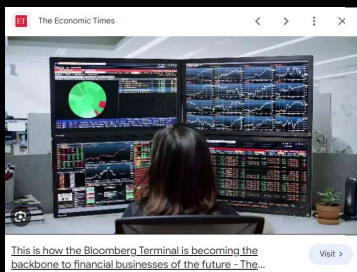


USA+4 More DMAs – P18+ who Use BANK OF AMERICA as their Primary Bank!

Complete Demographic & Media Use Profiles



Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI, and WEST PALM BEACH DMA P18+ who Use BANK OF AMERICA as their Primary Bank as of August 31, 2025.**



BANK OF AMERICA P18+

Vanguard BlackRock BERKSHIRE HATHAWAY INC. STATE STREET HUBBARD BROADCASTING INC.

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

Banks HHLD uses (primary bank) (HHLD): Bank of America



11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 47.5 years old (2.5% younger than average) and have a \$113,538 (.2% lower than average) annual household income.

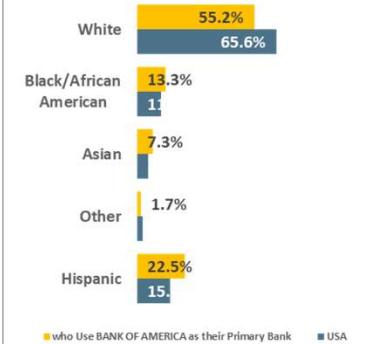
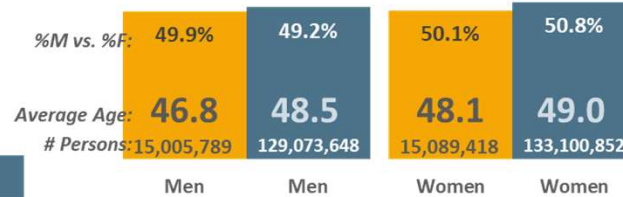
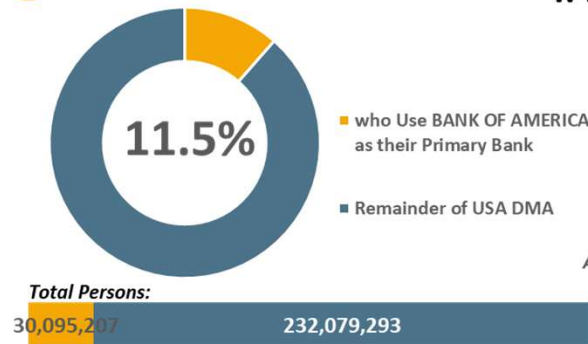


Percent of Market: Adults 18 or older

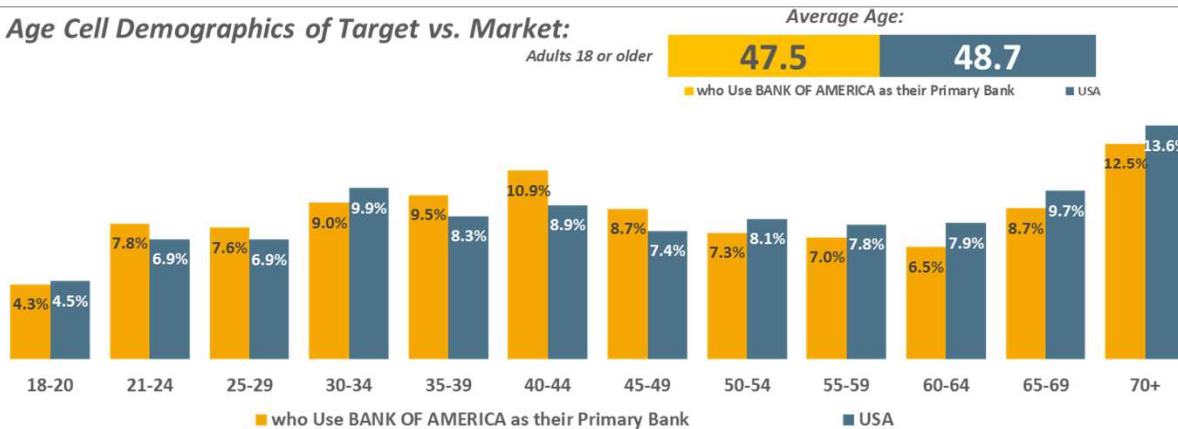


Gender of Target vs. Market: Adults 18 or older

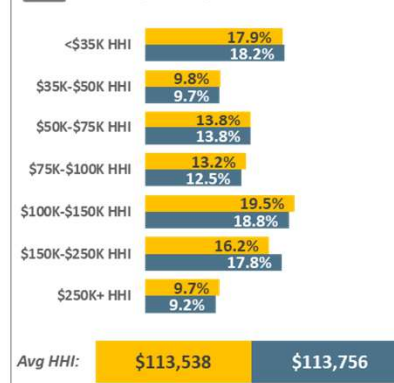
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,073
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Banks HHLD uses (primary bank) (HHLD): Bank of America



1.6% or 63,170 of MSP DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 41.8 years old (14.4% younger than average) and have a \$99,241 (10.% lower than average) annual household income.

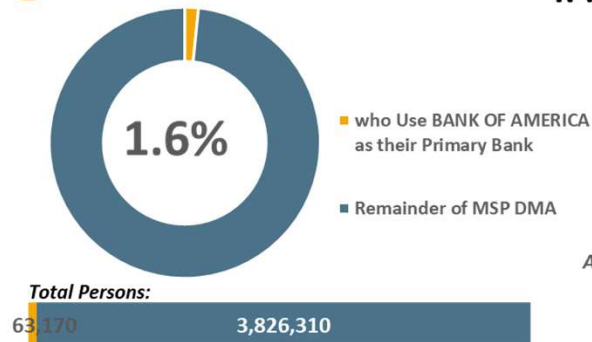


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

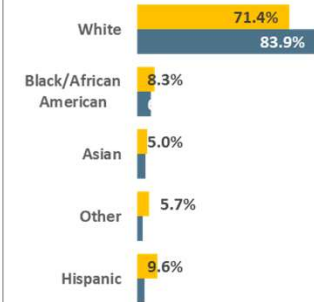
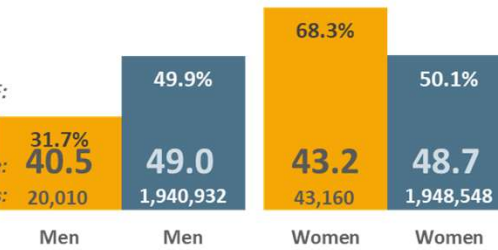
Ethnicity of Target vs. Market:



%M vs. %F:

Average Age:

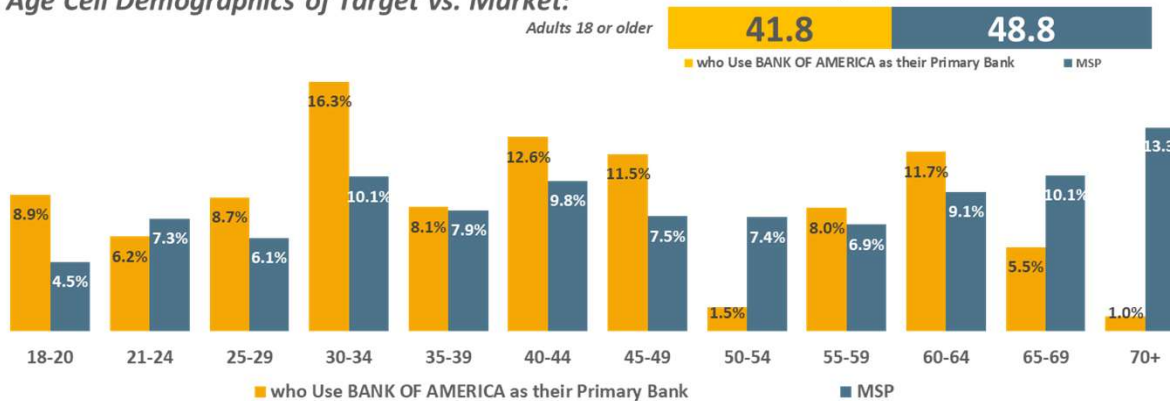
Persons:



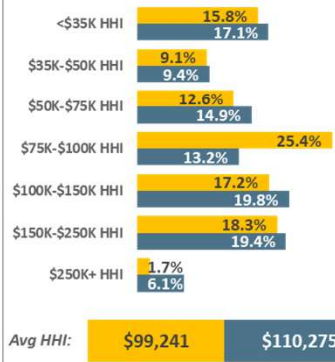
Age Cell Demographics of Target vs. Market:

Average Age:

Adults 18 or older



HHI of Target vs. Market:





11.1% or 278,307 of ST. LOUIS DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 48.2 years old (2.4% younger than average) and have a \$107,754 (7.3% higher than average) annual household income.

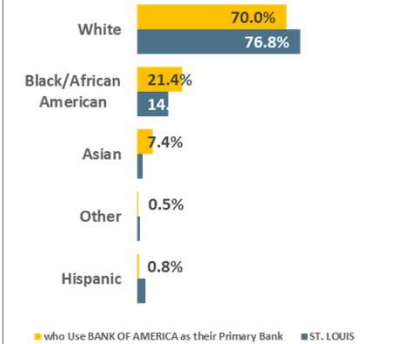
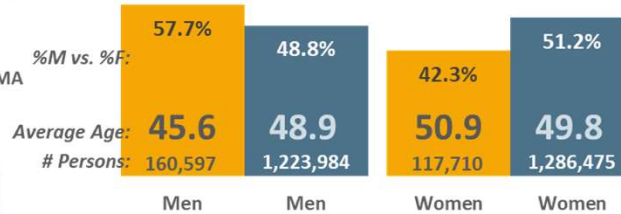
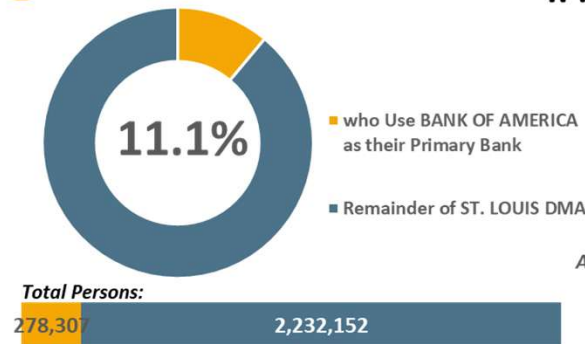


Percent of Market: Adults 18 or older

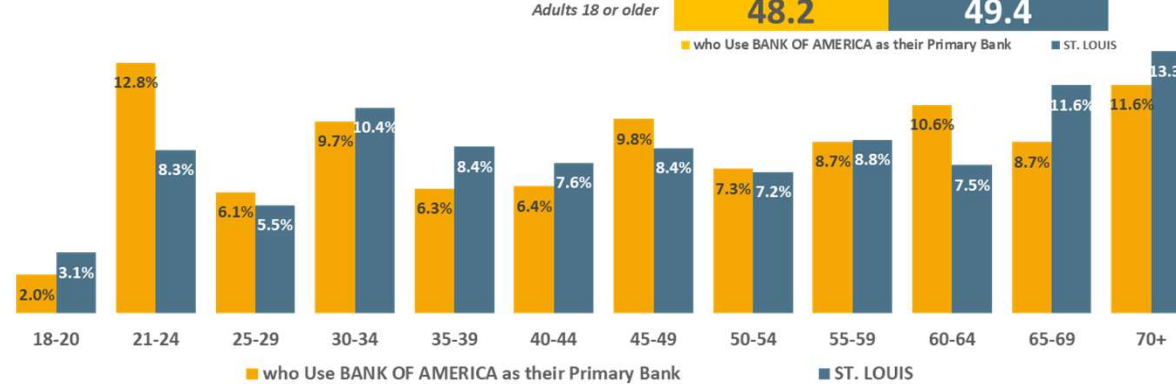


Gender of Target vs. Market: Adults 18 or older

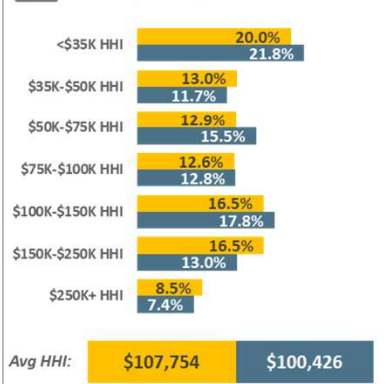
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:





2.9% or 56,259 of CIN DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 36. years old (26.% younger than average) and have a \$64,701 (35.5% lower than average) annual household income.

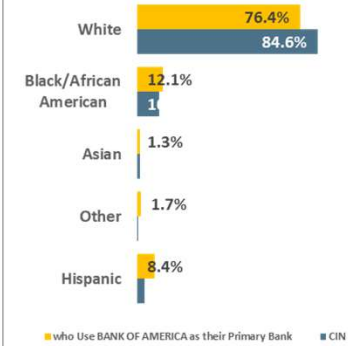
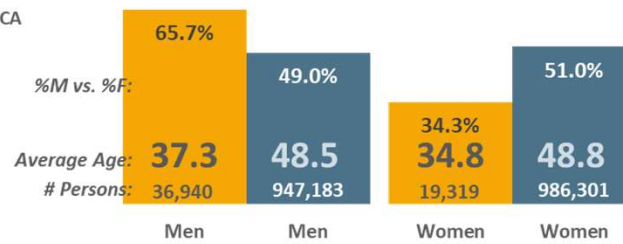
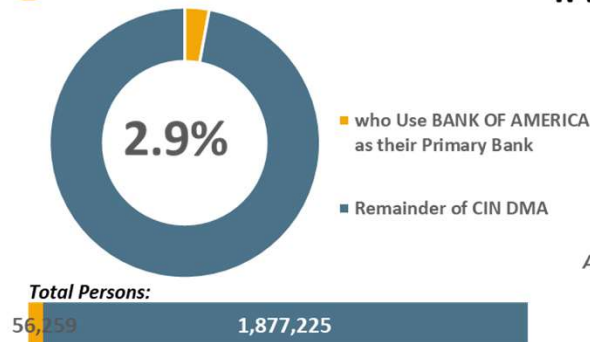


Percent of Market: Adults 18 or older



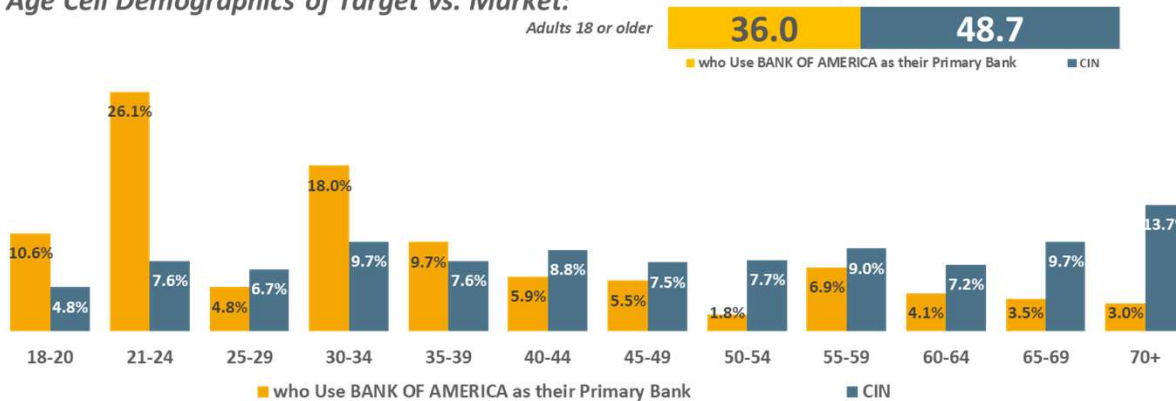
Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:

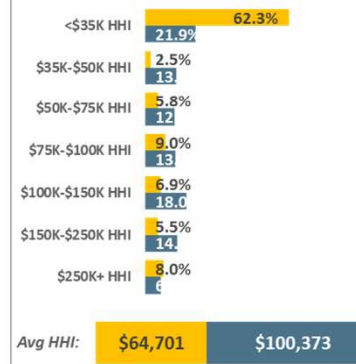


Age Cell Demographics of Target vs. Market:

Average Age:



HHI of Target vs. Market:





19.6% or 374,737 of WPB DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Typical Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 51.2 years old (3.4% younger than average) and have a \$123,140 (21.% higher than average) annual household income.

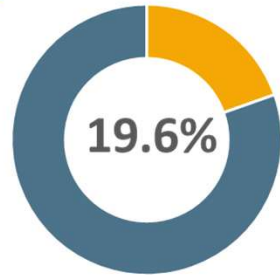


Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

Ethnicity of Target vs. Market:



■ who Use BANK OF AMERICA as their Primary Bank
 ■ Remainder of WPB DMA

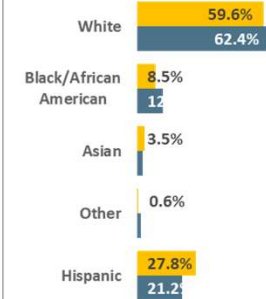
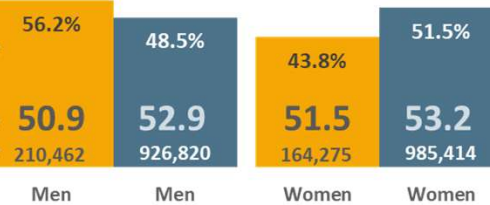
Total Persons:



%M vs. %F:

Average Age:

Persons:

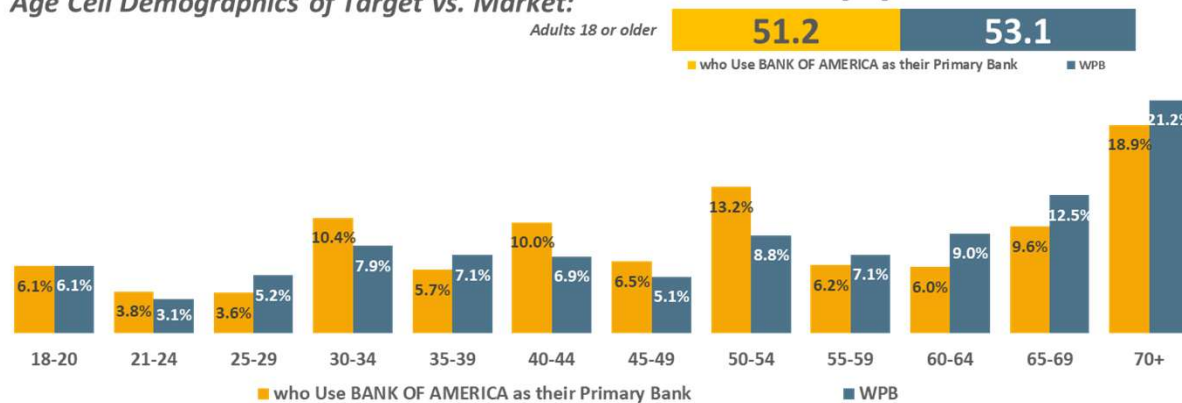


Age Cell Demographics of Target vs. Market:

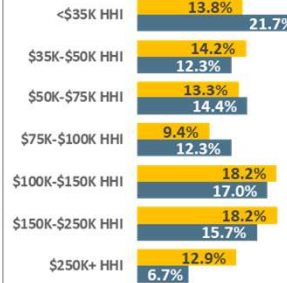
Average Age:

Adults 18 or older

■ who Use BANK OF AMERICA as their Primary Bank ■ WPB



HHI of Target vs. Market:



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 470
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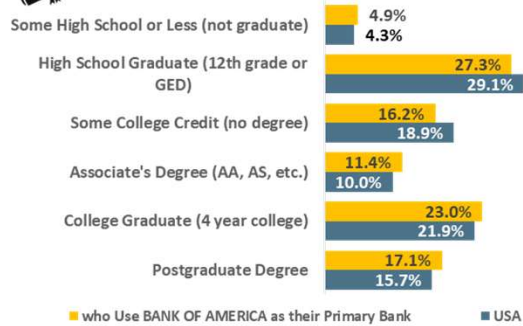
Banks HHLD uses (primary bank) (HHLD): Bank of America



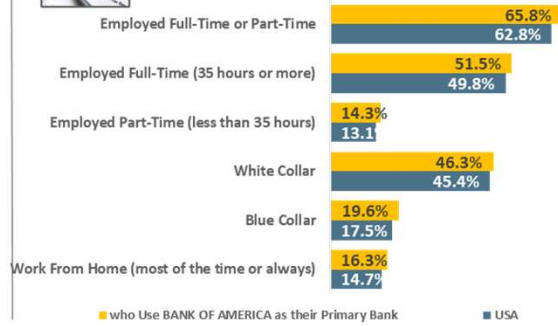
11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 6.7% more likely to be a college graduate, 3.5% more likely to work full-time, 2.2% more likely to be married, 17.6% more likely to be a parent of 1 or more children under 18.



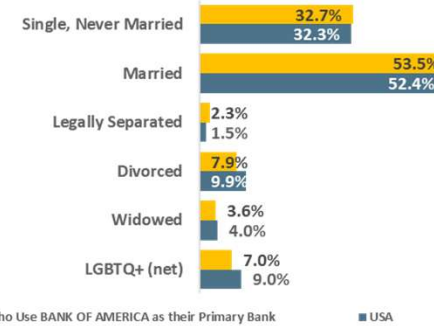
Education Levels: Adults 18 or older



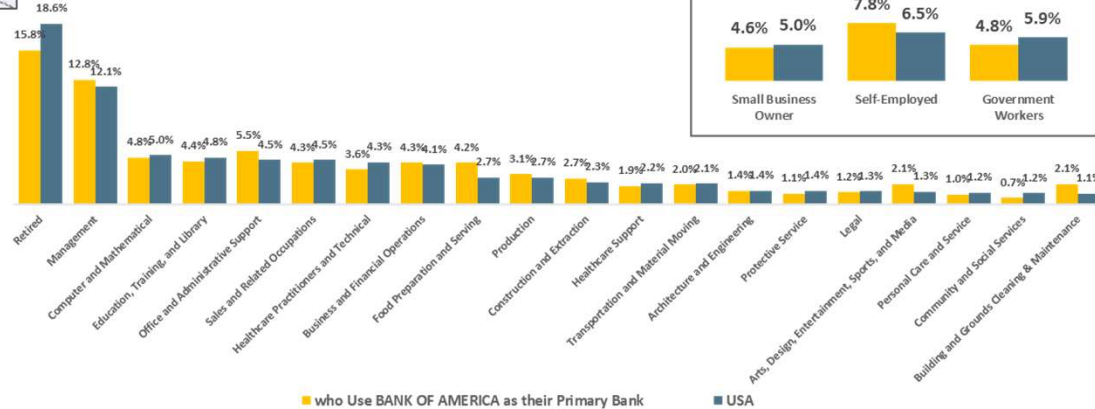
Employment: Adults 18 or older



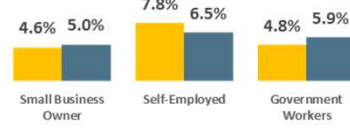
Marital Status: Adults 18 or older



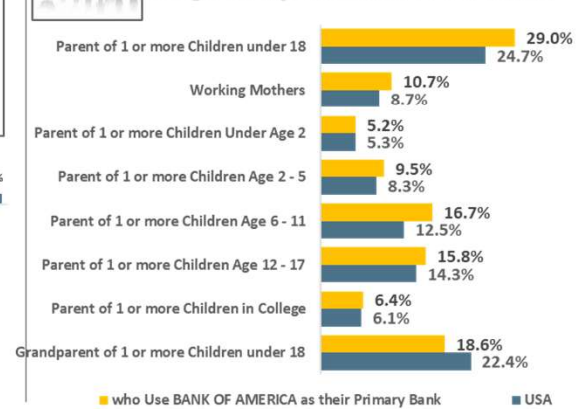
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,073
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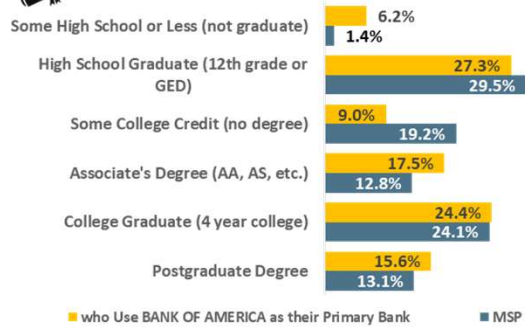
Banks HHLD uses (primary bank) (HHLD): Bank of America



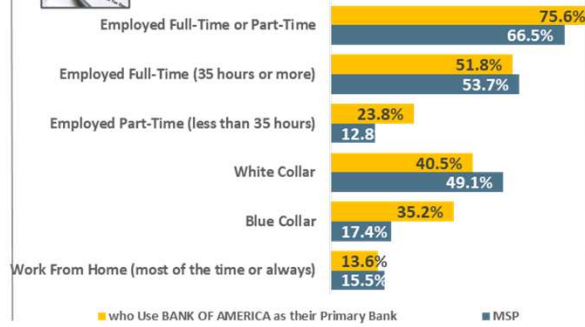
1.6% or 63,170 of MSP DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 7.6% more likely to be a college graduate, 3.5% less likely to work full-time, 10.2% more likely to be married, 106.3% more likely to be a parent of 1 or more children under 18.



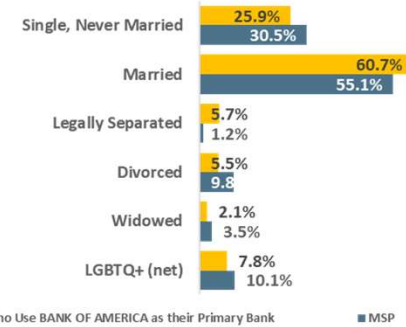
Education Levels: Adults 18 or older



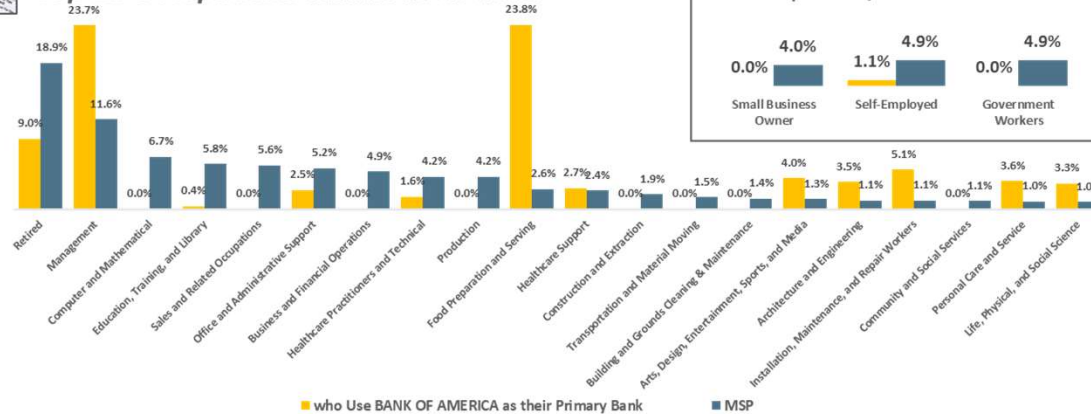
Employment: Adults 18 or older



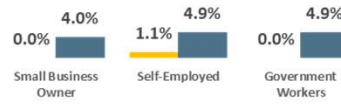
Marital Status: Adults 18 or older



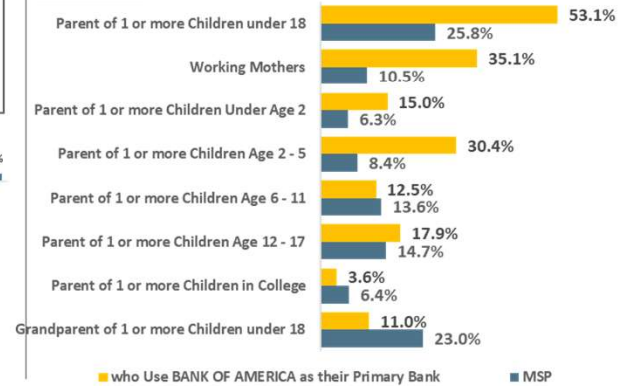
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

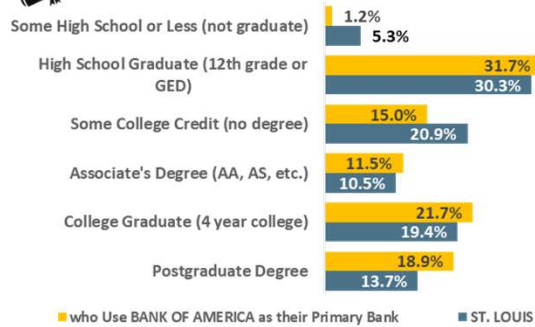




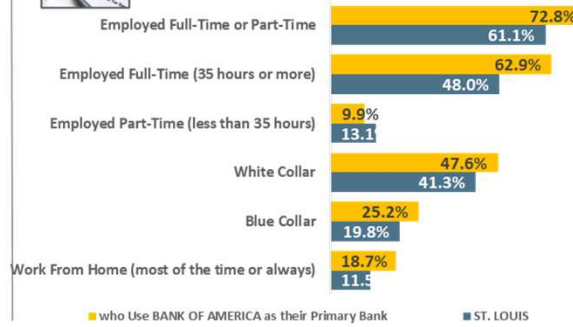
11.1% or 278,307 of ST. LOUIS DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 22.7% more likely to be a college graduate, 31.% more likely to work full-time, 7.8% more likely to be married, 3.9% less likely to be a parent of 1 or more children under 18.



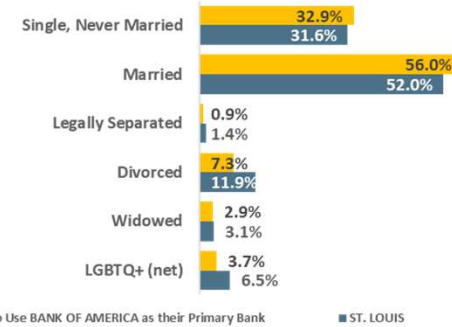
Education Levels: Adults 18 or older



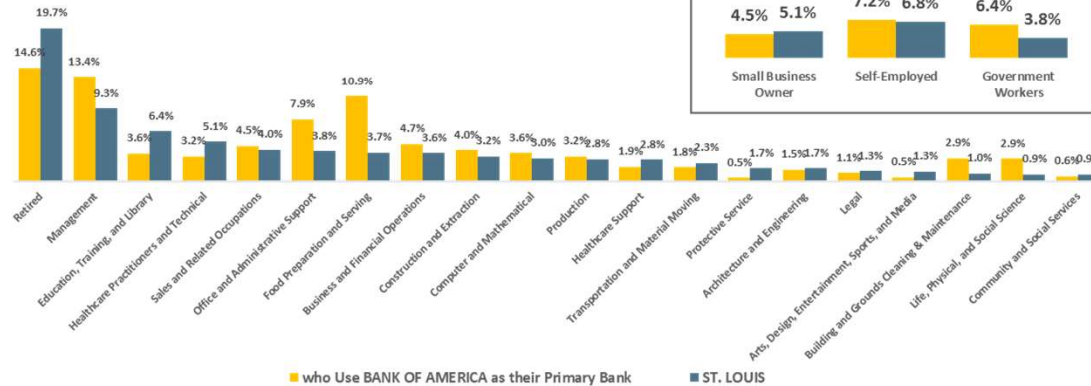
Employment: Adults 18 or older



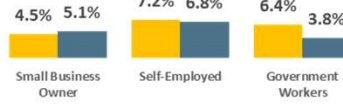
Marital Status: Adults 18 or older



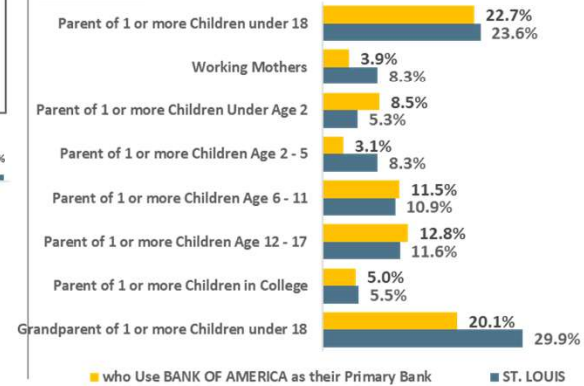
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

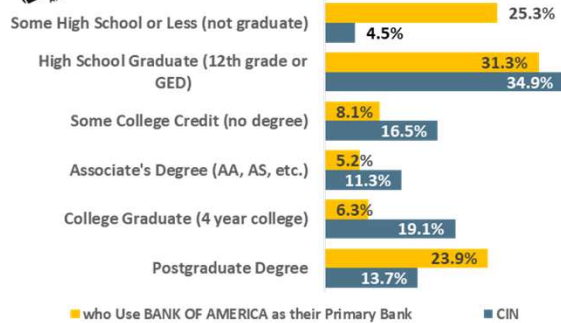




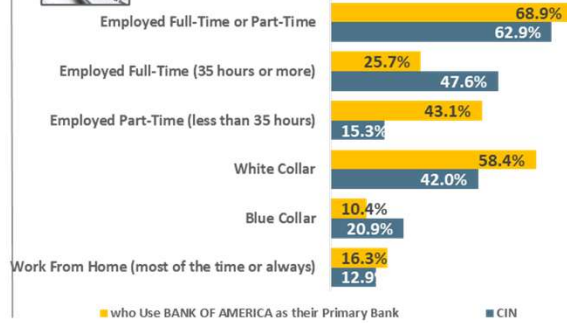
2.9% or 56,259 of CIN DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 7.7% less likely to be a college graduate, 45.9% less likely to work full-time, 20.8% less likely to be married, 19.5% more likely to be a parent of 1 or more children under 18.



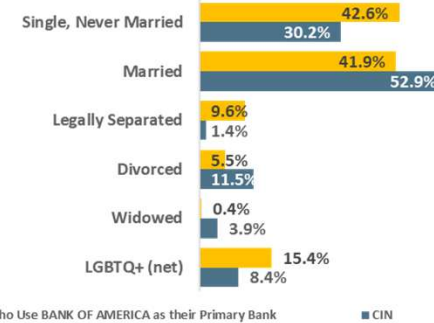
Education Levels: Adults 18 or older



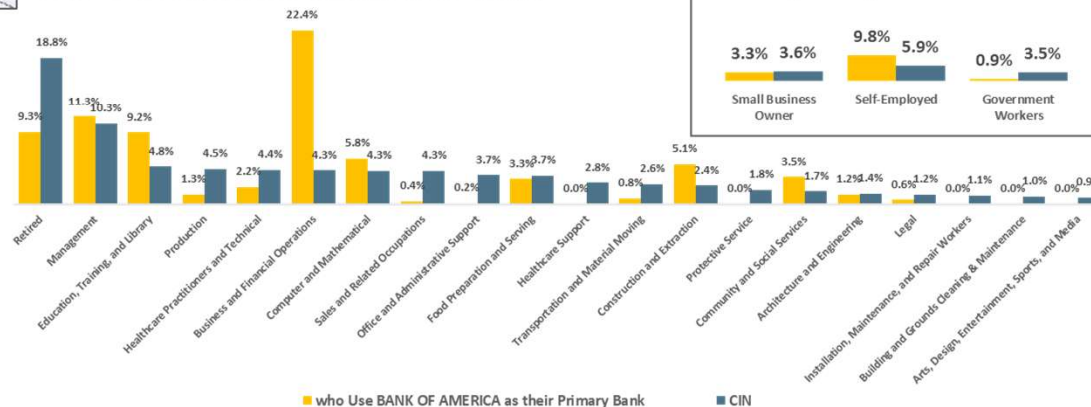
Employment: Adults 18 or older



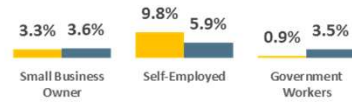
Marital Status: Adults 18 or older



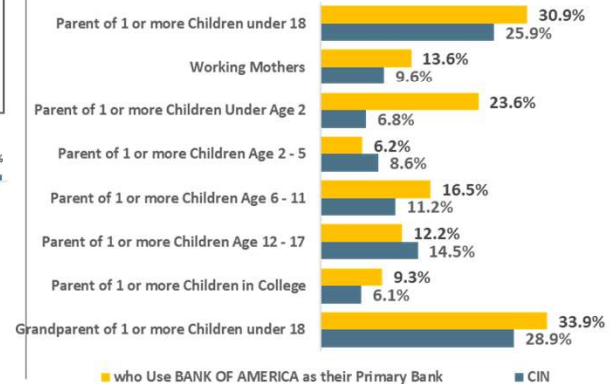
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



Stage in Life: Adults 18 or older

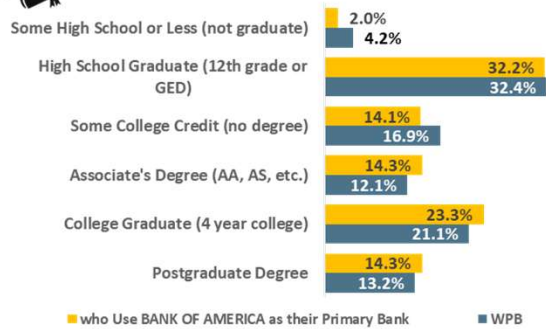




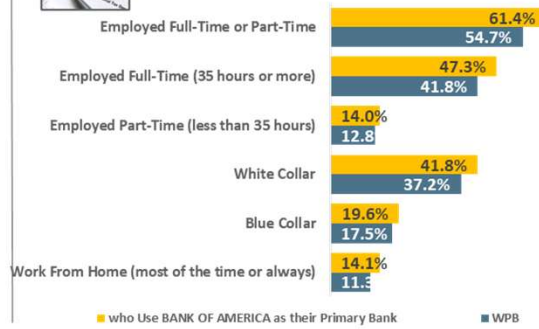
19.6% or 374,737 of WPB DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 9.4% more likely to be a college graduate, 13.1% more likely to work full-time, 6.8% more likely to be married, 29.1% more likely to be a parent of 1 or more children under 18.



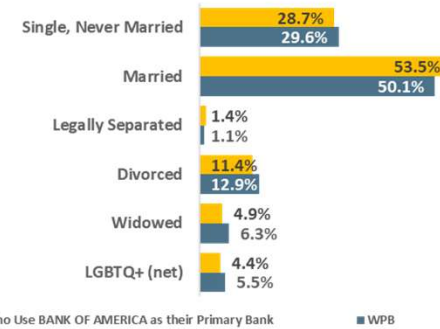
Education Levels: Adults 18 or older



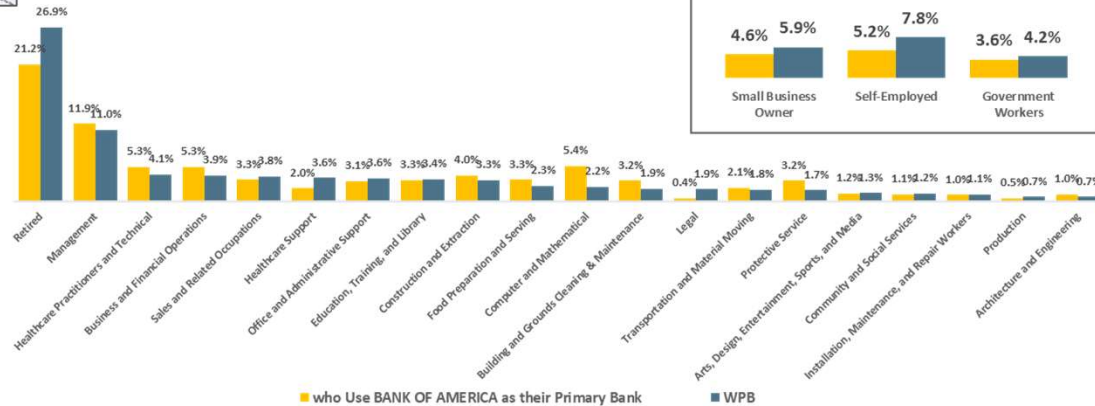
Employment: Adults 18 or older



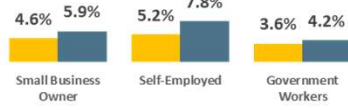
Marital Status: Adults 18 or older



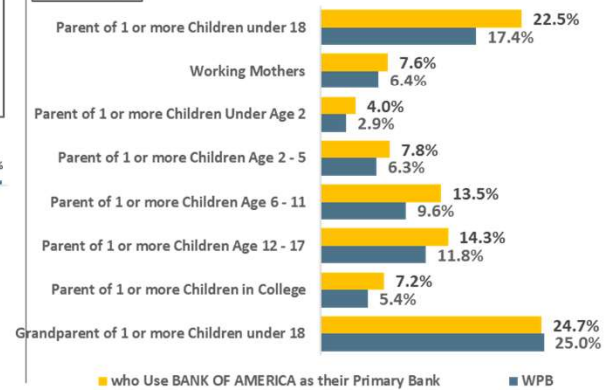
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers



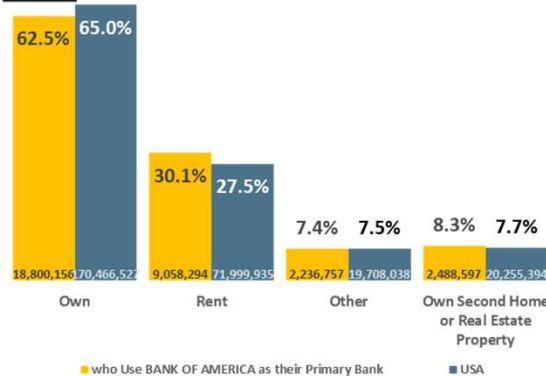
Stage in Life: Adults 18 or older



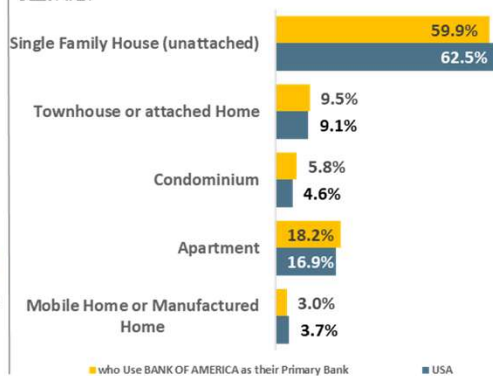


11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 3.9% less likely to own their home, 14.5% more likely to own a higher valued home, 4.1% less likely to have a single-family home, 2.6% less likely to have a dog.

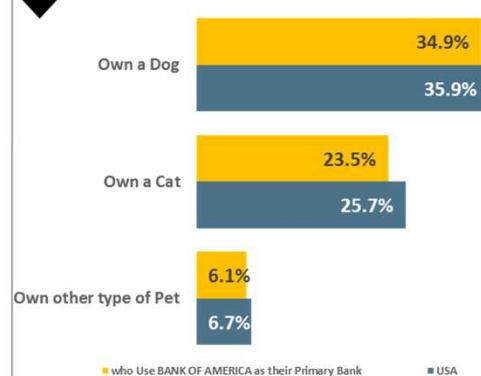
Own/Rent/Other: Adults 18 or older



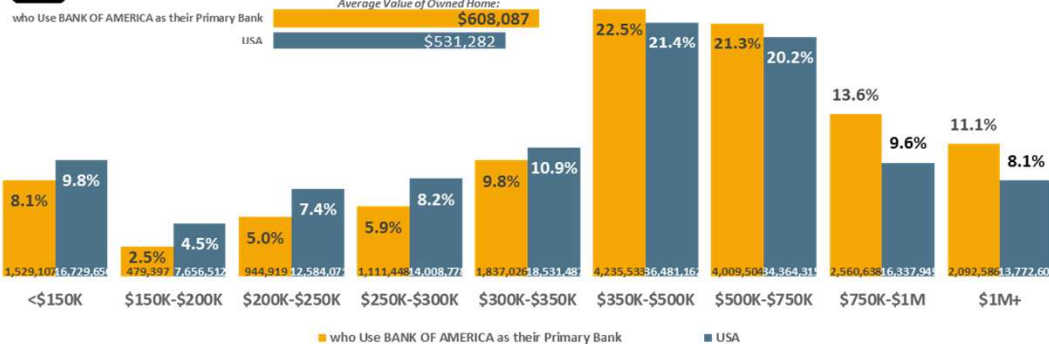
Type of Home: Adults 18 or older



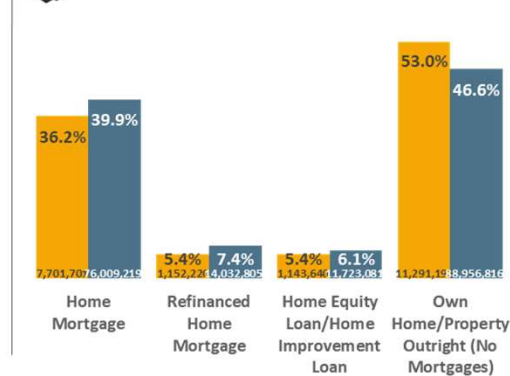
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



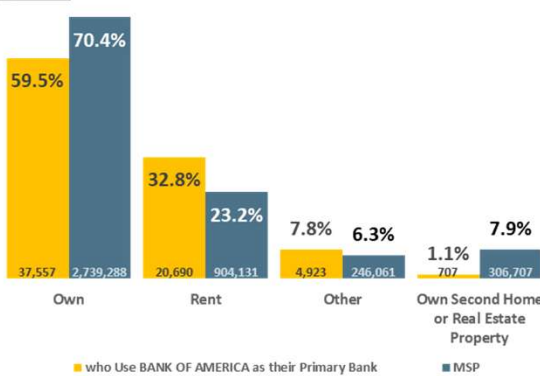
Home Loans: Adults 18 or older



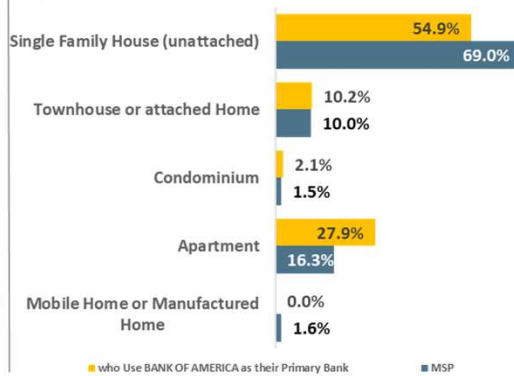


1.6% or 63,170 of MSP DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 15.6% less likely to own their home, 12.7% more likely to own a higher valued home, 20.4% less likely to have a single-family home, 6.% less likely to have a dog.

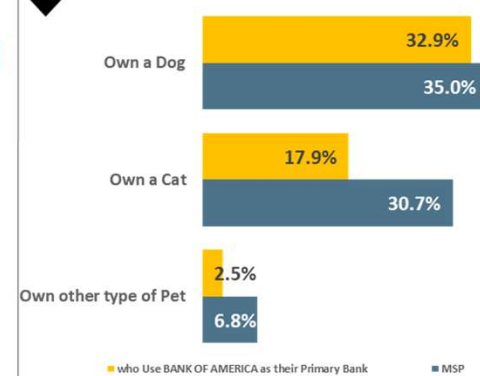
Own/Rent/Other: Adults 18 or older



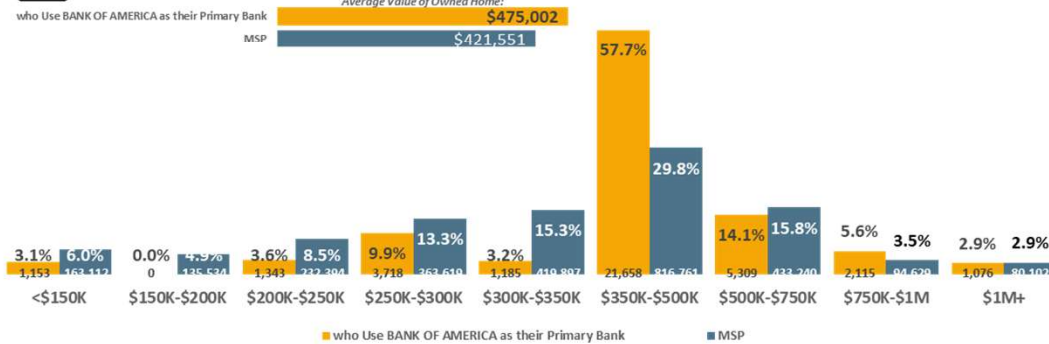
Type of Home: Adults 18 or older



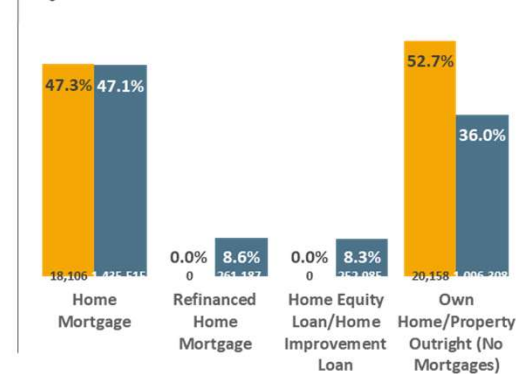
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



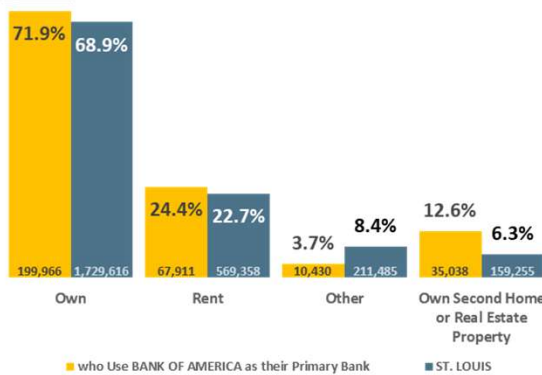
Home Loans: Adults 18 or older



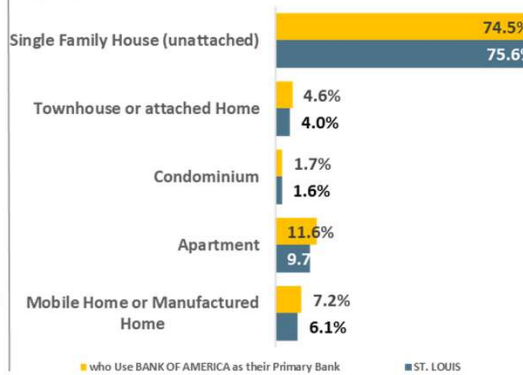


11.1% or 278,307 of ST. LOUIS DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 4.3% more likely to own their home, 7.6% more likely to own a higher valued home, 1.4% less likely to have a single-family home, 10.% less likely to have a dog.

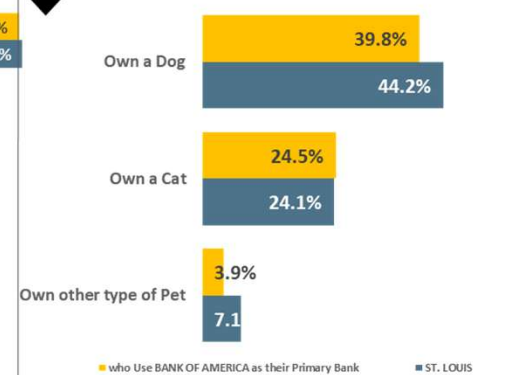
Own/Rent/Other: Adults 18 or older



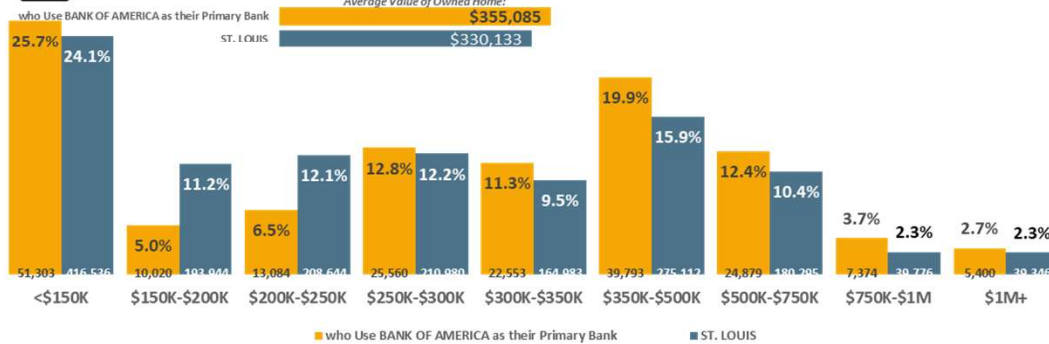
Type of Home: Adults 18 or older



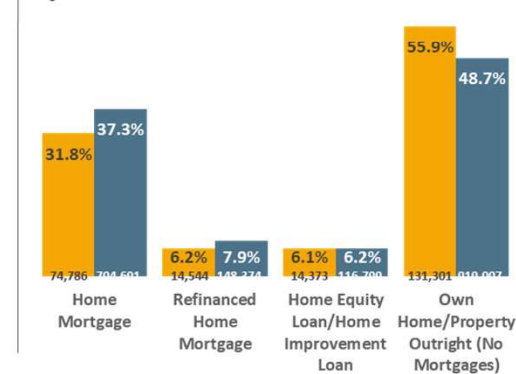
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



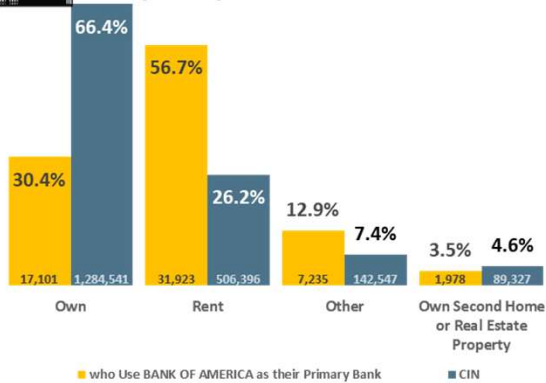
Home Loans: Adults 18 or older



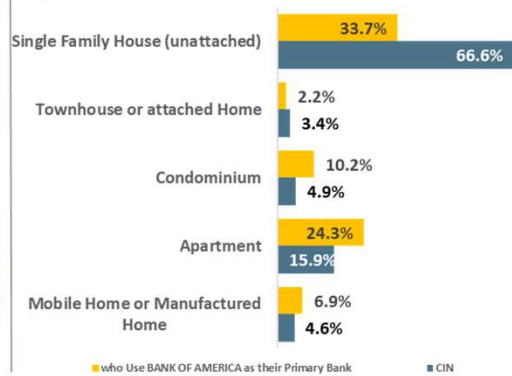


2.9% or 56,259 of CIN DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 54.2% less likely to own their home, 39.4% more likely to own a higher valued home, 49.3% less likely to have a single-family home, 29.4% less likely to have a dog.

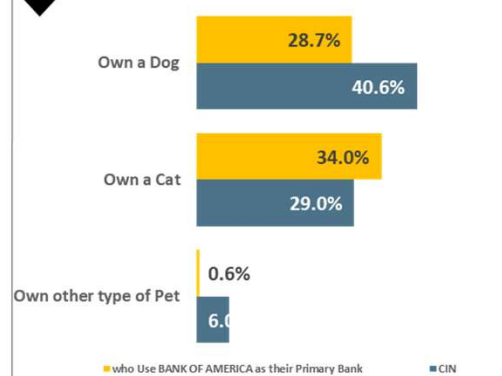
Own/Rent/Other: Adults 18 or older



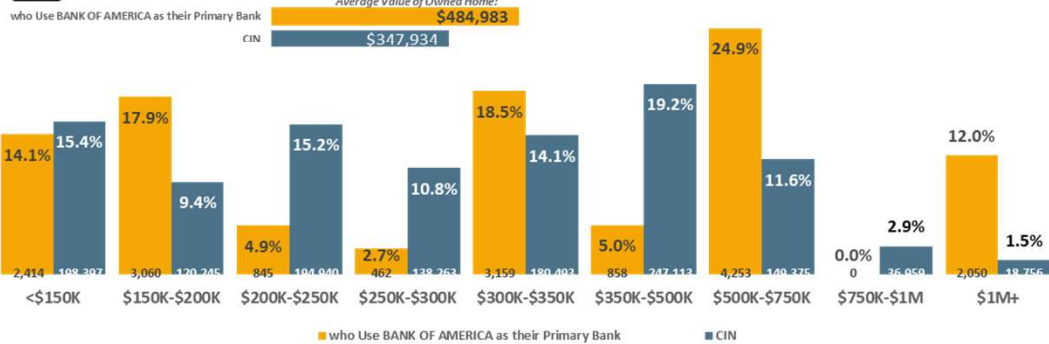
Type of Home: Adults 18 or older



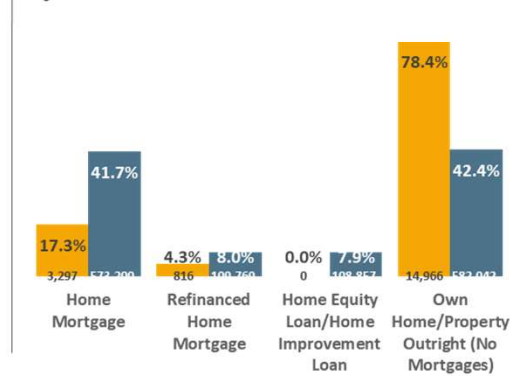
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older

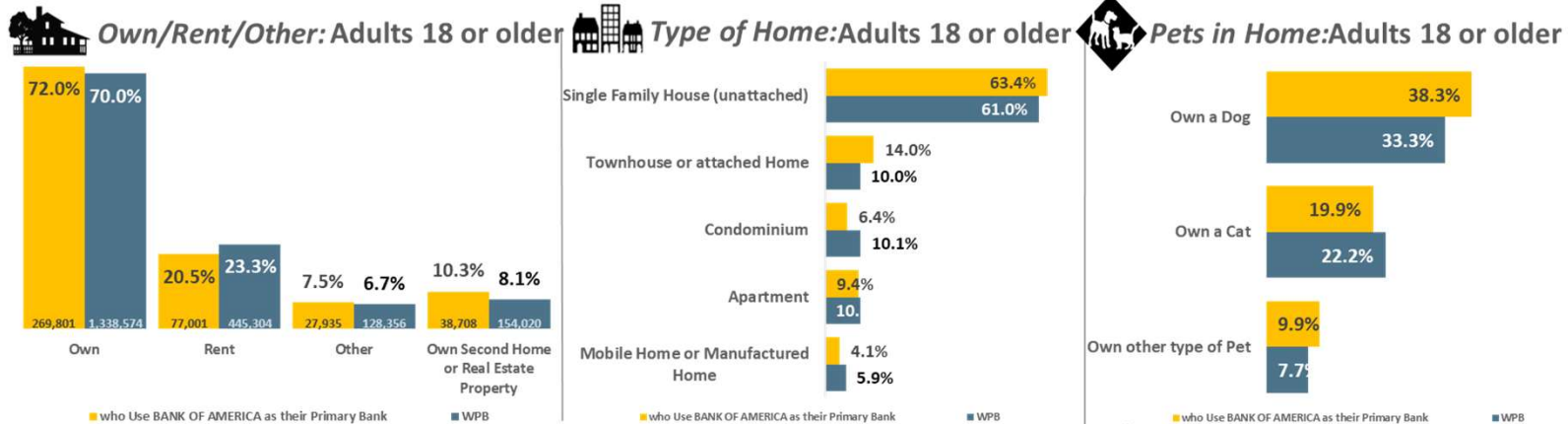


Home Loans: Adults 18 or older

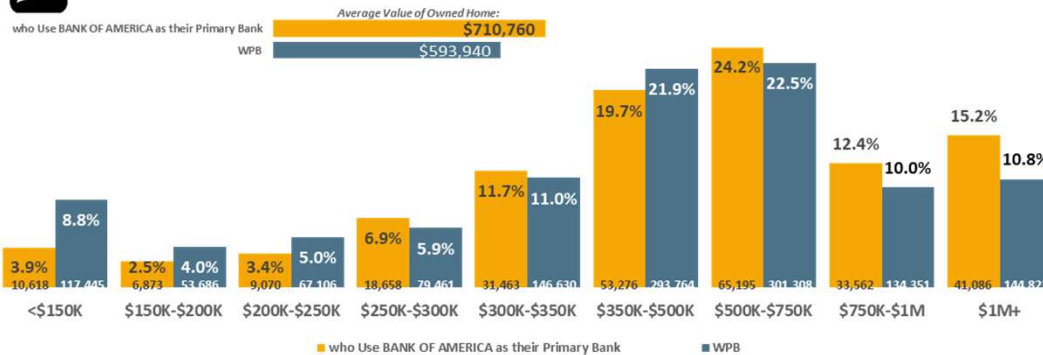




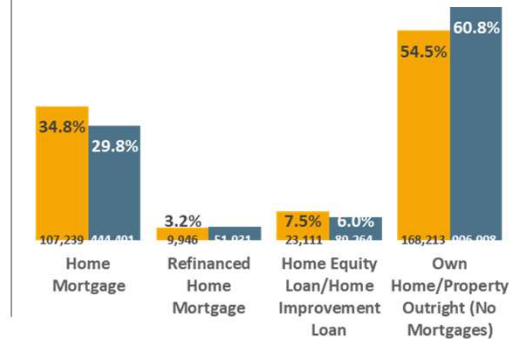
19.6% or 374,737 of WPB DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 2.9% more likely to own their home, 19.7% more likely to own a higher valued home, 3.8% more likely to have a single-family home, 14.8% more likely to have a dog.



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

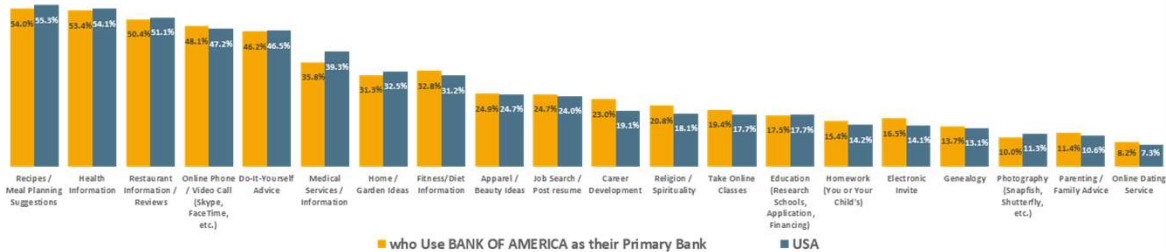




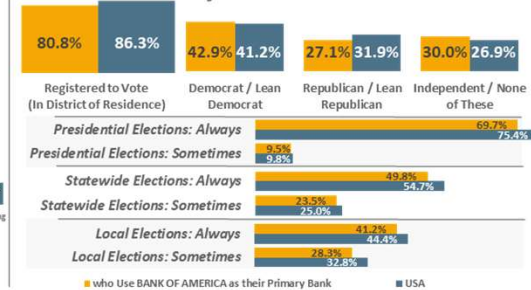
11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are .6% less likely to look up D-I-Y advice online, 7.% less likely to always vote in local elections, 15.7% more likely to belong to a gym, 5.9% more likely to fly domestic past yr.



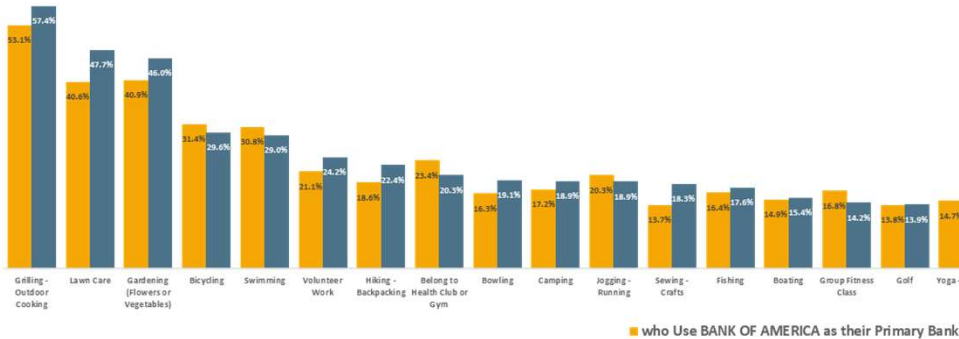
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



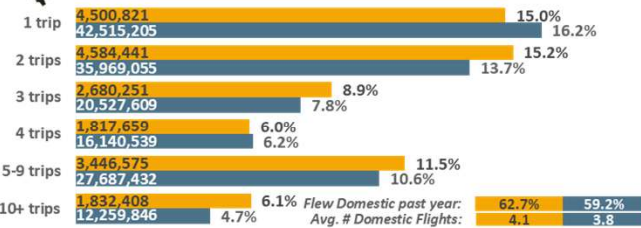
Political Activity: Adults 18 or older



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



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

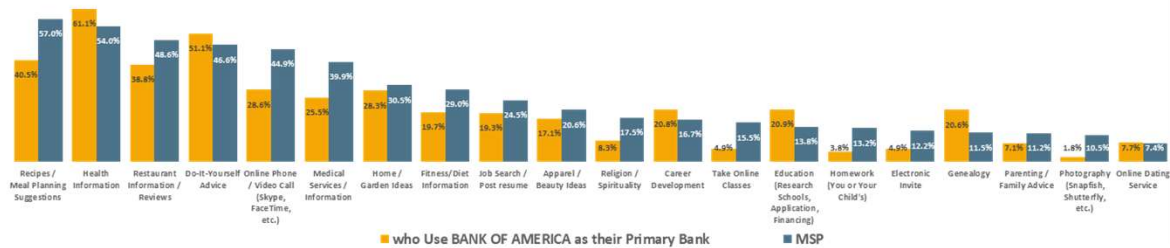




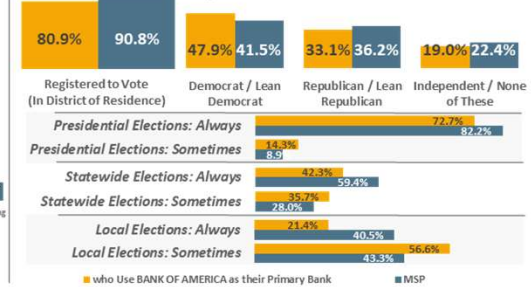
1.6% or 63,170 of MSP DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 9.8% more likely to look up D-I-Y advice online, 47.1% less likely to always vote in local elections, 58.8% less likely to belong to a gym, 40.3% more likely to fly domestic past yr.



