Media: 27,233; Non-Prem. Cable: 14,843; Local TV: 14,355 reaching Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LO

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in
the ST. LOUIS, MO, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-X (P45-59) "LATCHKEY KIDS" 210 DMA Area Adults
45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

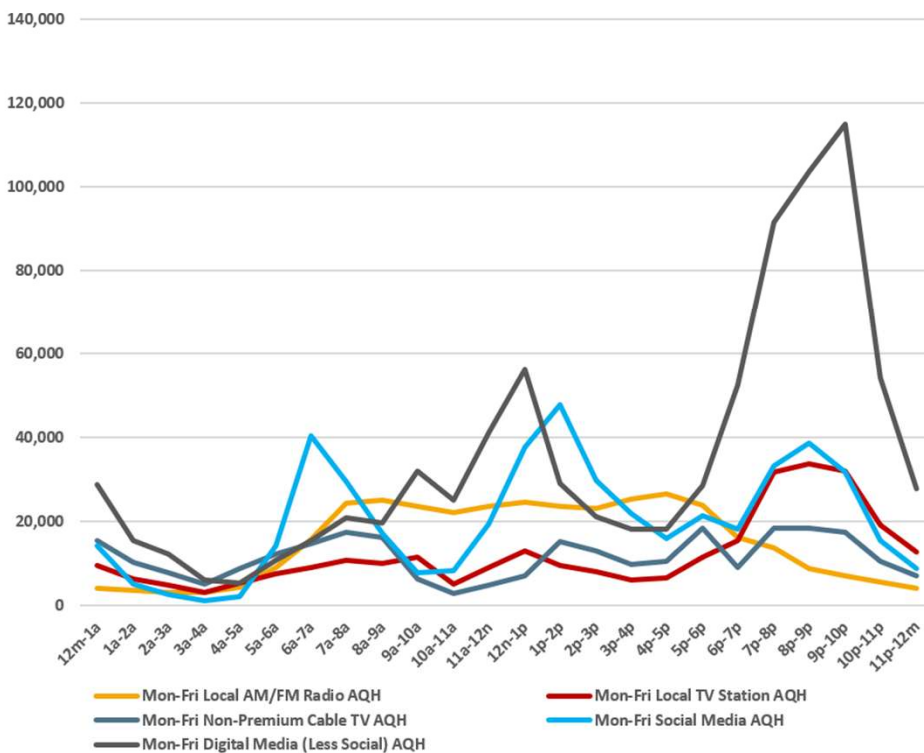
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

soefa.ai Share of Everything for Anything.

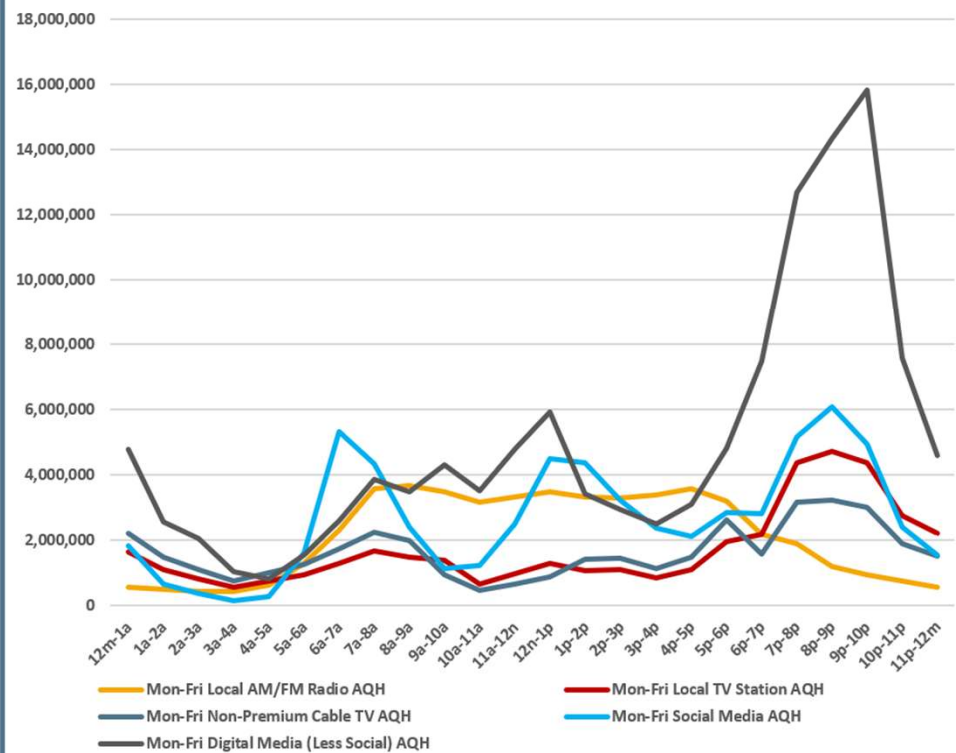


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,064;
Social Media: 24,230; Local Radio: 22,873; Non-Prem. Cable: 11,152; Local TV: 9,620
reaching Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINN

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in
the CINCINNATI, OH, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-X (P45-59) "LATCHKEY KIDS" 210 DMA Area Adults
45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

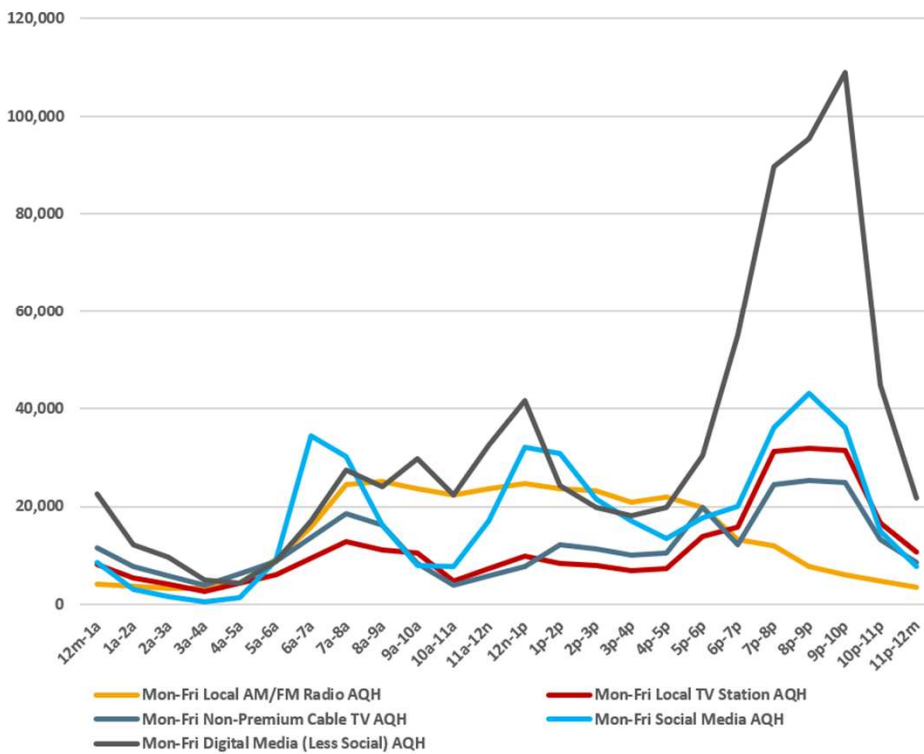
Age: 45-49 OR Age: 50-54 OR Age: 55-59)

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for Anything.

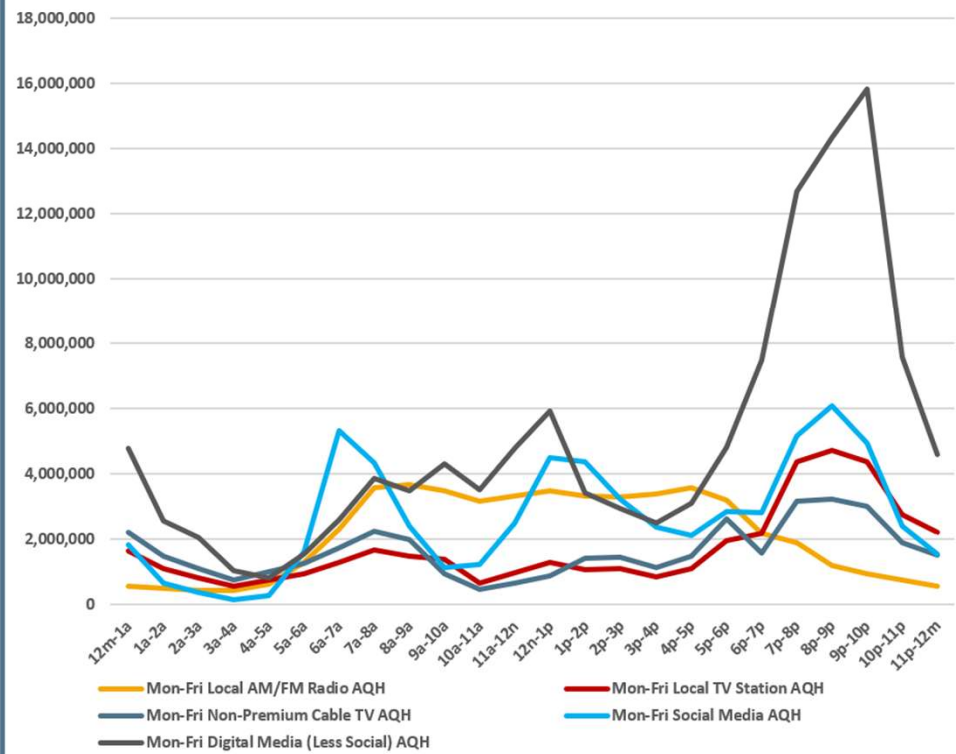


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,826;
Local Radio: 21,701; Social Media: 20,462; Non-Prem. Cable: 11,552; Local TV: 9,707
reaching Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in
the WEST PALM BEACH, FL, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-X (P45-59) "LATCHKEY KIDS" 210 DMA Area Adults
45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

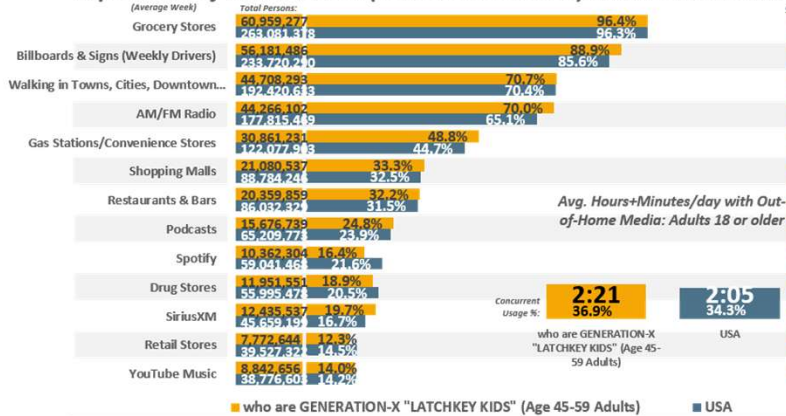
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

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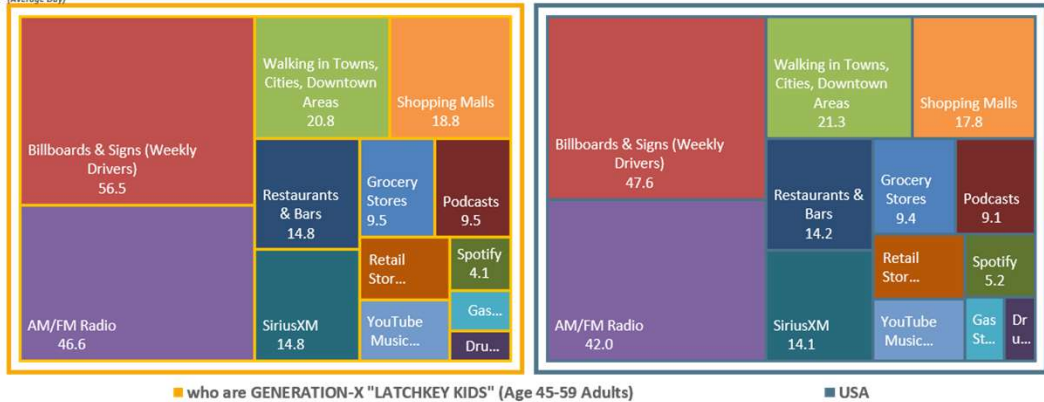


56,181,486 or 88.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minute

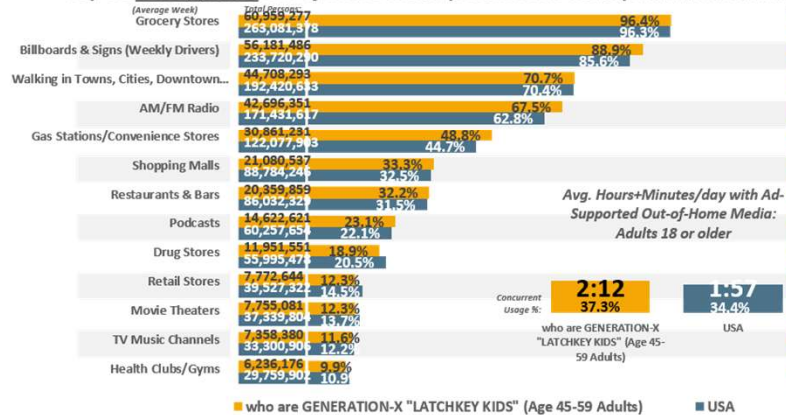
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



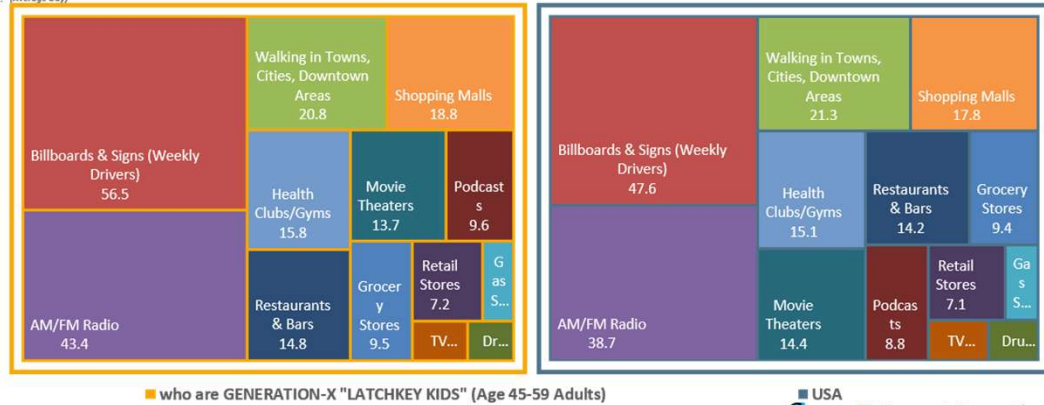
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

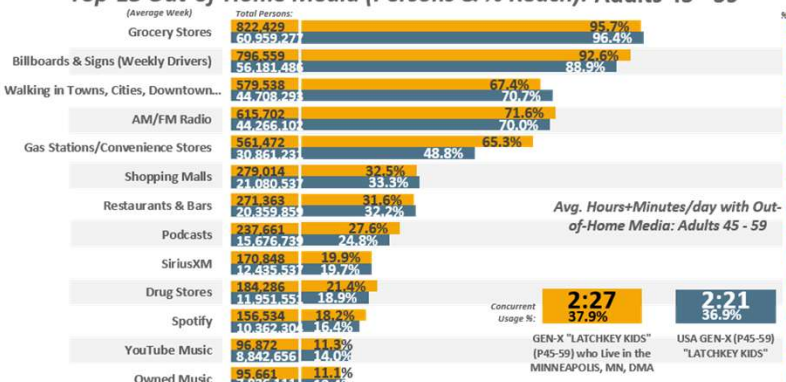
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

