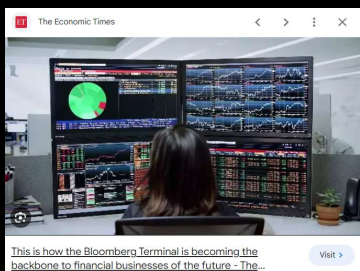


USA+4 DMAs – P18+ Under-Employed College Grads Looking for a NEW JOB!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA and PHOENIX DMA** **P18+ Under-Employed College Grads who are Looking for a NEW JOB as of March 31, 2026.**



This is how the Bloomberg Terminal is becoming the backbone to financial businesses of the future - The...

indeed
'GLASSDOOR'
SimplyHired. **P18+**



Recruit Holdings Co., Ltd.



MASTER TRUST



Vanguard BlackRock



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

[(Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job))] AND NOT Household income summaries (HHLD): \$50,000 or more



1.5% or 4,118,586 of USA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Typical Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 39.6 years old (18.9% younger than average) and have a \$29,751 (74.6% lower than average) annual household income.

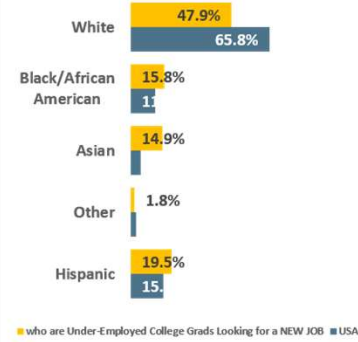
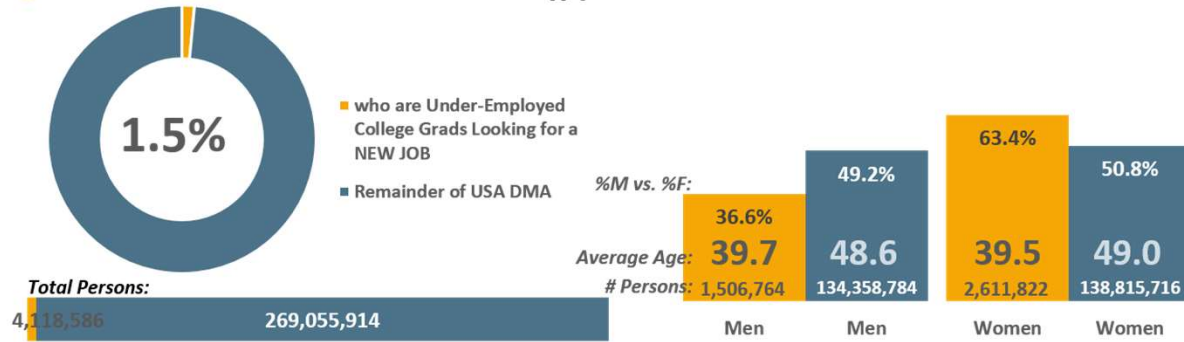


Percent of Market: Adults 18 or older



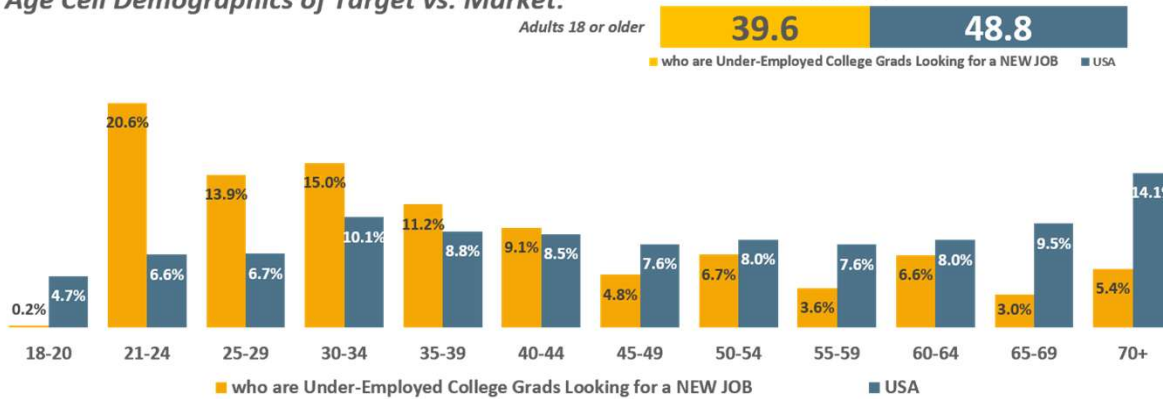
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

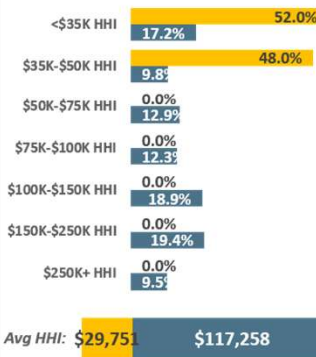


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:



USA USA Projection Scarborough RI 2026: Jan25-Mar26 Qual Intab 607
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHI): \$50,000 or more



1.5% or 115,586 of CHI DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Typical Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 39.1 years old (19.3% younger than average) and have a \$30,729 (72.7% lower than average) annual household income.

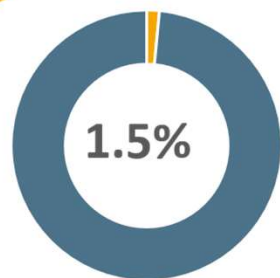


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who are Under-Employed College Grads Looking for a NEW JOB
- Remainder of CHI DMA

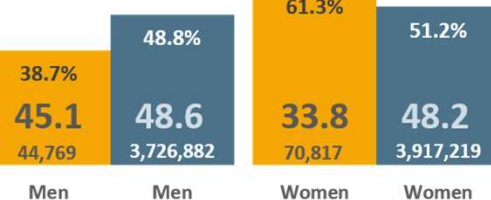
Total Persons:



%M vs. %F:

Average Age:

Persons:



Age Cell Demographics of Target vs. Market:

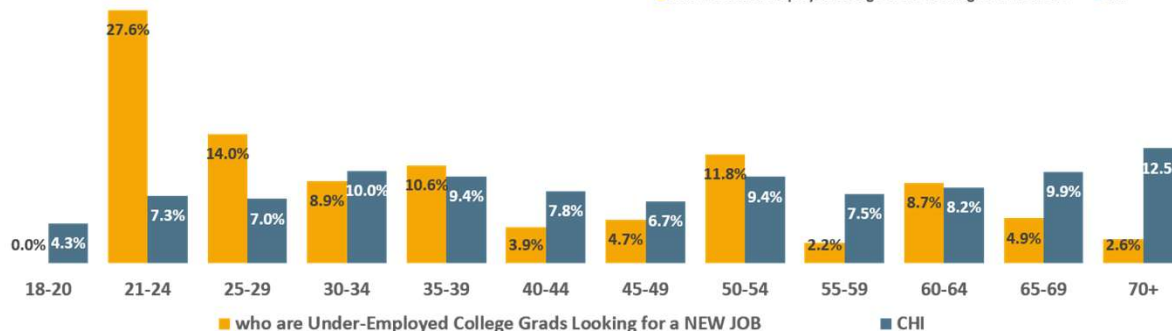
Average Age:

Adults 18 or older

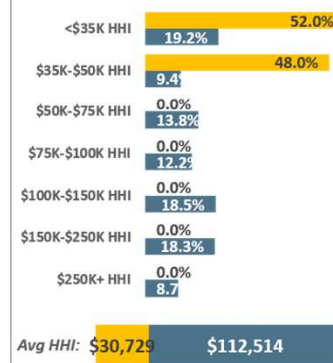
39.1

48.4

- who are Under-Employed College Grads Looking for a NEW JOB
- CHI



HHI of Target vs. Market:





1.6% or 93,395 of WDC DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Typical Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 41.5 years old (13.6% younger than average) and have a \$27,096 (80.5% lower than average) annual household income.

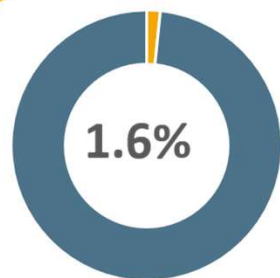


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



- who are Under-Employed College Grads Looking for a NEW JOB
- Remainder of WDC DMA

Total Persons:

93,395 5,683,376

%M vs. %F:

Average Age:

Persons:

30.7%

28,688

Men

47.7

2,816,689

Men

42.6

64,707

Women

48.2

2,960,082

Women

Age Cell Demographics of Target vs. Market:

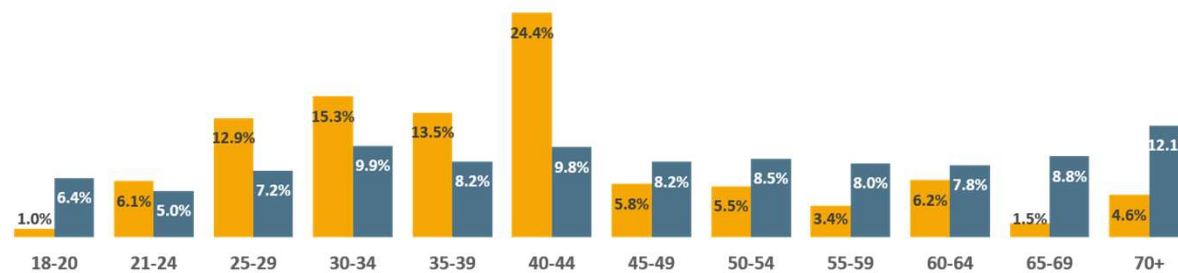
Average Age:

Adults 18 or older

41.5

48.0

- who are Under-Employed College Grads Looking for a NEW JOB
- WDC

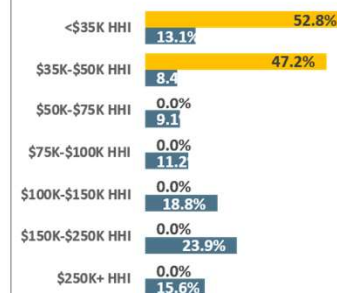


who are Under-Employed College Grads Looking for a NEW JOB

WDC



HHI of Target vs. Market:



Avg HHI: \$27,096 \$139,294



1.2% or 54,998 of SEA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Typical Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 42.5 years old (11.8% younger than average) and have a \$27,390 (78.7% lower than average) annual household income.

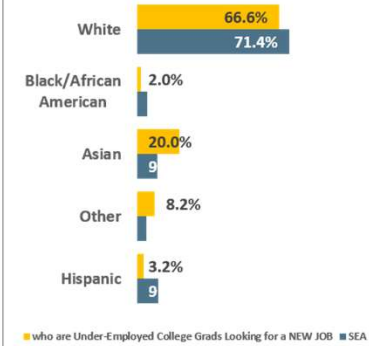
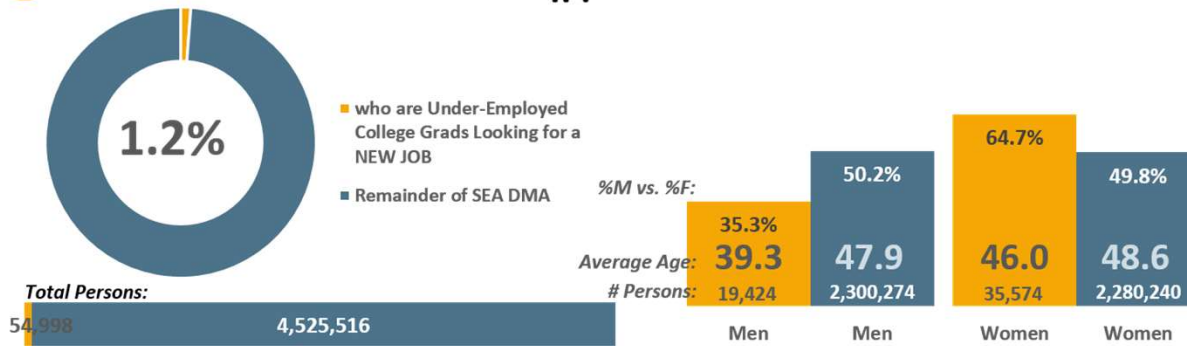


Percent of Market: Adults 18 or older



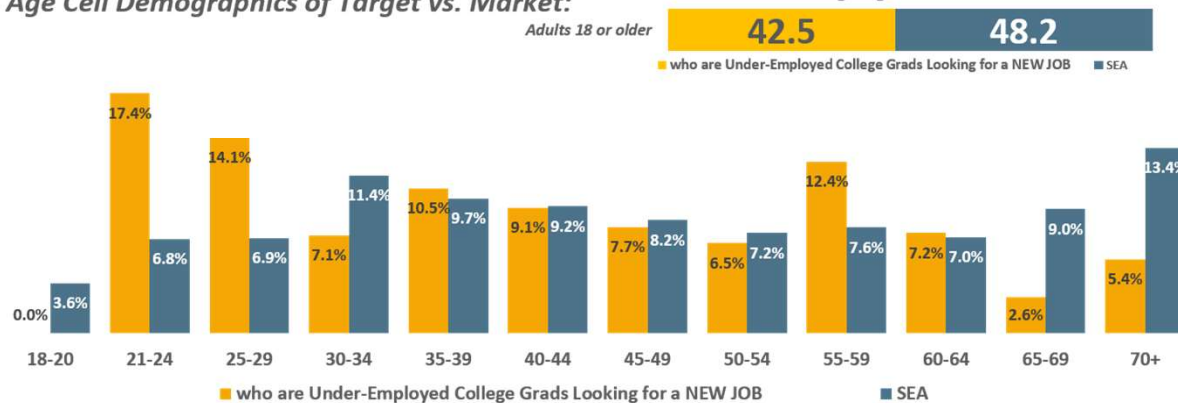
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

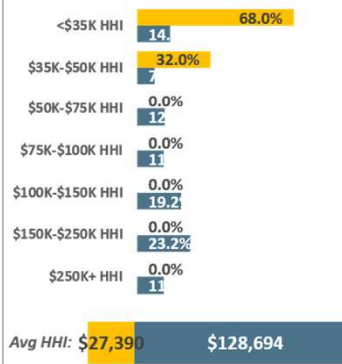


Age Cell Demographics of Target vs. Market:

Average Age:



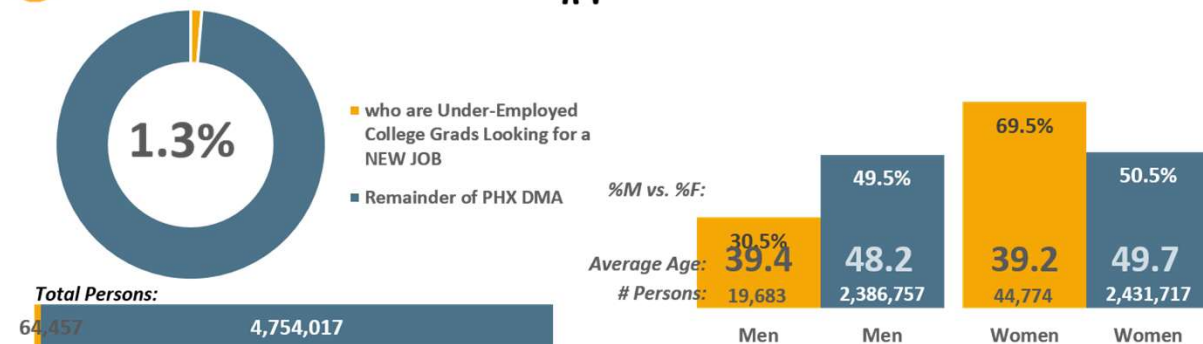
HHI of Target vs. Market:



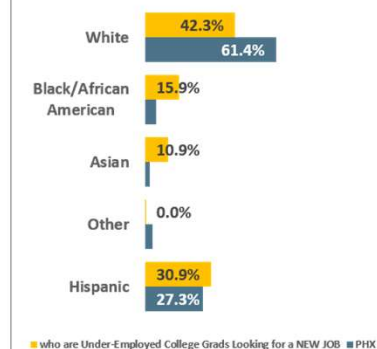


1.3% or 64,457 of PHX DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB.
 Typical Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 39.3 years old
 (19.8% younger than average) and have a \$29,204 (72.7% lower than average) annual household income.

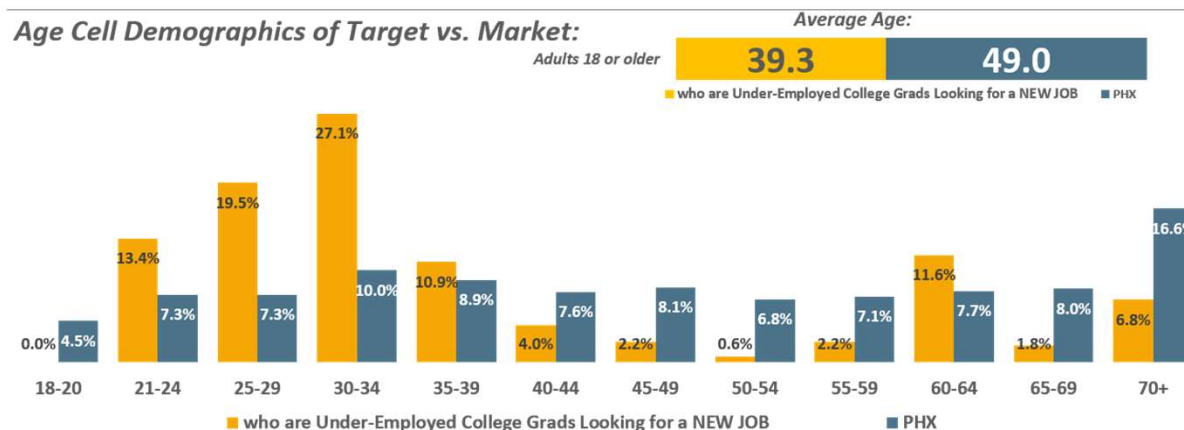
Percent of Market: Adults 18 or older **Gender of Target vs. Market: Adults 18 or older**



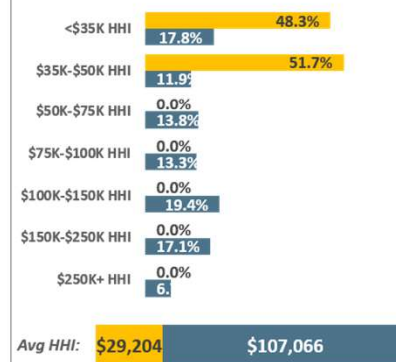
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



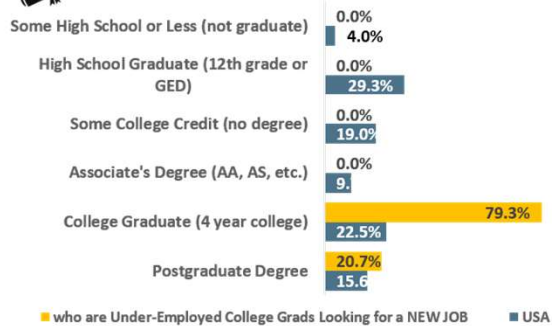
Avg HHI: \$29,204 (Target) vs \$107,066 (PHX)



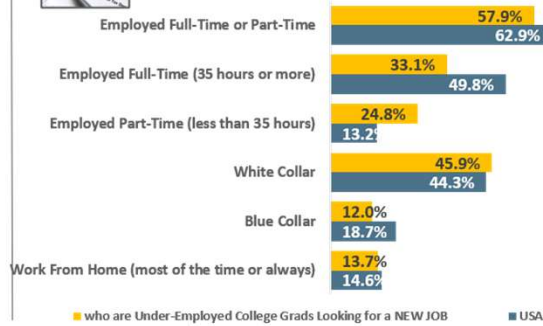
1.5% or 4,118,586 of USA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 162.6% more likely to be a college graduate, 33.5% less likely to work full-time, 48.3% less likely to be married, 36.7% less likely to be a parent of 1 or more children und



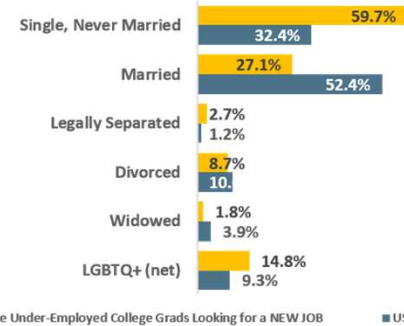
Education Levels: Adults 18 or older



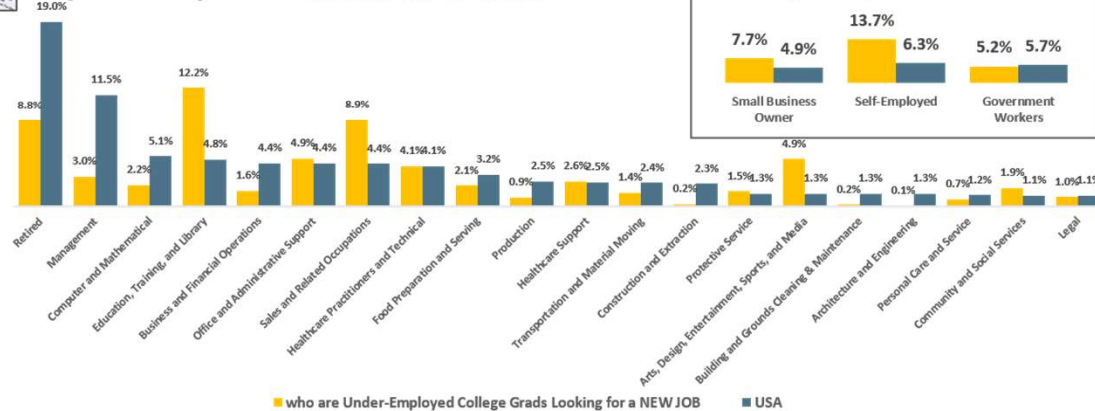
Employment: Adults 18 or older



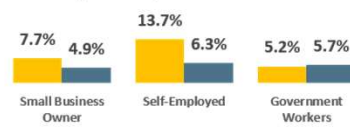
Marital Status: Adults 18 or older



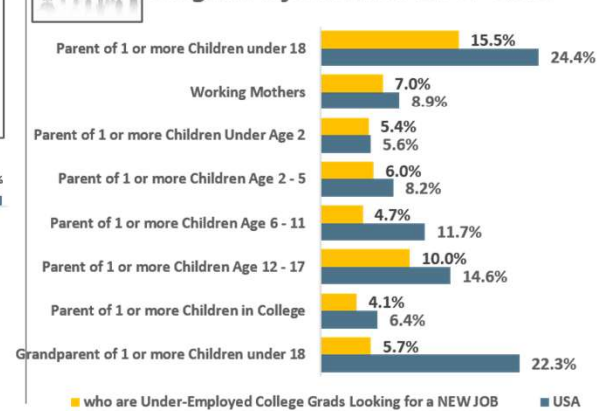
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

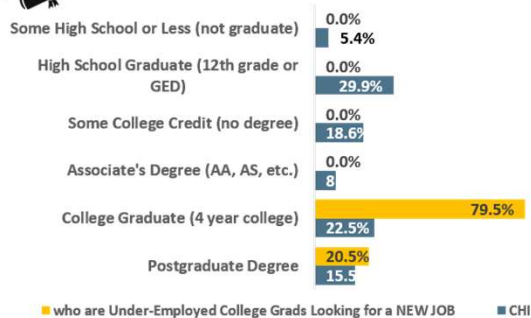




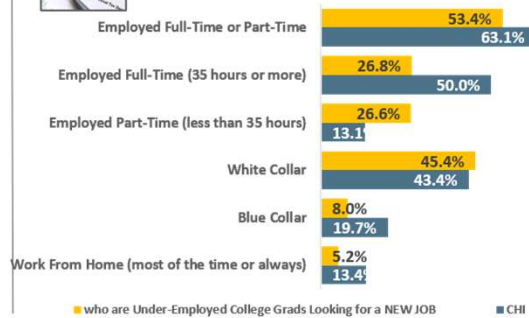
1.5% or 115,586 of CHI DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 163.7% more likely to be a college graduate, 46.4% less likely to work full-time, 58.8% less likely to be married, 53.7% less likely to be a parent of 1 or more children und



Education Levels: Adults 18 or older



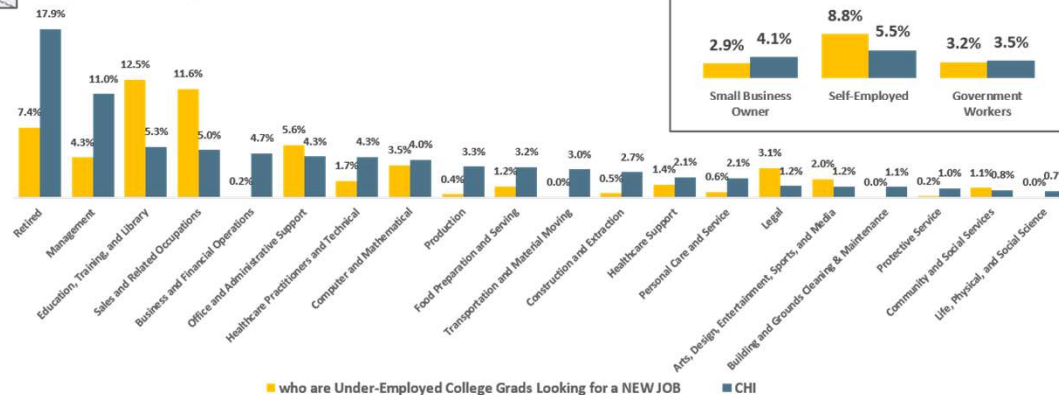
Employment: Adults 18 or older



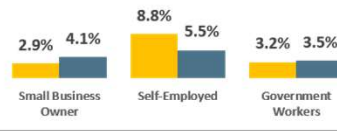
Marital Status: Adults 18 or older



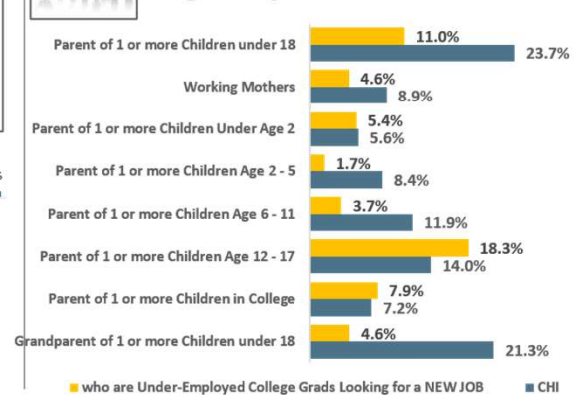
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

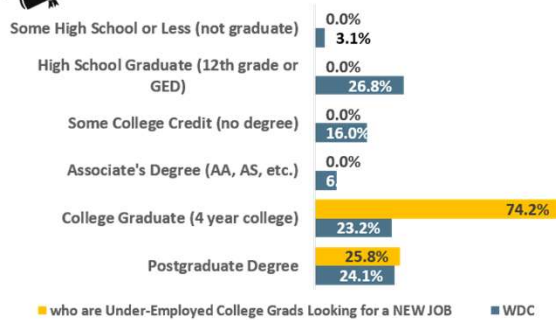




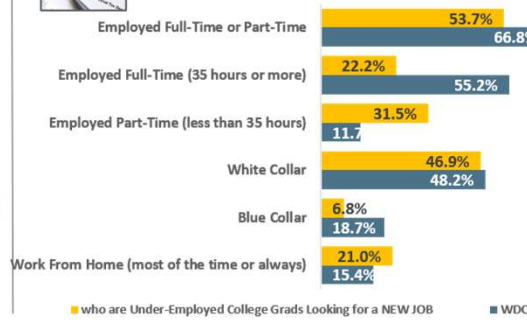
1.6% or 93,395 of WDC DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 111.3% more likely to be a college graduate, 59.7% less likely to work full-time, 26.5% less likely to be married, 78.2% less likely to be a parent of 1 or more children und



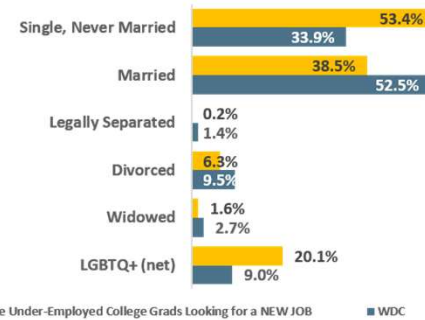
Education Levels: Adults 18 or older



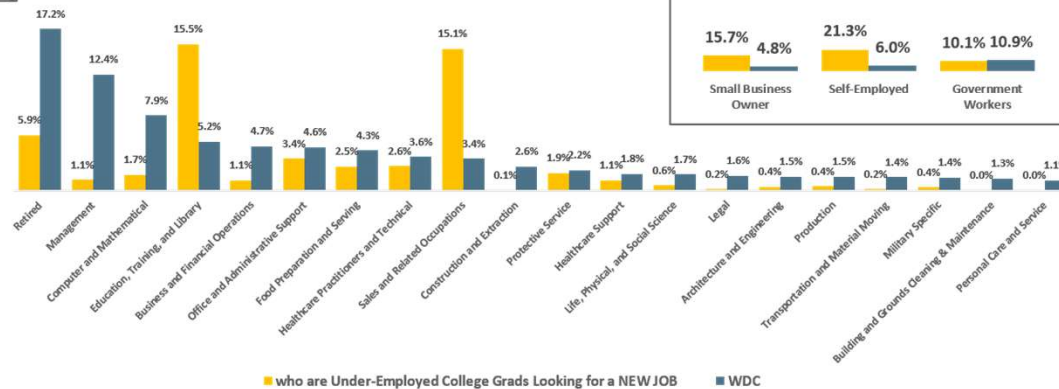
Employment: Adults 18 or older



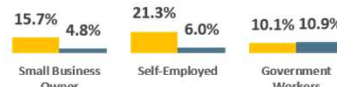
Marital Status: Adults 18 or older



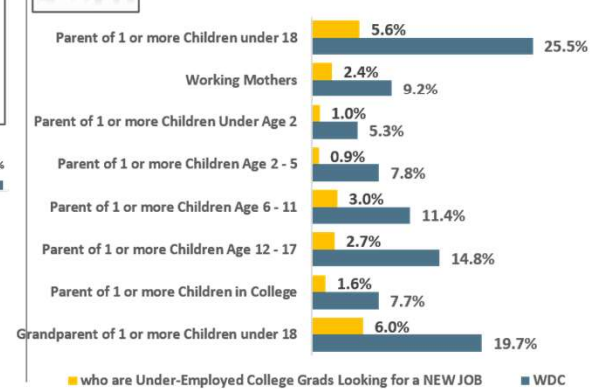
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

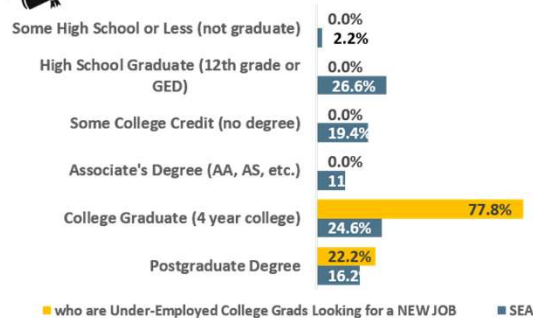




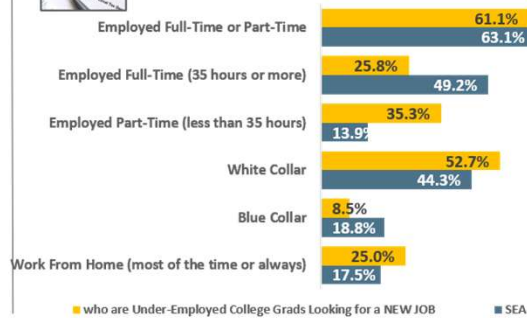
1.2% or 54,998 of SEA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 144.8% more likely to be a college graduate, 47.5% less likely to work full-time, 51.9% less likely to be married, 42.8% less likely to be a parent of 1 or more children und



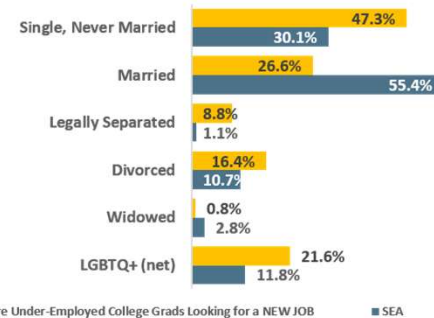
Education Levels: Adults 18 or older



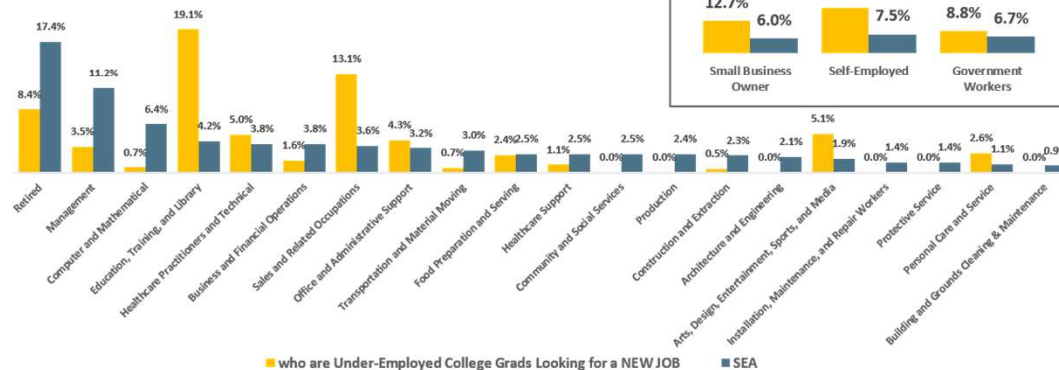
Employment: Adults 18 or older



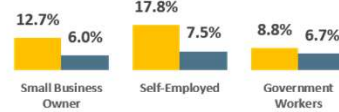
Marital Status: Adults 18 or older



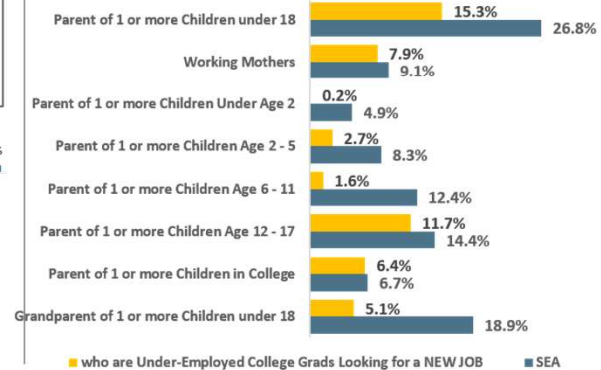
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

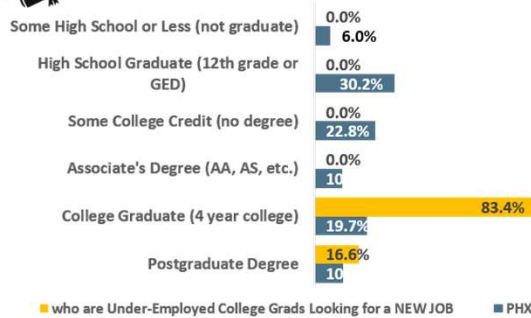




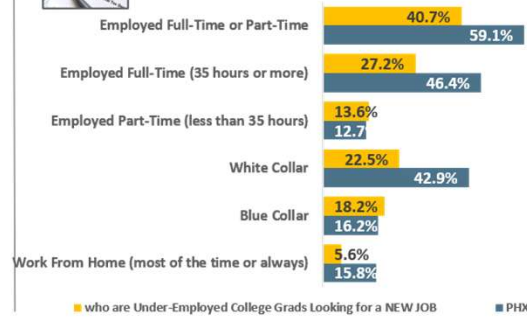
1.3% or 64,457 of PHX DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 226.6% more likely to be a college graduate, 41.5% less likely to work full-time, 78.9% less likely to be married, 48.1% more likely to be a parent of 1 or more children und



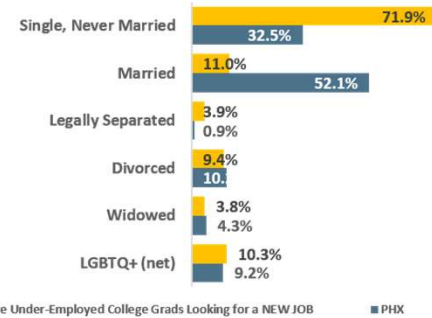
Education Levels: Adults 18 or older



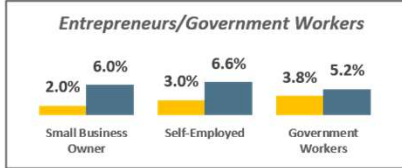
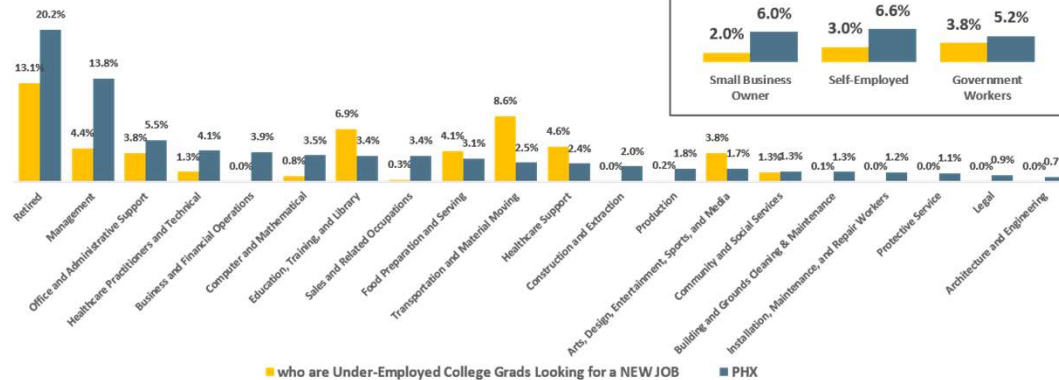
Employment: Adults 18 or older



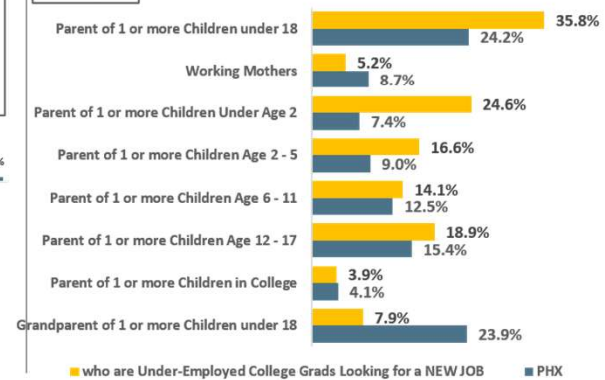
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



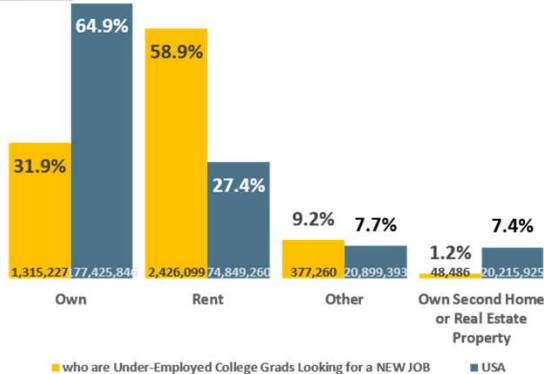
Stage in Life: Adults 18 or older



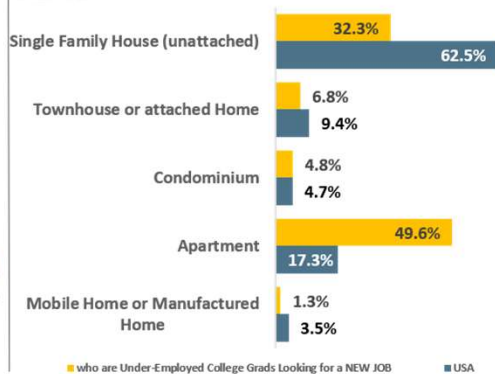


1.5% or 4,118,586 of USA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 50.8% less likely to own their home, 36.1% more likely to own a lower valued home, 48.3% less likely to have a single-family home, 40.4% less likely to have a dog.

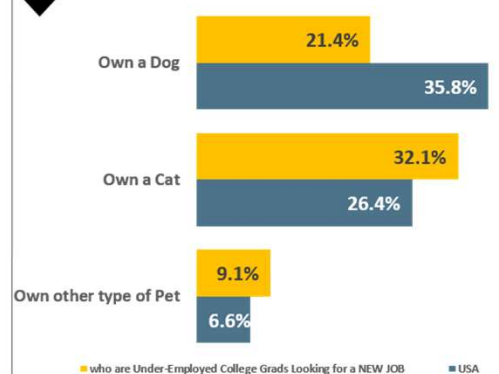
Own/Rent/Other:Adults 18 or older



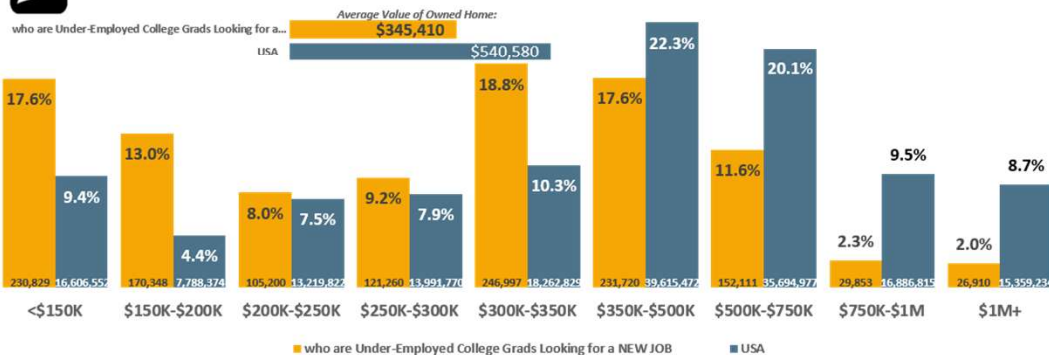
Type of Home:Adults 18 or older



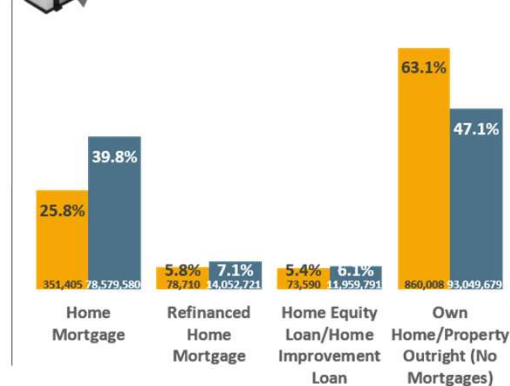
Pets in Home:Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 607
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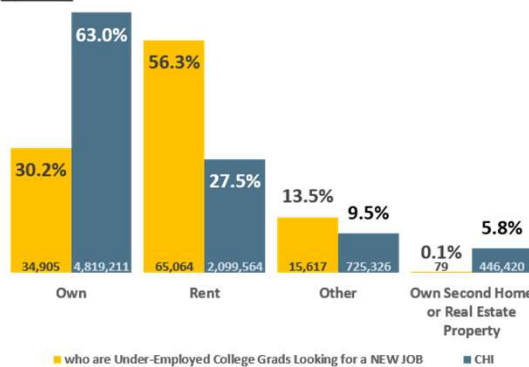
[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



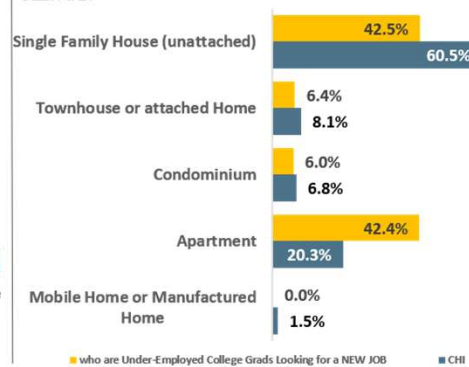
1.5% or 115,586 of CHI DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 52.1% less likely to own their home, 32.3% more likely to own a lower valued home, 29.8% less likely to have a single-family home, 28.4% less likely to have a dog.



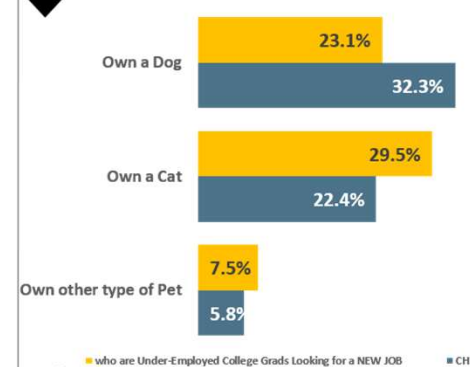
Own/Rent/Other:Adults 18 or older



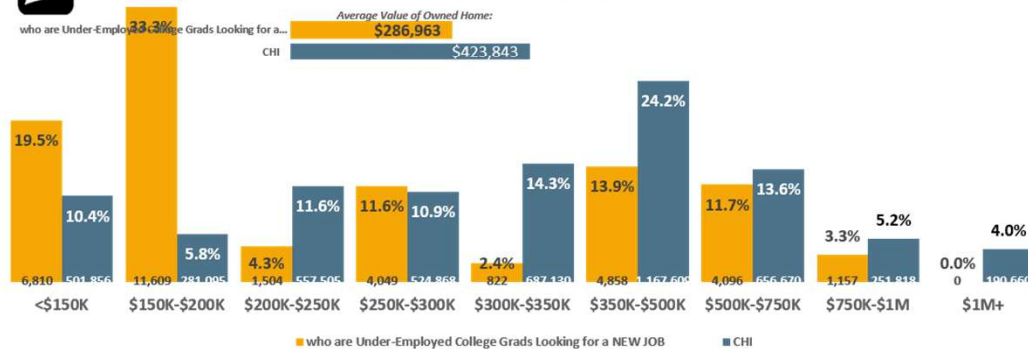
Type of Home:Adults 18 or older



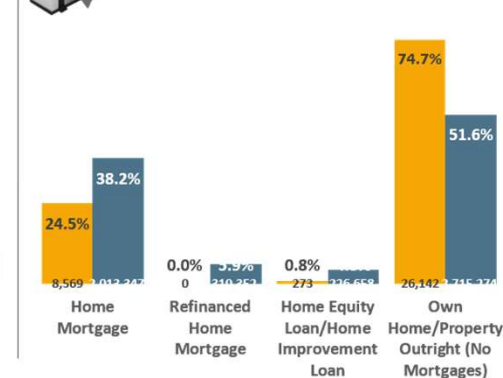
Pets in Home:Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

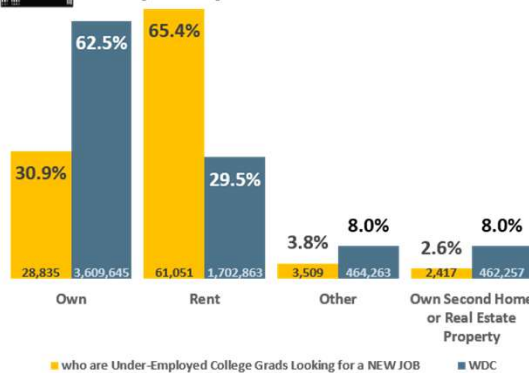




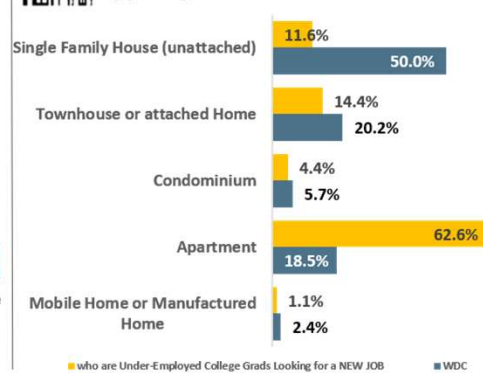
1.6% or 93,395 of WDC DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 50.6% less likely to own their home, 38.% more likely to own a lower valued home, 76.8% less likely to have a single-family home, 65.4% less likely to have a dog.



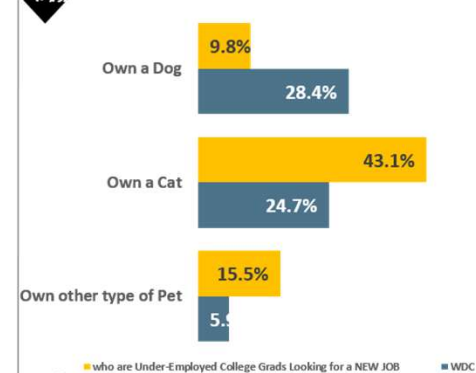
Own/Rent/Other:Adults 18 or older



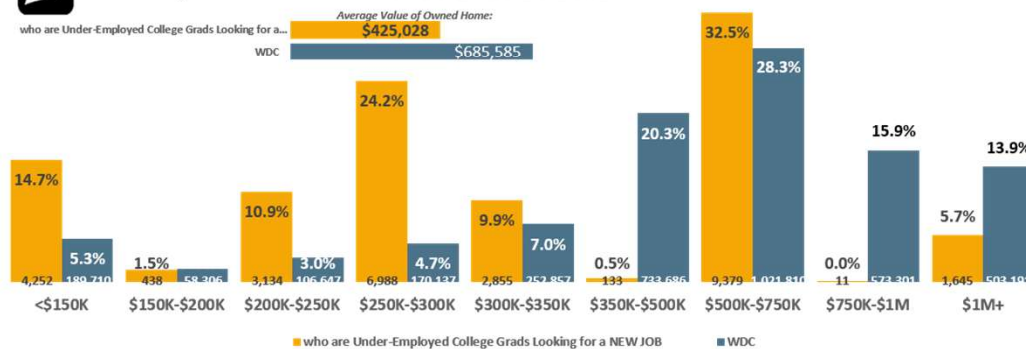
Type of Home:Adults 18 or older



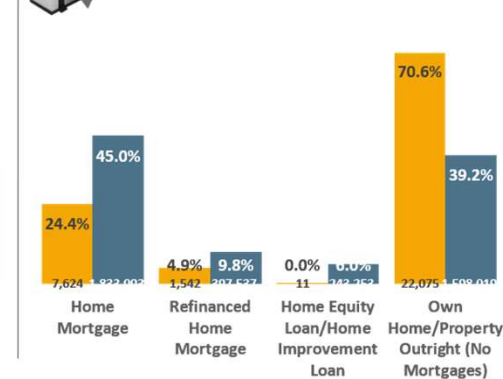
Pets in Home:Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

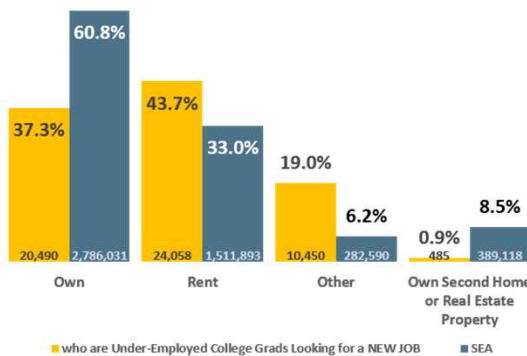




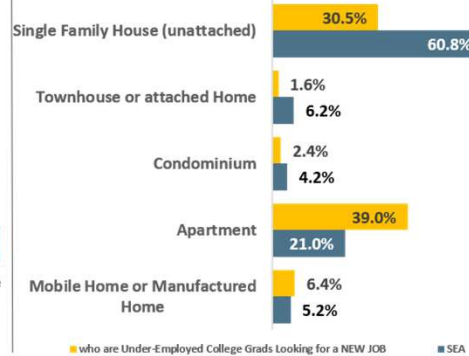
1.2% or 54,998 of SEA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 38.7% less likely to own their home, 54.% more likely to own a lower valued home, 49.8% less likely to have a single-family home, 26.9% less likely to have a dog.



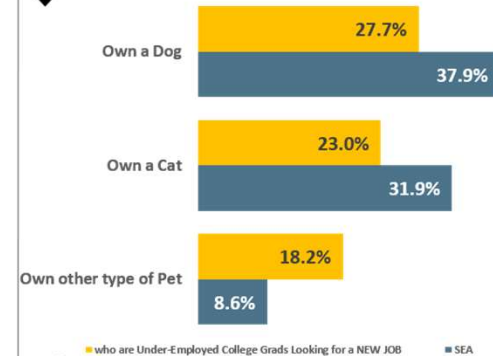
Own/Rent/Other: Adults 18 or older



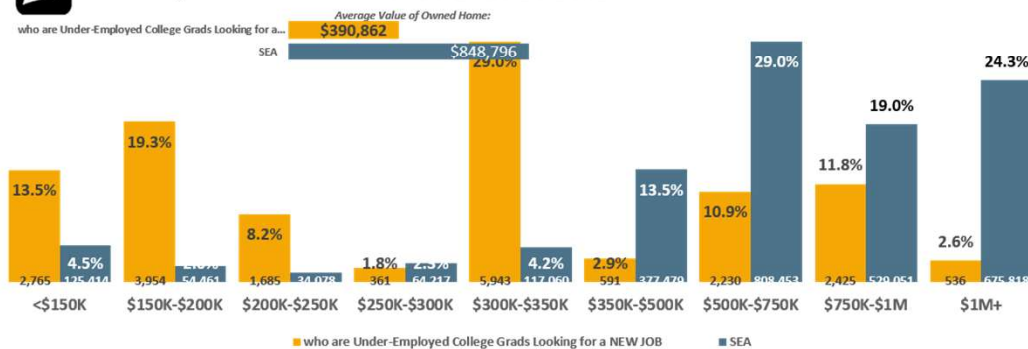
Type of Home: Adults 18 or older



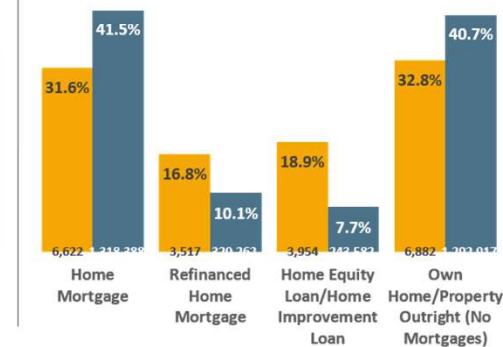
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



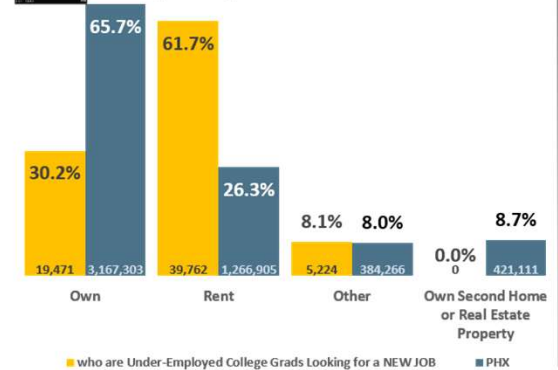
Home Loans: Adults 18 or older



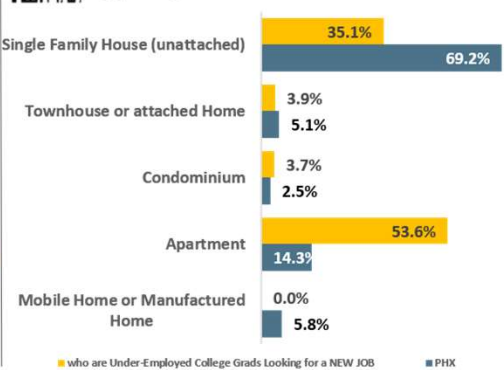


1.3% or 64,457 of PHX DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 54.% less likely to own their home, 22.4% more likely to own a lower valued home, 49.3% less likely to have a single-family home, 3.1% less likely to have a dog.

