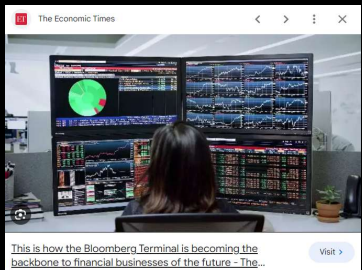


USA - GENERATION-Y (Age 30-44 Adults) vs. GENERATION-Y (Age 30-44 Adults) in 4 More DMAs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+** who are **GENERATION-Y (Age 30-44 Adults)** as of March 31, 2026.



MEET THE "MILLENNIALS"



P30-44

Vanguard BlackRock

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

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





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

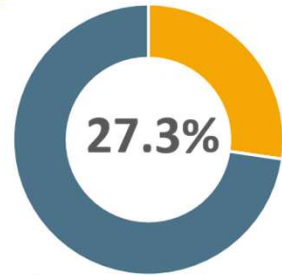


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

74,583,524

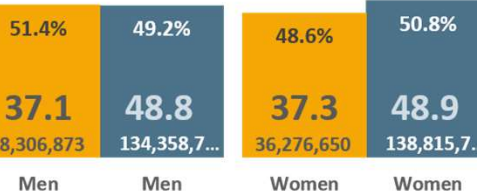
198,590,976

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

%M vs. %F:

Average Age:

Persons:



Average Age:

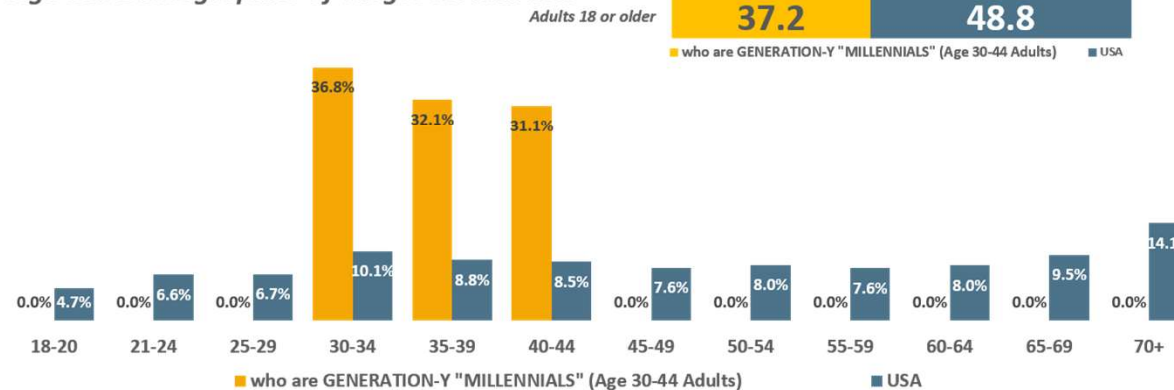
Adults 18 or older

37.2

48.8

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

Age Cell Demographics of Target vs. Market:



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

■ USA

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

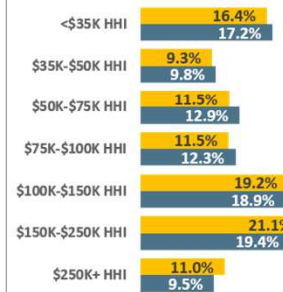
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338



HHI of Target vs. Market:



Avg HHI:

\$103,272

\$98,335

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



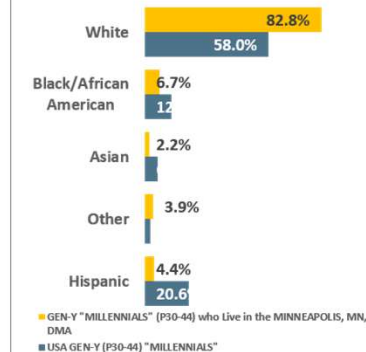
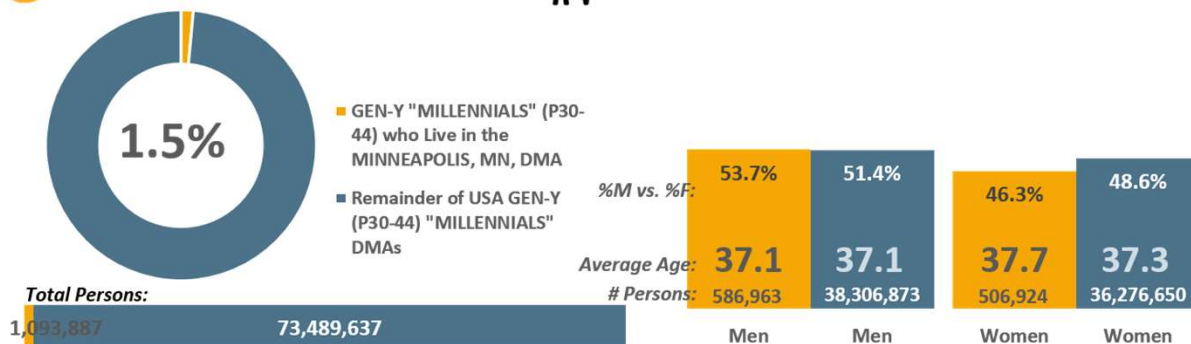
1.5% or 1,093,887 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the MINNEAPOLIS, MN, DMA.
Typical Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA are 37.4 years old (.4% older than average) and have a \$127,437 (23.4% higher than average) annual household...

Percent of Market: Adults 30 - 44

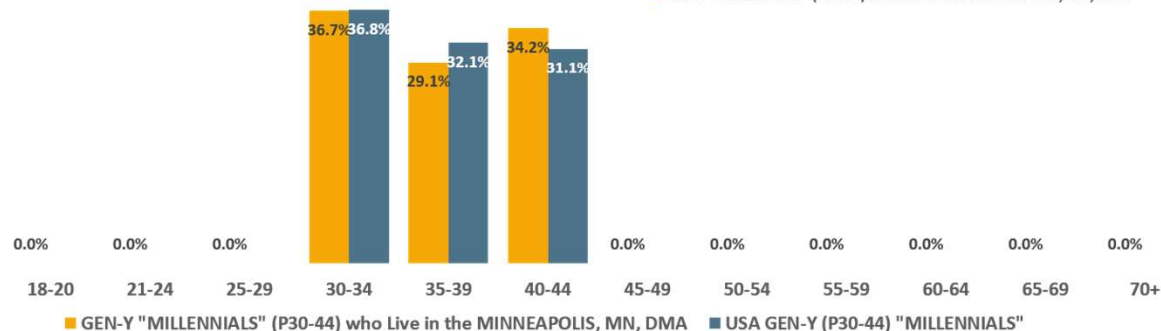
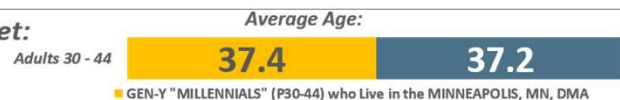


Gender of Target vs. Market: Adults 30 - 44

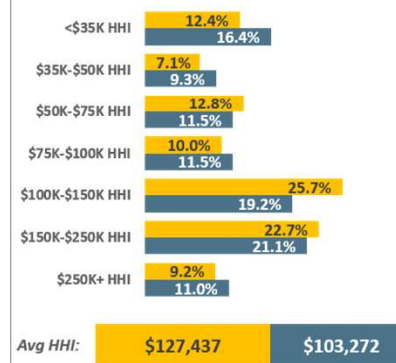
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





.9% or 648,496 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the ST. LOUIS, MO, DMA.
Typical Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA are 37.2 years old
(.1% younger than average) and have a \$99,980 (3.2% lower than average) annual household income.

Percent of Market: Adults 30 - 44



Gender of Target vs. Market: Adults 30 - 44



- GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA
- Remainder of USA GEN-Y (P30-44) "MILLENNIALS" DMAs

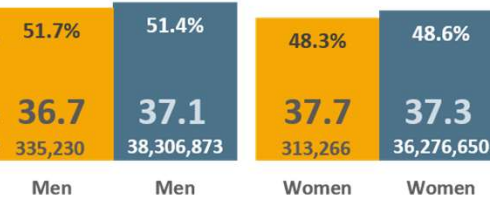
Total Persons:

648,496 73,935,028

%M vs. %F:

Average Age:

Persons:



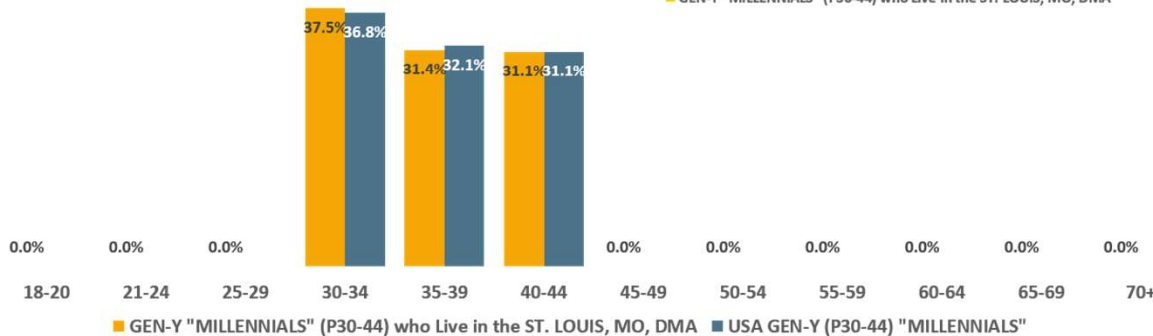
Age Cell Demographics of Target vs. Market:

Adults 30 - 44

Average Age:



GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA

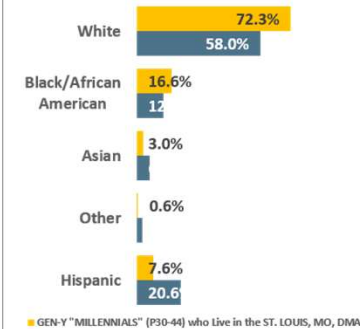


GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26
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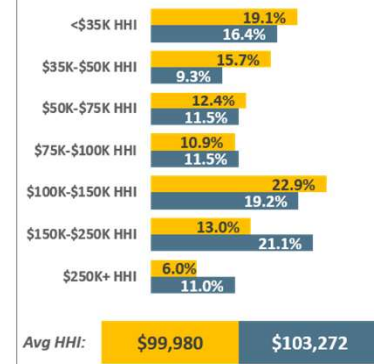
Qual Intab 407 USA Projection USA Qual Intab 5,886

Ethnicity of Target vs. Market:



GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA
USA GEN-Y (P30-44) "MILLENNIALS"

HHI of Target vs. Market:



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



.7% or 518,437 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CINCINNATI, OH, DMA.
Typical Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA are 37. years old (.4% younger than average) and have a \$107,572 (4.2% higher than average) annual household income.

Percent of Market: Adults 30 - 44



Gender of Target vs. Market: Adults 30 - 44



- GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA
- Remainder of USA GEN-Y (P30-44) "MILLENNIALS" DMAs

Total Persons:

518,437 74,065,087

%M vs. %F:

Average Age:

Persons:

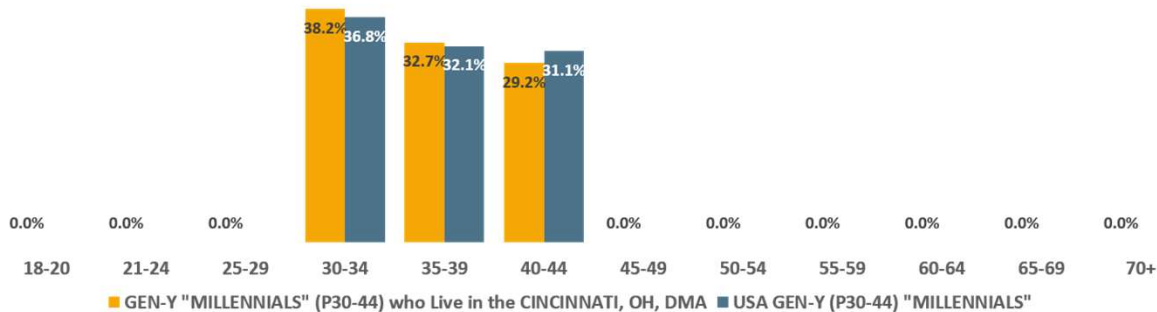
51.2%	51.4%	48.8%	48.6%
37.0	37.1	37.1	37.3
265,361	38,306,873	253,076	36,276,650
Men	Men	Women	Women

Age Cell Demographics of Target vs. Market:

Adults 30 - 44

Average Age:

GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA

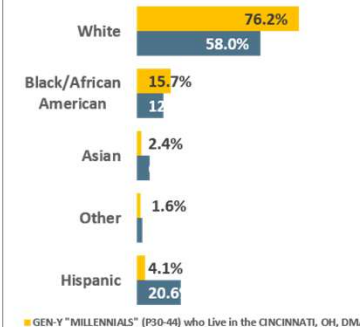


GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 427
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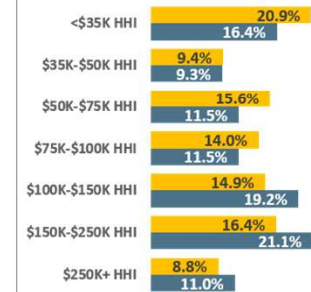
USA Projection USA Qual Intab 5,886

Ethnicity of Target vs. Market:



GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA
USA GEN-Y (P30-44) "MILLENNIALS"

HHI of Target vs. Market:



Avg HHI: \$107,572 \$103,272

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



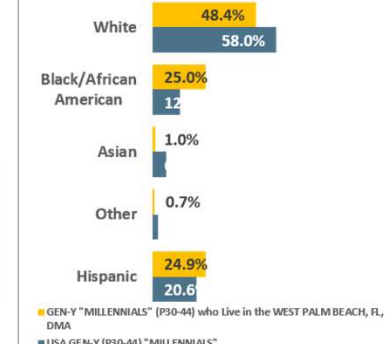
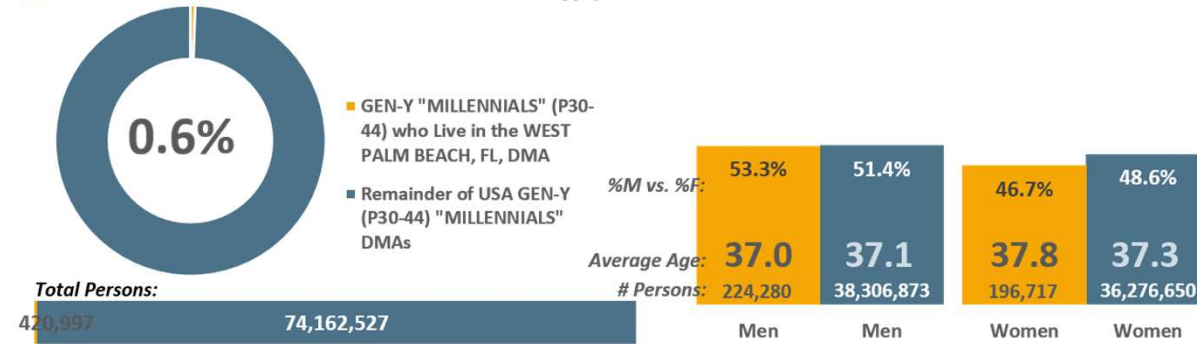
.6% or 420,997 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WEST PALM BEACH, FL, DMA.
 Typical Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA are 37.4 years old (.5% older than average) and have a \$105,923 (2.6% higher than average) annual household...

Percent of Market: Adults 30 - 44



Gender of Target vs. Market: Adults 30 - 44

Ethnicity of Target vs. Market:



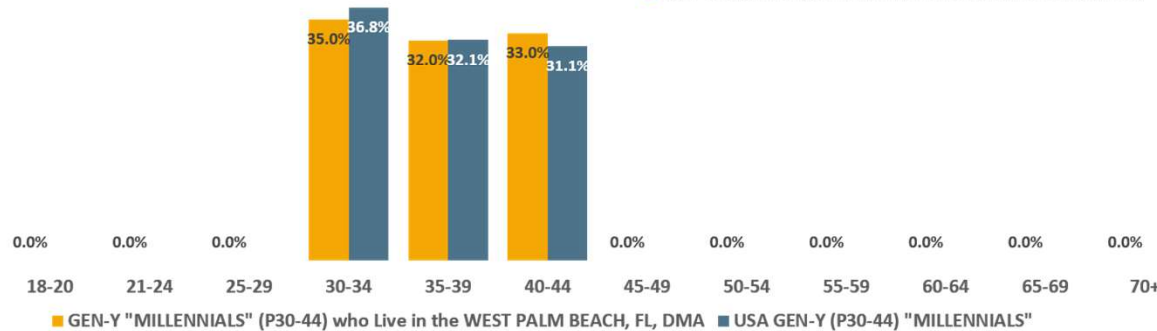
Age Cell Demographics of Target vs. Market:

Average Age:

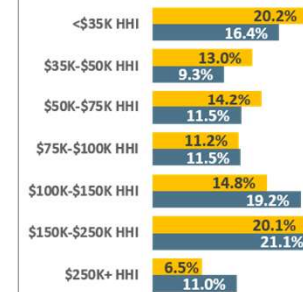
Adults 30 - 44

37.4 (GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA)
 37.2 (USA GEN-Y (P30-44) "MILLENNIALS")

GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA



HHI of Target vs. Market:



Avg HHI:
 \$105,923 (GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA)
 \$103,272 (USA GEN-Y (P30-44) "MILLENNIALS")

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Jan25-Jan26
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Qual Intab 473 USA Projection USA Qual Intab 5,886

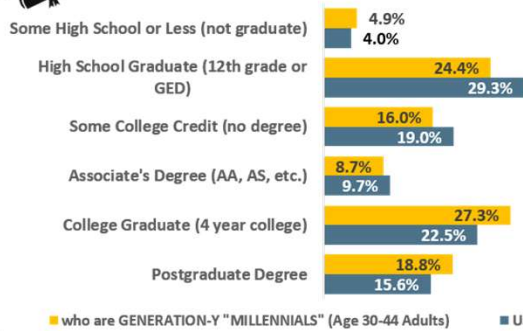
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



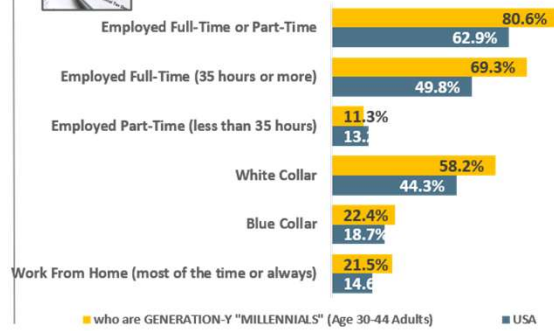
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 20.9% more likely to be a college graduate, 39.3% more likely to work full-time, 1.3% more likely to be married, 115.1% more likely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



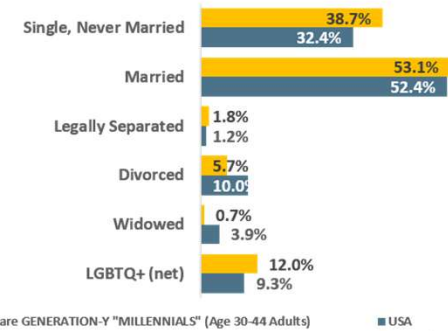
Education Levels: Adults 18 or older



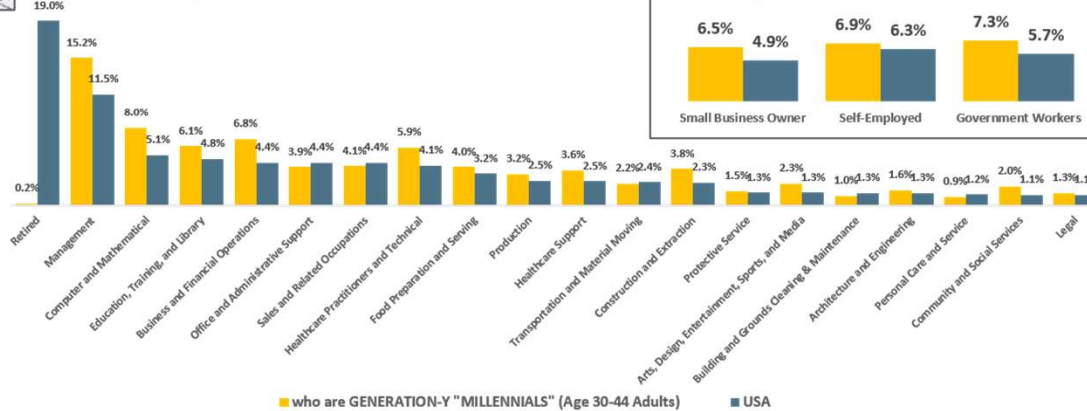
Employment: Adults 18 or older



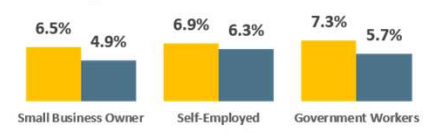
Marital Status: Adults 18 or older



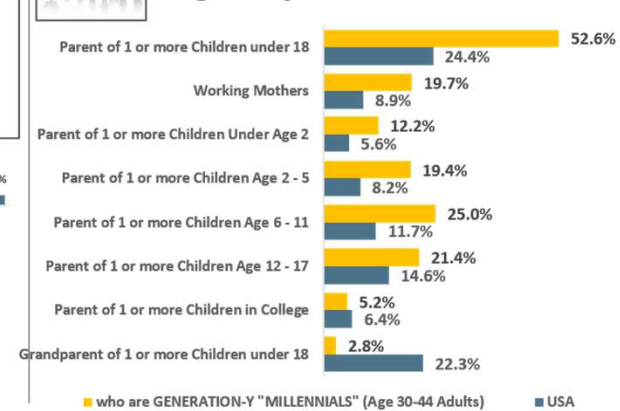
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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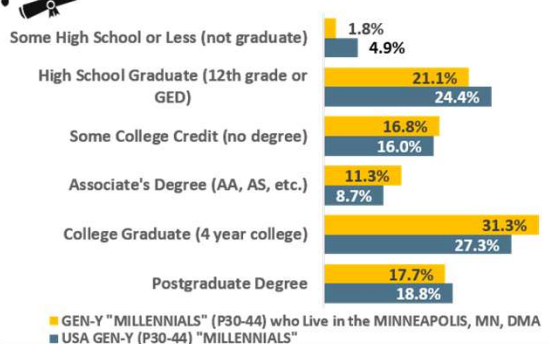
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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

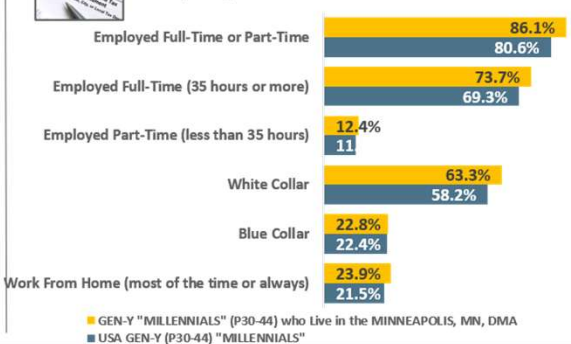


1.5% or 1,093,887 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the MINNEAPOLIS, MN, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA are 6.4% more likely to be a college graduate, 6.3% more likely to work full-time, 7.9% more likely to be married, 9.% more likely to be a parent of 1 or more children under

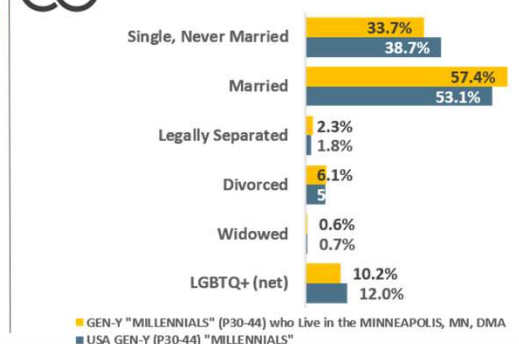
Education Levels: Adults 30 - 44



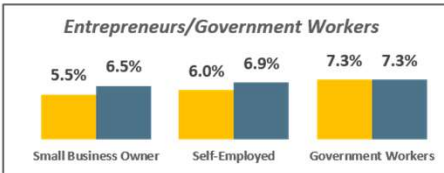
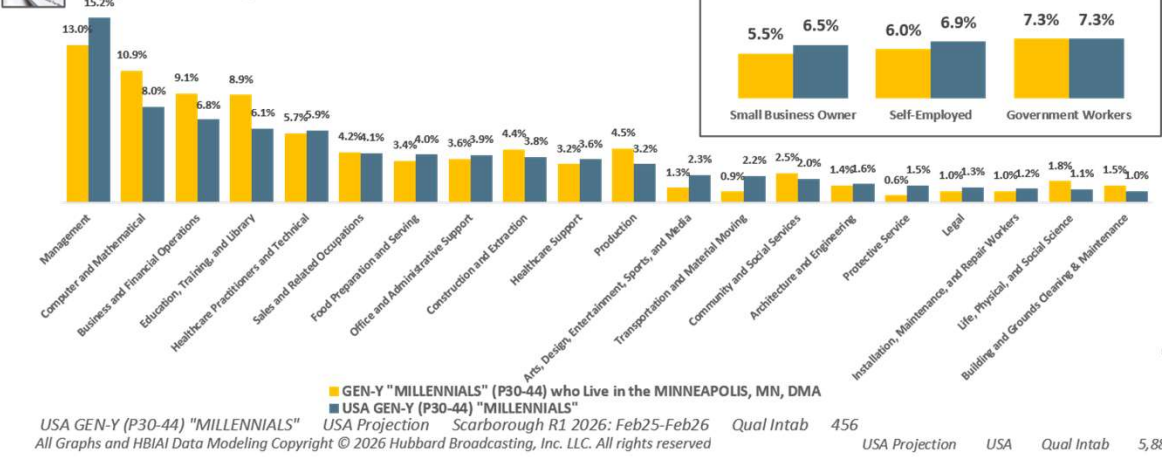
Employment: Adults 30 - 44



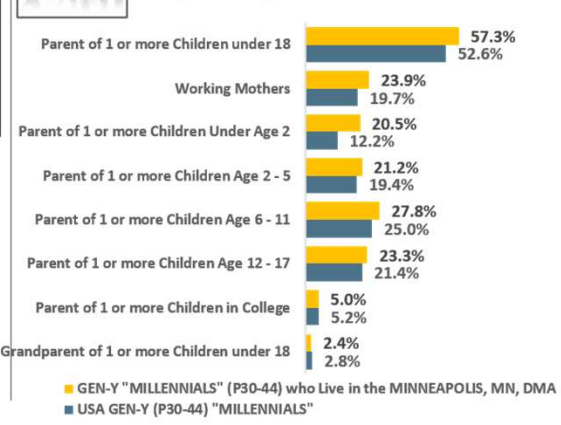
Marital Status: Adults 30 - 44



Top-20 Occupations: Adults 30 - 44



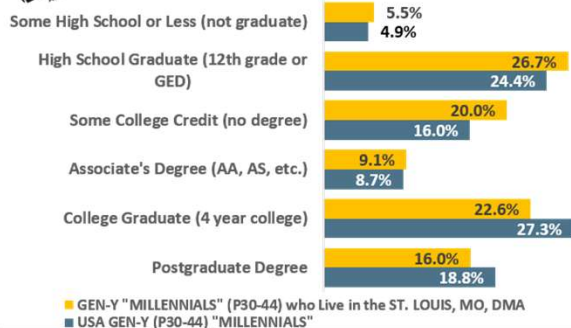
Stage in Life: Adults 30 - 44



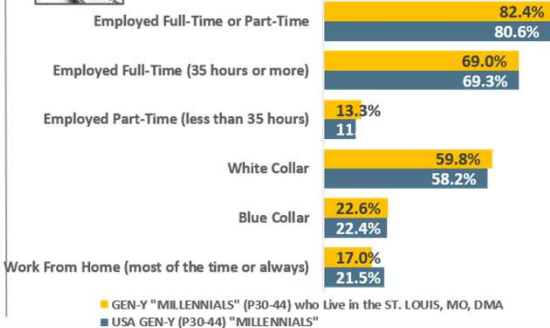


.9% or 648,496 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the ST. LOUIS, MO, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA are 16.% less likely to be a college graduate, .4% less likely to work full-time, 5.% less likely to be married, 10.3% more likely to be a parent of 1 or more children under 18

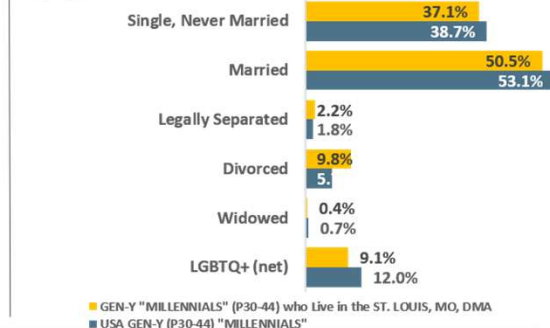
Education Levels: Adults 30 - 44



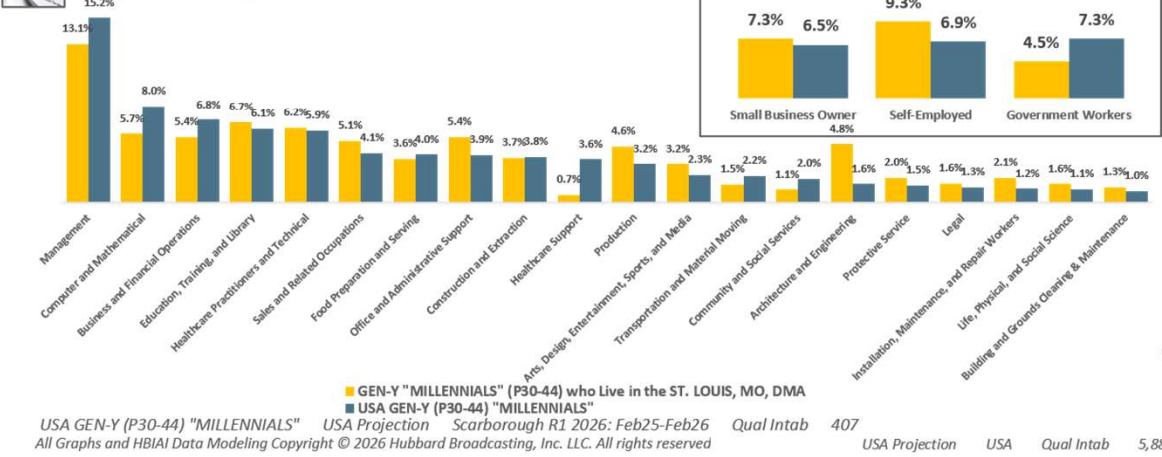
Employment: Adults 30 - 44



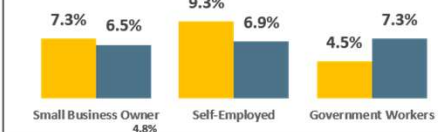
Marital Status: Adults 30 - 44



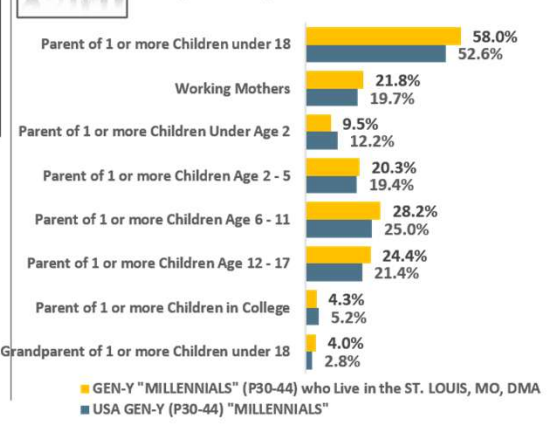
Top-20 Occupations: Adults 30 - 44



Entrepreneurs/Government Workers



Stage in Life: Adults 30 - 44

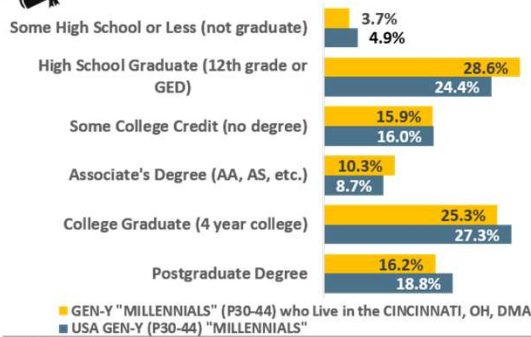




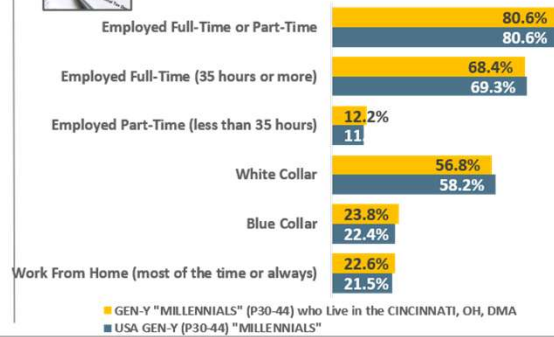
.7% or 518,437 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CINCINNATI, OH, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA are 9.8% less likely to be a college graduate, 1.4% less likely to work full-time, 3.7% more likely to be married, 13.7% more likely to be a parent of 1 or more children under



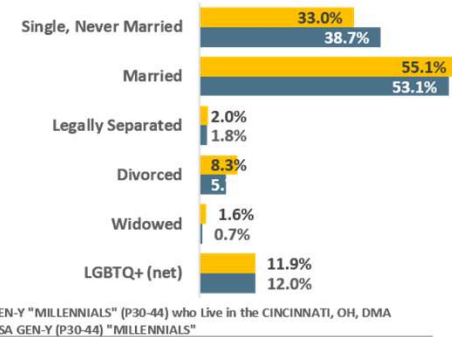
Education Levels: Adults 30 - 44



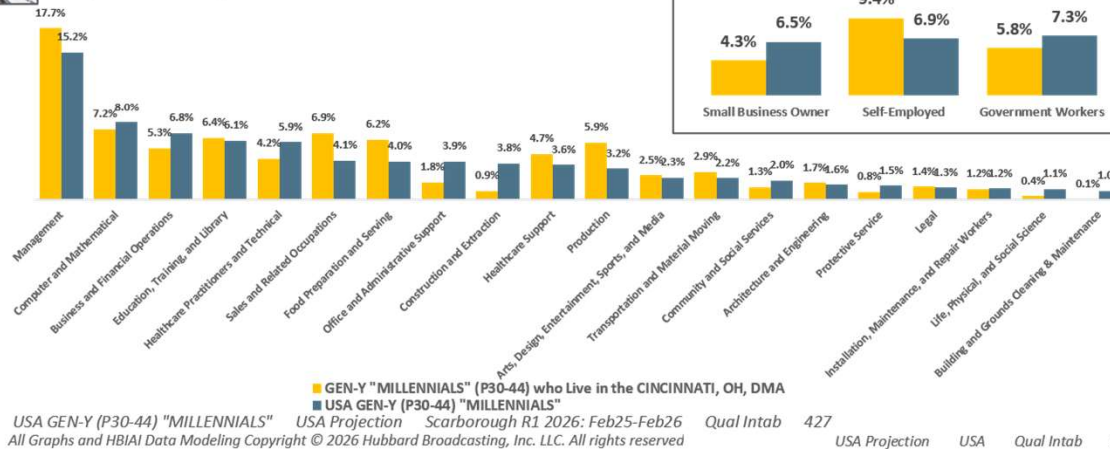
Employment: Adults 30 - 44



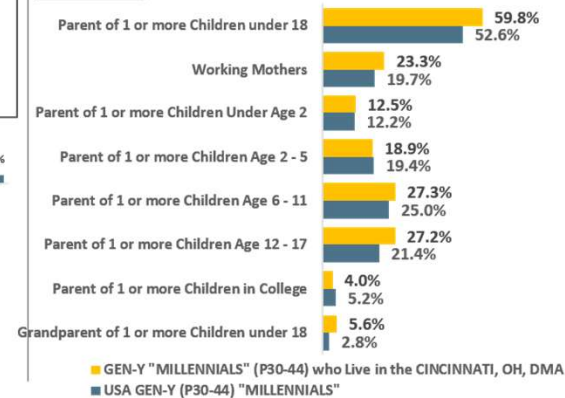
Marital Status: Adults 30 - 44



Top-20 Occupations: Adults 30 - 44



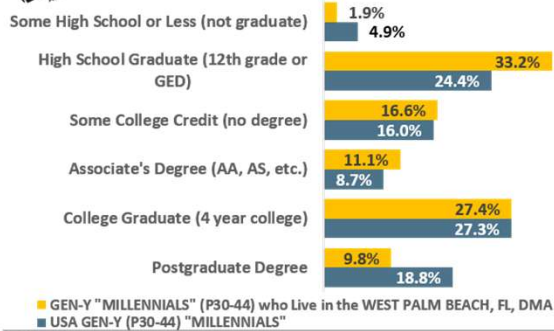
Stage in Life: Adults 30 - 44



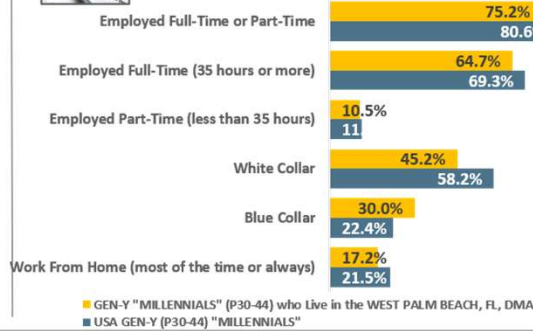


.6% or 420,997 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WEST PALM BEACH, FL, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA are 19.2% less likely to be a college graduate, 6.7% less likely to work full-time, 17.1% less likely to be married, 16.4% less likely to be a parent of 1 or more childre

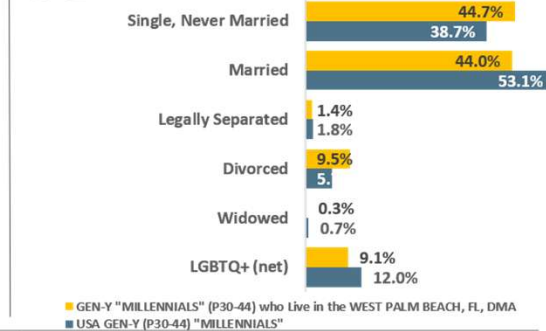
Education Levels: Adults 30 - 44



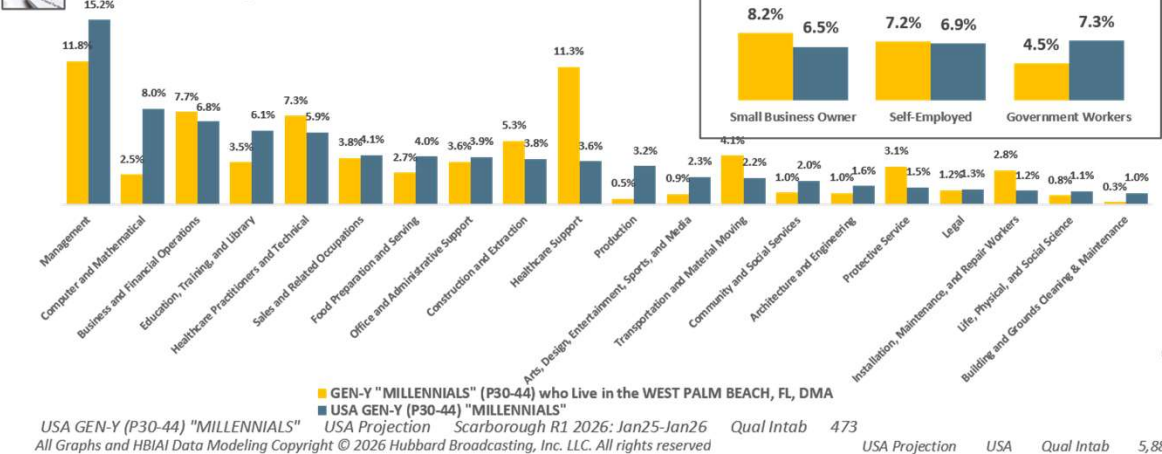
Employment: Adults 30 - 44



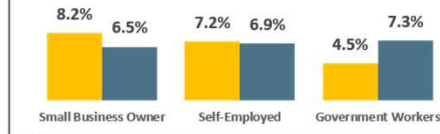
Marital Status: Adults 30 - 44



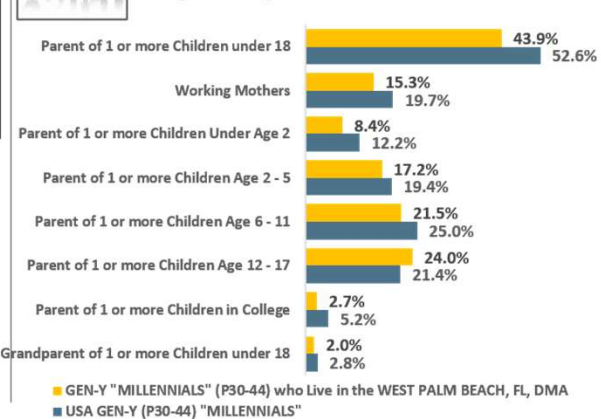
Top-20 Occupations: Adults 30 - 44



Entrepreneurs/Government Workers



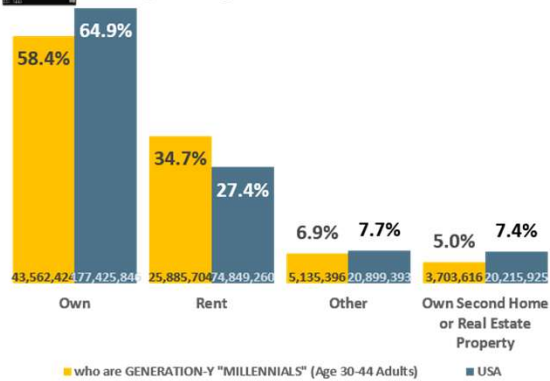
Stage in Life: Adults 30 - 44



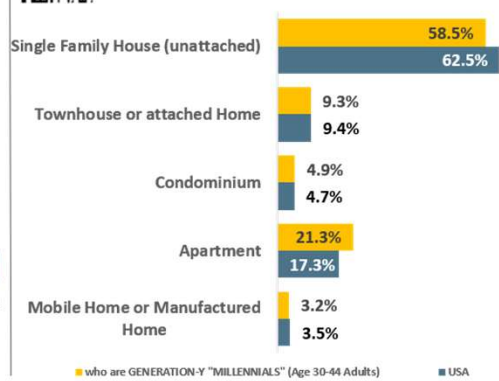


27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 10.1% less likely to own their home, 17.8% more likely to own a higher valued home, 6.4% less likely to have a single-family home,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

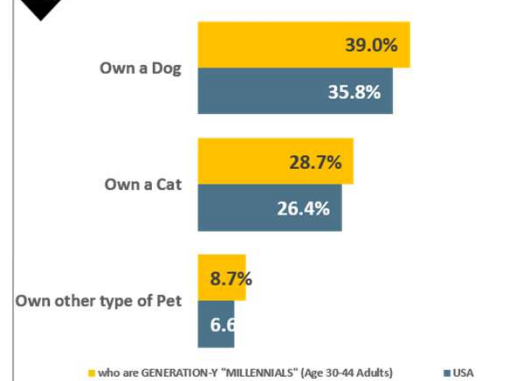
Own/Rent/Other: Adults 18 or older



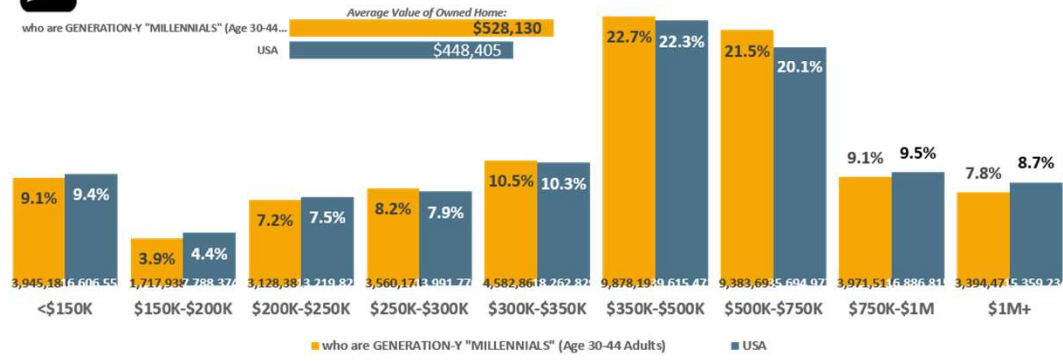
Type of Home: Adults 18 or older



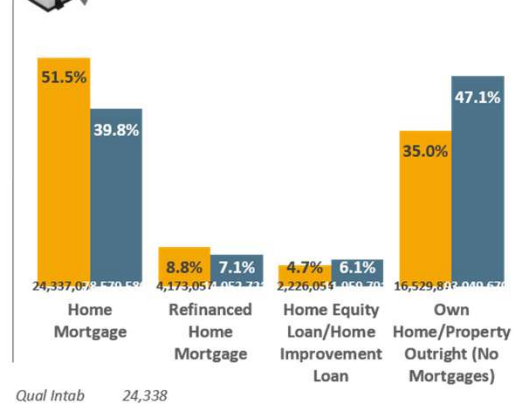
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



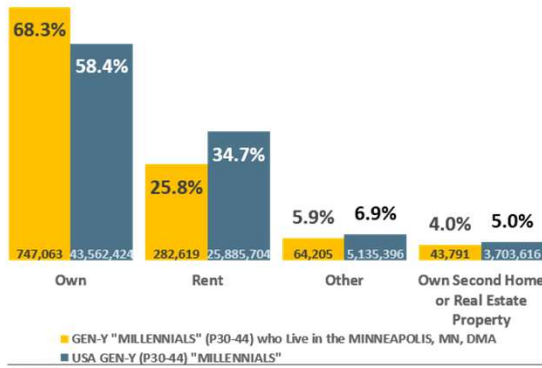
USA: 3,945,181 | Millennials: 7,605,505
USA Projection: 1,717,937 | Millennials: 7,788,271
Scarborough R1 2026: Jan 25-Mar26
Qual Intab: 5,886
USA Projection: 3,128,388 | Millennials: 7,110,592
Scarborough R1 2026: Jan 25-Mar26: 3,560,178 | Millennials: 8,001,871
Qual Intab: 4,582,868 | Millennials: 8,269,391
USA Projection: 9,878,190 | Millennials: 10,615,472
Scarborough R1 2026: Jan 25-Mar26: 9,383,695 | Millennials: 10,601,072
Qual Intab: 3,971,511 | Millennials: 6,886,811
USA Projection: 3,394,471 | Millennials: 6,560,223

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

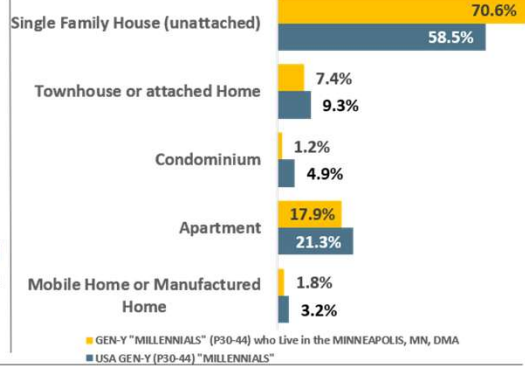


1.5% or 1,093,887 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the MINNEAPOLIS, MN, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA are 16.9% more likely to own their home, .8% more likely to own a higher valued home, 20.8% more likely to have a single-family home, 12.7% more likely to have a dog.

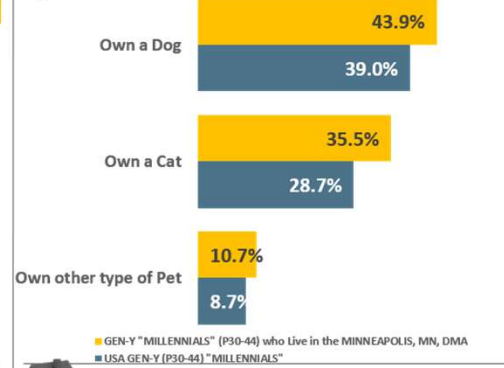
Own/Rent/Other:Adults 30 - 44



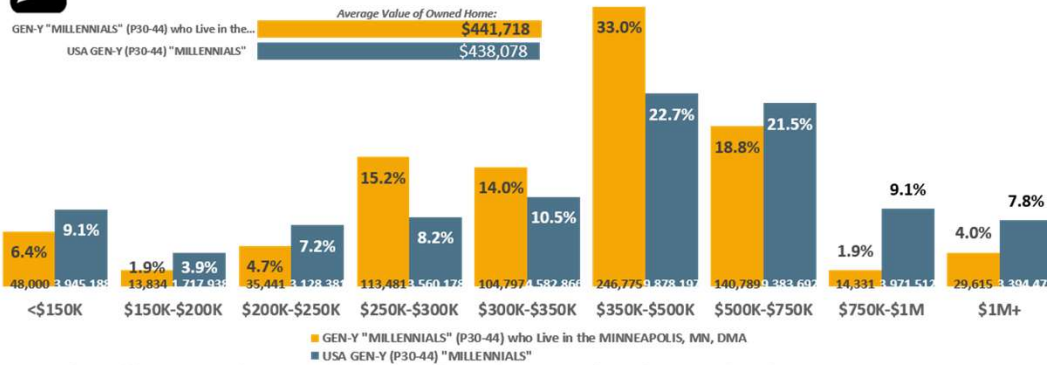
Type of Home:Adults 30 - 44



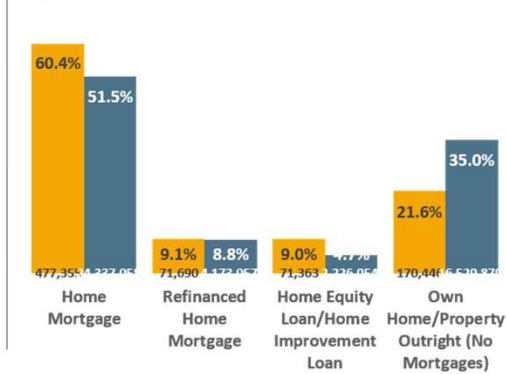
Pets in Home:Adults 30 - 44



Value of Owned Home: Adults 30 - 44



Home Loans: Adults 30 - 44



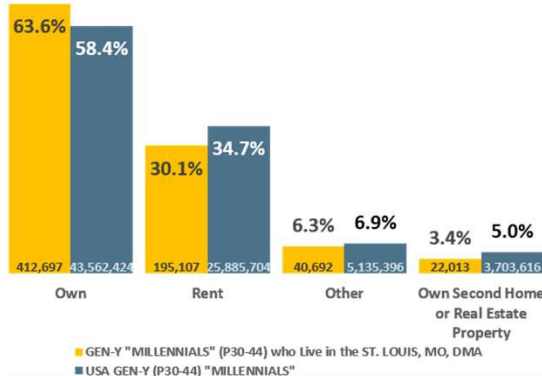
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26 Qual Intab 456 USA Projection USA Qual Intab 5,886

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

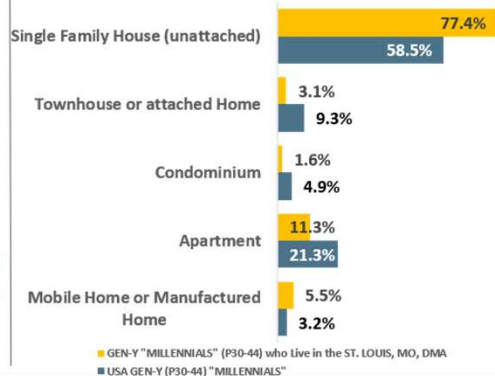


.9% or 648,496 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the ST. LOUIS, MO, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA are 9.% more likely to own their home, 29.5% more likely to own a lower valued home, 32.4% more likely to have a single-family home, 20.8% more likely to have a dog.

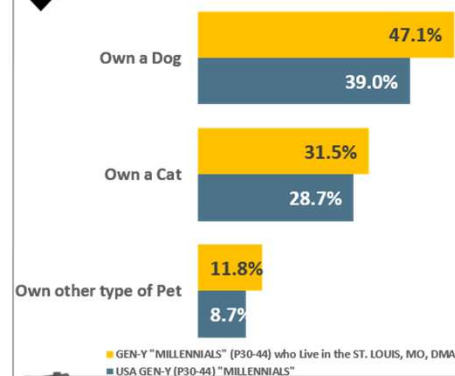
Own/Rent/Other: Adults 30 - 44



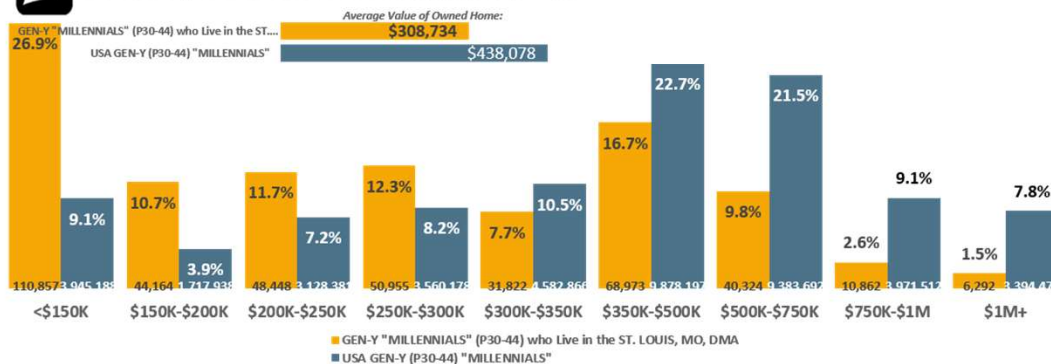
Type of Home: Adults 30 - 44



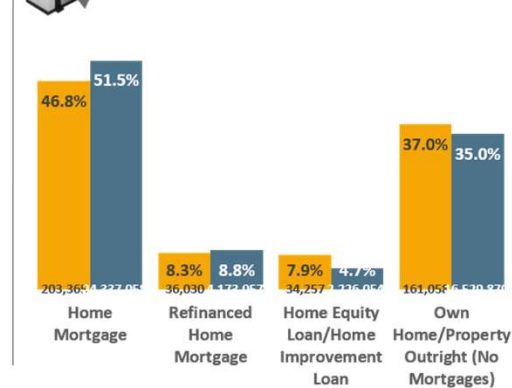
Pets in Home: Adults 30 - 44



Value of Owned Home: Adults 30 - 44



Home Loans: Adults 30 - 44



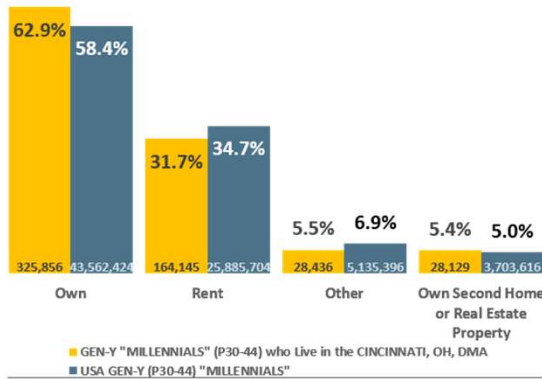
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26
 All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved

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

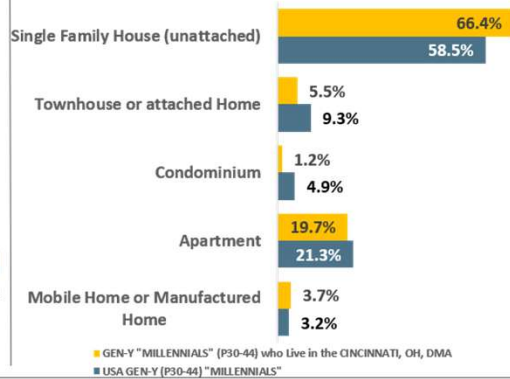


.7% or 518,437 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CINCINNATI, OH, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA are 7.6% more likely to own their home, 19.8% more likely to own a lower valued home, 13.6% more likely to have a single-family home, 12.9% more likely to have a dog.

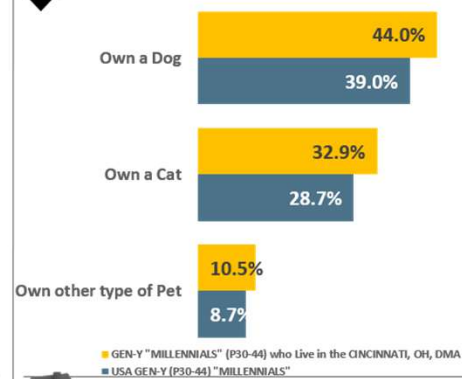
Own/Rent/Other: Adults 30 - 44



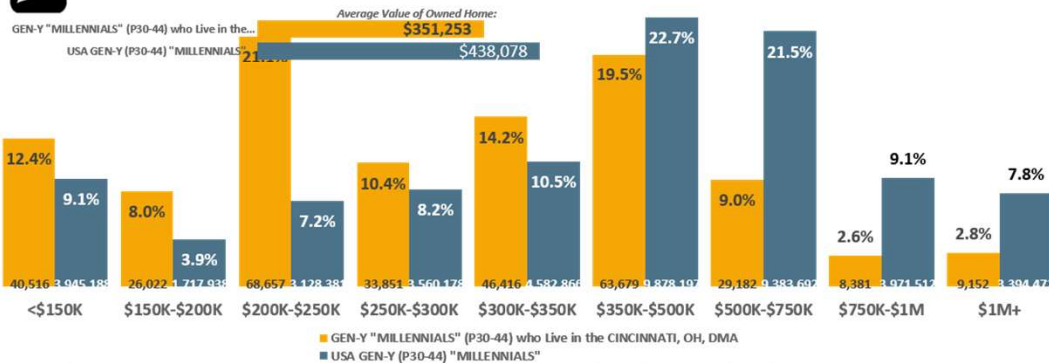
Type of Home: Adults 30 - 44



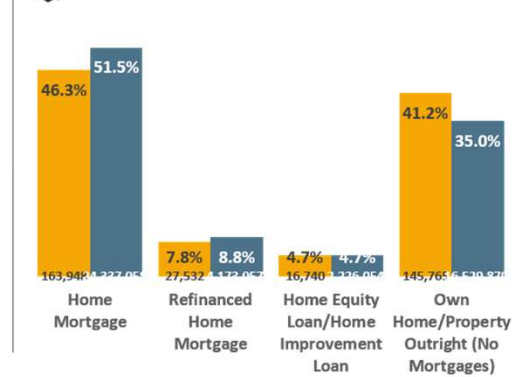
Pets in Home: Adults 30 - 44



Value of Owned Home: Adults 30 - 44



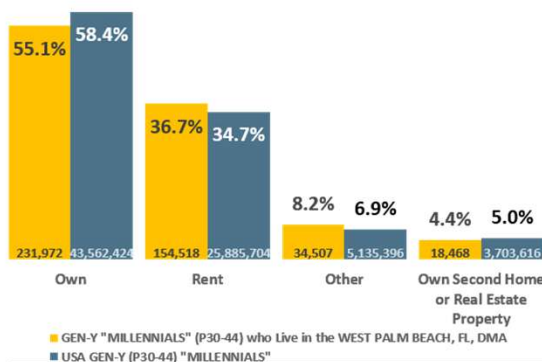
Home Loans: Adults 30 - 44



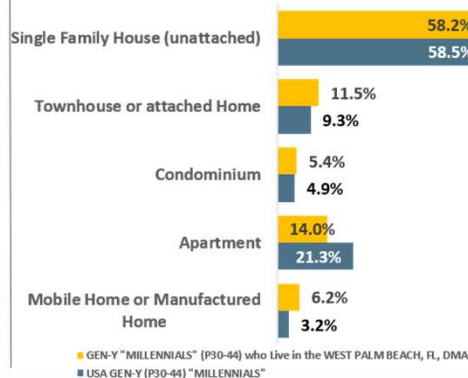


.6% or 420,997 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WEST PALM BEACH, FL, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA are 5.7% less likely to own their home, 14.4% more likely to own a higher valued home, .4% less likely to have a single-family home, 8.9% less likely to have a dog.

