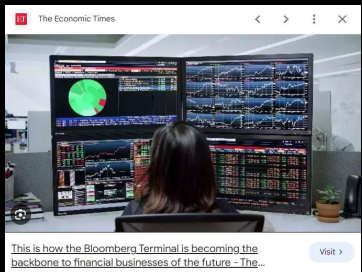


USA+GENERATION-Z (Age 18-29 Adults) vs. P18+ in 4 DMAs!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA P18+ who are GENERATION-Z (Age 18-29 Adults) as of March 31, 2026.



P18-29

Vanguard BlackRock

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

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)





18.0% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Typical Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 23.5 years old (52.0% younger than average) and have a \$83,237 (15.4% lower than average) annual household income.

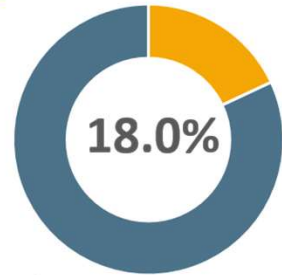


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



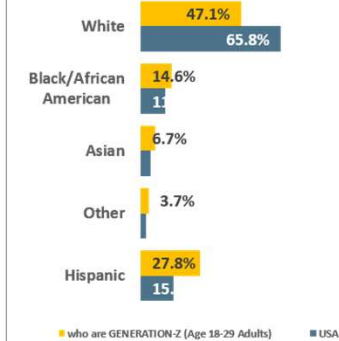
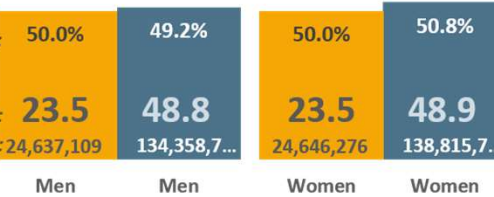
Total Persons:



%M vs. %F:

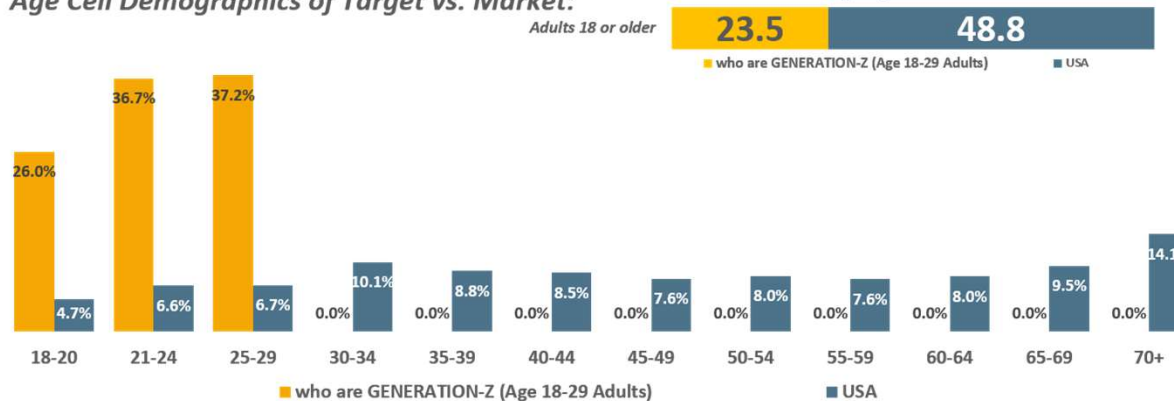
Average Age:

Persons:

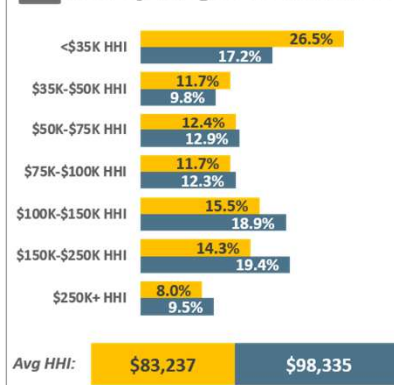


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

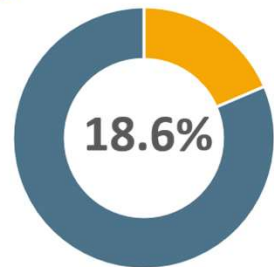
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



18.6% or 1,419,371 of CHICAGO DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Typical Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 23.6 years old (51.3% younger than average) and have a \$104,494 (7.1% lower than average) annual household income.



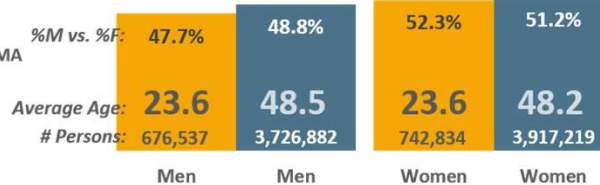
Percent of Market: Adults 18 or older



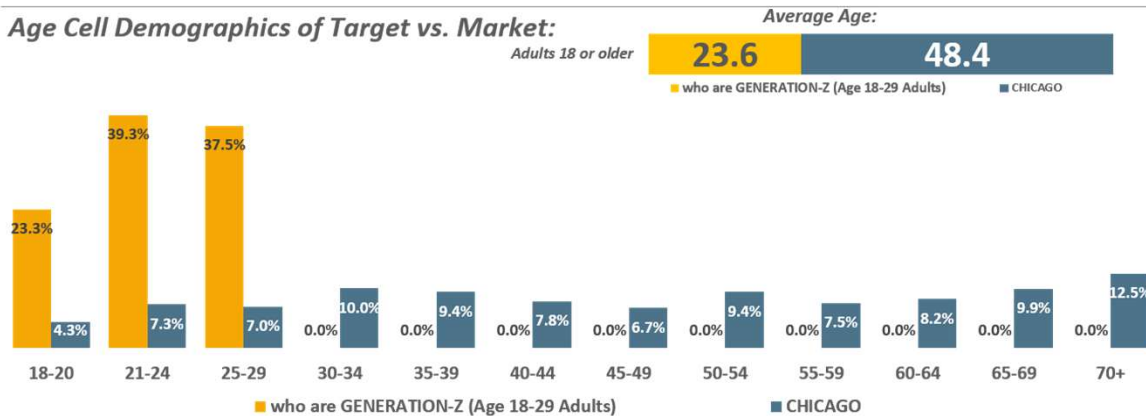
Total Persons:



Gender of Target vs. Market: Adults 18 or older

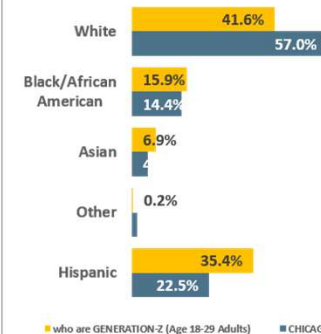


Age Cell Demographics of Target vs. Market:

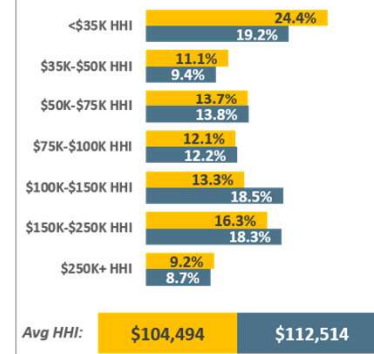


CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 587
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Ethnicity of Target vs. Market:



HHI of Target vs. Market:



Avg HHI: \$104,494 (GENERATION-Z) vs \$112,514 (CHICAGO DMA)

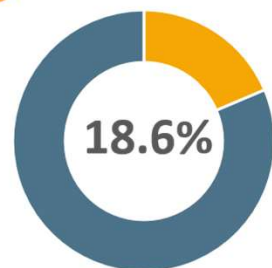
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



18.6% or 1,075,703 of WASHINGTON, DC DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Typical Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 23.2 years old (51.6% younger than average) and have a \$110,814 (20.4% lower than average) annual household income.



Percent of Market: Adults 18 or older



■ who are GENERATION-Z (Age 18-29 Adults)
■ Remainder of WASHINGTON, DC DMA

Total Persons:

1,075,703 4,701,068



Gender of Target vs. Market: Adults 18 or older

%M vs. %F:	48.7%	48.8%	51.3%	51.2%
Average Age:	23.2	47.8	23.2	48.2
# Persons:	523,882	2,816,689	551,821	2,960,082
	Men	Men	Women	Women

Ethnicity of Target vs. Market:

White	39.4%	54.0%
Black/African American	17.1%	20.4%
Asian	9.6%	6.1%
Other	3.1%	
Hispanic	30.8%	16.3%

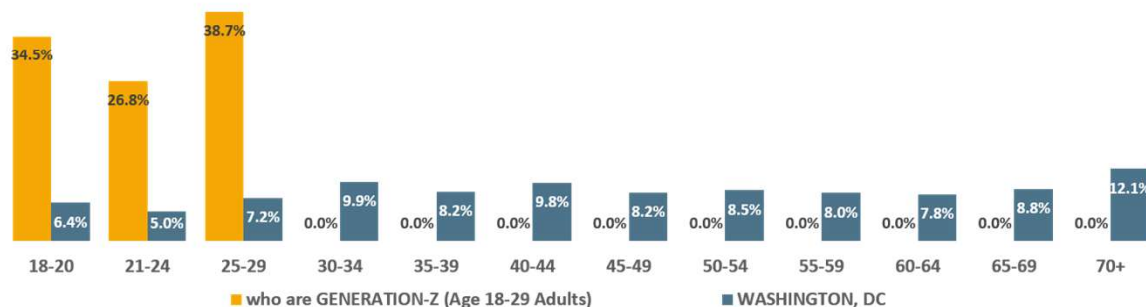
■ who are GENERATION-Z (Age 18-29 Adults) ■ WASHINGTON, DC

Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:

23.2	48.0
■ who are GENERATION-Z (Age 18-29 Adults)	■ WASHINGTON, DC



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960
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HHI of Target vs. Market:

<\$35K HHI	13.1%	22.5%
\$35K-\$50K HHI	11.6%	8.4%
\$50K-\$75K HHI	8.6%	9.1%
\$75K-\$100K HHI	14.6%	11.2%
\$100K-\$150K HHI	17.8%	18.8%
\$150K-\$250K HHI	11.9%	23.9%
\$250K+ HHI	13.0%	15.6%

Avg HHI: \$110,814 \$139,294

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



17.3% or 793,017 of SEATTLE-TACOMA DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Typical Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 23.7 years old (50.8% younger than average) and have a \$106,541 (17.2% lower than average) annual household income.

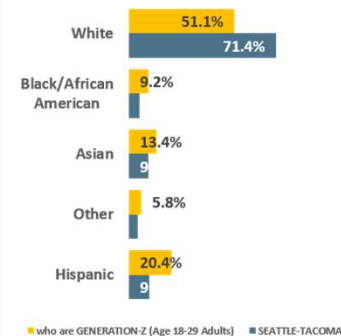
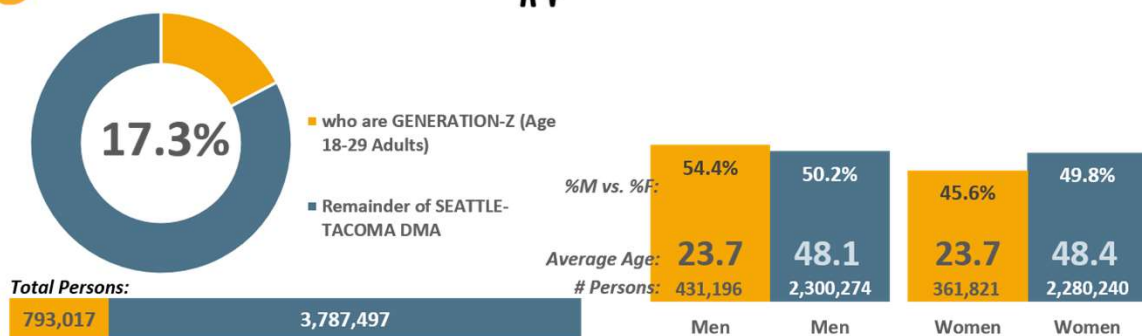


Percent of Market: Adults 18 or older

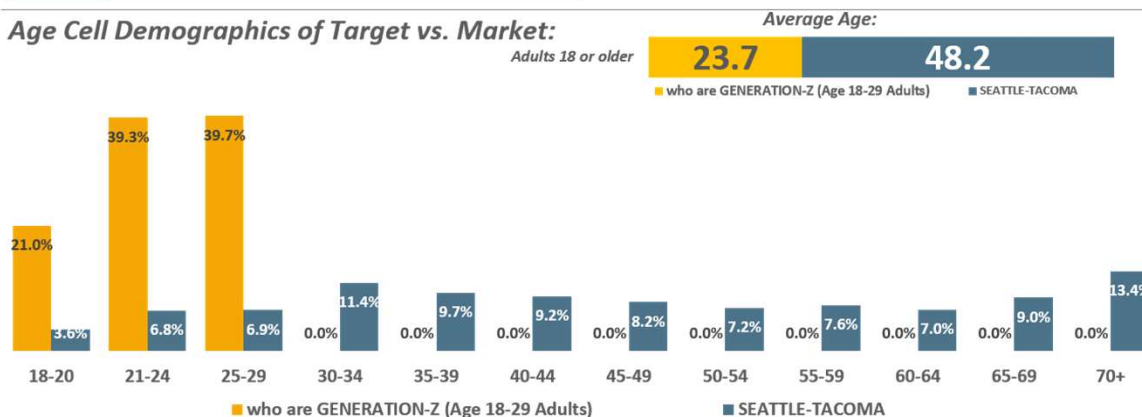


Gender of Target vs. Market: Adults 18 or older

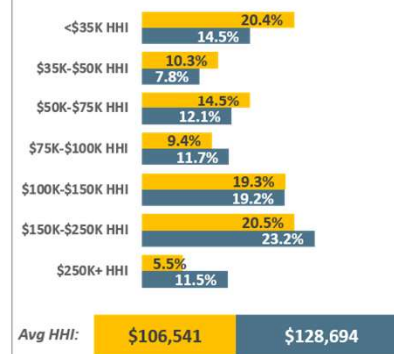
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





19.1% or 920,688 of PHOENIX DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Typical Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 23.6 years old (51.8% younger than average) and have a \$86,701 (19.% lower than average) annual household income.

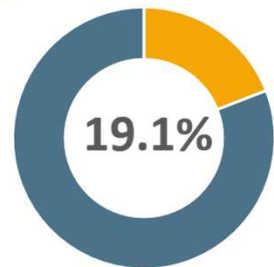


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

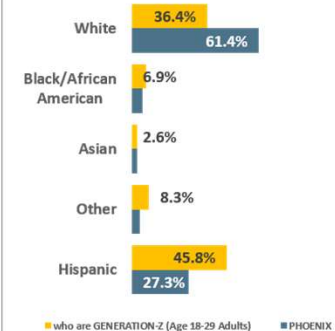


■ who are GENERATION-Z (Age 18-29 Adults)
 ■ Remainder of PHOENIX DMA

Total Persons:

920,688 3,897,786

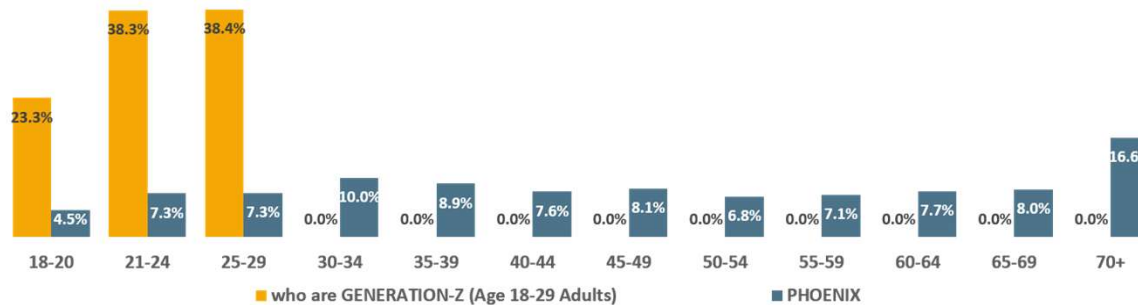
%M vs. %F:	55.0%	49.5%	45.0%	50.5%
Average Age:	23.6	48.7	23.6	49.2
# Persons:	506,090	2,386,757	414,598	2,431,717
	Men	Men	Women	Women



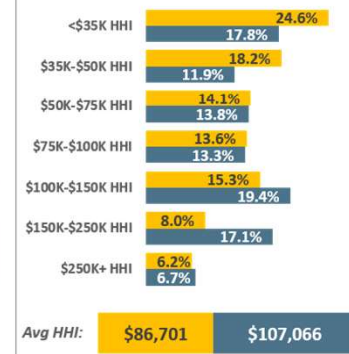
Age Cell Demographics of Target vs. Market:

Adults 18 or older

Average Age:



HHI of Target vs. Market:

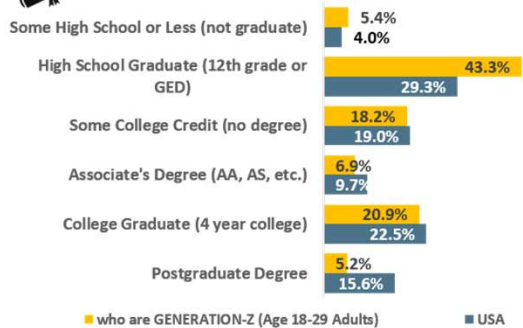




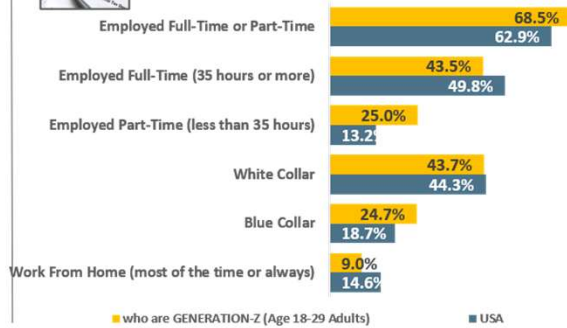
18.9% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 31.4% less likely to be a college graduate, 12.6% less likely to work full-time, 70.6% less likely to be married, 42.7% less likely to be a parent of 1 or more children under 18.



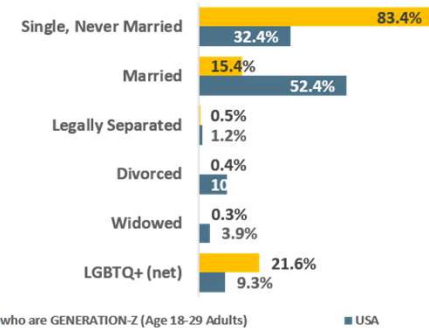
Education Levels: Adults 18 or older



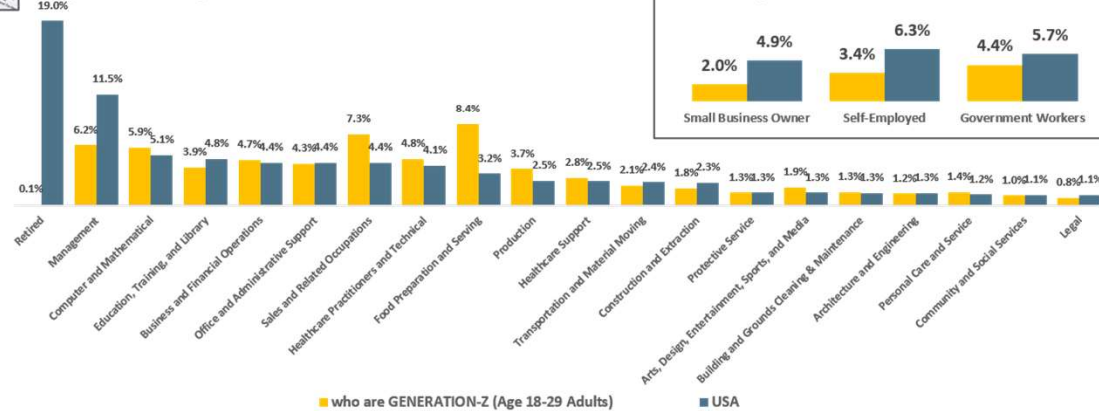
Employment: Adults 18 or older



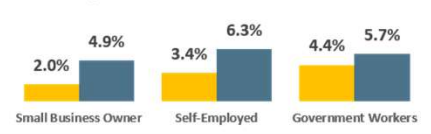
Marital Status: Adults 18 or older



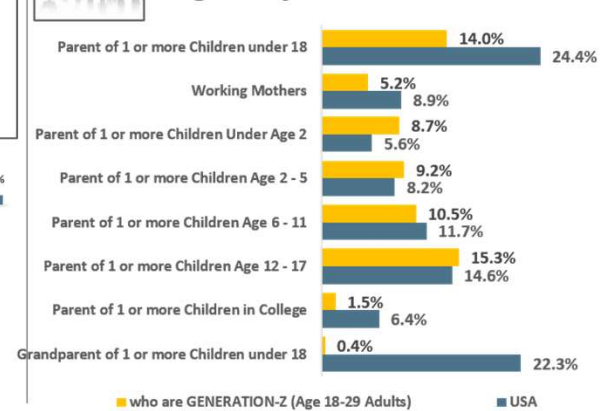
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

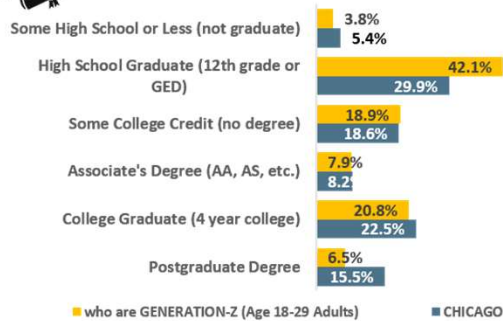
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



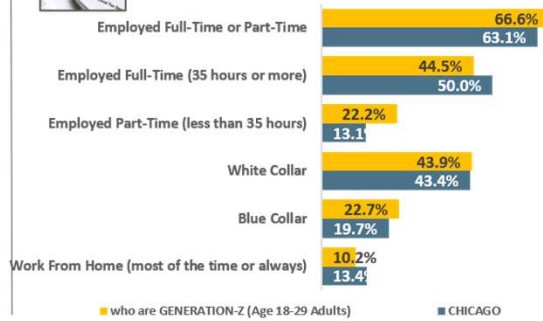
18.6% or 1,419,371 of CHICAGO DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 27.9% less likely to be a college graduate, 11.% less likely to work full-time, 75.7% less likely to be married, 38.7% less likely to be a parent of 1 or more children under 18.



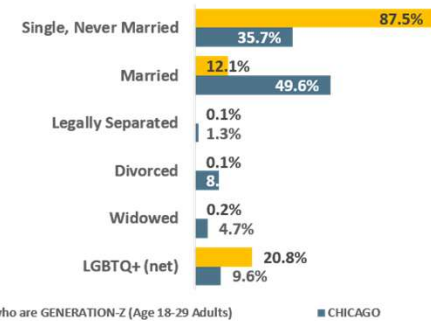
Education Levels: Adults 18 or older



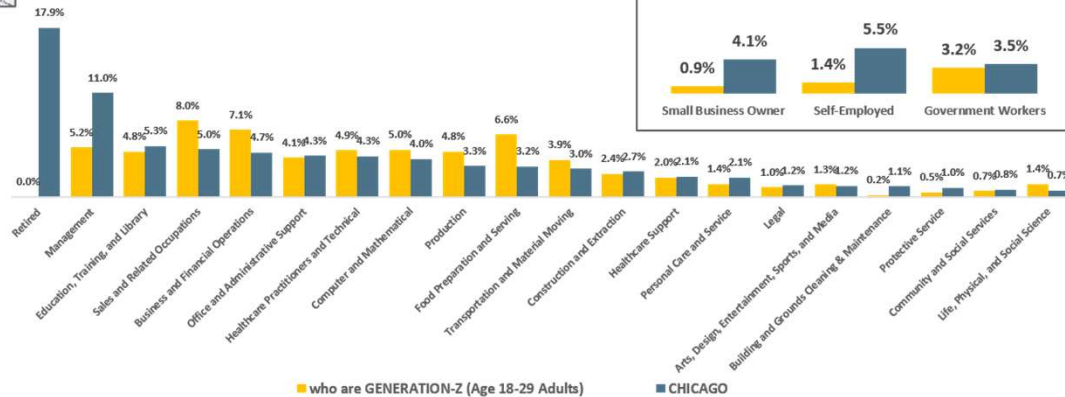
Employment: Adults 18 or older



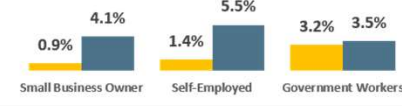
Marital Status: Adults 18 or older



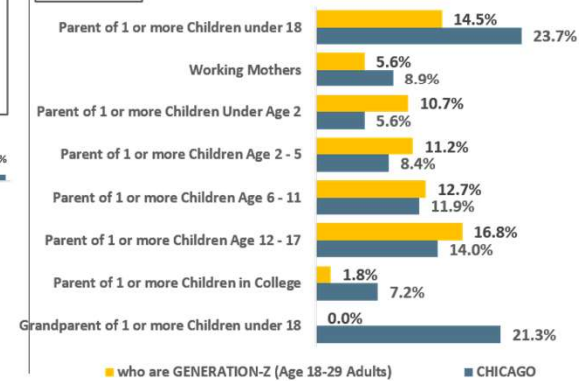
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

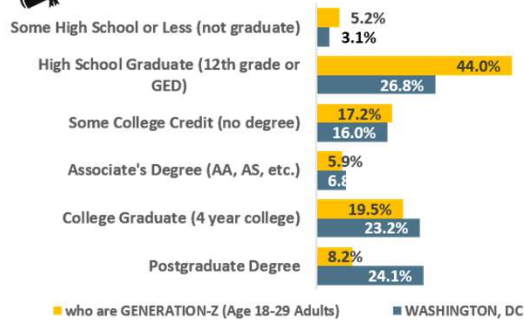




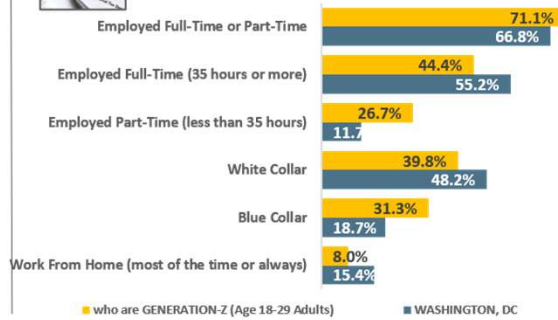
18.6% or 1,075,703 of WASHINGTON, DC DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 41.4% less likely to be a college graduate, 19.6% less likely to work full-time, 73.9% less likely to be married, 55.1% less likely to be a parent of 1 or more children under 18.



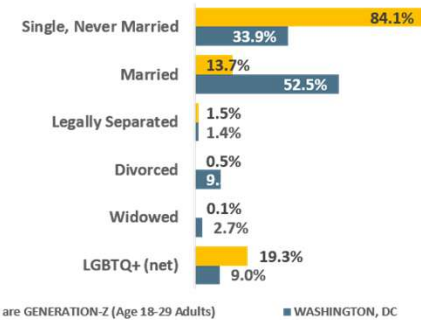
Education Levels: Adults 18 or older



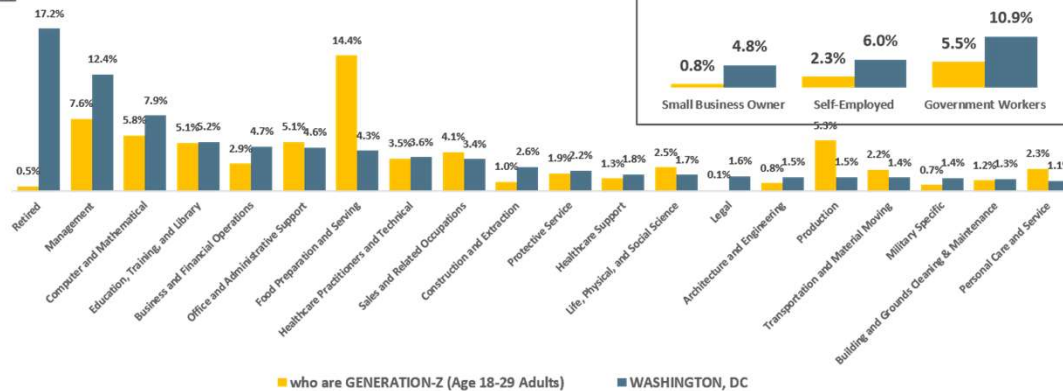
Employment: Adults 18 or older



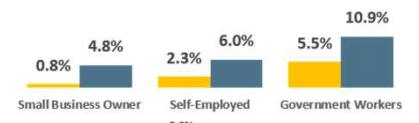
Marital Status: Adults 18 or older



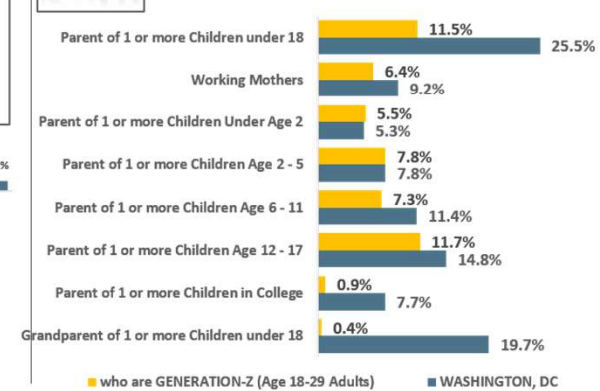
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



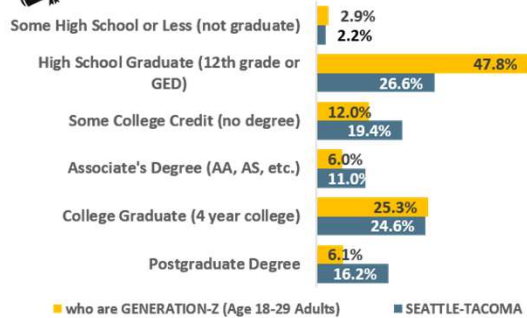
Stage in Life: Adults 18 or older



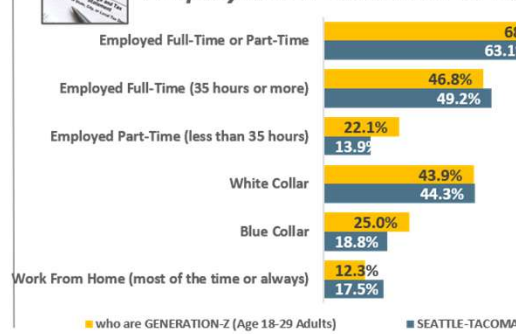


17.3% or 793,017 of SEATTLE-TACOMA DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 23.2% less likely to be a college graduate, 4.9% less likely to work full-time, 56.4% less likely to be married, 32.5% less likely to be a parent of 1 or more children under 18.

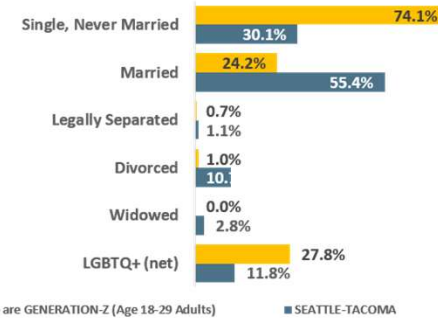
Education Levels: Adults 18 or older



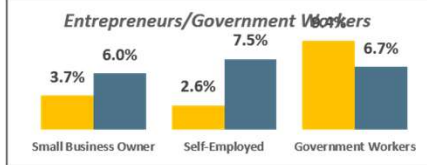
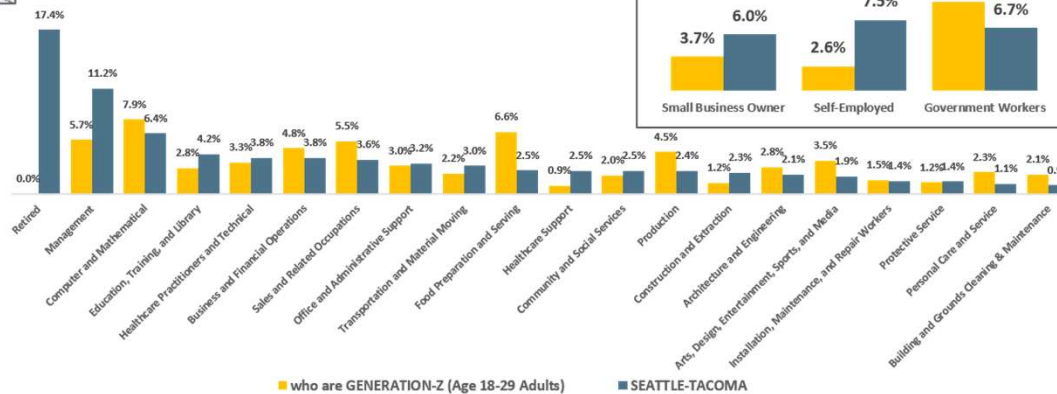
Employment: Adults 18 or older



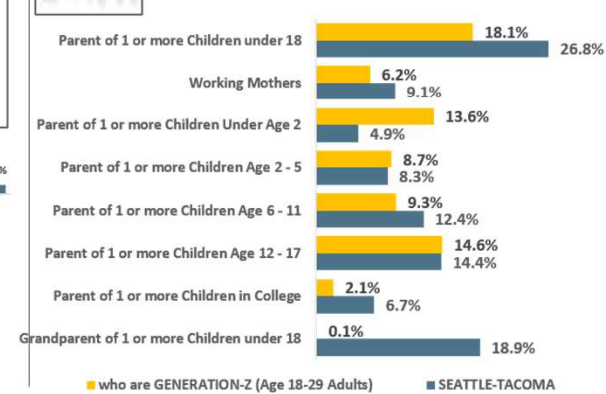
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older

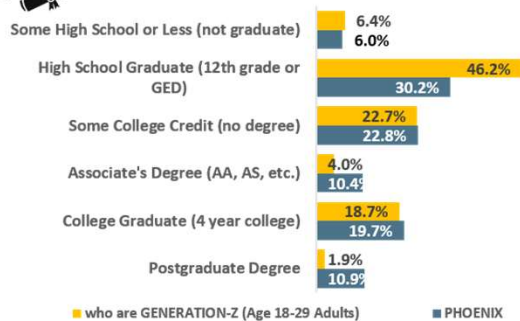




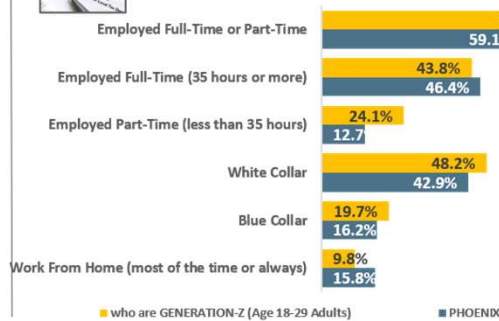
19.1% or 920,688 of PHOENIX DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 32.6% less likely to be a college graduate, 5.6% less likely to work full-time, 67.5% less likely to be married, 35.8% less likely to be a parent of 1 or more children under 18.



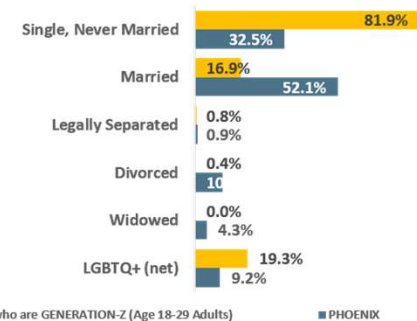
Education Levels: Adults 18 or older



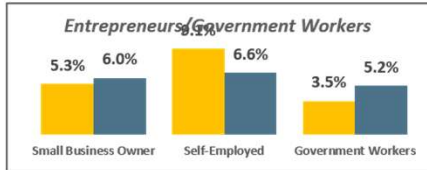
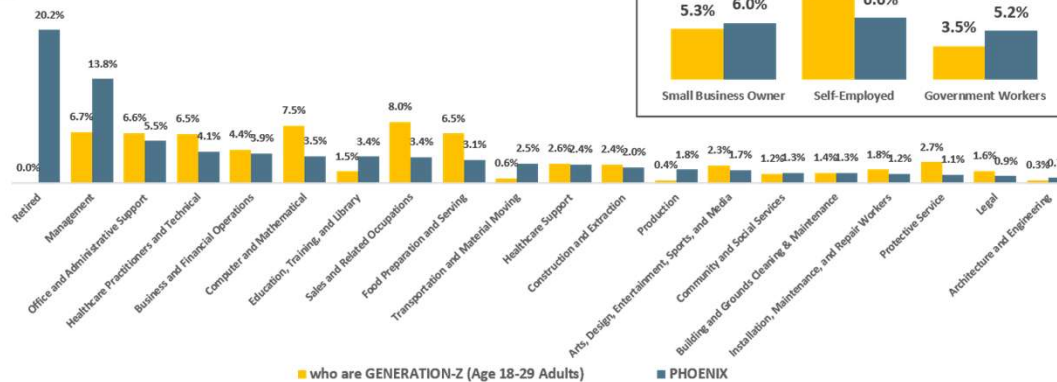
Employment: Adults 18 or older



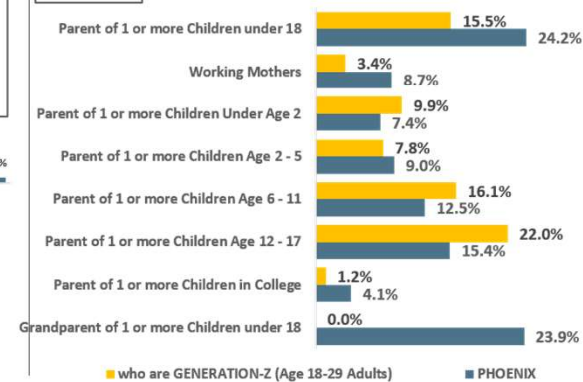
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



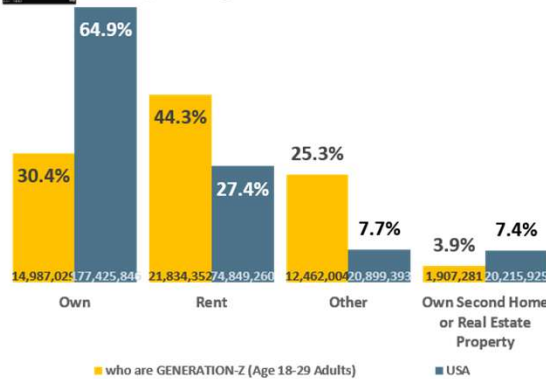
Stage in Life: Adults 18 or older



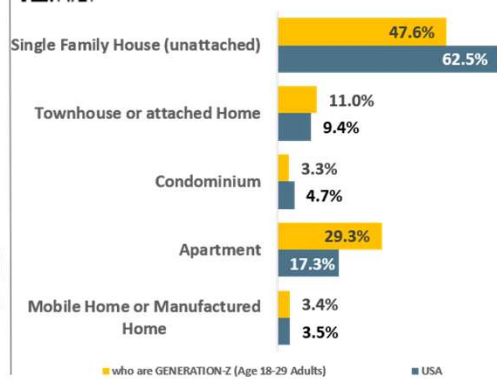


18.8% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 53.2% less likely to own their home, 23.6% more likely to own a higher valued home, 23.9% less likely to have a single-family home, 5.1% less likely to have a dog.

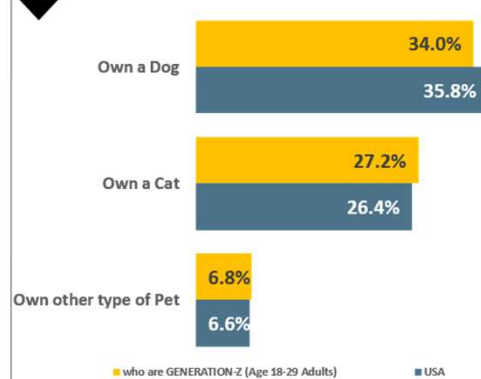
Own/Rent/Other: Adults 18 or older



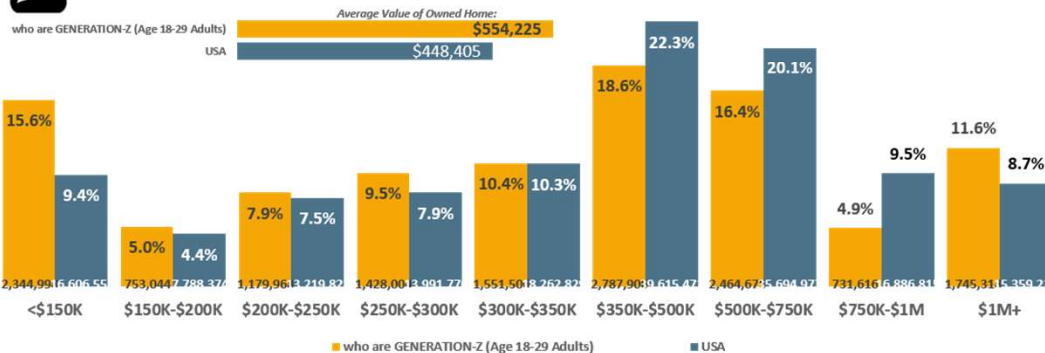
Type of Home: Adults 18 or older



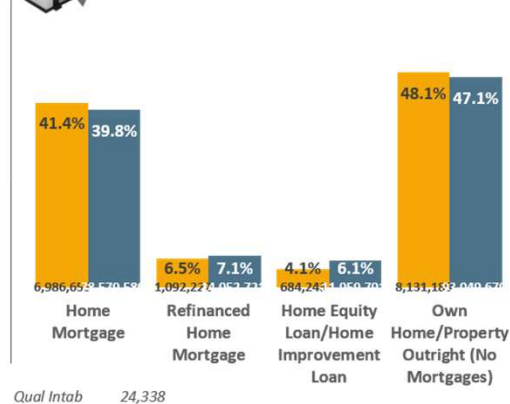
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



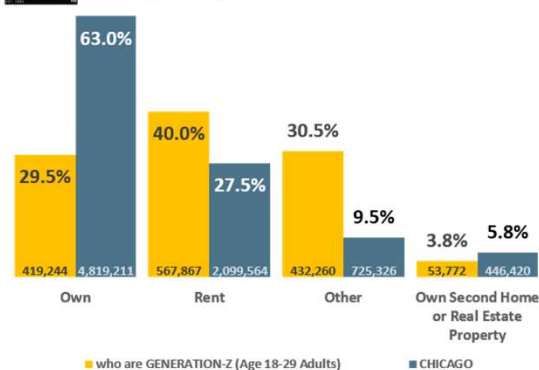
USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

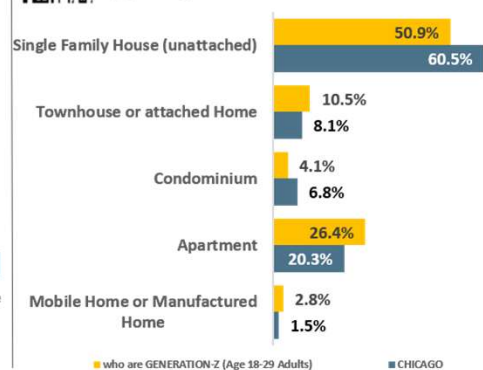


18.6% or 1,419,371 of CHICAGO DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 53.1% less likely to own their home, 9.1% more likely to own a higher valued home, 16.% less likely to have a single-family home, 7.6% less likely to have a dog.

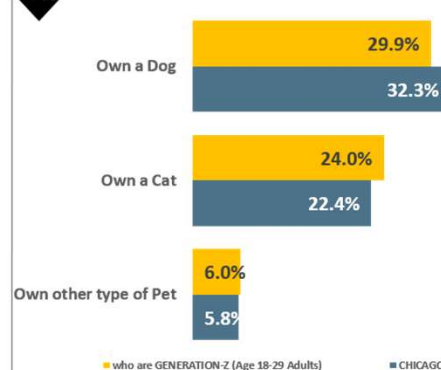
Own/Rent/Other: Adults 18 or older



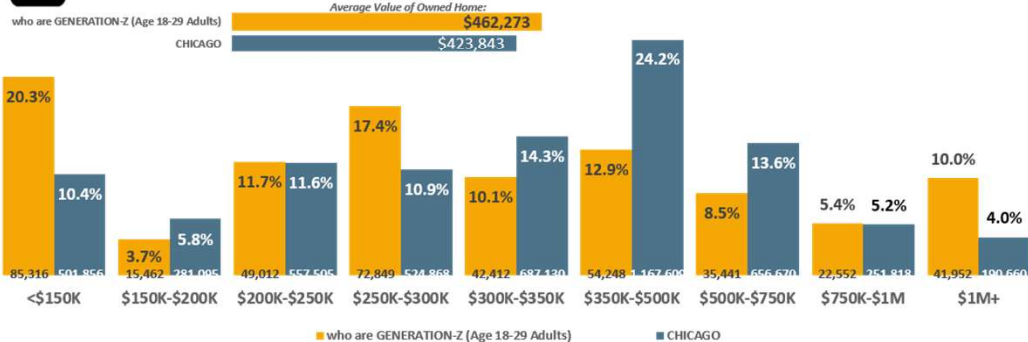
Type of Home: Adults 18 or older



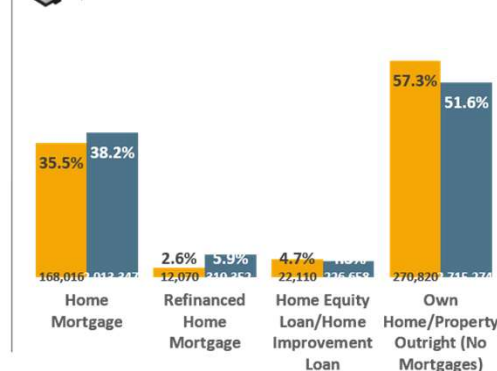
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



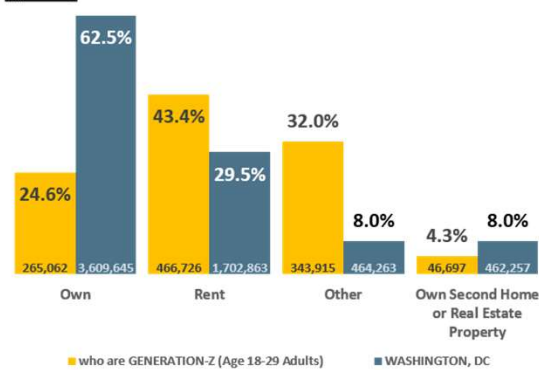
Home Loans: Adults 18 or older



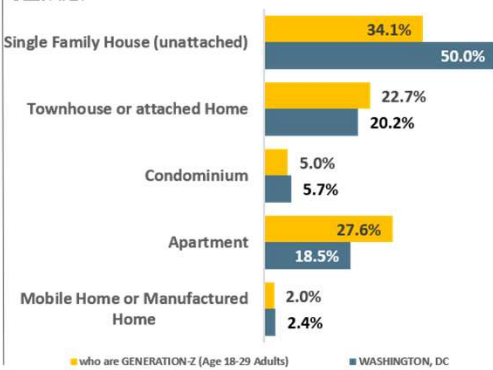


18.6% or 1,075,703 of WASHINGTON, DC DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 60.6% less likely to own their home, 5.1% more likely to own a lower valued home, 31.8% less likely to have a single-family home, 3.9% more likely to have a dog.

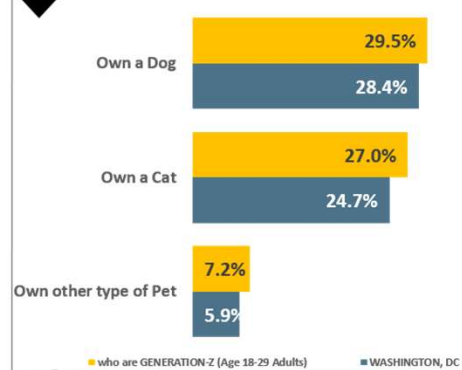
Own/Rent/Other: Adults 18 or older



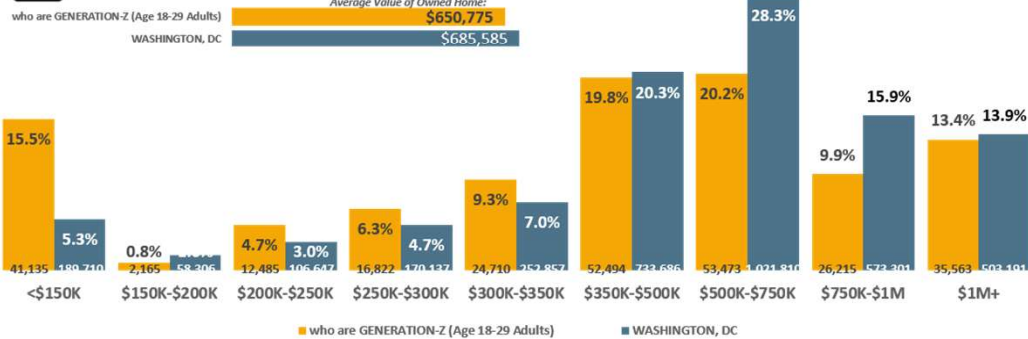
Type of Home: Adults 18 or older



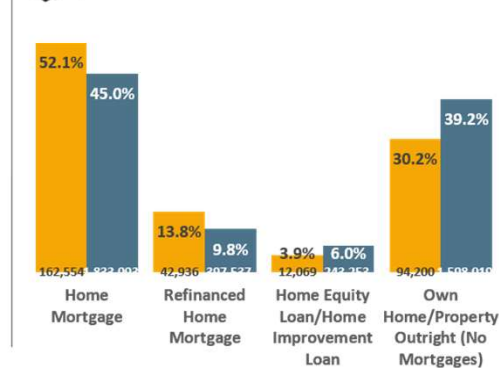
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

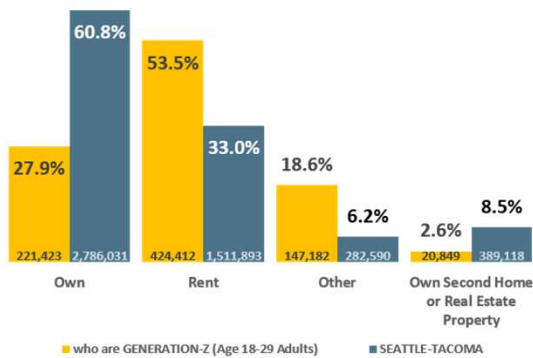




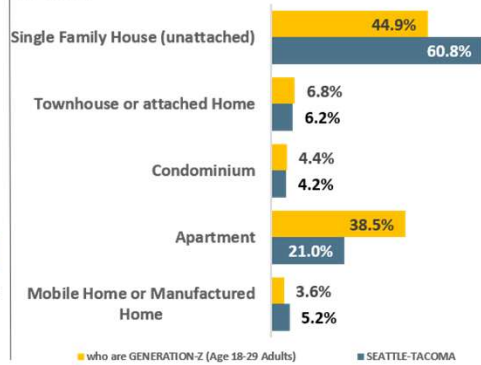
17.3% or 793,017 of SEATTLE-TACOMA DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 54.1% less likely to own their home, 1.4% more likely to own a higher valued home, 26.1% less likely to have a single-family home, 6.9% less likely to have a dog.



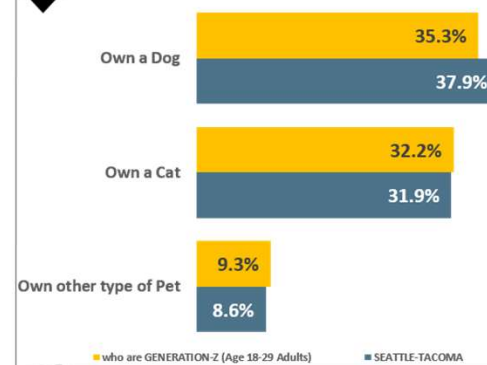
Own/Rent/Other: Adults 18 or older



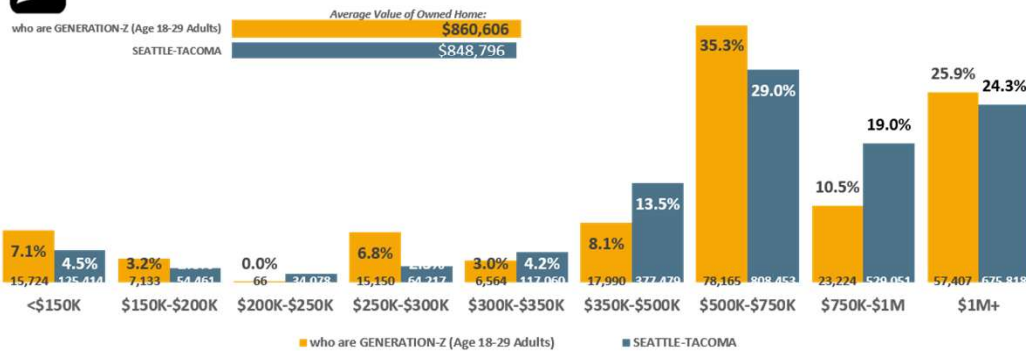
Type of Home: Adults 18 or older



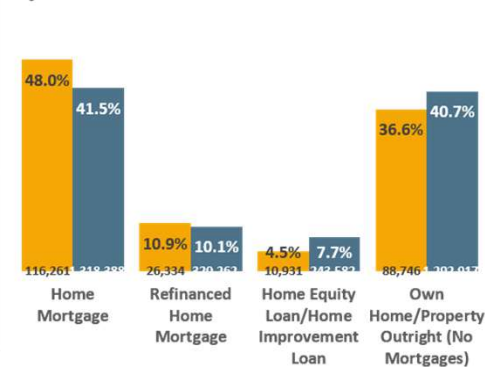
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



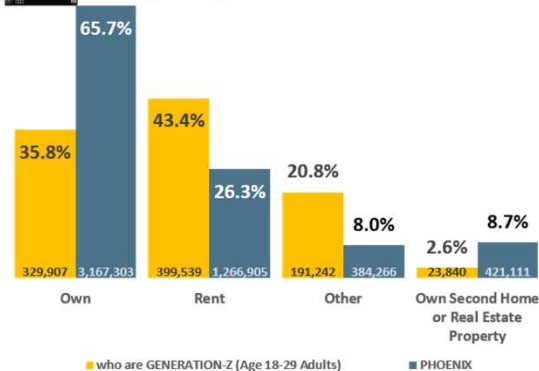
Home Loans: Adults 18 or older



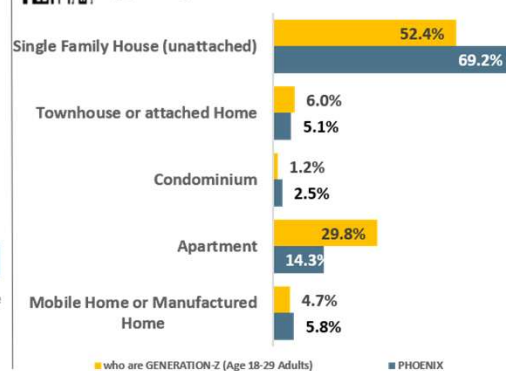


19.1% or 920,688 of PHOENIX DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 45.5% less likely to own their home, 15.3% more likely to own a higher valued home, 24.3% less likely to have a single-family home, 3.1% more likely to have a dog.

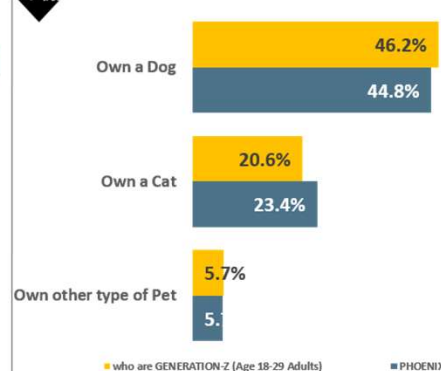
Own/Rent/Other: Adults 18 or older



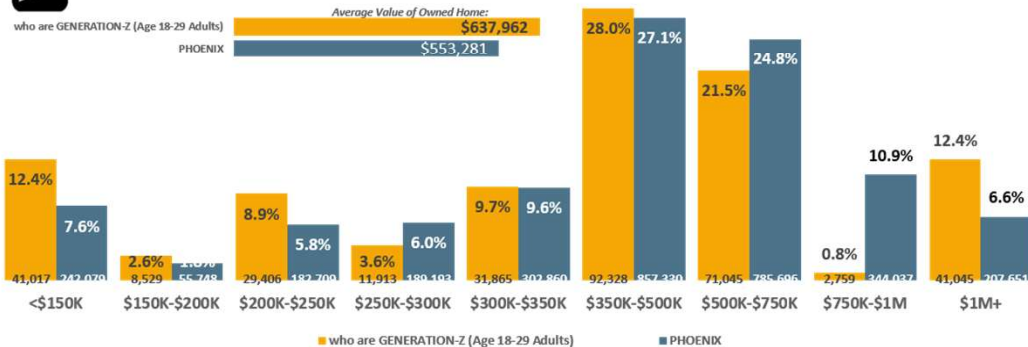
Type of Home: Adults 18 or older



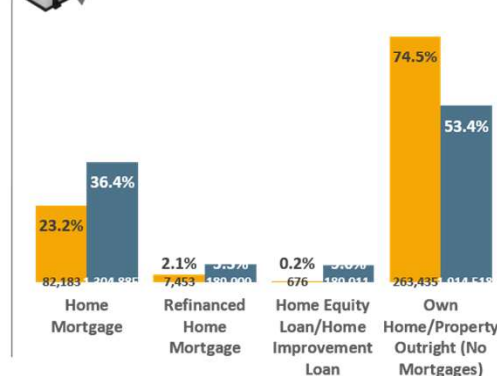
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

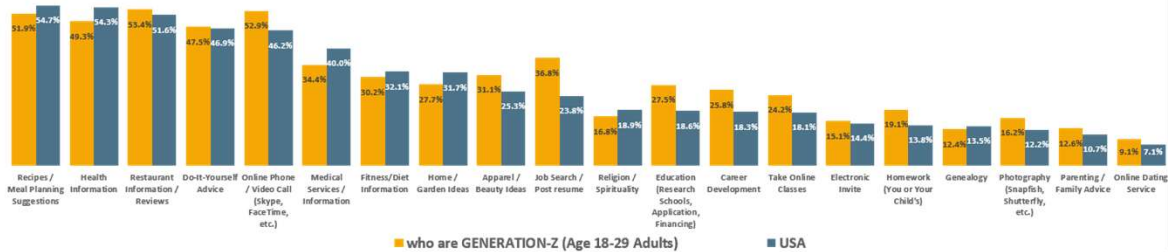




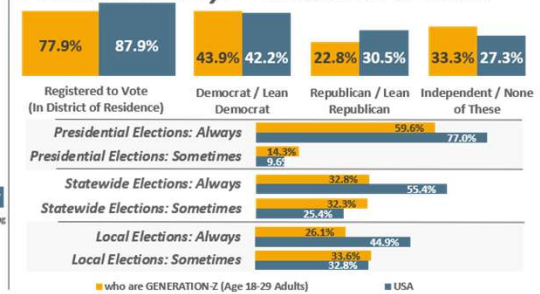
18.% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 1.2% more likely to look up D-I-Y advice online, 41.8% less likely to always vote in local elections, 13.6% more likely to belong to a gym, 1.6% less likely to fly domestic past yr.



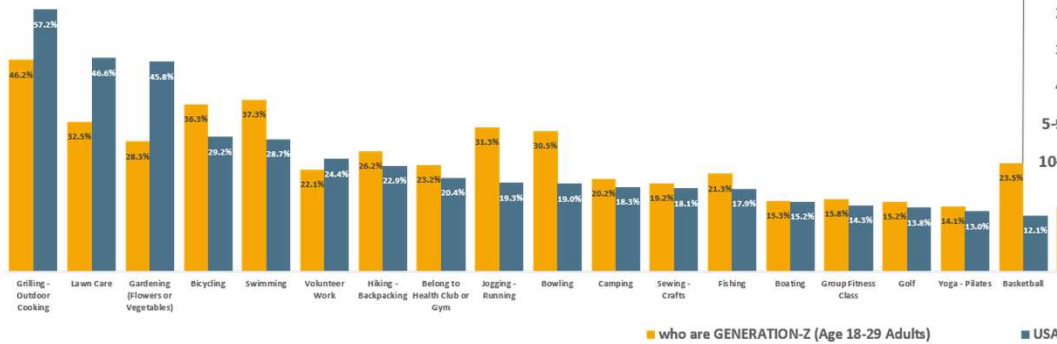
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



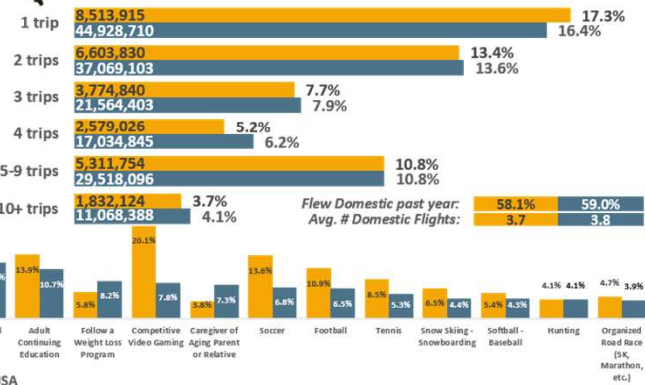
Political Activity: Adults 18 or older



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



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

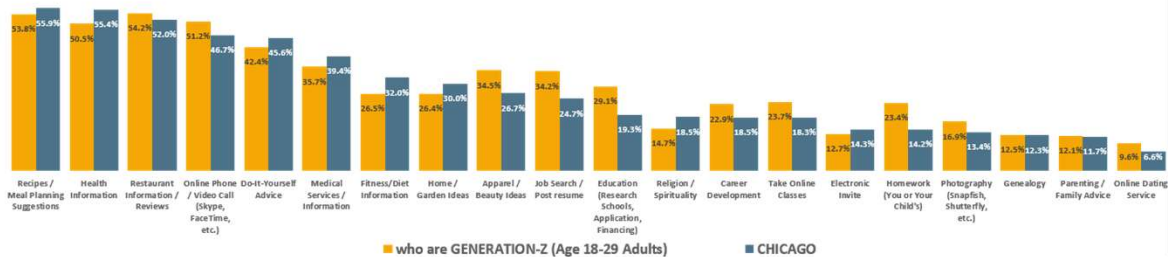




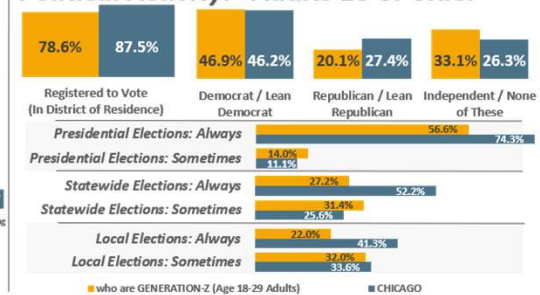
18.6% or 1,419,371 of CHICAGO DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 6.9% less likely to look up D-I-Y advice online, 46.6% less likely to always vote in local elections, 26.1% more likely to belong to a gym, .6% less likely to fly domestic past yr.



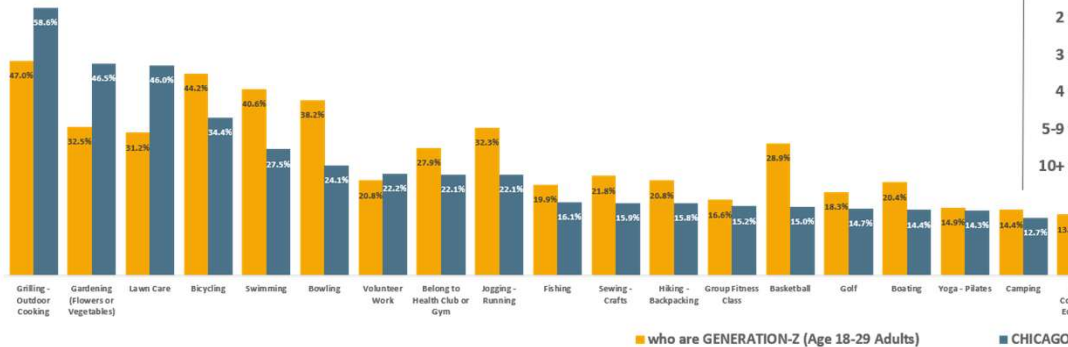
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



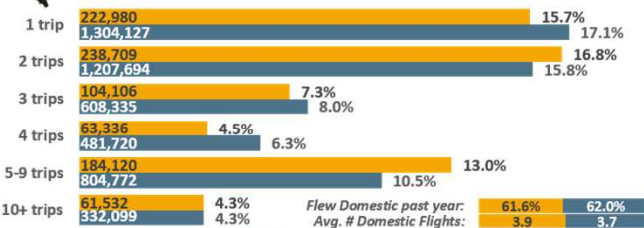
Political Activity: Adults 18 or older



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



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

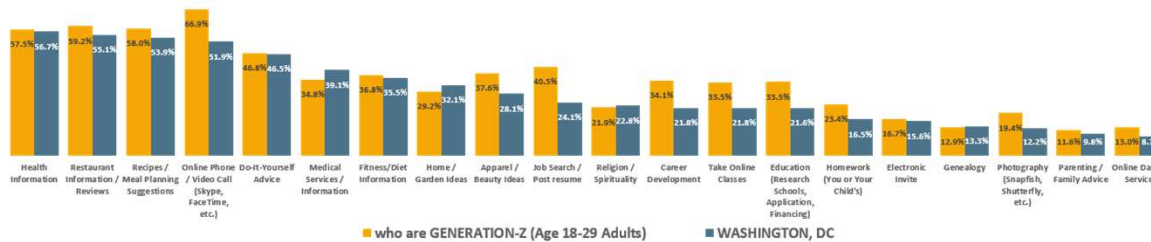




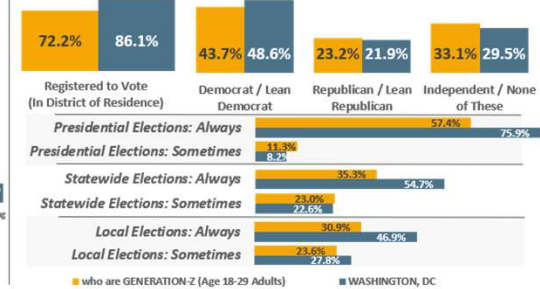
18.6% or 1,075,703 of WASHINGTON, DC DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are .7% more likely to look up D-I-Y advice online, 34.2% less likely to always vote in local elections, 4.1% more likely to belong to a gym, 2.1% more likely to fly domestic past yr.



