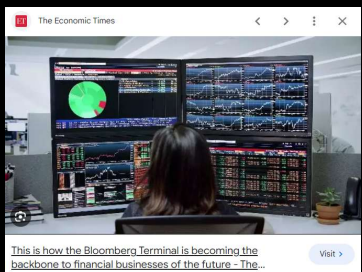


USA+GENERATION-X (Age 45-59 Adults) vs. P18+ in 4 More DMAs!

Complete Demographic & Media Use Profiles



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



MEET GENERATION-X (THE "LATCHKEY KIDS")



Vanguard BlackRock

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

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



P45-59





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

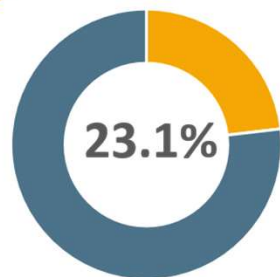


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



Total Persons:

63,217,798

209,956,702

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

%M vs. %F:

Average Age:

Persons:

49.0%

49.2%

51.0%

50.8%

52.4

48.8

52.5

48.9

31,003,085

134,358,7...

32,214,713

138,815,7...

Men

Men

Women

Women

Age Cell Demographics of Target vs. Market:

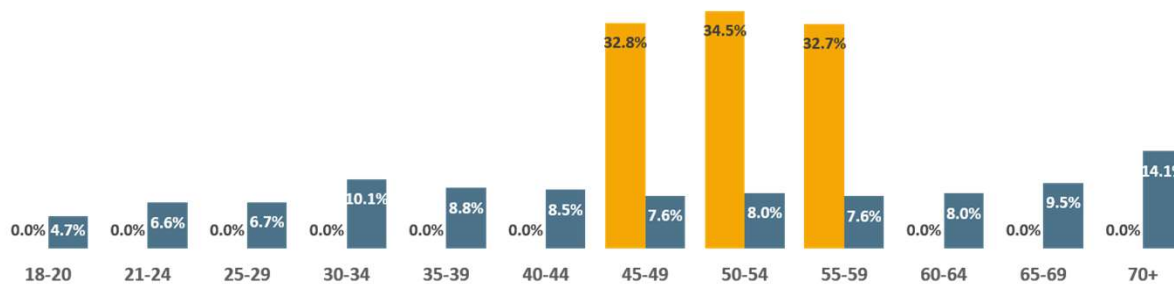
Average Age:

Adults 18 or older

52.5

48.8

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



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

USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 6,049
 All Graphs and HBI AI Data Modeling Copyright © 2026 Hubbard Broadcasting, Inc. LLC. All rights reserved.

USA Projection

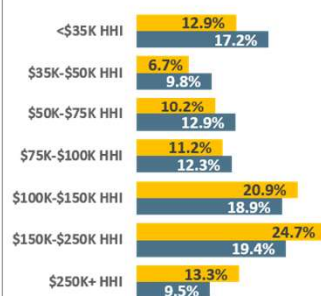
Scarborough R1 2026: Jan 25-Mar26

Qual Intab

24,338

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

HHI of Target vs. Market:



Avg HHI:

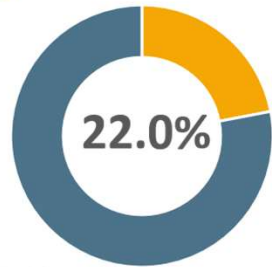
\$114,759

\$98,335



22.2% or 859,776 of MSP DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.3 years old (7.7% older than average) and have a \$134,317 (17.4% higher than average) annual household income.

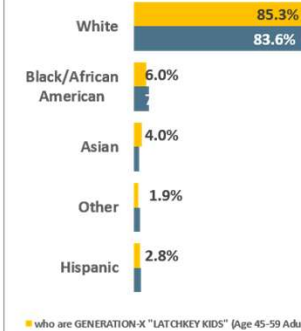
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



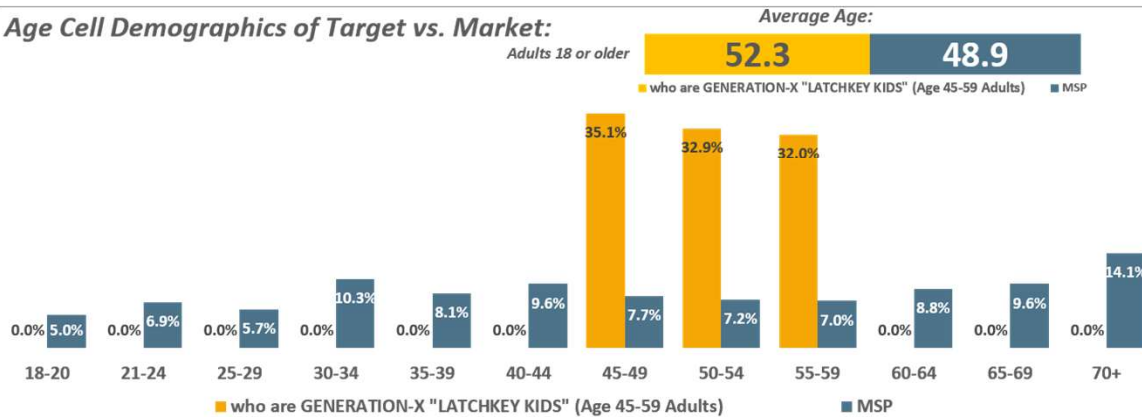
- who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
- Remainder of MSP DMA



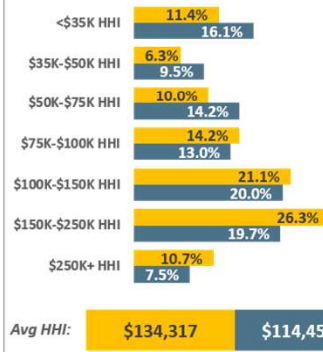
%M vs. %F:	49.1%	49.8%	50.9%	50.2%
	Men	Men	Women	Women
Average Age:	52.3	48.9	52.4	49.0
	# Persons: 421,858	1,948,052	437,918	1,961,911



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

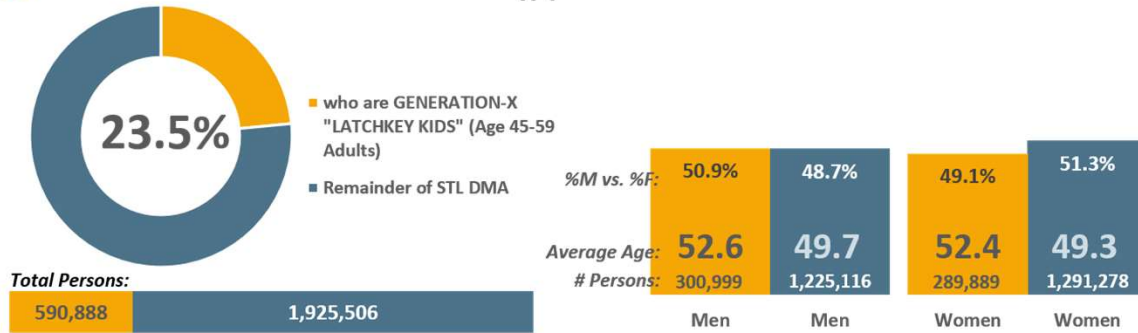


Avg HHI: \$134,317 vs \$114,452

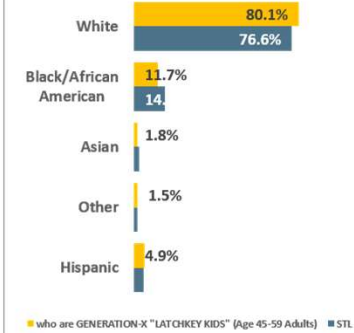


23.5% or 590,888 of STL DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.5 years old (6.1% older than average) and have a \$132,337 (27.3% higher than average) annual household income.

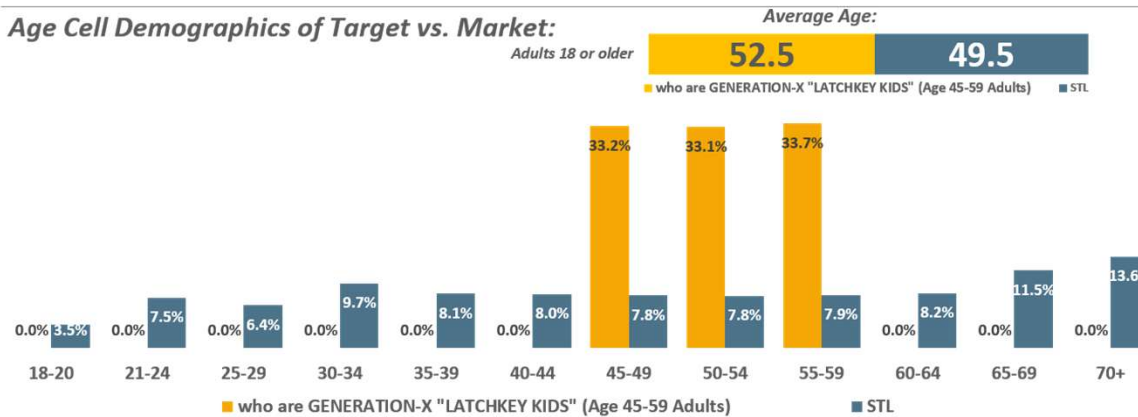
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older** **Ethnicity of Target vs. Market:**



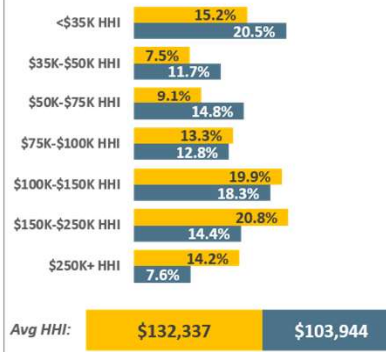
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

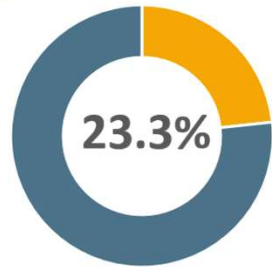




23.3% or 452,989 of CIN DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 52.5 years old (7.8% older than average) and have a \$125,258 (21.1% higher than average) annual household income.



Percent of Market: Adults 18 or older



- who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
- Remainder of CIN DMA

Total Persons:

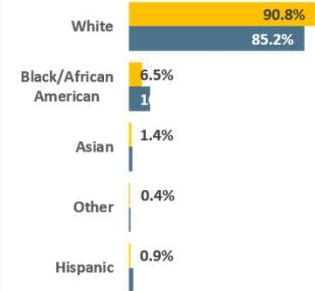
452,989 1,490,975



Gender of Target vs. Market: Adults 18 or older

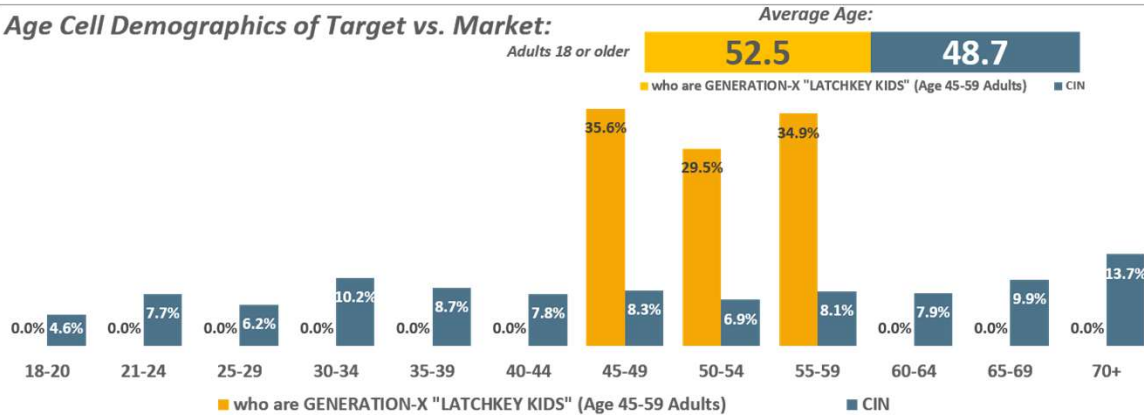
%M vs. %F:	49.9%	48.9%	50.1%	51.1%
Average Age:	52.1	48.6	52.8	48.8
# Persons:	226,250	951,112	226,739	992,852
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

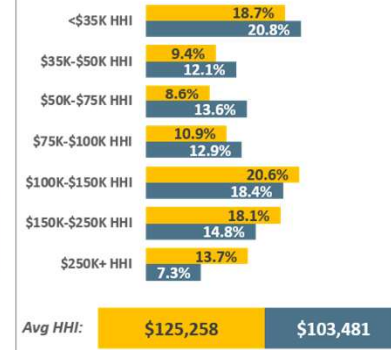


who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) CIN

Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

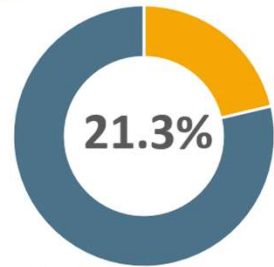




21.3% or 414,644 of WPB DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Typical Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 53. years old (.5% younger than average) and have a \$123,900 (17.6% higher than average) annual household income.

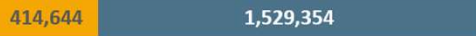


Percent of Market: Adults 18 or older

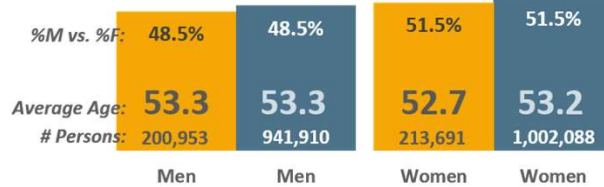


- who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)
- Remainder of WPB DMA

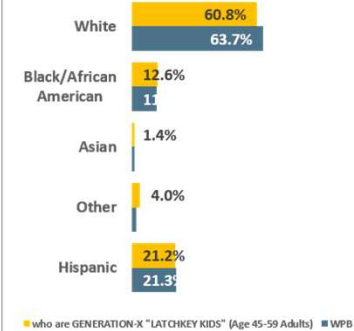
Total Persons:



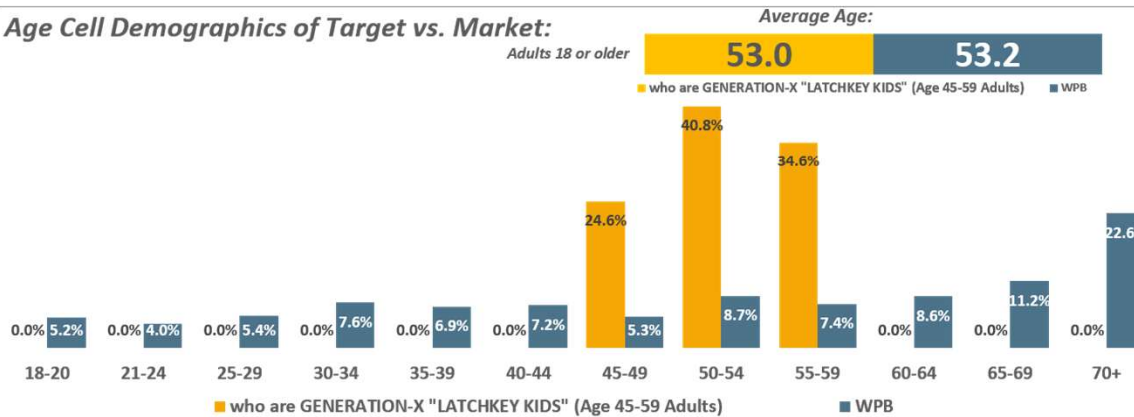
Gender of Target vs. Market: Adults 18 or older



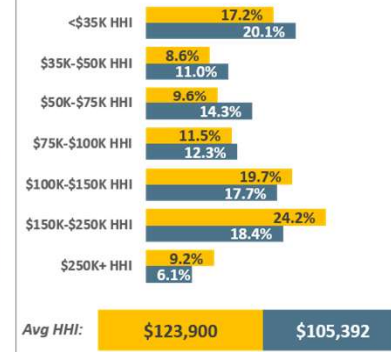
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

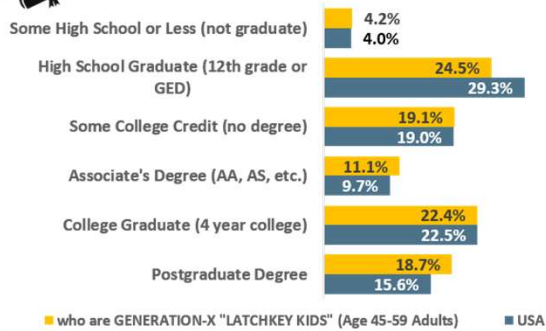




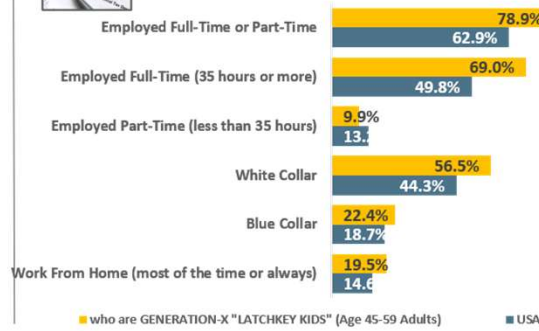
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 8.% more likely to be a college graduate, 38.7% more likely to work full-time, 24.9% more likely to be married, 23.6% more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



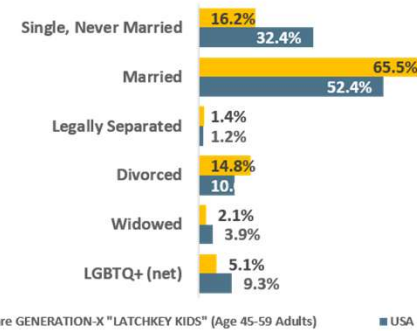
Education Levels: Adults 18 or older



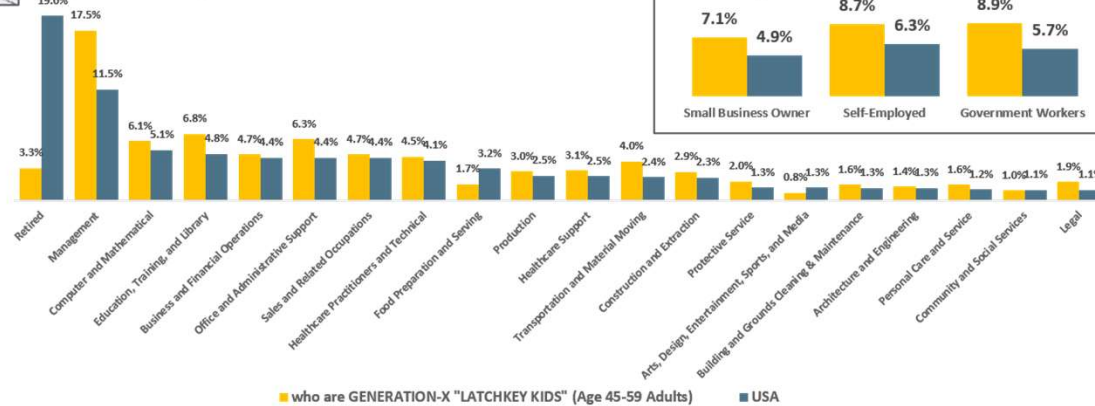
Employment: Adults 18 or older



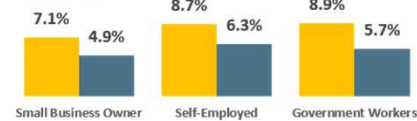
Marital Status: Adults 18 or older



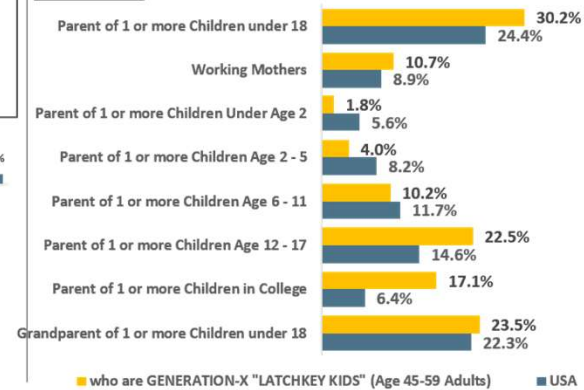
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



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

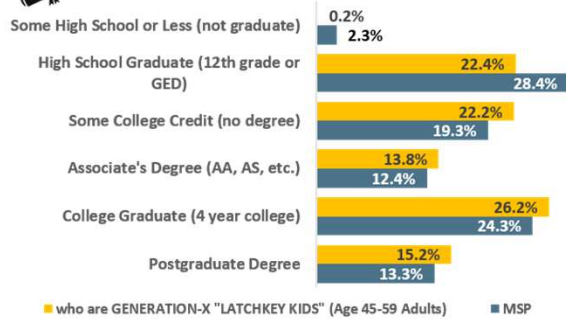
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



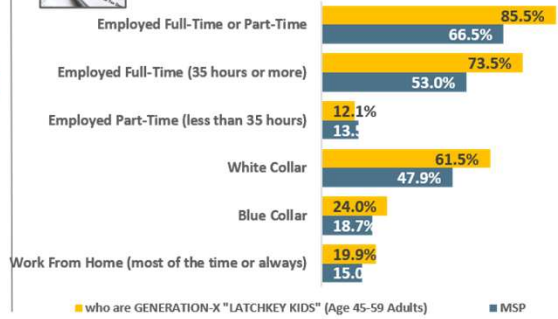
22.2% or 859,776 of MSP DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 10.0% more likely to be a college graduate, 38.6% more likely to work full-time, 20.9% more likely to be married, 32.8% more likely to be a parent of 1 or more children under 18



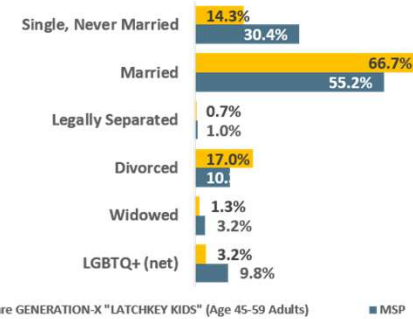
Education Levels: Adults 18 or older



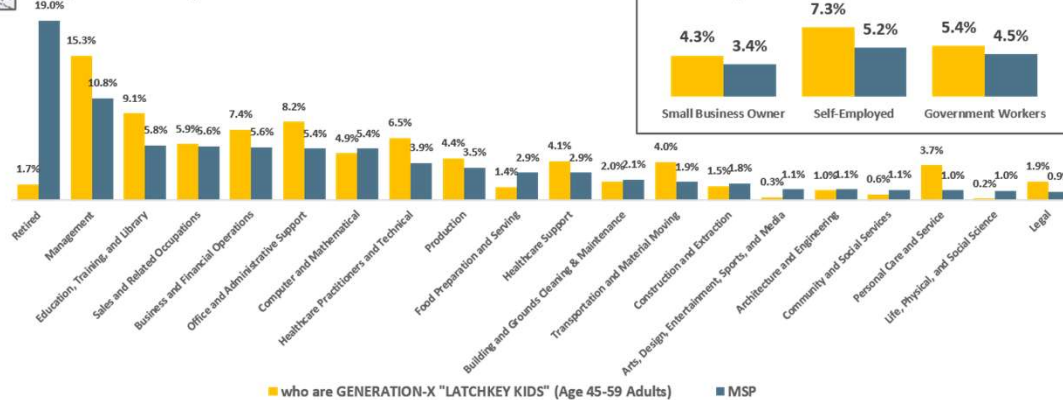
Employment: Adults 18 or older



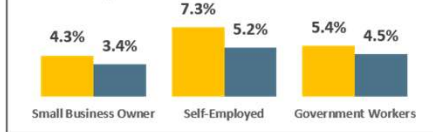
Marital Status: Adults 18 or older



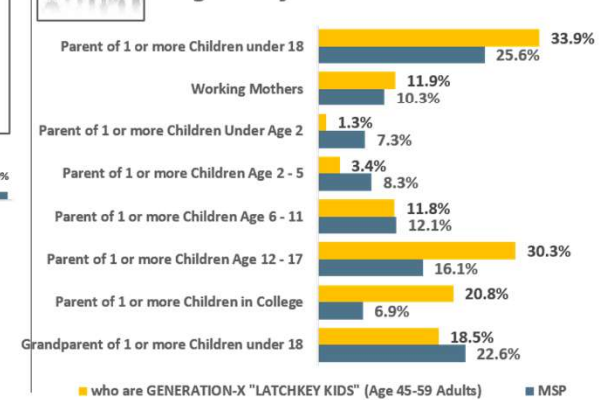
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

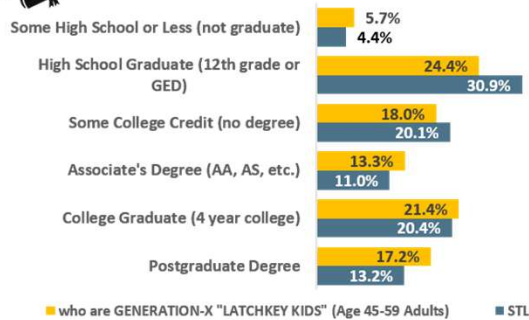




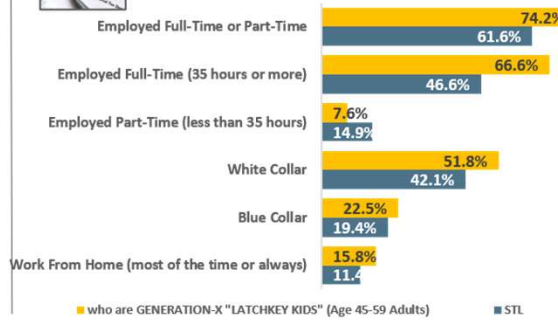
23.5% or 590,888 of STL DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 15.% more likely to be a college graduate, 42.9% more likely to work full-time, 23.9% more likely to be married, 12.7% more likely to be a parent of 1 or more children under 18



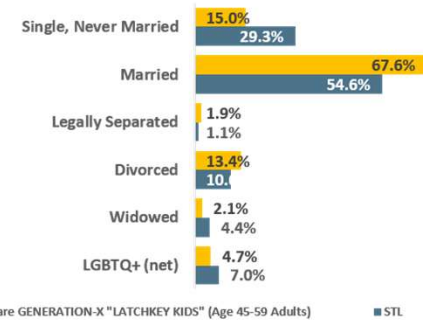
Education Levels: Adults 18 or older



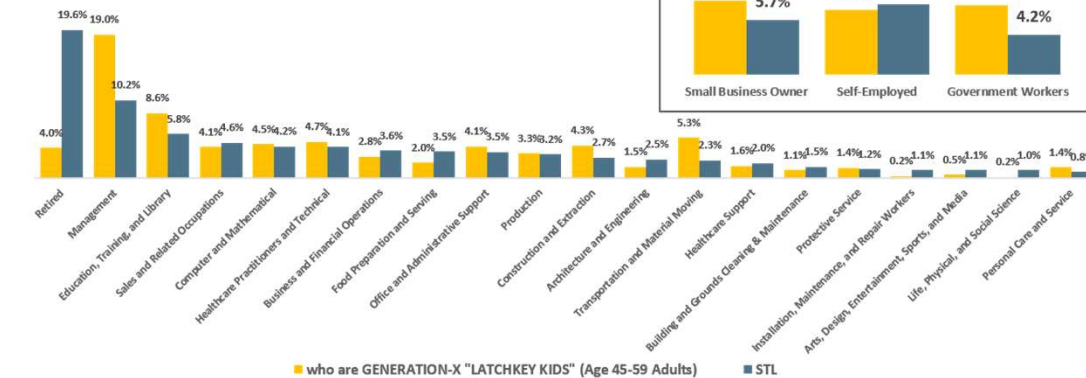
Employment: Adults 18 or older



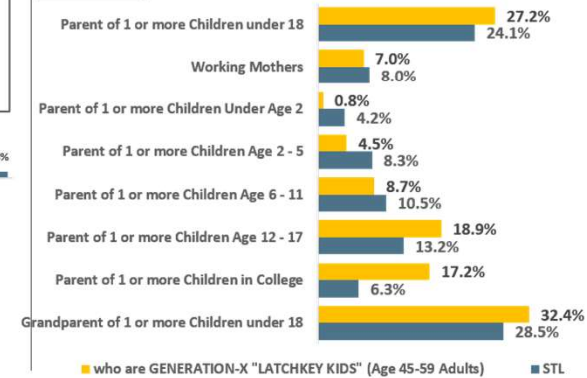
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

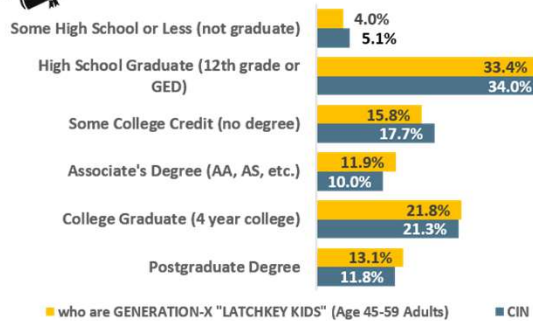




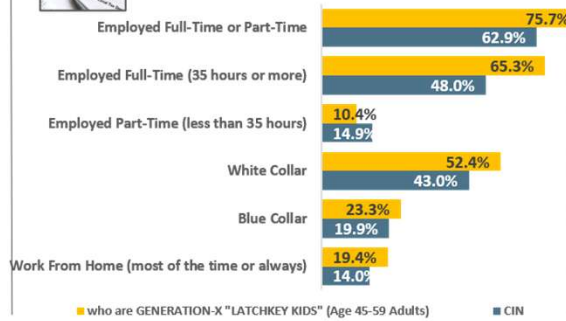
23.3% or 452,989 of CIN DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 5.3% more likely to be a college graduate, 36.% more likely to work full-time, 20.1% more likely to be married, .9% more likely to be a parent of 1 or more children under 18.



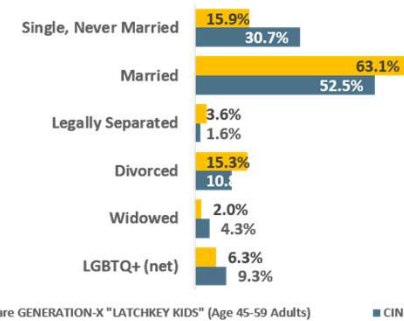
Education Levels: Adults 18 or older



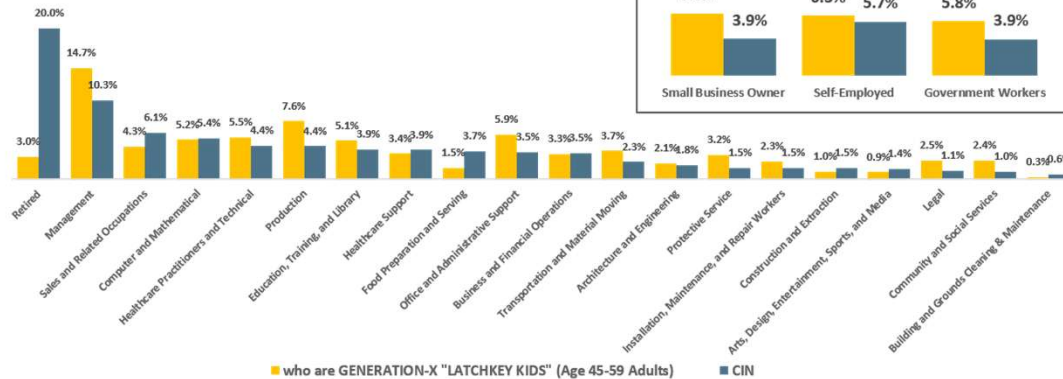
Employment: Adults 18 or older



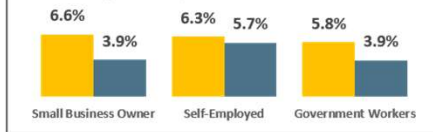
Marital Status: Adults 18 or older



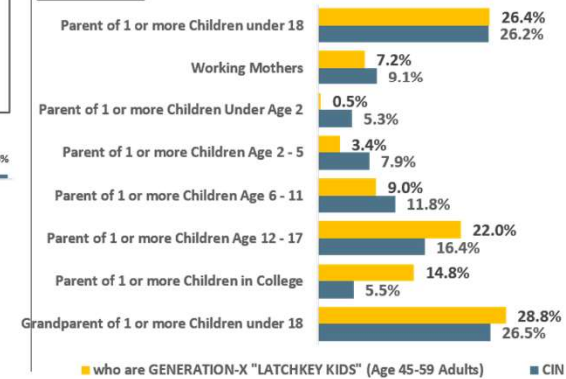
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

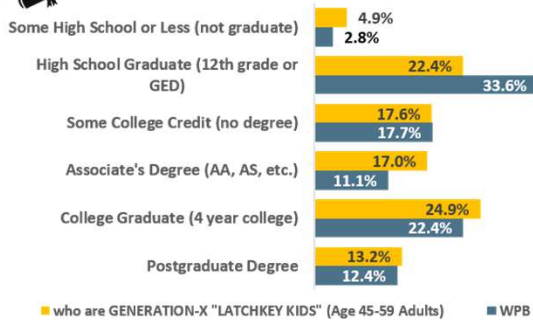




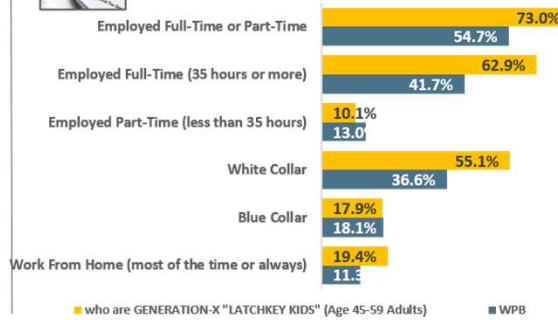
21.3% or 414,644 of WPB DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 9.5% more likely to be a college graduate, 50.6% more likely to work full-time, 8.4% more likely to be married, 34.6% more likely to be a parent of 1 or more children under 18.



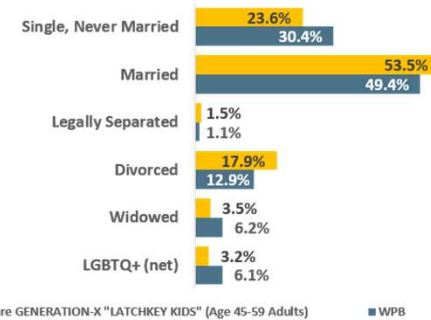
Education Levels: Adults 18 or older



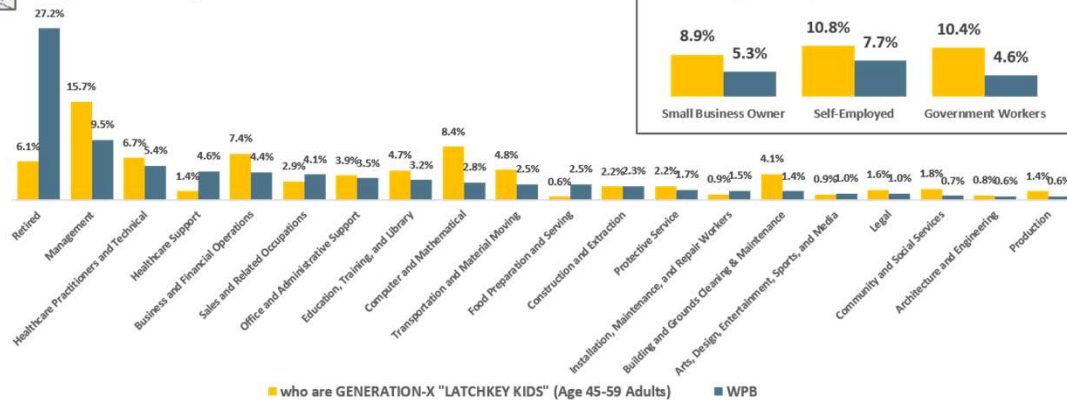
Employment: Adults 18 or older



Marital Status: Adults 18 or older



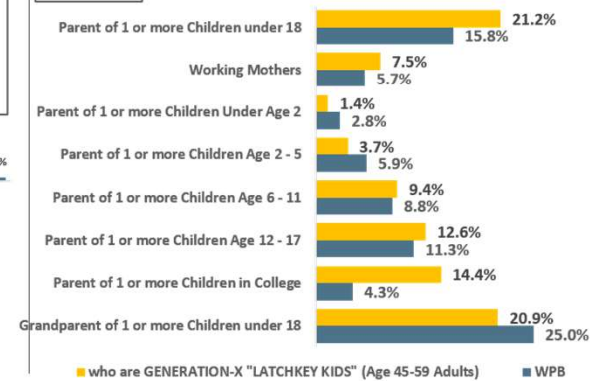
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



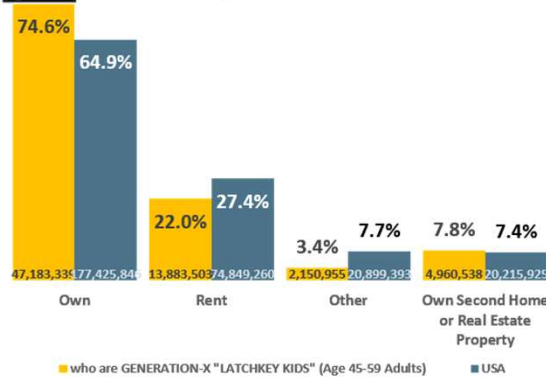
Stage in Life: Adults 18 or older



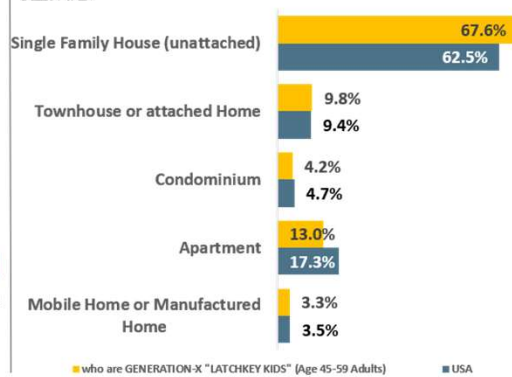


23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 14.9% more likely to own their home, 24.3% more likely to own a higher valued home, 8.3% more likely to have a single-family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

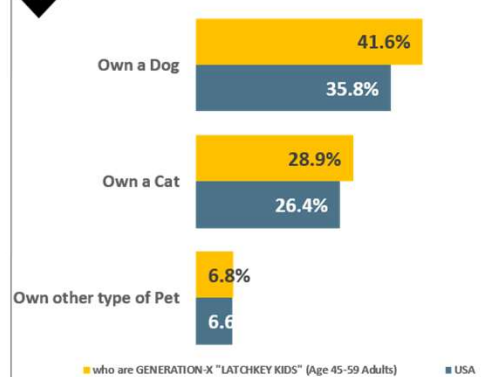
Own/Rent/Other: Adults 18 or older



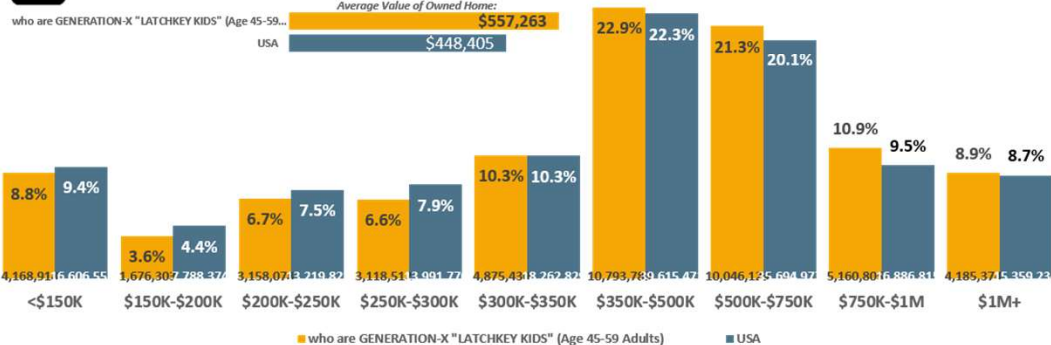
Type of Home: Adults 18 or older



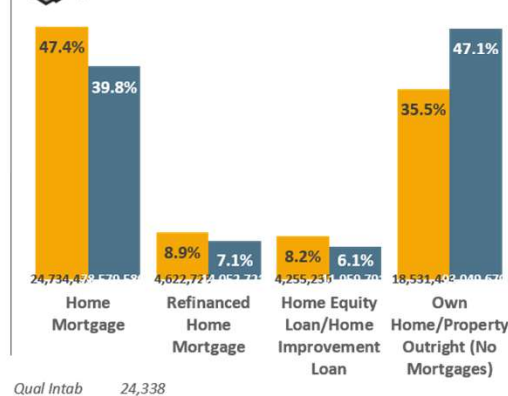
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



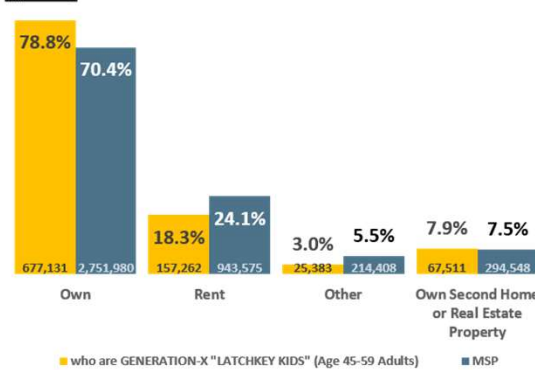
Home Loans: Adults 18 or older



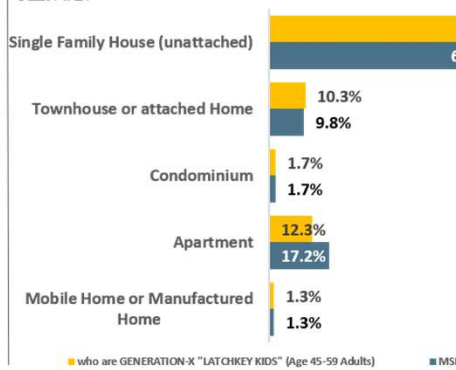


22.2% or 859,776 of MSP DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 11.9% more likely to own their home, .6% more likely to own a higher valued home, 7.3% more likely to have a single-family home, 6.6% more likely to have a dog.

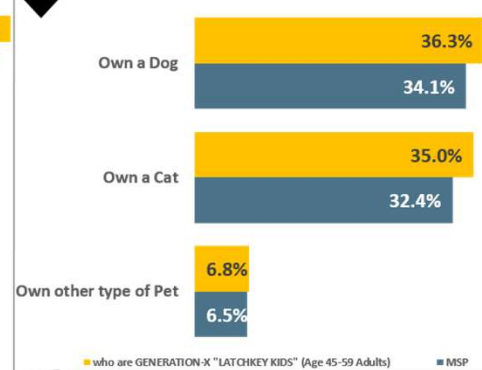
Own/Rent/Other: Adults 18 or older



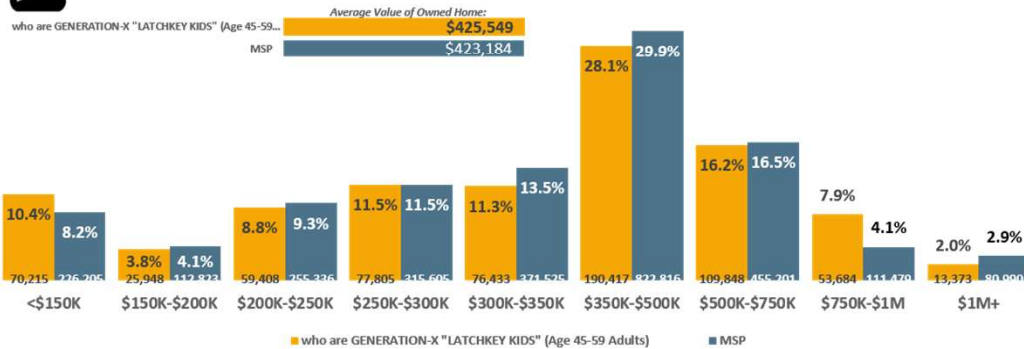
Type of Home: Adults 18 or older



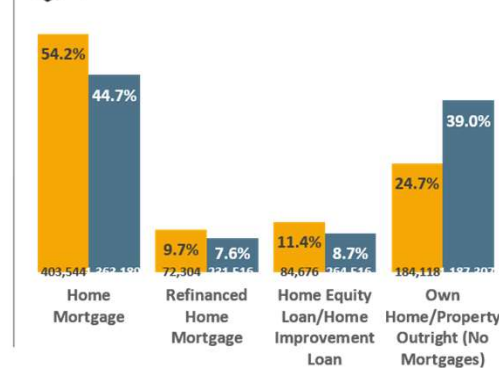
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

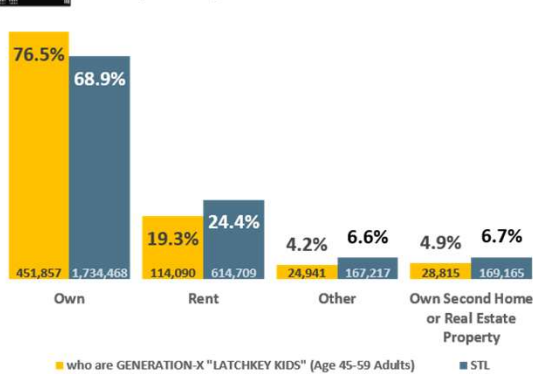




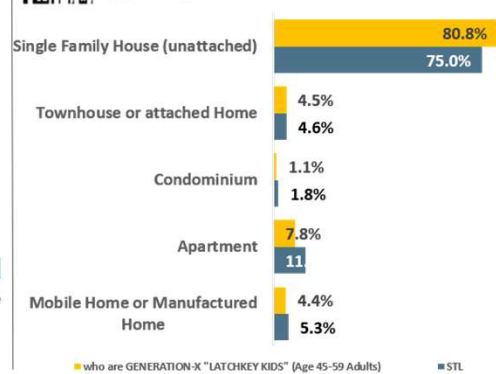
23.5% or 590,888 of STL DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 10.9% more likely to own their home, 16.5% more likely to own a higher valued home, 7.8% more likely to have a single-family home, 9.8% more likely to have a dog.



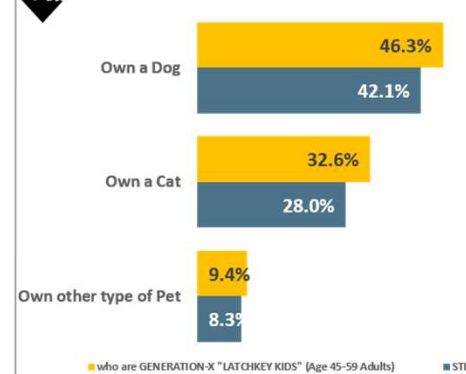
Own/Rent/Other: Adults 18 or older



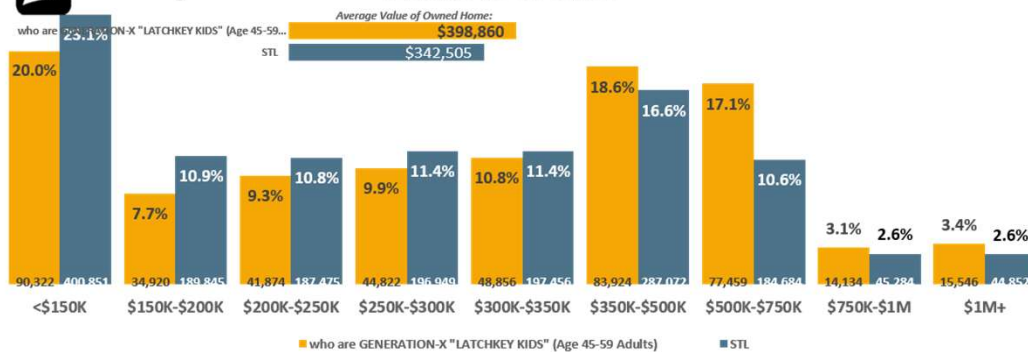
Type of Home: Adults 18 or older



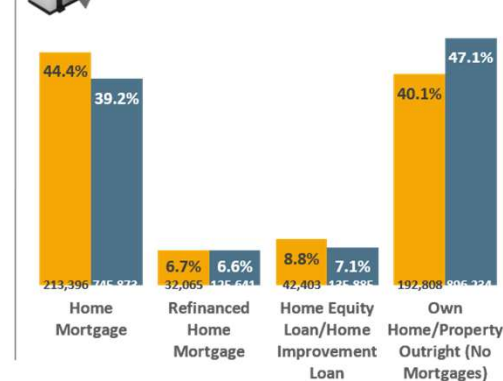
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



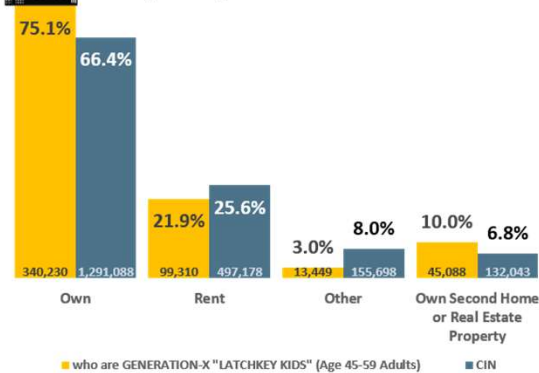
Home Loans: Adults 18 or older



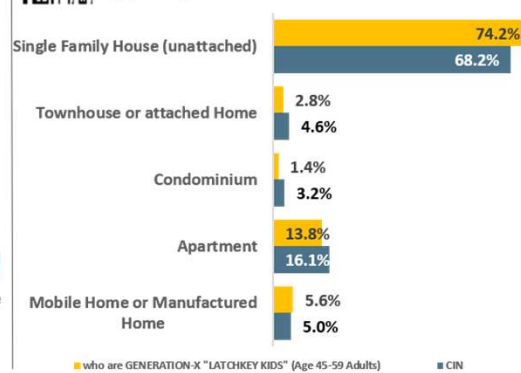


23.3% or 452,989 of CIN DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 13.1% more likely to own their home, 4.5% more likely to own a higher valued home, 8.8% more likely to have a single-family home, 28.1% more likely to have a dog.

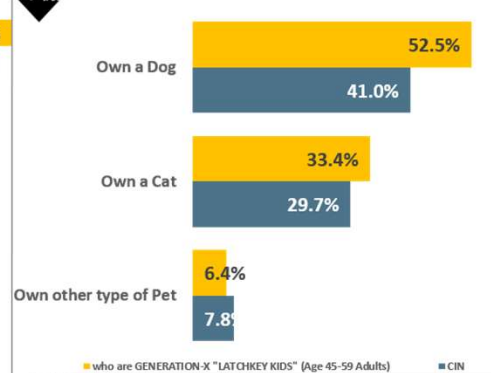
Own/Rent/Other: Adults 18 or older



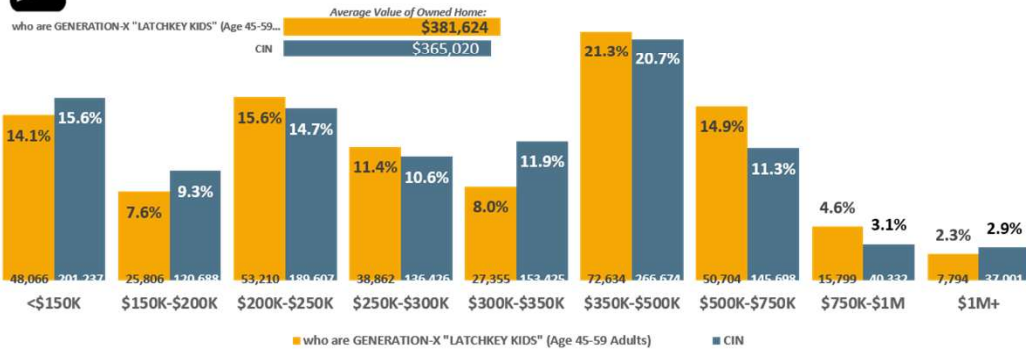
Type of Home: Adults 18 or older



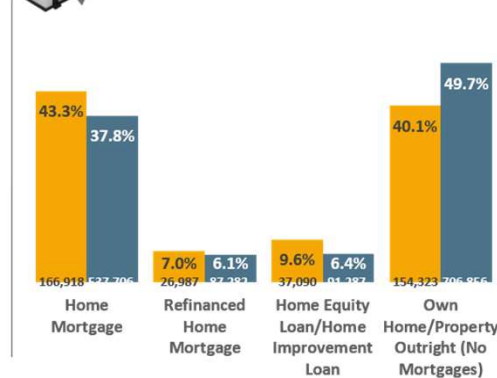
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

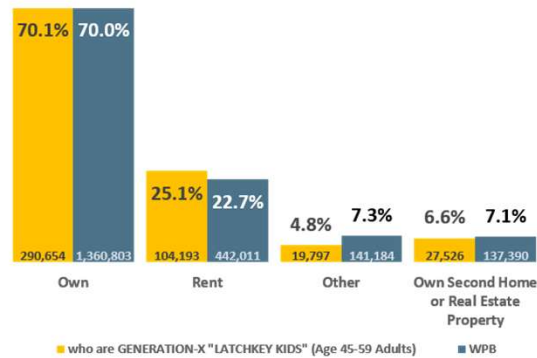




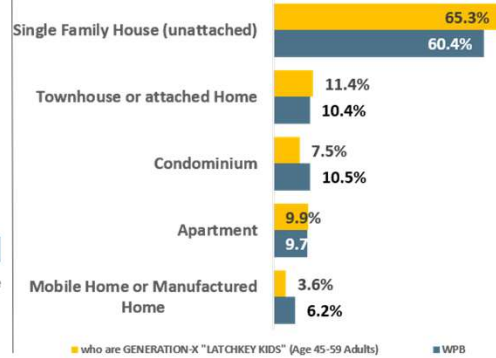
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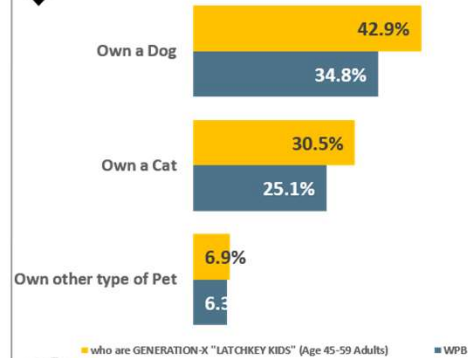
Own/Rent/Other: Adults 18 or older



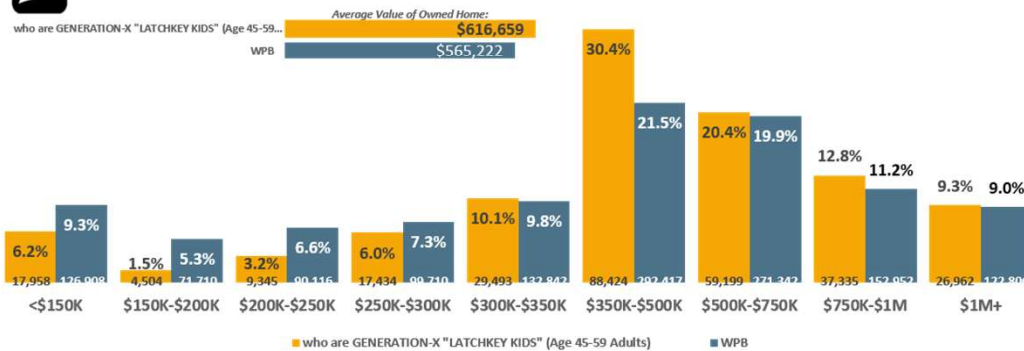
Type of Home: Adults 18 or older



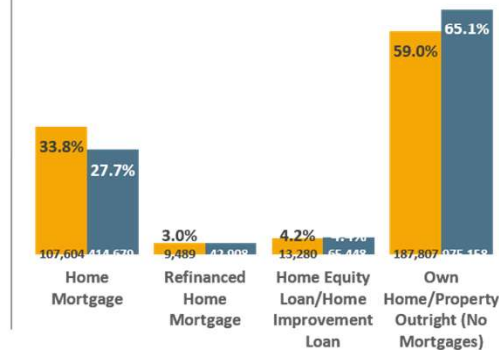
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

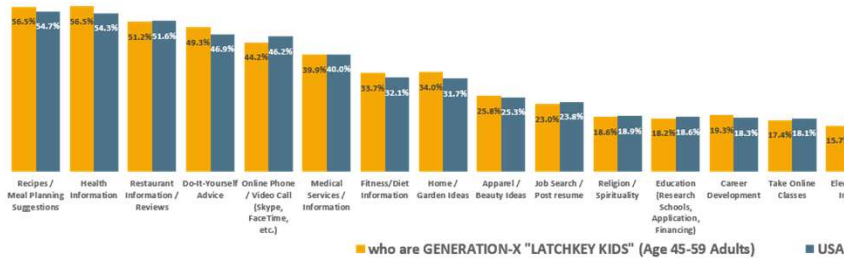




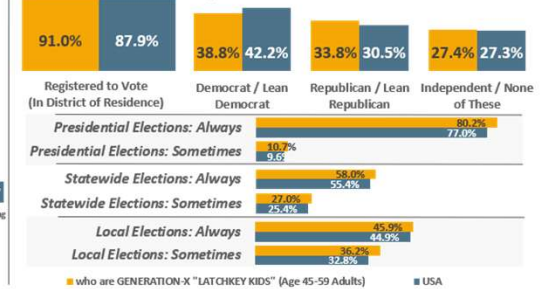
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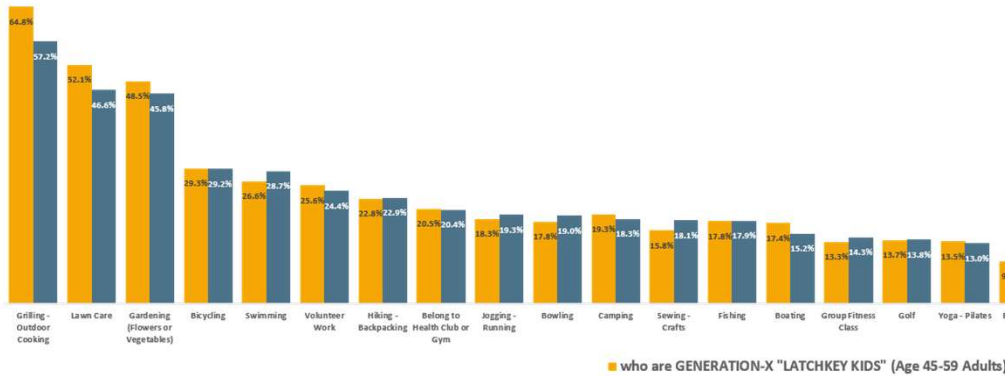
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



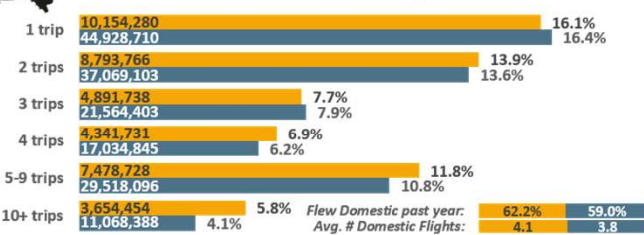
Political Activity: Adults 18 or older



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



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

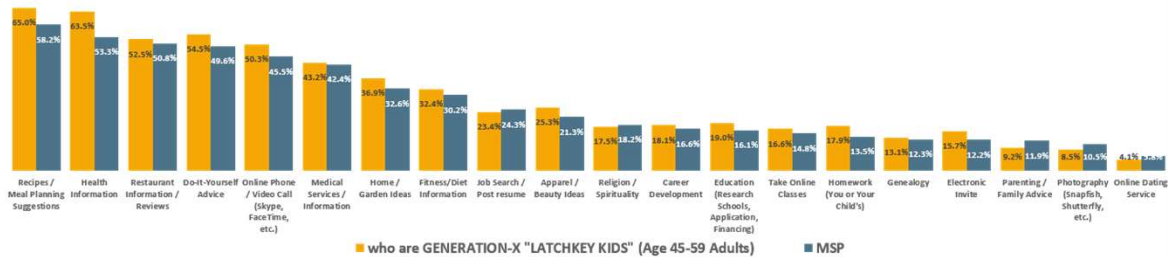




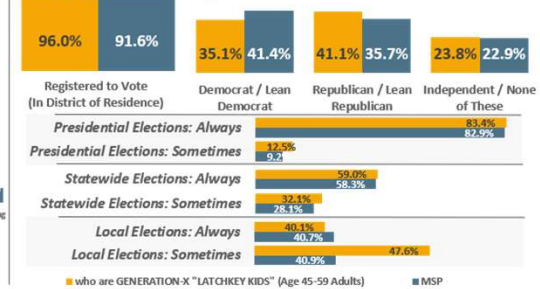
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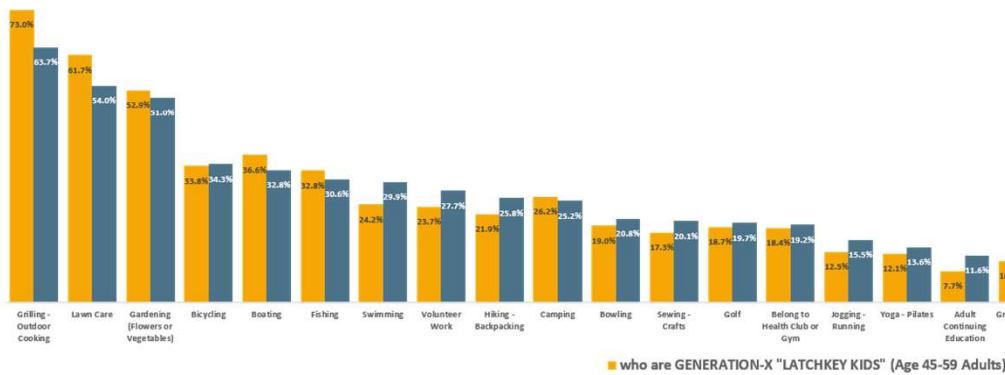
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



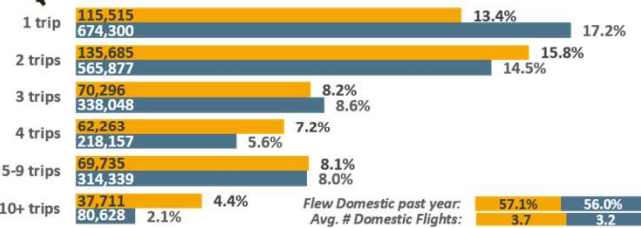
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Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



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

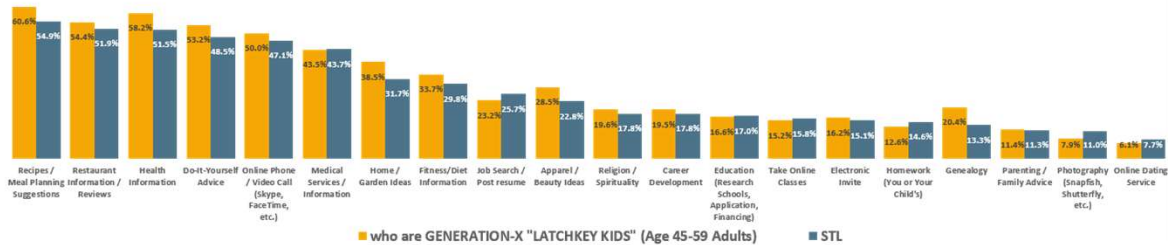




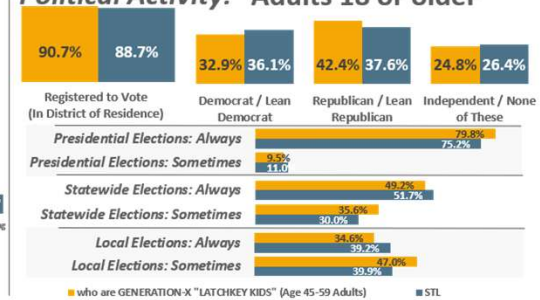
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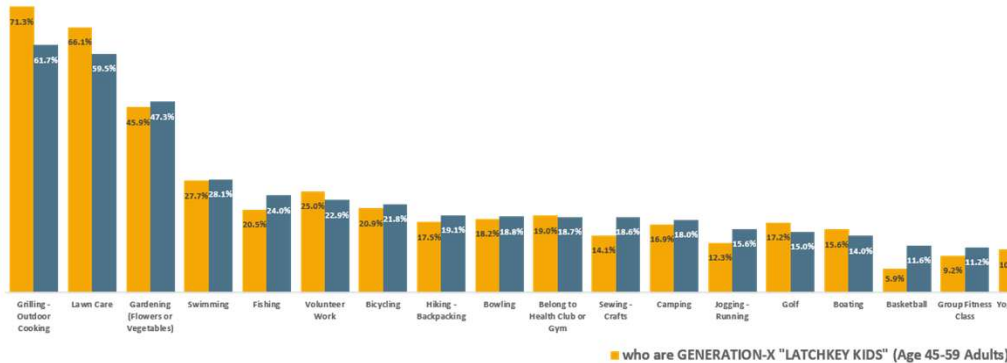
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



