

**USA - GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE vs. Same Cohort of GEN-Z (P18-29) in 4 DMAs!**

# Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, P18-29 GEN-Z (P18-29)** who are **Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE vs. Same Cohort in CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMAs as of March 31, 2026.**



**VS.**



**GEN-Z (P18-29 Not-Yet-Enrolled) Seeking UNDERGRADUATE Degree**



**GEN-Z (P18-29 Not-Yet-Enrolled) Seeking UNDERGRADUATE Degree**



**USA P18-29**



**CHI P18-29**



**WDC P18-29**



**SEA P18-29**



**PHX P18-29**

**P18-29**

**Hubbard**  
media that connects

**Vanguard BlackRock**

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

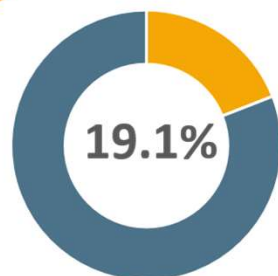
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. Typical GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 23.4 years old (.1% younger than average) and have a \$57,706 (30.7% lower than average) annual household income.



### Percent of Market: GEN-Z (P18-29)



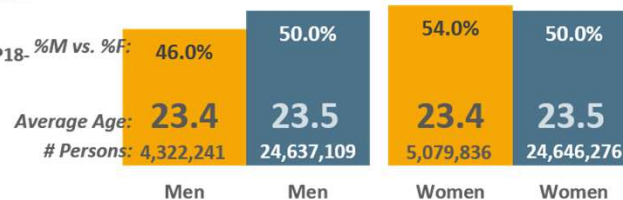
- who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE
- Remainder of USA GEN-Z(P18-29) DMAs

Total Persons:

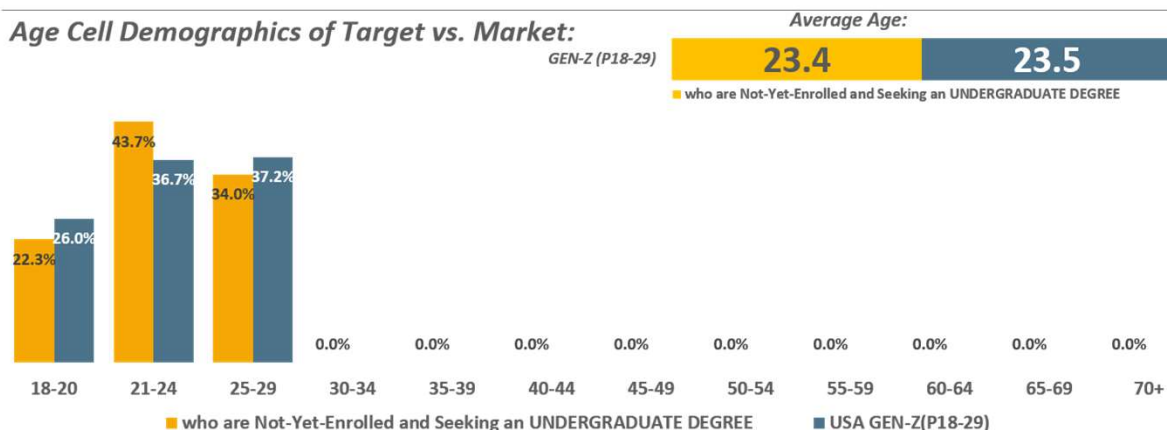
9,402,077 39,881,308



### Gender of Target vs. Market: GEN-Z (P18-29)



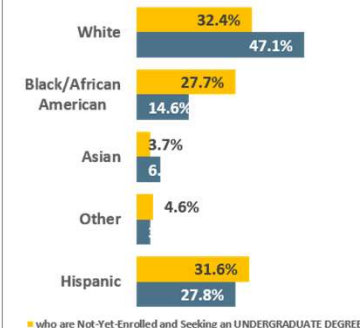
### Age Cell Demographics of Target vs. Market:



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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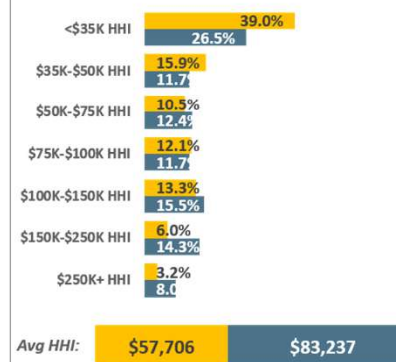
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

### Ethnicity of Target vs. Market:



USA GEN-Z(P18-29)

### HHI of Target vs. Market:



©

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

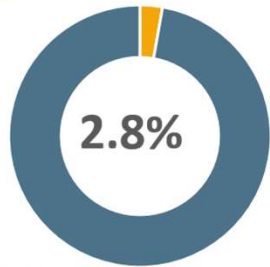




2.8% or 261,104 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CHI DMA. Typical GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA are 23.7 years old (1.1% older than average) and have a \$62,191 (9.6% lower than average) annual household...



### Percent of Market: GEN-Z (P18-29)



- Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA
- Remainder of USA DMA

Total Persons:

261,104 9,140,973

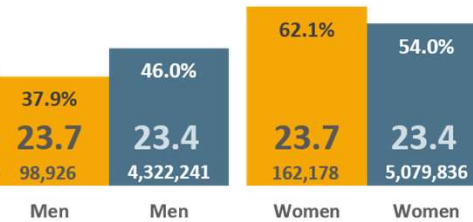


### Gender of Target vs. Market: GEN-Z (P18-29)

%M vs. %F:

Average Age:

# Persons:



### Age Cell Demographics of Target vs. Market:

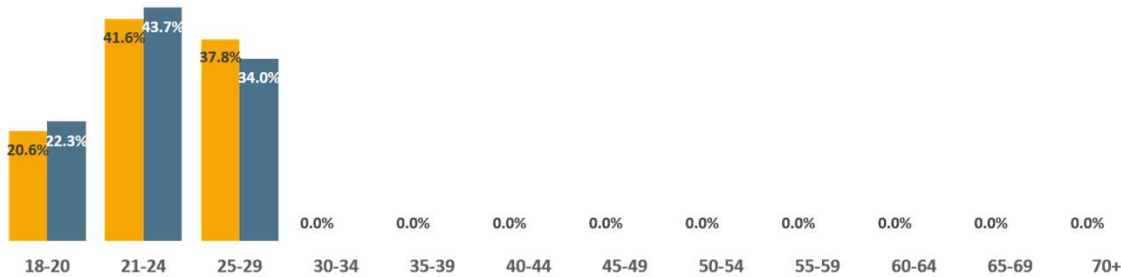
Average Age:

GEN-Z (P18-29)

23.7

23.4

Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA



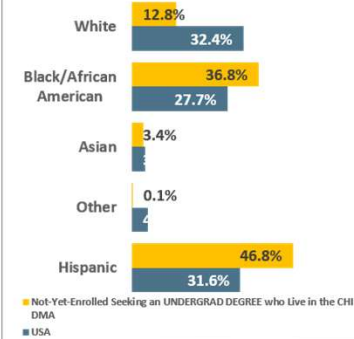
Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA

USA

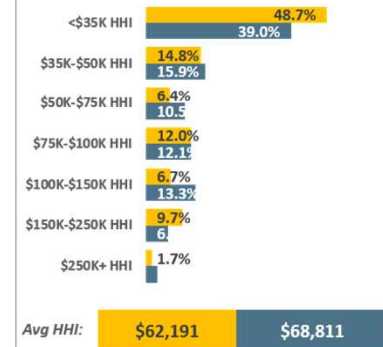
USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96

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### Ethnicity of Target vs. Market:



### HHI of Target vs. Market:



Avg HHI: \$62,191 \$68,811

6

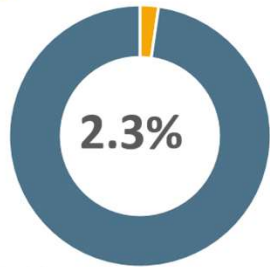
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2.3% or 215,873 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the WDC DMA. Typical GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA are 23.5 years old (.1% older than average) and have a \$74,281 (8.% higher than average) annual household...



### Percent of Market: GEN-Z (P18-29)



- Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA
- Remainder of USA DMA

Total Persons:

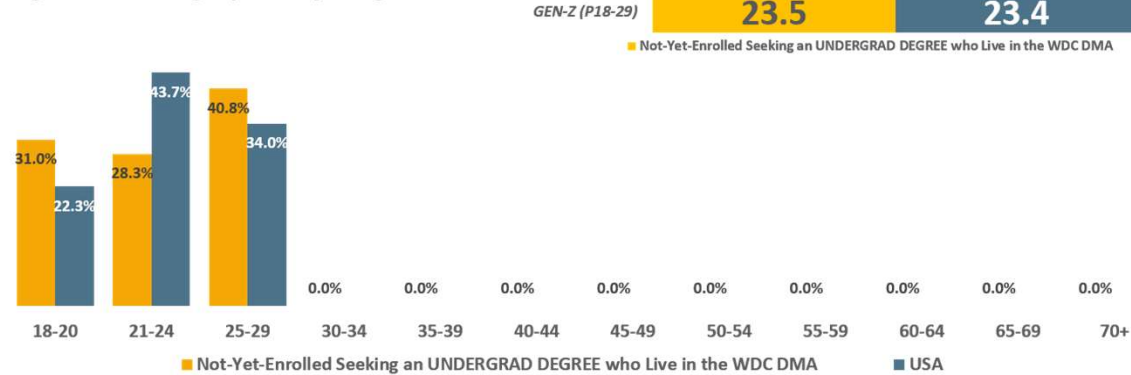
215,873 9,186,204



### Gender of Target vs. Market: GEN-Z (P18-29)

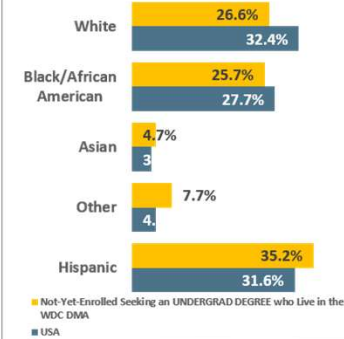
|              | Men     | Men       | Women  | Women     |
|--------------|---------|-----------|--------|-----------|
| %M vs. %F:   | 53.7%   | 46.0%     | 46.3%  | 54.0%     |
| Average Age: | 23.5    | 23.4      | 23.5   | 23.4      |
| # Persons:   | 115,965 | 4,322,241 | 99,908 | 5,079,836 |

### Age Cell Demographics of Target vs. Market:

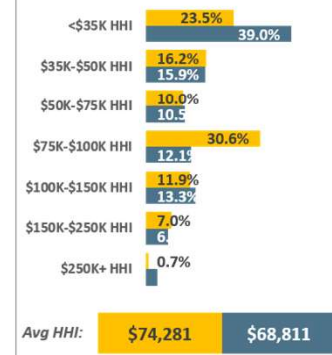


USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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### Ethnicity of Target vs. Market:



### HHI of Target vs. Market:



Avg HHI: \$74,281 \$68,811

6

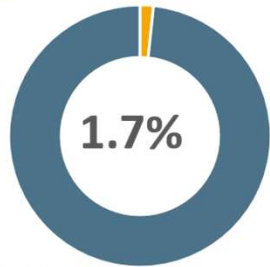
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1.7% or 156,329 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the SEA DMA. Typical GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA are 22.1 years old (5.5% younger than average) and have a \$83,926 (22.% higher than average) annual household...



## Percent of Market: GEN-Z (P18-29)



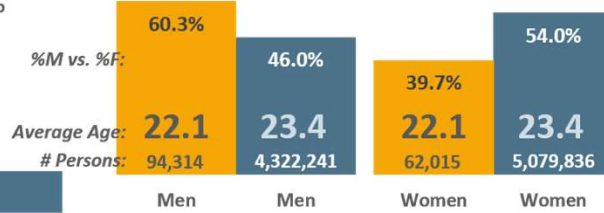
- Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA
- Remainder of USA DMA

Total Persons:

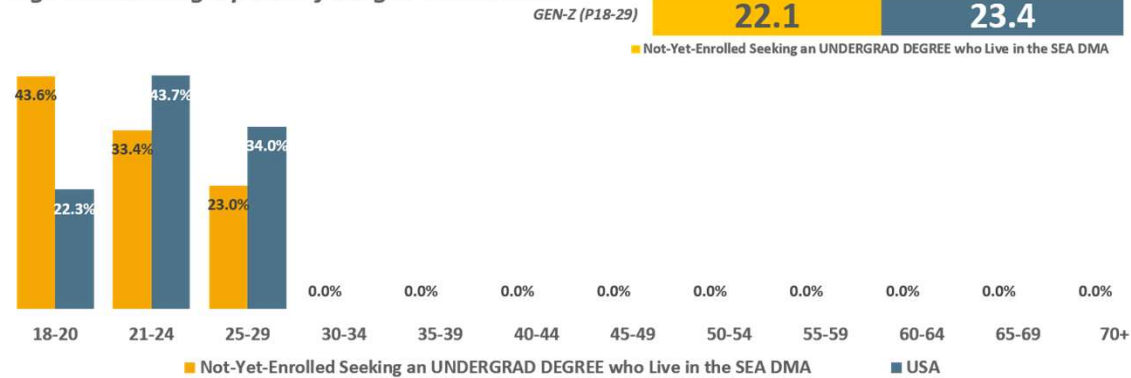
156,329 9,245,748



## Gender of Target vs. Market: GEN-Z (P18-29)

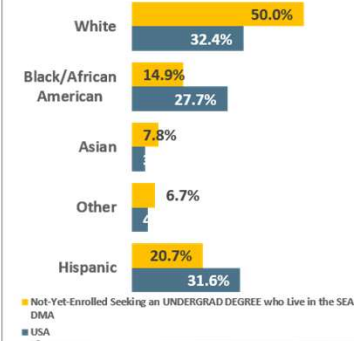


## Age Cell Demographics of Target vs. Market:

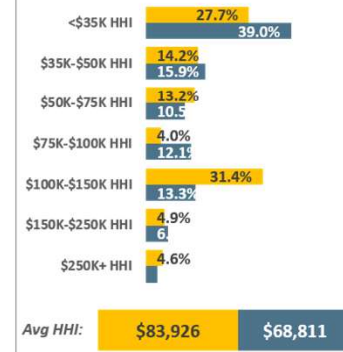


USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65  
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## Ethnicity of Target vs. Market:



## HHI of Target vs. Market:



6

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]

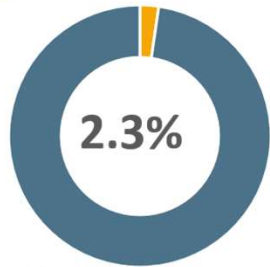




2.3% or 217,198 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the PHX DMA. Typical GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA are 23.4 years old (.% older than average) and have a \$74,035 (7.6% higher than average) annual household income.

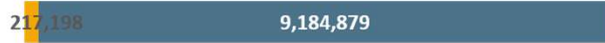


### Percent of Market: GEN-Z (P18-29)

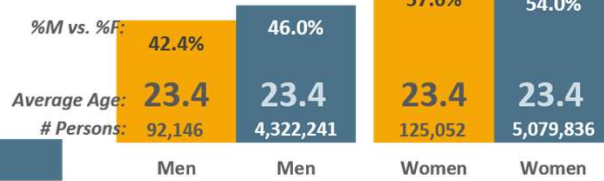


- Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA
- Remainder of USA DMA

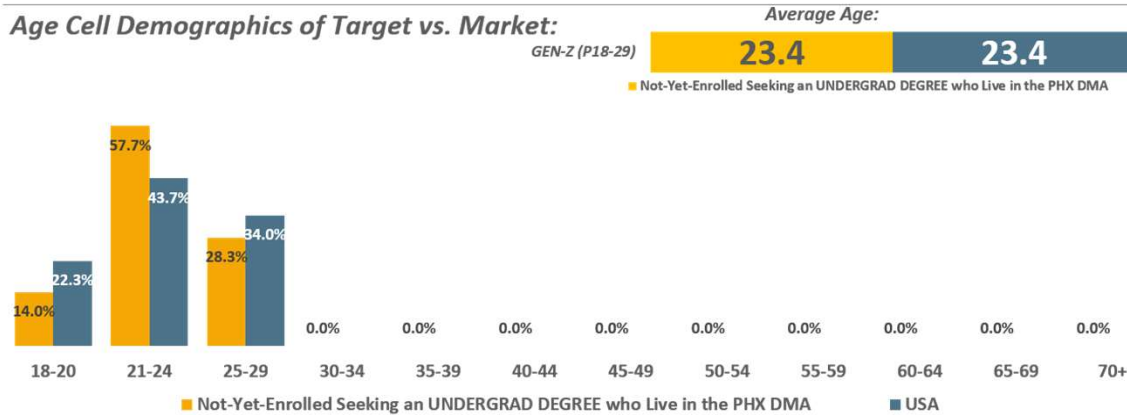
Total Persons:



### Gender of Target vs. Market: GEN-Z (P18-29)

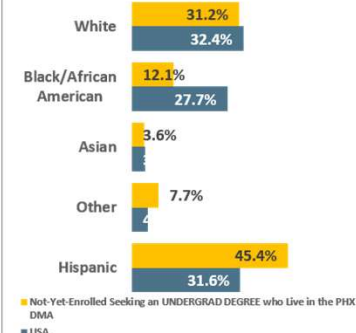


### Age Cell Demographics of Target vs. Market:

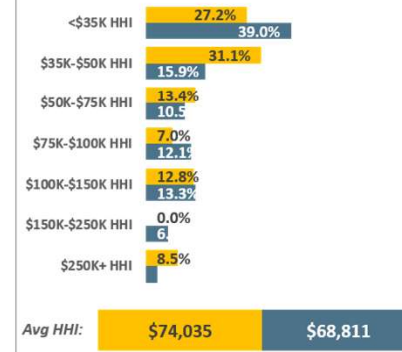


USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79  
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### Ethnicity of Target vs. Market:



### HHI of Target vs. Market:



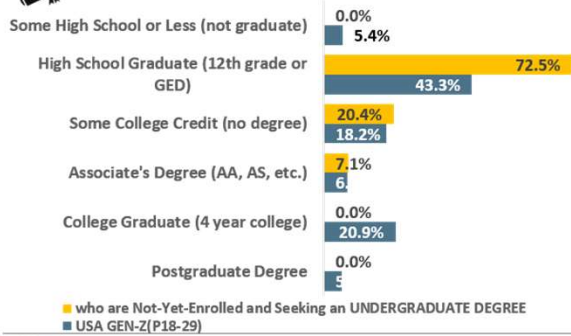
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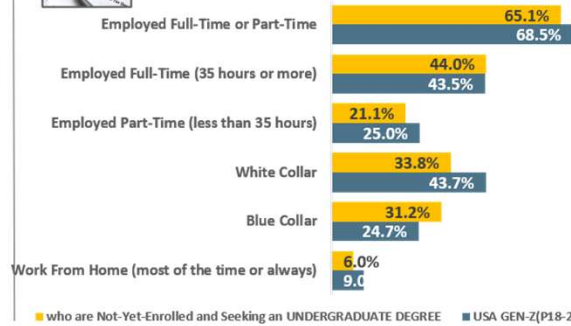
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 67.5% more likely to be a high school graduate, 1.1% more likely to work full-time, 41.6% less likely to be married, 43.3% more likely to be a parent of 1 or more children unde



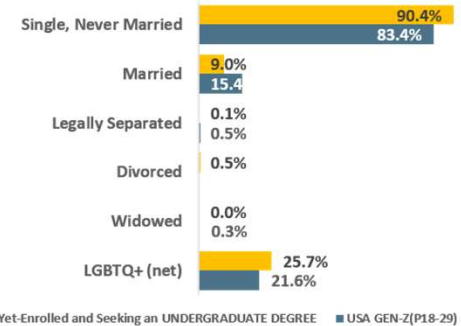
## Education Levels: GEN-Z (P18-29)



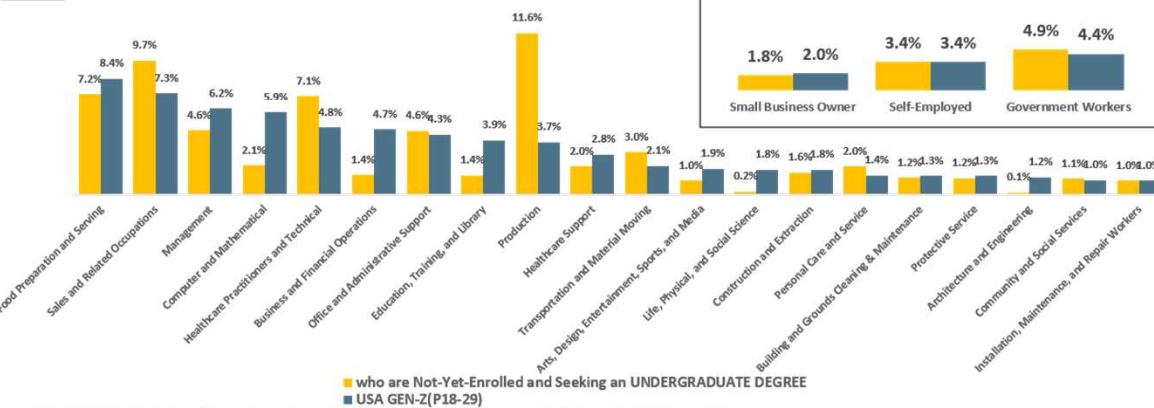
## Employment: GEN-Z (P18-29)



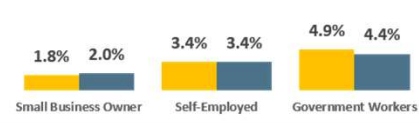
## Marital Status: GEN-Z (P18-29)



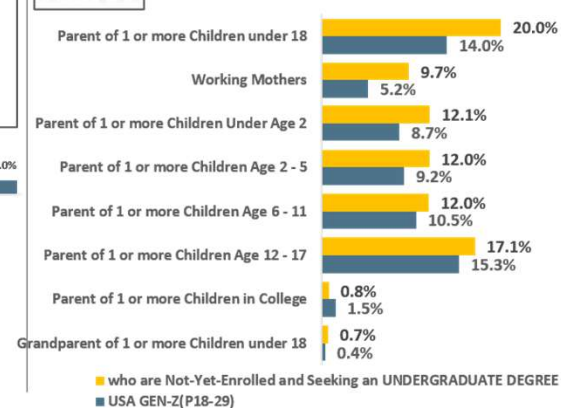
## Top-20 Occupations: GEN-Z (P18-29)



### Entrepreneurs/Government Workers



## Stage in Life: GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

©

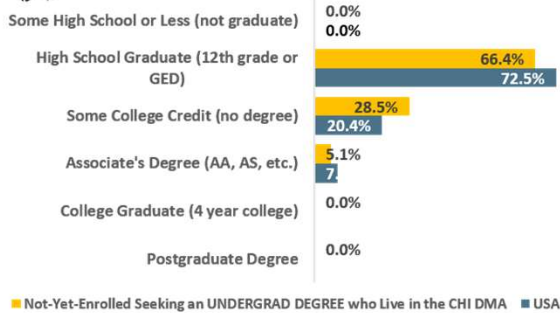
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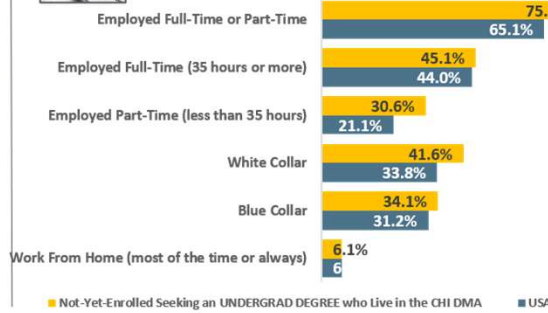
2.8% or 261,104 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the... GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA are 8.5% less likely to be a high school graduate, 2.6% more likely to work full-time, 30.% less likely to be married, 55.1% more likely to be a parent of 1 or more childr



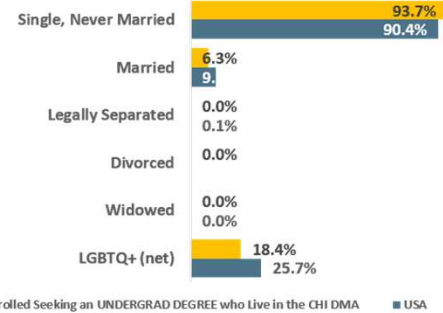
### Education Levels: GEN-Z (P18-29)



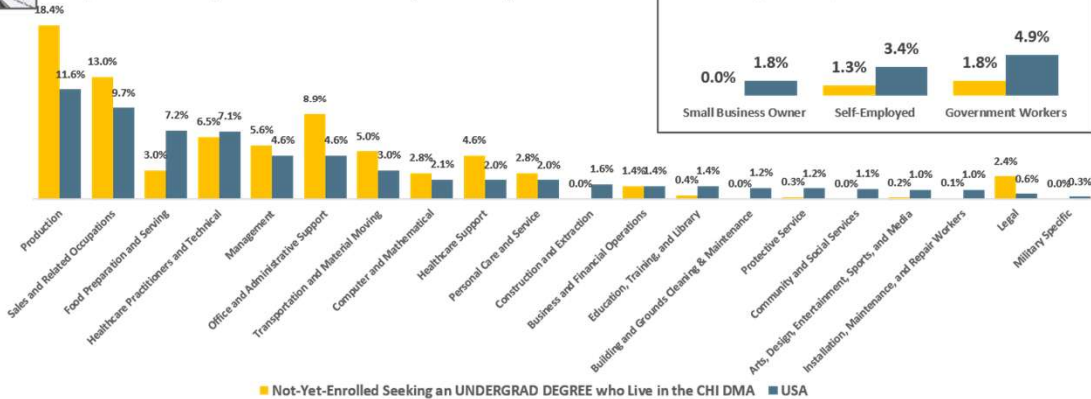
### Employment: GEN-Z (P18-29)



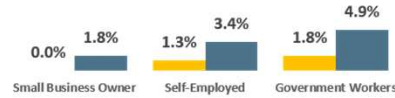
### Marital Status: GEN-Z (P18-29)



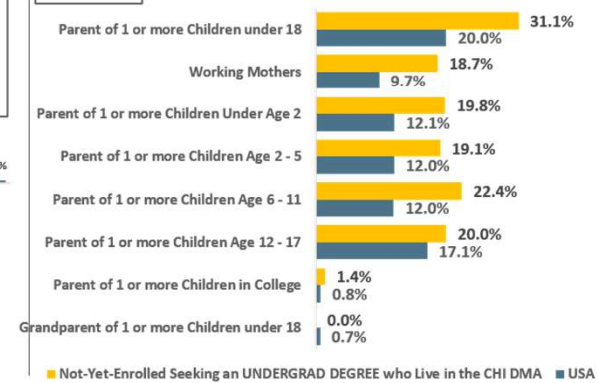
### Top-20 Occupations: GEN-Z (P18-29)



#### Entrepreneurs/Government Workers



### Stage in Life: GEN-Z (P18-29)

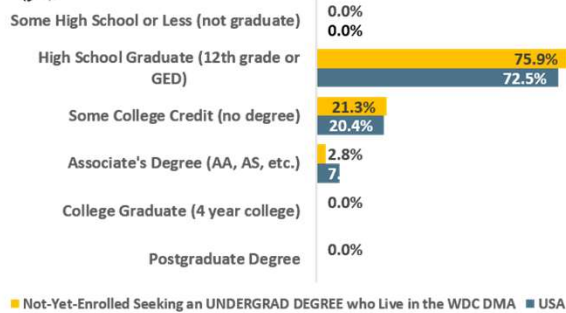




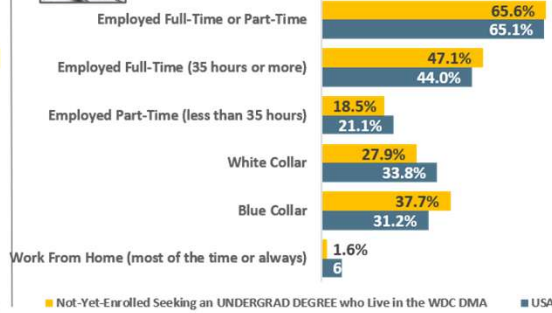
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GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA are 4.7%  
more likely to be a high school graduate, 7.1% more likely to work full-time, 33.1% less likely to be  
married, 32.9% less likely to be a parent of 1 or more child



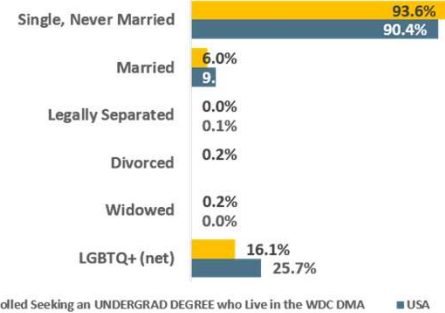
### Education Levels: GEN-Z (P18-29)



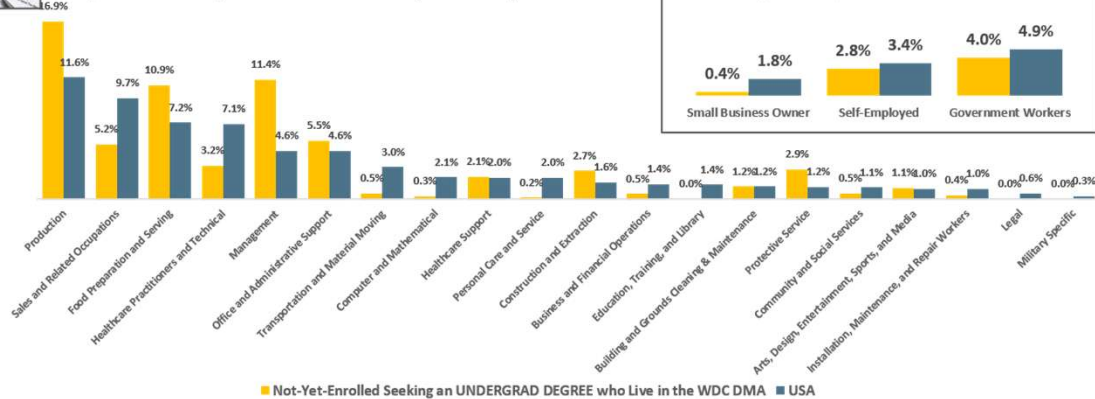
### Employment: GEN-Z (P18-29)



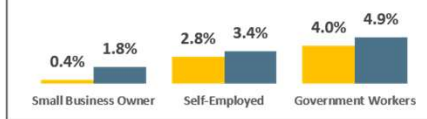
### Marital Status: GEN-Z (P18-29)



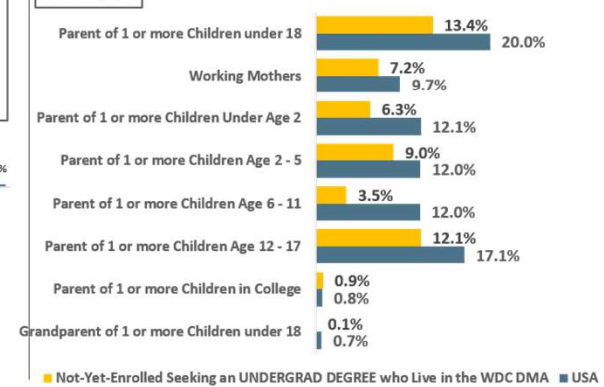
### Top-20 Occupations: GEN-Z (P18-29)



### Entrepreneurs/Government Workers



### Stage in Life: GEN-Z (P18-29)



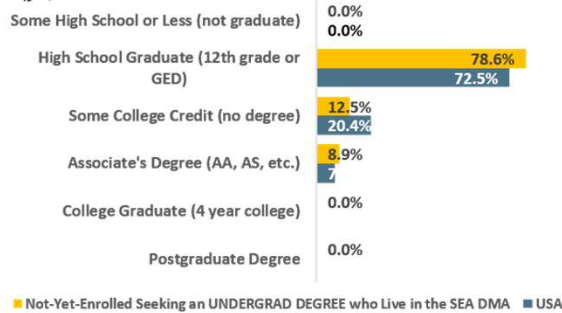




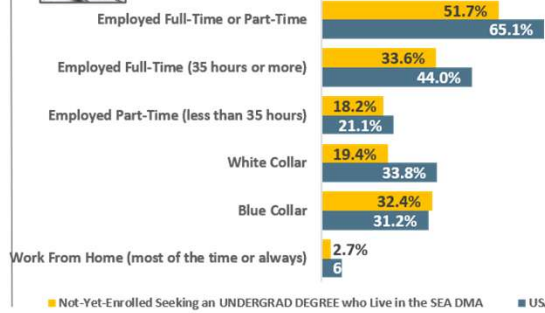
1.7% or 156,329 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
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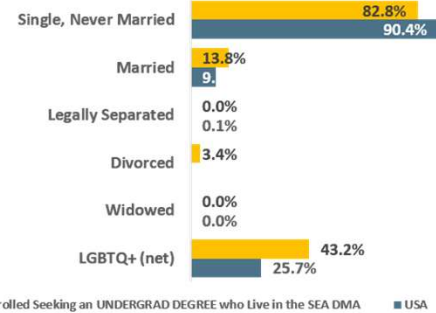
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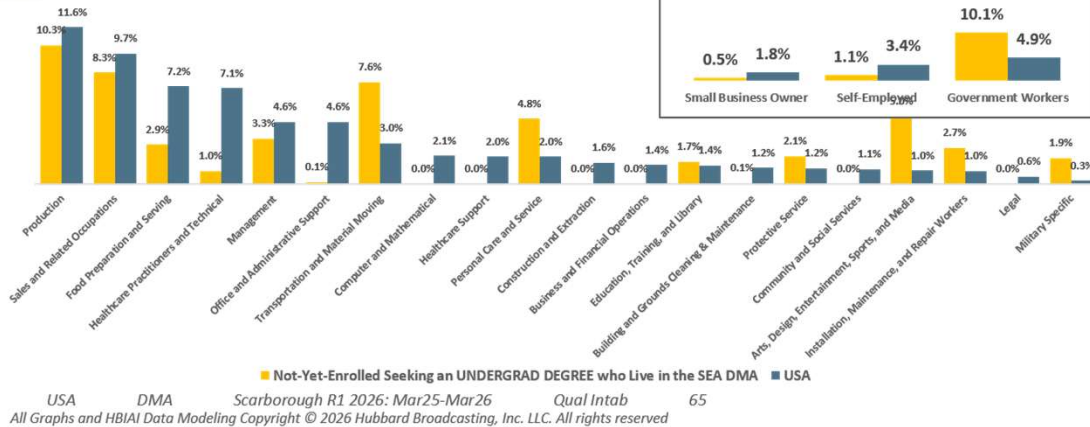
## Employment: GEN-Z (P18-29)



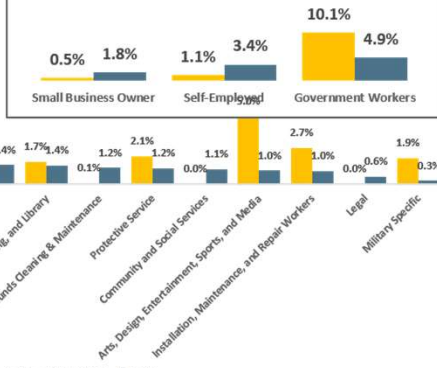
## Marital Status: GEN-Z (P18-29)



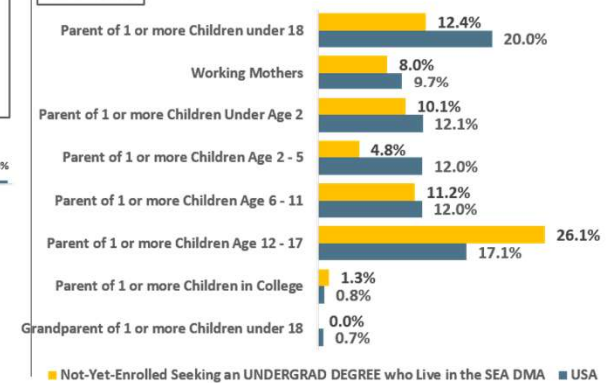
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## Entrepreneurs/Government Workers



## Stage in Life: GEN-Z (P18-29)



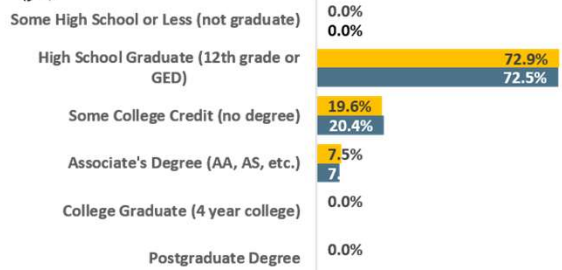
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2.3% or 217,198 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the... GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA are .5% more likely to be a high school graduate, 4.5% less likely to work full-time, 1.8% less likely to be married, 29.3% less likely to be a parent of 1 or more childre



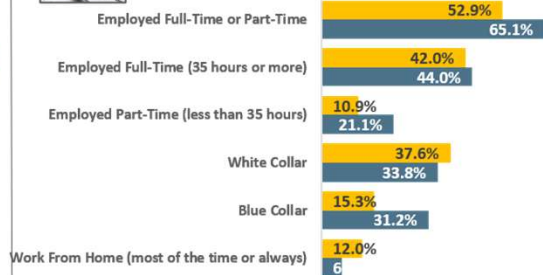
## Education Levels: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA



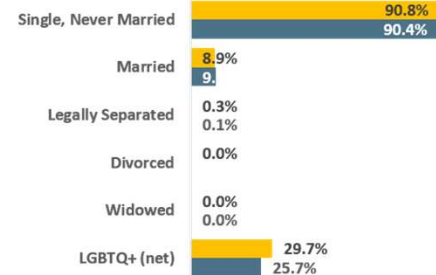
## Employment: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA



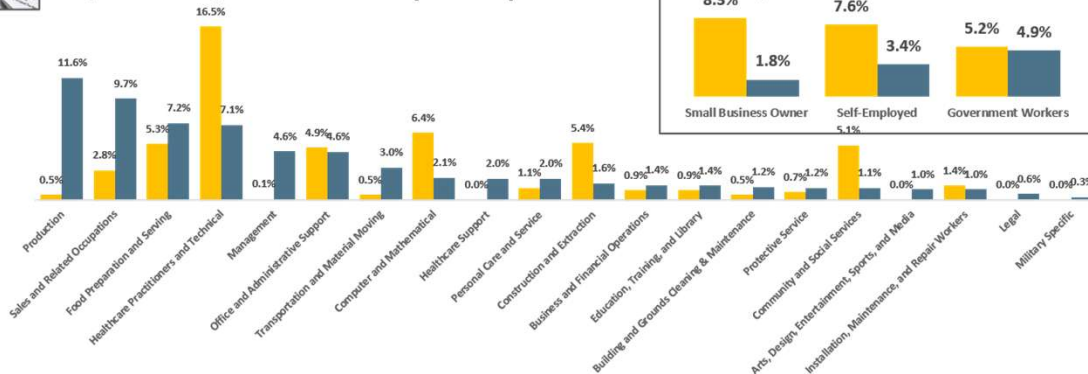
## Marital Status: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA



## Top-20 Occupations: GEN-Z (P18-29)

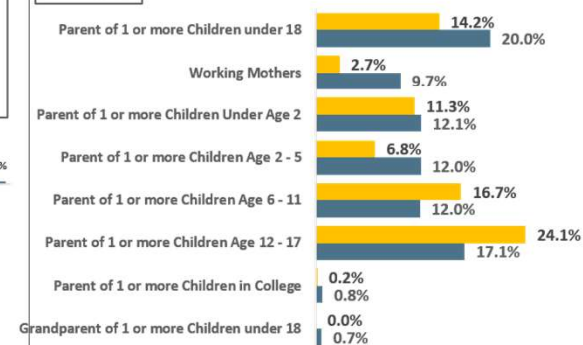


■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79  
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## Stage in Life: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA

©

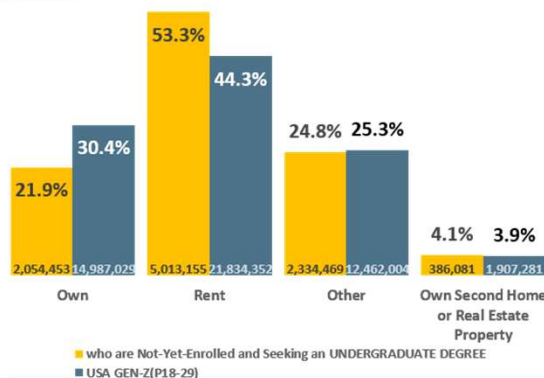
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



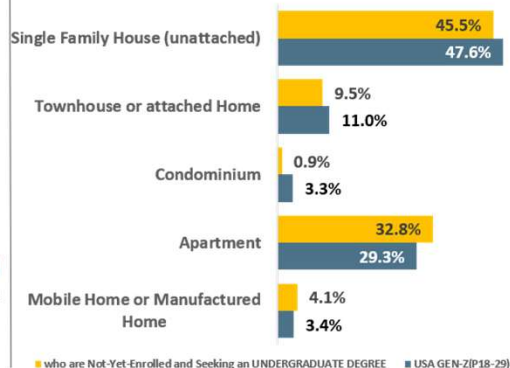
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 28.1% less likely to own their home, 4.% more likely to own a lower valued home, 4.4% less likely to have a single-family home, 17.4% more likely to have a dog.



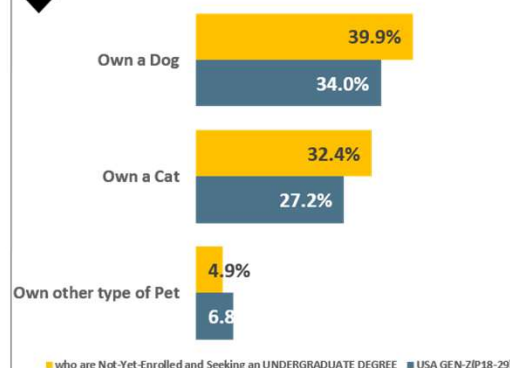
### Own/Rent/Other:GEN-Z (P18-29)



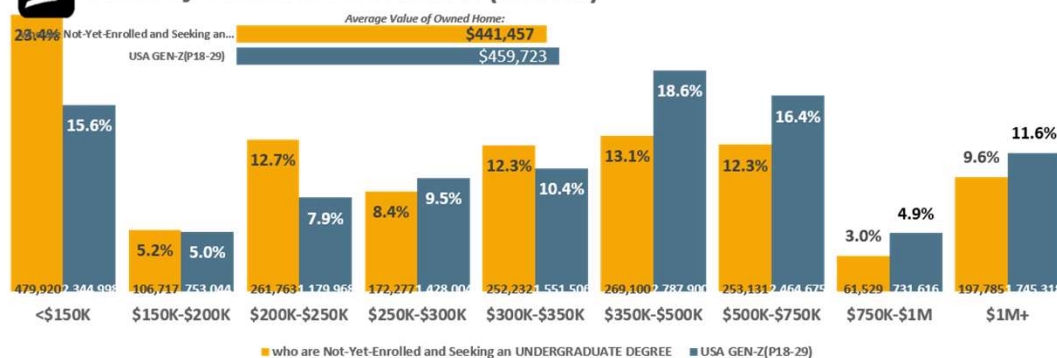
### Type of Home:GEN-Z (P18-29)



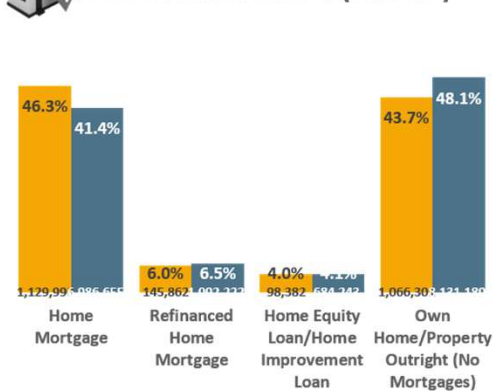
### Pets in Home:GEN-Z (P18-29)



### Value of Owned Home: GEN-Z (P18-29)



### Home Loans: GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection

USA GEN-Z(P18-29)

Qual Intab

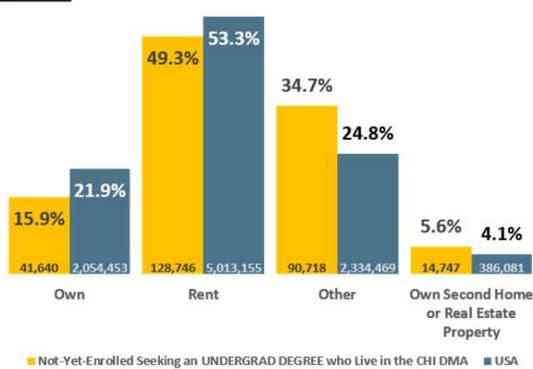
3,498

[[(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]

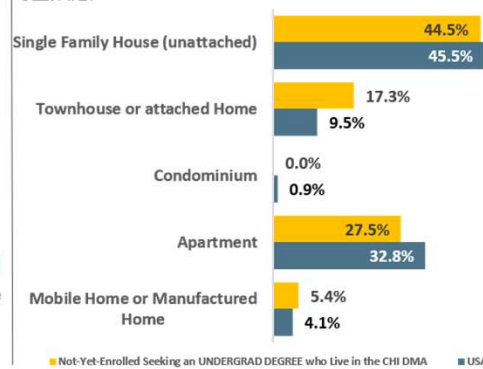


2.8% or 261,104 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CHI...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA are 27.% less likely to own their home, 53.2% more likely to own a lower valued home, 2.% less likely to have a single-family home, 27.3% less likely to have a dog.

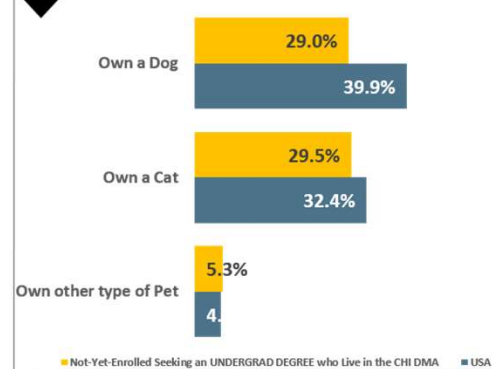
### Own/Rent/Other:GEN-Z (P18-29)



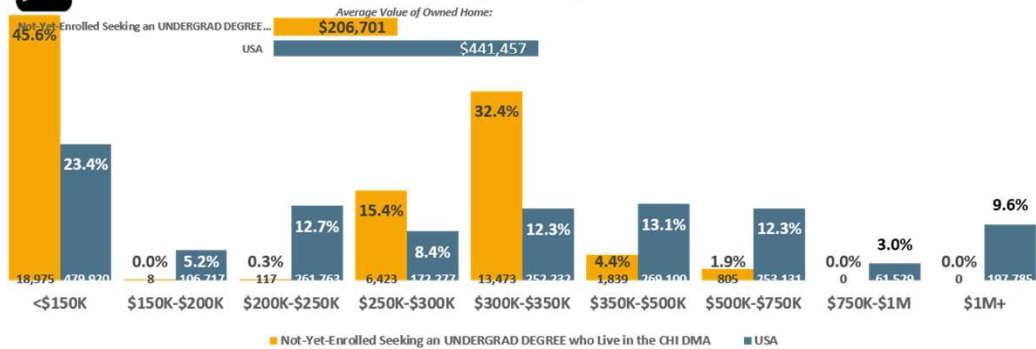
### Type of Home:GEN-Z (P18-29)



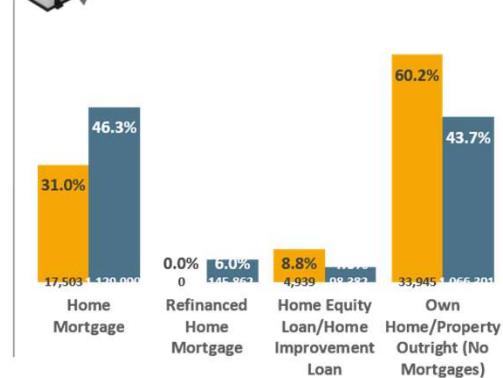
### Pets in Home:GEN-Z (P18-29)



### Value of Owned Home: GEN-Z (P18-29)



### Home Loans: GEN-Z (P18-29)

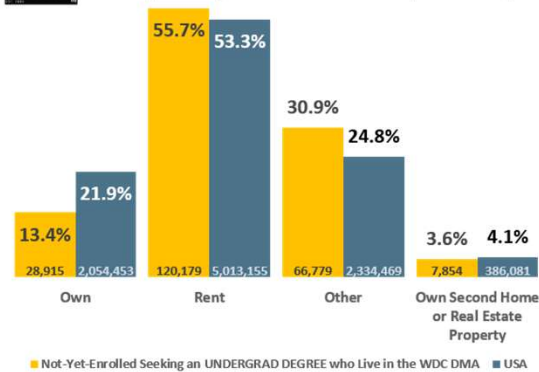




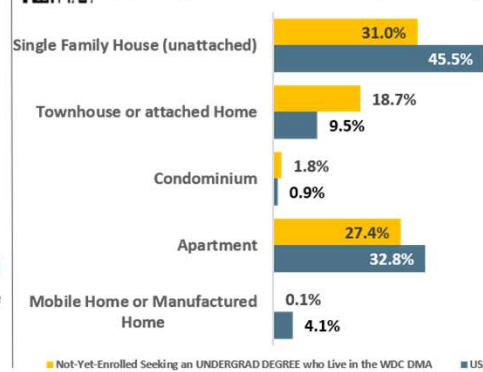


2.3% or 215,873 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA are 38.7%  
 less likely to own their home, 1.3% more likely to own a higher valued home, 31.7% less likely to have a  
 single-family home, 45.3% less likely to have a dog.

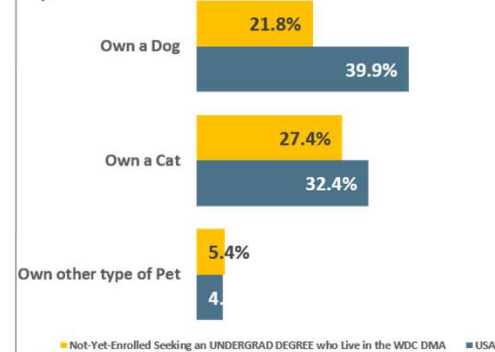
### Own/Rent/Other:GEN-Z (P18-29)



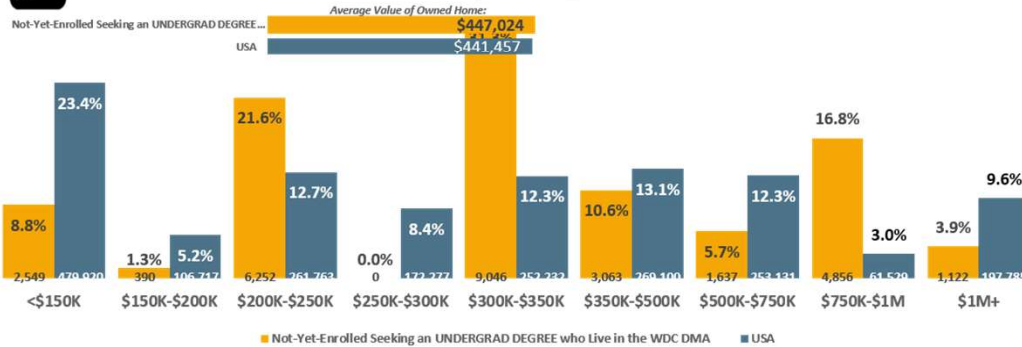
### Type of Home:GEN-Z (P18-29)



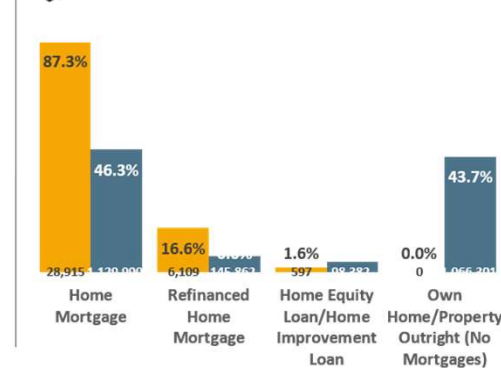
### Pets in Home:GEN-Z (P18-29)



### Value of Owned Home: GEN-Z (P18-29)



### Home Loans: GEN-Z (P18-29)

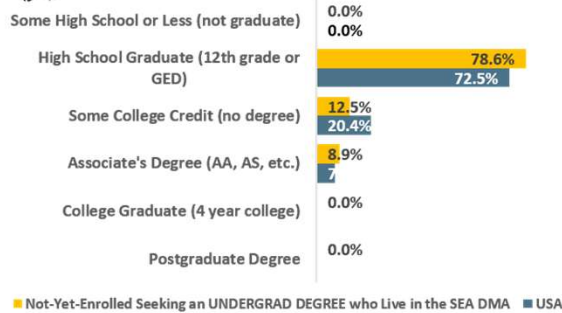




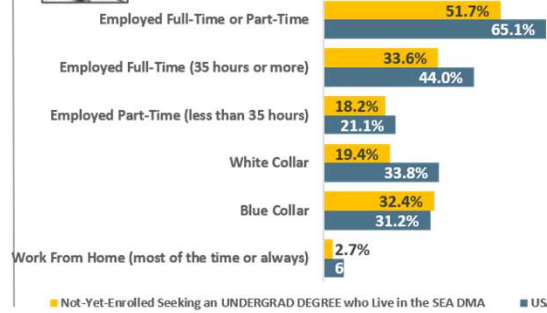
1.7% or 156,329 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA are 8.4% more likely to be a high school graduate, 23.7% less likely to work full-time, 53.7% more likely to be married, 37.9% less likely to be a parent of 1 or more chil



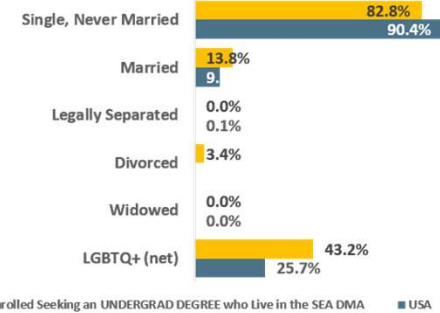
## Education Levels: GEN-Z (P18-29)



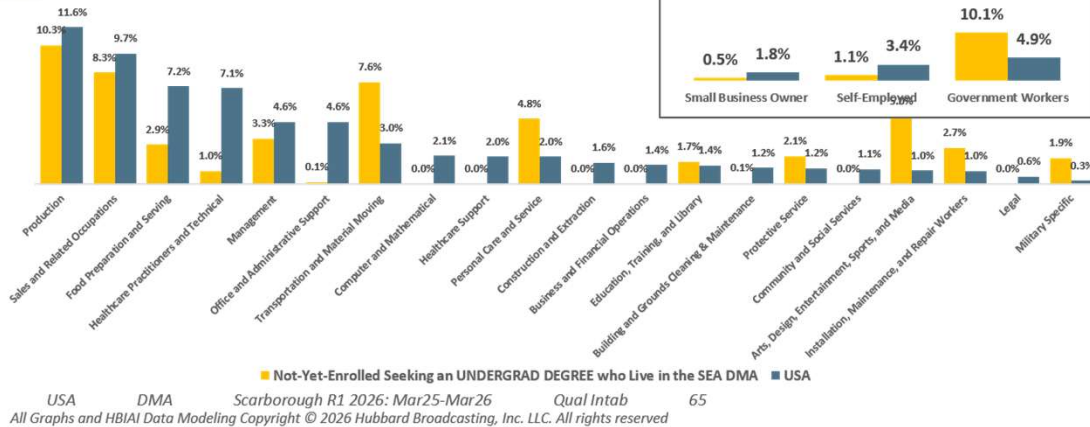
## Employment: GEN-Z (P18-29)



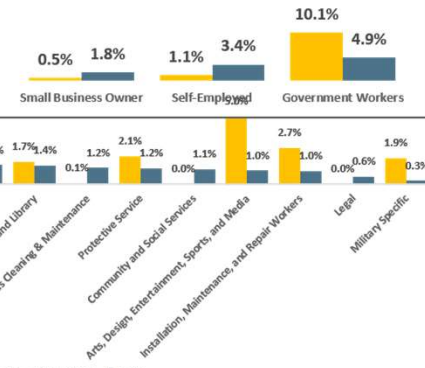
## Marital Status: GEN-Z (P18-29)



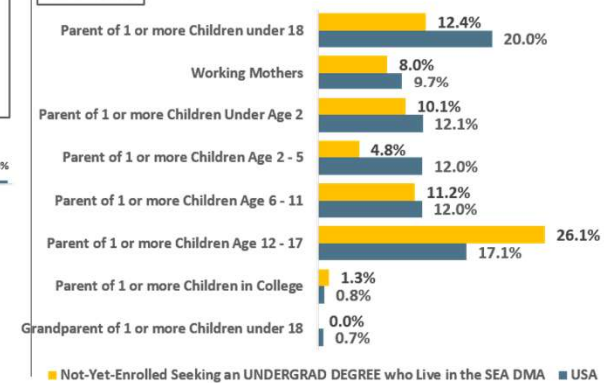
## Top-20 Occupations: GEN-Z (P18-29)



### Entrepreneurs/Government Workers



## Stage in Life: GEN-Z (P18-29)

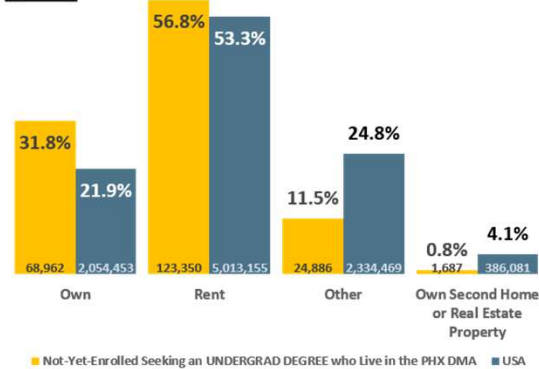


(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

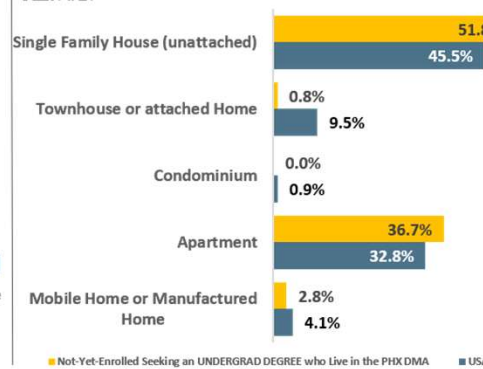


2.3% or 217,198 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA are 45.3%  
 more likely to own their home, 7.4% more likely to own a lower valued home, 14.% more likely to have a  
 single-family home, 71.5% more likely to have a dog.