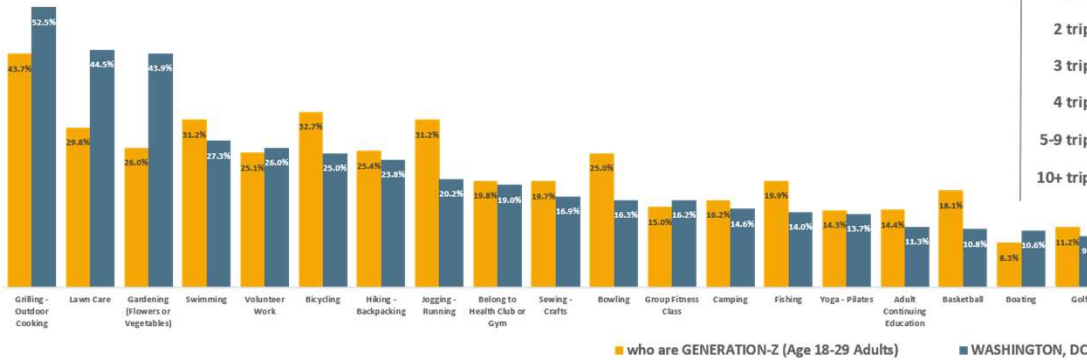
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



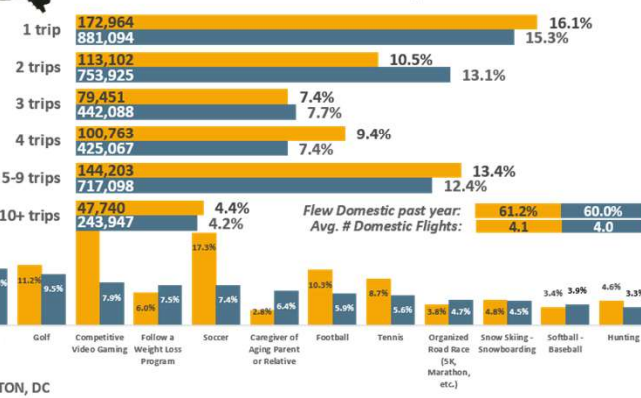
Political Activity: Adults 18 or older



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



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

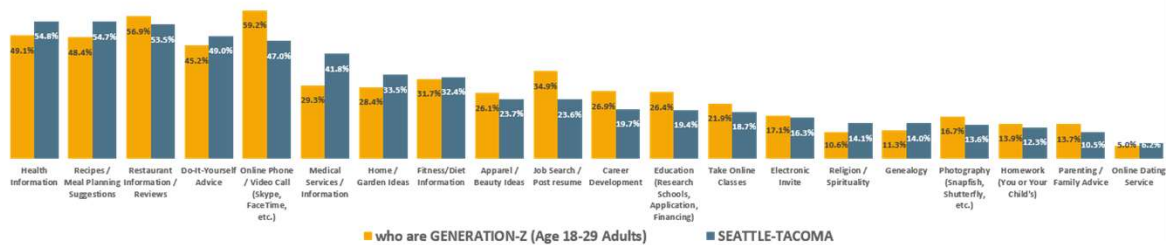




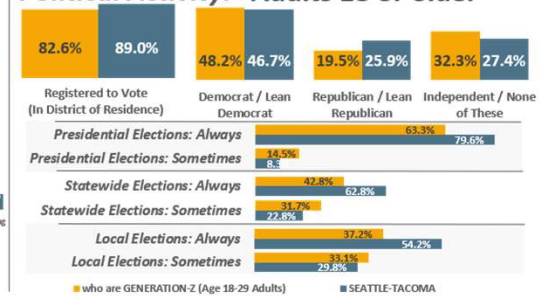
17.3% or 793,017 of SEATTLE-TACOMA DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 7.8% less likely to look up D-I-Y advice online, 31.3% less likely to always vote in local elections, 18.2% more likely to belong to a gym, 4.5% more likely to fly domestic past yr.



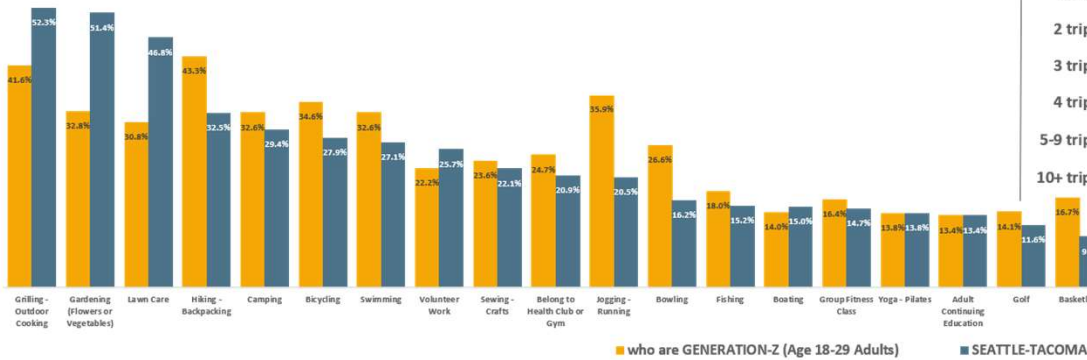
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



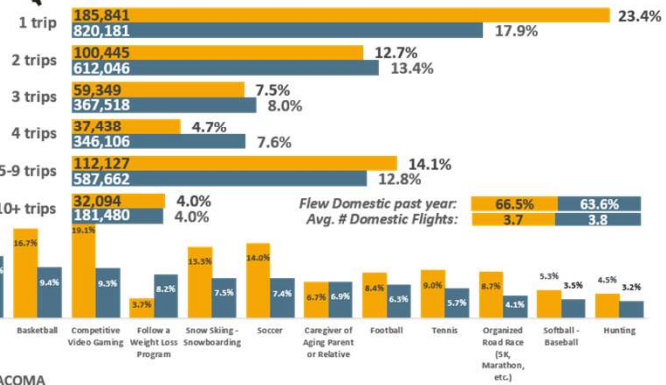
Political Activity: Adults 18 or older



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



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

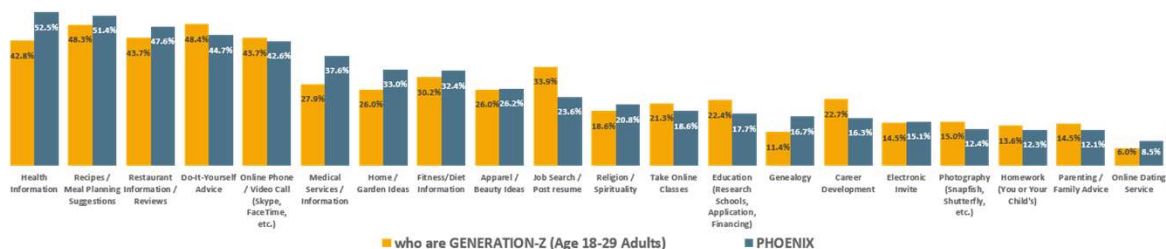




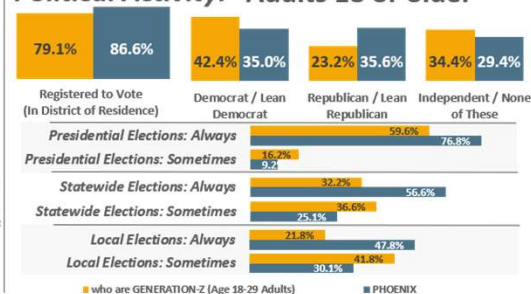
19.1% or 920,688 of PHOENIX DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 8.3% more likely to look up D-I-Y advice online, 54.3% less likely to always vote in local elections, 13.6% more likely to belong to a gym, 10.6% less likely to fly domestic past yr.



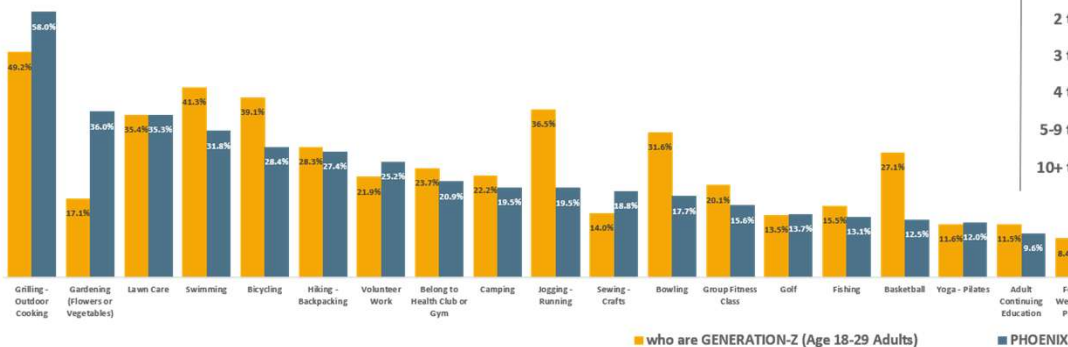
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



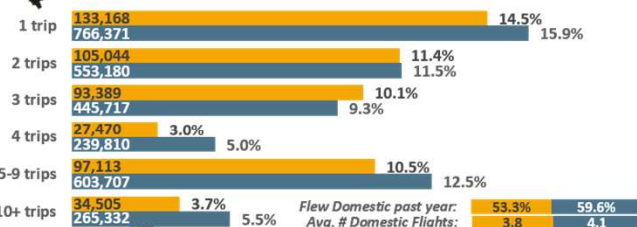
Political Activity: Adults 18 or older



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



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

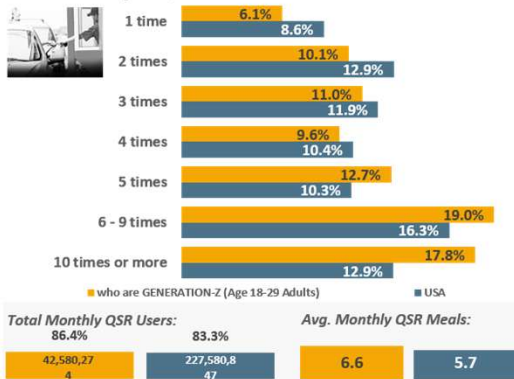


Flew Domestic past year: 53.3%
Avg. # Domestic Flights: 3.8

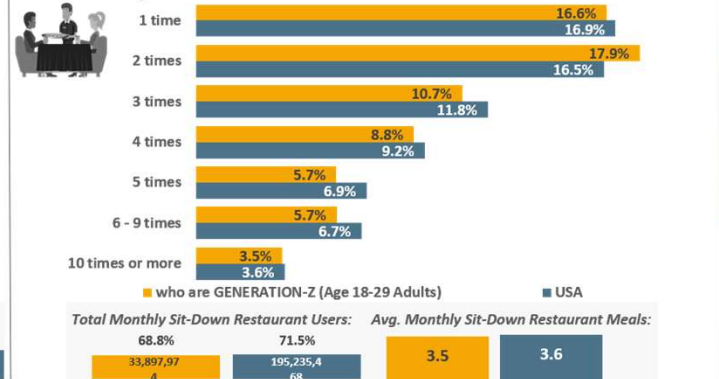


18.1% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 3.7% more likely to use QSRs past mo.,
 3.8% less likely to use Sit-Down Restaurants past mo., 10.1% less likely to use Casinos past yr., 22.1% less
 likely to smoke cigarettes.

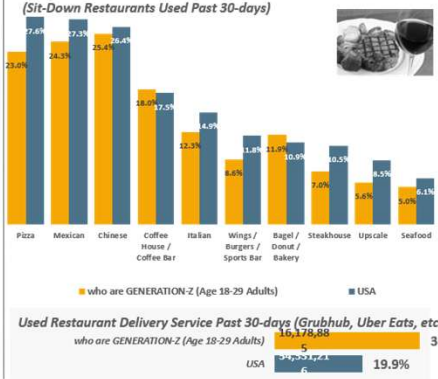
Past 30-days QSR Users: Adults 18 or older



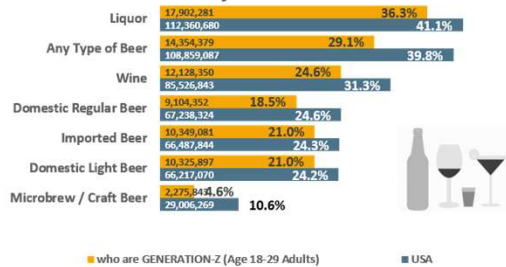
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



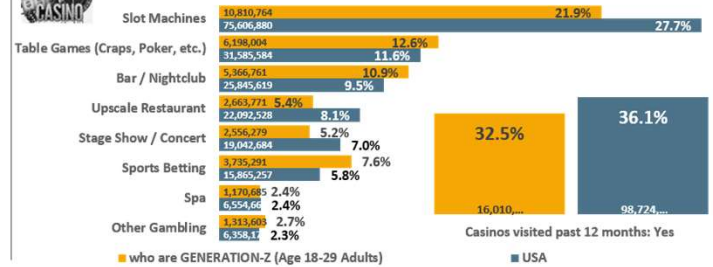
Top-10 Cuisines: Adults 18 or older



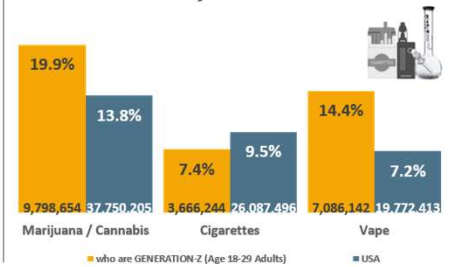
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



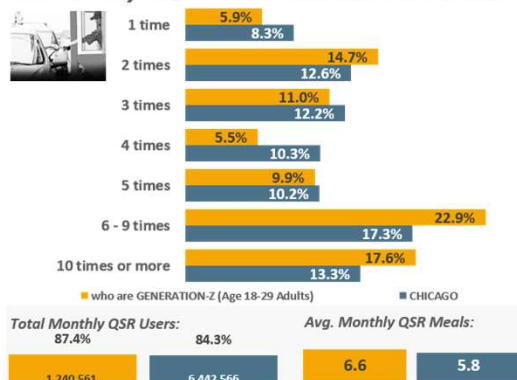
Used Past 30-days: Adults 18 or older



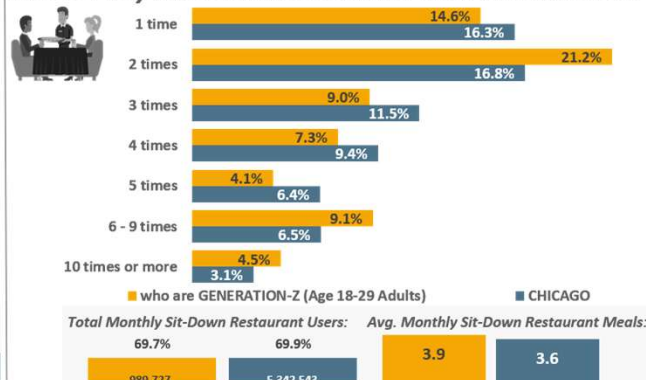


18.6% or 1,419,371 of CHICAGO DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 3.7% more likely to use QSRs past mo.,
 .2% less likely to use Sit-Down Restaurants past mo., 15% less likely to use Casinos past yr., 5% more likely
 to smoke cigarettes.

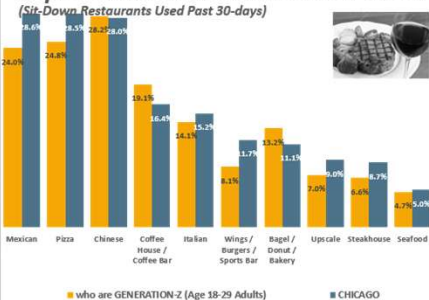
Past 30-days QSR Users: Adults 18 or older



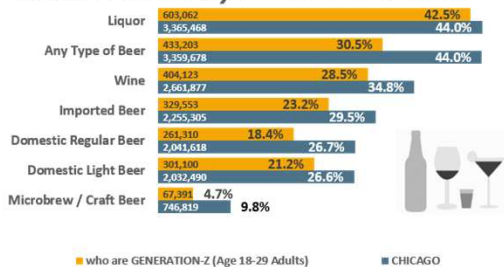
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



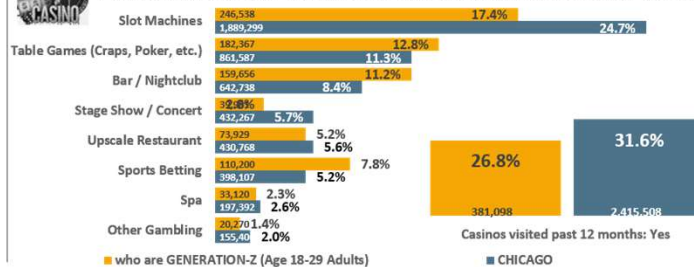
Top-10 Cuisines: Adults 18 or older



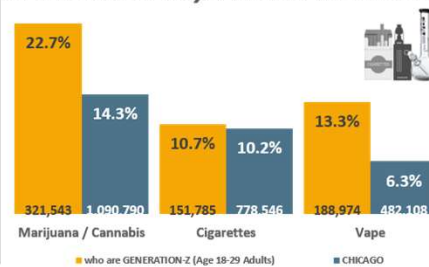
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



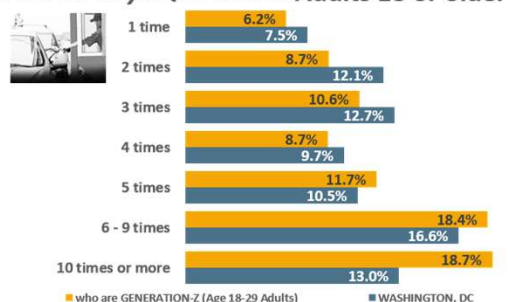
Used Past 30-days: Adults 18 or older



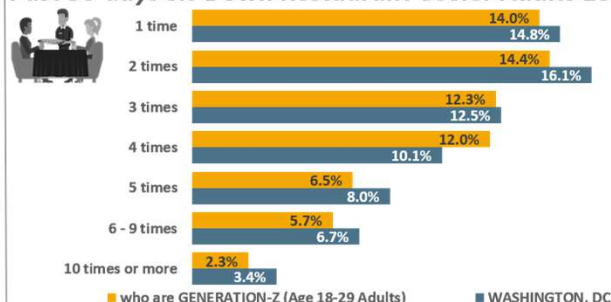


18.6% or 1,075,703 of WASHINGTON, DC DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 1.1% more likely to use QSRs past mo., 6.3% less likely to use Sit-Down Restaurants past mo., 16.3% less likely to use Casinos past yr., 38.8% less likely to smoke cigarettes.

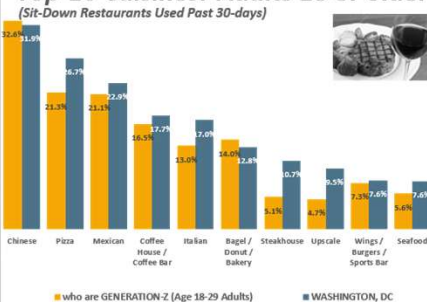
Past 30-days QSR Users: Adults 18 or older



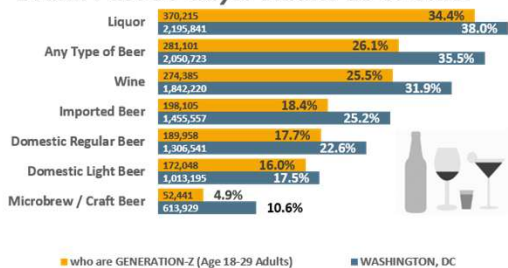
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



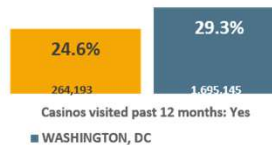
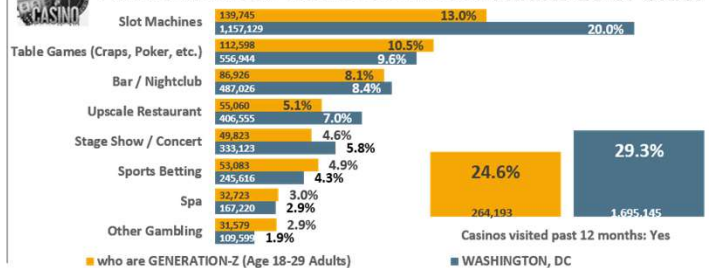
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



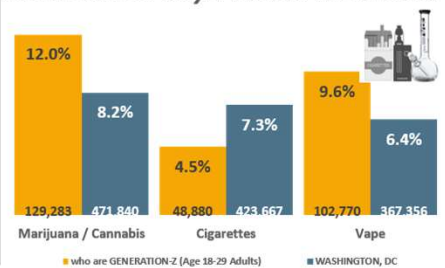
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



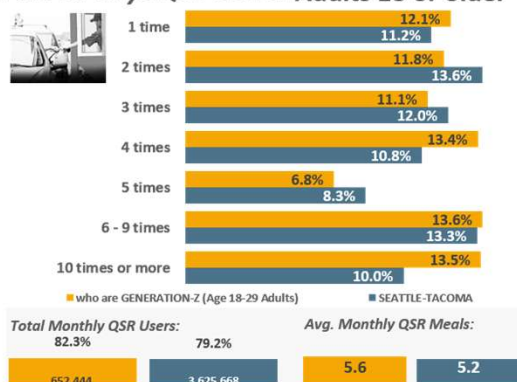
Used Past 30-days: Adults 18 or older



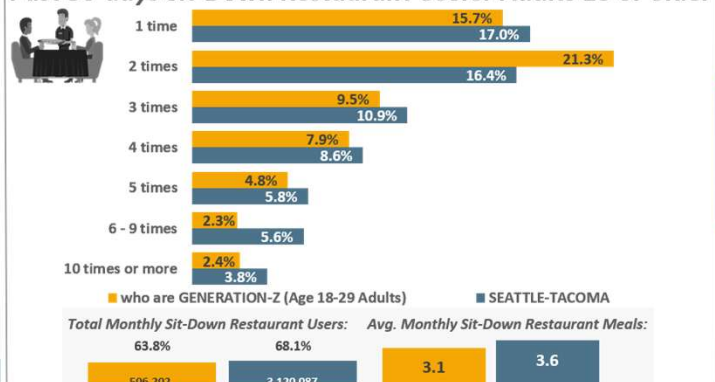


17.3% or 793,017 of SEATTLE-TACOMA DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 3.9% more likely to use QSRs past mo., 6.3% less likely to use Sit-Down Restaurants past mo., 23.6% less likely to use Casinos past yr., 25.7% less likely to smoke cigarettes.

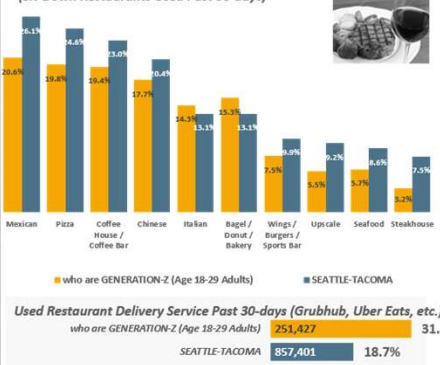
Past 30-days QSR Users: Adults 18 or older



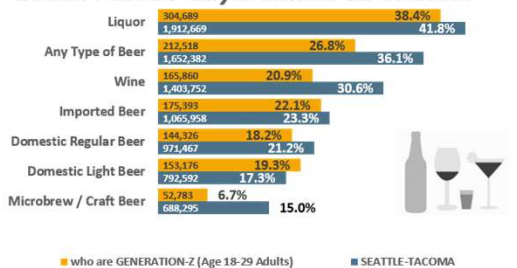
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



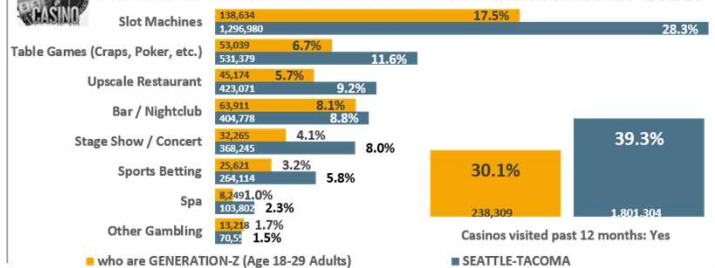
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



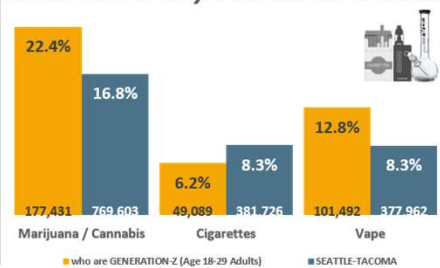
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



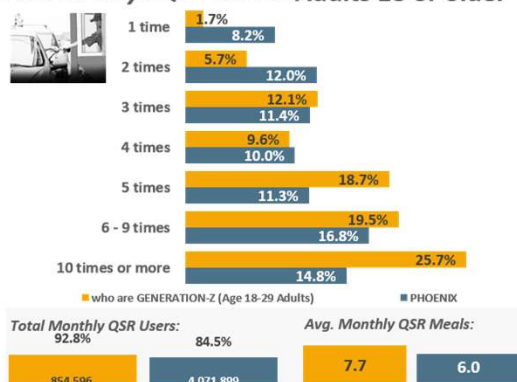
Used Past 30-days: Adults 18 or older



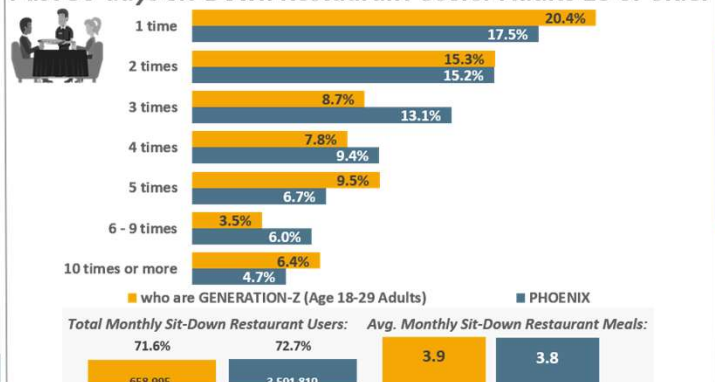


19.1% or 920,688 of PHOENIX DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 9.8% more likely to use QSRs past mo., 1.5% less likely to use Sit-Down Restaurants past mo., 2.4% more likely to use Casinos past yr., 62.1% less likely to smoke cigarettes.

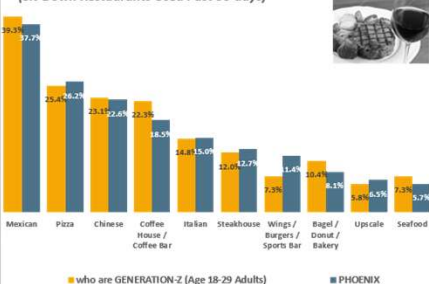
Past 30-days QSR Users: Adults 18 or older



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

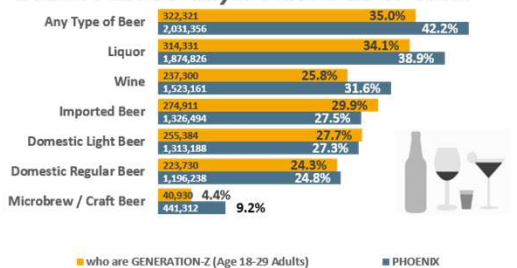


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

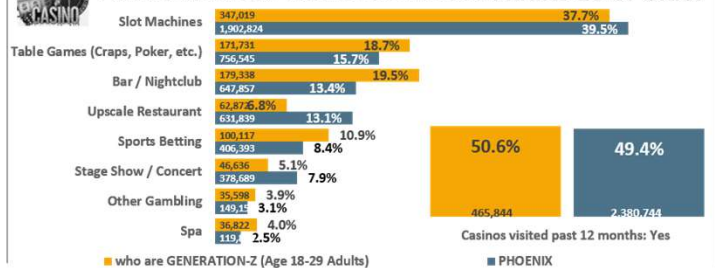


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who are GENERATION-Z (Age 18-29 Adults) 289,717 31.5%
PHOENIX 837,313 17.4%

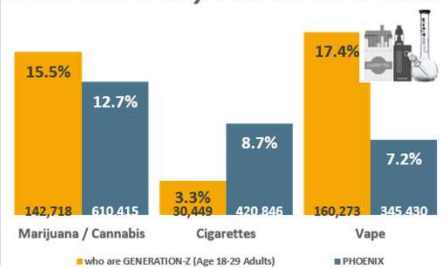
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





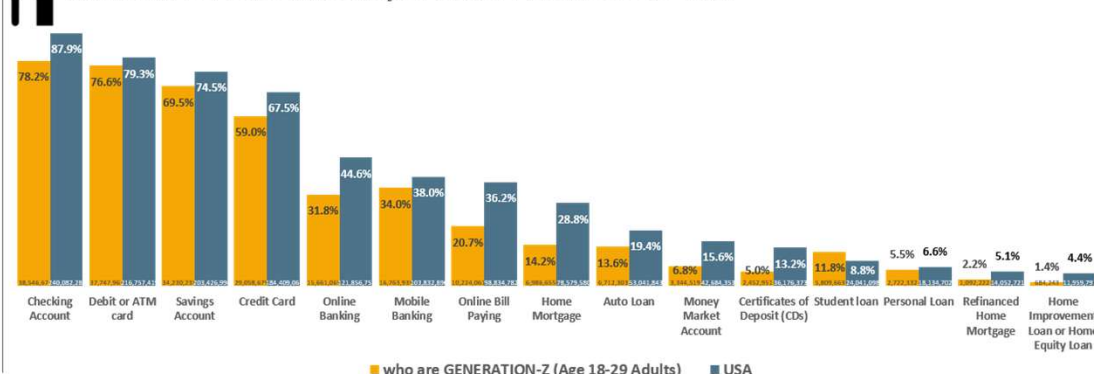
18.1% or 49,283,385 of USA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 11.2% less likely to have a 401K, 29.9% less likely to have an Auto Loan, 16.6% less likely to Invest/Trade Stocks Online, 6.9% more likely to pay with their Debit Card.



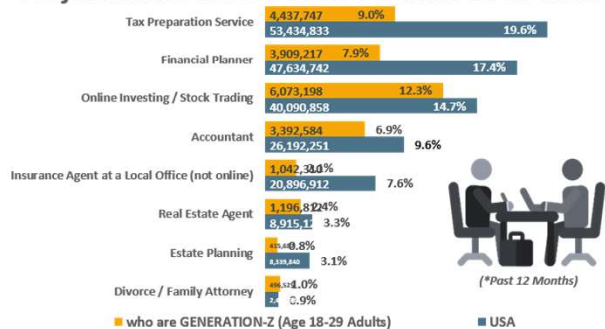
Investments Owned: Adults 18 or older



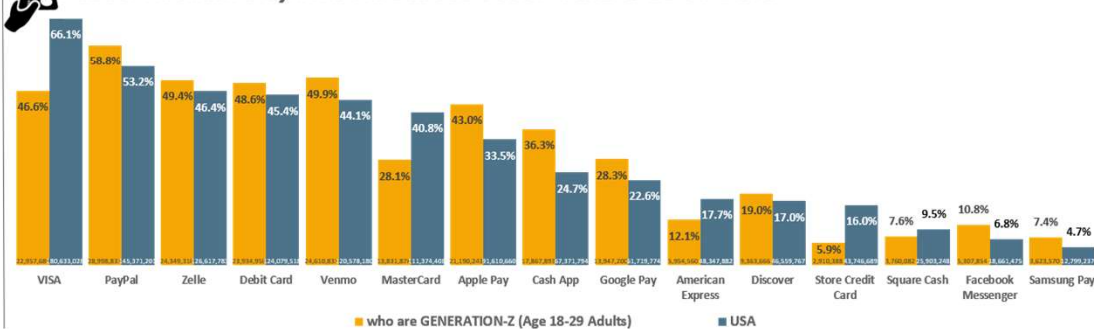
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

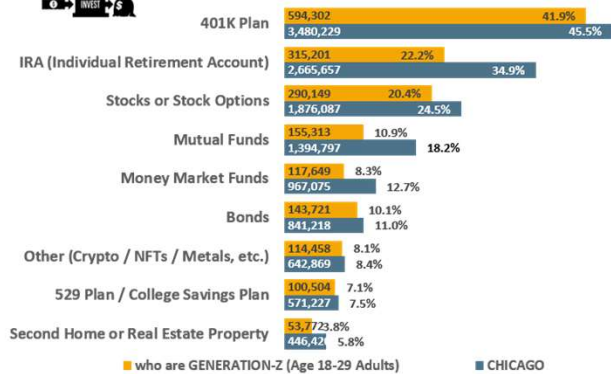




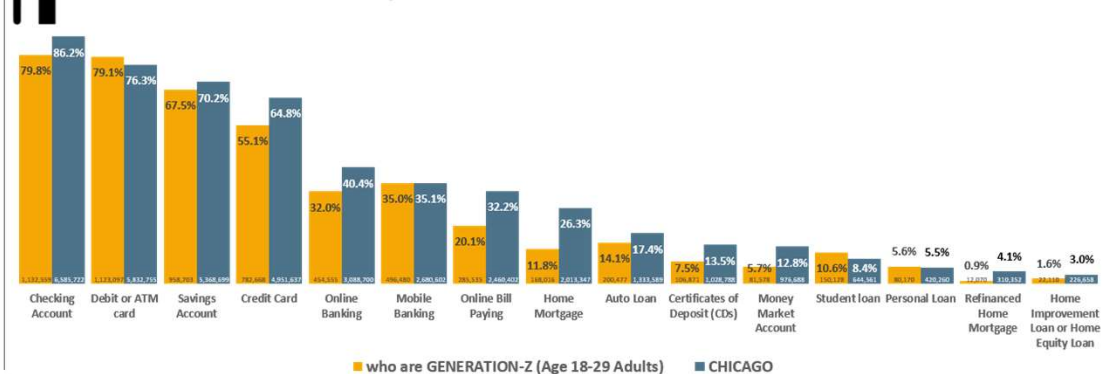
18.6% or 1,419,371 of CHICAGO DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 8.% less likely to have a 401K, 19.% less likely to have an Auto Loan, 8.4% less likely to Invest/Trade Stocks Online, 29.% more likely to pay with their Debit Card.



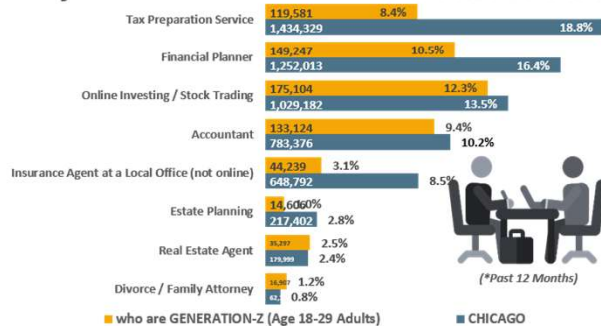
Investments Owned: Adults 18 or older



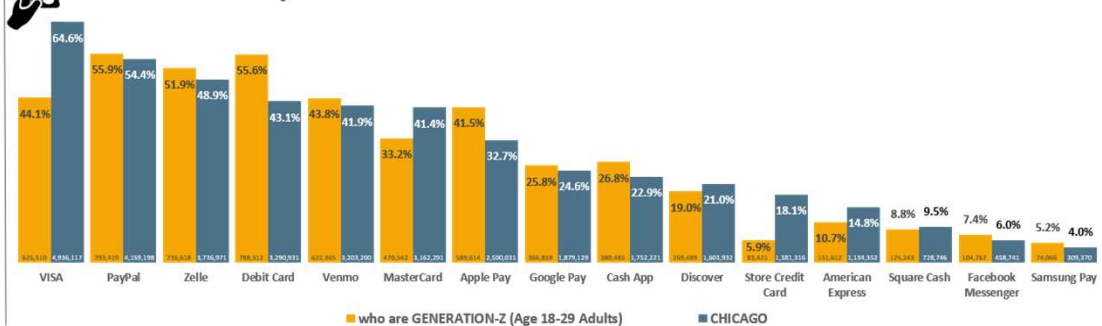
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

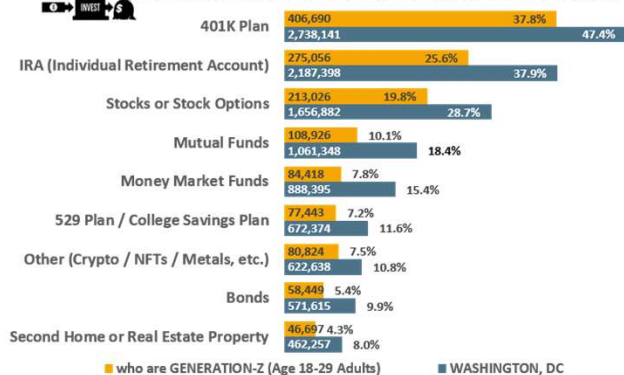




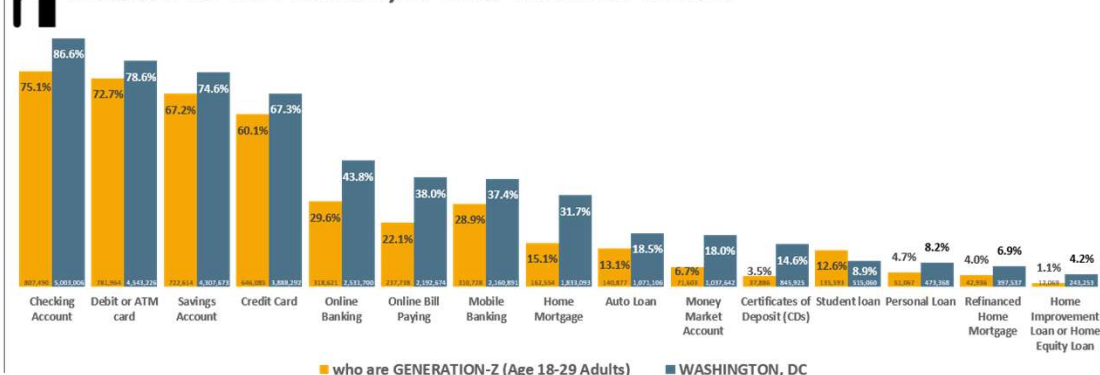
18.6% or 1,075,703 of WASHINGTON, DC DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 20.2% less likely to have a 401K, 29.4% less likely to have an Auto Loan, 14.4% less likely to Invest/Trade Stocks Online, 4.5% more likely to pay with their Debit Card.



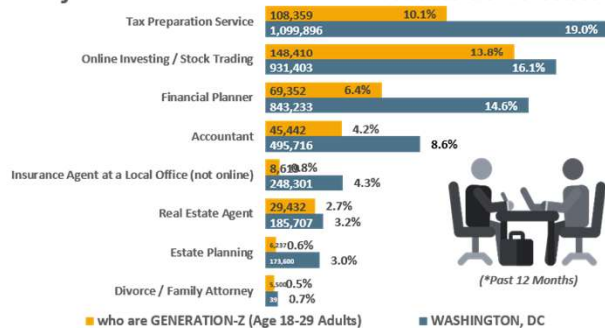
Investments Owned: Adults 18 or older



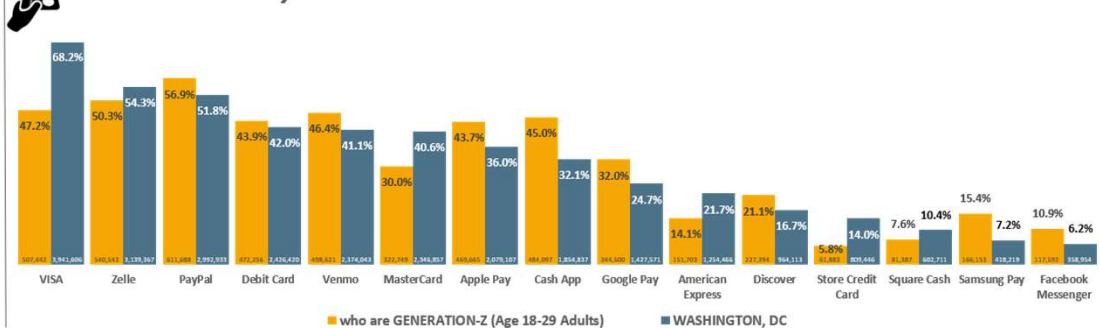
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

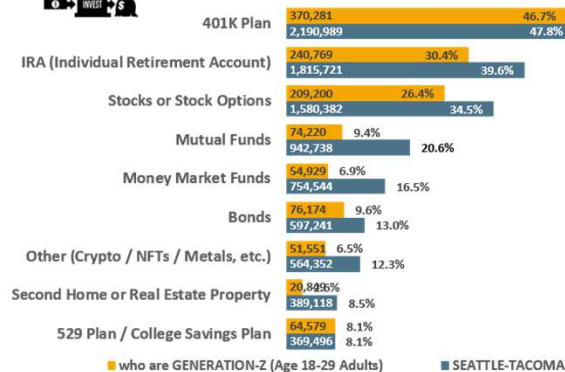




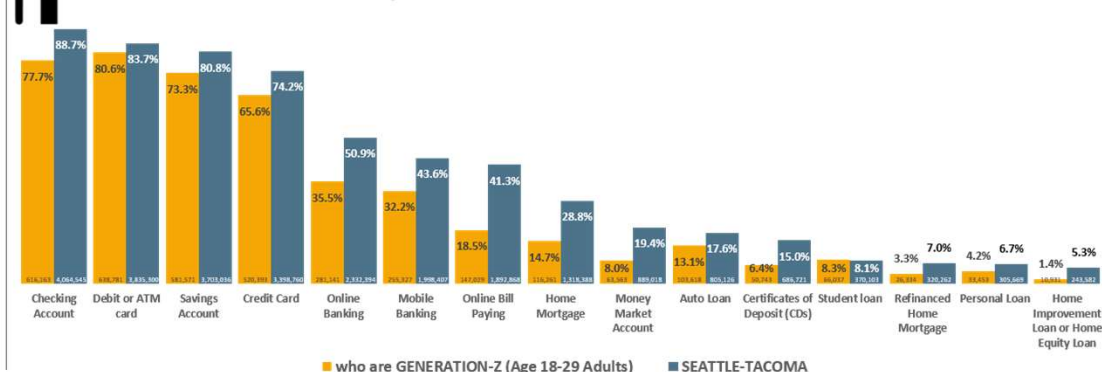
17.3% or 793,017 of SEATTLE-TACOMA DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults). Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 2.4% less likely to have a 401K, 25.7% less likely to have an Auto Loan, 28.8% less likely to Invest/Trade Stocks Online, 10.% less likely to pay with their Debit Card.



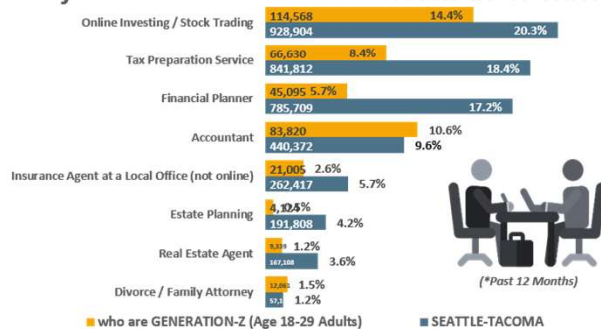
Investments Owned: Adults 18 or older



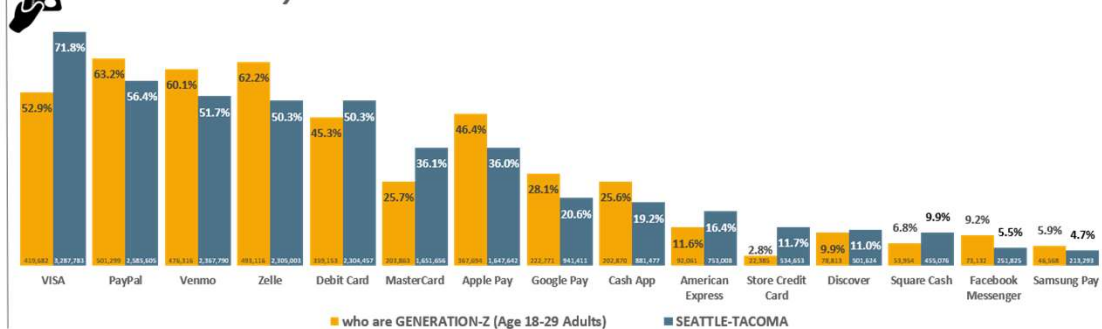
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

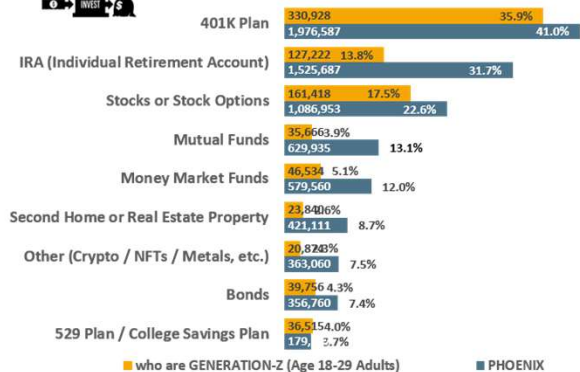




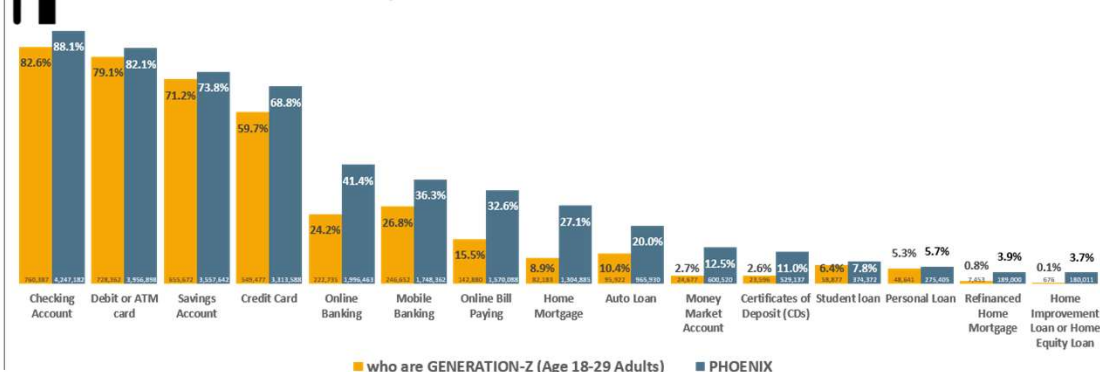
19.1% or 920,688 of PHOENIX DMA Adults 18 or older are GENERATION-Z (Age 18-29 Adults).
 Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) are 12.4% less likely to have a 401K, 48.% less likely to have an Auto Loan, 15.% less likely to Invest/Trade Stocks Online, 7.6% less likely to pay with their Debit Card.



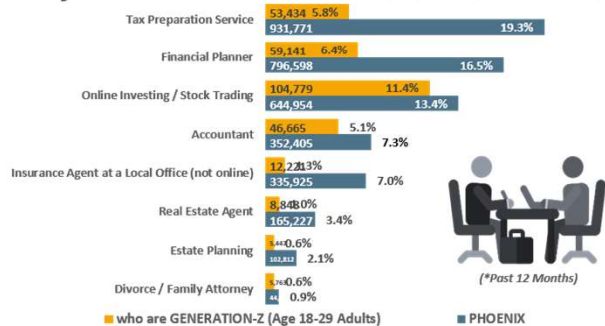
Investments Owned: Adults 18 or older



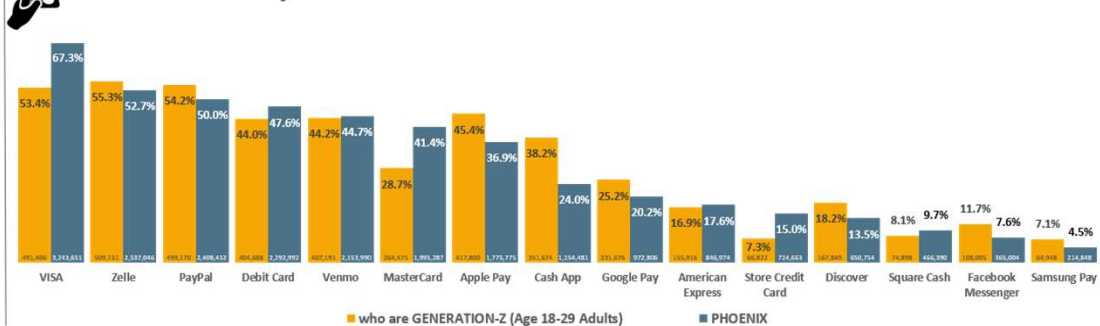
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

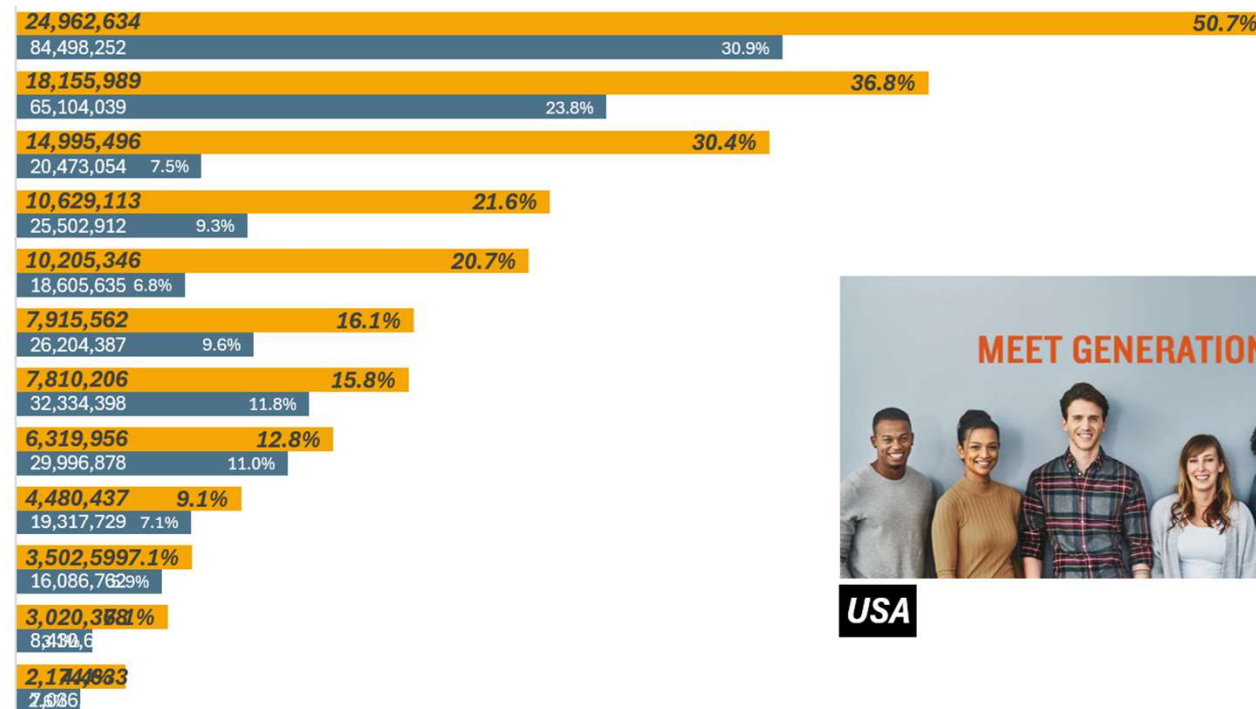




"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

-  **Play Video Games**
-  **Looking for a New Job**
- Still Attending College**
- LGBTQ+**
- Plan to Go Back to School**
- Plan to Move next 12mos**
- Plan to Buy a Used Vehicle**
- Plan to Buy/Lease New Vehicle**
- Use Online Dating Apps**
- Plan to Buy a House/Condo**
- Plan to Get Married**
- Plan Birth of a Child**



■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)



■ P18+ USA AVERAGE (Lifestyle/Future Plans)

USA DMA Scarborough R1 2026: Jan25-Mar26 Qual Intab: 3498
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



Still Attending College



LGBTQ+



Plan to Go Back to School



Plan to Buy a Used Vehicle



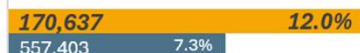
Plan to Move next 12mos



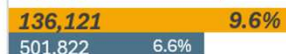
Plan to Buy/Lease New Vehicle



Plan to Buy a House/Condo



Use Online Dating Apps



Plan to Get Married



Plan Birth of a Child



■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

■ P18+ CHICAGO AVERAGE (Lifestyle/Future Plans)



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 587

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

Play Video Games



Looking for a New Job



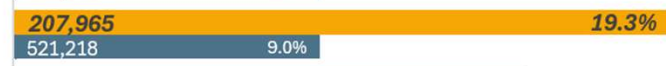
Still Attending College



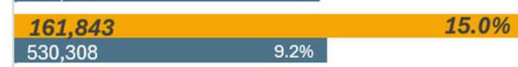
Plan to Go Back to School



LGBTQ+



Plan to Move next 12mos



Use Online Dating Apps



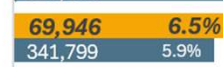
Plan to Buy a Used Vehicle



Plan to Buy/Lease New Vehicle



Plan to Buy a House/Condo



Plan to Get Married



Plan Birth of a Child



■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

■ P18+ WASHINGTON, DC AVERAGE (Lifestyle/Future Plans)

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 960
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"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

PlayStation® Play Video Games



indeed® Looking for a New Job



LGBTQ+



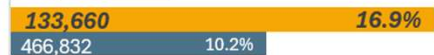
Still Attending College



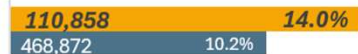
Plan to Go Back to School



Plan to Move next 12mos



Plan to Buy/Lease New Vehicle



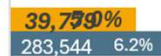
Plan to Buy a Used Vehicle



Plan Birth of a Child



Use Online Dating Apps



Plan to Get Married



Plan to Buy a House/Condo



■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

■ P18+ SEATTLE-TACOMA AVERAGE (Lifestyle/Future Plans)



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 495
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Lifestyle/Future Plans"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

 **Play Video Games**



 **Looking for a New Job**



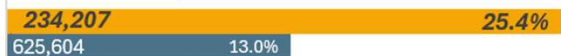
Still Attending College



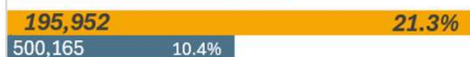
Plan to Go Back to School



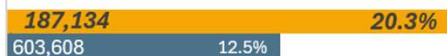
Plan to Buy a Used Vehicle



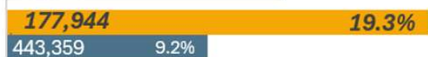
Plan to Move next 12mos



Plan to Buy/Lease New Vehicle



LGBTQ+



Plan to Get Married



Plan Birth of a Child



Use Online Dating Apps



Plan to Buy a House/Condo



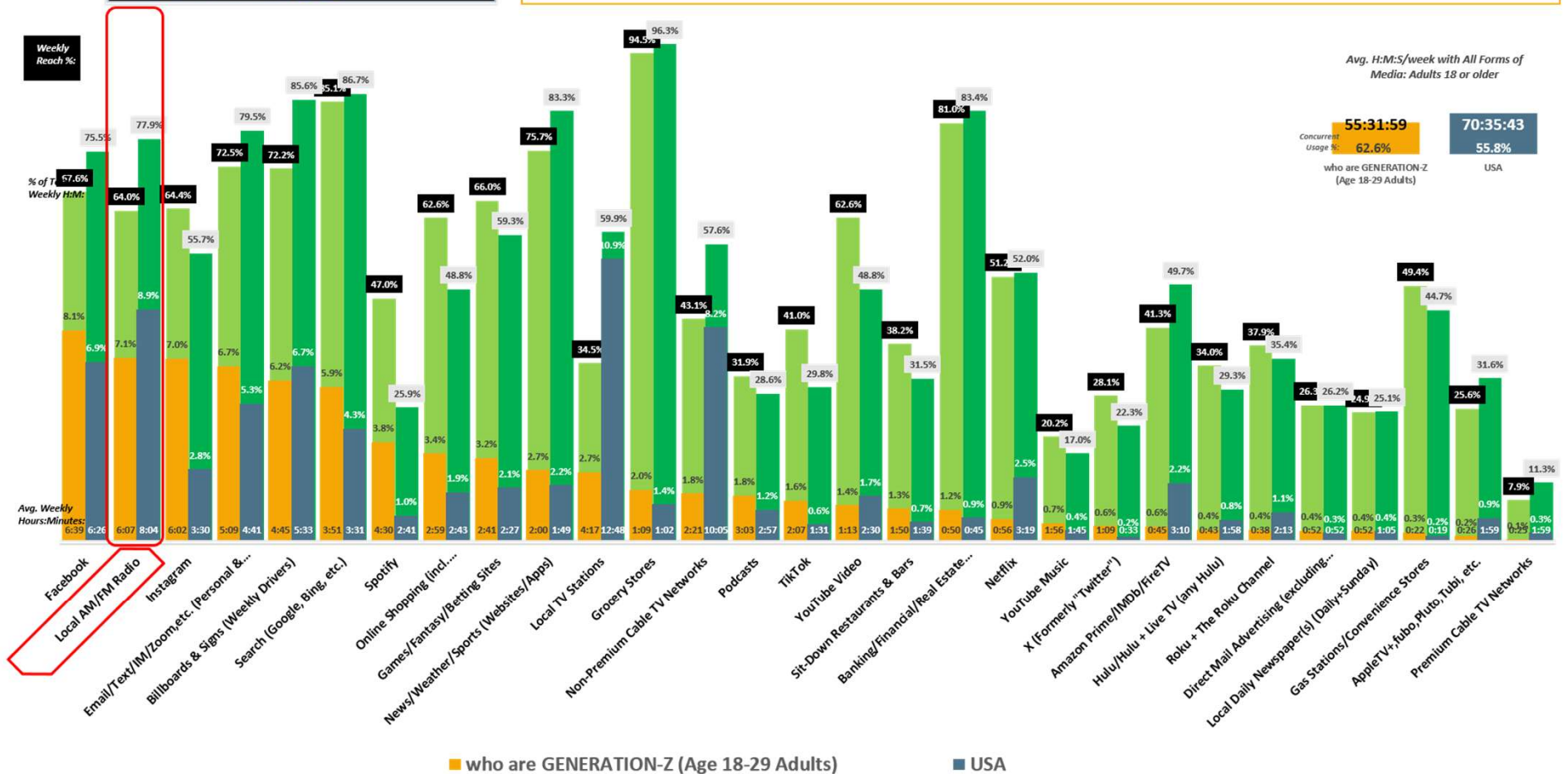
■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Lifestyle/Future Plans)

■ P18+ PHOENIX AVERAGE (Lifestyle/Future Plans)



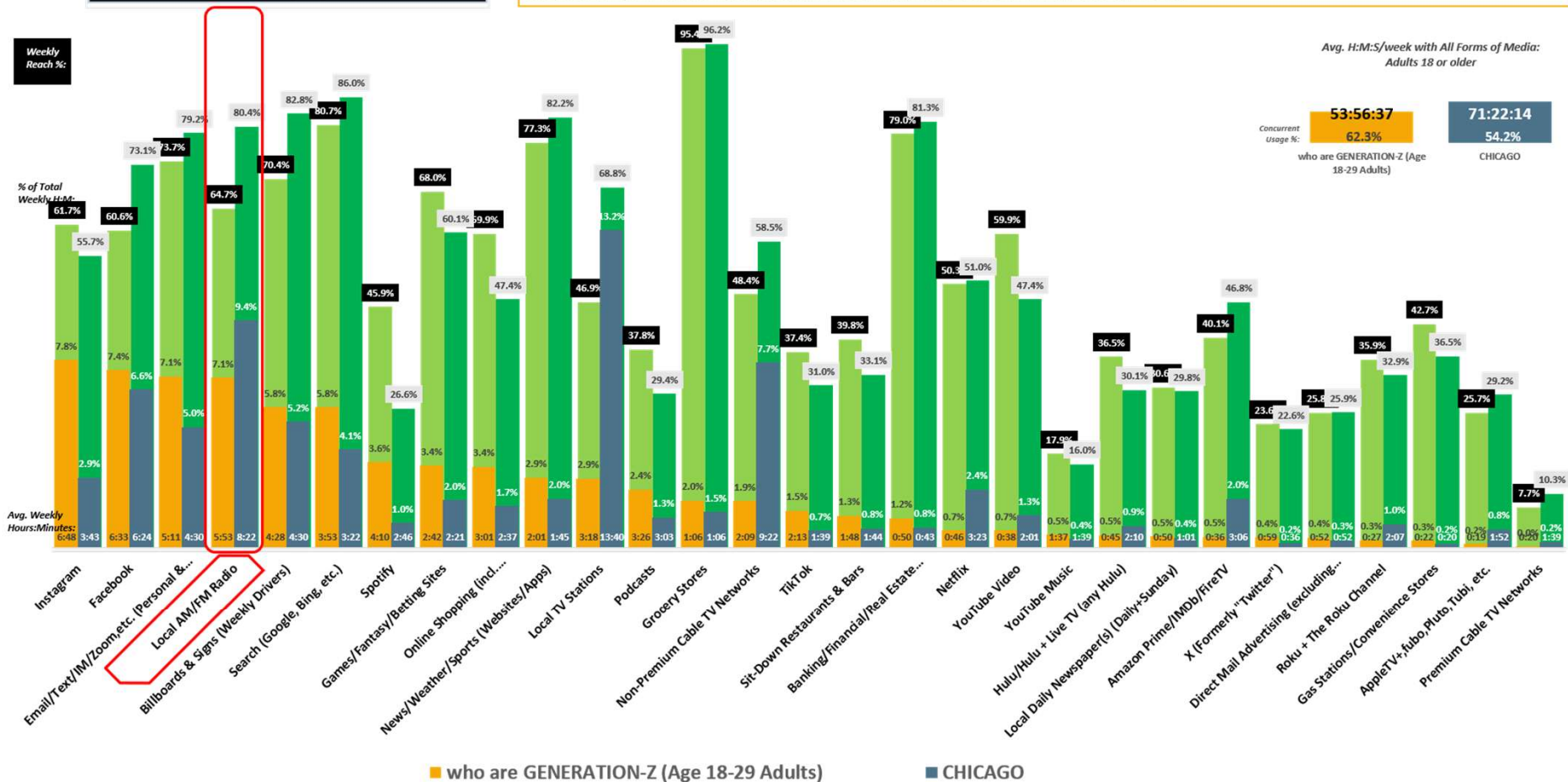


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 7 hours, 31 minutes and 59 seconds each week with All Forms of Media.
 64.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 7 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



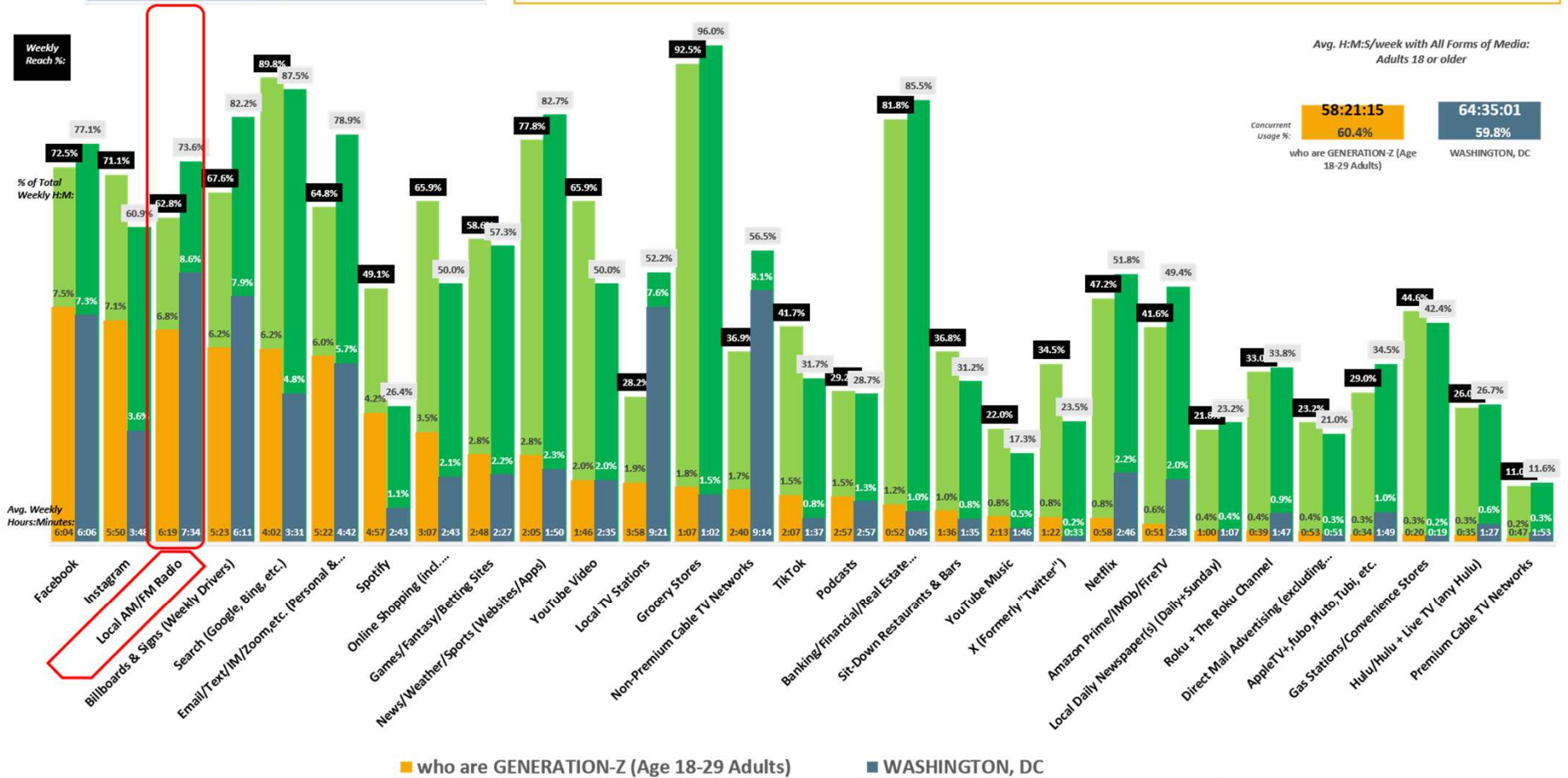


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 5 hours, 56 minutes and 37 seconds each week with All Forms of Media.
 64.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 53 minutes each week listening to All Local AM/FM Radio, representing 7.1% of total time spent with all forms of Media.