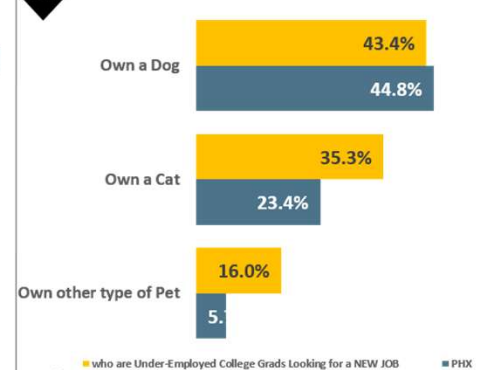
Own/Rent/Other: Adults 18 or older



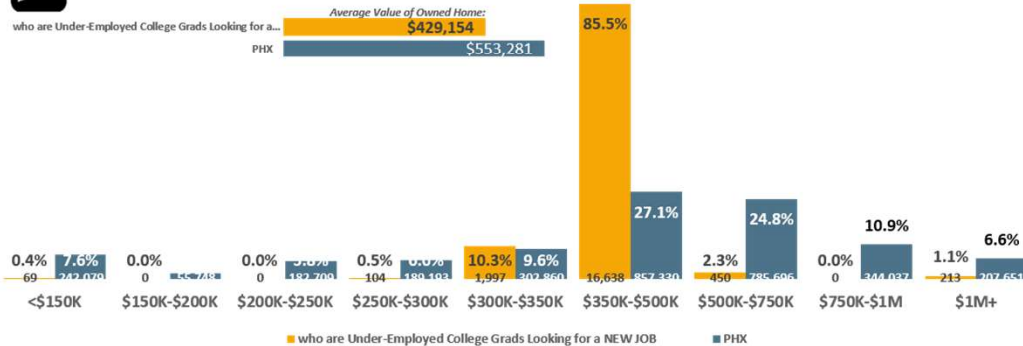
Type of Home: Adults 18 or older



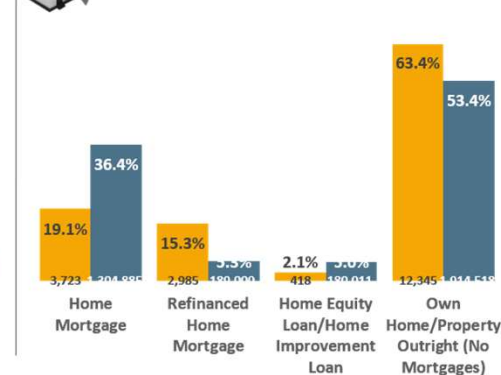
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

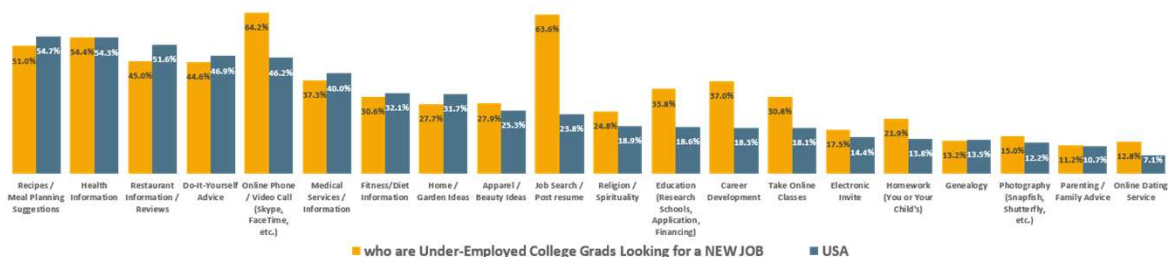




1.5% or 4,118,586 of USA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 4.9% less likely to look up D-I-Y advice online, 17.4% less likely to always vote in local elections, 11.% less likely to belong to a gym, 3.6% less likely to fly domestic p

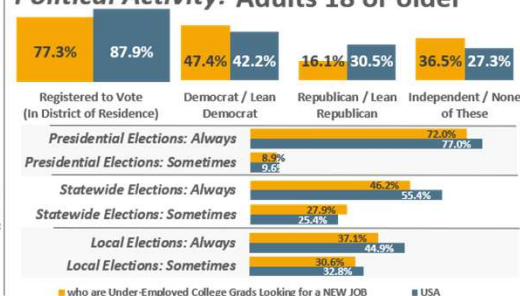


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



■ who are Under-Employed College Grads Looking for a NEW JOB ■ USA

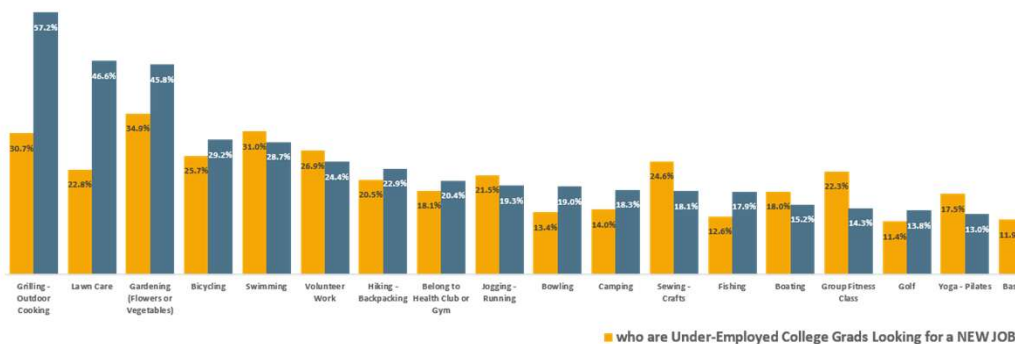
Political Activity: Adults 18 or older



■ who are Under-Employed College Grads Looking for a NEW JOB ■ USA



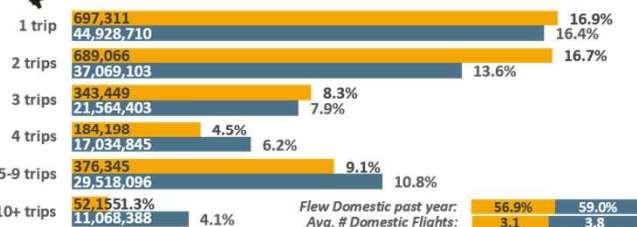
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



■ who are Under-Employed College Grads Looking for a NEW JOB ■ USA



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



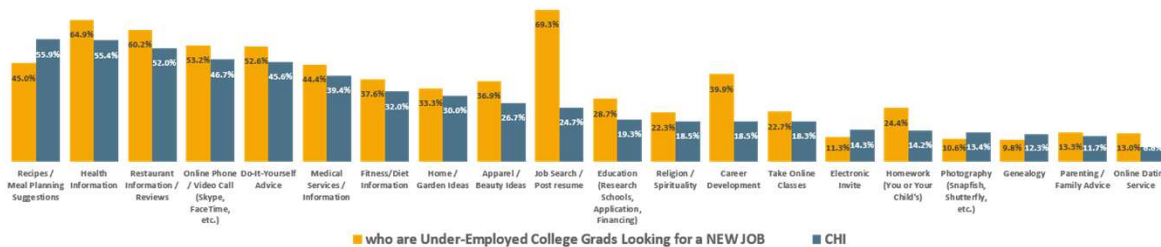
Flew Domestic past year: 56.9% vs 59.0%
Avg. # Domestic Flights: 3.1 vs 3.8



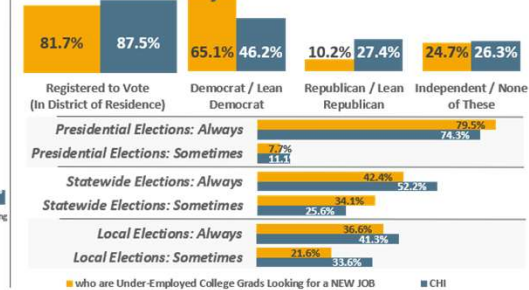
1.5% or 115,586 of CHI DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 15.4% more likely to look up D-I-Y advice online, 11.3% less likely to always vote in local elections, 2.2% less likely to belong to a gym, 14.2% less likely to fly domestic



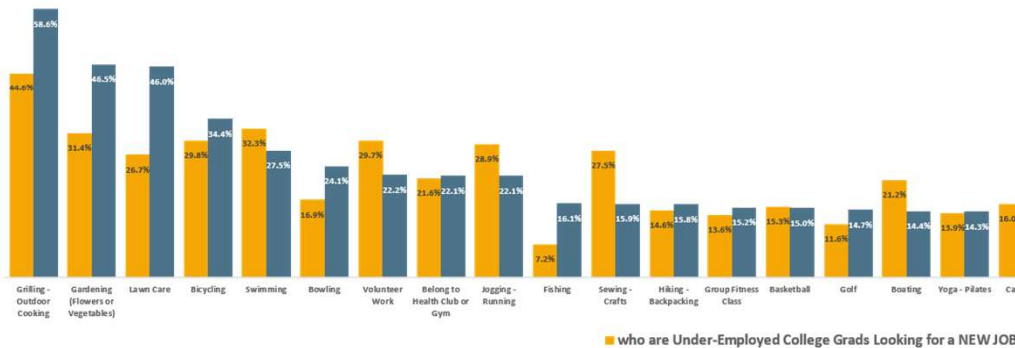
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



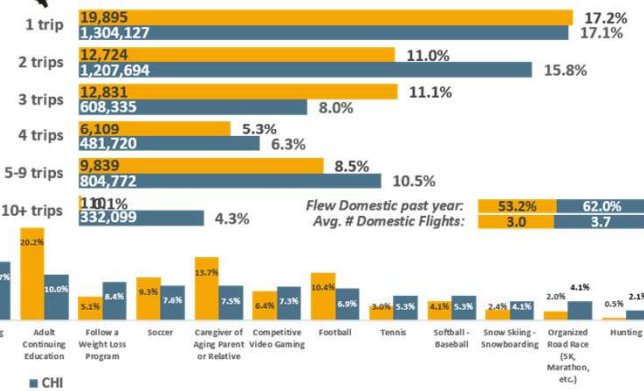
Political Activity: Adults 18 or older



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



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

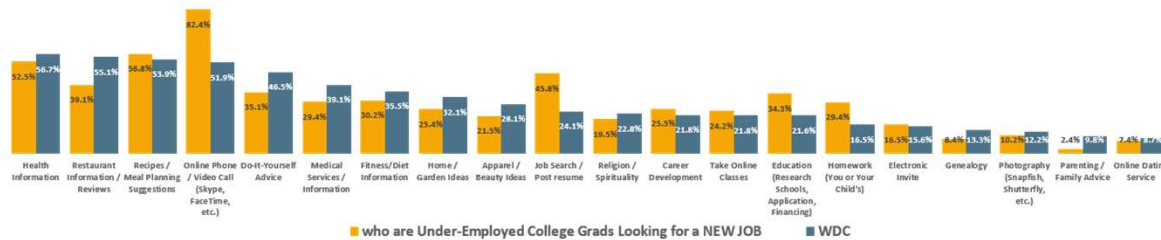




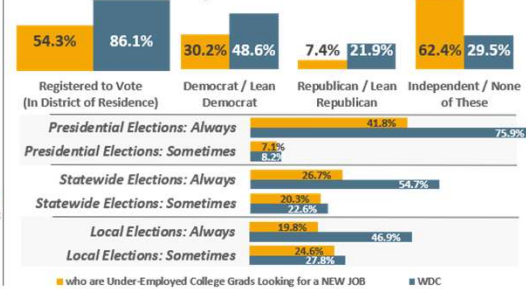
1.6% or 93,395 of WDC DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 24.4% less likely to look up D-I-Y advice online, 57.8% less likely to always vote in local elections, 19.5% less likely to belong to a gym, 9.1% less likely to fly domestic



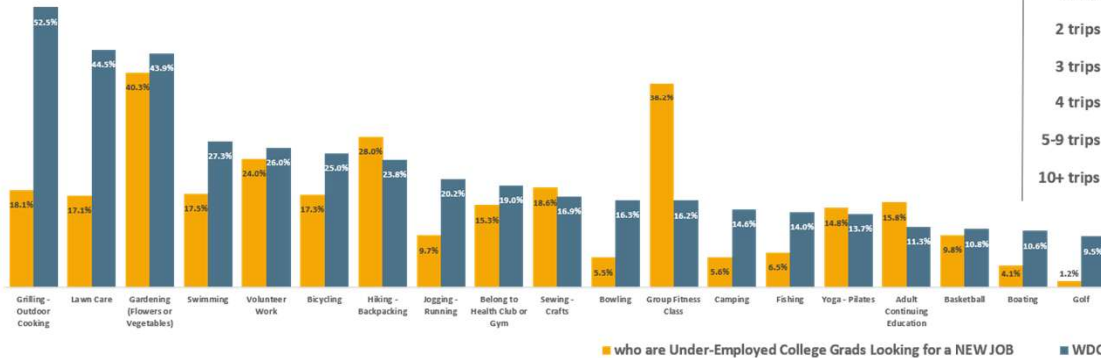
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



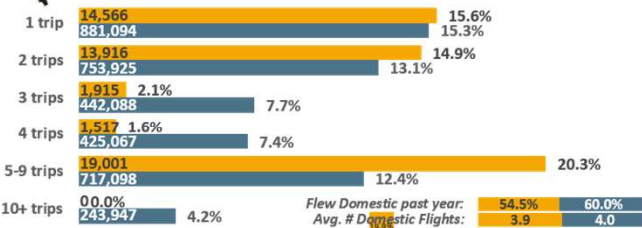
Political Activity: Adults 18 or older



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



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



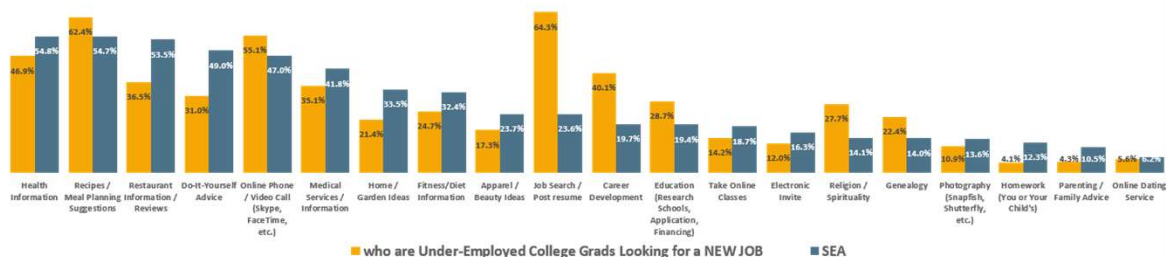
Flew Domestic past year: 54.5%
Avg. # Domestic Flights: 3.9



1.2% or 54,998 of SEA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 36.7% less likely to look up D-I-Y advice online, 13.9% more likely to always vote in local elections, 36.% less likely to belong to a gym, 6.1% less likely to fly domestic

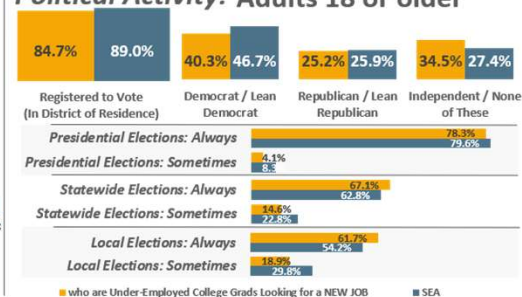


Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



who are Under-Employed College Grads Looking for a NEW JOB SEA

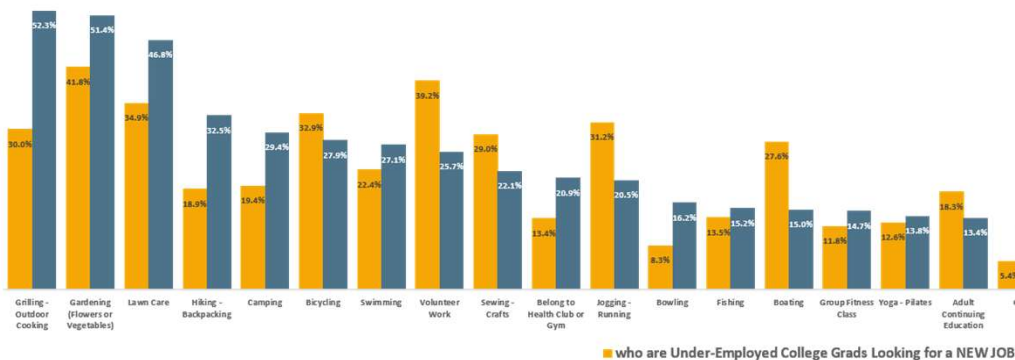
Political Activity: Adults 18 or older



who are Under-Employed College Grads Looking for a NEW JOB SEA



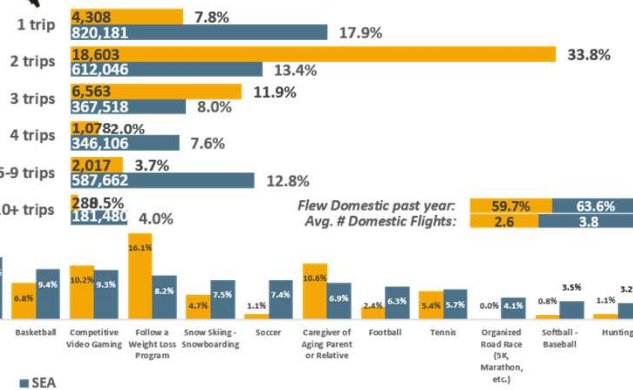
Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



who are Under-Employed College Grads Looking for a NEW JOB SEA



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

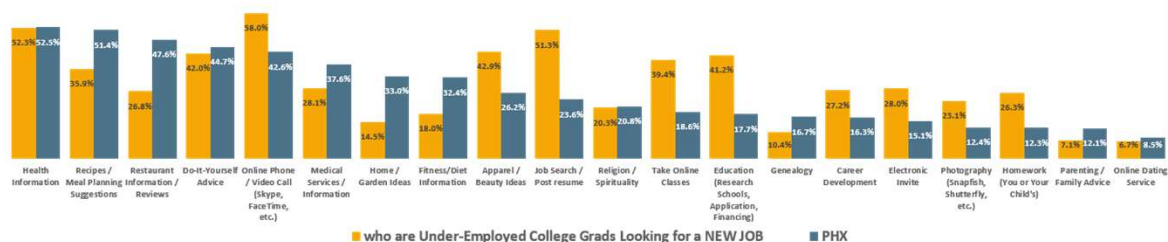




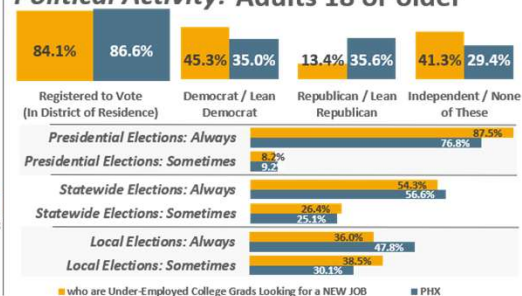
1.3% or 64,457 of PHX DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 5.9% less likely to look up D-I-Y advice online, 24.6% less likely to always vote in local elections, 27.% less likely to belong to a gym, 26.1% less likely to fly domestic



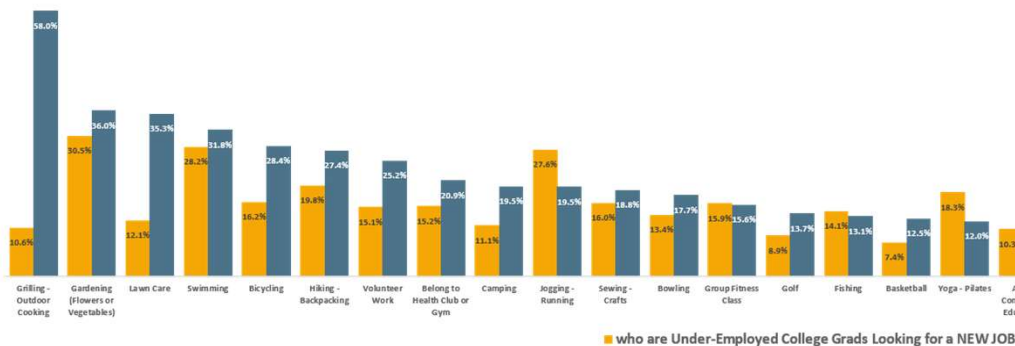
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



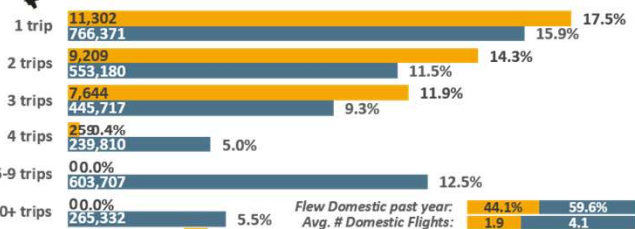
Political Activity: Adults 18 or older



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



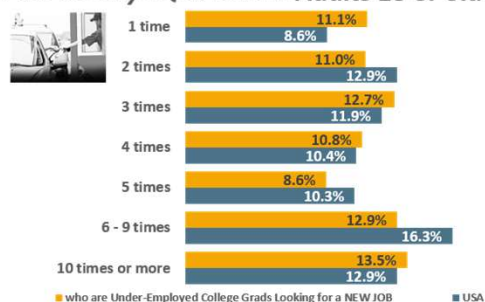
Past 12-months Domestic Airline Trips: Adults 18 or older



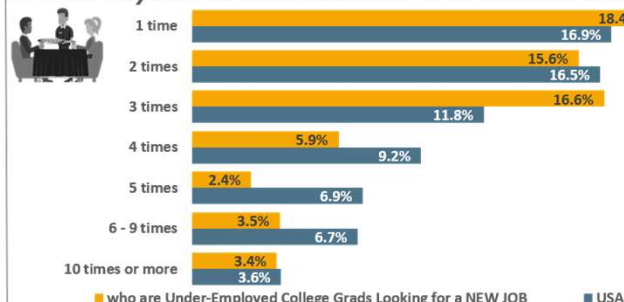


1.5% or 4,118,586 of USA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 3.4% less likely to use QSRs past mo., 7.9% less likely to use Sit-Down Restaurants past mo., 25.5% less likely to use Casinos past yr., 9.4% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older

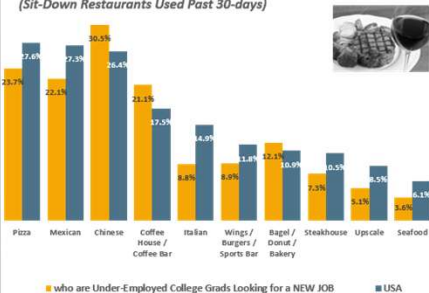


Past 30-days Sit-Down Restaurant Users: Adults 18 or older

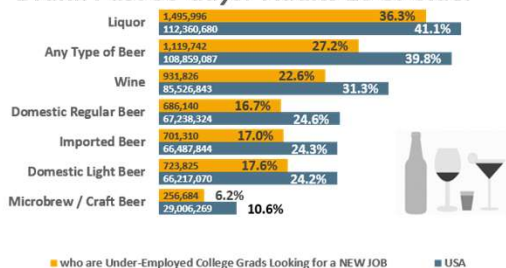


Top-10 Cuisines: Adults 18 or older

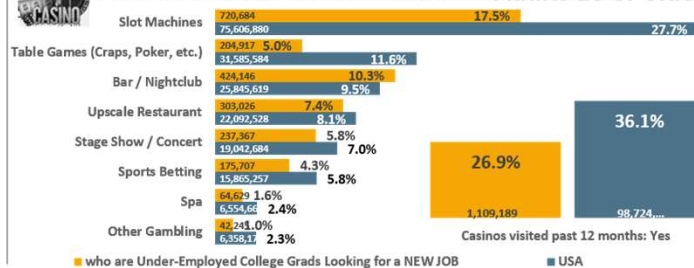
(Sit-Down Restaurants Used Past 30-days)



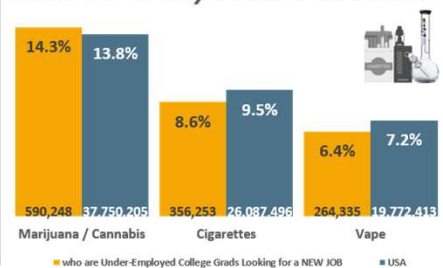
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



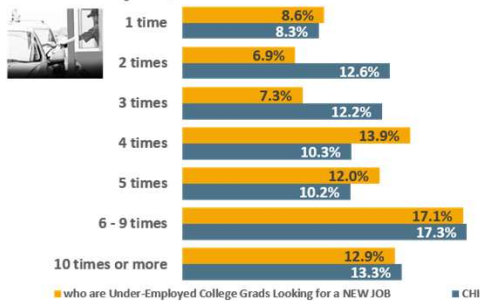
Used Past 30-days: Adults 18 or older



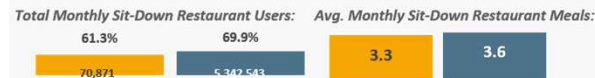
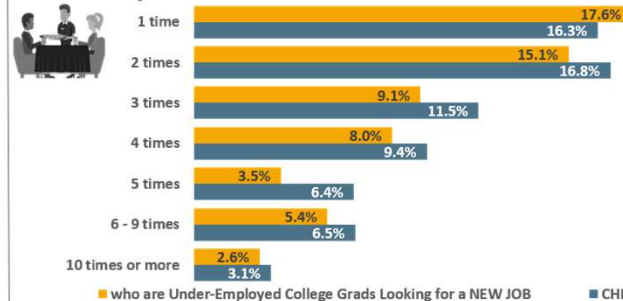


1.5% or 115,586 of CHI DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 6.6% less likely to use QSRs past mo., 12.3% less likely to use Sit-Down Restaurants past mo., 17.6% less likely to use Casinos past yr., 30.7% more likely to smoke cigarett

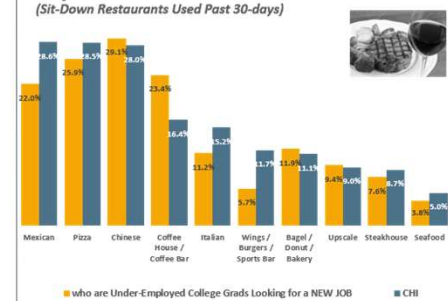
Past 30-days QSR Users: Adults 18 or older



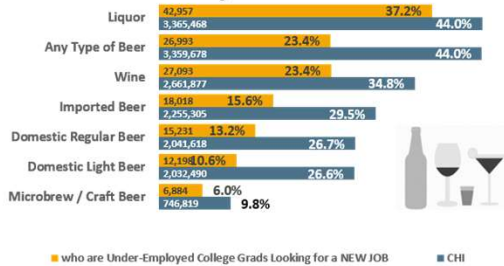
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



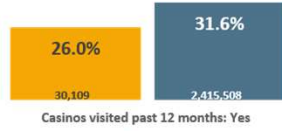
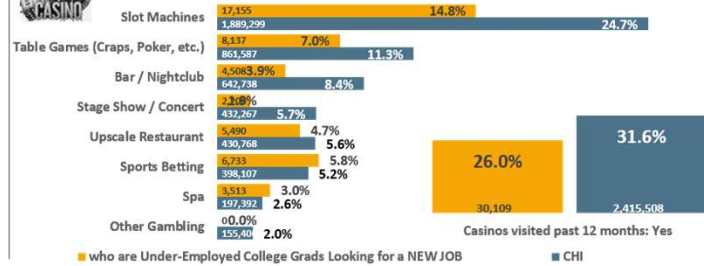
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



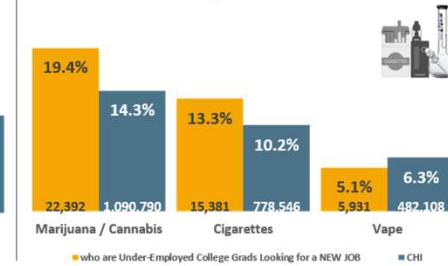
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



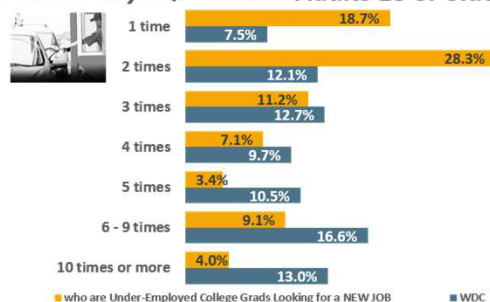
Used Past 30-days: Adults 18 or older





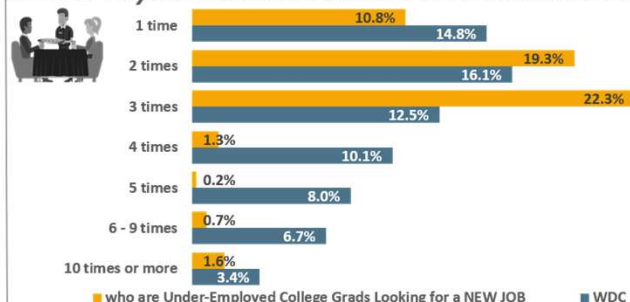
1.6% or 93,395 of WDC DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are .3% less likely to use QSRs past mo., 21.5% less likely to use Sit-Down Restaurants past mo., 56.4% less likely to use Casinos past yr., 108.4% more likely to smoke cigarett

Past 30-days QSR Users: Adults 18 or older



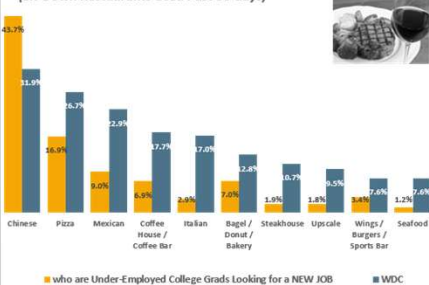
Total Monthly QSR Users: 81.9% (WDC) vs 82.1% (Under-Employed College Grads)
Avg. Monthly QSR Meals: 3.5 (WDC) vs 5.9 (Under-Employed College Grads)

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



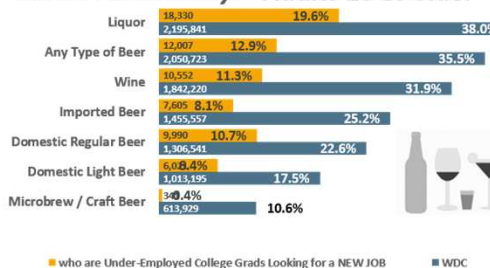
Total Monthly Sit-Down Restaurant Users: 56.2% (WDC) vs 71.6% (Under-Employed College Grads)
Avg. Monthly Sit-Down Restaurant Meals: 2.7 (WDC) vs 3.7 (Under-Employed College Grads)

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 Under-Employed College Grads Looking for a... 13,390 (12.2%) vs 1,468,075 (25.4%)

Drank Past 30-days: Adults 18 or older

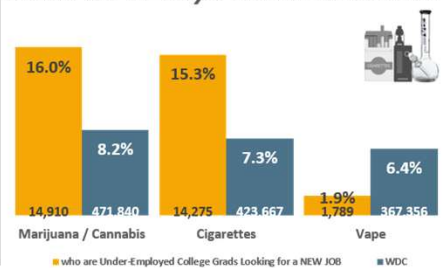


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
11,937 (12.8%) vs 1,695,415 (29.3%)

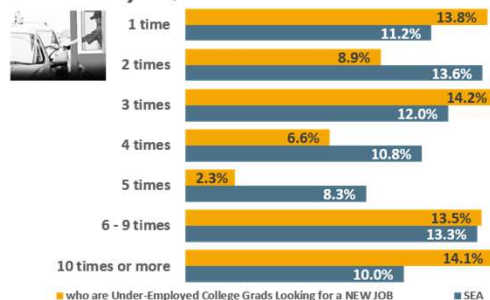
Used Past 30-days: Adults 18 or older





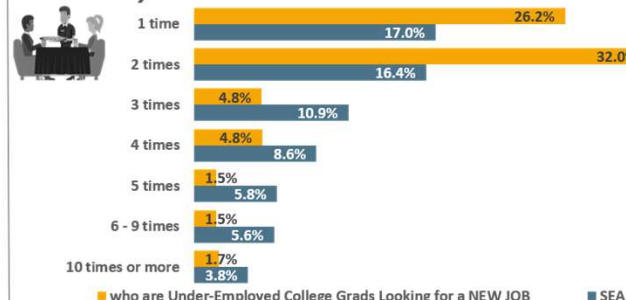
1.2% or 54,998 of SEA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 7.2% less likely to use QSRs past mo., 6.5% more likely to use Sit-Down Restaurants past mo., 1.7% more likely to use Casinos past yr., 51.8% less likely to smoke cigarettes

Past 30-days QSR Users: Adults 18 or older



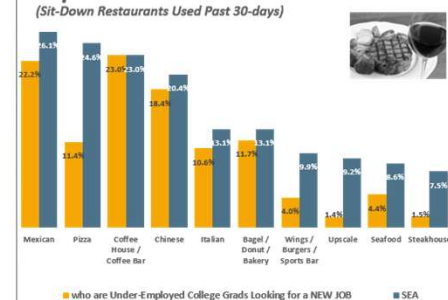
Total Monthly QSR Users: SEA 73.4%, Under-Employed 79.2%
Avg. Monthly QSR Meals: SEA 5.2, Under-Employed 5.8

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



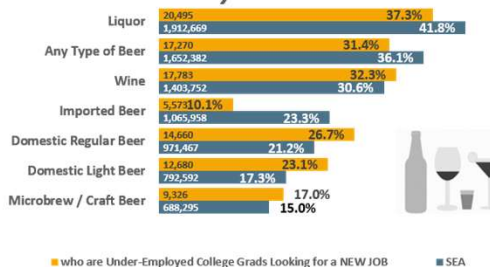
Total Monthly Sit-Down Restaurant Users: SEA 68.1%, Under-Employed 72.6%
Avg. Monthly Sit-Down Restaurant Meals: SEA 3.6, Under-Employed 2.3

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

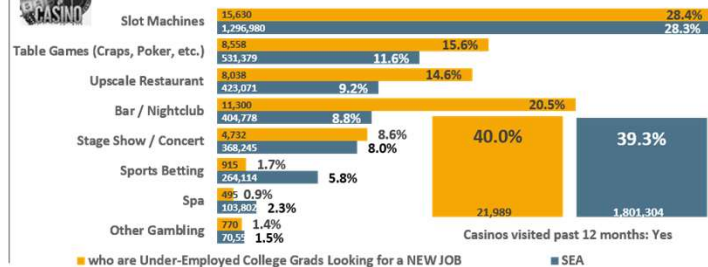


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.): SEA 18.7%, Under-Employed 13.6%
 who are Under-Employed College Grads Looking for a... 7,505

Drank Past 30-days: Adults 18 or older

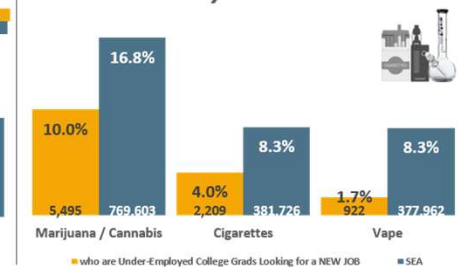


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes SEA 40.0%, Under-Employed 39.3%

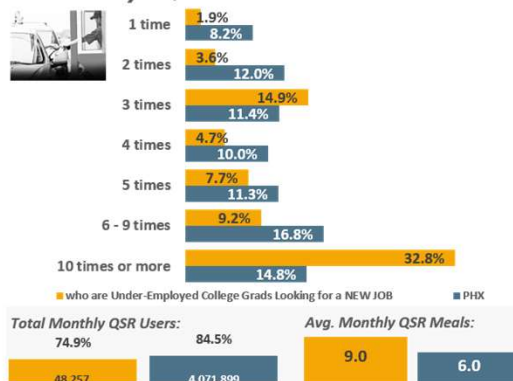
Used Past 30-days: Adults 18 or older



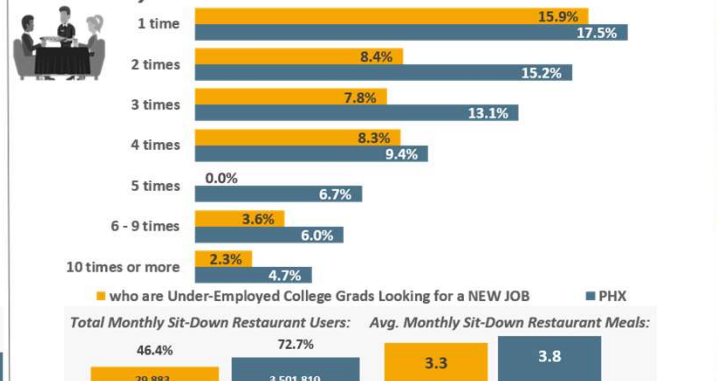


1.3% or 64,457 of PHX DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 11.4% less likely to use QSRs past mo., 36.2% less likely to use Sit-Down Restaurants past mo., 17.2% less likely to use Casinos past yr., 1.1% more likely to smoke cigarett

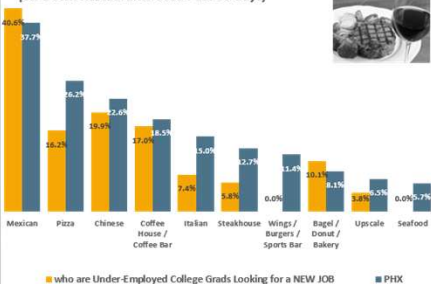
Past 30-days QSR Users: Adults 18 or older



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

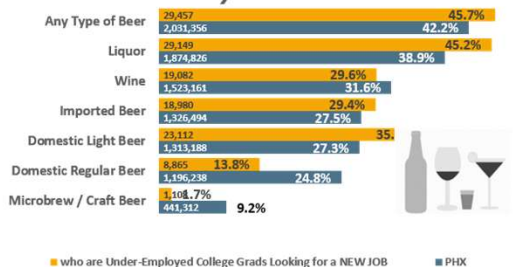


Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)

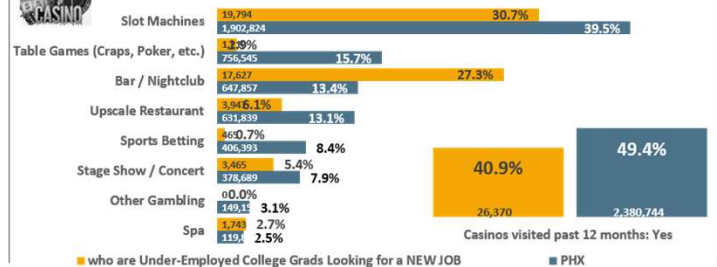


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
 who are Under-Employed College Grads Looking for a... 10,644 16.5%
 PHX 837,313 17.4%

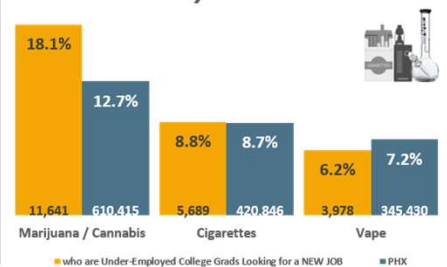
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





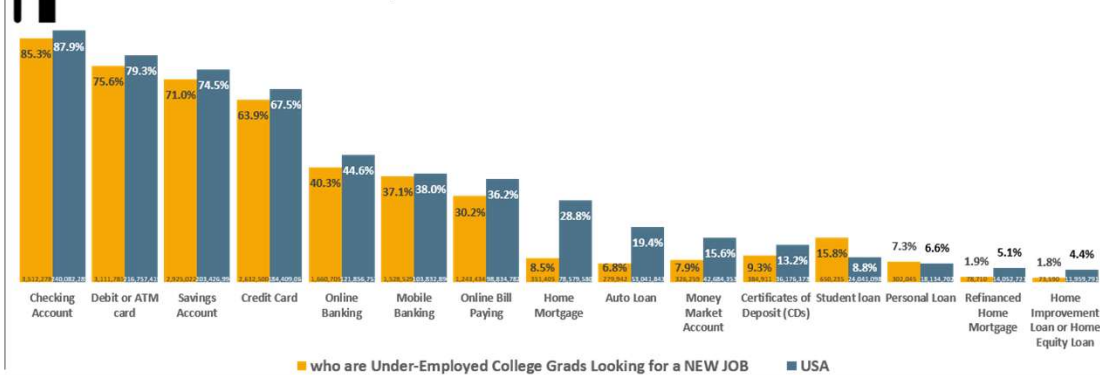
1.5% or 4,118,586 of USA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 30.4% less likely to have a 401K, 65.% less likely to have an Auto Loan, 12.9% less likely to Invest/Trade Stocks Online, 2.1% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



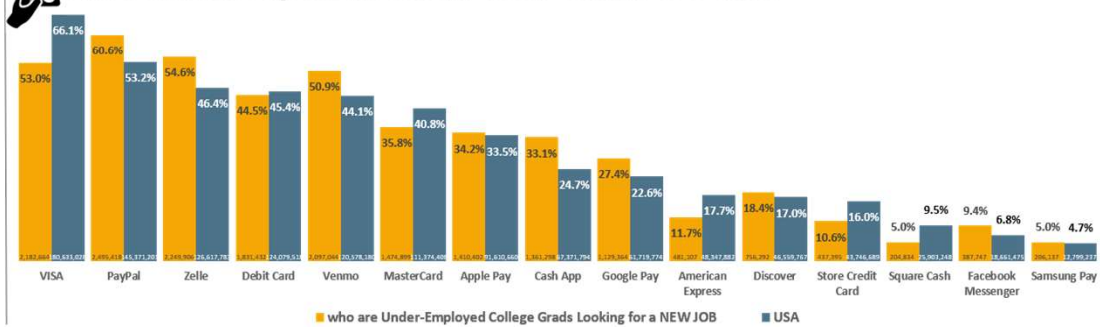
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

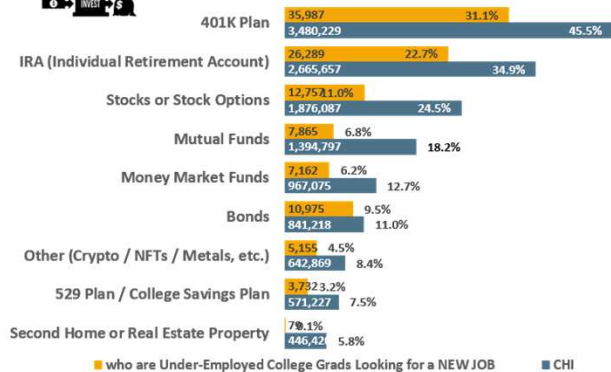




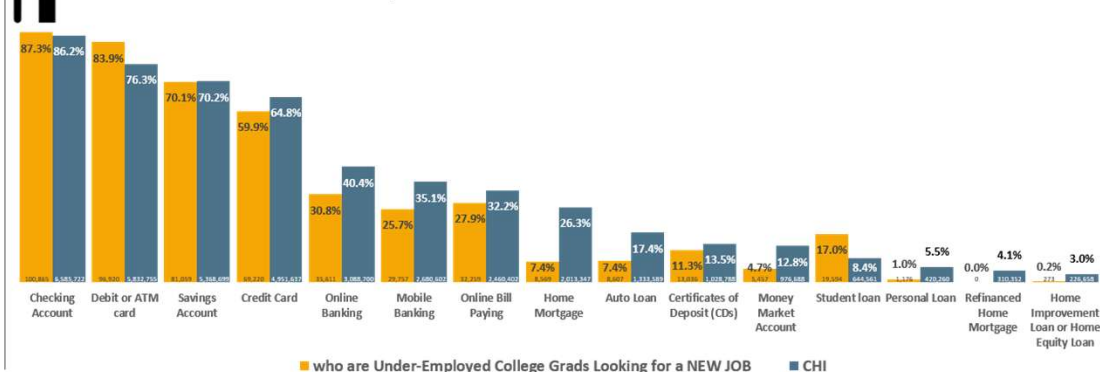
1.5% or 115,586 of CHI DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 31.6% less likely to have a 401K, 57.3% less likely to have an Auto Loan, 66.5% less likely to Invest/Trade Stocks Online, 12.3% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



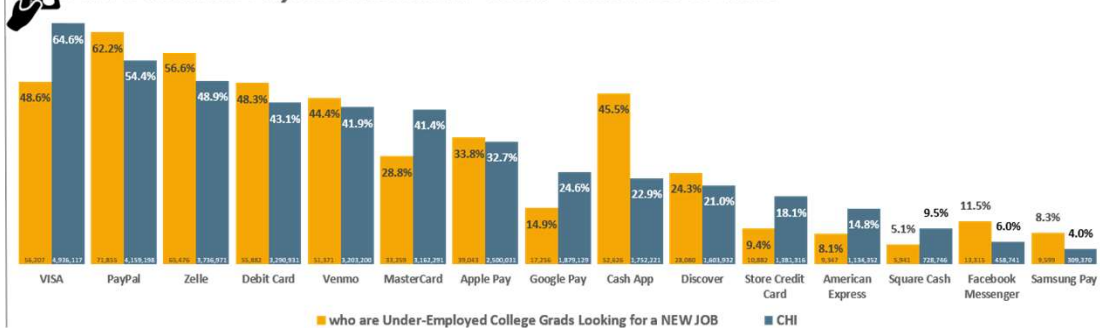
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

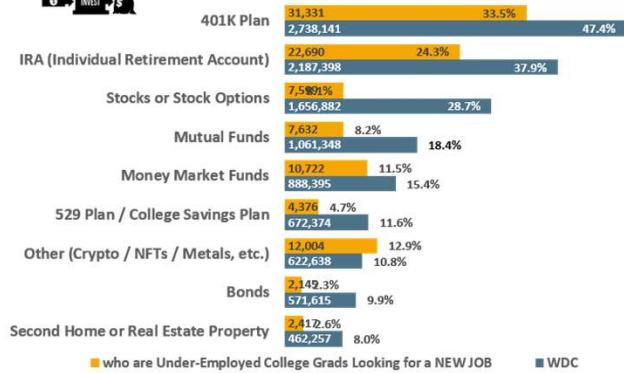




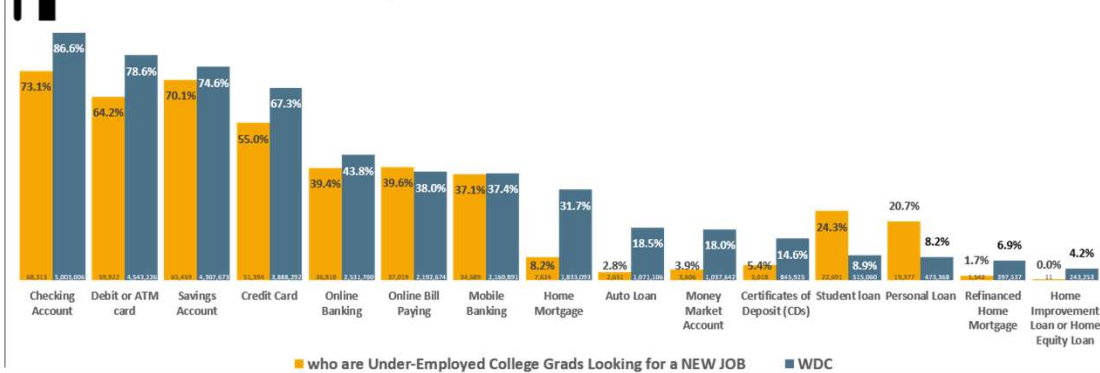
1.6% or 93,395 of WDC DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 29.2% less likely to have a 401K, 84.7% less likely to have an Auto Loan, 31.7% more likely to Invest/Trade Stocks Online, 15.6% more likely to pay with their Debit Card.



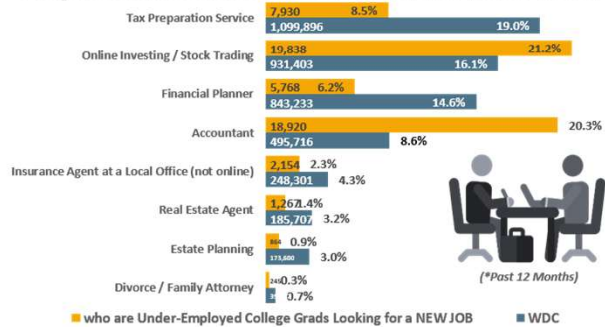
Investments Owned: Adults 18 or older



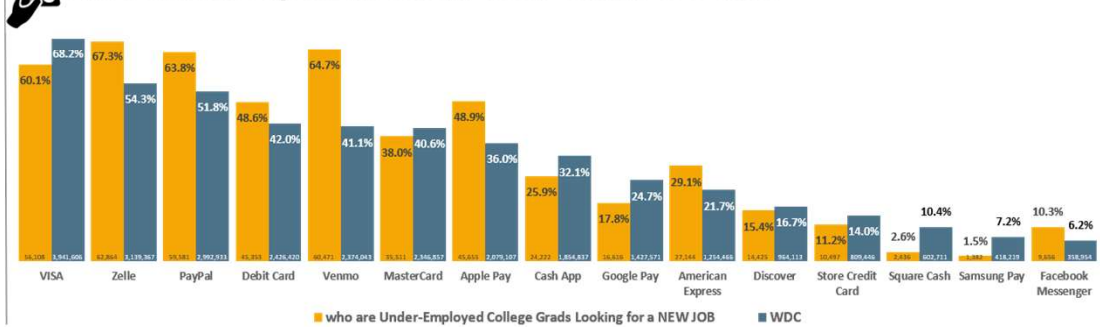
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

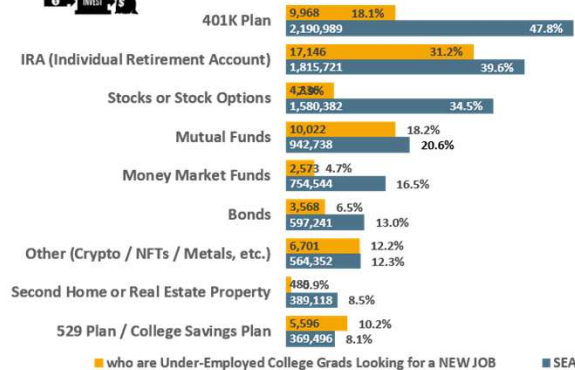




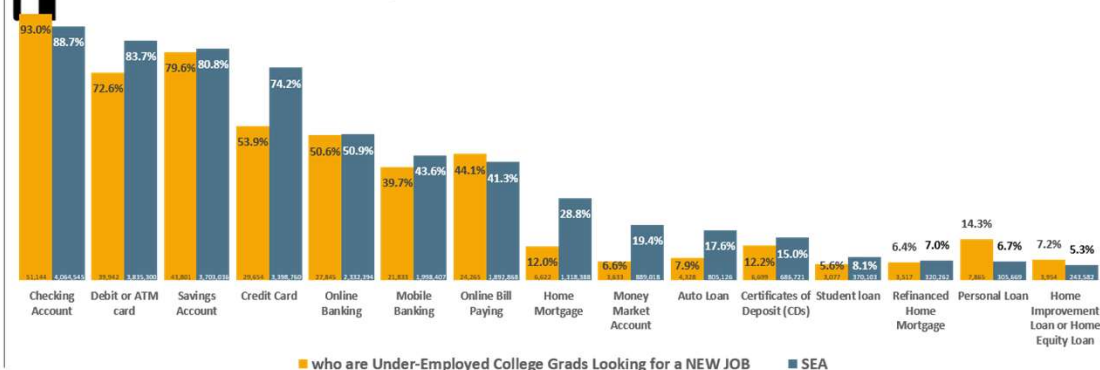
1.2% or 54,998 of SEA DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 62.1% less likely to have a 401K, 55.2% less likely to have an Auto Loan, 45.% less likely to Invest/Trade Stocks Online, 6.% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



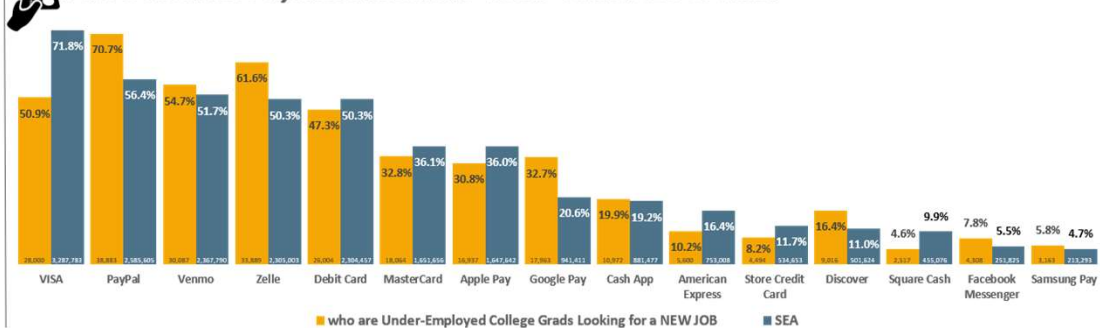
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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

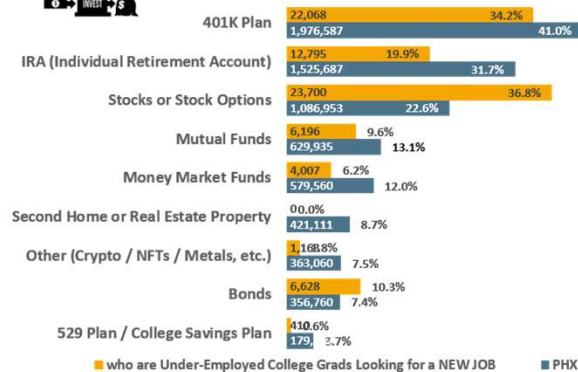




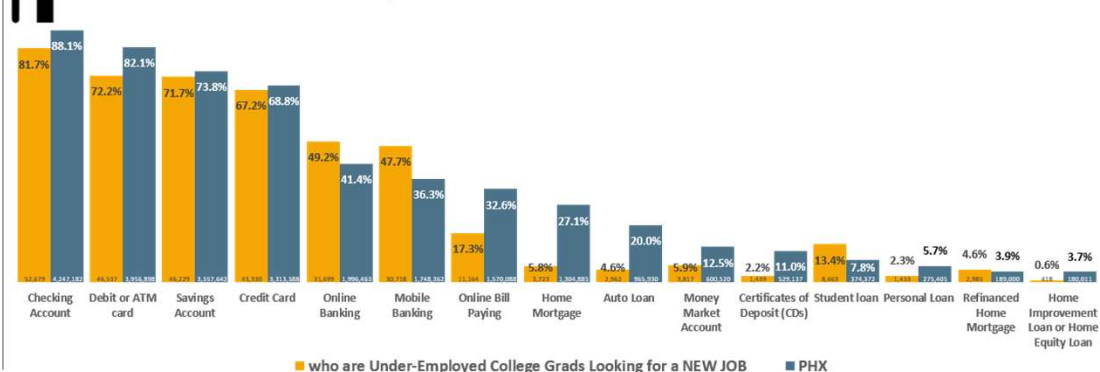
1.3% or 64,457 of PHX DMA Adults 18 or older are Under-Employed College Grads Looking for a NEW JOB. Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB are 16.5% less likely to have a 401K, 77.1% less likely to have an Auto Loan, 43.5% less likely to Invest/Trade Stocks Online, 4.% more likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



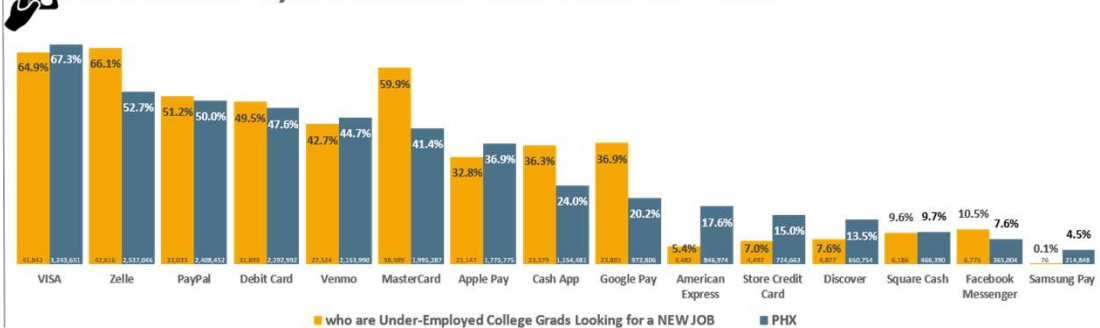
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

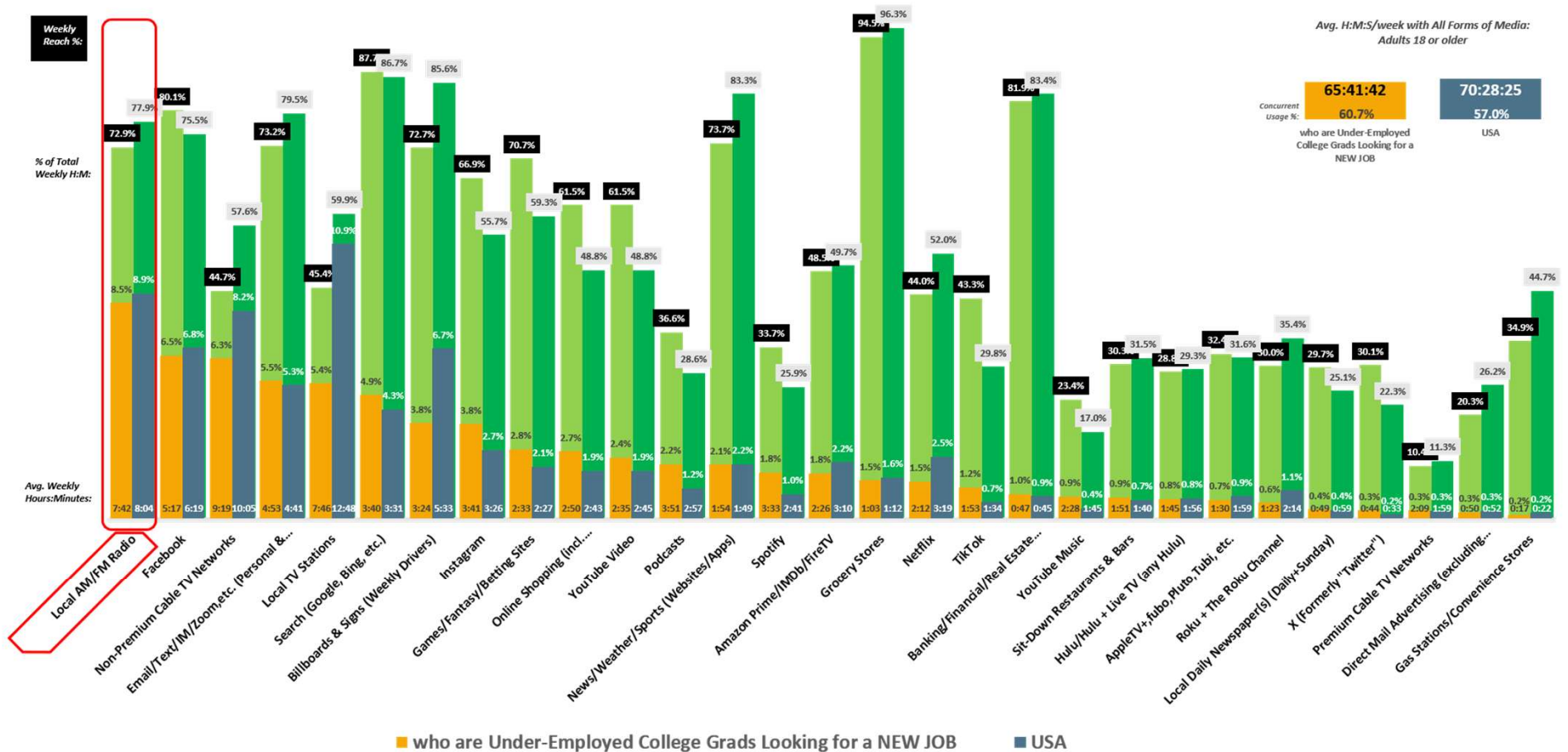


Past 3-Months Payment Methods Used: Adults 18 or older



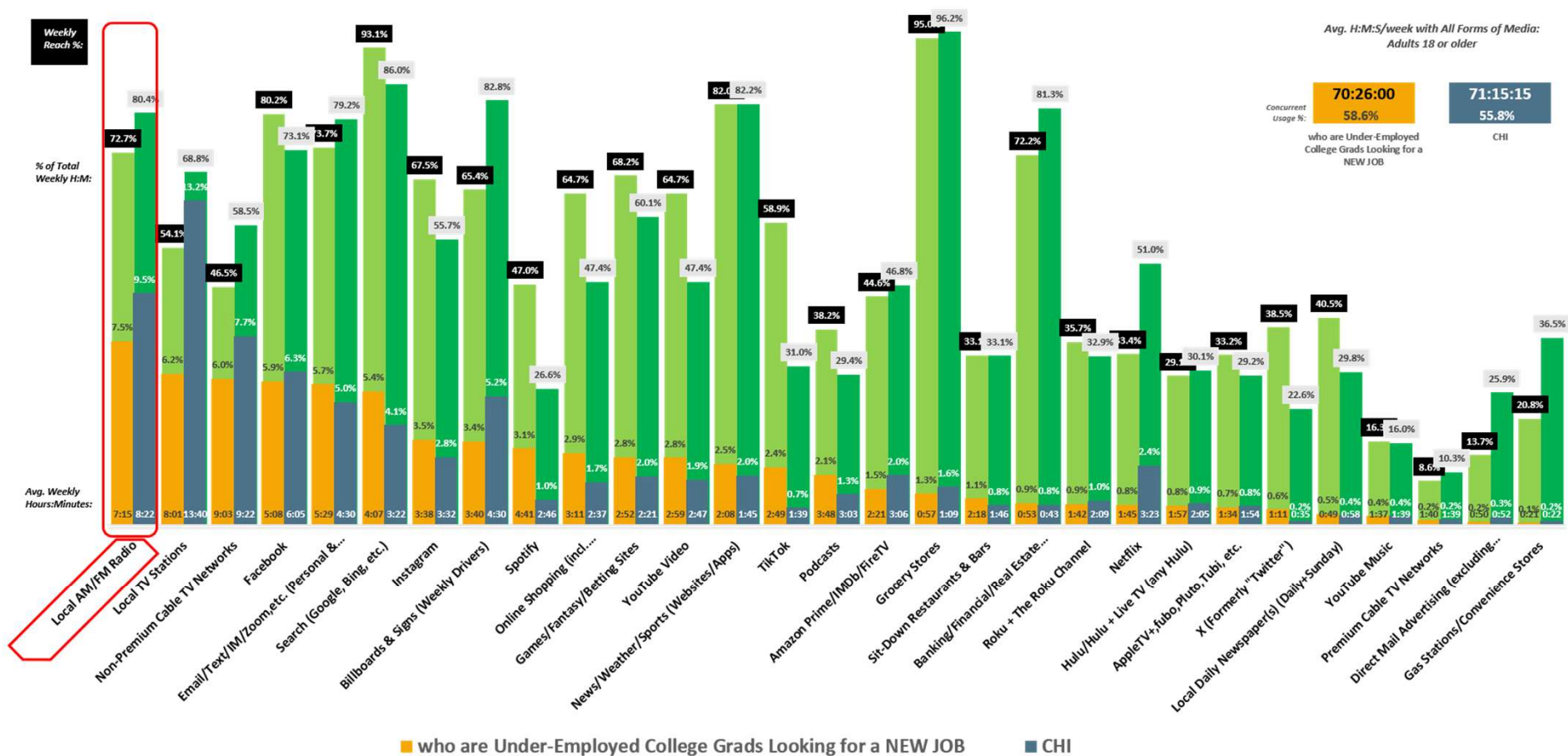


Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 2 days, 17 hours, 41 minutes and 42 seconds each week with All Forms of Media.
72.9% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 7 hours and 42 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



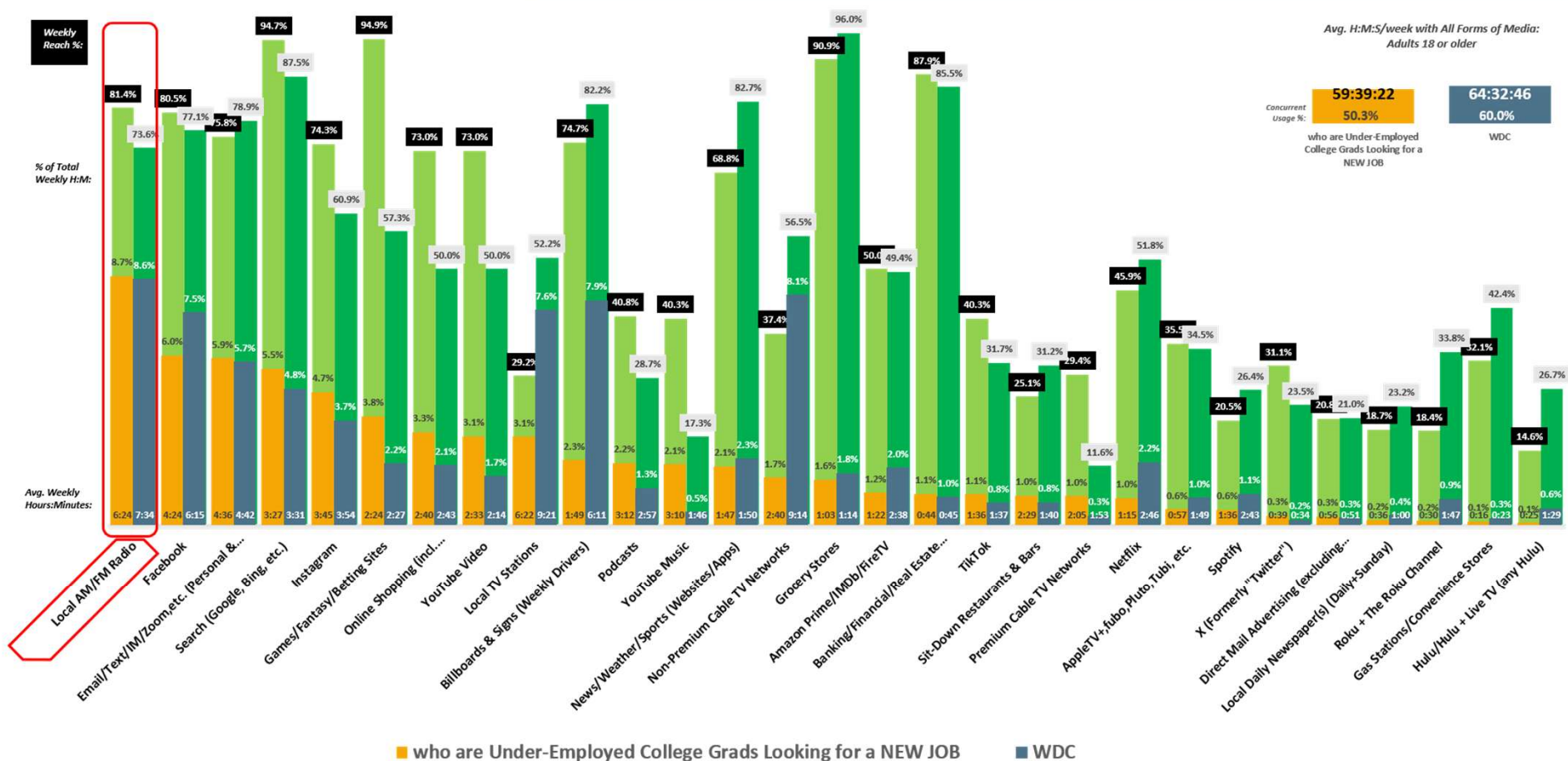


Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 2 days, 22 hours, 26 minutes and 0 seconds each week with All Forms of Media.
72.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 7 hours and 15 minutes each week listening to All Local AM/FM Radio, representing 7.5% of total time spent with all forms of Media.





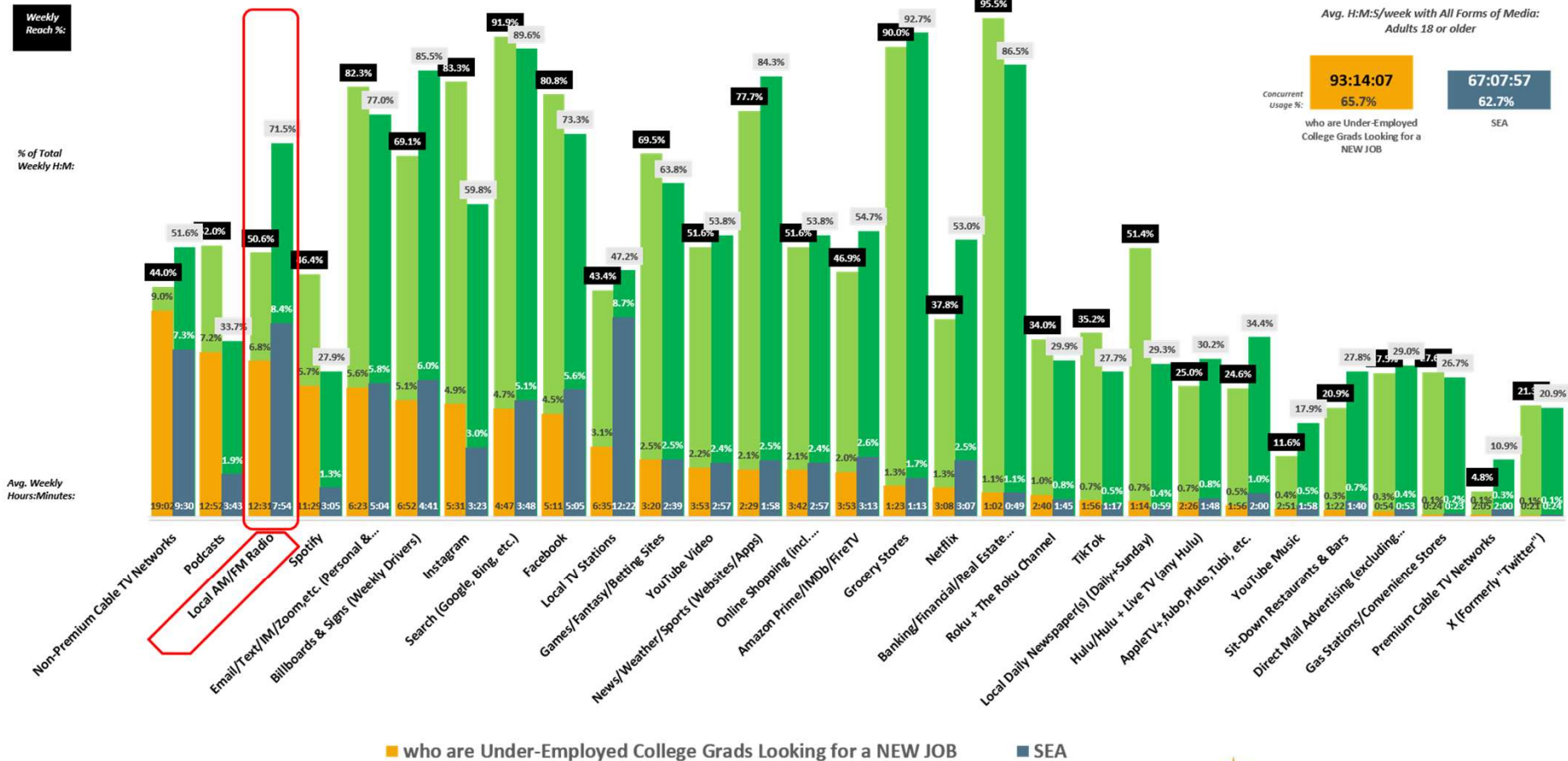
Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 2 days, 11 hours, 39 minutes and 22 seconds each week with All Forms of Media.
 81.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 6 hours and 24 minutes each week listening to All Local AM/FM Radio, representing 8.7% of total time spent with all forms of Media.