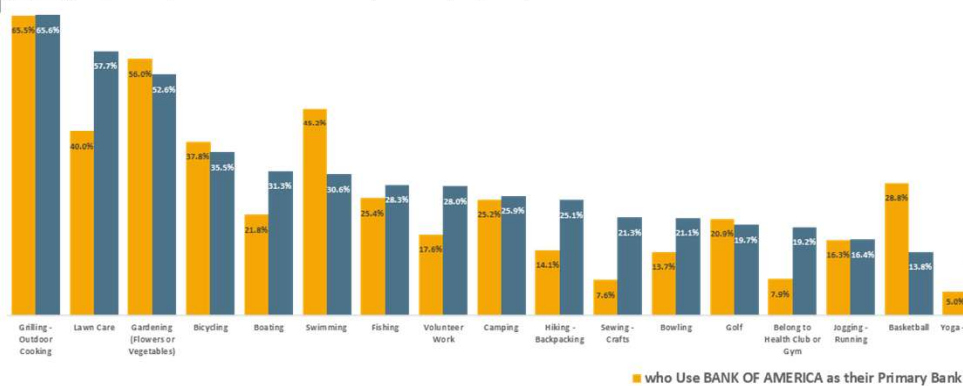
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



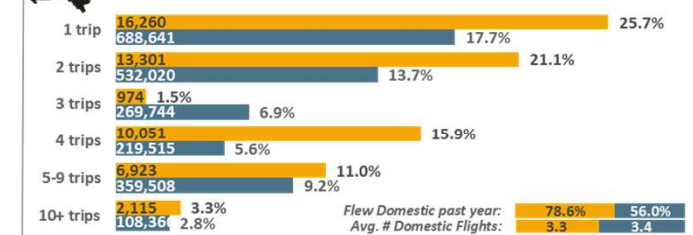
Political Activity: Adults 18 or older



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



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

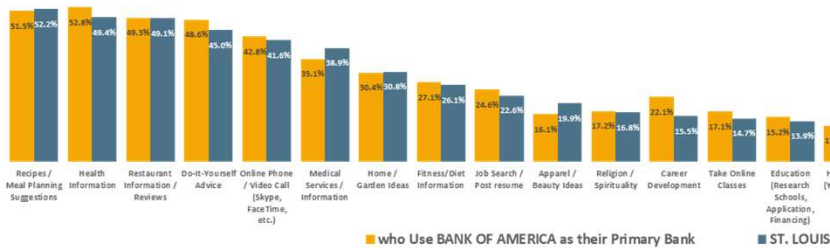




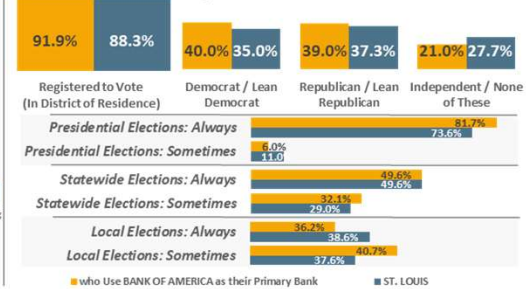
11.1% or 278,307 of ST. LOUIS DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 8.1% more likely to look up D-I-Y advice online, 6.4% less likely to always vote in local elections, 2.2% more likely to belong to a gym, 21.2% more likely to fly domestic past yr.



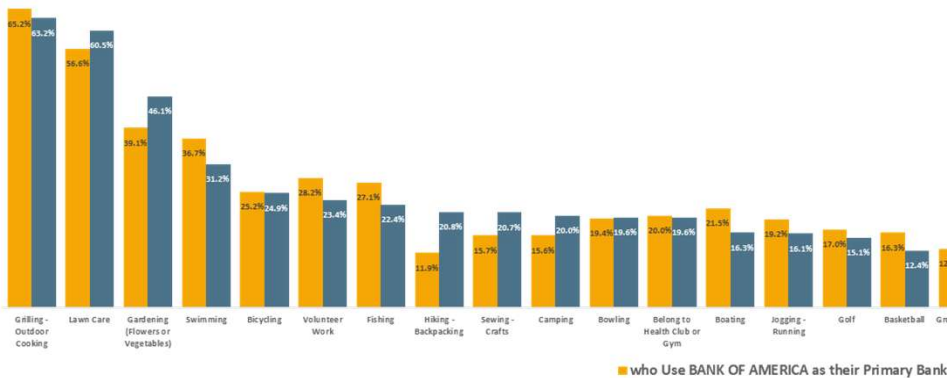
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



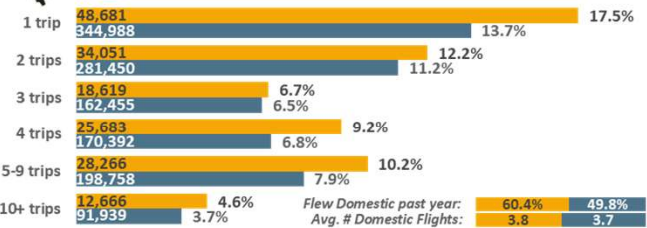
Political Activity: Adults 18 or older



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



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

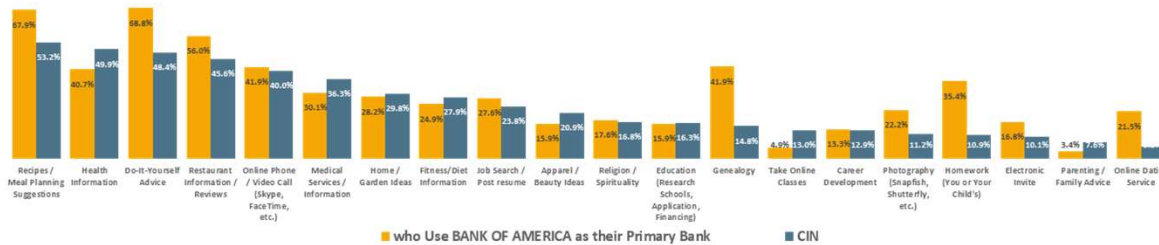




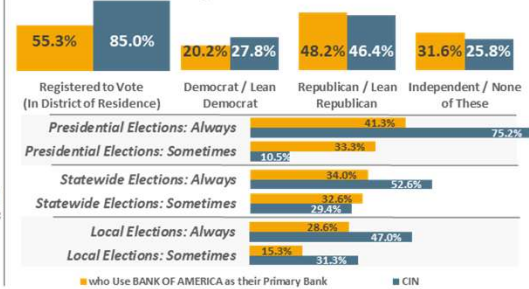
2.9% or 56,259 of CIN DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 42.2% more likely to look up D-I-Y advice online, 39.1% less likely to always vote in local elections, 8.1% less likely to belong to a gym, 48.7% more likely to fly domestic past yr.



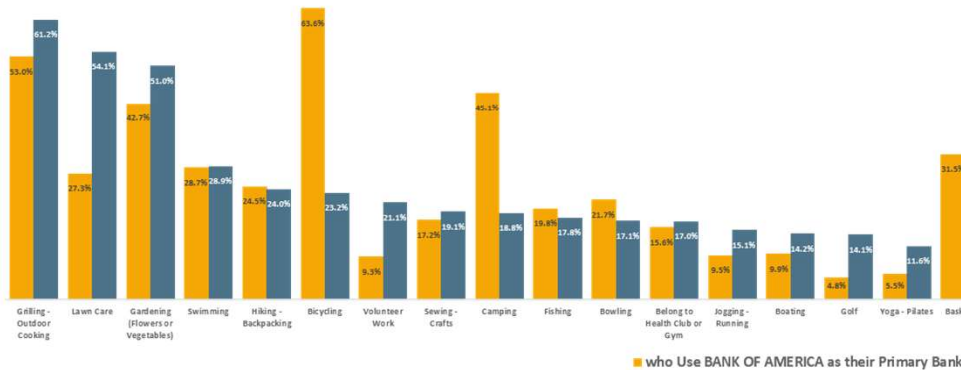
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



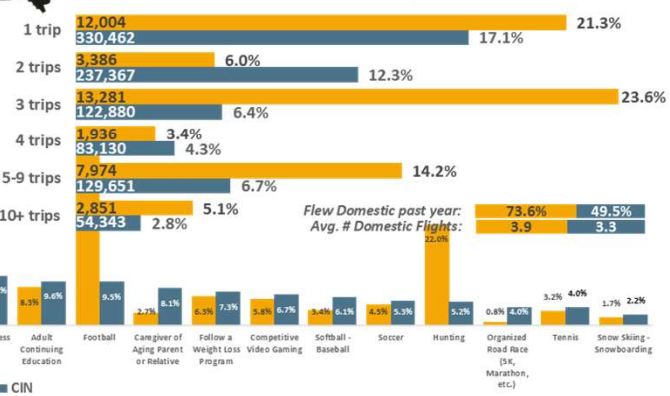
Political Activity: Adults 18 or older



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



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

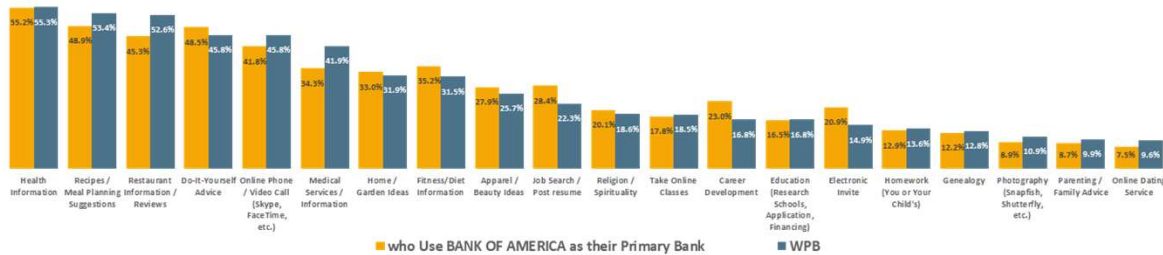




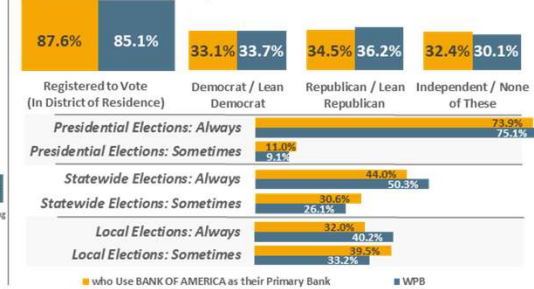
19.6% or 374,737 of WPB DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 5.8% more likely to look up D-I-Y advice online, 20.5% less likely to always vote in local elections, 39.3% more likely to belong to a gym, 12.4% more likely to fly domestic past yr.



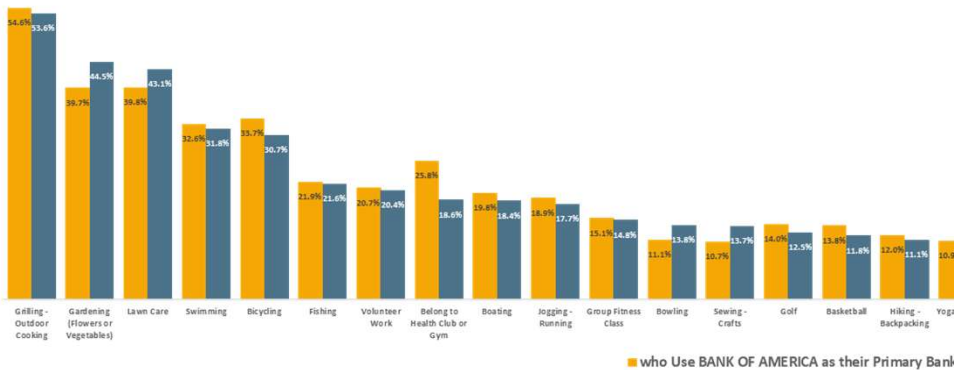
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



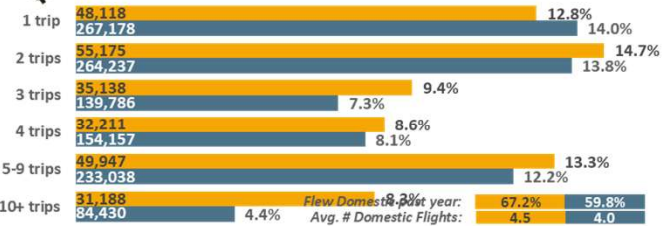
Political Activity: Adults 18 or older



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



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

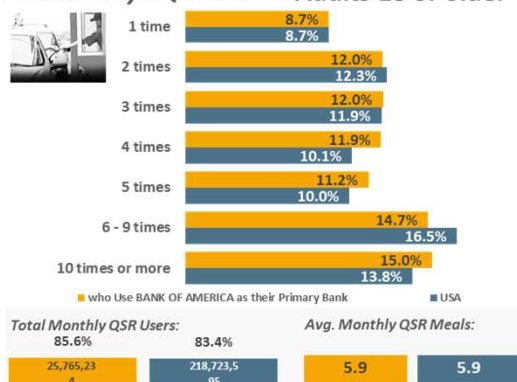


Flew Domestic past year: 67.2%
Avg. # Domestic Flights: 4.5

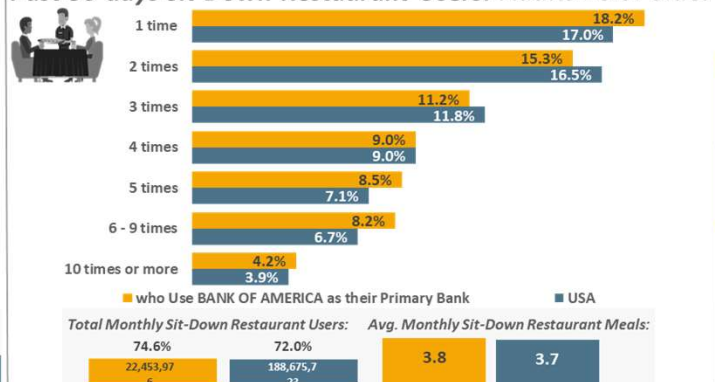


11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 2.6% more likely to use QSRs past mo., 3.7% more likely to use Sit-Down Restaurants past mo., .1% more likely to use Casinos past yr., 16.6% more likely to smoke cigarettes.

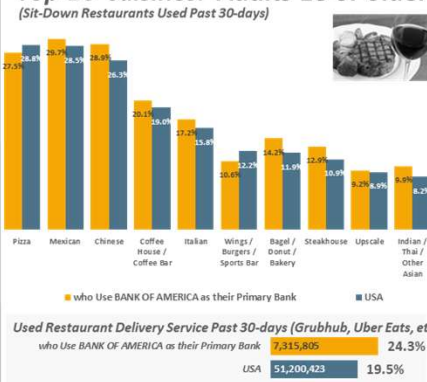
Past 30-days QSR Users: Adults 18 or older



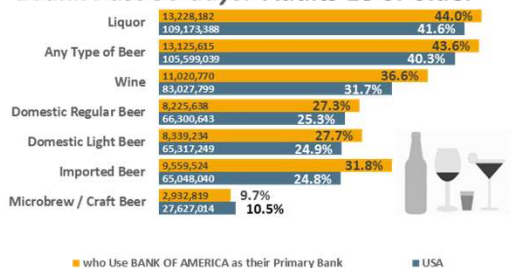
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



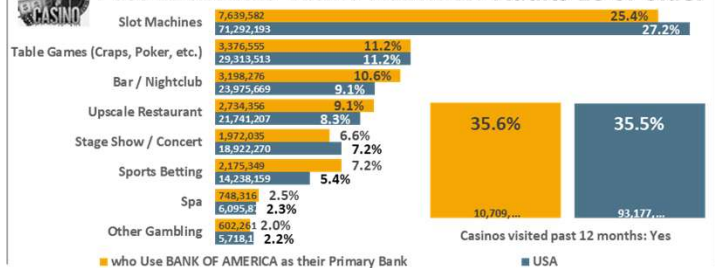
Top-10 Cuisines: Adults 18 or older



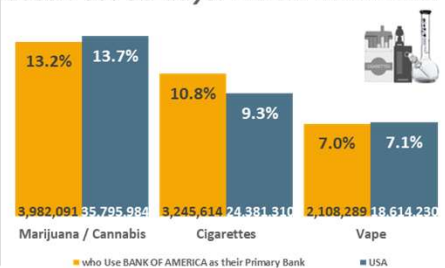
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



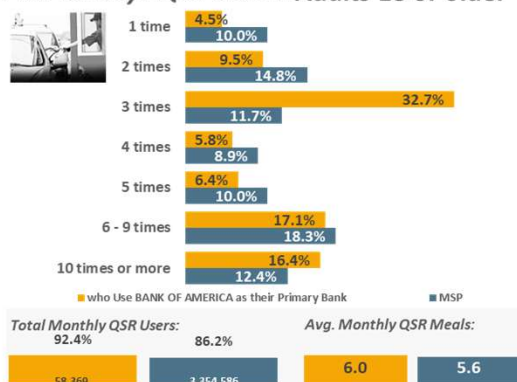
Used Past 30-days: Adults 18 or older



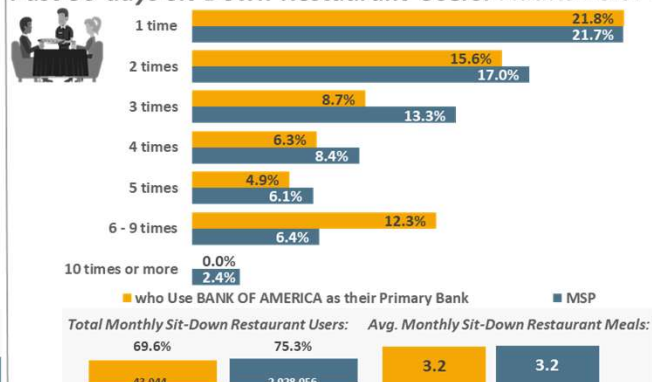


1.6% or 63,170 of MSP DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 7.1% more likely to use QSRs past mo., 7.6% less likely to use Sit-Down Restaurants past mo., 23.5% more likely to use Casinos past yr., .6% less likely to smoke cigarettes.

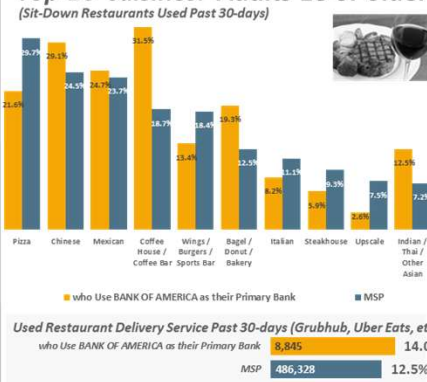
Past 30-days QSR Users: Adults 18 or older



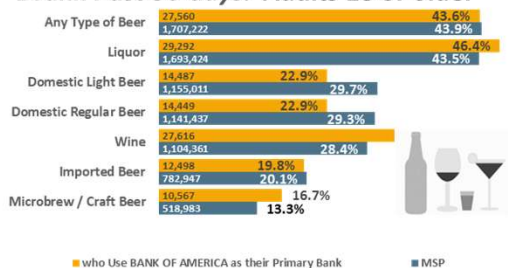
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



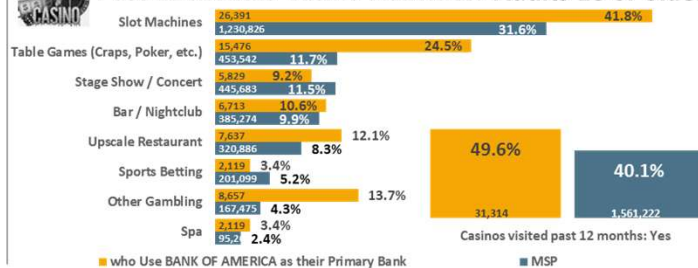
Top-10 Cuisines: Adults 18 or older



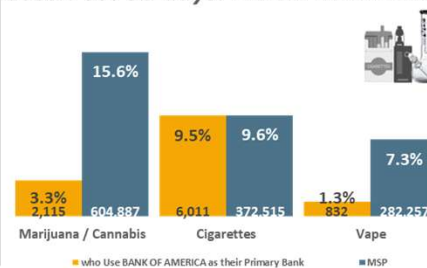
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



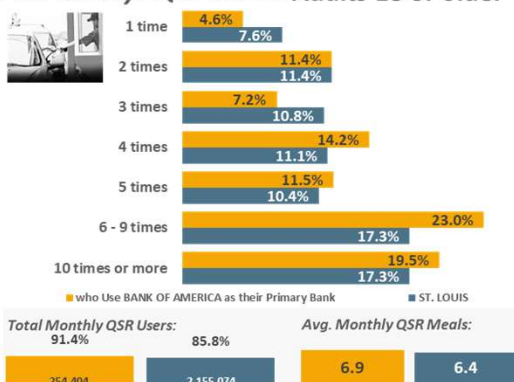
Used Past 30-days: Adults 18 or older



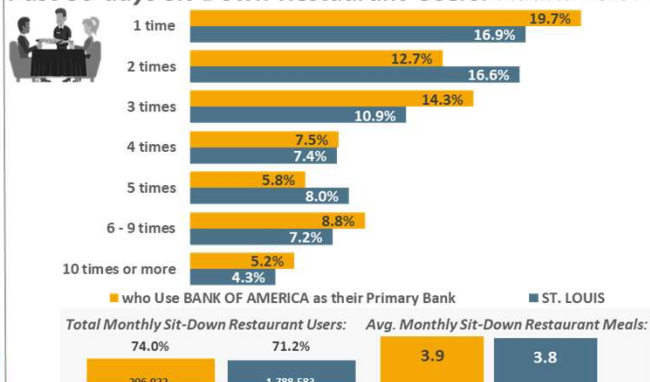


11.1% or 278,307 of ST. LOUIS DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 6.5% more likely to use QSRs past mo., 3.9% more likely to use Sit-Down Restaurants past mo., 8.9% more likely to use Casinos past yr., 60.7% less likely to smoke cigarettes.

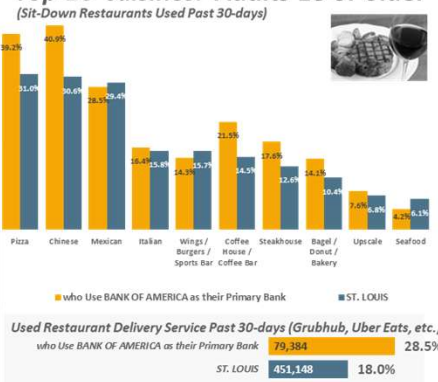
Past 30-days QSR Users: Adults 18 or older



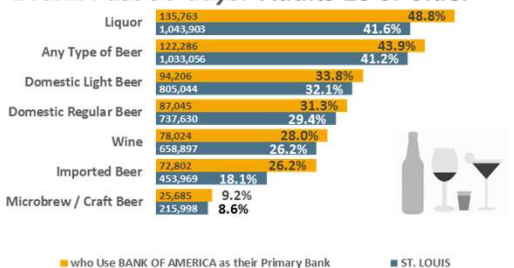
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



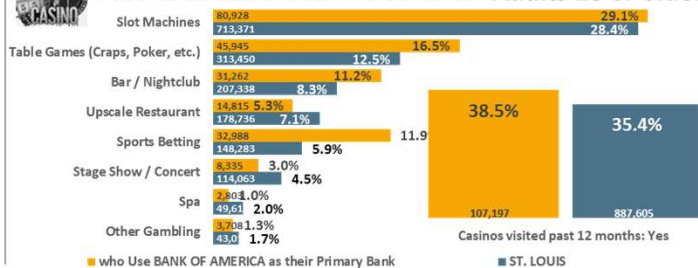
Top-10 Cuisines: Adults 18 or older



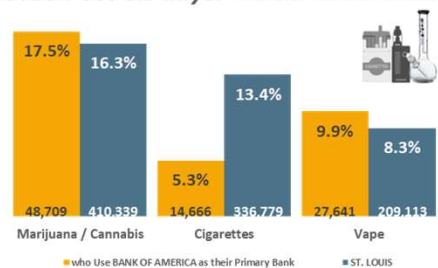
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



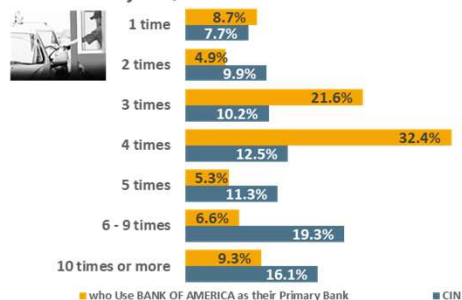
Used Past 30-days: Adults 18 or older





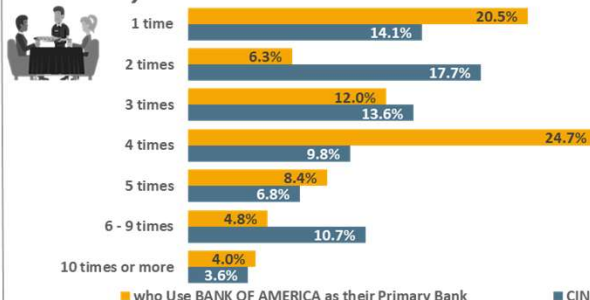
2.9% or 56,259 of CIN DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 2.2% more likely to use QSRs past mo., 5.8% more likely to use Sit-Down Restaurants past mo., 1% more likely to use Casinos past yr., 98.4% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



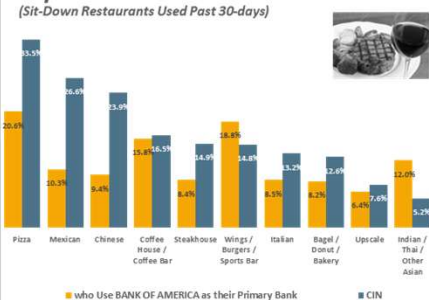
Total Monthly QSR Users: 88.8% (40,975) vs 86.9% (1,680,883)
Avg. Monthly QSR Meals: 4.8 vs 6.3

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



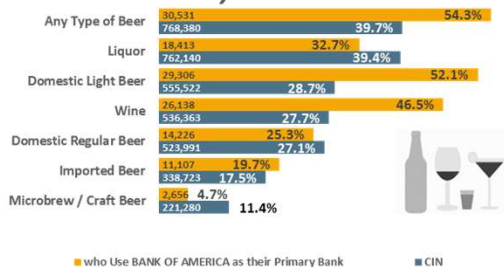
Total Monthly Sit-Down Restaurant Users: 80.8% (45,433) vs 76.4% (1,476,397)
Avg. Monthly Sit-Down Restaurant Meals: 3.8 vs 3.9

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

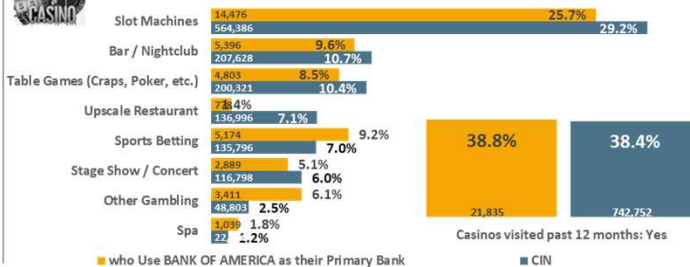


Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)
who Use BANK OF AMERICA as their Primary Bank: 14,775 (26.3%) vs CIN: 366,382 (18.9%)

Drank Past 30-days: Adults 18 or older

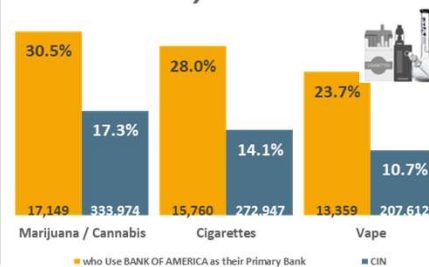


Past 12 months Casino Activities: Adults 18 or older



Casinos visited past 12 months: Yes
38.8% (21,835) vs 38.4% (742,752)

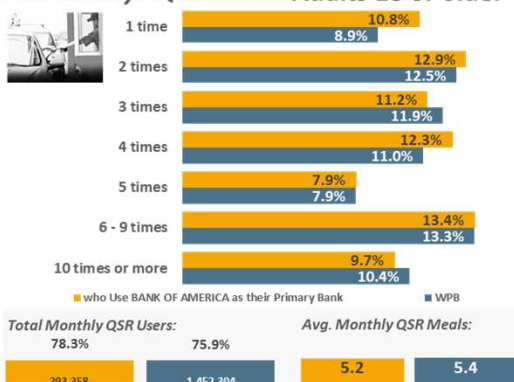
Used Past 30-days: Adults 18 or older



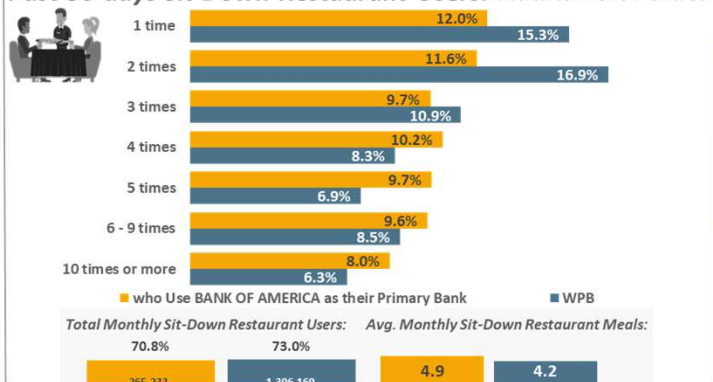


19.6% or 374,737 of WPB DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 3.1% more likely to use QSRs past mo., 3.1% less likely to use Sit-Down Restaurants past mo., 30.5% more likely to use Casinos past yr., 29.7% more likely to smoke cigarettes.

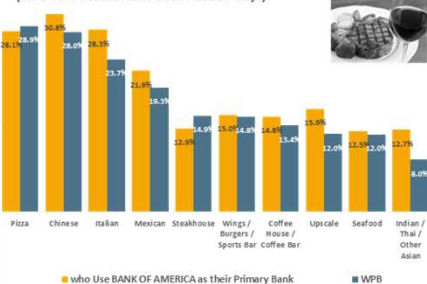
Past 30-days QSR Users: Adults 18 or older



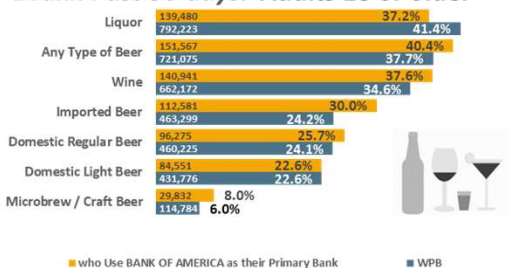
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



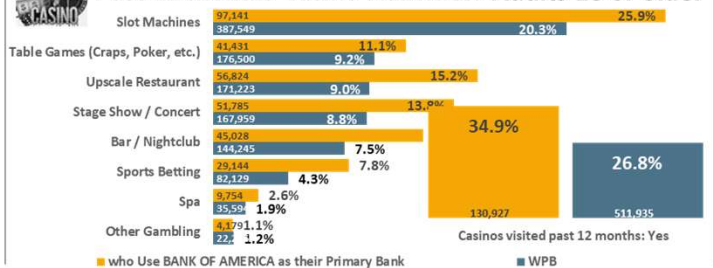
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



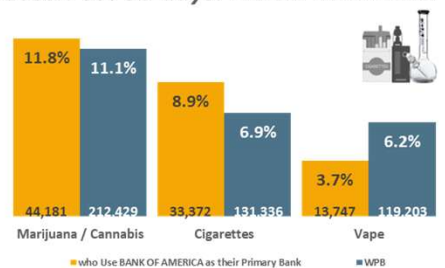
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older





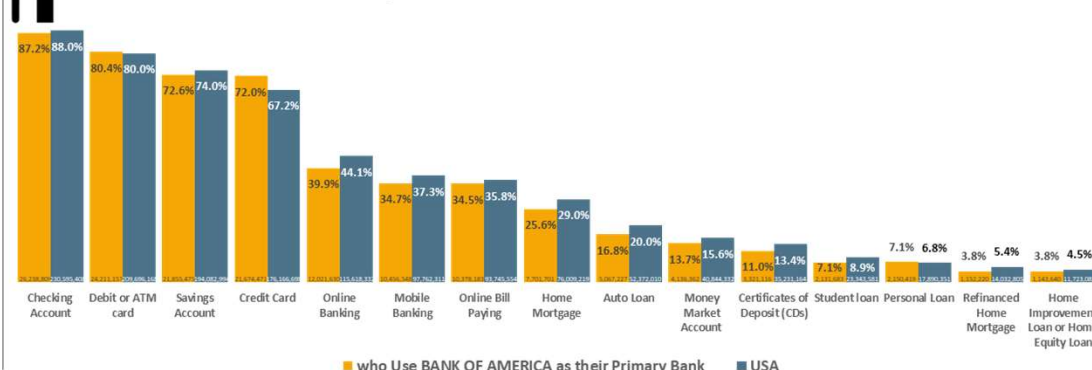
11.5% or 30,095,207 of USA DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 1.9% more likely to have a 401K, 15.7% less likely to have an Auto Loan, 2.4% more likely to Invest/Trade Stocks Online, 4.8% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



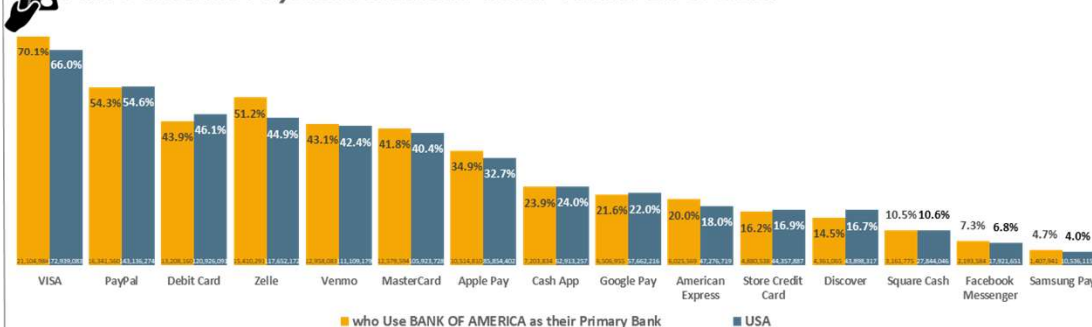
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

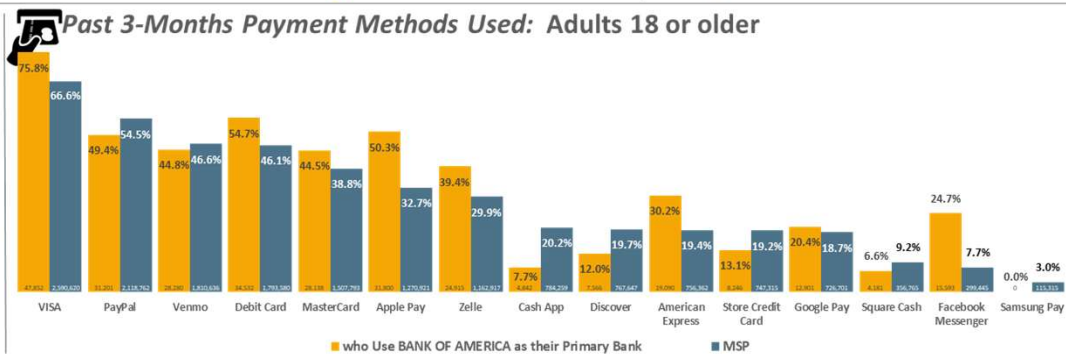
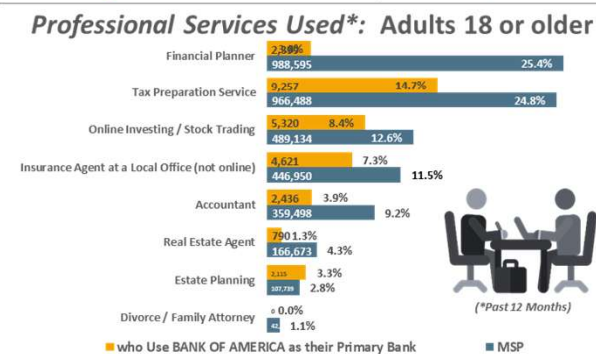
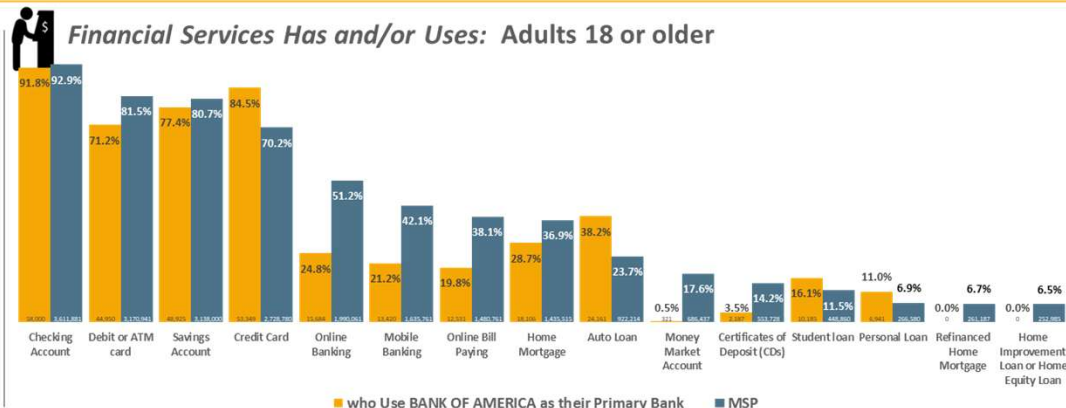


Past 3-Months Payment Methods Used: Adults 18 or older





1.6% or 63,170 of MSP DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank.
 Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 37.6% less likely to have a 401K,
 61.3% more likely to have an Auto Loan, 33.% less likely to Invest/Trade Stocks Online, 18.5% more likely to
 pay with their Debit Card.

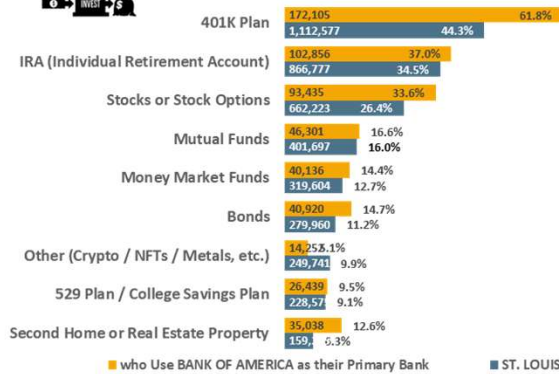




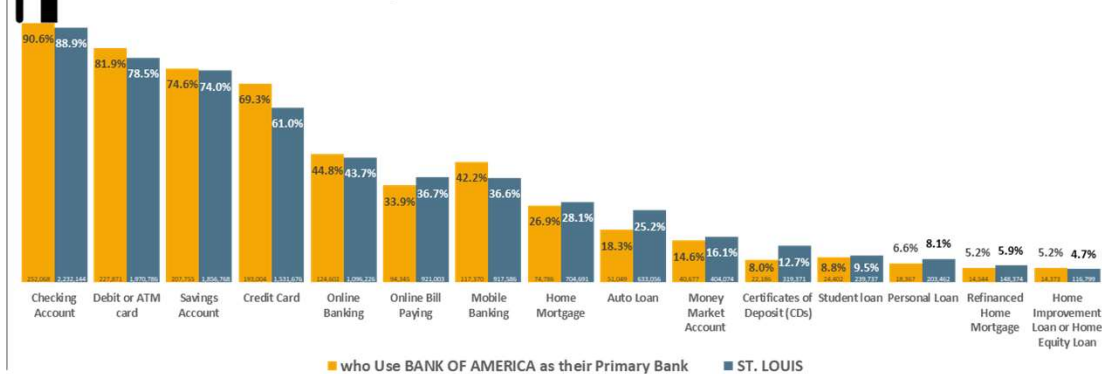
11.1% or 278,307 of ST. LOUIS DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 39.5% more likely to have a 401K, 27.3% less likely to have an Auto Loan, 53.9% more likely to Invest/Trade Stocks Online, 5.3% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



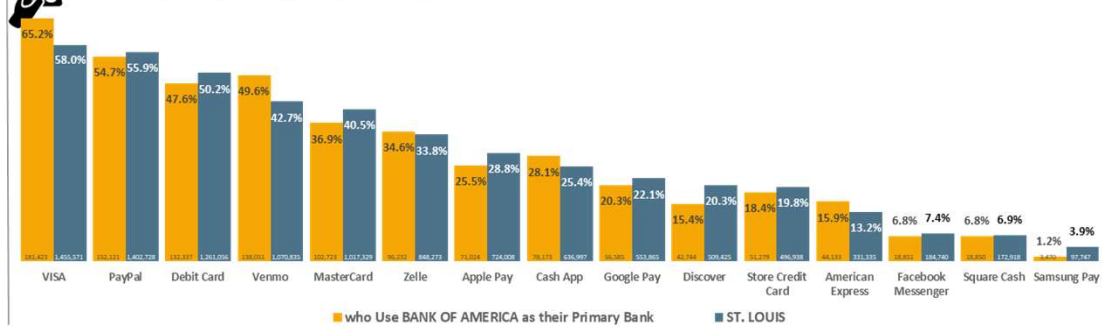
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





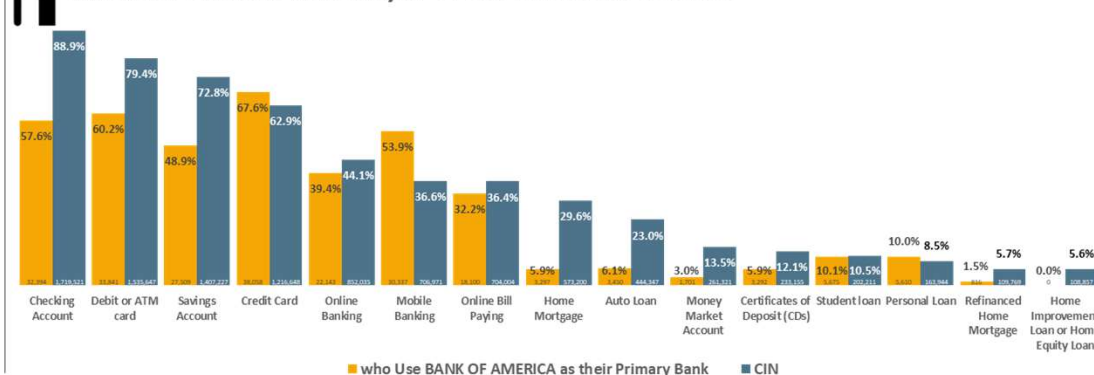
2.9% or 56,259 of CIN DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 29.5% less likely to have a 401K, 73.3% less likely to have an Auto Loan, 169.1% more likely to Invest/Trade Stocks Online, 26.% less likely to pay with their Debit Card.



Investments Owned: Adults 18 or older



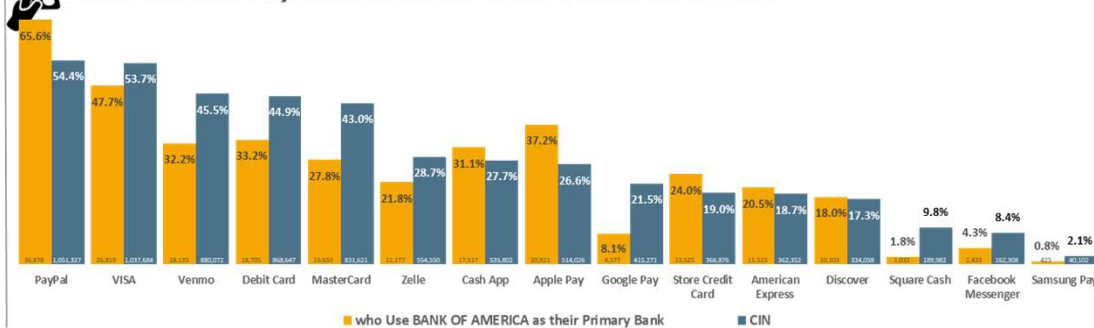
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older



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





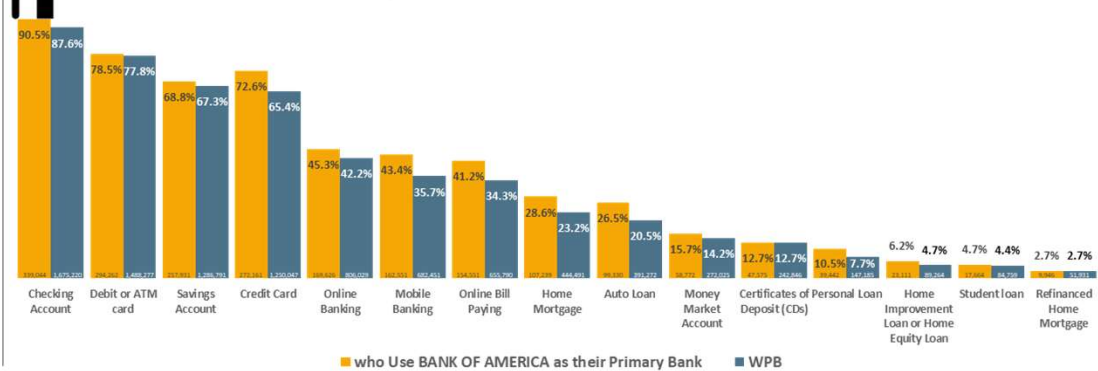
19.6% or 374,737 of WPB DMA Adults 18 or older Use BANK OF AMERICA as their Primary Bank. Adults 18 or older who Use BANK OF AMERICA as their Primary Bank are 22.4% more likely to have a 401K, 29.5% more likely to have an Auto Loan, 13.5% more likely to Invest/Trade Stocks Online, 10.7% less likely to pay with their Debit Card.



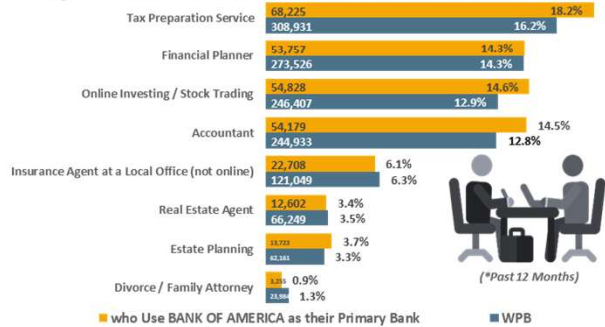
Investments Owned: Adults 18 or older



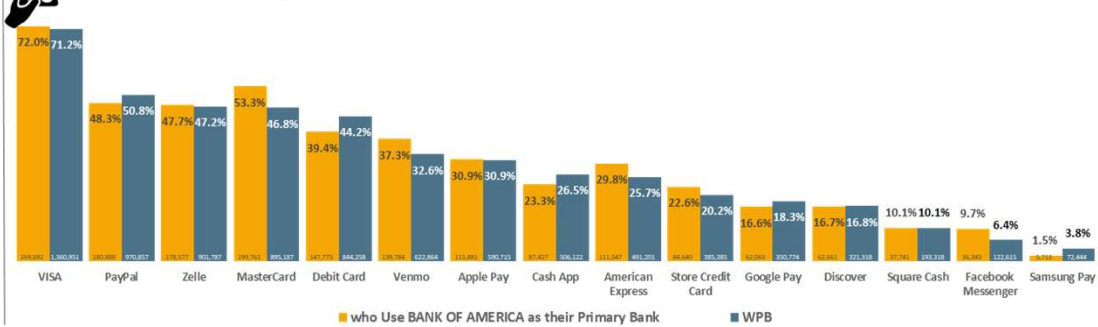
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used*: Adults 18 or older

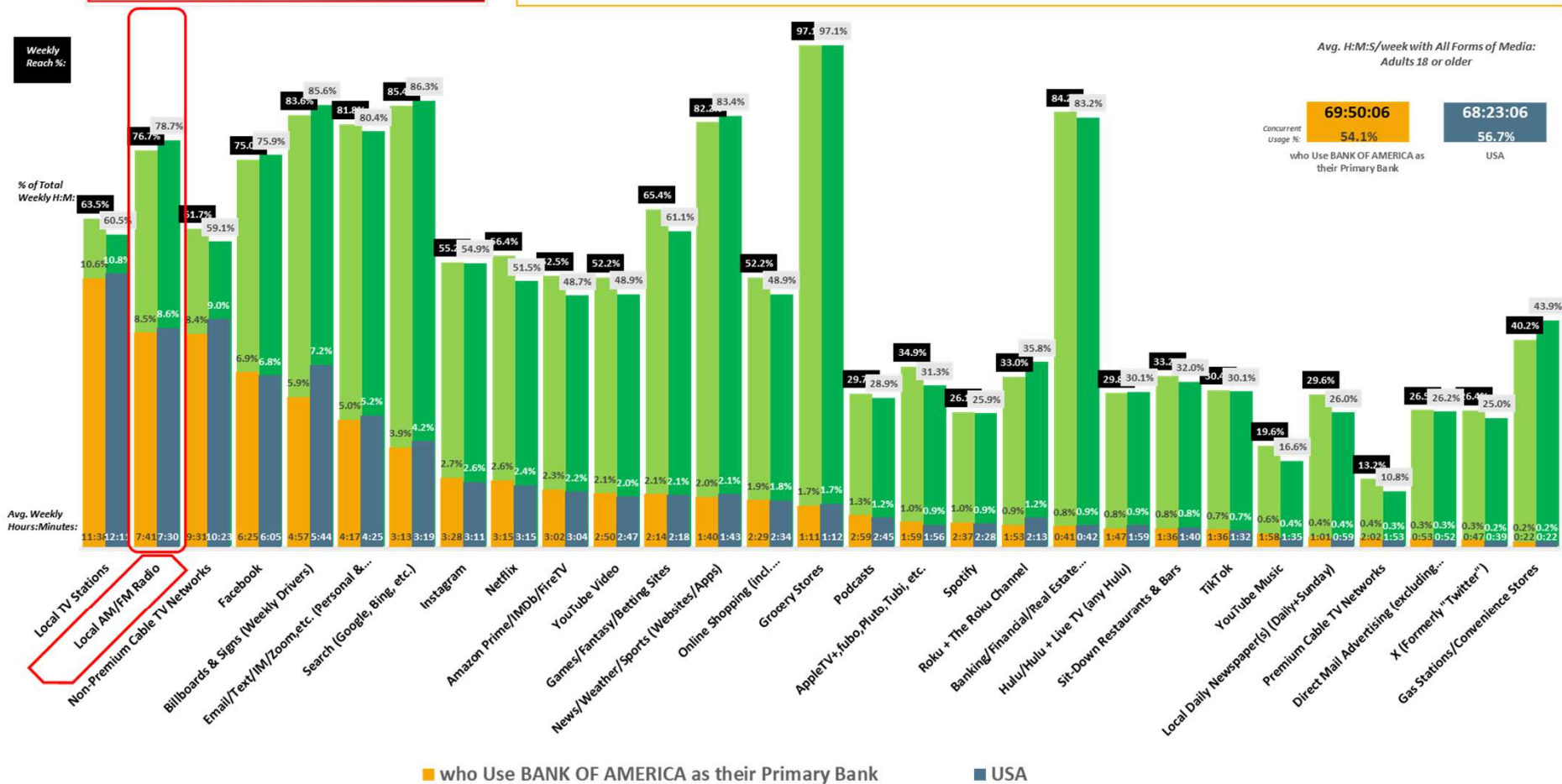


Past 3-Months Payment Methods Used: Adults 18 or older



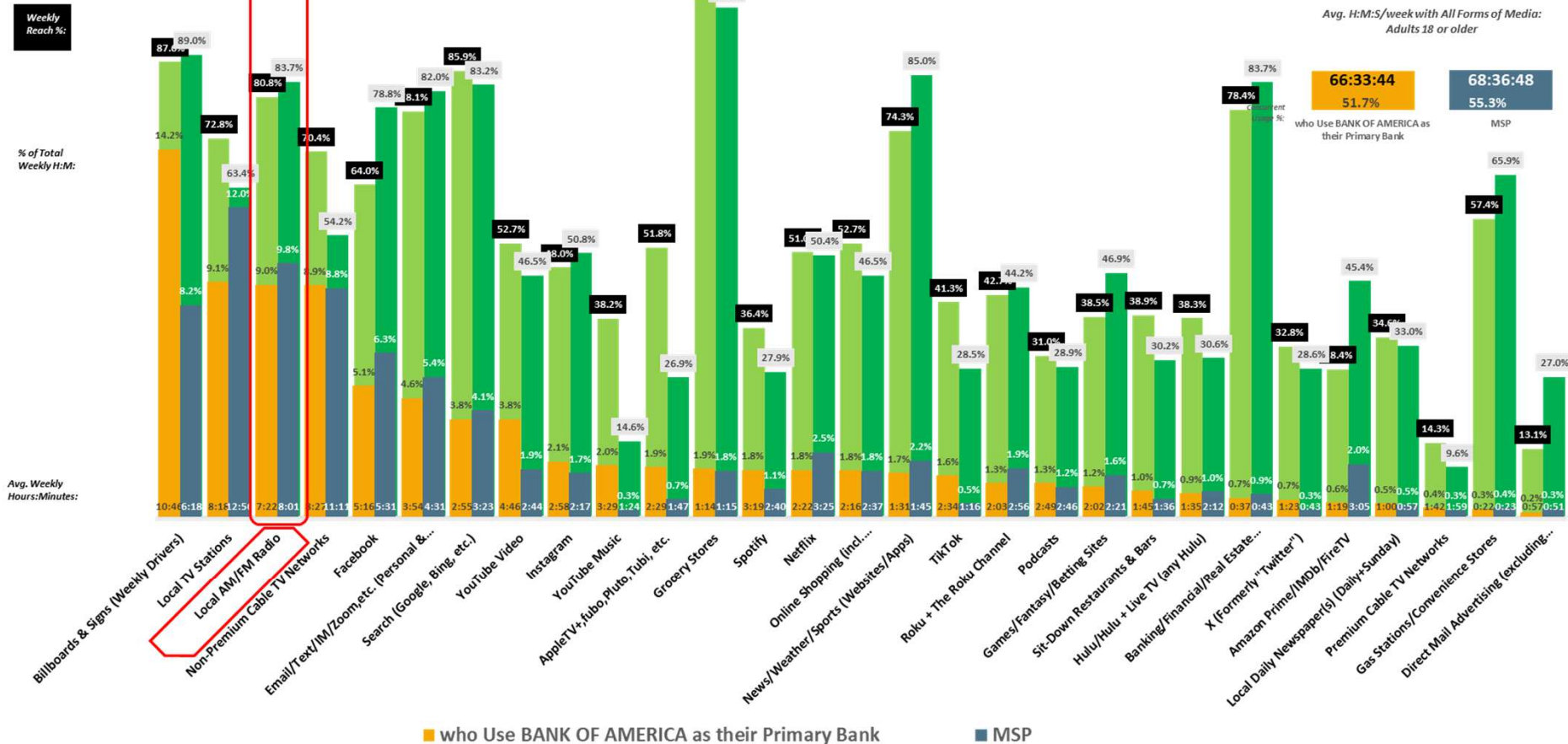


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 21 hours, 50 minutes and 6 seconds each week with All Forms of Media.
76.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 41 minutes each week listening to All Local AM/FM Radio, representing 8.5% of total time spent with all forms of Media.



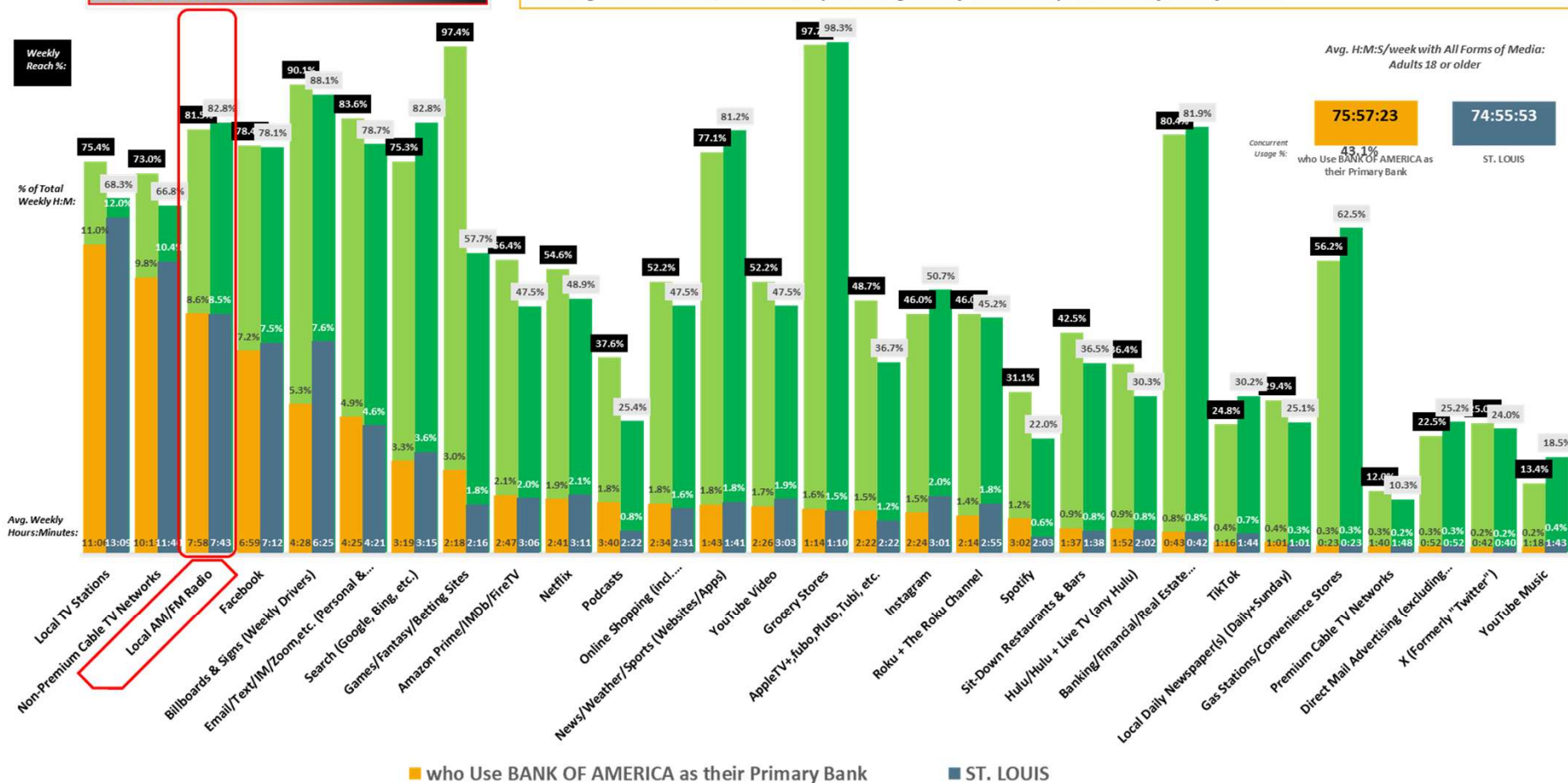


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 18 hours, 33 minutes and 44 seconds each week with All Forms of Media.
 80.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 22 minutes each week listening to All Local AM/FM Radio, representing 9.% of total time spent with all forms of Media.



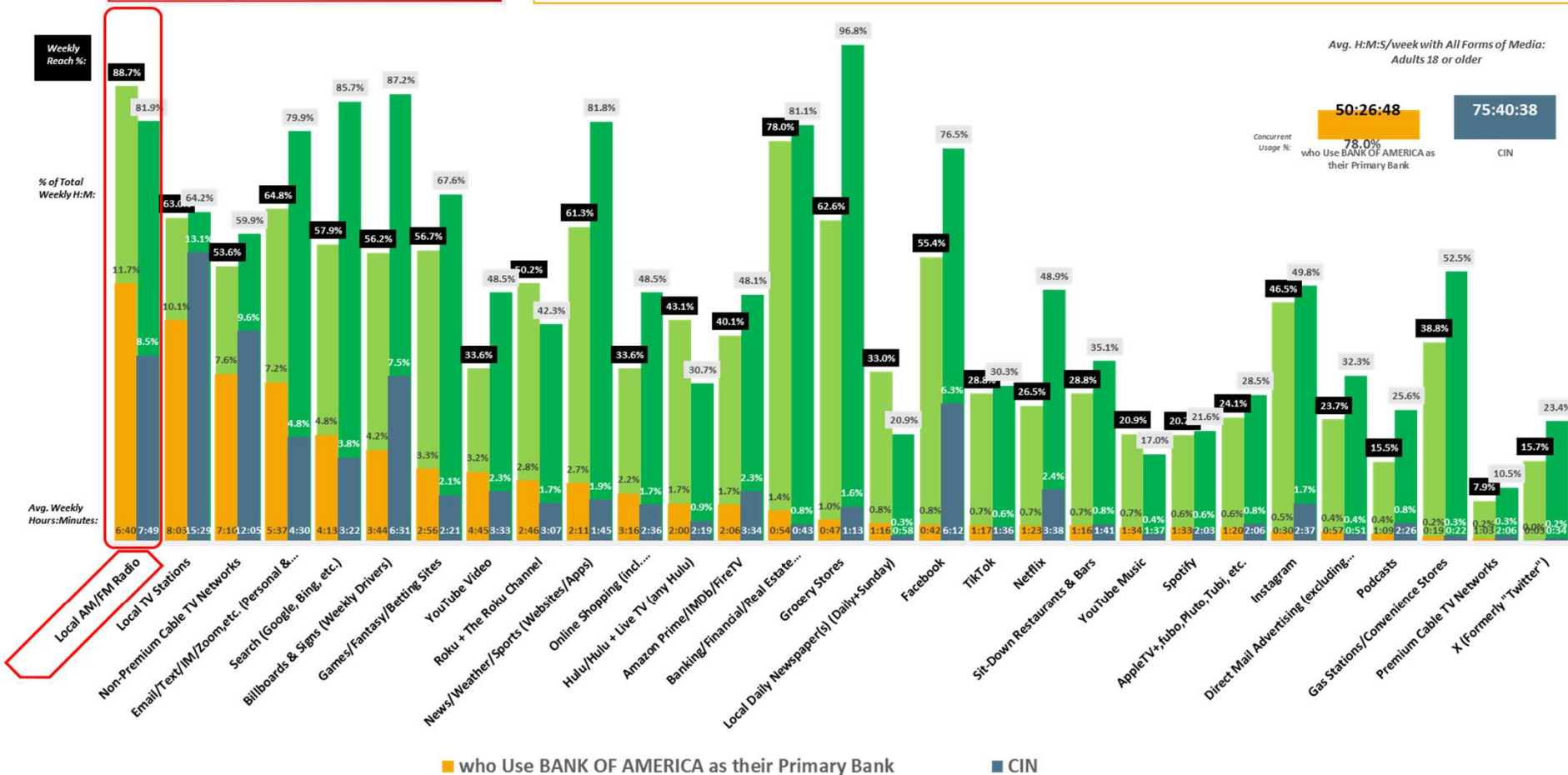


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 3 days, 3 hours, 57 minutes and 23 seconds each week with All Forms of Media.
 81.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 58 minutes each week listening to All Local AM/FM Radio, representing 8.6% of total time spent with all forms of Media.