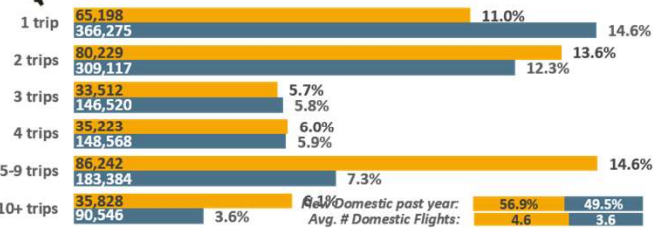
Political Activity: Adults 18 or older



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



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

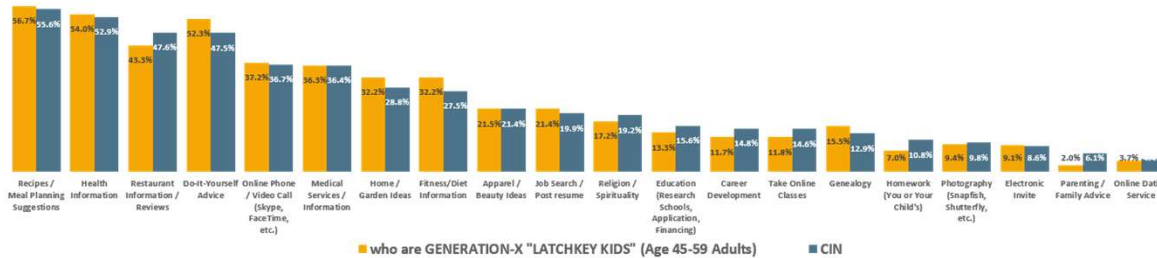




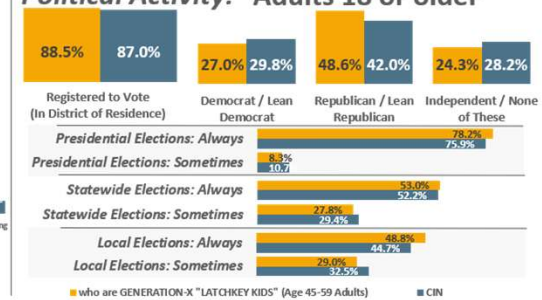
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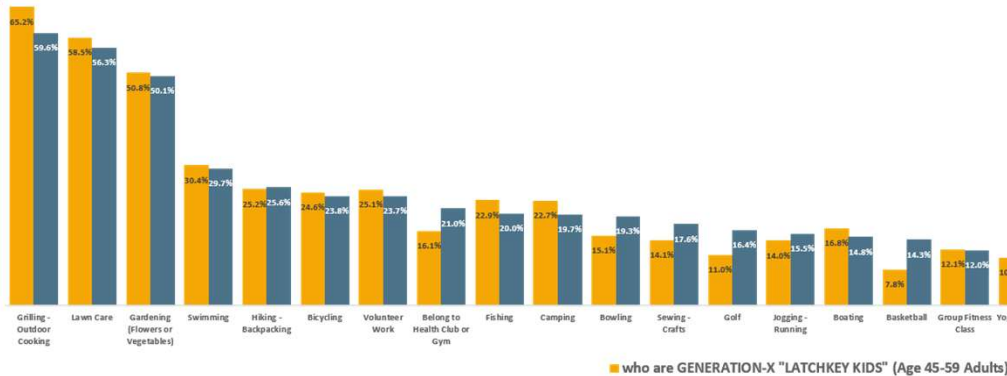
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



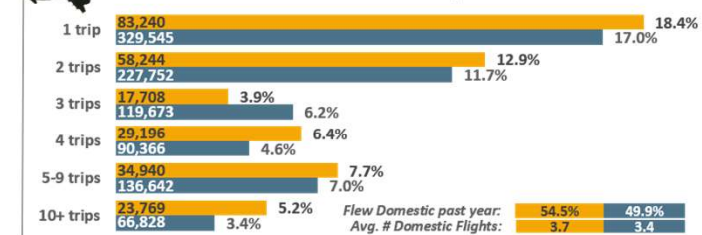
Political Activity: Adults 18 or older



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



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

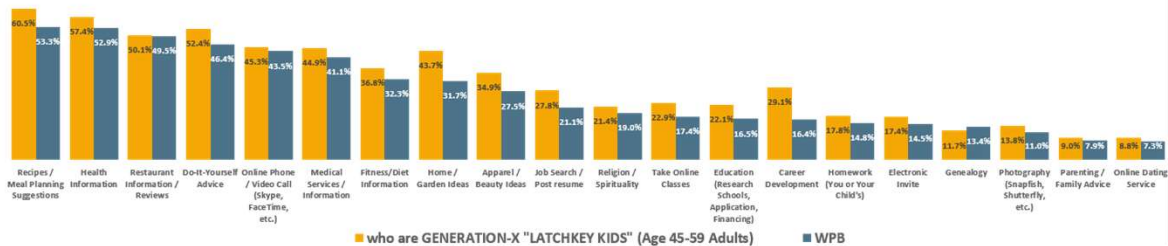




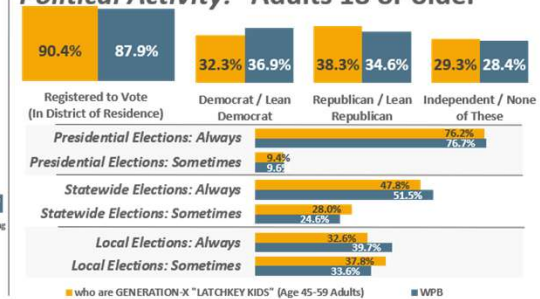
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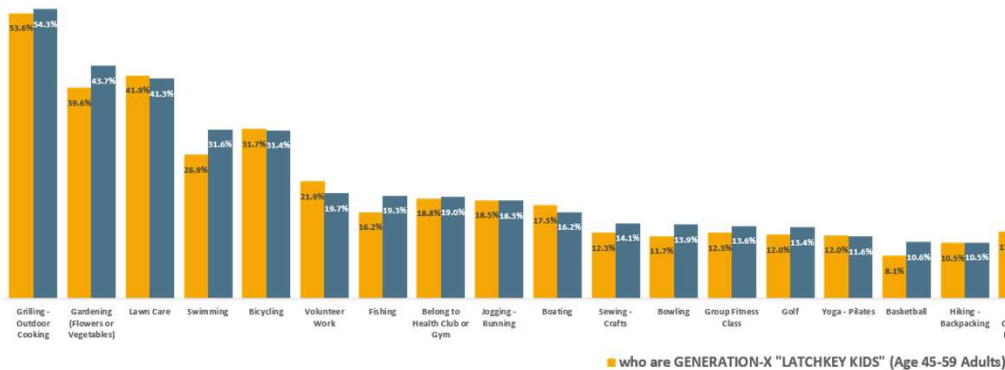
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



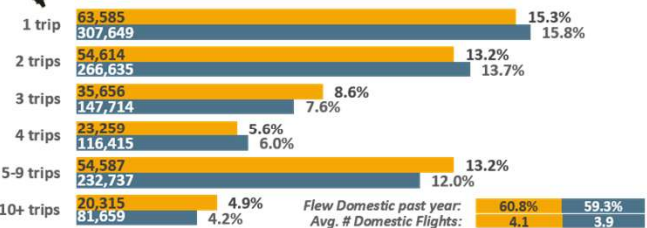
Political Activity: Adults 18 or older



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



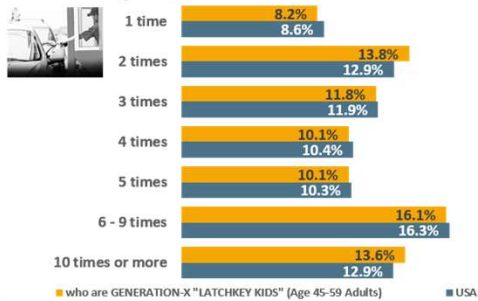
Past 12-months Domestic Airline Trips: Adults 18 or older





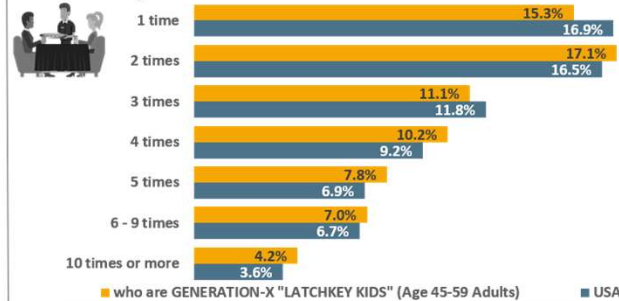
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Past 30-days QSR Users: Adults 18 or older



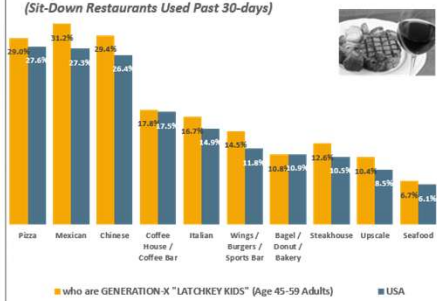
Total Monthly QSR Users: 83.8% (Gen X) vs 83.3% (USA)
Avg. Monthly QSR Meals: 5.8 (Gen X) vs 5.7 (USA)

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



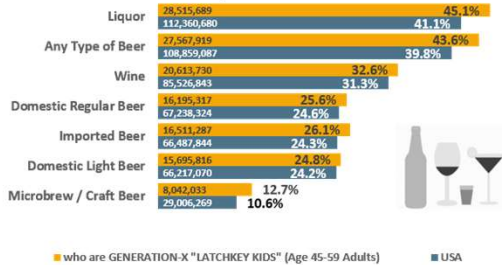
Total Monthly Sit-Down Restaurant Users: 72.6% (Gen X) vs 71.5% (USA)
Avg. Monthly Sit-Down Restaurant Meals: 3.8 (Gen X) vs 3.6 (USA)

Top-10 Cuisines: Adults 18 or older

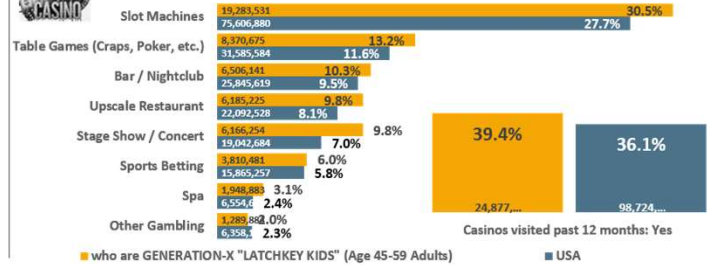


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are GENERATION-X "LATCHKEY KIDS" (Age 45-59): 20.1%
USA: 19.9%

Drank Past 30-days: Adults 18 or older

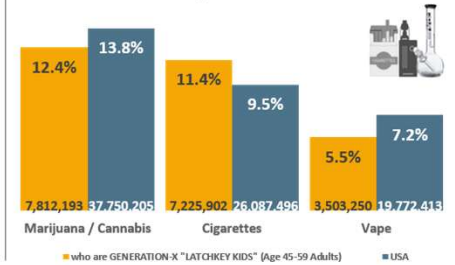


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
39.4% (Gen X) vs 36.1% (USA)

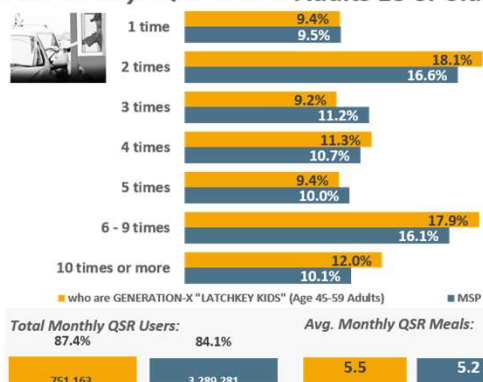
Used Past 30-days: Adults 18 or older



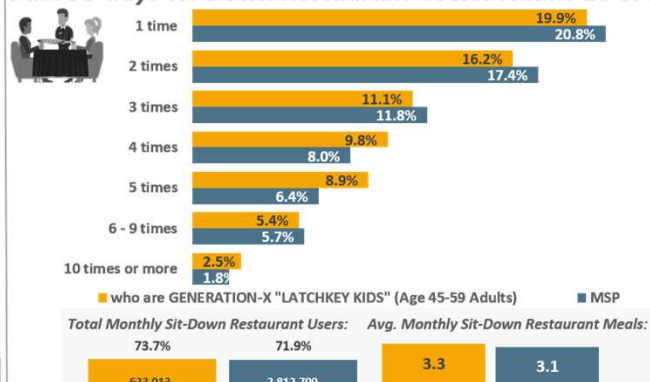


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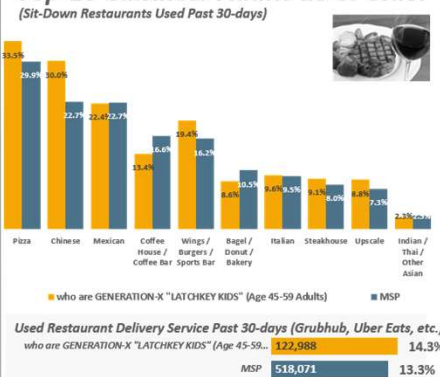
Past 30-days QSR Users: Adults 18 or older



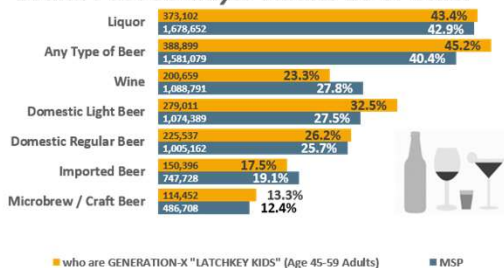
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



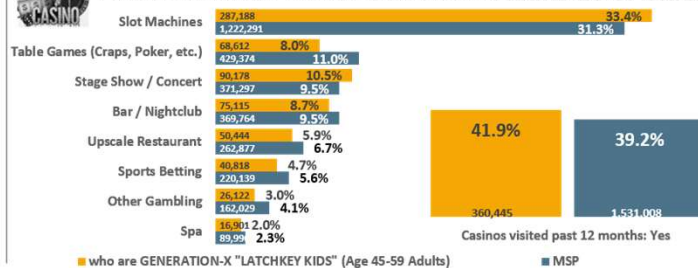
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



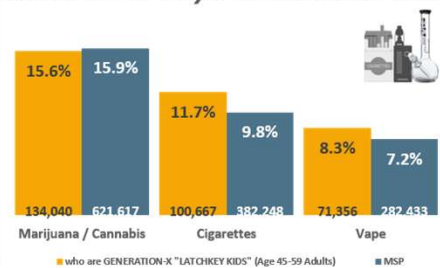
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



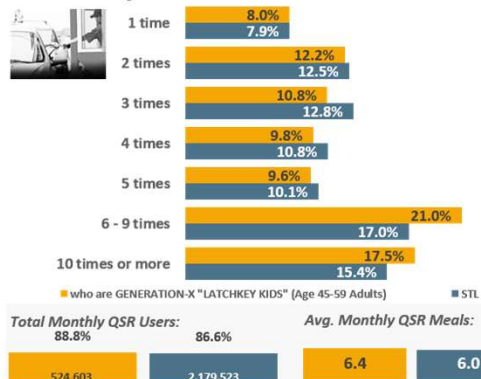
Used Past 30-days: Adults 18 or older



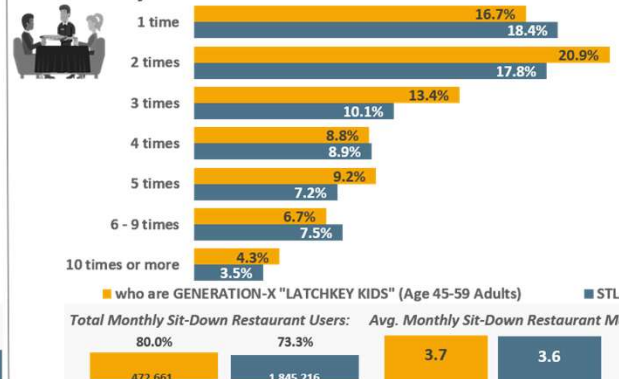


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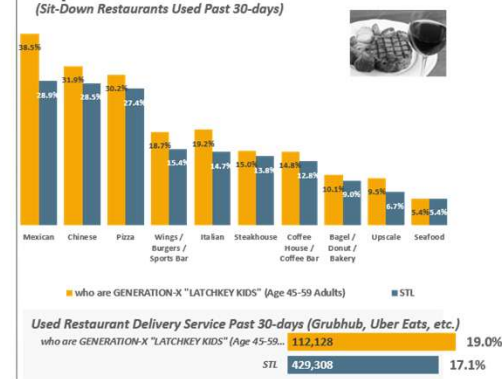
Past 30-days QSR Users: Adults 18 or older



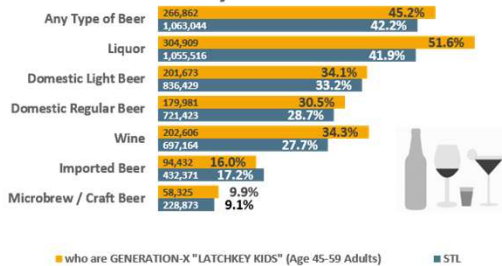
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



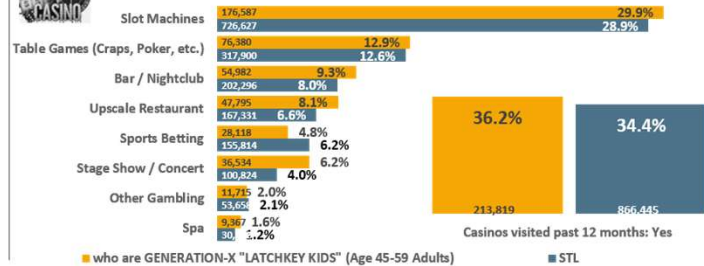
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



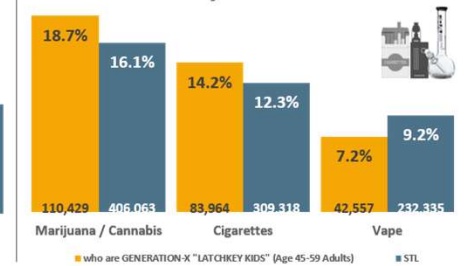
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



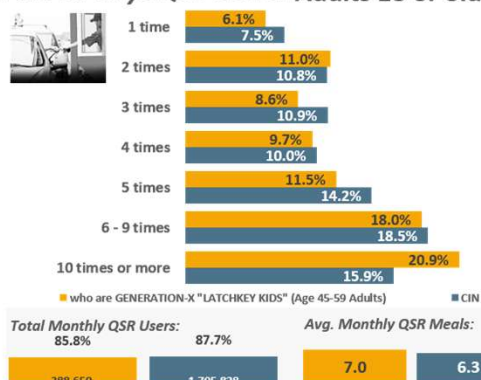
Used Past 30-days: Adults 18 or older



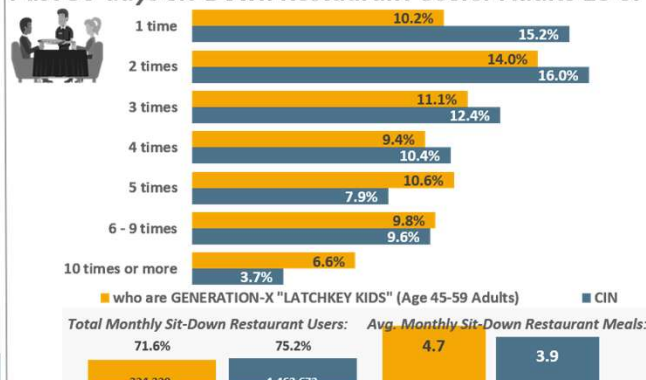


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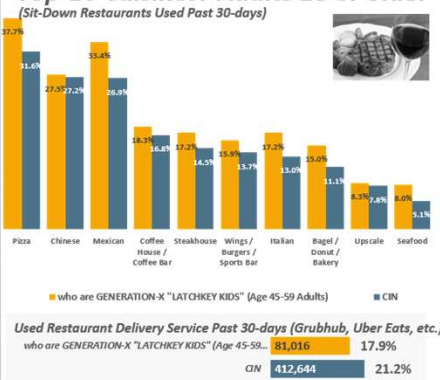
Past 30-days QSR Users: Adults 18 or older



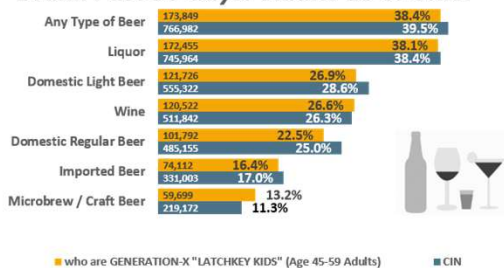
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



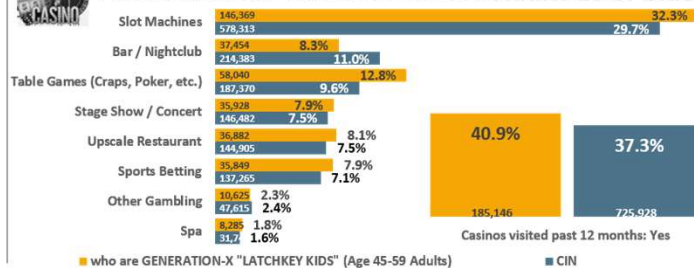
Top-10 Cuisines: Adults 18 or older



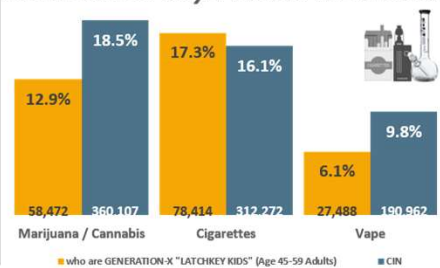
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



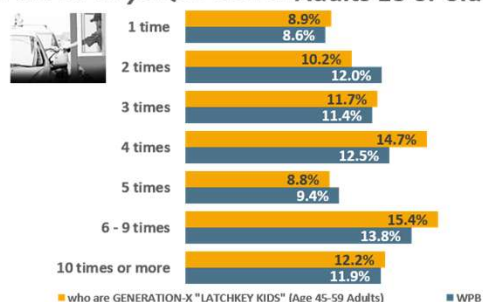
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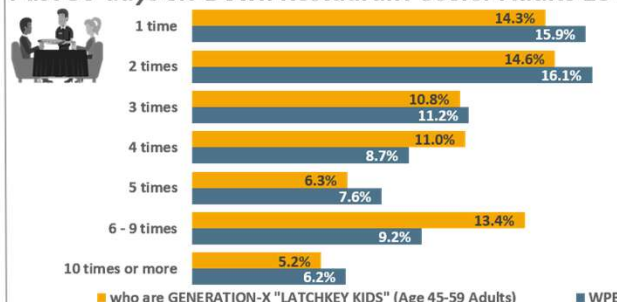


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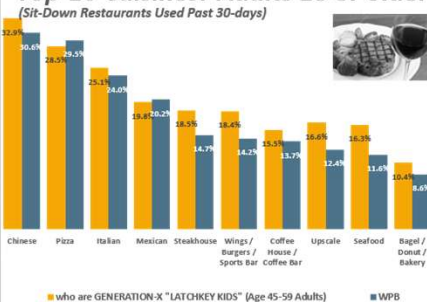
Past 30-days QSR Users: Adults 18 or older



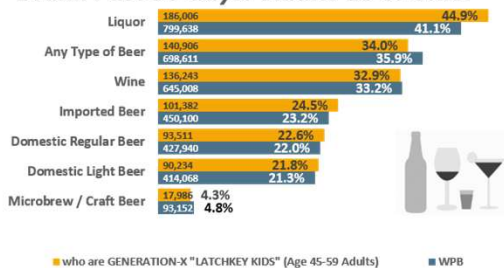
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



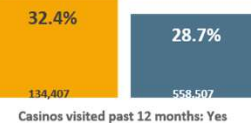
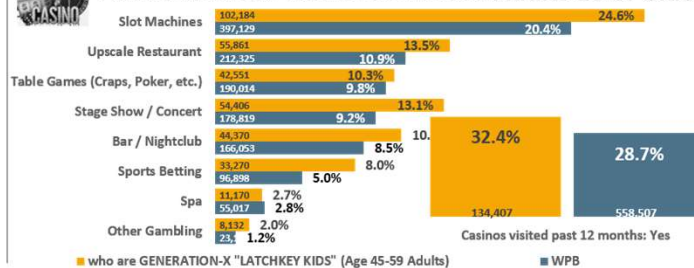
Top-10 Cuisines: Adults 18 or older



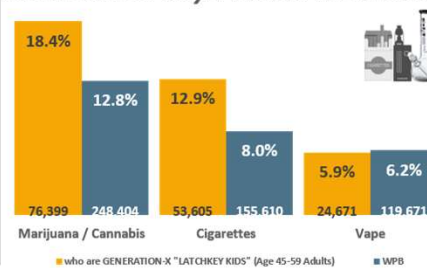
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

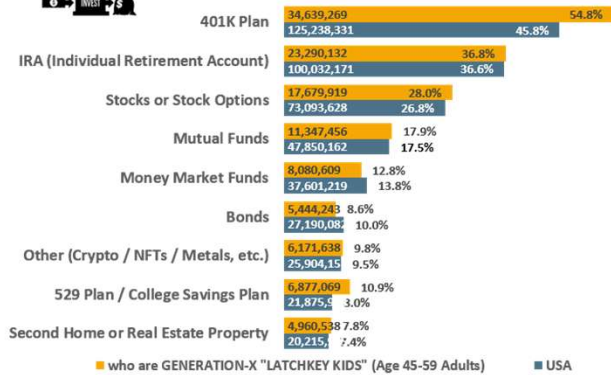




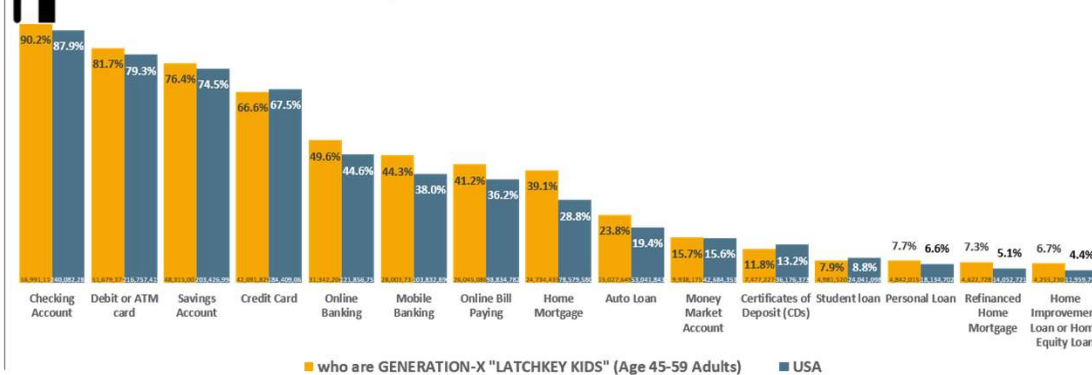
23.1% or 63,217,798 of USA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 19.5% more likely to have a 401K, 22.4% more likely to have an Auto Loan, 11.2% more likely to Invest/Trade Stocks Online,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



Investments Owned: Adults 18 or older



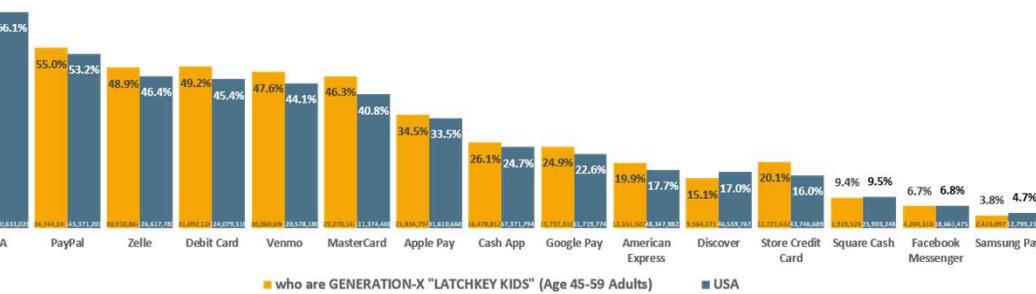
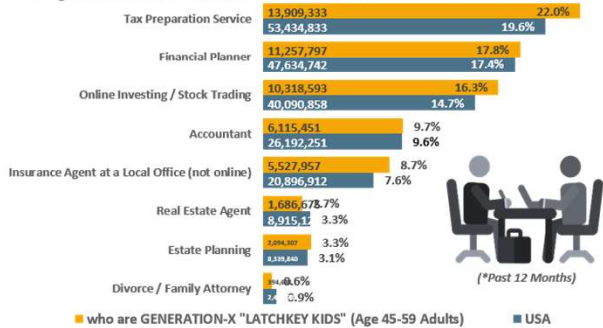
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

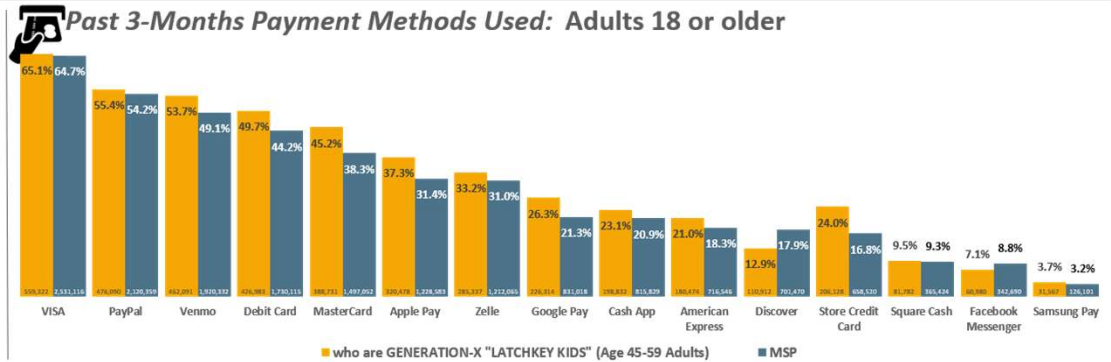
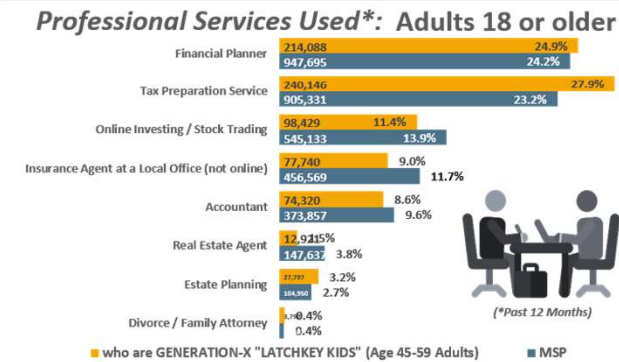
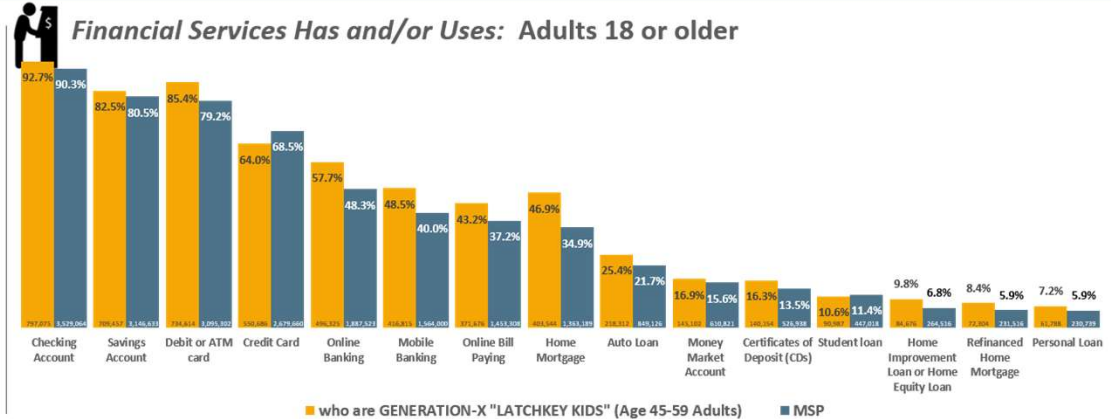
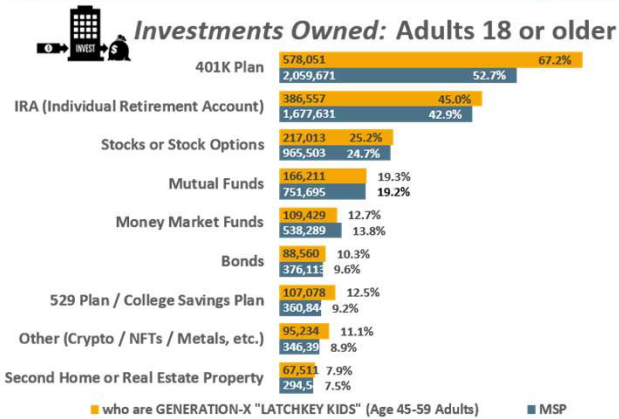


Past 3-Months Payment Methods Used: Adults 18 or older





22.2% or 859,776 of MSP DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 27.6% more likely to have a 401K, 16.9% more likely to have an Auto Loan, 17.9% less likely to Invest/Trade Stocks Online, 12.2% more likely to pay with their Debit Card.

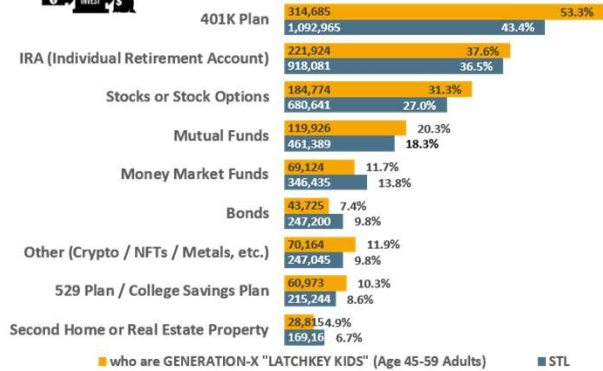




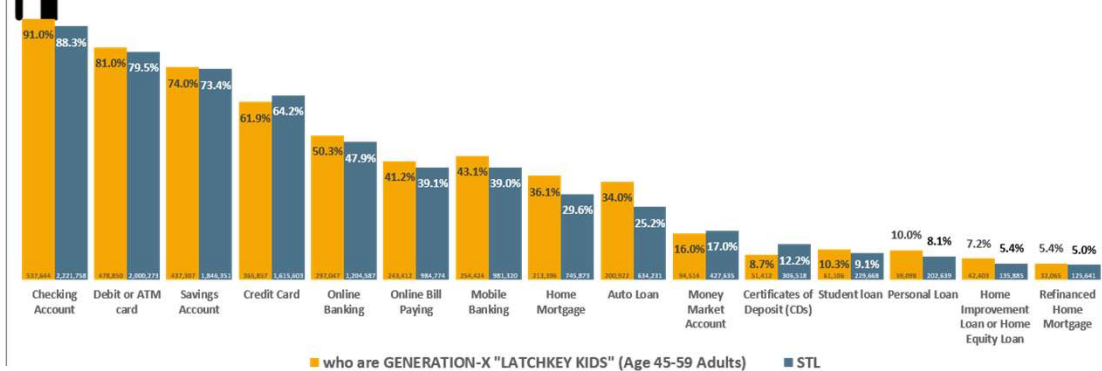
23.5% or 590,888 of STL DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 22.6% more likely to have a 401K, 34.9% more likely to have an Auto Loan, 12.3% more likely to Invest/Trade Stocks Online, 2.1% less likely to pay with their Debit Card.



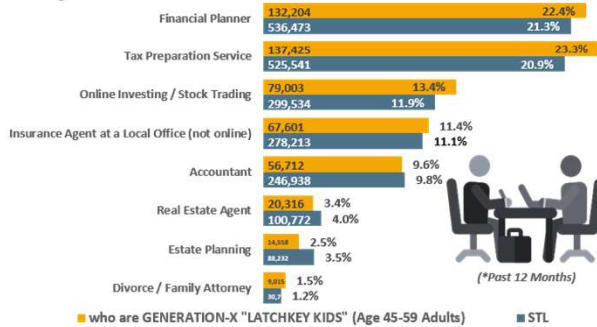
Investments Owned: Adults 18 or older



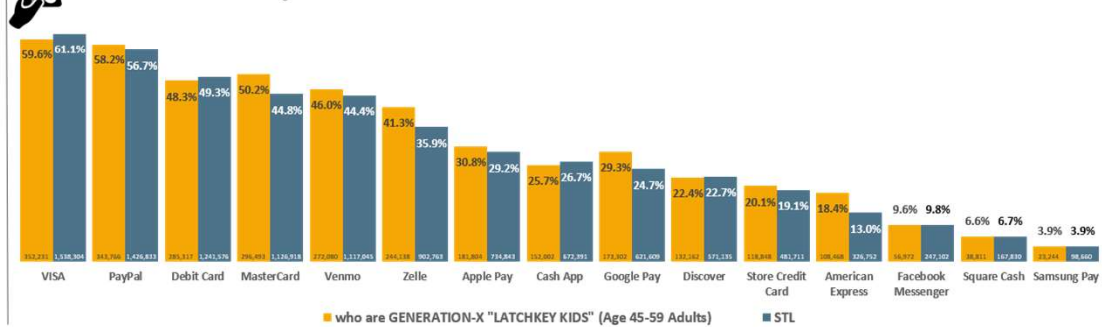
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

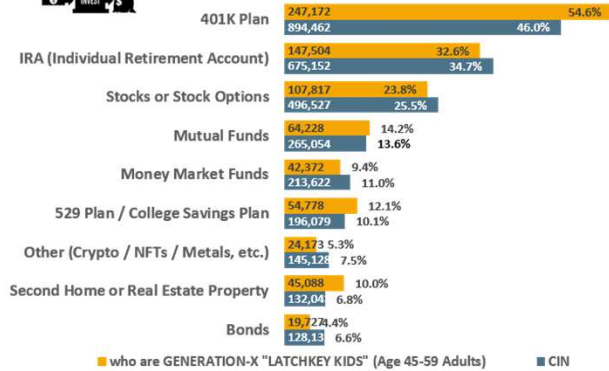




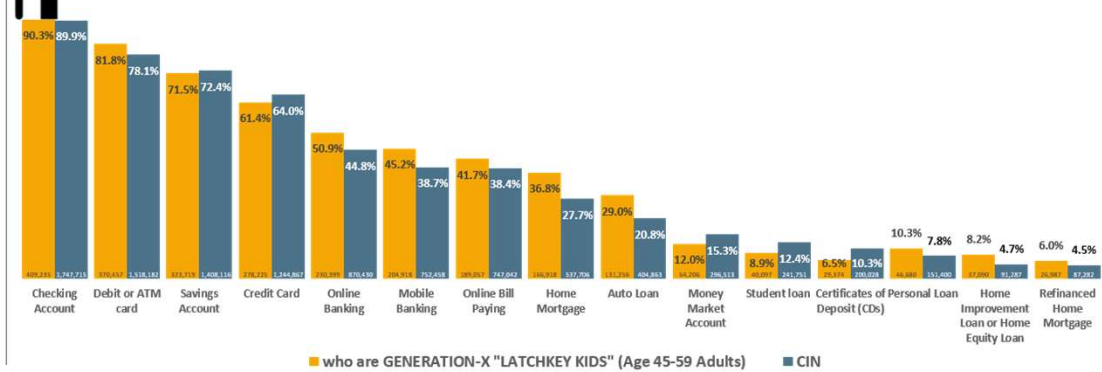
23.3% or 452,989 of CIN DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 18.6% more likely to have a 401K, 39.1% more likely to have an Auto Loan, 3.1% more likely to Invest/Trade Stocks Online, 2.9% more likely to pay with their Debit Card.



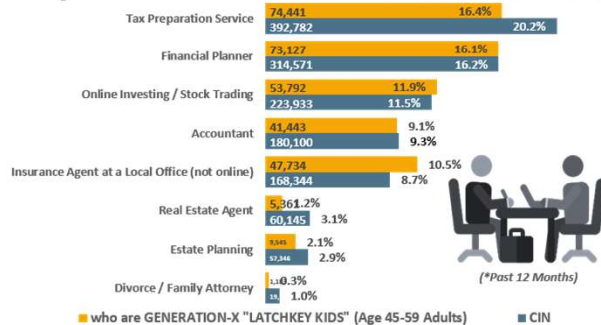
Investments Owned: Adults 18 or older



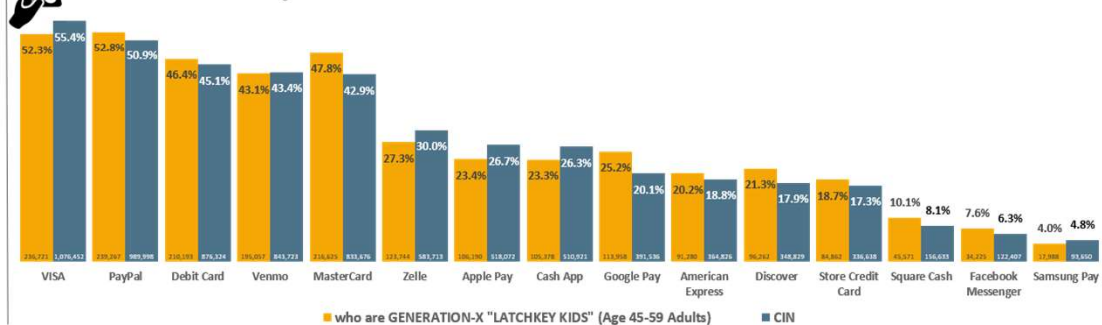
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

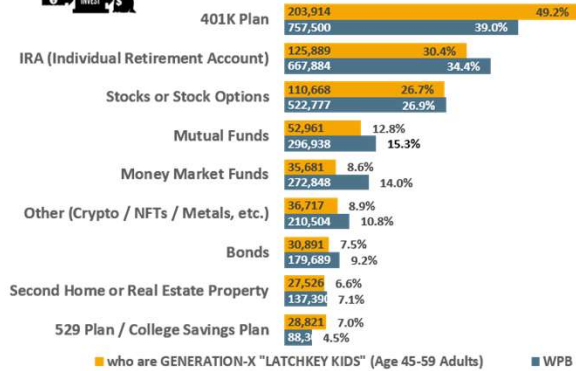




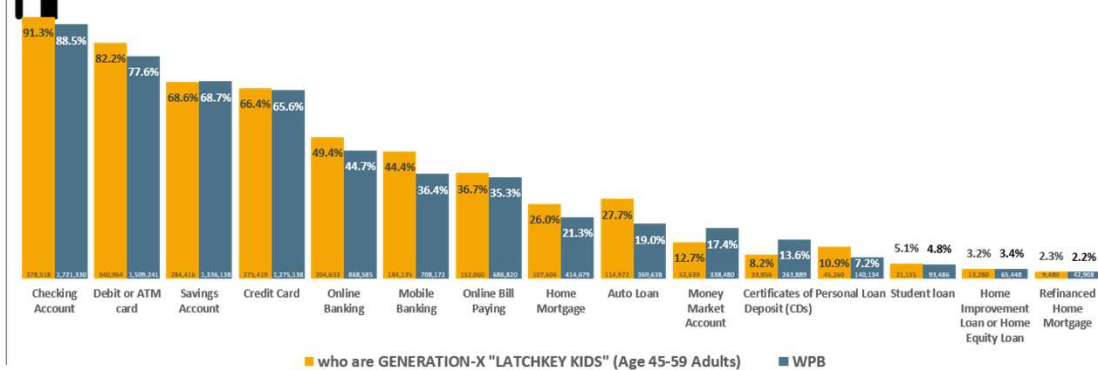
21.3% or 414,644 of WPB DMA Adults 18 or older are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults). Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) are 26.2% more likely to have a 401K, 45.8% more likely to have an Auto Loan, 14.7% more likely to Invest/Trade Stocks Online, 11.4% more likely to pay with their Debit Card.



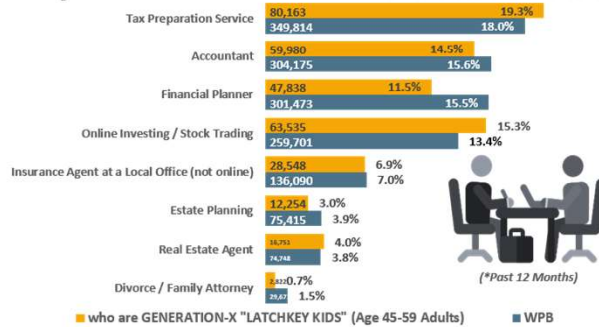
Investments Owned: Adults 18 or older



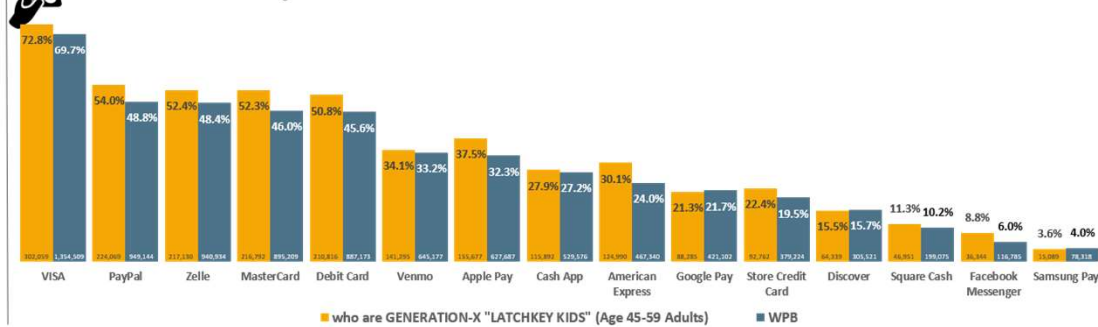
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



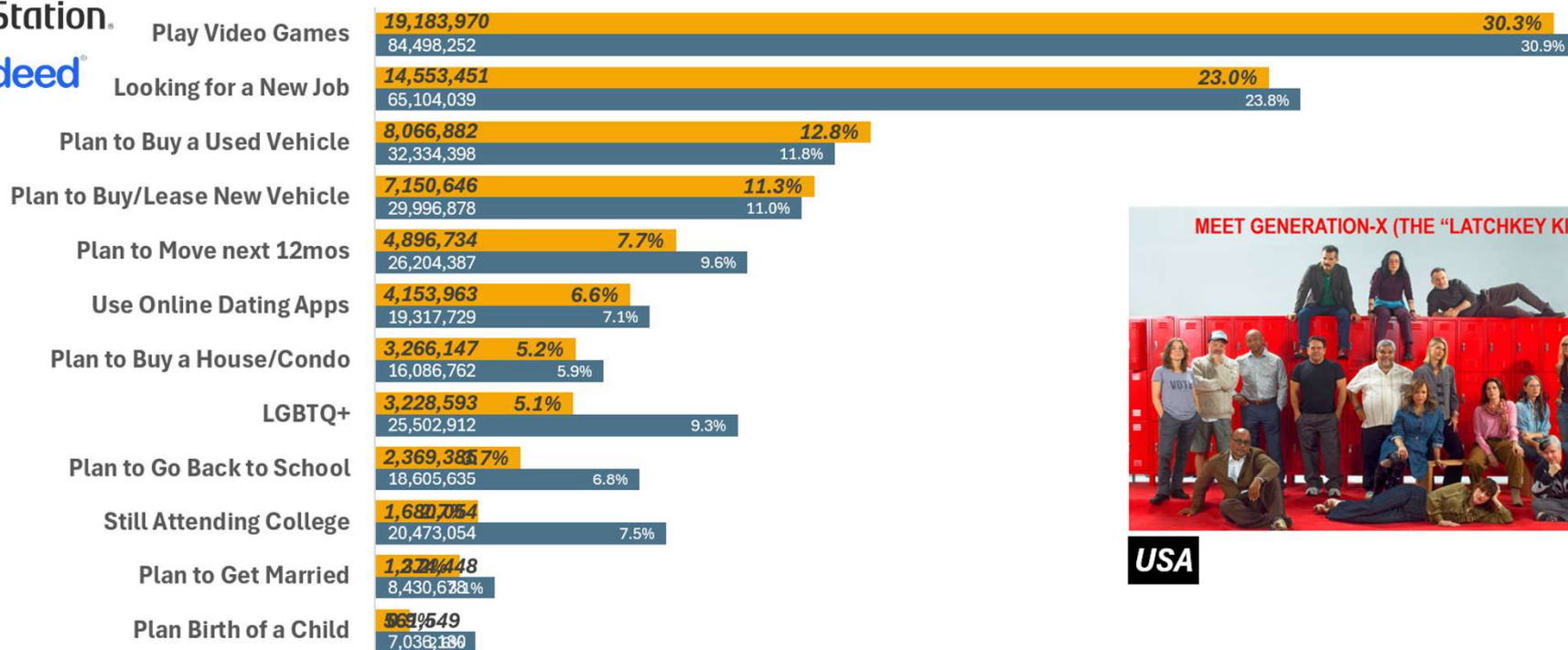
Past 3-Months Payment Methods Used: Adults 18 or older





"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

■ P18+ USA AVERAGE (Lifestyle/Future Plans)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 6049
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



Plan to Buy a Used Vehicle



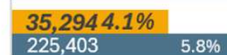
Plan to Buy/Lease New Vehicle



Plan to Move next 12mos



Use Online Dating Apps



LGBTQ+



Plan to Buy a House/Condo



Still Attending College



Plan to Go Back to School



Plan to Get Married



Plan Birth of a Child



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 426
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for Anything ®

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



"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

 **Play Video Games**



 **Looking for a New Job**



Plan to Buy/Lease New Vehicle



Plan to Buy a Used Vehicle



Plan to Move next 12mos



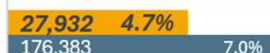
Plan to Buy a House/Condo



Use Online Dating Apps



LGBTQ+



Still Attending College



Plan to Go Back to School



Plan to Get Married



Plan Birth of a Child



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

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





"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



Plan to Buy a Used Vehicle



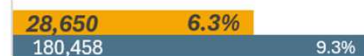
Plan to Move next 12mos



Plan to Buy/Lease New Vehicle



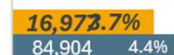
LGBTQ+



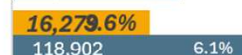
Plan to Buy a House/Condo



Use Online Dating Apps



Plan to Go Back to School



Still Attending College



Plan to Get Married



Plan Birth of a Child



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

■ P18+ CINCINNATI AVERAGE (Lifestyle/Future Plans)





"Lifestyle/Future Plans"

P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

PlayStation Looking for a New Job

indeed Play Video Games

Plan to Buy a Used Vehicle

Plan to Buy/Lease New Vehicle

Plan to Move next 12mos

Plan to Go Back to School

Use Online Dating Apps

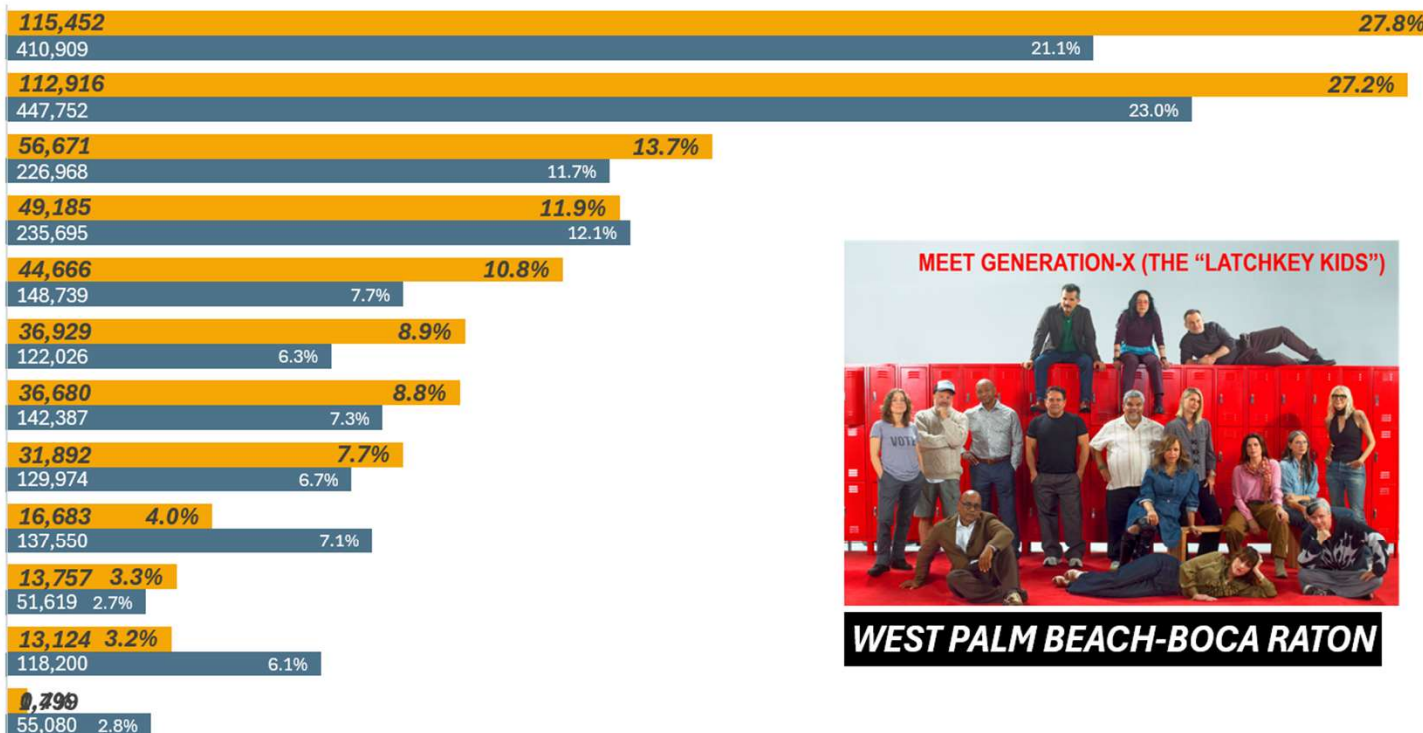
Plan to Buy a House/Condo

Still Attending College

Plan to Get Married

LGBTQ+

Plan Birth of a Child



■ P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) (Lifestyle/Future Plans)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 562
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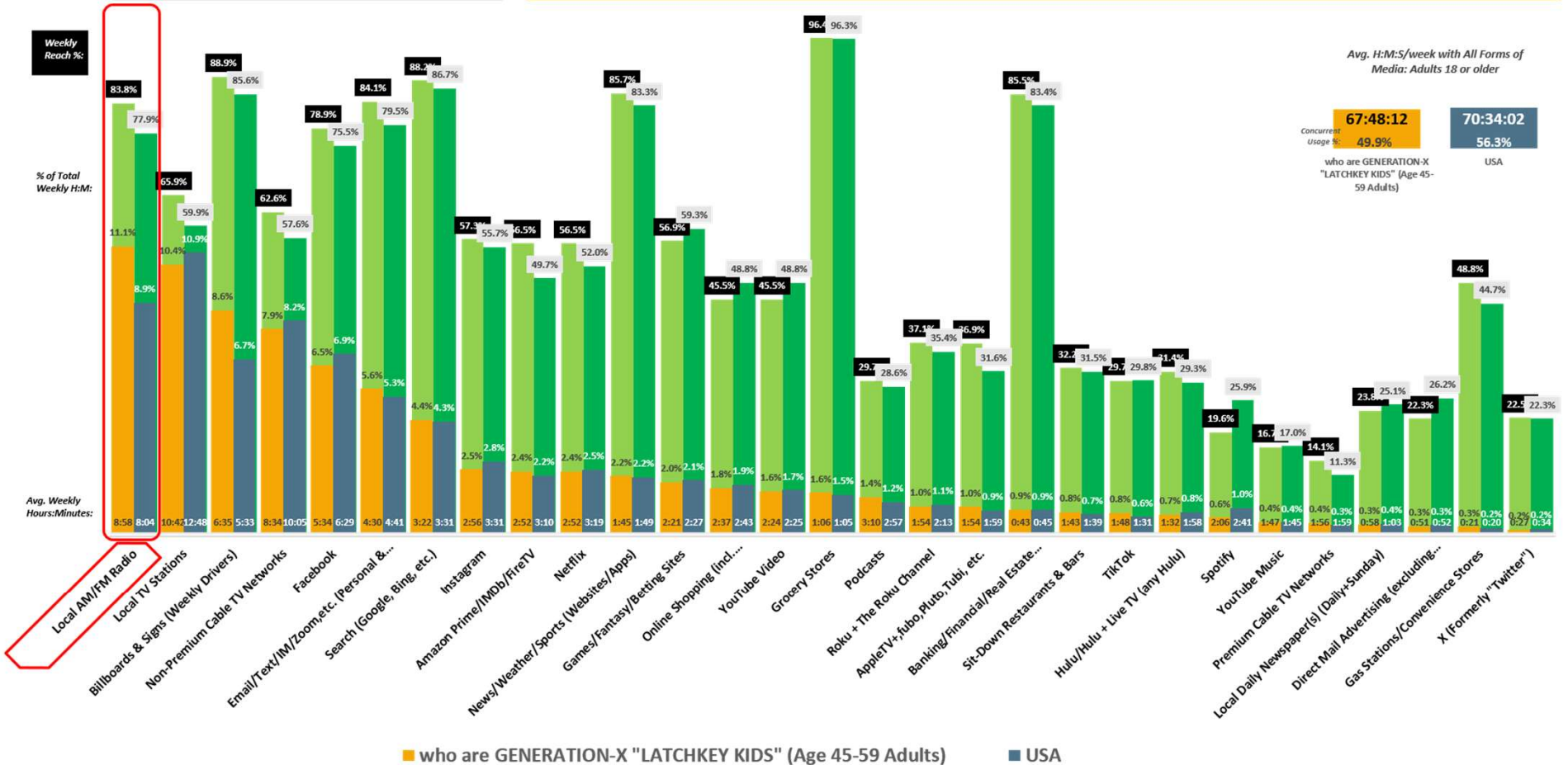
soefa.ai Share of Everything for Anything ®

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



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

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



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

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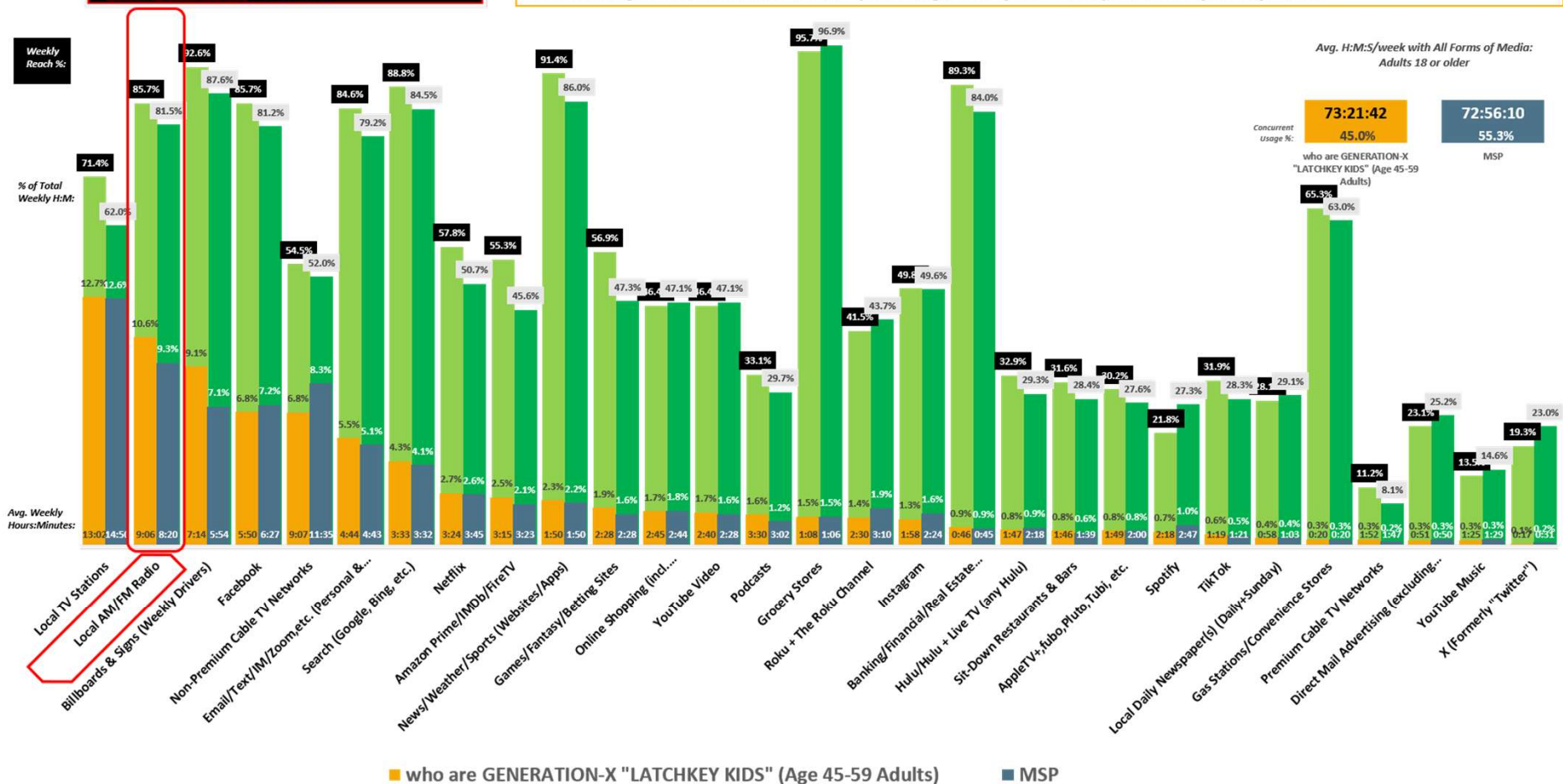
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



Share of Everything for Anything



Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 3 days, 1 hours, 21 minutes and 42 seconds each week with All Forms of Media.
 85.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 9 hours and 6 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



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

Concurrent Usage %:

73:21:42
 45.0%

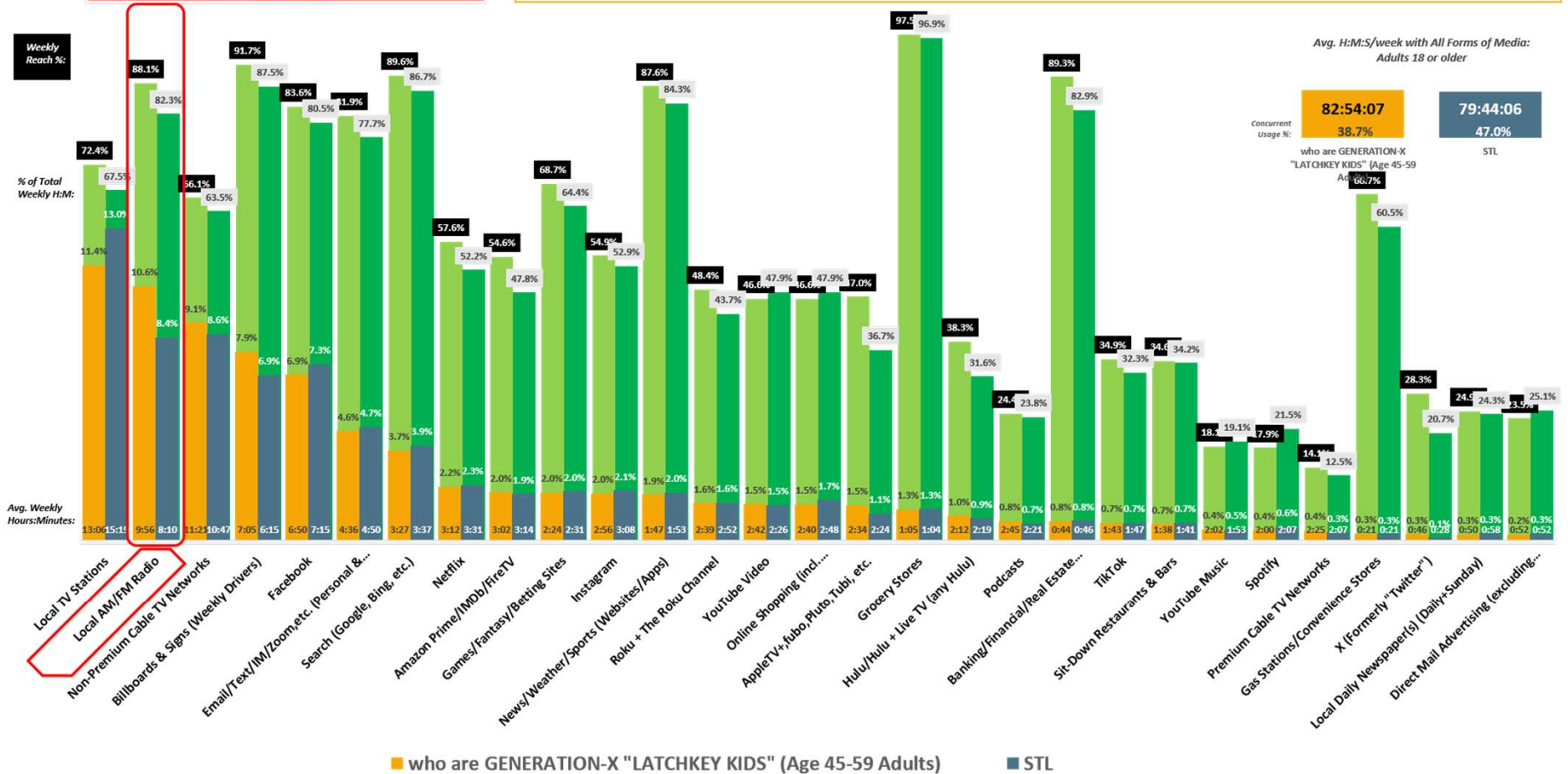
72:56:10
 55.3%

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

MSP



Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 3 days, 10 hours, 54 minutes and 7 seconds each week with All Forms of Media.
 88.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 9 hours and 56 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



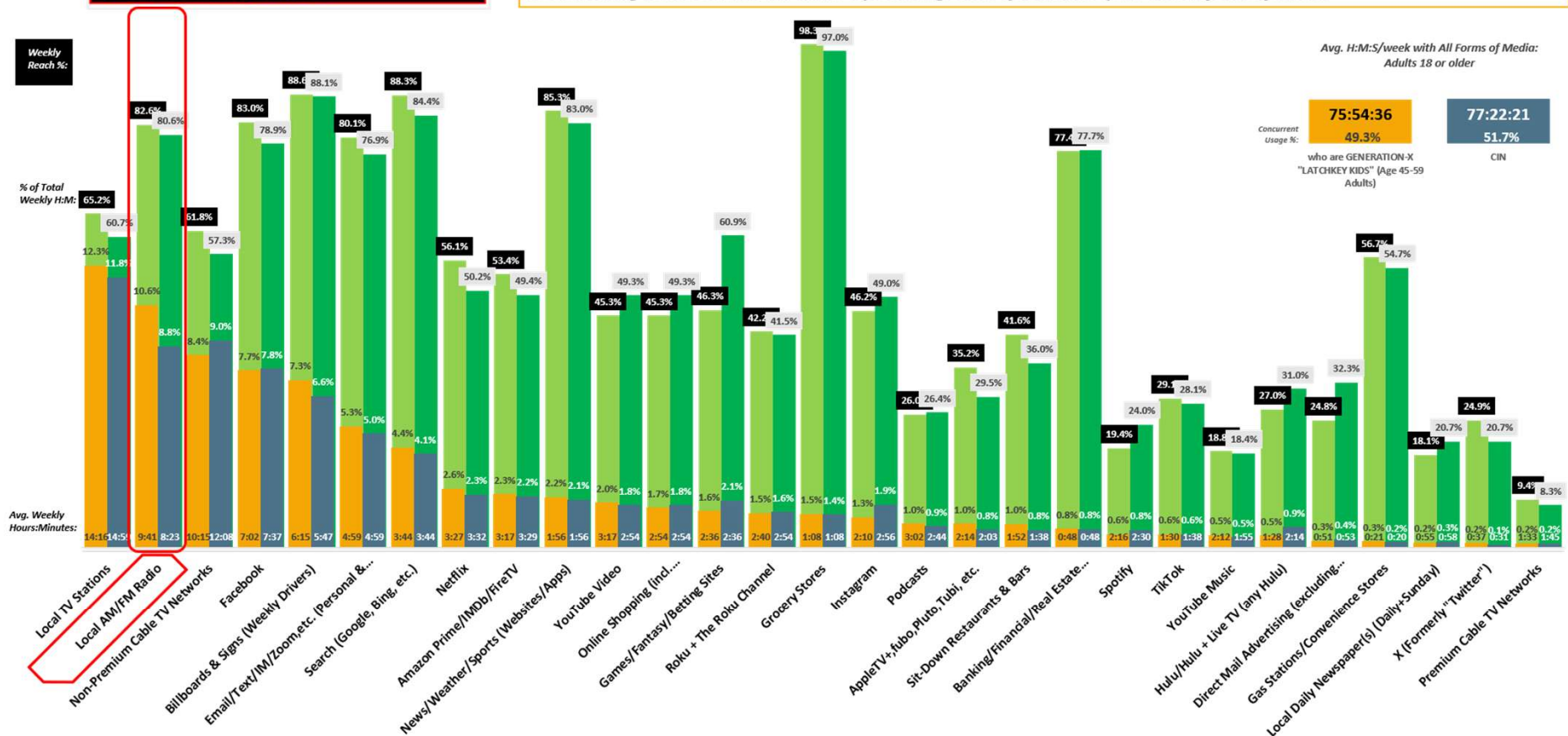
Avg. H:M:S/week with All Forms of Media:
Adults 18 or older

82:54:07
38.7%
who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)

79:44:06
47.0%
STL



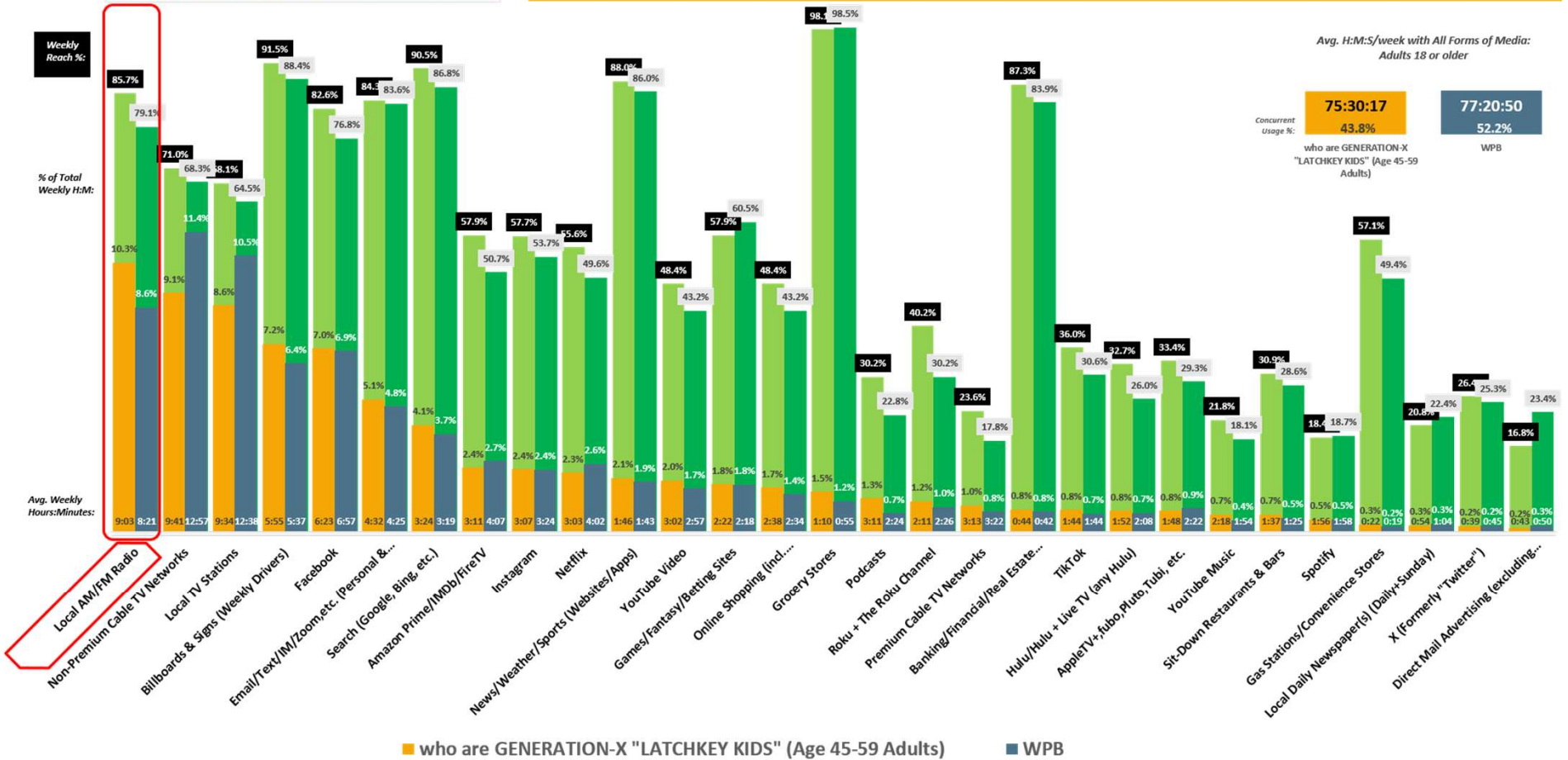
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 3 days, 3 hours, 54 minutes and 36 seconds each week with All Forms of Media.
 82.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 9 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 10.6% of total time spent with all forms of Media.



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

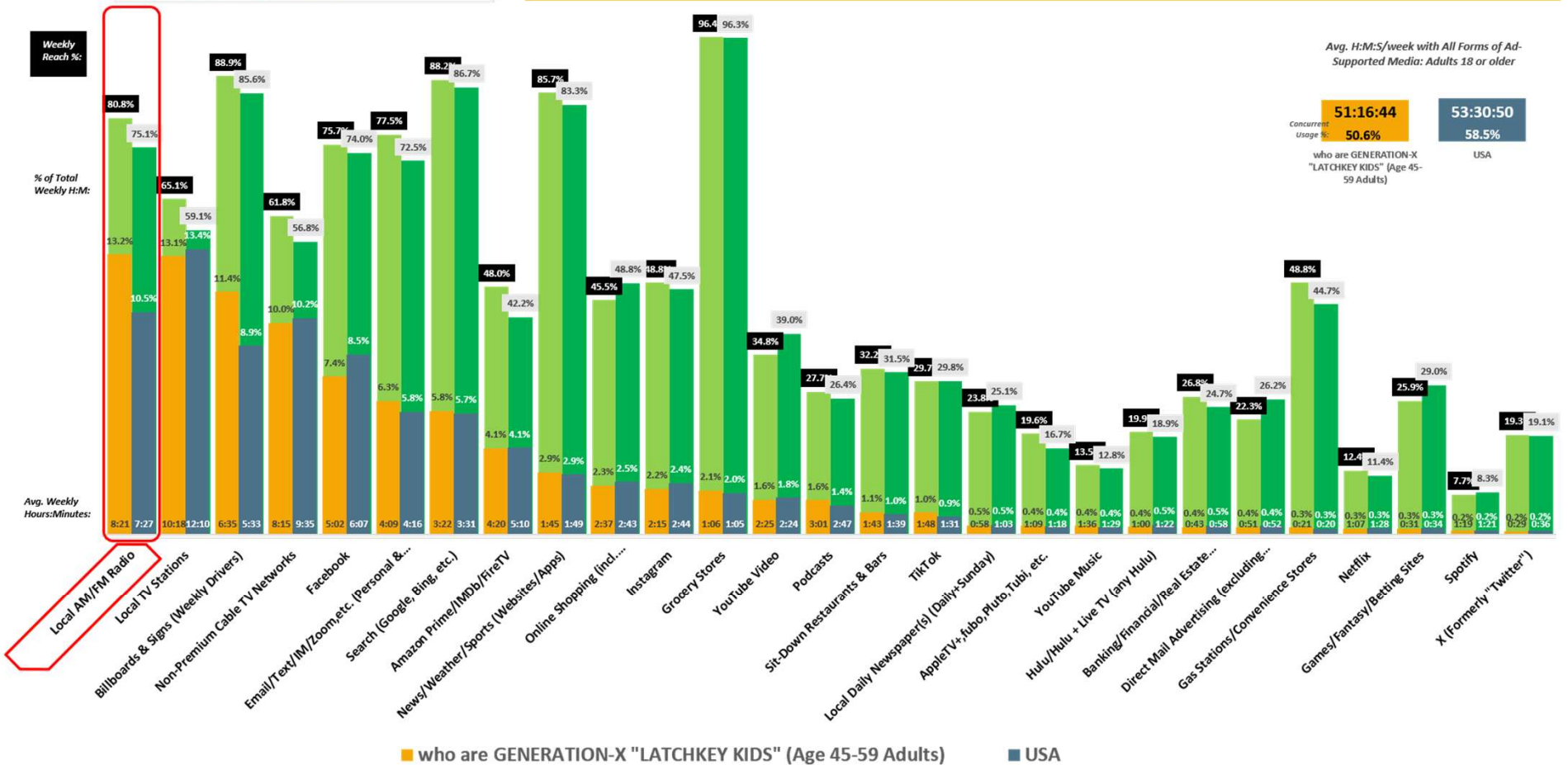


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 3 days, 3 hours, 30 minutes and 17 seconds each week with All Forms of Media.
 85.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 9 hours and 3 minutes each week listening to All Local AM/FM Radio, representing 10.3% of total time spent with all forms of Media.





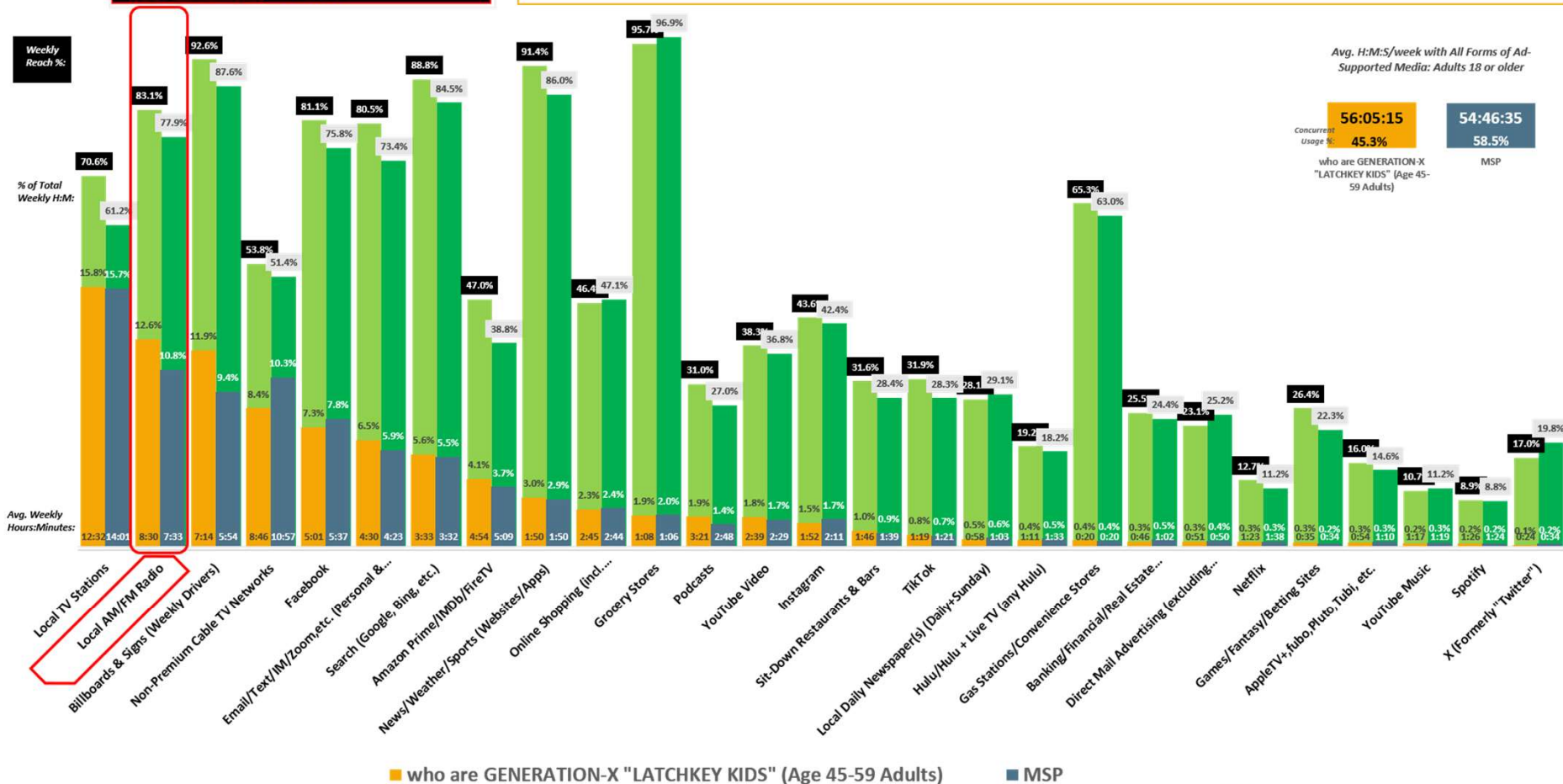
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 3 hours, 16 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 21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





Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 8 hours, 5 minutes and 15 seconds each week with All Forms of Ad-Supported Media.

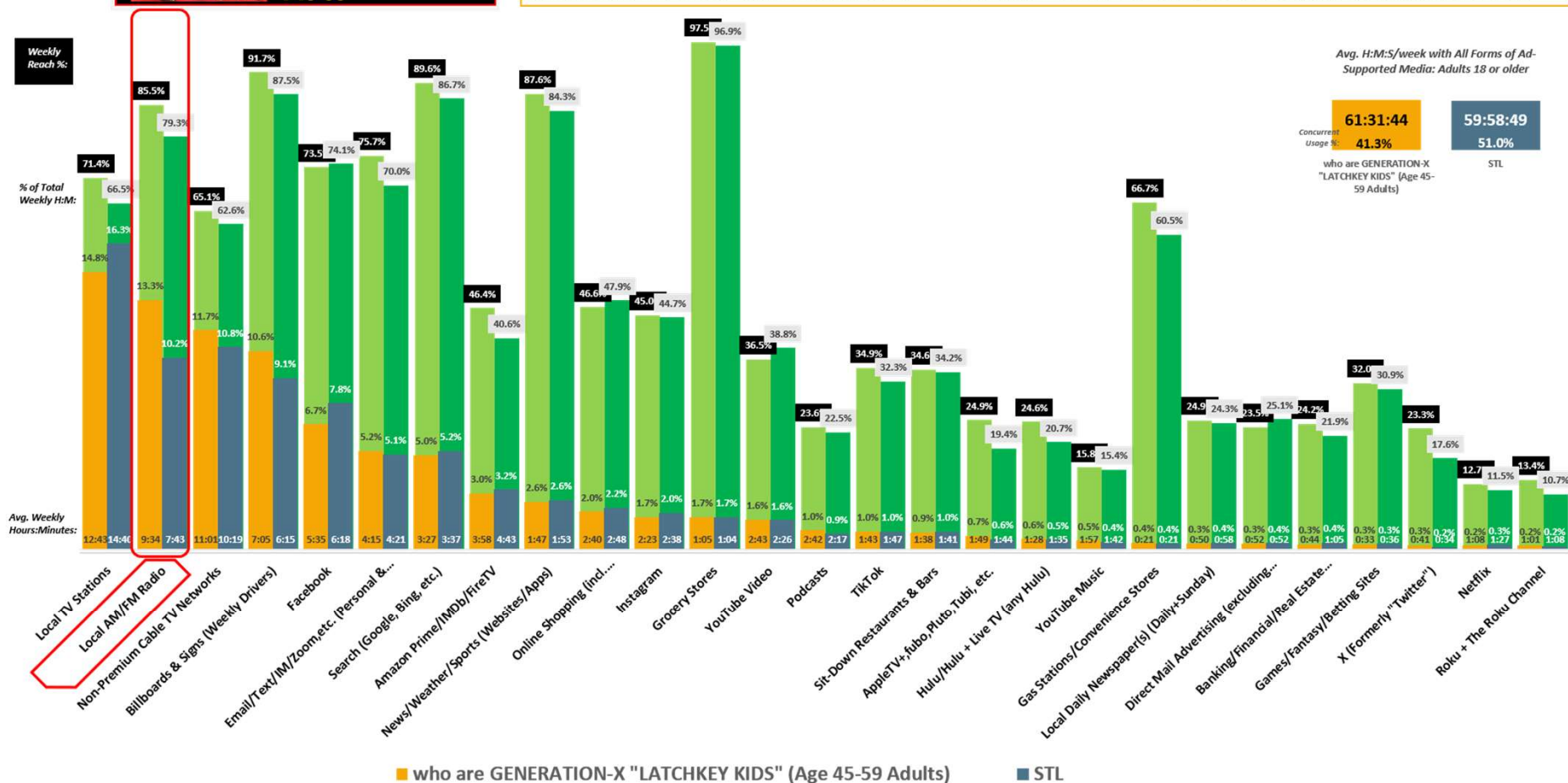
83.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 30 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 13 hours, 31 minutes and 44 seconds each week with All Forms of Ad-Supported Media.

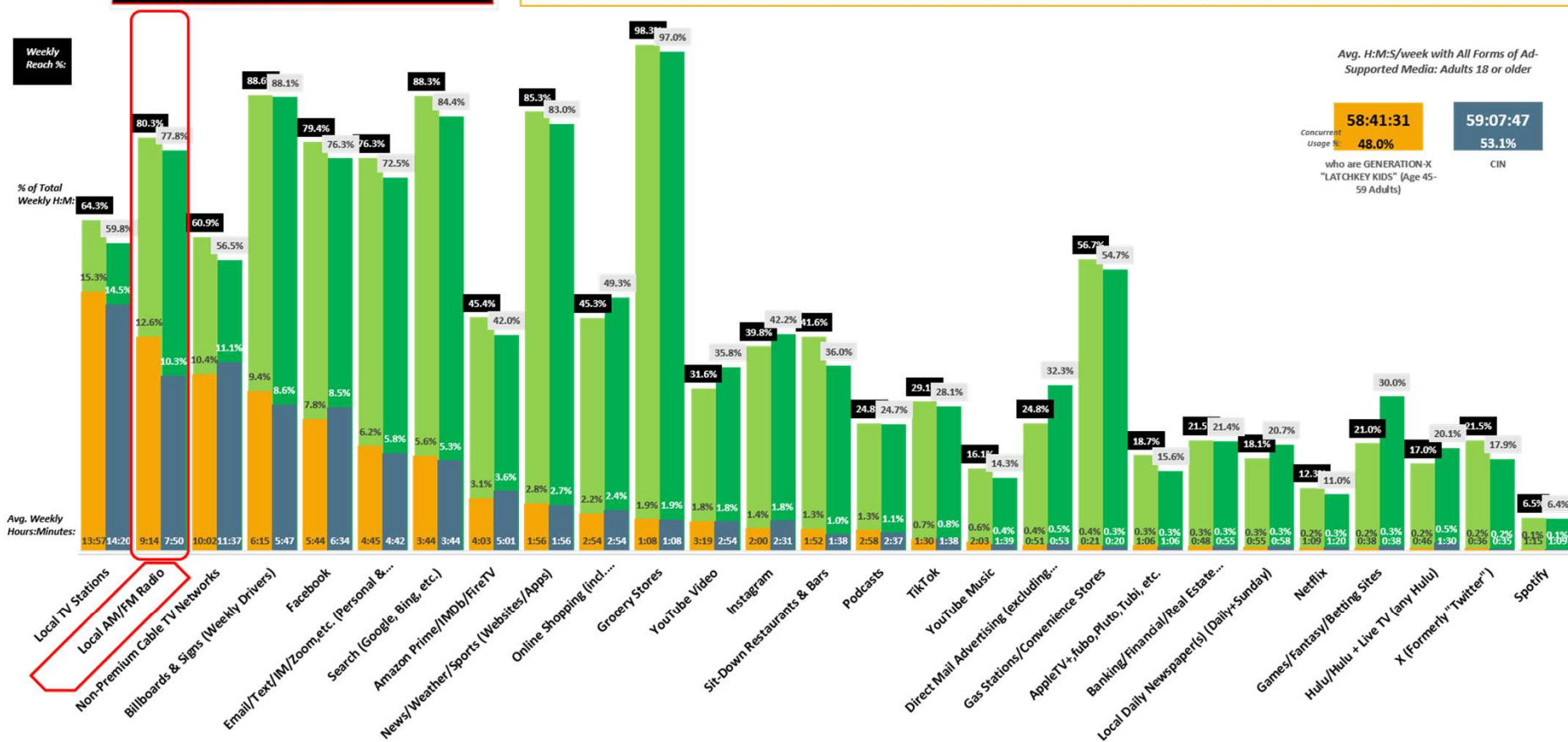
85.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 9 hours and 34 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 13.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 10 hours, 41 minutes and 31 seconds each week with All Forms of Ad-Supported Media.

80.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 9 hours and 14 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.6% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 48.0%

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

58:41:31

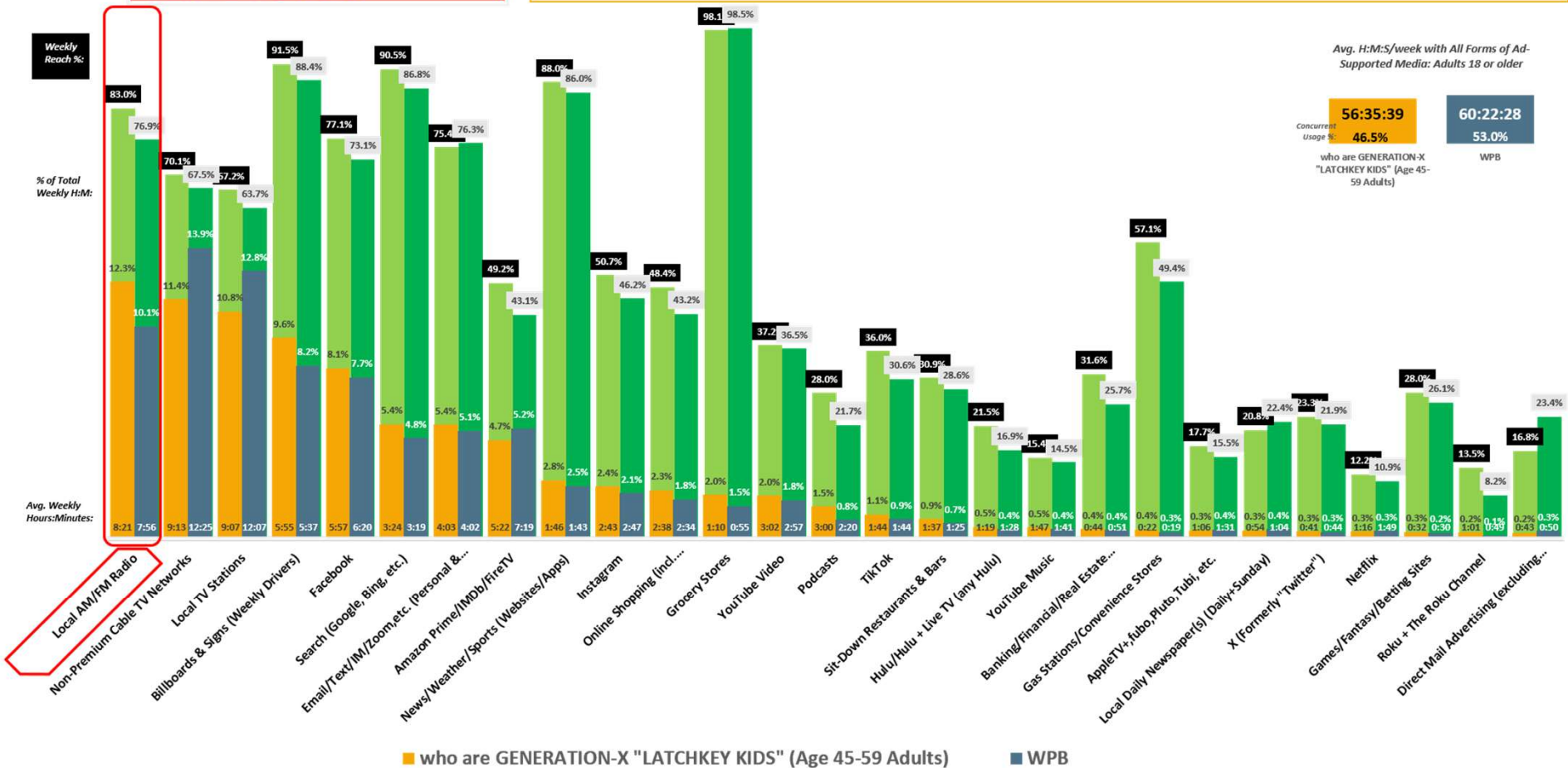
59:07:47

CIN

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



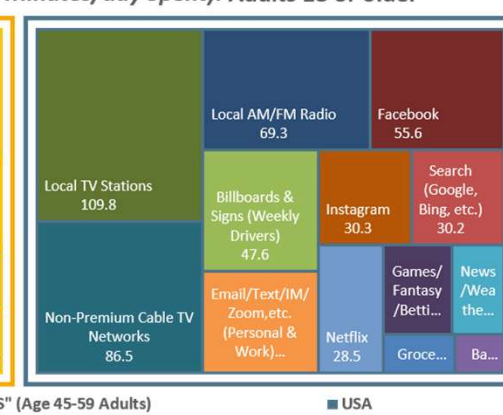
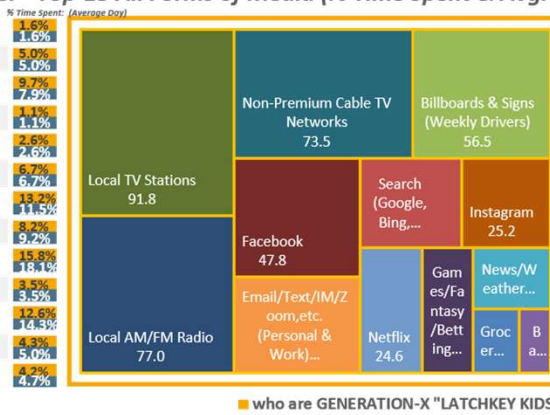
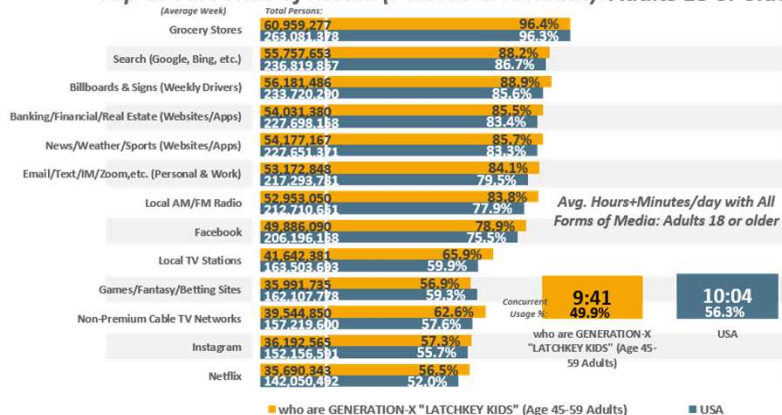
Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 2 days, 8 hours, 35 minutes and 39 seconds each week with All Forms of Ad-Supported Media.
 83.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an avg. of 8 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 12.3% of total time spent with all forms of Ad-Supported Media.



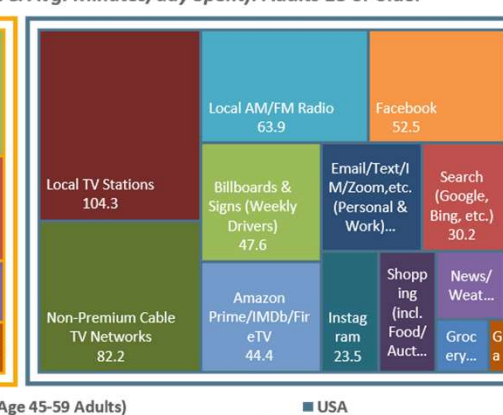
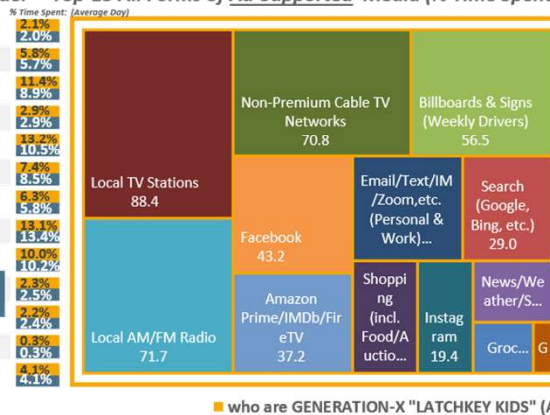
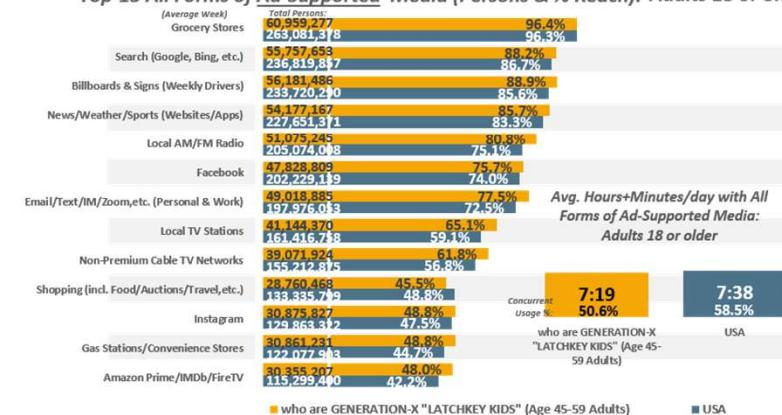


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 7 hours and 19 minutes each day with All Forms of Ad-Supported Media. 80.8% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 13.2% of Time with Ad-Supported Media.)

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



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



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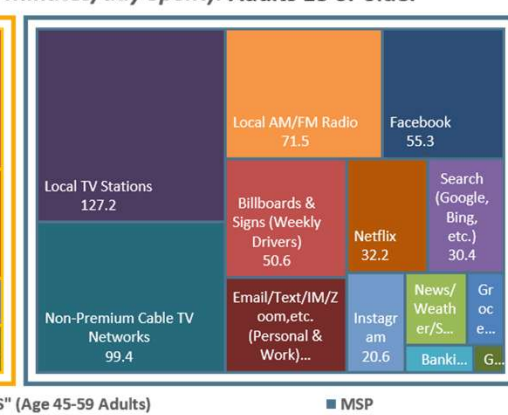
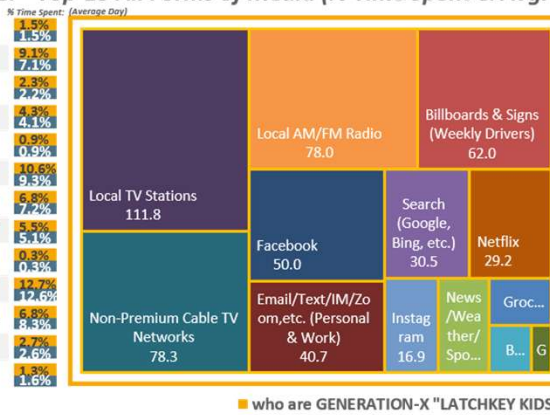
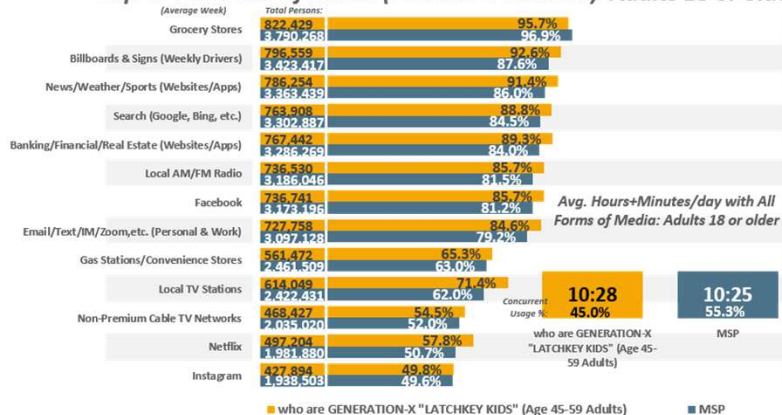
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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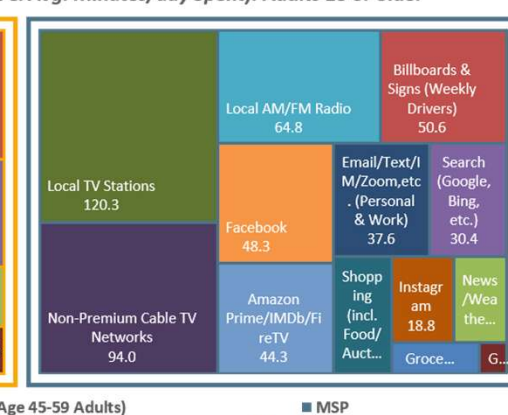
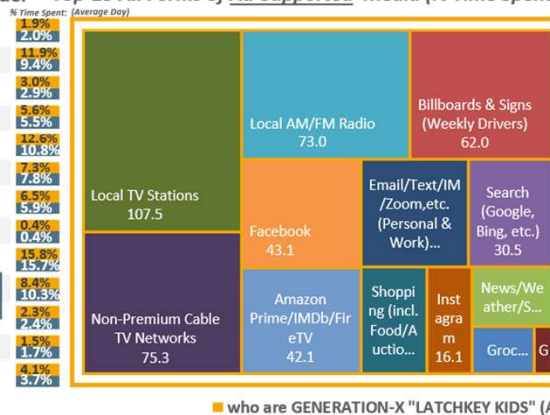
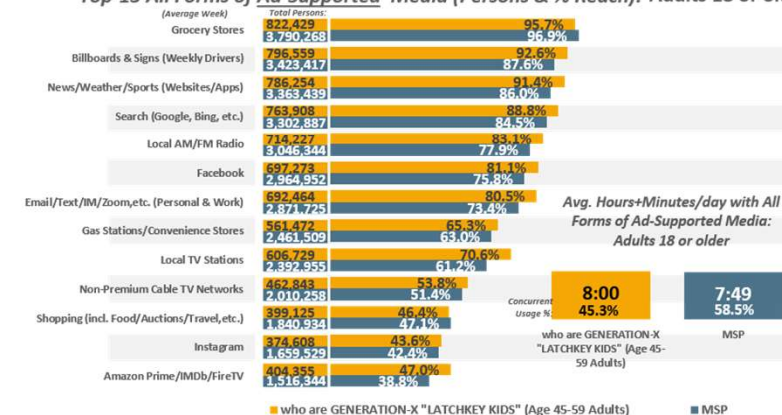


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 8 hours and 0 minutes each day with All Forms of Ad-Supported Media. 83.1% listen to Local AM/FM Radio for an avg. of 73. minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

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



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



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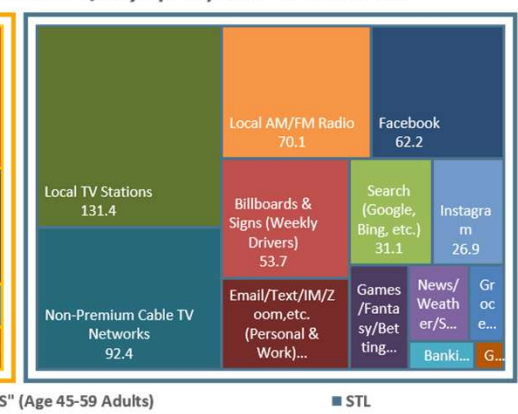
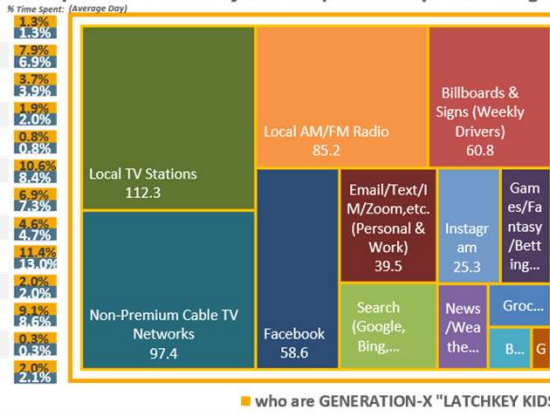
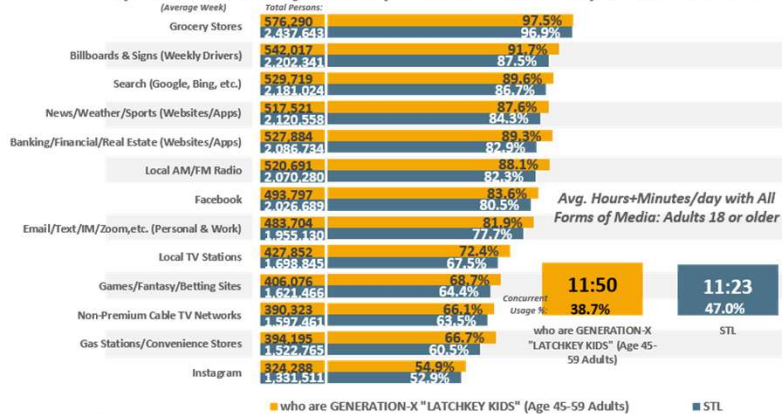
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

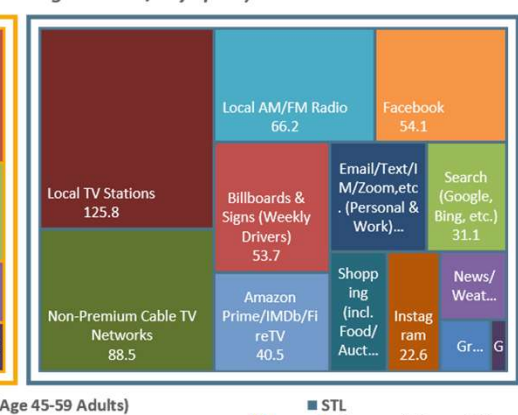
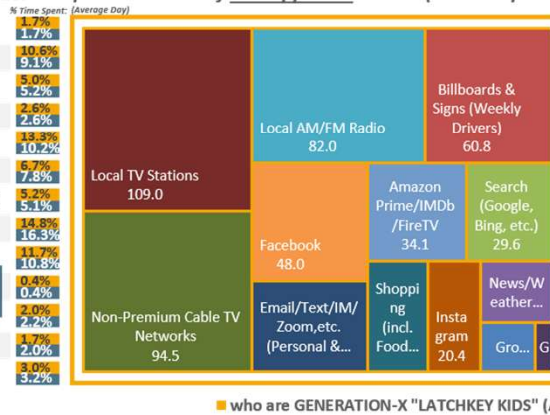
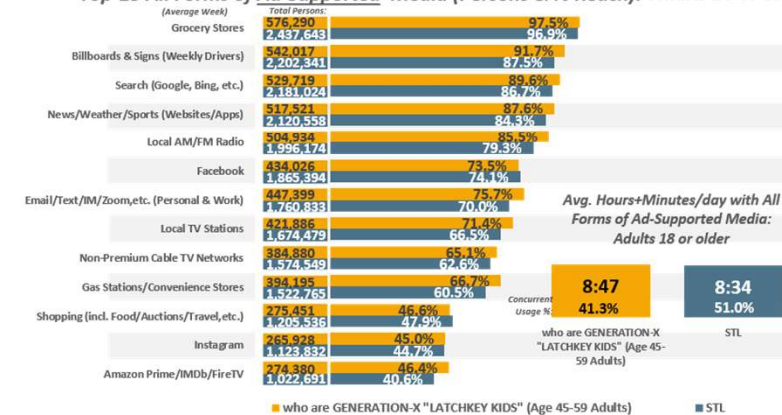


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 8 hours and 47 minutes each day with All Forms of Ad-Supported Media. 85.5% listen to Local AM/FM Radio for an avg. of 82. minutes/day. (Local Radio delivers 13.3% of Time with Ad-Supported Media.)

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



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



STL DMA Scarborough R1 2026; Feb25-Feb26 Qual Intab 497
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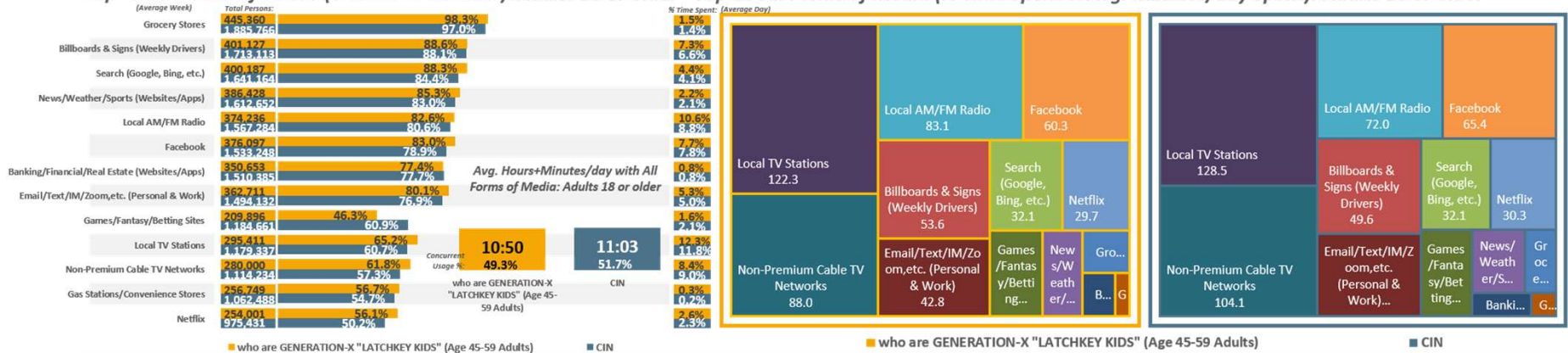
soefa.ai Share of Everything for Anything

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

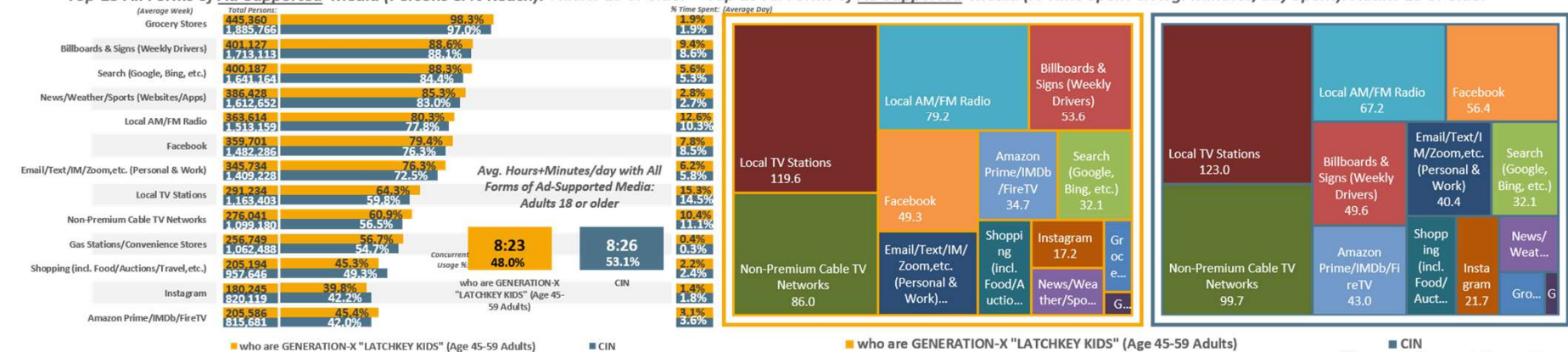


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 8 hours and 23 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 79.2 minutes/day. (Local Radio delivers 12.6% of Time with Ad-Supported Media.)

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



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



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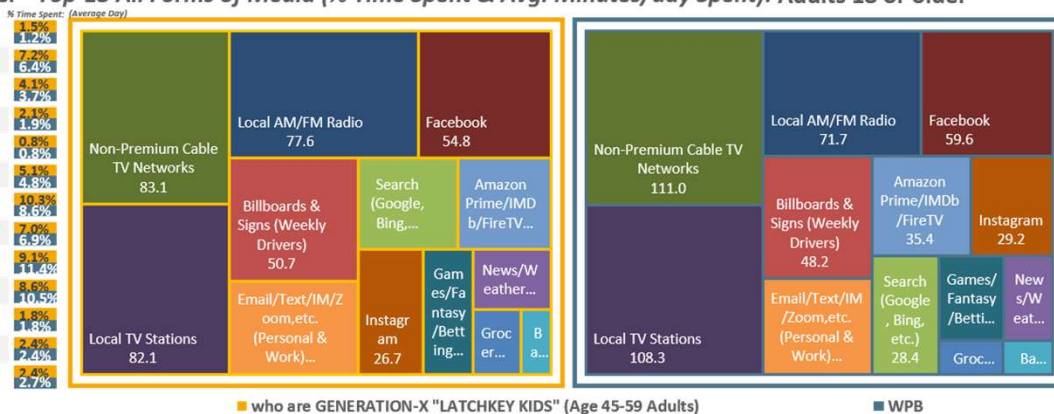
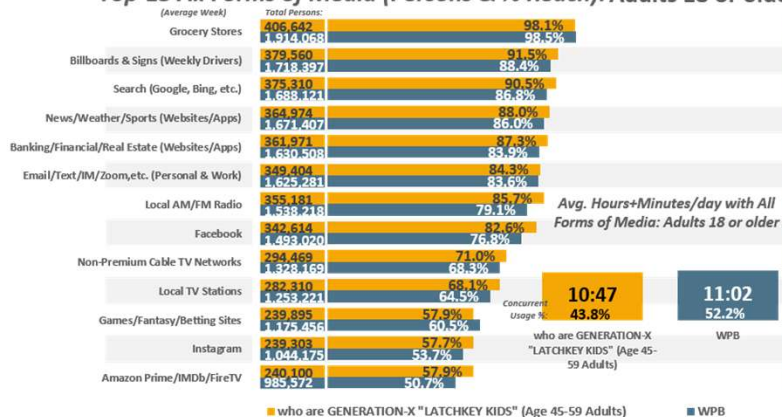
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

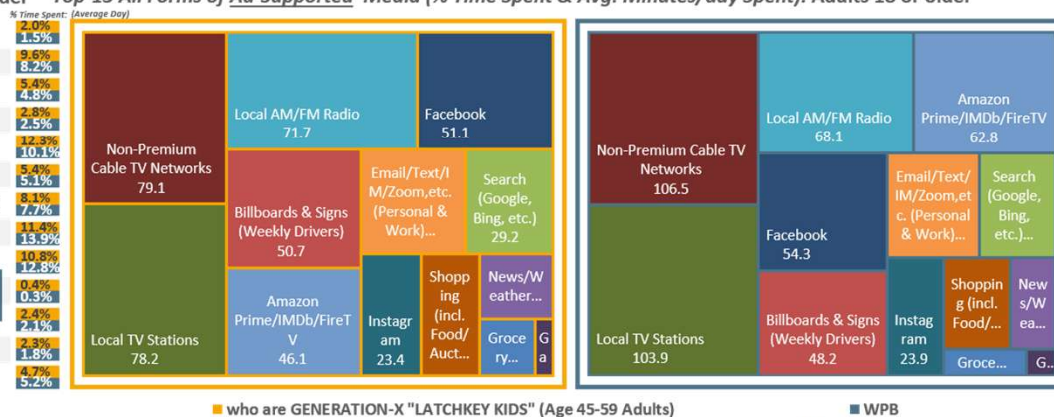
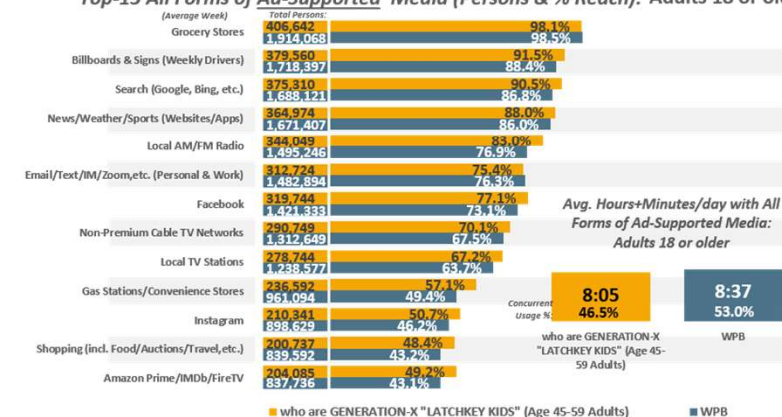


Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 8 hours and 5 minutes each day with All Forms of Ad-Supported Media. 83.% listen to Local AM/FM Radio for an avg. of 71.7 minutes/day. (Local Radio delivers 12.3% of Time with Ad-Supported Media.)

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



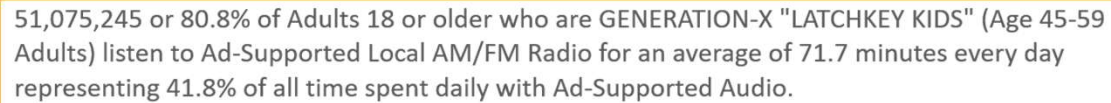
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



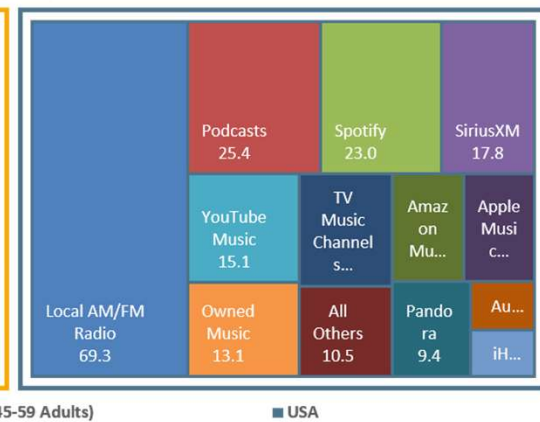
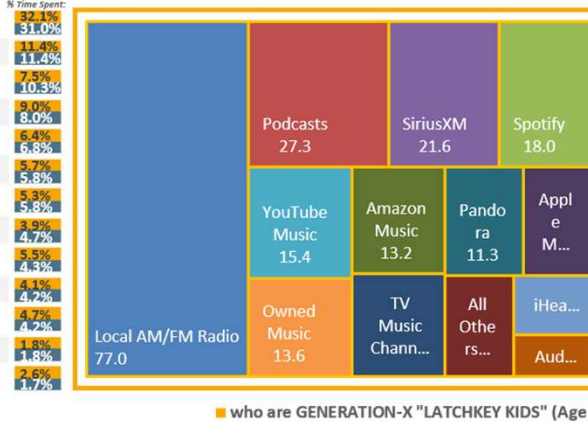
WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 562
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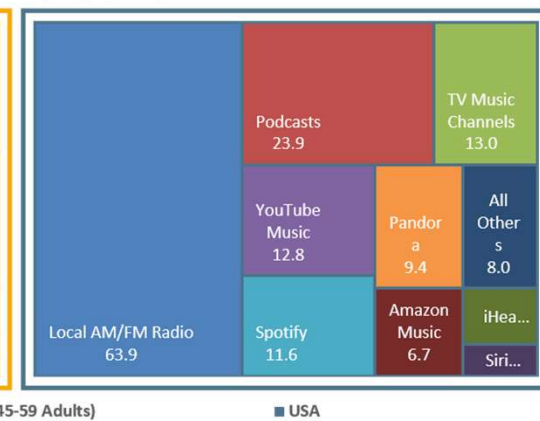
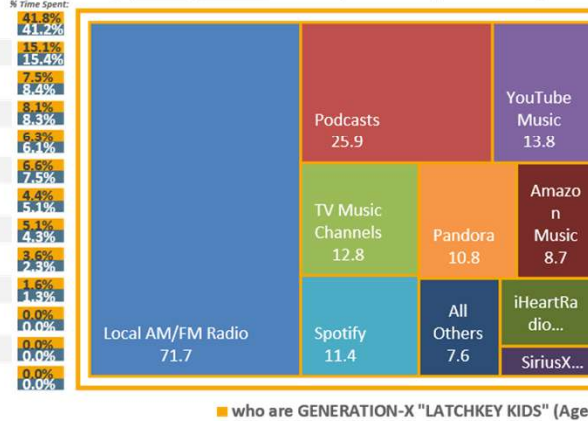
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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



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



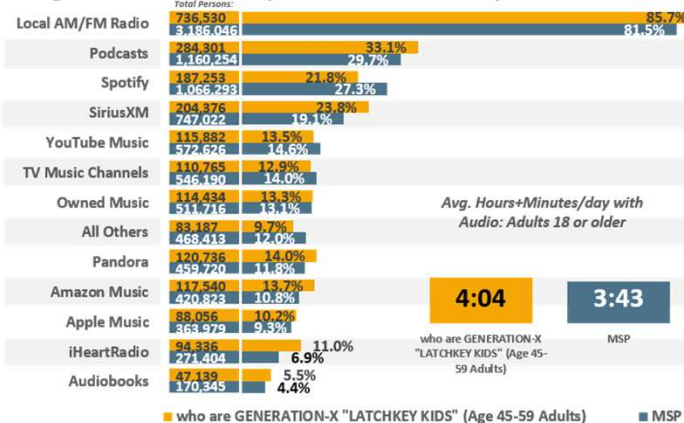
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

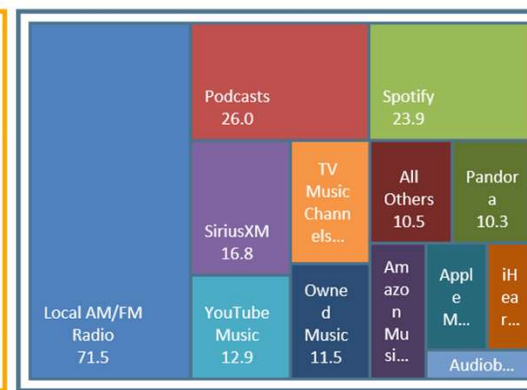
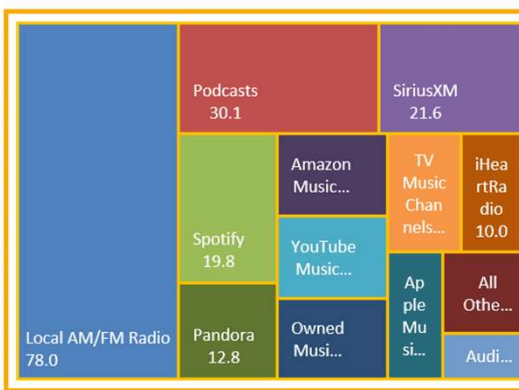


714,227 or 83.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.

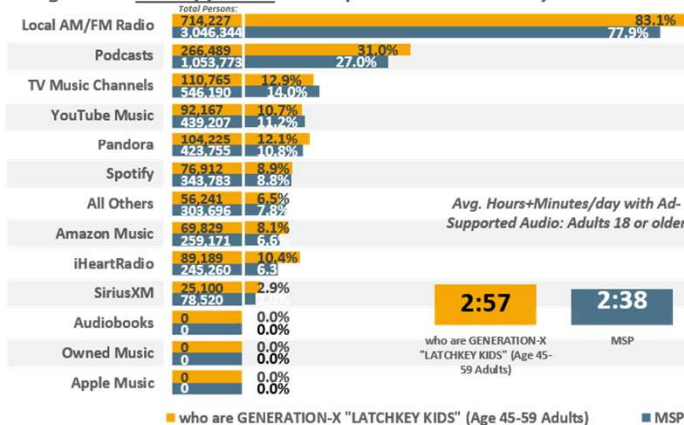
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



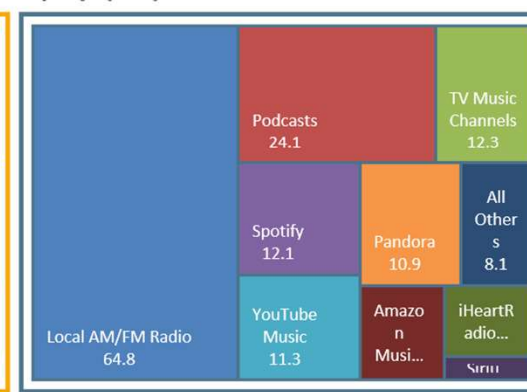
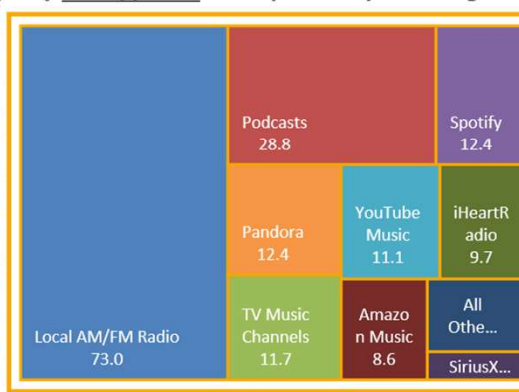
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



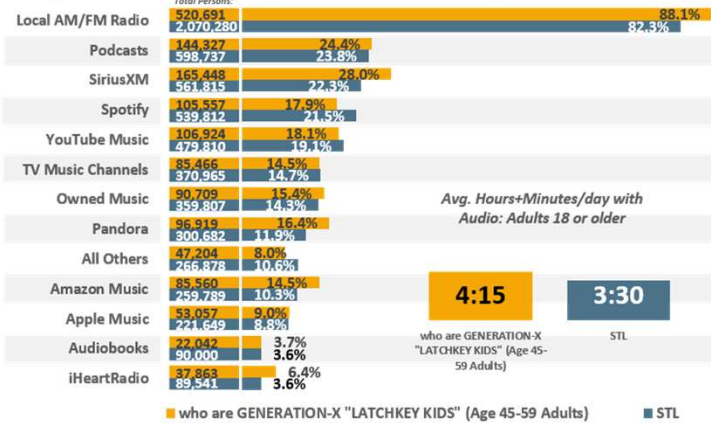
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



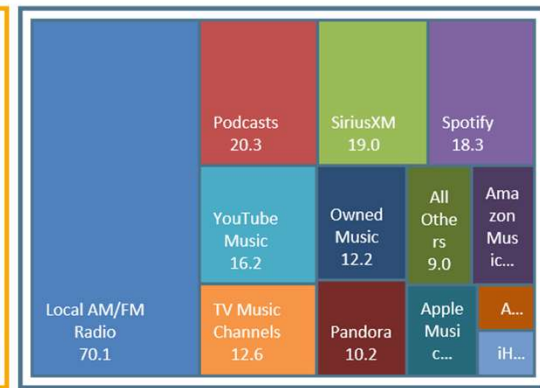
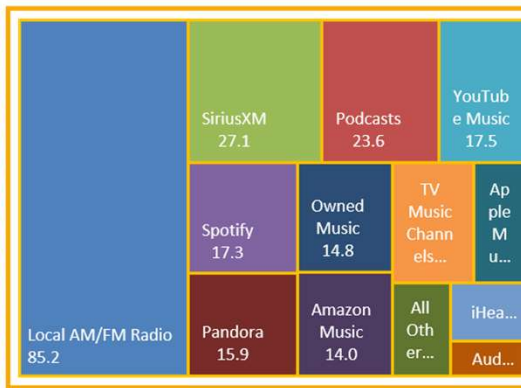


504,934 or 85.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 82. minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.

