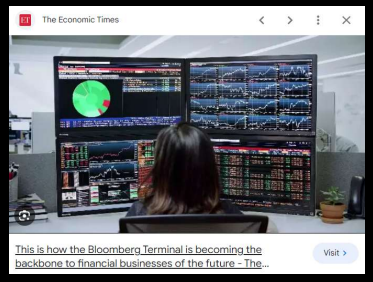
USA+4 More DMAs – P18+ who Used ROBINHOOD to Buy and/or Sell STOCKS and/or CRYPTO in the past 6 months!

Complete Demographic & Media Use Profiles

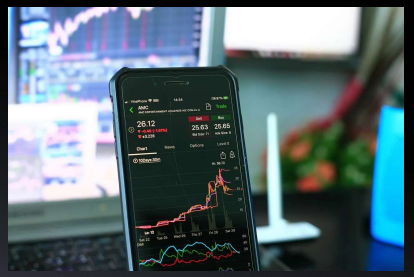


Robinhood

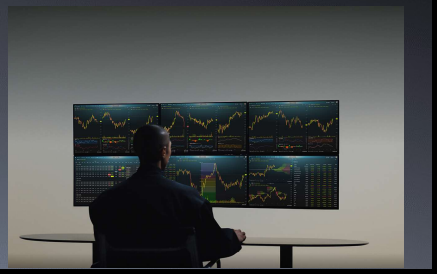
Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, MINNEAPOLIS-ST. PAUL, ST. LOUIS, CINCINNATI,** and **WEST PALM BEACH DMA P18+ who Used ROBINHOOD to Buy and/or Sell STOCKS and/or CRYPTO in the past 6 months** as of July 31, 2026.







Robinhood Legend



Robinhood USA

Robinhood MSP

Robinhood STL

Robinhood CIN

Robinhood WPB

P18+

Vanguard BlackRock

Hubbard media that connects

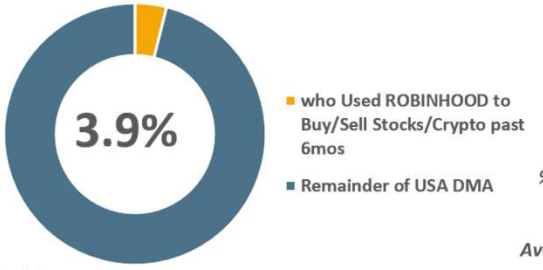
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



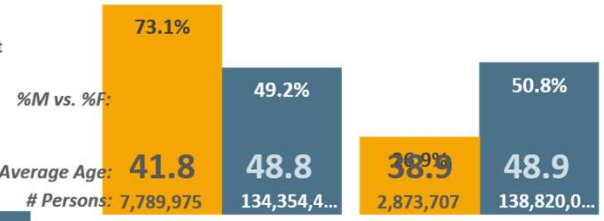
3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 41.1 years old (15.9% younger than average) and have a $143,619 (45.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

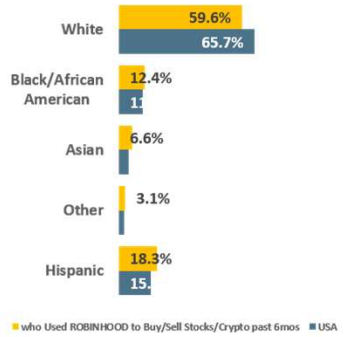


Total Persons:
10,663,683 | 262,510,817

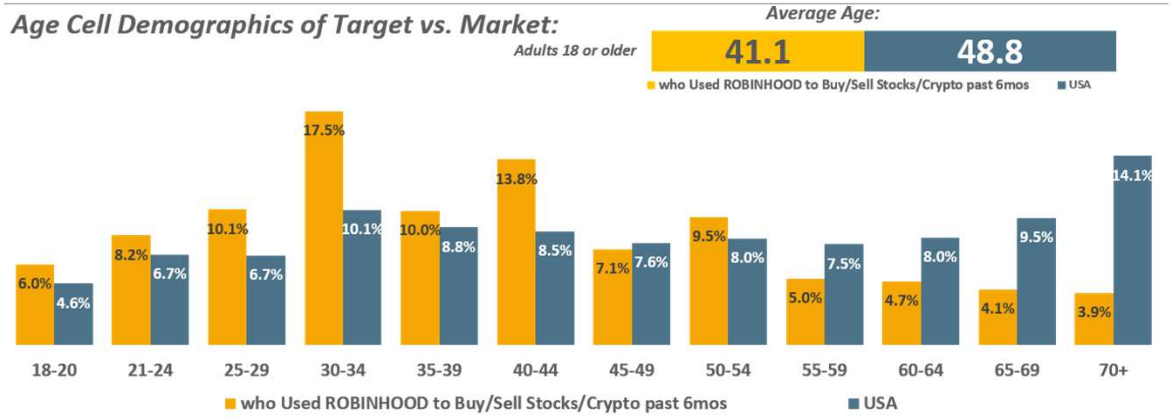
Gender of Target vs. Market: Adults 18 or older



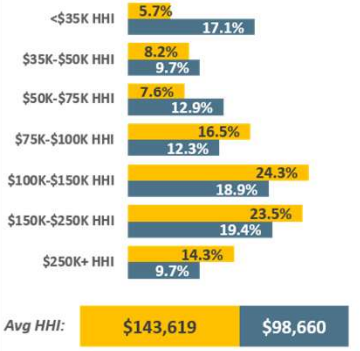
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

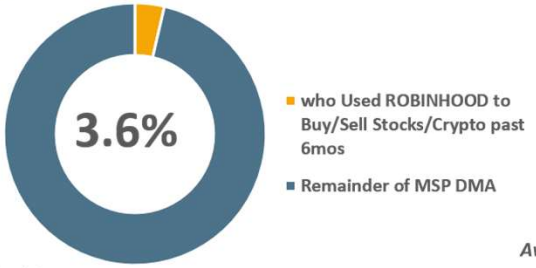
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

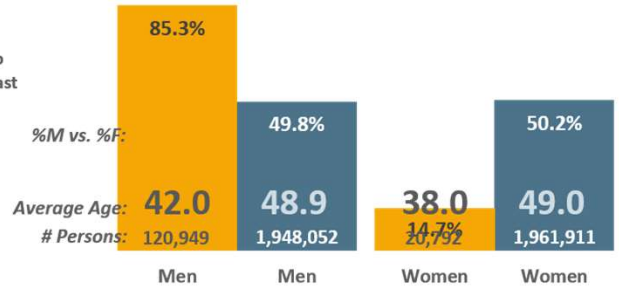


3.6% or 141,741 of MSP DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 41.4 years old (15.5% younger than average) and have a $139,010 (21.5% higher than average) annual household income.

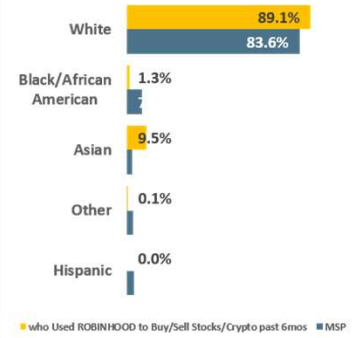
Percent of Market: Adults 18 or older



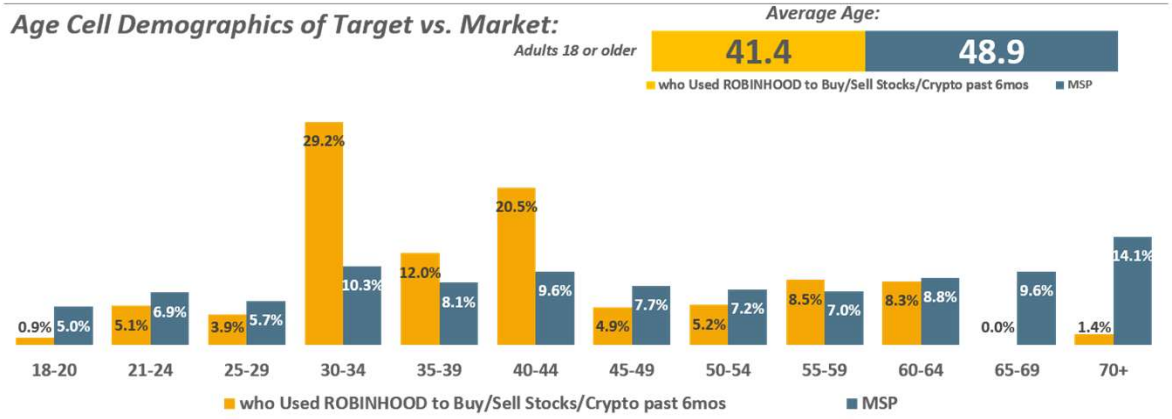
Gender of Target vs. Market: Adults 18 or older



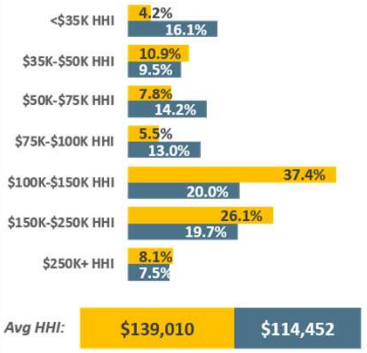
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

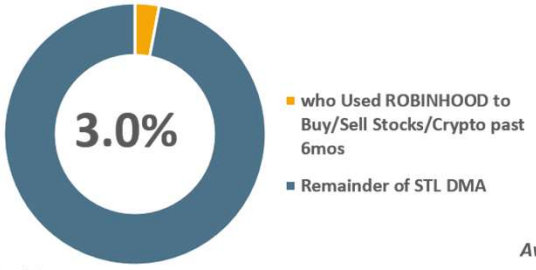
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

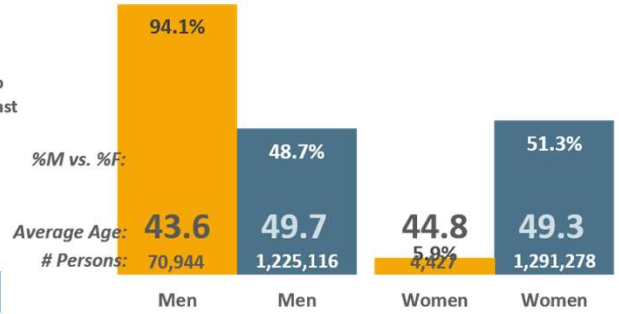


3.% or 75,371 of STL DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 43.7 years old (11.7% younger than average) and have a $140,403 (35.1% higher than average) annual household income.

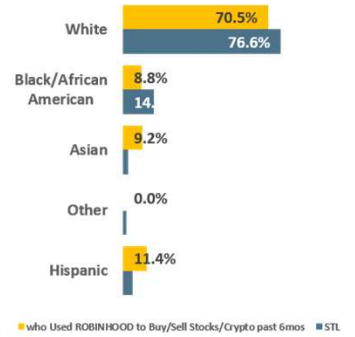
Percent of Market: Adults 18 or older



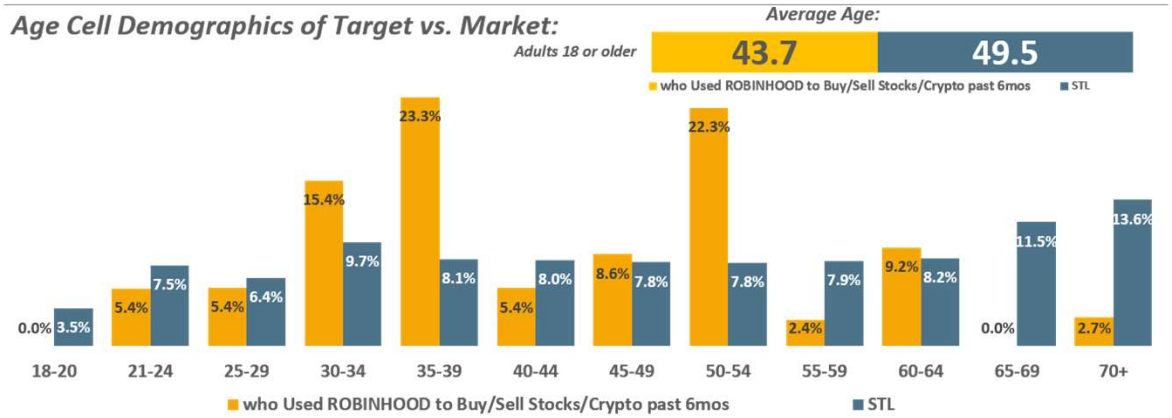
Gender of Target vs. Market: Adults 18 or older



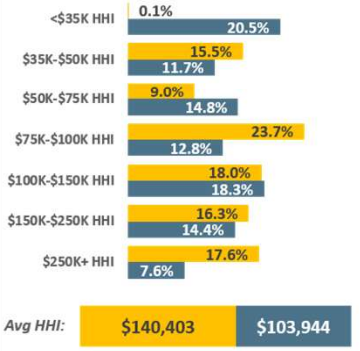
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

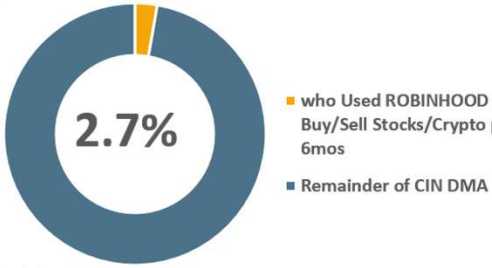
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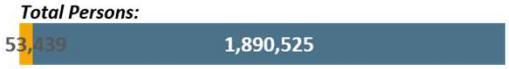
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



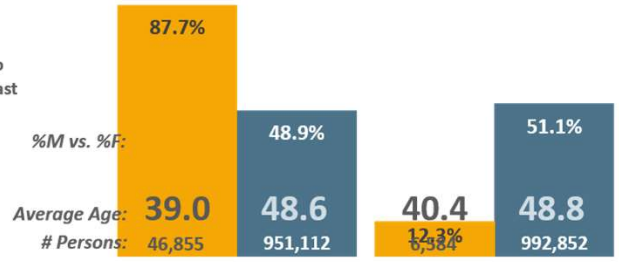
2.7% or 53,439 of CIN DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 39.1 years old (19.6% younger than average) and have a $131,719 (27.3% higher than average) annual household income.

Percent of Market: Adults 18 or older

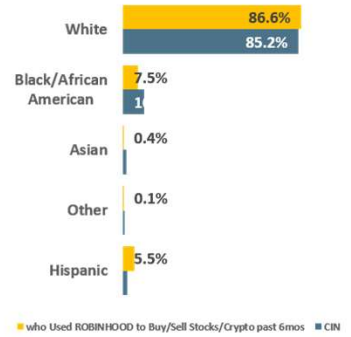




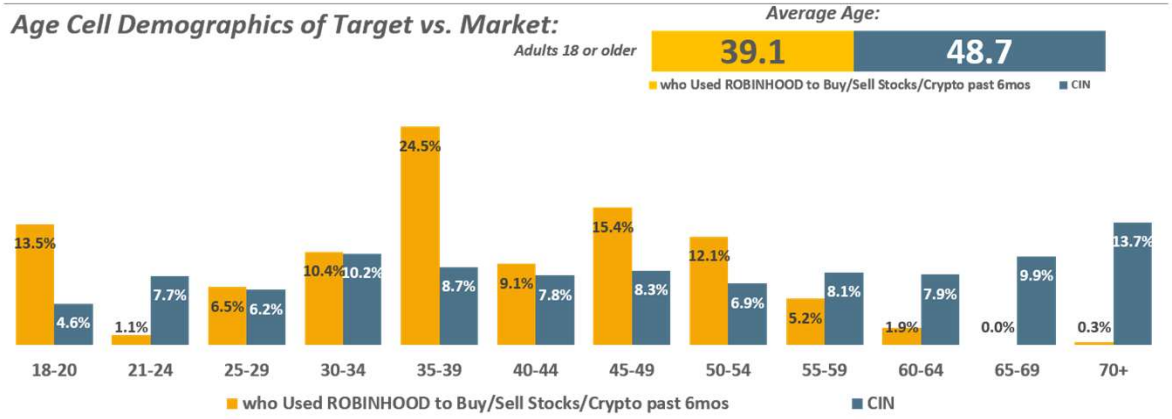
Gender of Target vs. Market: Adults 18 or older



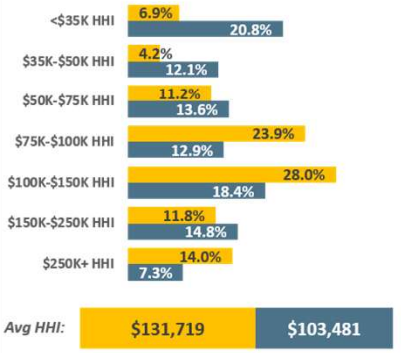
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



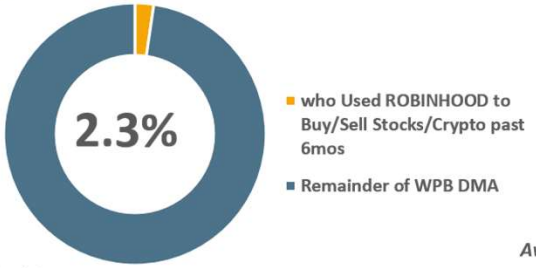
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

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2.3% or 45,735 of WPB DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 55. years old (2.9% older than average) and have a $130,071 (16.% higher than average) annual household income.

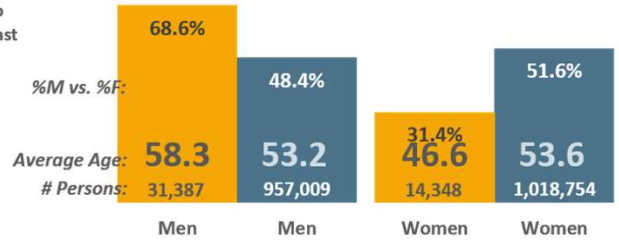
Percent of Market: Adults 18 or older



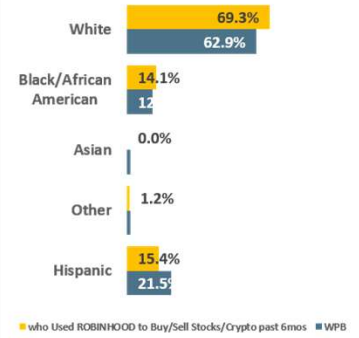
Total Persons:



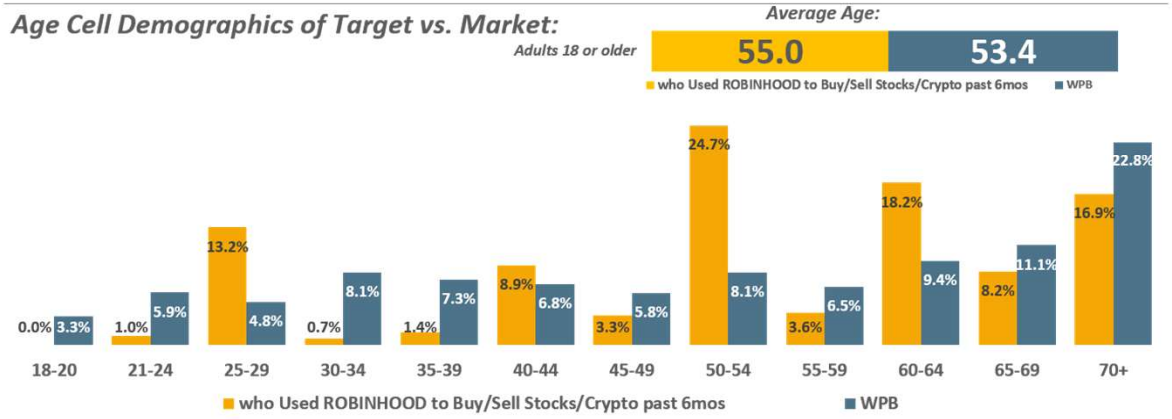
Gender of Target vs. Market: Adults 18 or older



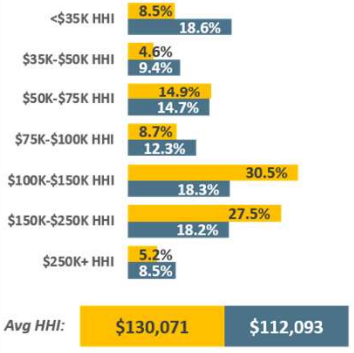
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

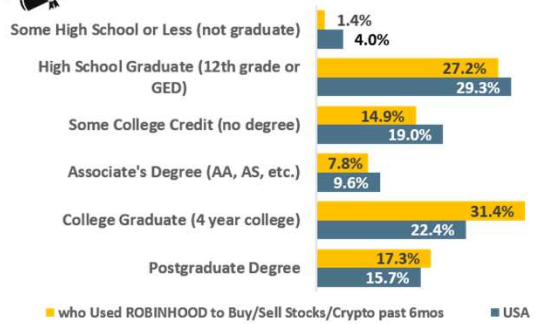
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

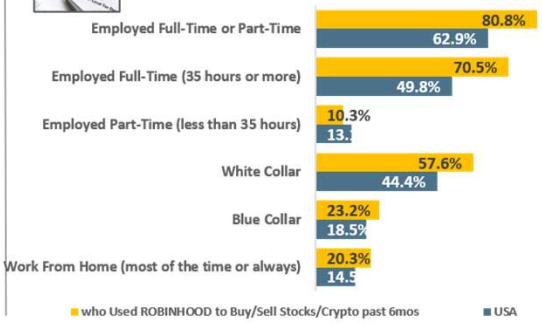


3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 27.6% more likely to be a college graduate, 41.5% more likely to work full-time, .3% more likely to be married, 21.7% more likely to be a parent of 1 or more children under 18.

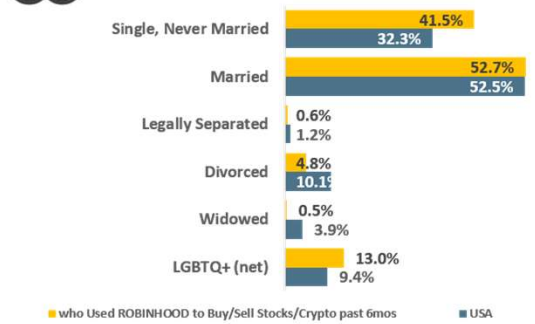
Education Levels: Adults 18 or older



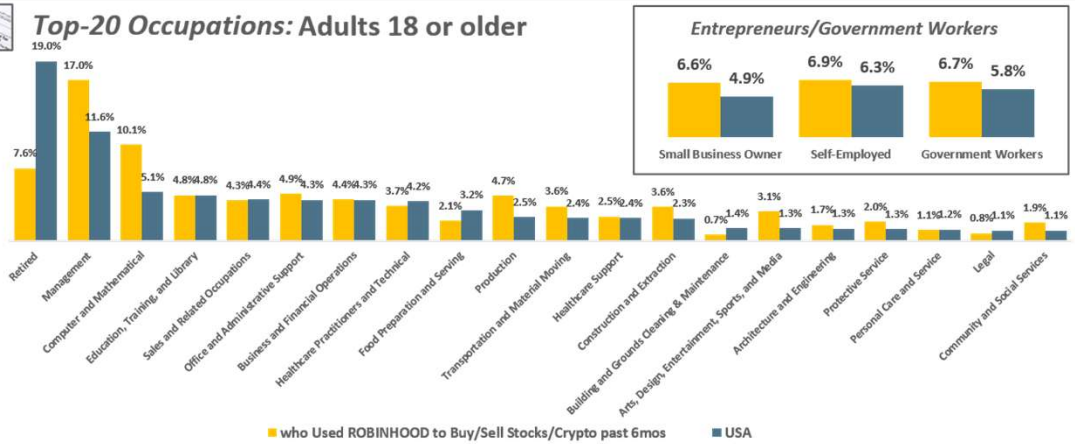
Employment: Adults 18 or older



Marital Status: Adults 18 or older

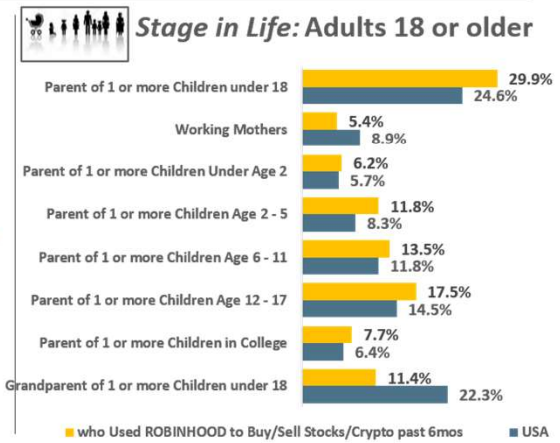


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



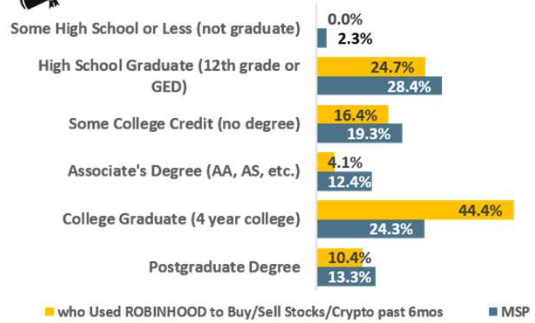
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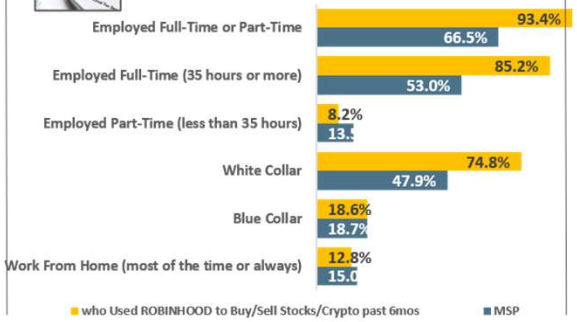


3.6% or 141,741 of MSP DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 45.8% more likely to be a college graduate, 60.6% more likely to work full-time, 15.5% more likely to be married, 105.7% more likely to be a parent of 1 or more children under 1

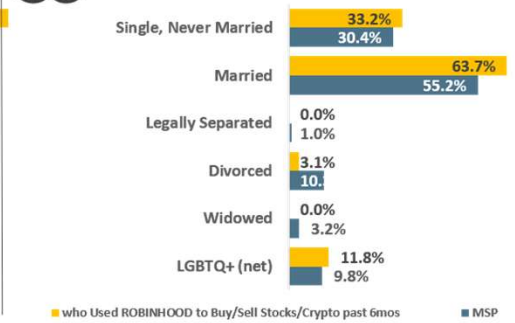
Education Levels: Adults 18 or older



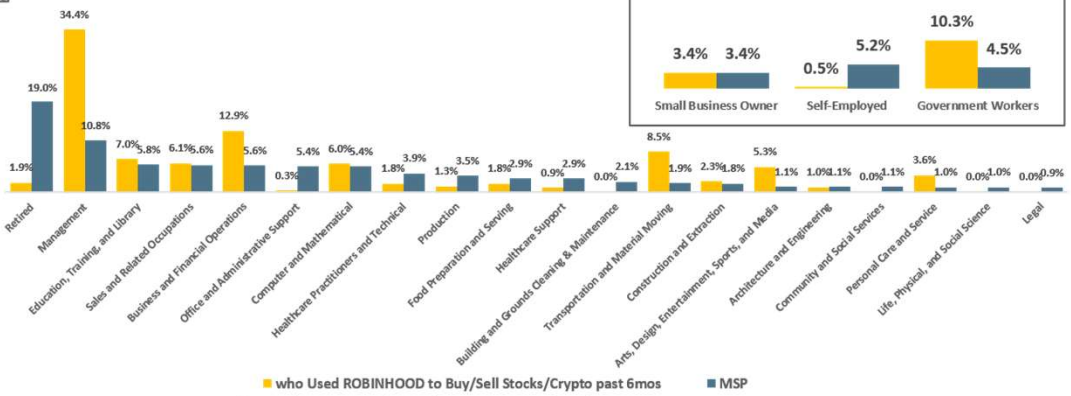
Employment: Adults 18 or older



Marital Status: Adults 18 or older

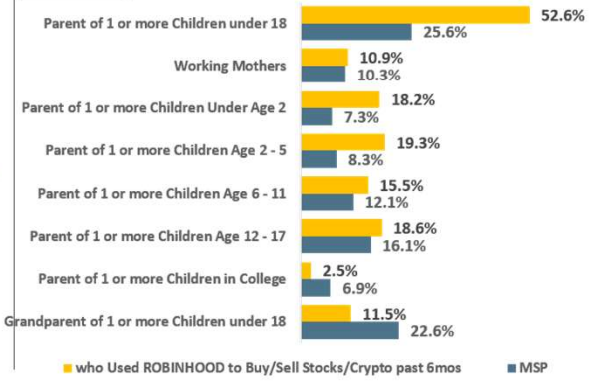


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



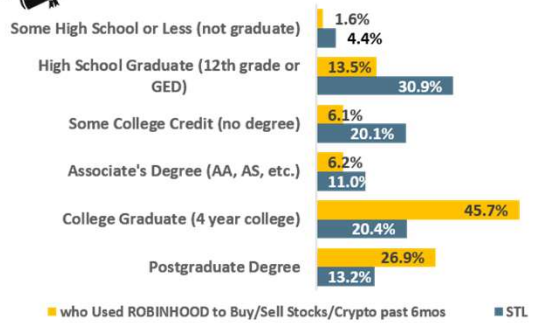
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

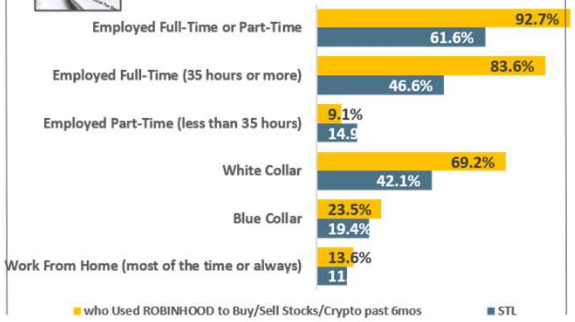


3.% or 75,371 of STL DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 116.2% more likely to be a college graduate, 79.2% more likely to work full-time, 18.6% more likely to be married, 86.1% more likely to be a parent of 1 or more children under 1

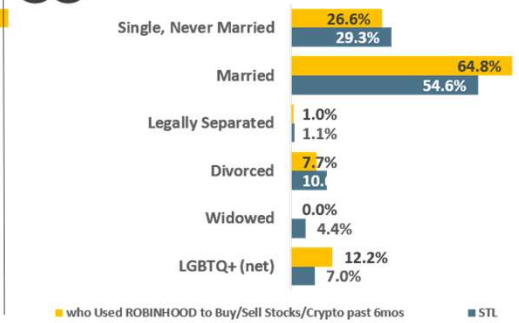
Education Levels: Adults 18 or older



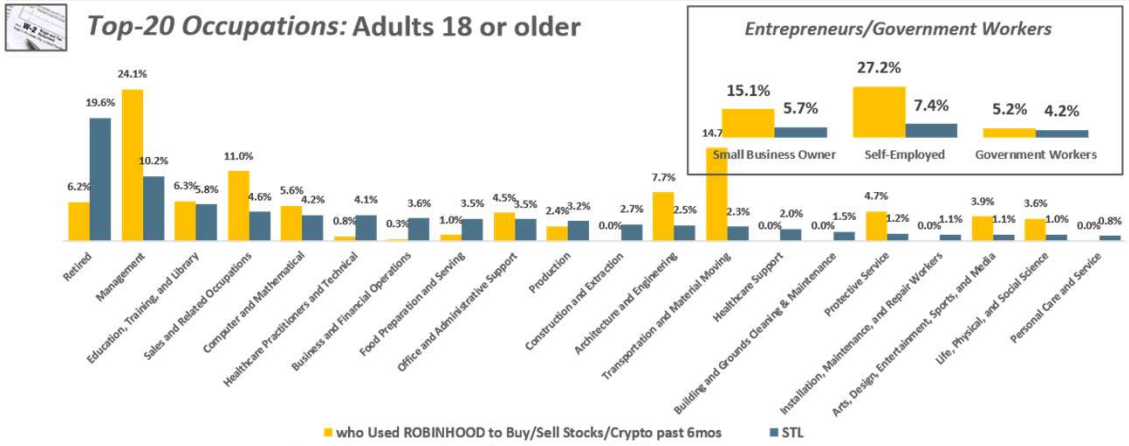
Employment: Adults 18 or older



Marital Status: Adults 18 or older

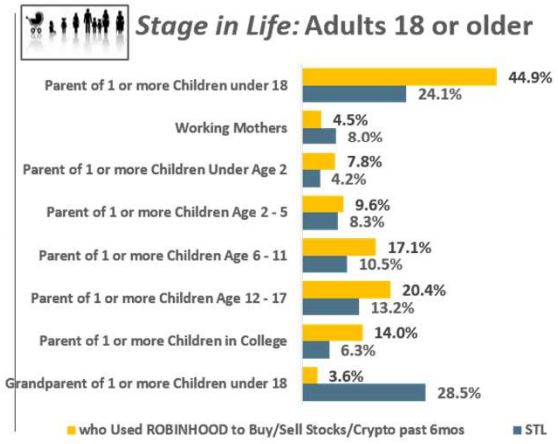


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

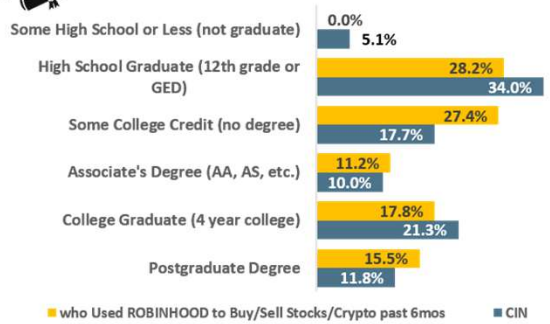
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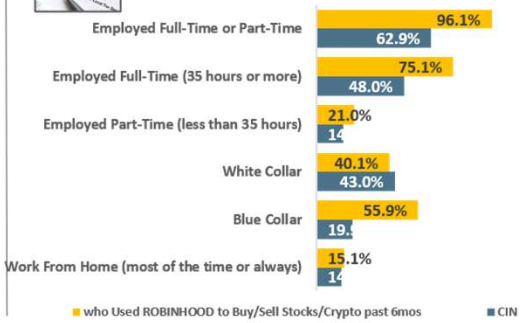


2.7% or 53,439 of CIN DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are .4% more likely to be a college graduate, 56.3% more likely to work full-time, .3% less likely to be married, 72.9% more likely to be a parent of 1 or more children under 18.

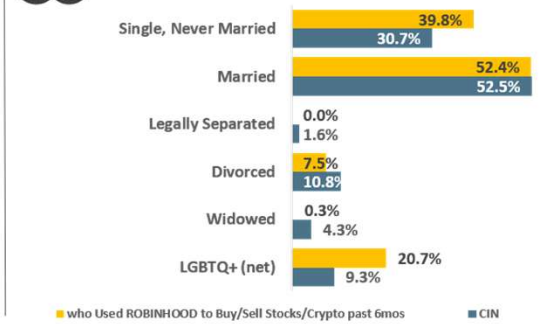
Education Levels: Adults 18 or older



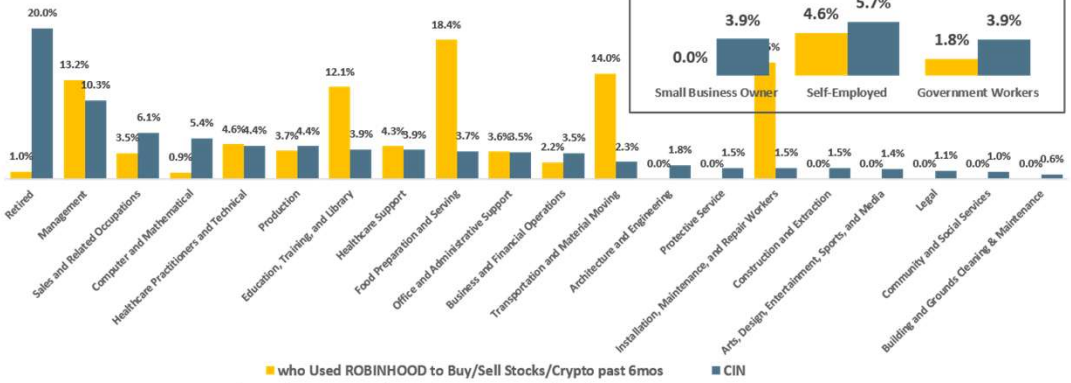
Employment: Adults 18 or older



Marital Status: Adults 18 or older

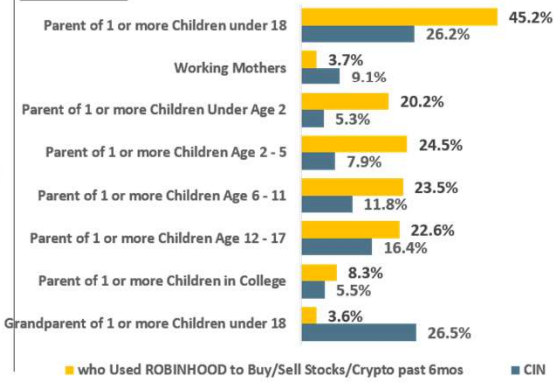


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



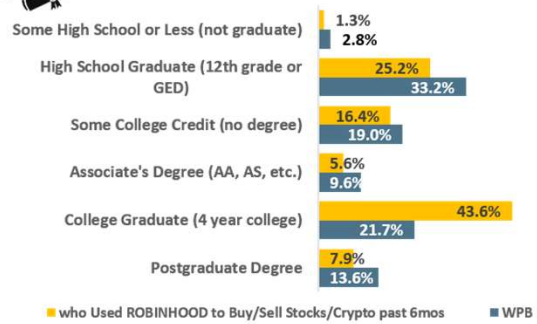
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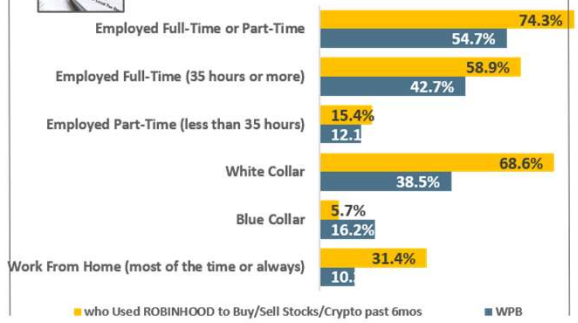


2.3% or 45,735 of WPB DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 45.8% more likely to be a college graduate, 37.9% more likely to work full-time, 29.% more likely to be married, 1.% more likely to be a parent of 1 or more children under 18.

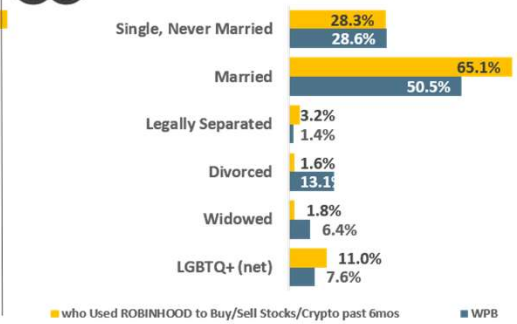
Education Levels: Adults 18 or older



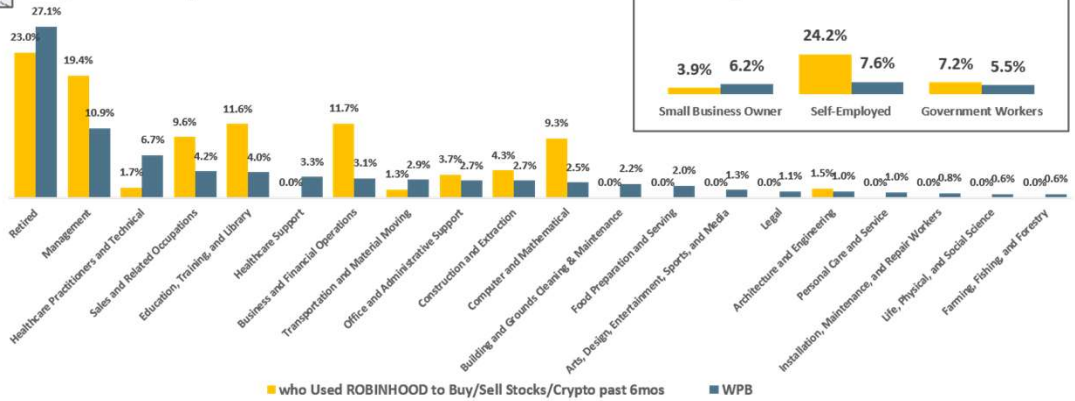
Employment: Adults 18 or older



Marital Status: Adults 18 or older

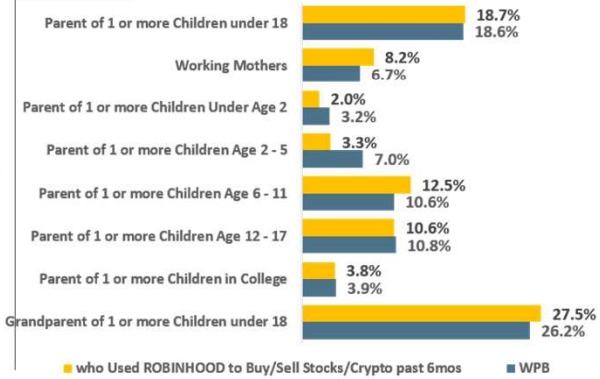


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



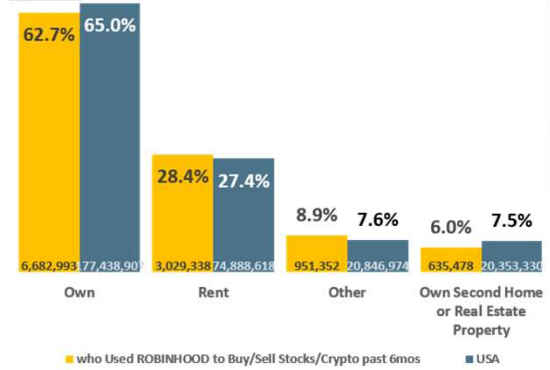
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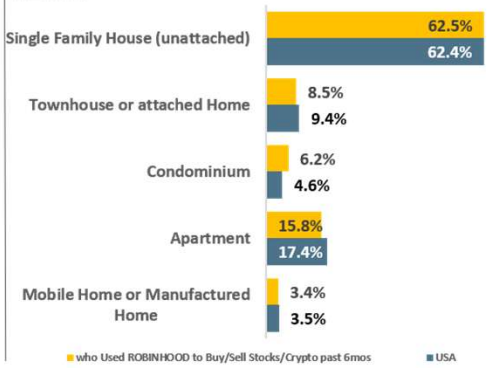


3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 3.5% less likely to own their home, 38.8% more likely to own a higher valued home, .2% more likely to have a single-family home, 8.6% more likely to have a dog.