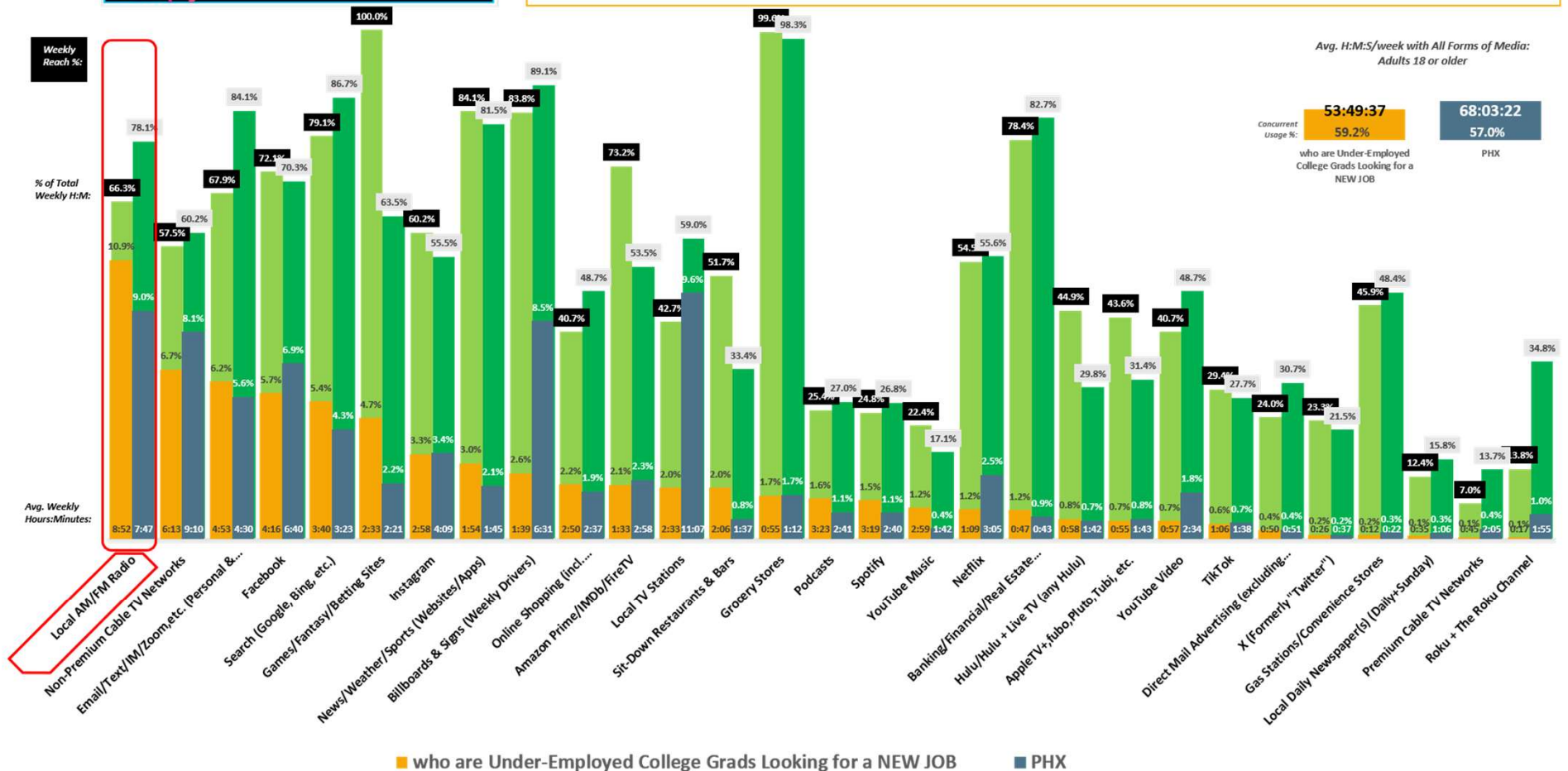
Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 3 days, 21 hours, 14 minutes and 7 seconds each week with All Forms of Media.

50.6% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 12 hours and 31 minutes each week listening to All Local AM/FM Radio, representing 6.8% of total time spent with all forms of Media.



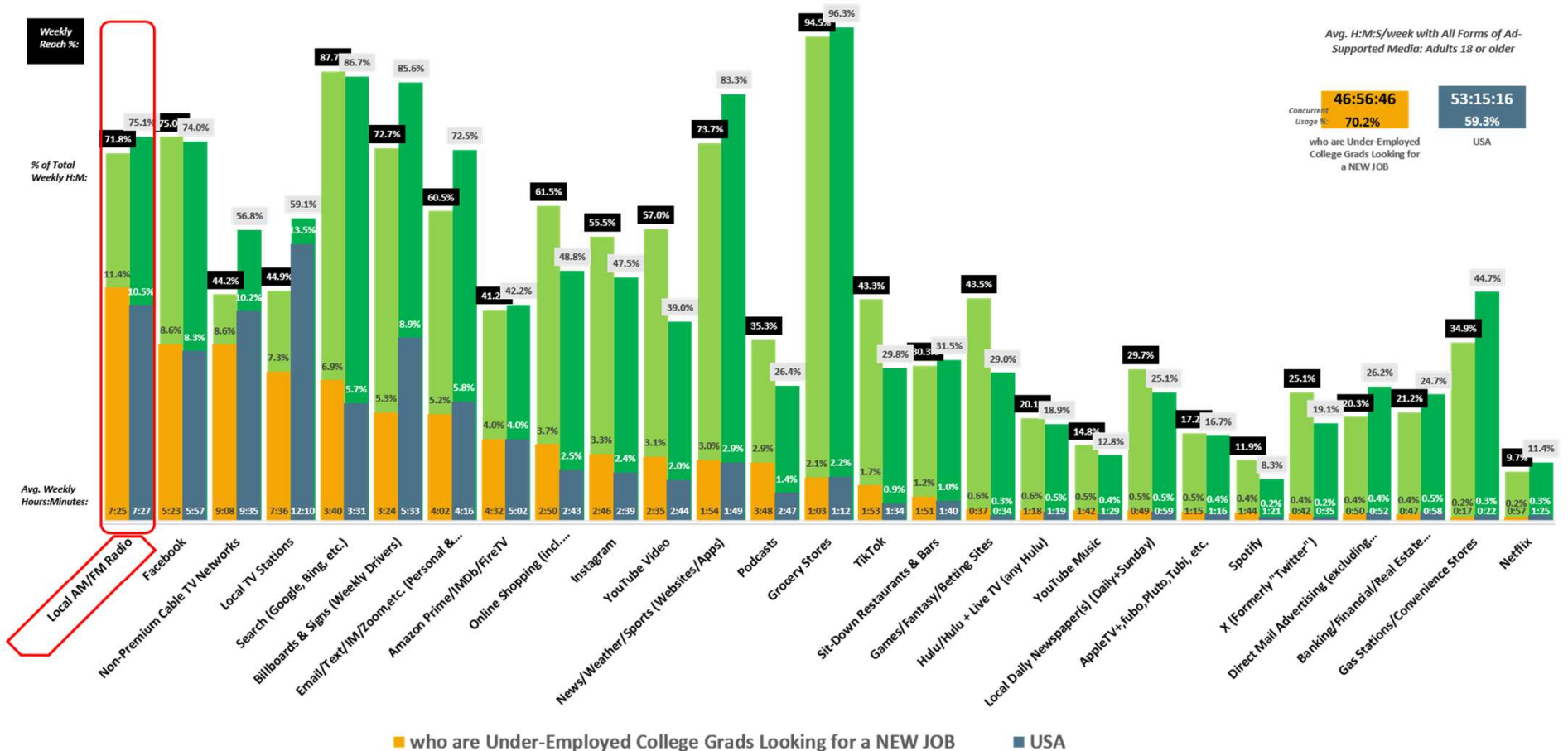


Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 2 days, 5 hours, 49 minutes and 37 seconds each week with All Forms of Media.
 66.3% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 8 hours and 52 minutes each week listening to All Local AM/FM Radio, representing 10.9% of total time spent with all forms of Media.





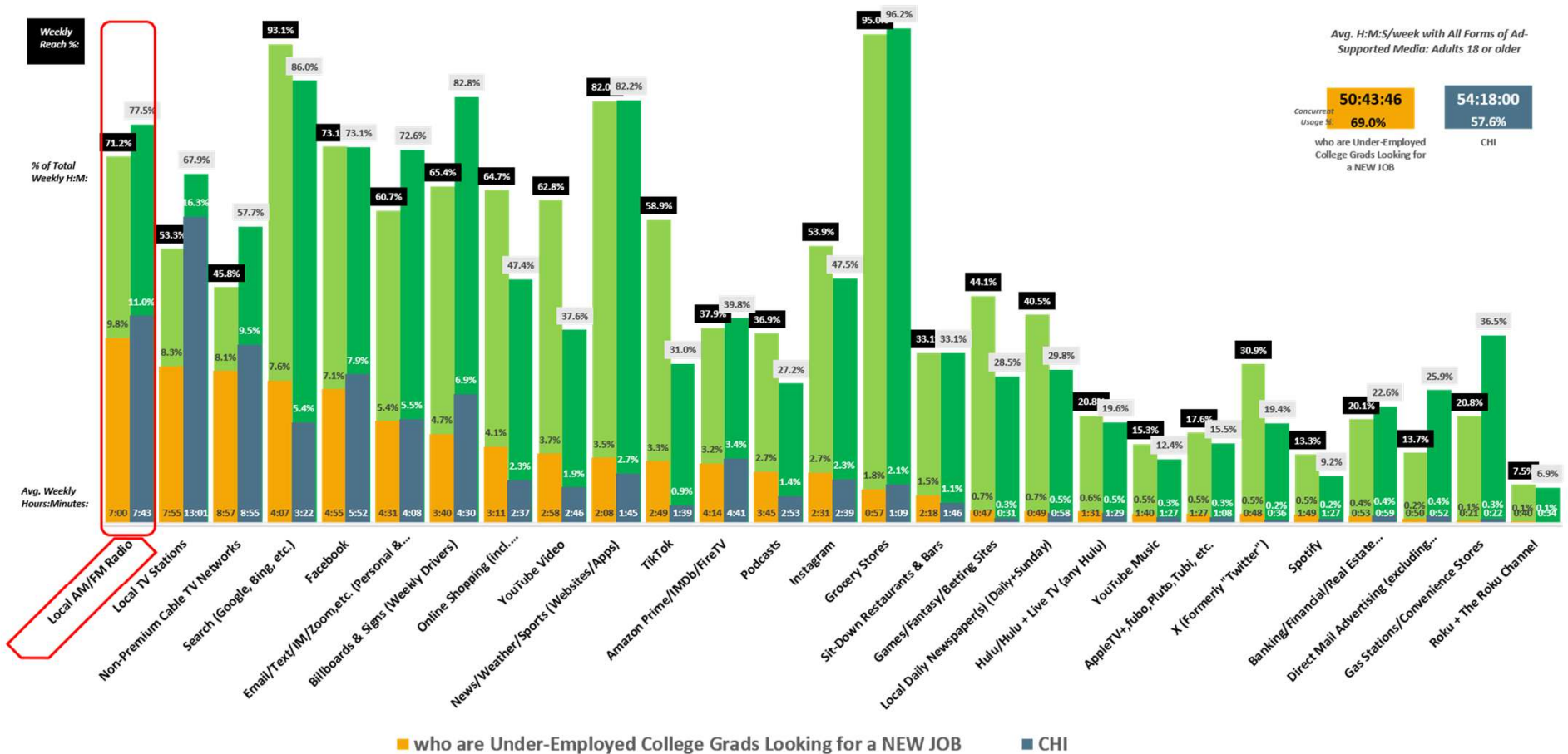
Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 1 days, 22 hours, 56 minutes and 46 seconds each week with All Forms of Ad-Supported Media.
 71.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 7 hours and 25 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.4% of total time spent with all forms of Ad-Supported Med





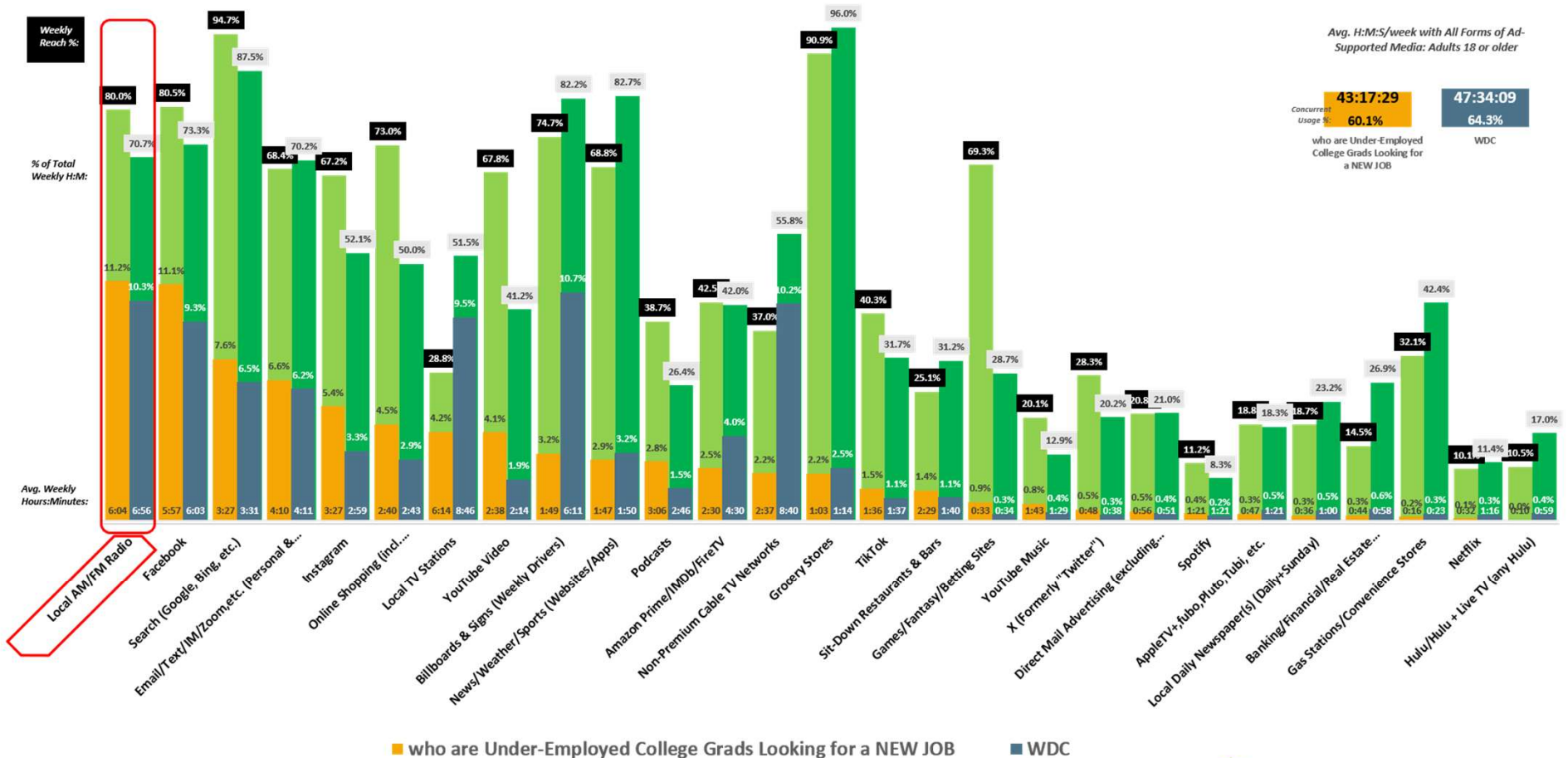
Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 2 days, 2 hours, 43 minutes and 46 seconds each week with All Forms of Ad-Supported Media.

71.2% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 7 hours and 0 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.8% of total time spent with all forms of Ad-Supported Media





Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 1 days, 19 hours, 17 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
 80.0% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 6 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 11.2% of total time spent with all forms of Ad-Supported Media



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WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab

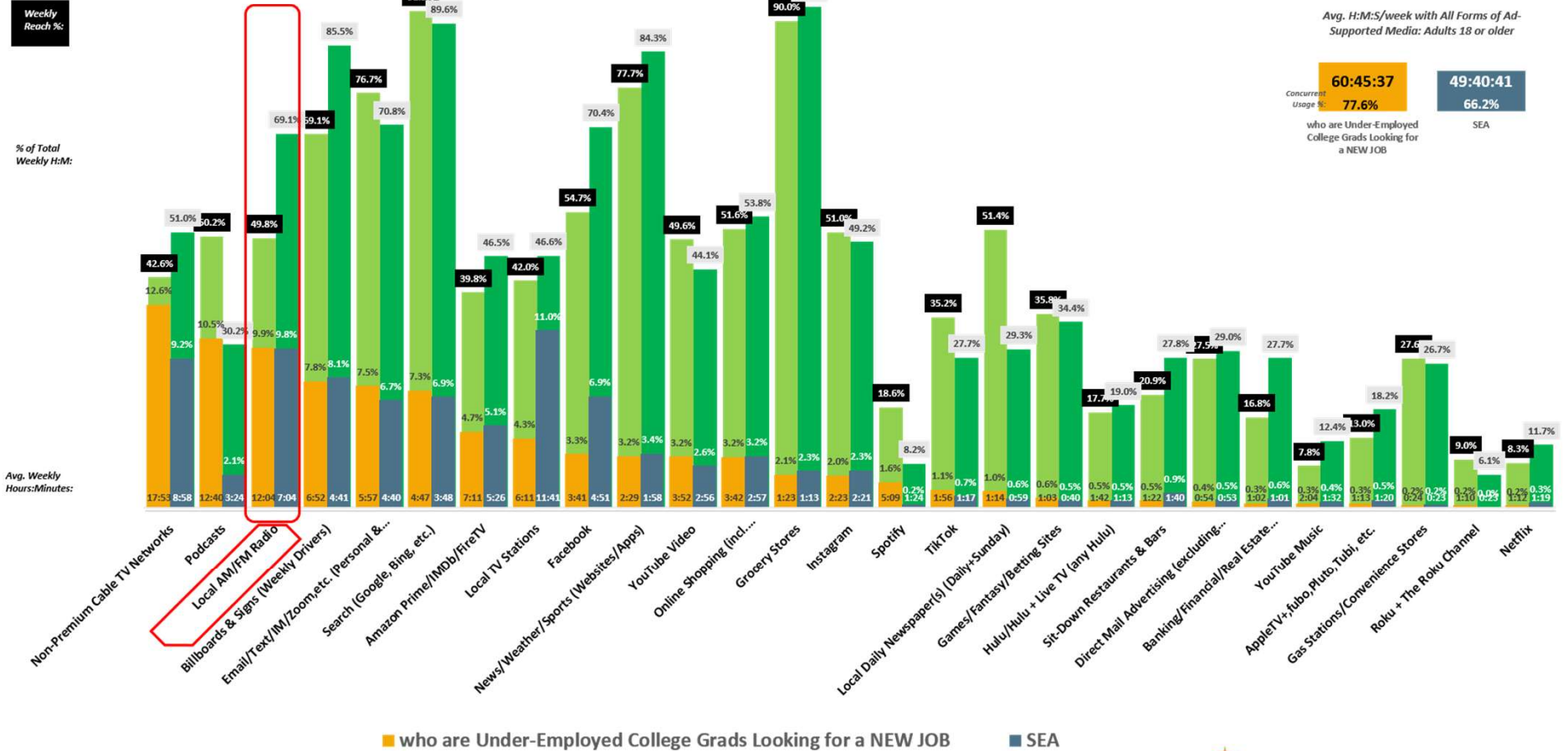


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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

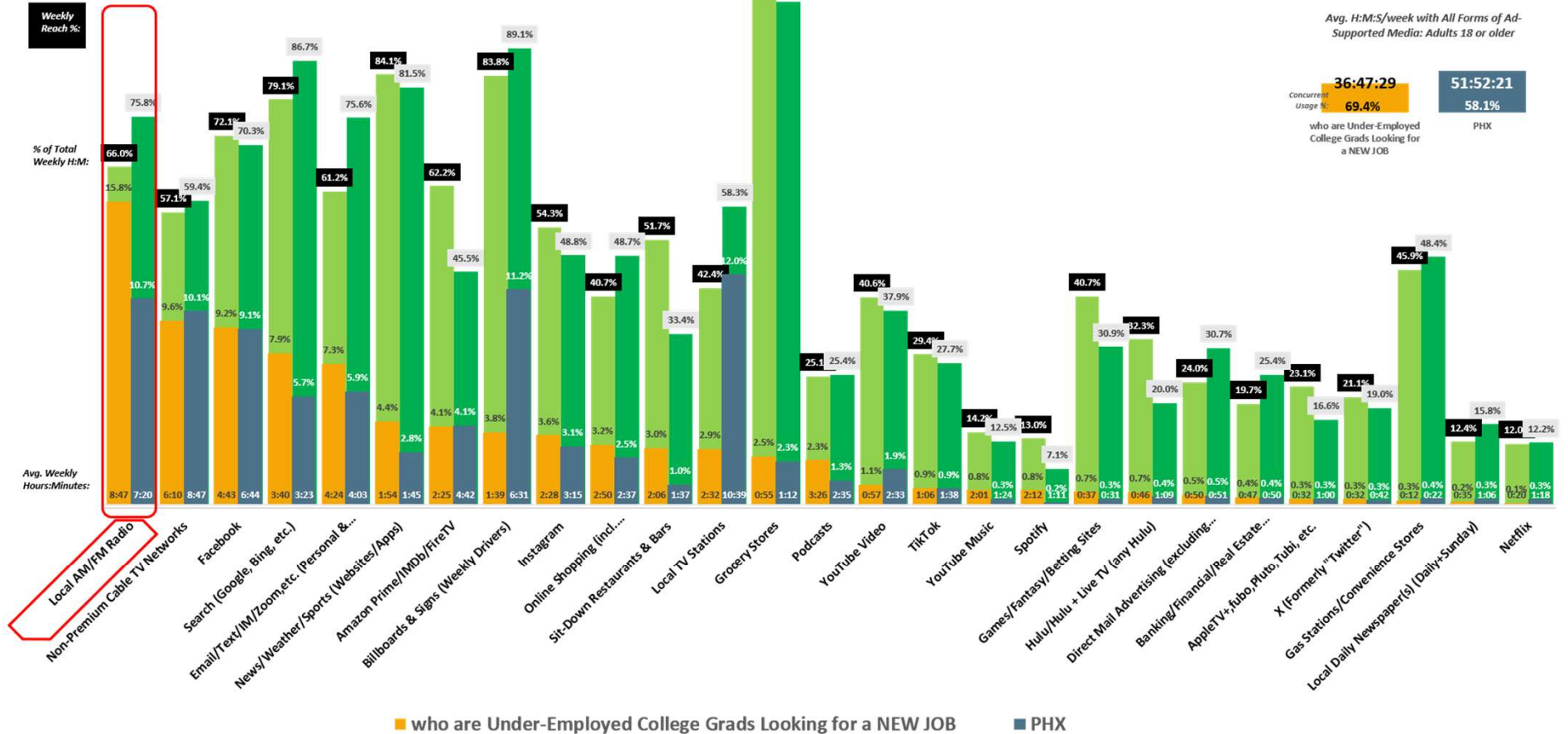


Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 2 days, 12 hours, 45 minutes and 37 seconds each week with All Forms of Ad-Supported Media.
 49.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 12 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Medi





Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 1 days, 12 hours, 47 minutes and 29 seconds each week with All Forms of Ad-Supported Media.
66.% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an avg. of 8 hours and 47 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.8% of total time spent with all forms of Ad-Supported Medi

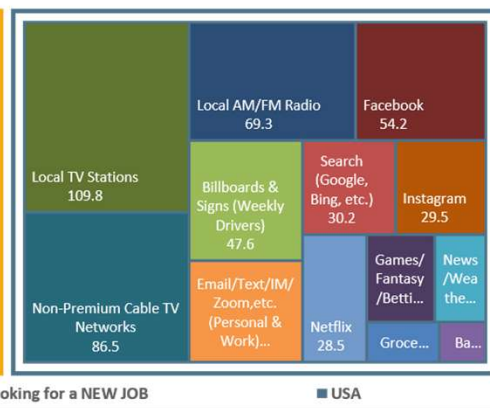
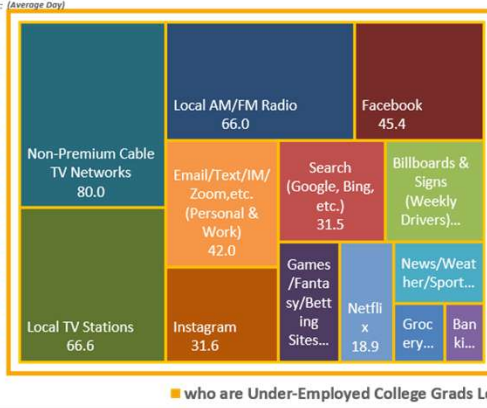
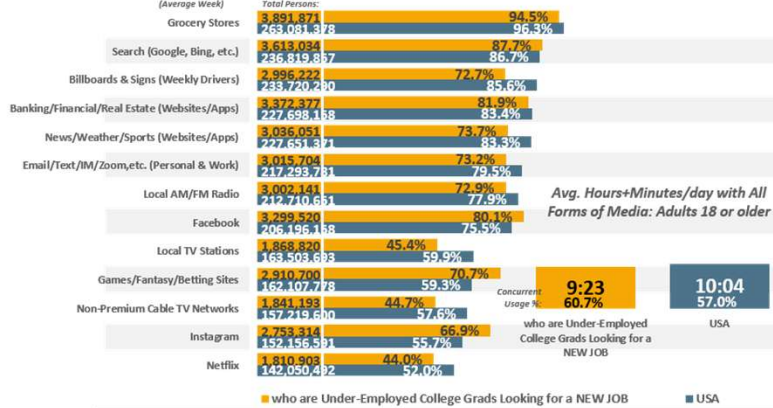




Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 6 hours and 42 minutes each day with All Forms of Ad-Supported Media. 71.8% listen to Local AM/FM Radio for an avg. of 63.7 minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

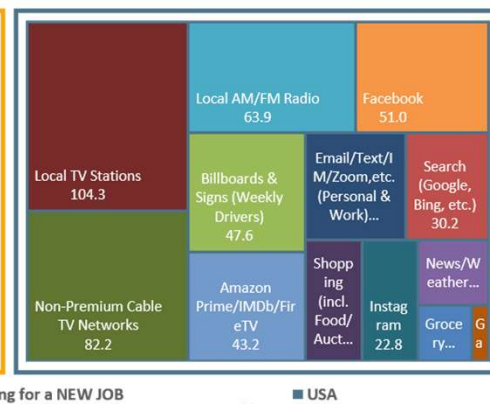
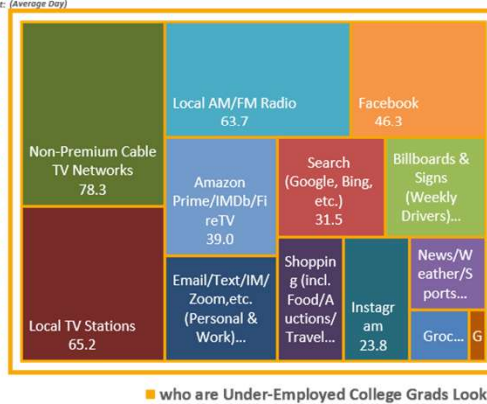
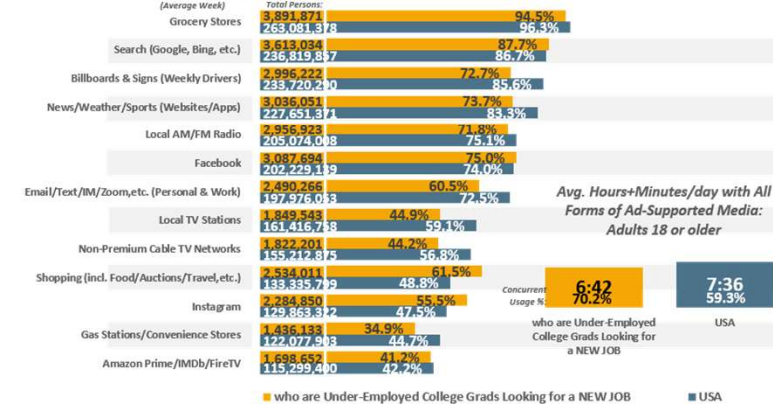
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

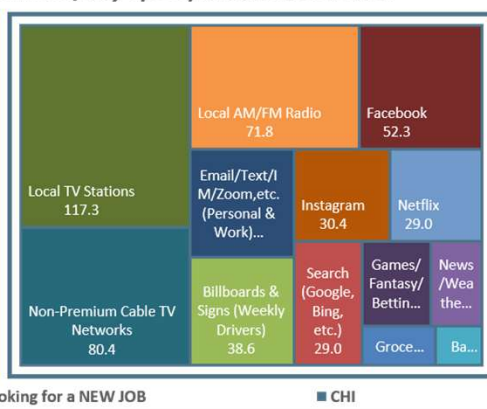
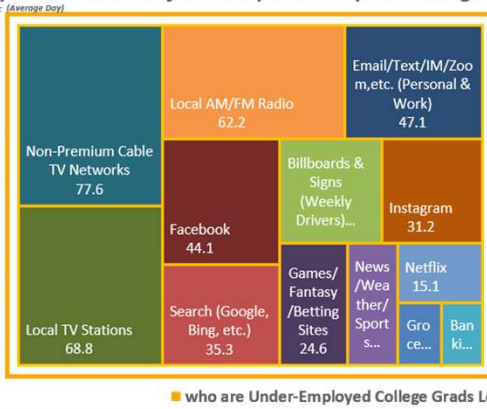
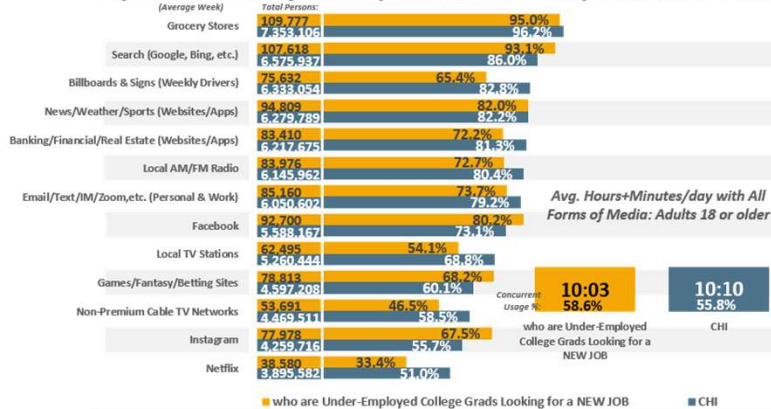




Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 7 hours and 14 minutes each day with All Forms of Ad-Supported Media. 71.2% listen to Local AM/FM Radio for an avg. of 60.1 minutes/day. (Local Radio delivers 9.8% of Time with Ad-Supported Media.)

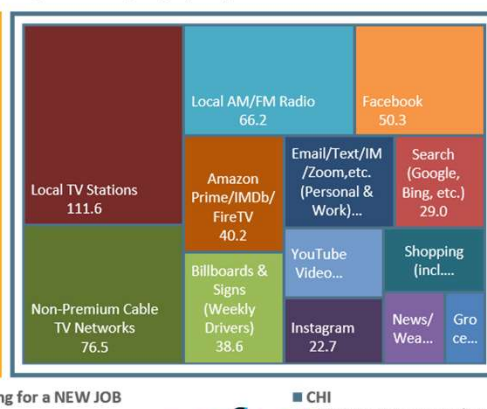
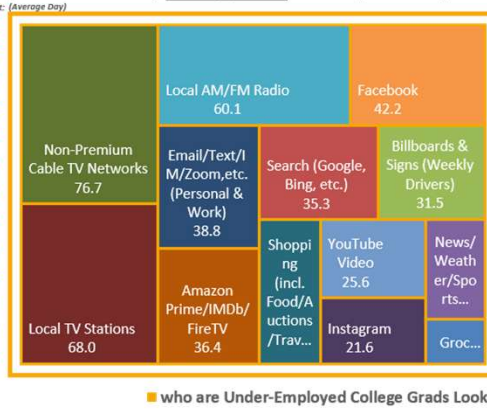
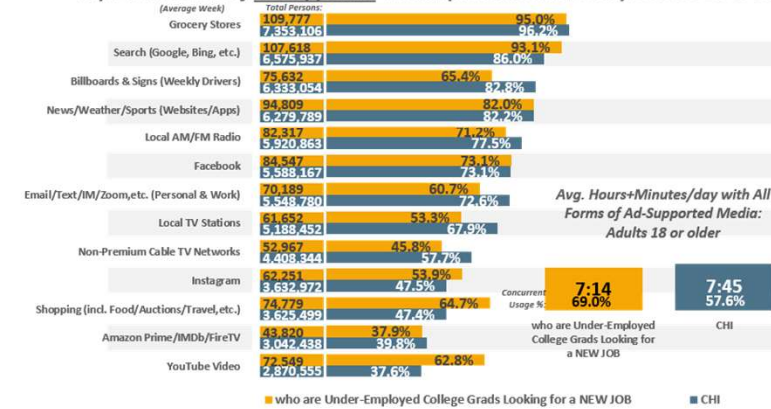
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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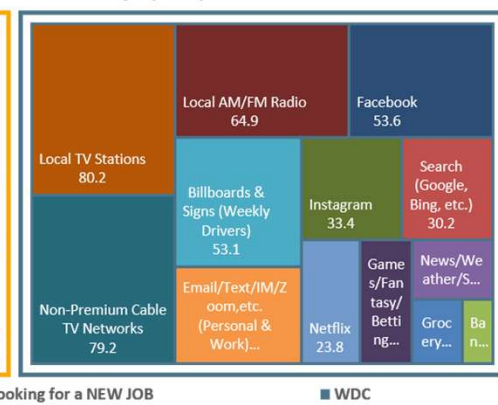
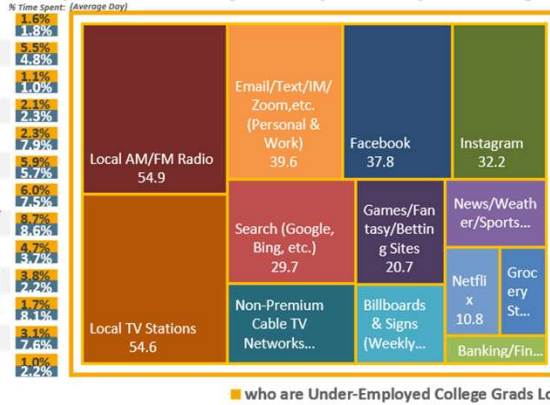
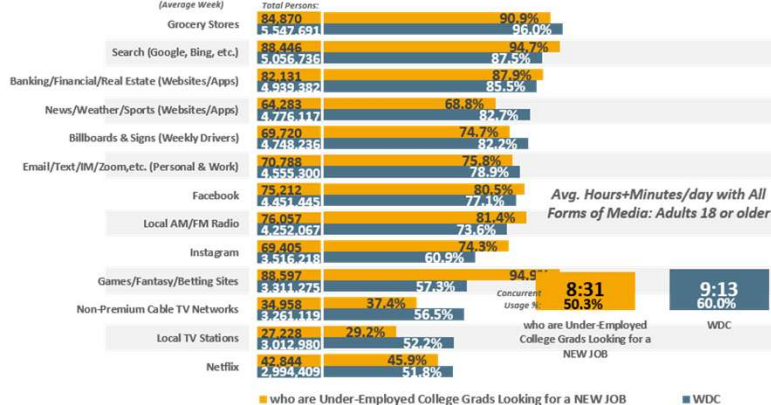
[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 6 hours and 11 minutes each day with All Forms of Ad-Supported Media. 80.0% listen to Local AM/FM Radio for an avg. of 52.1 minutes/day. (Local Radio delivers 11.2% of Time with Ad-Supported Media.)

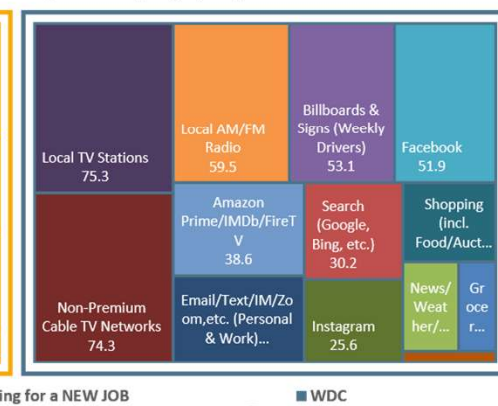
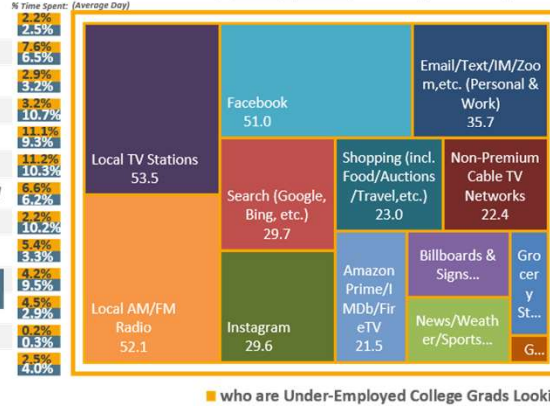
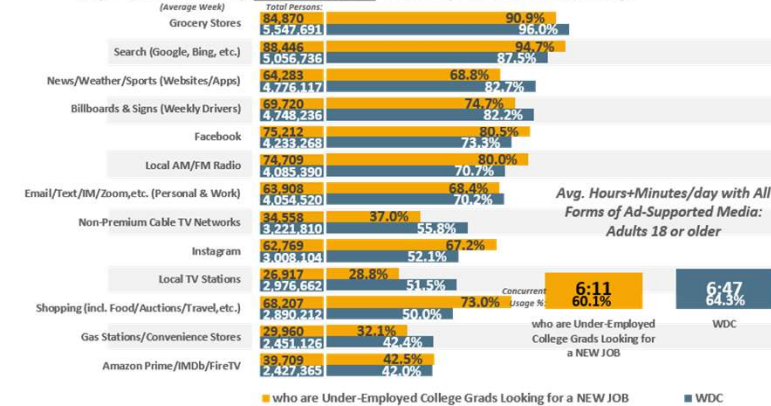
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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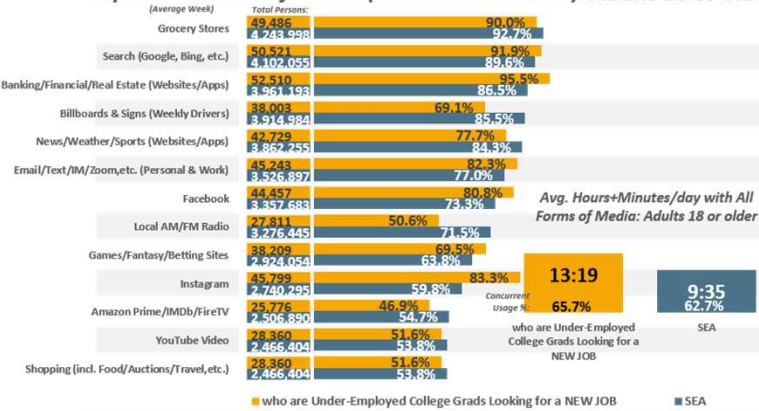
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

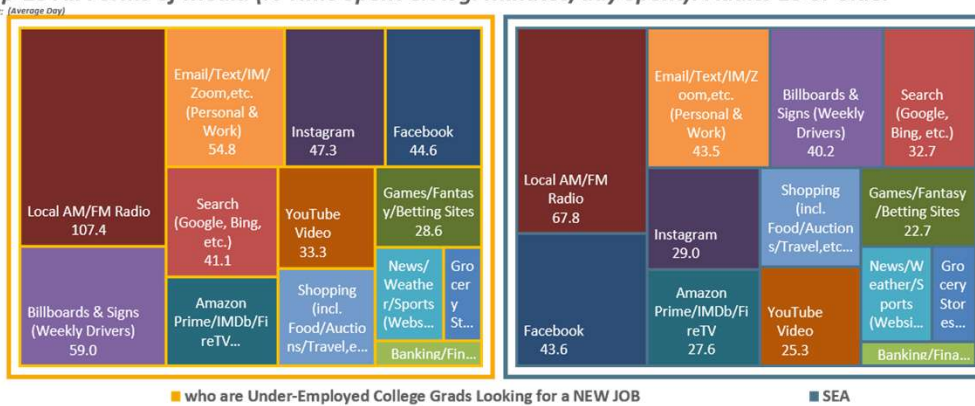


Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 8 hours and 40 minutes each day with All Forms of Ad-Supported Media. 49.8% listen to Local AM/FM Radio for an avg. of 103.5 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

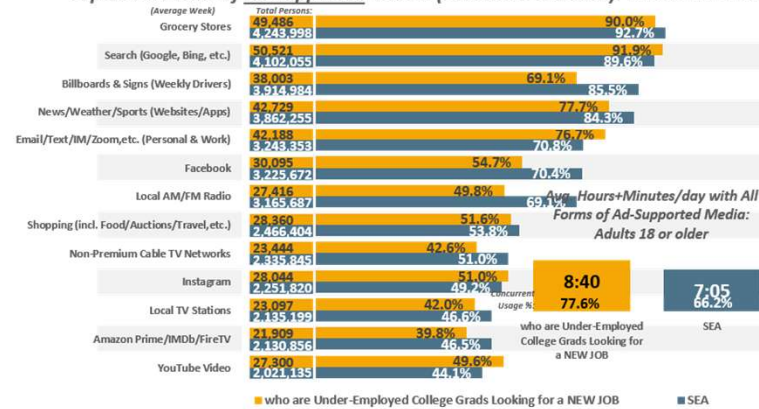
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



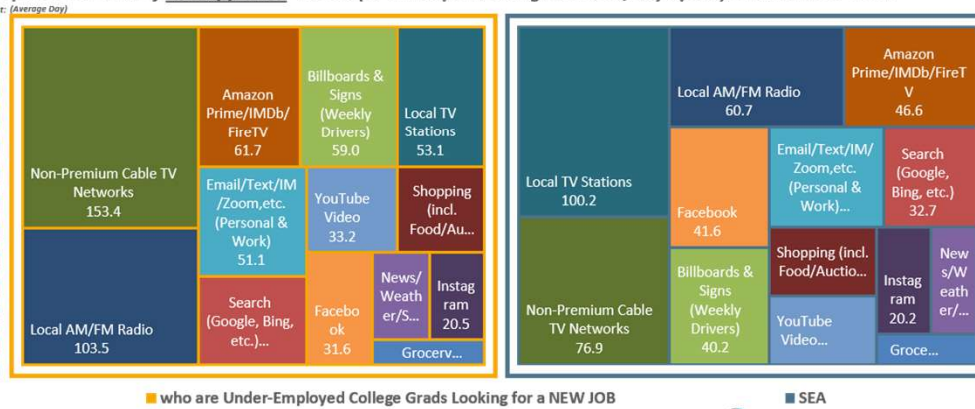
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 84
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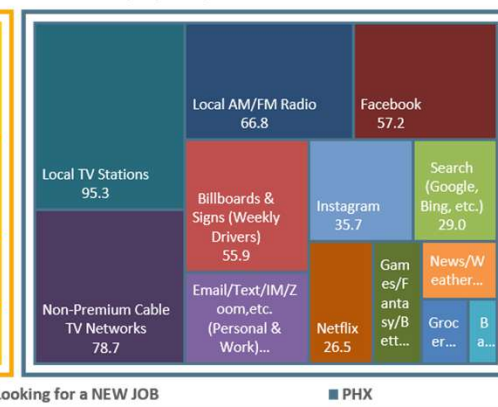
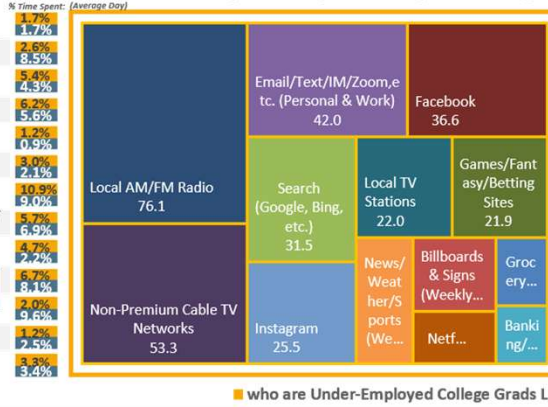
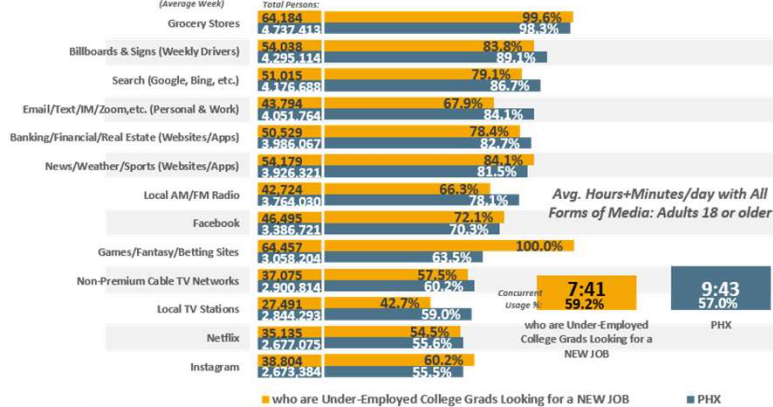
[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 5 hours and 15 minutes each day with All Forms of Ad-Supported Media. 66.% listen to Local AM/FM Radio for an avg. of 75.4 minutes/day.(Local Radio delivers 15.8% of Time with Ad-Supported Media.)

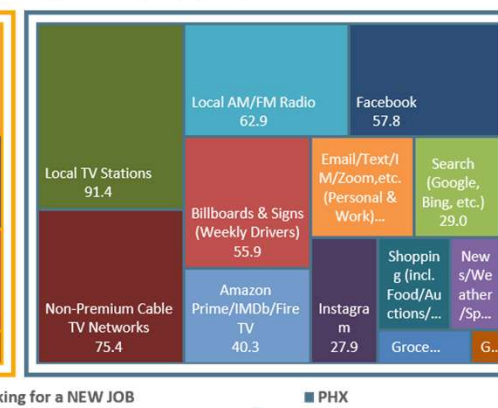
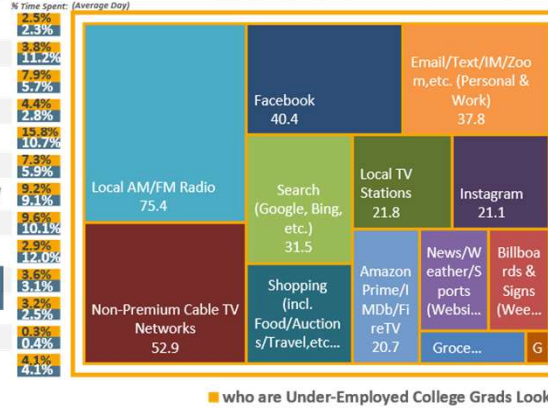
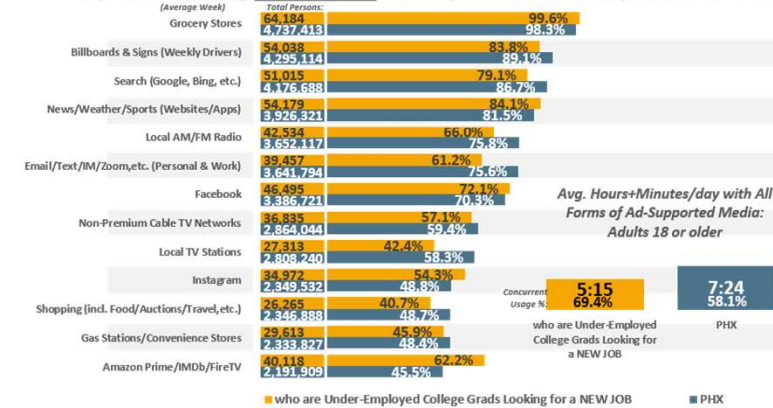
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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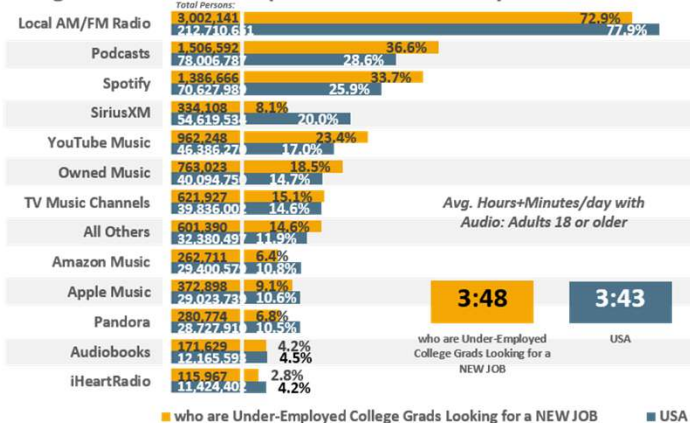
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

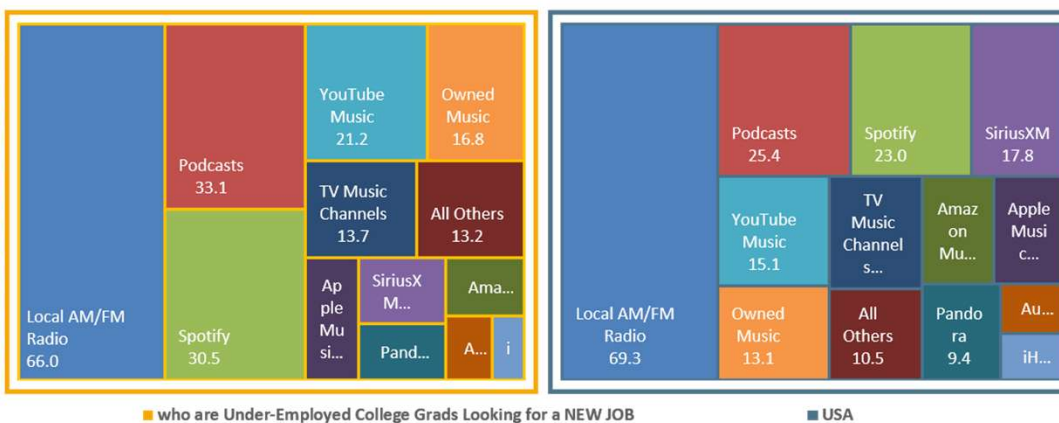


2,956,923 or 71.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

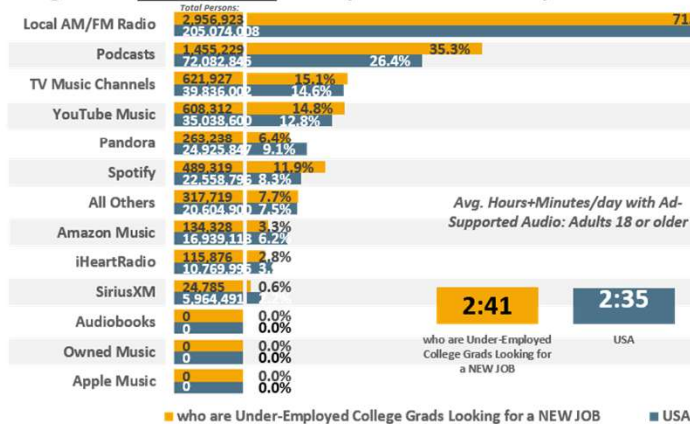
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



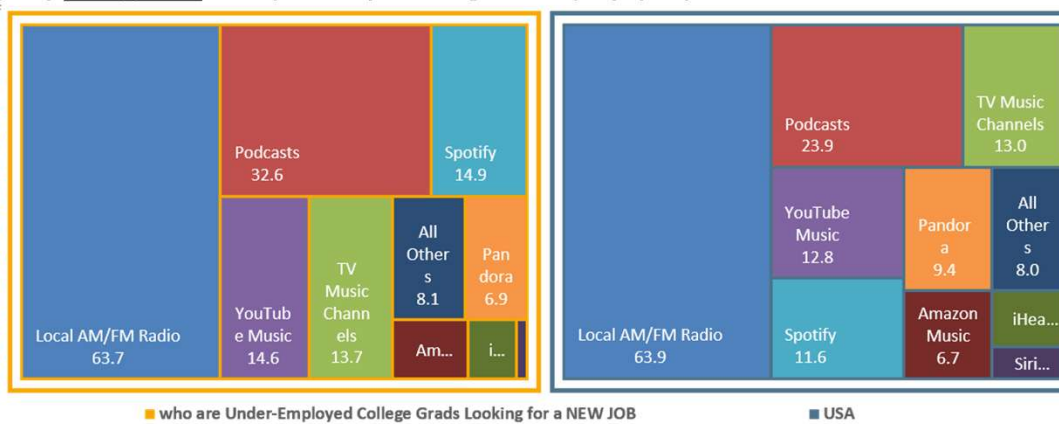
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan25-Mar26 Qual Intab 607
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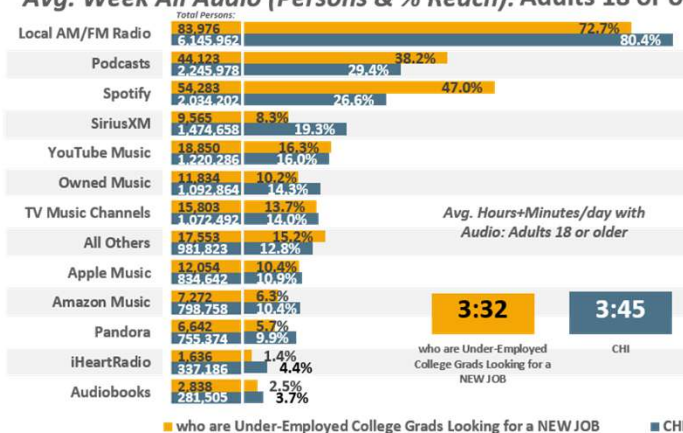
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLI): \$50,000 or more

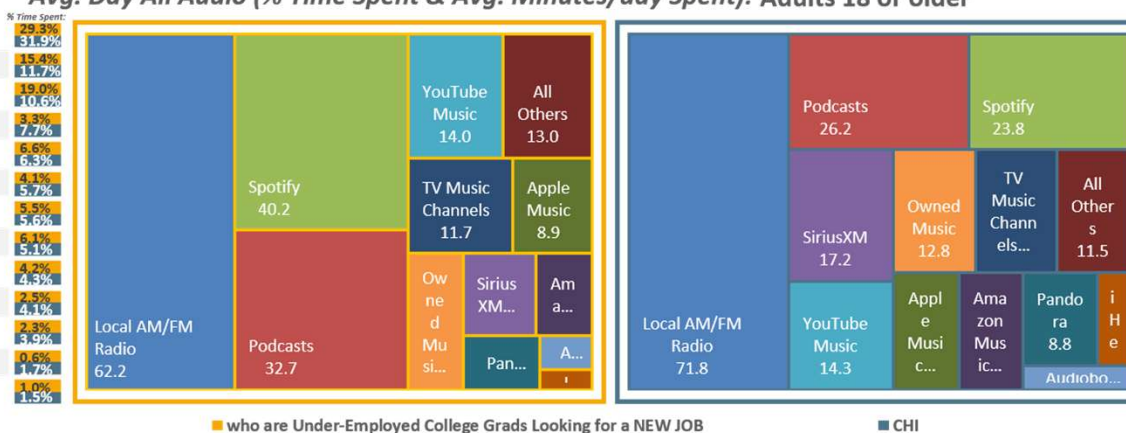


82,317 or 71.2% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.

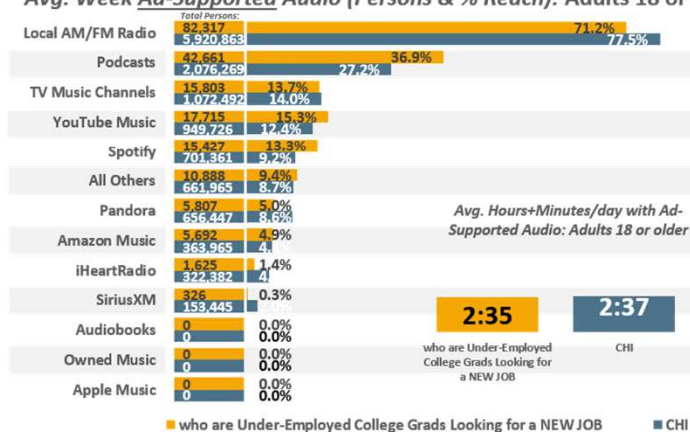
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



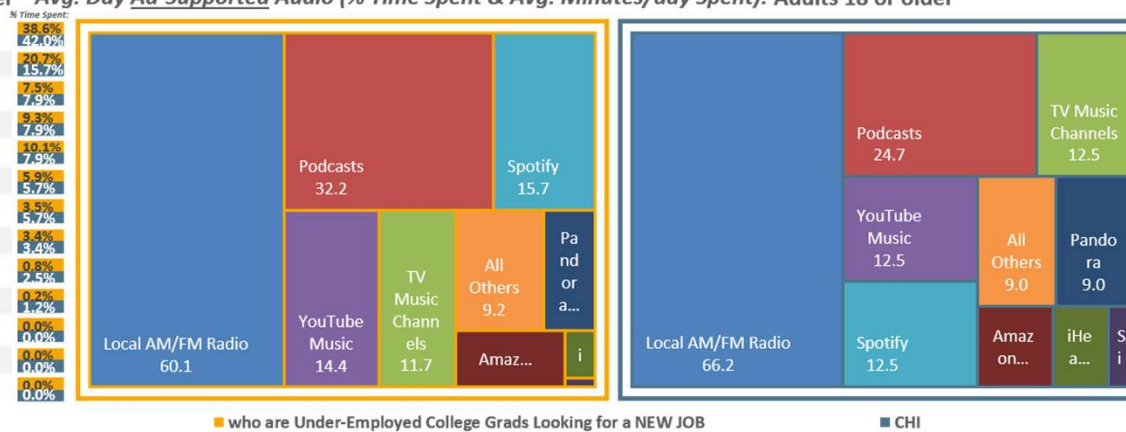
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



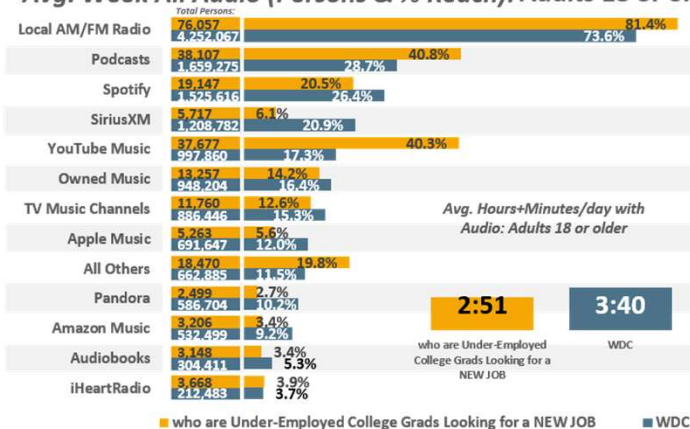
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



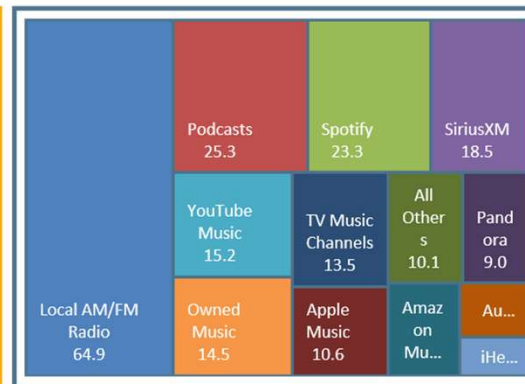
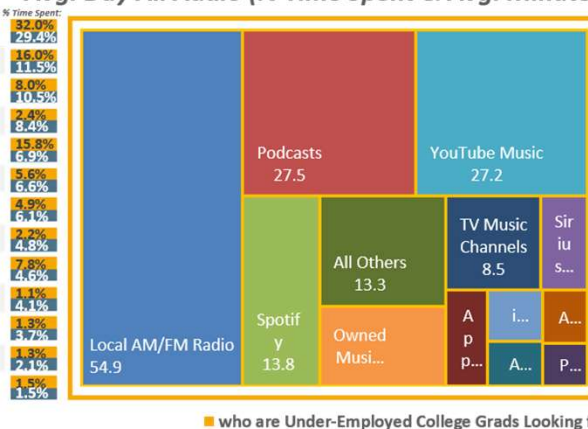


74,709 or 80.0% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.

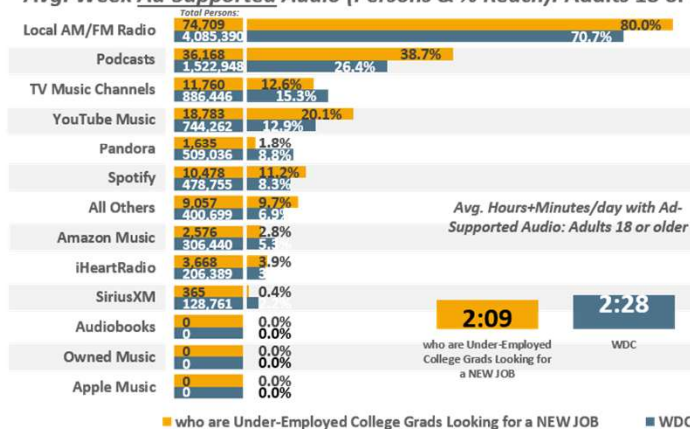
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



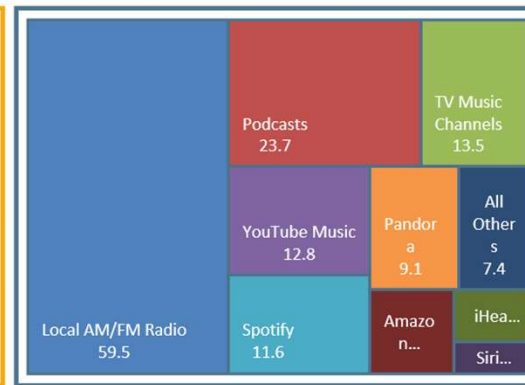
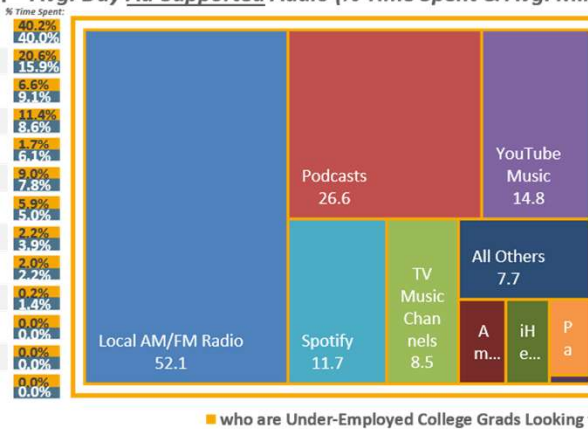
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



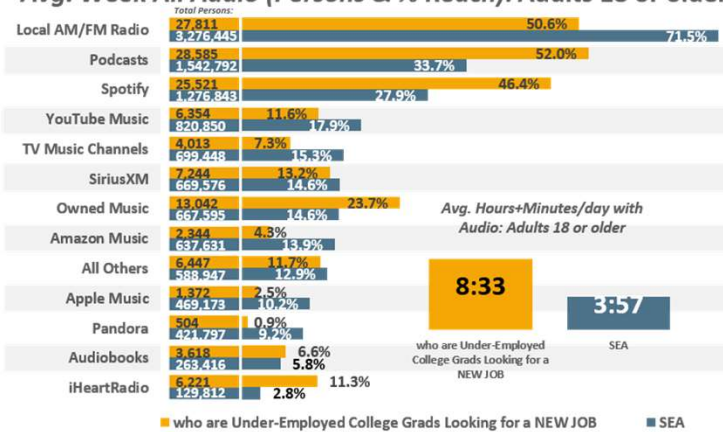
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



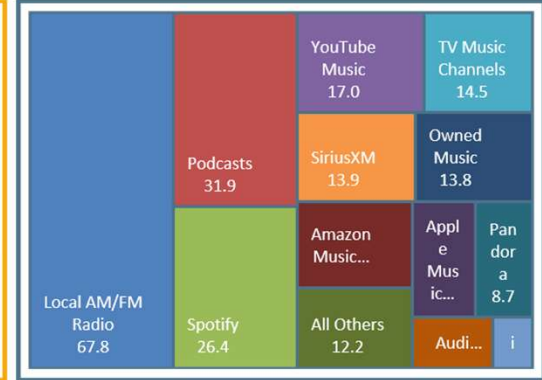
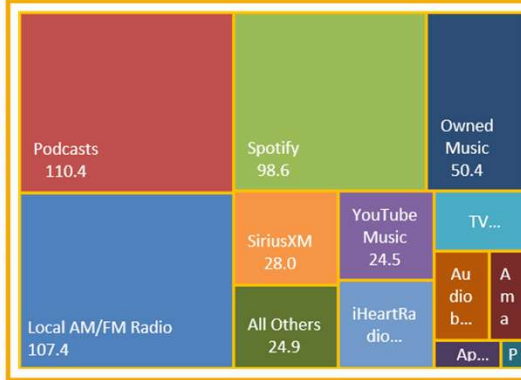


27,416 or 49.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 103.5 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.