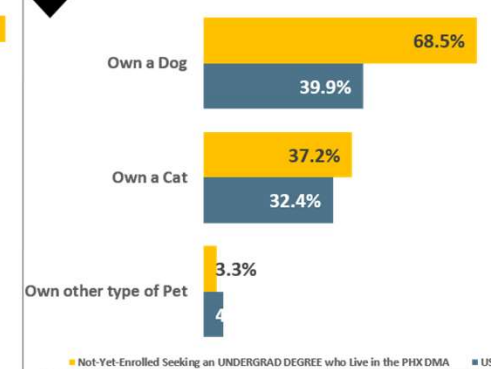
### Own/Rent/Other:GEN-Z (P18-29)



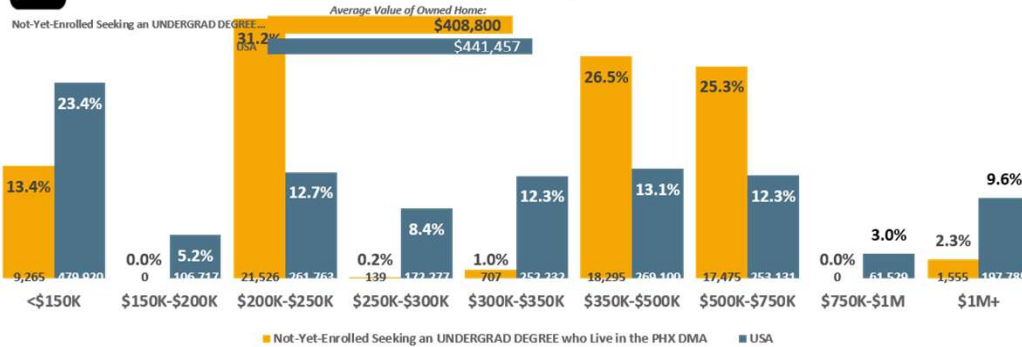
### Type of Home:GEN-Z (P18-29)



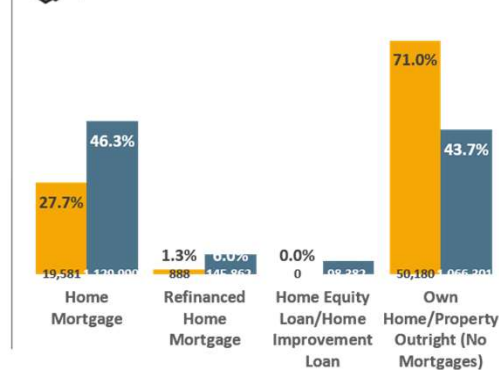
### Pets in Home:GEN-Z (P18-29)



### Value of Owned Home: GEN-Z (P18-29)



### Home Loans: GEN-Z (P18-29)

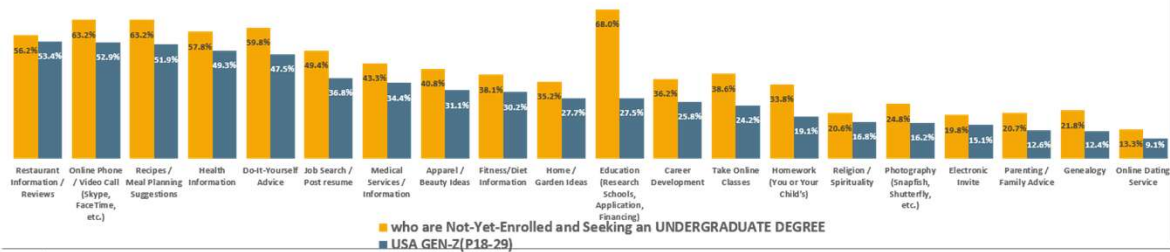




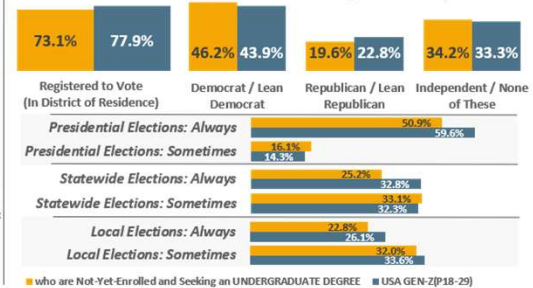
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 25.9% more likely to look up D-I-Y advice online, 12.8% less likely to always vote in local elections, 33.4% less likely to belong to a gym, 18.% less likely to fly domestic p



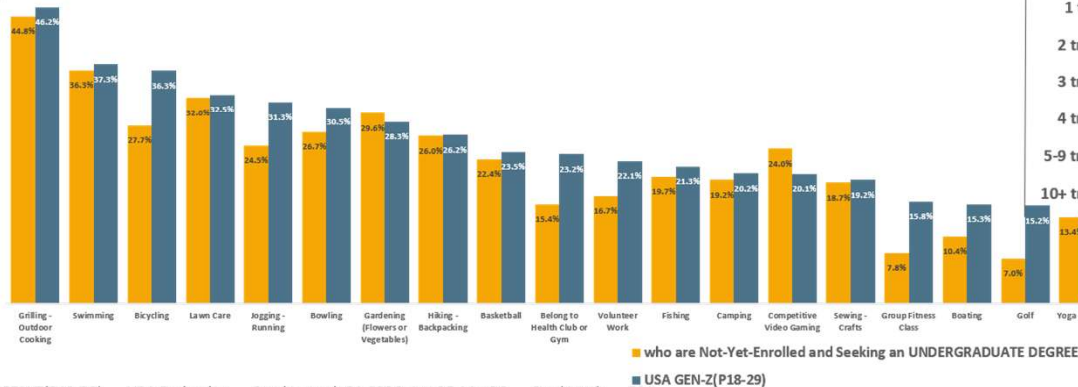
### Top-20 past 30-days Online Lifestyle Activites: GEN-Z (P18-29)



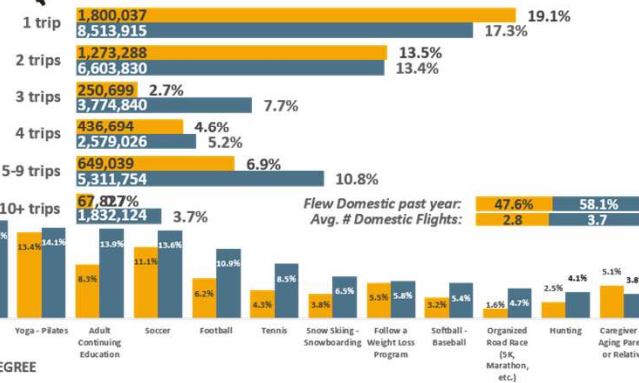
### Political Activity: GEN-Z (P18-29)



### Top-30 past 12-months Active Lifestyle Activites: GEN-Z (P18-29)



### Past 12-months Domestic Airline Trips: GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

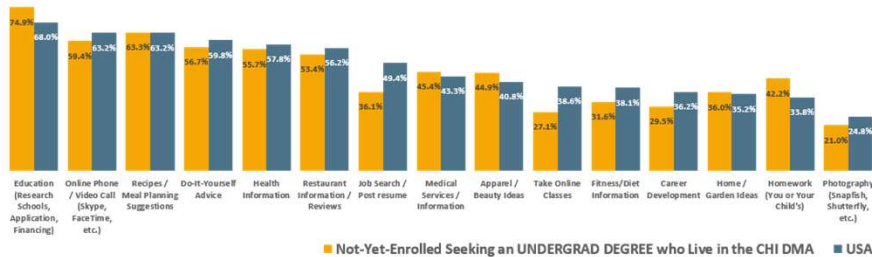




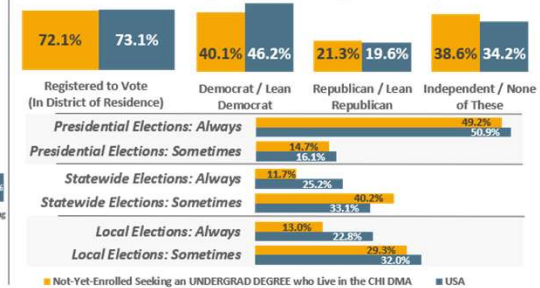
2.8% or 261,104 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA are 5.3% less  
 likely to look up D-I-Y advice online, 42.8% less likely to always vote in local elections, 43.8% more likely to  
 belong to a gym, 17.% more likely to fly dom



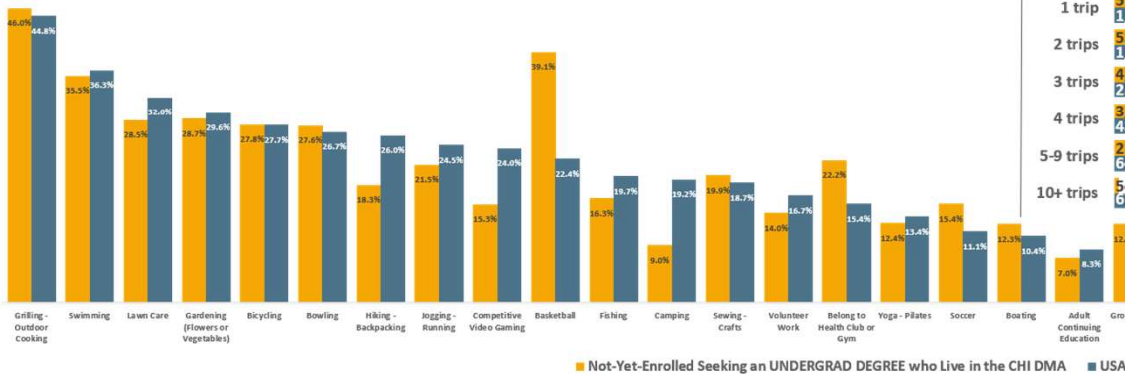
### Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



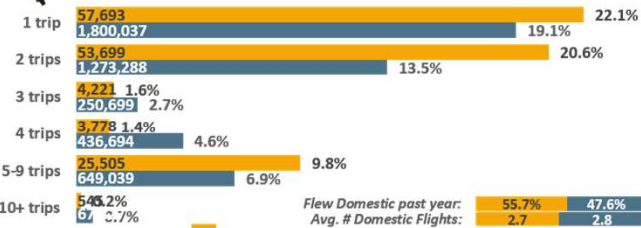
### Political Activity: GEN-Z (P18-29)



### Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



### Past 12-months Domestic Airline Trips: GEN-Z (P18-29)

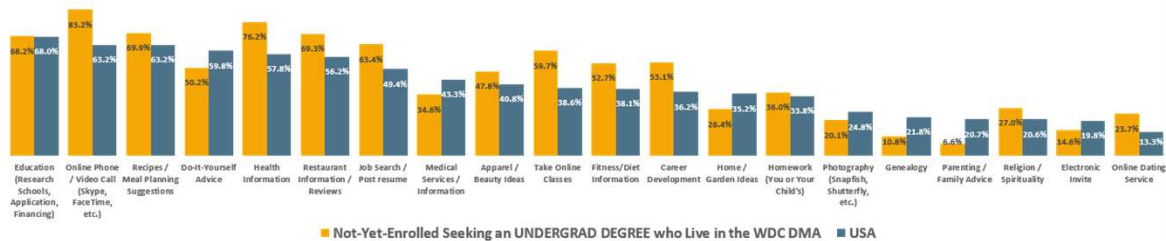




2.3% or 215,873 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA are 16.1%  
less likely to look up D-I-Y advice online, 47.6% more likely to always vote in local elections, 29.9% less  
likely to belong to a gym, 15.4% less likely to fly d

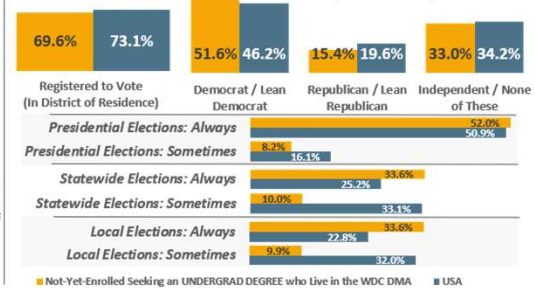


### Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA ■ USA

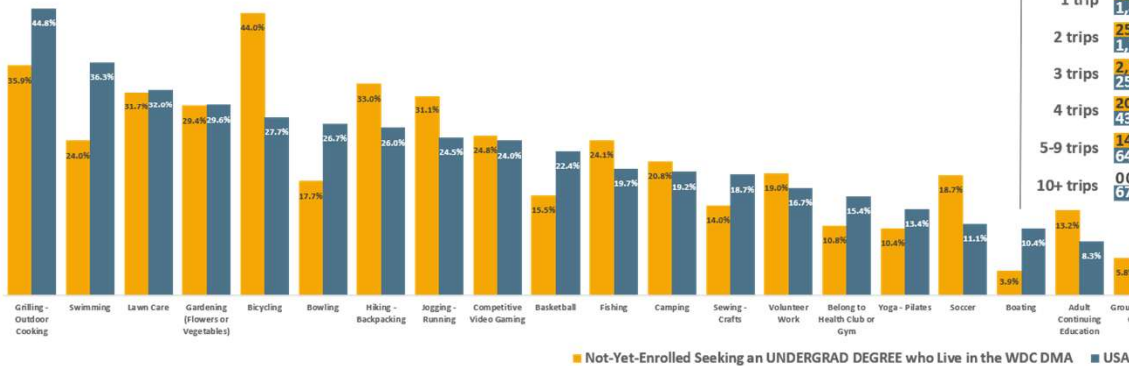
### Political Activity: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA ■ USA



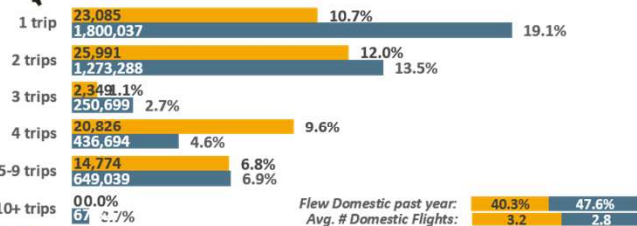
### Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA ■ USA



### Past 12-months Domestic Airline Trips: GEN-Z (P18-29)



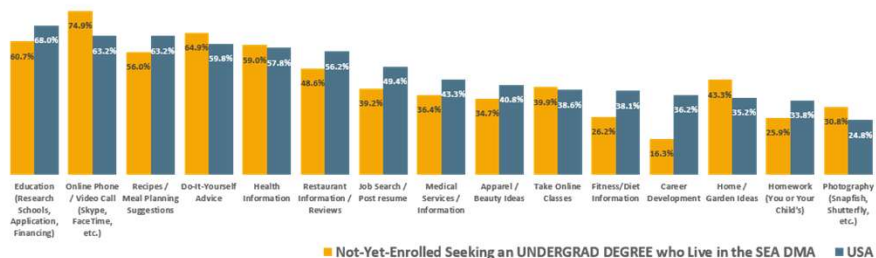
Flew Domestic past year: 40.3% vs 47.6%  
Avg. # Domestic Flights: 3.2 vs 2.8



1.7% or 156,329 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA are 8.4%  
 more likely to look up D-I-Y advice online, 100.3% more likely to always vote in local elections, 20.4% more  
 likely to belong to a gym, 19.1% more likely to fly d

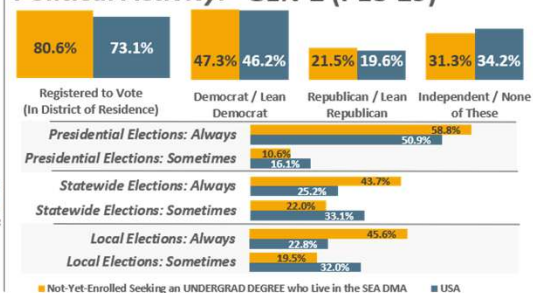


### Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA ■ USA

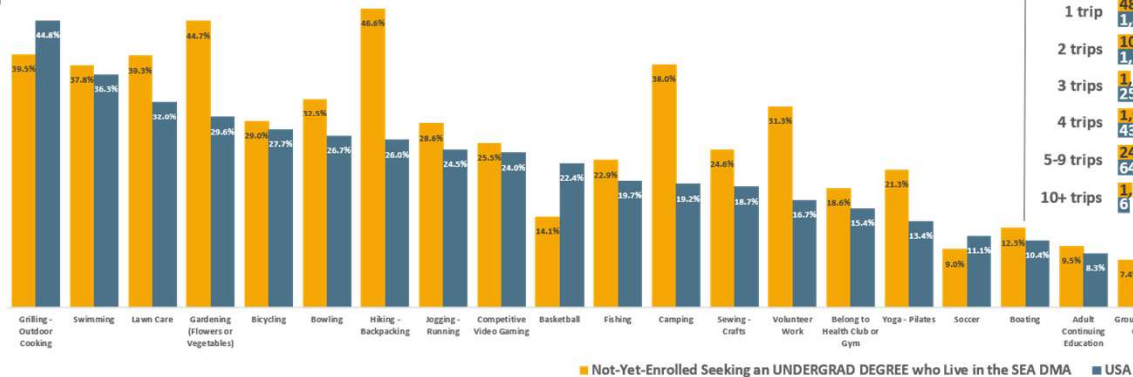
### Political Activity: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA ■ USA



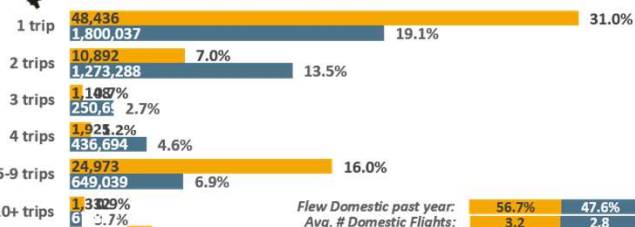
### Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA ■ USA



### Past 12-months Domestic Airline Trips: GEN-Z (P18-29)



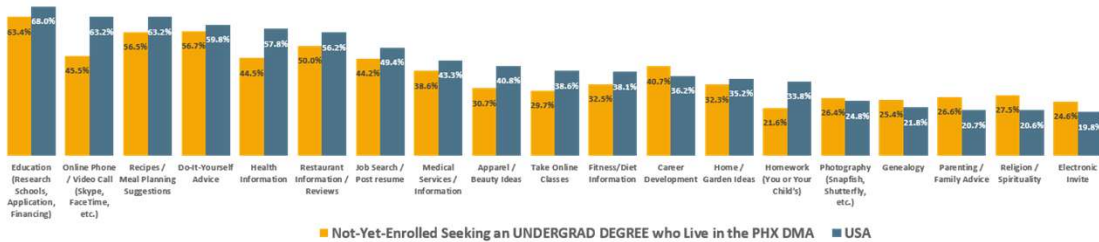
Flew Domestic past year: 56.7% (SEA DMA) vs 47.6% (USA)  
 Avg. # Domestic Flights: 3.2 (SEA DMA) vs 2.8 (USA)



2.3% or 217,198 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA are 5.2% less  
 likely to look up D-I-Y advice online, 31.1% less likely to always vote in local elections, 76.4% less likely to  
 belong to a gym, 5.1% less likely to fly dom

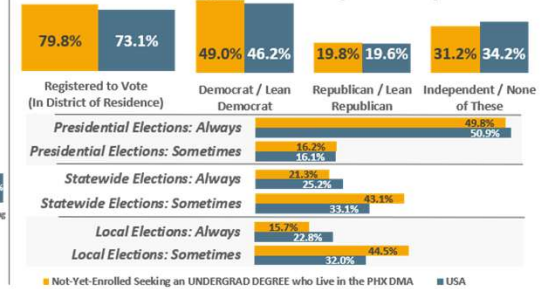


### Top-20 past 30-days Online Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA

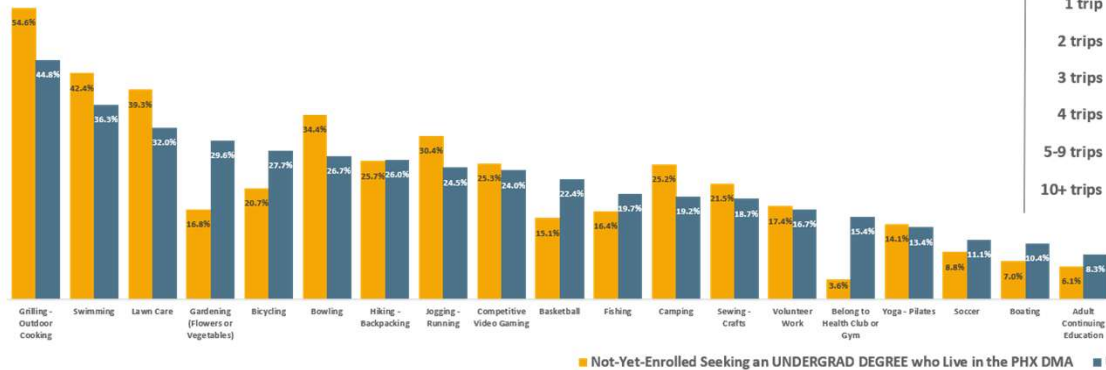
### Political Activity: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA



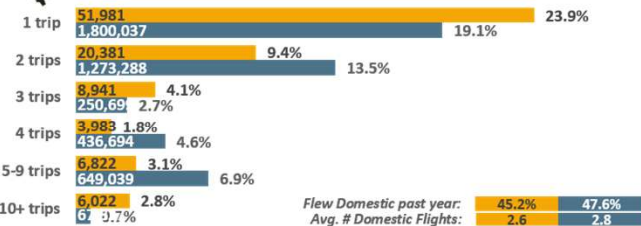
### Top-30 past 12-months Active Lifestyle Activities: GEN-Z (P18-29)



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA



### Past 12-months Domestic Airline Trips: GEN-Z (P18-29)



Flew Domestic past year: 45.2%  
 Avg. # Domestic Flights: 2.6

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79

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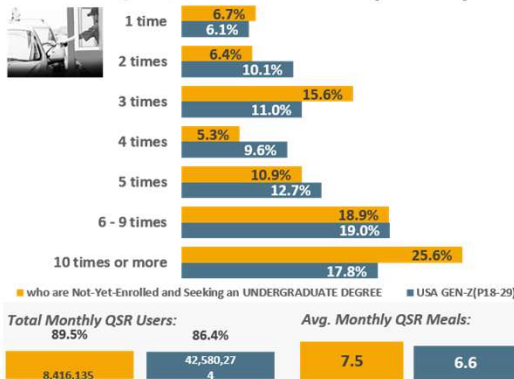
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing)))) AND Currently enrolled/attending classes at a college/university: No))



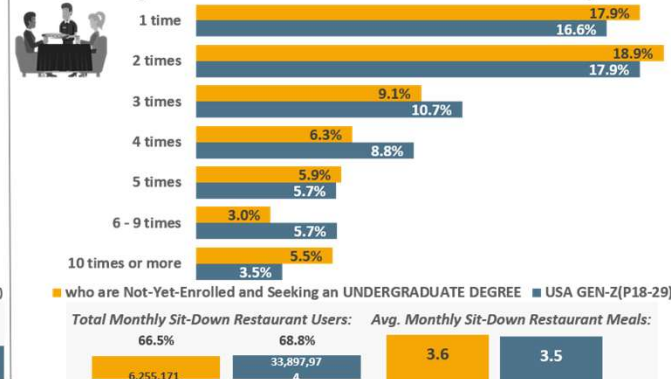


19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 3.6% more likely to use QSRs past mo., 3.3% less likely to use Sit-Down Restaurants past mo., 6.8% more likely to use Casinos past yr., 16.8% less likely to smoke cigarettes.

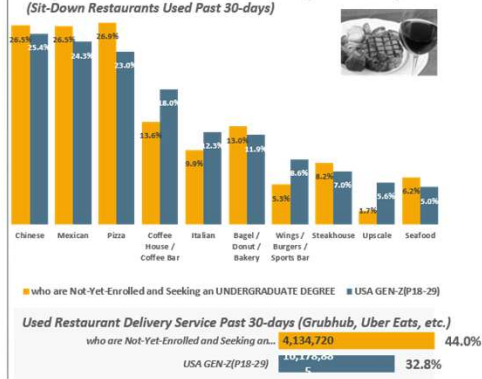
### Past 30-days QSR Users: GEN-Z (P18-29)



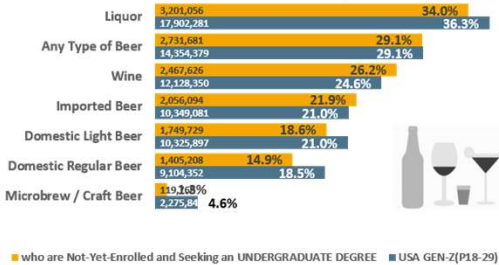
### Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



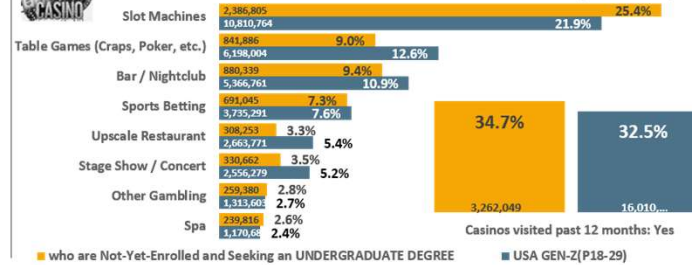
### Top-10 Cuisines: GEN-Z (P18-29)



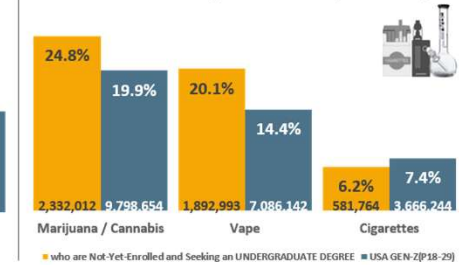
### Drank Past 30-days: GEN-Z (P18-29)



### Past 12 months Casino Activities: GEN-Z (P18-29)



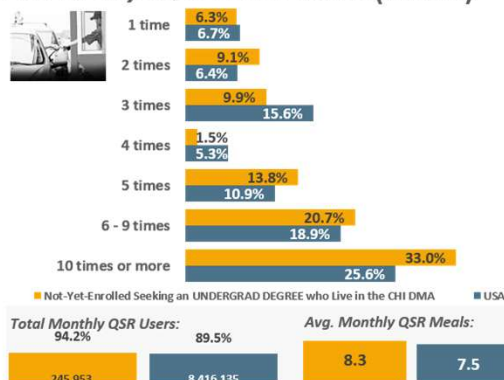
### Used Past 30-days: GEN-Z (P18-29)



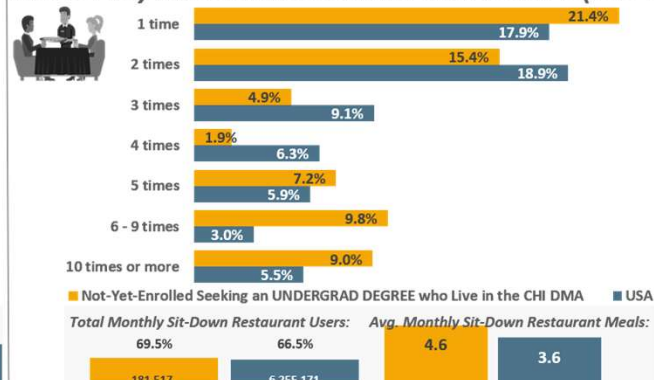


2.8% or 261,104 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the CHI...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA are 5.2% more  
 likely to use QSRs past mo., 4.5% more likely to use Sit-Down Restaurants past mo., 18.9% less likely to use  
 Casinos past yr., 43.6% more likely to smoke cig

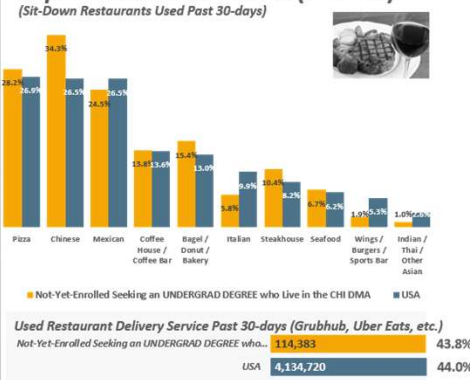
### Past 30-days QSR Users: GEN-Z (P18-29)



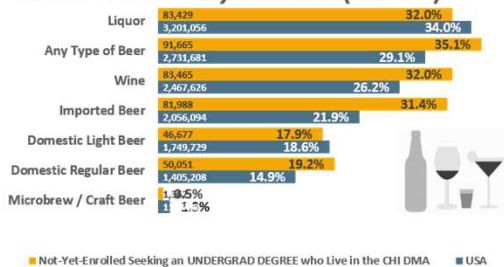
### Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



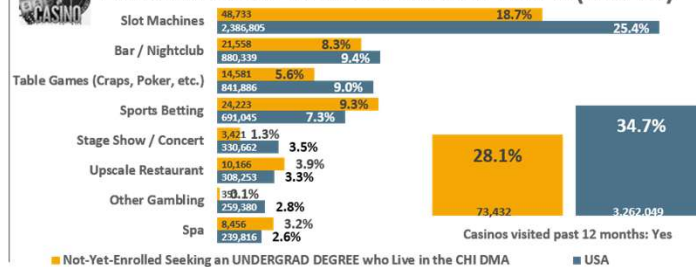
### Top-10 Cuisines: GEN-Z (P18-29)



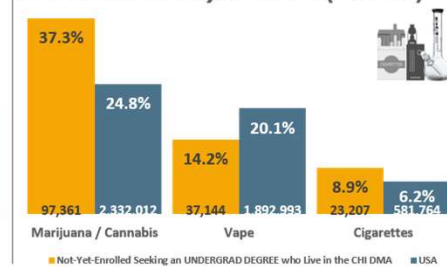
### Drank Past 30-days: GEN-Z (P18-29)



### Past 12 months Casino Activities: GEN-Z (P18-29)



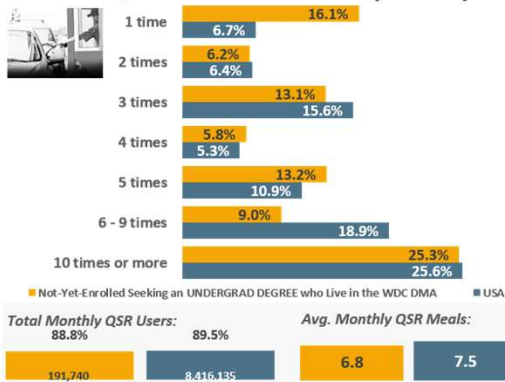
### Used Past 30-days: GEN-Z (P18-29)



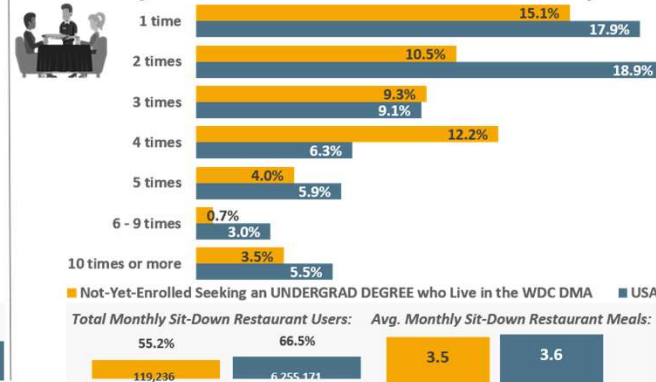


2.3% or 215,873 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the WDC...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA are .8% less  
 likely to use QSRs past mo., 17% less likely to use Sit-Down Restaurants past mo., 24% less likely to use  
 Casinos past yr., 13.1% less likely to smoke cigar

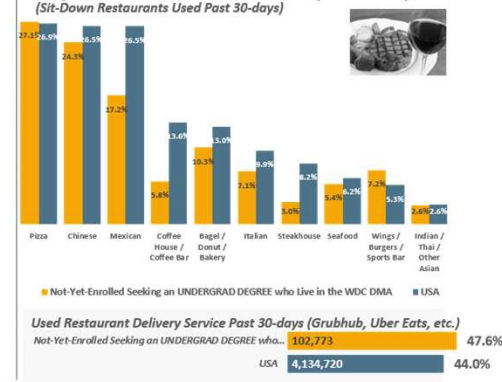
### Past 30-days QSR Users: GEN-Z (P18-29)



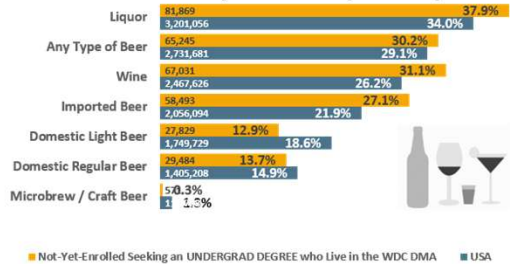
### Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



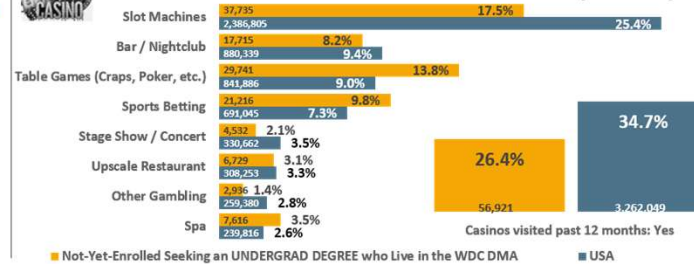
### Top-10 Cuisines: GEN-Z (P18-29)



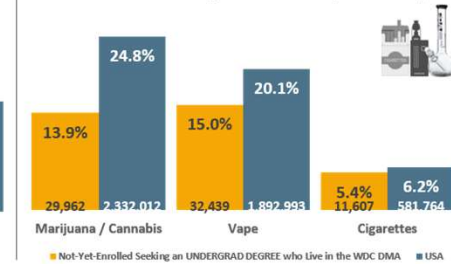
### Drank Past 30-days: GEN-Z (P18-29)



### Past 12 months Casino Activities: GEN-Z (P18-29)



### Used Past 30-days: GEN-Z (P18-29)

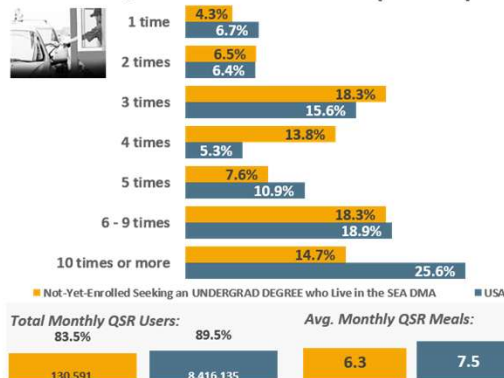




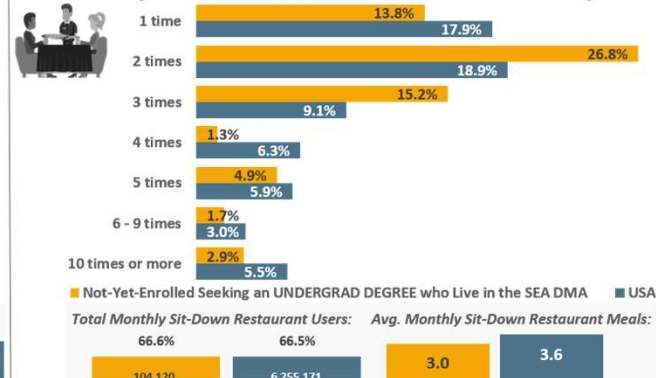


1.7% or 156,329 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the SEA...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA are 6.7% less  
 likely to use QSRs past mo., .1% more likely to use Sit-Down Restaurants past mo., 32.4% less likely to use  
 Casinos past yr., 31.8% more likely to smoke ciga

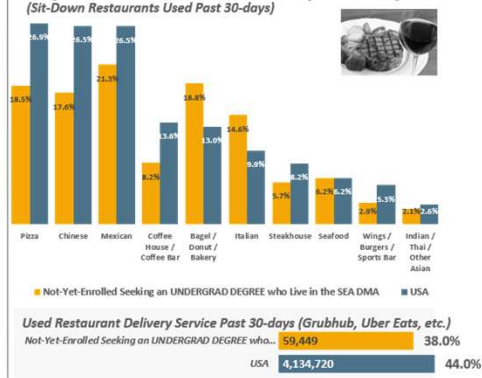
### Past 30-days QSR Users: GEN-Z (P18-29)



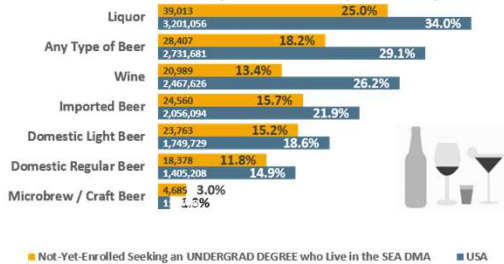
### Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



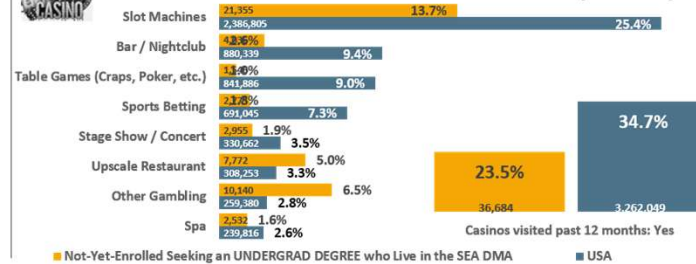
### Top-10 Cuisines: GEN-Z (P18-29)



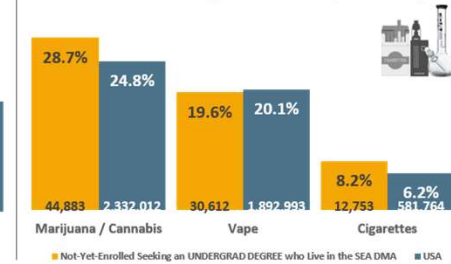
### Drank Past 30-days: GEN-Z (P18-29)



### Past 12 months Casino Activities: GEN-Z (P18-29)



### Used Past 30-days: GEN-Z (P18-29)

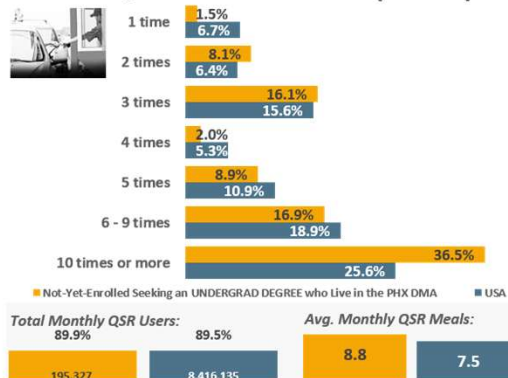




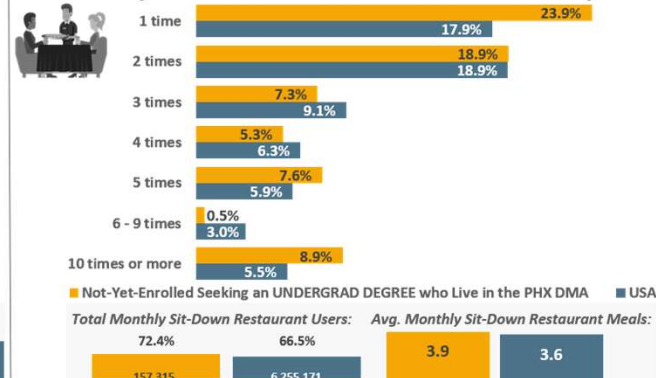


2.3% or 217,198 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the PHX...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA are .5% more  
 likely to use QSRs past mo., 8.9% more likely to use Sit-Down Restaurants past mo., 83.3% more likely to use  
 Casinos past yr., 77.1% less likely to smoke ciga

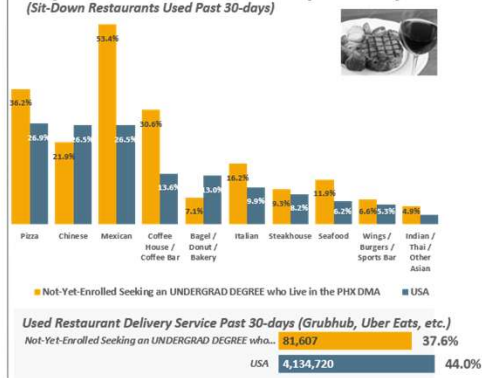
### Past 30-days QSR Users: GEN-Z (P18-29)



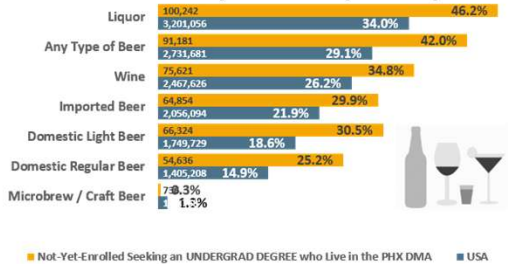
### Past 30-days Sit-Down Restaurant Users: GEN-Z (P18-29)



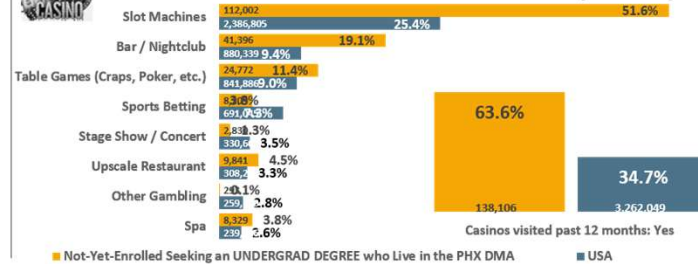
### Top-10 Cuisines: GEN-Z (P18-29)



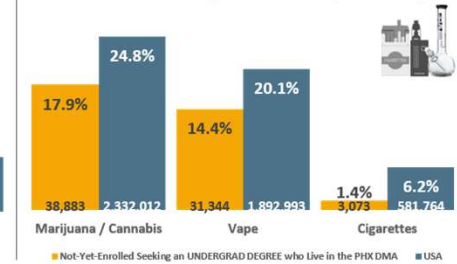
### Drank Past 30-days: GEN-Z (P18-29)



### Past 12 months Casino Activities: GEN-Z (P18-29)

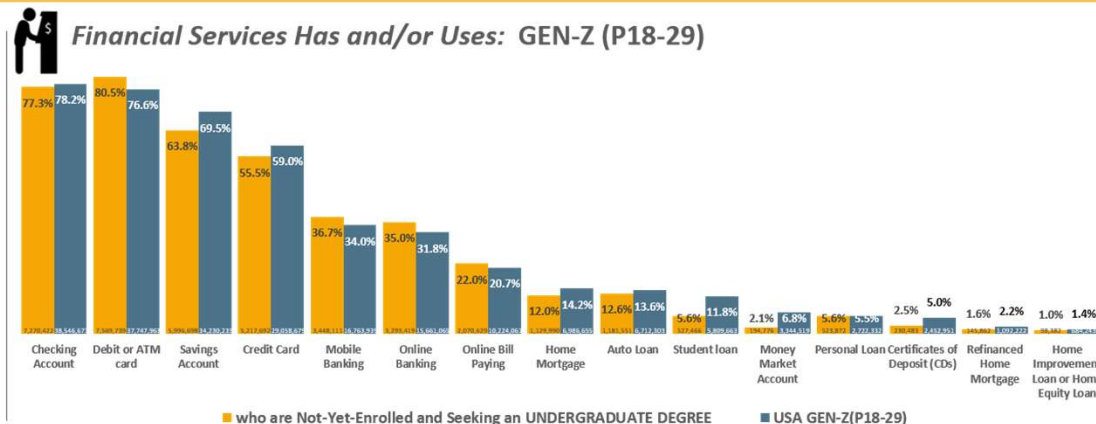
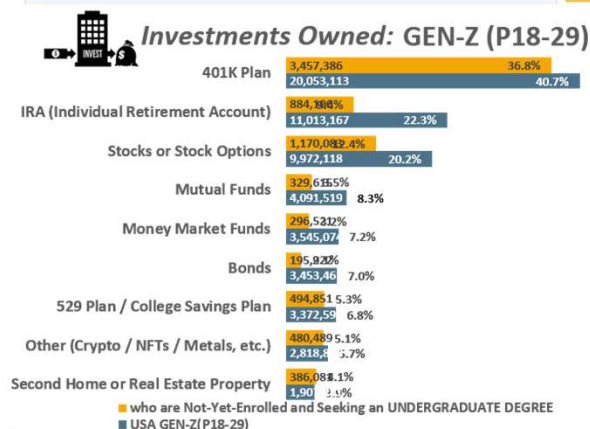


### Used Past 30-days: GEN-Z (P18-29)

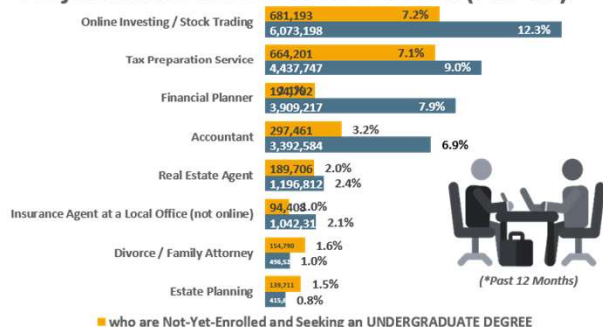




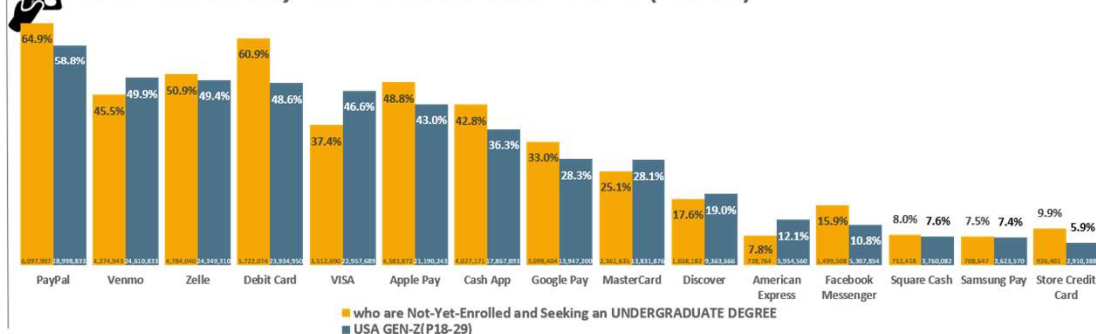
19.1% or 9,402,077 of USA GEN-Z(P18-29) are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE. GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE are 9.6% less likely to have a 401K, 7.7% less likely to have an Auto Loan, 41.2% less likely to Invest/Trade Stocks Online, 25.3% more likely to pay with their Debit Card.



### Professional Services Used\*: GEN-Z (P18-29)



### Past 3-Months Payment Methods Used: GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

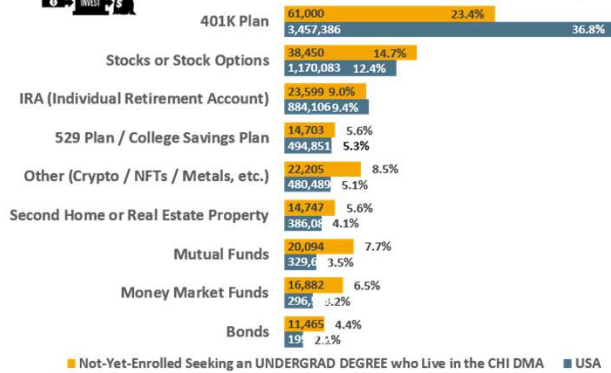
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



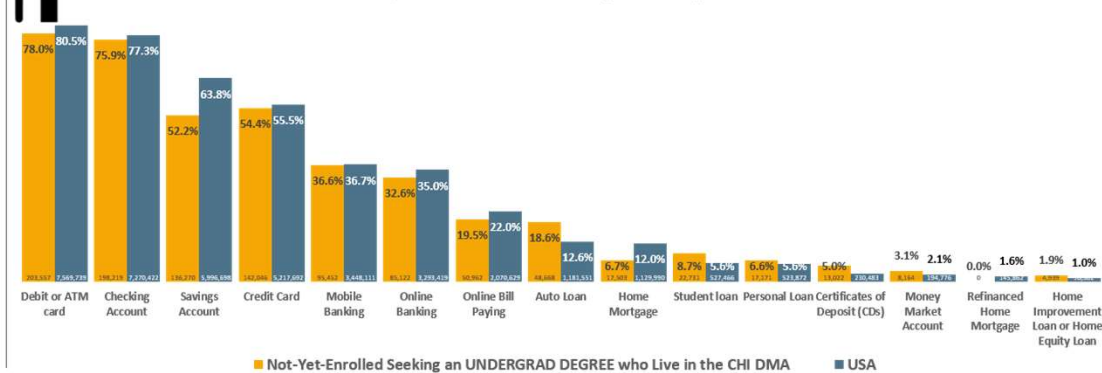
2.8% or 261,104 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA are 36.5% less  
likely to have a 401K, 48.3% more likely to have an Auto Loan, 6.4% less likely to Invest/Trade Stocks Online,  
.7% less likely to pay with their Debit Card.



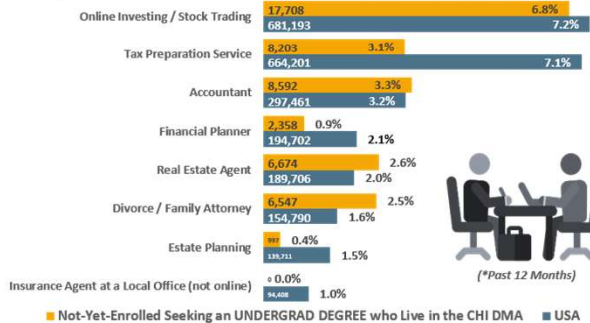
### Investments Owned: GEN-Z (P18-29)



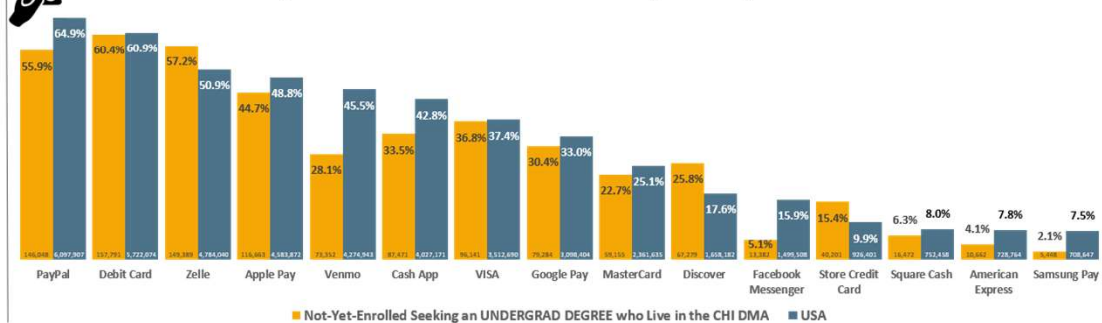
### Financial Services Has and/or Uses: GEN-Z (P18-29)



### Professional Services Used\*: GEN-Z (P18-29)



### Past 3-Months Payment Methods Used: GEN-Z (P18-29)

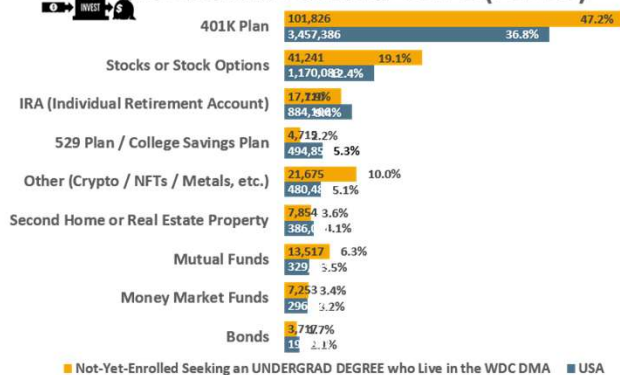




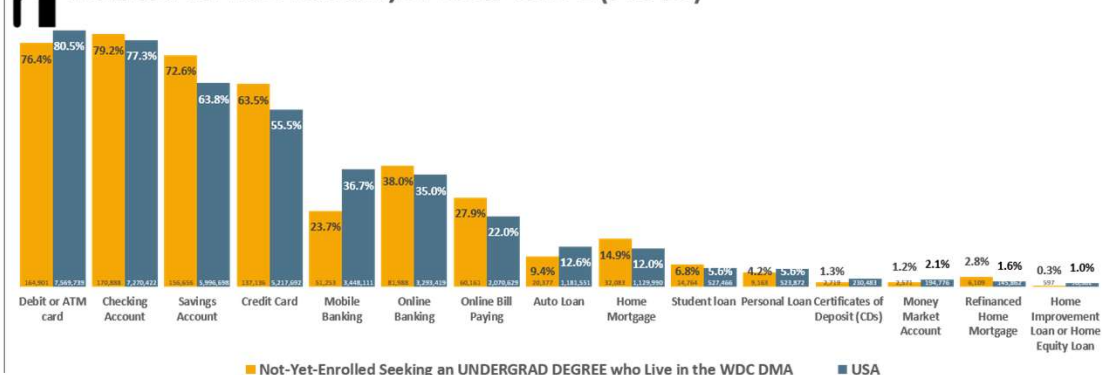
2.3% or 215,873 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA are 28.3% more  
 likely to have a 401K, 24.9% less likely to have an Auto Loan, 2.2% less likely to Invest/Trade Stocks Online,  
 10.2% less likely to pay with their Debit Car



### Investments Owned: GEN-Z (P18-29)



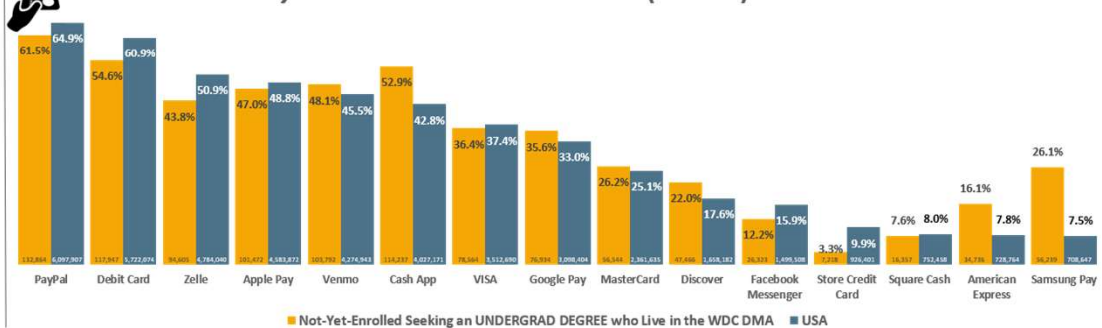
### Financial Services Has and/or Uses: GEN-Z (P18-29)



### Professional Services Used\*: GEN-Z (P18-29)



### Past 3-Months Payment Methods Used: GEN-Z (P18-29)



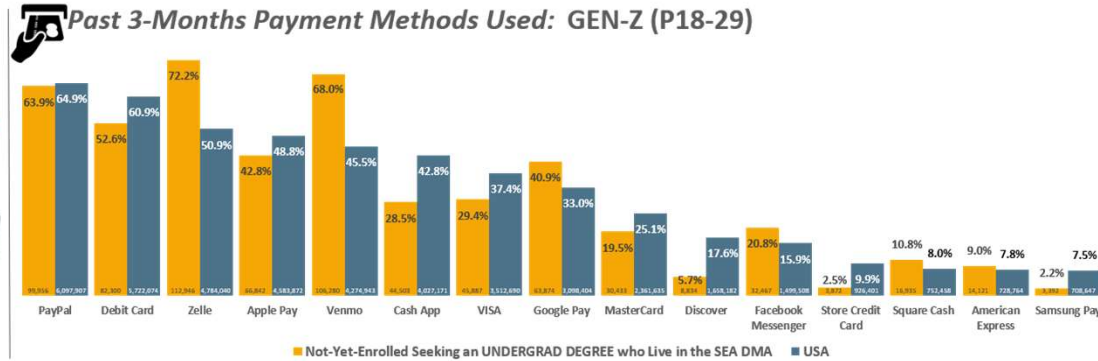
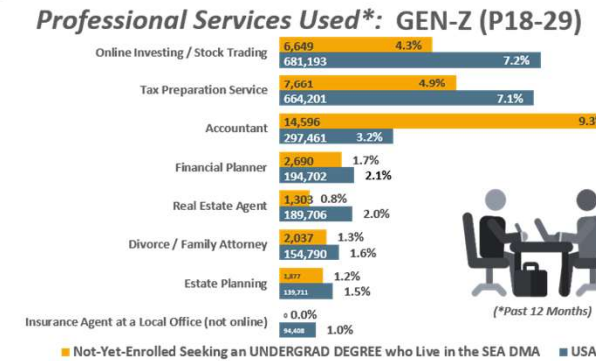
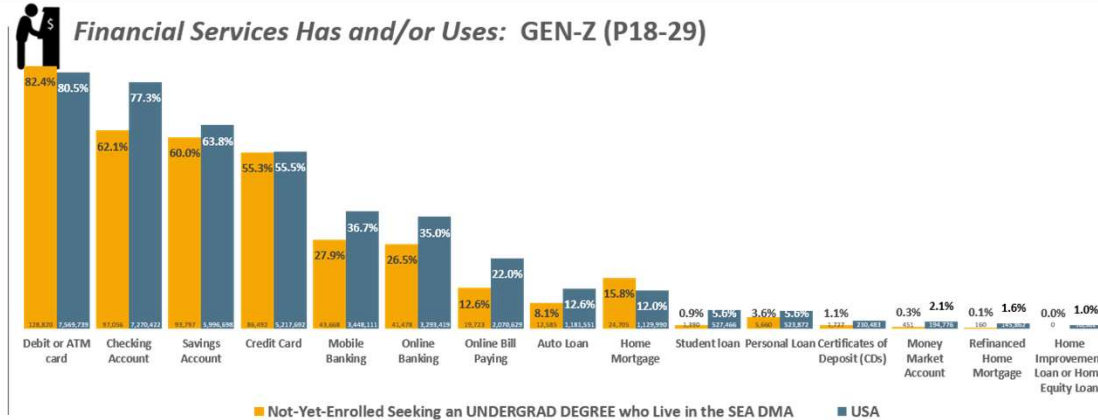
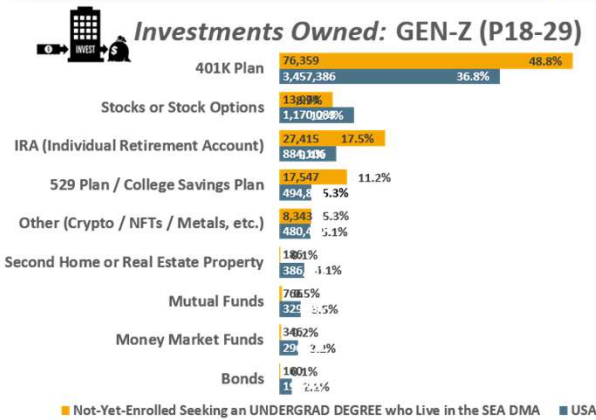
USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))





1.7% or 156,329 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA are 32.8% more  
 likely to have a 401K, 35.9% less likely to have an Auto Loan, 41.3% less likely to Invest/Trade Stocks Online,  
 13.5% less likely to pay with their Debit Ca



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65  
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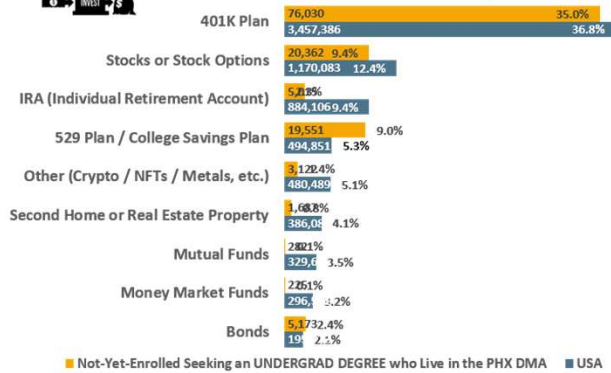
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



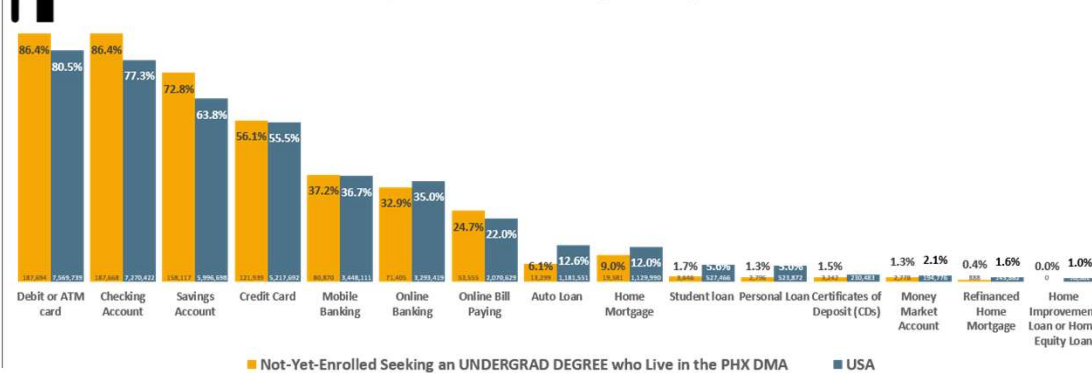
2.3% or 217,198 of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE Live in the...  
 GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA are 4.8% less  
 likely to have a 401K, 51.3% less likely to have an Auto Loan, 80.3% less likely to Invest/Trade Stocks Online,  
 16.1% more likely to pay with their Debit Car



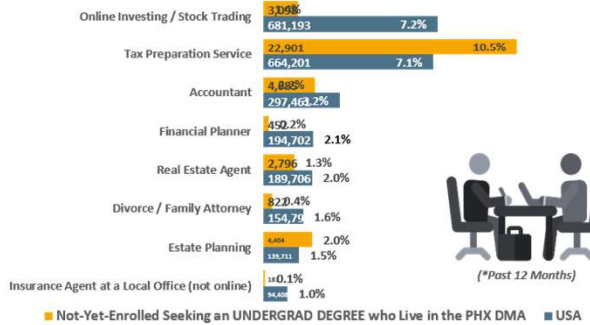
### Investments Owned: GEN-Z (P18-29)



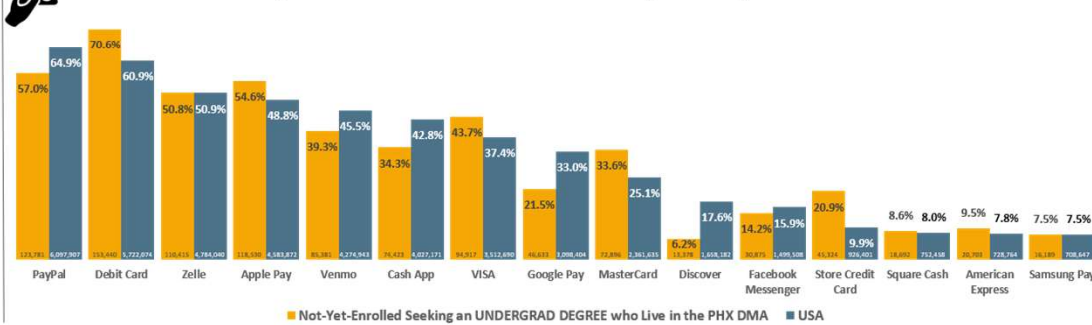
### Financial Services Has and/or Uses: GEN-Z (P18-29)



### Professional Services Used\*: GEN-Z (P18-29)



### Past 3-Months Payment Methods Used: GEN-Z (P18-29)

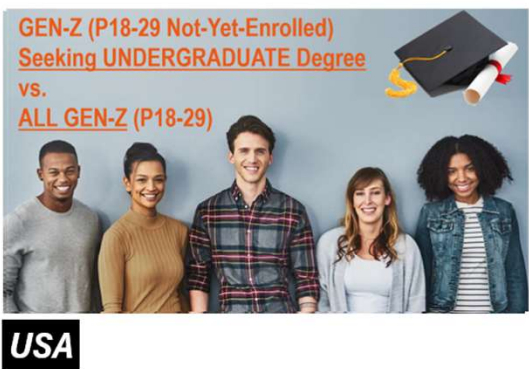
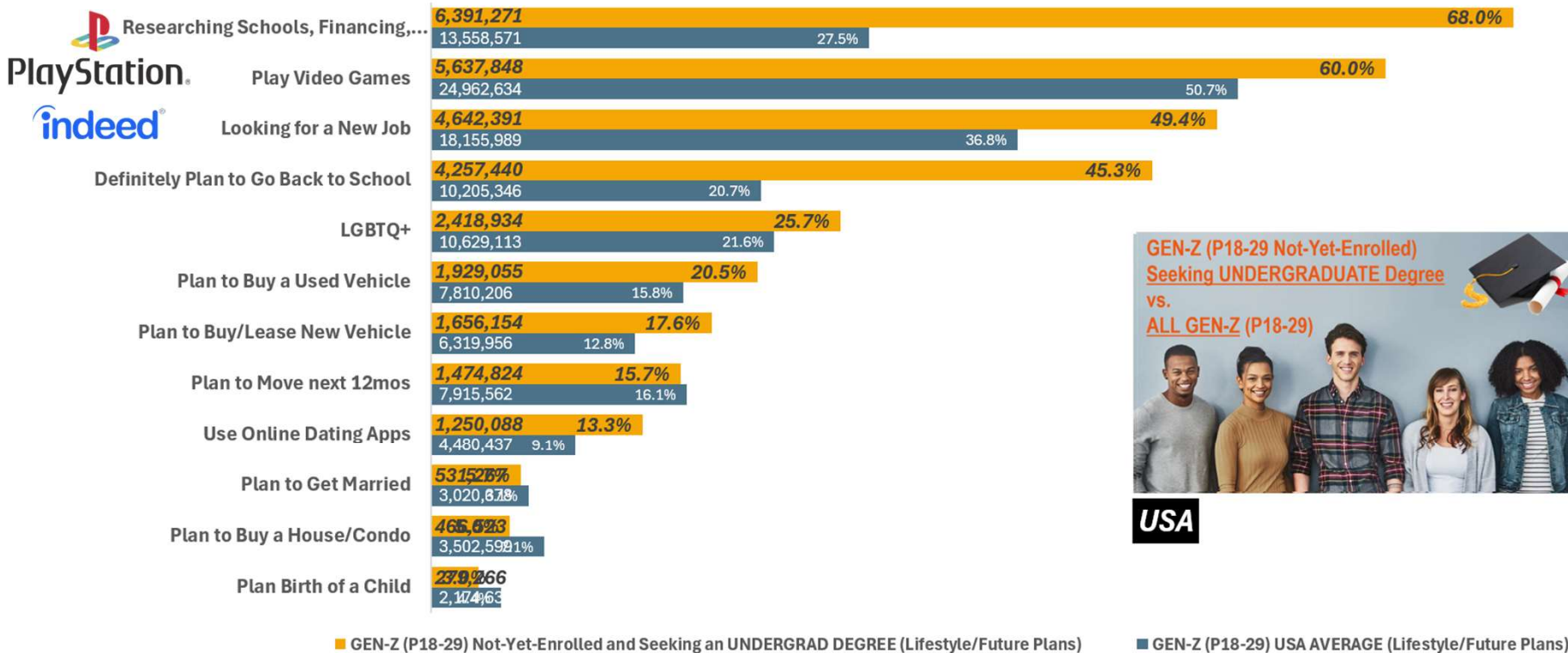


(\*Past 12 Months)



## "Lifestyle/Future Plans"

### GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)



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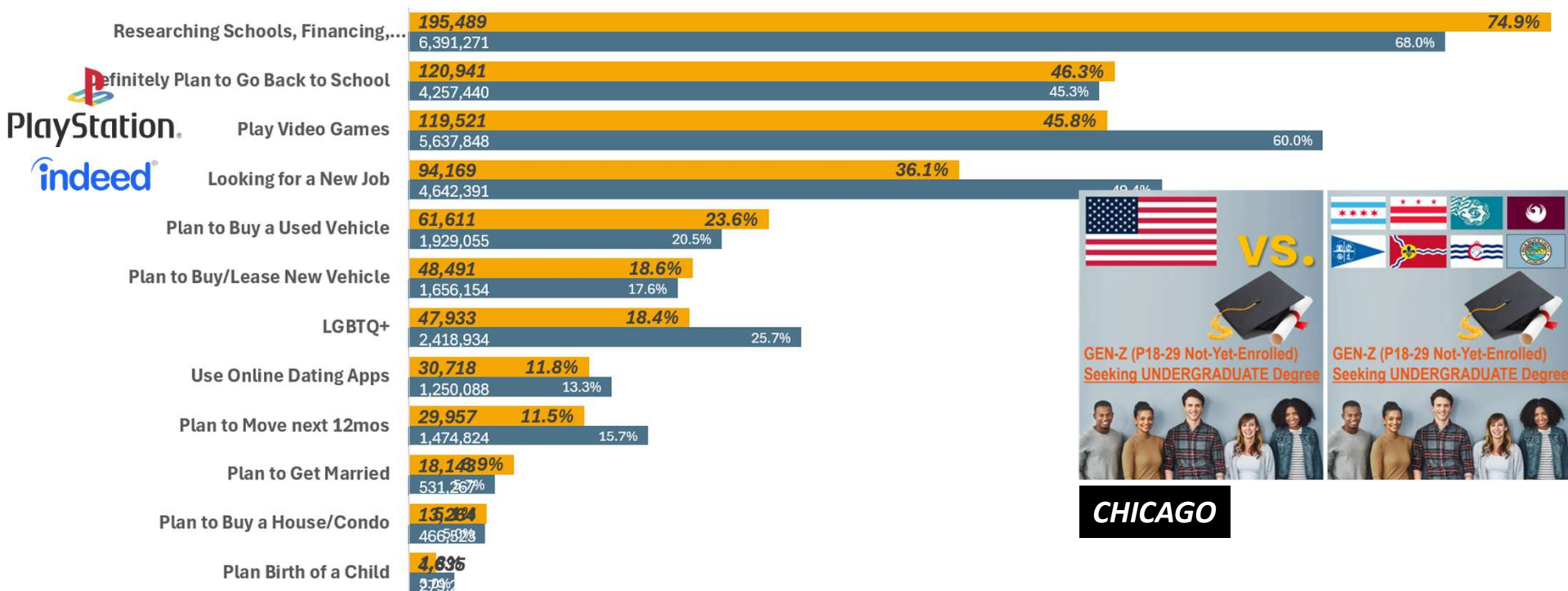
soefa.ai Share of Everything for Anything ®

((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing)))) AND Currently enrolled/attending classes at a college/university: No]]



## "Lifestyle/Future Plans"

### GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the CHI DMA (Lifestyle/Future Plans)



■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the CHI DMA (Lifestyle/Future Plans)

■ GEN-Z (P18-29) USA AVERAGE: Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531  
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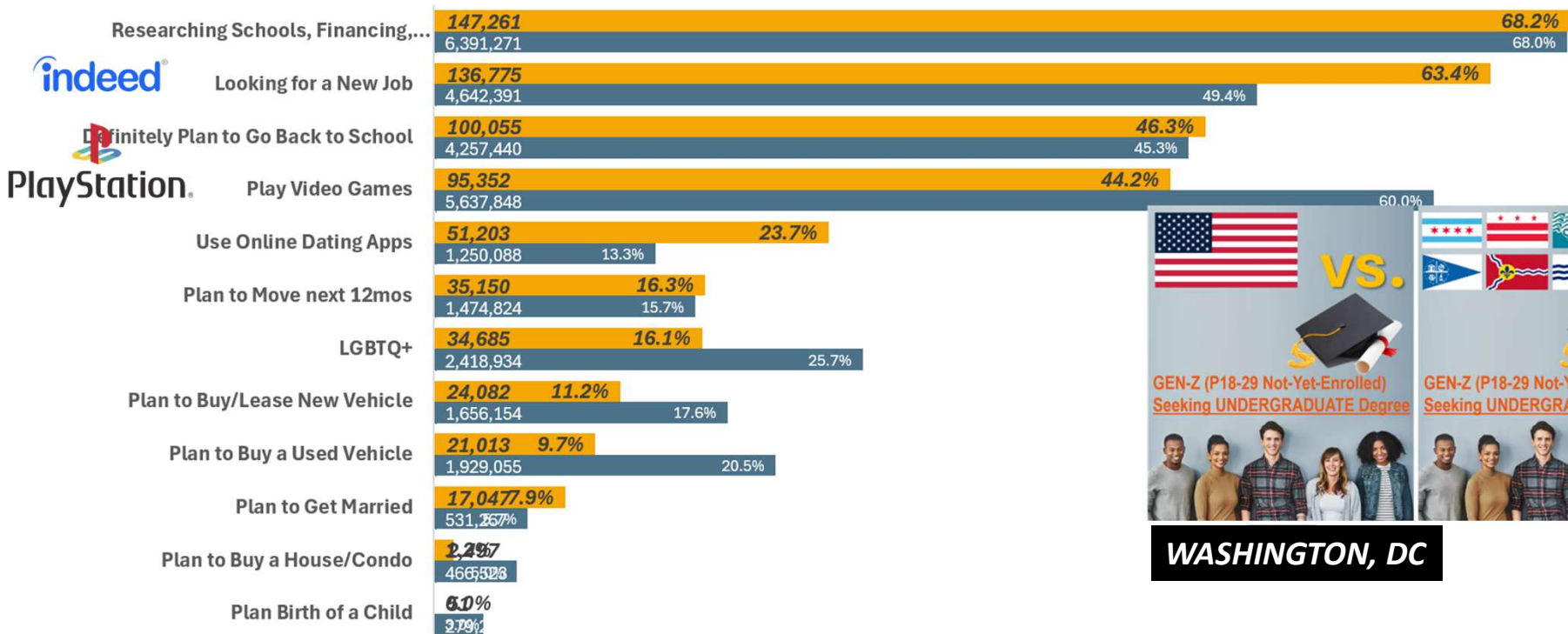
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]





## "Lifestyle/Future Plans"

### GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the WDC DMA (Lifestyle/Future Plans)



WASHINGTON, DC

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the WDC DMA (Lifestyle/Future Plans)

■ GEN-Z (P18-29) USA AVERAGE: Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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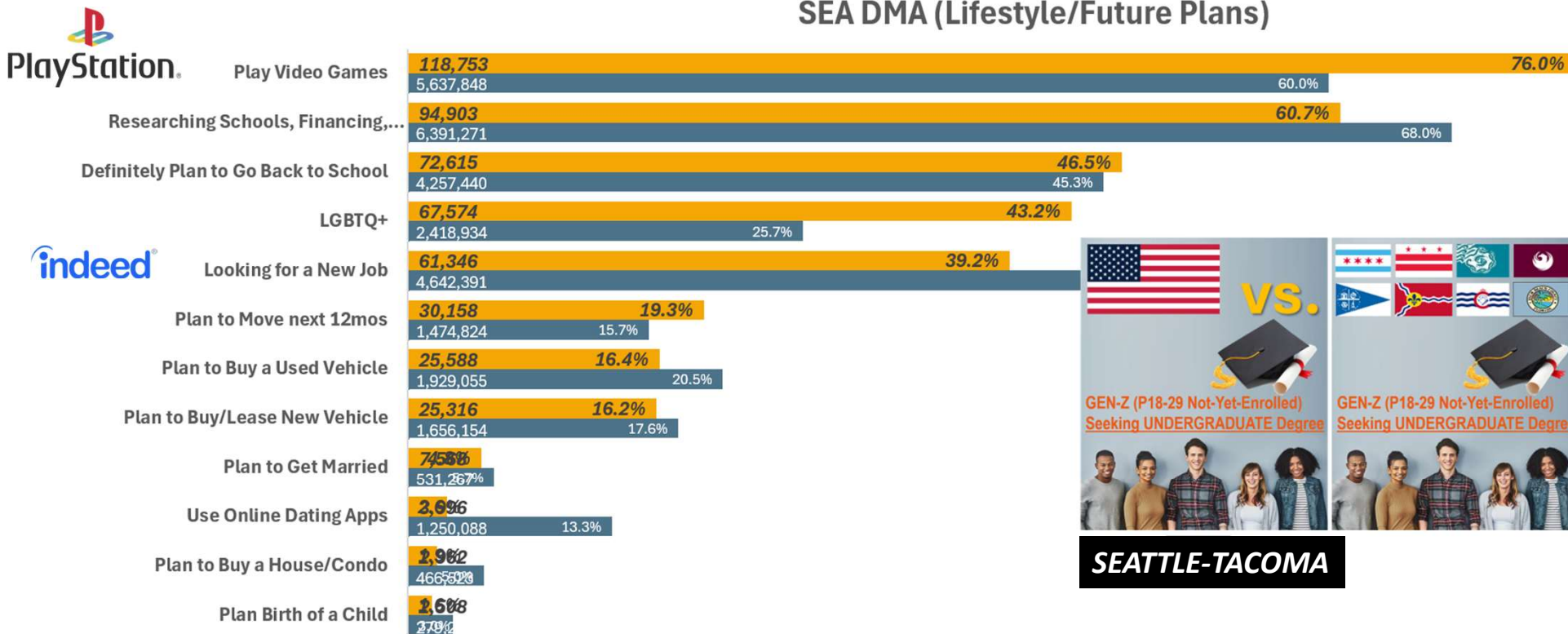
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for Anything ®

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



## "Lifestyle/Future Plans"

### GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the SEA DMA (Lifestyle/Future Plans)



SEATTLE-TACOMA

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the SEA DMA (Lifestyle/Future Plans)

■ GEN-Z (P18-29) USA AVERAGE: Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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## "Lifestyle/Future Plans"

### GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the PHX DMA (Lifestyle/Future Plans)



Play Video Games



Researching Schools, Financing,...