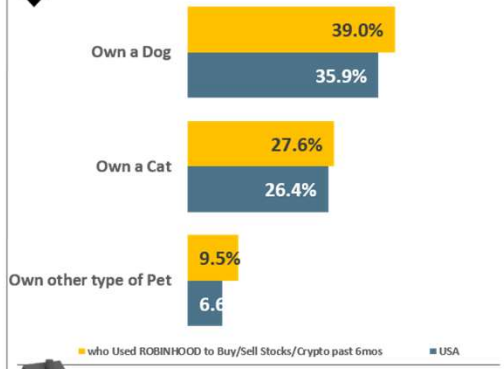
Own/Rent/Other: Adults 18 or older



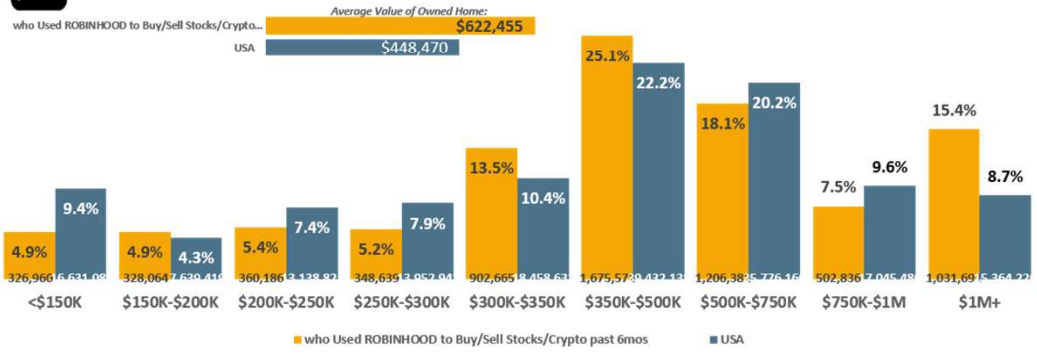
Type of Home: Adults 18 or older



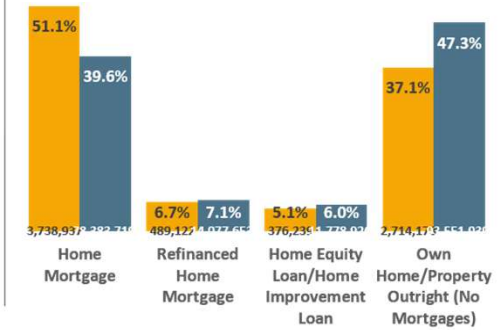
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

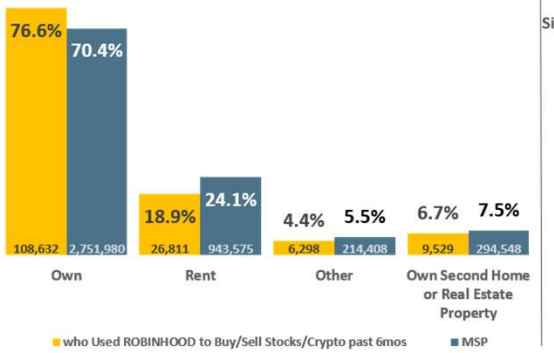
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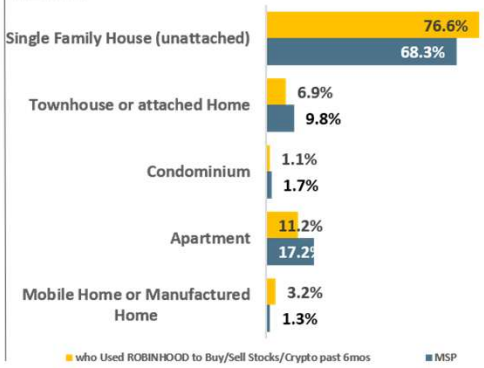


3.6% or 141,741 of MSP DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 8.9% more likely to own their home, 4.3% more likely to own a lower valued home, 12.1% more likely to have a single-family home, 35.3% more likely to have a dog.

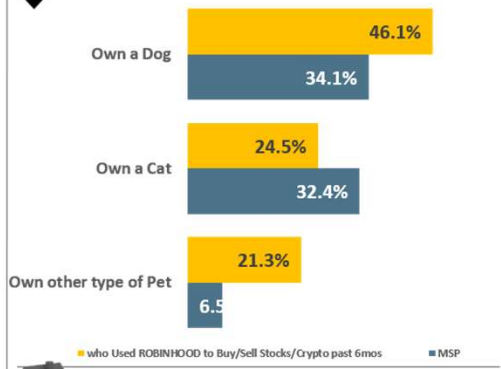
Own/Rent/Other: Adults 18 or older



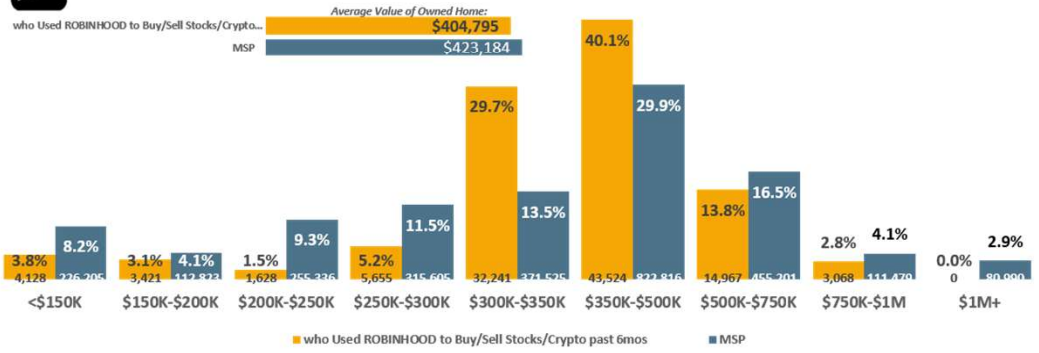
Type of Home: Adults 18 or older



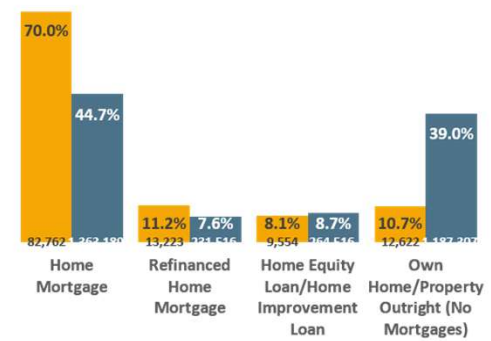
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



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

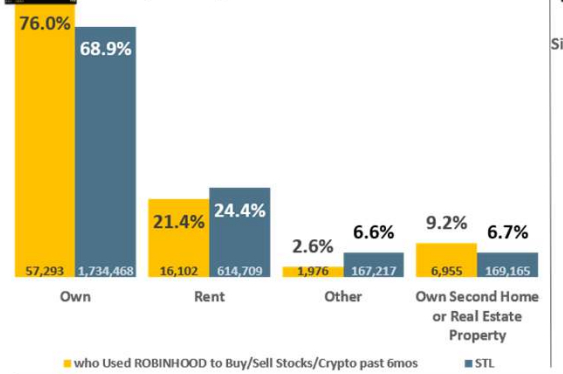
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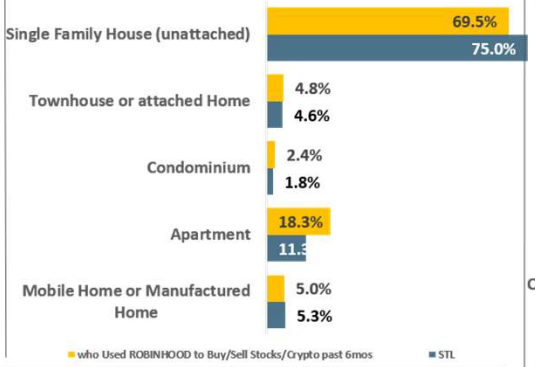


3.% or 75,371 of STL DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 10.3% more likely to own their home, 12.5% more likely to own a higher valued home, 7.3% less likely to have a single-family home, 5.1% less likely to have a dog.

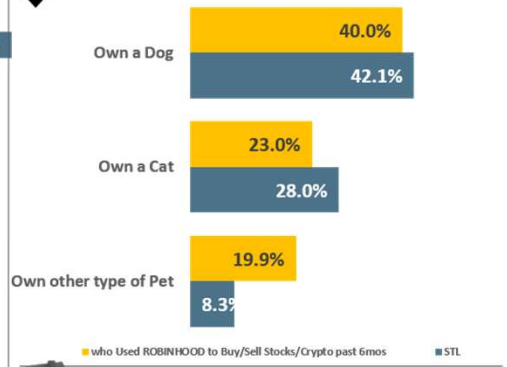
Own/Rent/Other: Adults 18 or older



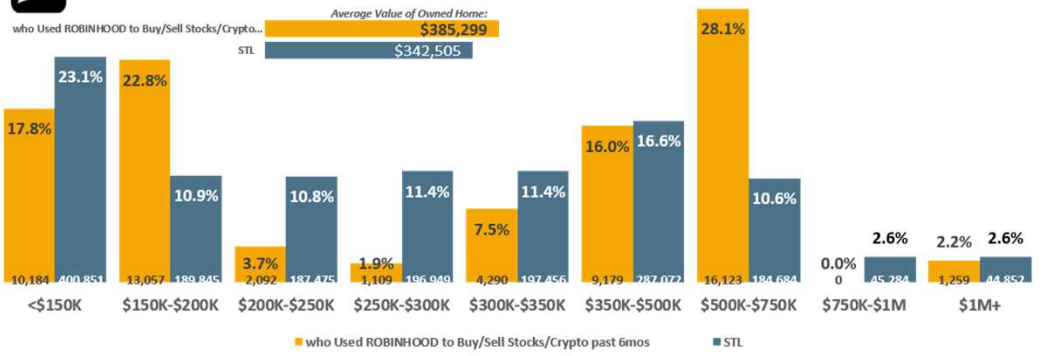
Type of Home: Adults 18 or older



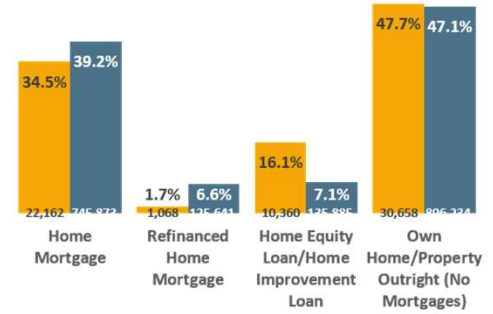
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



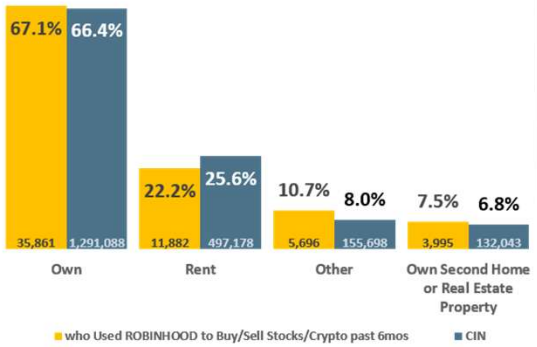
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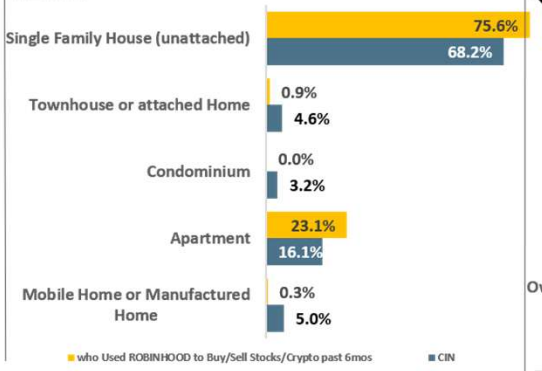


2.7% or 53,439 of CIN DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 1.% more likely to own their home, 7.4% more likely to own a higher valued home, 10.9% more likely to have a single-family home, 23.4% more likely to have a dog.

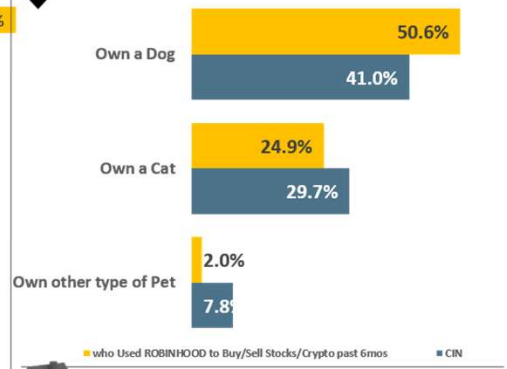
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



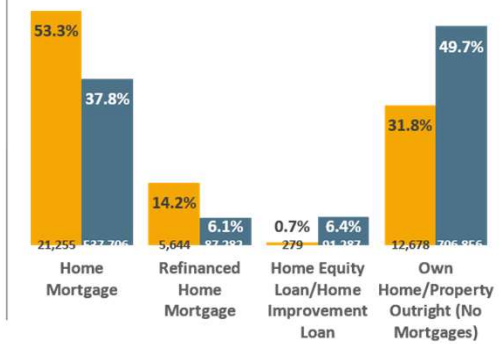
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



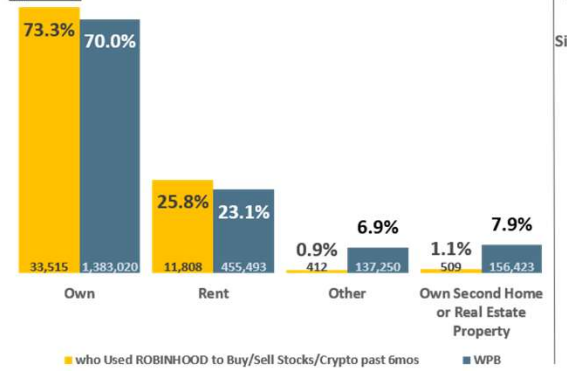
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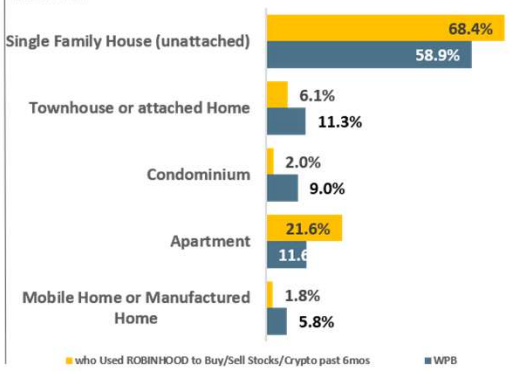


2.3% or 45,735 of WPB DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 4.7% more likely to own their home, 34.4% more likely to own a higher valued home, 16.1% more likely to have a single-family home, 3.4% more likely to have a dog.

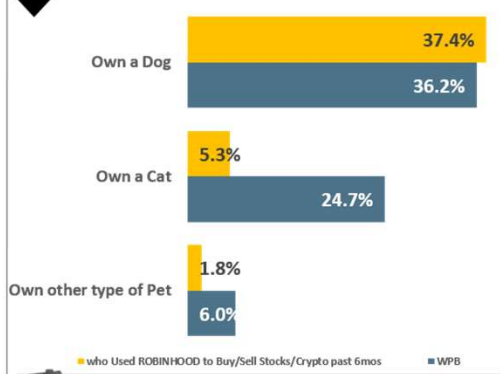
Own/Rent/Other: Adults 18 or older



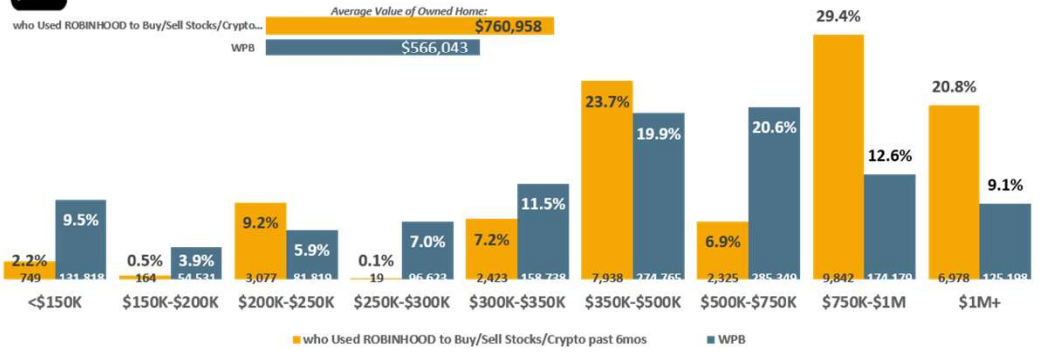
Type of Home: Adults 18 or older



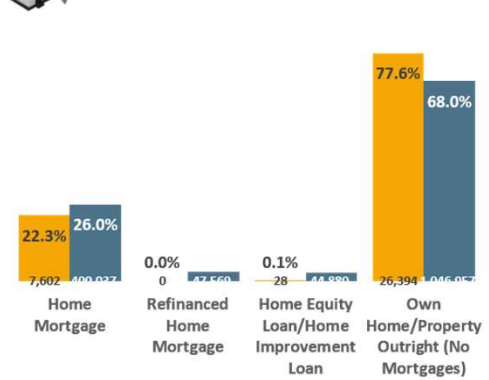
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

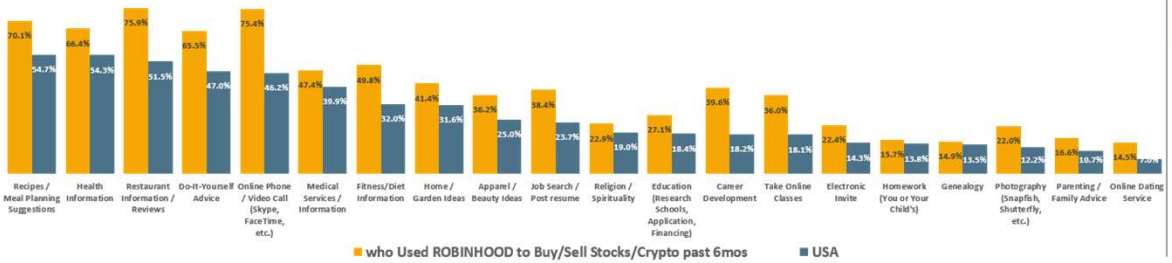
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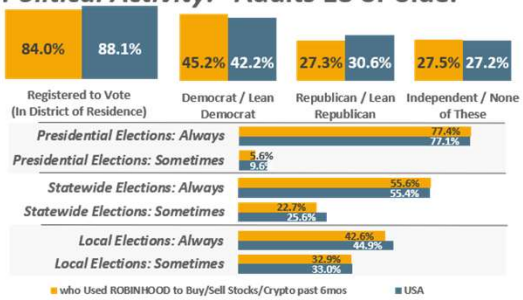


3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 39.3% more likely to look up D-I-Y advice online, 5.3% less likely to always vote in local elections, 16.5% more likely to belong to a gym, 7.4% more likely to fly domestic past

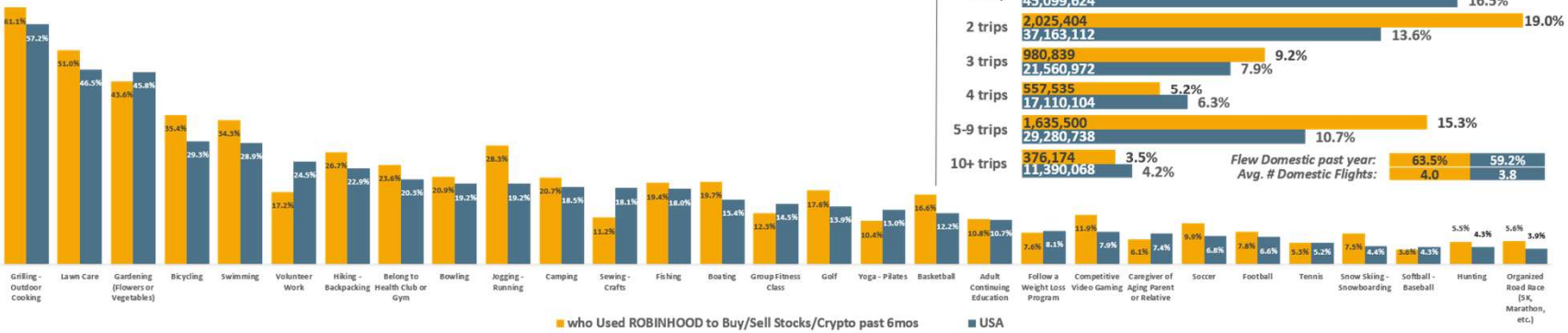
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

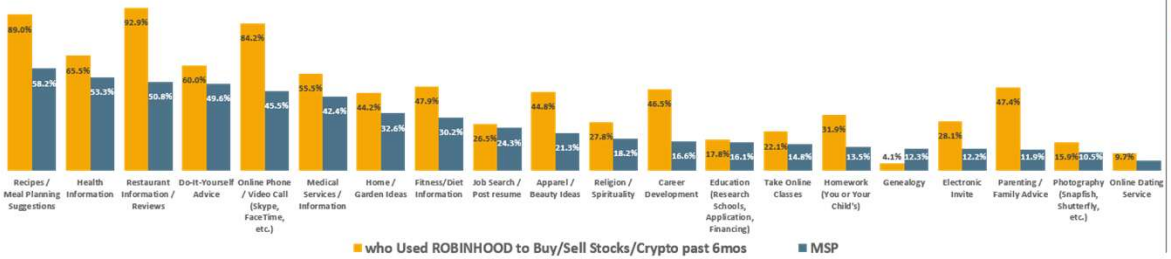
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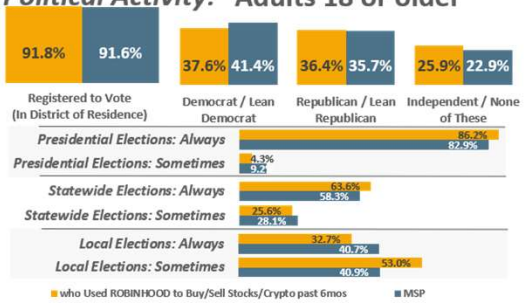


3.6% or 141,741 of MSP DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 21.% more likely to look up D-I-Y advice online, 19.7% less likely to always vote in local elections, .6% more likely to belong to a gym, 2.% less likely to fly domestic past yr

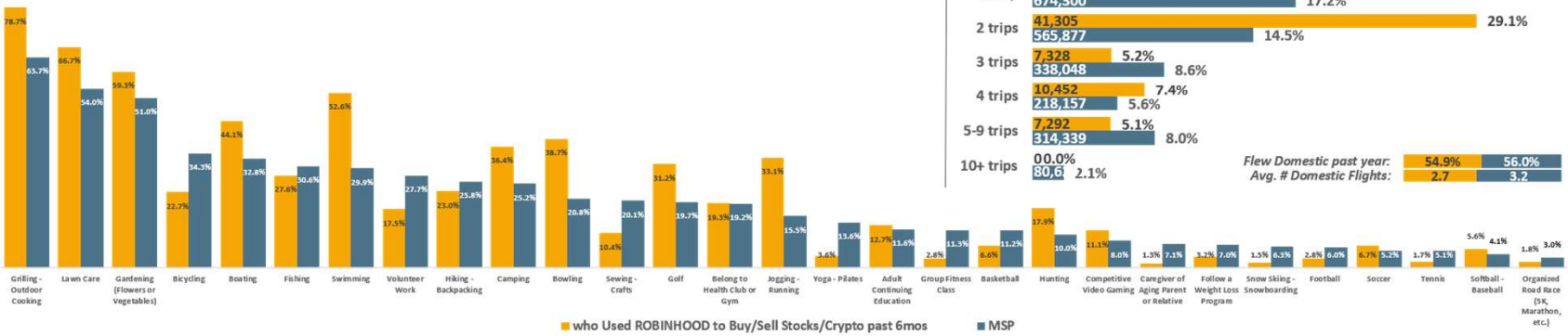
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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

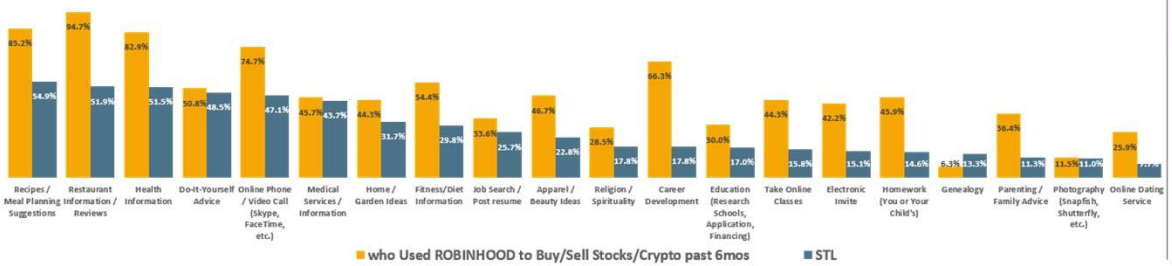
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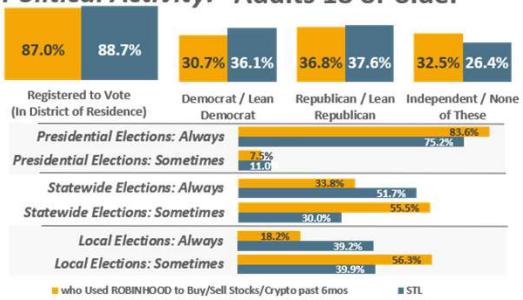


3.% or 75,371 of STL DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 4.8% more likely to look up D-I-Y advice online, 53.6% less likely to always vote in local elections, 19.1% less likely to belong to a gym, 40.1% more likely to fly domestic pas

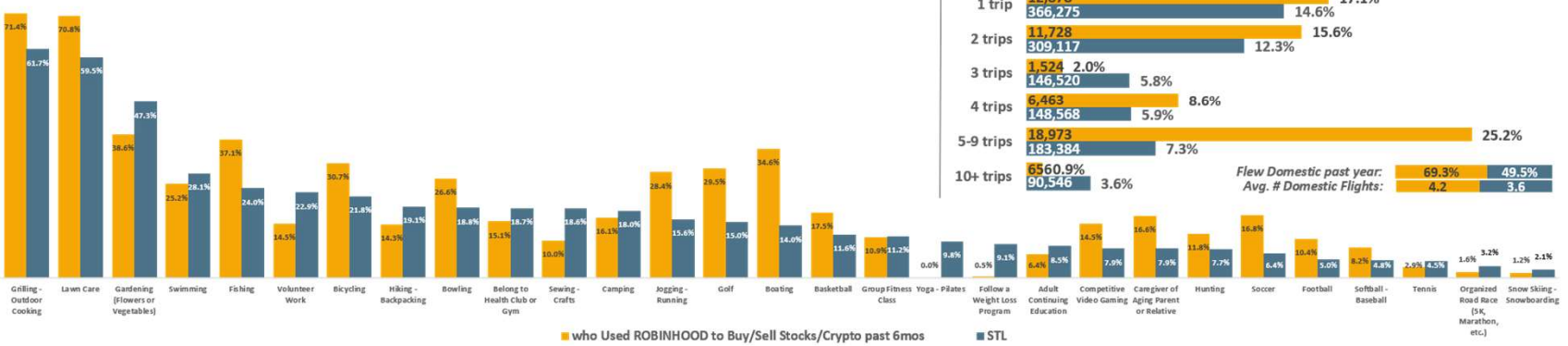
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

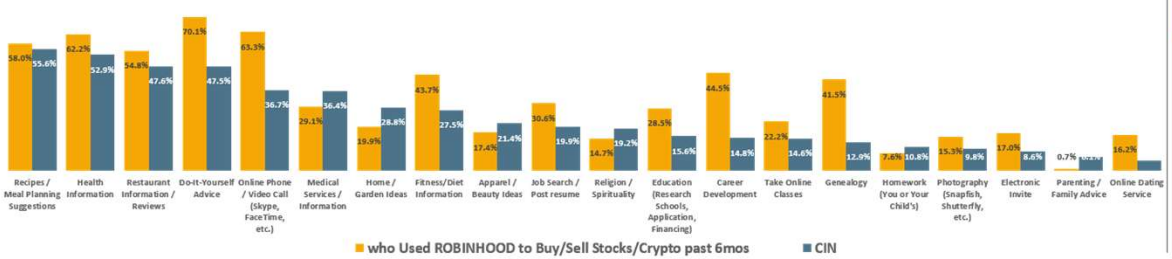
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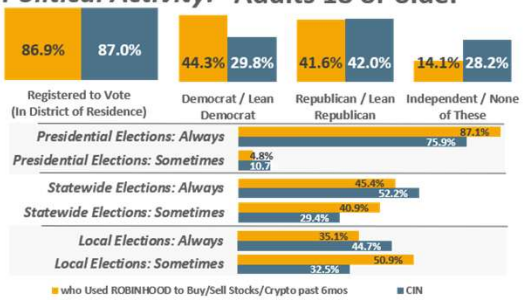


2.7% or 53,439 of CIN DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 47.5% more likely to look up D-I-Y advice online, 21.4% less likely to always vote in local elections, 11.% less likely to belong to a gym, 30.6% more likely to fly domestic pas

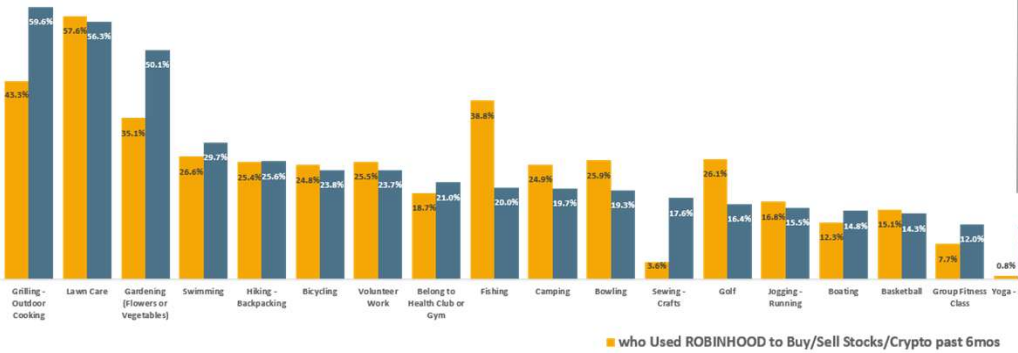
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



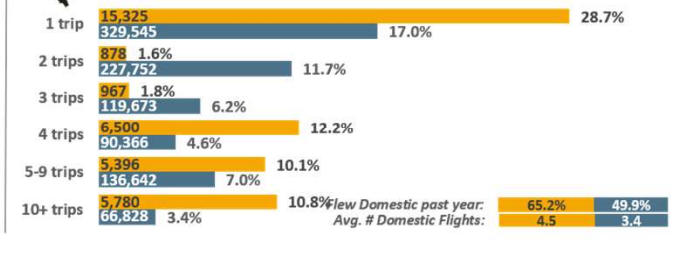
Political Activity: Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

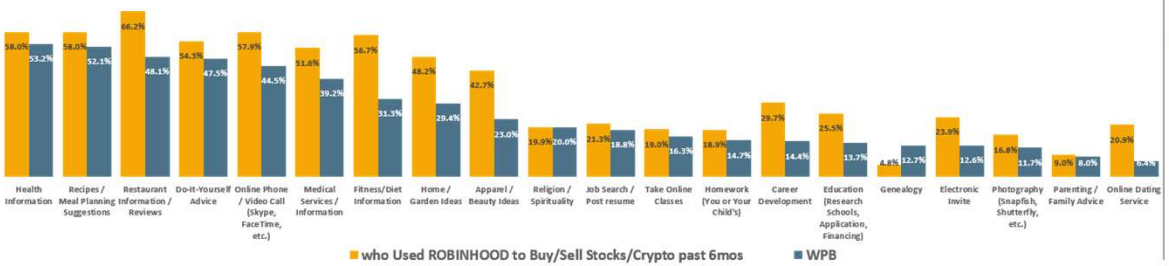
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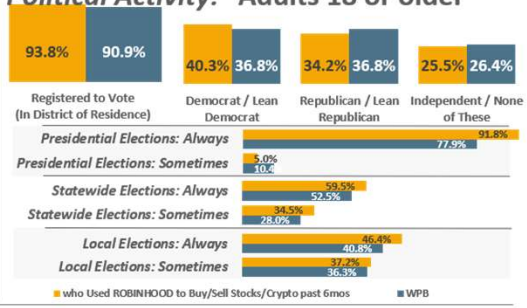


2.3% or 45,735 of WPB DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 14.3% more likely to look up D-I-Y advice online, 13.6% more likely to always vote in local elections, 10.% less likely to belong to a gym, 11.3% less likely to fly domestic pas

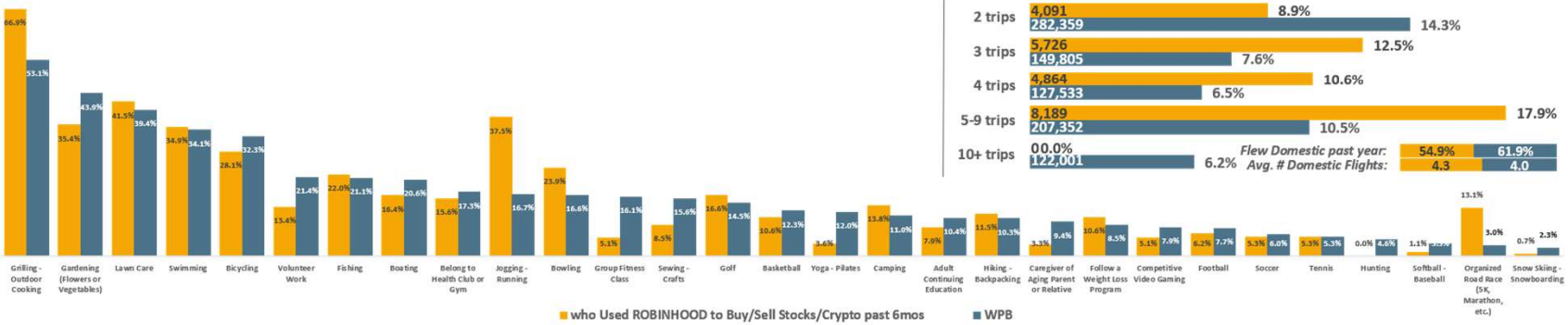
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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



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

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3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 4.6% more likely to use QSRs past mo., .7% more likely to use Sit-Down Restaurants past mo., 4.% less likely to use Casinos past yr., 23.9% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.1% 9,289,555 | 83.3% 227,574,5 93

Avg. Monthly QSR Meals: 6.1 | 5.7

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



Total Monthly Sit-Down Restaurant Users: 71.8% 7,658,083 | 71.3% 194,776,7 54

Avg. Monthly Sit-Down Restaurant Meals: 4.0 | 3.6

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 Used ROBINHOOD to Buy/Sell Stocks/Crypto past... 3,231,678 30.3%

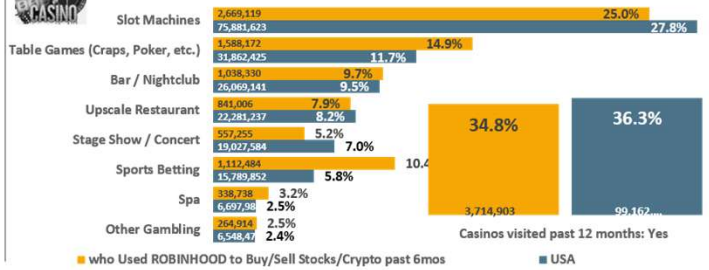
USA 54,570,40 1 20.0%

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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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3.6% or 141,741 of MSP DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 7.7% more likely to use QSRs past mo., 17.3% more likely to use Sit-Down Restaurants past mo., 10.3% more likely to use Casinos past yr., 69.9% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 90.6% 84.1% 128,433 3,289,281

Avg. Monthly QSR Meals: 6.7 5.2

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



Total Monthly Sit-Down Restaurant Users: 84.4% 71.9% 119,613 2,812,709

Avg. Monthly Sit-Down Restaurant Meals: 3.2 3.1

Top-10 Cuisines: Adults 18 or older

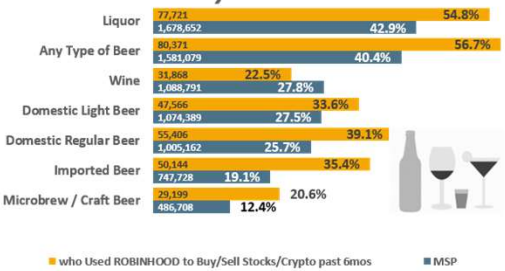
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

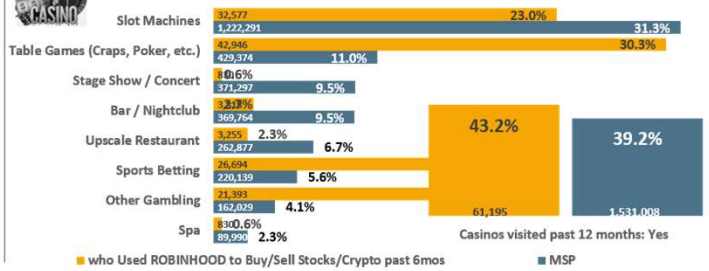
who Used ROBINHOOD to Buy/Sell Stocks/Crypto past...	19,202	13.5%
MSP	518,071	13.3%

Drank Past 30-days: Adults 18 or older



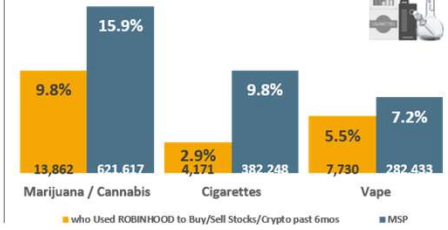
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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3.% or 75,371 of STL DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 9.4% more likely to use QSRs past mo., 6.8% less likely to use Sit-Down Restaurants past mo., 9.9% less likely to use Casinos past yr., 49.% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 94.7% 71,411 | 86.6% 2,179,523

Avg. Monthly QSR Meals: 7.4 | 6.0

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



Total Monthly Sit-Down Restaurant Users: 68.4% 51,529 | 73.3% 1,845,216

Avg. Monthly Sit-Down Restaurant Meals: 4.9 | 3.6

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 Used ROBINHOOD to Buy/Sell Stocks/Crypto past... 24,842 33.0%

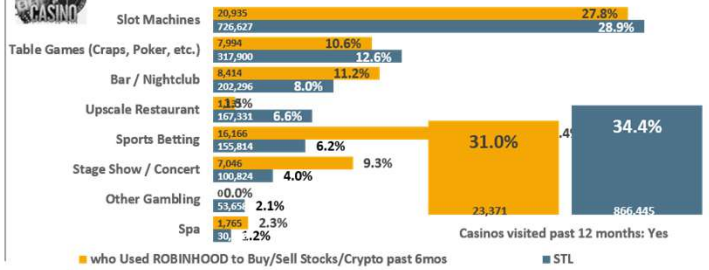
STL 429,308 17.1%

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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2.7% or 53,439 of CIN DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are .1% more likely to use QSRs past mo., 7.2% more likely to use Sit-Down Restaurants past mo., 4.7% less likely to use Casinos past yr., 21.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:



Avg. Monthly QSR Meals:

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



Total Monthly Sit-Down Restaurant Users:



Avg. Monthly Sit-Down Restaurant Meals:



Top-10 Cuisines: Adults 18 or older

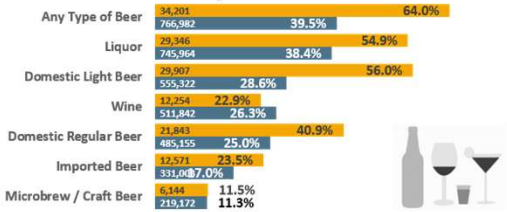
(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

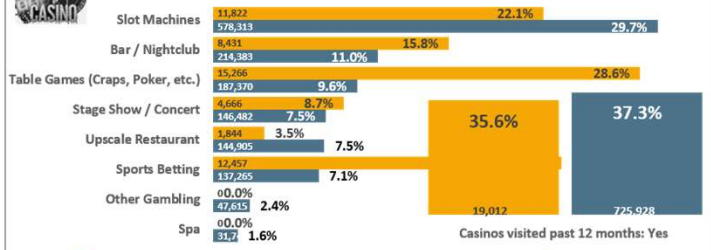


Drank Past 30-days: Adults 18 or older



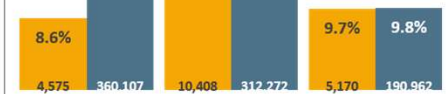
Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older





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2.3% or 45,735 of WPB DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 7.1% less likely to use QSRs past mo., 18.6% more likely to use Sit-Down Restaurants past mo., 33.% more likely to use Casinos past yr., 60.6% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 73.8% 33,765 | 79.5% 1,570,004

Avg. Monthly QSR Meals: 5.7 | 5.5

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



Total Monthly Sit-Down Restaurant Users: 85.6% 39,127 | 72.1% 1,425,366

Avg. Monthly Sit-Down Restaurant Meals: 5.0 | 4.3

Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



Used Restaurant Delivery Service Past 30-days (Grubhub, Uber Eats, etc.)

who Used ROBINHOOD to Buy/Sell Stocks/Crypto past... 15,358 33.6%

WPB 422,952 21.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older



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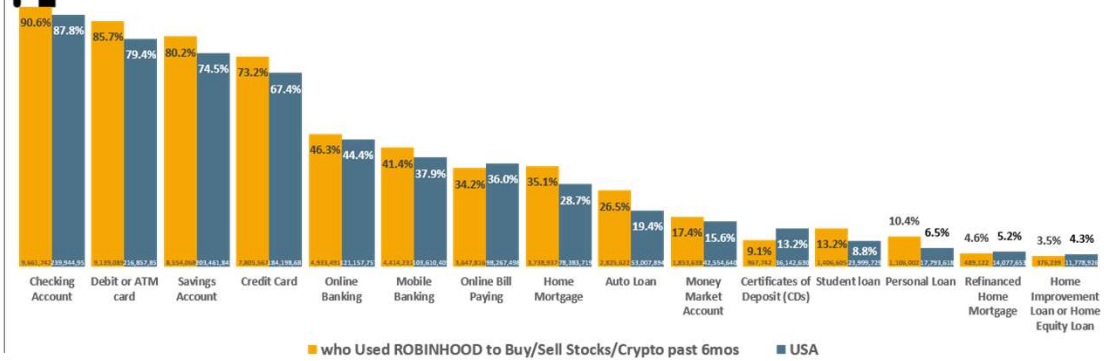


3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 32.% more likely to have a 401K, 36.6% more likely to have an Auto Loan, 45.2% more likely to Invest/Trade Stocks Online, 13.7% less likely to pay with their Debit Card.