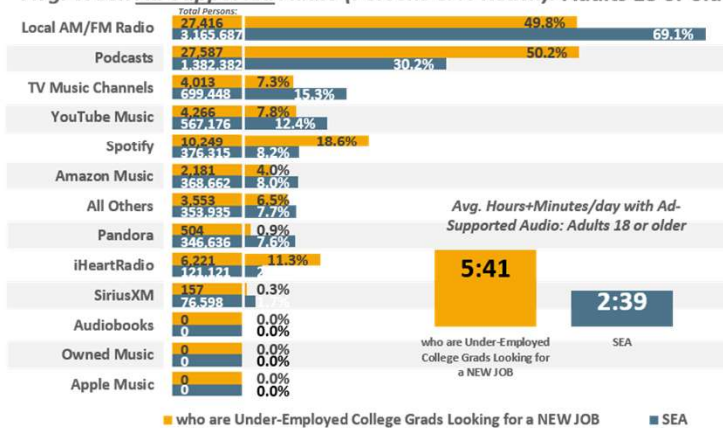
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



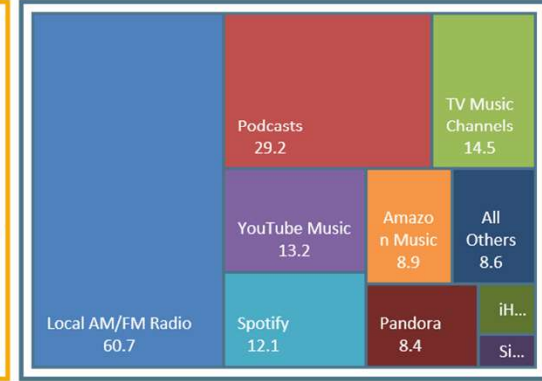
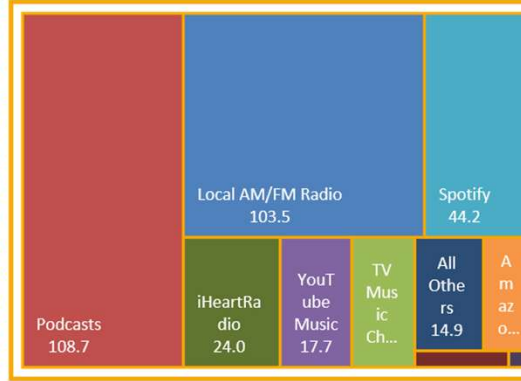
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

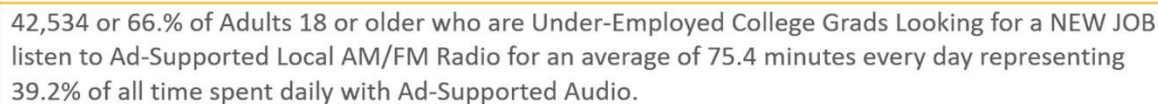


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older

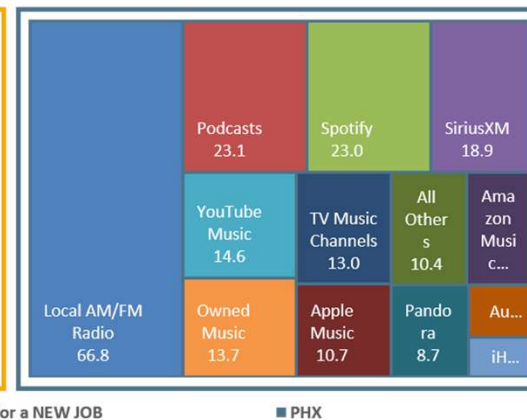
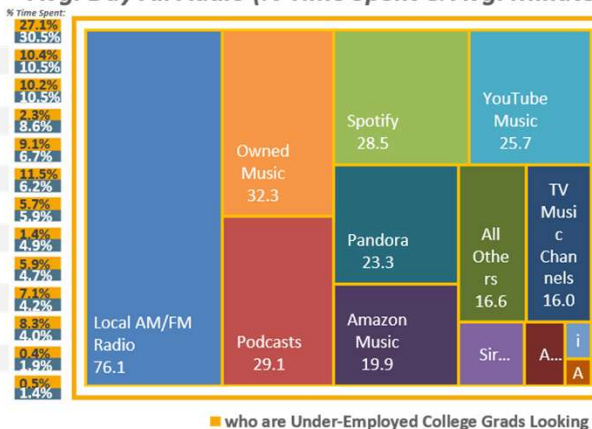


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

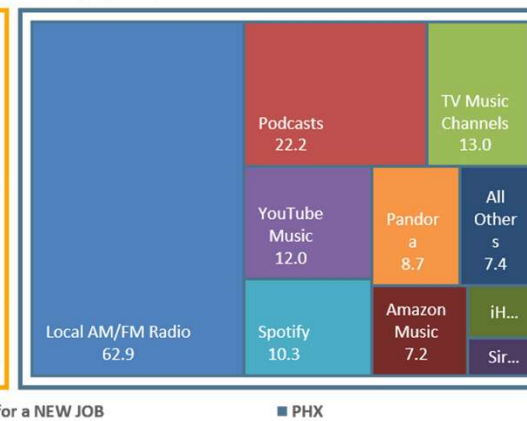
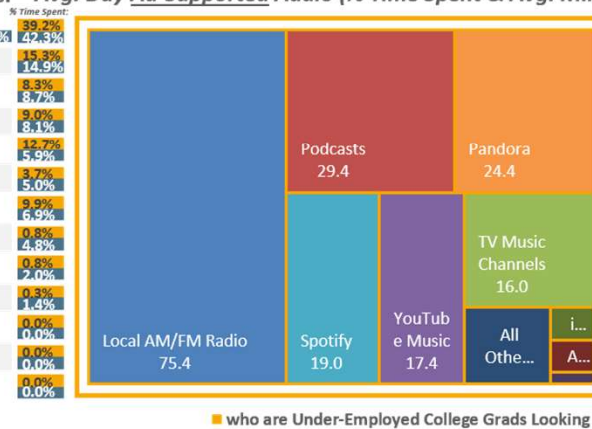




Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

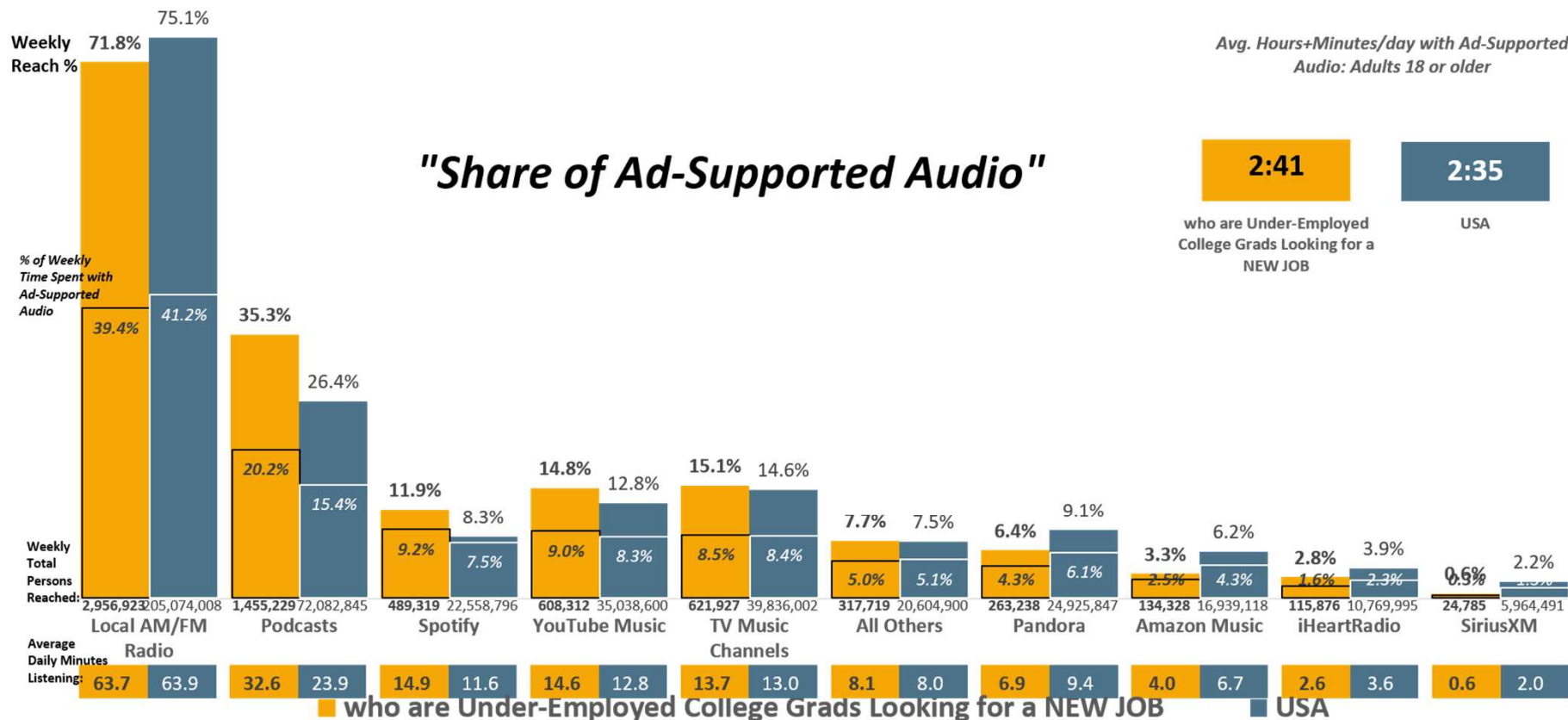


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



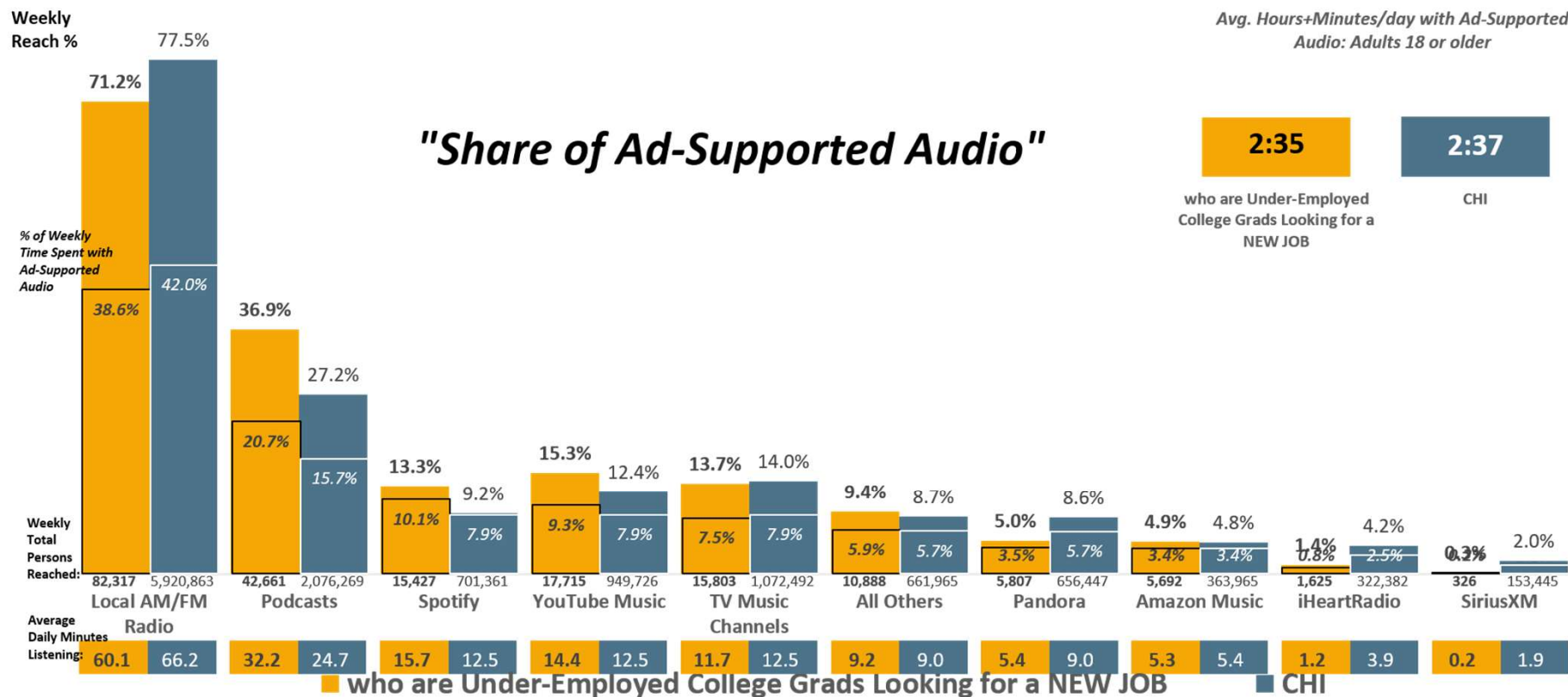


2,956,923 or 71.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 63.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



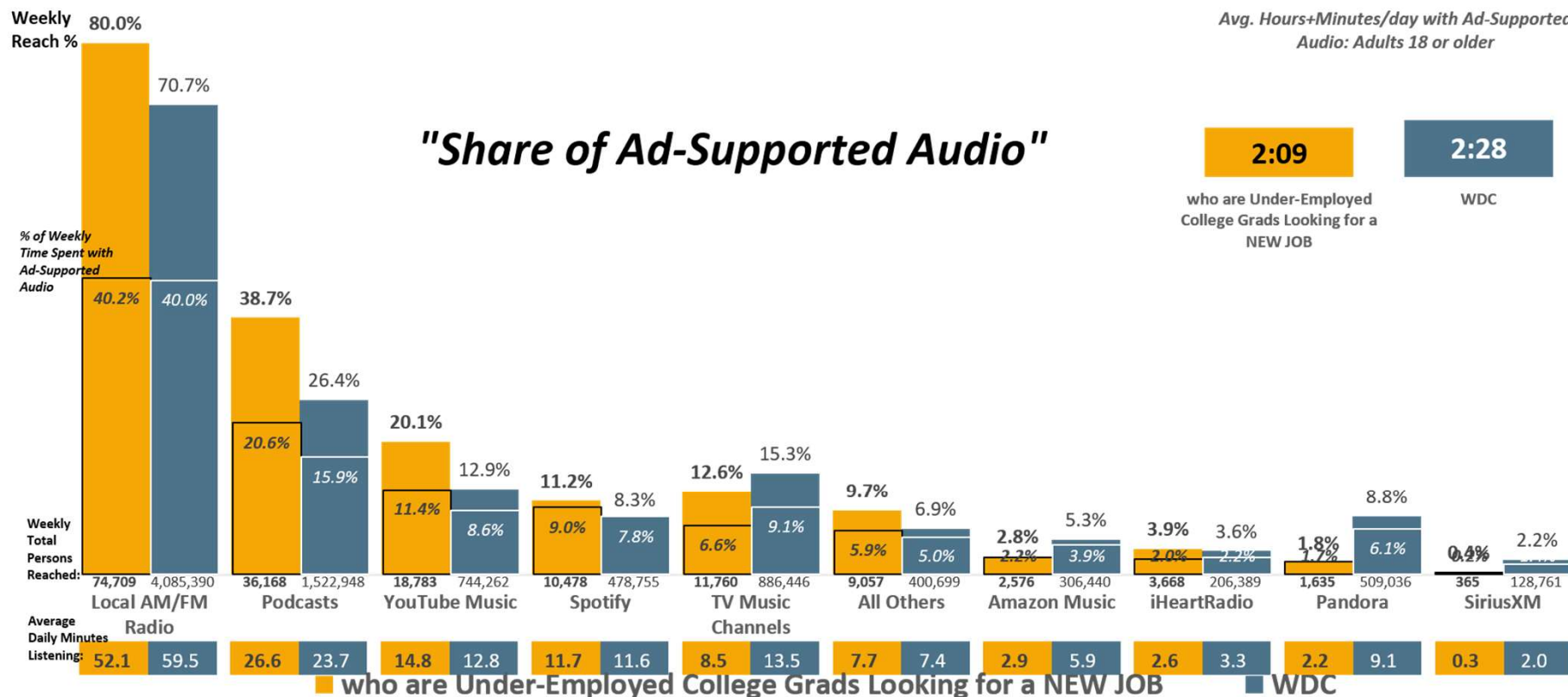


82,317 or 71.2% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 60.1 minutes every day representing 38.6% of all time spent daily with Ad-Supported Audio.





74,709 or 80.0% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 52.1 minutes every day representing 40.2% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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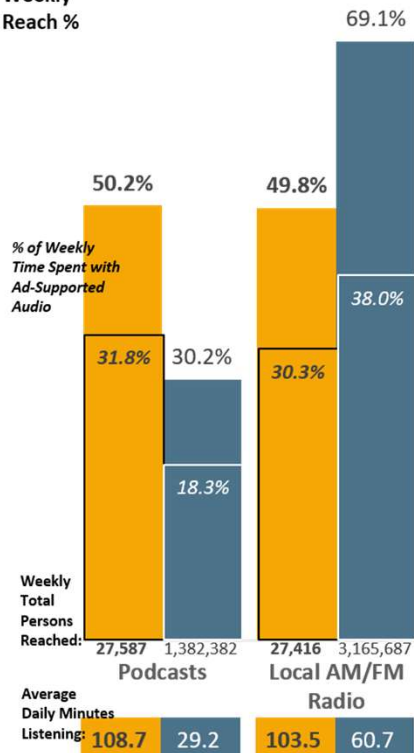
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27,416 or 49.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 103.5 minutes every day representing 30.3% of all time spent daily with Ad-Supported Audio.

Weekly
Reach %



"Share of Ad-Supported Audio"

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

5:41

2:39

who are Under-Employed
College Grads Looking for a
NEW JOB

SEA

who are Under-Employed College Grads Looking for a NEW JOB

SEA

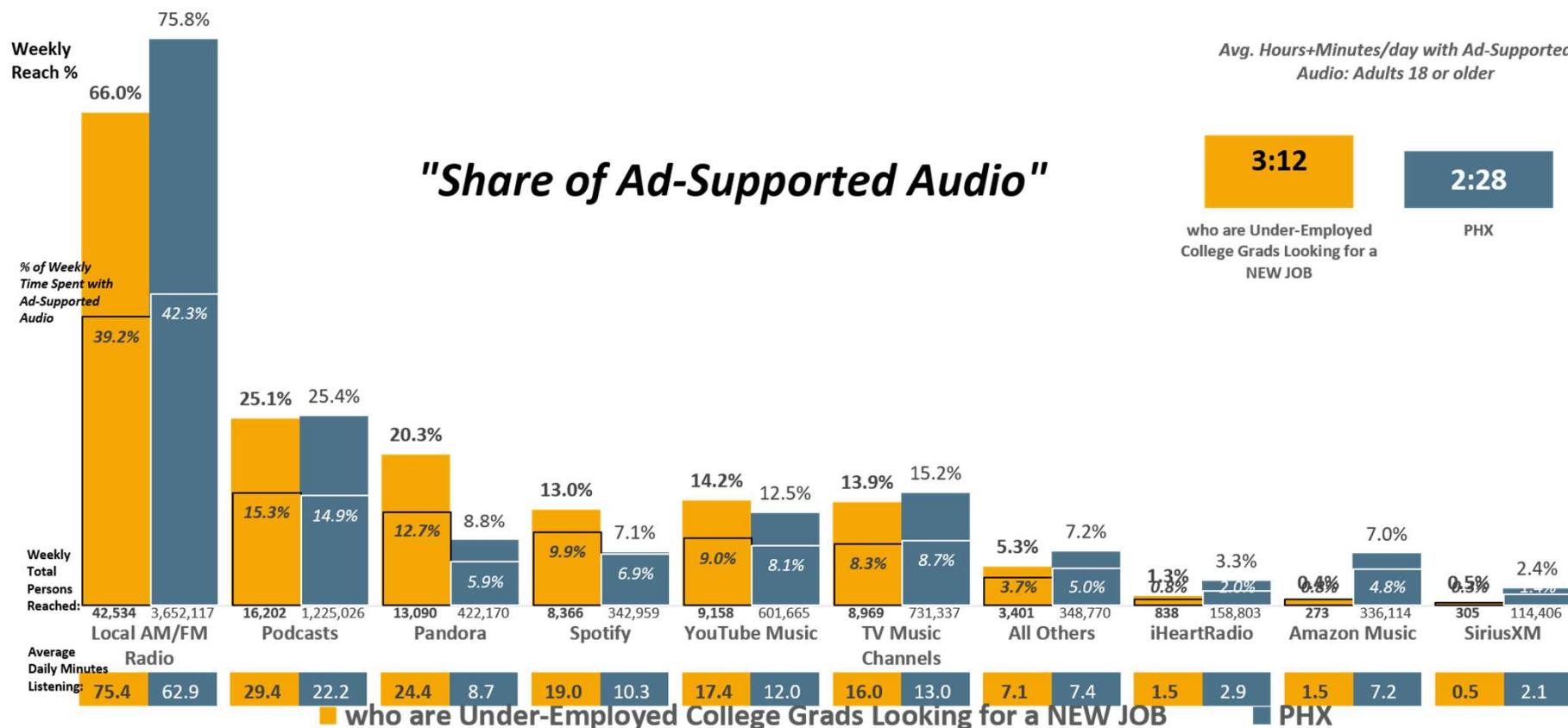
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 84 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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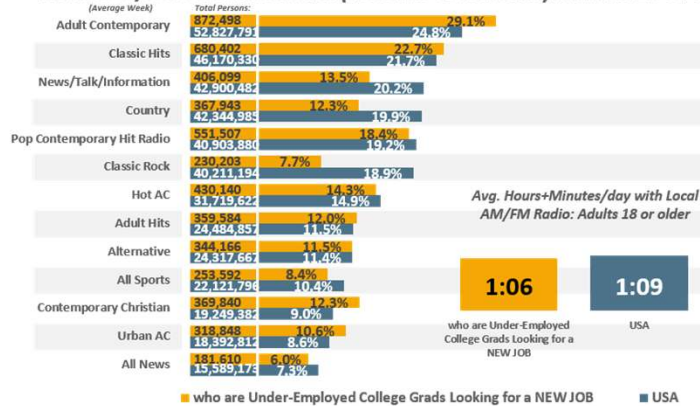
42,534 or 66.6% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio for an average of 75.4 minutes every day representing 39.2% of all time spent daily with Ad-Supported Audio.



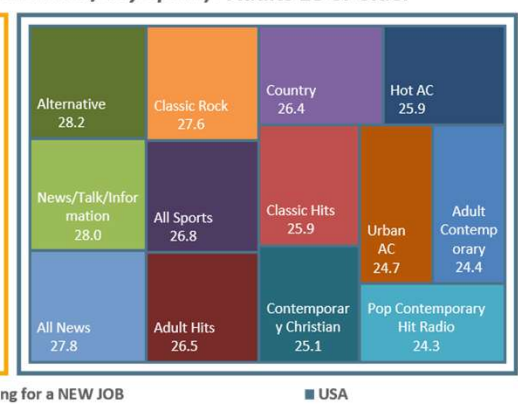
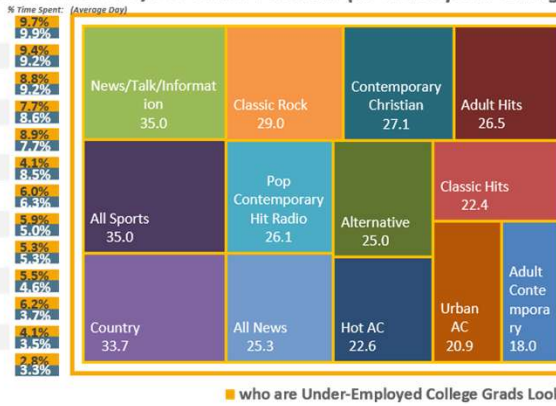


2,956,923 or 71.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Hot AC, and Country.

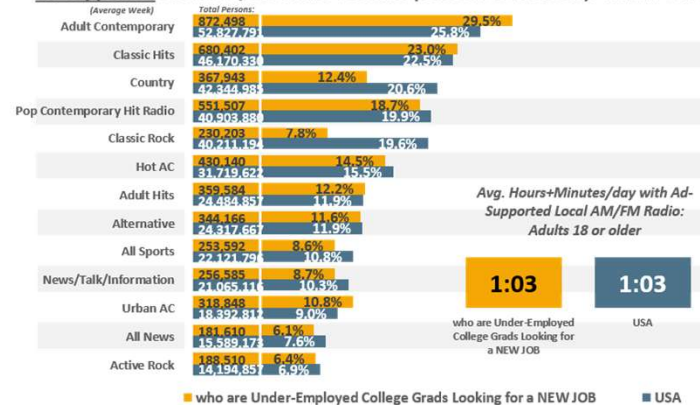
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



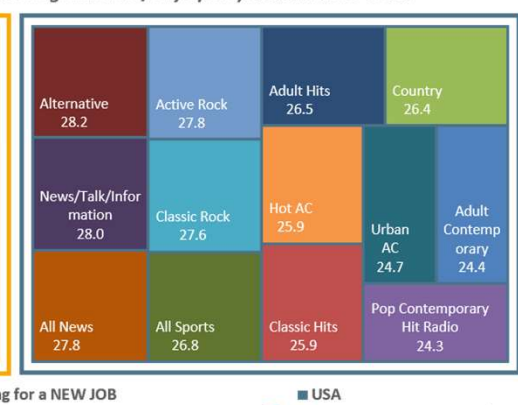
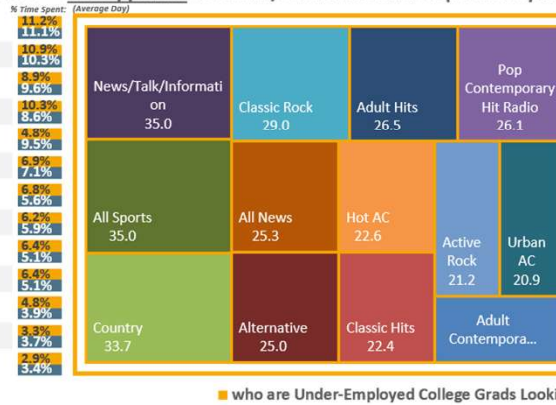
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan25-Mar26 Qual Intab 607
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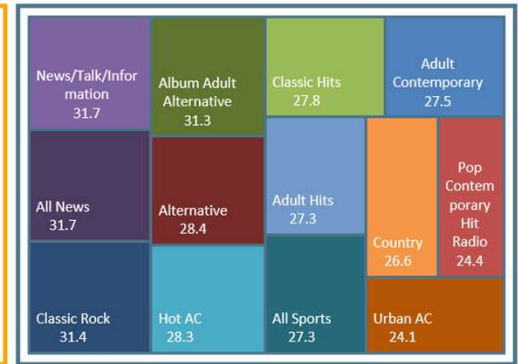
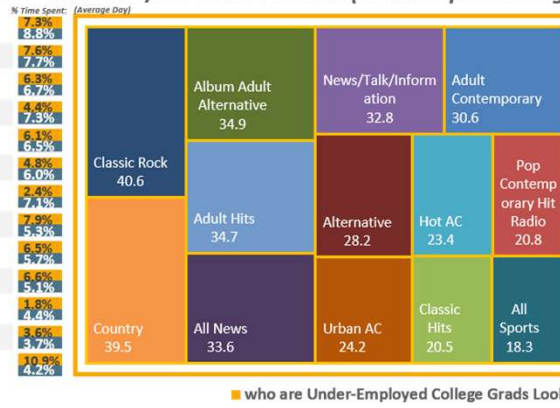
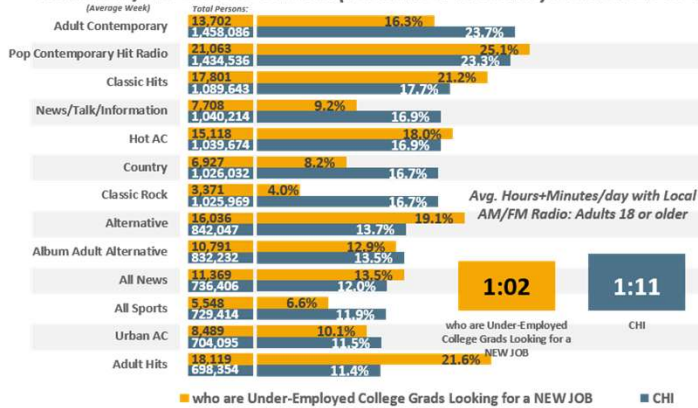
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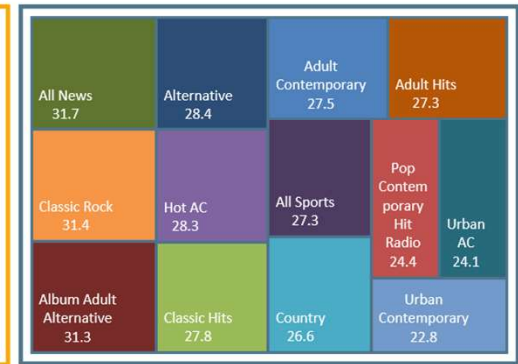
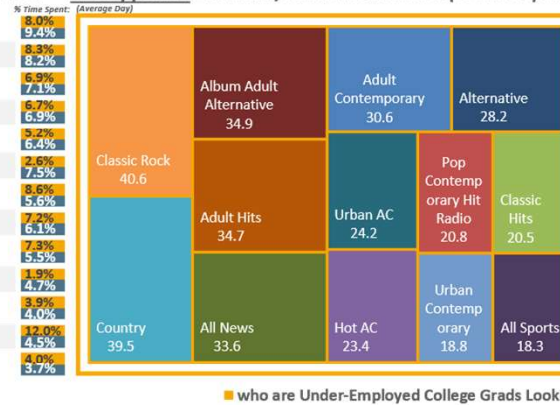
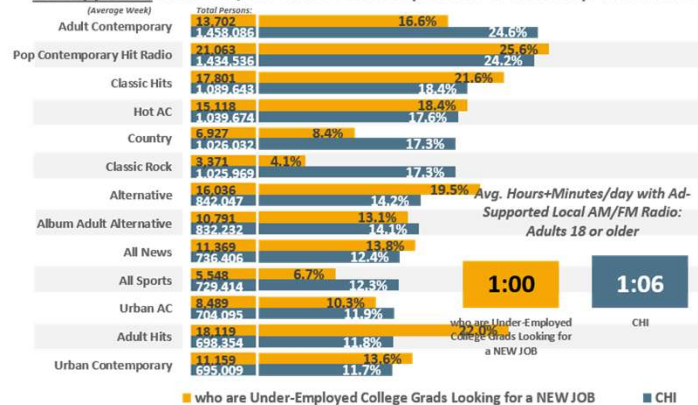


82,317 or 71.2% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Adult Hits, Classic Hits, Spanish Contemporary, and Alternative.

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**



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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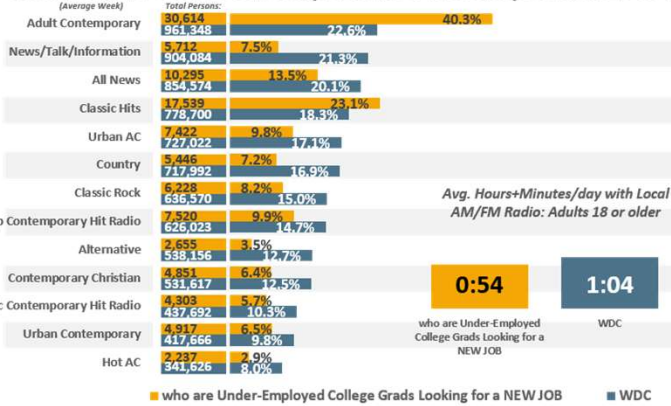
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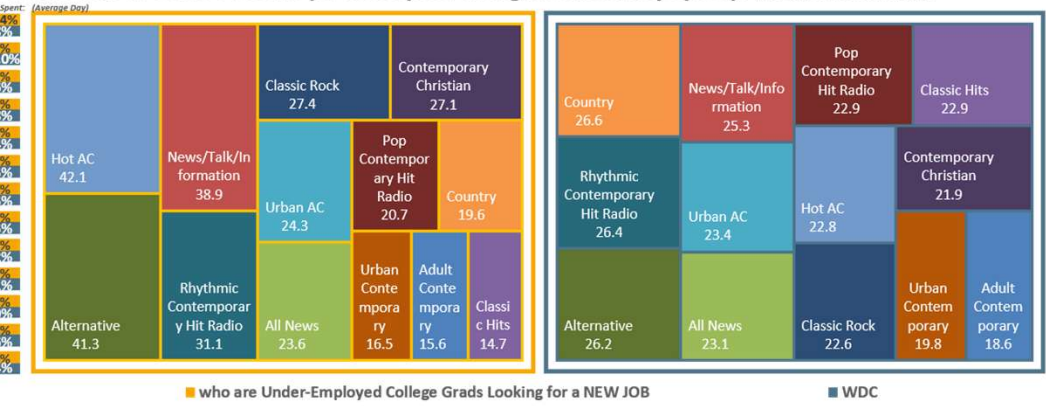


74,709 or 80.0% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Spanish Variety, All News, and Pop Contemporary Hit Radio.

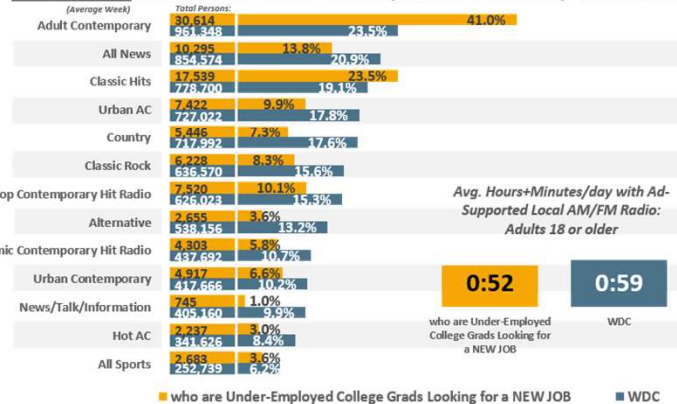
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



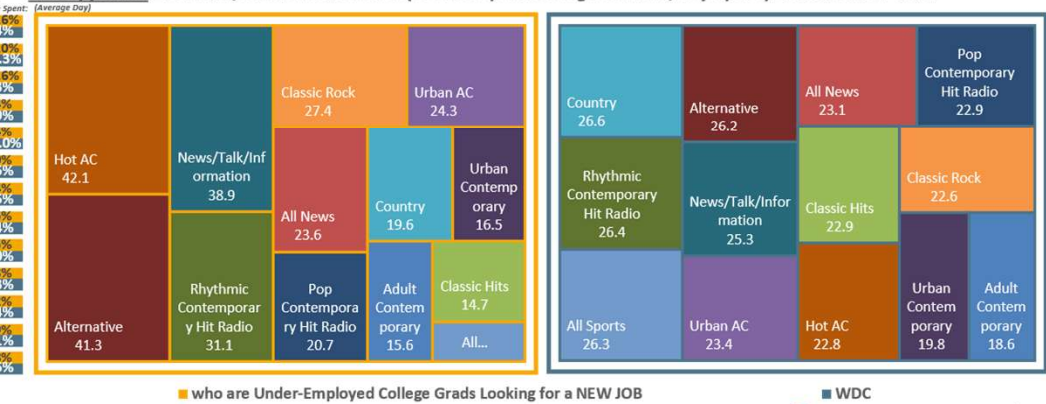
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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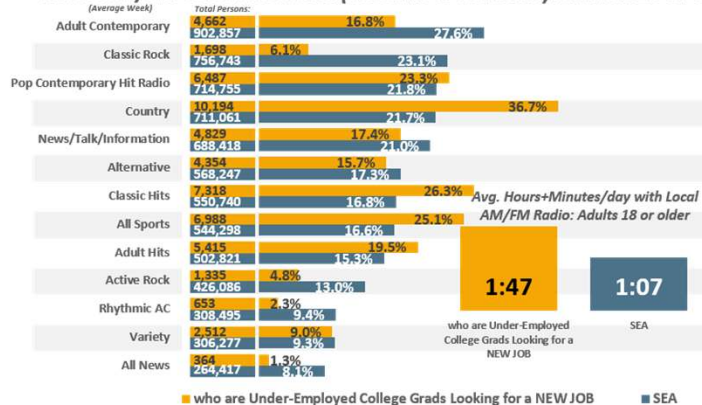
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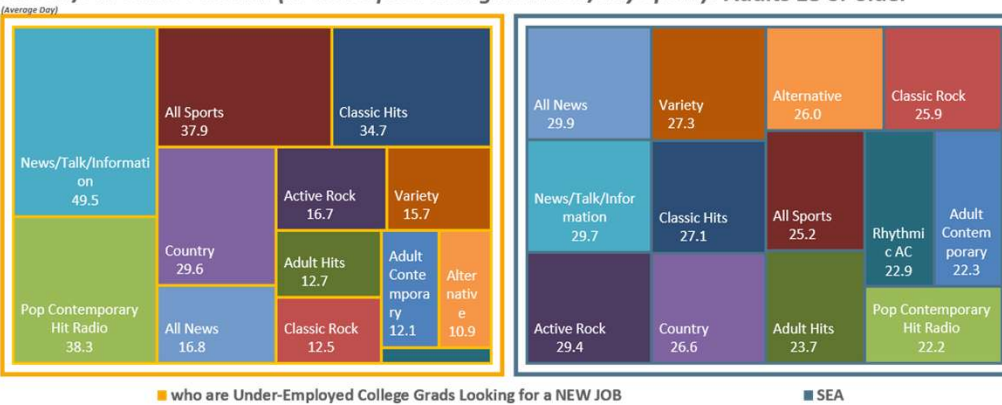


27,416 or 49.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Classic Hits, All Sports, Pop Contemporary Hit Radio, and Adult Hits.

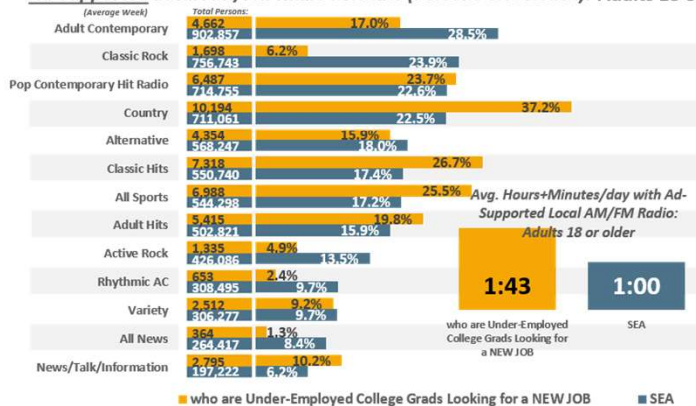
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



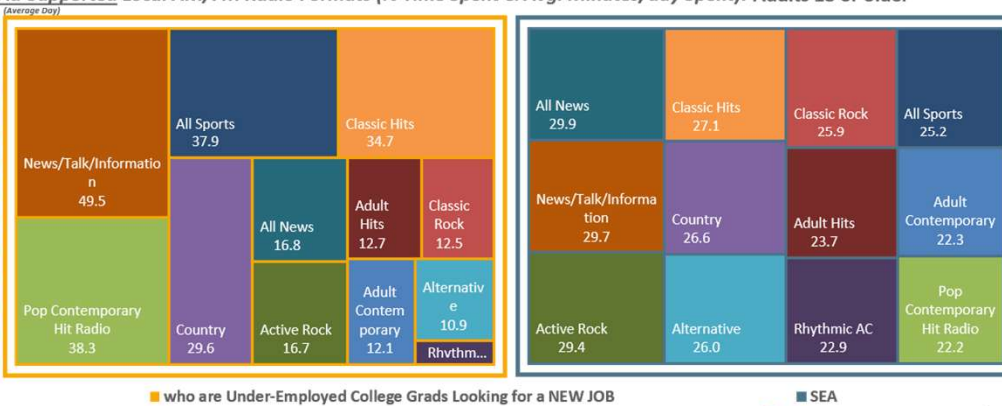
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



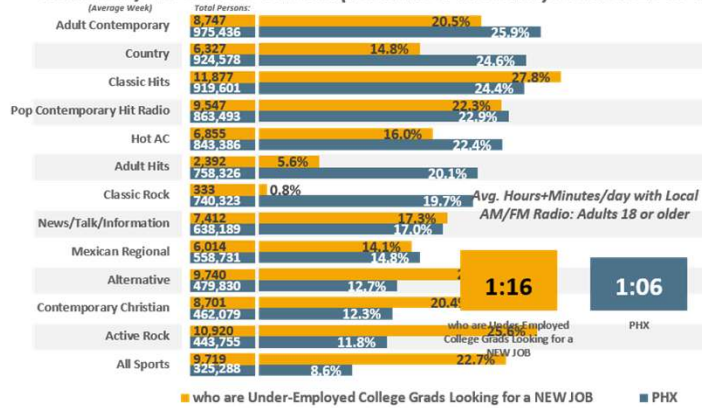
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



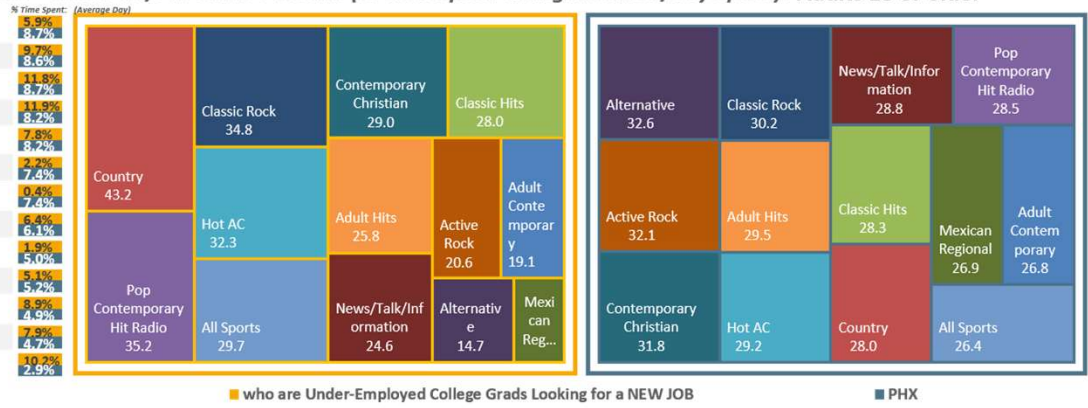


42,534 or 66.6% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Classic Hits, Active Rock, Alternative, All Sports, and Pop Contemporary Hit Radio.

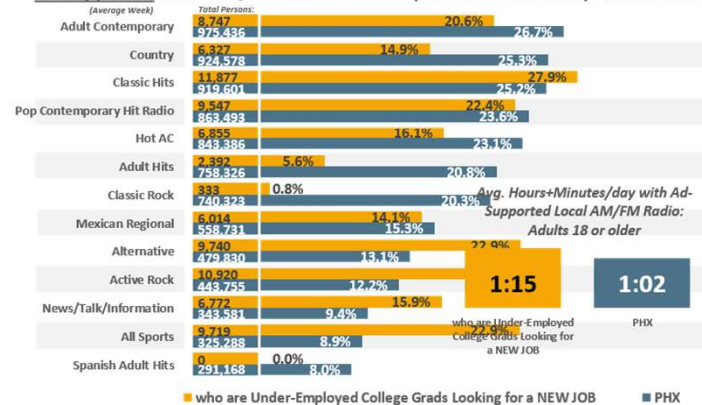
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



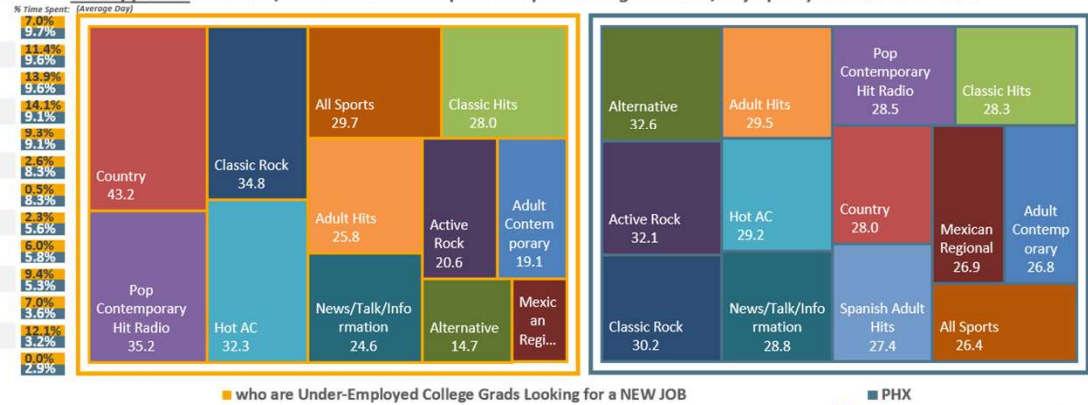
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



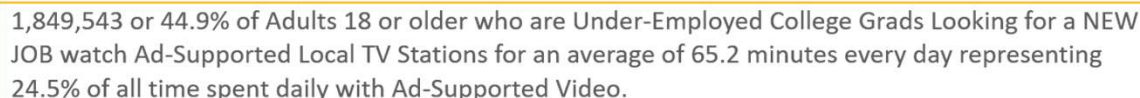
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



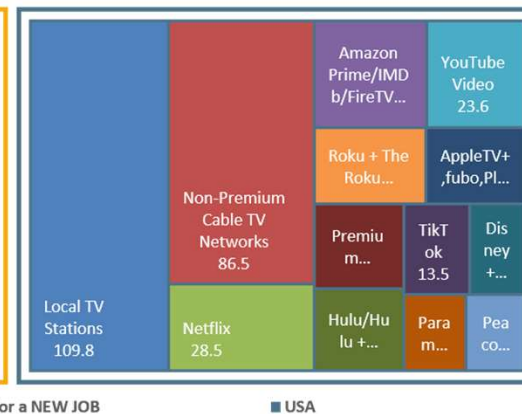
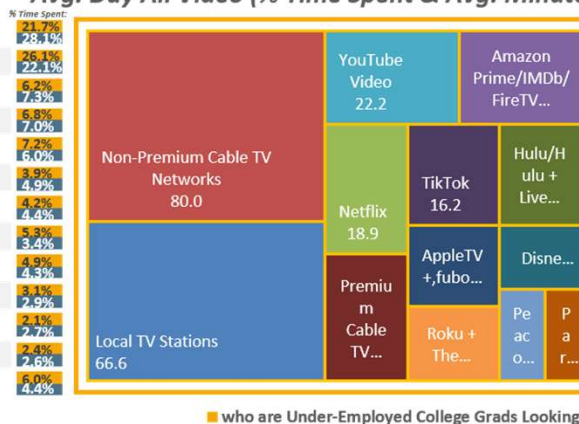
PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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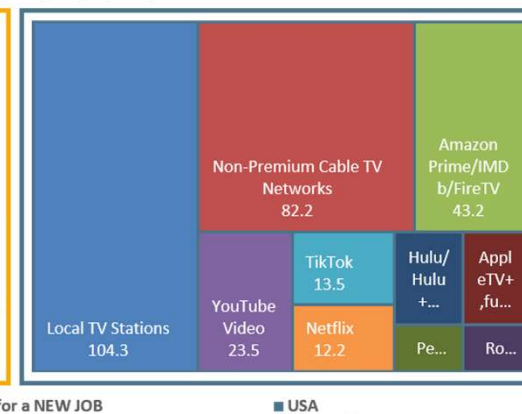
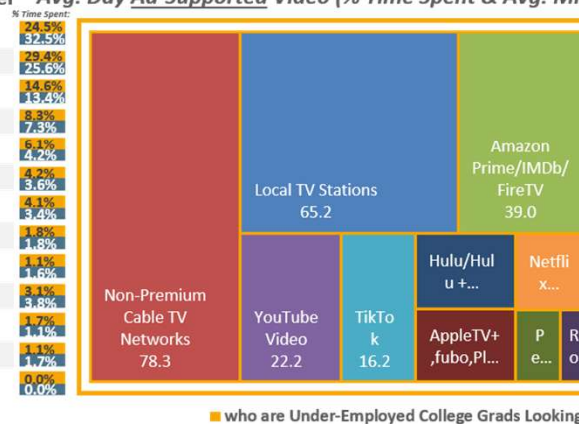
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Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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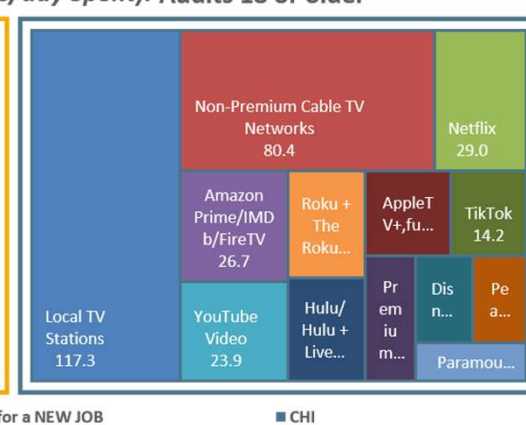
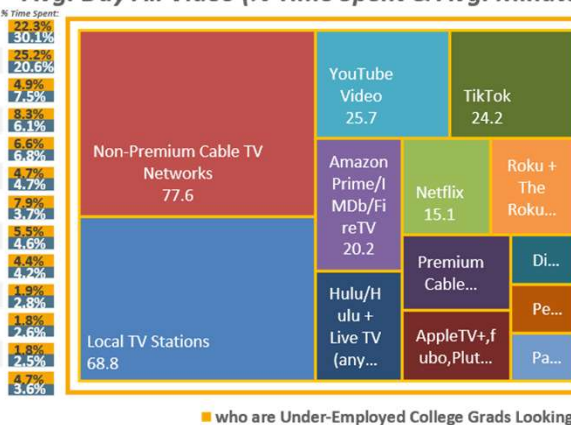
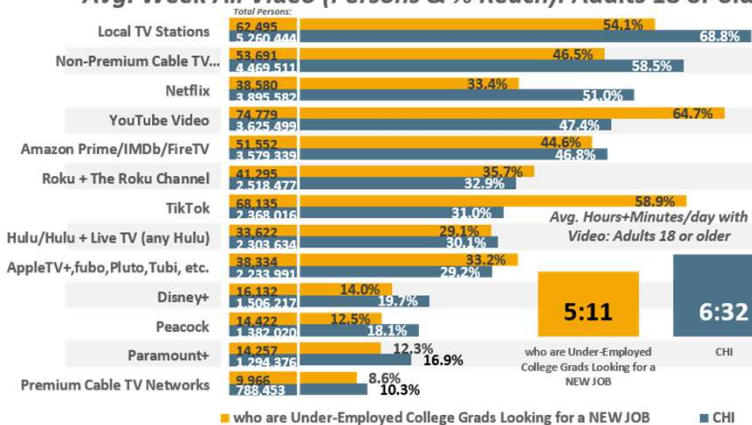
[(Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job))] AND NOT Household income summaries (HHLD): \$50,000 or more



61,652 or 53.3% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 68. minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

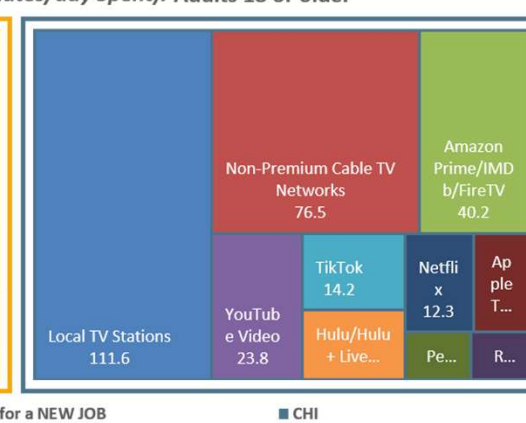
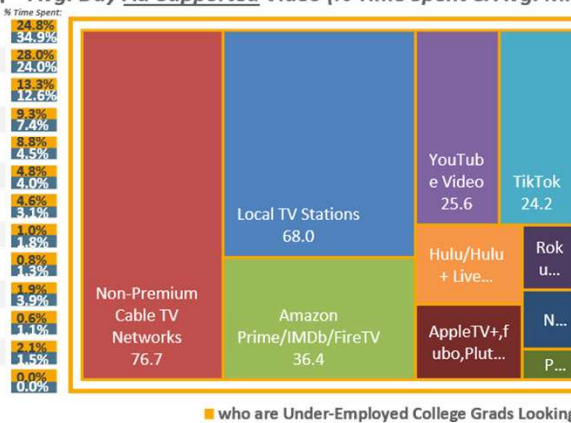
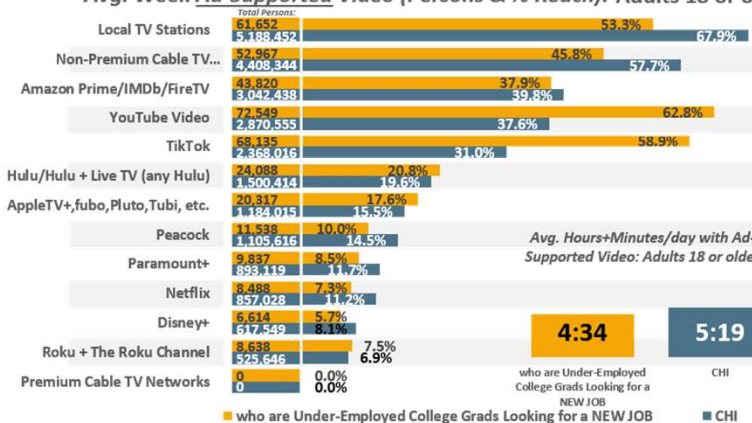
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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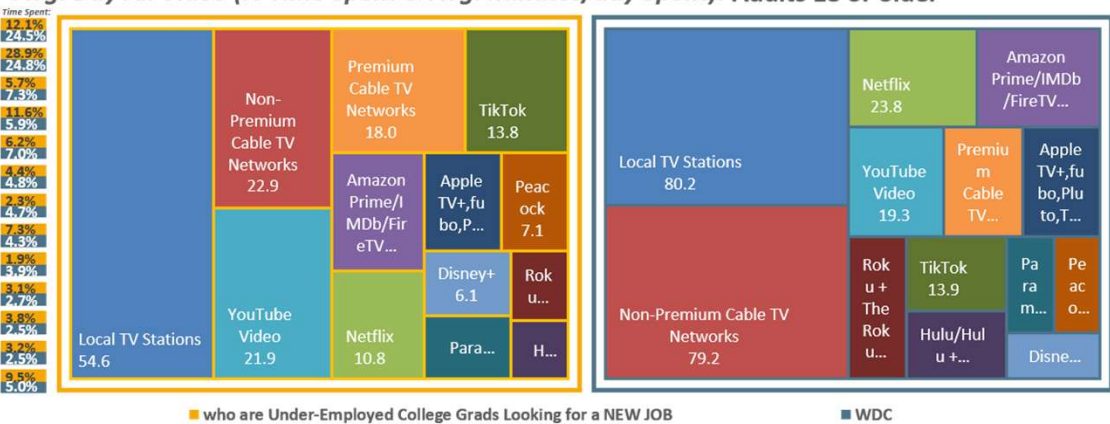
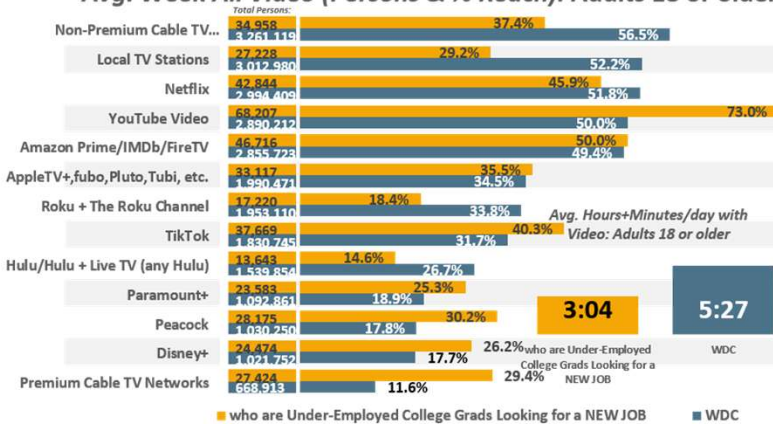
[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



26,917 or 28.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 53.5 minutes every day representing 33.3% of all time spent daily with Ad-Supported Video.

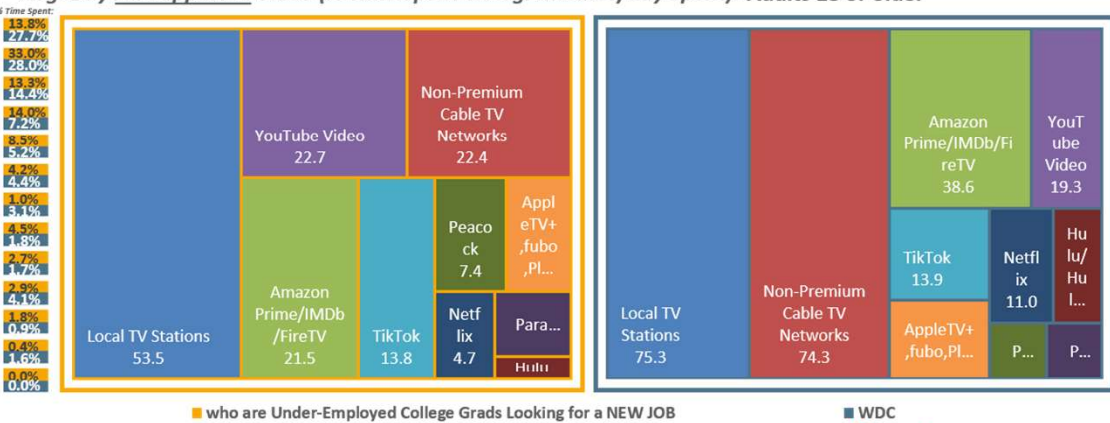
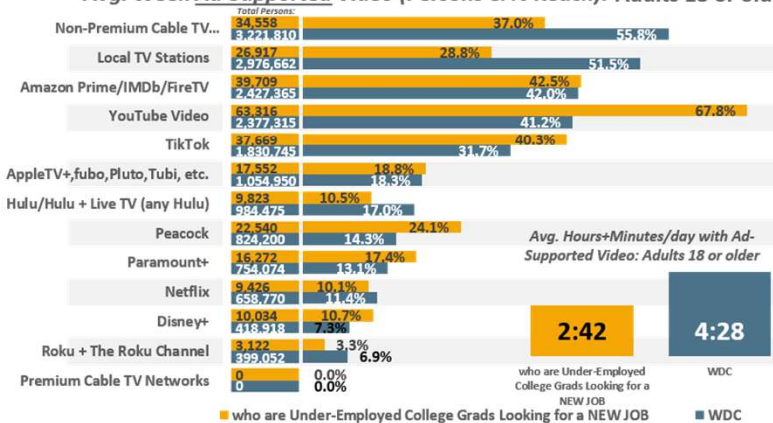
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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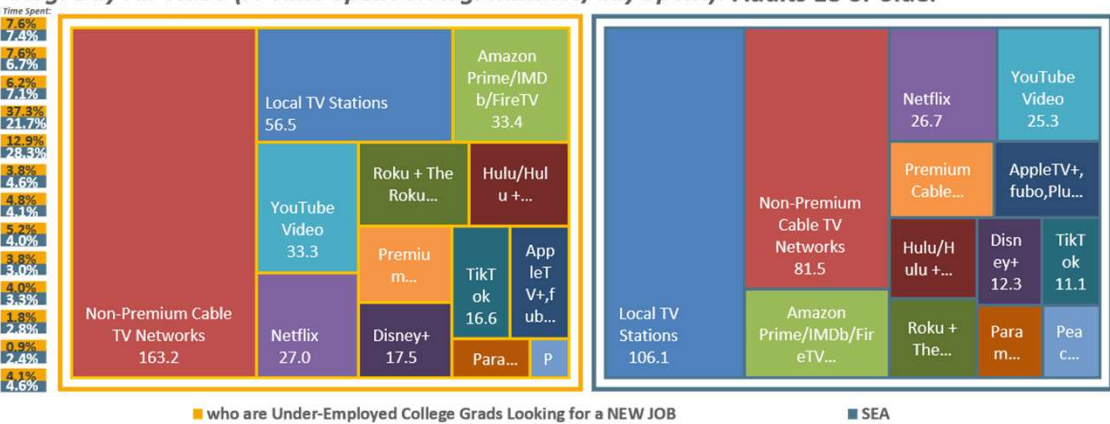
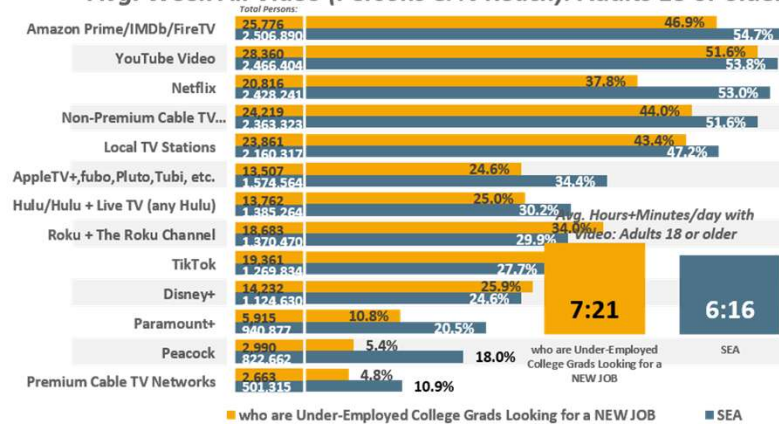
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23,097 or 42.% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 53.1 minutes every day representing 14.1% of all time spent daily with Ad-Supported Video.