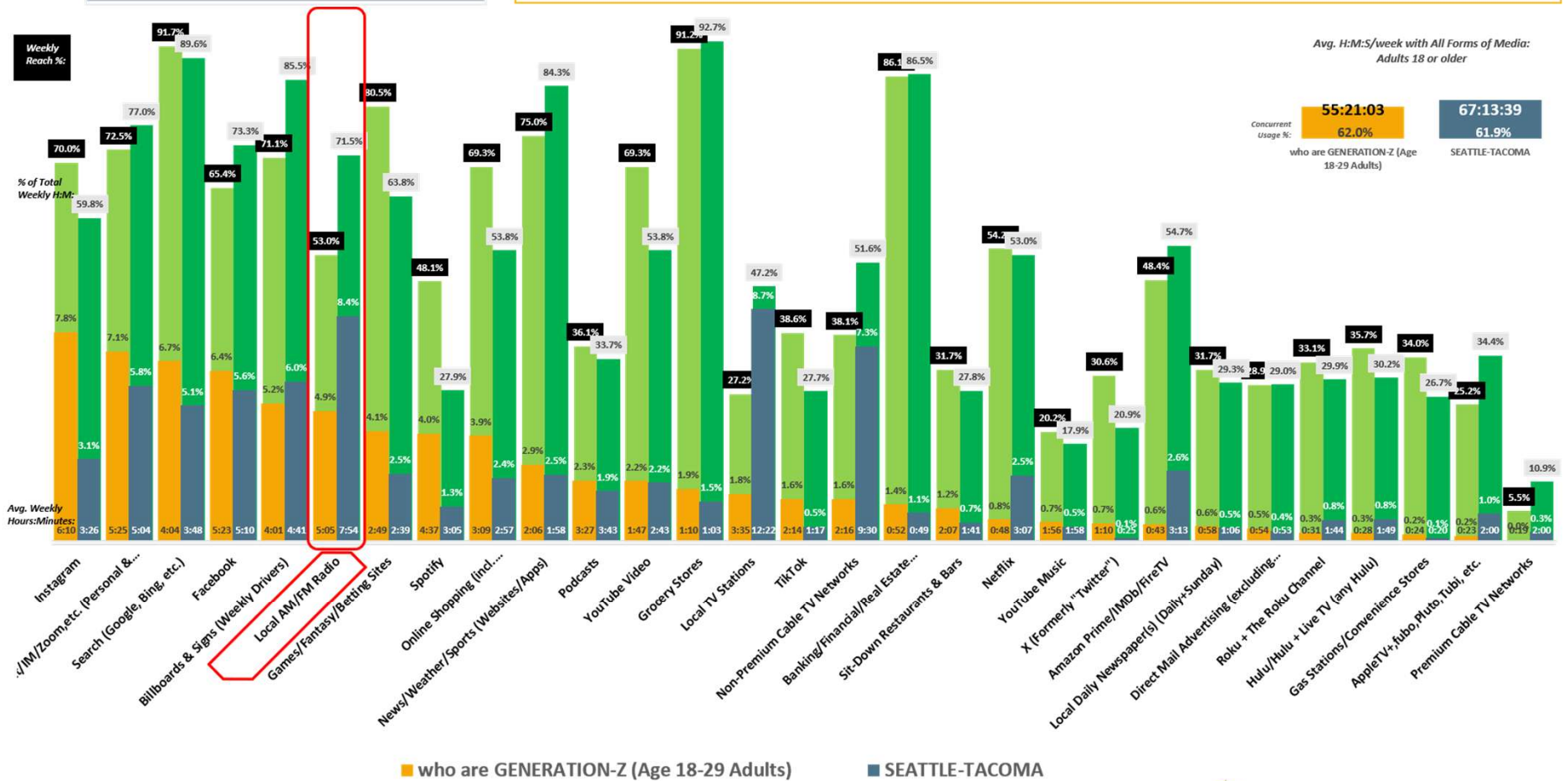


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 10 hours, 21 minutes and 15 seconds each week with All Forms of Media.
 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 19 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



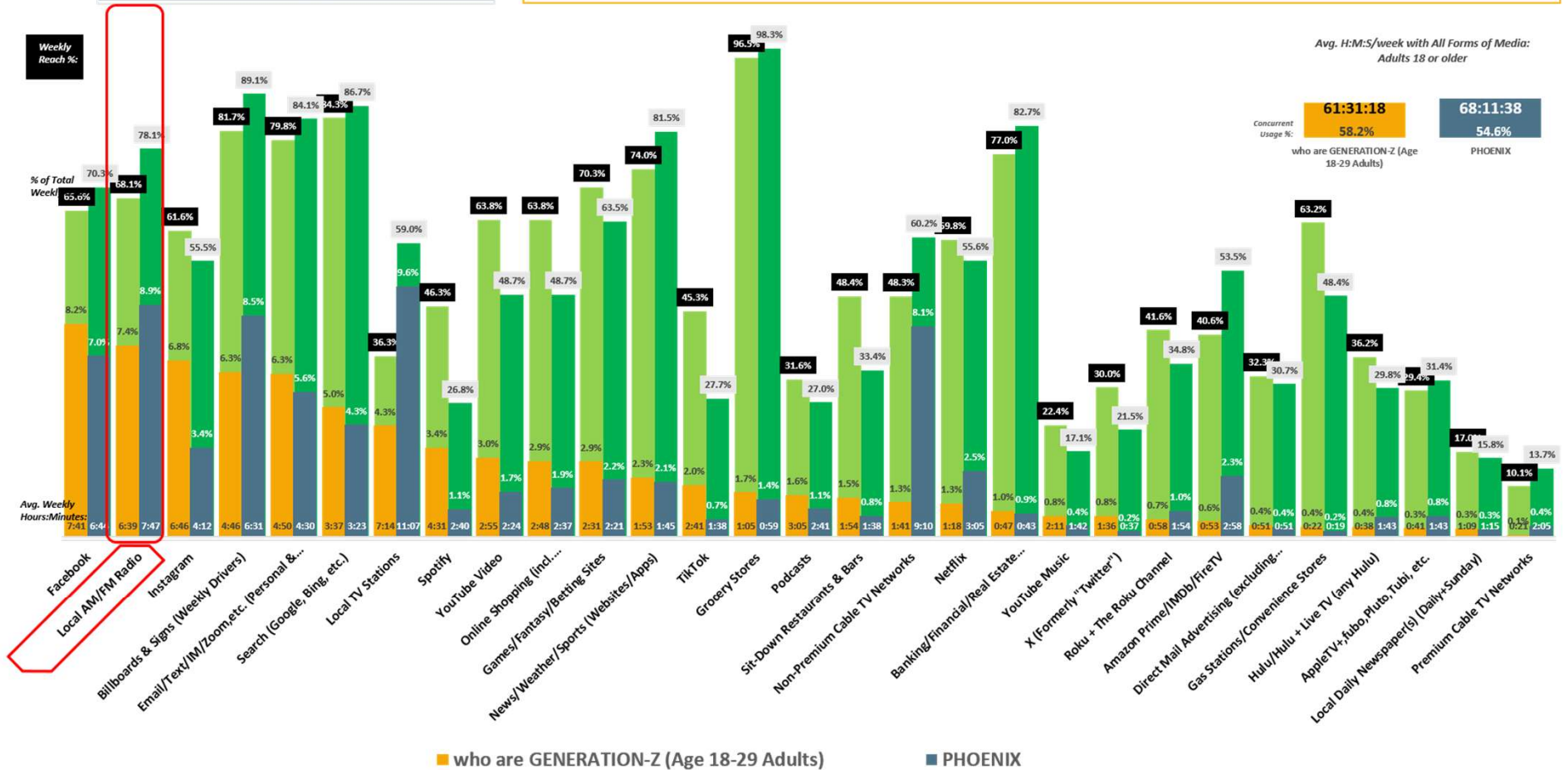


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 7 hours, 21 minutes and 3 seconds each week with All Forms of Media.
 53.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 5 minutes each week listening to All Local AM/FM Radio, representing 4.9% of total time spent with all forms of Media.



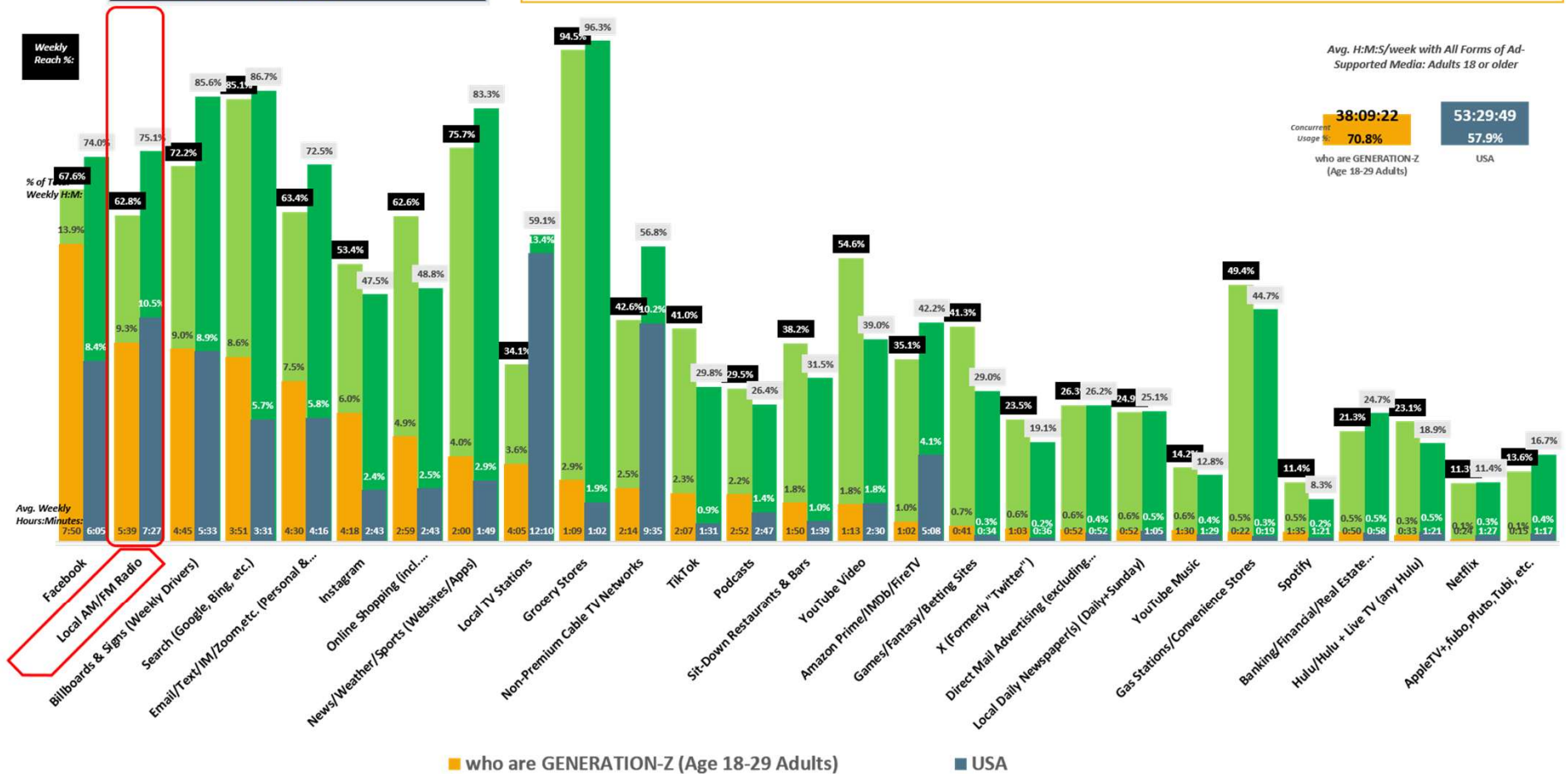


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 2 days, 13 hours, 31 minutes and 18 seconds each week with All Forms of Media.
 68.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 39 minutes each week listening to All Local AM/FM Radio, representing 7.4% of total time spent with all forms of Media.





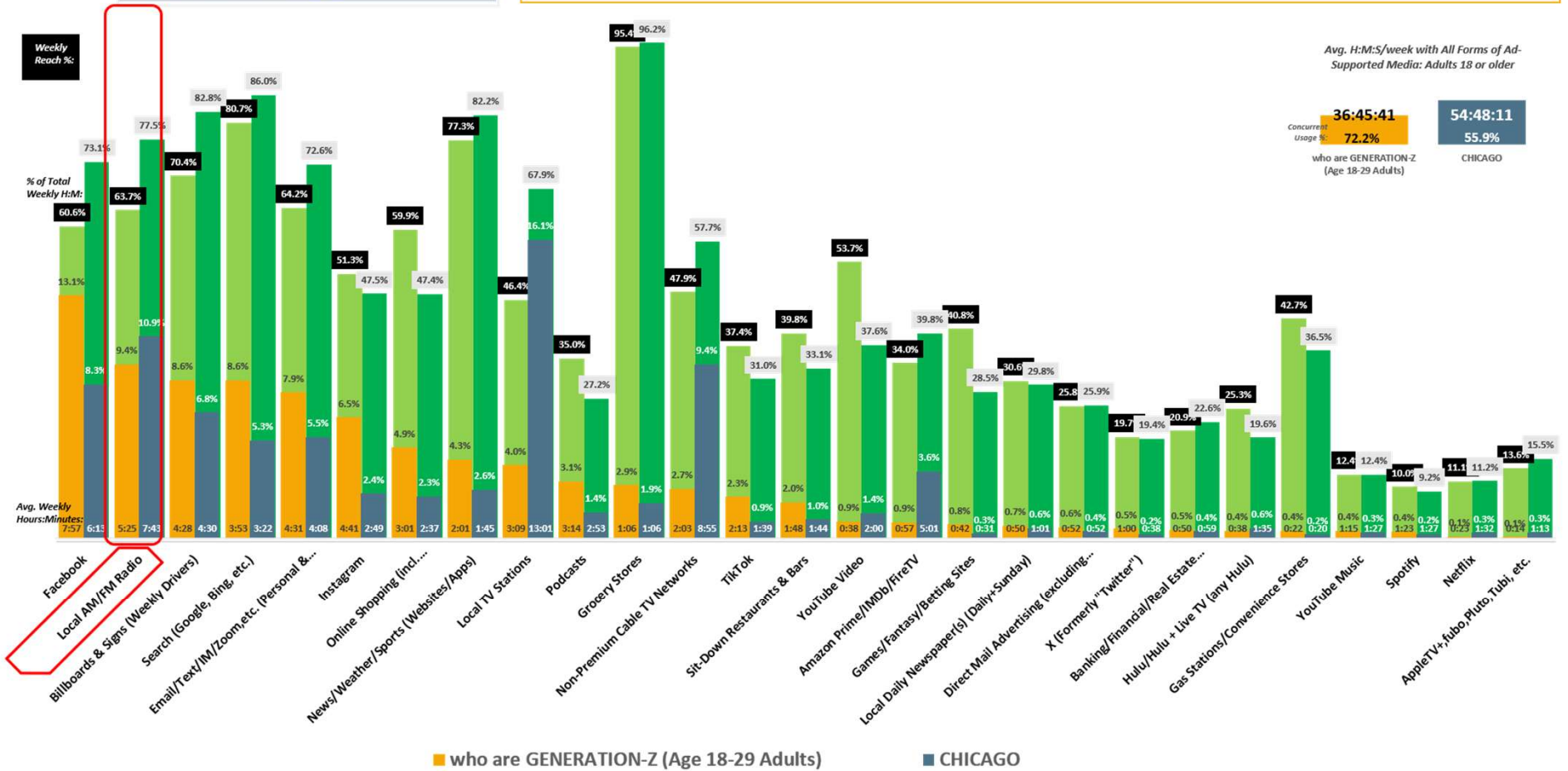
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 14 hours, 9 minutes and 22 seconds each week with All Forms of Ad-Supported Media.
 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 39 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.3% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 12 hours, 45 minutes and 41 seconds each week with All Forms of Ad-Supported Media.

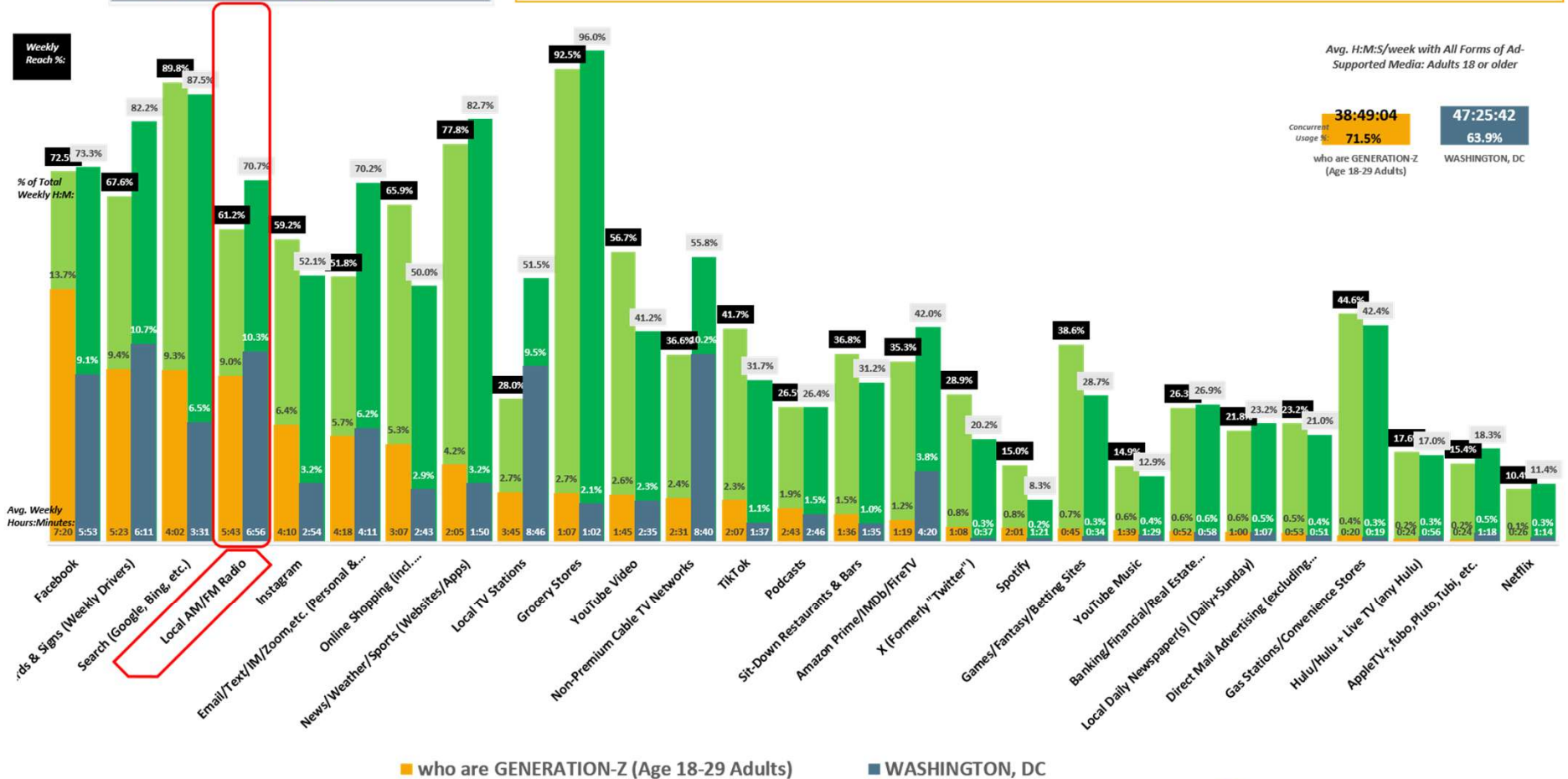
63.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 14 hours, 49 minutes and 4 seconds each week with All Forms of Ad-Supported Media.

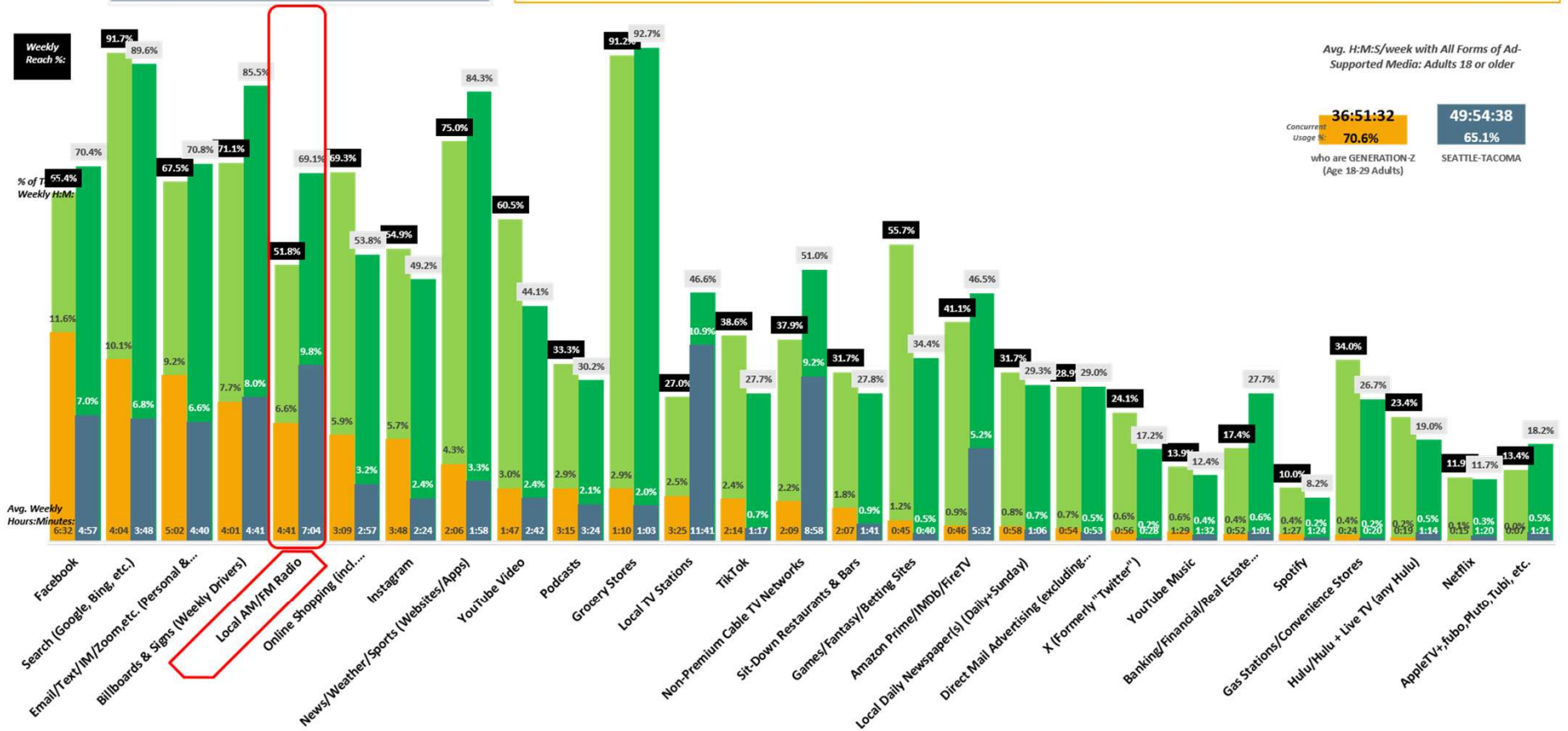
61.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 5 hours and 43 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.1% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 12 hours, 51 minutes and 32 seconds each week with All Forms of Ad-Supported Media.

51.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 4 hours and 41 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 6.6% 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

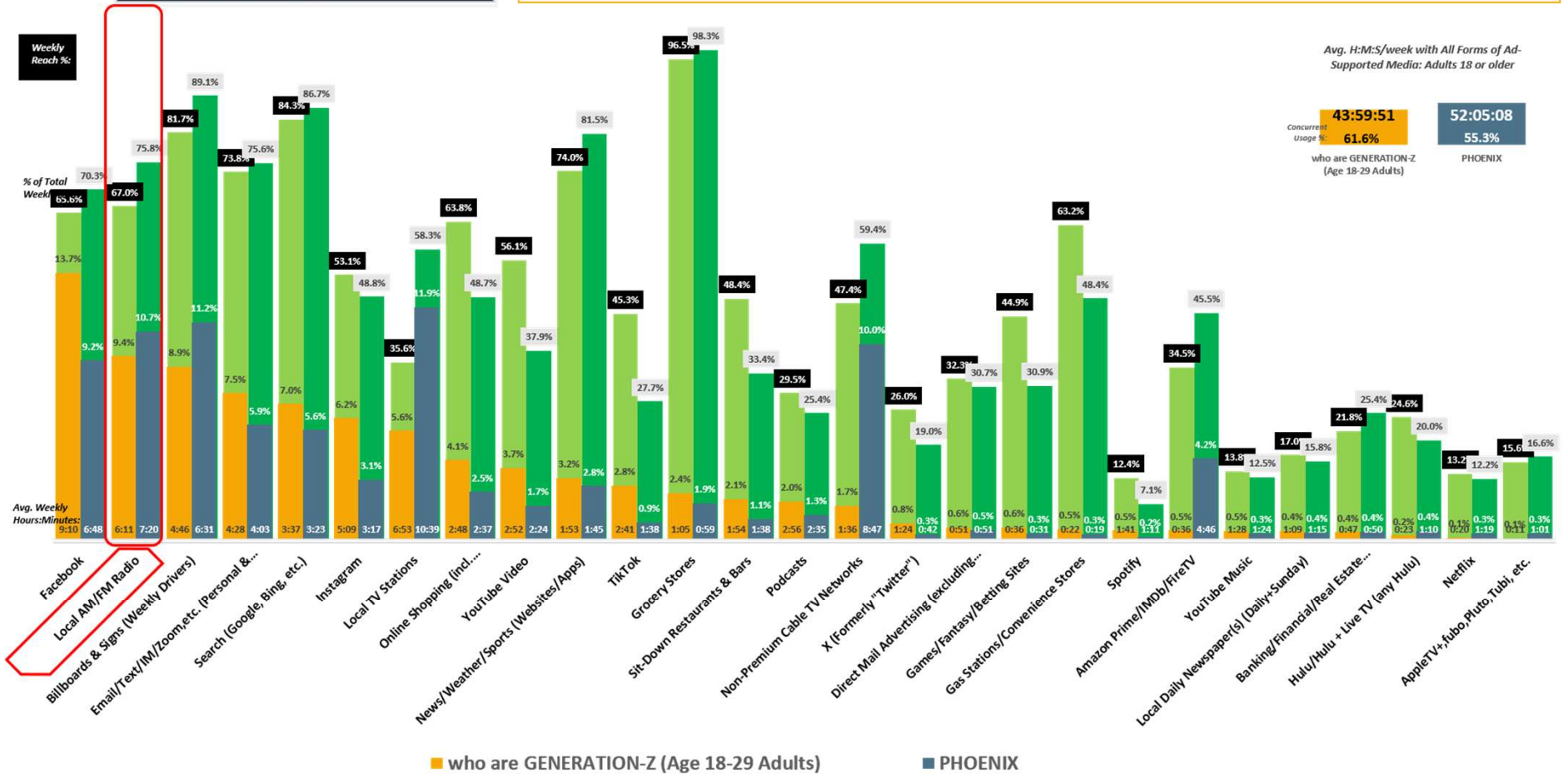
36:51:32
70.6%
who are GENERATION-Z (Age 18-29 Adults)

49:54:38
65.1%
SEATTLE-TACOMA

■ who are GENERATION-Z (Age 18-29 Adults) ■ SEATTLE-TACOMA



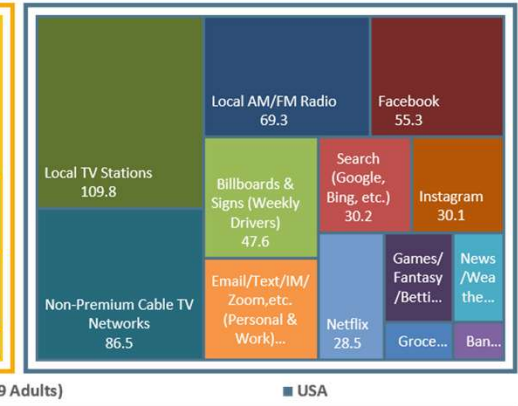
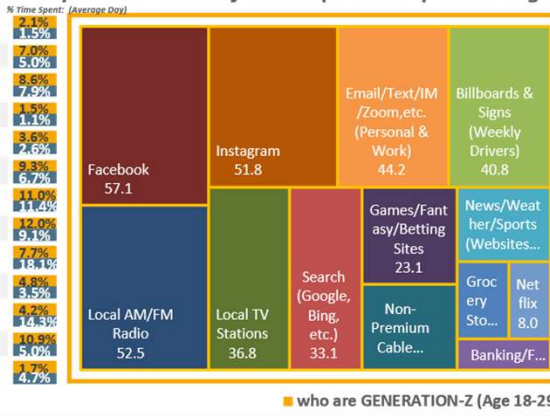
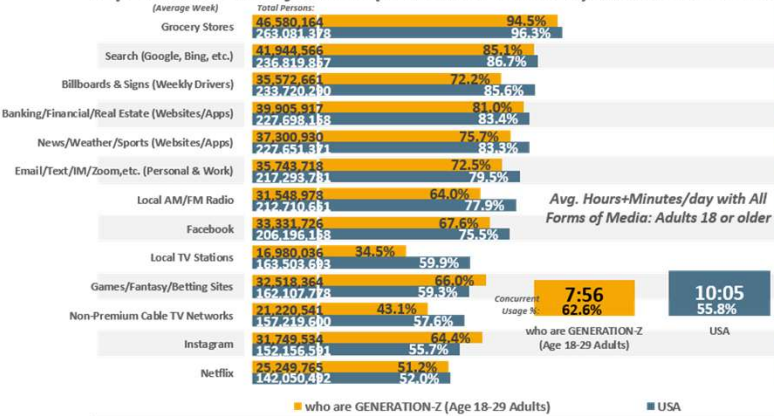
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 1 days, 19 hours, 59 minutes and 51 seconds each week with All Forms of Ad-Supported Media.
 67.0% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an avg. of 6 hours and 11 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.4% of total time spent with all forms of Ad-Supported Media.



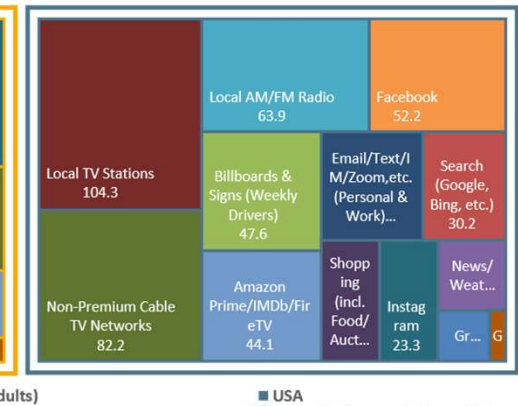
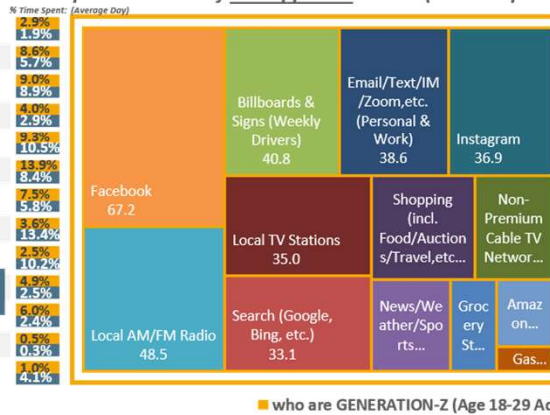
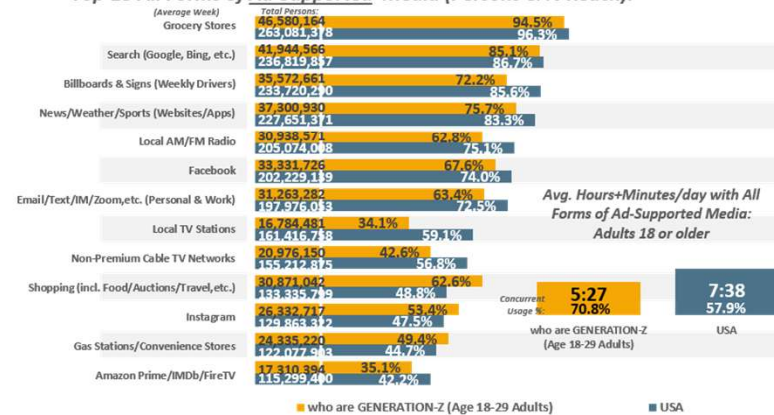


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 27 minutes each day with All Forms of Ad-Supported Media. 62.8% listen to Local AM/FM Radio for an avg. of 48.5 minutes/day. (Local Radio delivers 9.3% of Time with Ad-Supported Media.)

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**



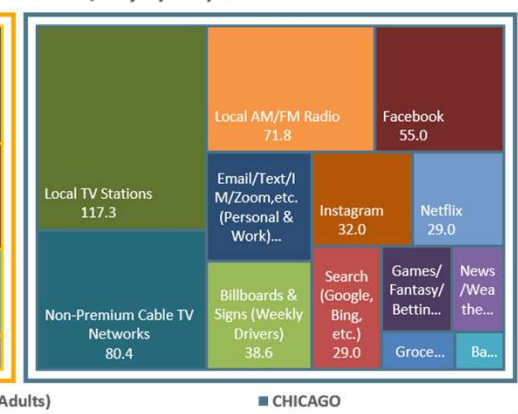
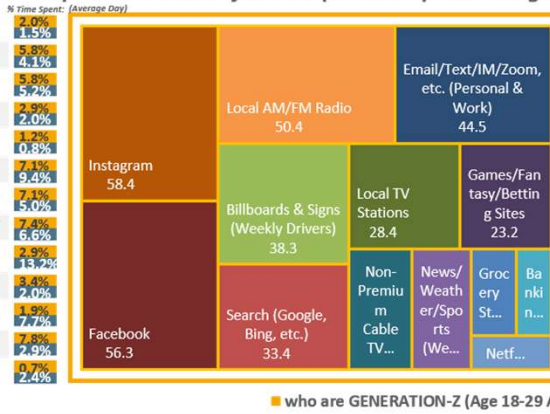
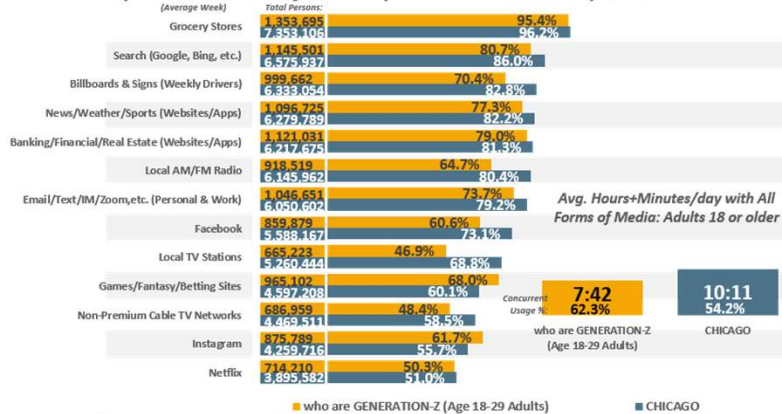
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



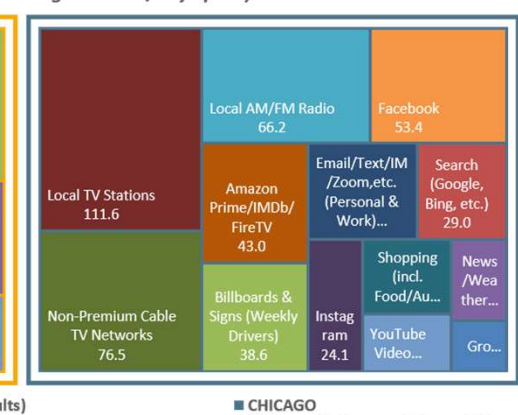
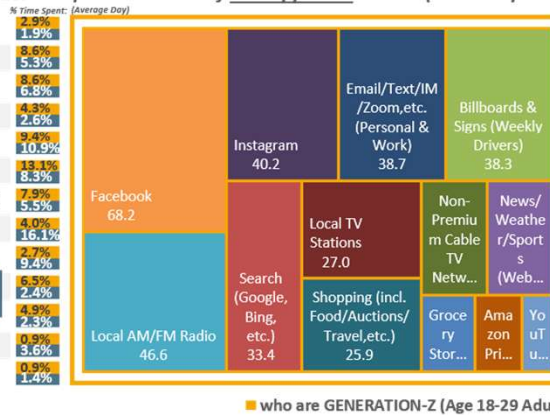
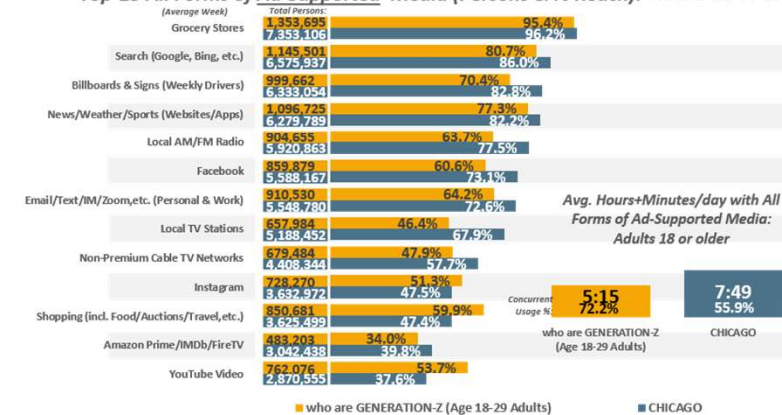


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 15 minutes each day with All Forms of Ad-Supported Media. 63.7% listen to Local AM/FM Radio for an avg. of 46.6 minutes/day. (Local Radio delivers 9.4% of Time with Ad-Supported Media.)

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**



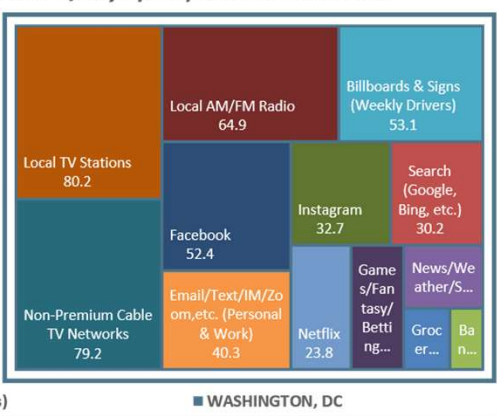
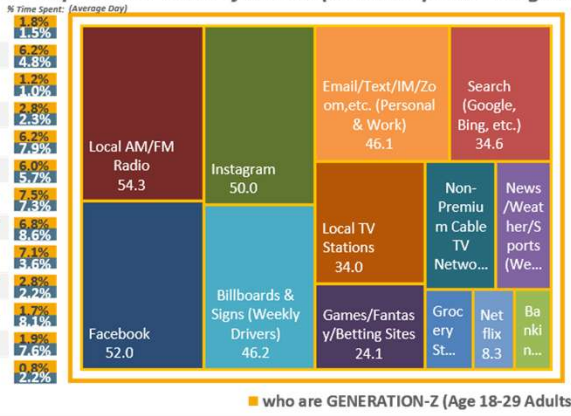
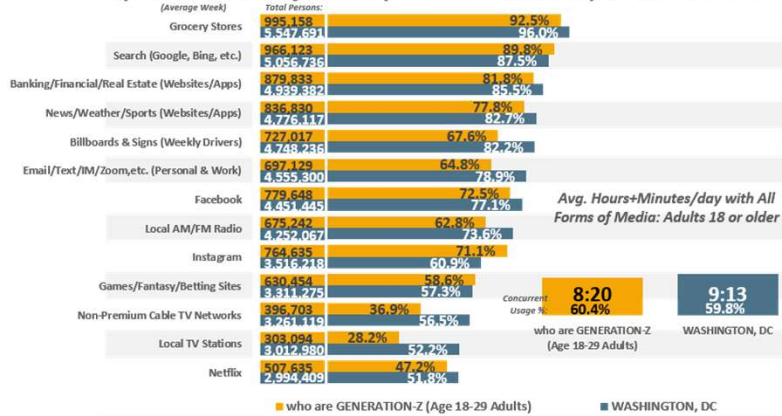
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



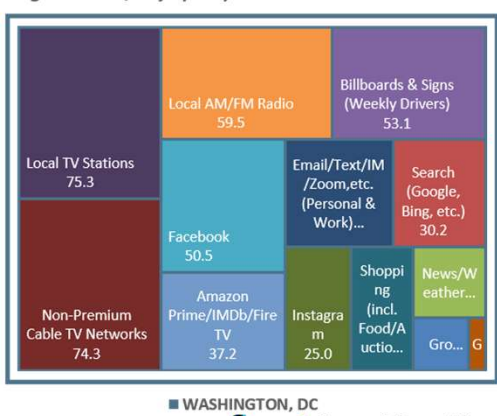
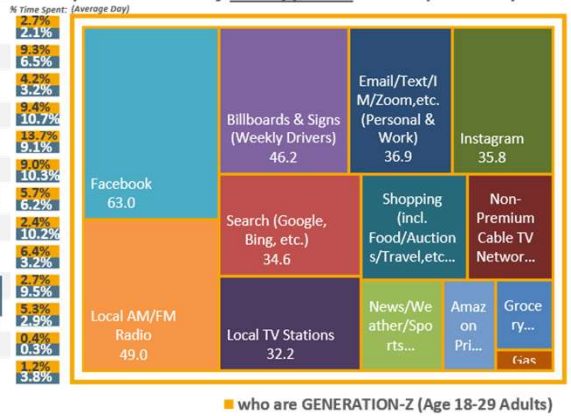
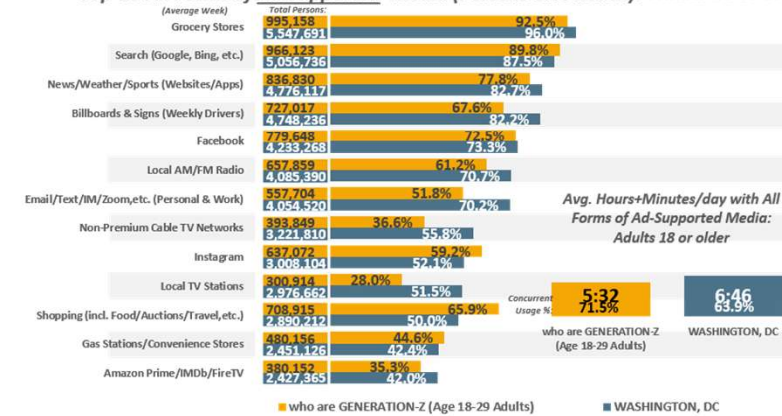


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 32 minutes each day with All Forms of Ad-Supported Media. 61.2% listen to Local AM/FM Radio for an avg. of 49. minutes/day.
(Local Radio delivers 9.% of Time with Ad-Supported Media.)

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960
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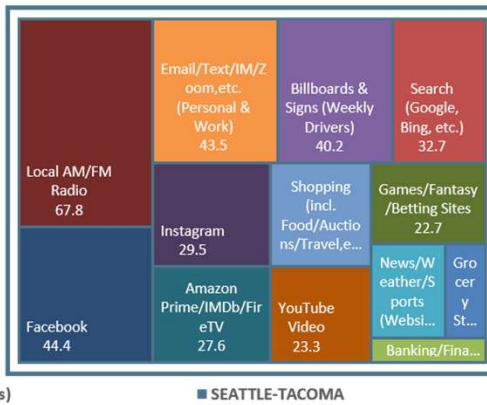
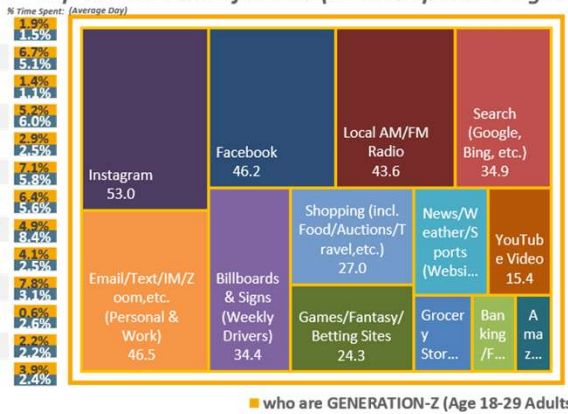
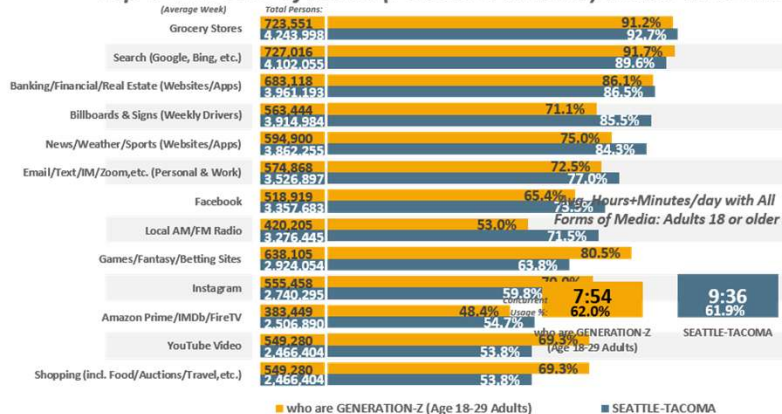
WASHINGTON, DC
soefa.ai Share of Everything for Anything.

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

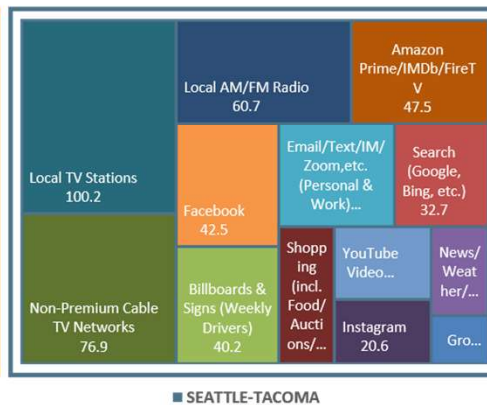
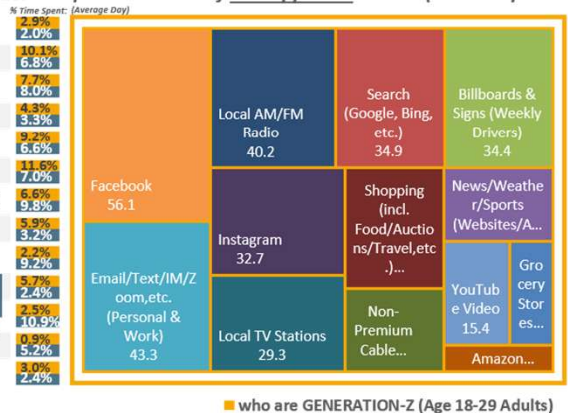
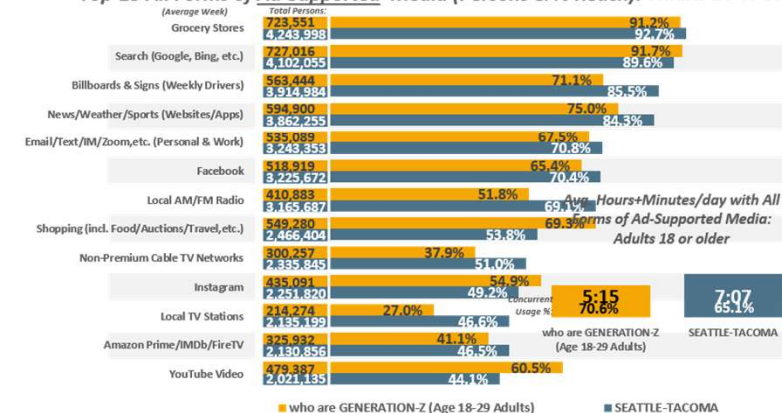


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 5 hours and 15 minutes each day with All Forms of Ad-Supported Media. 51.8% listen to Local AM/FM Radio for an avg. of 40.2 minutes/day.
(Local Radio delivers 6.6% of Time with Ad-Supported Media.)

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**



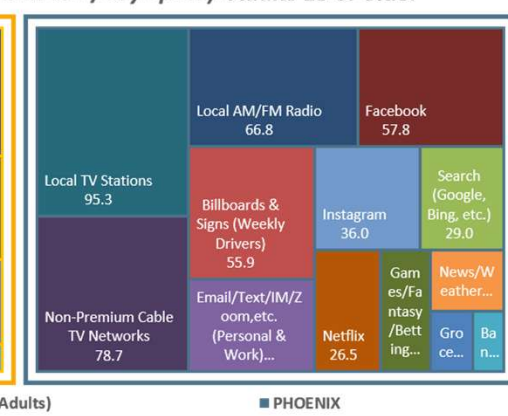
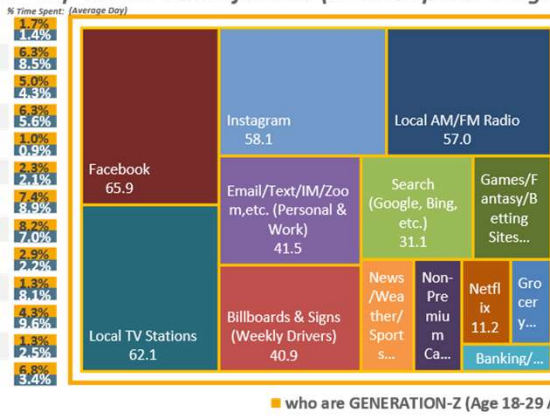
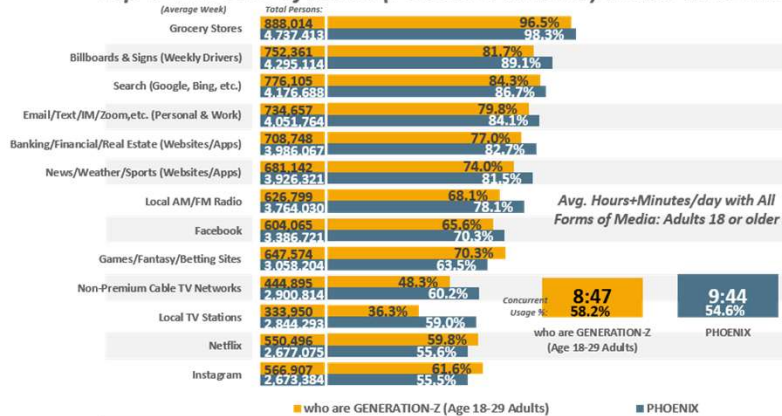
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



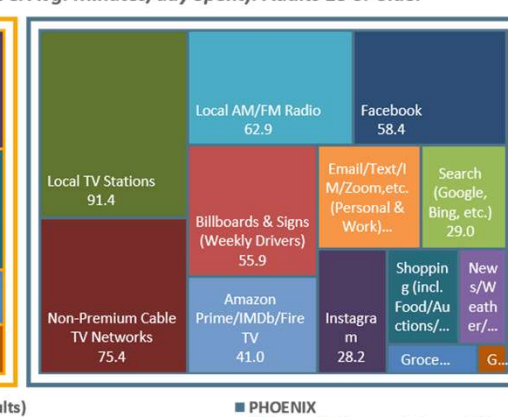
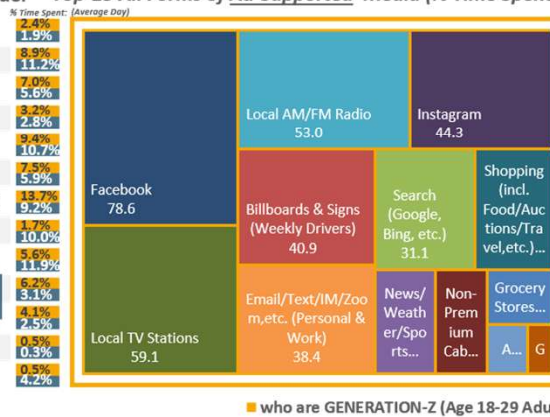
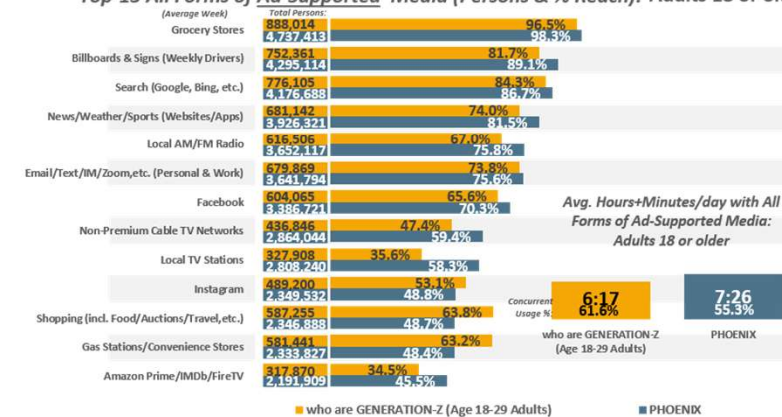


Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 6 hours and 17 minutes each day with All Forms of Ad-Supported Media. 67.% listen to Local AM/FM Radio for an avg. of 53. minutes/day.
(Local Radio delivers 9.4% of Time with Ad-Supported Media.)

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**



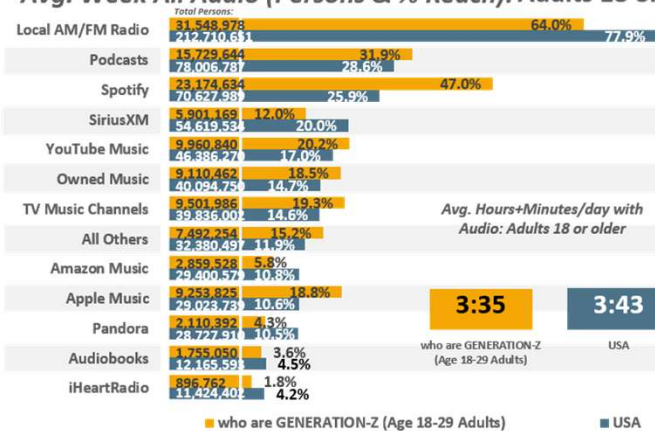
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older **Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



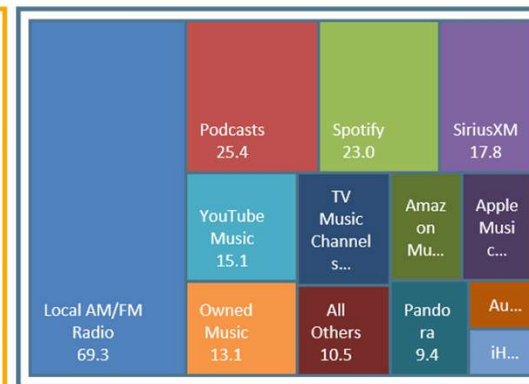
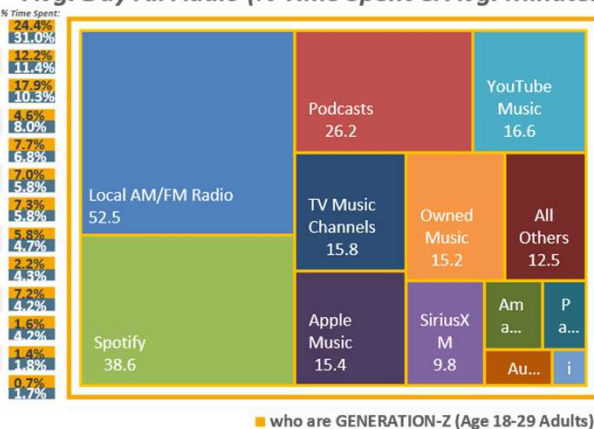


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.

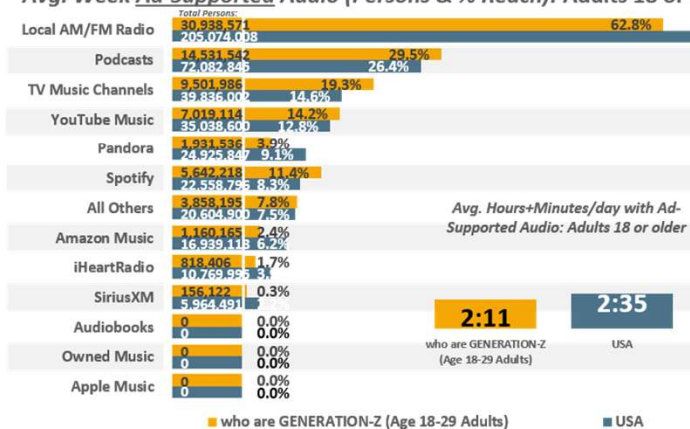
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



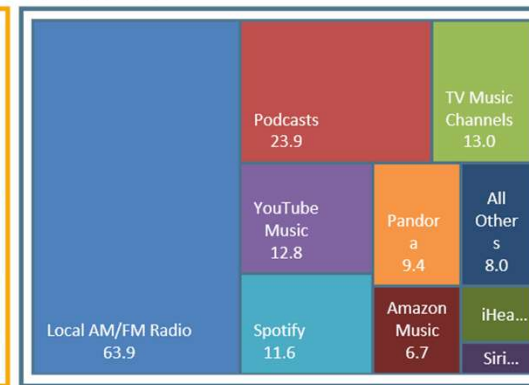
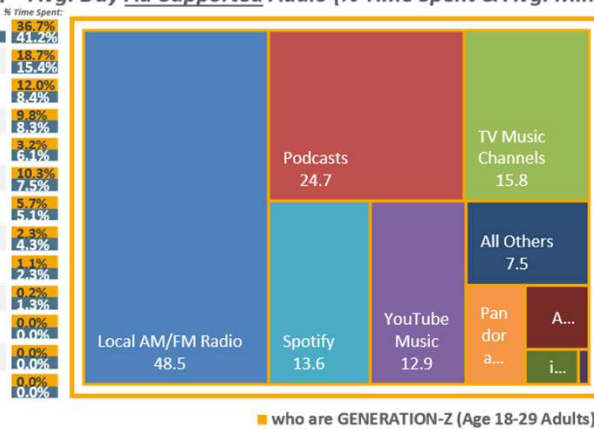
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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Scarborough R1 2026: Jan 25-Mar26 USA Projection

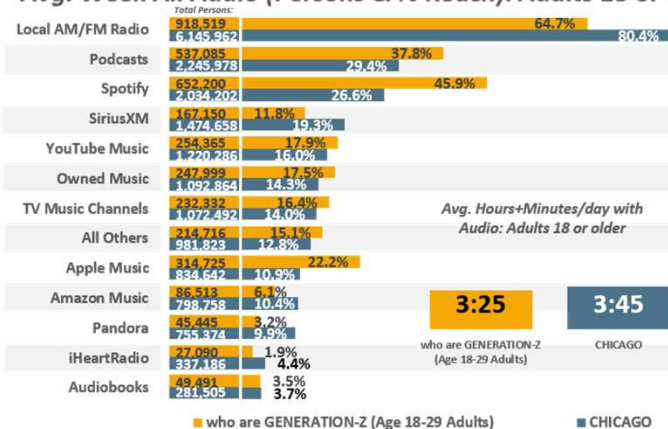
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

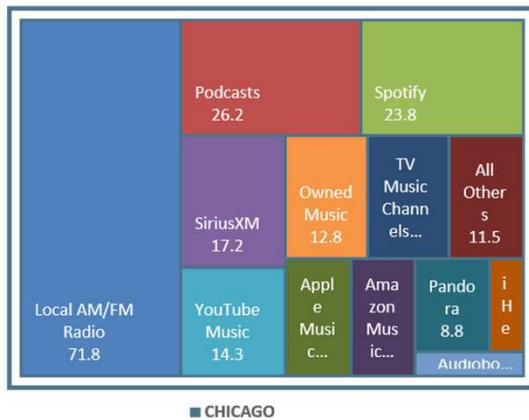
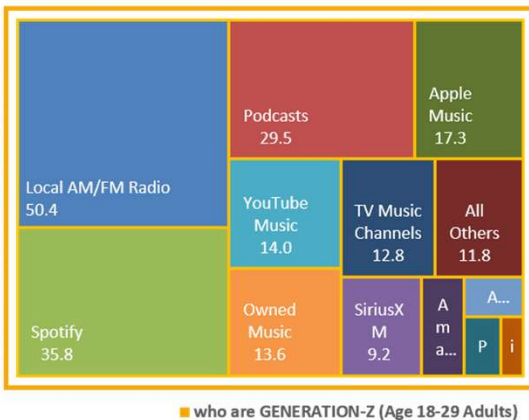


904,655 or 63.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 46.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.