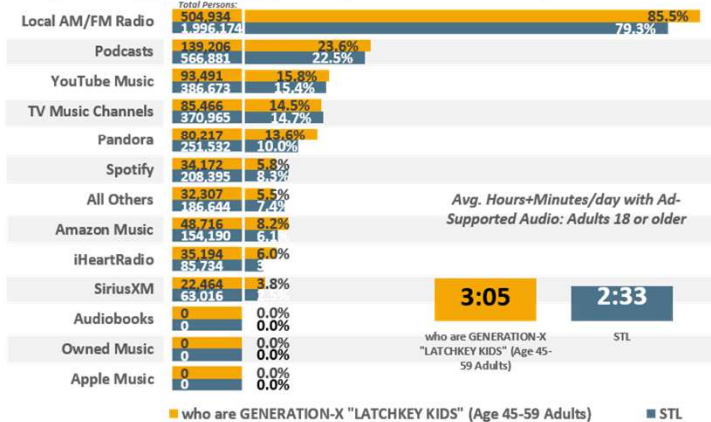
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



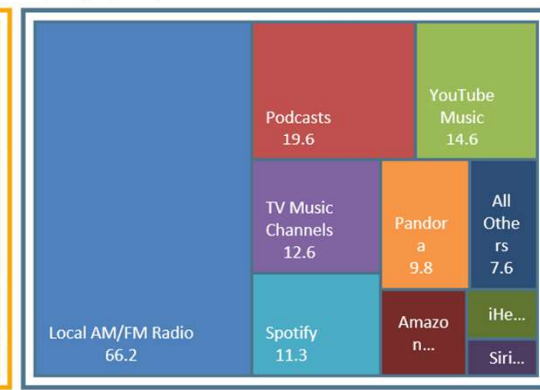
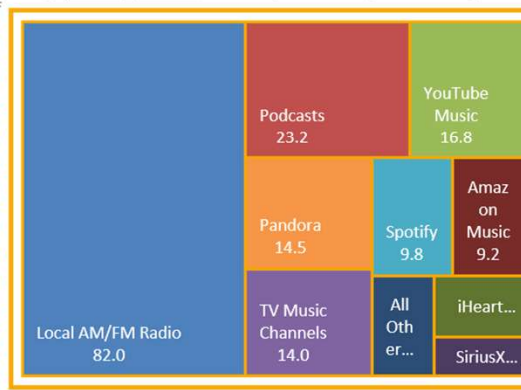
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



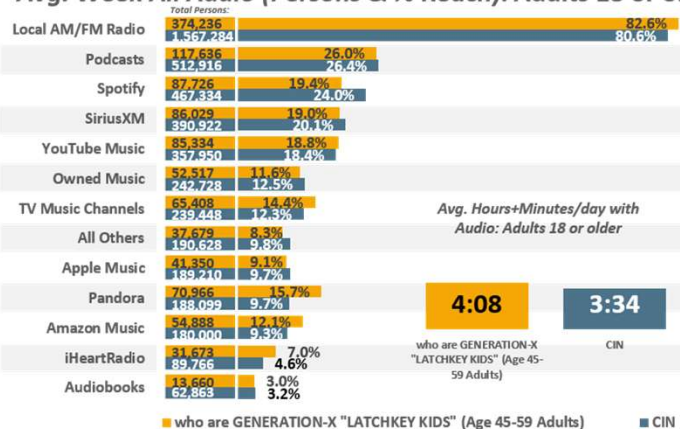
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



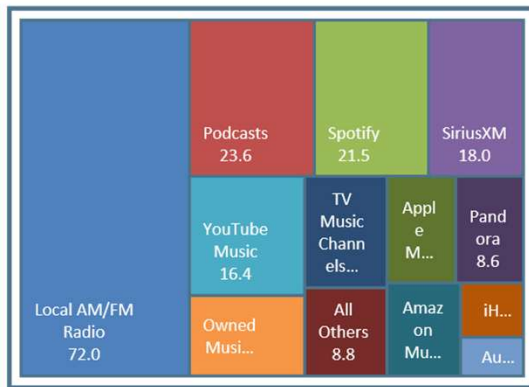
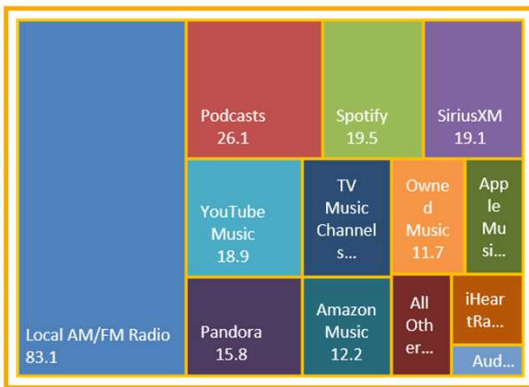


363,614 or 80.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 79.2 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.

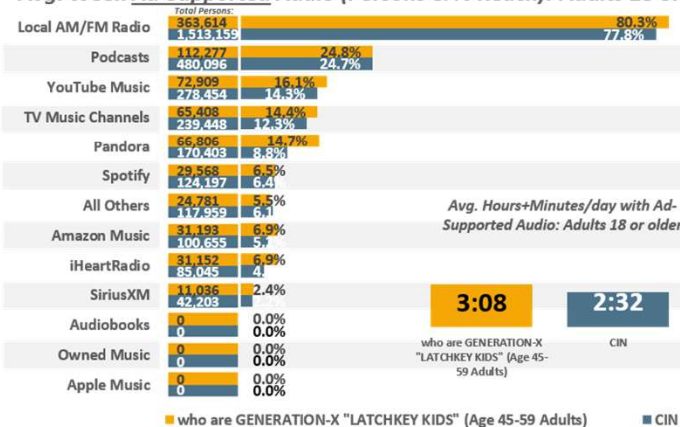
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



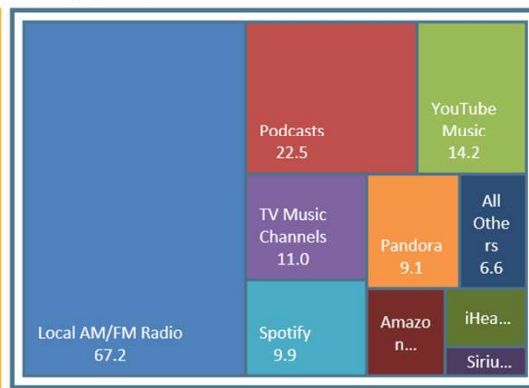
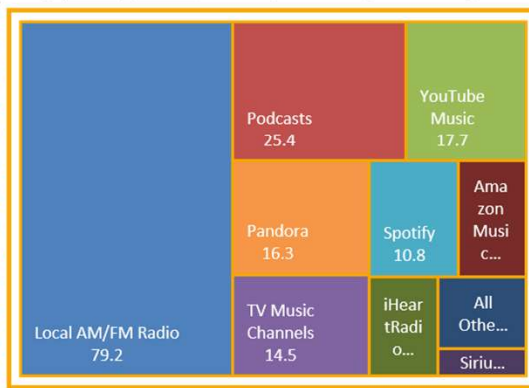
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

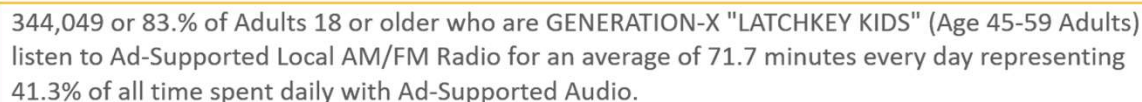


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

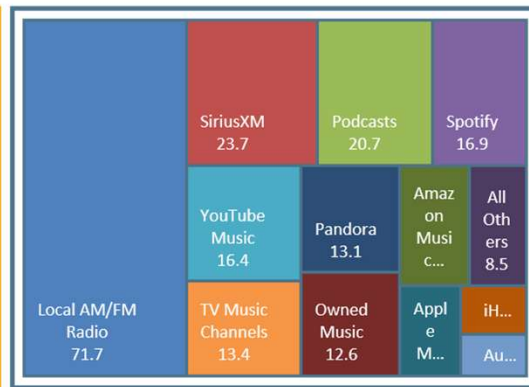
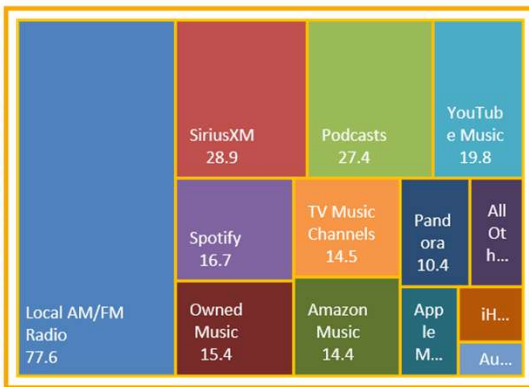


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

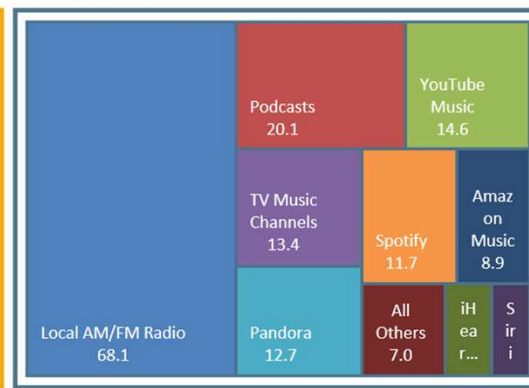
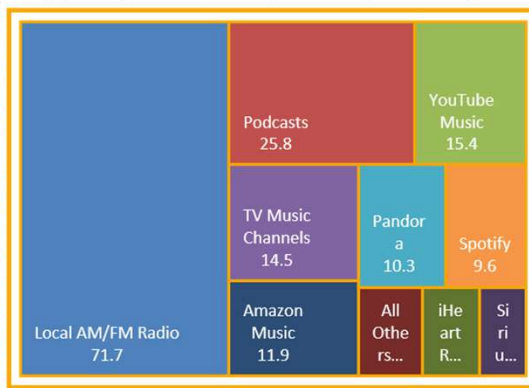




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

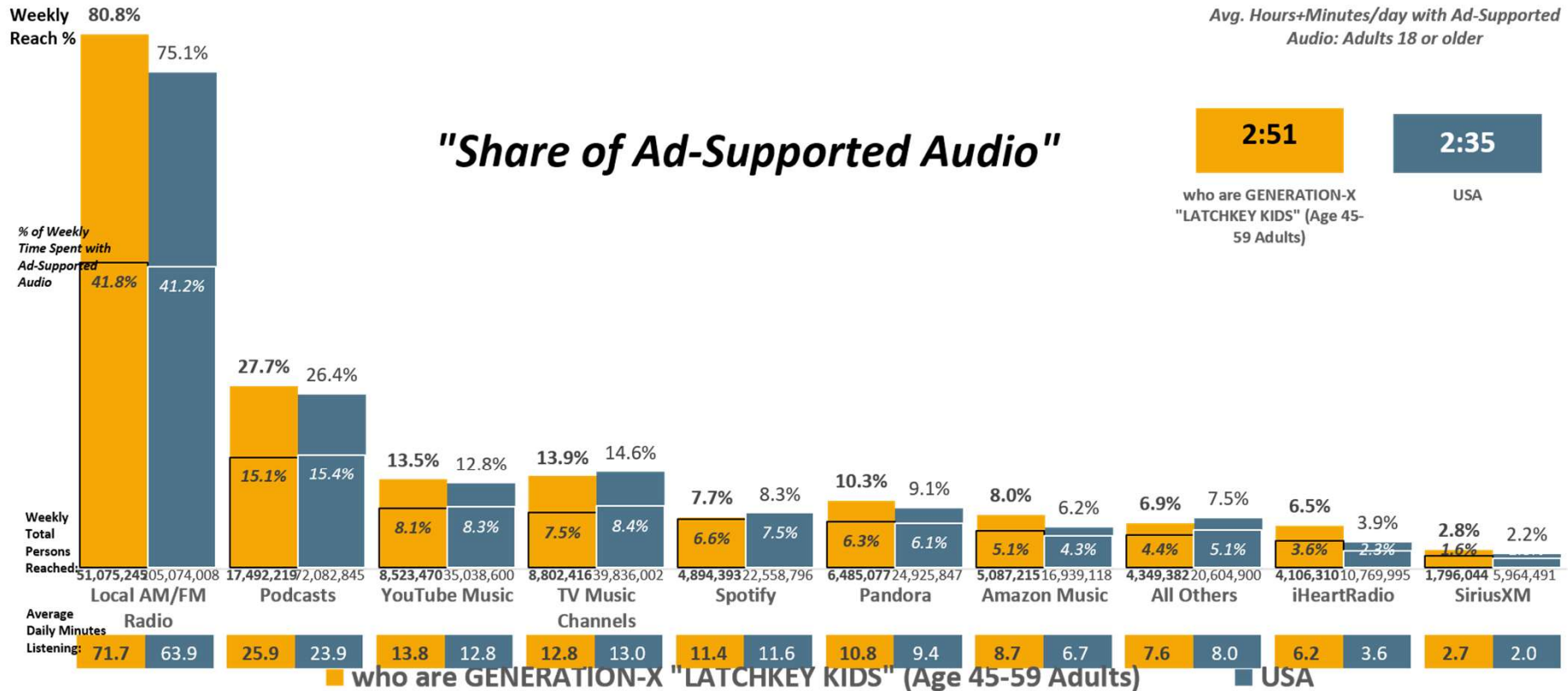


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



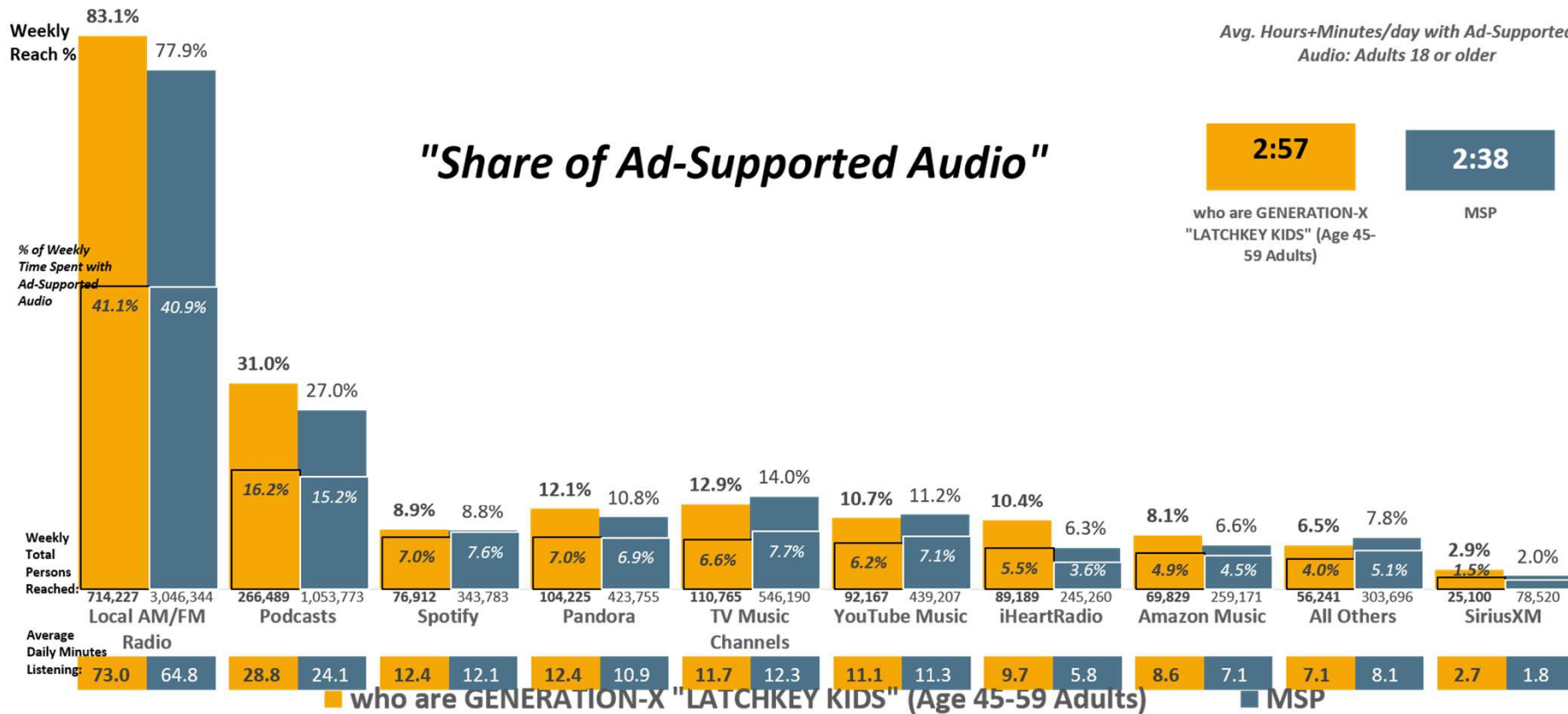


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.8% of all time spent daily with Ad-Supported Audio.



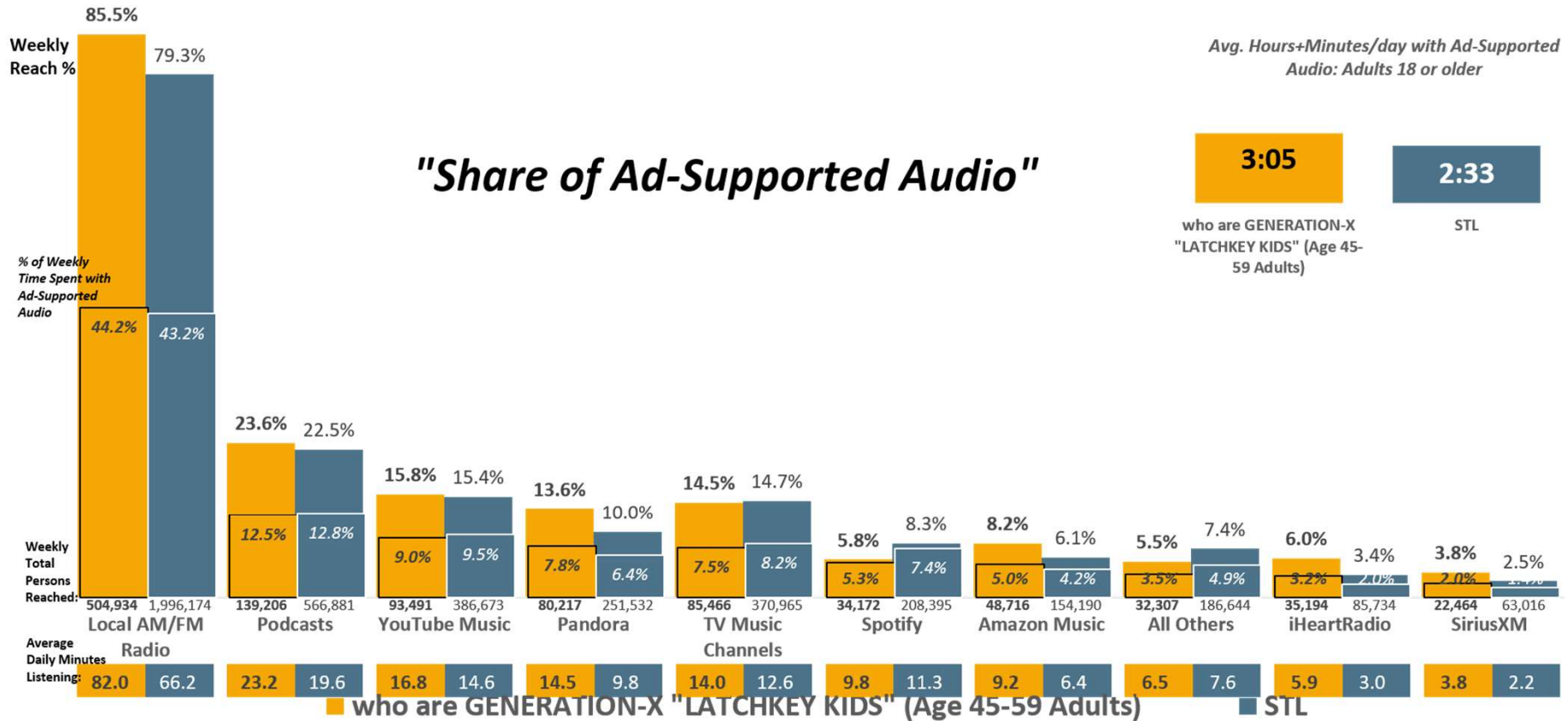


714,227 or 83.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 73. minutes every day representing 41.1% of all time spent daily with Ad-Supported Audio.



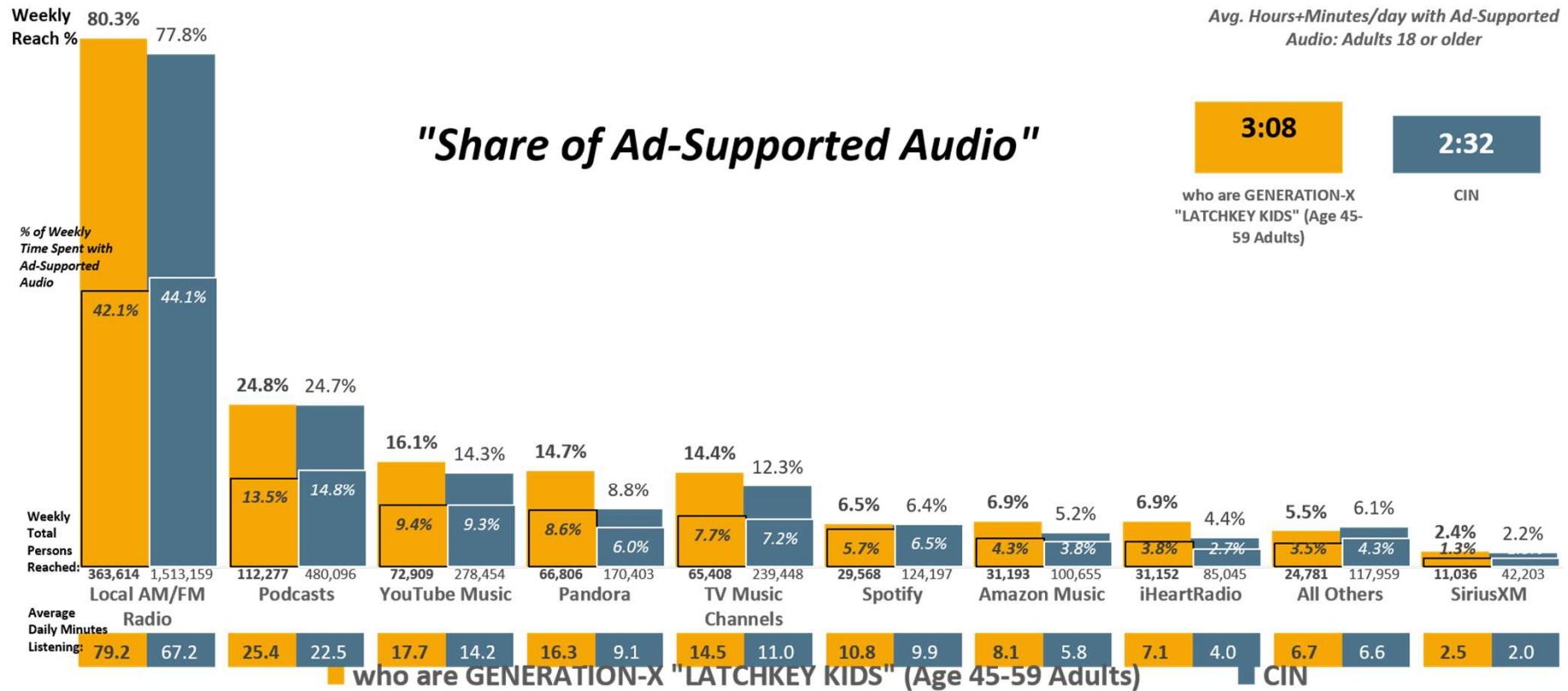


504,934 or 85.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 82. minutes every day representing 44.2% of all time spent daily with Ad-Supported Audio.



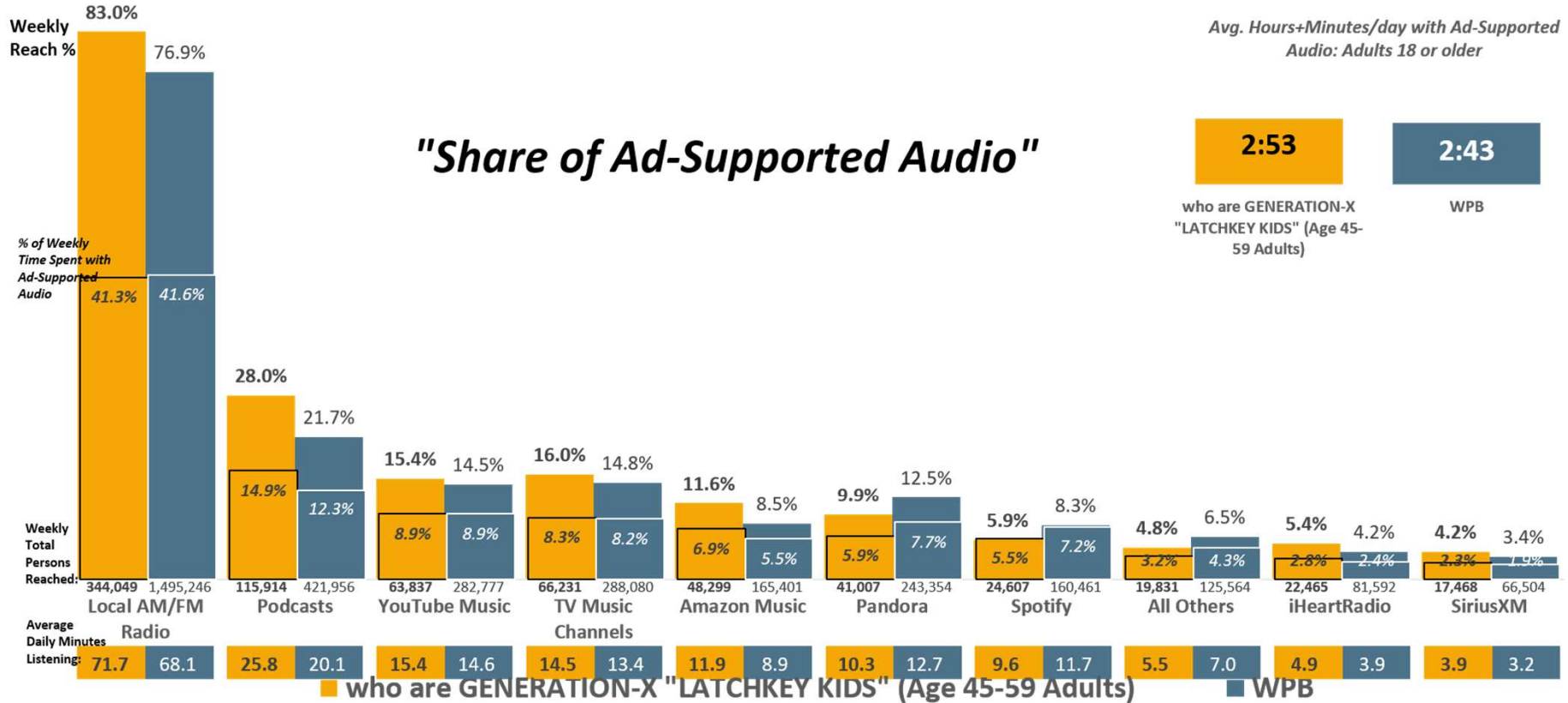


363,614 or 80.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 79.2 minutes every day representing 42.1% of all time spent daily with Ad-Supported Audio.





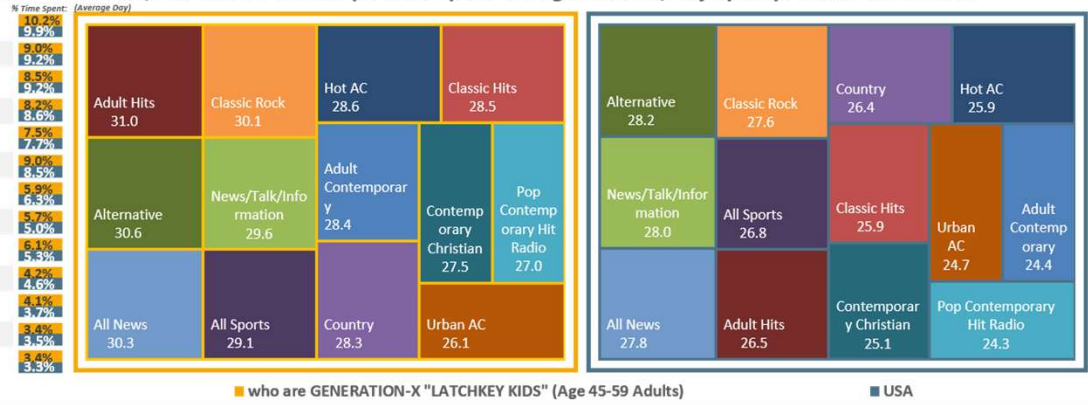
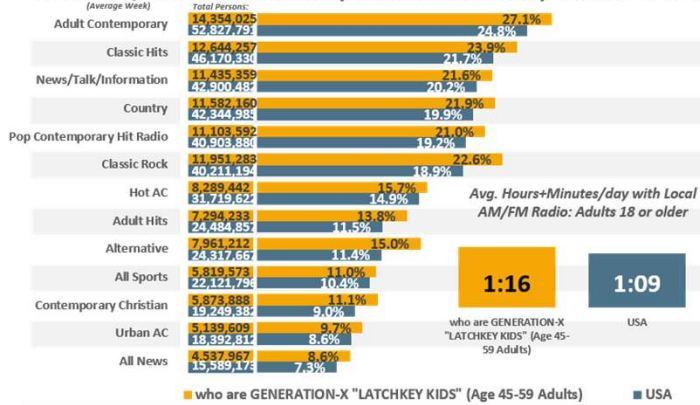
344,049 or 83.0% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 71.7 minutes every day representing 41.3% of all time spent daily with Ad-Supported Audio.



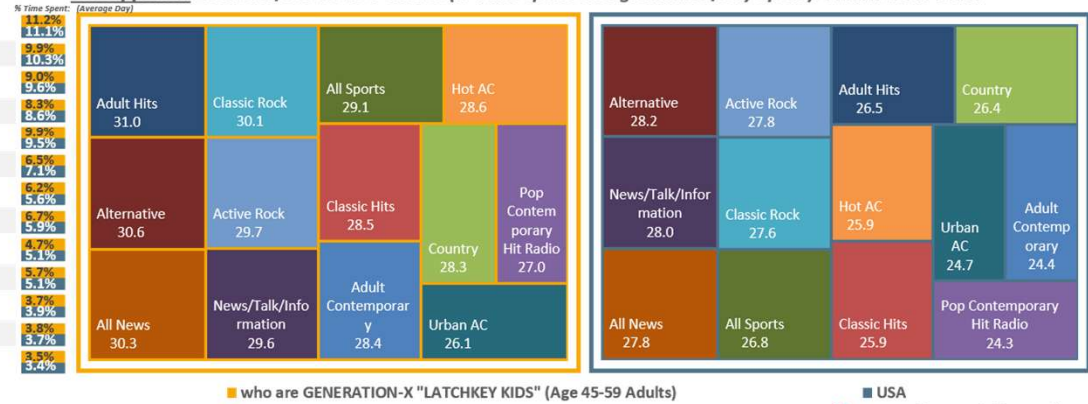
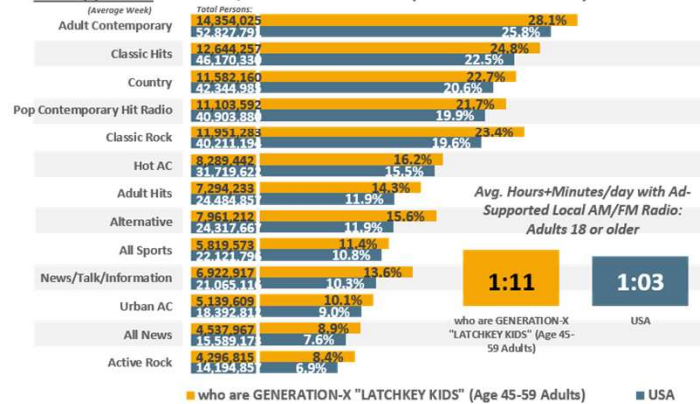


51,075,245 or 80.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Country, and Pop Contemporary Hit Radio.

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



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



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

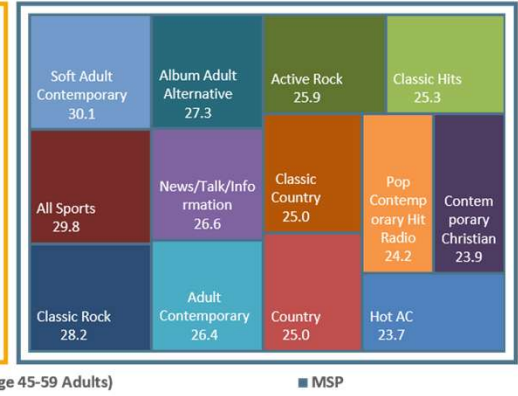
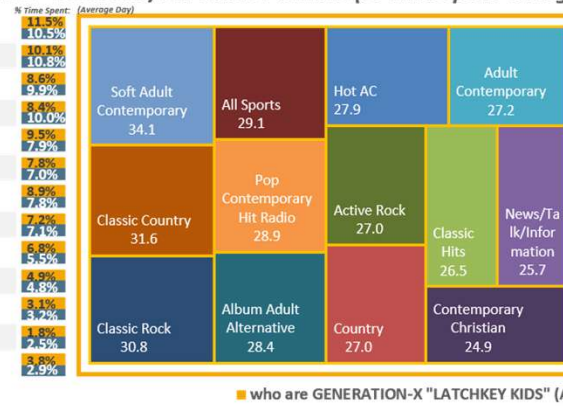
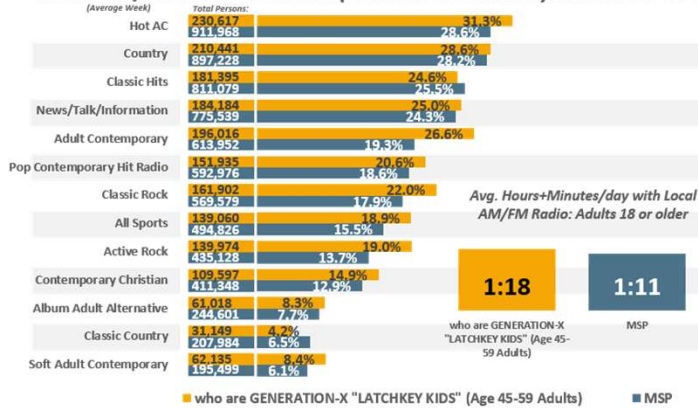
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

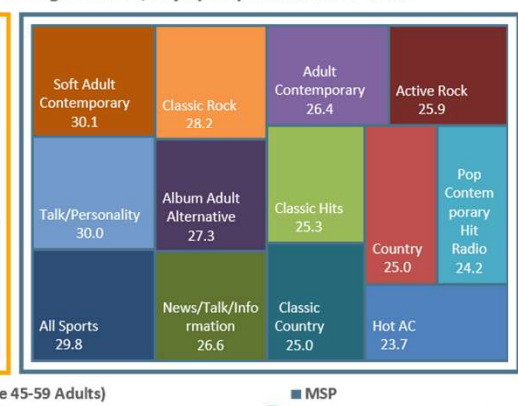
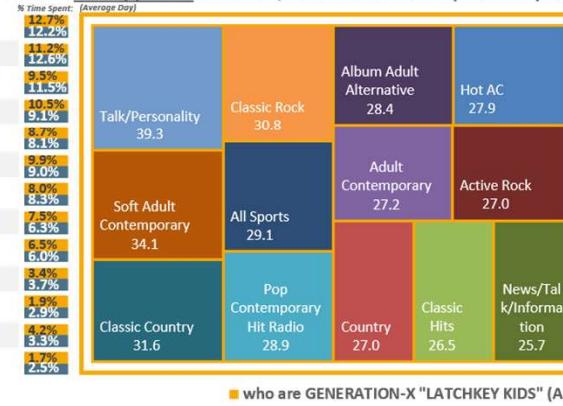
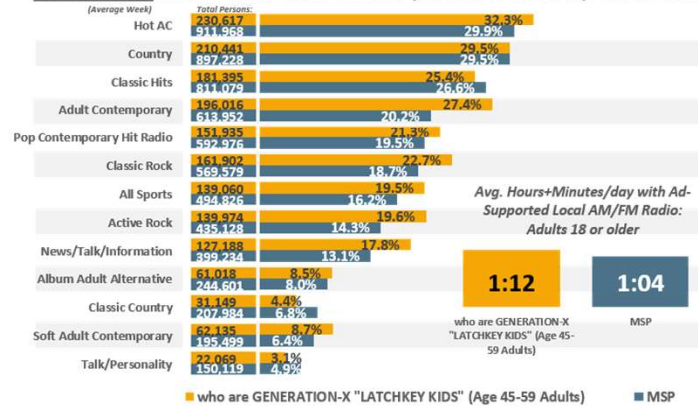


714,227 or 83.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Country, Adult Contemporary, Classic Hits, and Classic Rock.

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**



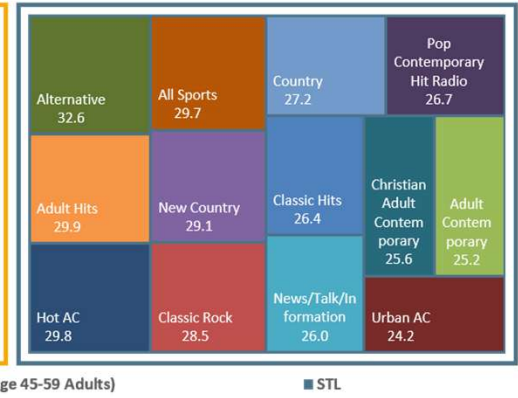
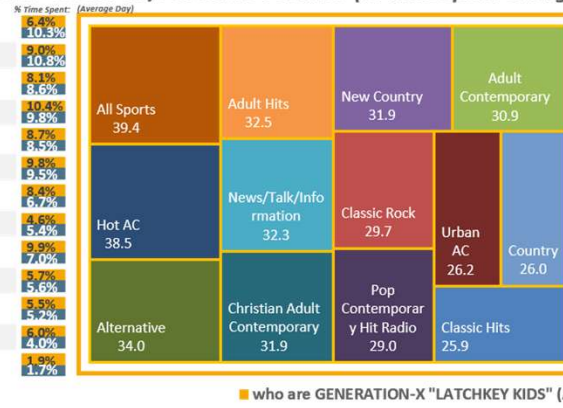
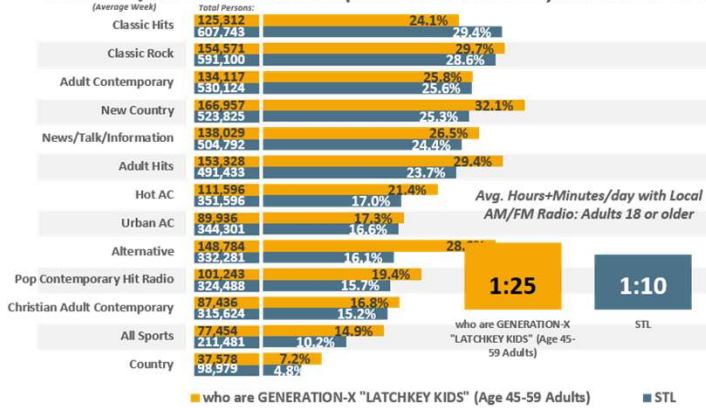
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



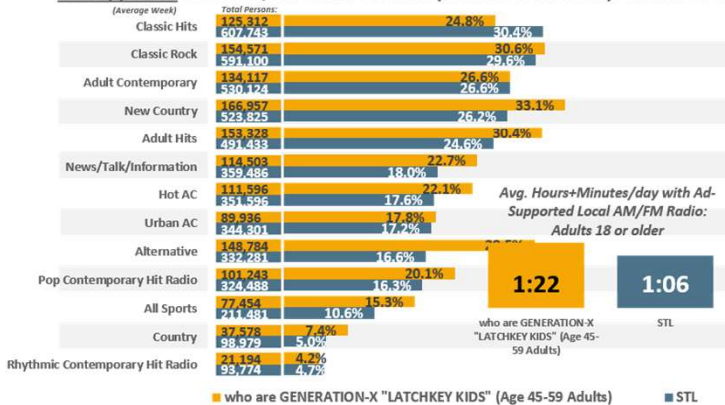


504,934 or 85.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Rock, Adult Hits, Alternative, and Adult Contemporary.

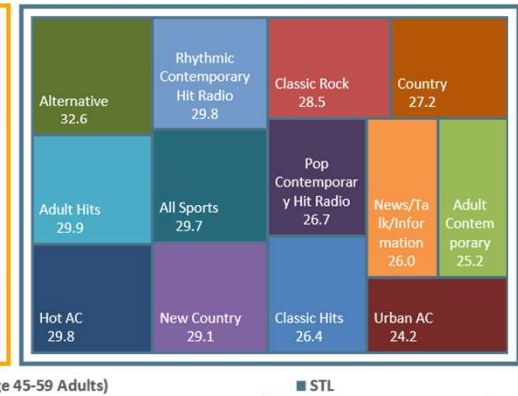
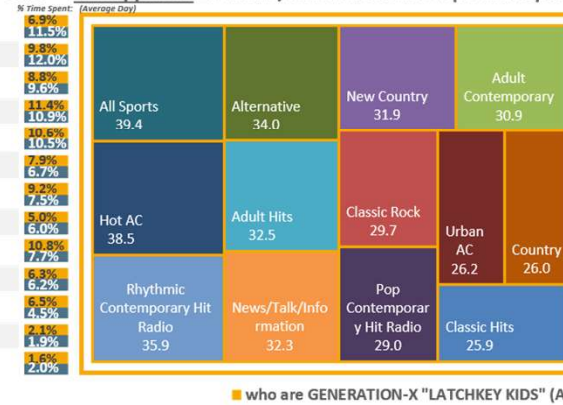
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 497
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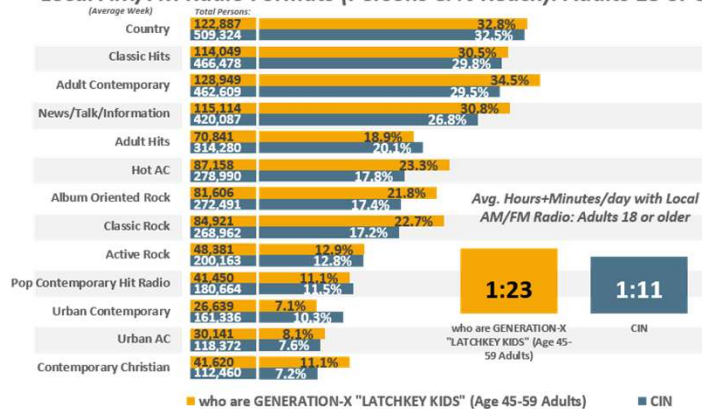
soeфа.ai Share of Everything for Anything

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

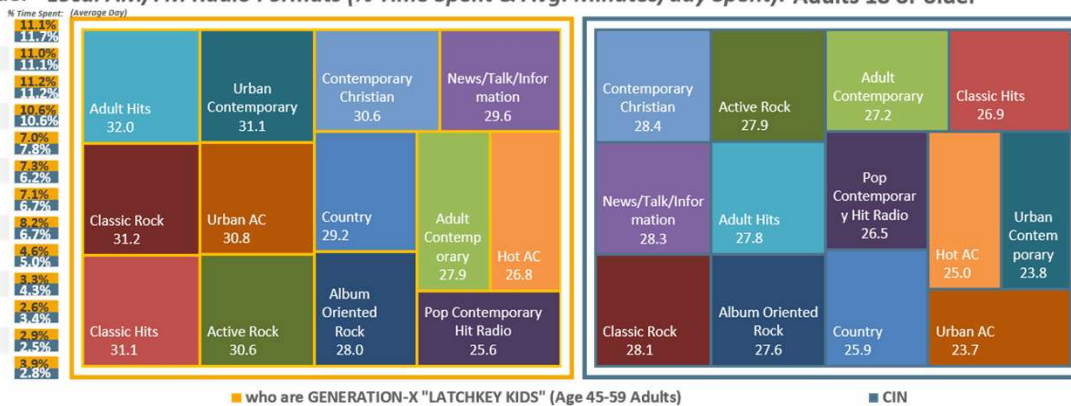


363,614 or 80.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Country, Classic Hits, News/Talk/Information, and Hot AC.

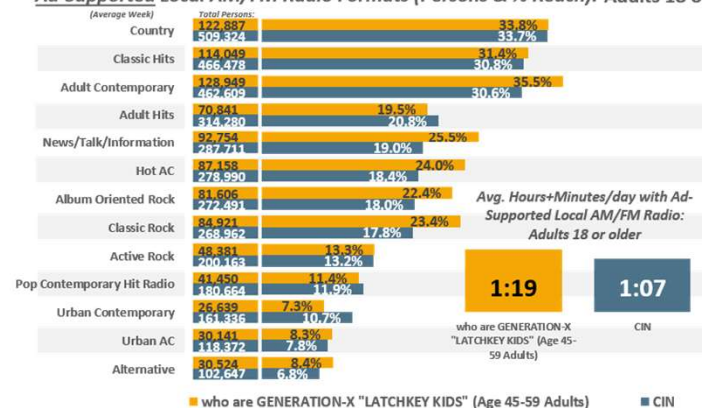
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



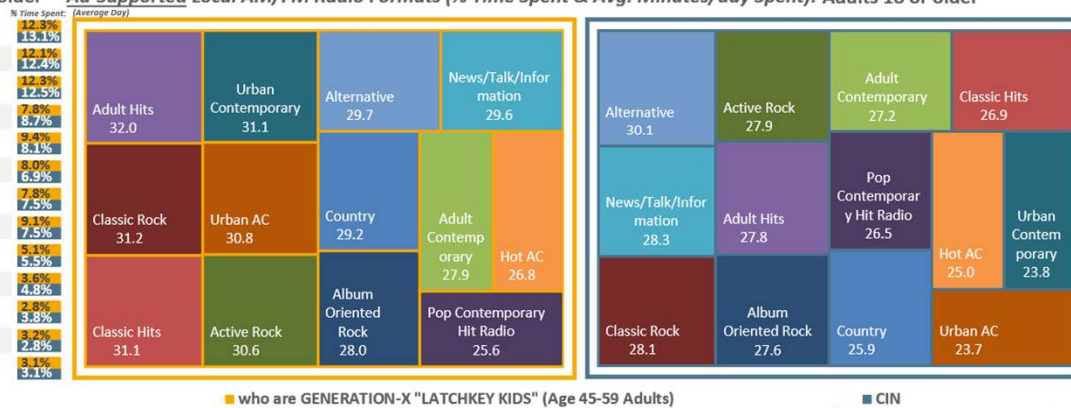
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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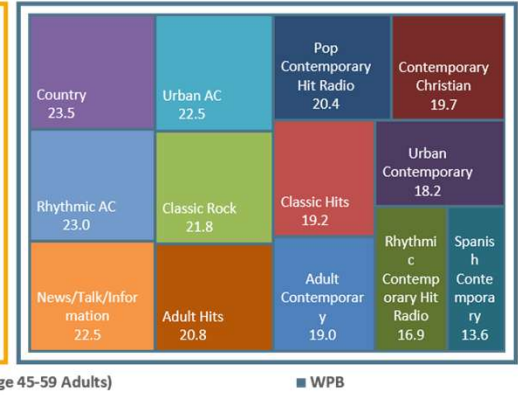
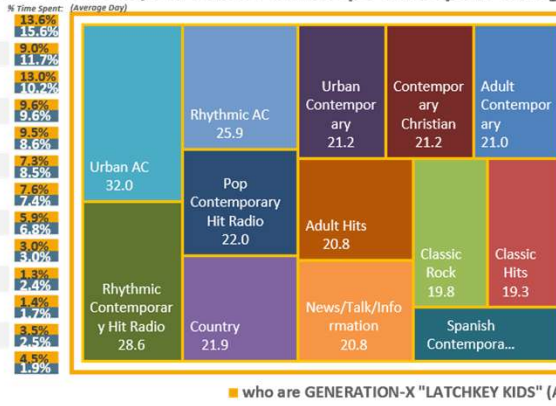
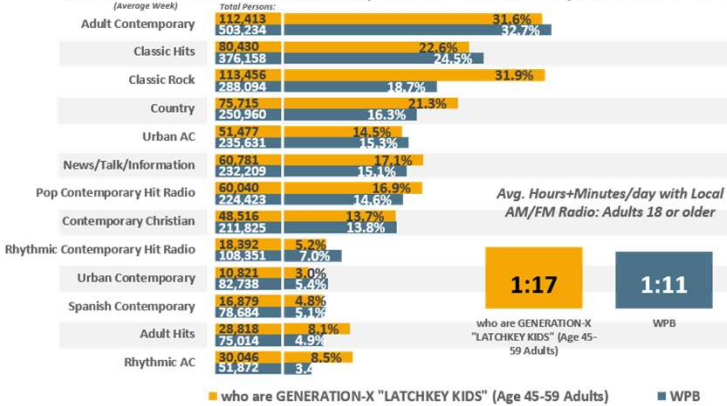
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

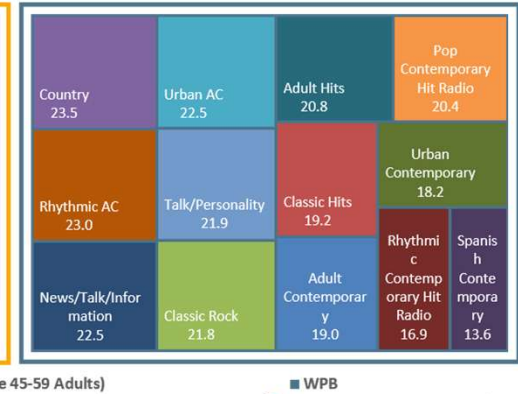
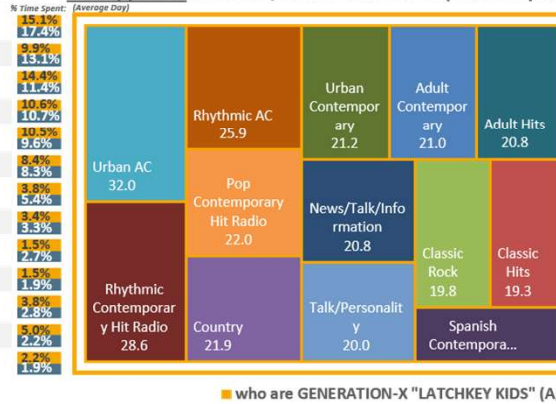
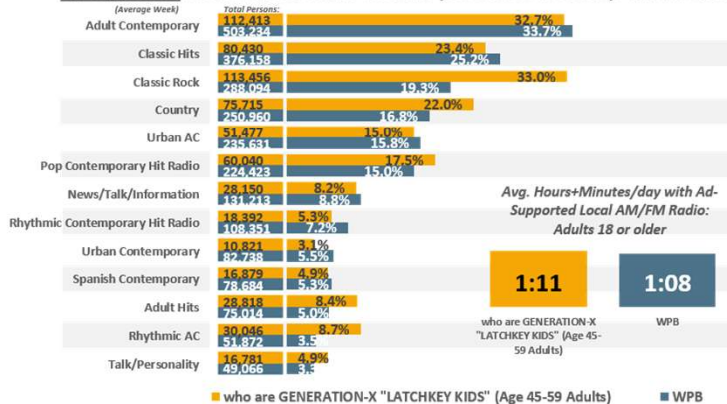


344,049 or 83.% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Rock, Adult Contemporary, Classic Hits, Country, and Pop Contemporary Hit Radio.

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



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

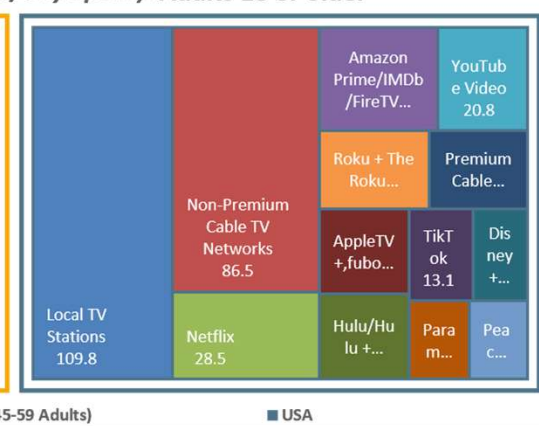
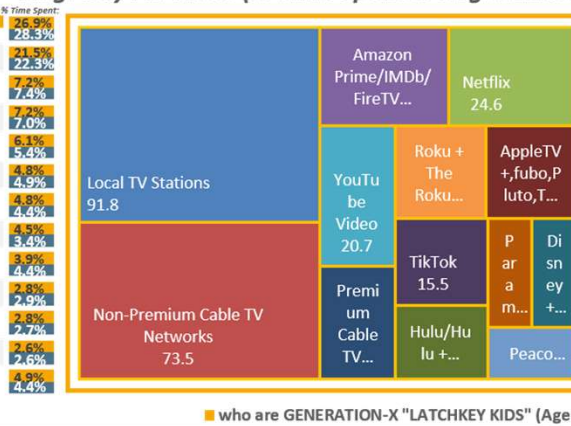
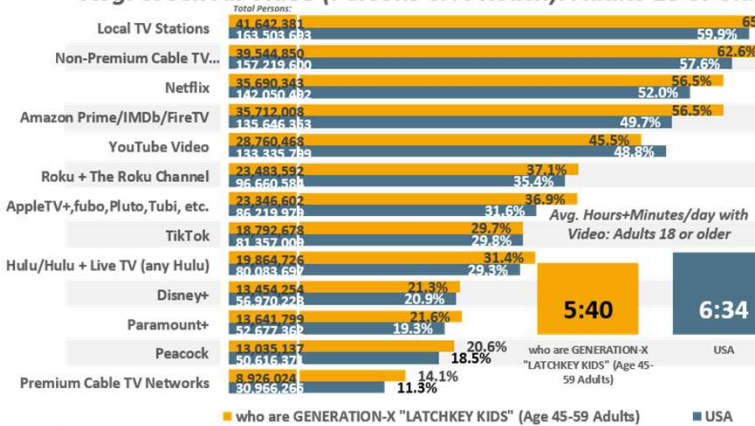




41,144,370 or 65.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 31.9% of all time spent daily with Ad-Supported Video.

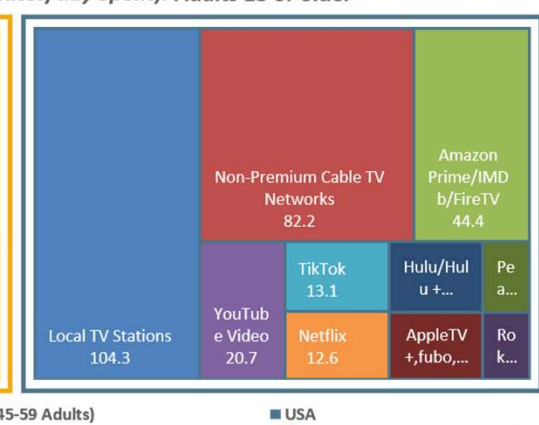
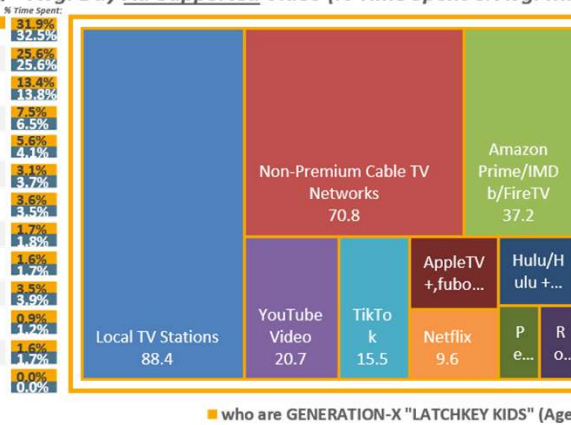
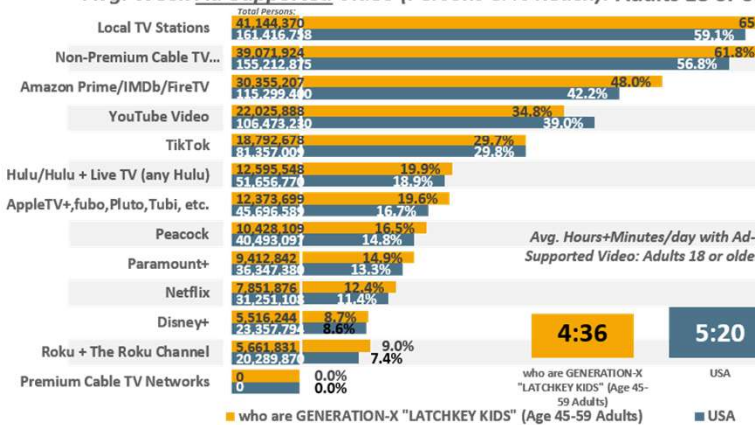
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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

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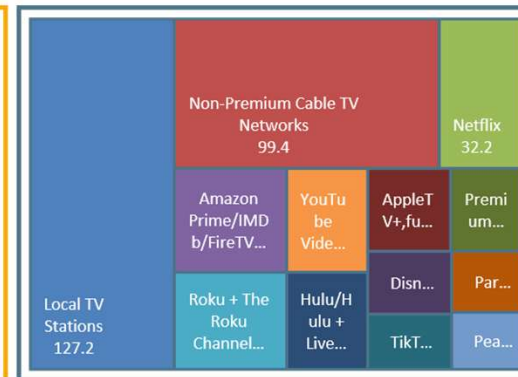
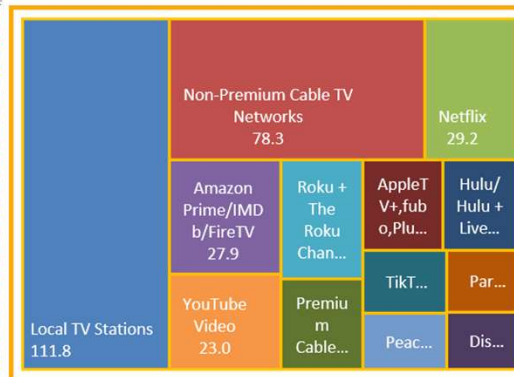
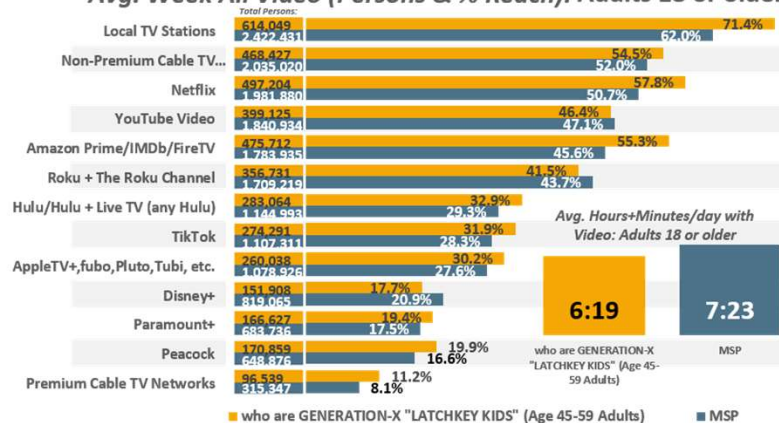
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



606,729 or 70.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 107.5 minutes every day representing 35.3% of all time spent daily with Ad-Supported Video.

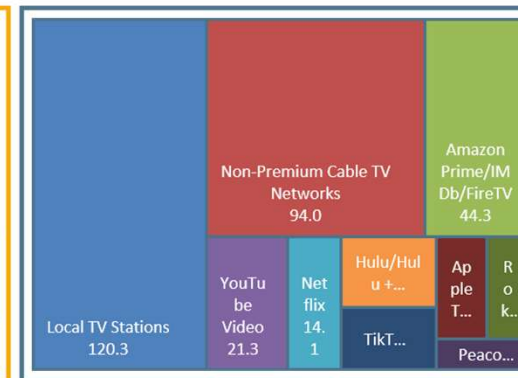
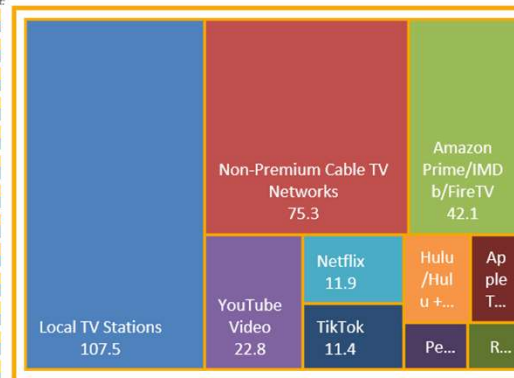
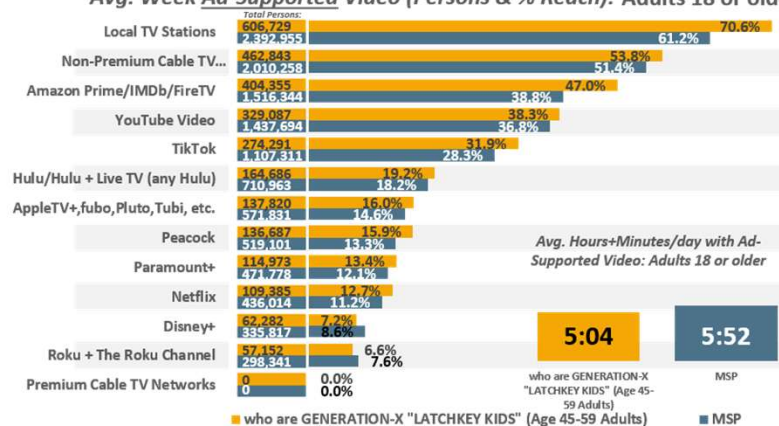
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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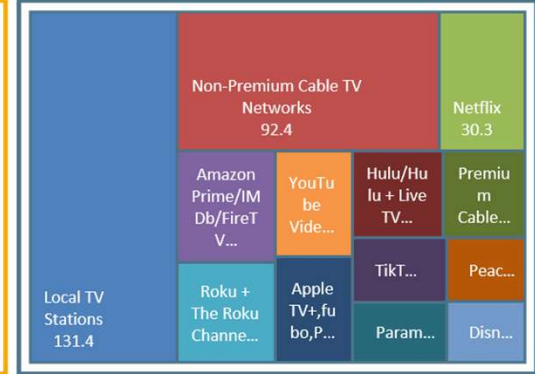
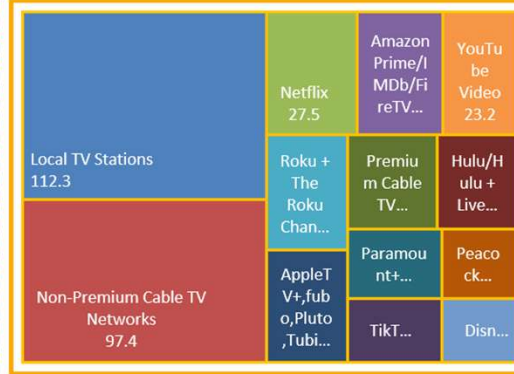
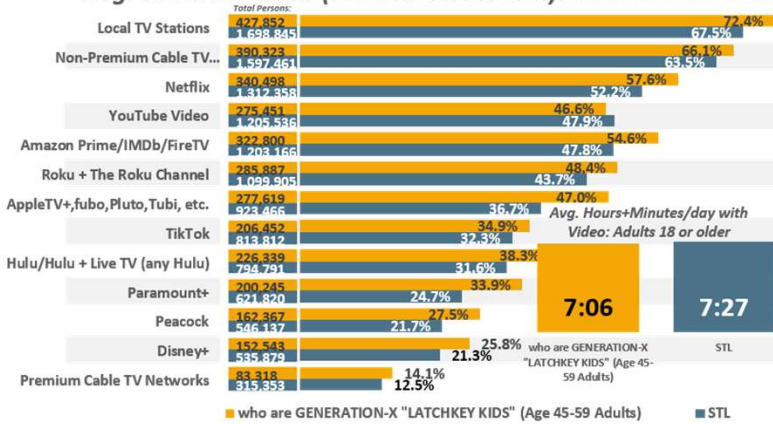
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



421,886 or 71.4% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 109. minutes every day representing 31.6% of all time spent daily with Ad-Supported Video.