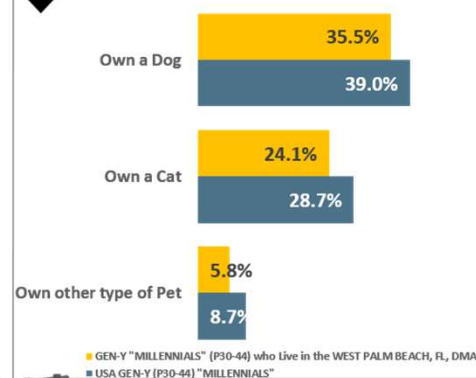
Own/Rent/Other: Adults 30 - 44



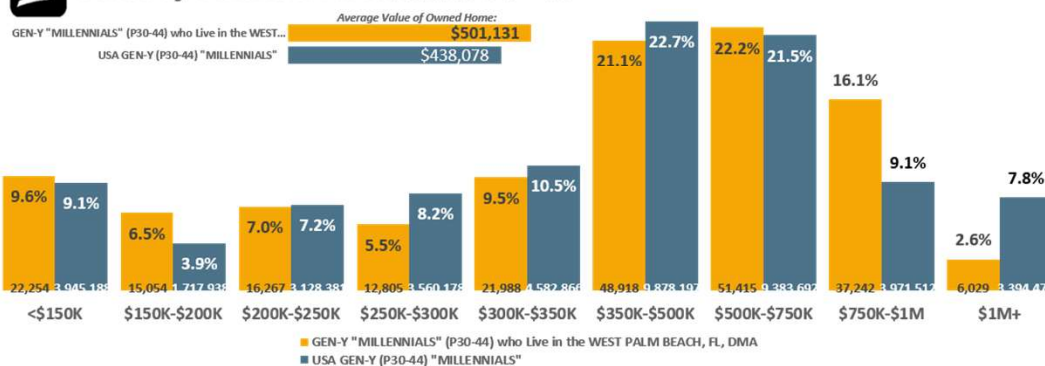
Type of Home: Adults 30 - 44



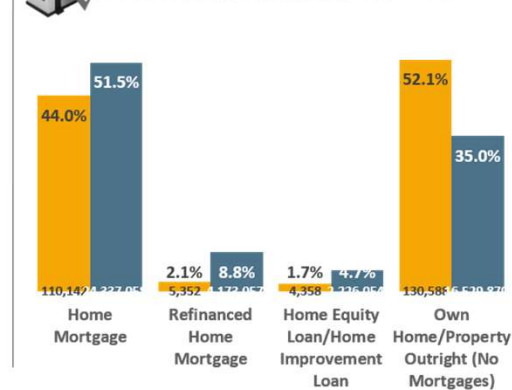
Pets in Home: Adults 30 - 44



Value of Owned Home: Adults 30 - 44



Home Loans: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Jan25-Jan26 Qual Intab 473
All Graphs and HBIAI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved. USA Projection USA Qual Intab 5,886

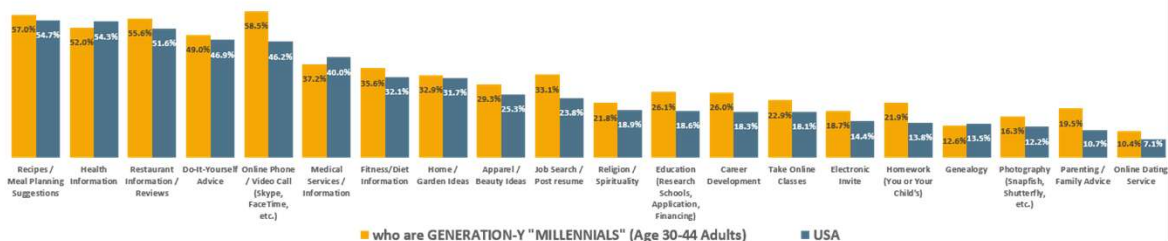
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



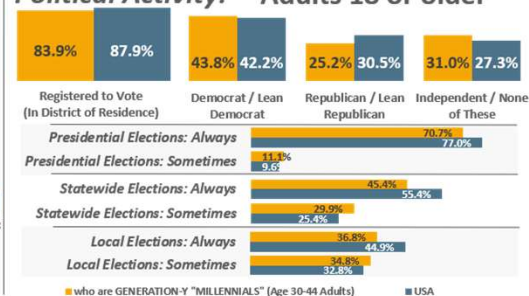
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 4.4% more likely to look up D-I-Y advice online, 18.1% less likely to always vote in local elections, 4.8% more likely to belong to a gym, 9.3% more likely to fly domestic past y



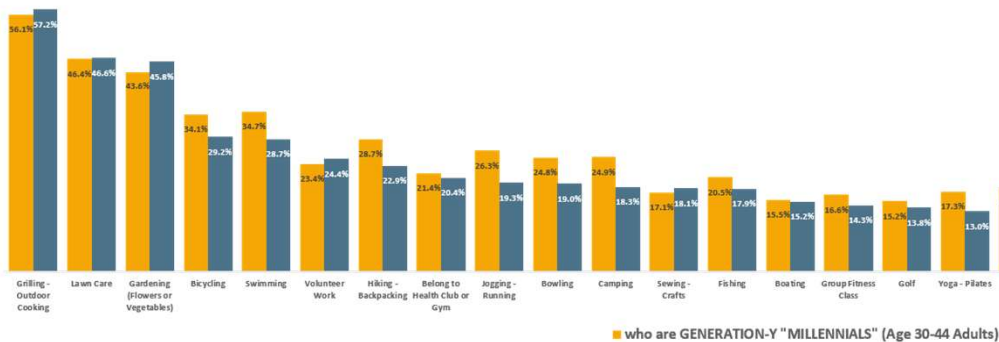
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



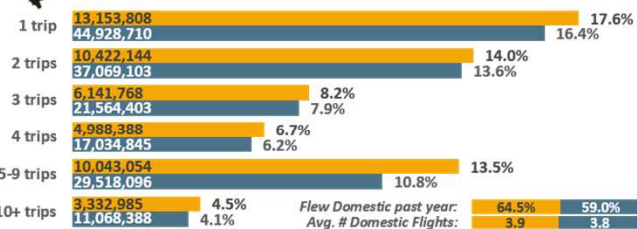
Political Activity: Adults 18 or older



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



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

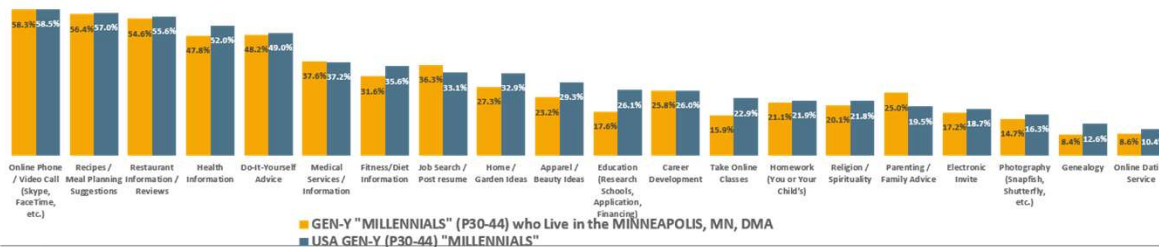




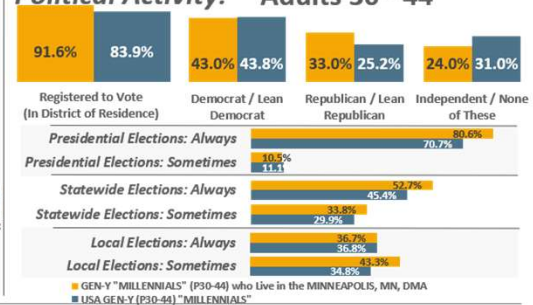
1.5% or 1,093,887 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the MINNEAPOLIS, MN, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA are 1.8% less likely to look up D-I-Y advice online, .1% less likely to always vote in local elections, 5.6% less likely to belong to a gym, .7% less likely to fly domestic p



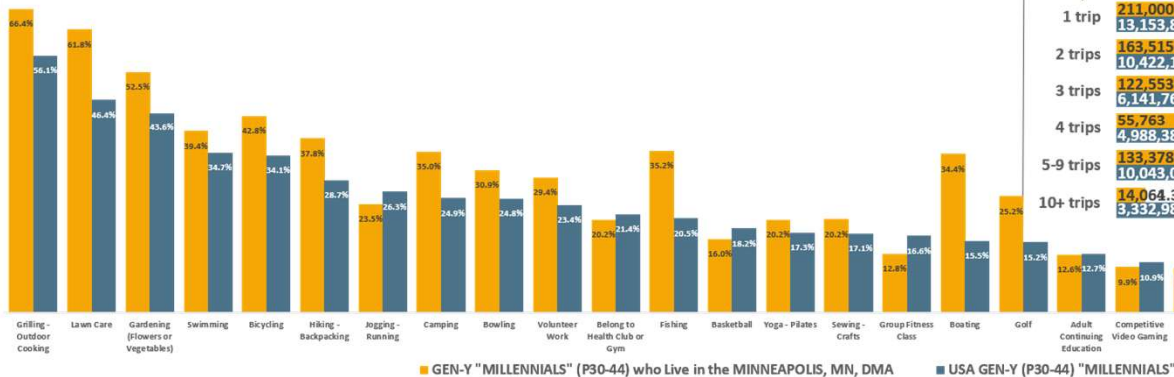
Top-20 past 30-days Online Lifestyle Activities: Adults 30 - 44



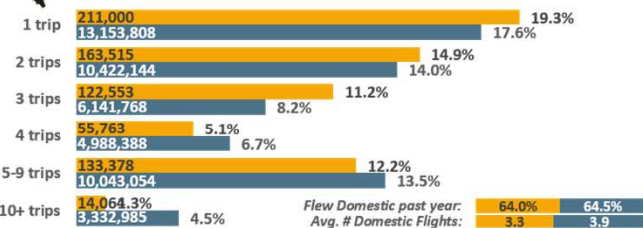
Political Activity: Adults 30 - 44



Top-30 past 12-months Active Lifestyle Activities: Adults 30 - 44



Past 12-months Domestic Airline Trips: Adults 30 - 44



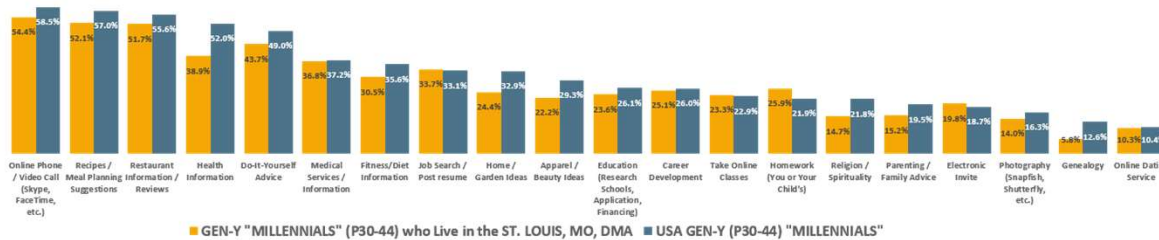
Flew Domestic past year: 64.0% vs 64.5%
Avg. # Domestic Flights: 3.3 vs 3.9



.9% or 648,496 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the ST. LOUIS, MO, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA are 10.8% less likely to look up D-I-Y advice online, 15.6% less likely to always vote in local elections, 32.5% less likely to belong to a gym, 22.7% less likely to fly domestic



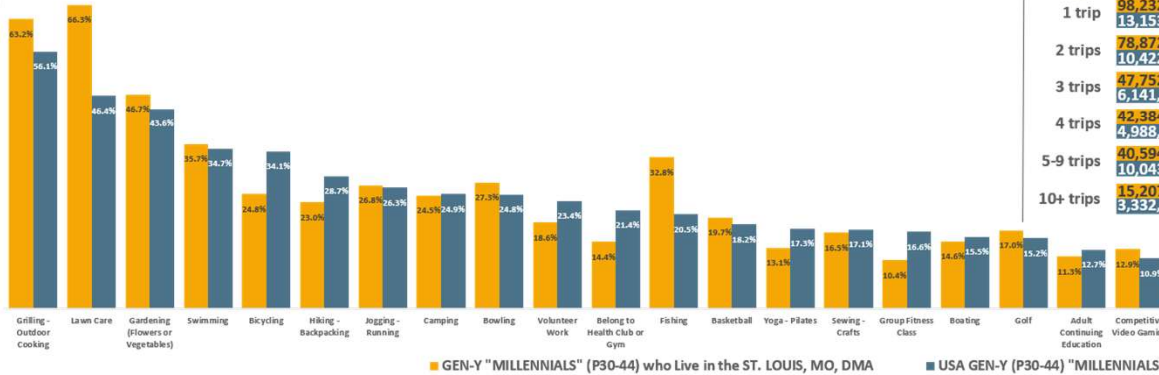
Top-20 past 30-days Online Lifestyle Activities: Adults 30 - 44



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA ■ USA GEN-Y (P30-44) "MILLENNIALS"

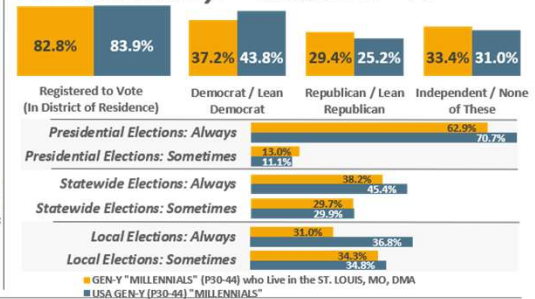


Top-30 past 12-months Active Lifestyle Activities: Adults 30 - 44



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA ■ USA GEN-Y (P30-44) "MILLENNIALS"

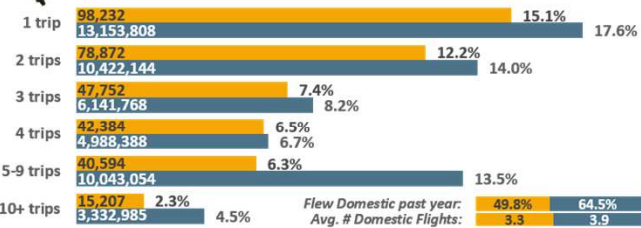
Political Activity: Adults 30 - 44



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA ■ USA GEN-Y (P30-44) "MILLENNIALS"



Past 12-months Domestic Airline Trips: Adults 30 - 44



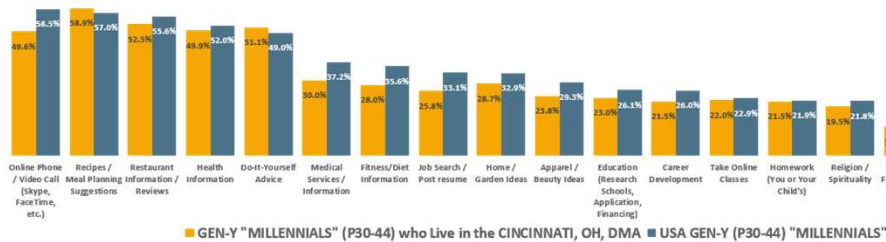
Flew Domestic past year: 49.8% STL P30-44, 64.5% USA GEN-Y (P30-44)
 Avg. # Domestic Flights: 3.3 STL P30-44, 3.9 USA GEN-Y (P30-44)



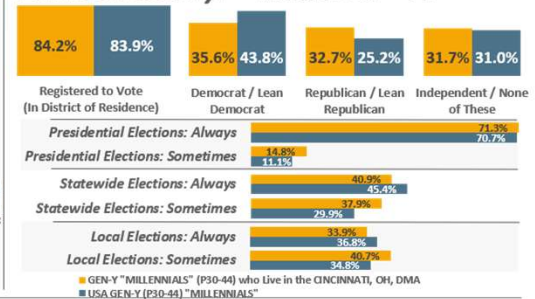
.7% or 518,437 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CINCINNATI, OH, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA are 4.2% more likely to look up D-I-Y advice online, 7.8% less likely to always vote in local elections, 15.4% more likely to belong to a gym, 15.% less likely to fly domestic



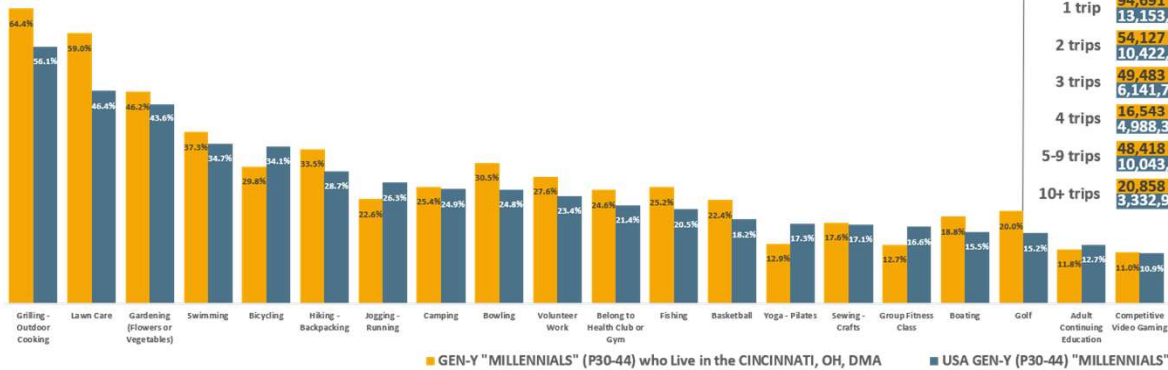
Top-20 past 30-days Online Lifestyle Activities: Adults 30 - 44



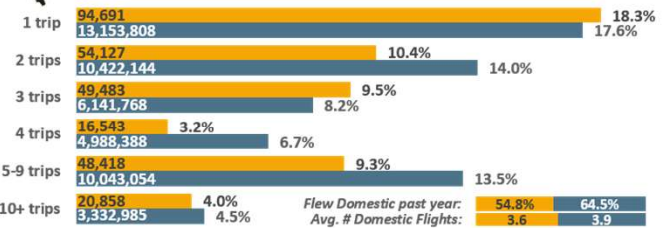
Political Activity: Adults 30 - 44



Top-30 past 12-months Active Lifestyle Activities: Adults 30 - 44



Past 12-months Domestic Airline Trips: Adults 30 - 44



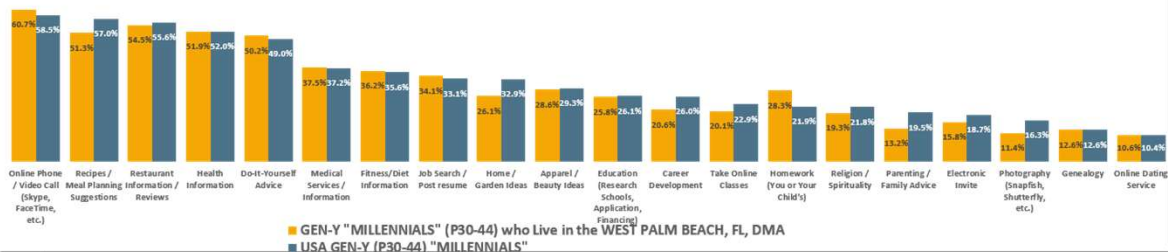
Flew Domestic past year: 54.8%
 Avg. # Domestic Flights: 3.6



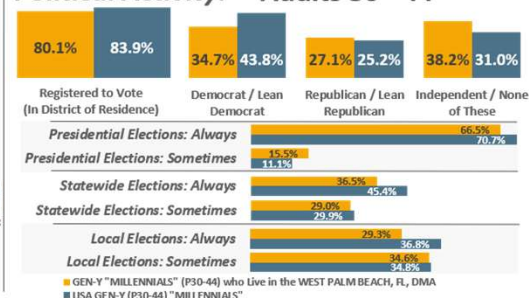
.6% or 420,997 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WEST PALM BEACH, FL, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA are 2.4% more likely to look up D-I-Y advice online, 20.4% less likely to always vote in local elections, 1.2% less likely to belong to a gym, 3.1% less likely to fly dom



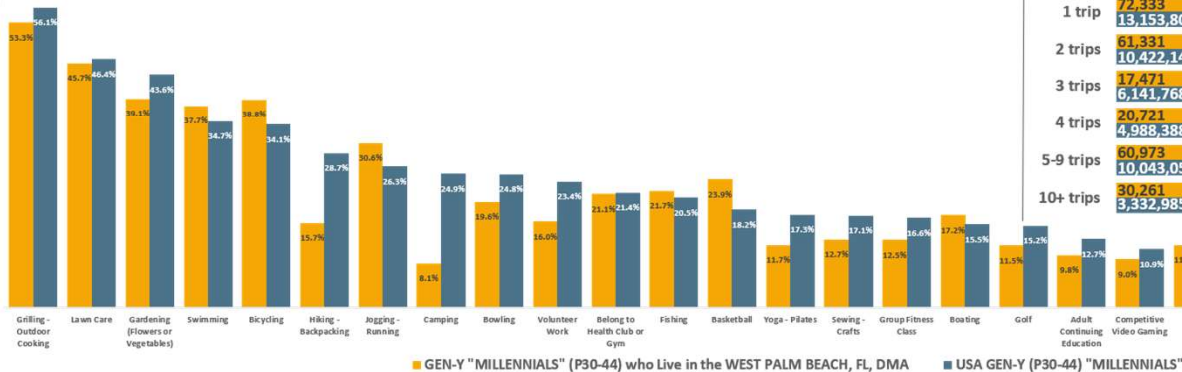
Top-20 past 30-days Online Lifestyle Activities: Adults 30 - 44



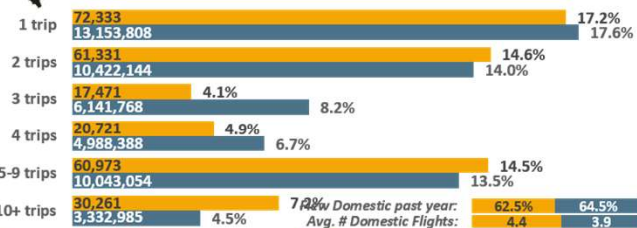
Political Activity: Adults 30 - 44



Top-30 past 12-months Active Lifestyle Activities: Adults 30 - 44



Past 12-months Domestic Airline Trips: Adults 30 - 44

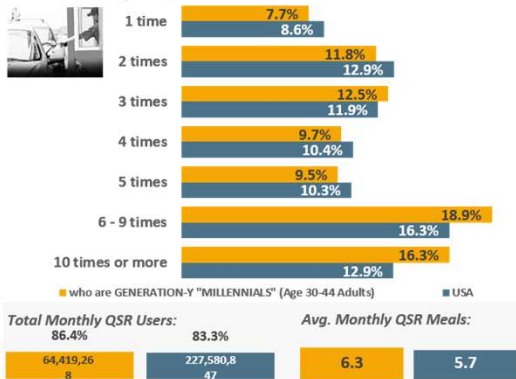


Domestic past year: 7.2%
Avg. # Domestic Flights: 4.4

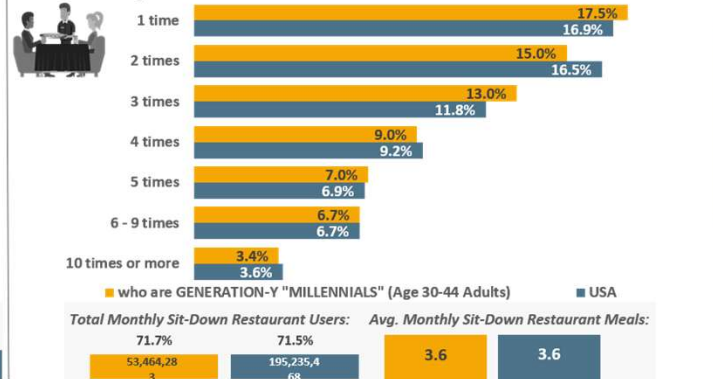


27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 3.7% more likely to use QSRs past mo., .3% more likely to use Sit-Down Restaurants past mo., 9.3% more likely to use Casinos past yr., 28.2% more likely to smoke cigarettes.

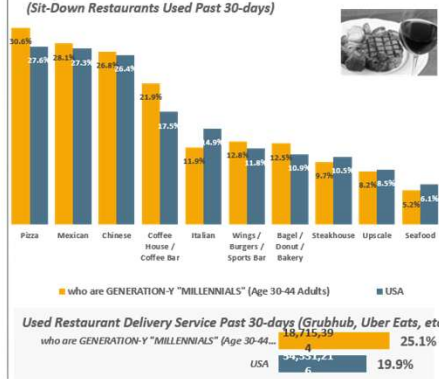
Past 30-days QSR Users: Adults 18 or older



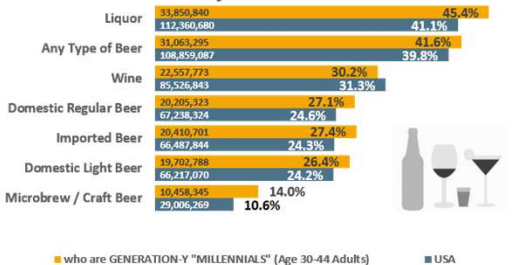
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



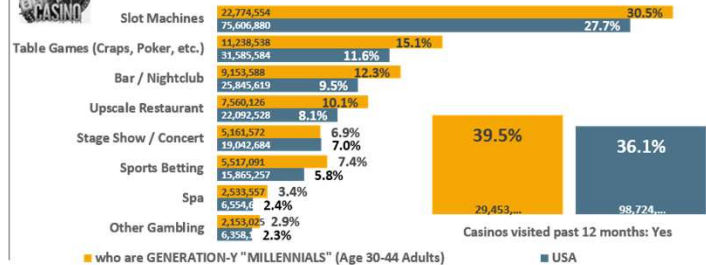
Top-10 Cuisines: Adults 18 or older



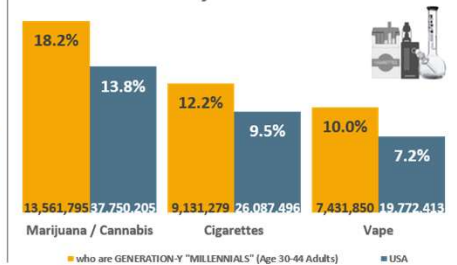
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



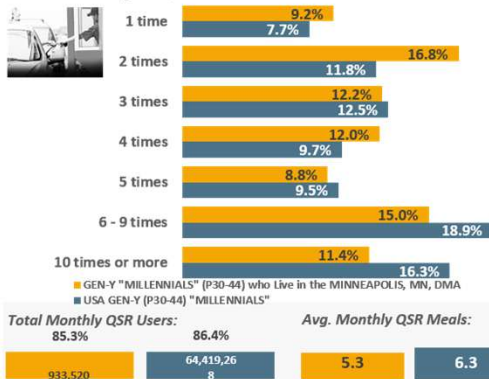
Used Past 30-days: Adults 18 or older



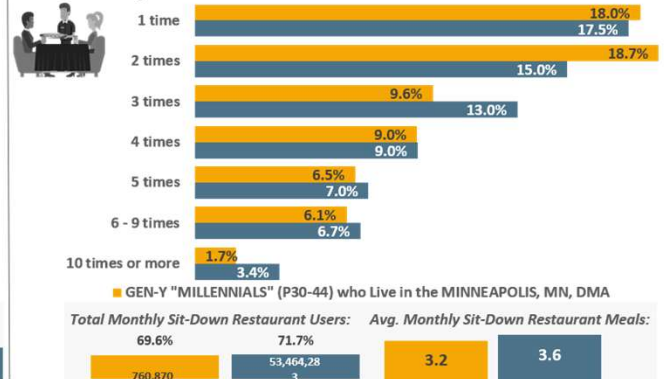


1.5% or 1,093,887 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the MINNEAPOLIS, MN, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA are 1.2% less likely to use QSRs past mo., 3% less likely to use Sit-Down Restaurants past mo., 4.2% more likely to use Casinos past yr., .3% less likely to smoke cigarettes

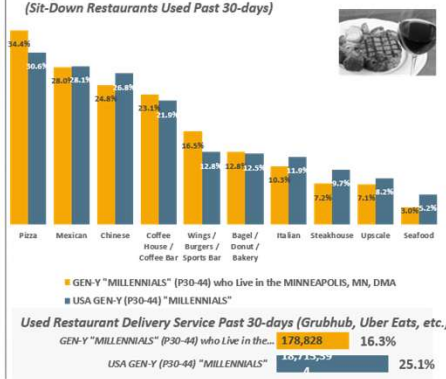
Past 30-days QSR Users: Adults 30 - 44



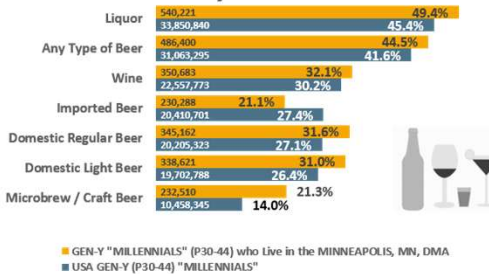
Past 30-days Sit-Down Restaurant Users: Adults 30 - 44



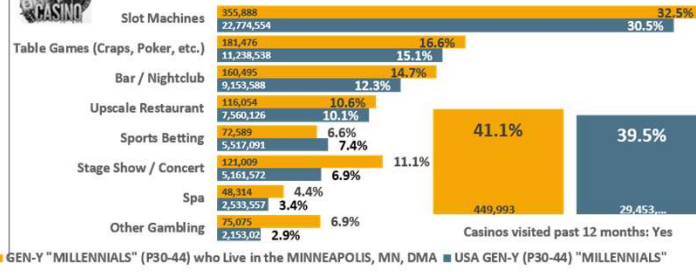
Top-10 Cuisines: Adults 30 - 44



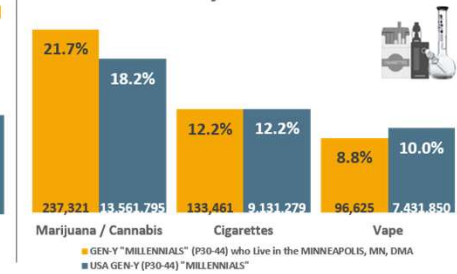
Drank Past 30-days: Adults 30 - 44



Past 12 months Casino Activities: Adults 30 - 44



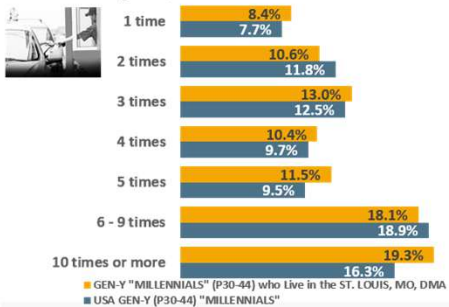
Used Past 30-days: Adults 30 - 44



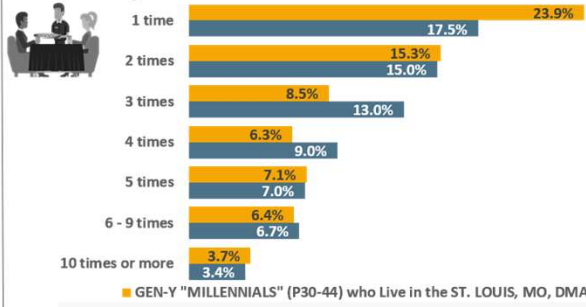


.9% or 648,496 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the ST. LOUIS, MO, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA are 5.6% more likely to use QSRs past mo., .7% less likely to use Sit-Down Restaurants past mo., 2.1% more likely to use Casinos past yr., 60.0% more likely to smoke cigarettes.

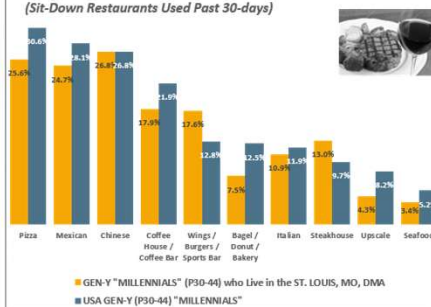
Past 30-days QSR Users: Adults 30 - 44



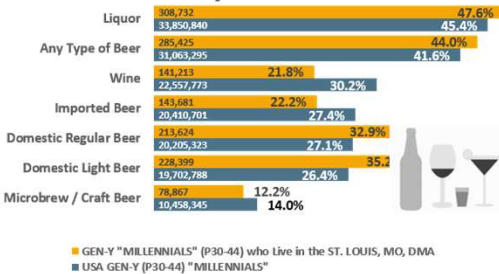
Past 30-days Sit-Down Restaurant Users: Adults 30 - 44



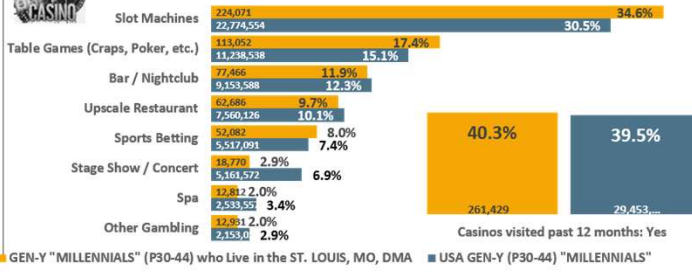
Top-10 Cuisines: Adults 30 - 44



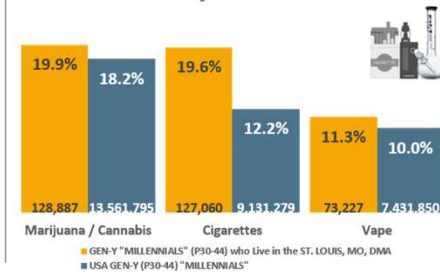
Drank Past 30-days: Adults 30 - 44



Past 12 months Casino Activities: Adults 30 - 44



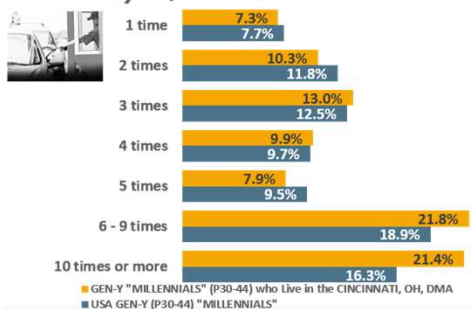
Used Past 30-days: Adults 30 - 44



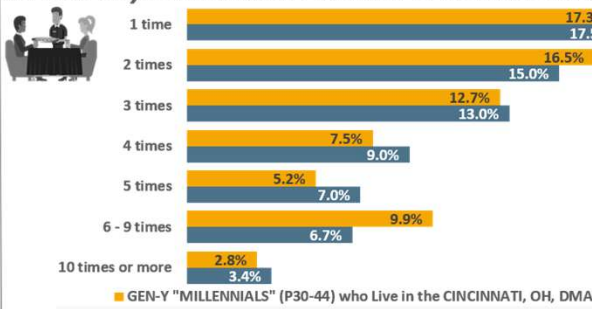


.7% or 518,437 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CINCINNATI, OH, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA are 6% more likely to use QSRs past mo., .4% more likely to use Sit-Down Restaurants past mo., 13.2% more likely to use Casinos past yr., 64.3% more likely to smoke cigarette

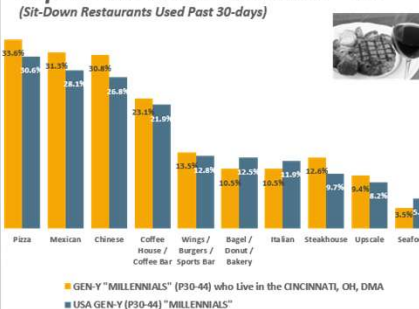
Past 30-days QSR Users: Adults 30 - 44



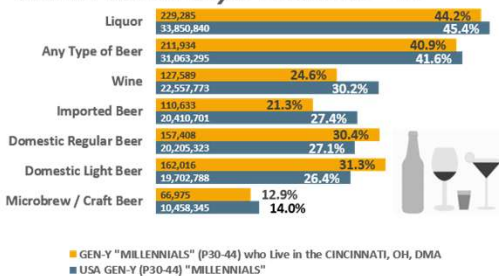
Past 30-days Sit-Down Restaurant Users: Adults 30 - 44



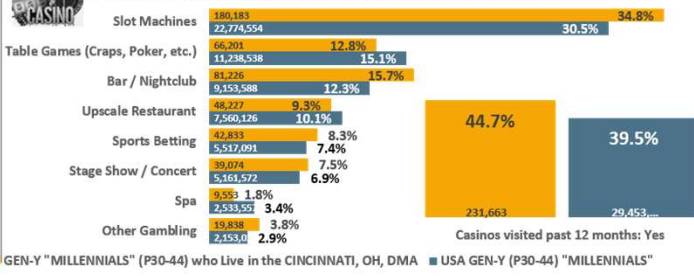
Top-10 Cuisines: Adults 30 - 44



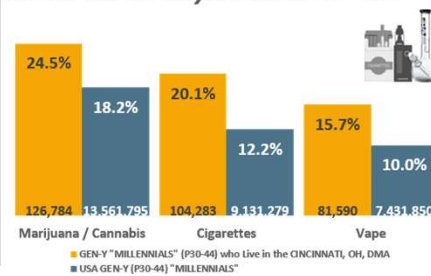
Drank Past 30-days: Adults 30 - 44



Past 12 months Casino Activities: Adults 30 - 44



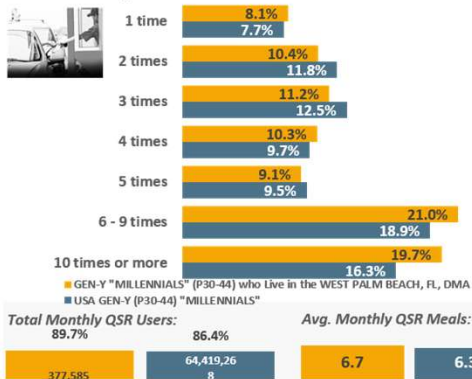
Used Past 30-days: Adults 30 - 44



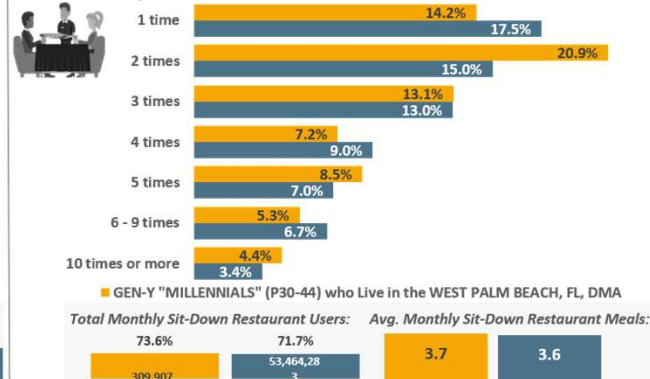


.6% or 420,997 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WEST PALM BEACH, FL, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA are 3.8% more likely to use QSRs past mo., 2.7% more likely to use Sit-Down Restaurants past mo., 17.8% less likely to use Casinos past yr., 16.2% less likely to smoke ci

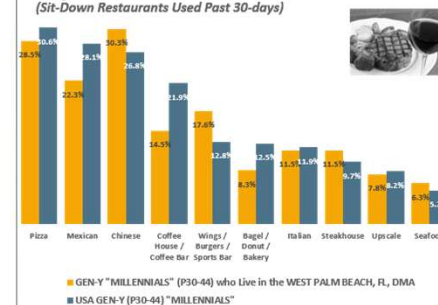
Past 30-days QSR Users: Adults 30 - 44



Past 30-days Sit-Down Restaurant Users: Adults 30 - 44

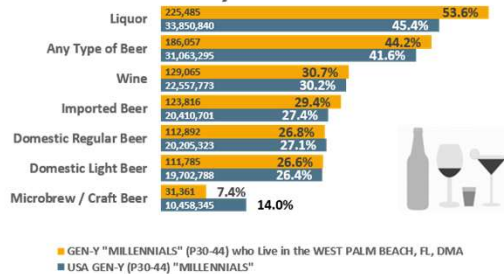


Top-10 Cuisines: Adults 30 - 44 (Sit-Down Restaurants Used Past 30-days)

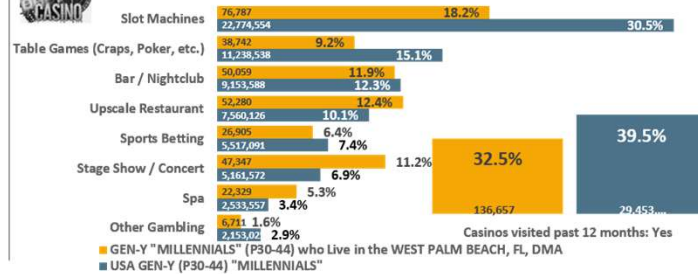


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST... 113,807 27.0%
USA GEN-Y (P30-44) "MILLENNIALS" 46,778 25.1%

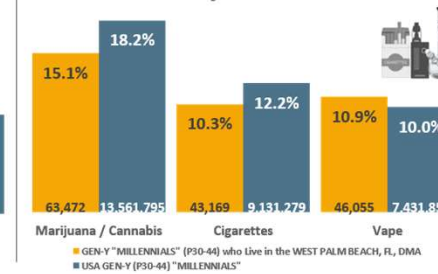
Drank Past 30-days: Adults 30 - 44



Past 12 months Casino Activities: Adults 30 - 44



Used Past 30-days: Adults 30 - 44

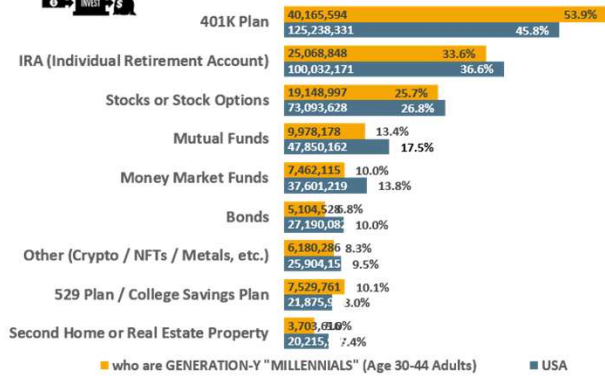




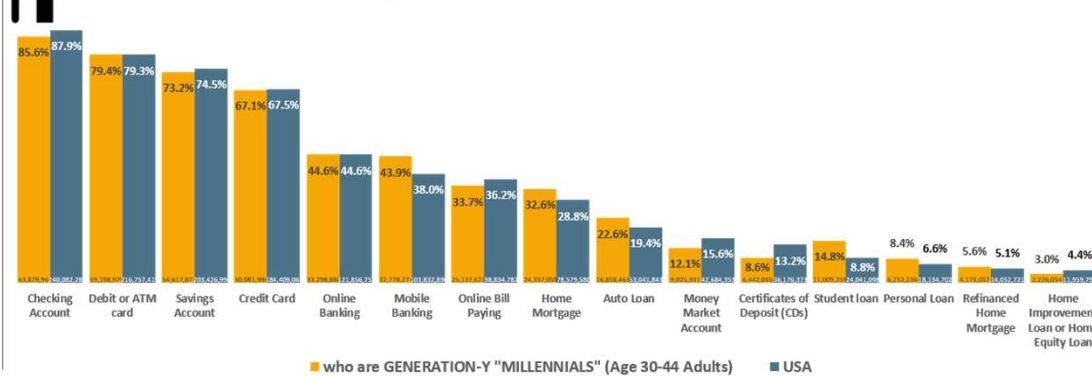
27.3% or 74,583,524 of USA Adults 18 or older are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults). Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) are 17.5% more likely to have a 401K, 16.4% more likely to have an Auto Loan, 19.5% more likely to Invest/Trade Stocks Online, 8.7%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



Investments Owned: Adults 18 or older



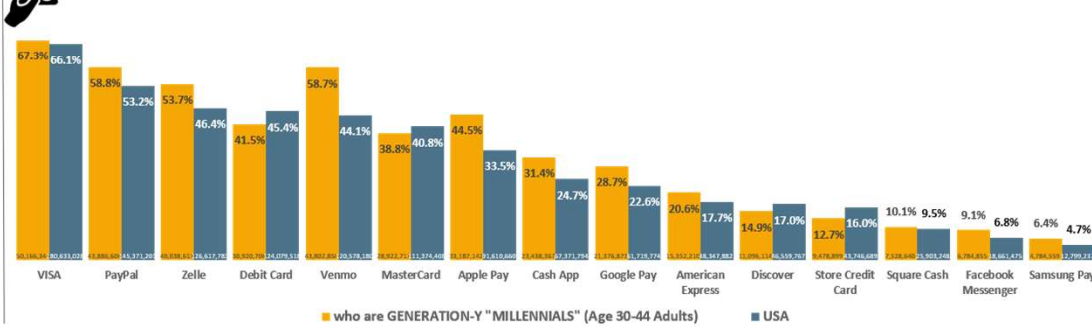
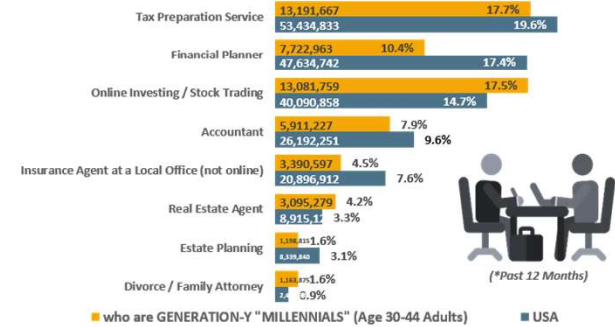
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

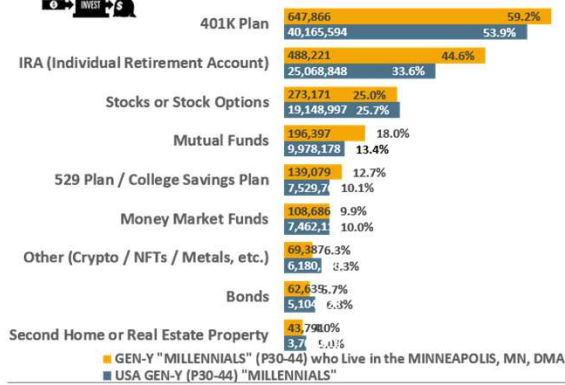




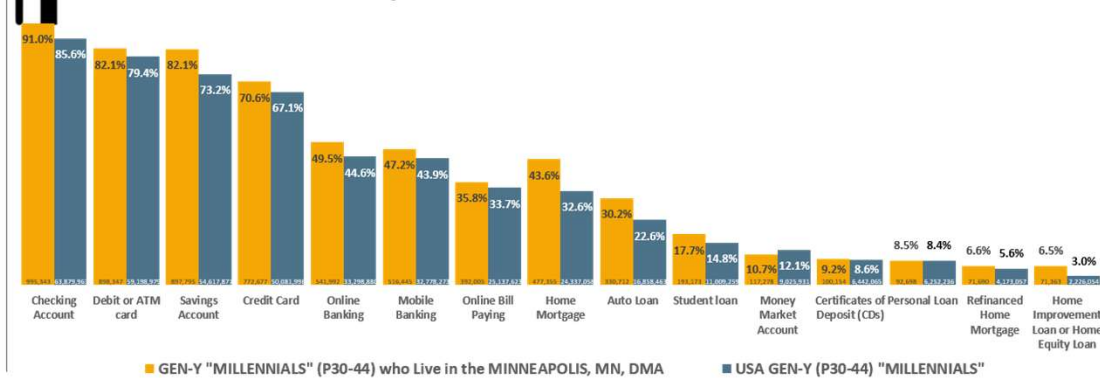
1.5% or 1,093,887 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the MINNEAPOLIS, MN, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA are 10.% more likely to have a 401K, 33.8% more likely to have an Auto Loan, 6.2% more likely to Invest/Trade Stocks Online, 3.8% less likely to pay with their Debit Card.



Investments Owned: Adults 30 - 44



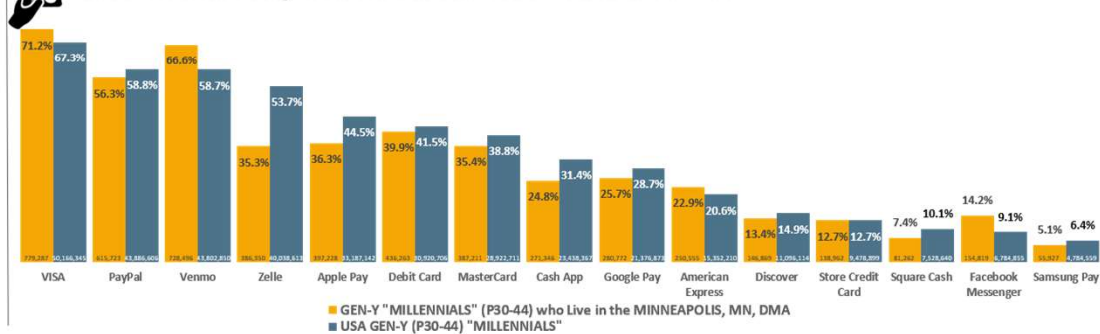
Financial Services Has and/or Uses: Adults 30 - 44



Professional Services Used*: Adults 30 - 44



Past 3-Months Payment Methods Used: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 456 USA Projection USA Qual Intab 5,886

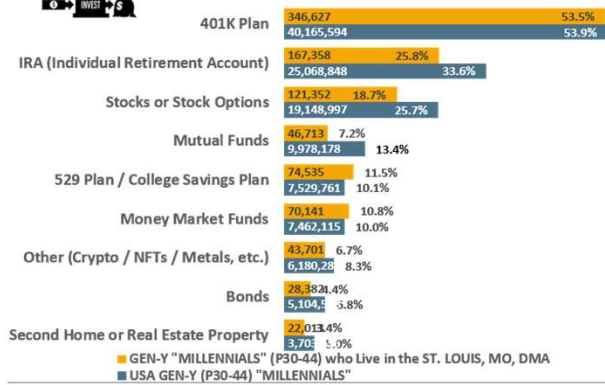
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



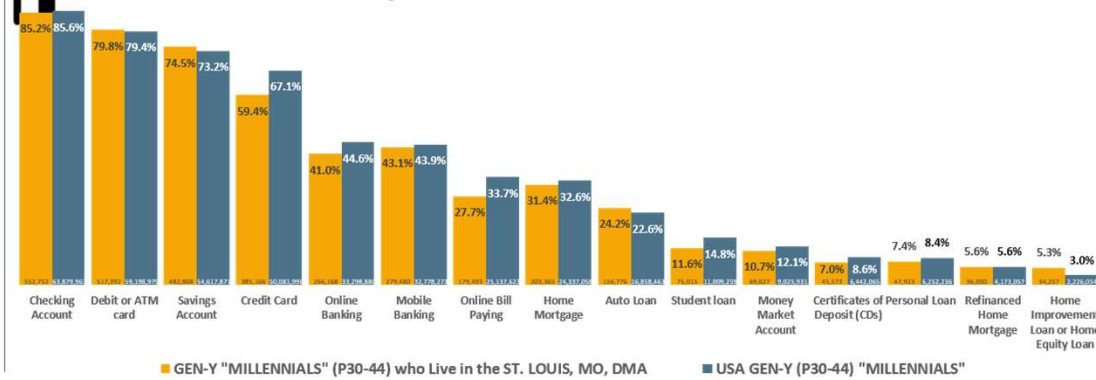
.9% or 648,496 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the ST. LOUIS, MO, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA are .7% less likely to have a 401K, 7.7% more likely to have an Auto Loan, 36.2% less likely to Invest/Trade Stocks Online, 7.7% more likely to pay with their Debit Card.



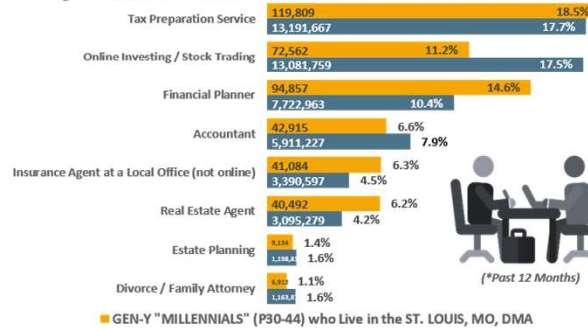
Investments Owned: Adults 30 - 44



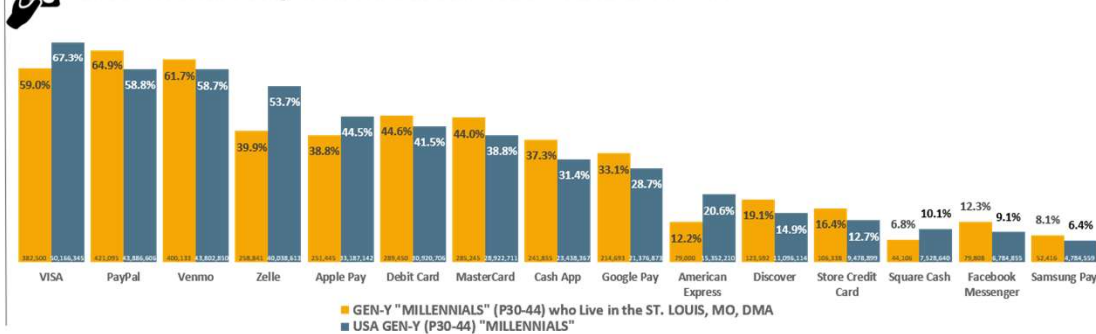
Financial Services Has and/or Uses: Adults 30 - 44



Professional Services Used*: Adults 30 - 44



Past 3-Months Payment Methods Used: Adults 30 - 44





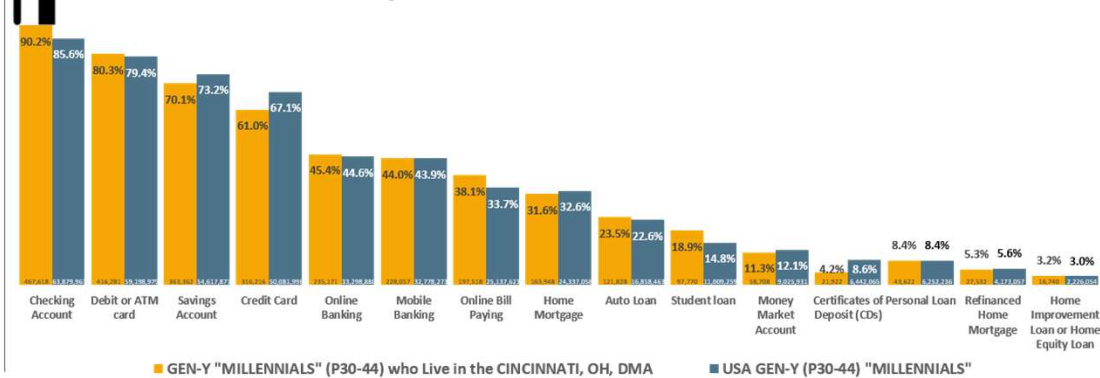
.7% or 518,437 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the CINCINNATI, OH, DMA.
 Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA are 6.7% less likely to have a 401K, 4.% more likely to have an Auto Loan, 18.6% less likely to Invest/Trade Stocks Online, 3.3% more likely to pay with their Debit Card.



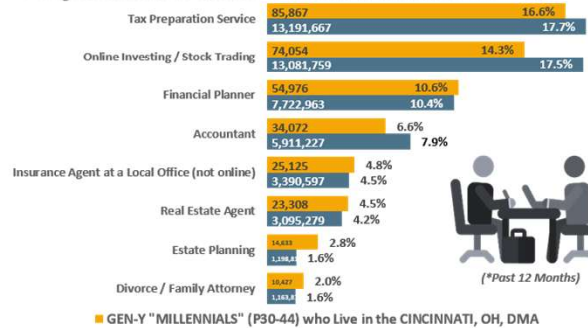
Investments Owned: Adults 30 - 44



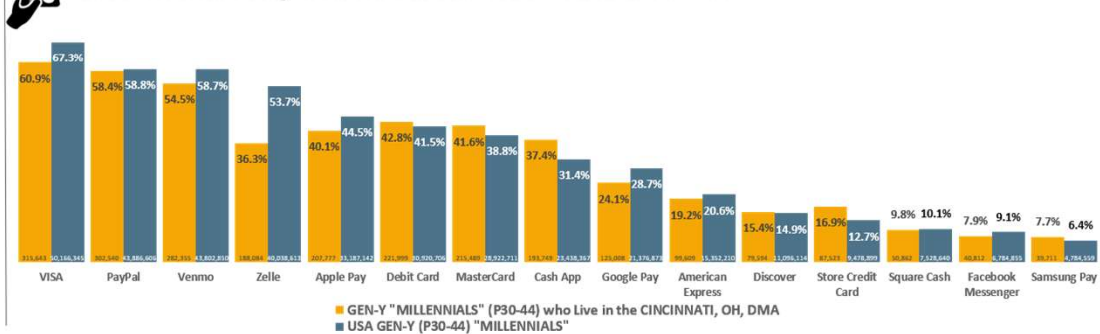
Financial Services Has and/or Uses: Adults 30 - 44



Professional Services Used*: Adults 30 - 44



Past 3-Months Payment Methods Used: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Feb25-Feb26
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Qual Intab 427 USA Projection USA Qual Intab 5,886

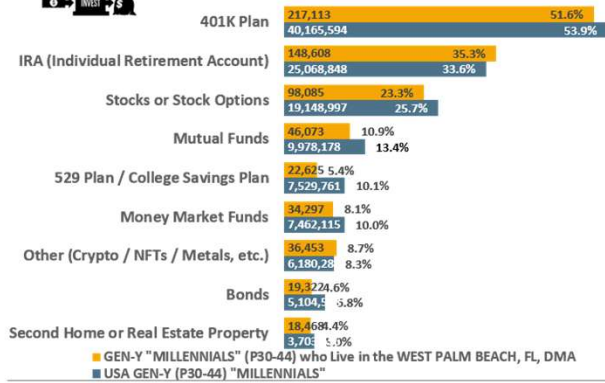
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



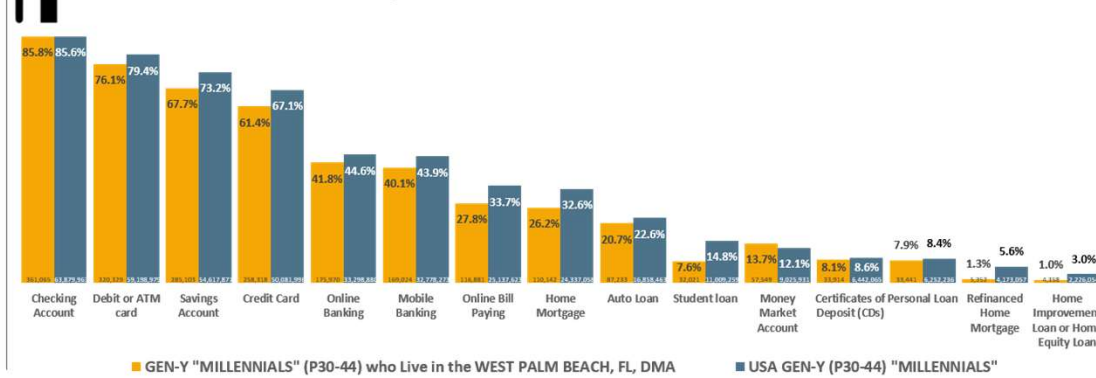
.6% or 420,997 of USA GEN-Y (P30-44) "MILLENNIALS" Adults 30 - 44 Live in the WEST PALM BEACH, FL, DMA. Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA are 4.2% less likely to have a 401K, 8.3% less likely to have an Auto Loan, 13.1% less likely to Invest/Trade Stocks Online, 10.6% more likely to pay with their Debit Car



Investments Owned: Adults 30 - 44



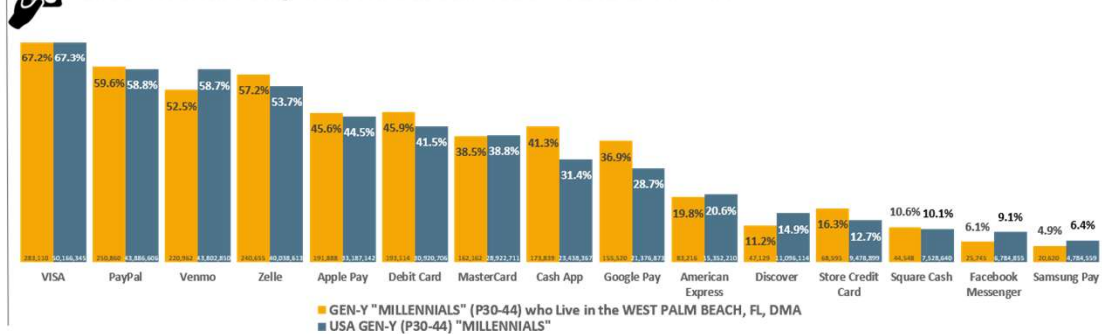
Financial Services Has and/or Uses: Adults 30 - 44



Professional Services Used*: Adults 30 - 44



Past 3-Months Payment Methods Used: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection Scarborough R1 2026: Jan25-Jan26
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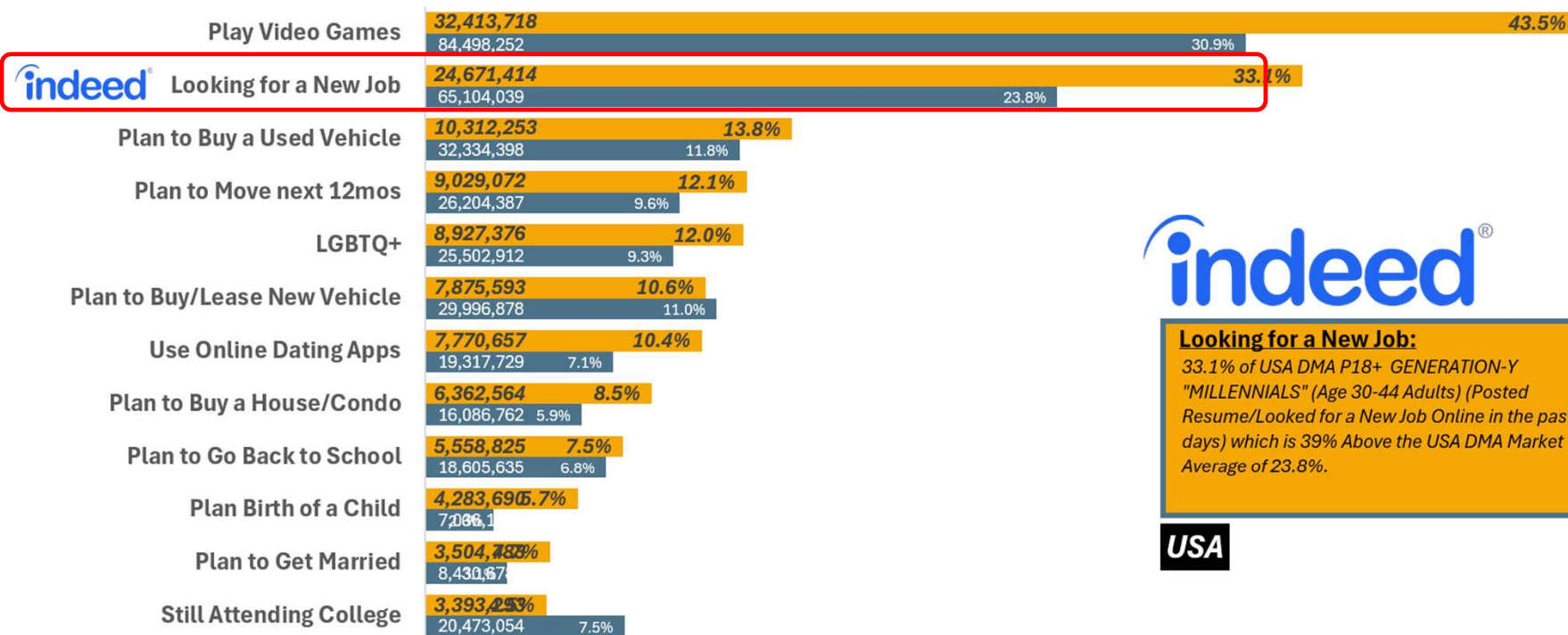
Qual Intab 473 USA Projection USA Qual Intab 5,886

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



"Lifestyle/Future Plans"

P18+ USA DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

33.1% of USA DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 39% Above the USA DMA Market Average of 23.8%.



■ P18+ USA DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5886

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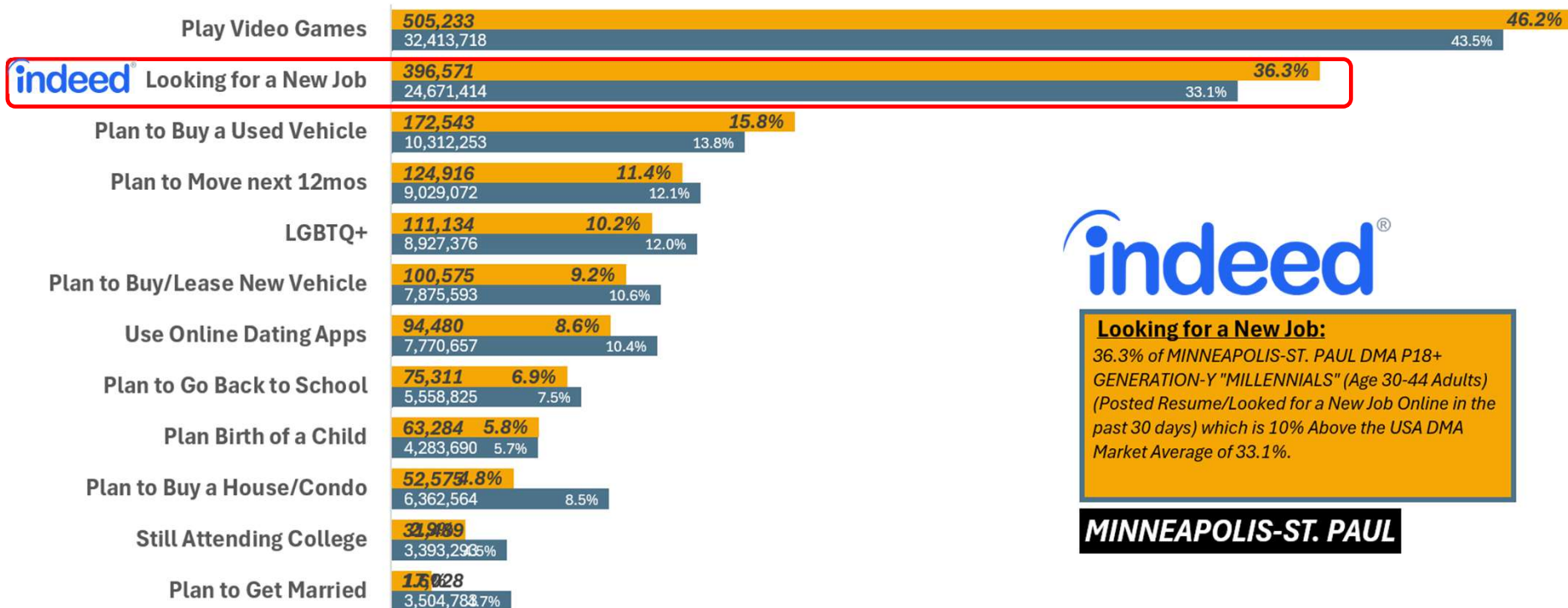
Share of Everything
for Anything

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



"Lifestyle/Future Plans"

P18+ MINNEAPOLIS-ST. PAUL DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

36.3% of MINNEAPOLIS-ST. PAUL DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 10% Above the USA DMA Market Average of 33.1%.

MINNEAPOLIS-ST. PAUL

■ P18+ MINNEAPOLIS-ST. PAUL DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 456

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



"Lifestyle/Future Plans"

P18+ ST. LOUIS DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

Play Video Games



indeed Looking for a New Job



Plan to Buy a Used Vehicle



Plan to Move next 12mos



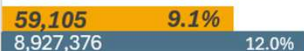
Plan to Buy/Lease New Vehicle



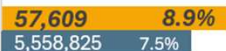
Use Online Dating Apps



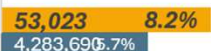
LGBTQ+



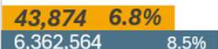
Plan to Go Back to School



Plan Birth of a Child



Plan to Buy a House/Condo



Plan to Get Married



Still Attending College



■ P18+ ST. LOUIS DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

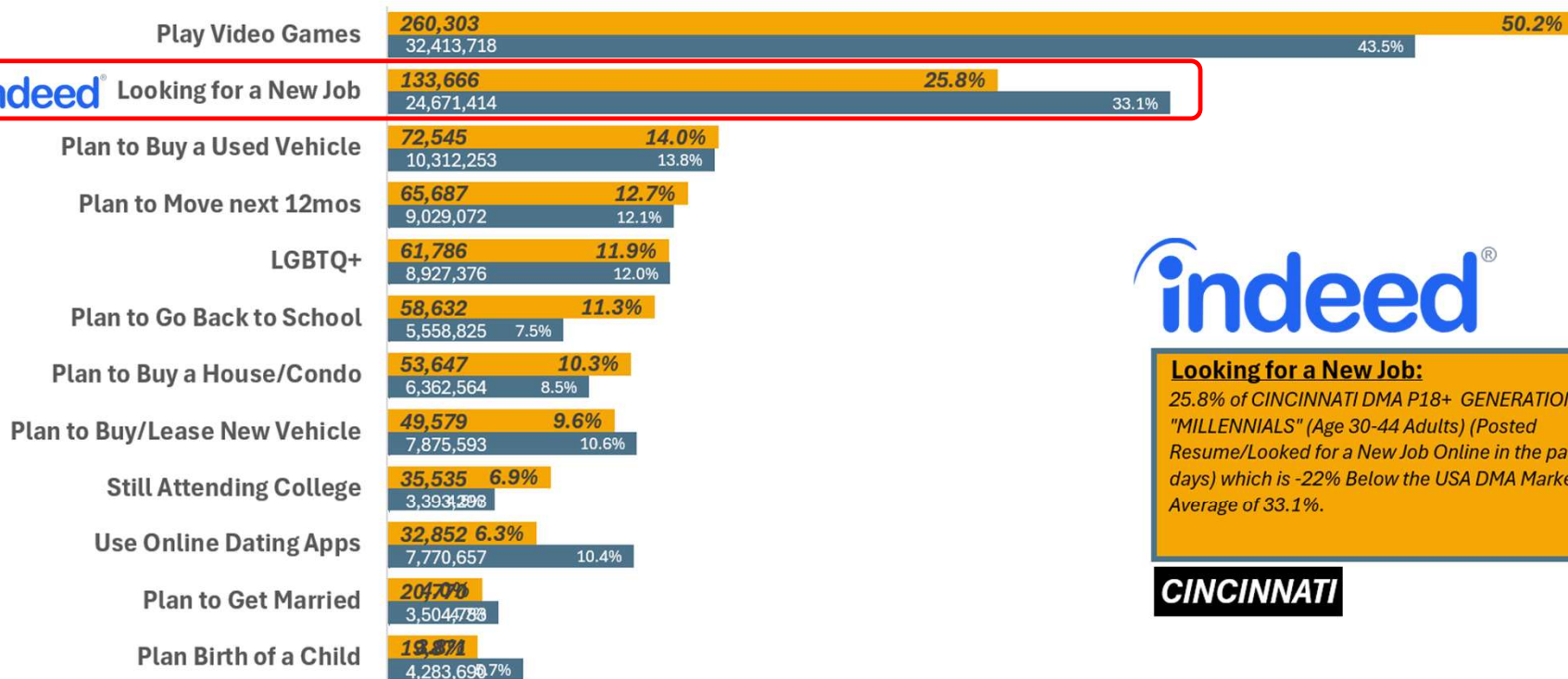
33.7% of ST. LOUIS DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 2% Above the USA DMA Market Average of 33.1%.

ST. LOUIS



"Lifestyle/Future Plans"

P18+ CINCINNATI DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)



Looking for a New Job:

25.8% of CINCINNATI DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is -22% Below the USA DMA Market Average of 33.1%.

CINCINNATI

■ P18+ CINCINNATI DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 427

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



"Lifestyle/Future Plans"

P18+ WEST PALM BEACH-BOCA RATON DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

Play Video Games



indeed Looking for a New Job



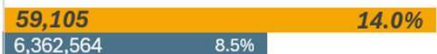
Plan to Buy a Used Vehicle



Plan to Buy/Lease New Vehicle



Plan to Buy a House/Condo



Use Online Dating Apps



Plan to Move next 12mos



LGBTQ+



Plan to Go Back to School



Plan Birth of a Child



Still Attending College



Plan to Get Married



■ P18+ WEST PALM BEACH-BOCA RATON DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

■ P18+ USA AVERAGE: GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days)

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 473

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Looking for a New Job:

34.1% of WEST PALM BEACH-BOCA RATON DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Posted Resume/Looked for a New Job Online in the past 30 days) which is 3% Above the USA DMA Market Average of 33.1%.