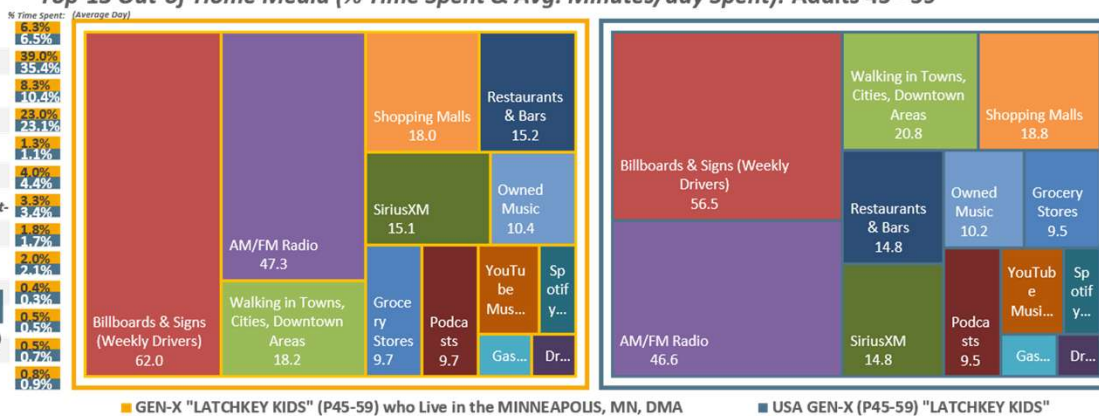


796,559 or 92.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA spend an average of 62. minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 44.2 mi

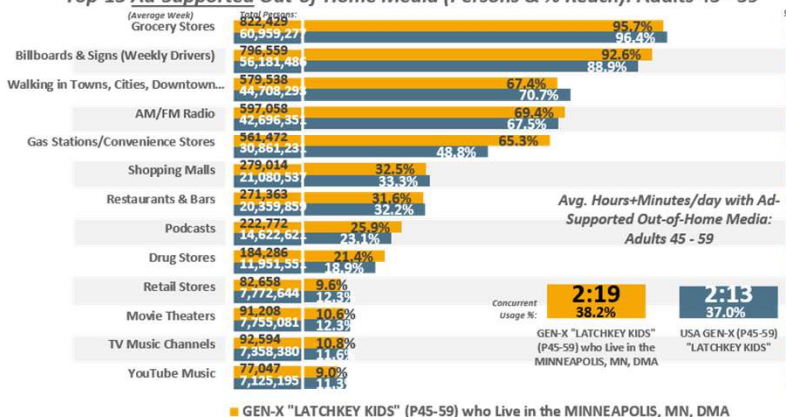
Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 - 59



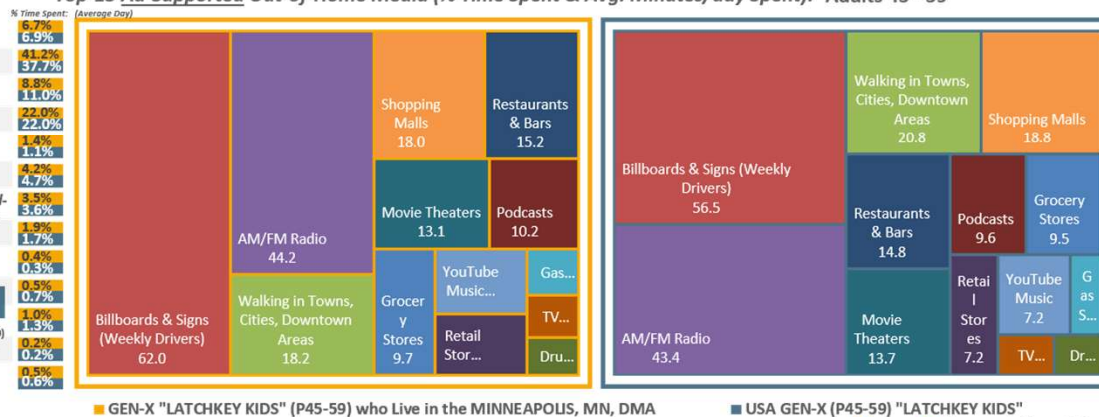
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

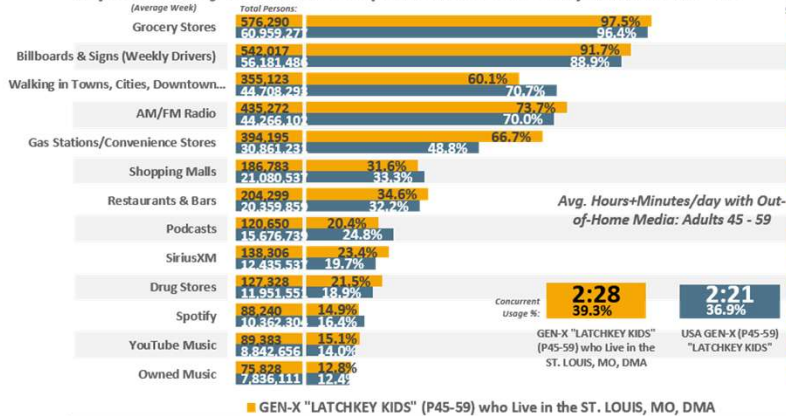
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

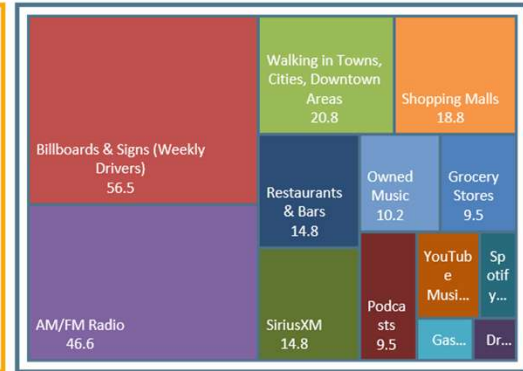
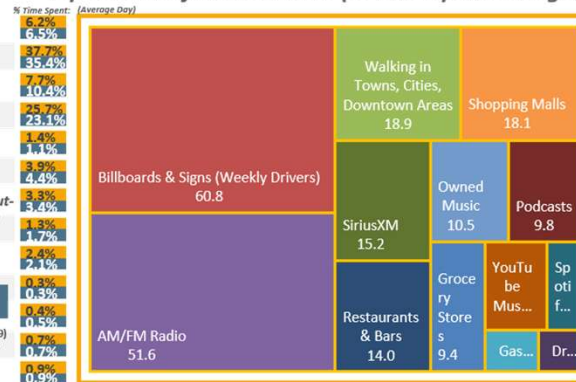


542,017 or 91.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA spend an average of 60.8 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 49.7 min

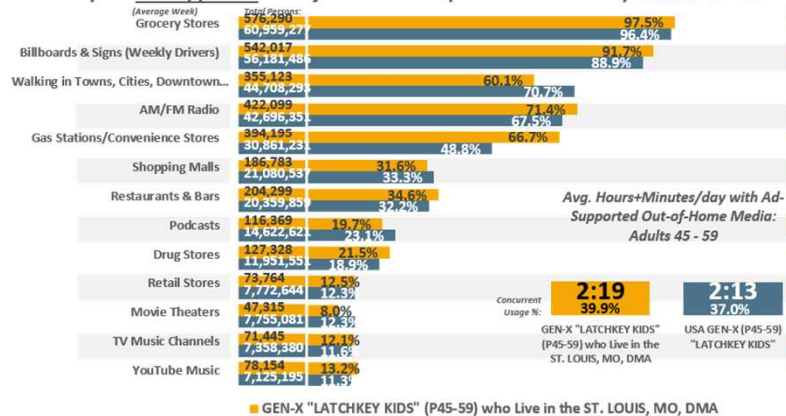
Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 - 59



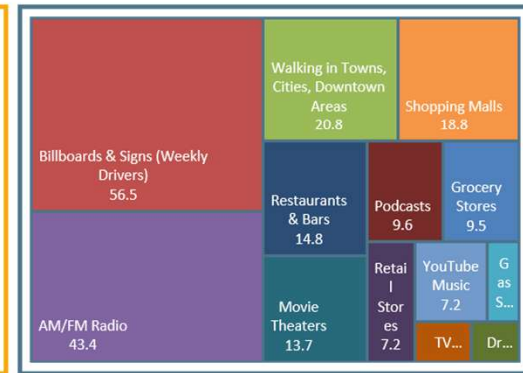
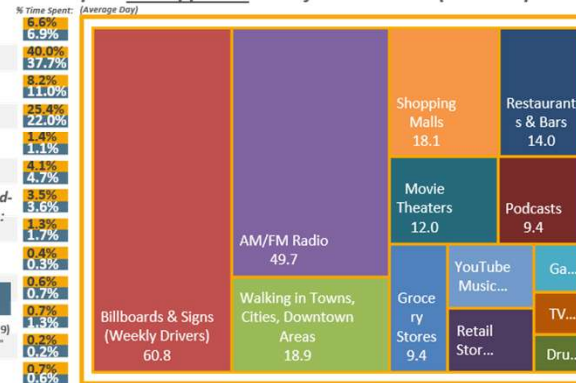
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

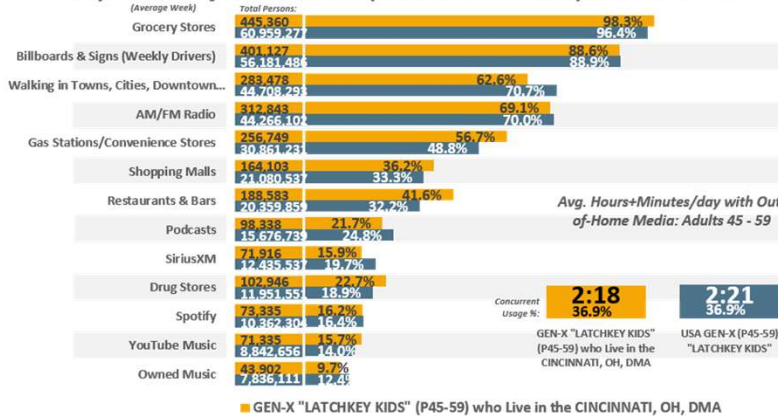
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

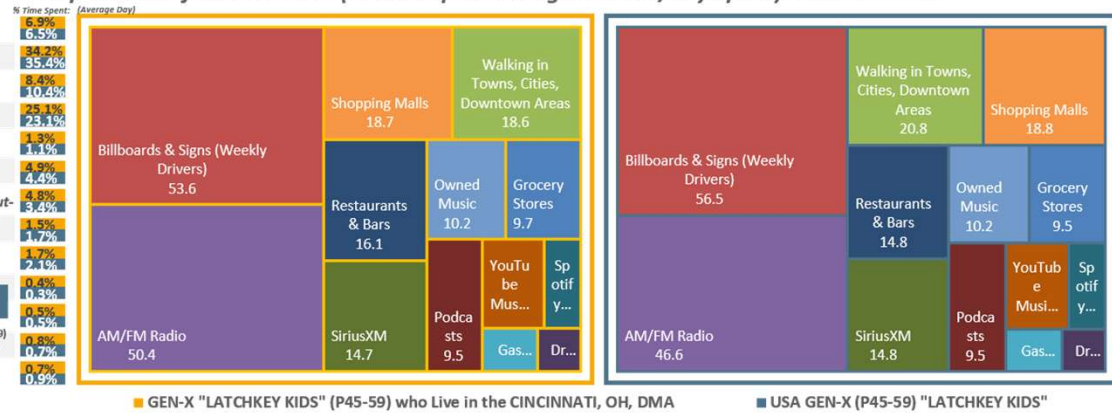


401,127 or 88.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 48. min

Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 - 59



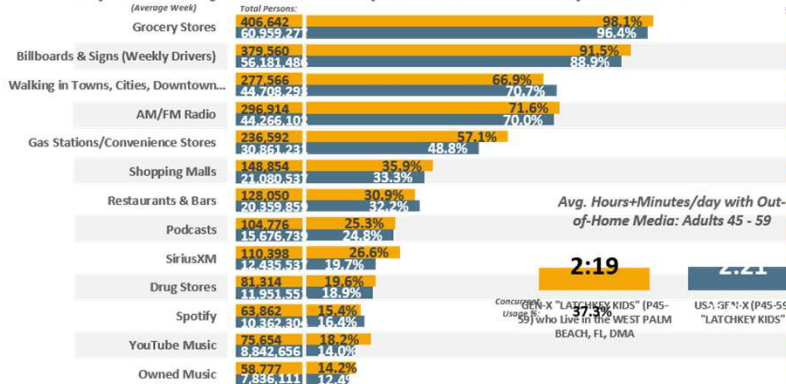
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



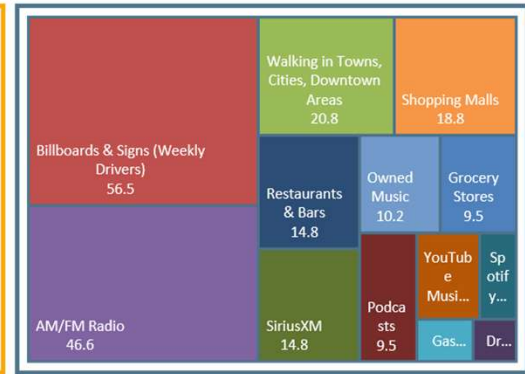
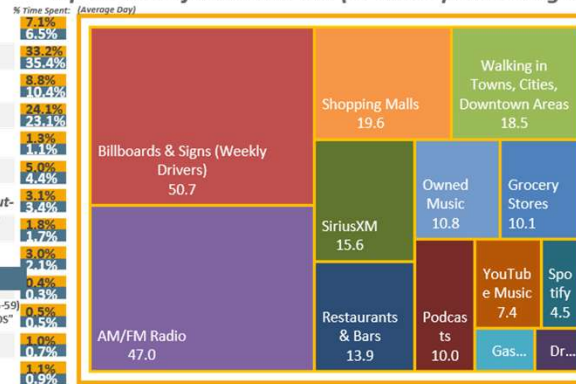


379,560 or 91.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 43

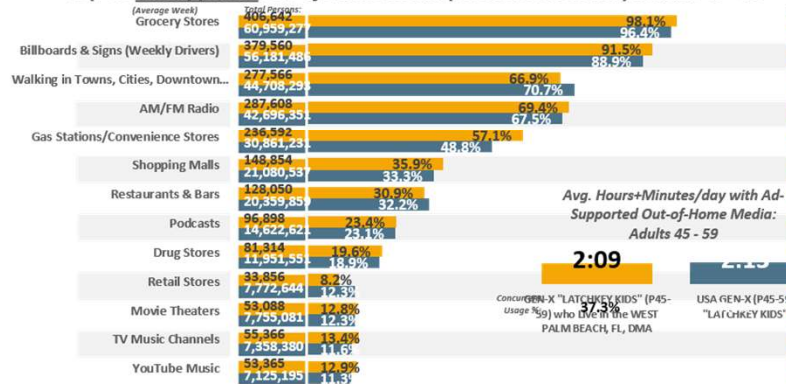
Top-13 Out-of-Home Media (Persons & % Reach): Adults 45 - 59