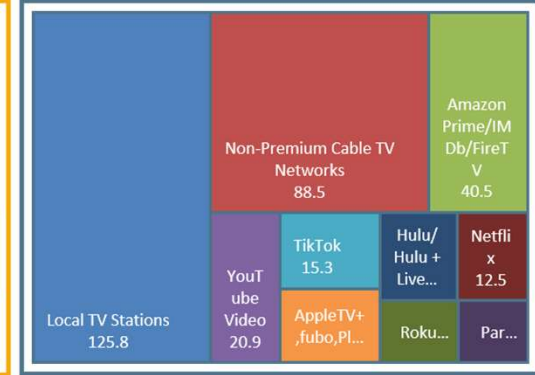
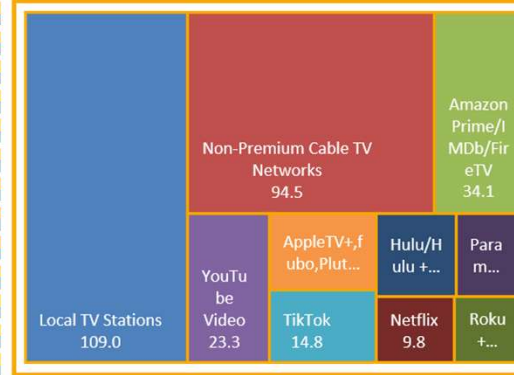
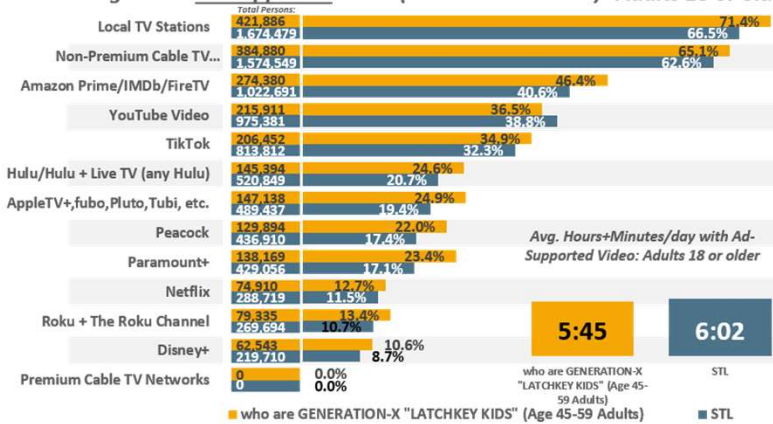
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



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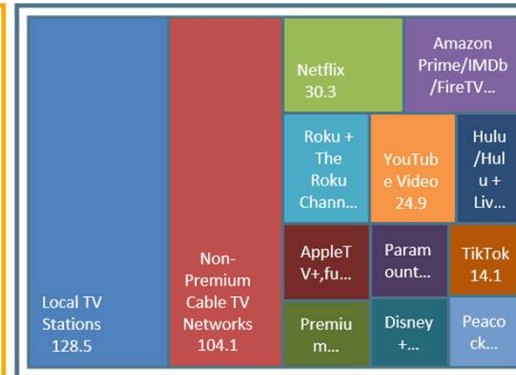
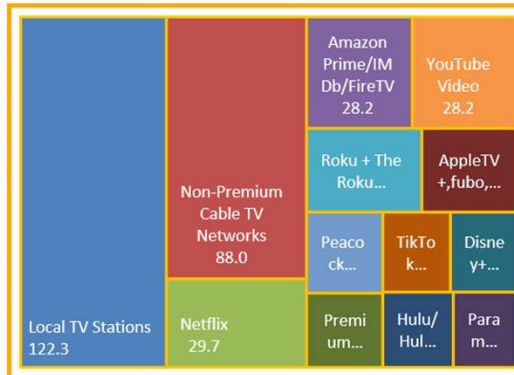
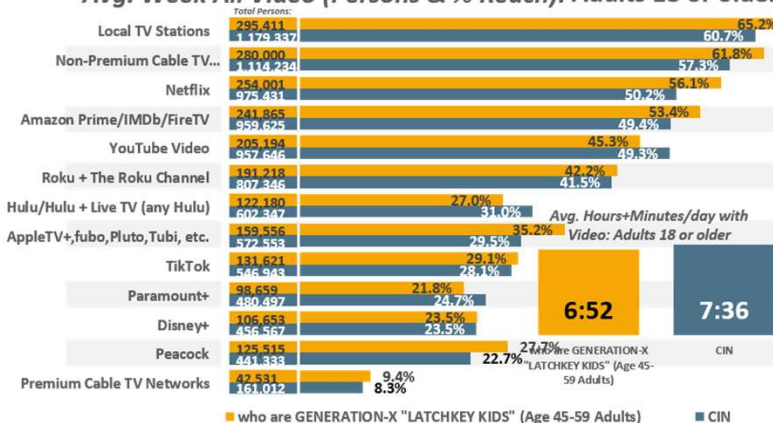
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



291,234 or 64.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 119.6 minutes every day representing 36.4% of all time spent daily with Ad-Supported Video.

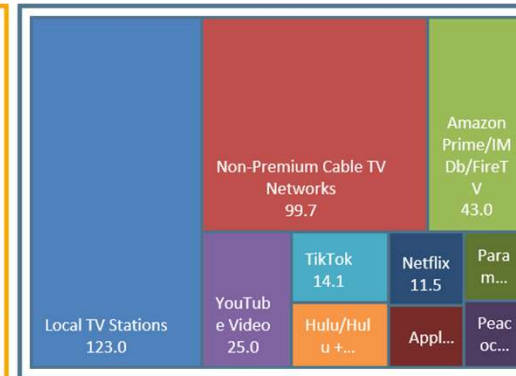
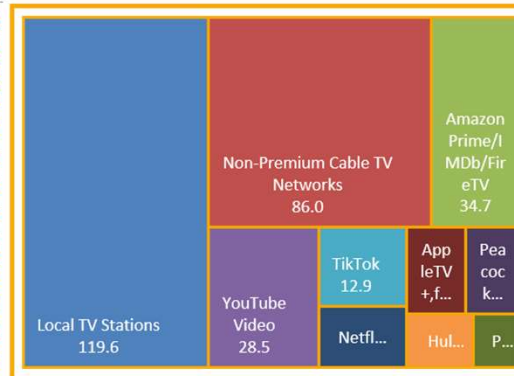
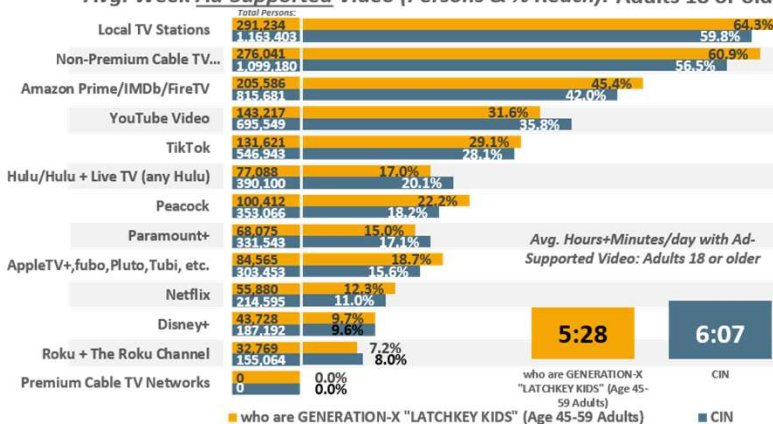
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

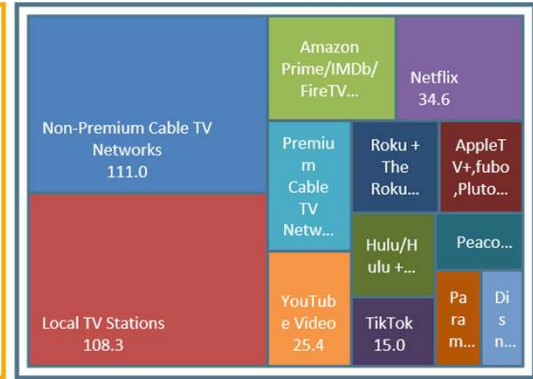
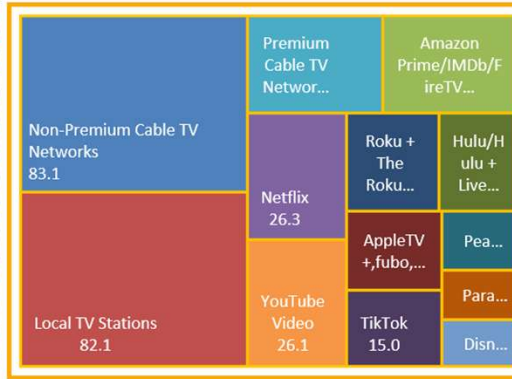
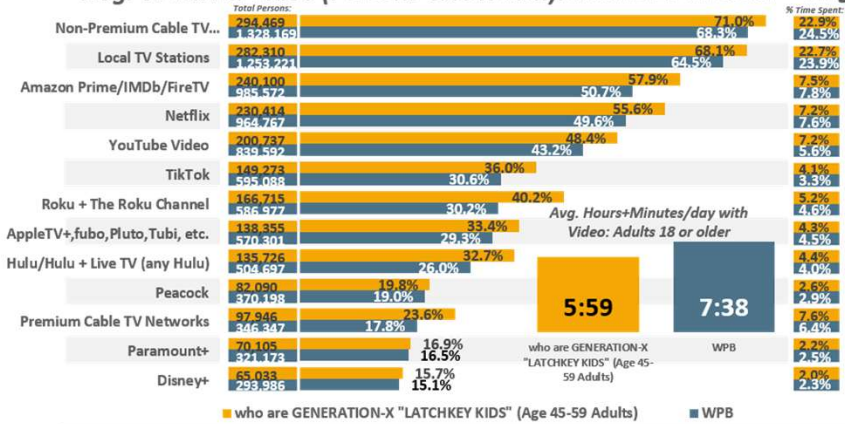




278,744 or 67.2% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations for an average of 78.2 minutes every day representing 26.5% of all time spent daily with Ad-Supported Video.

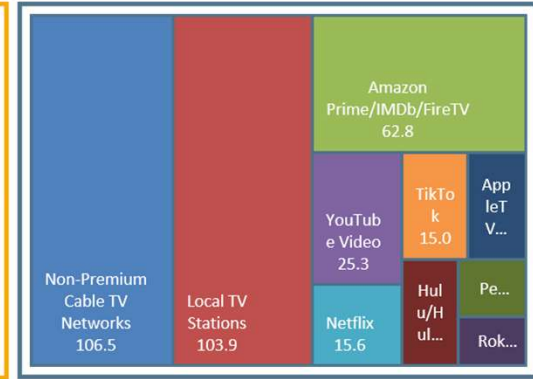
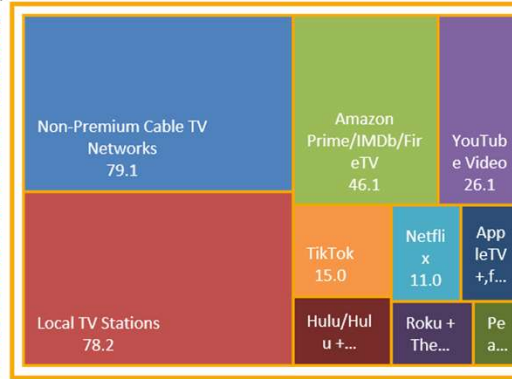
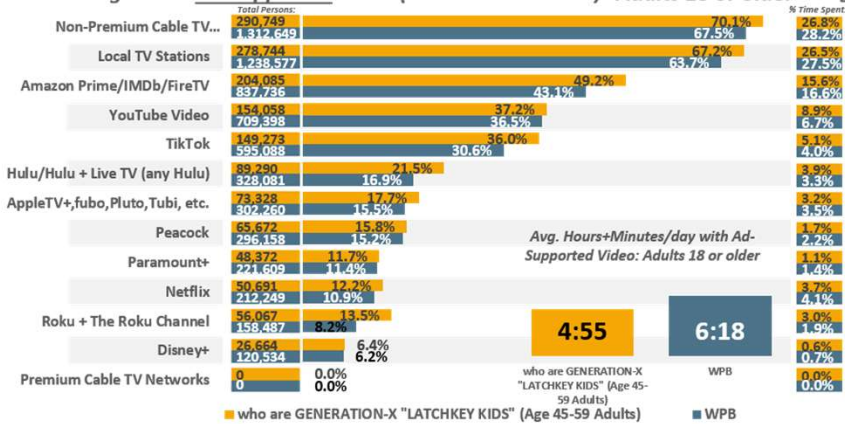
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 562
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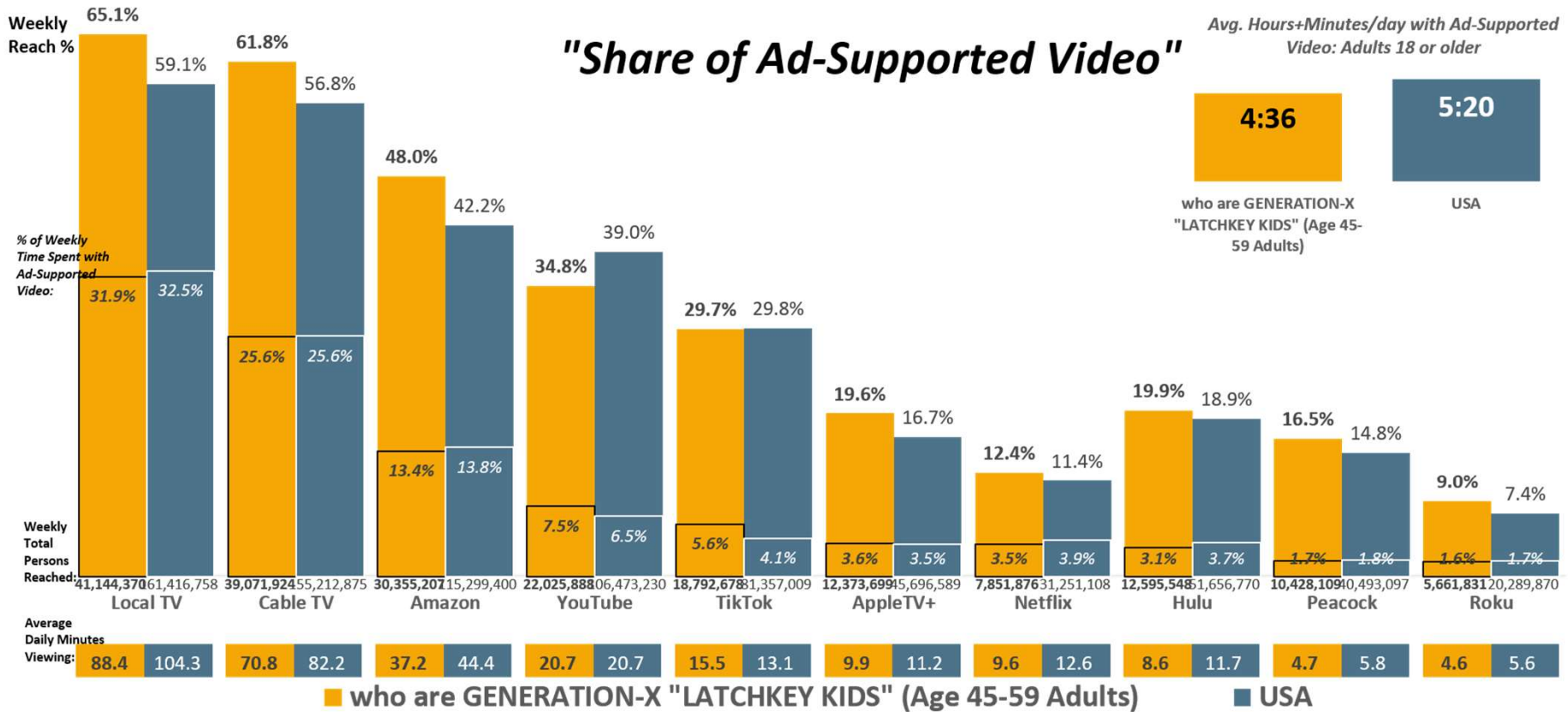
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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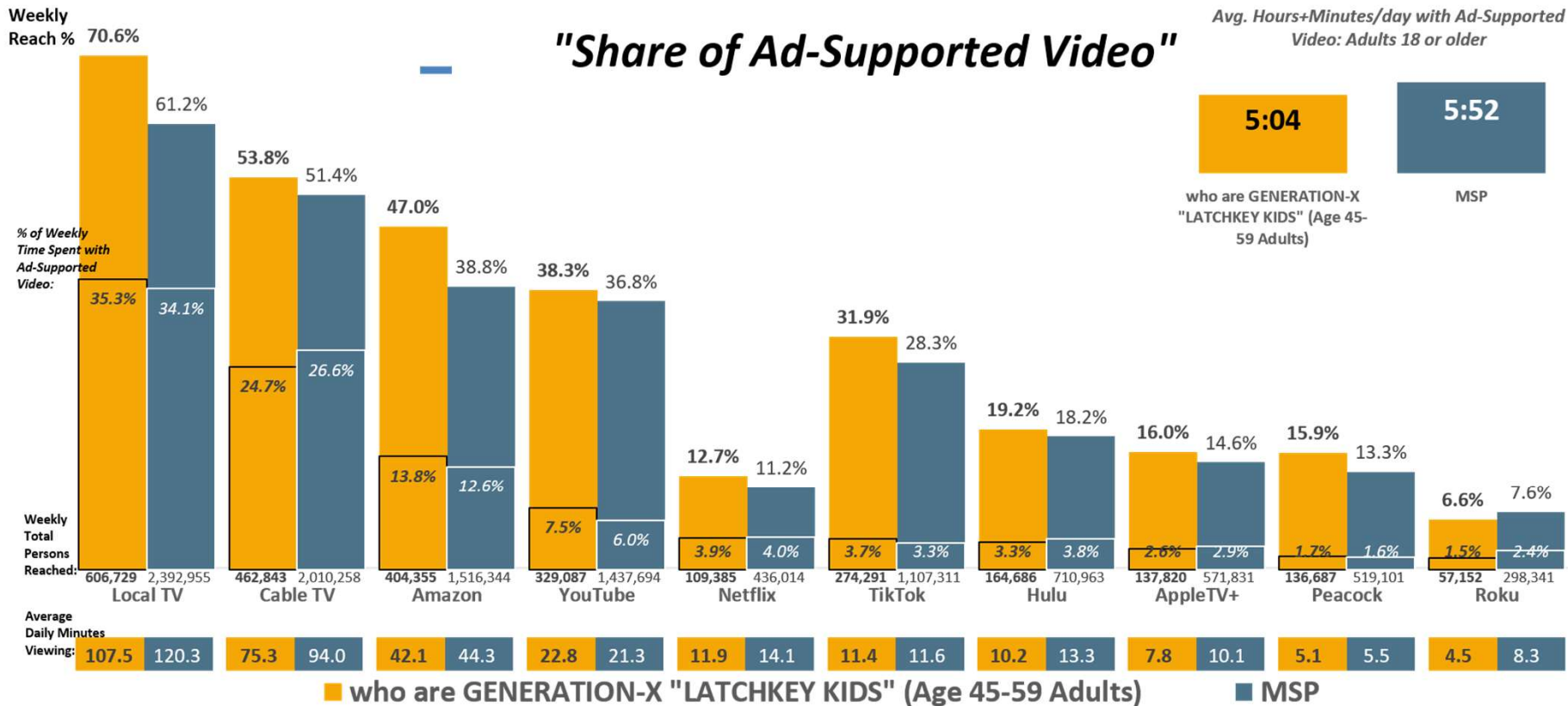
"Share of Ad-Supported Video"





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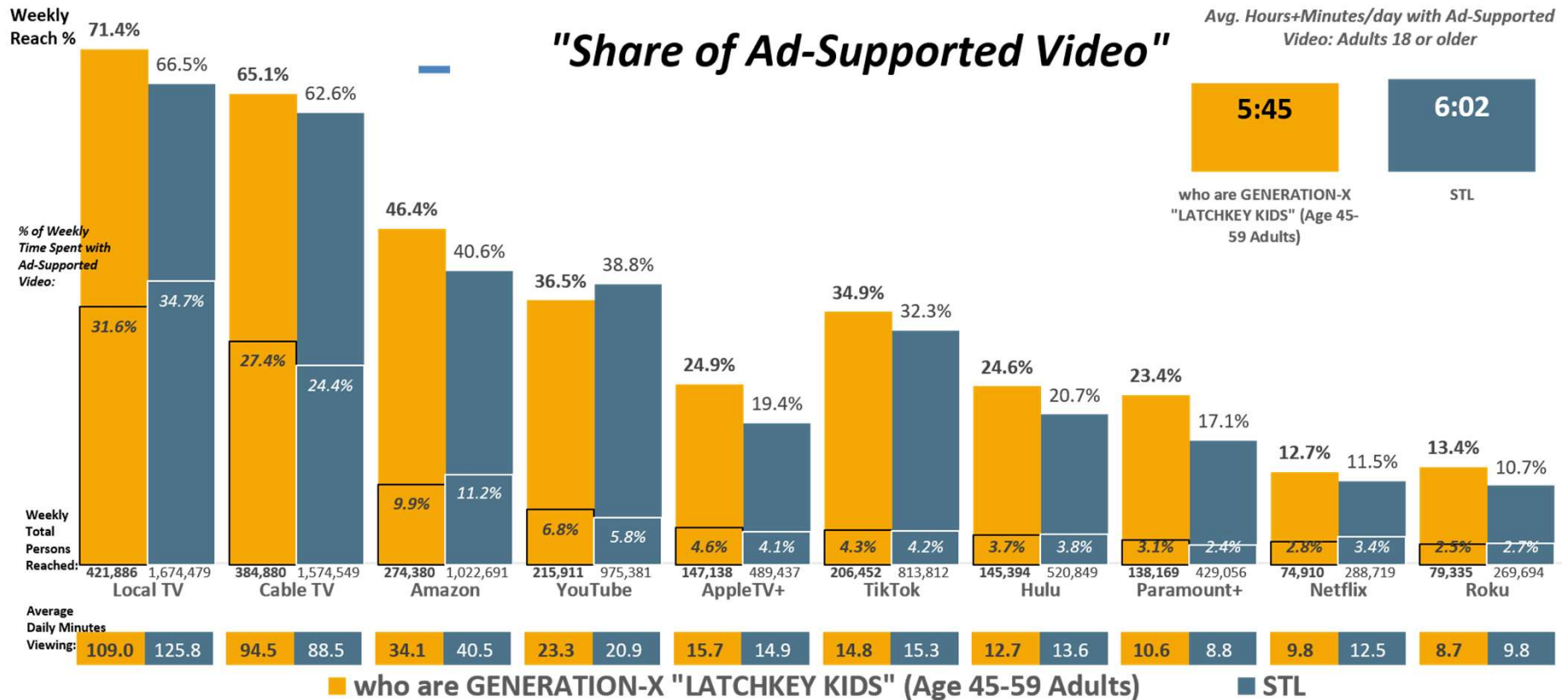
"Share of Ad-Supported Video"





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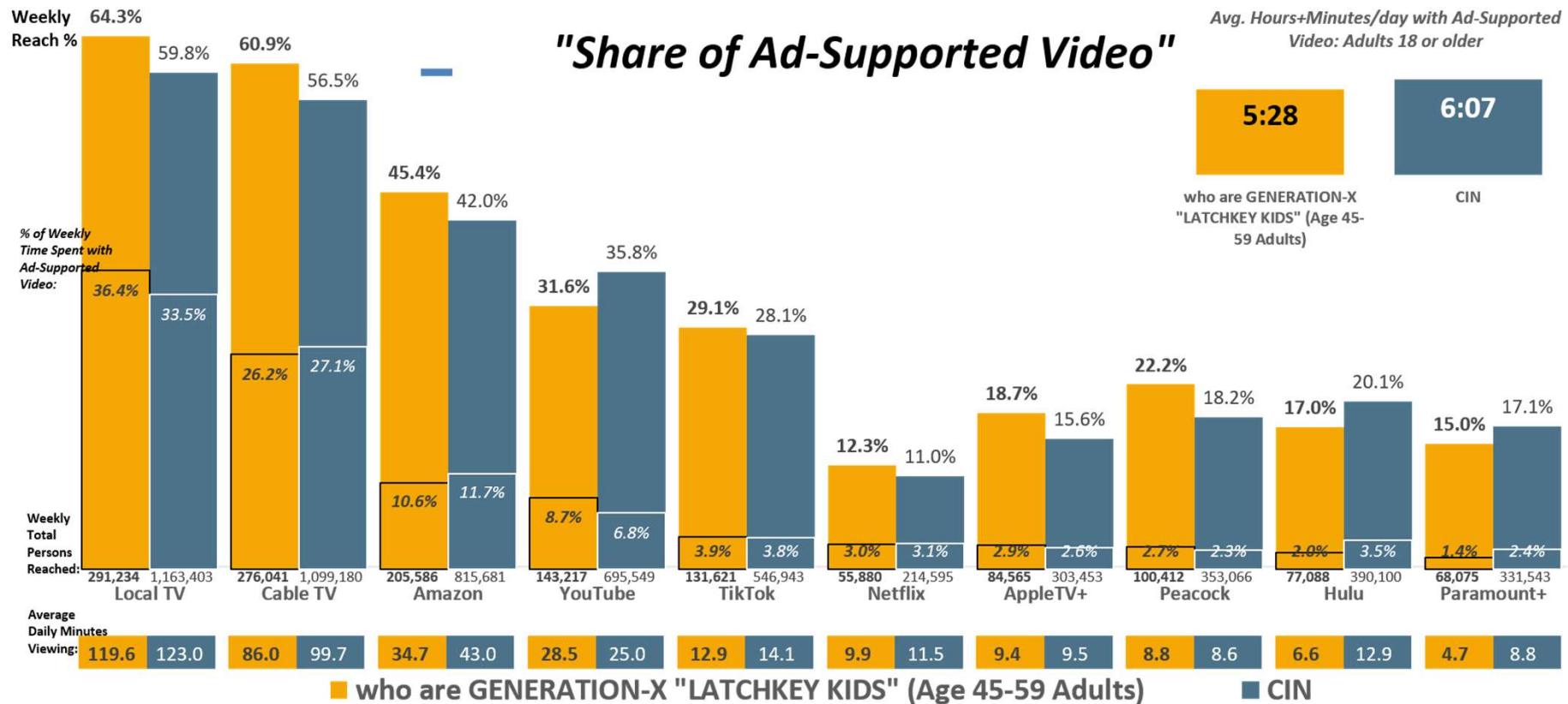
"Share of Ad-Supported Video"





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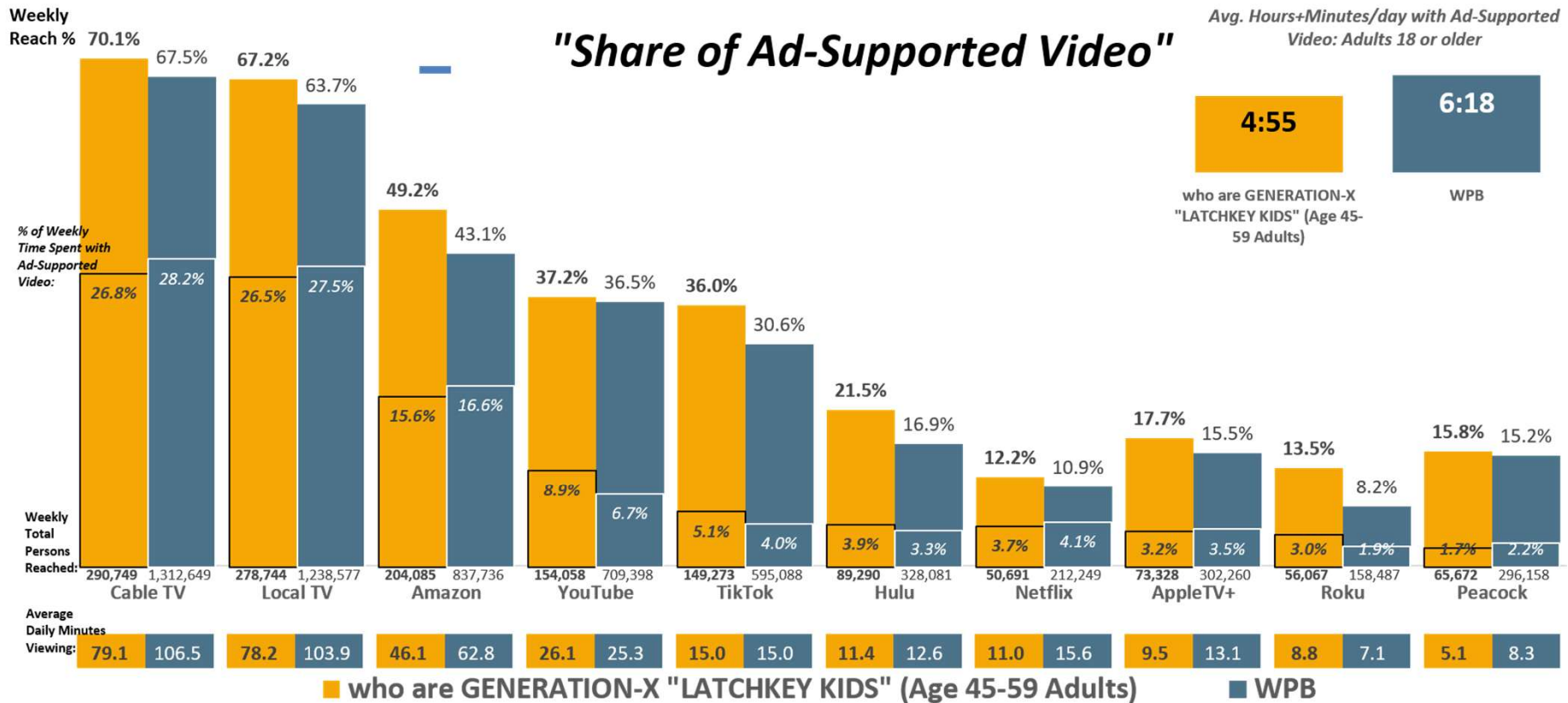
"Share of Ad-Supported Video"





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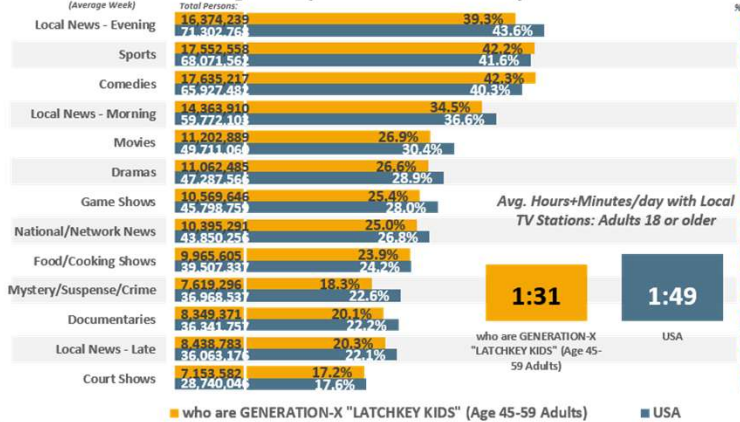
"Share of Ad-Supported Video"



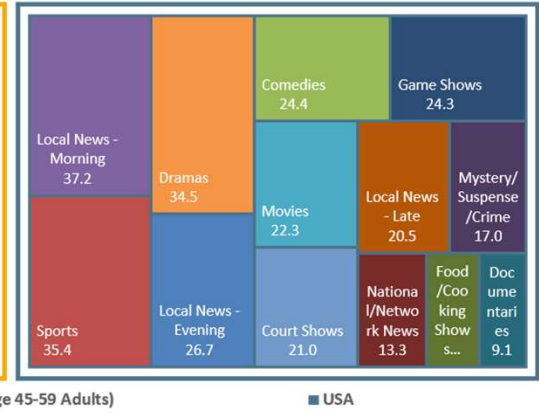
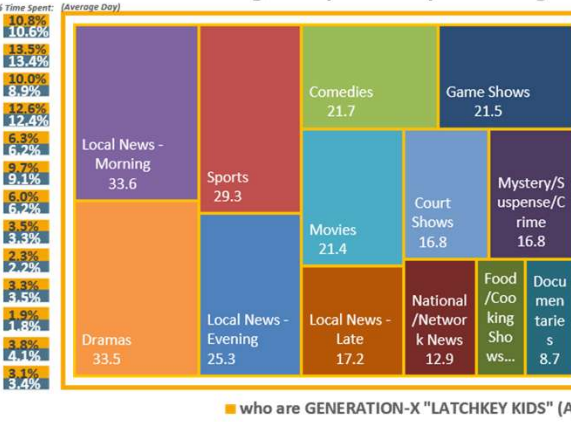


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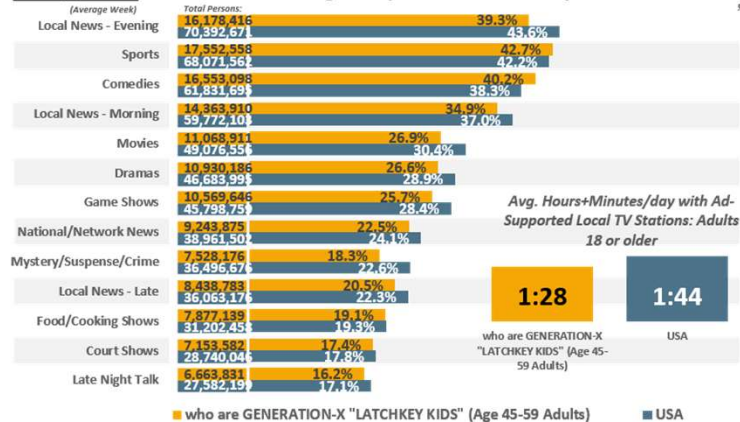
Local TV Station Programs (Persons & % Reach): Adults 18 or older



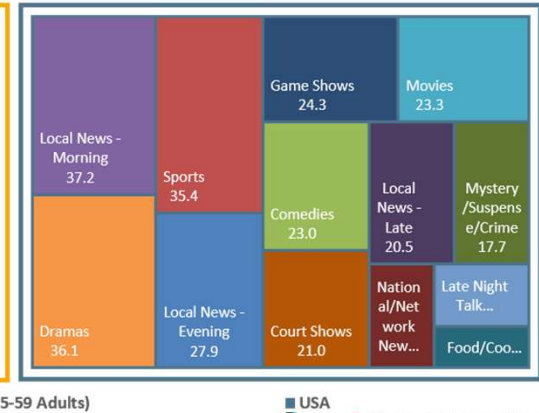
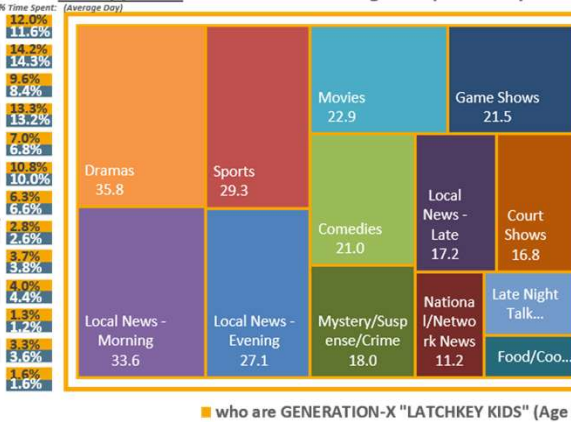
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



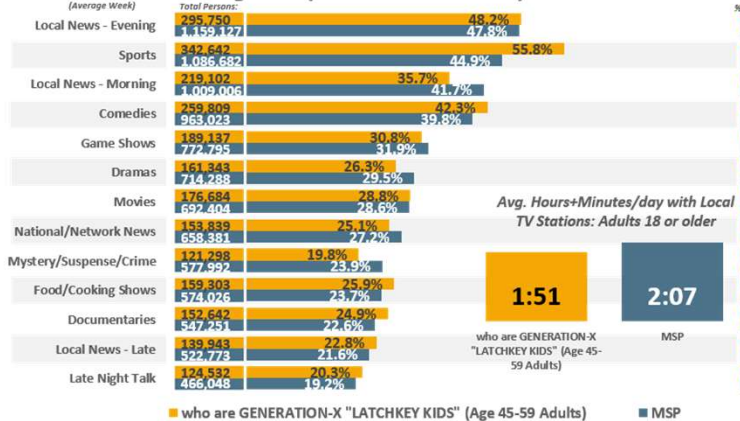
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



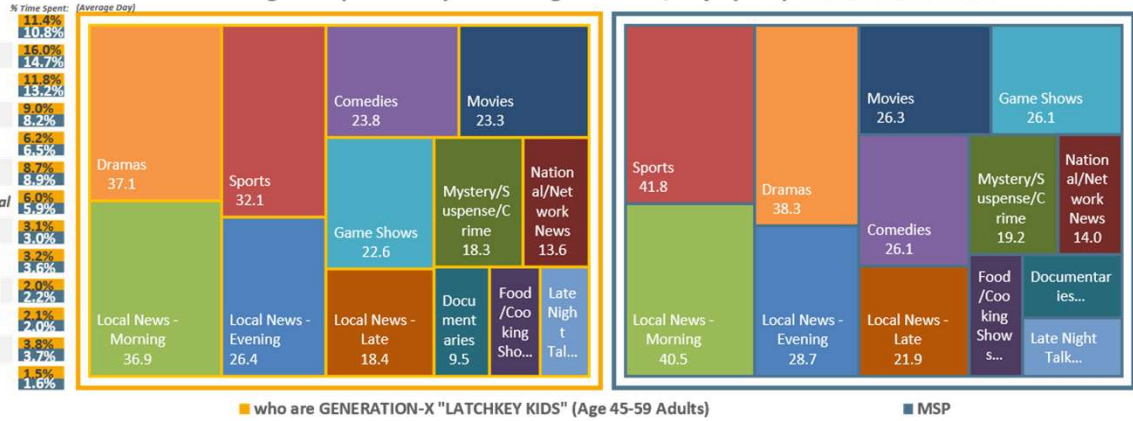


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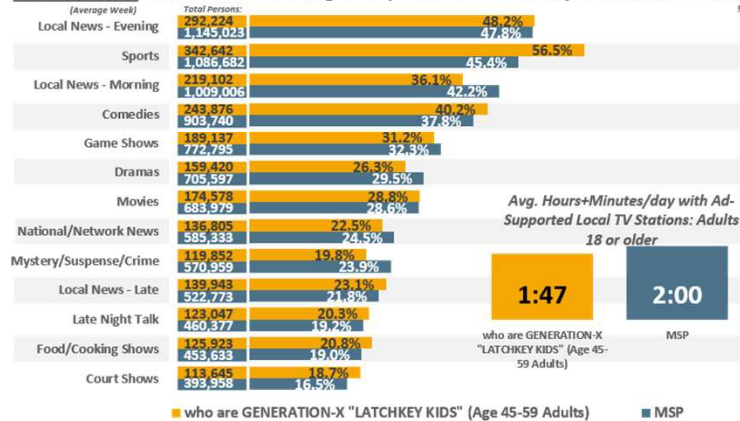
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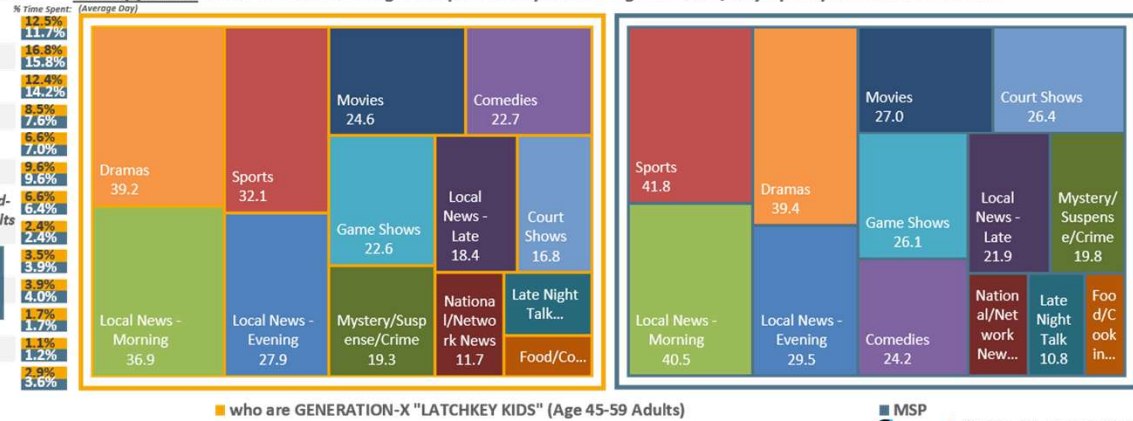
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

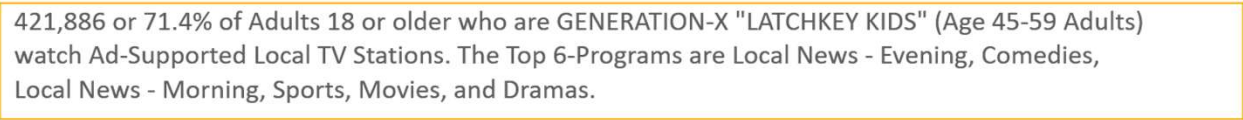


Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older

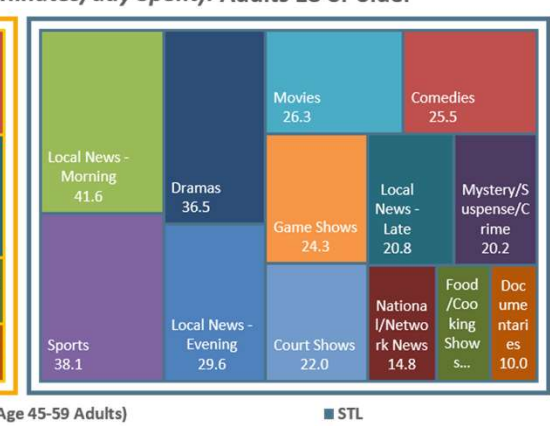
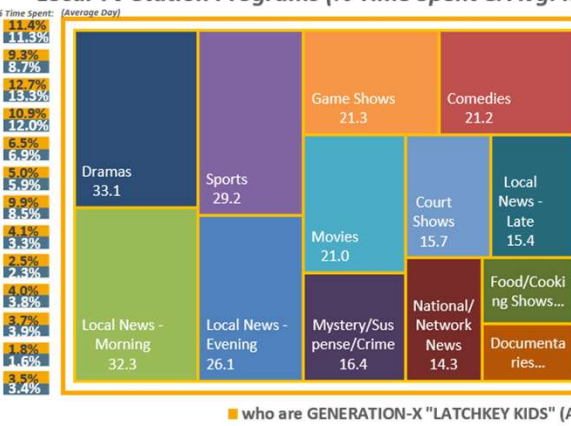


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

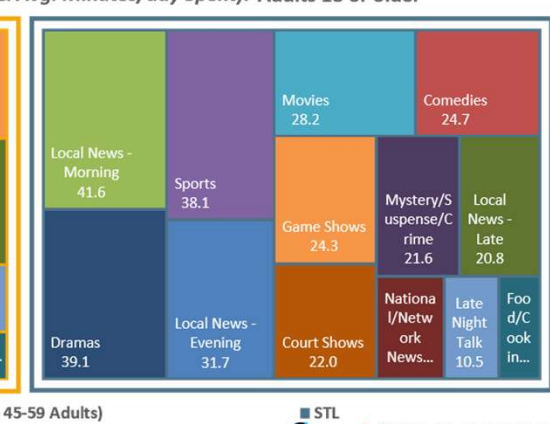
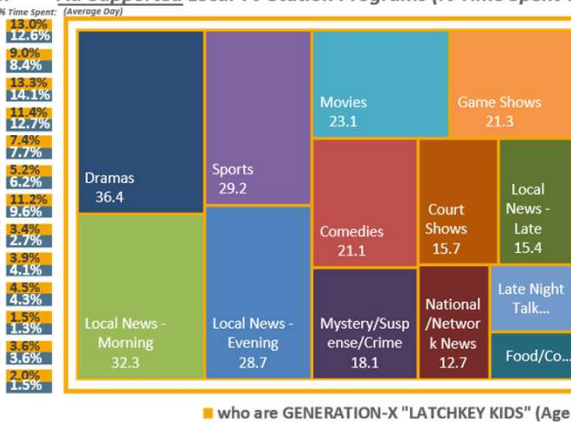




Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



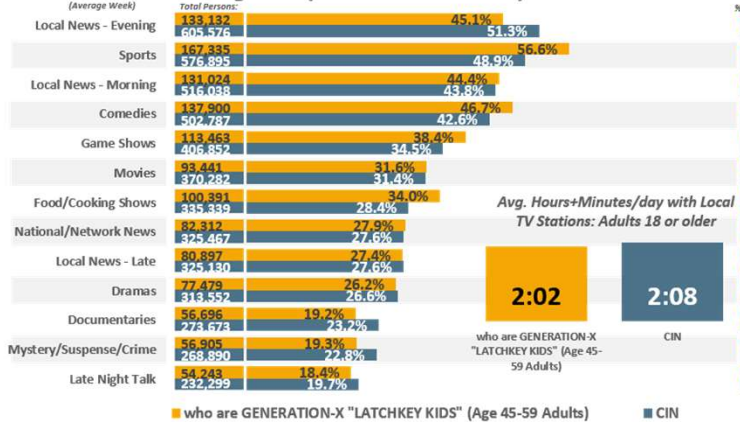
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



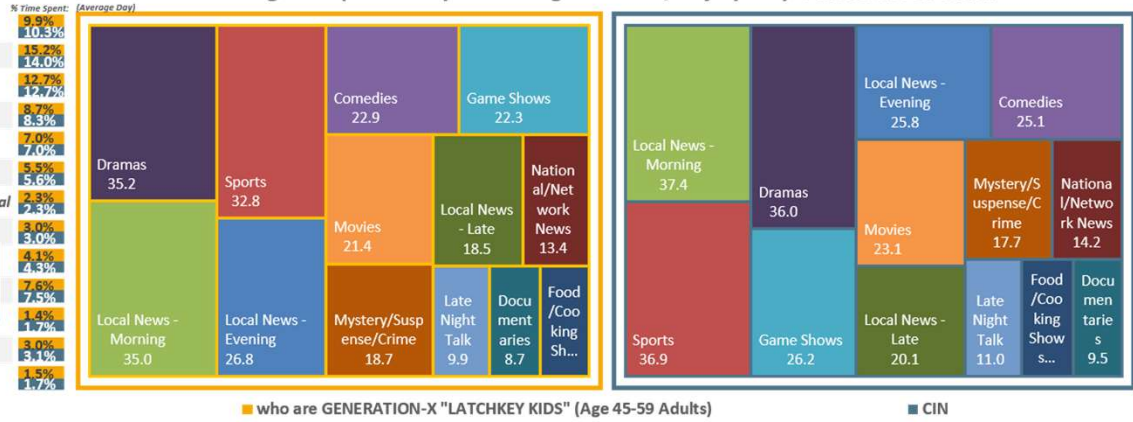


291,234 or 64.3% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Comedies, Game Shows, and Movies.

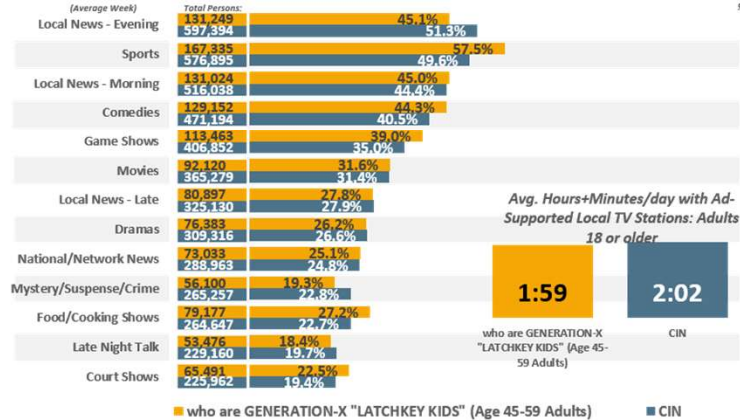
Local TV Station Programs (Persons & % Reach): Adults 18 or older



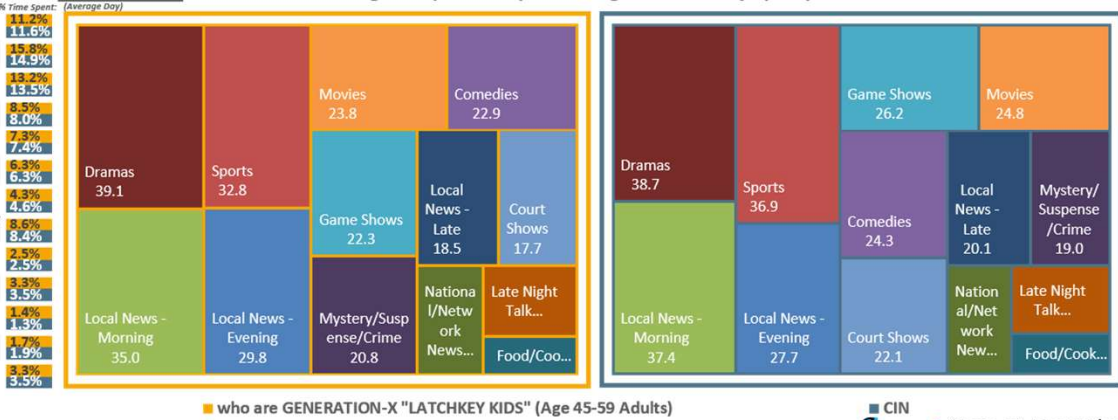
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



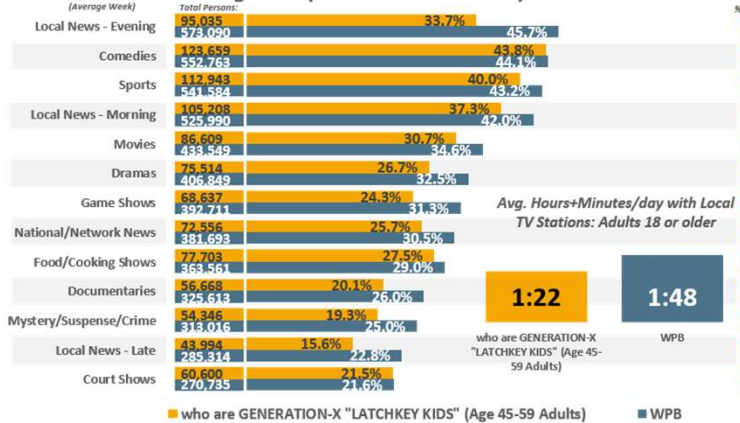
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



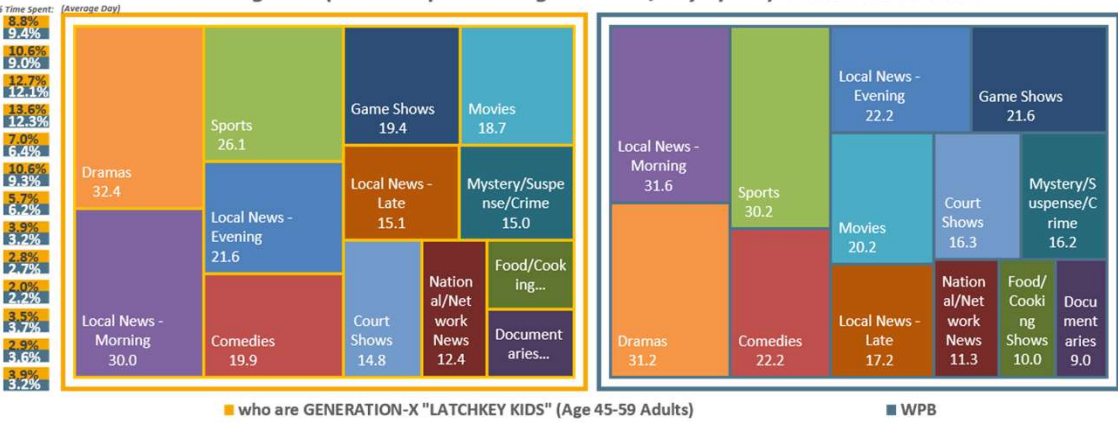


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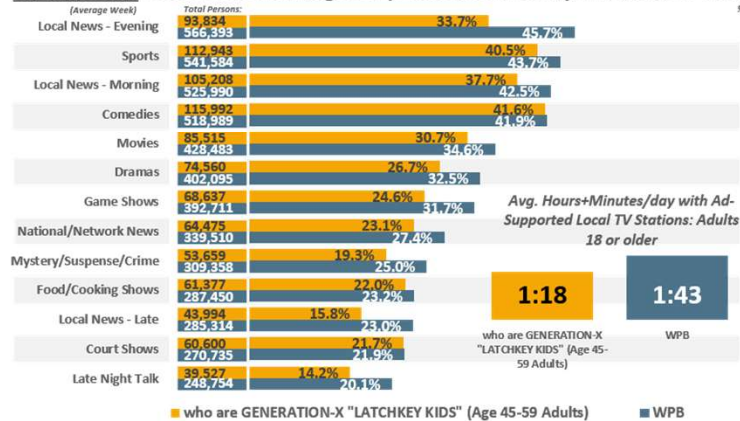
Local TV Station Programs (Persons & % Reach): Adults 18 or older



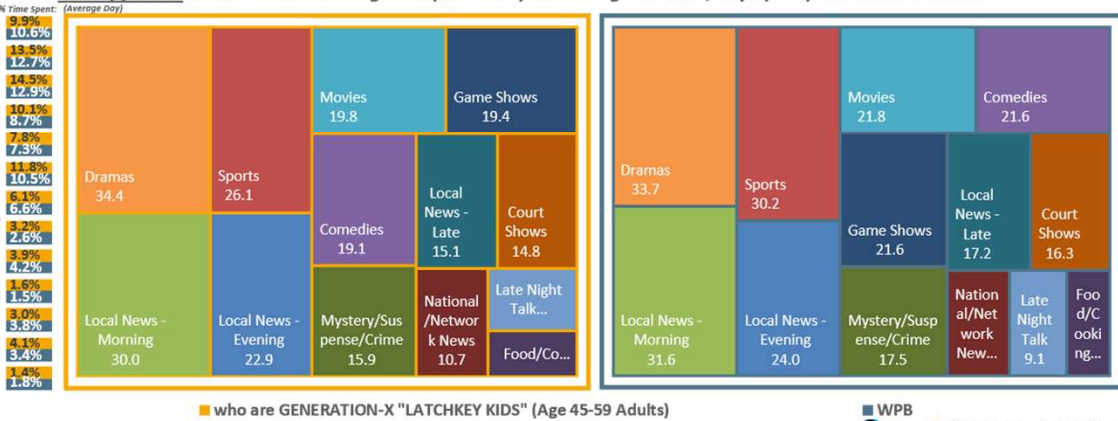
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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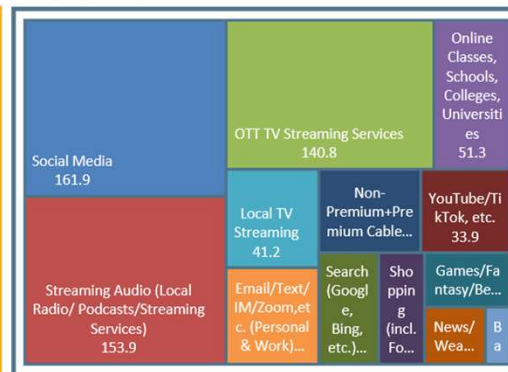
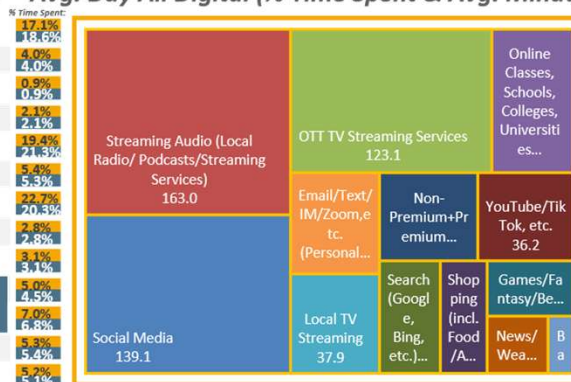
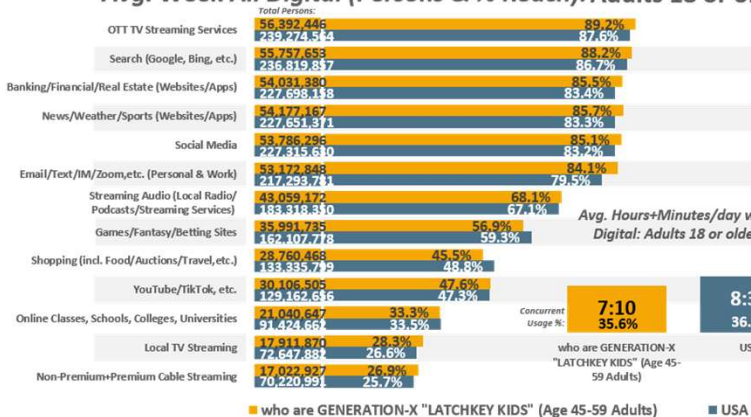




47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 123.7 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

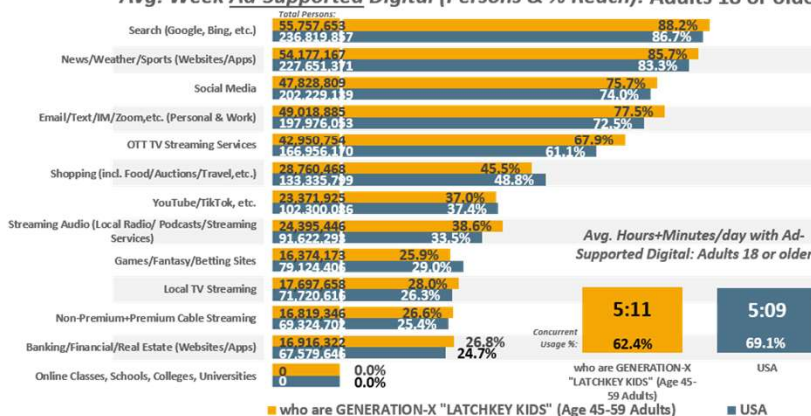
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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

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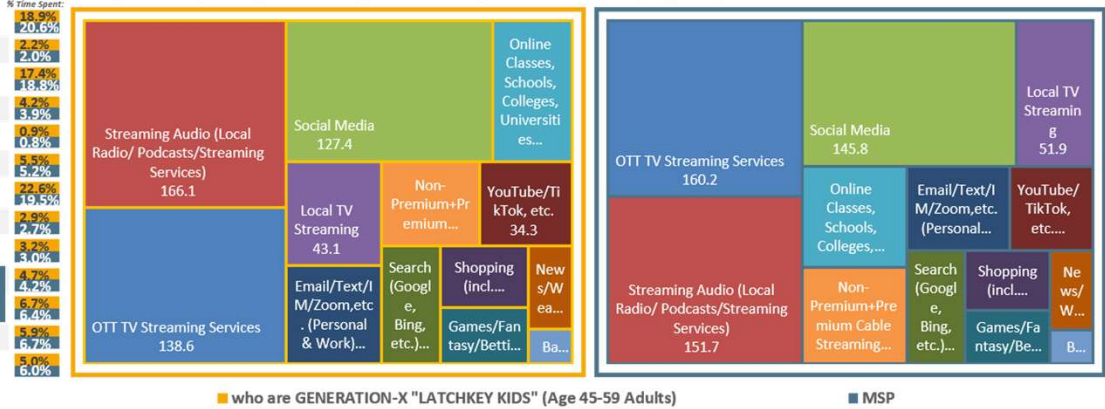
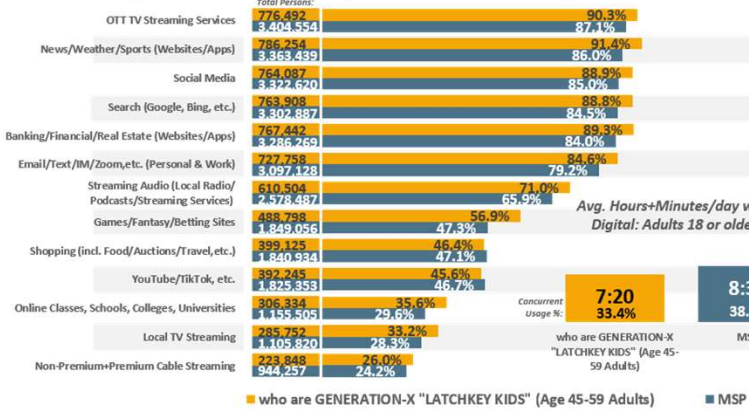
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



697,273 or 81.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 116.3 minutes every day representing 21.8% of all time spent daily with Ad-Supported Digital Media.