Definitely Plan to Go Back to School



Looking for a New Job



Plan to Buy a Used Vehicle



LGBTQ+



Plan to Buy/Lease New Vehicle



Plan to Move next 12mos



Use Online Dating Apps



Plan Birth of a Child



Plan to Get Married



Plan to Buy a House/Condo



■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the PHX DMA (Lifestyle/Future Plans)

■ GEN-Z (P18-29) USA AVERAGE: Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Lifestyle/Future Plans)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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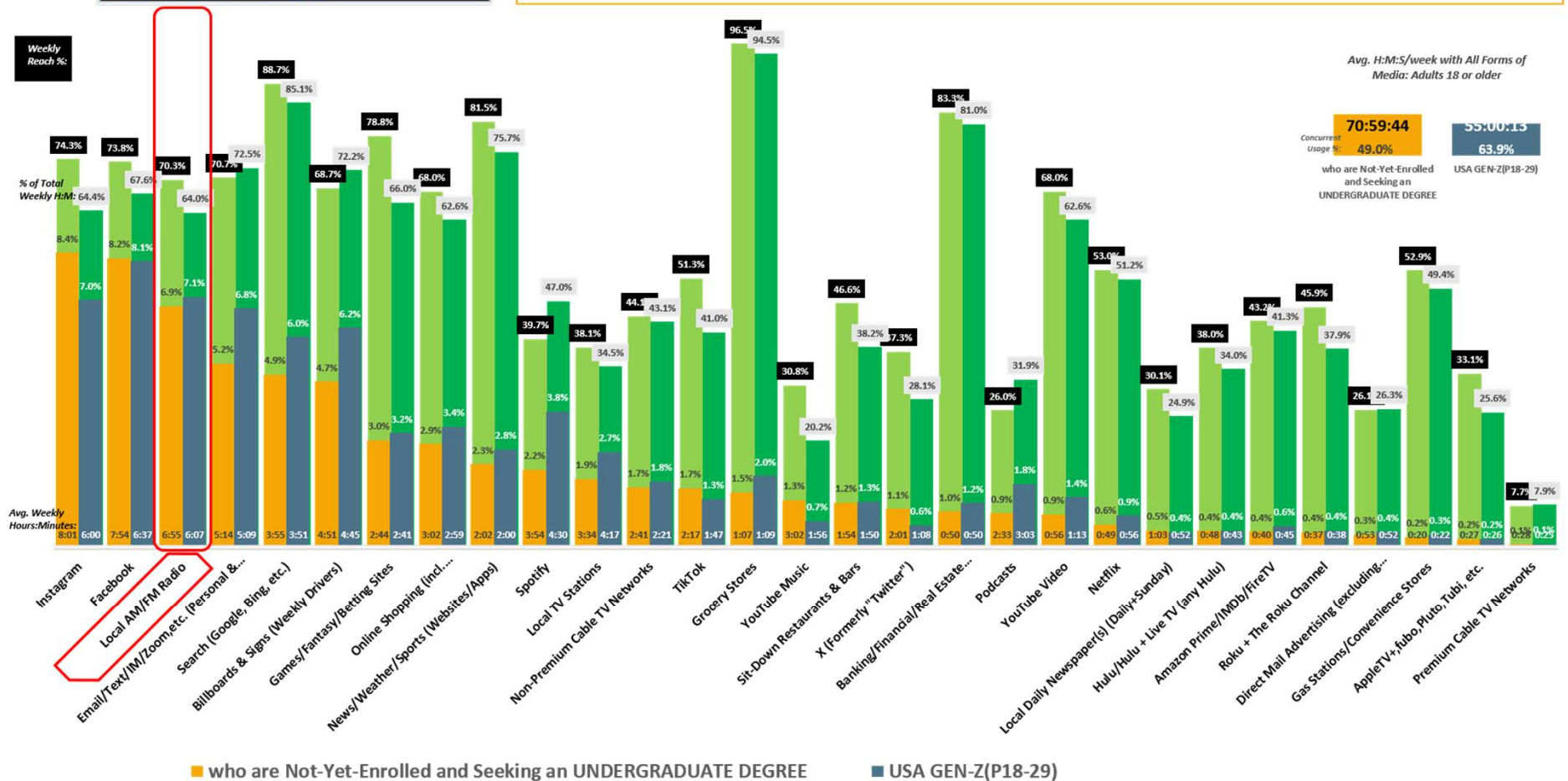
Share of Everything  
for Anything ®

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GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 2 days, 22 hours, 59 minutes and 44 seconds each week with All Forms of Media.  
70.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 6 hours and 55 minutes each week listening to All Local AM/FM Radio, representing 6.9% of total time spent with all forms of Media.



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531

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

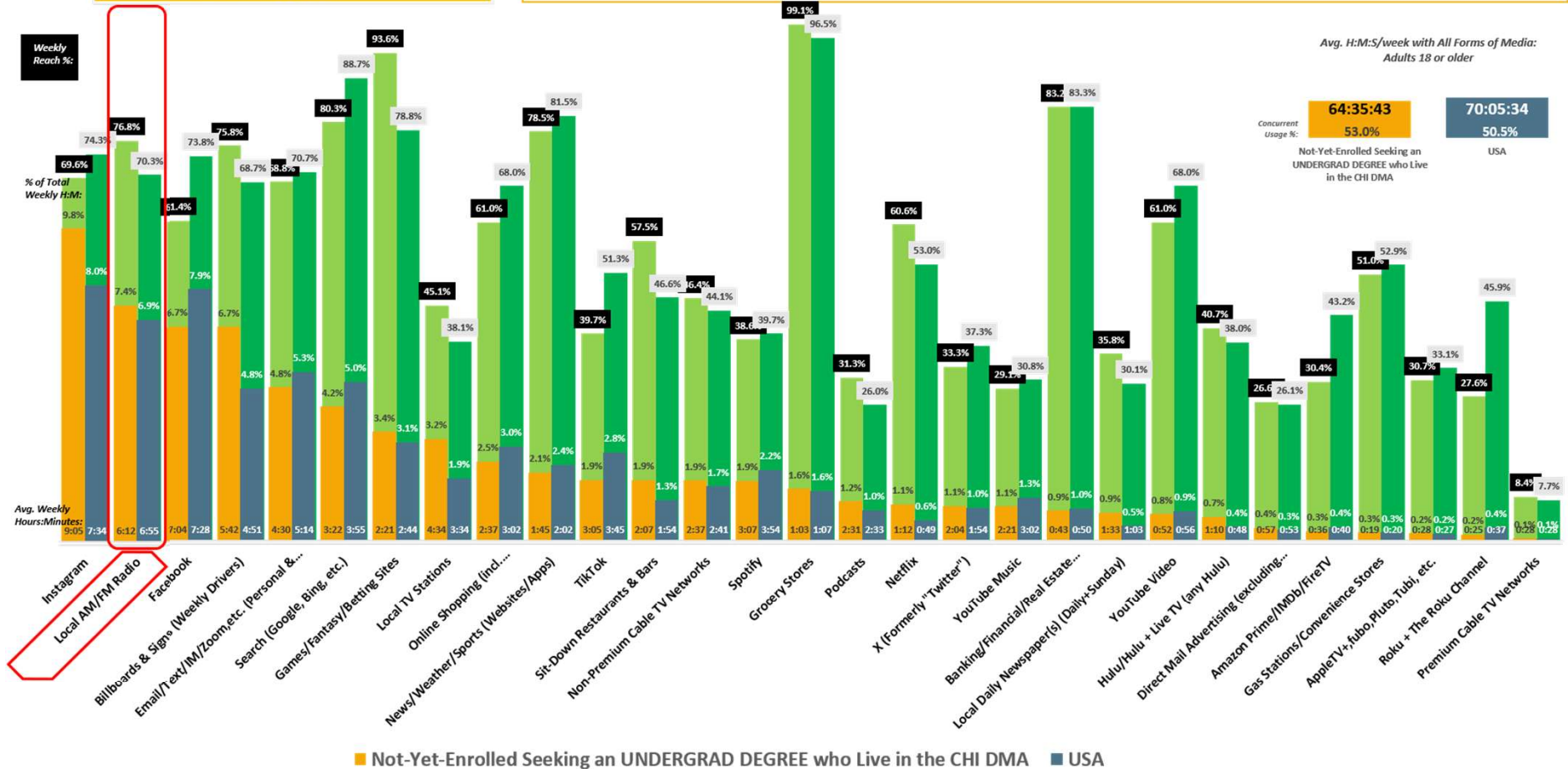


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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No)))





GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA spend an average of 2 days, 16 hours, 35 minutes and 43 seconds each week with All Forms of Media.  
 76.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA spend an avg. of 6 hours and 12 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96  
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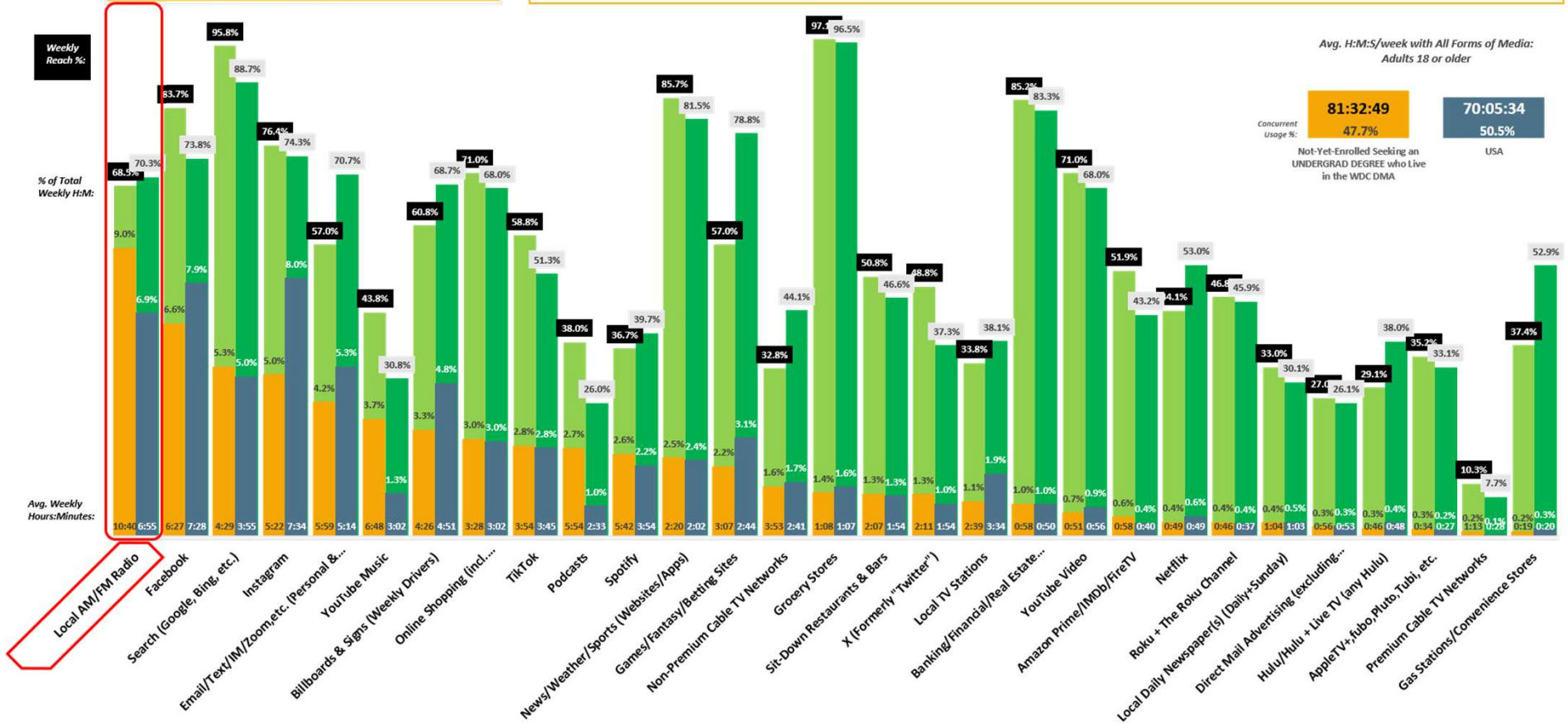
USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab



(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school [for degree/certification] OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA spend an average of 3 days, 9 hours, 32 minutes and 49 seconds each week with All Forms of Media.  
68.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA spend an avg. of 10 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 9.1% of total time spent with all forms of Media.



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA ■ USA

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USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab

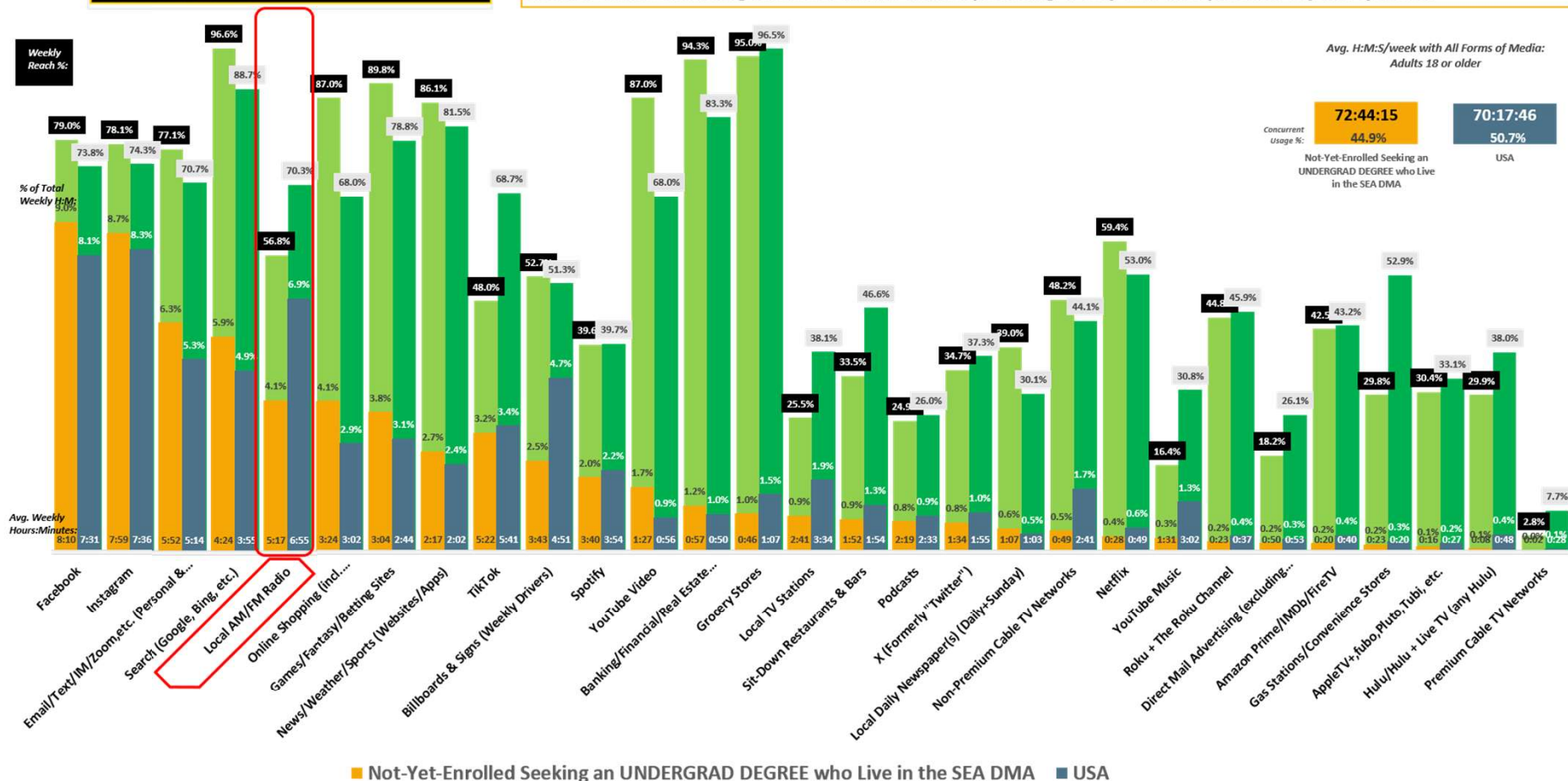


Share of Everything for Anything.

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school [for degree/certification] OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA spend an average of 3 days, 0 hours, 33 minutes and 23 seconds each week with All Forms of Media.  
56.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA spend an avg. of 5 hours and 17 minutes each week listening to All Local AM/FM Radio, representing 4.1% of total time spent with all forms of Media.



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USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab



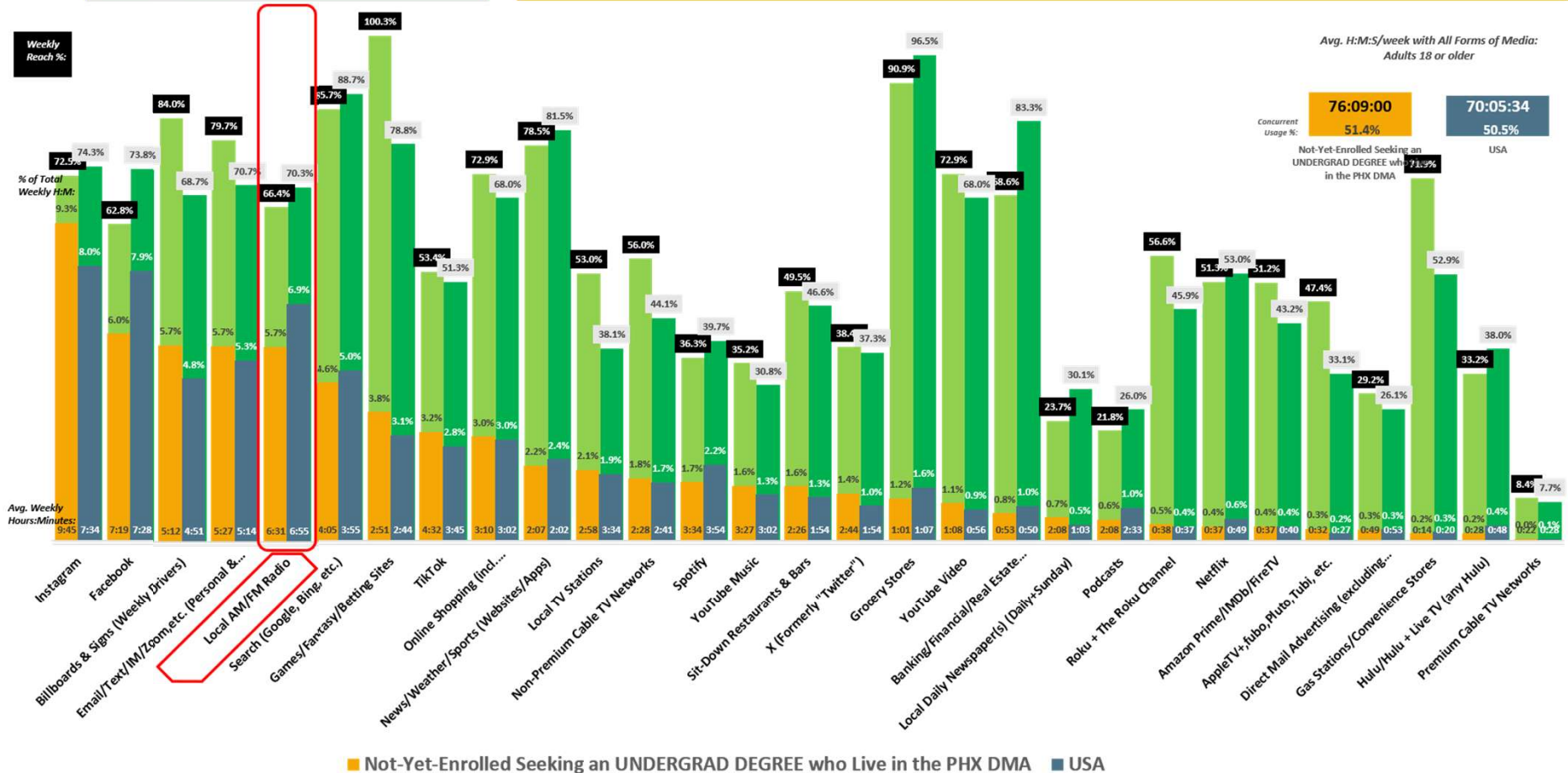
Share of Everything for Anything.

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school [for degree/certification] OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))





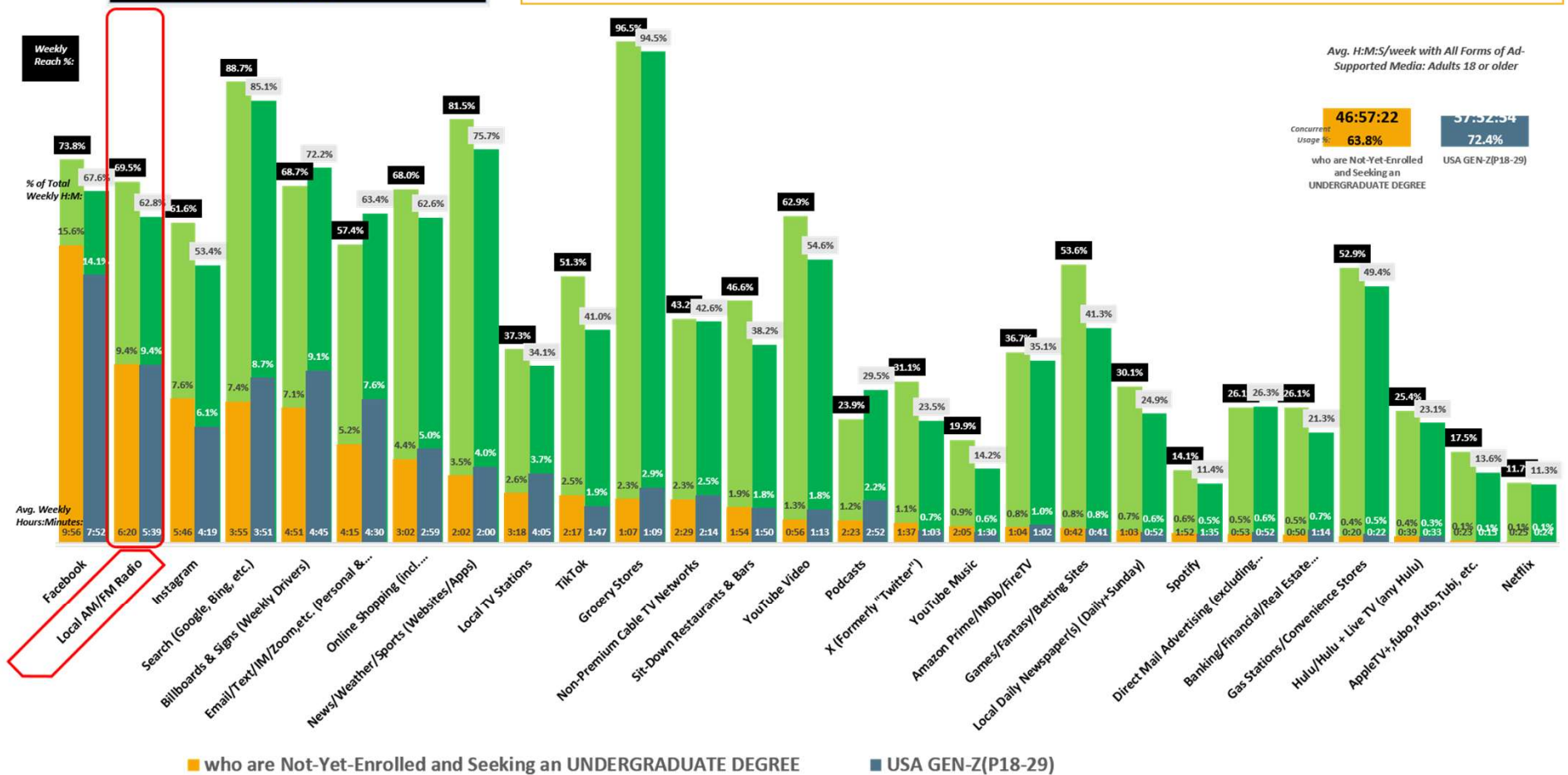
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA spend an average of 3 days, 4 hours, 9 minutes and 0 seconds each week with All Forms of Media.  
66.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA spend an avg. of 6 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 5.7% of total time spent with all forms of Media.







GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 1 days, 22 hours, 57 minutes and 22 seconds each week with All Forms of Ad-Supported Media.  
69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an avg. of 6 hours and 20 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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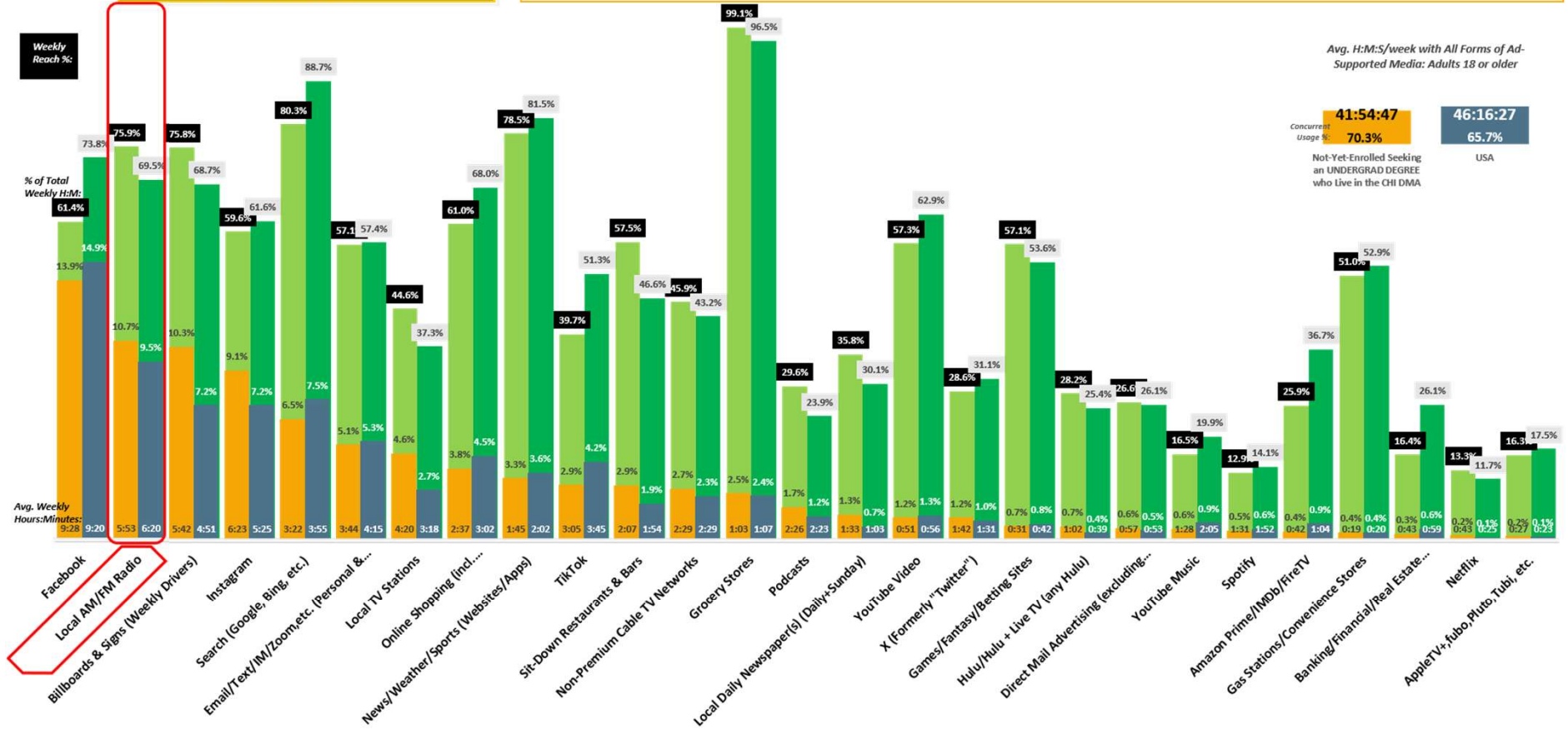
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA spend an average of 1 day, 17 hours, 54 minutes and 47 seconds each week with All Forms of Ad-Supported Media.  
75.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA spend an avg. of 5 hours and 53 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.7% of total time spent with all forms of Ad-Support



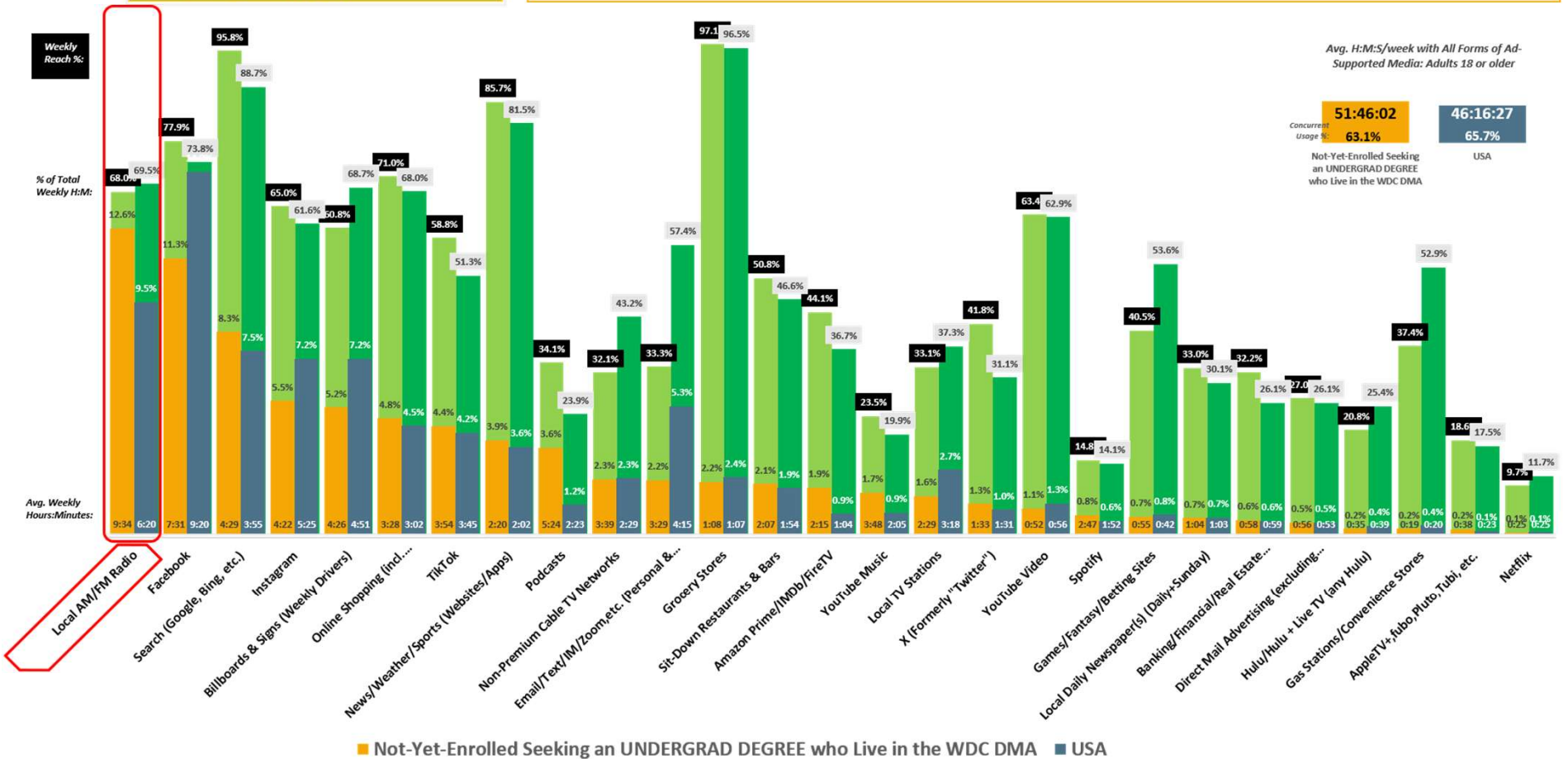
Avg. H:M:S/week with All Forms of Ad-Supported Media: Adults 18 or older

|                                                                      |          |
|----------------------------------------------------------------------|----------|
| Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA | USA      |
| 41:54:47                                                             | 46:16:27 |
| 70.3%                                                                | 65.7%    |

■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA ■ USA



GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA spend an average of 2 days, 3 hours, 46 minutes and 2 seconds each week with All Forms of Ad-Supported Media.  
68.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA spend an avg. of 9 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supporte



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

**51:46:02**  
Concurrent Usage %: **63.1%**

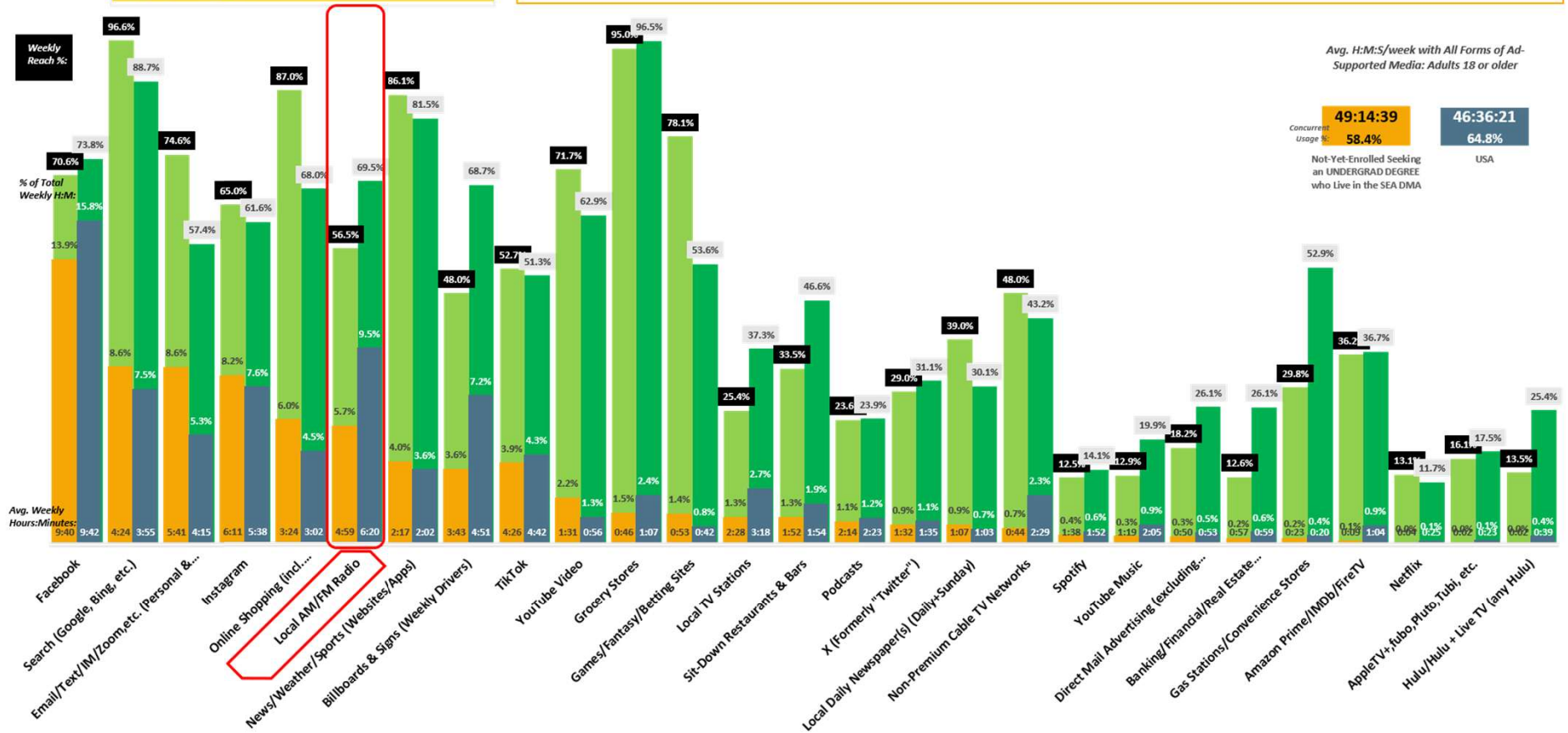
**46:16:27**  
USA

Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA





GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA spend an average of 2 days, 1 hours, 18 minutes and 21 seconds each week with All Forms of Ad-Supported Media.  
56.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA spend an avg. of 4 hours and 59 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 5.7% of total time spent with all forms of Ad-Supporte



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA ■ USA

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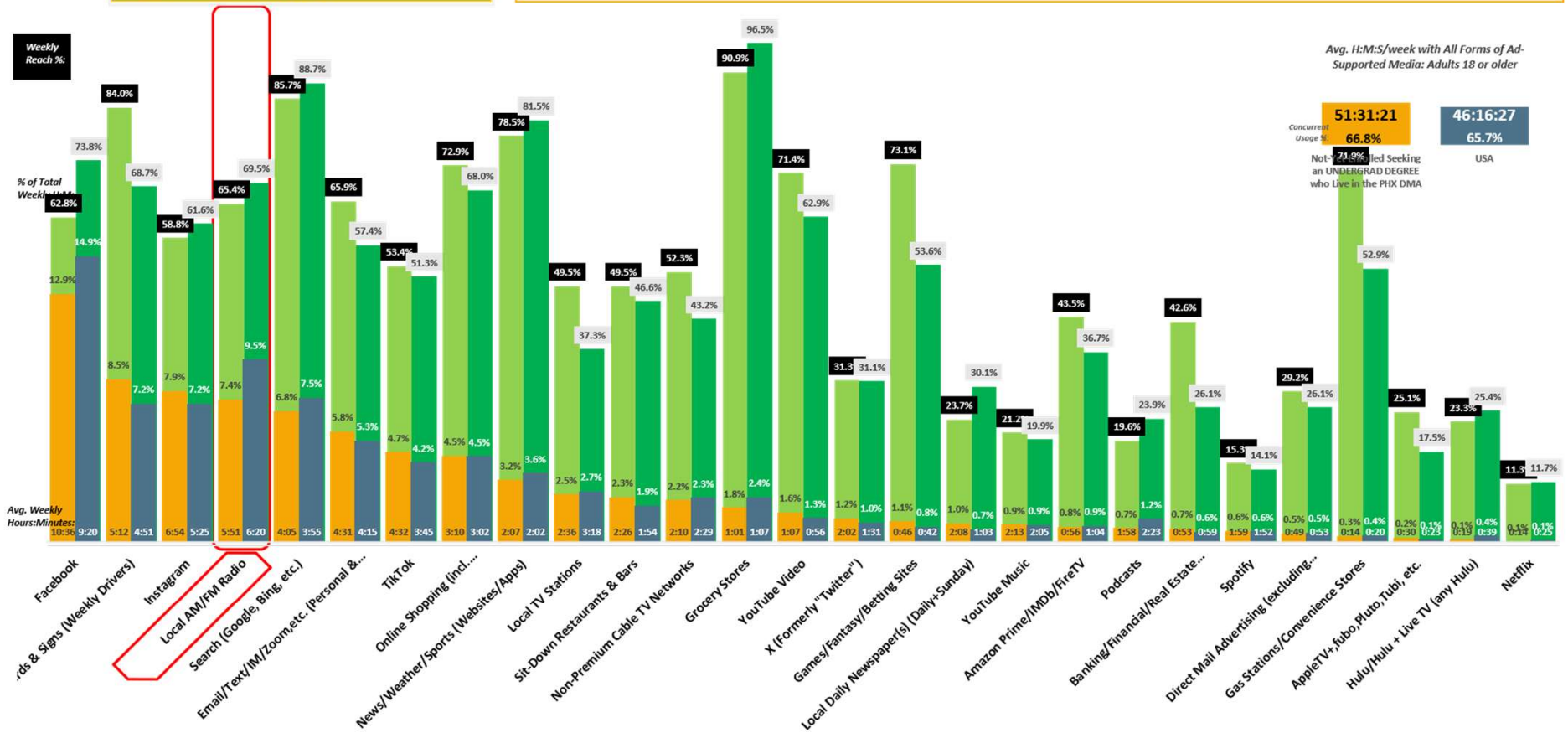
Share of Everything for Anything.

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))





GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA spend an average of 2 days, 3 hours, 31 minutes and 21 seconds each week with All Forms of Ad-Supported Media.  
65.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA spend an avg. of 5 hours and 51 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 7.4% of total time spent with all forms of Ad-Supporte



■ Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA ■ USA

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USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab



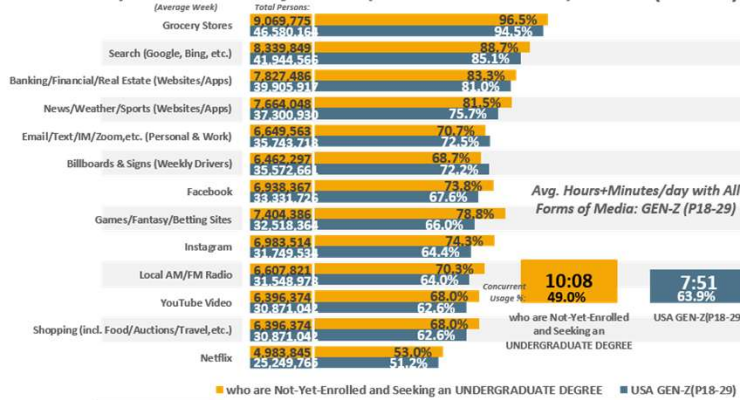
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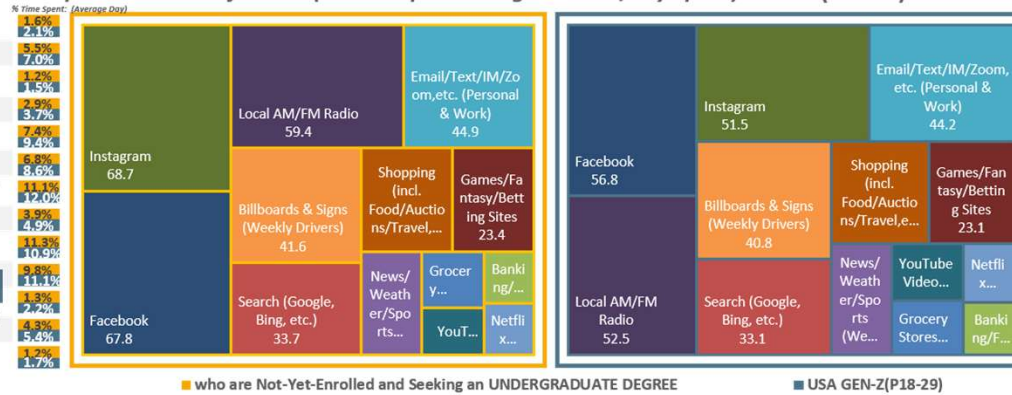


GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 69.5% listen to Local AM/FM Radio for an avg. of 54.4 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

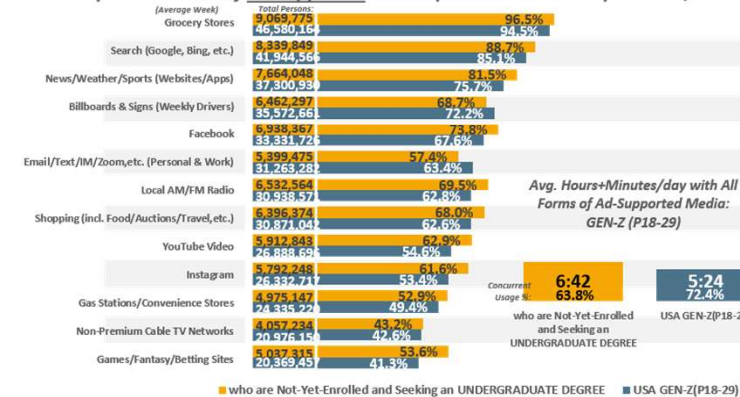
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



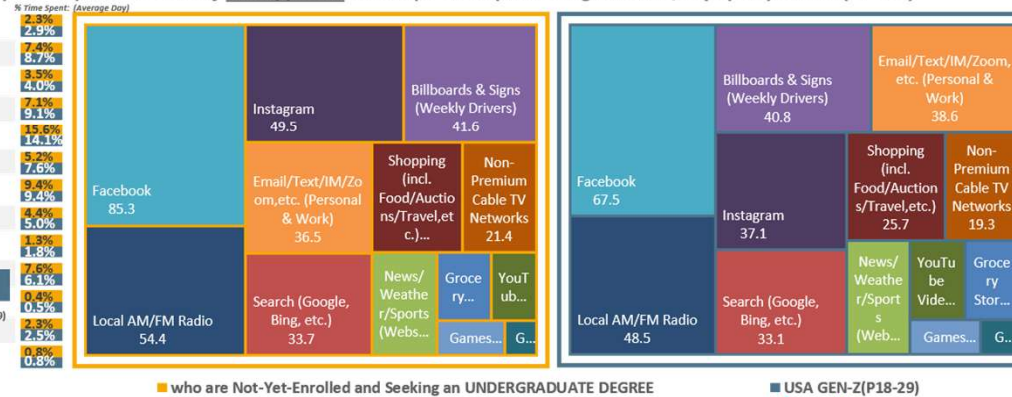
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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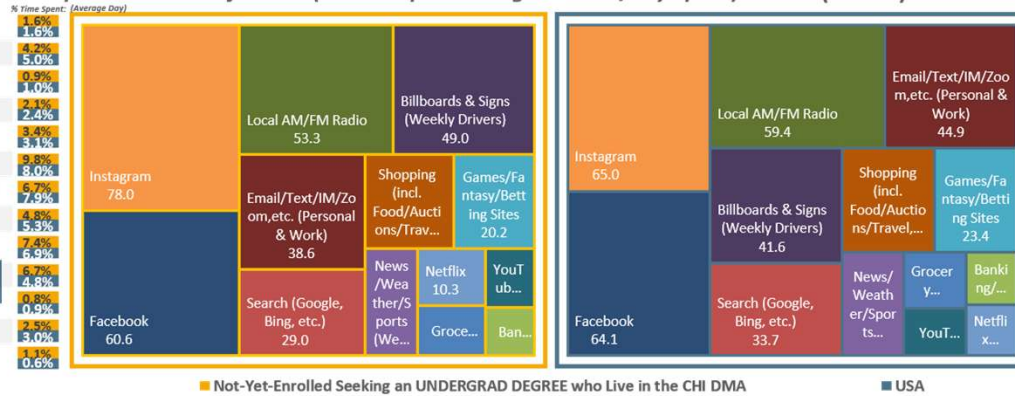
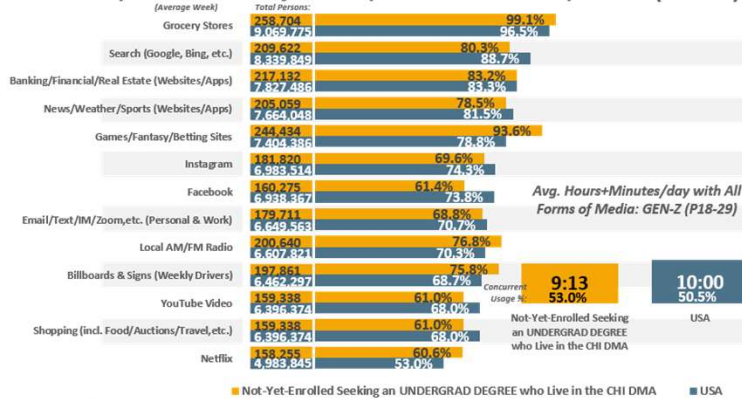
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GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA spend an average of 5 hours and 59 minutes each day with All Forms of Ad-Supported Media. 75.9% listen to Local AM/FM Radio for an avg. of 50.4 minutes/day.(Local Radio delivers 10.7% of Time with Ad-Supported Media.)

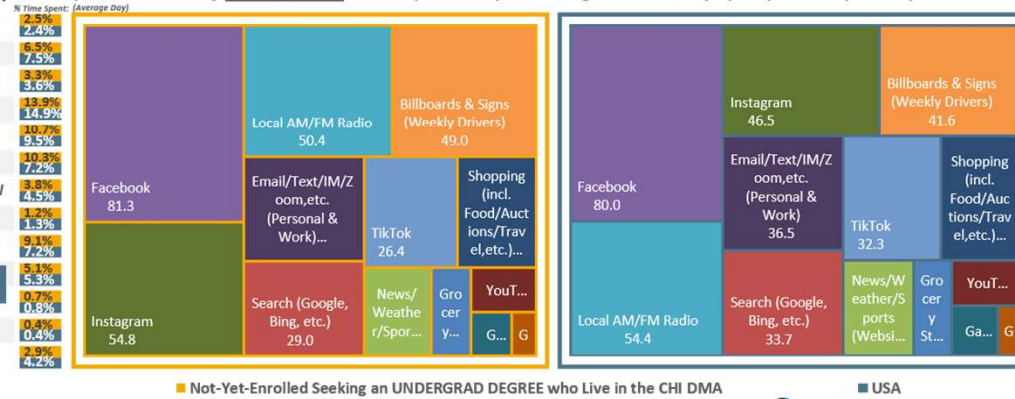
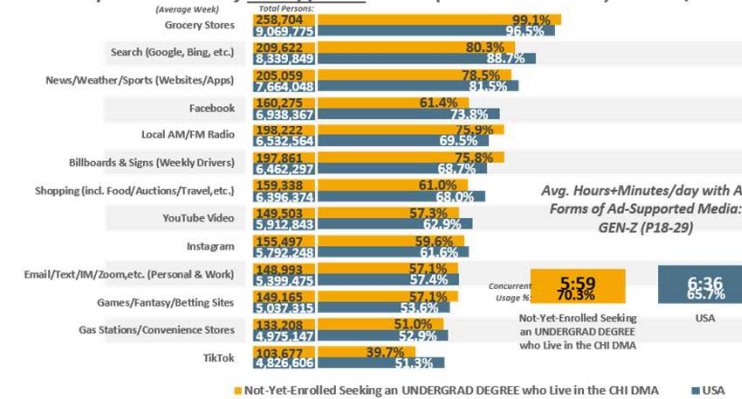
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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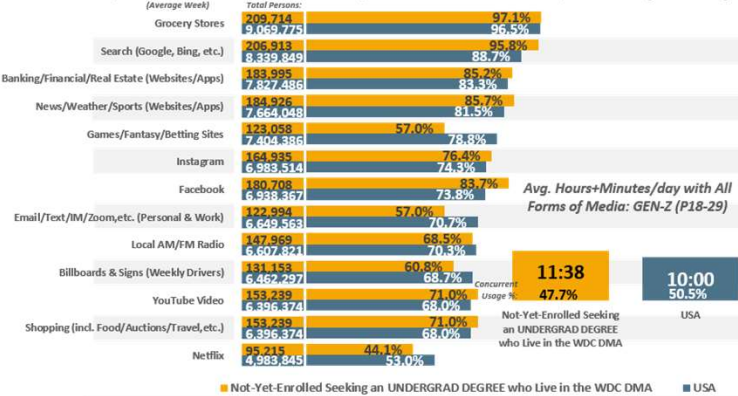
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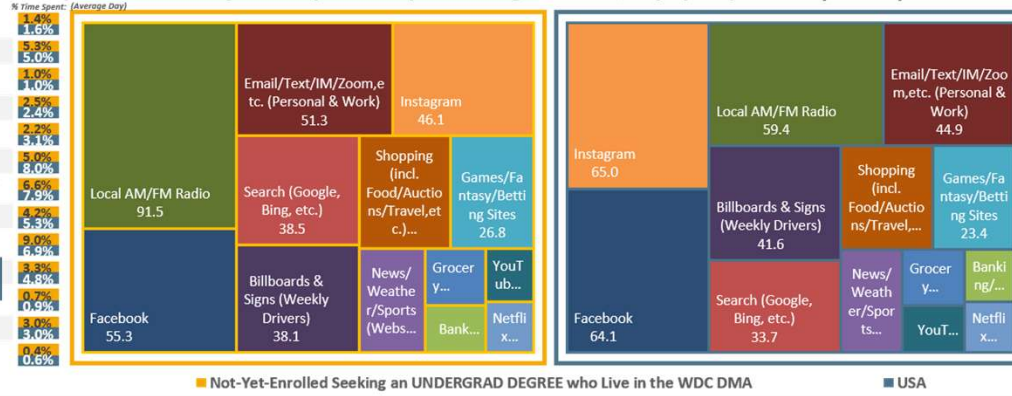


GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA spend an average of 7 hours and 23 minutes each day with All Forms of Ad-Supported Media. 68.% listen to Local AM/FM Radio for an avg. of 82.1 minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

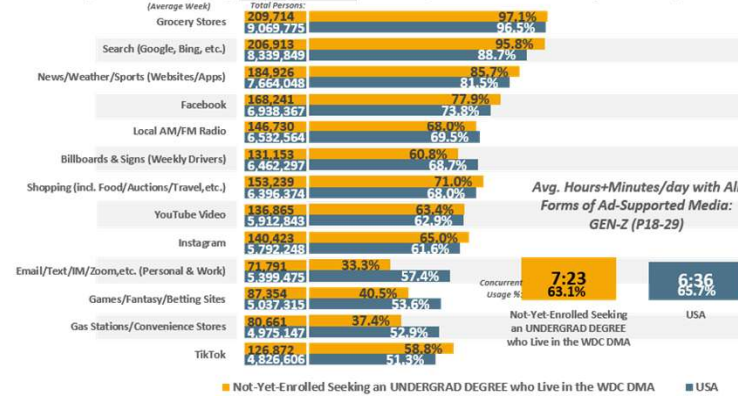
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)



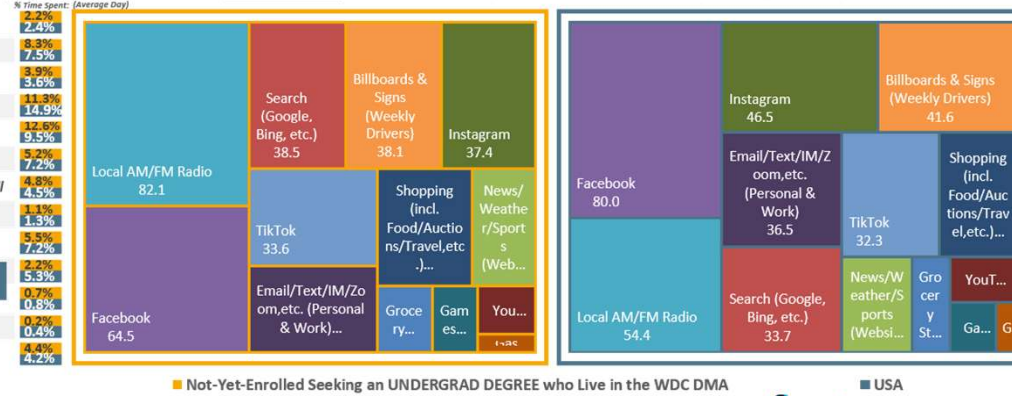
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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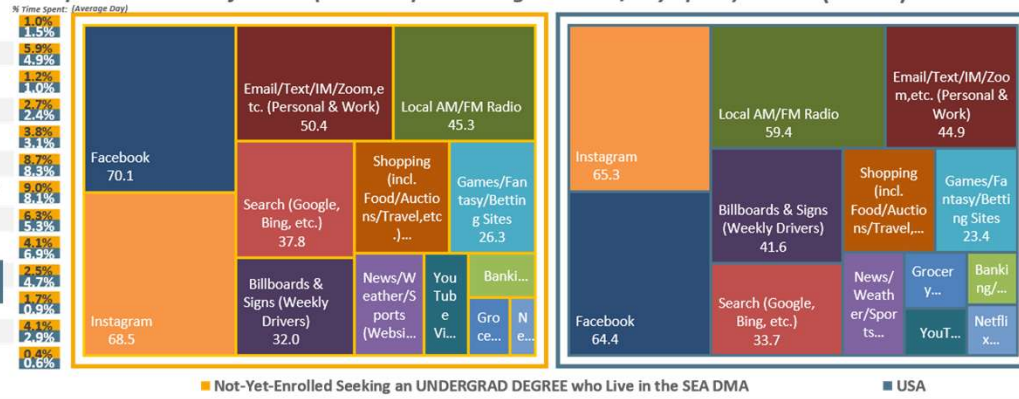
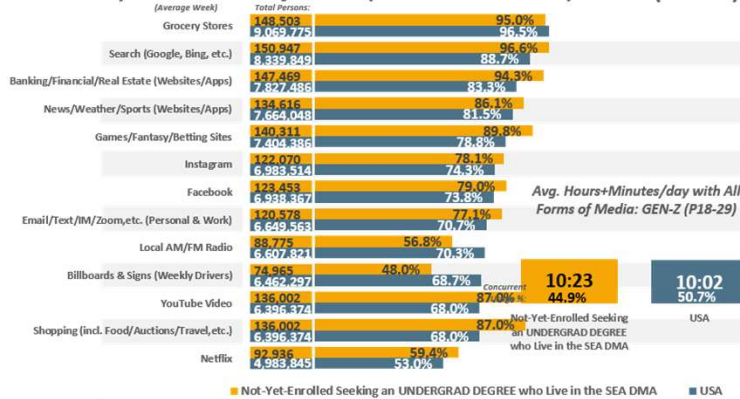




GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA spend an average of 7 hours and 2 minutes each day with All Forms of Ad-Supported Media. 56.5% listen to Local AM/FM Radio for an avg. of 42.8 minutes/day.(Local Radio delivers 5.7% of Time with Ad-Supported Media.)

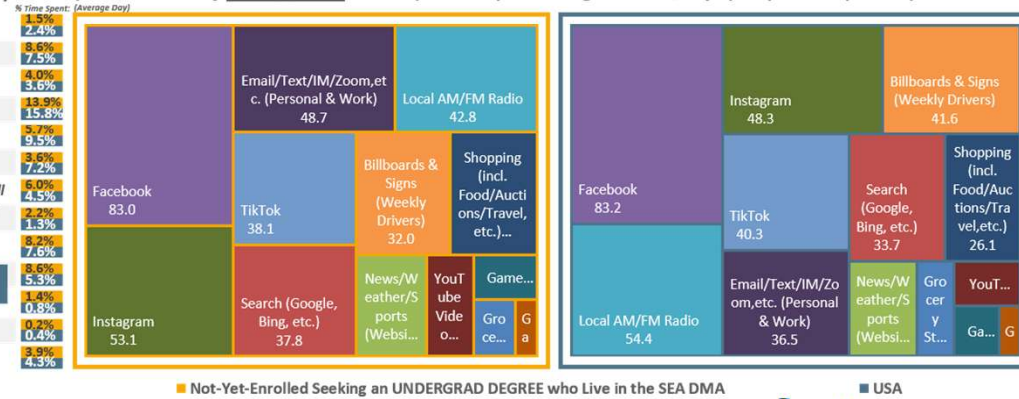
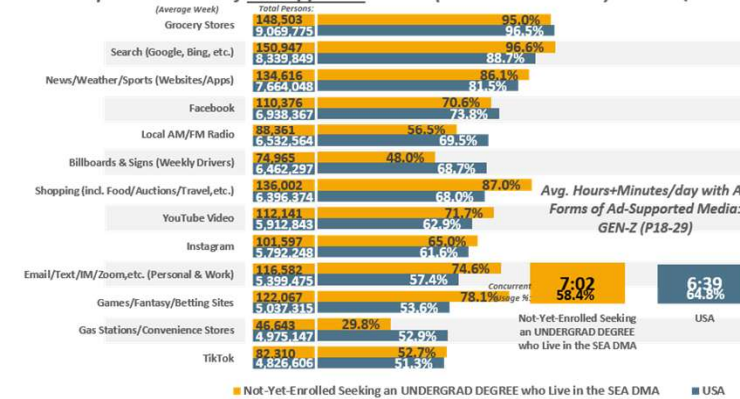
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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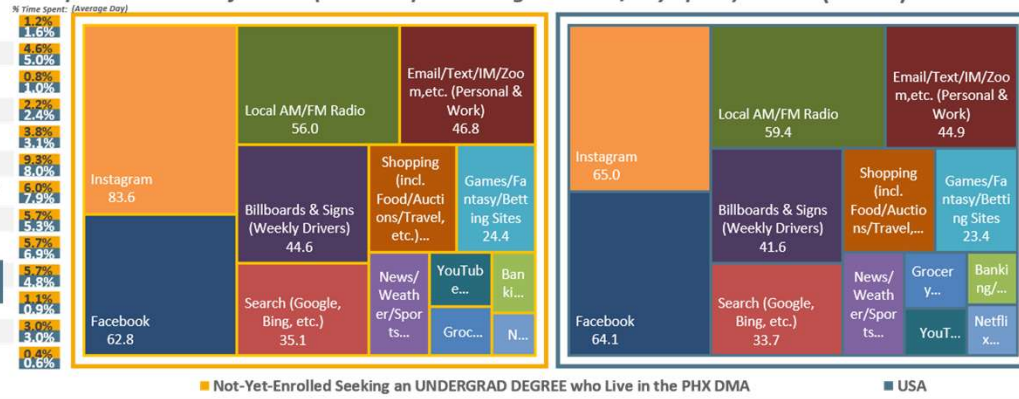
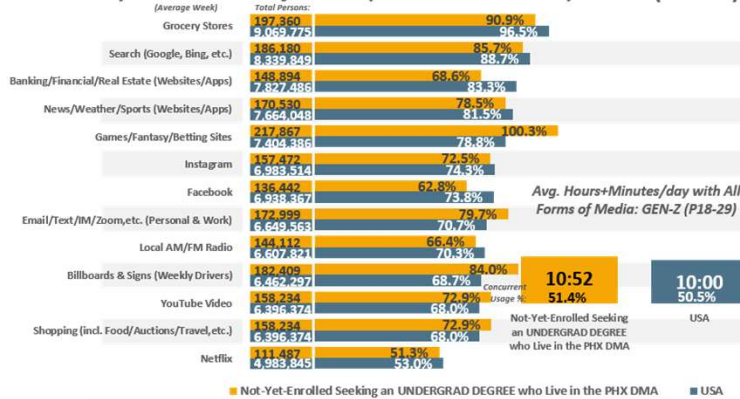
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GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA spend an average of 7 hours and 21 minutes each day with All Forms of Ad-Supported Media. 65.4% listen to Local AM/FM Radio for an avg. of 50.2 minutes/day.(Local Radio delivers 7.4% of Time with Ad-Supported Media.)