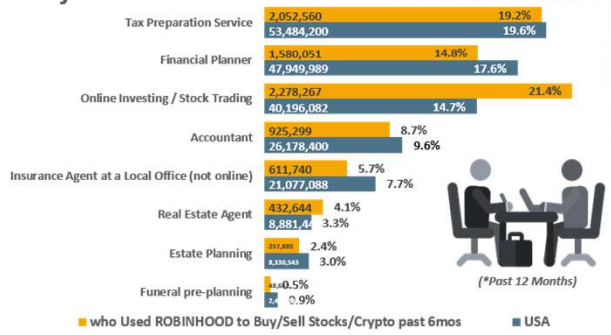
Investments Owned: Adults 18 or older



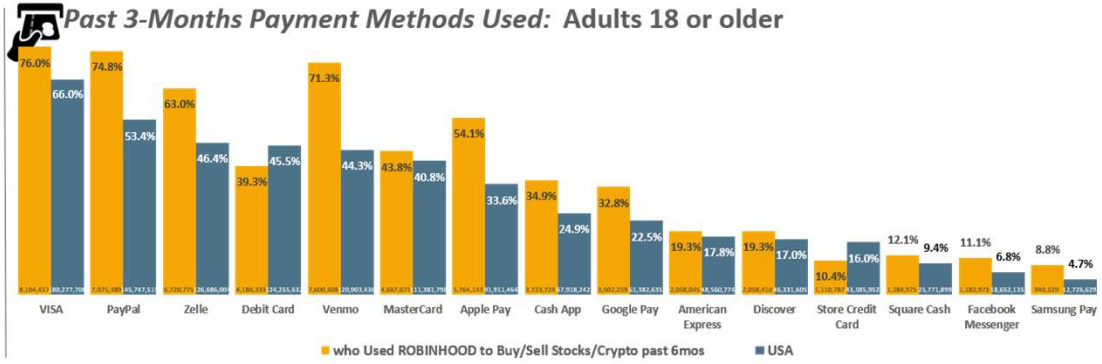
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

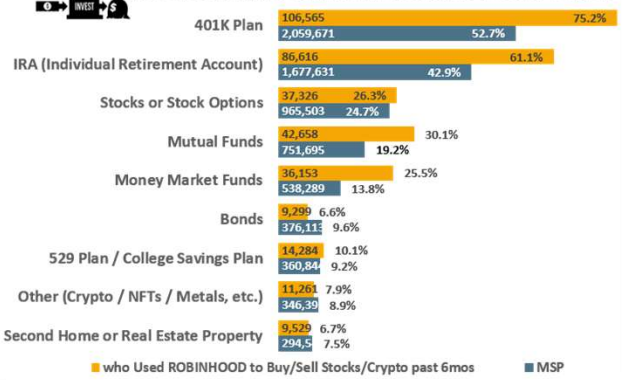
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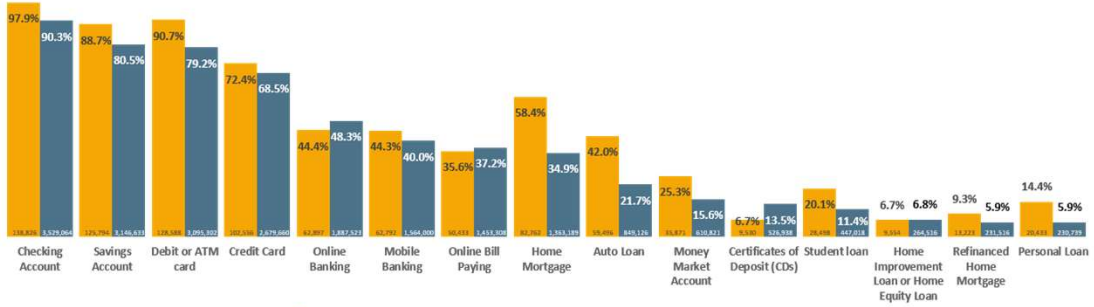


3.6% or 141,741 of MSP DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 42.7% more likely to have a 401K, 93.3% more likely to have an Auto Loan, 49.% more likely to Invest/Trade Stocks Online, 6.3% less likely to pay with their Debit Card.

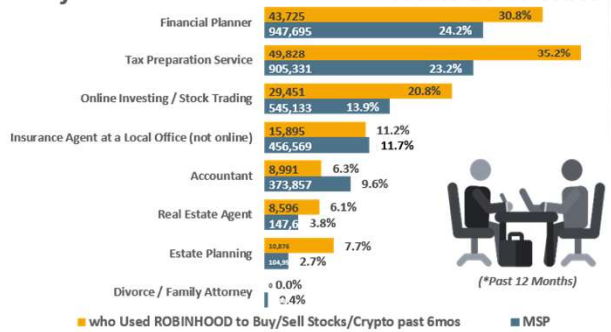
Investments Owned: Adults 18 or older



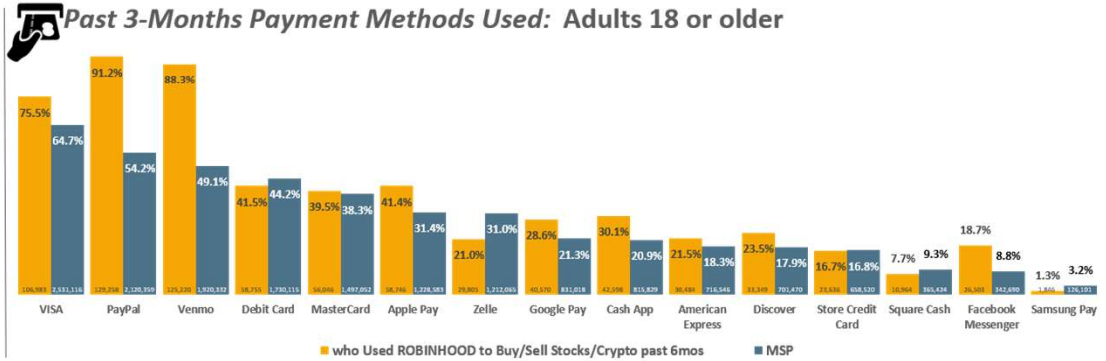
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



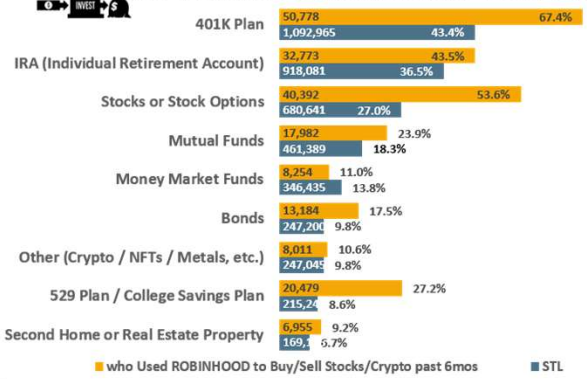
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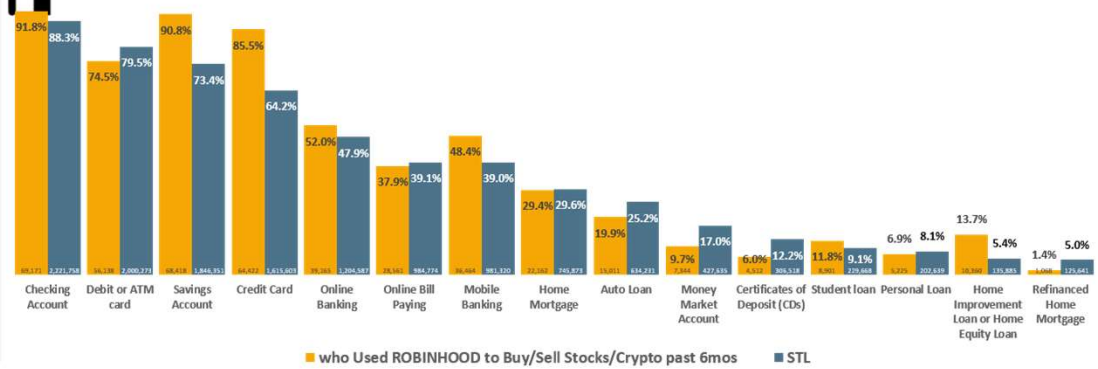


3.% or 75,371 of STL DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 55.1% more likely to have a 401K, 21.% less likely to have an Auto Loan, 136.4% more likely to Invest/Trade Stocks Online, 40.8% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



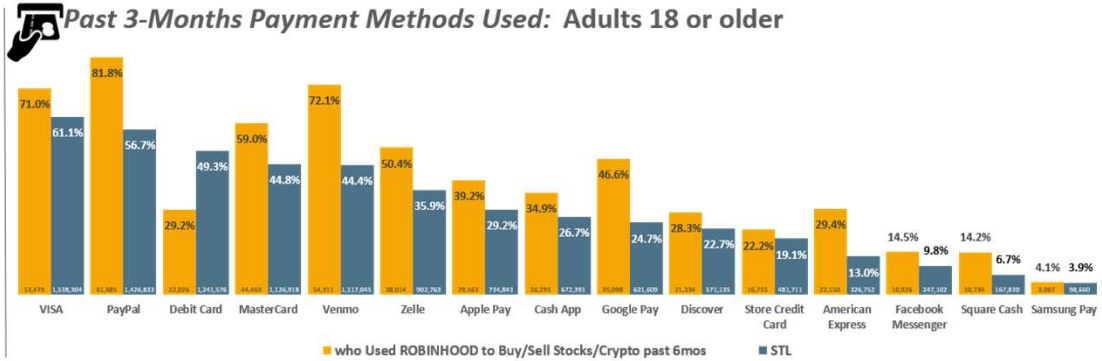
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

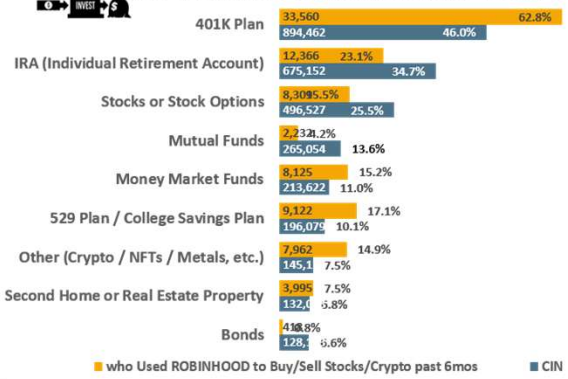
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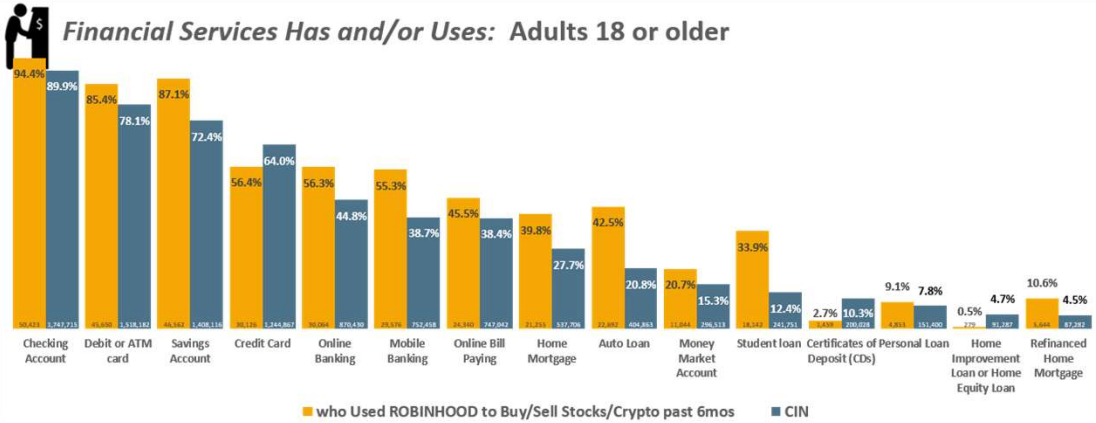


2.7% or 53,439 of CIN DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 36.5% more likely to have a 401K, 103.9% more likely to have an Auto Loan, 71.8% more likely to Invest/Trade Stocks Online, 38.5% less likely to pay with their Debit Card.

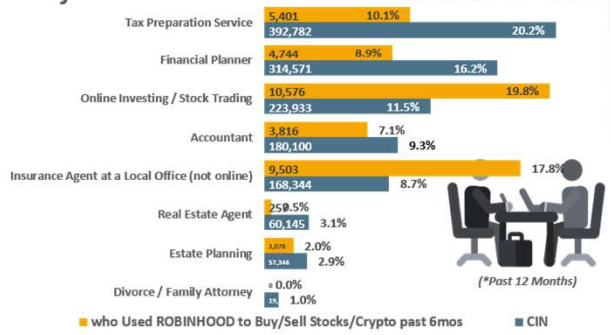
Investments Owned: Adults 18 or older



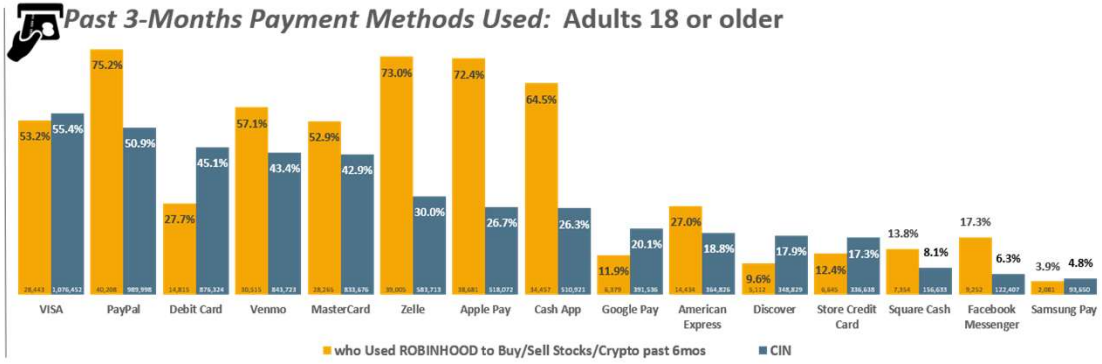
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



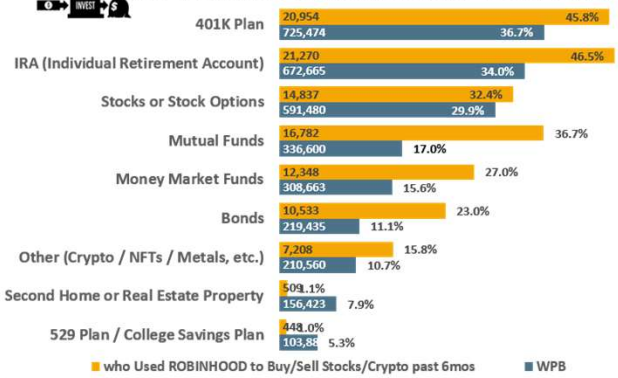
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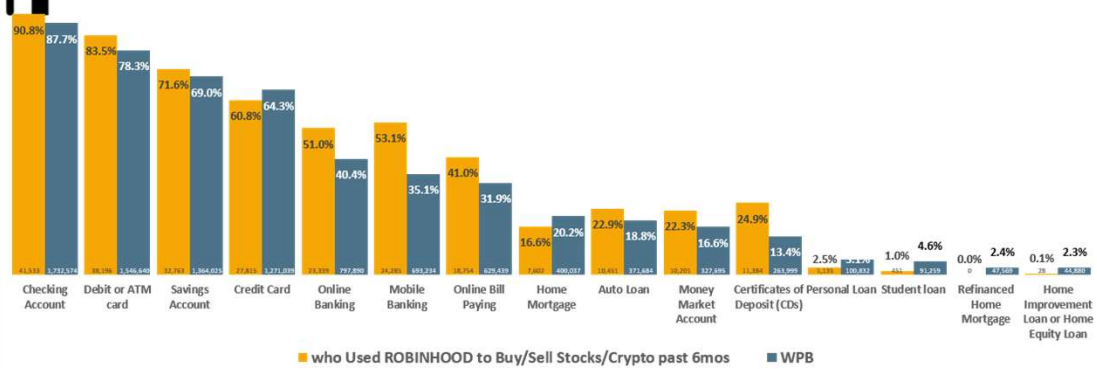


2.3% or 45,735 of WPB DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 24.8% more likely to have a 401K, 21.5% more likely to have an Auto Loan, 23.5% more likely to Invest/Trade Stocks Online, 24.5% less likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



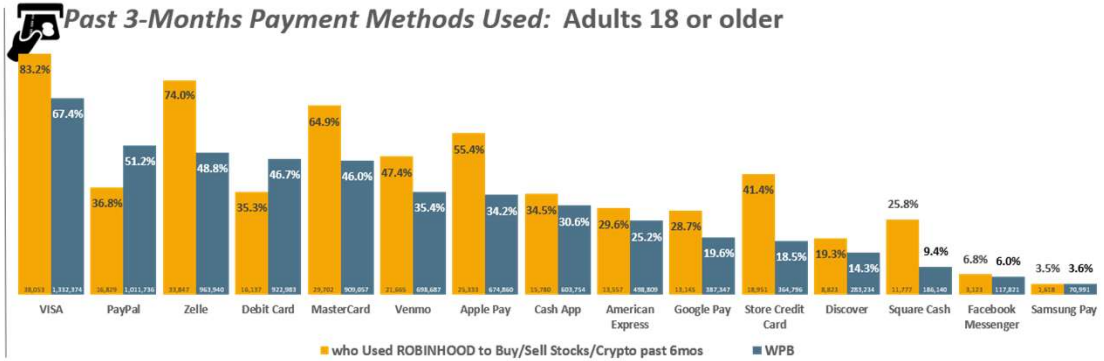
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



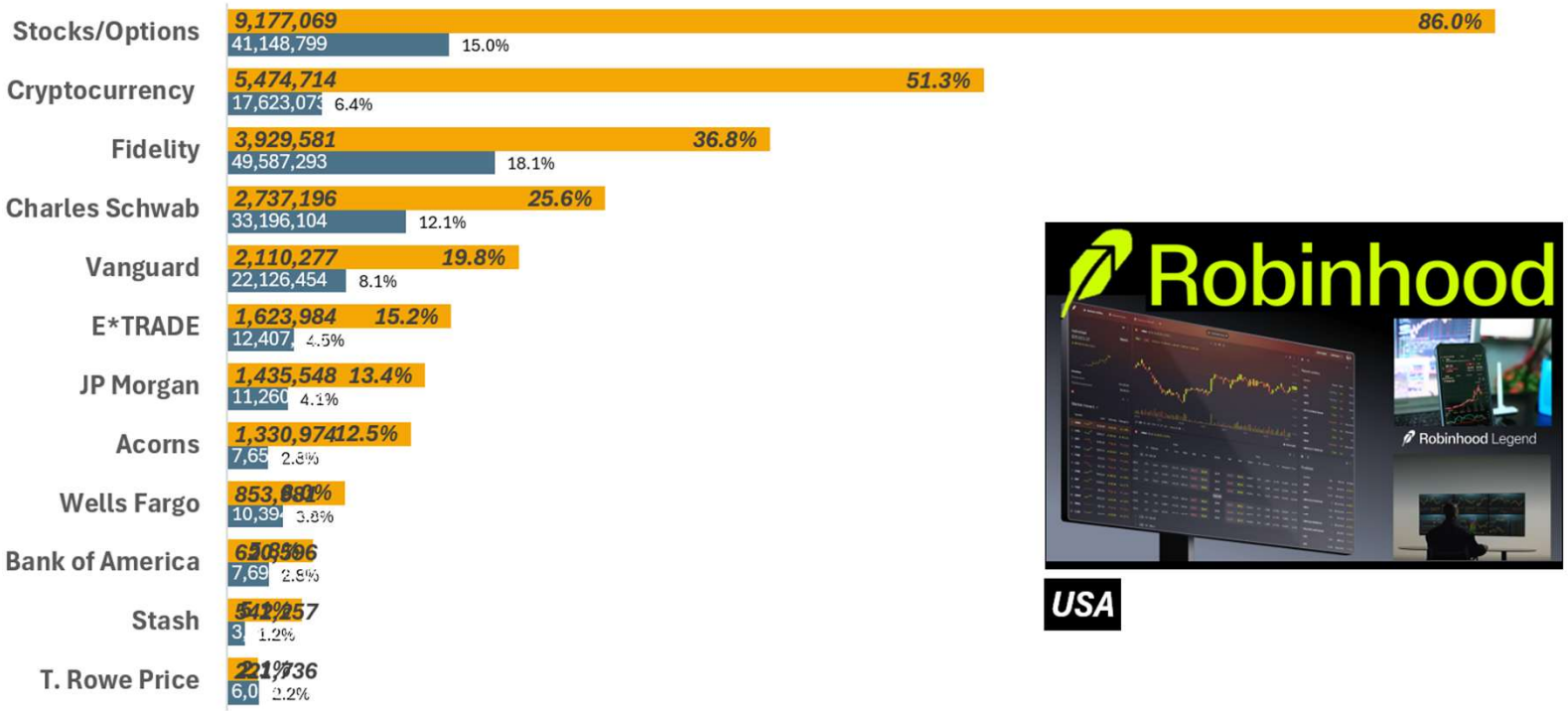
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"% Using for Stocks, Crypto, Using Competitors"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (% Using for Stocks, Crypto, Using Competitors)



charles SCHWAB

E*TRADE from Morgan Stanley

USA

USA DMA Scarborough R2 2026: Feb25-Jul26 Qual Intab: 797

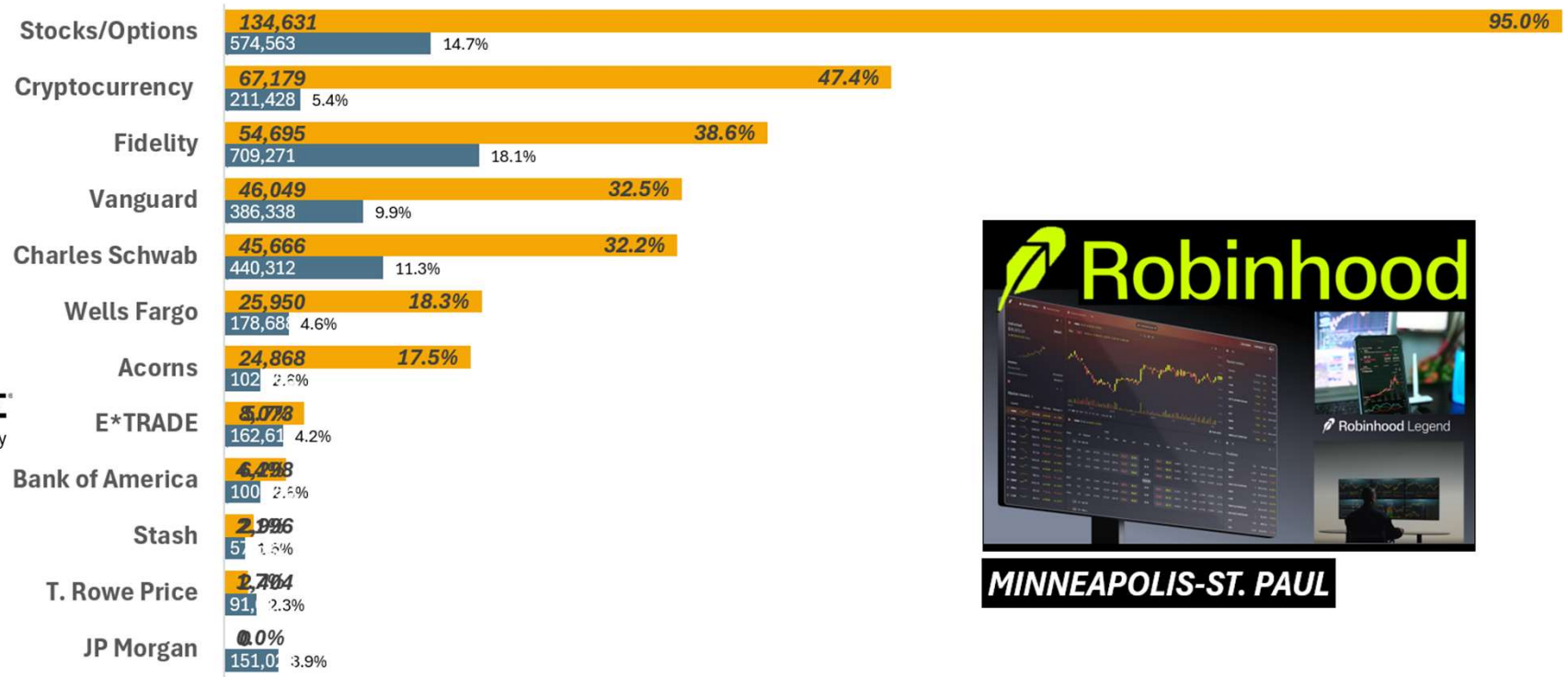
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"% Using for Stocks, Crypto, Using Competitors"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (% Using for Stocks, Crypto, Using Competitors)



MINNEAPOLIS-ST. PAUL

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 56

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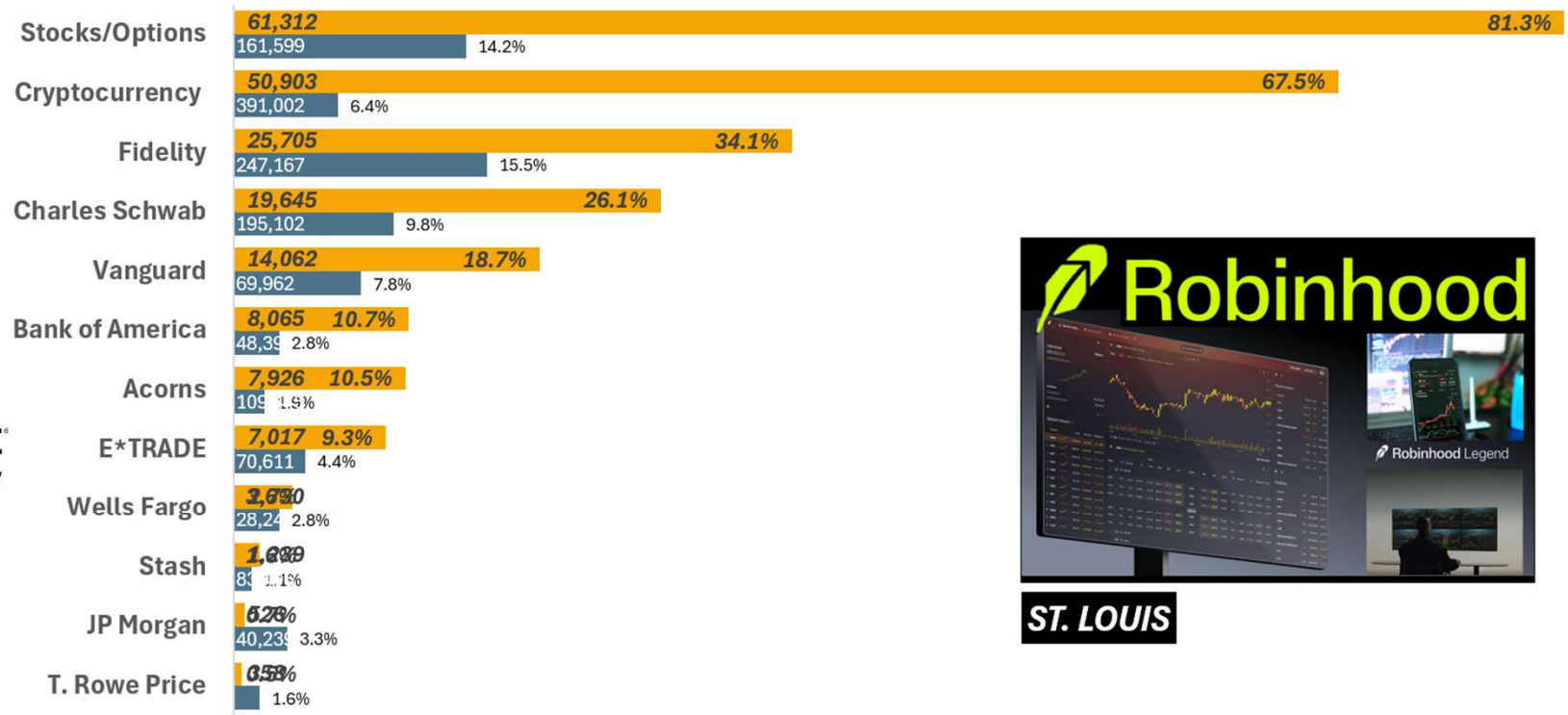
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"% Using for Stocks, Crypto, Using Competitors"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (% Using for Stocks, Crypto, Using Competitors)



charles SCHWAB

E*TRADE from Morgan Stanley

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 48

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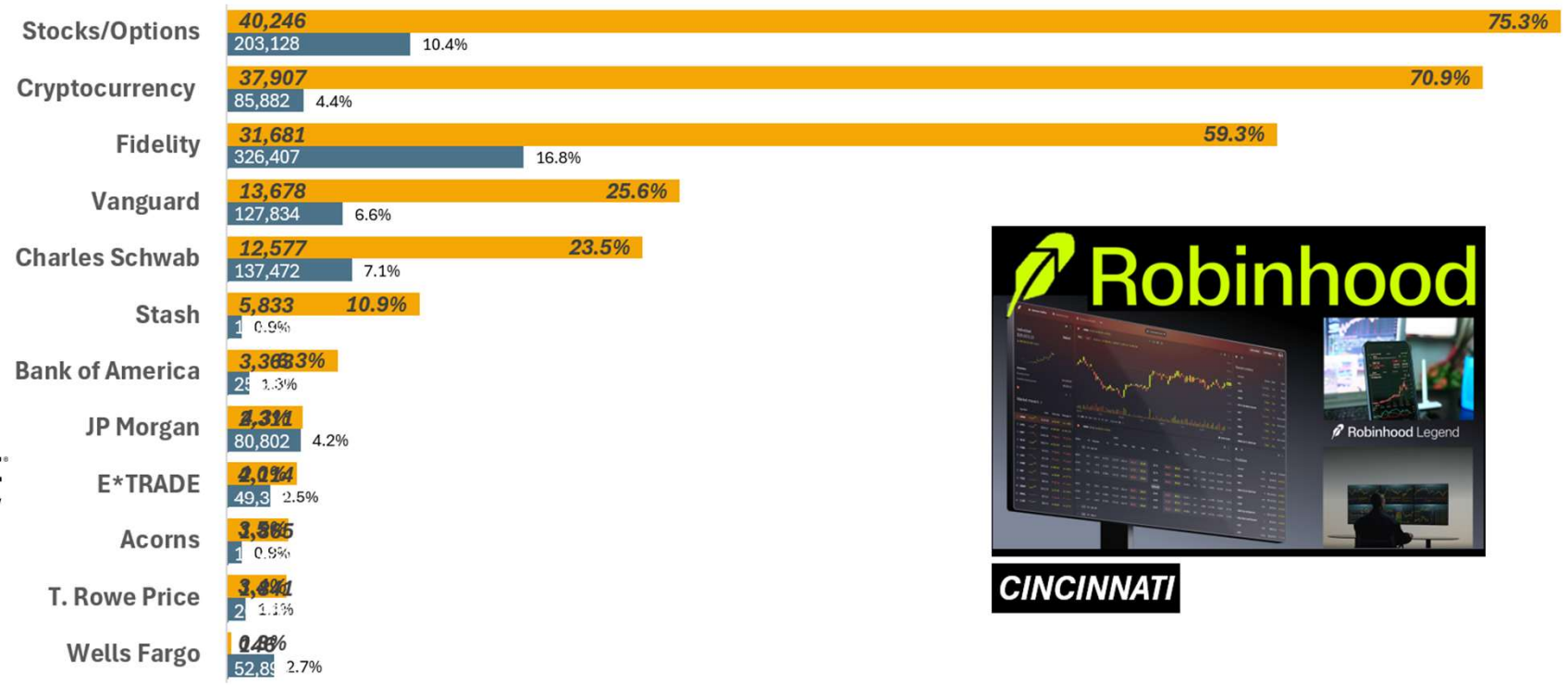
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"% Using for Stocks, Crypto, Using Competitors"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (% Using for Stocks, Crypto, Using Competitors)



charles SCHWAB

E*TRADE from Morgan Stanley

CINCINNATI

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 46

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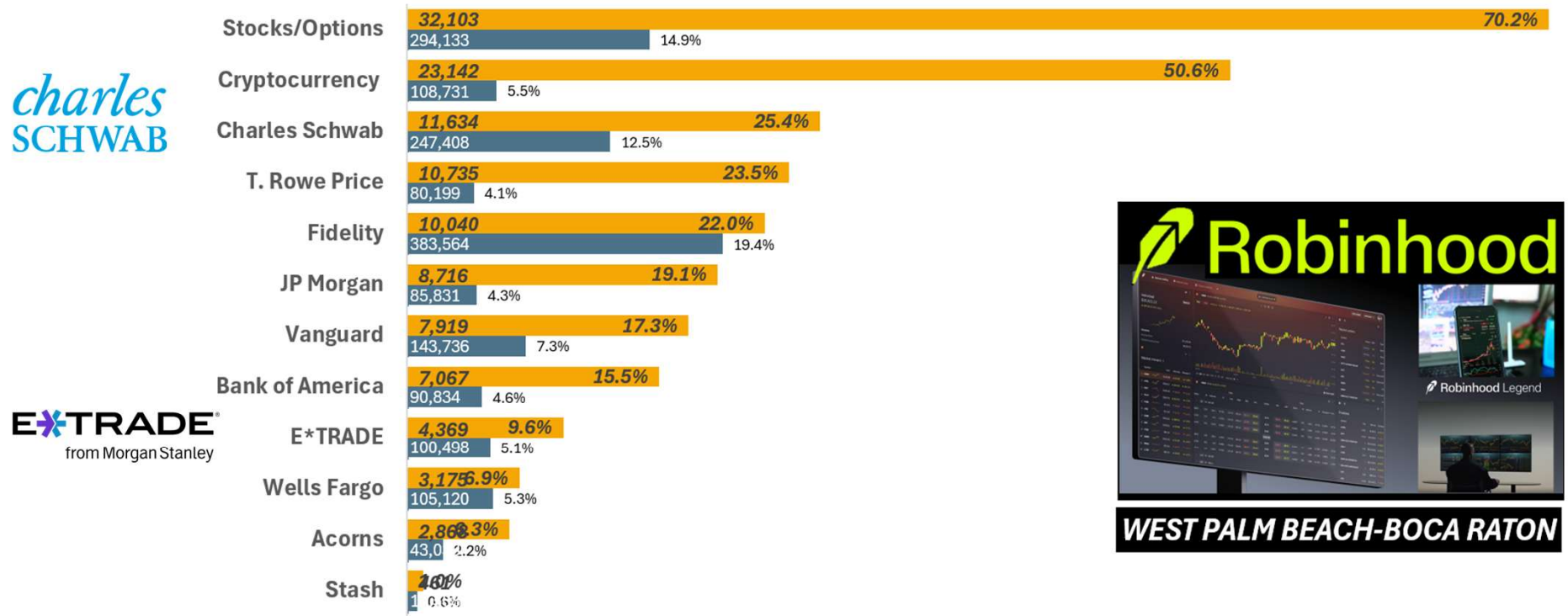
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



"% Using for Stocks, Crypto, Using Competitors"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (% Using for Stocks, Crypto, Using Competitors)



charles SCHWAB

E*TRADE from Morgan Stanley

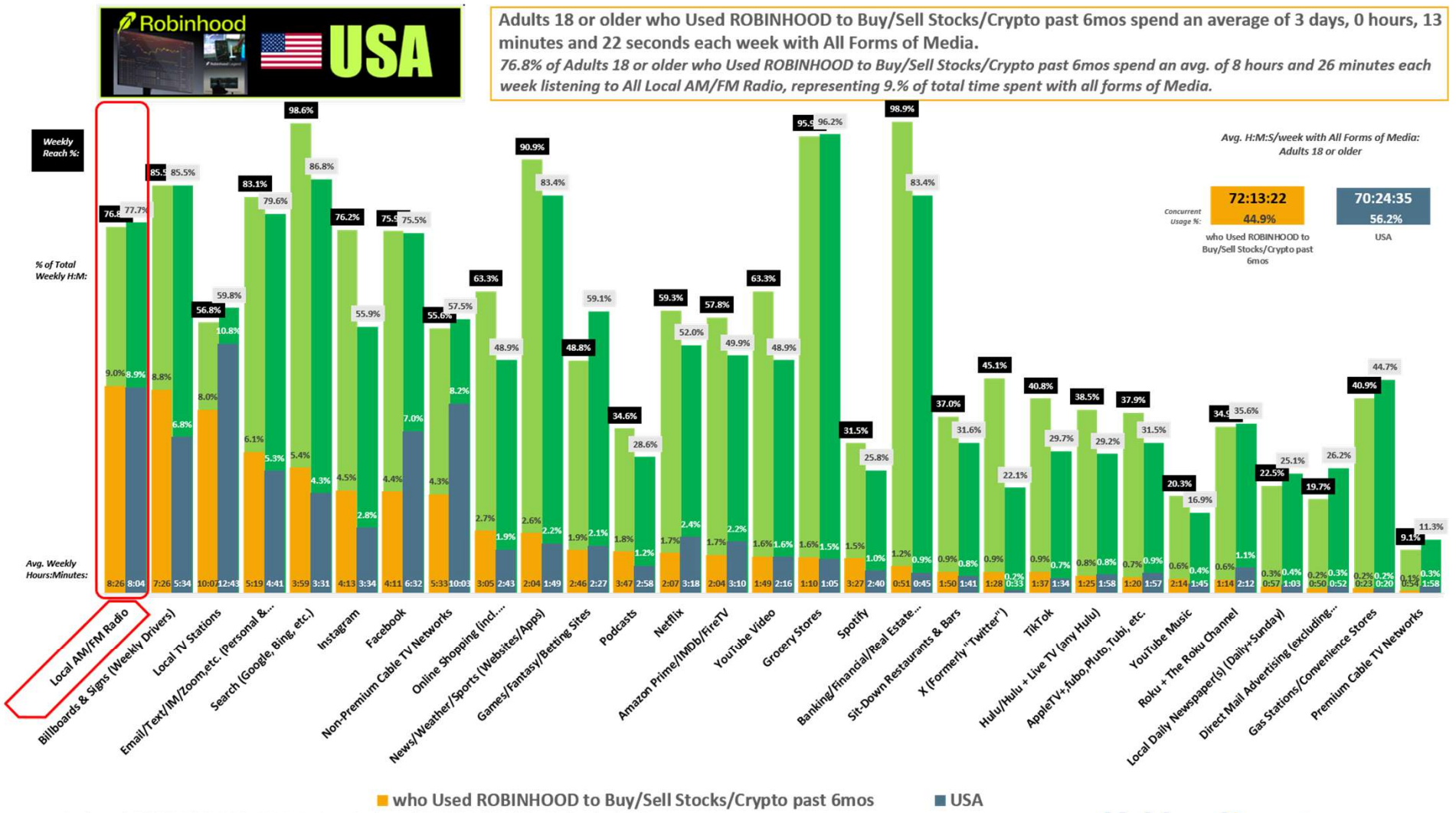
WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 53