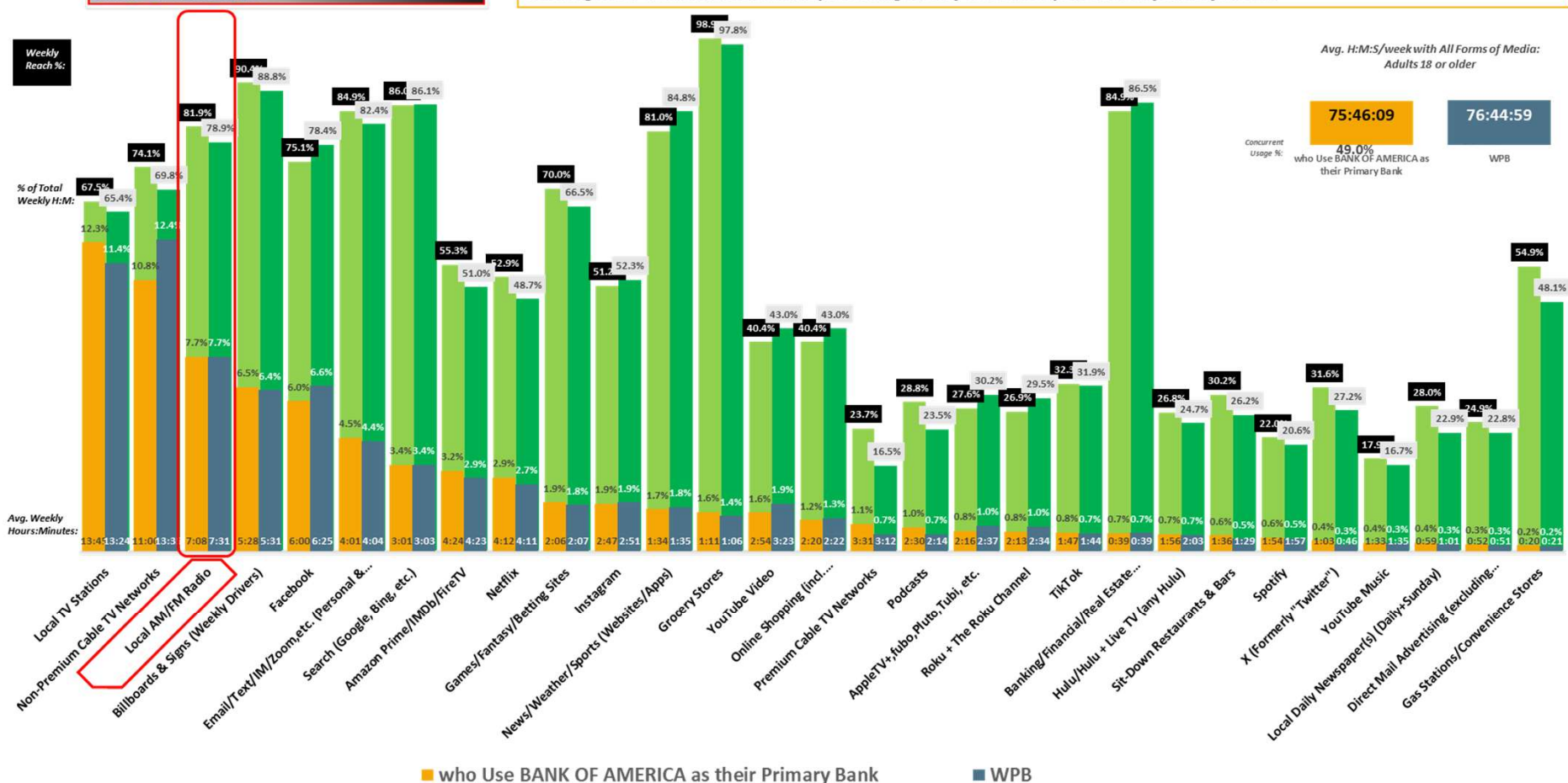
Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 2 hours, 26 minutes and 48 seconds each week with All Forms of Media.
 88.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 6 hours and 40 minutes each week listening to All Local AM/FM Radio, representing 11.7% of total time spent with all forms of Media.



Avg. H:M:S/week with All Forms of Media: Adults 18 or older
 50:26:48
 78.0% who Use BANK OF AMERICA as their Primary Bank
 75:40:38 CIN



Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 3 days, 3 hours, 46 minutes and 9 seconds each week with All Forms of Media.
 81.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 8 minutes each week listening to All Local AM/FM Radio, representing 7.7% of total time spent with all forms of Media.



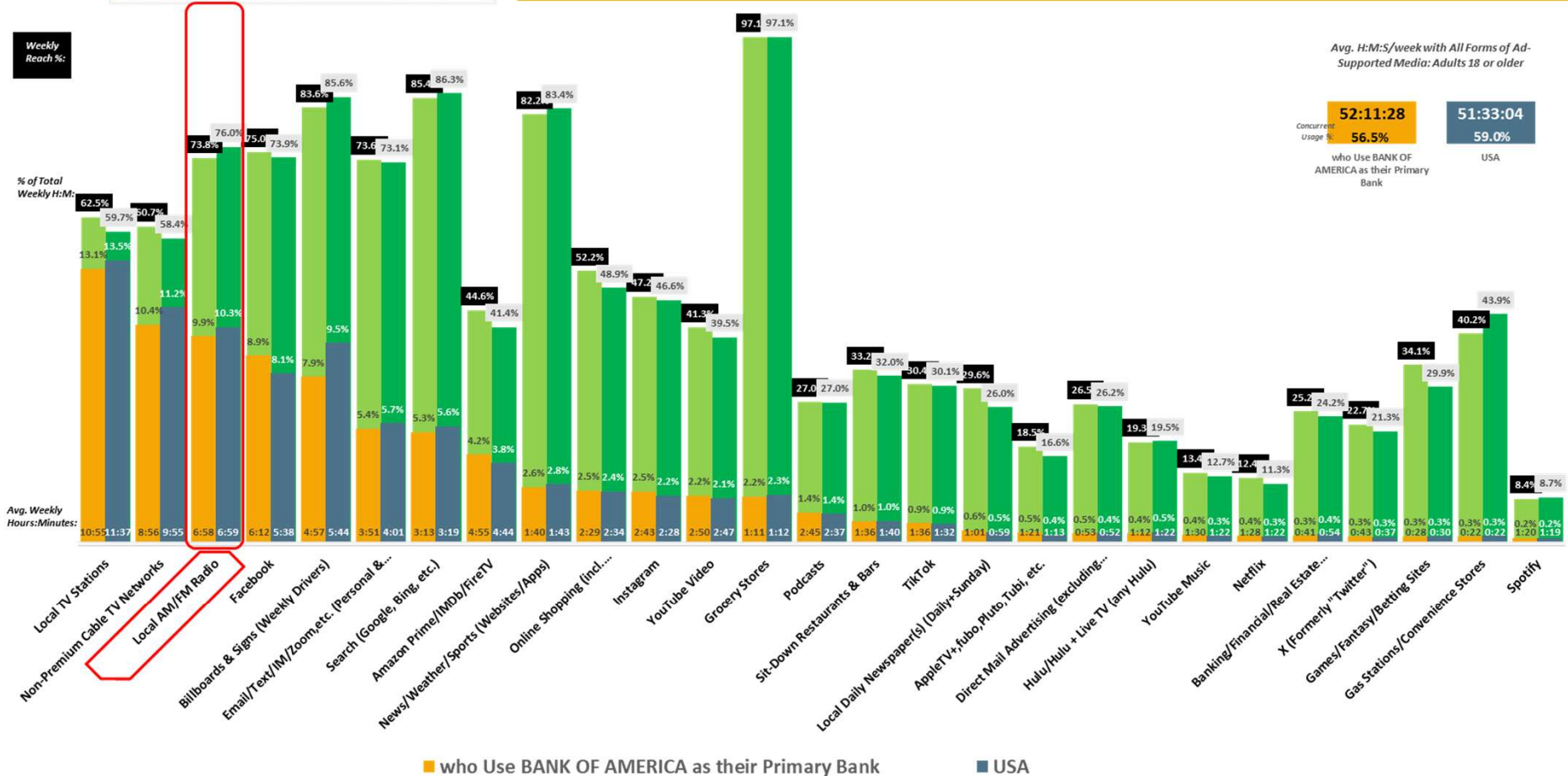
Avg. H:M:S/week with All Forms of Media: Adults 18 or older

Concurrent Usage %: 49.0% who Use BANK OF AMERICA as their Primary Bank

WPB

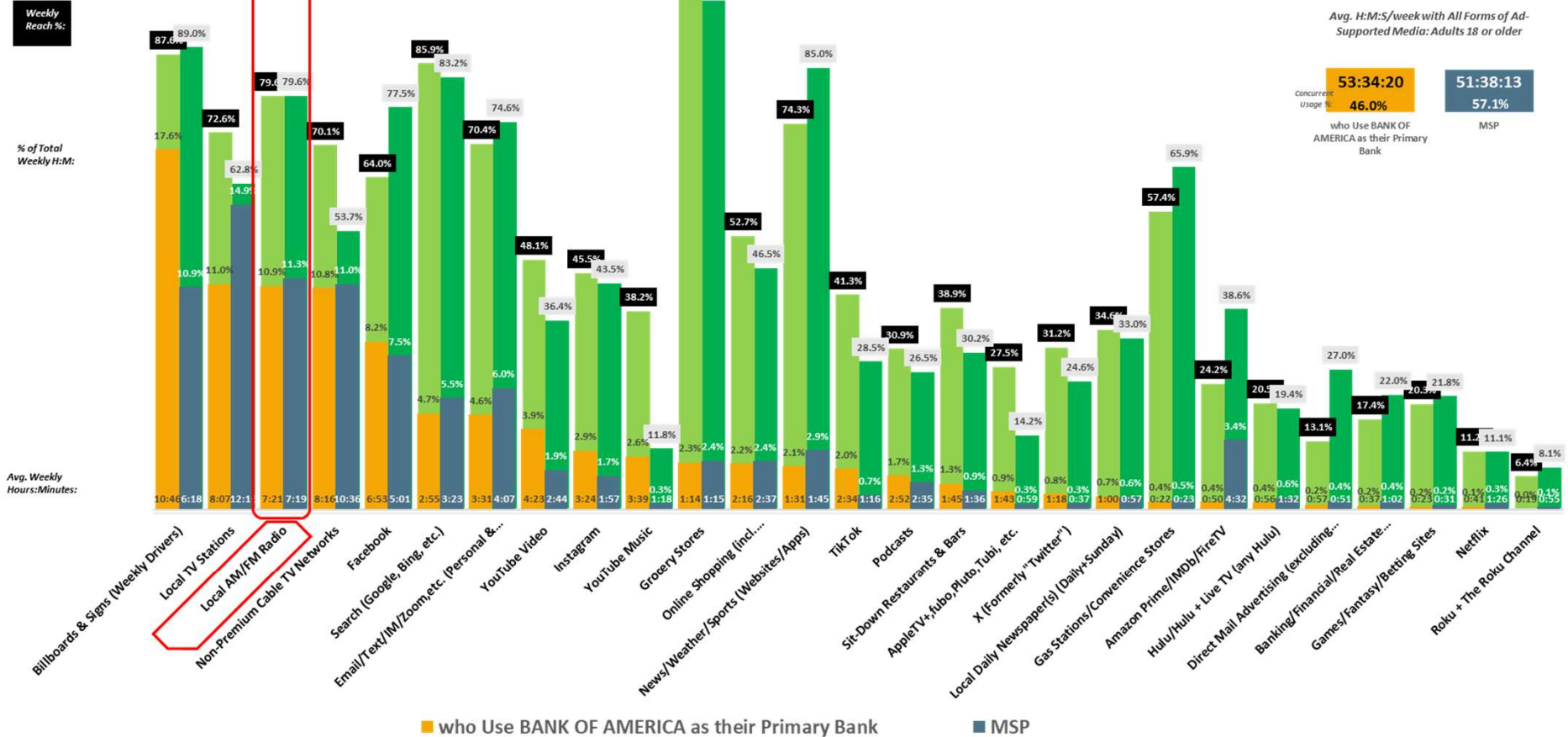


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 4 hours, 11 minutes and 28 seconds each week with All Forms of Ad-Supported Media.
73.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 6 hours and 58 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 5 hours, 34 minutes and 20 seconds each week with All Forms of Ad-Supported Media.
 79.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 21 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 10.9% of total time spent with all forms of Ad-Supported Media.



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

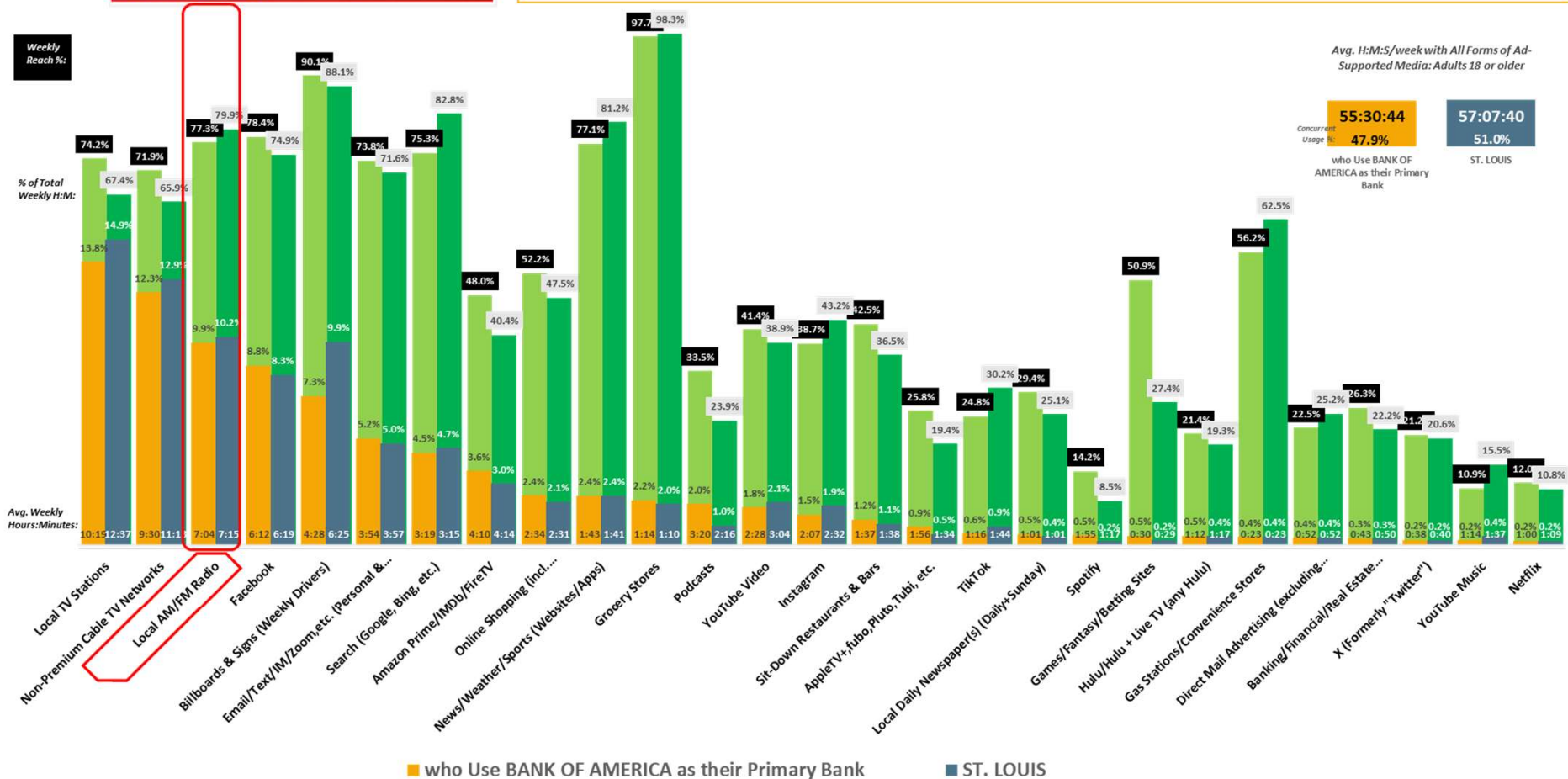
53:34:20
Concurrent Usage % **46.0%**

51:38:13
MSP **57.1%**

who Use BANK OF AMERICA as their Primary Bank

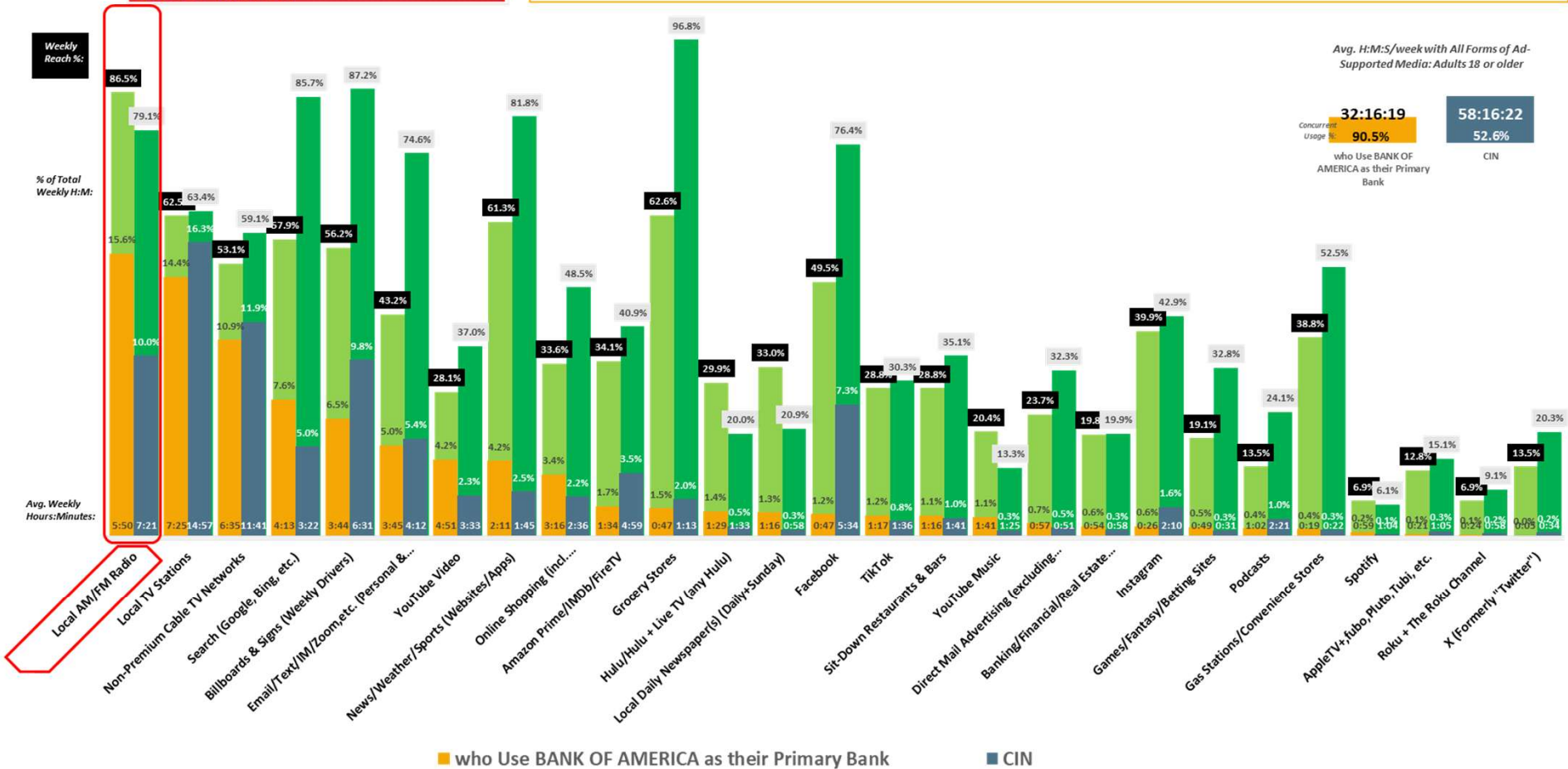


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 7 hours, 30 minutes and 44 seconds each week with All Forms of Ad-Supported Media.
 77.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 7 hours and 4 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 9.9% of total time spent with all forms of Ad-Supported Media.



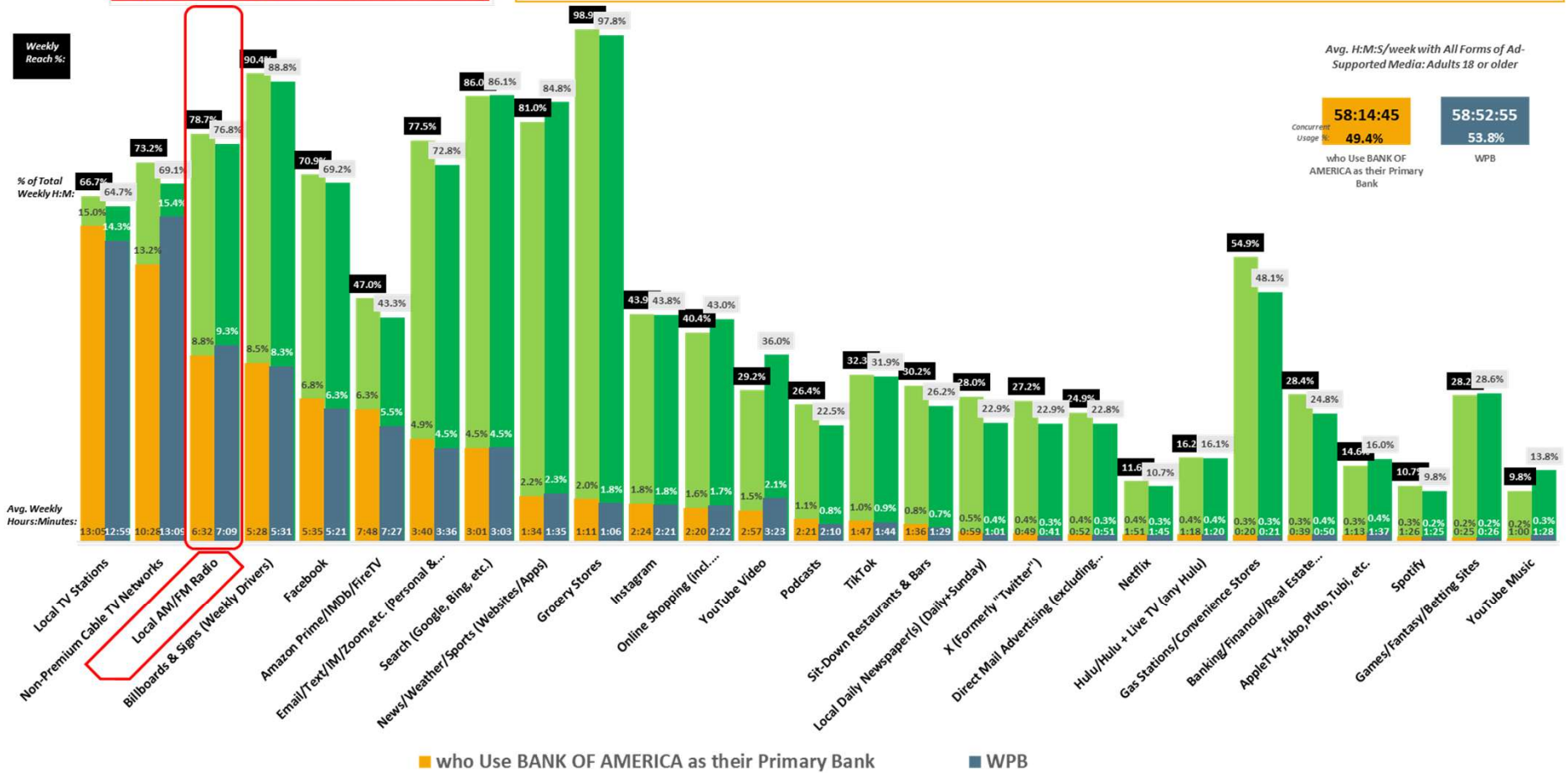


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 1 days, 8 hours, 16 minutes and 19 seconds each week with All Forms of Ad-Supported Media.
 86.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 5 hours and 50 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 15.6% of total time spent with all forms of Ad-Supported Media.





Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 2 days, 10 hours, 14 minutes and 45 seconds each week with All Forms of Ad-Supported Media.
 78.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an avg. of 6 hours and 32 minutes each week listening to Local Ad-Supported AM/FM Radio, representing 8.8% of total time spent with all forms of Ad-Supported Media.



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

Concurrent Usage %: 49.4%

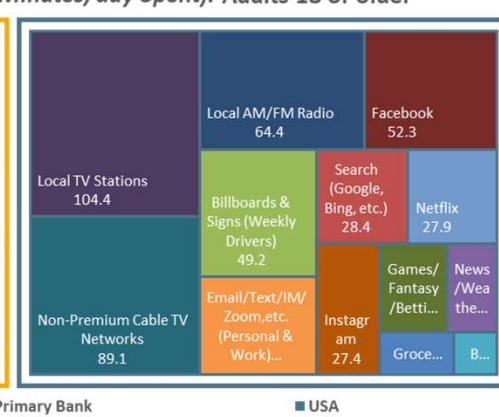
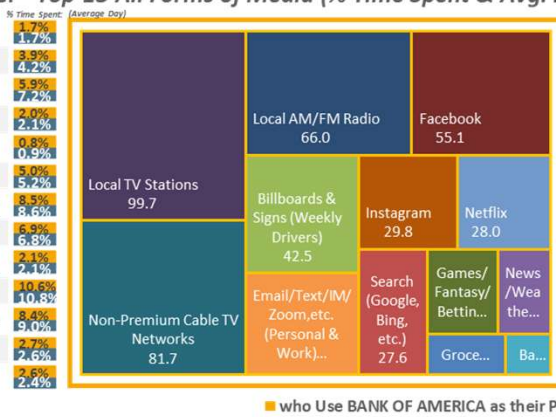
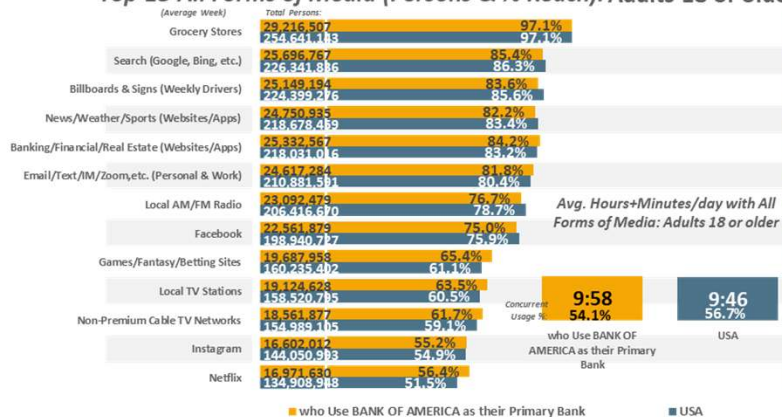
Who Use BANK OF AMERICA as their Primary Bank: 58:14:45

WPB: 58:52:55

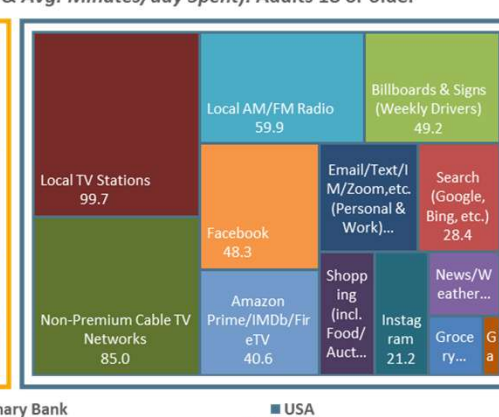
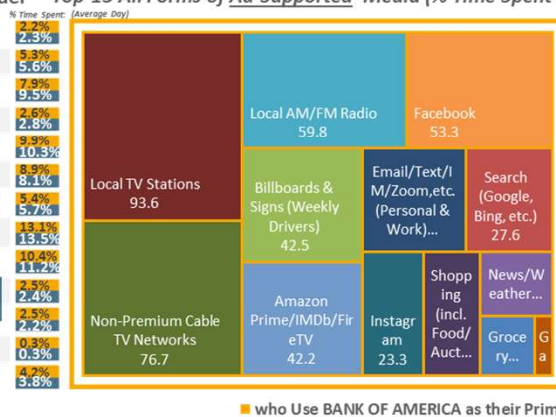
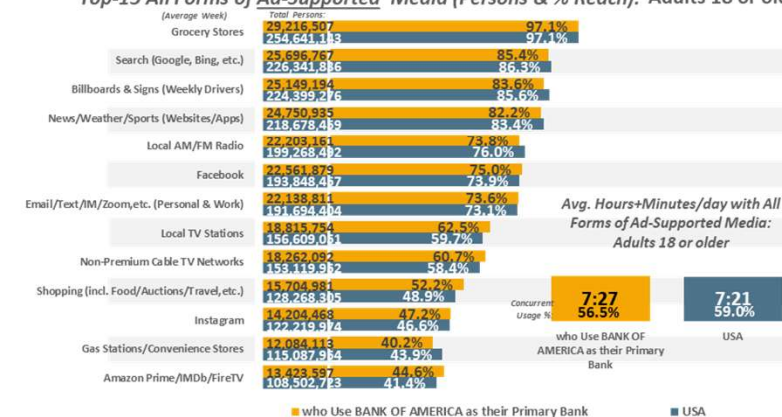


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 7 hours and 27 minutes each day with All Forms of Ad-Supported Media. 73.8% listen to Local AM/FM Radio for an avg. of 59.8 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

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



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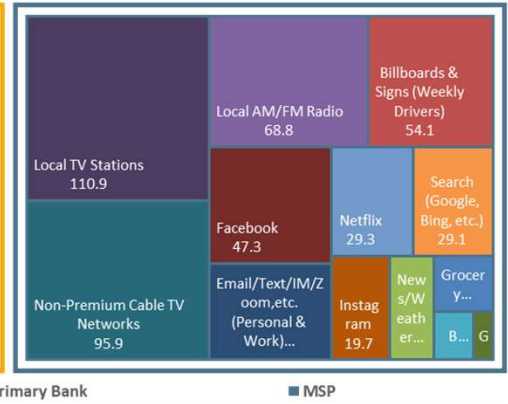
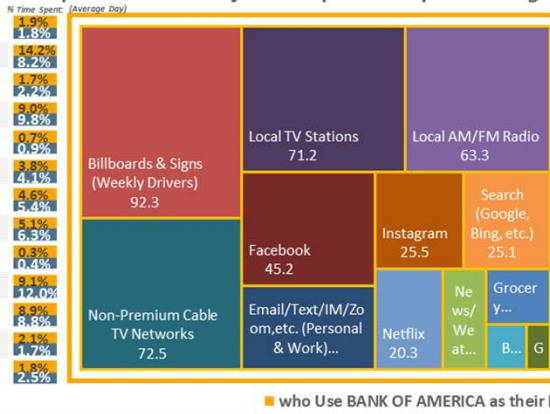
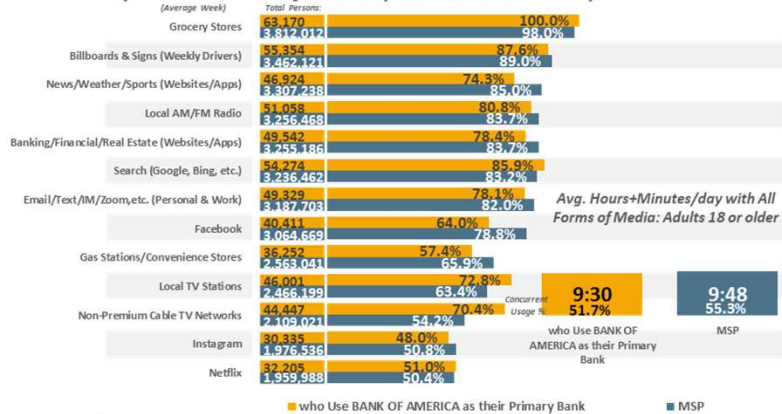
Banks HHLD uses (primary bank) (HHLD): Bank of America



Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 7 hours and 39 minutes each day with All Forms of Ad-Supported Media. 79.6% listen to Local AM/FM Radio for an avg. of 63.1 minutes/day. (Local Radio delivers 10.9% of Time with Ad-Supported Media.)

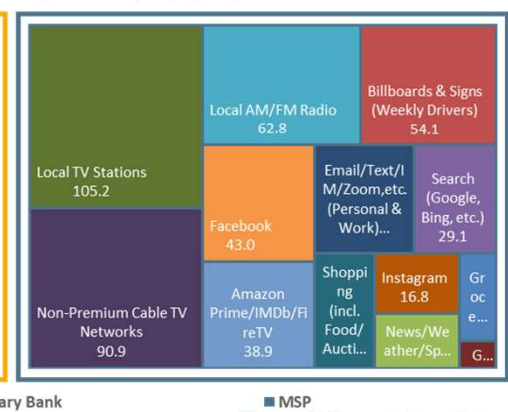
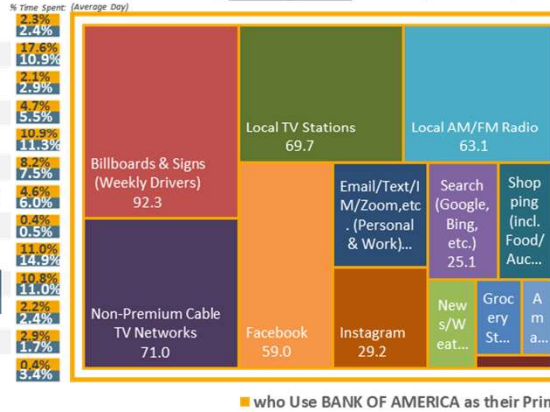
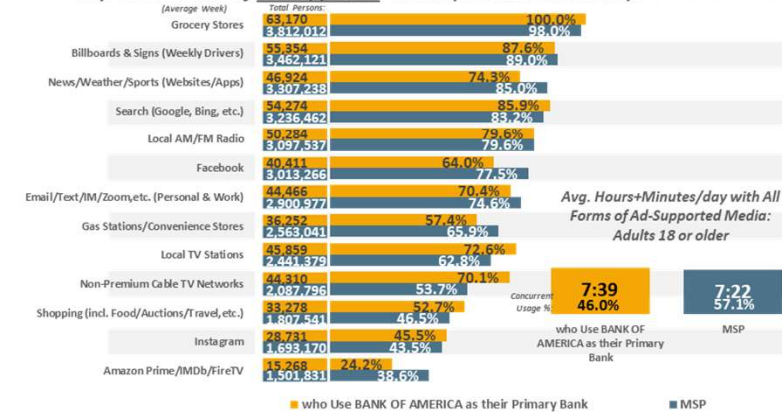
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

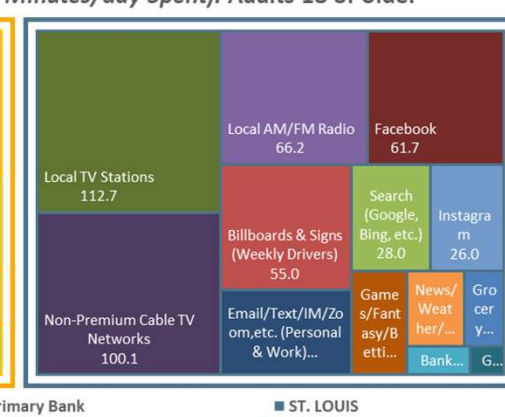
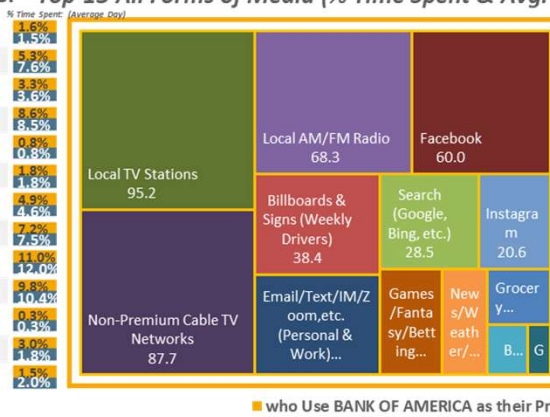
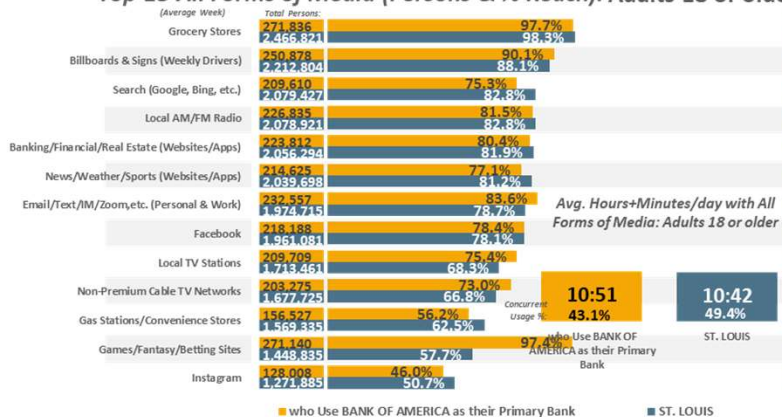




Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 7 hours and 55 minutes each day with All Forms of Ad-Supported Media. 77.3% listen to Local AM/FM Radio for an avg. of 60.7 minutes/day. (Local Radio delivers 9.9% of Time with Ad-Supported Media.)

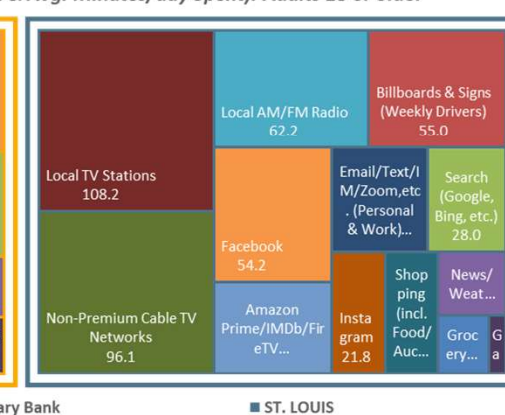
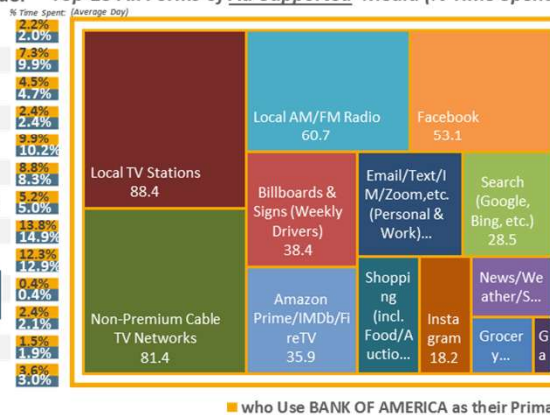
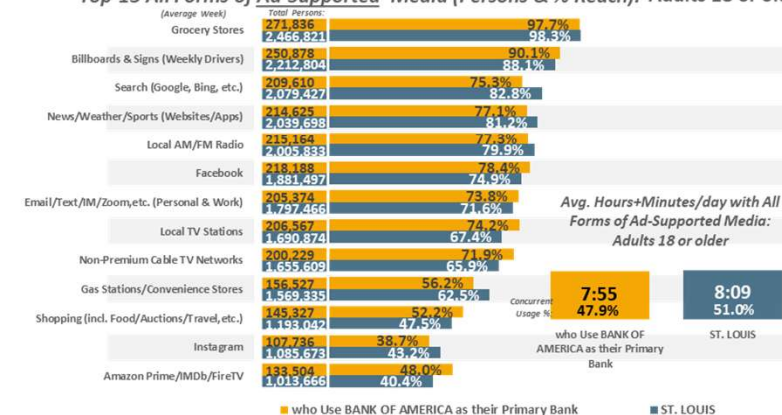
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older

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

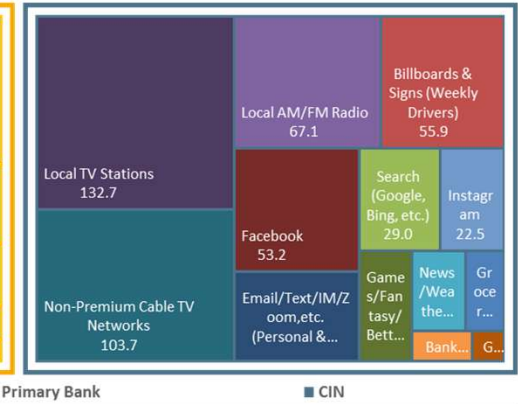
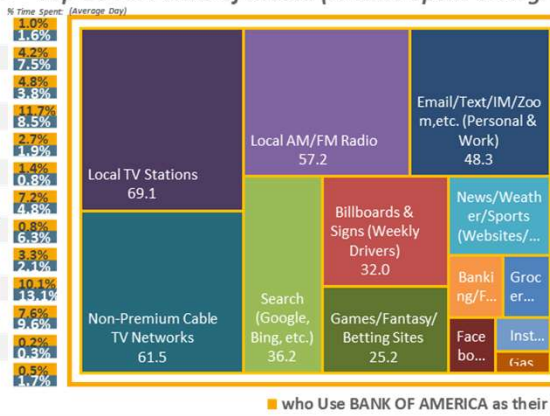
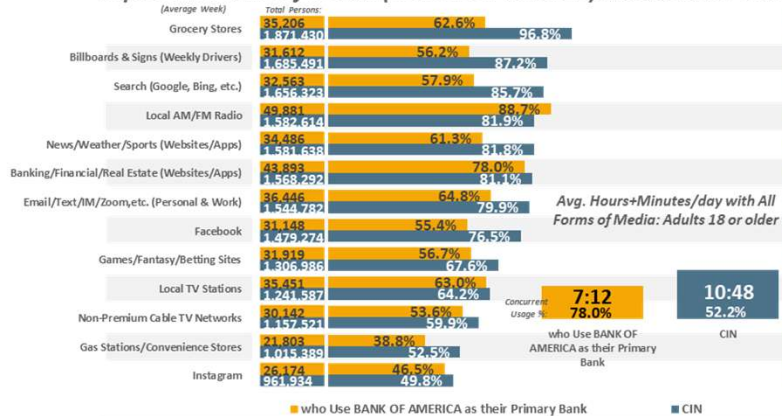
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



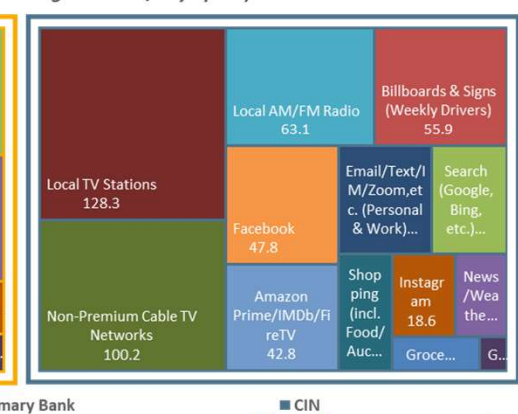
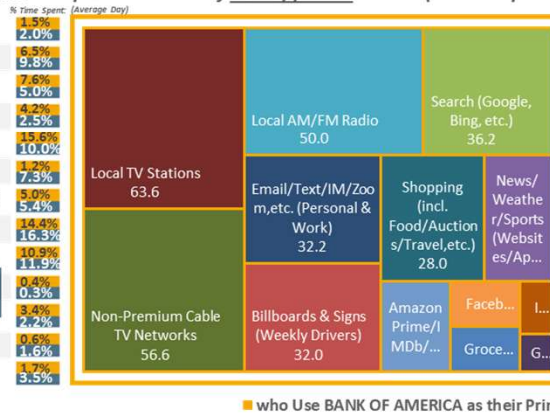
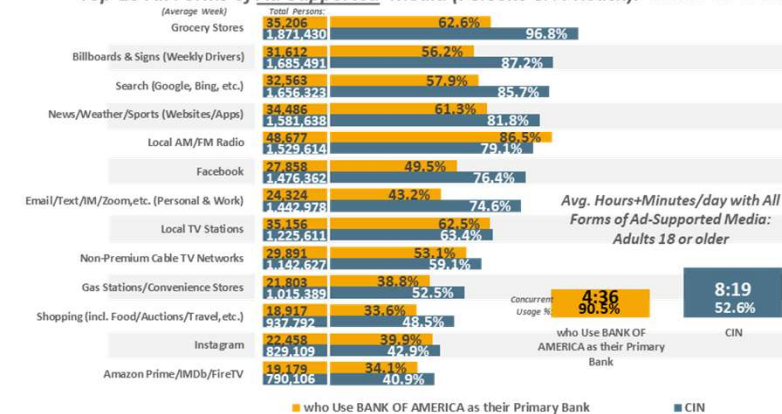


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 4 hours and 36 minutes each day with All Forms of Ad-Supported Media. 86.5% listen to Local AM/FM Radio for an avg. of 50. minutes/day. (Local Radio delivers 15.6% of Time with Ad-Supported Media.)

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



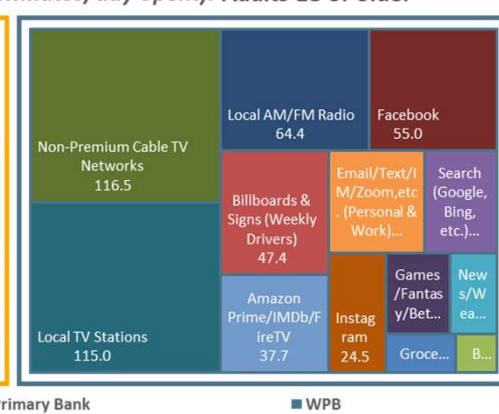
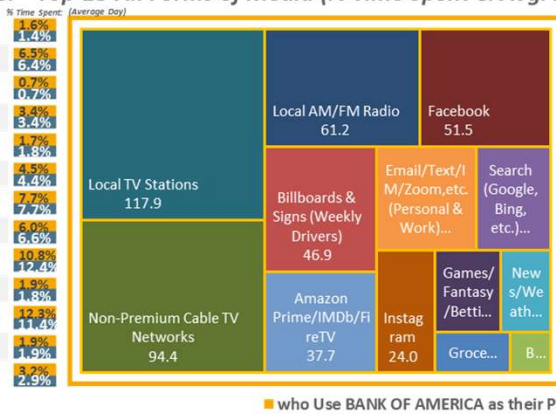
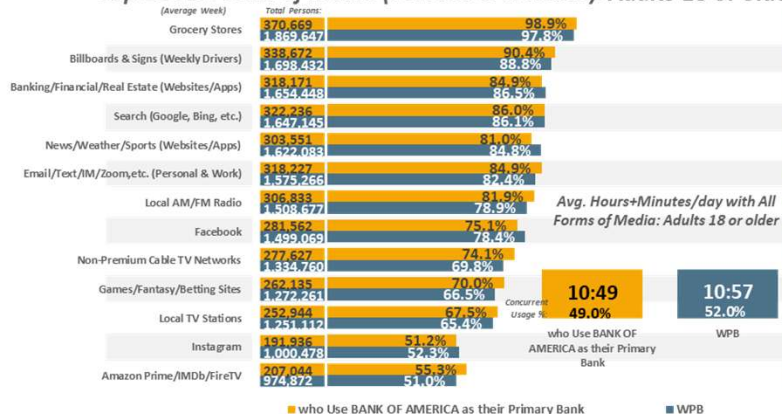
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



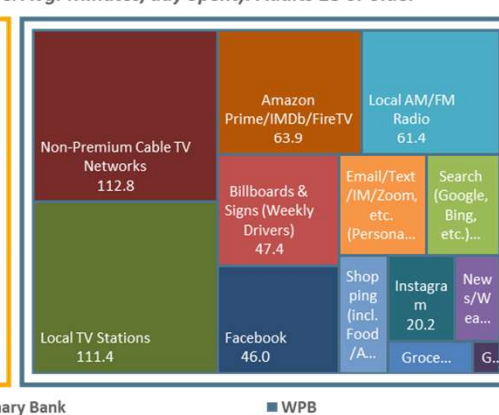
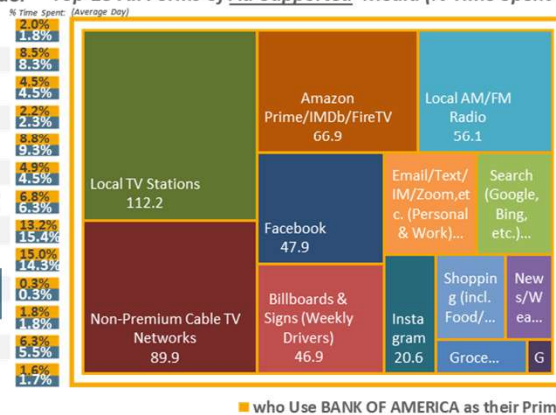
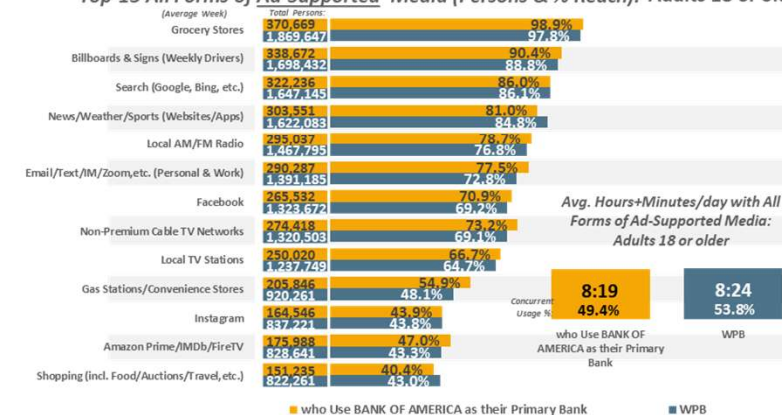


Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 8 hours and 19 minutes each day with All Forms of Ad-Supported Media. 78.7% listen to Local AM/FM Radio for an avg. of 56.1 minutes/day. *(Local Radio delivers 8.8% of Time with Ad-Supported Media.)*

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



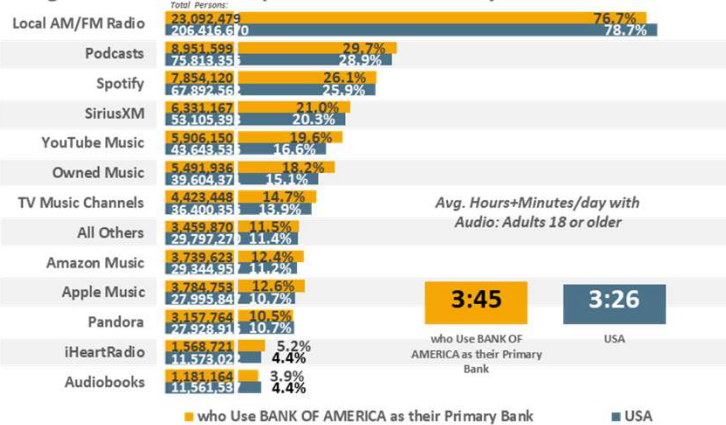
Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



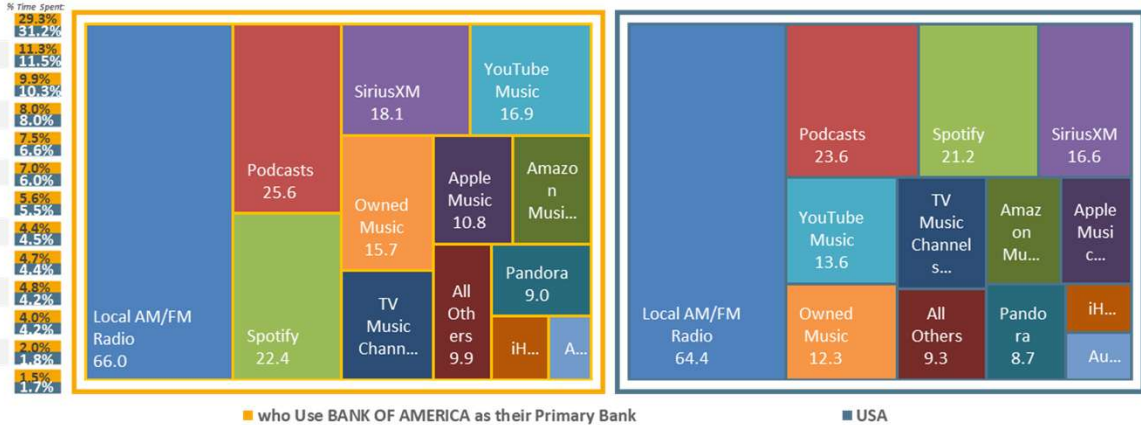


22,203,161 or 73.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.

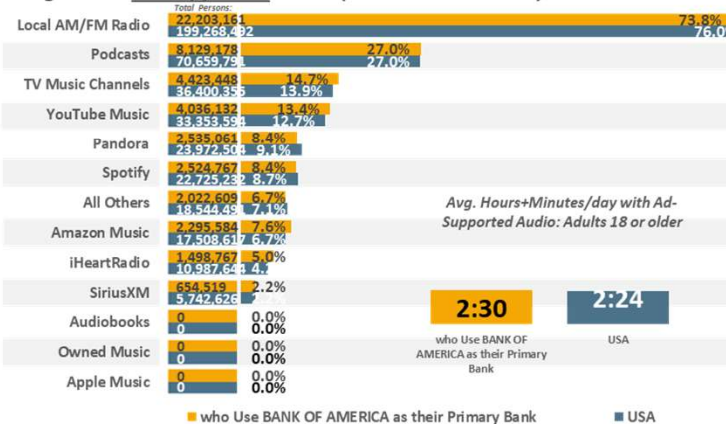
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



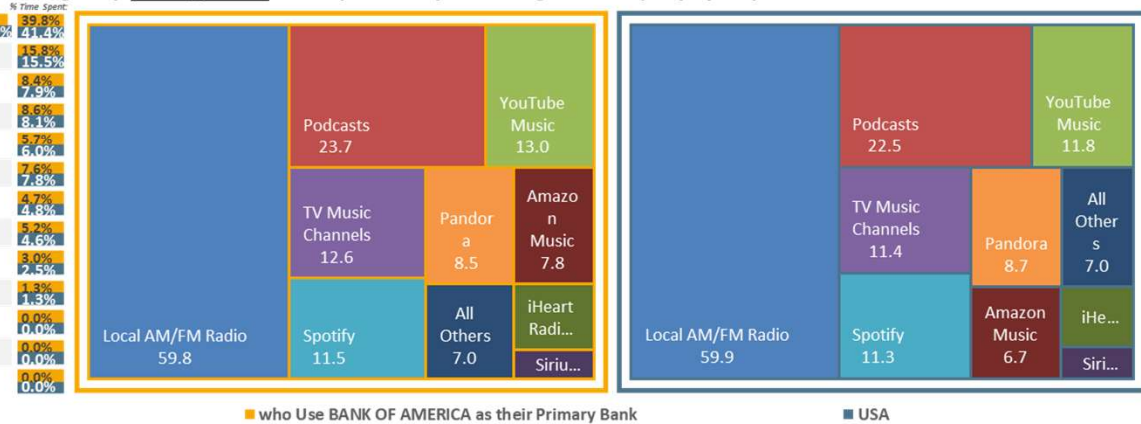
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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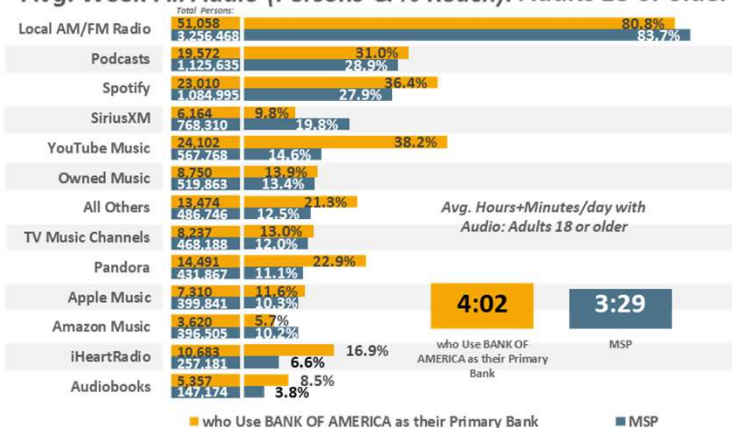
soefa.ai Share of Everything for Anything

Banks HHLD uses (primary bank) (HHLD): Bank of America

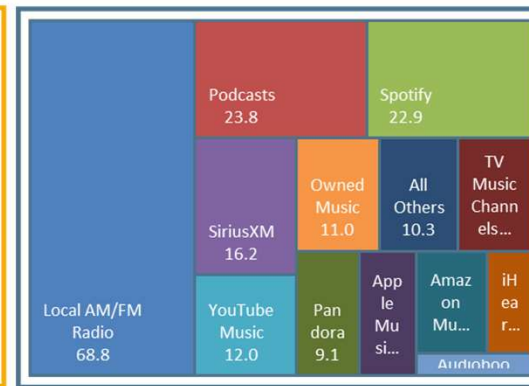
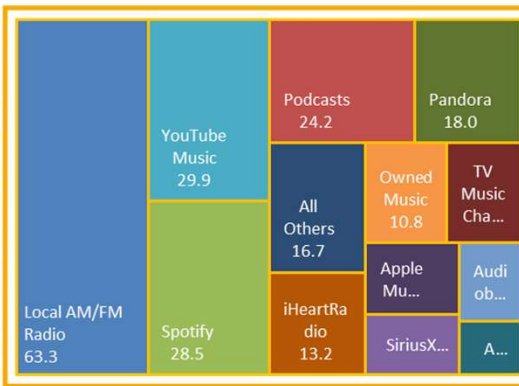


50,284 or 79.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.

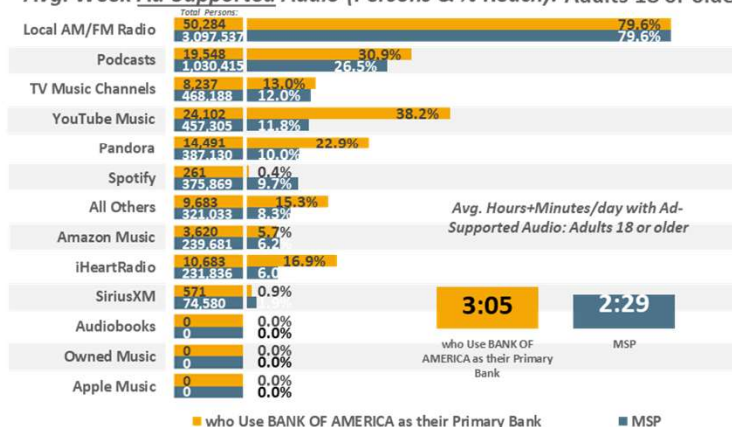
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



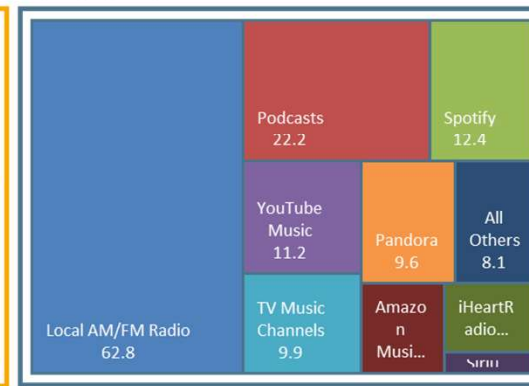
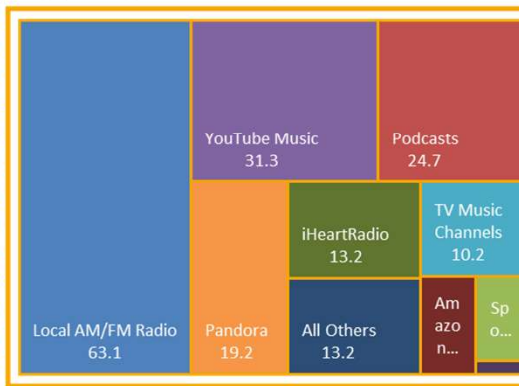
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



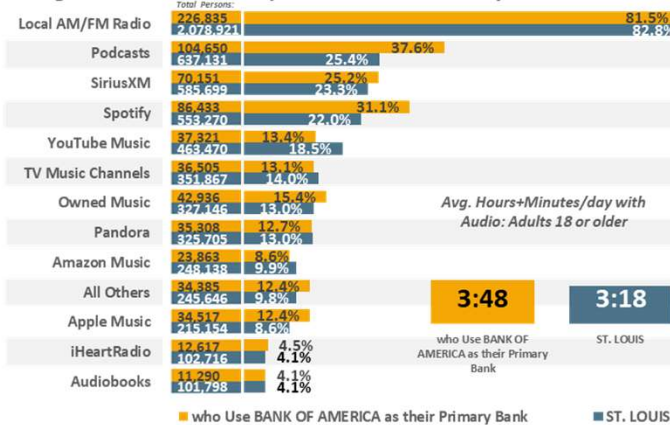
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



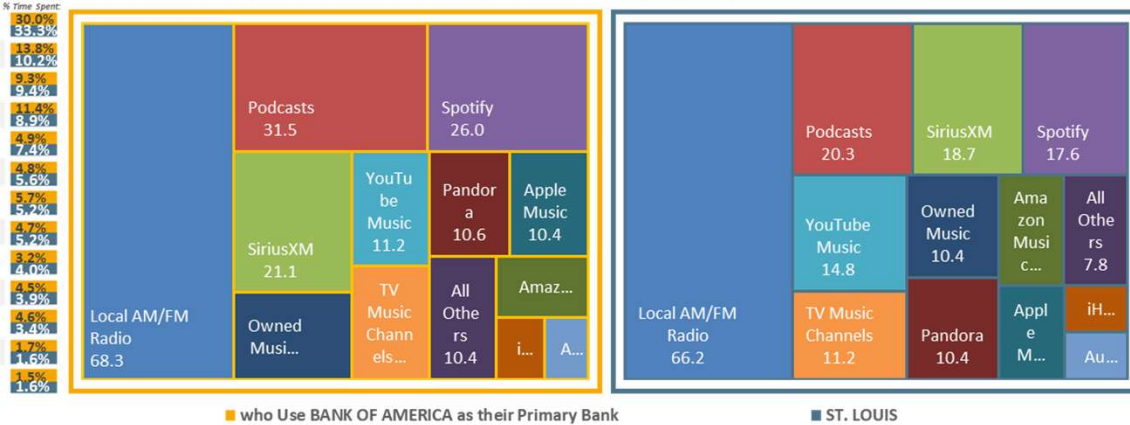


215,164 or 77.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.