WEST PALM BEACH-BOCA RATON

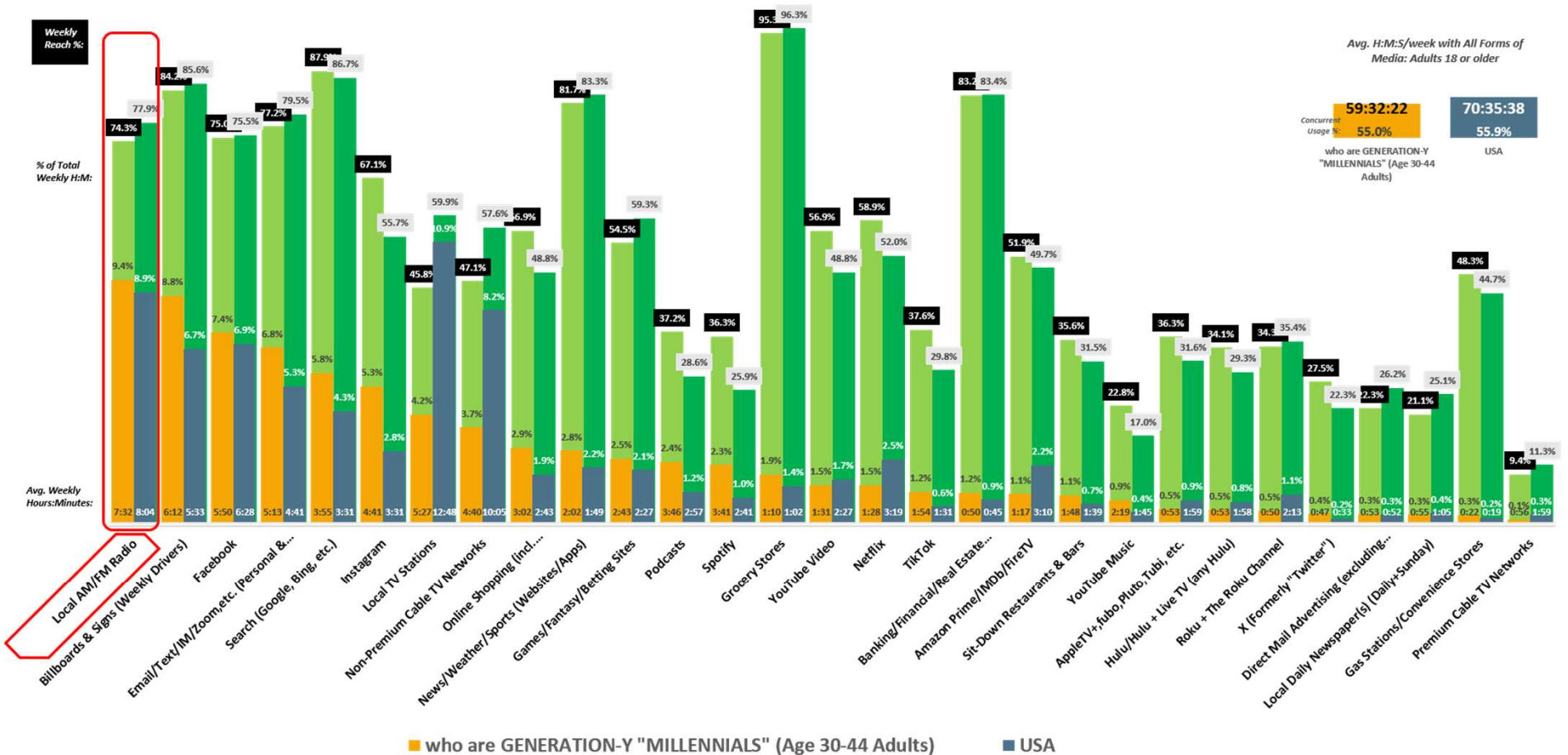
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



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

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



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

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

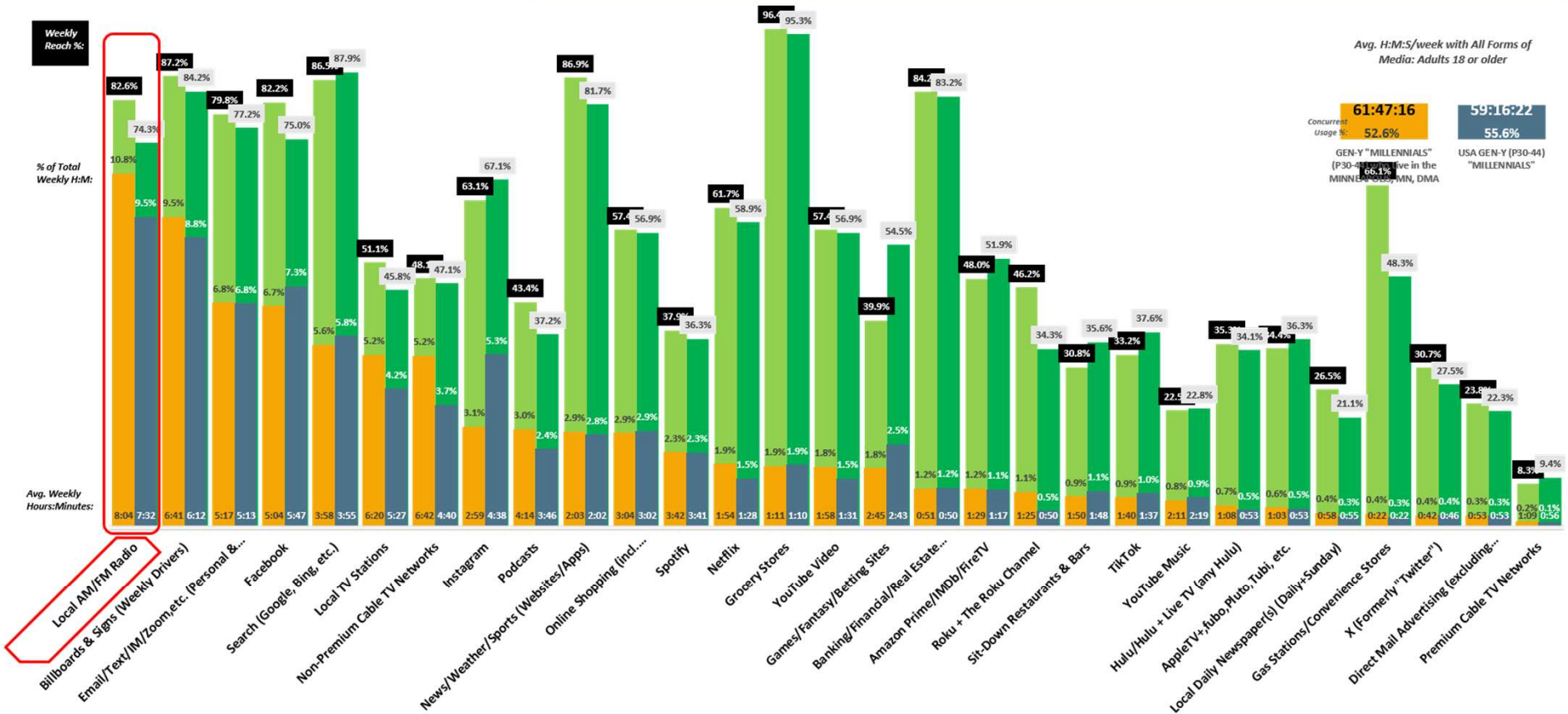


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Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA spend an average of 2 days, 13 hours, 47 minutes and 16 seconds each week with All Forms of Media.

82.6% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA spend an avg. of 8 hours and 4 minutes each week listening to All Local AM/FM Radio, representing 10.8% of total time spent with all forms of Media.



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA ■ USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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

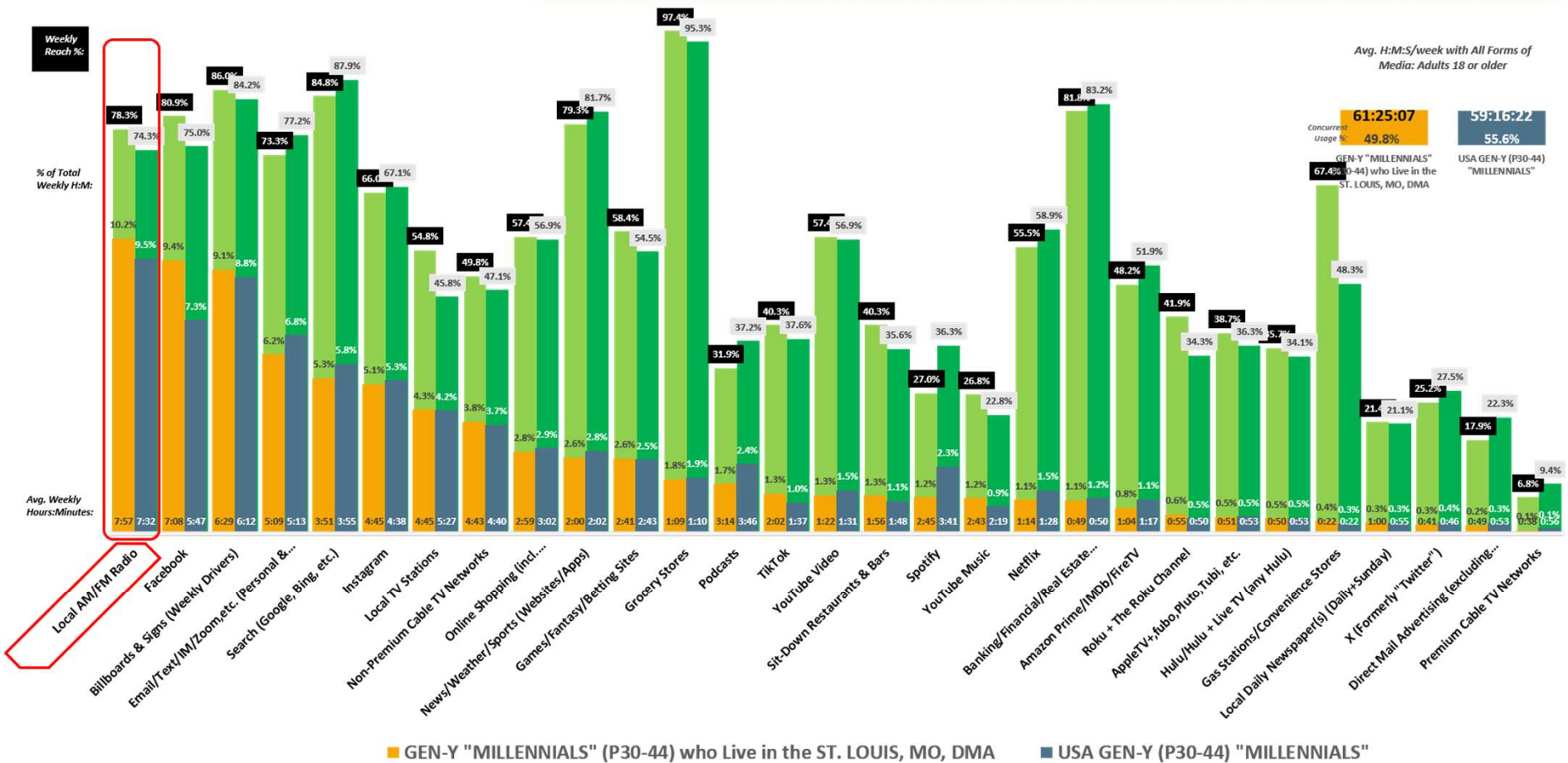


Share of Everything for Anything



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA spend an average of 2 days, 13 hours, 25 minutes and 7 seconds each week with All Forms of Media.

78.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 57 minutes each week listening to All Local AM/FM Radio, representing 10.2% of total time spent with all forms of Media.



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

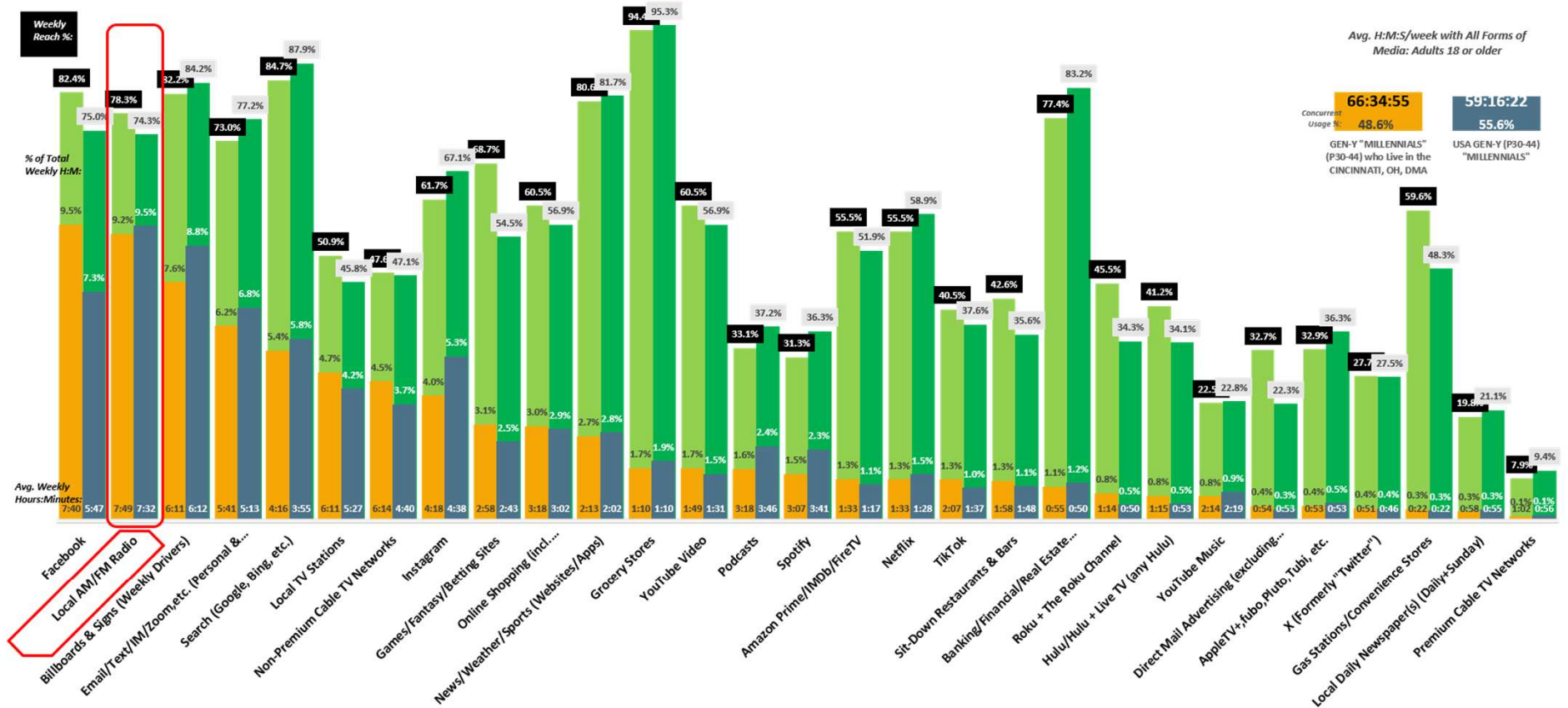


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Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA spend an average of 2 days, 18 hours, 34 minutes and 55 seconds each week with All Forms of Media.

78.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 49 minutes each week listening to All Local AM/FM Radio, representing 9.2% of total time spent with all forms of Media.



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA

■ USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

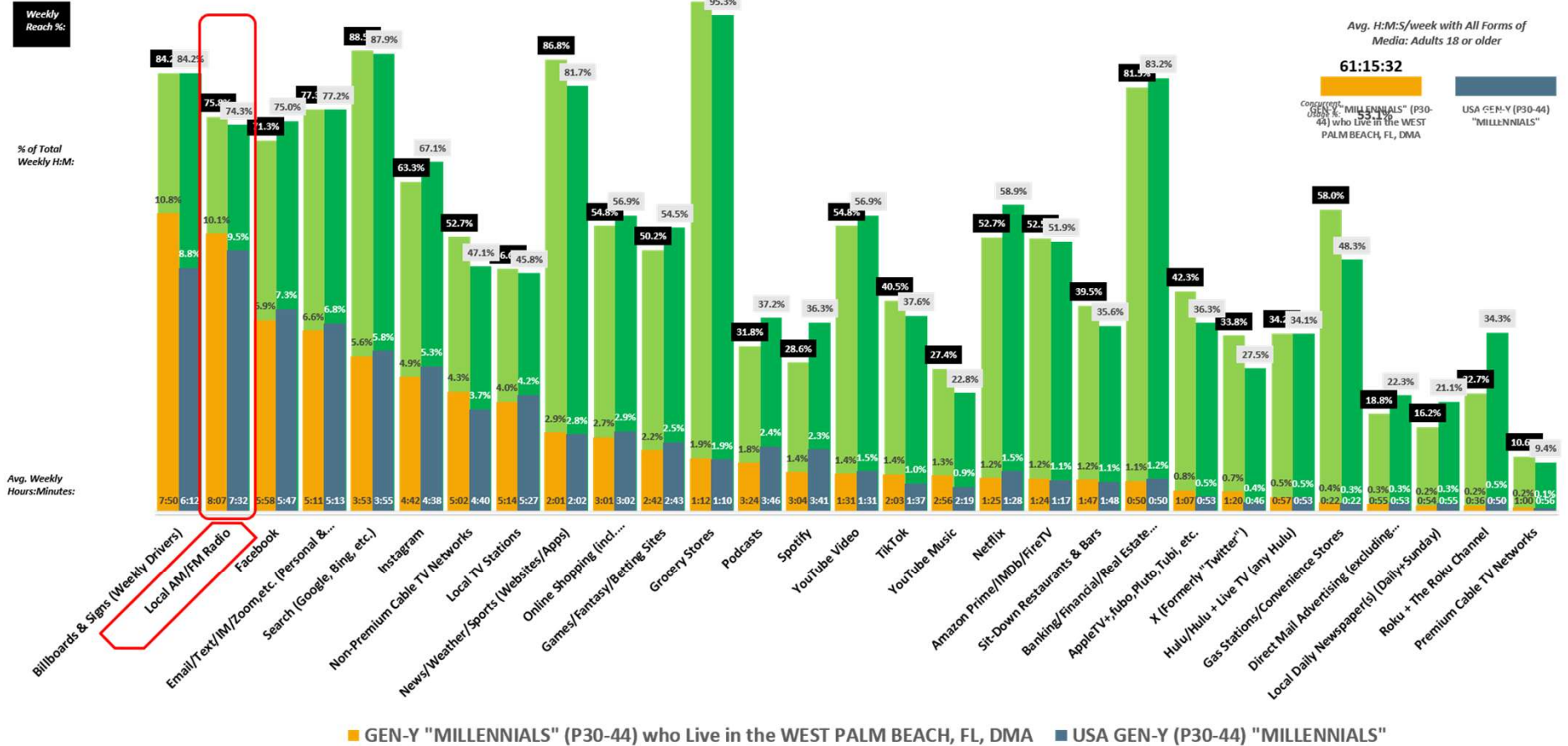
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



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Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA spend an average of 2 days, 13 hours, 15 minutes and 32 seconds each week with All Forms of Media.
 75.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA spend an avg. of 8 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 10.1% of total time spent with all forms of Media.



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

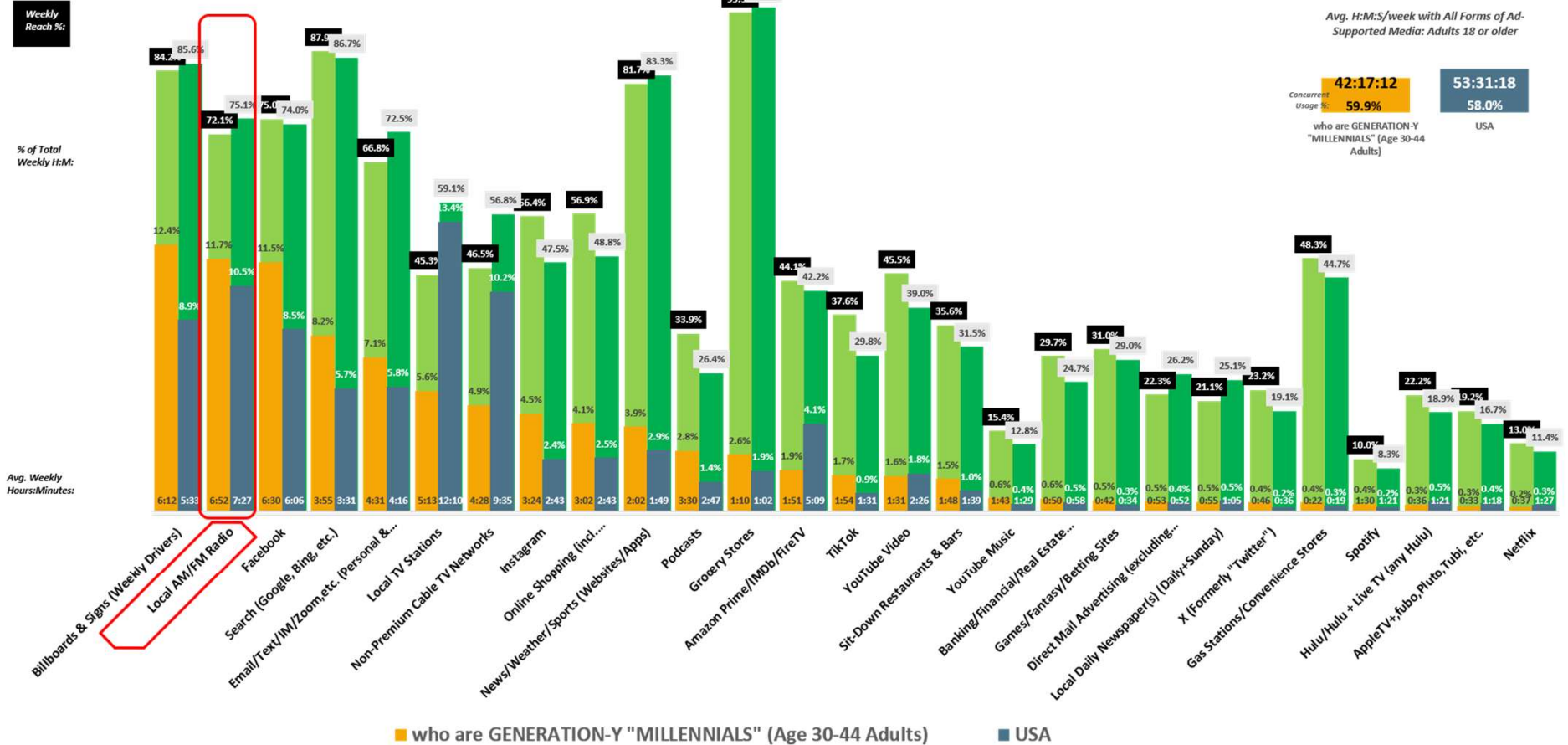
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything

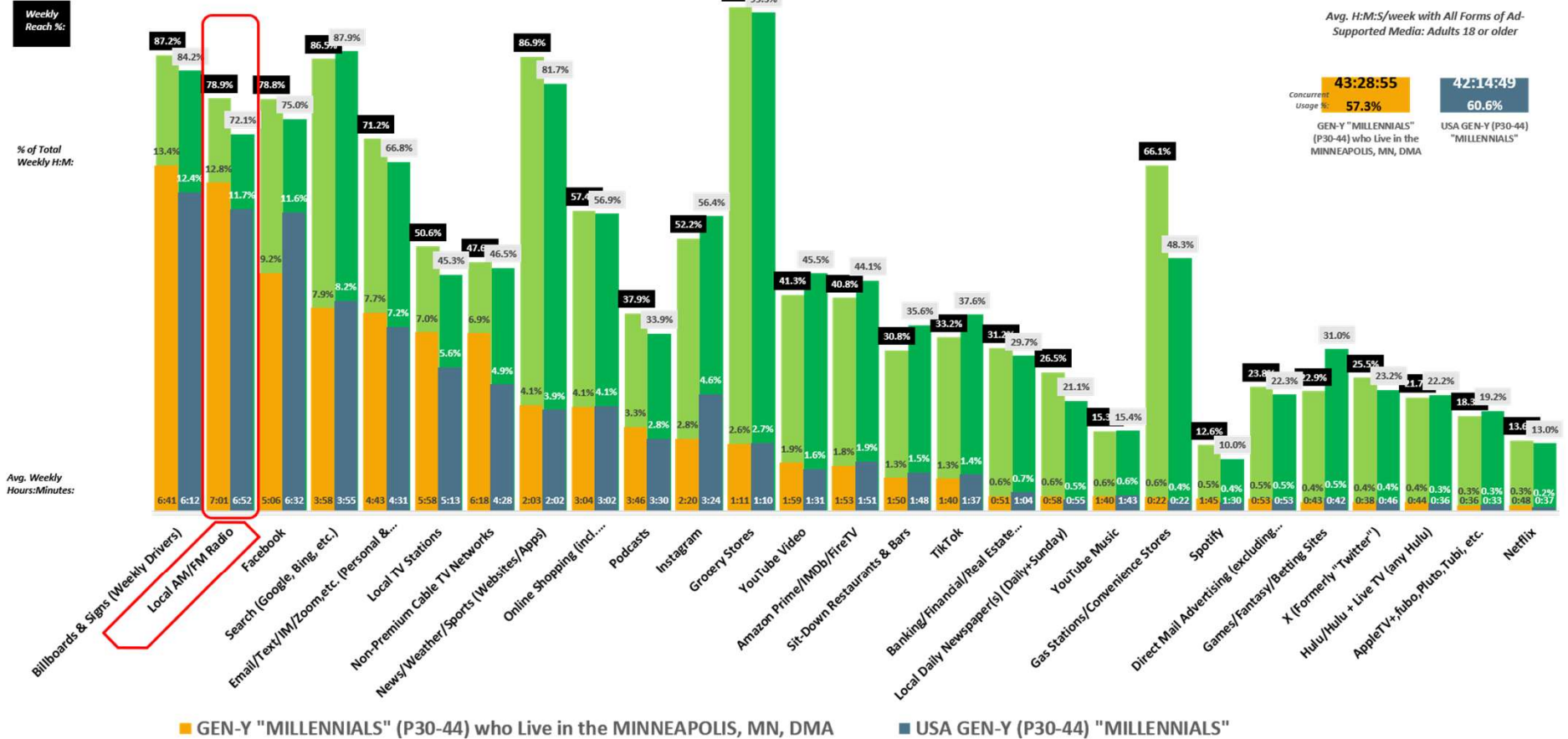


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 1 days, 18 hours, 17 minutes and 12 seconds each week with All Forms of Ad-Supported Media.
 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an avg. of 6 hours and 52 minutes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





Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA spend an average of 1 days, 19 hours, 28 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
 78.9% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA spend an avg. of 7 hours and 1 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.8% of total time spent with all forms of Ad-Supported M



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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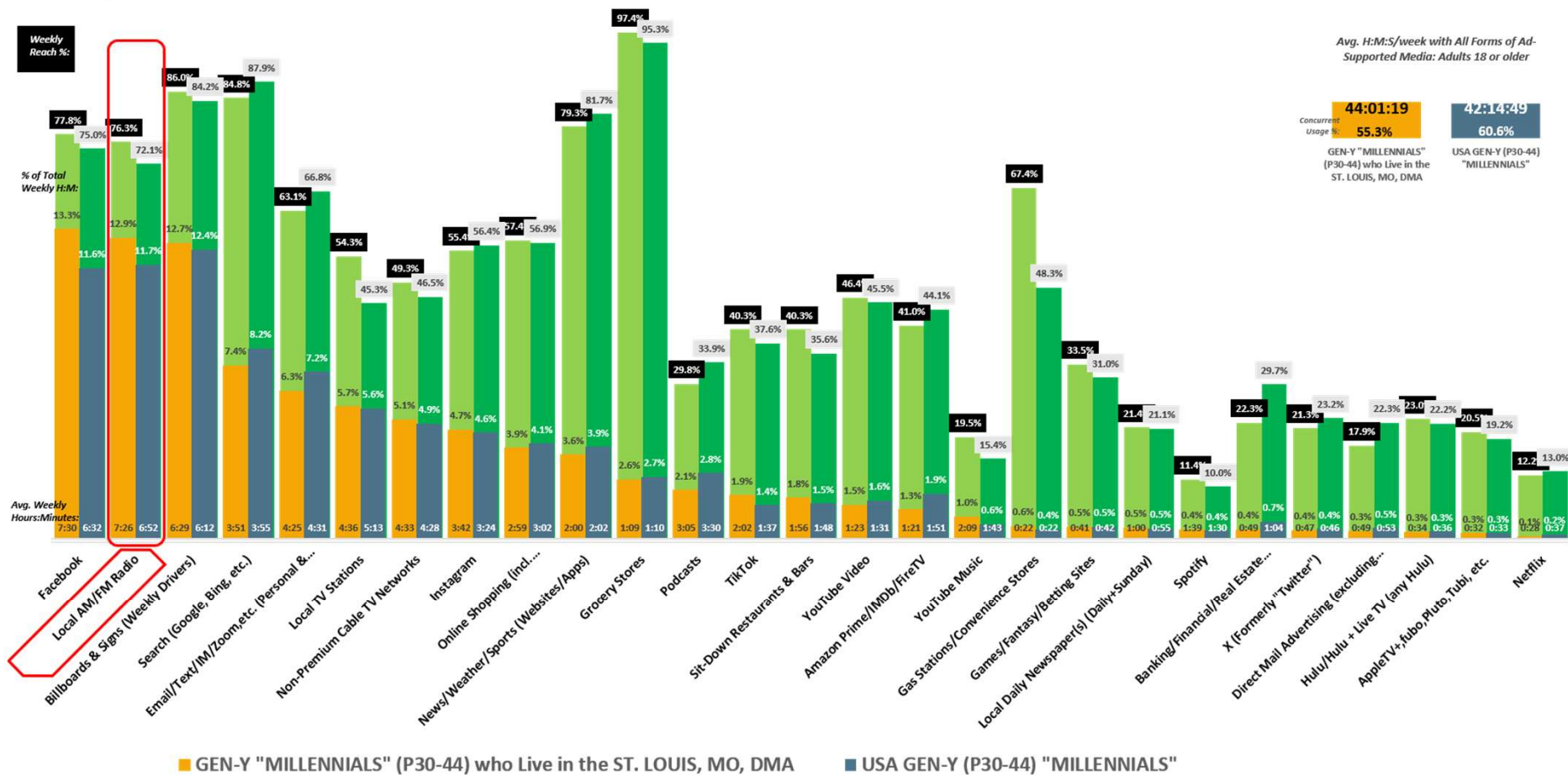
USA Projection USA Qual Intab 5,886
 (Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything.



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA spend an average of 1 days, 20 hours, 1 minutes and 19 seconds each week with All Forms of Ad-Supported Media.
 76.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA spend an avg. of 7 hours and 26 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.9% of total time spent with all forms of Ad-Supported Me

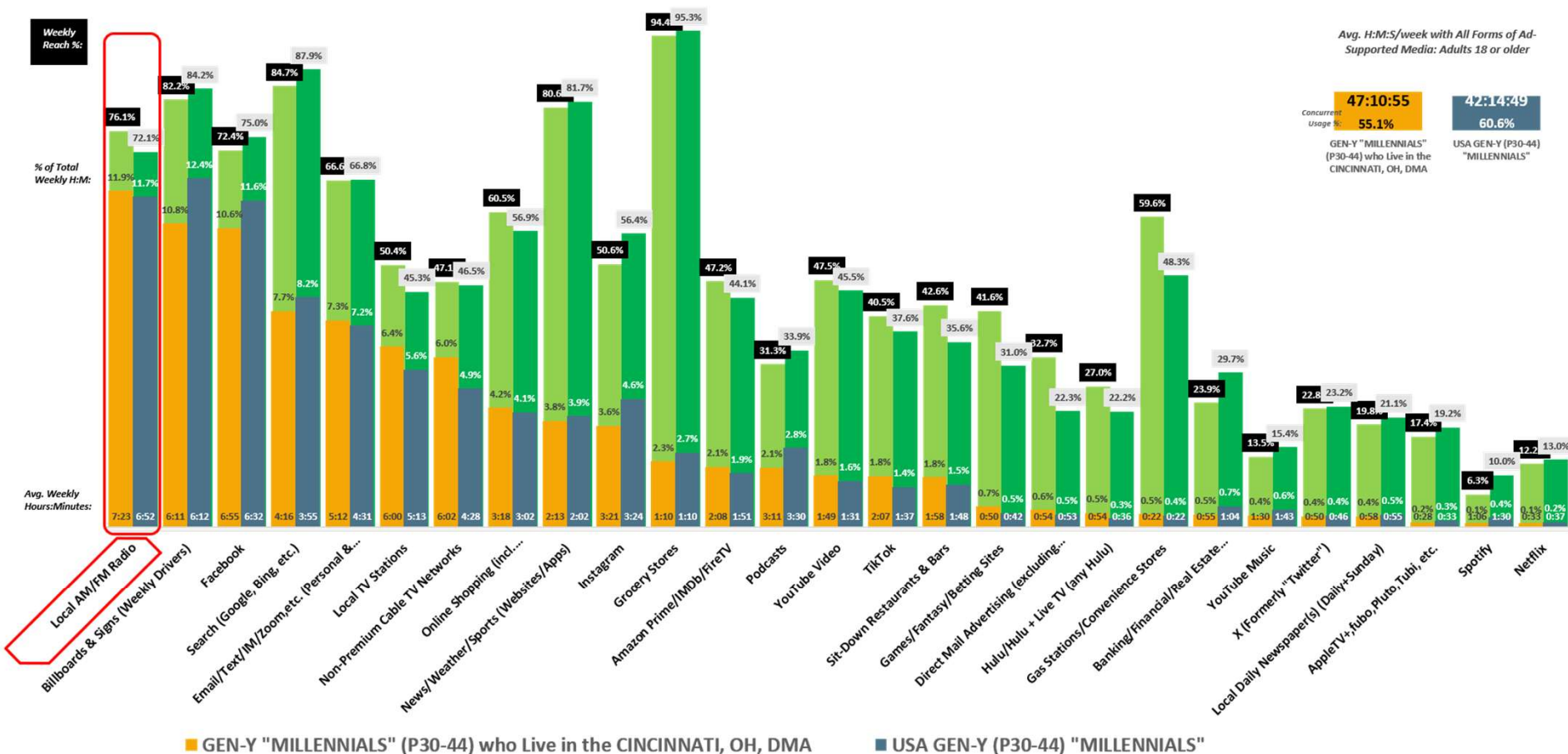


USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886
 (Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA spend an average of 1 days, 23 hours, 10 minutes and 55 seconds each week with All Forms of Ad-Supported Media.
76.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA spend an avg. of 7 hours and 23 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.9% of total time spent with all forms of Ad-Supported M



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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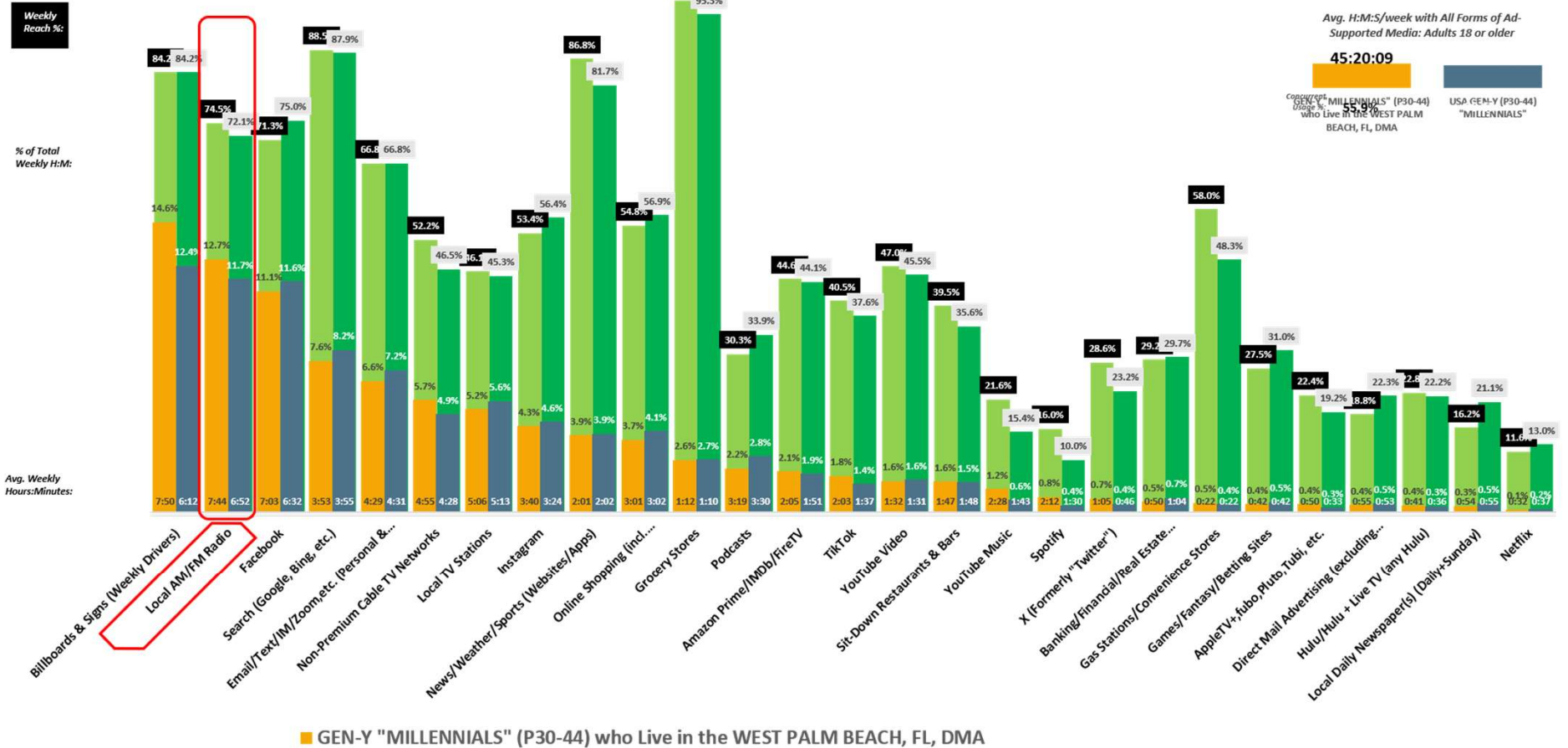
USA Projection USA Qual Intab 5,886
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Share of Everything for Anything.



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA spend an average of 1 days, 21 hours, 20 minutes and 9 seconds each week with All Forms of Ad-Supported Media.
 74.5% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA spend an avg. of 7 hours and 44 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.7% of total time spent with all forms of Ad-Support



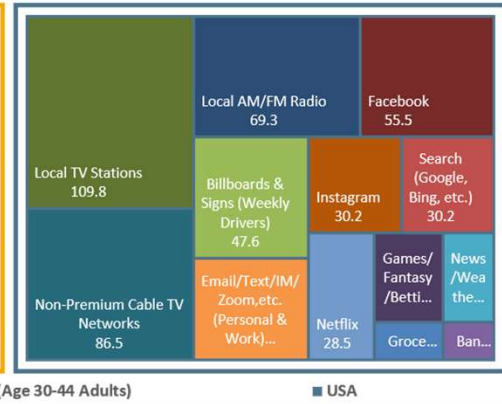
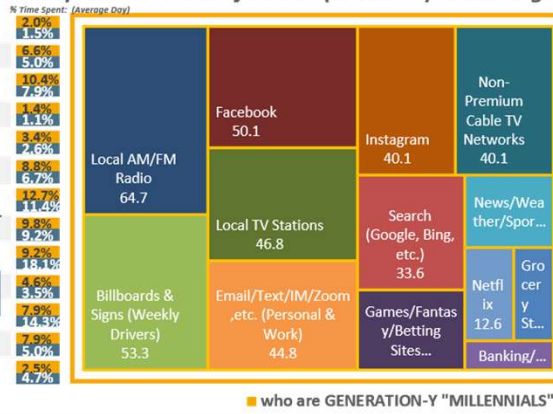
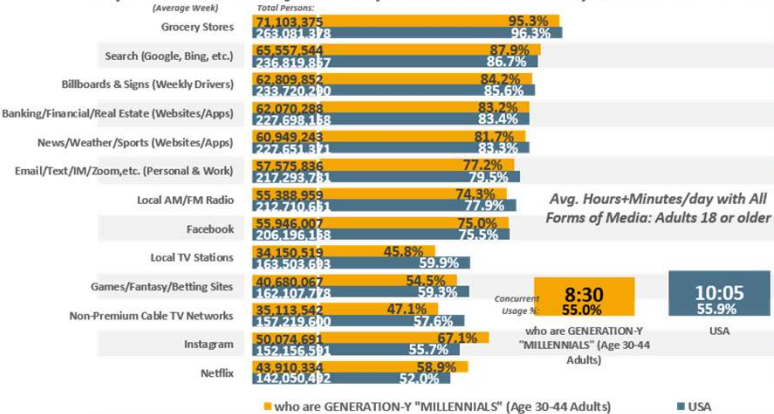
USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886
 (Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

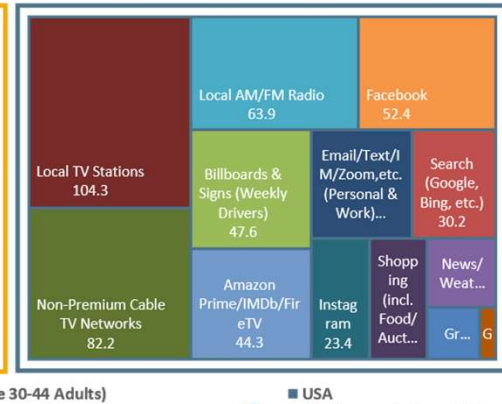
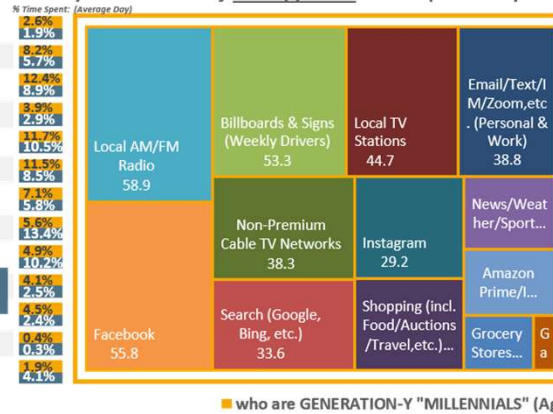
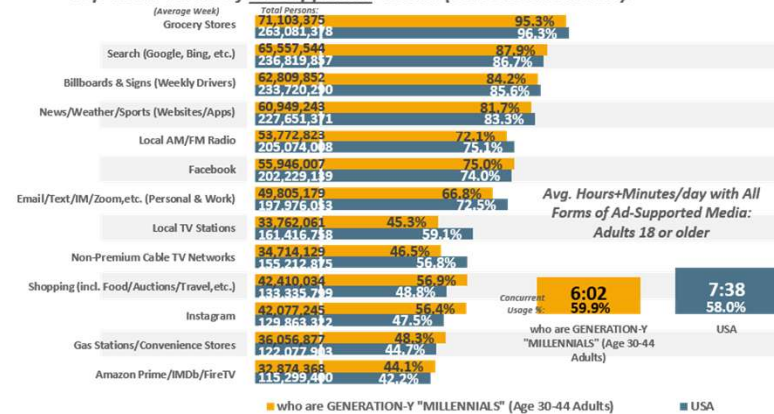


Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 6 hours and 2 minutes each day with All Forms of Ad-Supported Media. 72.1% listen to Local AM/FM Radio for an avg. of 58.9 minutes/day. (Local Radio delivers 11.7% of Time with Ad-Supported Media.)

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



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



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

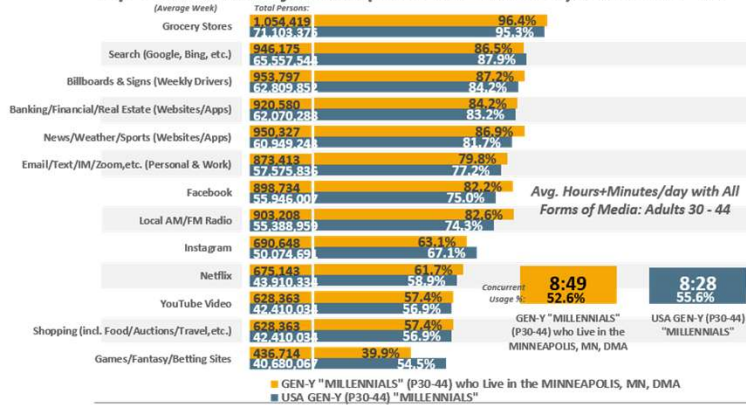
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

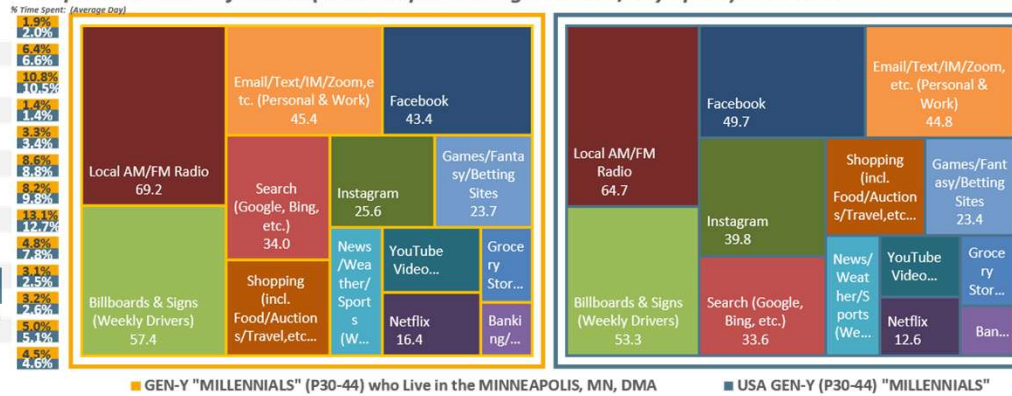


Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA spend an average of 6 hours and 12 minutes each day with All Forms of Ad-Supported Media. 78.9% listen to Local AM/FM Radio for an avg. of 60.2 minutes/day. (Local Radio delivers 12.8% of Time with Ad-Supported Media.)

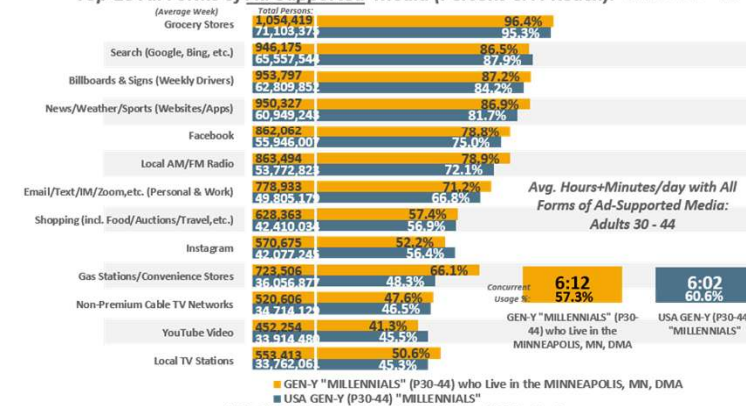
Top-13 All Forms of Media (Persons & % Reach): Adults 30 - 44



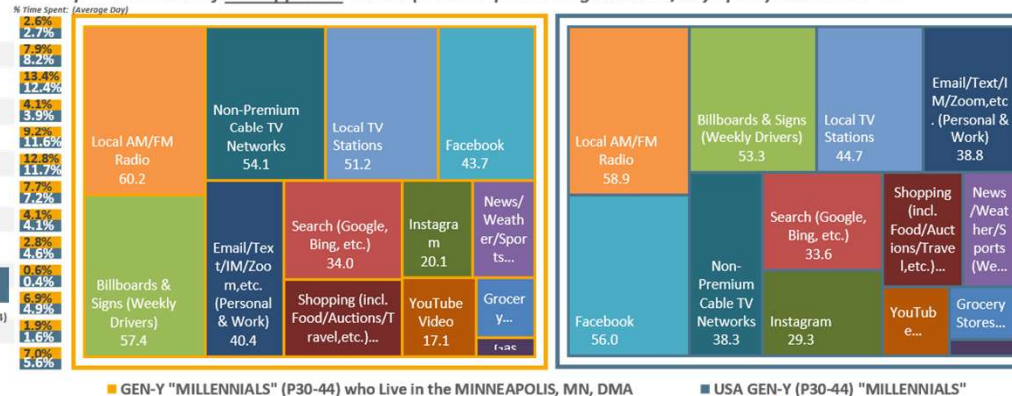
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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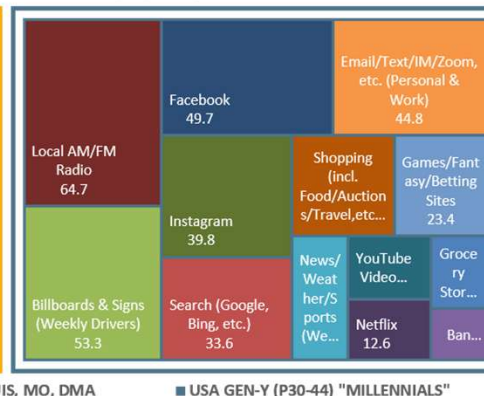
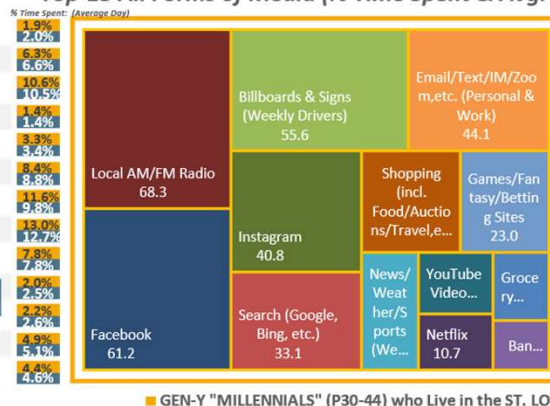
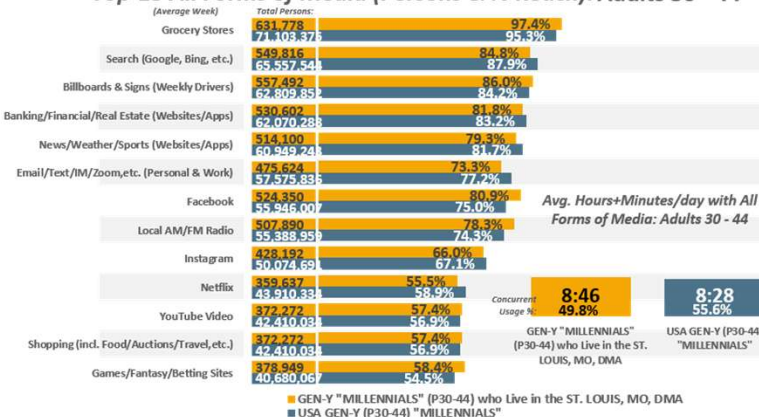
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA spend an average of 6 hours and 17 minutes each day with All Forms of Ad-Supported Media. 76.3% listen to Local AM/FM Radio for an avg. of 63.8 minutes/day. (Local Radio delivers 12.9% of Time with Ad-Supported Media.)

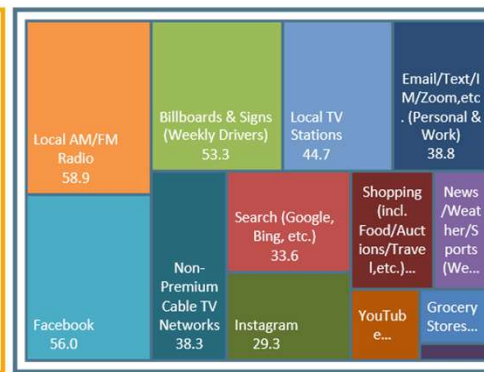
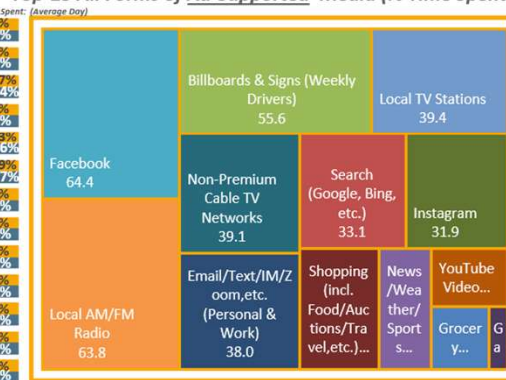
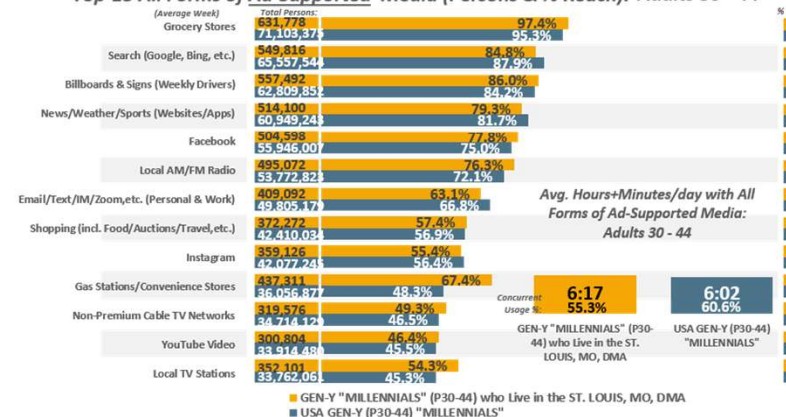
Top-13 All Forms of Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



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USA Projection USA Qual Intab 5,886

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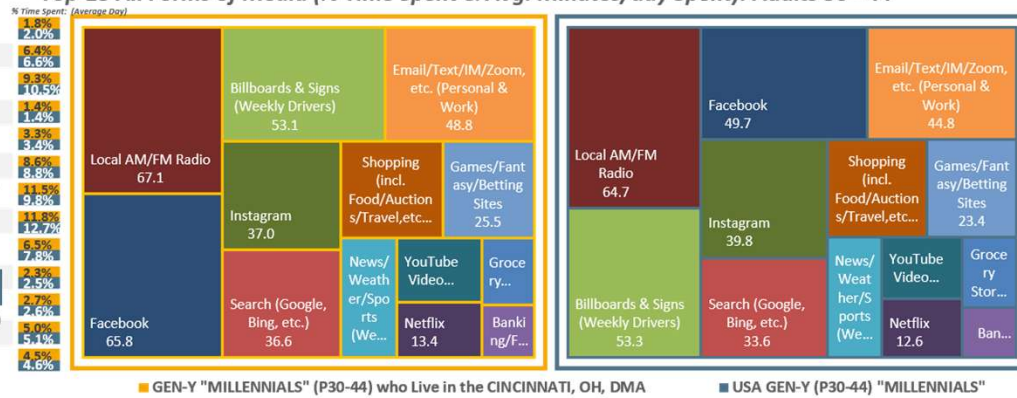
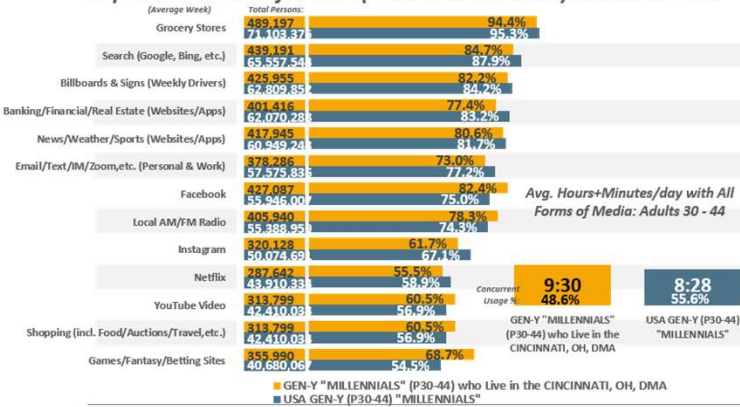
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA spend an average of 6 hours and 44 minutes each day with All Forms of Ad-Supported Media. 76.1% listen to Local AM/FM Radio for an avg. of 63.4 minutes/day. (Local Radio delivers 11.9% of Time with Ad-Supported Media.)

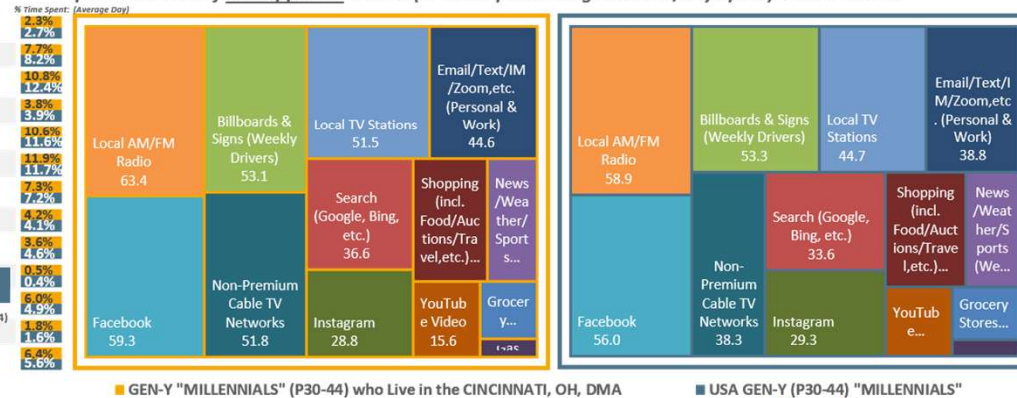
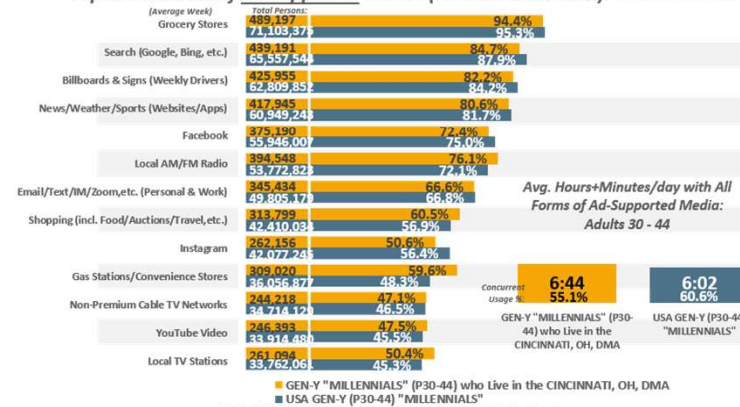
Top-13 All Forms of Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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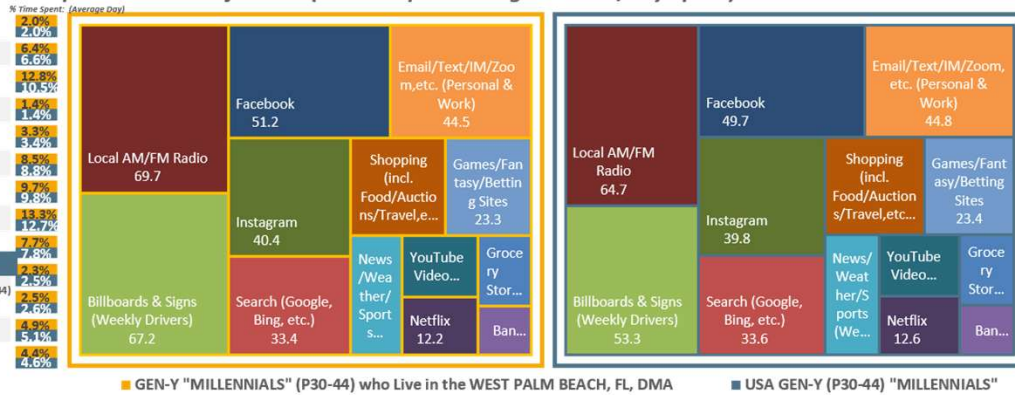
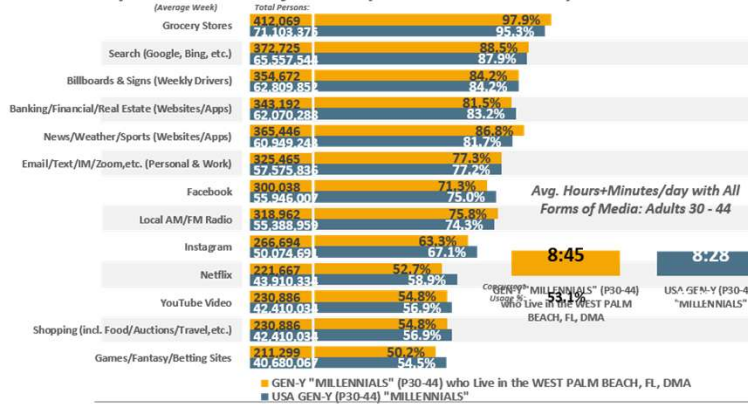
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA spend an average of 6 hours and 28 minutes each day with All Forms of Ad-Supported Media. 74.5% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. (Local Radio delivers 12.7% of Time with Ad-Supported Media.)

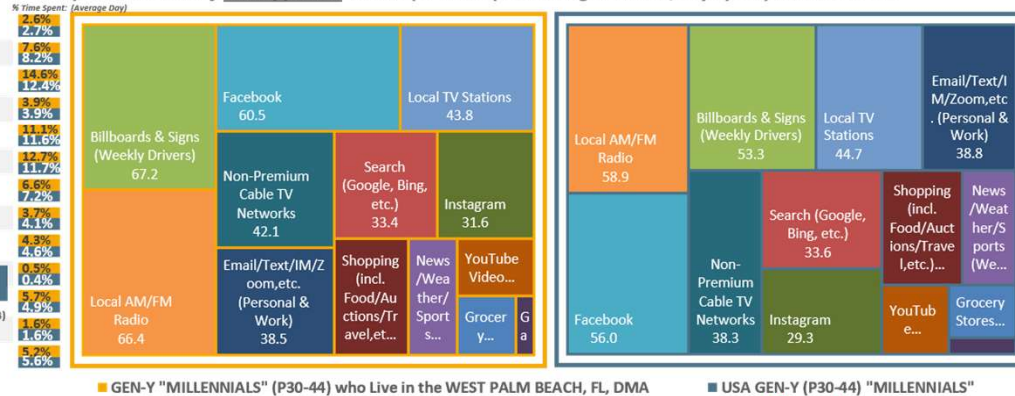
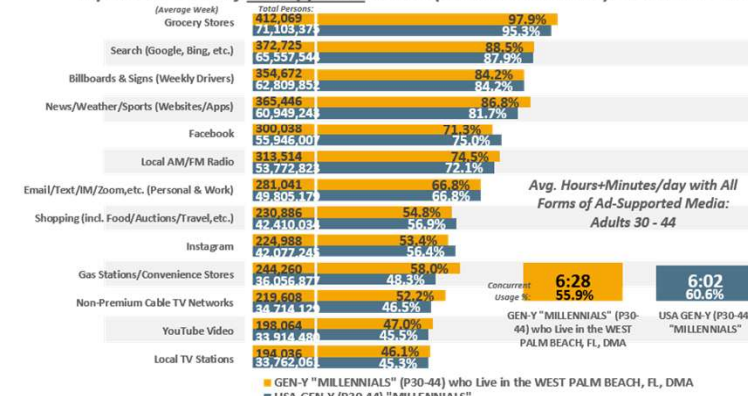
Top-13 All Forms of Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 30 - 44

Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

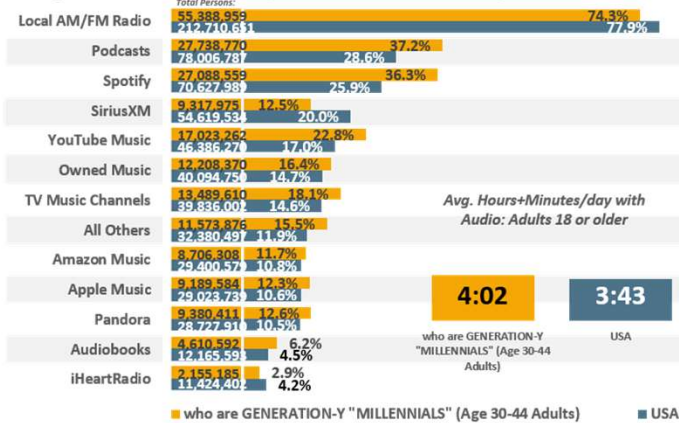
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

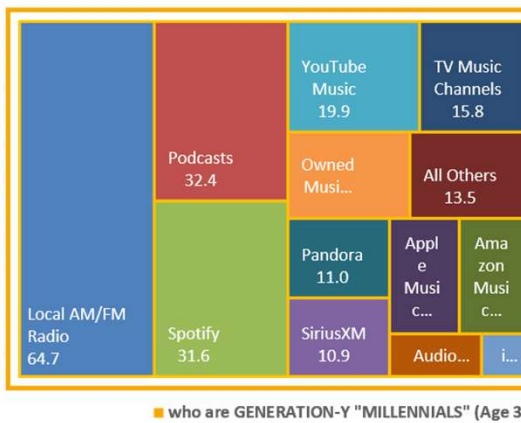


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 58.9 minutes every day representing 36.3% of all time spent daily with Ad-Supported Audio.