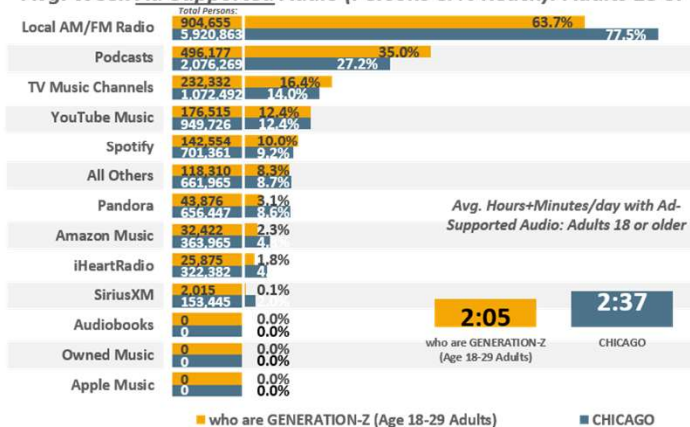
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



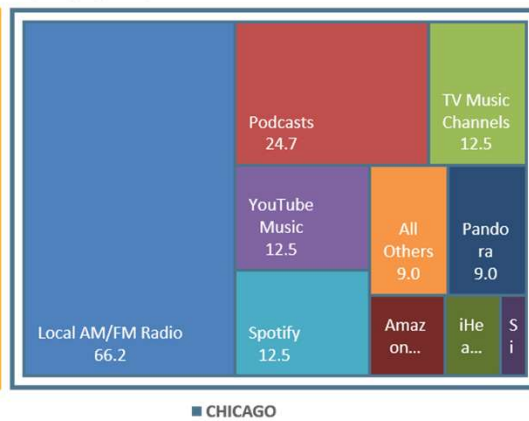
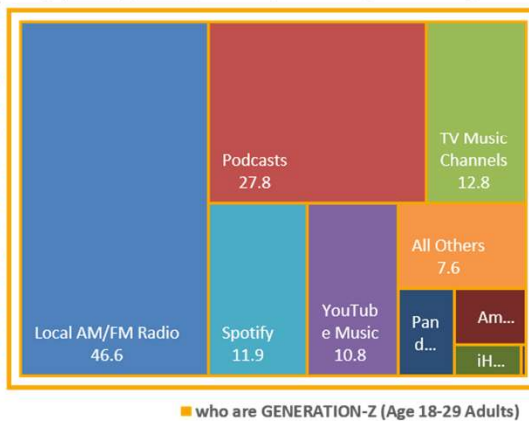
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



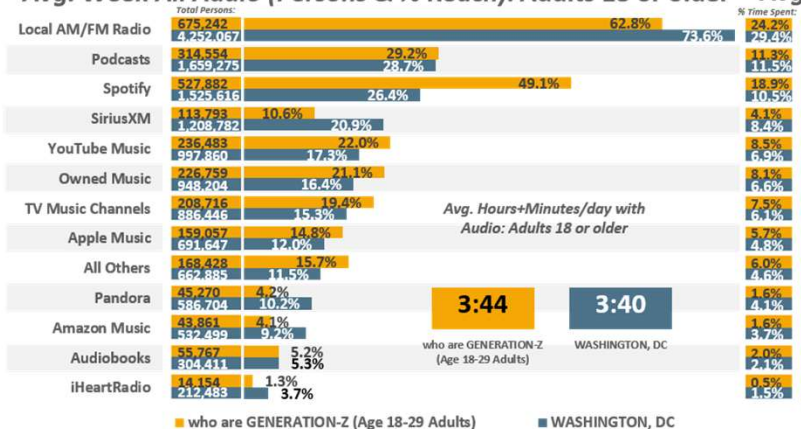
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



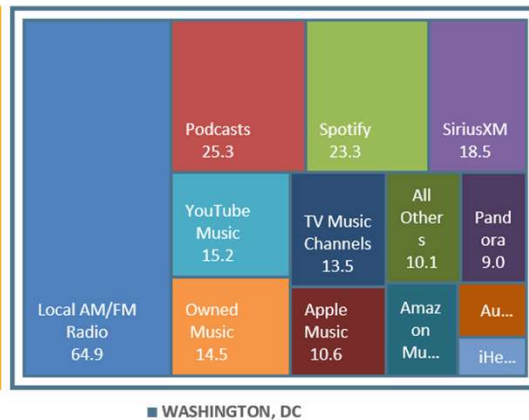
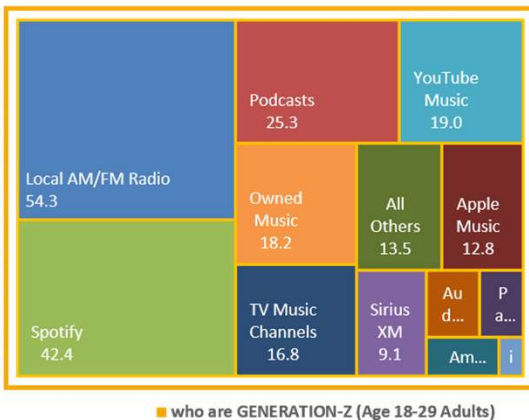


657,859 or 61.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 49. minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.

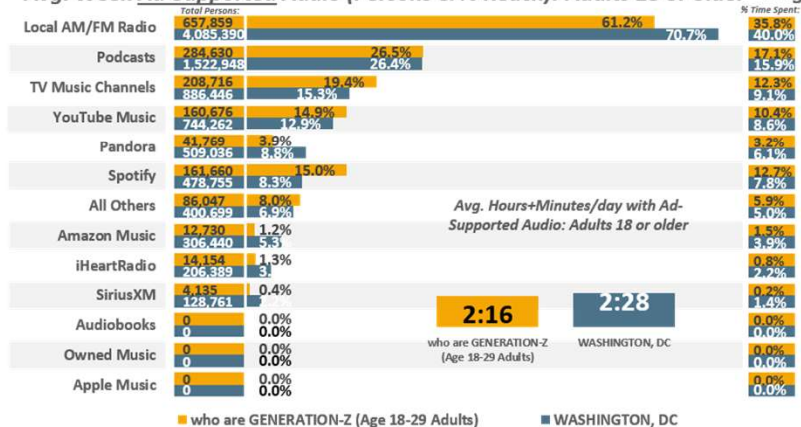
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



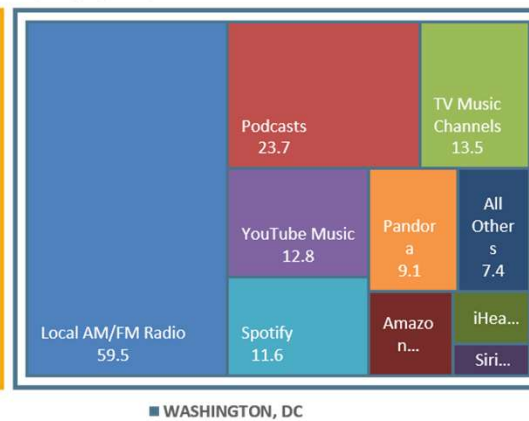
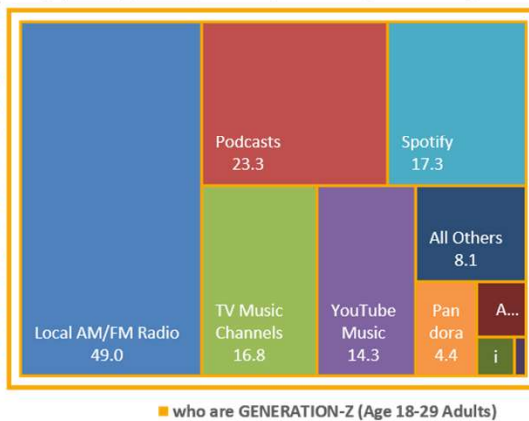
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



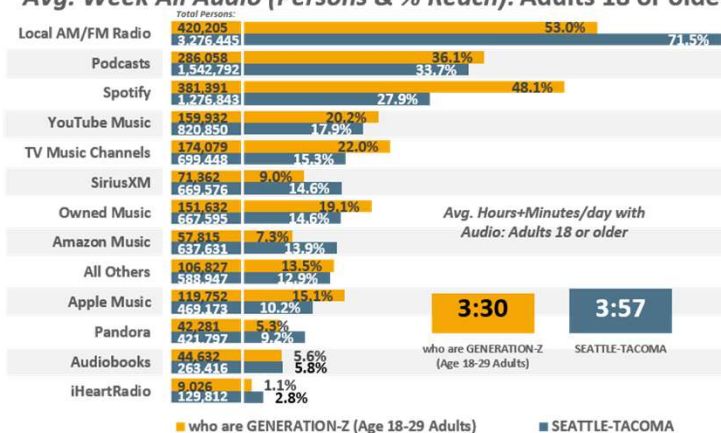
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



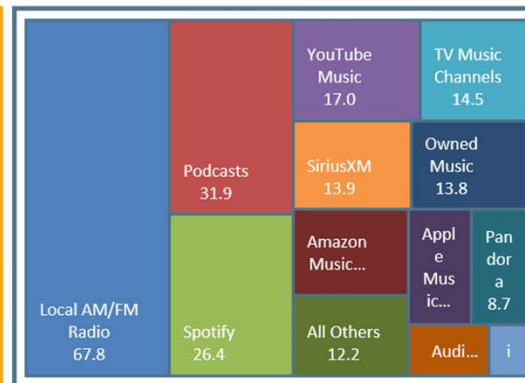
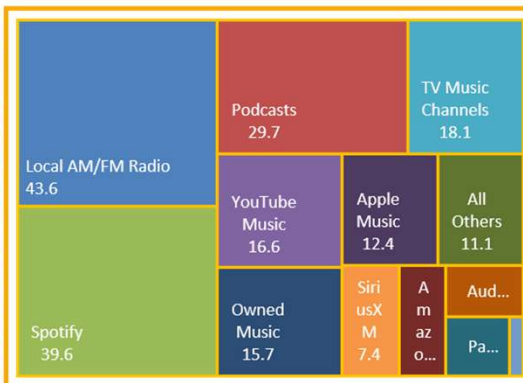


410,883 or 51.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 40.2 minutes every day representing 32.0% of all time spent daily with Ad-Supported Audio.

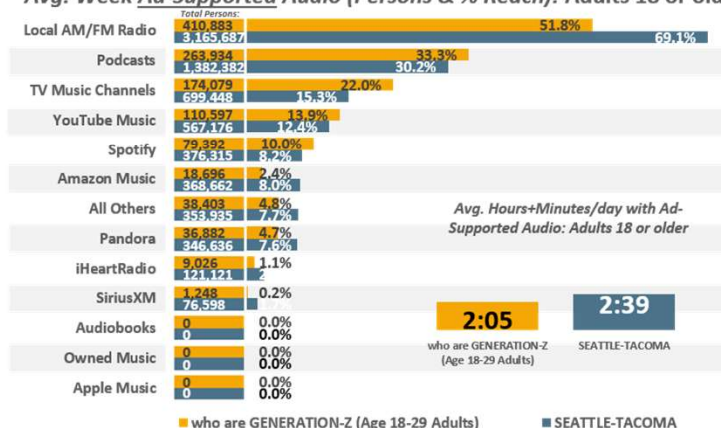
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



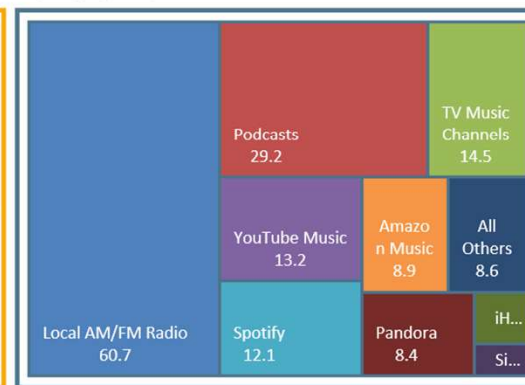
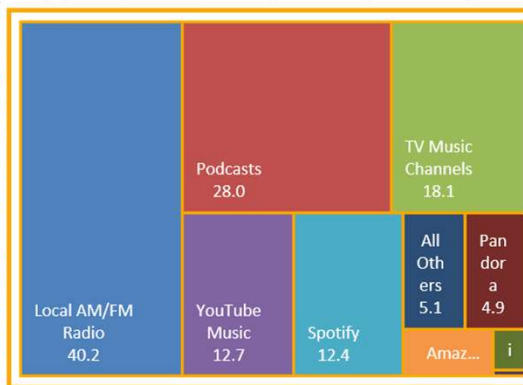
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



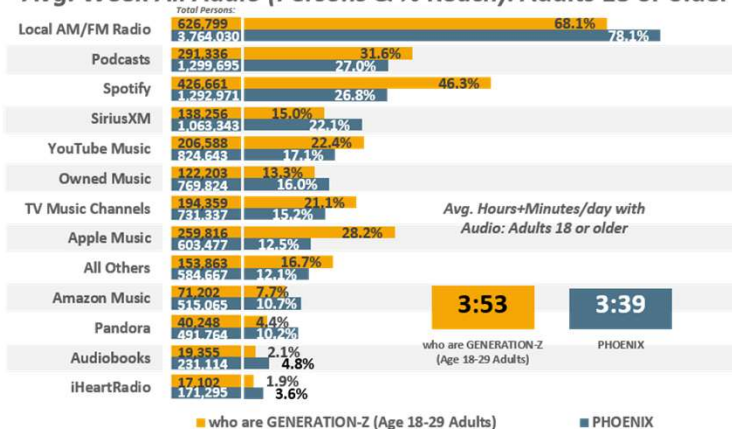
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



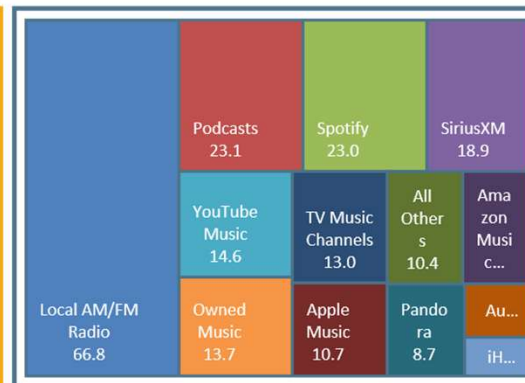


616,506 or 67.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 53. minutes every day representing 37.7% of all time spent daily with Ad-Supported Audio.

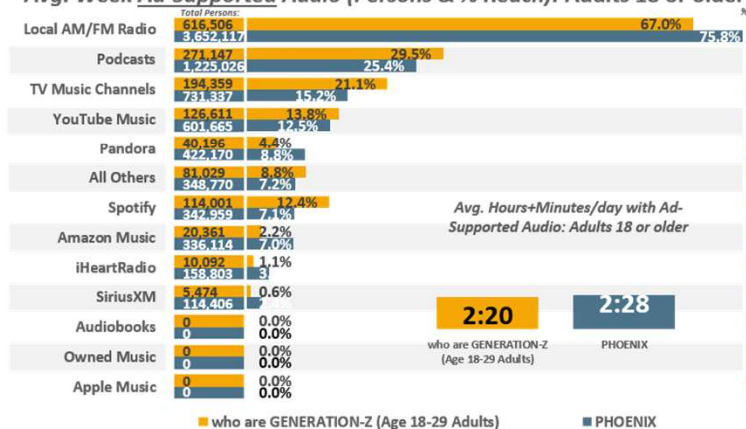
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



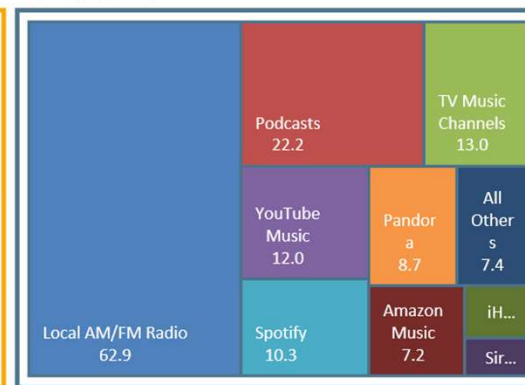
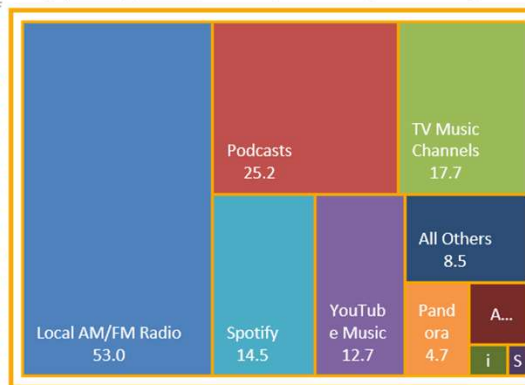
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

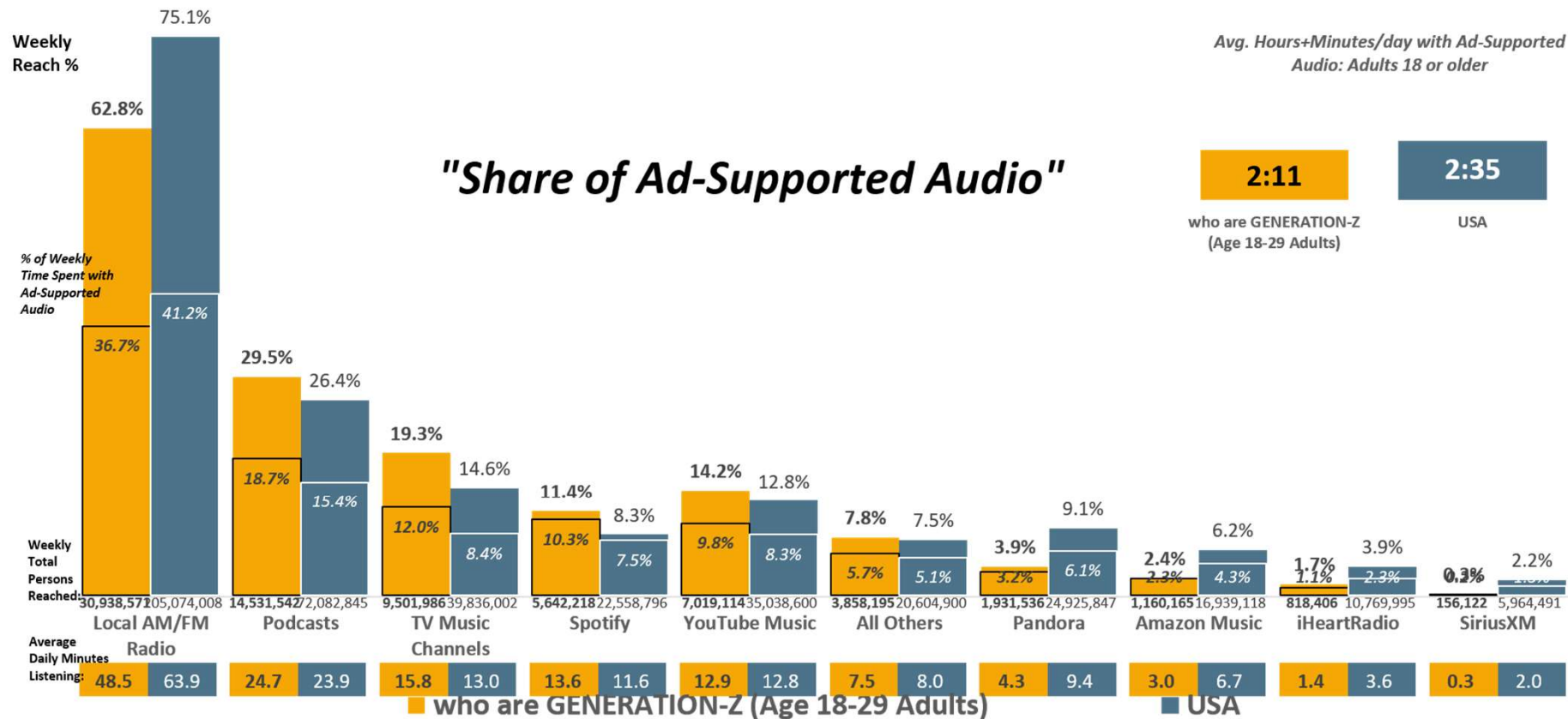


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



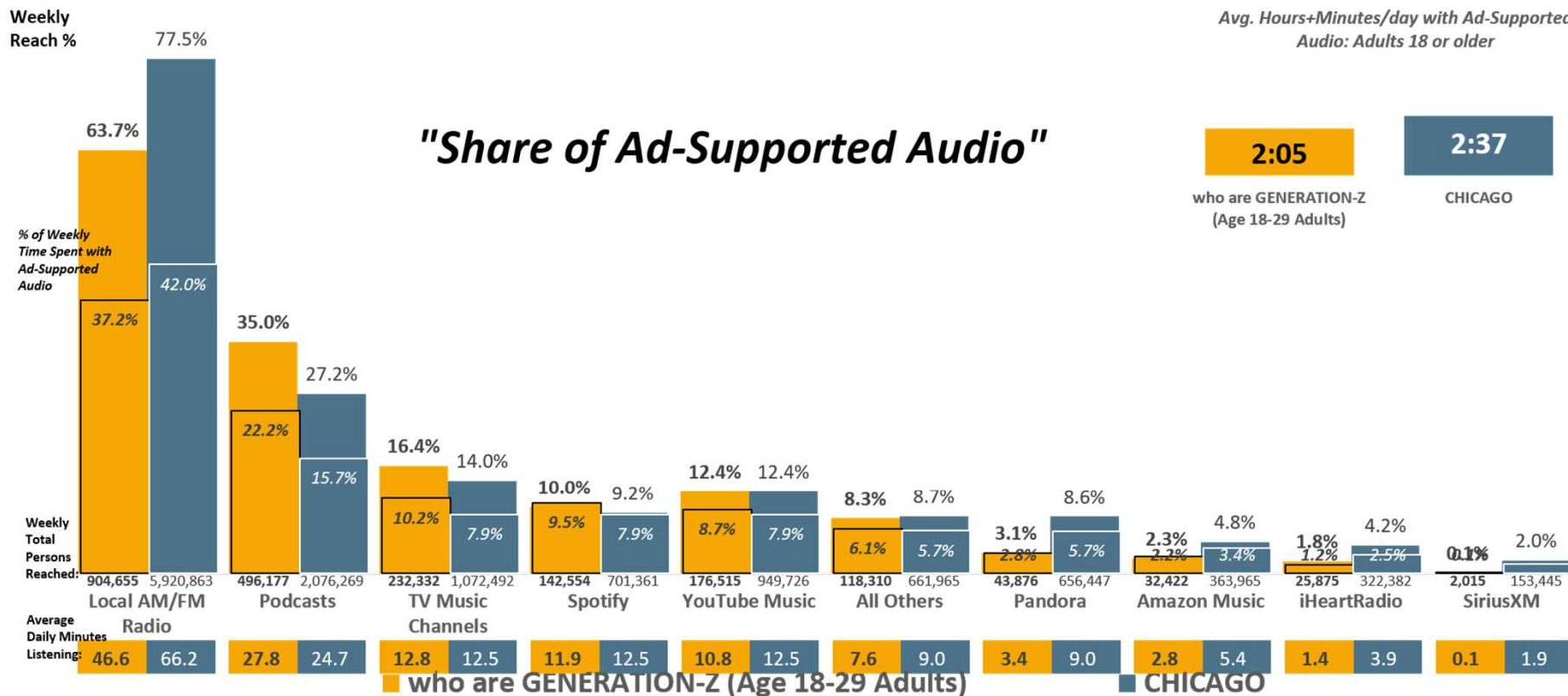


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 48.5 minutes every day representing 36.7% of all time spent daily with Ad-Supported Audio.



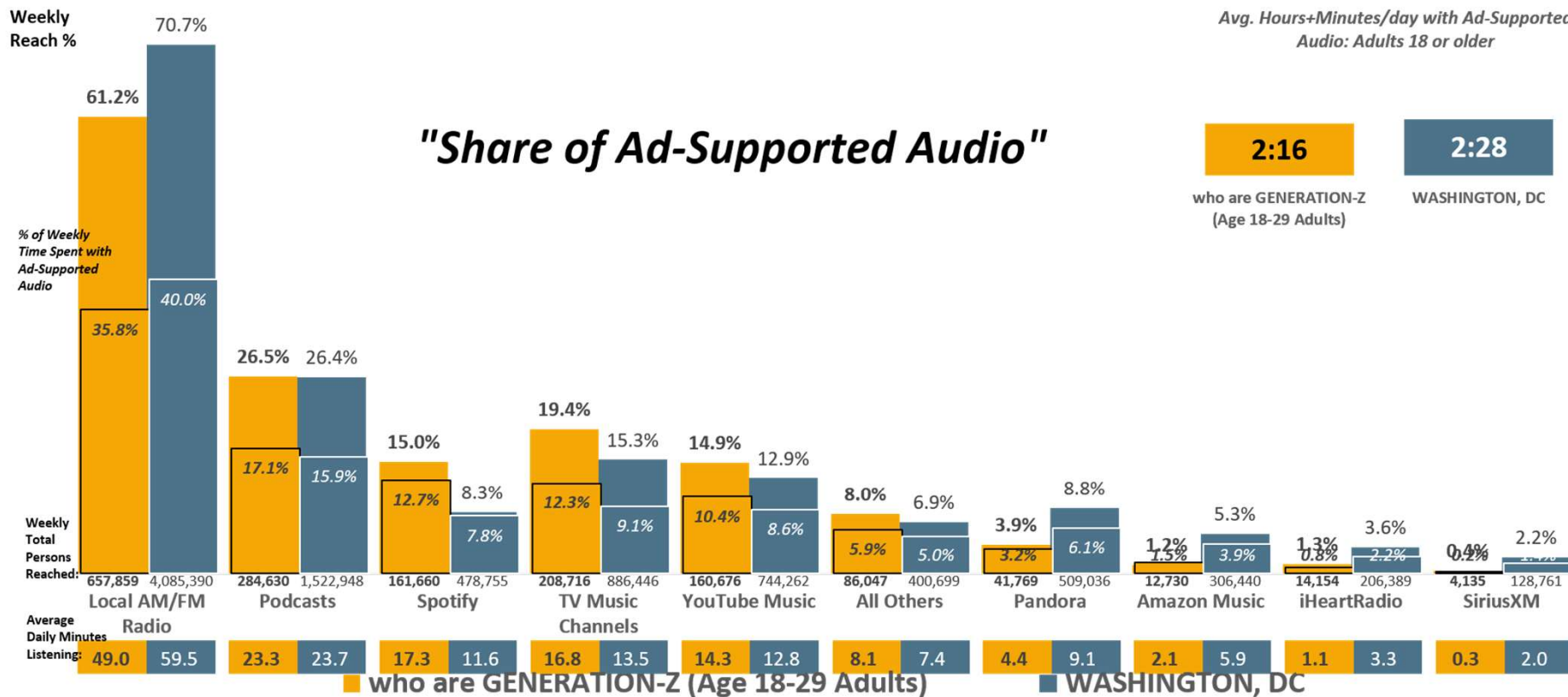


904,655 or 63.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 46.6 minutes every day representing 37.2% of all time spent daily with Ad-Supported Audio.



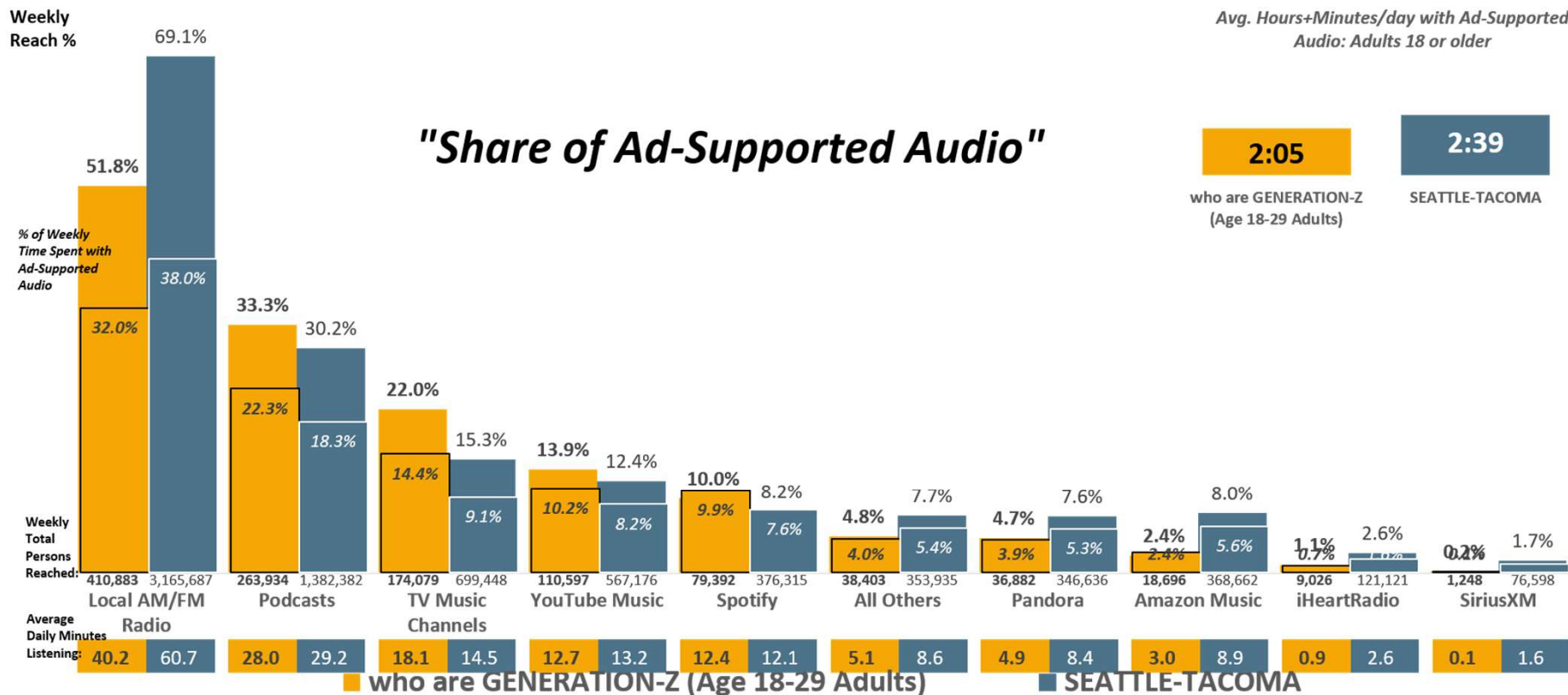


657,859 or 61.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 49. minutes every day representing 35.8% of all time spent daily with Ad-Supported Audio.



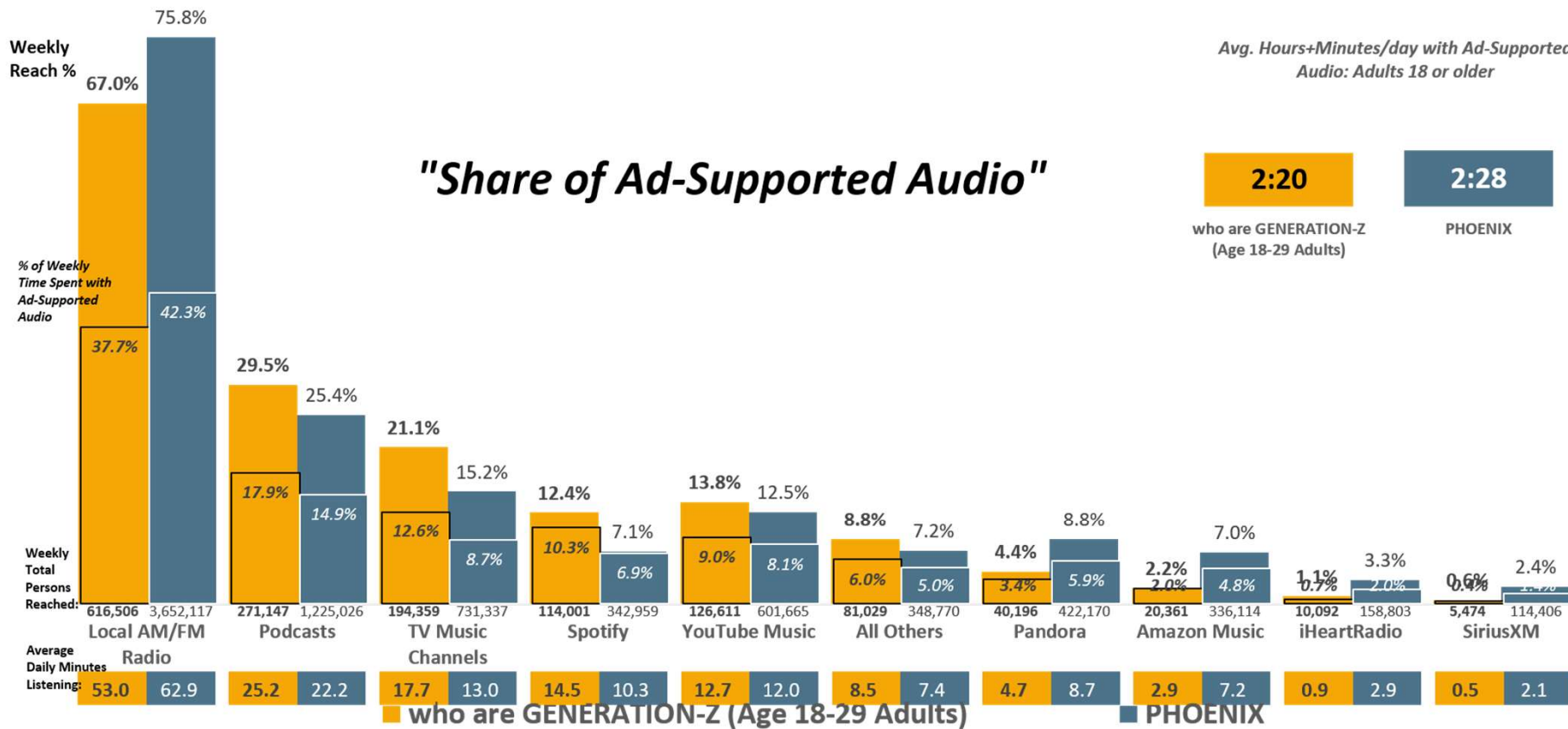


410,883 or 51.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio for an average of 40.2 minutes every day representing 32.0% of all time spent daily with Ad-Supported Audio.





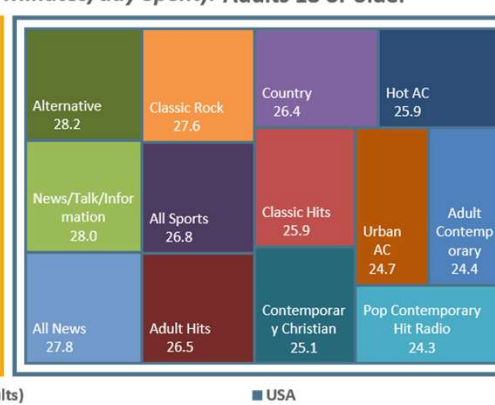
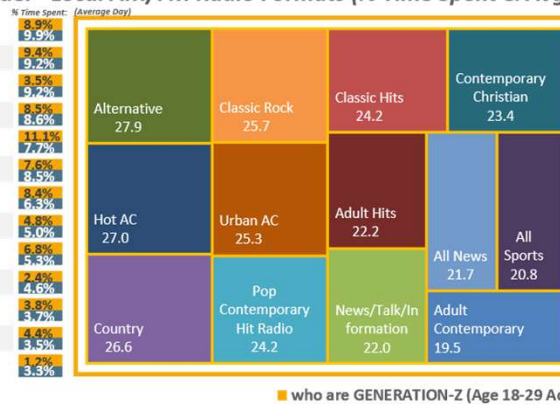
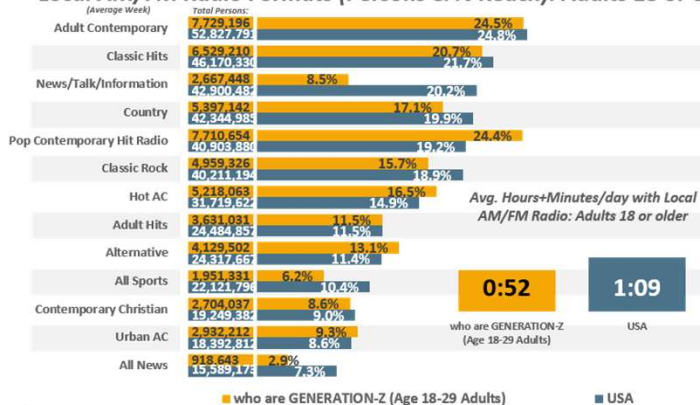
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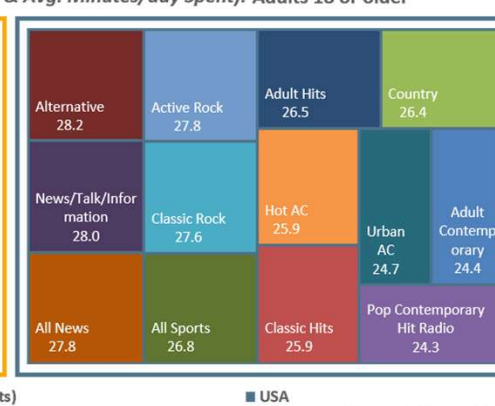
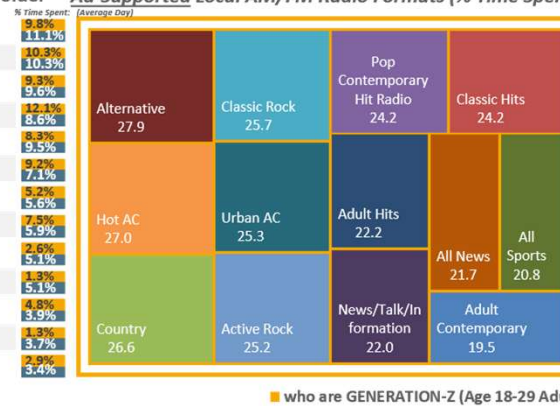
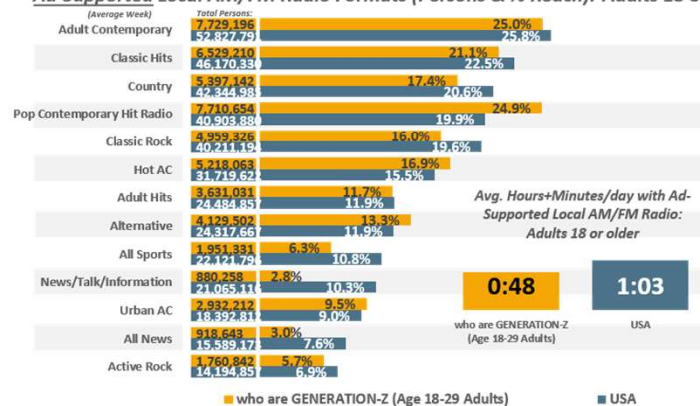


30,938,571 or 62.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Hot AC.

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**



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

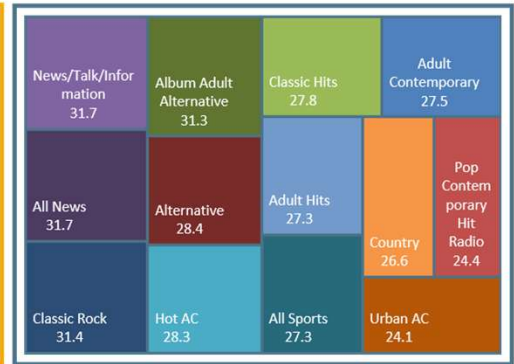
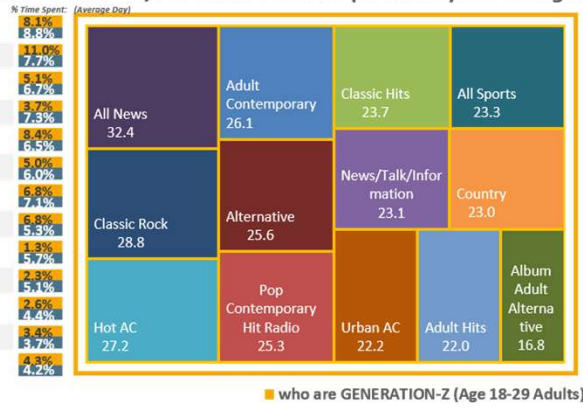
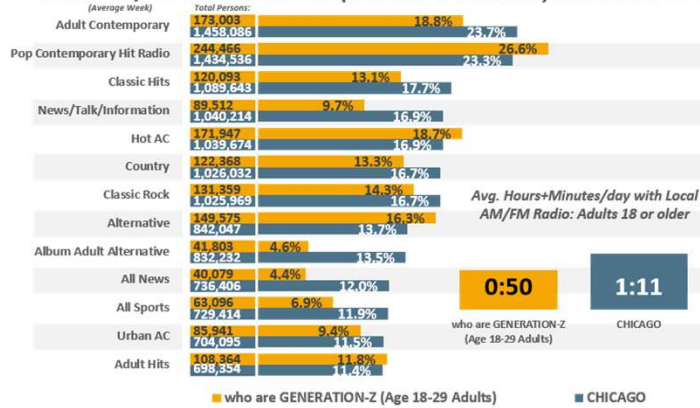
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

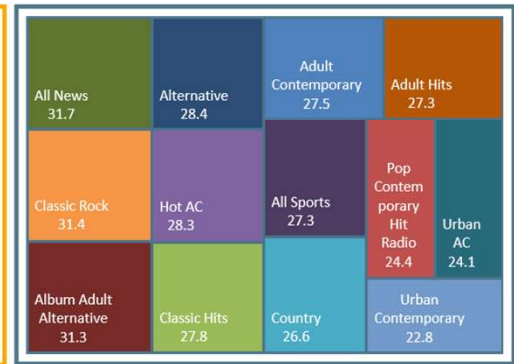
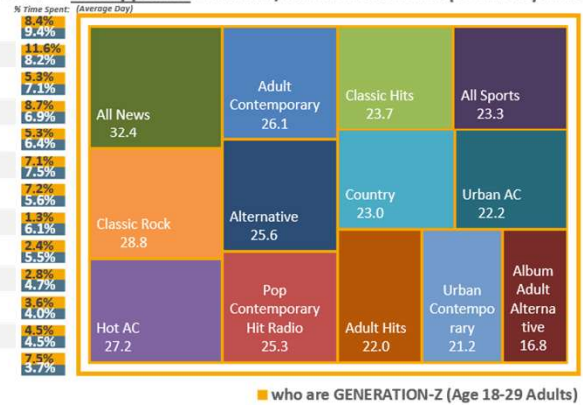
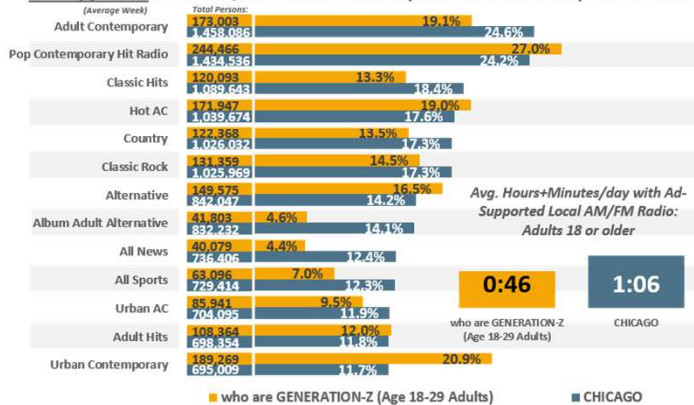


904,655 or 63.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban Contemporary, Adult Contemporary, Hot AC, and Mexican Regional.

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**



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 587
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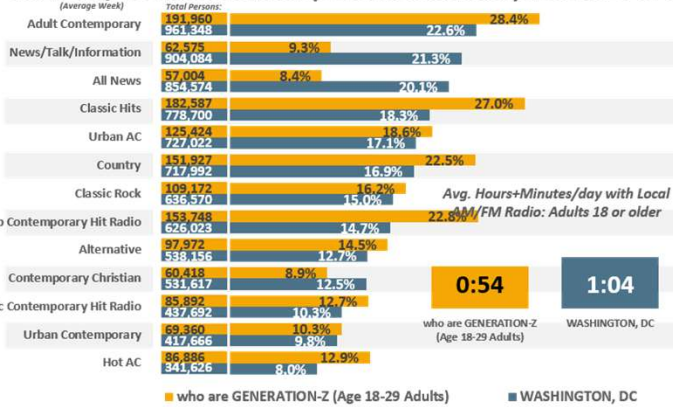
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

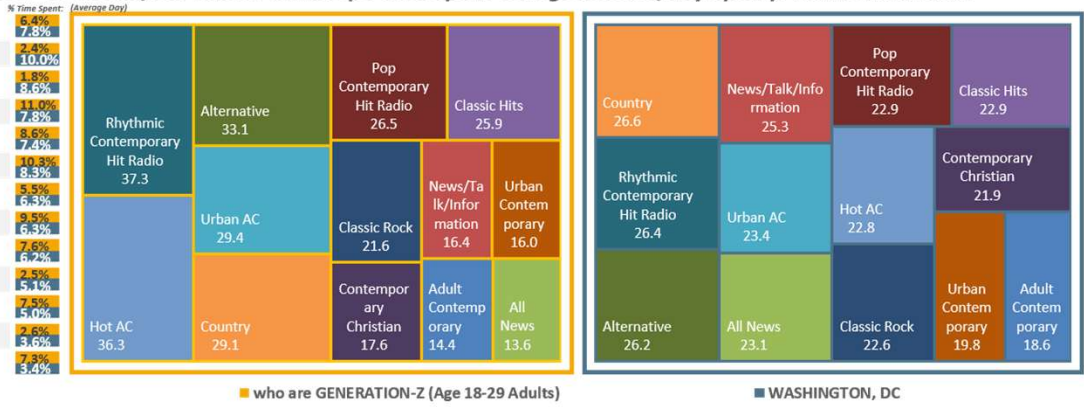


657,859 or 61.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Urban AC.

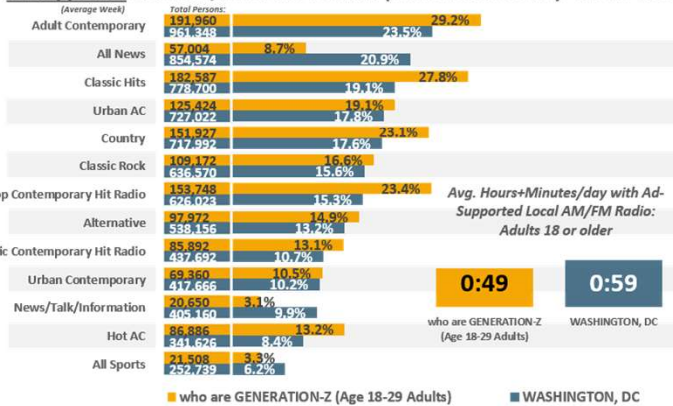
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



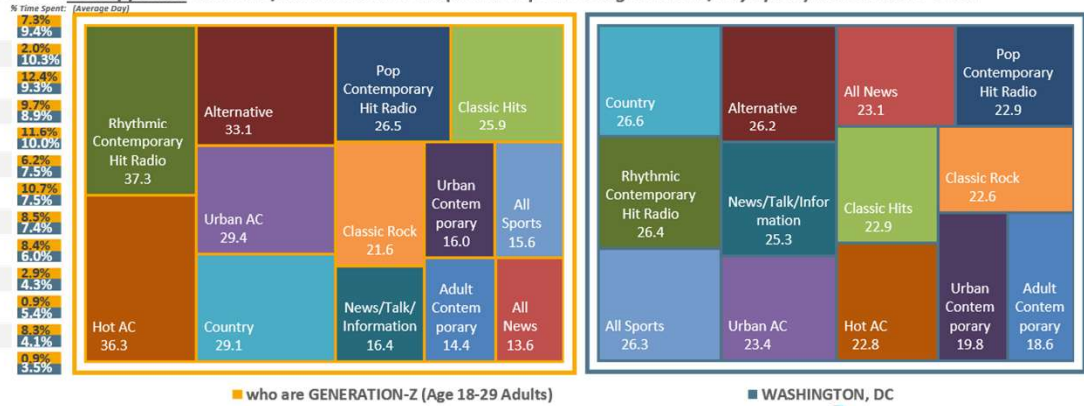
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



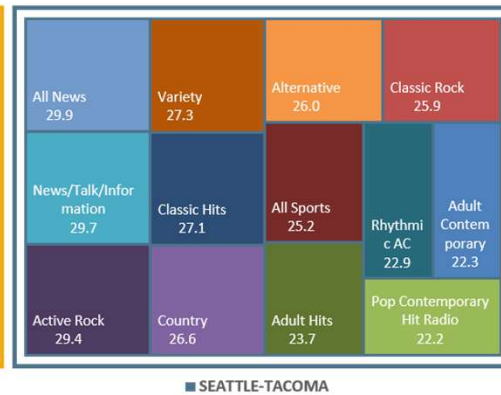
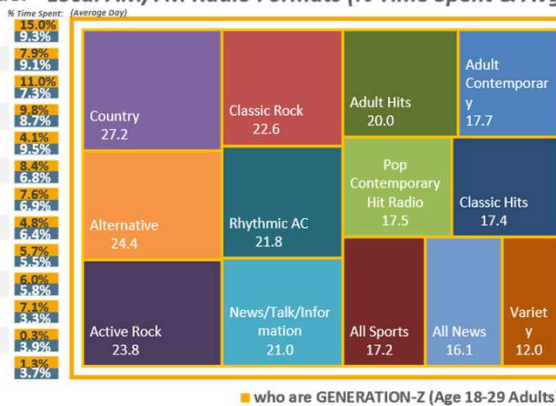
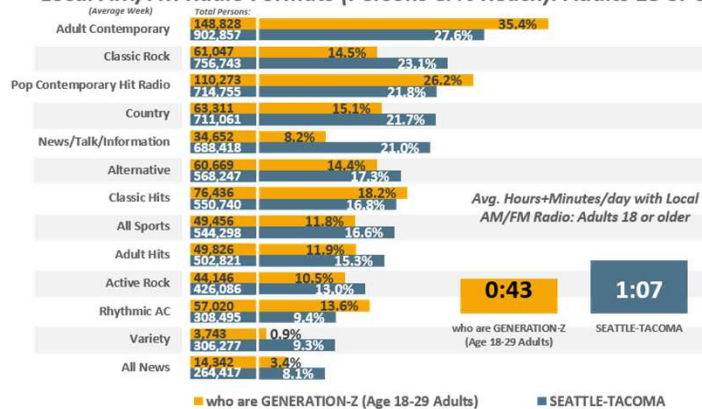
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



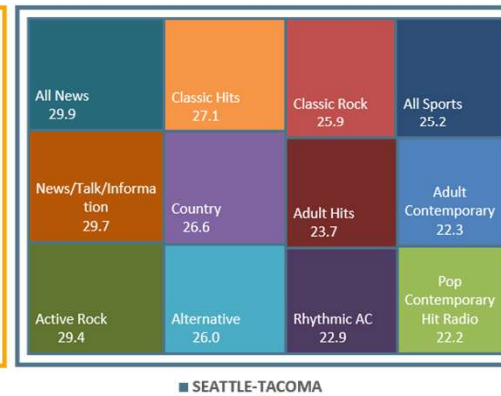
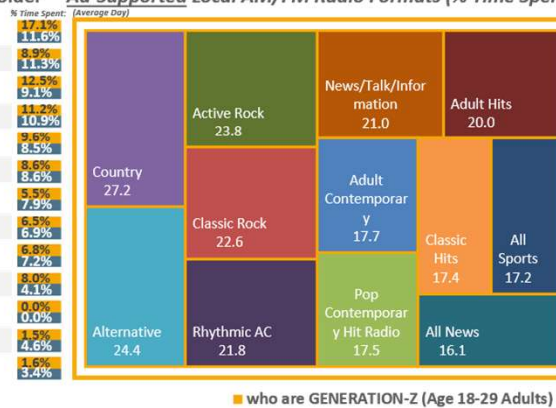
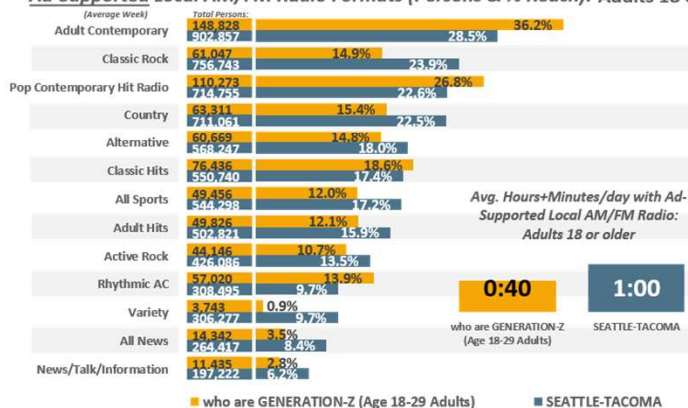


410,883 or 51.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Country, and Classic Rock.

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**



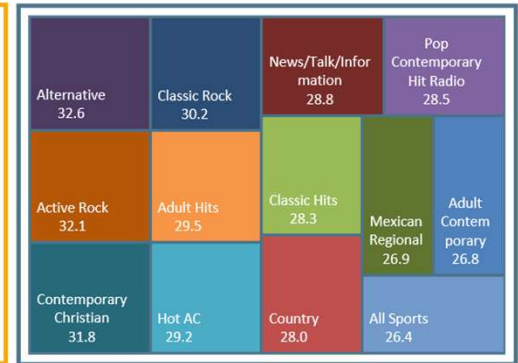
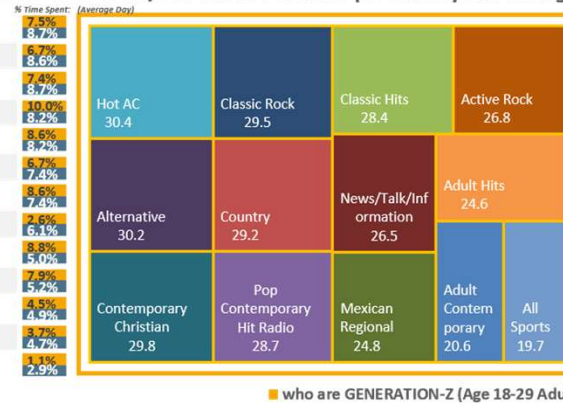
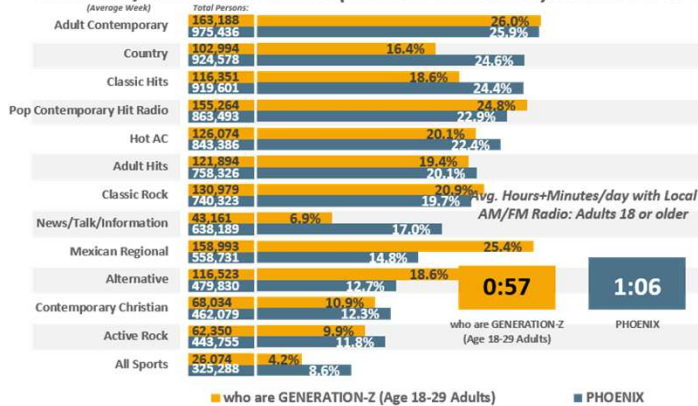
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



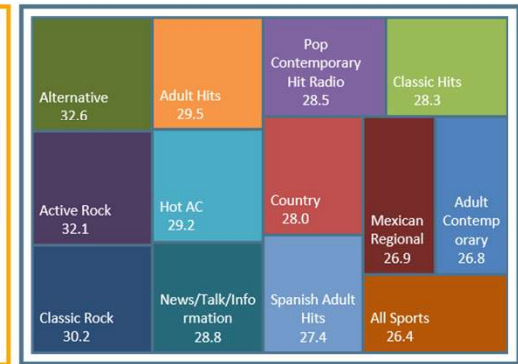
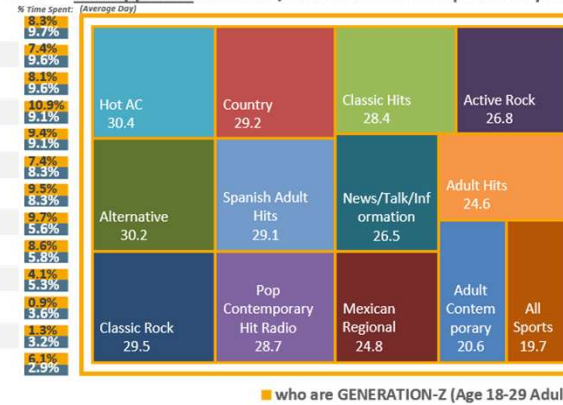
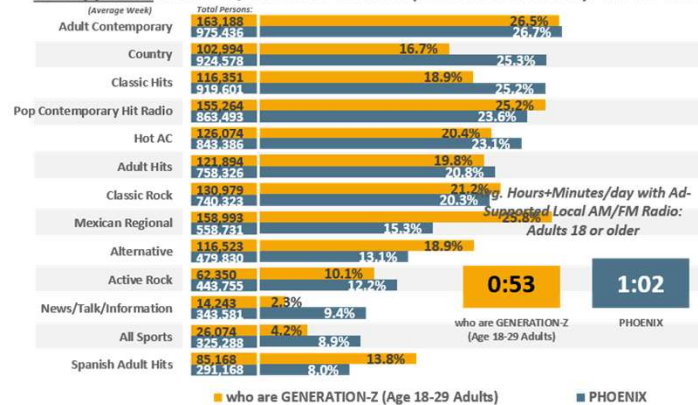


616,506 or 67.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Mexican Regional, Pop Contemporary Hit Radio, Classic Rock, and Hot AC.

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**

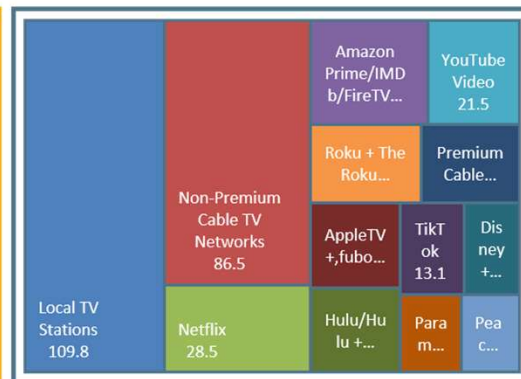
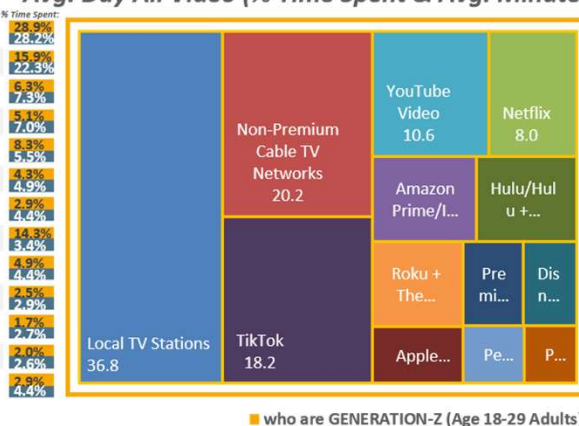
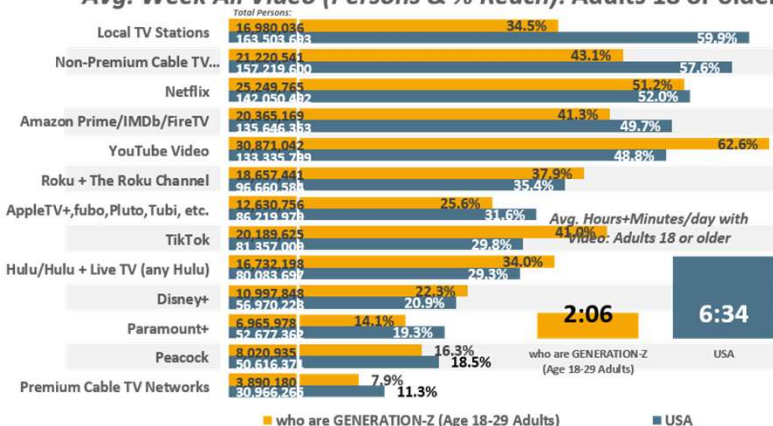




16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 35. minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

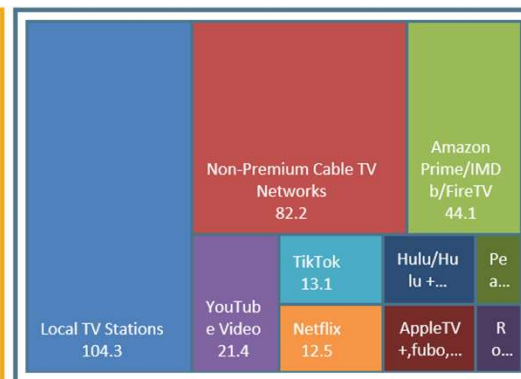
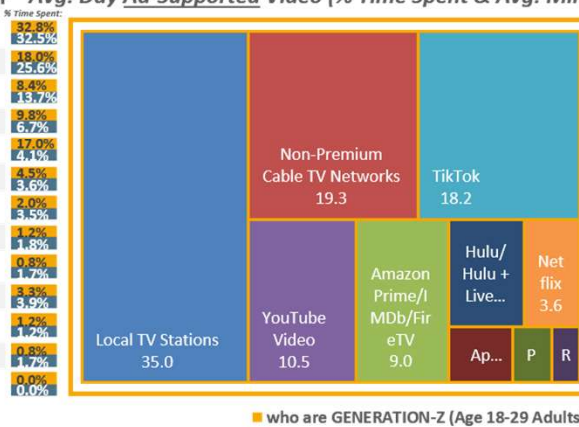
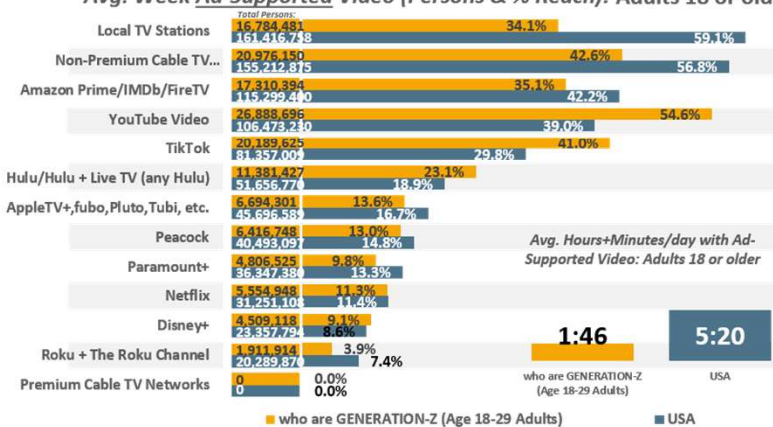
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

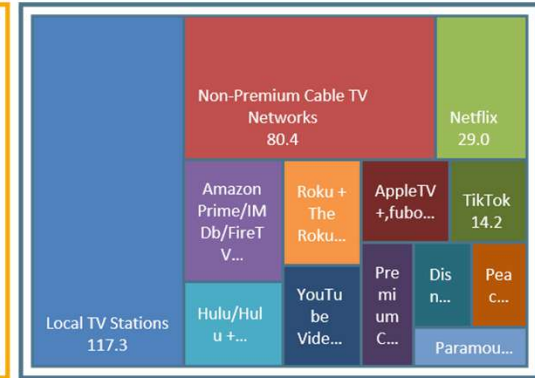
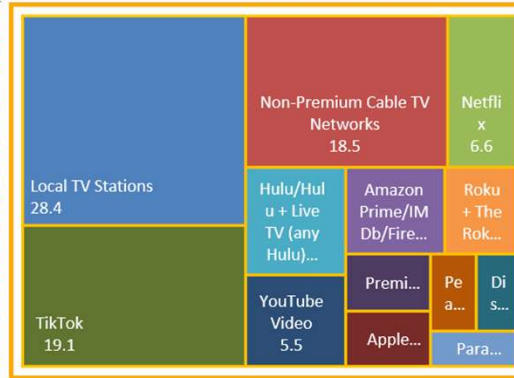
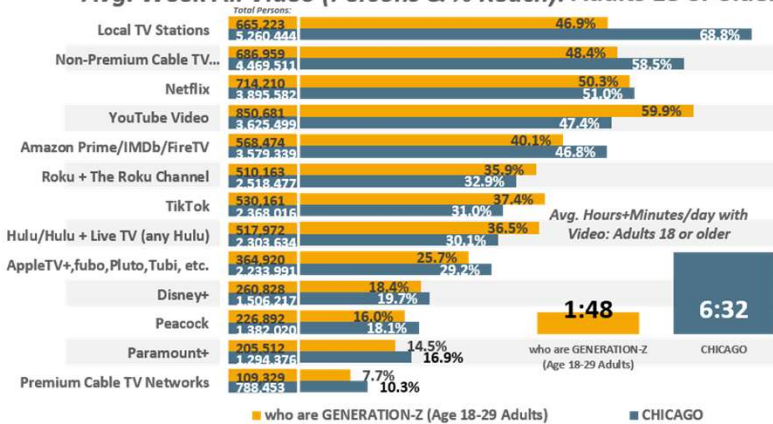




657,984 or 46.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 27. minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

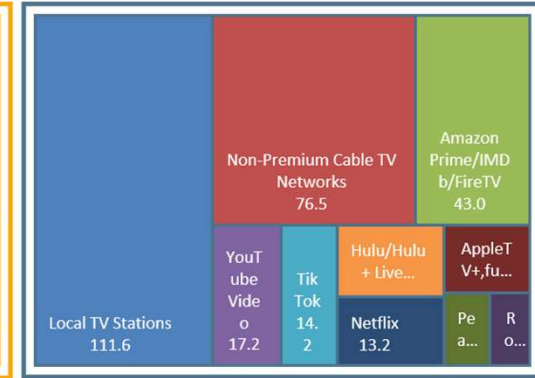
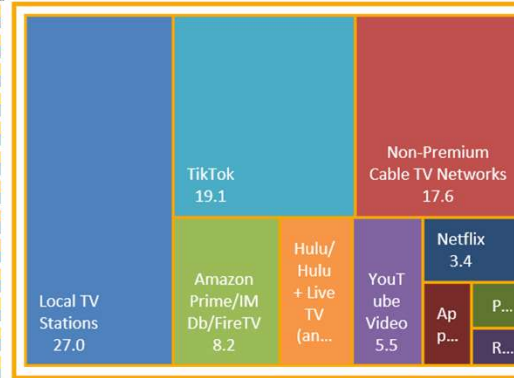
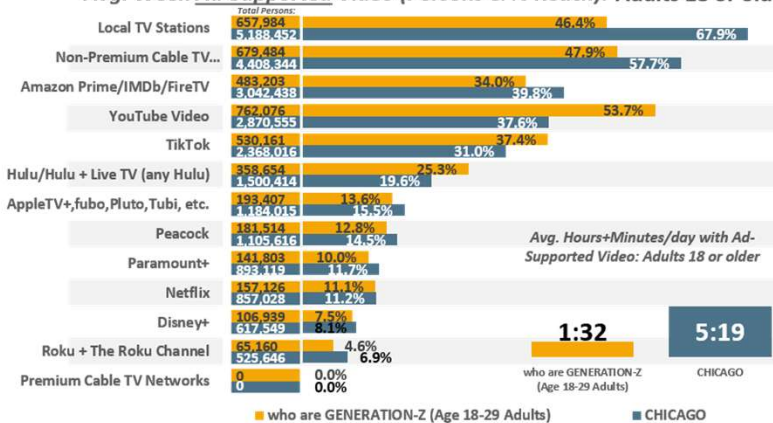
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 587
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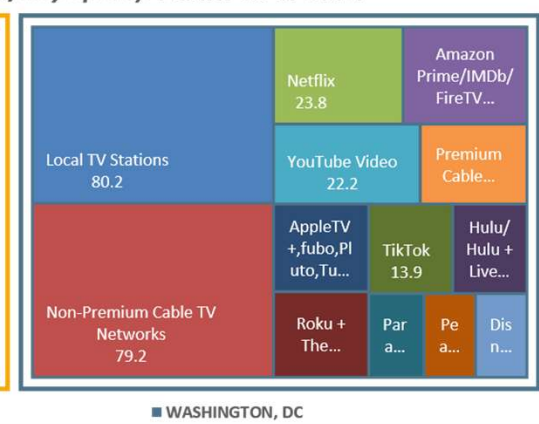
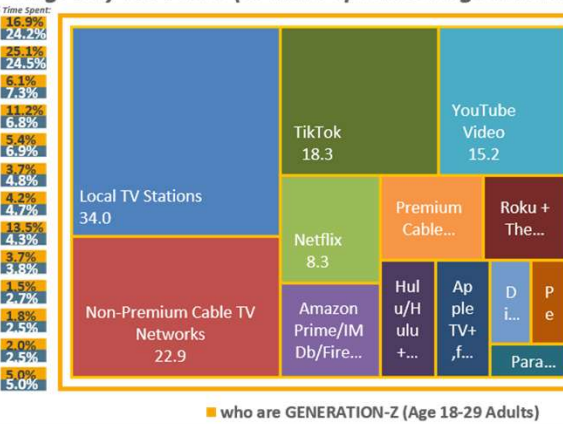
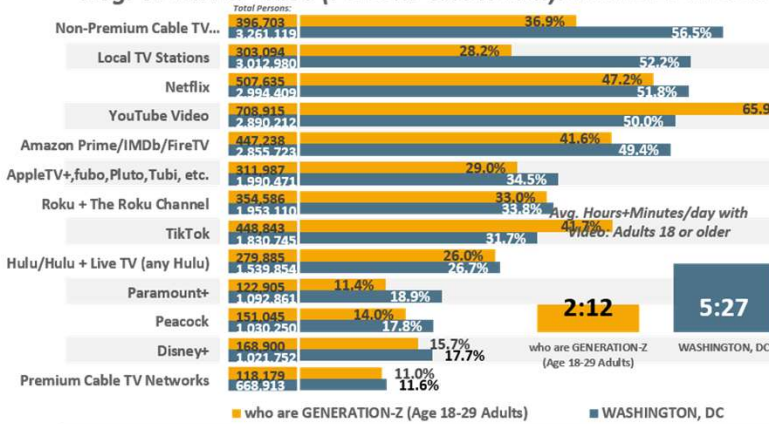
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



300,914 or 28.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 32.2 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.