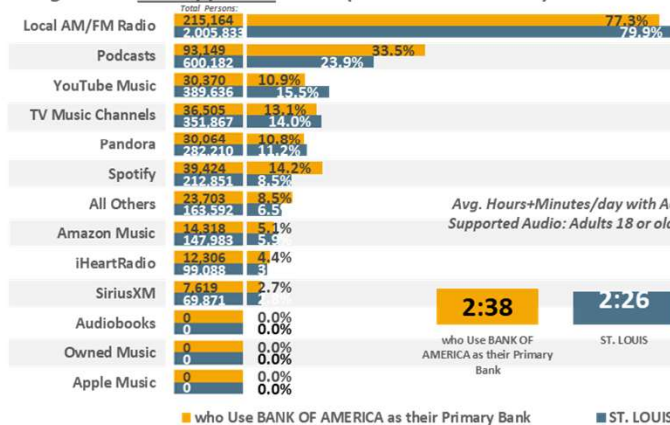
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



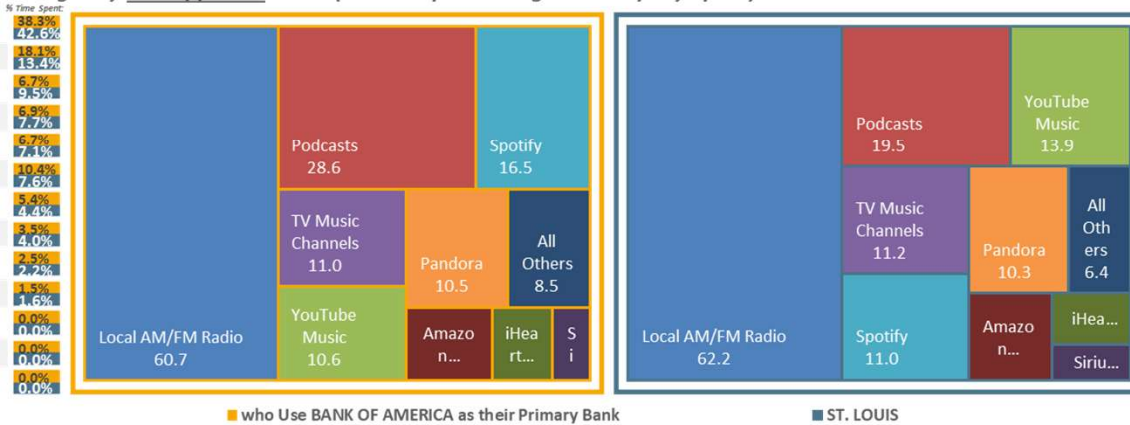
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231
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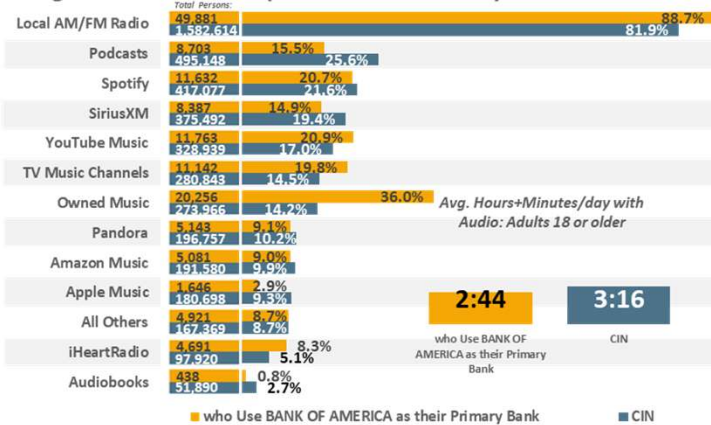
soefa.ai Share of Everything for Anything

Banks HHLD uses (primary bank) (HHLD): Bank of America

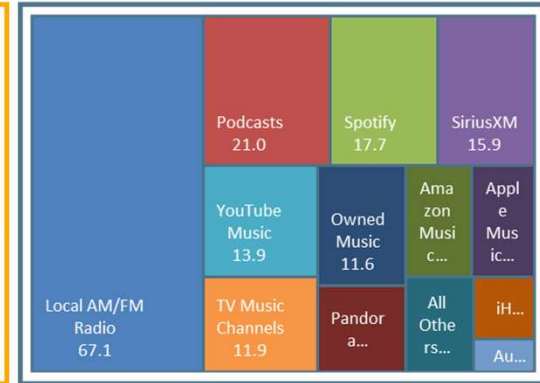
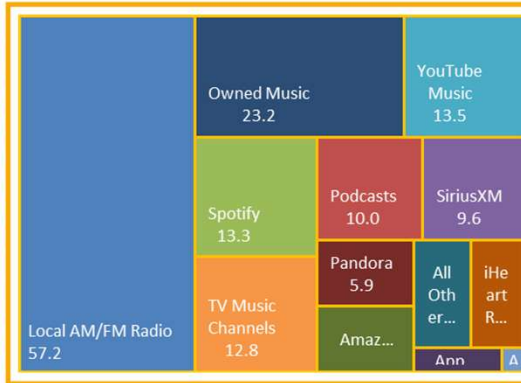


48,677 or 86.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 50. minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

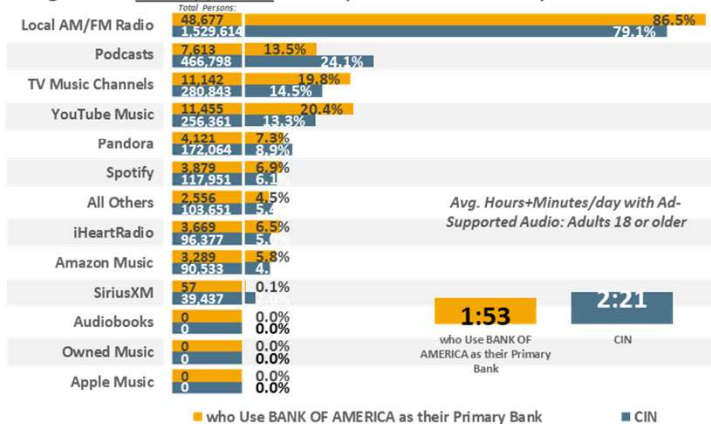
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



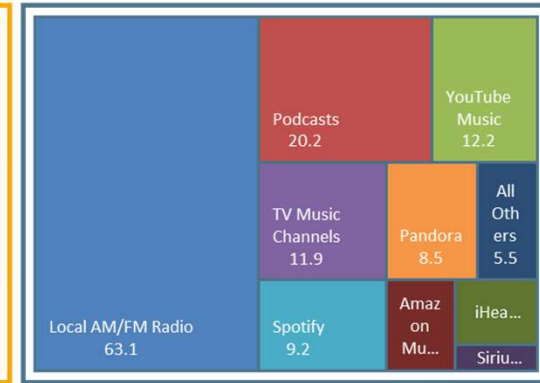
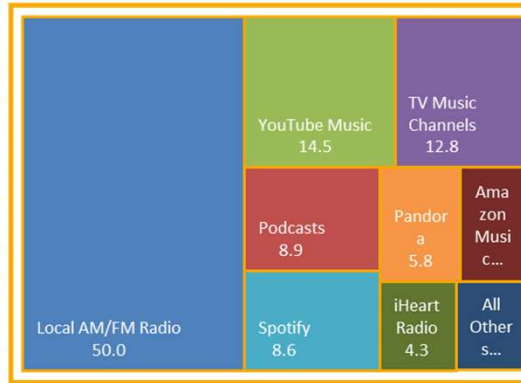
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



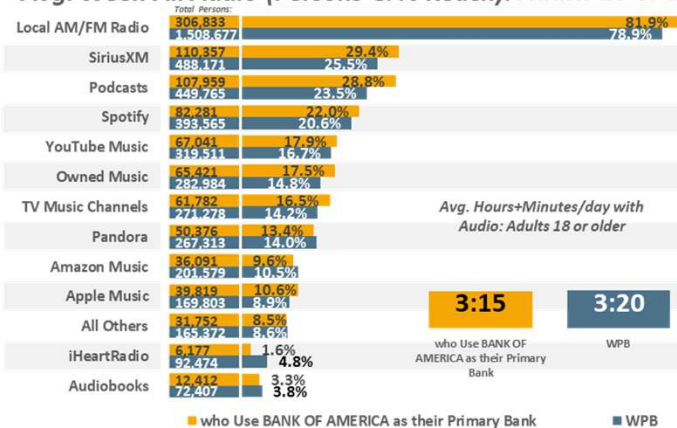
Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



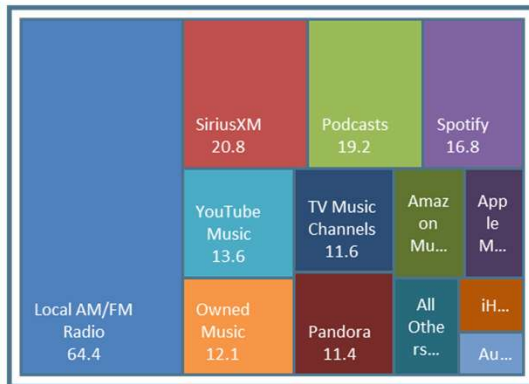
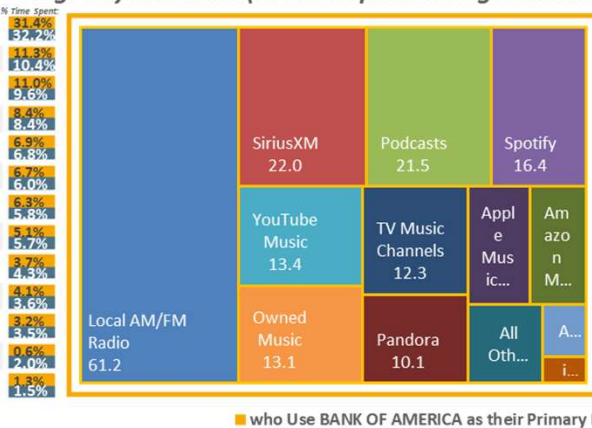


295,037 or 78.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 56.1 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

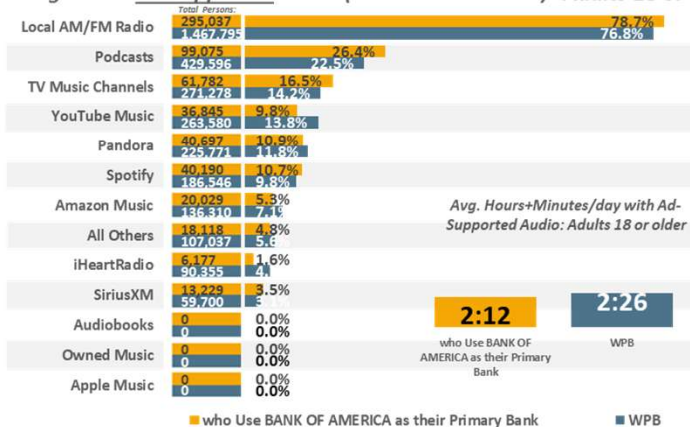
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



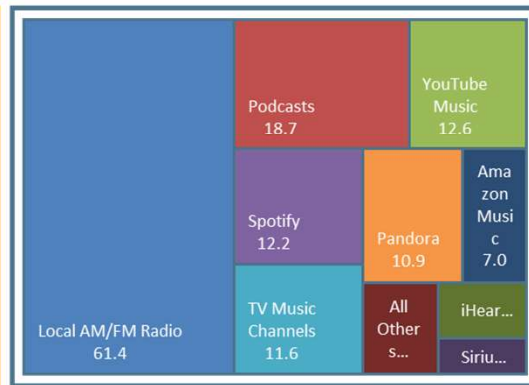
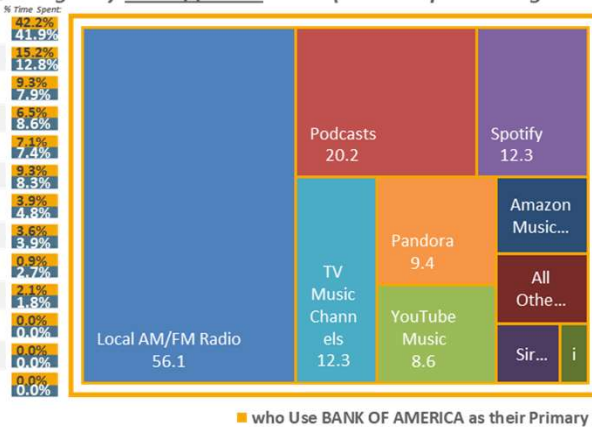
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

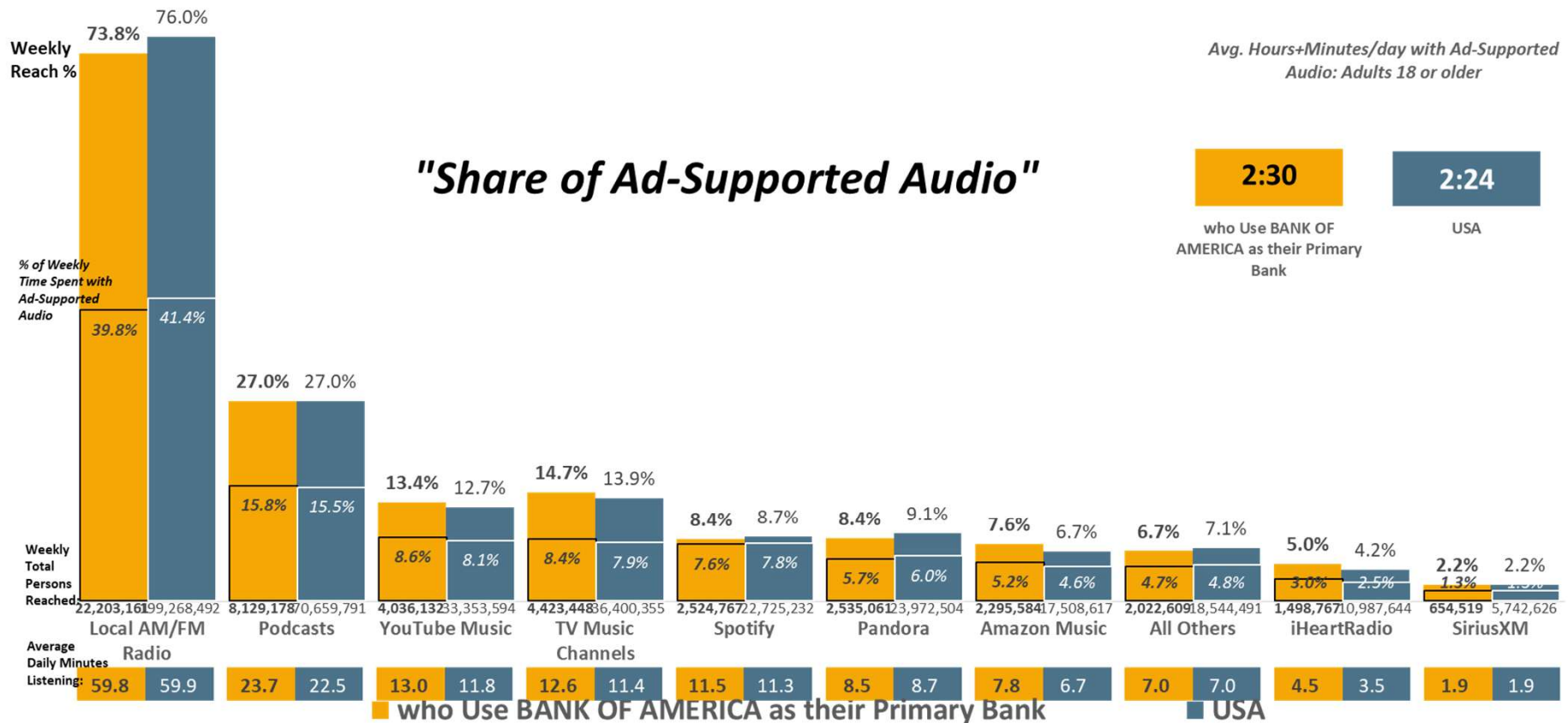


Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



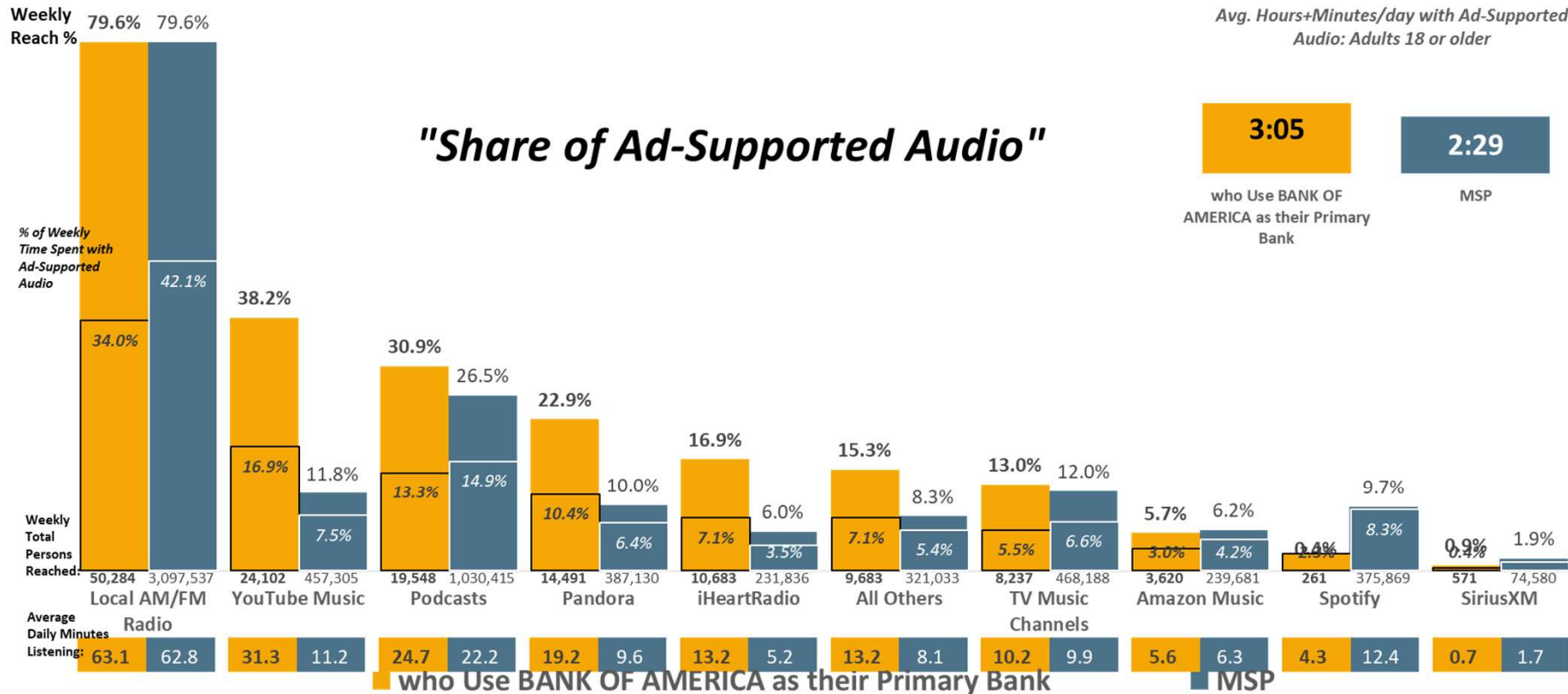


22,203,161 or 73.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 59.8 minutes every day representing 39.8% of all time spent daily with Ad-Supported Audio.



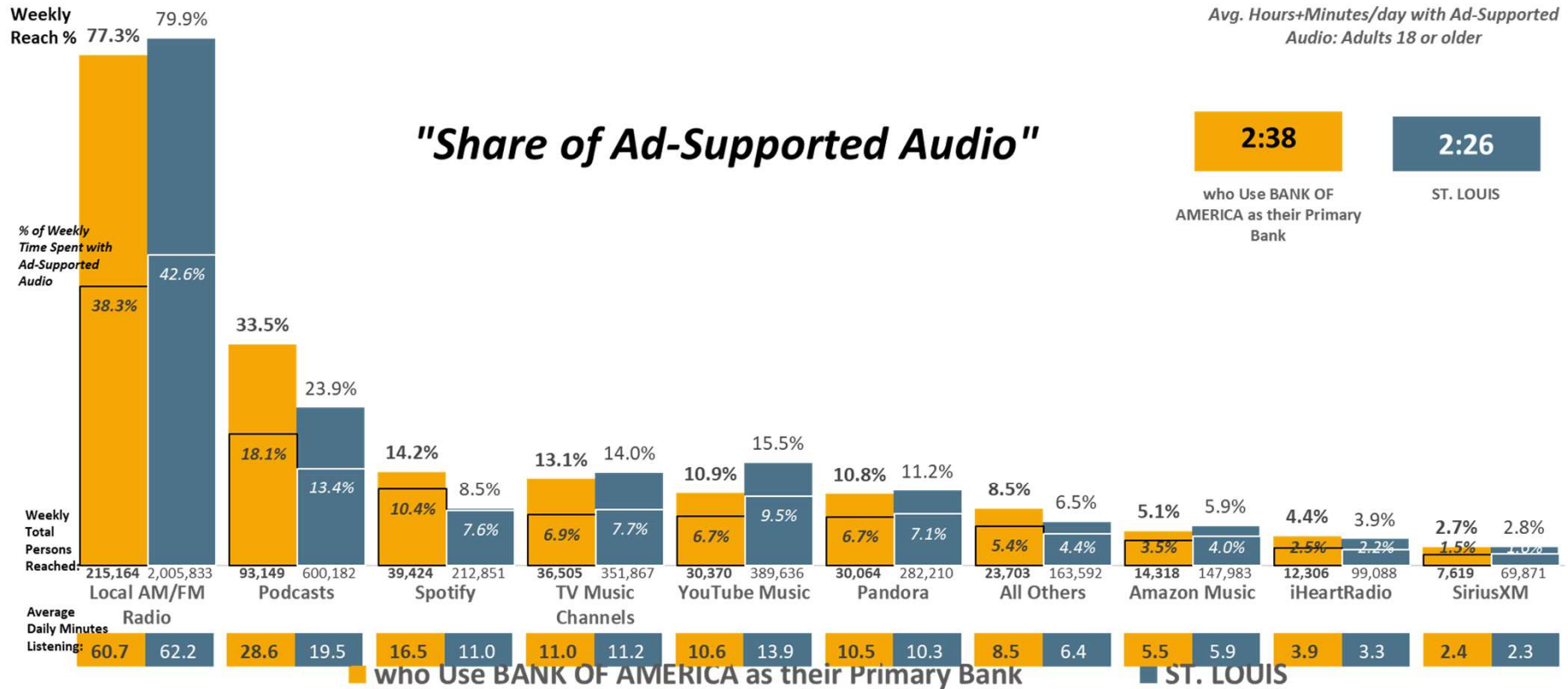


50,284 or 79.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 63.1 minutes every day representing 34.% of all time spent daily with Ad-Supported Audio.





215,164 or 77.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 60.7 minutes every day representing 38.3% of all time spent daily with Ad-Supported Audio.





48,677 or 86.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 50. minutes every day representing 43.9% of all time spent daily with Ad-Supported Audio.

Weekly Reach % 86.5%

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

"Share of Ad-Supported Audio"

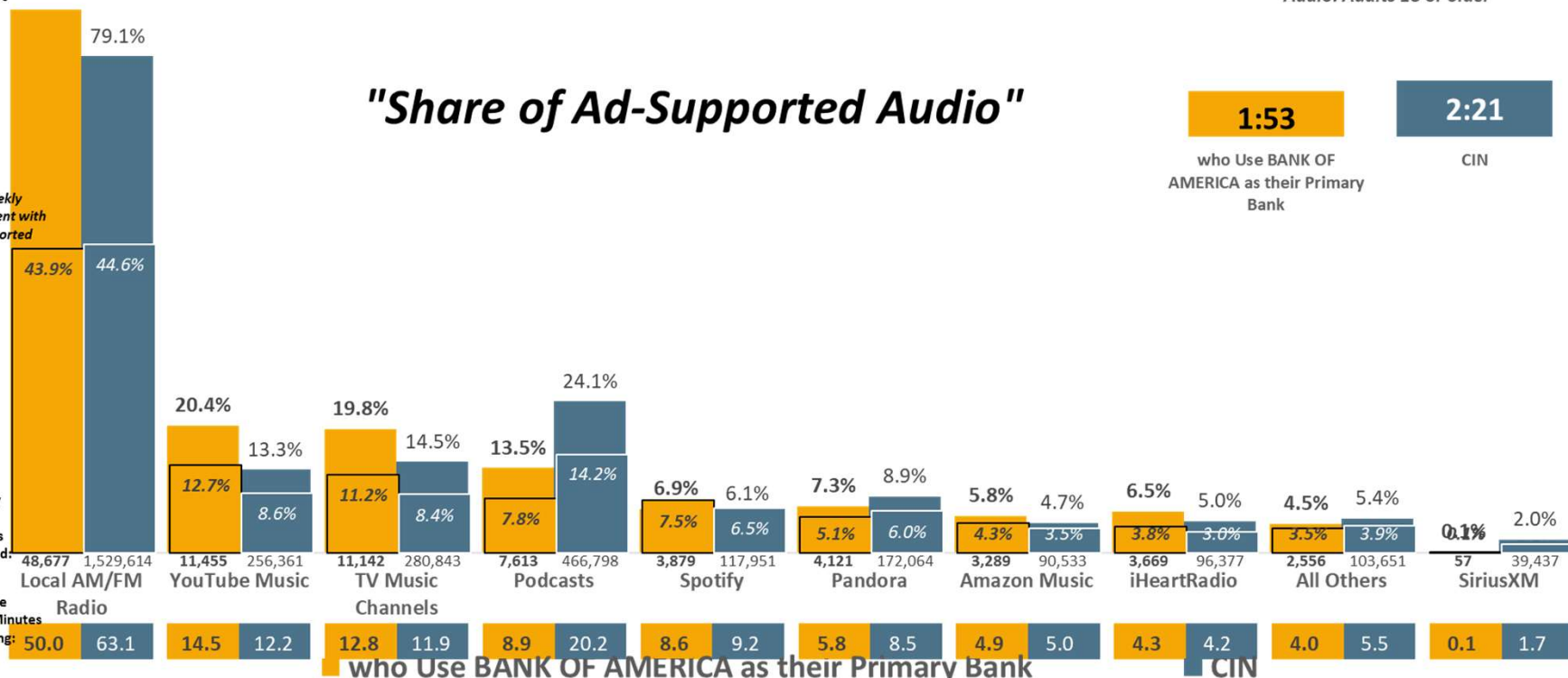
1:53
who Use BANK OF AMERICA as their Primary Bank

2:21
CIN

% of Weekly Time Spent with Ad-Supported Audio

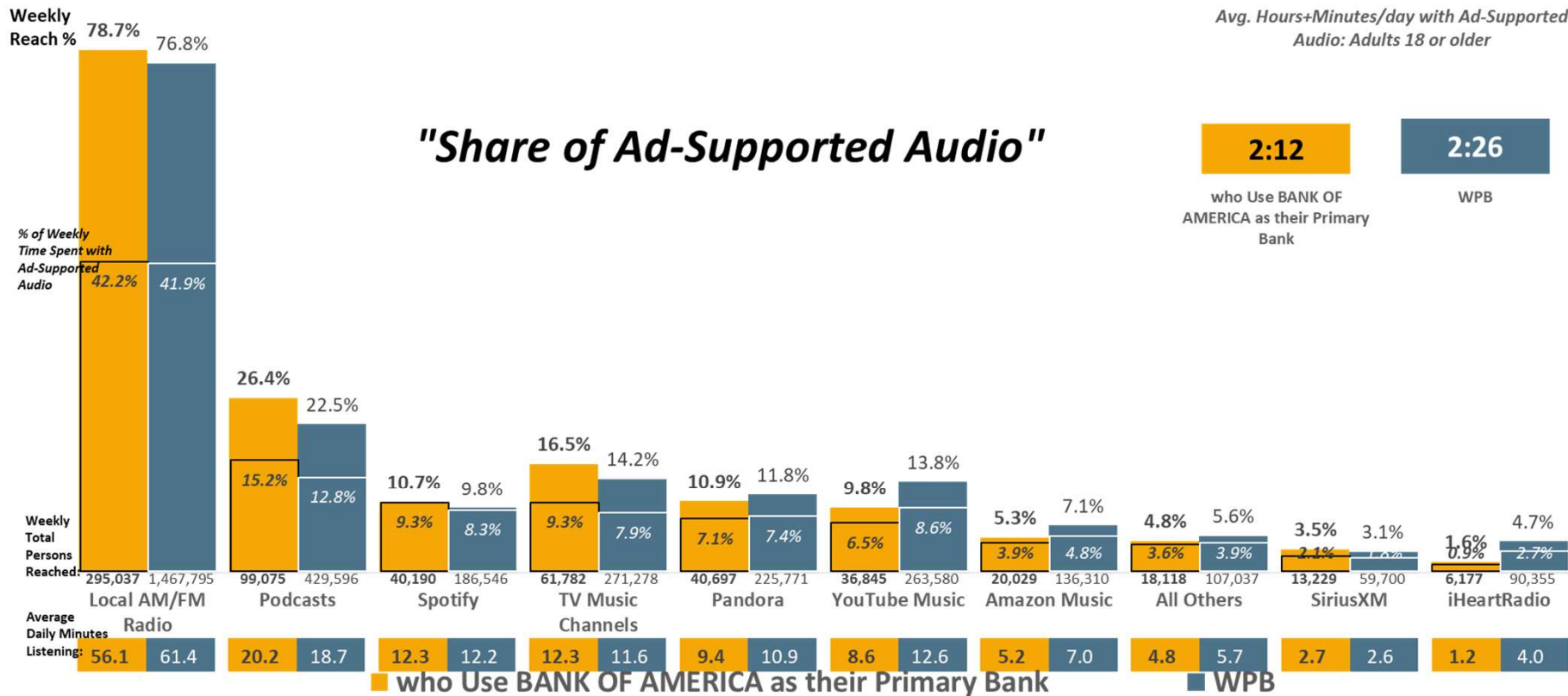
Weekly Total Persons Reached:

Average Daily Minutes Listening:





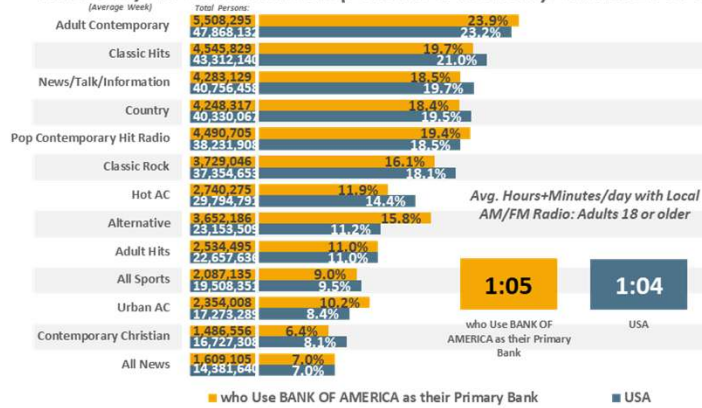
295,037 or 78.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio for an average of 56.1 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.



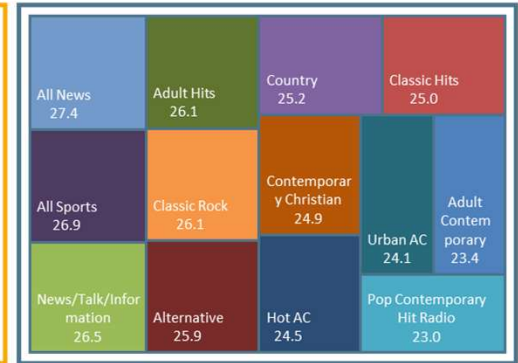
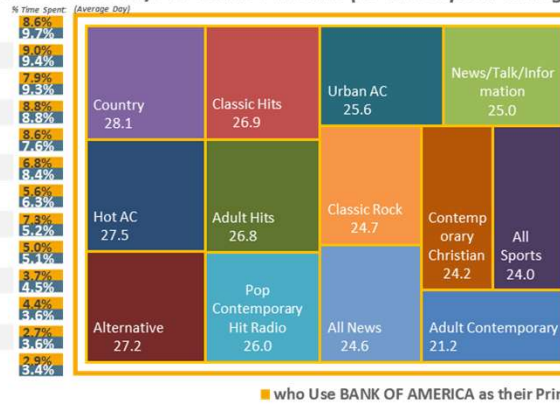


22,203,161 or 73.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Classic Rock.

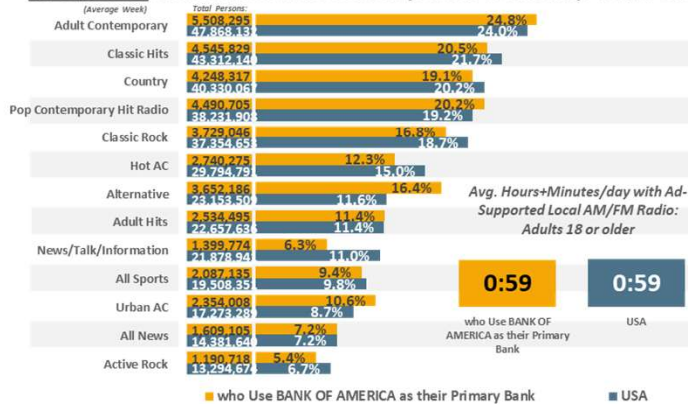
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



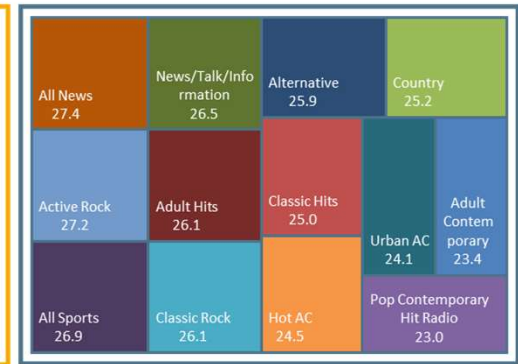
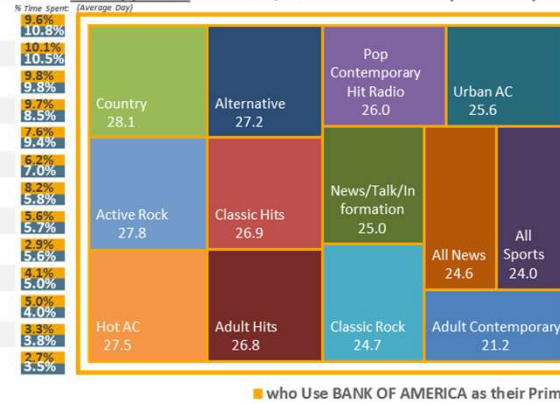
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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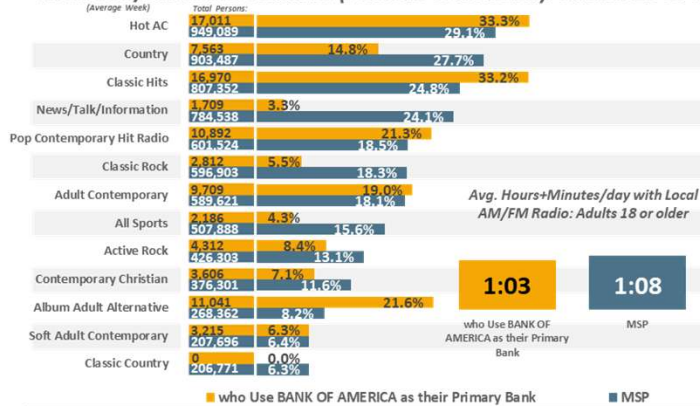
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Banks HHLD uses (primary bank) (HHLD): Bank of America

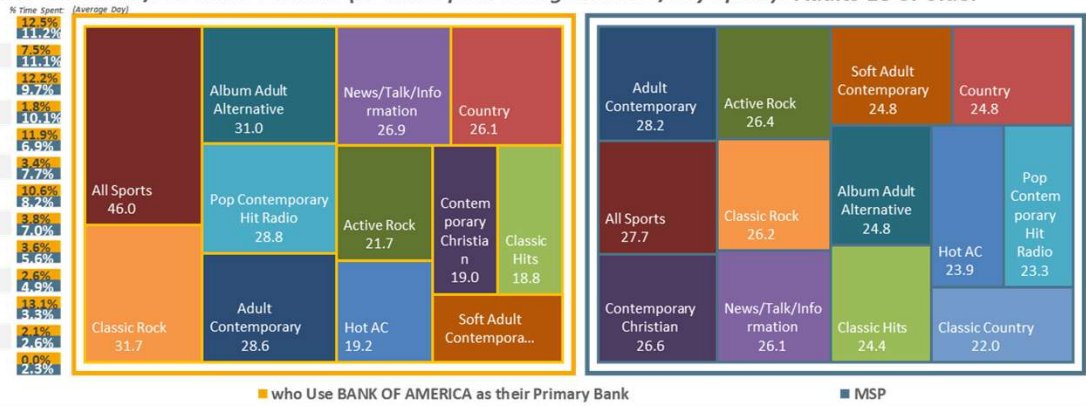


50,284 or 79.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Classic Hits, Album Adult Alternative, Pop Contemporary Hit Radio, and Oldies.

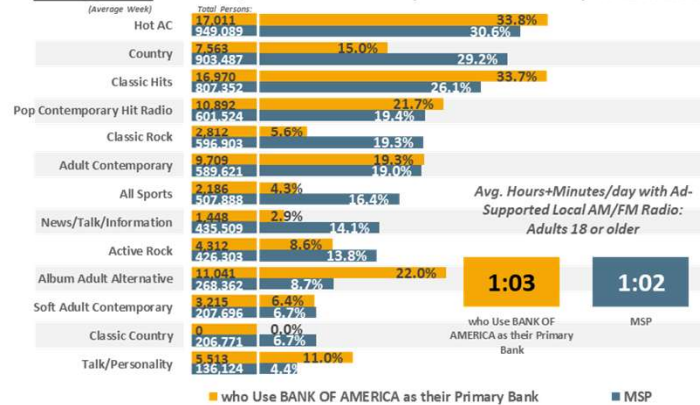
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



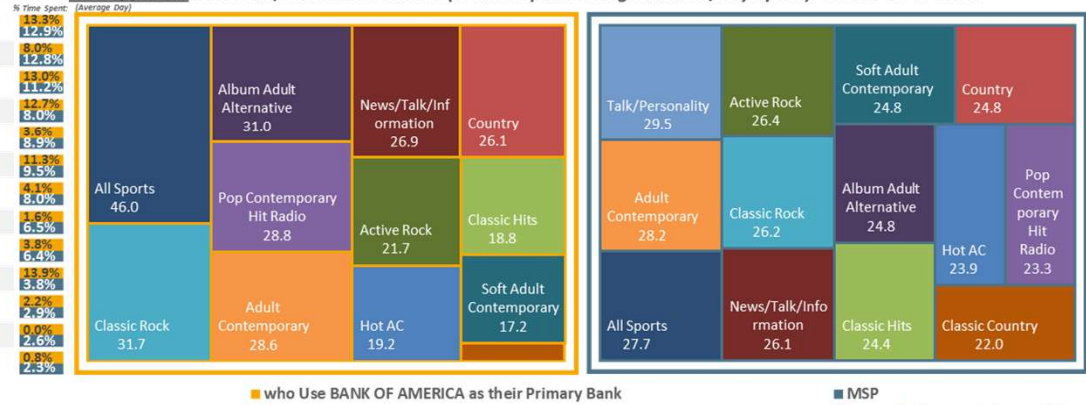
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



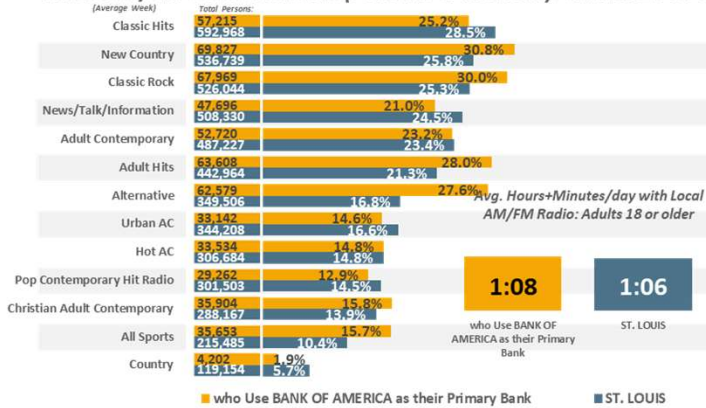
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



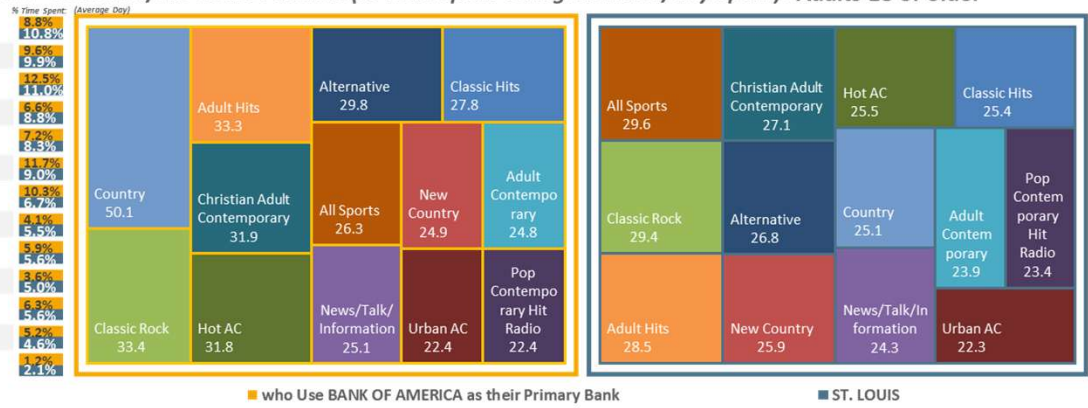


215,164 or 77.3% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, Classic Rock, Adult Hits, Alternative, and Classic Hits.

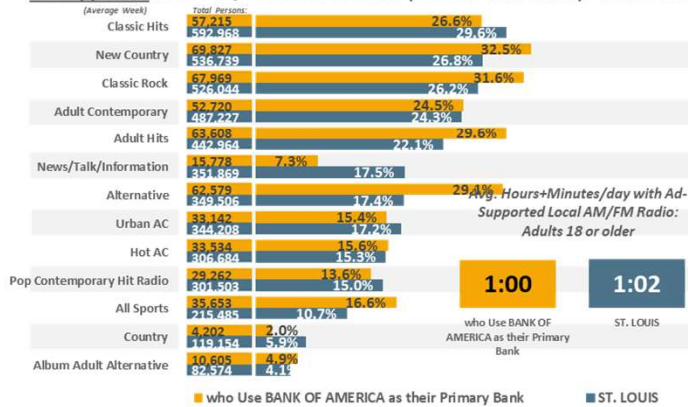
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



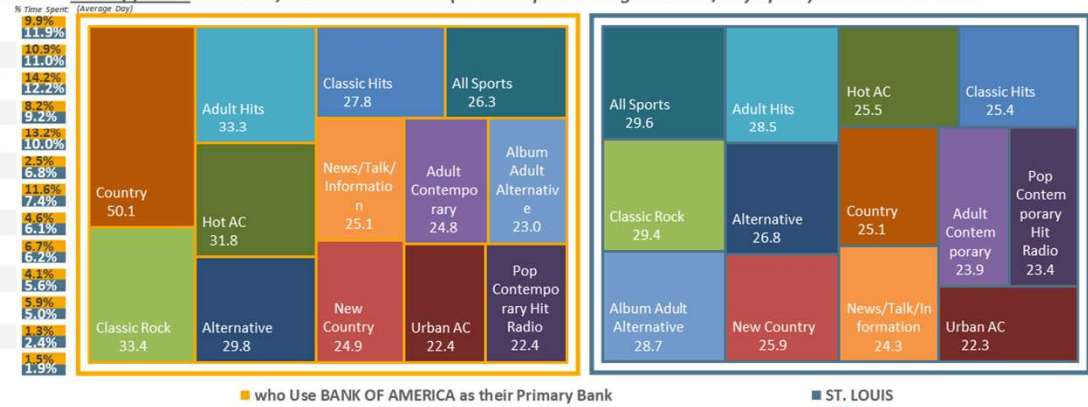
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



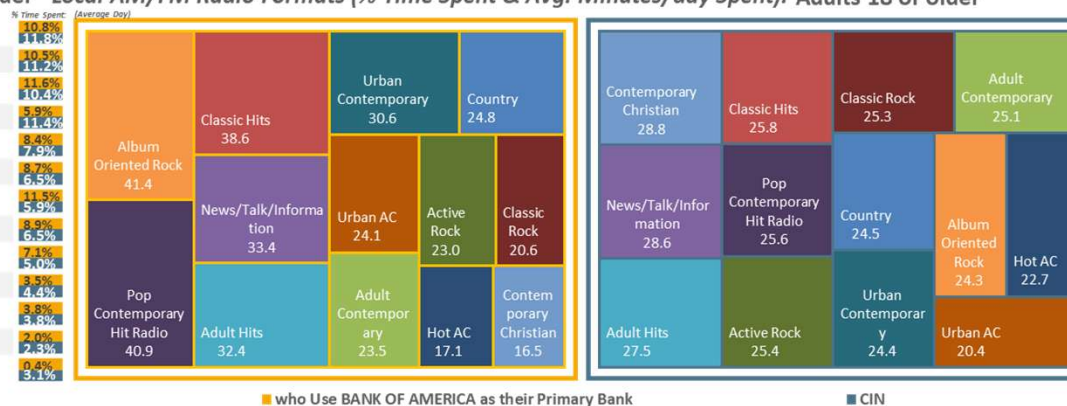
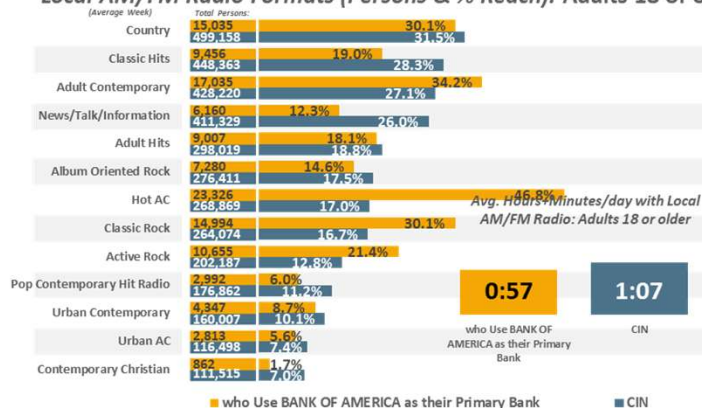
Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



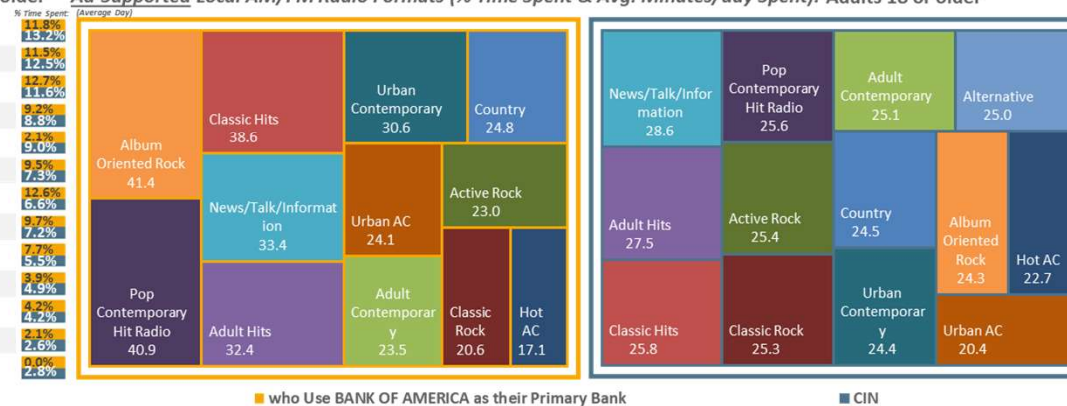
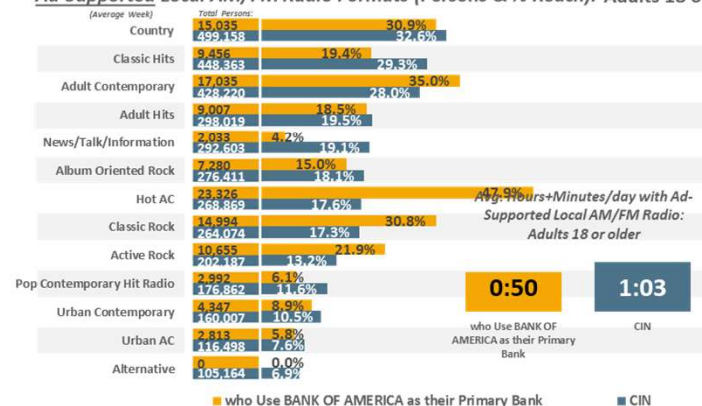


48,677 or 86.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Hot AC, Adult Contemporary, Country, Classic Rock, and Active Rock.

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



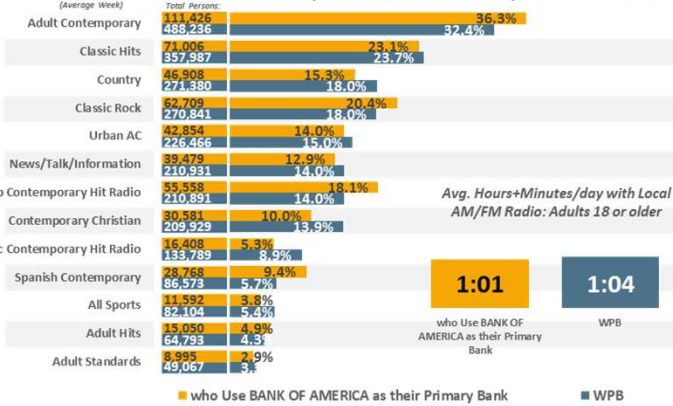
Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older **Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



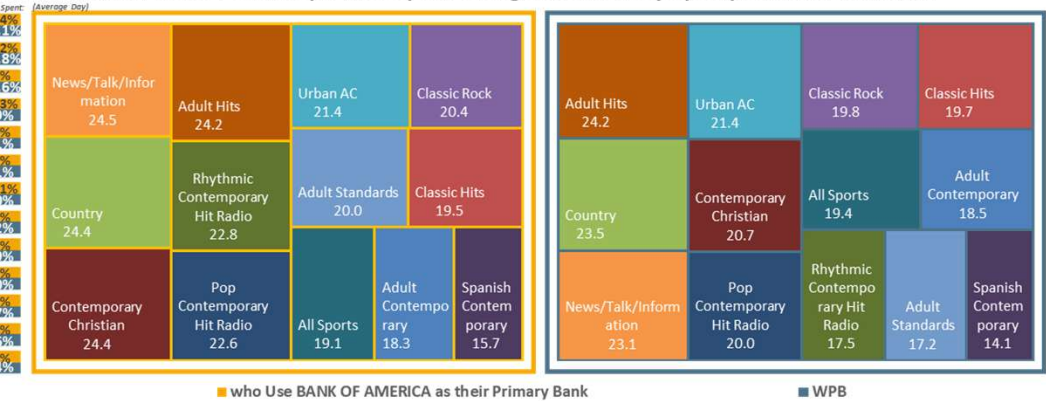


295,037 or 78.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Classic Rock, Pop Contemporary Hit Radio, and Country.

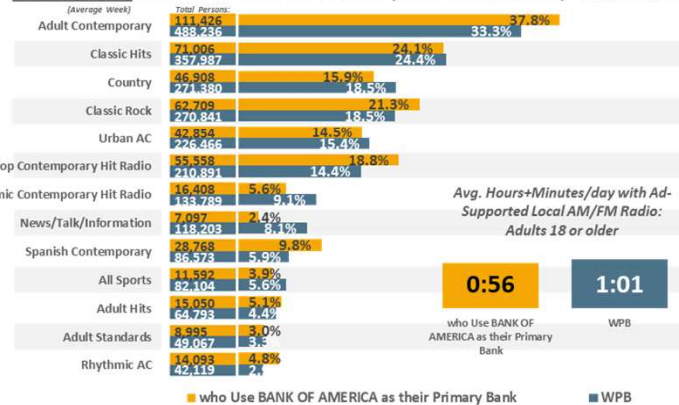
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



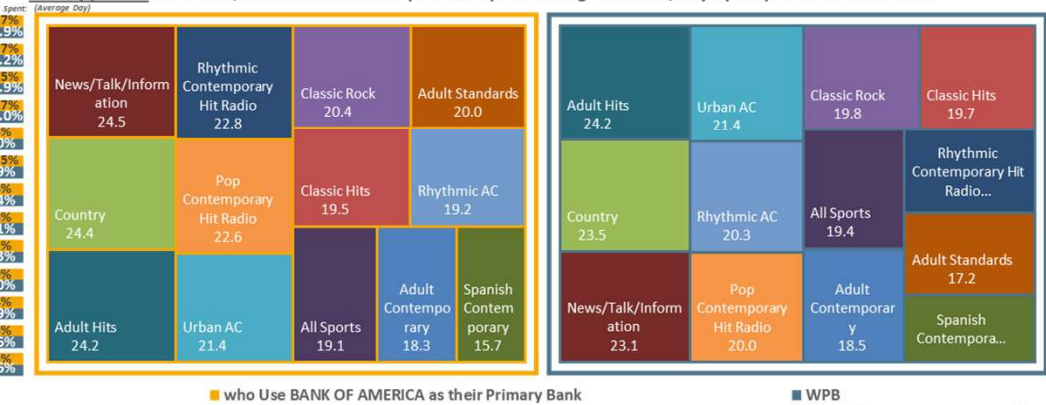
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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

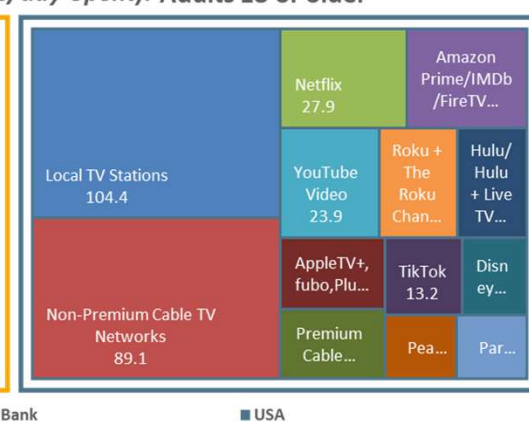
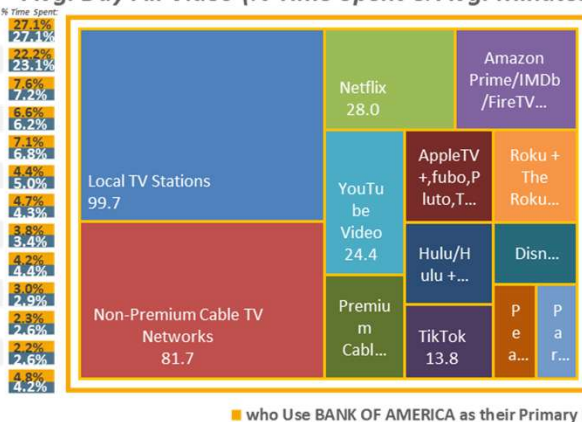
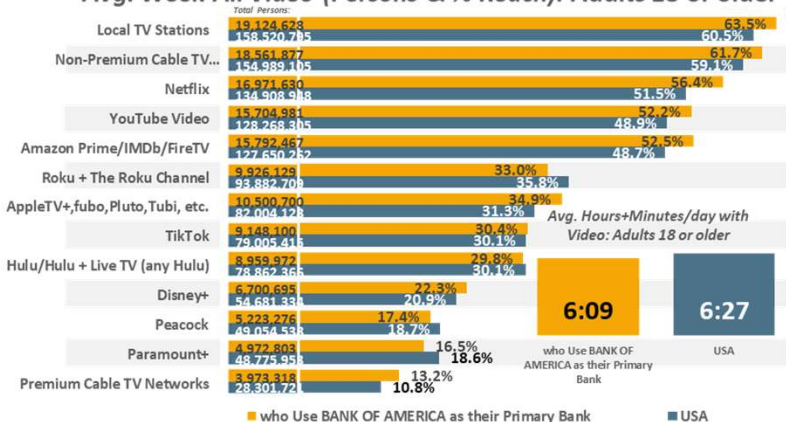




18,815,754 or 62.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 93.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

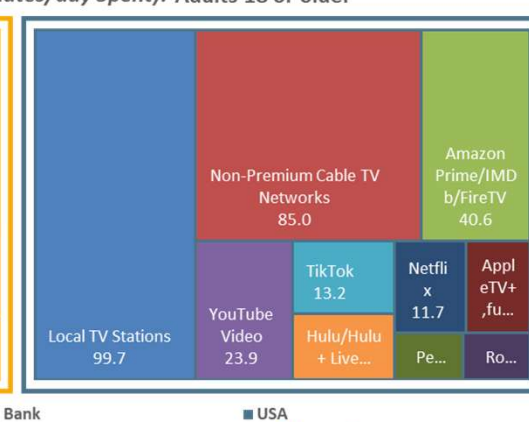
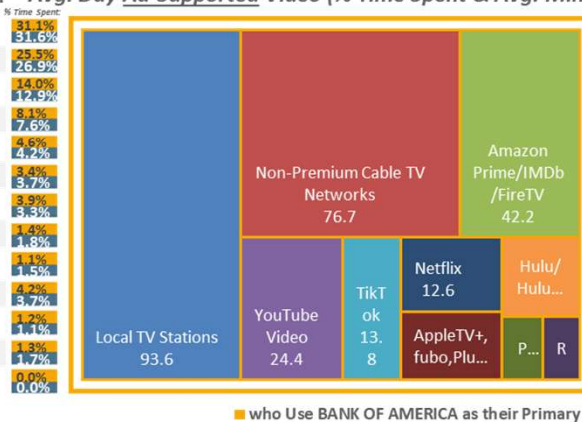
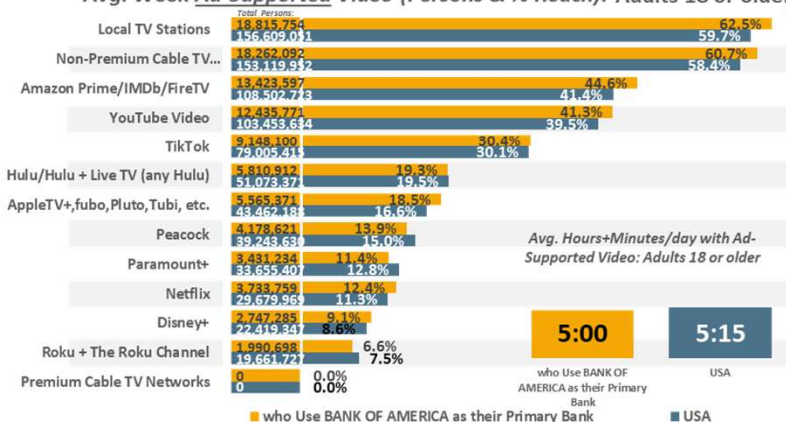
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,073
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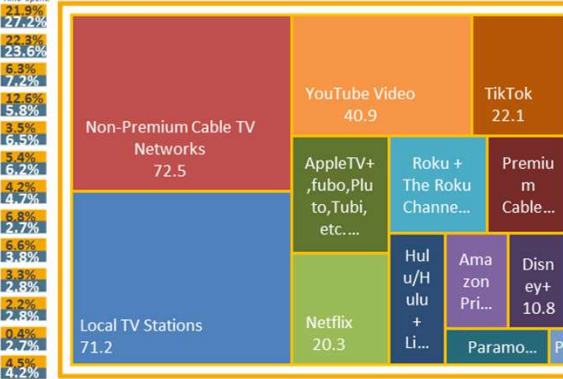
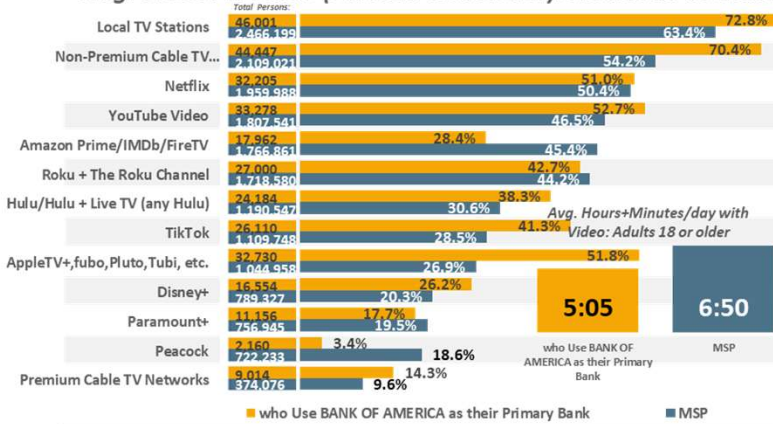
Banks HHLN uses (primary bank) (HHLN): Bank of America



45,859 or 72.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 69.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

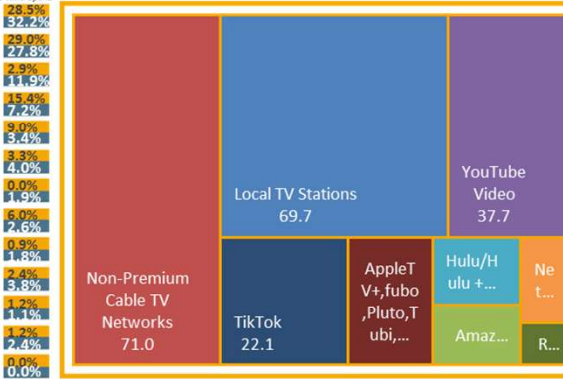
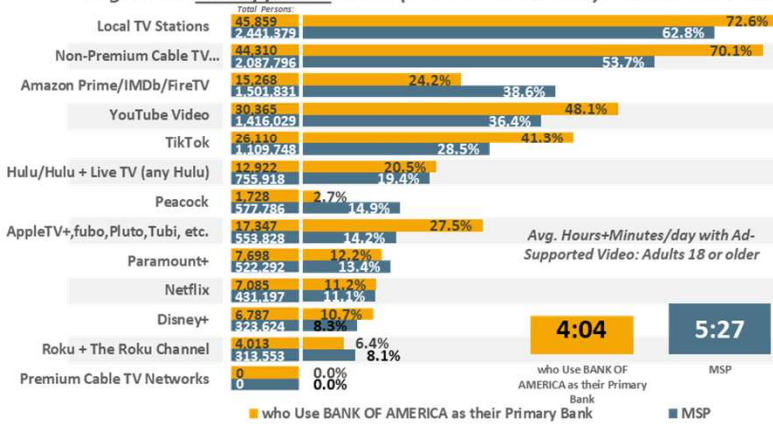
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33
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Banks HHLN uses (primary bank) (HHLN): Bank of America

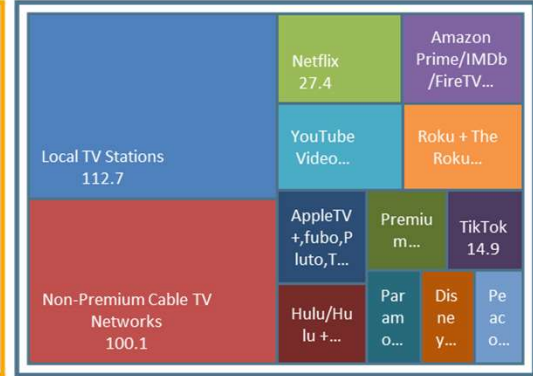
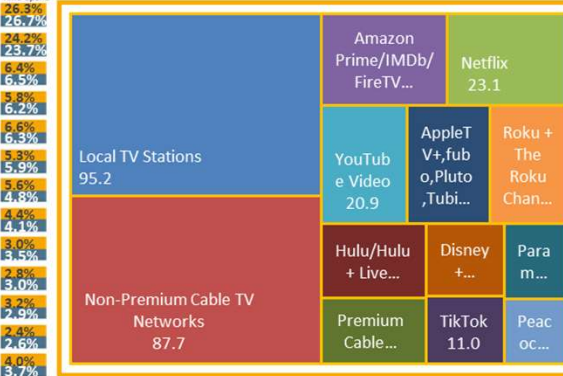
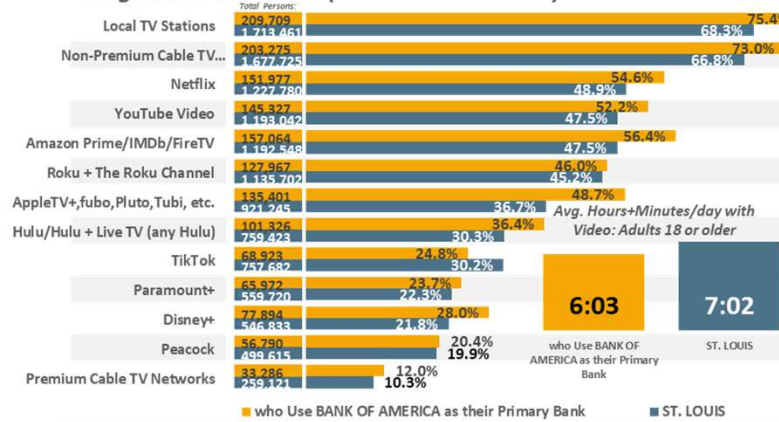
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206,567 or 74.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

