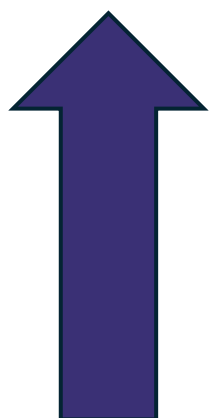


## GEN Z+ (A18-34) IMPRESSIONS UP 17%

Compared to the historical 5-Minute Qualifier, Nielsen's measurement modernization to a 3-Minute Qualifier has resulted in a 10% increase in PPM panelists among the highly sought after, younger audience (A18-34).



<b>IMPRESSIONS</b>	<b>+17%</b>
<b>GRPs</b>	<b>+18%</b>
<b>REACH</b>	<b>+8%</b>
<b>FREQUENCY</b>	<b>+6%</b>

### GEN Z+ RADIO LISTENING BEHAVIOR IS SIMILAR TO THEIR CONSUMPTION OF ALL OTHER MEDIA

Today's consumers are listening in shorter durations of time as they navigate their daily journey.

As social and digital media remains measured in single second increments, increased reach of 8% in a 3-minute listening requirement in a quarter hour is significant..

### IMPRESSIONS IMPRESS

When combining the data from diary measured markets and 3MQ markets for Nationwide results, the impressions remain increased by 3%.

Bottom line: A 17% increase in impressions among adults 18-34 translates into stronger brand impact with a high-value, hard-to-reach demographic.