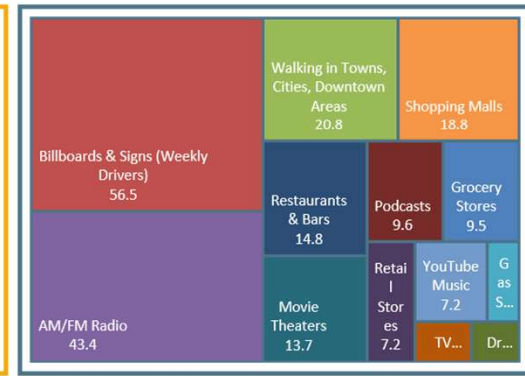
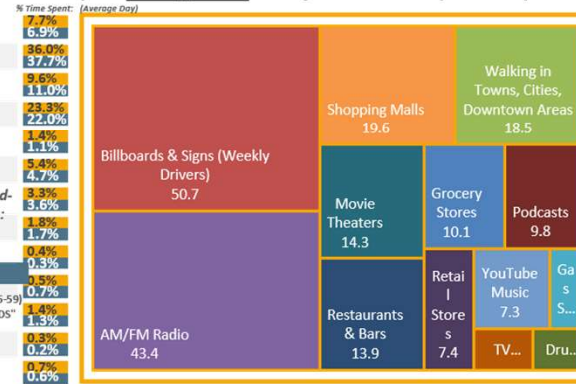
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 45 - 59



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

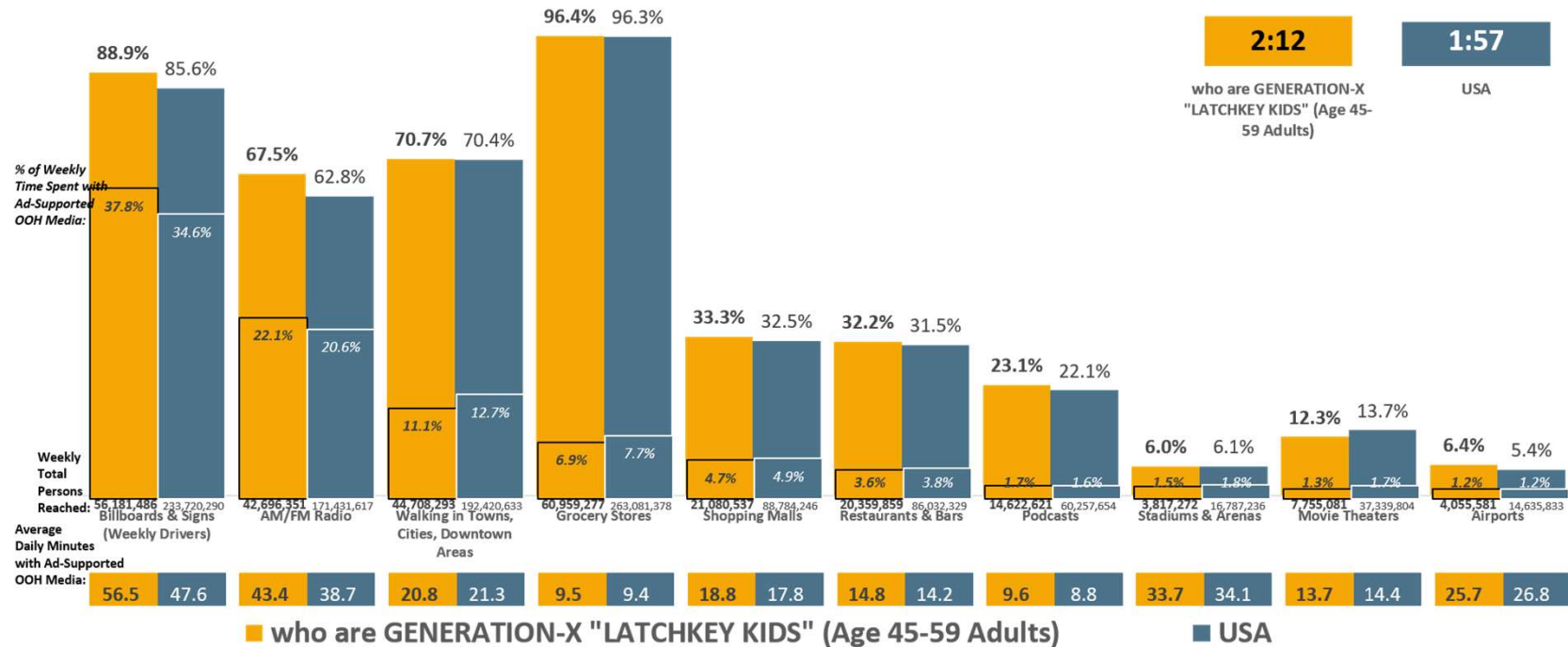


56,181,486 or 88.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59

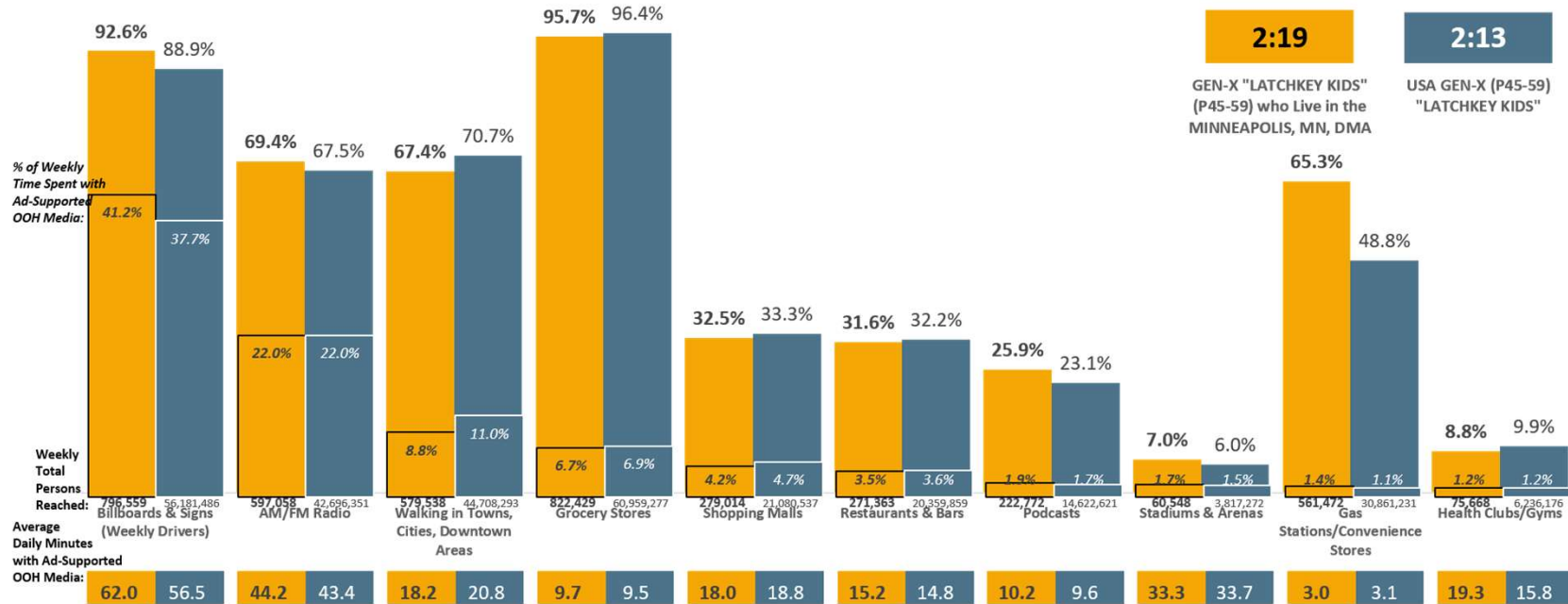


796,559 or 92.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA spend an average of 62. minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 45 - 59

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59

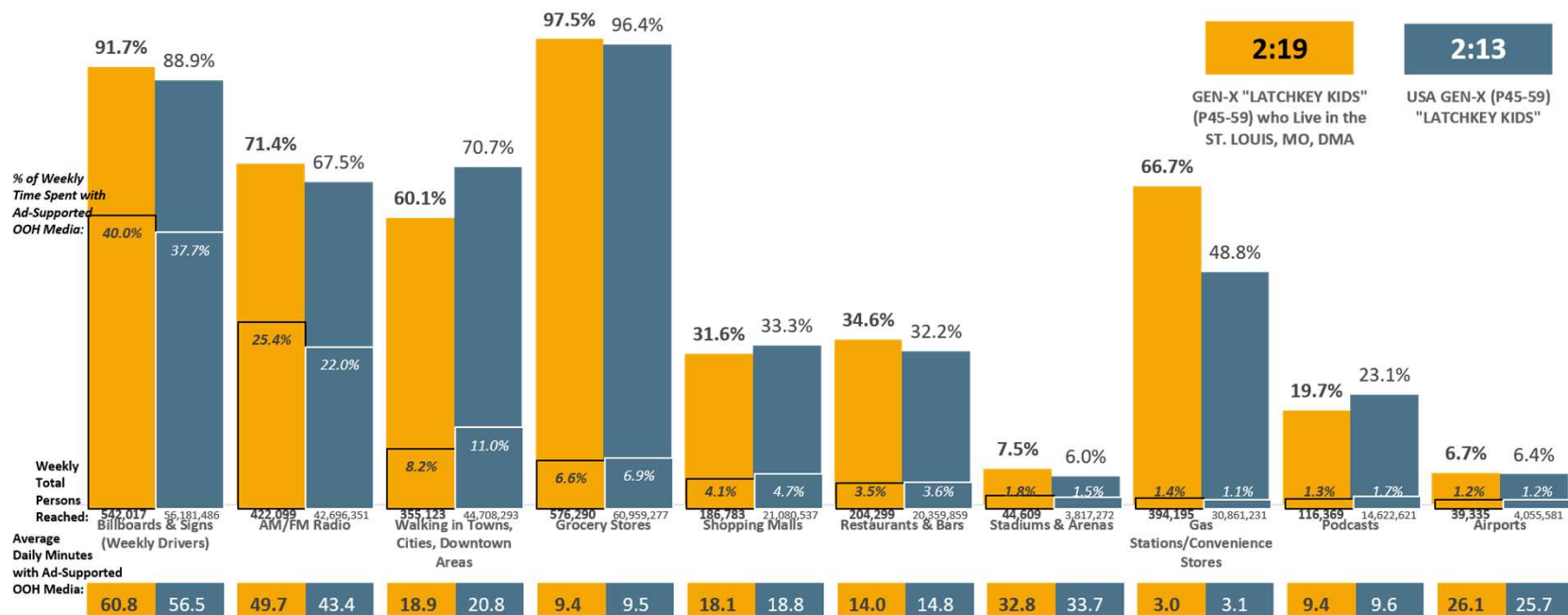


542,017 or 91.7% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA spend an average of 60.8 minutes per day driving, seeing Billboards and Signs representing 40.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 45 - 59

Weekly
Reach %

"Share of Ad-Supported OOH Media"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 6,049

soefa.ai Share of Everything
for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

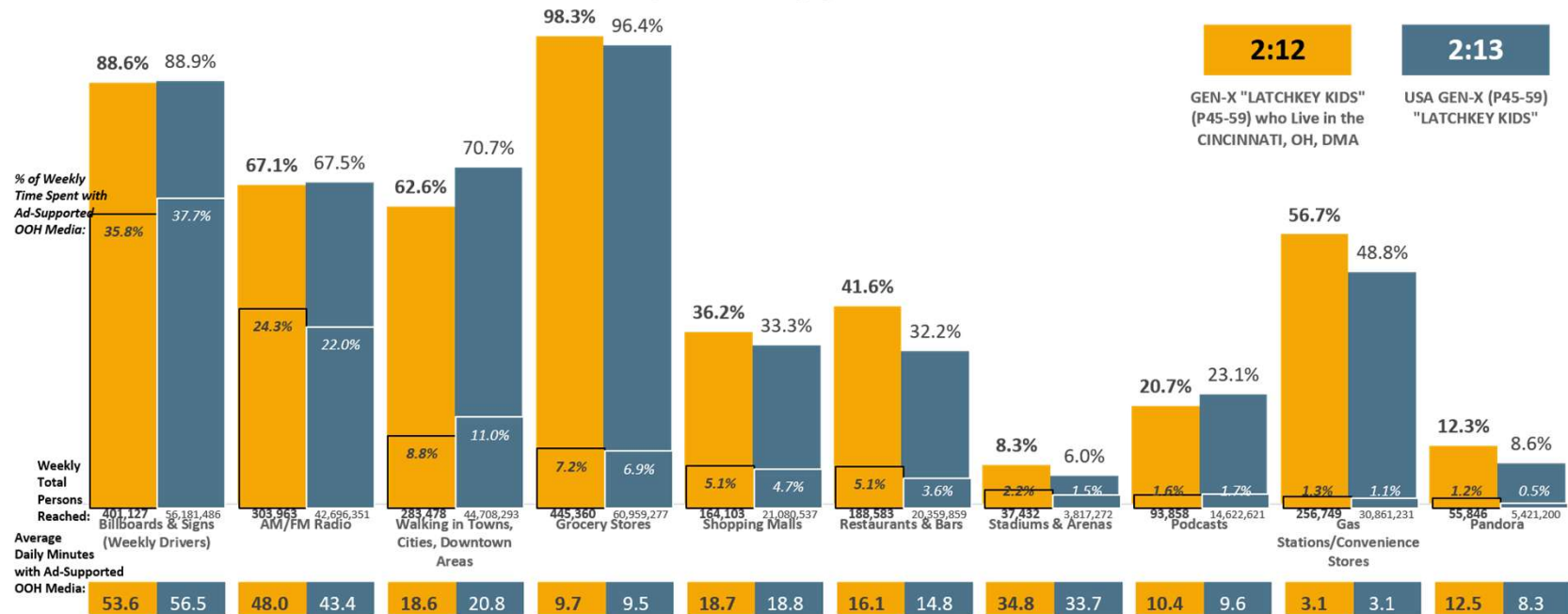


401,127 or 88.6% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA spend an average of 53.6 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 45 - 59

Weekly
Reach %

"Share of Ad-Supported OOH Media"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Feb25-Feb26
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for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59]



379,560 or 91.5% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 36.% of all Time Spent with Ad-Supported Out-of-Home Medi