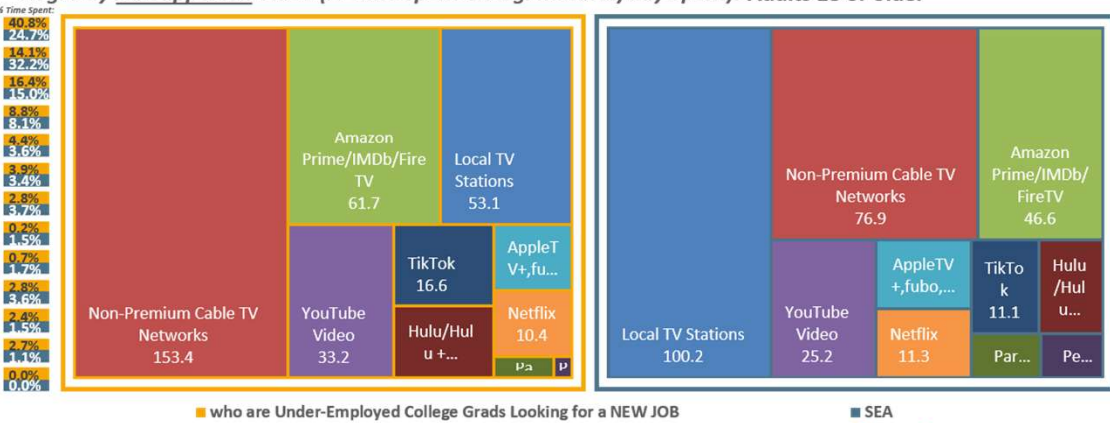
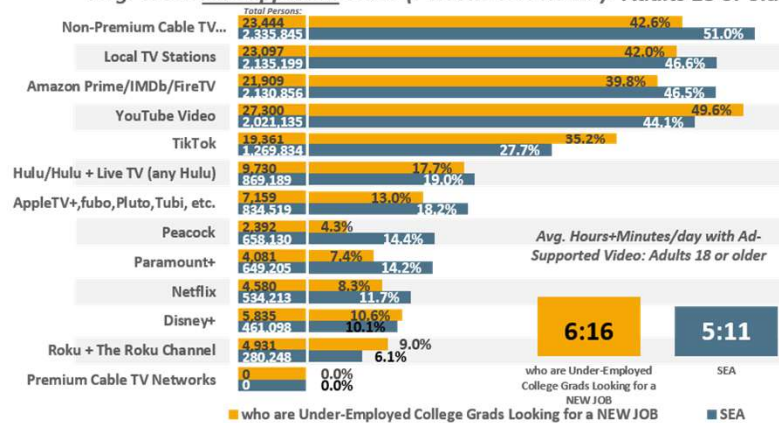
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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

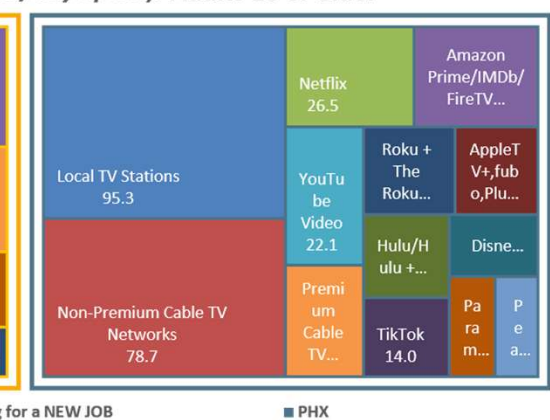
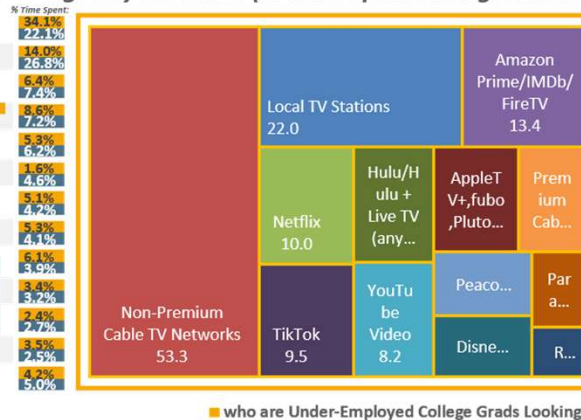
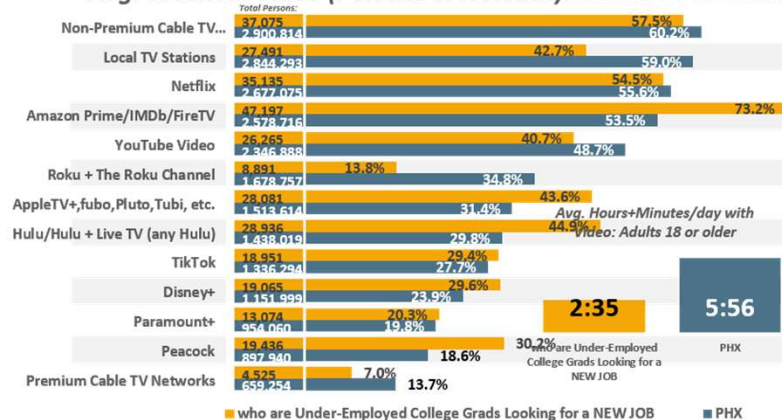




27,313 or 42.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 21.8 minutes every day representing 16.3% of all time spent daily with Ad-Supported Video.

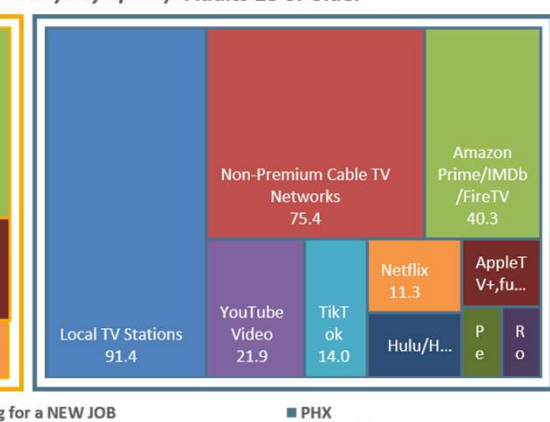
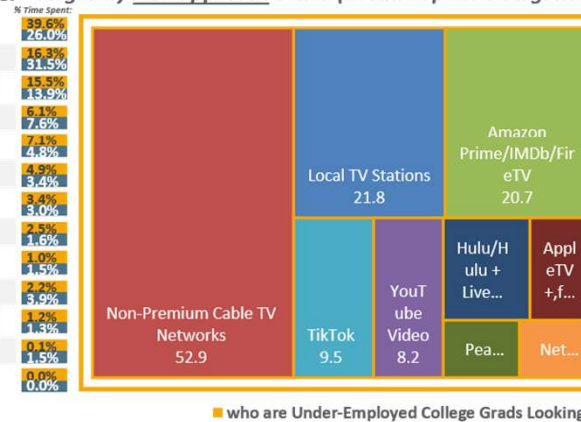
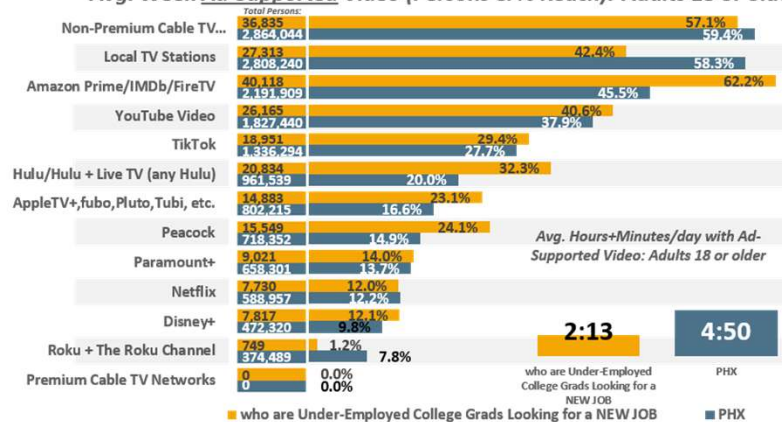
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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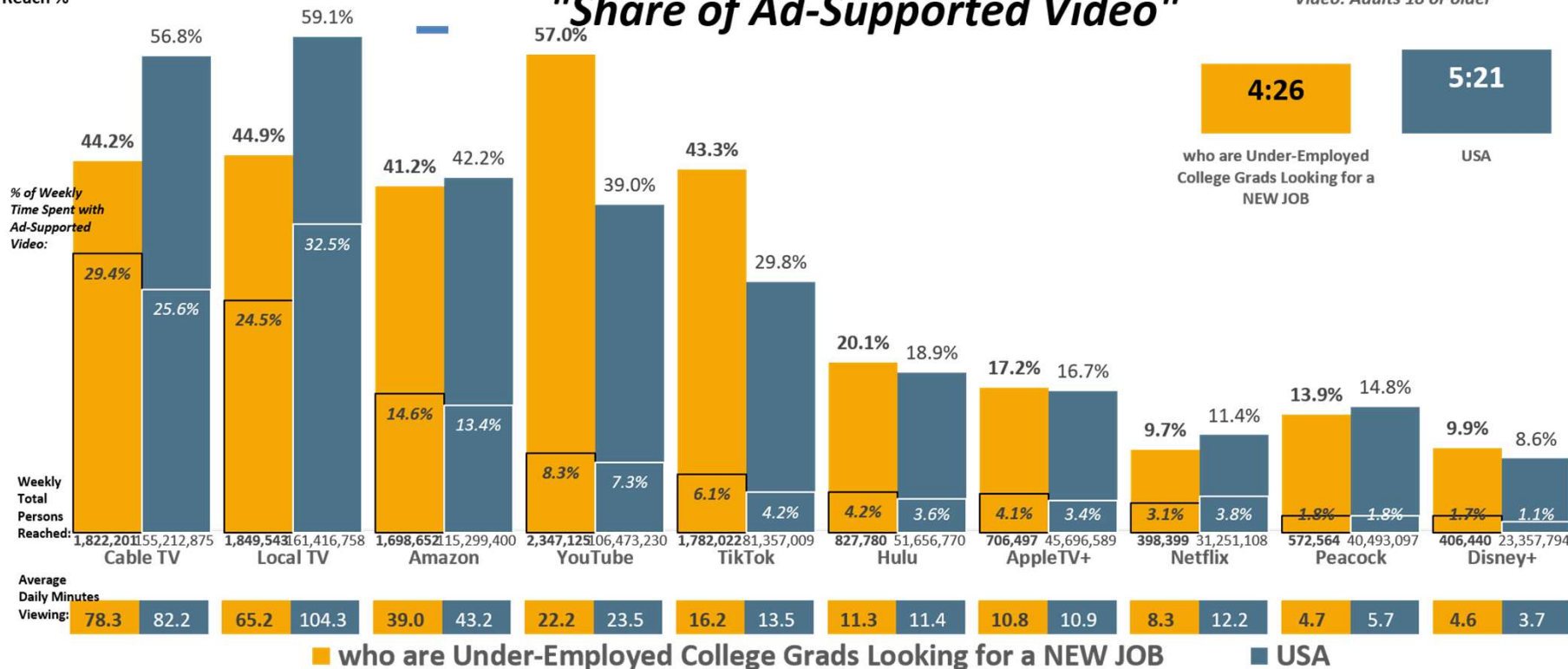


1,849,543 or 44.9% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 65.2 minutes every day representing 24.5% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



4:26

who are Under-Employed
College Grads Looking for a
NEW JOB

5:21

USA

■ who are Under-Employed College Grads Looking for a NEW JOB

■ USA

USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 607 Scarborough R1 2026: Jan25-Mar26
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USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

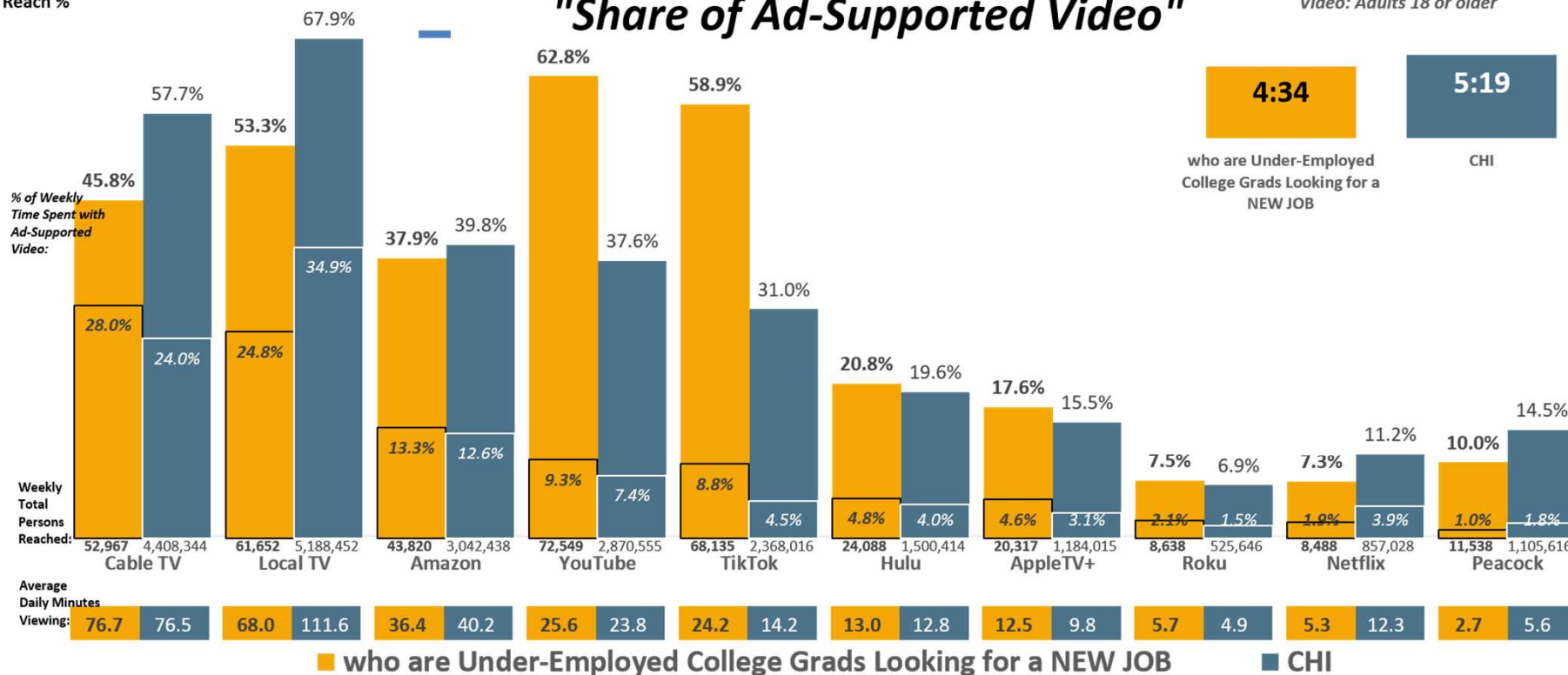


61,652 or 53.3% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 68. minutes every day representing 24.8% of all time spent daily with Ad-Supported Video.

Weekly
Reach %

"Share of Ad-Supported Video"

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

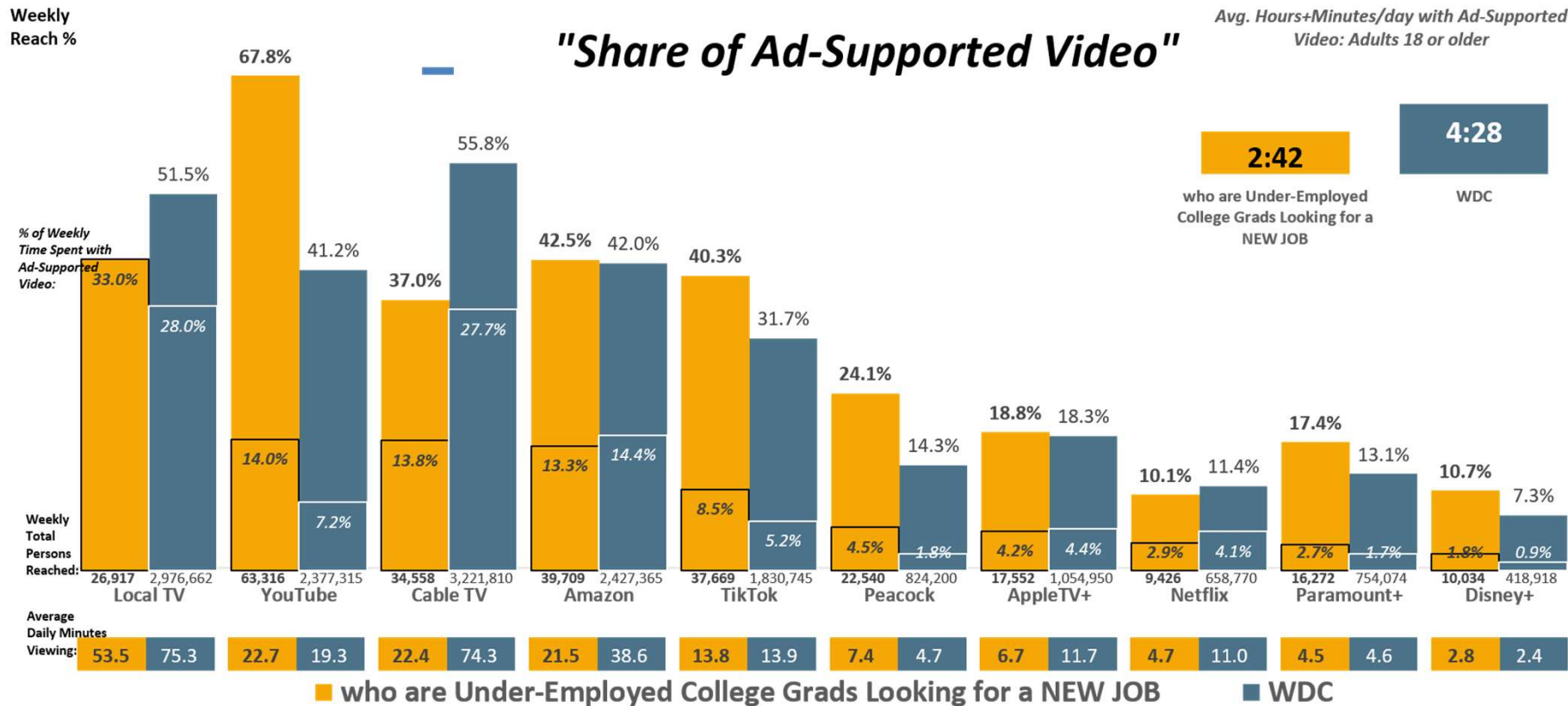
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



26,917 or 28.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 53.5 minutes every day representing 33.0% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



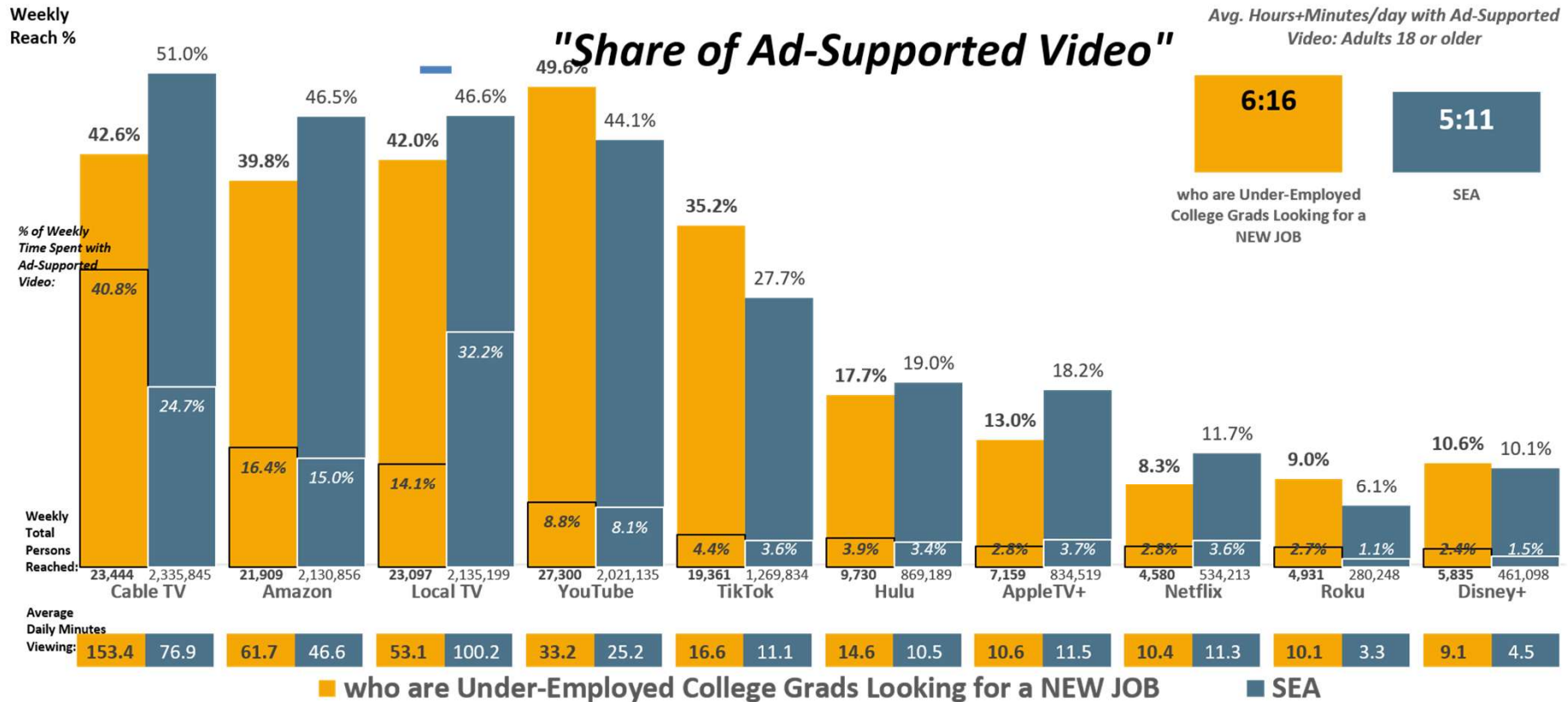
WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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23,097 or 42.2% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 53.1 minutes every day representing 14.1% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 84 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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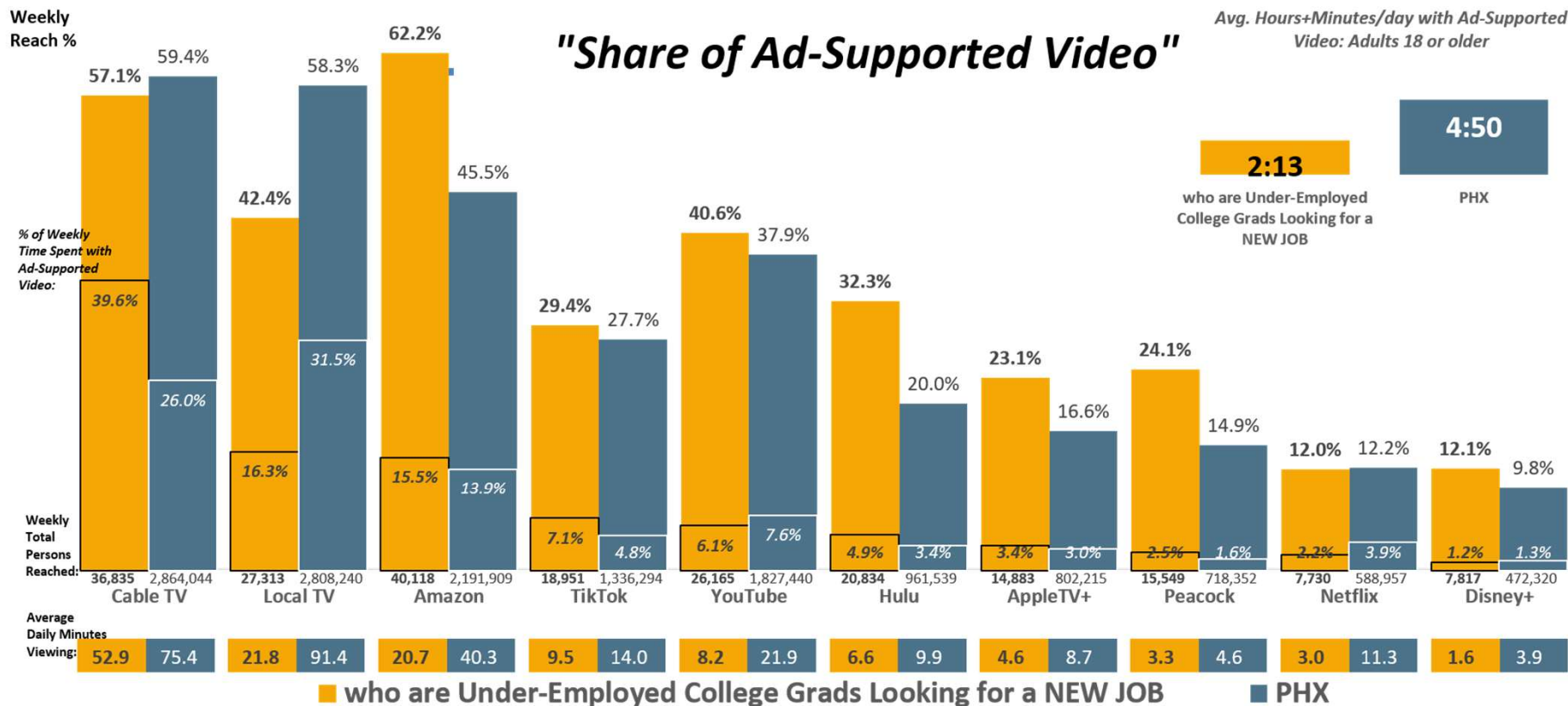
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



27,313 or 42.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations for an average of 21.8 minutes every day representing 16.3% of all time spent daily with Ad-Supported Video.

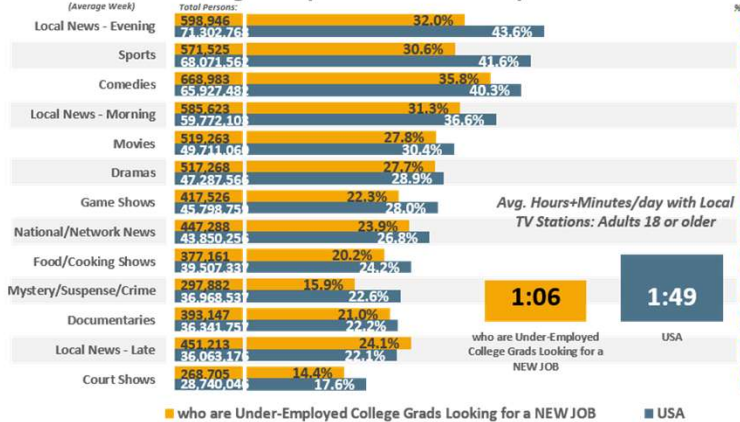
"Share of Ad-Supported Video"



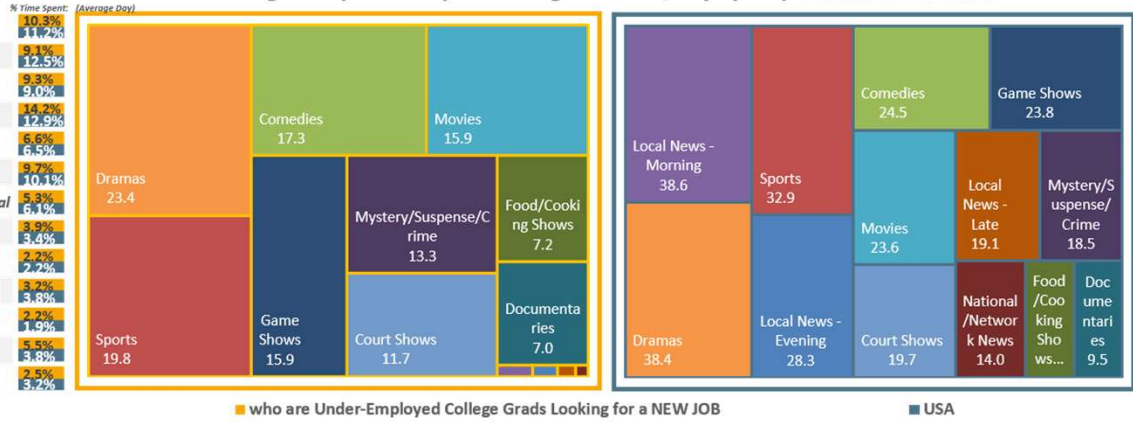


1,849,543 or 44.9% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Evening, Local News - Morning, Sports, Movies, and Dramas.

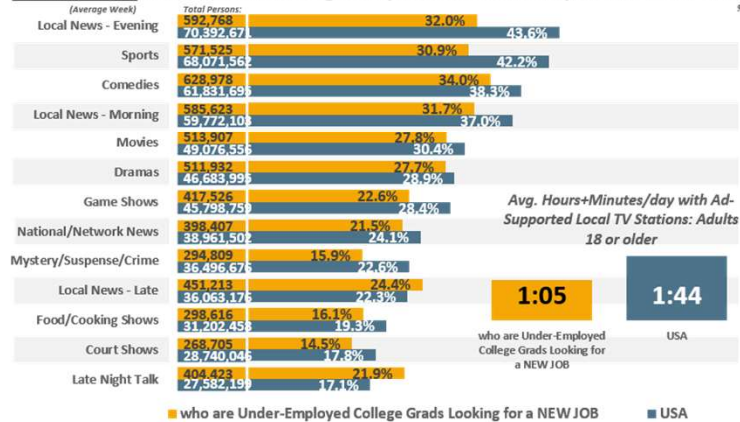
Local TV Station Programs (Persons & % Reach): Adults 18 or older



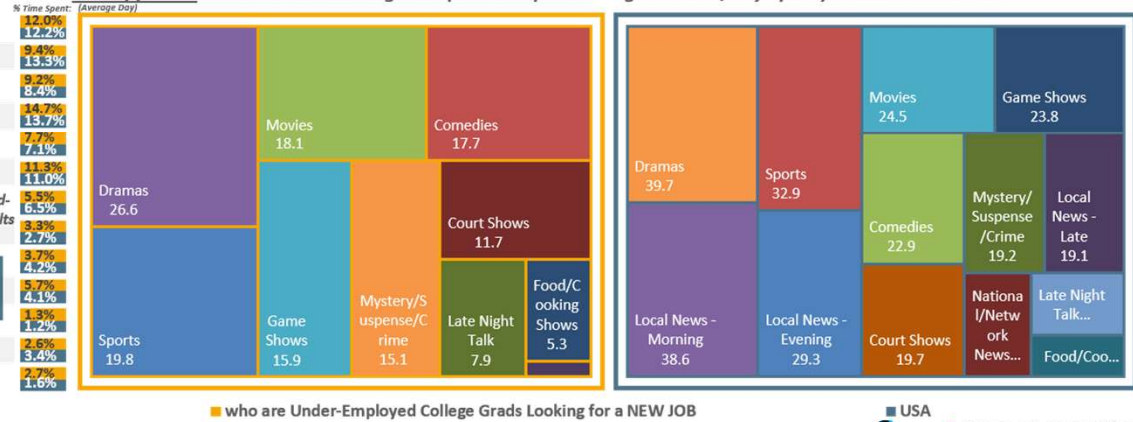
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 607
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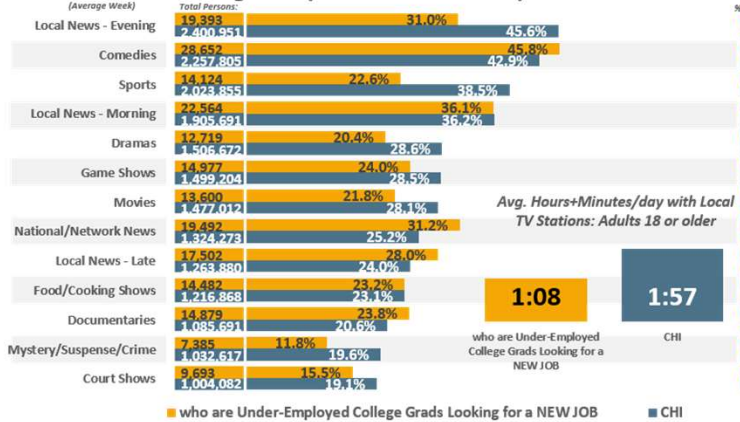
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

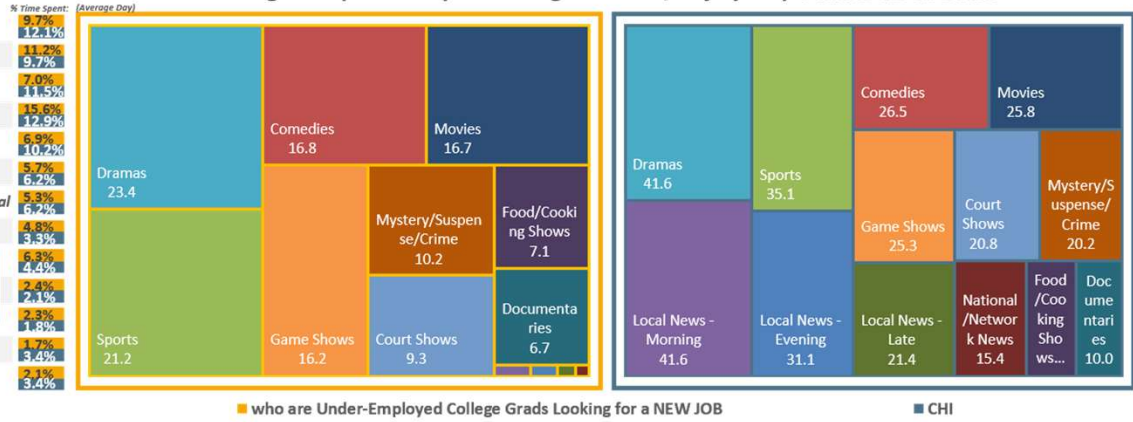


61,652 or 53.3% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Local News - Evening, Late Night Talk, Local News - Late, and Nat

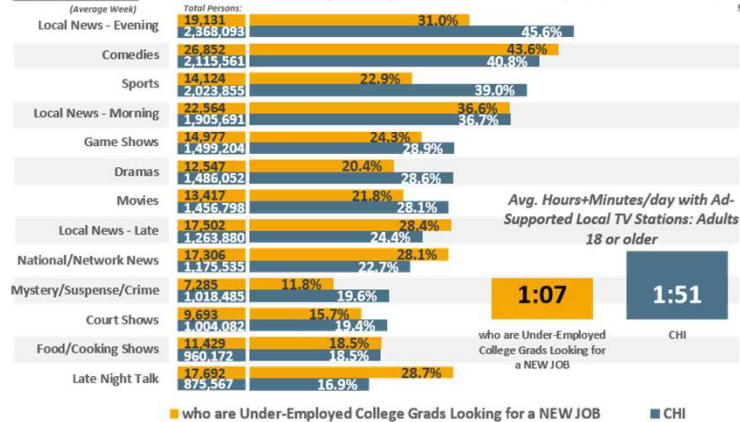
Local TV Station Programs (Persons & % Reach): Adults 18 or older



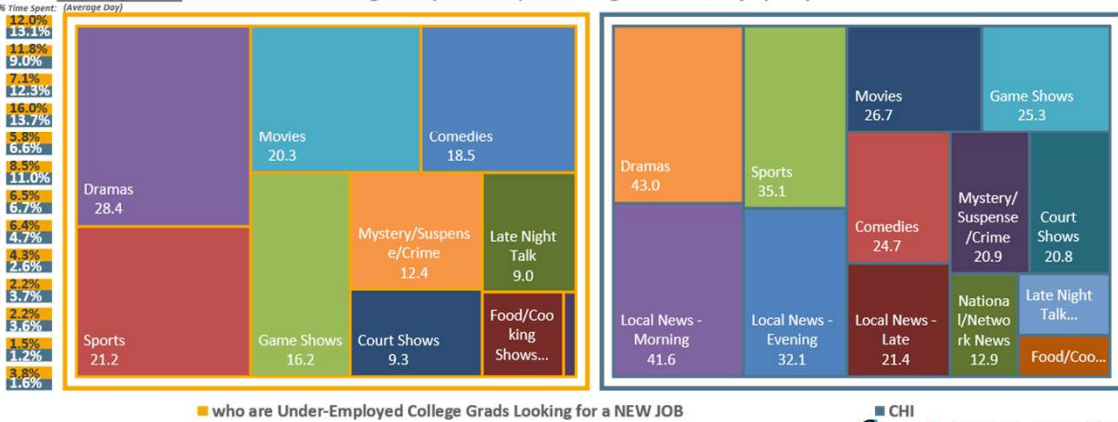
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



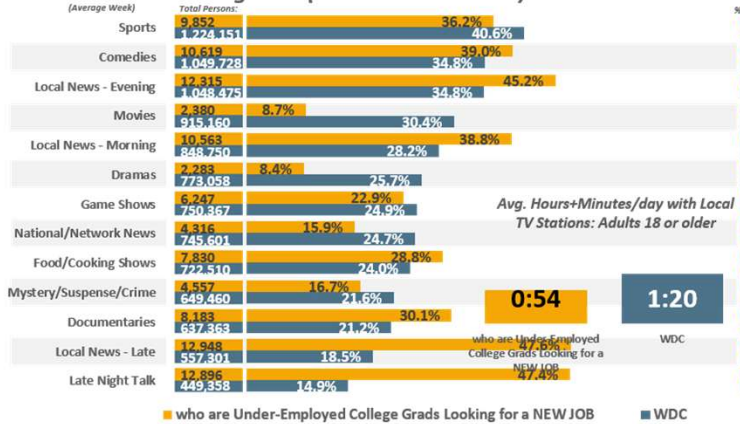
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



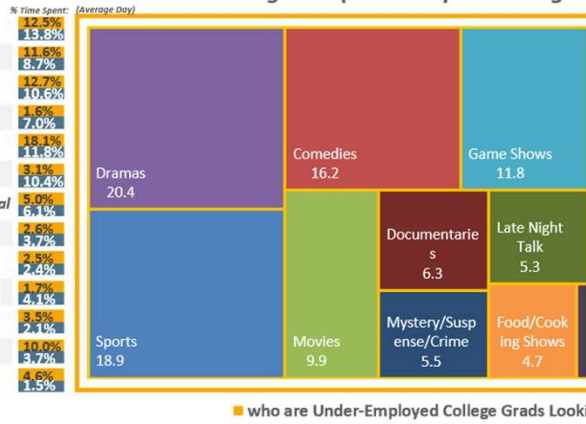


26,917 or 28.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Late, Late Night Talk, Local News - Evening, Local News - Morning, Comedies, and Spo

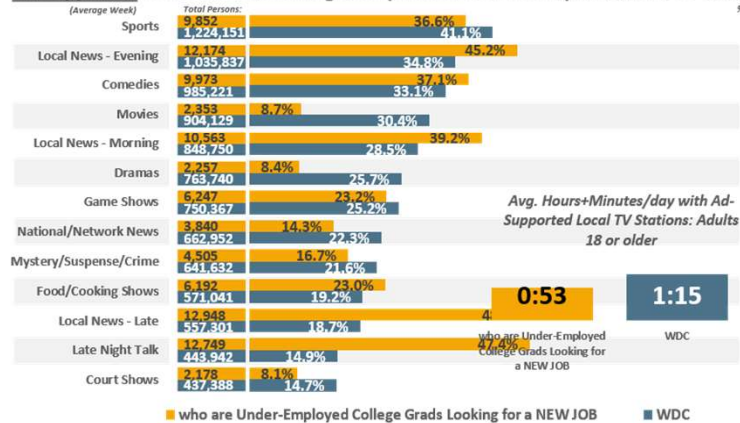
Local TV Station Programs (Persons & % Reach): Adults 18 or older



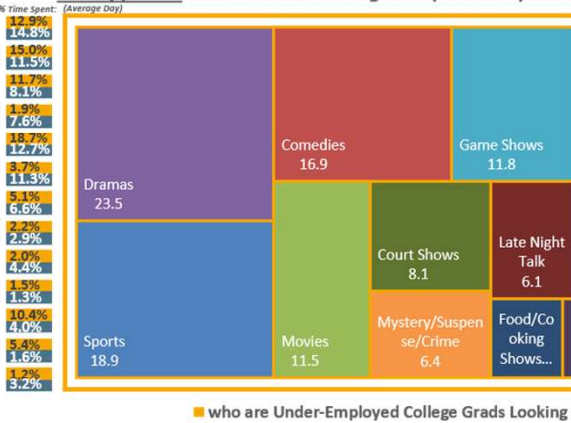
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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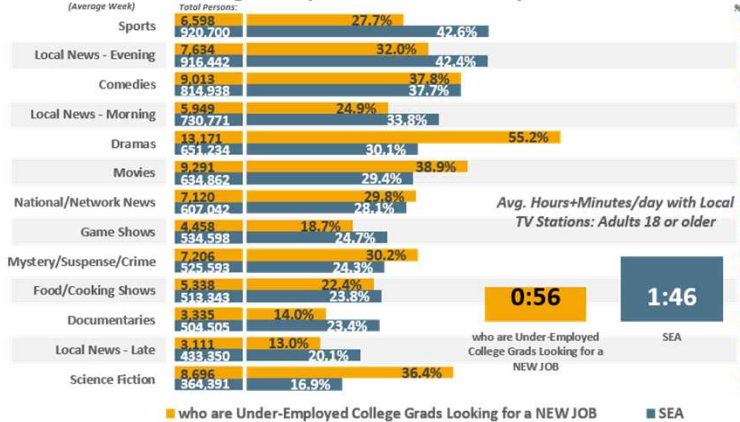
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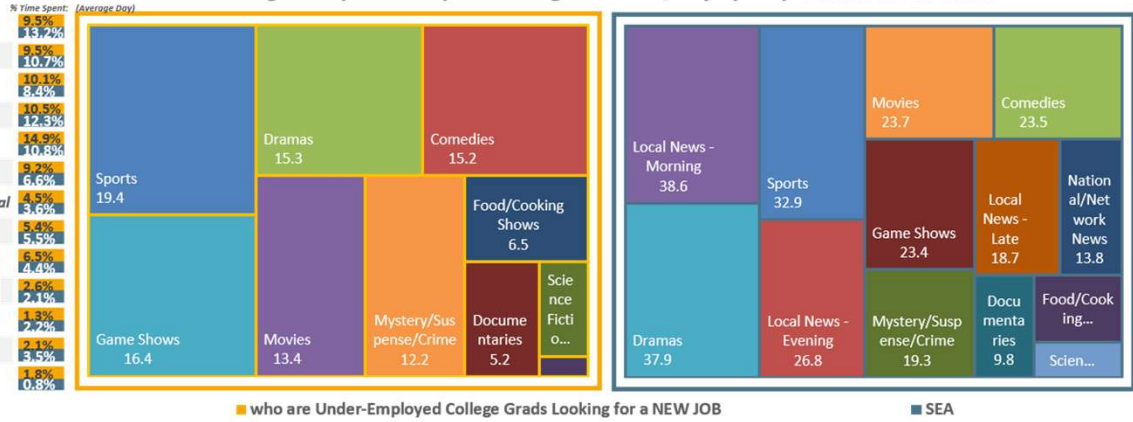


23,097 or 42.% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations. The Top 6-Programs are Dramas, Movies, Science Fiction, Comedies, Local News - Evening, and Mystery/Suspense/Crime.

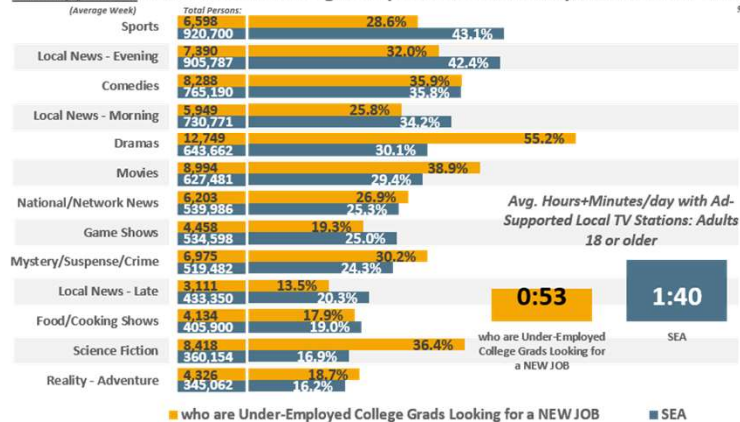
Local TV Station Programs (Persons & % Reach): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 84
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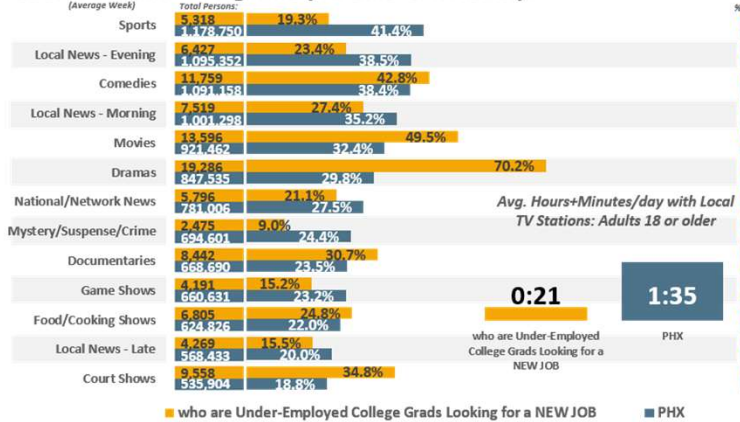
SEA
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

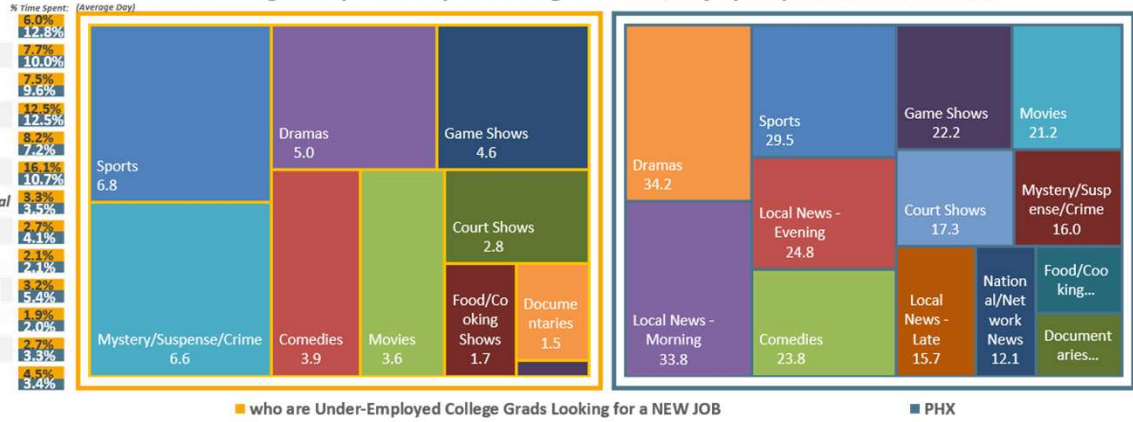


27,313 or 42.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB watch Ad-Supported Local TV Stations. The Top 6-Programs are Dramas, Daytime Soap Operas, Novelas, Movies, Comedies, and Court Shows.

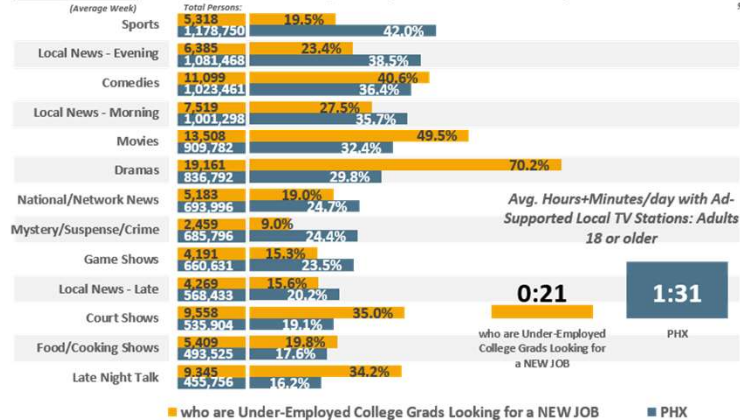
Local TV Station Programs (Persons & % Reach): Adults 18 or older



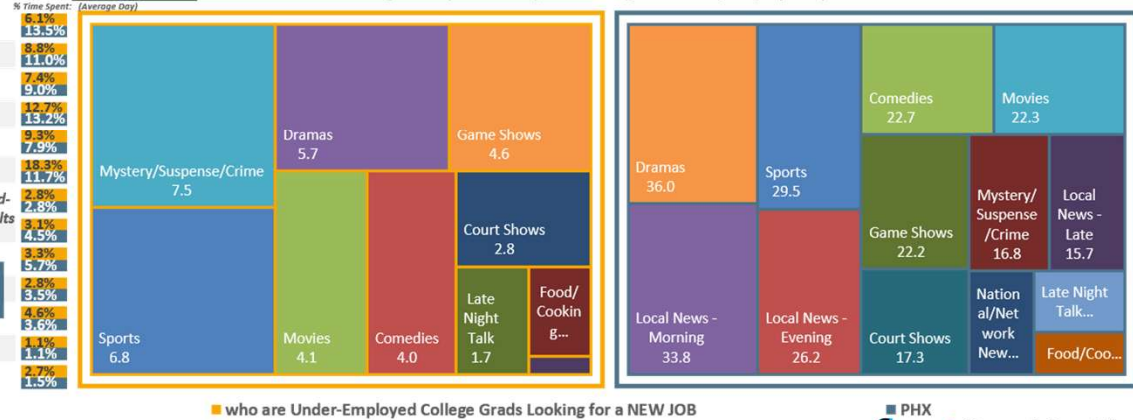
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

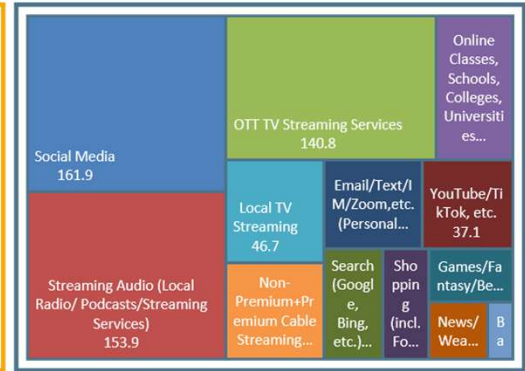
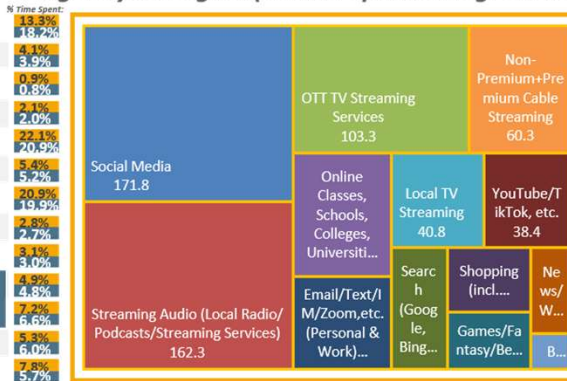
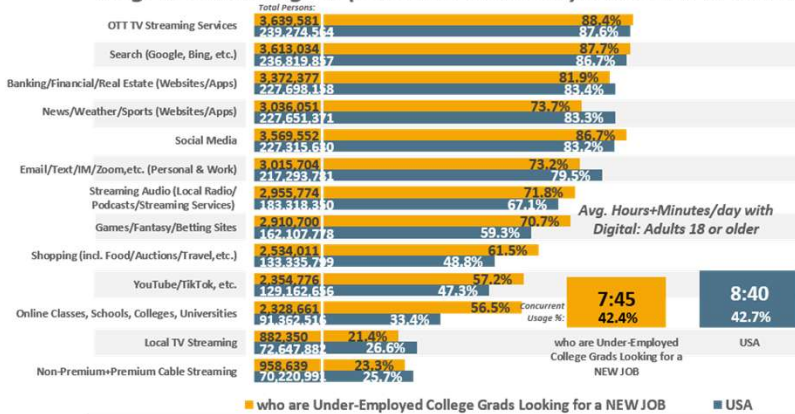




3,087,694 or 75.% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Social Media for an average of 148.6 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

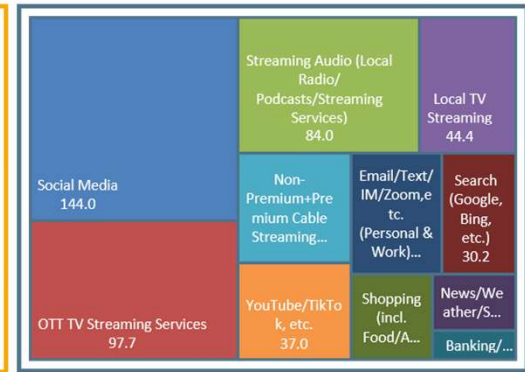
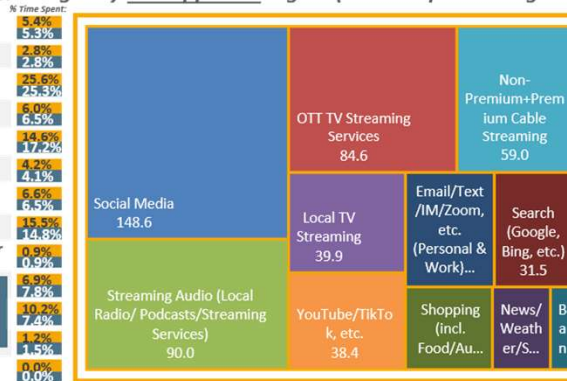
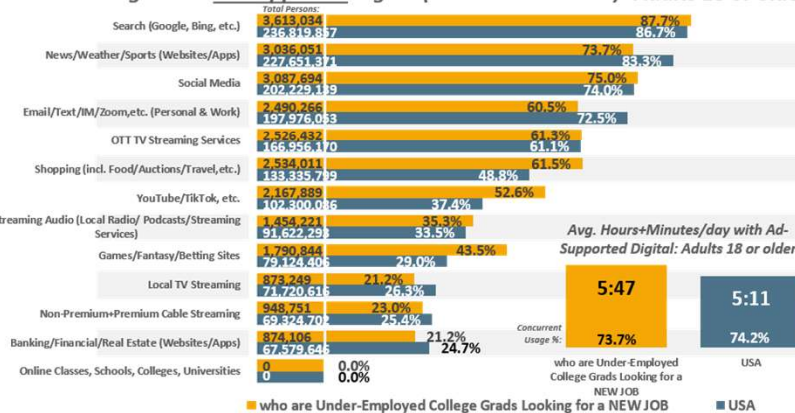
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 607
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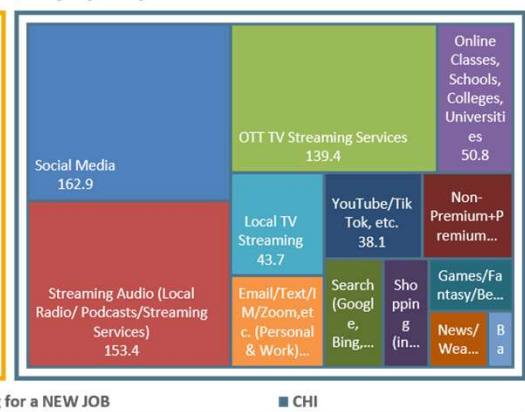
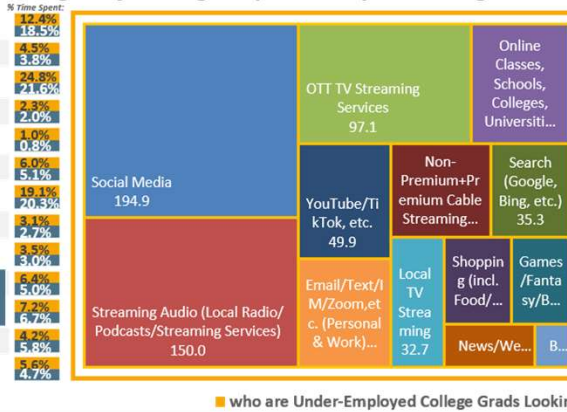
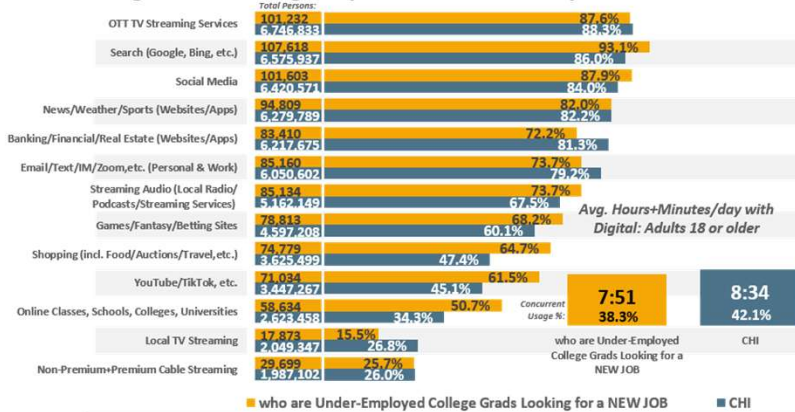
[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



84,547 or 73.1% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Social Media for an average of 162.1 minutes every day representing 27.5% of all time spent daily with Ad-Supported Digital Media.

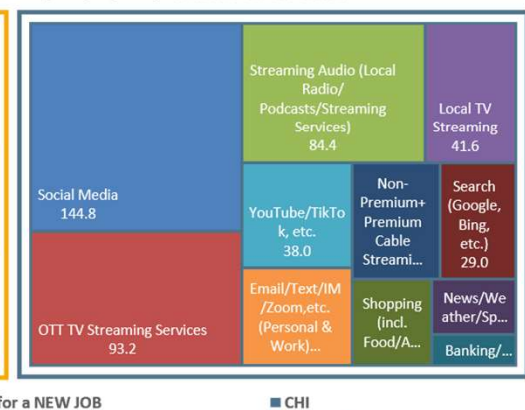
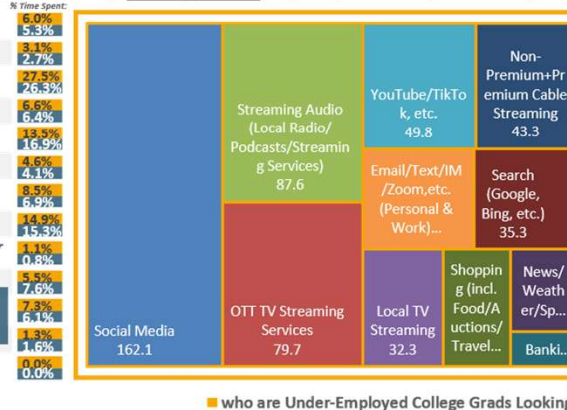
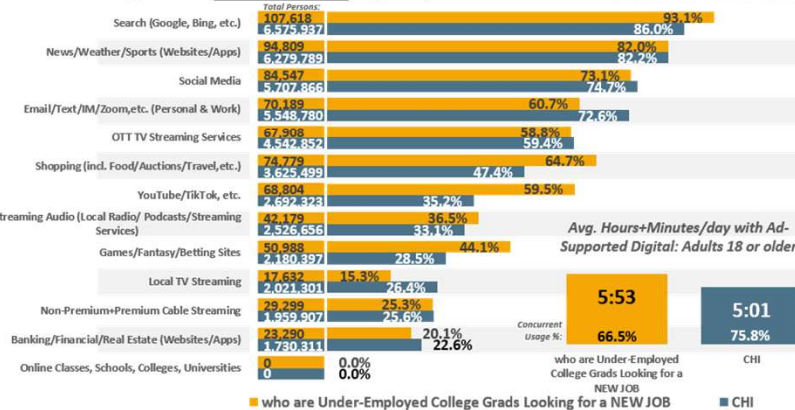
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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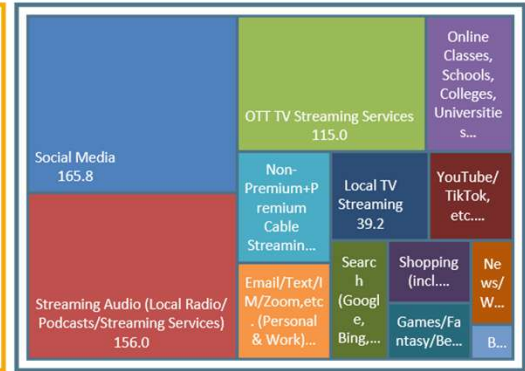
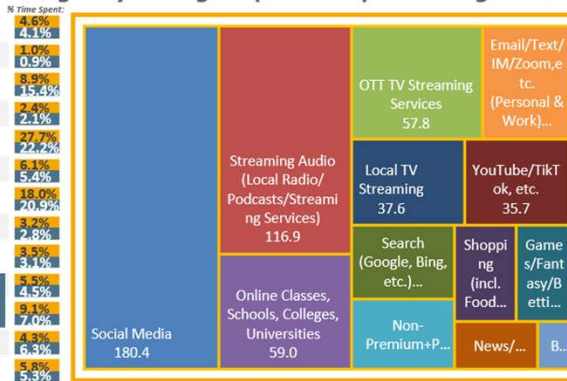
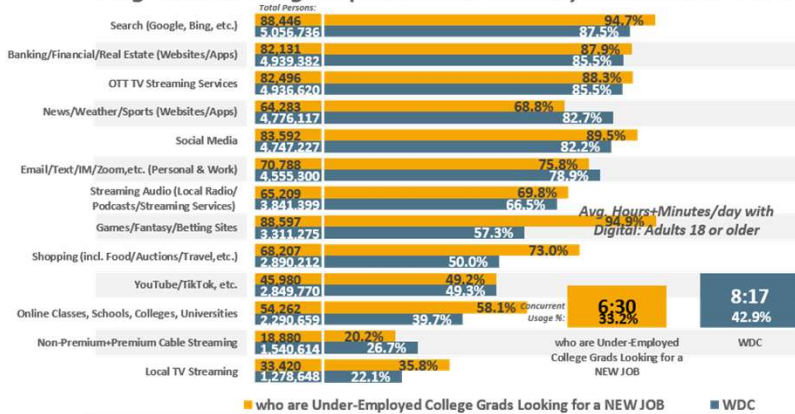
[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



78,802 or 84.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Social Media for an average of 170.1 minutes every day representing 33.7% of all time spent daily with Ad-Supported Digital Media.