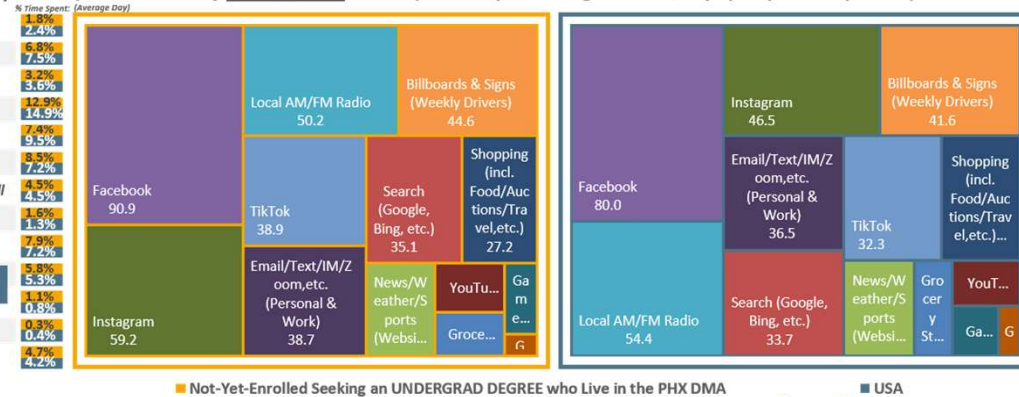
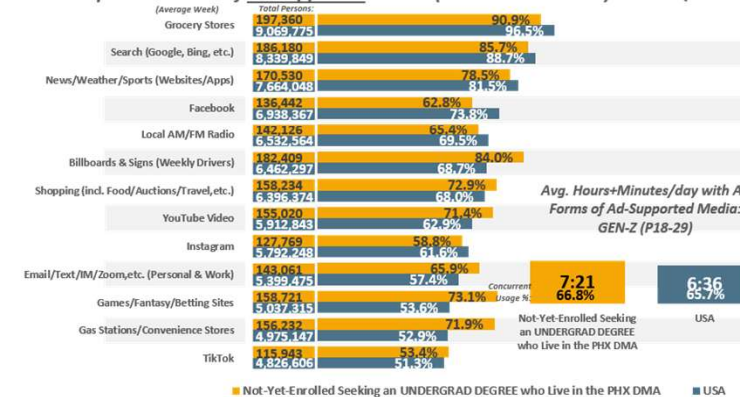
Top-13 All Forms of Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): GEN-Z (P18-29)

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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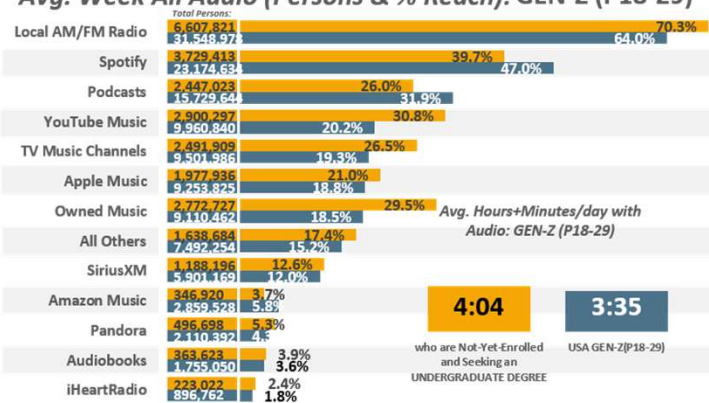
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



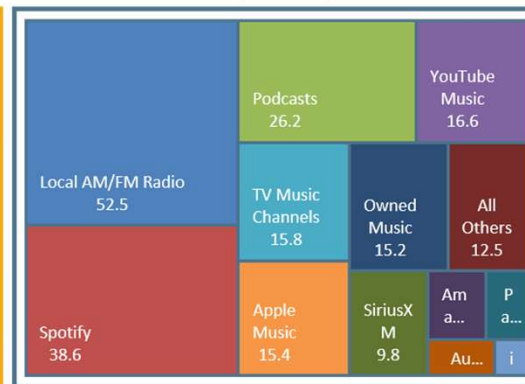
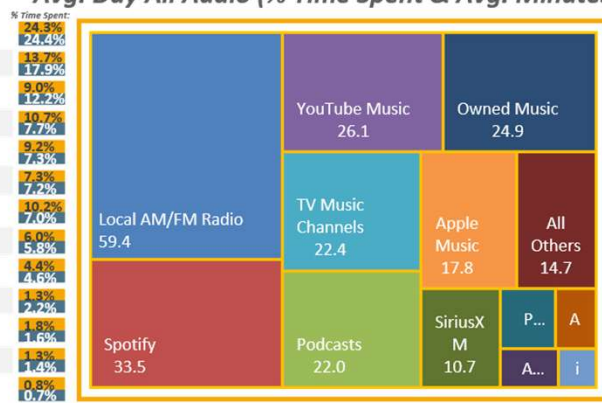


6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.

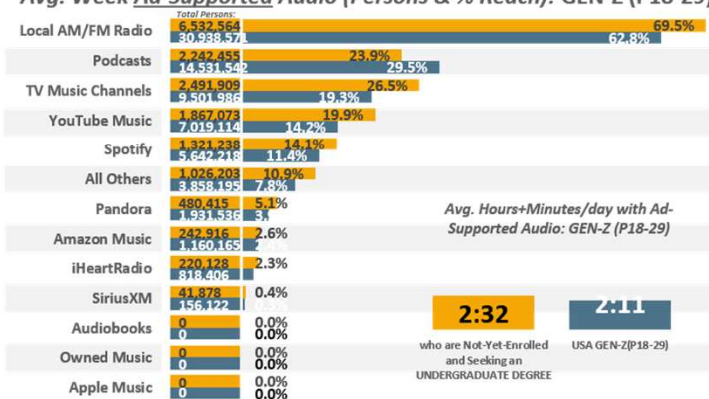
### Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



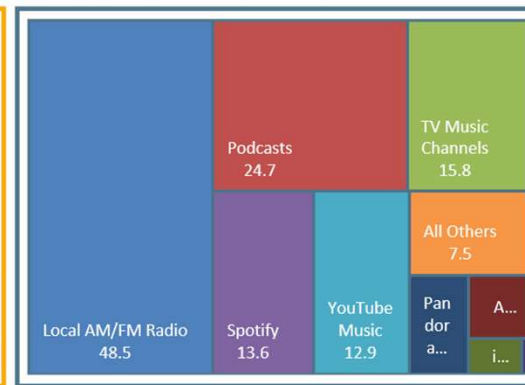
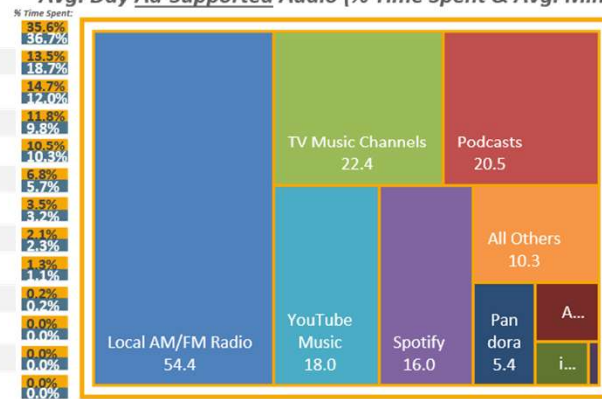
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA GEN-Z(P18-29) USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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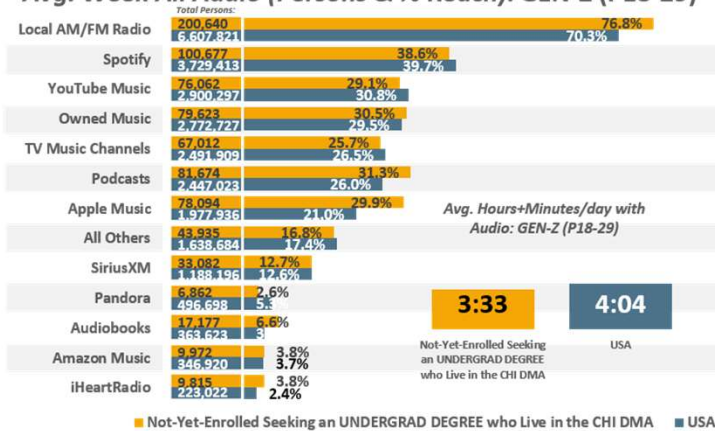
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



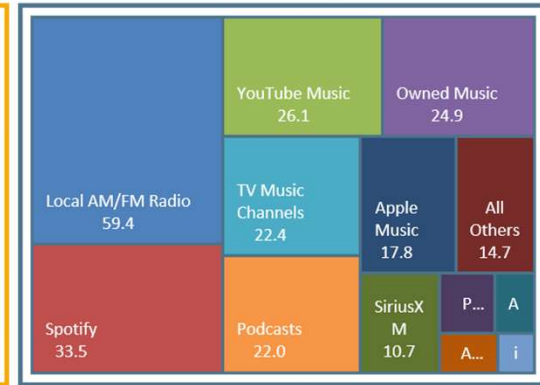
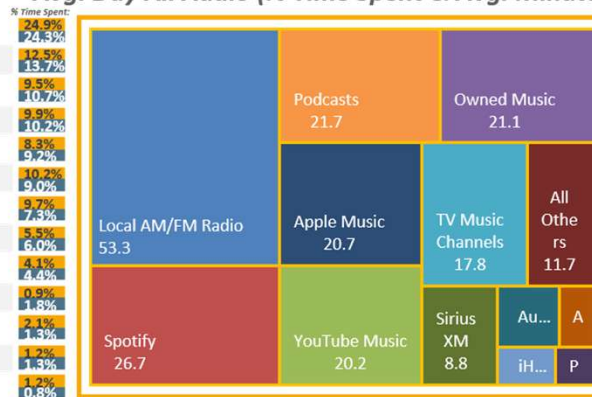


198,222 or 75.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA listen to Ad-Supported Local AM/FM Radio for an average of 50.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.

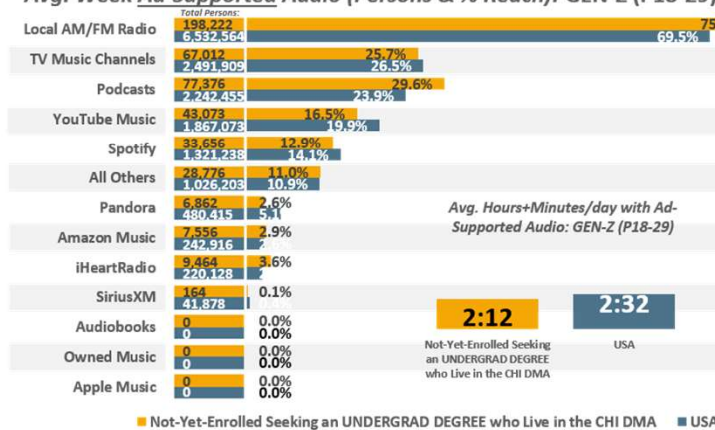
**Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)**



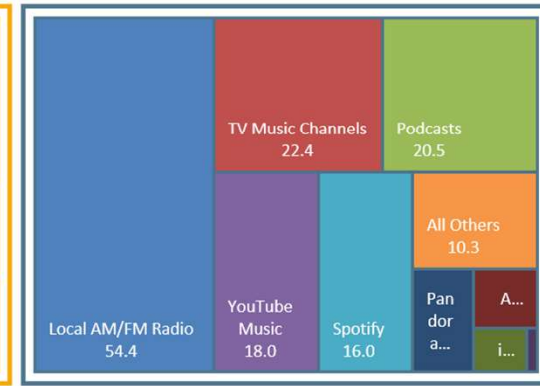
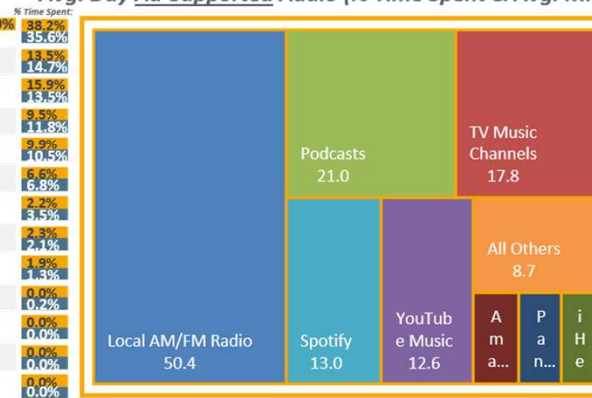
**Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)**



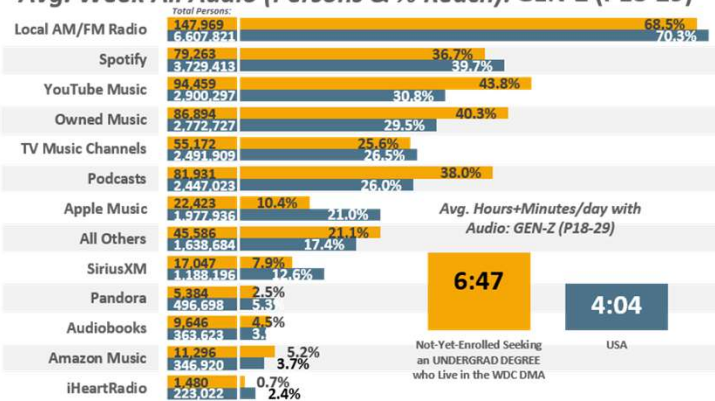
**Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



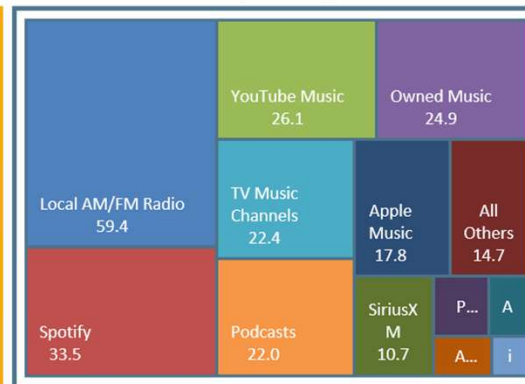
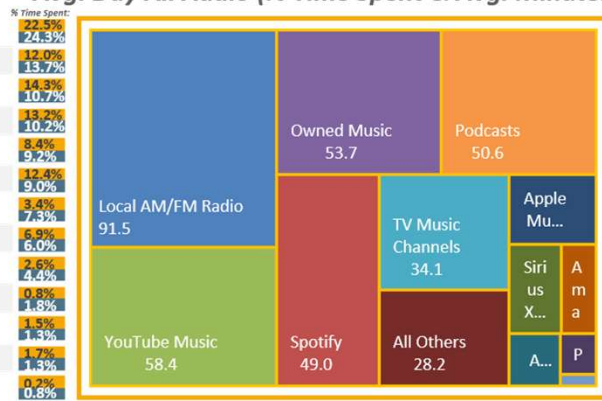


146,730 or 68.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA listen to Ad-Supported Local AM/FM Radio for an average of 82.1 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.

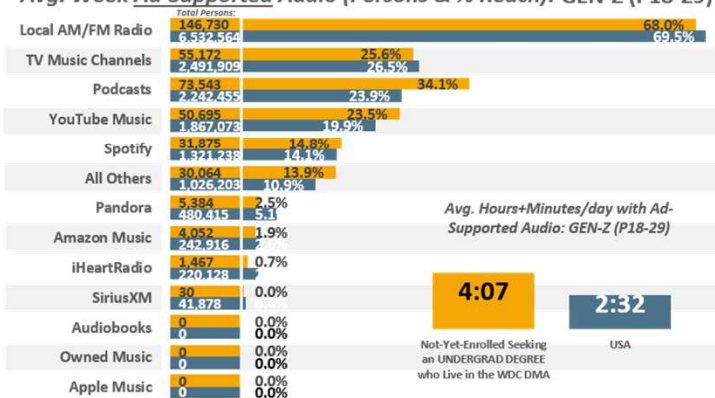
### Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



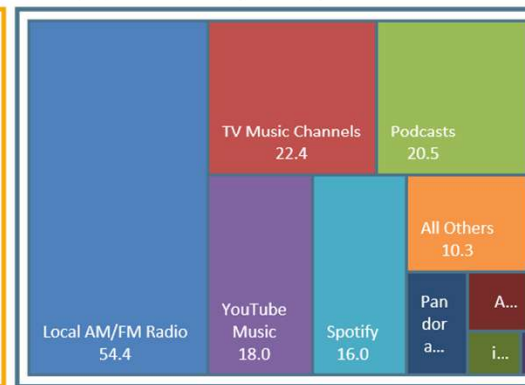
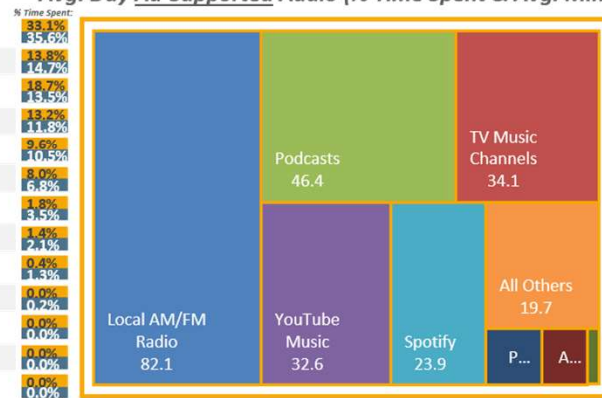
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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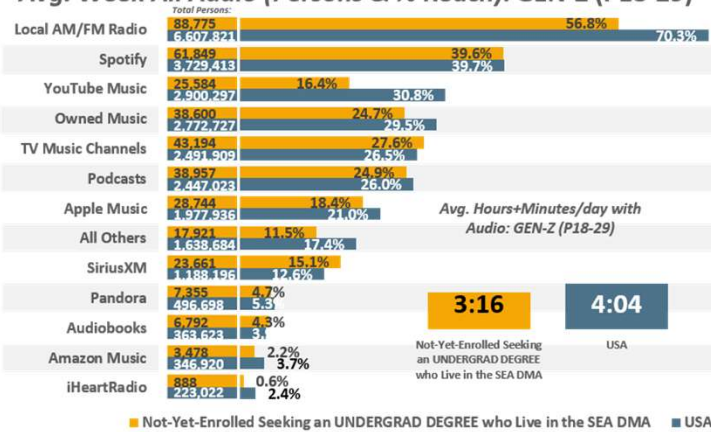
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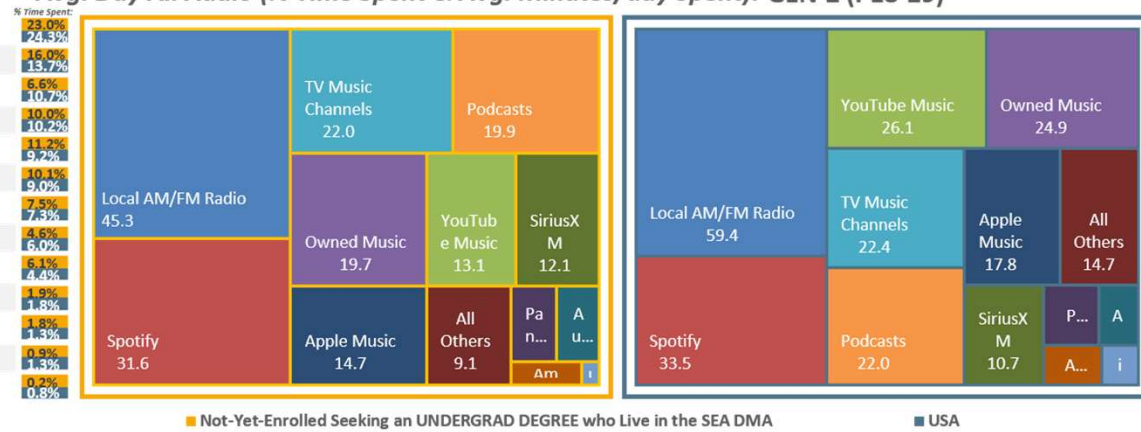


88,361 or 56.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA listen to Ad-Supported Local AM/FM Radio for an average of 42.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.

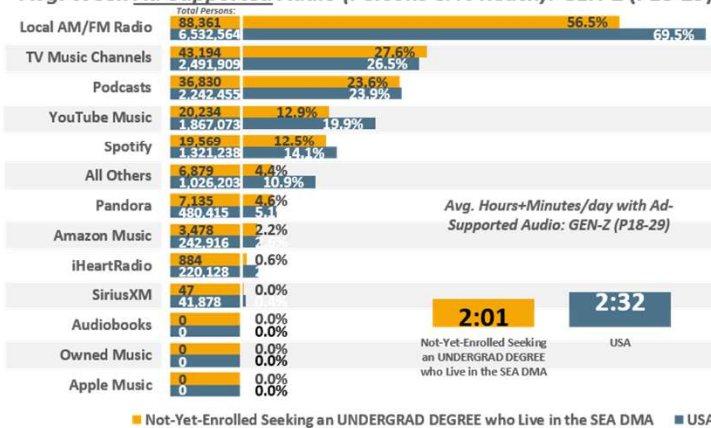
### Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



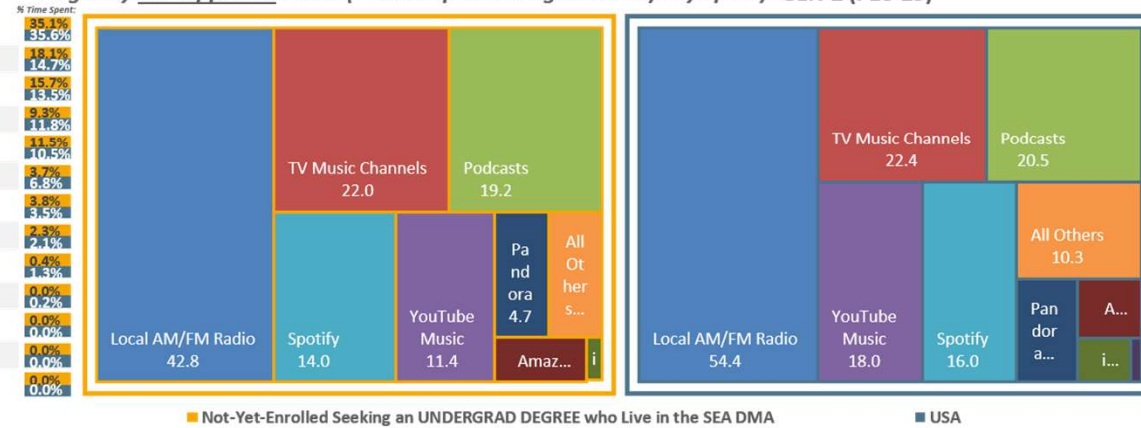
### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)

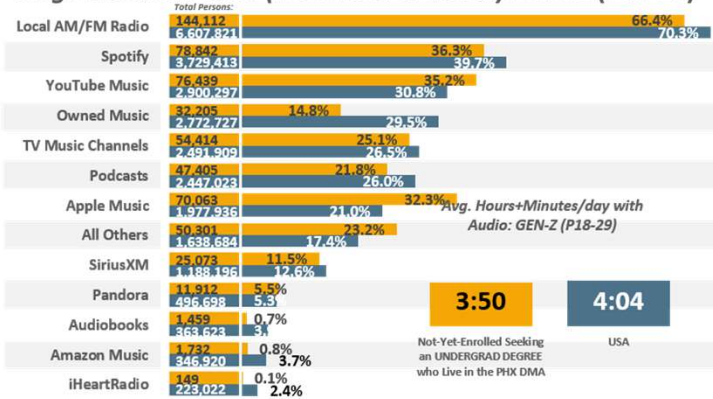




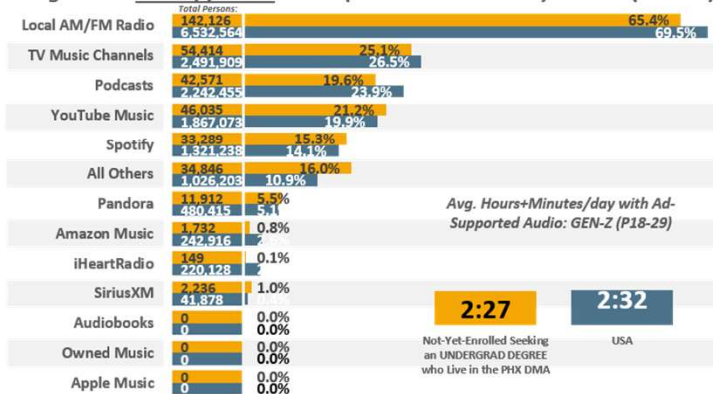


142,126 or 65.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

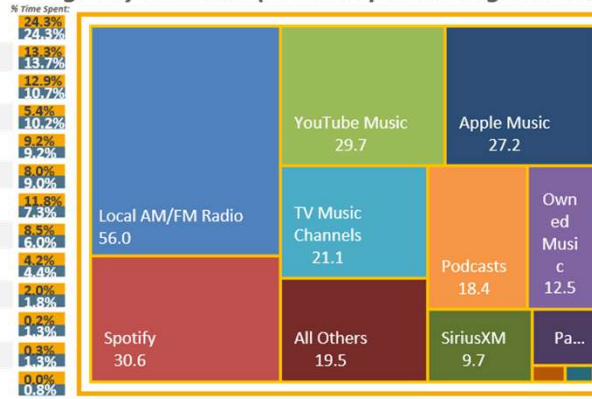
### Avg. Week All Audio (Persons & % Reach): GEN-Z (P18-29)



### Avg. Week Ad-Supported Audio (Persons & % Reach): GEN-Z (P18-29)

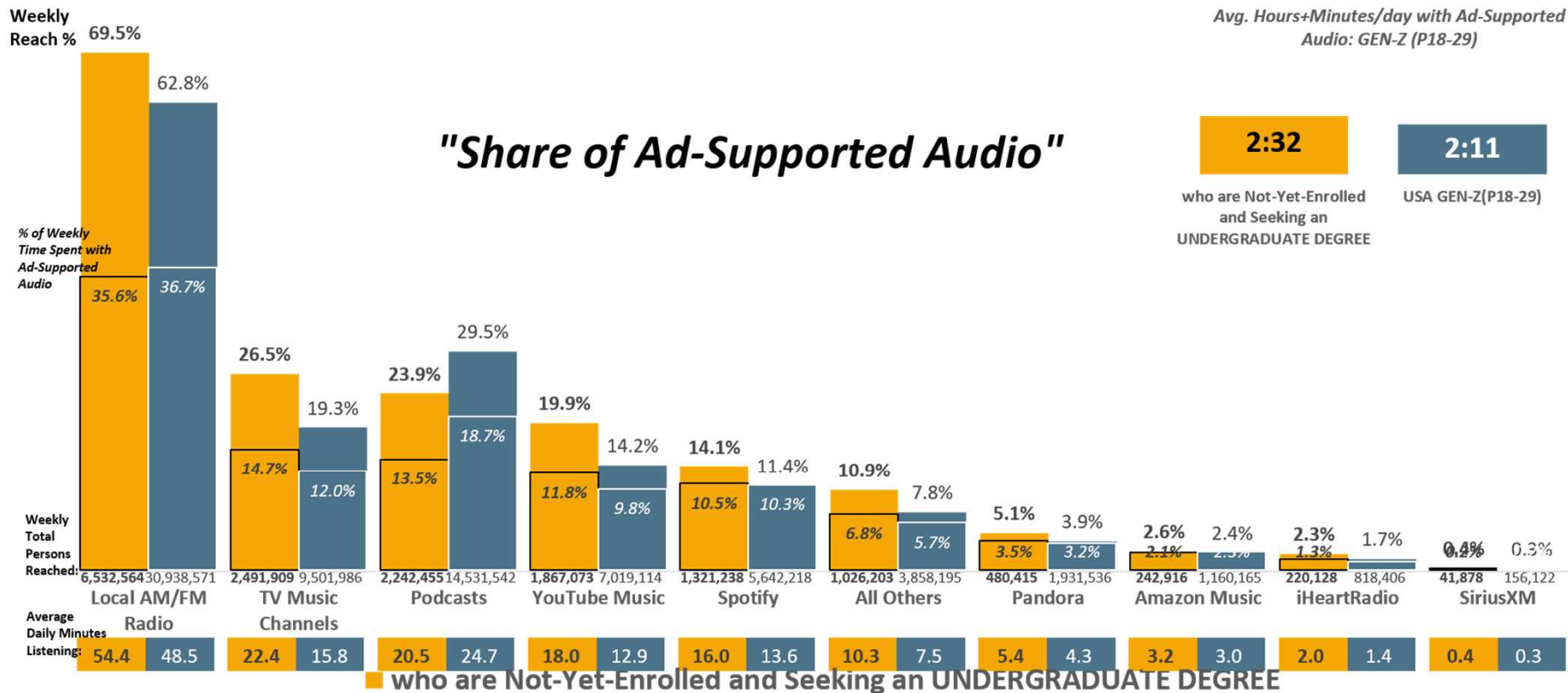


### Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio for an average of 54.4 minutes every day representing 35.6% of all time spent daily with Ad-Supported Audio.



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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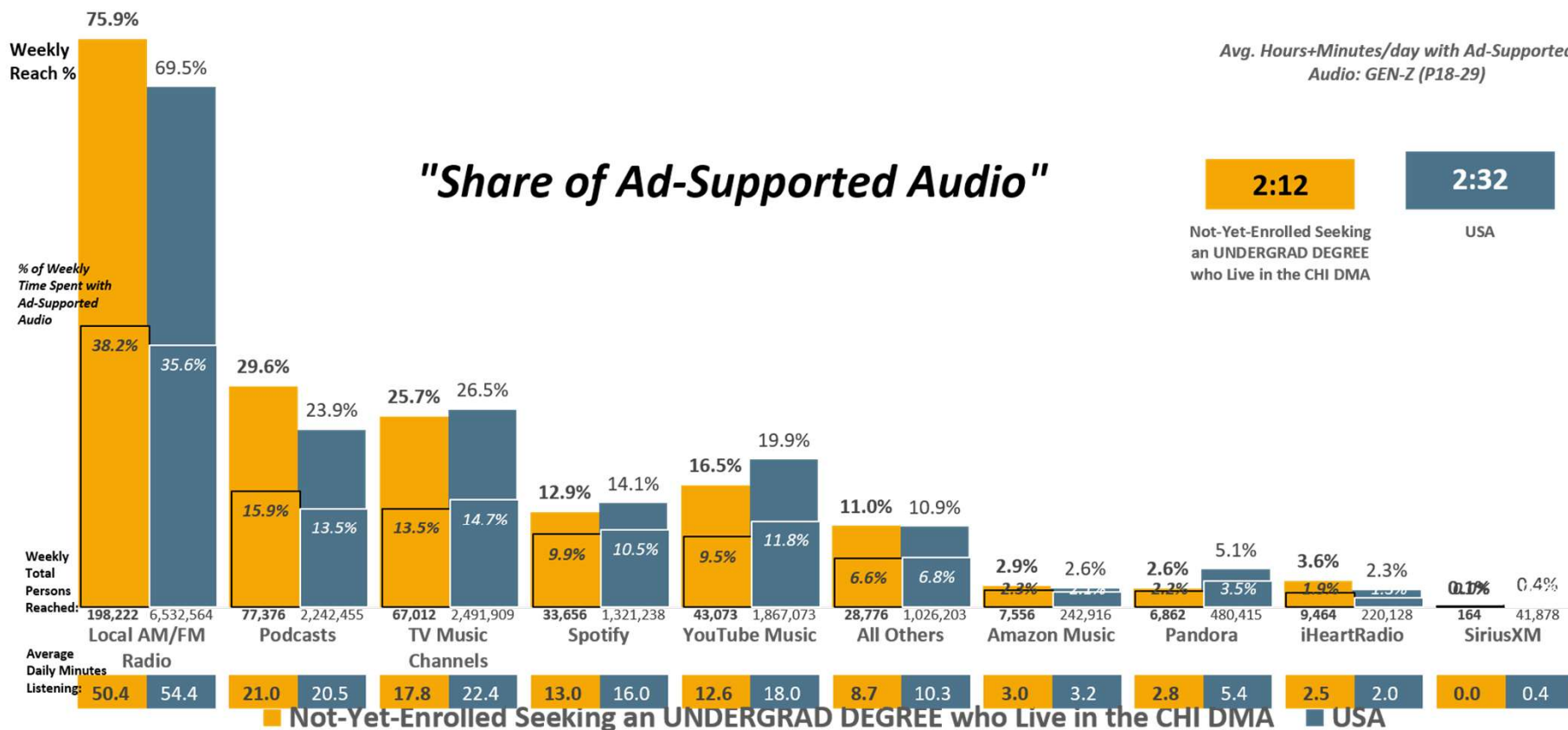
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

**soefa.ai** Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



198,222 or 75.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA listen to Ad-Supported Local AM/FM Radio for an average of 50.4 minutes every day representing 38.2% of all time spent daily with Ad-Supported Audio.



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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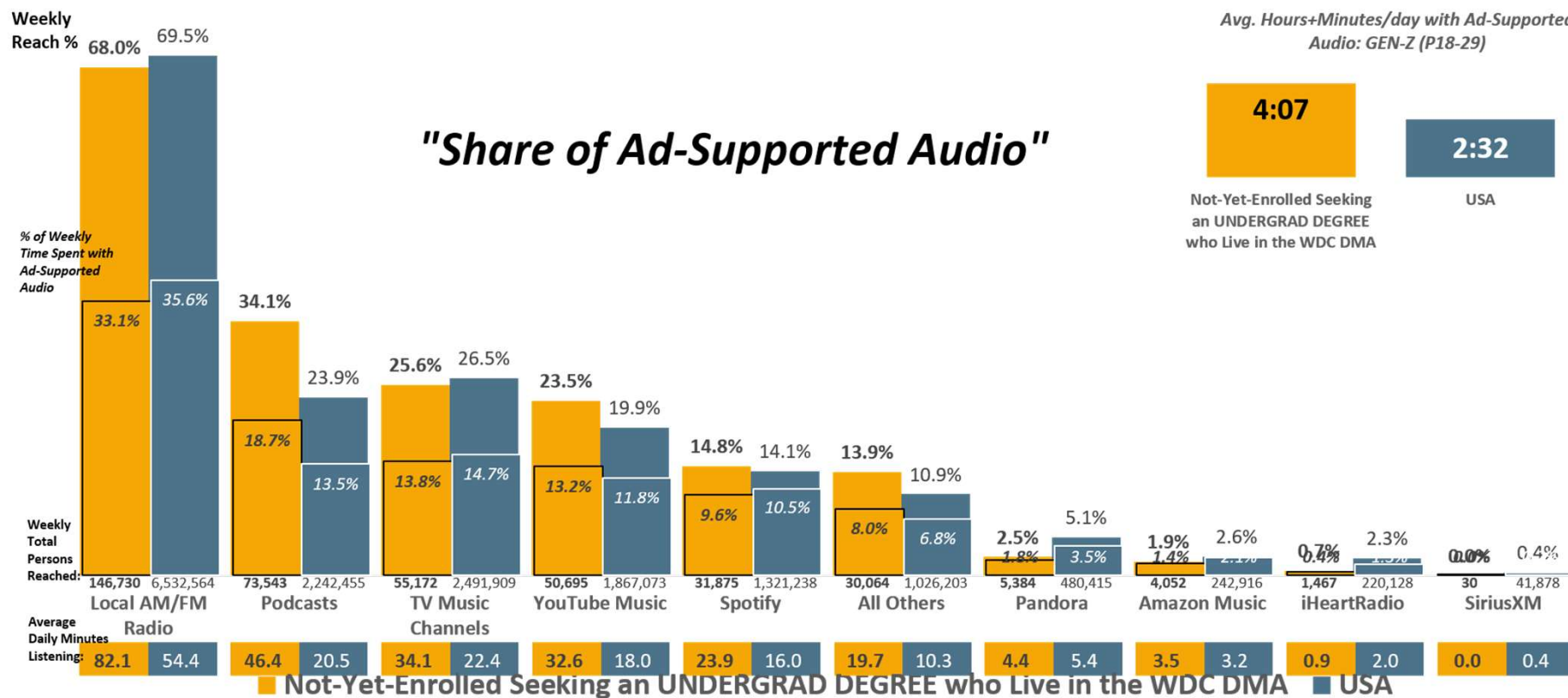
soefa.ai Share of Everything for Anything

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146,730 or 68.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA listen to Ad-Supported Local AM/FM Radio for an average of 82.1 minutes every day representing 33.1% of all time spent daily with Ad-Supported Audio.



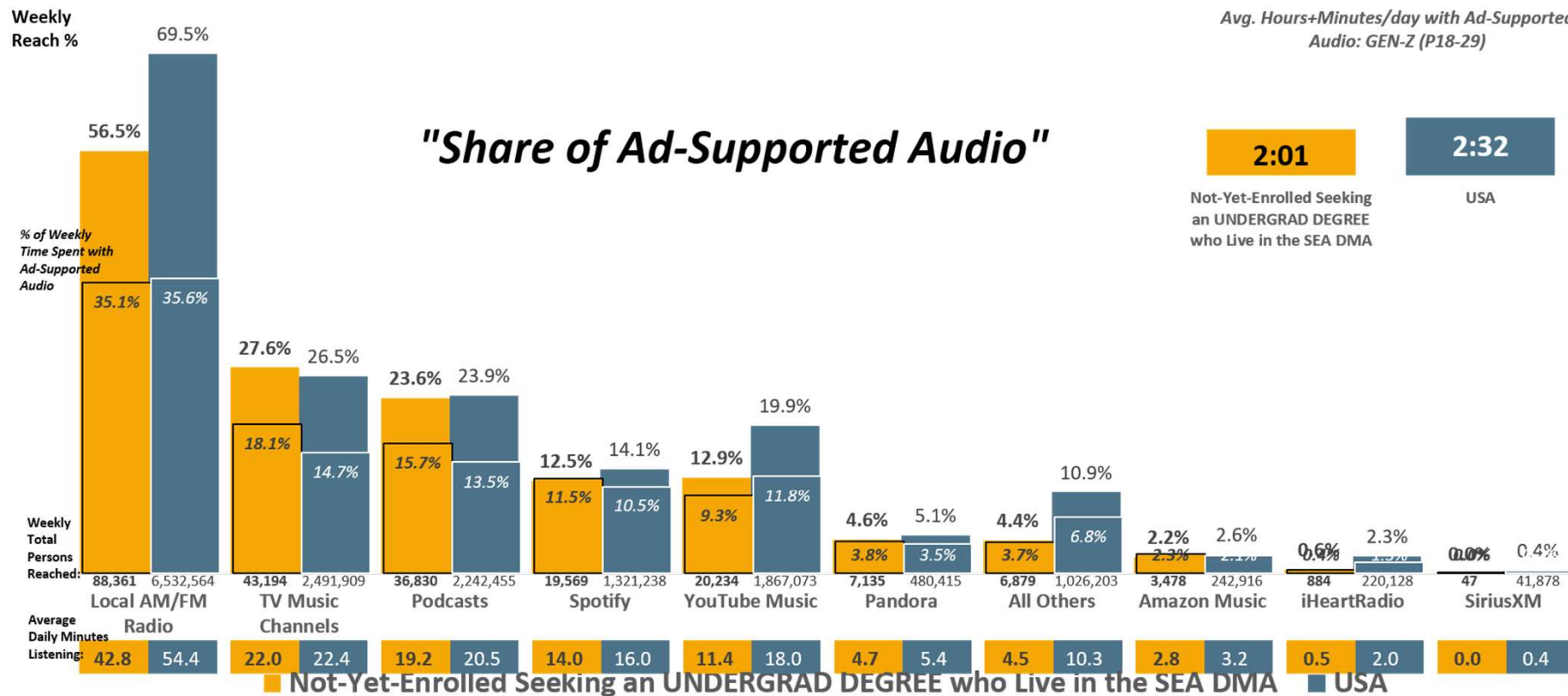
USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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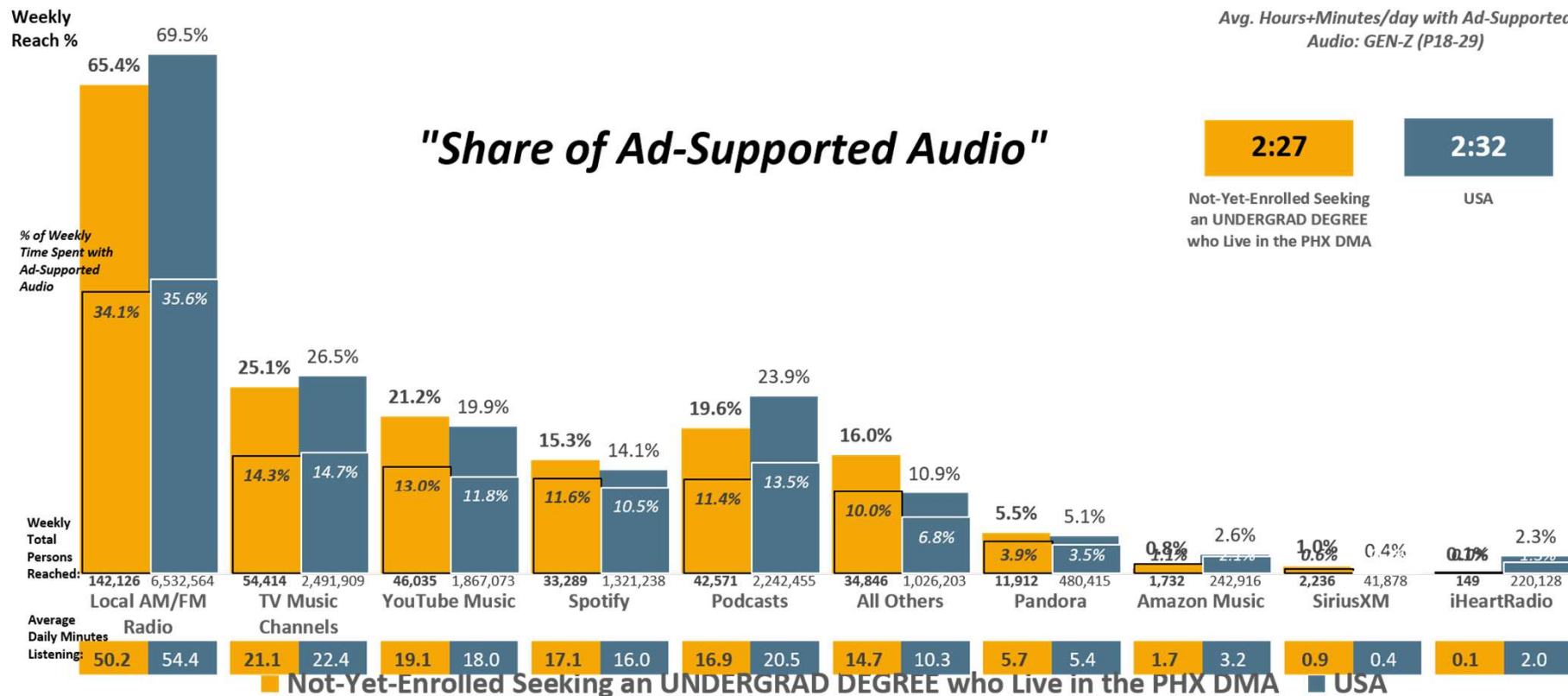


88,361 or 56.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA listen to Ad-Supported Local AM/FM Radio for an average of 42.8 minutes every day representing 35.1% of all time spent daily with Ad-Supported Audio.





142,126 or 65.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA listen to Ad-Supported Local AM/FM Radio for an average of 50.2 minutes every day representing 34.1% of all time spent daily with Ad-Supported Audio.

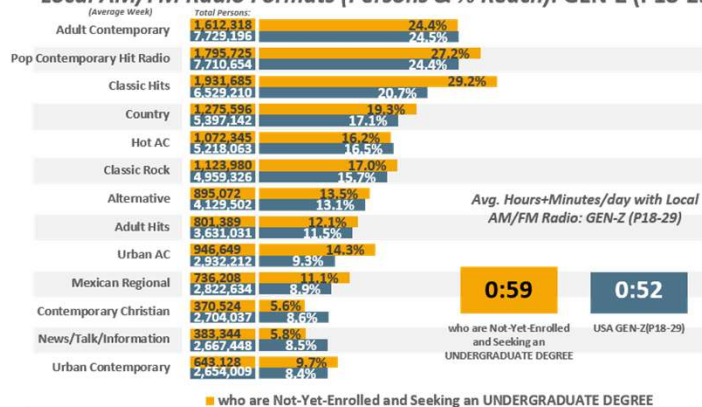




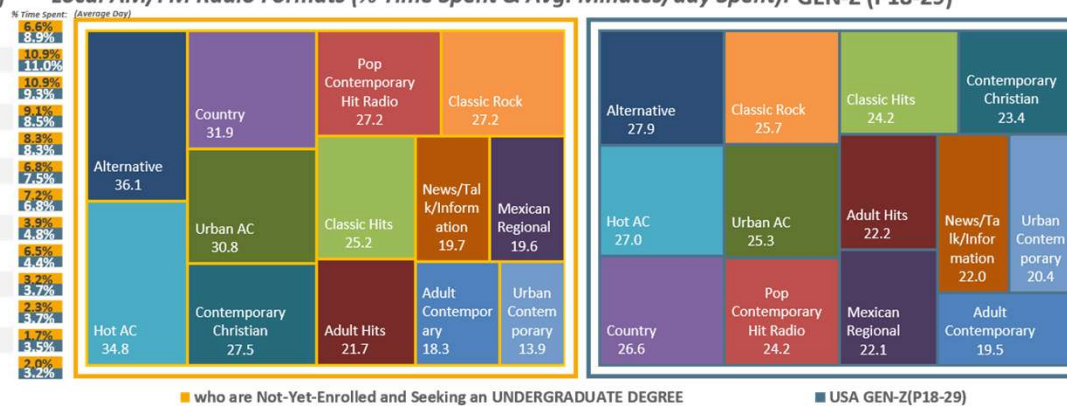


6,532,564 or 69.5% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Adult Contemporary, Country, and Classic Rock.

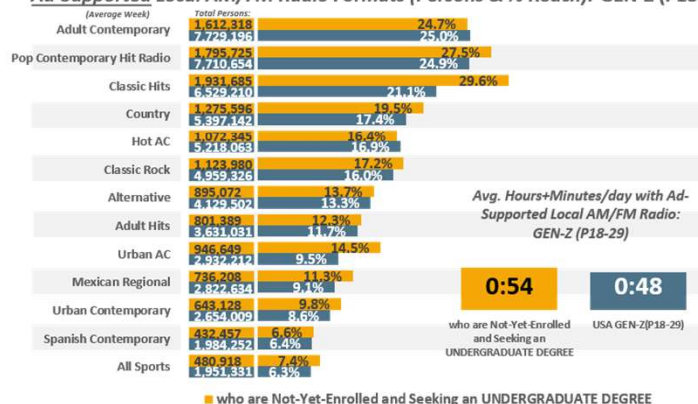
### Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



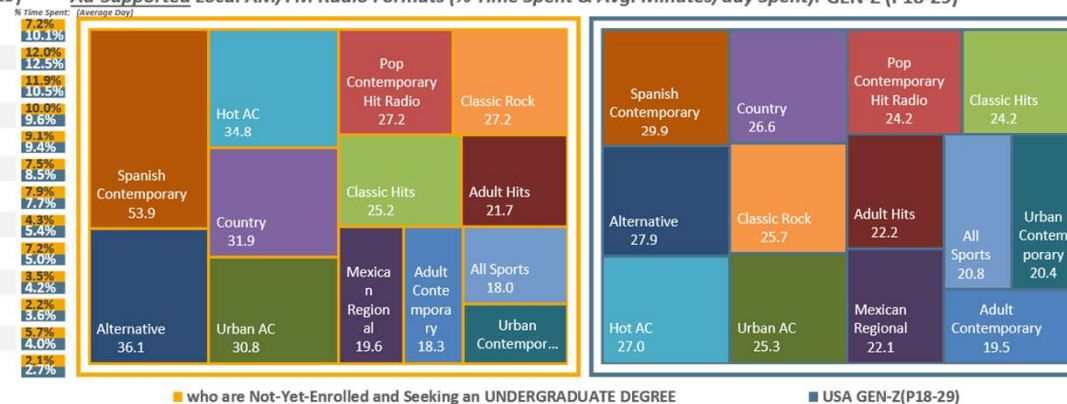
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab S31  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

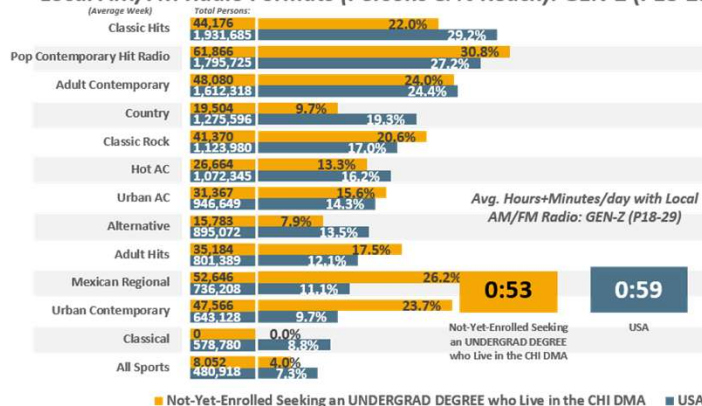
soeifa.ai Share of Everything for Anything

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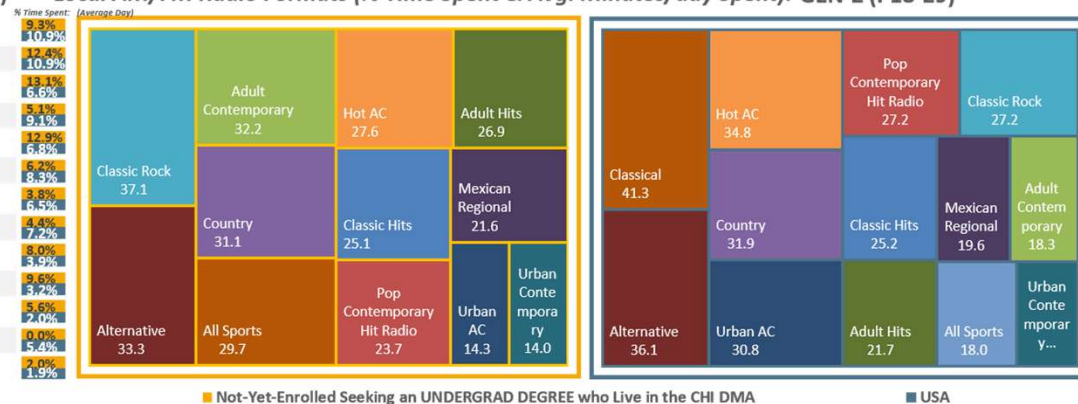


198,222 or 75.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Mexican Regional, Adult Contemporary, Urban Contemporary, a

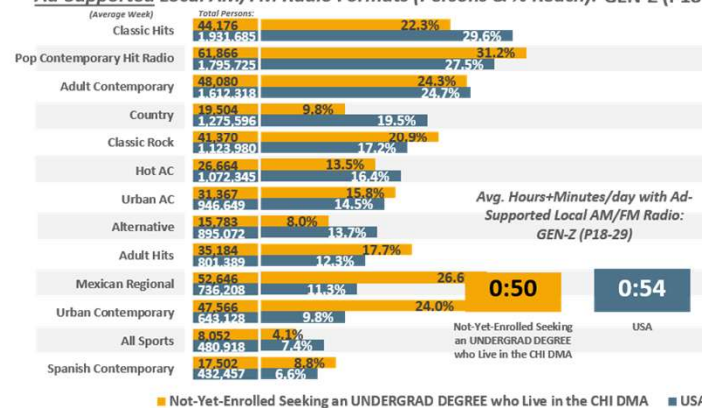
### Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



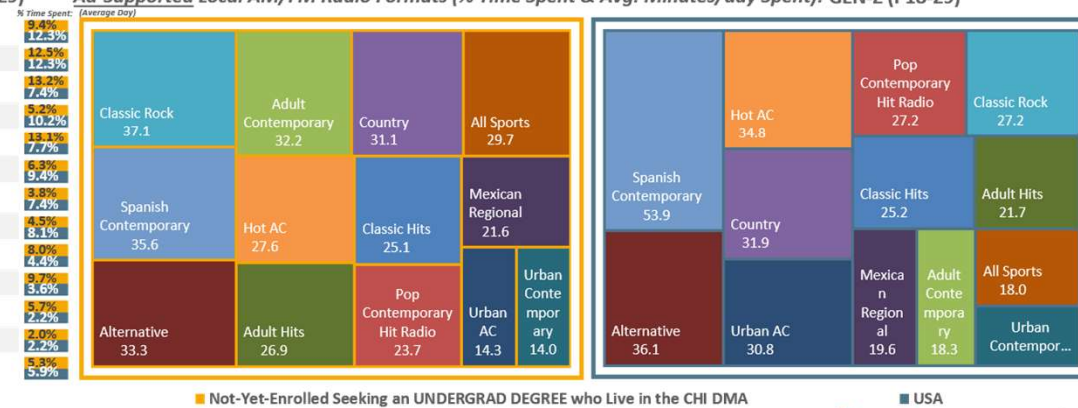
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96  
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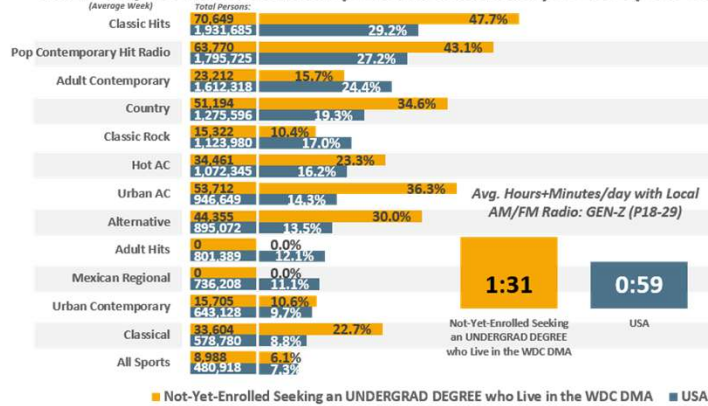
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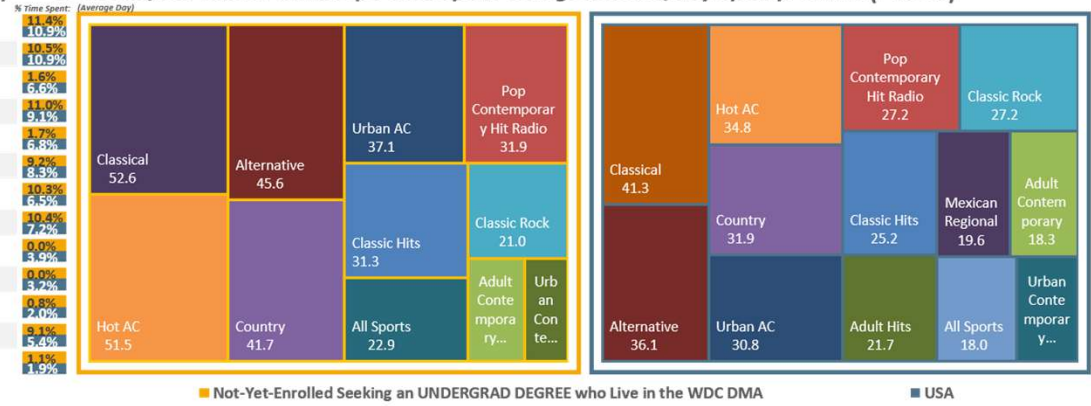


146,730 or 68.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Pop Contemporary Hit Radio, Urban AC, Country, and Alternative.

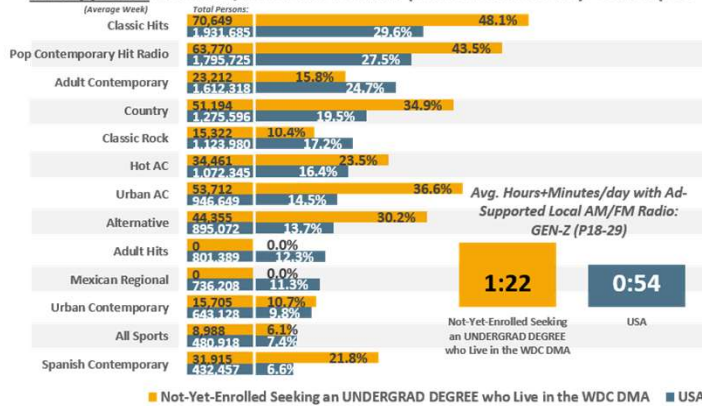
### Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



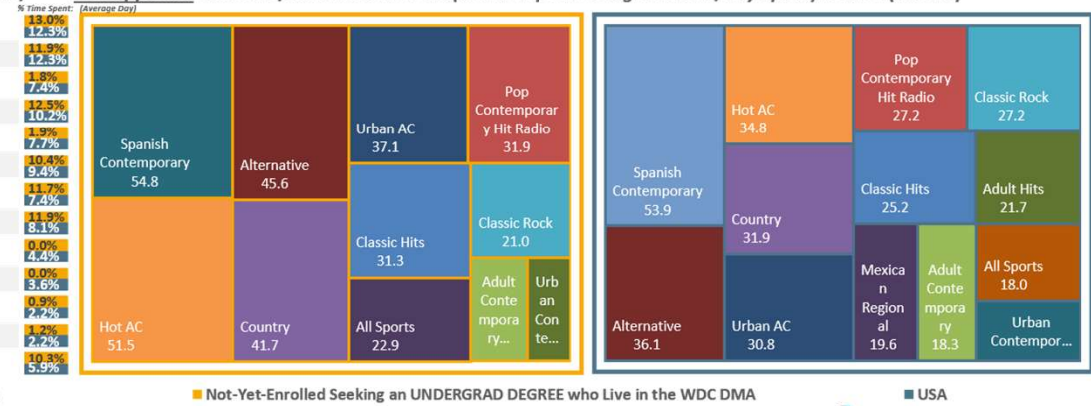
### Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



### Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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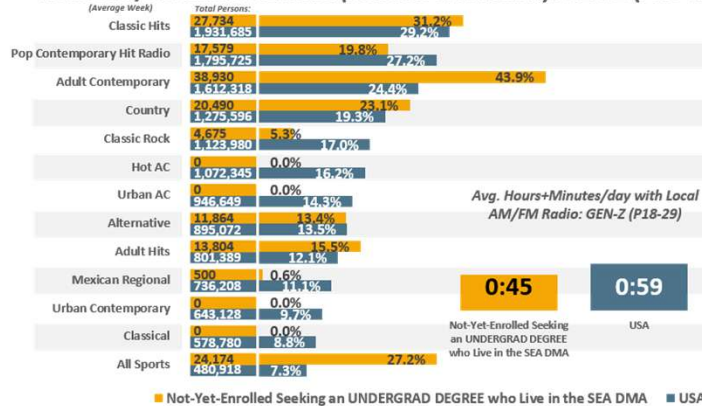
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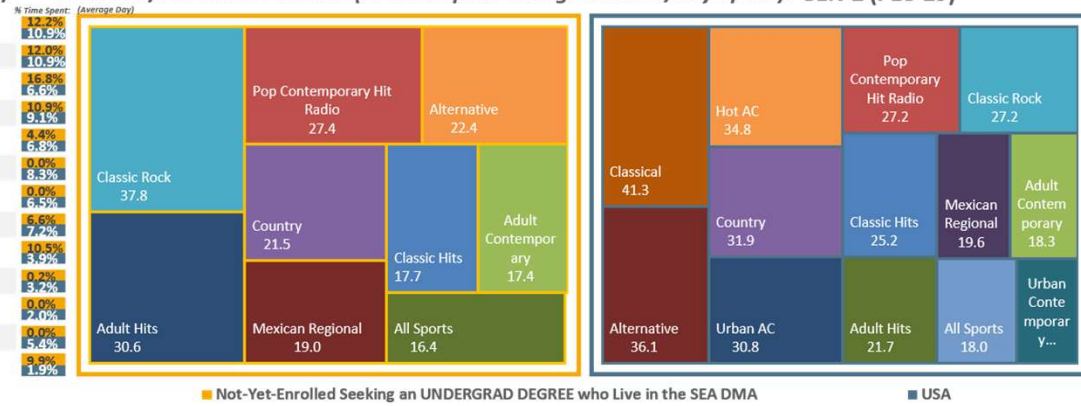


88,361 or 56.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, All Sports, Country, and Pop Contemporary Hit Radio.

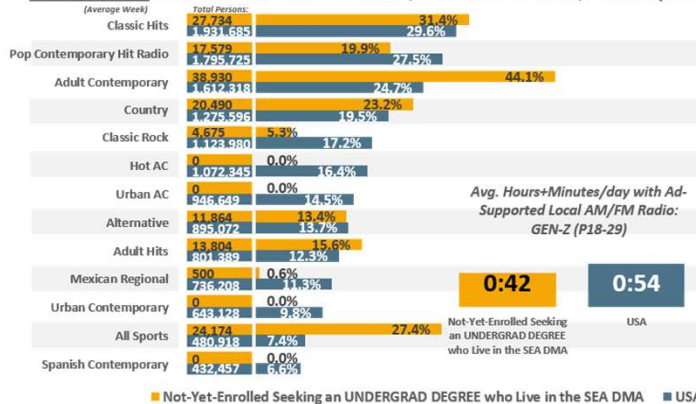
Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



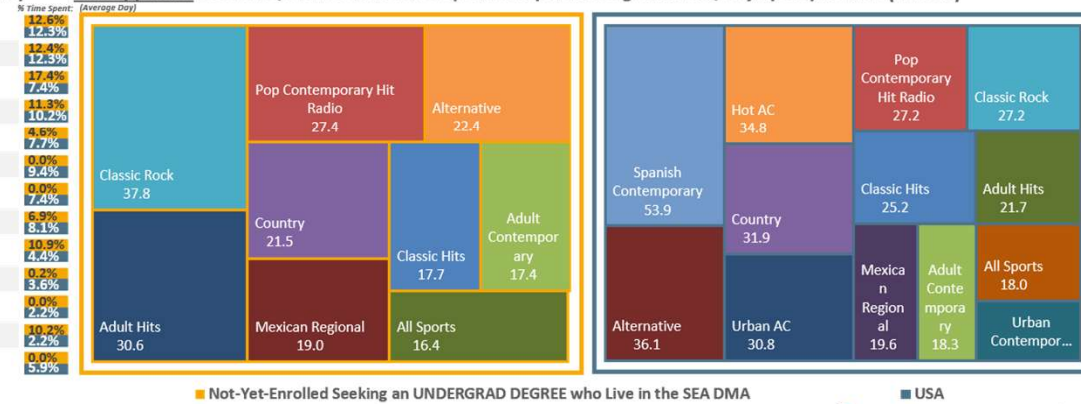
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)



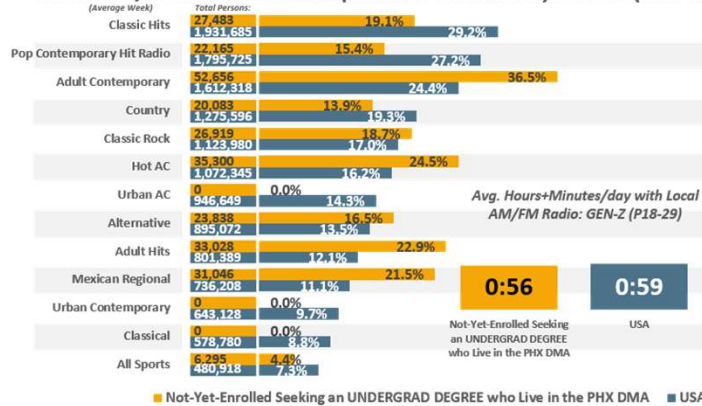
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



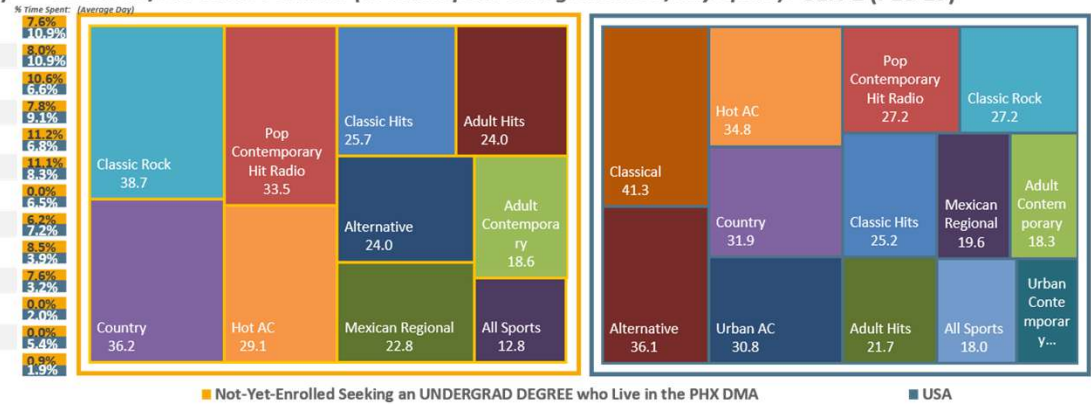


142,126 or 65.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Hot AC, Adult Hits, Mexican Regional, and Classic Hits.