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 45 - 59

Weekly Reach %

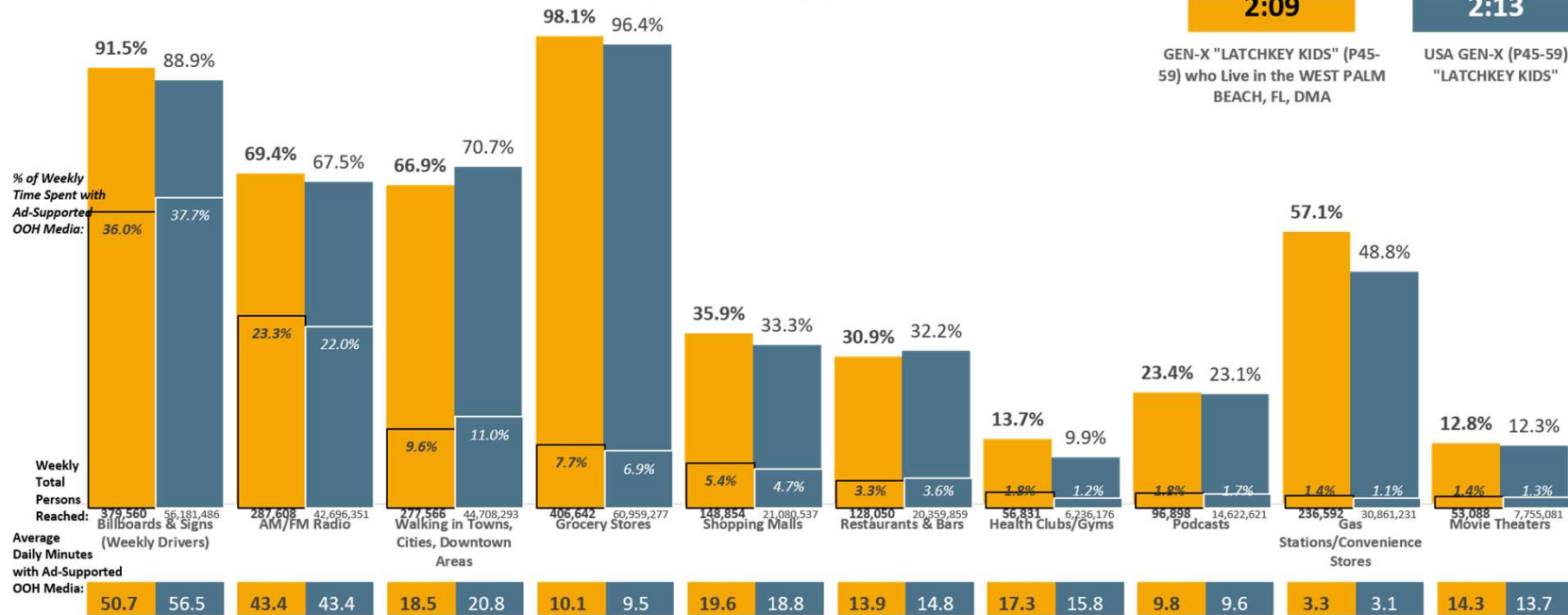
"Share of Ad-Supported OOH Media"

2:09

2:13

GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"



■ GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"
Scarborough R1 2026: Jan25-Jan26
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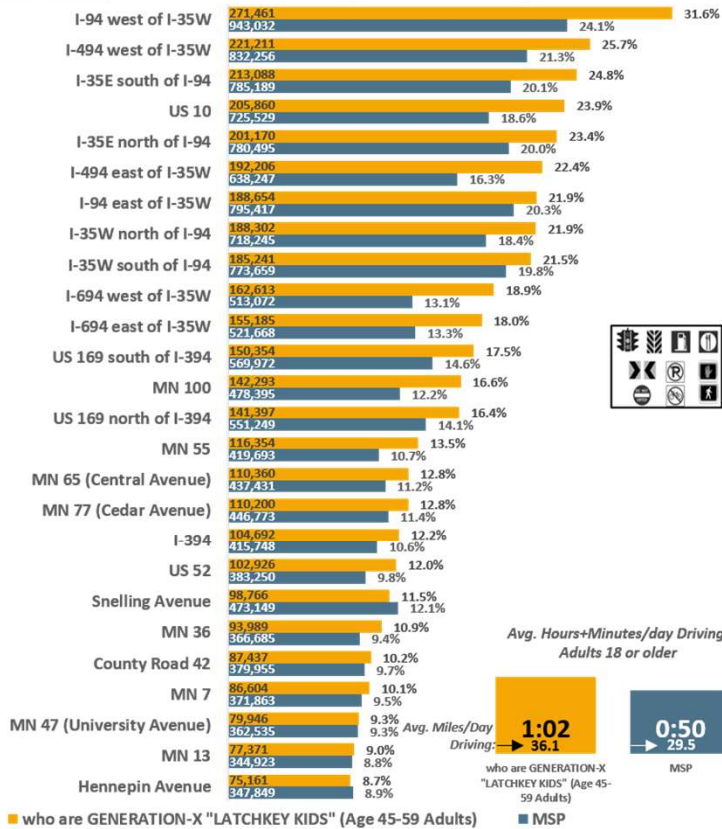
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59]

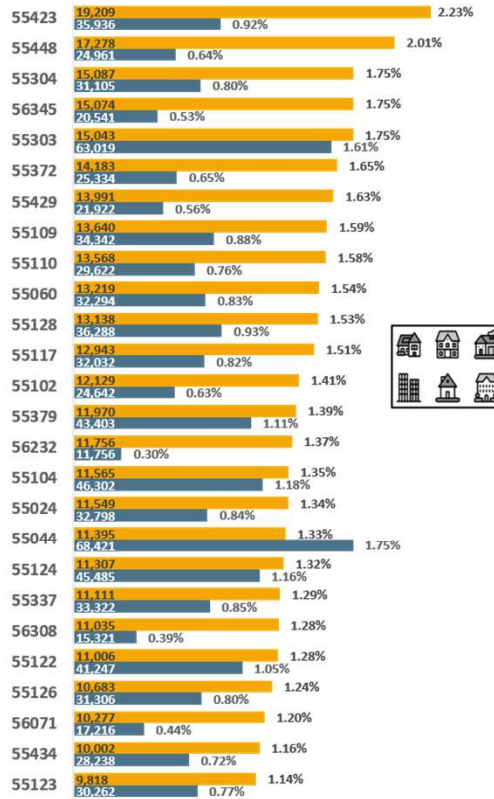


796,559 or 92.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 62. minutes per day driving an average of 36.1 miles each day and are 44.1% more likely to use I-694 west of I-35W than the Metro average.

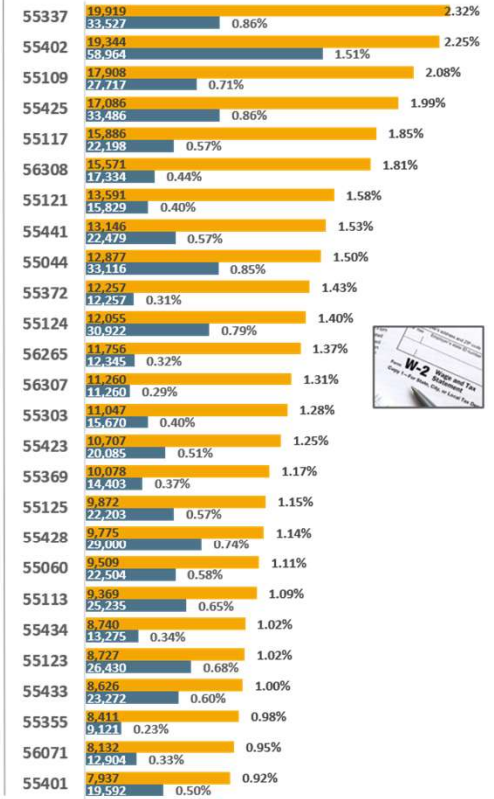
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



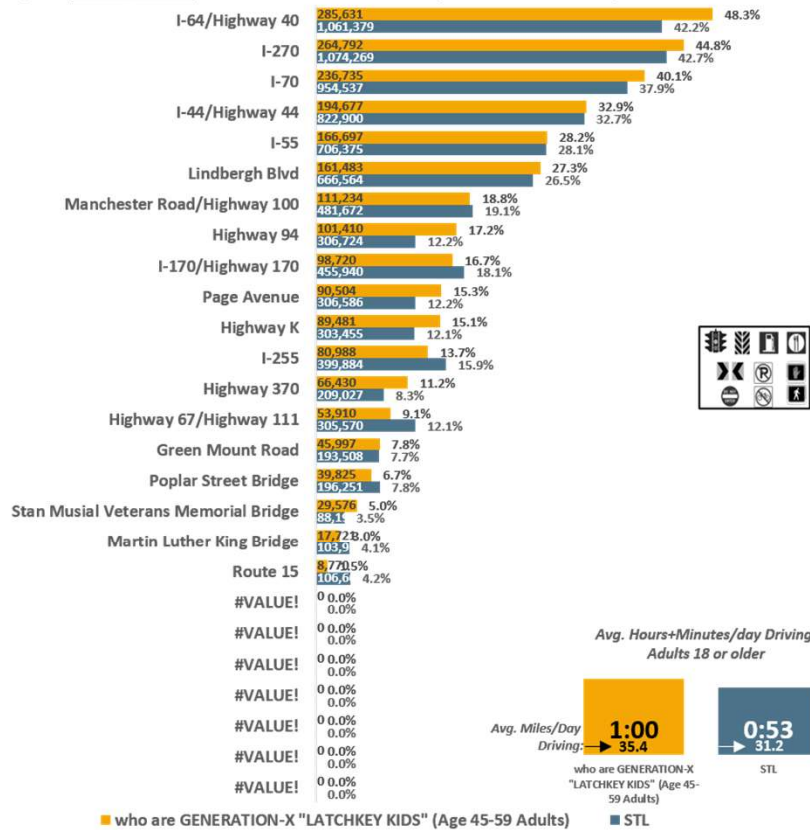
Top-26 Employment Zip Codes: Adults 18 or older



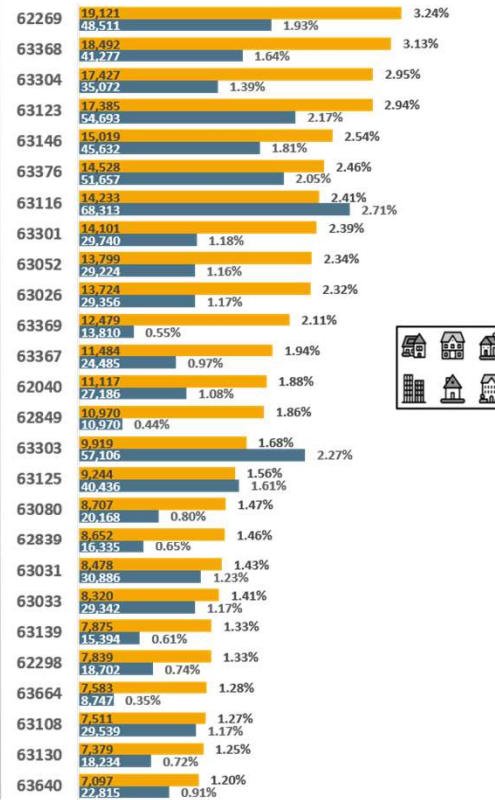


542,017 or 91.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 60.8 minutes per day driving an average of 35.4 miles each day and are 42.8% more likely to use Stan Musial Veterans Memorial Bridge than th

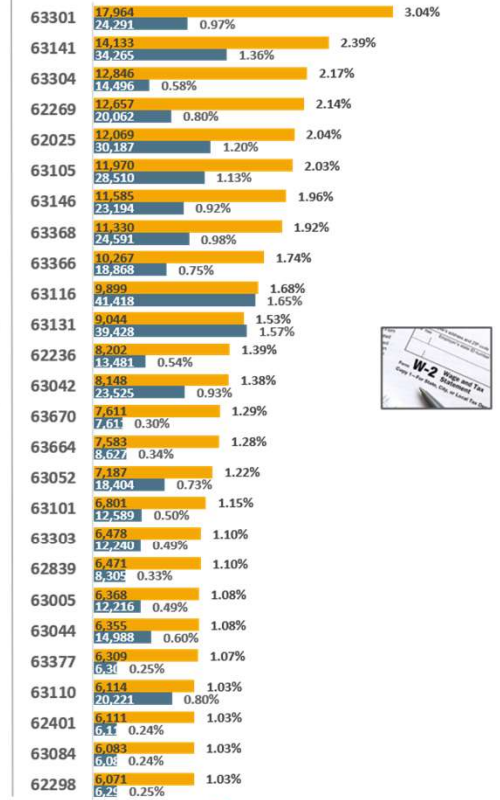
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



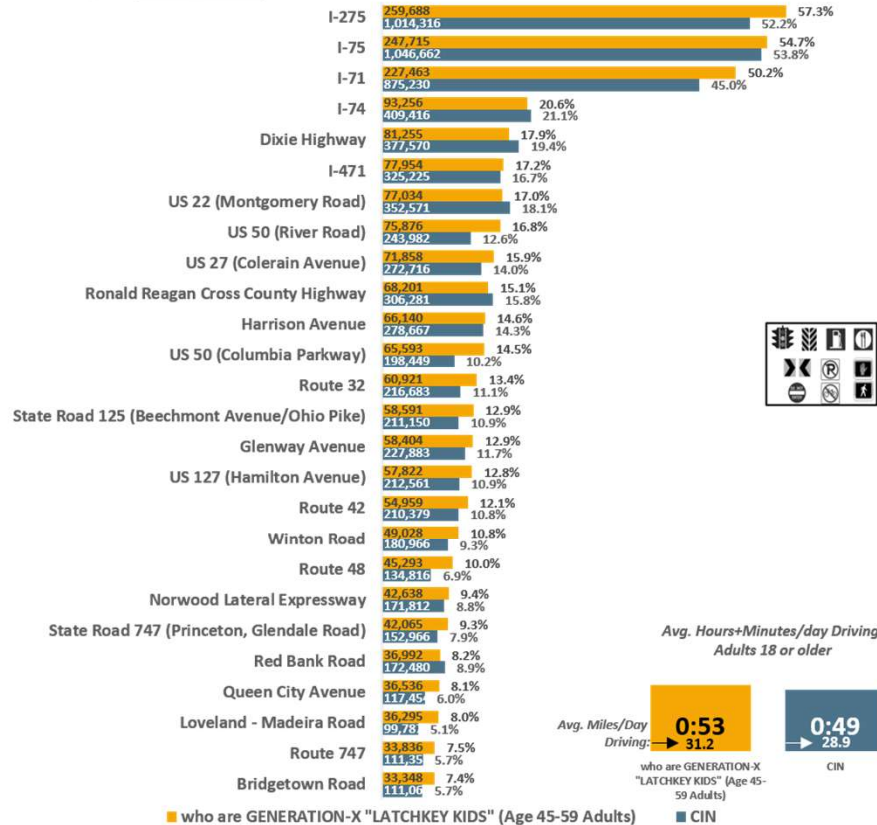
Top-26 Employment Zip Codes: Adults 18 or older





401,127 or 88.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 53.6 minutes per day driving an average of 31.2 miles each day and are 44.2% more likely to use Route 48 than the Metro average.