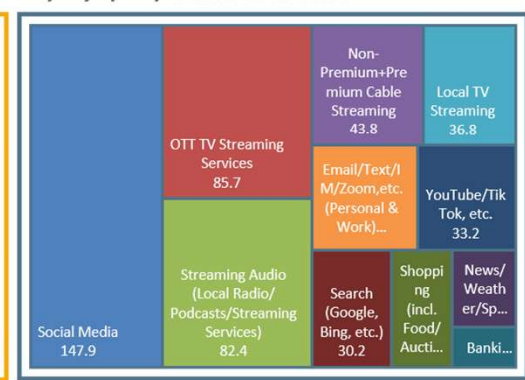
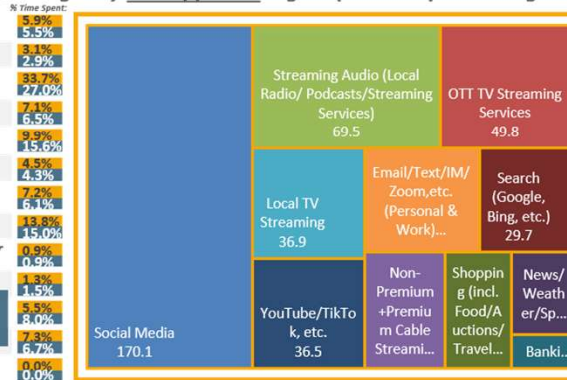
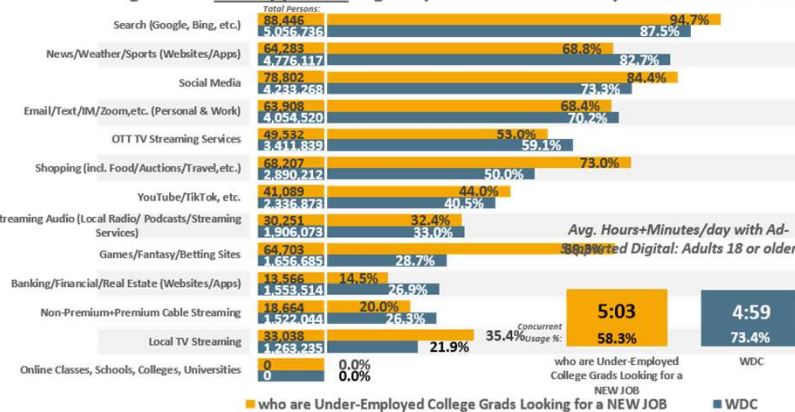
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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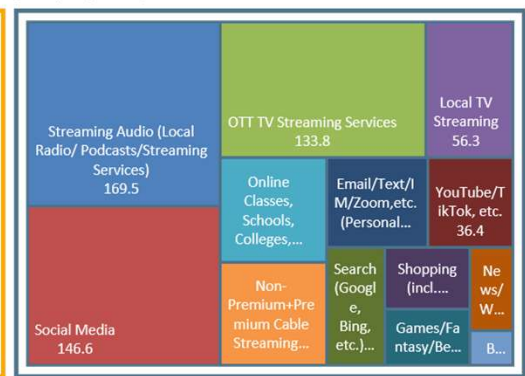
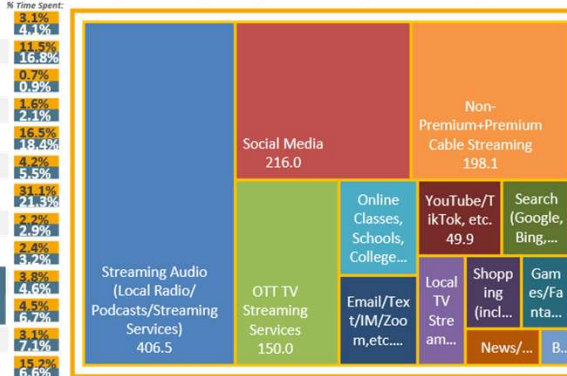
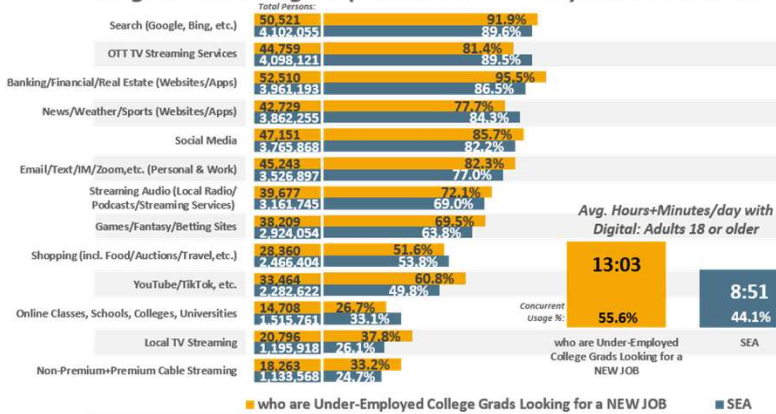
[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



30,095 or 54.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Social Media for an average of 137.8 minutes every day representing 14.9% of all time spent daily with Ad-Supported Digital Media.

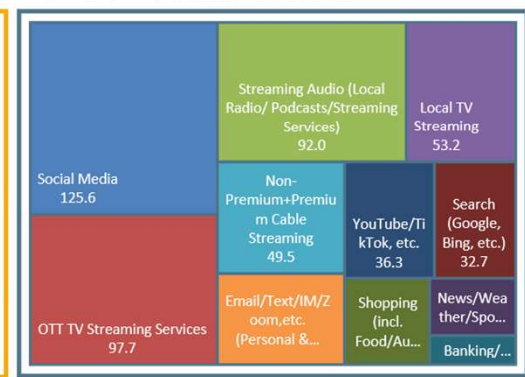
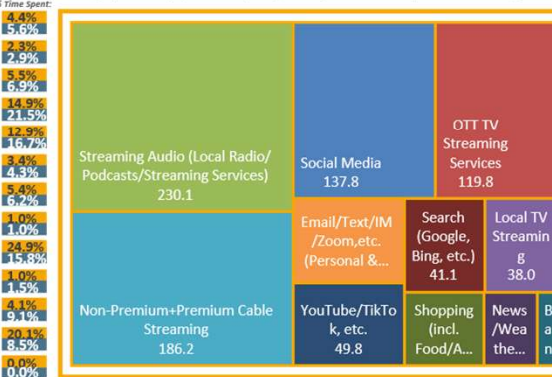
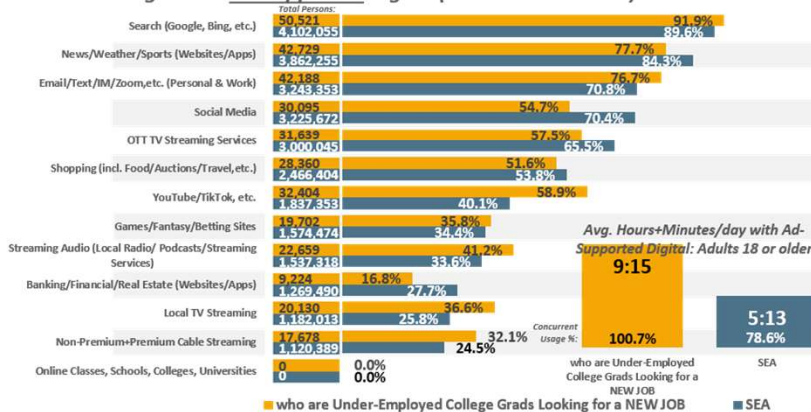
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 84
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who are Under-Employed College Grads Looking for a NEW JOB

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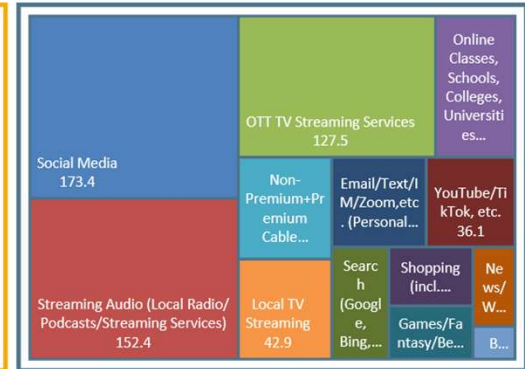
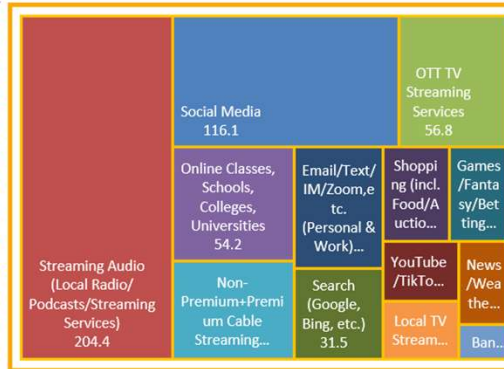
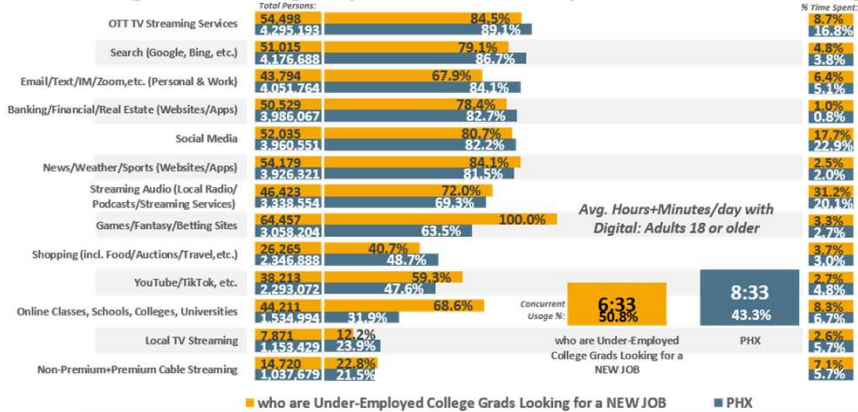
[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



48,883 or 75.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Social Media for an average of 109. minutes every day representing 23.6% of all time spent daily with Ad-Supported Digital Media.

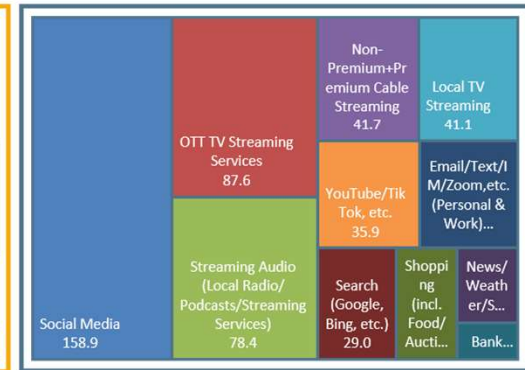
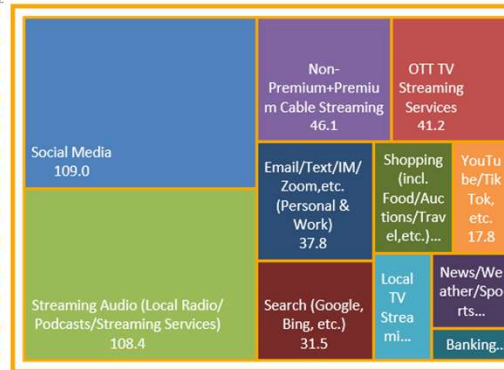
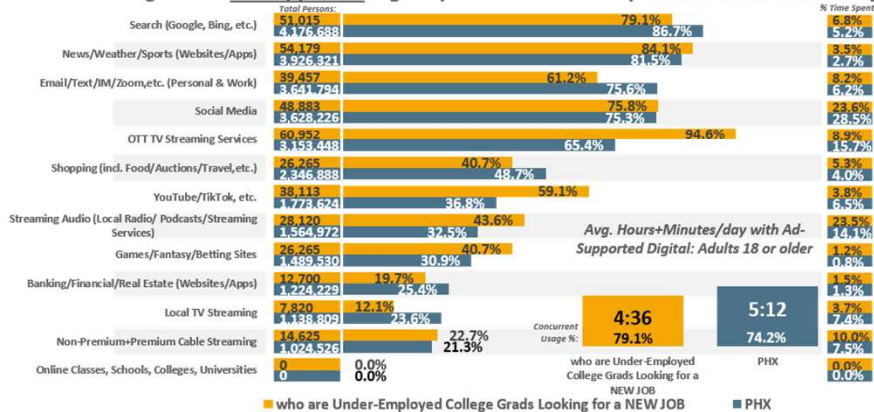
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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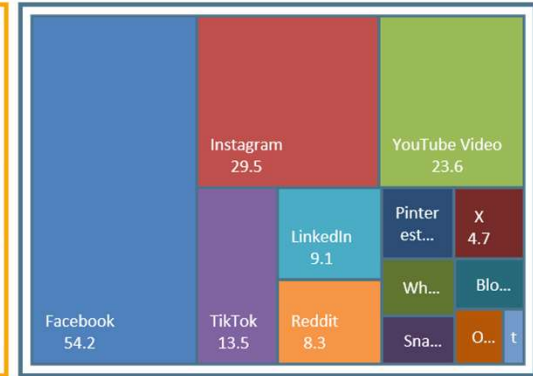
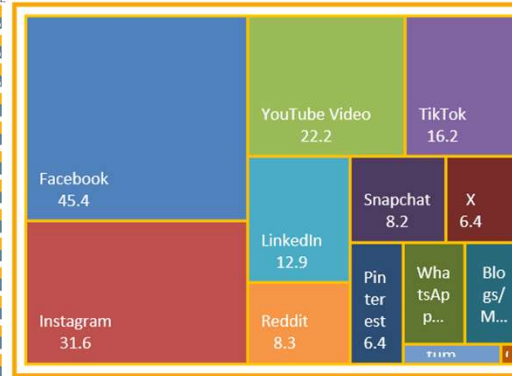
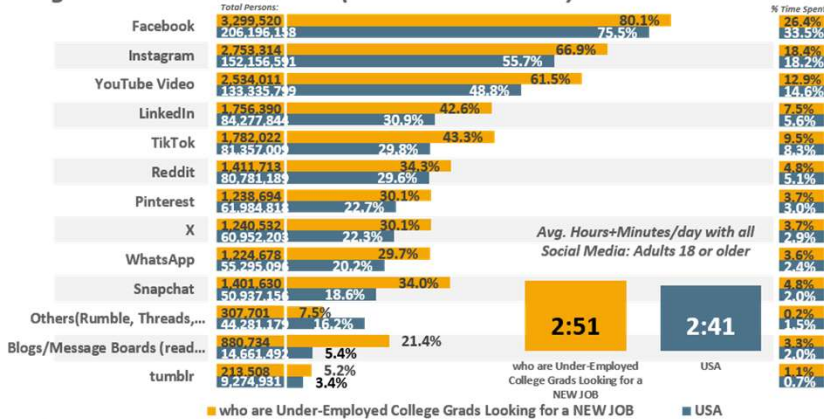
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLI): \$50,000 or more

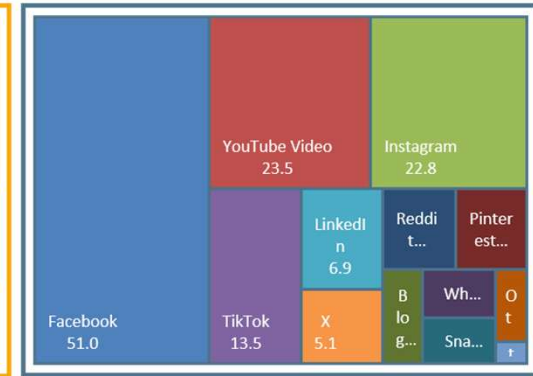
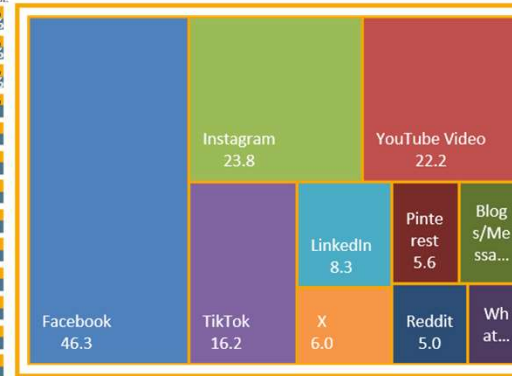
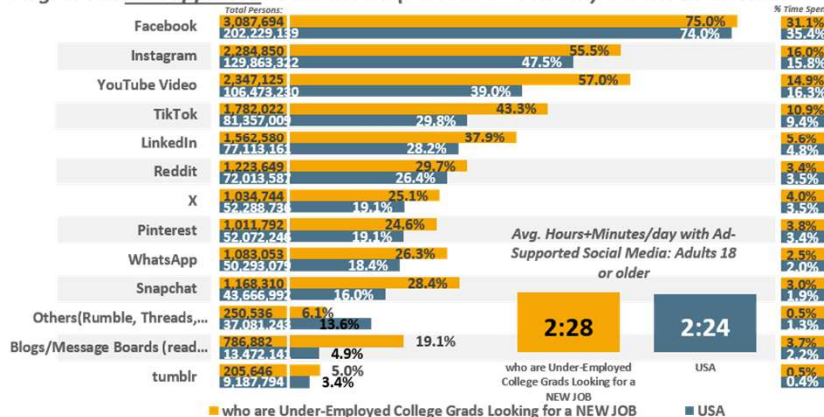


3,087,694 or 75.% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Facebook for an average of 46.3 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

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



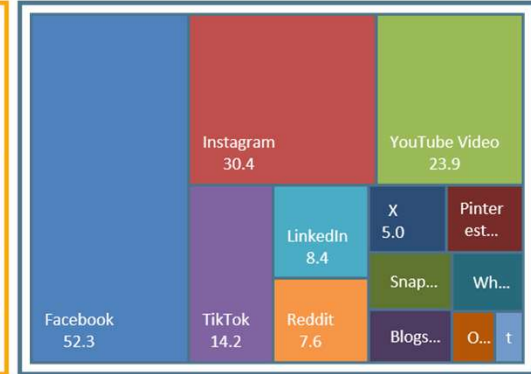
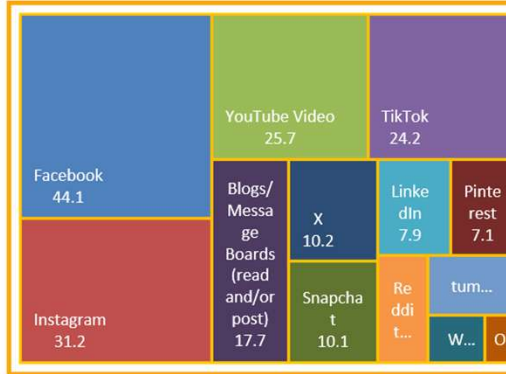
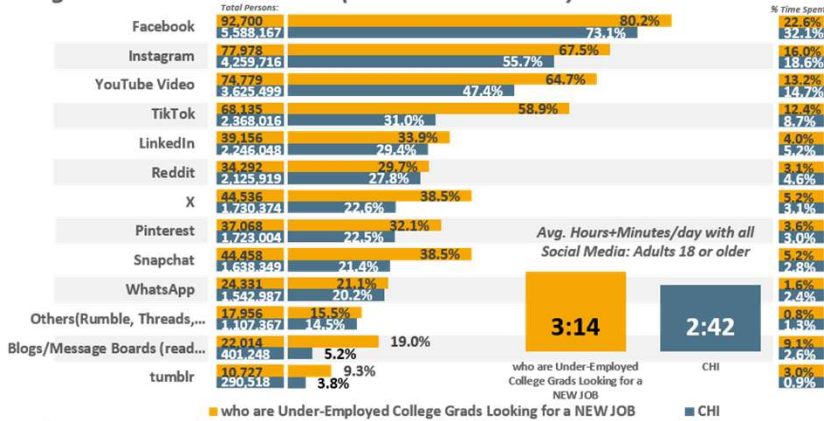
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



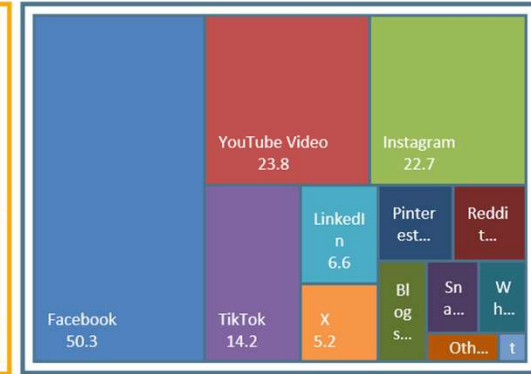
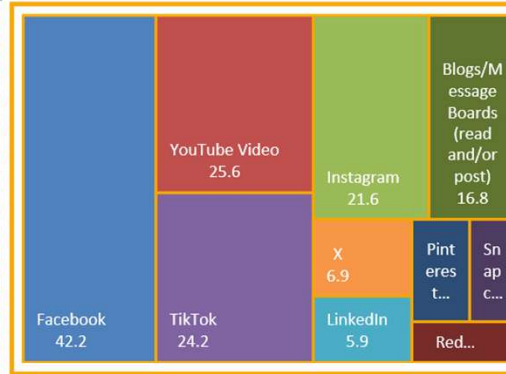
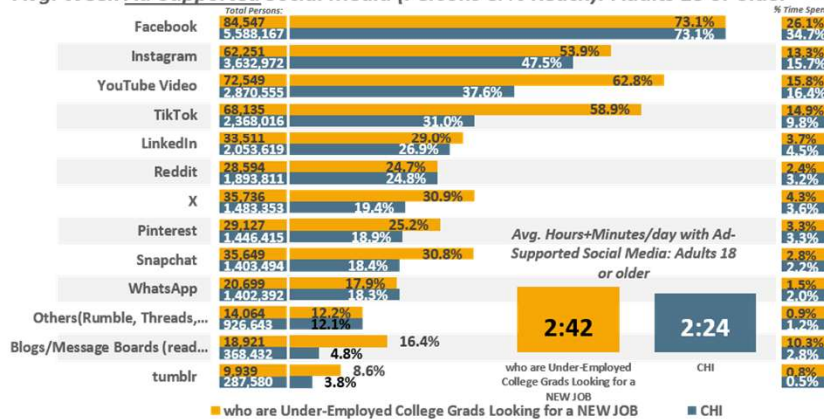


84,547 or 73.1% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Facebook for an average of 42.2 minutes every day representing 26.1% of all time spent daily with Ad-Supported Social Media.

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



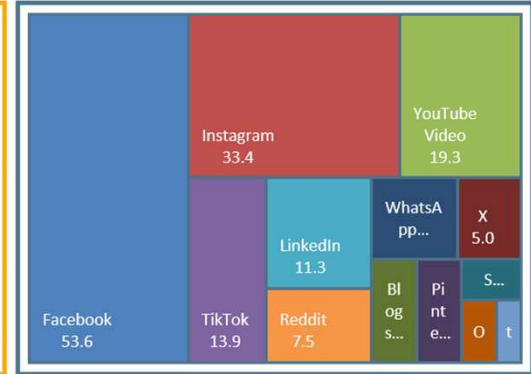
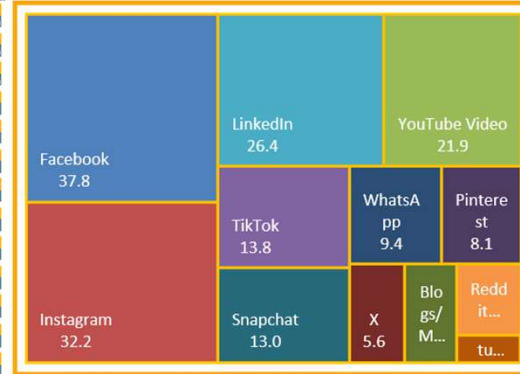
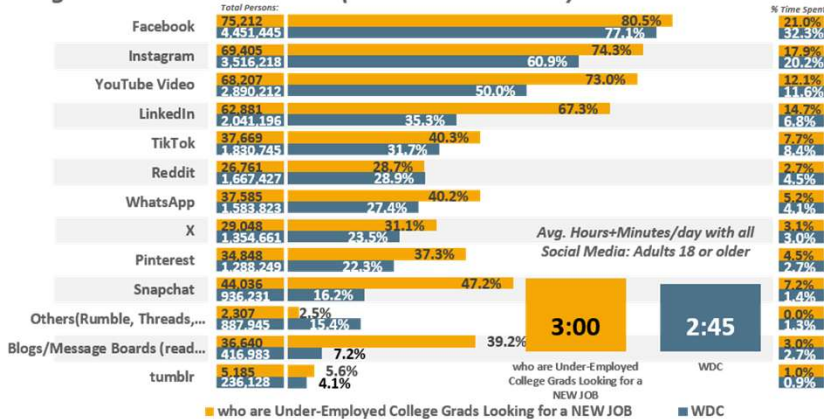
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



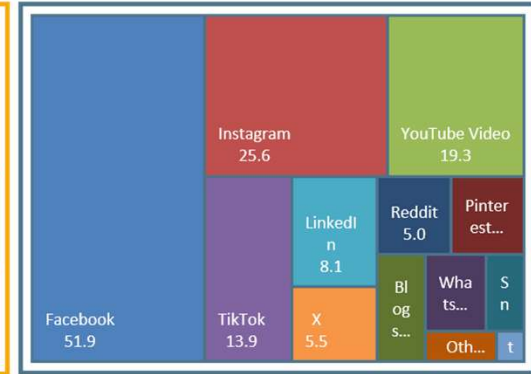
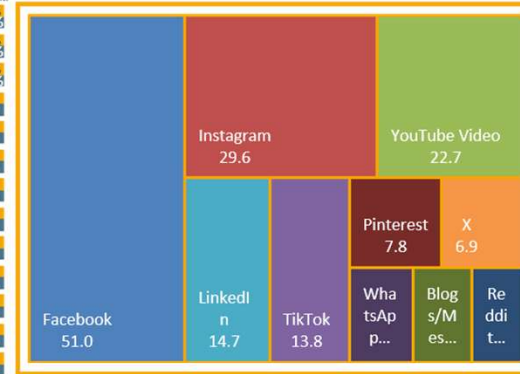
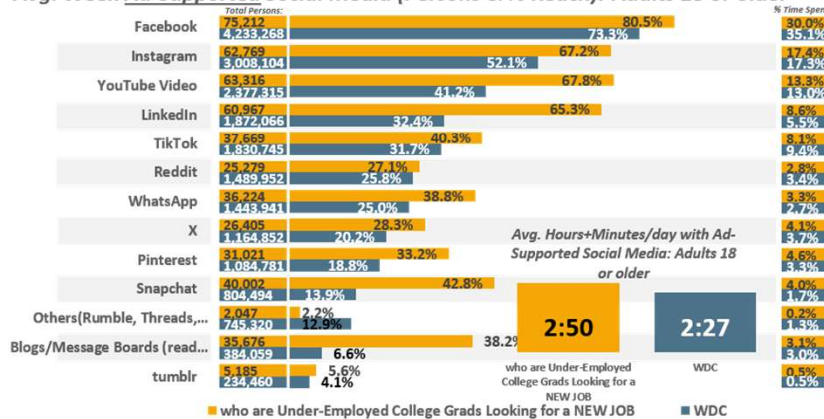


75,212 or 80.5% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Facebook for an average of 51. minutes every day representing 30.% of all time spent daily with Ad-Supported Social Media.

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**



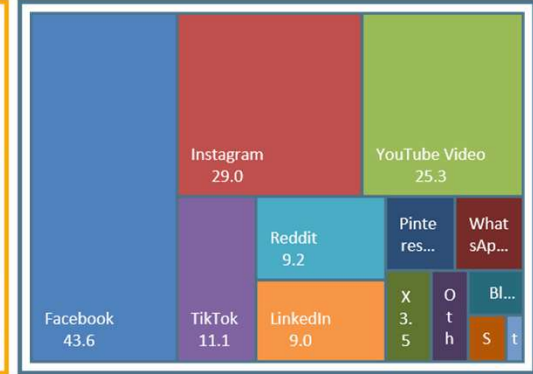
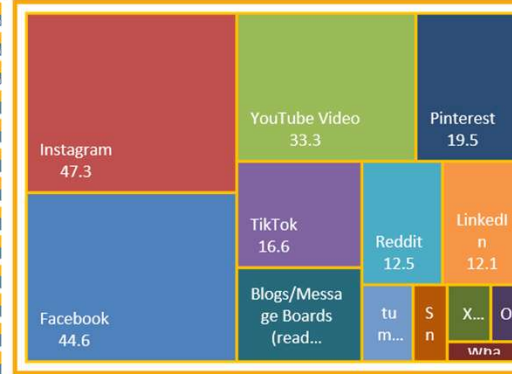
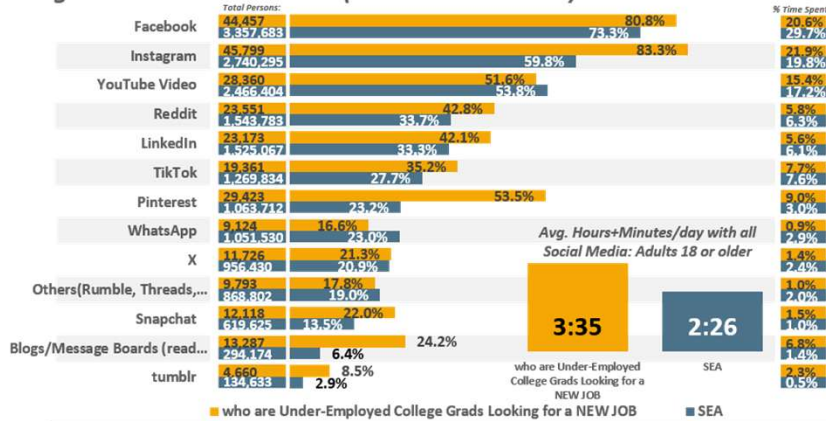
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



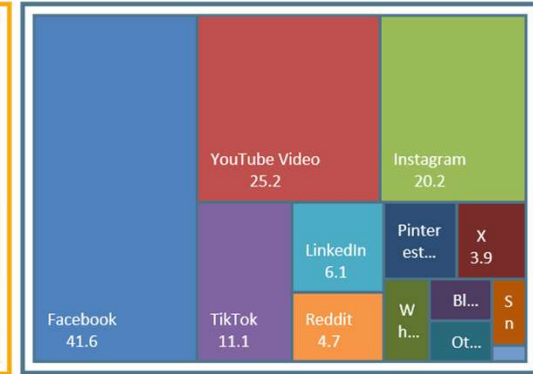
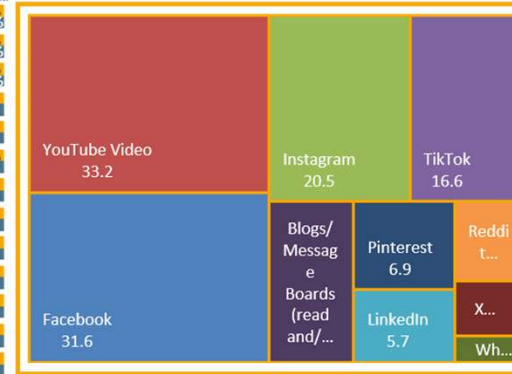
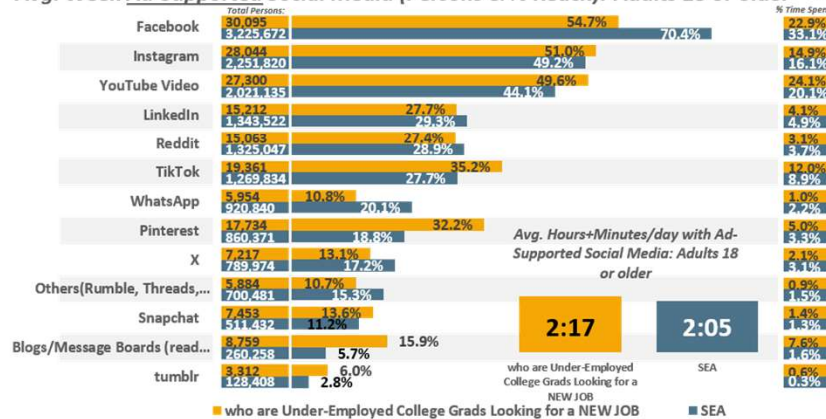


27,300 or 49.6% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported YouTube Video for an average of 33.2 minutes every day representing 24.1% of all time spent daily with Ad-Supported Social Media.

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



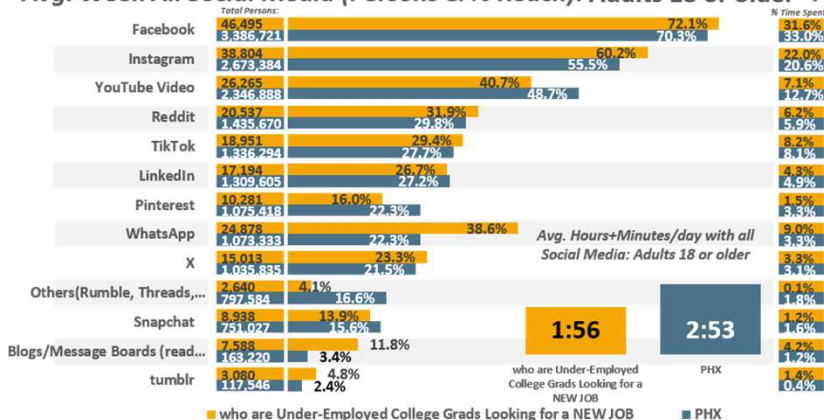
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



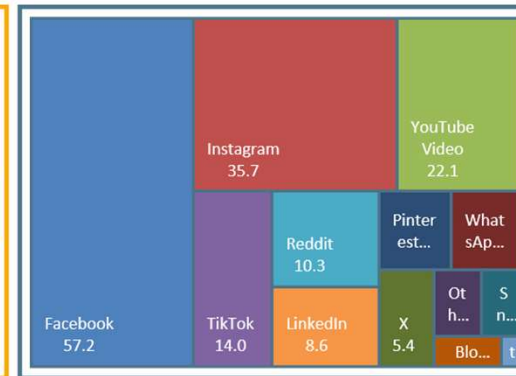
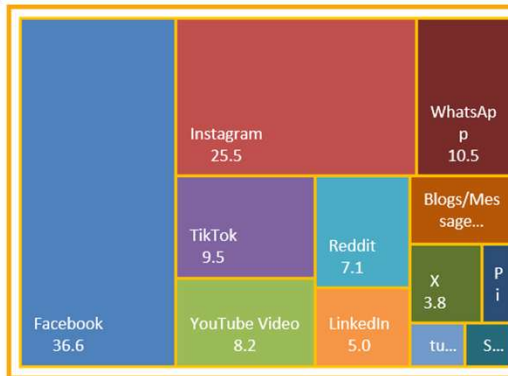


46,495 or 72.1% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Facebook for an average of 40.4 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

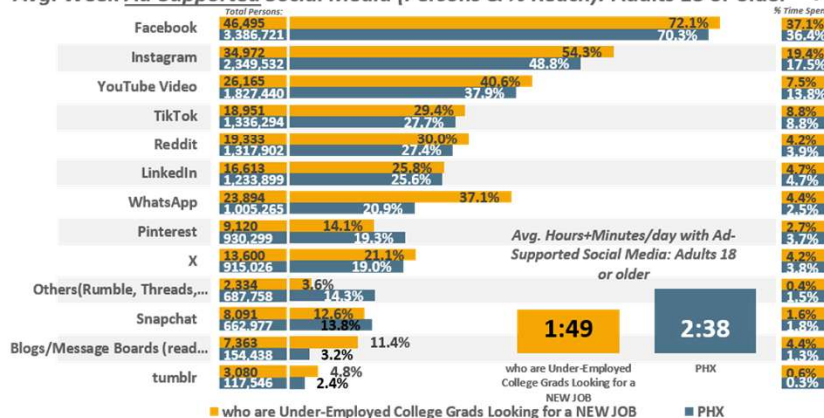
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



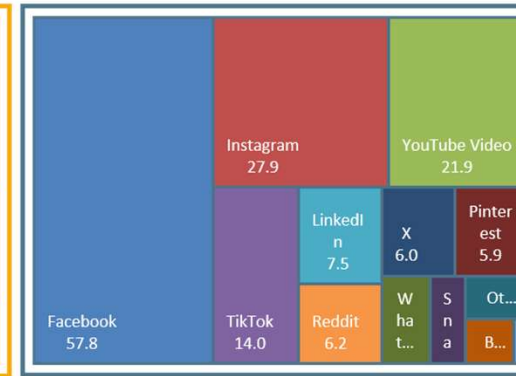
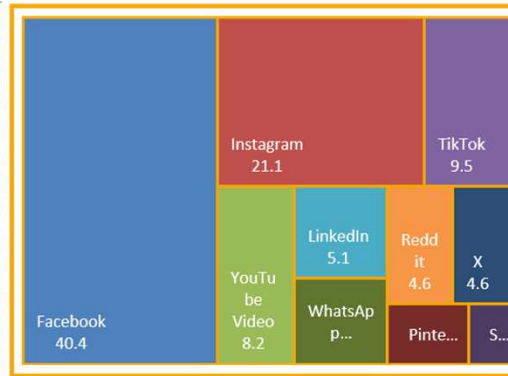
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



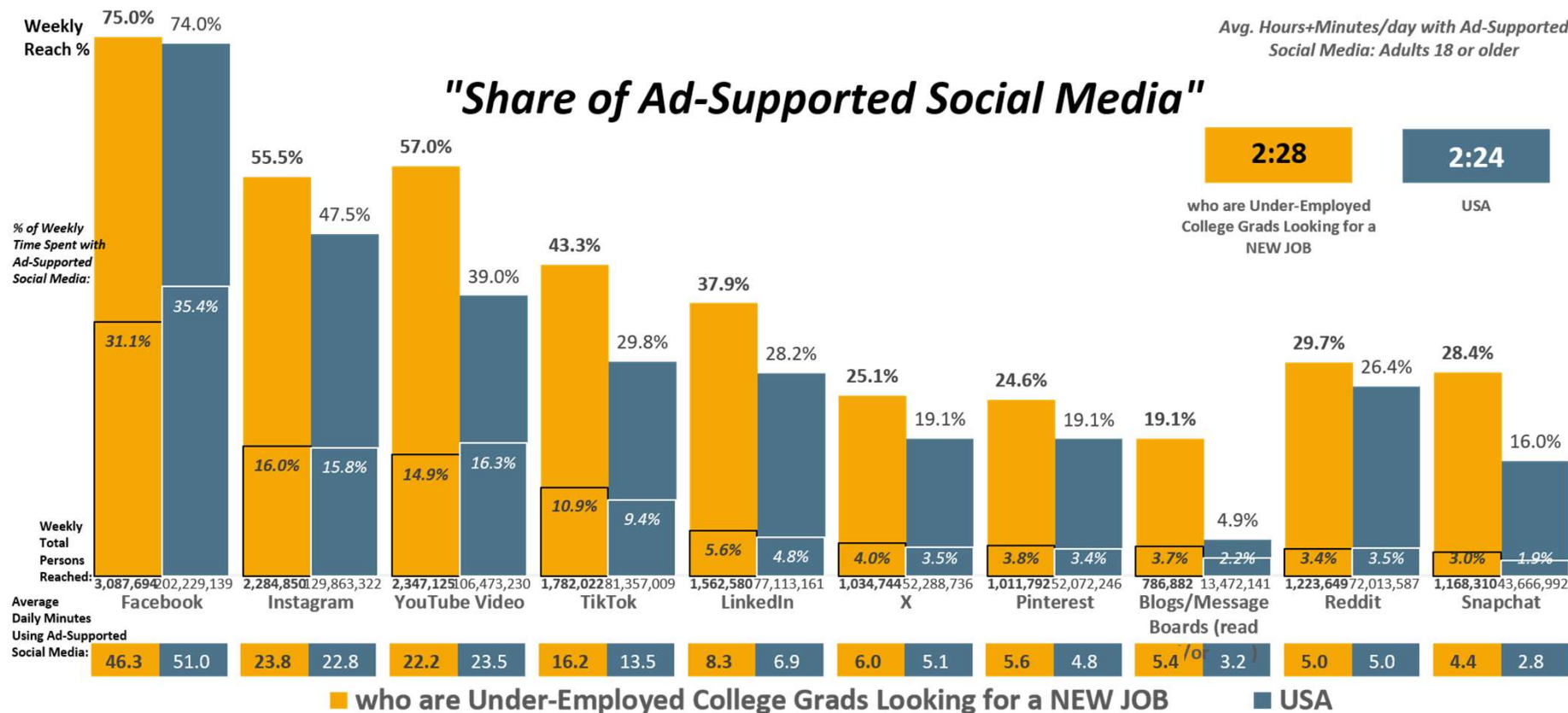
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





3,087,694 or 75.0% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Facebook for an average of 46.3 minutes every day representing 31.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 607 Scarborough R1 2026: Jan25-Mar26
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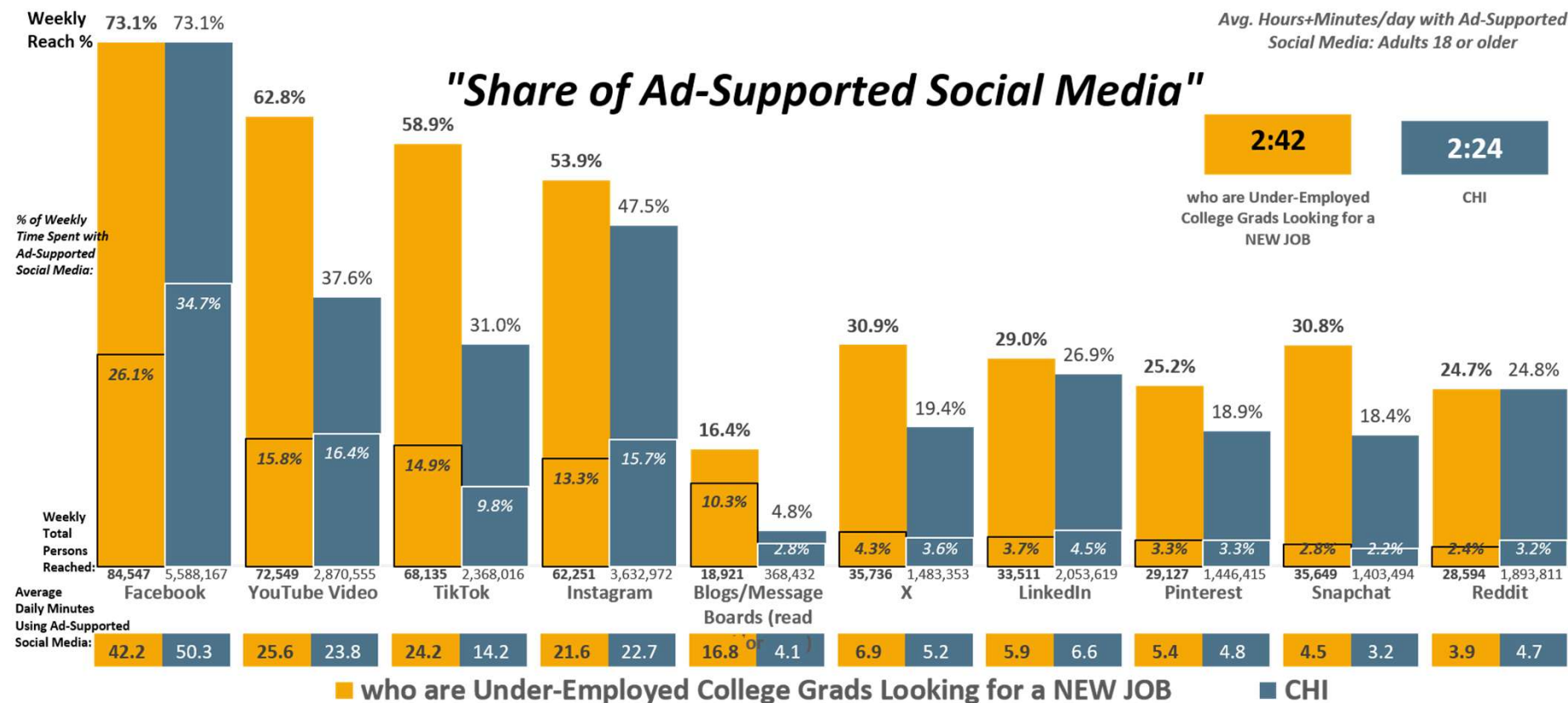
USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338

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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

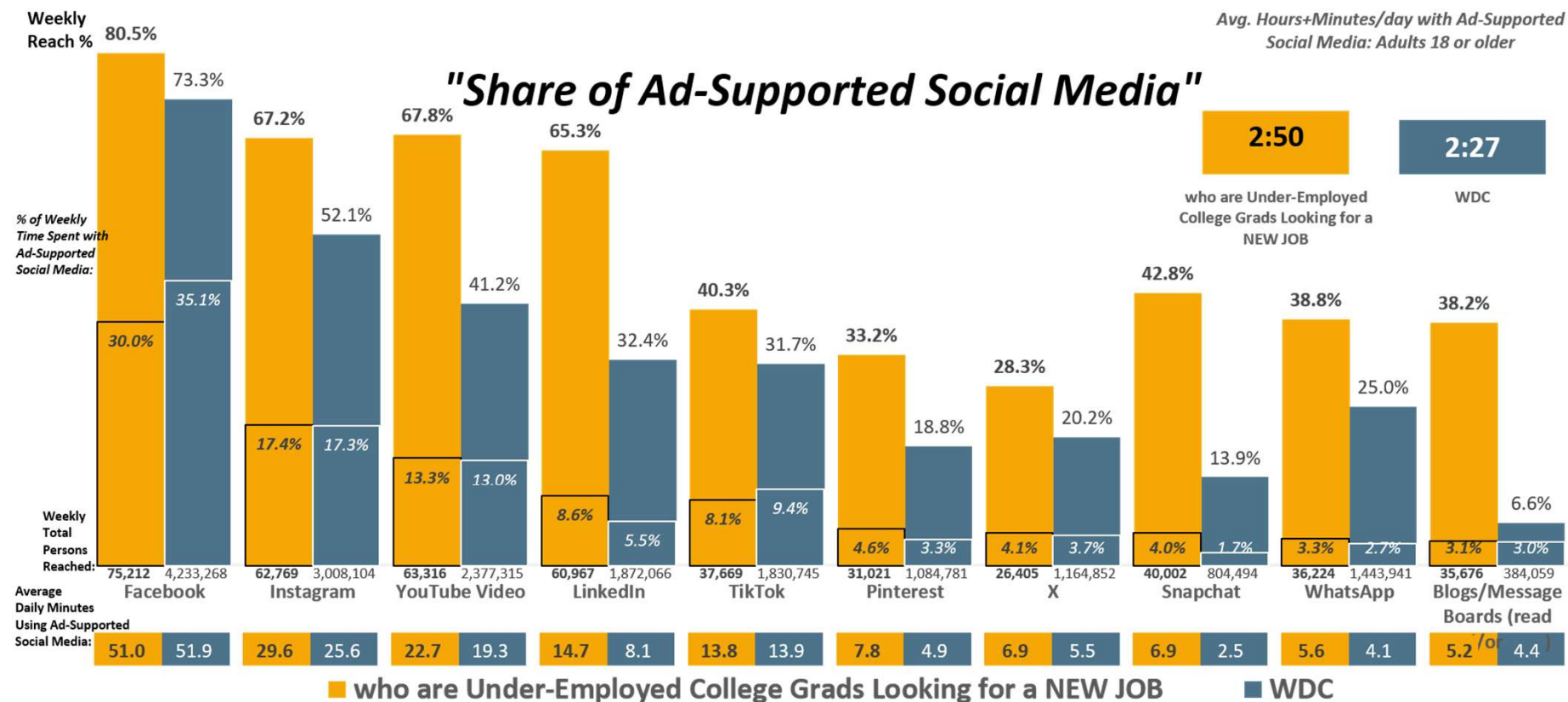


84,547 or 73.1% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Facebook for an average of 42.2 minutes every day representing 26.1% of all time spent daily with Ad-Supported Social Media.





75,212 or 80.5% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Facebook for an average of 51. minutes every day representing 30.0% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

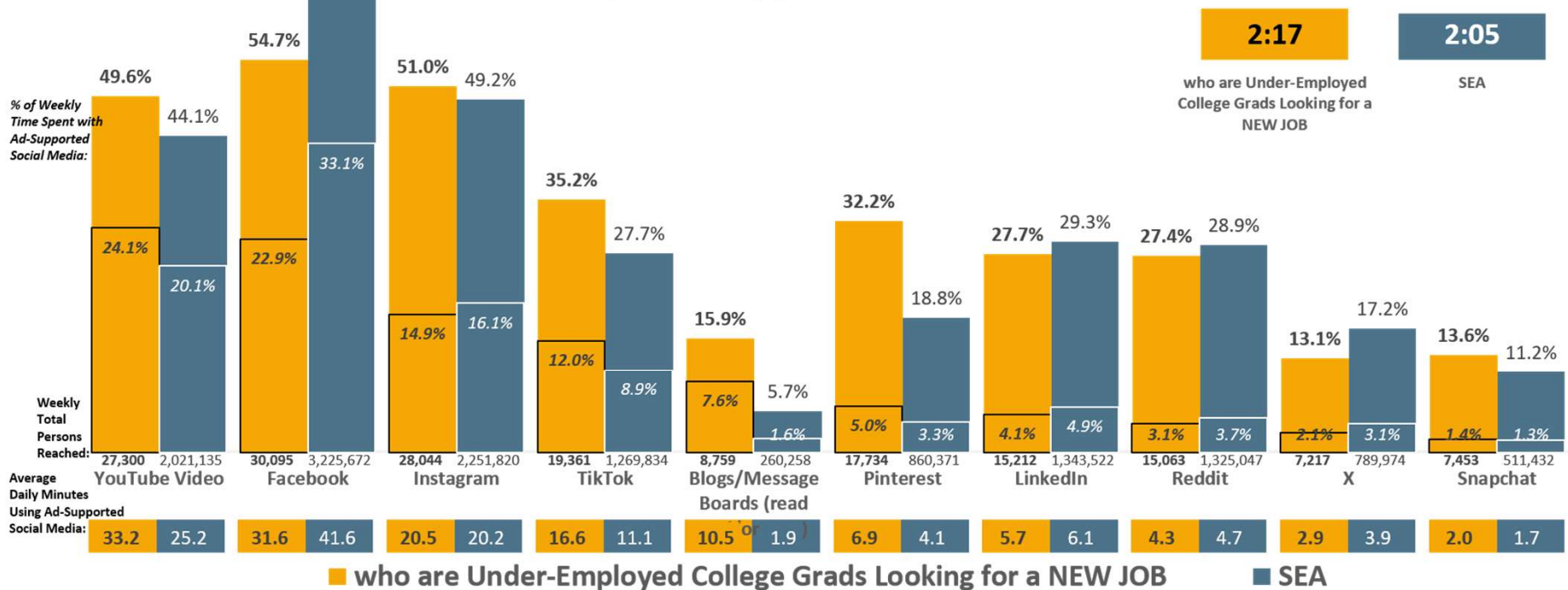


27,300 or 49.6% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported YouTube Video for an average of 33.2 minutes every day representing 24.1% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 84 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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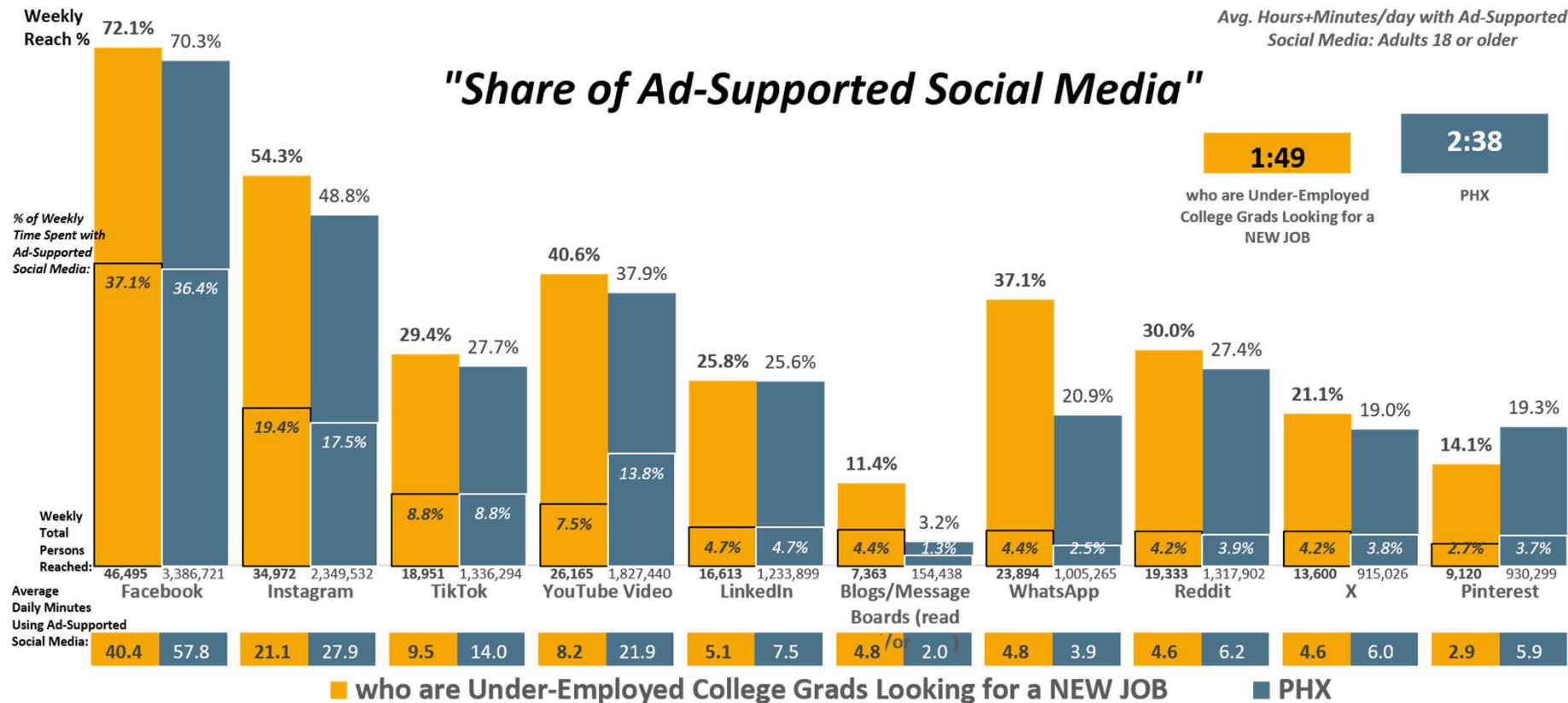
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for Anything

[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more



46,495 or 72.1% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB use Ad-Supported Facebook for an average of 40.4 minutes every day representing 37.1% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



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

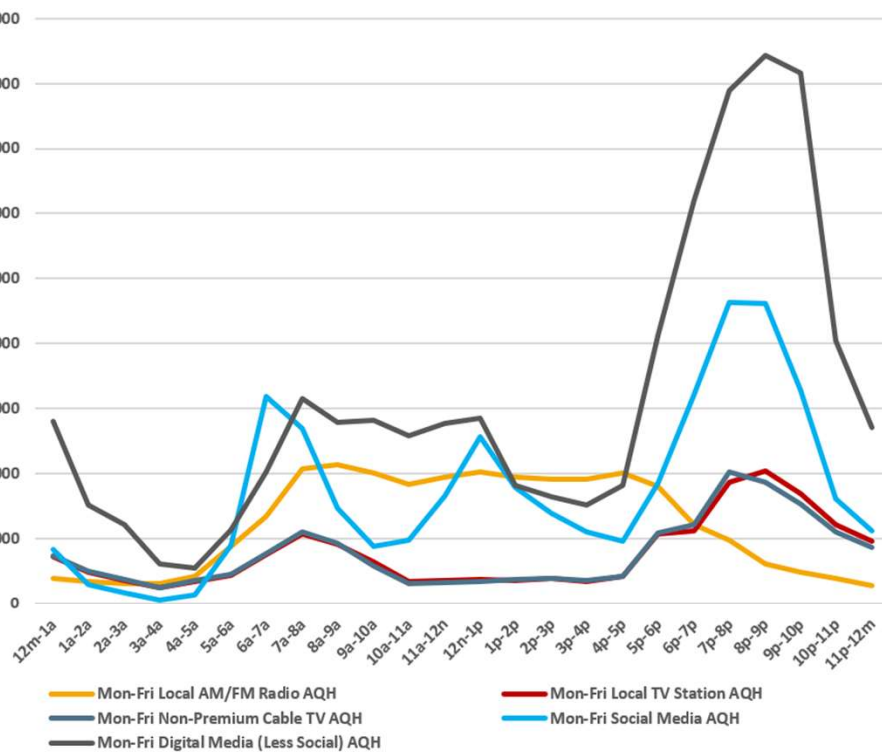
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

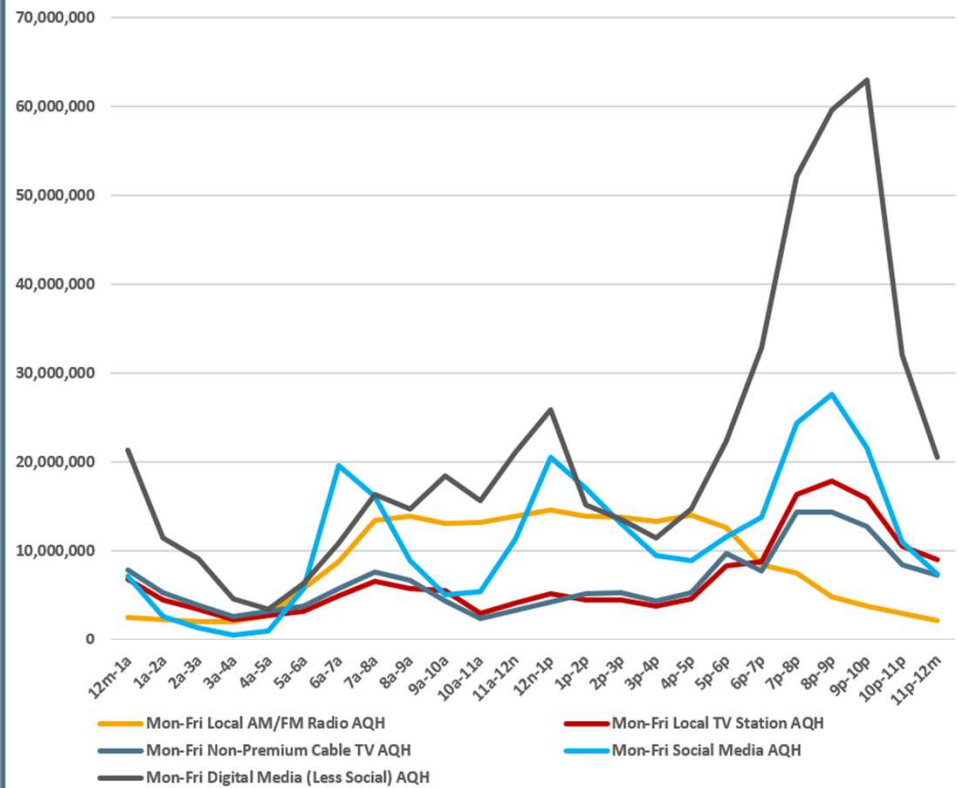


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 277,695; Local Radio: 186,017; Social Media: 182,570; Non-Prem. Cable: 63,000; Local TV: 62,559 reaching Adults 18 or older who are Under-Employed College Grads Looking f

**(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Under-Employed College Grads
Looking for a NEW JOB**



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



USA USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 607
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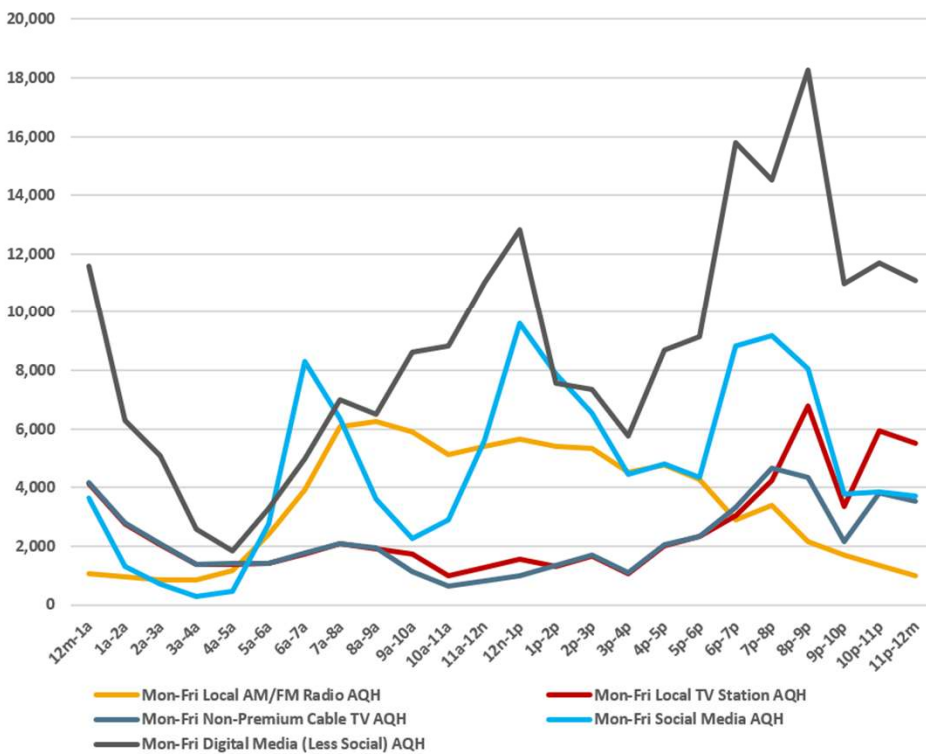
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

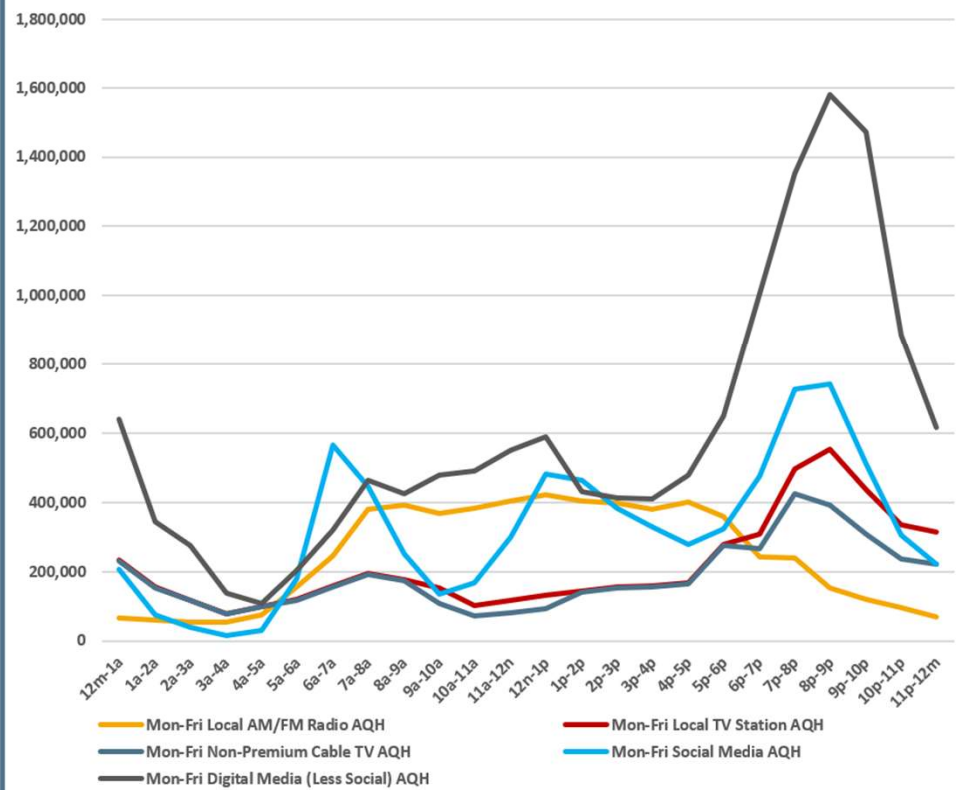


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 8,776;
Social Media: 5,811; Local Radio: 5,042; Local TV: 1,749; Non-Prem. Cable: 1,630 reaching
Adults 18 or older who are Under-Employed College Grads Looking for a NEW

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Under-Employed College Grads
Looking for a NEW JOB



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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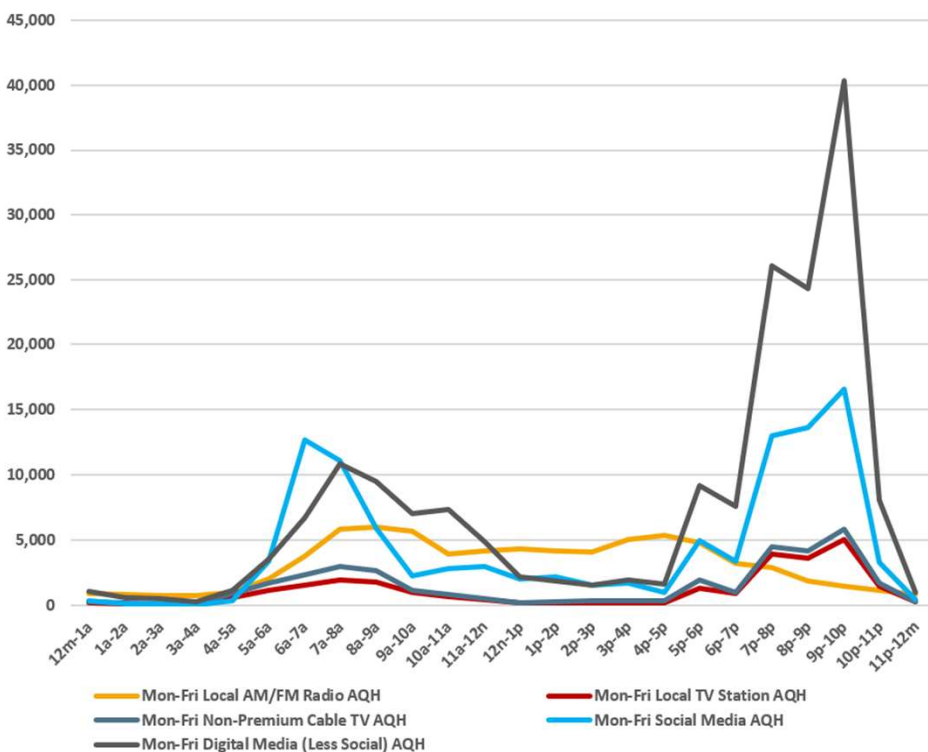
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for Anything.