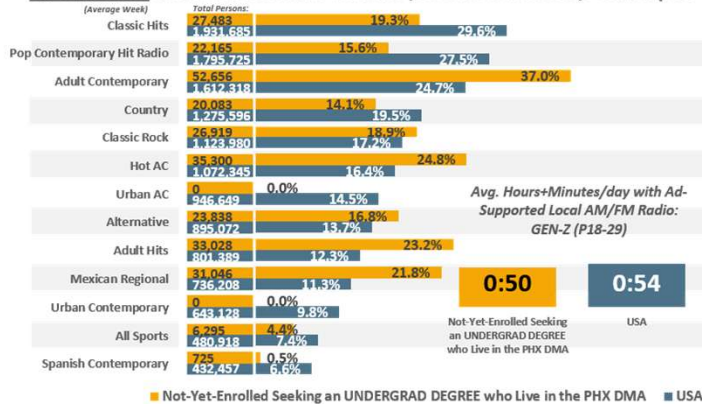
**Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)**



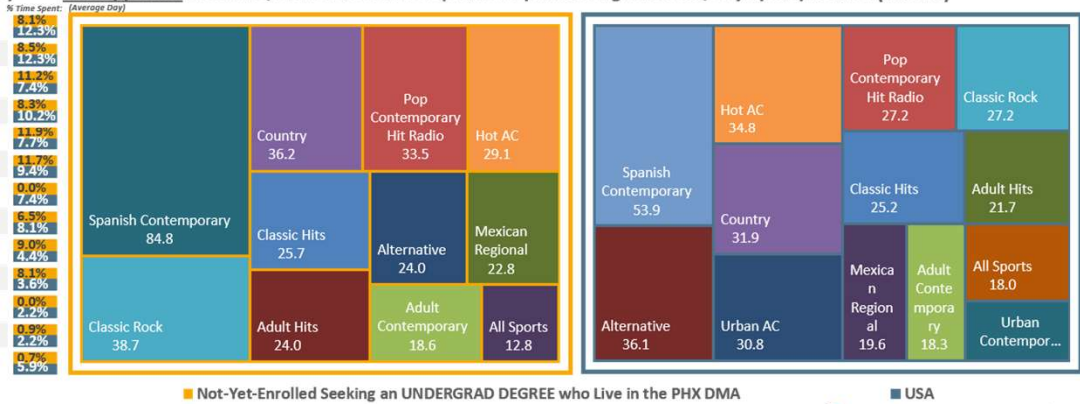
**Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): GEN-Z (P18-29)**



**Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79  
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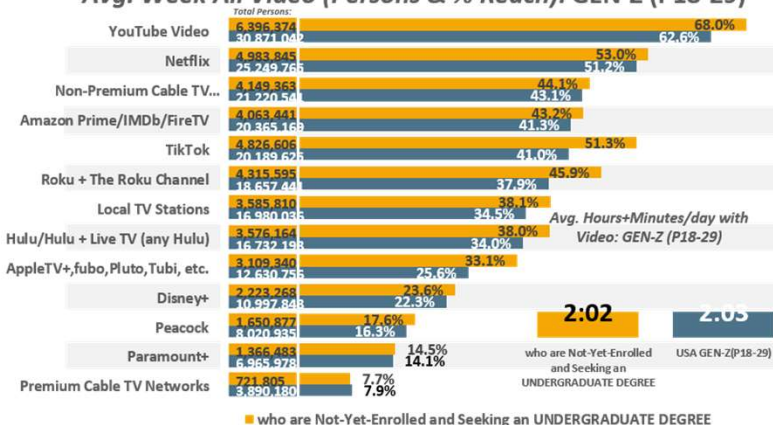
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

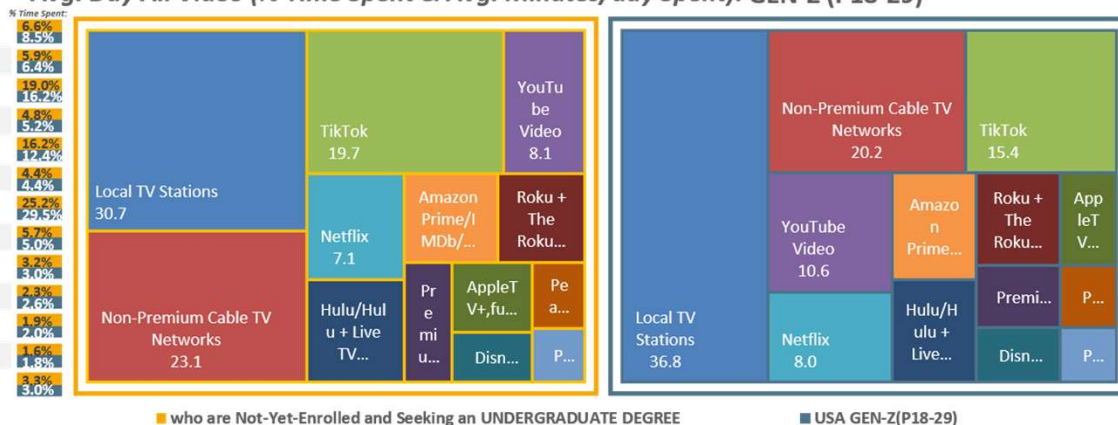


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 28.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

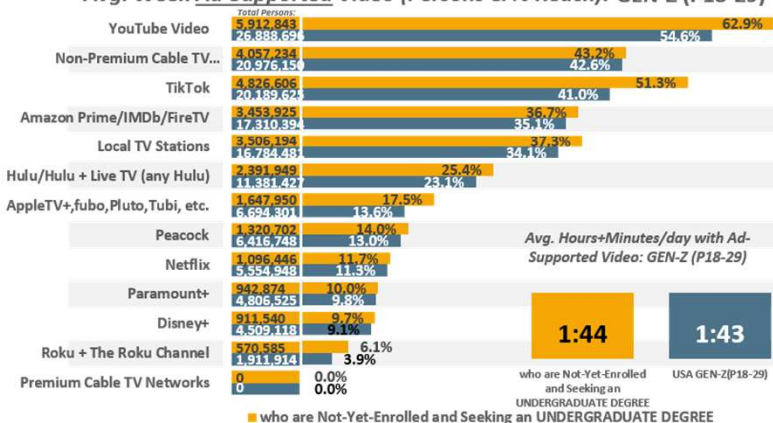
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



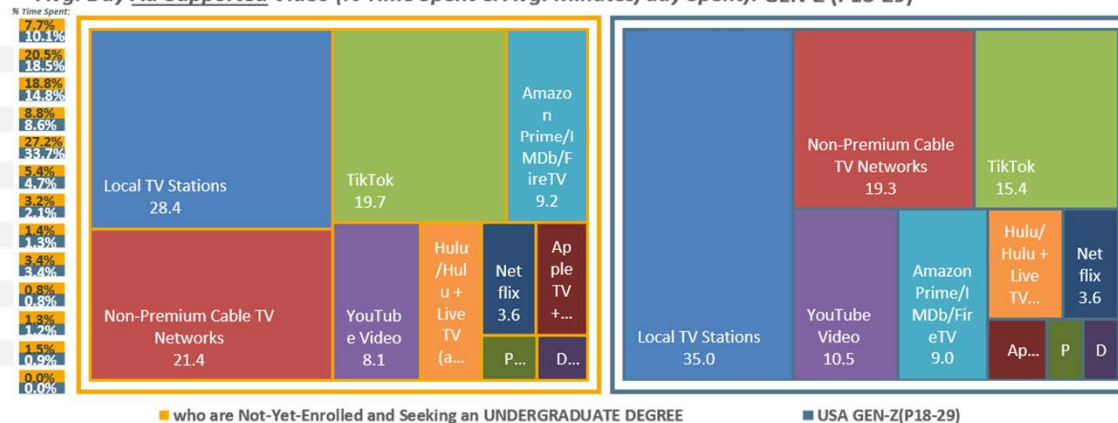
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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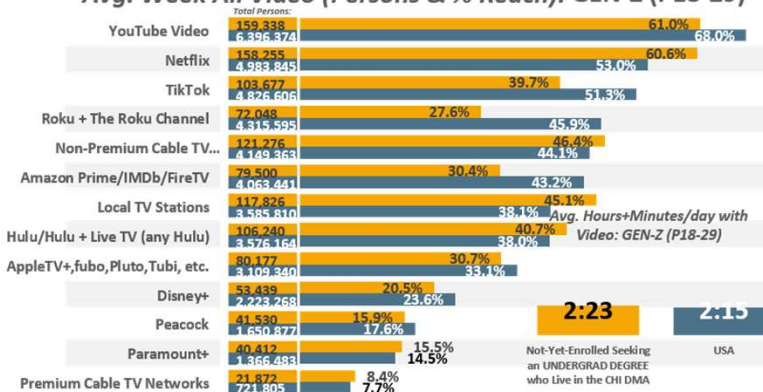
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



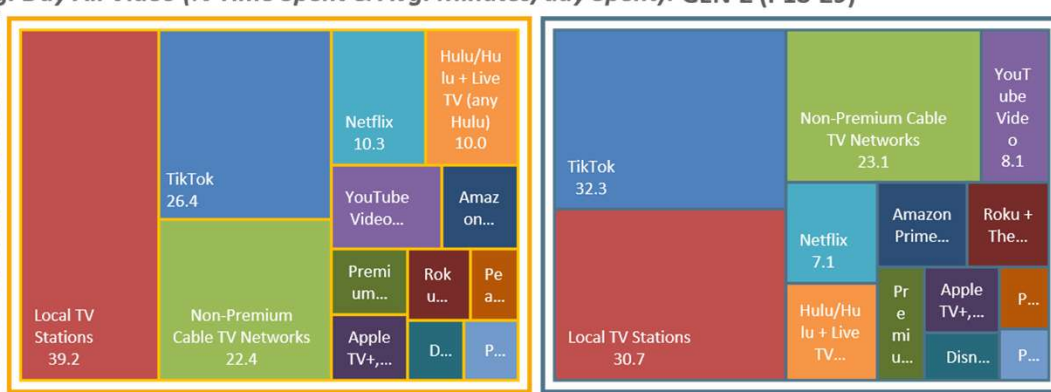


116,547 or 44.6% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA watch Ad-Supported Local TV Stations for an average of 37.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

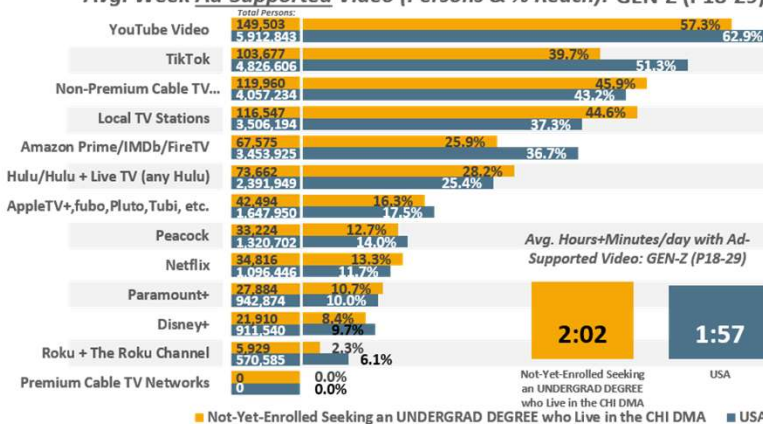
Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)



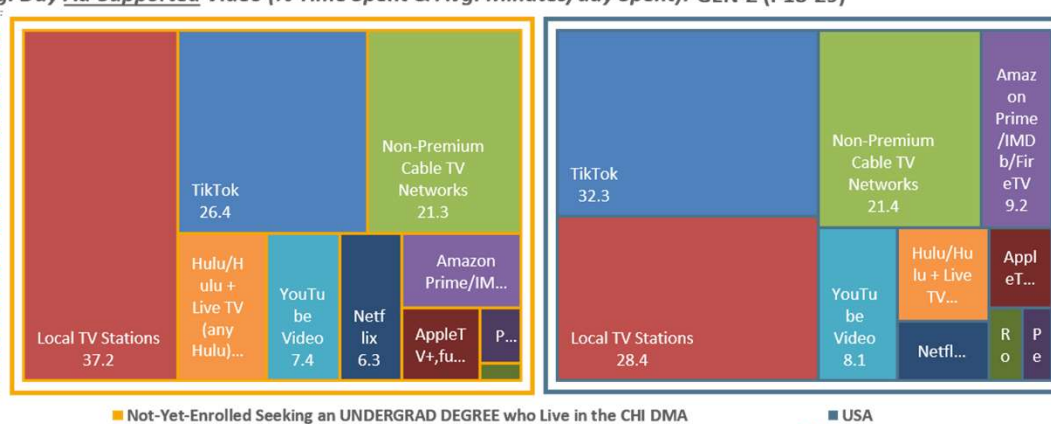
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96  
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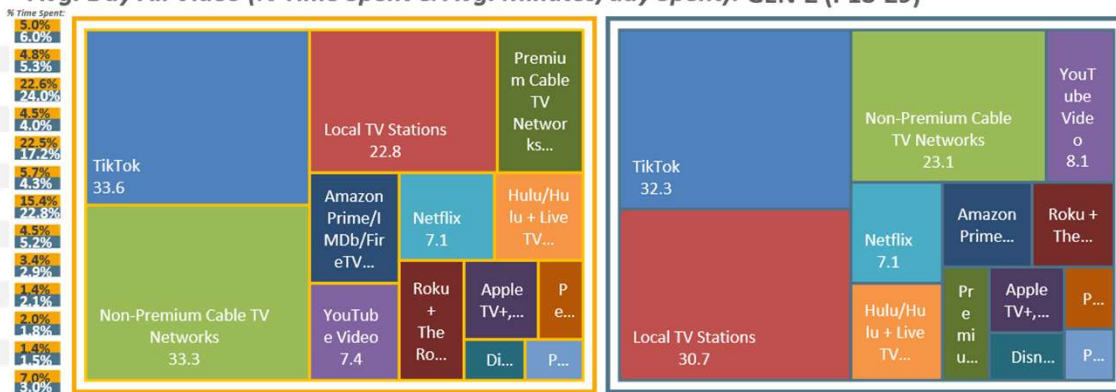
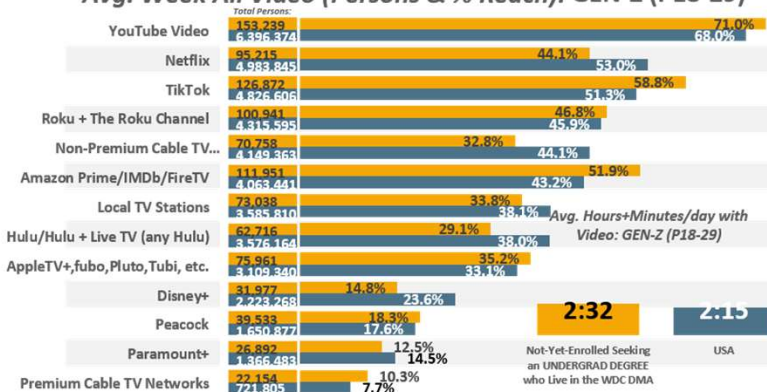
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



71,520 or 33.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA watch Ad-Supported Local TV Stations for an average of 21.4 minutes every day representing 16.1% of all time spent daily with Ad-Supported Video.

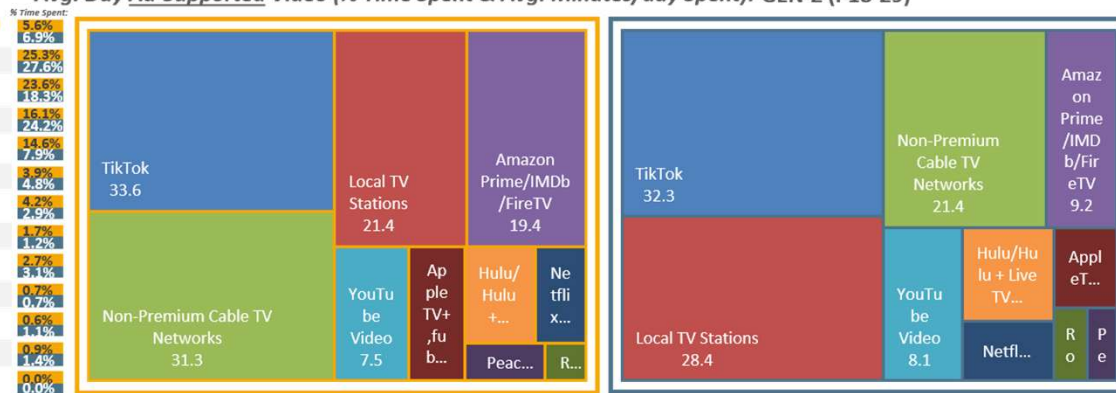
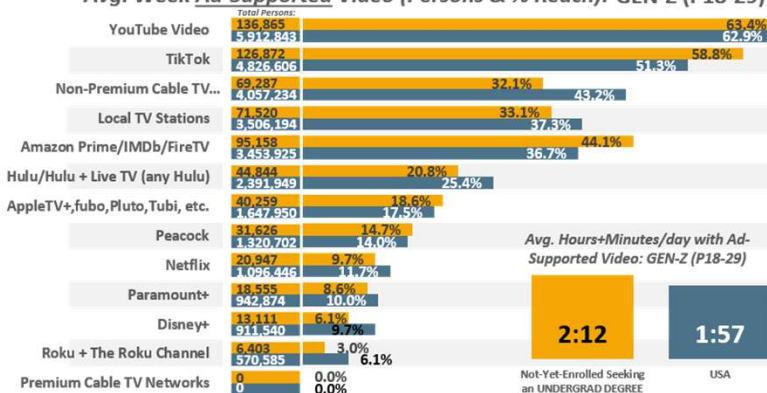
### Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

### Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)

### Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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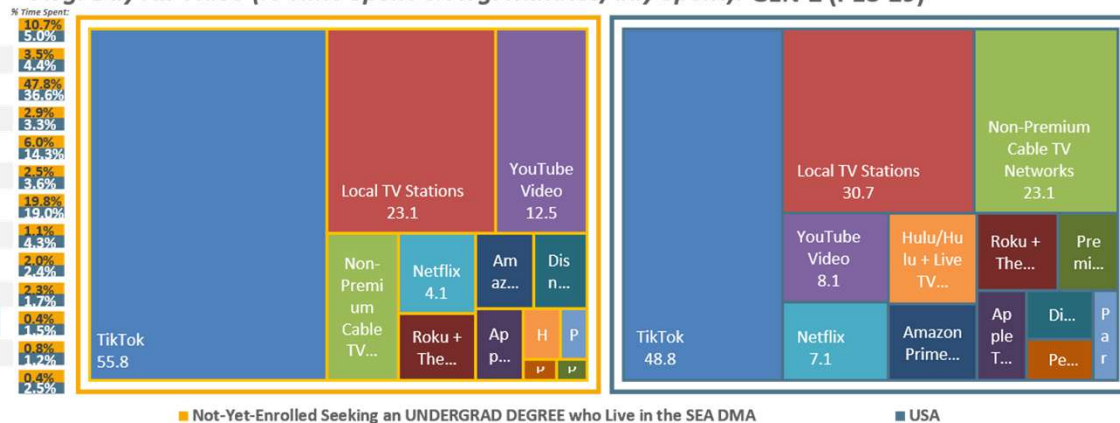
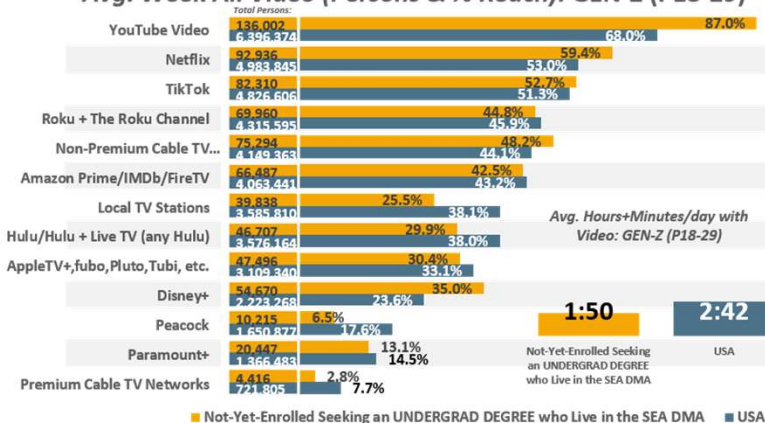




39,689 or 25.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA watch Ad-Supported Local TV Stations for an average of 21.2 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

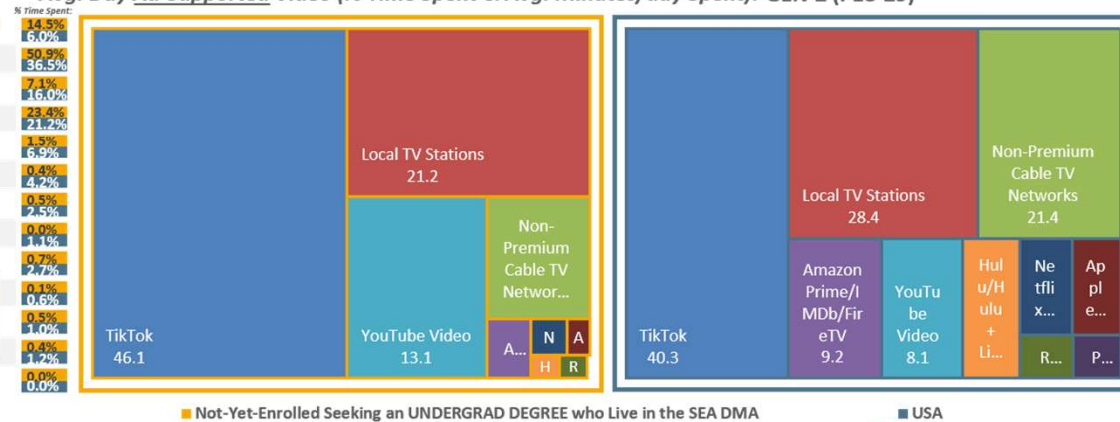
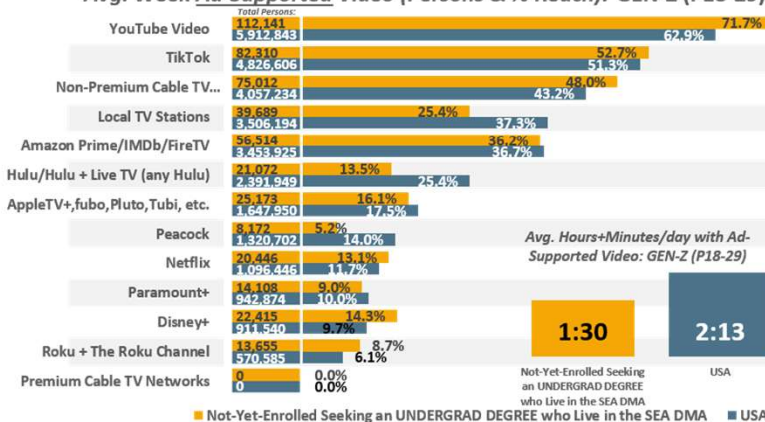
**Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)**

**Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)**

**Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65  
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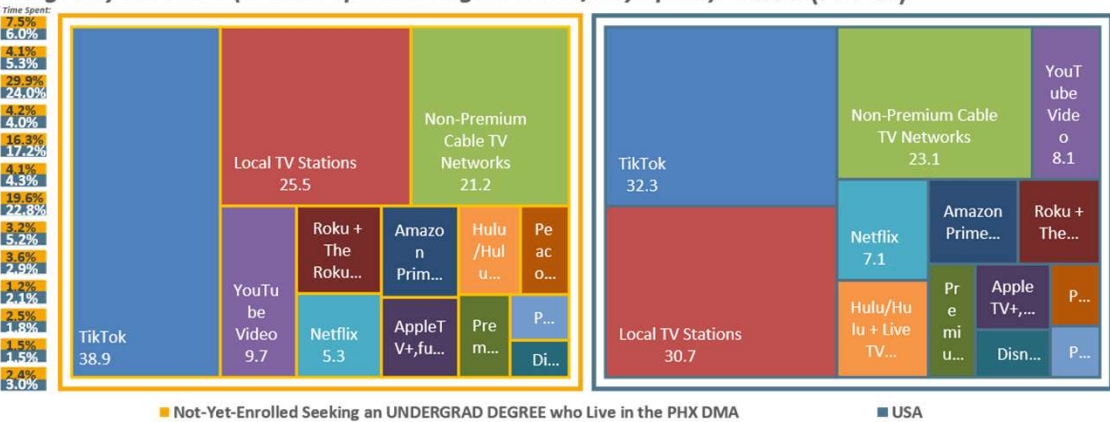
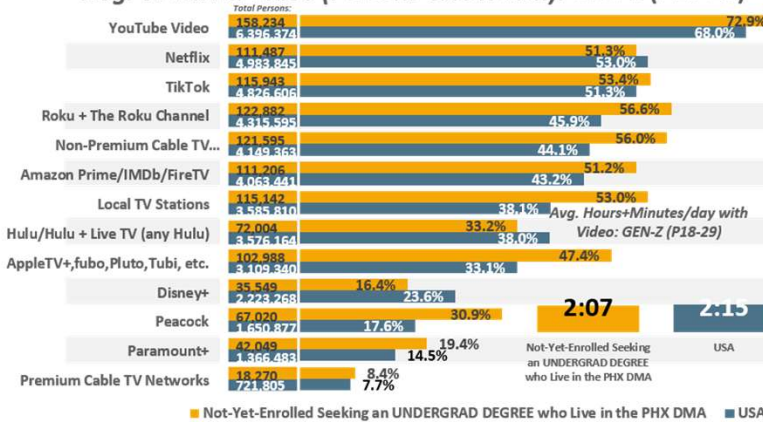




107,491 or 49.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA watch Ad-Supported Local TV Stations for an average of 22.4 minutes every day representing 19.8% of all time spent daily with Ad-Supported Video.

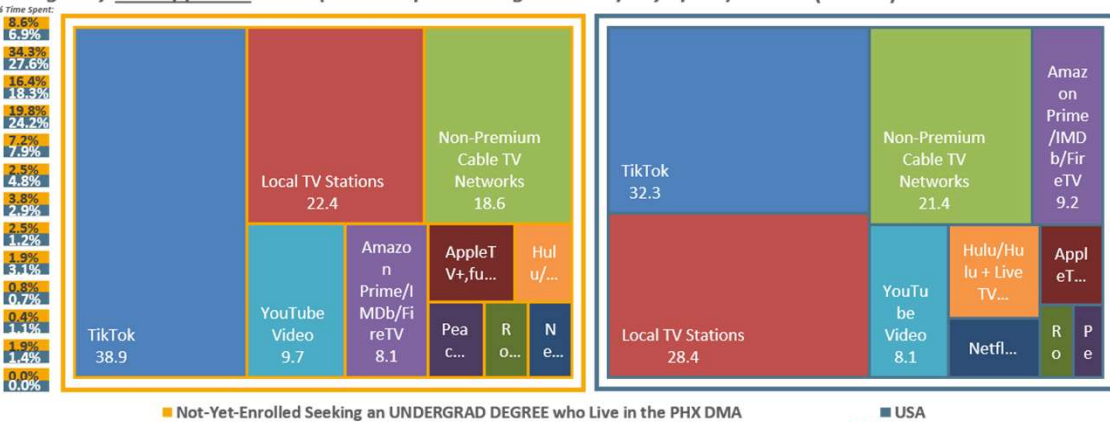
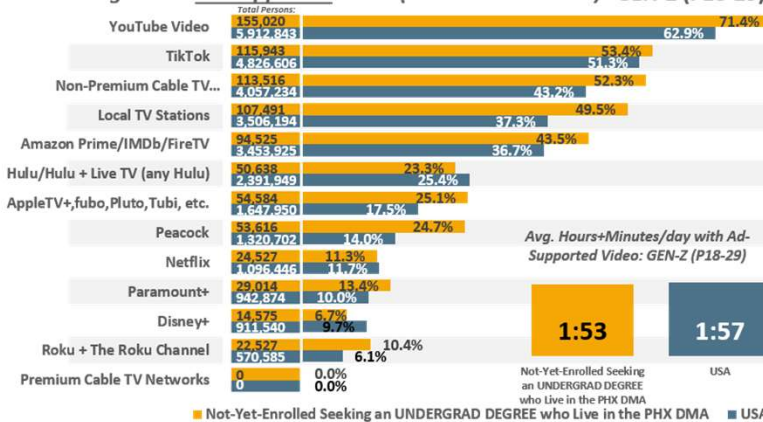
### Avg. Week All Video (Persons & % Reach): GEN-Z (P18-29)

### Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Video (Persons & % Reach): GEN-Z (P18-29)

### Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79  
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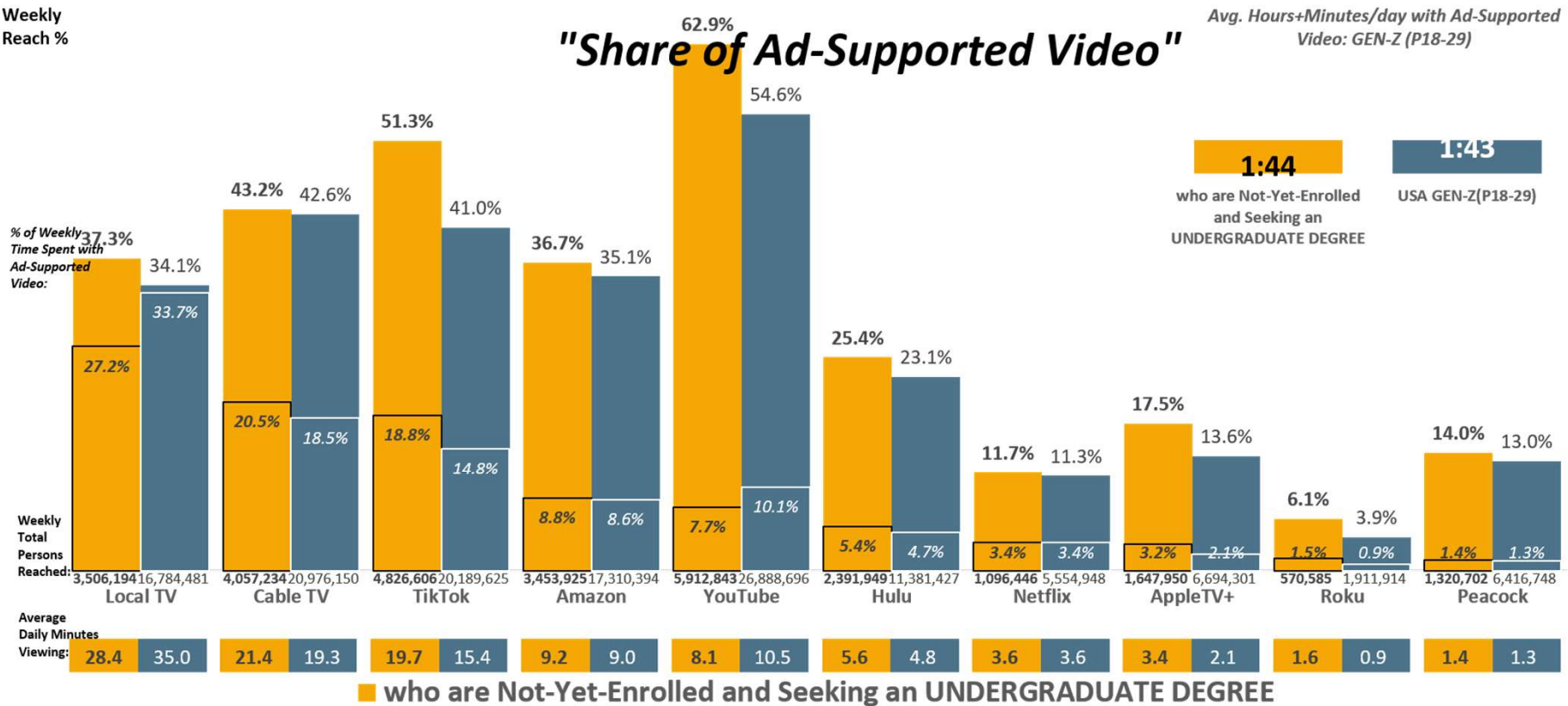
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3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations for an average of 28.4 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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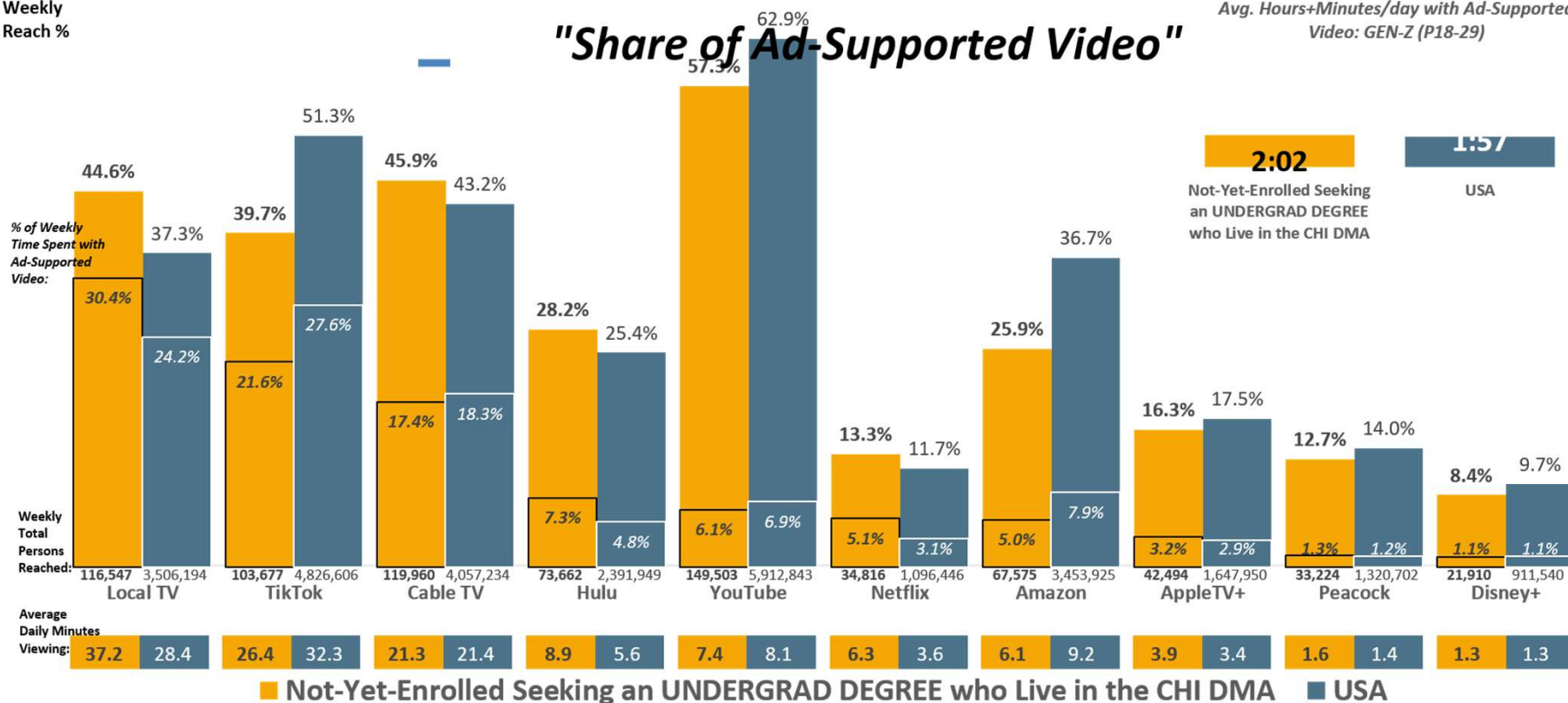


116,547 or 44.6% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA watch Ad-Supported Local TV Stations for an average of 37.2 minutes every day representing 30.4% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported  
Video: GEN-Z (P18-29)



2:02  
Not-Yet-Enrolled Seeking  
an UNDERGRAD DEGREE  
who Live in the CHI DMA

1:57

USA

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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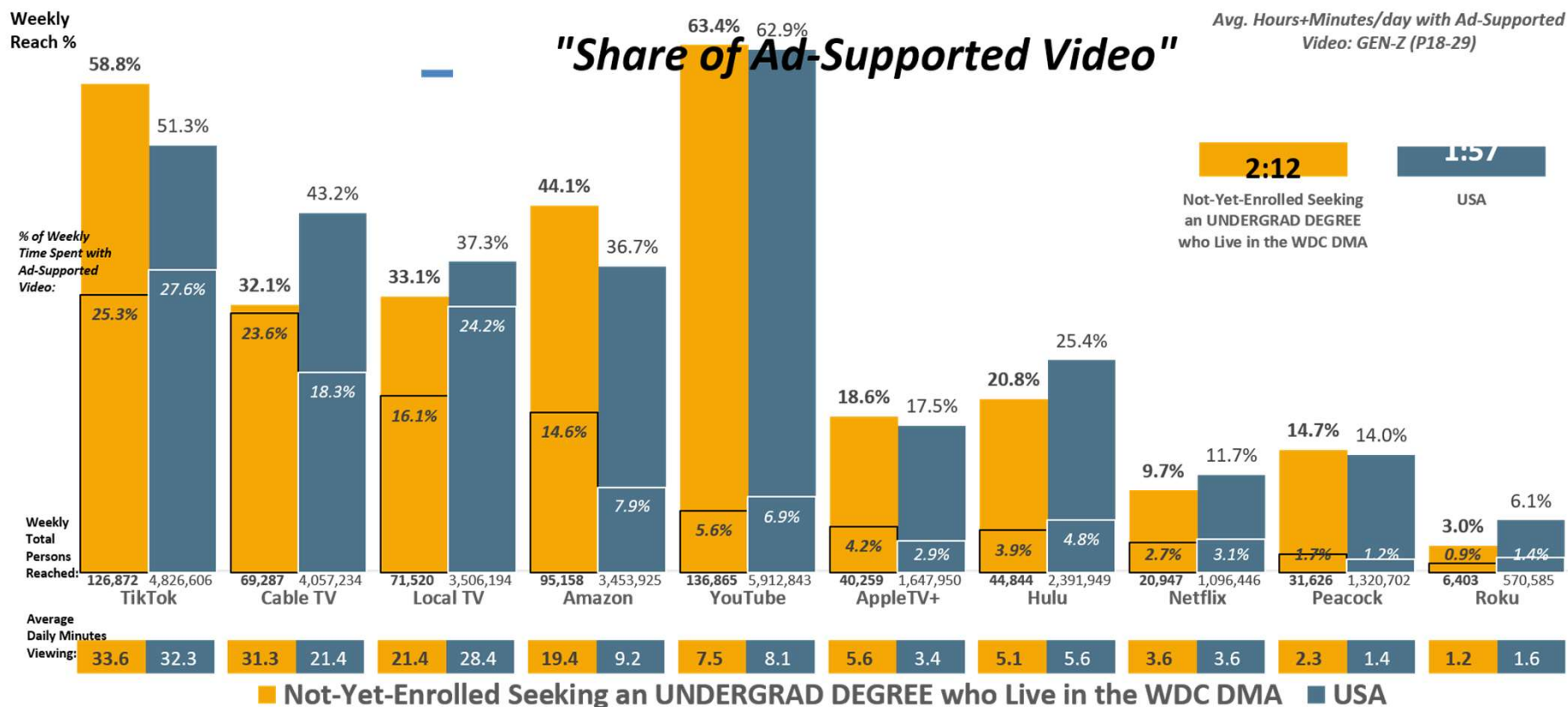
soefa.ai Share of Everything  
for Anything

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71,520 or 33.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA watch Ad-Supported Local TV Stations for an average of 21.4 minutes every day representing 16.1% of all time spent daily with Ad-Supported Video.



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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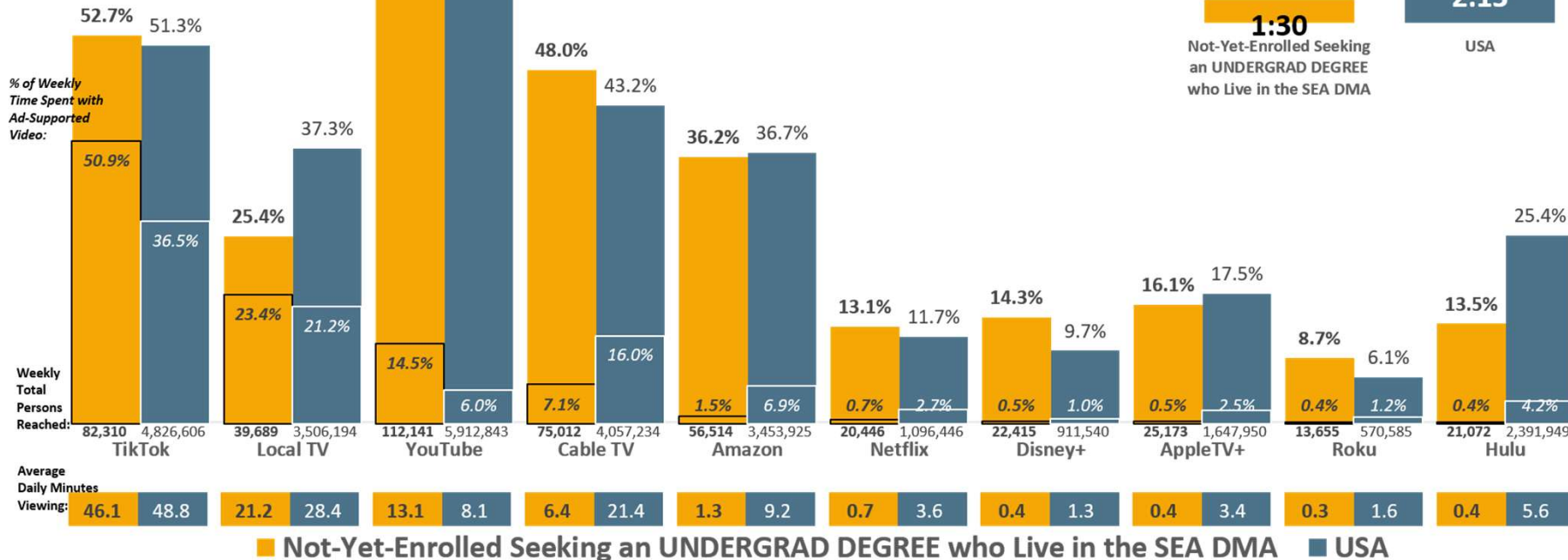


39,689 or 25.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA watch Ad-Supported Local TV Stations for an average of 21.2 minutes every day representing 25.7% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported  
Video: GEN-Z (P18-29)



**1:30**  
Not-Yet-Enrolled Seeking  
an UNDERGRAD DEGREE  
who Live in the SEA DMA

**2:13**  
USA

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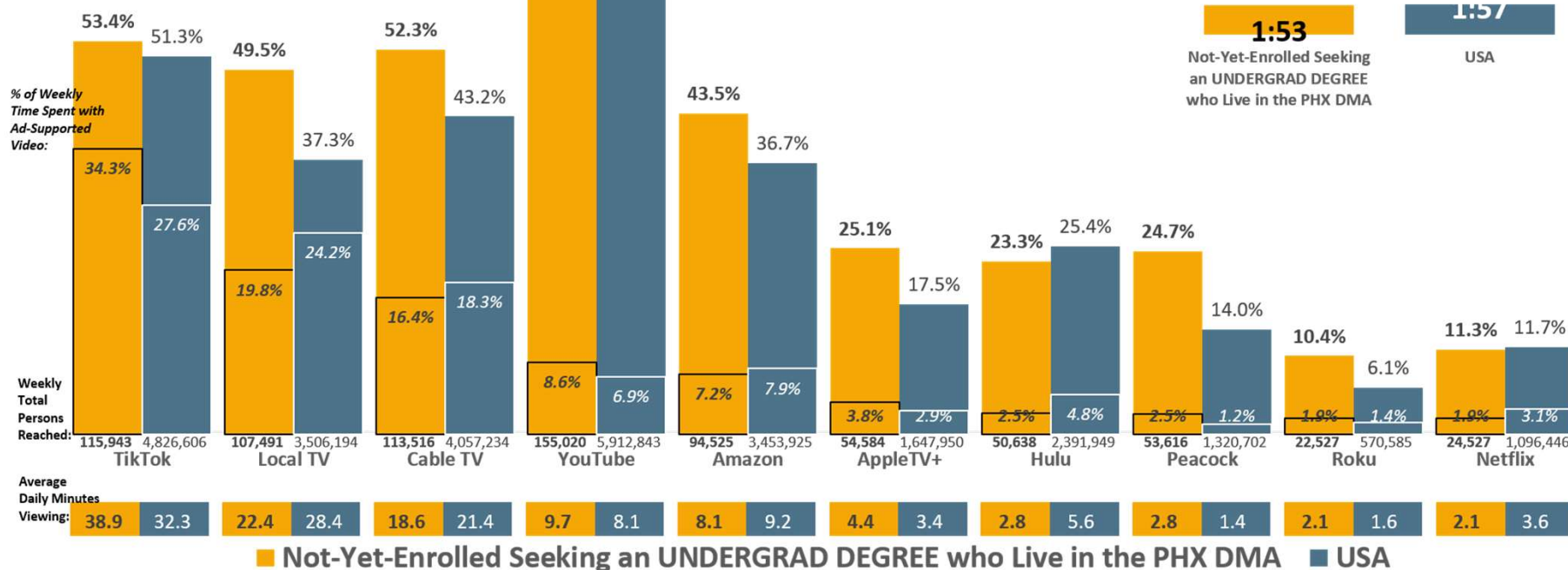


107,491 or 49.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA watch Ad-Supported Local TV Stations for an average of 22.4 minutes every day representing 19.8% of all time spent daily with Ad-Supported Video.

Weekly  
Reach %

## "Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported  
Video: GEN-Z (P18-29)



**1:53**  
Not-Yet-Enrolled Seeking  
an UNDERGRAD DEGREE  
who Live in the PHX DMA

**1:57**  
USA

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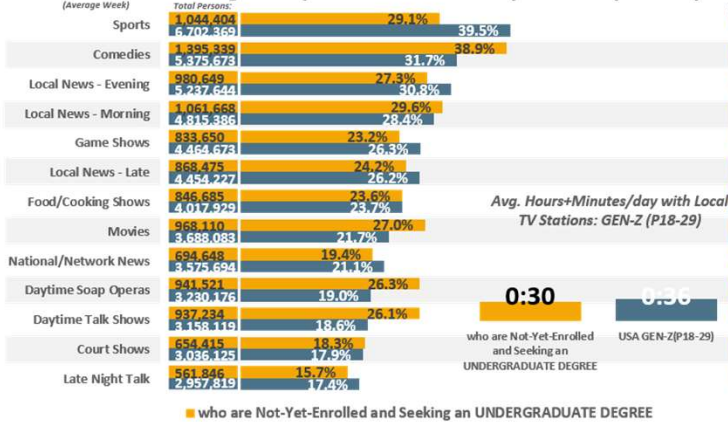
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



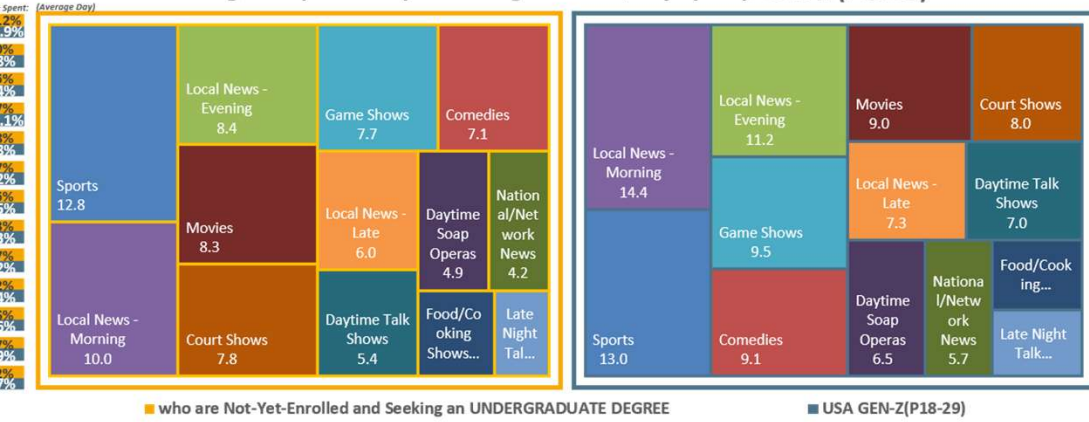


3,506,194 or 37.3% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Local News - Evening, Movies, and Daytime Soap Operas.

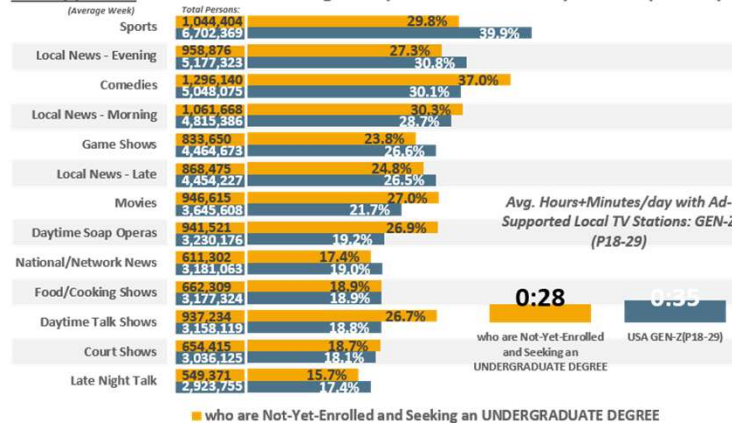
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



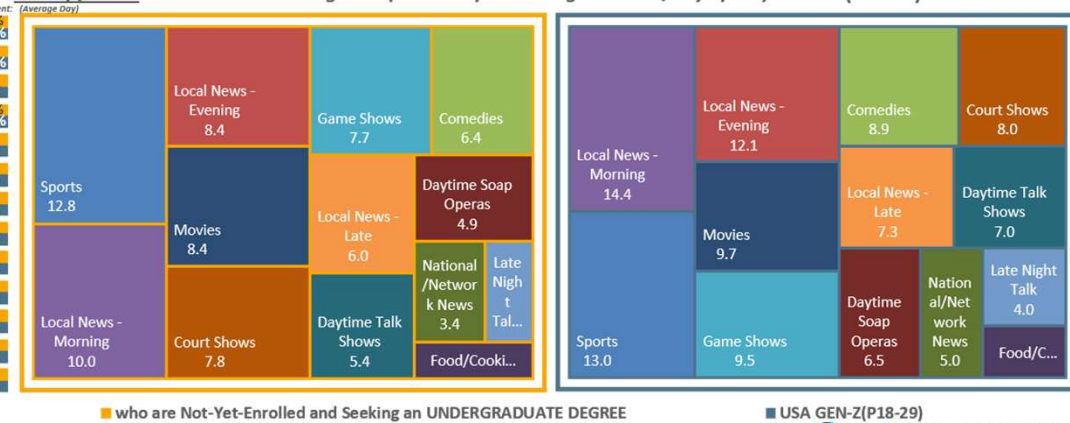
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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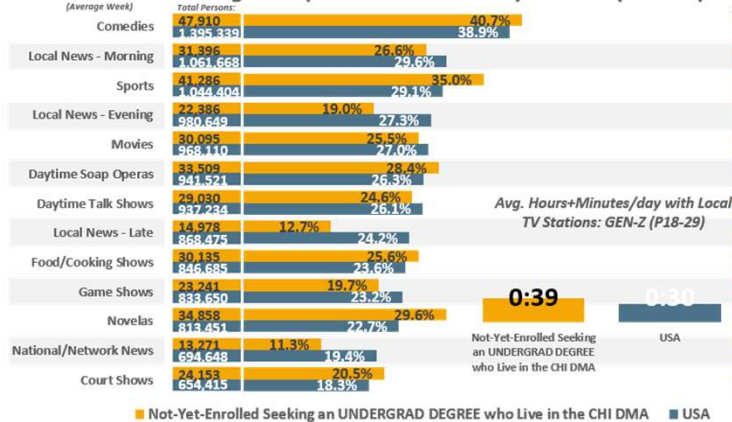
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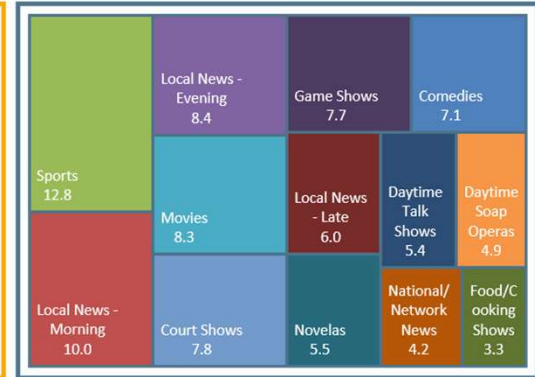
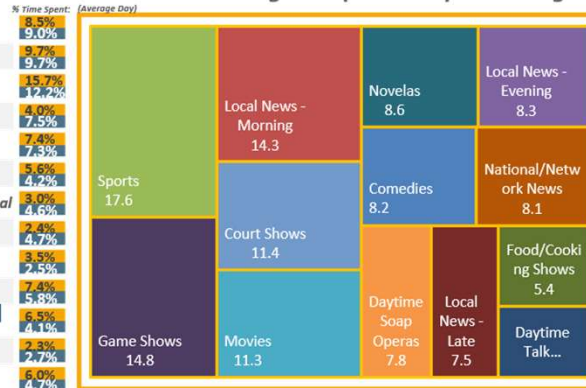


116,547 or 44.6% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Novelas, Daytime Soap Operas, Local News - Morning, and Movies.

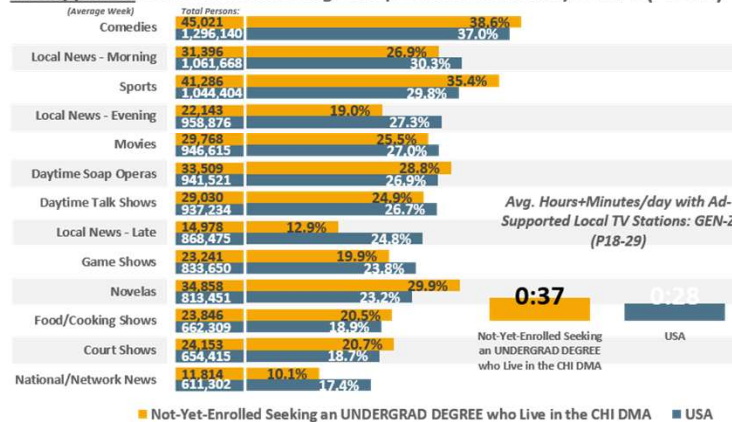
**Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)**



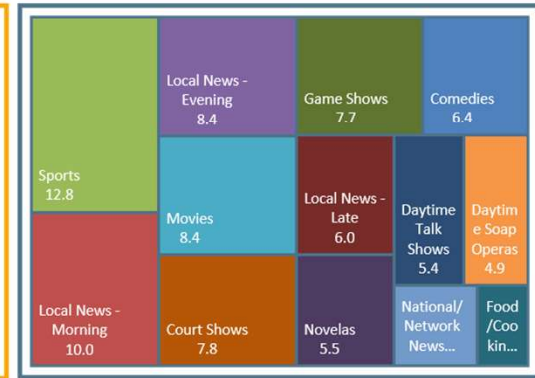
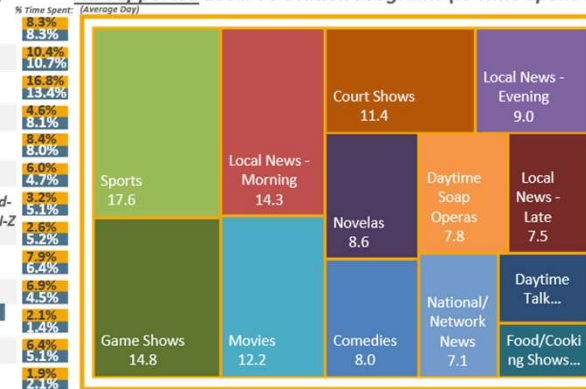
**Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)**



**Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



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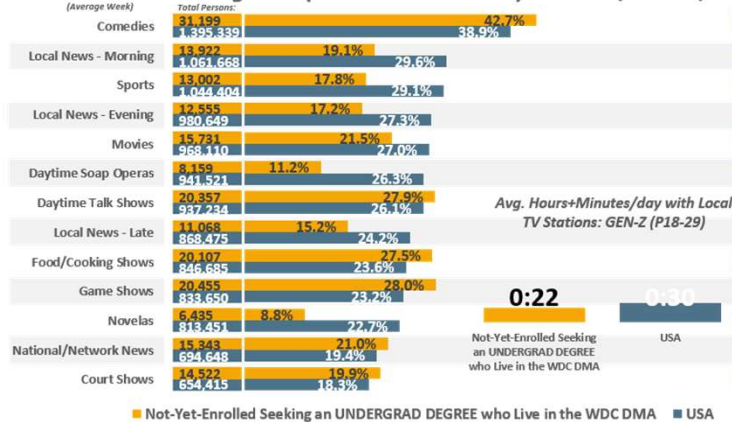
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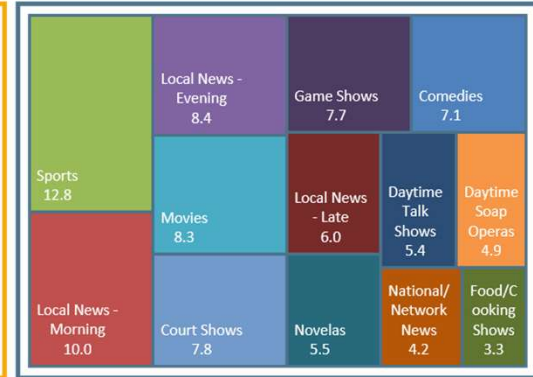
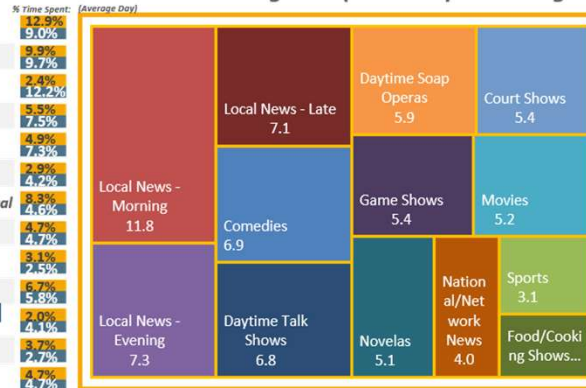


71,520 or 33.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Game Shows, Daytime Talk Shows, Food/Cooking Shows, Movies, and Court Shows.