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



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

Avg. Miles/Day
Driving:

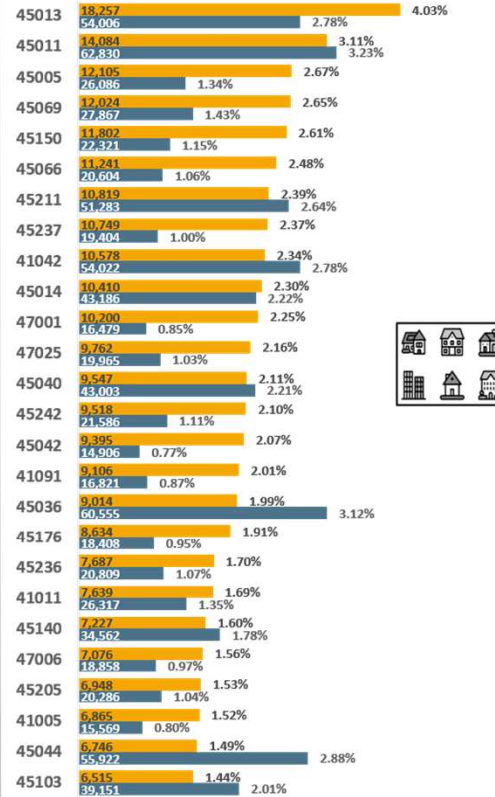
0:53
31.2

0:49
28.9

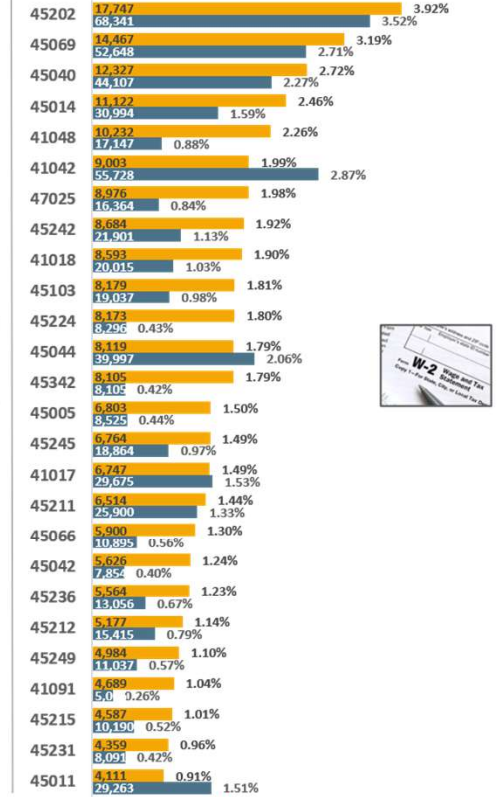
who are GENERATION-X
"LATCHKEY KIDS" (Age 45-
59 Adults)

CIN

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

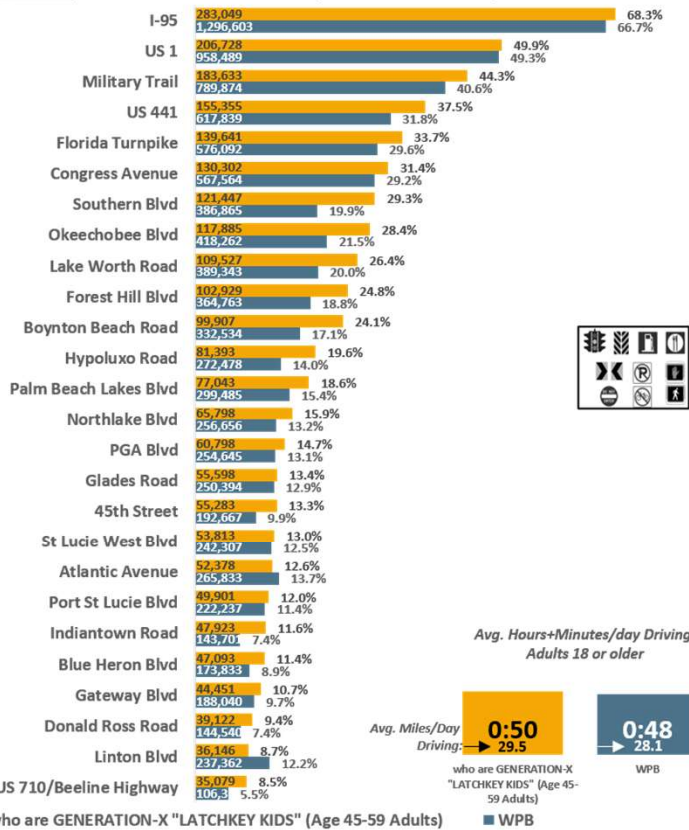


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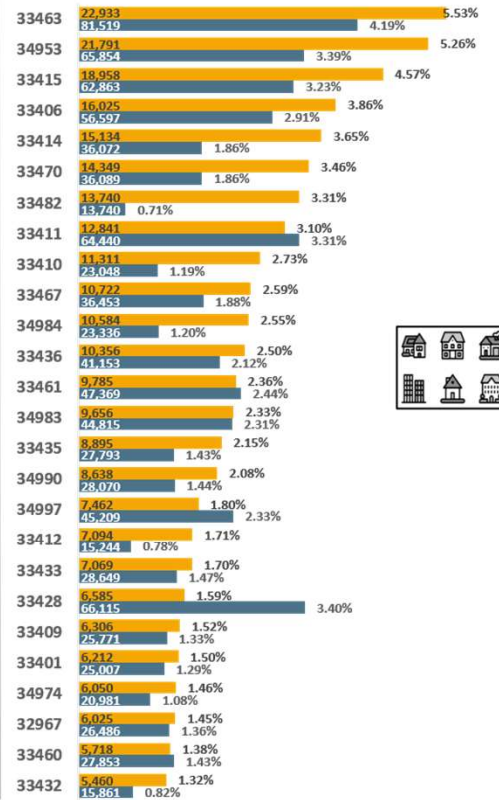


379,560 or 91.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 50.7 minutes per day driving an average of 29.5 miles each day and are 47.2% more likely to use Southern Blvd than the Metro average.

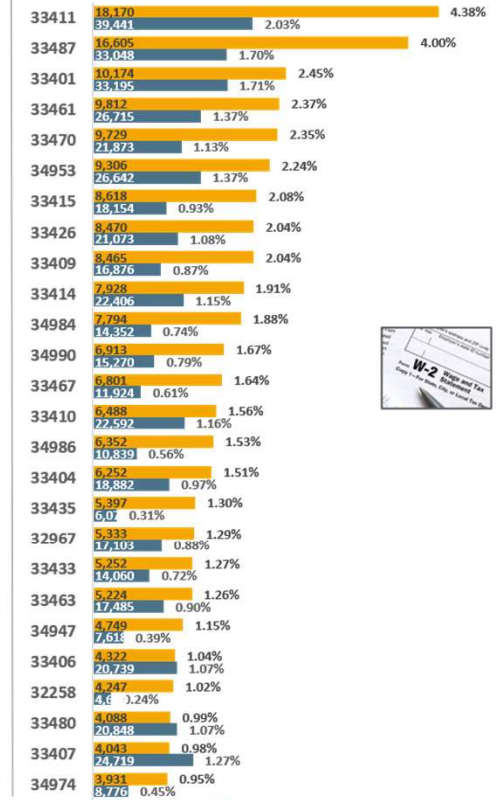
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



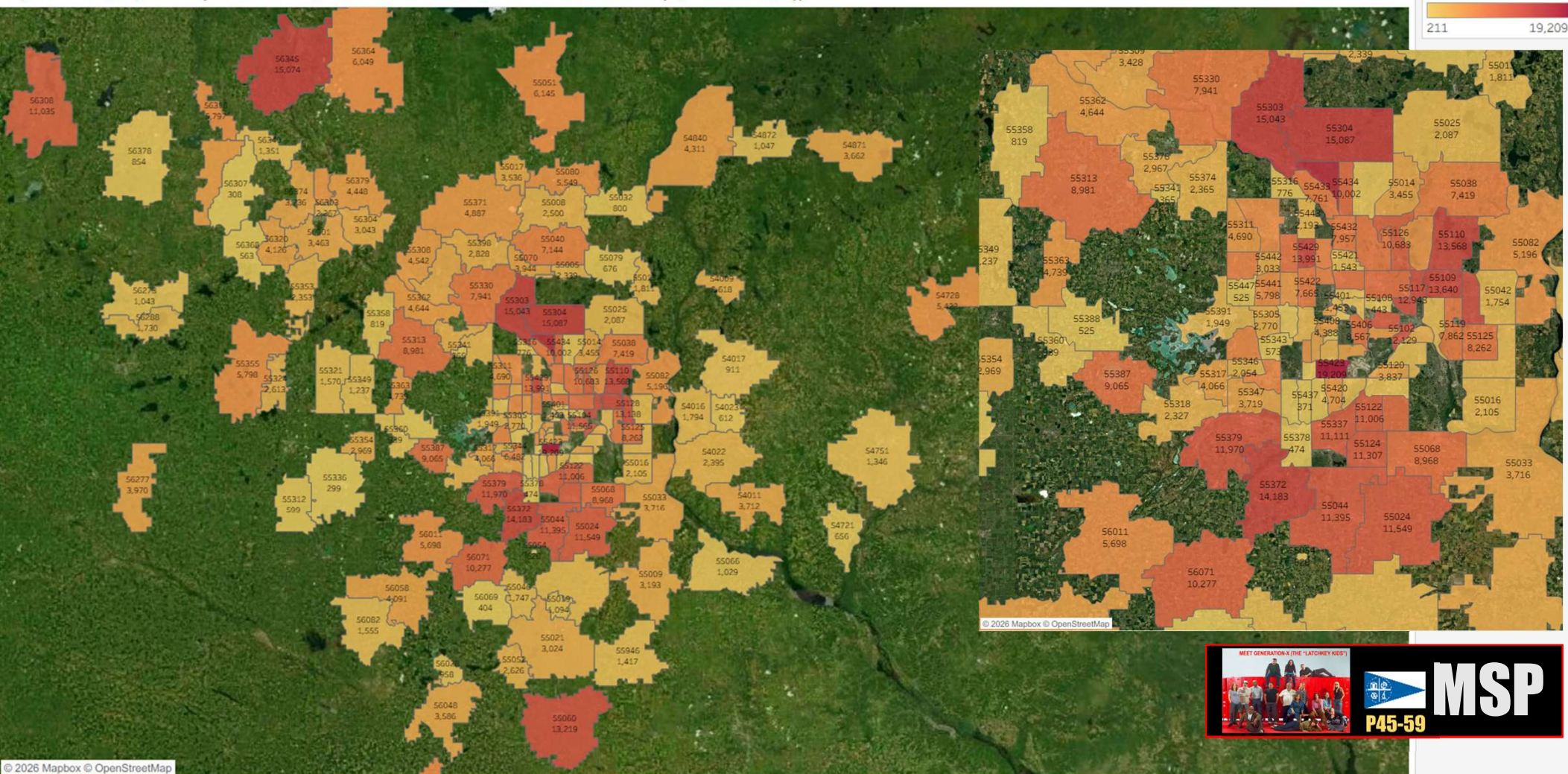
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

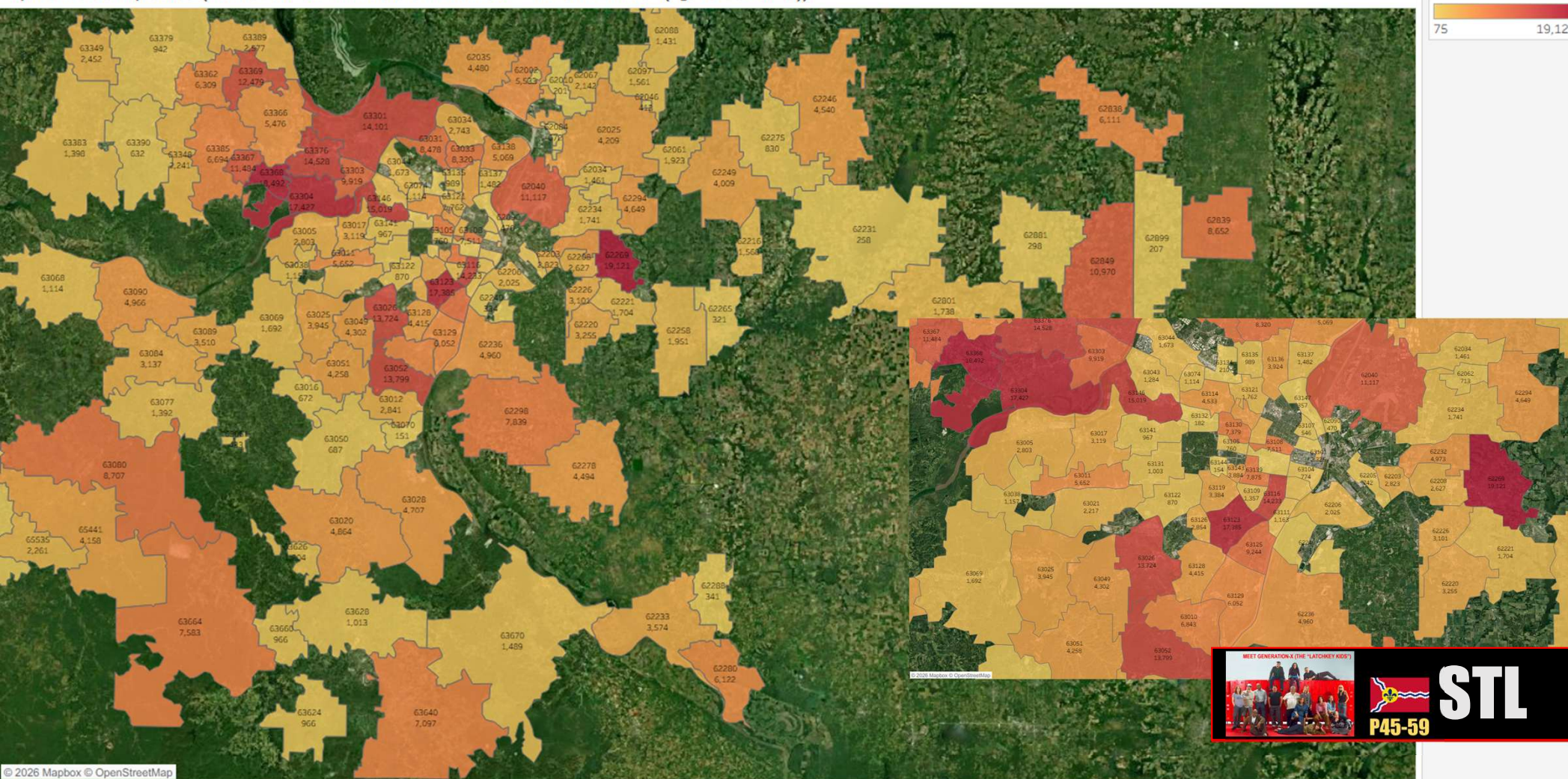


Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))

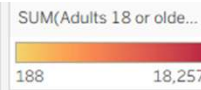
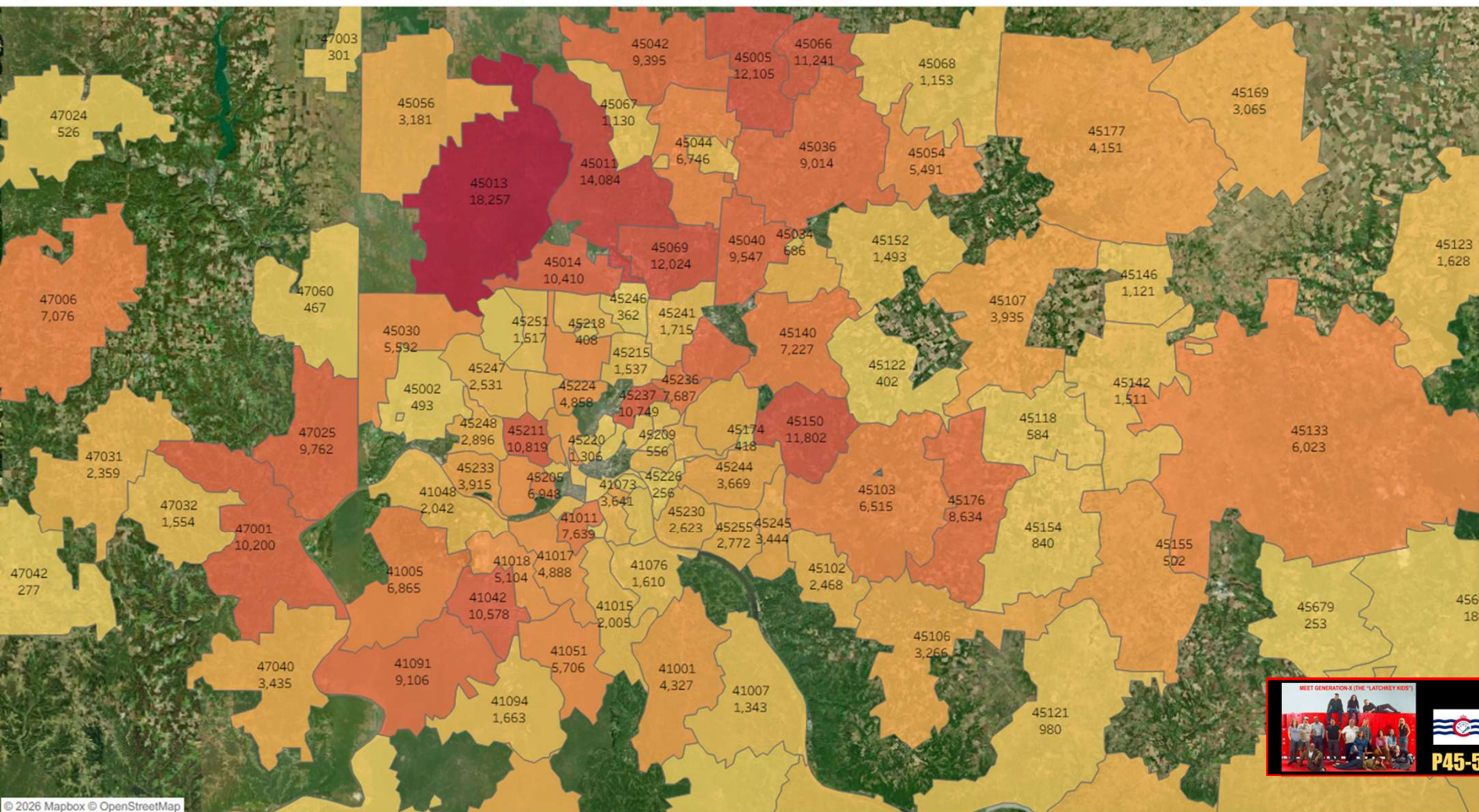