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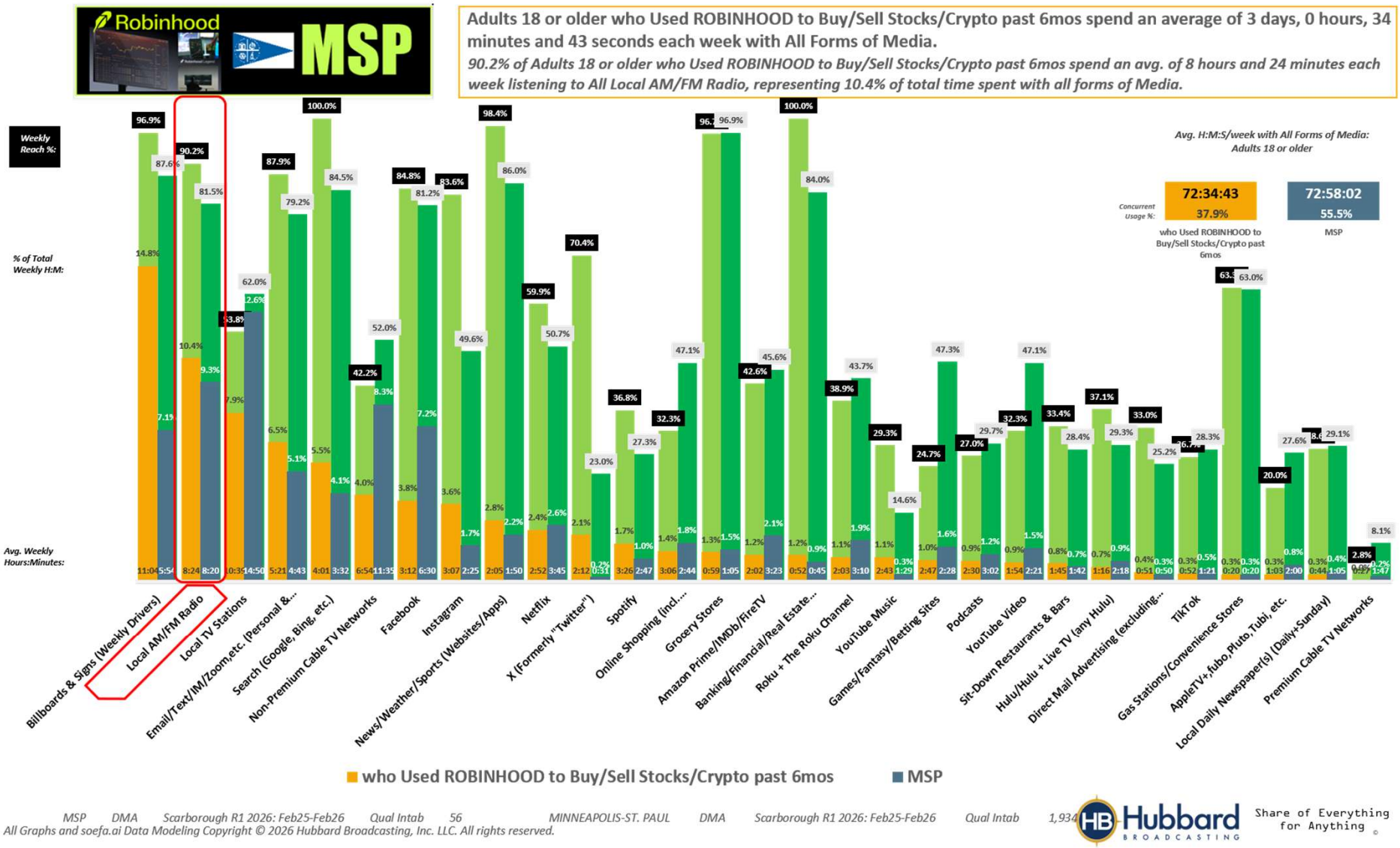


Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329
USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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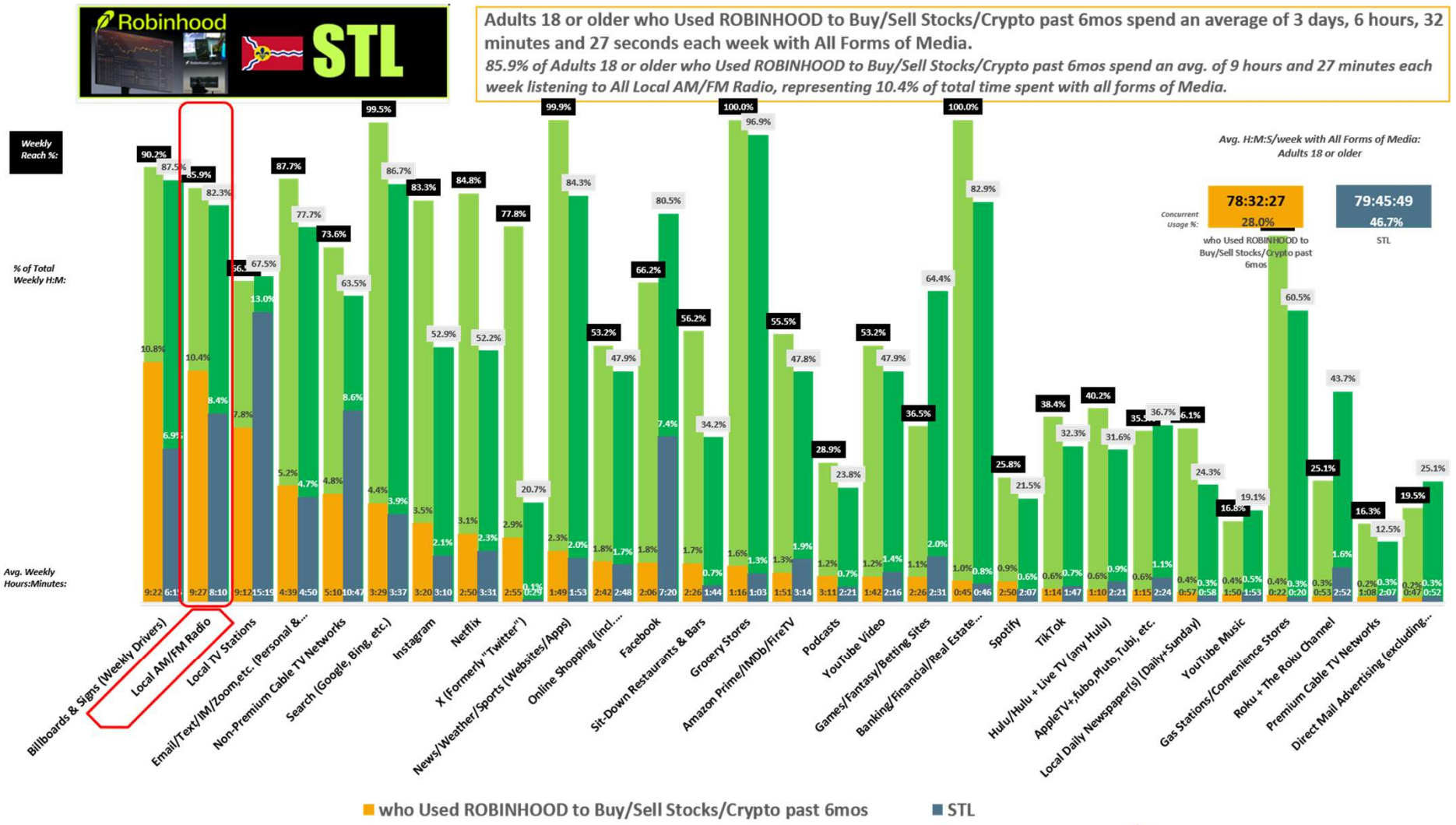
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MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934
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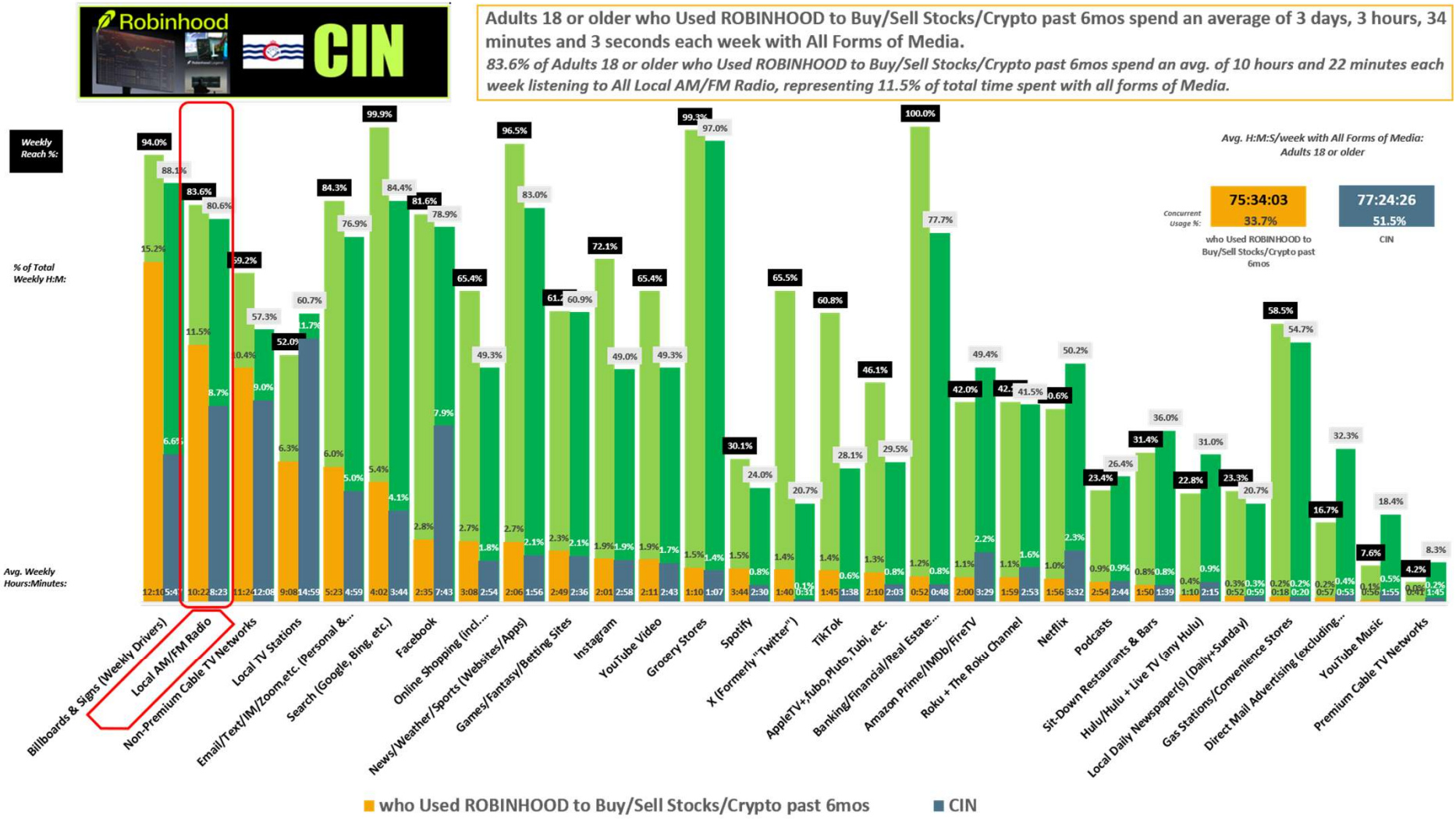


STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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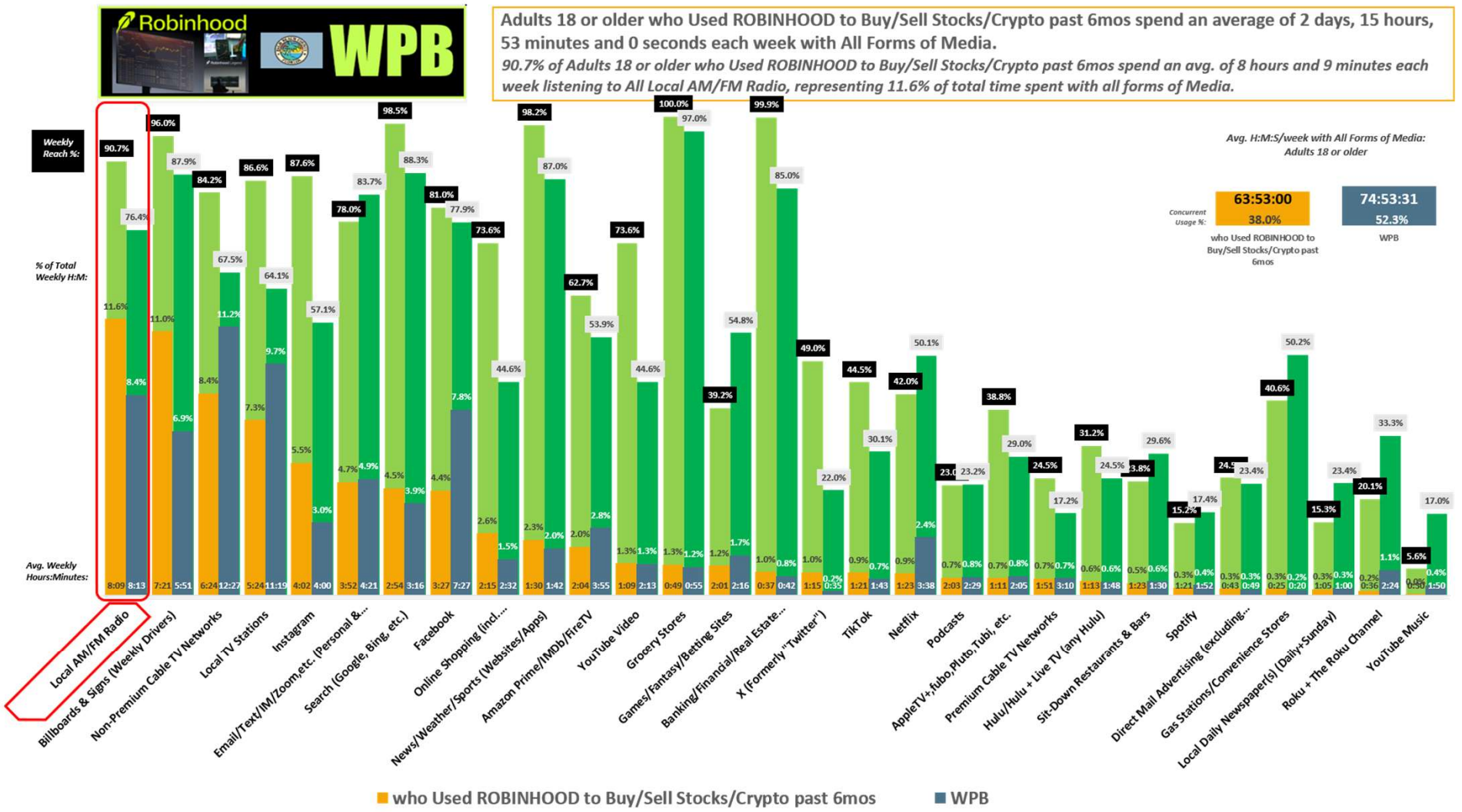


CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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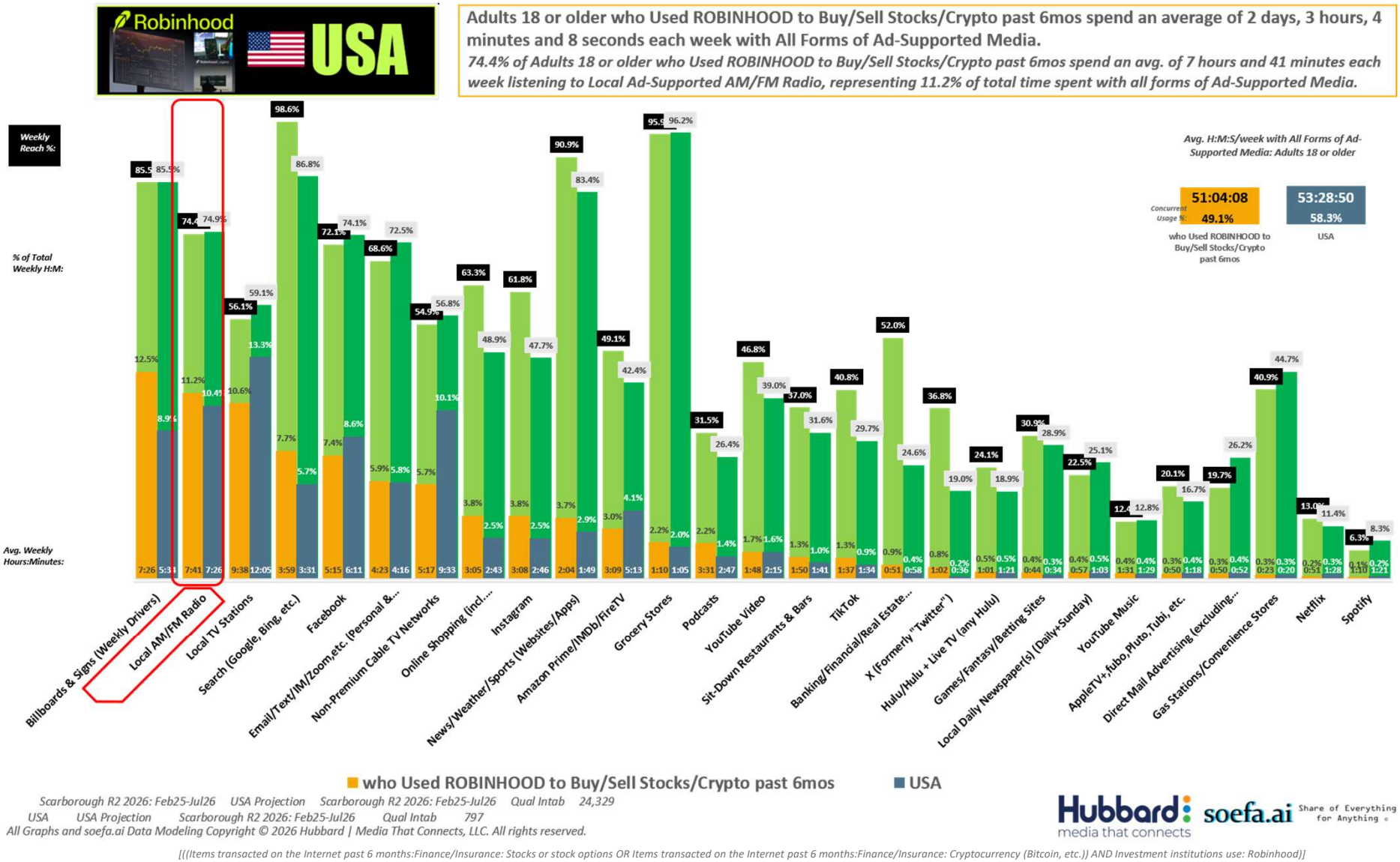


WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

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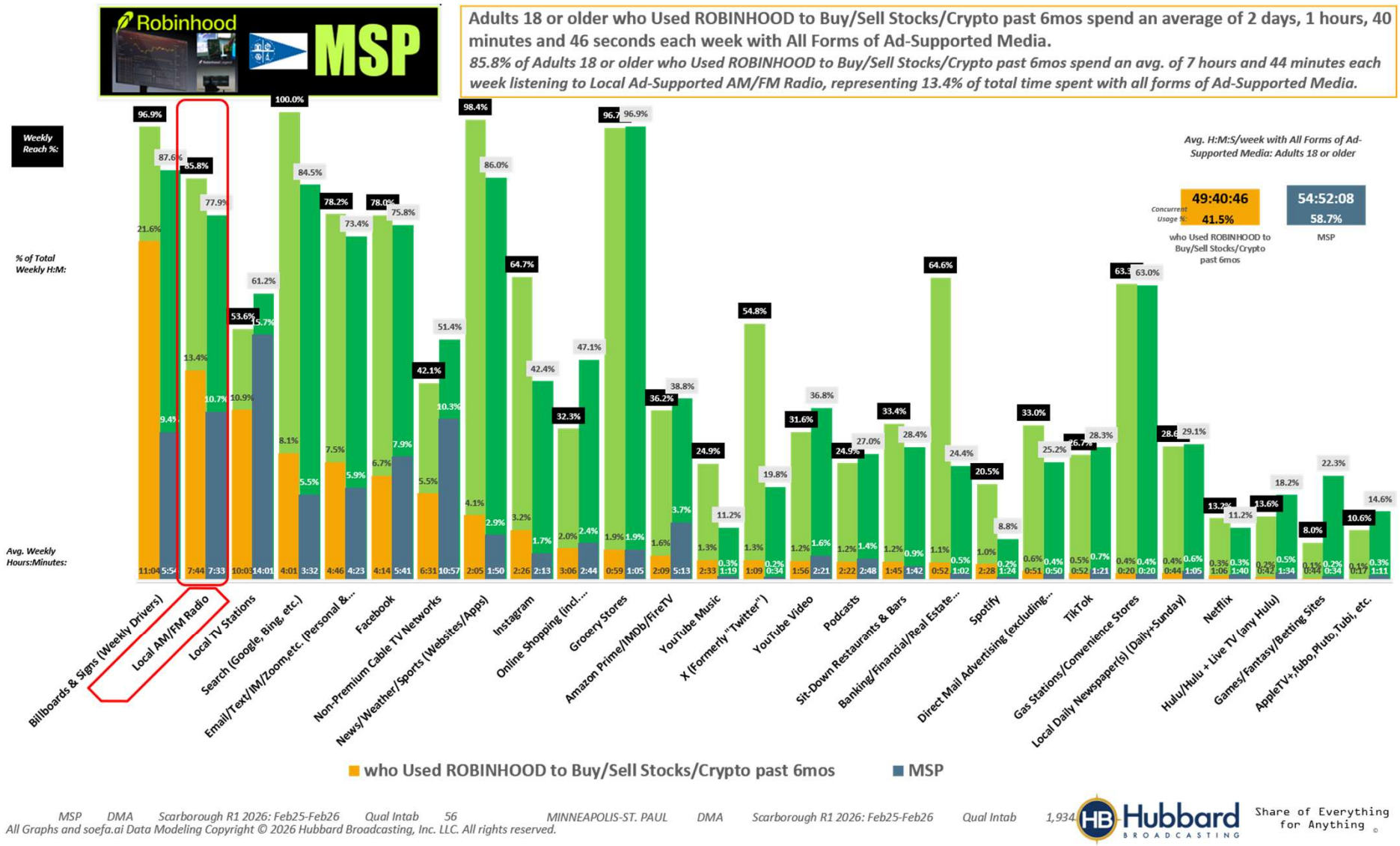


Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329
USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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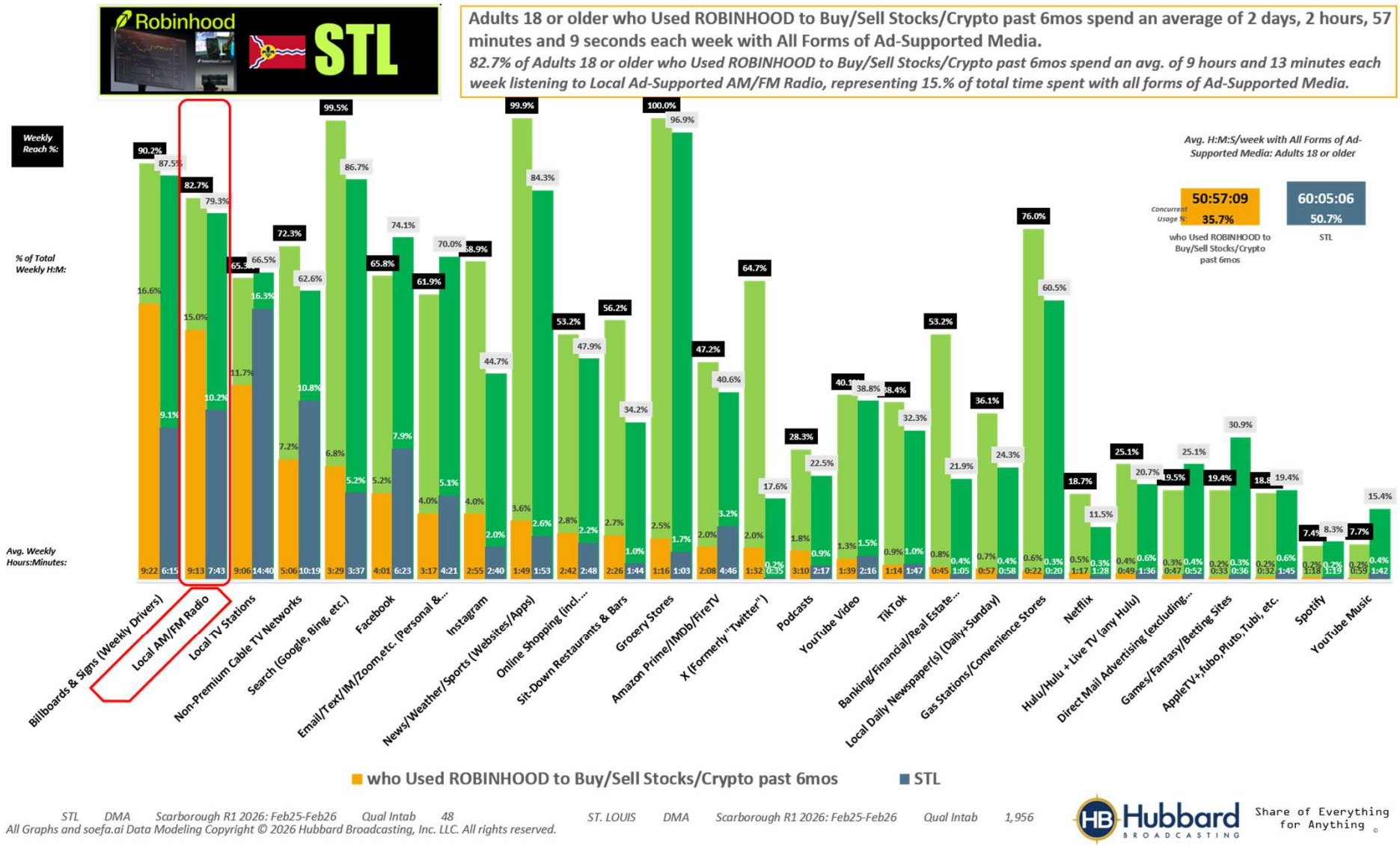
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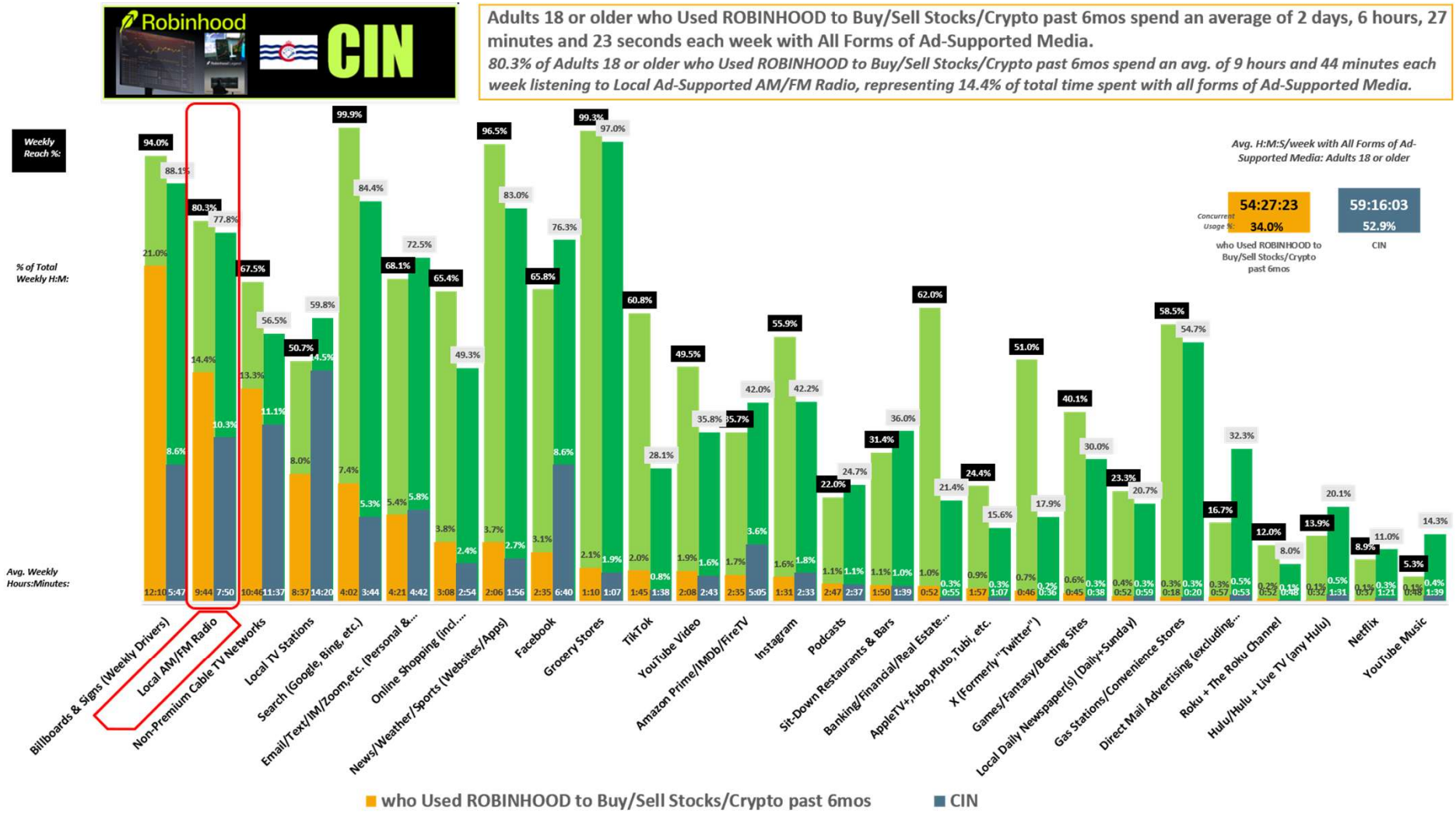


STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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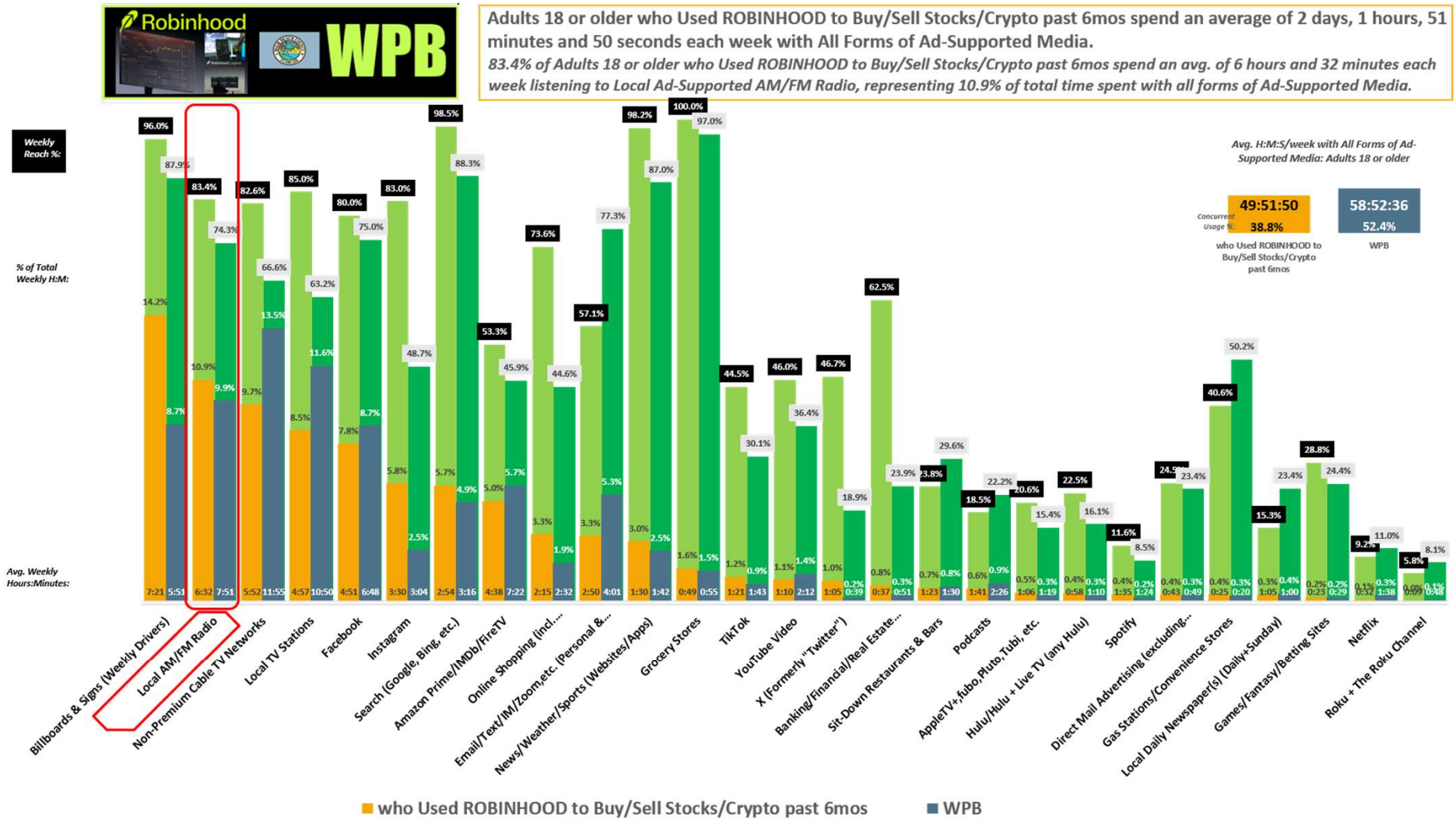


CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542
WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

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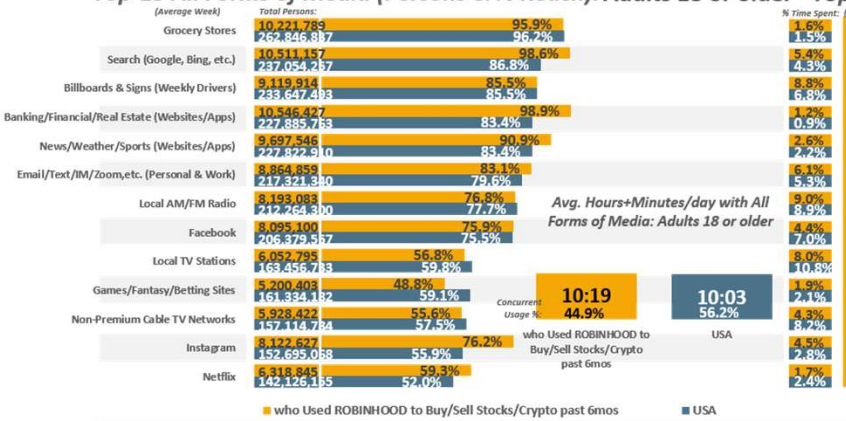
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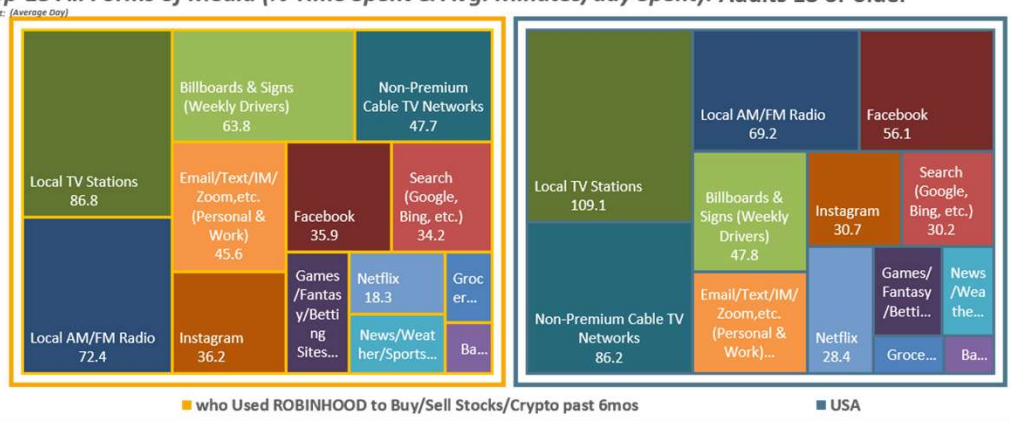


Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 74.4% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

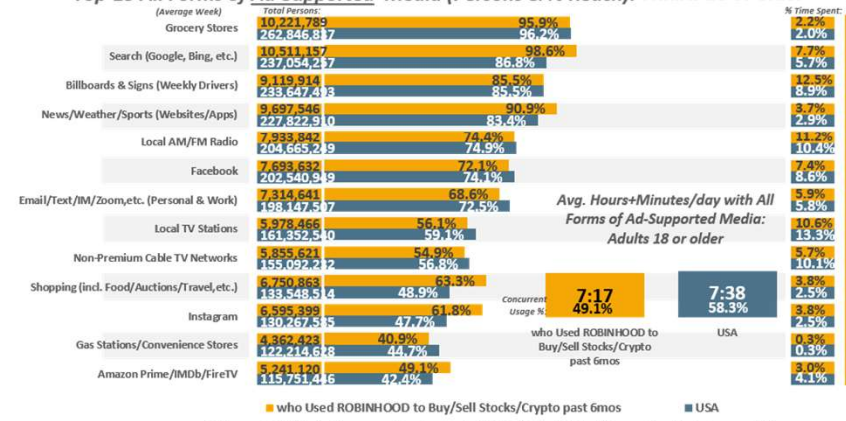
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



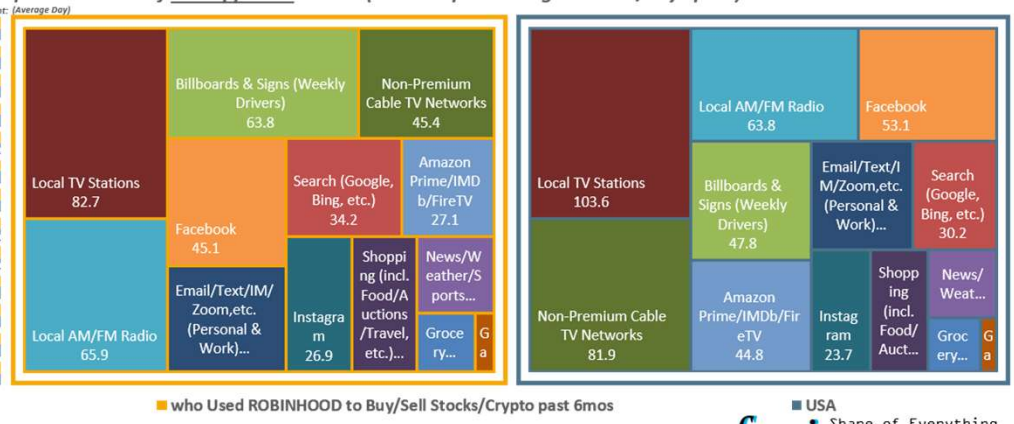
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