[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

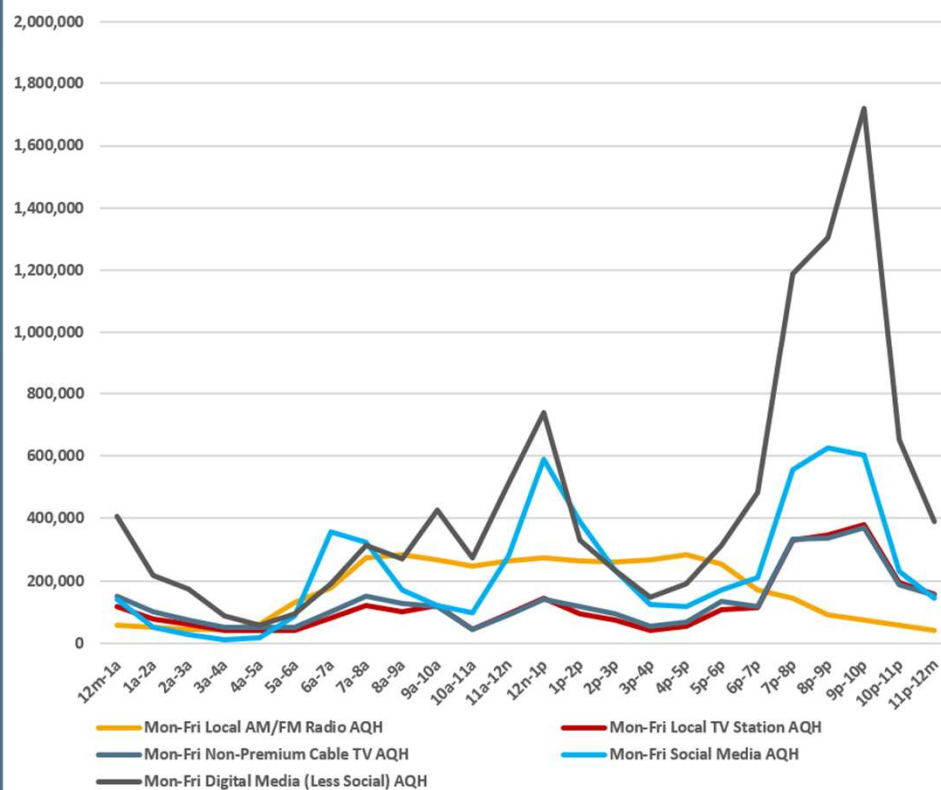


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,550; Local Radio: 4,639; Social Media: 4,181; Non-Prem. Cable: 1,139; Local TV: 806 reaching Adults 18 or older who are Under-Employed College Grads Looking for a NEW J

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Under-Employed College Grads
Looking for a NEW JOB



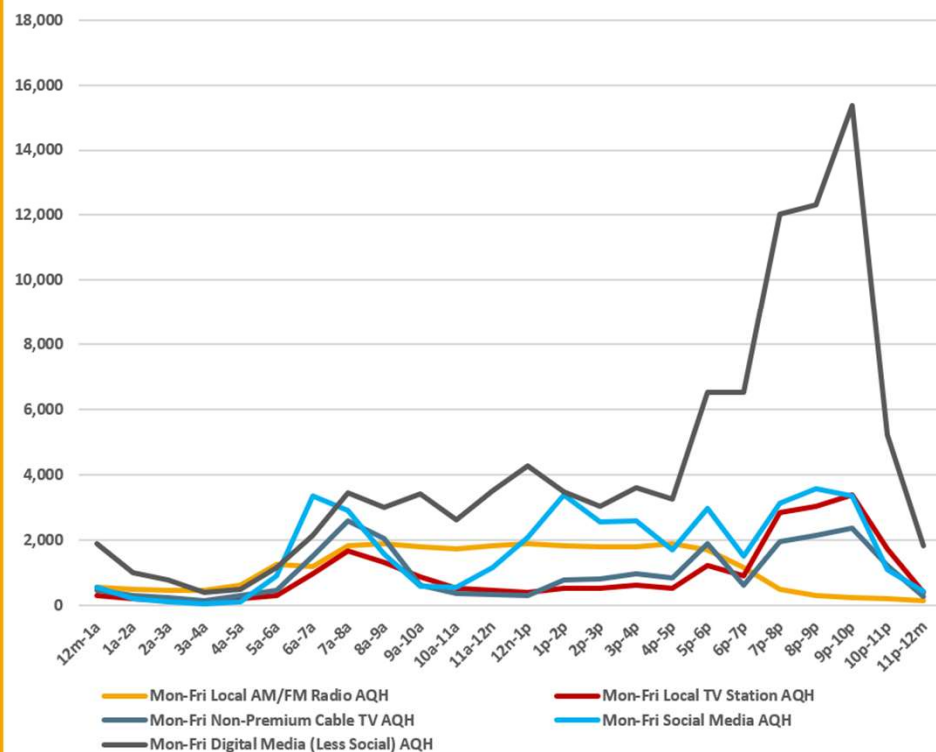
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WDC Metro Area Adults 18 or older



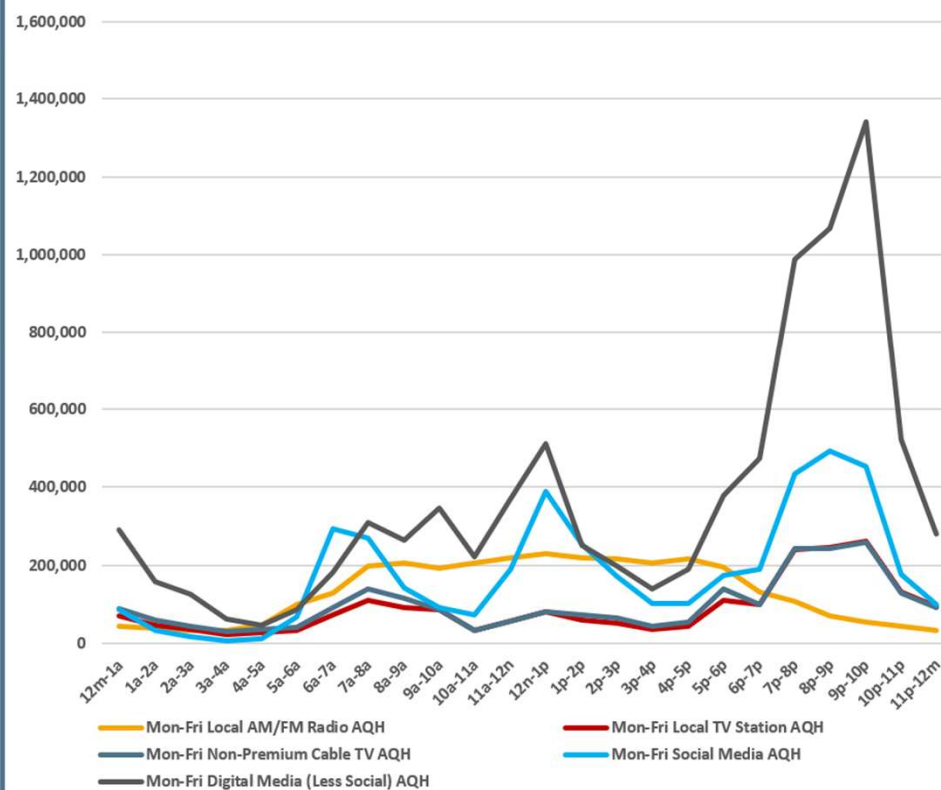


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,752;
 Social Media: 2,065; Local Radio: 1,714; Non-Prem. Cable: 1,045; Local TV: 807 reaching
 Adults 18 or older who are Under-Employed College Grads Looking for a NEW J

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Under-Employed College Grads
Looking for a NEW JOB



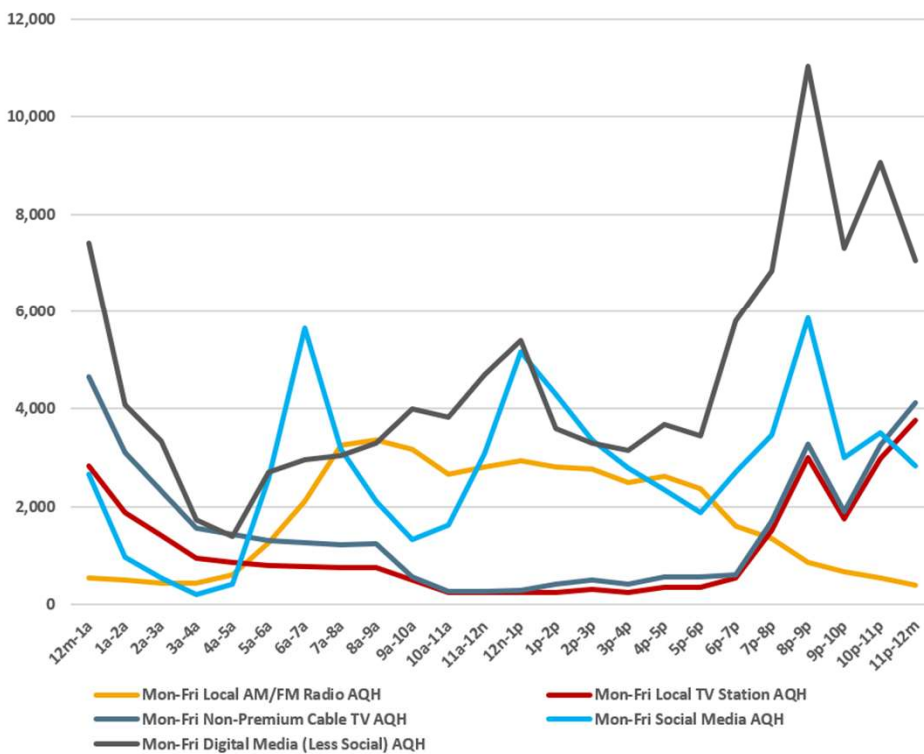
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
SEA Metro Area Adults 18 or older



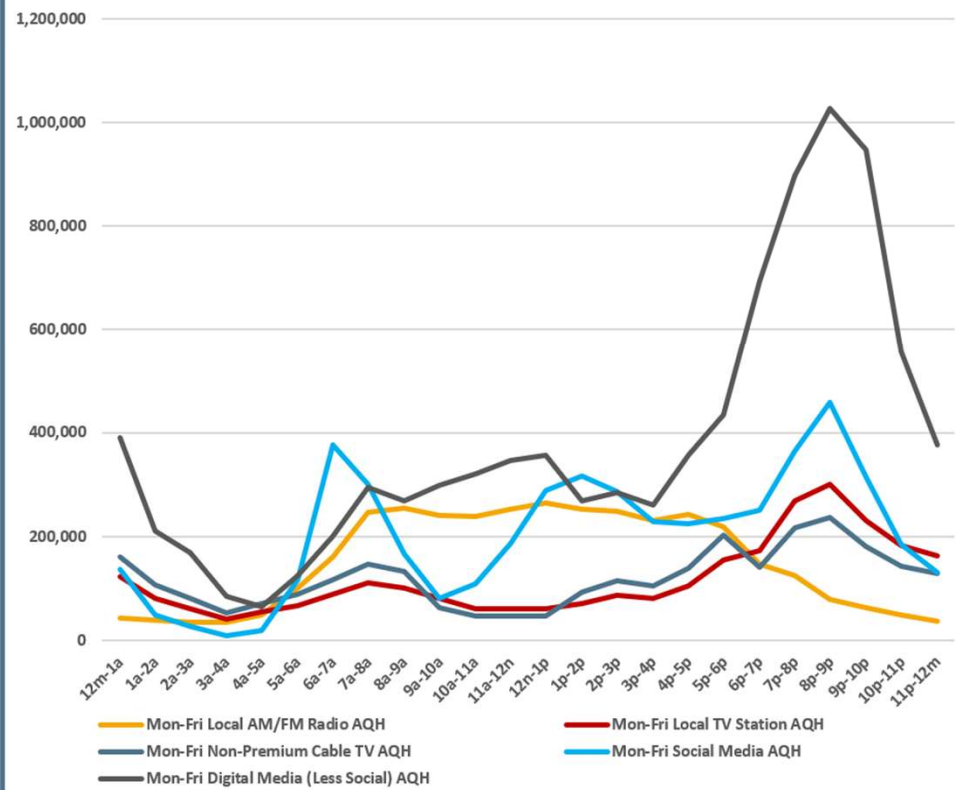


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,861;
Social Media: 3,036; Local Radio: 2,690; Non-Prem. Cable: 631; Local TV: 429 reaching
Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who are Under-Employed College Grads
Looking for a NEW JOB



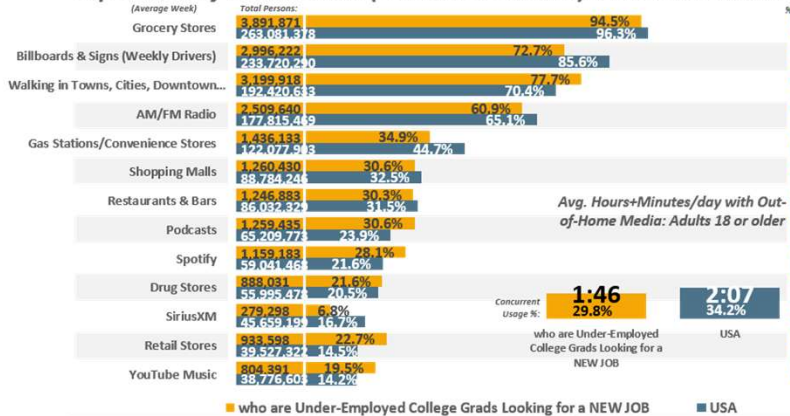
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
PHX Metro Area Adults 18 or older



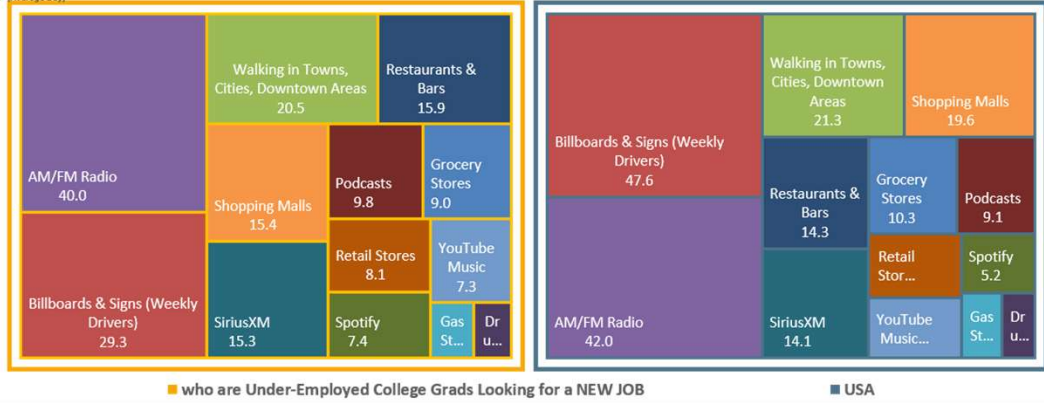


2,996,222 or 72.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 29.3 minutes per day driving, seeing Billboards and Signs. 60.% Listen to Local Radio Stations Out-of-Home for an average of 38.6 minut

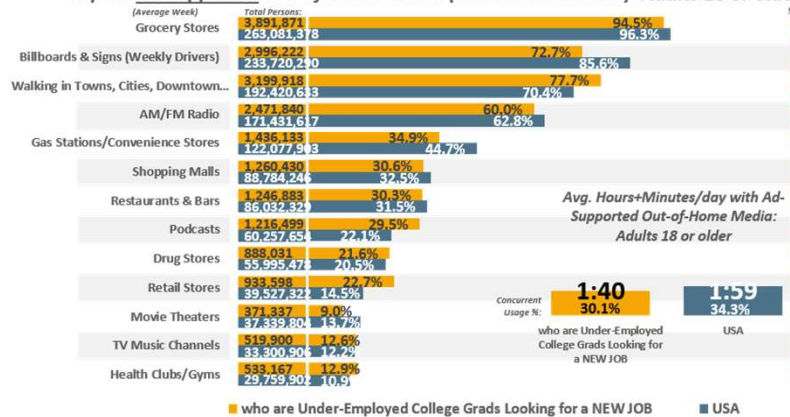
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



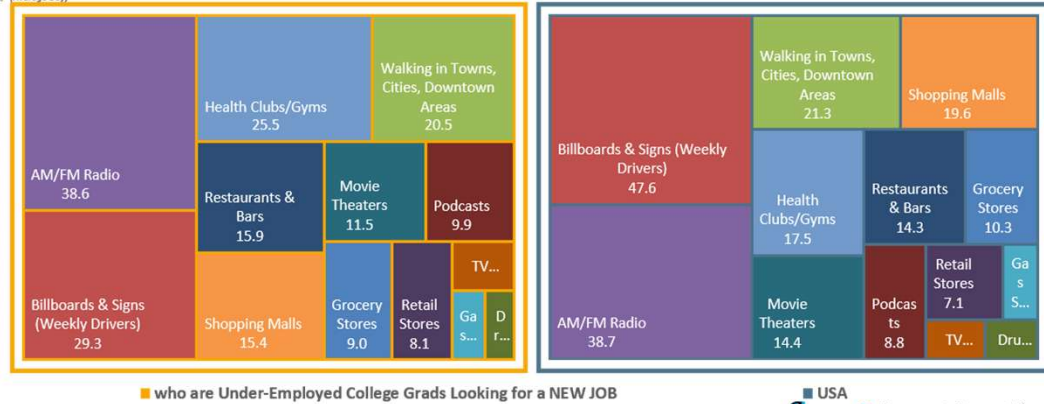
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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: Jan25-Mar26 Qual Intab 607
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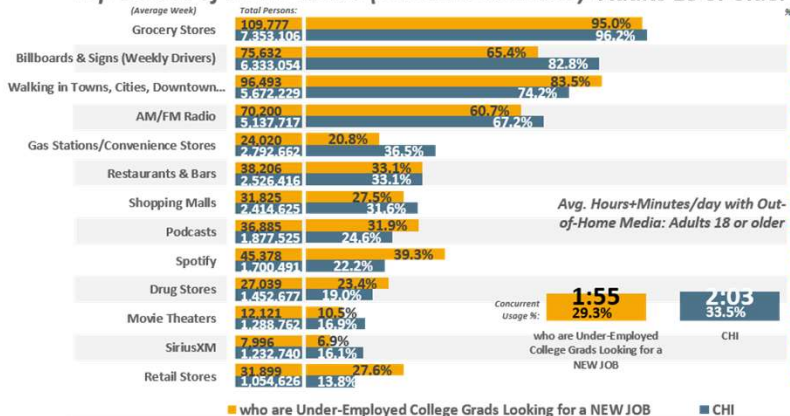
soefa.ai Share of Everything for Anything

[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

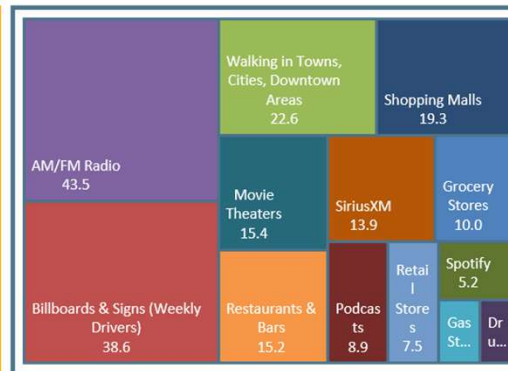
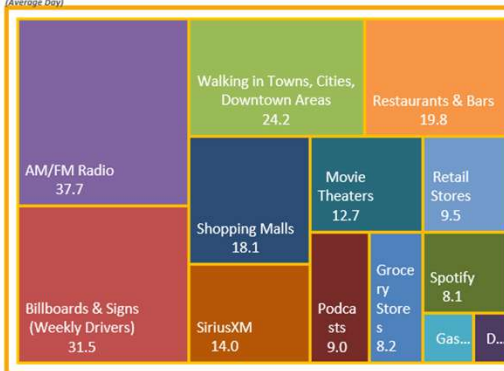


75,632 or 65.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 31.5 minutes per day driving, seeing Billboards and Signs. 59.5% Listen to Local Radio Stations Out-of-Home for an average of 36.4 minutes

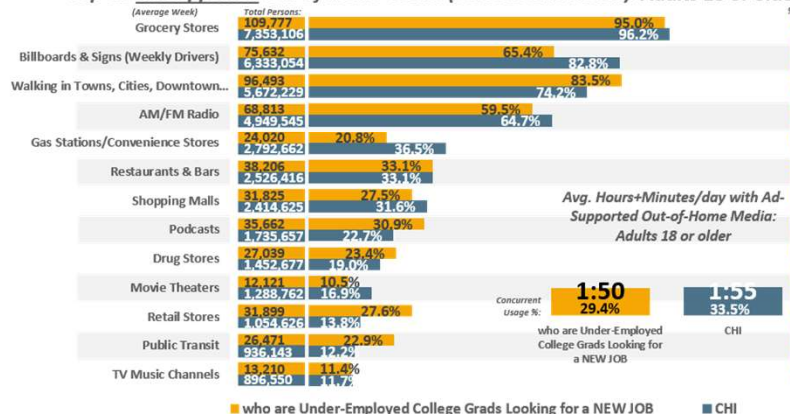
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



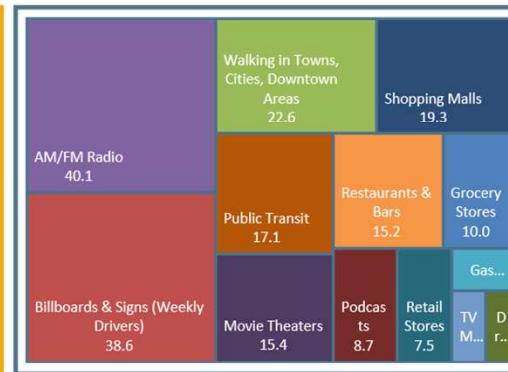
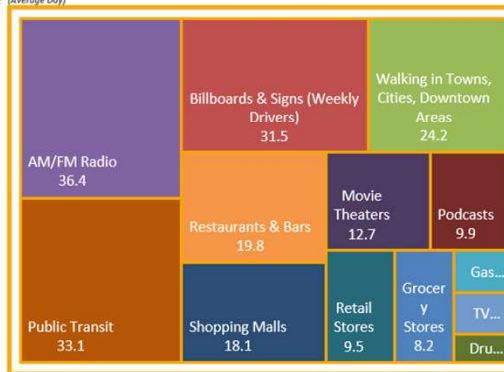
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



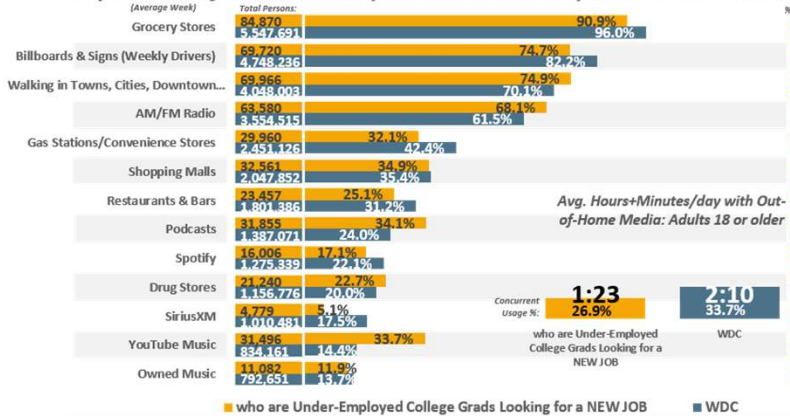
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



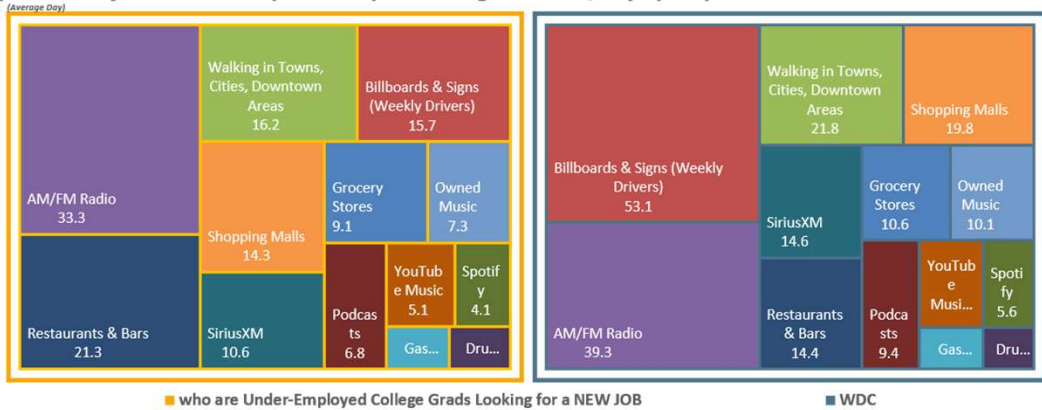


69,720 or 74.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 15.7 minutes per day driving, seeing Billboards and Signs. 66.9% Listen to Local Radio Stations Out-of-Home for an average of 31.6 minutes

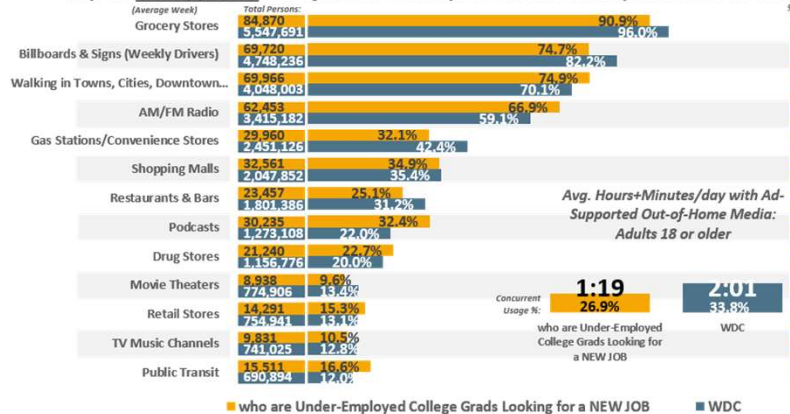
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



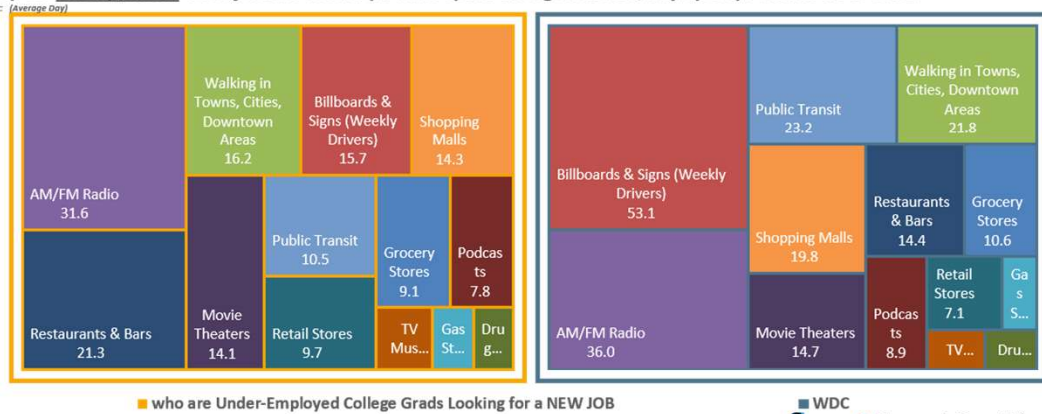
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144
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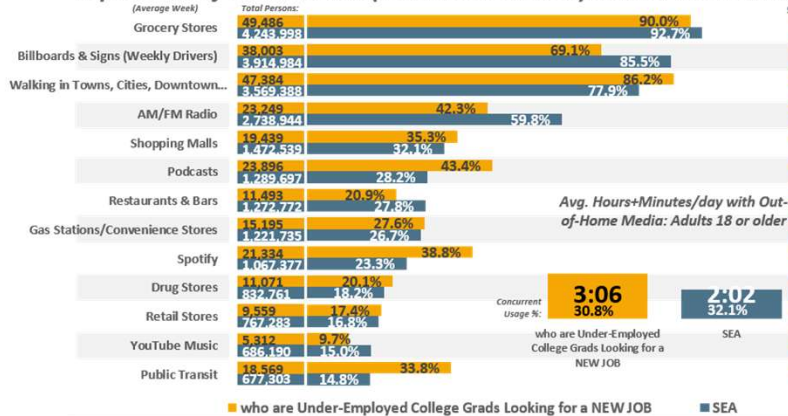
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

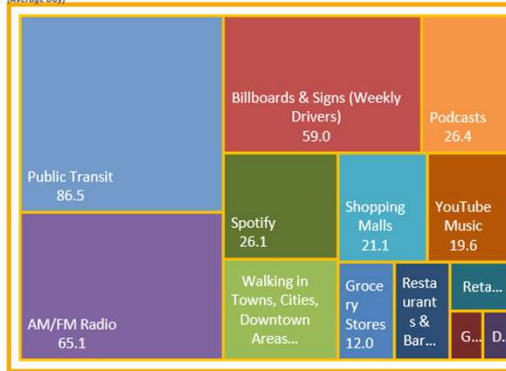


38,003 or 69.1% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 59. minutes per day driving, seeing Billboards and Signs. 41.7% Listen to Local Radio Stations Out-of-Home for an average of 62.7 minutes/

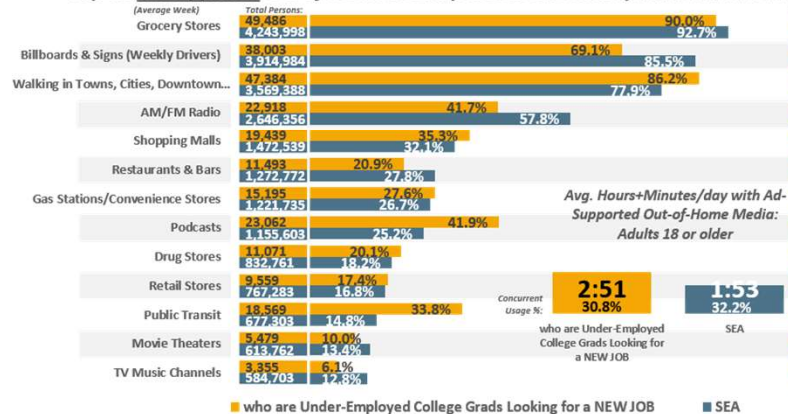
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



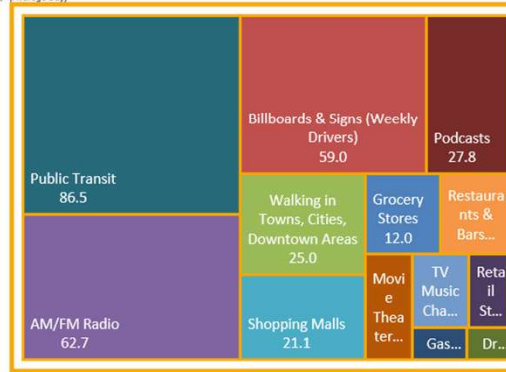
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



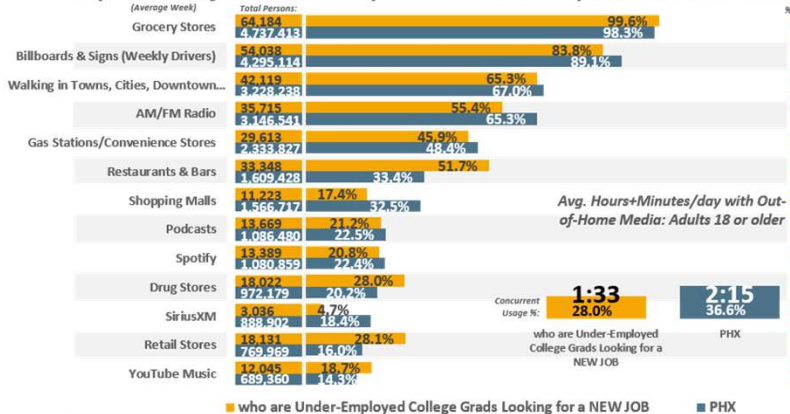
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



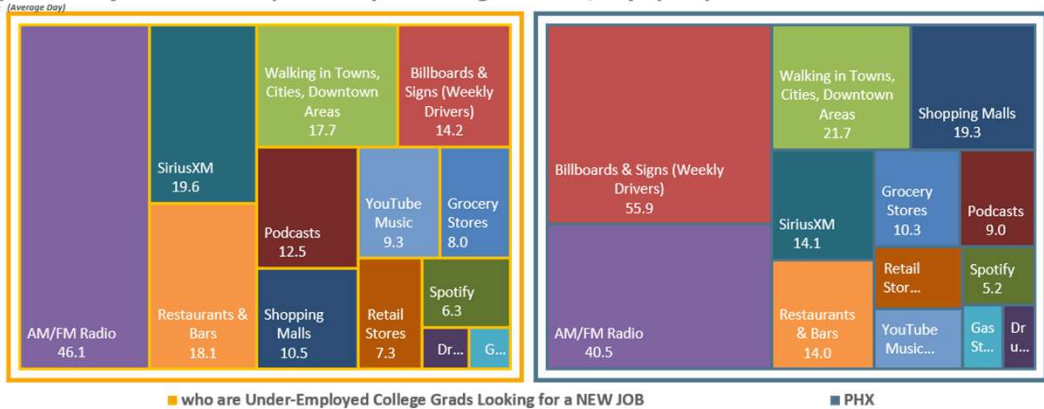


54,038 or 83.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 14.2 minutes per day driving, seeing Billboards and Signs. 55.2% Listen to Local Radio Stations Out-of-Home for an average of 45.7 minutes

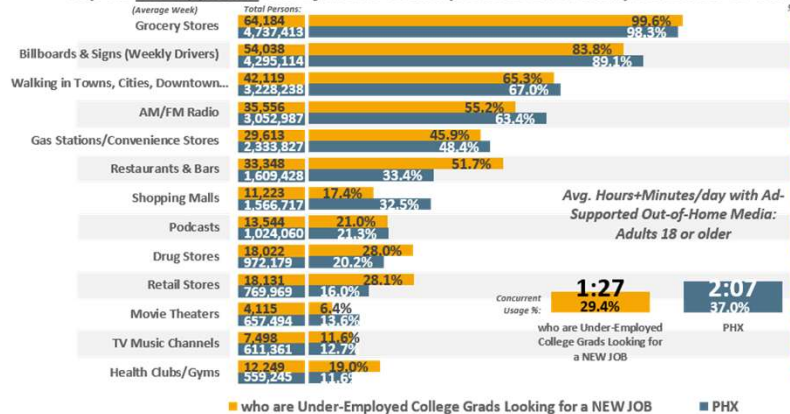
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



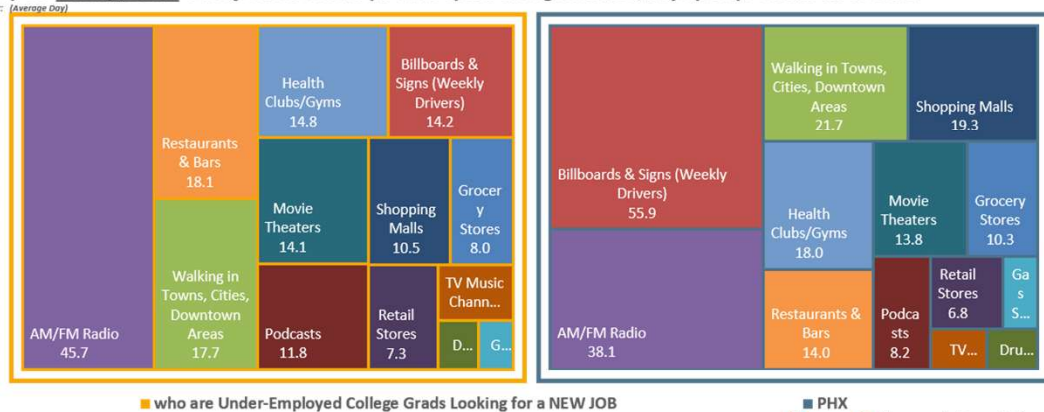
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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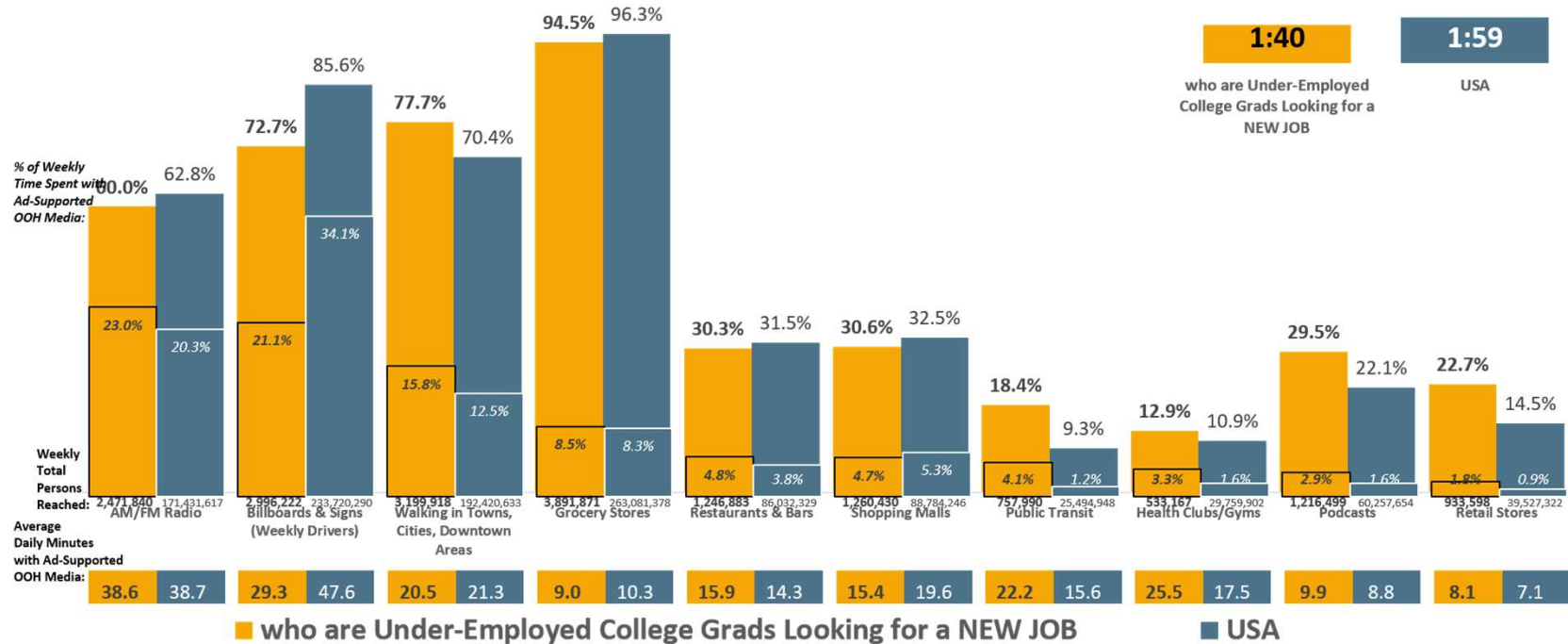


2,996,222 or 72.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 29.3 minutes per day driving, seeing Billboards and Signs representing 21.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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: Jan25-Mar26 Qual Intab 607 Scarborough R1 2026: Jan25-Mar26 USA Projection Scarborough R1 2026: Jan25-Mar26 Qual Intab 24,338
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[(Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job))] AND NOT Household income summaries (HHLD): \$50,000 or more

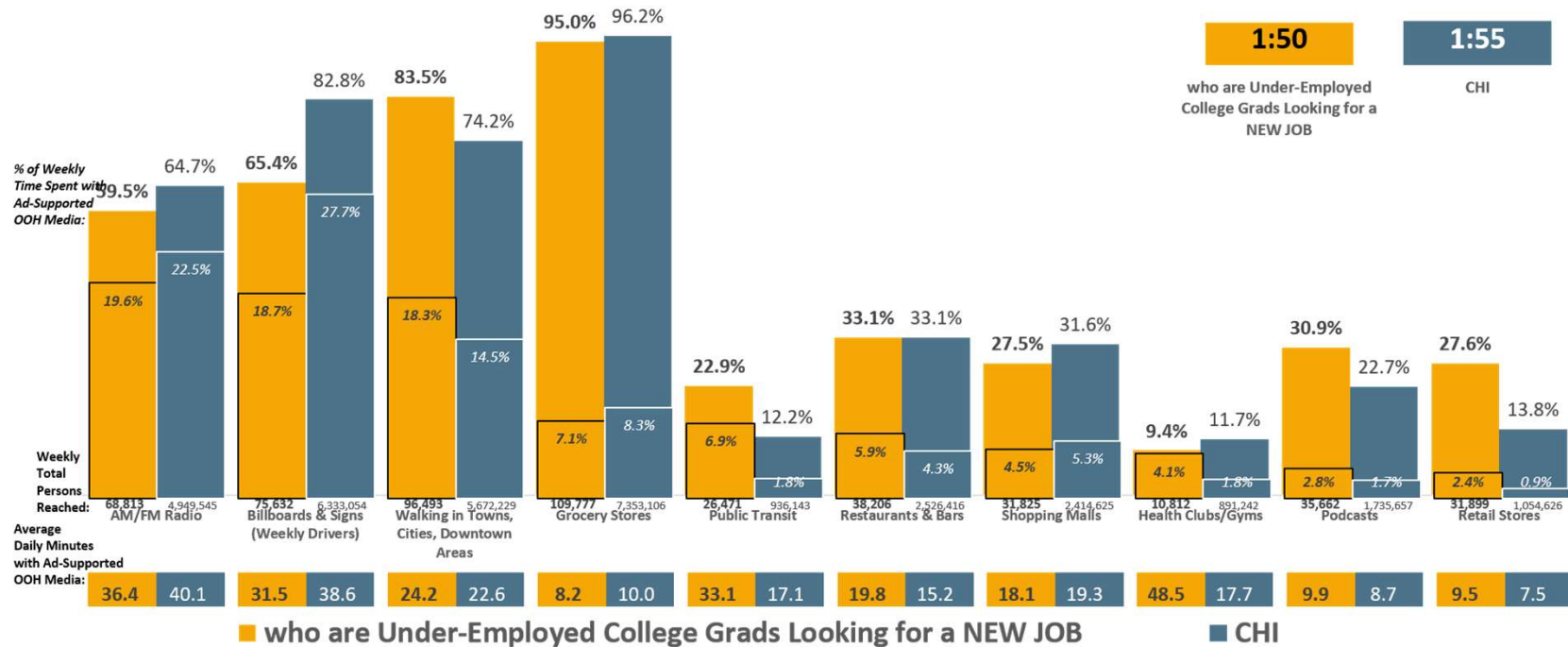


75,632 or 65.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 31.5 minutes per day driving, seeing Billboards and Signs representing 18.7% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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[(Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job))] AND NOT Household income summaries (HHLD): \$50,000 or more

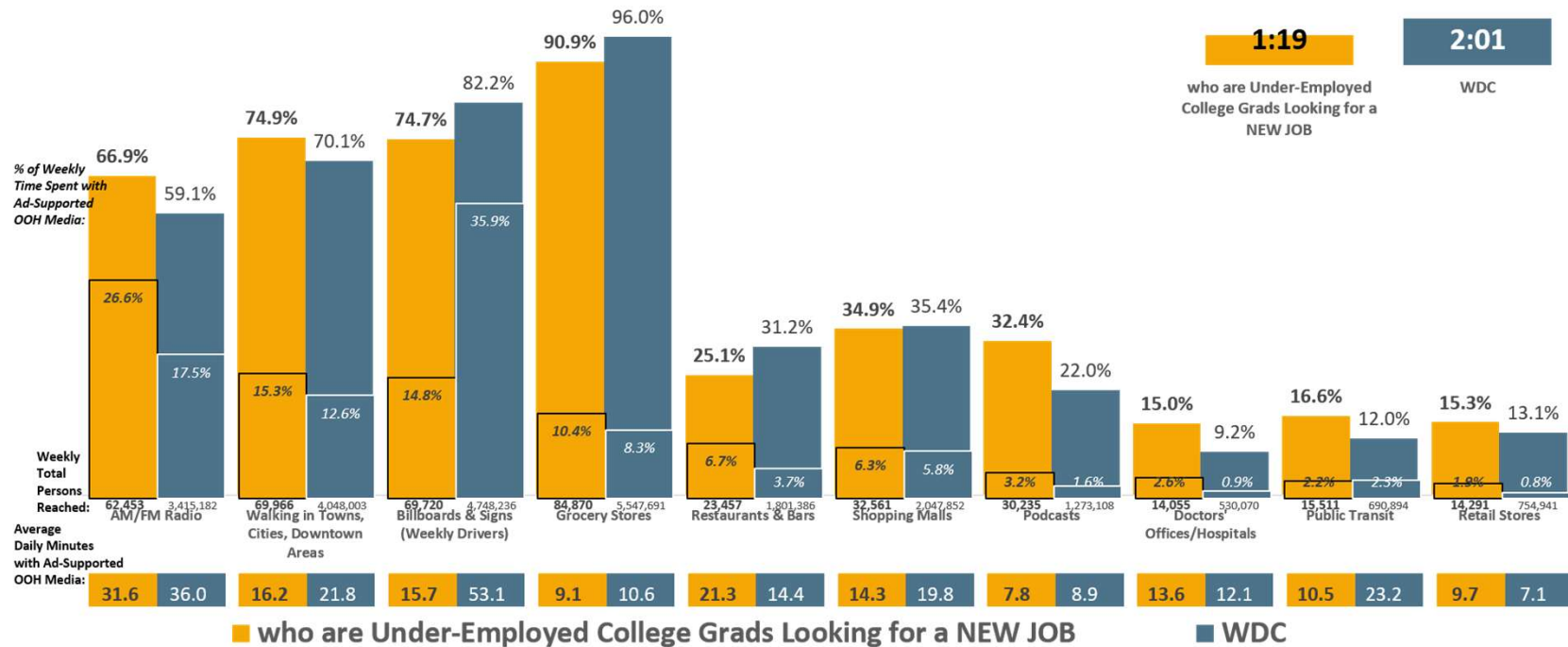


69,720 or 74.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 15.7 minutes per day driving, seeing Billboards and Signs representing 14.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:19

who are Under-Employed College Grads Looking for a NEW JOB

2:01

WDC

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 144 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703
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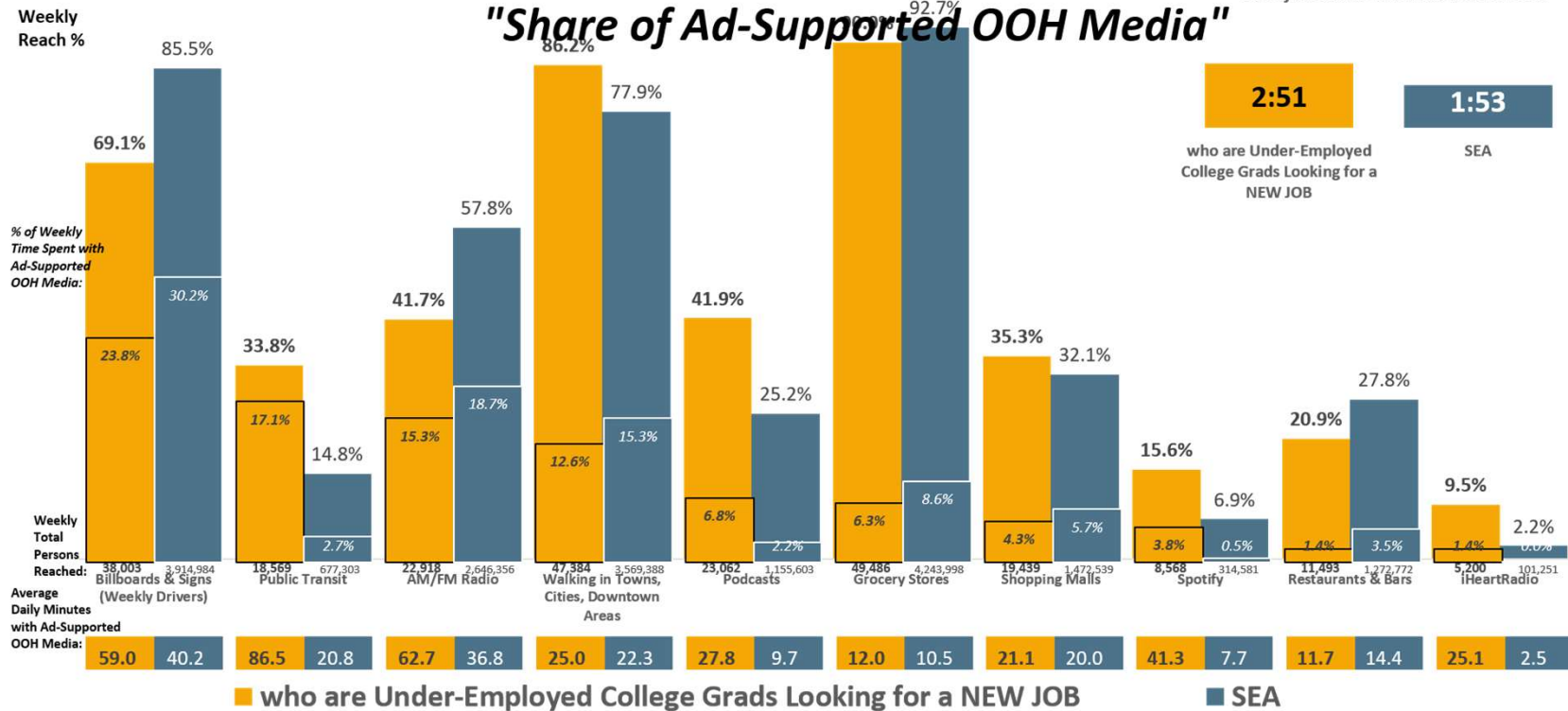
soefa.ai Share of Everything for Anything

[(Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job))] AND NOT Household income summaries (HHLD): \$50,000 or more



38,003 or 69.1% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 59. minutes per day driving, seeing Billboards and Signs representing 23.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 84 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887
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[(Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job))] AND NOT Household income summaries (HHLD): \$50,000 or more

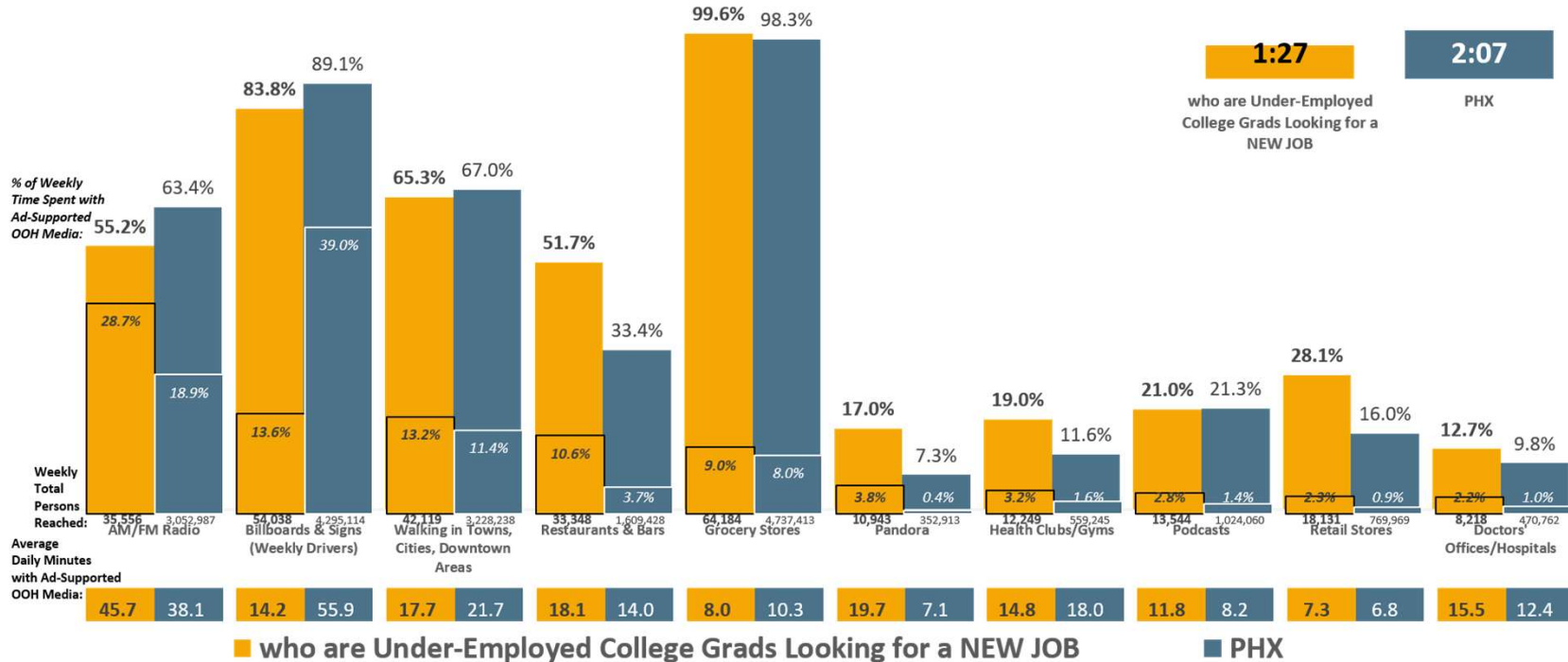


54,038 or 83.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 14.2 minutes per day driving, seeing Billboards and Signs representing 13.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56
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PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

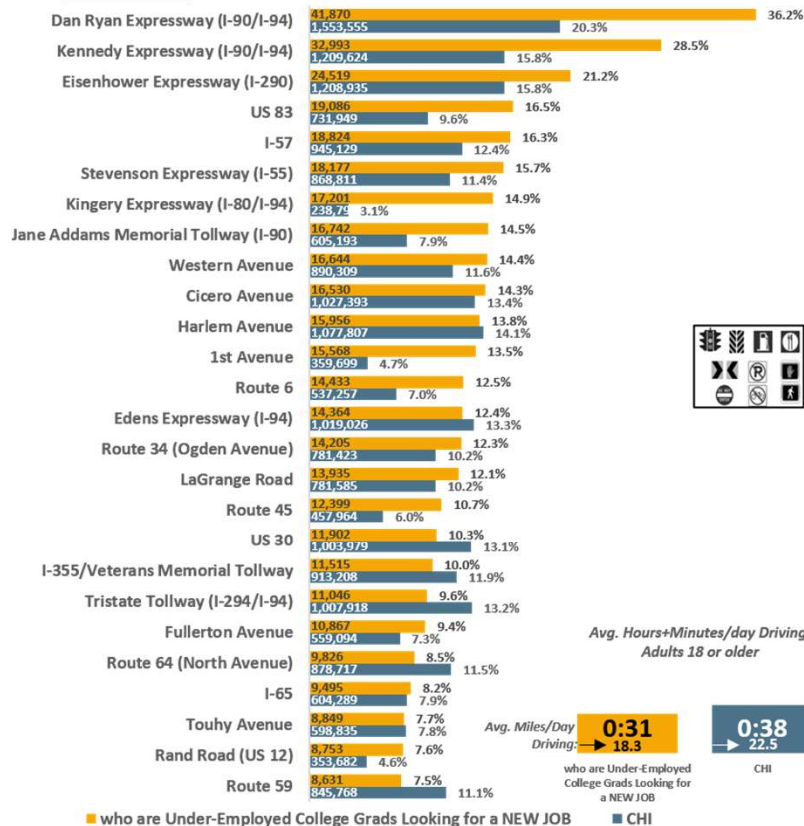
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[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

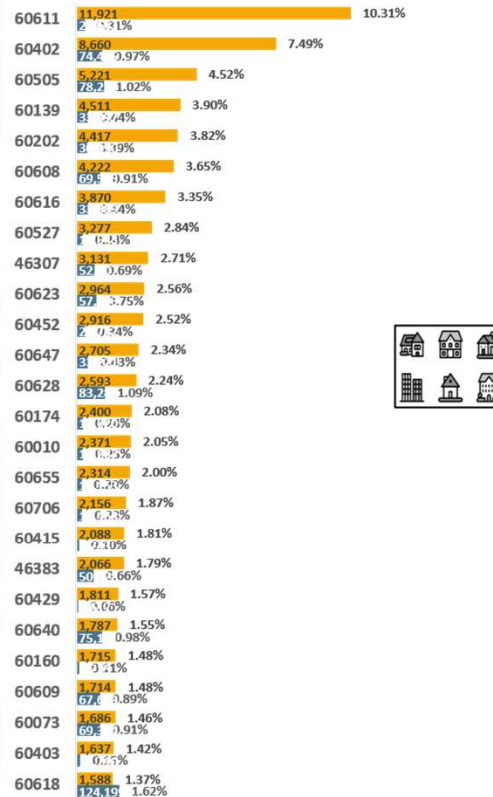


75,632 or 65.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 31.5 minutes per day driving an average of 18.3 miles each day and are 376.4% more likely to use Kingery Expressway (I-80/I-94) than the M

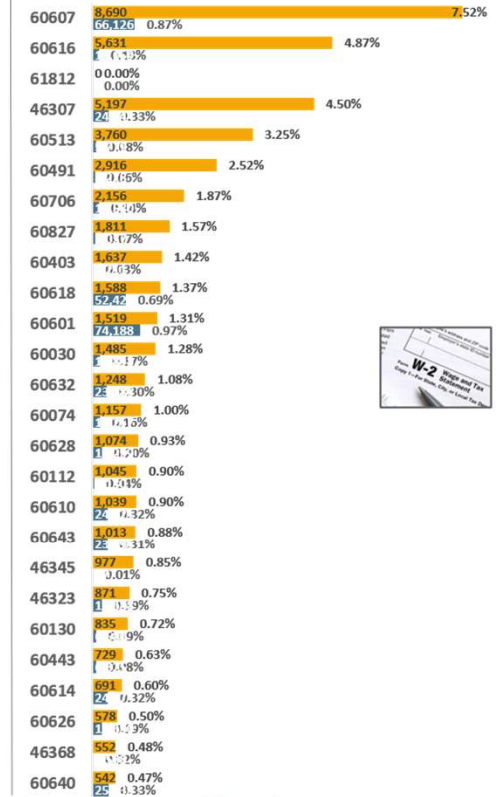
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



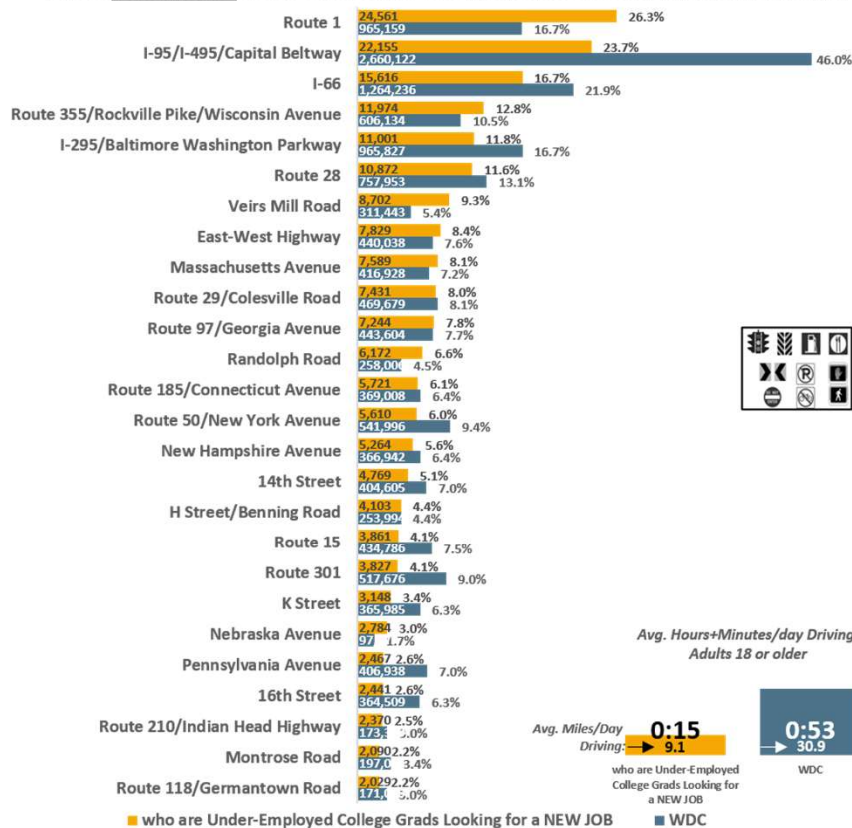
Top-26 Employment Zip Codes: Adults 18 or older





69,720 or 74.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 15.7 minutes per day driving an average of 9.1 miles each day and are 72.8% 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



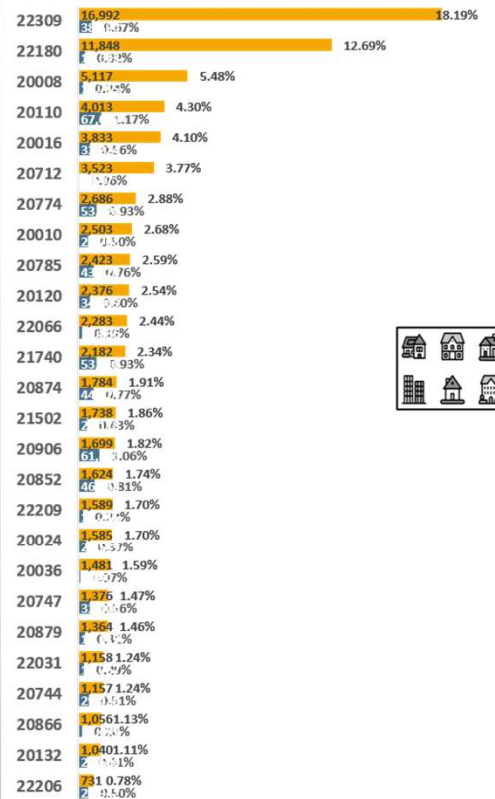
Avg. Hours+Minutes/day Driving:
Adults 18 or older

Avg. Miles/Day
Driving: 9.1

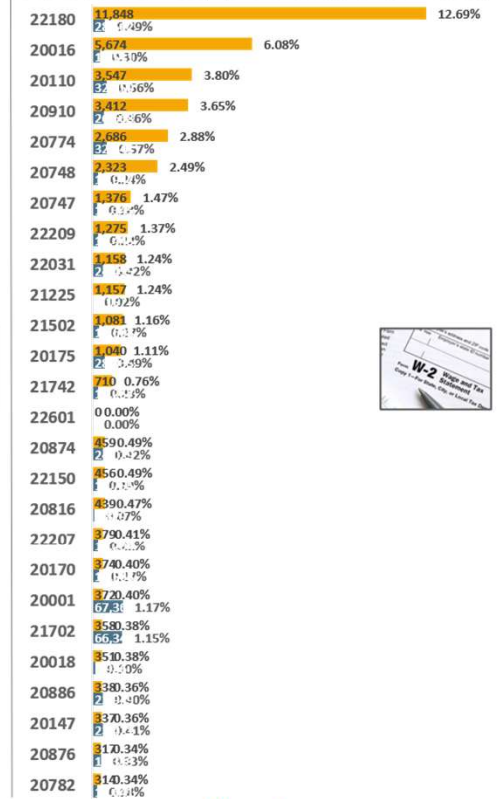
who are Under-Employed
College Grads Looking for
a NEW JOB

0:53
30.9
WDC

Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older

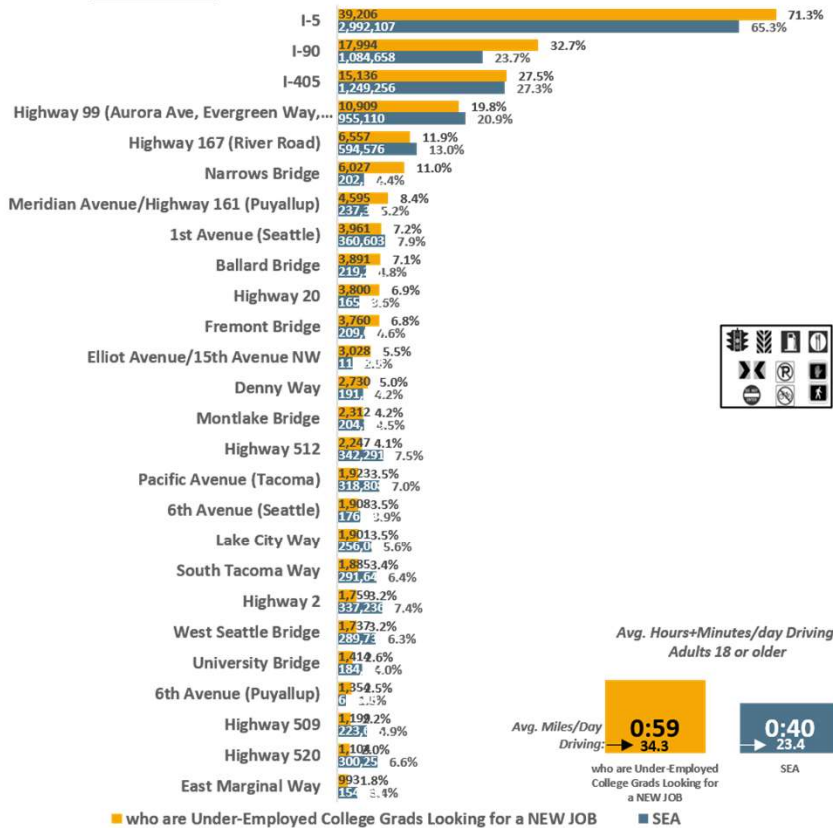


soefa.ai Share of Everything for Anything

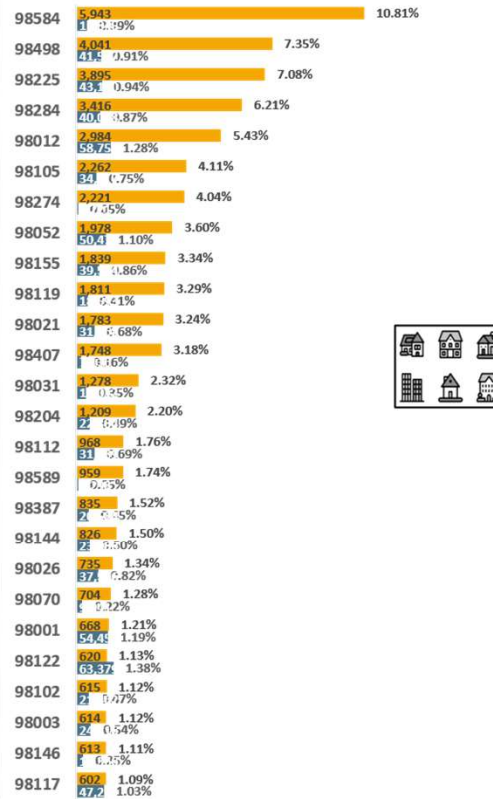


38,003 or 69.1% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 59. minutes per day driving an average of 34.3 miles each day and are 148.1% more likely to use Narrows Bridge than the Metro average.