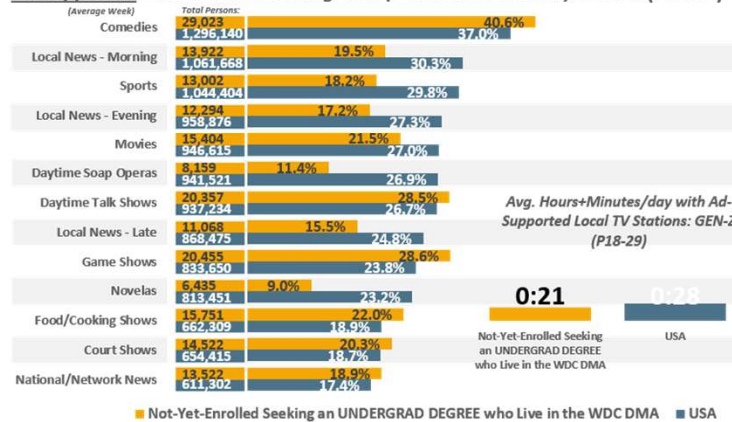
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



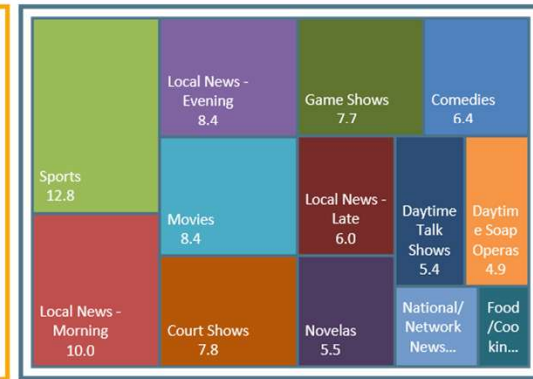
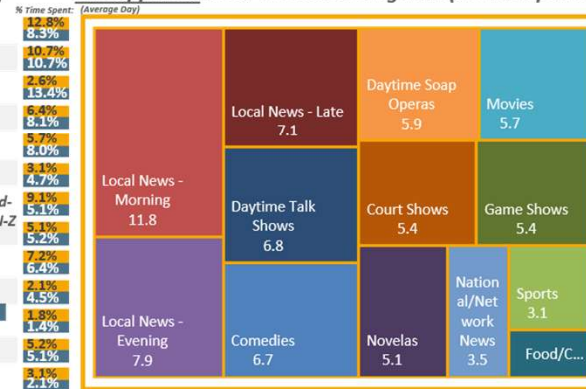
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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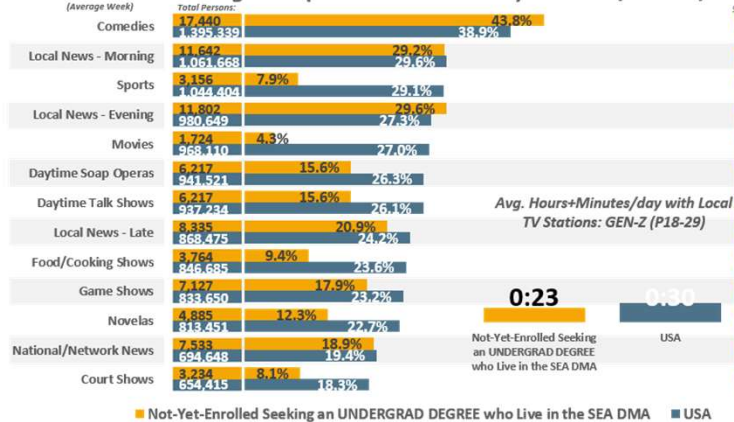
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



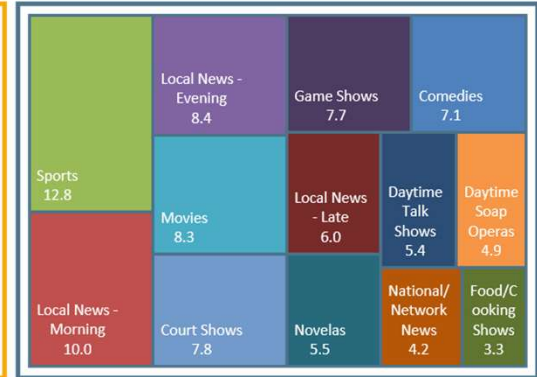
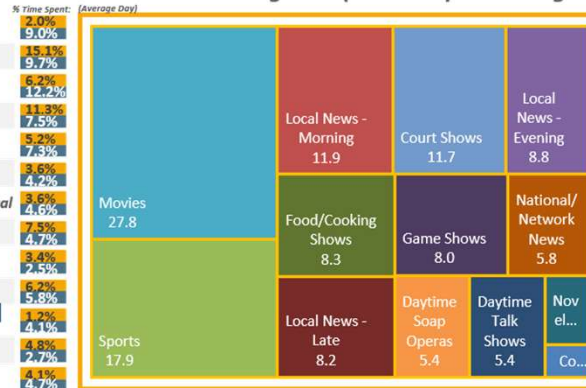


39,689 or 25.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Local News - Late, Late Night Talk, a

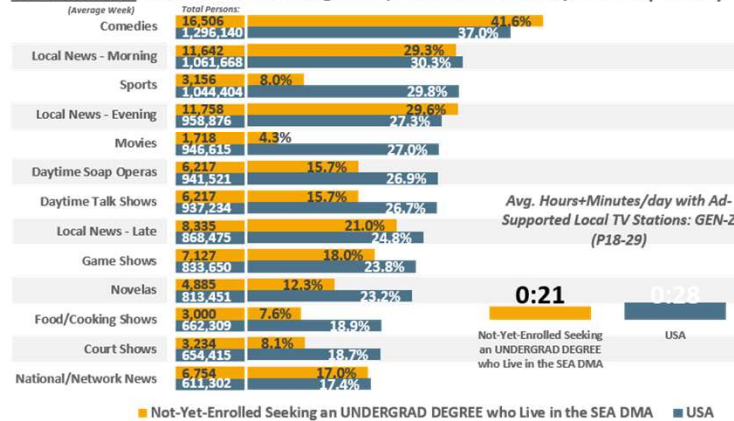
### Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



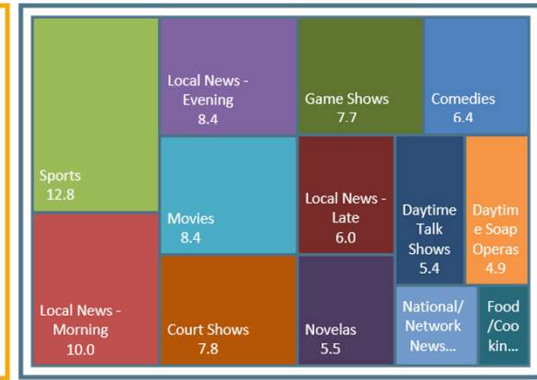
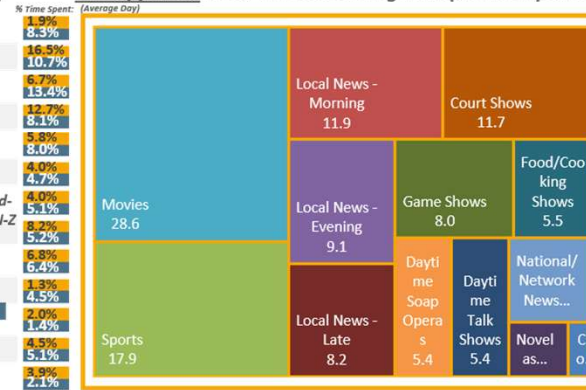
### Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



### Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65  
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Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA

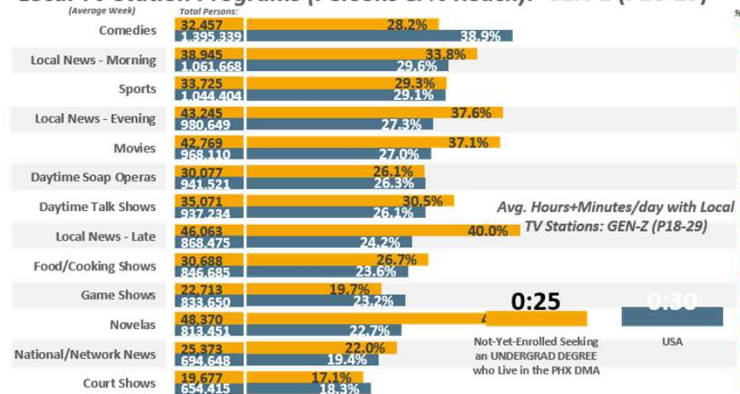
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

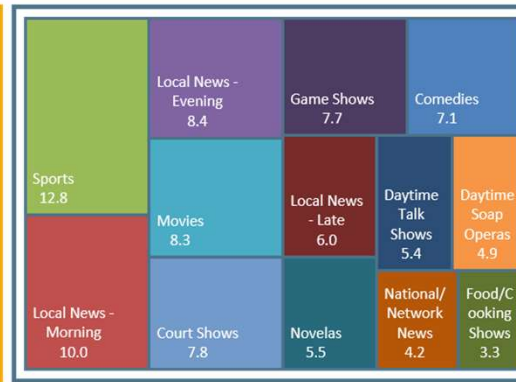
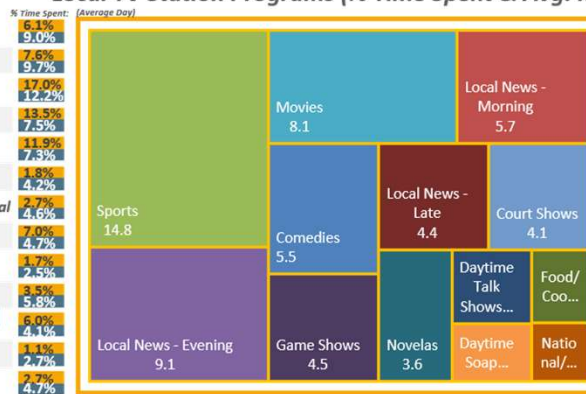


107,491 or 49.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Novelas, Local News - Late, Local News - Evening, Movies, Local News - Morning, and Daytim

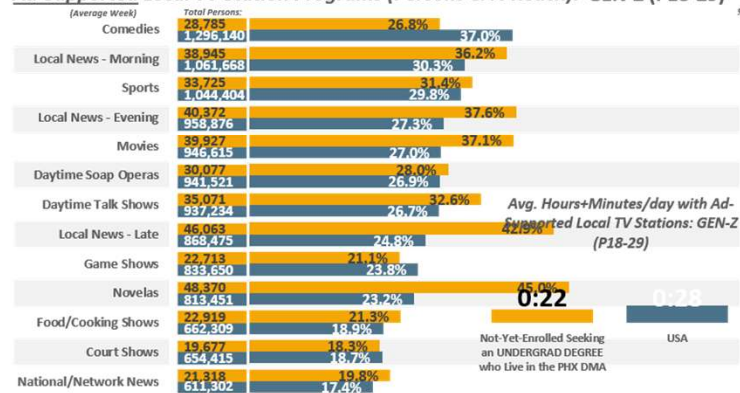
Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



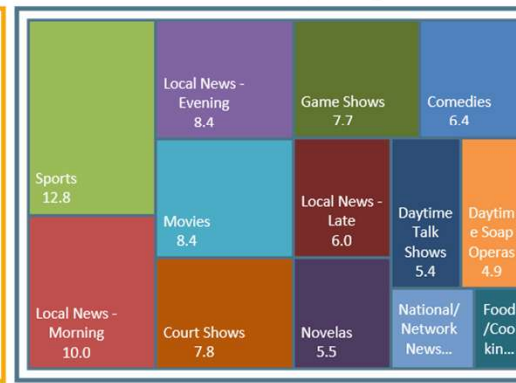
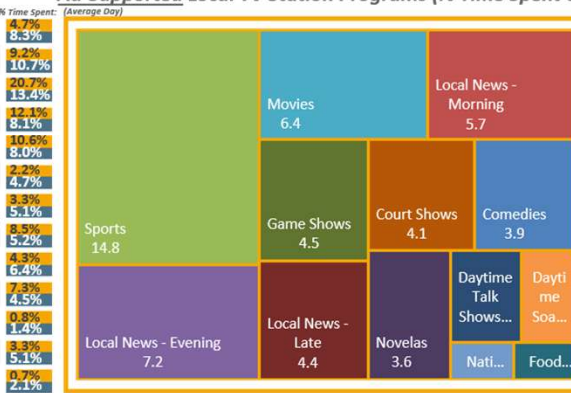
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (Persons & % Reach): GEN-Z (P18-29)



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)

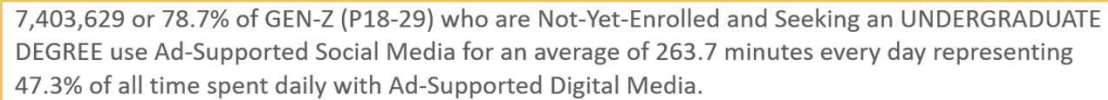


USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79  
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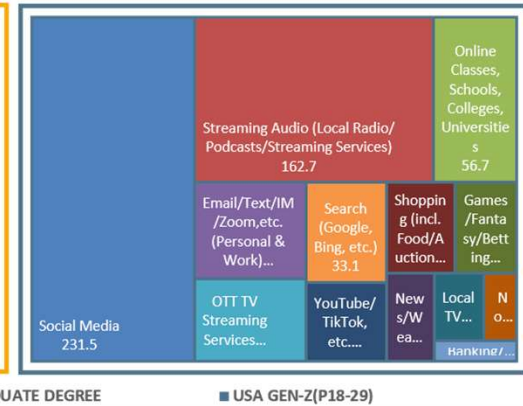
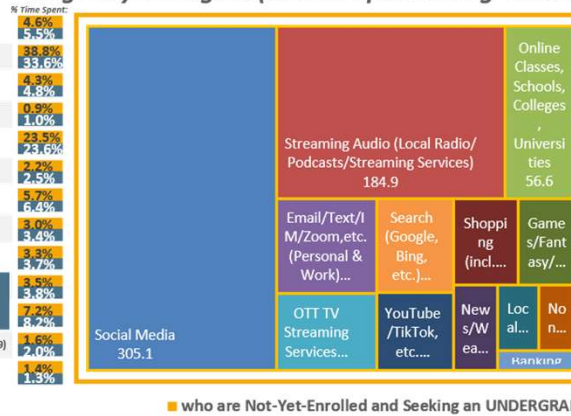
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((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

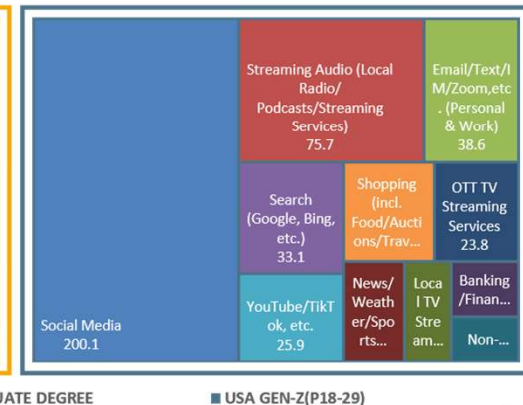




**Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



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

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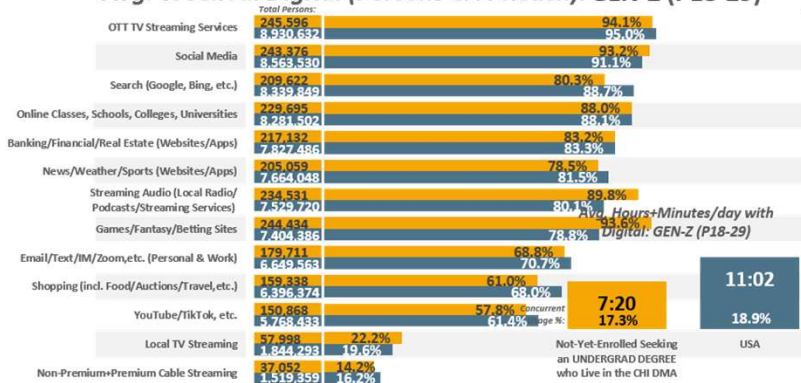
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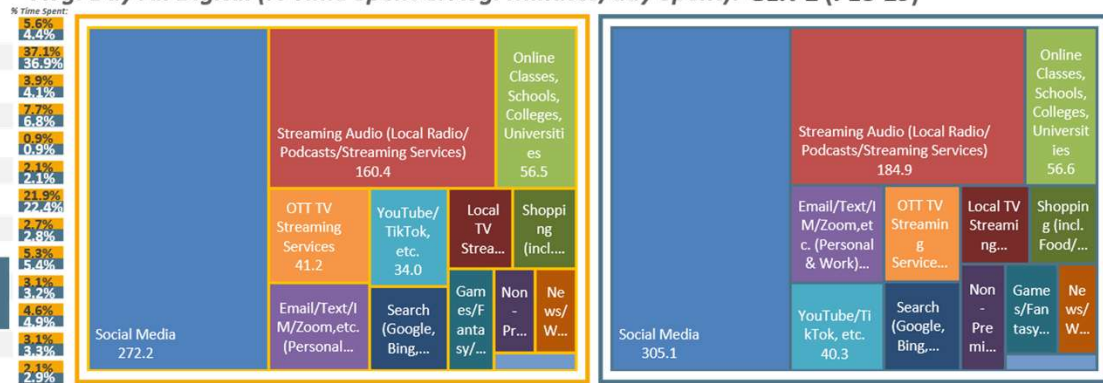


216,958 or 83.1% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA use Ad-Supported Social Media for an average of 242.7 minutes every day representing 46.2% of all time spent daily with Ad-Supported Digital Media.

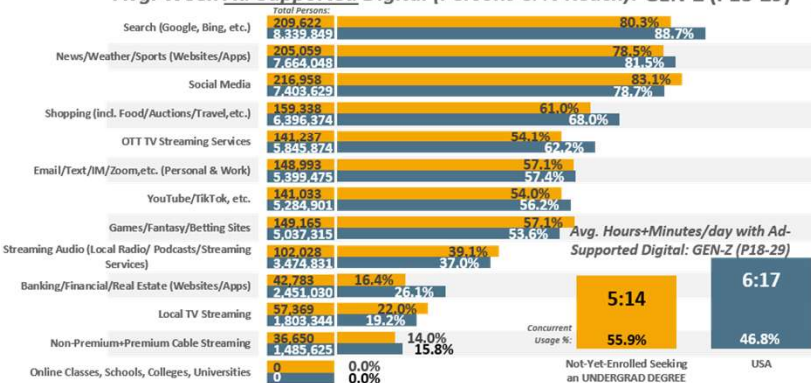
### Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



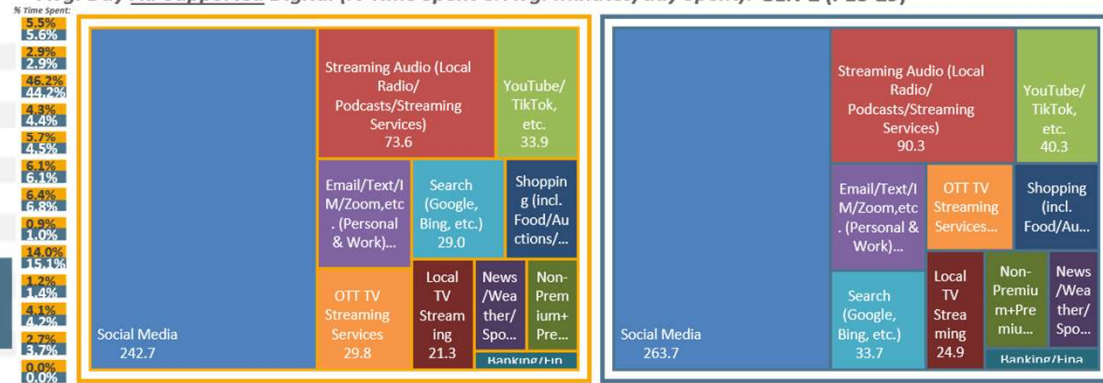
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96  
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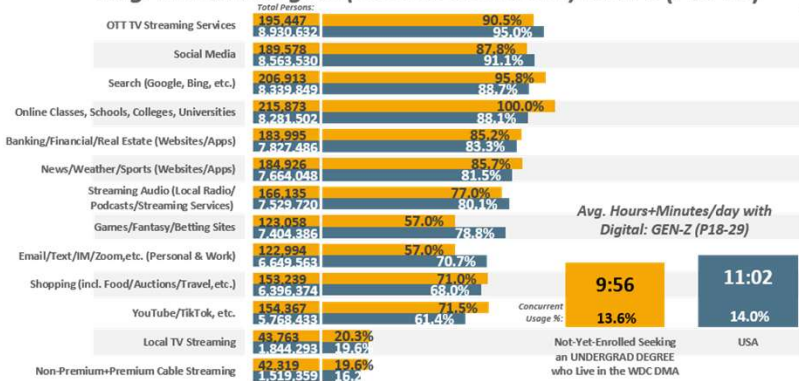
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((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

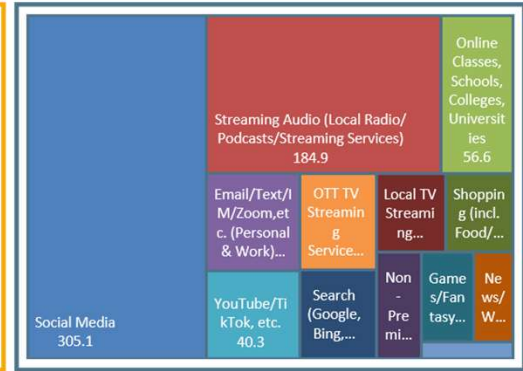
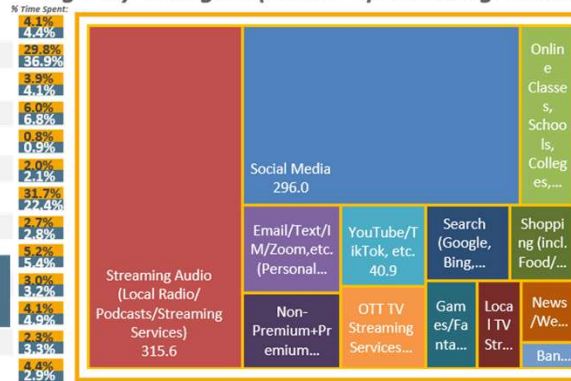


168,241 or 77.9% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA use Ad-Supported Social Media for an average of 262.7 minutes every day representing 37.7% of all time spent daily with Ad-Supported Digital Media.

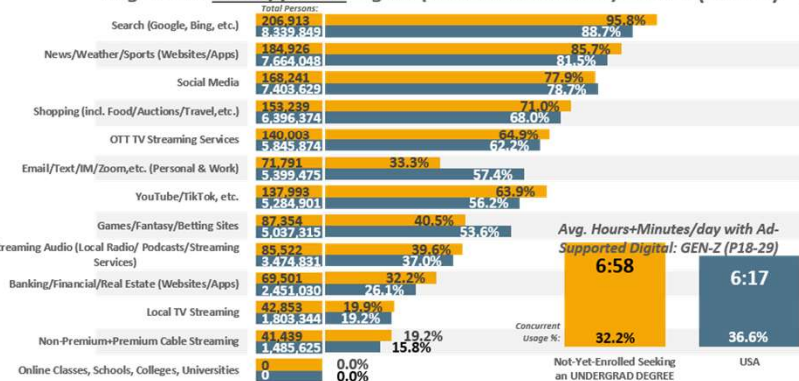
### Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



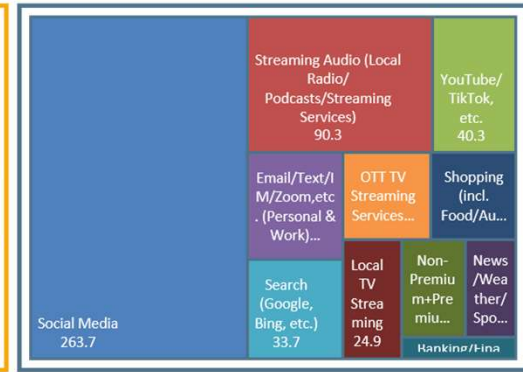
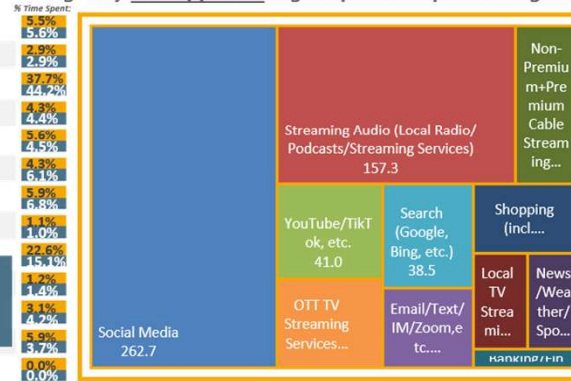
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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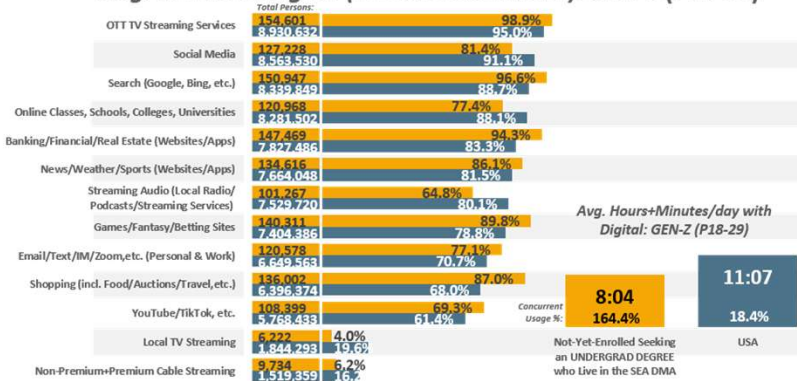
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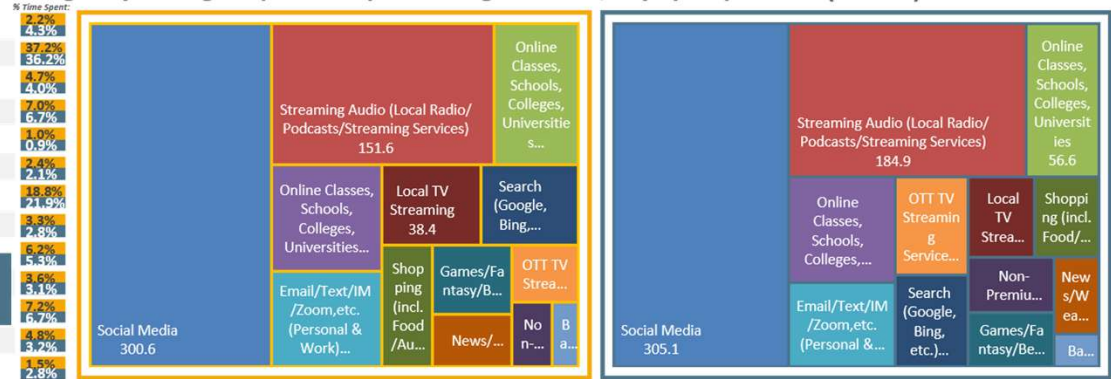


110,376 or 70.6% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA use Ad-Supported Social Media for an average of 260.8 minutes every day representing 45.1% of all time spent daily with Ad-Supported Digital Media.

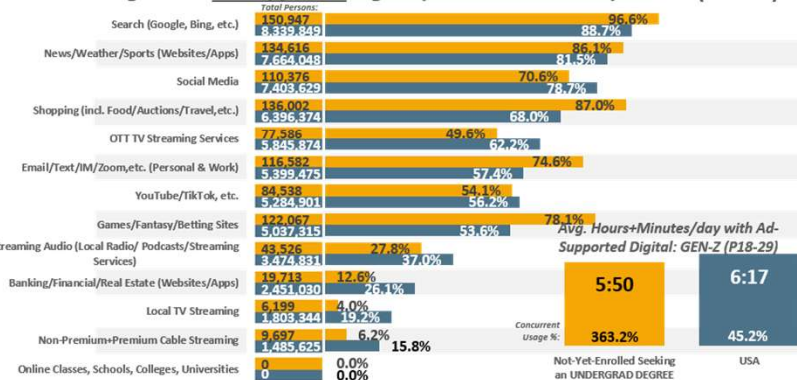
### Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



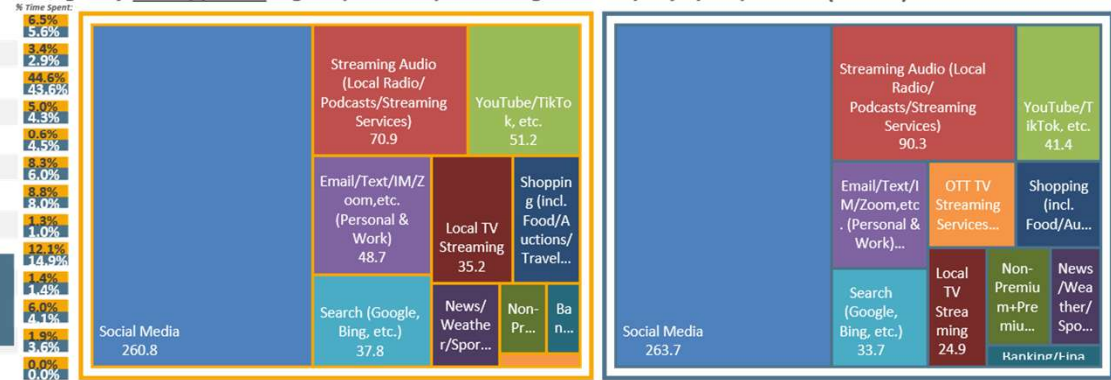
### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65  
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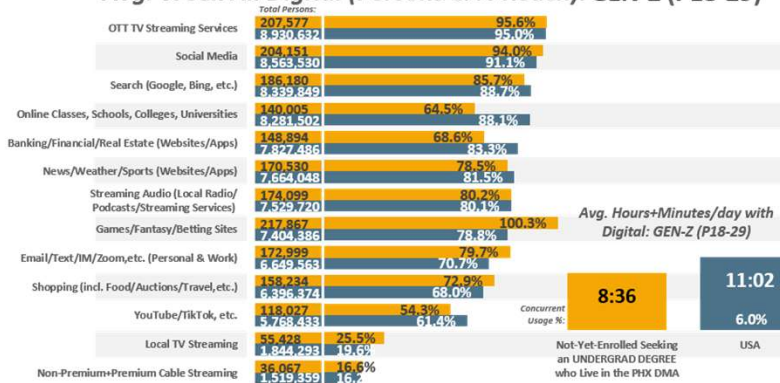
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))





172,660 or 79.5% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA use Ad-Supported Social Media for an average of 304.9 minutes every day representing 48.6% of all time spent daily with Ad-Supported Digital Media.

### Avg. Week All Digital (Persons & % Reach): GEN-Z (P18-29)



Avg. Hours+Minutes/day with Digital: GEN-Z (P18-29)

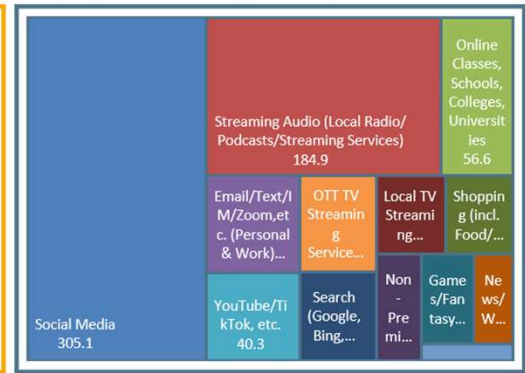
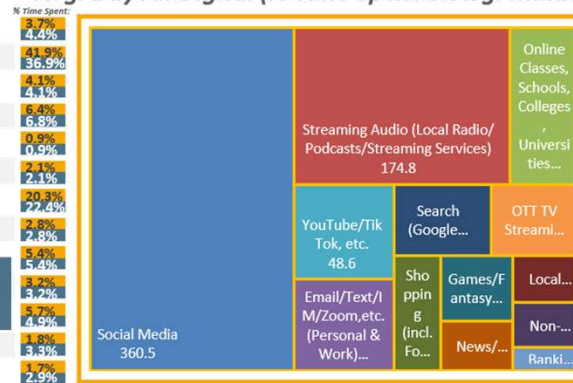
8:36

11:02

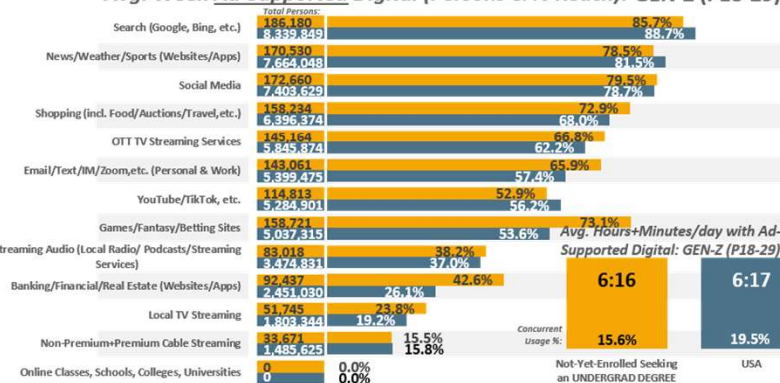
6.0%

Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA

### Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported Digital (Persons & % Reach): GEN-Z (P18-29)



Avg. Hours+Minutes/day with Ad-Supported Digital: GEN-Z (P18-29)

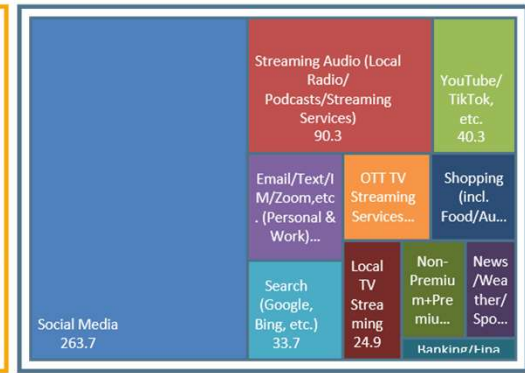
6:16

6:17

15.6%

Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA

### Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



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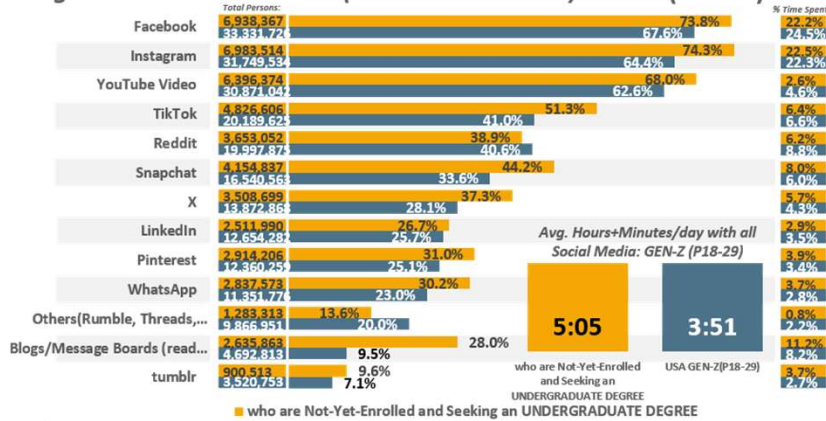
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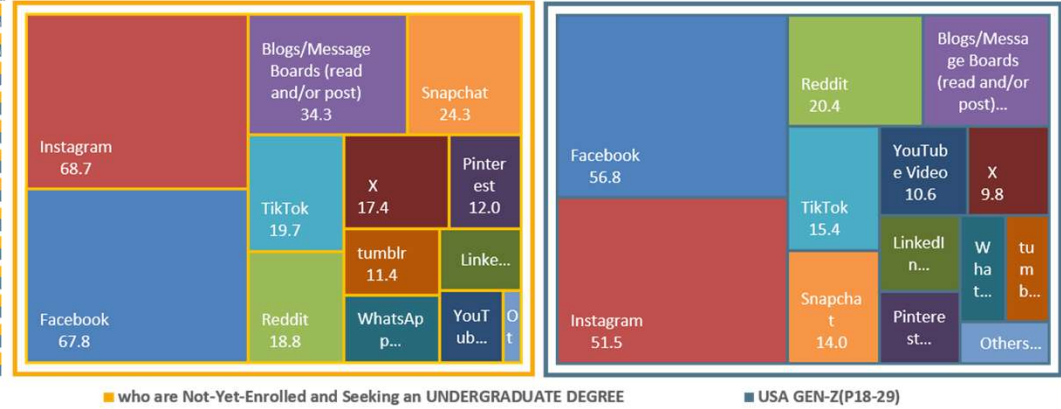


6,938,367 or 73.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 85.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.

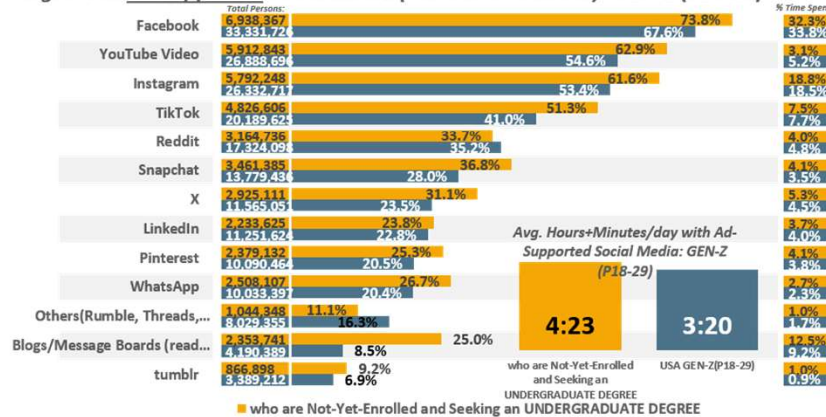
Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)



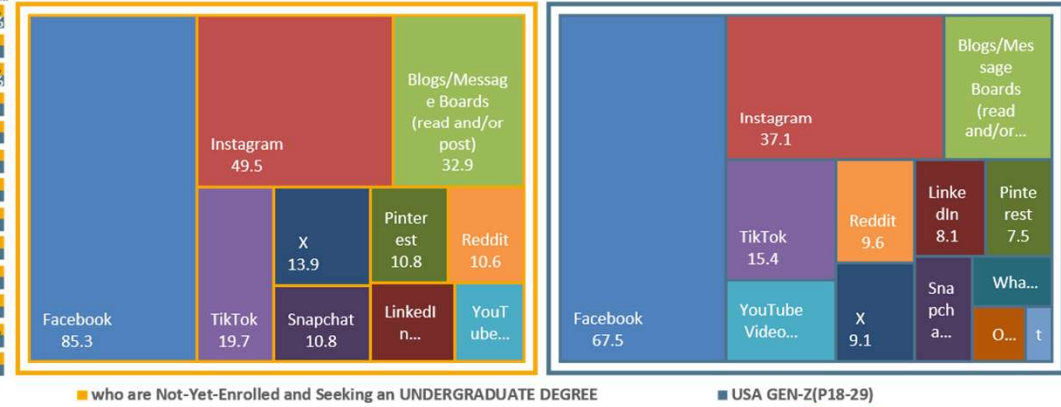
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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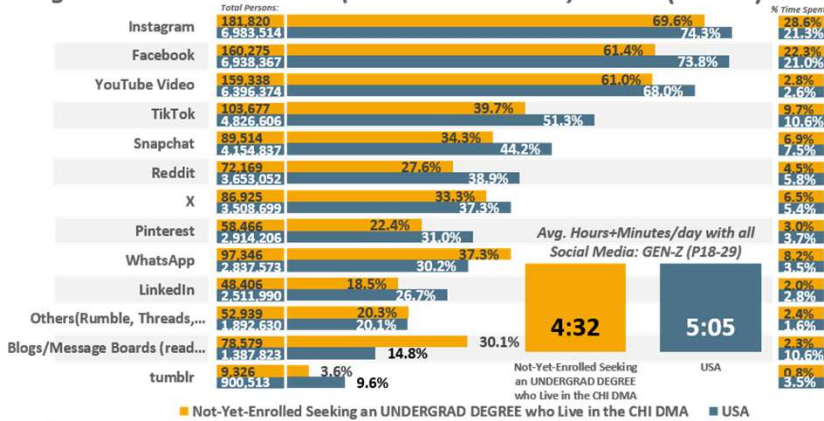
((((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



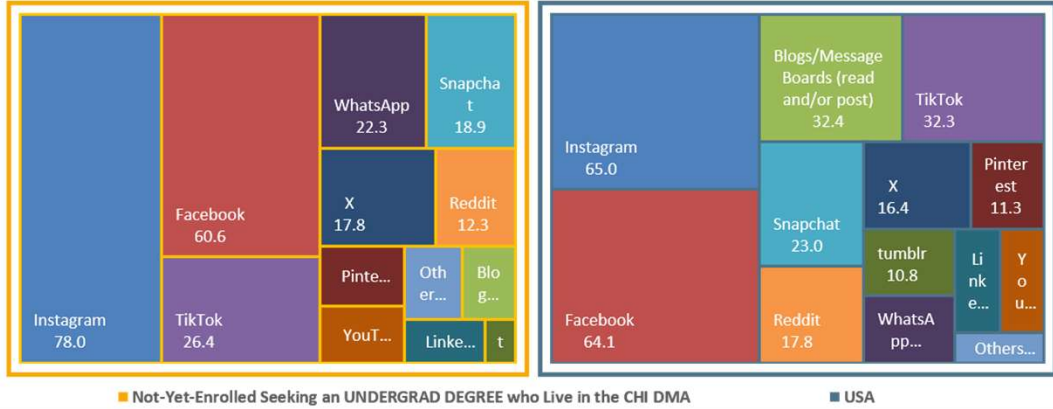


160,275 or 61.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA use Ad-Supported Facebook for an average of 81.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

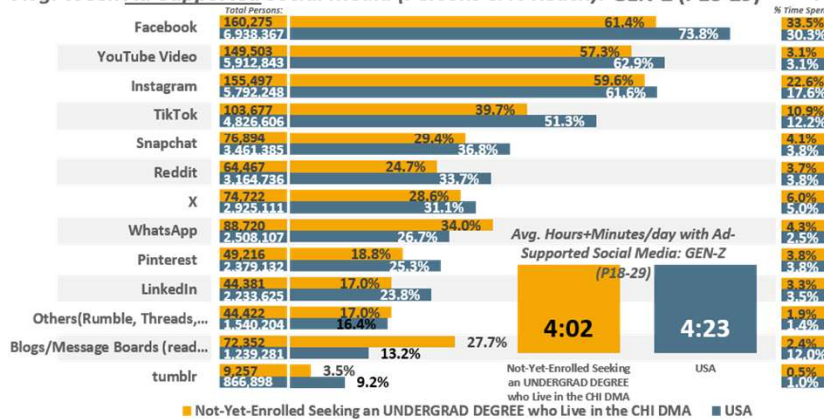
**Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)**



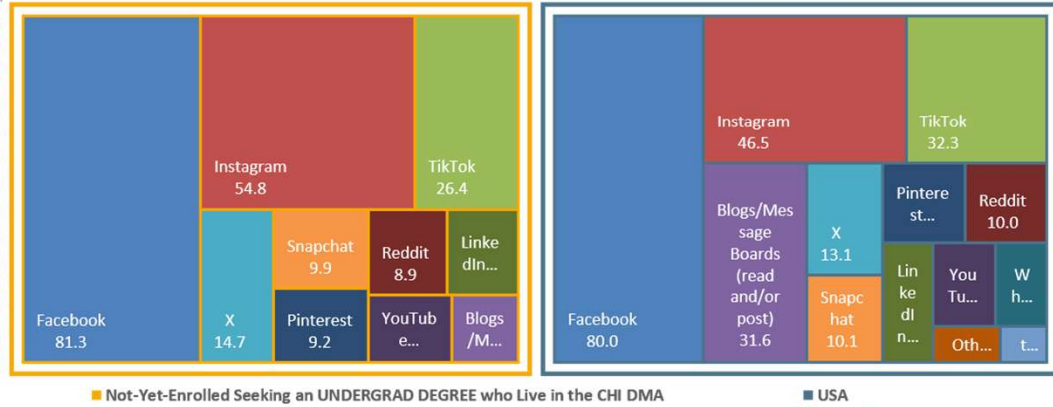
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)**



**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**

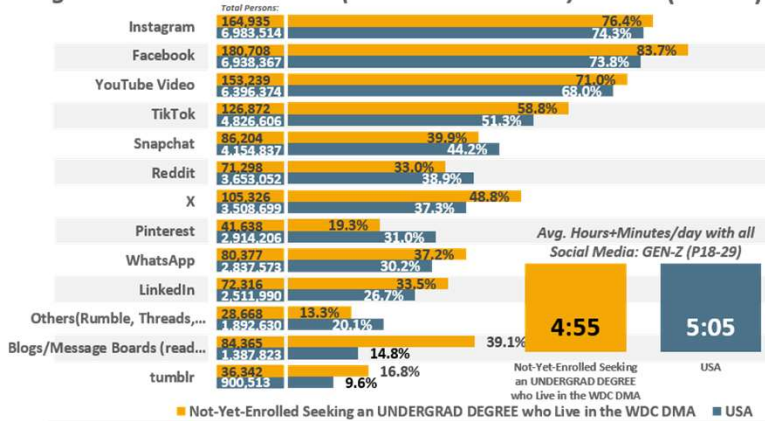




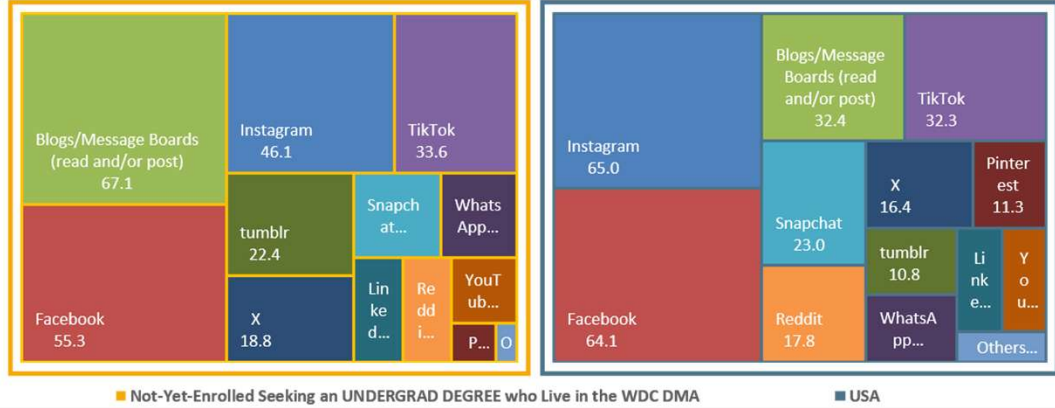


77,330 or 35.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 66.8 minutes every day representing 25.4% of all time spent daily with Ad-Sup

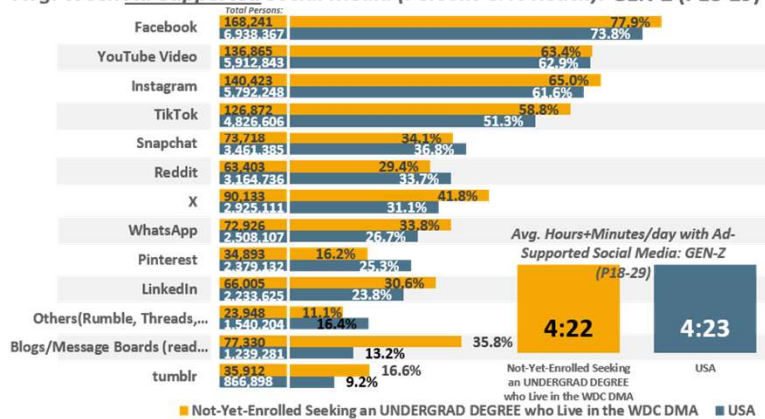
**Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)**



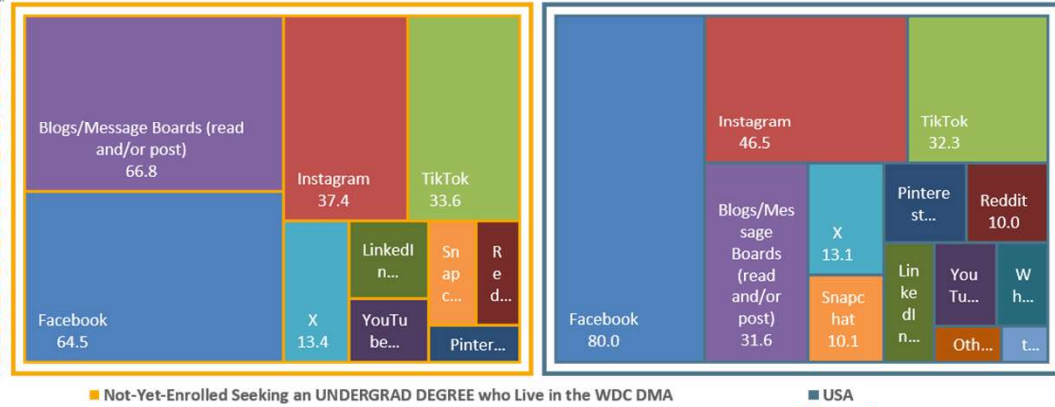
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)**



**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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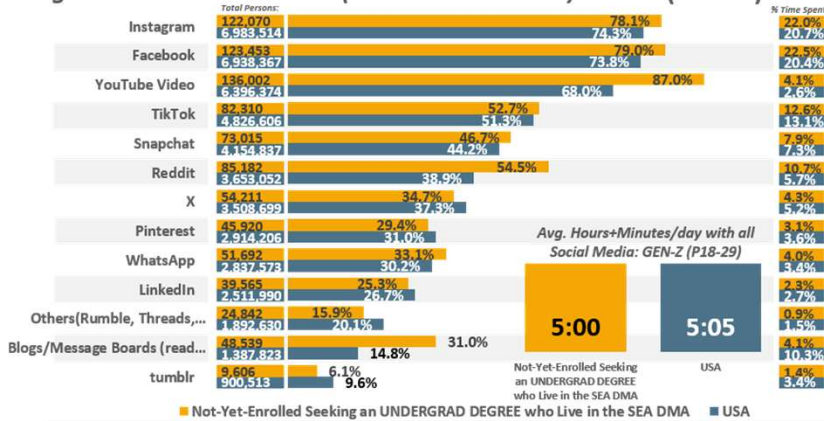
**soefa.ai** Share of Everything for Anything.

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

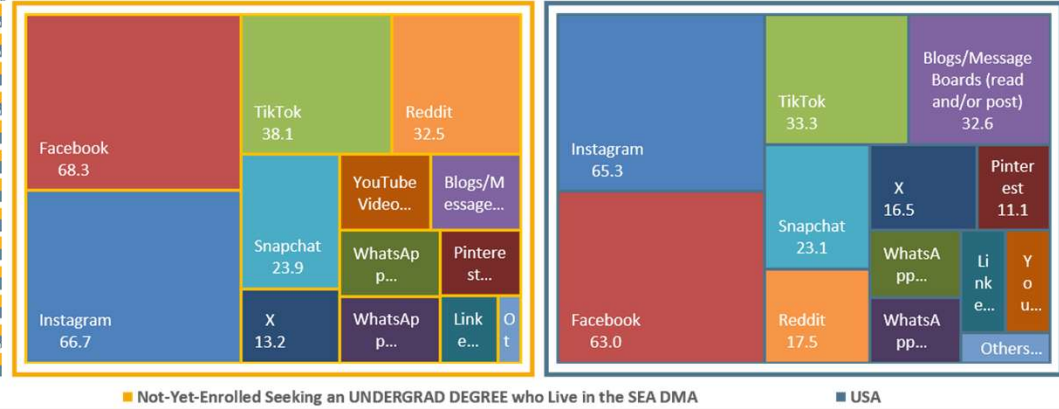


110,376 or 70.6% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA use Ad-Supported Facebook for an average of 81.8 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.

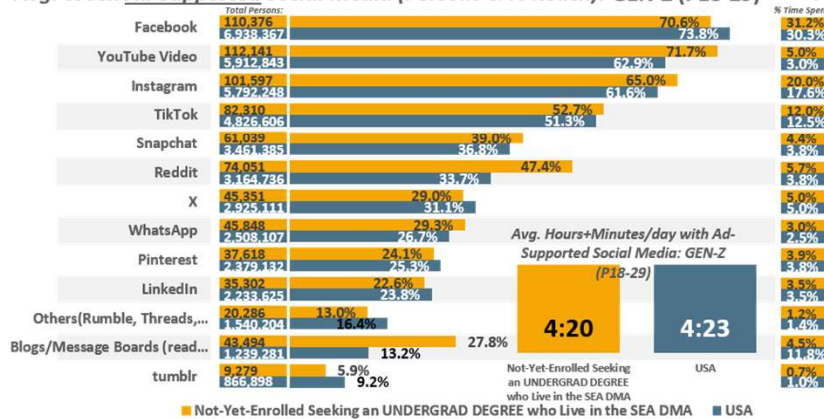
**Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)**



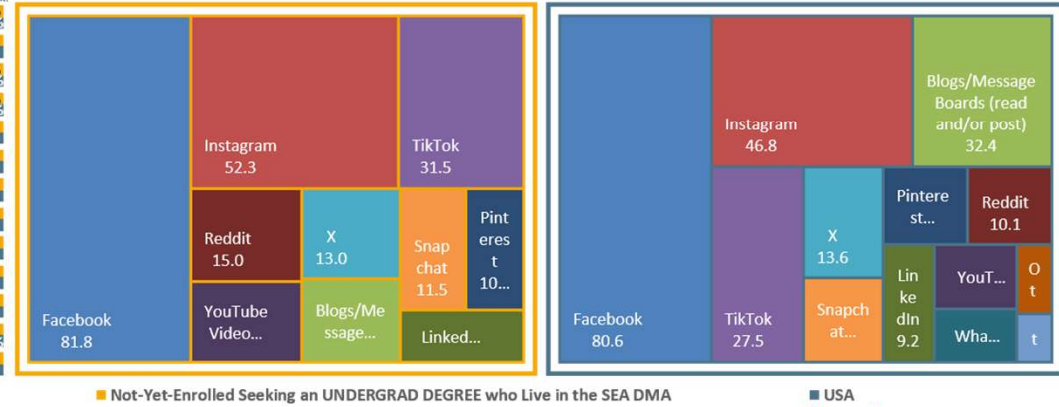
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)**



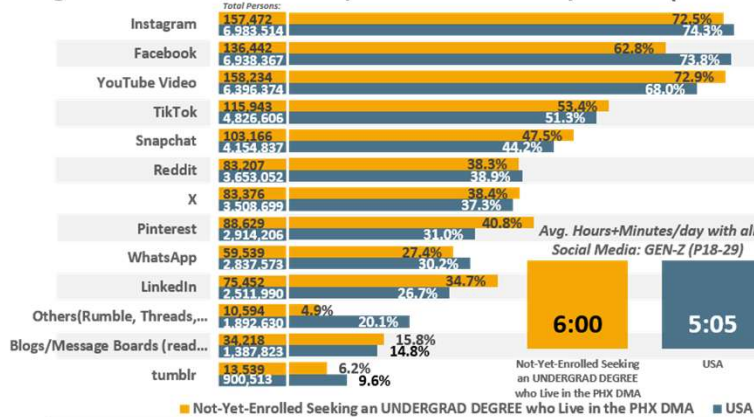
**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



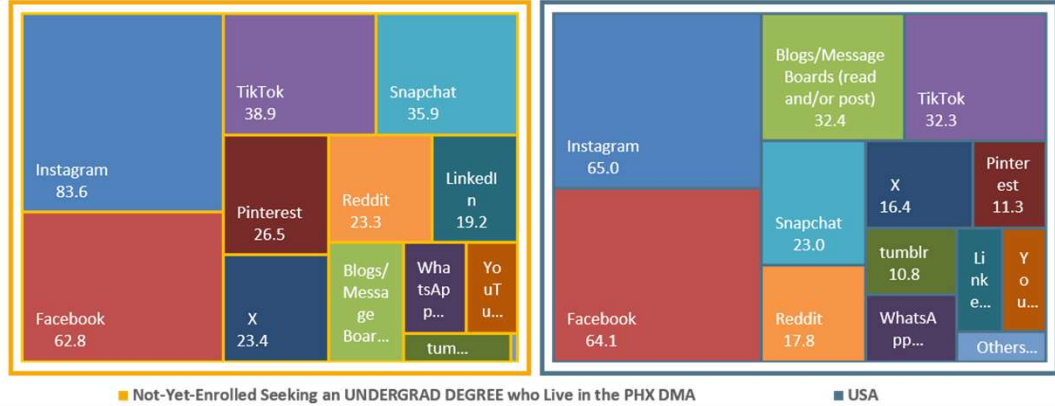


136,442 or 62.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA use Ad-Supported Facebook for an average of 90.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.

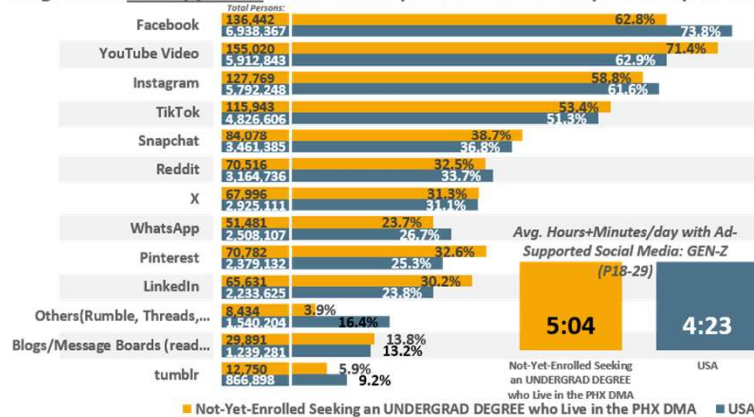
**Avg. Week All Social Media (Persons & % Reach): GEN-Z (P18-29)**



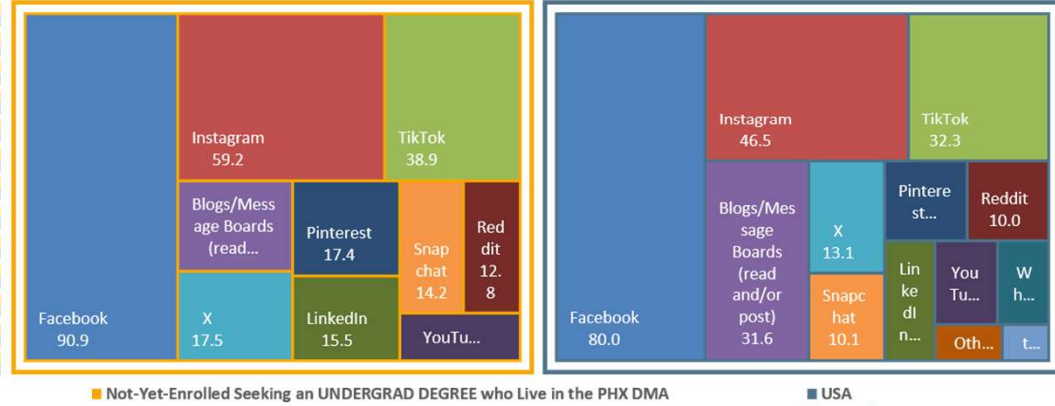
**Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Avg. Week Ad-Supported Social Media (Persons & % Reach): GEN-Z (P18-29)**



**Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79  
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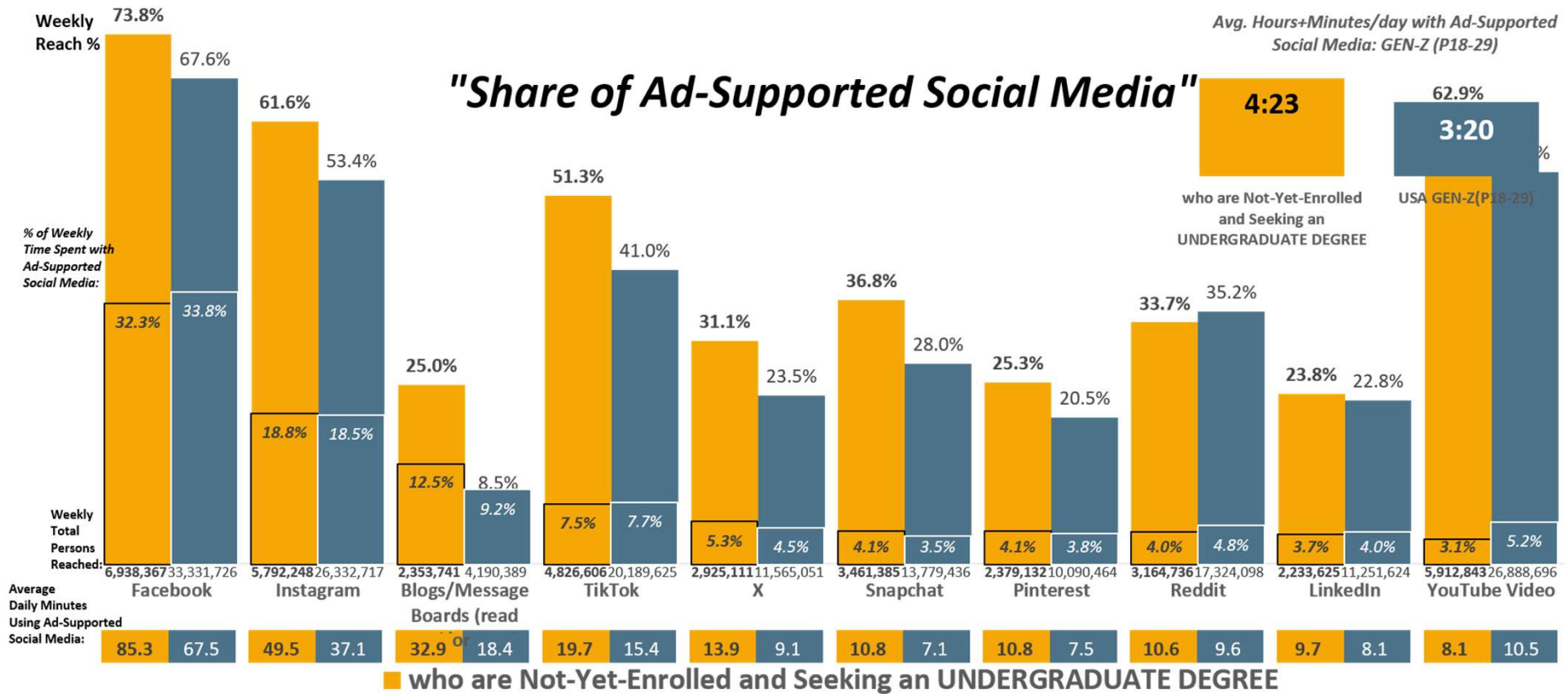
soefa.ai Share of Everything for Anything

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6,938,367 or 73.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE use Ad-Supported Facebook for an average of 85.3 minutes every day representing 32.3% of all time spent daily with Ad-Supported Social Media.



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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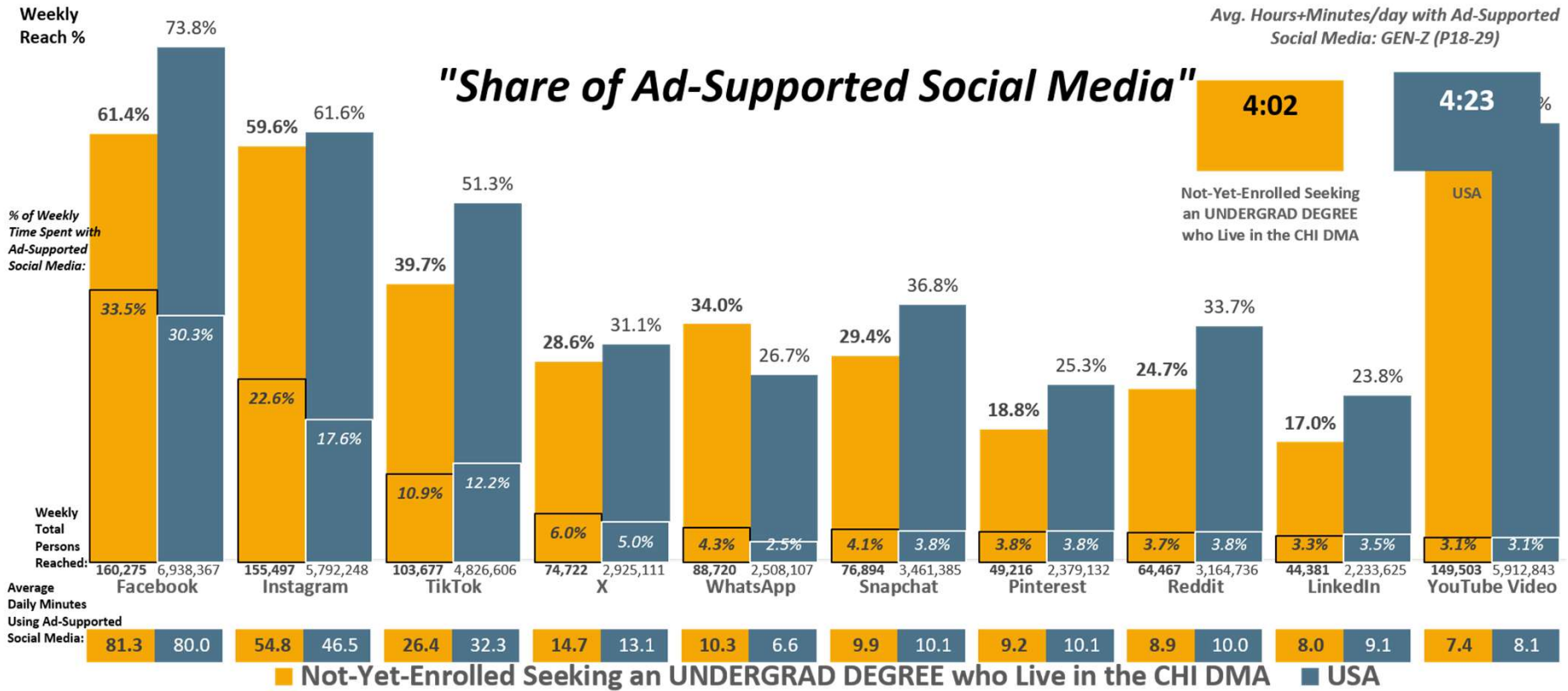
USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

**soefa.ai** Share of Everything for Anything

[[(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



160,275 or 61.4% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA use Ad-Supported Facebook for an average of 81.3 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



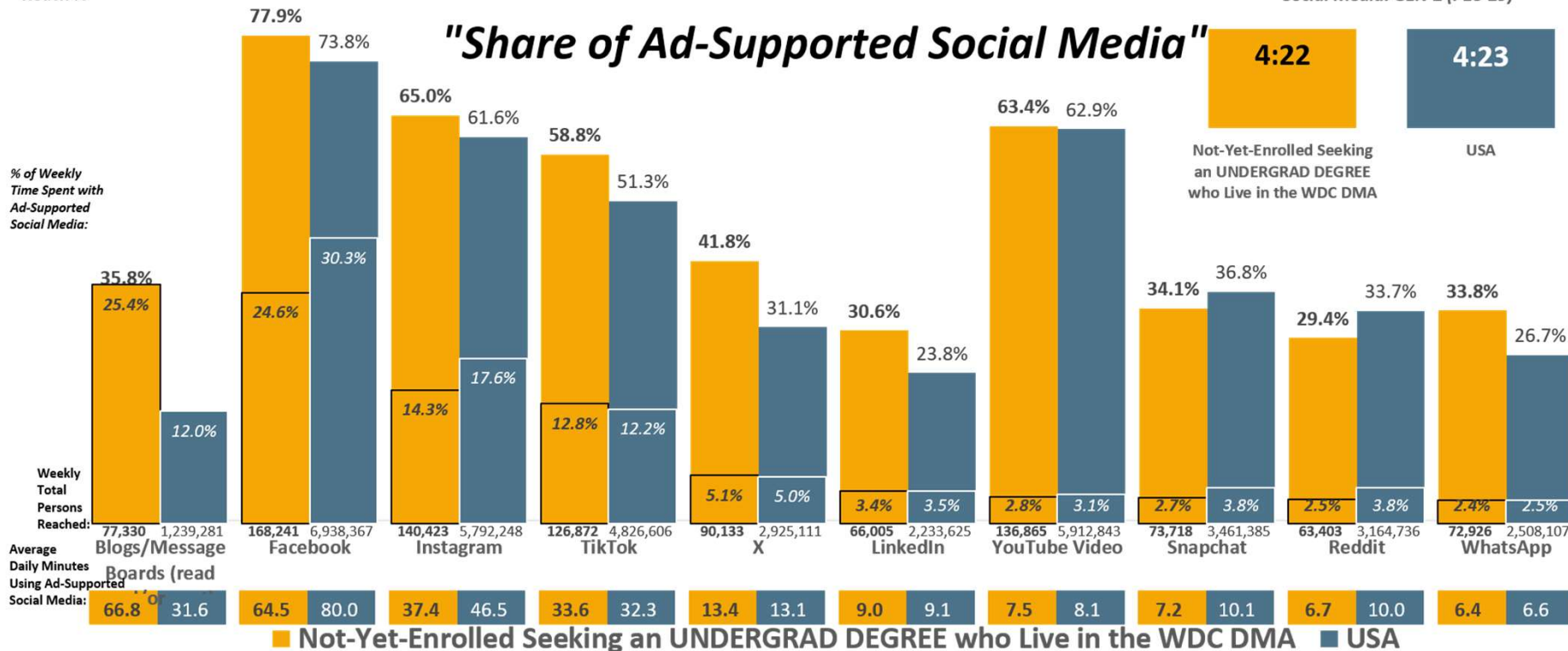


77,330 or 35.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA use Ad-Supported Blogs/Message Boards (read and/or post) for an average of 66.8 minutes every day representing 25.4% of all time spent daily with Ad-Sup

Weekly  
Reach %

Avg. Hours+Minutes/day with Ad-Supported  
Social Media: GEN-Z (P18-29)

## "Share of Ad-Supported Social Media"



4:22

4:23

Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA

USA

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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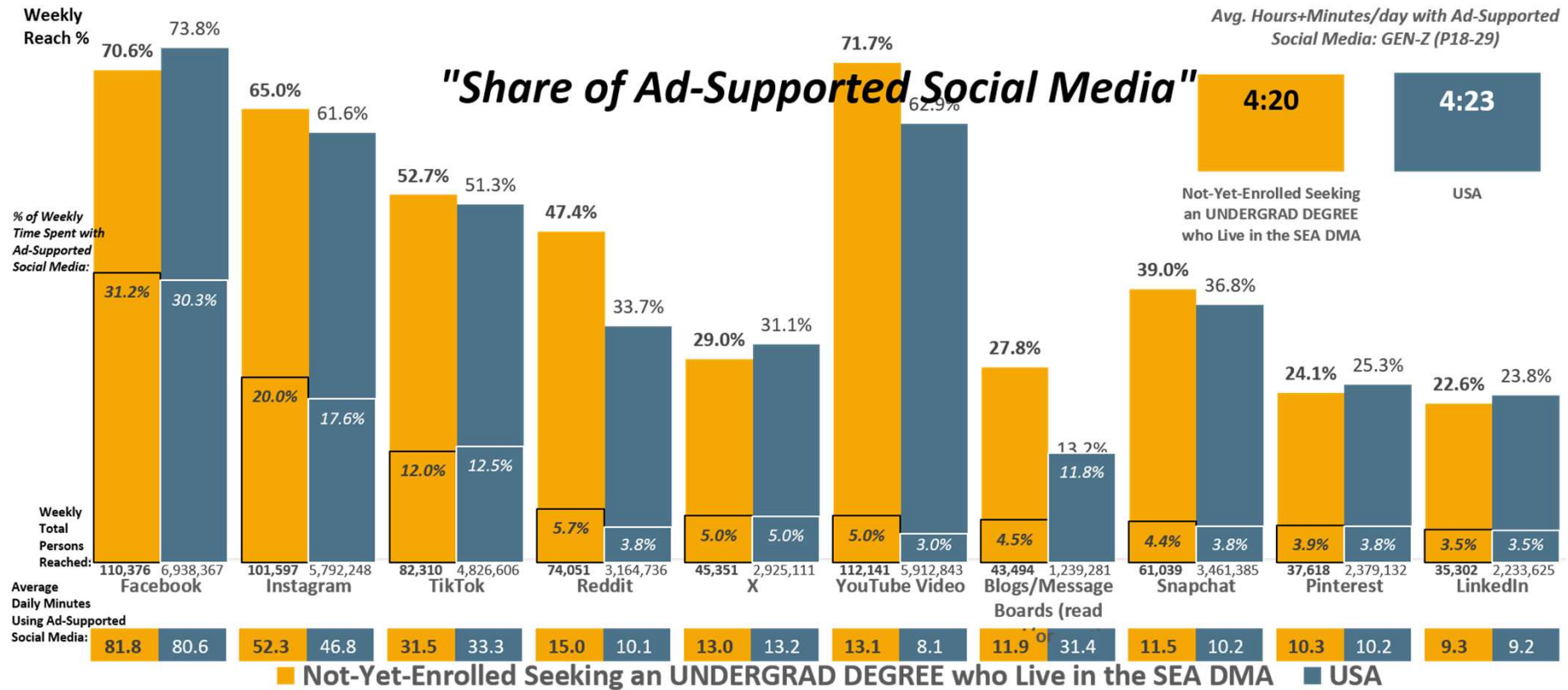
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



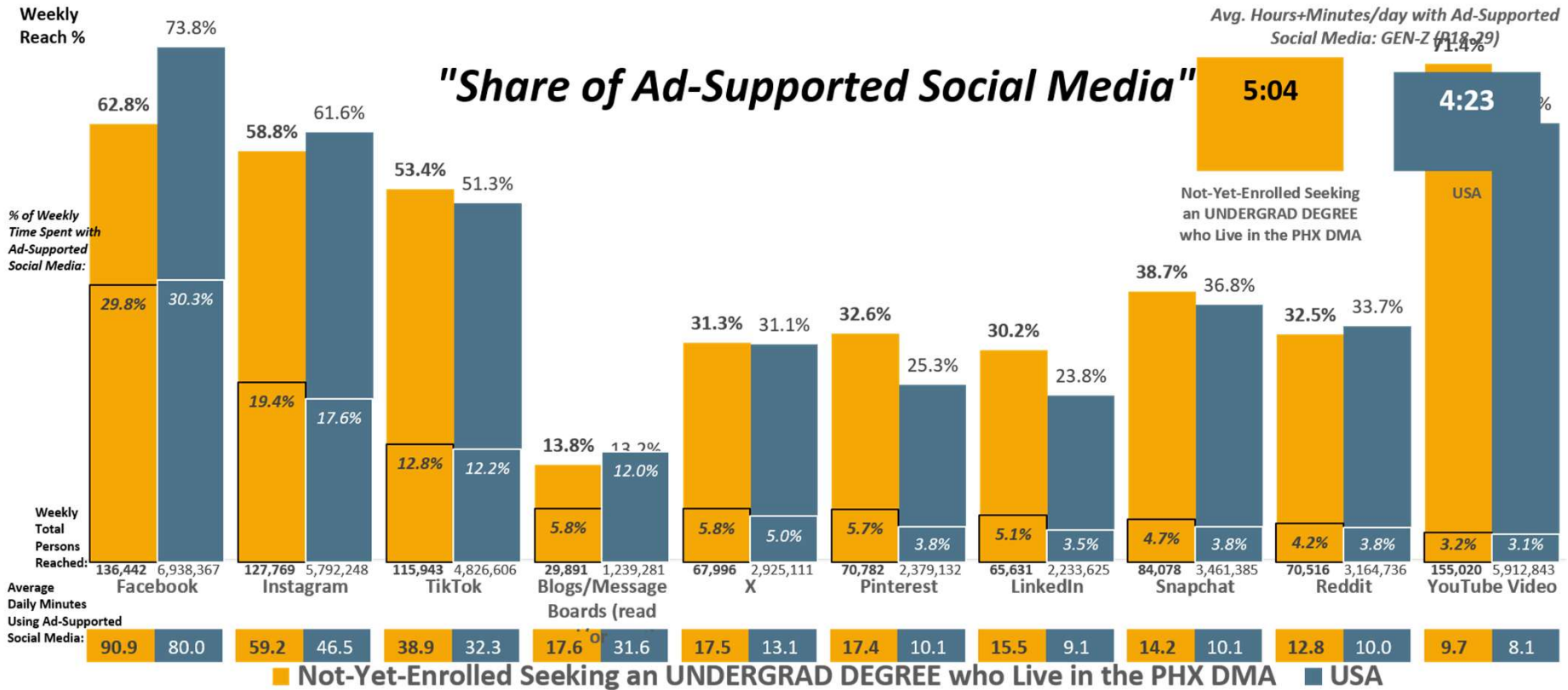


110,376 or 70.6% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA use Ad-Supported Facebook for an average of 81.8 minutes every day representing 31.2% of all time spent daily with Ad-Supported Social Media.