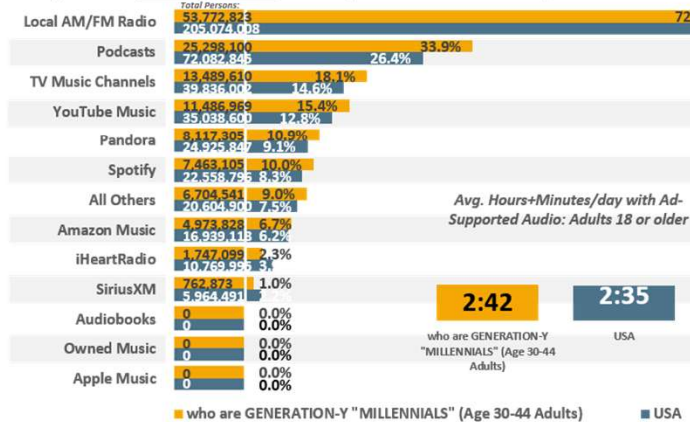
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



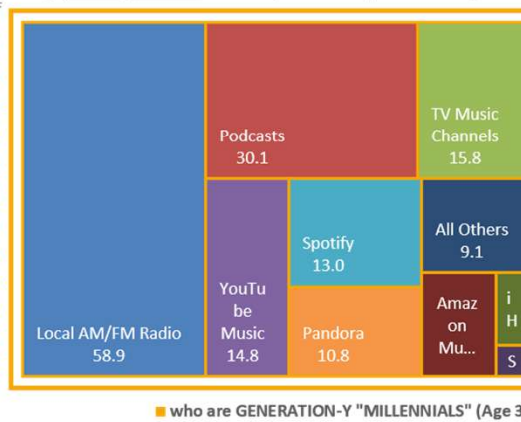
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

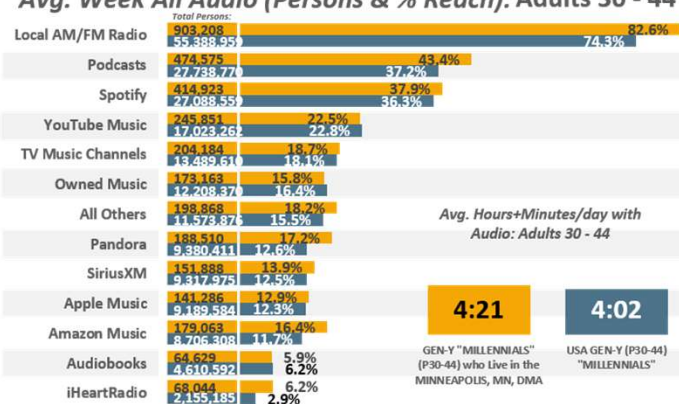
soefa.ai Share of Everything for Anything

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



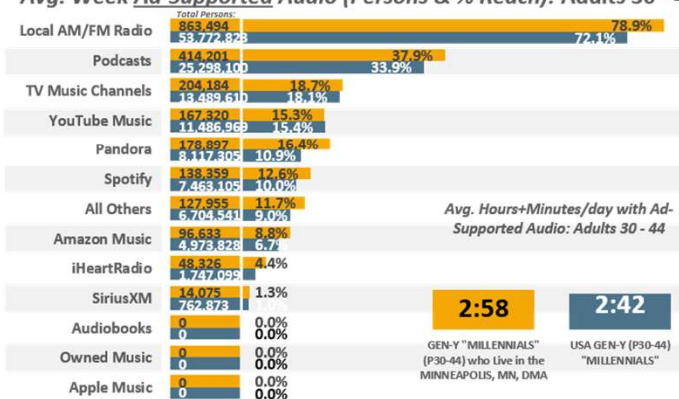
863,494 or 78.9% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 30 - 44



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 30 - 44

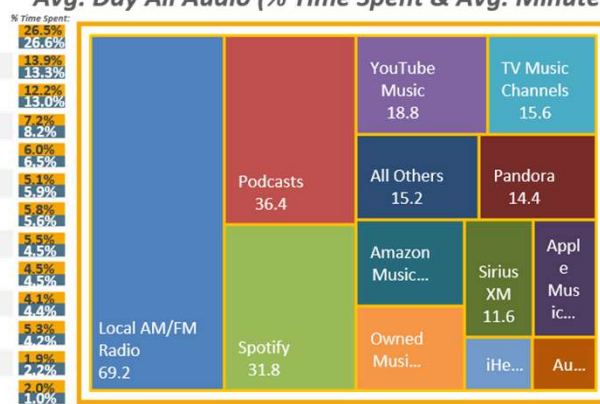


■ GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection

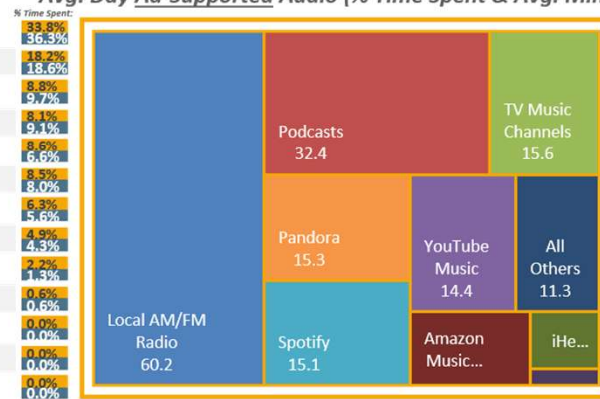
USA GEN-1 (F30-44) MILLENNIALS USA Projection
Scarborough R1 2026: Feb25-Feb26 Dual Intab
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Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

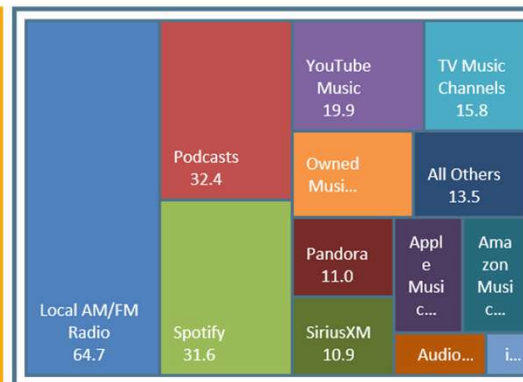


■ GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA

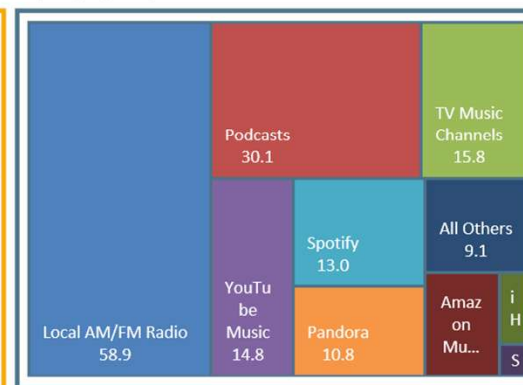
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA



■ USA GEN-Y (P30-44) "MILLENNIALS"



■ USA GEN-Y (P30-44) "MILLENNIALS"

USA	USA Projection	USA	Qual Intab	5.886
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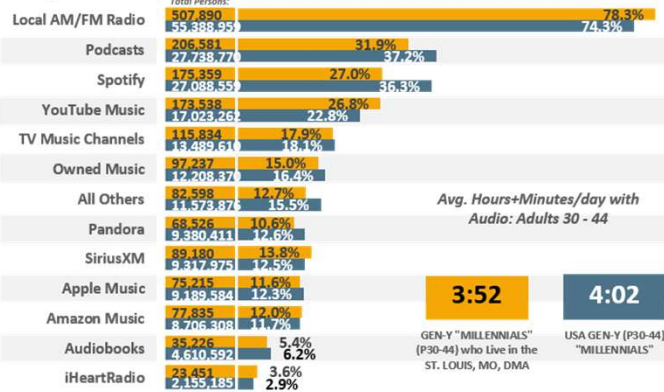
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for Anything.

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



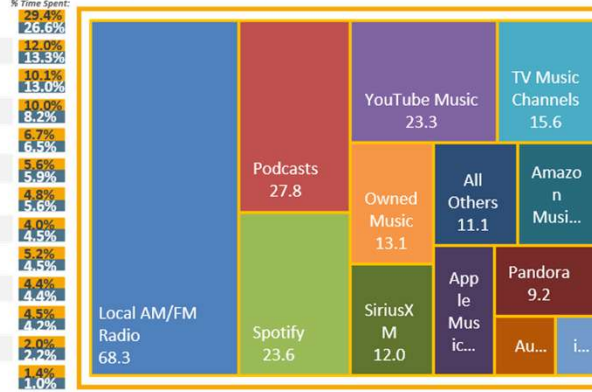
495,072 or 76.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 30 - 44

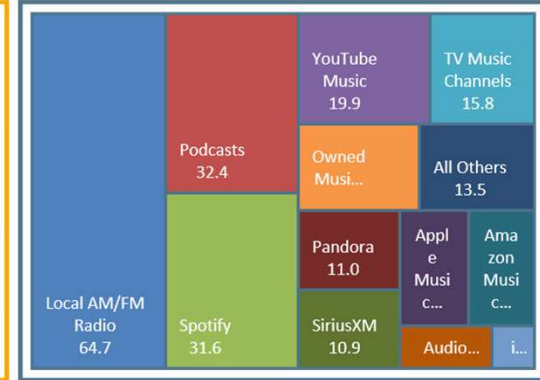


GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA

Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

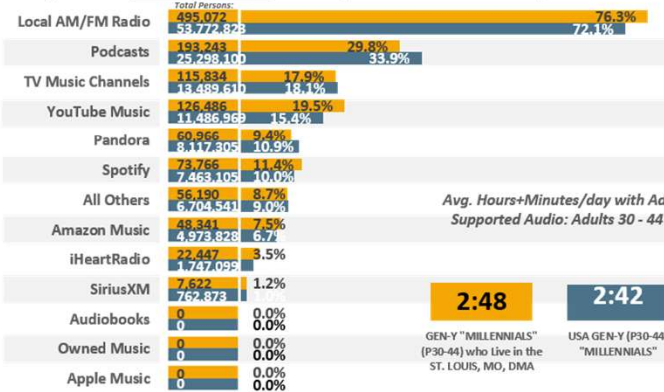


GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA



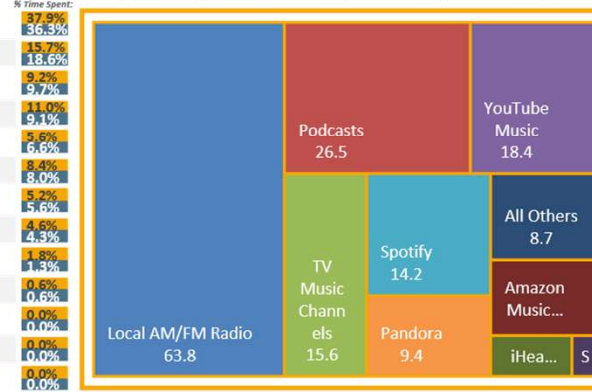
USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 30 - 44

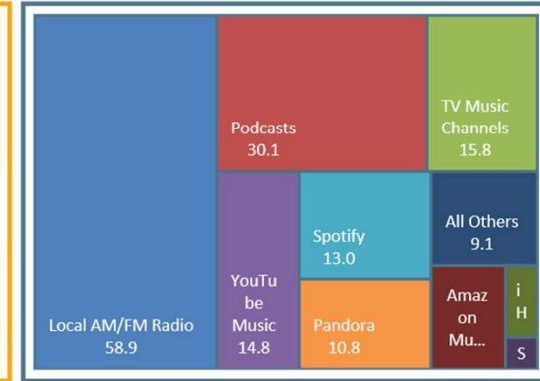


GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA

Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA



USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS"
USA Projection
Scarborough R1 2026: Feb25-Feb26
Qual Intab
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USA USA Projection USA Qual Intab 5,886

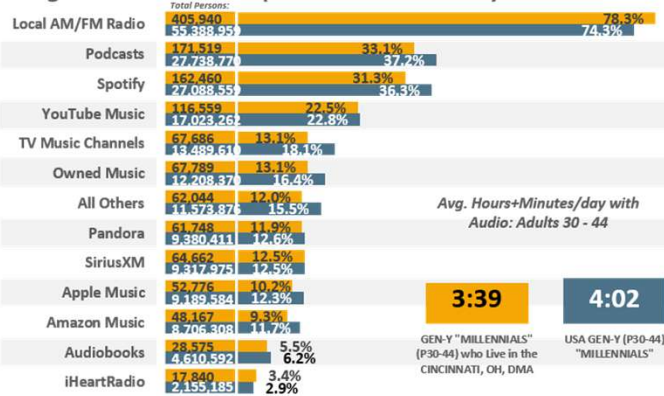
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



394,548 or 76.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 30 - 44



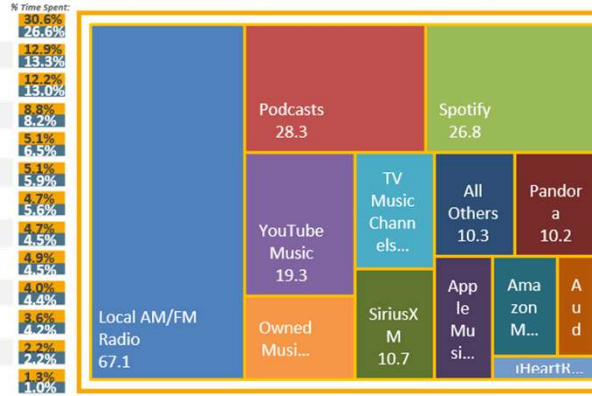
Avg. Hours+Minutes/day with Audio: Adults 30 - 44

3:39

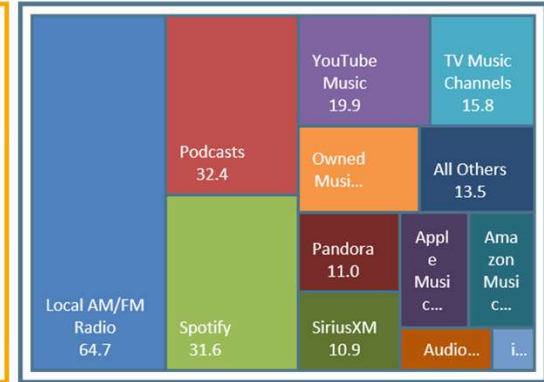
4:02

GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA

Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

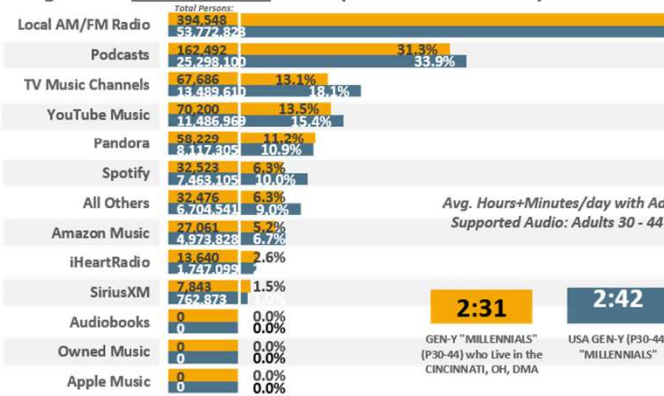


GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA



USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 30 - 44



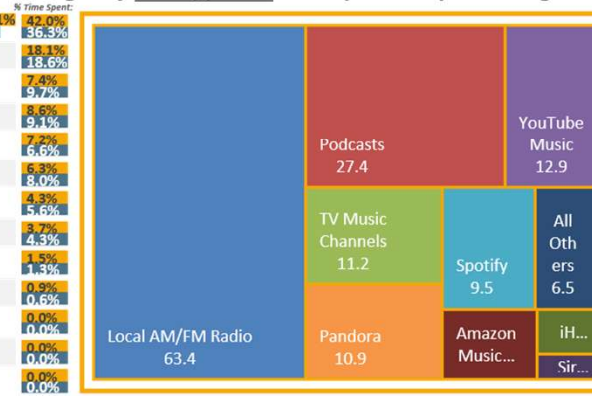
Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 30 - 44

2:31

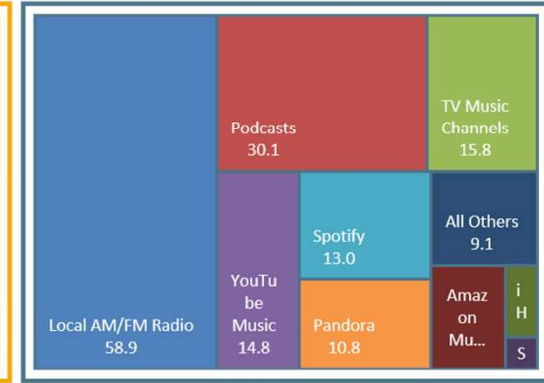
2:42

GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA

Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA



USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS"
USA Projection
Scarborough R1 2026: Feb25-Feb26
Qual Intab
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USA USA Projection USA Qual Intab 5,886

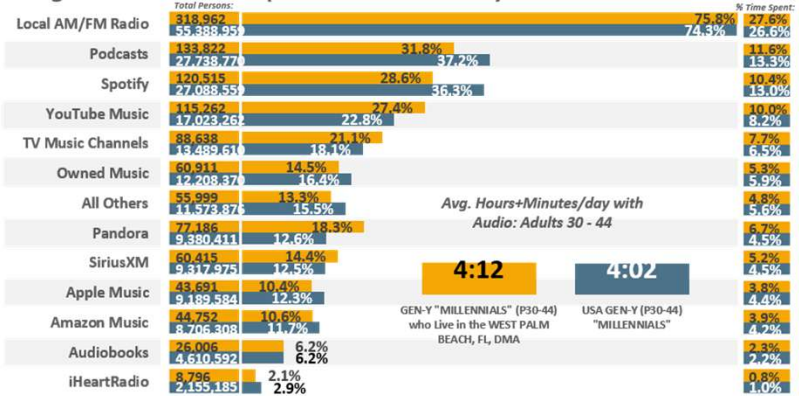
soefa.ai Share of Everything for Anything

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



313,514 or 74.5% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.

Avg. Week All Audio (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Audio: Adults 30 - 44

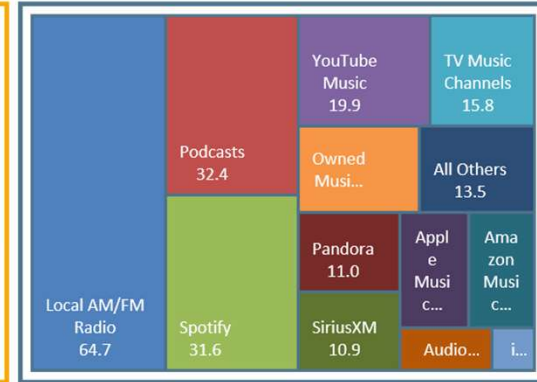
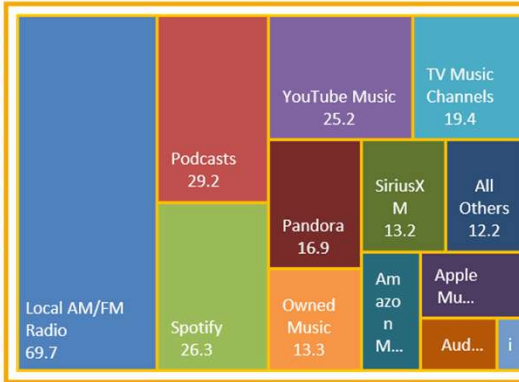
4:12

GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

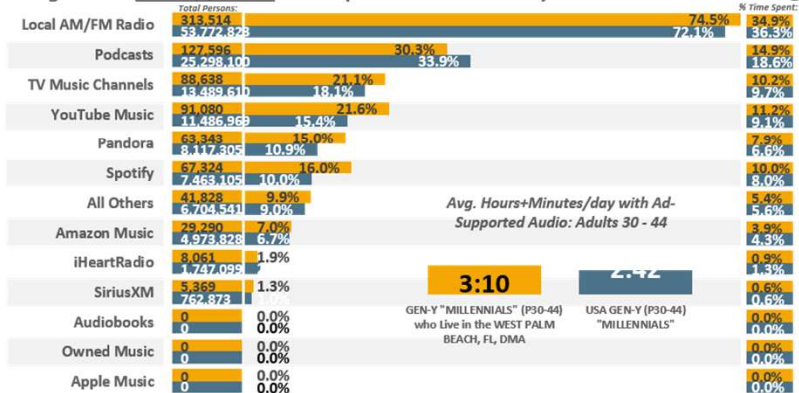
4:02

USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 30 - 44



Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 30 - 44

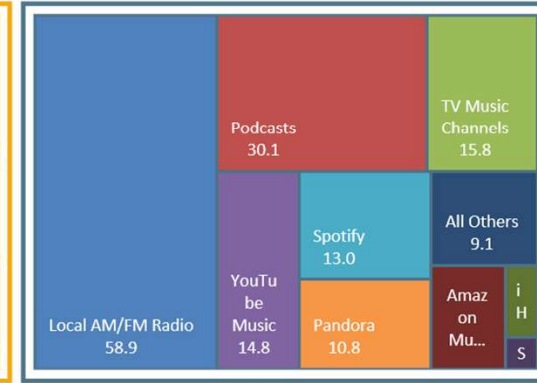
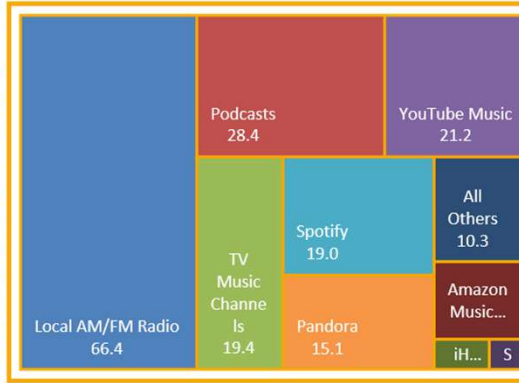
3:10

GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

2:42

USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA
USA GEN-Y (P30-44) "MILLENNIALS"
USA Projection
Scarborough R1 2026: Jan25-Jan26
Qual Intab
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GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

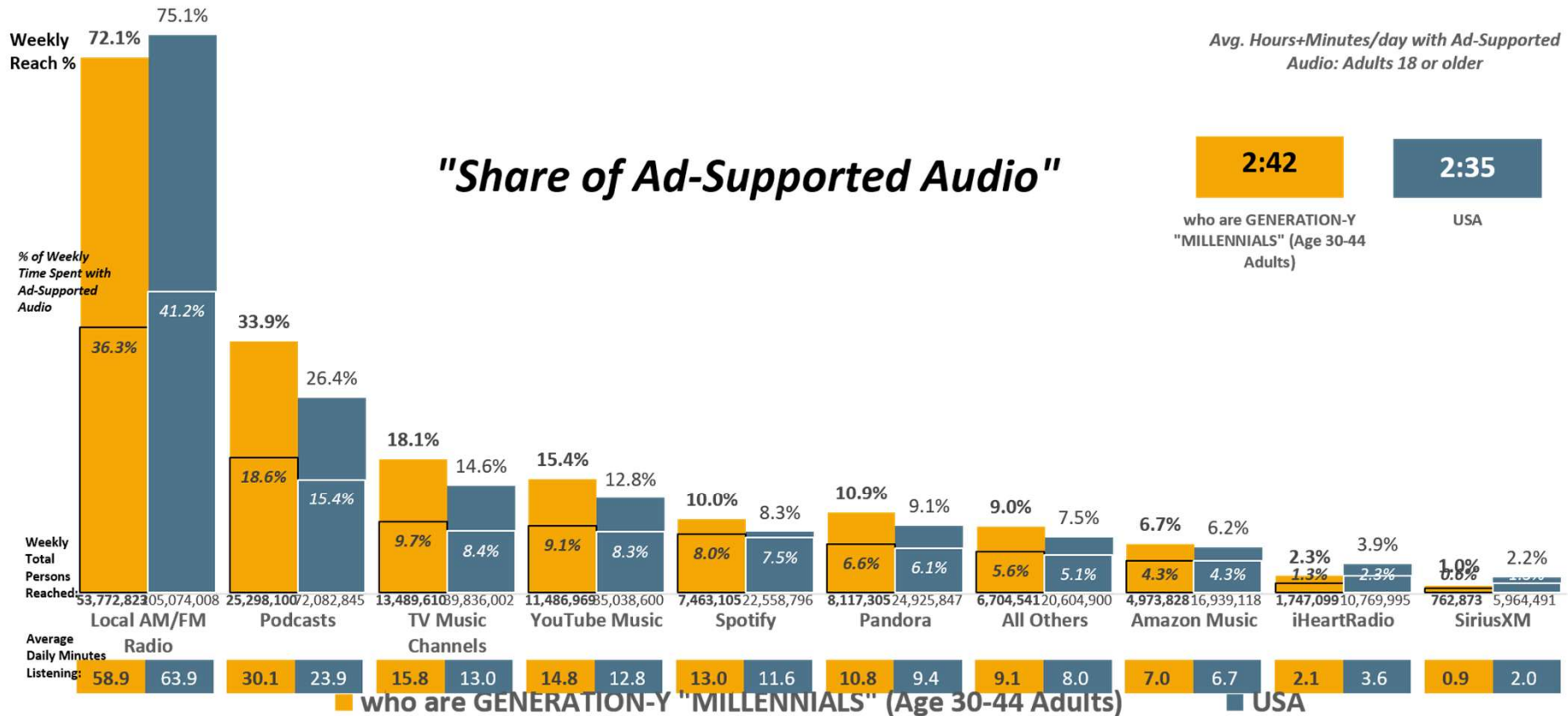
USA USA Projection USA Qual Intab 5,886

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



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

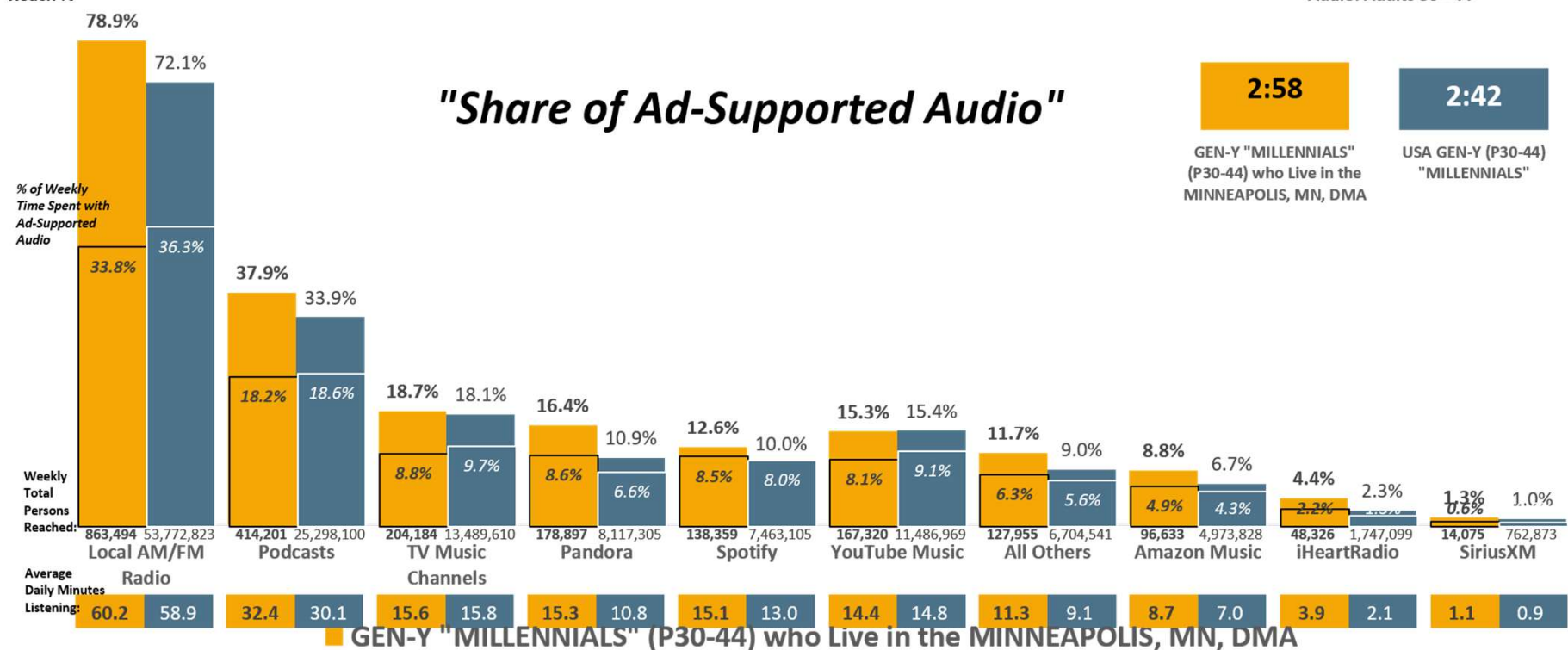




863,494 or 78.9% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio for an average of 60.2 minutes every day representing 33.8% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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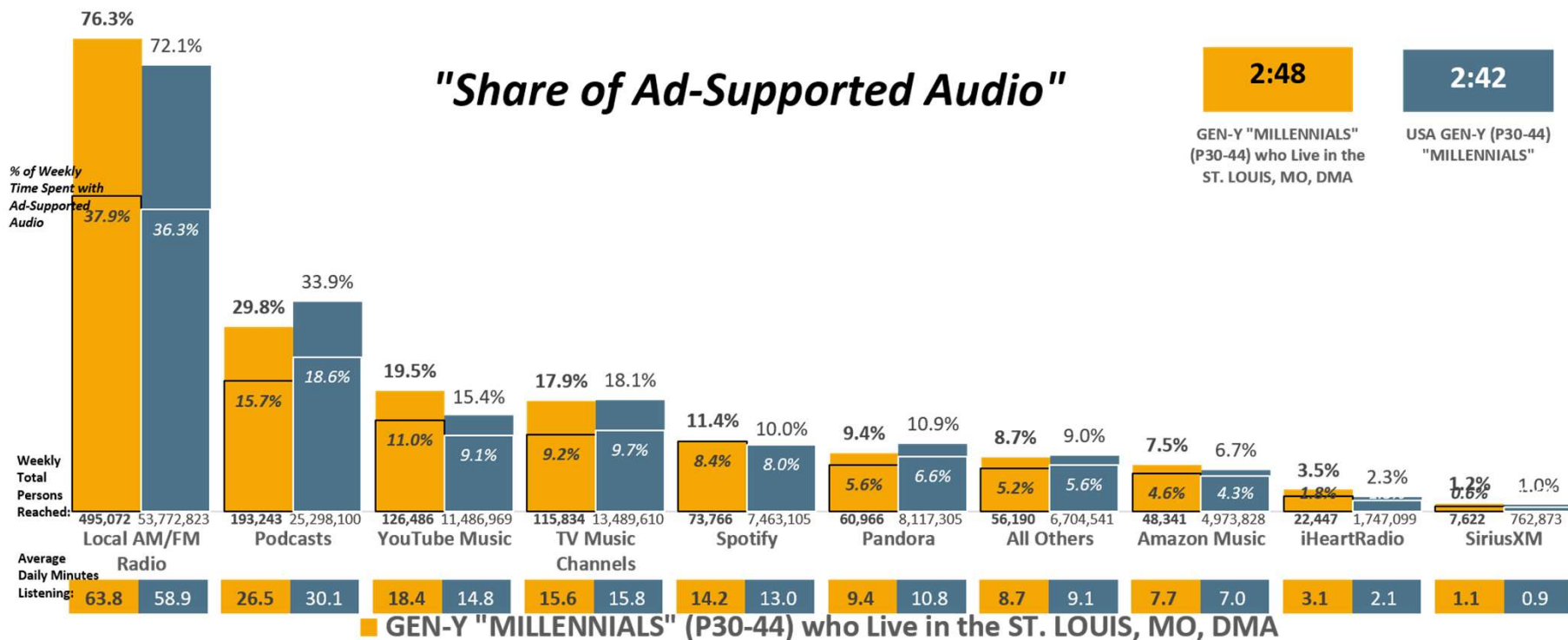
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



495,072 or 76.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.8 minutes every day representing 37.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS"
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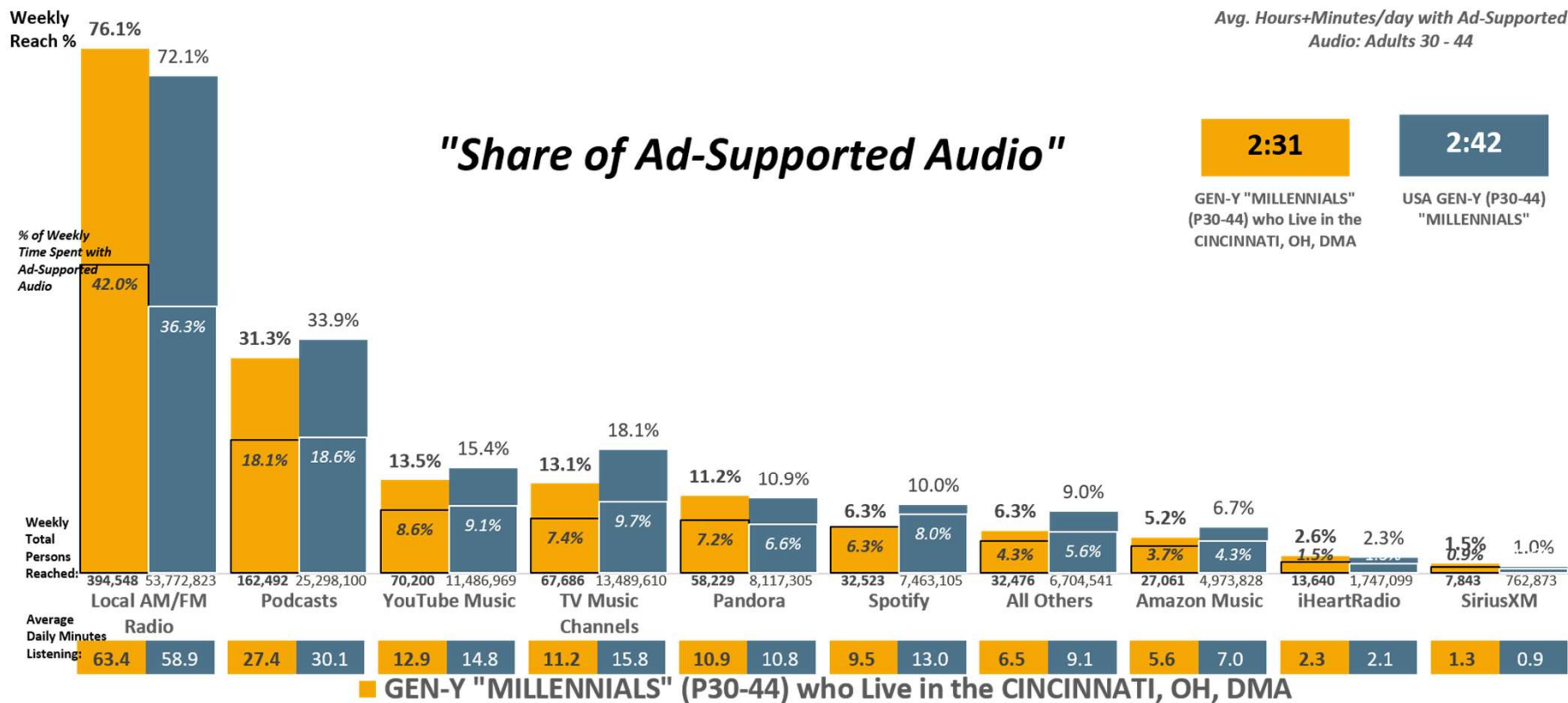
USA Projection USA Qual Intab 5,886

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



394,548 or 76.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio for an average of 63.4 minutes every day representing 42.% of all time spent daily with Ad-Supported Audio.



USA GEN-Y (P30-44) "MILLENNIALS"
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USA Projection

Qual Intab

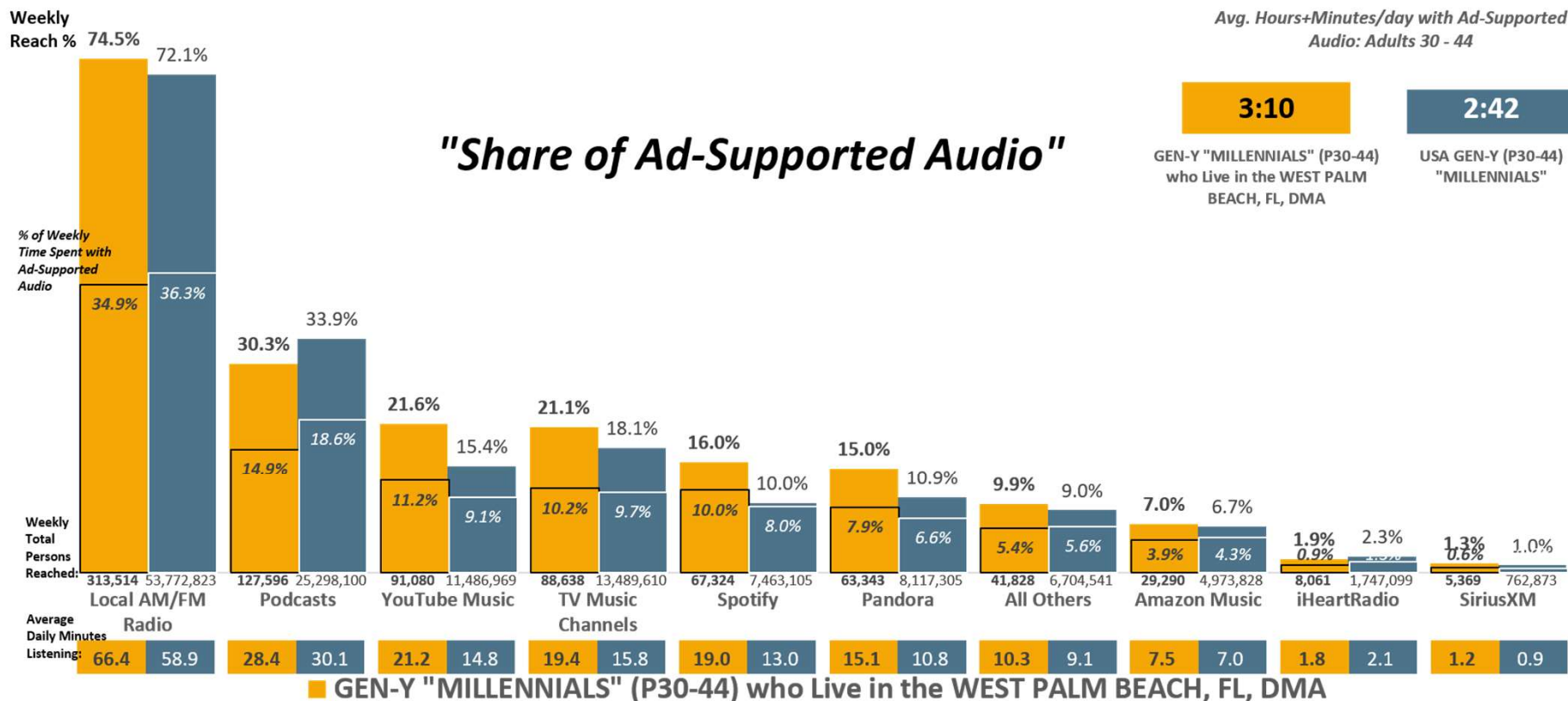
USA Projection USA Qual Intab 5,886

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



313,514 or 74.5% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 34.9% of all time spent daily with Ad-Supported Audio.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Jan25-Jan26
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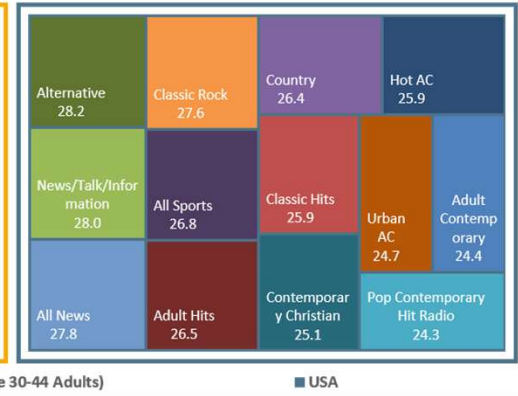
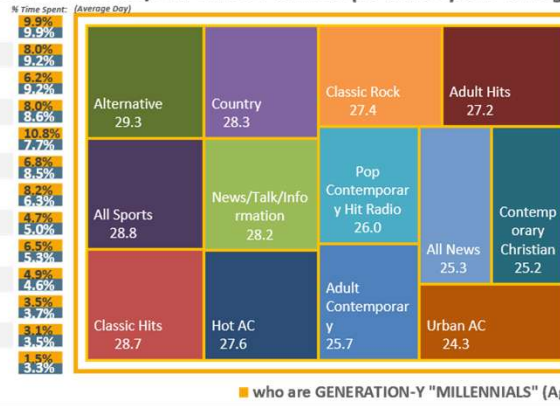
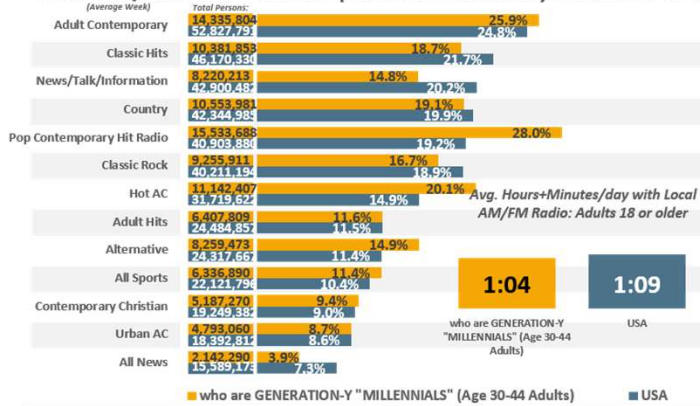
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

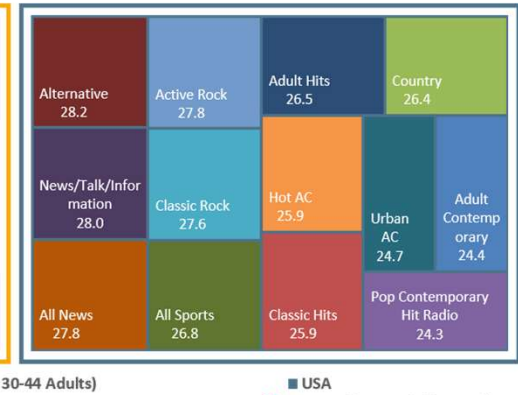
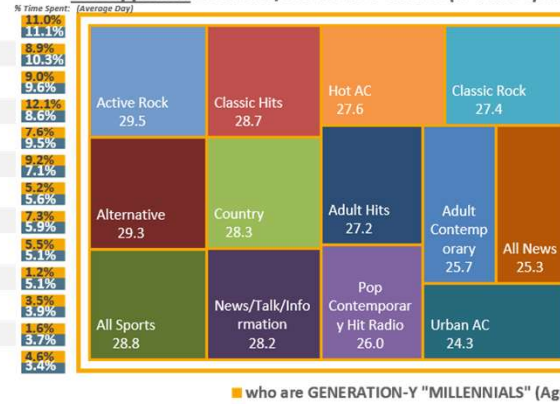
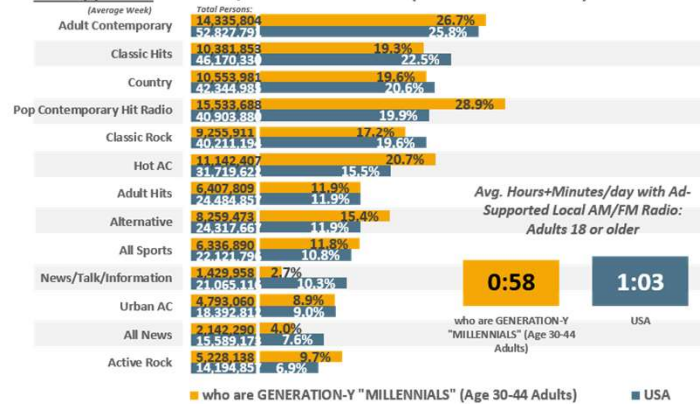


53,772,823 or 72.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Contemporary, Hot AC, Country, and Classic Hits.

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



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



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

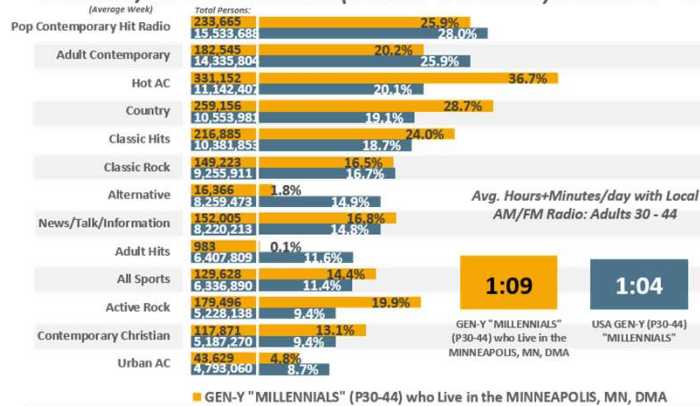
soefa.ai Share of Everything for Anything

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

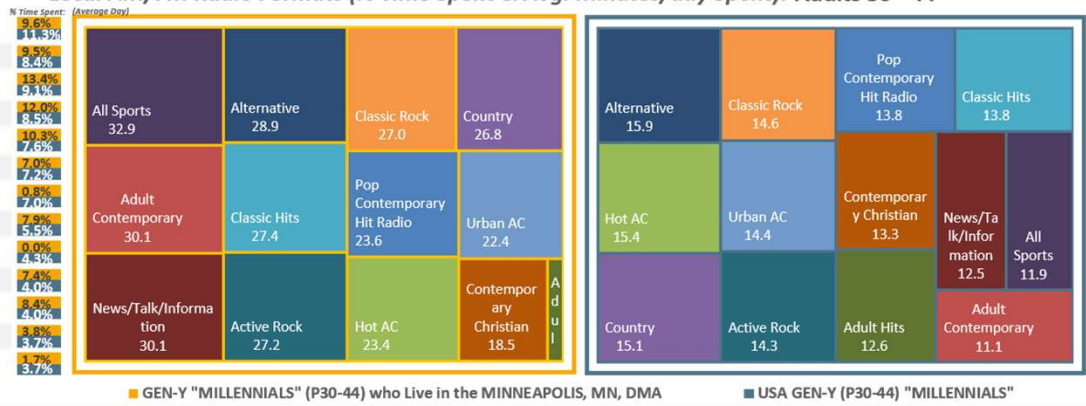


863,494 or 78.9% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Pop Contemporary Hit Radio, Classic Hits, and Adult Contemporary.

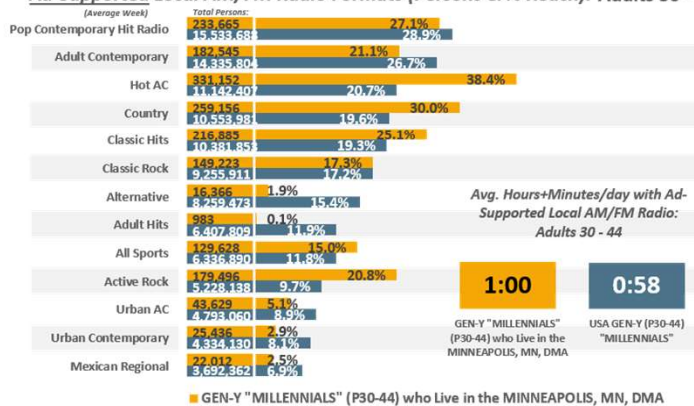
Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



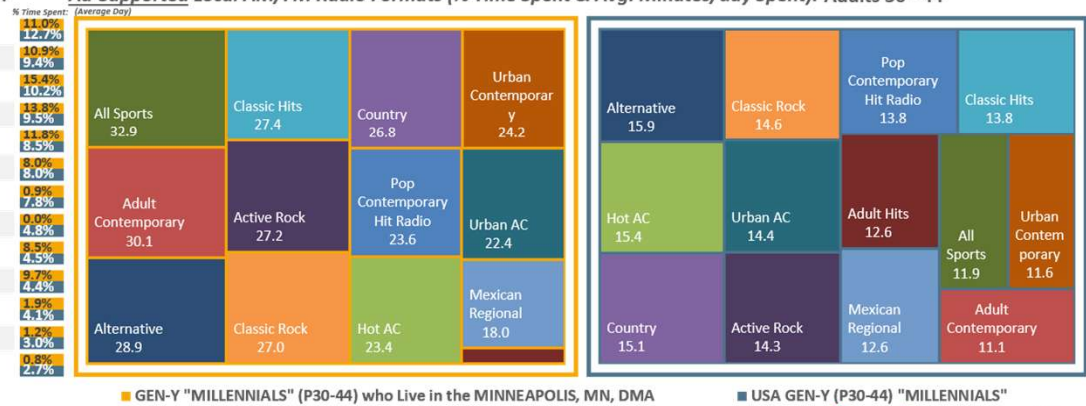
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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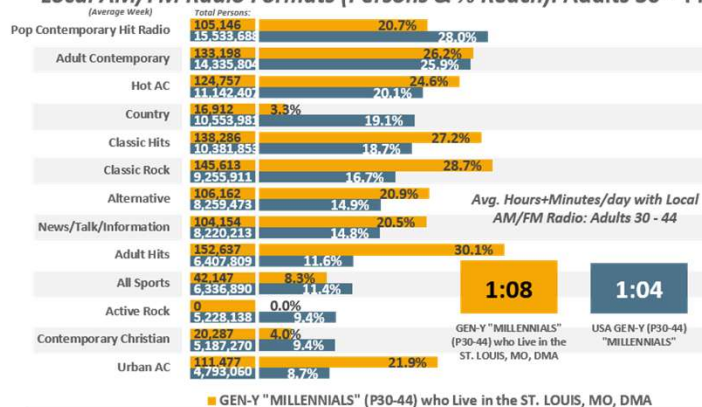
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

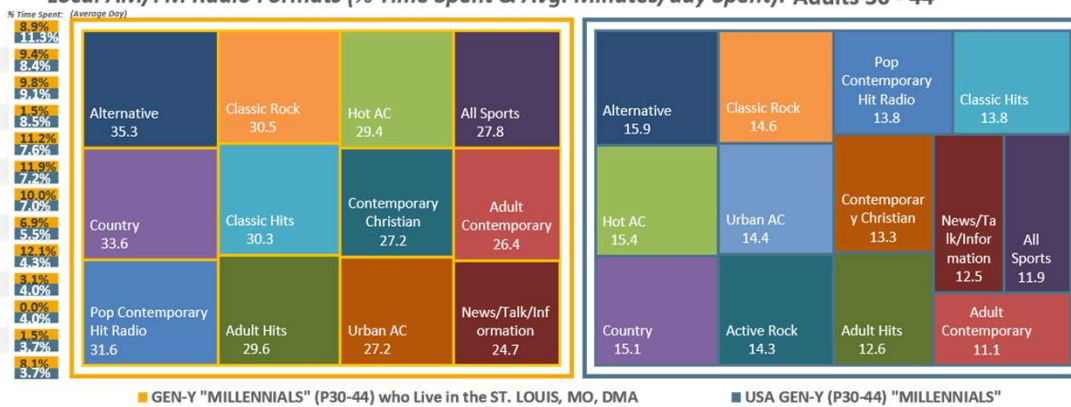


495,072 or 76.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Hits, Classic Rock, Classic Hits, Adult Contemporary, and Hot AC.

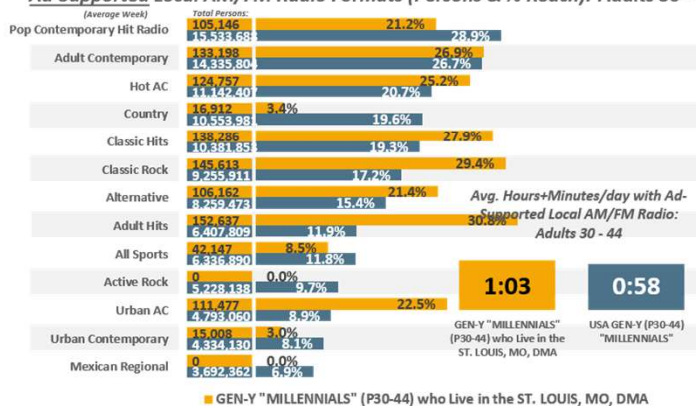
Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



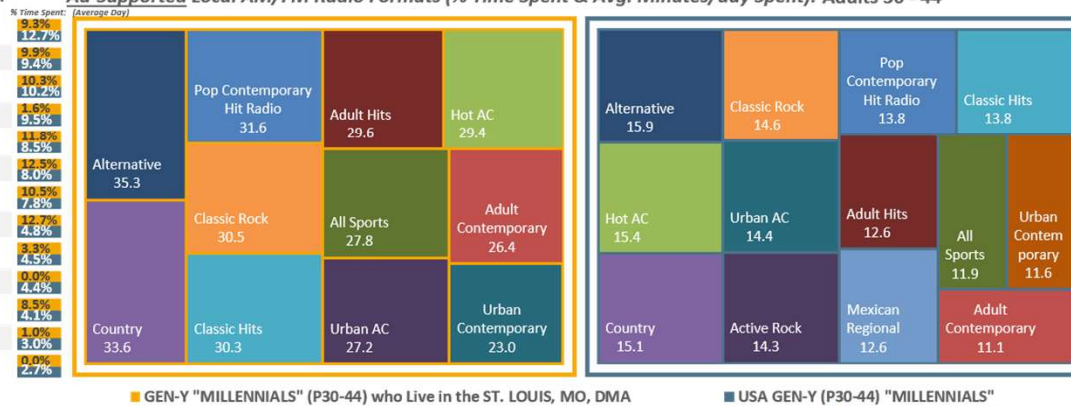
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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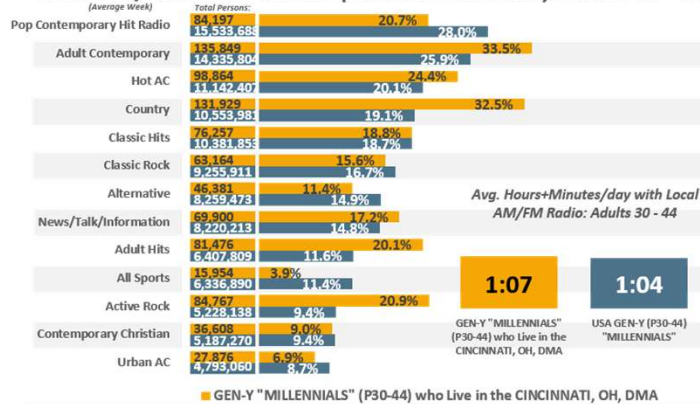
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

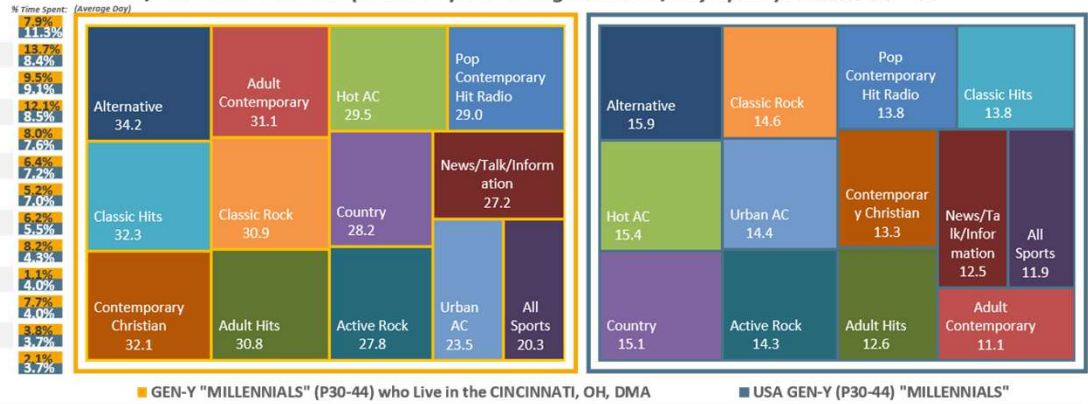


394,548 or 76.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Hot AC, Active Rock, and Pop Contemporary Hit Radio.

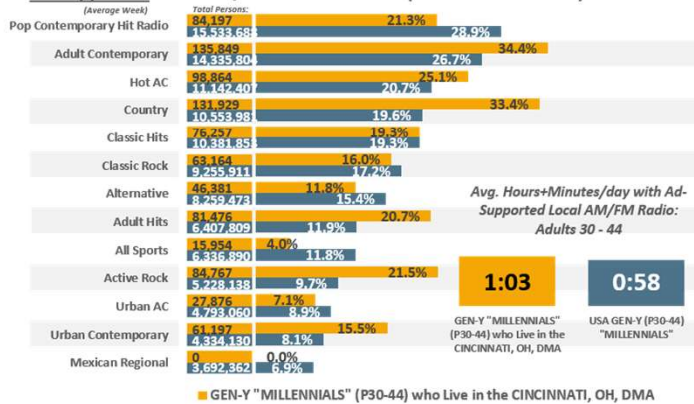
Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



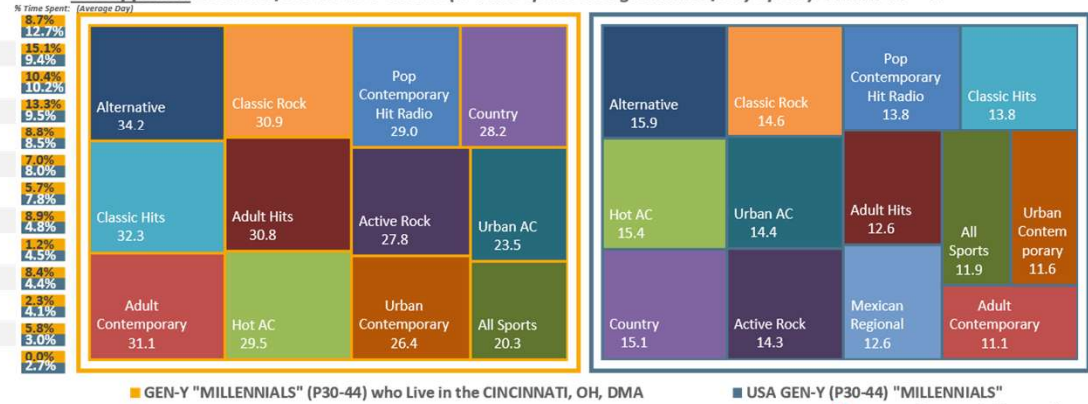
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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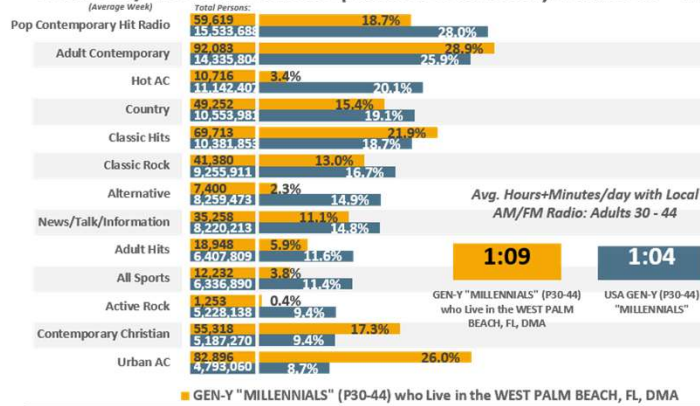
soefa.ai Share of Everything for Anything

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

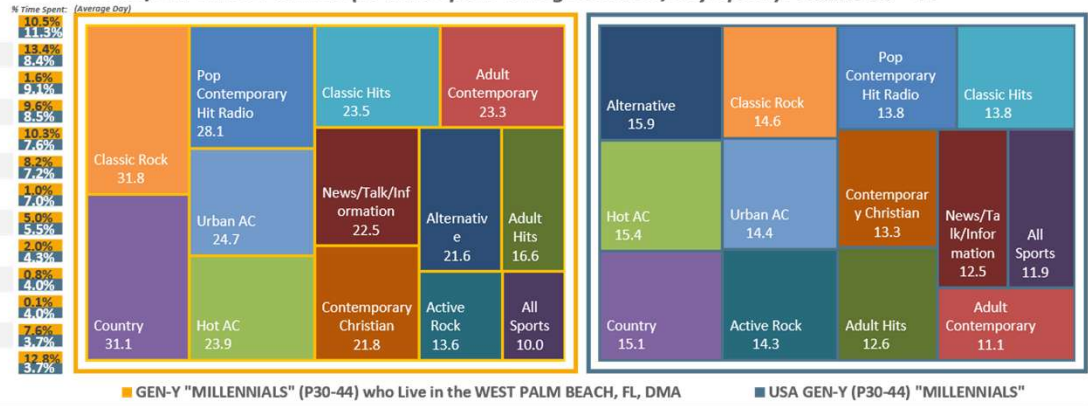


313,514 or 74.5% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Urban AC, Classic Hits, Rhythmic Contemporary Hit Radio, and Pop C

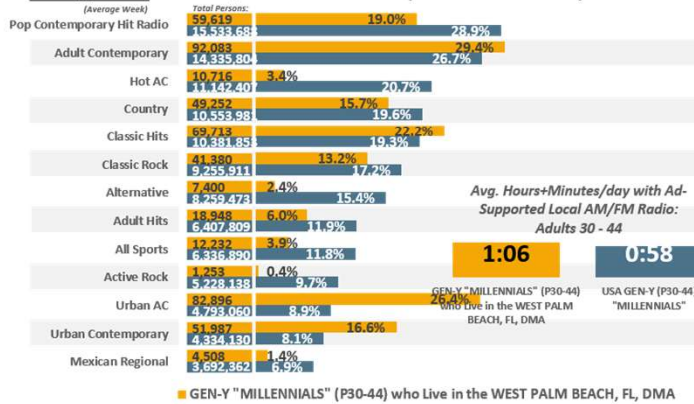
Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



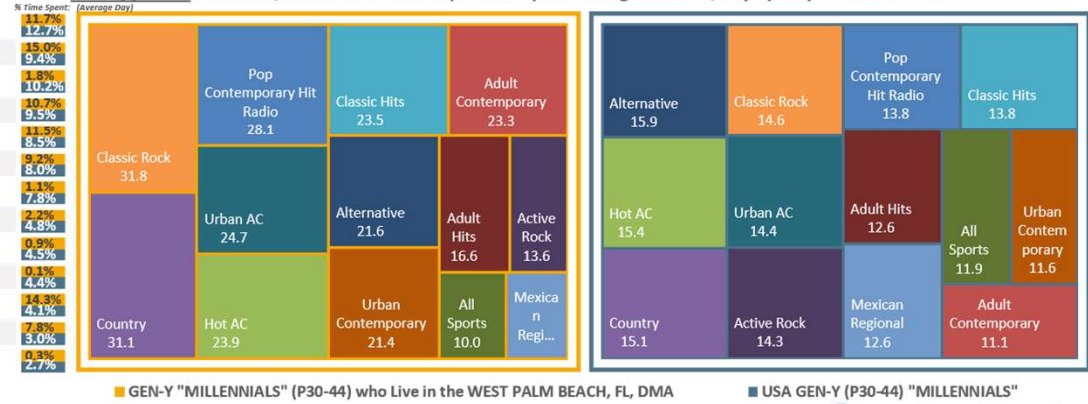
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 30 - 44



Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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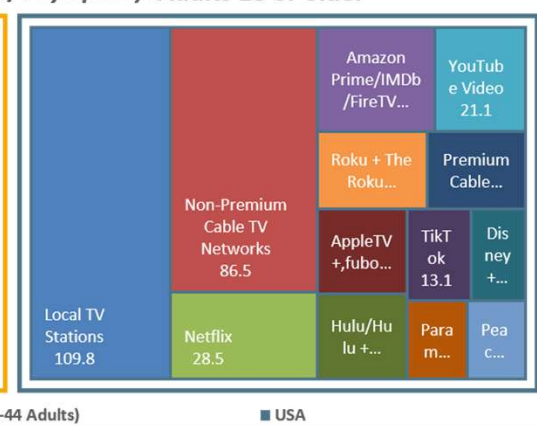
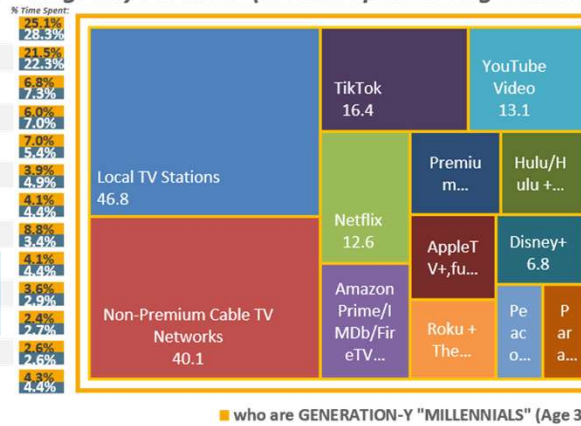
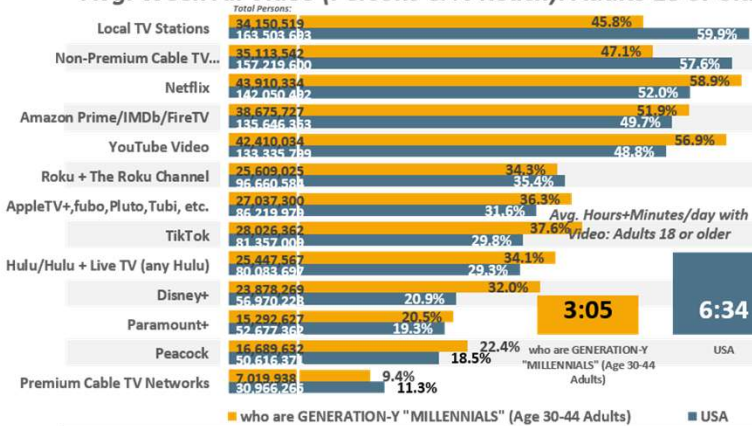
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



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

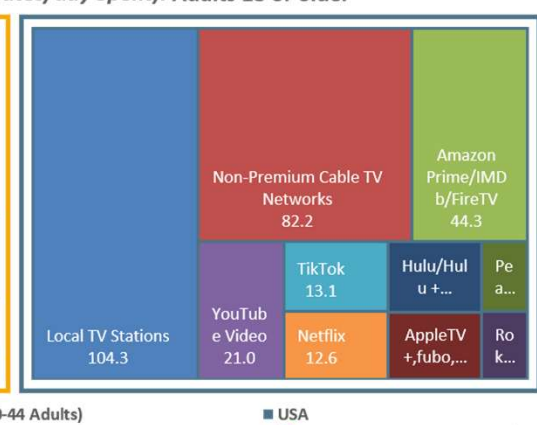
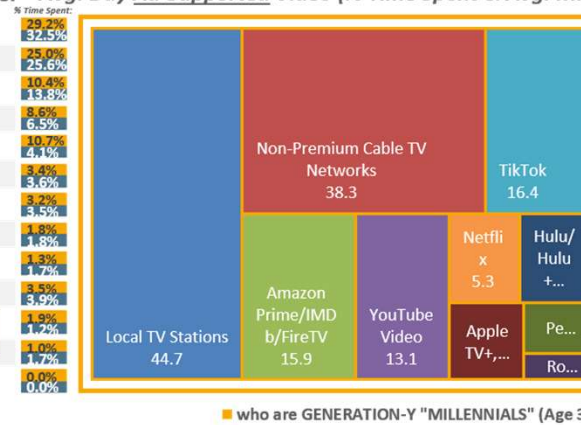
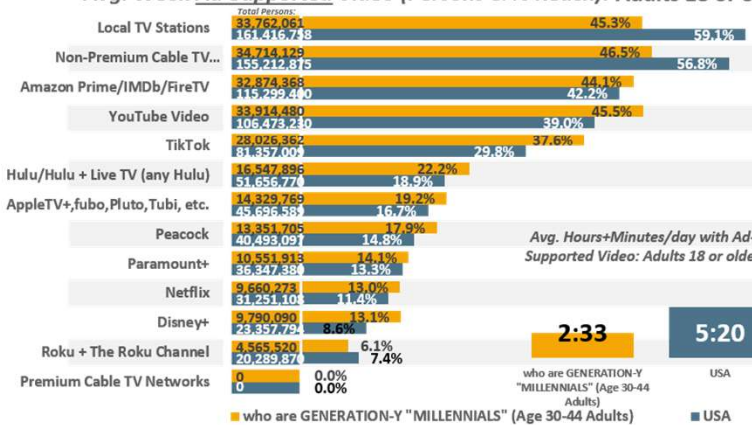
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

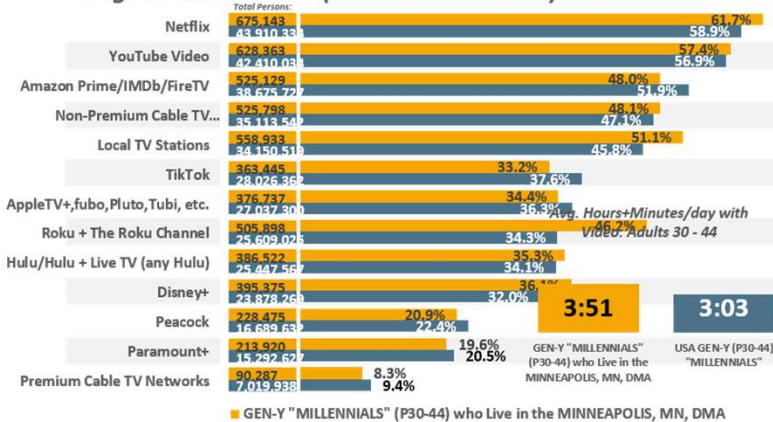
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