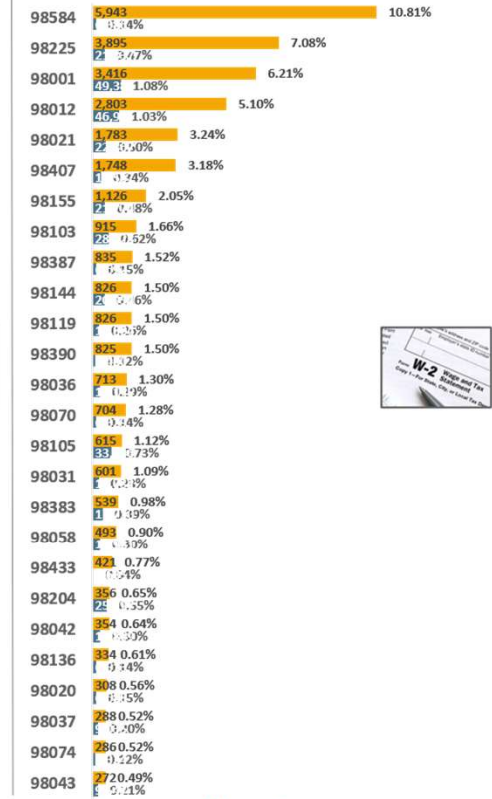
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



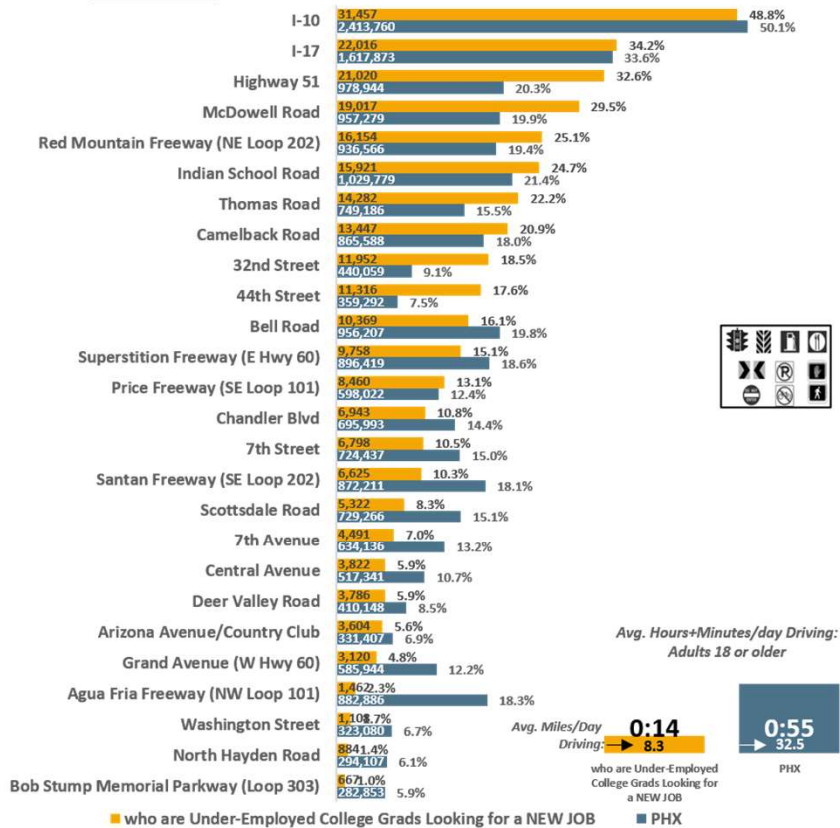
Top-26 Employment Zip Codes: Adults 18 or older



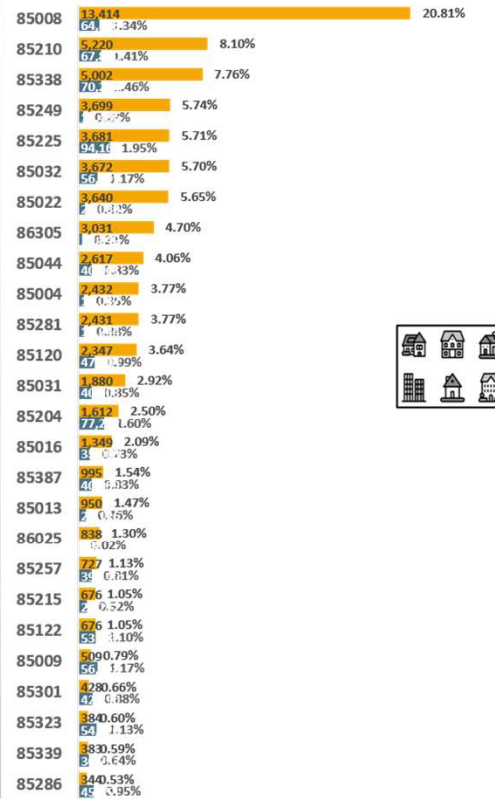


54,038 or 83.8% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB spend an average of 14.2 minutes per day driving an average of 8.3 miles each day and are 135.4% more likely to use 44th Street than the Metro average.

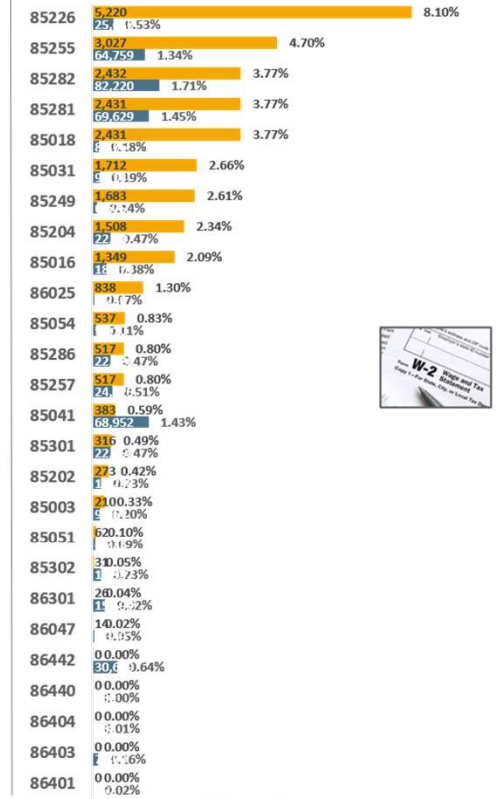
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older

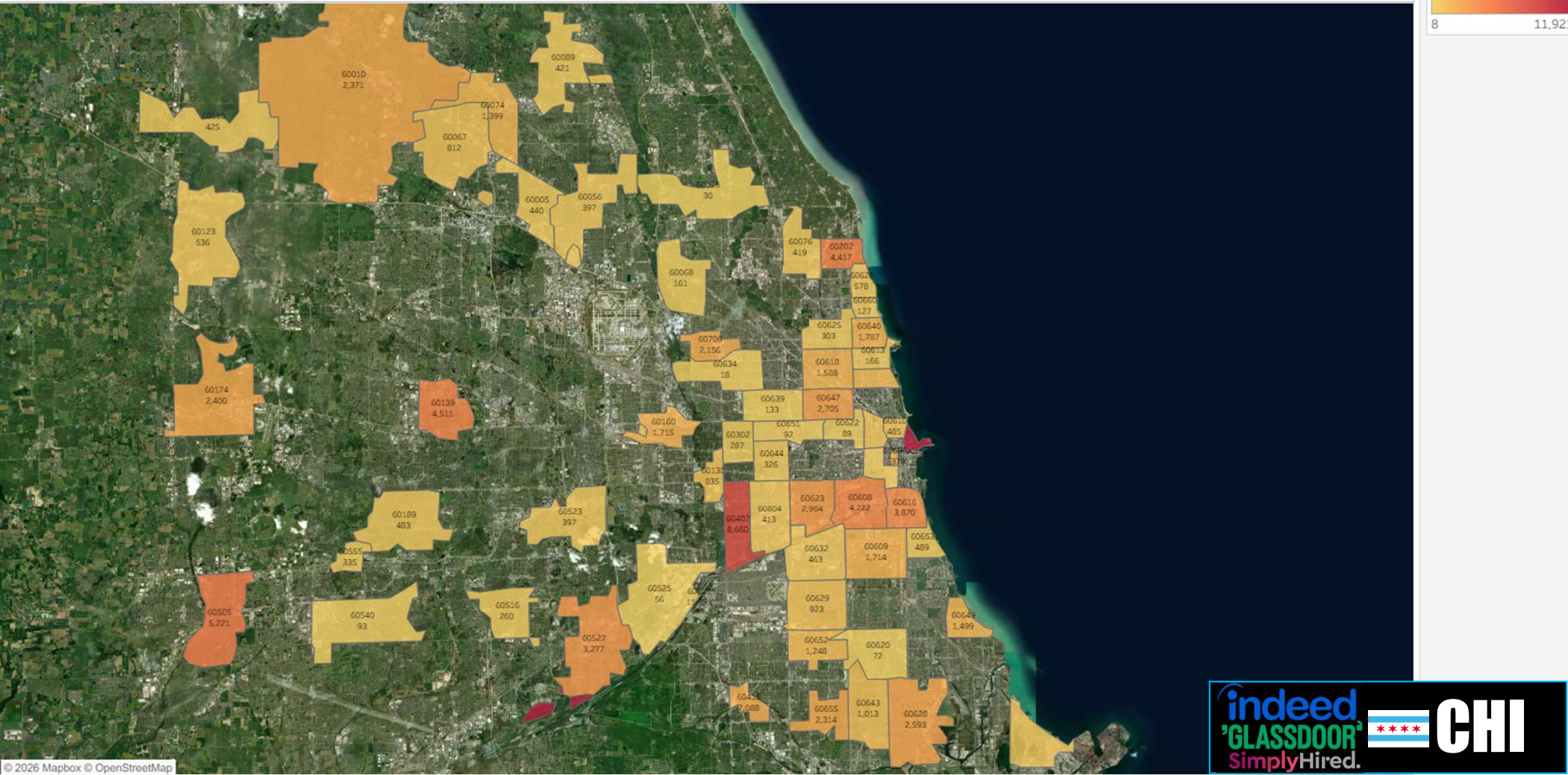


Top-26 Employment Zip Codes: Adults 18 or older



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Top Residential Zip Codes: (Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB)



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CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 124
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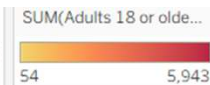
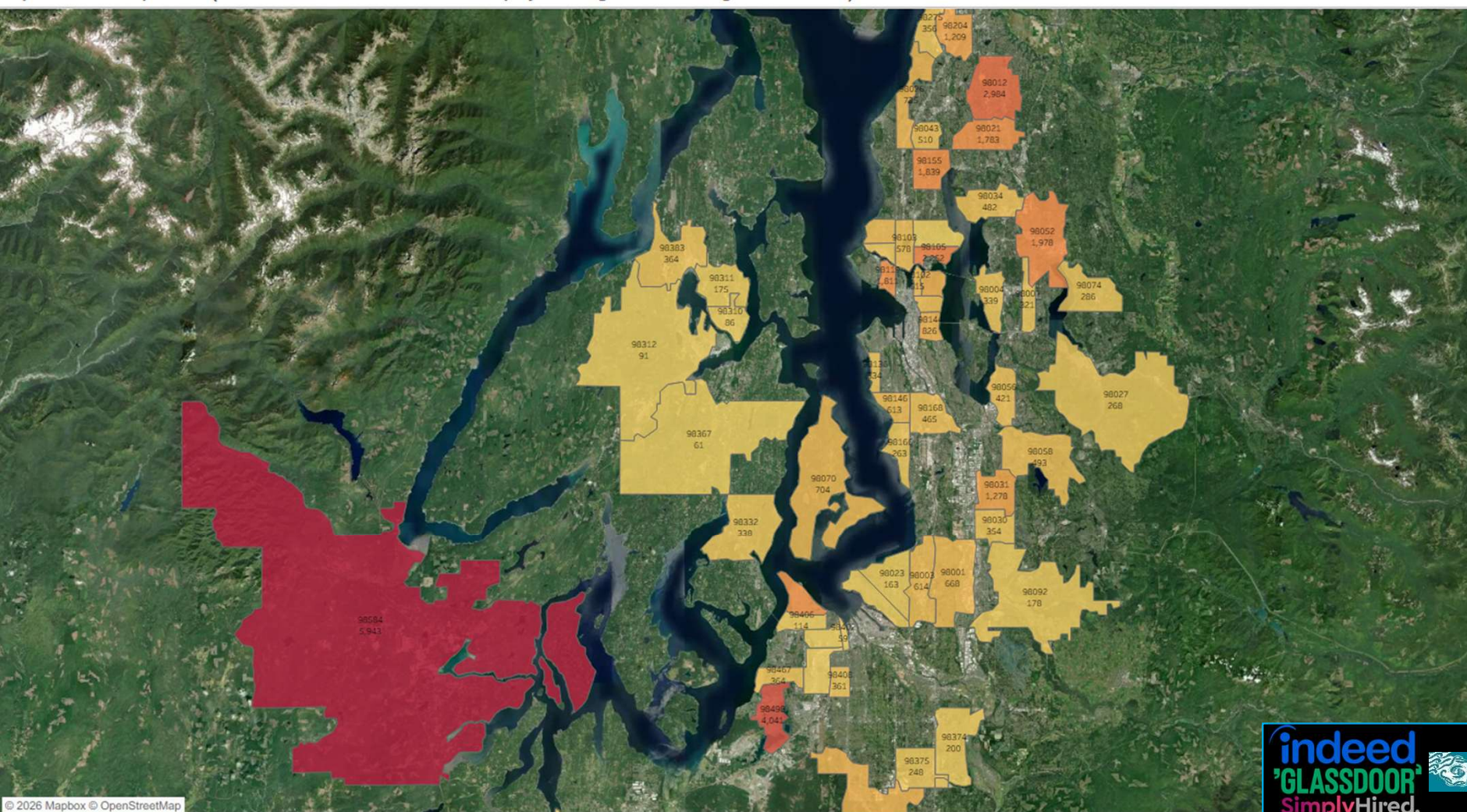


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for Anything .

[[Level of education summaries: Any college graduate AND (Ways used Internet/apps past 30 days on any device:Lifestyle: Job search/post resume OR Lifestyle changes/events personally plan to do next 12 mths: Look for new job)]] AND NOT Household income summaries (HHLD): \$50,000 or more

Top Residential Zip Codes: (Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB)



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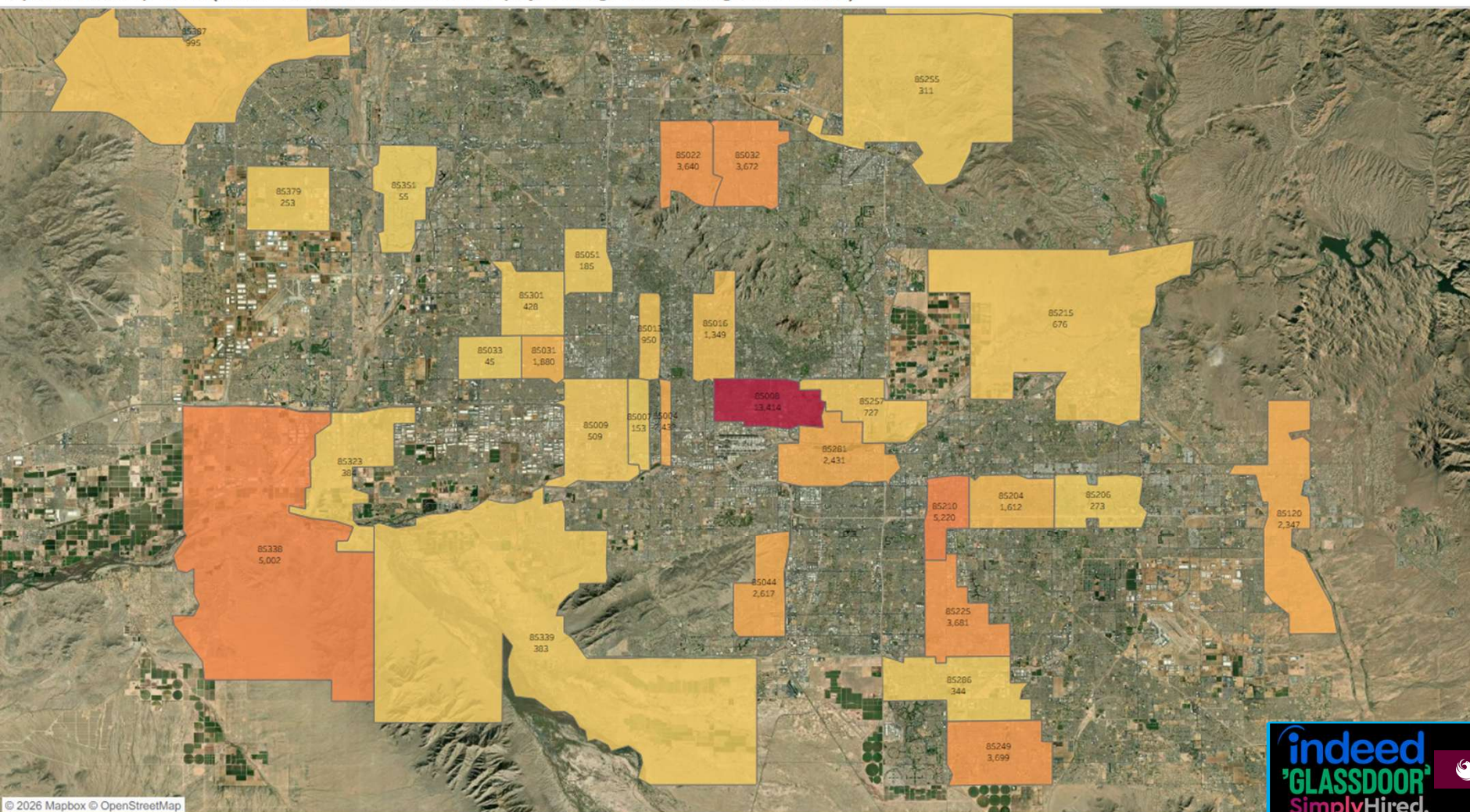
SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 84

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Top Residential Zip Codes: (Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB)



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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56

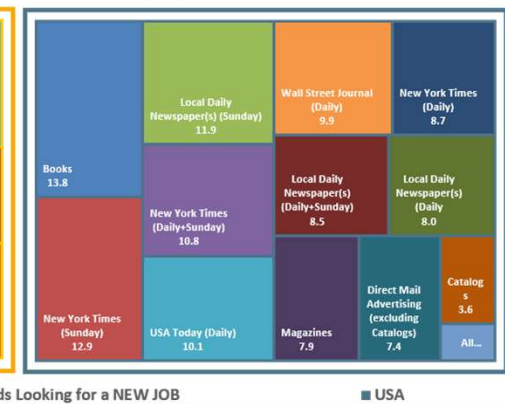
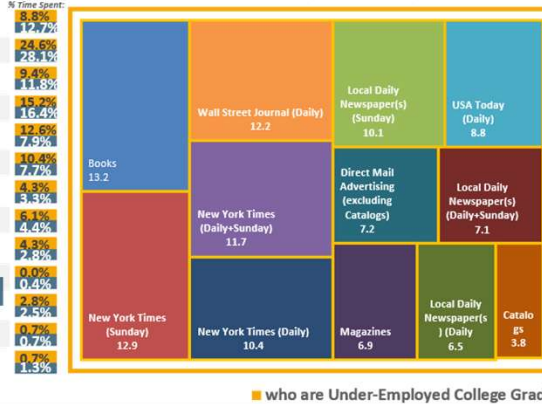
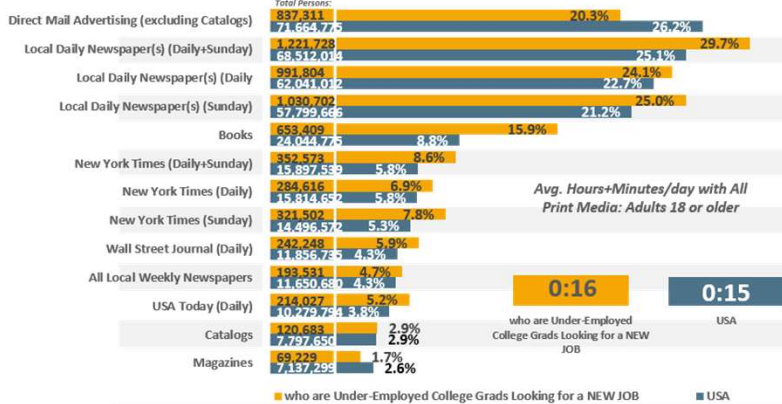
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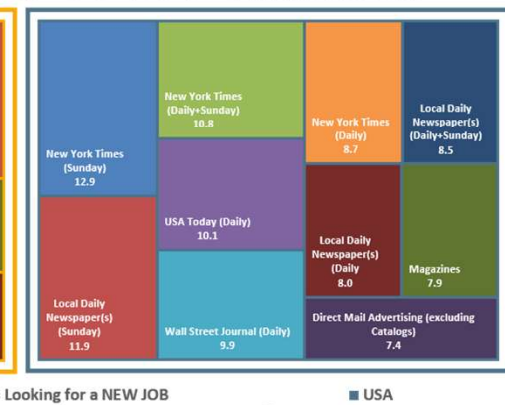
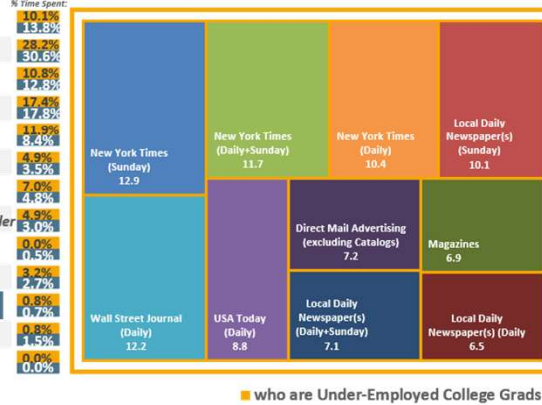
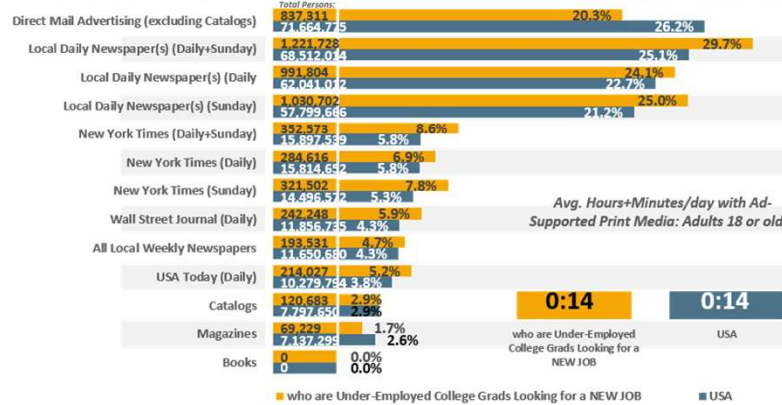


1,221,728 or 29.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.1 minutes every day representing 28.2% of all time spent daily with All forms of Print Media

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**



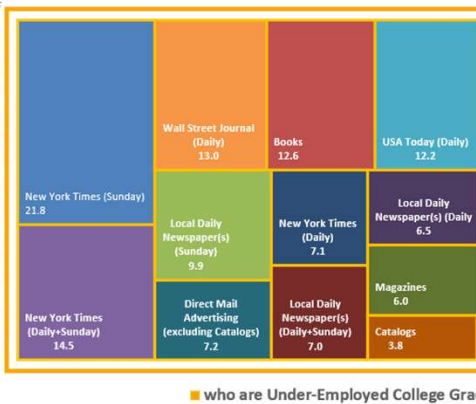
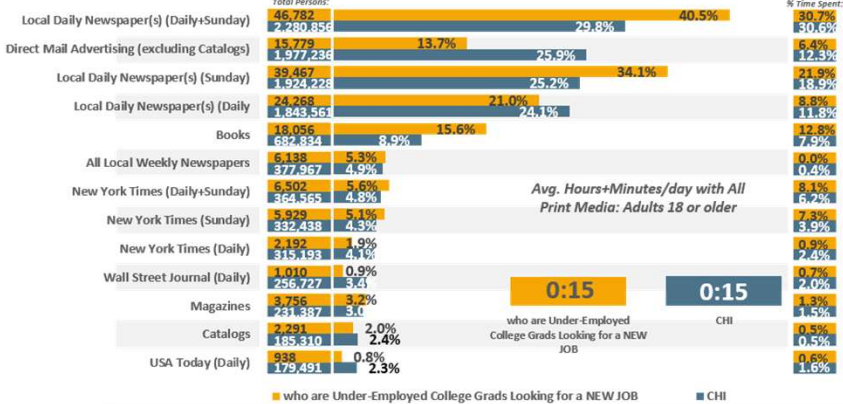
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



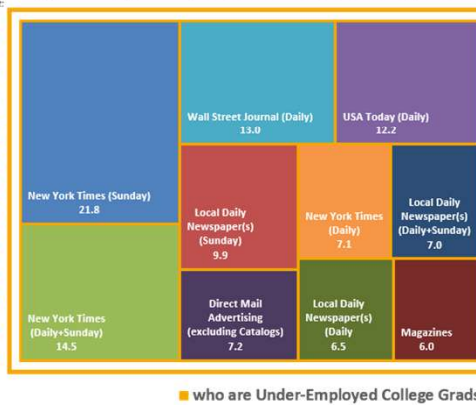
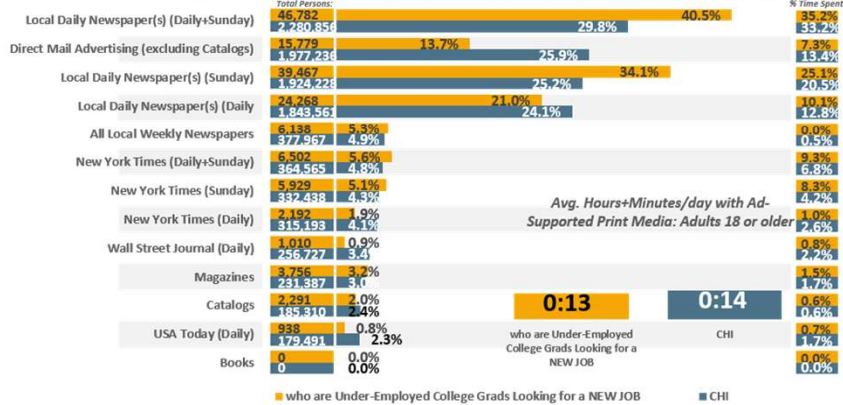


46,782 or 40.5% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7. minutes every day representing 35.2% of all time spent daily with All forms of Print Media.

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**



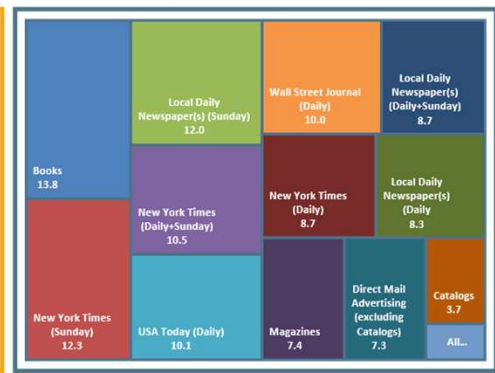
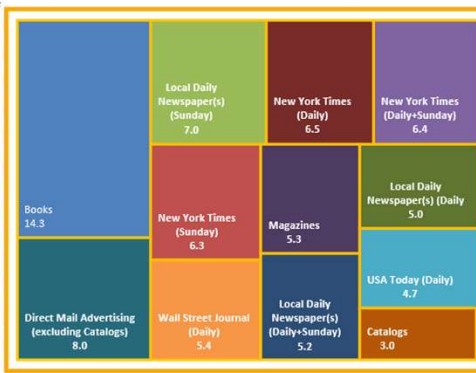
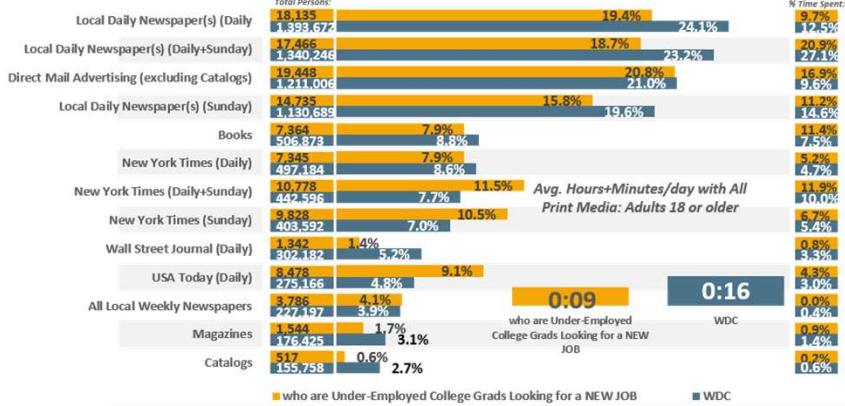
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



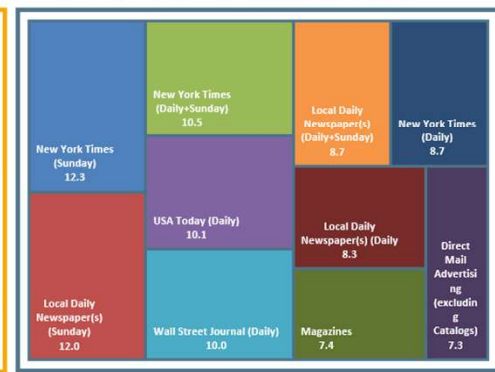
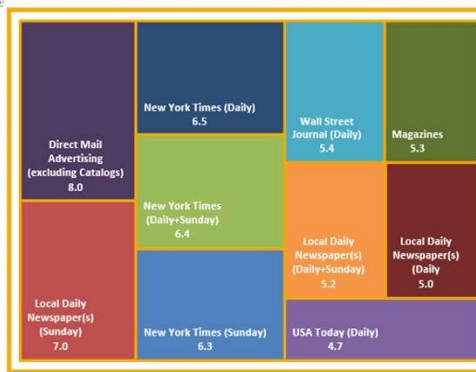
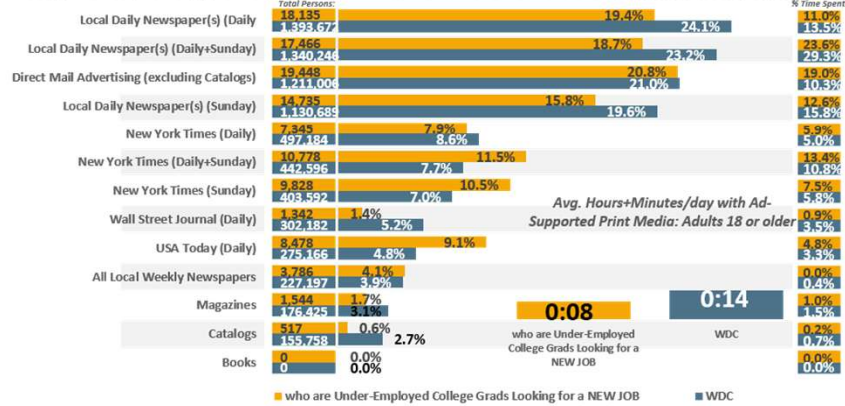


17,466 or 18.7% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB read Local Daily Newspaper(s) (Daily+Sunday) for an average of 5.2 minutes every day representing 23.6% of all time spent daily with All forms of Print Media

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



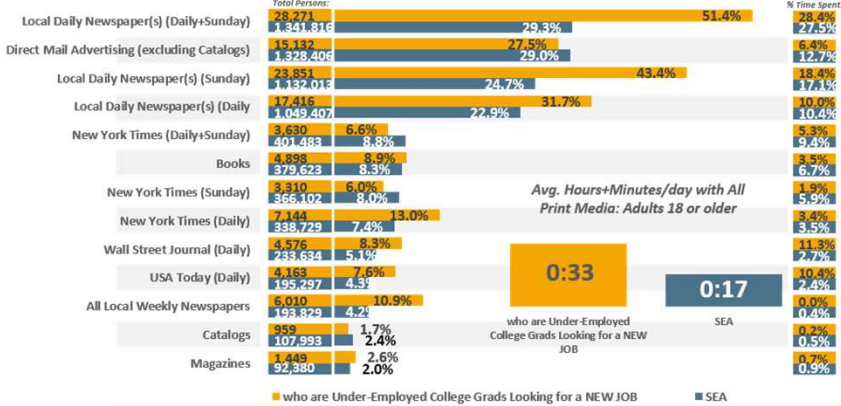
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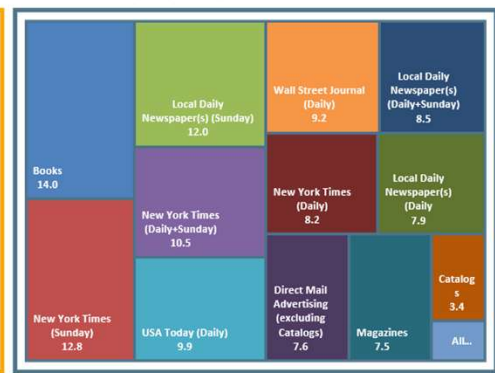
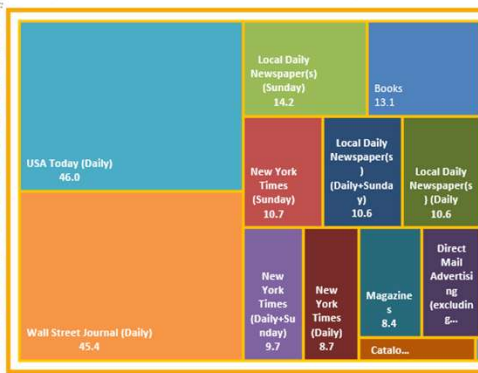


28,271 or 51.4% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.6 minutes every day representing 29.5% of all time spent daily with All forms of Print Medi

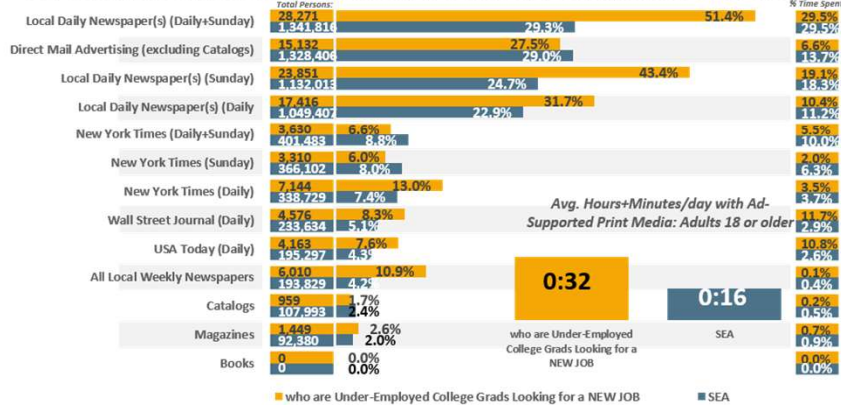
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



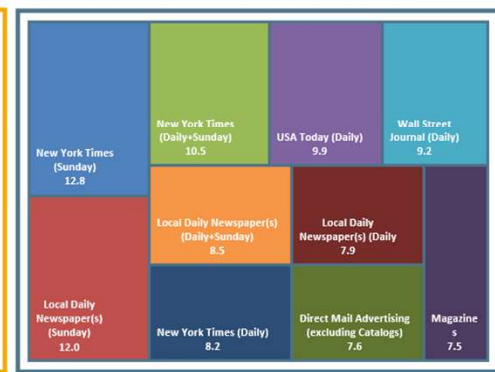
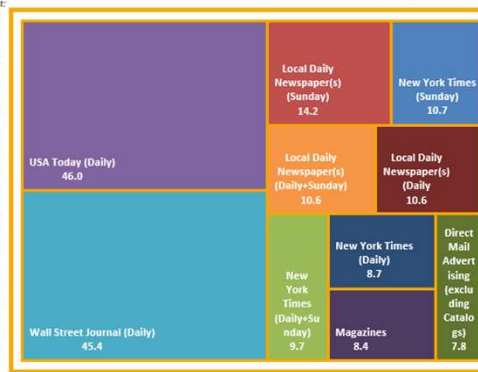
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Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older



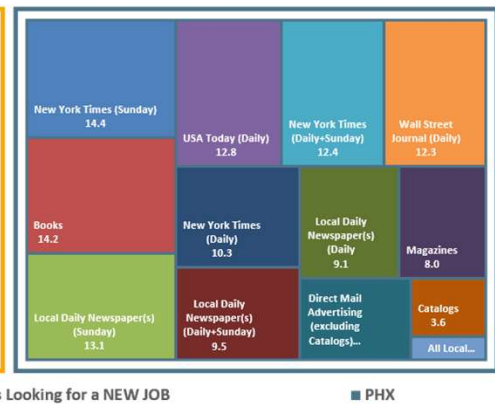
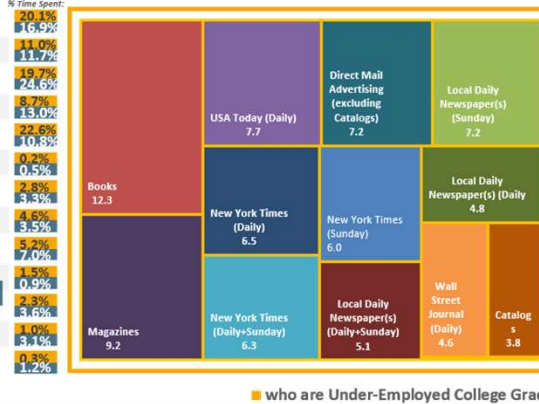
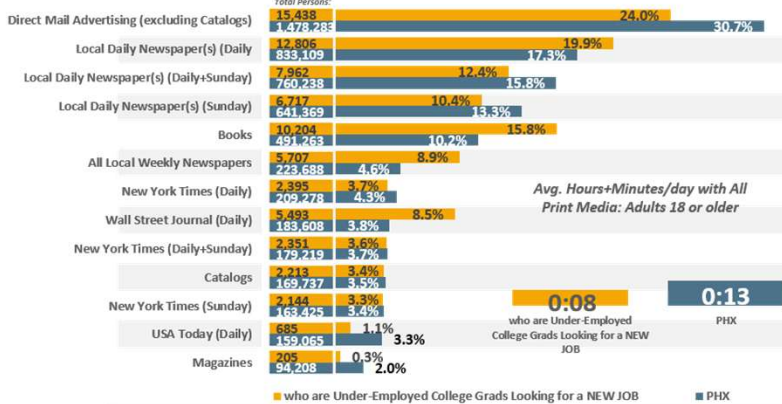
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



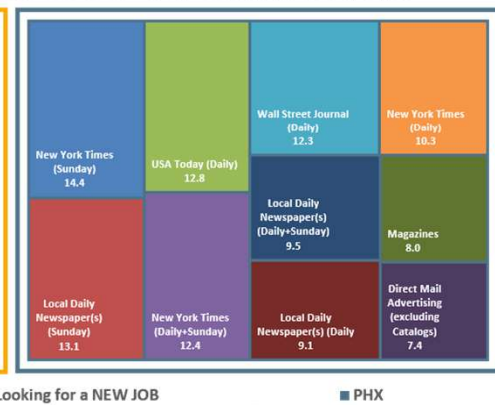
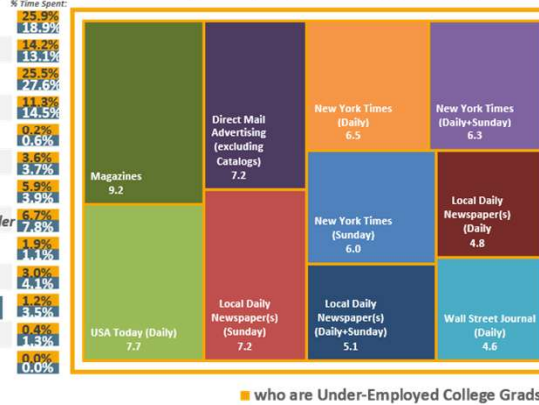
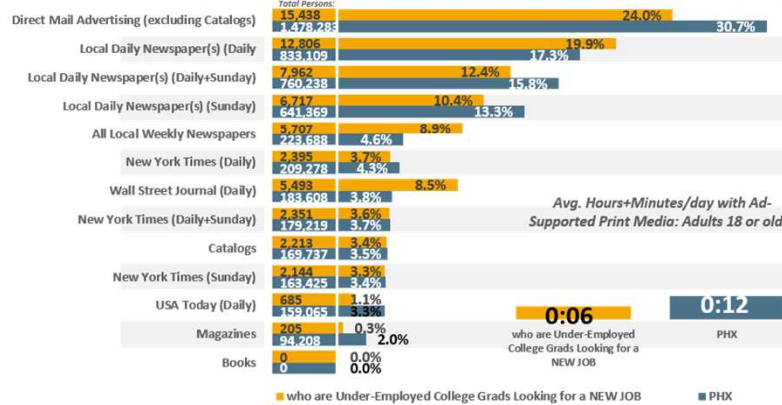


15,438 or 24.% of Adults 18 or older who are Under-Employed College Grads Looking for a NEW JOB read Direct Mail Advertising (excluding Catalogs) for an average of 7.2 minutes every day representing 25.9% of all time spent daily with All forms of Print M

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**



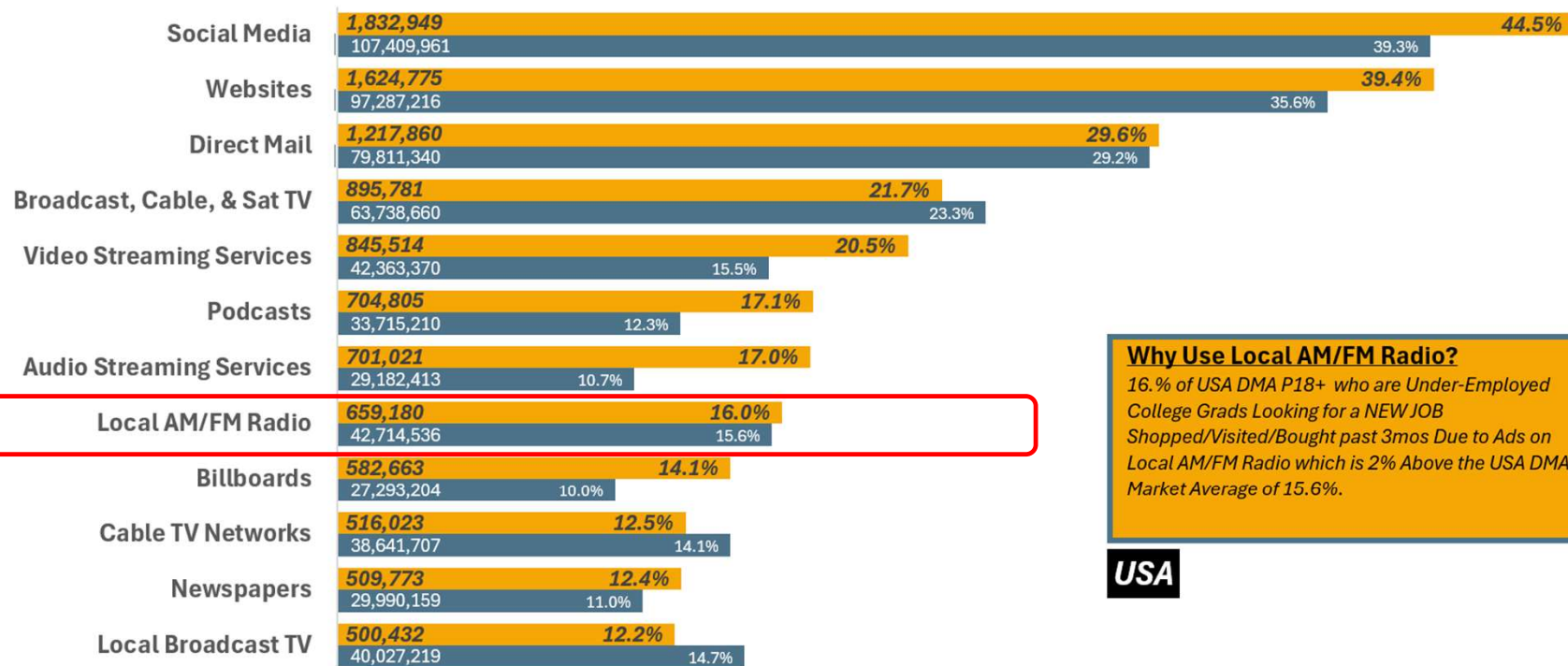
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who are Under-Employed College Grads Looking for a NEW JOB (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

16. % of USA DMA P18+ who are Under-Employed College Grads Looking for a NEW JOB Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 2% Above the USA DMA Market Average of 15.6%.

USA

■ P18+ who are Under-Employed College Grads Looking for a NEW JOB (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: 607
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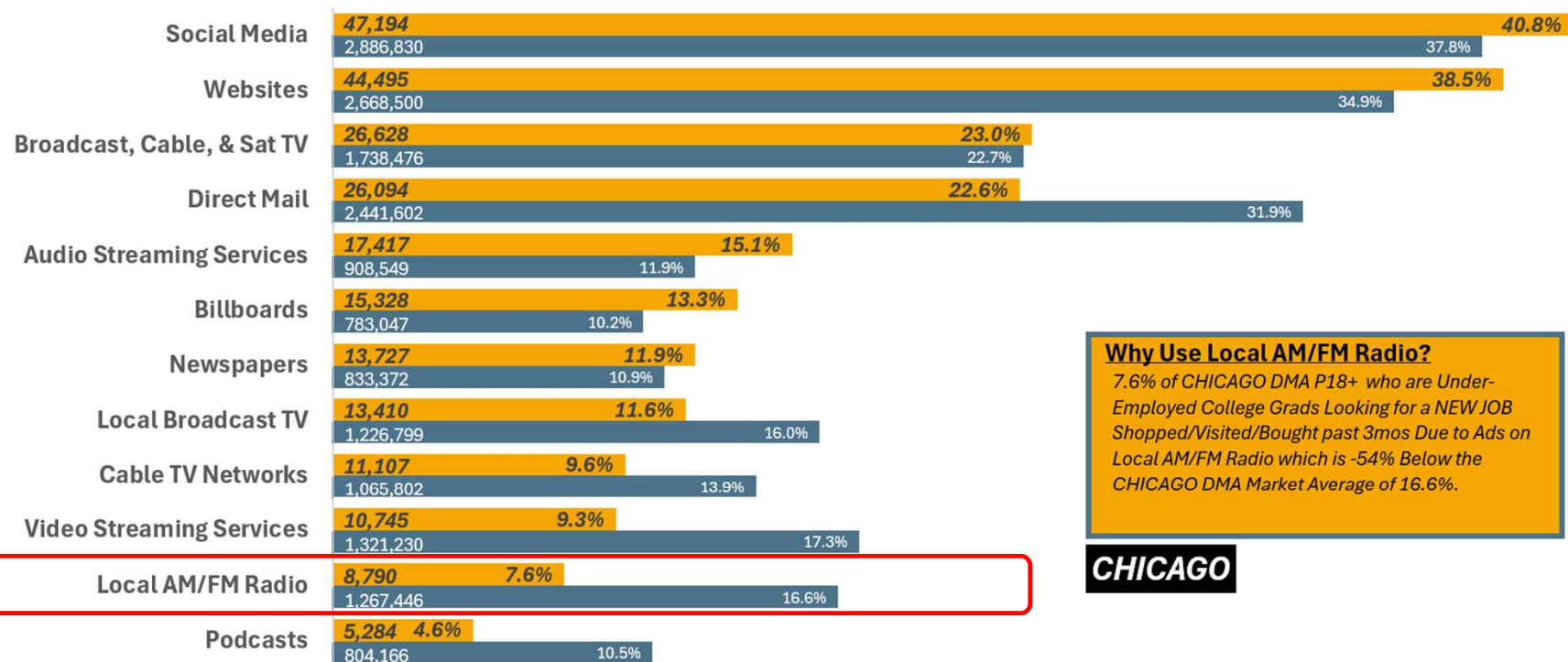
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"Advertising Actions"

P18+ who are Under-Employed College Grads Looking for a NEW JOB (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?
7.6% of CHICAGO DMA P18+ who are Under-Employed College Grads Looking for a NEW JOB Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -54% Below the CHICAGO DMA Market Average of 16.6%.

CHICAGO

■ P18+ who are Under-Employed College Grads Looking for a NEW JOB (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

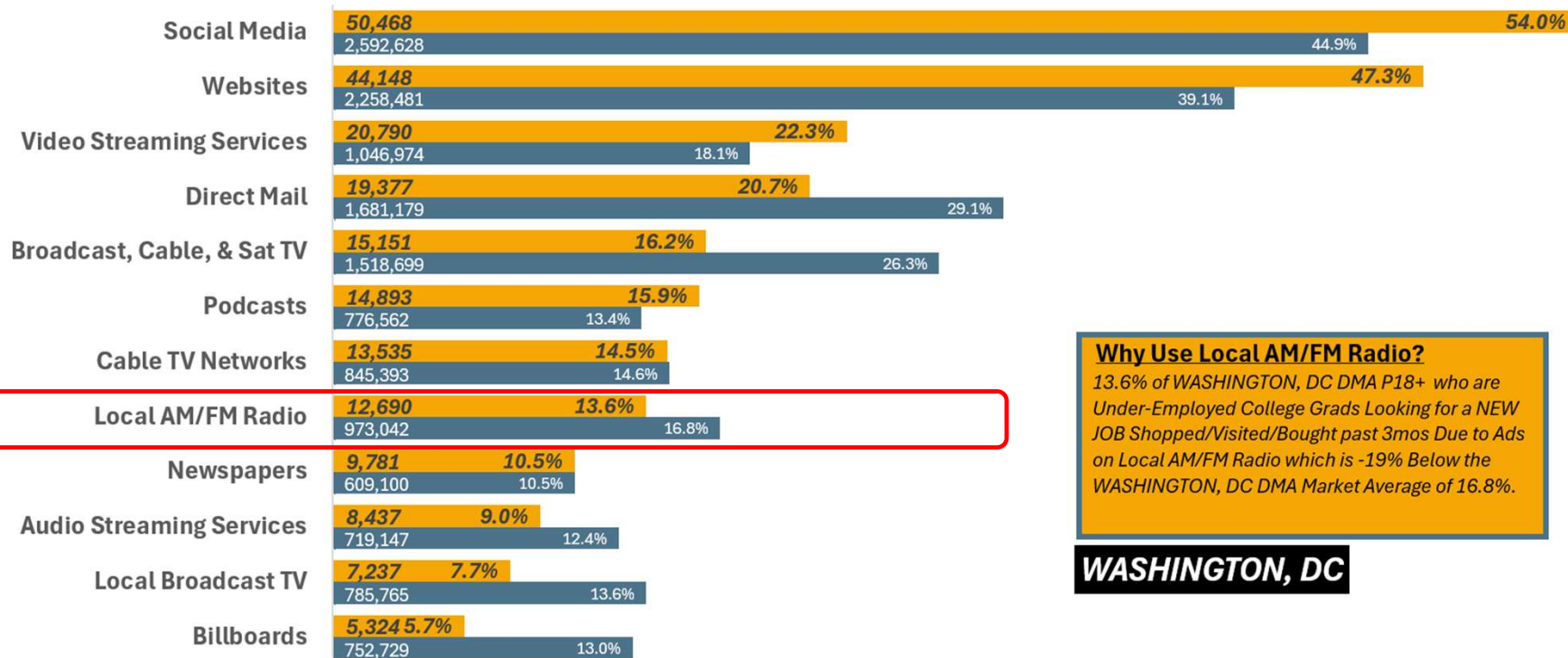
CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 124
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"Advertising Actions"

P18+ who are Under-Employed College Grads Looking for a NEW JOB
(Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

13.6% of WASHINGTON, DC DMA P18+ who are Under-Employed College Grads Looking for a NEW JOB Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -19% Below the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

■ P18+ who are Under-Employed College Grads Looking for a NEW JOB (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

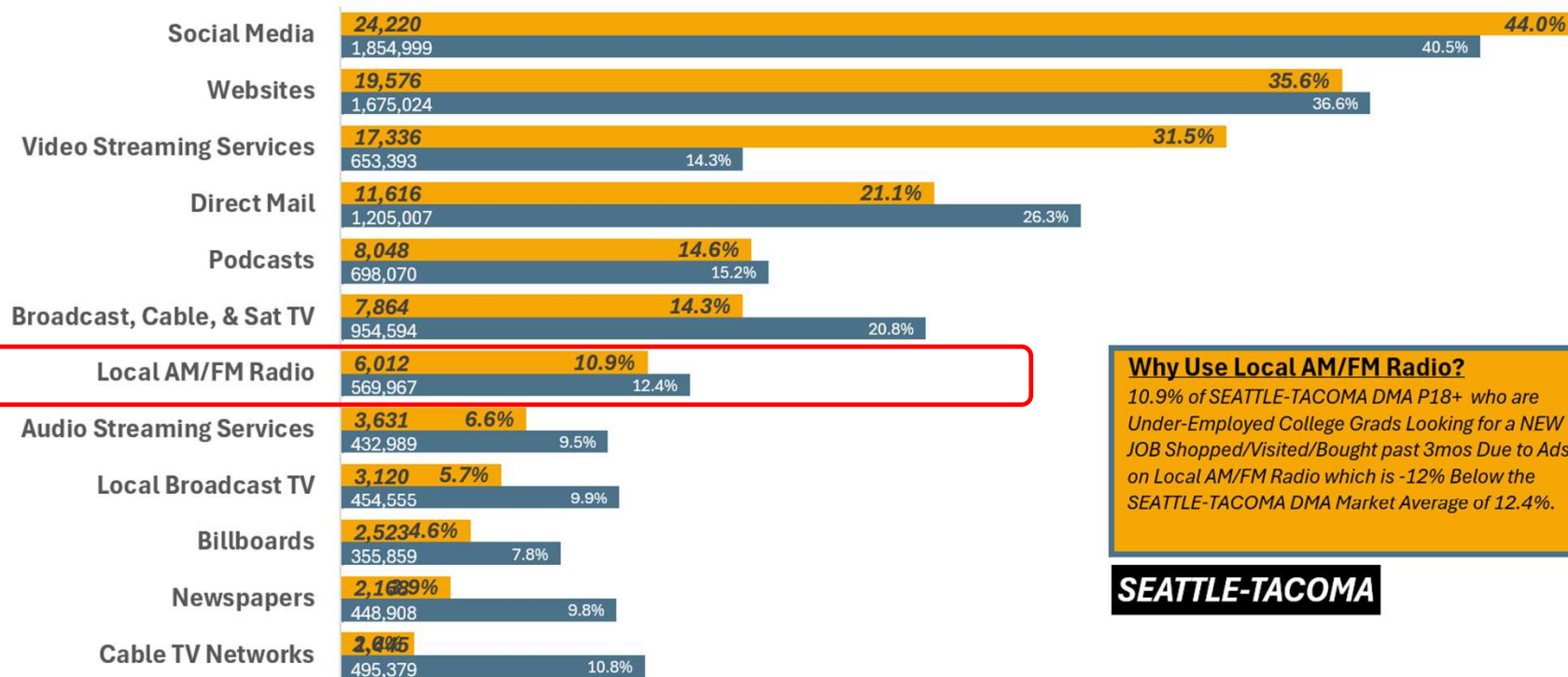
WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 144
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"Advertising Actions"

**P18+ who are Under-Employed College Grads Looking for a NEW JOB
(Shopped/Visited/Bought past 3mos Due to Ads on %)**



Why Use Local AM/FM Radio?

10.9% of SEATTLE-TACOMA DMA P18+ who are Under-Employed College Grads Looking for a NEW JOB Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -12% Below the SEATTLE-TACOMA DMA Market Average of 12.4%.

SEATTLE-TACOMA

■ P18+ who are Under-Employed College Grads Looking for a NEW JOB (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

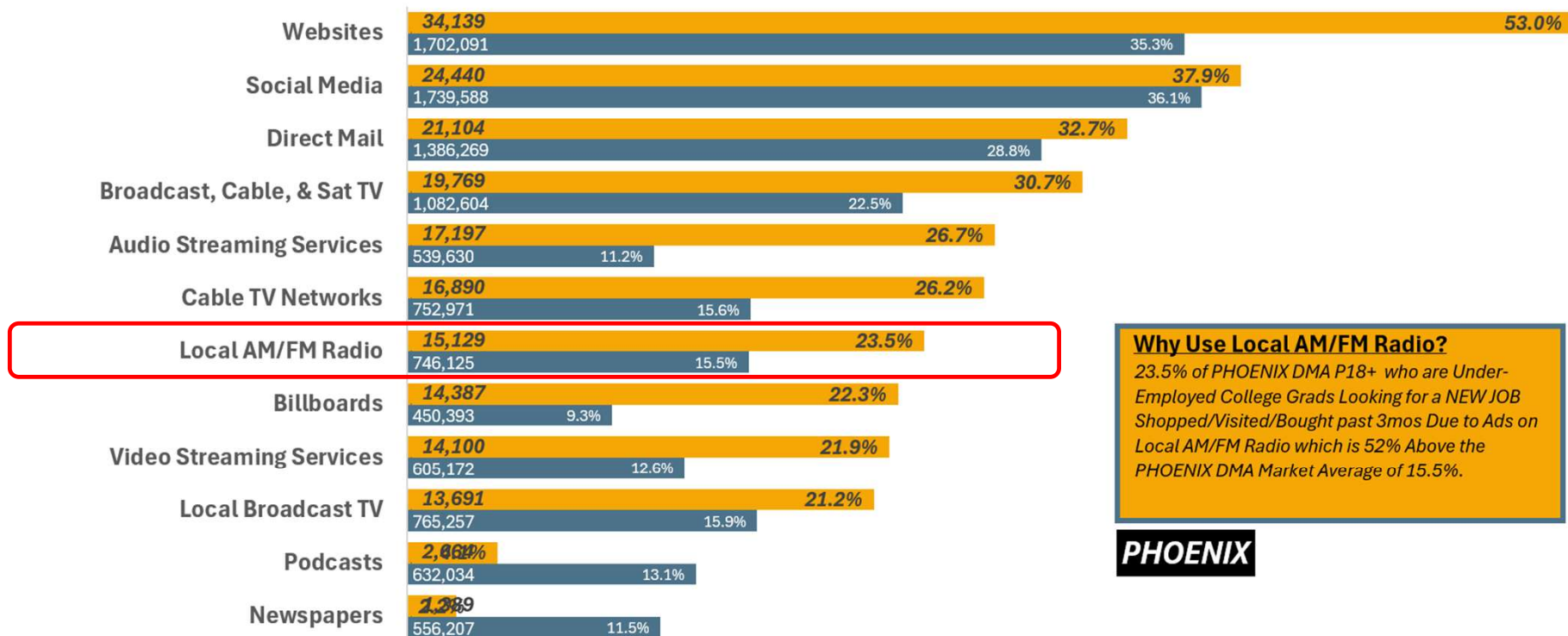
SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 84
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"Advertising Actions"

P18+ who are Under-Employed College Grads Looking for a NEW JOB (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

23.5% of PHOENIX DMA P18+ who are Under-Employed College Grads Looking for a NEW JOB Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 52% Above the PHOENIX DMA Market Average of 15.5%.

PHOENIX

■ P18+ who are Under-Employed College Grads Looking for a NEW JOB (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: 56
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