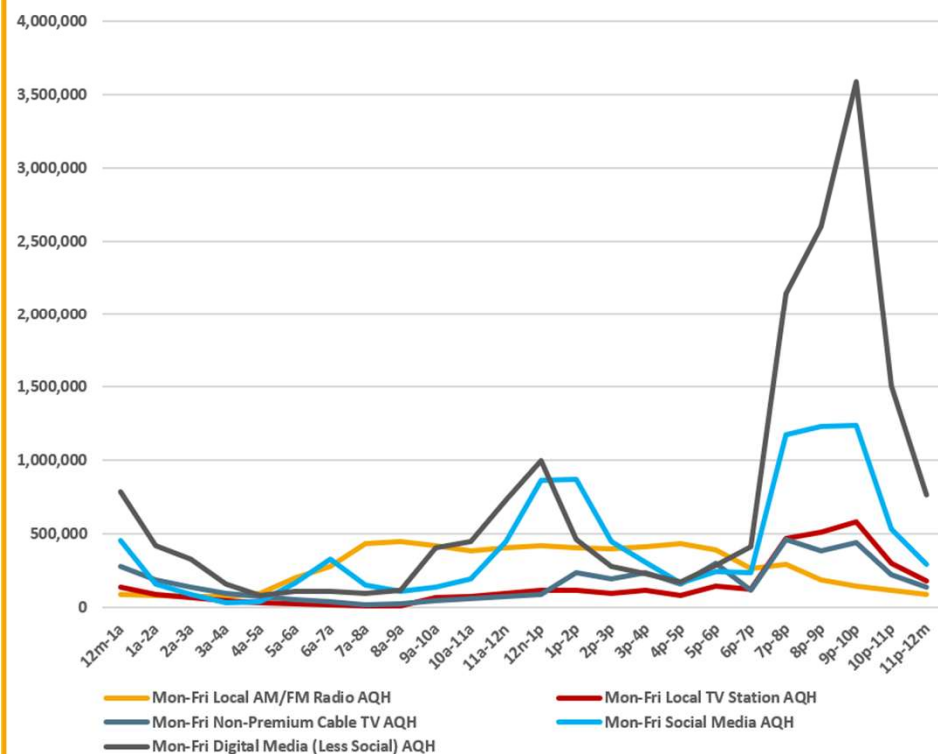
136,442 or 62.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA use Ad-Supported Facebook for an average of 90.9 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.



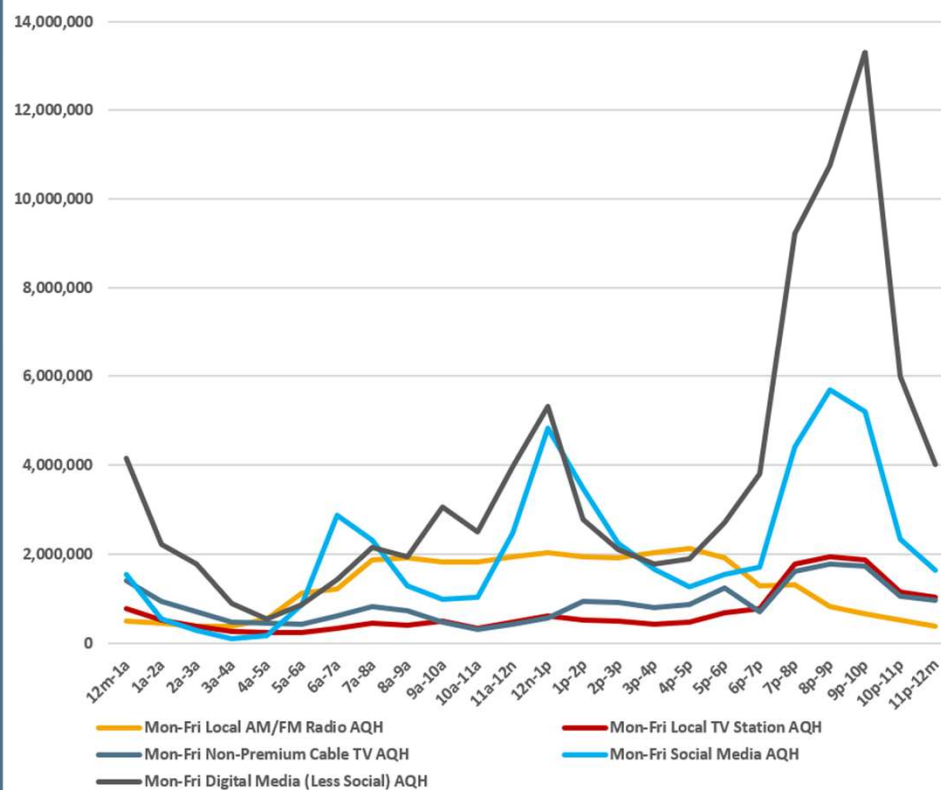


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 391,996; All Other Digital Media: 365,206; Social Media: 346,763; Non-Prem. Cable: 122,741; Local TV: 81,774 reaching GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRAD

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an  
UNDERGRADUATE DEGREE**



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



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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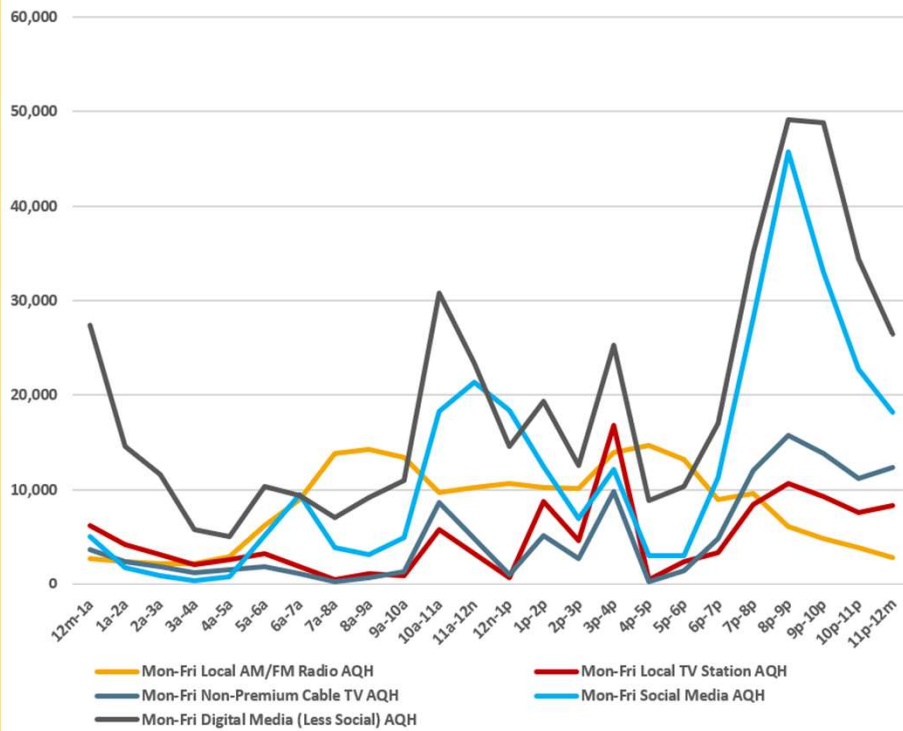
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device: Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



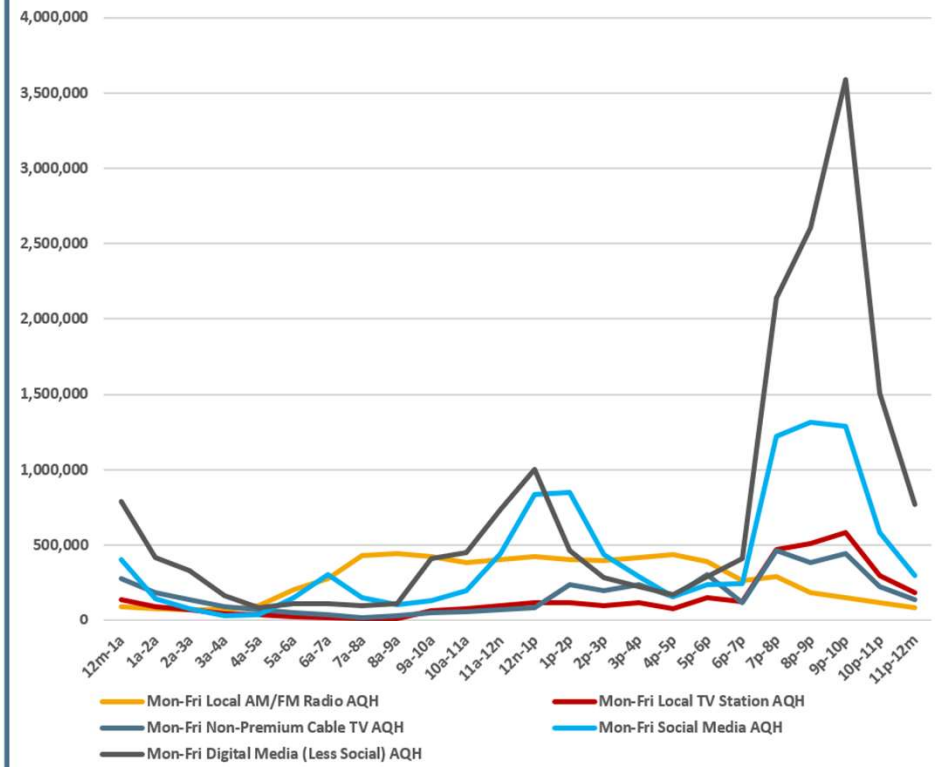


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 15,292;  
Local Radio: 11,712; Social Media: 9,889; Local TV: 3,903; Non-Prem. Cable: 3,239  
reaching GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD  
DEGREE who Live in the CHI DMA**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area GEN-Z (P18-29)**



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96  
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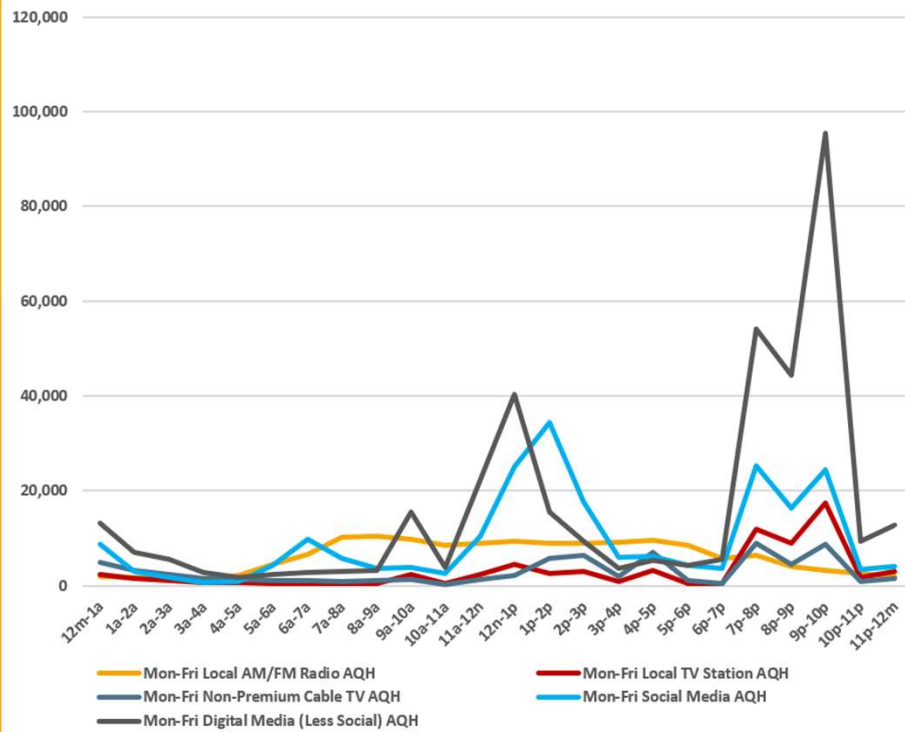
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

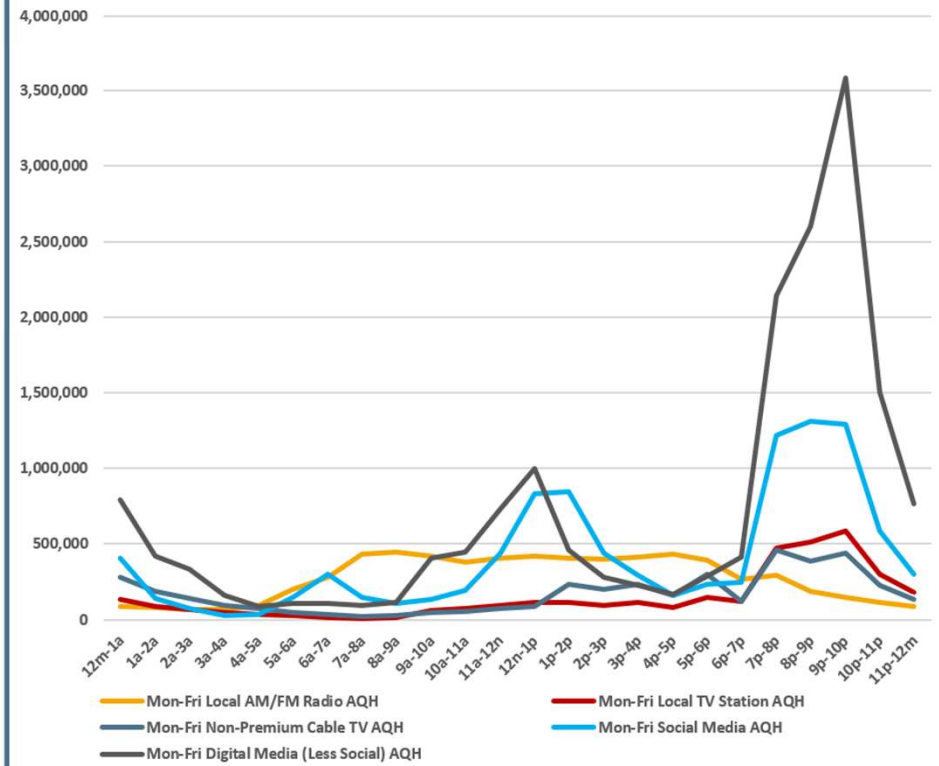


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,346; Social Media: 10,224; Local Radio: 8,843; Non-Prem. Cable: 2,331; Local TV: 1,688 reaching GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD  
DEGREE who Live in the WDC DMA**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area GEN-Z (P18-29)**



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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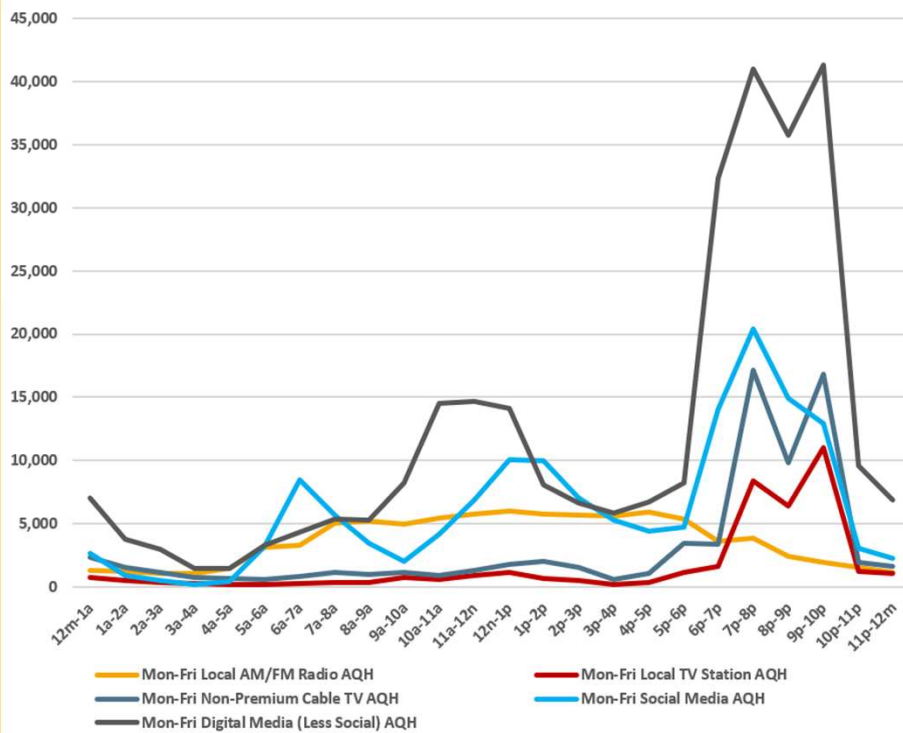
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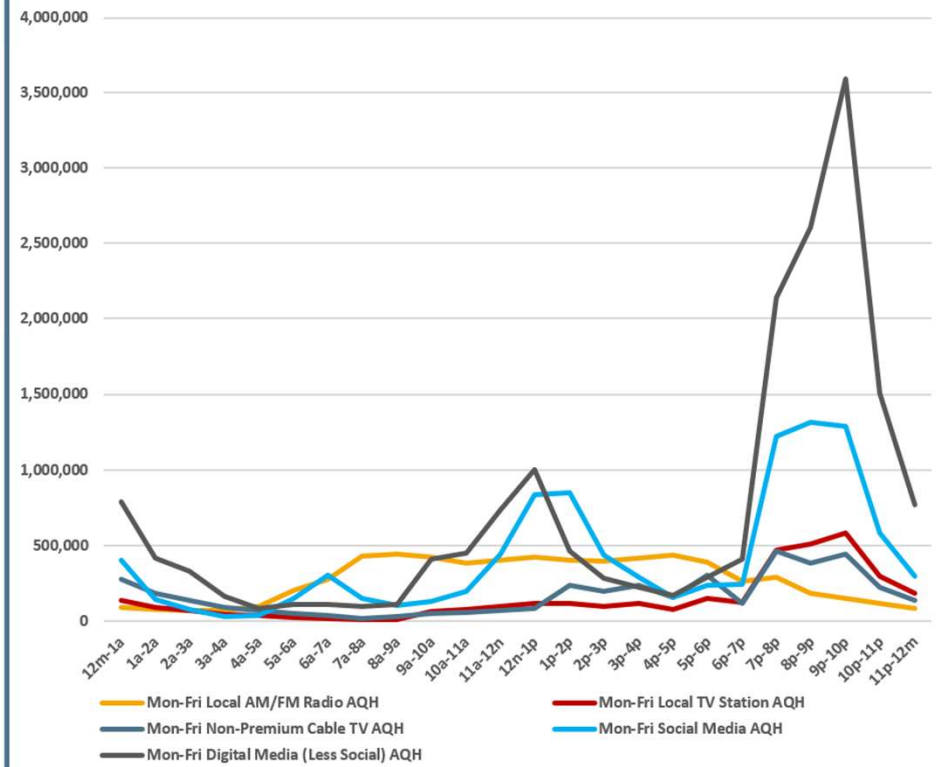


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 10,336; Social Media: 6,637; Local Radio: 5,231; Non-Prem. Cable: 1,570; Local TV: 698 reaching GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in th

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD  
DEGREE who Live in the SEA DMA**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area GEN-Z (P18-29)**



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65  
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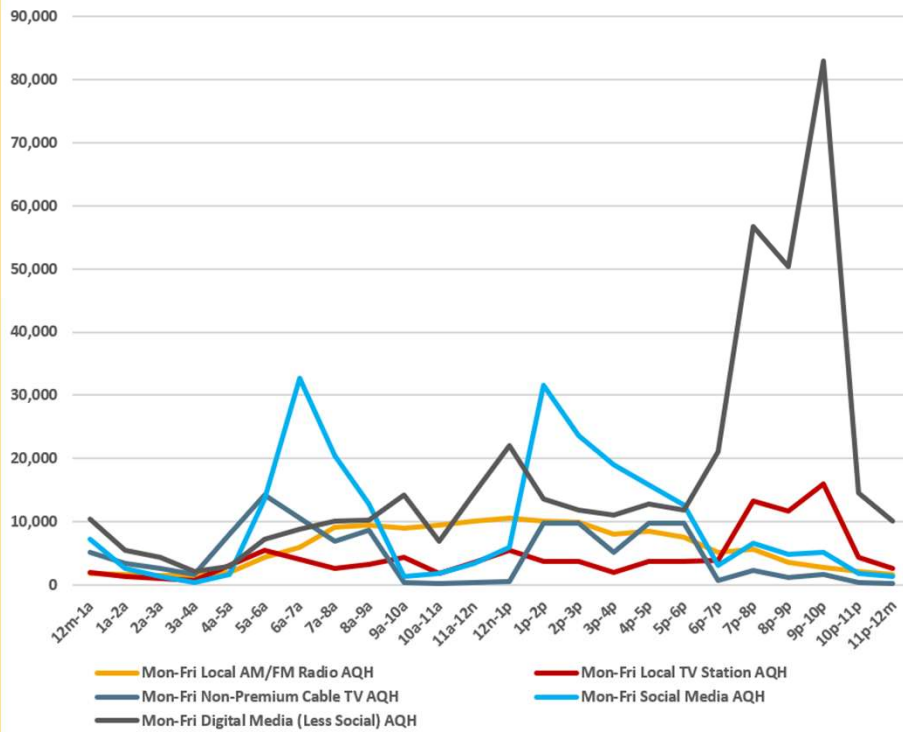
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



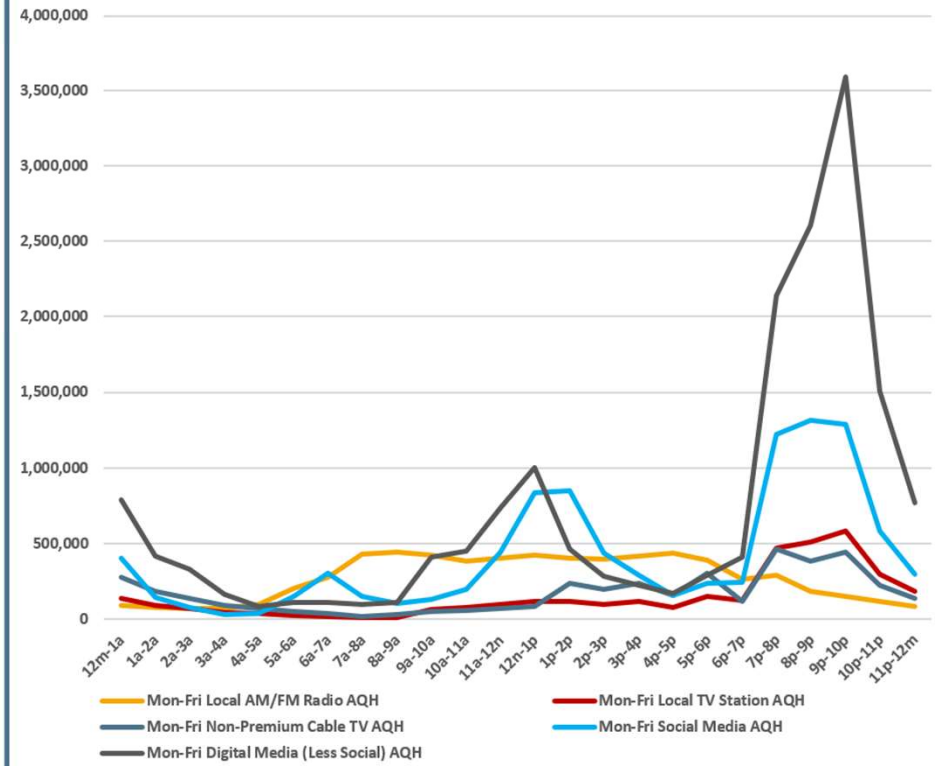


M-F 6a-7p Avg. Available Impressions per 15-min. are... Social Media: 14,192; All Other Digital Media: 13,027; Local Radio: 8,715; Non-Prem. Cable: 5,578; Local TV: 3,538 reaching GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD  
DEGREE who Live in the PHX DMA**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)  
USA Metro Area GEN-Z (P18-29)**



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79  
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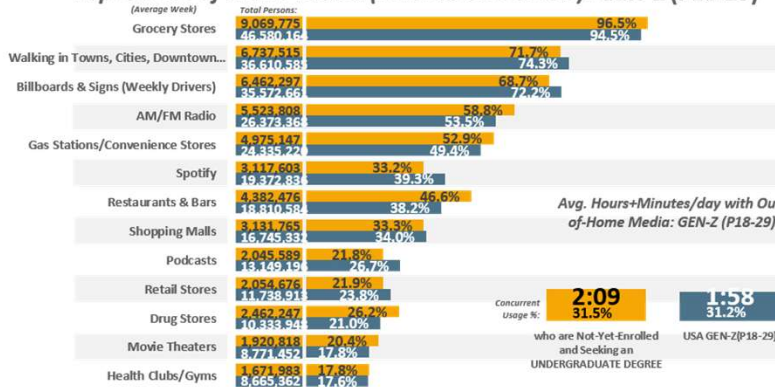
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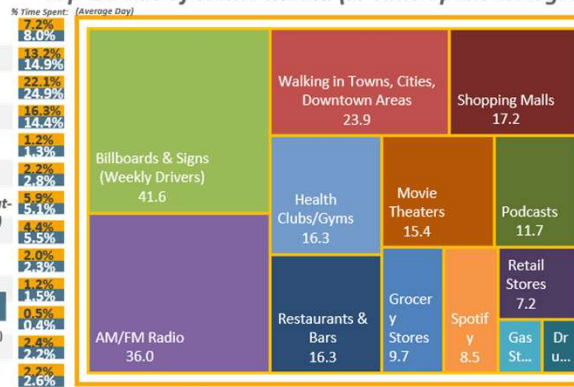


6,462,297 or 68.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 41.6 minutes per day driving, seeing Billboards and Signs. 58.1% Listen to Local Radio Stations Out-of-Home for an average of 32.9 minute

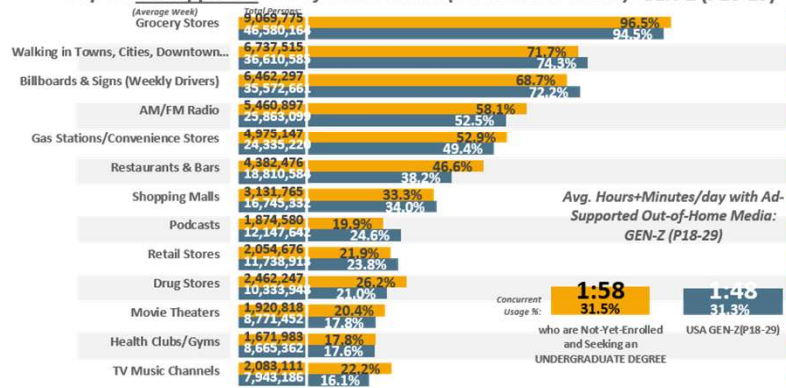
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



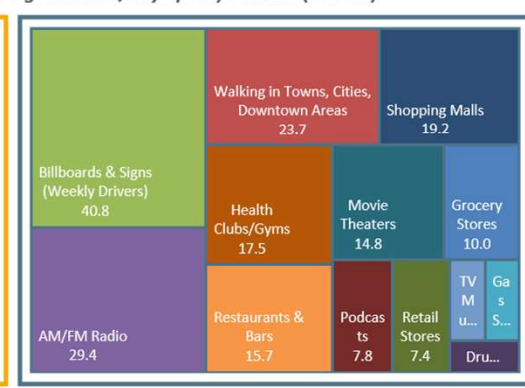
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

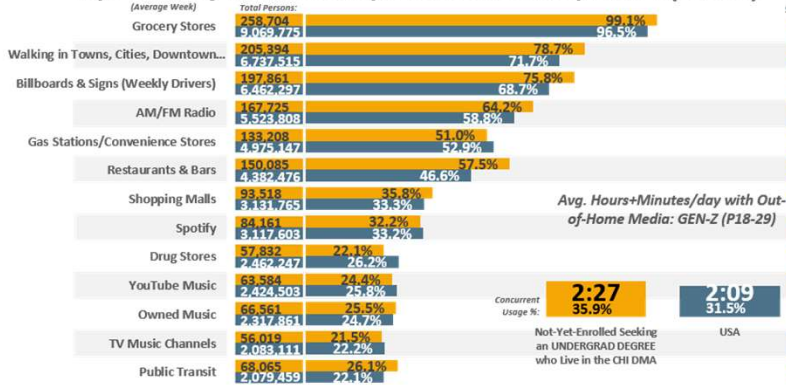
soeefa.ai Share of Everything for Anything

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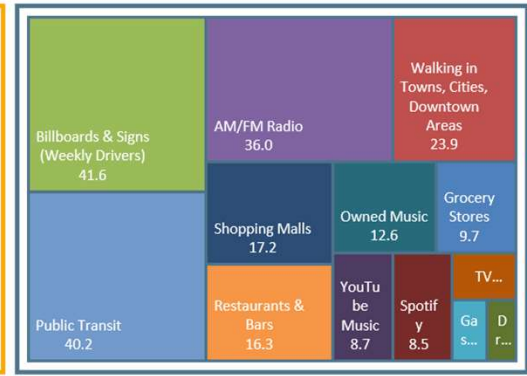
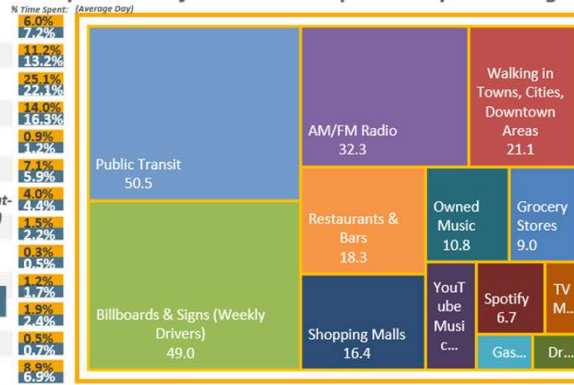


197,861 or 75.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA spend an average of 49. minutes per day driving, seeing Billboards and Signs. 63.5% Listen to Local Radio Stations Out-of-Home for an average of 30.6 m

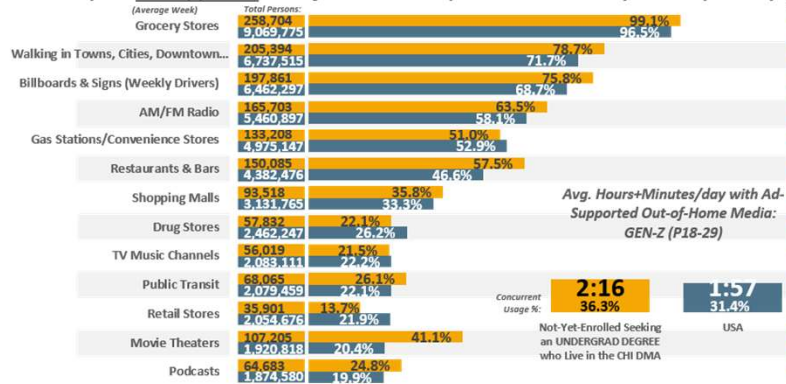
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



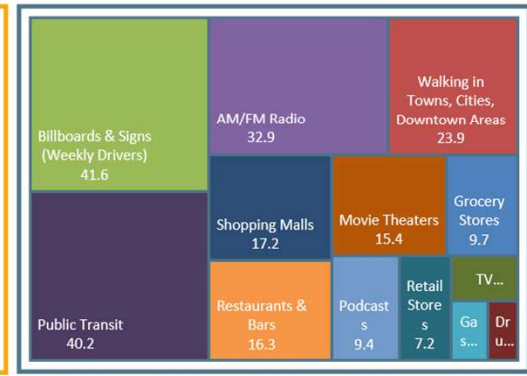
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96  
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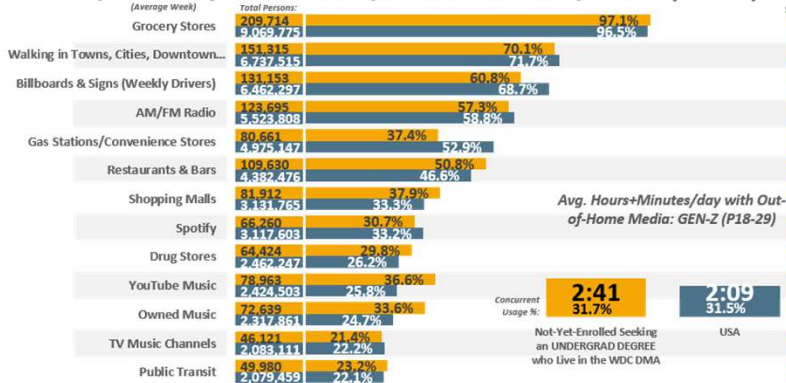
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



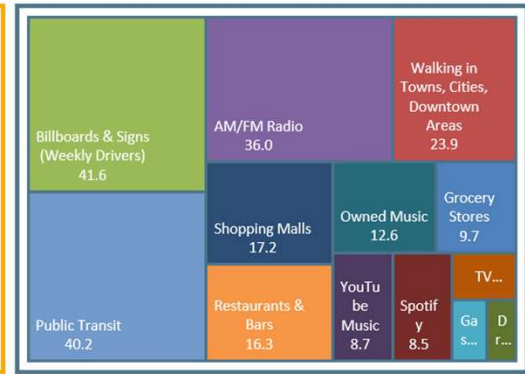
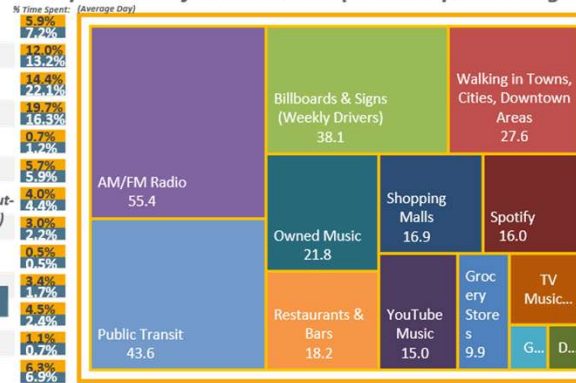


131,153 or 60.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA spend an average of 38.1 minutes per day driving, seeing Billboards and Signs. 56.8% Listen to Local Radio Stations Out-of-Home for an average of 49.7

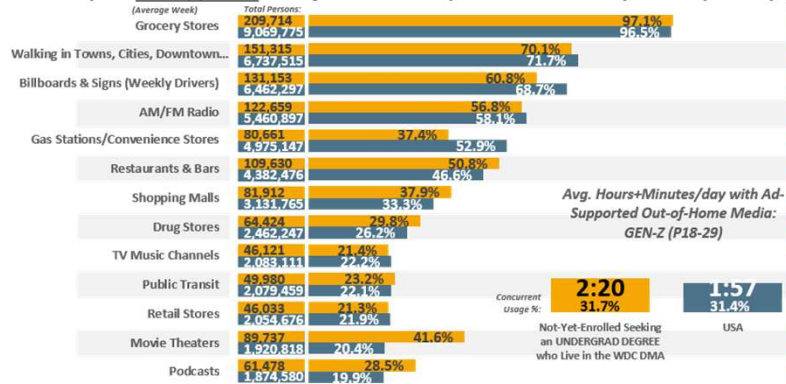
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



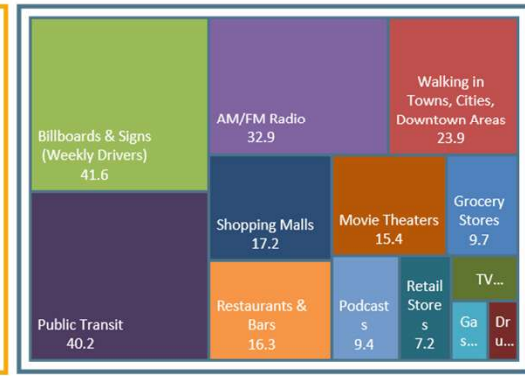
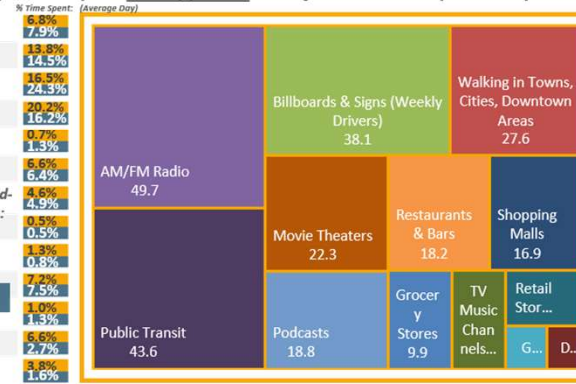
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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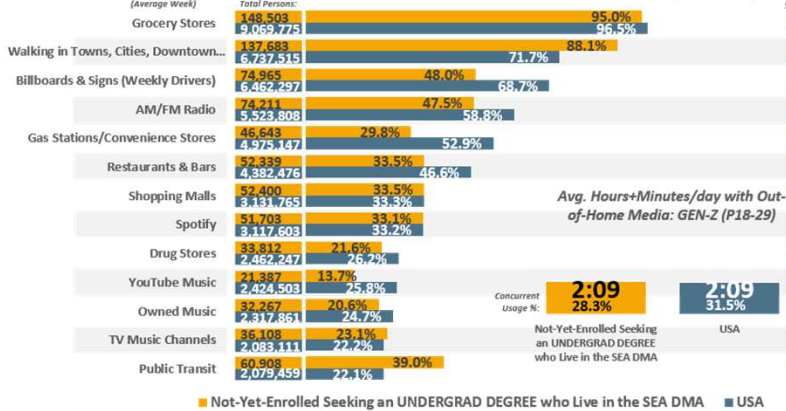
soefa.ai Share of Everything for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

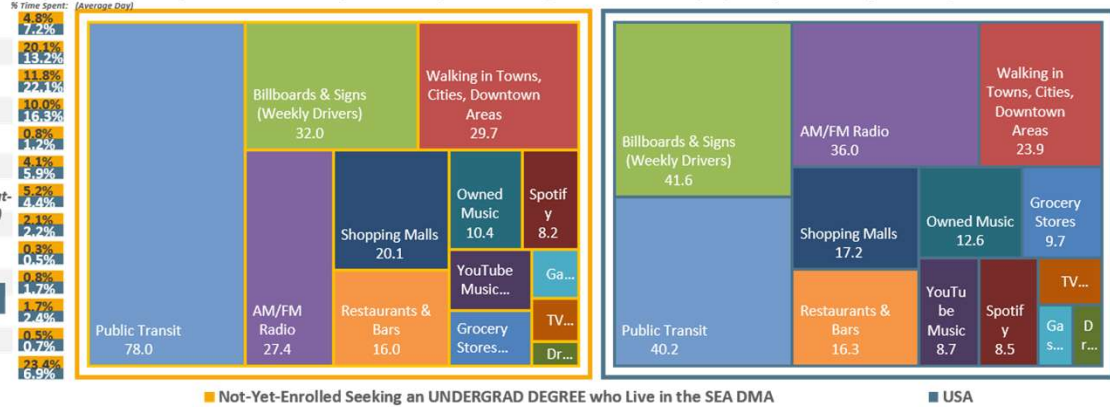


74,965 or 48.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA spend an average of 32. minutes per day driving, seeing Billboards and Signs. 47.2% Listen to Local Radio Stations Out-of-Home for an average of 25.9 min

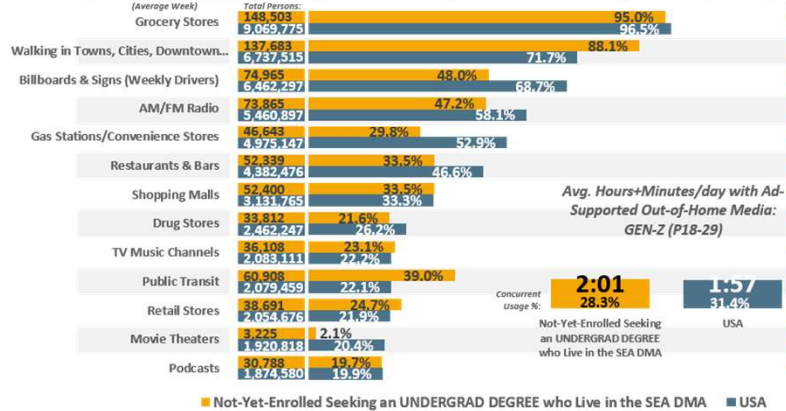
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



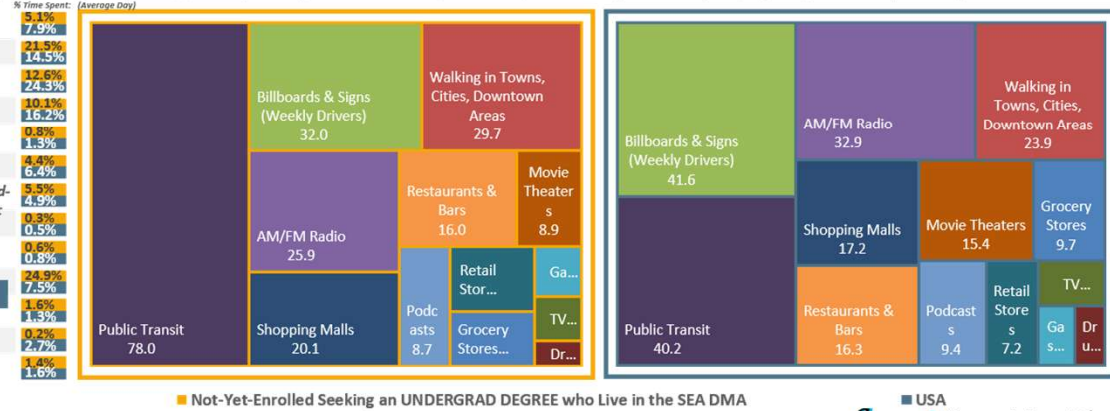
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65  
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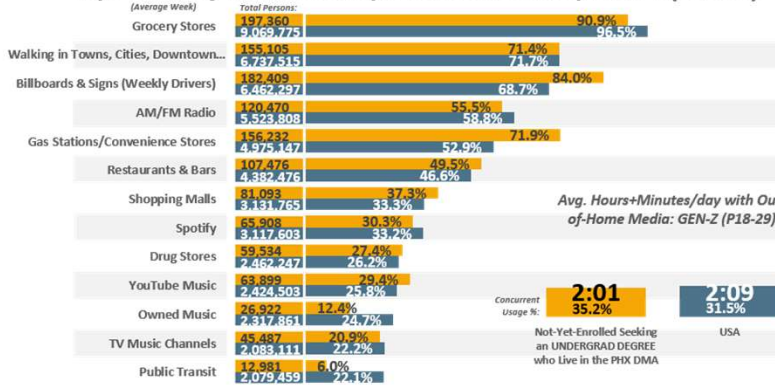
(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



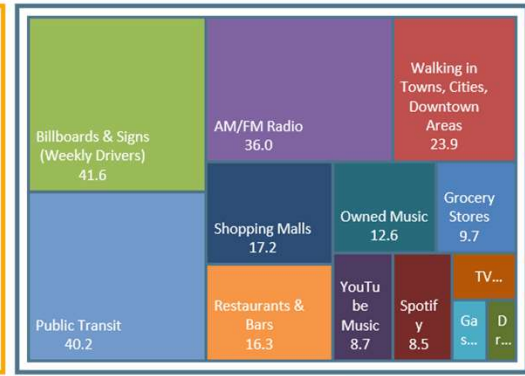
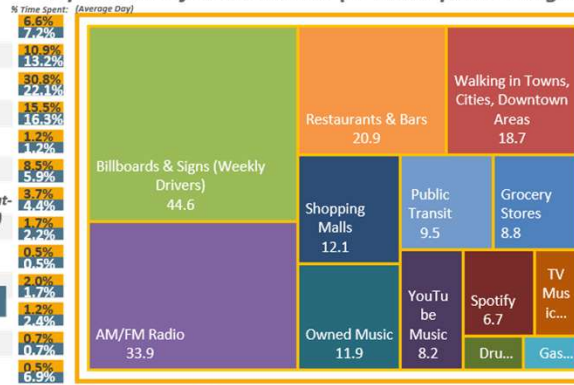


182,409 or 84.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA spend an average of 44.6 minutes per day driving, seeing Billboards and Signs. 54.7% Listen to Local Radio Stations Out-of-Home for an average of 30.4 m

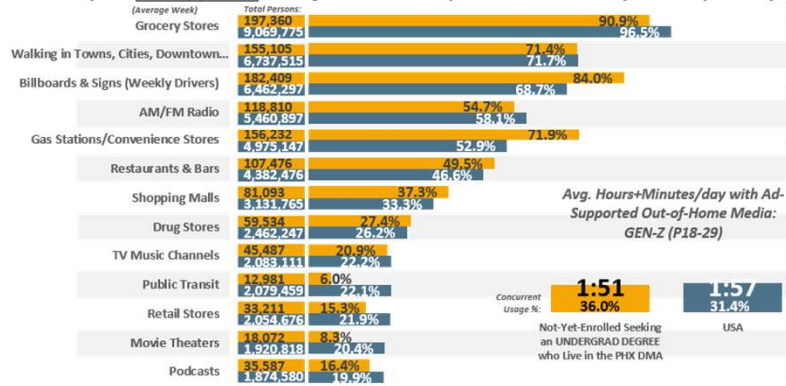
Top-13 Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



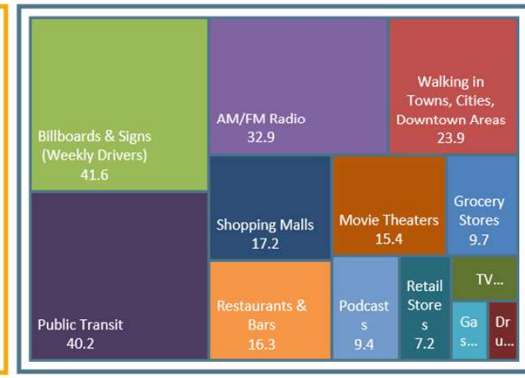
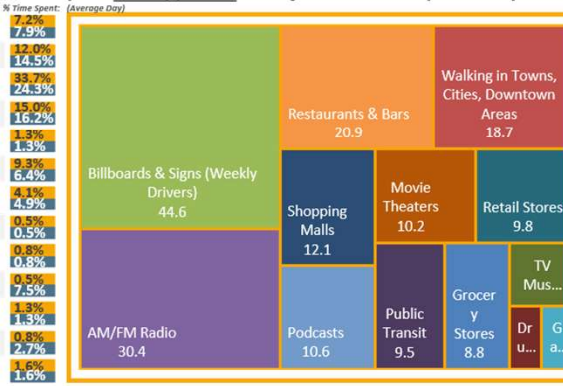
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): GEN-Z (P18-29)



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)





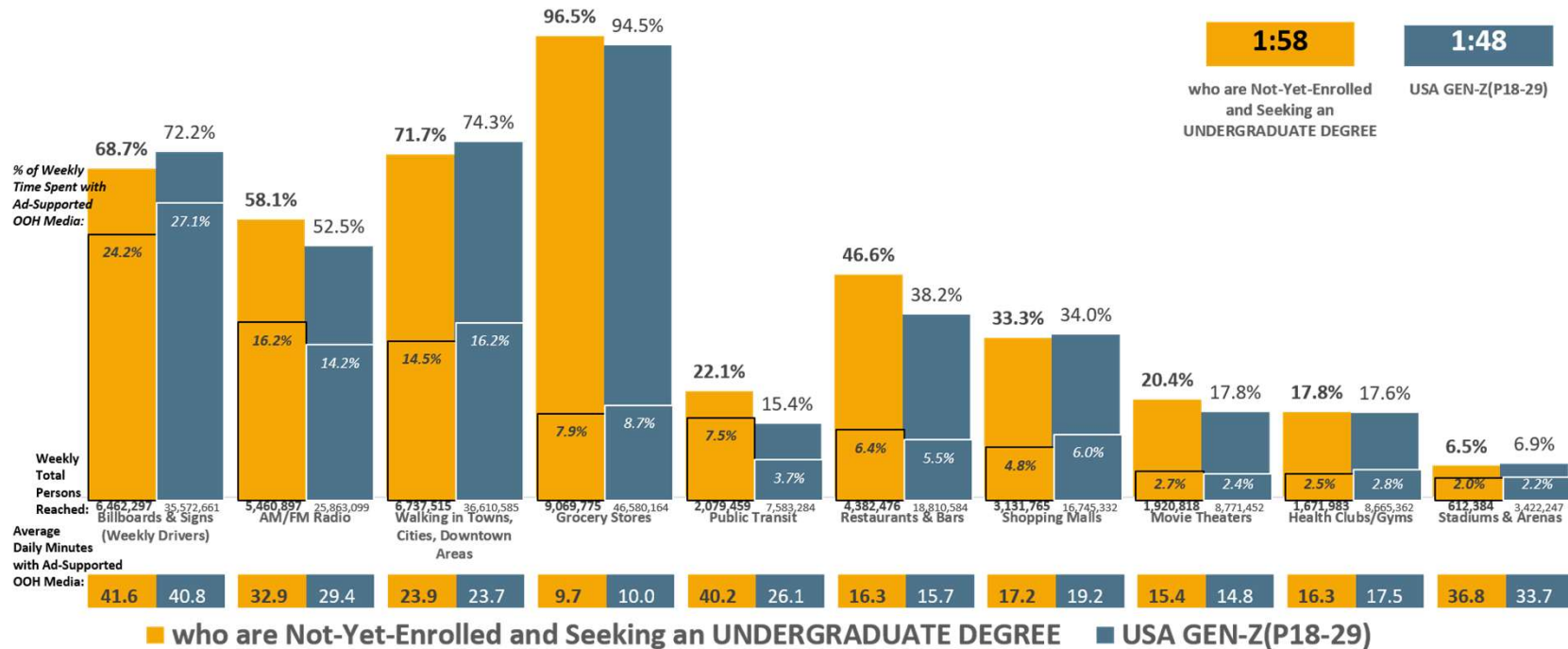


6,462,297 or 68.7% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 41.6 minutes per day driving, seeing Billboards and Signs representing 24.2% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

## "Share of Ad-Supported OOH Media"



USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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USA Projection USA GEN-Z(P18-29) Qual Intab 3,498

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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

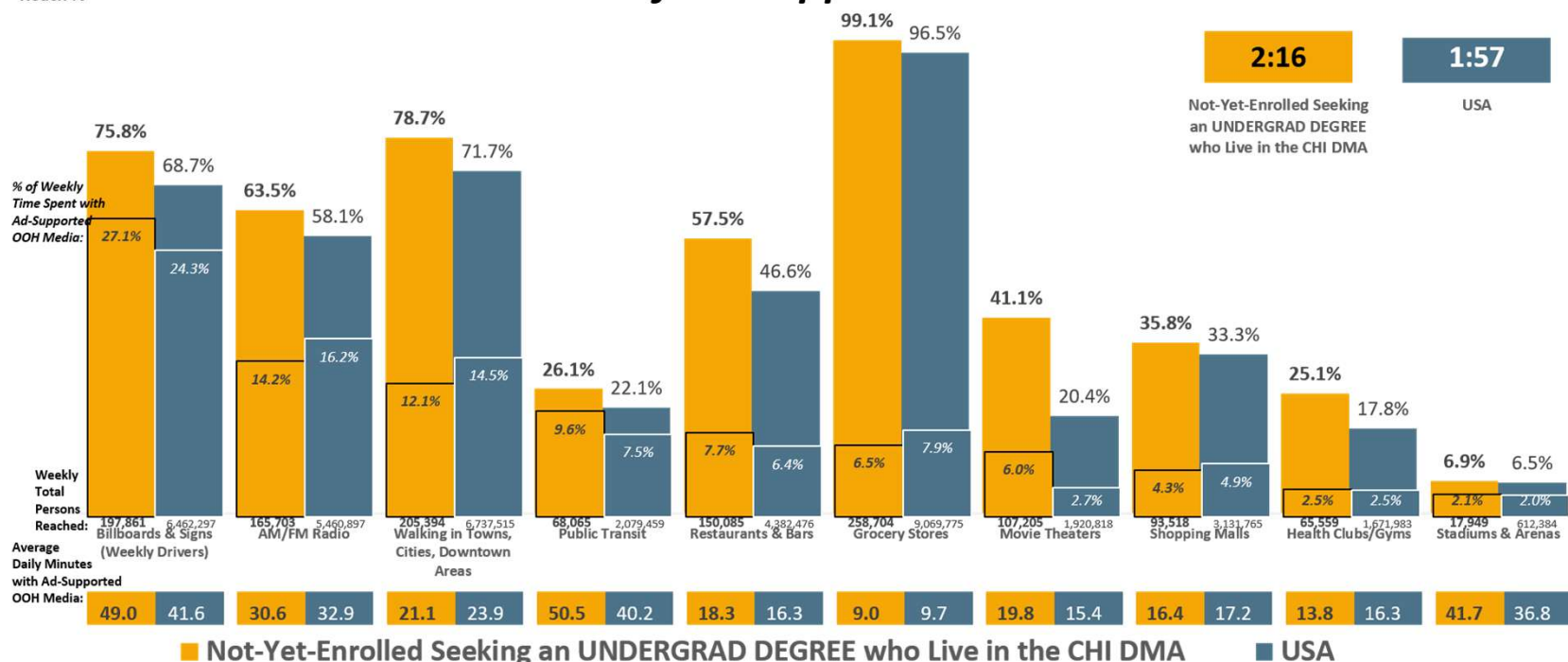


197,861 or 75.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA spend an average of 49. minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

## "Share of Ad-Supported OOH Media"



2:16  
Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA

1:57  
USA

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 96 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]

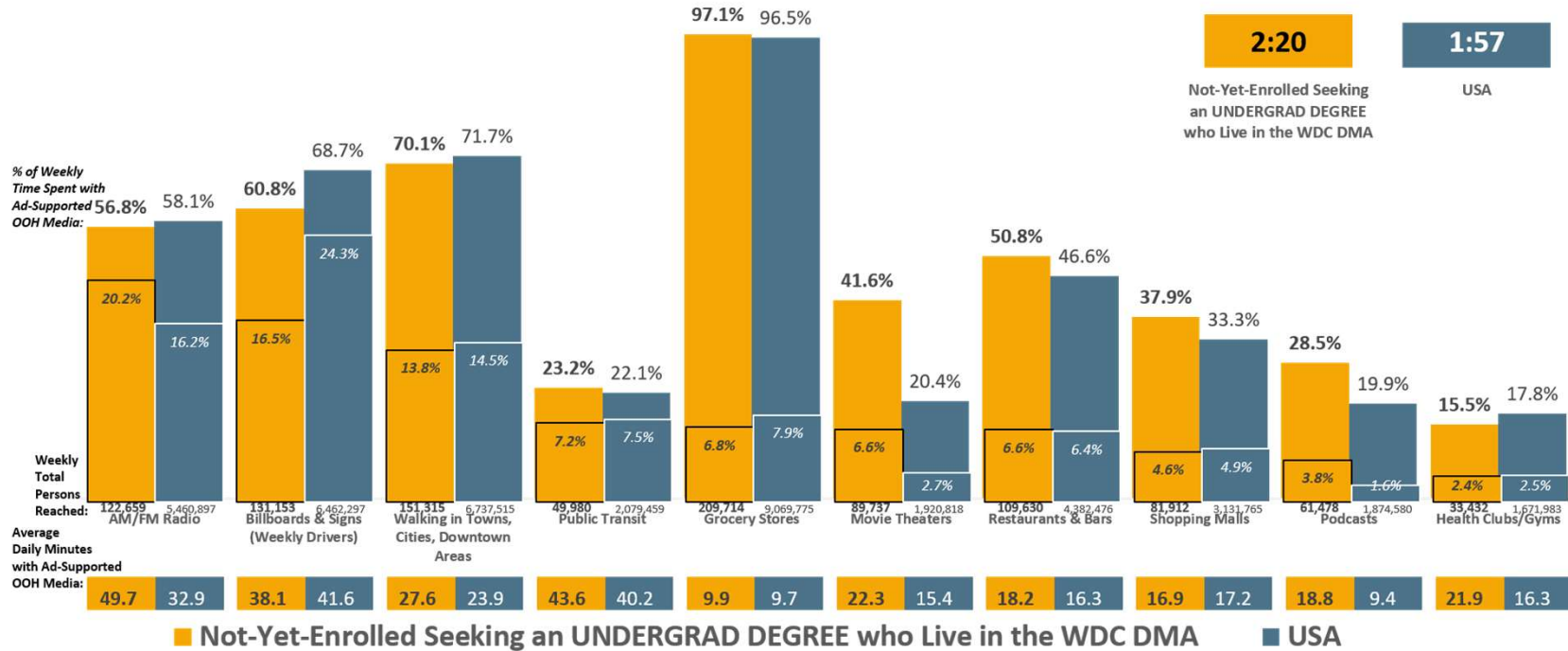


131,153 or 60.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA spend an average of 38.1 minutes per day driving, seeing Billboards and Signs representing 16.5% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

# "Share of Ad-Supported OOH Media"



USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531

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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



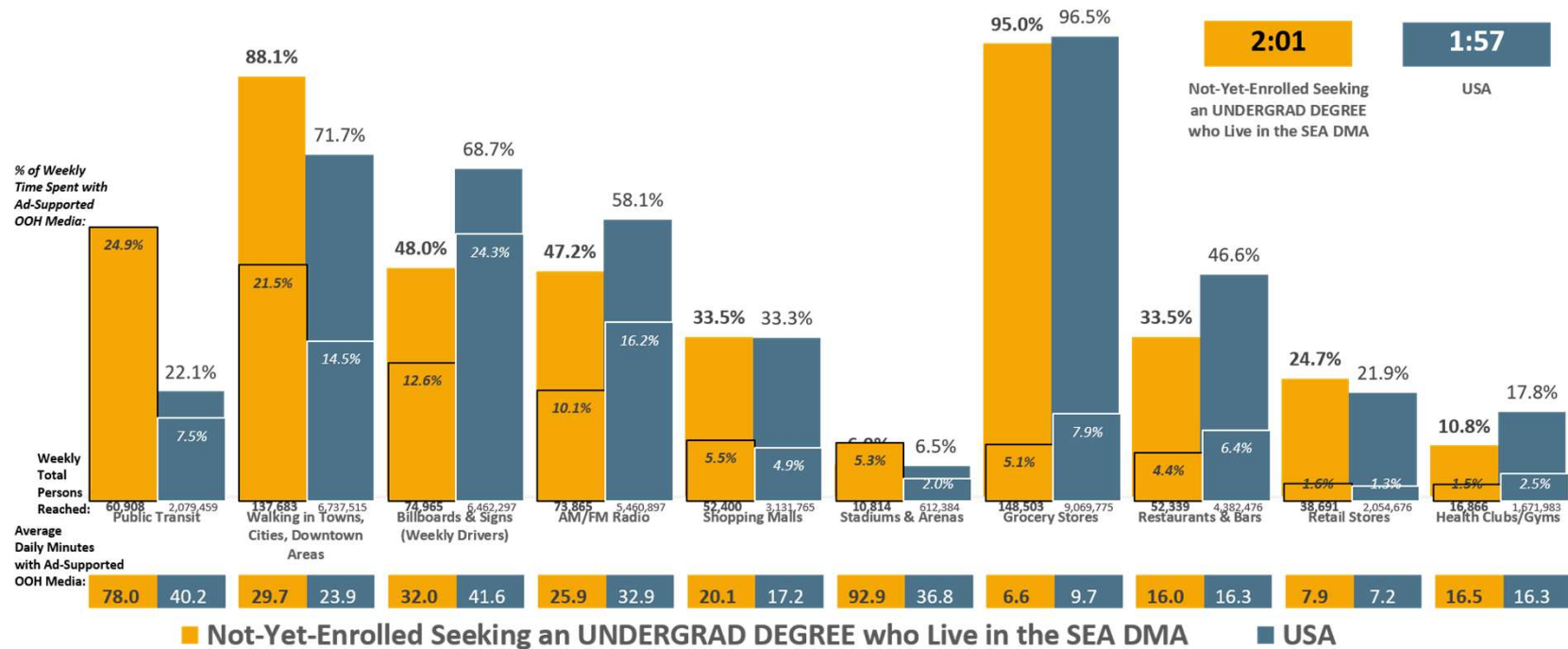


74,965 or 48.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA spend an average of 32. minutes per day driving, seeing Billboards and Signs representing 12.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

## "Share of Ad-Supported OOH Media"



**2:01**  
Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA

**1:57**  
USA

USA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 65 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]

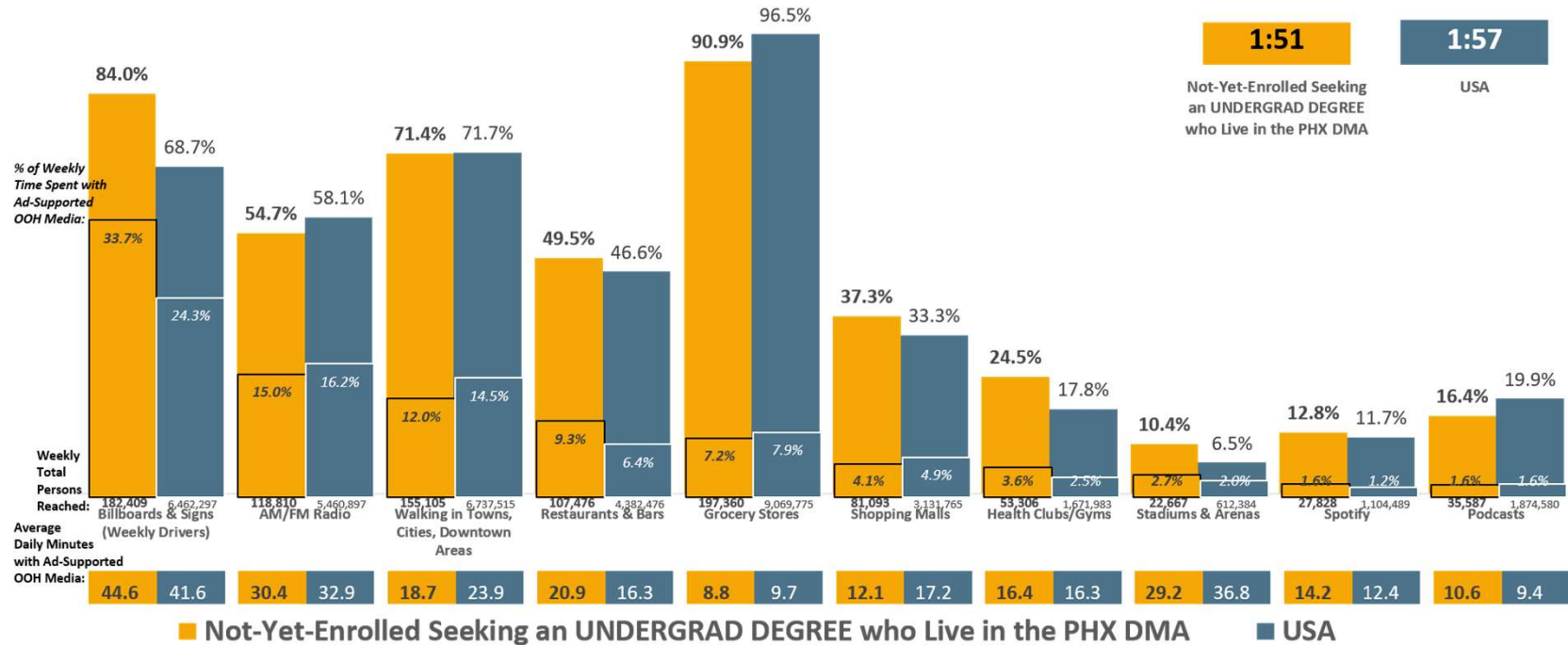


182,409 or 84.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA spend an average of 44.6 minutes per day driving, seeing Billboards and Signs representing 33.7% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: GEN-Z (P18-29)

Weekly Reach %

## "Share of Ad-Supported OOH Media"



1:51

Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA

1:57

USA

USA DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 79 USA GEN-Z(P18-29) USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 531  
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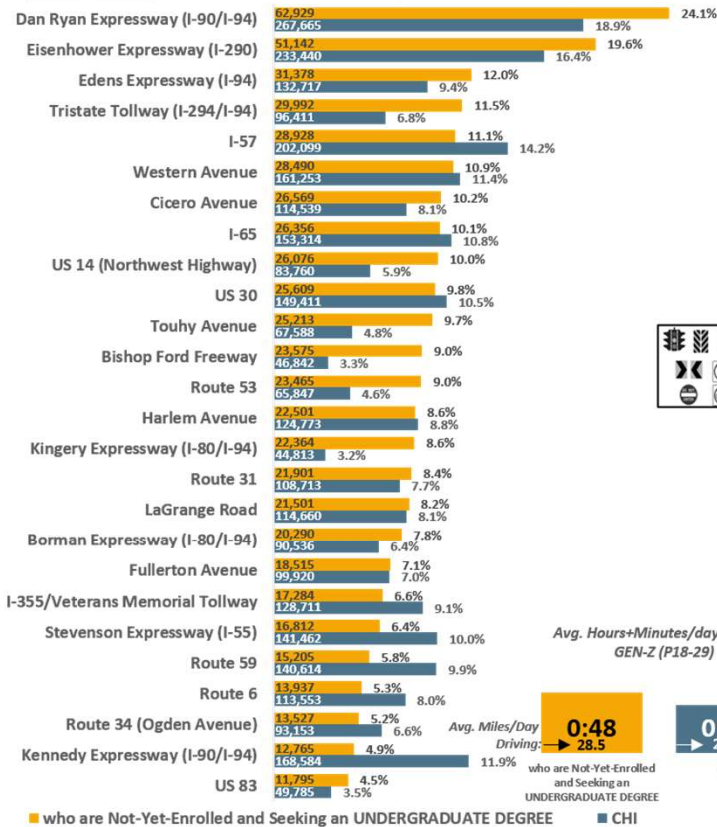
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))



197,861 or 75.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 49. minutes per day driving an average of 28.5 miles each day and are 173.6% more likely to use Bishop Ford Freeway than the Metro average.