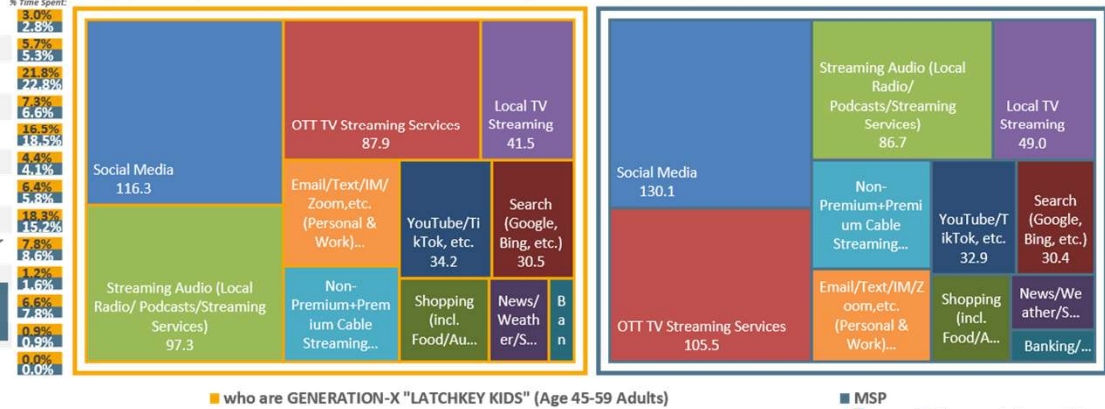
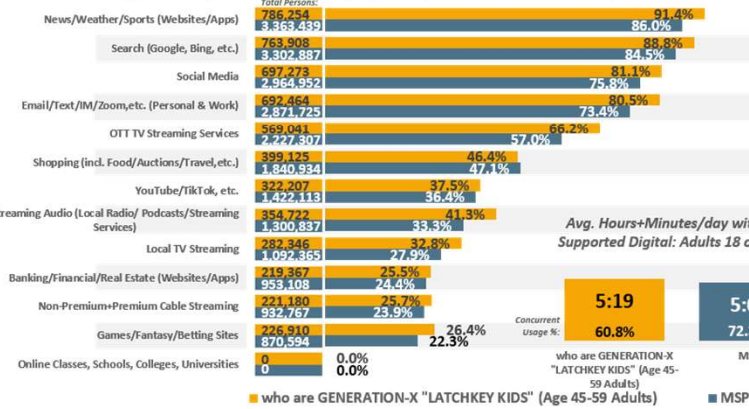
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



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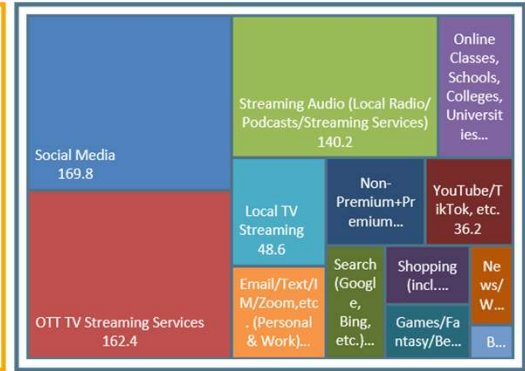
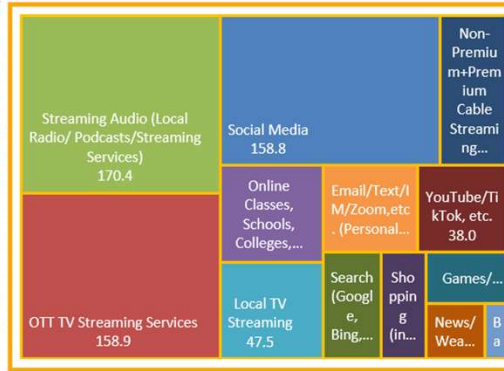
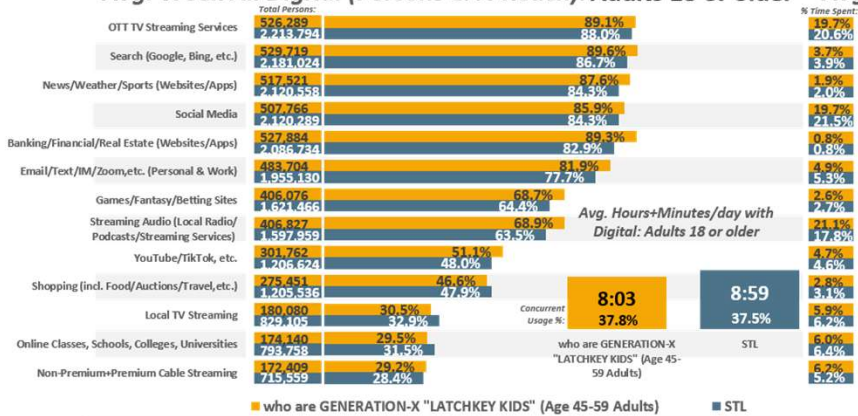
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



434,026 or 73.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 135.7 minutes every day representing 23.2% of all time spent daily with Ad-Supported Digital Media.

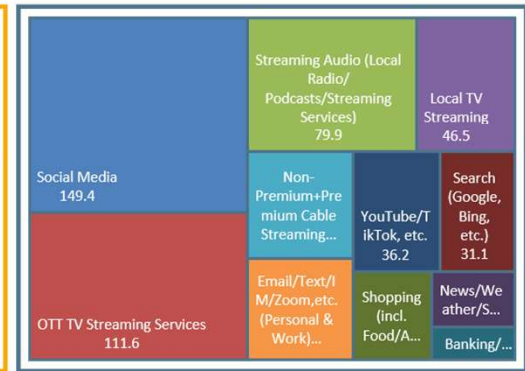
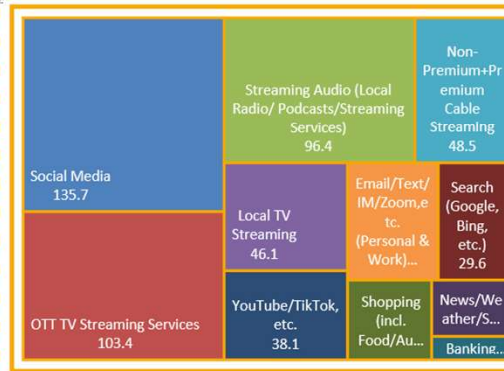
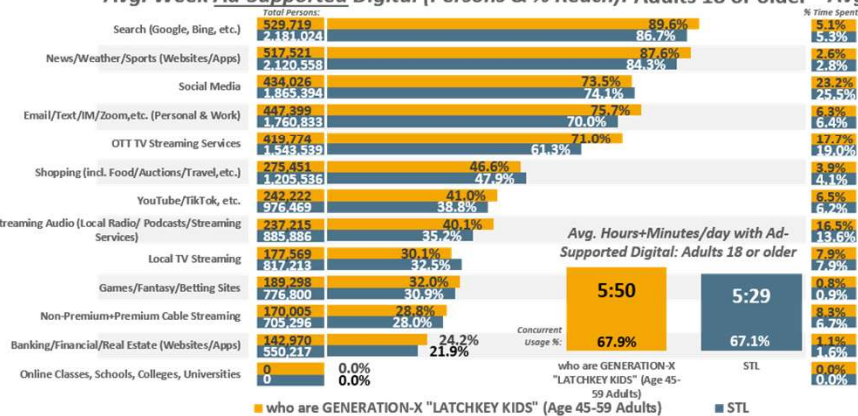
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

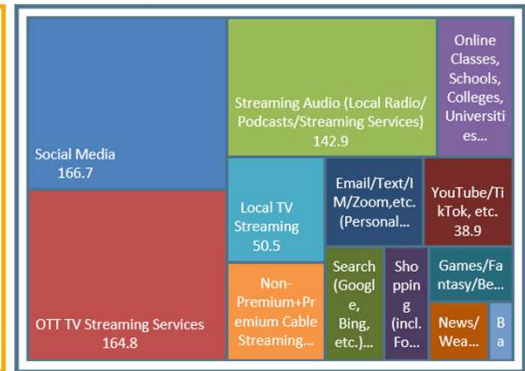
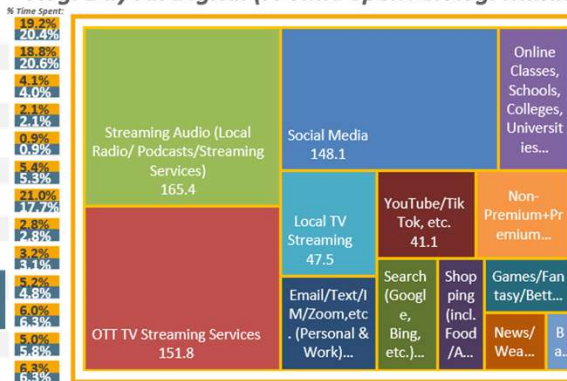
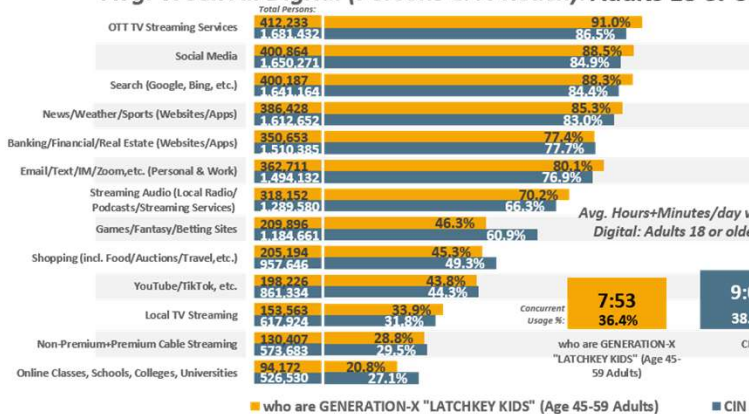




359,701 or 79.4% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Social Media for an average of 132.9 minutes every day representing 23.3% of all time spent daily with Ad-Supported Digital Media.

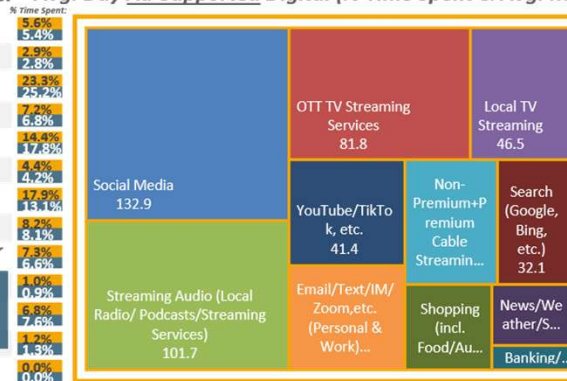
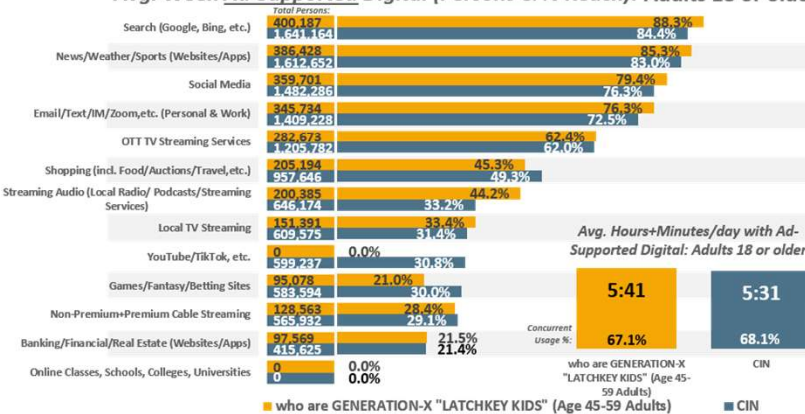
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

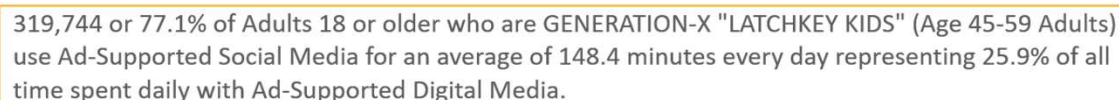
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



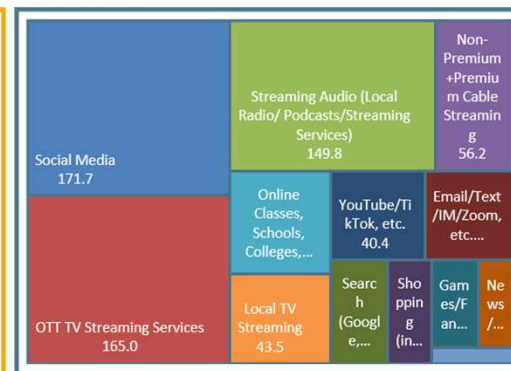
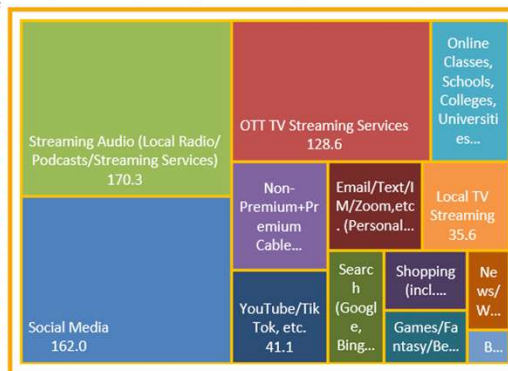
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 486
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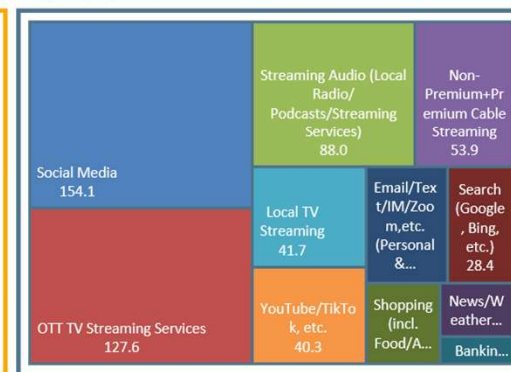
Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



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



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



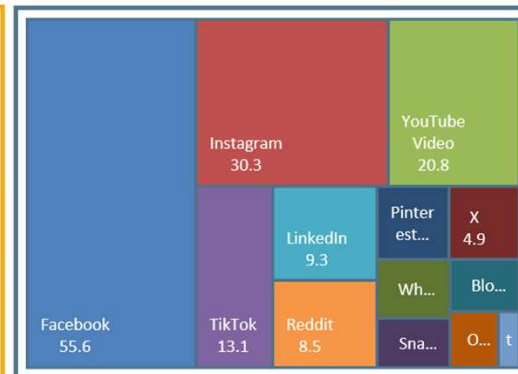
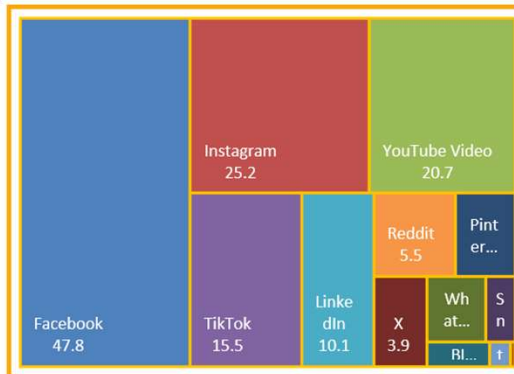
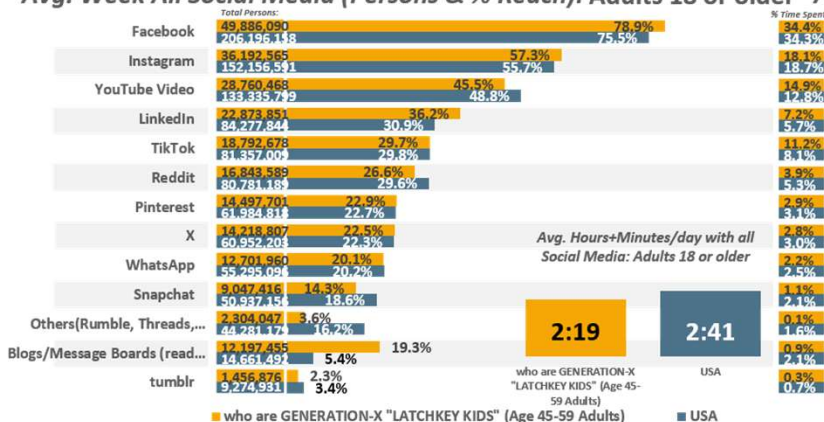
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

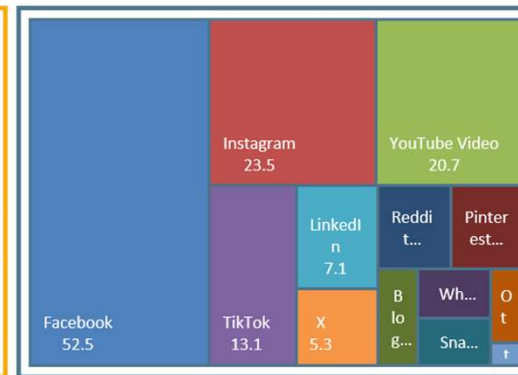
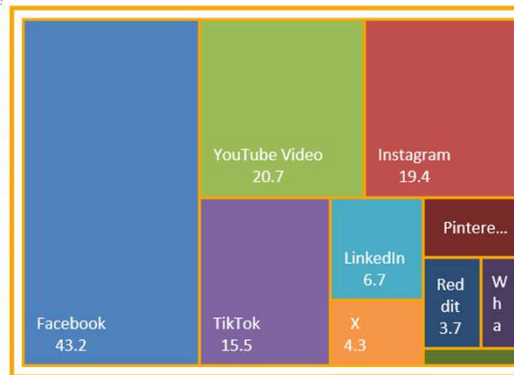
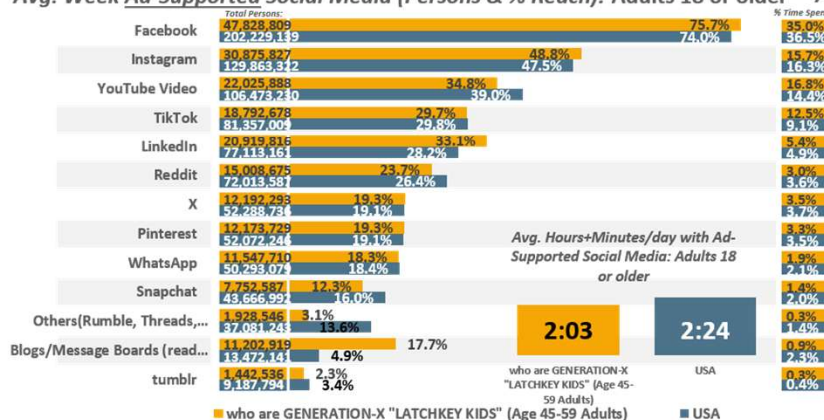


47,828,809 or 75.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.2 minutes every day representing 35.0% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 6,049
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USA Projection Scarborough R1 2026: Jan 25-Mar 26 Qual Intab 24,338

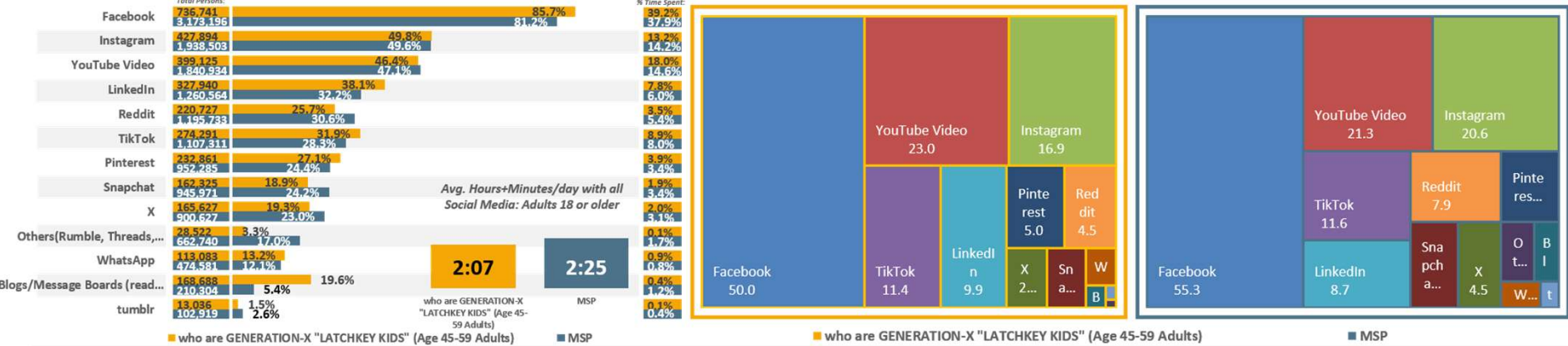
soefa.ai Share of Everything for Anything

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

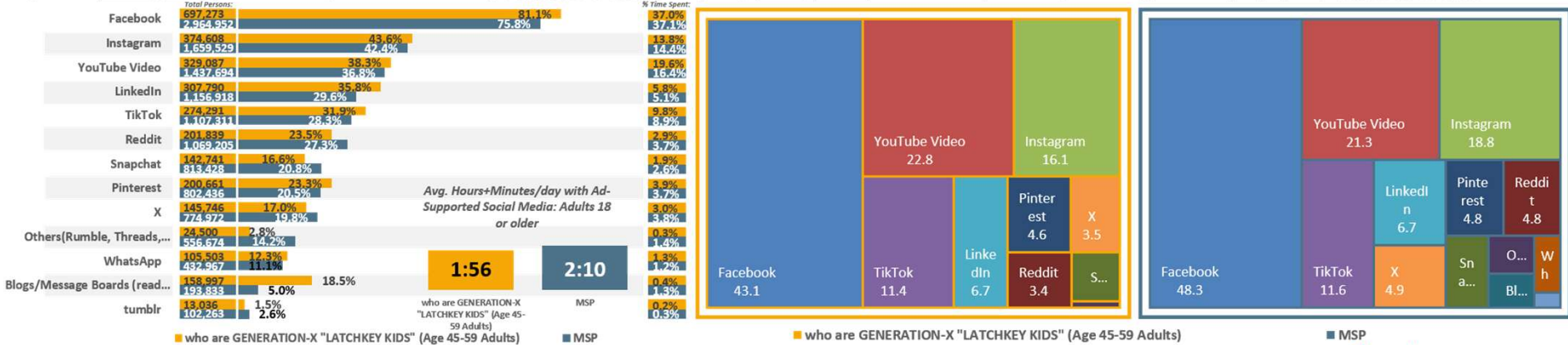


697,273 or 81.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.1 minutes every day representing 37.0% of all time spent daily with Ad-Supported Social Media.

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



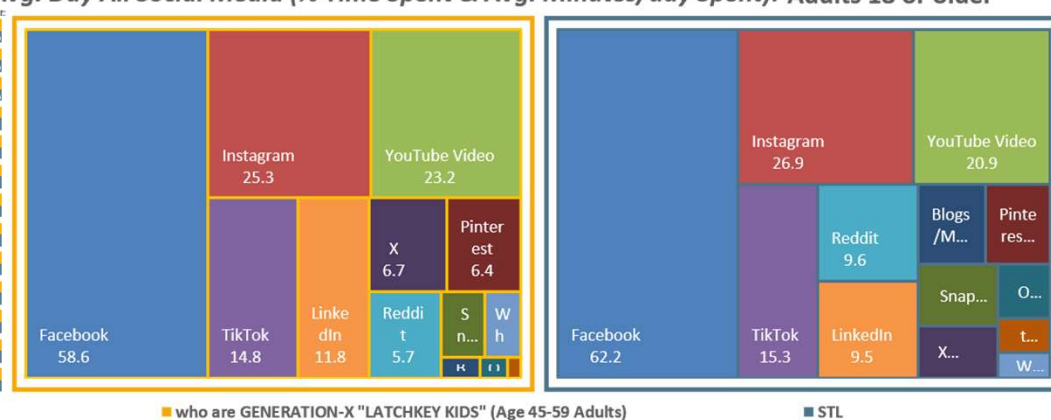
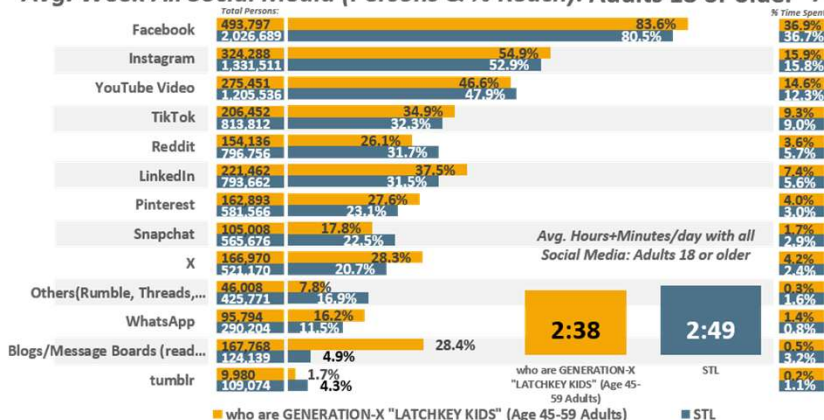
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



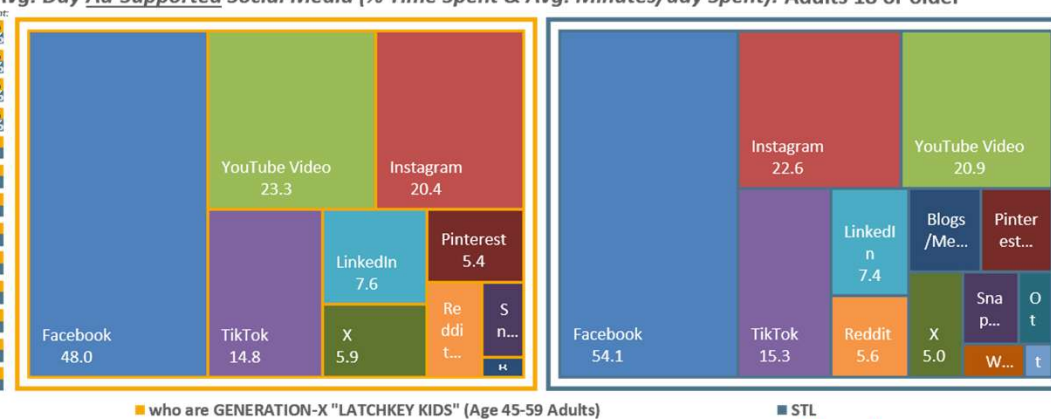
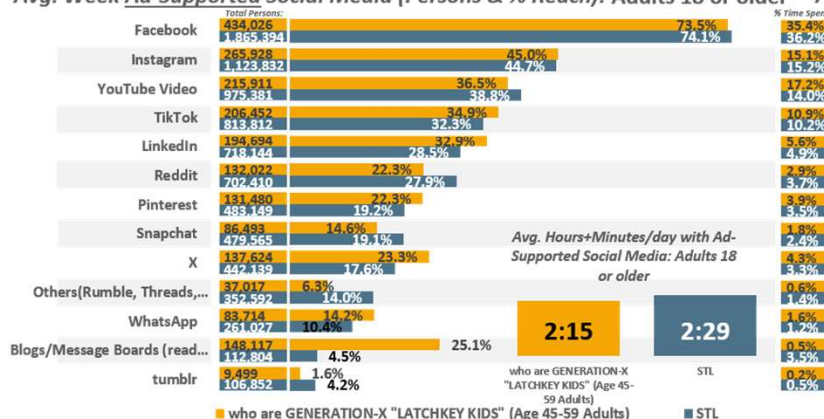


434,026 or 73.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 48. minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

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



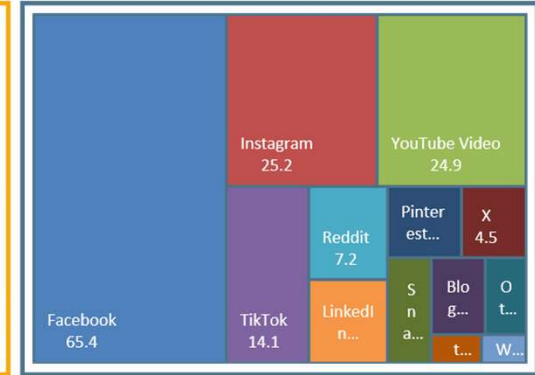
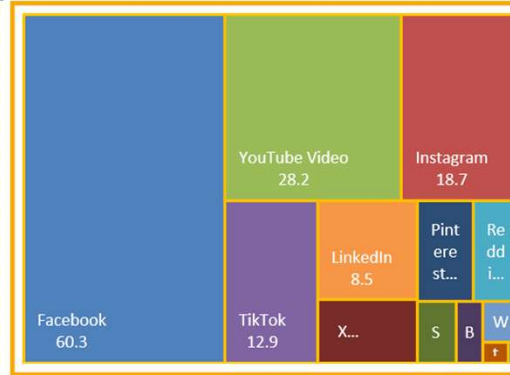
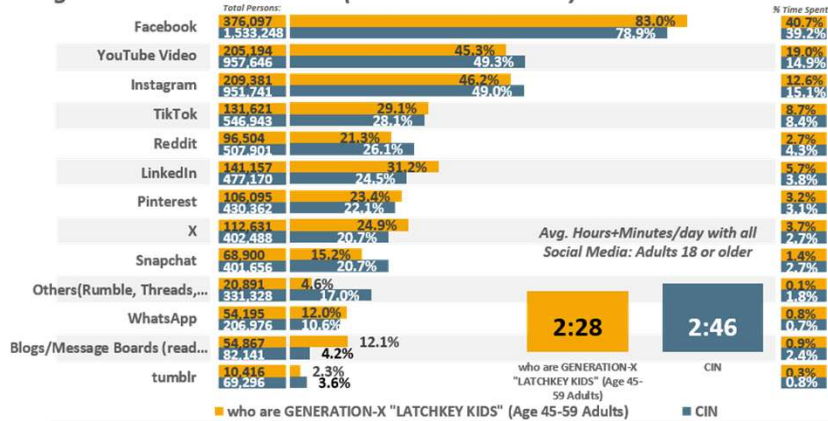
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



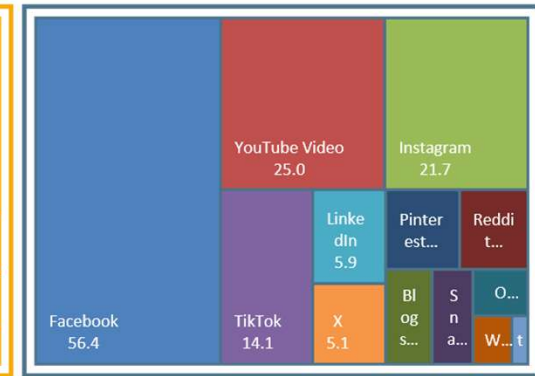
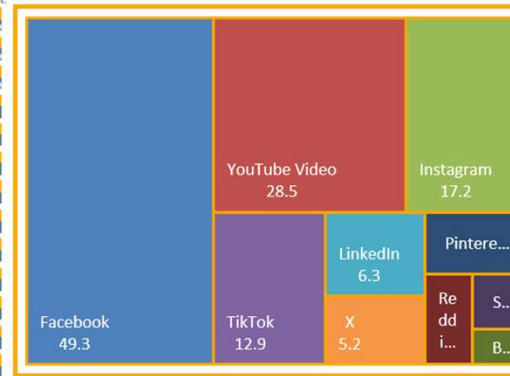
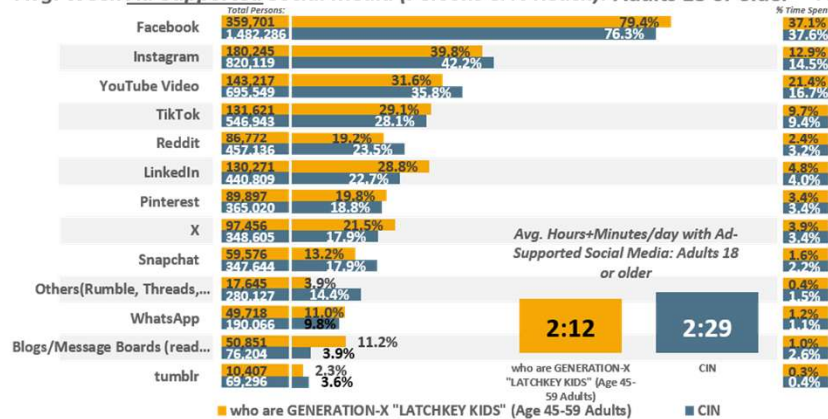


359,701 or 79.4% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 49.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

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



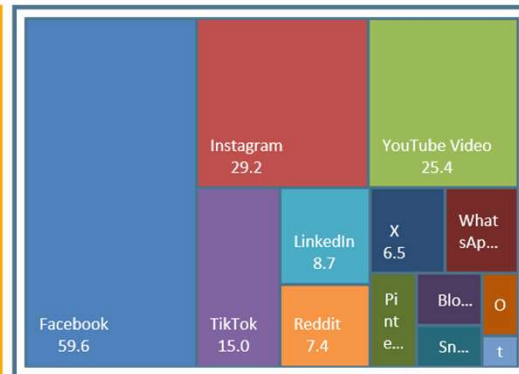
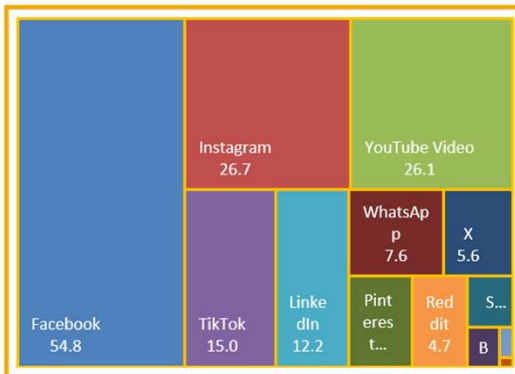
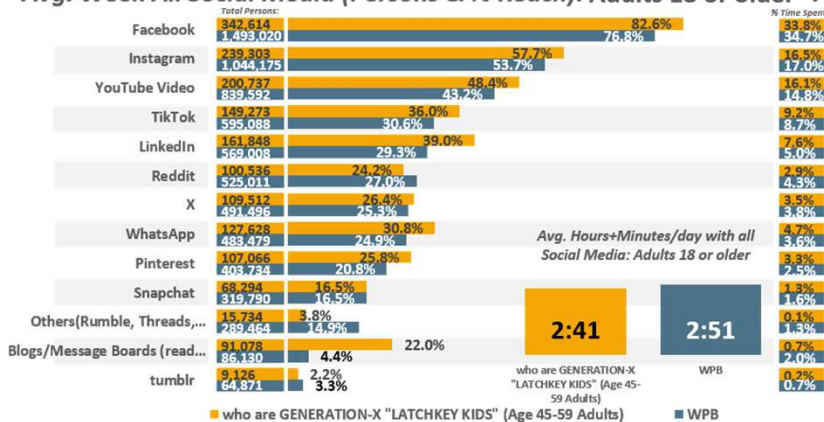
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



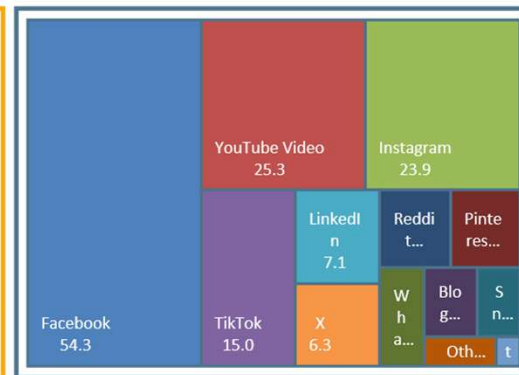
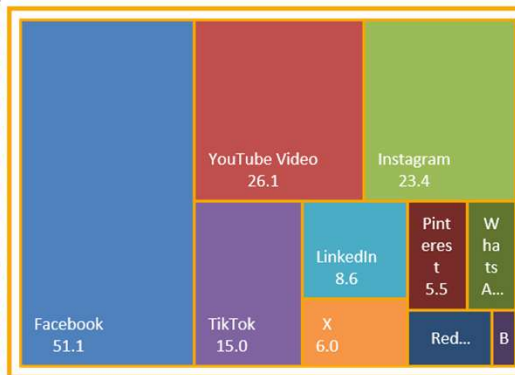
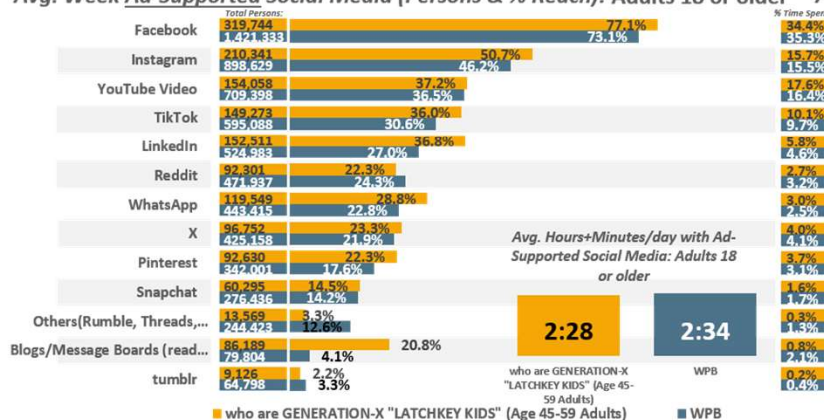


319,744 or 77.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 51.1 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.

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

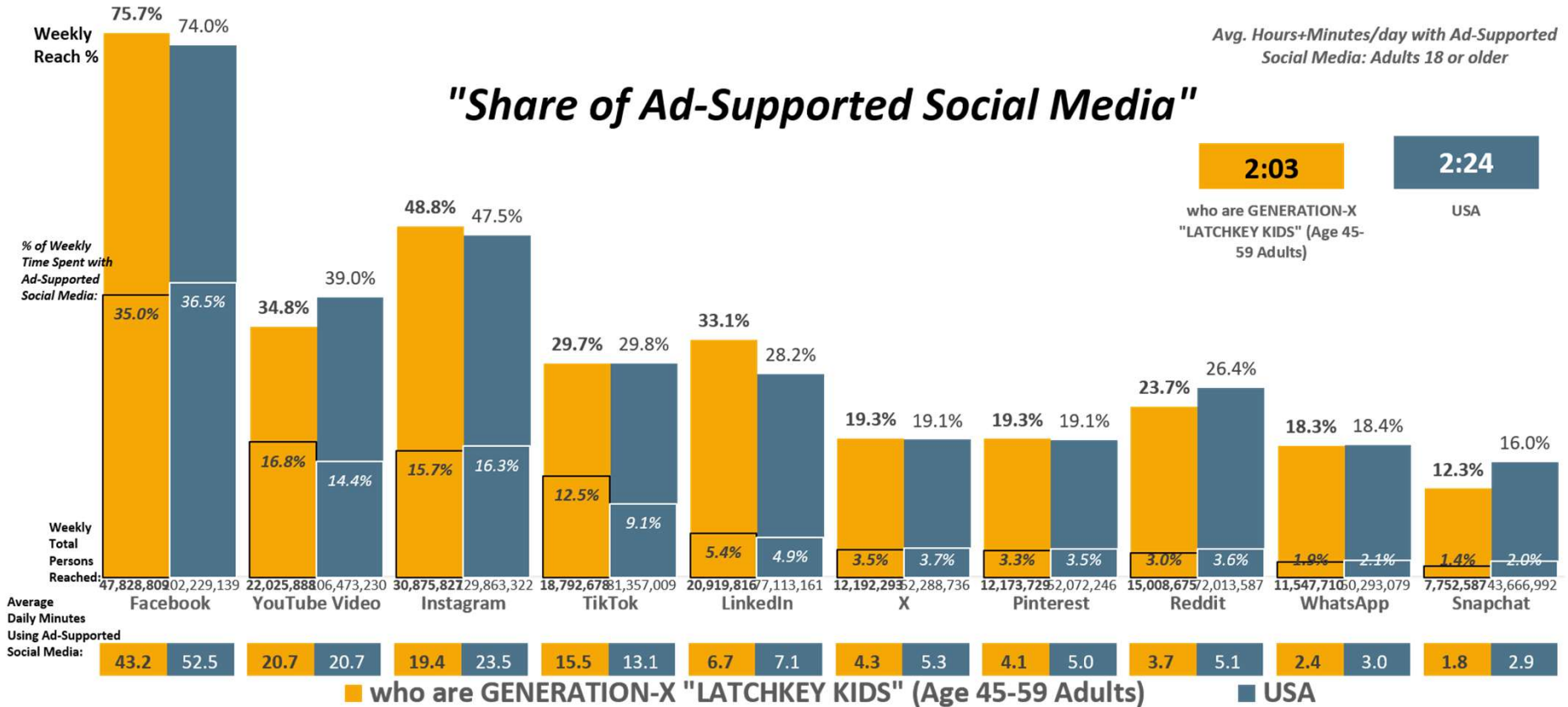


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





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



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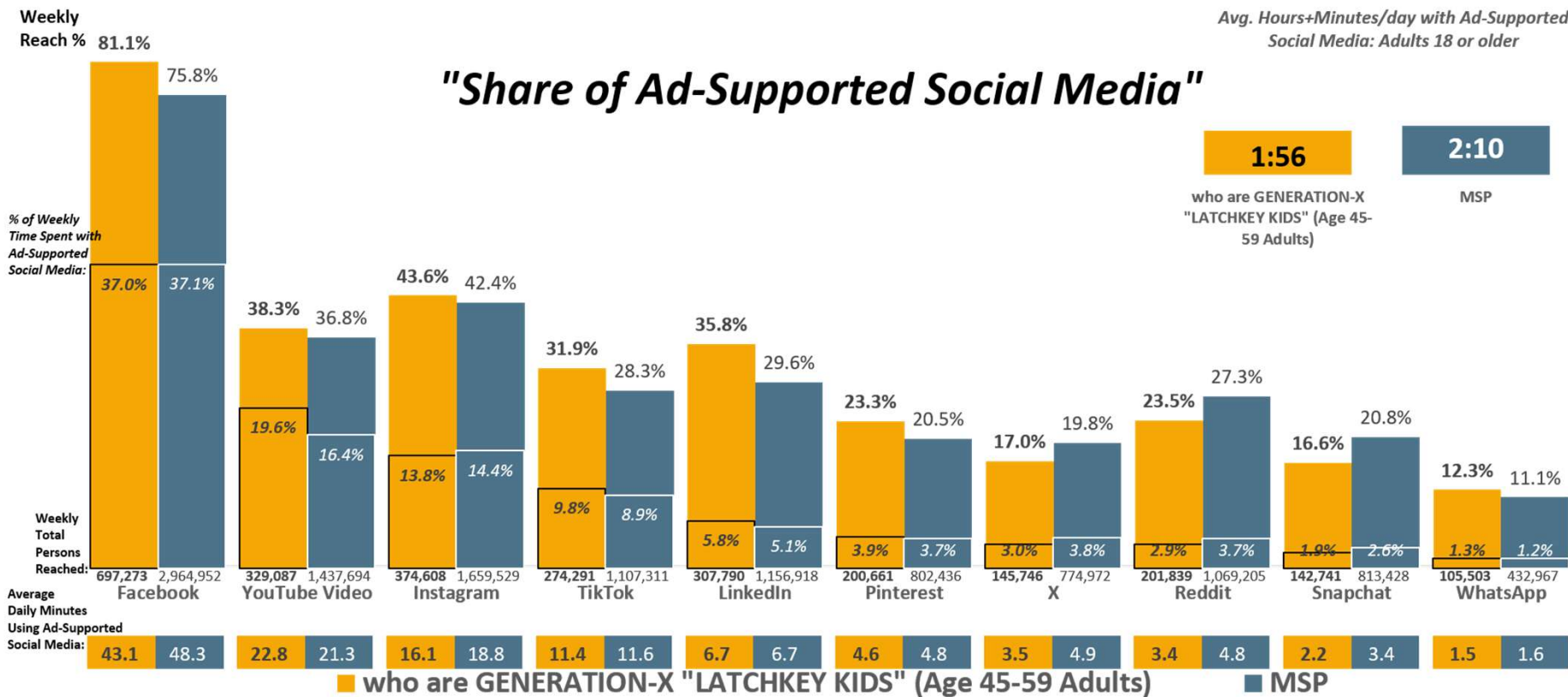
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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



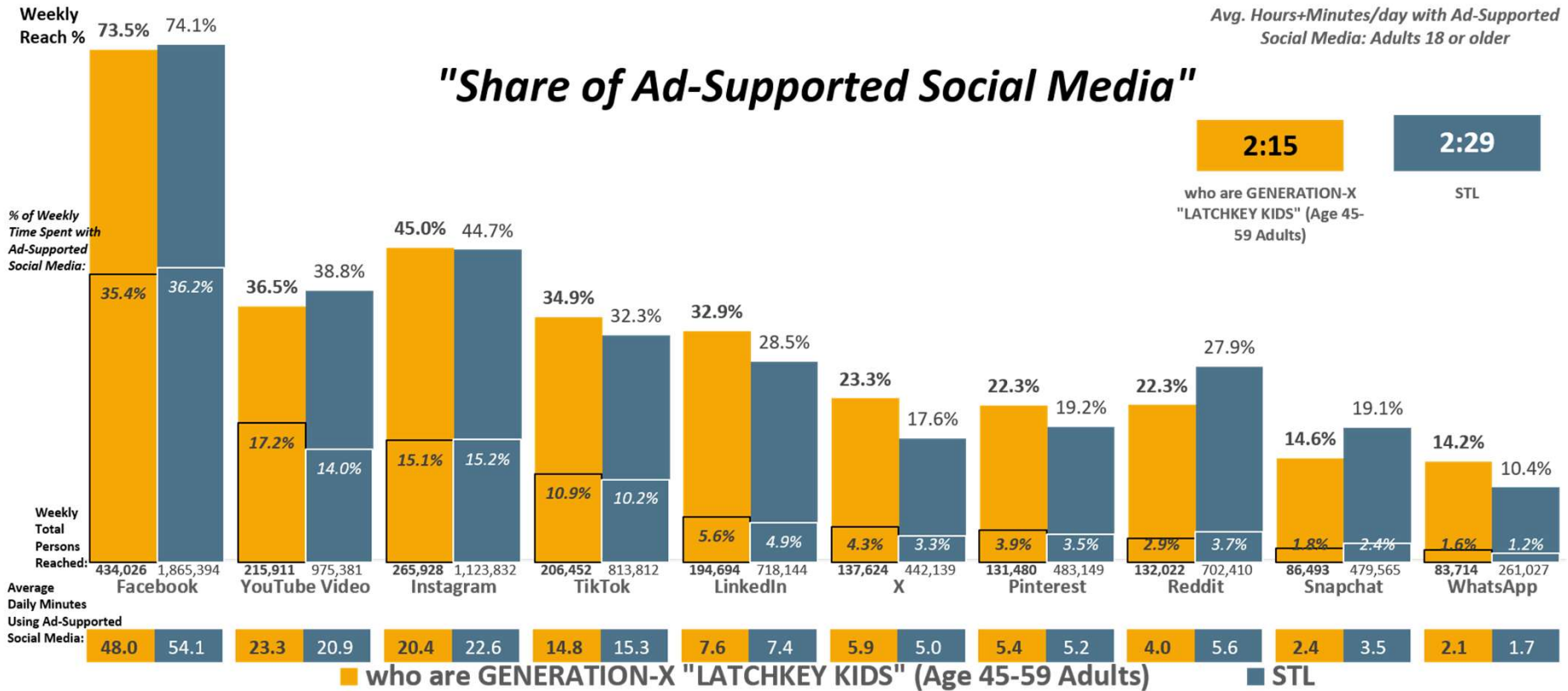
697,273 or 81.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 43.1 minutes every day representing 37.% of all time spent daily with Ad-Supported Social Media.





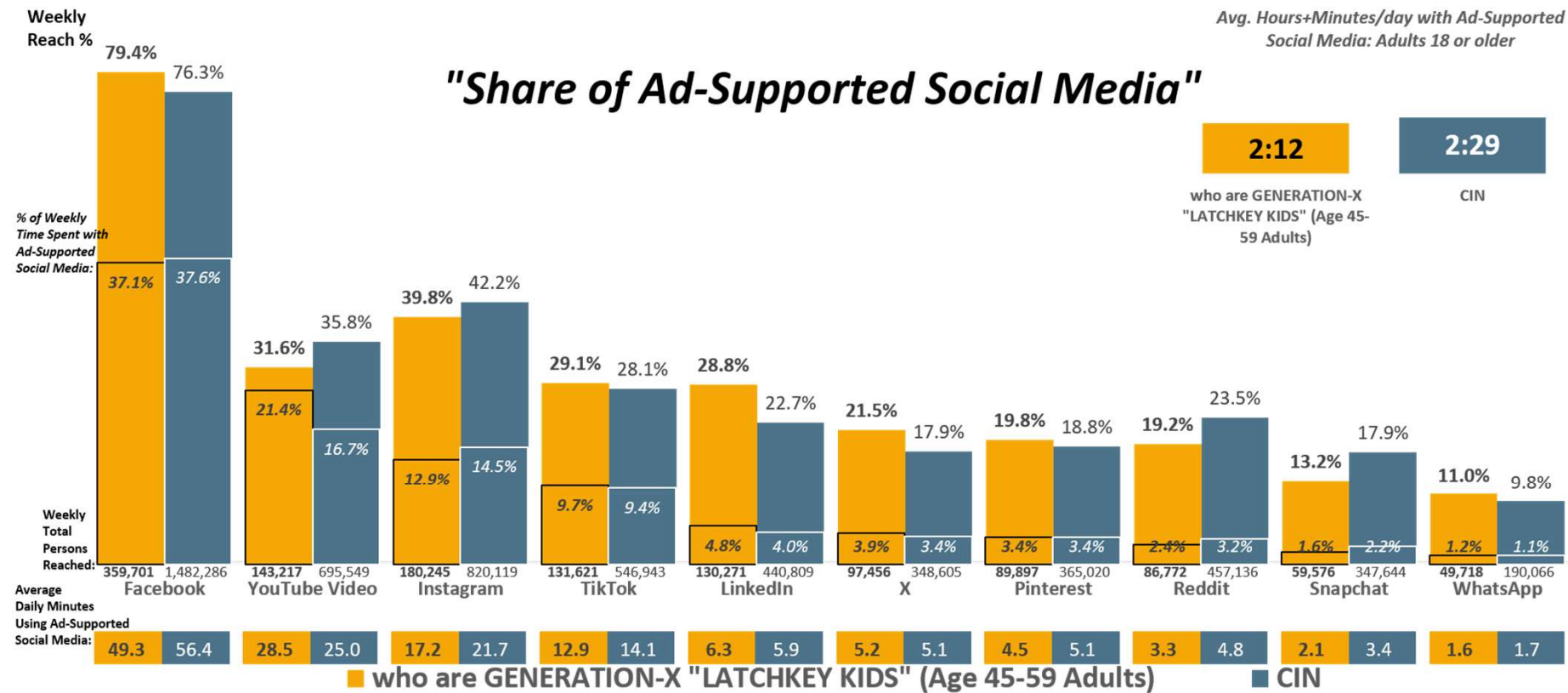
434,026 or 73.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 48. minutes every day representing 35.4% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



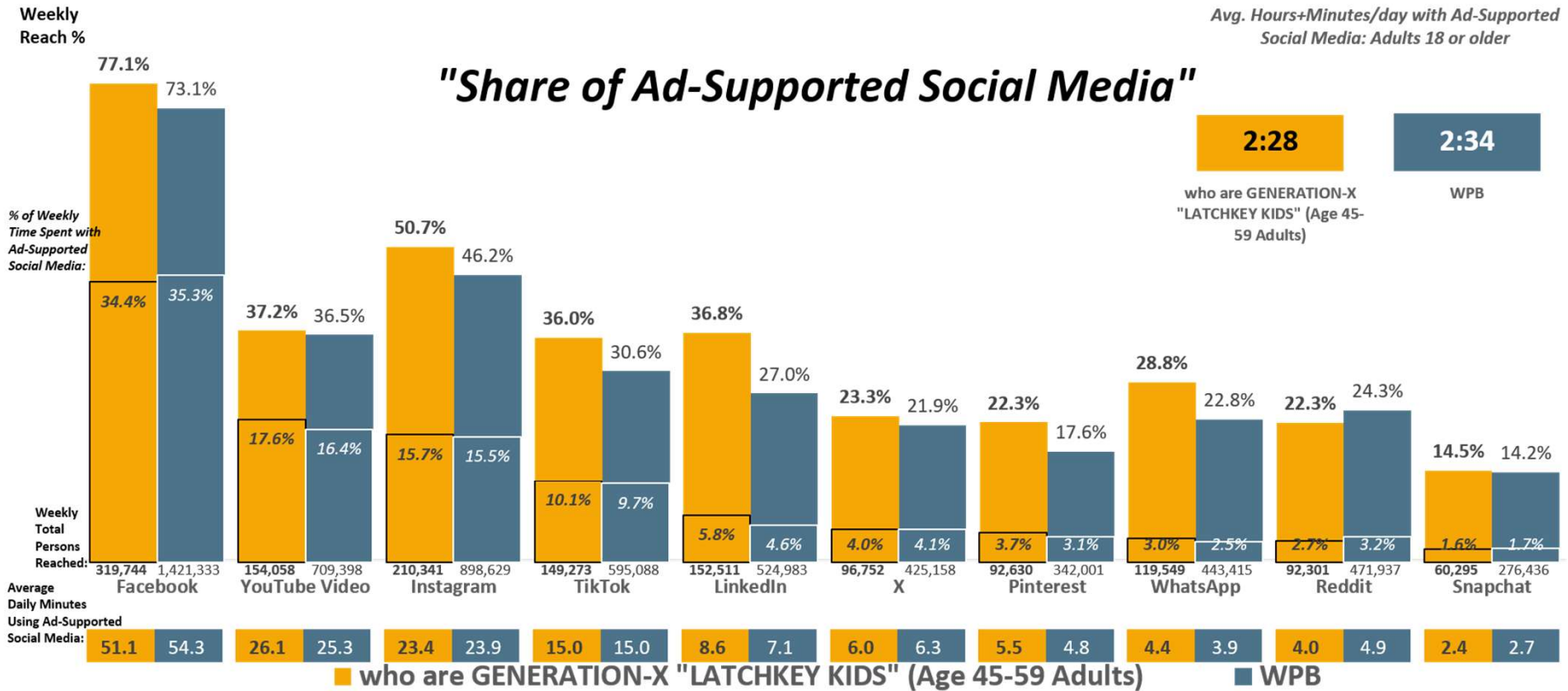


359,701 or 79.4% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 49.3 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.





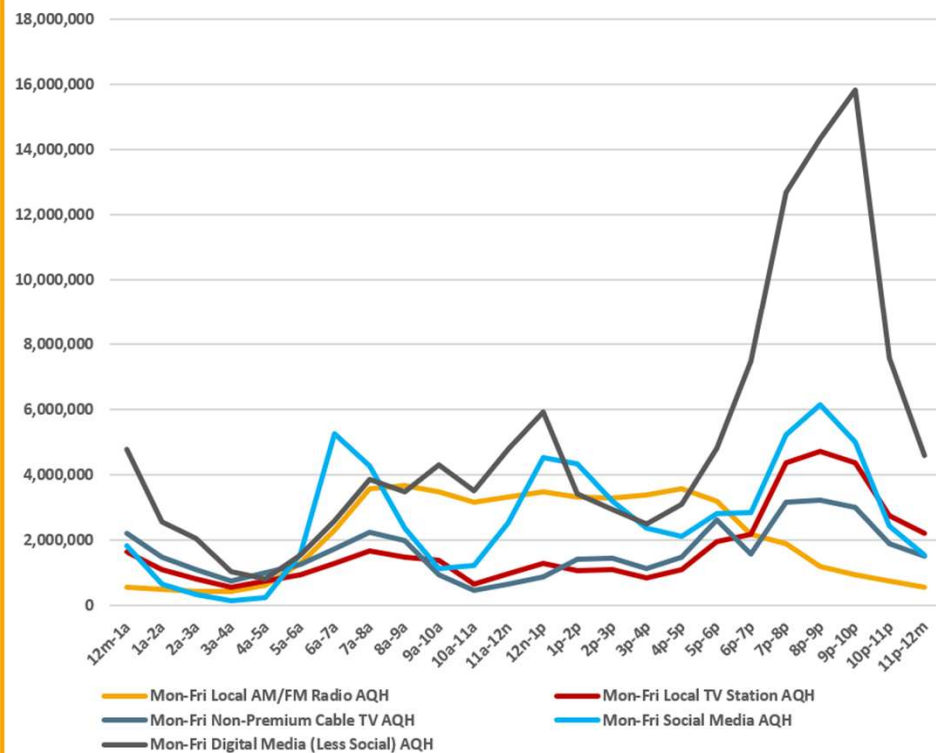
319,744 or 77.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) use Ad-Supported Facebook for an average of 51.1 minutes every day representing 34.4% of all time spent daily with Ad-Supported Social Media.