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Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))

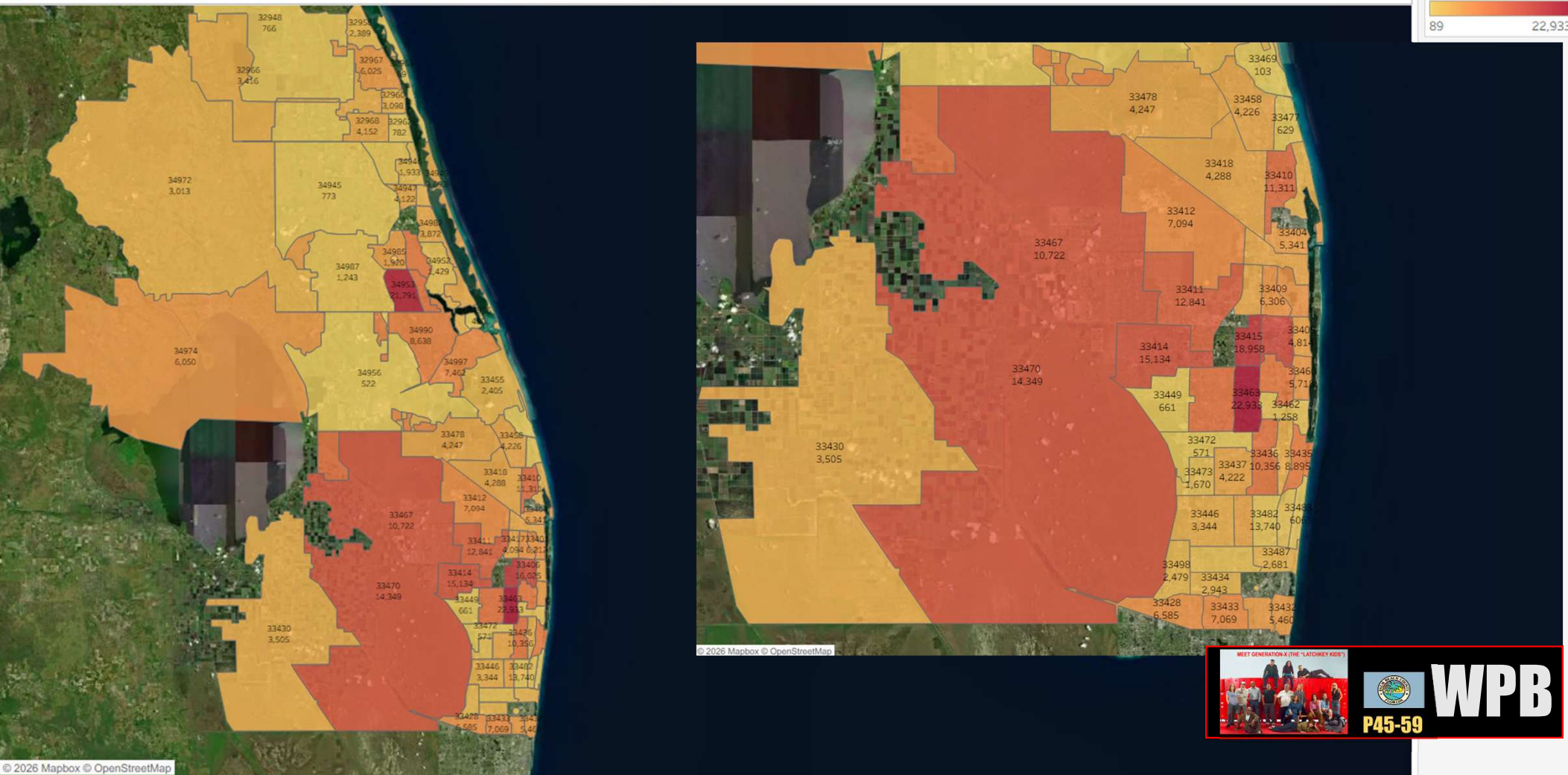


Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))



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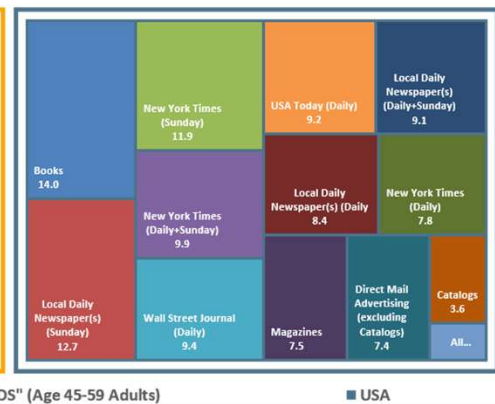
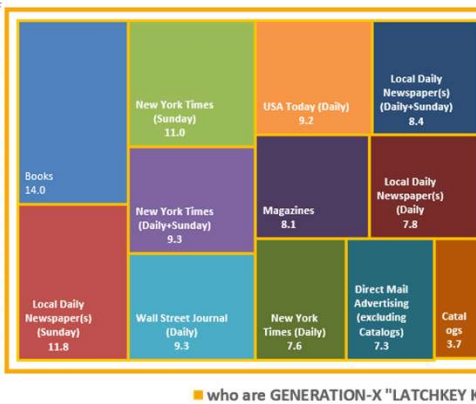
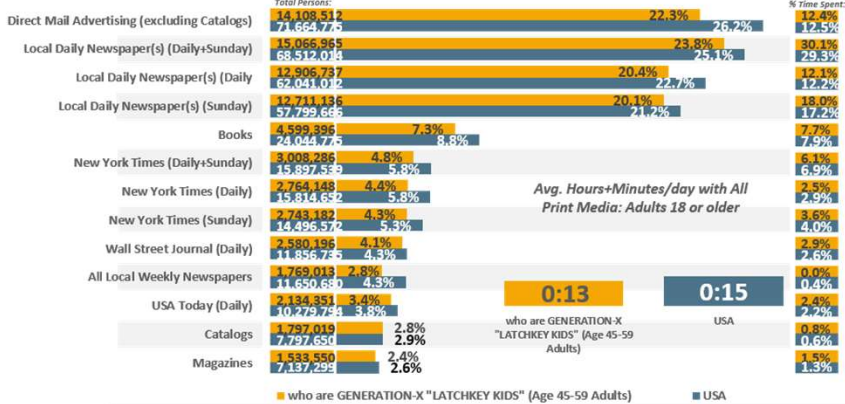
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))



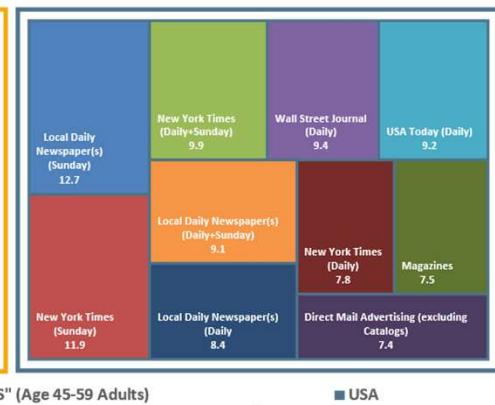
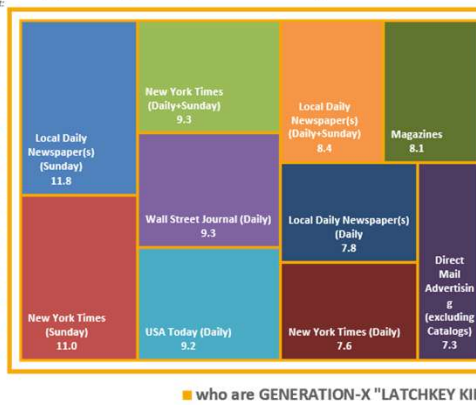
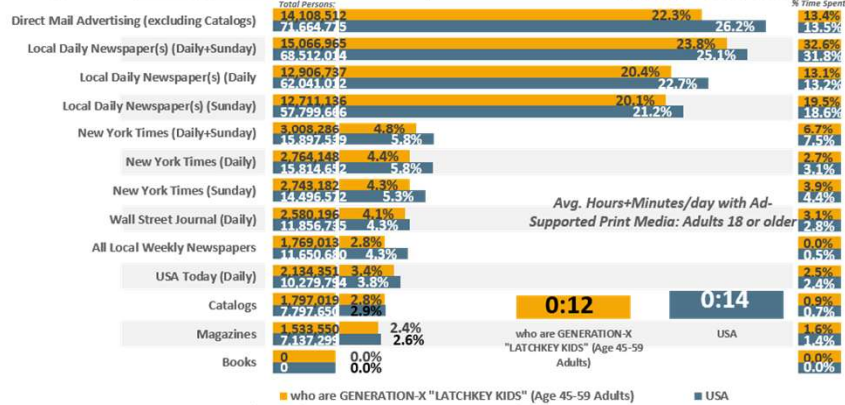


15,066,965 or 23.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.6% of all time spent daily with All forms of Print Media

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



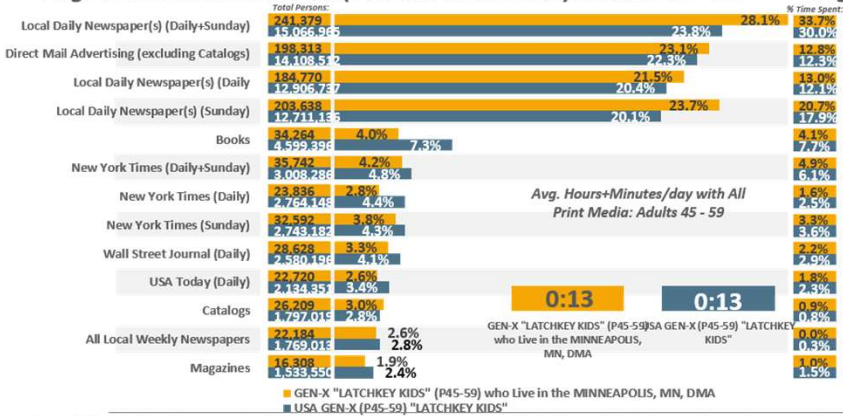
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



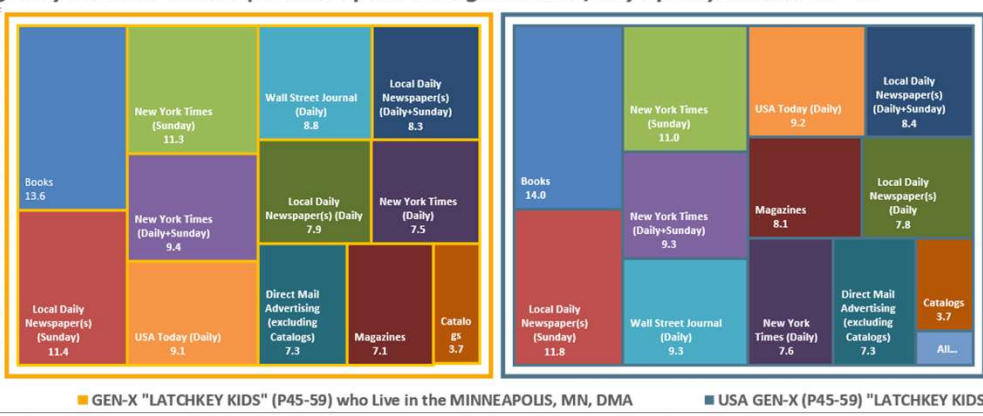


241,379 or 28.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the MINNEAPOLIS, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 35.1% of all time spent daily with All forms of Print

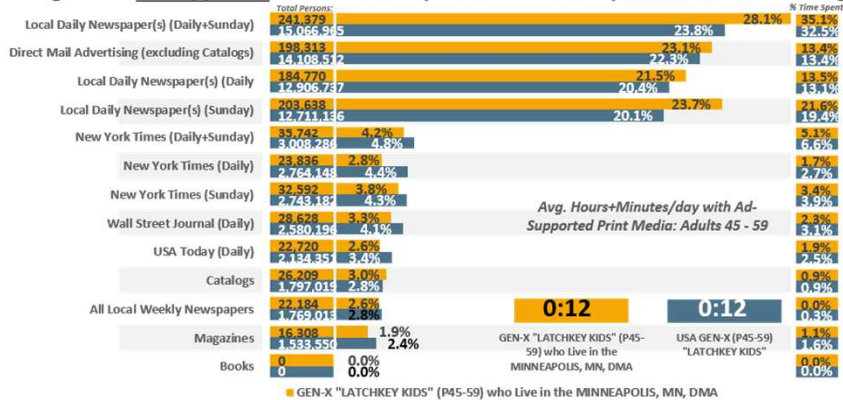
Avg. Week All Print Media (Persons & % Reach): Adults 45 - 59



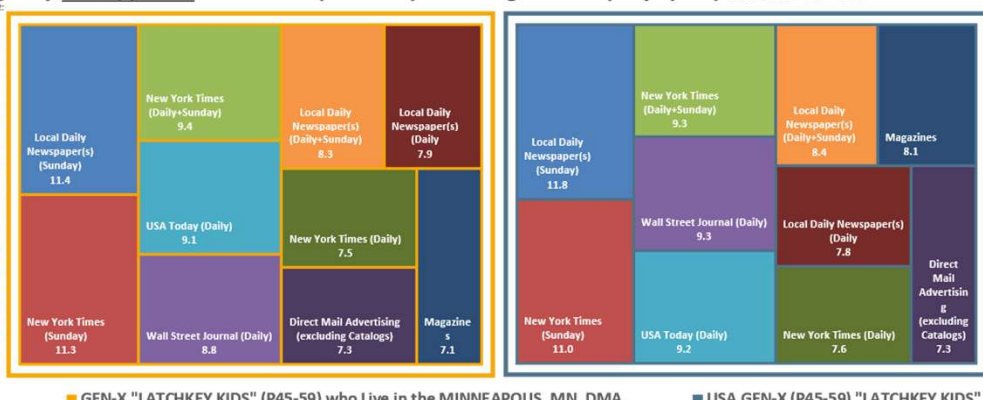
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