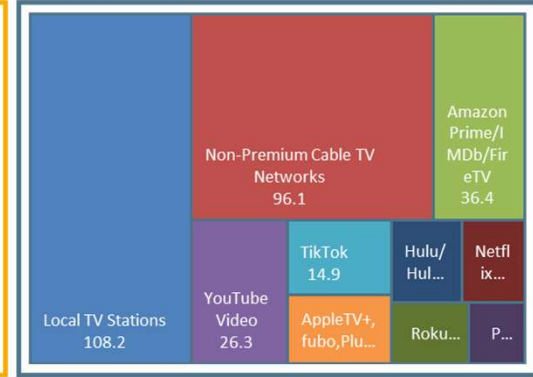
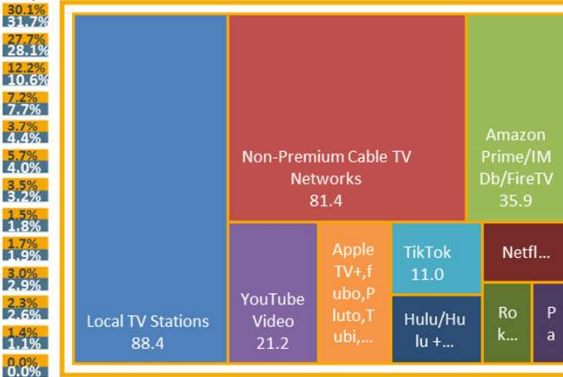
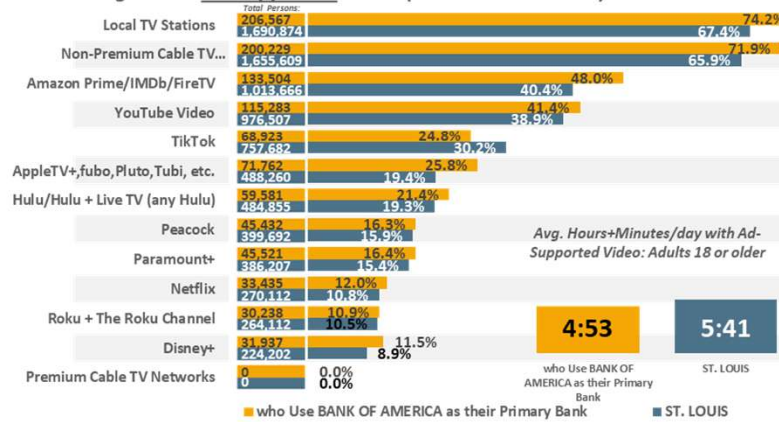
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231
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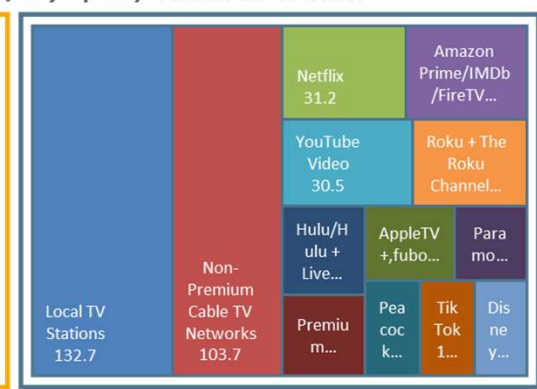
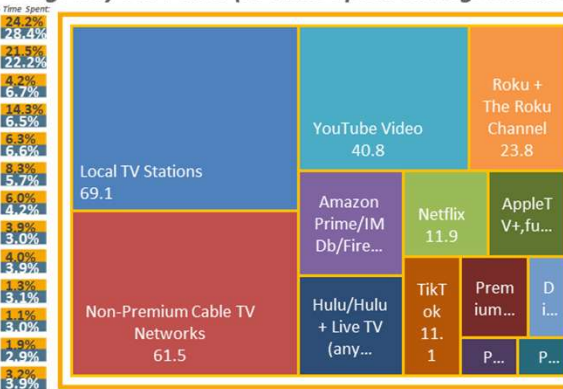
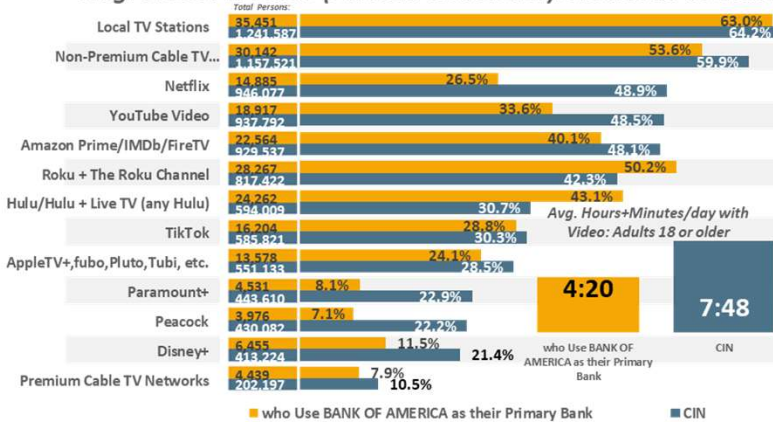
Banks HHLD uses (primary bank) (HHLD): Bank of America



35,156 or 62.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 63.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

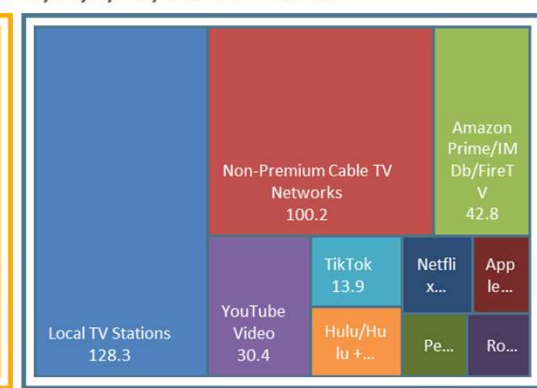
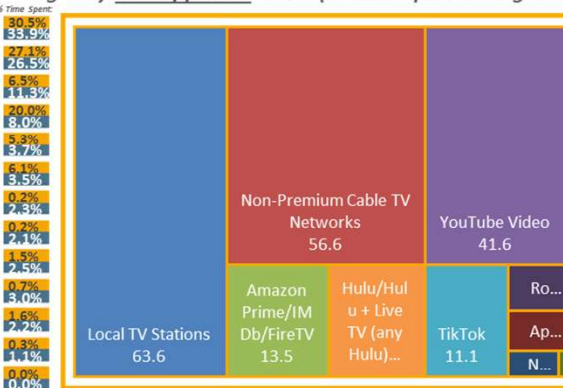
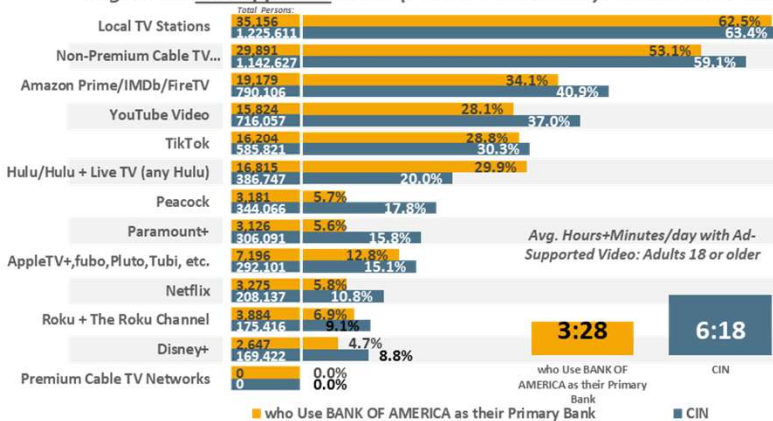
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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

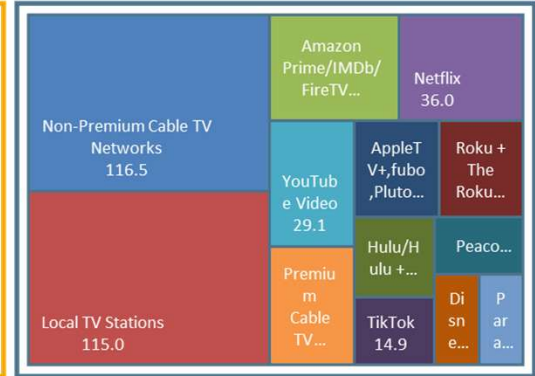
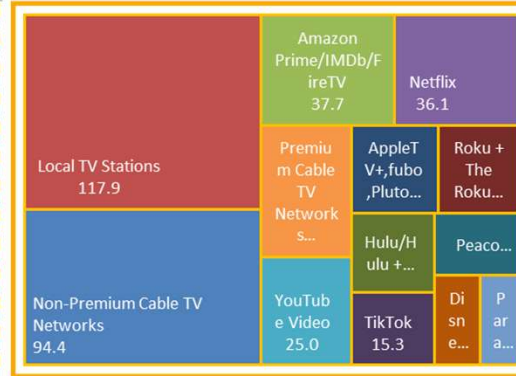
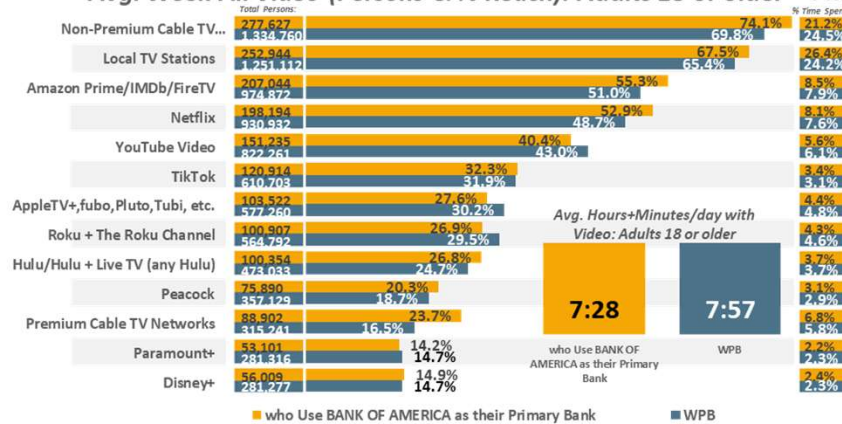




250,020 or 66.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 112.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

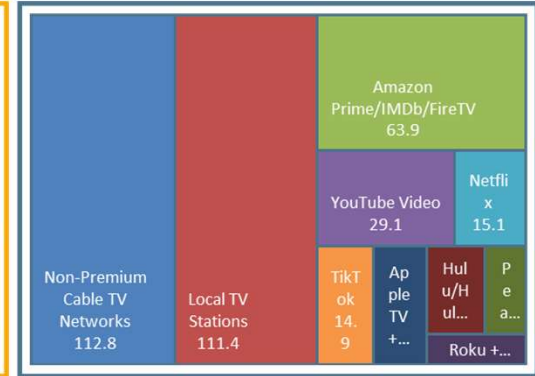
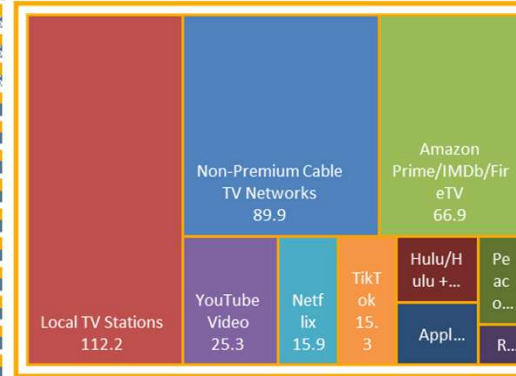
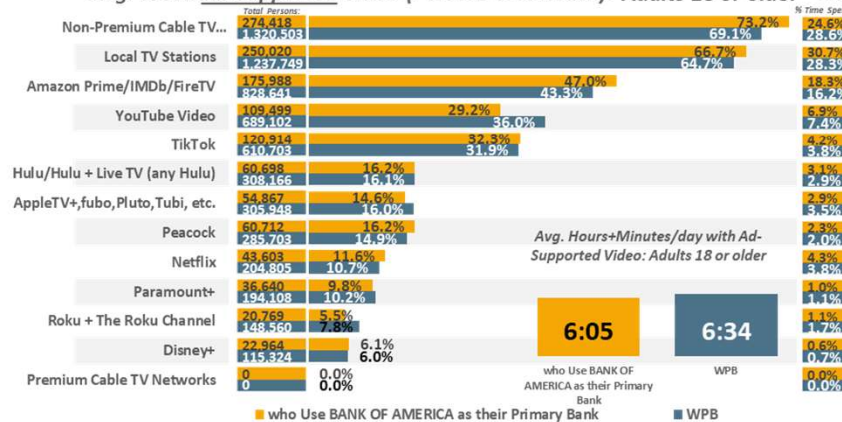
Avg. Week All Video (Persons & % Reach): Adults 18 or older

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



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

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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 470
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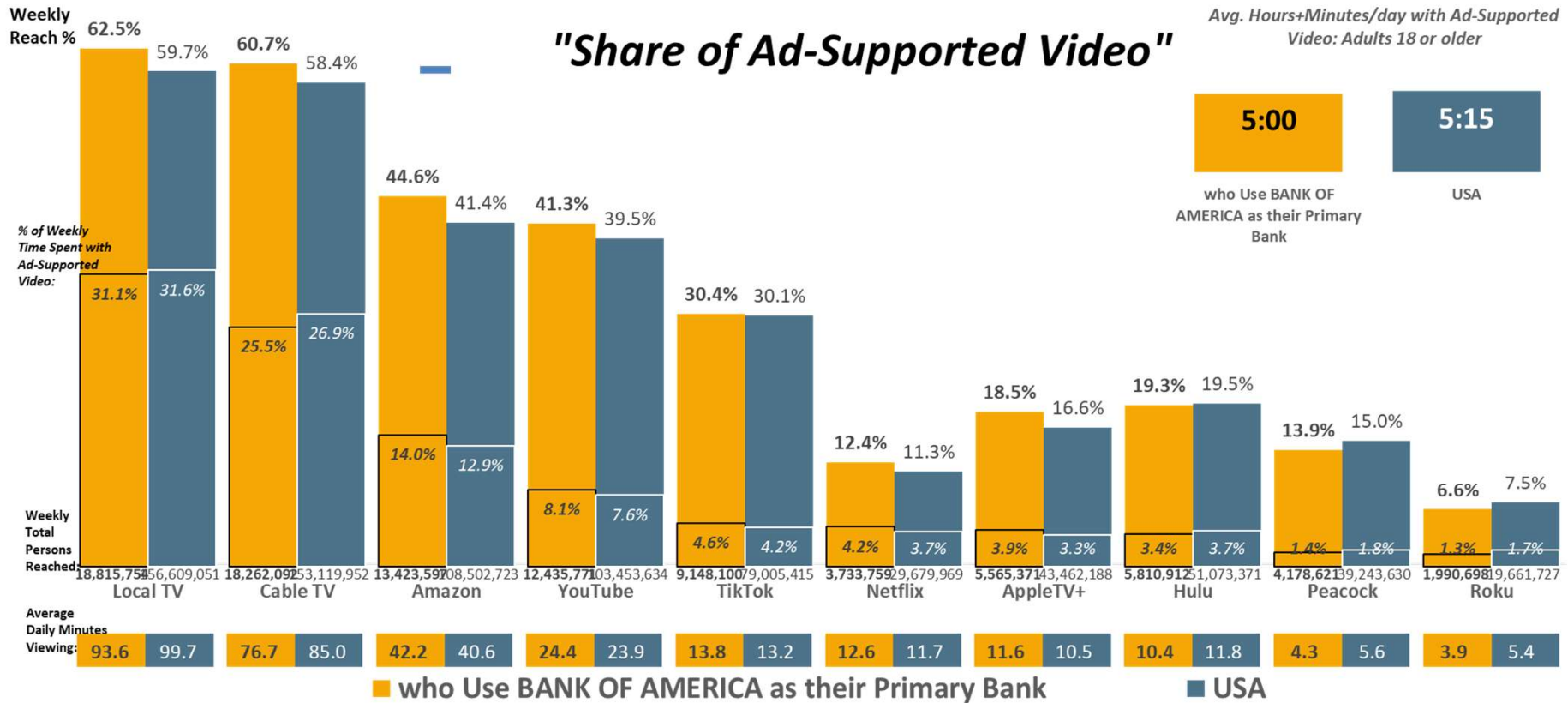
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Banks HHLD uses (primary bank) (HHLD): Bank of America



18,815,754 or 62.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 93.6 minutes every day representing 31.1% of all time spent daily with Ad-Supported Video.

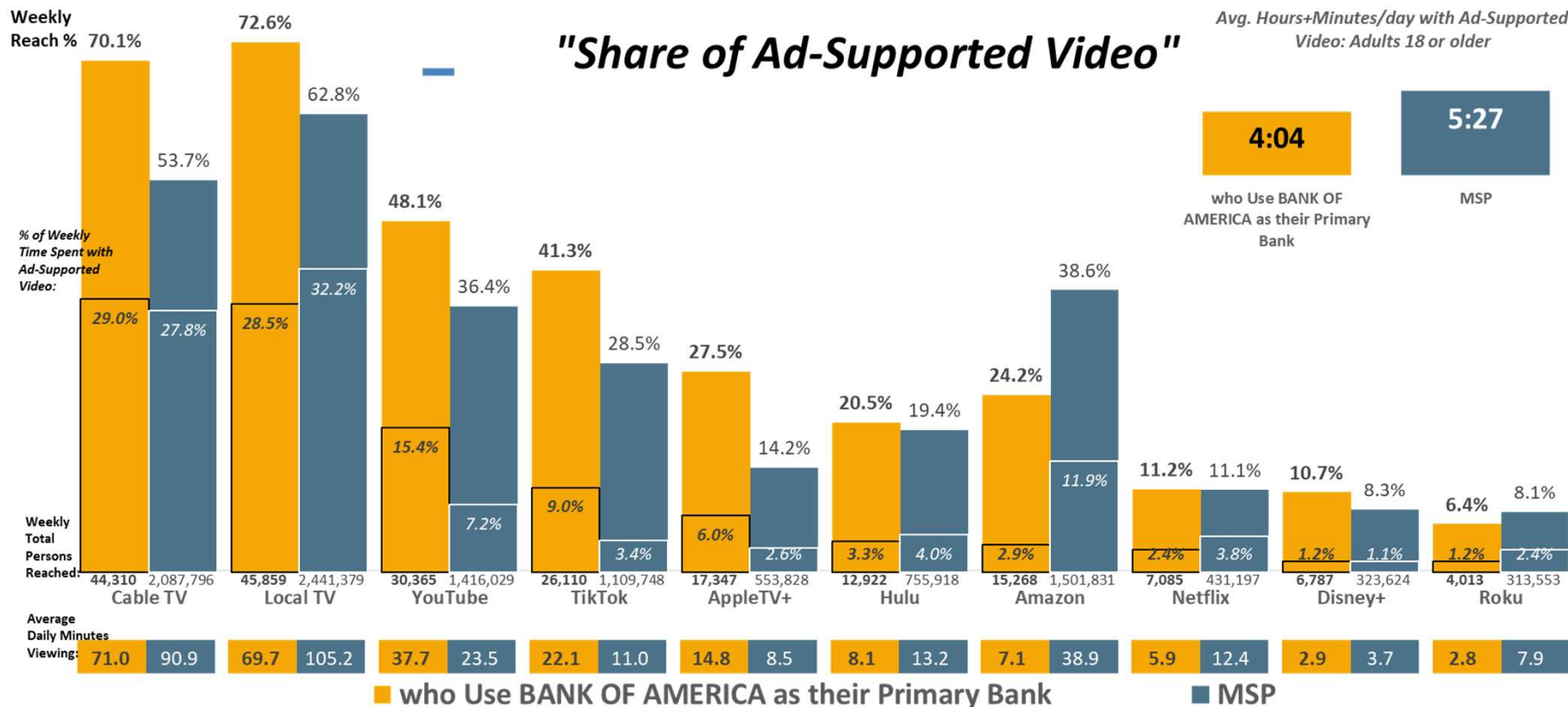
"Share of Ad-Supported Video"





45,859 or 72.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 69.7 minutes every day representing 28.5% of all time spent daily with Ad-Supported Video.

"Share of Ad-Supported Video"



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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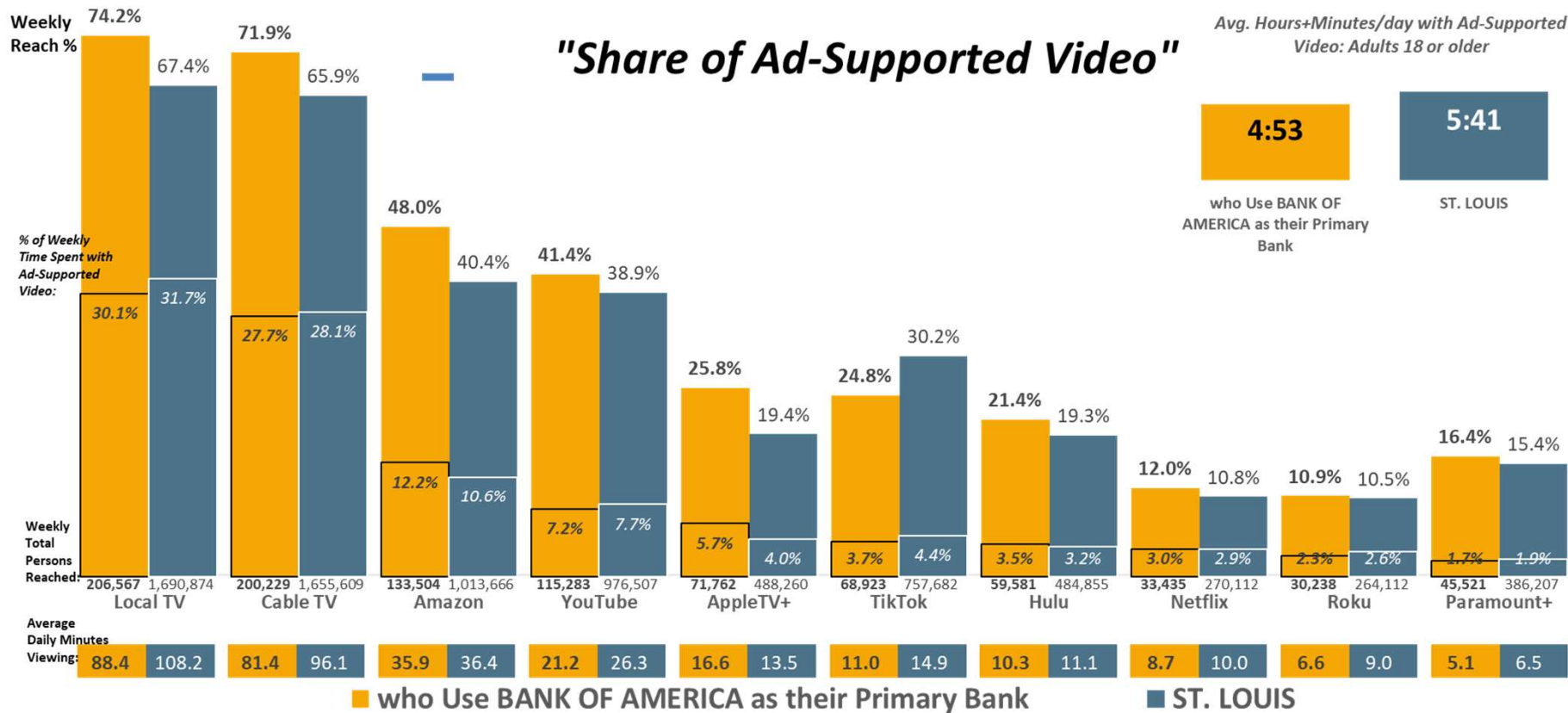
soefa.ai Share of Everything for Anything

Banks HHLD uses (primary bank) (HHLD): Bank of America



206,567 or 74.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 88.4 minutes every day representing 30.1% of all time spent daily with Ad-Supported Video.

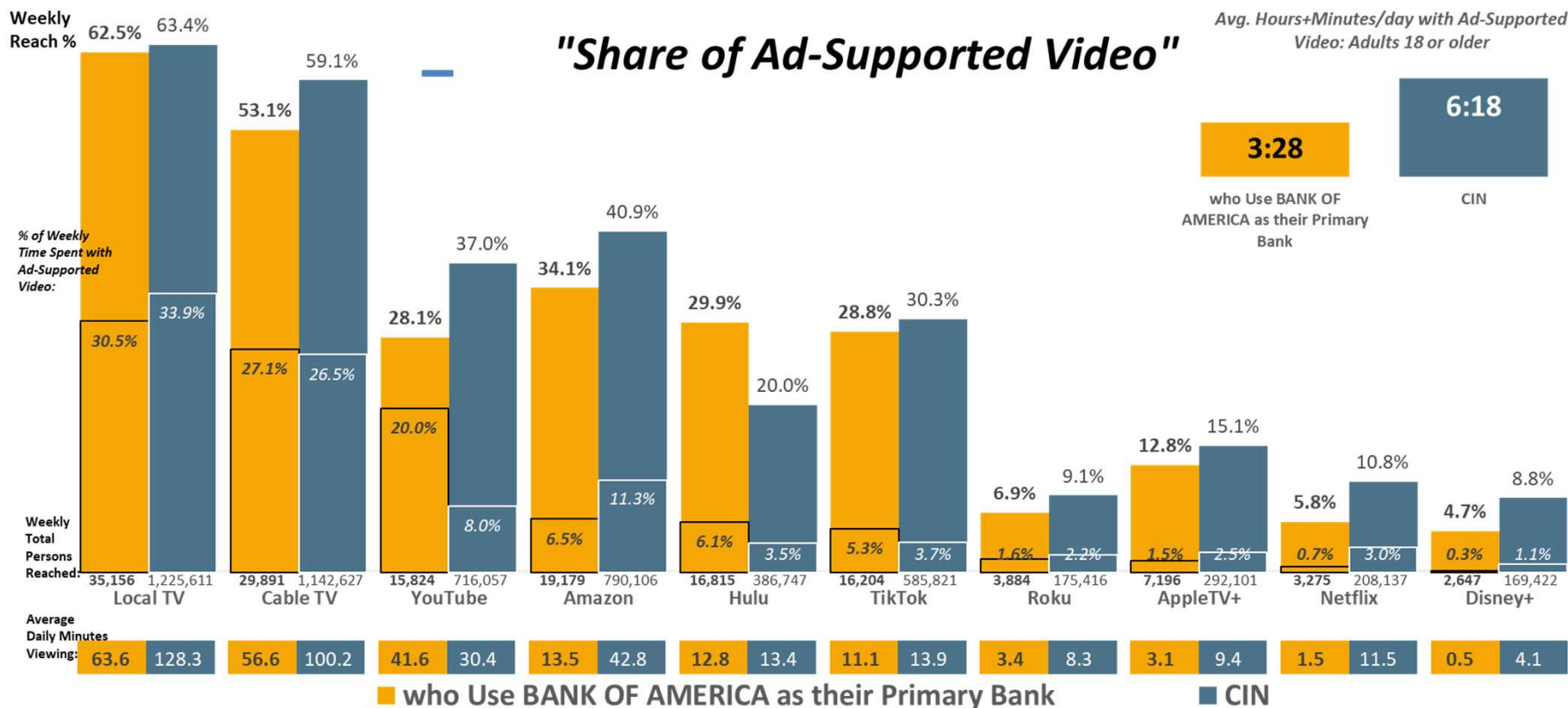
"Share of Ad-Supported Video"





35,156 or 62.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 63.6 minutes every day representing 30.5% of all time spent daily with Ad-Supported Video.

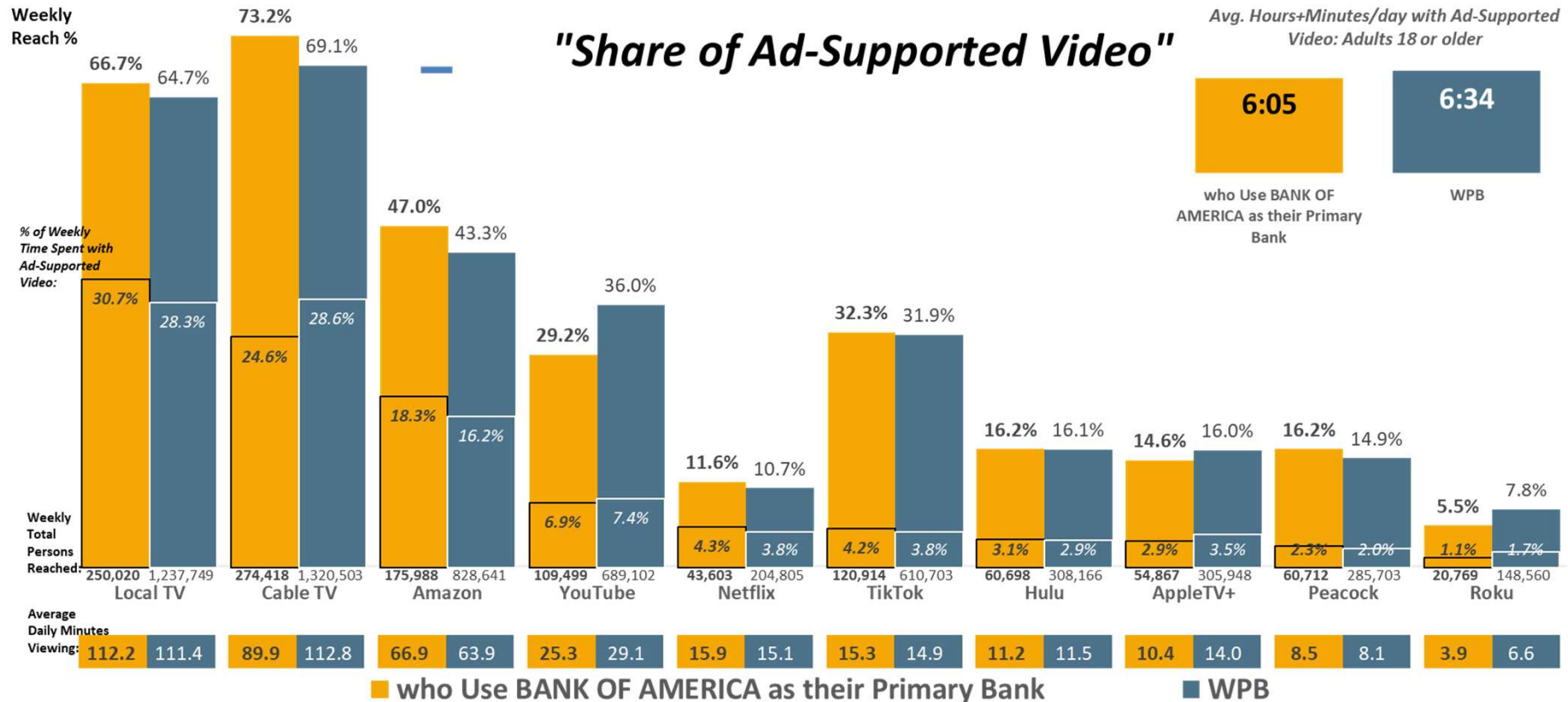
"Share of Ad-Supported Video"





250,020 or 66.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations for an average of 112.2 minutes every day representing 30.7% of all time spent daily with Ad-Supported Video.

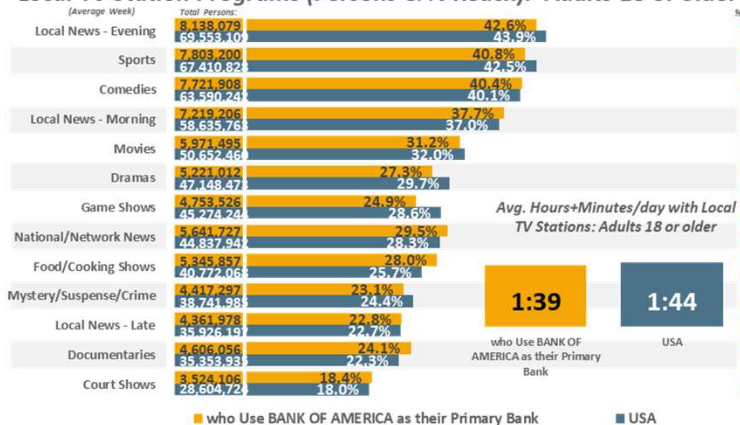
"Share of Ad-Supported Video"



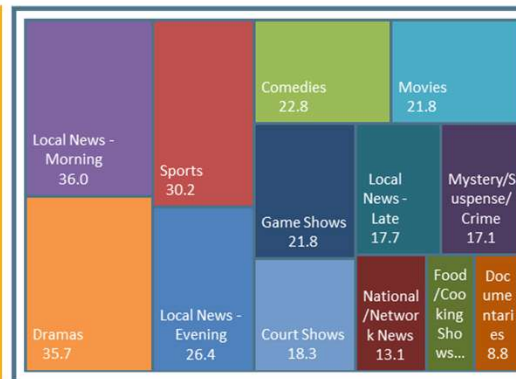
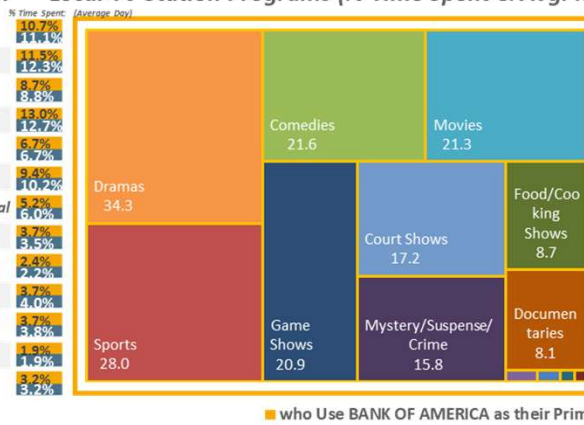


18,815,754 or 62.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Local News - Morning, Comedies, Movies, and Dramas.

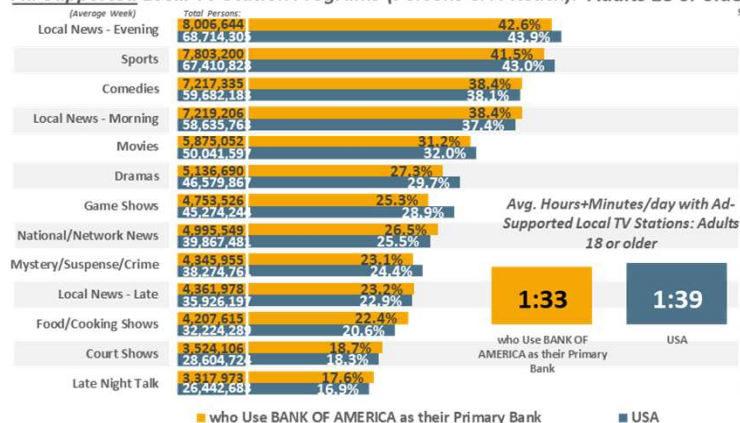
Local TV Station Programs (Persons & % Reach): Adults 18 or older



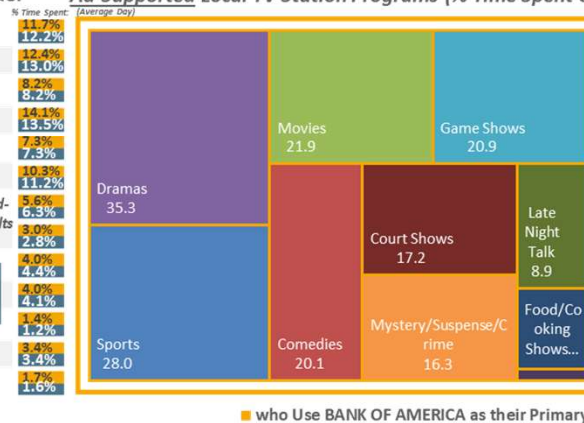
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



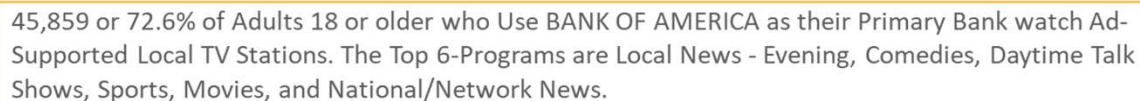
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



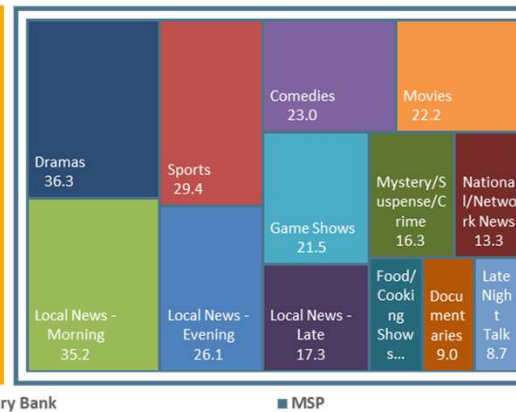
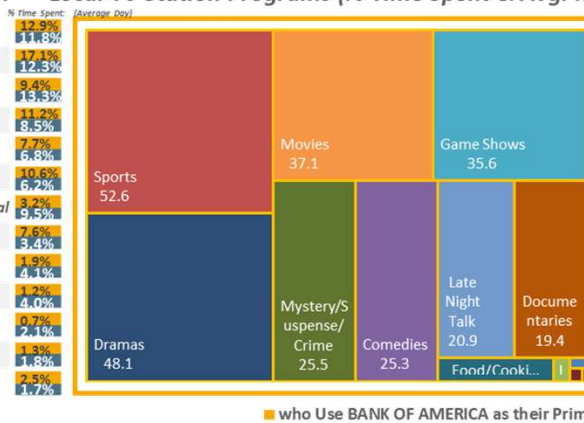
USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,073
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Banks HHLD uses (primary bank) (HHLD): Bank of America

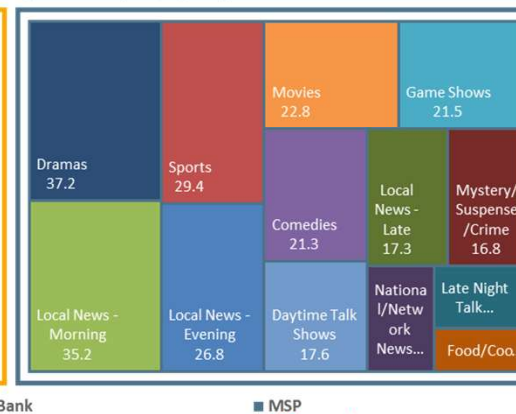
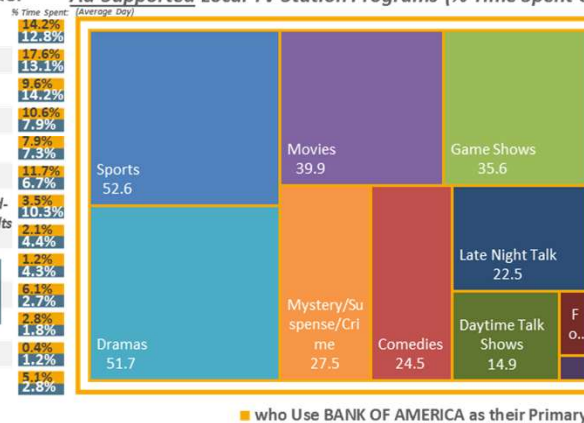
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Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



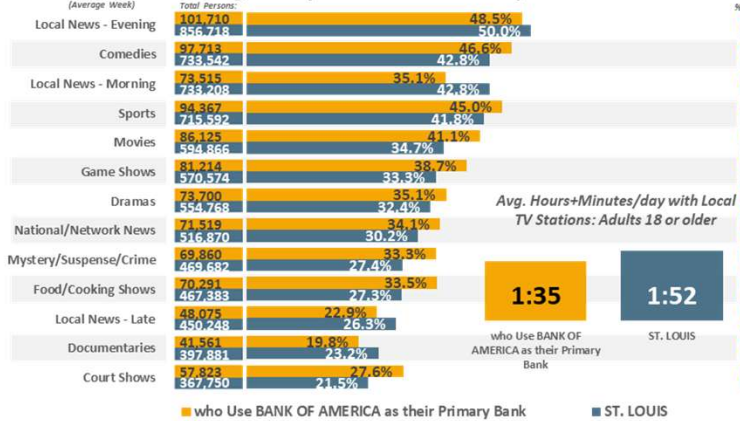
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



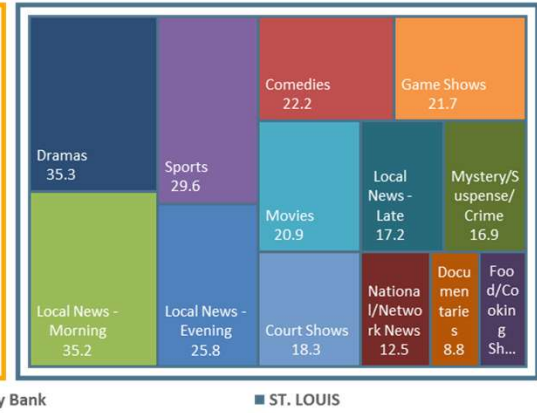
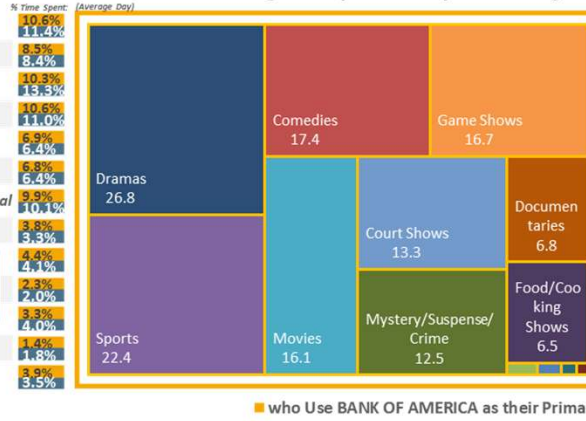


206,567 or 74.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Local News - Evening, Sports, Comedies, Movies, Game Shows, and Local News - Morning.

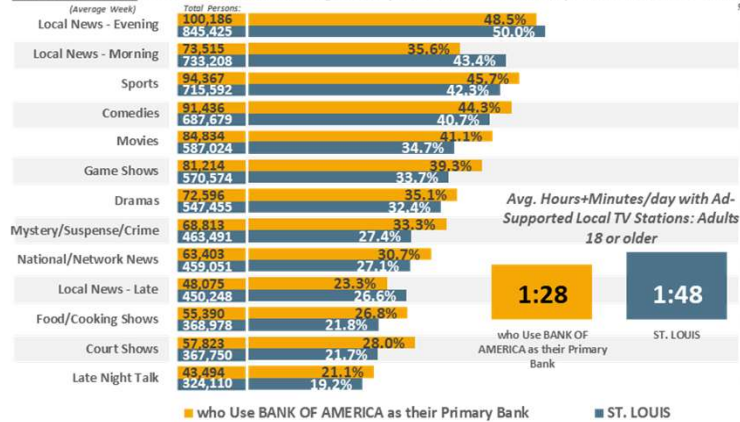
Local TV Station Programs (Persons & % Reach): Adults 18 or older



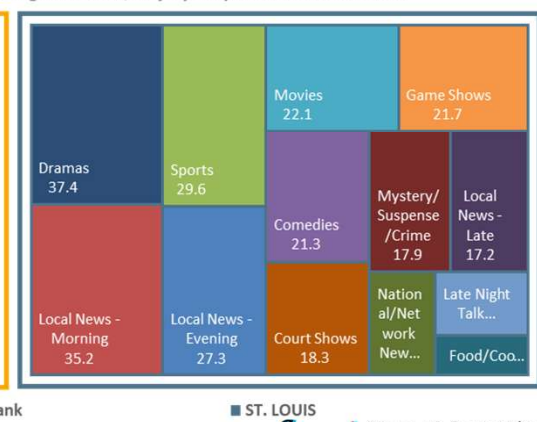
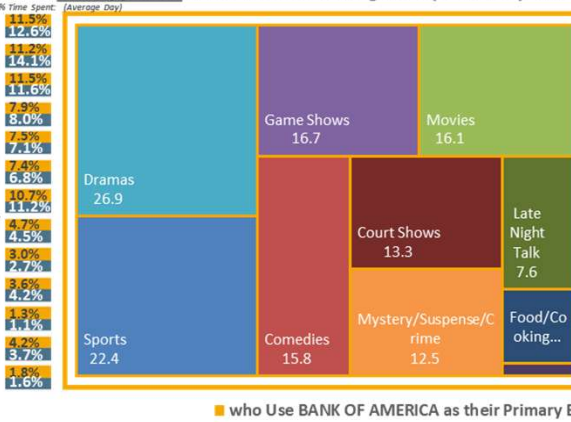
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



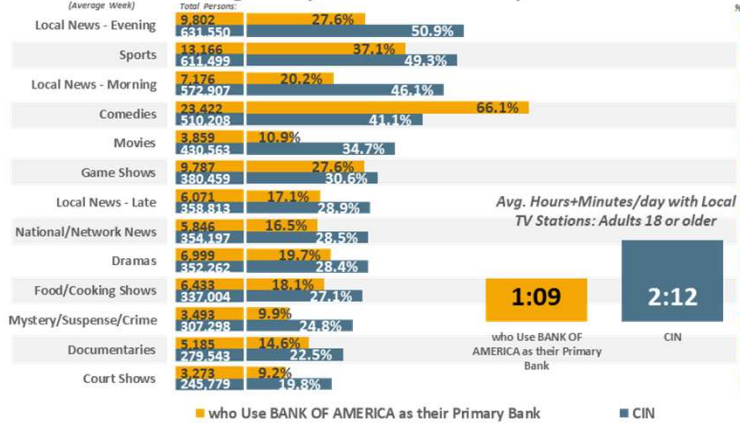
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



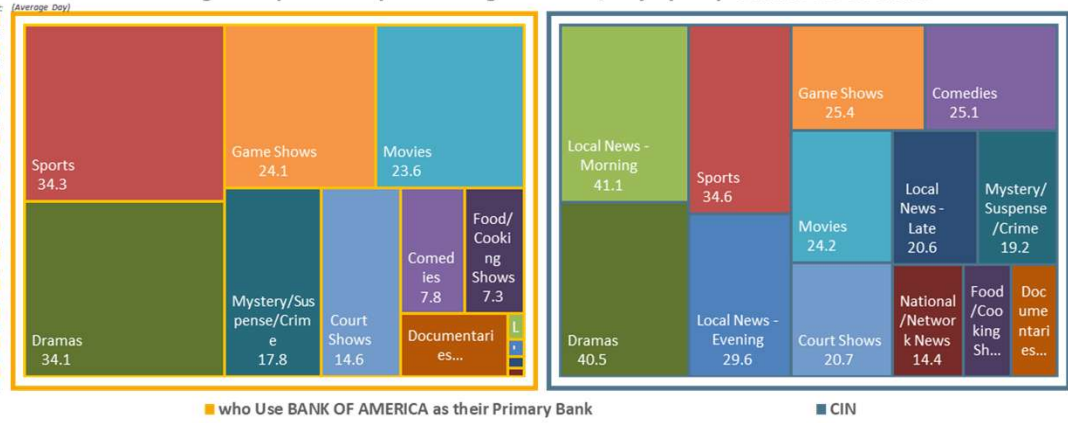


35,156 or 62.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Game Shows, Local News - Evening, Local News - Morning, and Dramas.

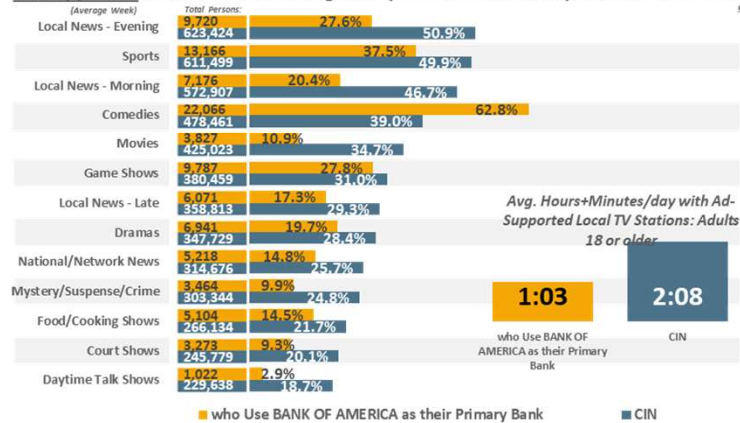
Local TV Station Programs (Persons & % Reach): Adults 18 or older



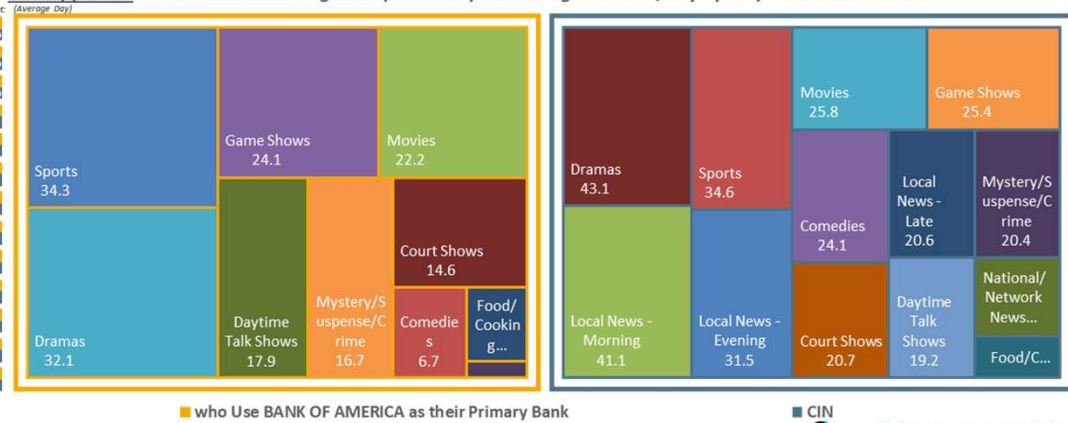
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



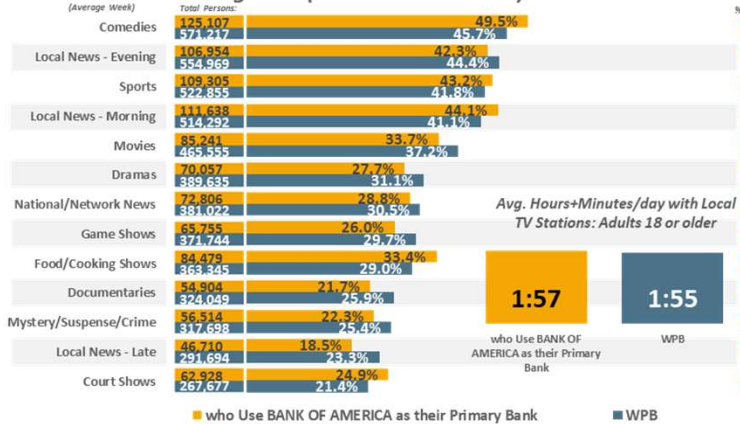
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



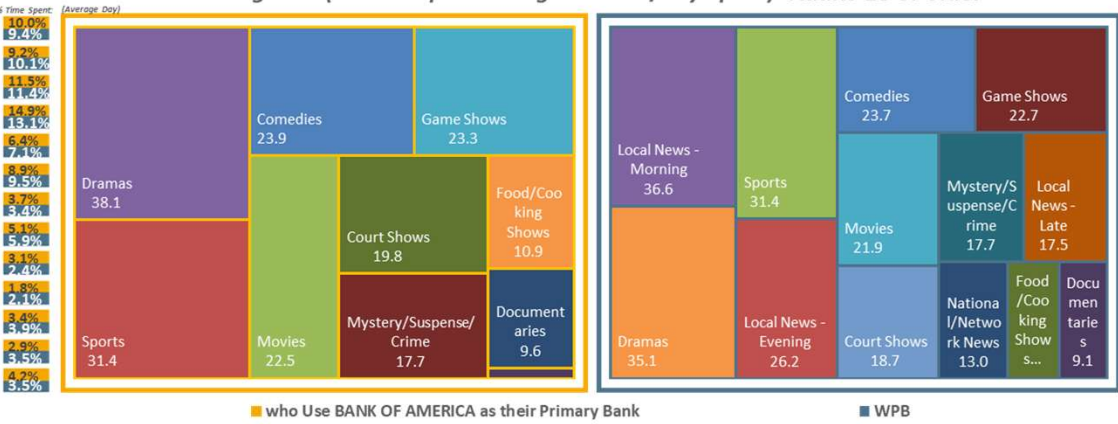


250,020 or 66.7% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Local News - Morning, Sports, Local News - Evening, Movies, and Dramas.

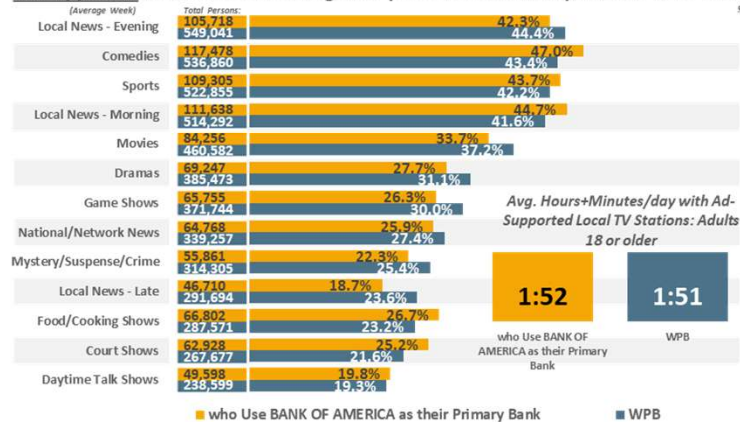
Local TV Station Programs (Persons & % Reach): Adults 18 or older



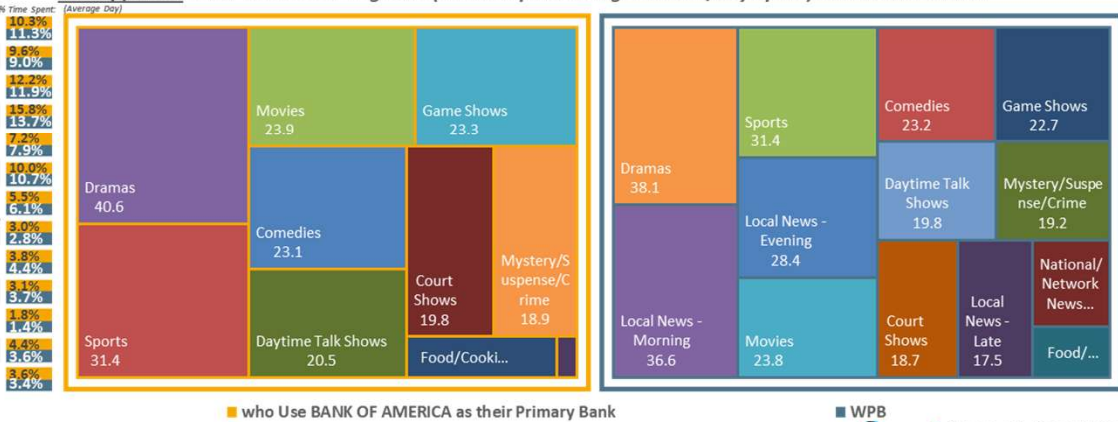
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 470
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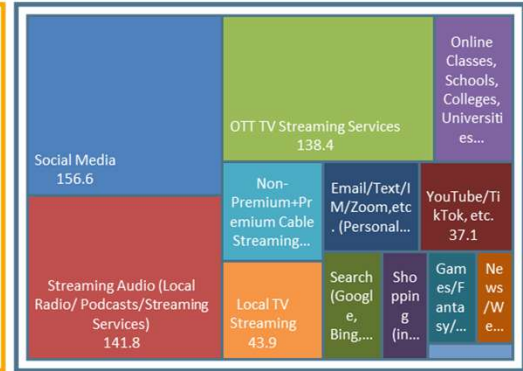
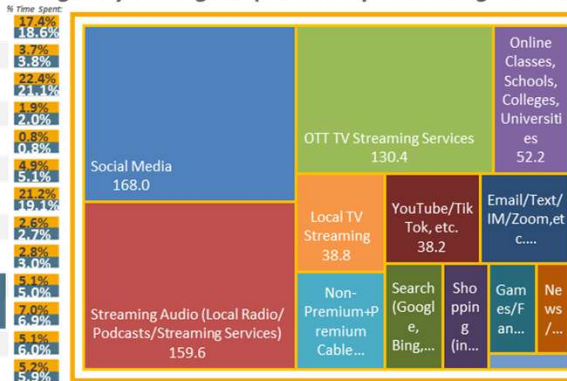
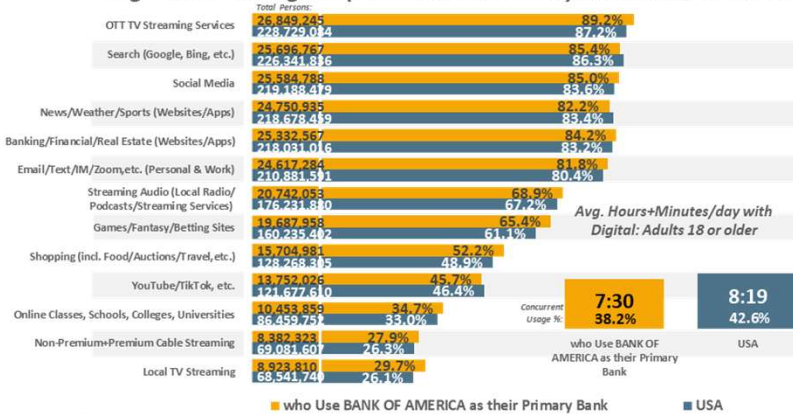
Banks HHLd uses (primary bank) (HHLd): Bank of America



22,817,326 or 75.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 149.8 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

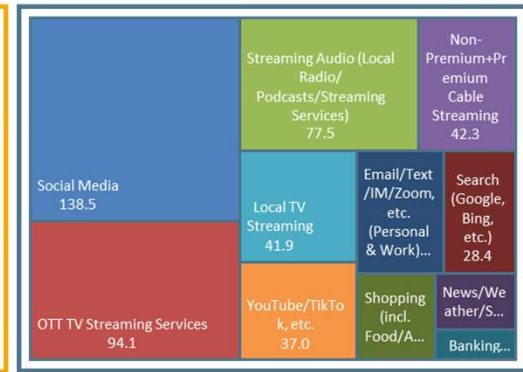
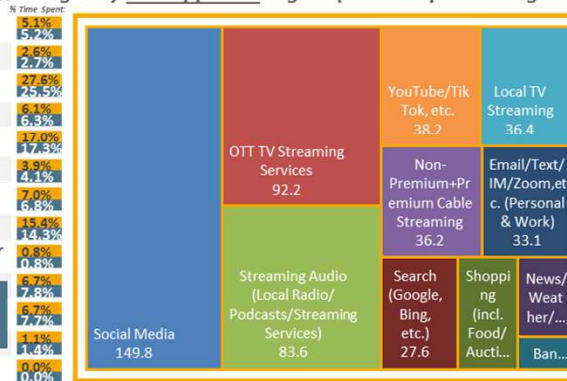
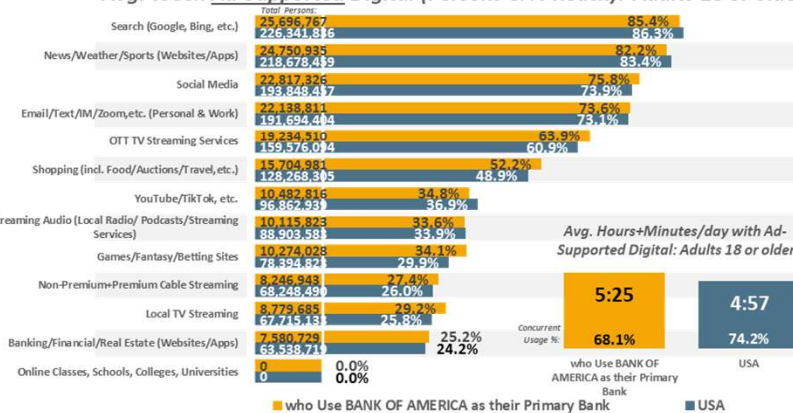
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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 R2 2025: Sep24-Aug25 Qual Intab 3,073
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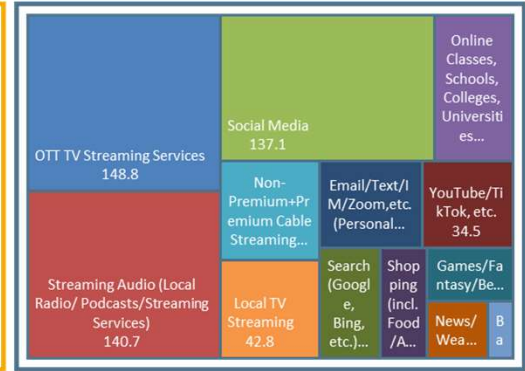
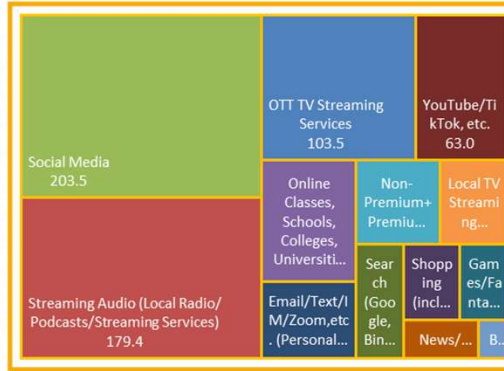
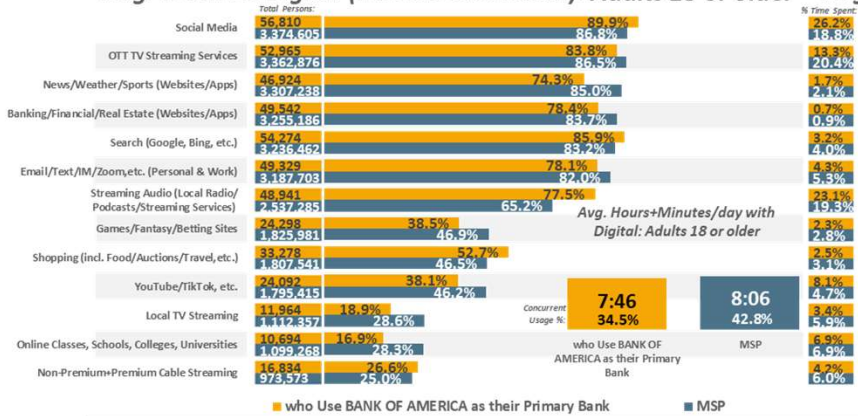
Banks HHLD uses (primary bank) (HHLD): Bank of America



56,086 or 88.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 200.9 minutes every day representing 35.% of all time spent daily with Ad-Supported Digital Media.

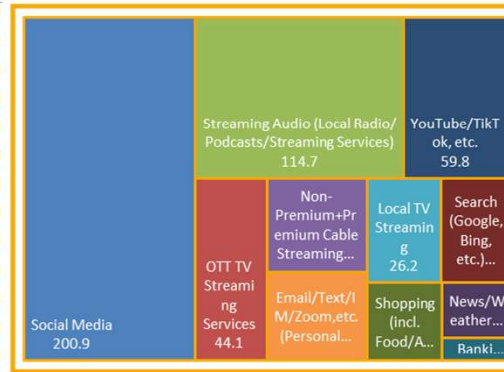
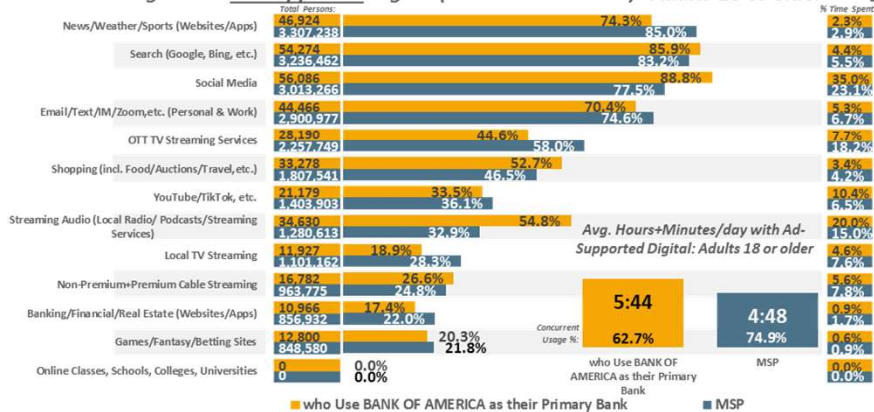
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

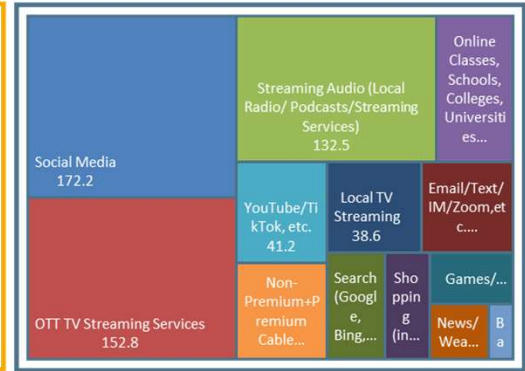
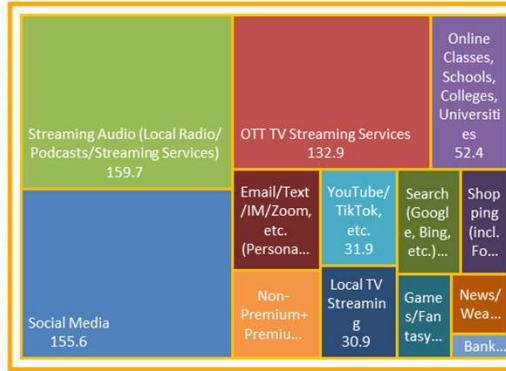
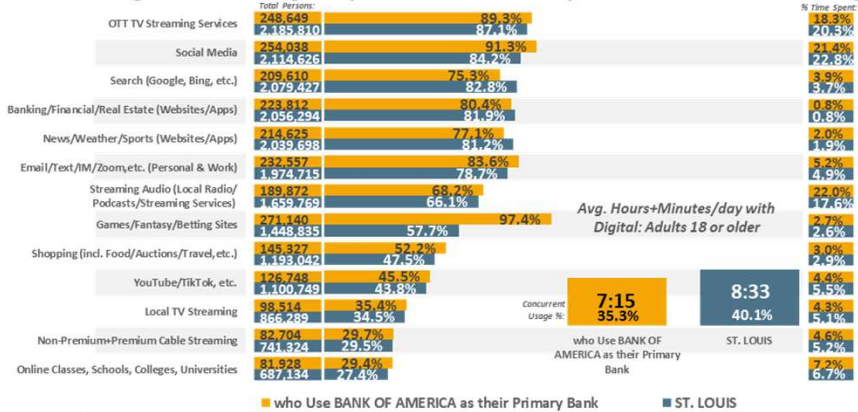




222,864 or 80.1% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 136.5 minutes every day representing 26.2% of all time spent daily with Ad-Supported Digital Media.