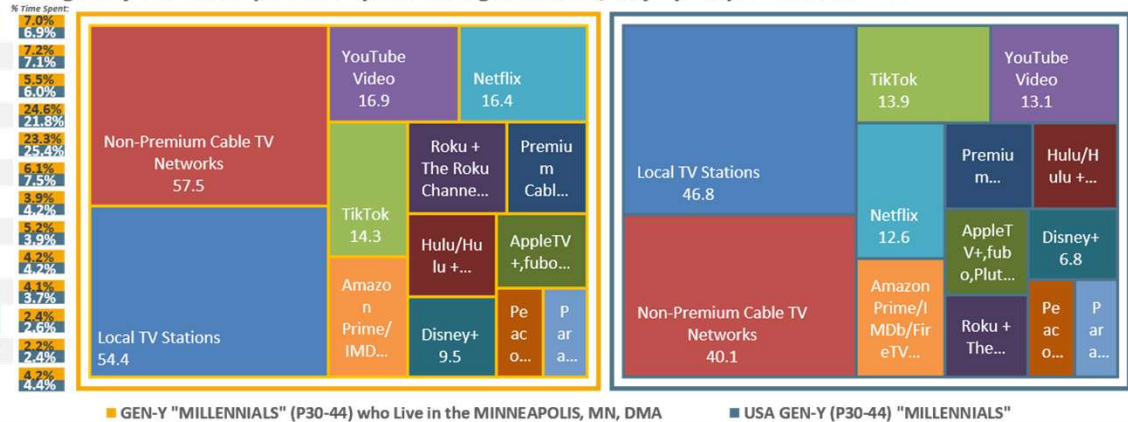


553,413 or 50.6% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

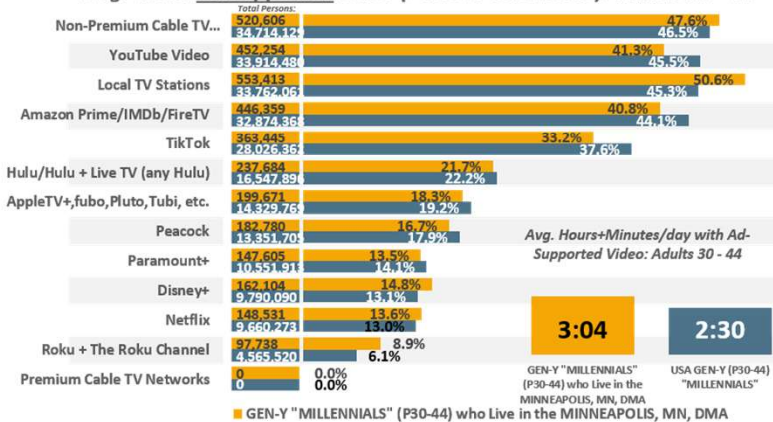
Avg. Week All Video (Persons & % Reach): Adults 30 - 44



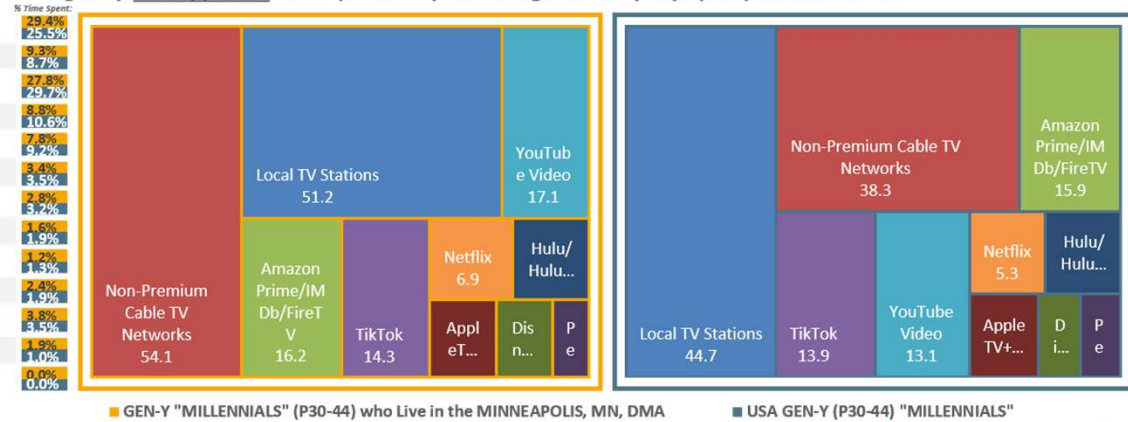
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

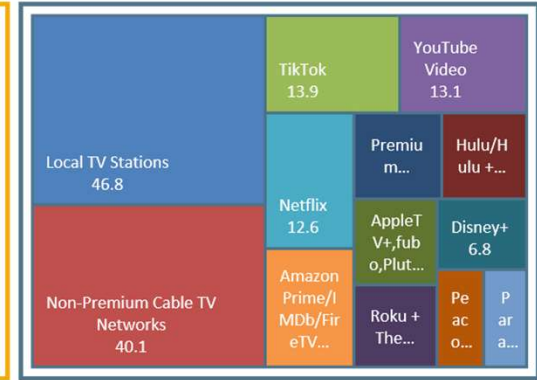
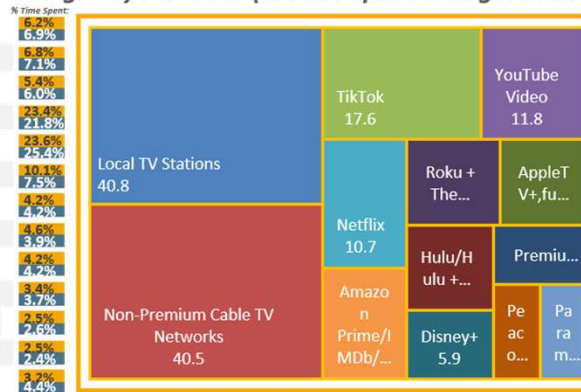
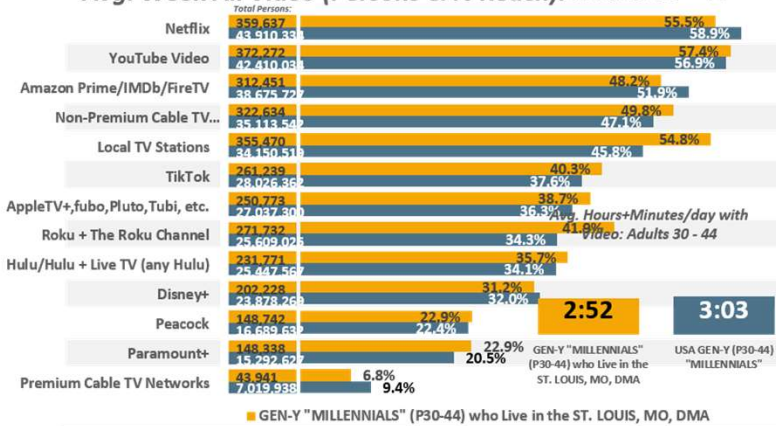
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352,101 or 54.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 39.4 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

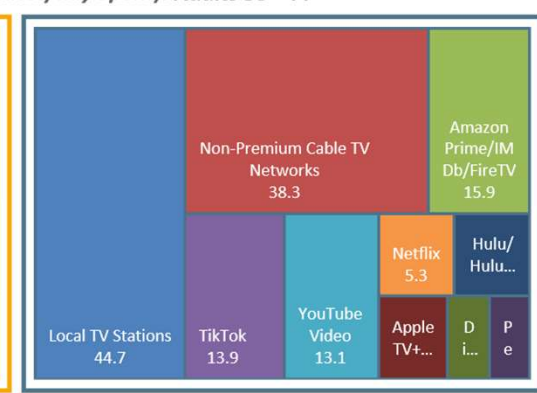
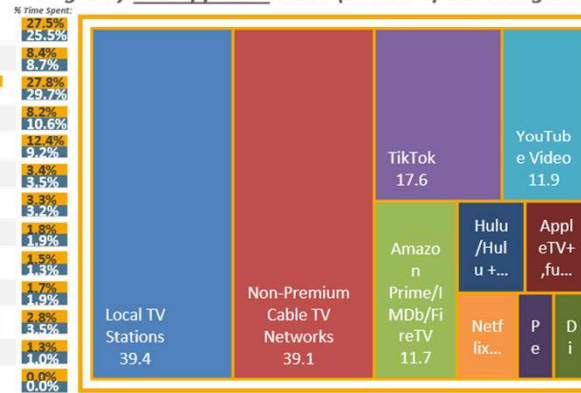
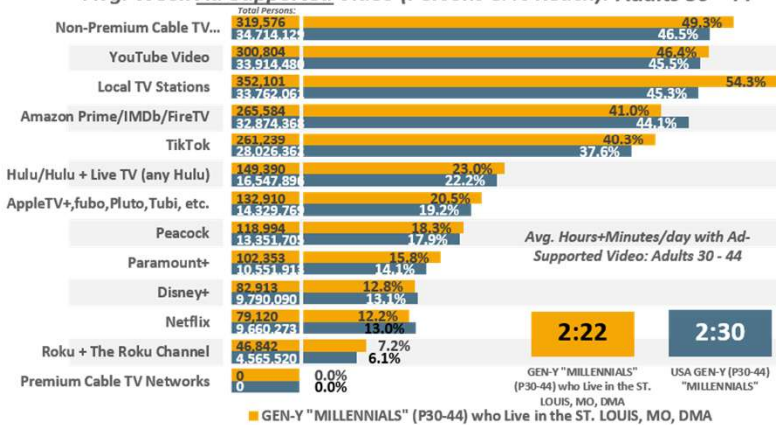
Avg. Week All Video (Persons & % Reach): Adults 30 - 44

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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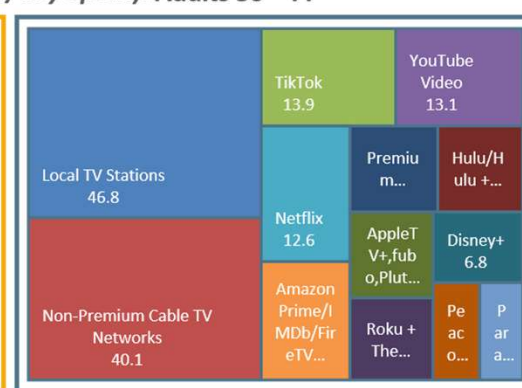
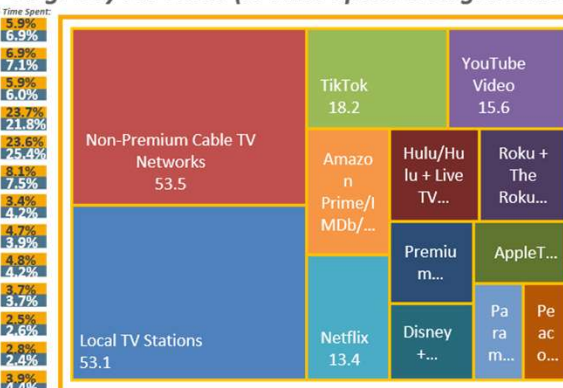
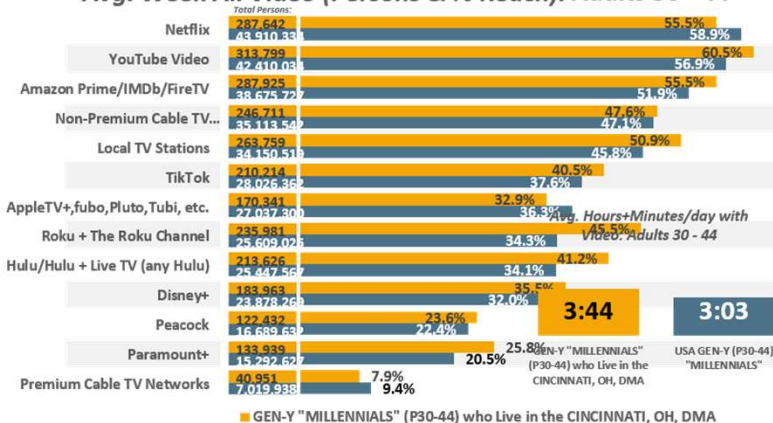
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



261,094 or 50.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 51.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

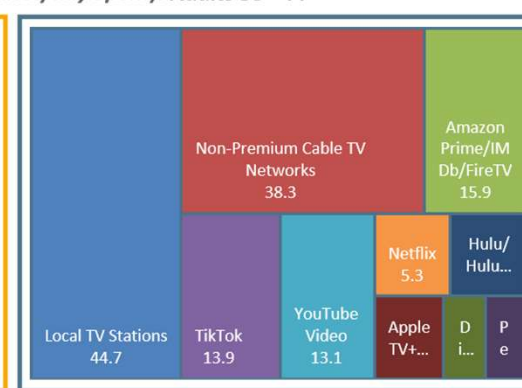
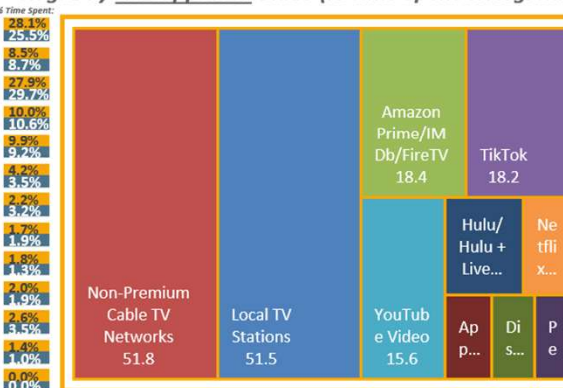
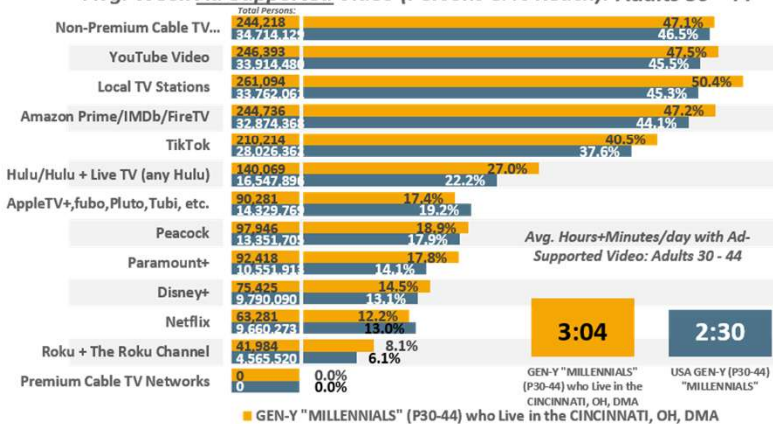
Avg. Week All Video (Persons & % Reach): Adults 30 - 44

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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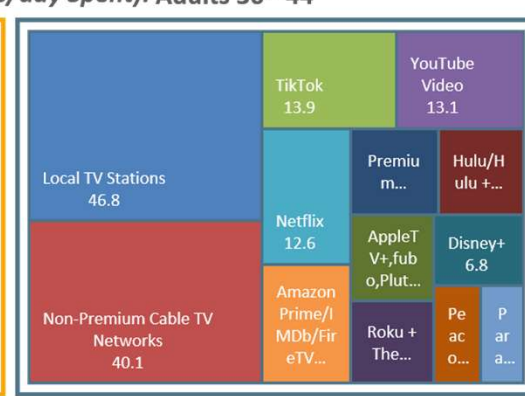
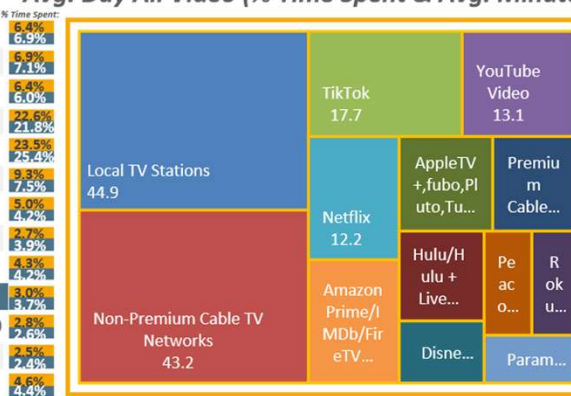
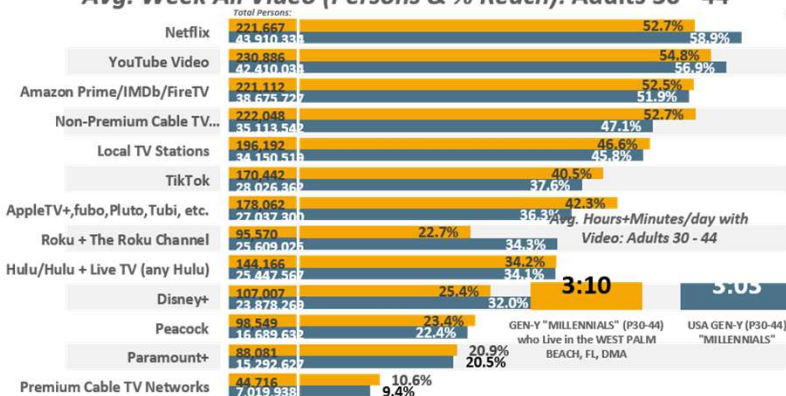
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



194,036 or 46.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations for an average of 43.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

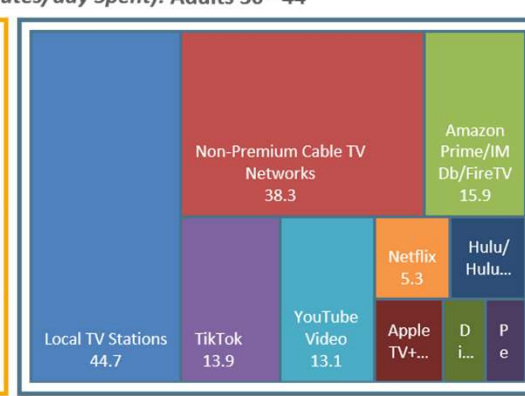
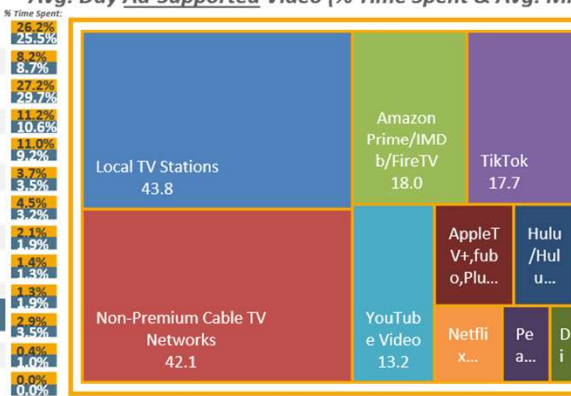
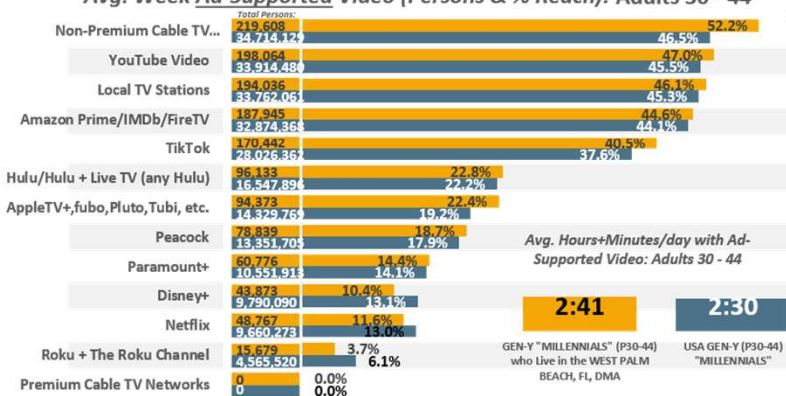
Avg. Week All Video (Persons & % Reach): Adults 30 - 44

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

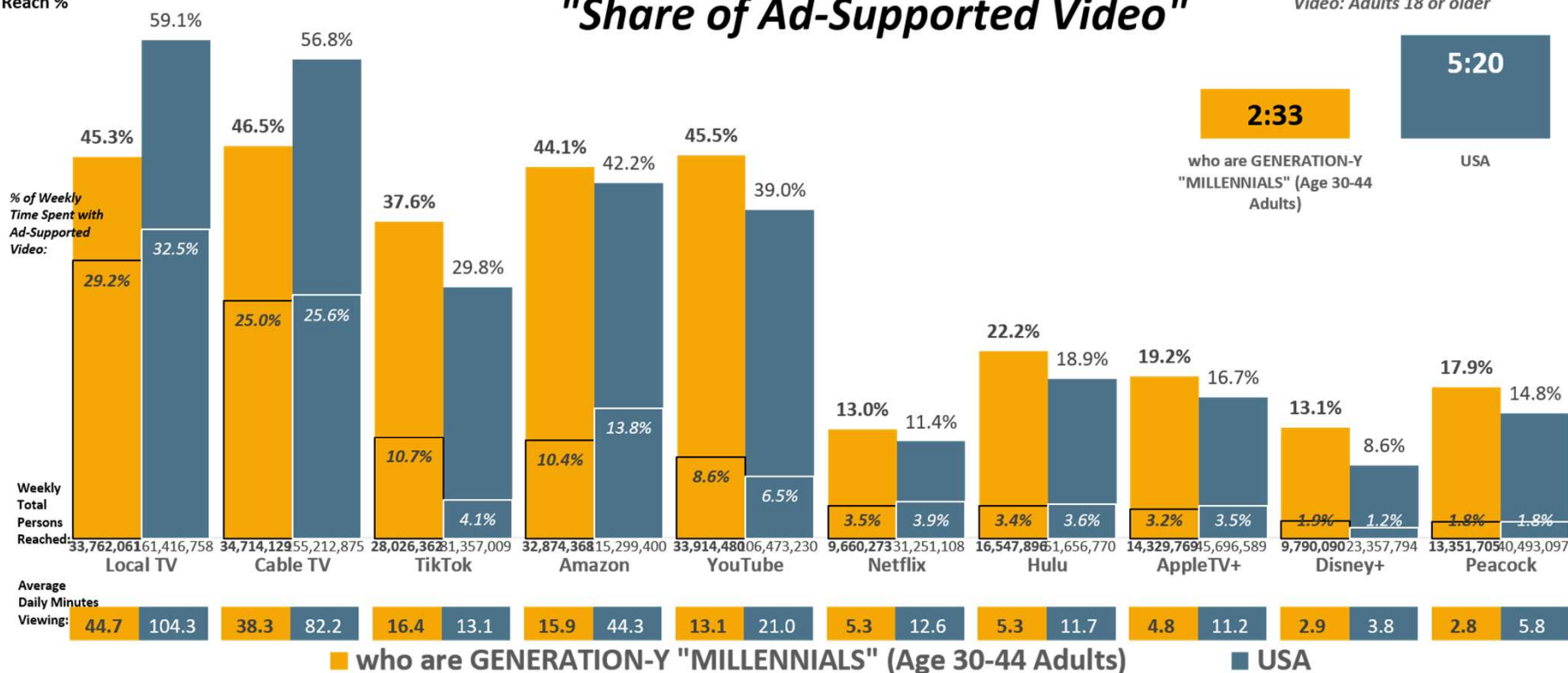


33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations for an average of 44.7 minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

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



2:33
who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)

5:20
USA

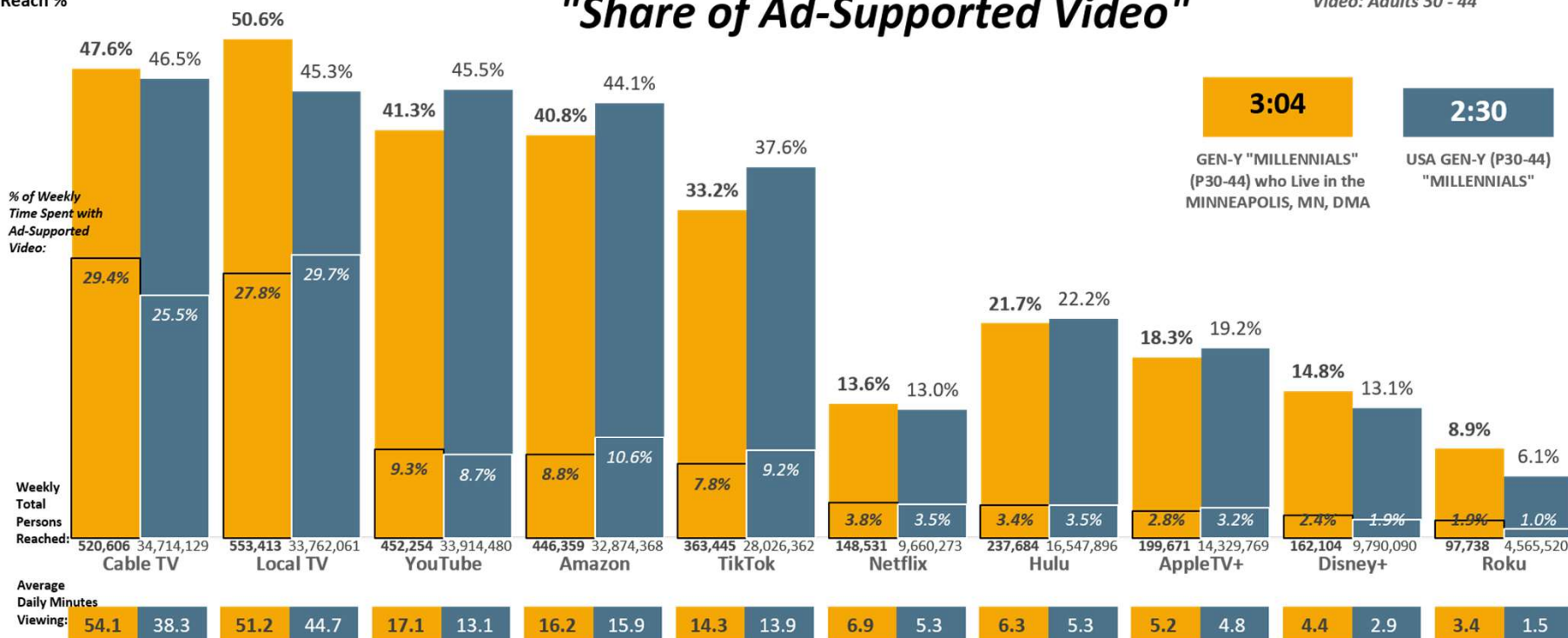


553,413 or 50.6% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations for an average of 51.2 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 30 - 44



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Dual Intab

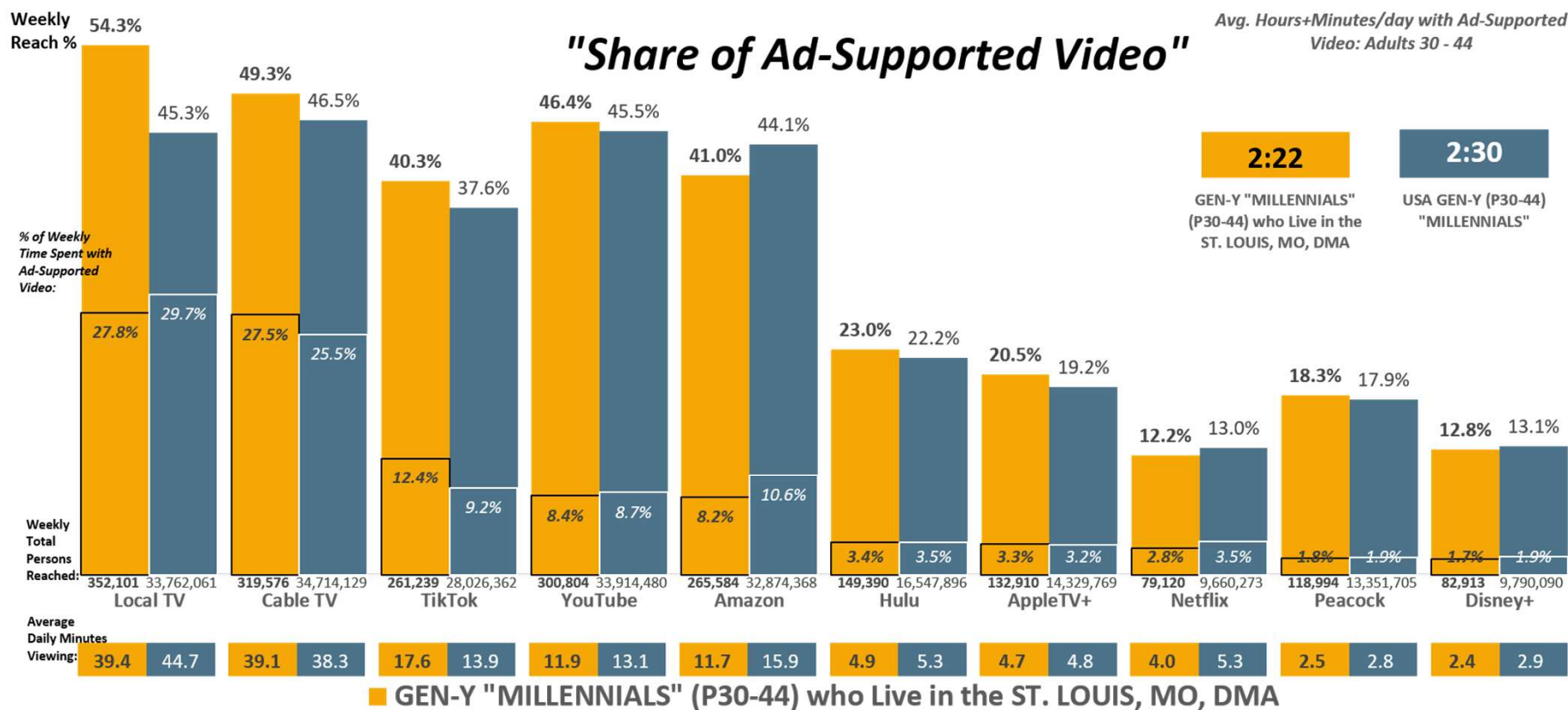
USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything
for Anything

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



352,101 or 54.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations for an average of 39.4 minutes every day representing 27.8% of all time spent daily with Ad-Supported Video.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Feb25-Feb26
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

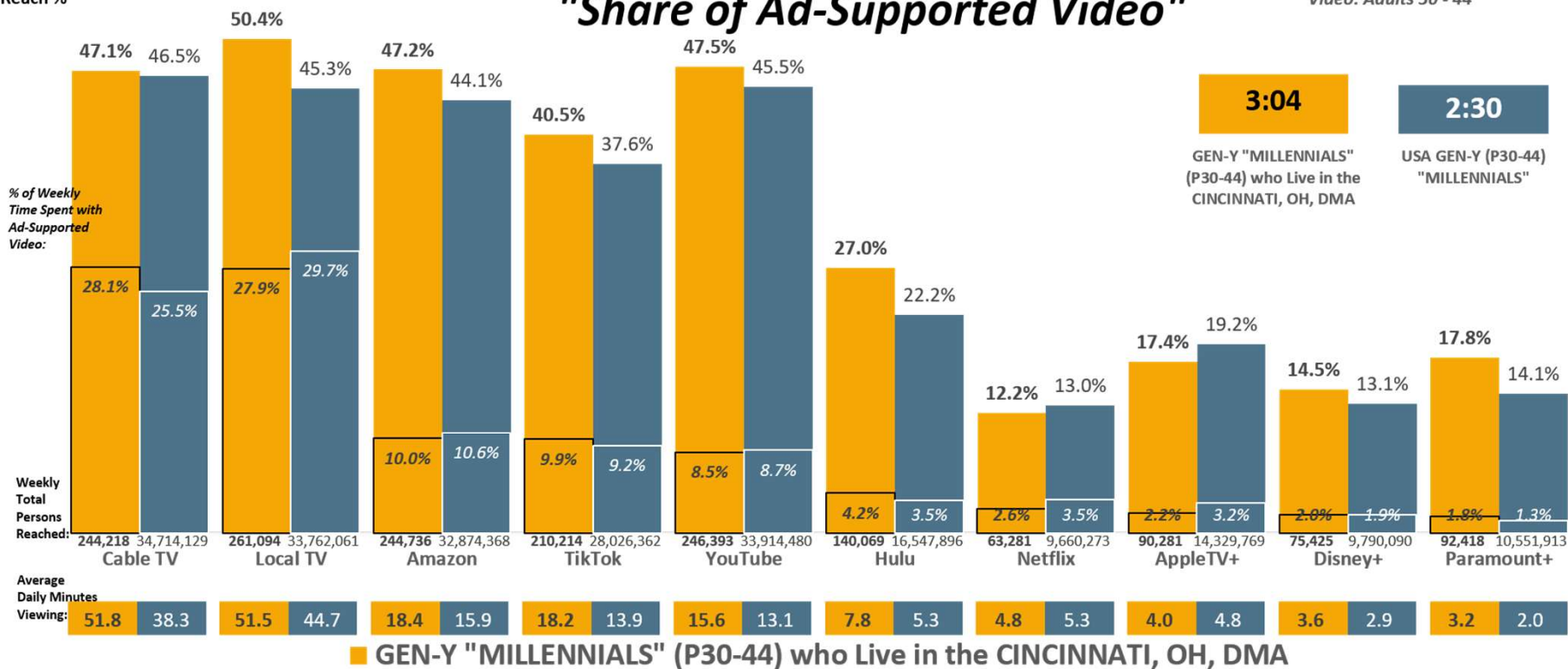


261,094 or 50.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations for an average of 51.5 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 30 - 44



3:04
GEN-Y "MILLENNIALS"
(P30-44) who Live in the
CINCINNATI, OH, DMA

2:30
USA GEN-Y (P30-44)
"MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Dual Intab

USA Projection USA Qual Intab 5,886

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for Anything

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

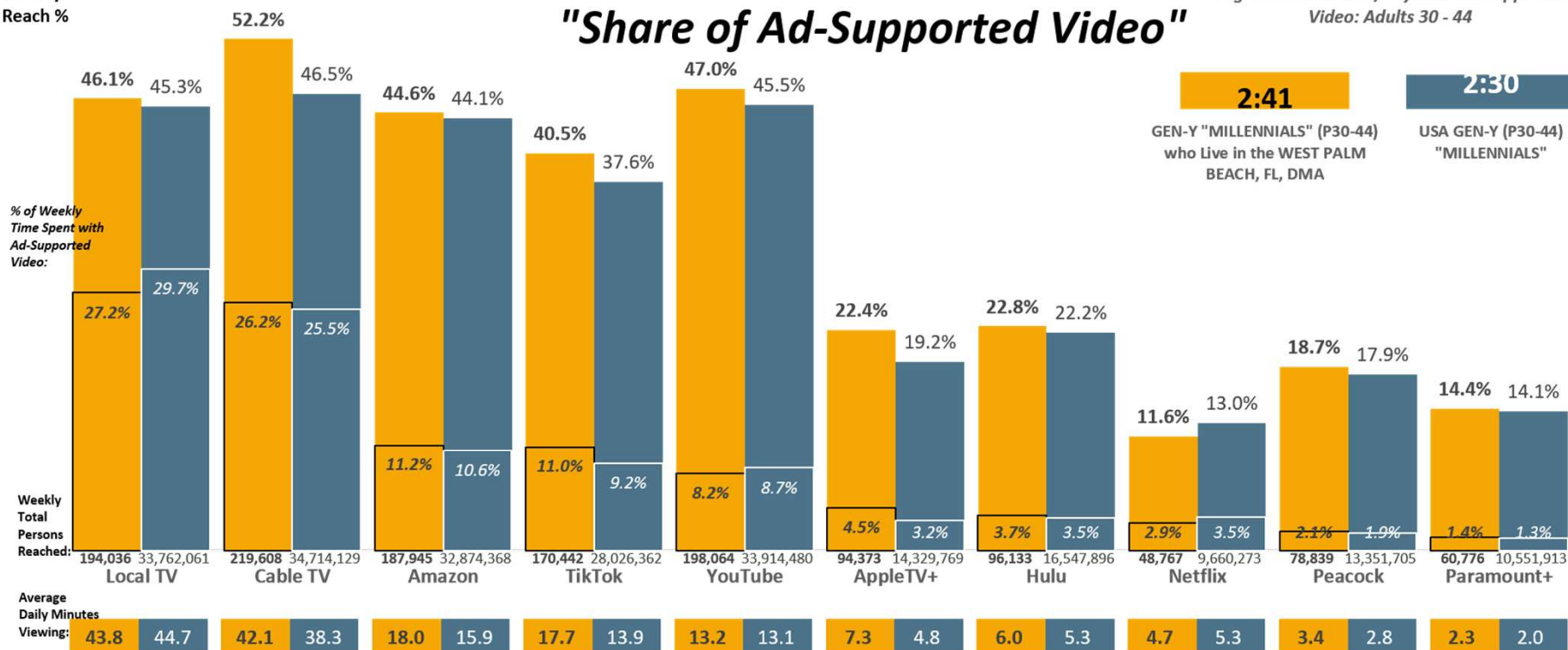


194,036 or 46.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations for an average of 43.8 minutes every day representing 27.2% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

Avg. Hours+Minutes/day with Ad-Supported
Video: Adults 30 - 44



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Jan25-Jan26
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USA Projection
Dual Intab

USA Projection USA Qual Intab 5,886

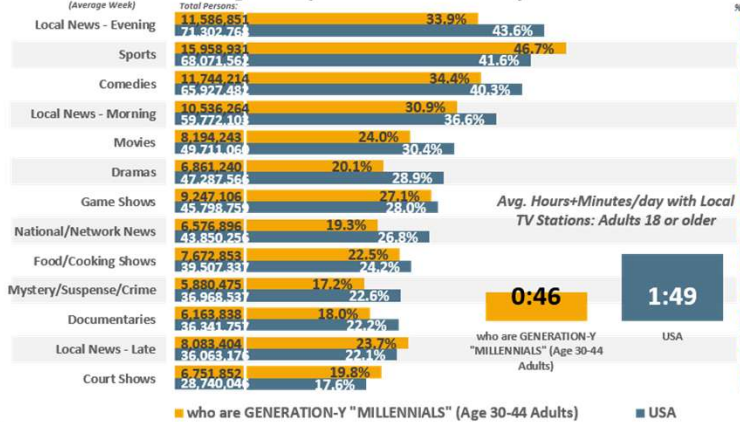
soefa.ai Share of Everything
for Anything

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

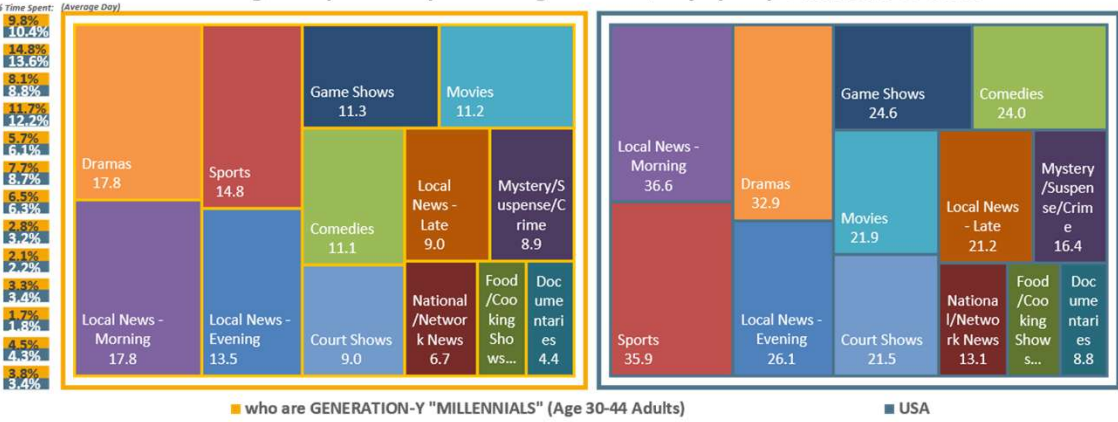


33,762,061 or 45.3% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

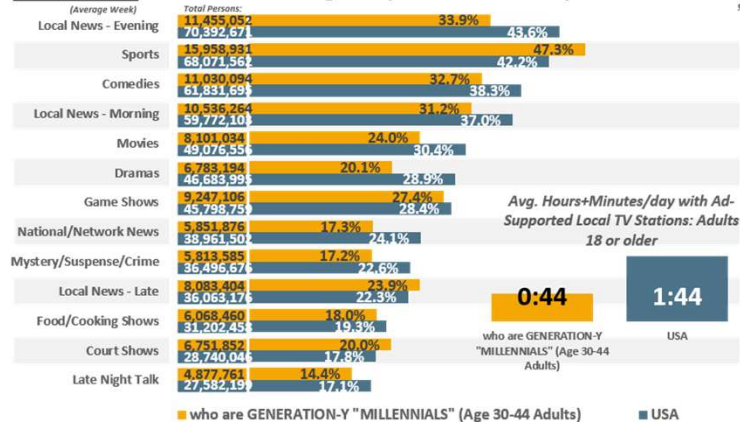
Local TV Station Programs (Persons & % Reach): Adults 18 or older



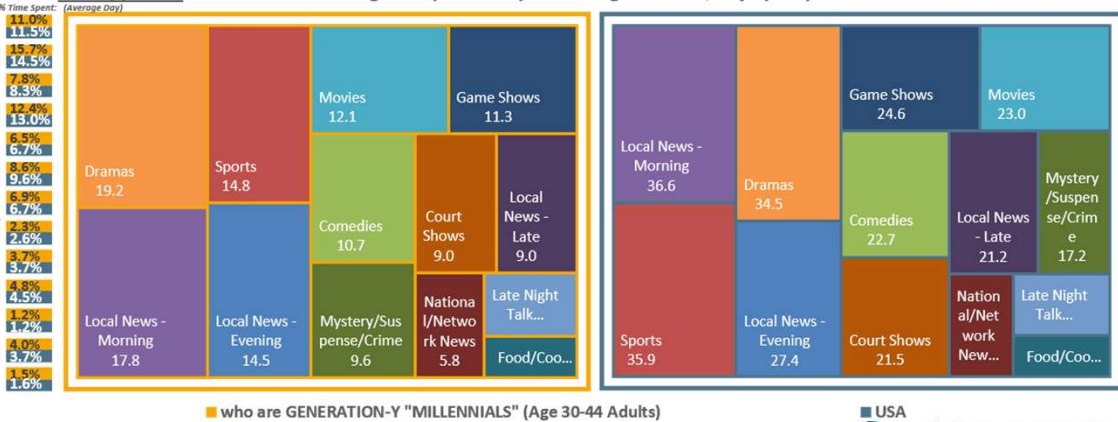
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



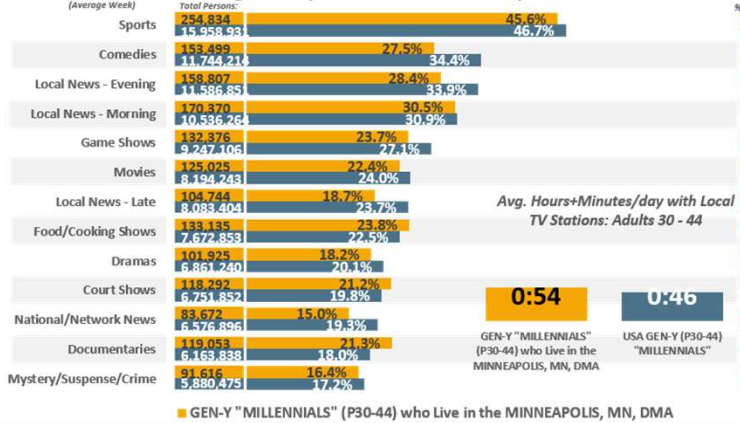
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



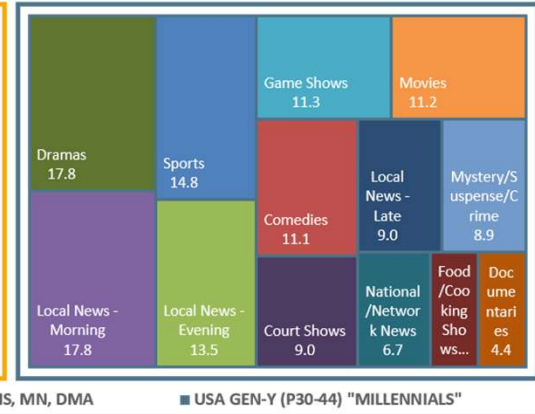
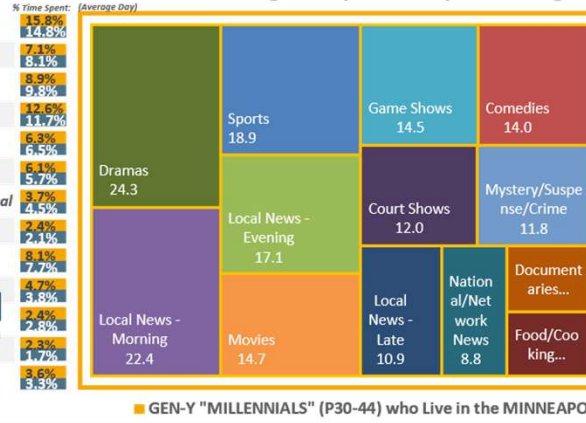


553,413 or 50.6% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Game Shows, and Movies.

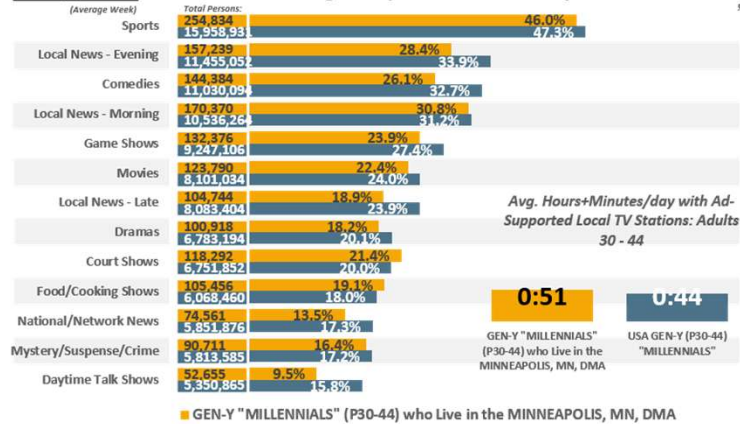
Local TV Station Programs (Persons & % Reach): Adults 30 - 44



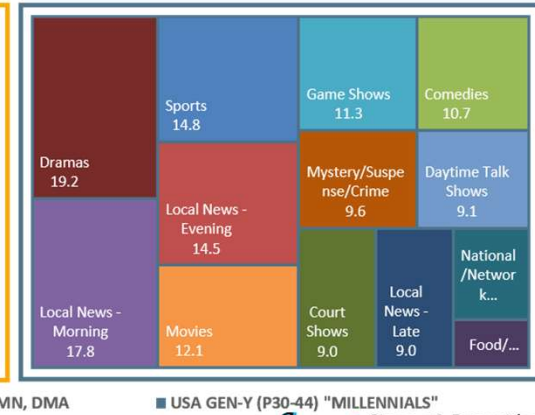
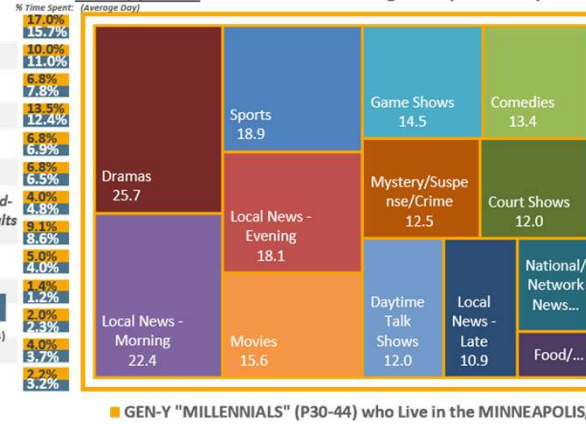
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 30 - 44



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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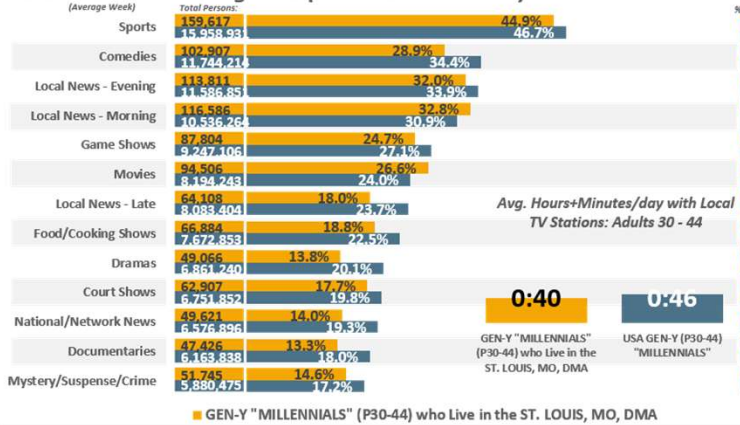
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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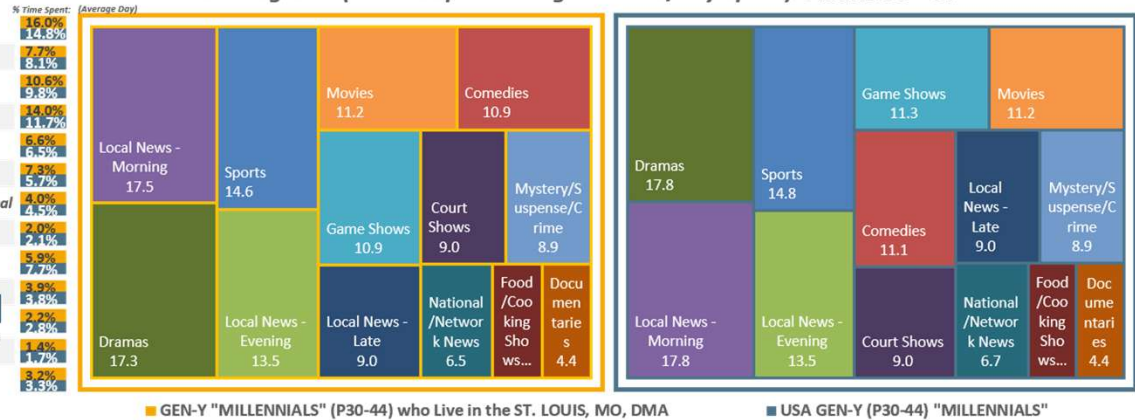


352,101 or 54.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Comedies, Movies, and Game Shows.

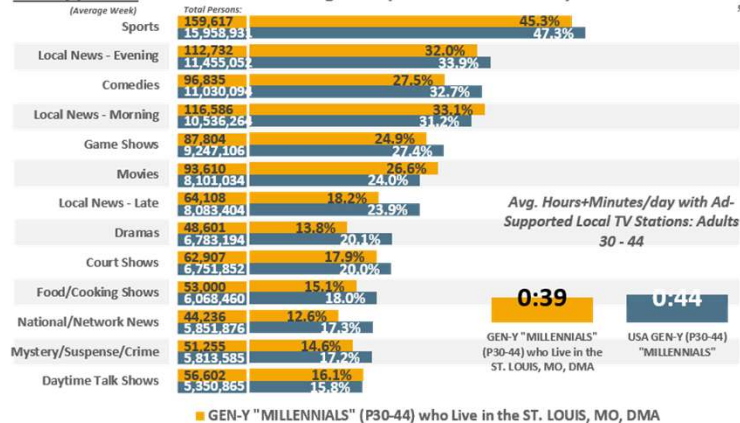
Local TV Station Programs (Persons & % Reach): Adults 30 - 44



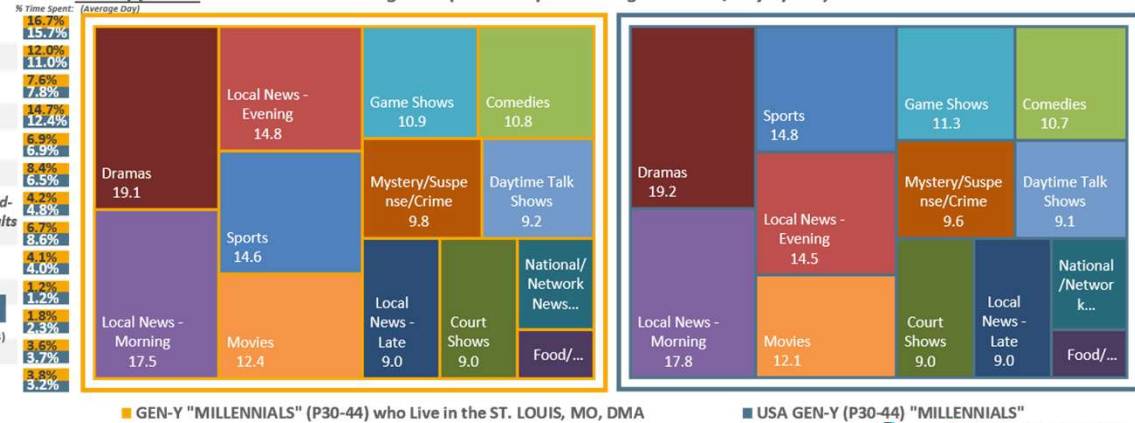
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 30 - 44



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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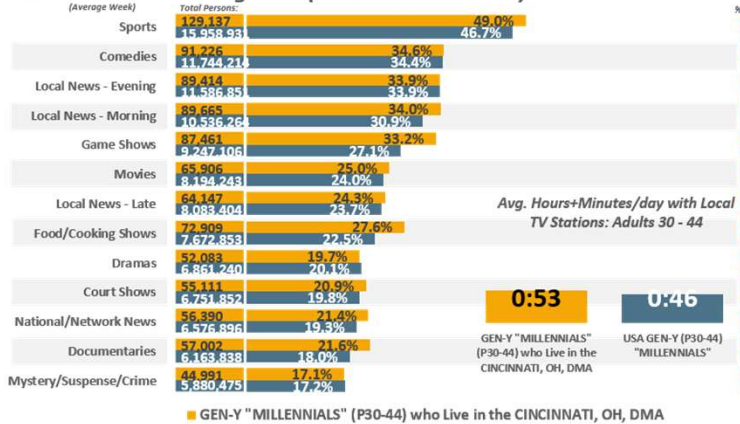
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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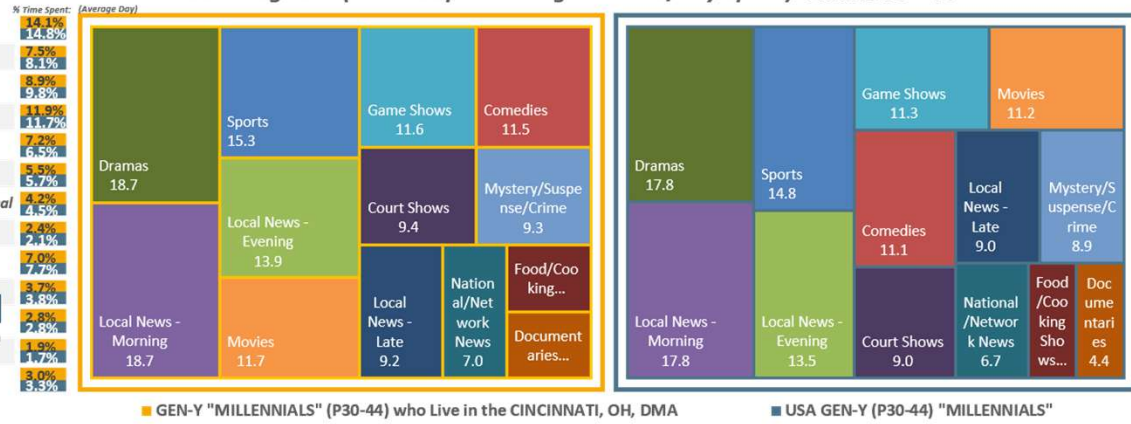


261,094 or 50.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Game Shows, Comedies, and Movies.

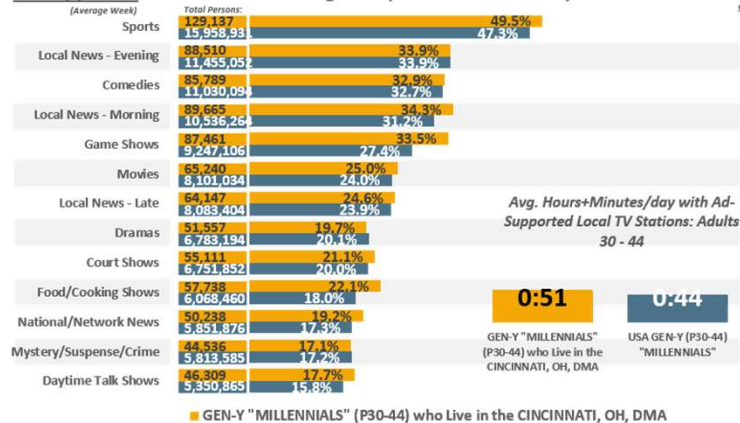
Local TV Station Programs (Persons & % Reach): Adults 30 - 44



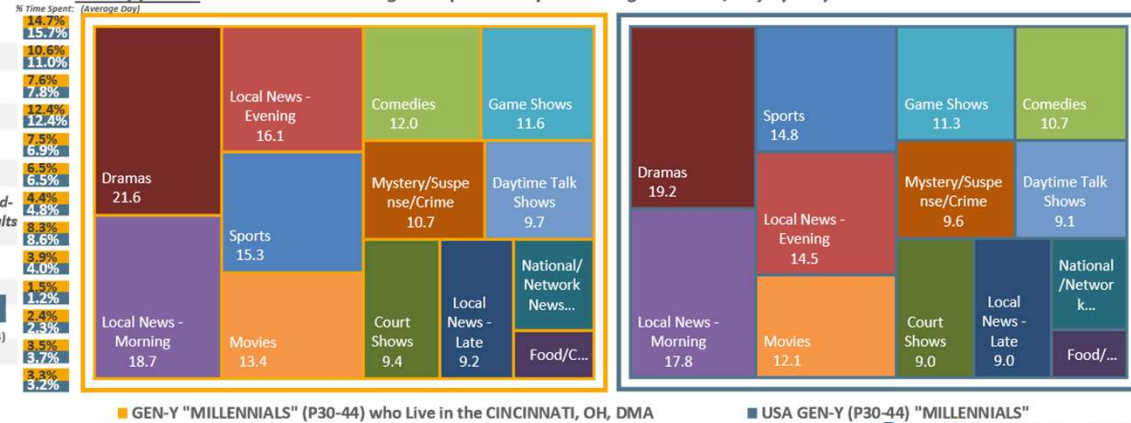
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 30 - 44



Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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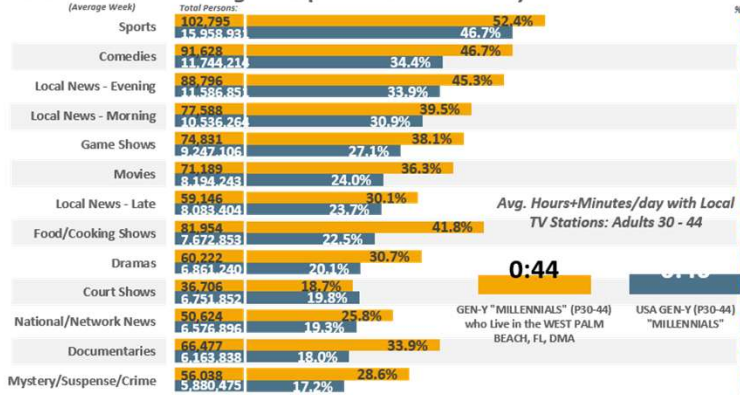
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



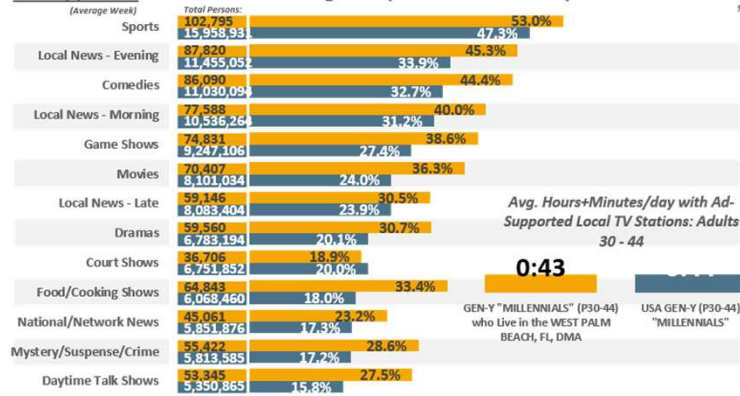
194,036 or 46.1% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Movies.

Local TV Station Programs (Persons & % Reach): Adults 30 - 44



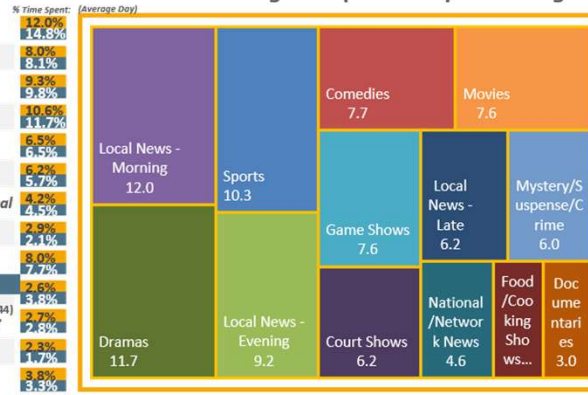
GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 30 - 44

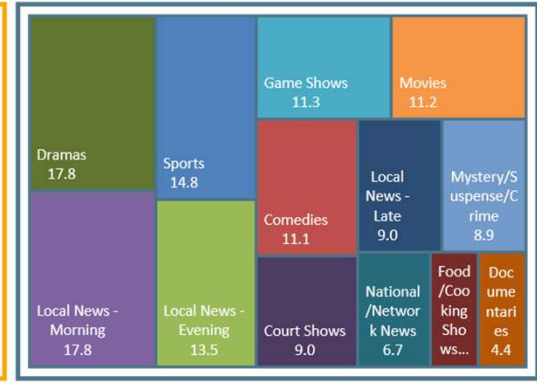


GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44

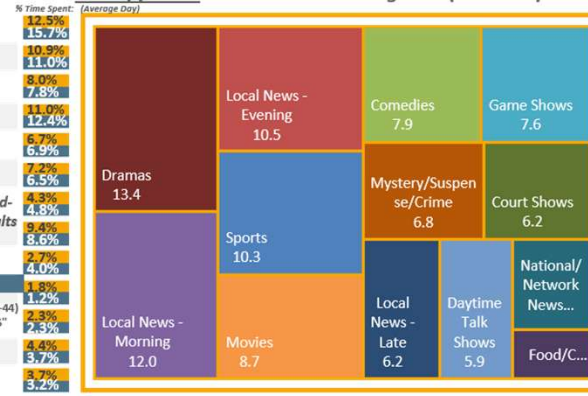


GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

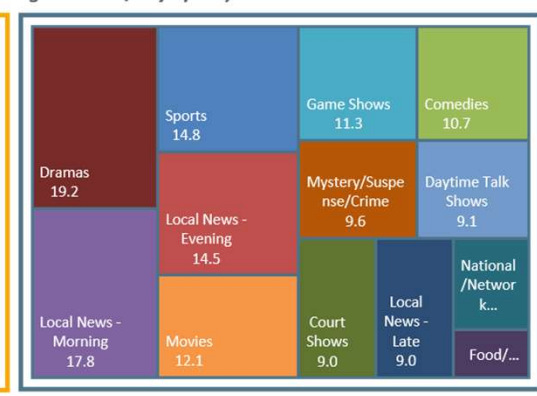


USA GEN-Y (P30-44) "MILLENNIALS"

Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA



USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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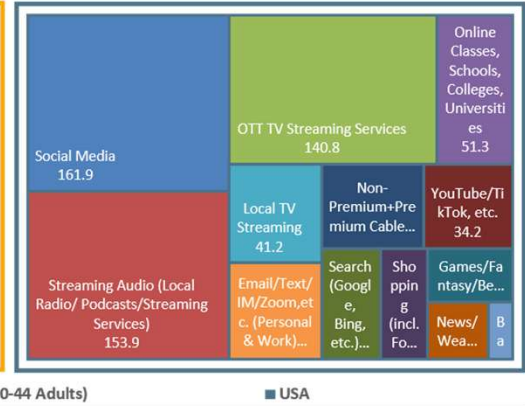
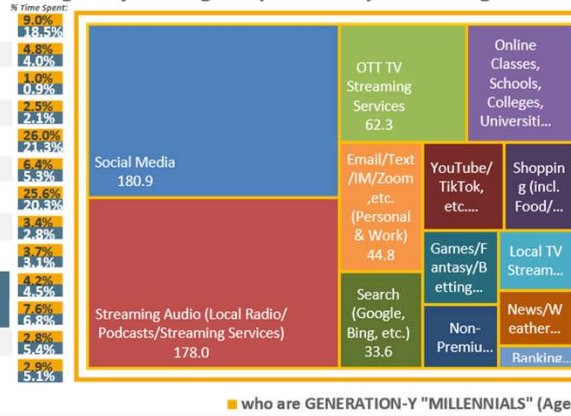
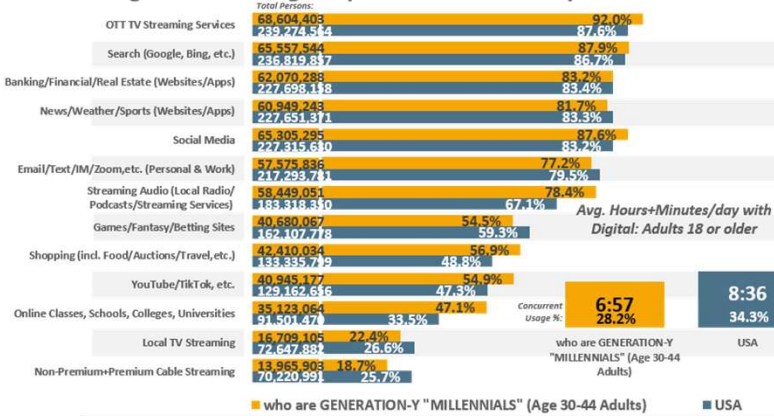
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



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

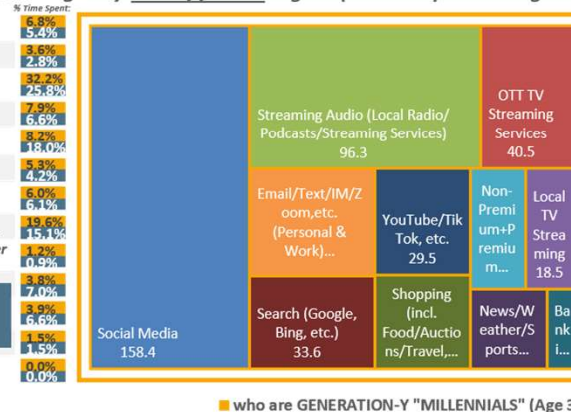
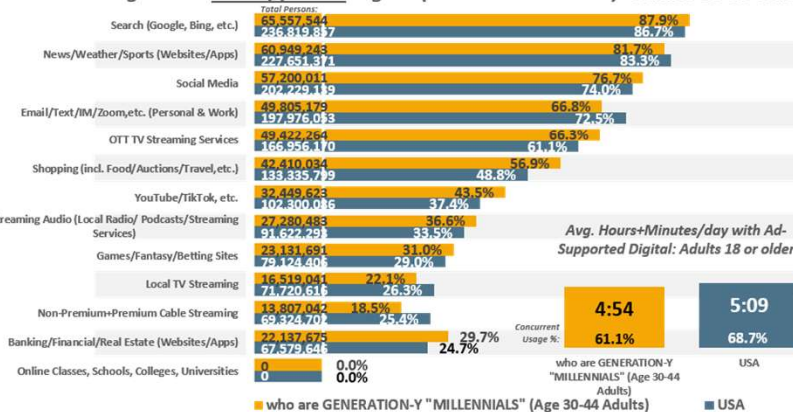
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

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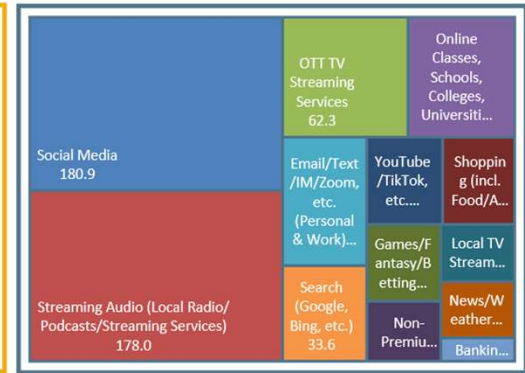
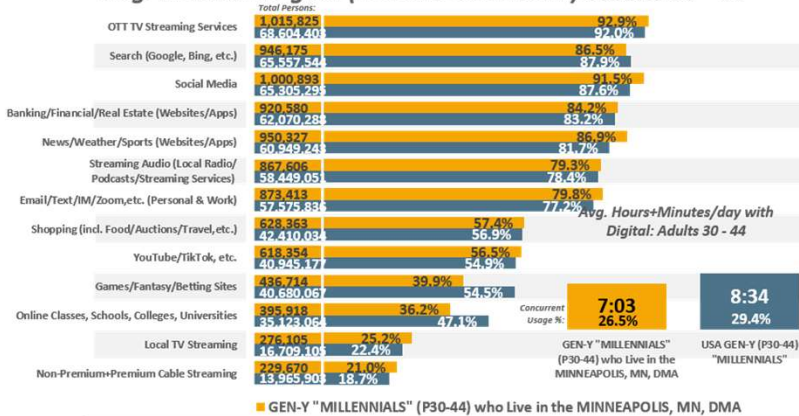
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



862,062 or 78.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA use Ad-Supported Social Media for an average of 126.7 minutes every day representing 25.5% of all time spent daily with Ad-Supported Digital Media.