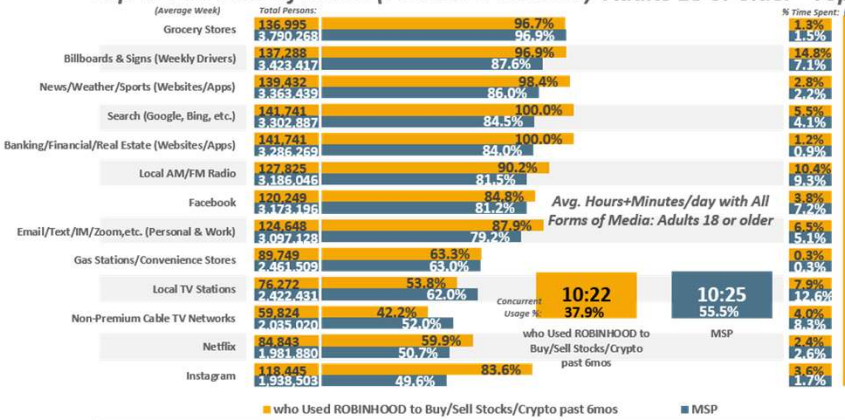
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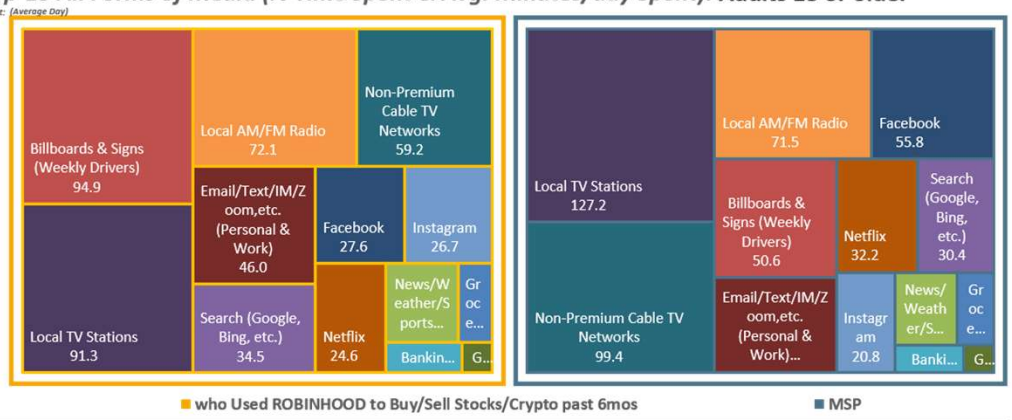
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 7 hours and 5 minutes each day with All Forms of Ad-Supported Media. 85.8% listen to Local AM/FM Radio for an avg. of 66.4 minutes/day. *(Local Radio delivers 13.4% of Time with Ad-Supported Media.)*

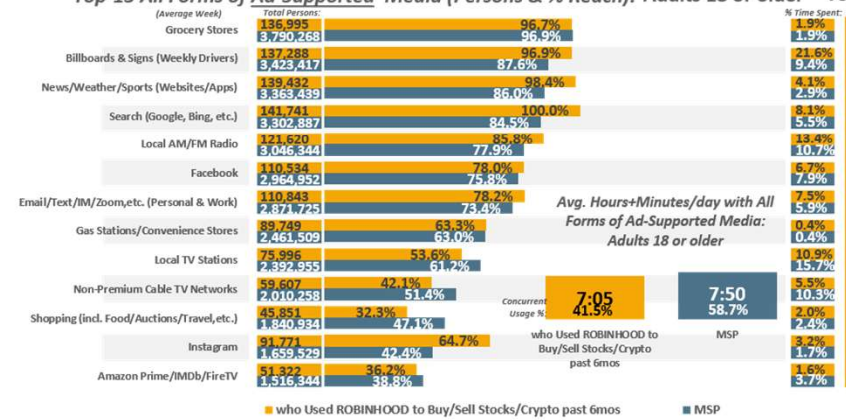
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



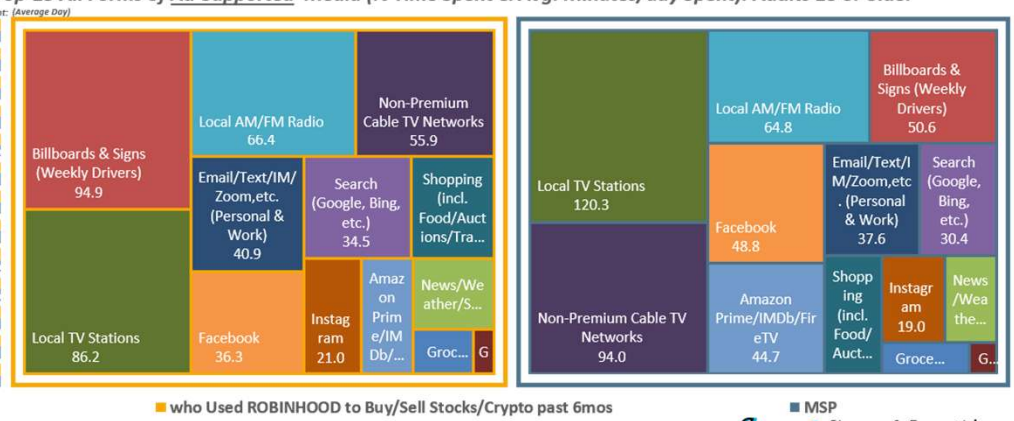
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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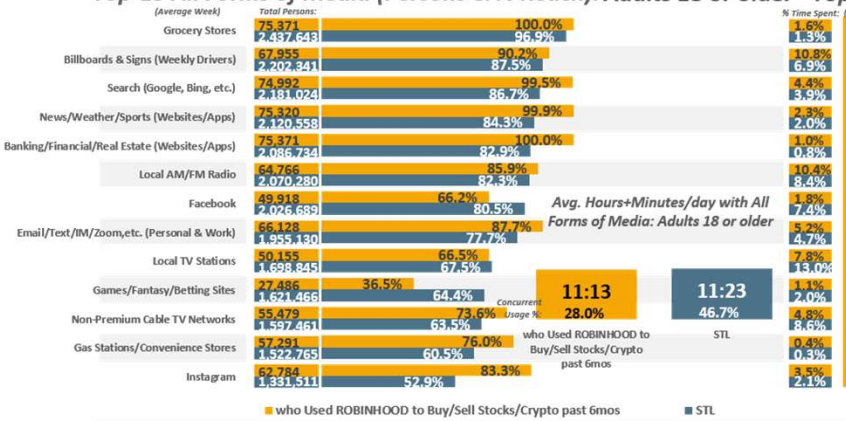
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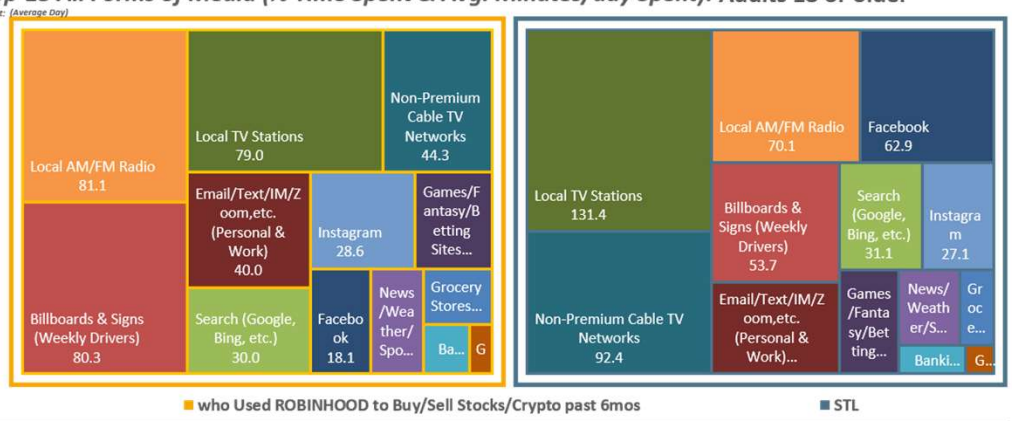


Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 7 hours and 16 minutes each day with All Forms of Ad-Supported Media. 82.7% listen to Local AM/FM Radio for an avg. of 79.1 minutes/day. *(Local Radio delivers 15.% of Time with Ad-Supported Media.)*

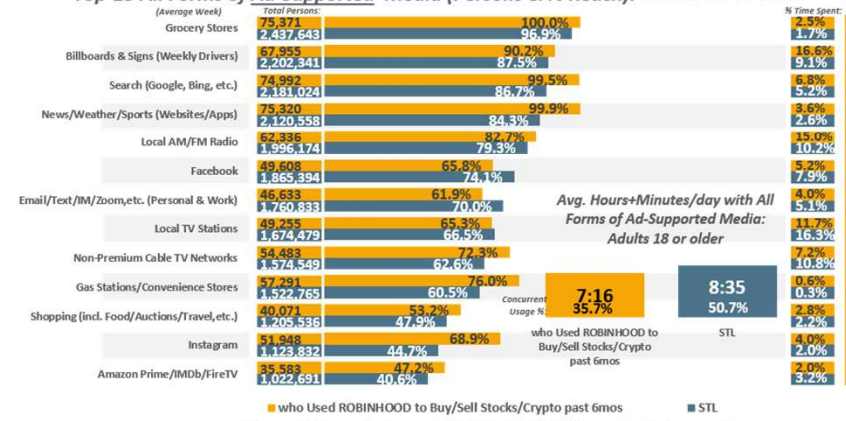
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



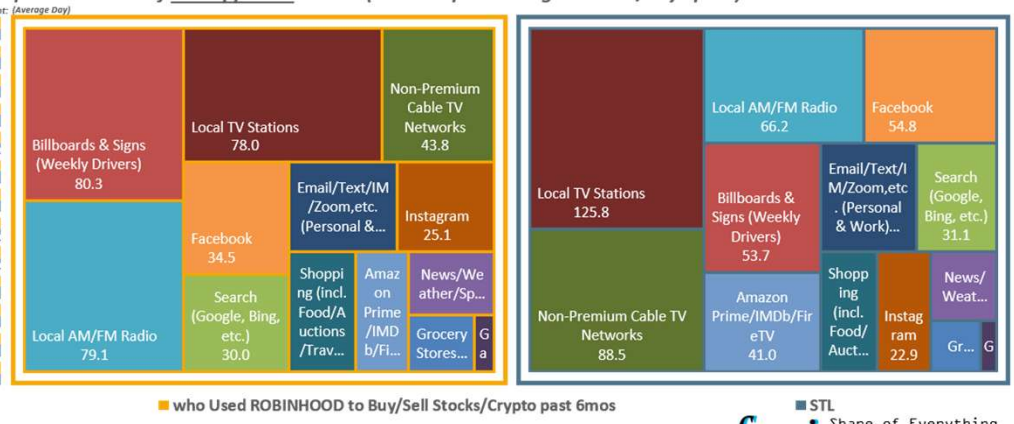
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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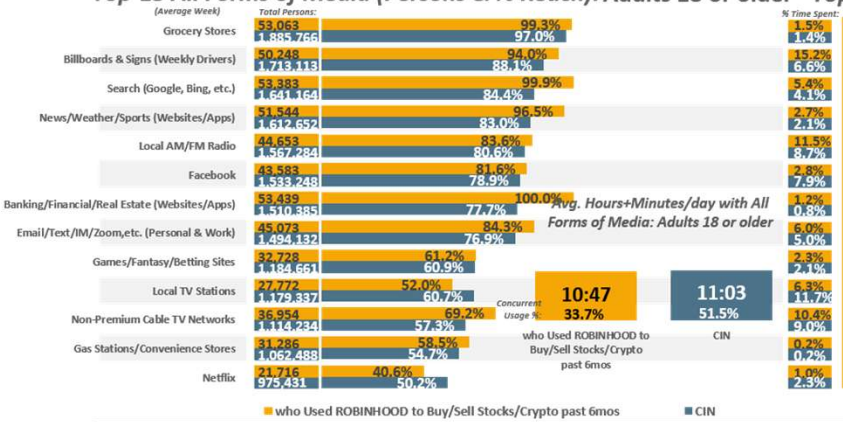
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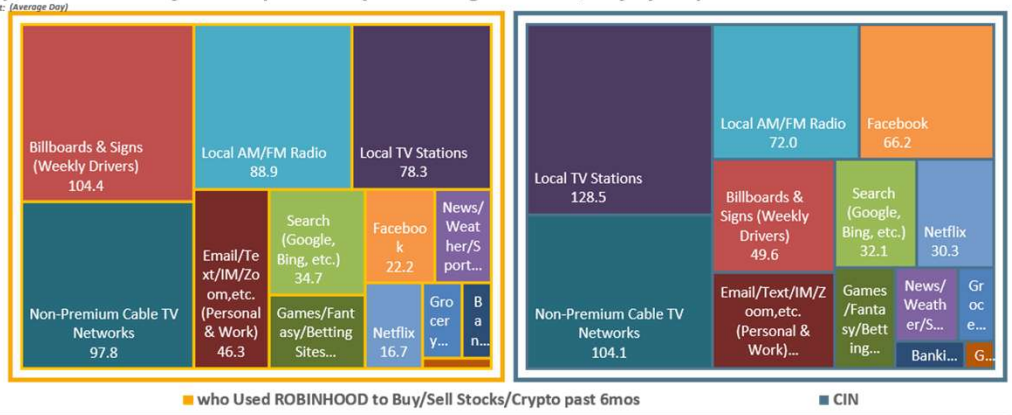


Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 7 hours and 46 minutes each day with All Forms of Ad-Supported Media. 80.3% listen to Local AM/FM Radio for an avg. of 83.4 minutes/day. *(Local Radio delivers 14.4% of Time with Ad-Supported Media.)*

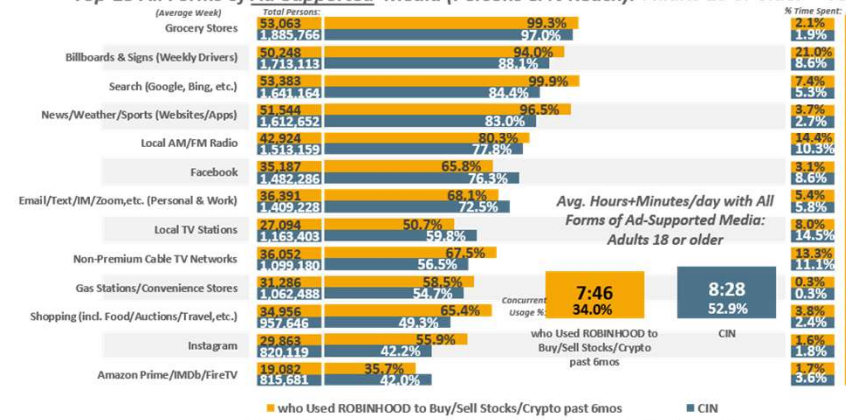
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



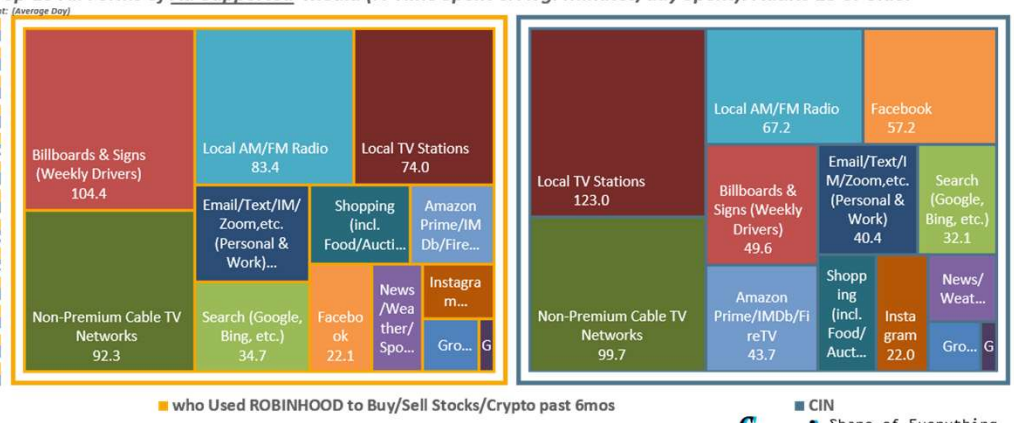
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

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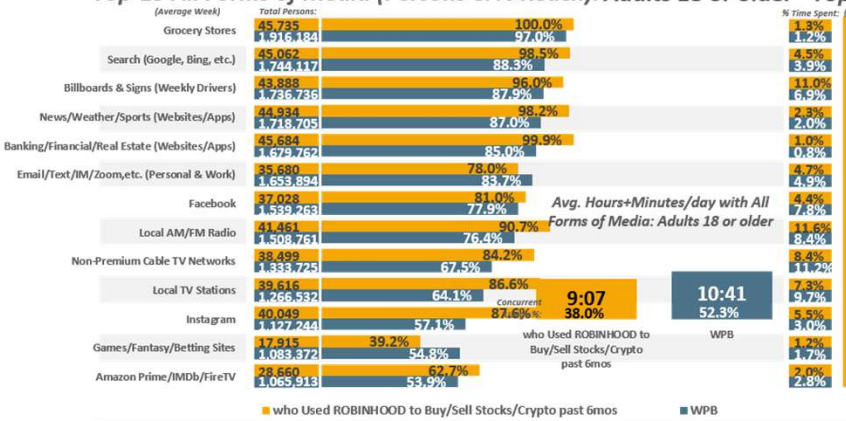
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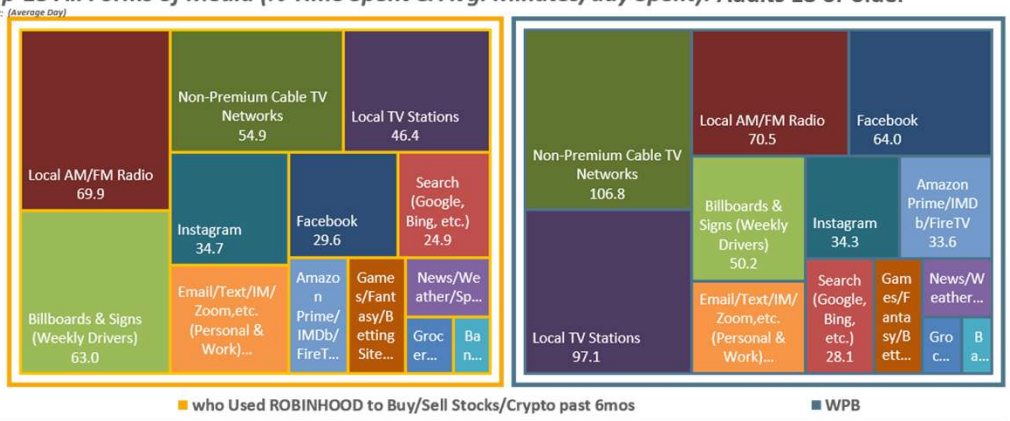


Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 7 hours and 7 minutes each day with All Forms of Ad-Supported Media. 83.4% listen to Local AM/FM Radio for an avg. of 56.1 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

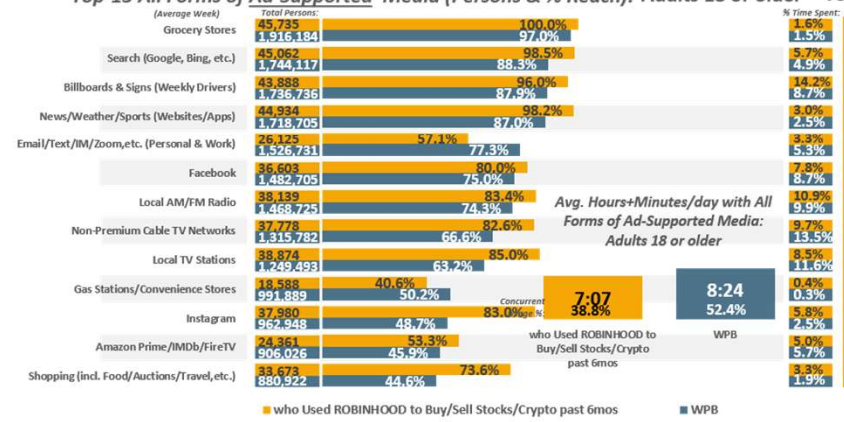
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



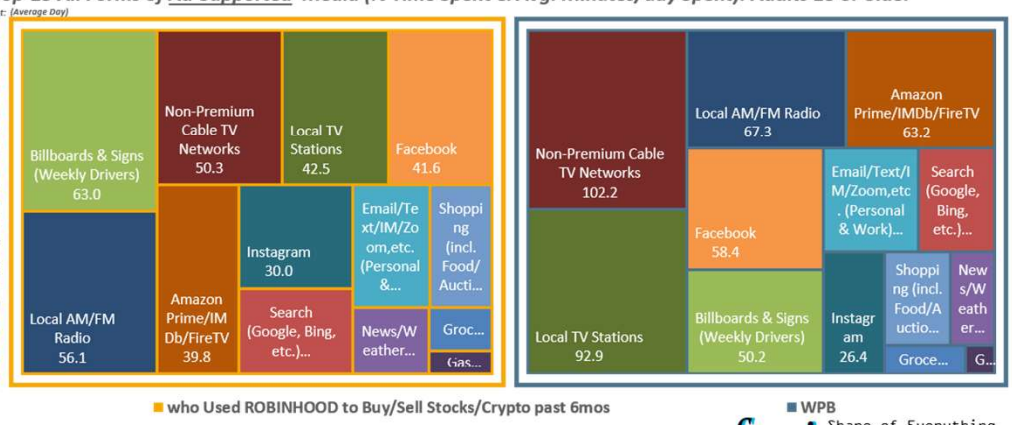
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

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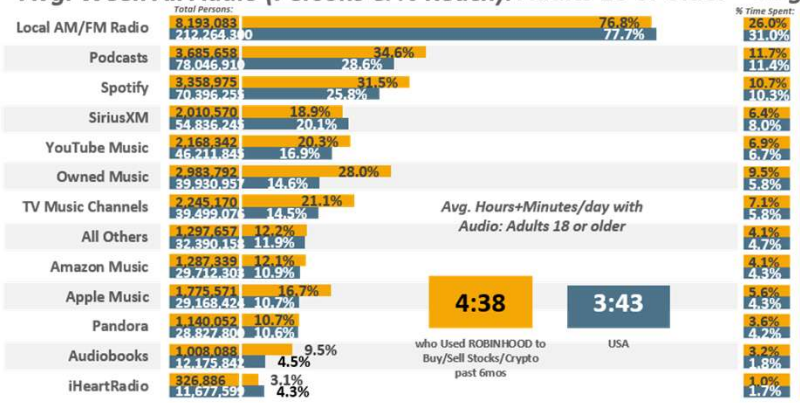
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

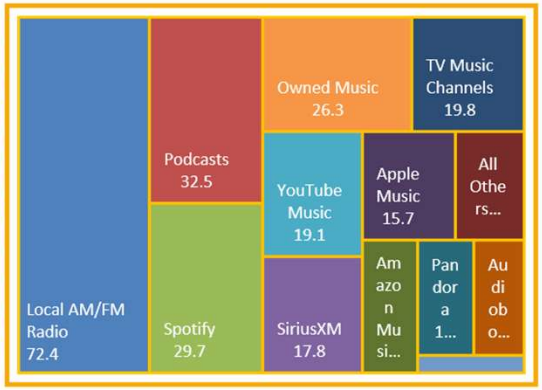


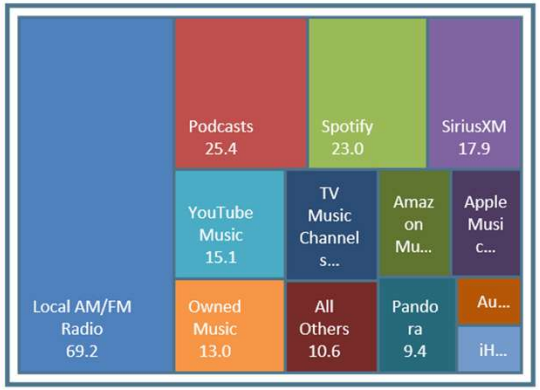
7,933,842 or 74.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

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

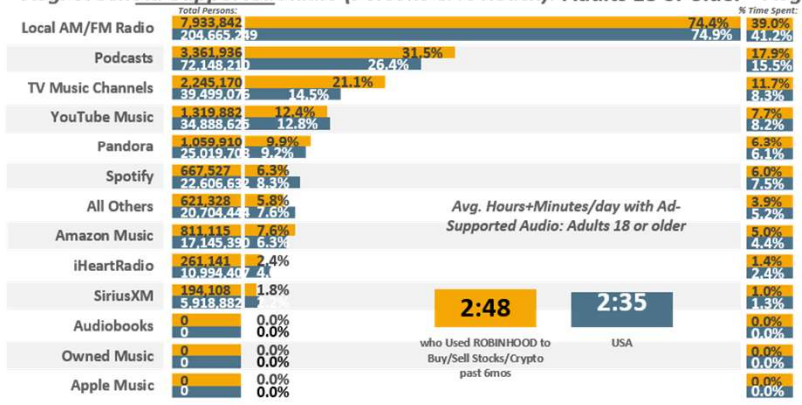


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

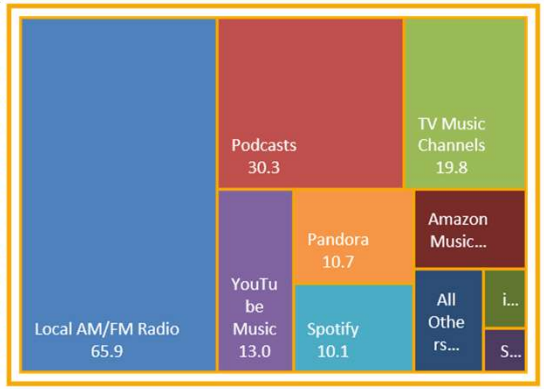


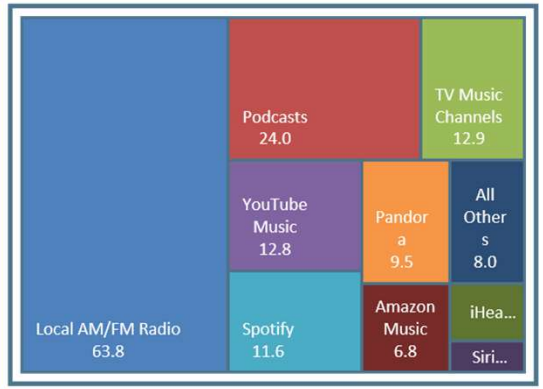


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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





USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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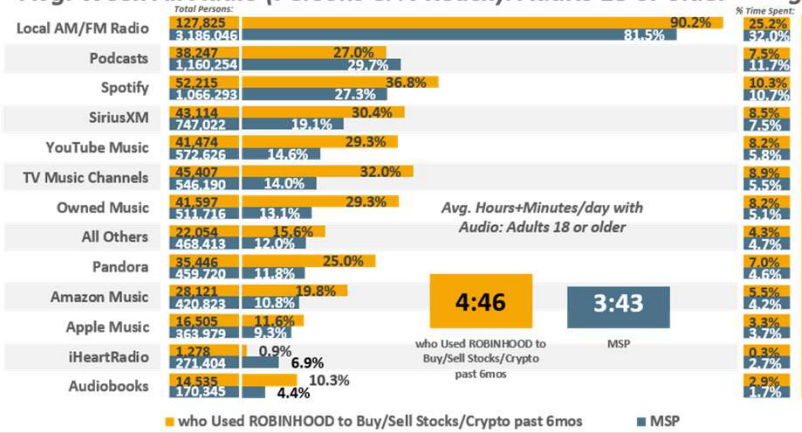
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

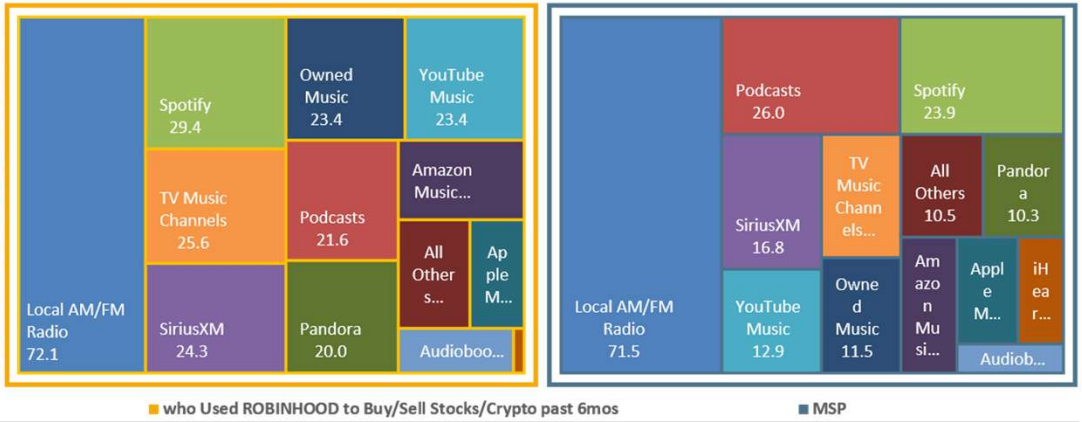


121,620 or 85.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 33.% of all time spent daily with Ad-Supported Audio.

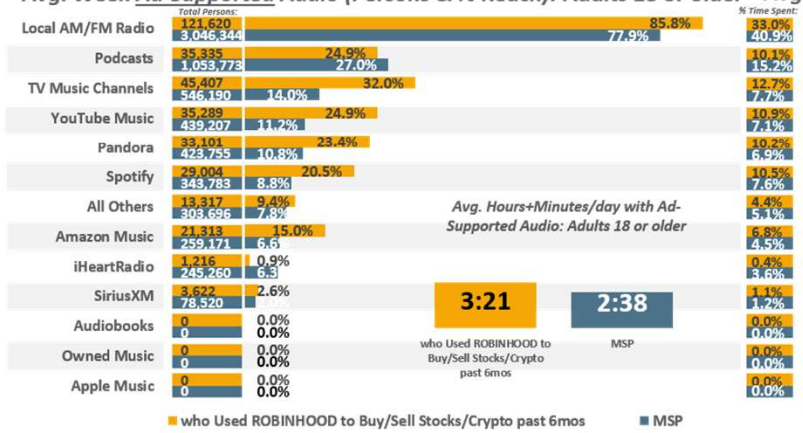
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



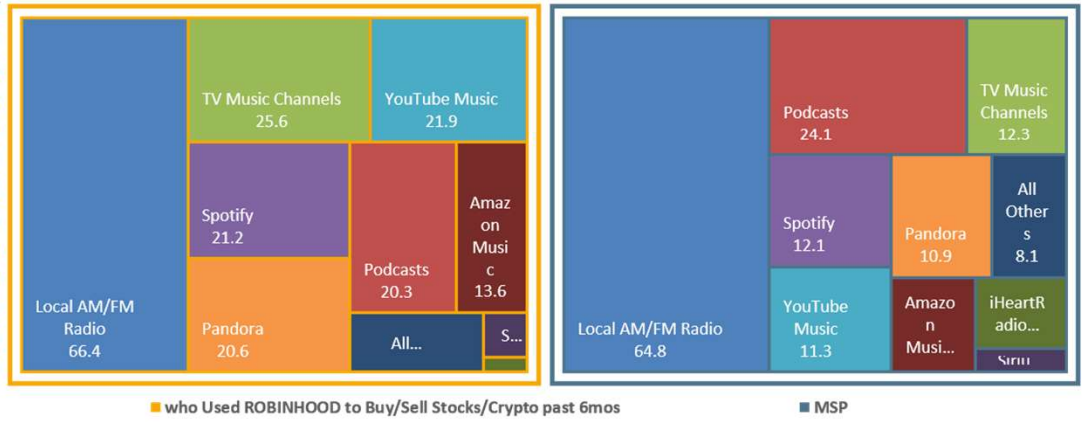
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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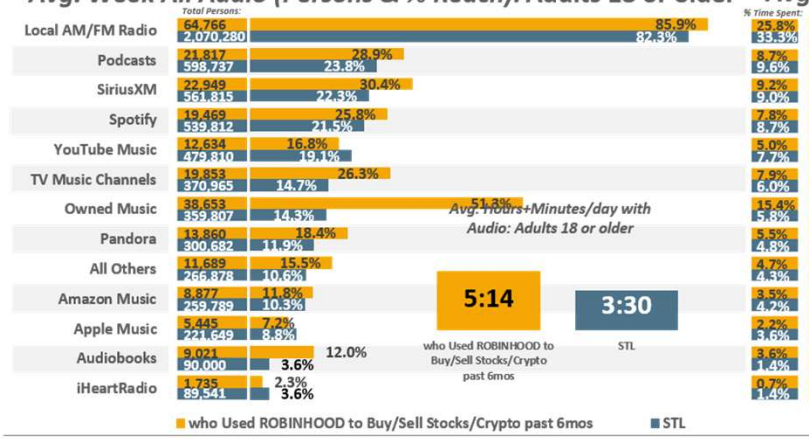
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

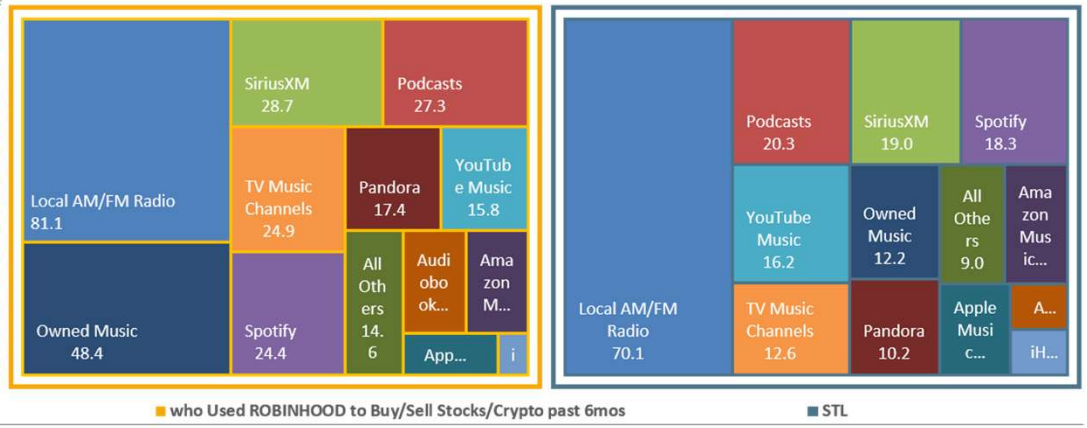


62,336 or 82.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 79.1 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.

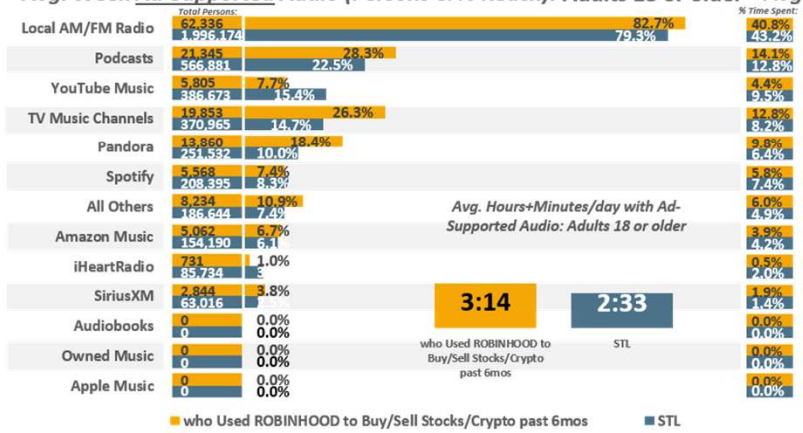
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



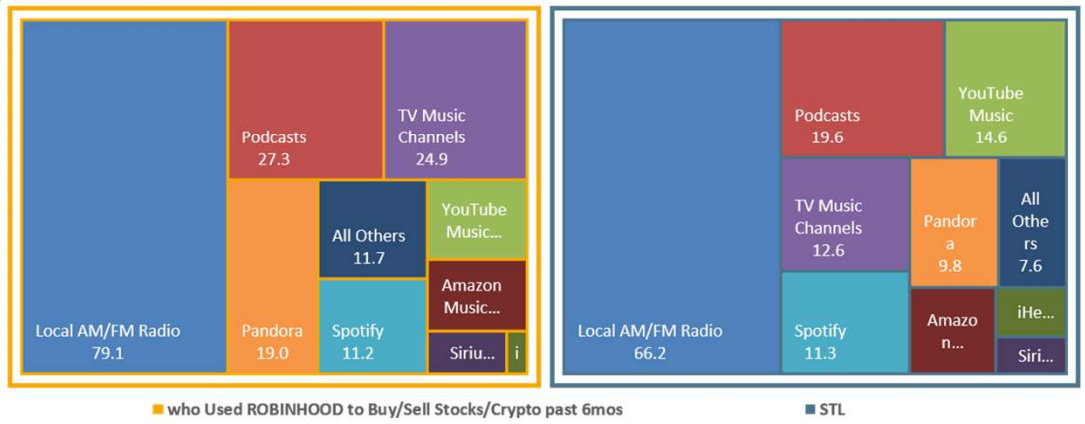
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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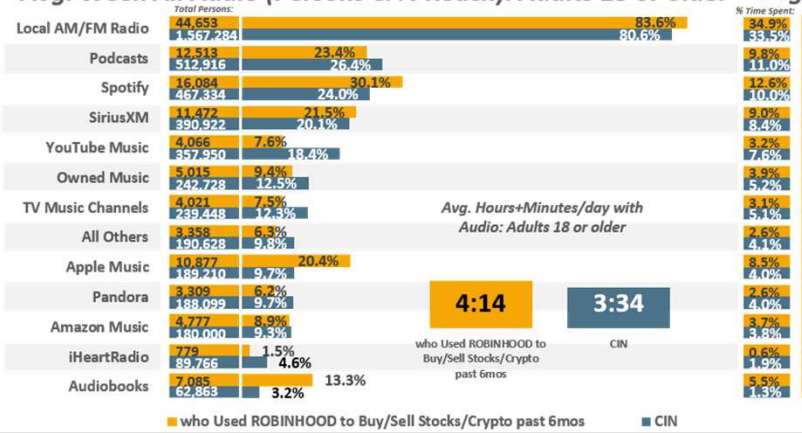
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

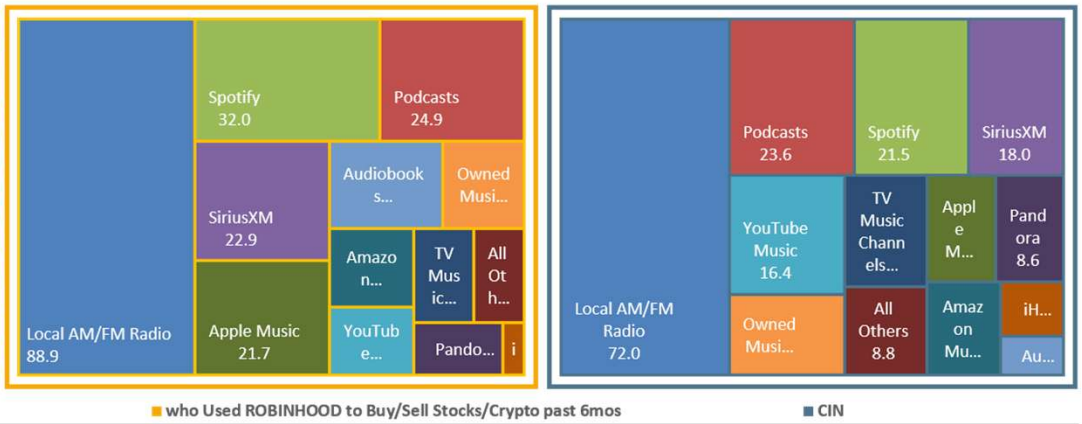


42,924 or 80.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 83.4 minutes every day representing 54.1% of all time spent daily with Ad-Supported Audio.