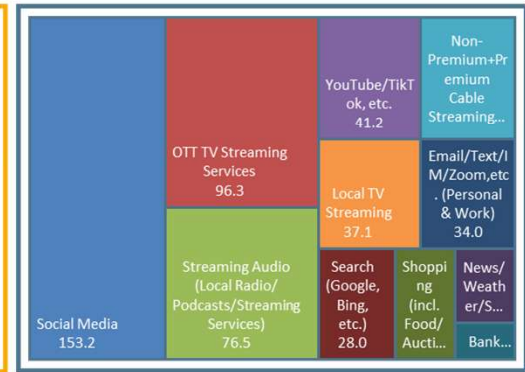
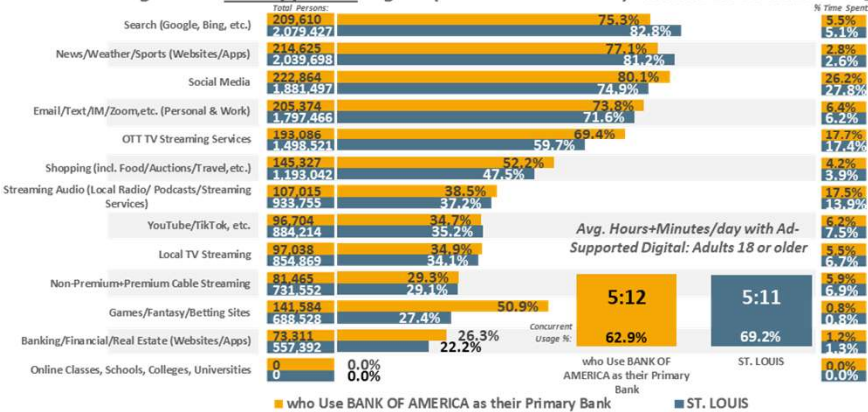
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

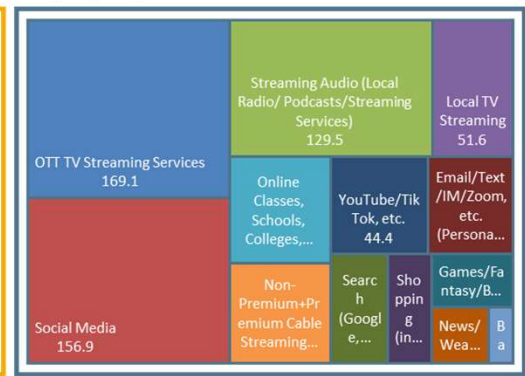
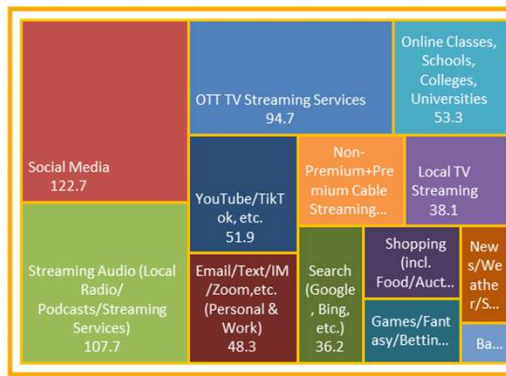
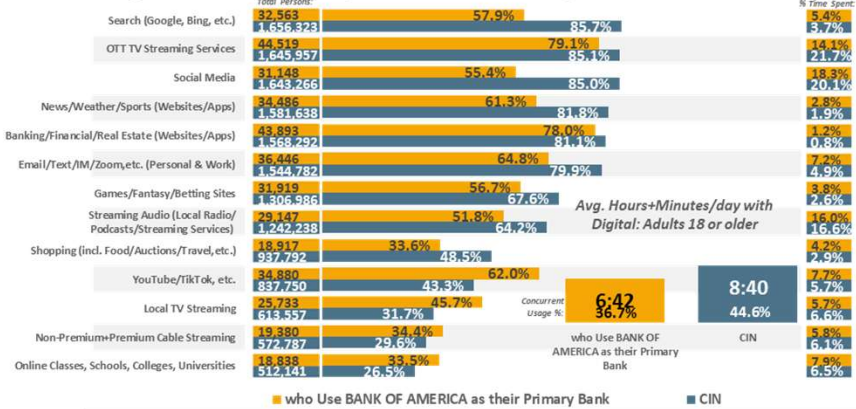




27,858 or 49.5% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 109.7 minutes every day representing 24.1% of all time spent daily with Ad-Supported Digital Media.

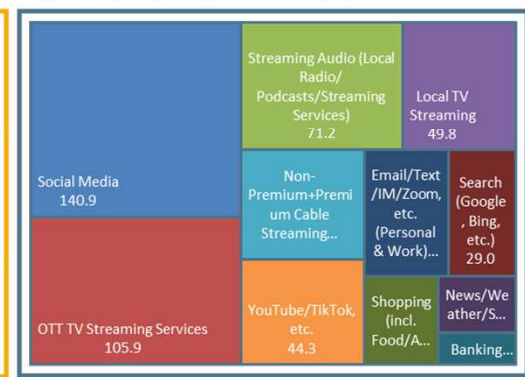
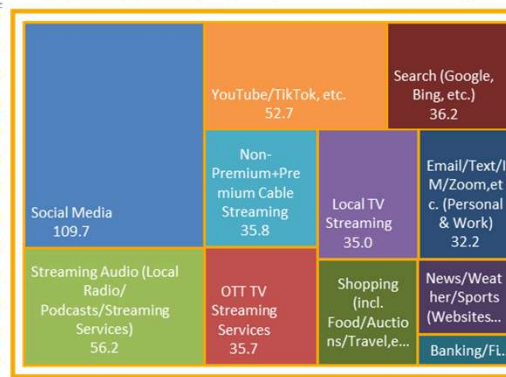
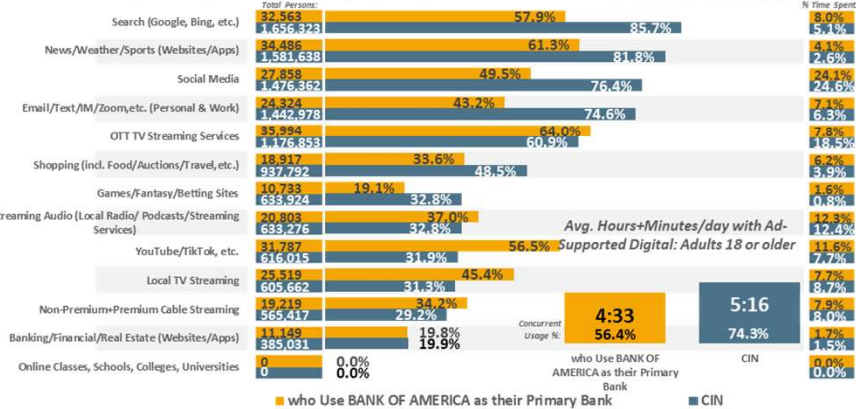
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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



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

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

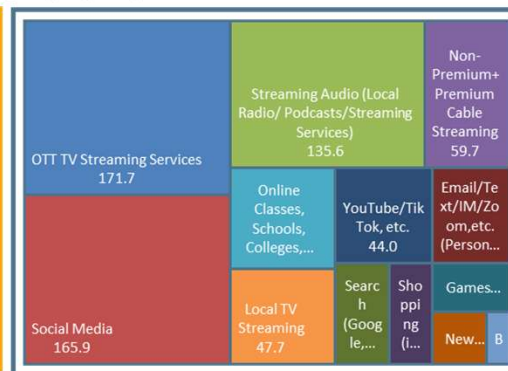
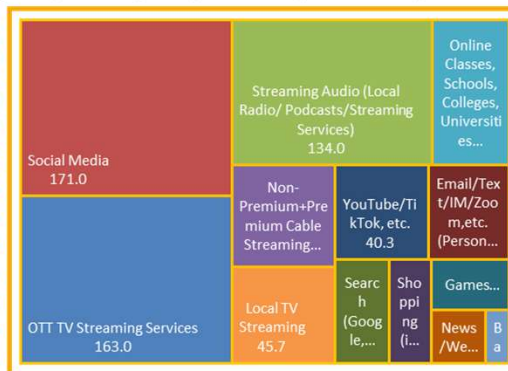
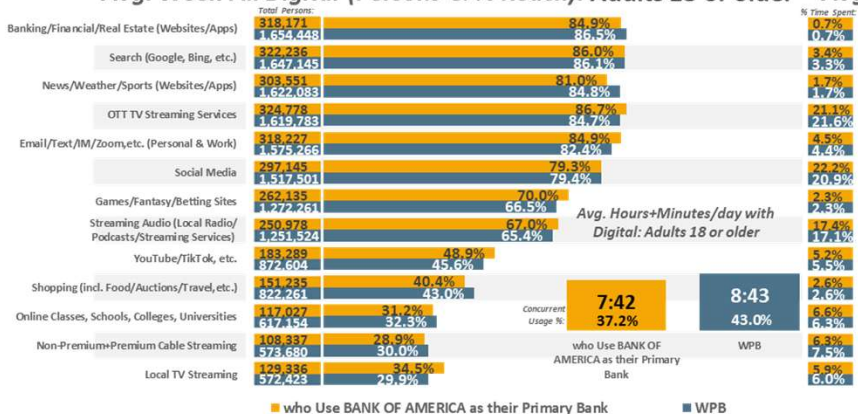




265,532 or 70.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Social Media for an average of 152.8 minutes every day representing 26.6% of all time spent daily with Ad-Supported Digital Media.

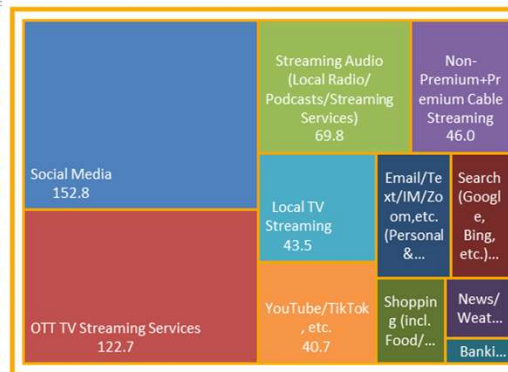
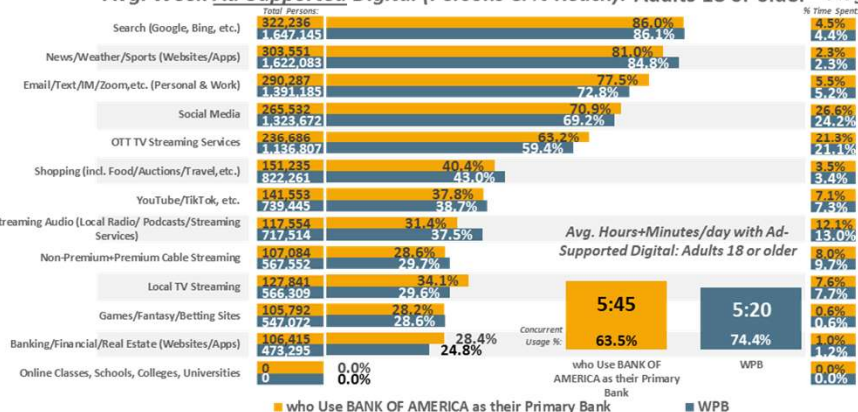
Avg. Week All Digital (Persons & % Reach): Adults 18 or older

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

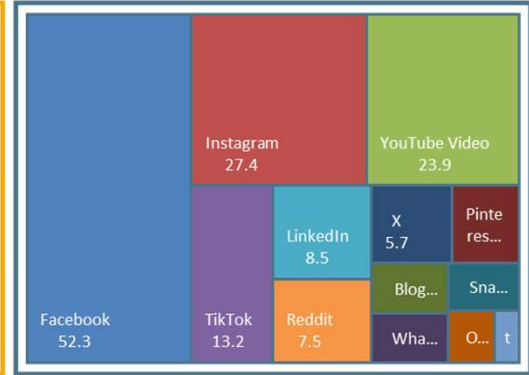
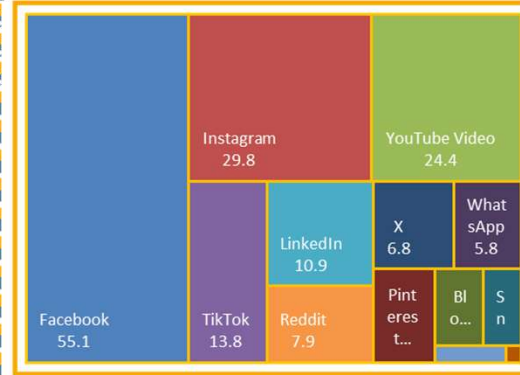
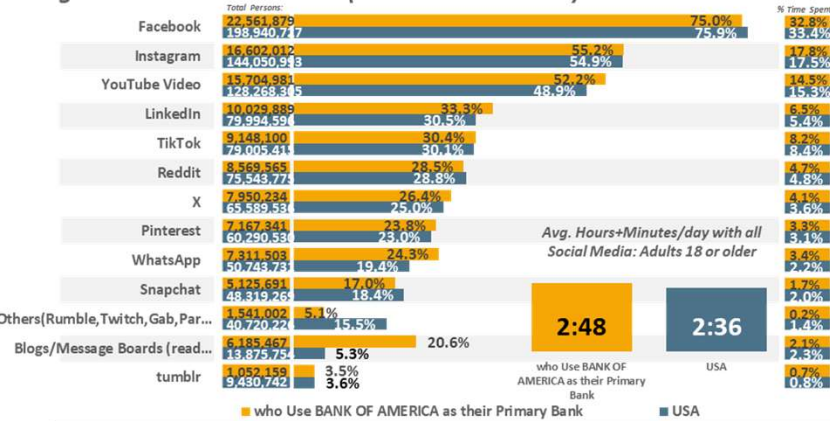
Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



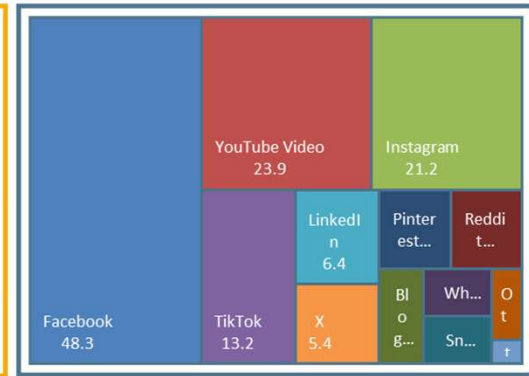
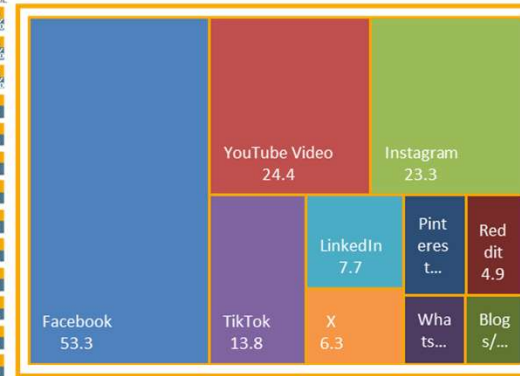
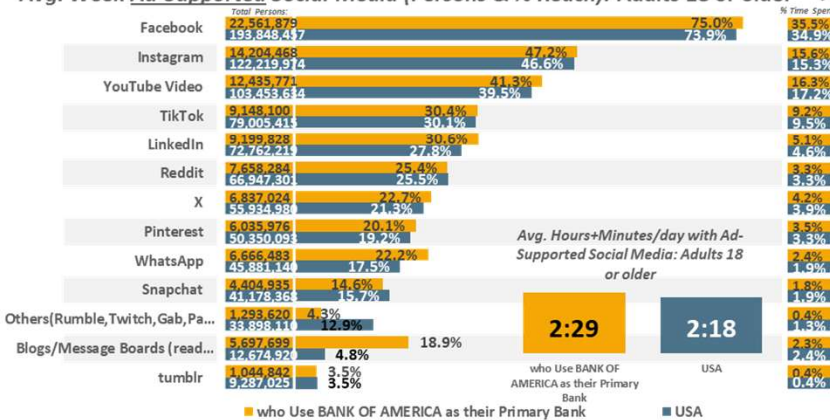


22,561,879 or 75.% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 53.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,073
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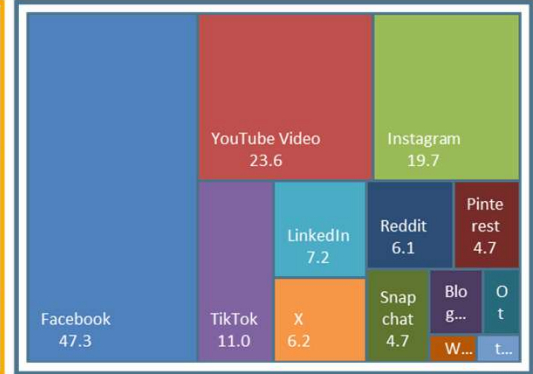
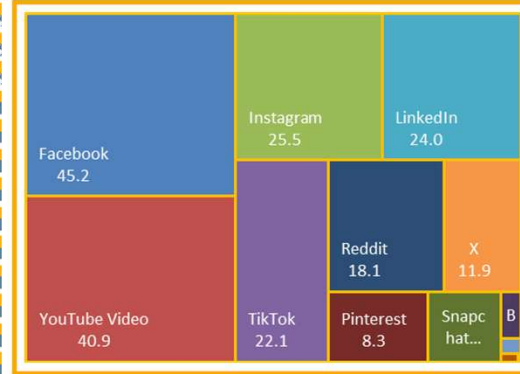
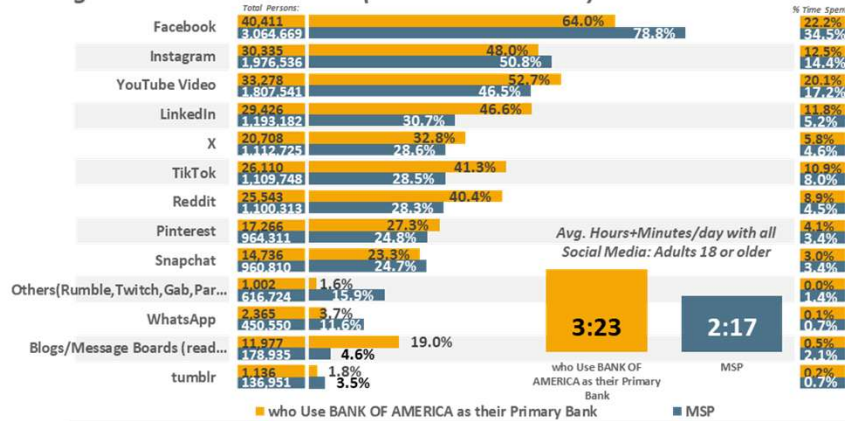
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Banks HHLD uses (primary bank) (HHLD): Bank of America

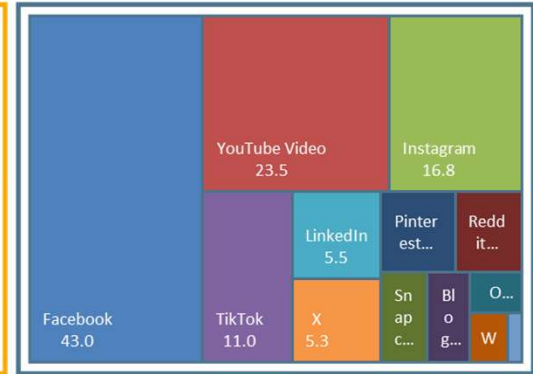
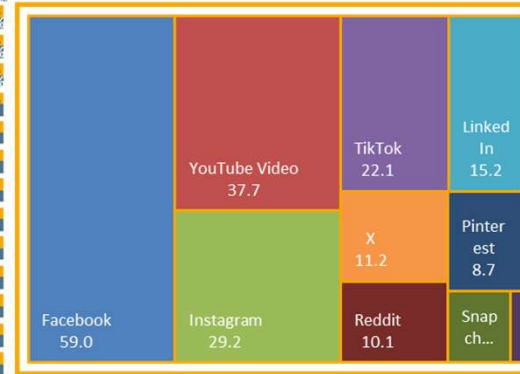
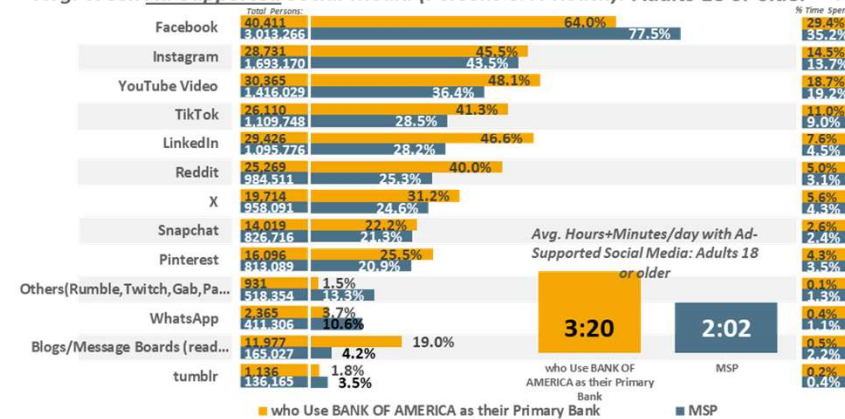


40,411 or 64.% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 59. minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.

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



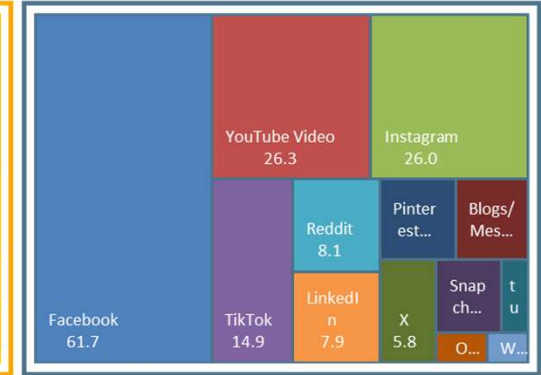
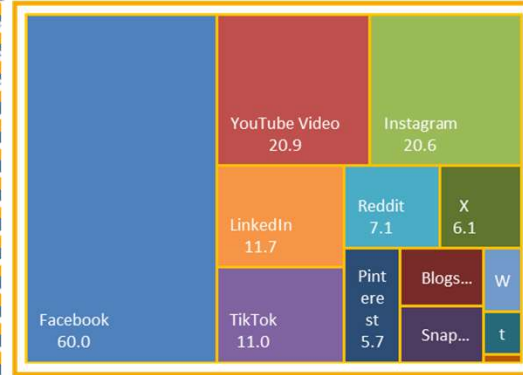
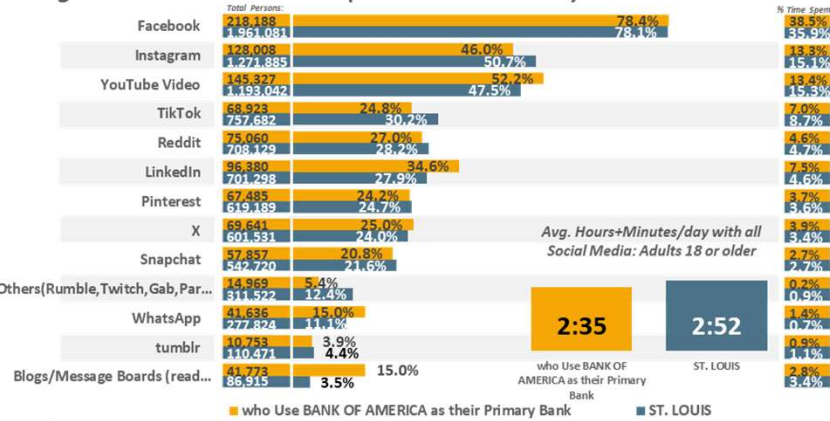
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



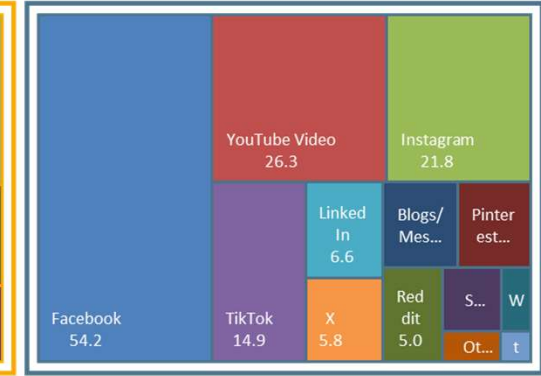
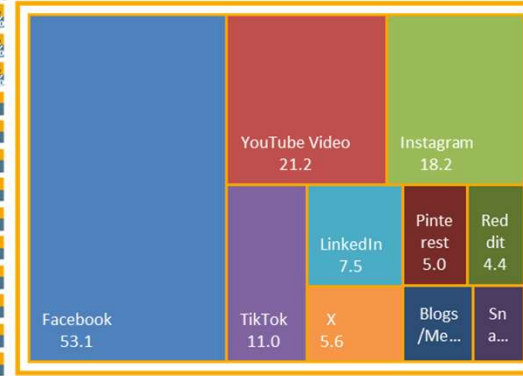
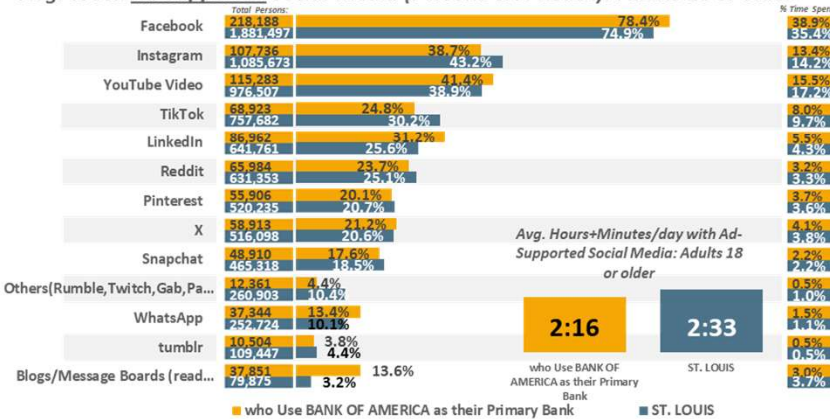


218,188 or 78.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 53.1 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

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**



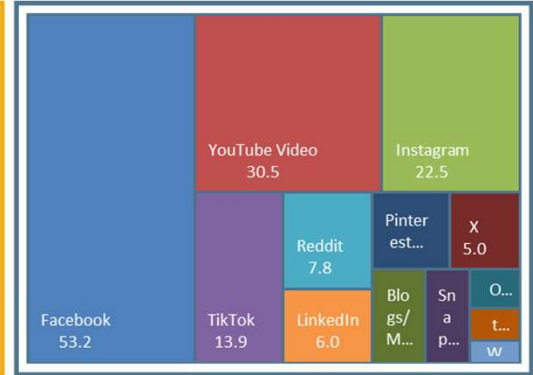
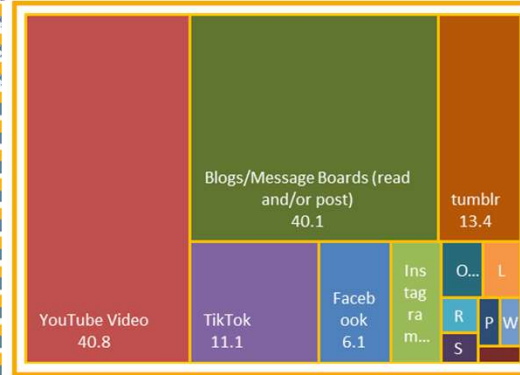
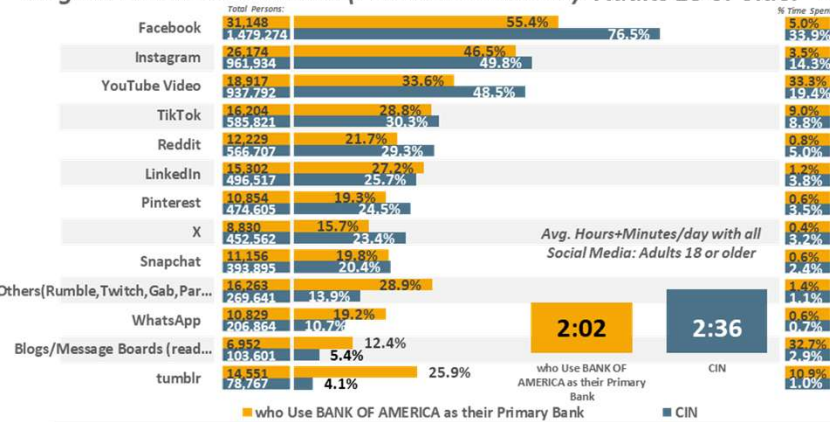
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



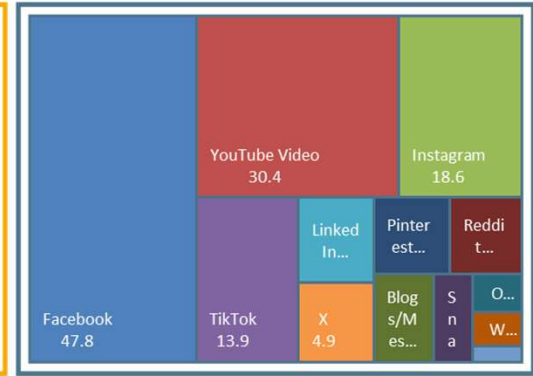
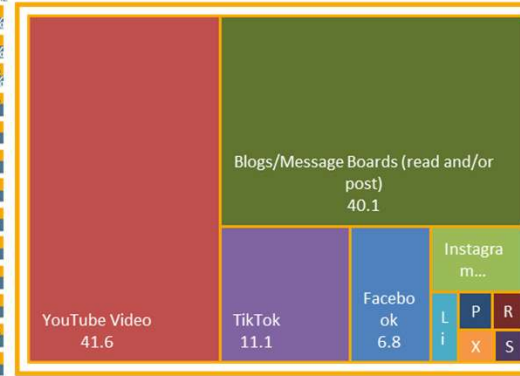
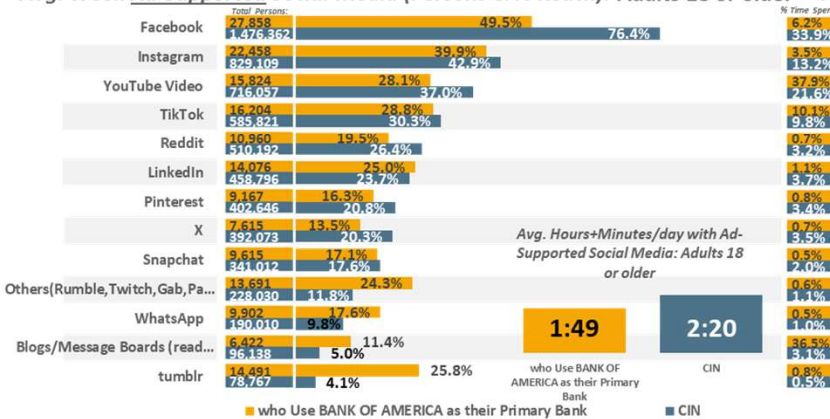


15,824 or 28.1% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported YouTube Video for an average of 41.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

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**



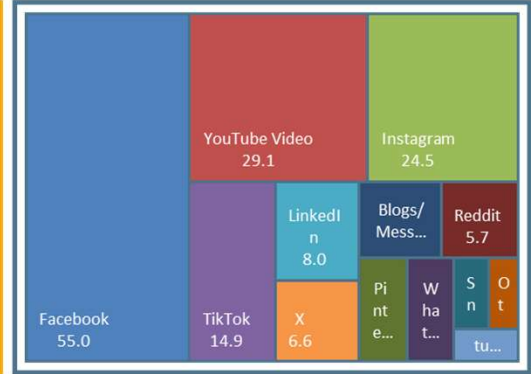
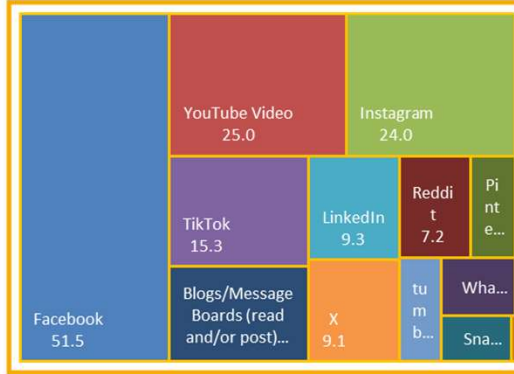
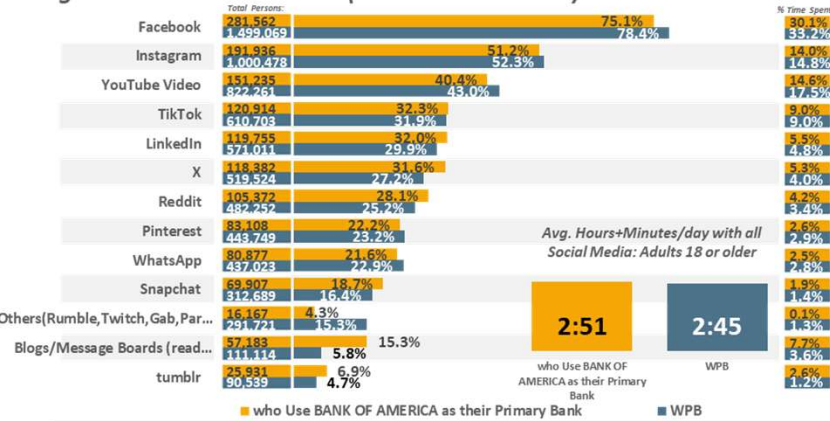
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



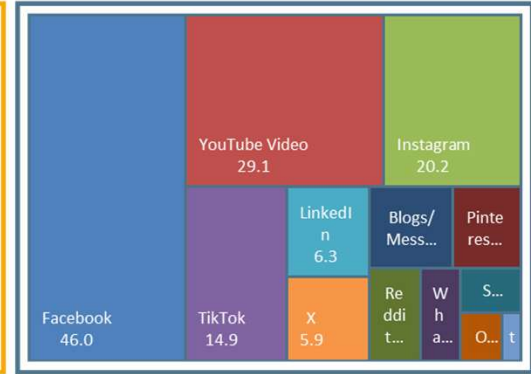
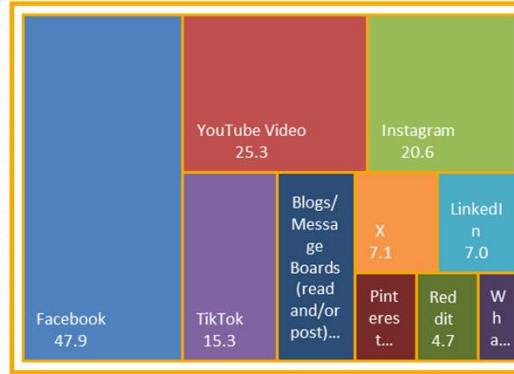
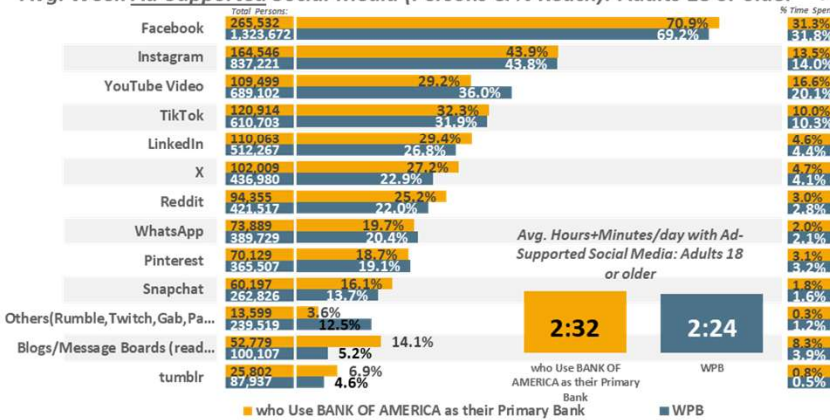


265,532 or 70.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 47.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

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**



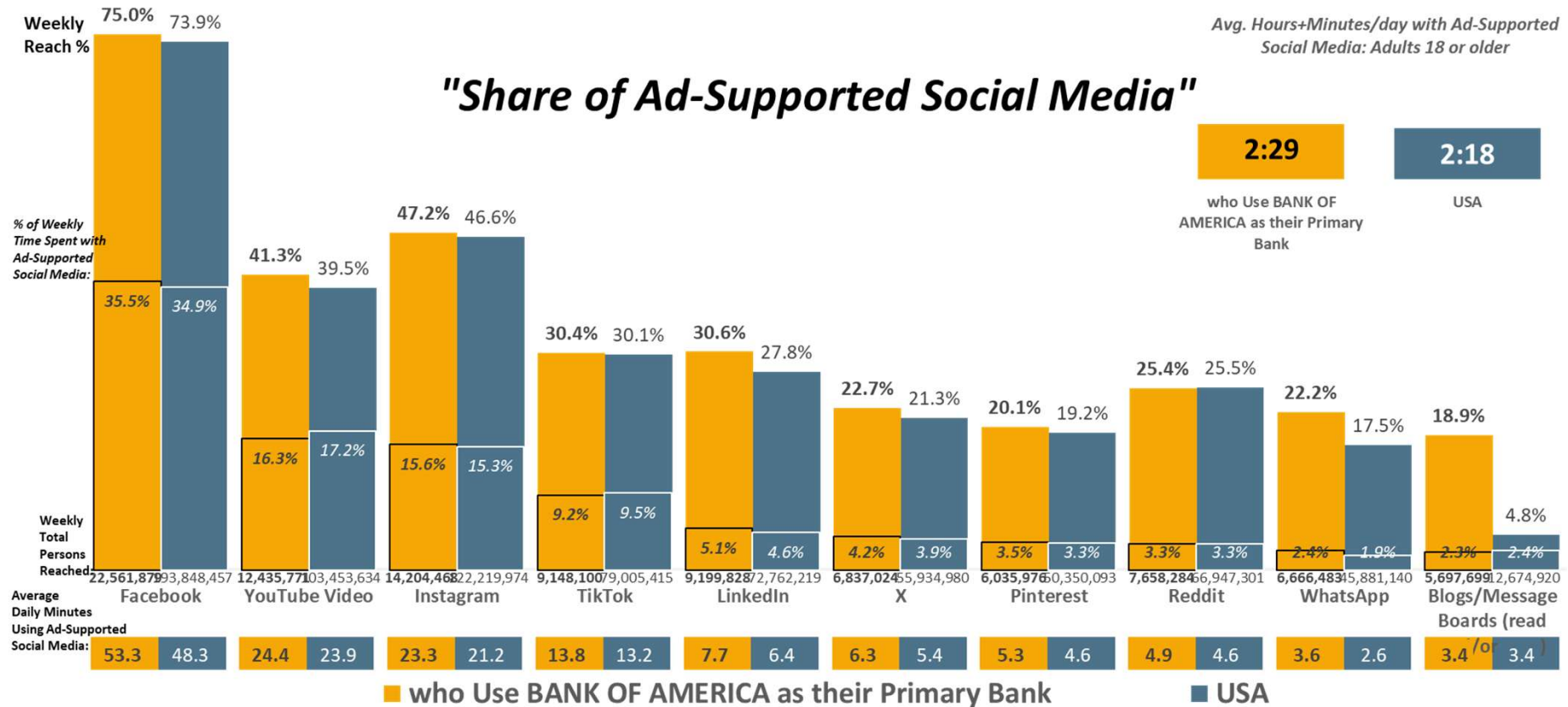
Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





22,561,879 or 75.% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 53.3 minutes every day representing 35.5% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,073 Scarborough R2 2025: Sep24-Aug25
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USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507

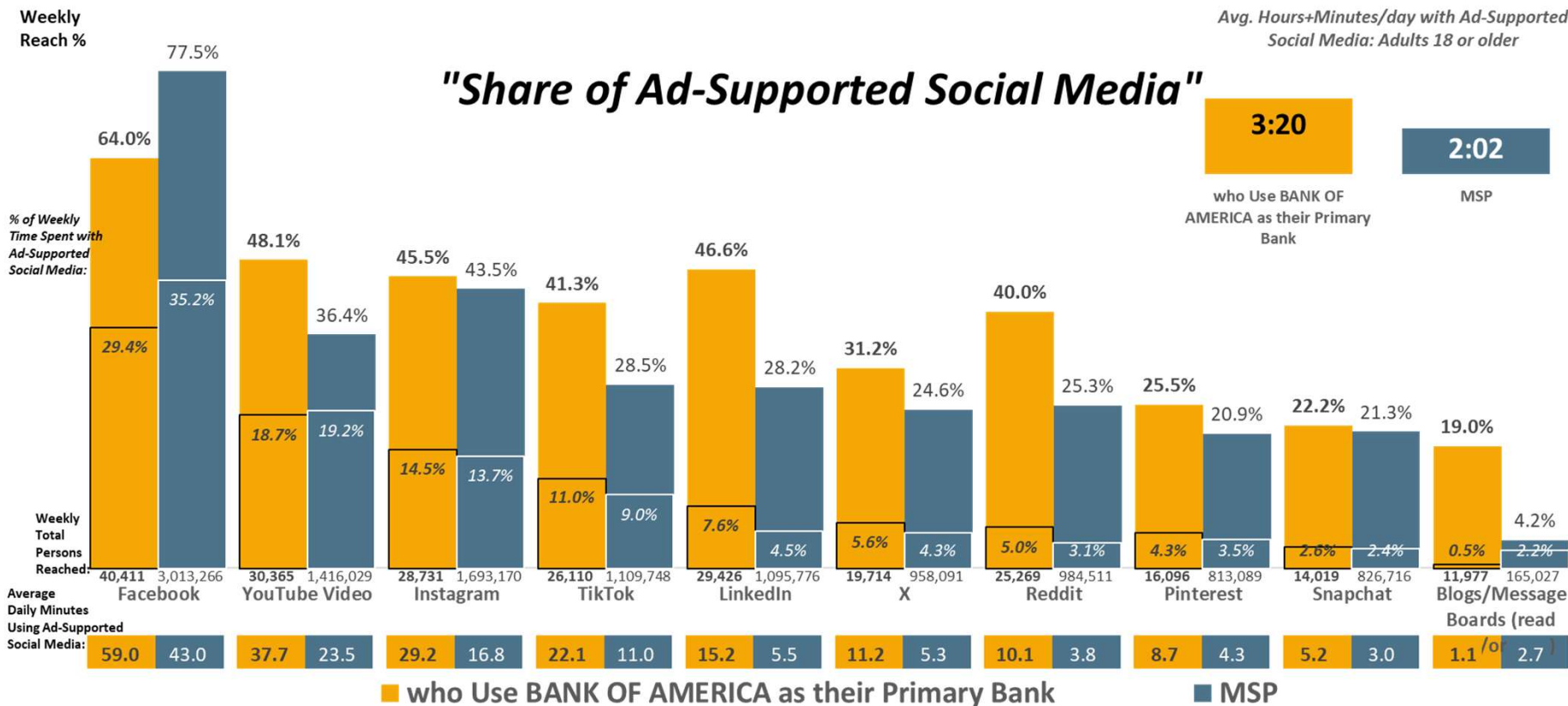
soefa.ai

Share of Everything for Anything

Banks HHLD uses (primary bank) (HHLD): Bank of America



40,411 or 64.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 59. minutes every day representing 29.4% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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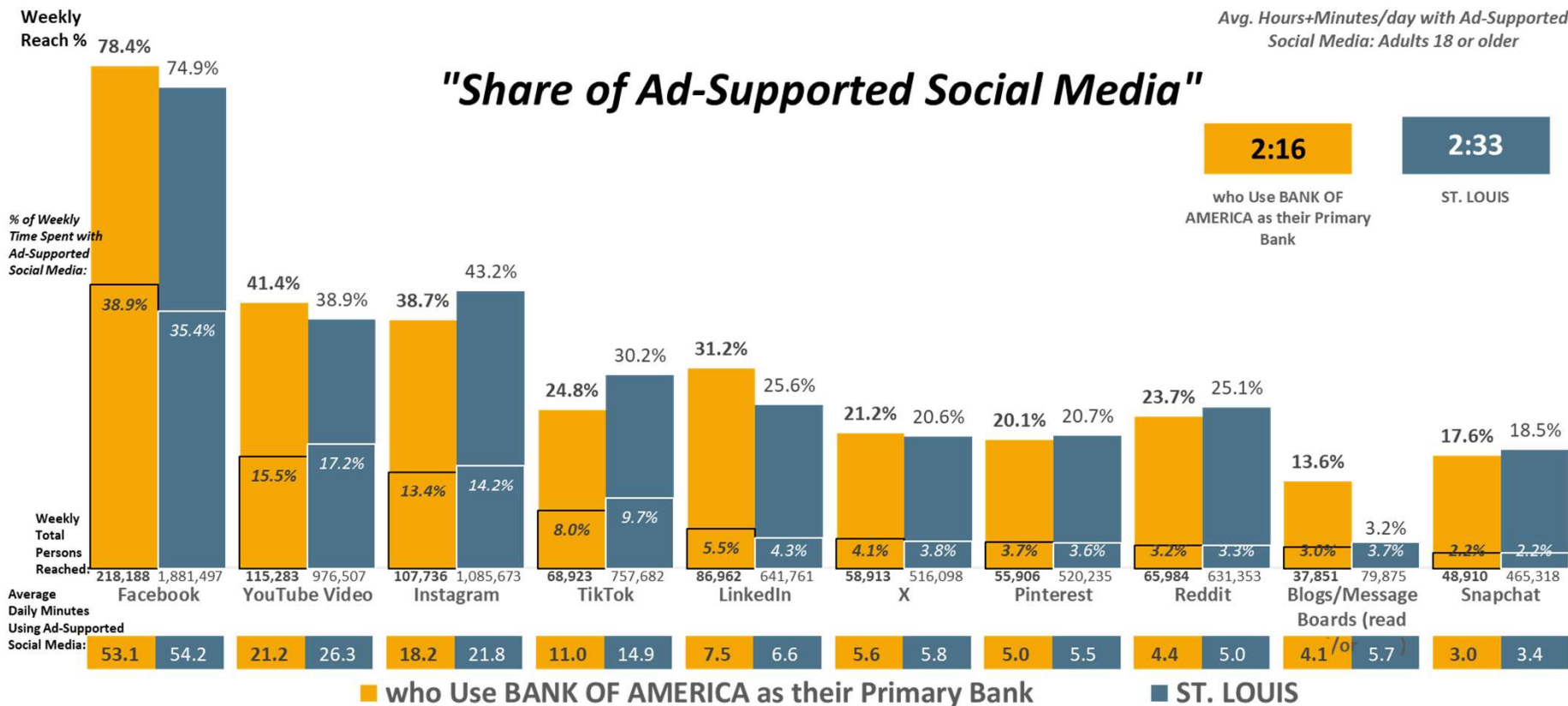
soefa.ai Share of Everything for Anything

Banks HHLD uses (primary bank) (HHLD): Bank of America



218,188 or 78.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 53.1 minutes every day representing 38.9% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



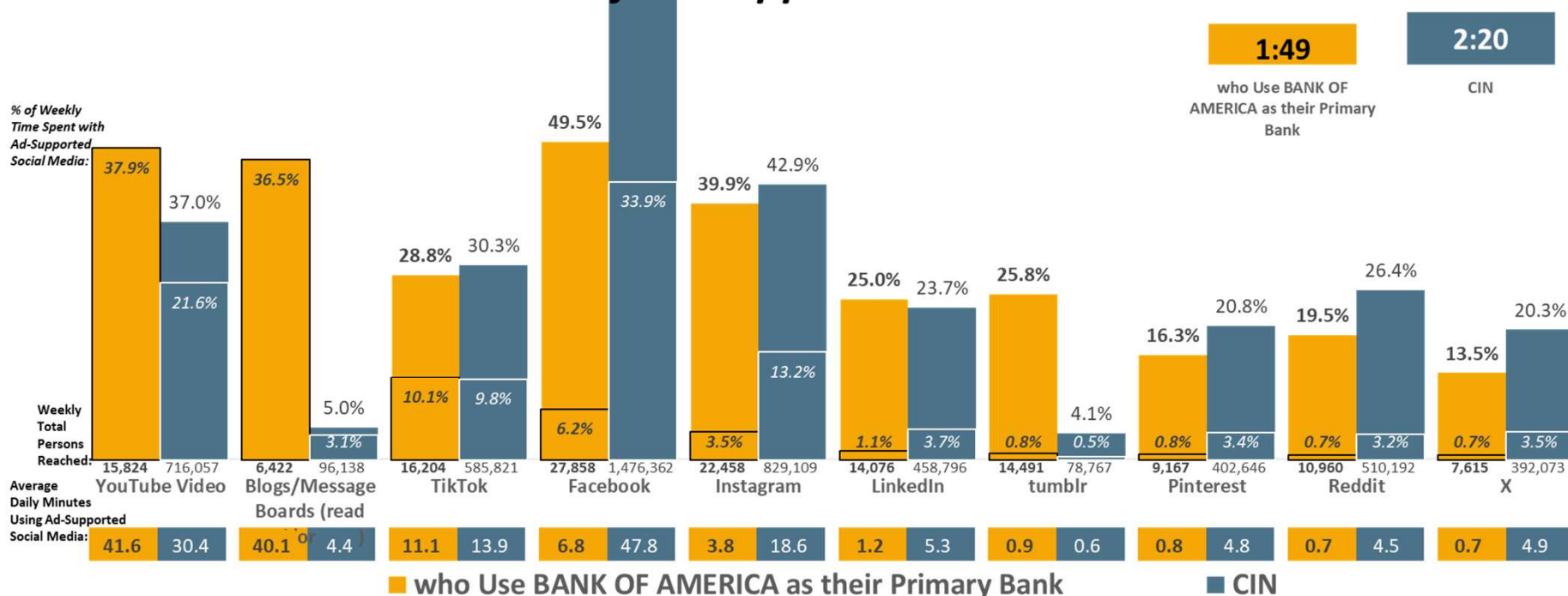


15,824 or 28.1% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported YouTube Video for an average of 41.6 minutes every day representing 37.9% of all time spent daily with Ad-Supported Social Media.

Weekly
Reach %

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

"Share of Ad-Supported Social Media"



CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 48
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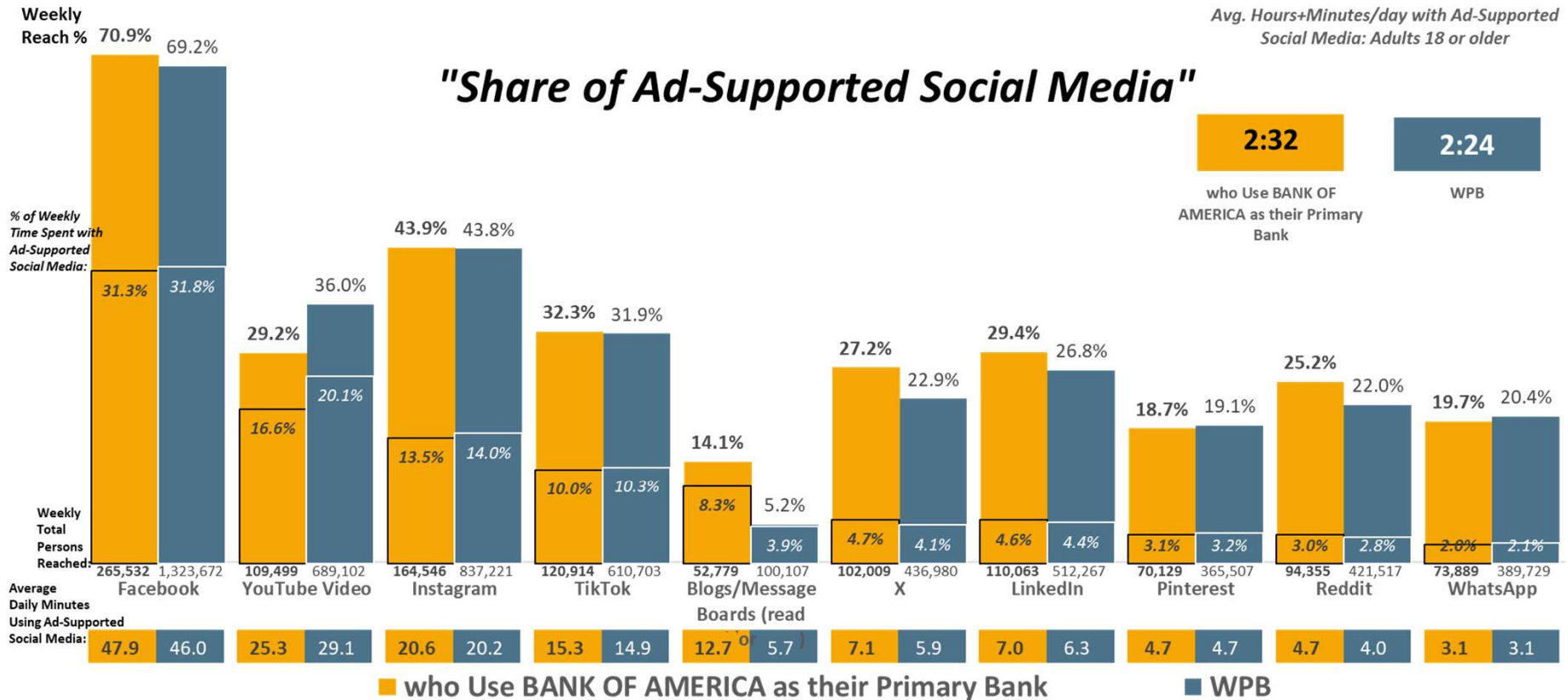
soefa.ai Share of Everything
for Anything

Banks HHLD uses (primary bank) (HHLD): Bank of America



265,532 or 70.9% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank use Ad-Supported Facebook for an average of 47.9 minutes every day representing 31.3% of all time spent daily with Ad-Supported Social Media.

"Share of Ad-Supported Social Media"



WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 470 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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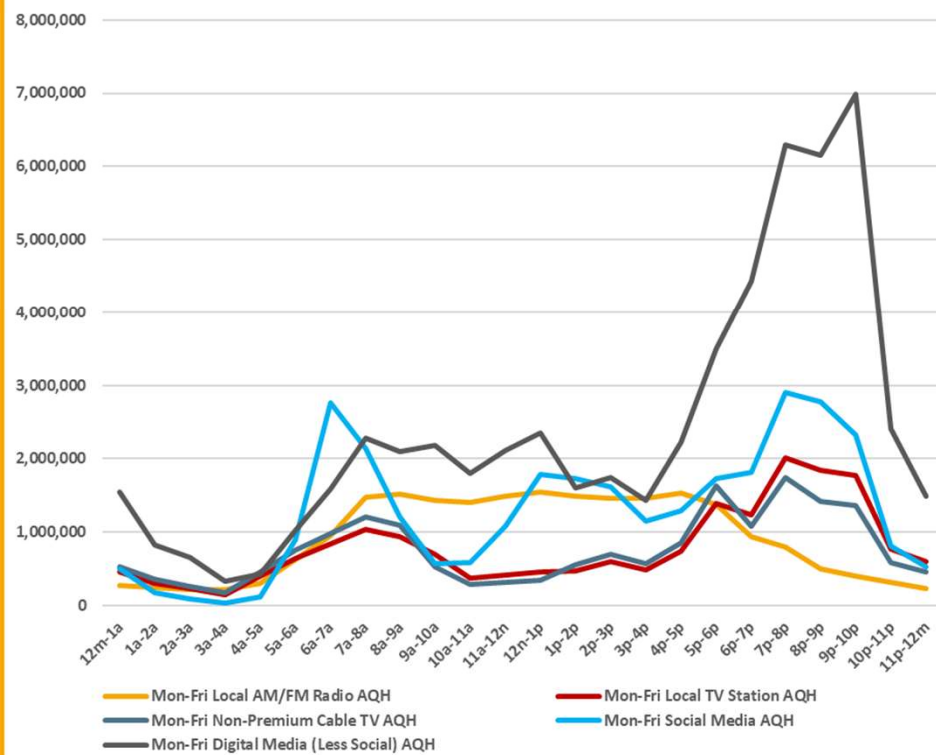
soefa.ai Share of Everything for Anything

Banks HHLD uses (primary bank) (HHLD): Bank of America

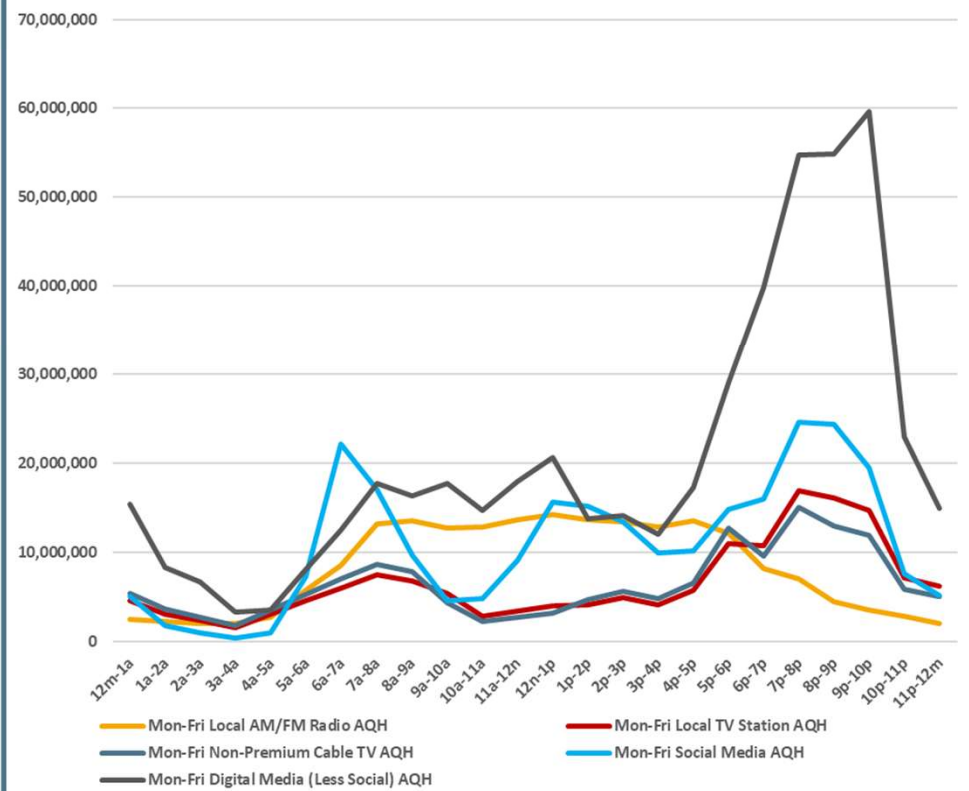


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 2,254,403;
Social Media: 1,495,304; Local Radio: 1,389,018; Non-Prem. Cable: 780,994; Local TV:
743,128 reaching Adults 18 or older who Use BANK OF AMERICA as their Prima

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Use BANK OF AMERICA as their
Primary Bank



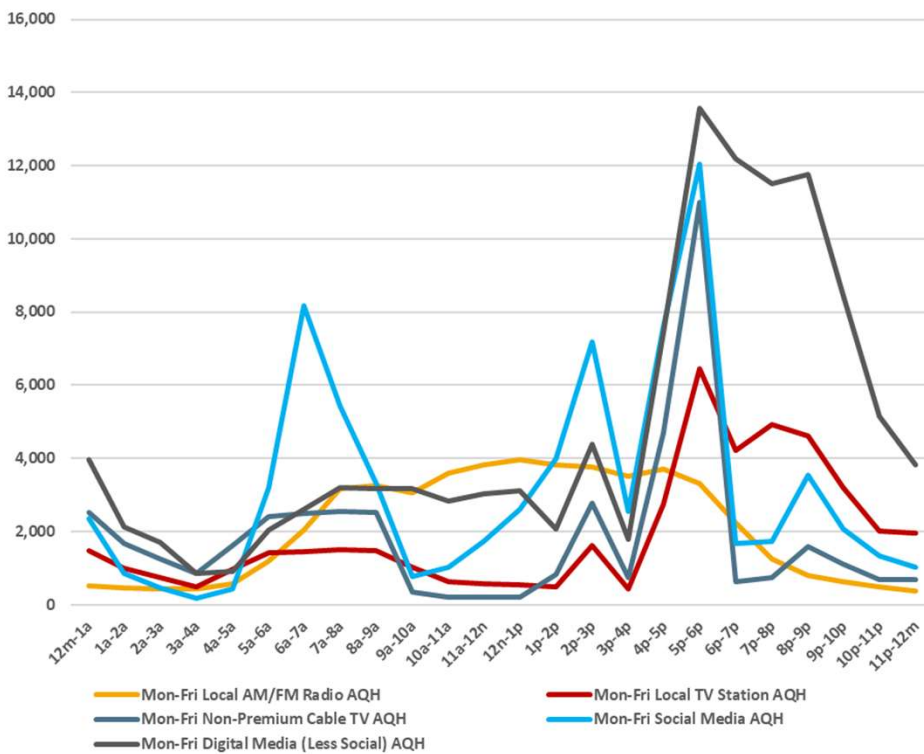
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older



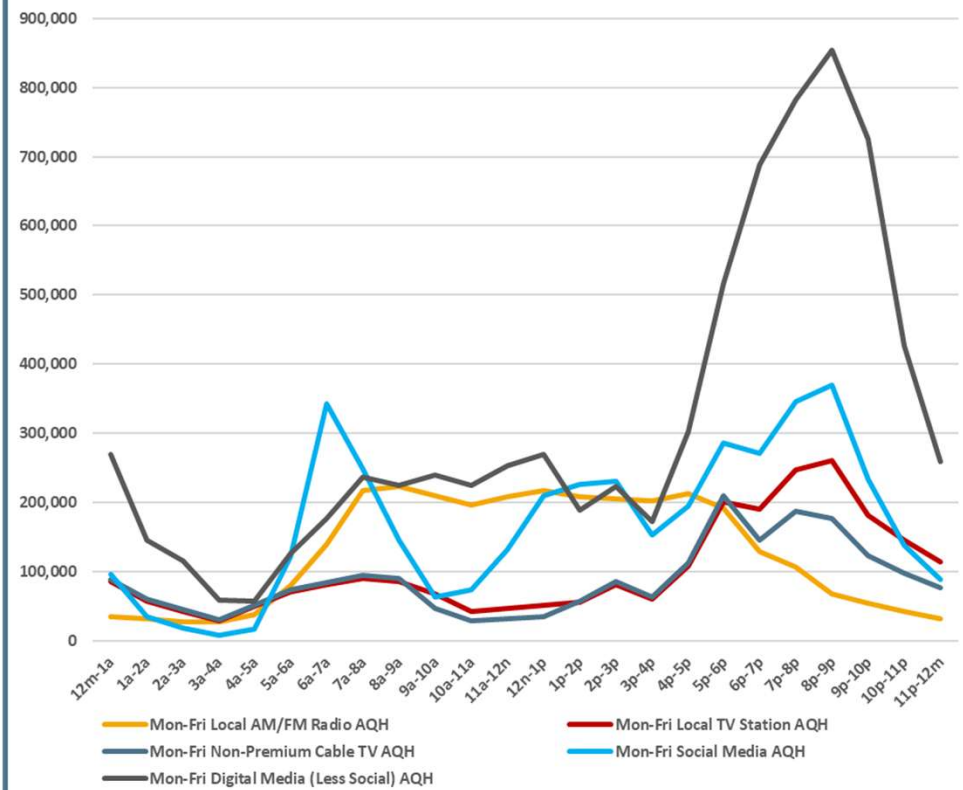


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,813;
Social Media: 4,464; Local Radio: 3,325; Non-Prem. Cable: 2,245; Local TV: 1,778 reaching
Adults 18 or older who Use BANK OF AMERICA as their Primary Bank.