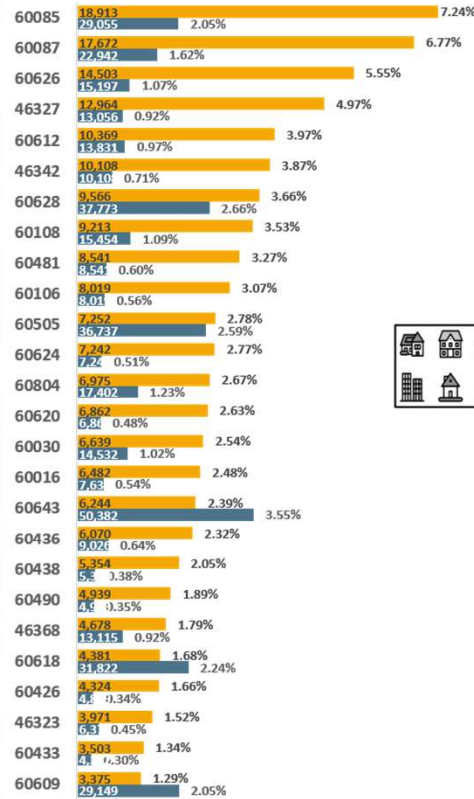
### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): GEN-Z (P18-29)



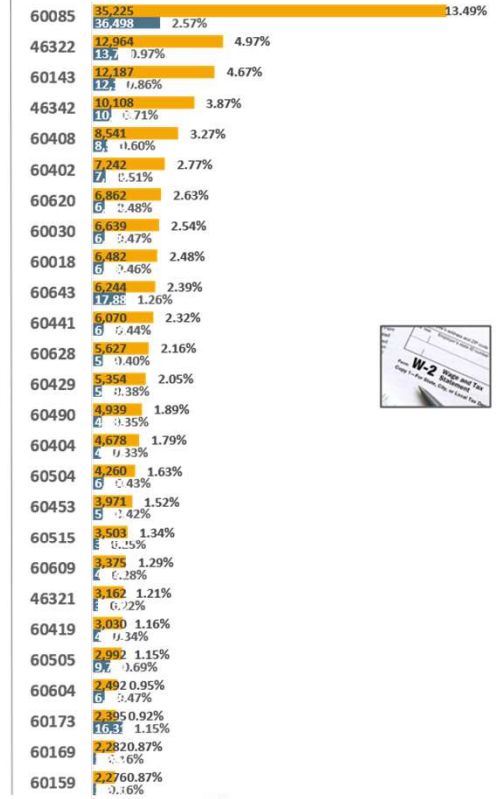
Avg. Hours+Minutes/day Driving:  
GEN-Z (P18-29)

Avg. Miles/Day Driving:  
0:48 28.5  
0:38 22.3

### Top-26 Residential Zip Codes: GEN-Z (P18-29)



### Top-26 Employment Zip Codes: GEN-Z (P18-29)



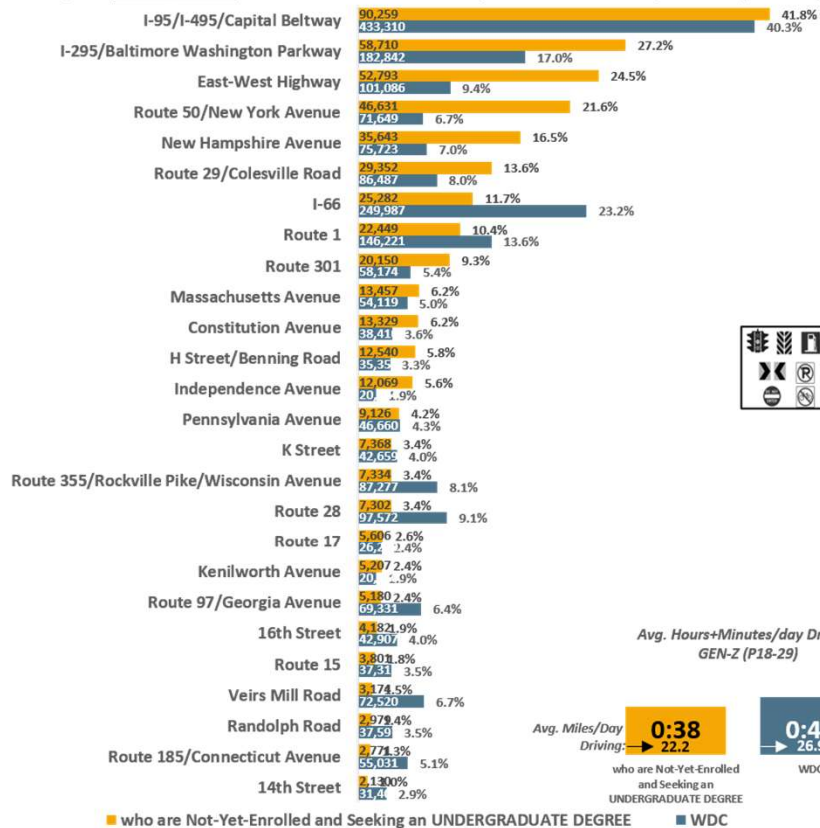
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131,153 or 60.8% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 38.1 minutes per day driving an average of 22.2 miles each day and are 224.3% more likely to use Route 50/New York Avenue than the Metro av

#### Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): GEN-Z (P18-29)



Avg. Hours+Minutes/day Driving:  
GEN-Z (P18-29)

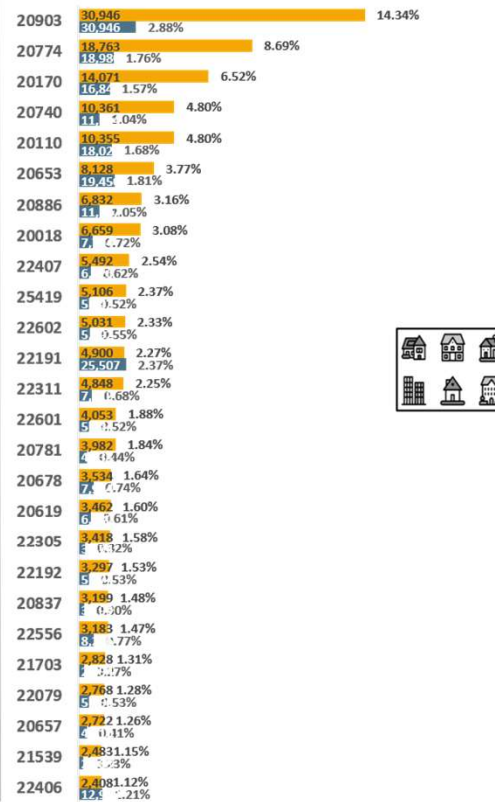
Avg. Miles/Day  
Driving: 22.2

who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE

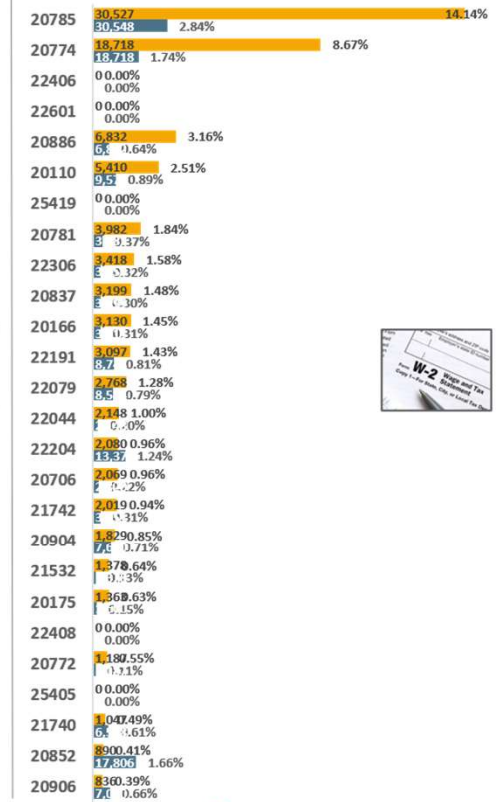
WDC



#### Top-26 Residential Zip Codes: GEN-Z (P18-29)



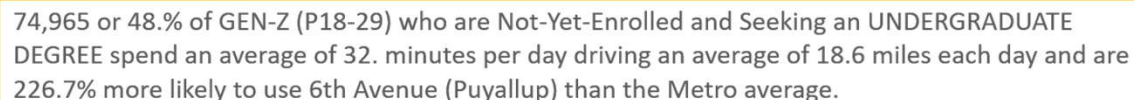
#### Top-26 Employment Zip Codes: GEN-Z (P18-29)



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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No))

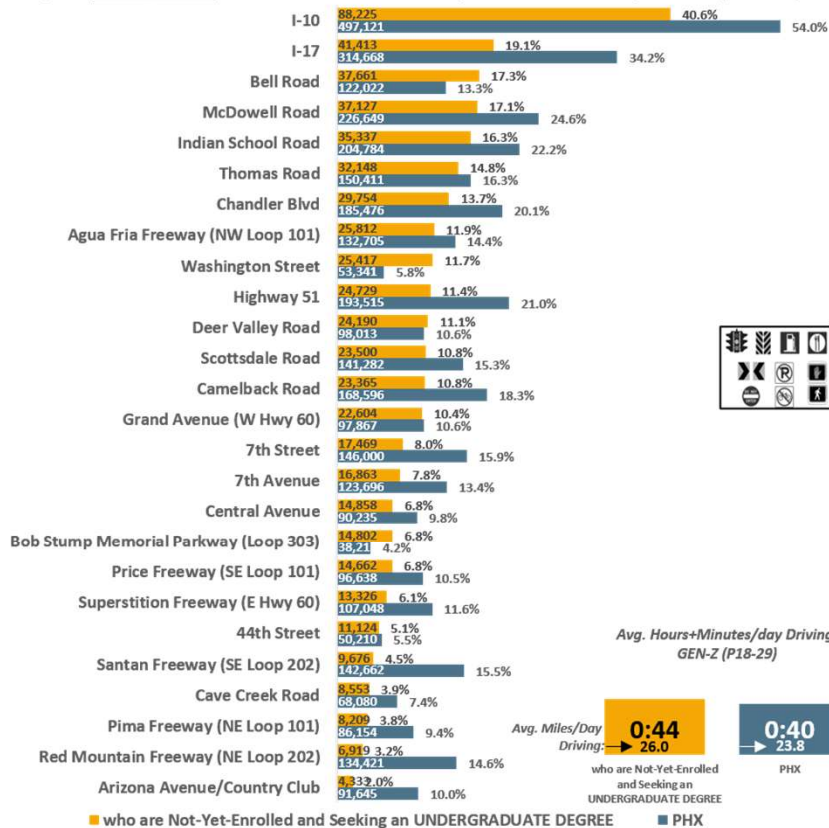


(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do not 12 mths: Go back to school (for degree/certification) OR Ways used Internet/ passed 30 days on any device: Lifestyle: Education (research schools, application, financial)) AND Currently enrolled/attending classes at a college/university)) No]]

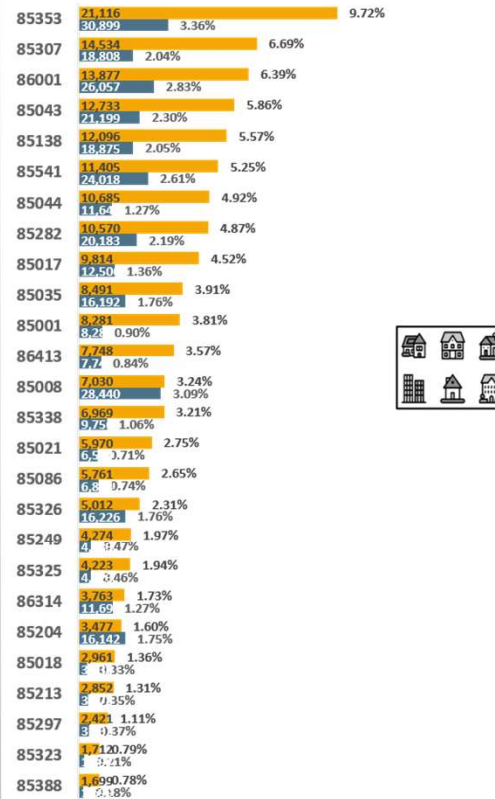


182,409 or 84.% of GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE spend an average of 44.6 minutes per day driving an average of 26. miles each day and are 102.% more likely to use Washington Street than the Metro average.

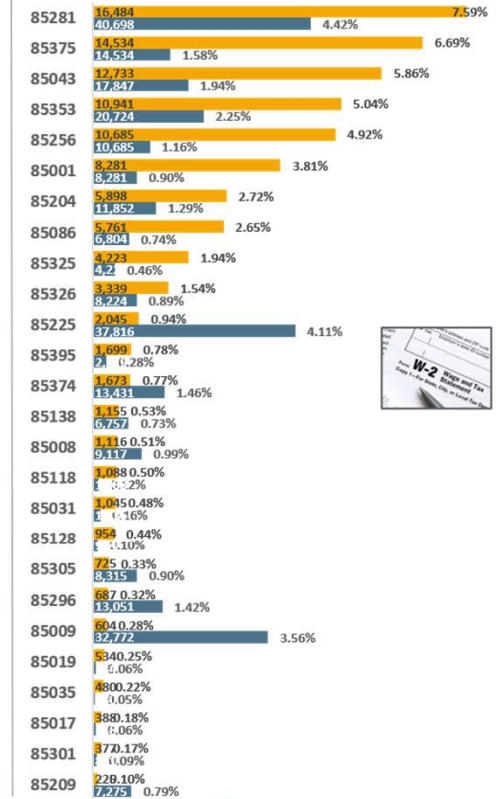
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): GEN-Z (P18-29)



Top-26 Residential Zip Codes: GEN-Z (P18-29)



Top-26 Employment Zip Codes: GEN-Z (P18-29)



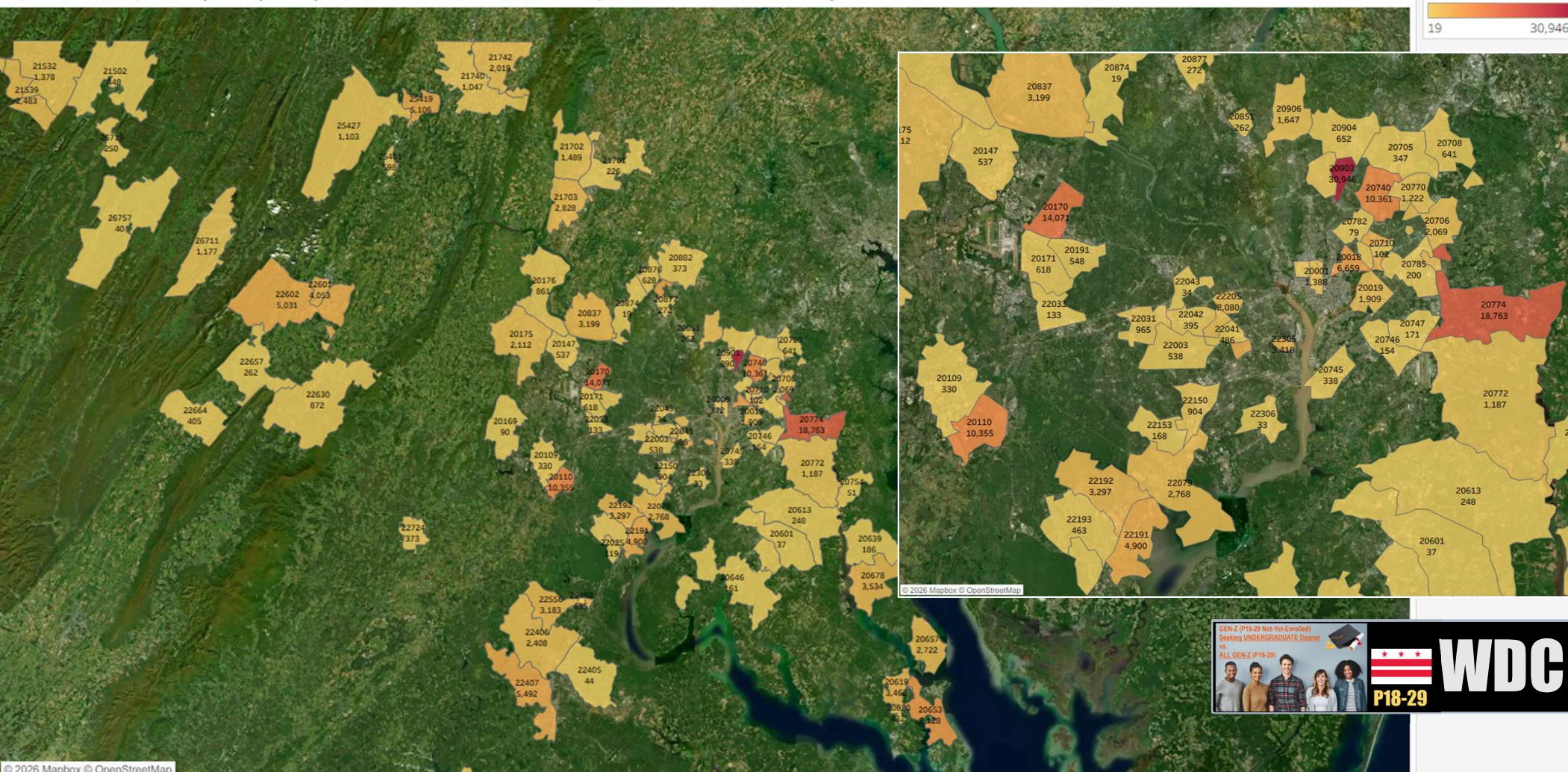
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# Top Residential Zip Codes: (GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE)



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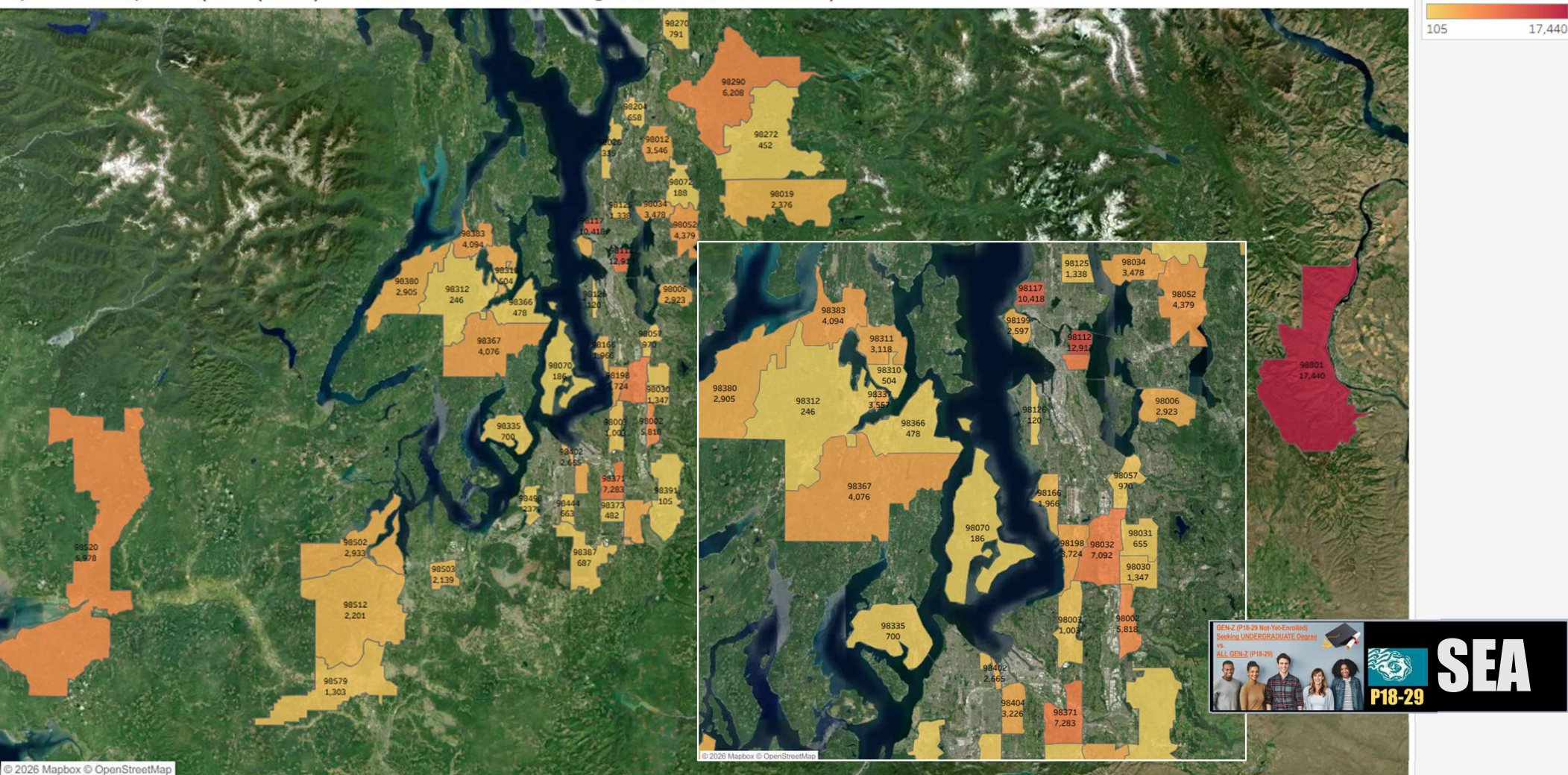
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 130  
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# Top Residential Zip Codes: (GEN-Z (P18-29) who are Not-Yet-Enrolled and Seeking an UNDERGRADUATE DEGREE)



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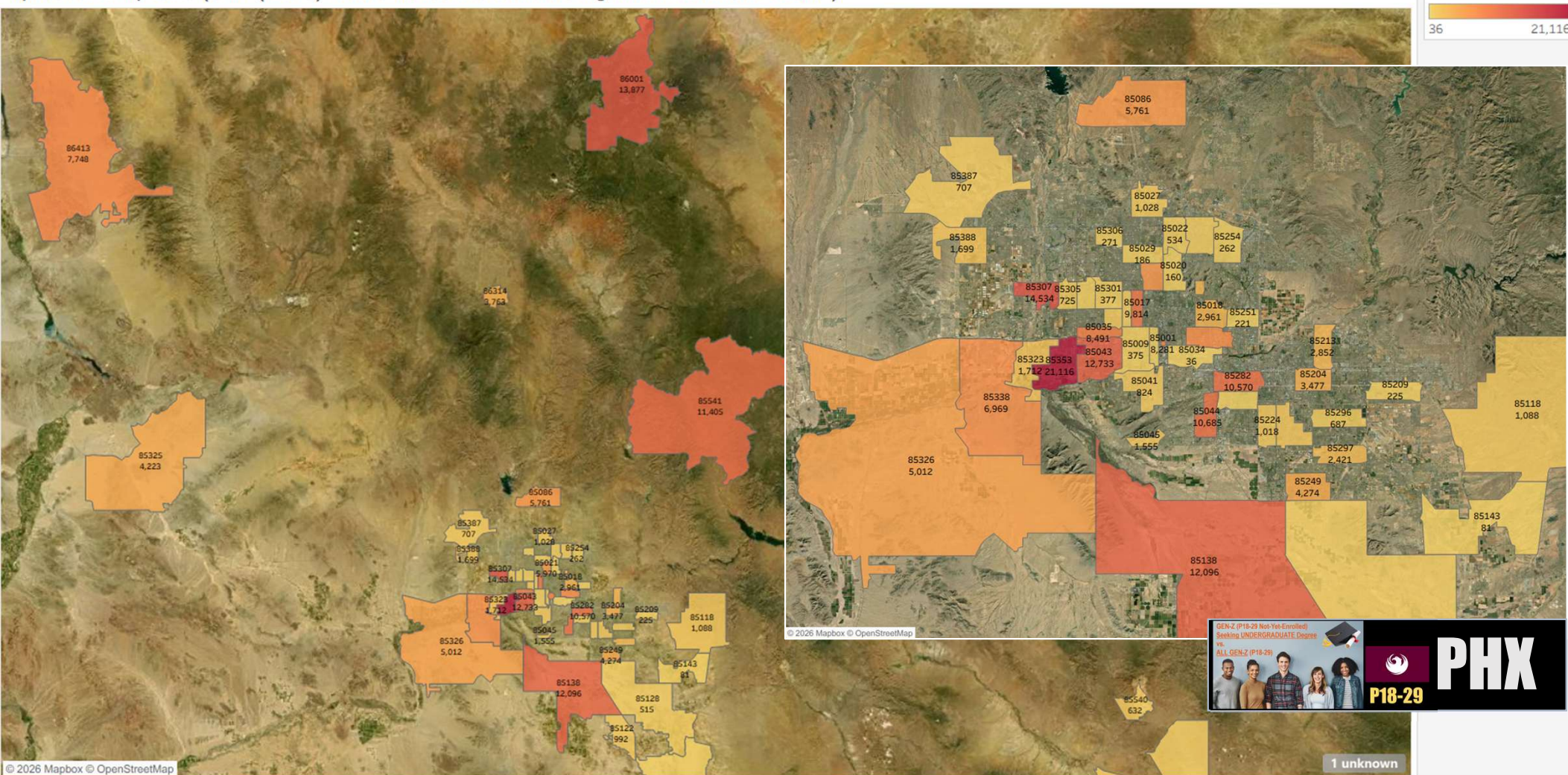
© 2026 Mapbox © OpenStreetMap



SUM(GEN-Z (P18-29) ...

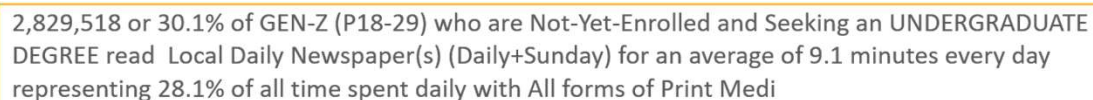


| Category       | Value  |
|----------------|--------|
| GEN-Z (P18-29) | 36     |
| GEN-Z (P18-29) | 21,116 |

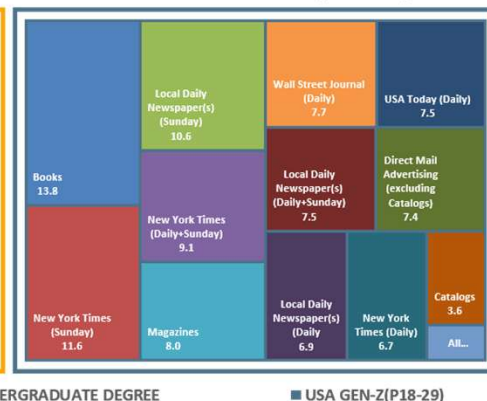
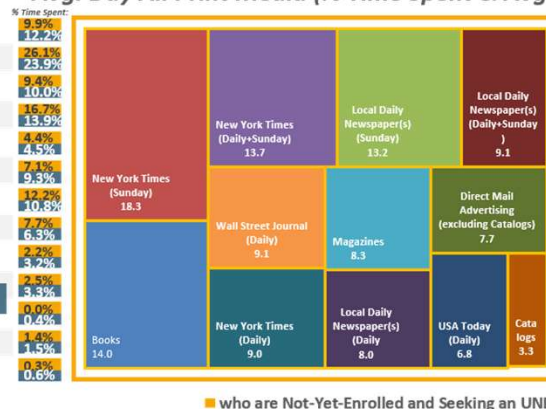


[[(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing)))] AND Currently enrolled/attending classes at a college/university: No]]

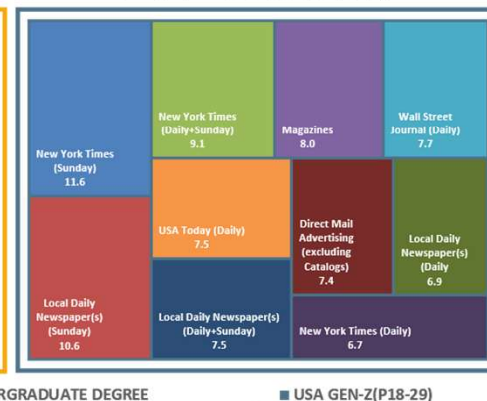
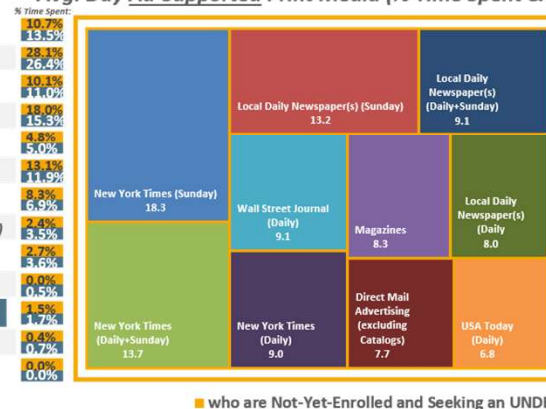




**Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)**



**Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent):** GEN-Z (P18-29)



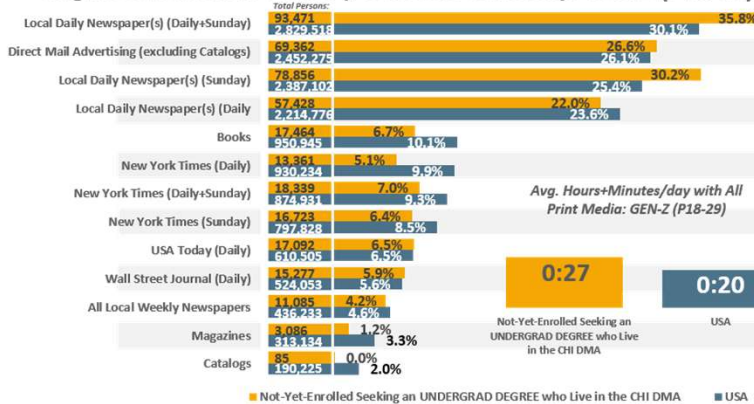
**soefa.ai** Share of Everything  
for Anything

(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associate's or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school [for degree/certification] OR Ways used Internet/Passed 30 days on any device:Lifestyle: Education (research schools, application, financial)) AND Currently enrolled/attending classes at a college/University))

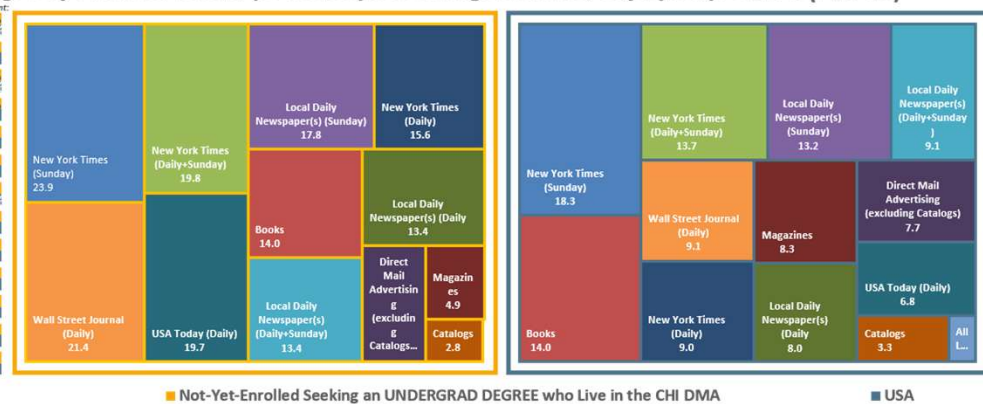


93,471 or 35.8% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the CHI DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 13.4 minutes every day representing 31.9% of all time spent daily with All forms of Print

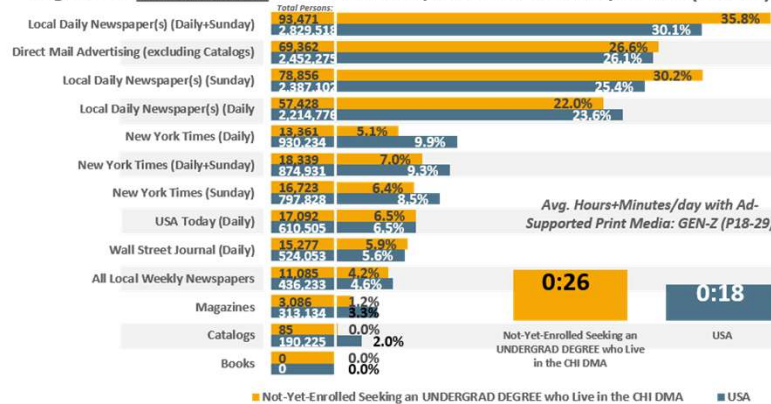
### Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



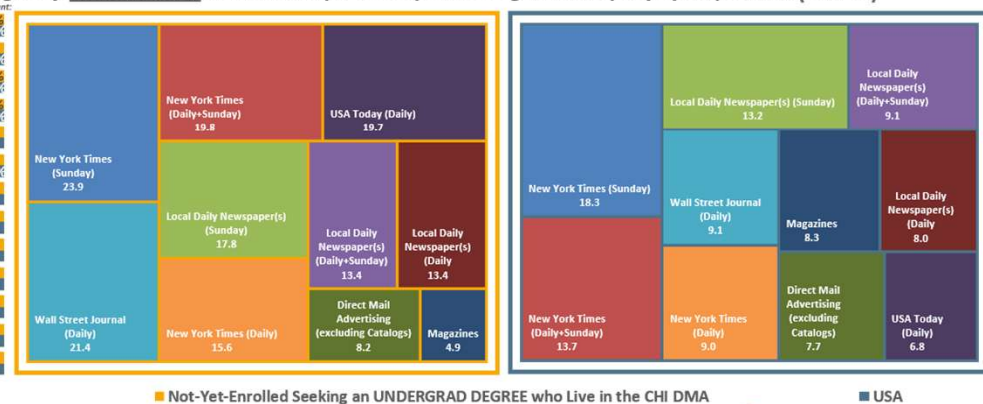
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)

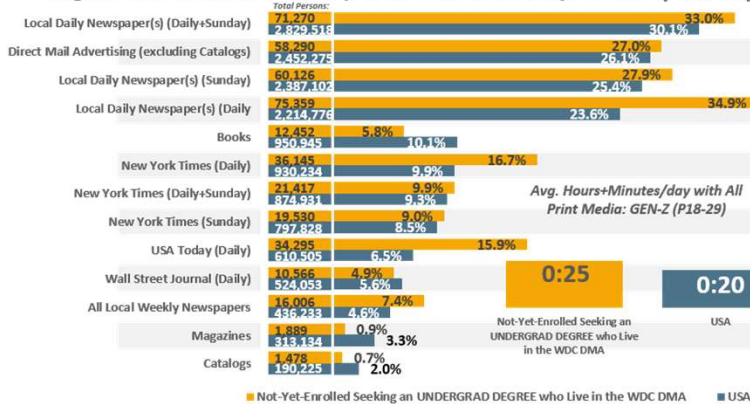






71,270 or 33.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the WDC DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 27.3% of all time spent daily with All forms of Print

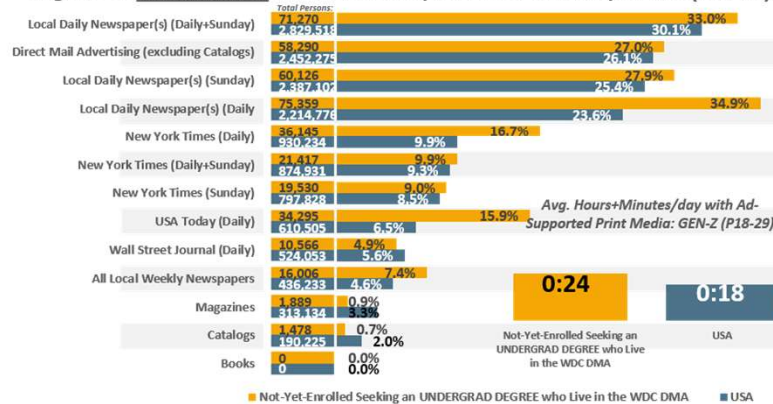
### Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



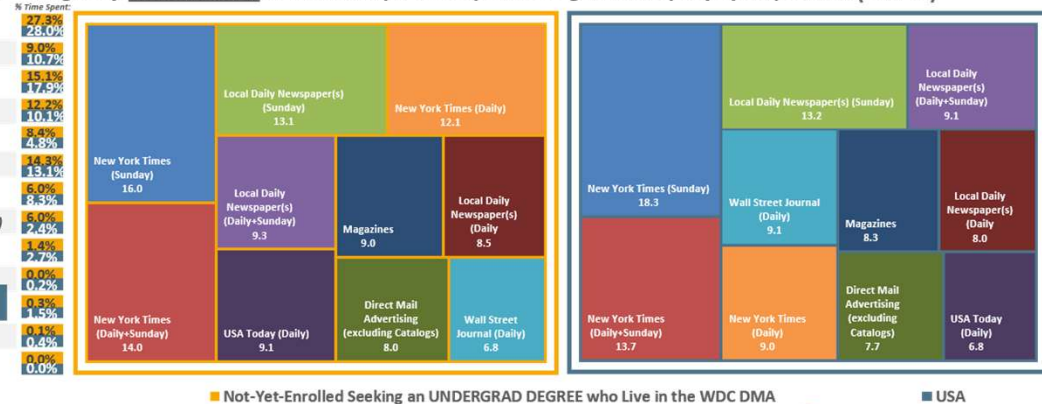
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



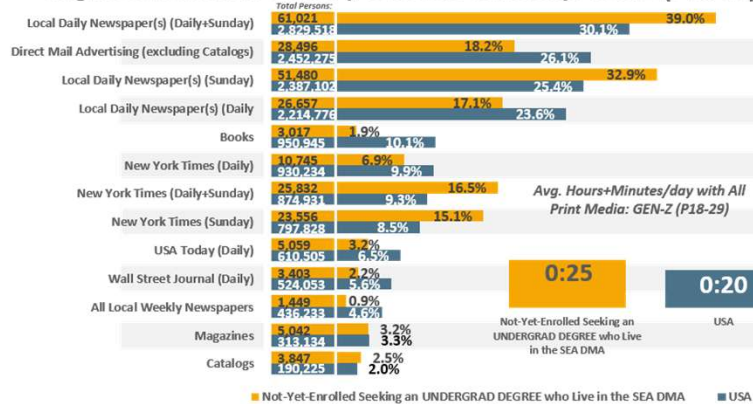
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



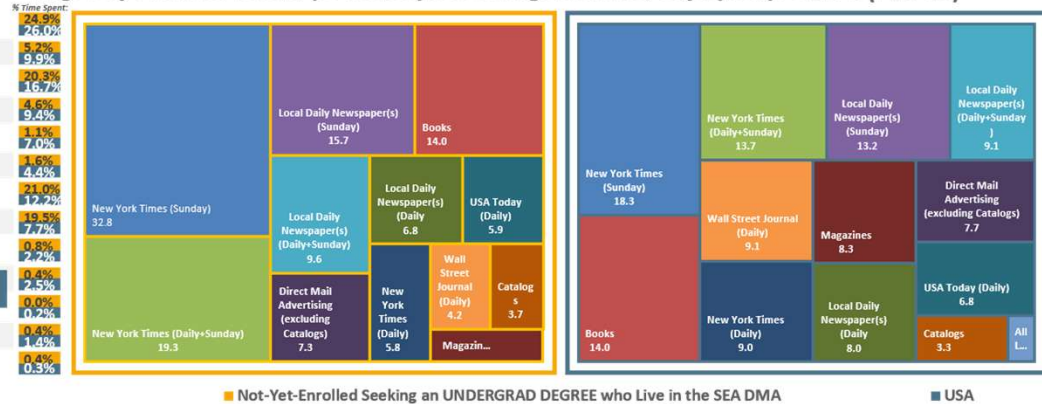


61,021 or 39.% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the SEA DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 25.1% of all time spent daily with All forms of Print

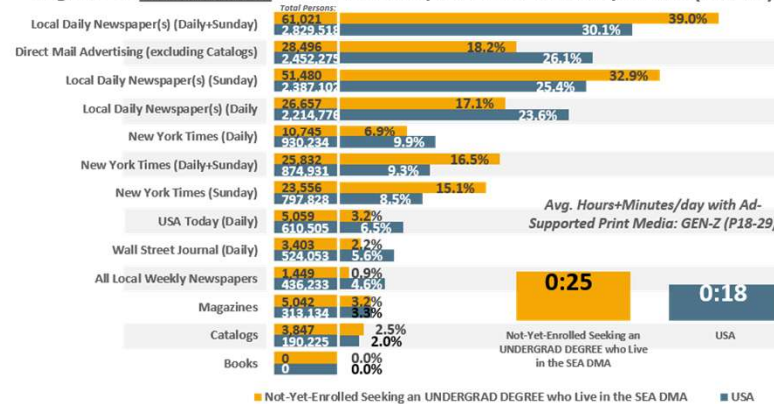
### Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



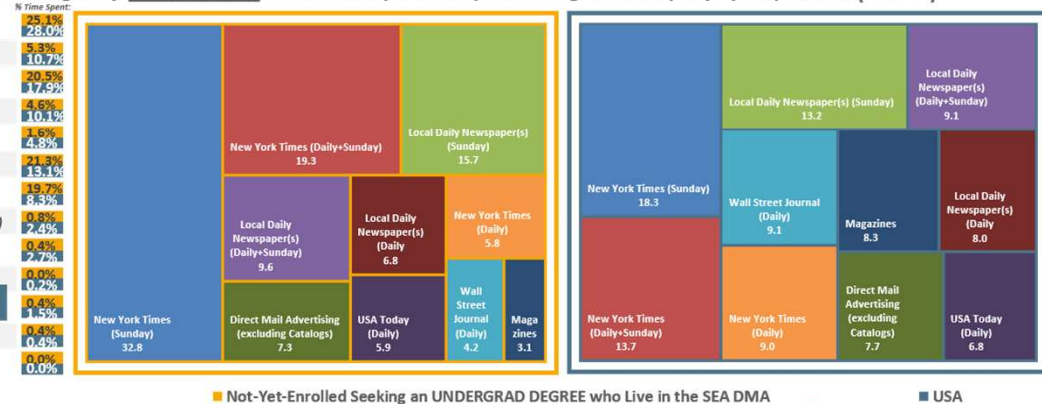
### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



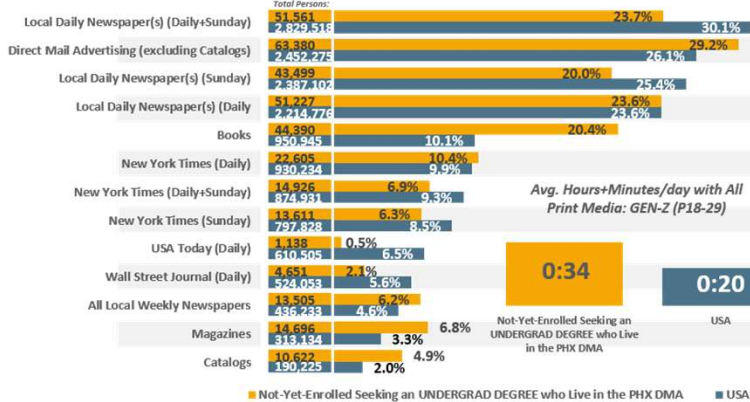
### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



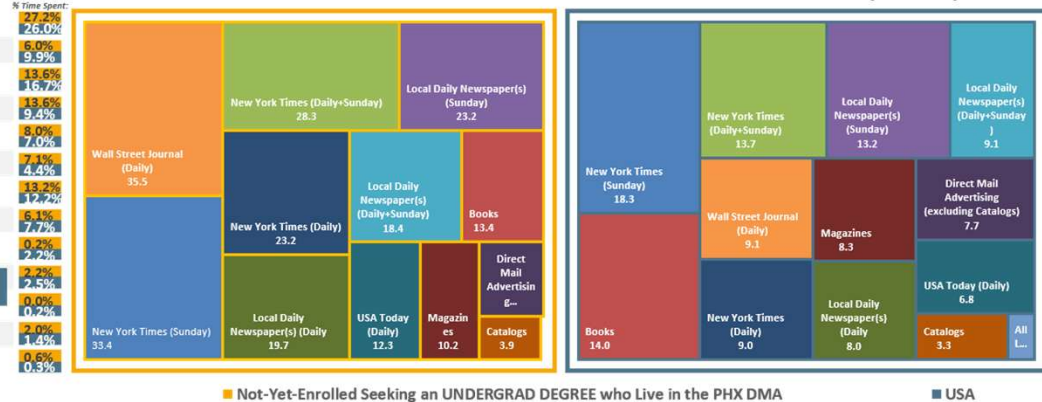


51,561 or 23.7% of GEN-Z (P18-29) Not-Yet-Enrolled Seeking an UNDERGRAD DEGREE who Live in the PHX DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 18.4 minutes every day representing 29.6% of all time spent daily with All forms of Print

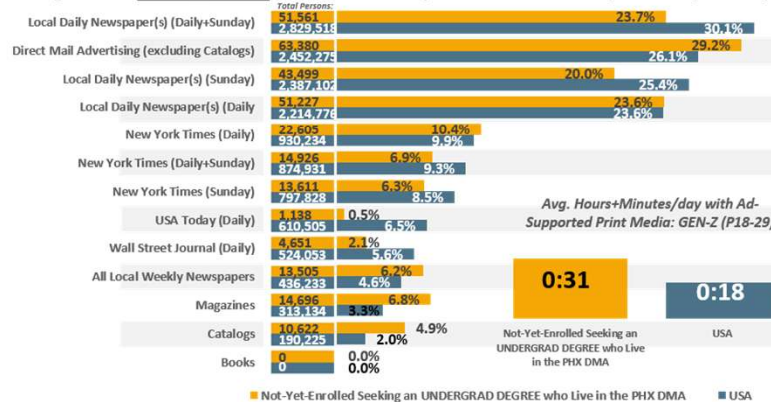
### Avg. Week All Print Media (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)



### Avg. Week Ad-Supported All Print Media (Persons & % Reach): GEN-Z (P18-29)



### Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): GEN-Z (P18-29)

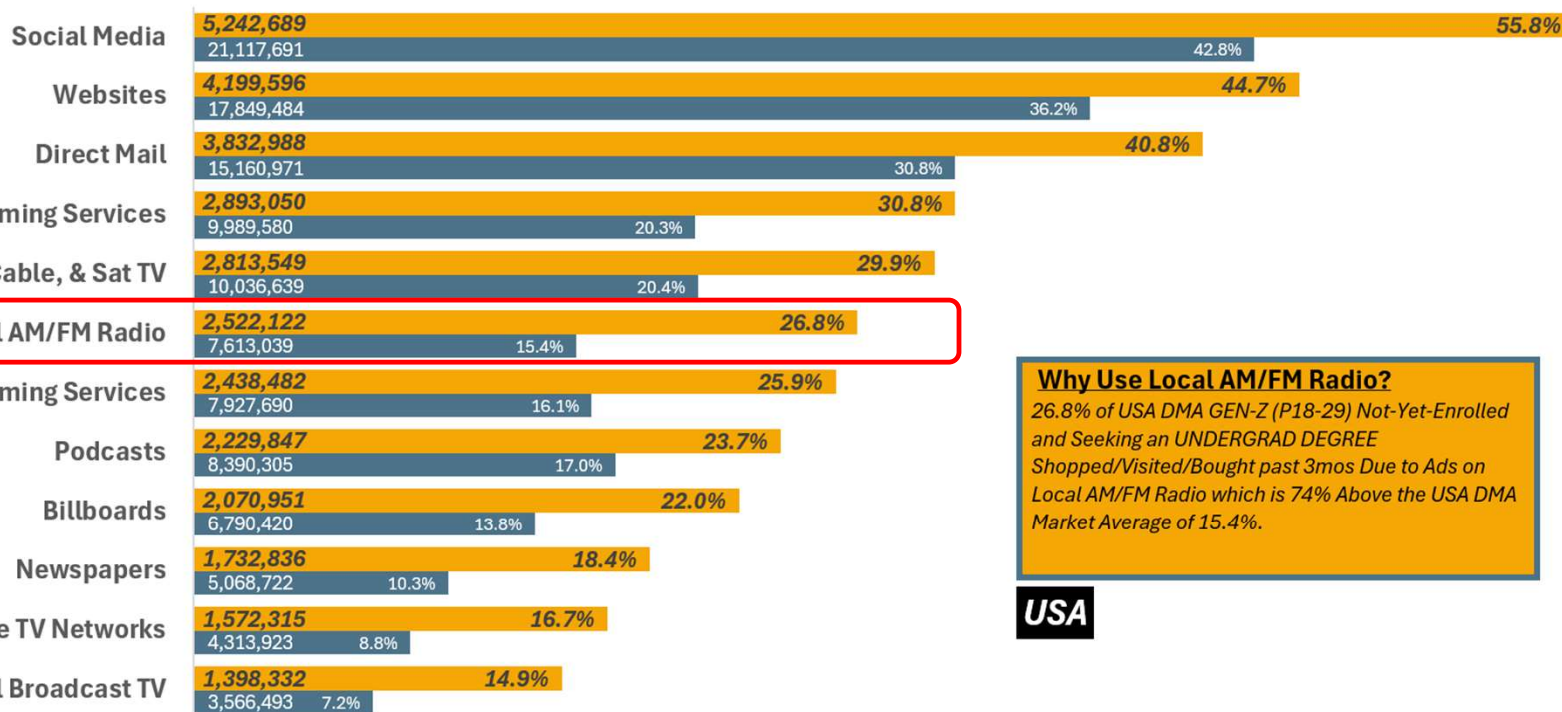






## "Advertising Actions"

### GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)



#### Why Use Local AM/FM Radio?

26.8% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 74% Above the USA DMA Market Average of 15.4%.

USA

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) USA AVERAGE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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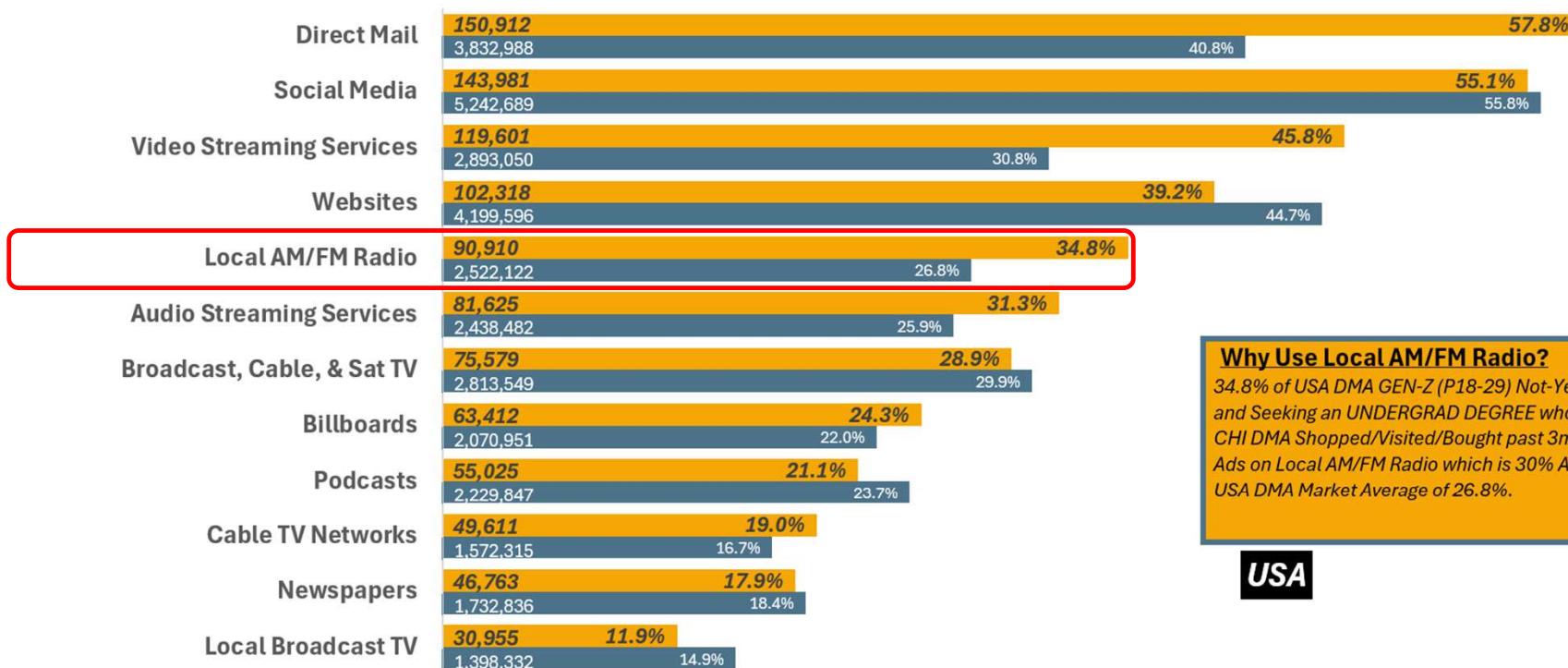
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(((Age: 18 - 29) AND (Level of education: High school graduate (12th grade or GED) OR Level of education: Some college credit (no degree) OR Level of education: Some college (AA/Associates or 1-3 years of college))) AND (Lifestyle changes/events personally plan to do next 12 mths: Go back to school (for degree/certification) OR Ways used Internet/apps past 30 days on any device:Lifestyle: Education (research schools, application, financing))) AND Currently enrolled/attending classes at a college/university: No]]



## "Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the CHI DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



**Why Use Local AM/FM Radio?**  
 34.8% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the CHI DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 30% Above the USA DMA Market Average of 26.8%.

**USA**

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the CHI DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) USA AVERAGE: Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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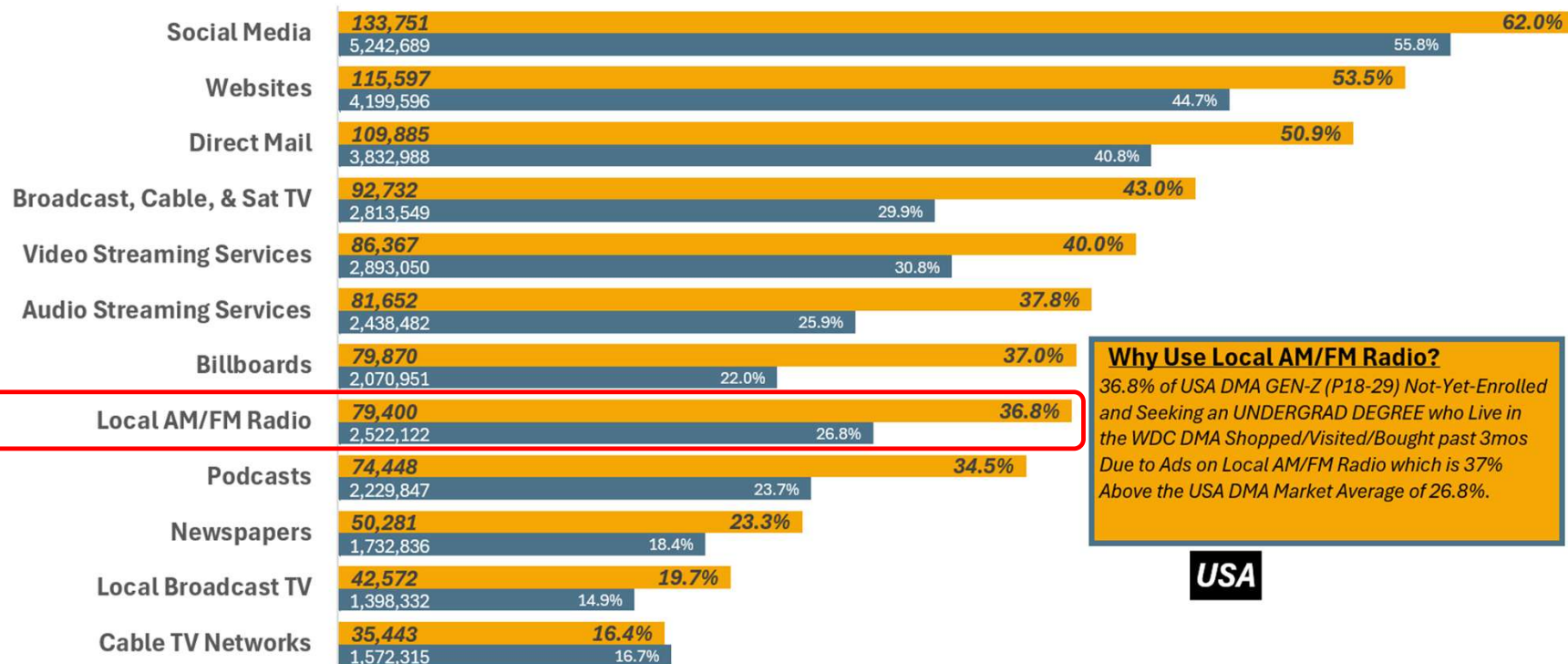
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## "Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the WDC DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

36.8% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the WDC DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 37% Above the USA DMA Market Average of 26.8%.

USA

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the WDC DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) USA AVERAGE: Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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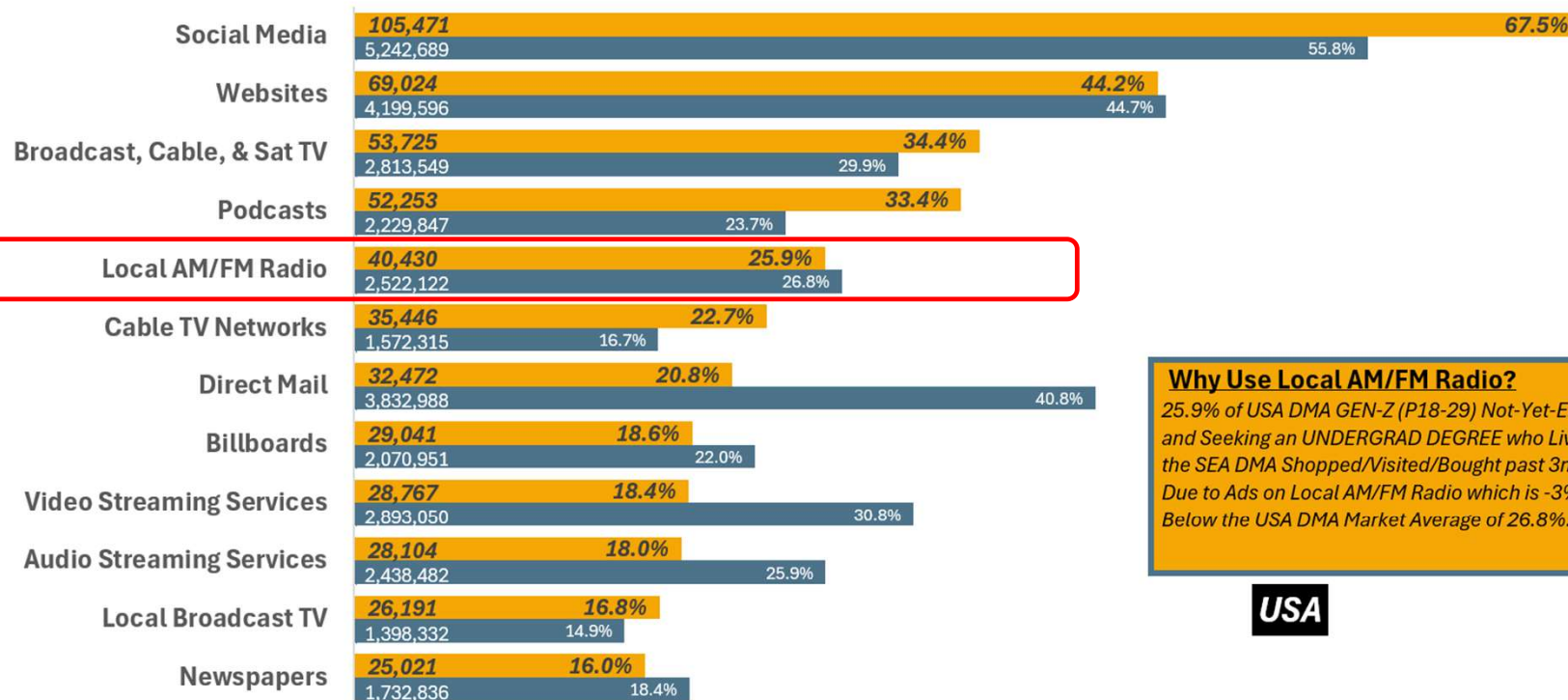
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## "Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the SEA DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

25.9% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the SEA DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -3% Below the USA DMA Market Average of 26.8%.

USA

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the SEA DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) USA AVERAGE: Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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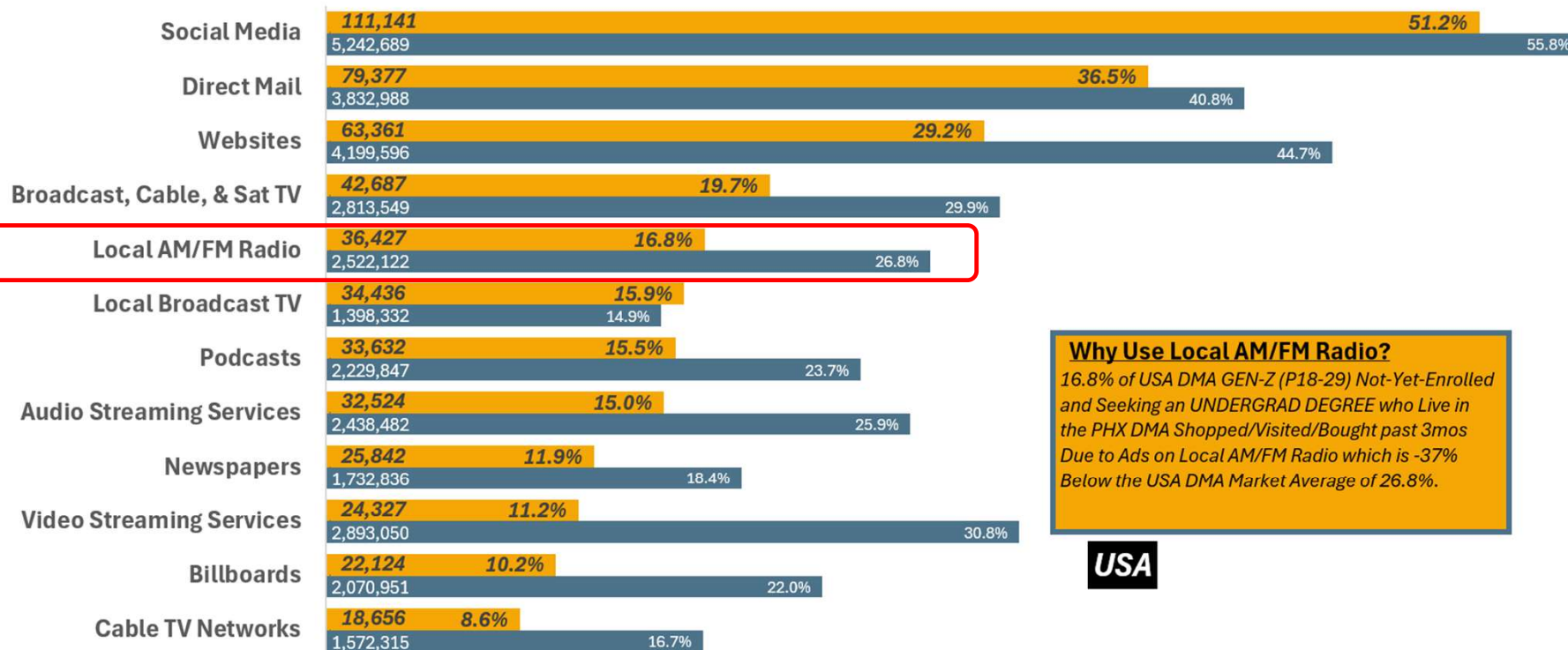
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## "Advertising Actions"

GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the PHX DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)



### Why Use Local AM/FM Radio?

16.8% of USA DMA GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the PHX DMA Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -37% Below the USA DMA Market Average of 26.8%.

USA

■ GEN-Z (P18-29) Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE who Live in the PHX DMA (Shopped/Visited/Bought past 3mos Due to Ads on %)

■ GEN-Z (P18-29) USA AVERAGE: Not-Yet-Enrolled and Seeking an UNDERGRAD DEGREE (Shopped/Visited/Bought past 3mos Due to Ads on %)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 531

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