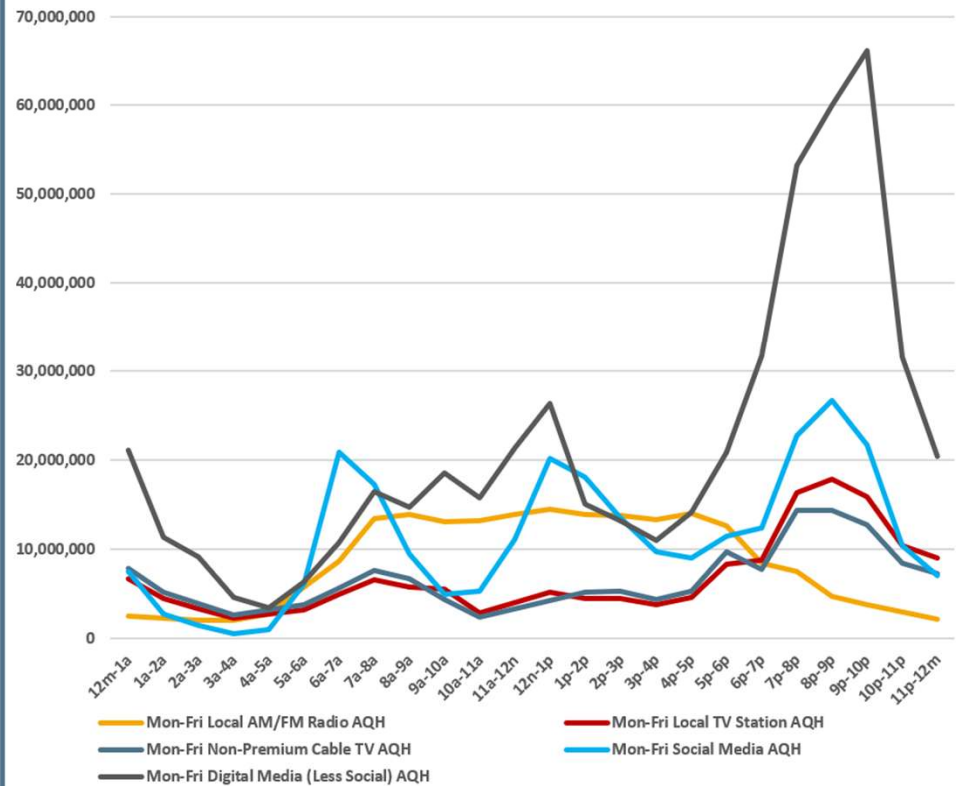


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,054,336;
Local Radio: 3,225,938; Social Media: 2,998,023; Non-Prem. Cable: 1,426,170; Local TV:
1,303,874 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KID"

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



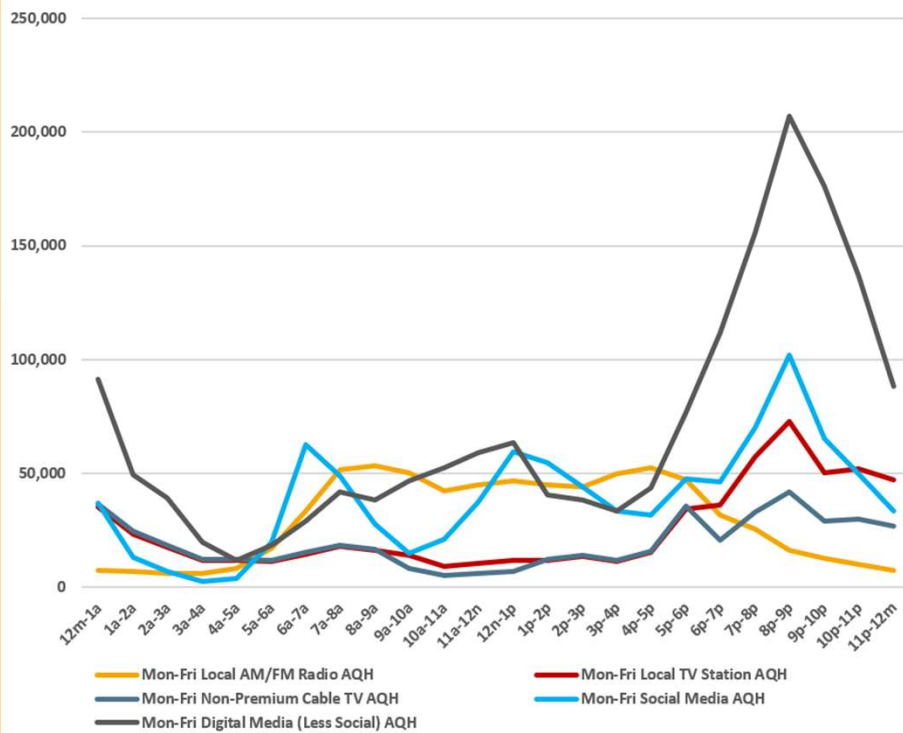
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA 210 DMA Area Adults 18 or older



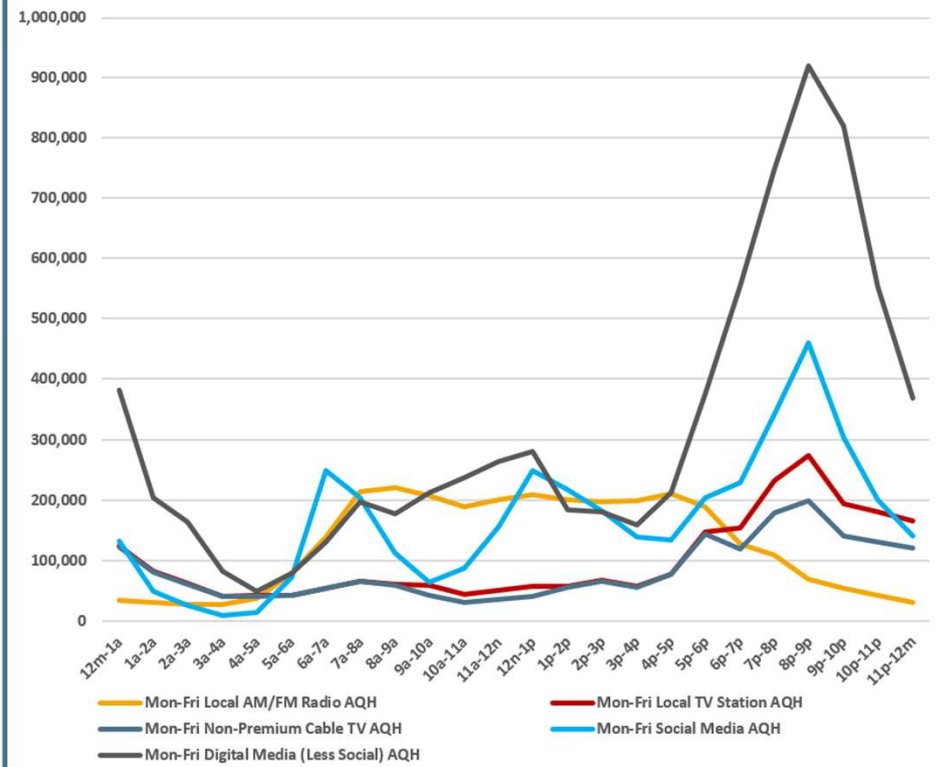


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 51,878; Local Radio: 45,453; Social Media: 40,763; Local TV: 16,651; Non-Prem. Cable: 14,390 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 A

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



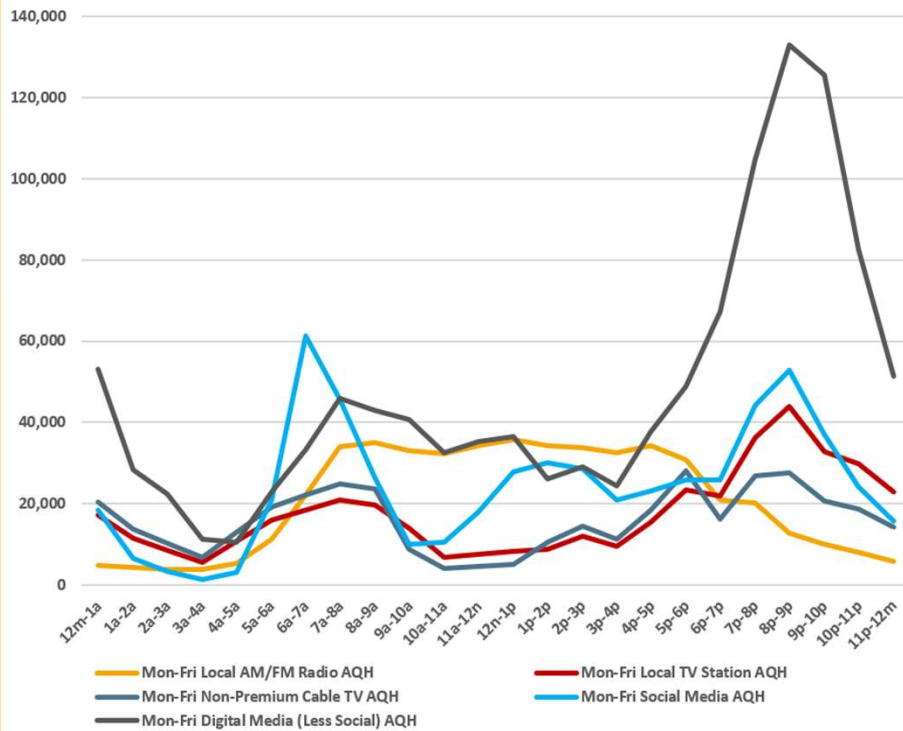
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older**



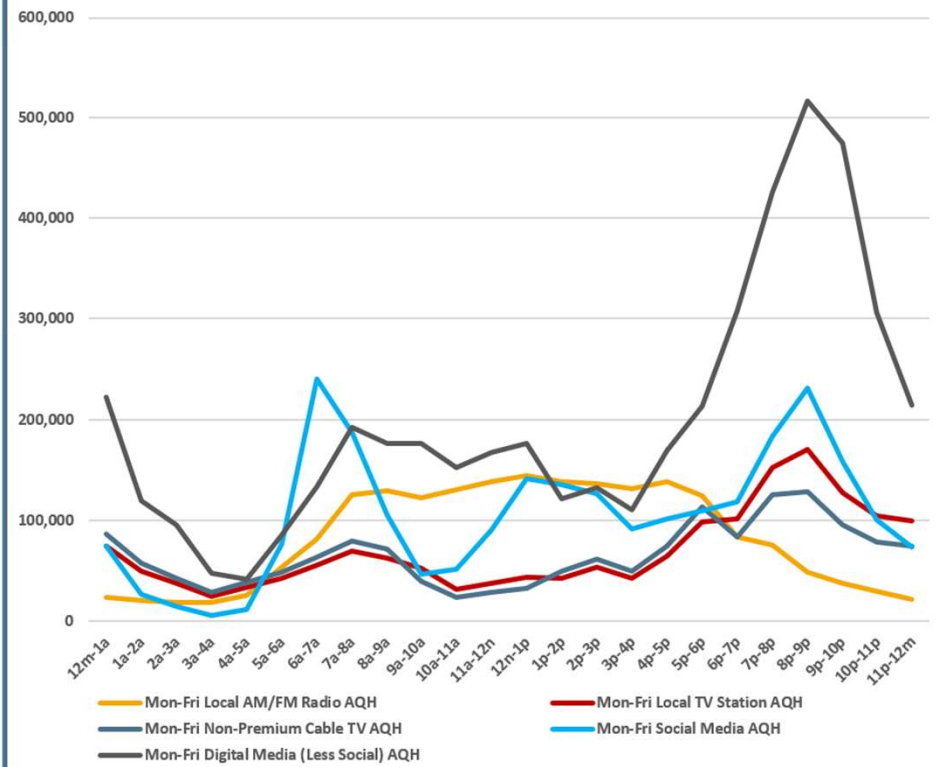


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 38,513; Local Radio: 31,826; Social Media: 27,233; Non-Prem. Cable: 14,843; Local TV: 14,355 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 A

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



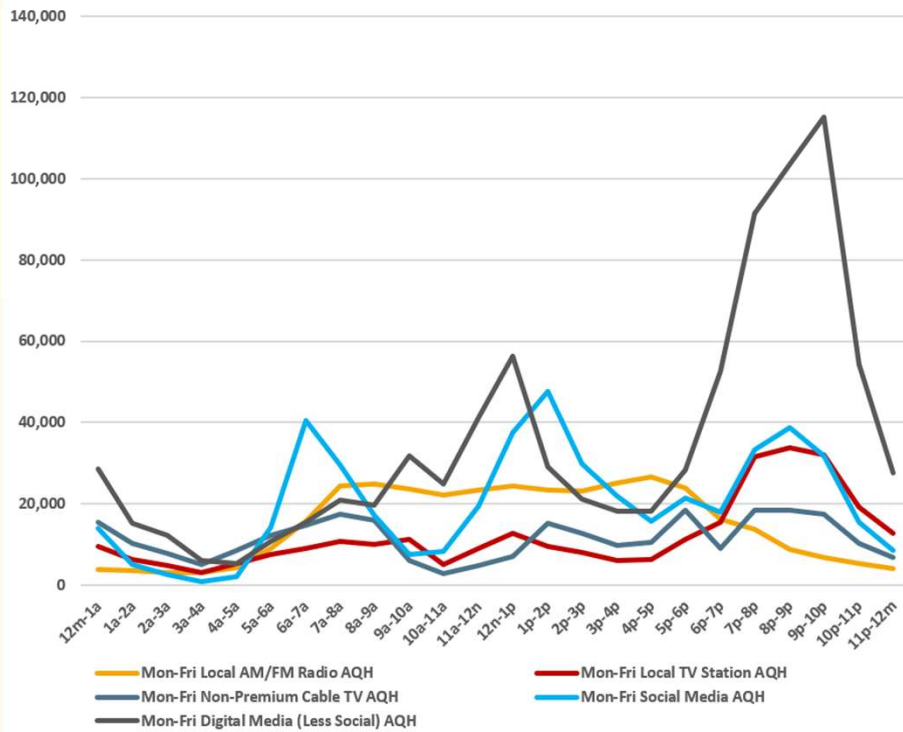
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
STL Metro Area Adults 18 or older**



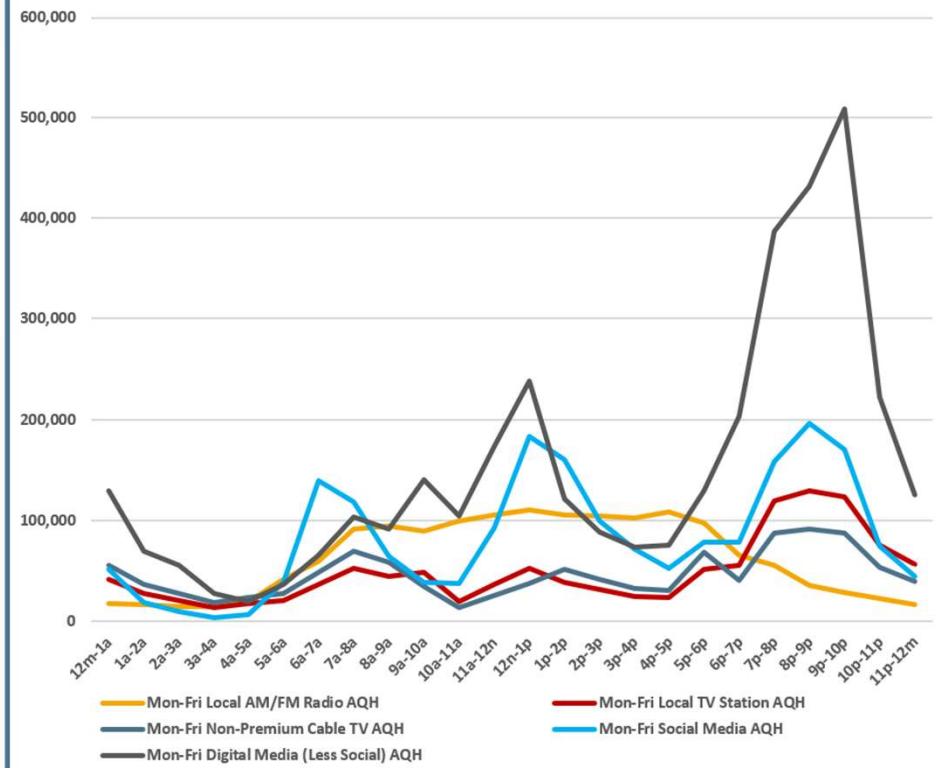


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 29,064; Social Media: 24,230; Local Radio: 22,873; Non-Prem. Cable: 11,152; Local TV: 9,620 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Ad

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



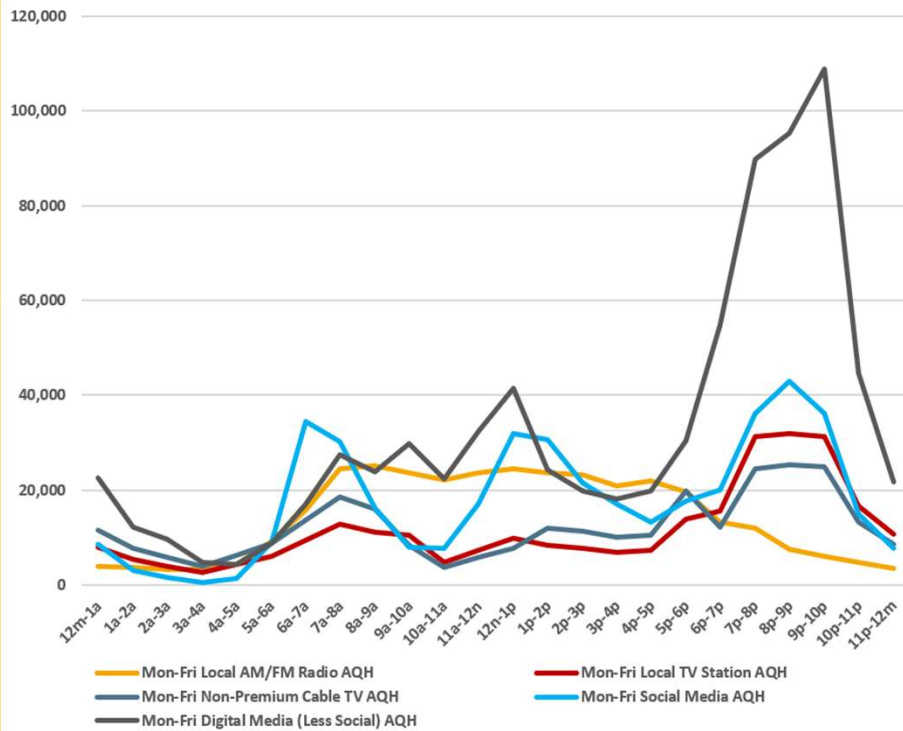
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older**



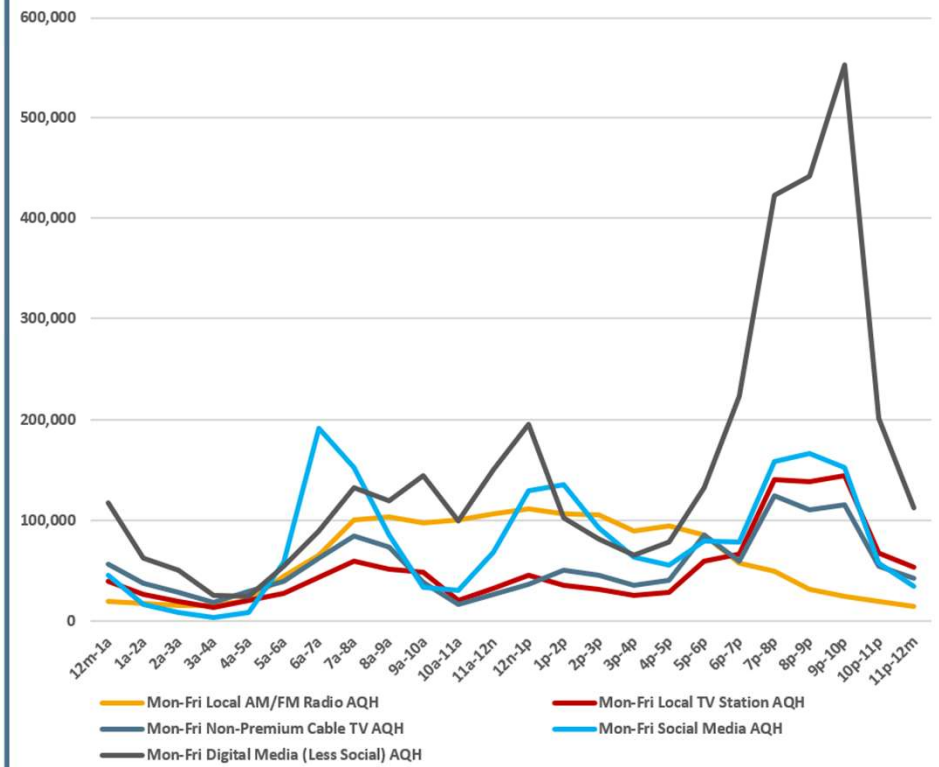


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 27,826; Local Radio: 21,701; Social Media: 20,462; Non-Prem. Cable: 11,552; Local TV: 9,707 reaching Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Ad

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



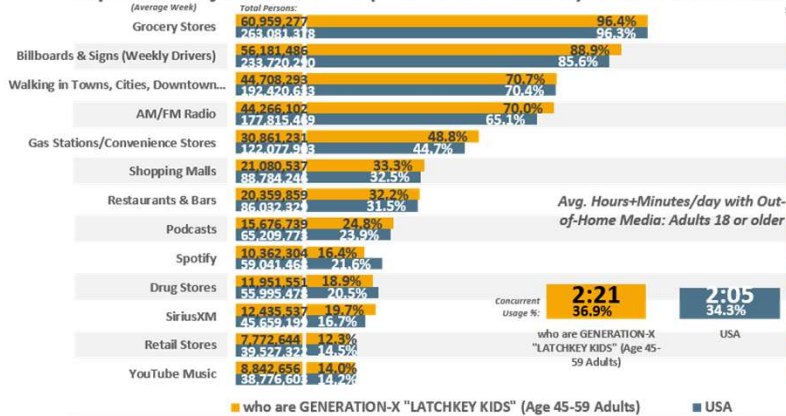
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older**



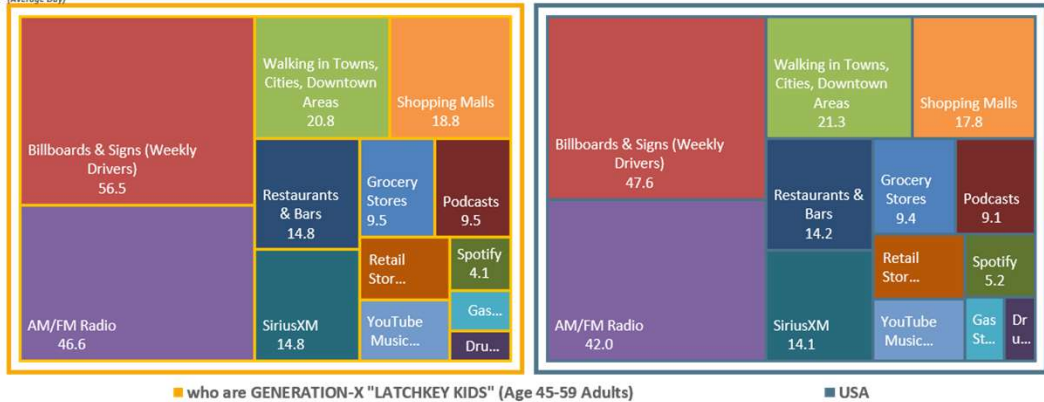


56,181,486 or 88.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 56.5 minutes per day driving, seeing Billboards and Signs. 67.5% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minute

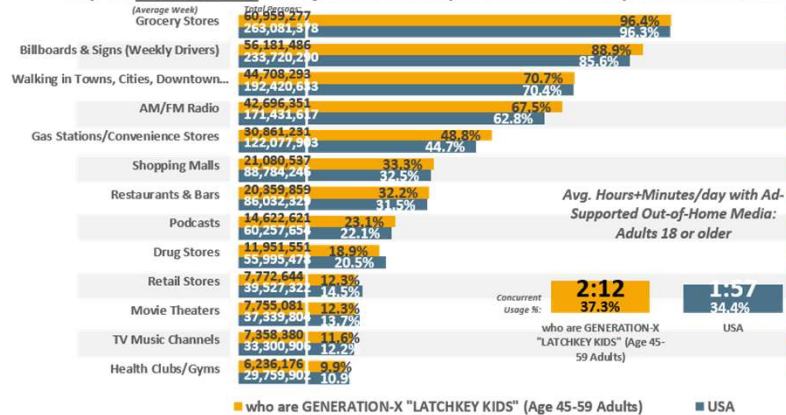
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



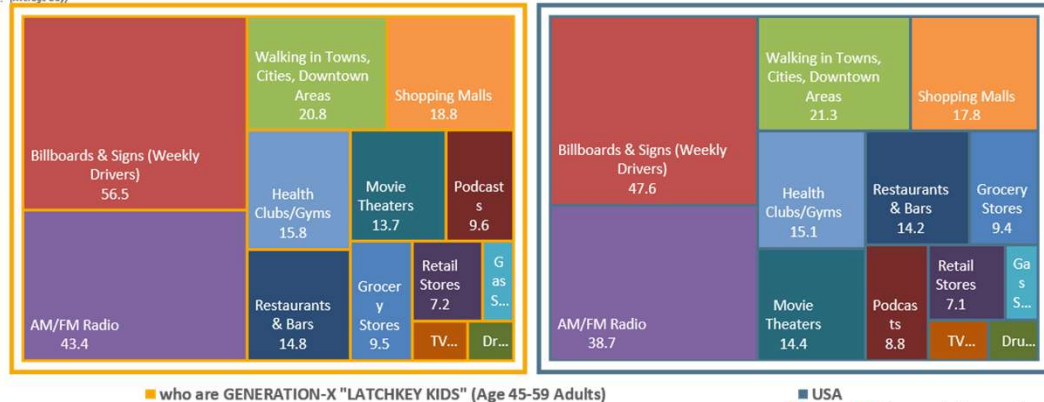
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

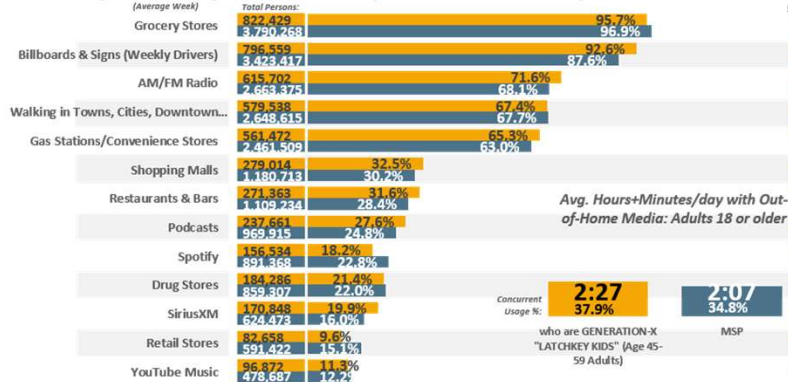
soefa.ai Share of Everything for Anything

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

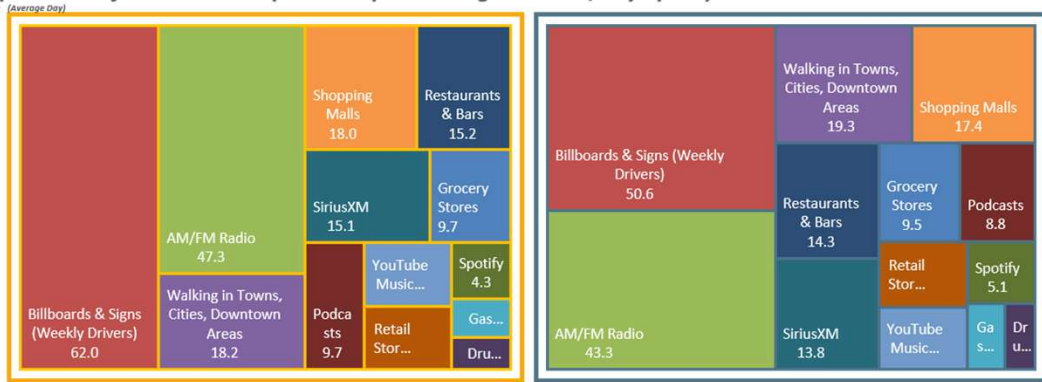


796,559 or 92.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 62. minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 44.2 minutes/day

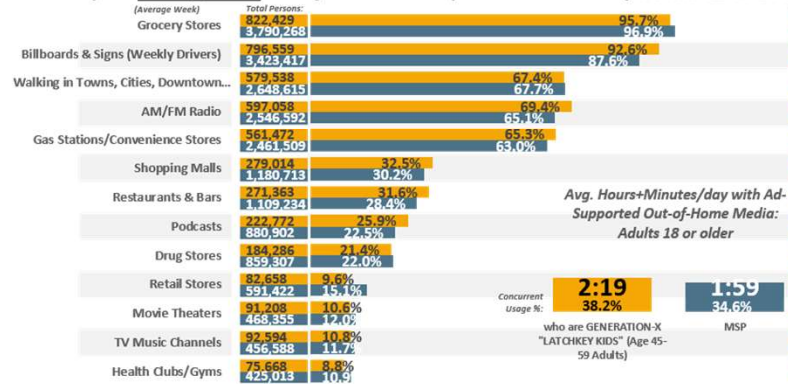
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



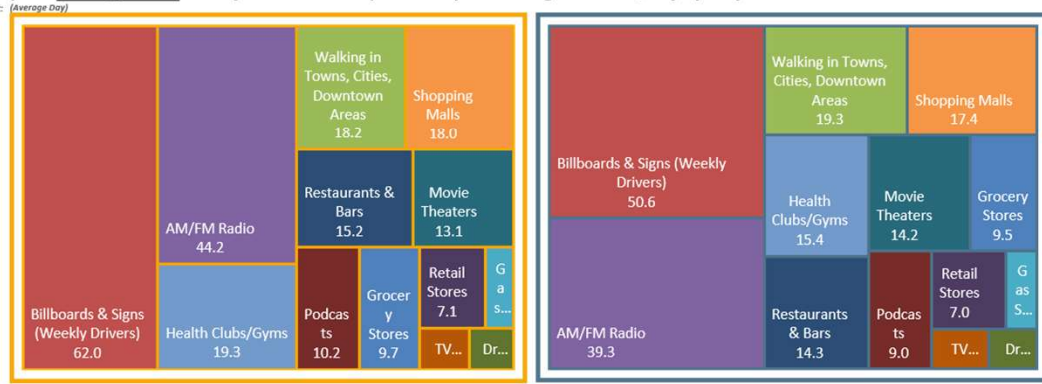
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



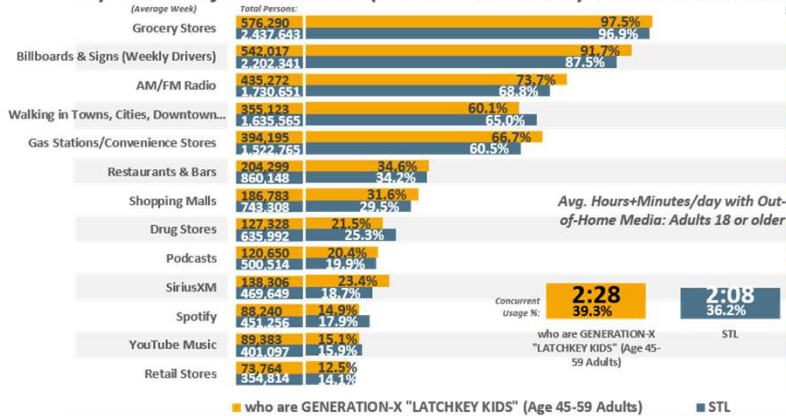
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



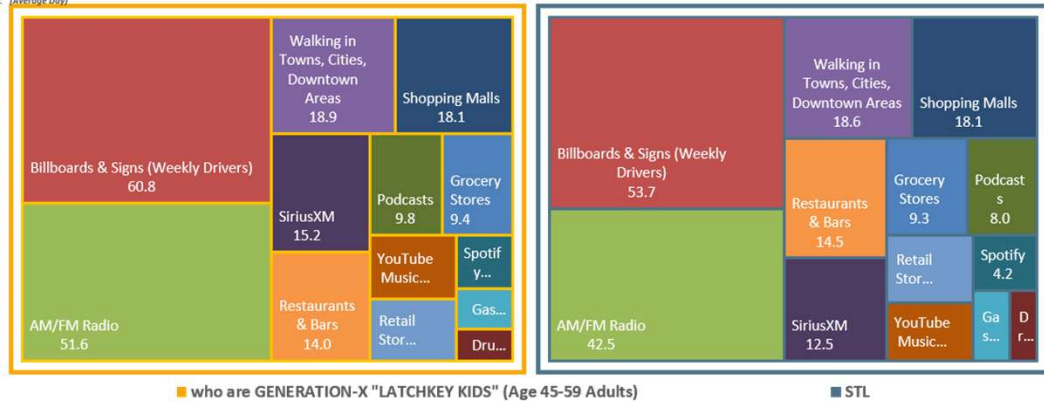


542,017 or 91.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 60.8 minutes per day driving, seeing Billboards and Signs. 71.4% Listen to Local Radio Stations Out-of-Home for an average of 49.7 minutes/d

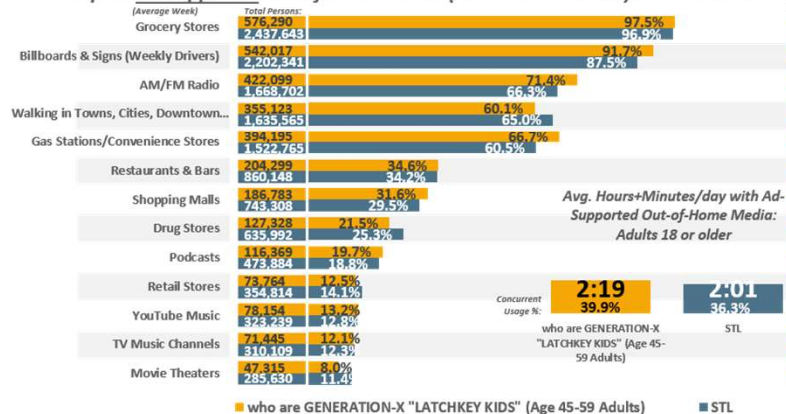
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



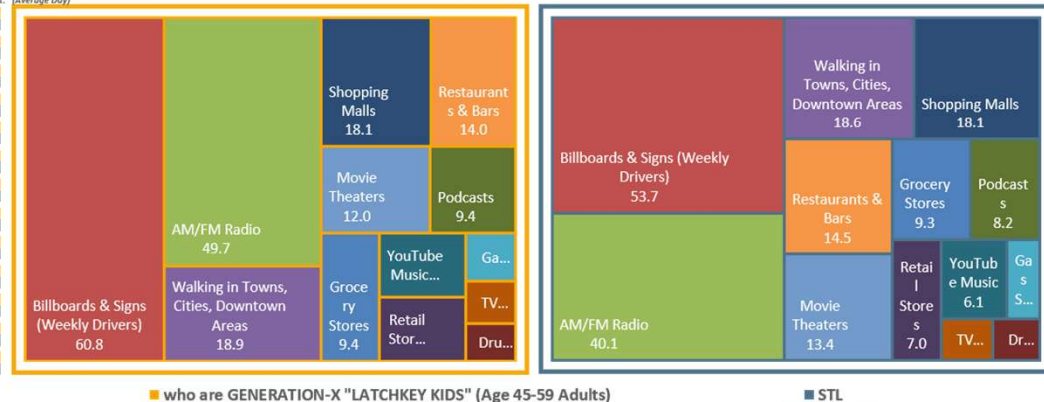
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 497
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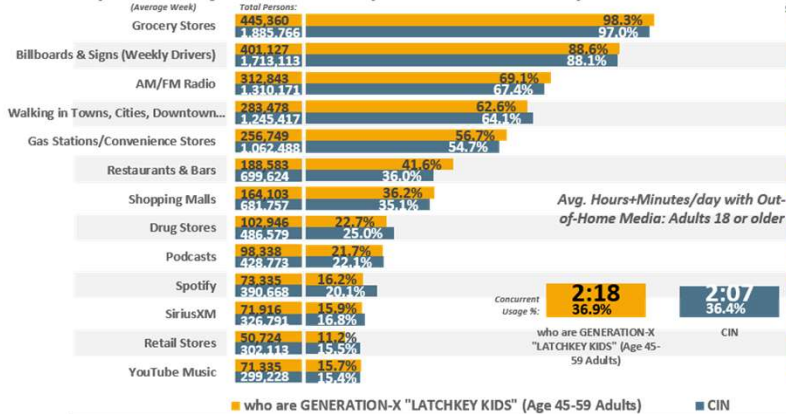
soefa.ai Share of Everything for Anything

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

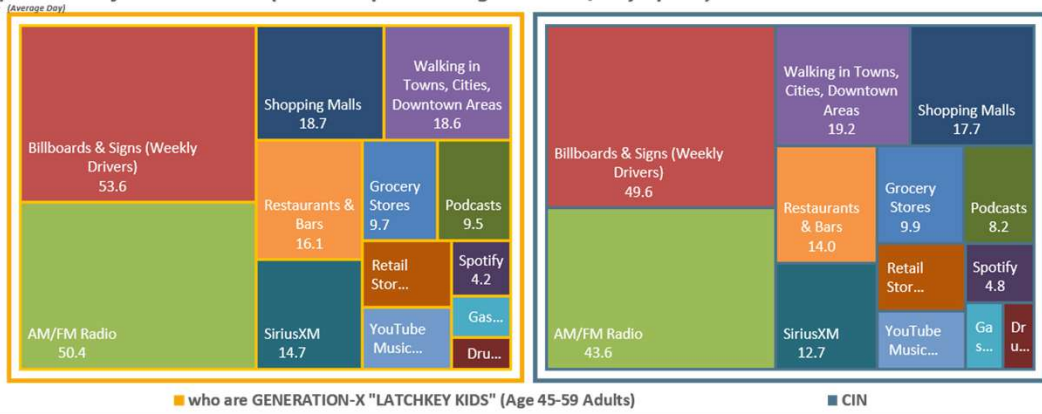


401,127 or 88.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 53.6 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 48. minutes/day

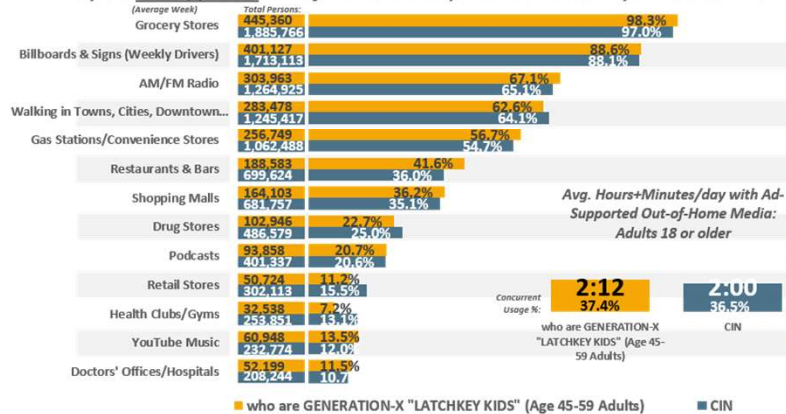
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



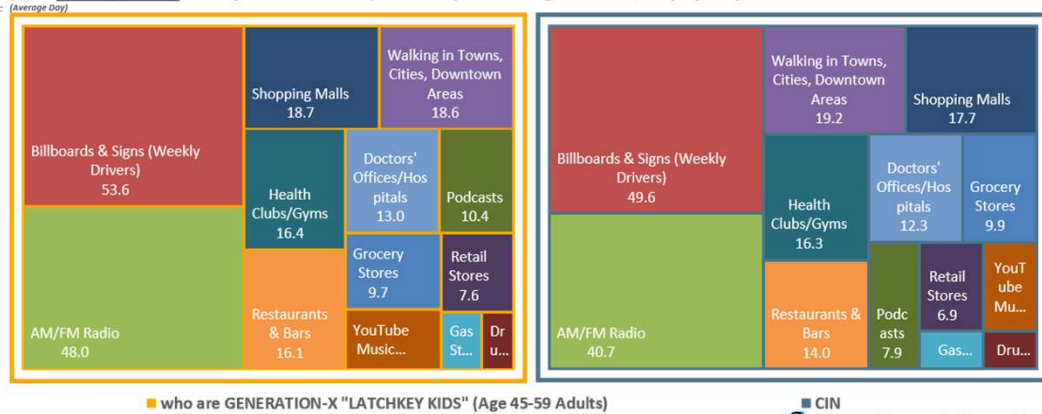
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



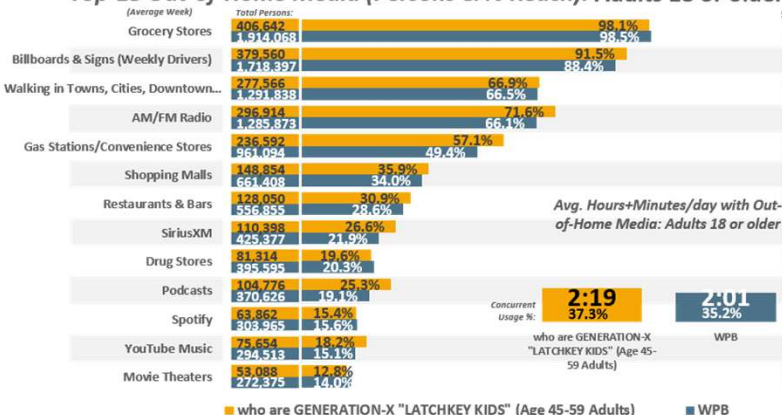
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



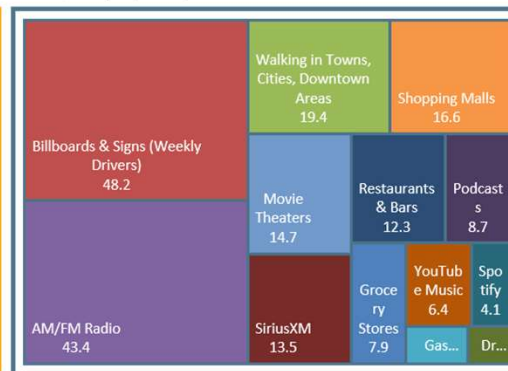
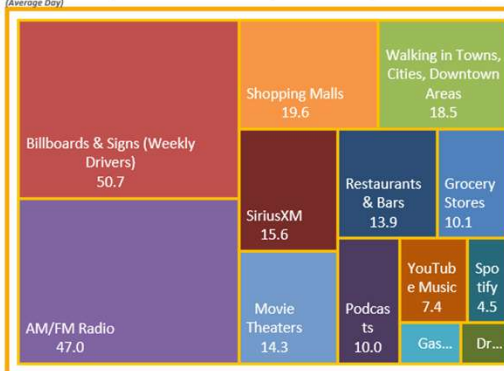


379,560 or 91.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 50.7 minutes per day driving, seeing Billboards and Signs. 69.4% Listen to Local Radio Stations Out-of-Home for an average of 43.4 minutes/d

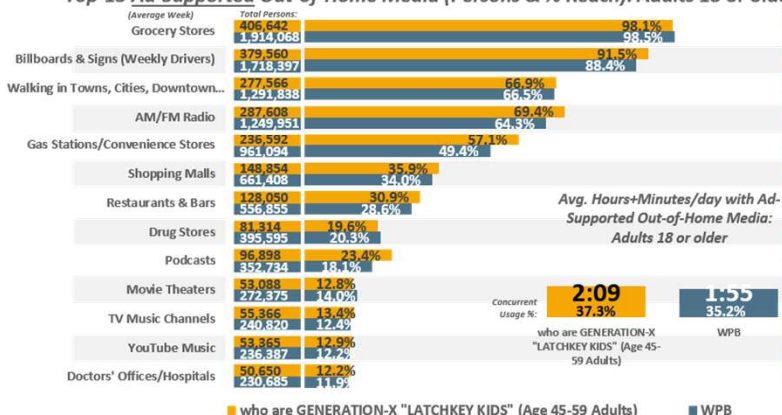
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



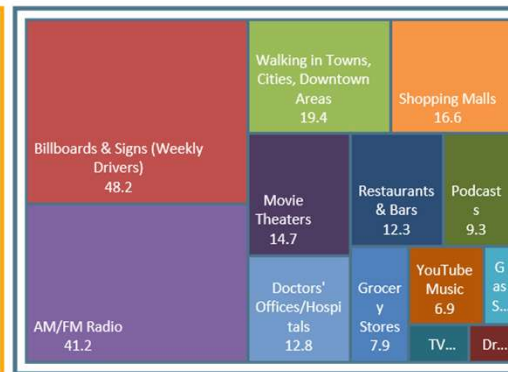
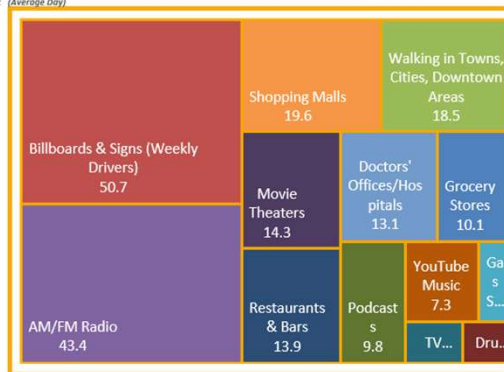
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab 562
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)

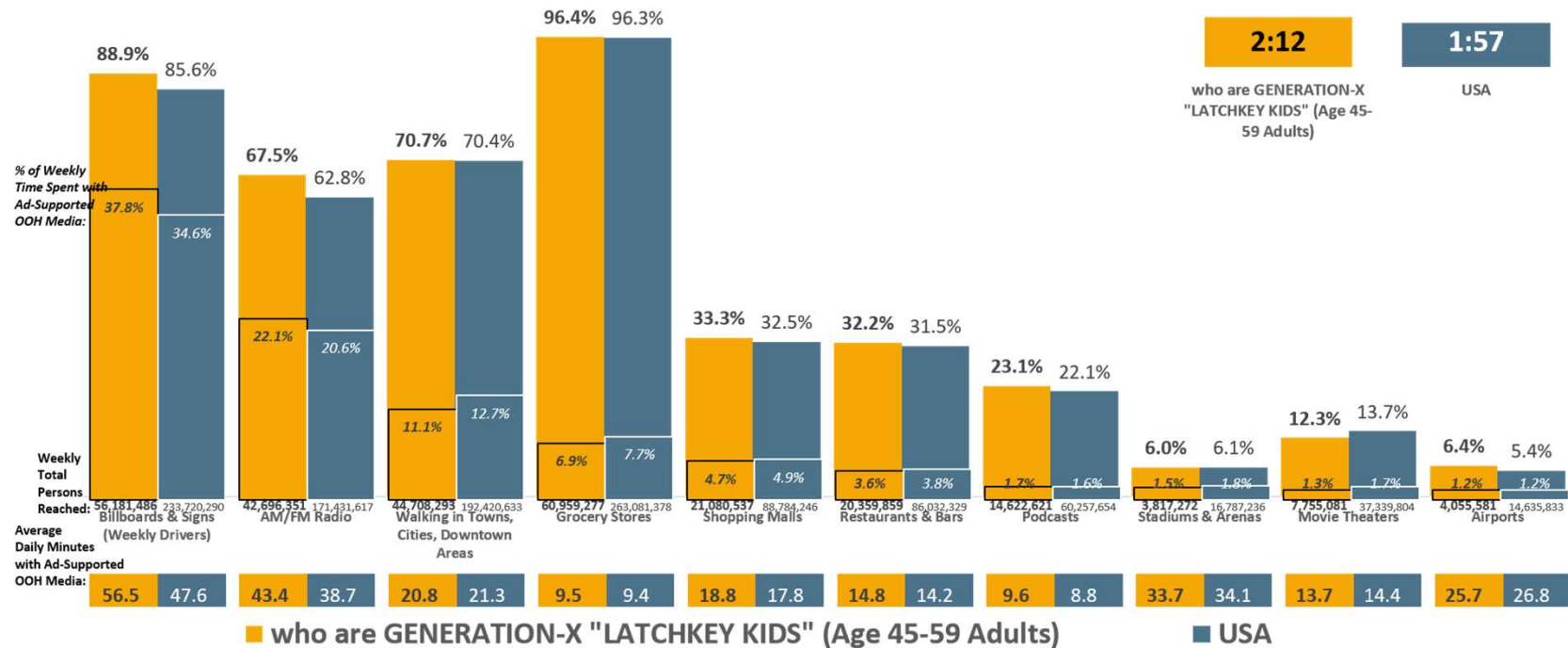


56,181,486 or 88.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 56.5 minutes per day driving, seeing Billboards and Signs representing 37.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



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

soefa.ai Share of Everything for Anything

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

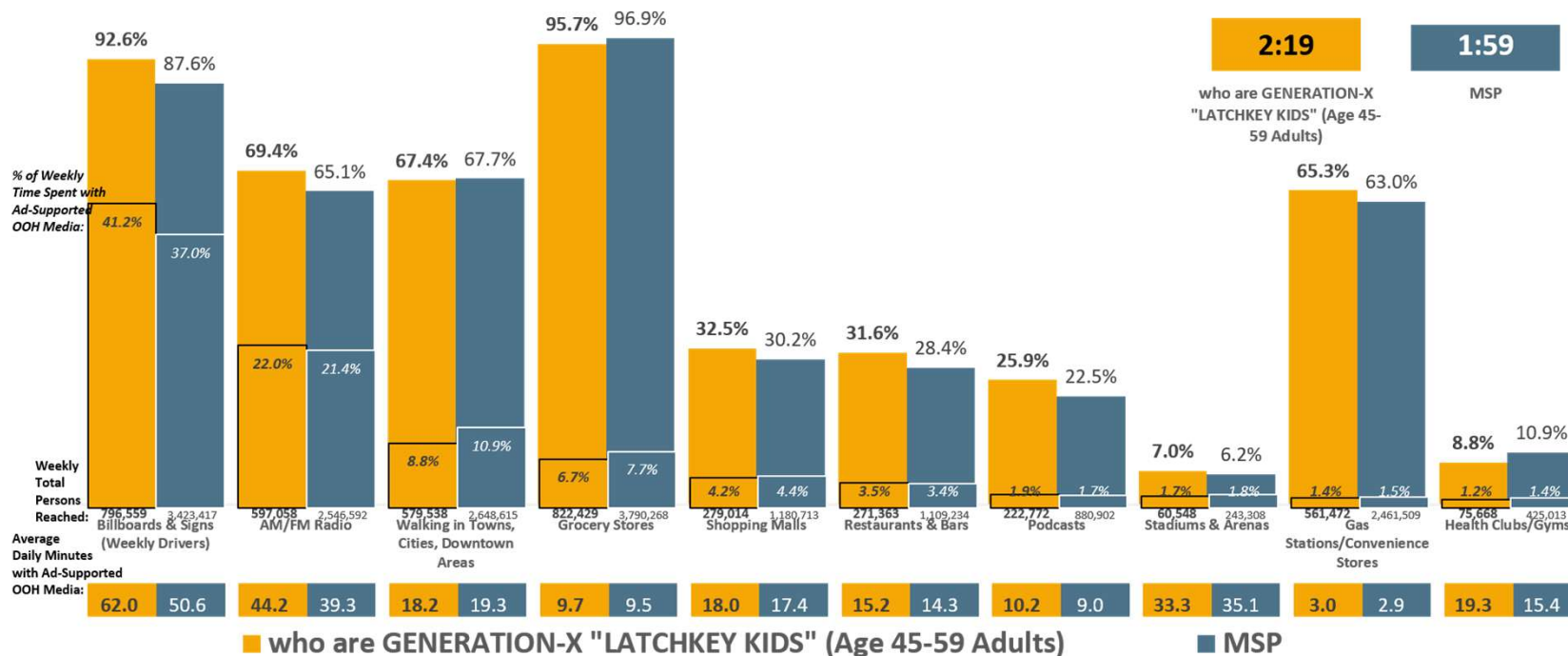


796,559 or 92.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 62. minutes per day driving, seeing Billboards and Signs representing 41.2% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 426 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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soefa.ai Share of Everything for Anything

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

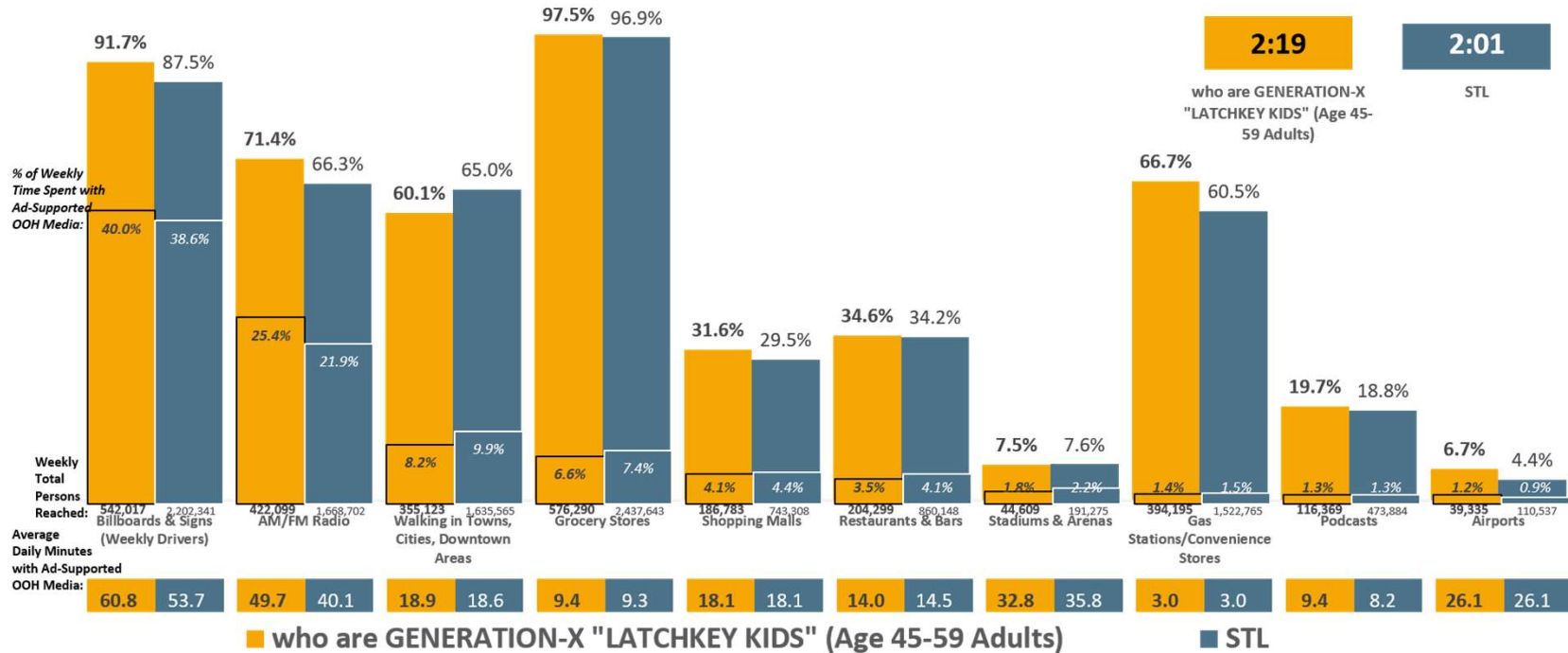


542,017 or 91.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 60.8 minutes per day driving, seeing Billboards and Signs representing 40.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 497
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ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

soefa.ai Share of Everything for Anything

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

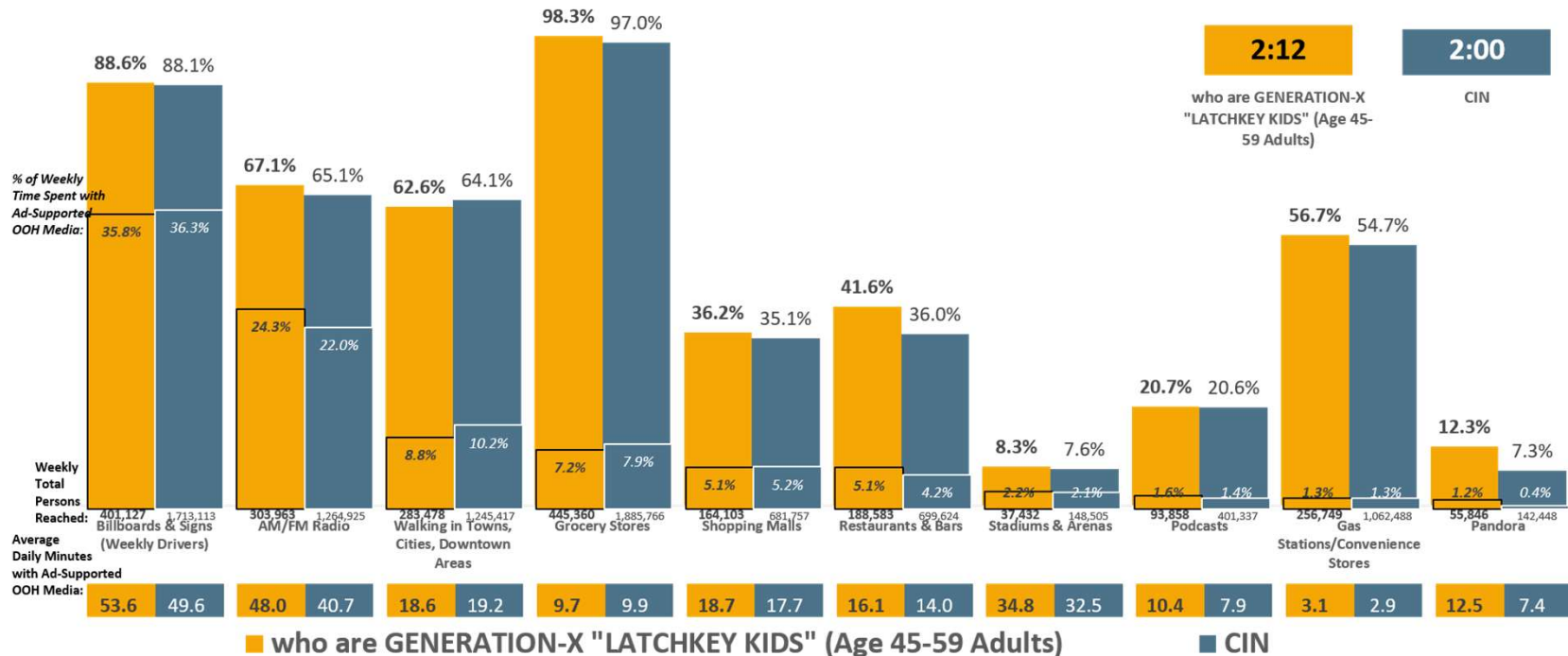


401,127 or 88.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 53.6 minutes per day driving, seeing Billboards and Signs representing 35.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 486
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CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

soefa.ai Share of Everything for Anything

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

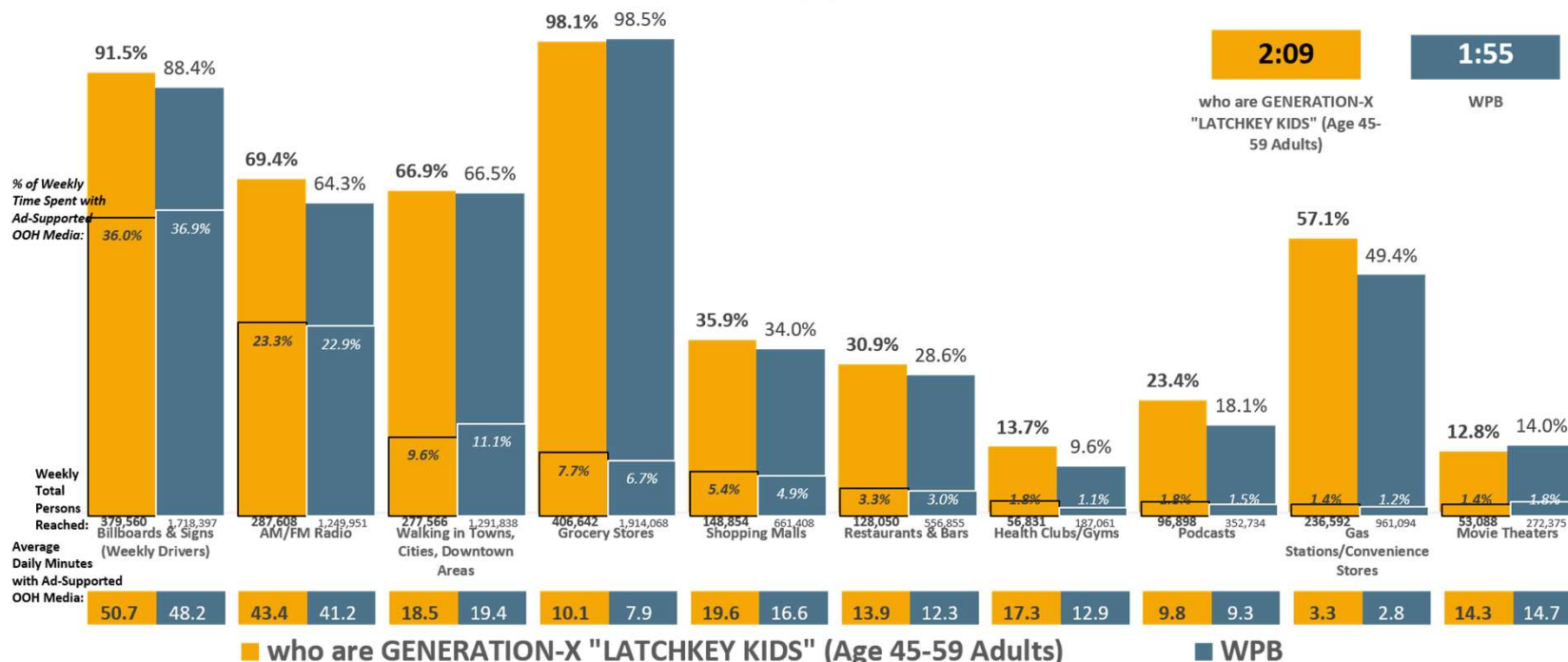


379,560 or 91.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 50.7 minutes per day driving, seeing Billboards and Signs representing 36.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



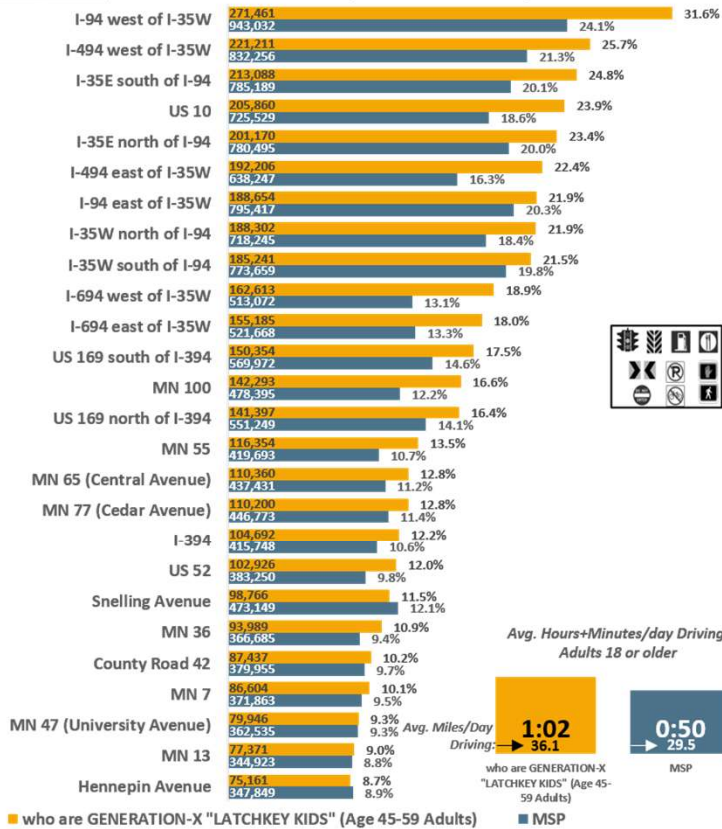
2:09
who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults)

1:55
WPB

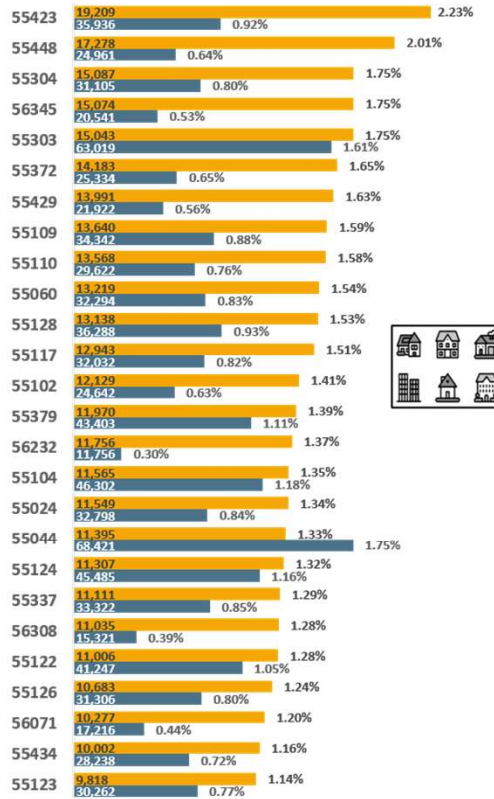


796,559 or 92.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 62. minutes per day driving an average of 36.1 miles each day and are 44.1% more likely to use I-694 west of I-35W than the Metro average.

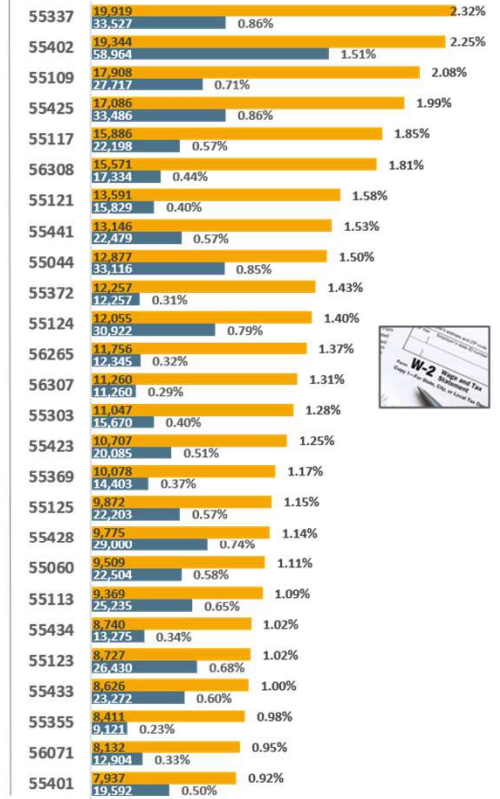
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



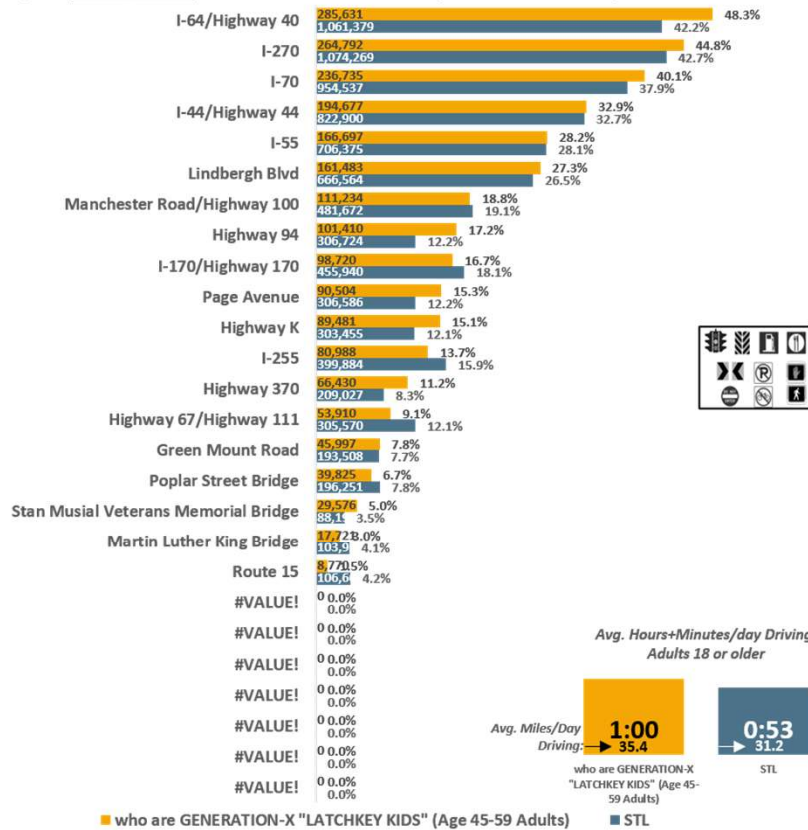
Top-26 Employment Zip Codes: Adults 18 or older



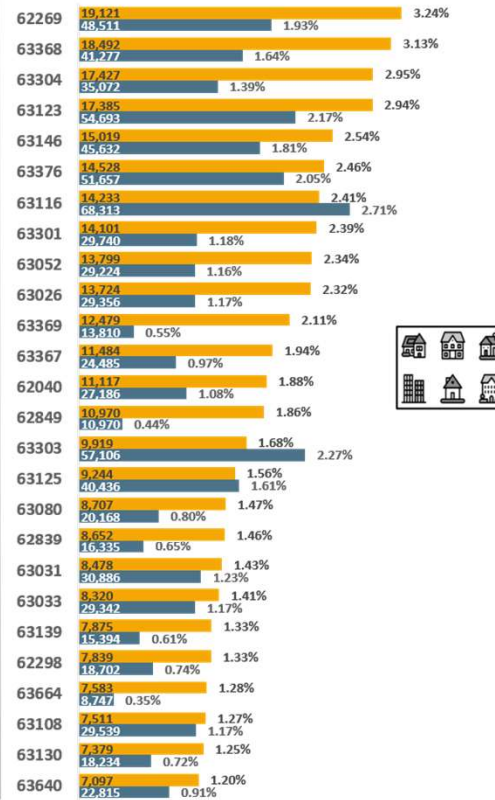


542,017 or 91.7% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 60.8 minutes per day driving an average of 35.4 miles each day and are 42.8% more likely to use Stan Musial Veterans Memorial Bridge than th

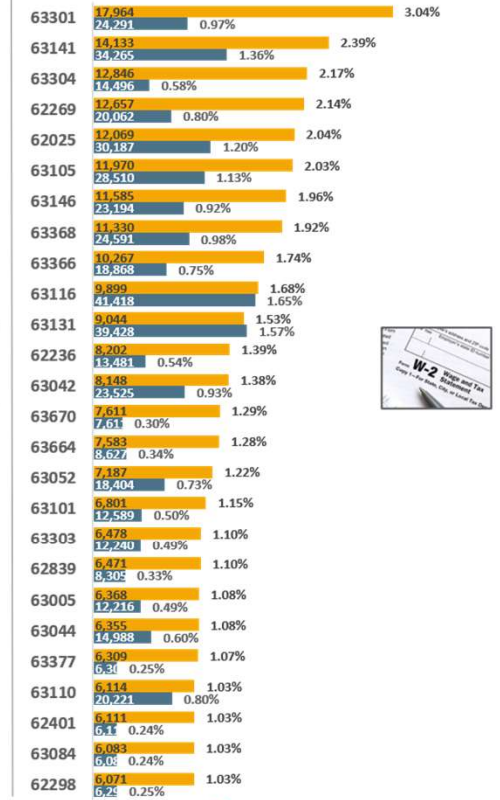
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



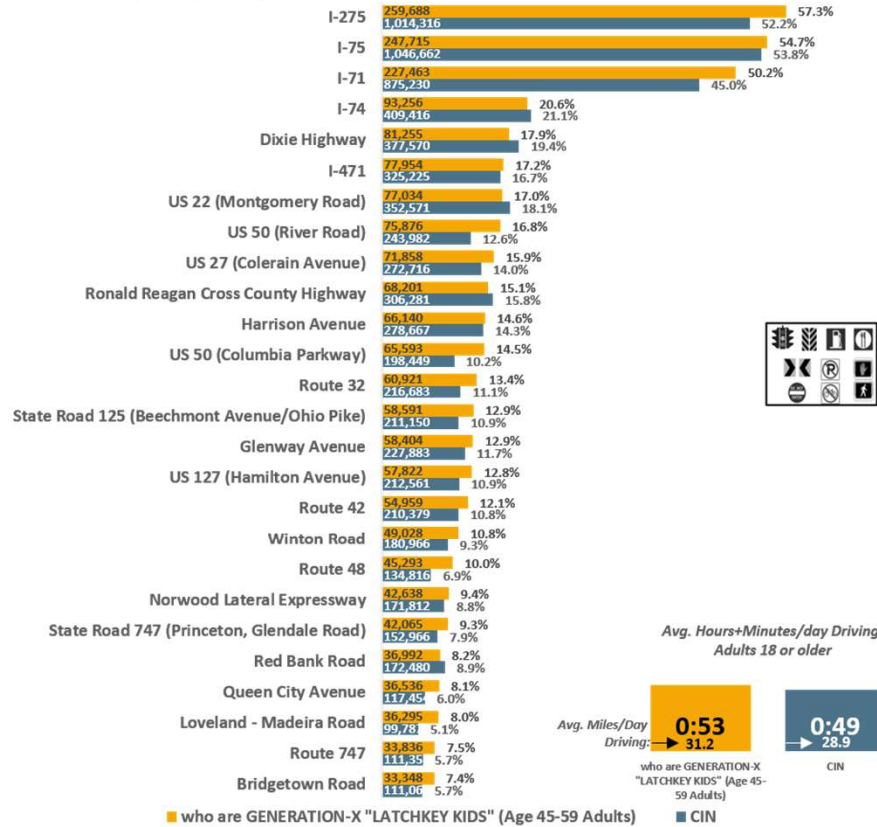
Top-26 Employment Zip Codes: Adults 18 or older



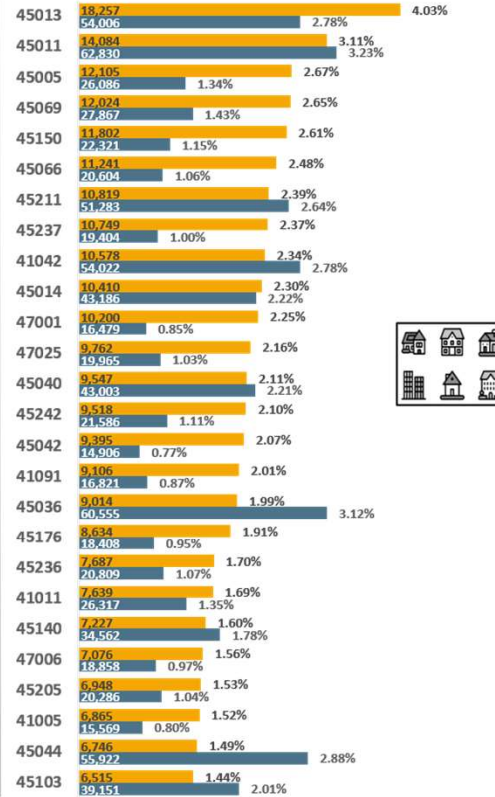


401,127 or 88.6% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 53.6 minutes per day driving an average of 31.2 miles each day and are 44.2% more likely to use Route 48 than the Metro average.