*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Use BANK OF AMERICA as their
Primary Bank*



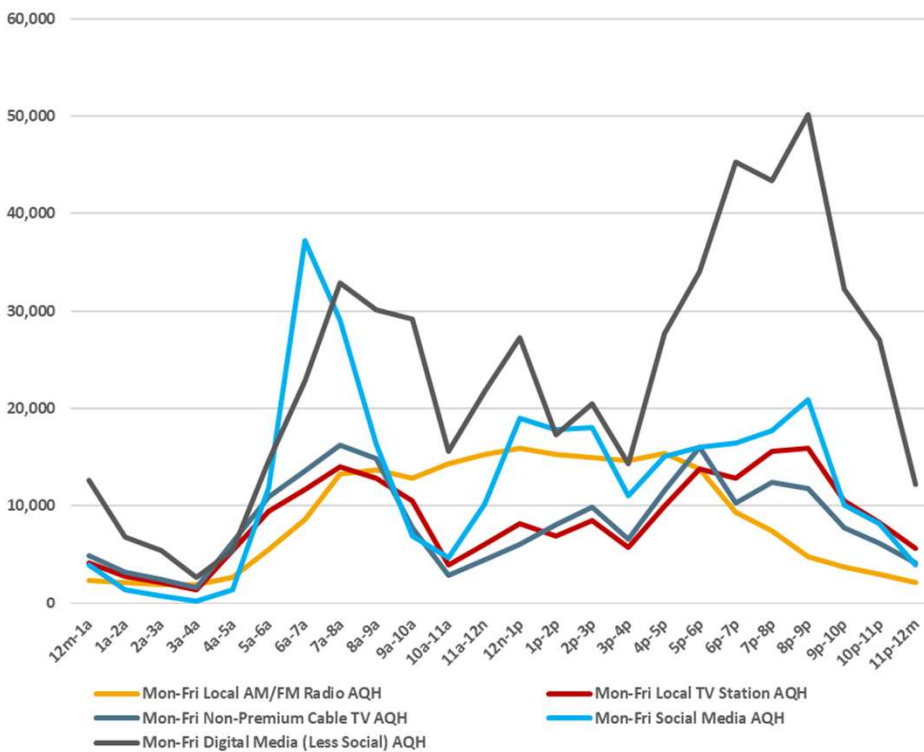
*(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
MSP Metro Area Adults 18 or older*



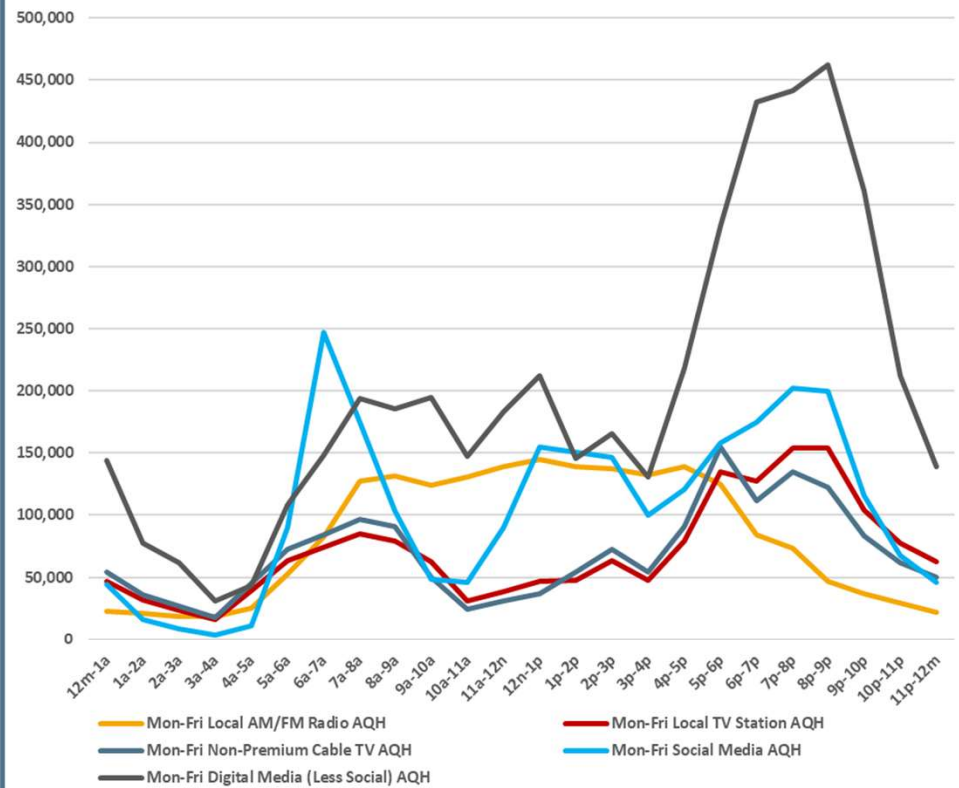


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,080; Social Media: 16,772; Local Radio: 13,653; Non-Prem. Cable: 9,886; Local TV: 9,635 reaching Adults 18 or older who Use BANK OF AMERICA as their Primary Bank.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Use BANK OF AMERICA as their
Primary Bank



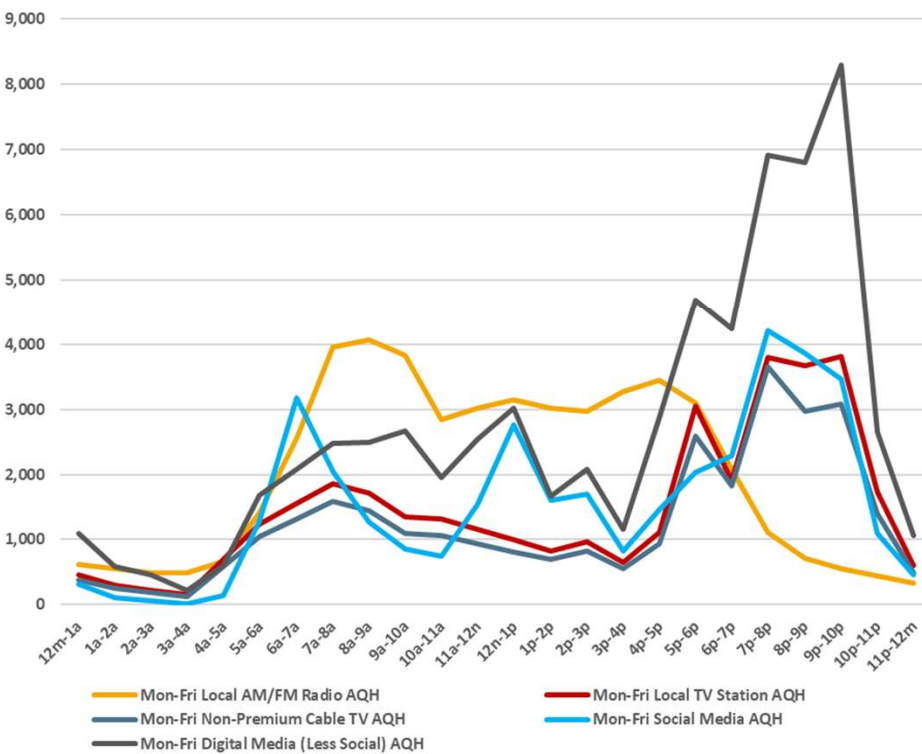
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
ST. LOUIS Metro Area Adults 18 or older



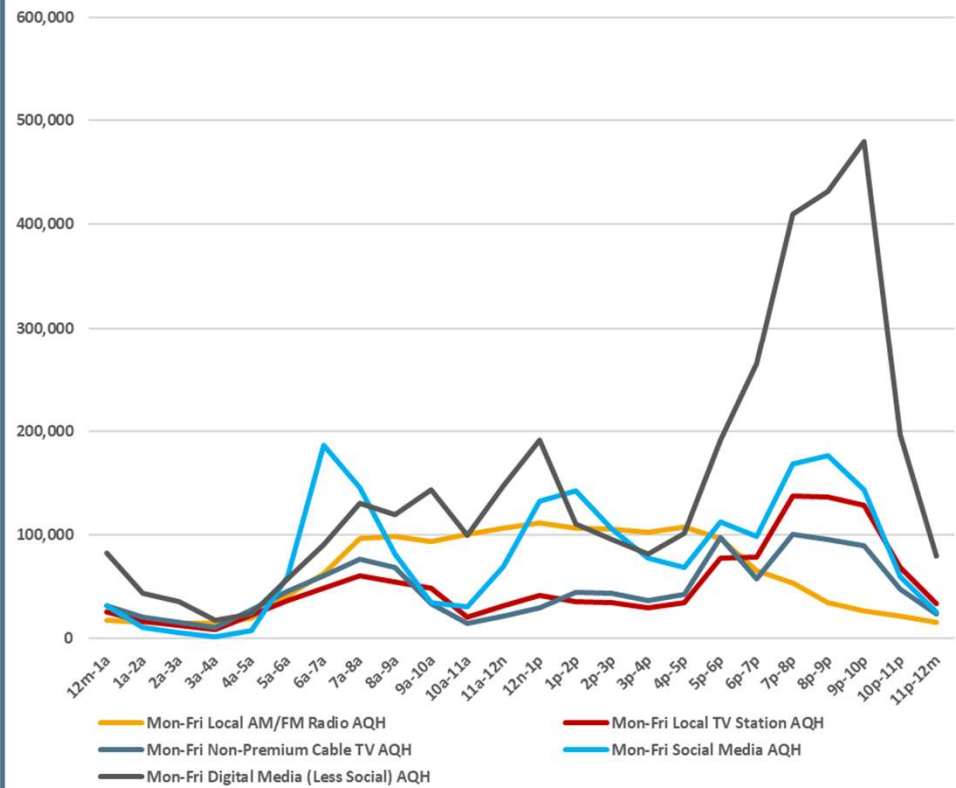


M-F 6a-7p Avg. Available Impressions per 15-min. are... Local Radio: 3,178; All Other Digital Media: 2,614; Social Media: 1,717; Local TV: 1,420; Non-Prem. Cable: 1,206 reaching Adults 18 or older who Use BANK OF AMERICA as their Primary Bank.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Use BANK OF AMERICA as their Primary Bank



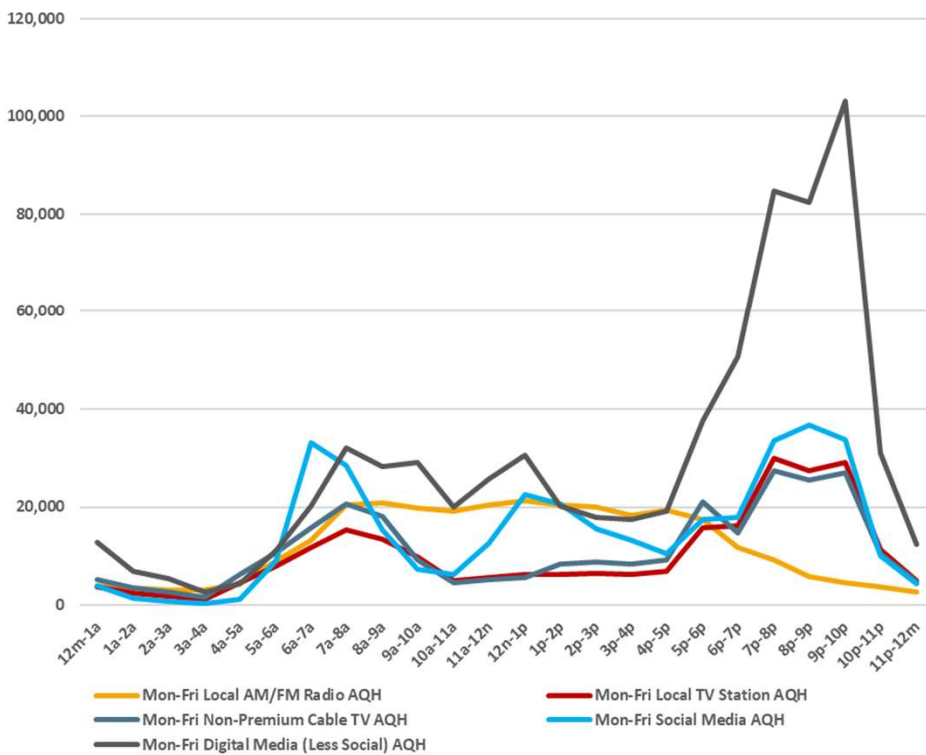
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
CIN Metro Area Adults 18 or older



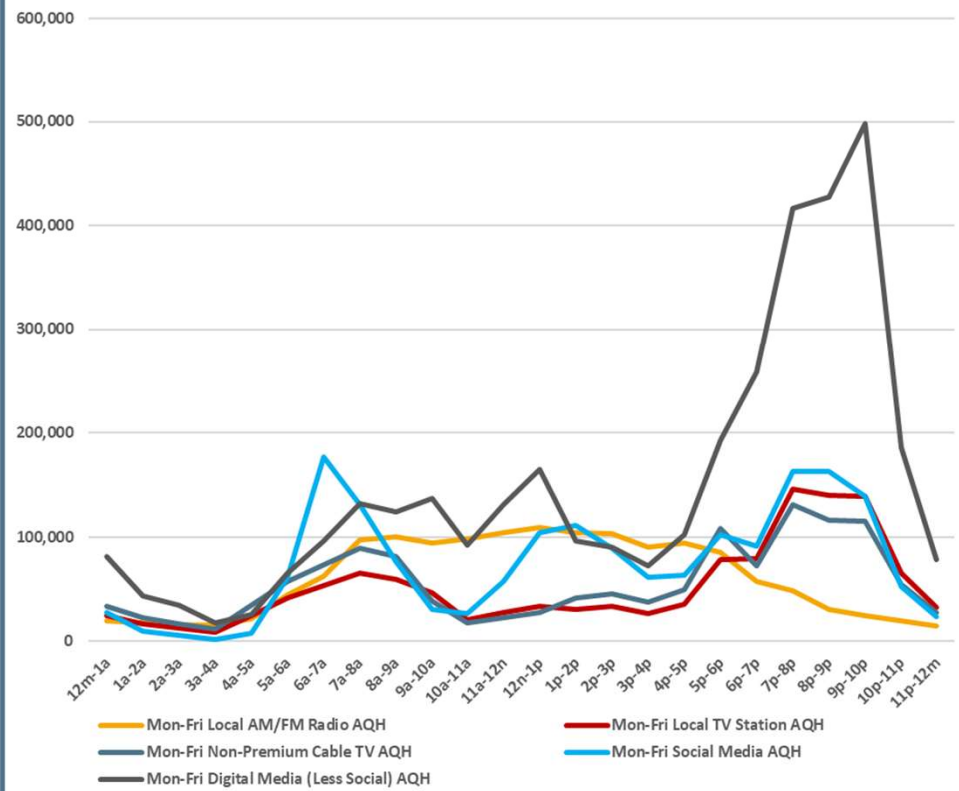


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 26,836; Local Radio: 18,641; Social Media: 17,010; Non-Prem. Cable: 11,518; Local TV: 9,615 reaching Adults 18 or older who Use BANK OF AMERICA as their Primary Bank.

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who Use BANK OF AMERICA as their Primary Bank



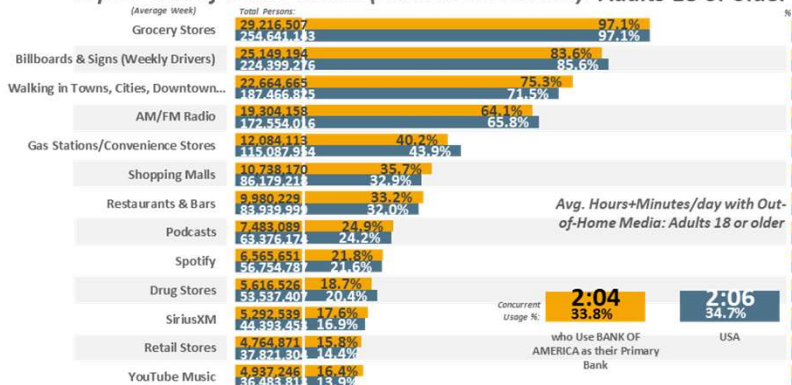
(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
WPB Metro Area Adults 18 or older



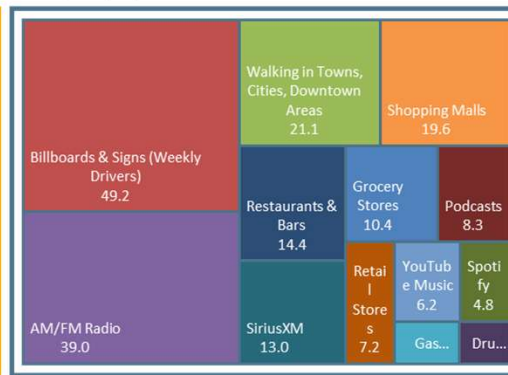
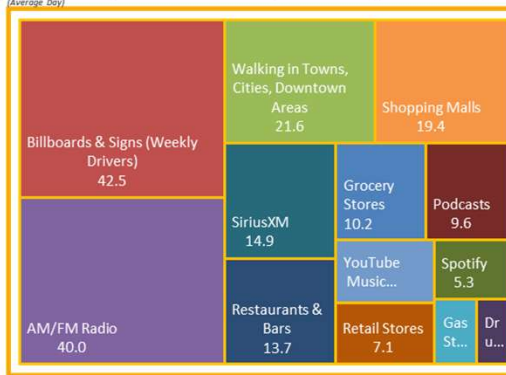


25,149,194 or 83.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.5 minutes per day driving, seeing Billboards and Signs. 61.7% Listen to Local Radio Stations Out-of-Home for an average of 36.2 minutes/day.

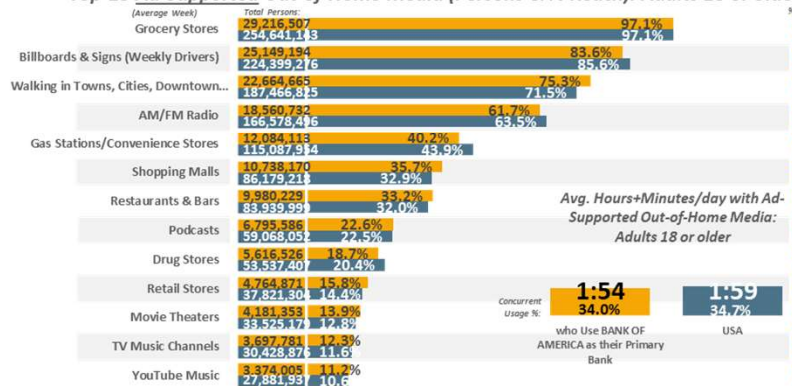
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



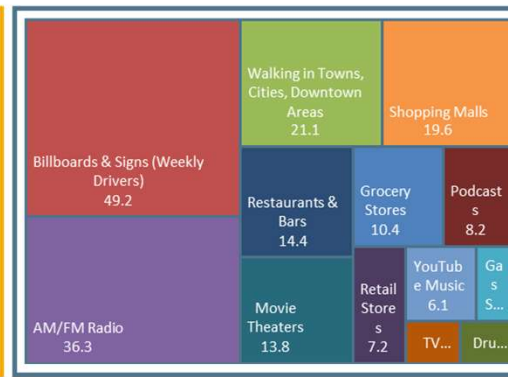
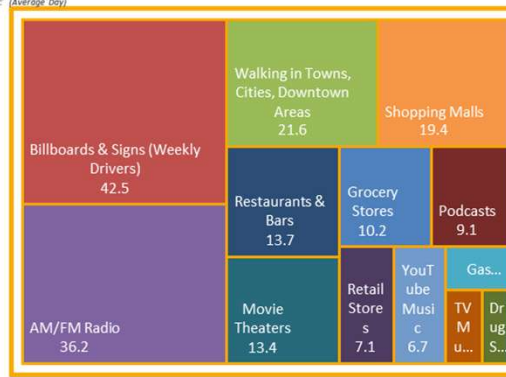
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,073
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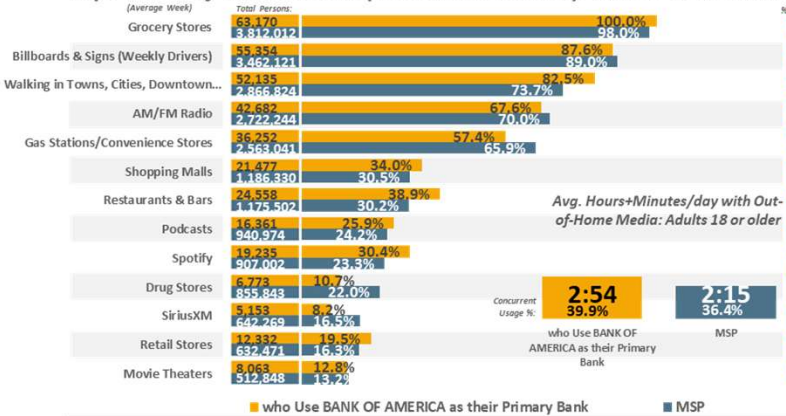
soefa.ai Share of Everything for Anything

Banks HHLD uses (primary bank) (HHLD): Bank of America

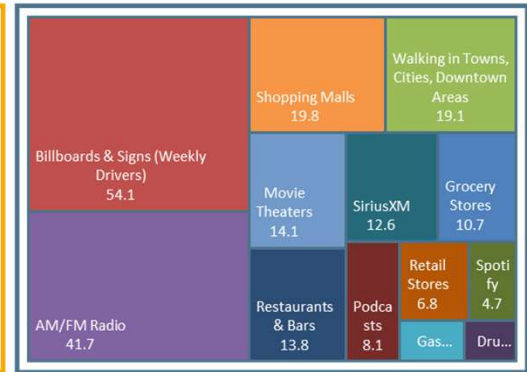
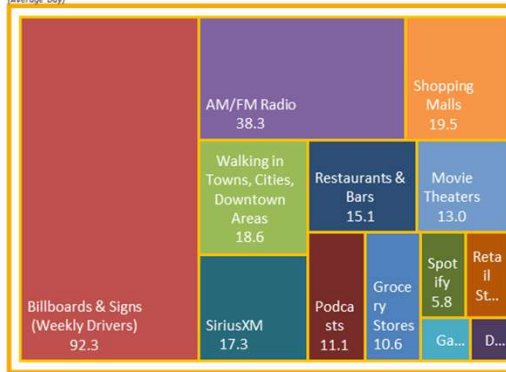


55,354 or 87.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 92.3 minutes per day driving, seeing Billboards and Signs. 66.5% Listen to Local Radio Stations Out-of-Home for an average of 38.2 minutes/day.

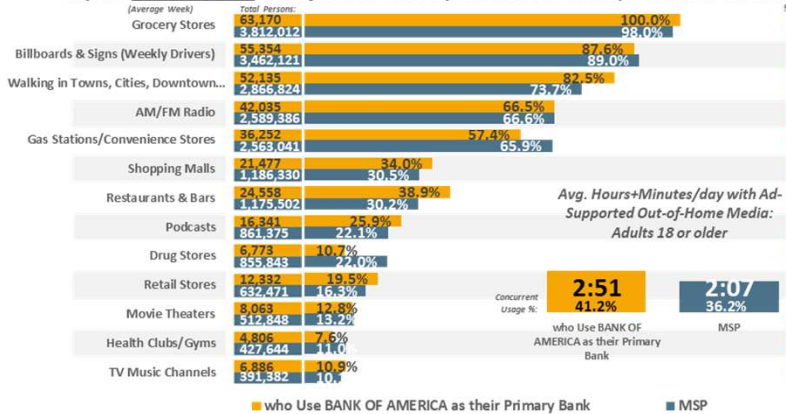
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



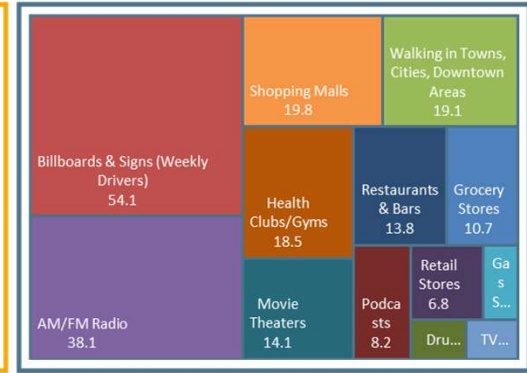
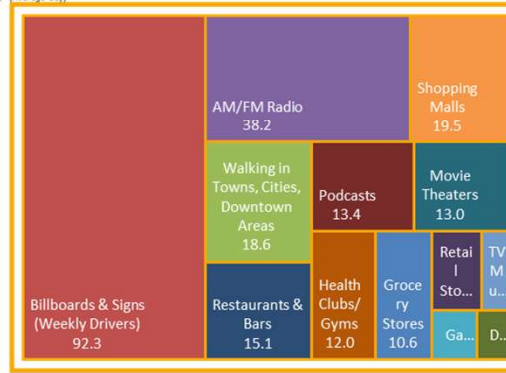
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



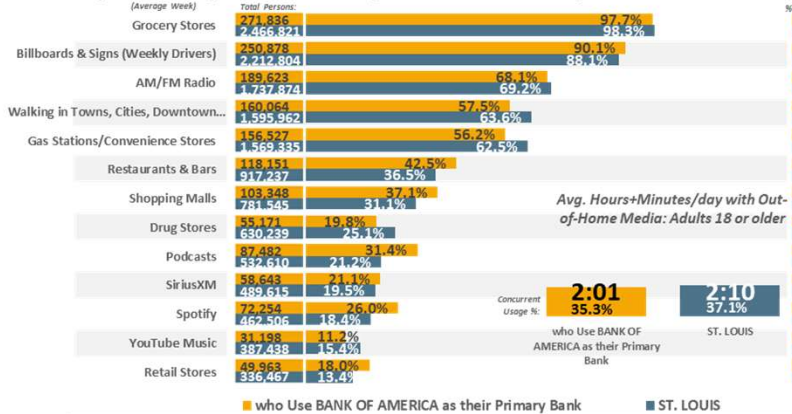
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





250,878 or 90.1% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 38.4 minutes per day driving, seeing Billboards and Signs. 64.6% Listen to Local Radio Stations Out-of-Home for an average of 36.8 minutes/day.

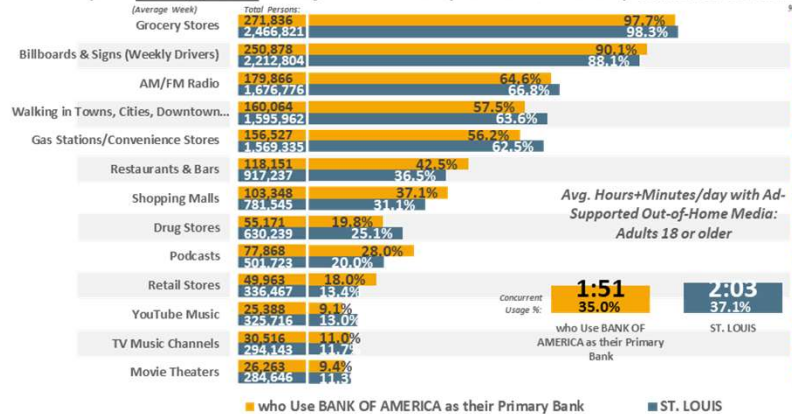
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



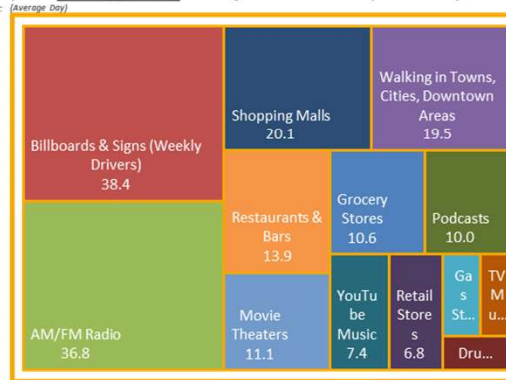
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



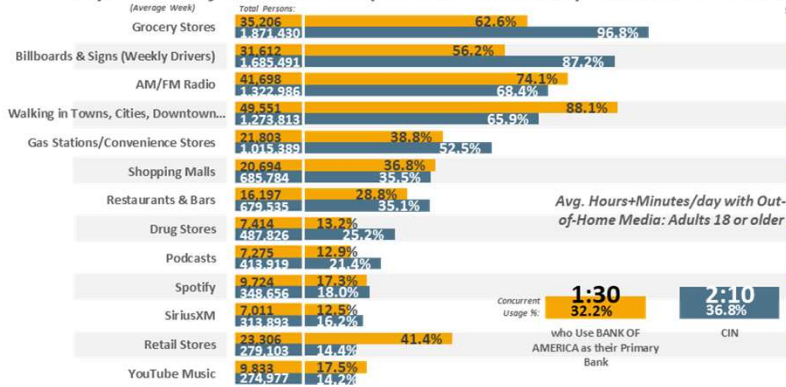
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



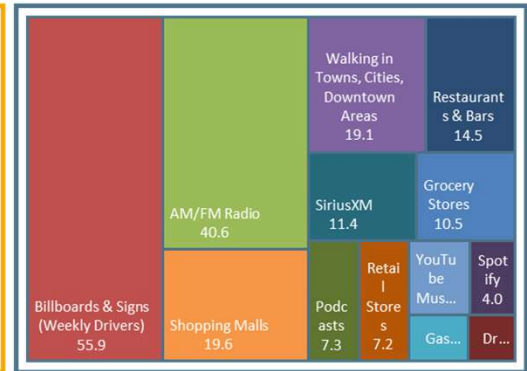
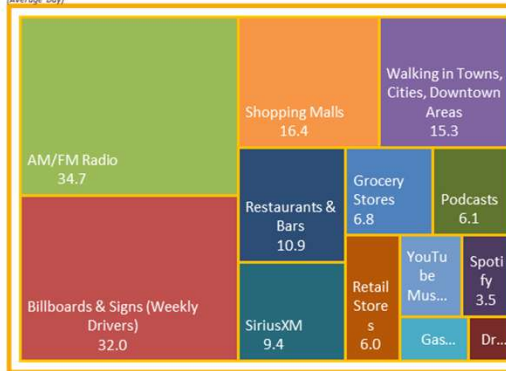


31,612 or 56.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 32. minutes per day driving, seeing Billboards and Signs. 72.3% Listen to Local Radio Stations Out-of-Home for an average of 30.3 minutes/day.

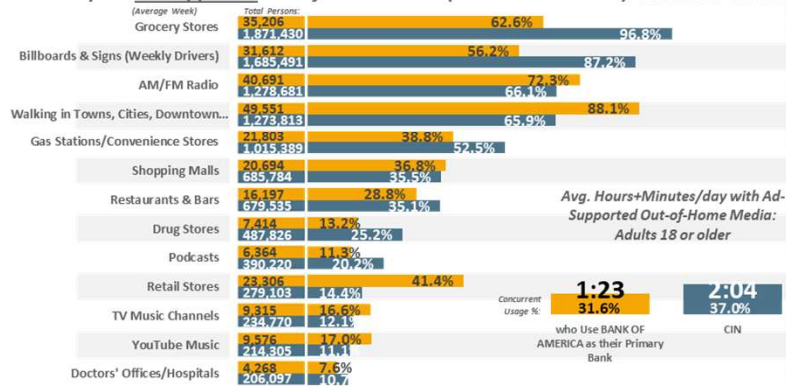
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



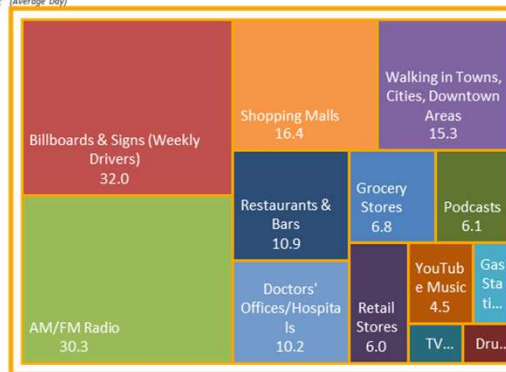
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



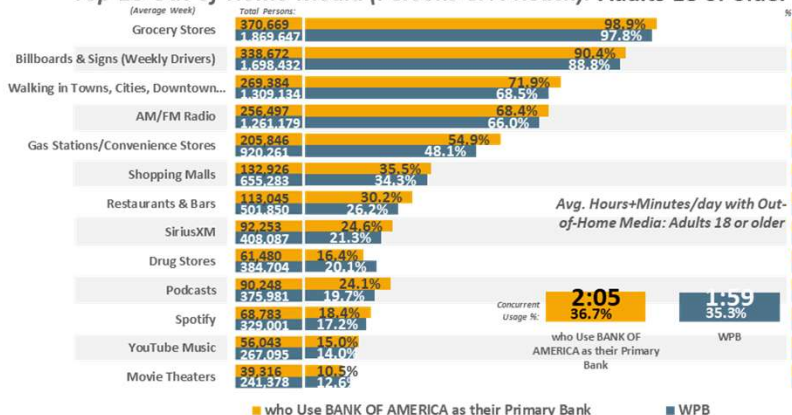
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



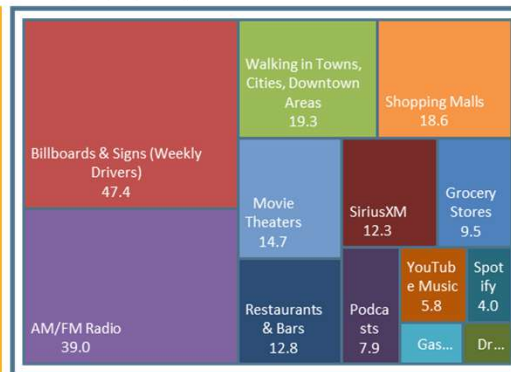
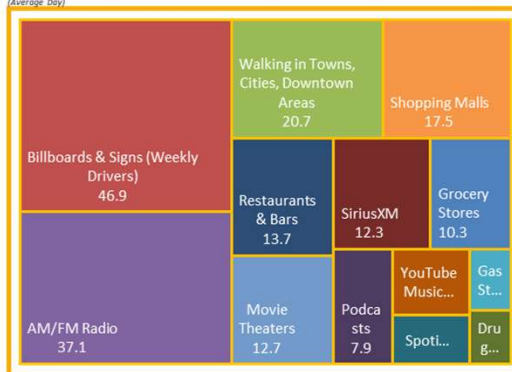


338,672 or 90.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 46.9 minutes per day driving, seeing Billboards and Signs. 65.8% Listen to Local Radio Stations Out-of-Home for an average of 34. minutes/day.

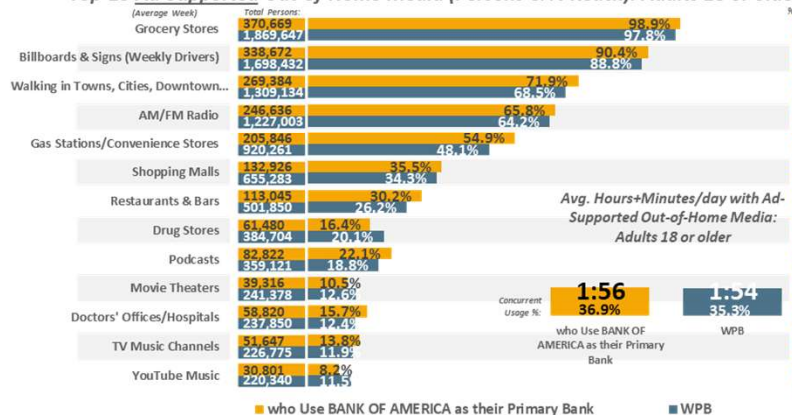
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



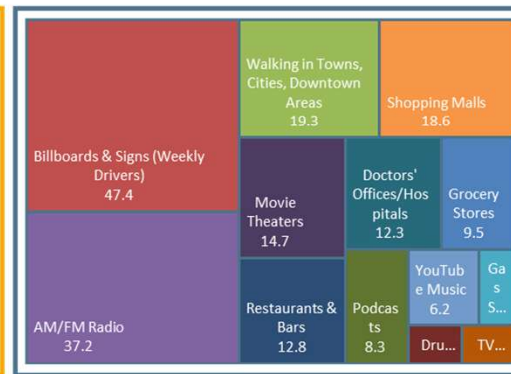
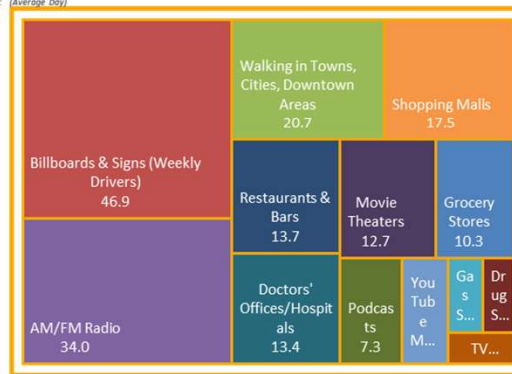
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



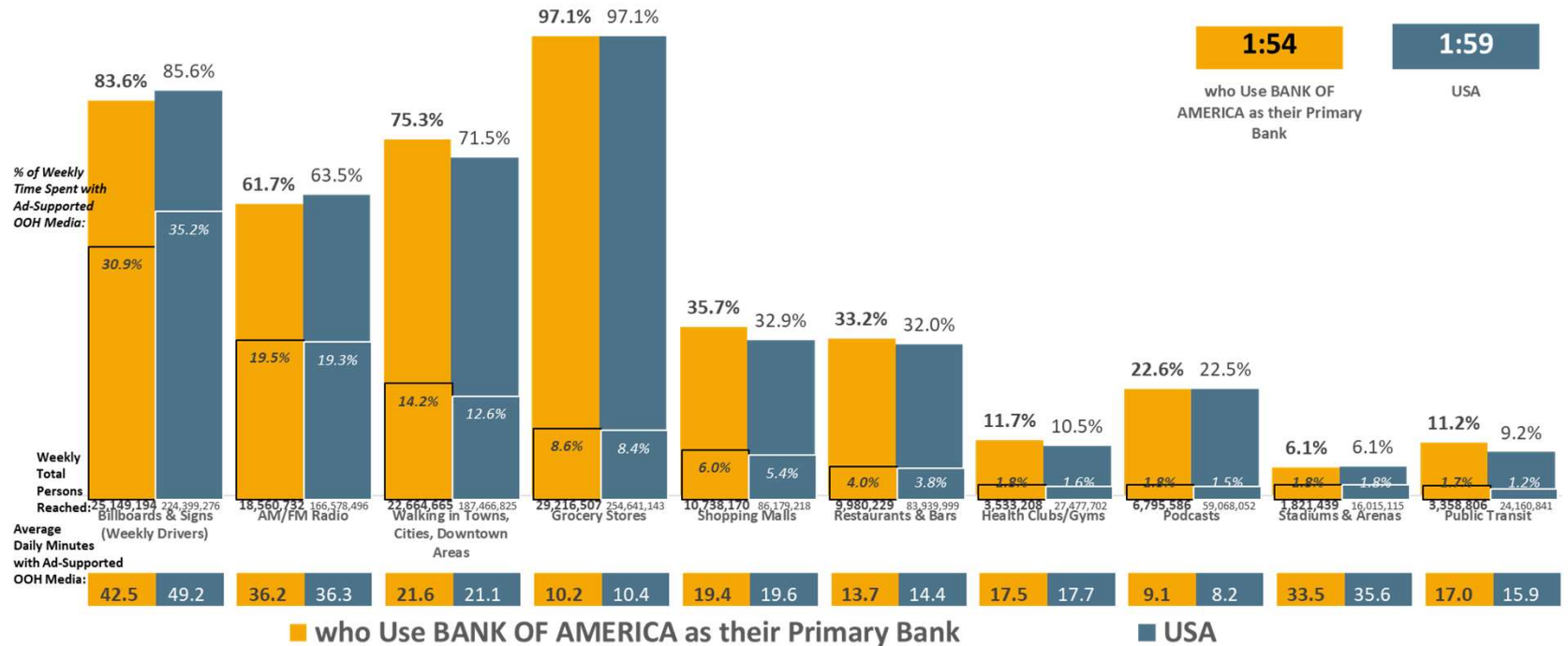


25,149,194 or 83.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 42.5 minutes per day driving, seeing Billboards and Signs representing 30.9% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:54

who Use BANK OF AMERICA as their Primary Bank

1:59

USA

USA USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 3,073 Scarborough R2 2025: Sep24-Aug25 USA Projection Scarborough R2 2025: Sep24-Aug25 Qual Intab 25,507
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Banks HHLD uses (primary bank) (HHLD): Bank of America

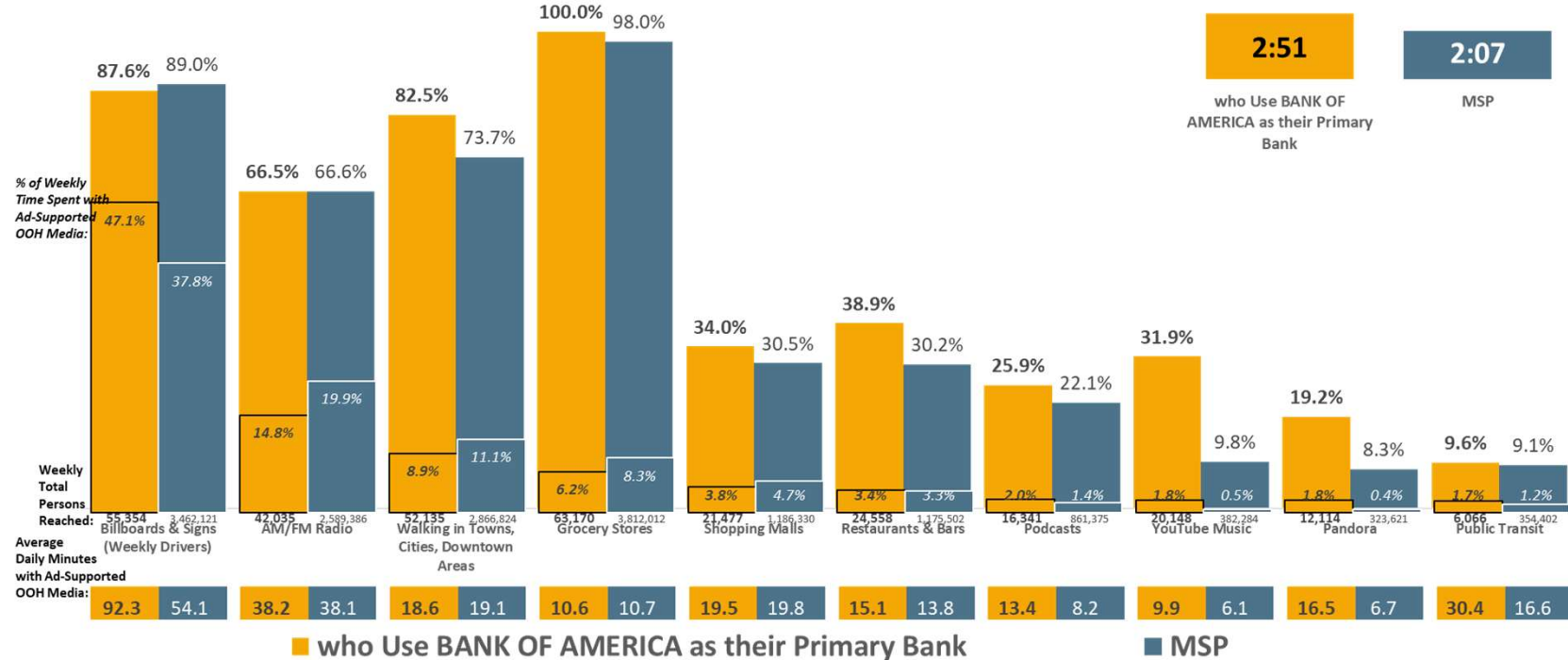


55,354 or 87.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 92.3 minutes per day driving, seeing Billboards and Signs representing 47.1% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



2:51

who Use BANK OF AMERICA as their Primary Bank

2:07

MSP

MSP DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 33 MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,081
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Banks HHLD uses (primary bank) (HHLD): Bank of America

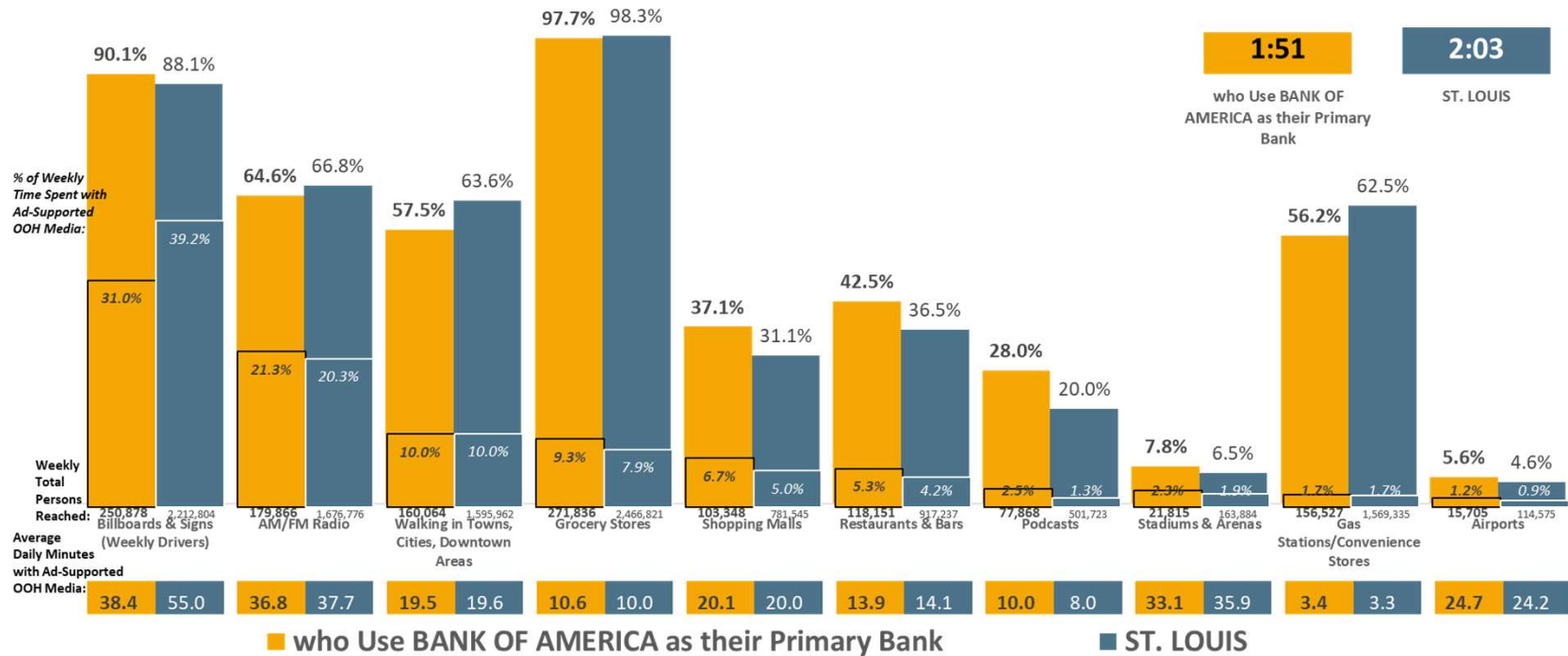


250,878 or 90.1% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 38.4 minutes per day driving, seeing Billboards and Signs representing 31.0% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231
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ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 2,095

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Banks HHLD uses (primary bank) (HHLD): Bank of America

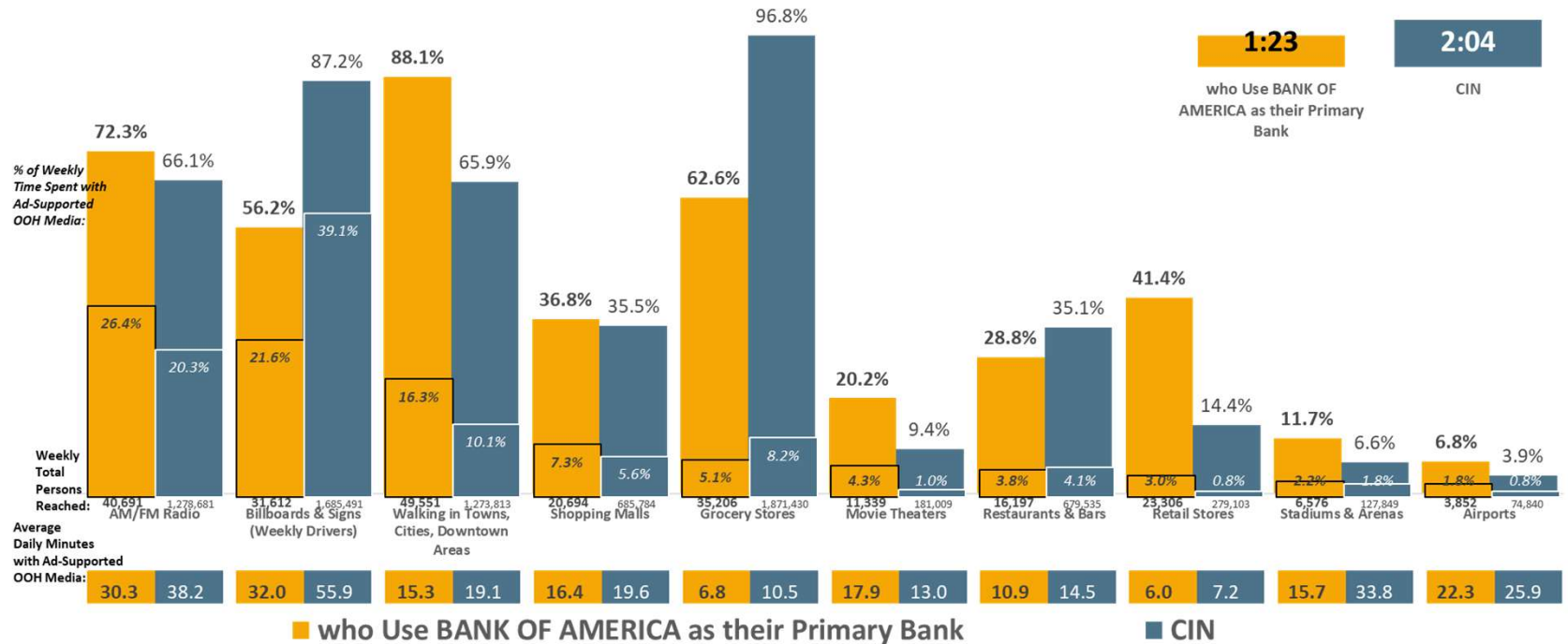


31,612 or 56.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 32. minutes per day driving, seeing Billboards and Signs representing 21.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:23

who Use BANK OF AMERICA as their Primary Bank

2:04

CIN

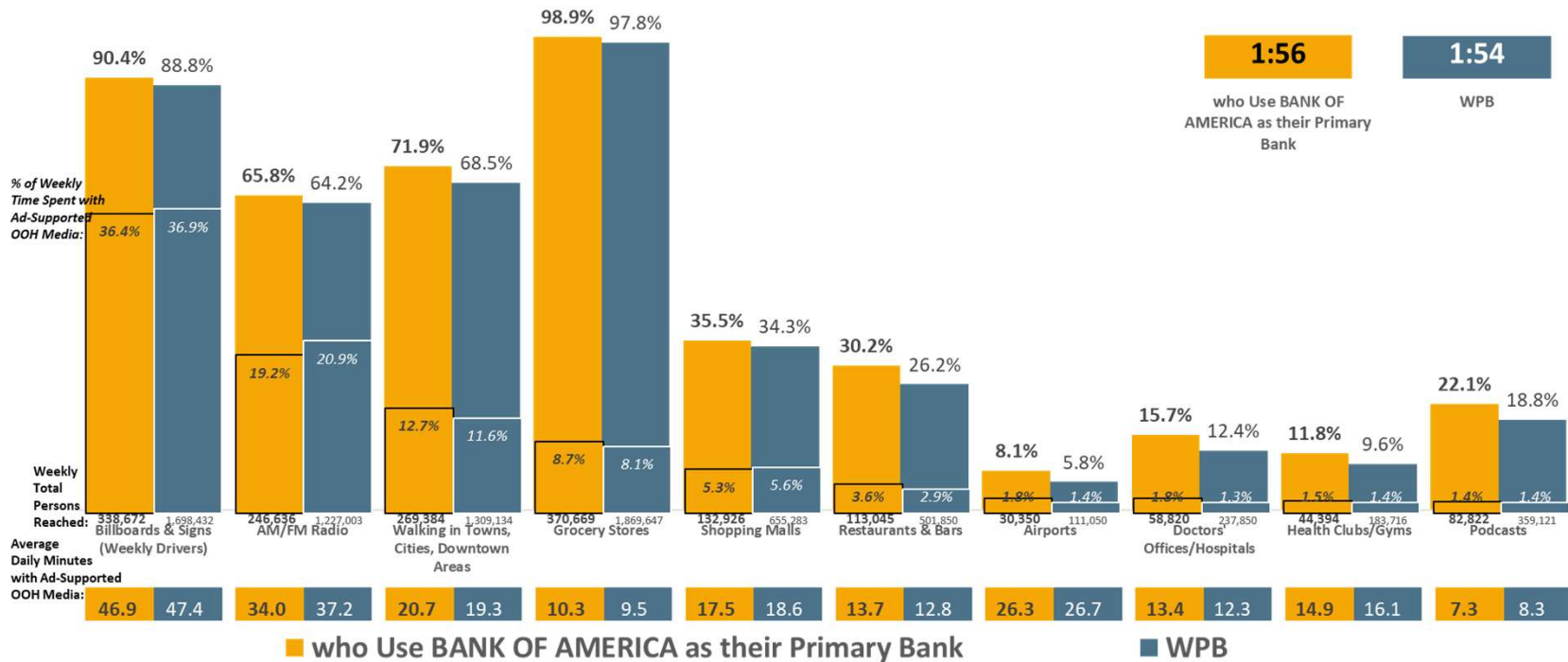


338,672 or 90.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 46.9 minutes per day driving, seeing Billboards and Signs representing 36.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

Weekly Reach %

"Share of Ad-Supported OOH Media"



1:56

who Use BANK OF AMERICA as their Primary Bank

1:54

WPB

WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 470 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 2,687
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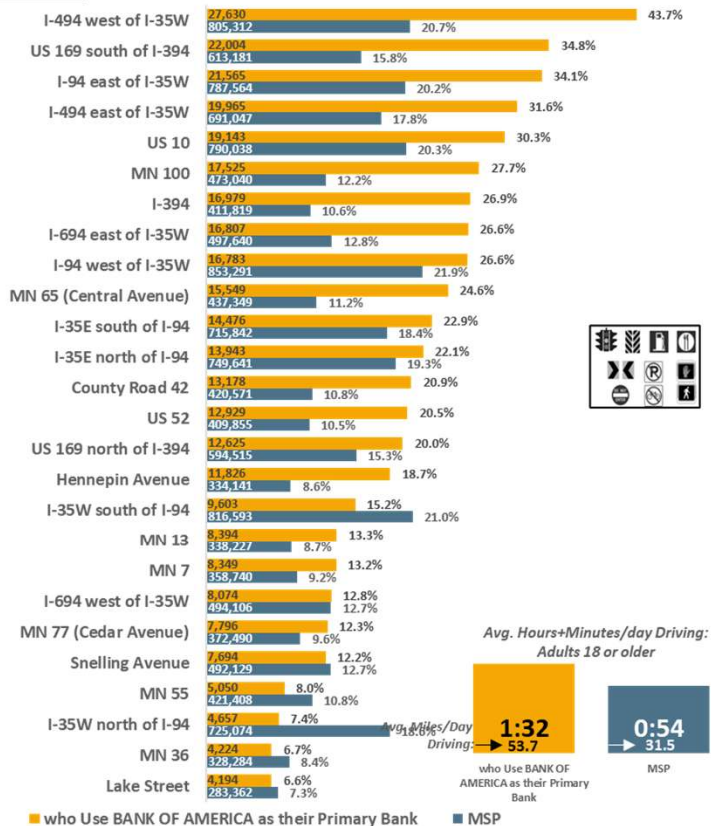
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Banks HHLD uses (primary bank) (HHLD): Bank of America

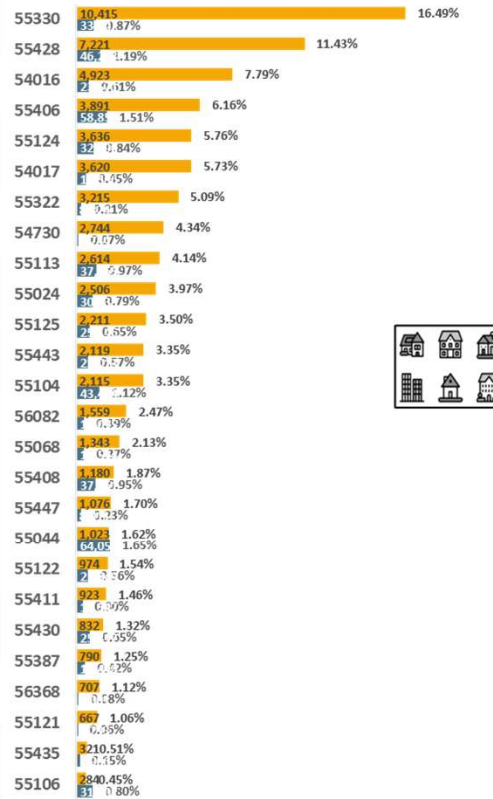


55,354 or 87.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 92.3 minutes per day driving an average of 53.7 miles each day and are 153.9% more likely to use I-394 than the Metro average.

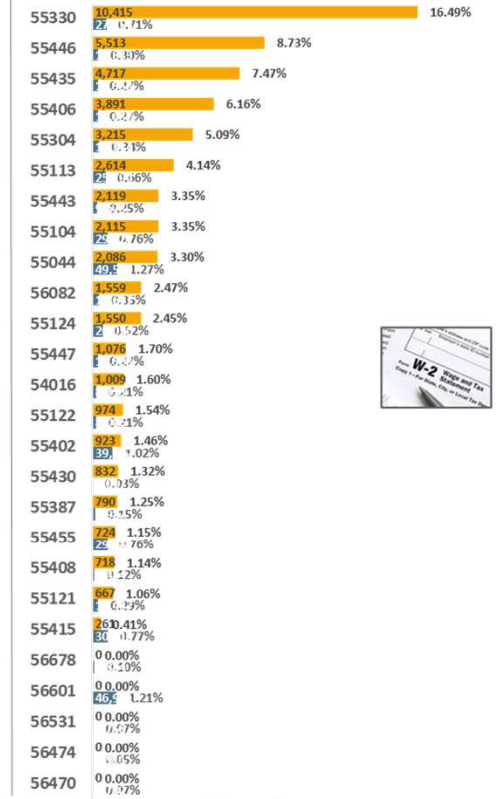
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



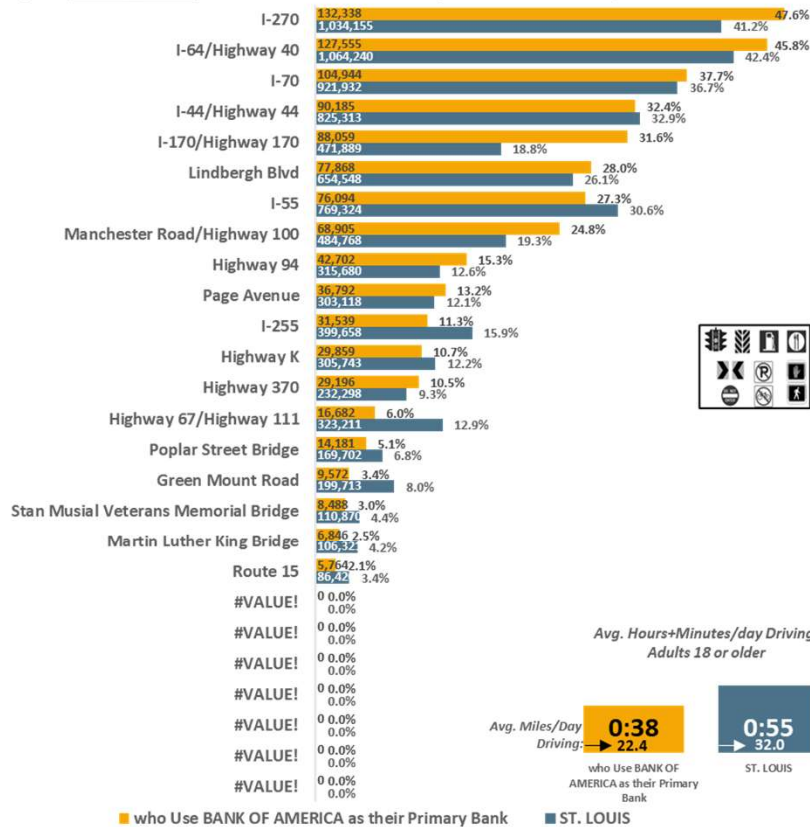
Top-26 Employment Zip Codes: Adults 18 or older



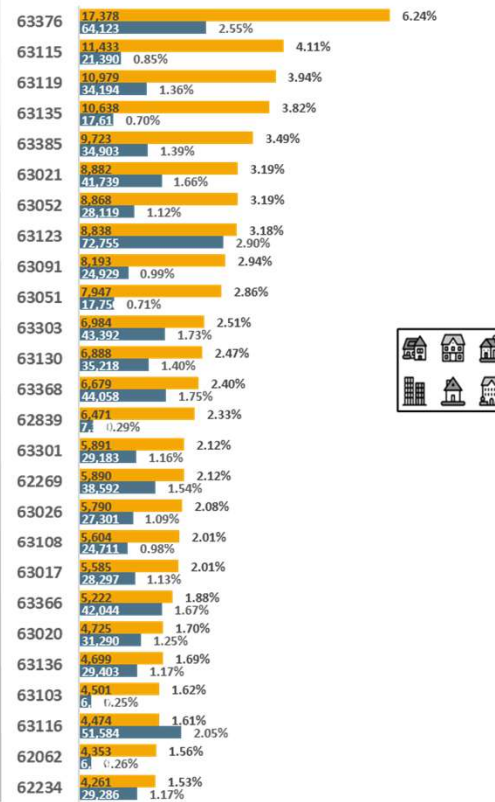


250,878 or 90.1% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 38.4 minutes per day driving an average of 22.4 miles each day and are 68.3% more likely to use I-170/Highway 170 than the Metro average.

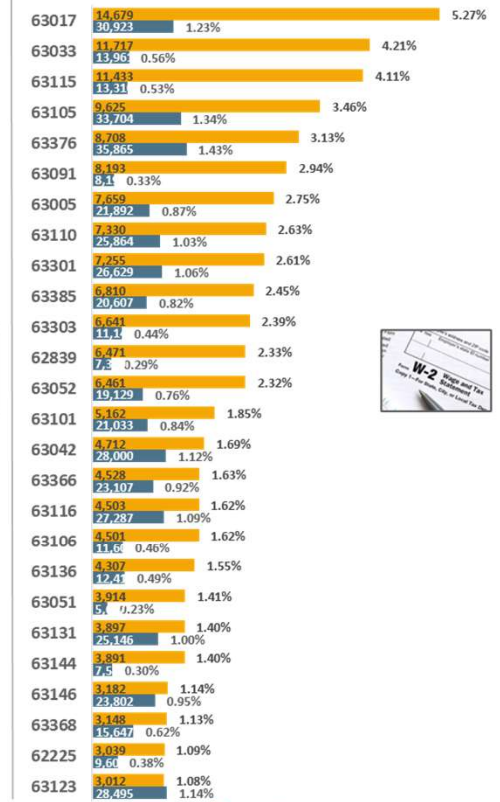
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



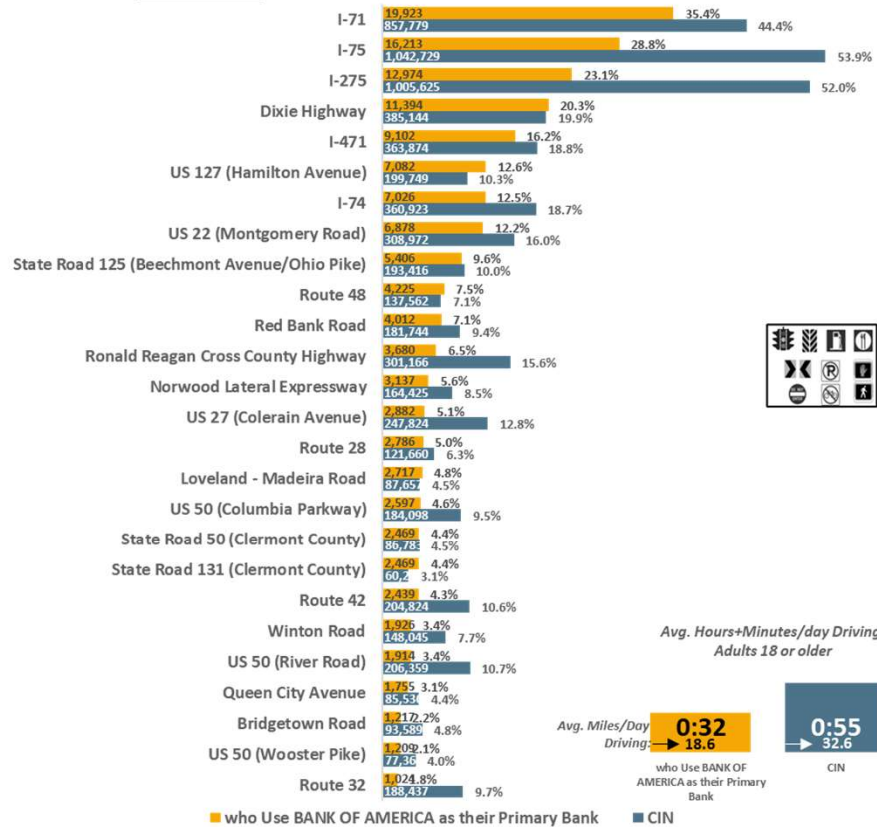
Top-26 Employment Zip Codes: Adults 18 or older



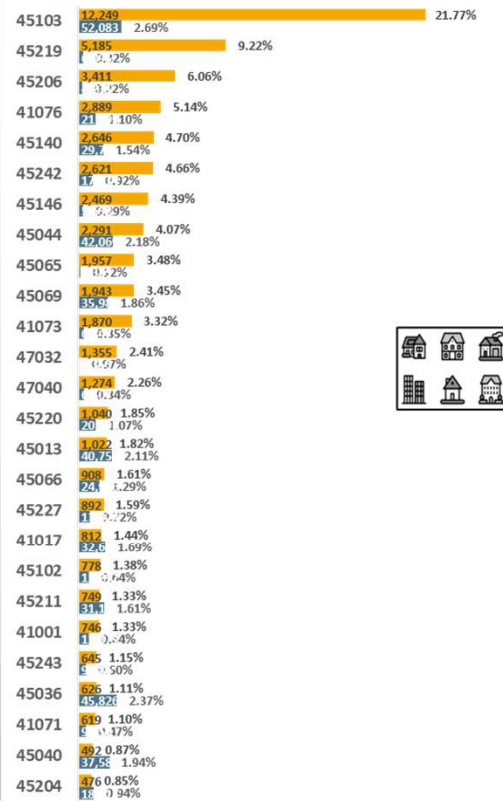


31,612 or 56.2% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 32. minutes per day driving an average of 18.6 miles each day and are 40.8% more likely to use State Road 131 (Clermont County) than the Metro average.