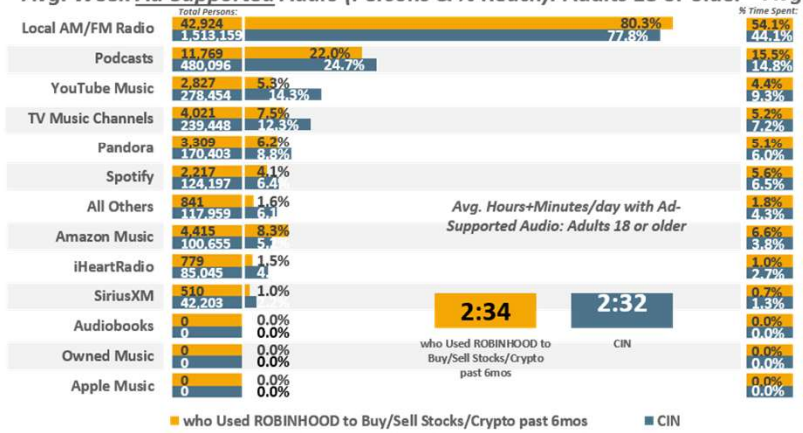
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



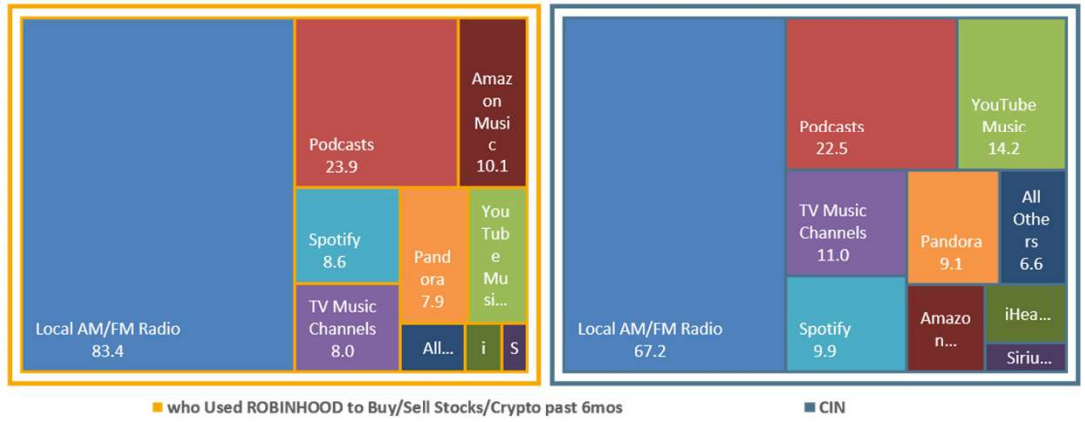
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

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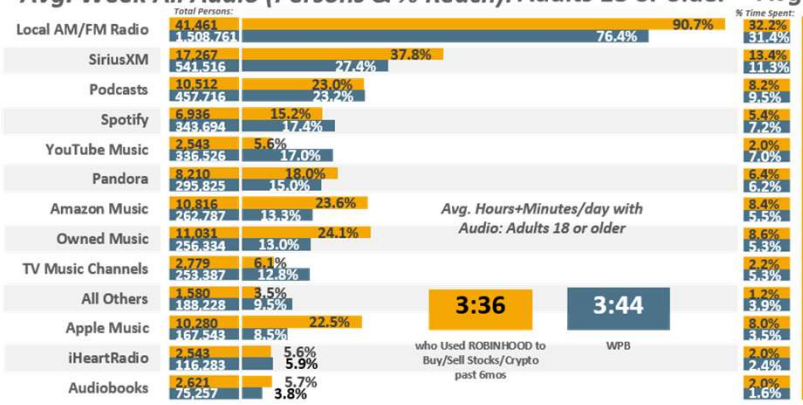
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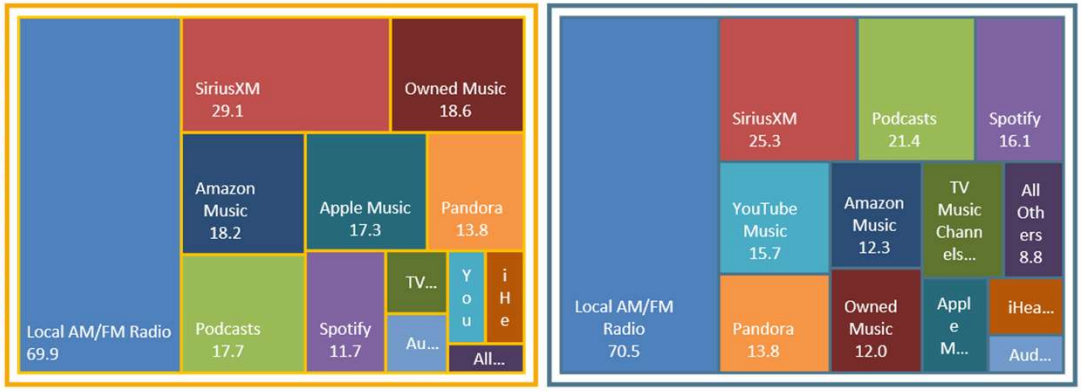


38,139 or 83.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 56.1 minutes every day representing 42.3% of all time spent daily with Ad-Supported Audio.

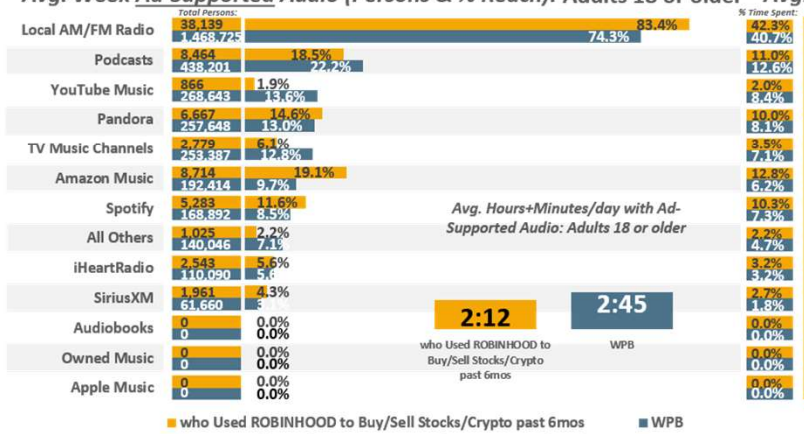
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



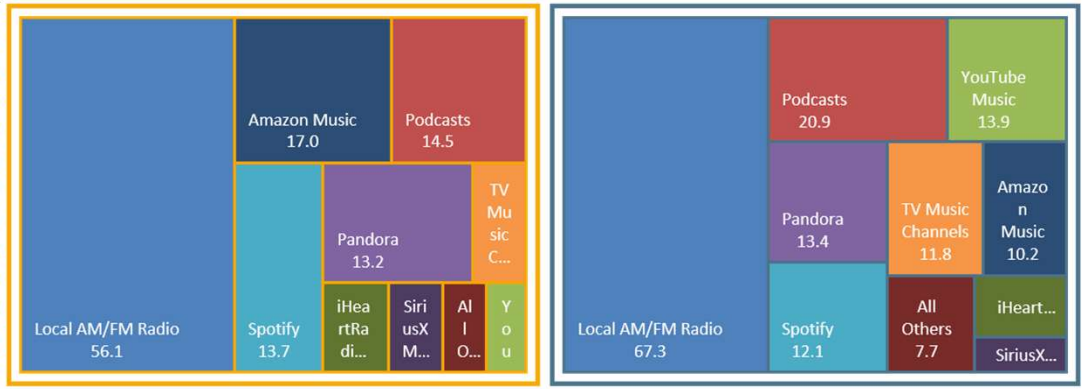
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

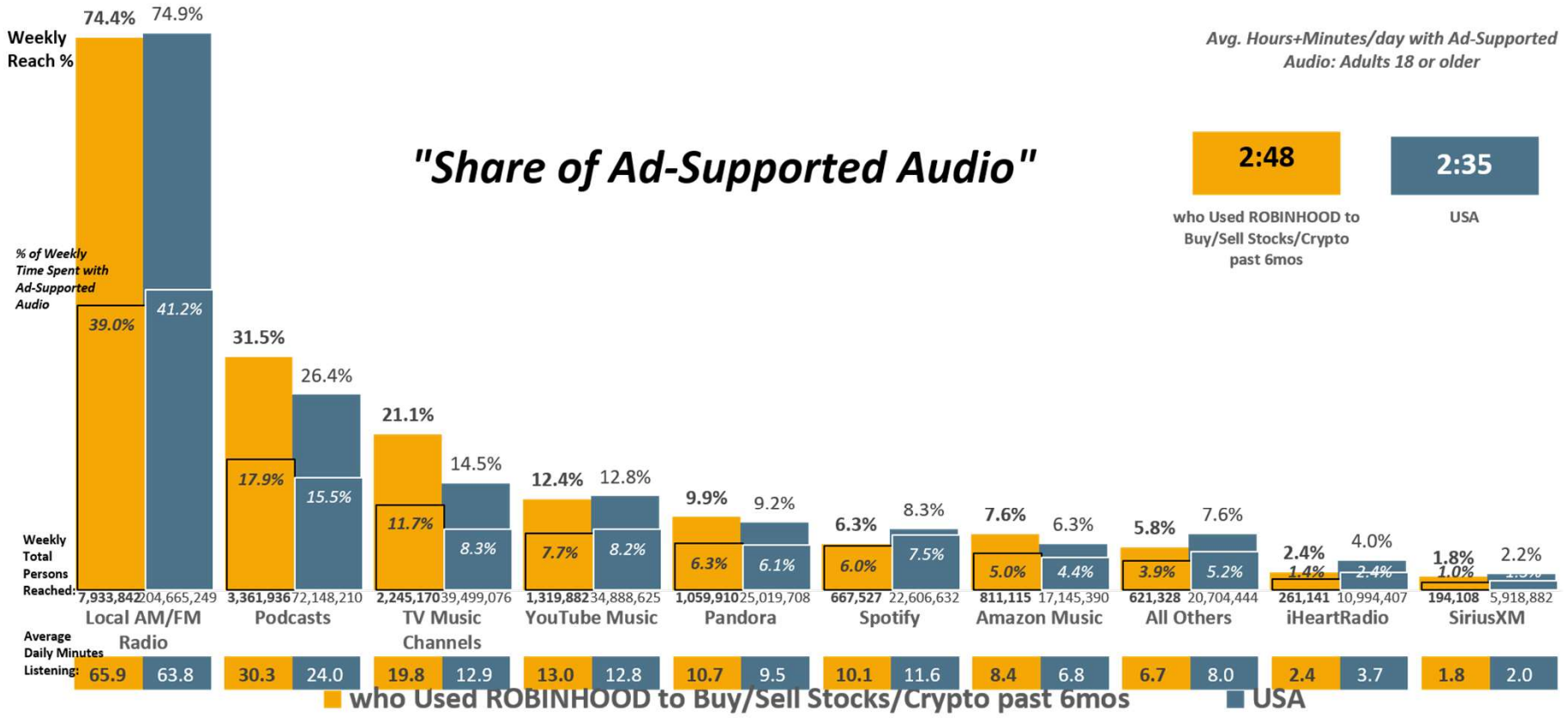
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7,933,842 or 74.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



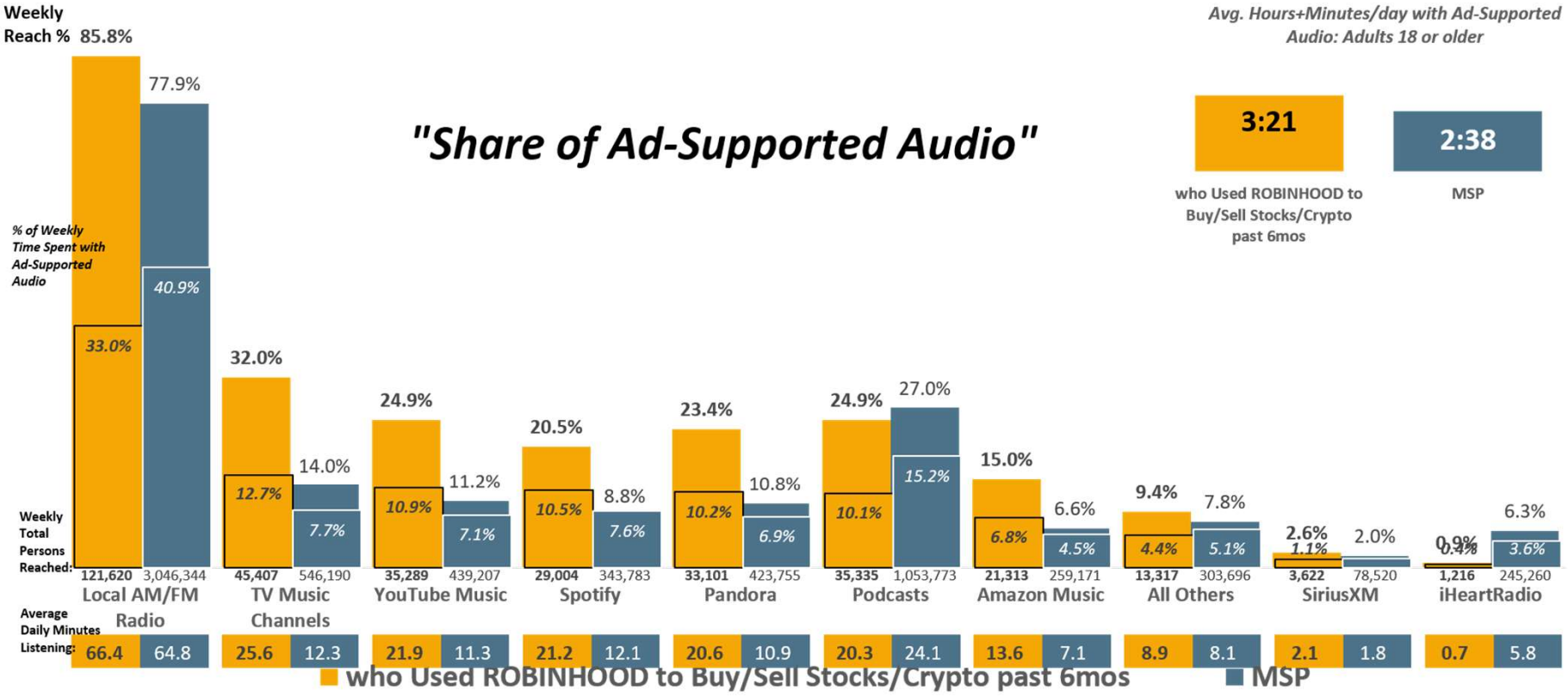
USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329

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121,620 or 85.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 66.4 minutes every day representing 33.% of all time spent daily with Ad-Supported Audio.



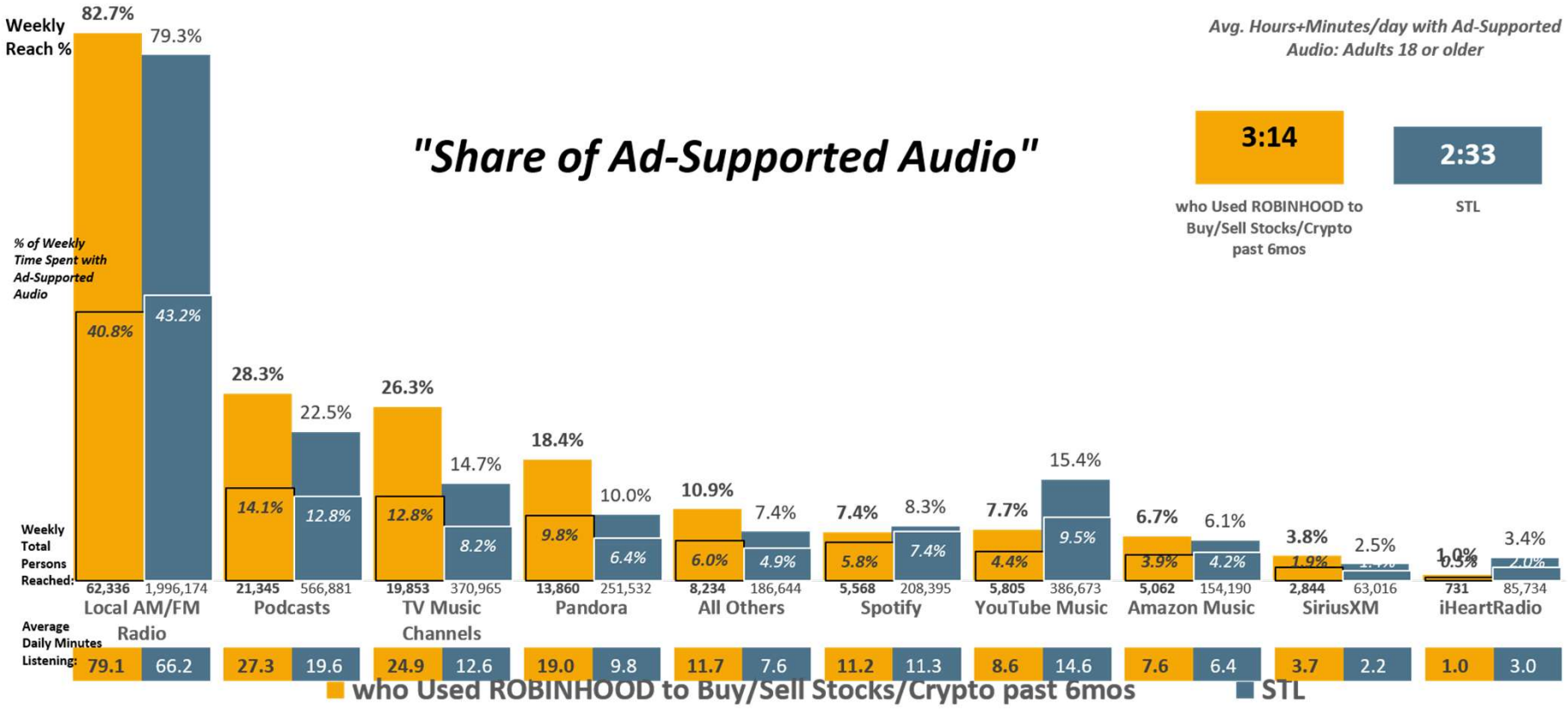
MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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62,336 or 82.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 79.1 minutes every day representing 40.8% of all time spent daily with Ad-Supported Audio.



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

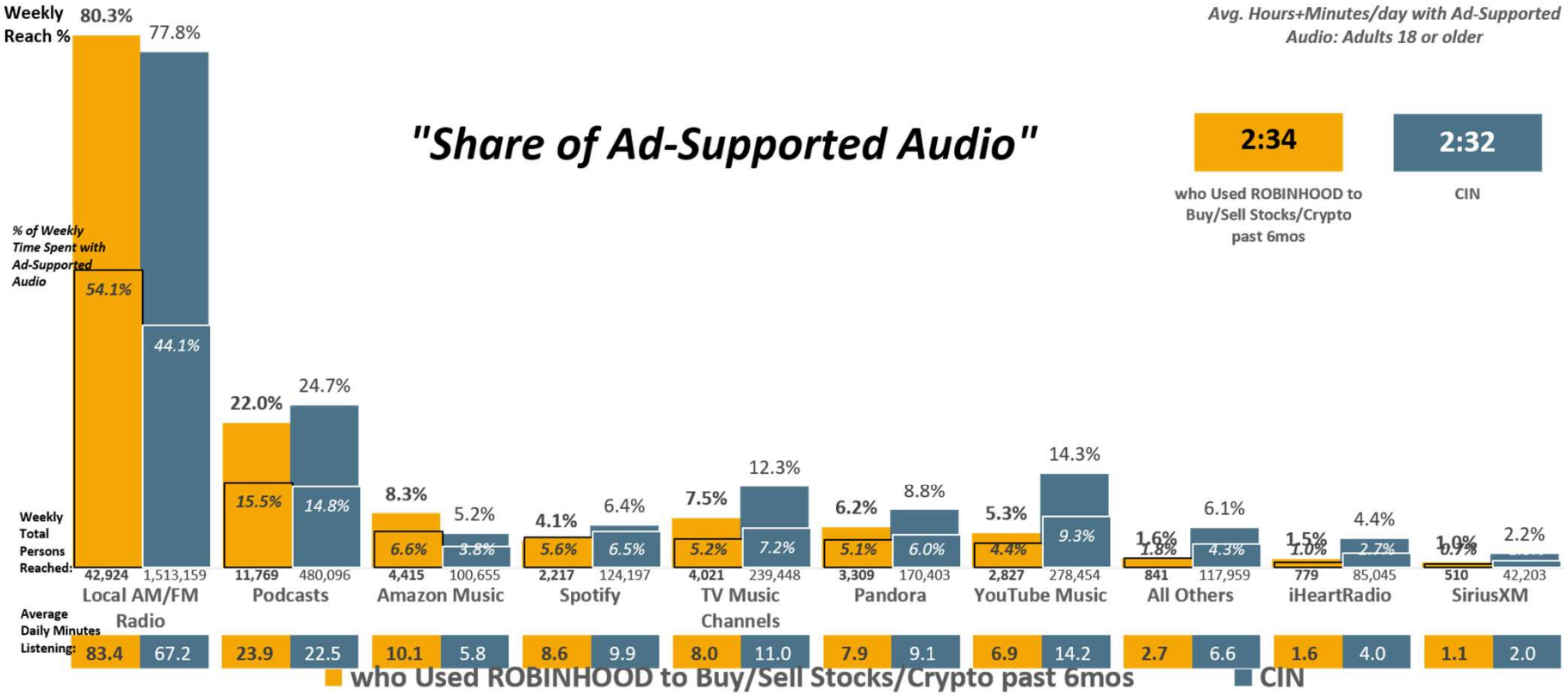
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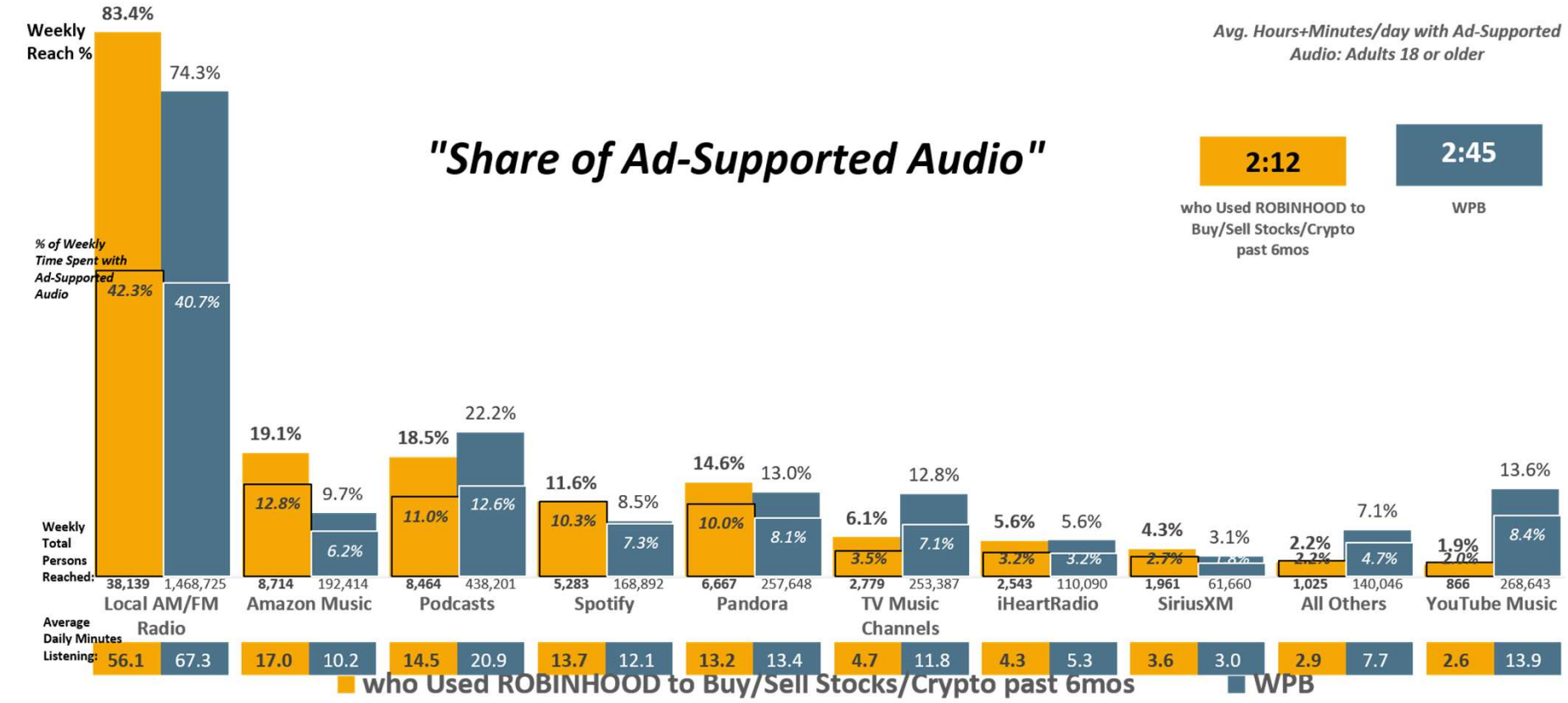
CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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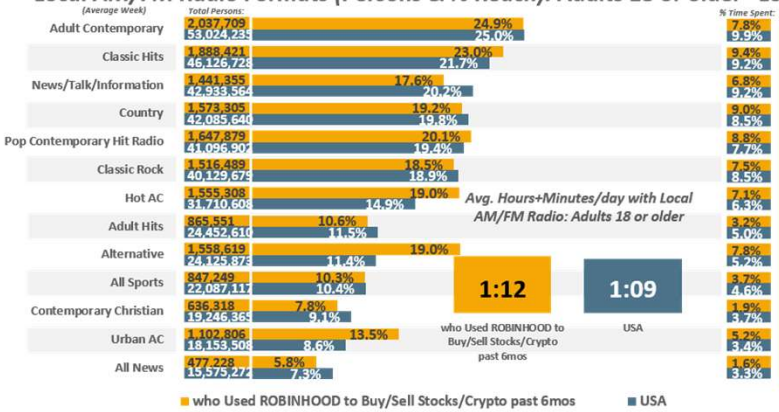
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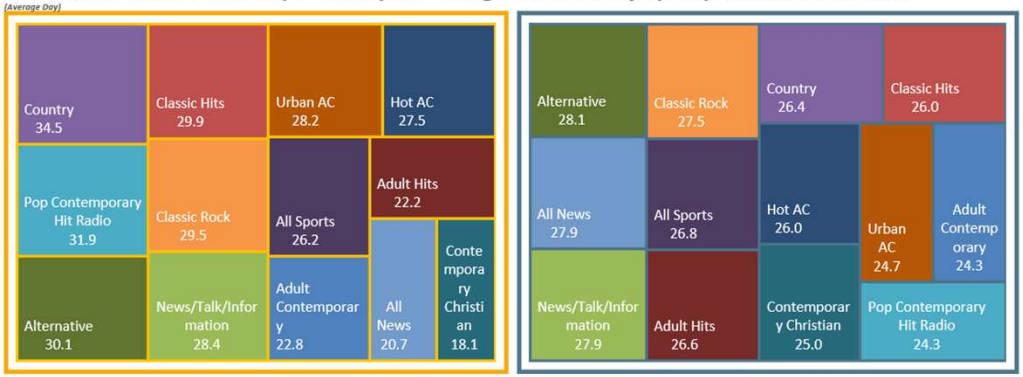


7,933,842 or 74.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Alternative.

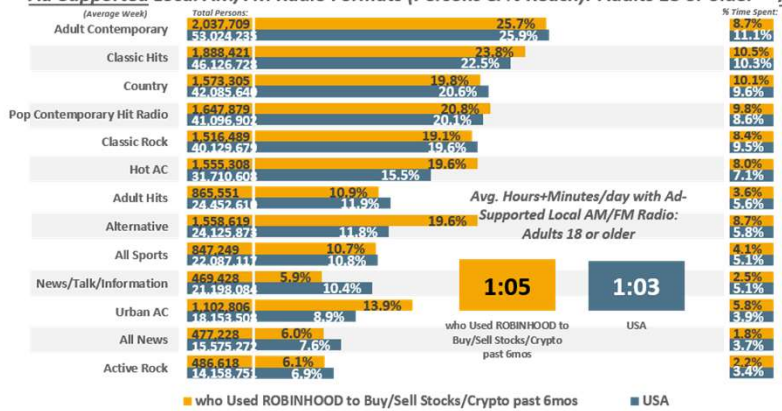
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



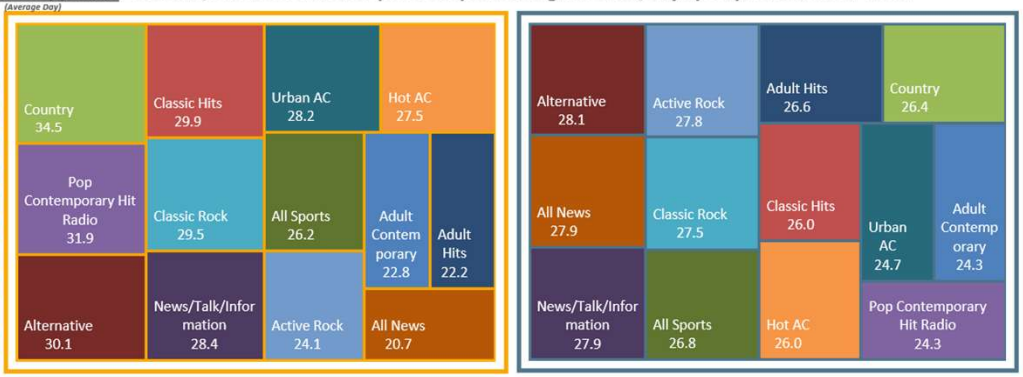
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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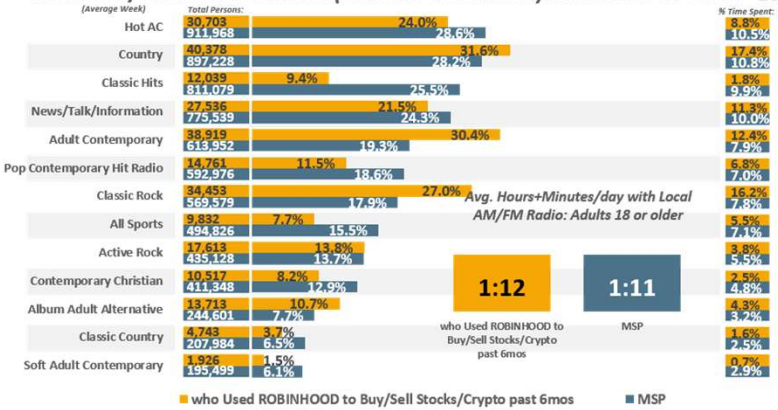
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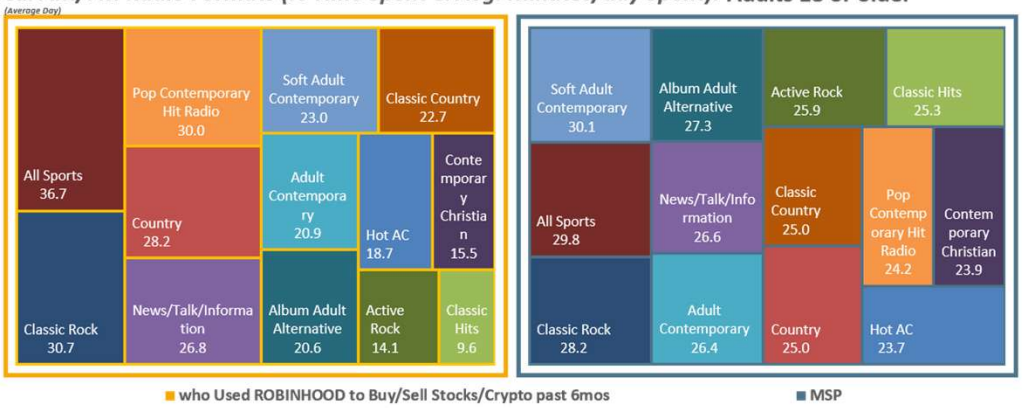


121,620 or 85.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Country, Adult Contemporary, Classic Rock, Hot AC, and Active Rock.

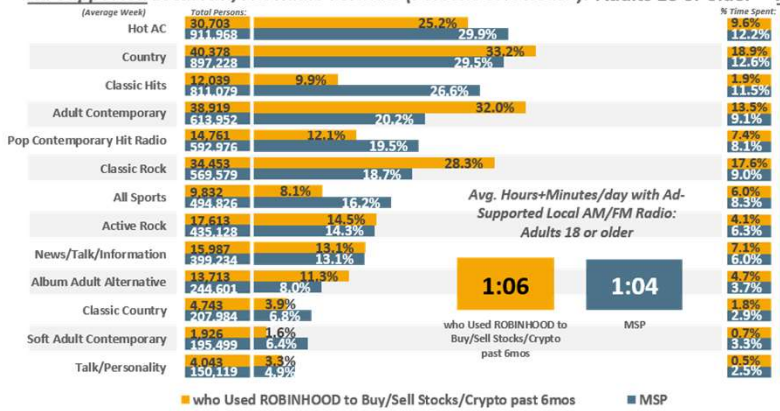
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



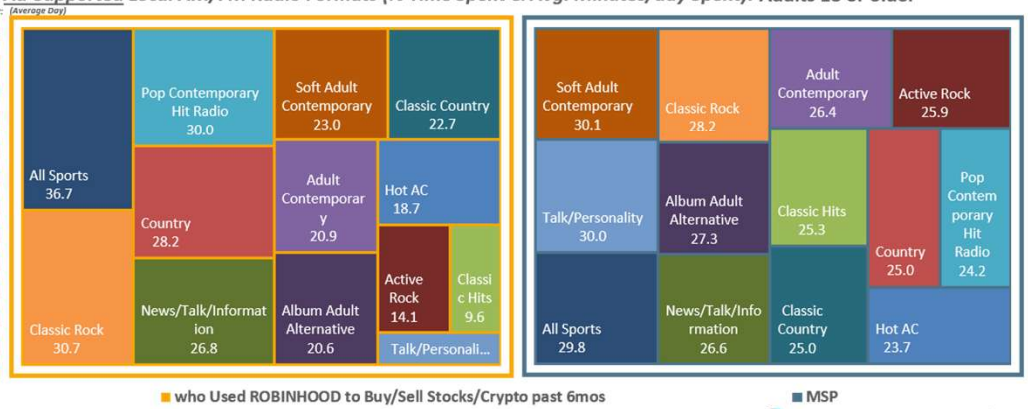
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

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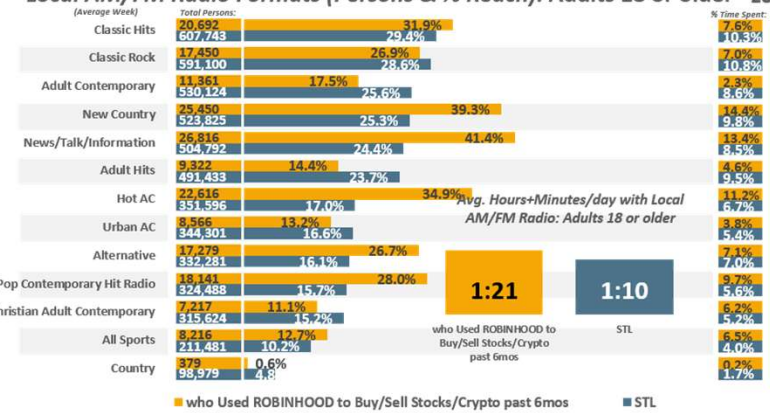
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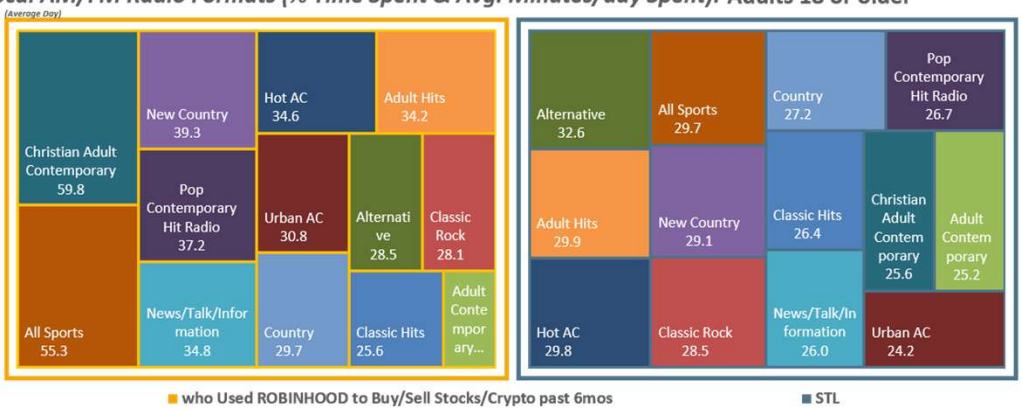


62,336 or 82.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are New Country, News/Talk/Information, Hot AC, Classic Hits, and Pop Contemporary Hit Radio.

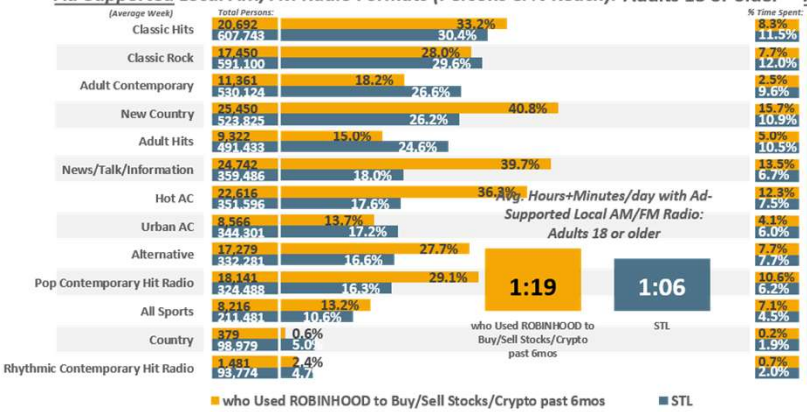
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



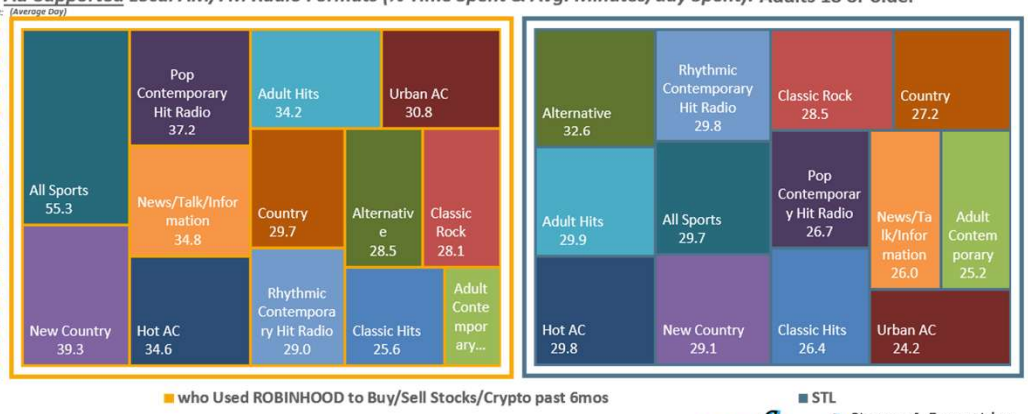
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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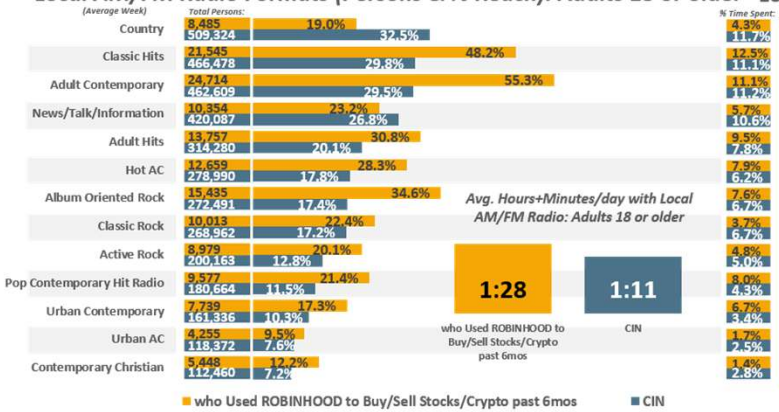
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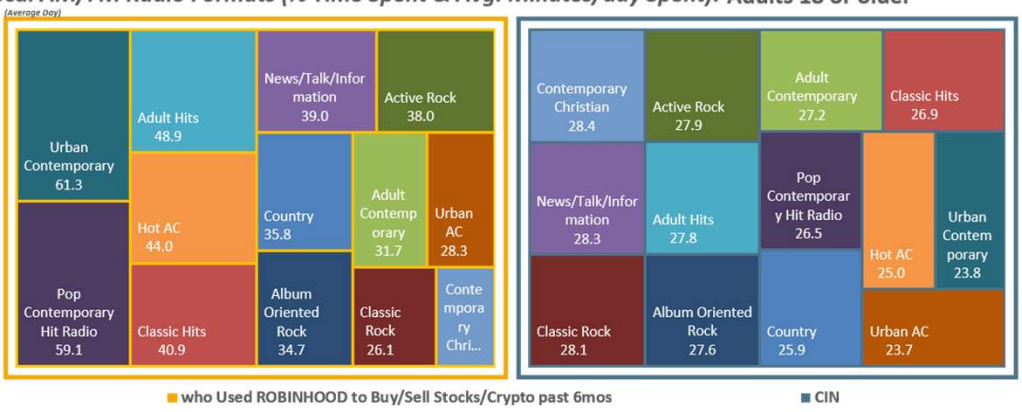


42,924 or 80.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Album Oriented Rock, Alternative, and Adult Hits.