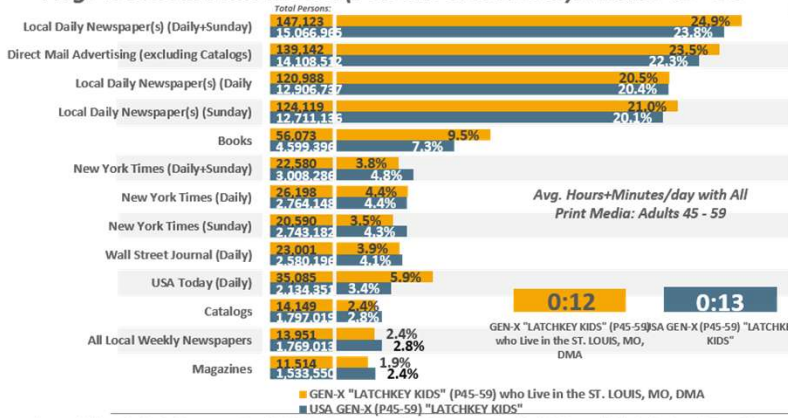
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

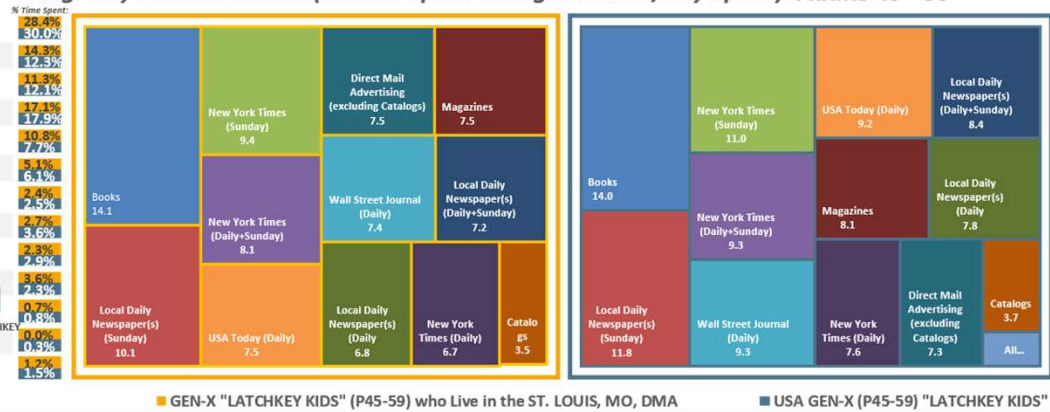


147,123 or 24.9% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 31.9% of all time spent daily with All forms of Print M

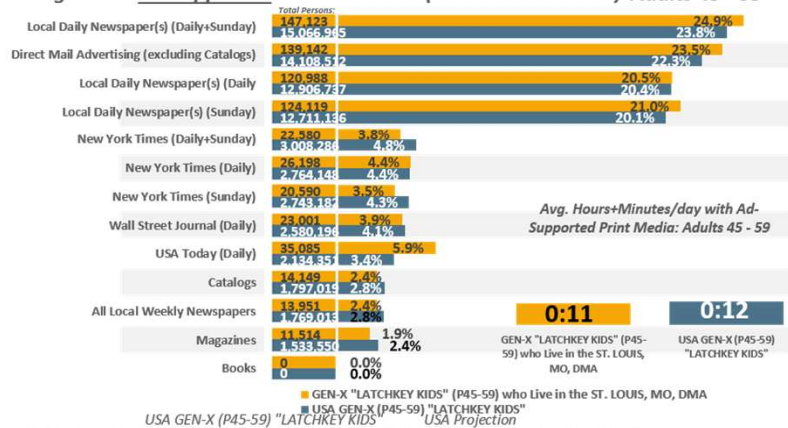
Avg. Week All Print Media (Persons & % Reach): Adults 45 - 59



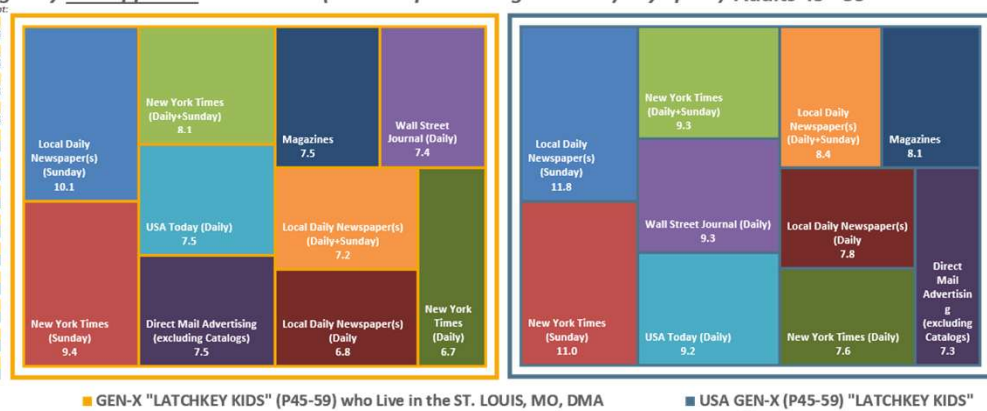
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



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USA Projection USA Qual Intab 6,049

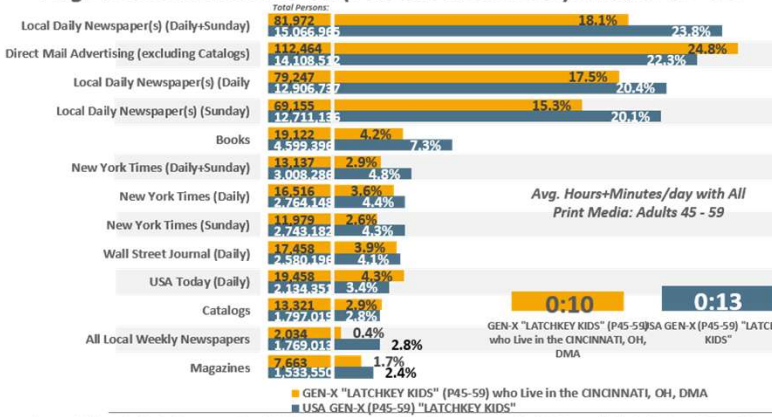
soefa.ai Share of Everything for Anything

Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

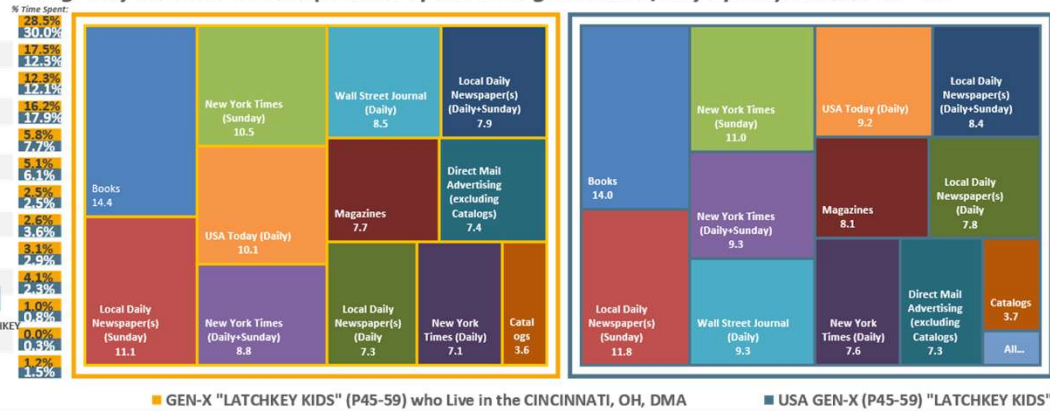


81,972 or 18.1% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 30.3% of all time spent daily with All forms of Print M

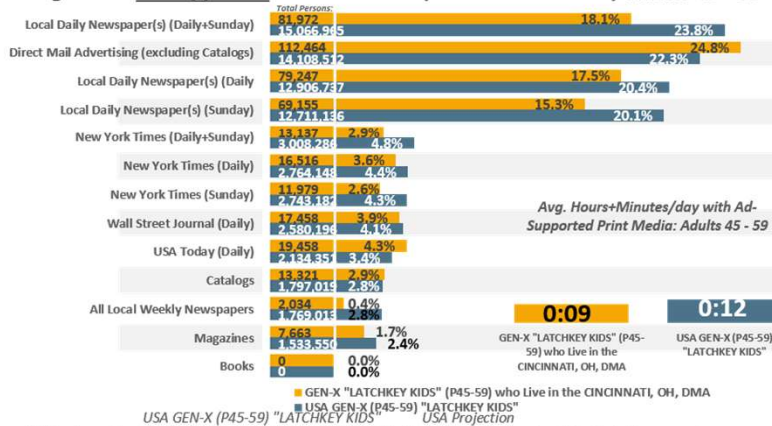
Avg. Week All Print Media (Persons & % Reach): Adults 45 - 59



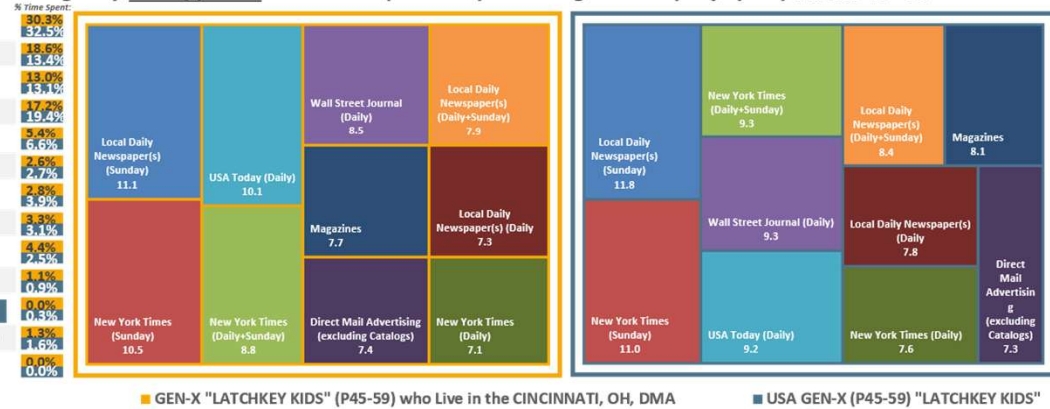
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



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USA Projection USA Qual Intab 6,049

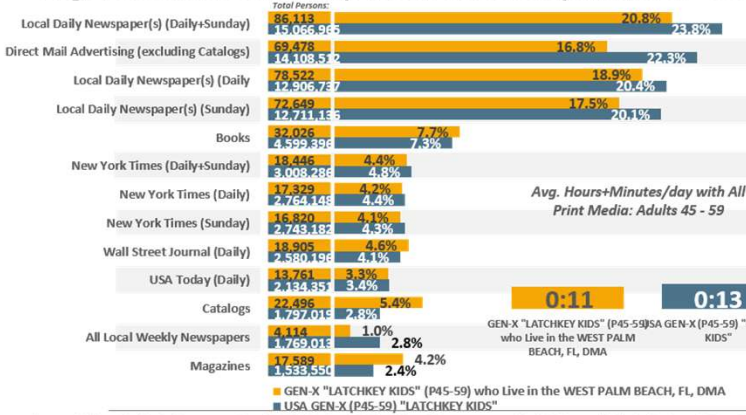
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



86,113 or 20.8% of Adults 45 - 59 GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 30.9% of all time spent daily with All forms of Pr

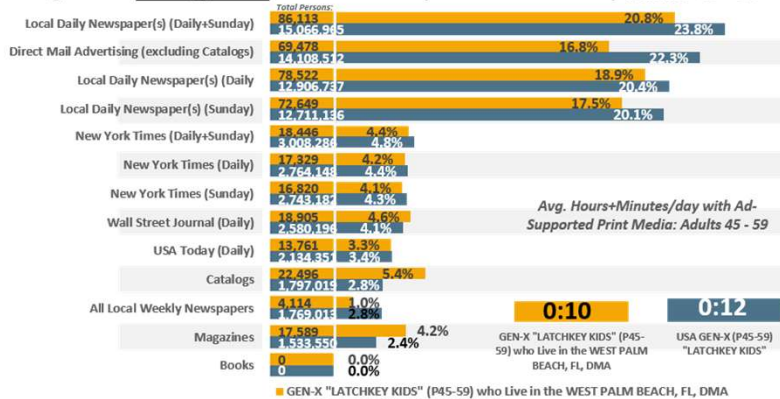
Avg. Week All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Hours+Minutes/day with All Print Media: Adults 45 - 59

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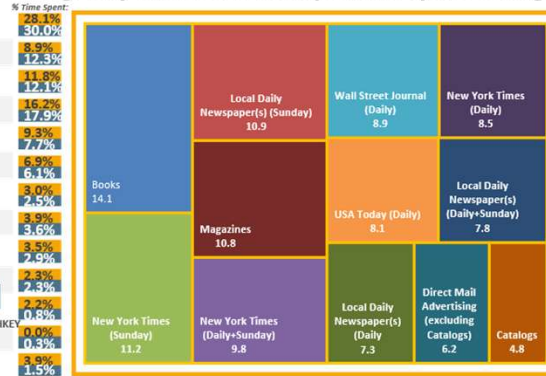
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 45 - 59



Avg. Hours+Minutes/day with Ad-Supported Print Media: Adults 45 - 59

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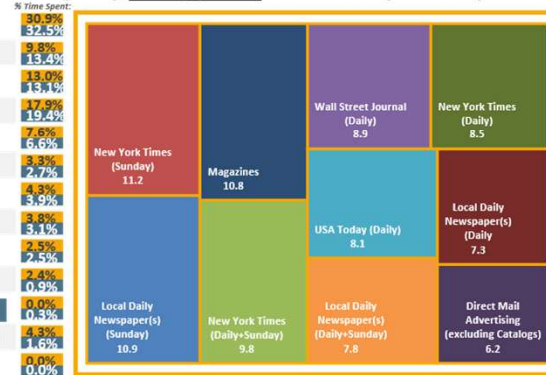
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 45 - 59



GEN-X "LATCHKEY KIDS" (P45-59) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-X (P45-59) "LATCHKEY KIDS"

USA GEN-X (P45-59) "LATCHKEY KIDS" USA Projection
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USA Projection USA Qual Intab 6,049