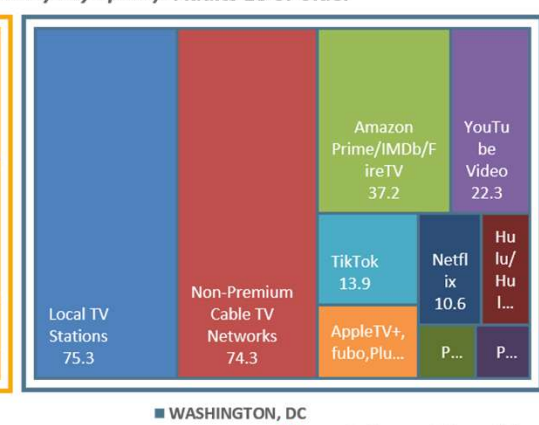
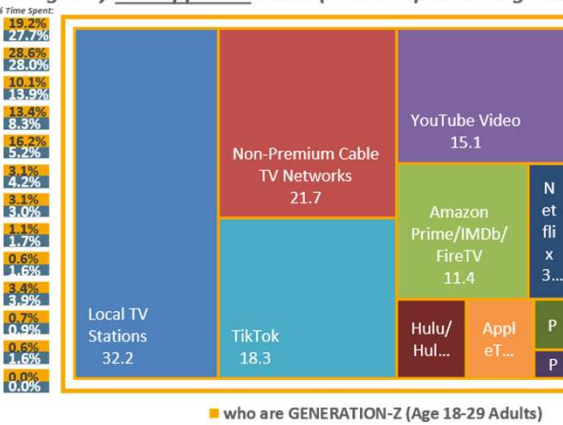
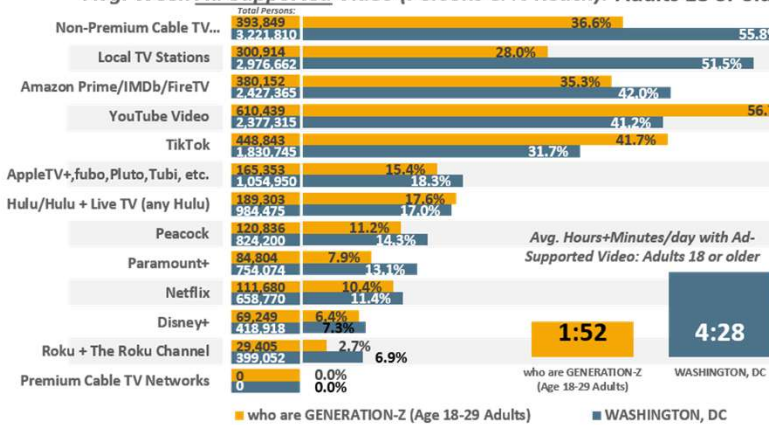
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960
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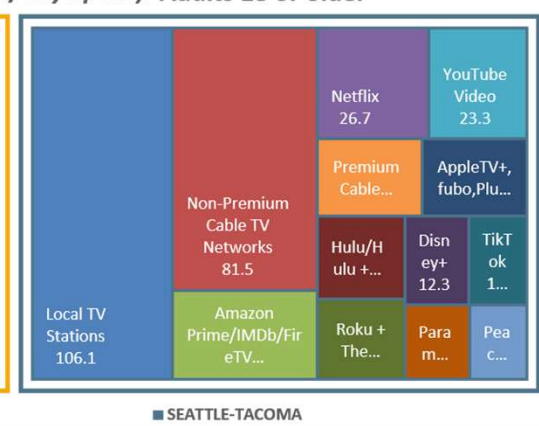
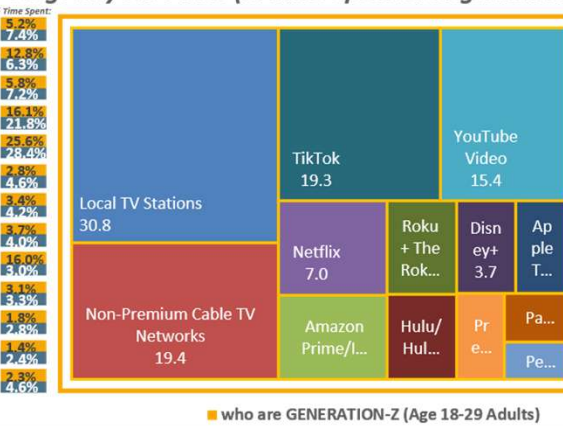
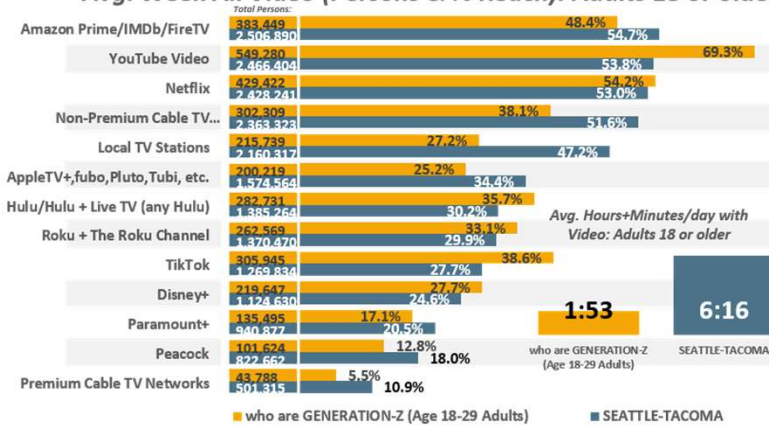
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



214,274 or 27.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 29.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

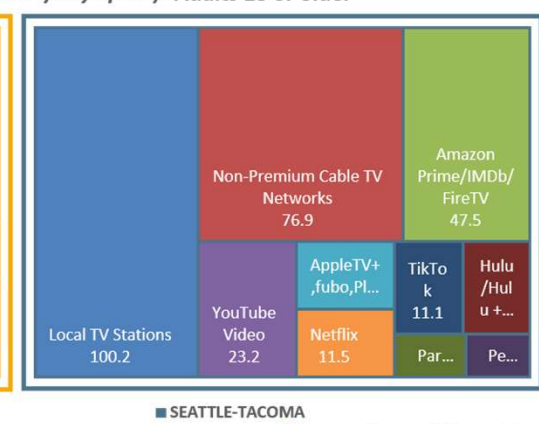
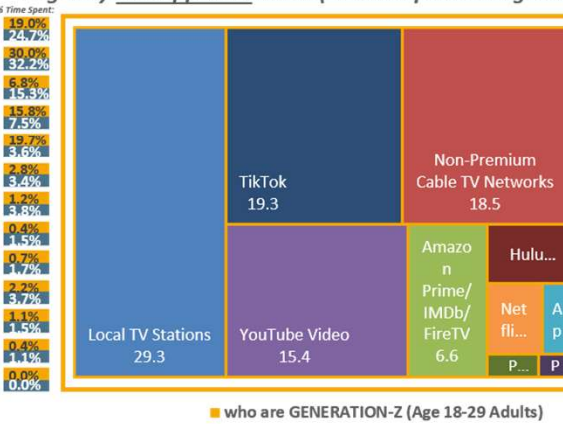
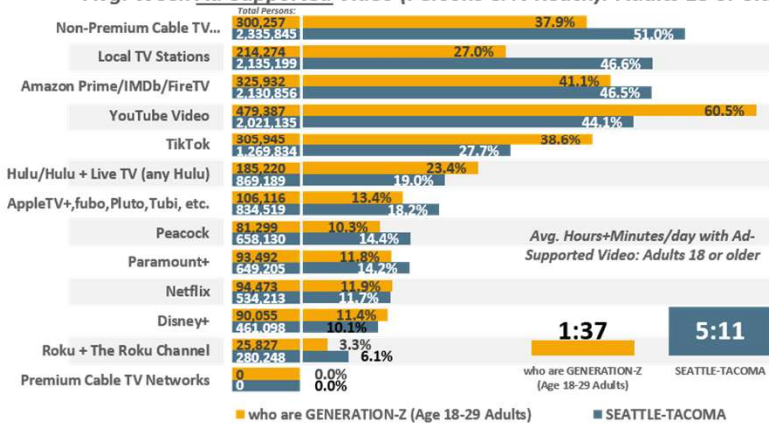
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 495
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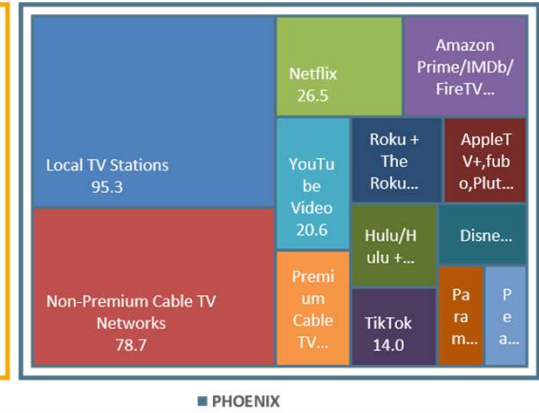
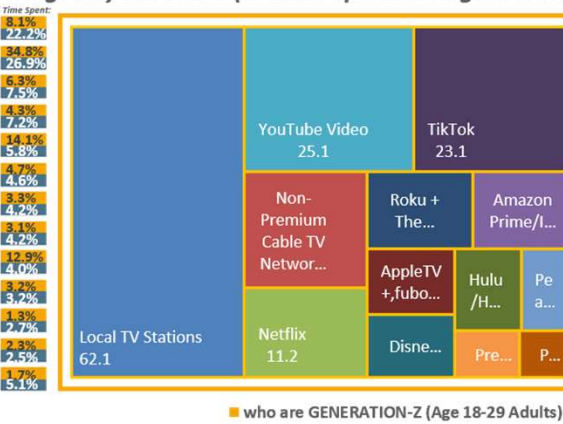
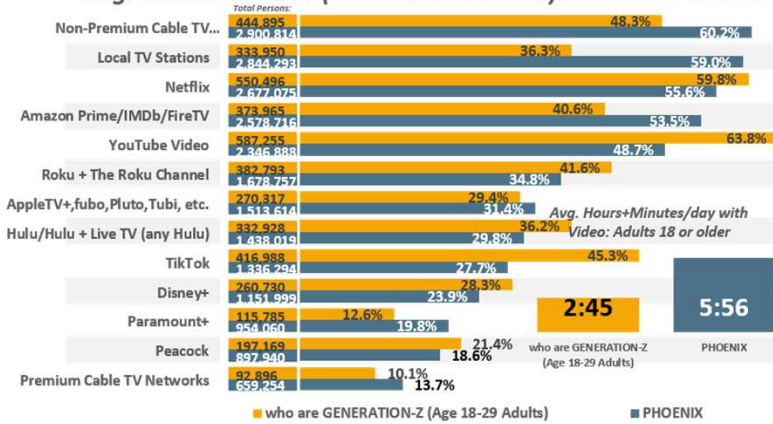
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



327,908 or 35.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 59.1 minutes every day representing 43.% of all time spent daily with Ad-Supported Video.

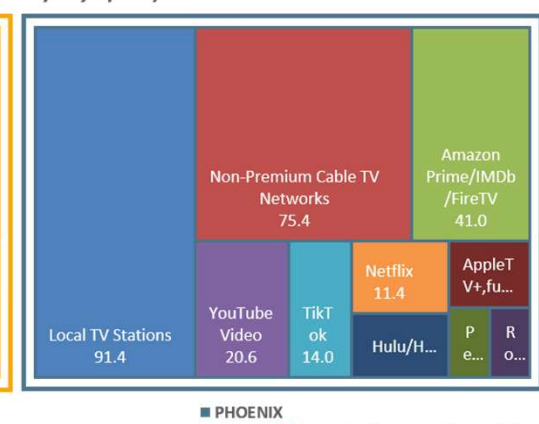
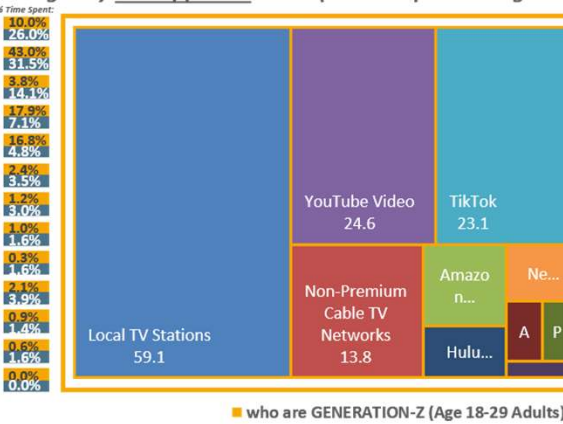
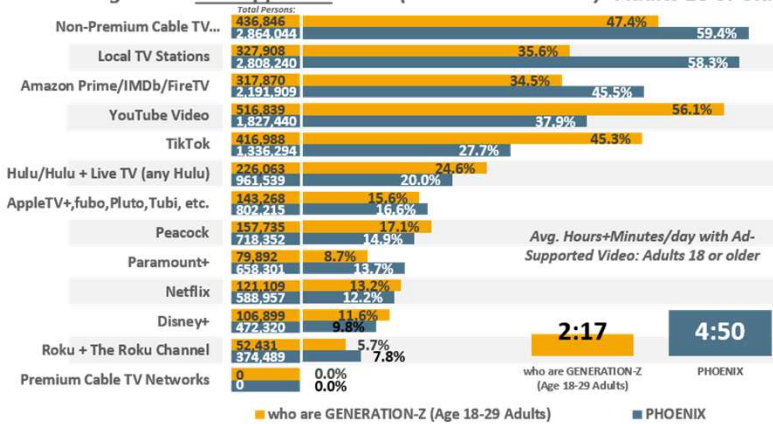
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 374
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

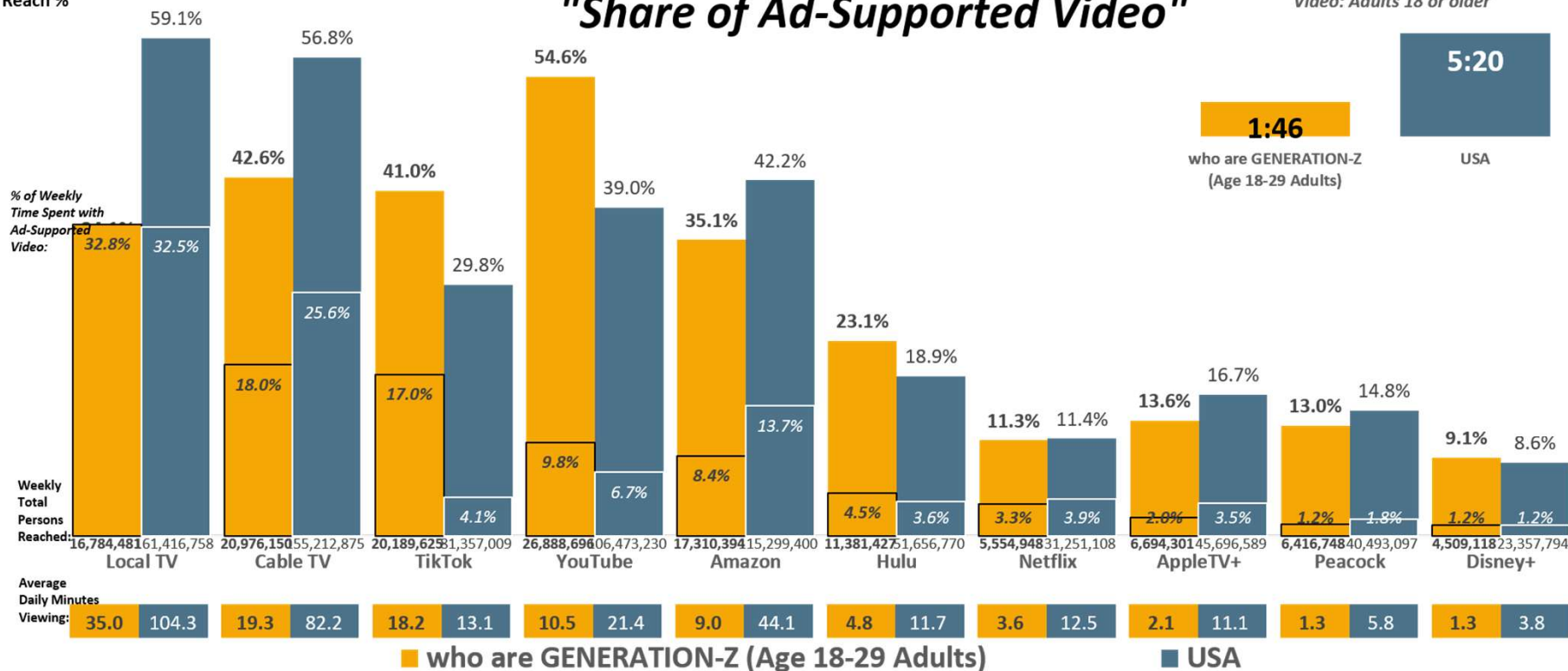


16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 35. minutes every day representing 32.8% of all time spent daily with Ad-Supported Video.

Weekly Reach %

"Share of Ad-Supported Video"

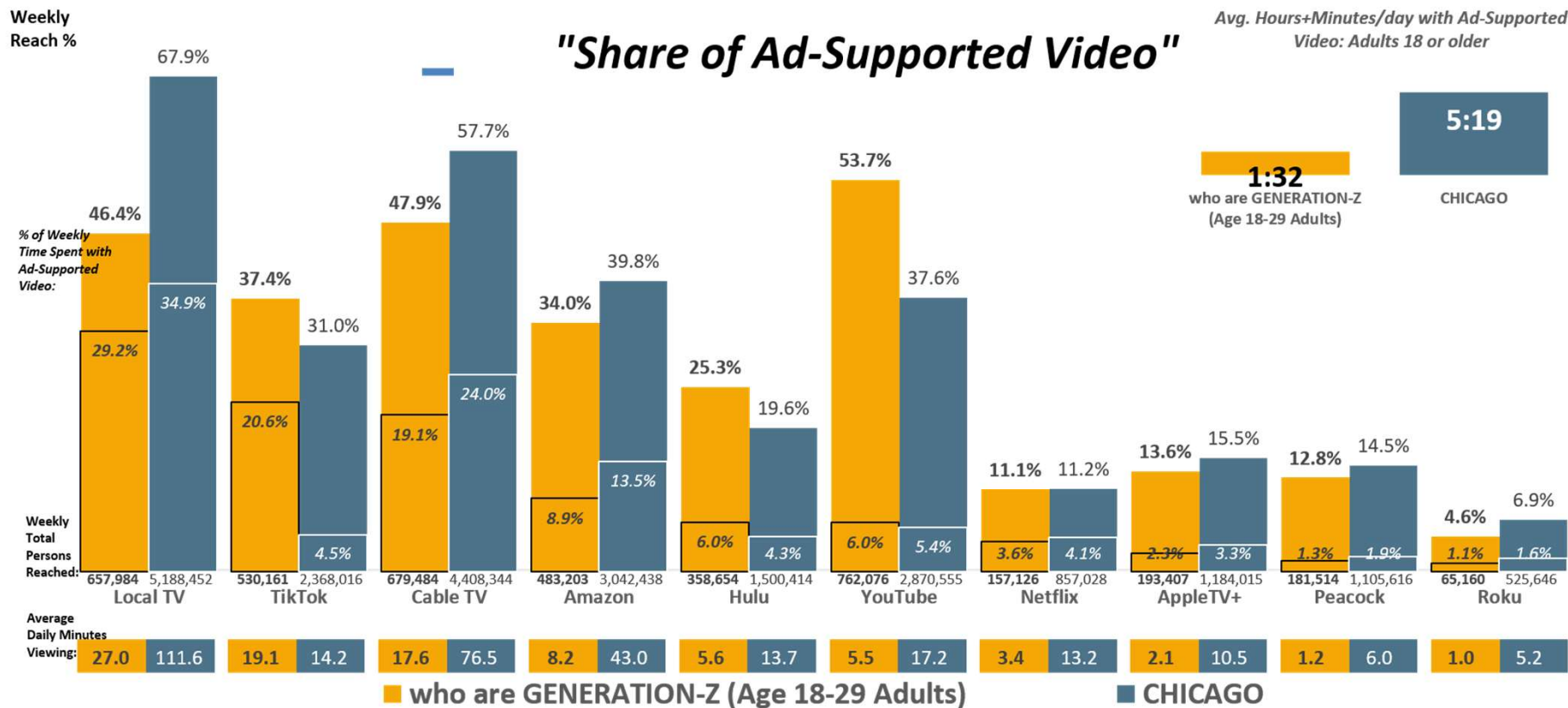
Avg. Hours+Minutes/day with Ad-Supported Video: Adults 18 or older





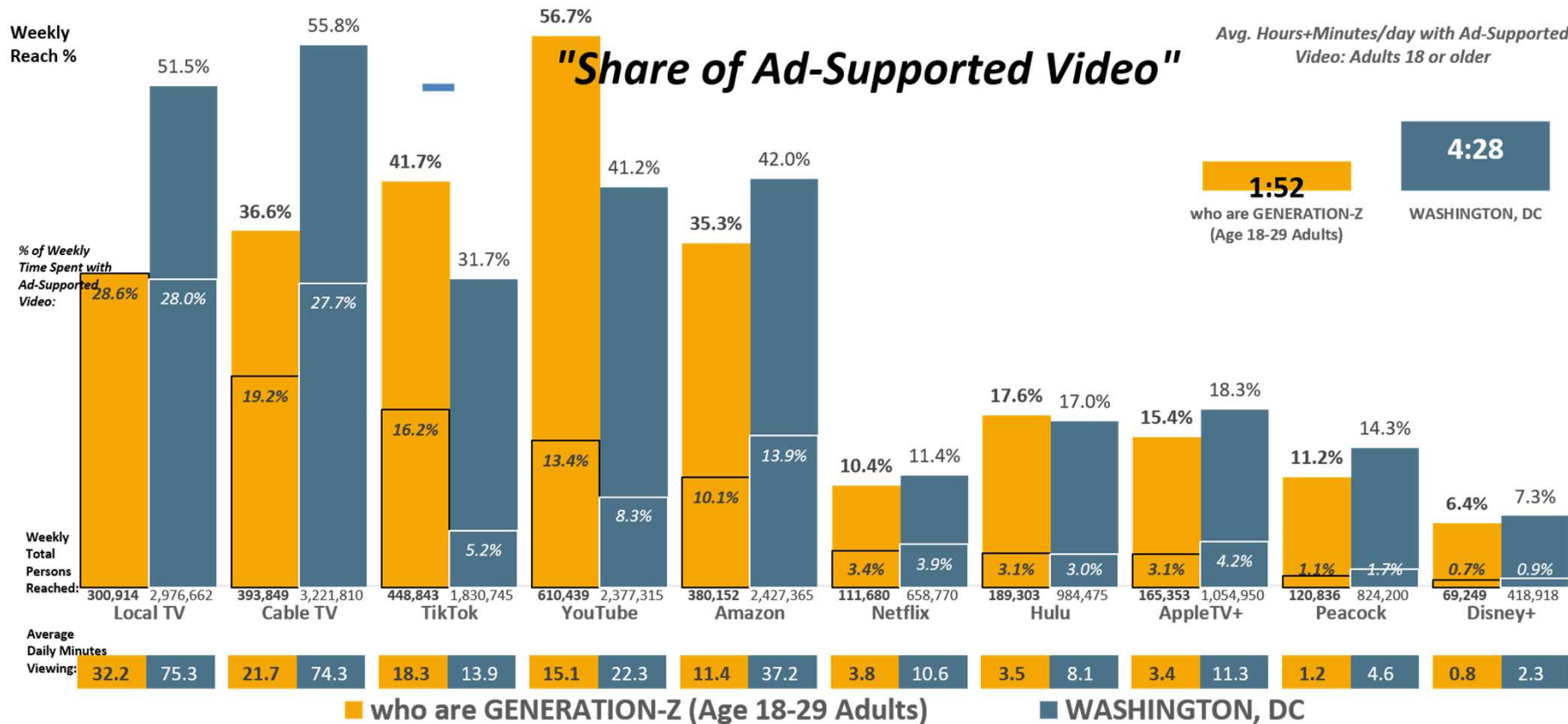
657,984 or 46.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 27. minutes every day representing 29.2% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"





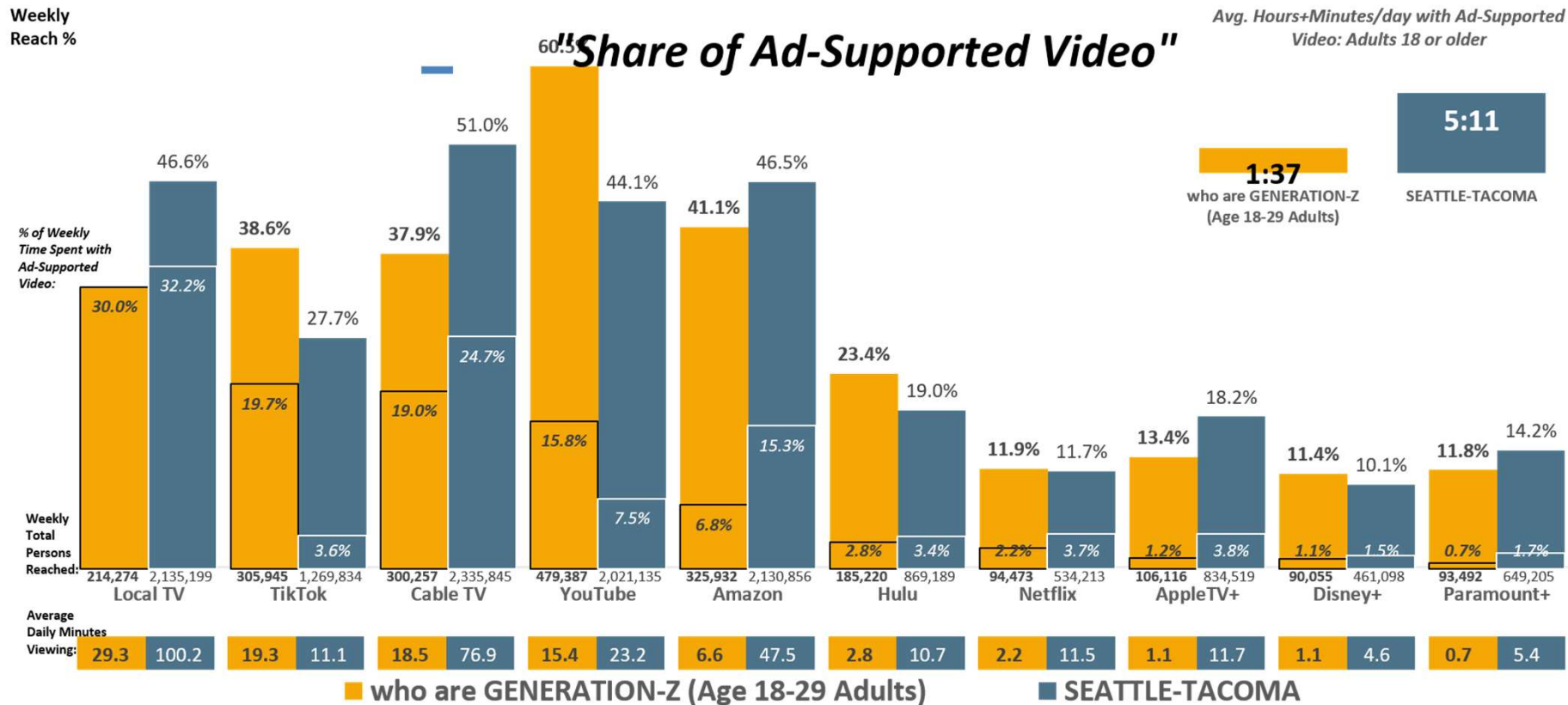
300,914 or 28.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 32.2 minutes every day representing 28.6% of all time spent daily with Ad-Supported Video.





214,274 or 27.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 29.3 minutes every day representing 30.% of all time spent daily with Ad-Supported Video.

Weekly
Reach %



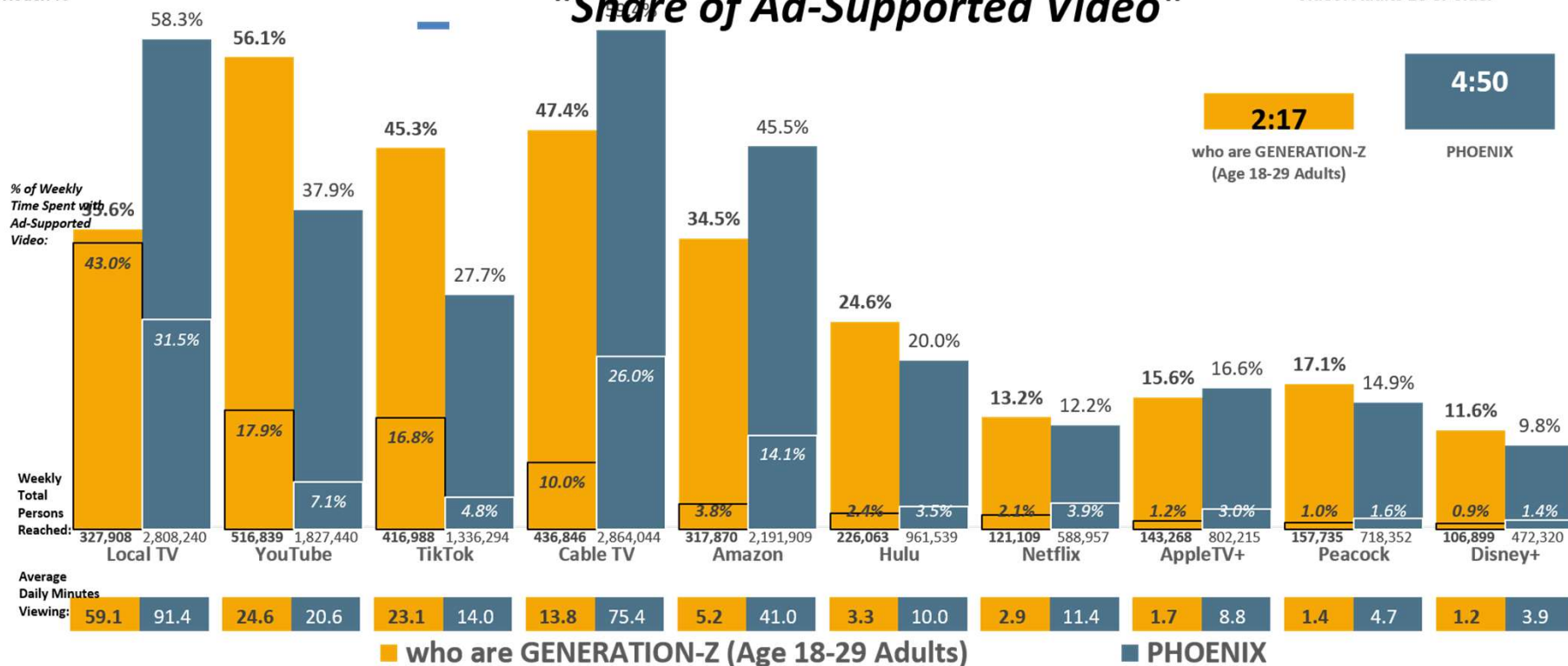


327,908 or 35.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations for an average of 59.1 minutes every day representing 43.0% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



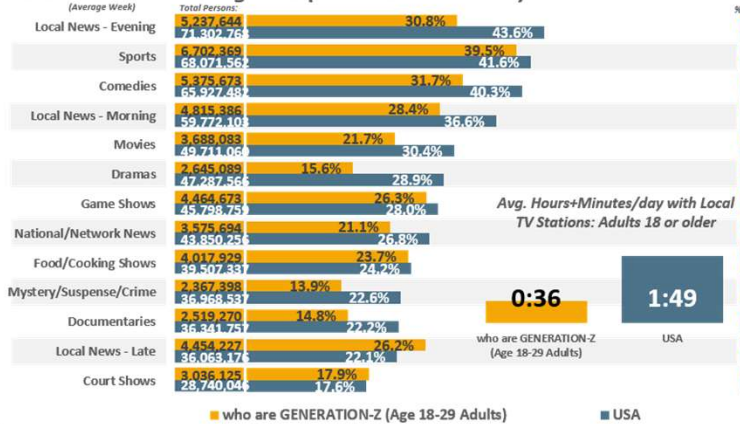
2:17
who are GENERATION-Z
(Age 18-29 Adults)

4:50
PHOENIX

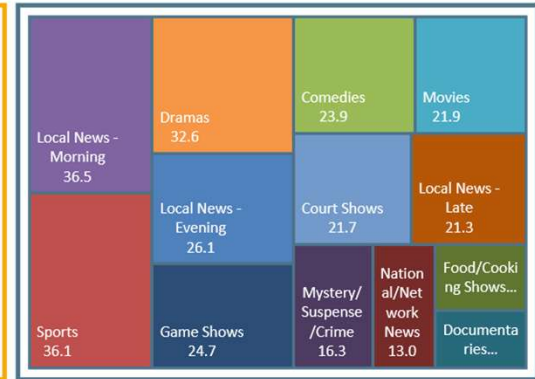
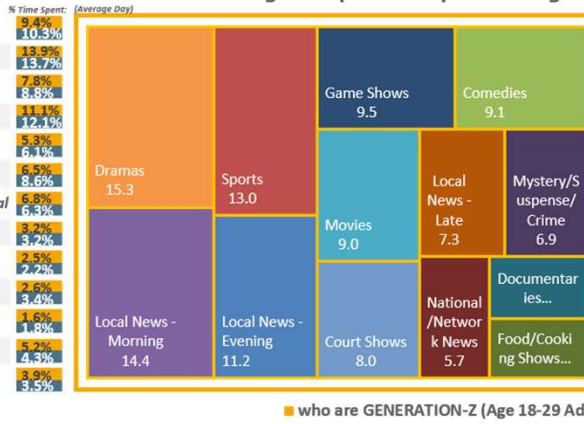


16,784,481 or 34.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, Game Shows, and Local News - Late.

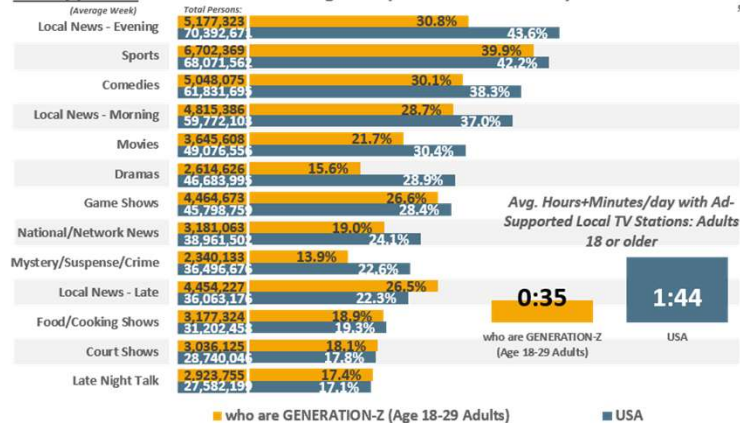
Local TV Station Programs (Persons & % Reach): Adults 18 or older



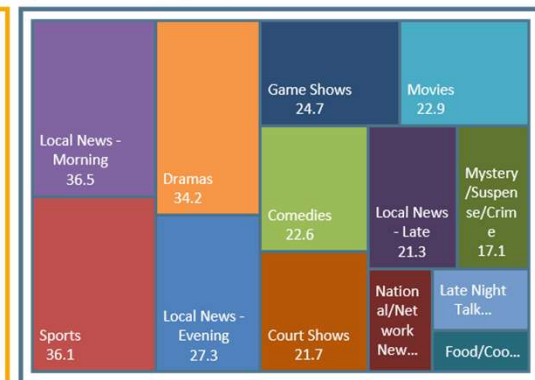
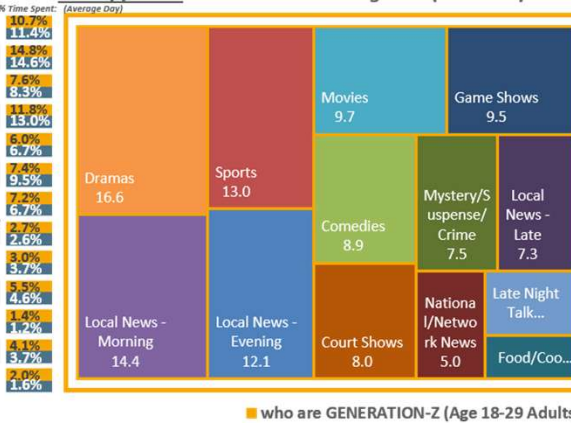
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



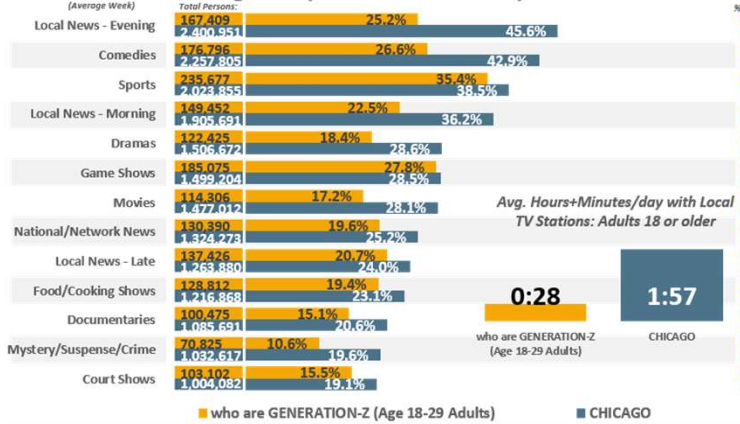
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



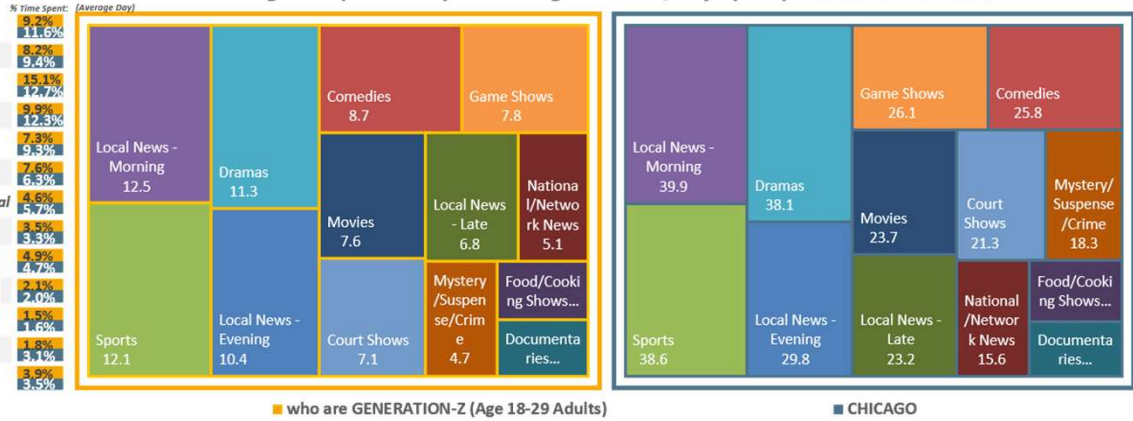


657,984 or 46.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Comedies, Local News - Evening, Local News - Morning, and Local News - Late.

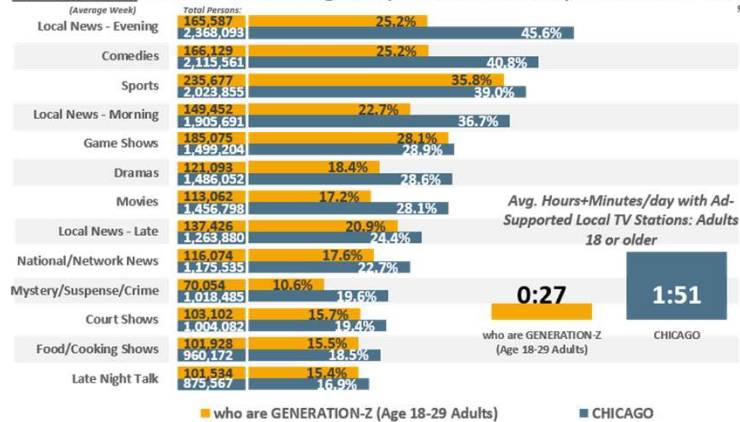
Local TV Station Programs (Persons & % Reach): Adults 18 or older



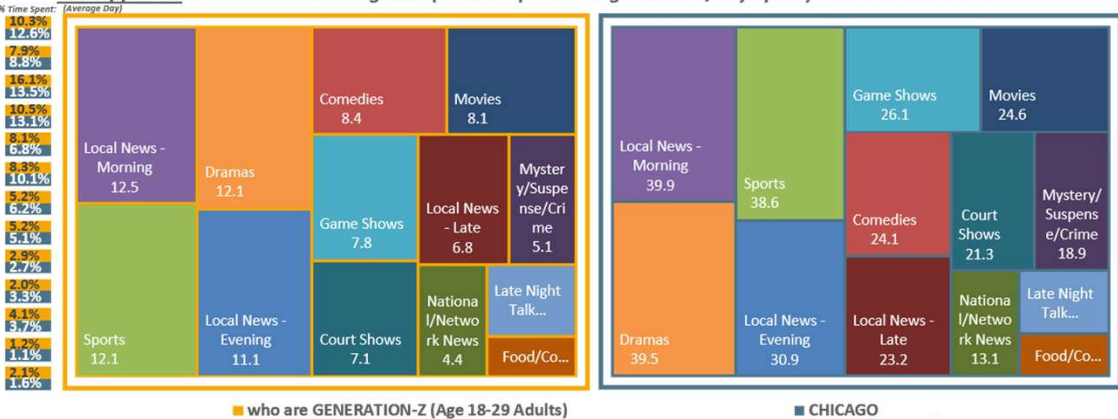
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



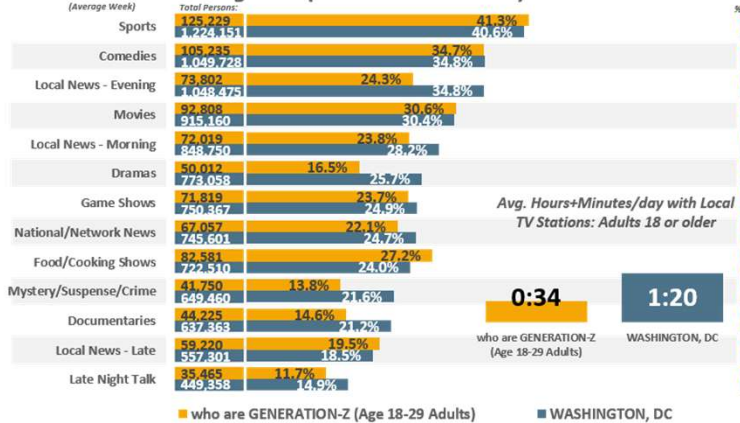
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



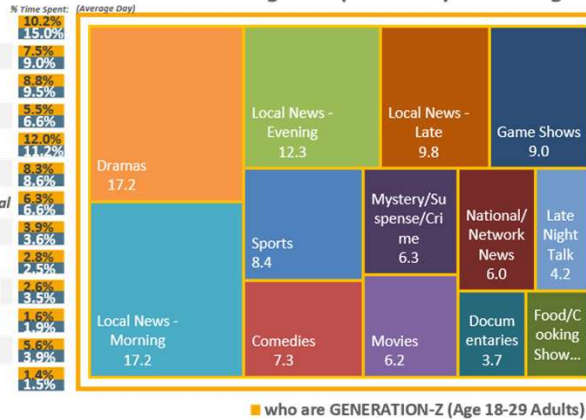


300,914 or 28.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Movies, Local News - Evening, Local News - Morning, and Game Shows.

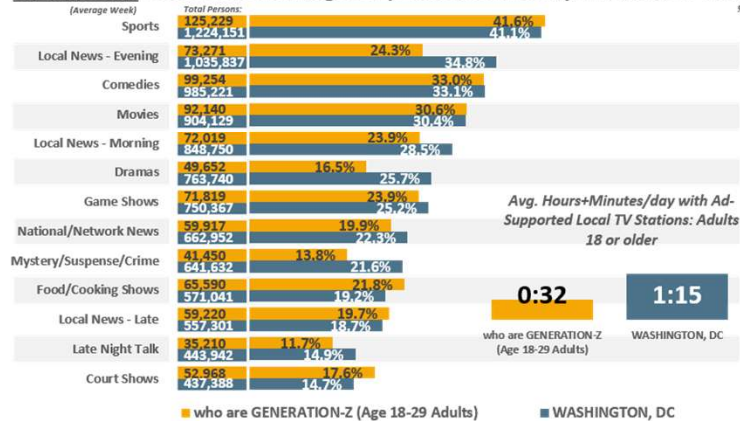
Local TV Station Programs (Persons & % Reach): Adults 18 or older



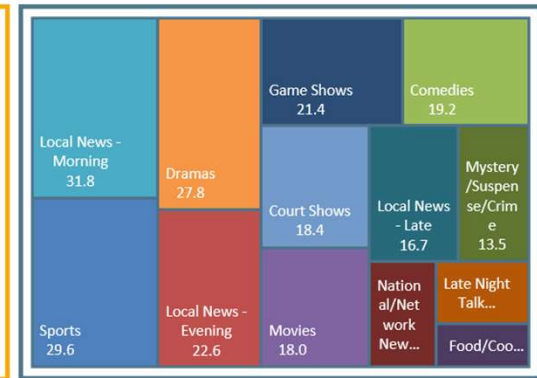
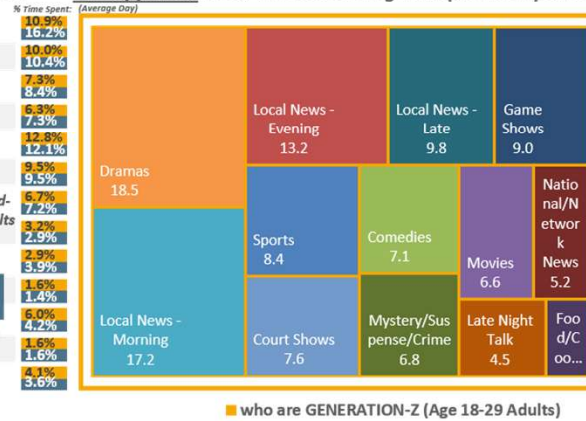
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



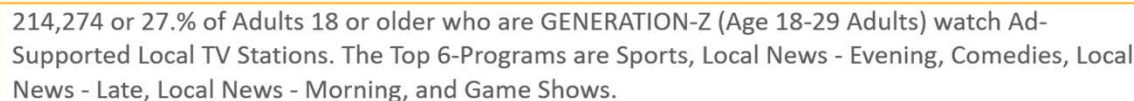
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



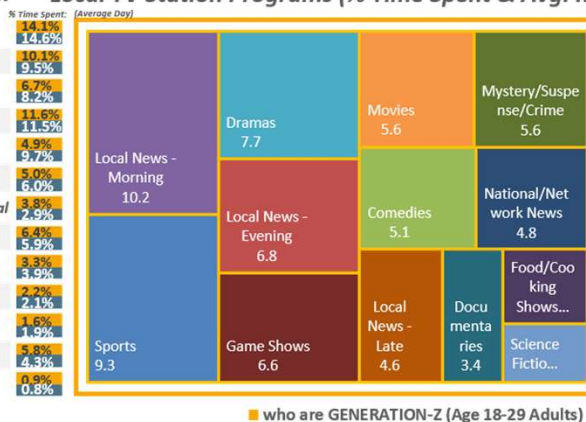
WASHINGTON, DC DMA Scarborough R1 2025: Mar25-Mar26 Qual Intab 960
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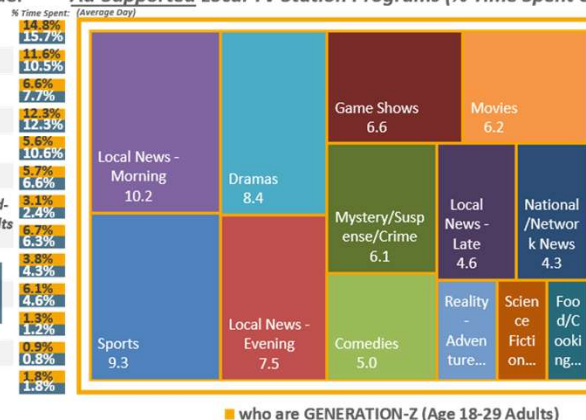
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



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

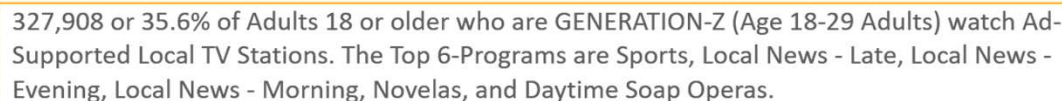


Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

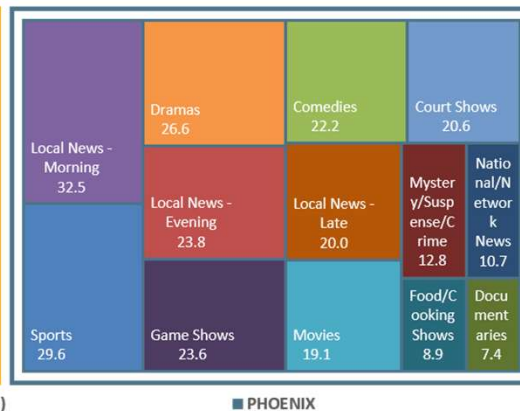
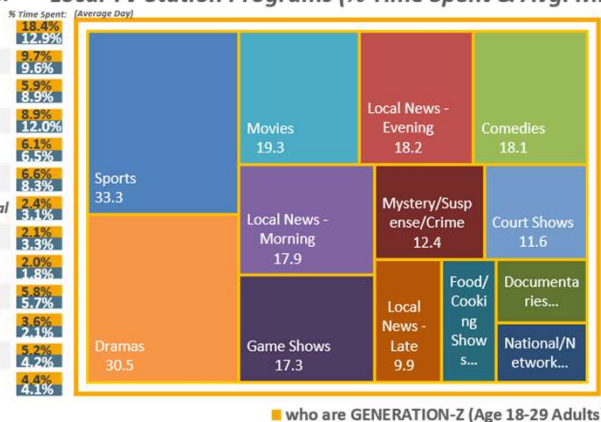


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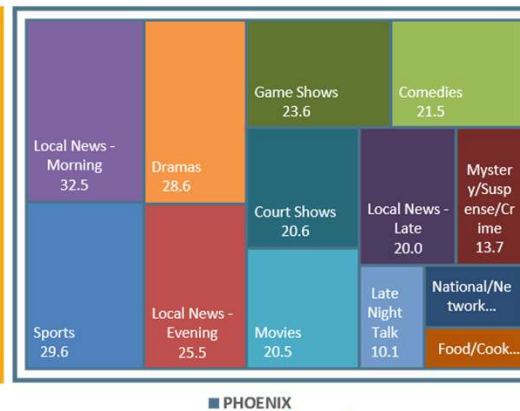
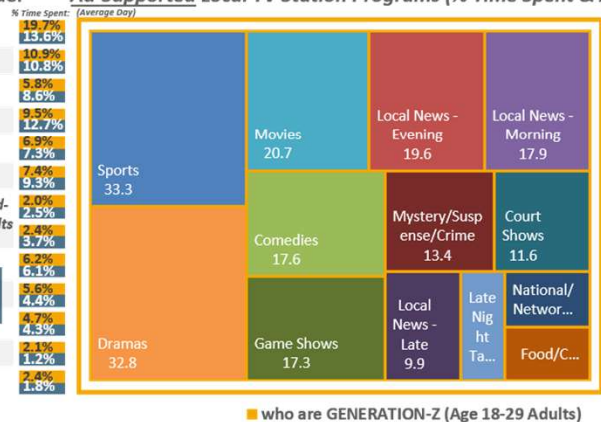
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



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



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



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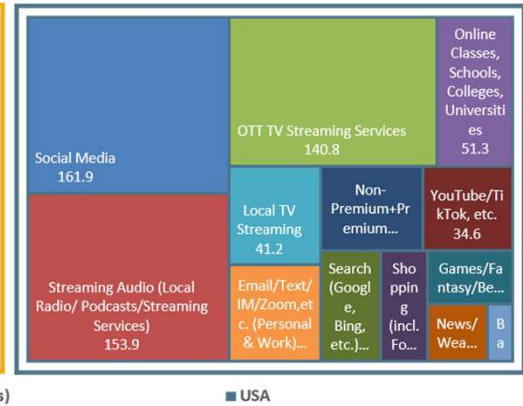
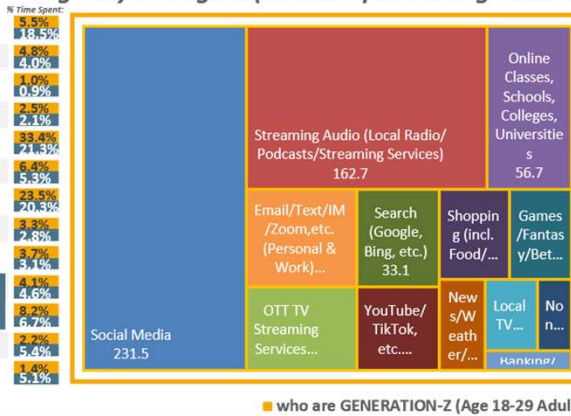
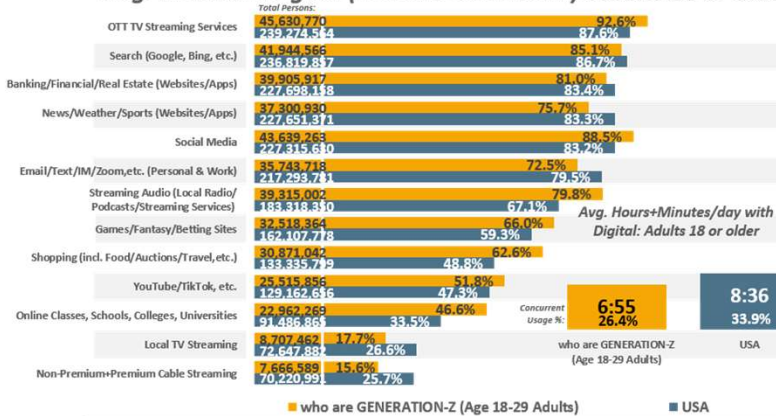
(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



37,727,187 or 76.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 200.1 minutes every day representing 41.7% of all time spent daily with Ad-Supported Digital Media.

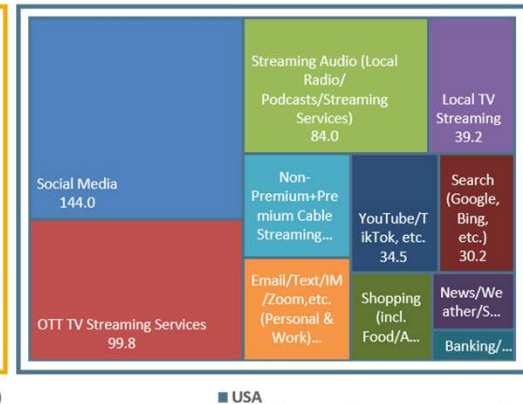
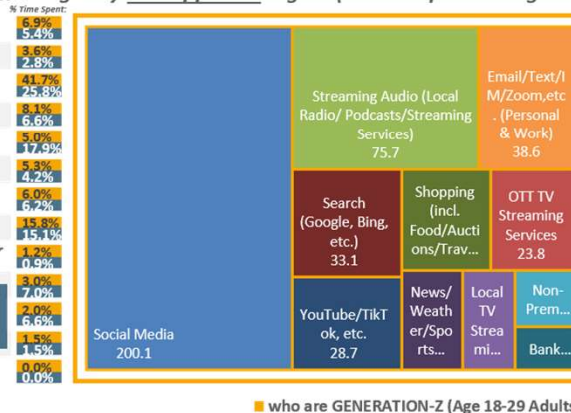
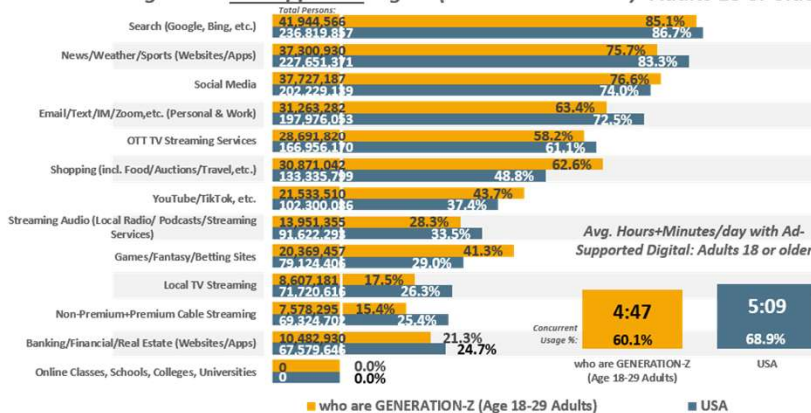
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

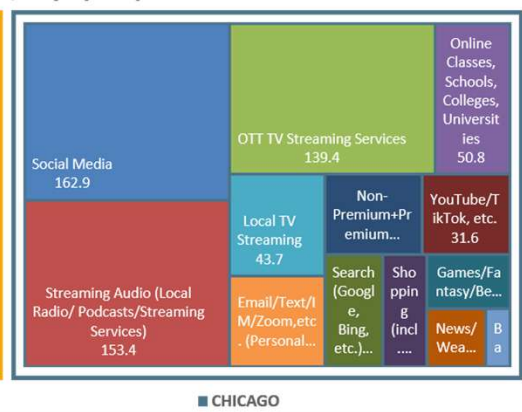
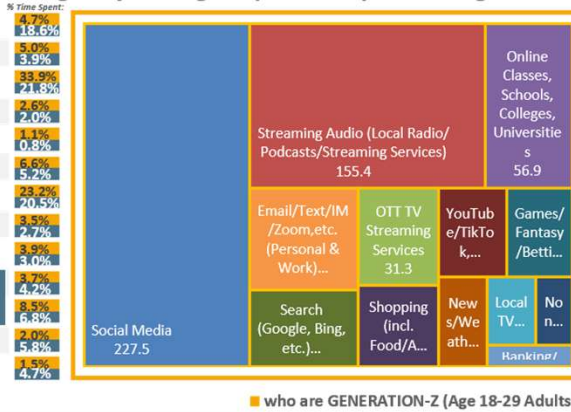
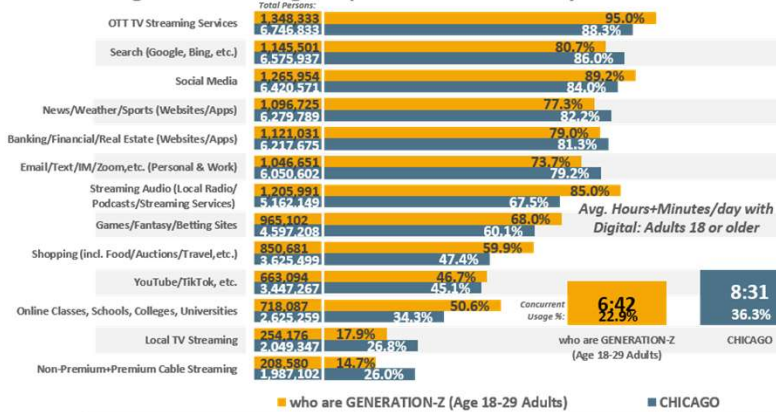




1,097,311 or 77.3% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 197.2 minutes every day representing 42.3% of all time spent daily with Ad-Supported Digital Media.

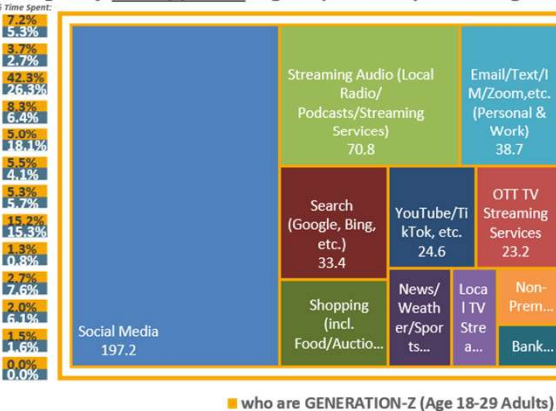
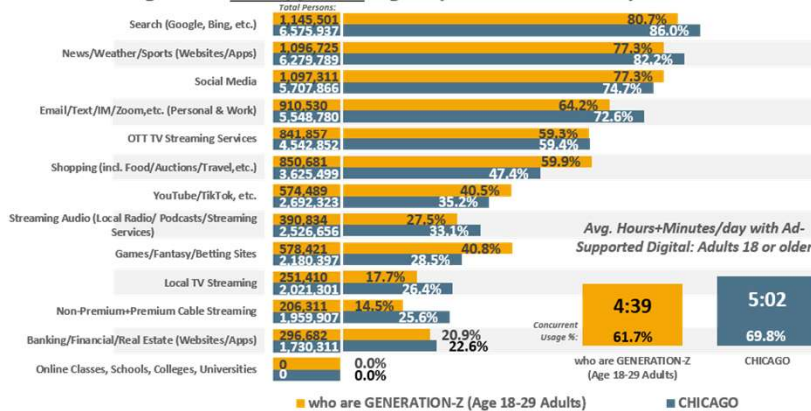
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

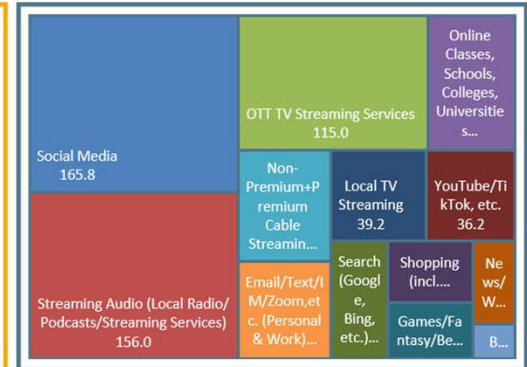
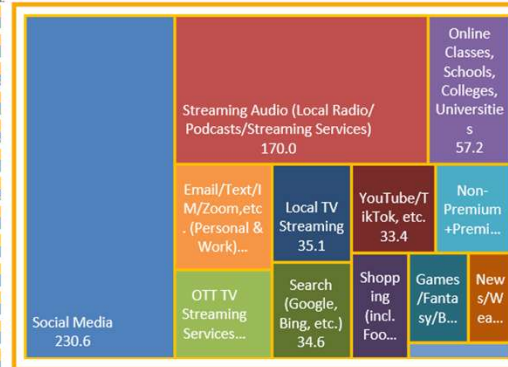
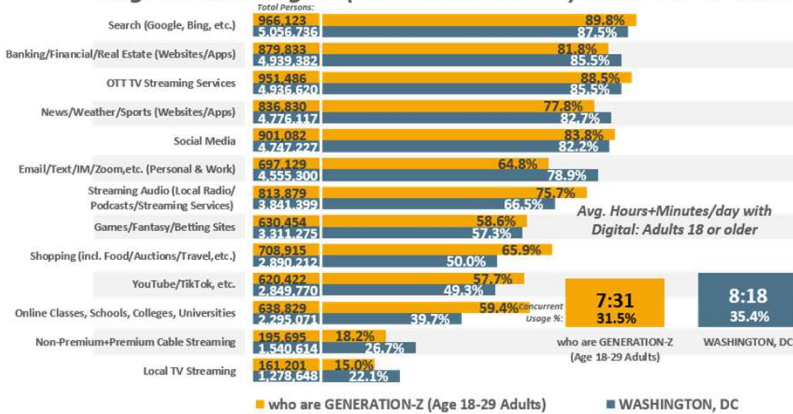




782,560 or 72.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 200.3 minutes every day representing 37.7% of all time spent daily with Ad-Supported Digital Media.