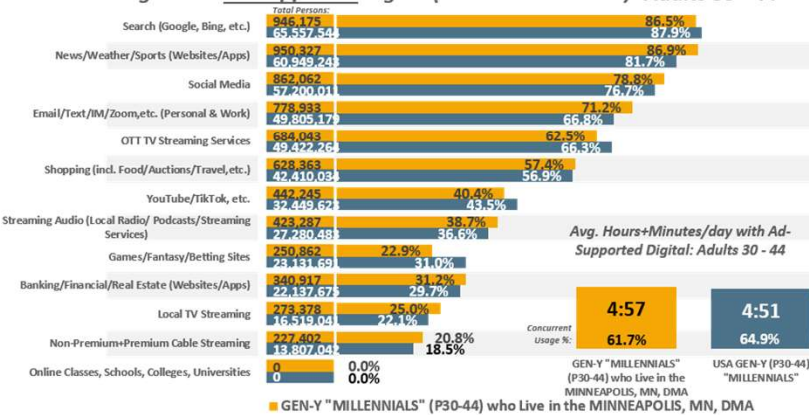
Avg. Week All Digital (Persons & % Reach): Adults 30 - 44

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

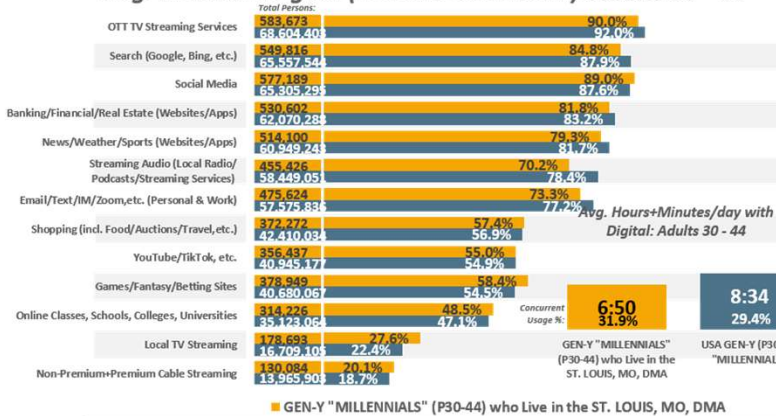
soefa.ai Share of Everything for Anything

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

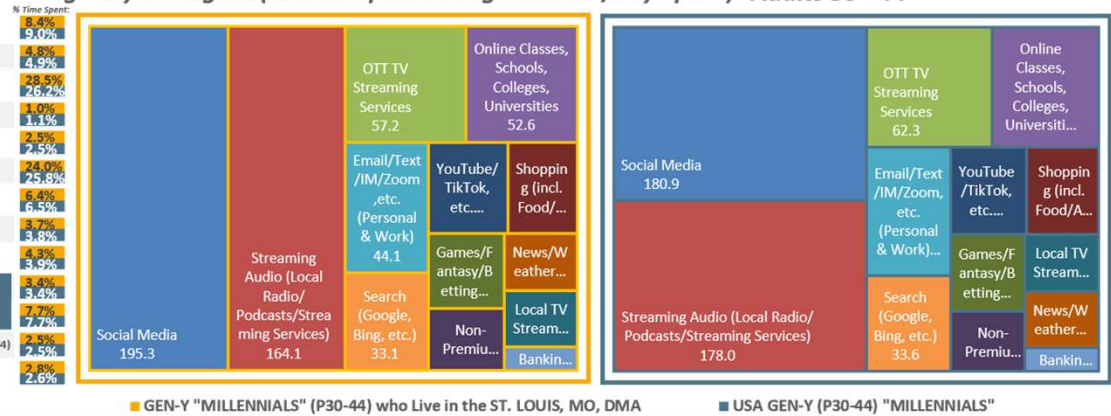


504,598 or 77.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Social Media for an average of 170.7 minutes every day representing 34.6% of all time spent daily with Ad-Supported Digital Media.

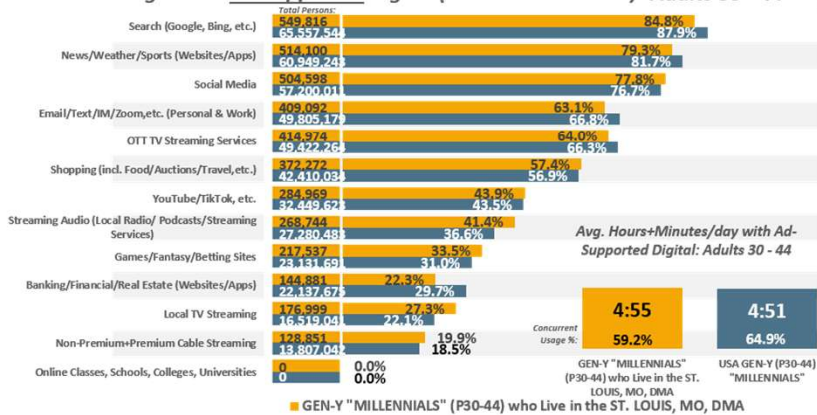
Avg. Week All Digital (Persons & % Reach): Adults 30 - 44



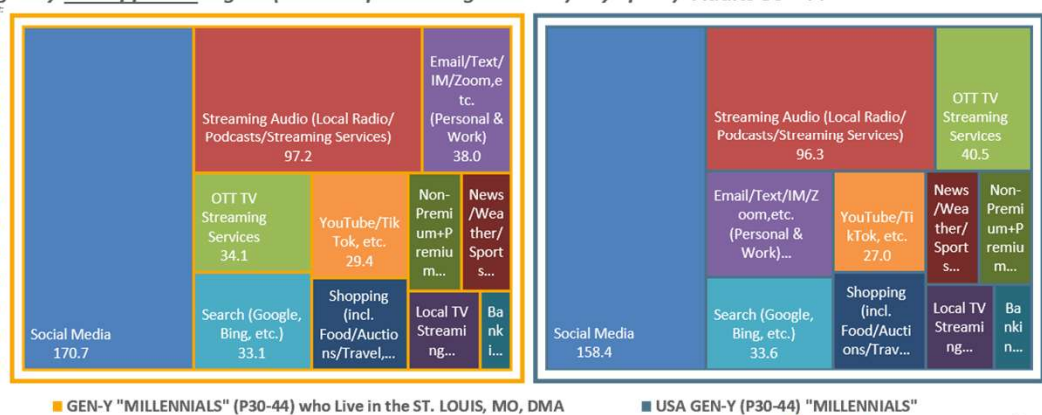
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

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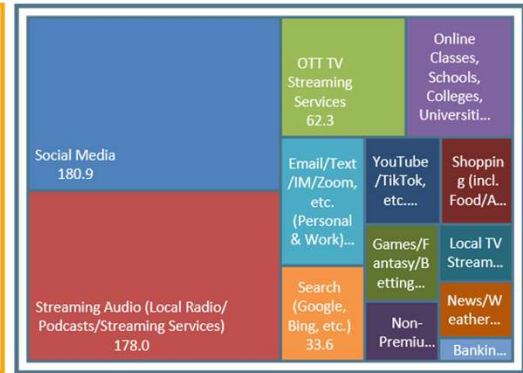
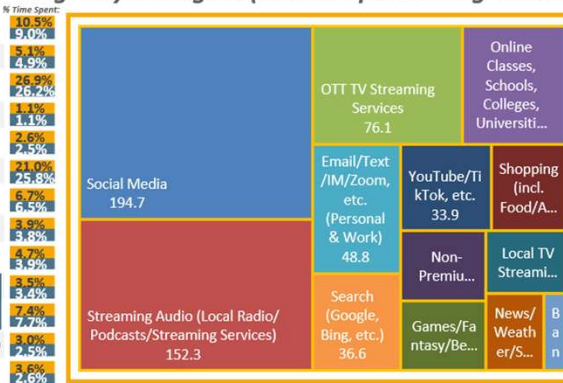
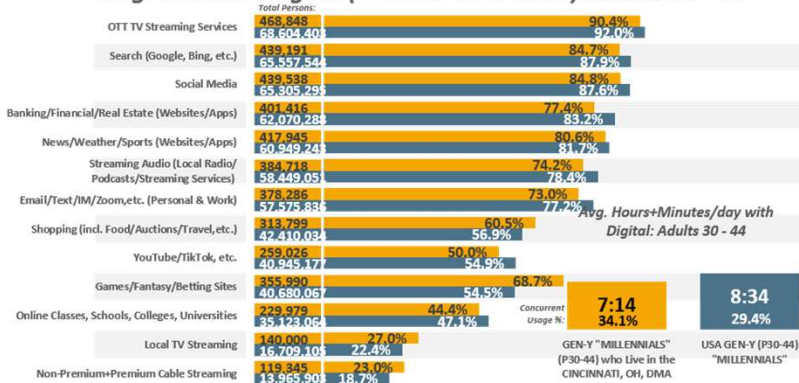
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



375,190 or 72.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA use Ad-Supported Social Media for an average of 166.2 minutes every day representing 32.1% of all time spent daily with Ad-Supported Digital Media.

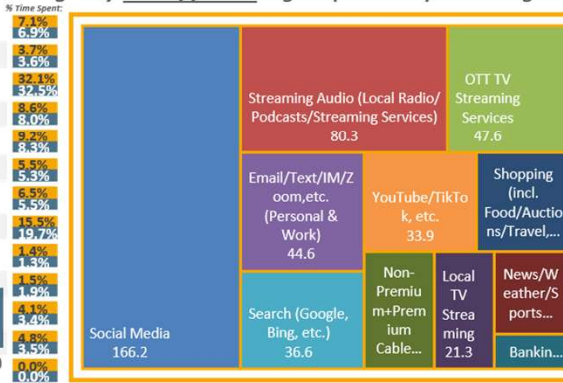
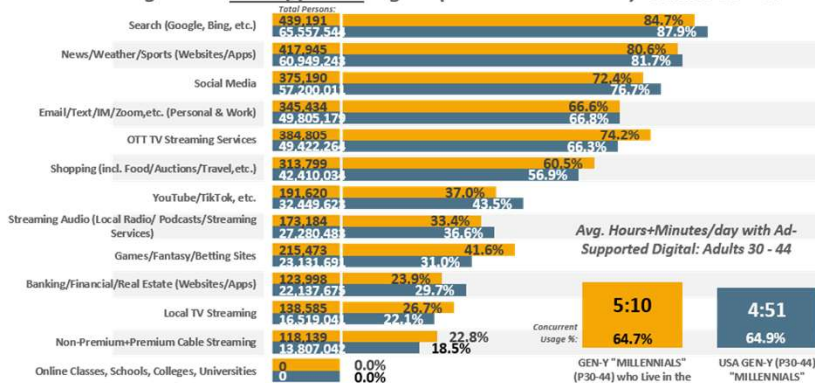
Avg. Week All Digital (Persons & % Reach): Adults 30 - 44

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



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USA Projection USA Qual Intab 5,886

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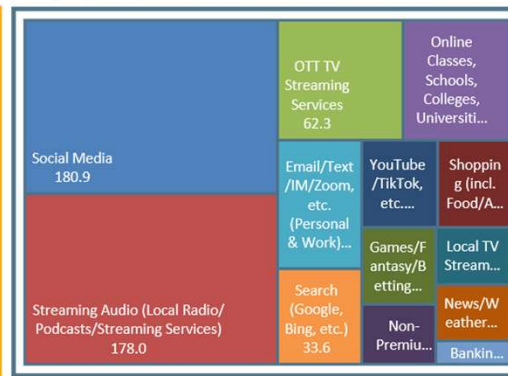
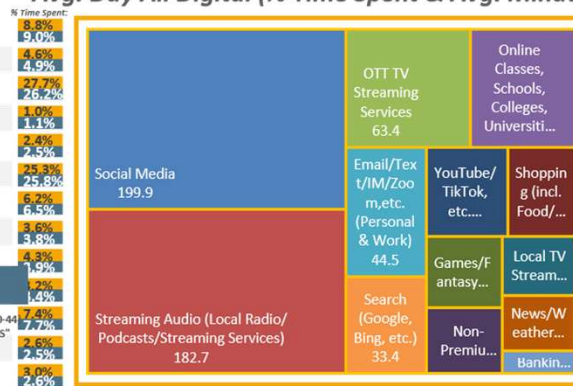
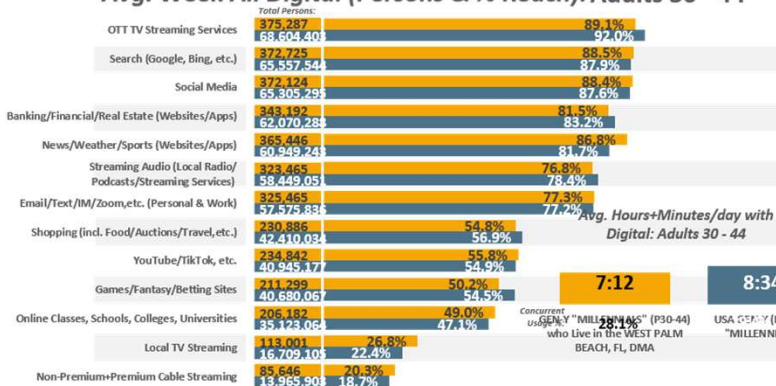
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



327,229 or 77.7% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Social Media for an average of 175.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Digital Media.

Avg. Week All Digital (Persons & % Reach): Adults 30 - 44

Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



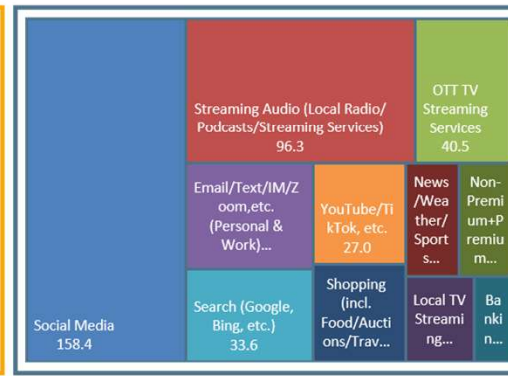
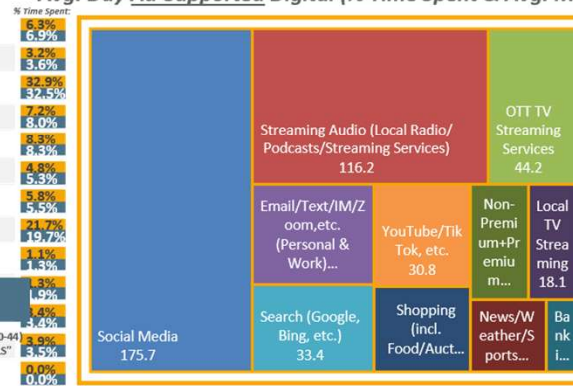
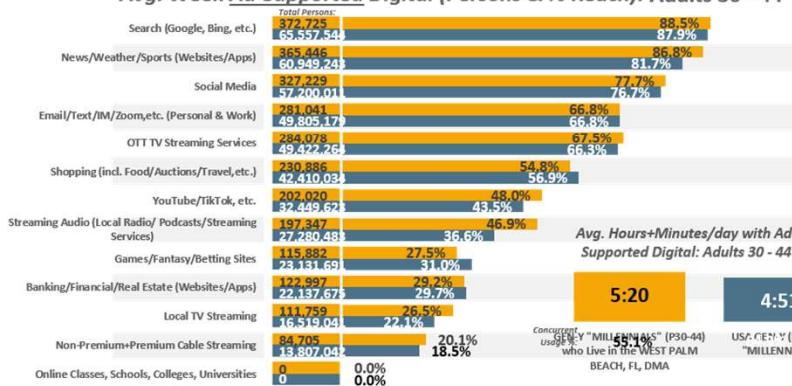
GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 30 - 44

Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

USA GEN-Y (P30-44) "MILLENNIALS"

USA Projection

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USA Projection USA Qual Intab 5,886

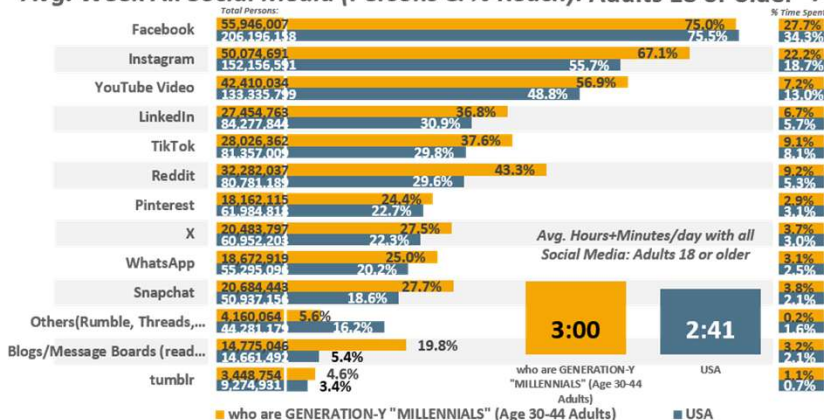
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

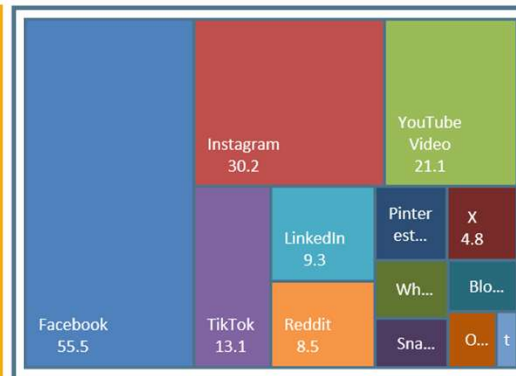
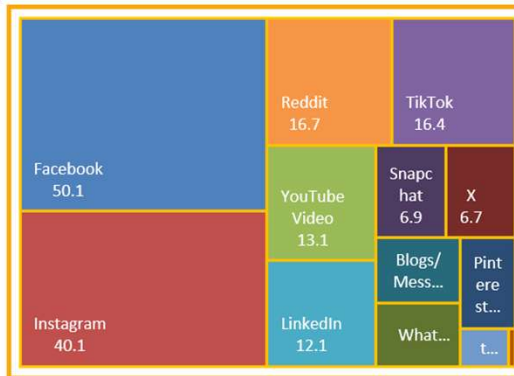


55,946,007 or 75.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

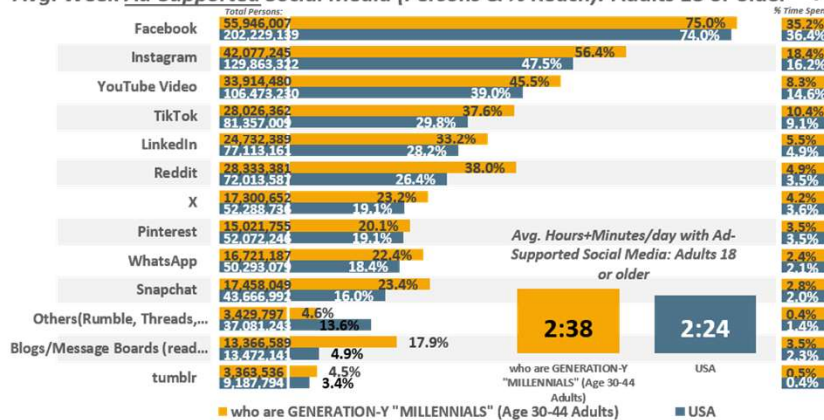
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



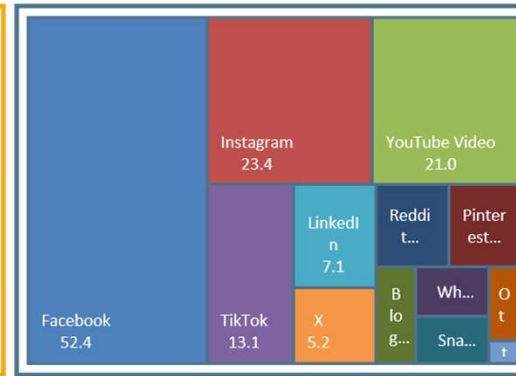
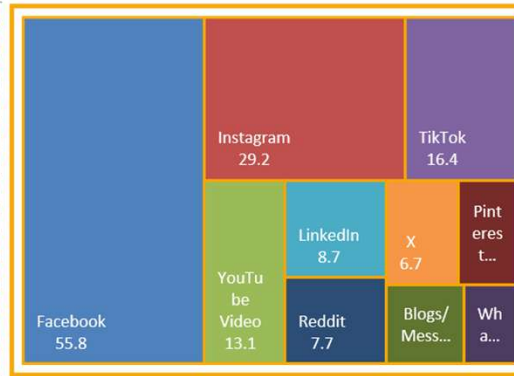
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

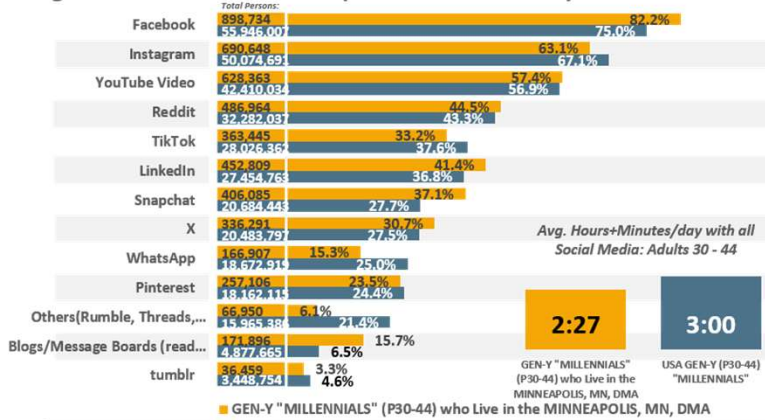
soefa.ai Share of Everything for Anything

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

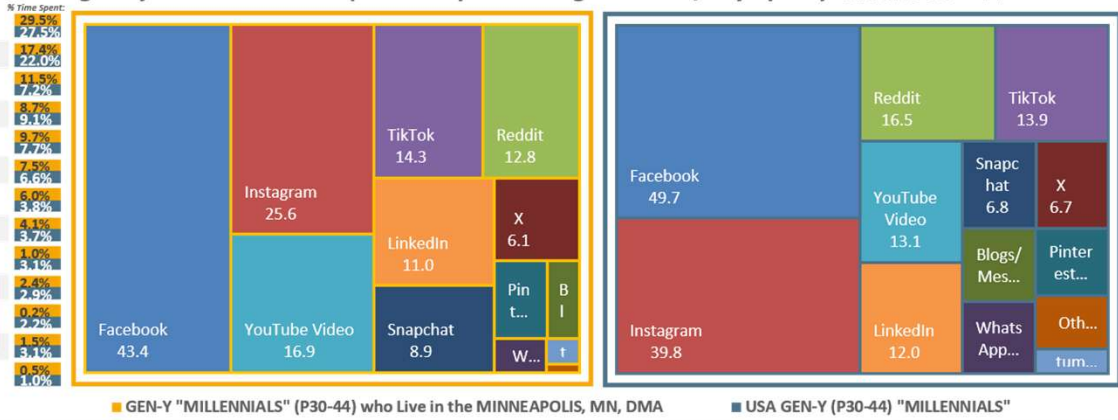


862,062 or 78.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA use Ad-Supported Facebook for an average of 43.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.

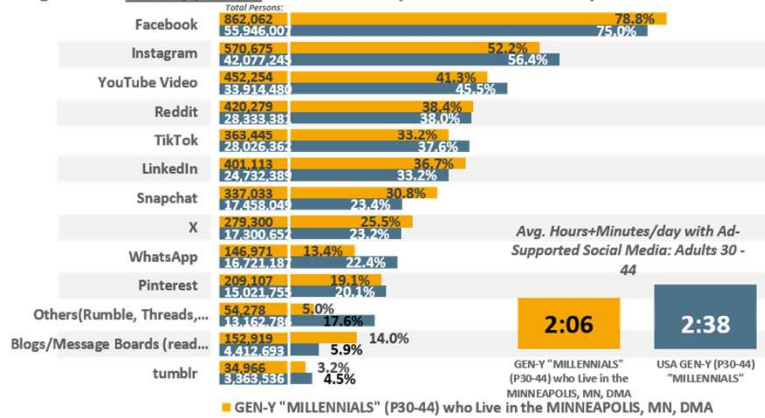
Avg. Week All Social Media (Persons & % Reach): Adults 30 - 44



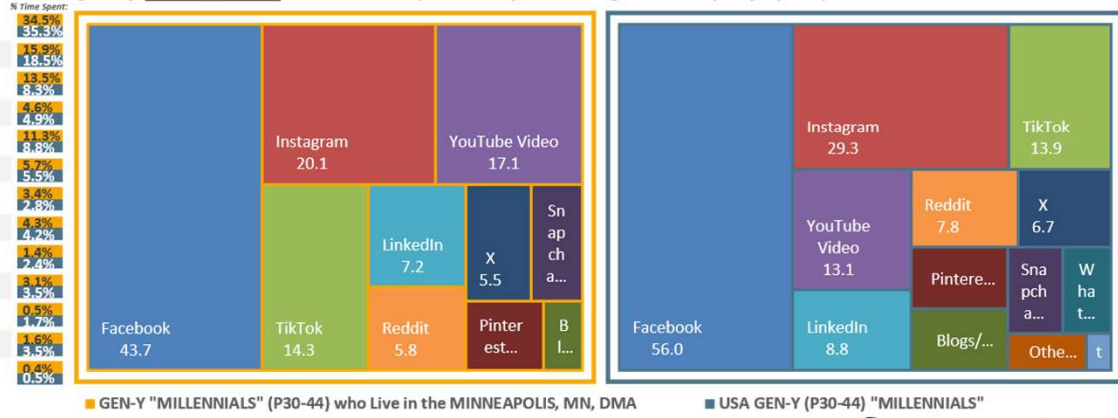
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

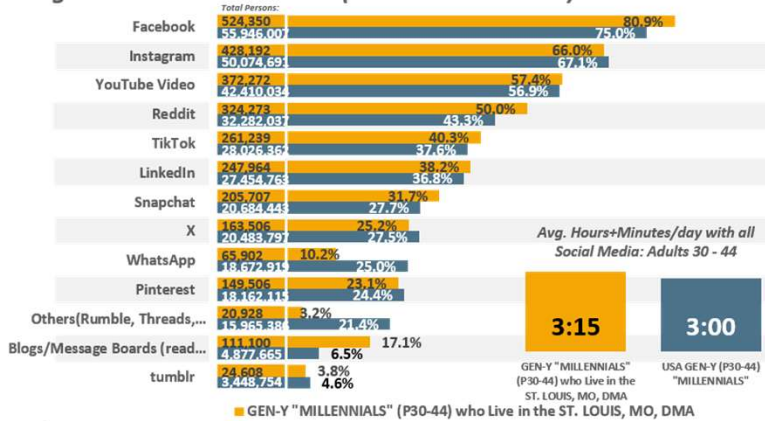
soefa.ai Share of Everything for Anything

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

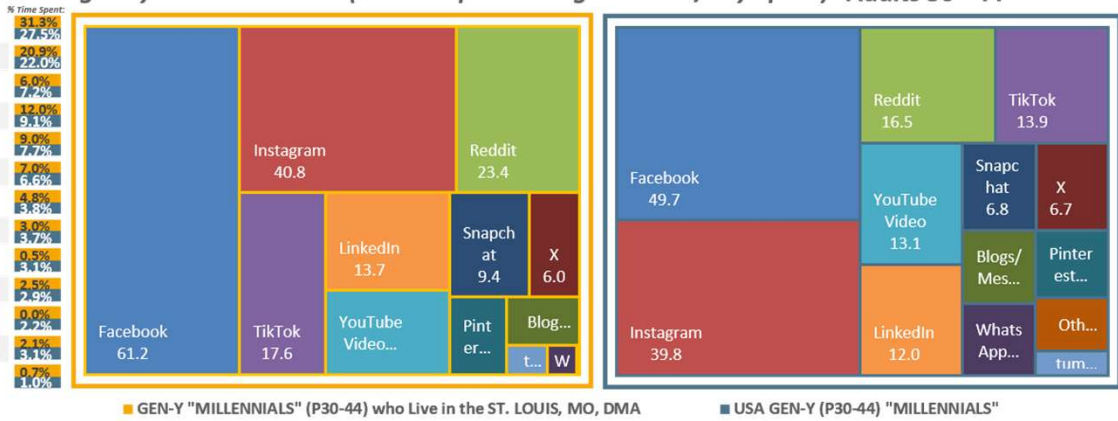


504,598 or 77.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 64.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.

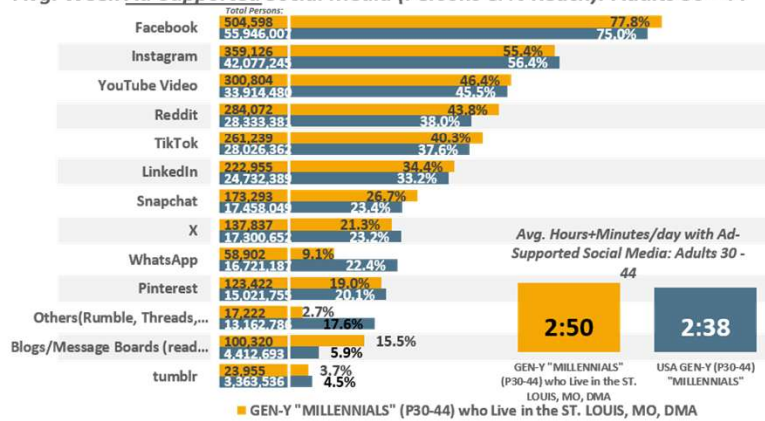
Avg. Week All Social Media (Persons & % Reach): Adults 30 - 44



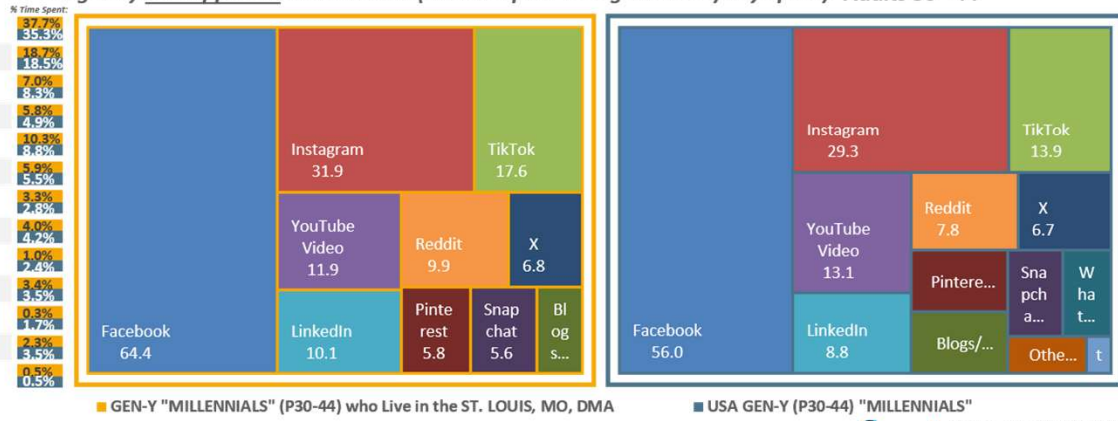
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

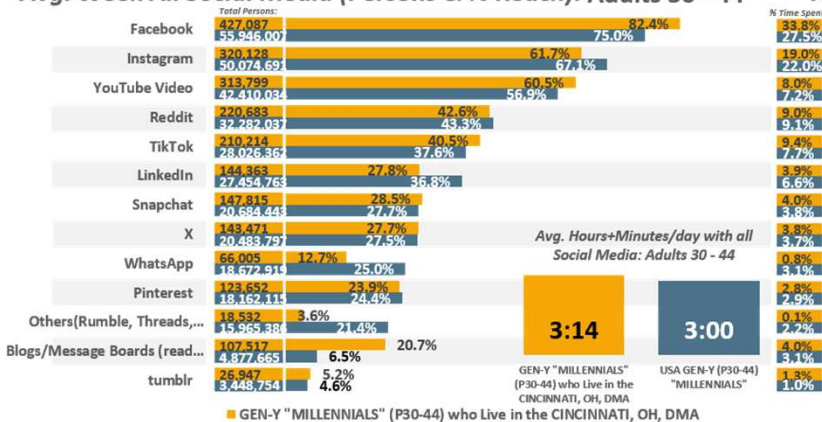
soefa.ai Share of Everything for Anything

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

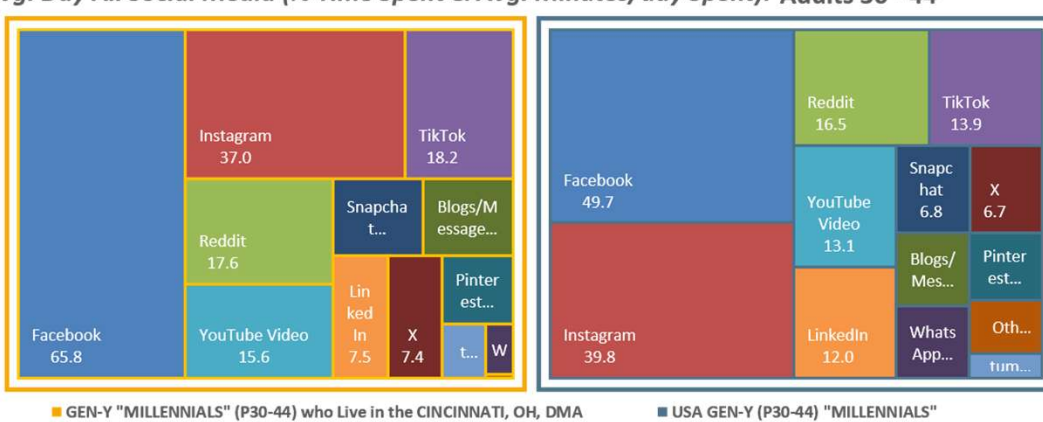


375,190 or 72.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 59.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.

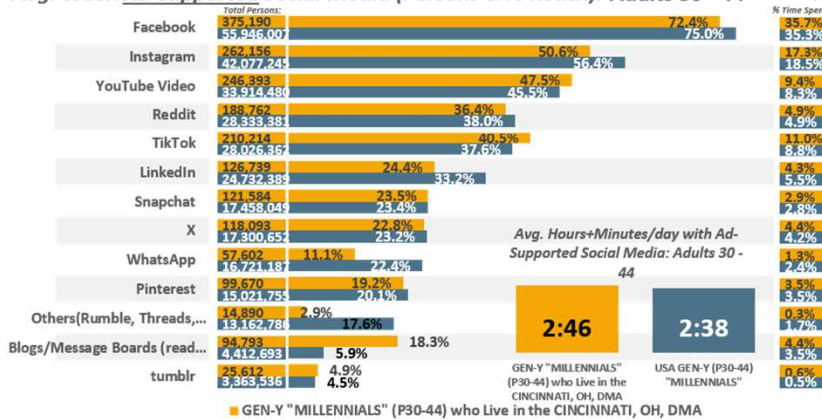
Avg. Week All Social Media (Persons & % Reach): Adults 30 - 44



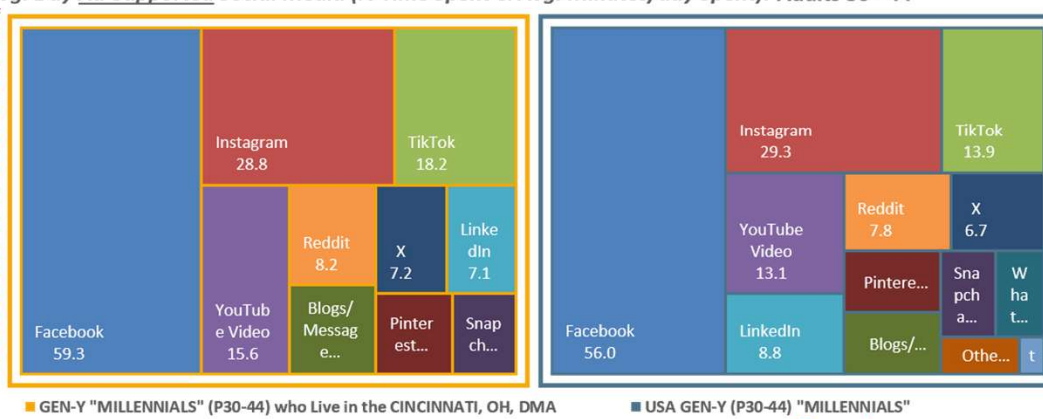
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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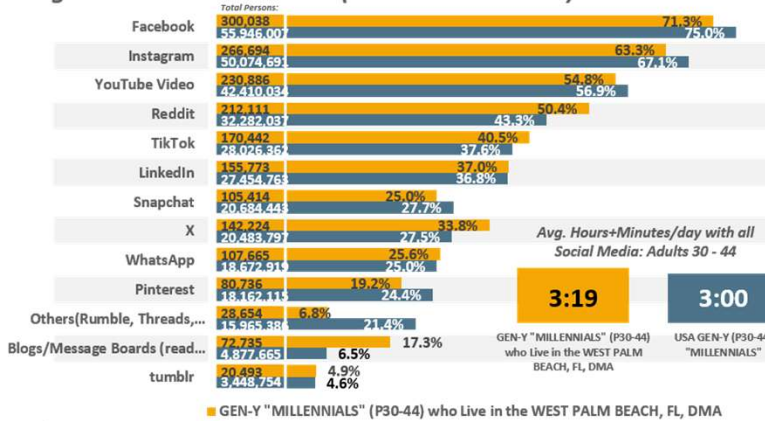
soefa.ai Share of Everything for Anything .

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

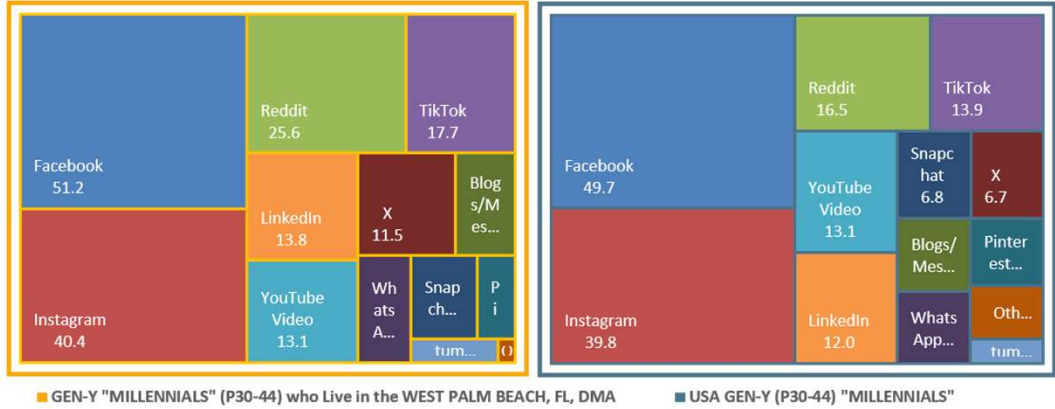


300,038 or 71.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Facebook for an average of 60.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

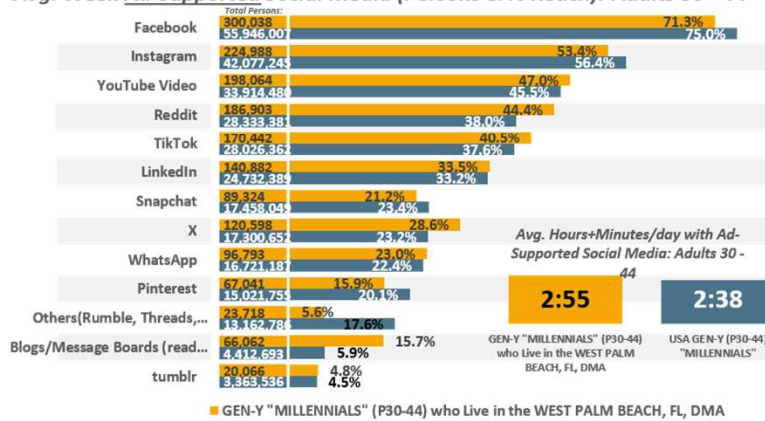
Avg. Week All Social Media (Persons & % Reach): Adults 30 - 44



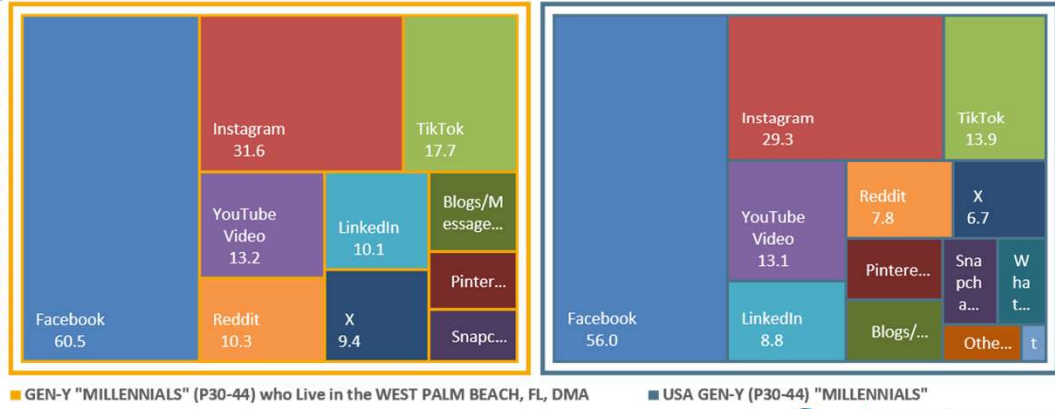
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



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USA Projection USA Qual Intab 5,886

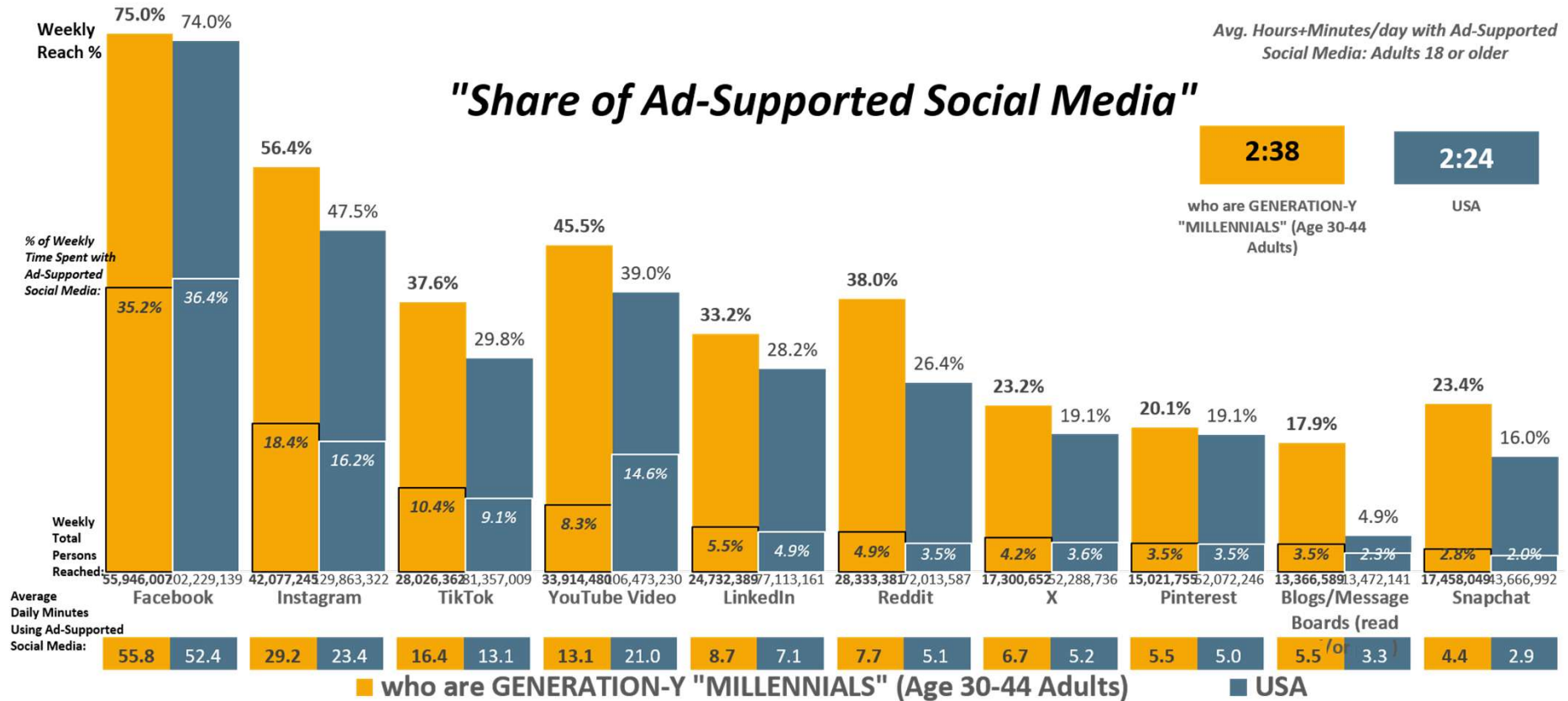
soefa.ai Share of Everything for Anything

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



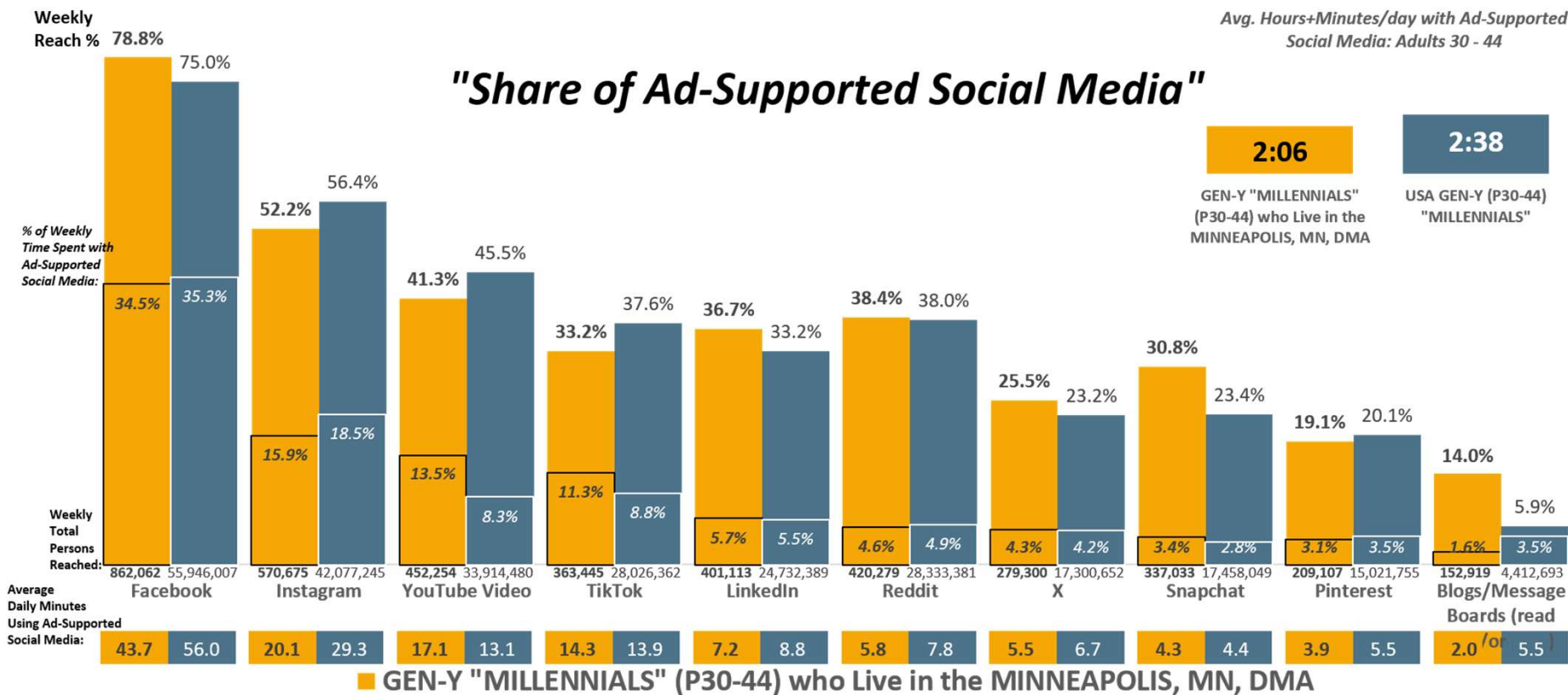
55,946,007 or 75.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) use Ad-Supported Facebook for an average of 55.8 minutes every day representing 35.2% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"





862,062 or 78.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA use Ad-Supported Facebook for an average of 43.7 minutes every day representing 34.5% of all time spent daily with Ad-Supported Social Media.



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
 Scarborough R1 2026: Feb25-Feb26 Dual Intab
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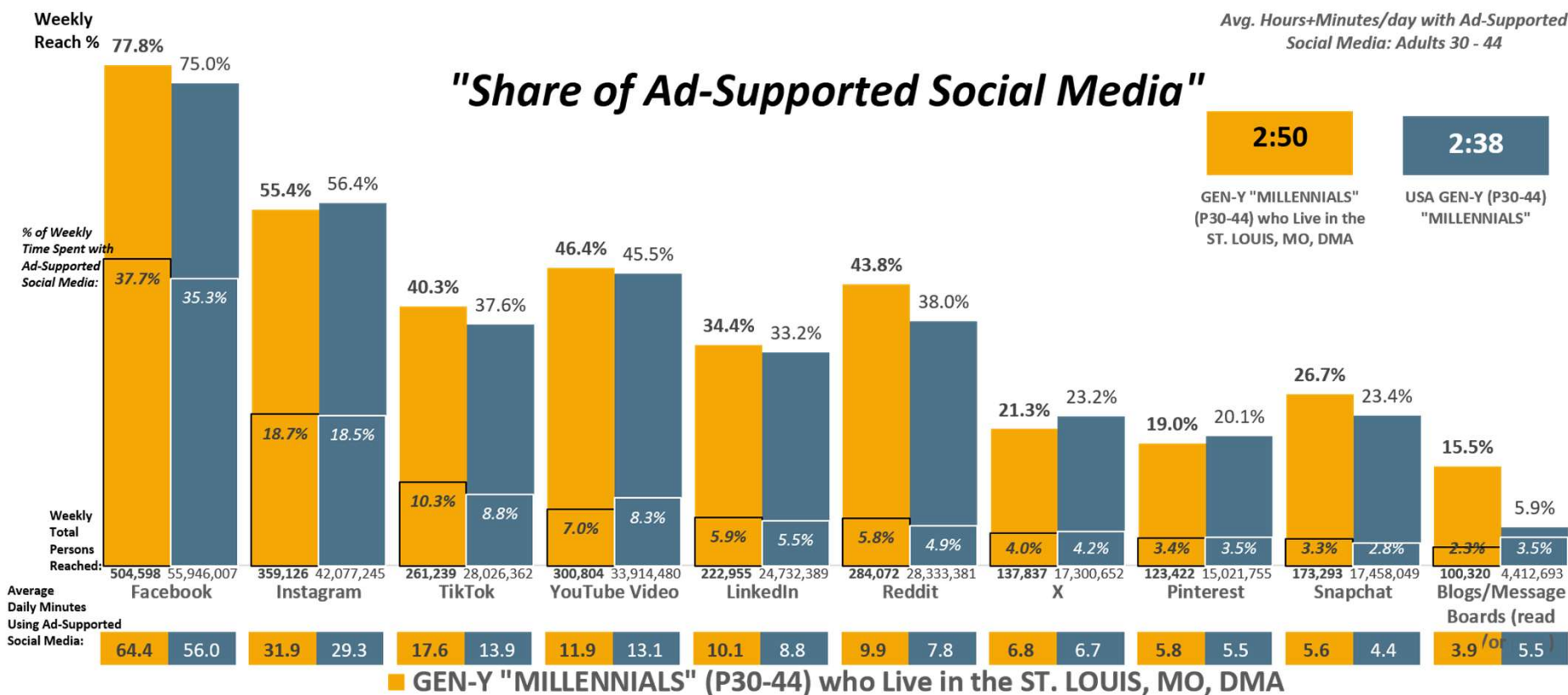
USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything for Anything

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



504,598 or 77.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA use Ad-Supported Facebook for an average of 64.4 minutes every day representing 37.7% of all time spent daily with Ad-Supported Social Media.



USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection
Dual Intab

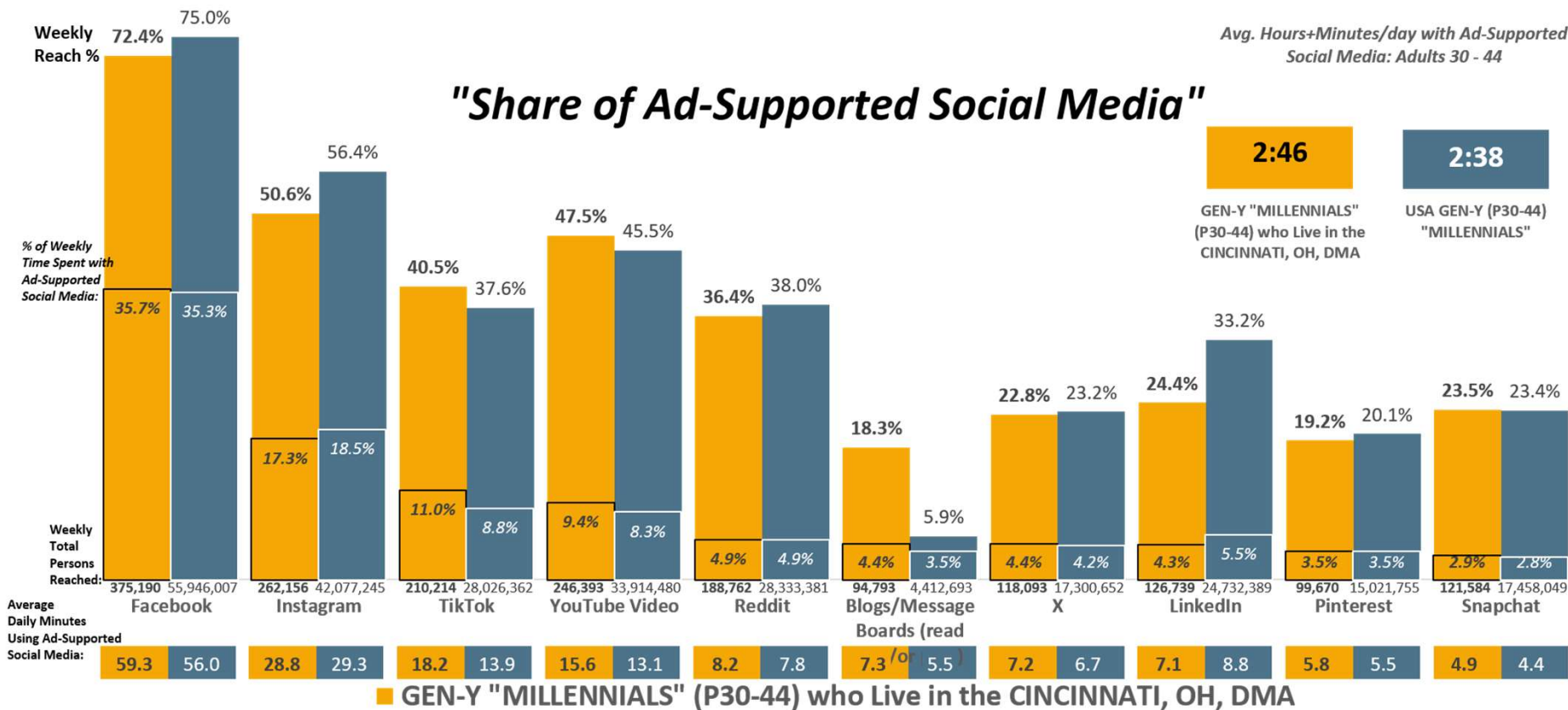
USA Projection USA Qual Intab 5,886

soefa.ai Share of Everything for Anything

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



375,190 or 72.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA use Ad-Supported Facebook for an average of 59.3 minutes every day representing 35.7% of all time spent daily with Ad-Supported Social Media.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Feb25-Feb26
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USA Projection
 Dual Intab

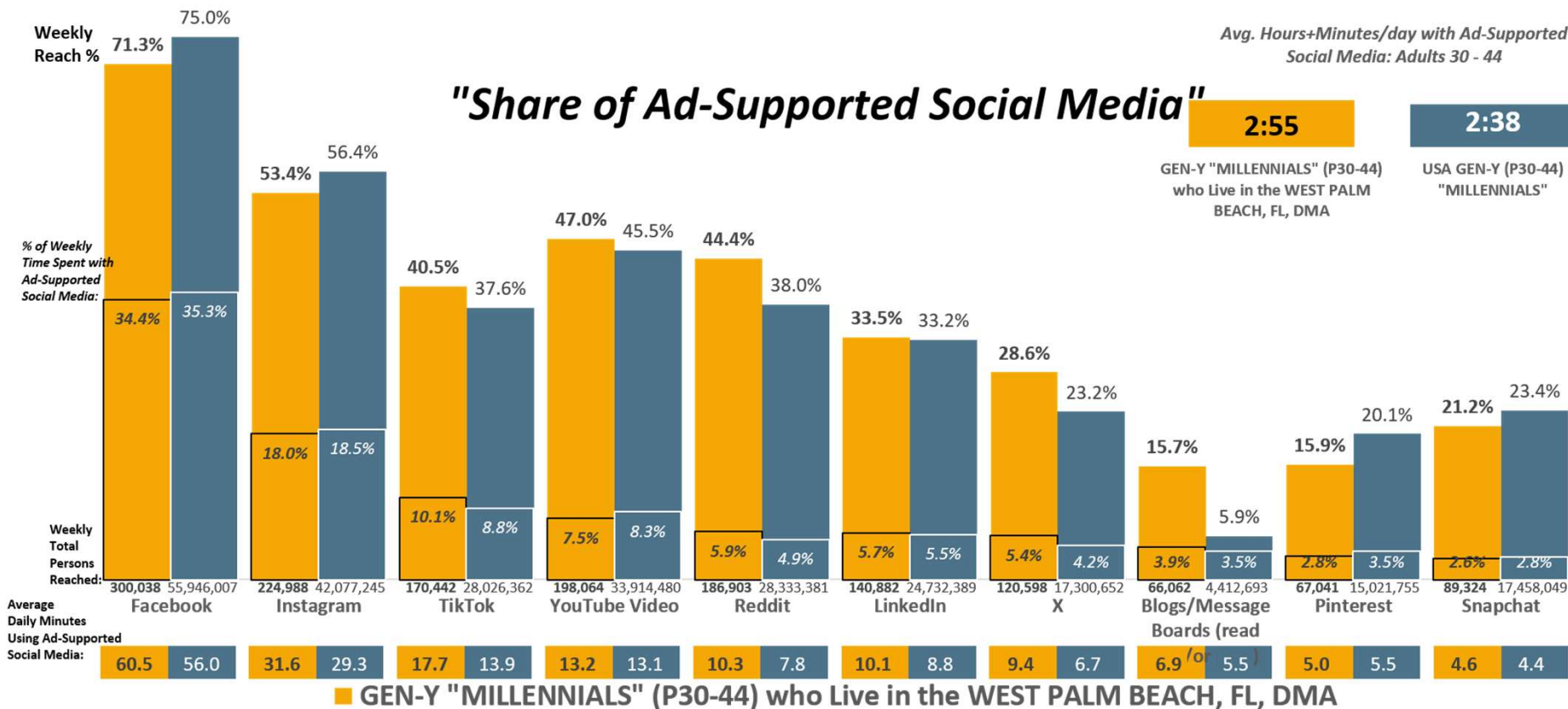
USA Projection USA Qual Intab 5,886

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



300,038 or 71.3% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA use Ad-Supported Facebook for an average of 60.5 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



USA GEN-Y (P30-44) "MILLENNIALS"
 Scarborough R1 2026: Jan25-Jan26
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USA Projection USA Qual Intab 5,886

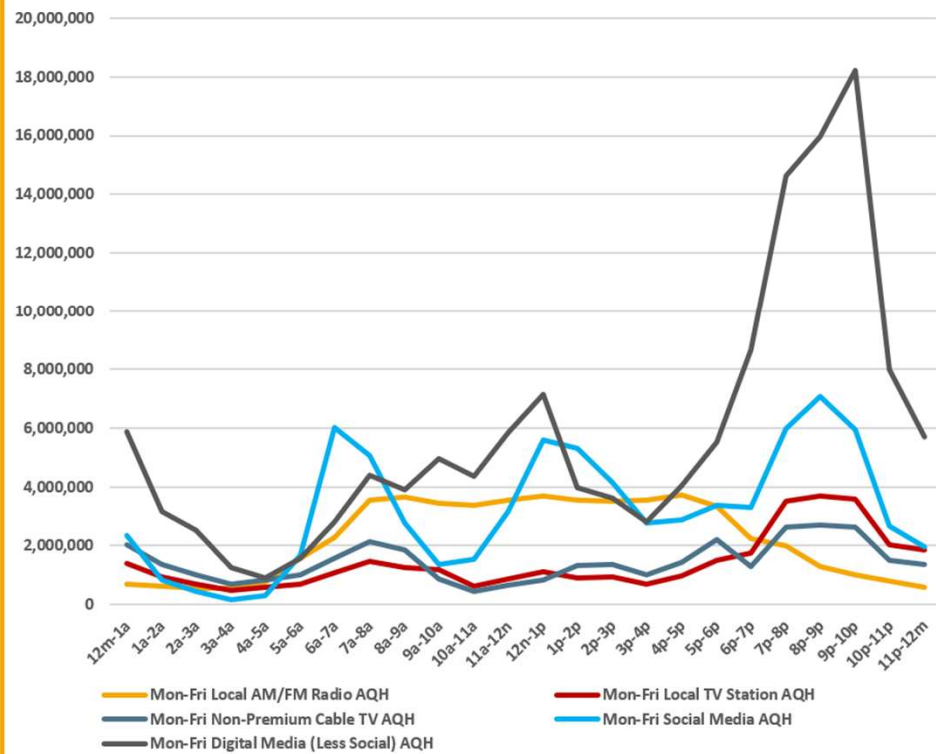
soefa.ai Share of Everything for Anything

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

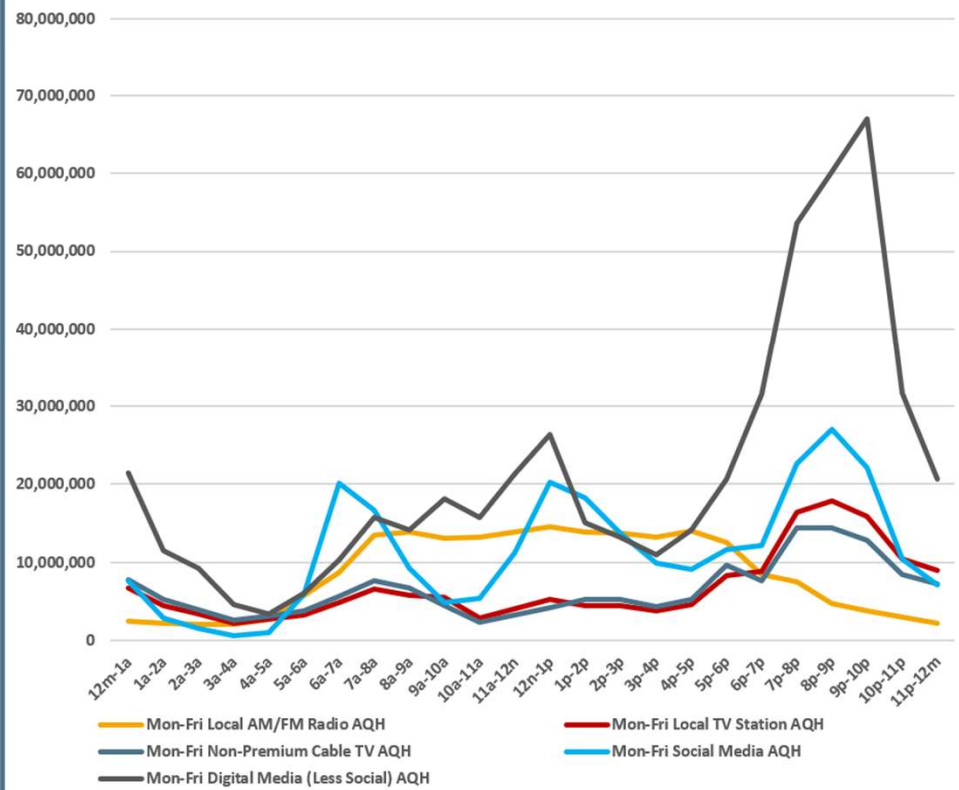


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,772,723; Social Media: 3,635,425; Local Radio: 3,339,424; Non-Prem. Cable: 1,304,873; Local TV: 1,104,690 reaching Adults 18 or older who are GENERATION-Y "MILLENNIALS"

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



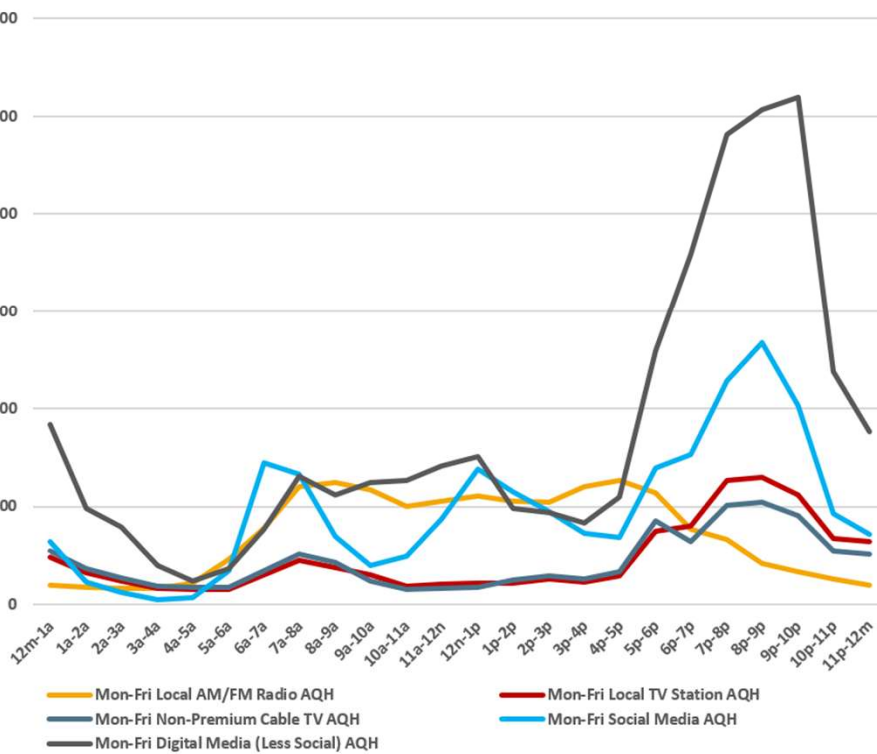
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older**



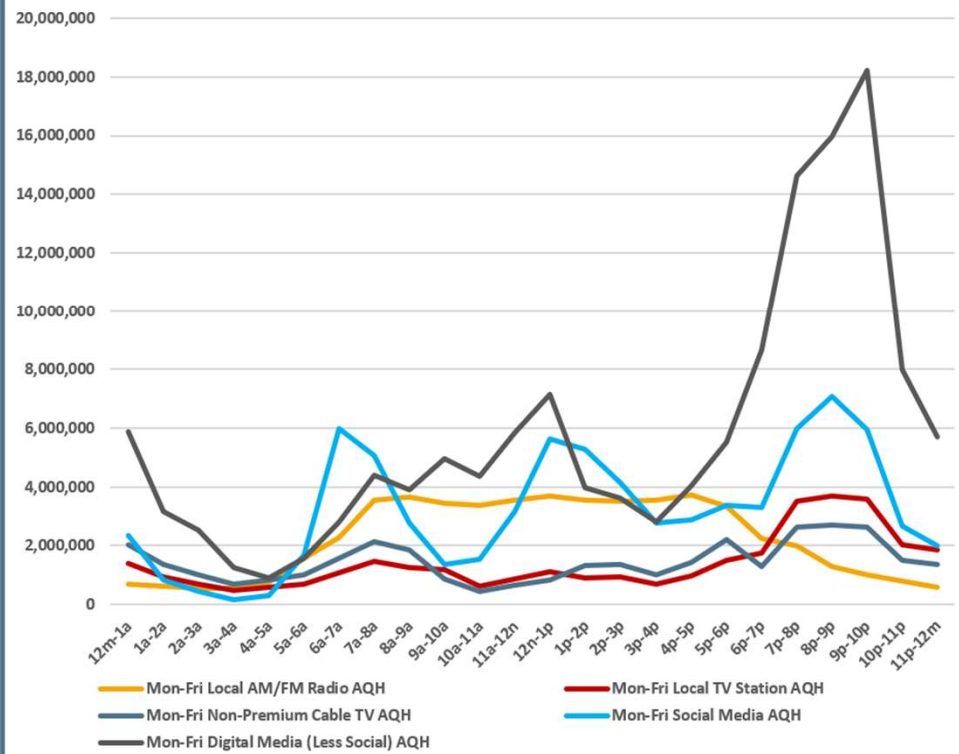


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 71,716;
Local Radio: 53,963; Social Media: 50,102; Non-Prem. Cable: 17,939; Local TV: 17,606
reaching Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in
the MINNEAPOLIS, MN, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Y (P30-44) "MILLENNIALS" 210 DMA Area Adults 30
- 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

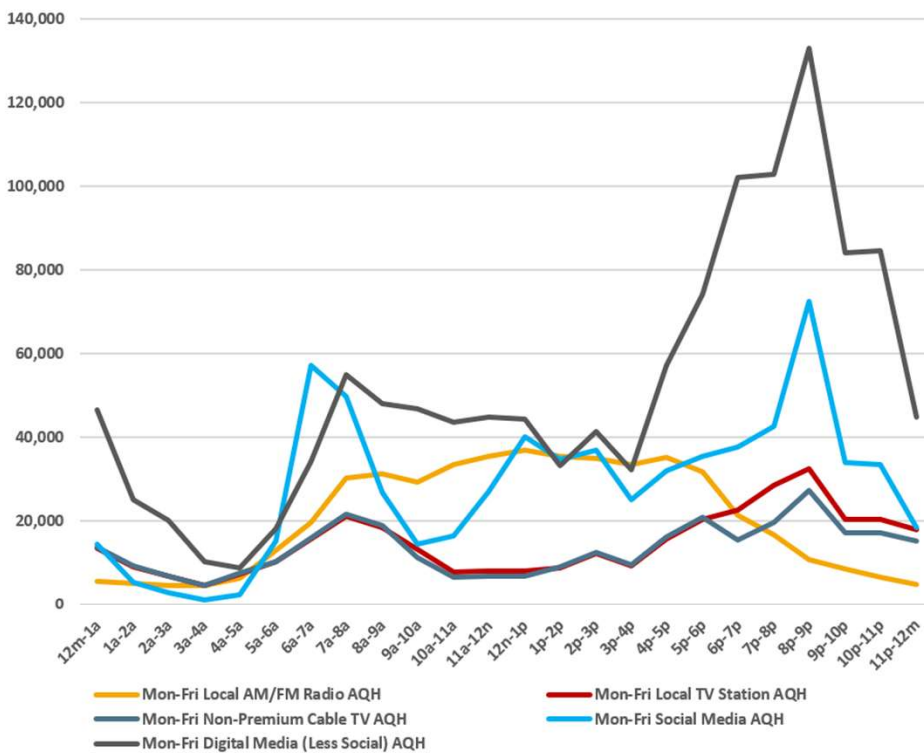
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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for Anything.