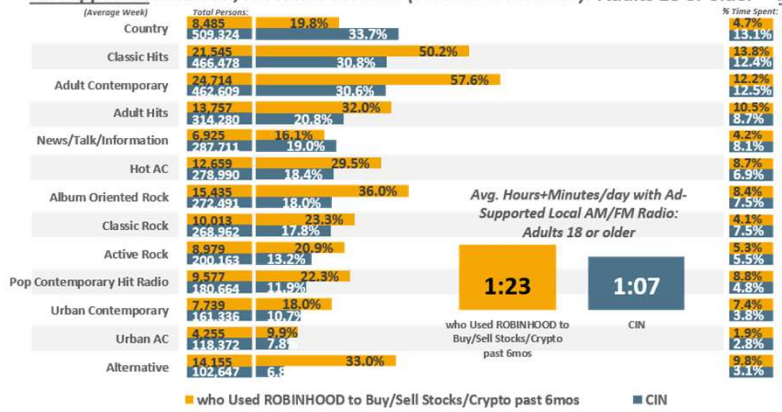
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



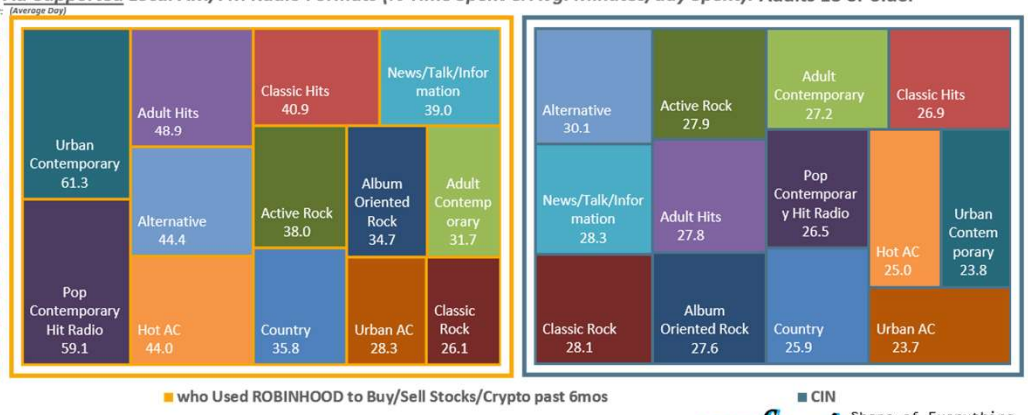
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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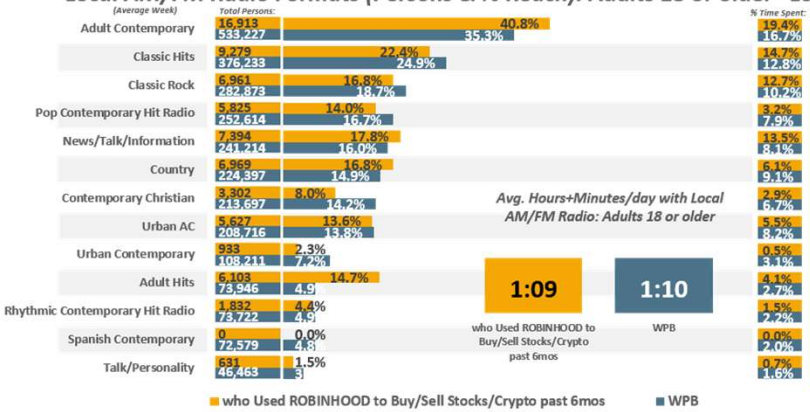
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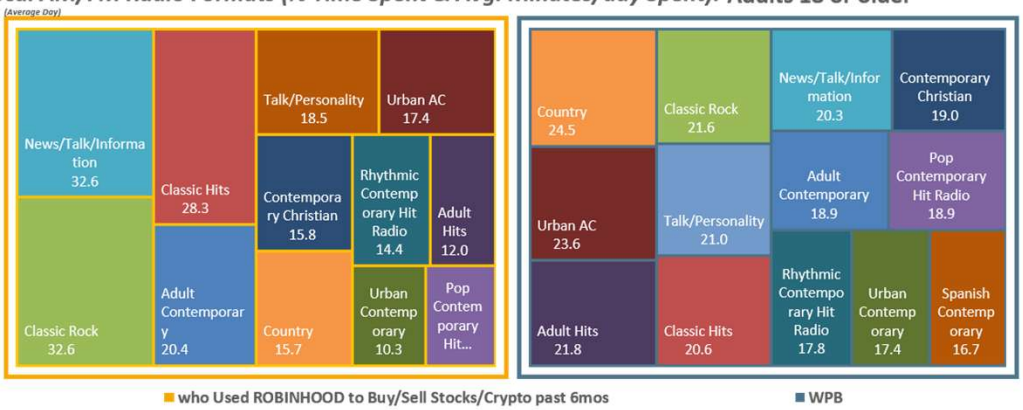


38,139 or 83.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Country, Classic Rock, and Adult Hits.

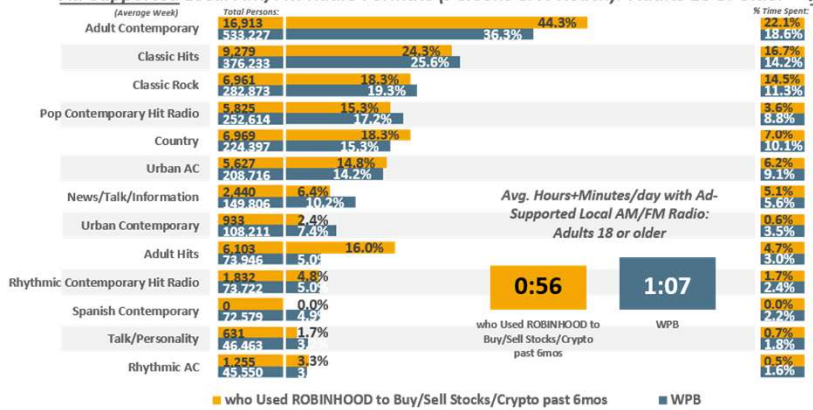
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



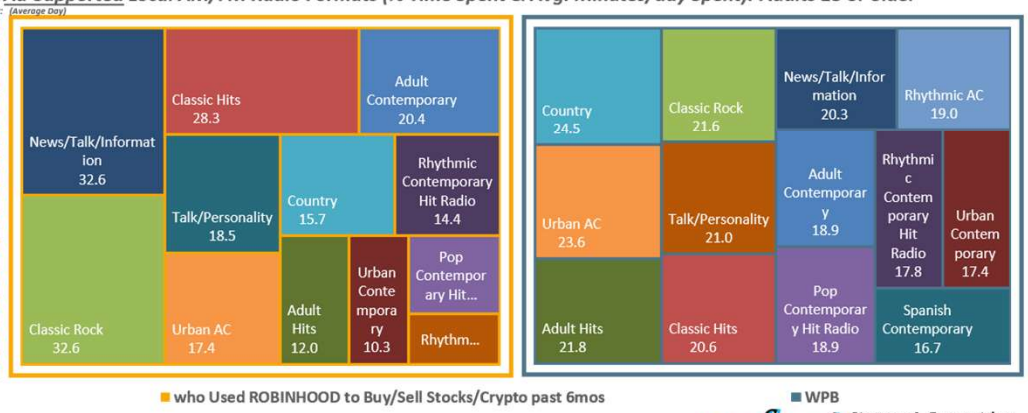
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

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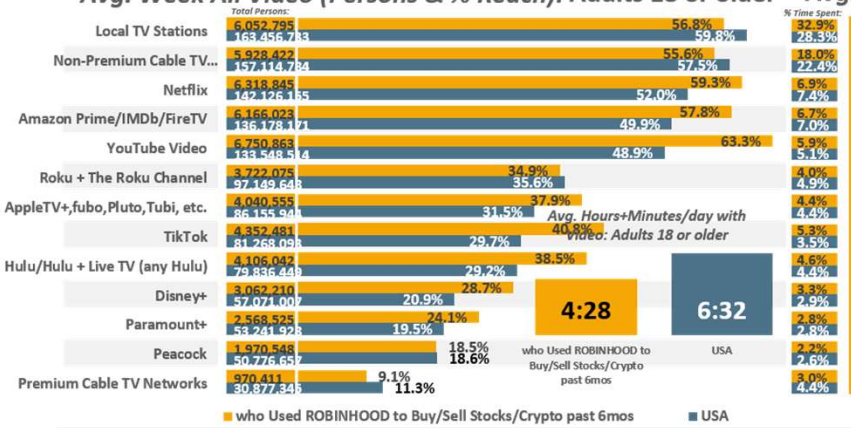
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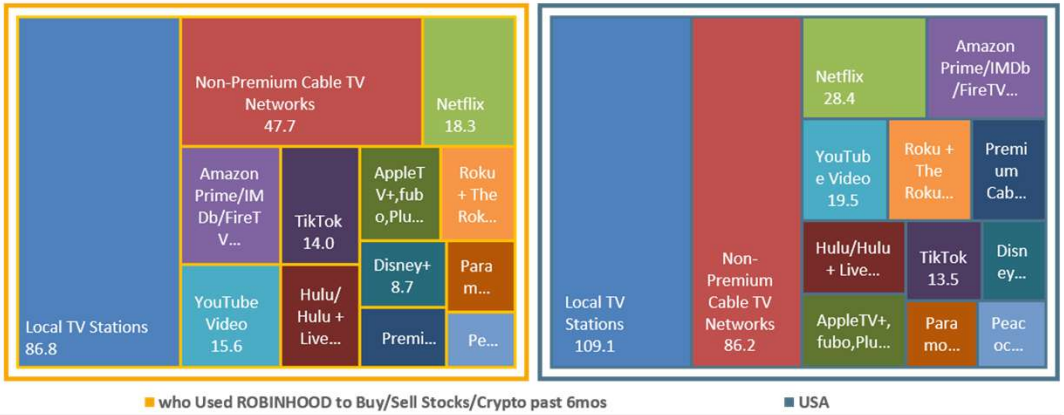


5,978,466 or 56.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.

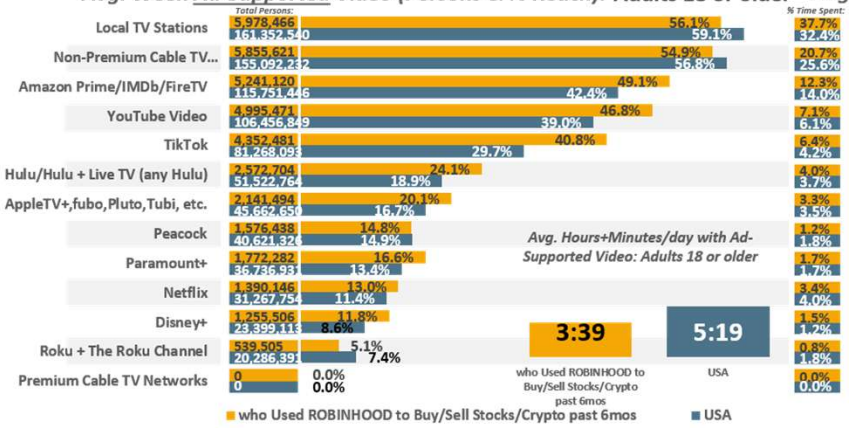
Avg. Week All Video (Persons & % Reach): Adults 18 or older



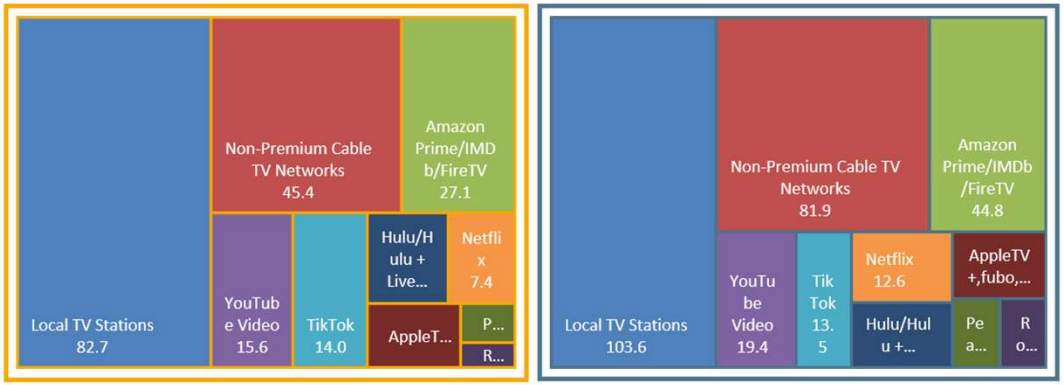
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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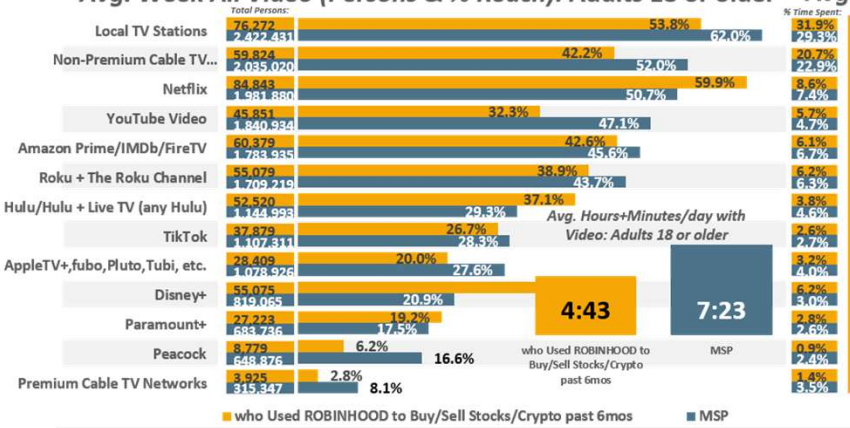
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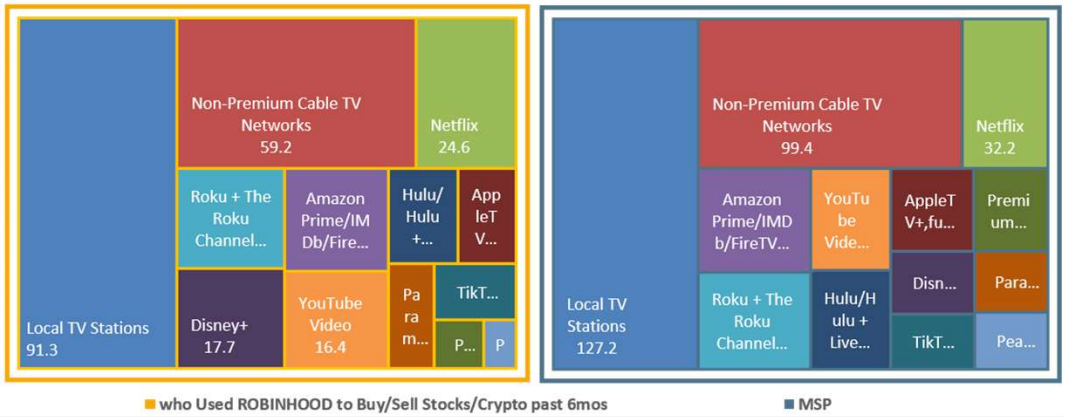


75,996 or 53.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 86.2 minutes every day representing 40.2% of all time spent daily with Ad-Supported Video.

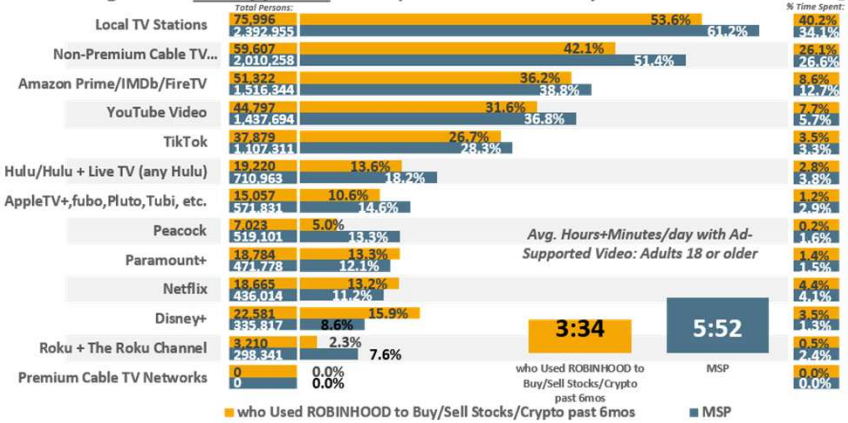
Avg. Week All Video (Persons & % Reach): Adults 18 or older



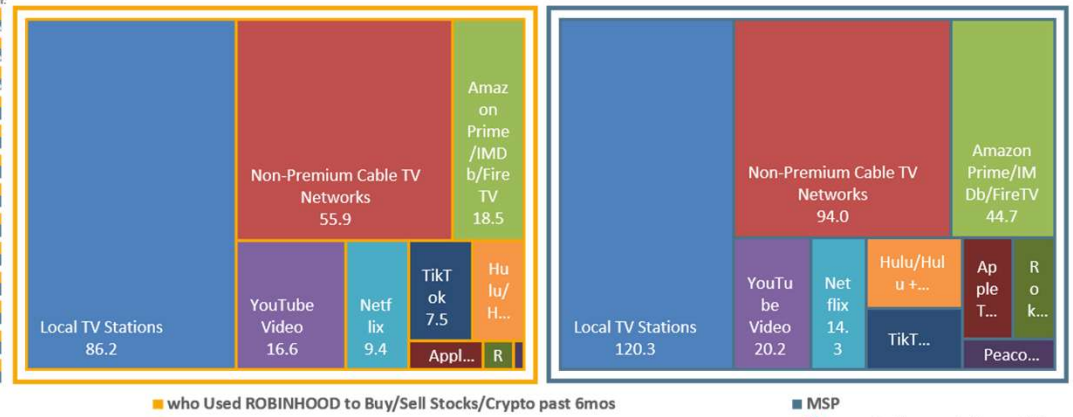
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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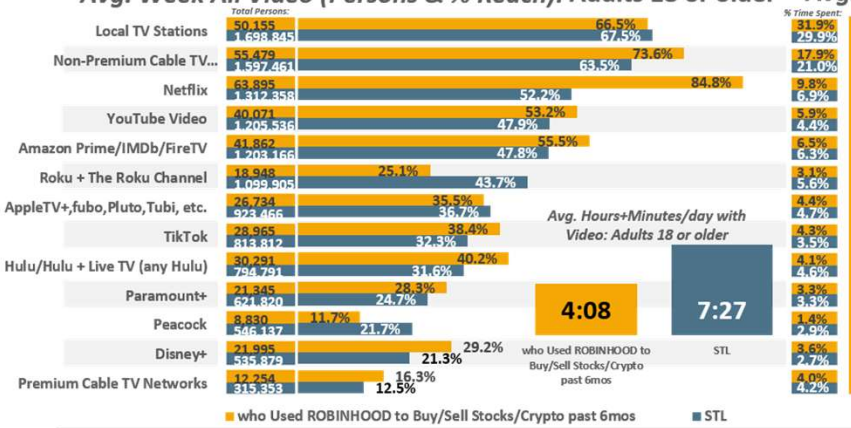
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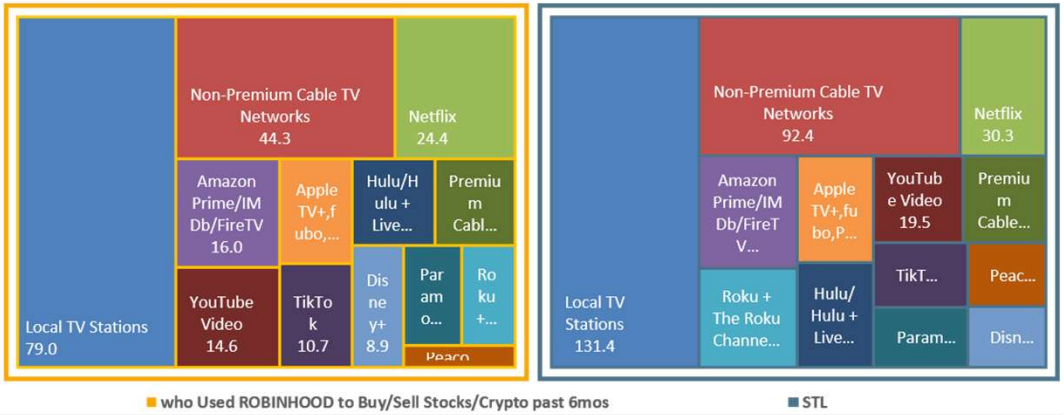


49,255 or 65.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 78. minutes every day representing 39.9% of all time spent daily with Ad-Supported Video.

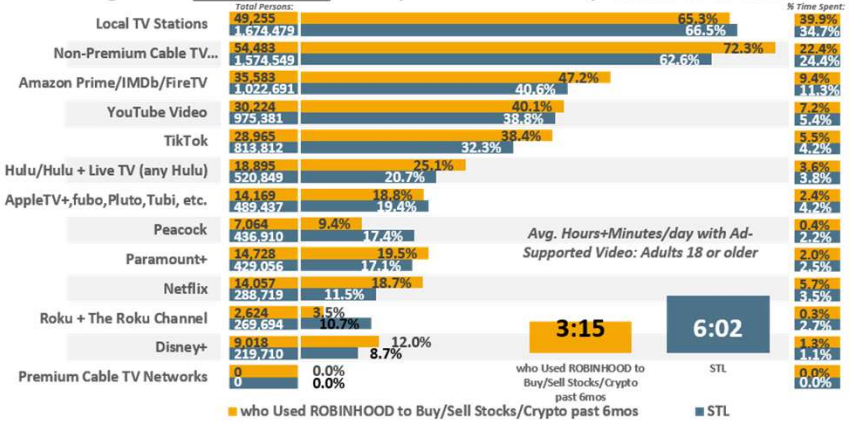
Avg. Week All Video (Persons & % Reach): Adults 18 or older



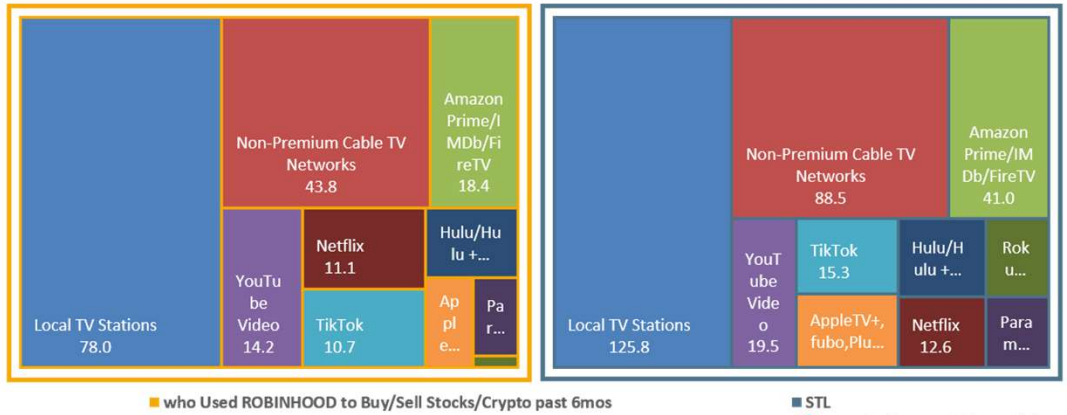
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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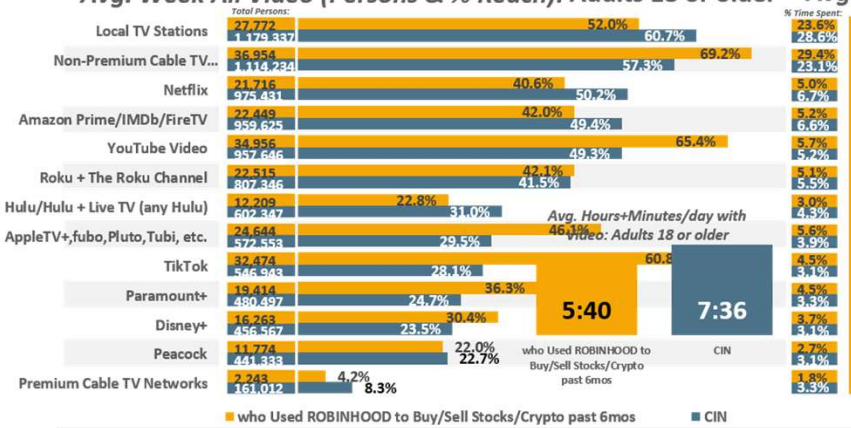
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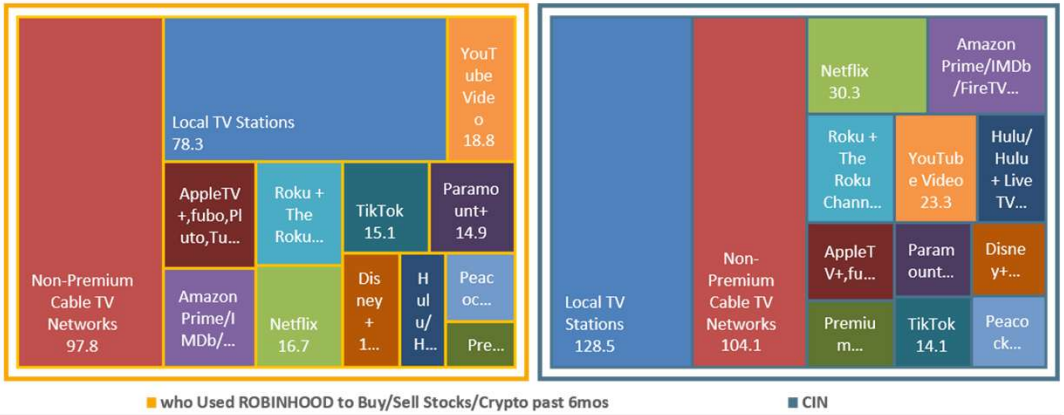


27,094 or 50.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.

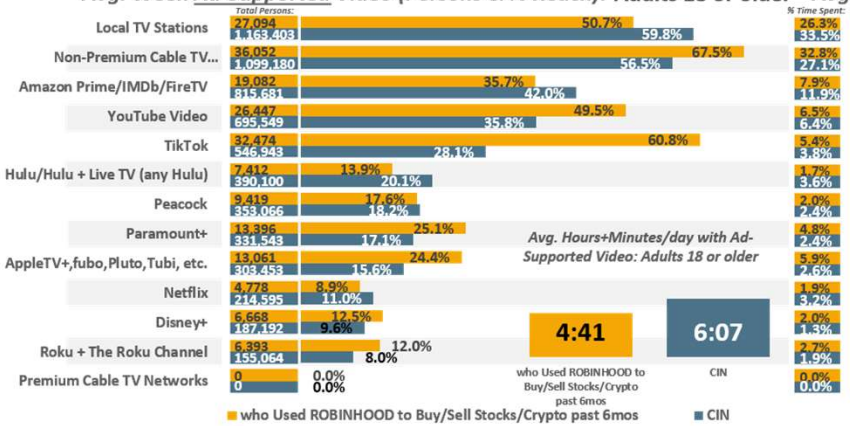
Avg. Week All Video (Persons & % Reach): Adults 18 or older



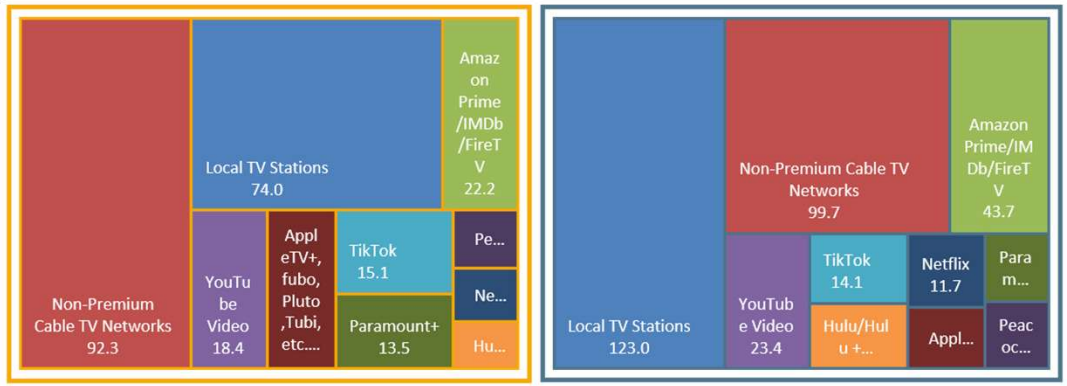
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

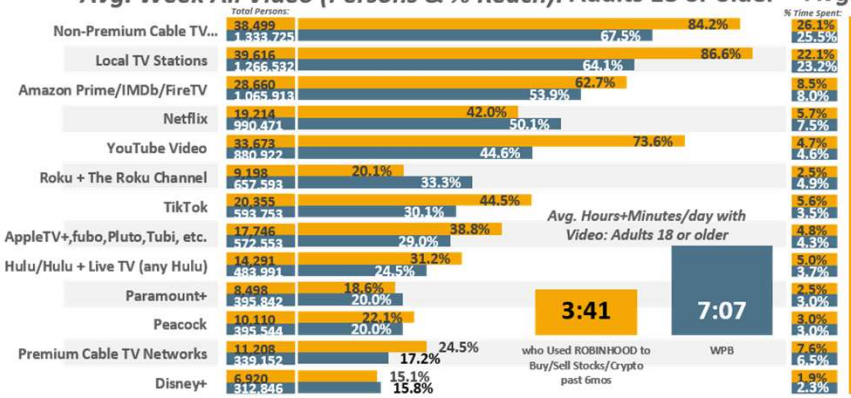
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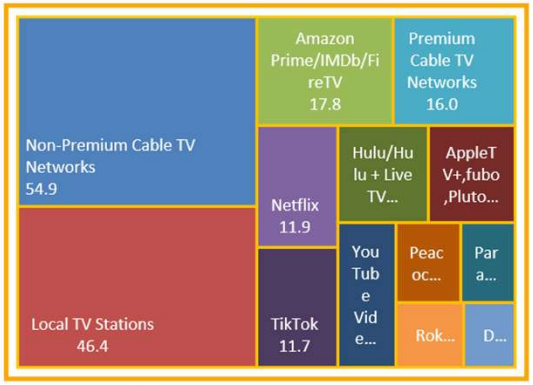
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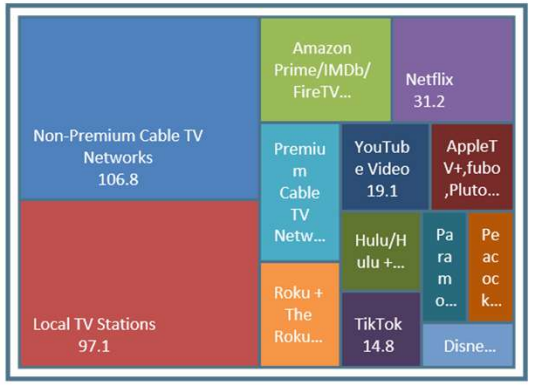
38,874 or 85.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 42.5 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.

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

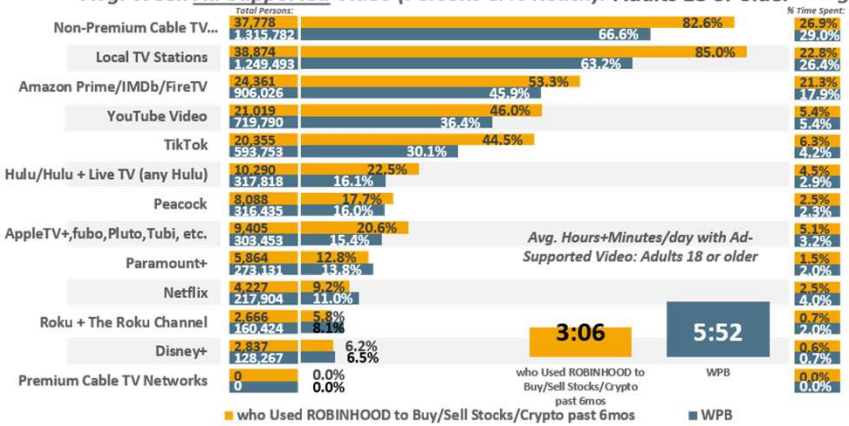


Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

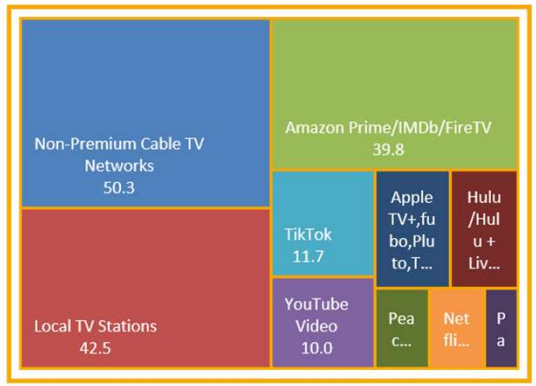


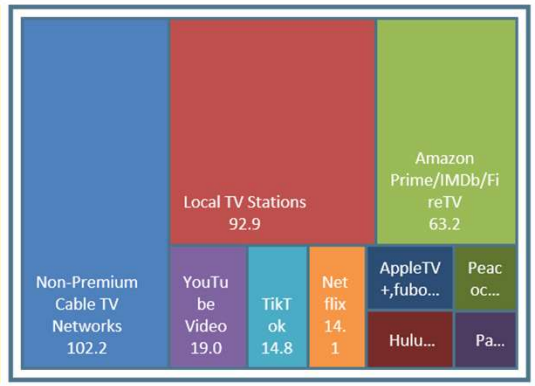


Avg. Week <u>Ad-Supported</u> Video (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

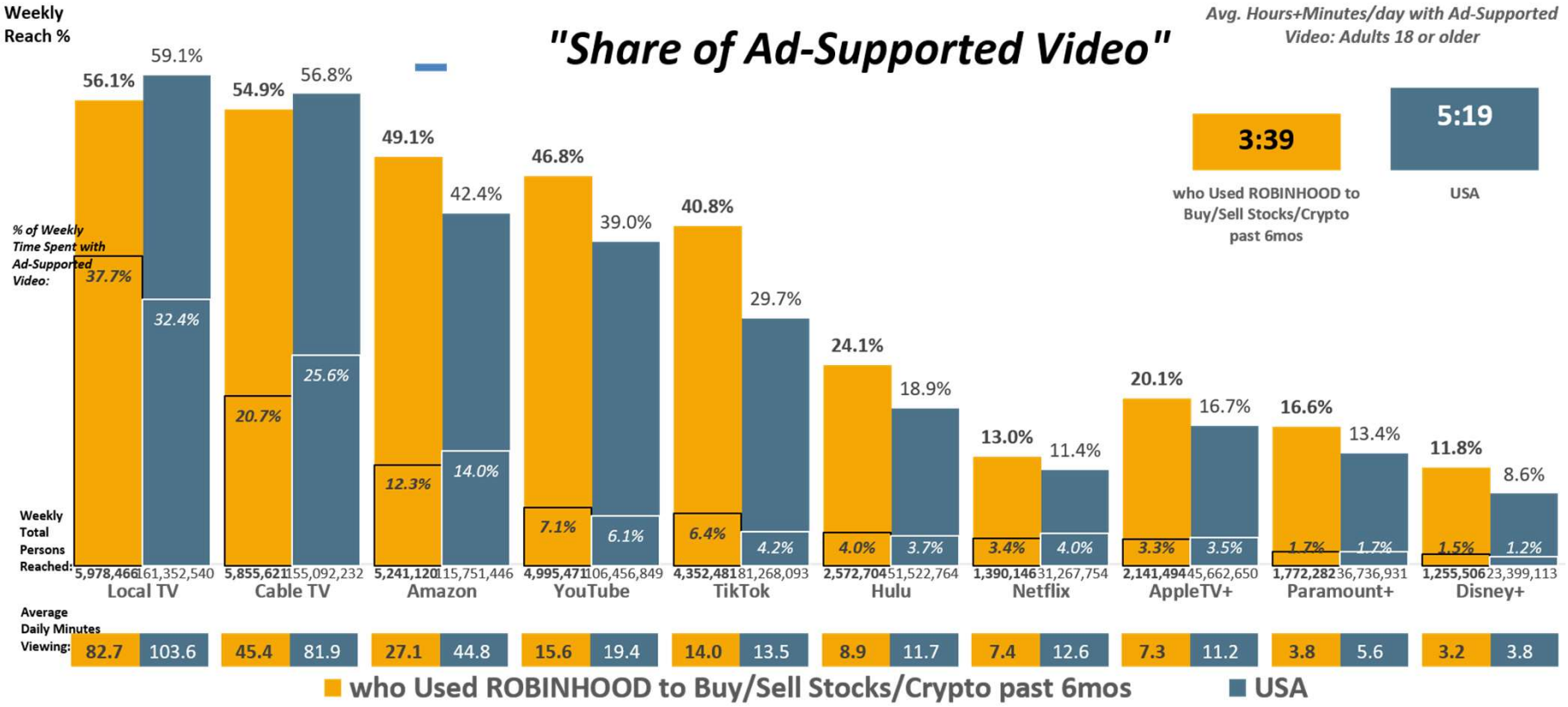
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5,978,466 or 56.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329

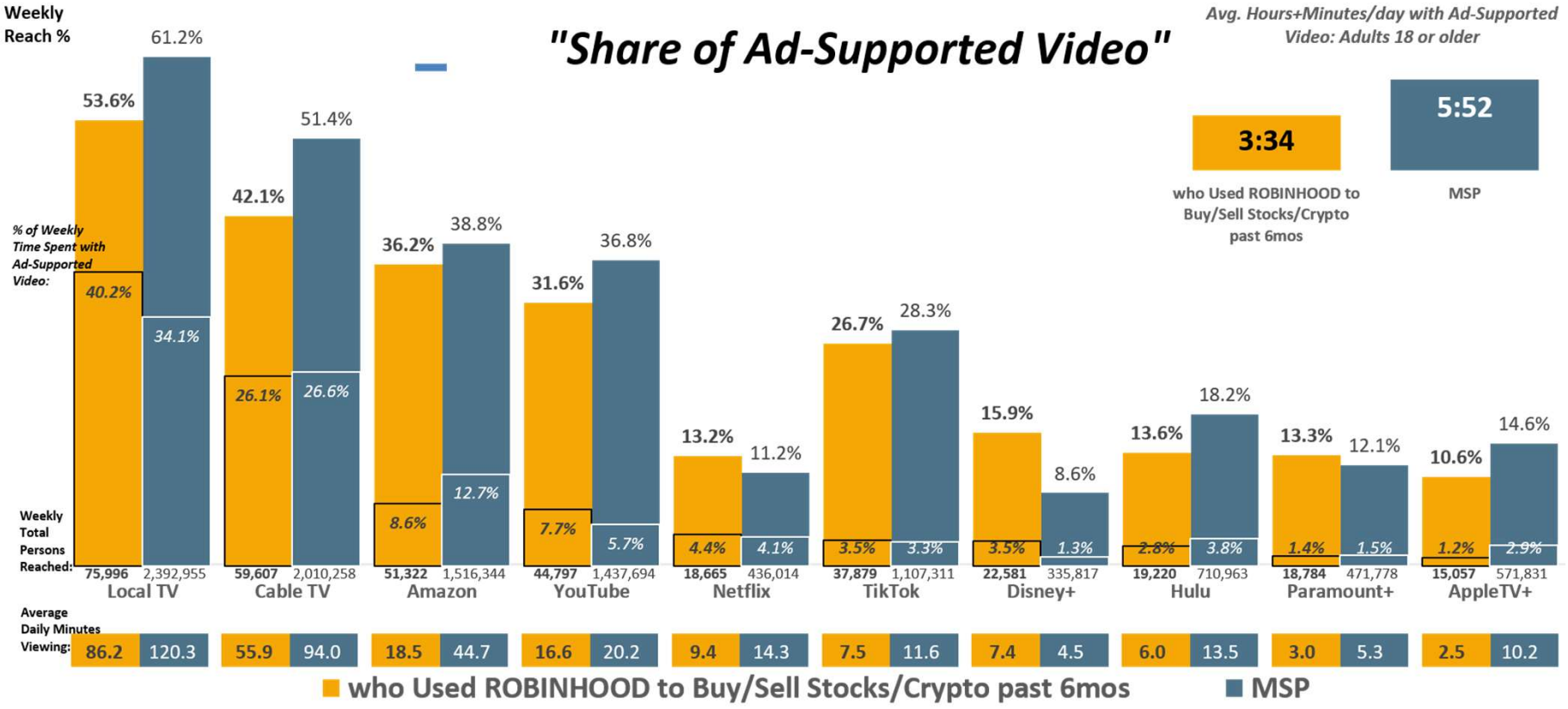
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75,996 or 53.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 86.2 minutes every day representing 40.2% of all time spent daily with Ad-Supported Video.