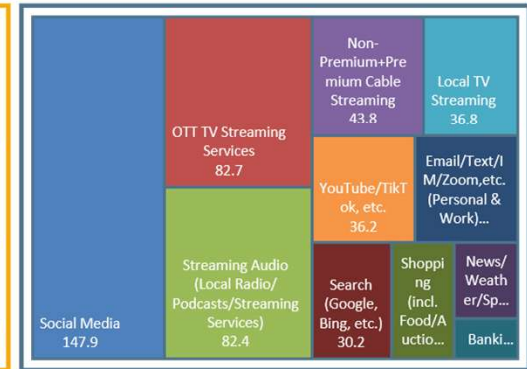
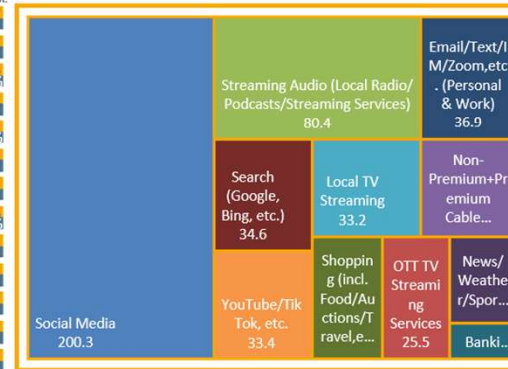
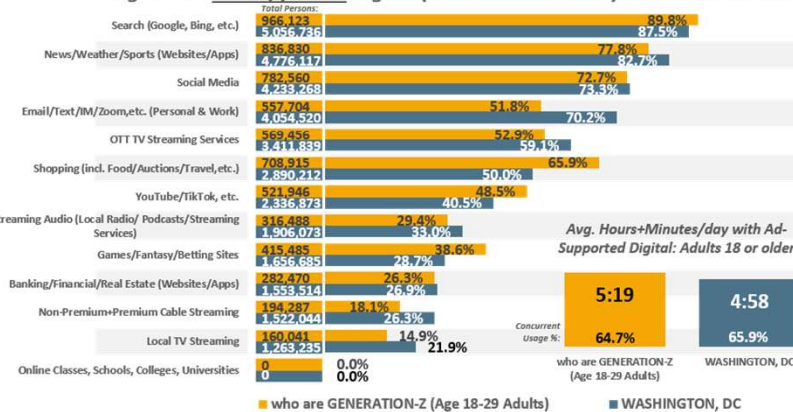
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

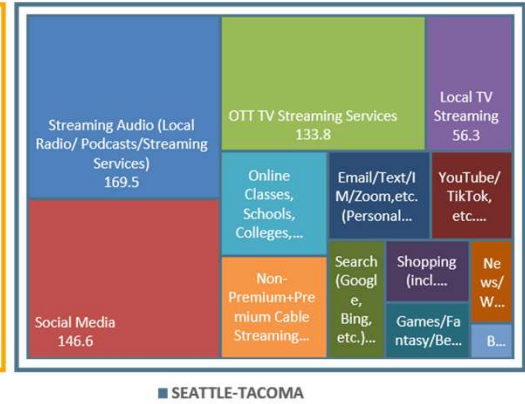
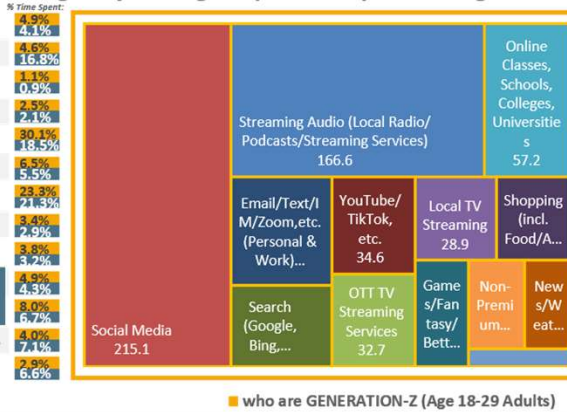
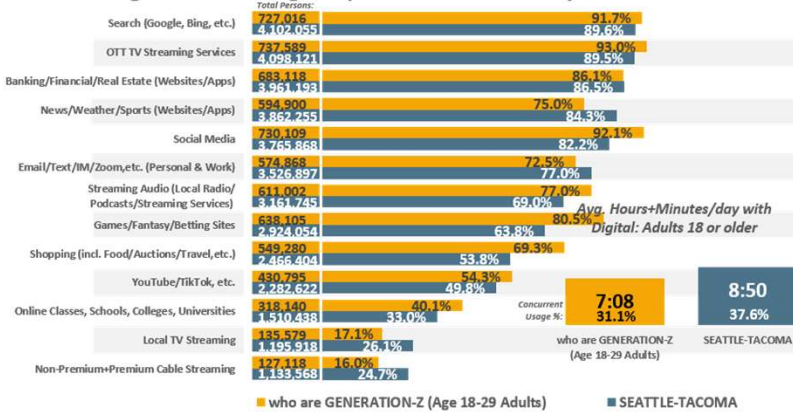




596,122 or 75.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 175.6 minutes every day representing 36.% of all time spent daily with Ad-Supported Digital Media.

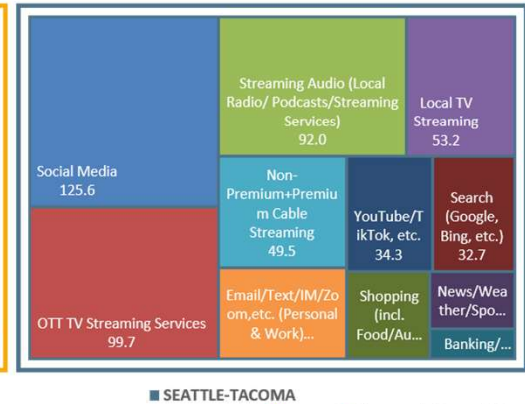
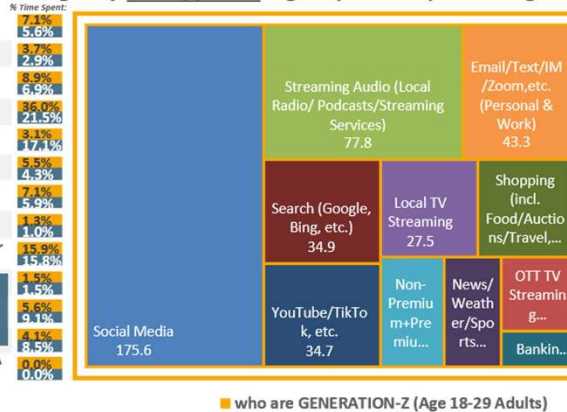
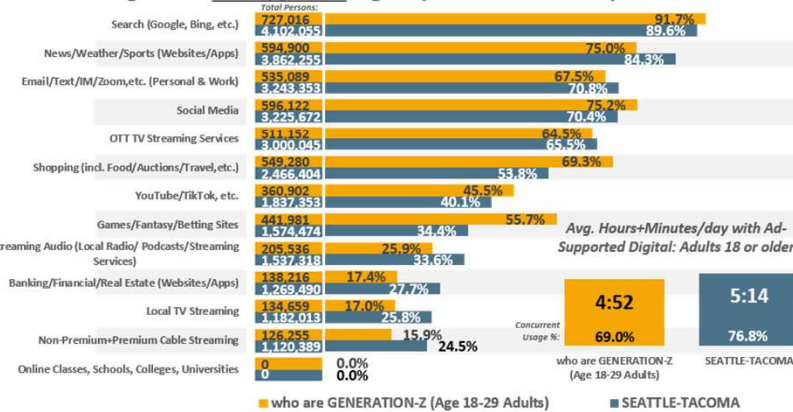
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

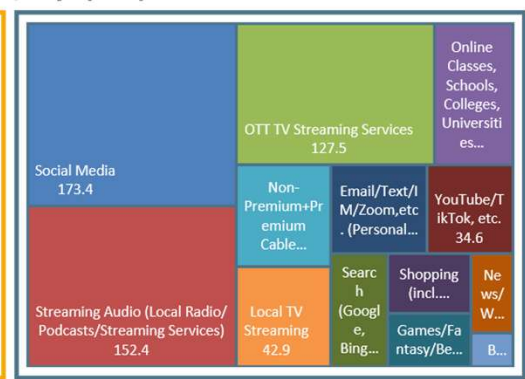
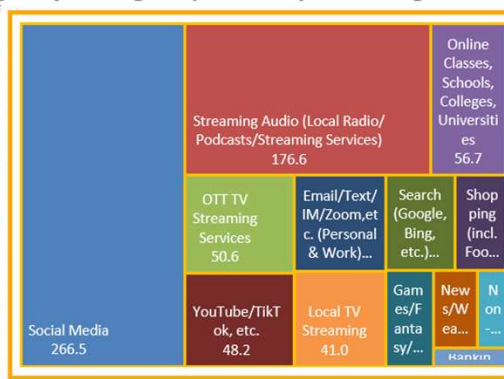
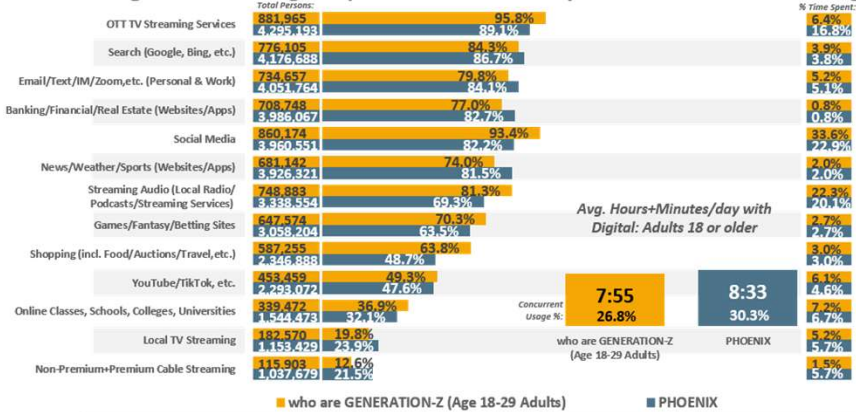




773,713 or 84.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Social Media for an average of 239.7 minutes every day representing 43.1% of all time spent daily with Ad-Supported Digital Media.

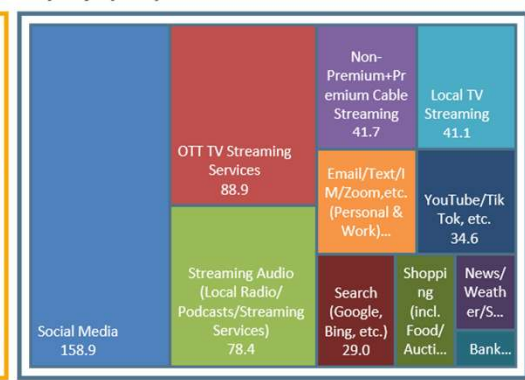
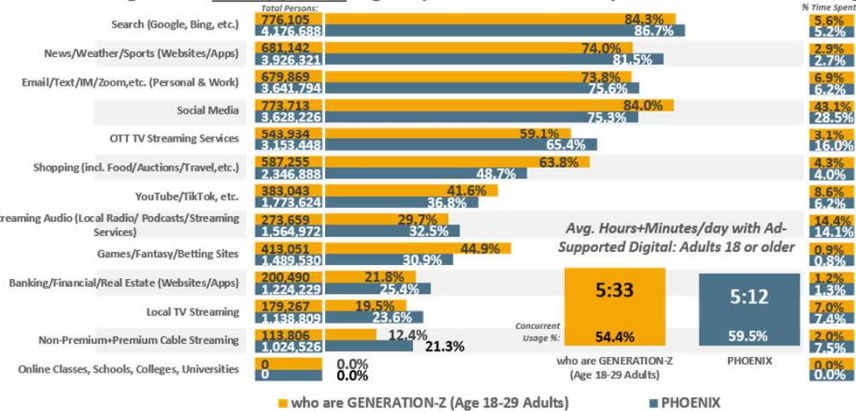
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

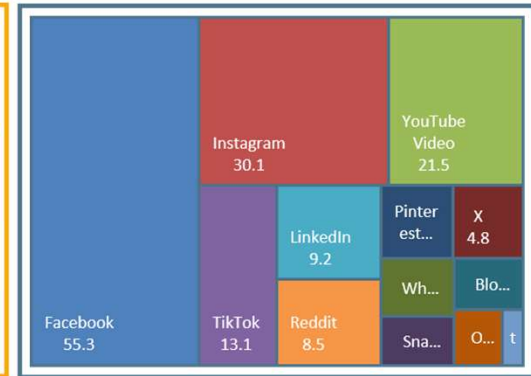
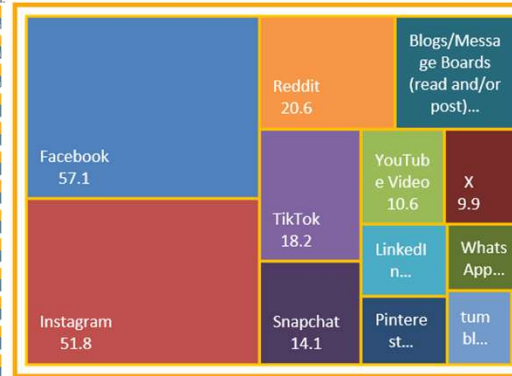
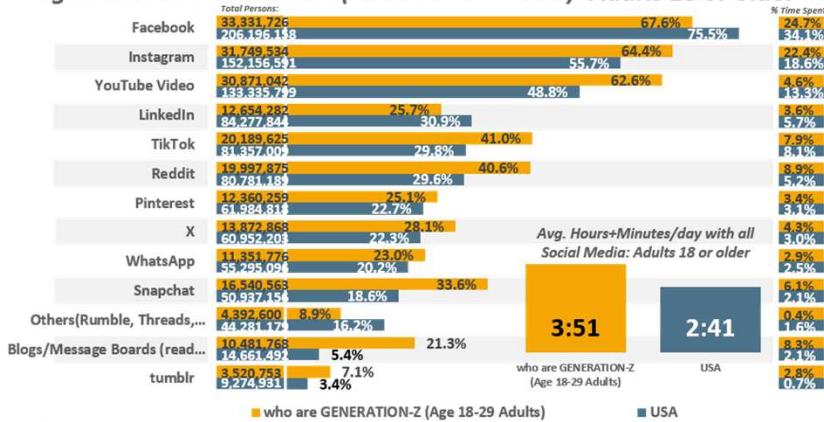
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



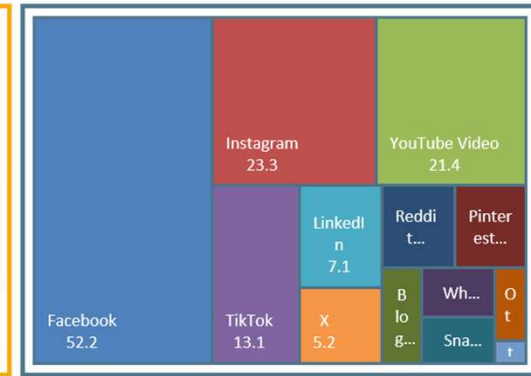
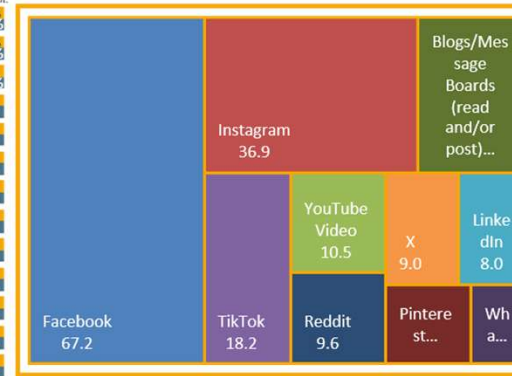
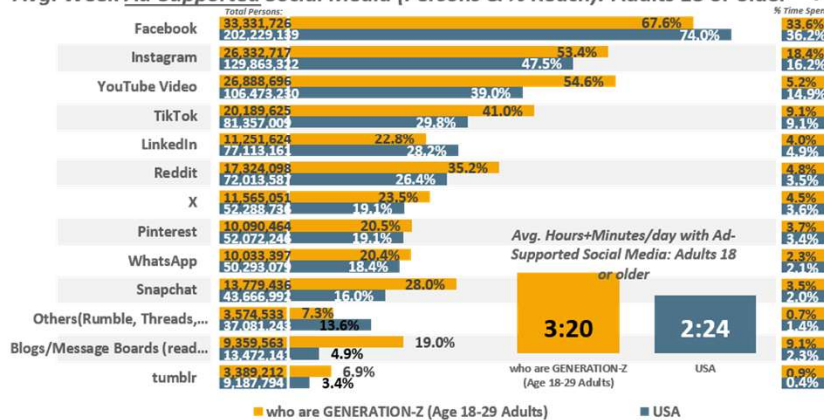


33,331,726 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 67.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.

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



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



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

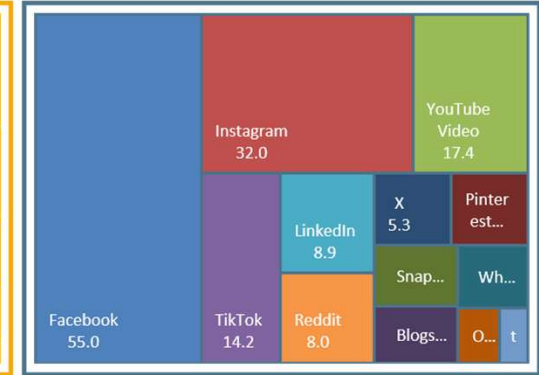
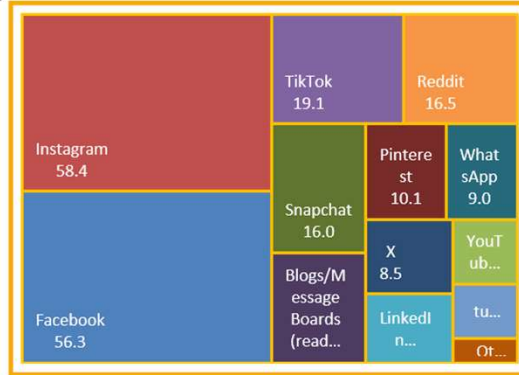
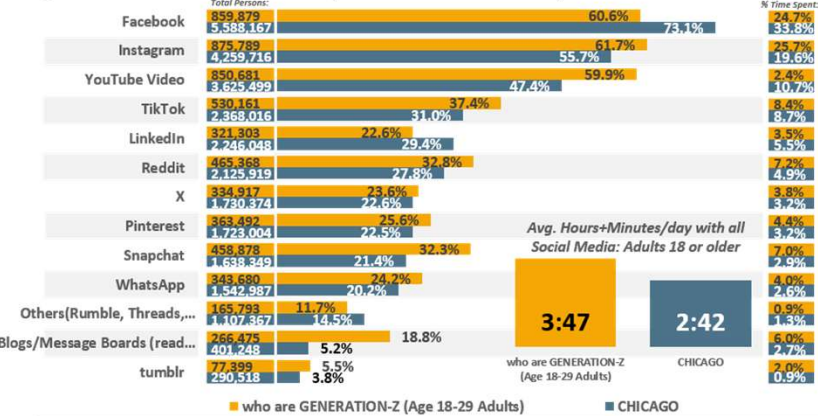
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

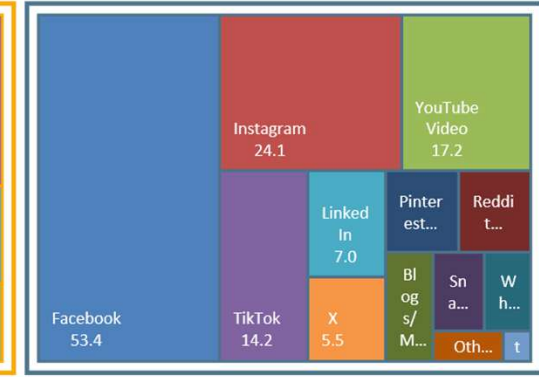
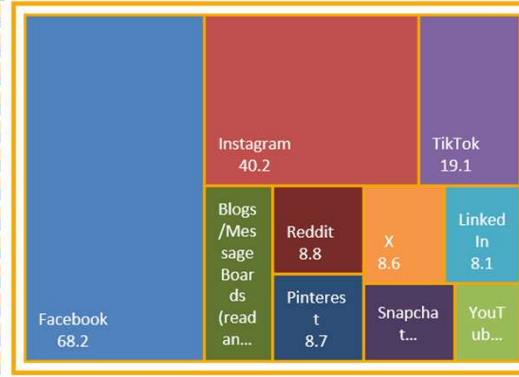
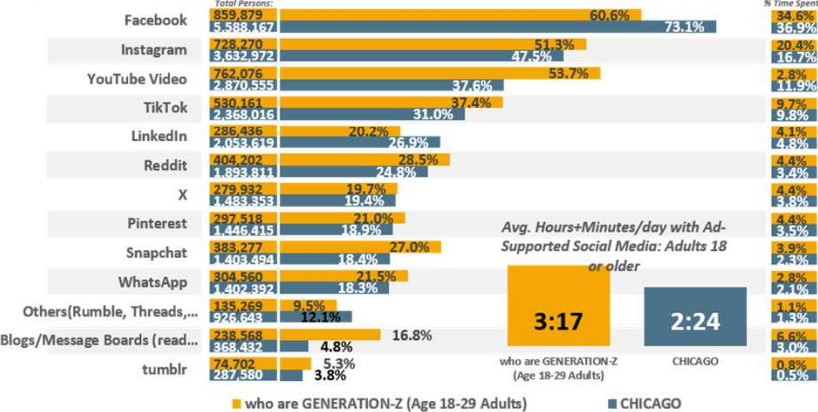


859,879 or 60.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 68.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.

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



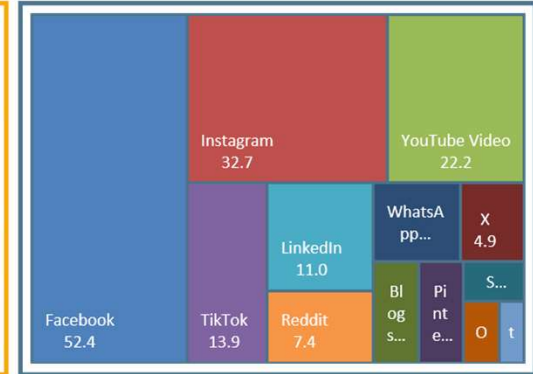
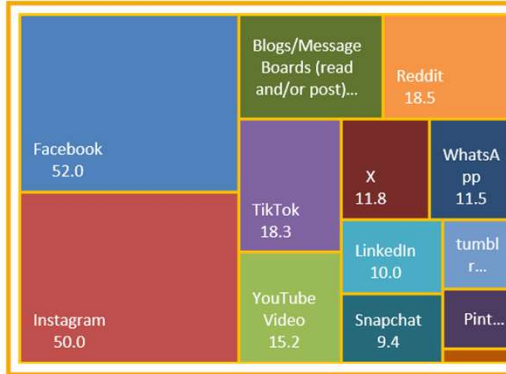
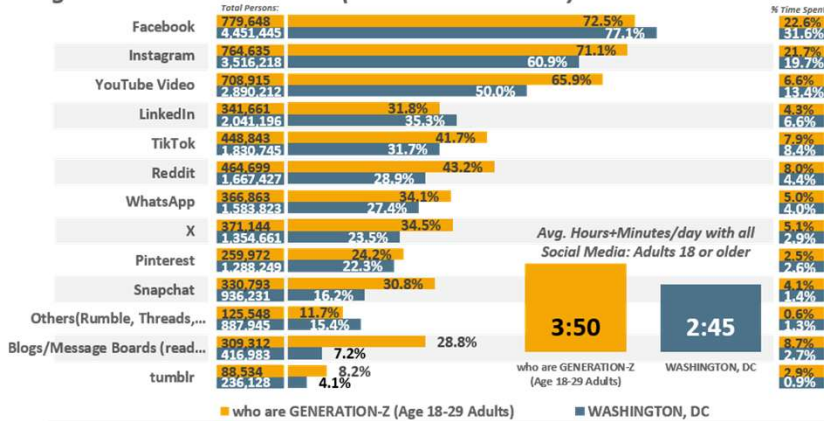
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



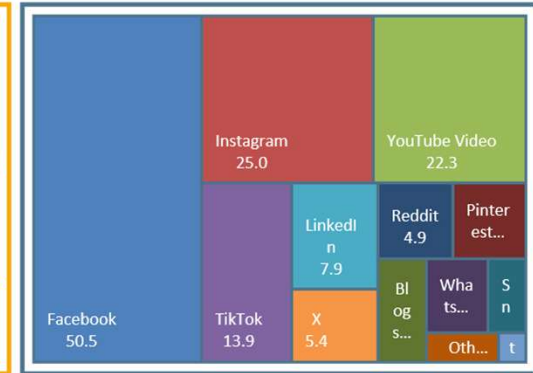
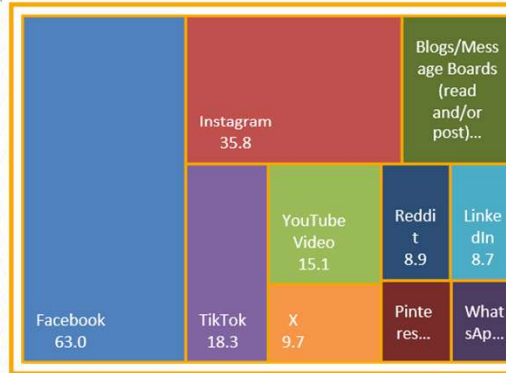
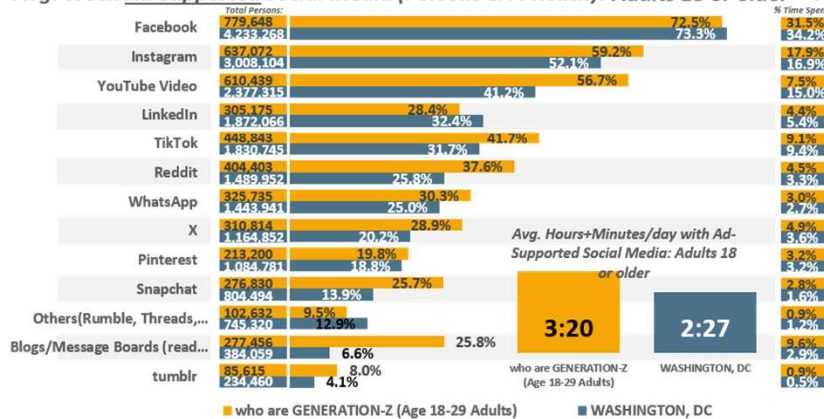


779,648 or 72.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 63. minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

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



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960
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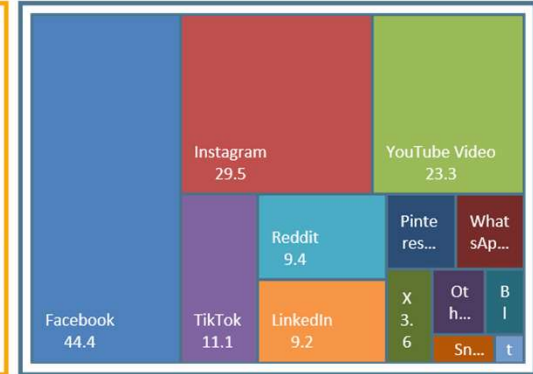
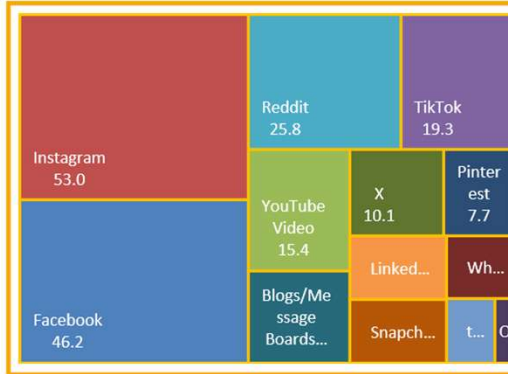
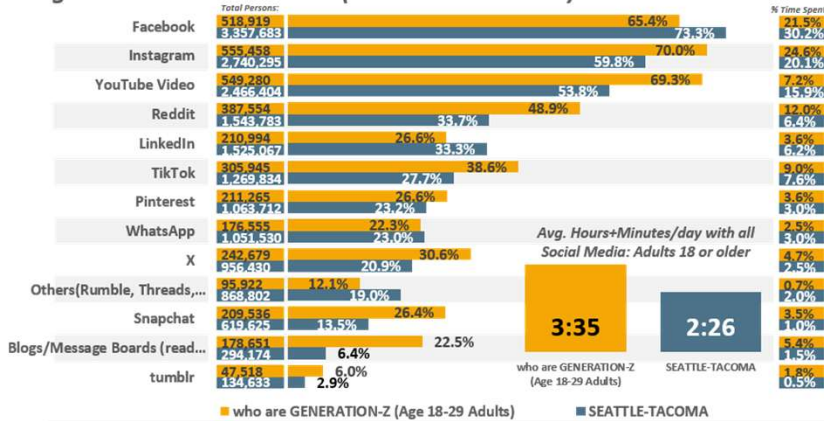
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

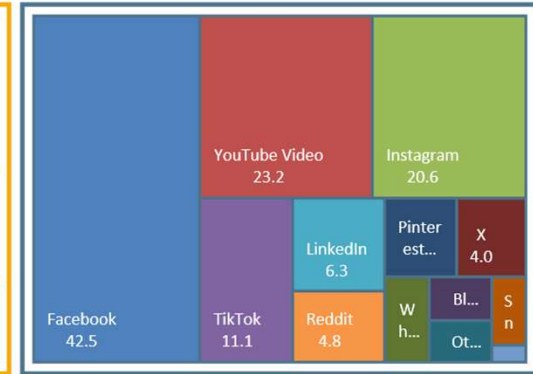
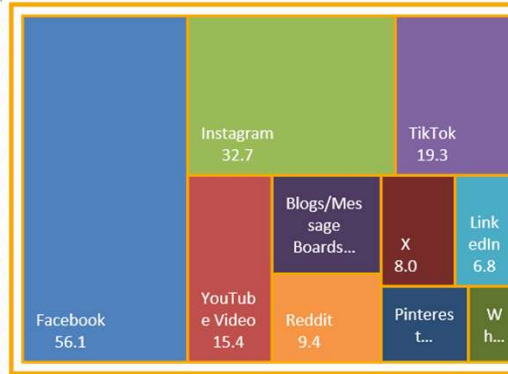
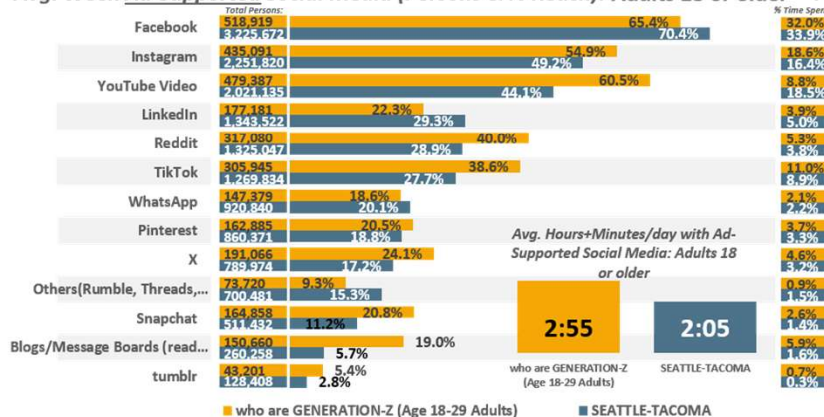


518,919 or 65.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 56.1 minutes every day representing 32.0% of all time spent daily with Ad-Supported Social Media.

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**



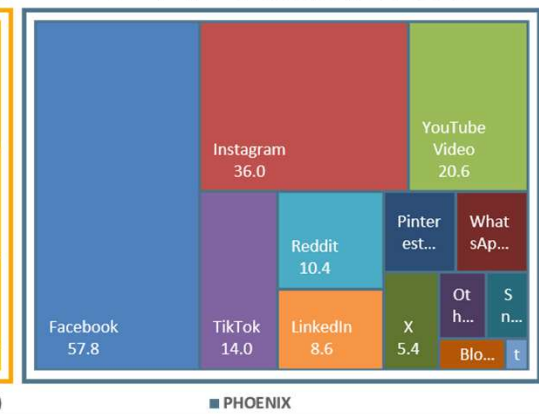
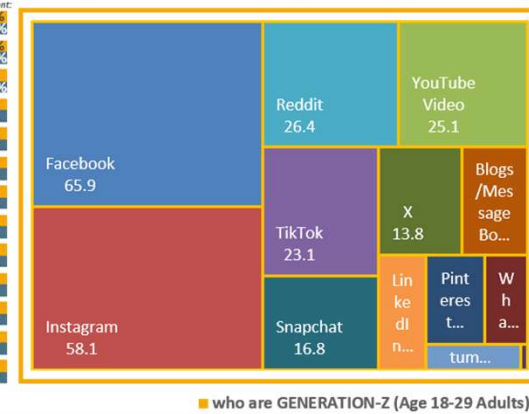
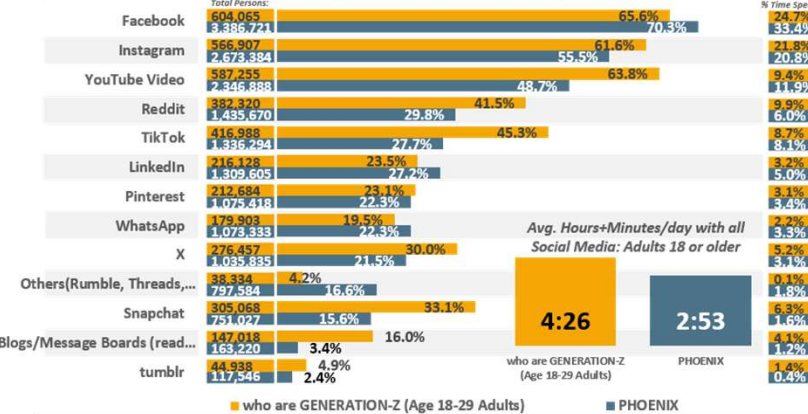
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



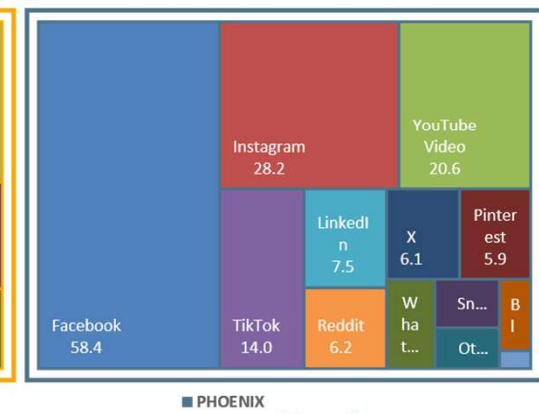
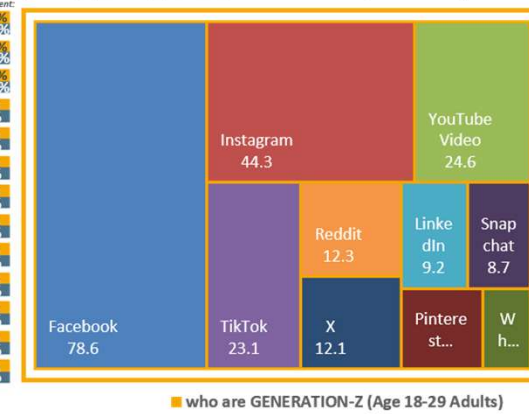
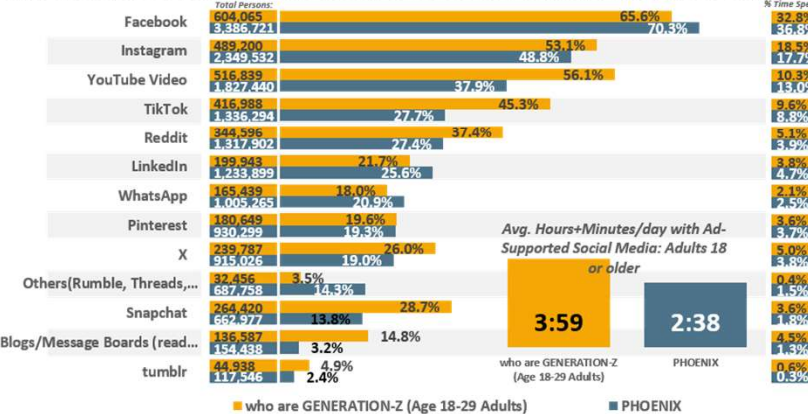


604,065 or 65.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 78.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.

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**

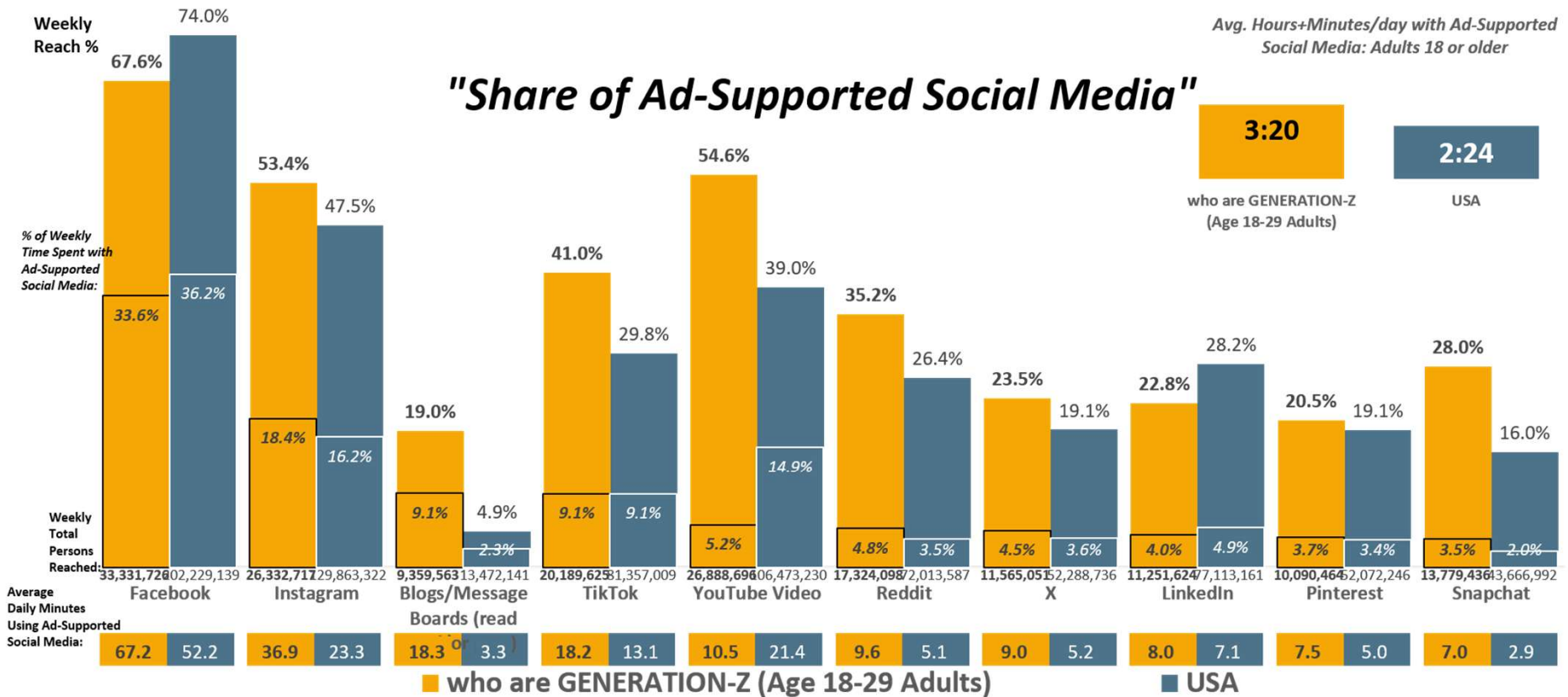


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





33,331,726 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 67.2 minutes every day representing 33.6% of all time spent daily with Ad-Supported Social Media.



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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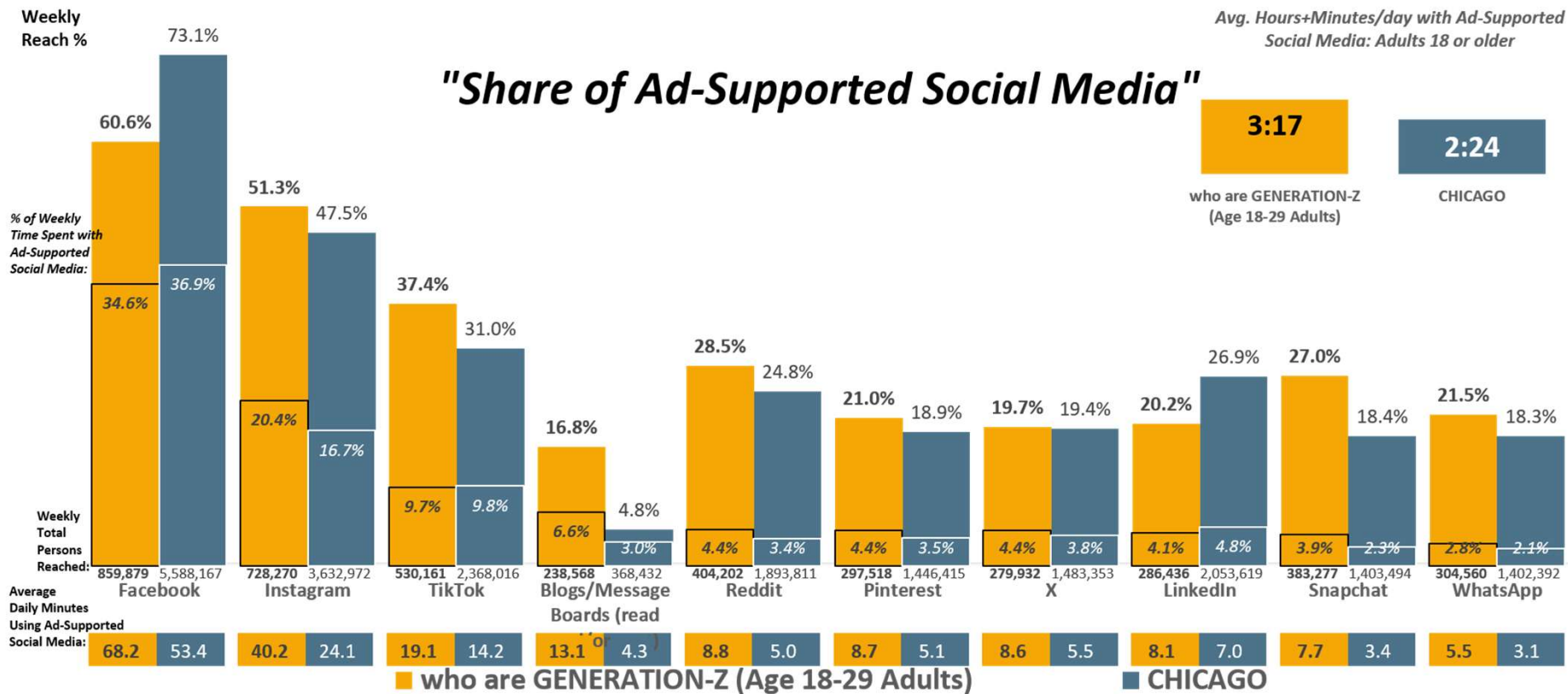
USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



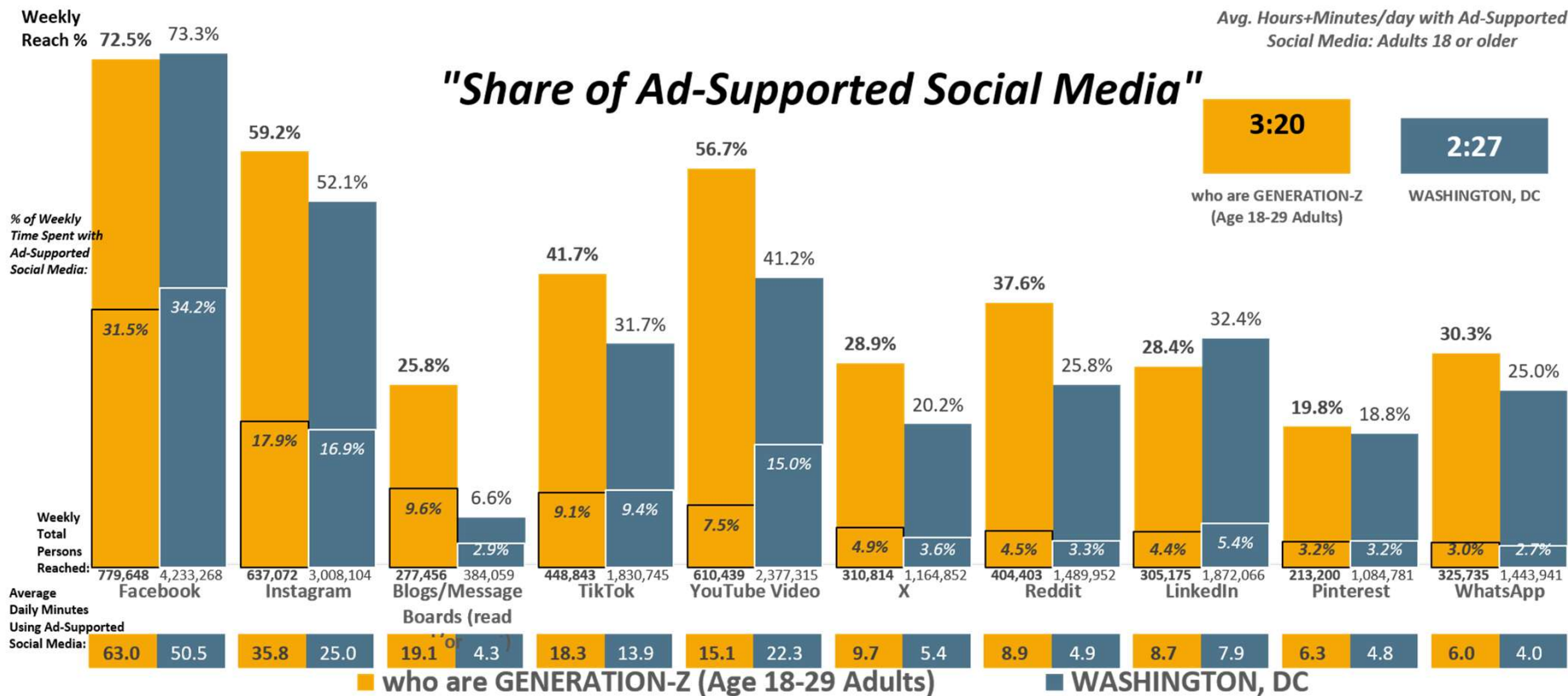
859,879 or 60.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 68.2 minutes every day representing 34.6% of all time spent daily with Ad-Supported Social Media.





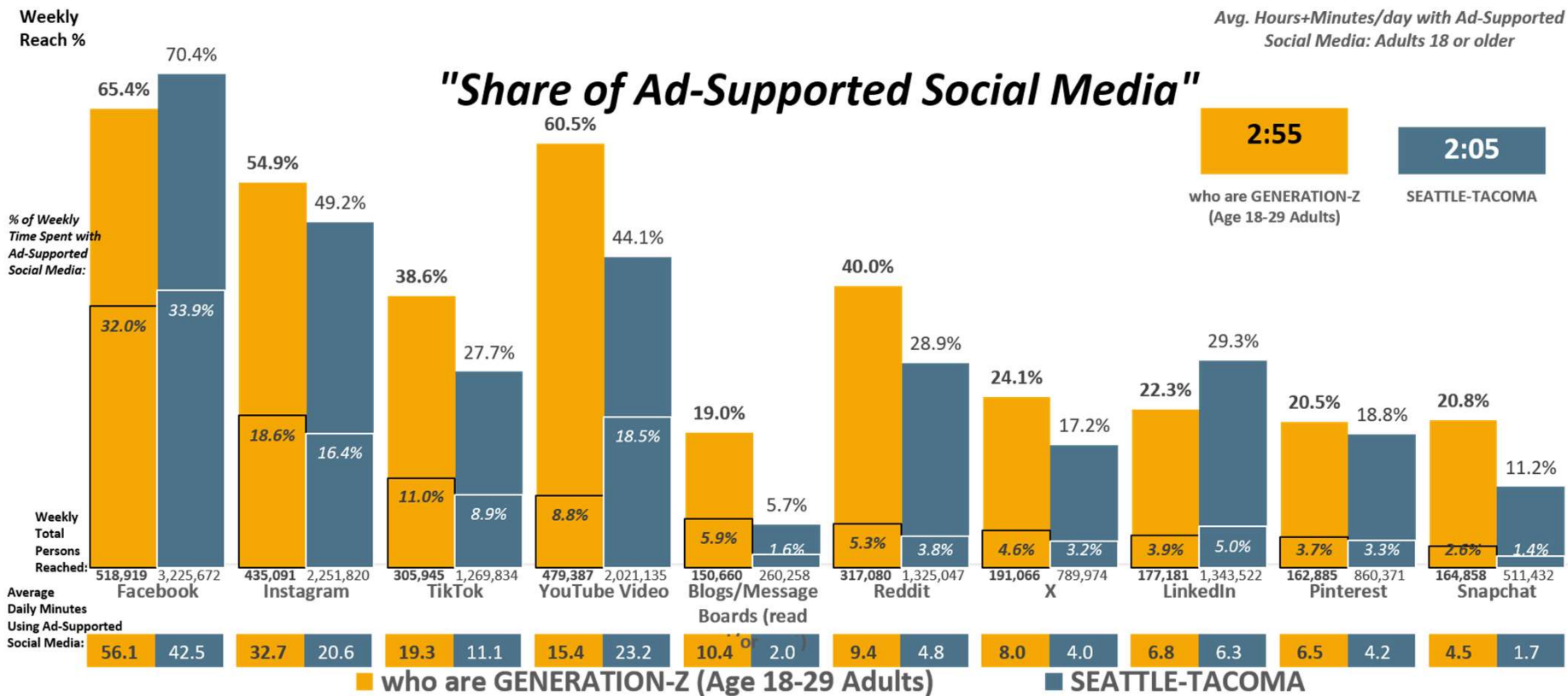
779,648 or 72.5% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 63. minutes every day representing 31.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



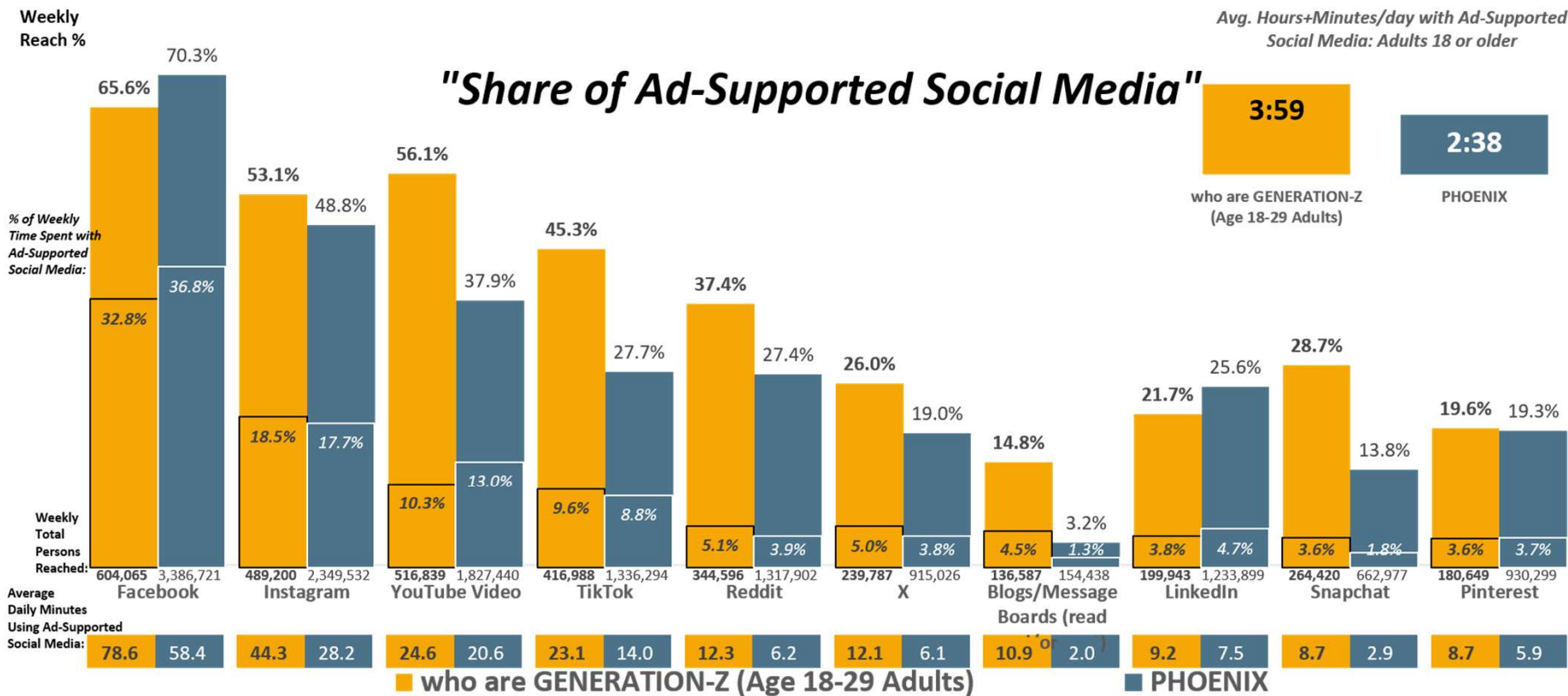


518,919 or 65.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 56.1 minutes every day representing 32.% of all time spent daily with Ad-Supported Social Media.





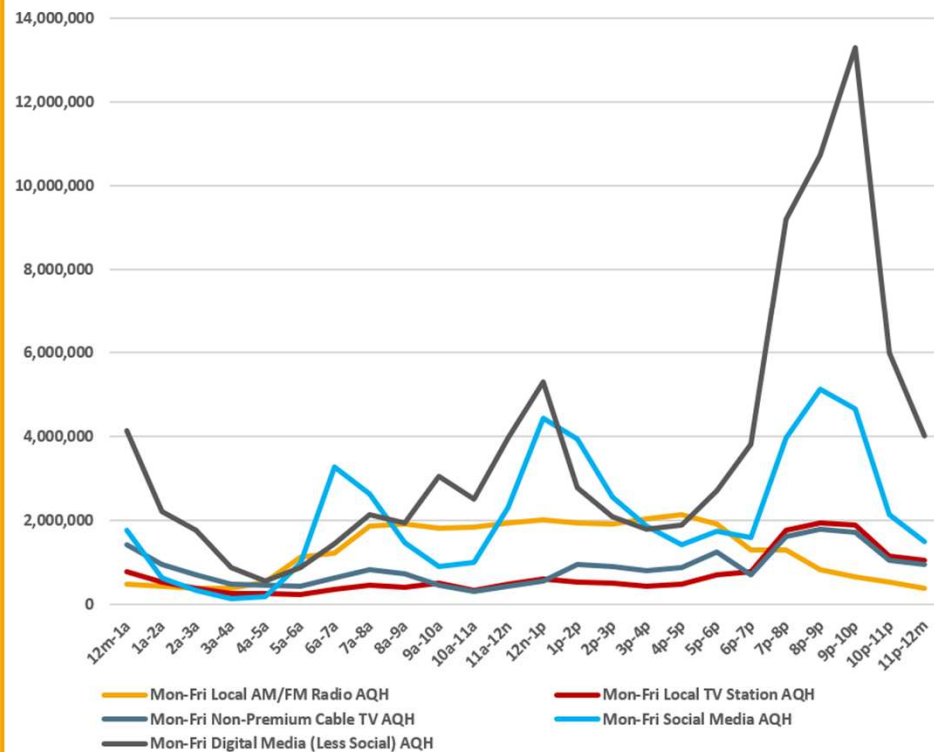
604,065 or 65.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) use Ad-Supported Facebook for an average of 78.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Social Media.



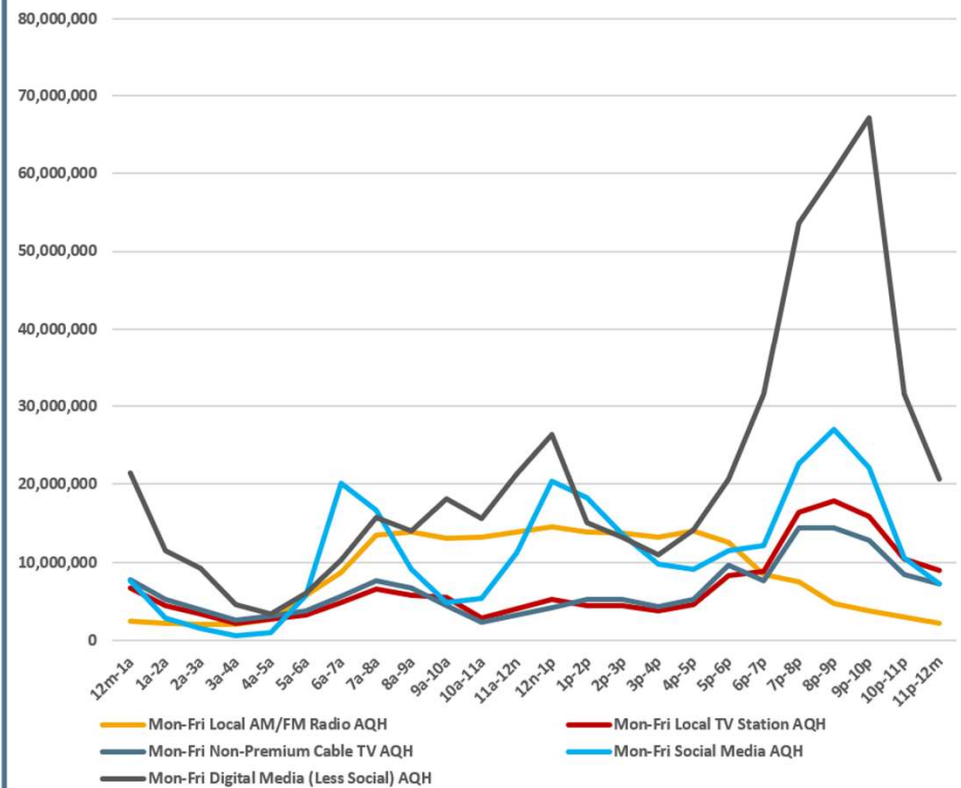


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,723,194;
 Social Media: 2,243,993; Local Radio: 1,835,008; Non-Prem. Cable: 724,784; Local TV:
 503,953 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults)

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 Adults 18 or older who are GENERATION-Z (Age 18-29
 Adults)**



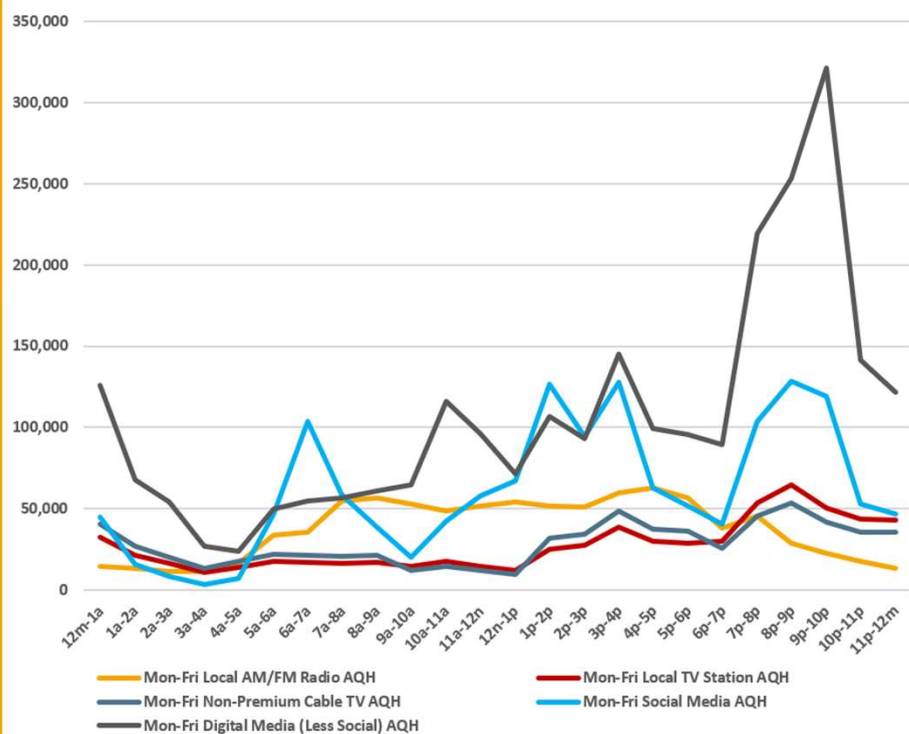
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
 USA 210 DMA Area Adults 18 or older**



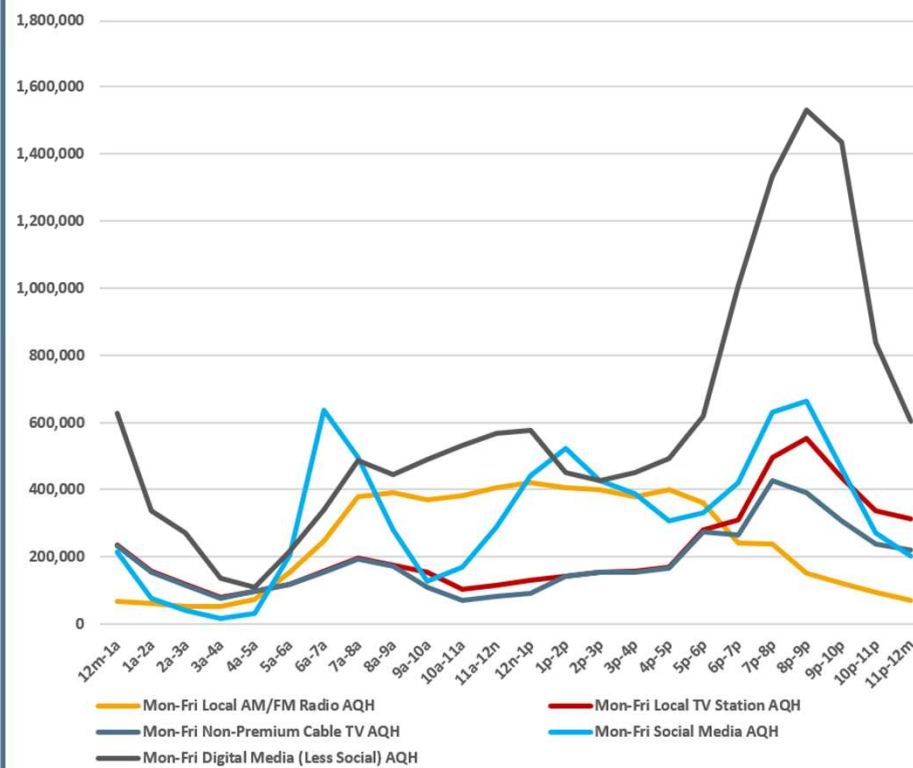


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 88,555; Social Media: 68,623; Local Radio: 51,922; Non-Prem. Cable: 25,065; Local TV: 22,297 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults).