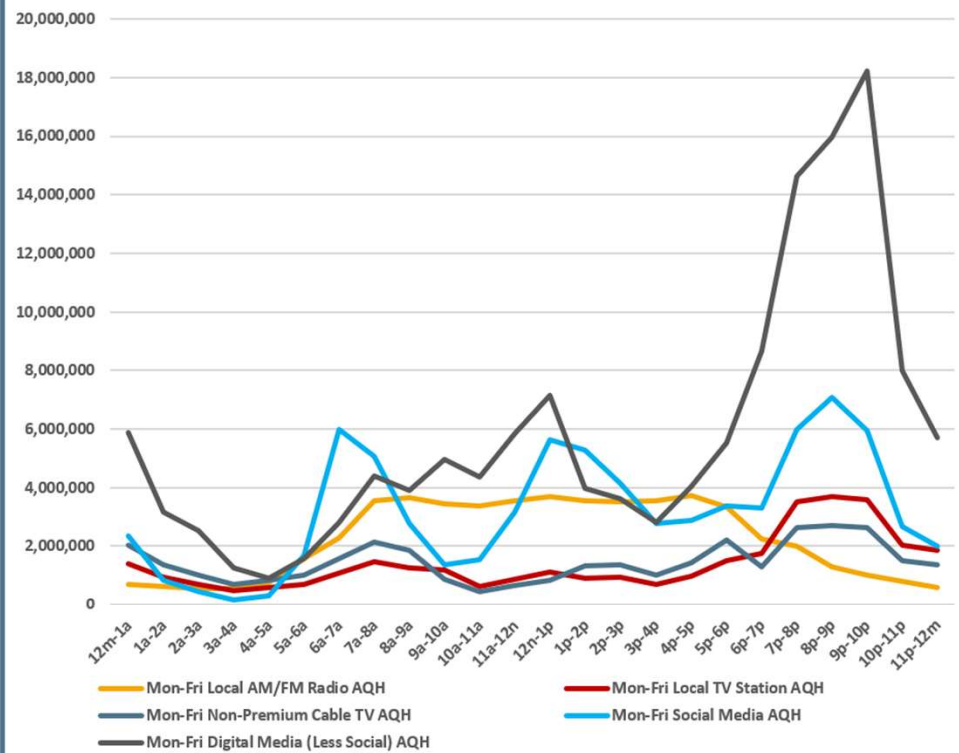


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 50,574; Social Media: 33,381; Local Radio: 31,439; Local TV: 13,960; Non-Prem. Cable: 13,161 reaching Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUI

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in
the ST. LOUIS, MO, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Y (P30-44) "MILLENNIALS" 210 DMA Area Adults 30
- 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

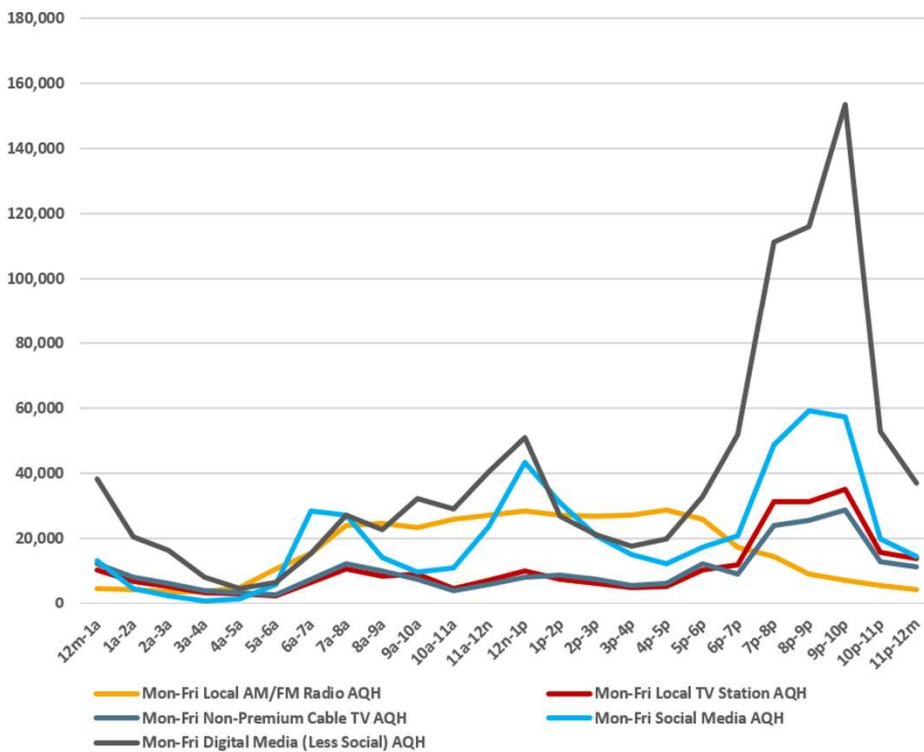
soefa.ai Share of Everything for Anything ®

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

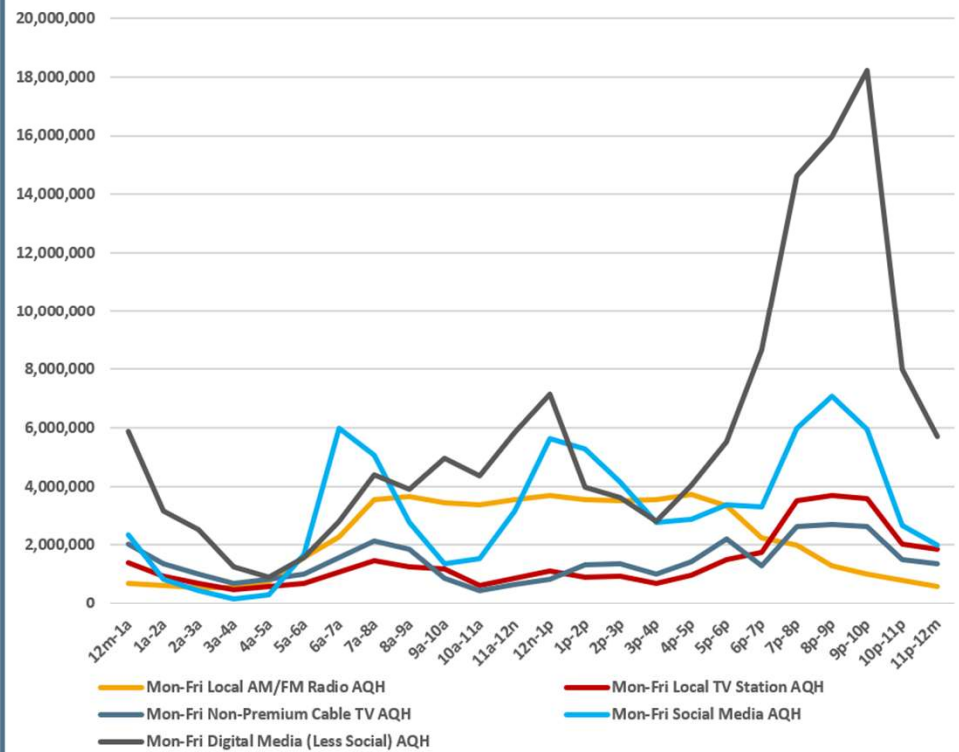


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,836;
Local Radio: 24,784; Social Media: 21,085; Non-Prem. Cable: 8,052; Local TV: 7,881
reaching Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in
the CINCINNATI, OH, DMA**



**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Y (P30-44) "MILLENNIALS" 210 DMA Area Adults 30
- 44**



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

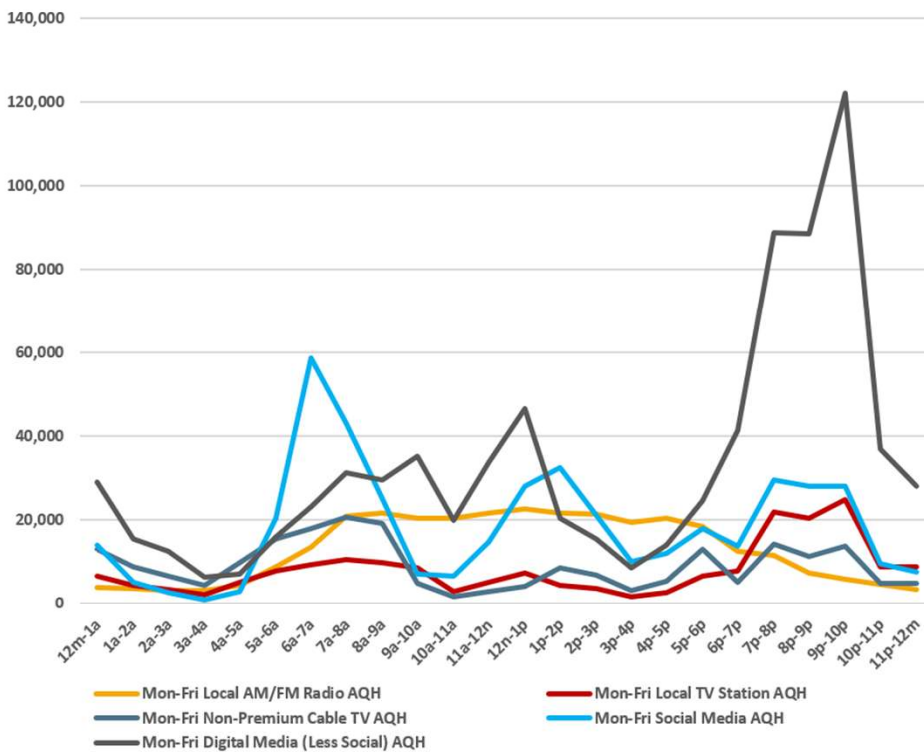
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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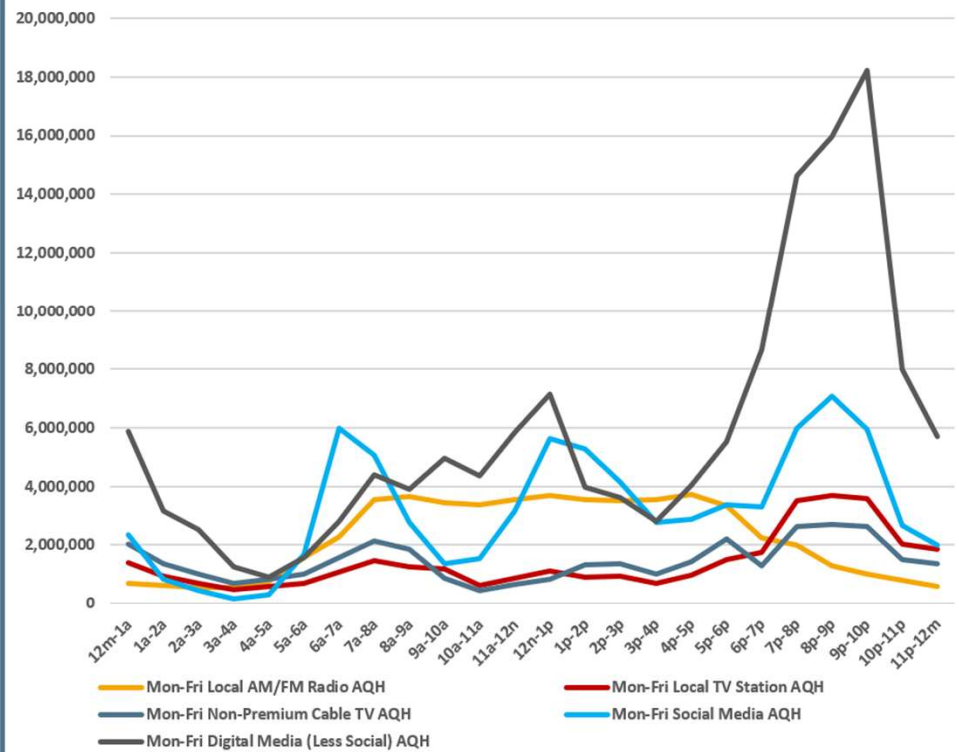


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,404;
Social Media: 22,348; Local Radio: 19,573; Non-Prem. Cable: 8,669; Local TV: 6,125
reaching Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in
the WEST PALM BEACH, FL, DMA



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA GEN-Y (P30-44) "MILLENNIALS" 210 DMA Area Adults 30
- 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

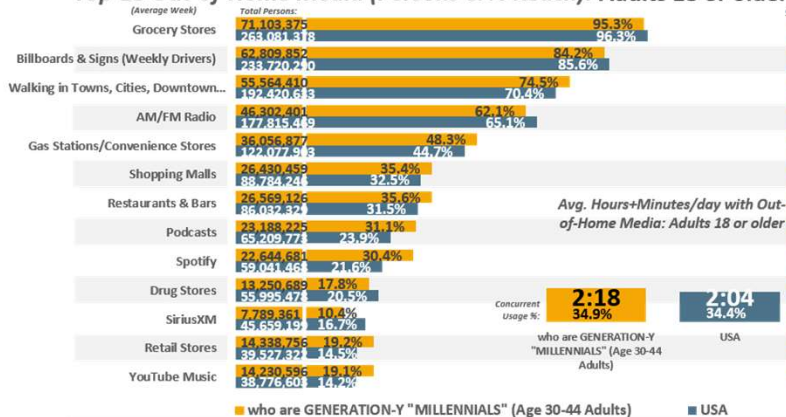
(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

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for Anything ®

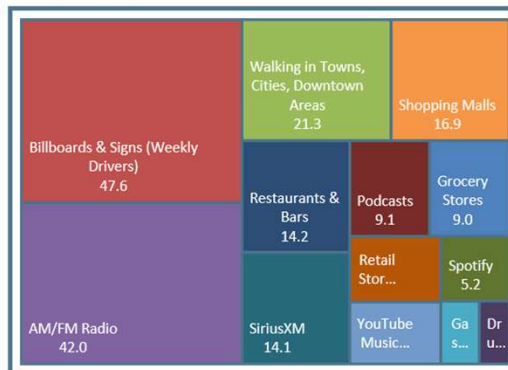
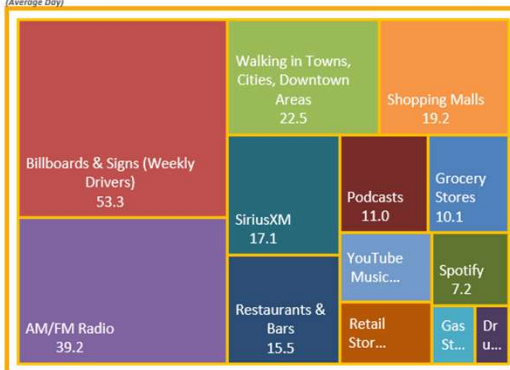


62,809,852 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.3 minutes per day driving, seeing Billboards and Signs. 60.3% Listen to Local Radio Stations Out-of-Home for an average of 35.7 minutes/

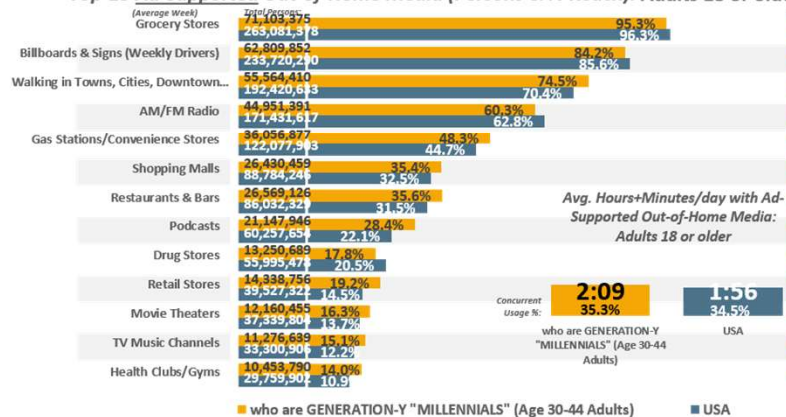
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



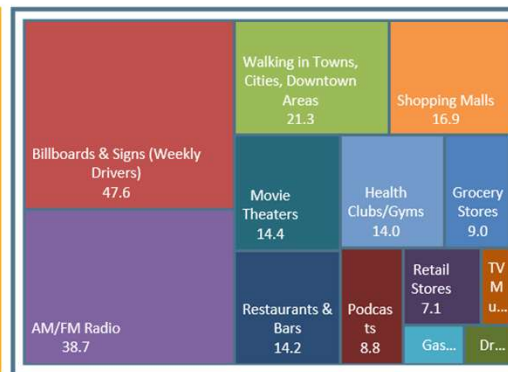
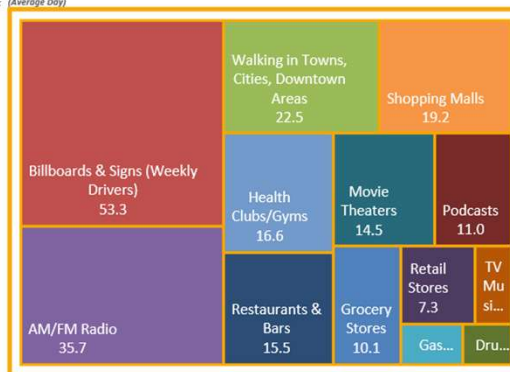
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

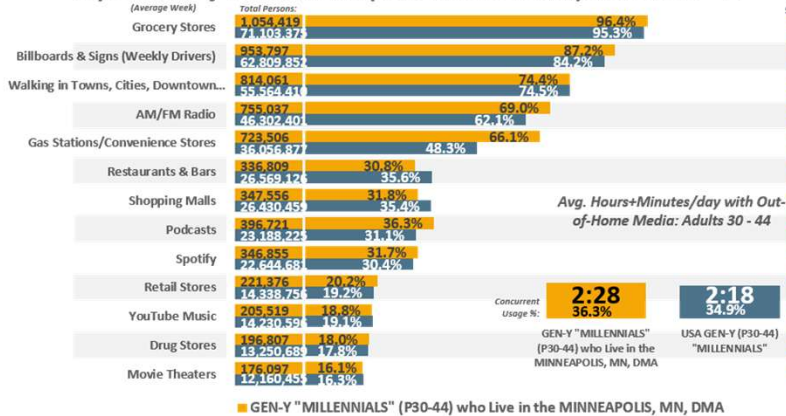
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

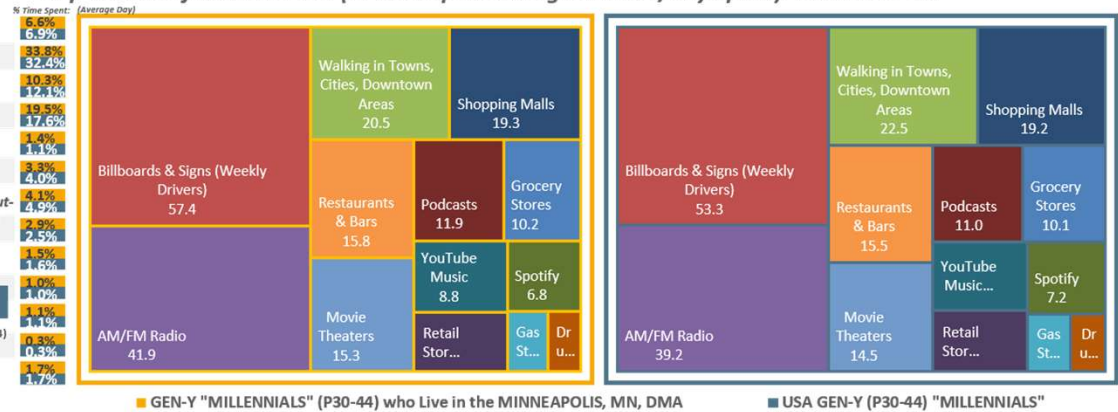


953,797 or 87.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA spend an average of 57.4 minutes per day driving, seeing Billboards and Signs. 66.% Listen to Local Radio Stations Out-of-Home for an average of 36.5 minu

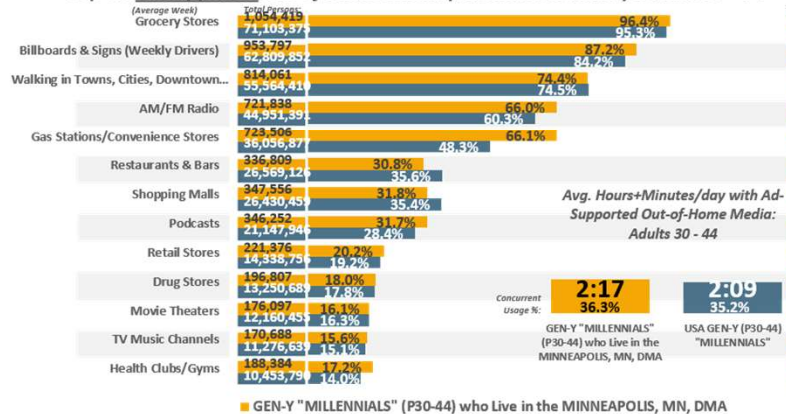
Top-13 Out-of-Home Media (Persons & % Reach): Adults 30 - 44



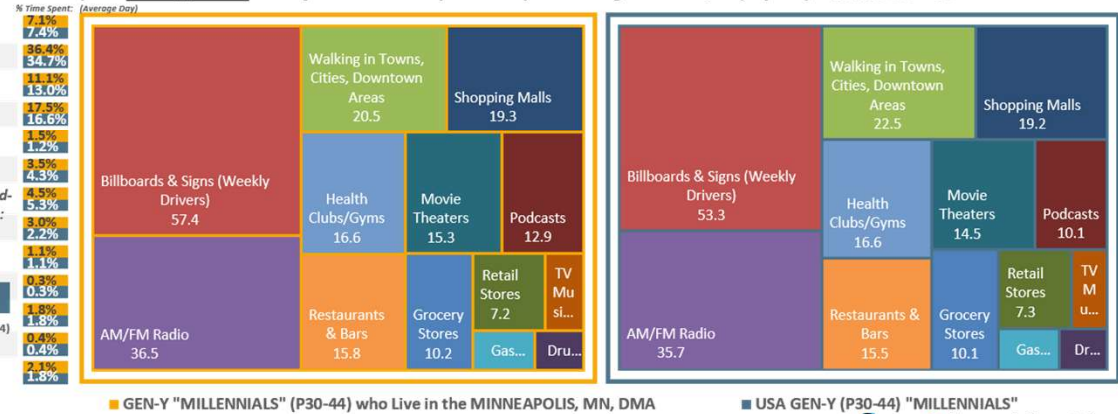
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

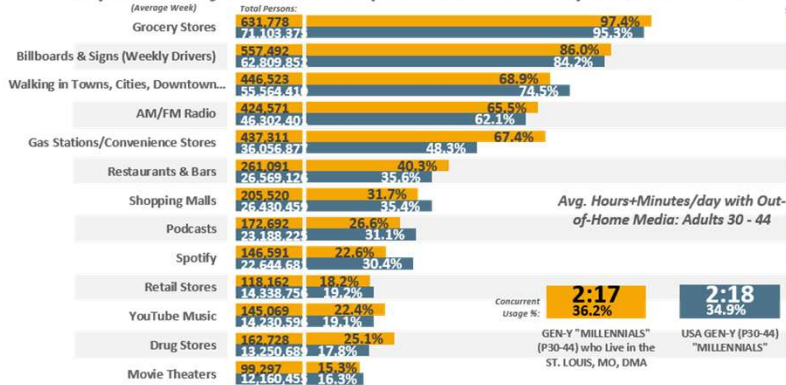
soefa.ai Share of Everything for Anything

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

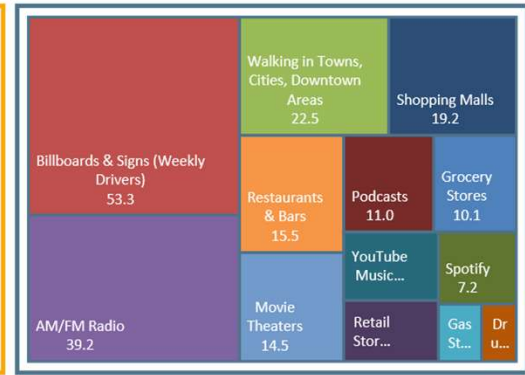
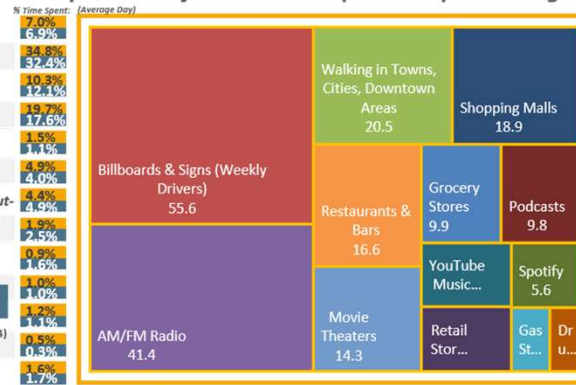


557,492 or 86.% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA spend an average of 55.6 minutes per day driving, seeing Billboards and Signs. 63.8% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minute

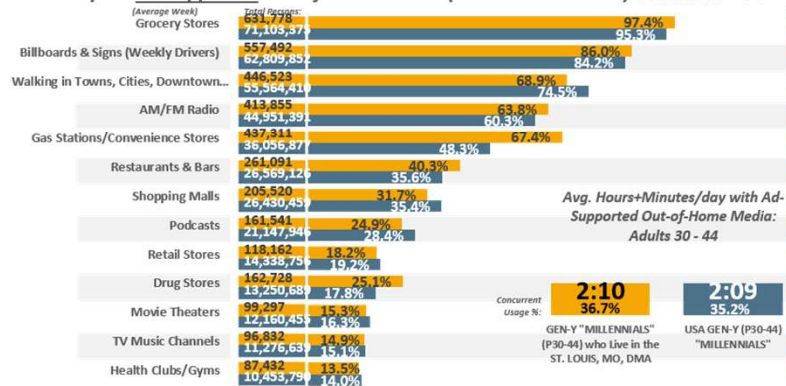
Top-13 Out-of-Home Media (Persons & % Reach): Adults 30 - 44



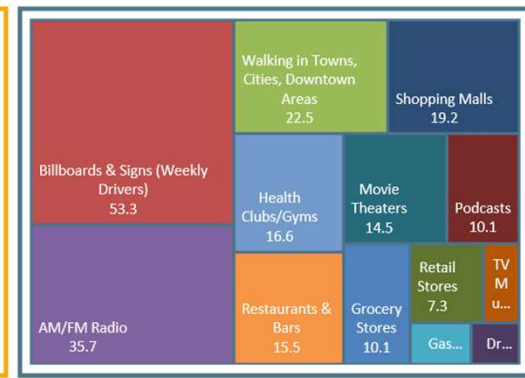
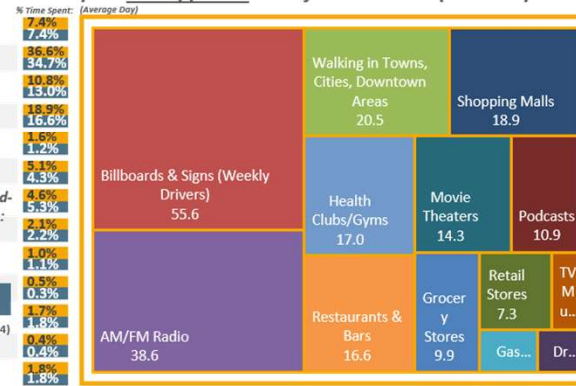
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA
USA GEN-Y (P30-44) "MILLENNIALS"
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GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA

USA GEN-Y (P30-44) "MILLENNIALS"

USA Projection USA Qual Intab 5,886

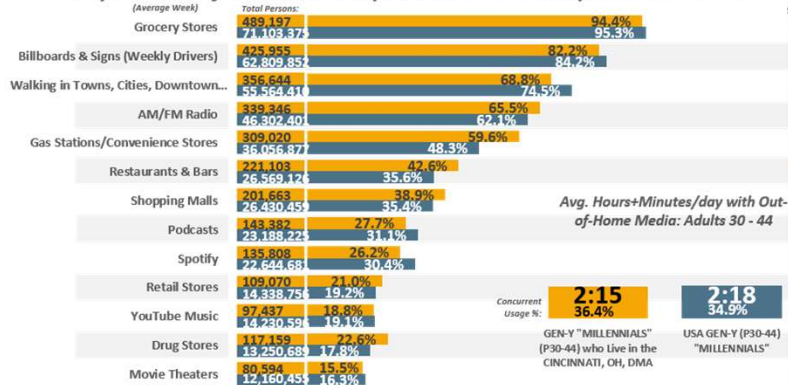
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

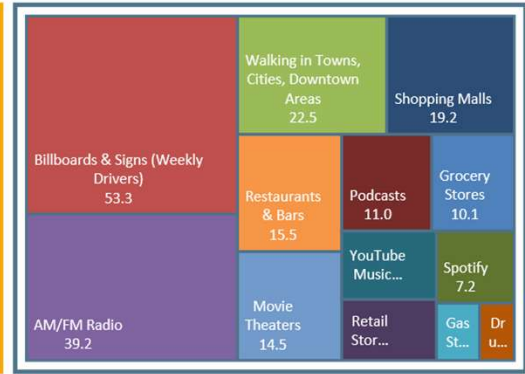
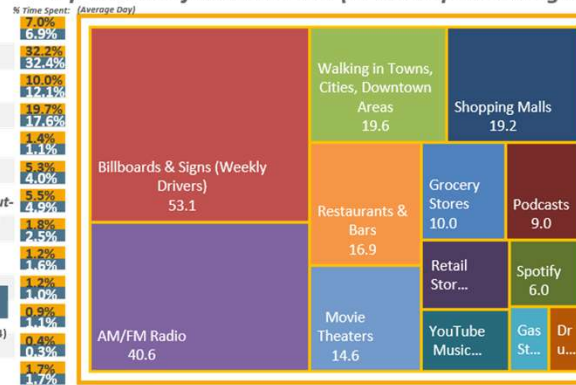


425,955 or 82.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA spend an average of 53.1 minutes per day driving, seeing Billboards and Signs. 63.6% Listen to Local Radio Stations Out-of-Home for an average of 38.4 minu

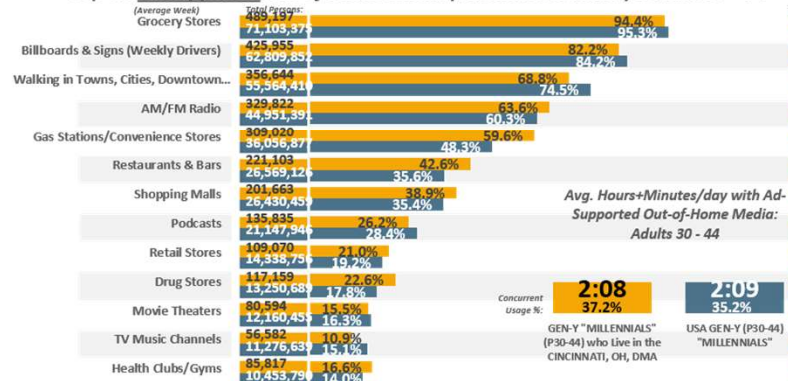
Top-13 Out-of-Home Media (Persons & % Reach): Adults 30 - 44



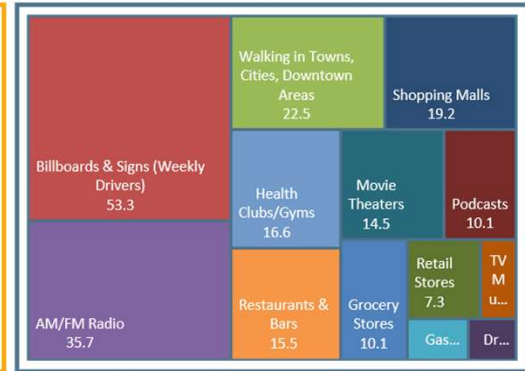
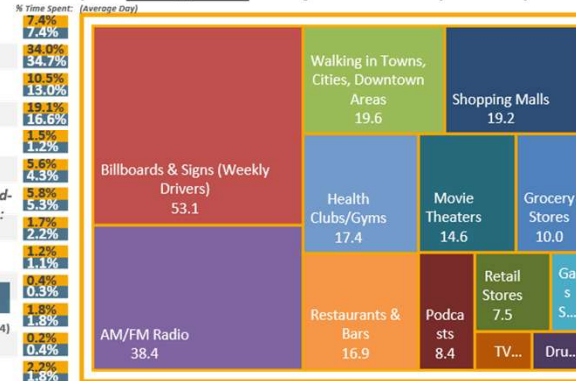
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 30 - 44



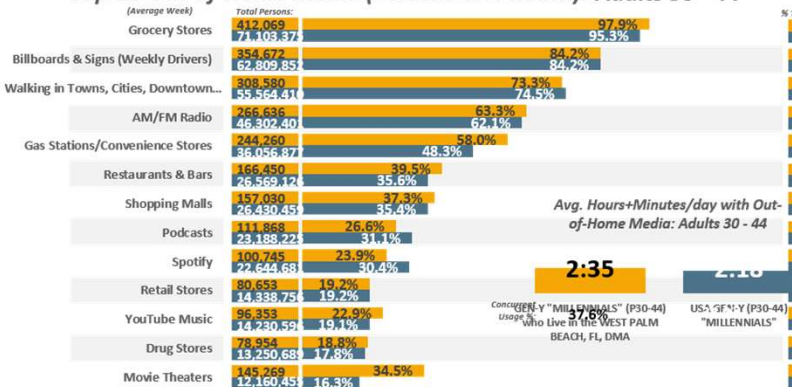
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



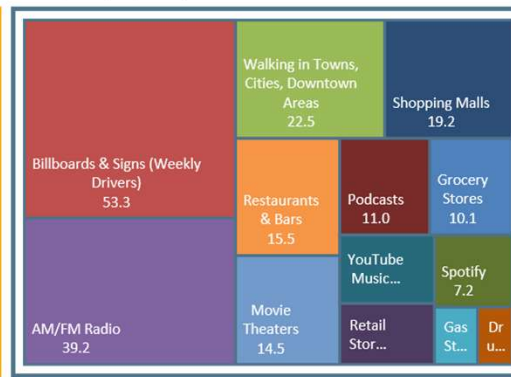
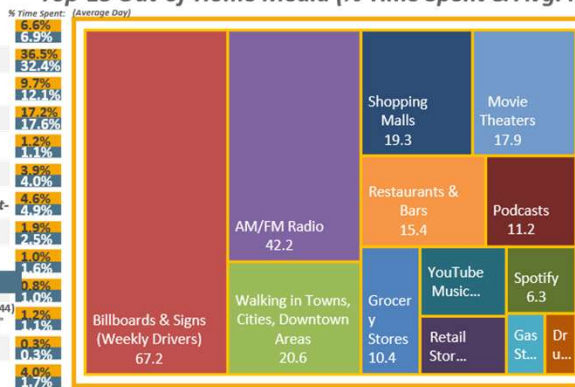


354,672 or 84.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA spend an average of 67.2 minutes per day driving, seeing Billboards and Signs. 62.3% Listen to Local Radio Stations Out-of-Home for an average of 40.2

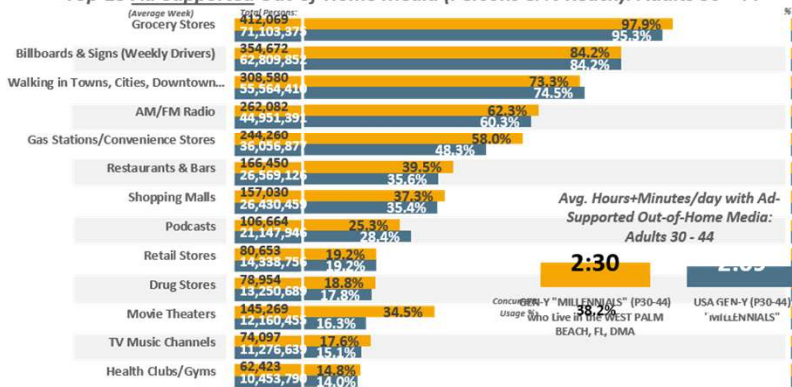
Top-13 Out-of-Home Media (Persons & % Reach): Adults 30 - 44



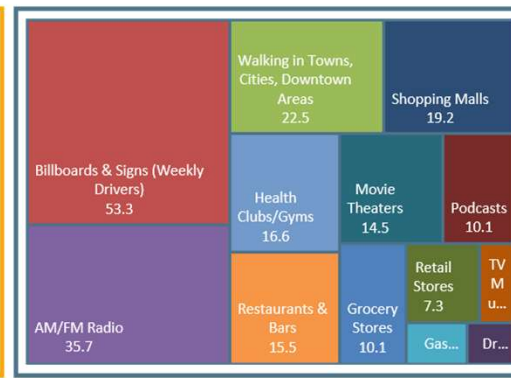
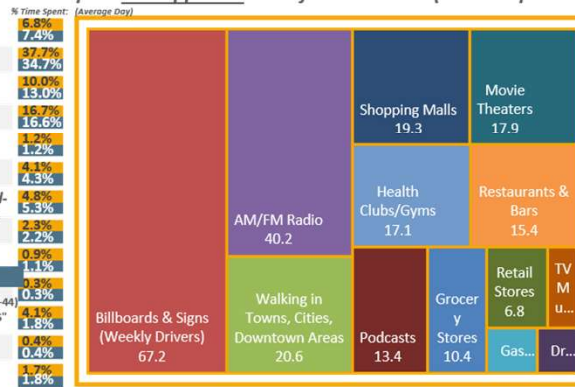
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 30 - 44



Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



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

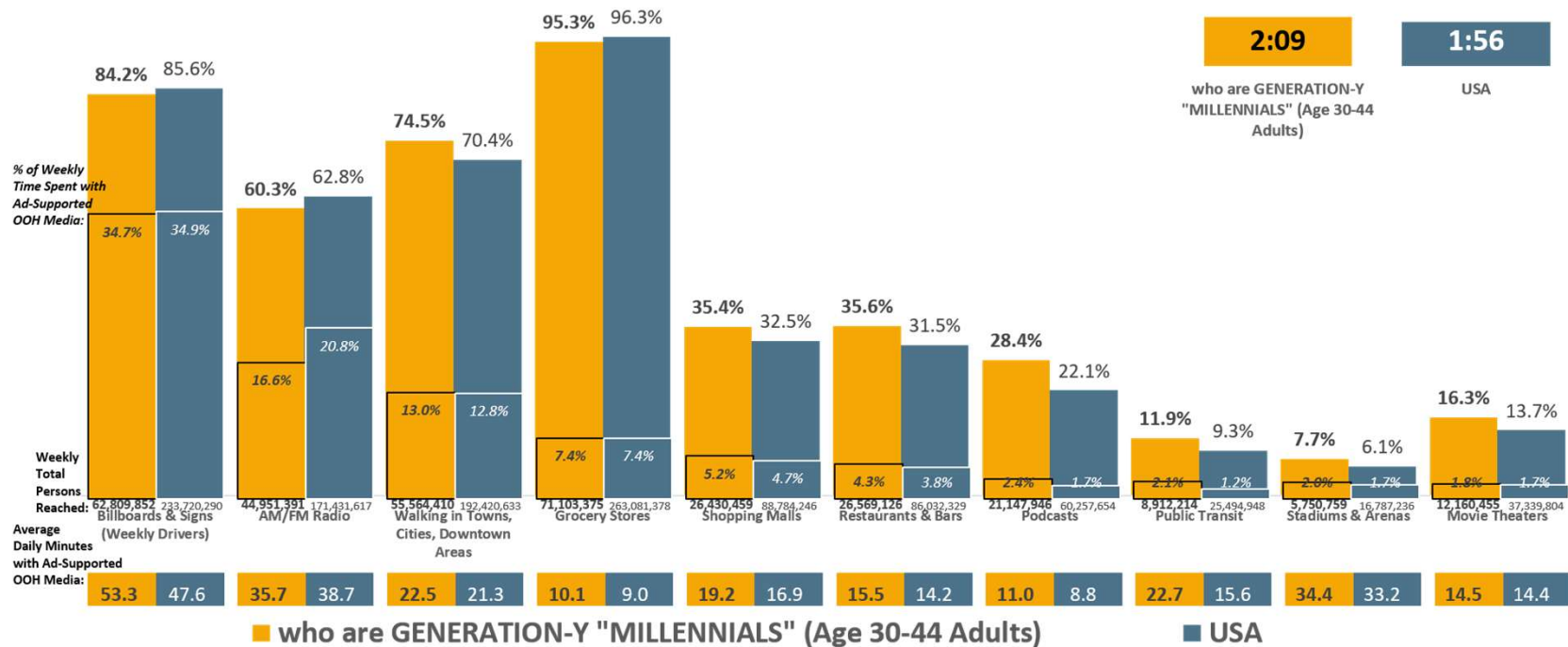


62,809,852 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.3 minutes per day driving, seeing Billboards and Signs representing 34.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

soefa.ai Share of Everything for Anything

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

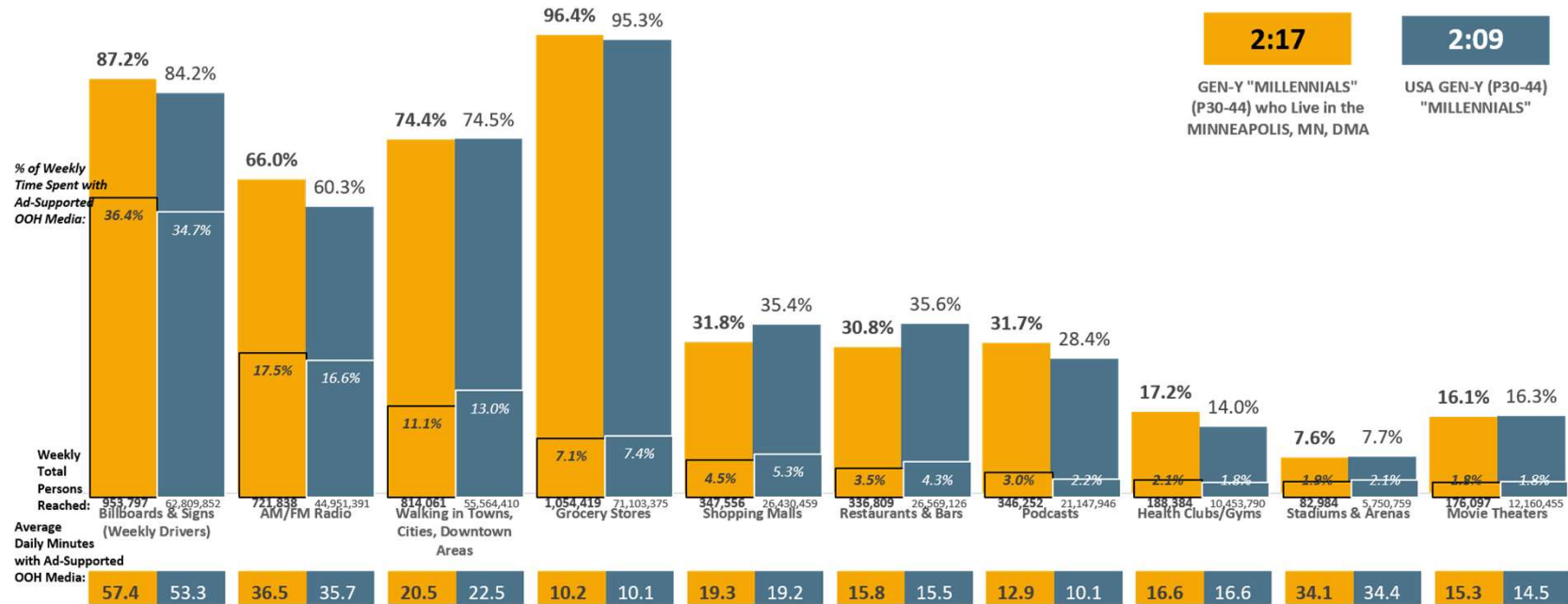


953,797 or 87.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA spend an average of 57.4 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 30 - 44

Weekly Reach %

"Share of Ad-Supported OOH Media"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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USA Projection USA Qual Intab 5,886

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

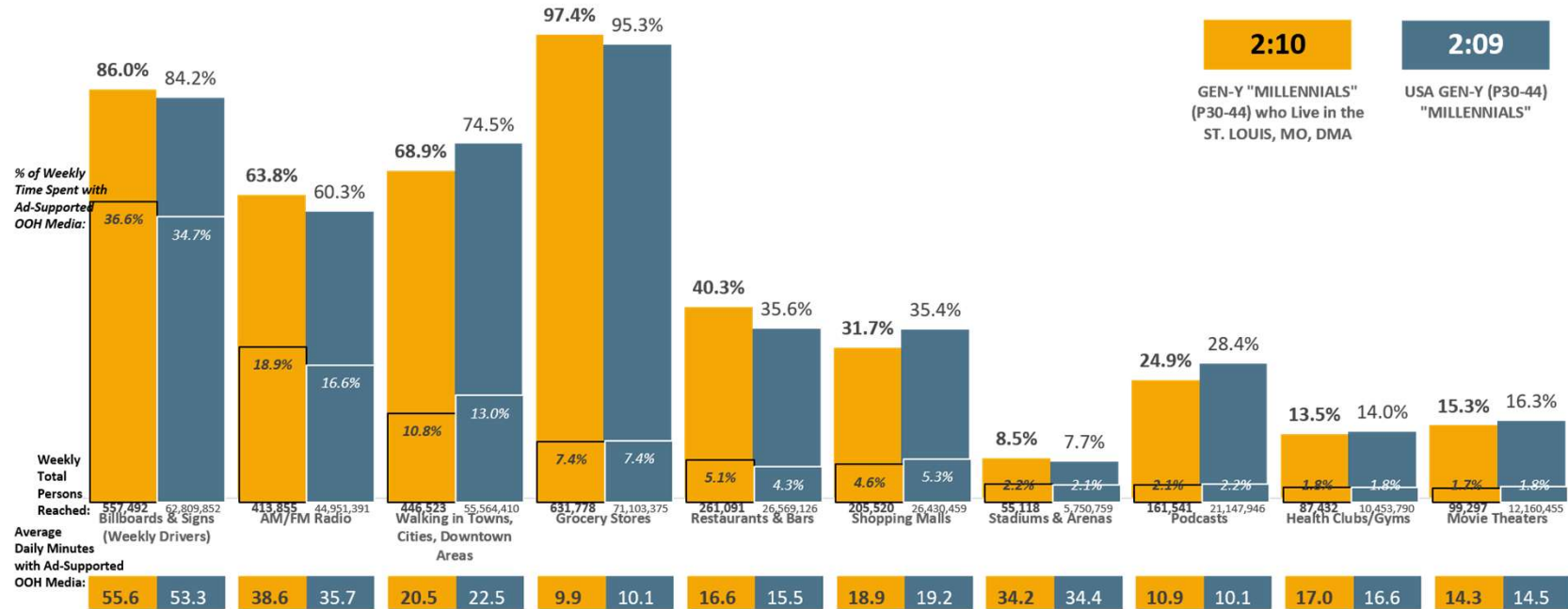


557,492 or 86.% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA spend an average of 55.6 minutes per day driving, seeing Billboards and Signs representing 36.6% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 30 - 44

Weekly
Reach %

"Share of Ad-Supported OOH Media"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

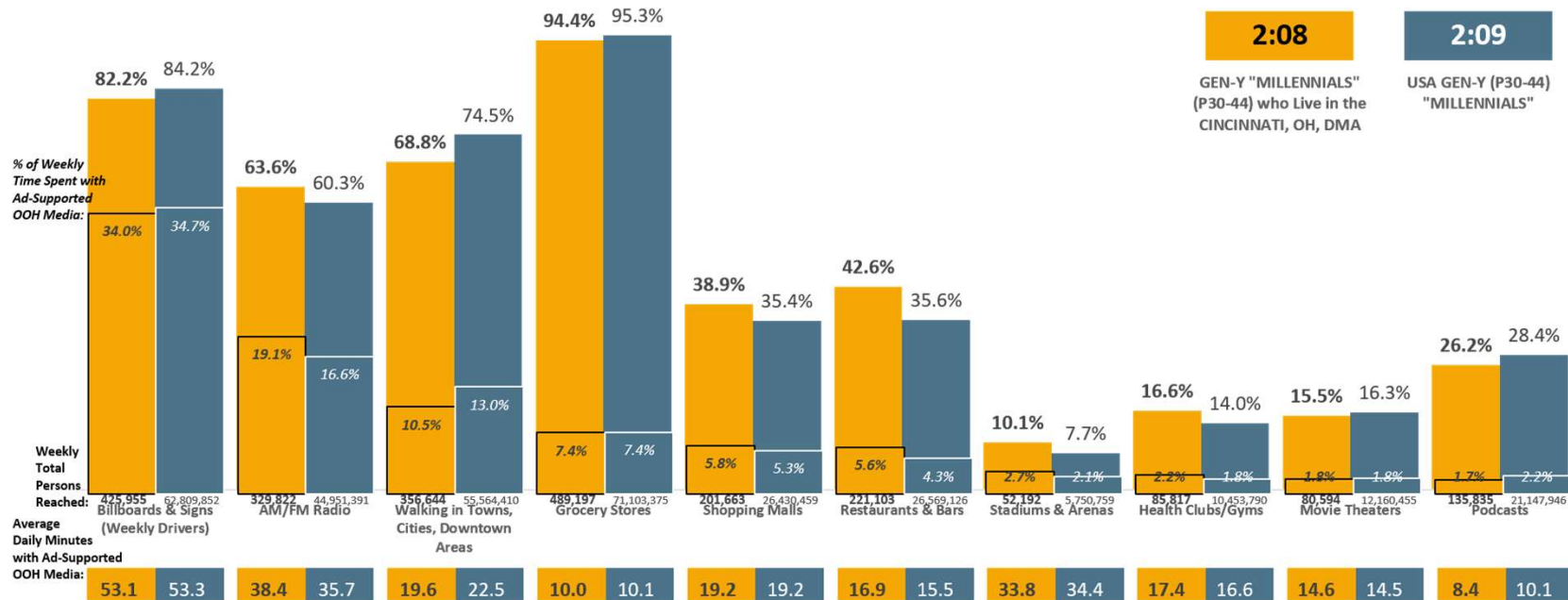


425,955 or 82.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA spend an average of 53.1 minutes per day driving, seeing Billboards and Signs representing 34.0% of all Time Spent with Ad-Supported Out-of-Home Media.

Avg. Hours+Minutes/day with Ad-Supported
Out-of-Home Media: Adults 30 - 44

Weekly
Reach %

"Share of Ad-Supported OOH Media"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Feb25-Feb26
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



354,672 or 84.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA spend an average of 67.2 minutes per day driving, seeing Billboards and Signs representing 37.7% of all Time Spent with Ad-Supported Out-of-Home Media

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 30 - 44

Weekly Reach %

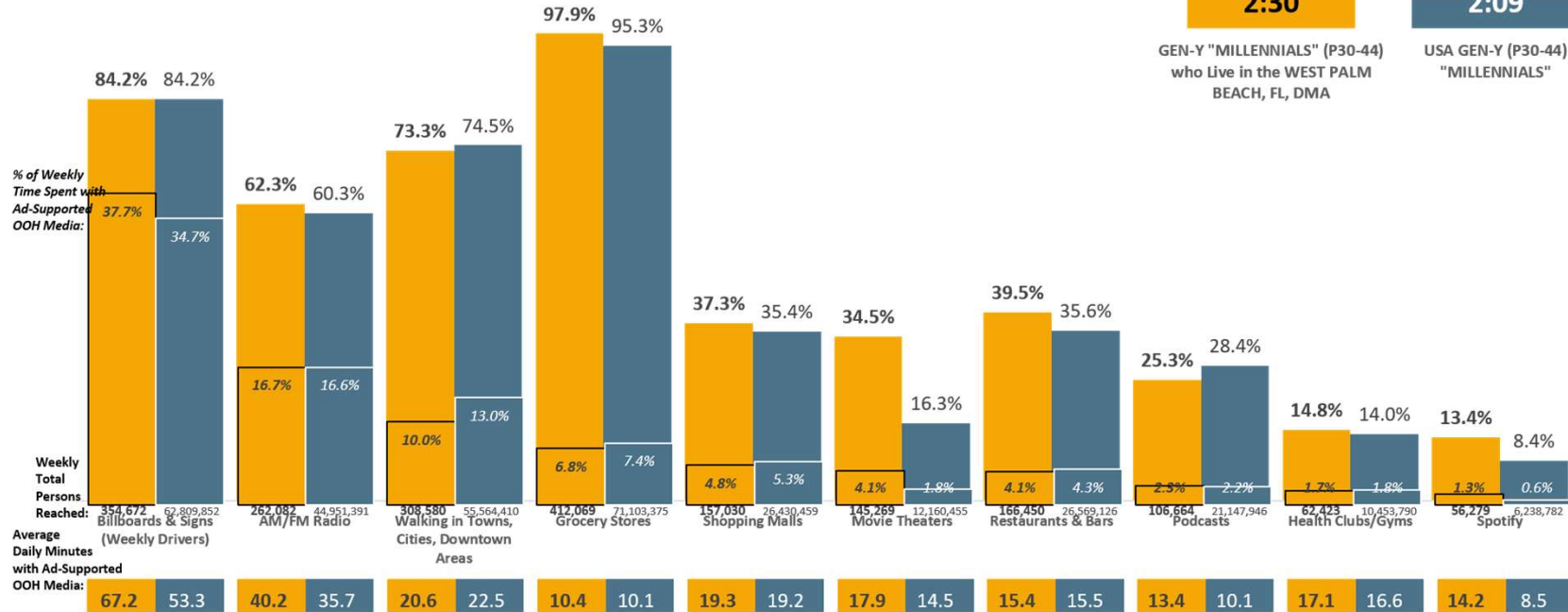
"Share of Ad-Supported OOH Media"

2:30

2:09

GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Jan25-Jan26
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USA Projection
Qual Intab

USA Projection USA Qual Intab 5,886

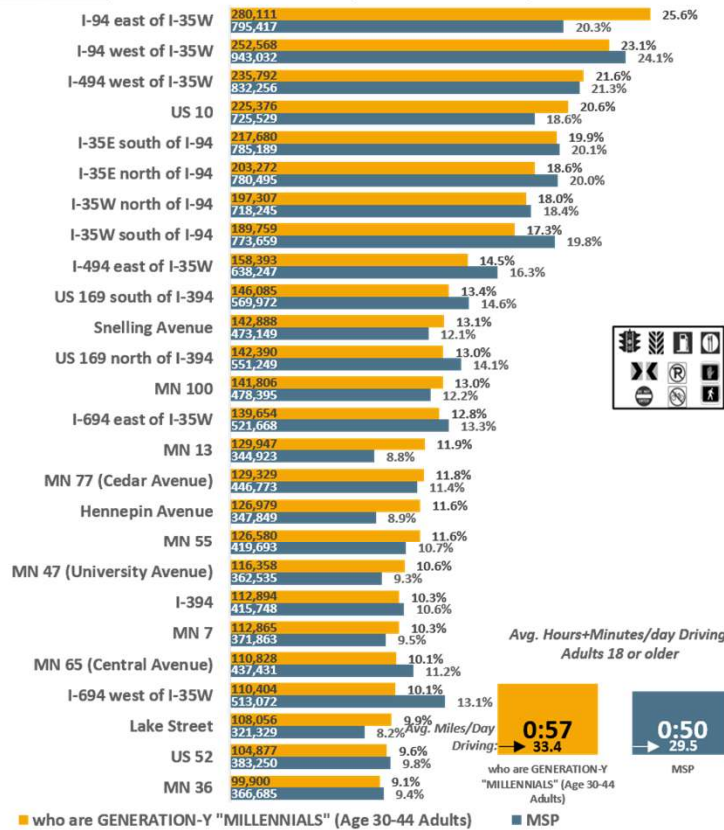
soefa.ai Share of Everything for Anything

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

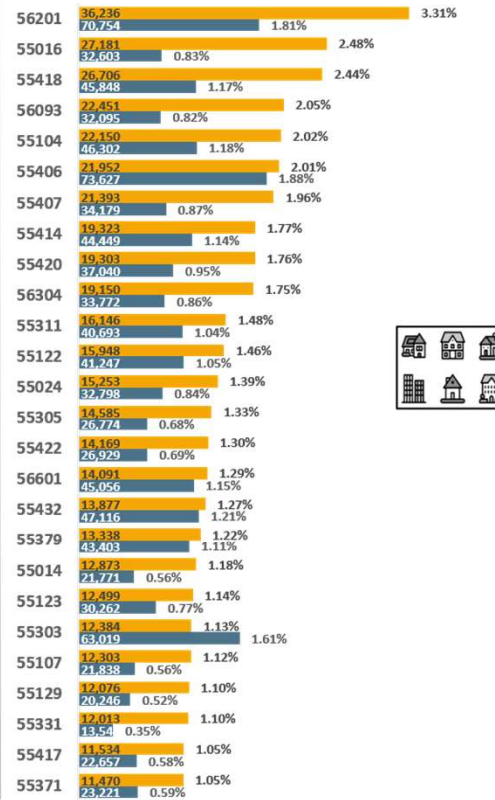


953,797 or 87.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 57.4 minutes per day driving an average of 33.4 miles each day and are 34.7% more likely to use MN 13 than the Metro average.