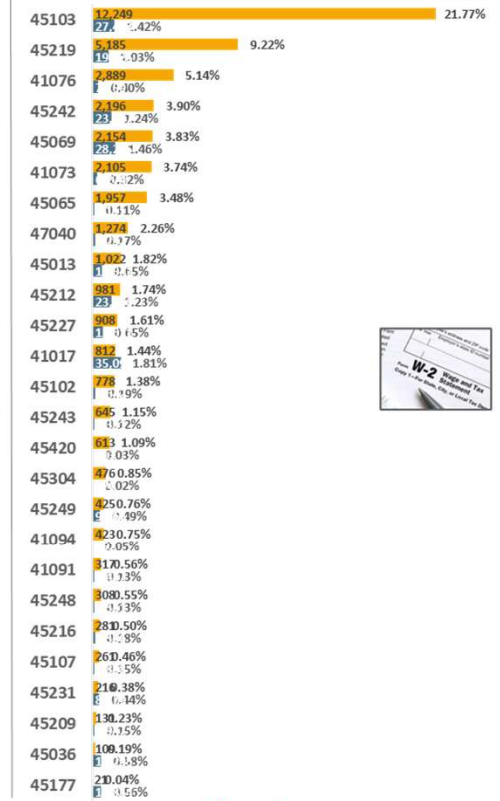
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



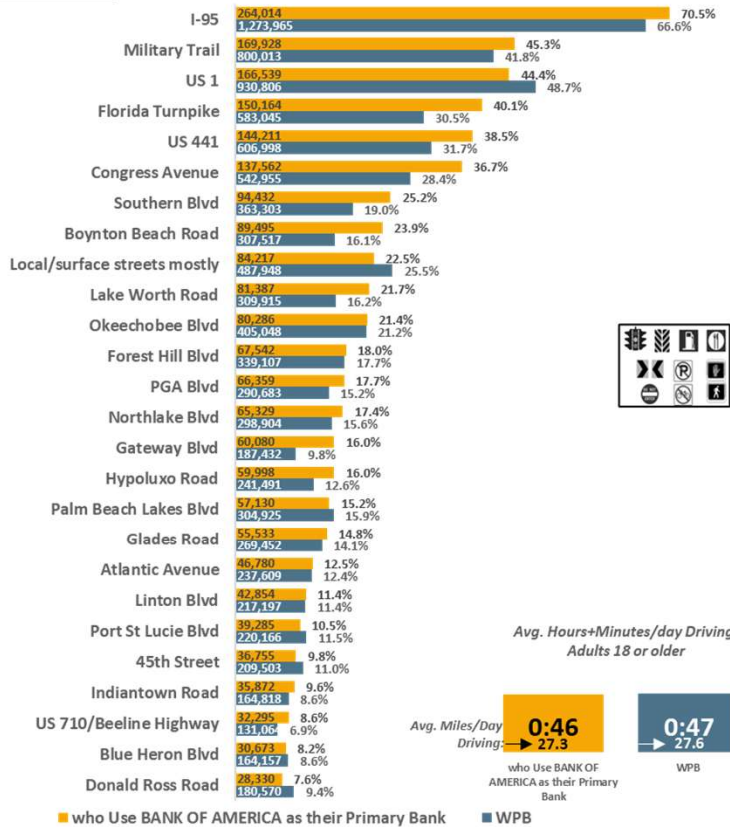
Top-26 Employment Zip Codes: Adults 18 or older



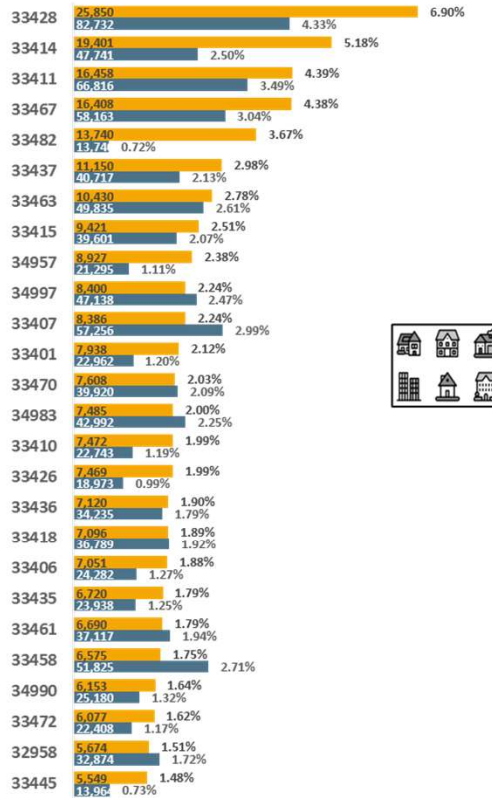


338,672 or 90.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank spend an average of 46.9 minutes per day driving an average of 27.3 miles each day and are 63.6% more likely to use Gateway Blvd than the Metro average.

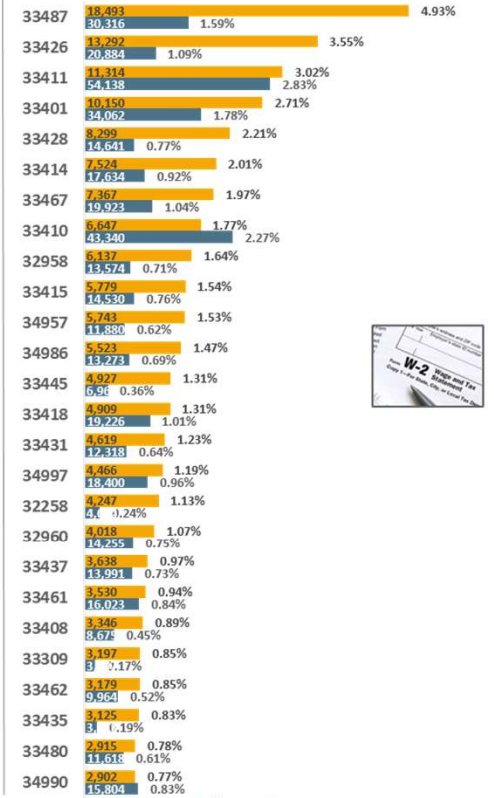
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



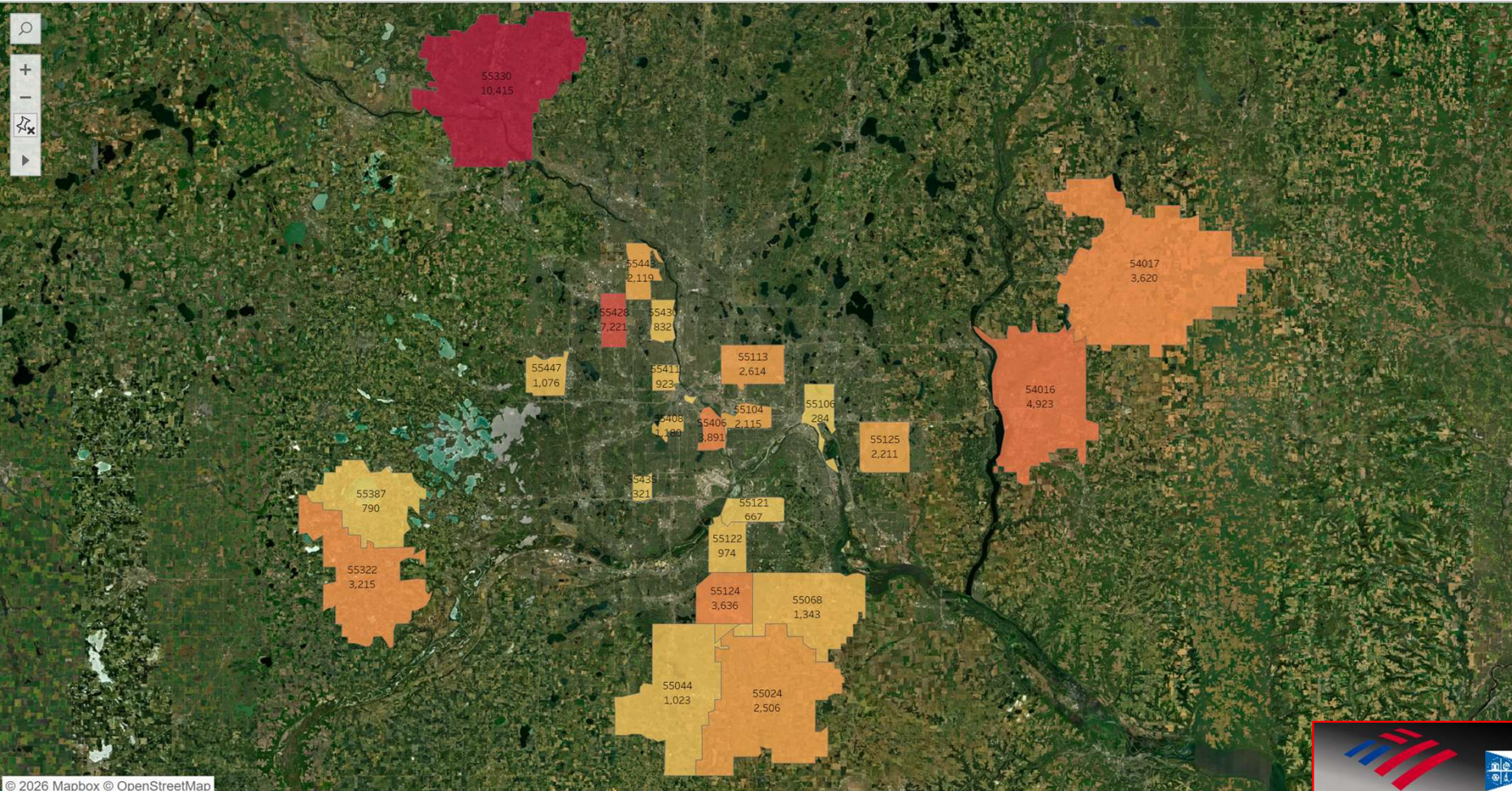
Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



Top Residential Zip Codes: (Adults 18 or older who Use BANK OF AMERICA as their Primary Bank)



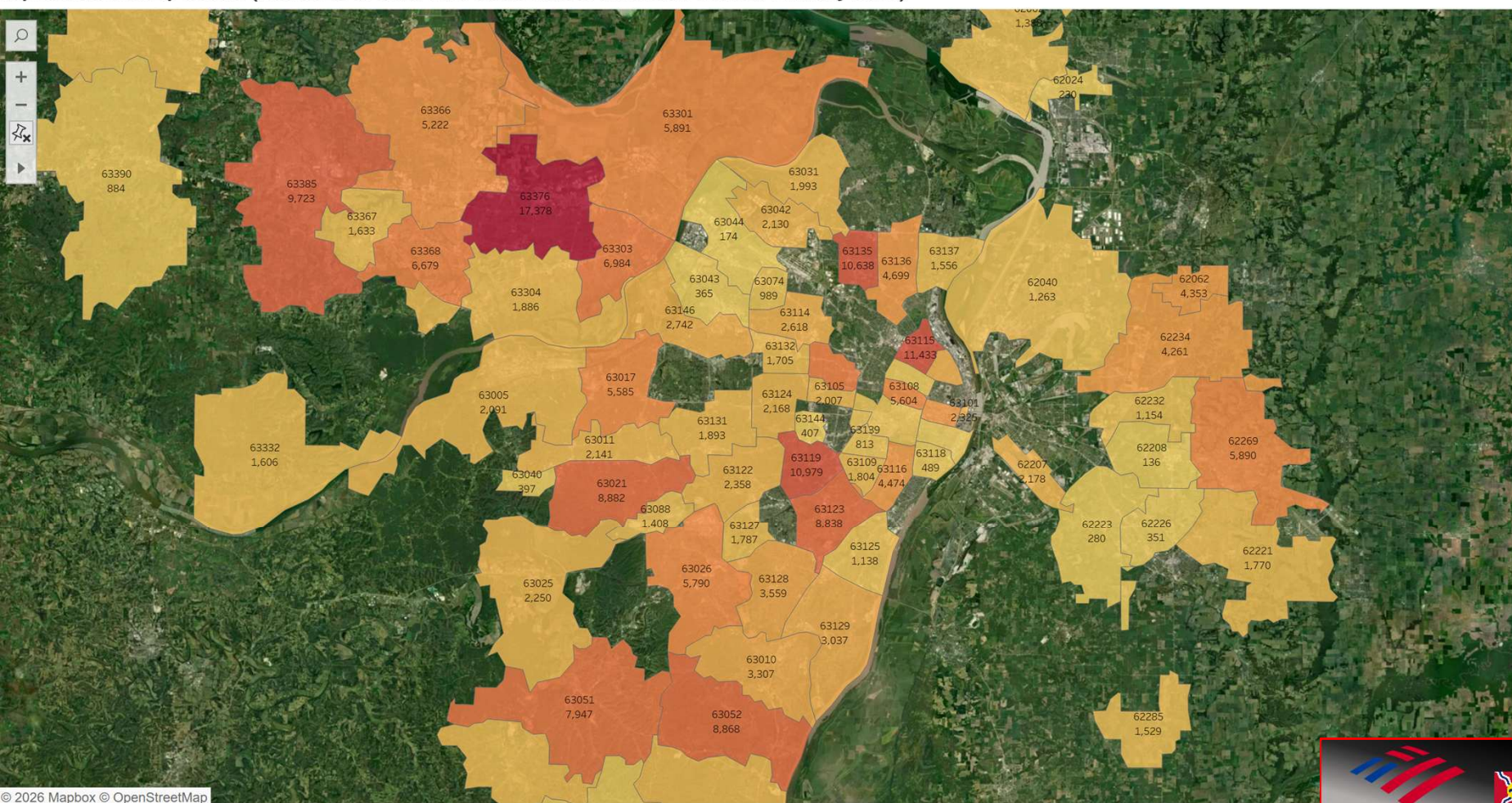
SUM(Adults 18 or older...)

261 10,415

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Top Residential Zip Codes: (Adults 18 or older who Use BANK OF AMERICA as their Primary Bank)



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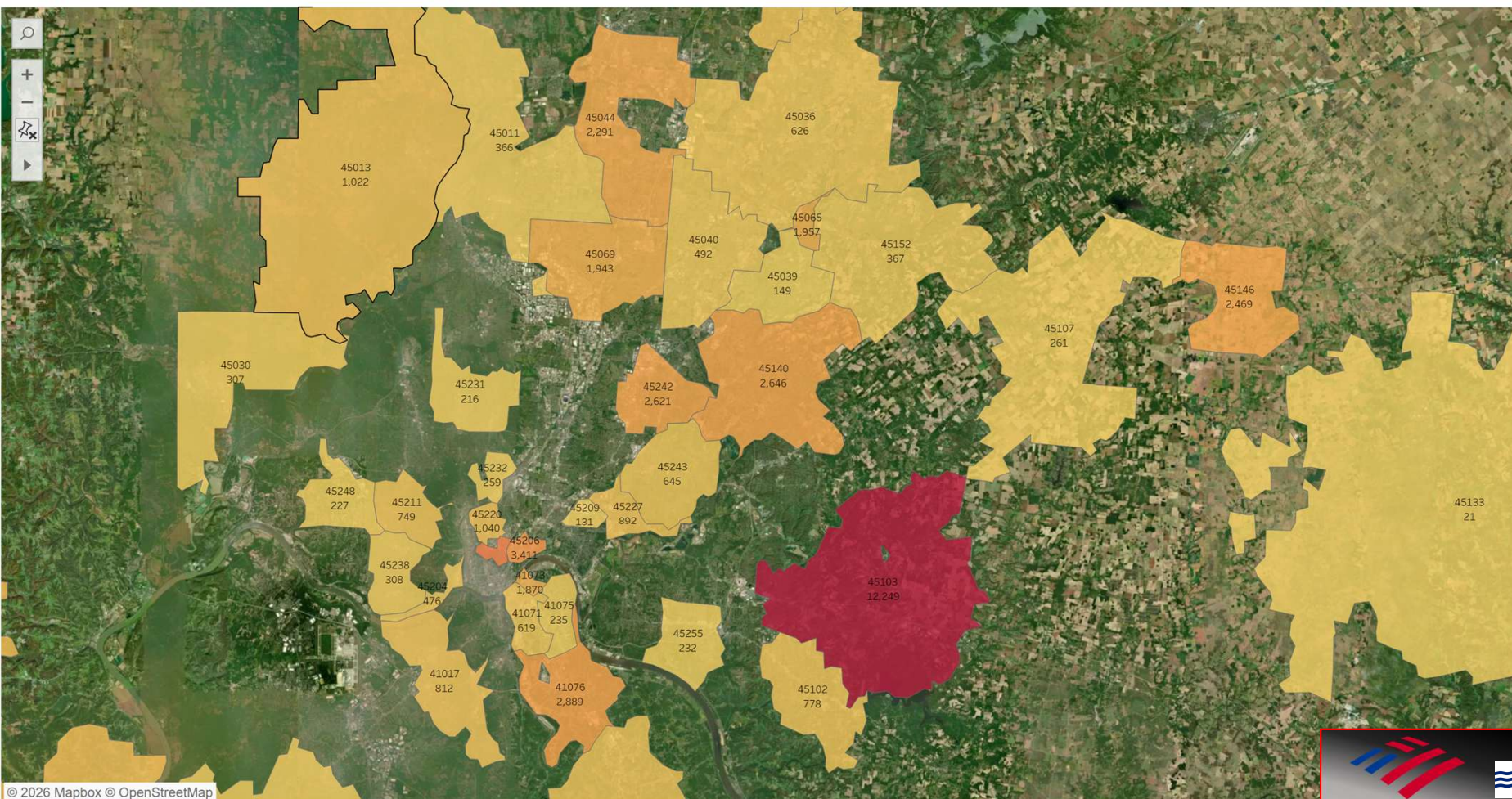
ST. LOUIS DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab 231

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Banks HHLD uses (primary bank) (HHLD): Bank of America

Top Residential Zip Codes: (Adults 18 or older who Use BANK OF AMERICA as their Primary Bank)



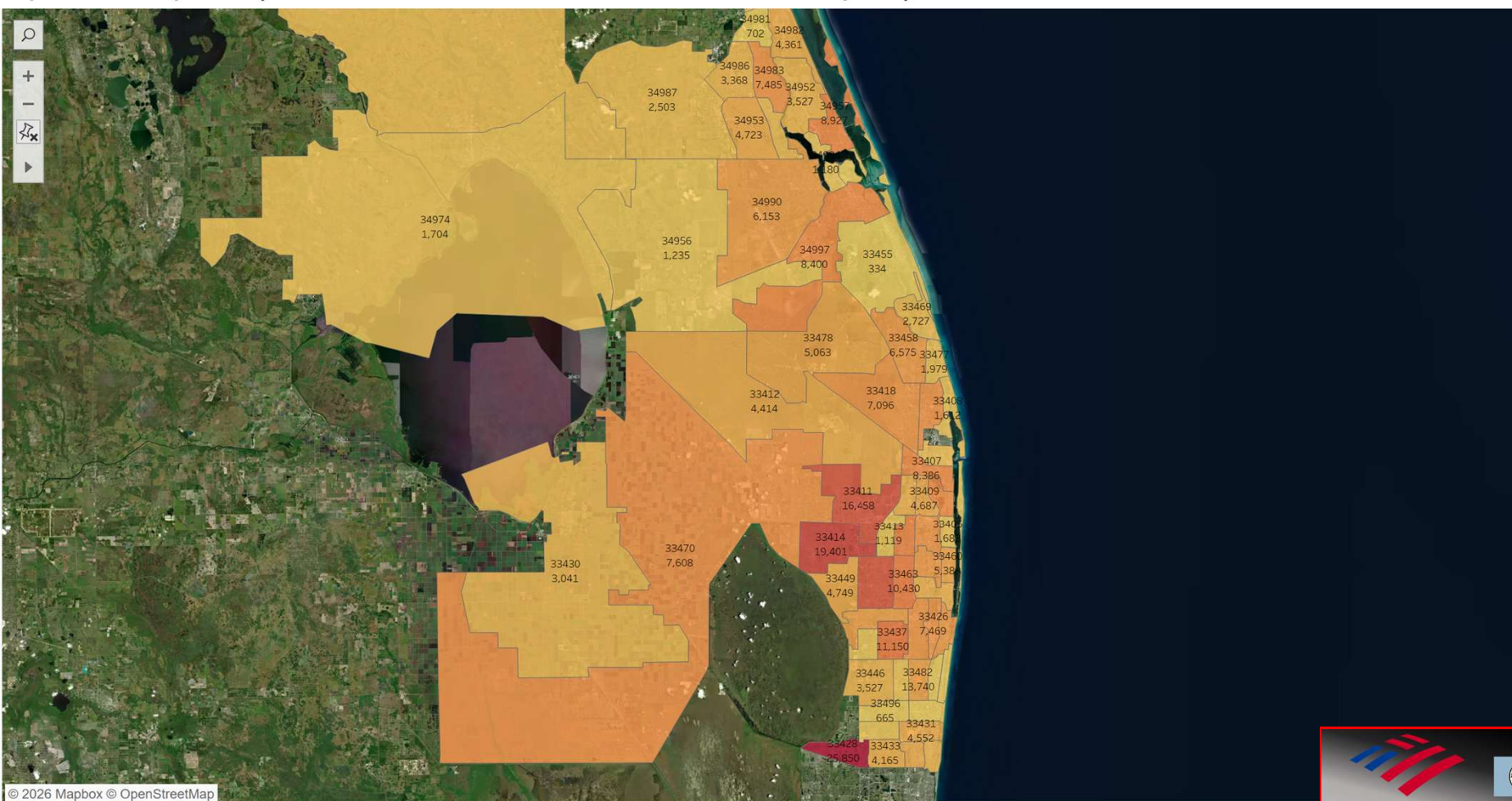
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CIN DMA Scarborough R2 2025: Sep24-Jul25 Qual Intab 48
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Banks HHLD uses (primary bank) (HHLD): Bank of America

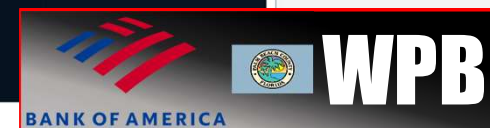
Top Residential Zip Codes: (Adults 18 or older who Use BANK OF AMERICA as their Primary Bank)



SUM(Adults 18 or older...



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WPB DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab 470

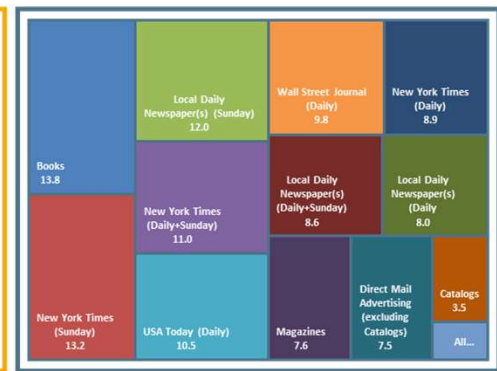
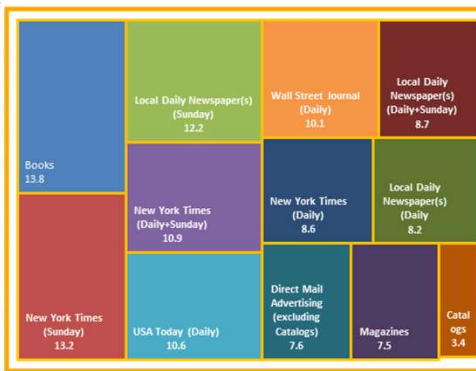
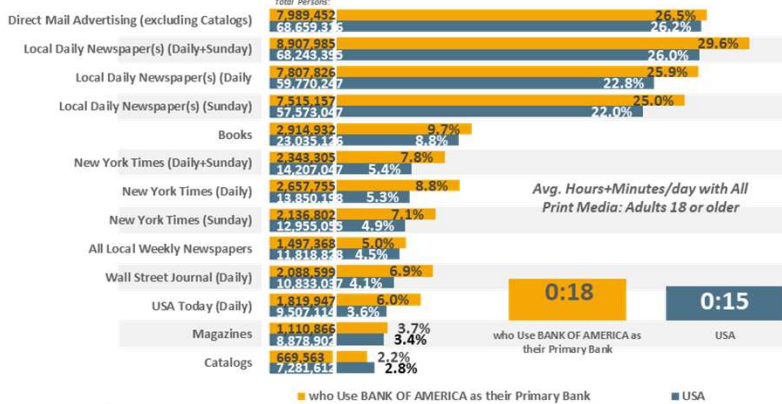
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Banks HHLD uses (primary bank) (HHLD): Bank of America

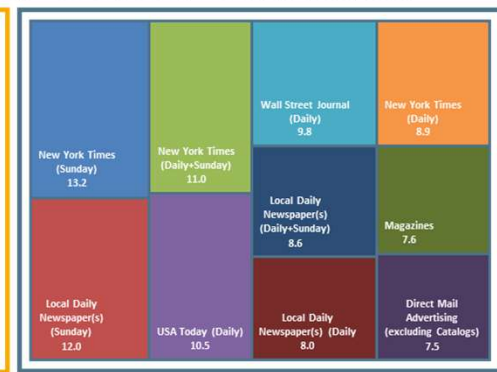
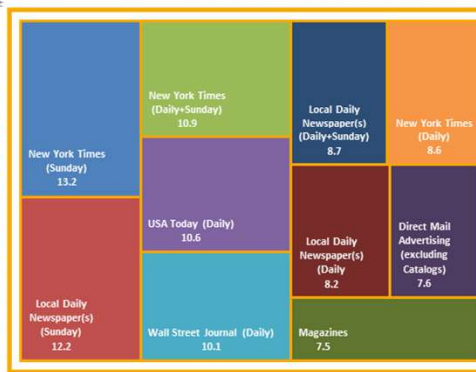
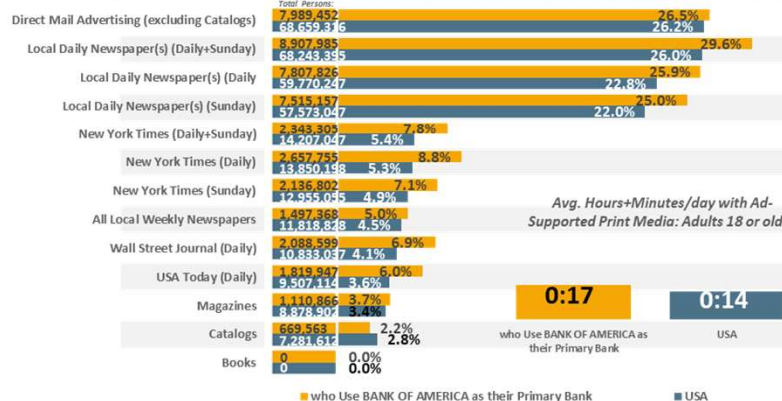


8,907,985 or 29.6% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.7 minutes every day representing 29.6% of all time spent daily with All forms of Print Media.

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



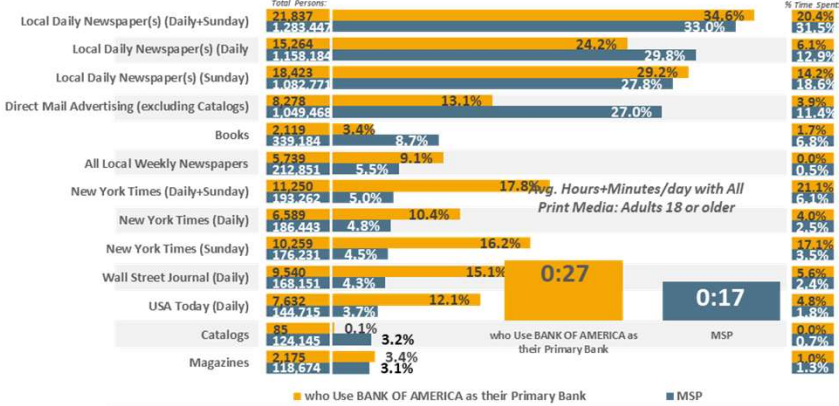
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



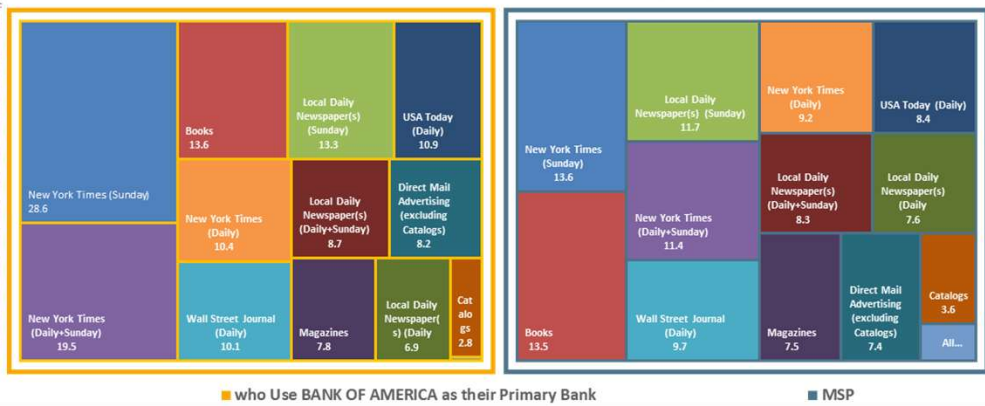


11,250 or 17.8% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read New York Times (Daily+Sunday) for an average of 19.5 minutes every day representing 21.4% of all time spent daily with All forms of Print Media.

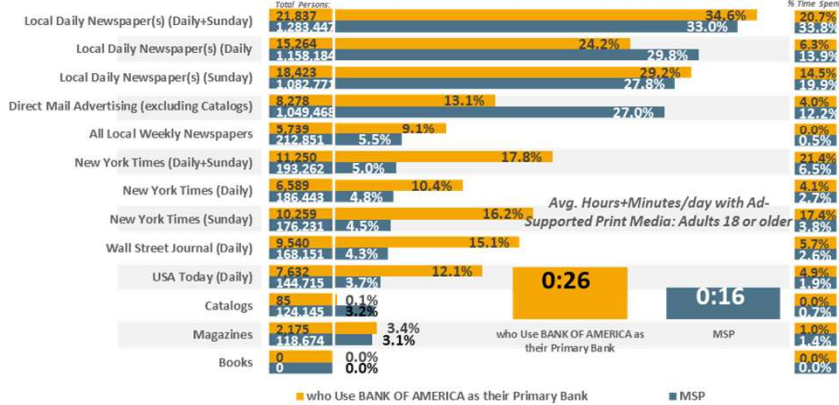
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



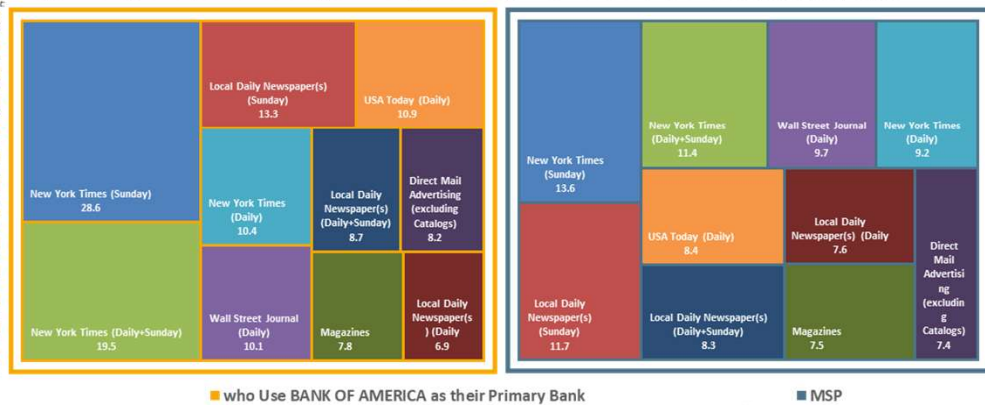
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



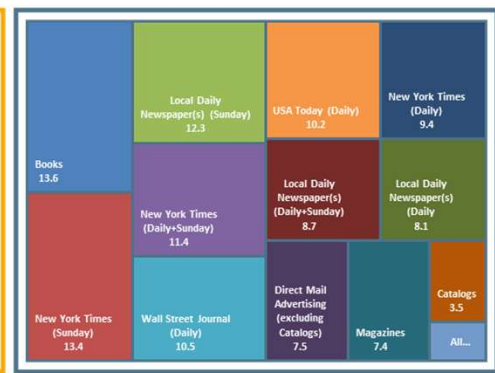
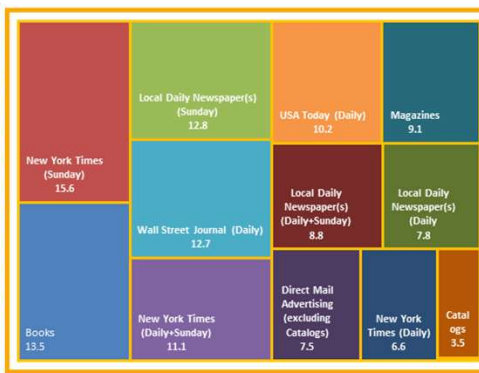
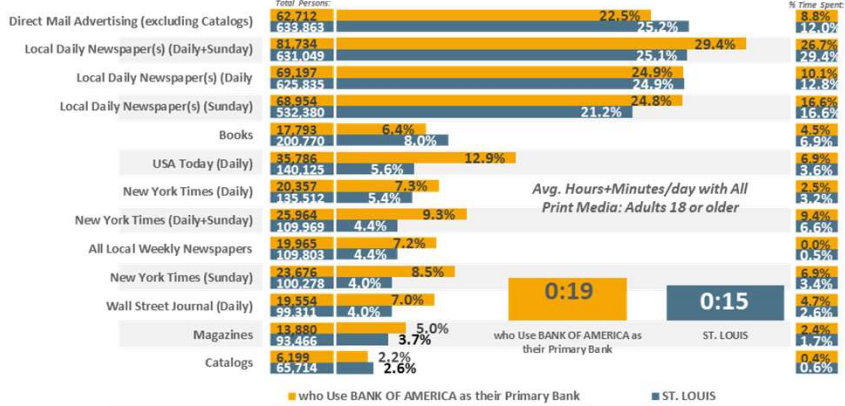
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



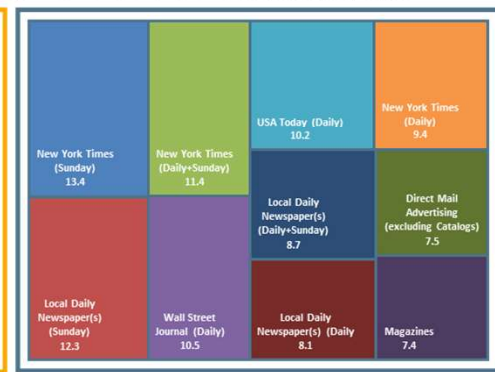
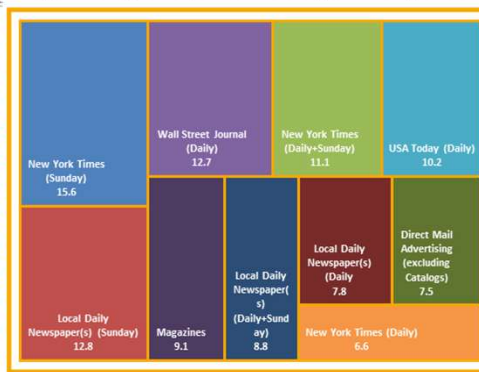
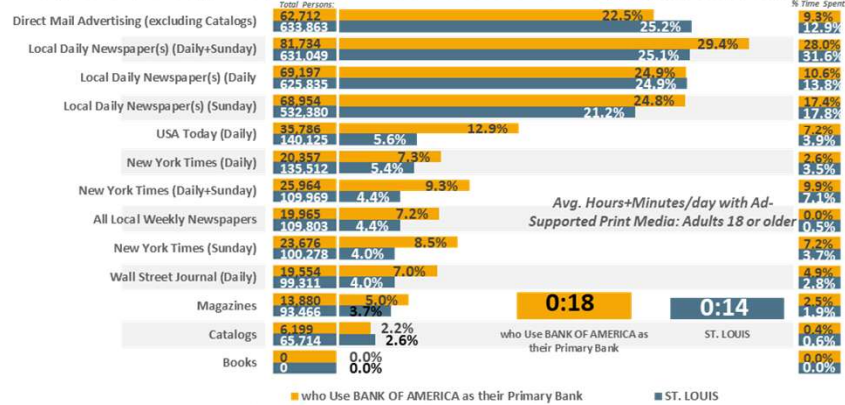


81,734 or 29.4% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.8 minutes every day representing 28.% of all time spent daily with All forms of Print Media.

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**



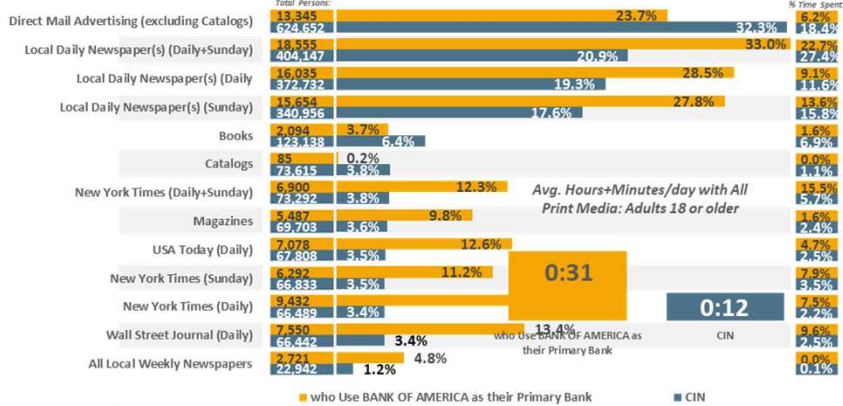
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**



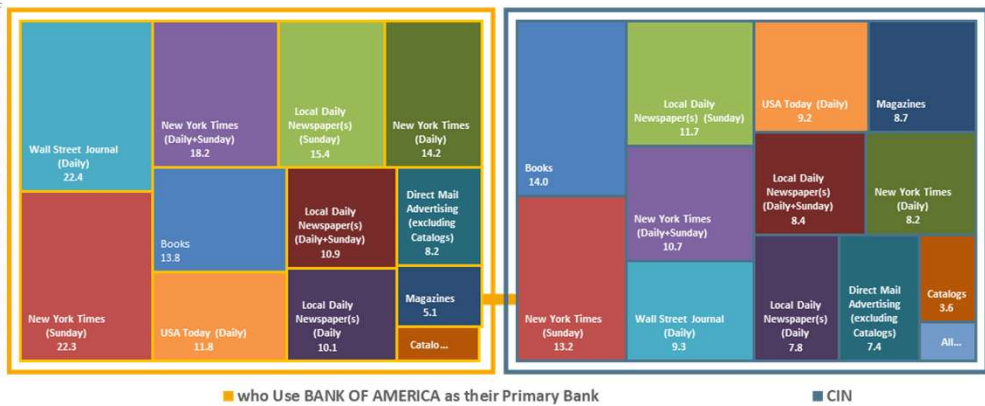


18,555 or 33.% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 10.9 minutes every day representing 23.1% of all time spent daily with All forms of Print Media.

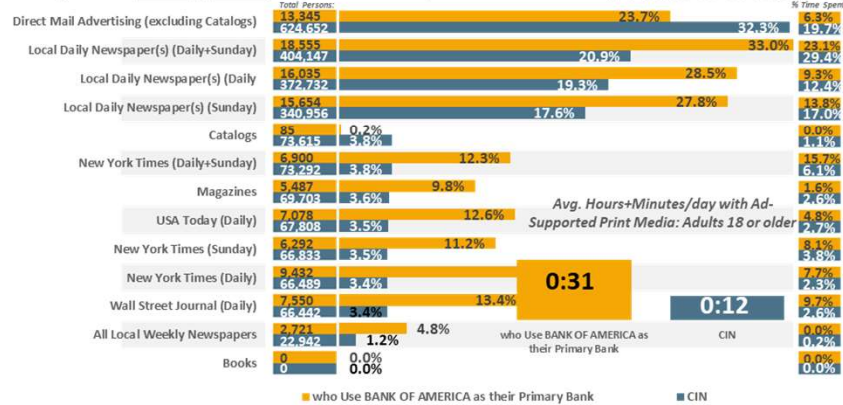
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



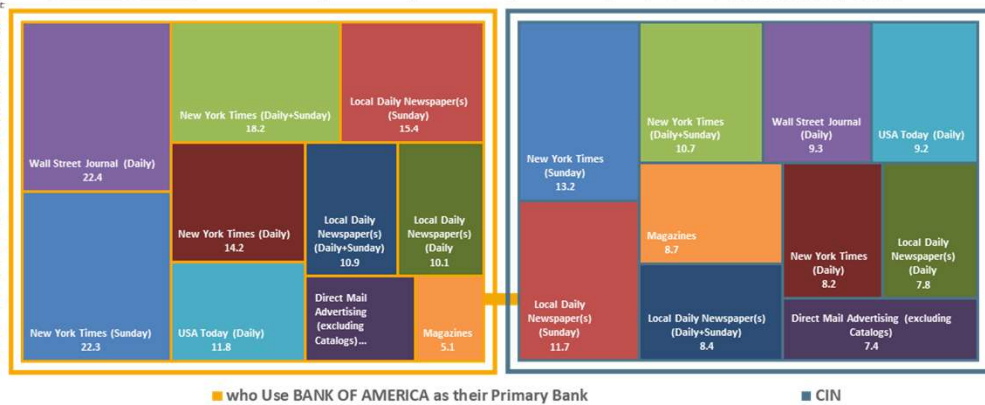
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



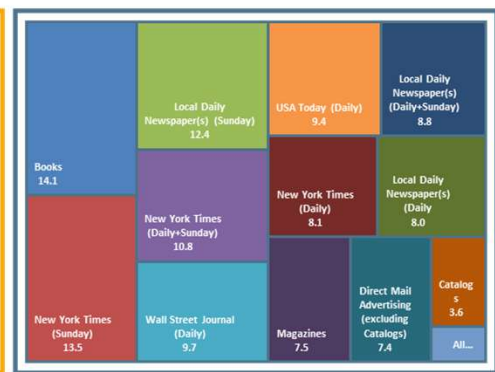
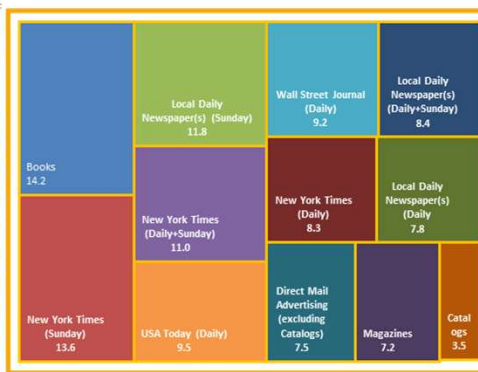
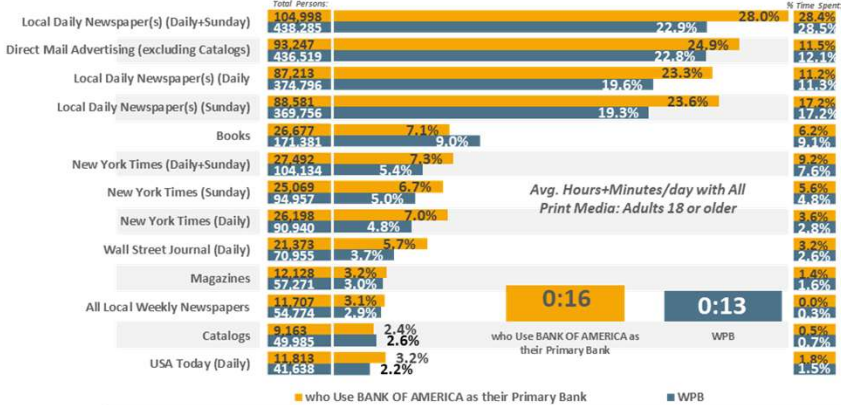
Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



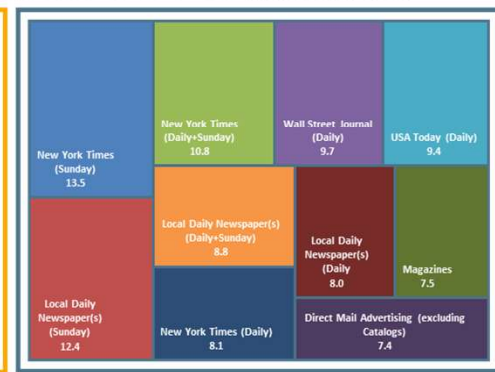
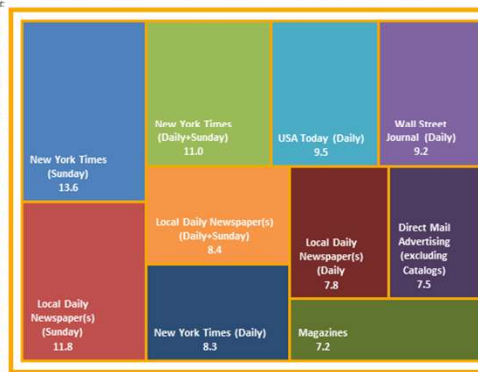
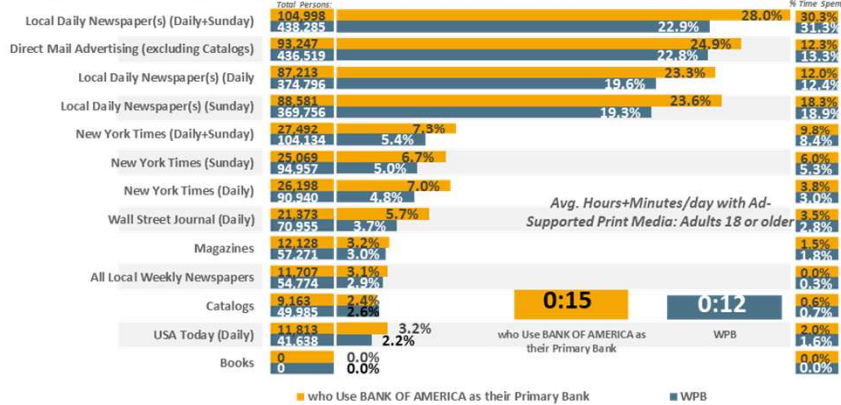


104,998 or 28.% of Adults 18 or older who Use BANK OF AMERICA as their Primary Bank read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.4 minutes every day representing 30.3% of all time spent daily with All forms of Print Media.

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



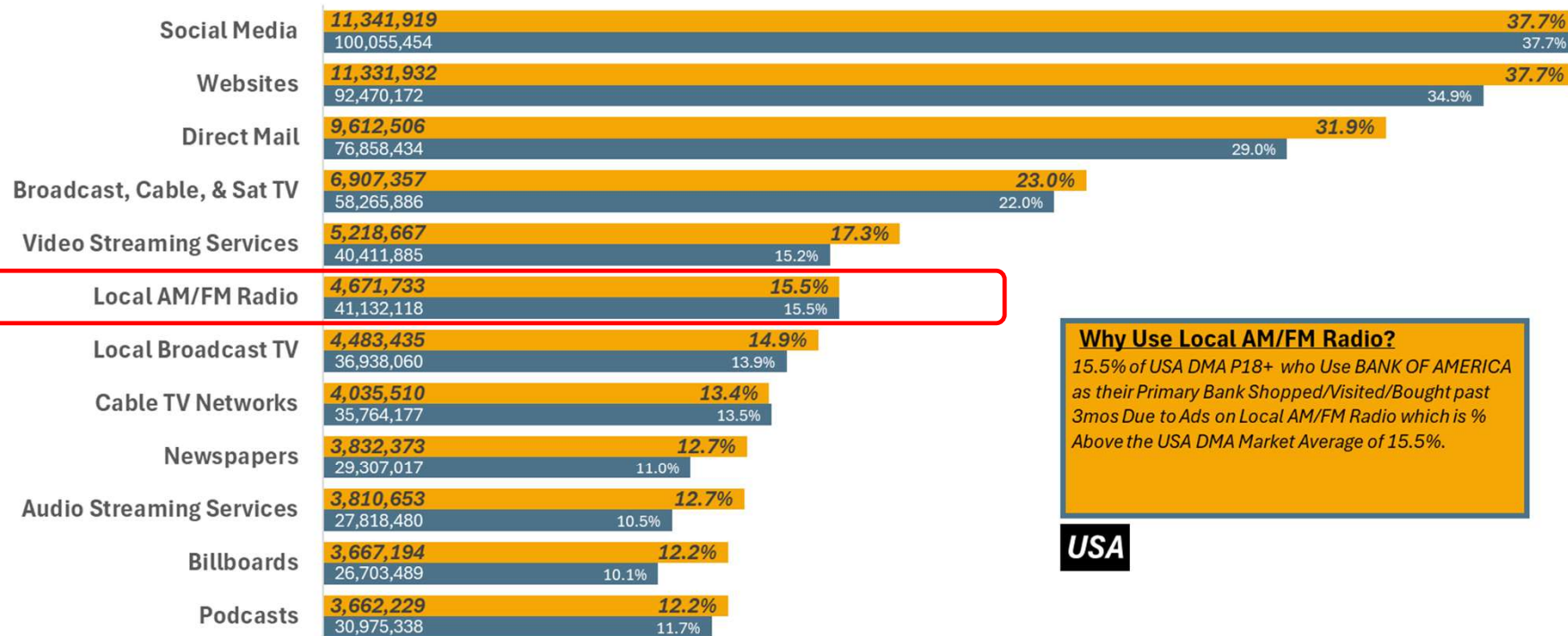
Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older **Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older**





"Advertising Actions"

P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.5% of USA DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is % Above the USA DMA Market Average of 15.5%.

USA

■ P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

USA DMA ScarboroughR2 2025: Sep24-Aug25 Qual Intab: 3073
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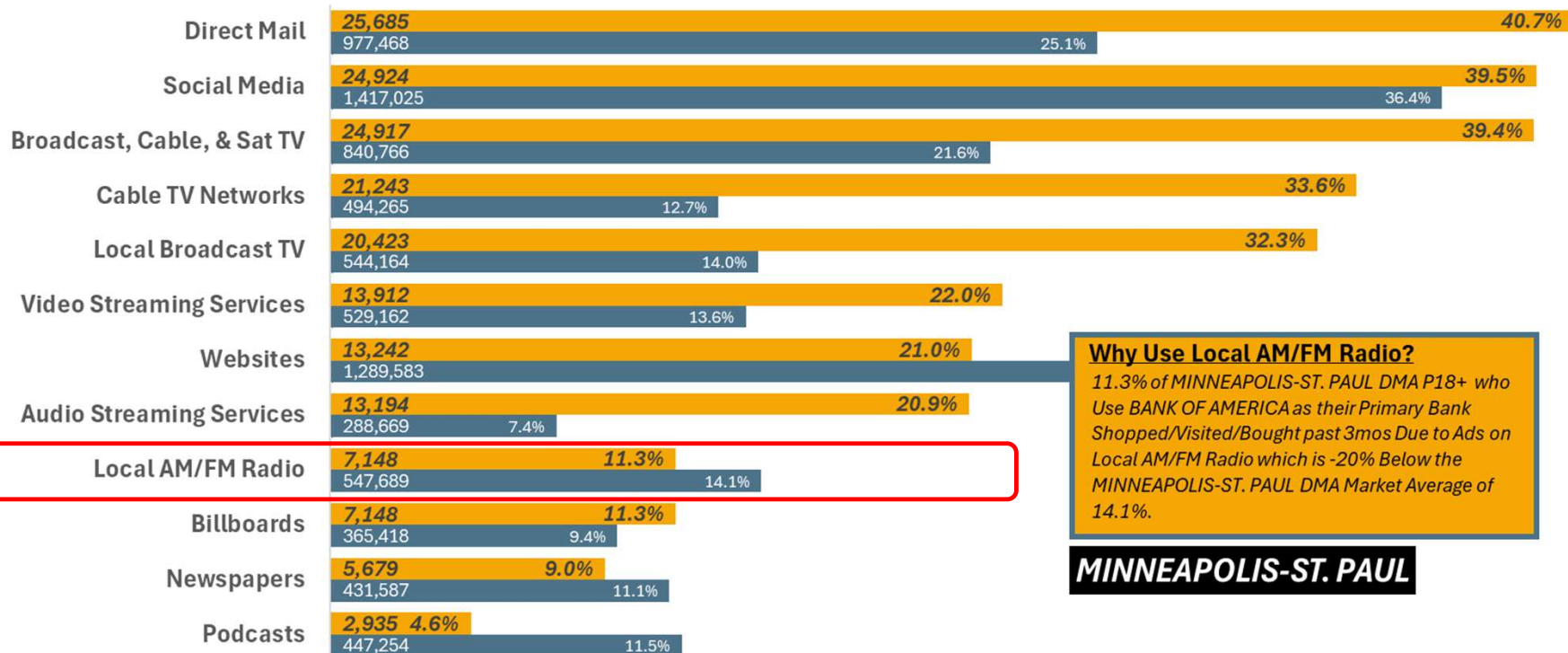
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Banks HHLD uses (primary bank) (HHLD): Bank of America



"Advertising Actions"

P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

11.3% of MINNEAPOLIS-ST. PAUL DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -20% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 14.1%.

MINNEAPOLIS-ST. PAUL

■ P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R2 2025: Aug24-Jul25 Qual Intab: 33
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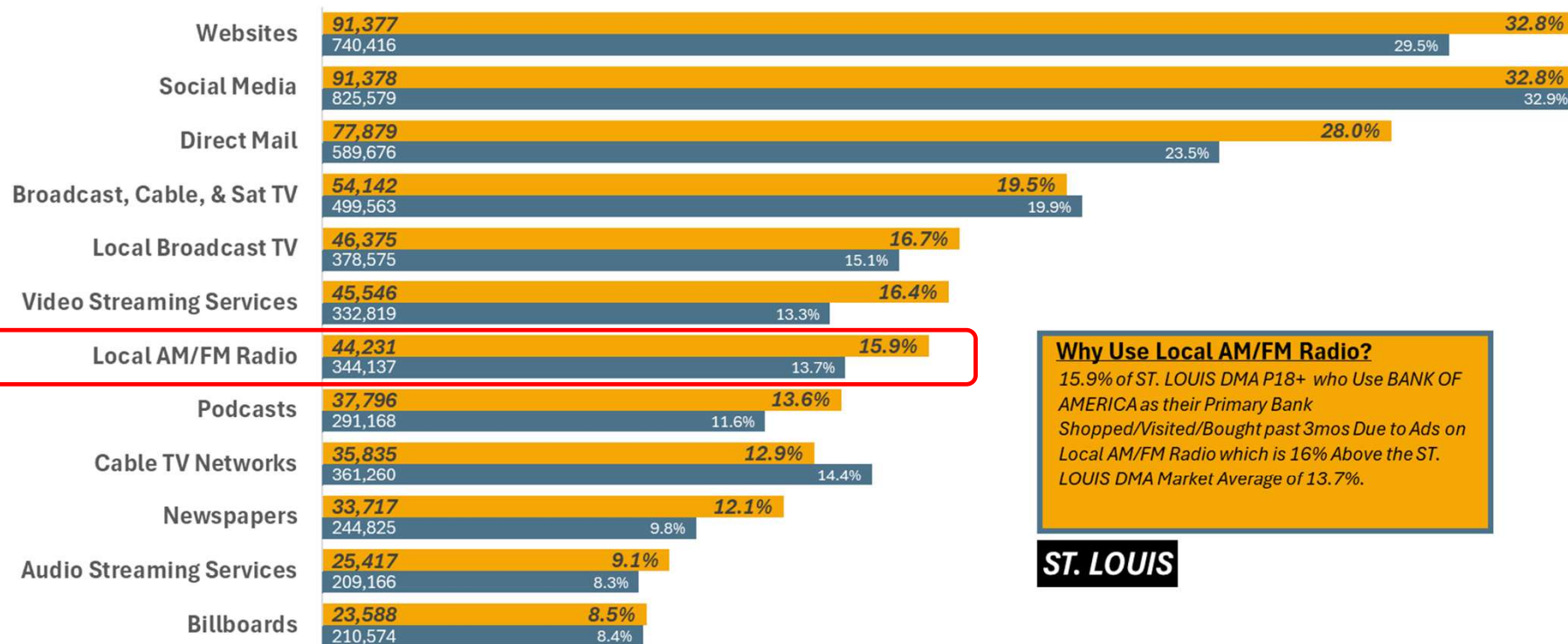
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Banks HHLD uses (primary bank) (HHLD): Bank of America



"Advertising Actions"

P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.9% of ST. LOUIS DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 16% Above the ST. LOUIS DMA Market Average of 13.7%.

ST. LOUIS

■ P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

ST. LOUIS DMA ScarboroughR2 2025: Aug24-Jul25 Qual Intab: 231
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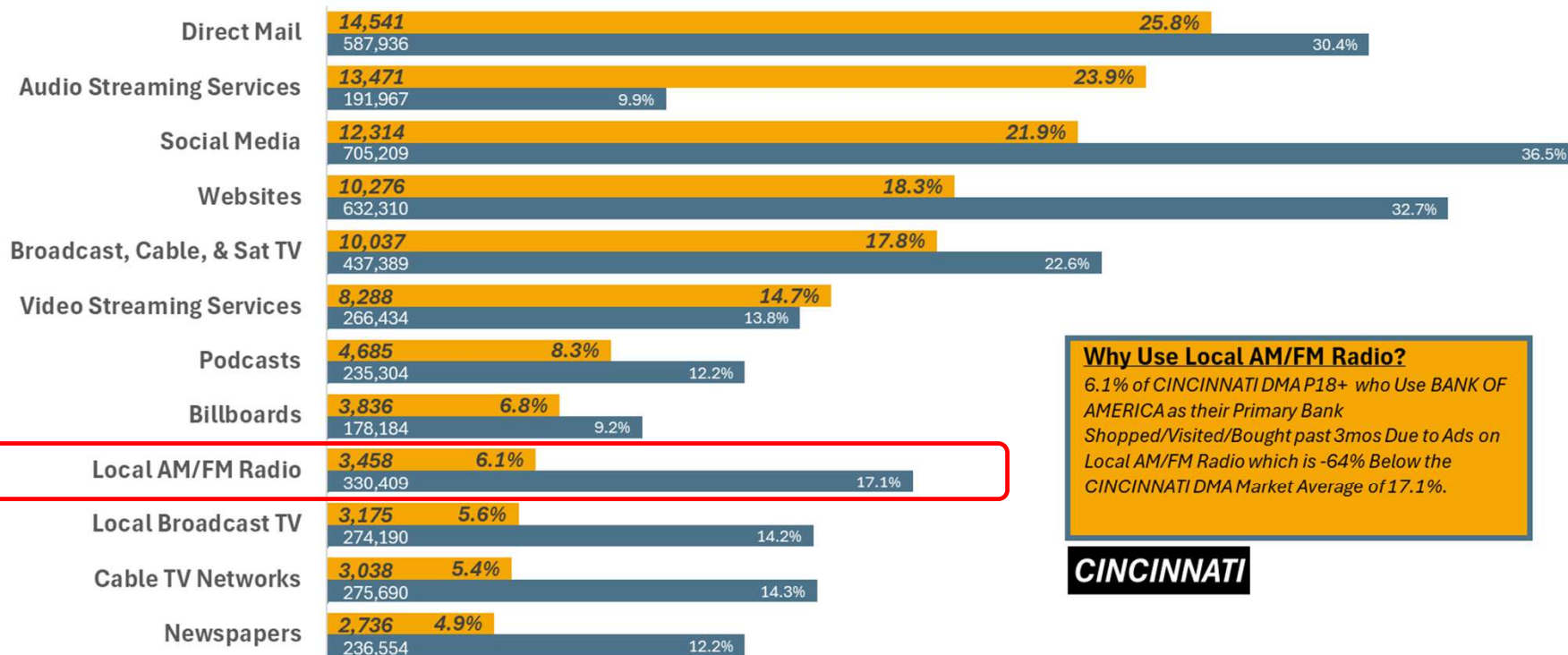
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Banks HHLD uses (primary bank) (HHLD): Bank of America



"Advertising Actions"

P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

6.1% of CINCINNATI DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -64% Below the CINCINNATI DMA Market Average of 17.1%.

CINCINNATI

■ P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R2/2025: Sep24-Jul25 Qual Intab: 48
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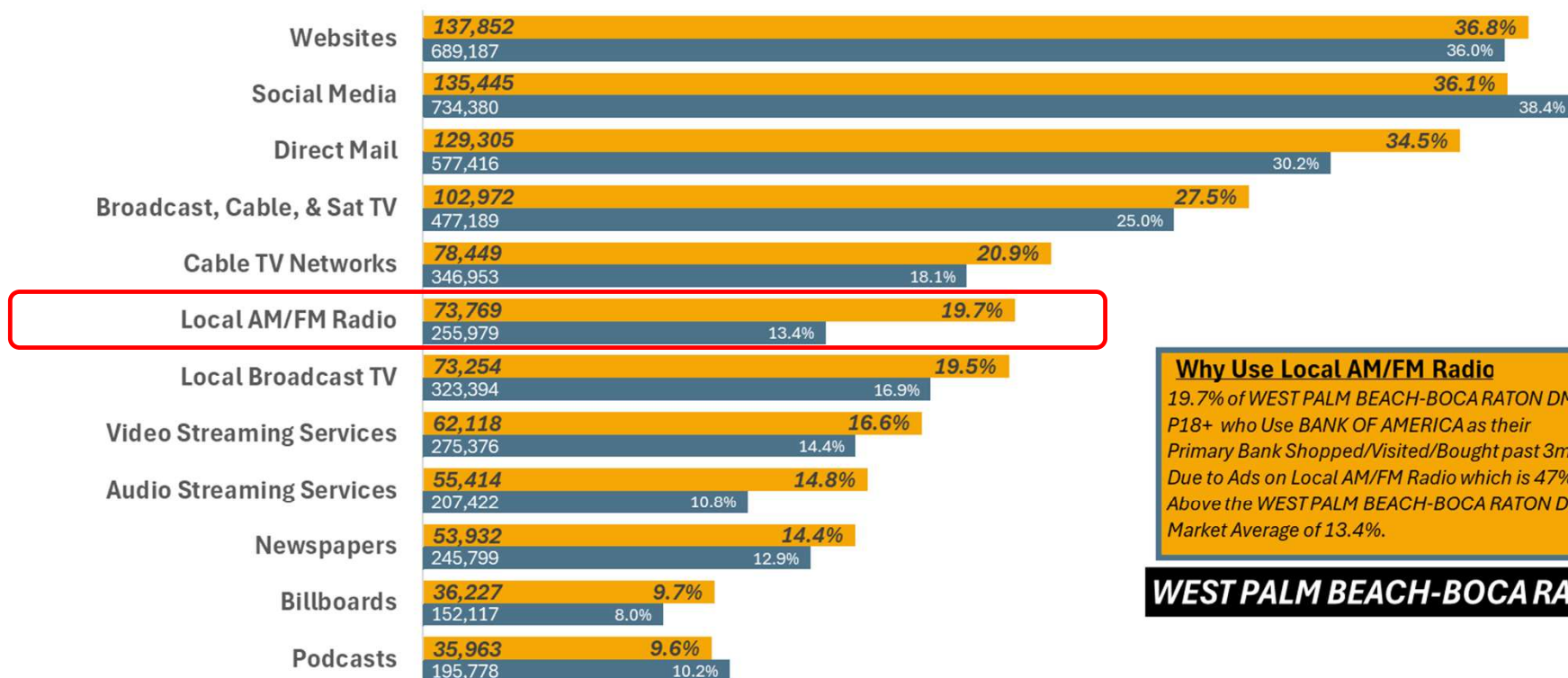
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Banks HHLD uses (primary bank) (HHLD): Bank of America



"Advertising Actions"

P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio

19.7% of WEST PALM BEACH-BOCA RATON DMA P18+ who Use BANK OF AMERICA as their Primary Bank Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 47% Above the WEST PALM BEACH-BOCA RATON DMA Market Average of 13.4%.

WEST PALM BEACH-BOCA RATON

■ P18+ who Use BANK OF AMERICA as their Primary Bank (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2025: Aug24-Jun25 Qual Intab: 470

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Banks HHLD uses (primary bank) (HHLD): Bank of America