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults)**



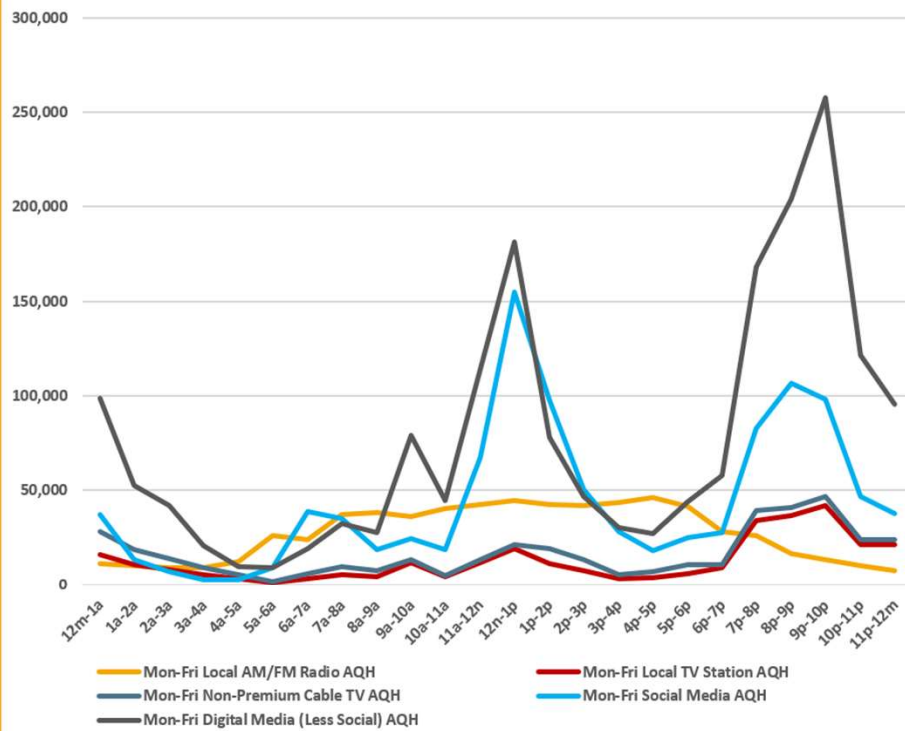
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CHICAGO Metro Area Adults 18 or older**



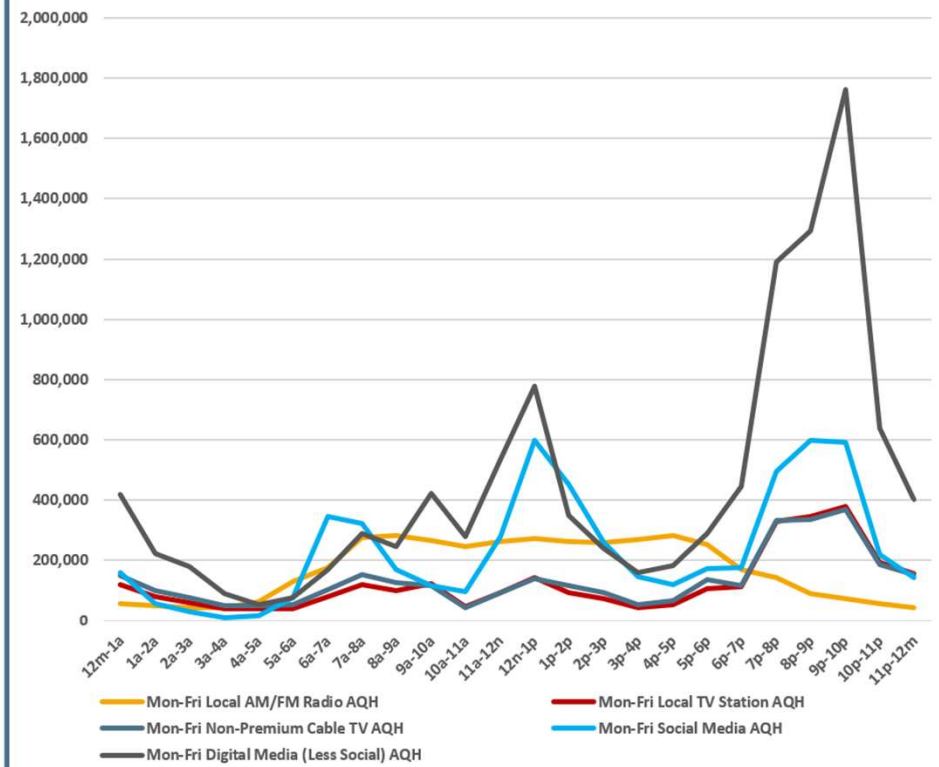


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 60,070; Social Media: 46,508; Local Radio: 38,931; Non-Prem. Cable: 10,875; Local TV: 7,780 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults).

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults)**



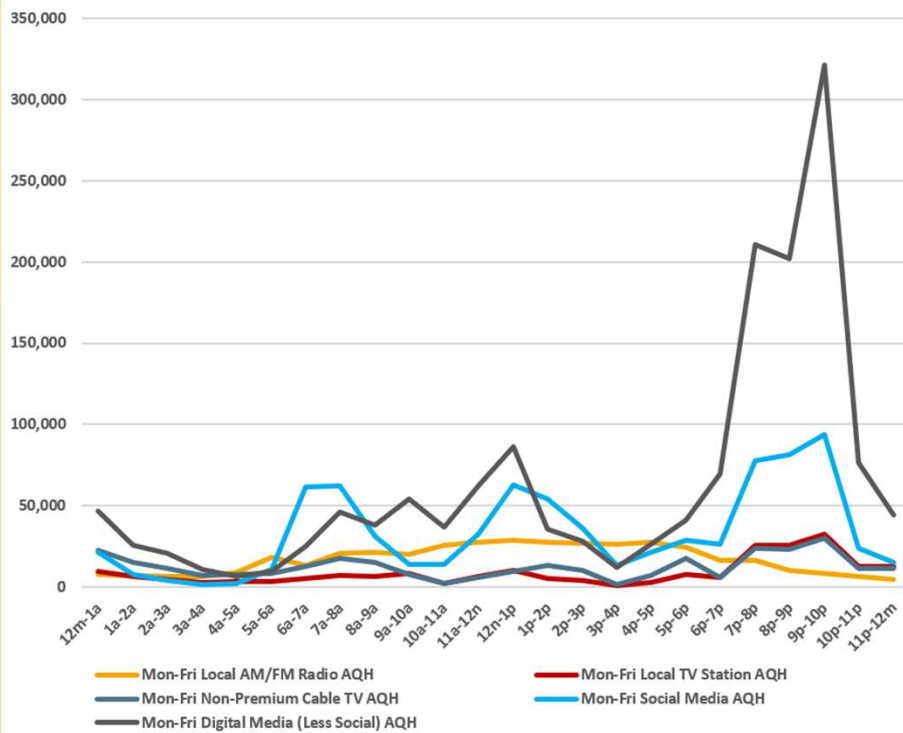
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WASHINGTON, DC Metro Area Adults 18 or older**



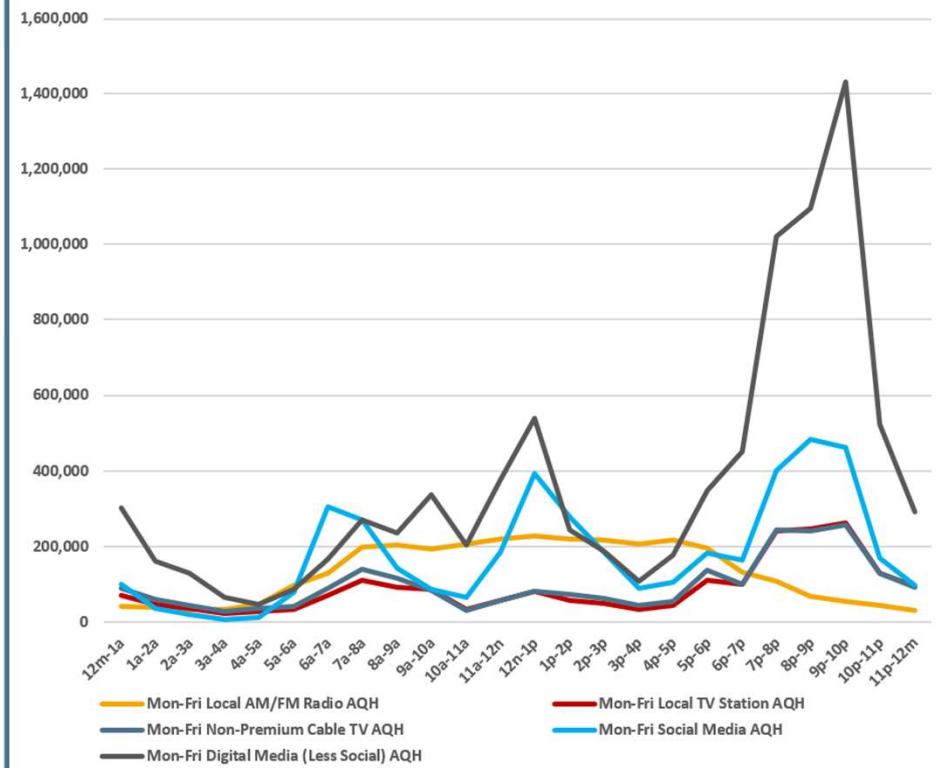


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 43,194; Social Media: 35,292; Local Radio: 23,751; Non-Prem. Cable: 9,755; Local TV: 5,689 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults).

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults)**



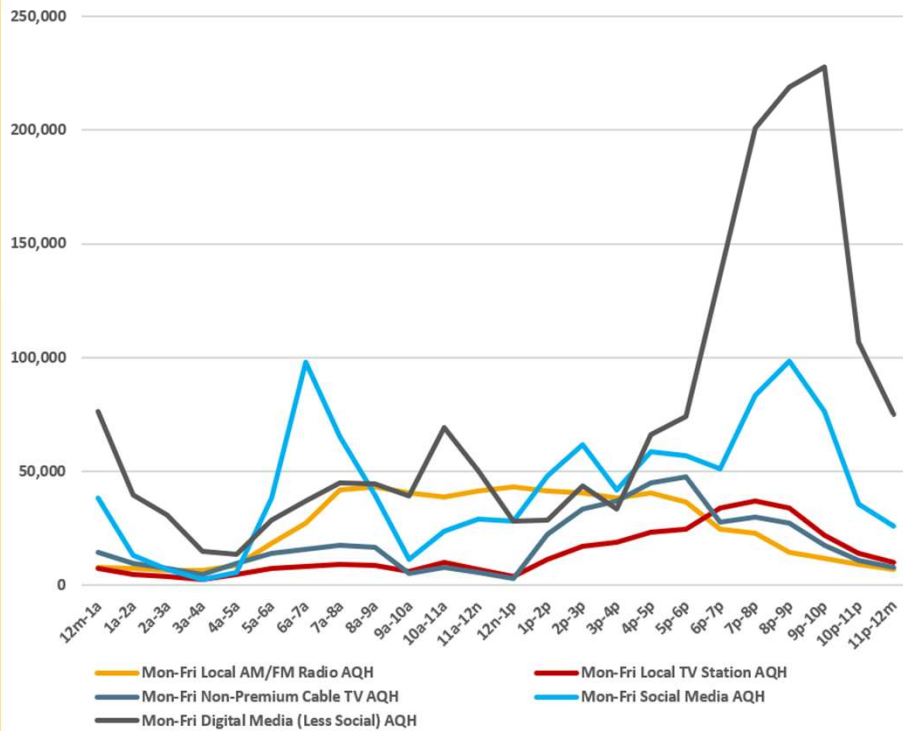
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEATTLE-TACOMA Metro Area Adults 18 or older**



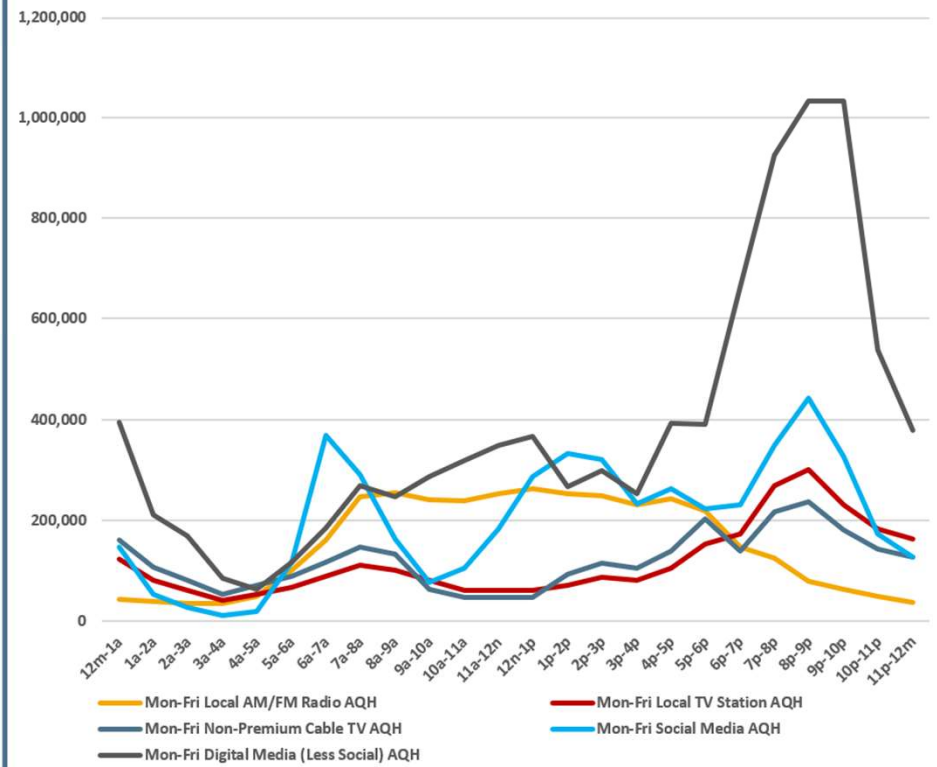


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 53,481; Social Media: 47,144; Local Radio: 38,228; Non-Prem. Cable: 21,856; Local TV: 13,936 reaching Adults 18 or older who are GENERATION-Z (Age 18-29 Adults).

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are GENERATION-Z (Age 18-29 Adults)**



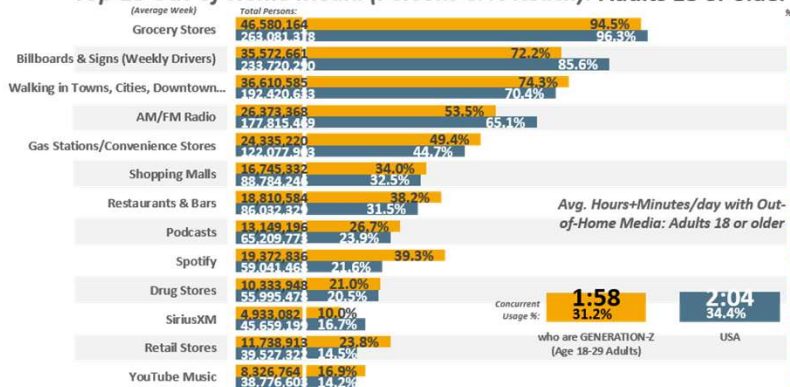
**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHOENIX Metro Area Adults 18 or older**



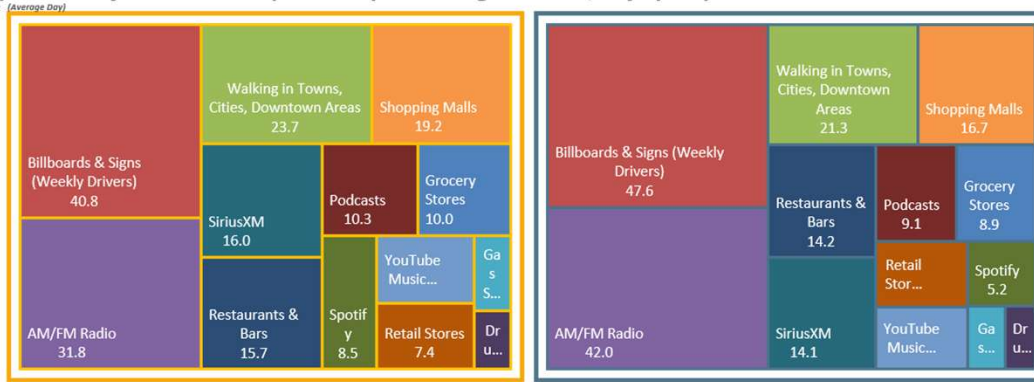


35,572,661 or 72.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.8 minutes per day driving, seeing Billboards and Signs. 52.5% Listen to Local Radio Stations Out-of-Home for an average of 29.4 minutes/day.

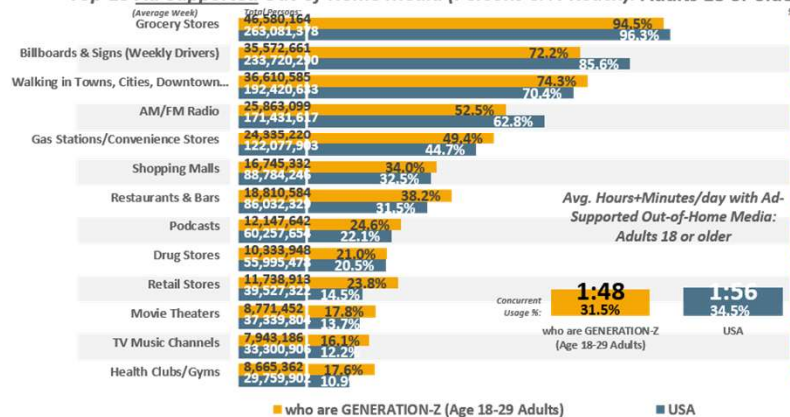
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



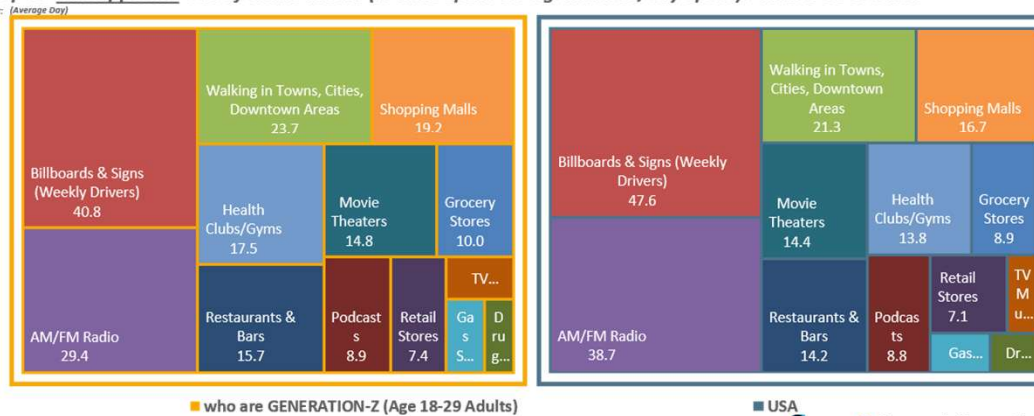
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

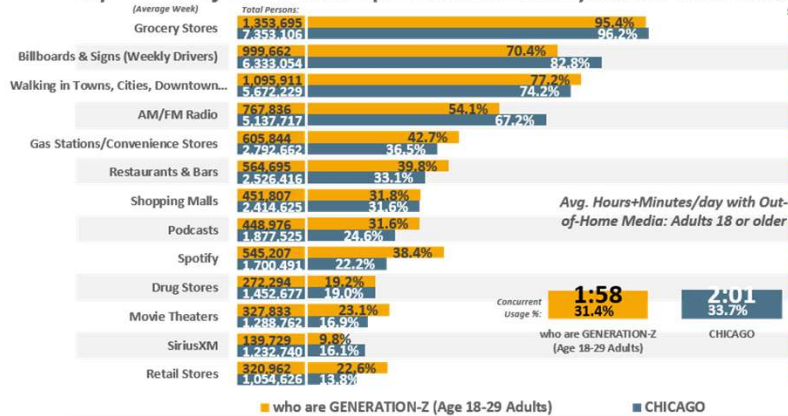
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

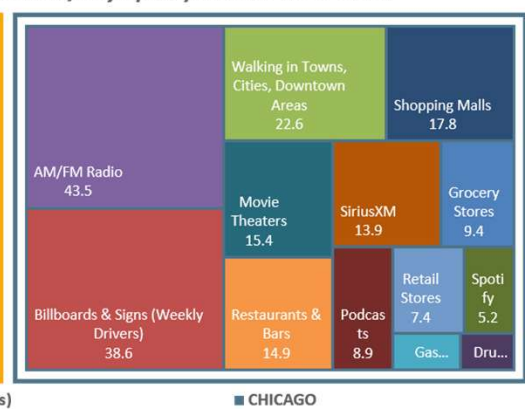
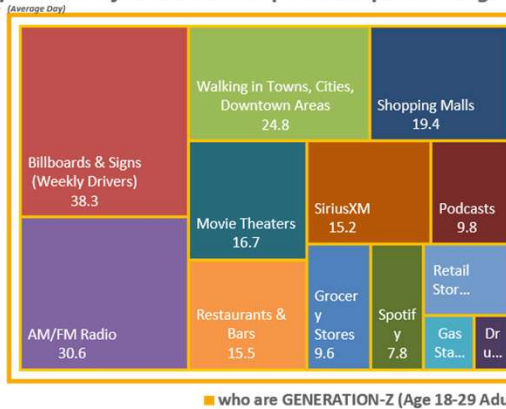


999,662 or 70.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 38.3 minutes per day driving, seeing Billboards and Signs. 53.3% Listen to Local Radio Stations Out-of-Home for an average of 28.2 minutes/day.

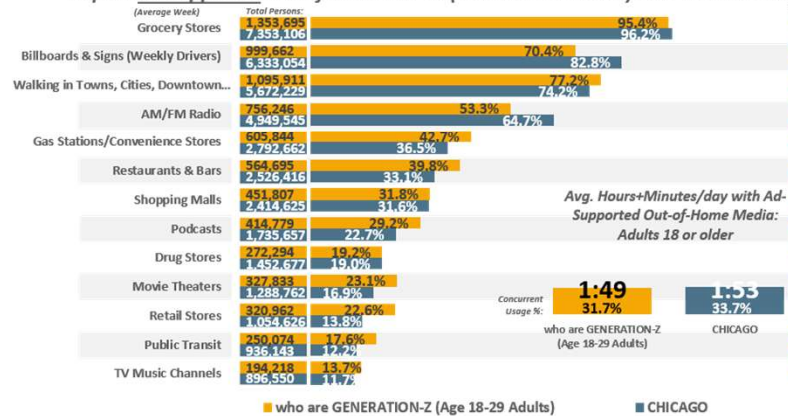
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



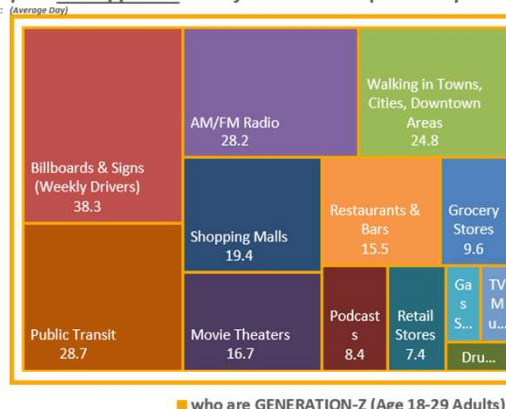
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 587
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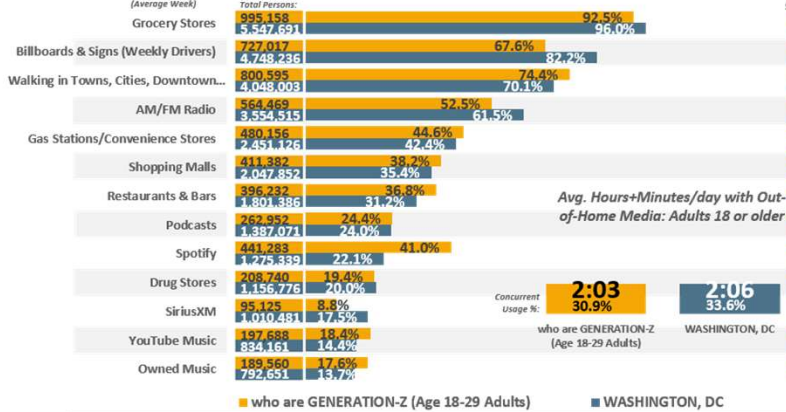
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

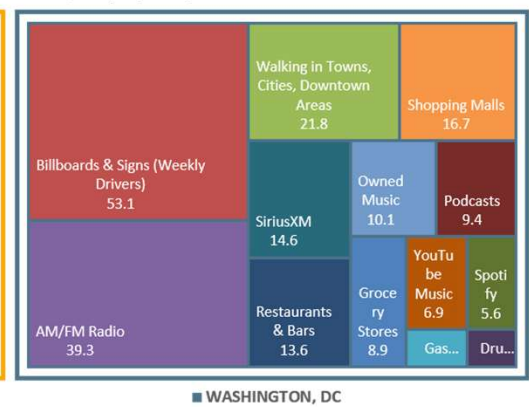


727,017 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 46.2 minutes per day driving, seeing Billboards and Signs. 51.1% Listen to Local Radio Stations Out-of-Home for an average of 29.7 minutes/day.

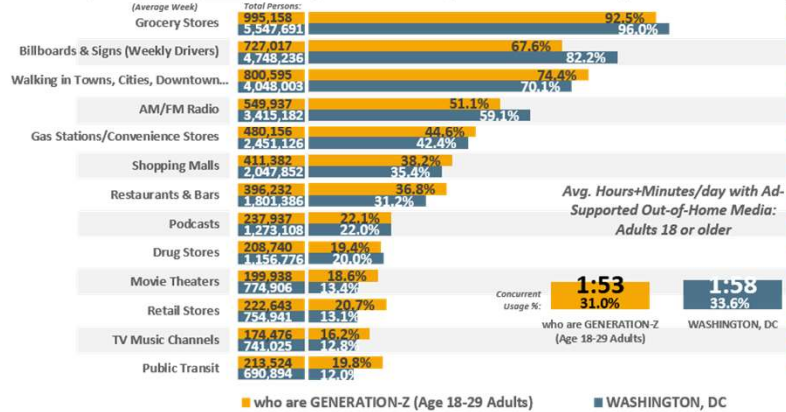
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



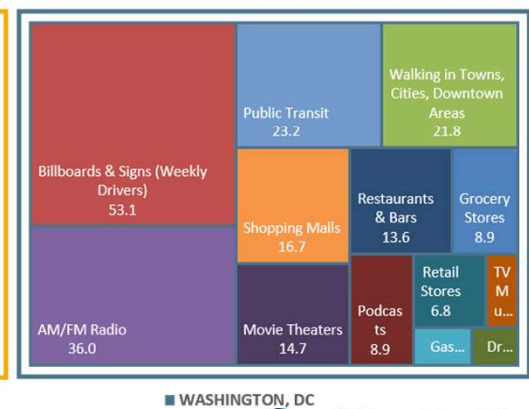
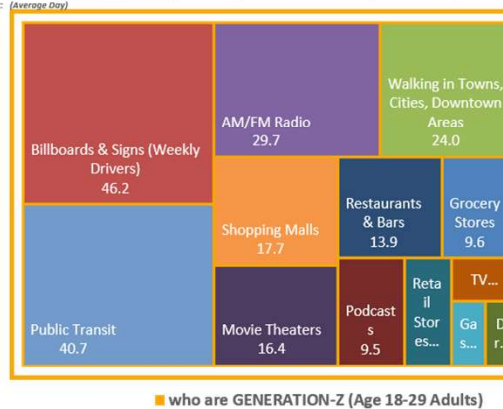
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960
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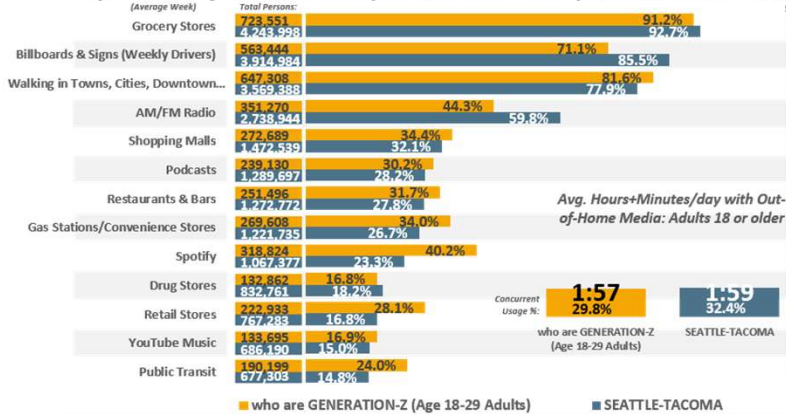
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

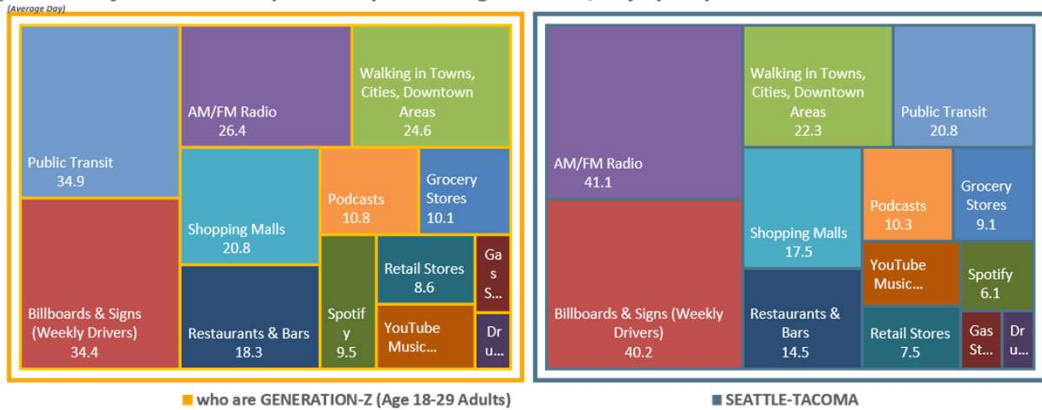


563,444 or 71.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 34.4 minutes per day driving, seeing Billboards and Signs. 43.3% Listen to Local Radio Stations Out-of-Home for an average of 24.4 minutes/day.

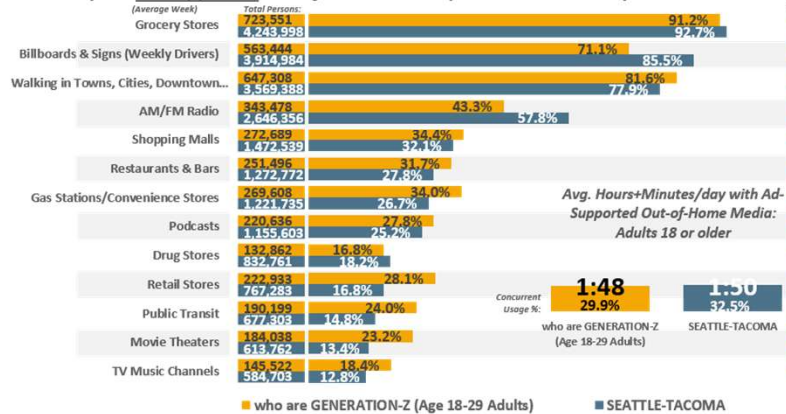
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



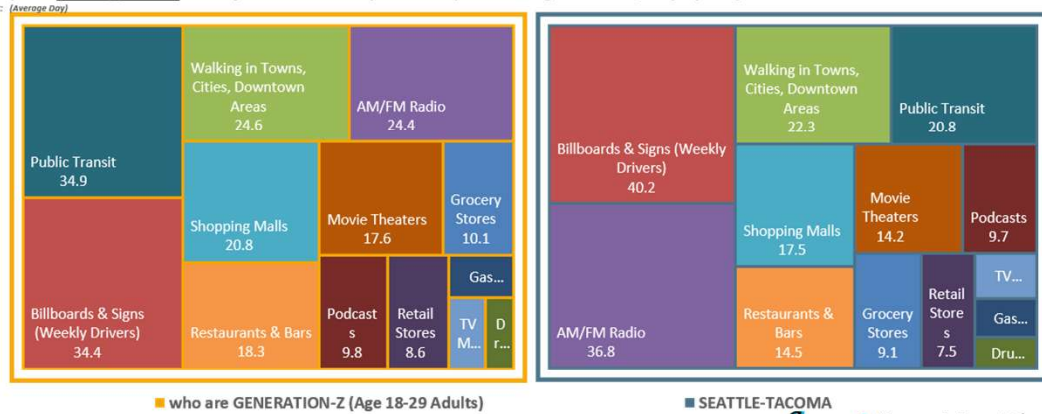
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



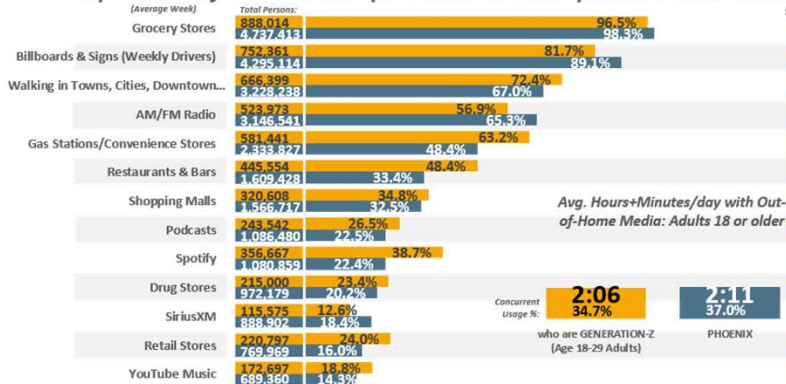
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



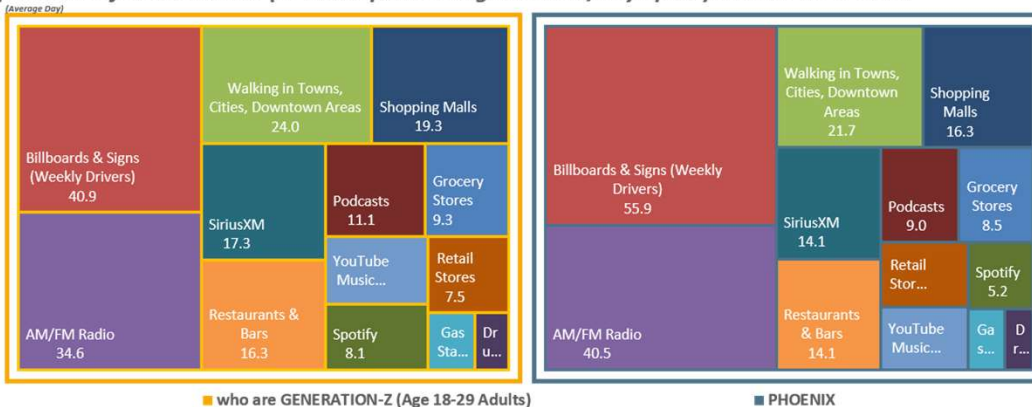


752,361 or 81.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.9 minutes per day driving, seeing Billboards and Signs. 56.% Listen to Local Radio Stations Out-of-Home for an average of 32.1 minutes/day.

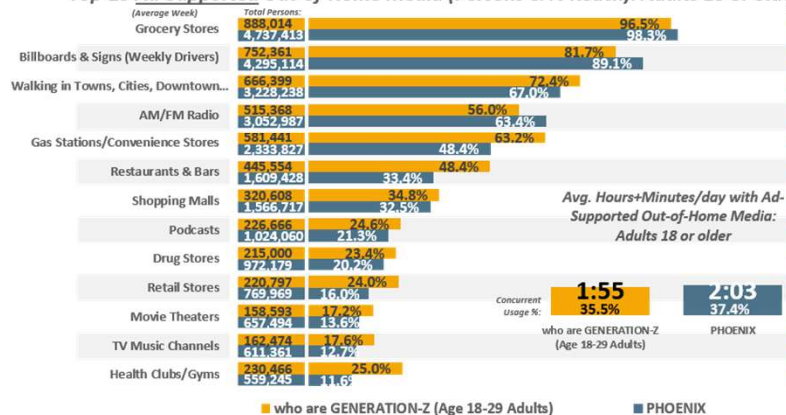
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



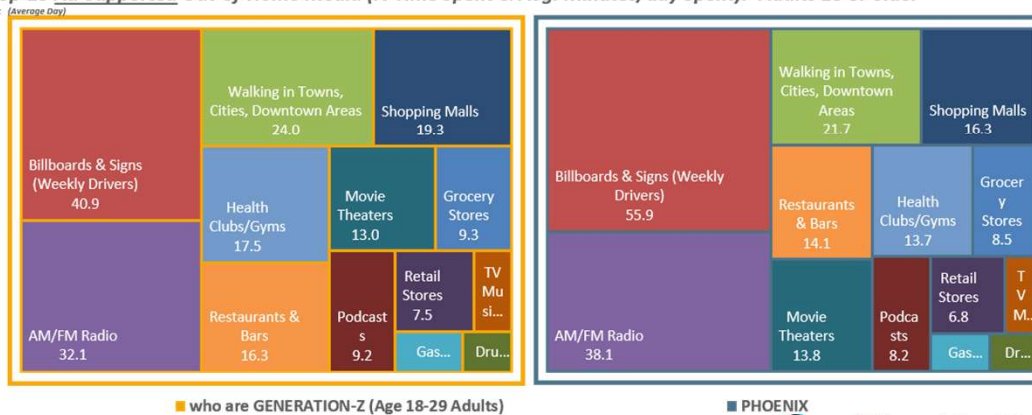
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



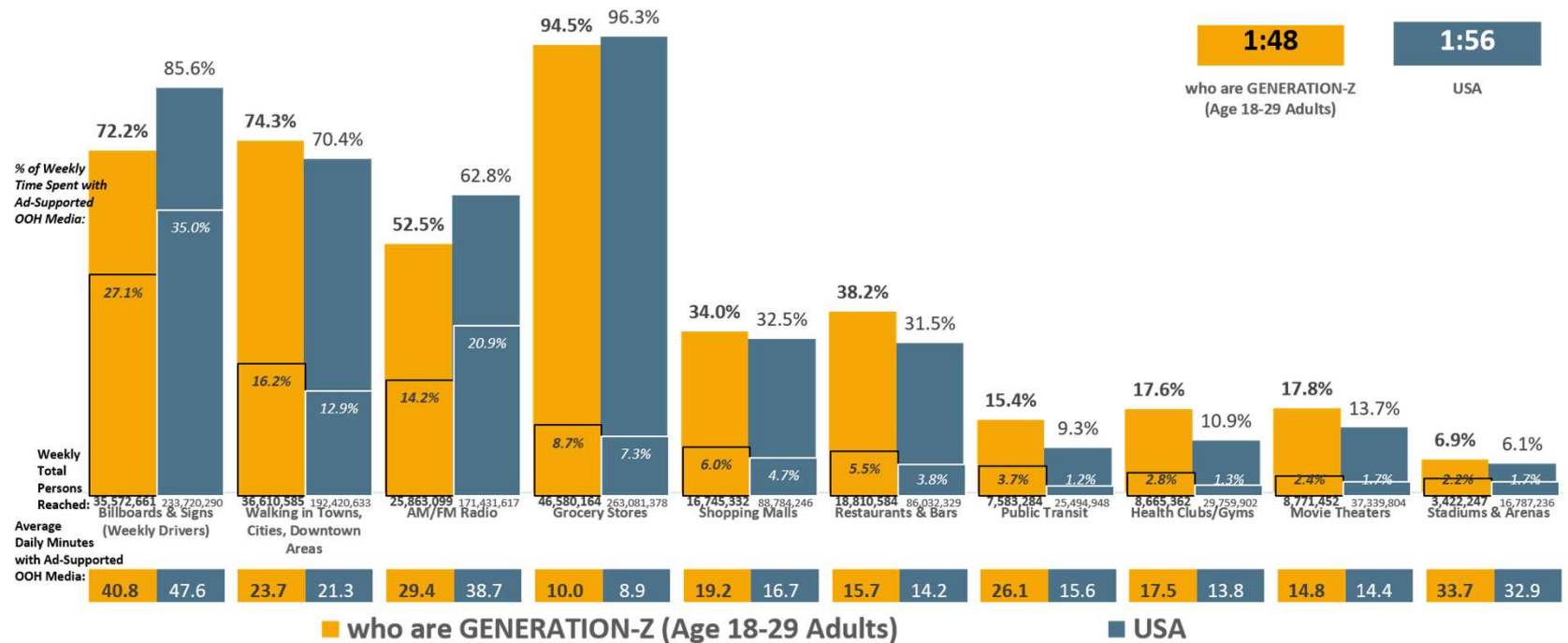


35,572,661 or 72.2% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.8 minutes per day driving, seeing Billboards and Signs representing 27.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 3,498
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USA Projection Scarborough R1 2026: Jan 25-Mar26 Qual Intab 24,338

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

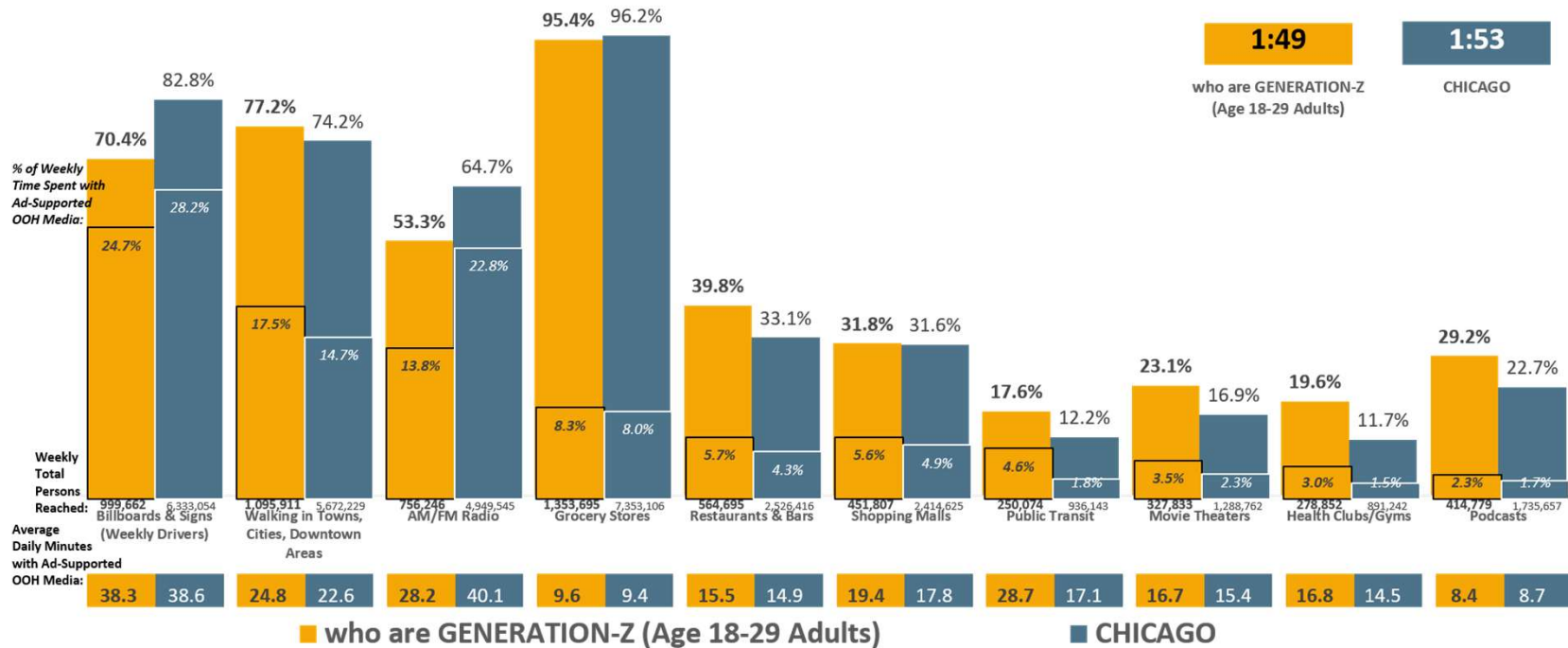


999,662 or 70.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 38.3 minutes per day driving, seeing Billboards and Signs representing 24.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:49
who are GENERATION-Z
(Age 18-29 Adults)

1:53
CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 587
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

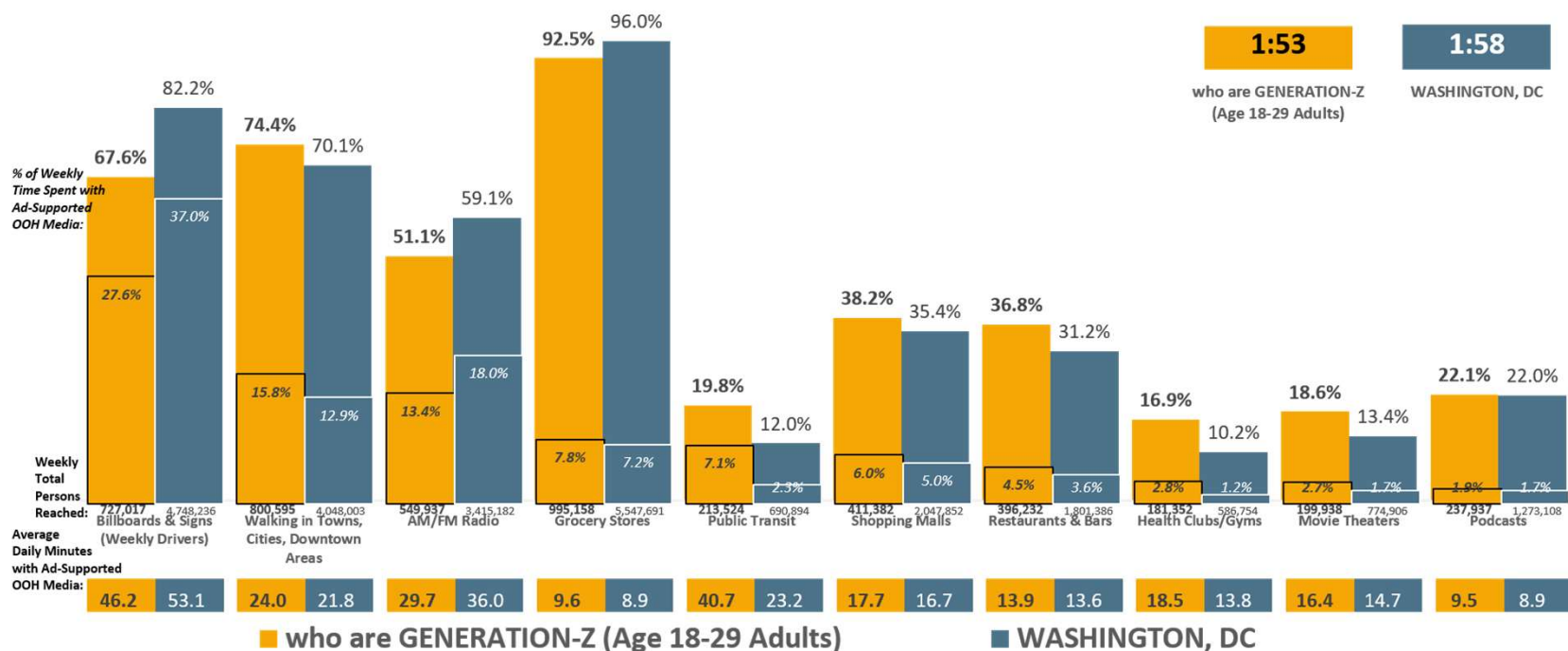


727,017 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 46.2 minutes per day driving, seeing Billboards and Signs representing 27.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 960 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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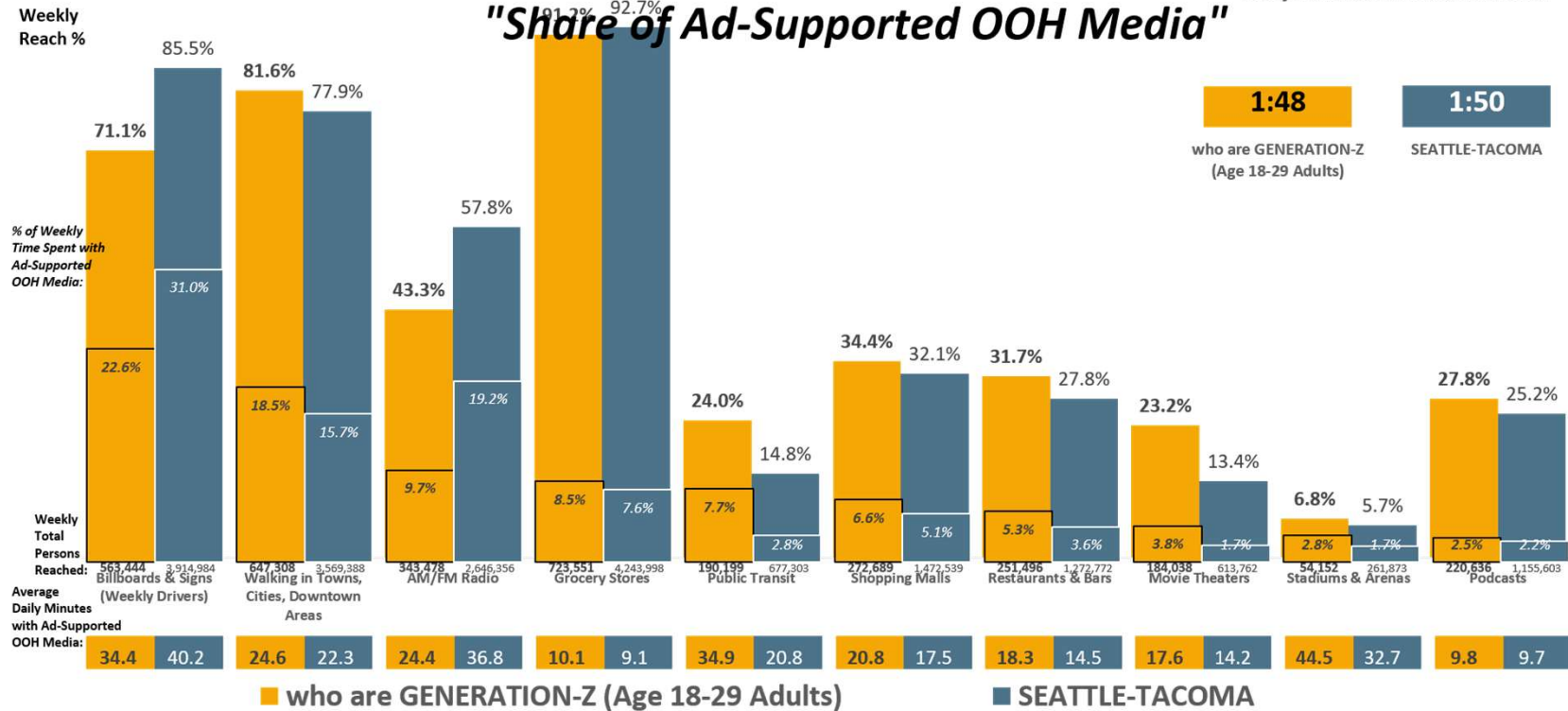
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



563,444 or 71.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 34.4 minutes per day driving, seeing Billboards and Signs representing 22.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 495
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SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

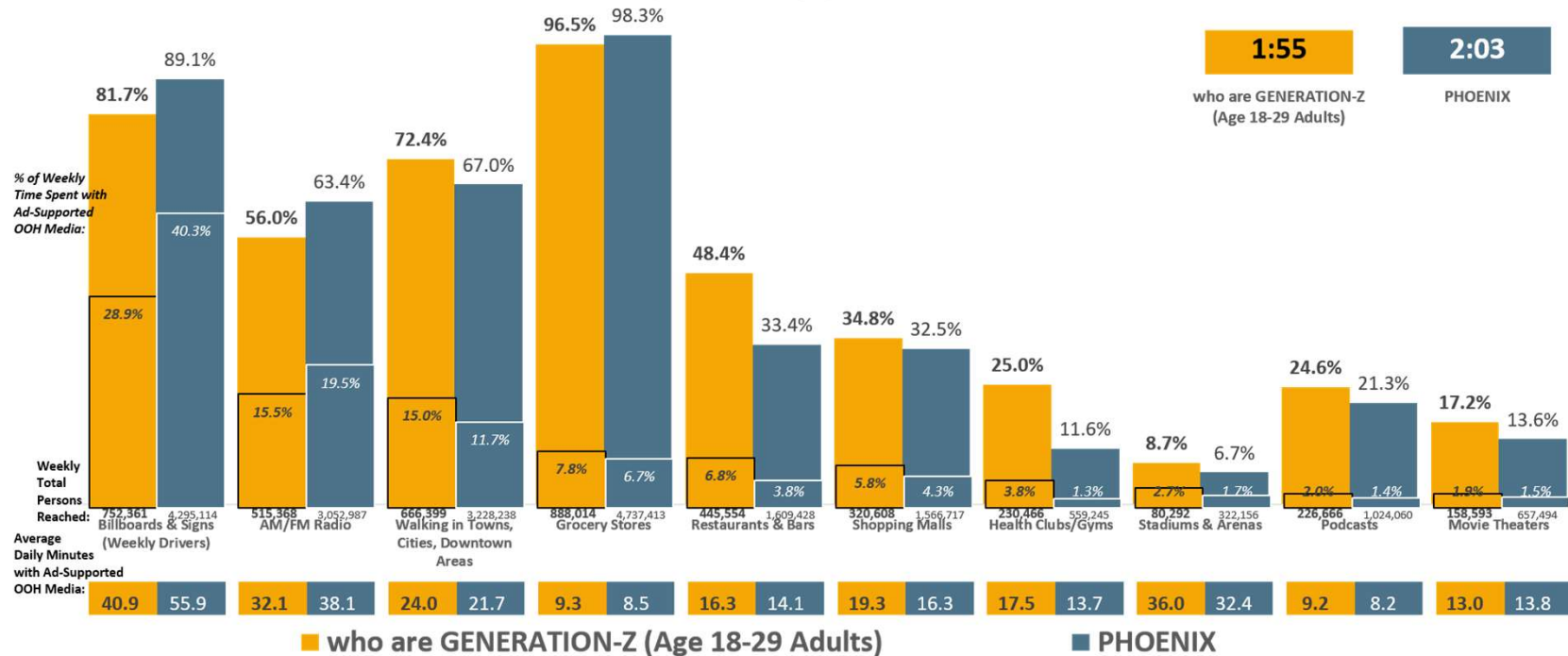


752,361 or 81.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.9 minutes per day driving, seeing Billboards and Signs representing 28.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 374
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

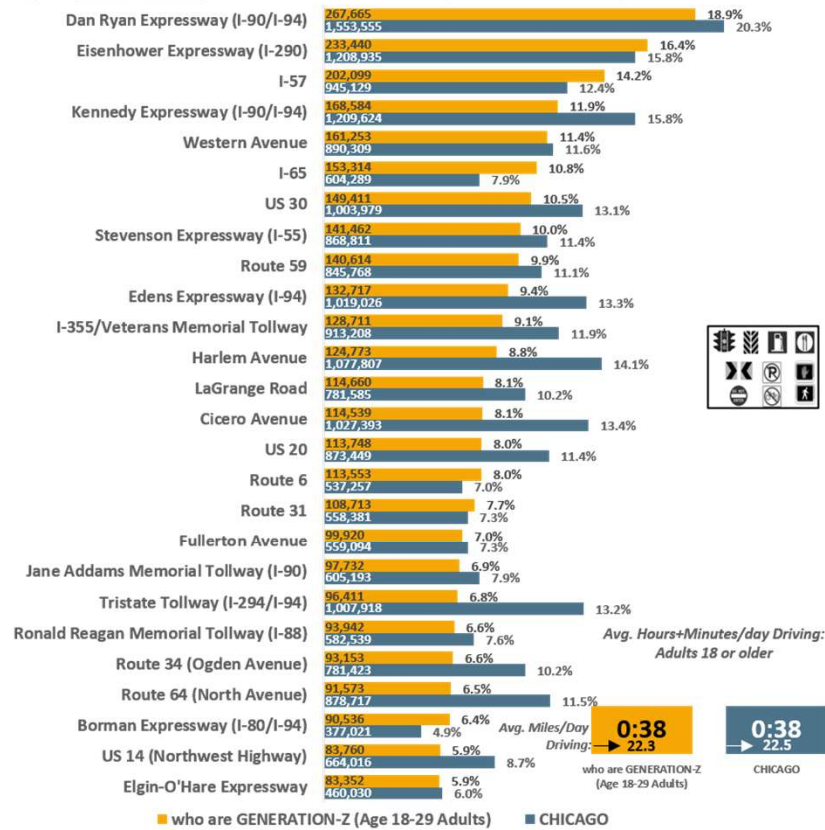
soefa.ai Share of Everything for Anything

(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)

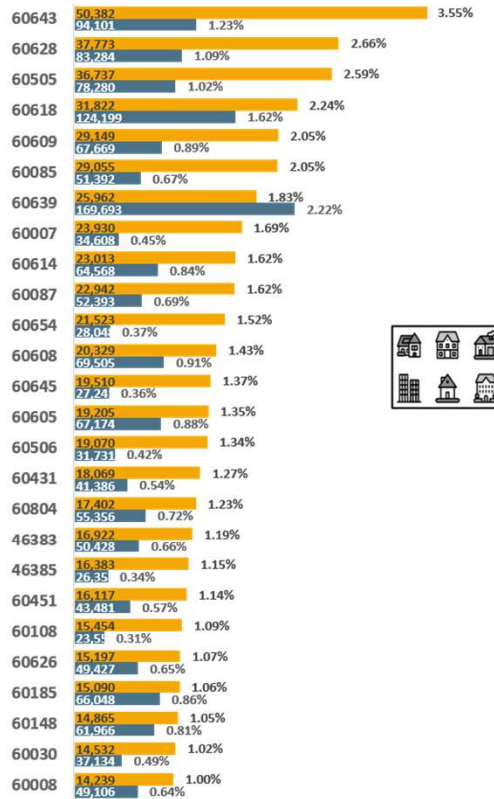


999,662 or 70.4% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 38.3 minutes per day driving an average of 22.3 miles each day and are 36.6% more likely to use I-65 than the Metro average.

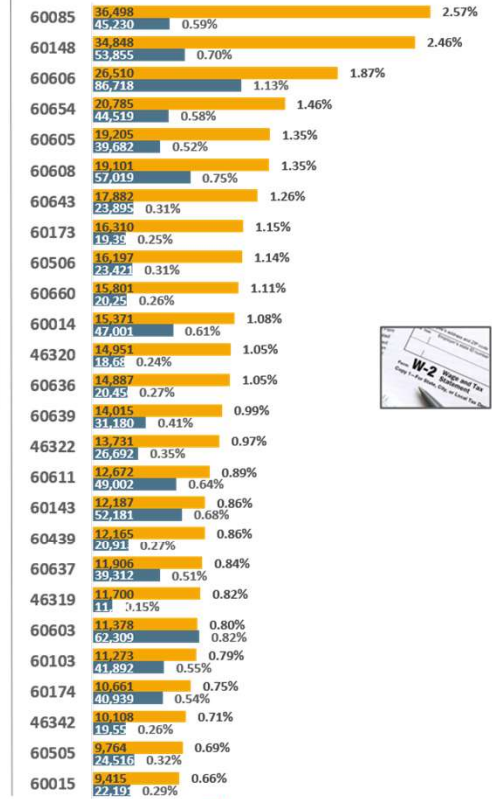
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



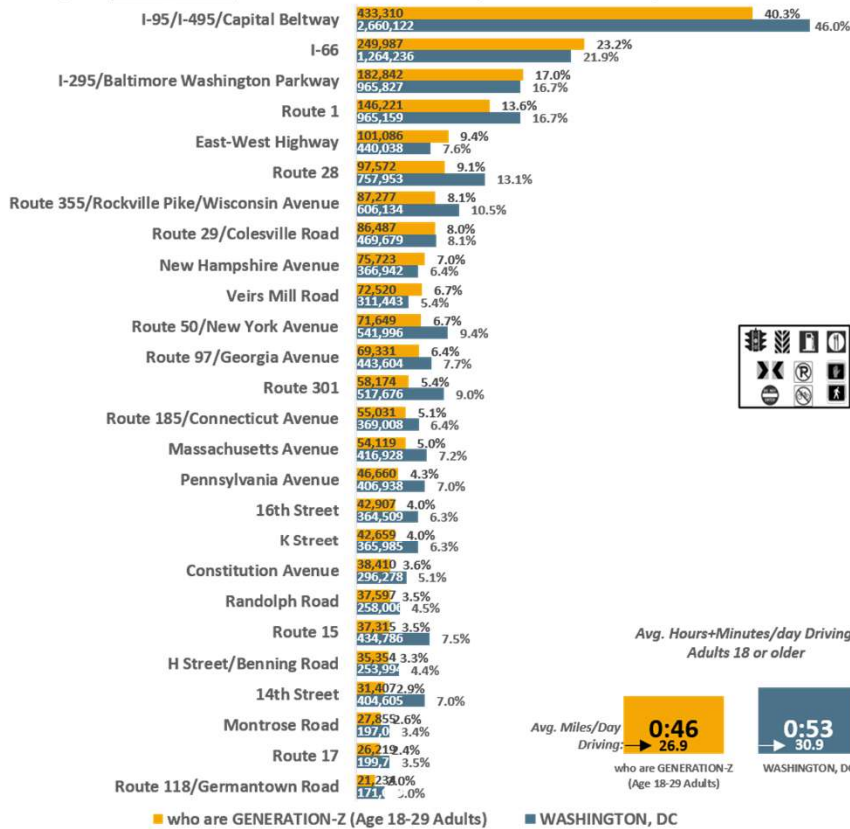
Top-26 Employment Zip Codes: Adults 18 or older



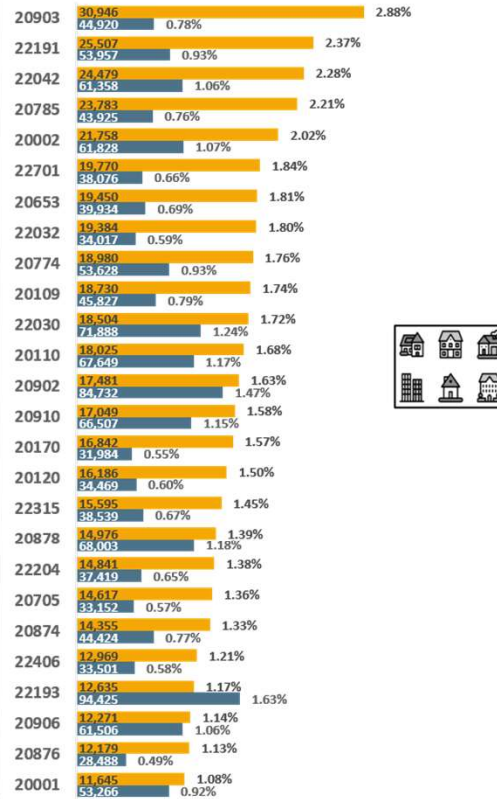


727,017 or 67.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 46.2 minutes per day driving an average of 26.9 miles each day and are 25.% more likely to use Veirs Mill Road than the Metro average.