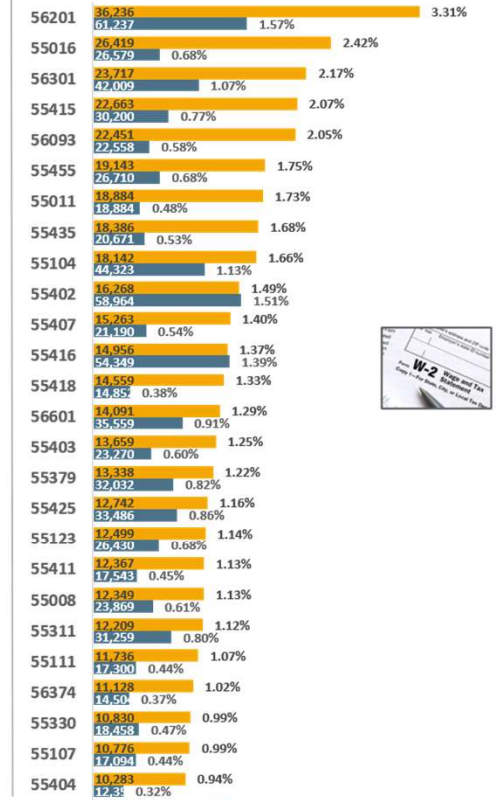
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



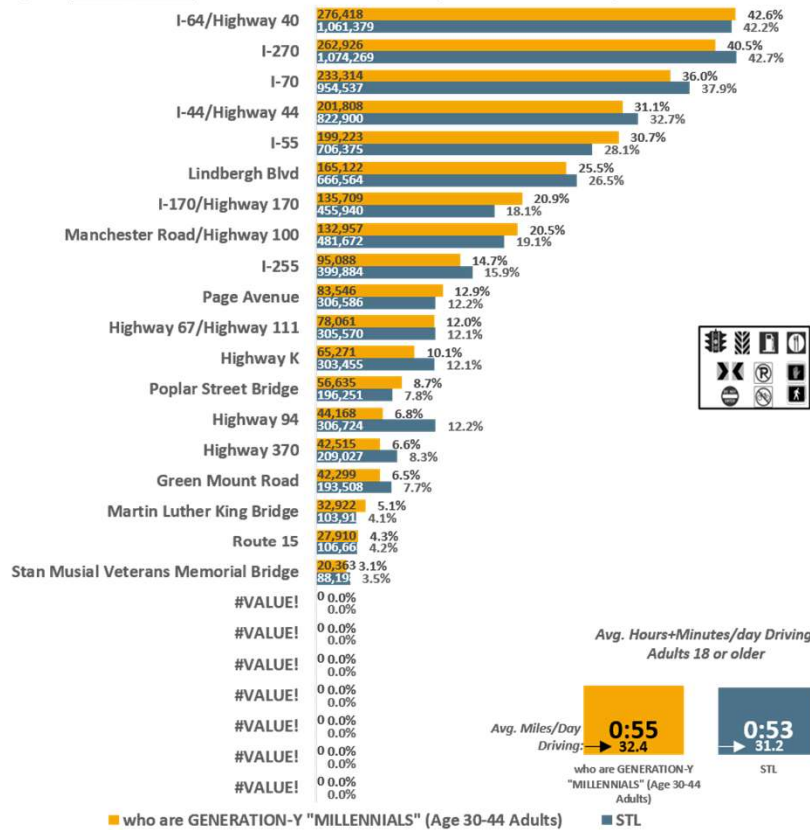
Top-26 Employment Zip Codes: Adults 18 or older



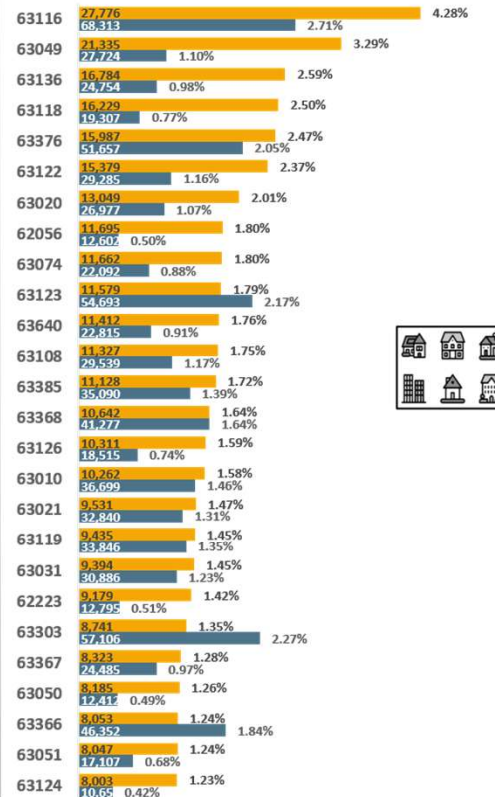


557,492 or 86.% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults)
 spend an average of 55.6 minutes per day driving an average of 32.4 miles each day and are 22.9%
 more likely to use Martin Luther King Bridge than the Metro averag

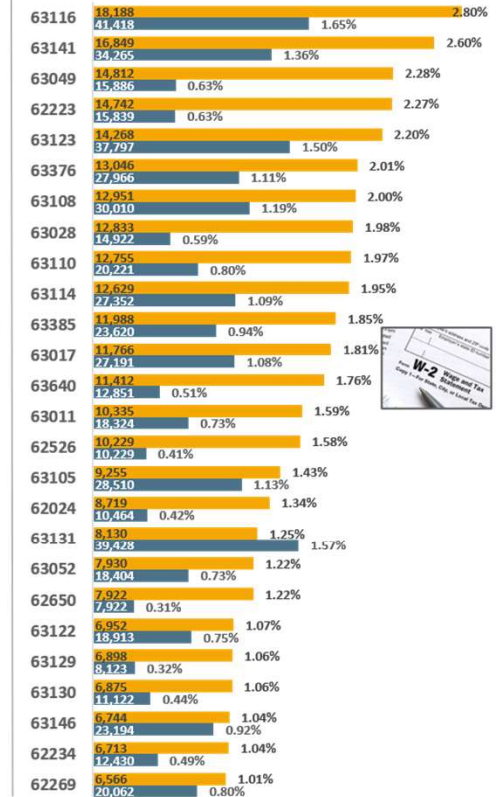
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



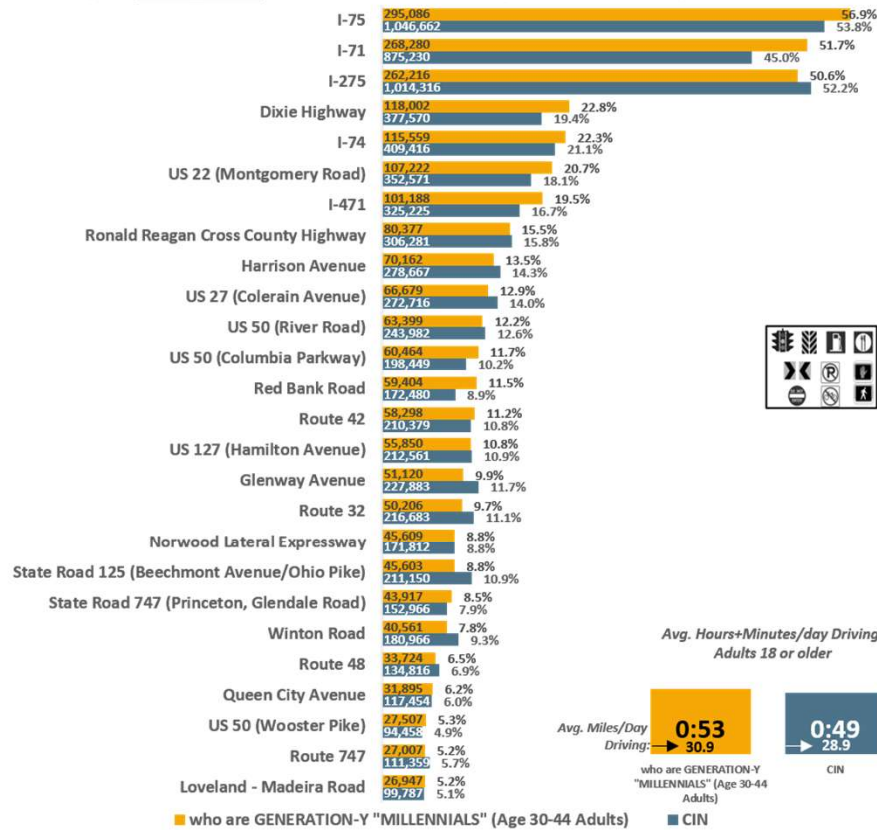
Top-26 Employment Zip Codes: Adults 18 or older



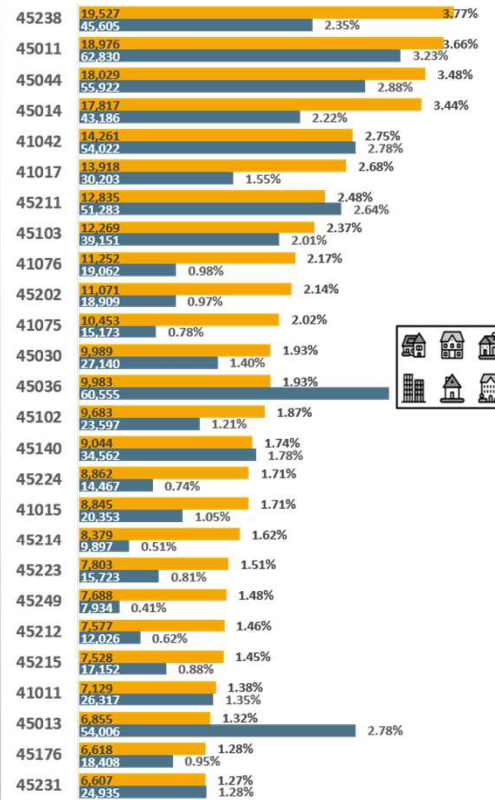


425,955 or 82.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 53.1 minutes per day driving an average of 30.9 miles each day and are 29.1% more likely to use Red Bank Road than the Metro average.

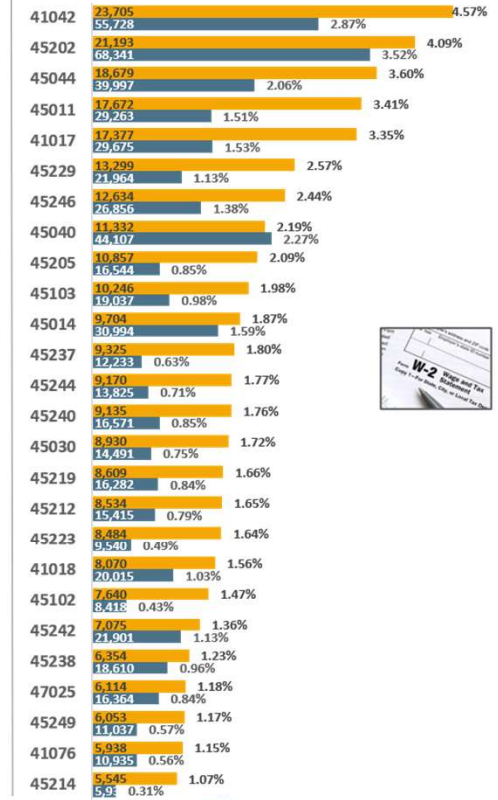
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



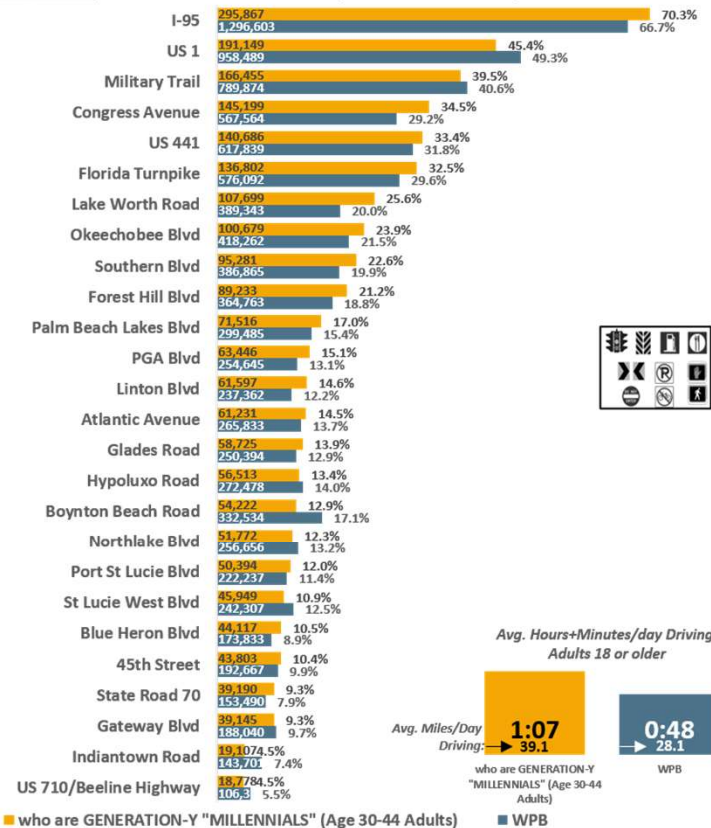
Top-26 Employment Zip Codes: Adults 18 or older



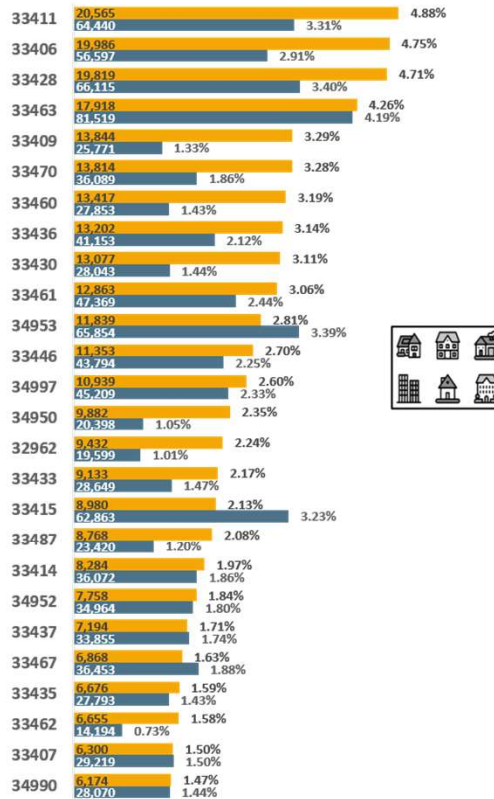


354,672 or 84.2% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) spend an average of 67.2 minutes per day driving an average of 39.1 miles each day and are 27.7% more likely to use Lake Worth Road than the Metro average.

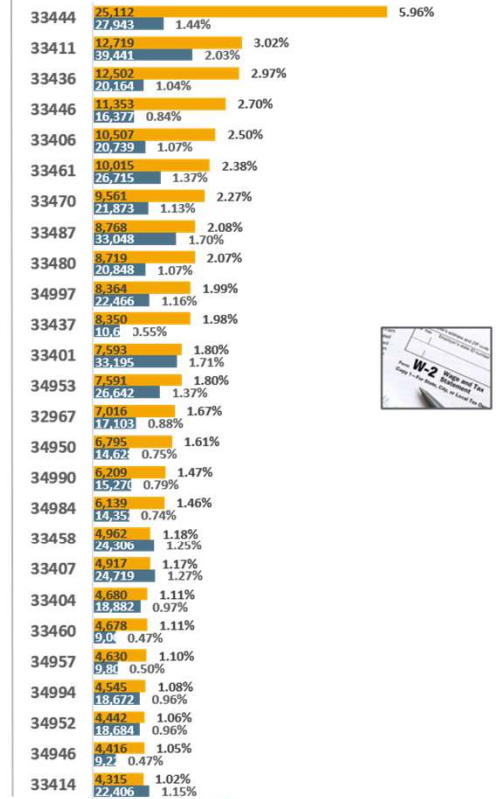
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

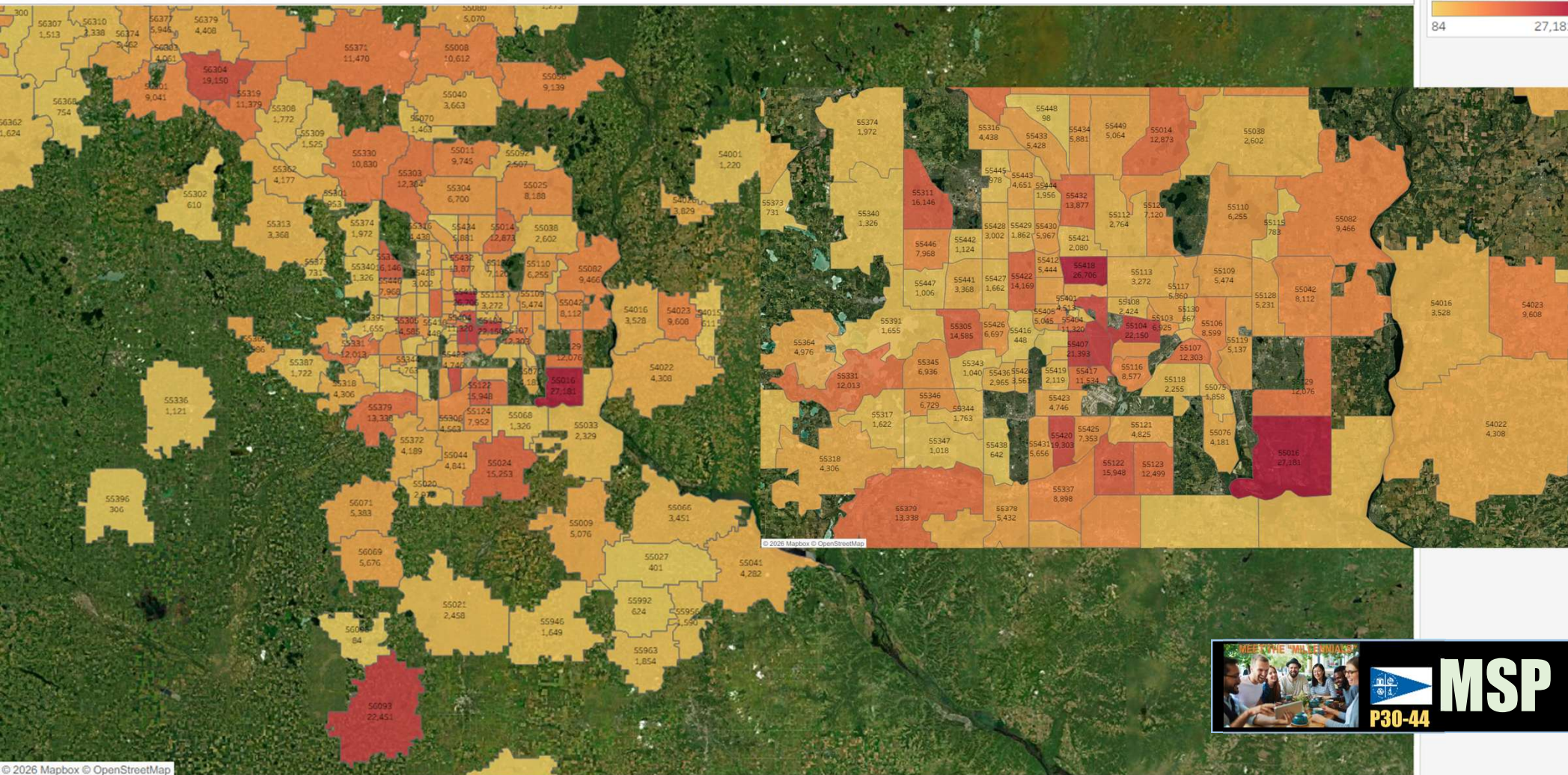


Top-26 Employment Zip Codes: Adults 18 or older



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



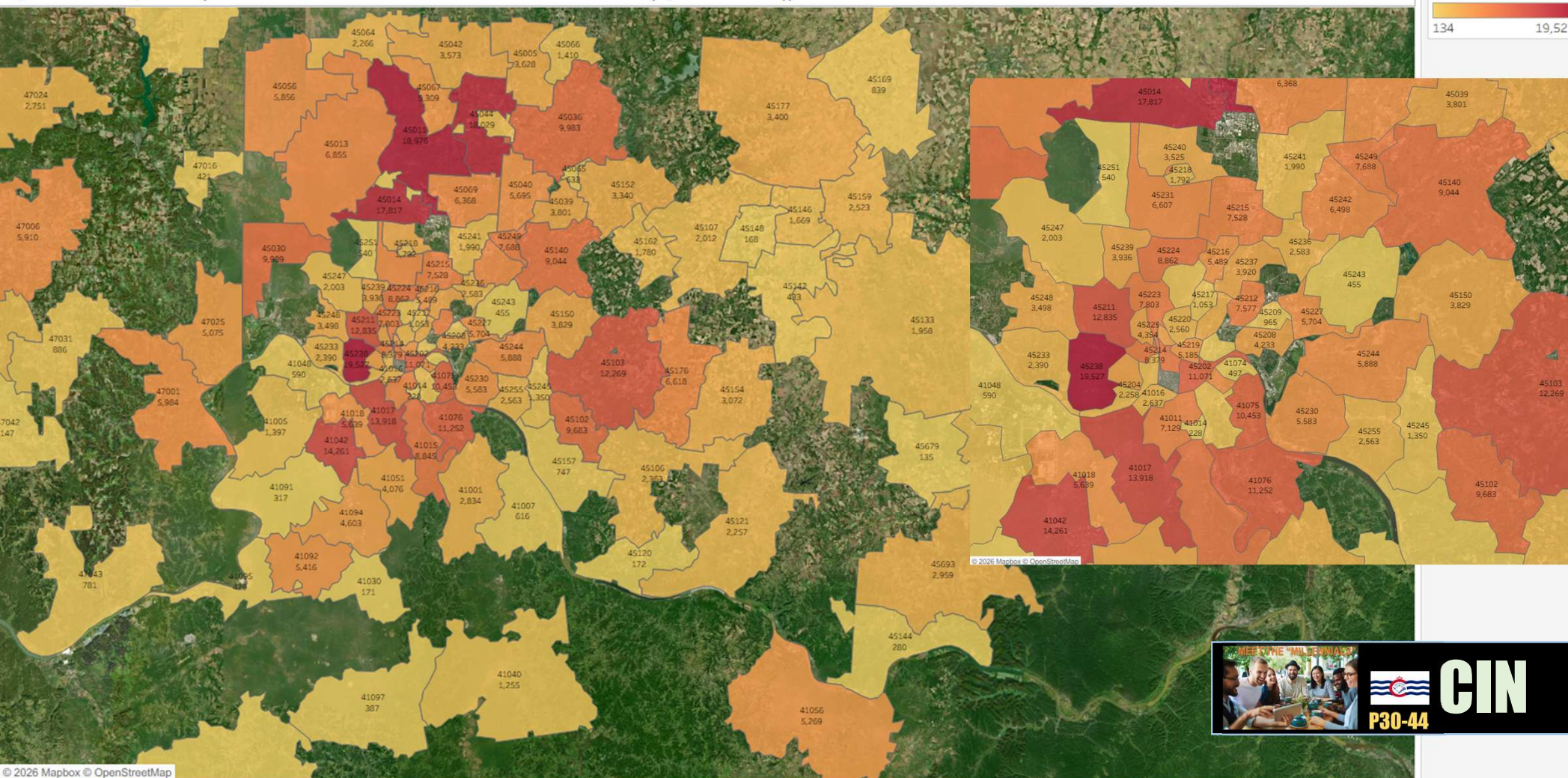
© 2026 Mapbox © OpenStreetMap

SUM(Adults 18 or older...)

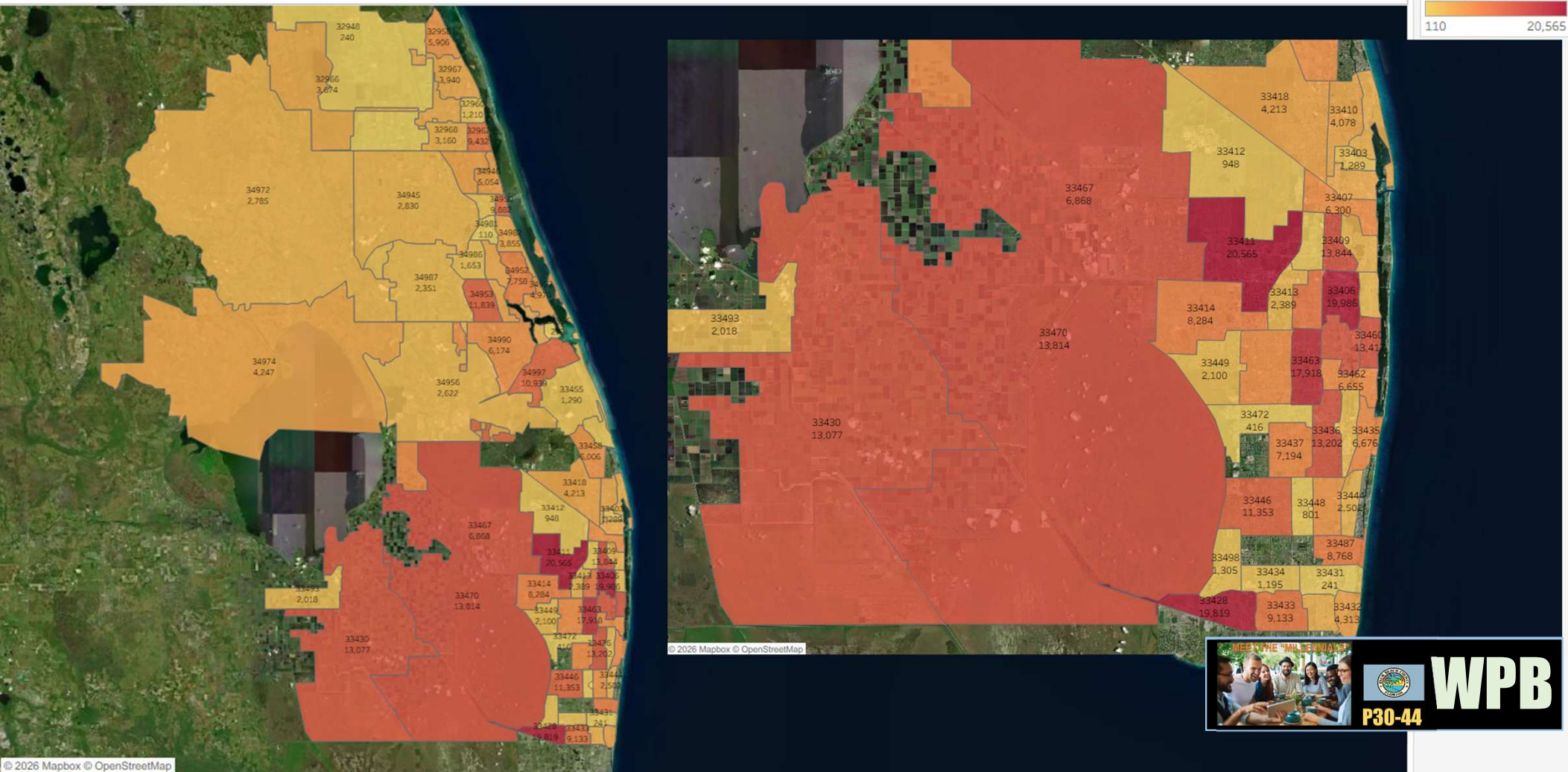
56 27,776



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



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

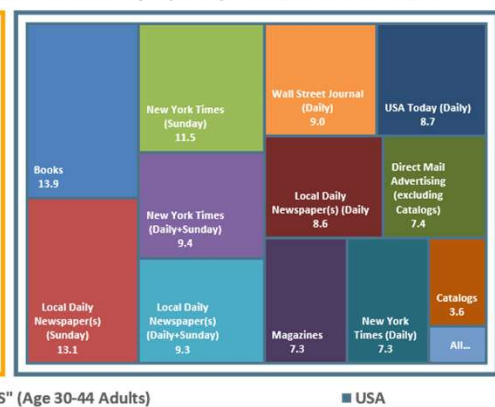
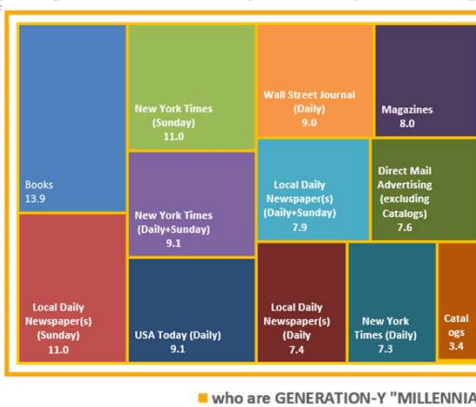
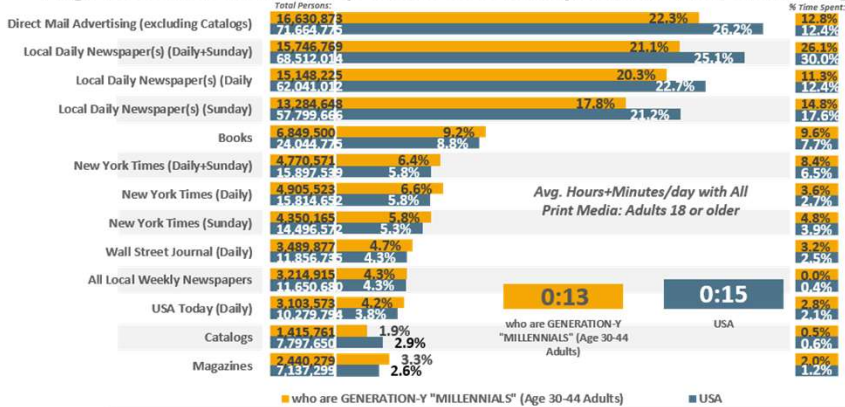


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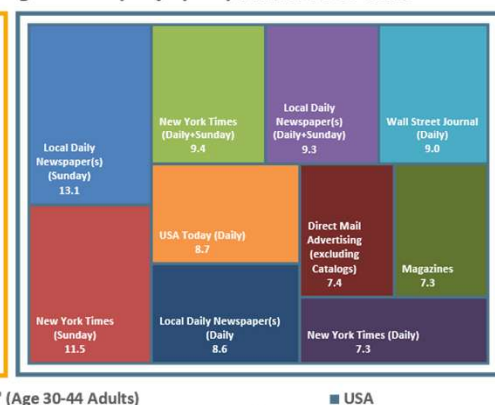
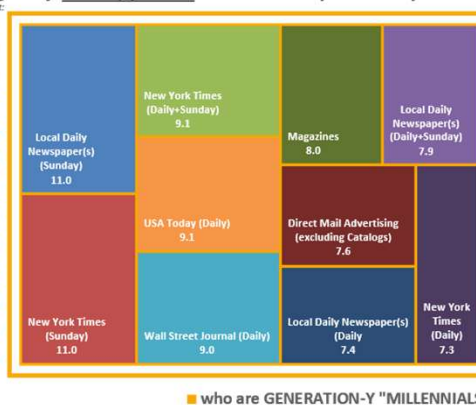
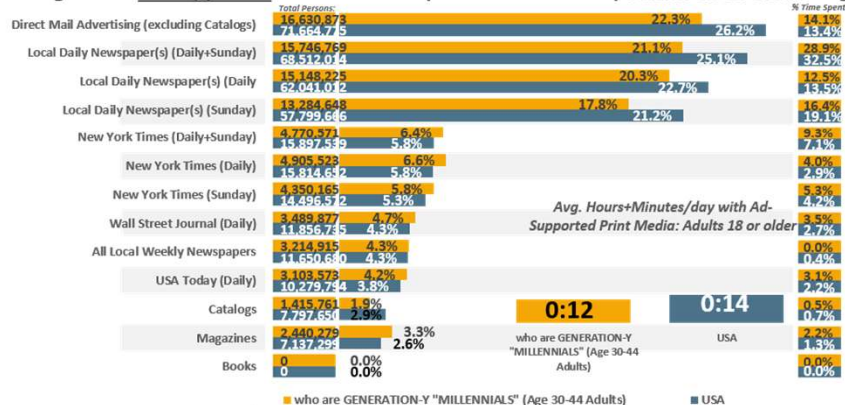


15,746,769 or 21.1% of Adults 18 or older who are GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 28.9% of all time spent daily with All forms of Print Media.

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



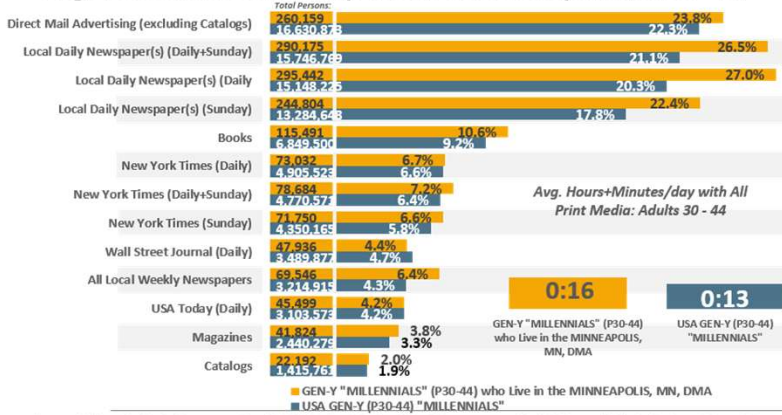
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



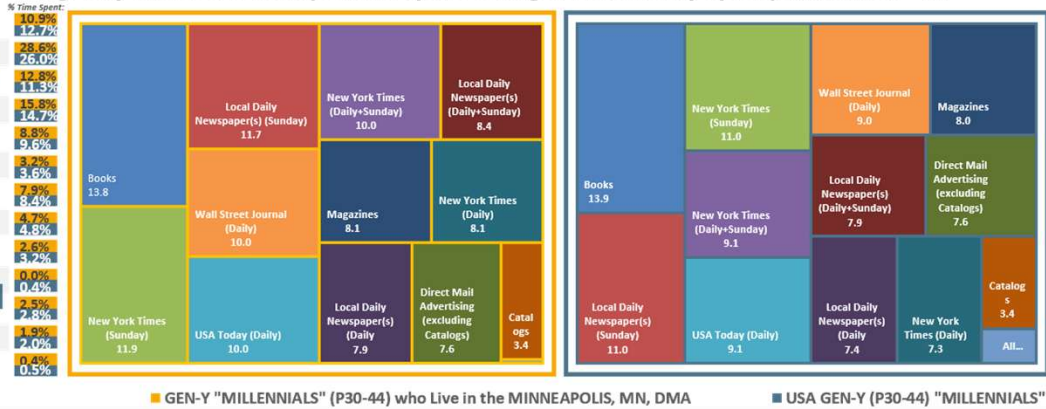


290,175 or 26.5% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the MINNEAPOLIS, MN, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 31.3% of all time spent daily with All forms of Print M

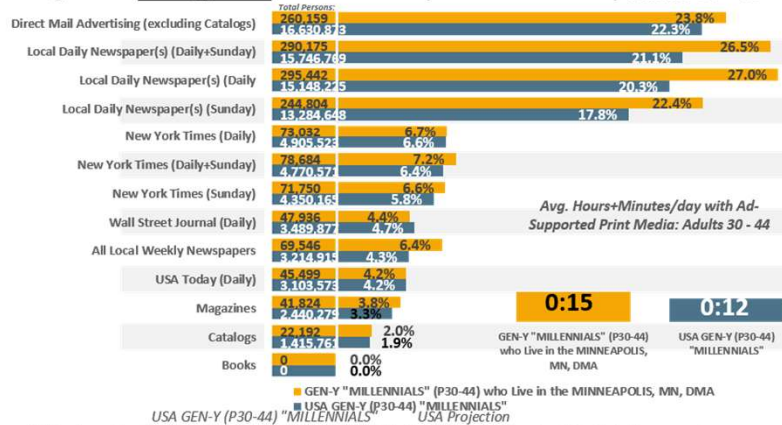
Avg. Week All Print Media (Persons & % Reach): Adults 30 - 44



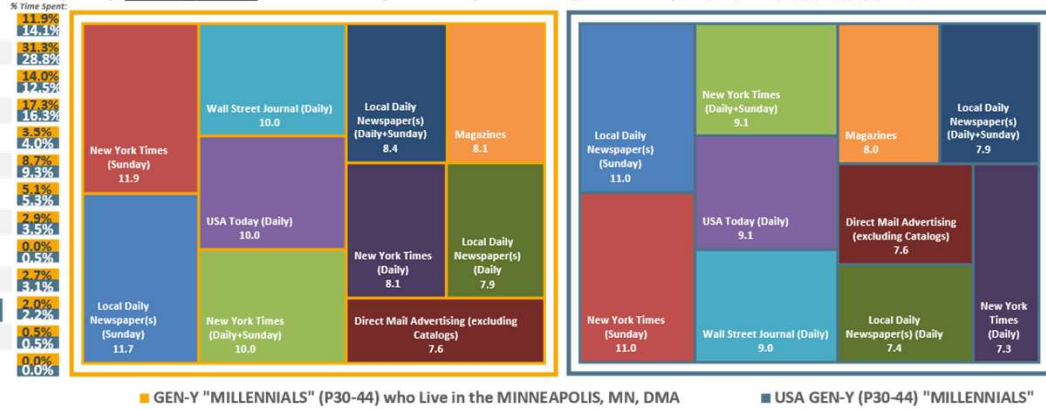
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection

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USA Projection USA Qual Intab 5,886

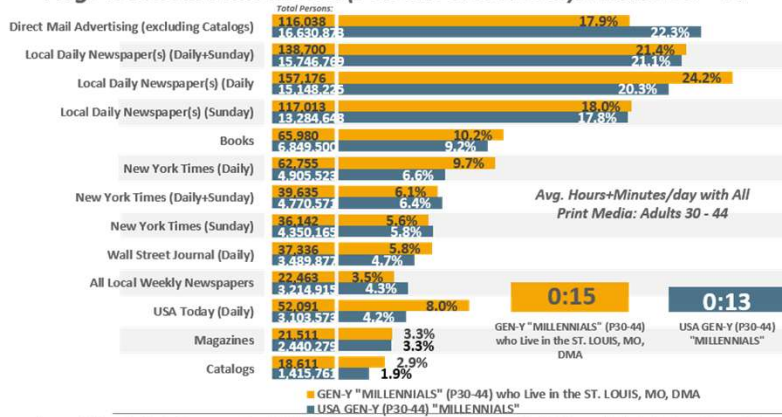
soefa.ai Share of Everything for Anything

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

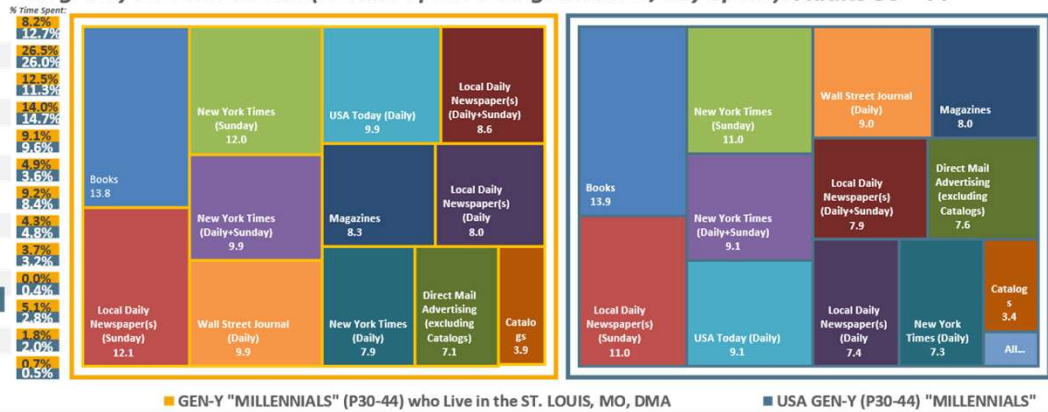


138,700 or 21.4% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the ST. LOUIS, MO, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 29.1% of all time spent daily with All forms of Print Med

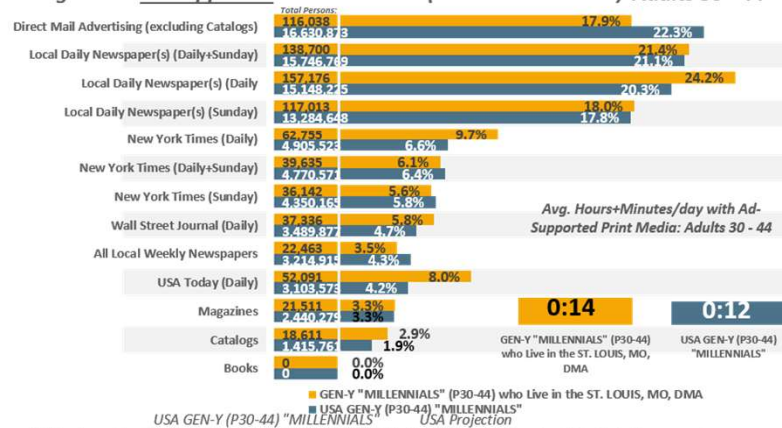
Avg. Week All Print Media (Persons & % Reach): Adults 30 - 44



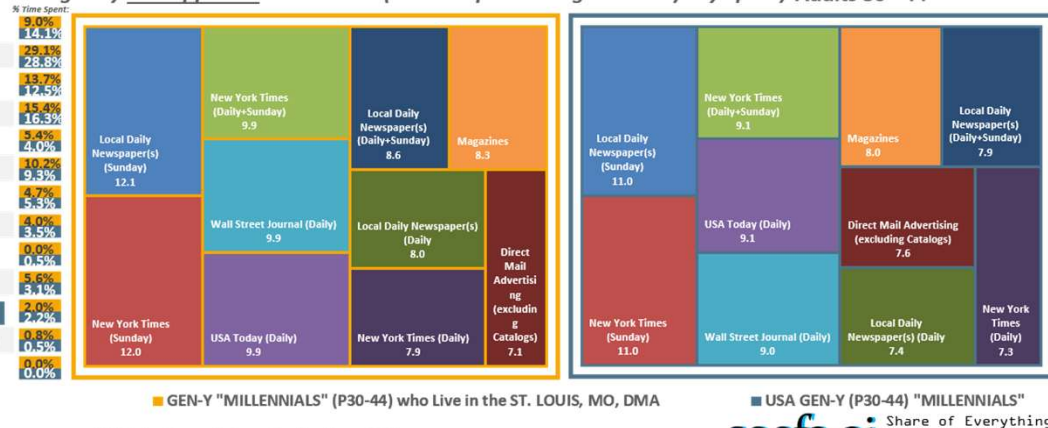
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



USA GEN-Y (P30-44) "MILLENNIALS" USA Projection
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USA Projection USA Qual Intab 5,886

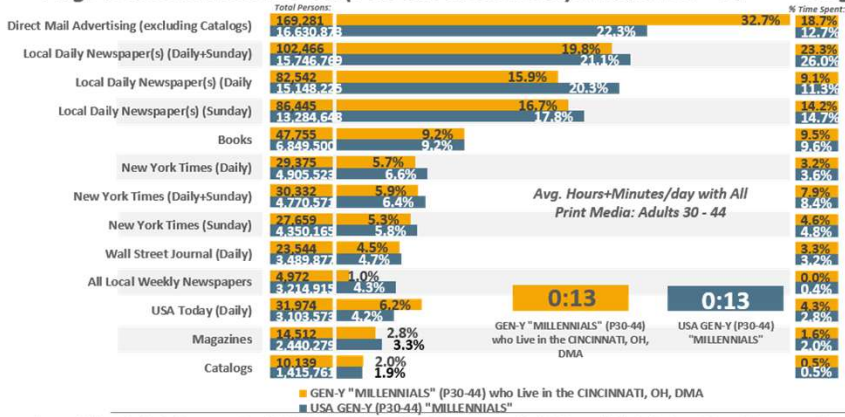
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)

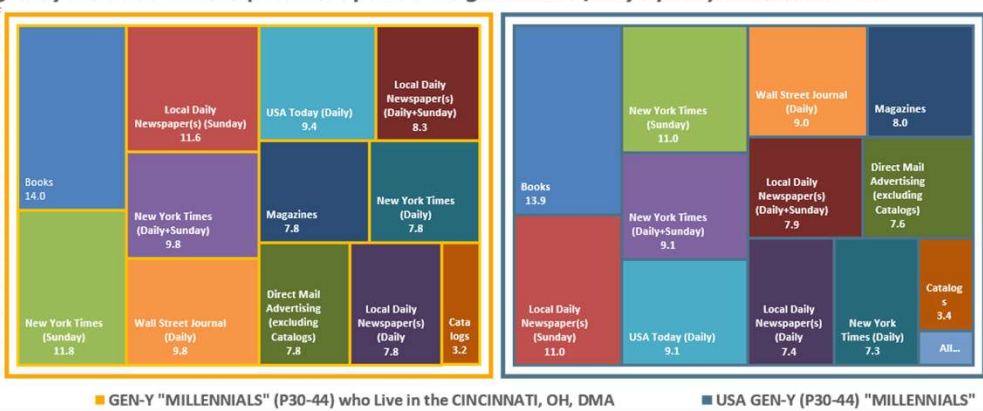


102,466 or 19.8% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the CINCINNATI, OH, DMA read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 25.7% of all time spent daily with All forms of Print Media

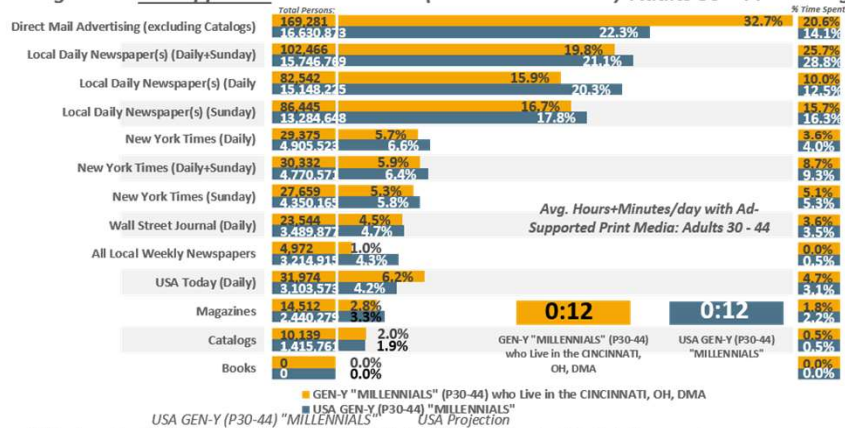
Avg. Week All Print Media (Persons & % Reach): Adults 30 - 44



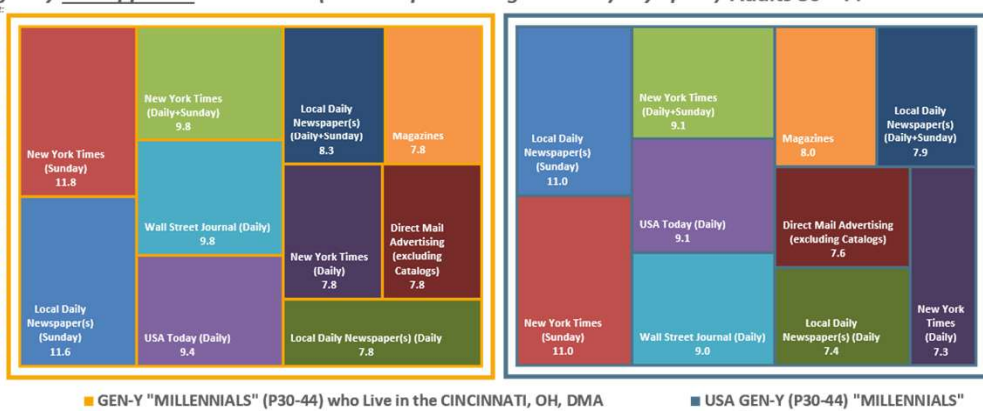
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 30 - 44



Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 30 - 44



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USA Projection USA Qual Intab 5,886

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



354,672 or 84.2% of Adults 30 - 44 GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA spend an average of 67.2 minutes per day driving, seeing Billboards and Signs representing 37.7% of all Time Spent with Ad-Supported Out-of-Home Media

Avg. Hours+Minutes/day with Ad-Supported Out-of-Home Media: Adults 30 - 44

Weekly Reach %

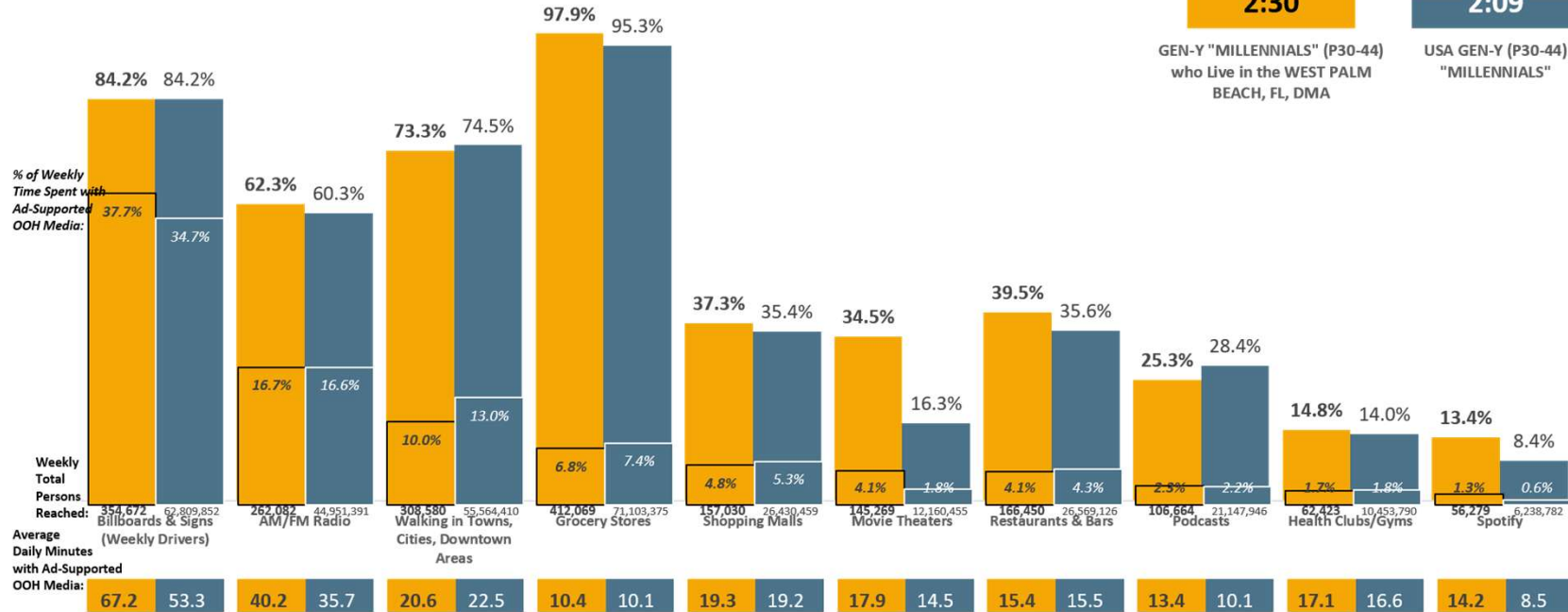
"Share of Ad-Supported OOH Media"

2:30

2:09

GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"



■ GEN-Y "MILLENNIALS" (P30-44) who Live in the WEST PALM BEACH, FL, DMA

USA GEN-Y (P30-44) "MILLENNIALS"
Scarborough R1 2026: Jan25-Jan26
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USA Projection USA Qual Intab 5,886

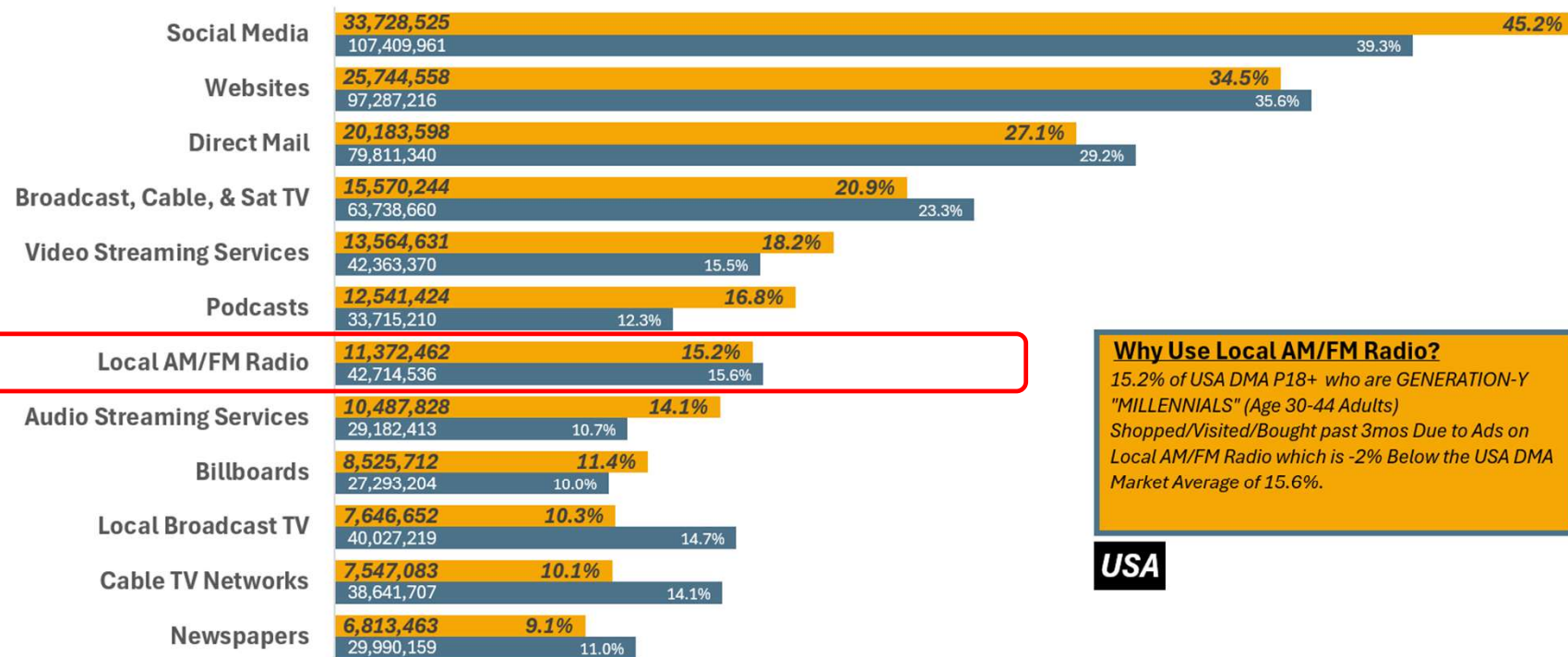
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 5886

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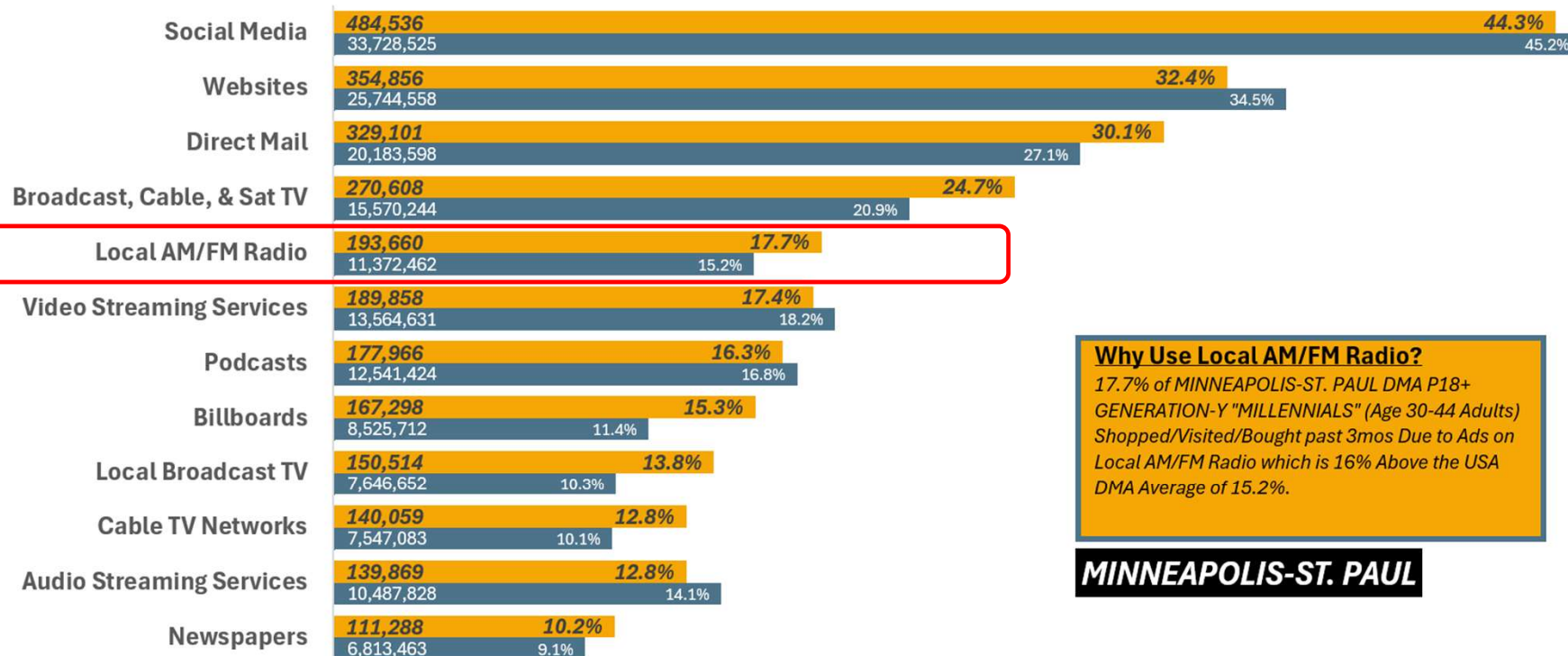
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

P18+ MINNEAPOLIS-ST. PAUL DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

17.7% of MINNEAPOLIS-ST. PAUL DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the USA DMA Average of 15.2%.

MINNEAPOLIS-ST. PAUL

■ P18+ MINNEAPOLIS-ST. PAUL DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

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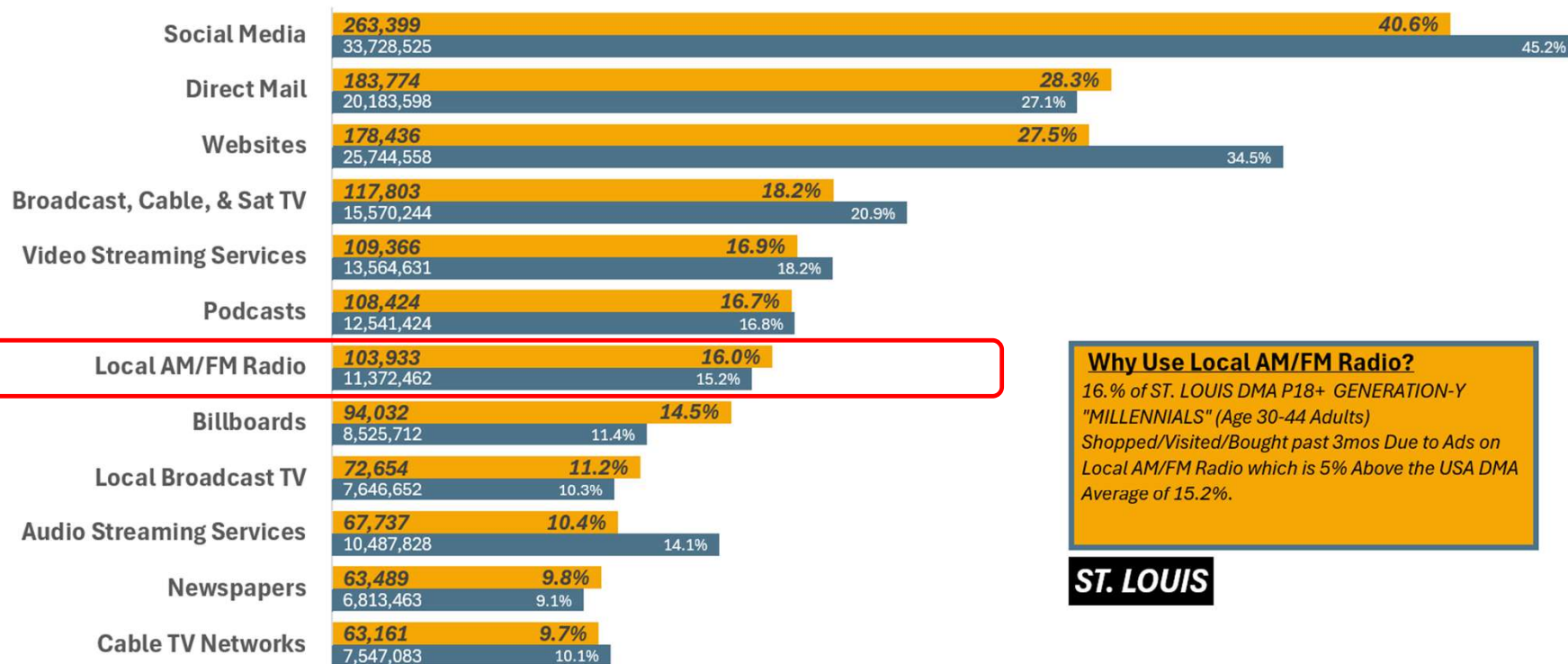
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

16. % of ST. LOUIS DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 5% Above the USA DMA Average of 15.2%.

ST. LOUIS

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

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

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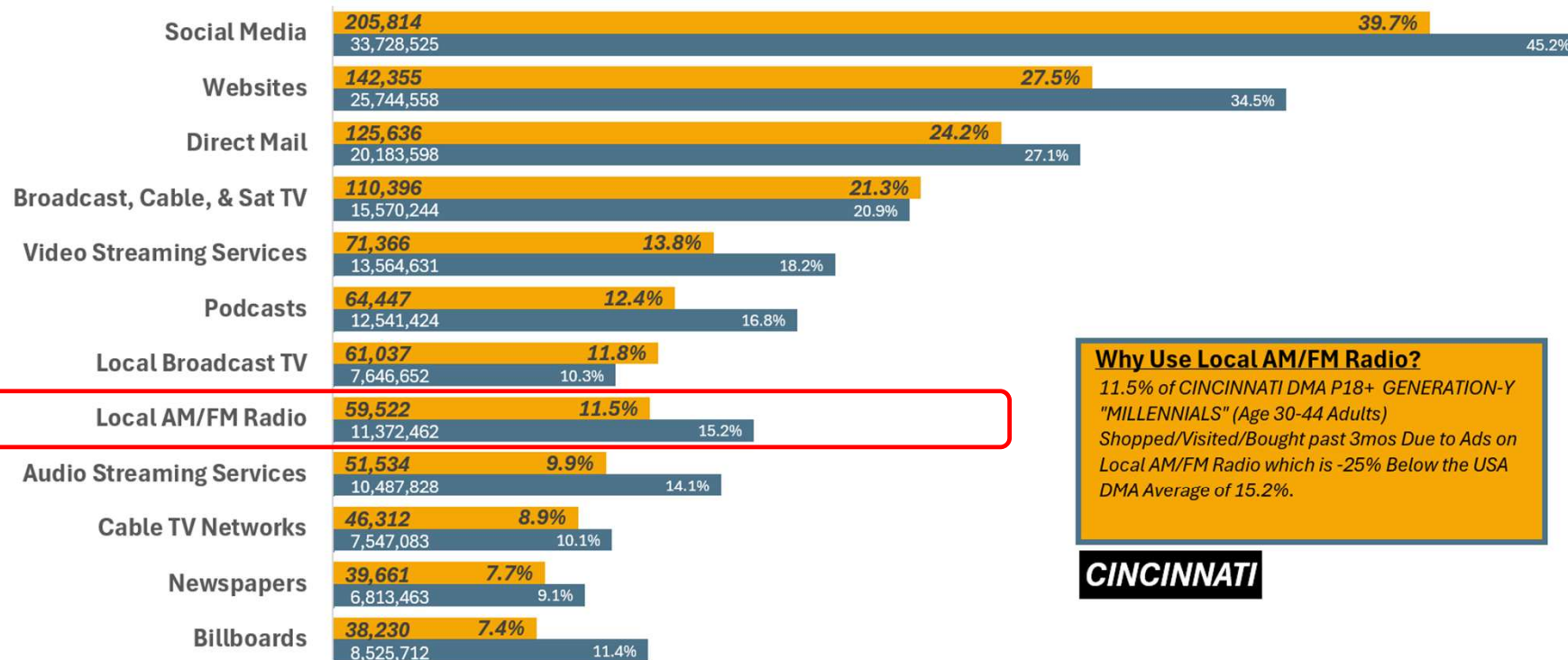
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

11.5% of CINCINNATI DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -25% Below the USA DMA Average of 15.2%.

CINCINNATI

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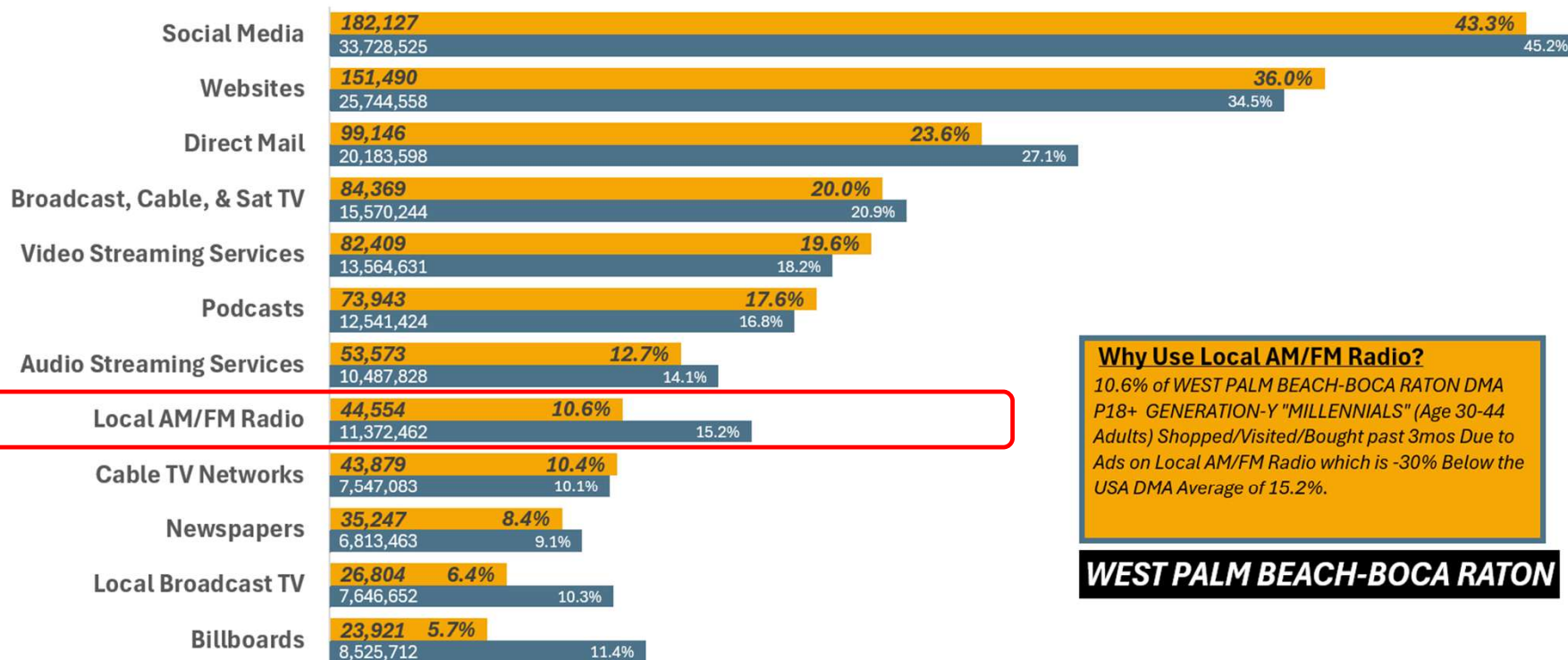
CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 427
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(Age: 30 - 34 OR Age: 35 - 39 OR Age: 40 - 44)



"Advertising Actions"

P18+ WEST PALM BEACH-BOCA RATON DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

10.6% of WEST PALM BEACH-BOCA RATON DMA P18+ GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -30% Below the USA DMA Average of 15.2%.

WEST PALM BEACH-BOCA RATON

■ P18+ WEST PALM BEACH-BOCA RATON DMA GENERATION-Y "MILLENNIALS" (Age 30-44 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 473

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