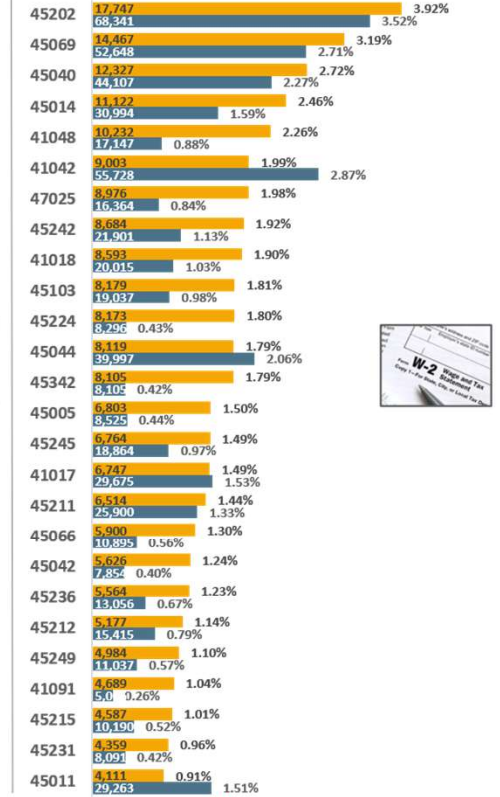
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



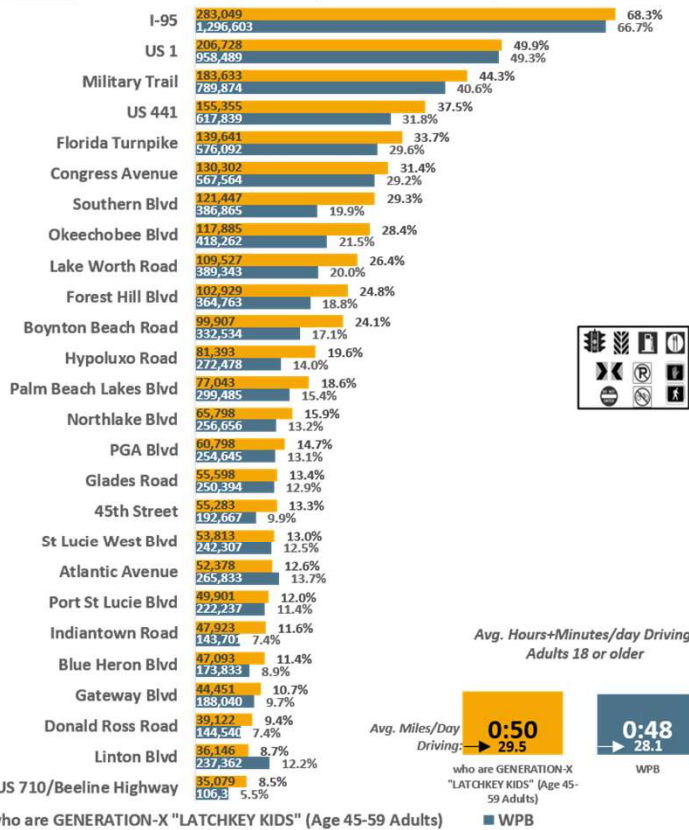
Top-26 Employment Zip Codes: Adults 18 or older



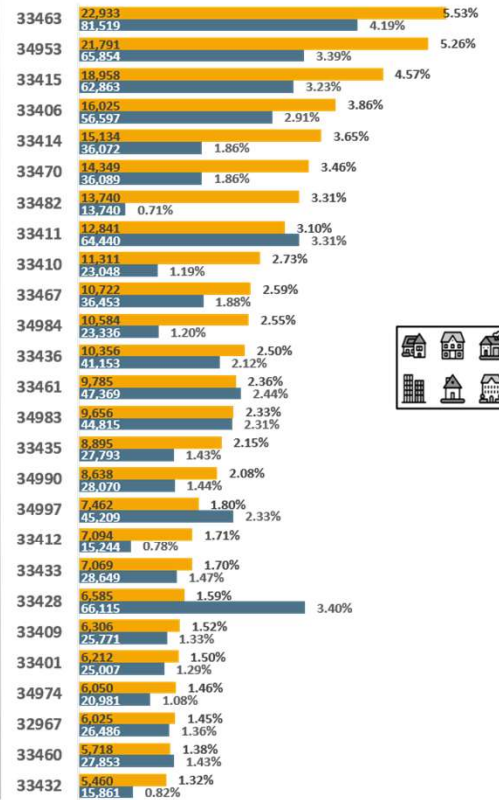


379,560 or 91.5% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) spend an average of 50.7 minutes per day driving an average of 29.5 miles each day and are 47.2% more likely to use Southern Blvd than the Metro average.

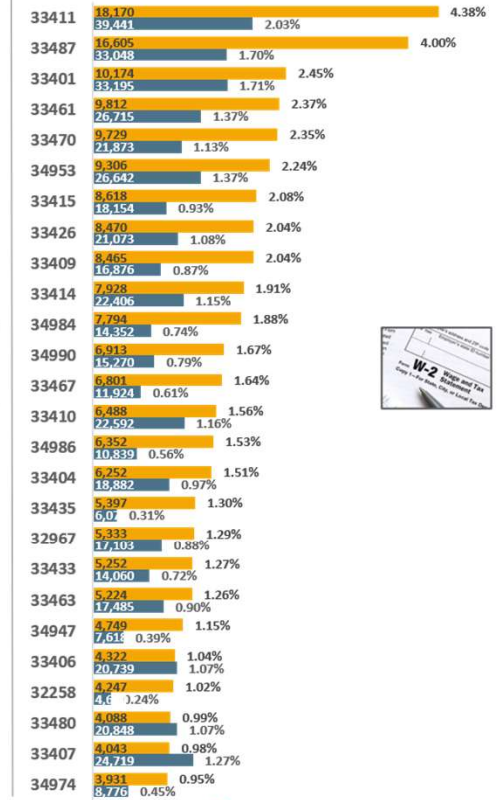
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



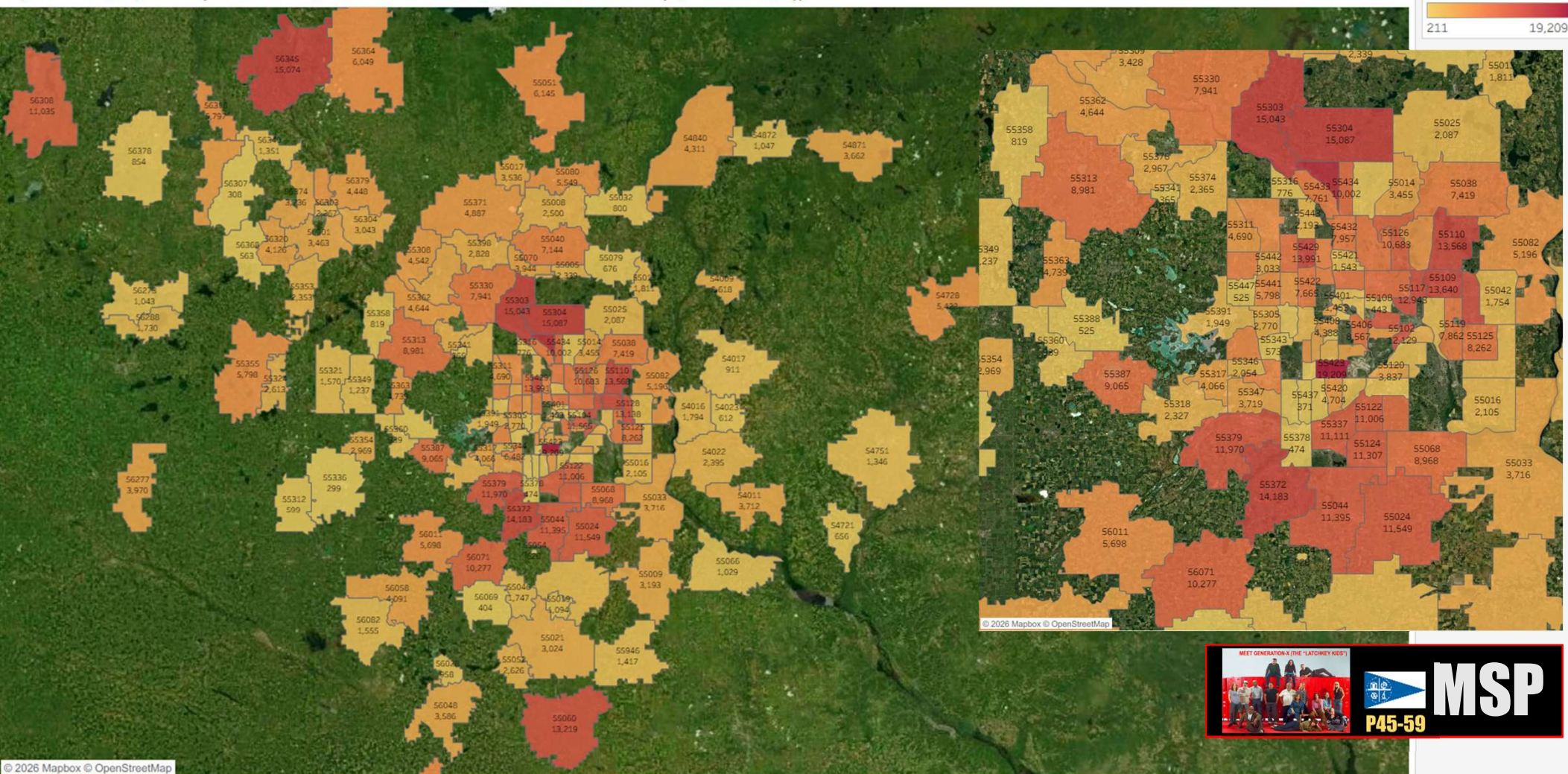
Top-26 Residential Zip Codes: Adults 18 or older



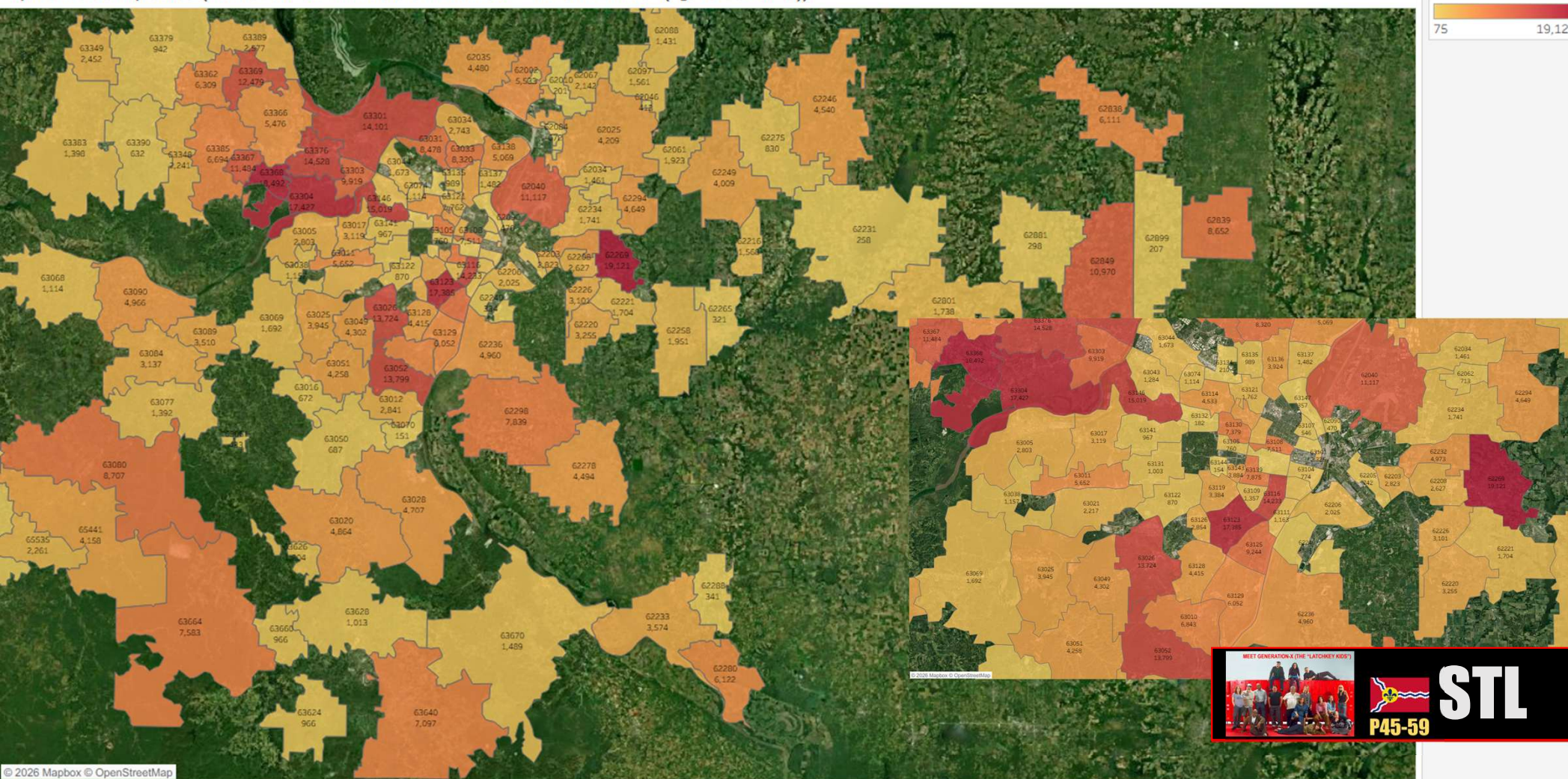
Top-26 Employment Zip Codes: Adults 18 or older



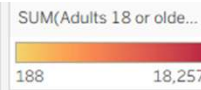
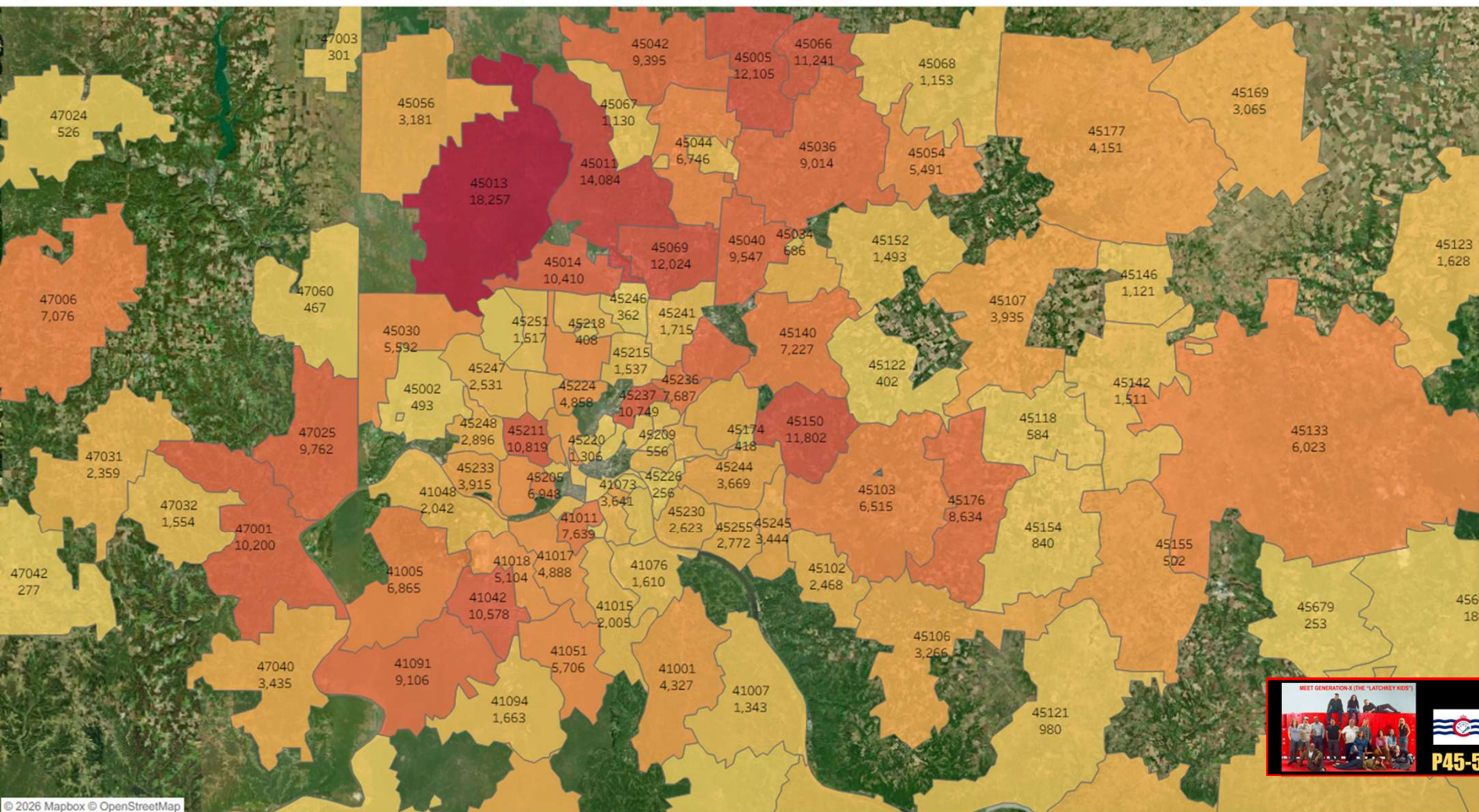
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))



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



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



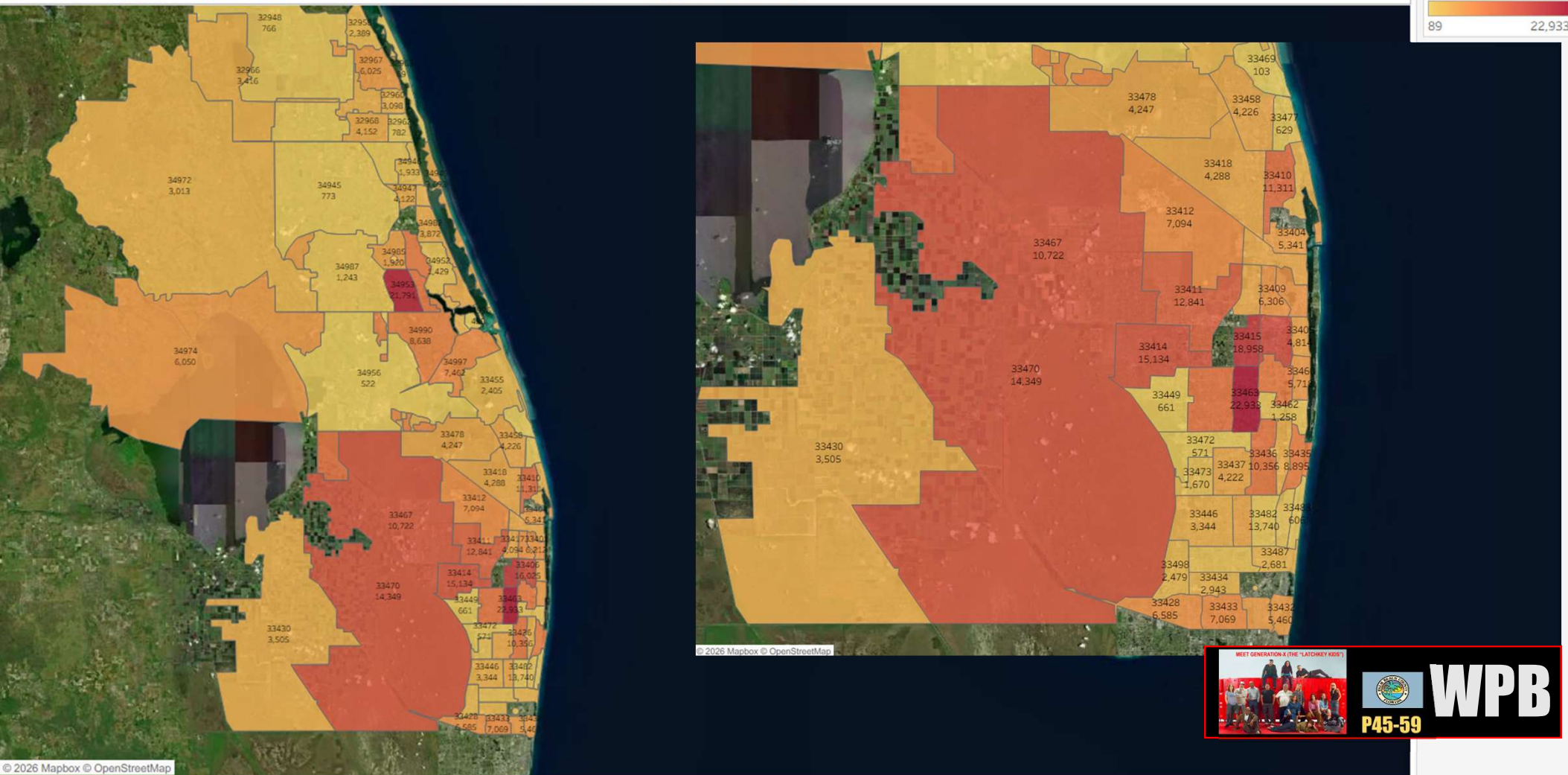
MEET GENERATION-X (THE "LATCHKEY KIDS")

CIN
P45-59

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

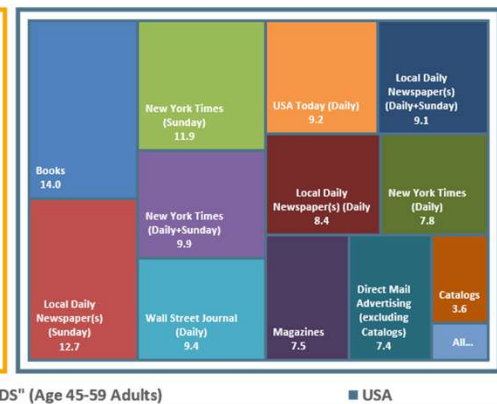
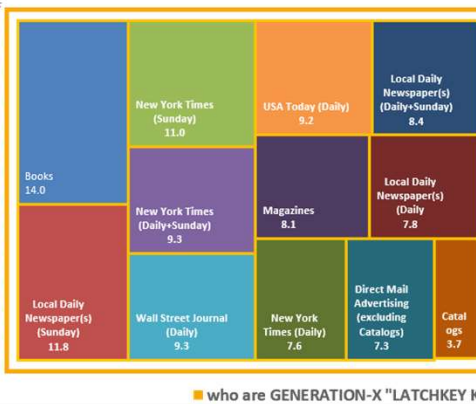
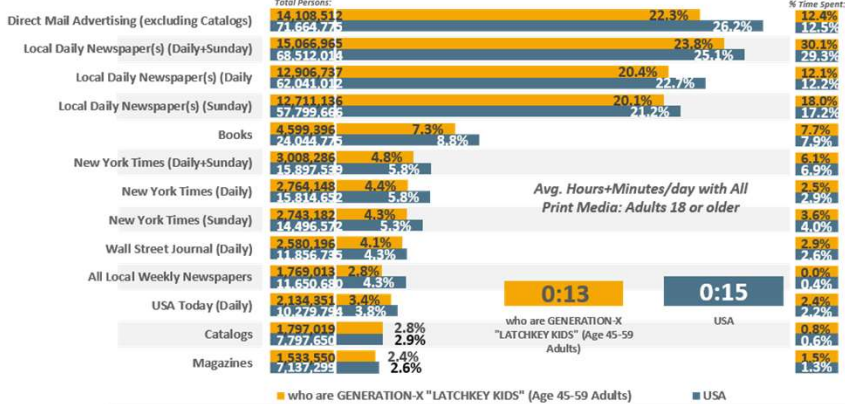
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults))



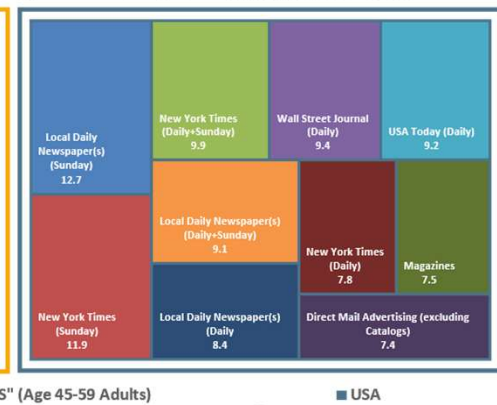
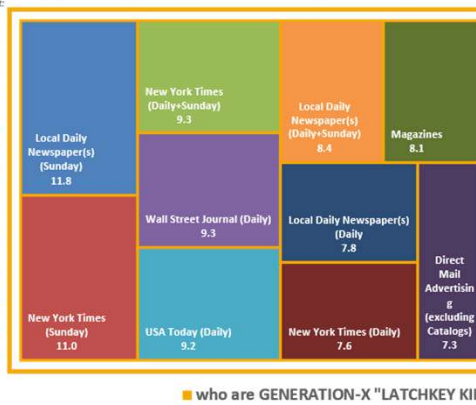
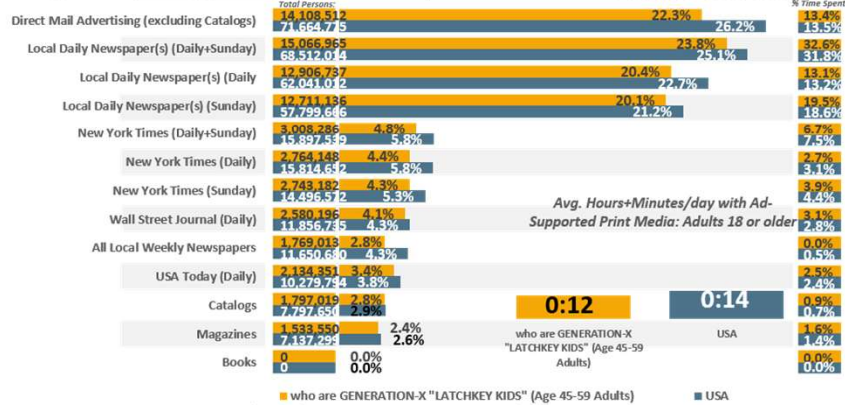


15,066,965 or 23.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 32.6% of all time spent daily with All forms of Print Media

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



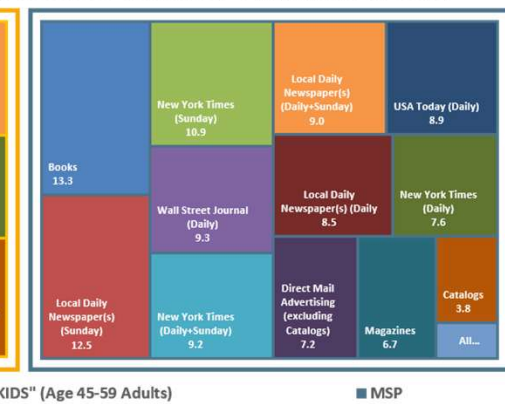
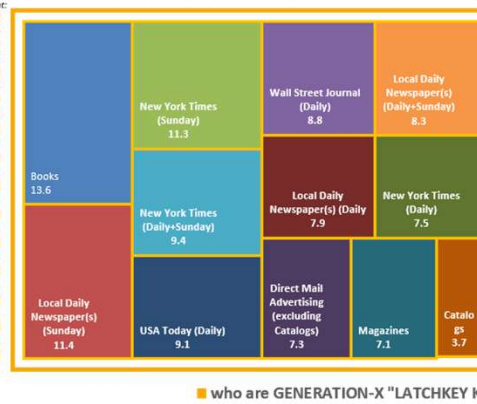
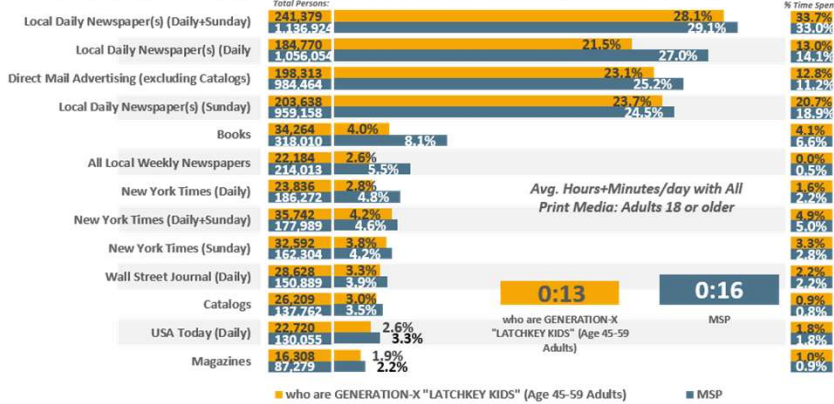
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



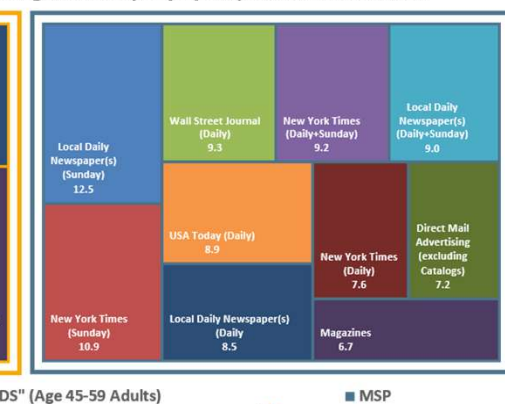
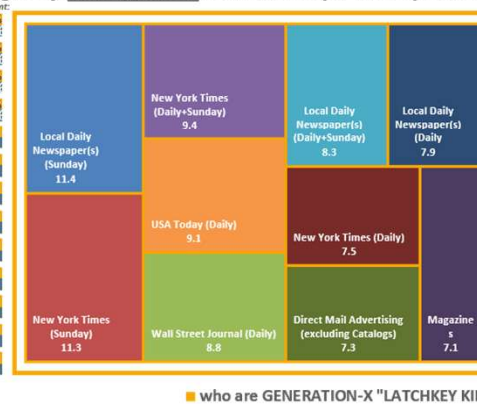
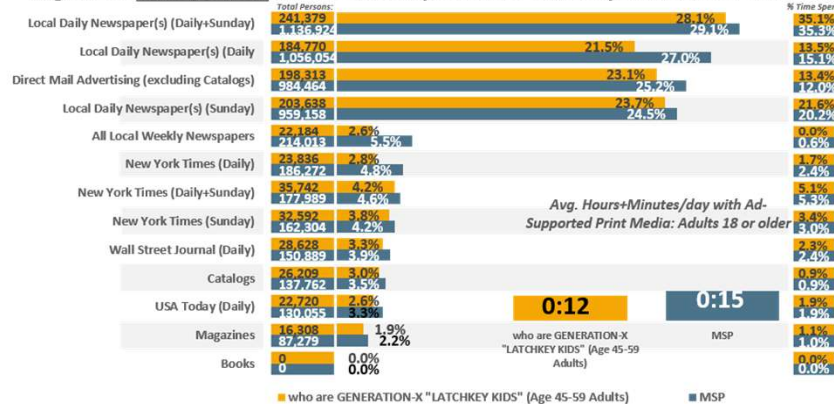


241,379 or 28.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 35.1% of all time spent daily with All forms of Print Media.

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



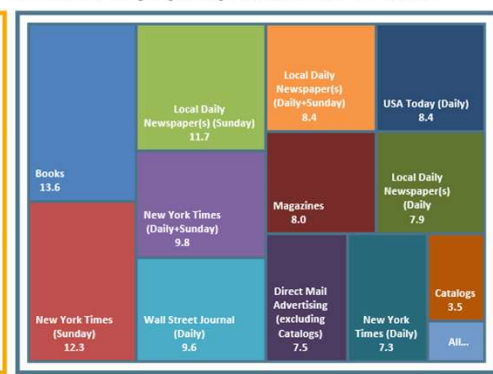
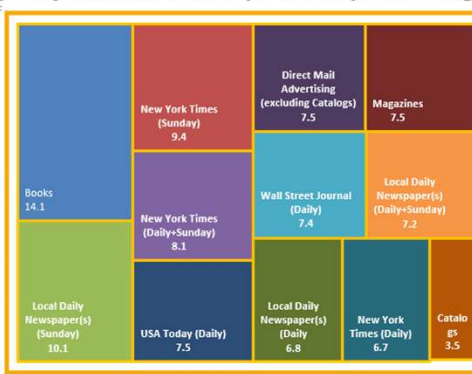
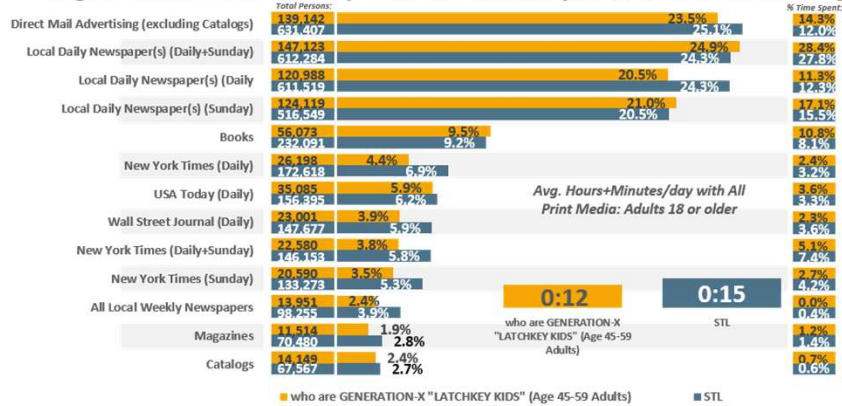
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



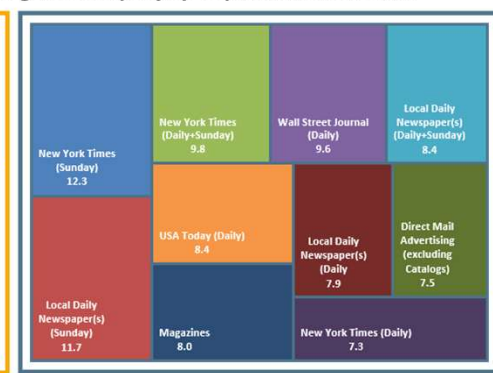
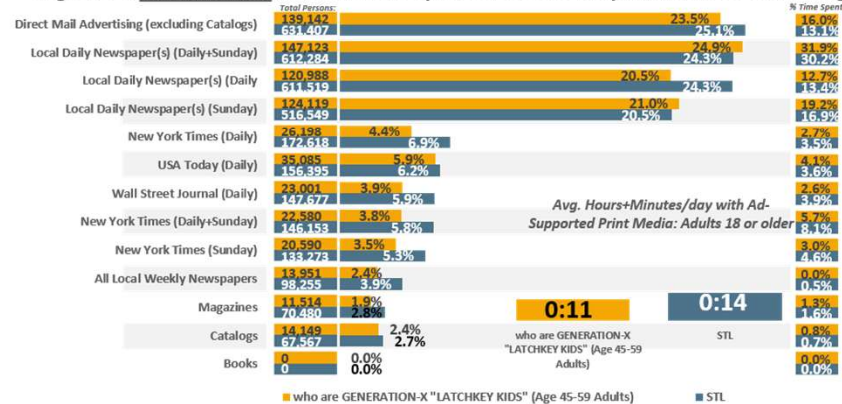


147,123 or 24.9% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 31.9% of all time spent daily with All forms of Print Media.

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**



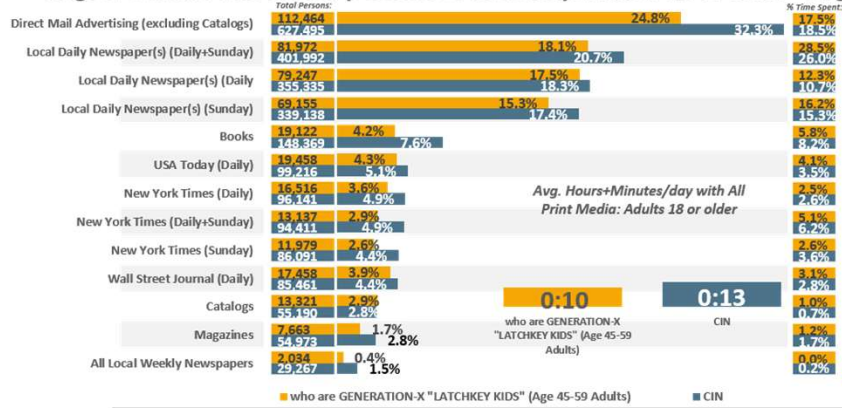
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



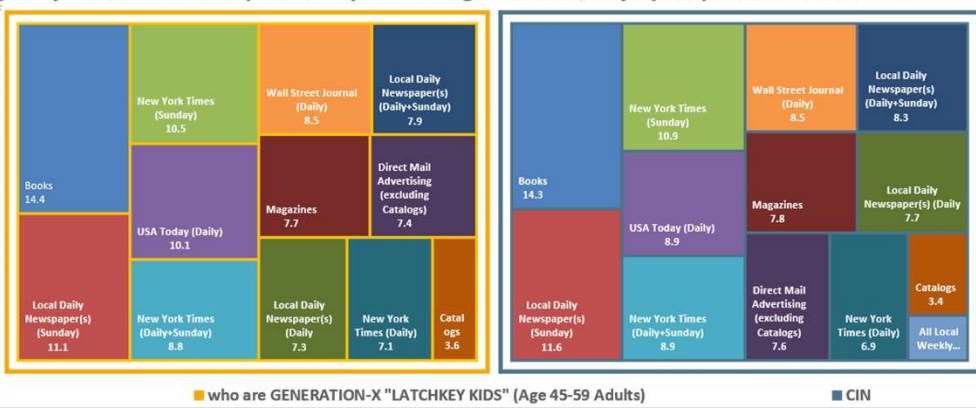


81,972 or 18.1% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.9 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

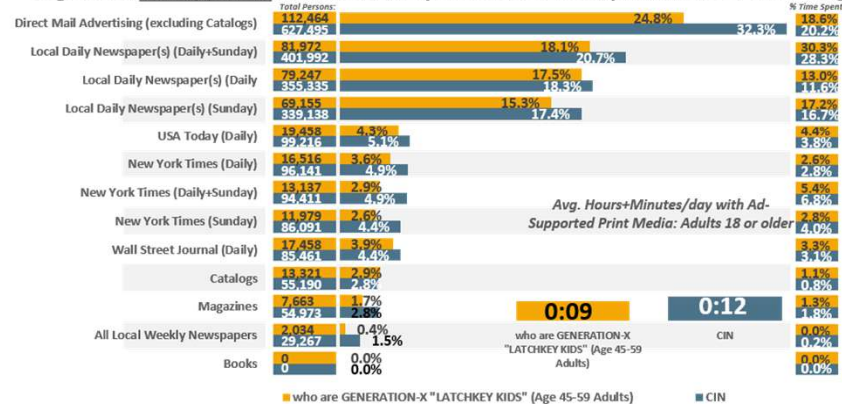
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



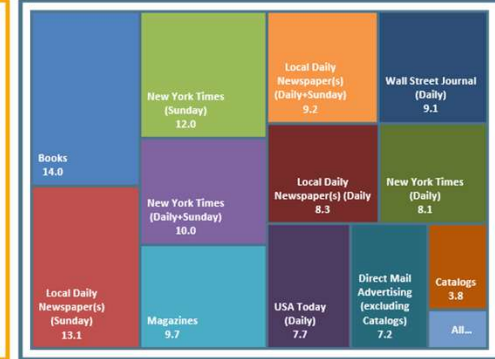
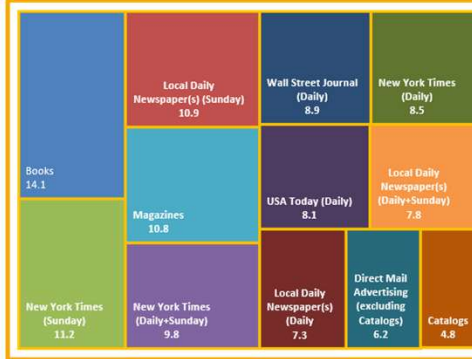
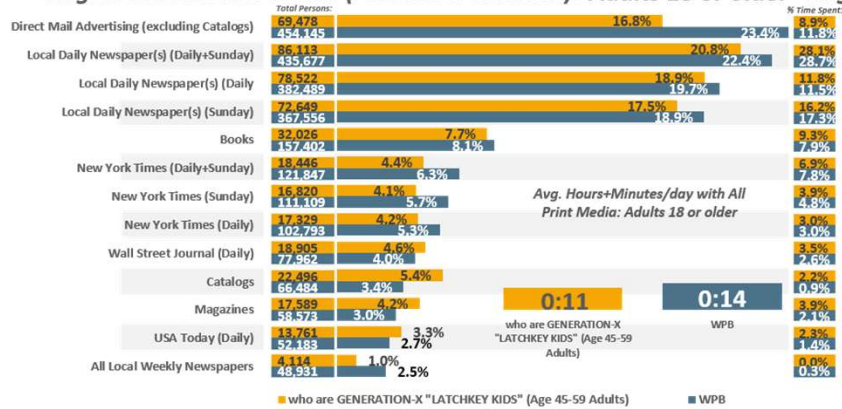
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



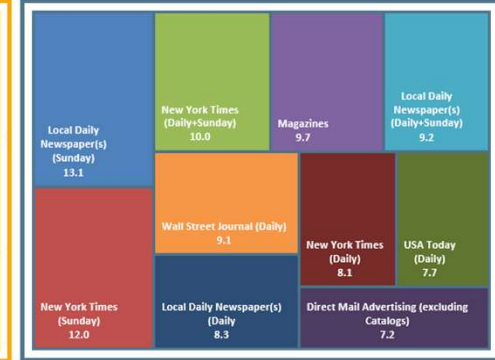
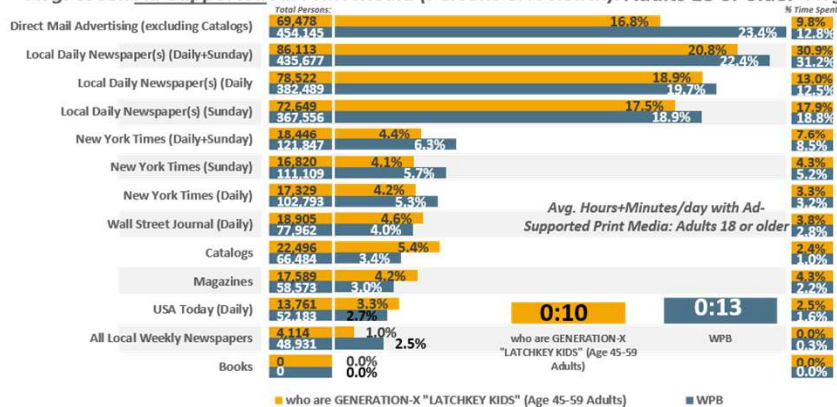


86,113 or 20.8% of Adults 18 or older who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.8 minutes every day representing 30.9% of all time spent daily with All forms of Print Media.

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**



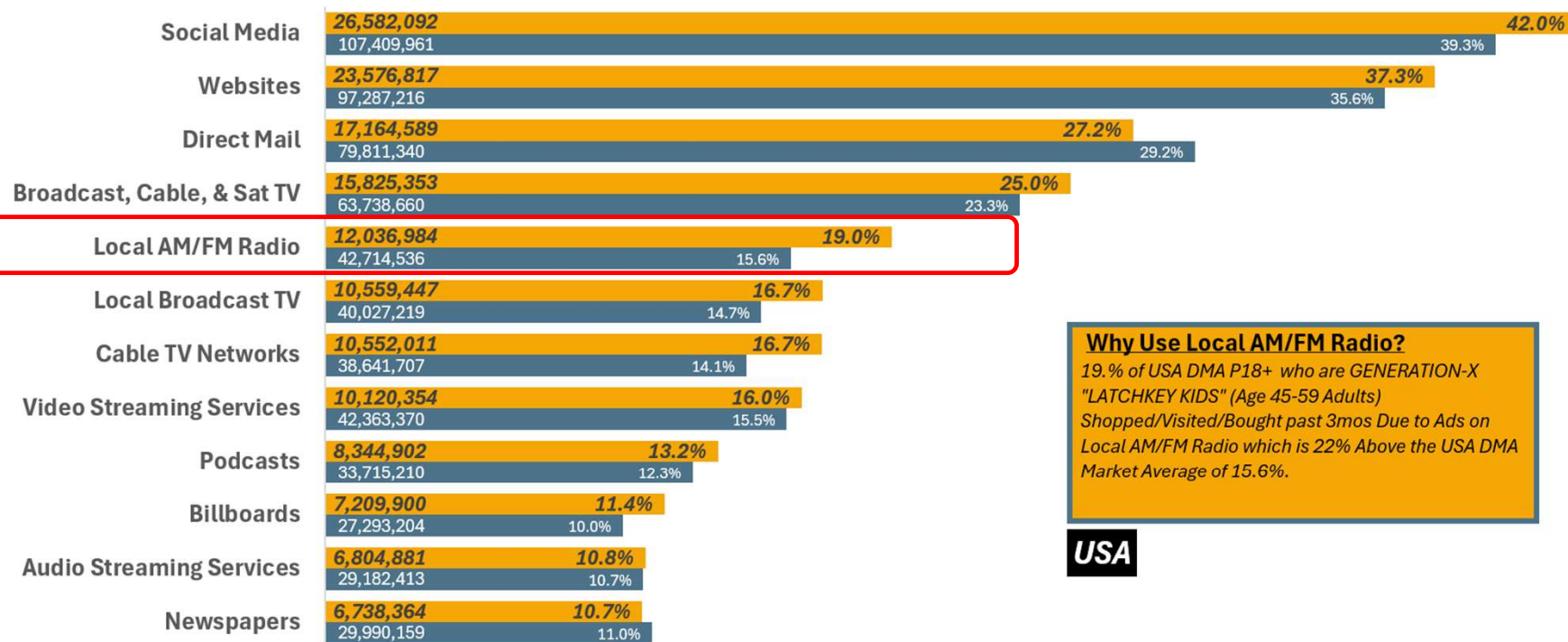
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

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



Why Use Local AM/FM Radio?

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

USA

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

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

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 6049
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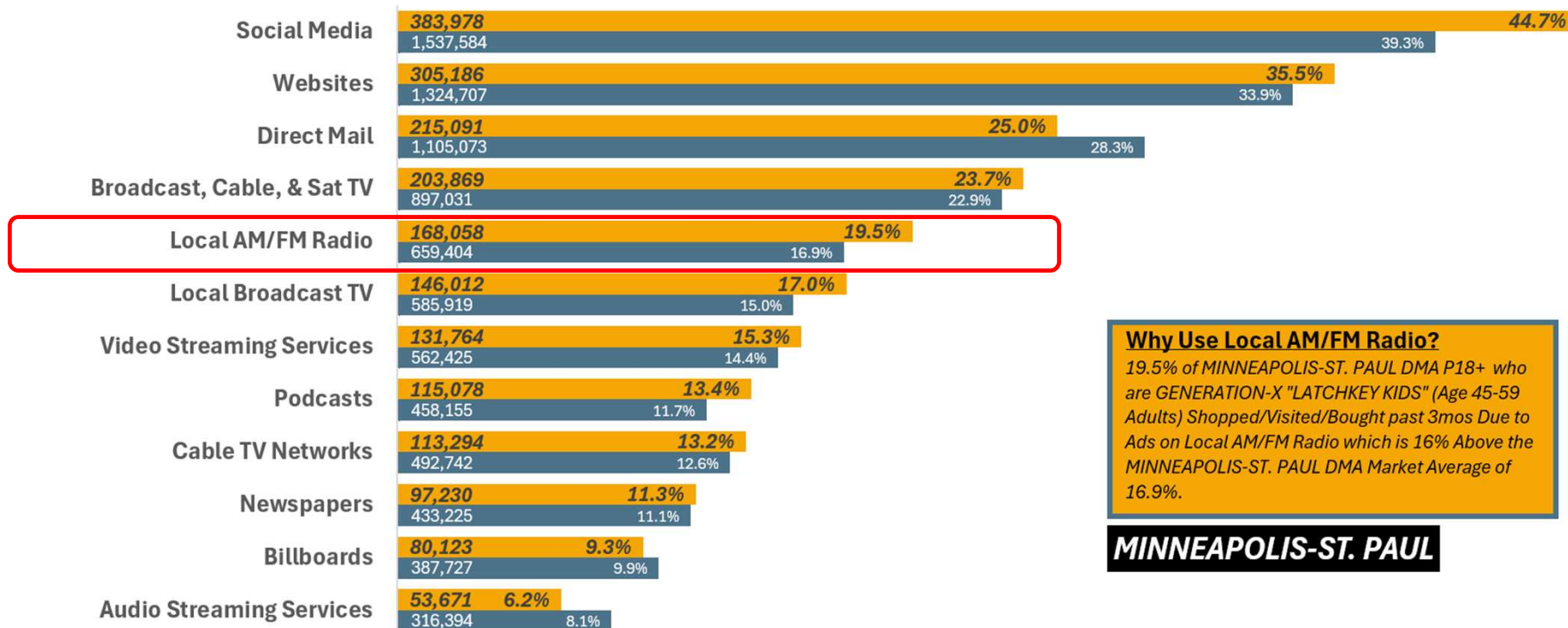
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

19.5% of MINNEAPOLIS-ST. PAUL DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

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

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

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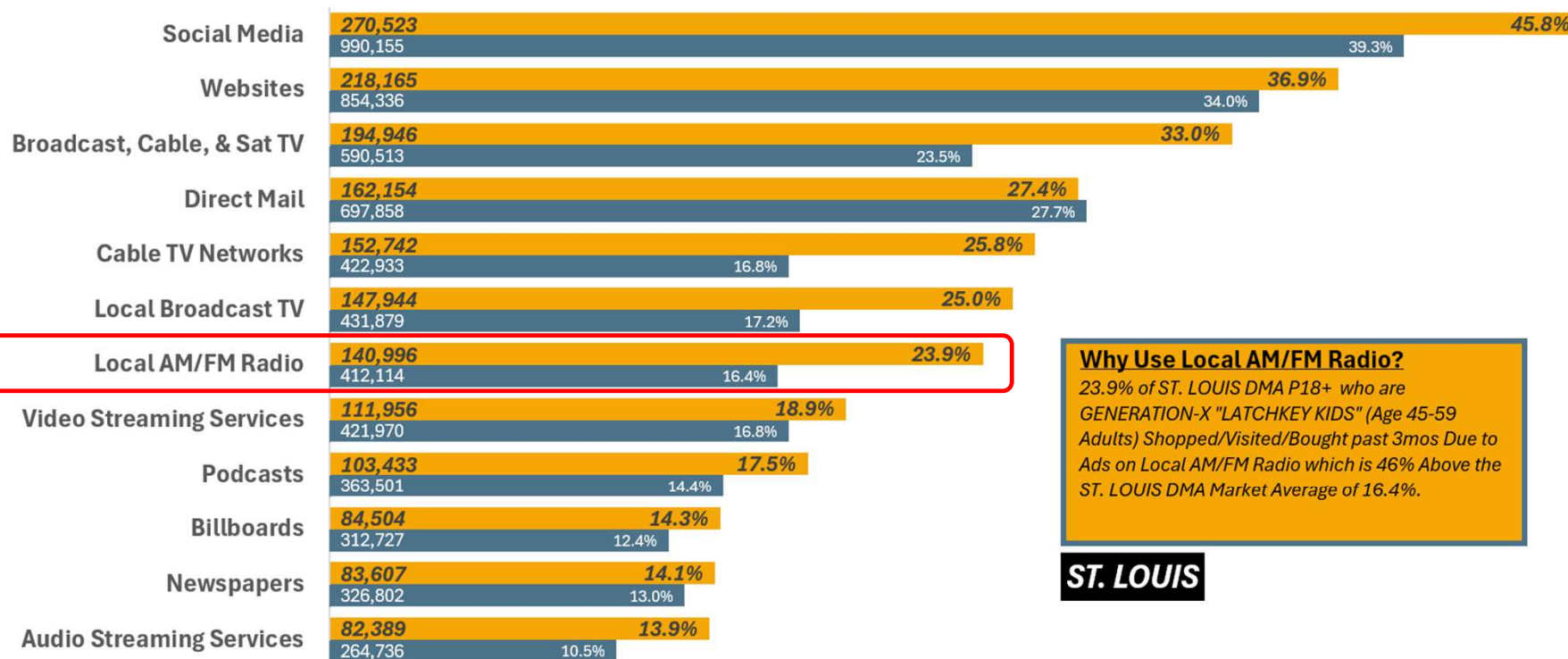
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

23.9% of ST. LOUIS DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 46% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

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

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

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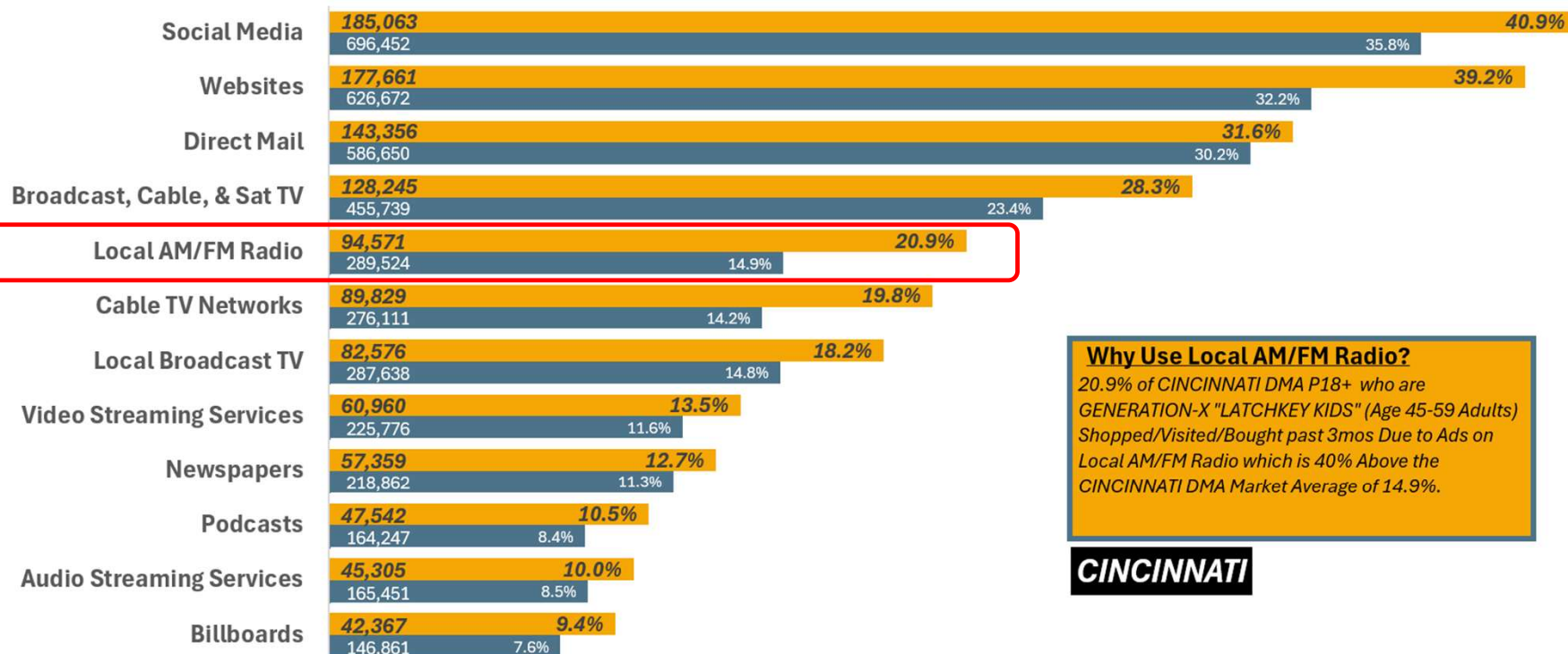
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

20.9% of CINCINNATI DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 40% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

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

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

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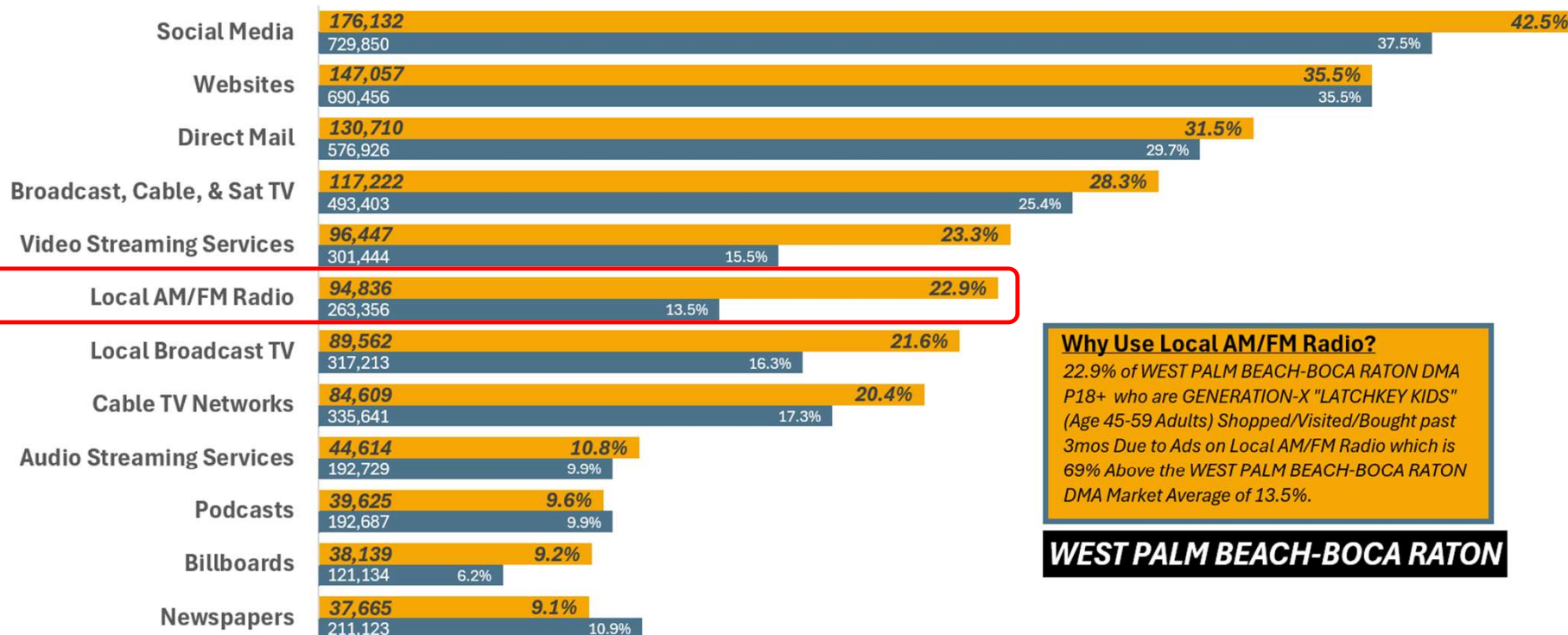
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)



"Advertising Actions"

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



Why Use Local AM/FM Radio?

22.9% of WEST PALM BEACH-BOCA RATON DMA P18+ who are GENERATION-X "LATCHKEY KIDS" (Age 45-59 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 69% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.5%.

WEST PALM BEACH-BOCA RATON

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

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R1 2026: Jan25-Jan26 Qual Intab: 562
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Age: 45-49 OR Age: 50 - 54 OR Age: 55 - 59)