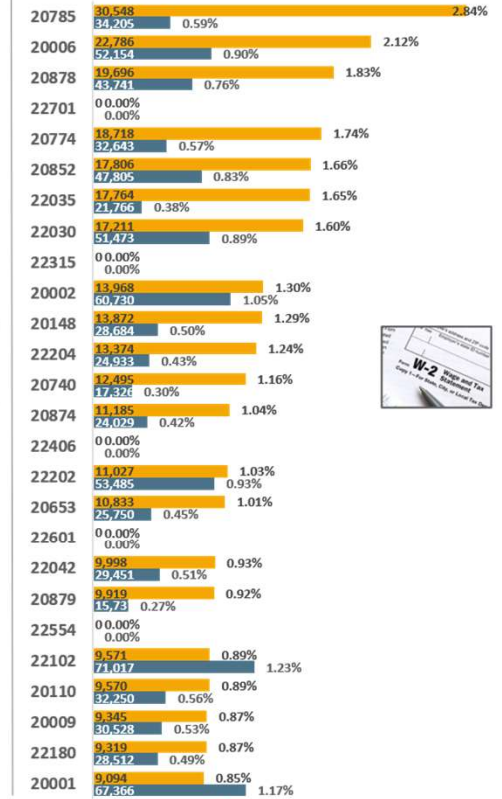
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

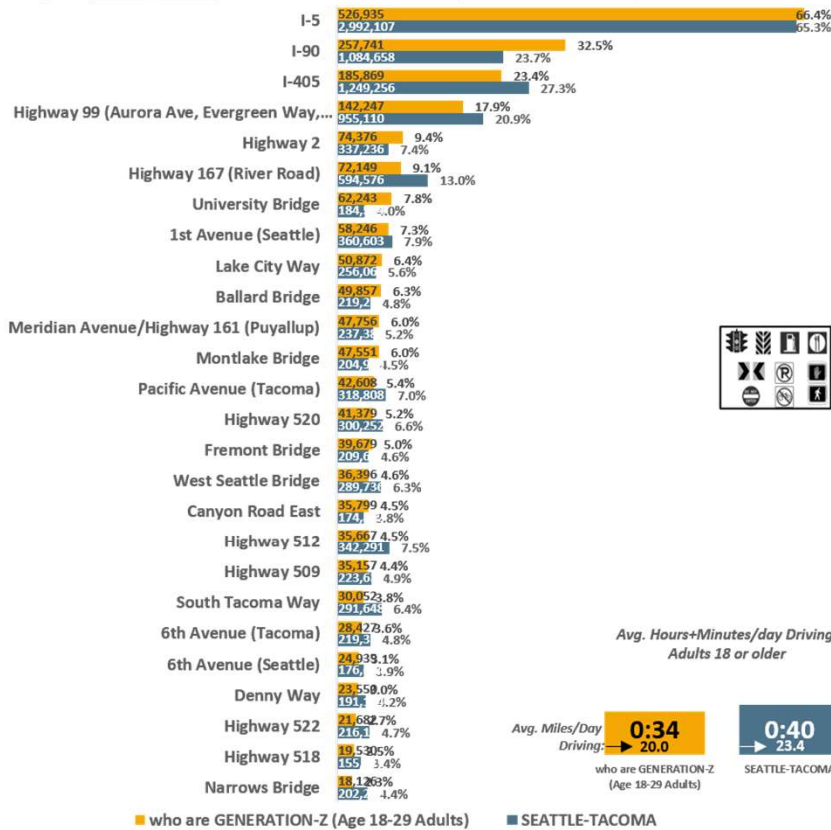


soefa.ai Share of Everything for Anything

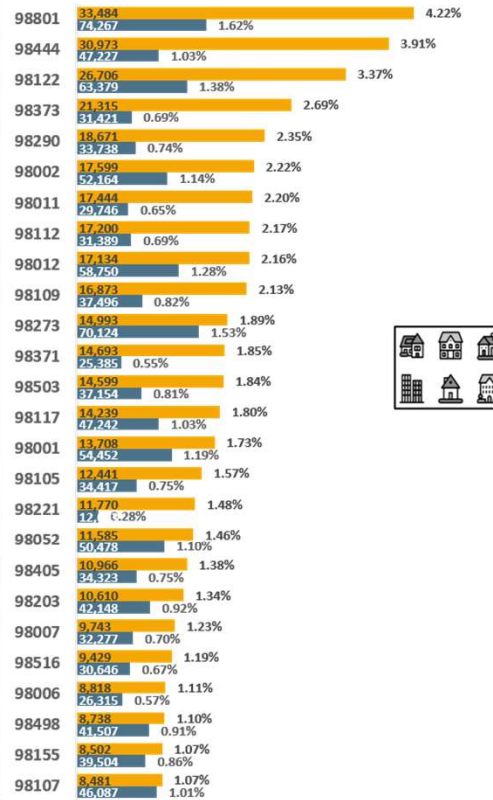


563,444 or 71.1% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 34.4 minutes per day driving an average of 20. miles each day and are 94.8% more likely to use University Bridge than the Metro average.

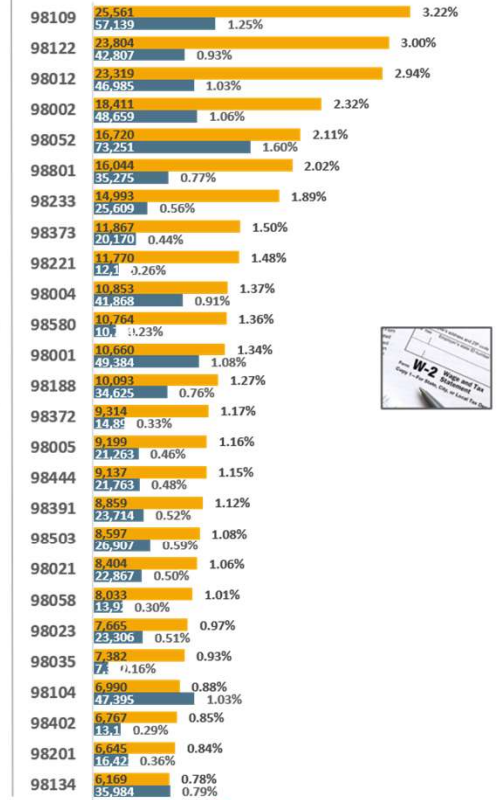
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



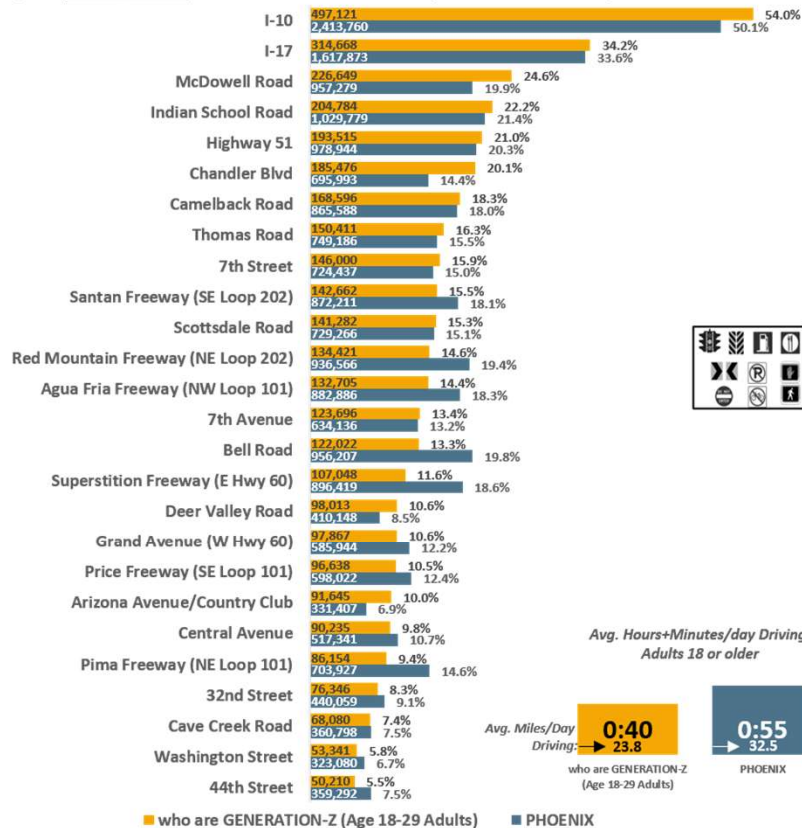
Top-26 Employment Zip Codes: Adults 18 or older





752,361 or 81.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) spend an average of 40.9 minutes per day driving an average of 23.8 miles each day and are 39.5% more likely to use Chandler Blvd than the Metro average.

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



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

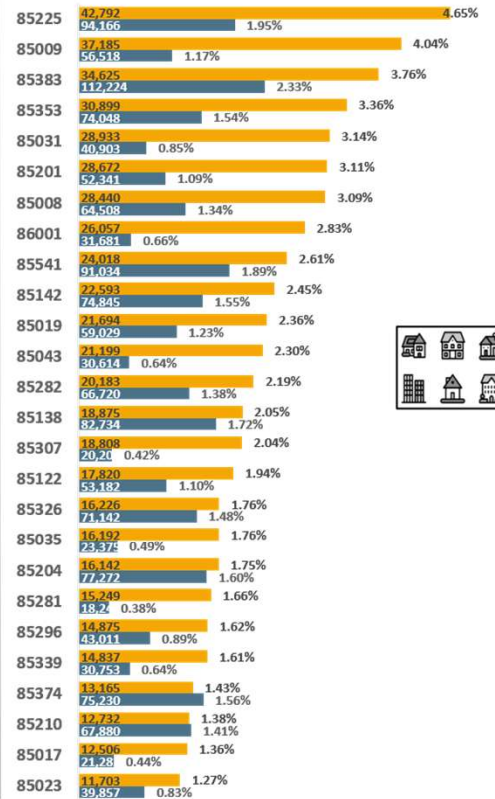
Avg. Miles/Day
Driving:
who are GENERATION-Z
(Age 18-29 Adults)

0:40
23.8

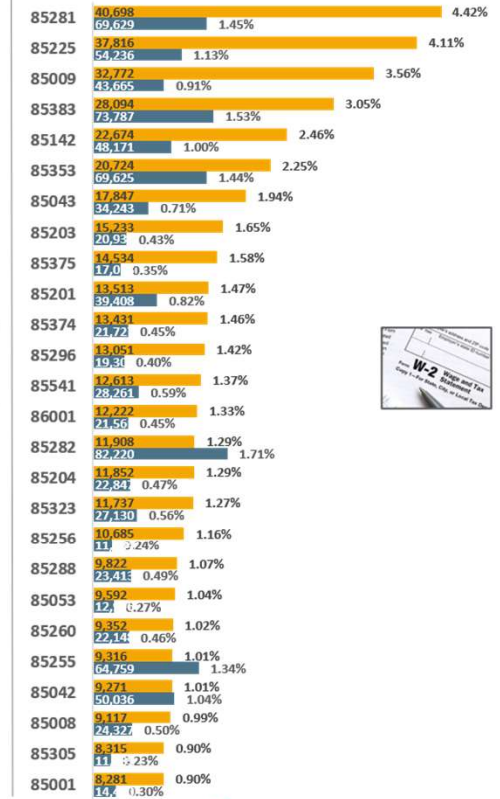
0:55
32.5

PHOENIX

Top-26 Residential Zip Codes: Adults 18 or older

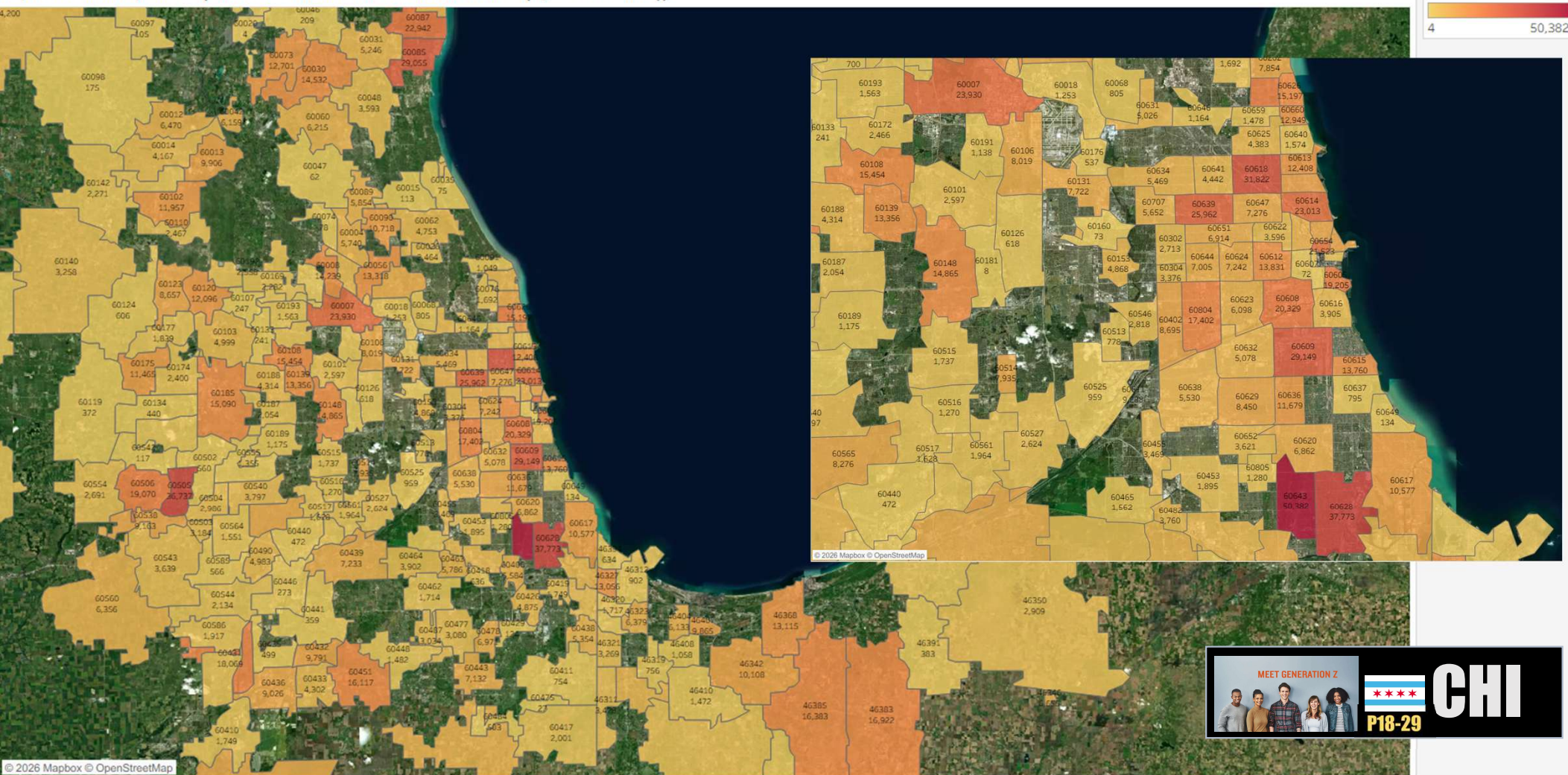


Top-26 Employment Zip Codes: Adults 18 or older

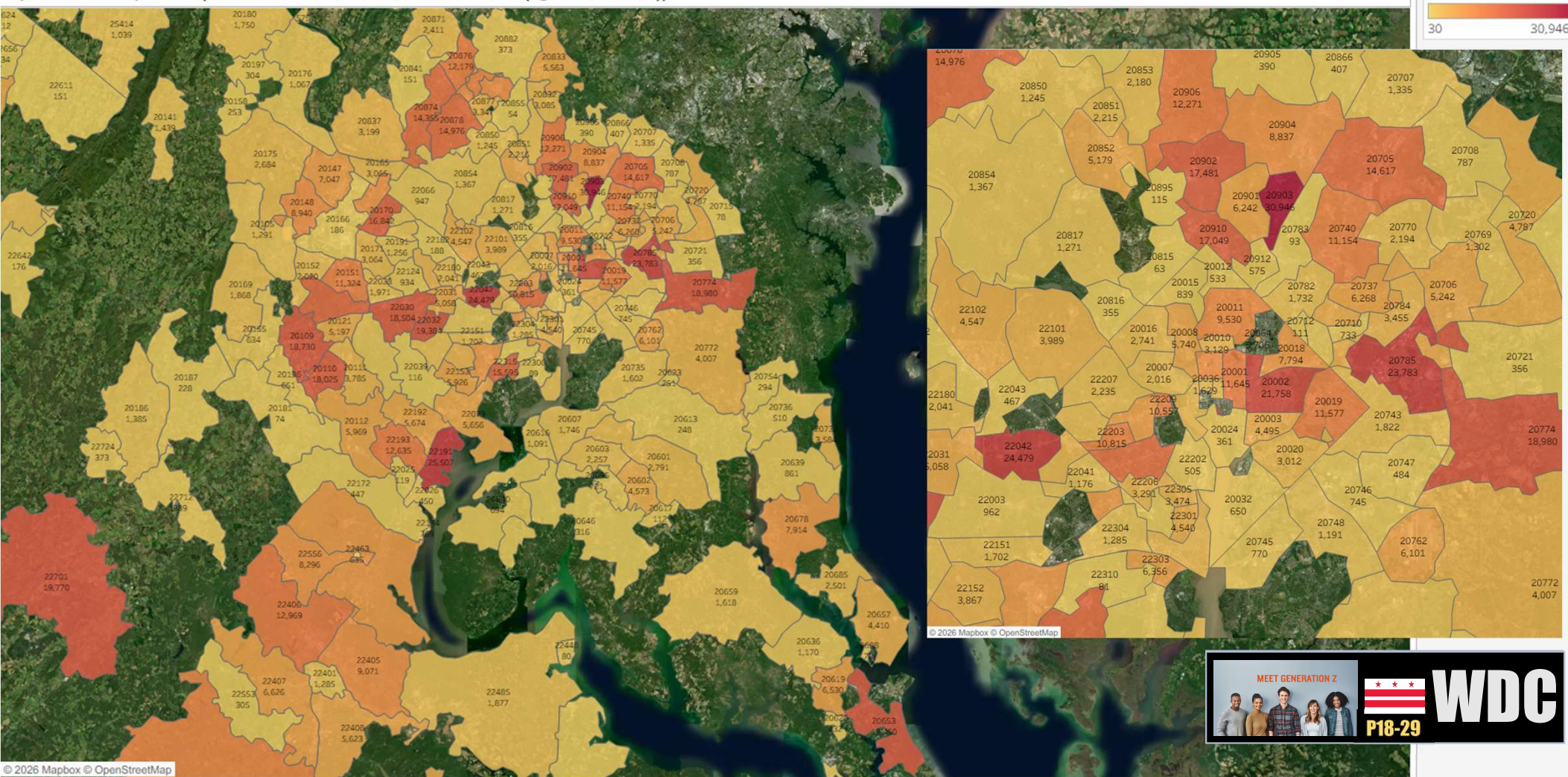


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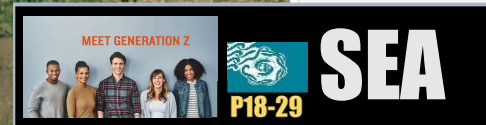
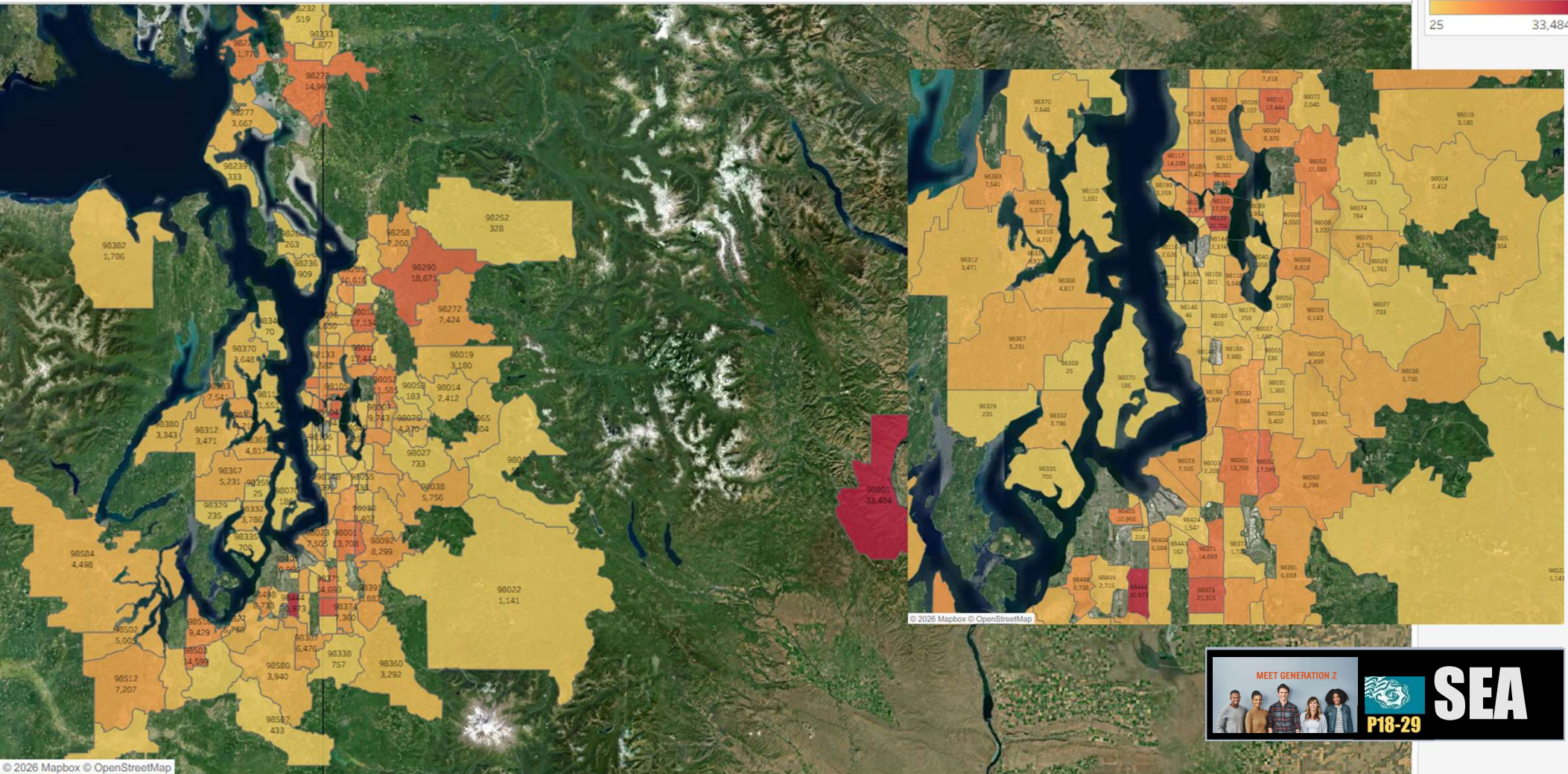
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



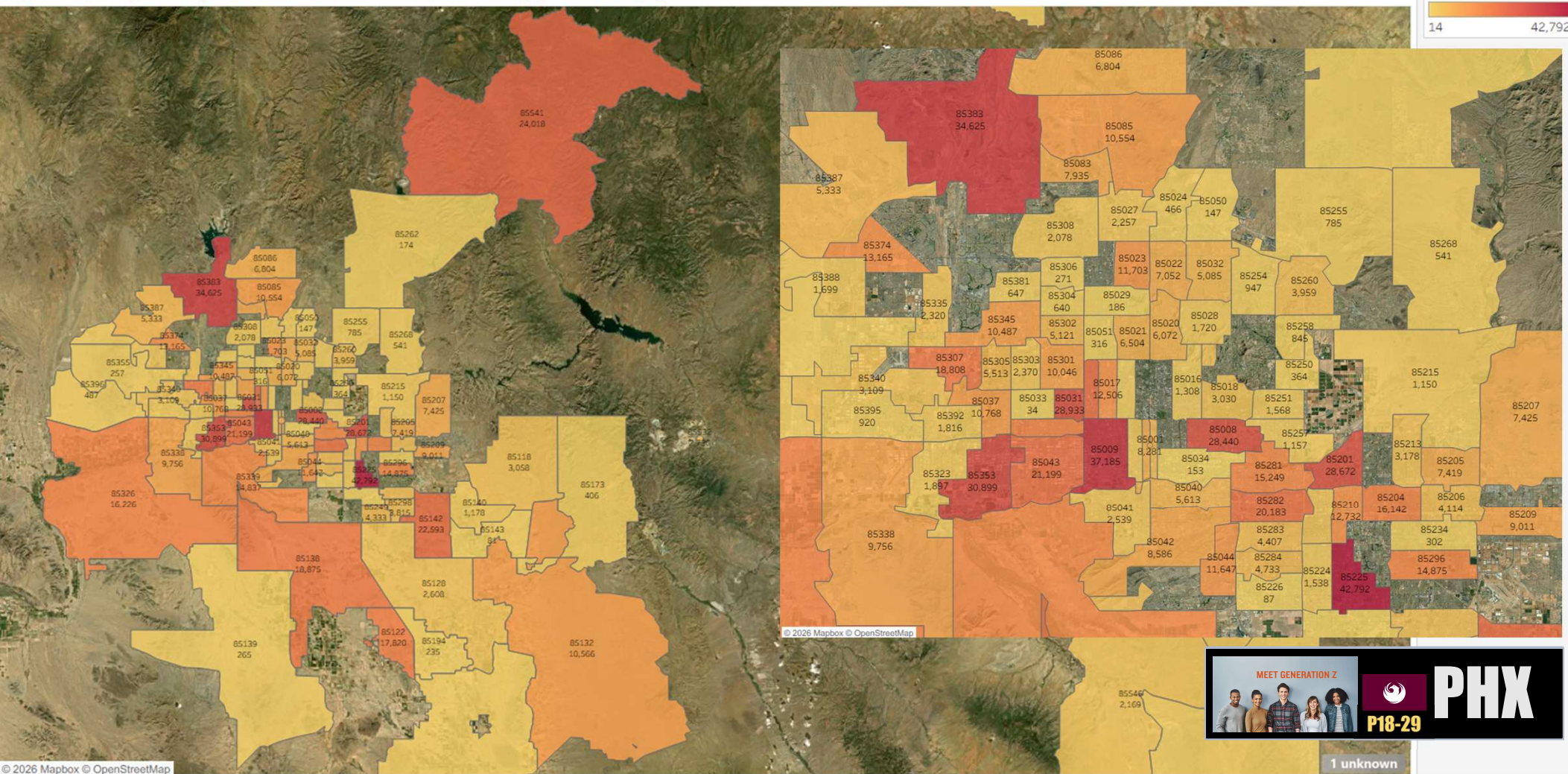
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



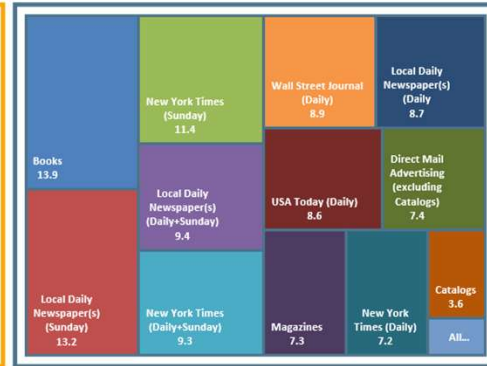
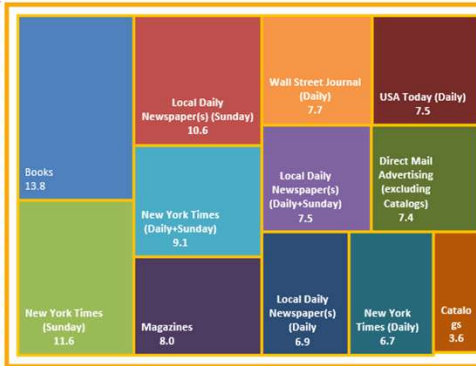
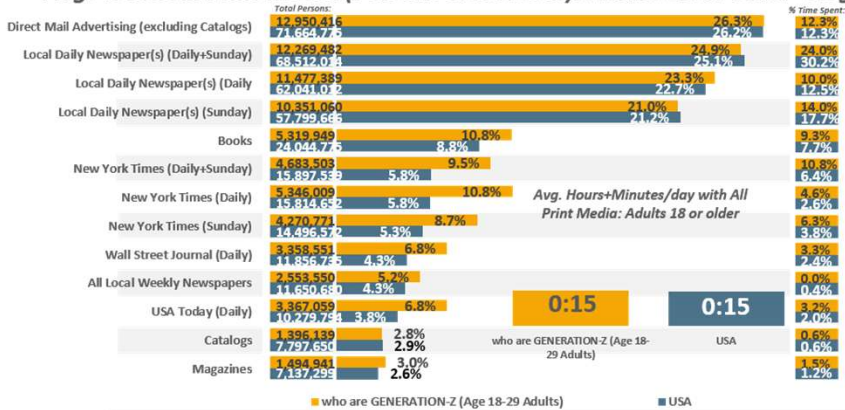
Top Residential Zip Codes: (Adults 18 or older who are GENERATION-Z (Age 18-29 Adults))



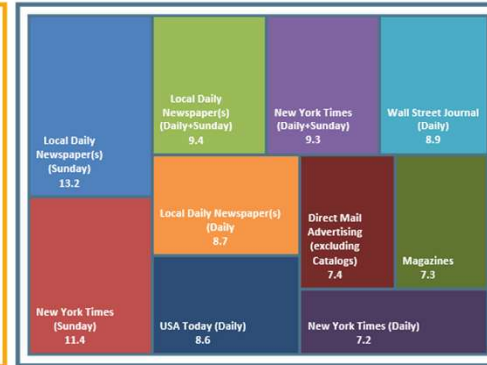
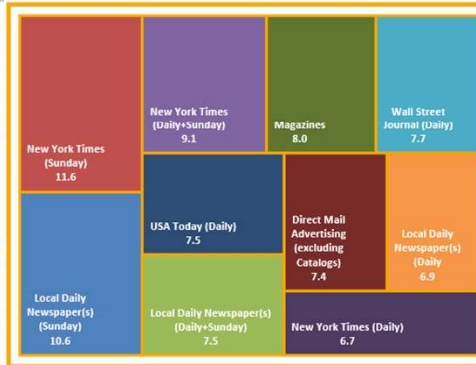
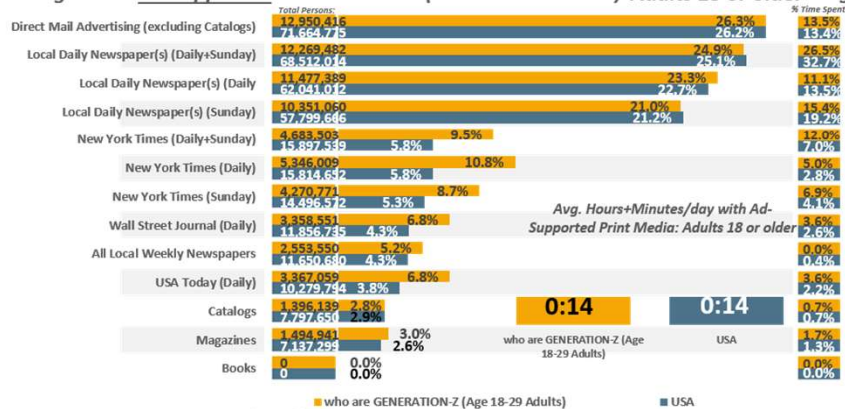


12,269,482 or 24.9% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.5 minutes every day representing 26.5% of all time spent daily with All forms of Print Media.

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**



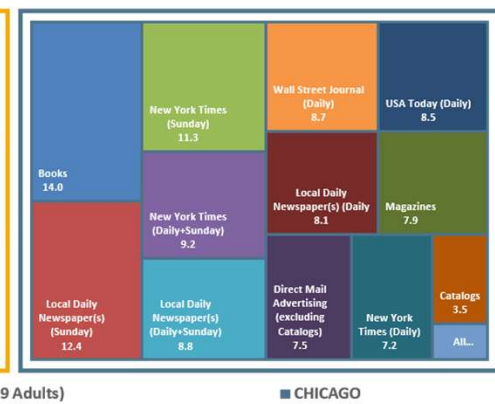
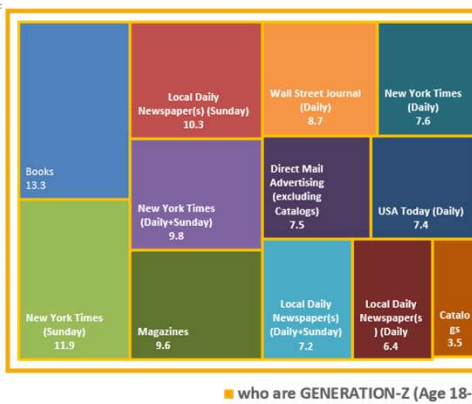
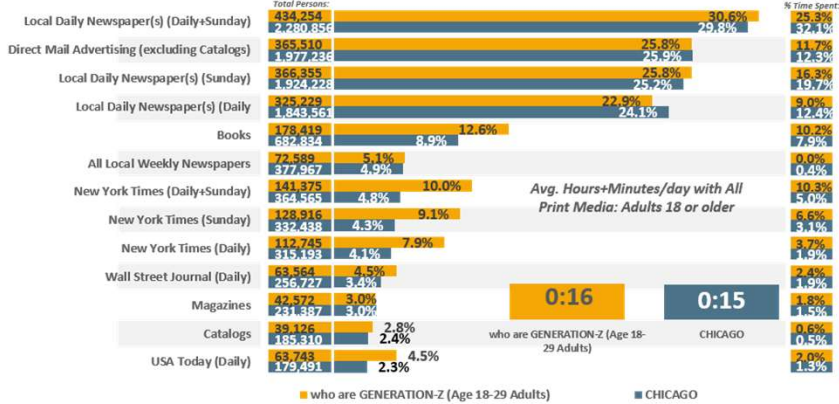
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



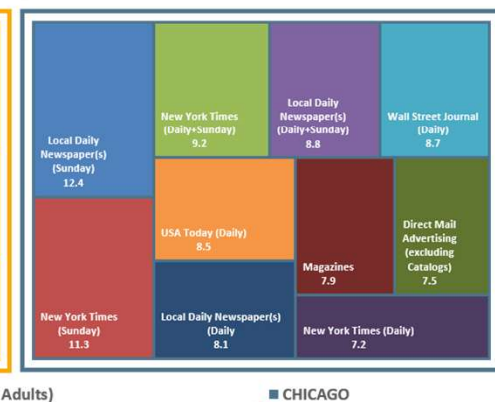
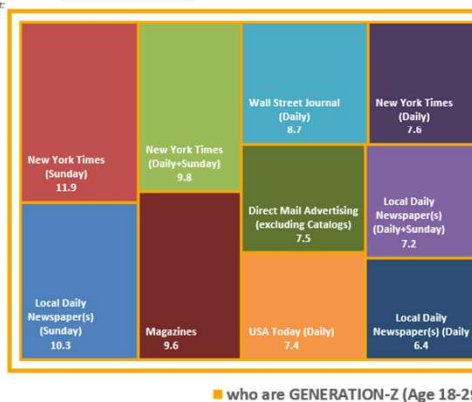
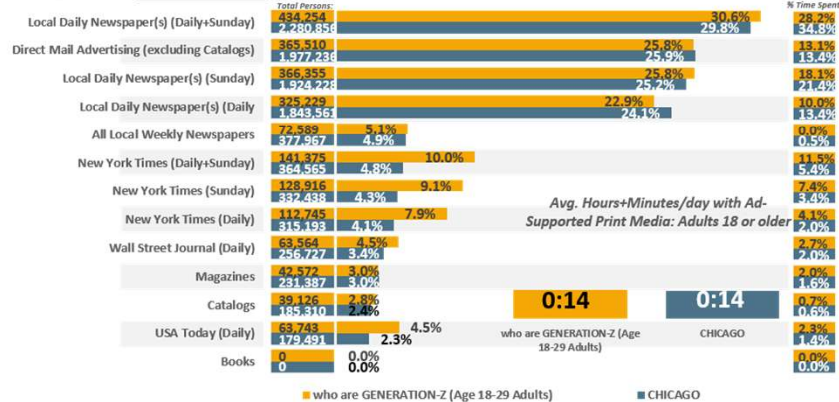


434,254 or 30.6% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.2 minutes every day representing 28.2% of all time spent daily with All forms of Print Media.

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**



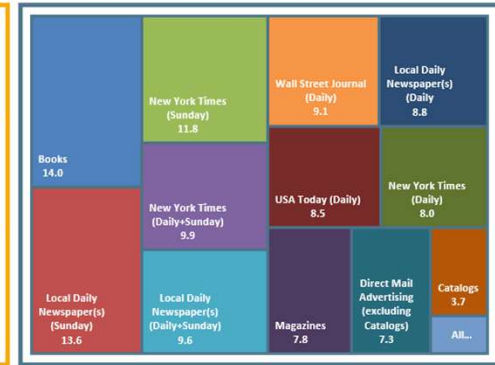
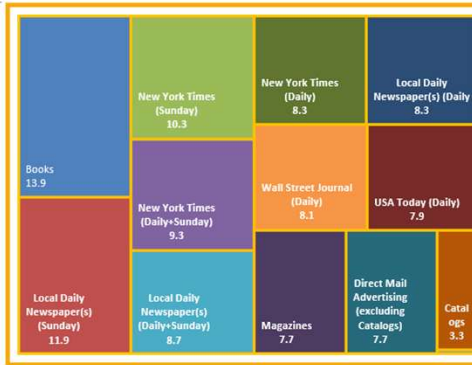
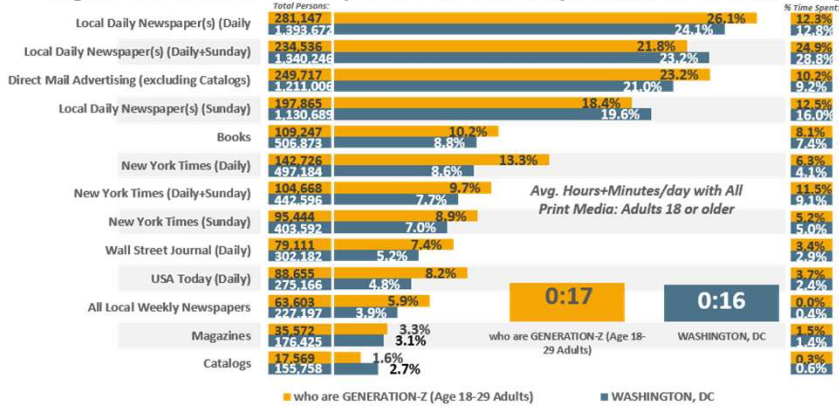
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



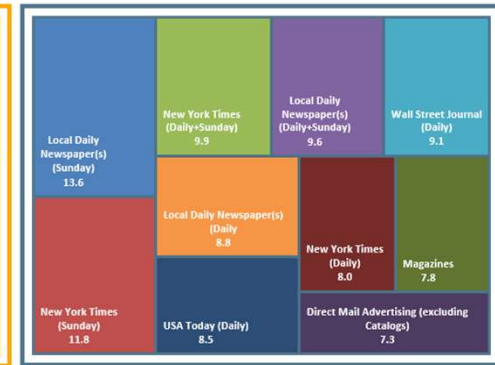
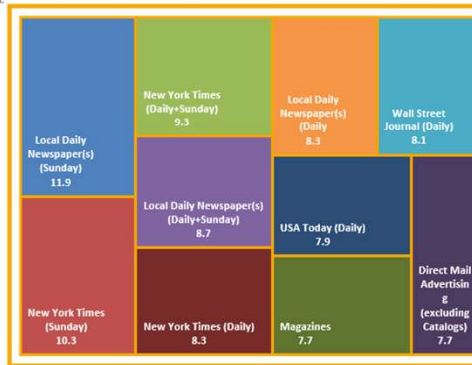
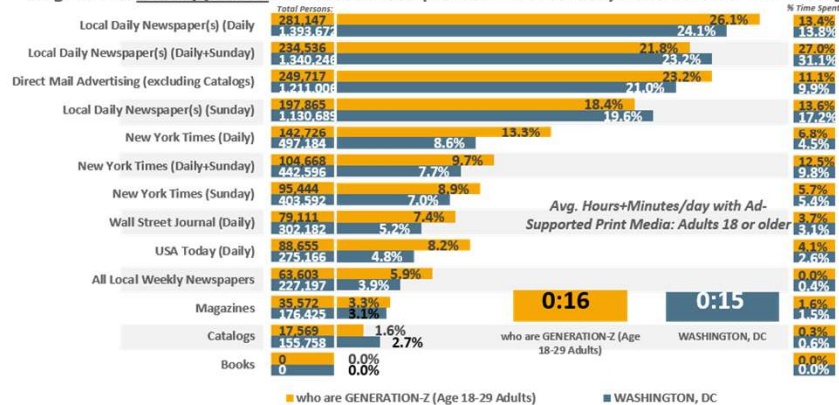


234,536 or 21.8% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 27.% of all time spent daily with All forms of Print Media.

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**



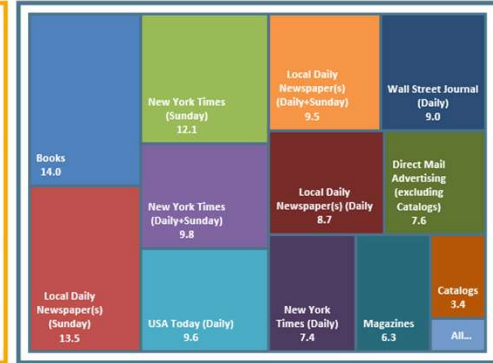
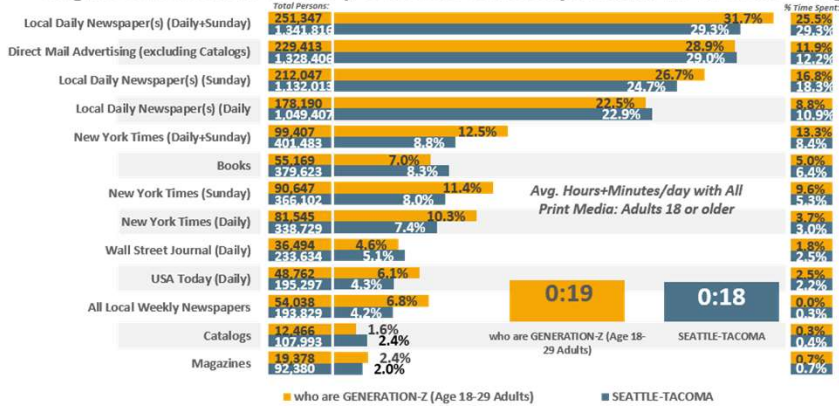
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



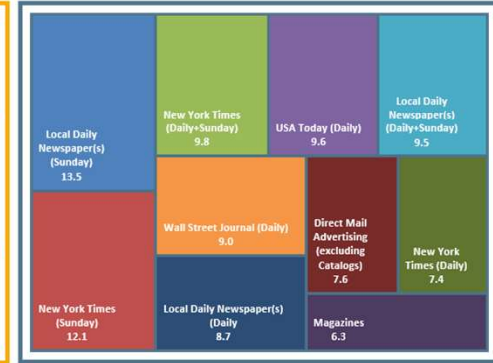
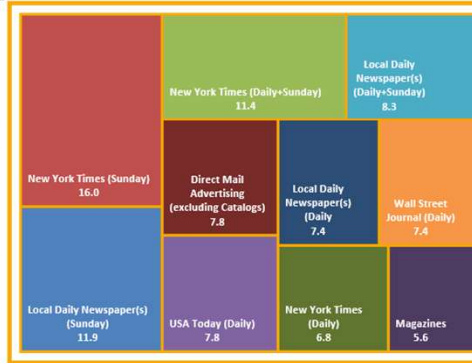
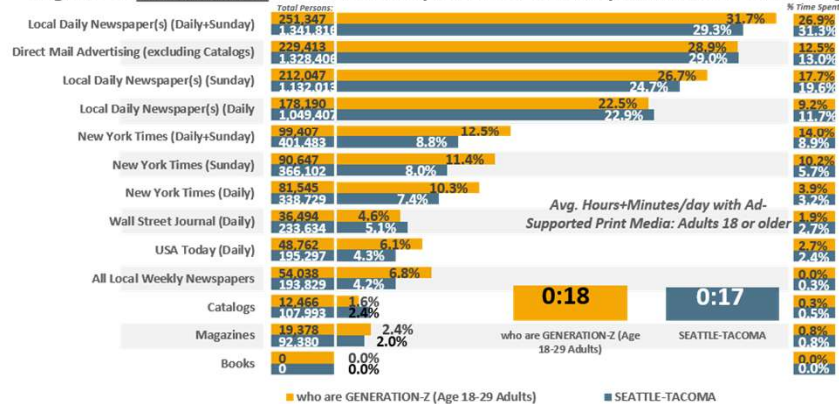


251,347 or 31.7% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.3 minutes every day representing 26.9% of all time spent daily with All forms of Print Media.

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**



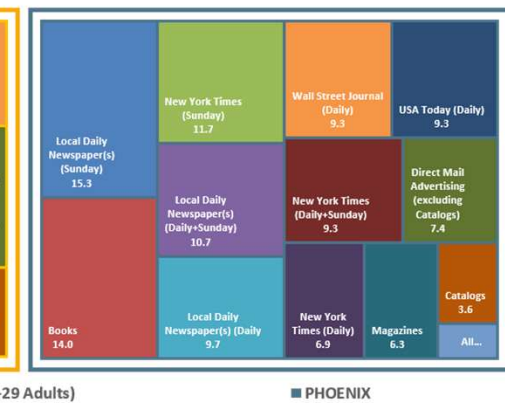
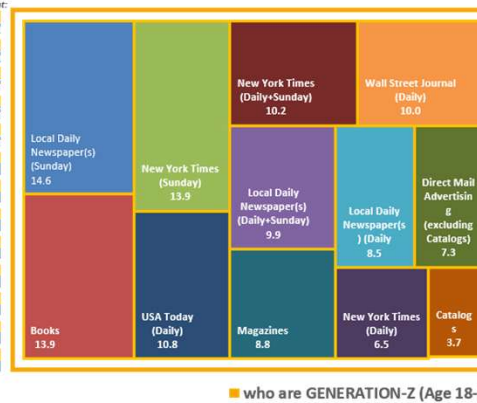
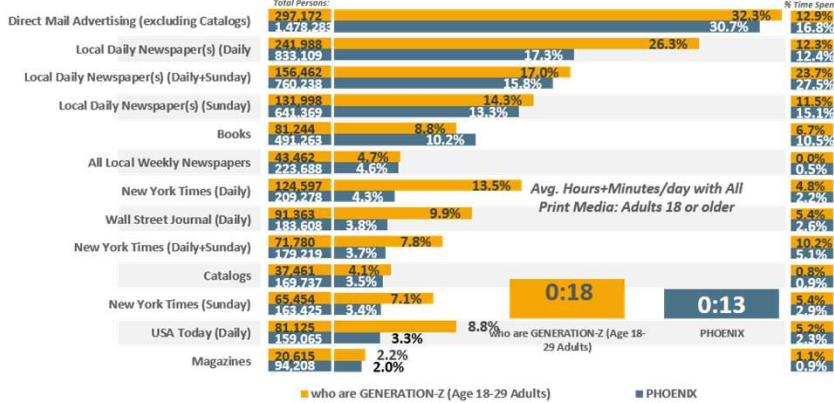
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



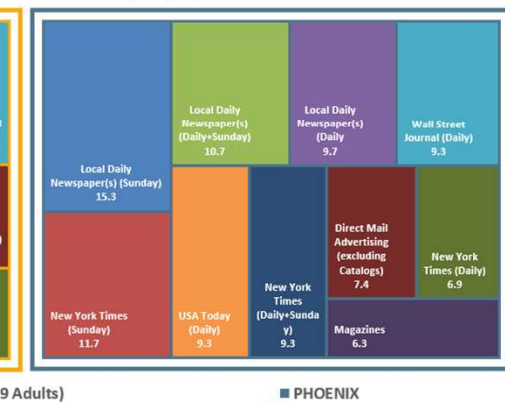
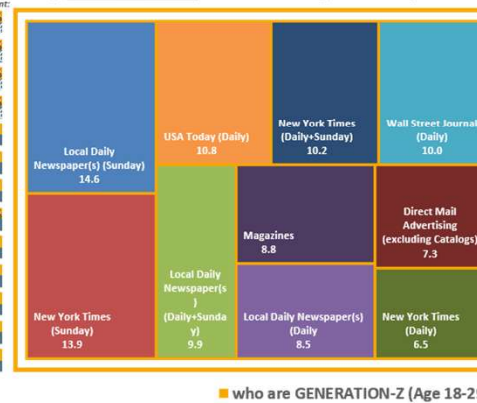
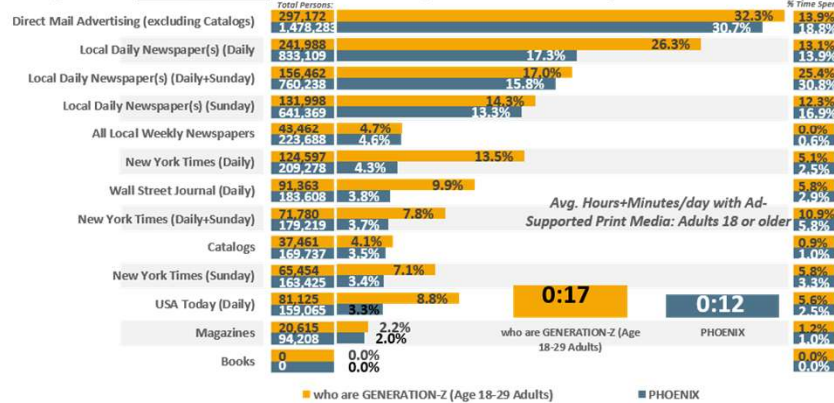


156,462 or 17.% of Adults 18 or older who are GENERATION-Z (Age 18-29 Adults) read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.9 minutes every day representing 25.4% of all time spent daily with All forms of Print Media.

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**



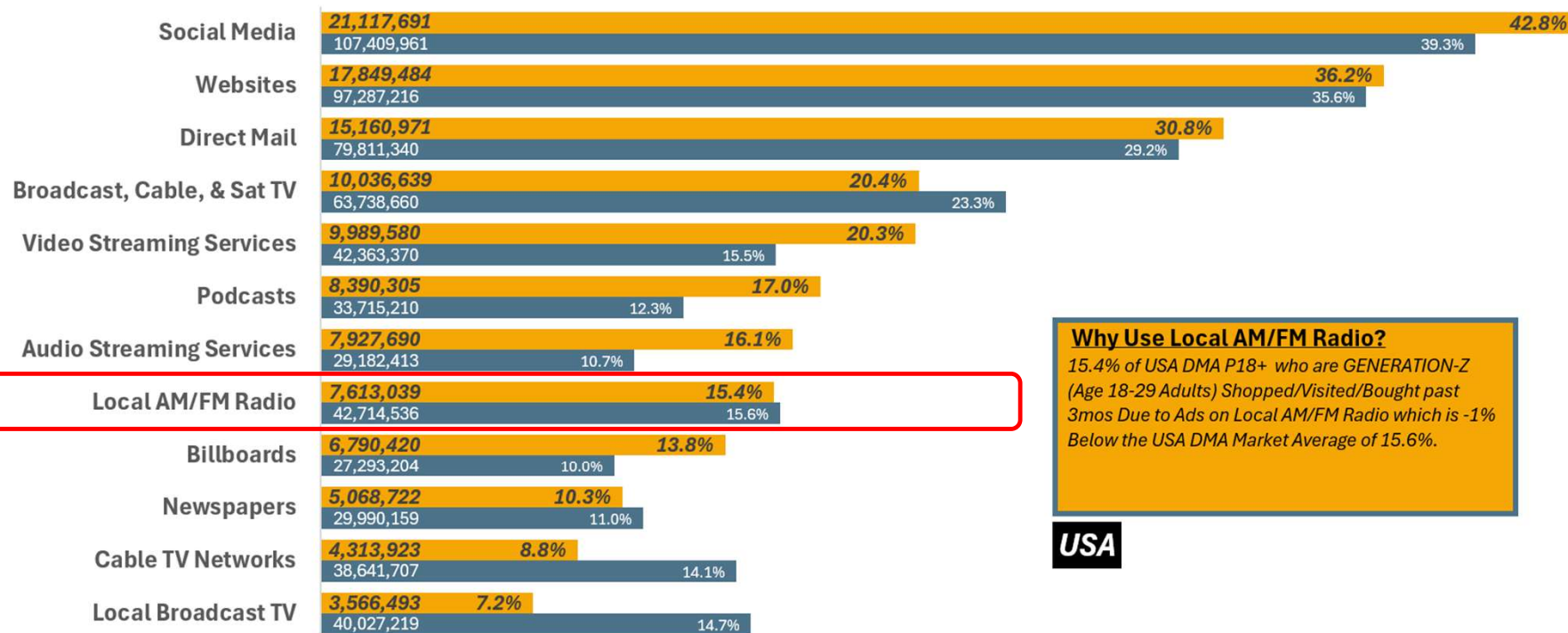
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.4% of USA DMA P18+ who are GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -1% Below the USA DMA Market Average of 15.6%.

USA

■ P18+ who are GENERATION-Z (Age 18-29 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: 3498
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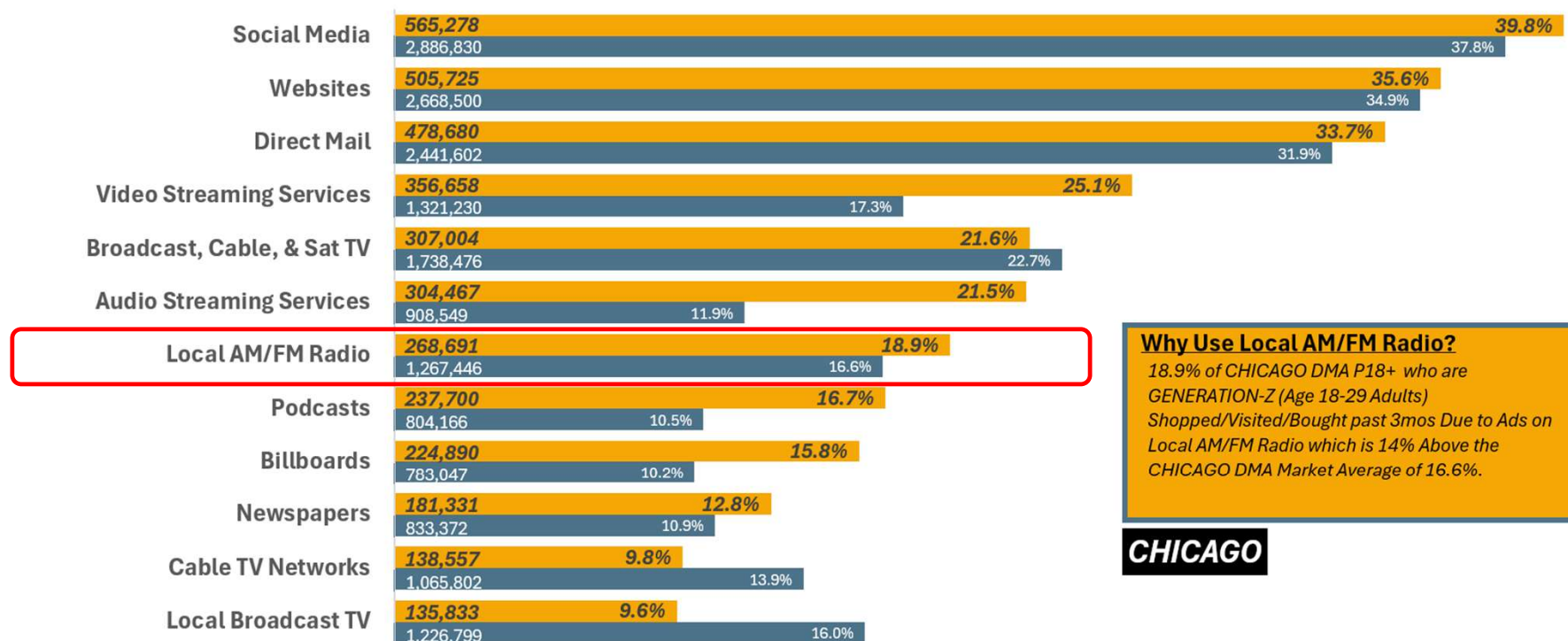
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

18.9% of CHICAGO DMA P18+ who are GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 14% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 587
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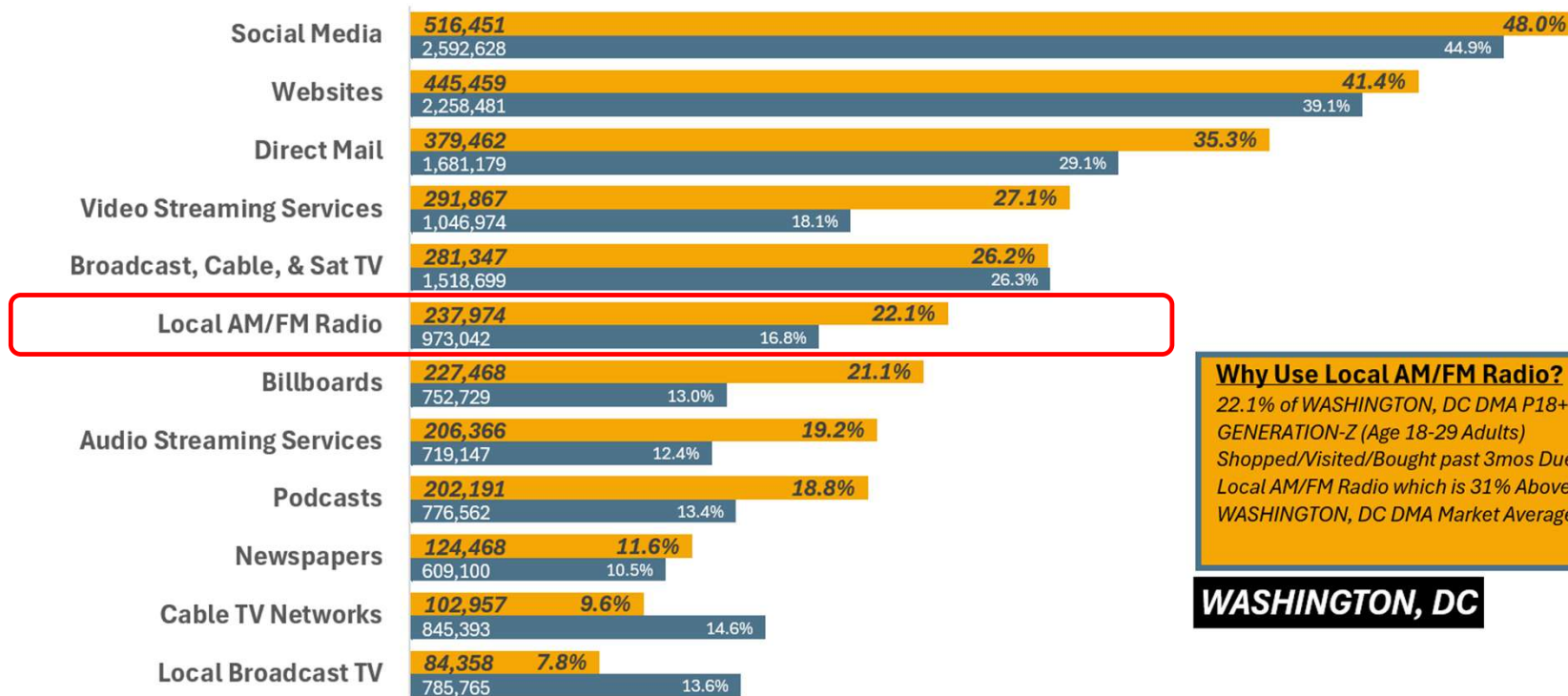
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

22.1% of WASHINGTON, DC DMA P18+ who are GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 31% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 960
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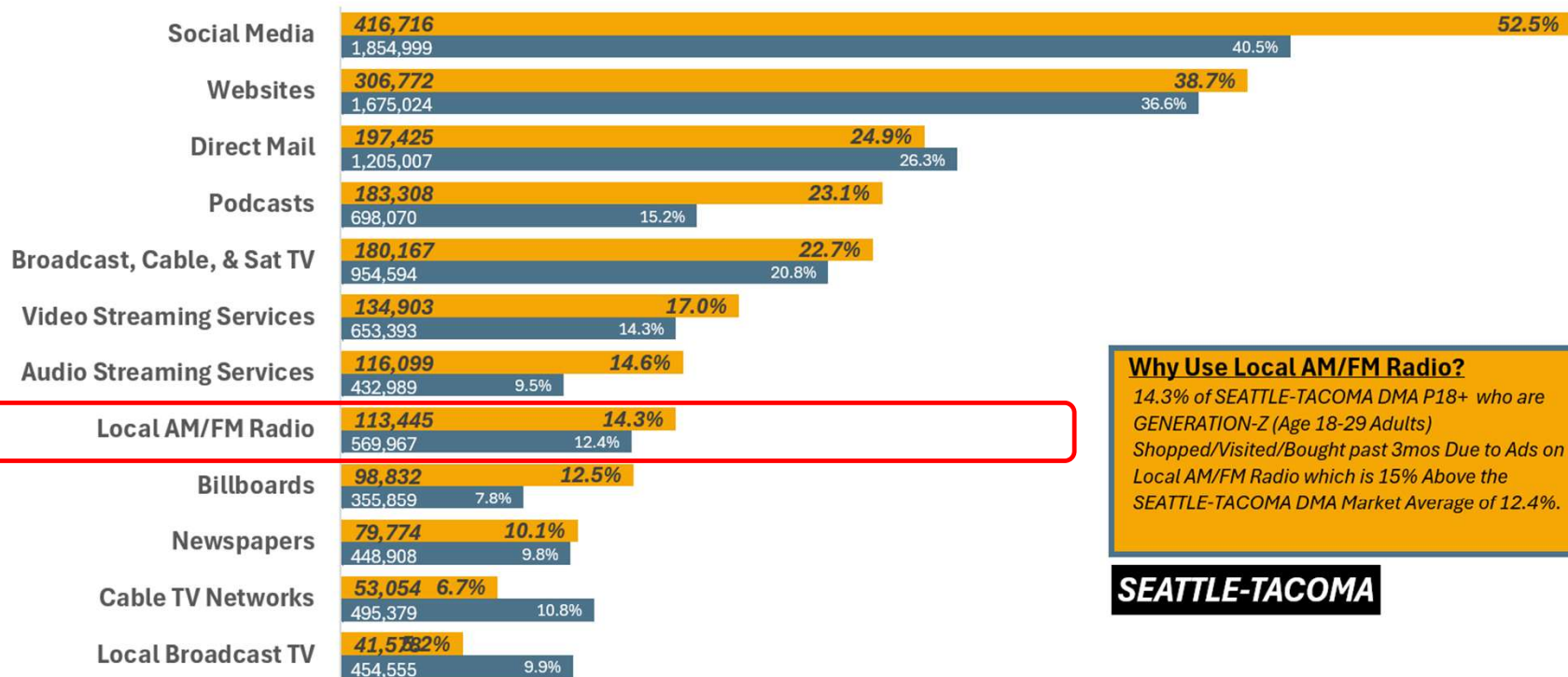
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

14.3% of SEATTLE-TACOMA DMA P18+ who are GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 15% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 495
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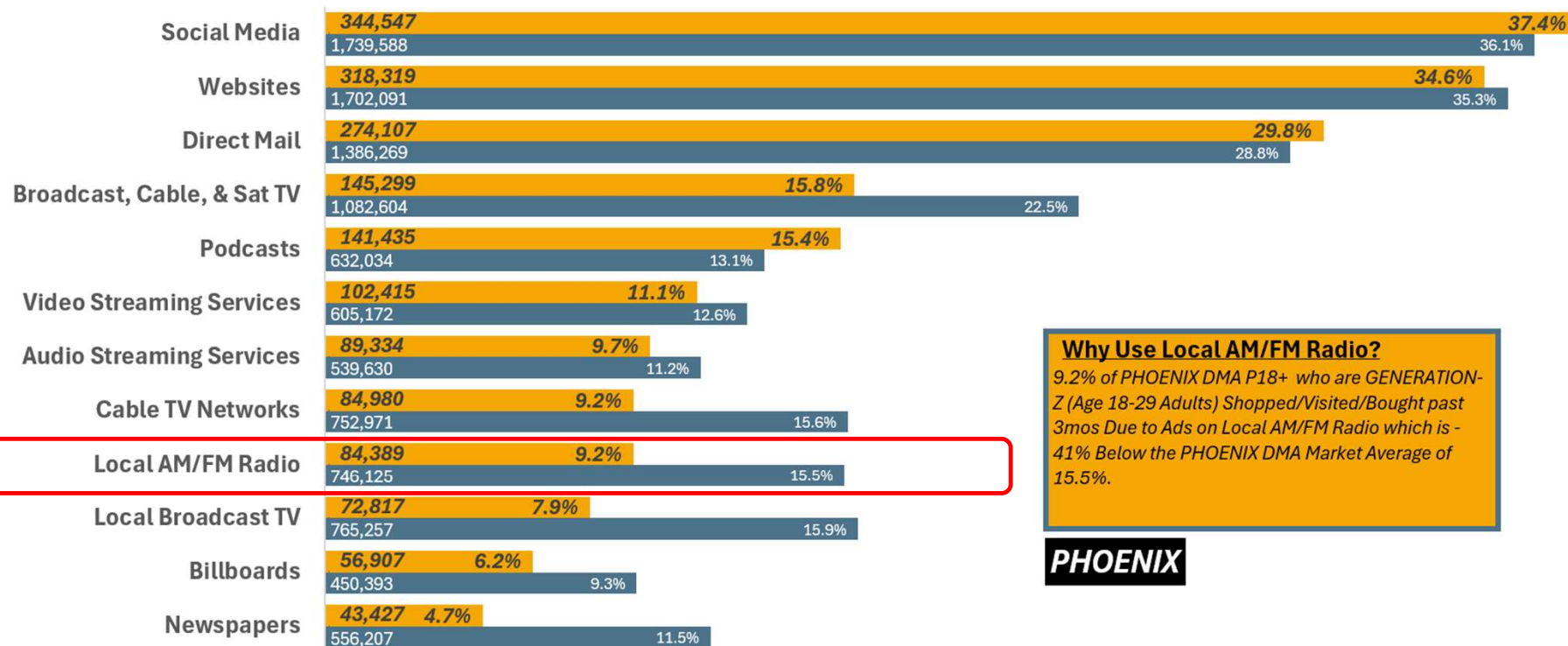
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)



"Advertising Actions"

P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

9.2% of PHOENIX DMA P18+ who are GENERATION-Z (Age 18-29 Adults) Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is - 41% Below the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who are GENERATION-Z (Age 18-29 Adults) (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 374
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(Age: 18 - 20 OR Age: 21 - 24 OR Age: 25 - 29)