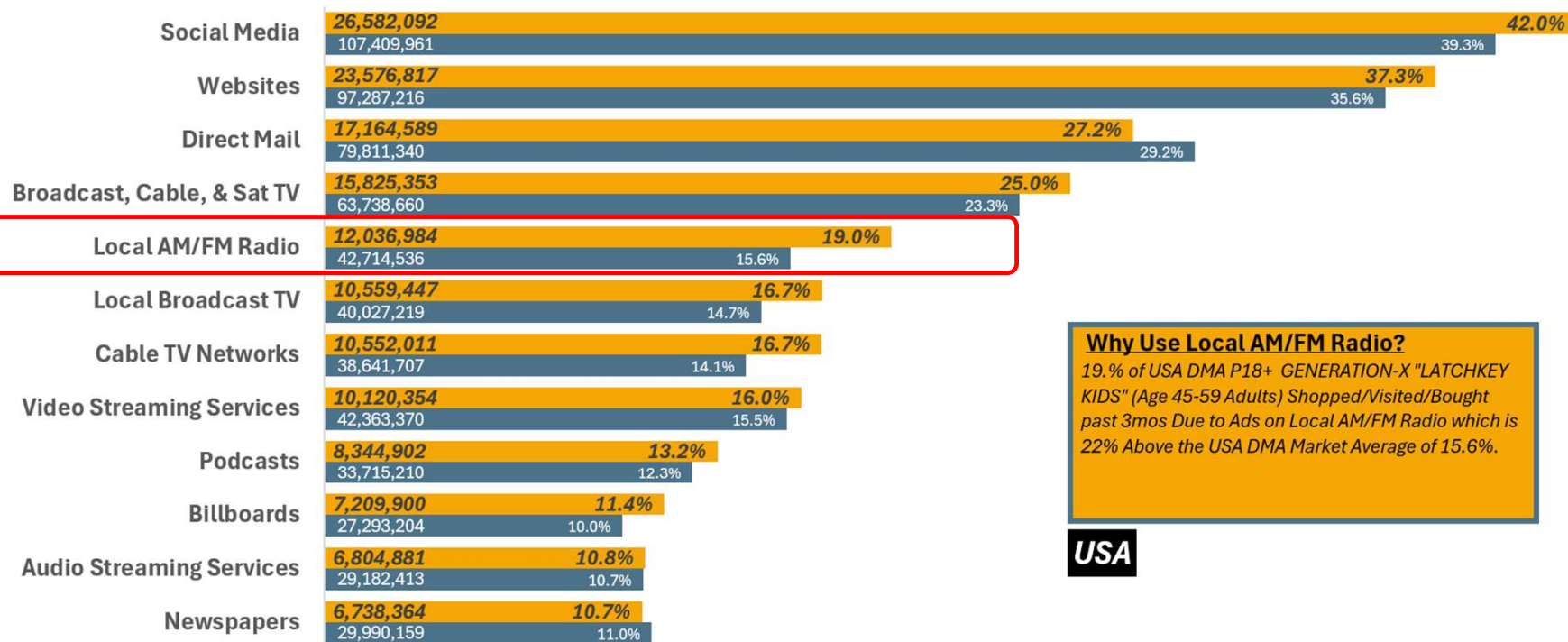
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19. % of USA DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 22% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 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: 6049

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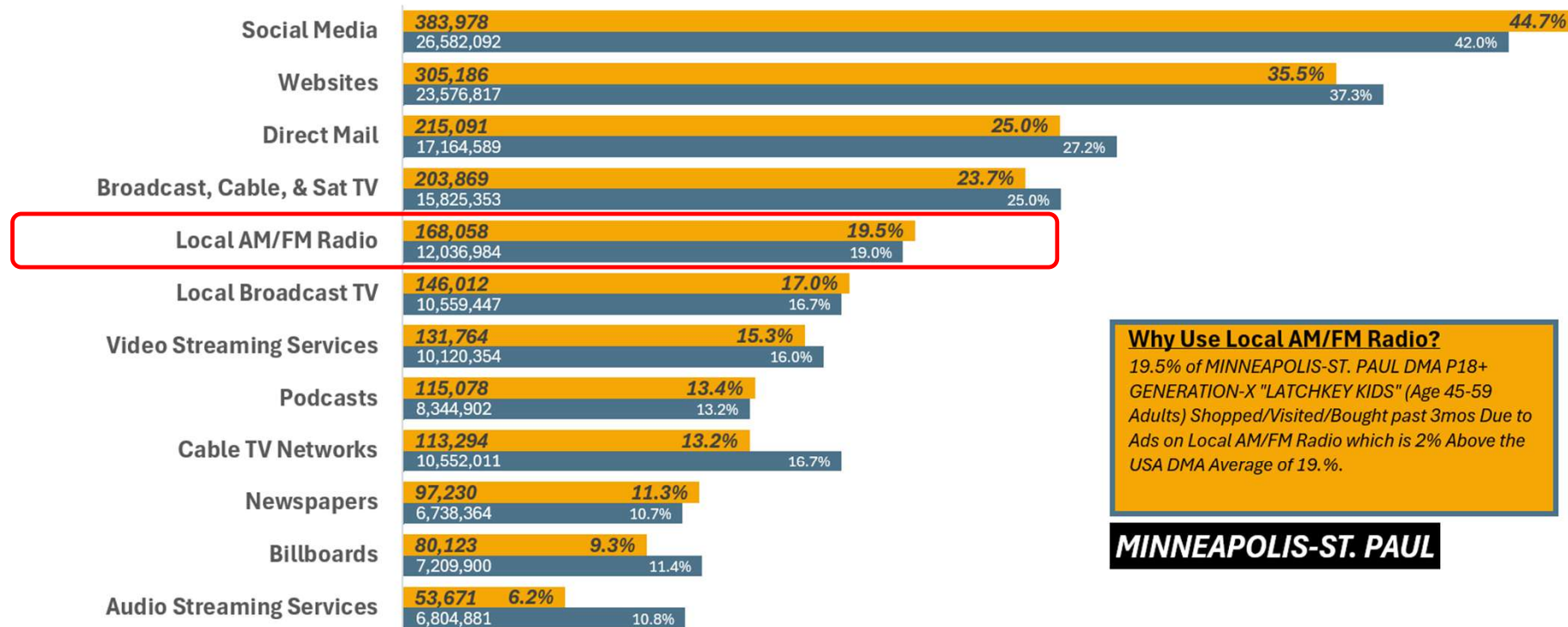
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ MINNEAPOLIS-ST. PAUL DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

19.5% of MINNEAPOLIS-ST. PAUL DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Average of 19. %.

MINNEAPOLIS-ST. PAUL

■ P18+ MINNEAPOLIS-ST. PAUL DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 426
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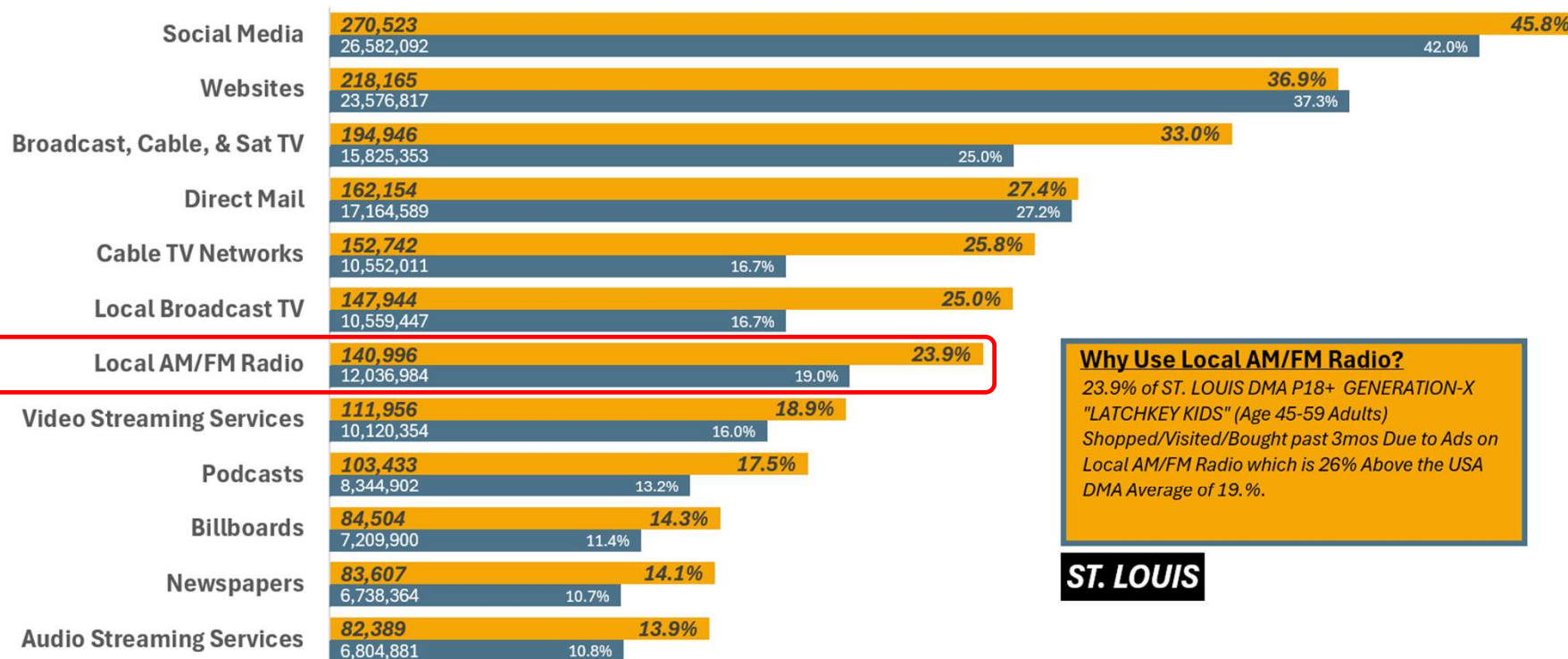
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ ST. LOUIS DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

23.9% of ST. LOUIS DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 26% Above the USA DMA Average of 19. %.

ST. LOUIS

■ P18+ ST. LOUIS DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 497
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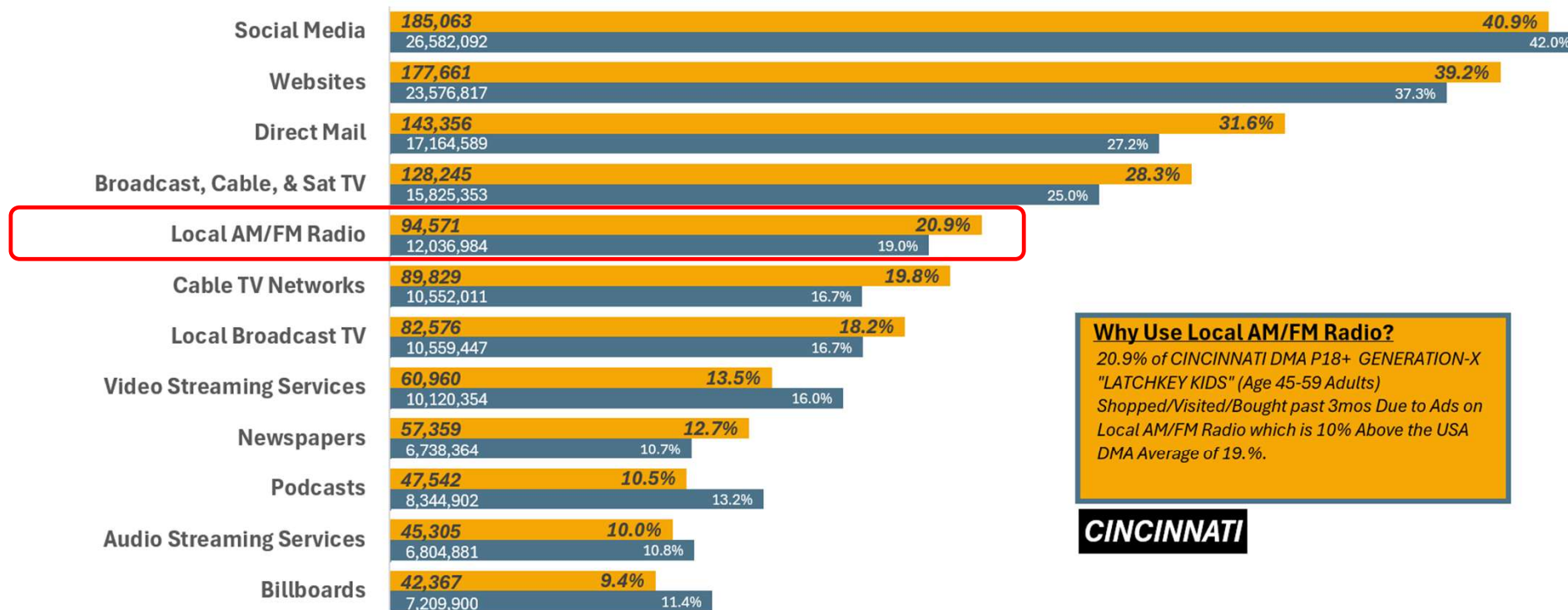
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ CINCINNATI DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

20.9% of CINCINNATI DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 10% Above the USA DMA Average of 19.0%.

CINCINNATI

■ P18+ CINCINNATI DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 486
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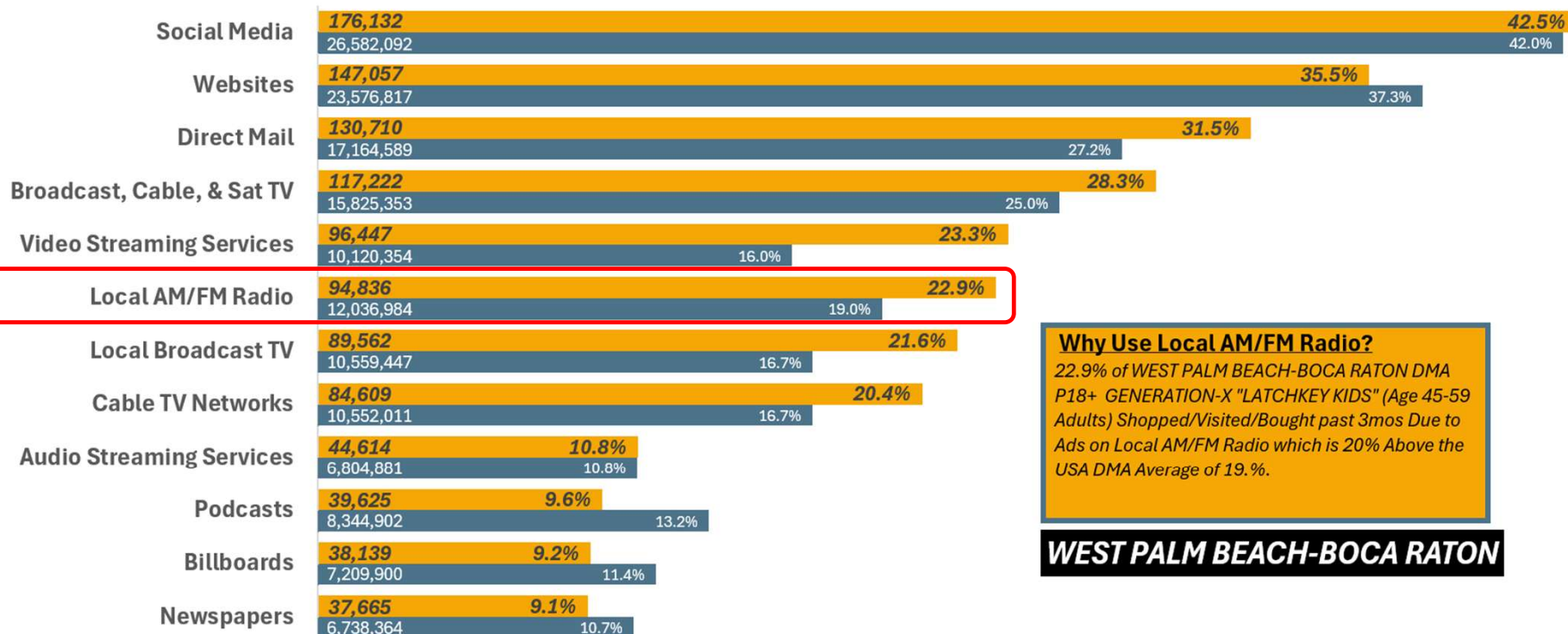
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

P18+ WEST PALM BEACH-BOCA RATON DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

22.9% of WEST PALM BEACH-BOCA RATON DMA P18+ GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 20% Above the USA DMA Average of 19.0%.

WEST PALM BEACH-BOCA RATON

■ P18+ WEST PALM BEACH-BOCA RATON DMA GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ P18+ USA AVERAGE: GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 562

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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)