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

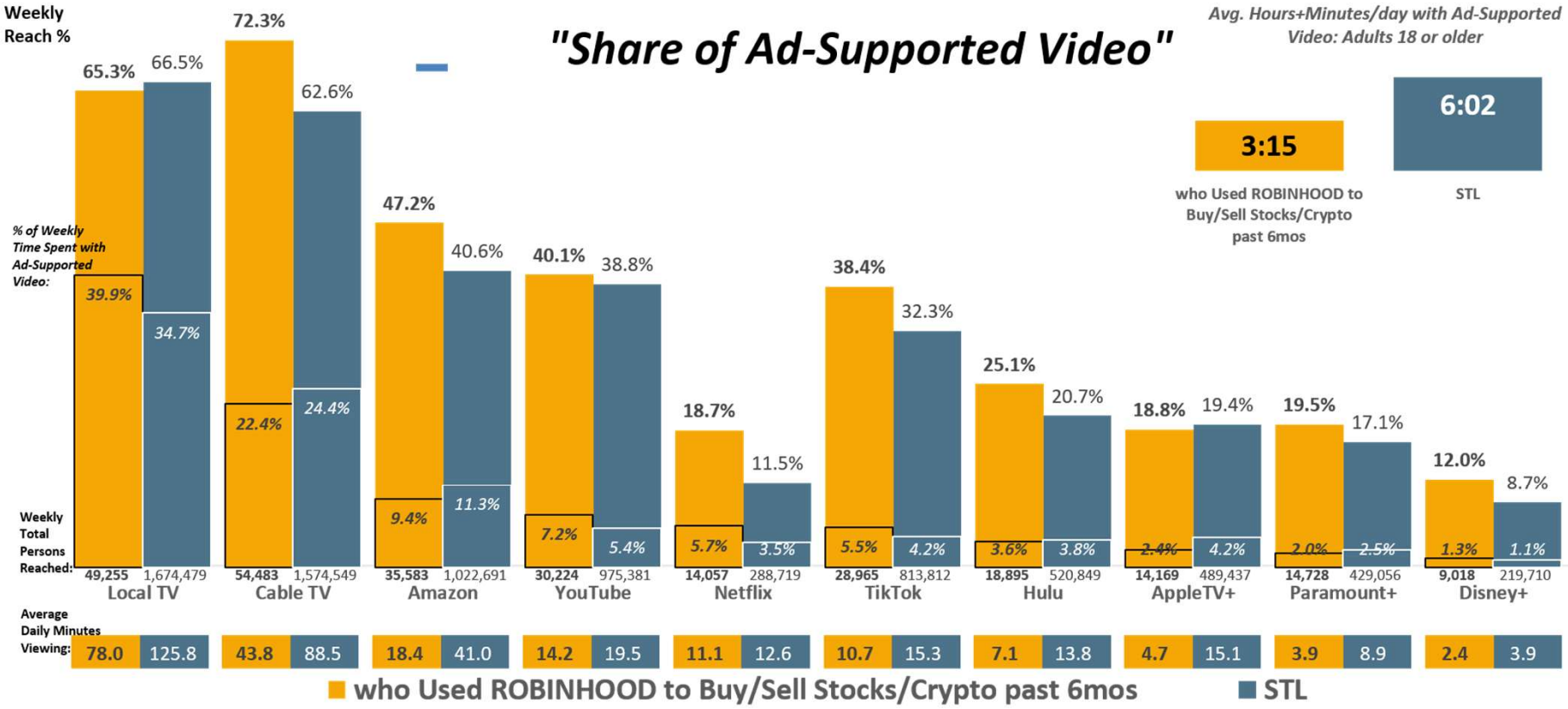
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49,255 or 65.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 78. minutes every day representing 39.9% of all time spent daily with Ad-Supported Video.



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

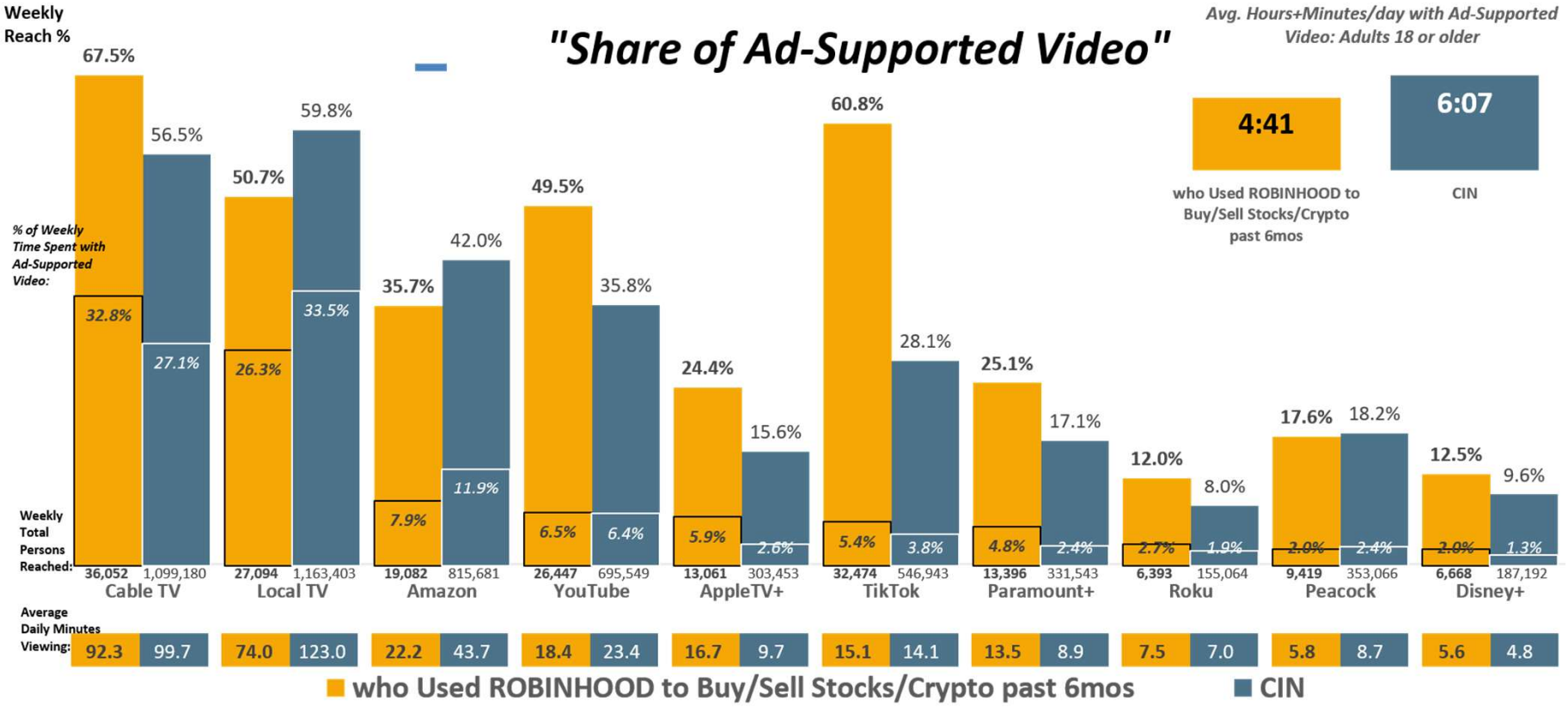
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27,094 or 50.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 74. minutes every day representing 26.3% of all time spent daily with Ad-Supported Video.



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

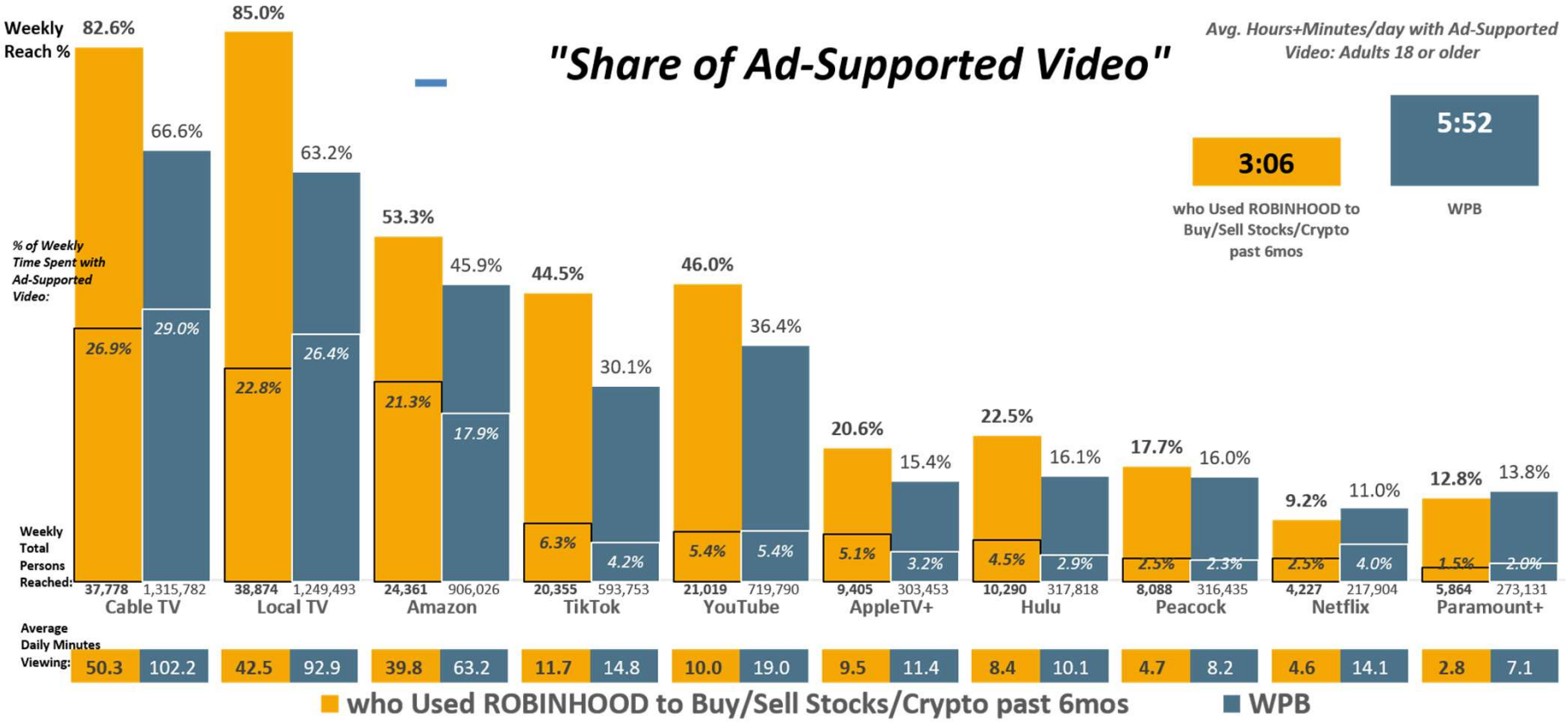
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38,874 or 85.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 42.5 minutes every day representing 22.8% of all time spent daily with Ad-Supported Video.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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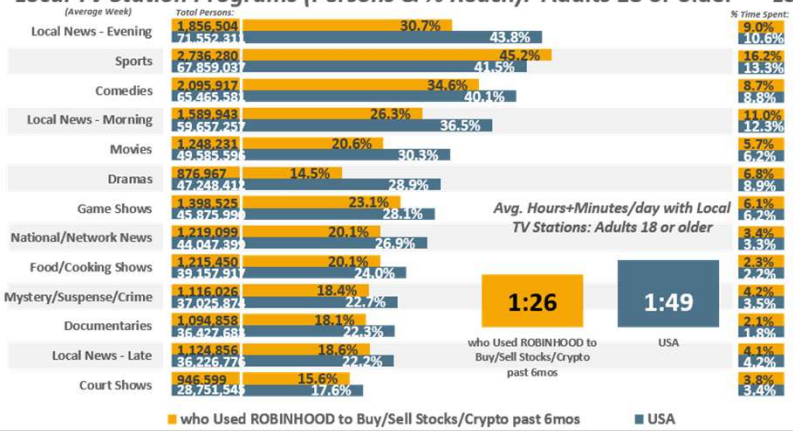
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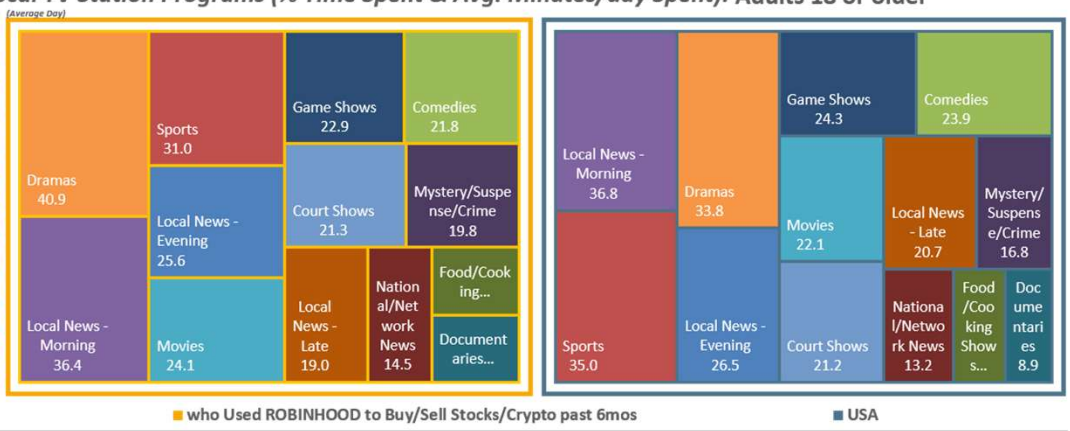


5,978,466 or 56.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

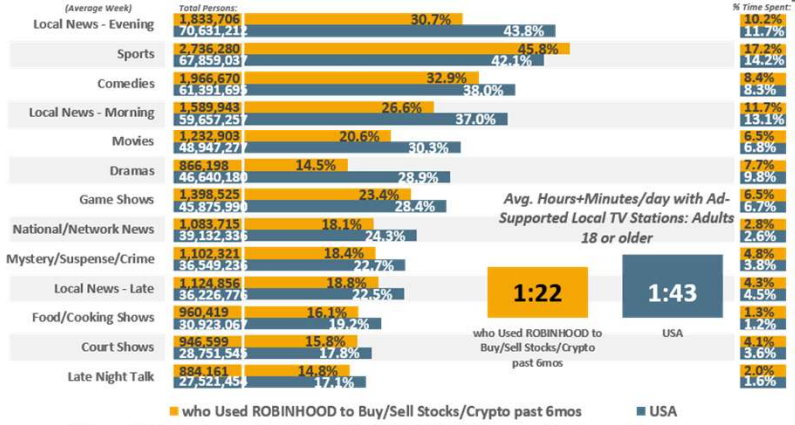
Local TV Station Programs (Persons & % Reach): Adults 18 or older



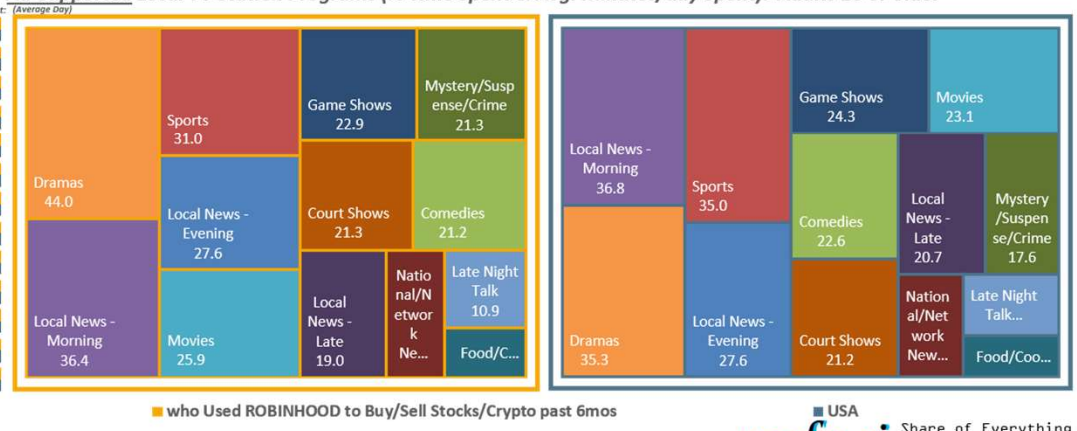
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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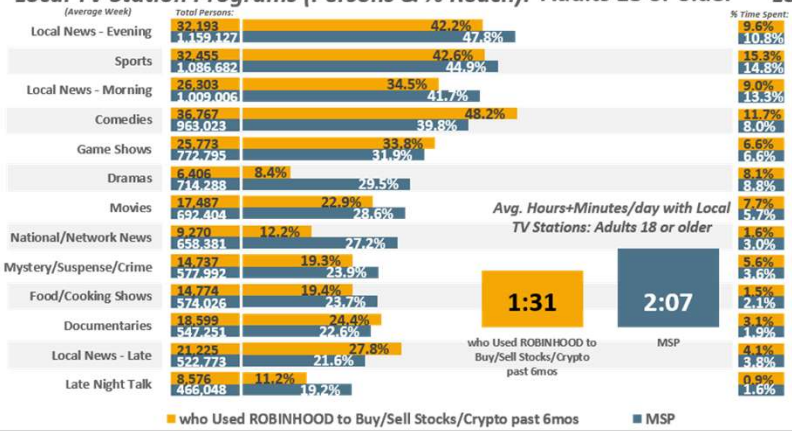
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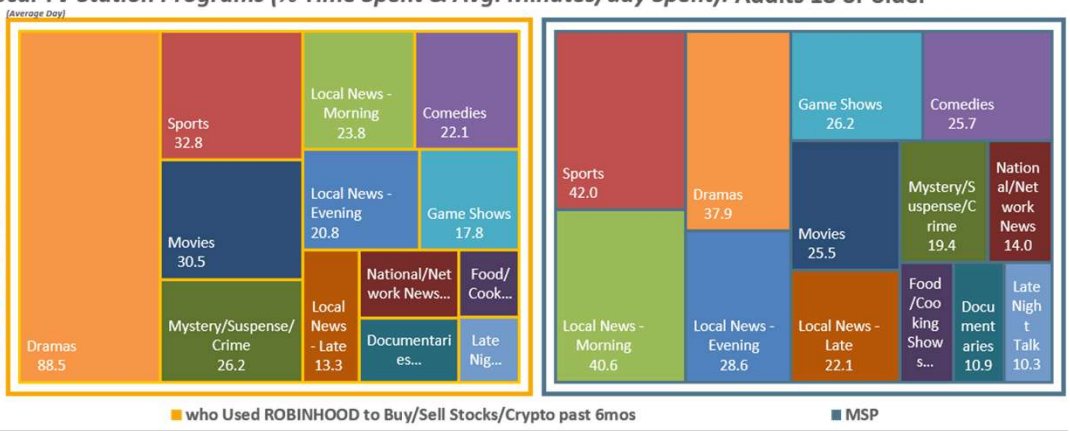


75,996 or 53.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Local News - Morning, Game Shows, and Local News - Late.

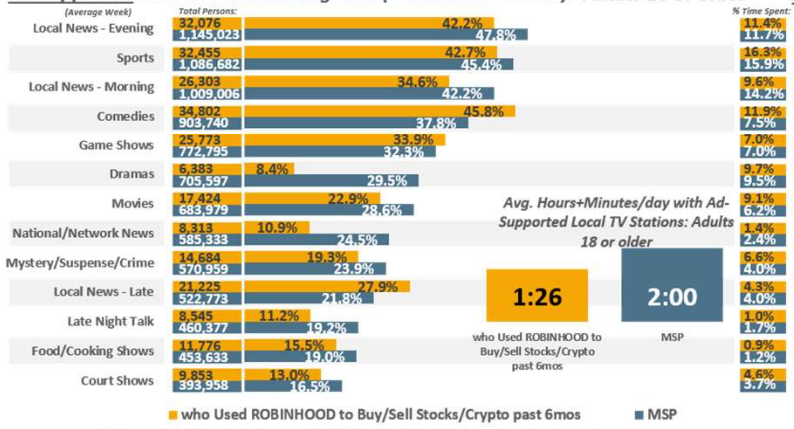
Local TV Station Programs (Persons & % Reach): Adults 18 or older



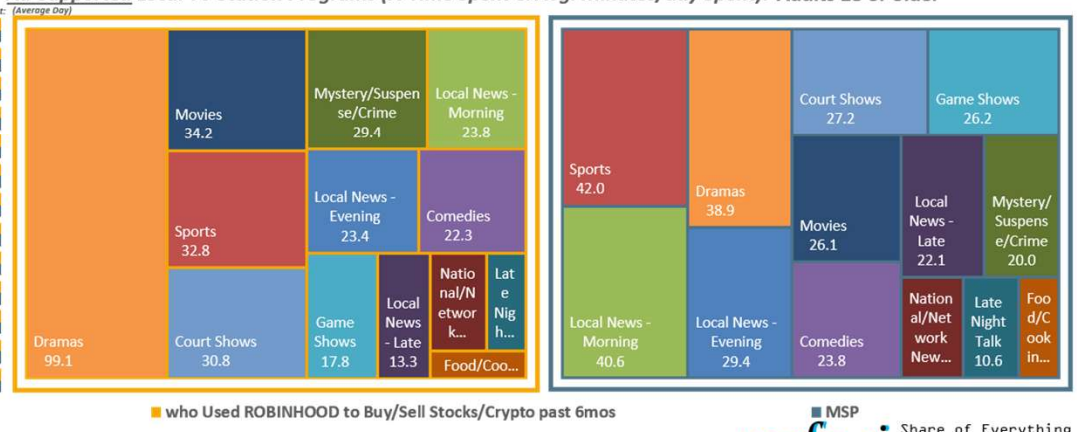
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



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

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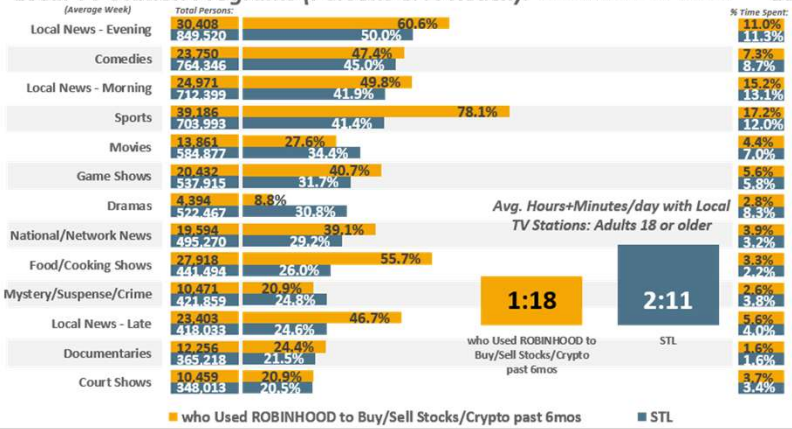
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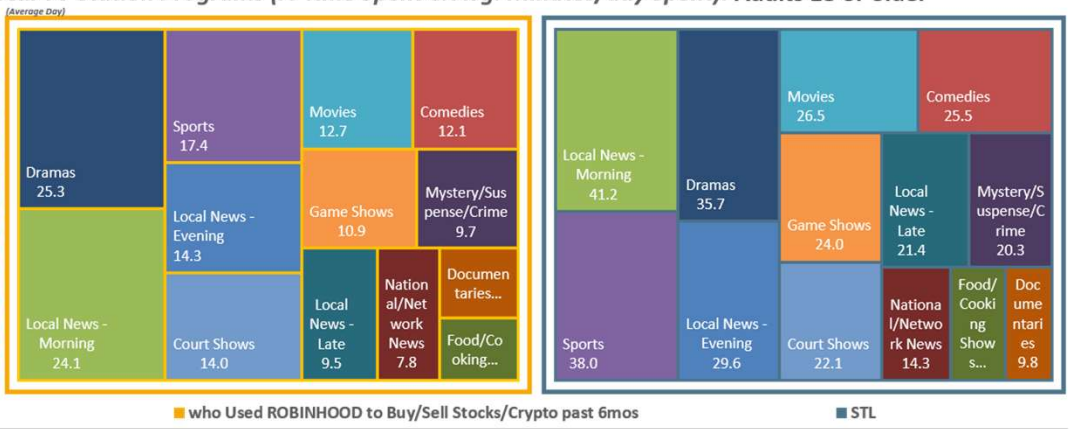


49,255 or 65.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Local News - Morning, Local News - Late, Comedies, and Food/Cooking Sho

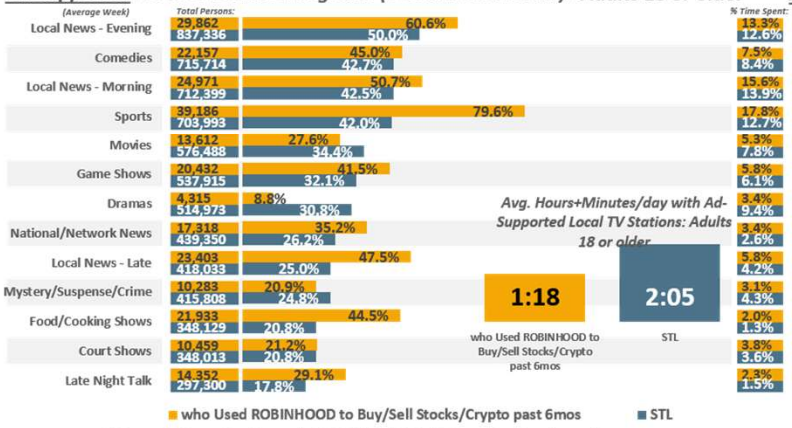
Local TV Station Programs (Persons & % Reach): Adults 18 or older



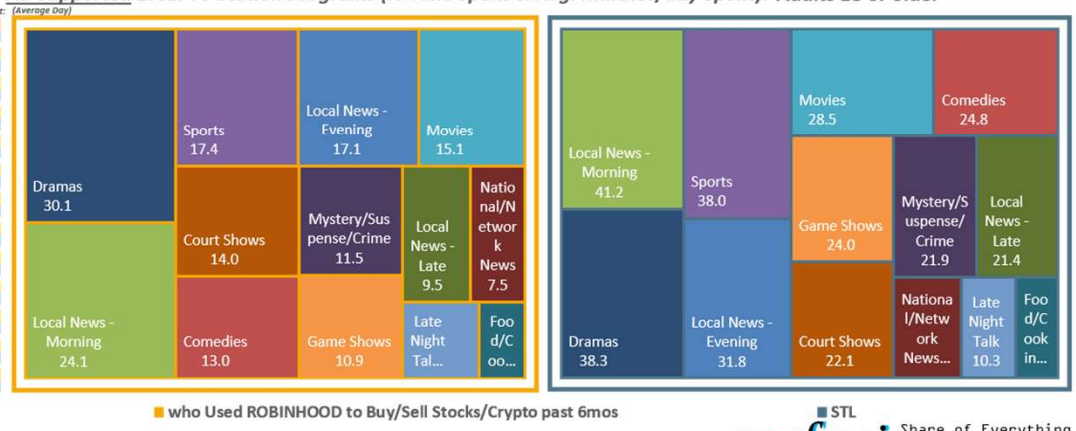
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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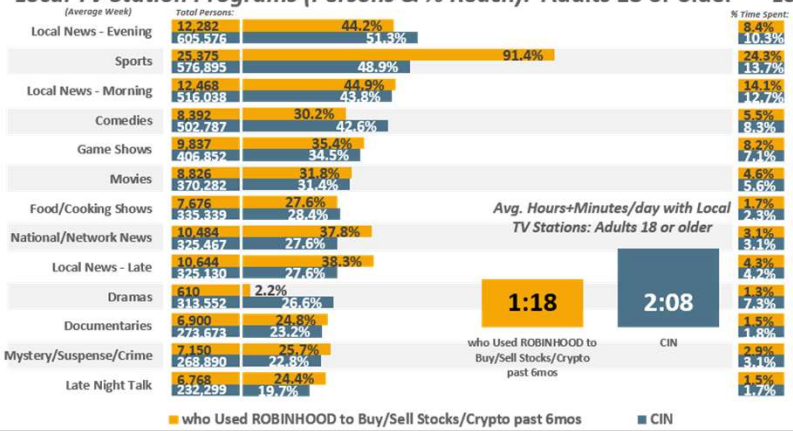
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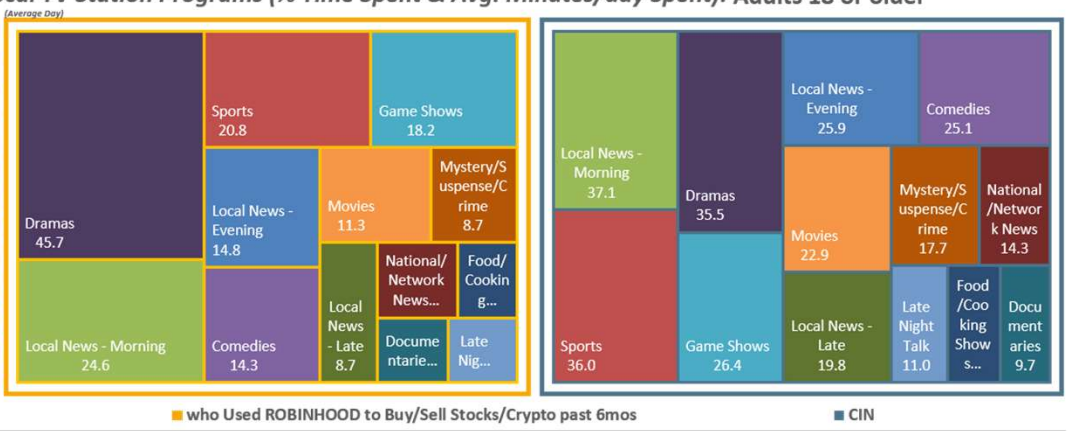


27,094 or 50.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Morning, Local News - Evening, Local News - Late, Game Shows, and National/Netwo

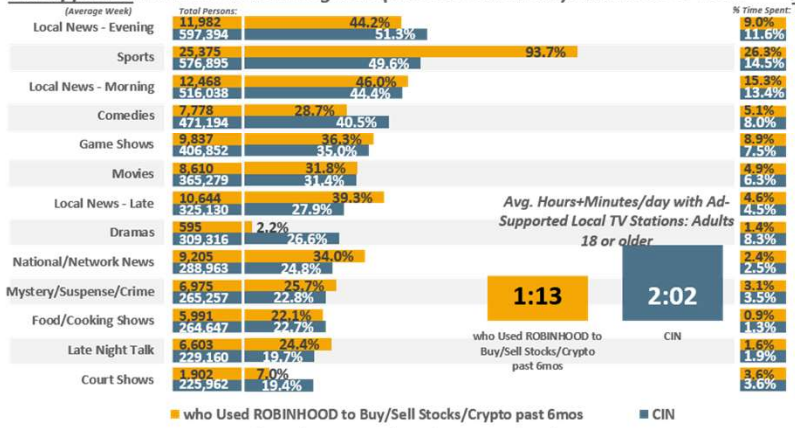
Local TV Station Programs (Persons & % Reach): Adults 18 or older



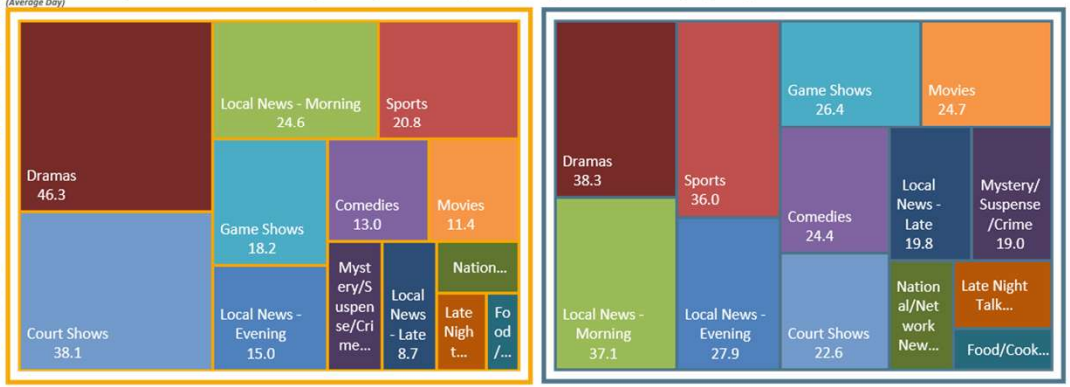
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

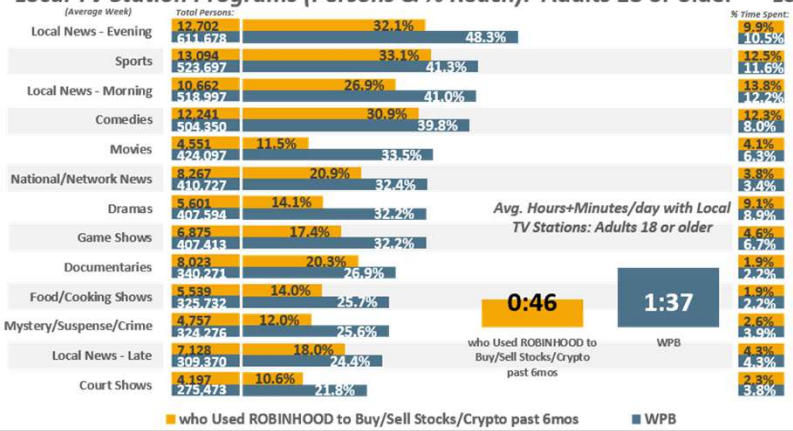
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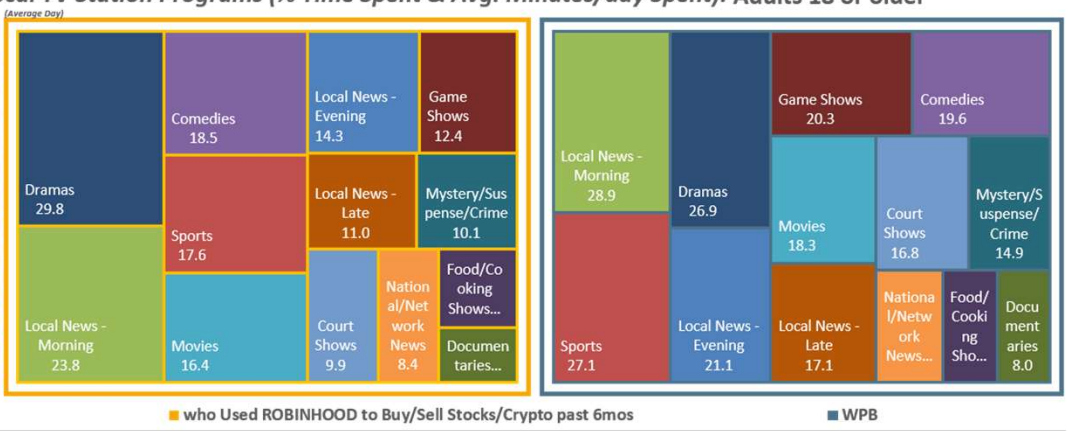
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

38,874 or 85.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Local News - Evening, Comedies, Local News - Morning, National/Network News, and Local News -

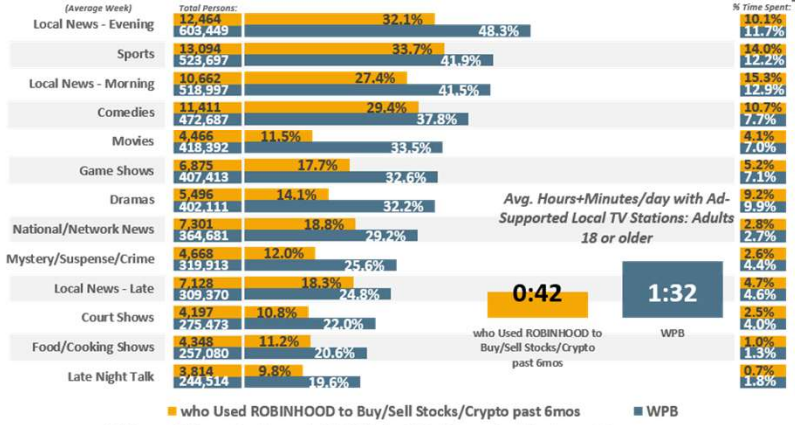
Local TV Station Programs (Persons & % Reach): Adults 18 or older



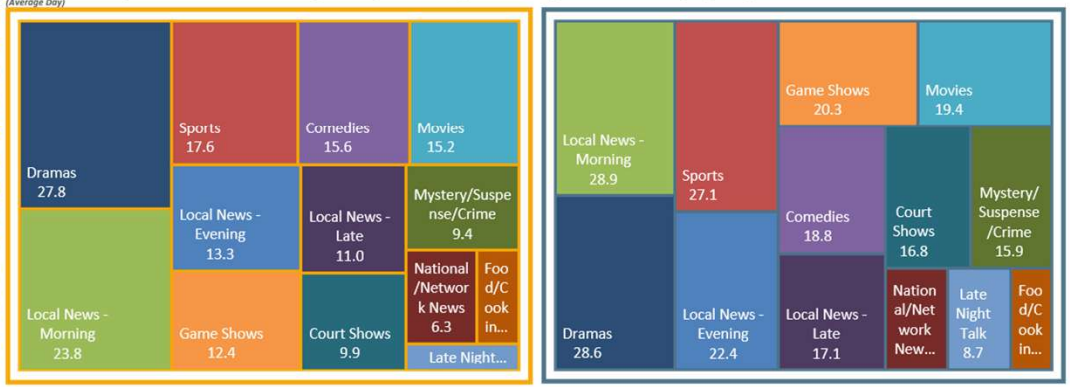
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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 2026: Aug25-Jul26 Qual Intab 53

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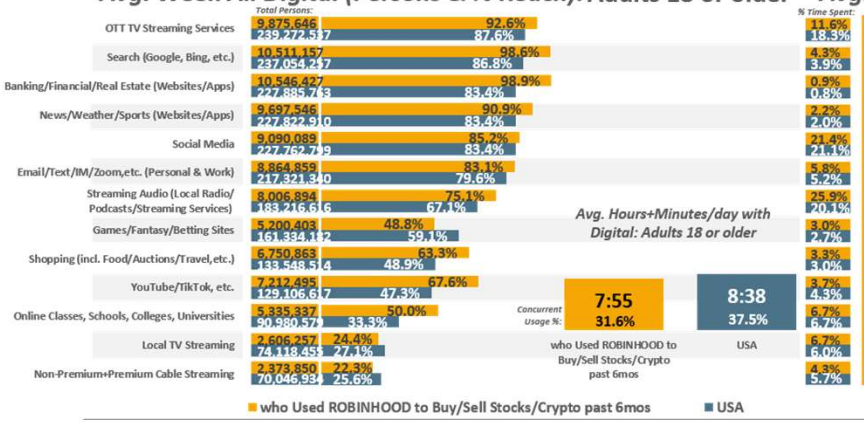
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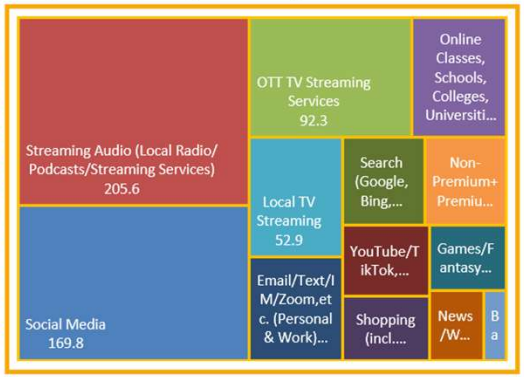


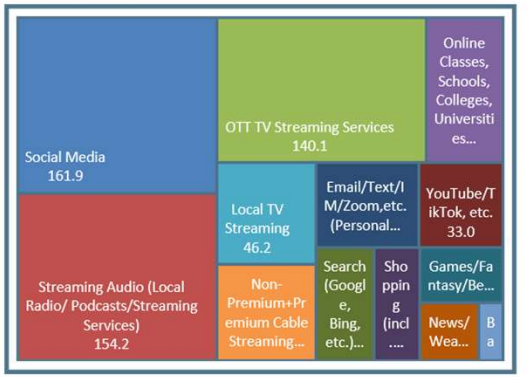
7,693,632 or 72.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 143.7 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

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



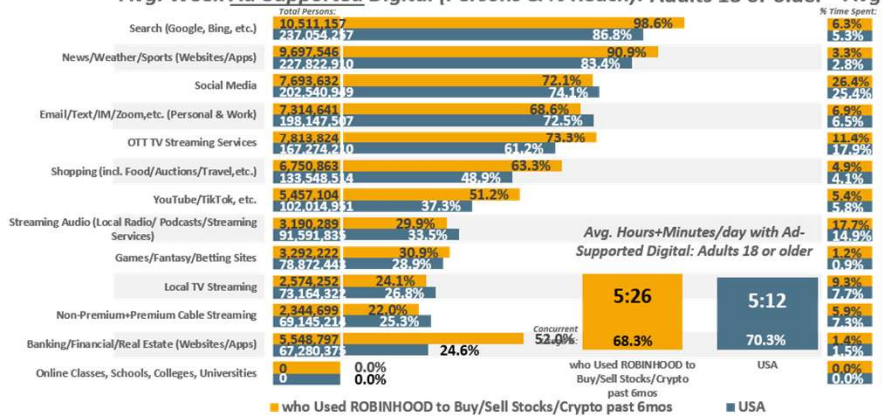
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



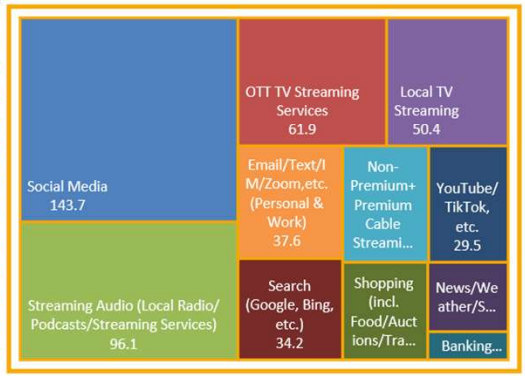


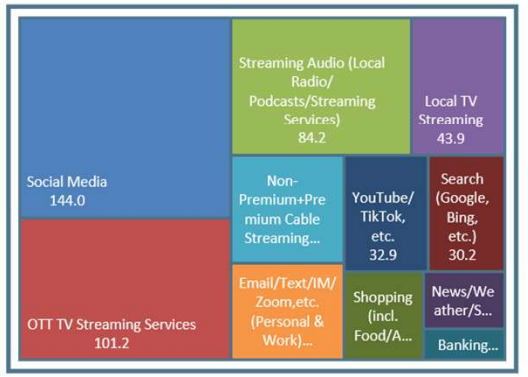
■ who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos ■ USA

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





■ who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos ■ USA

USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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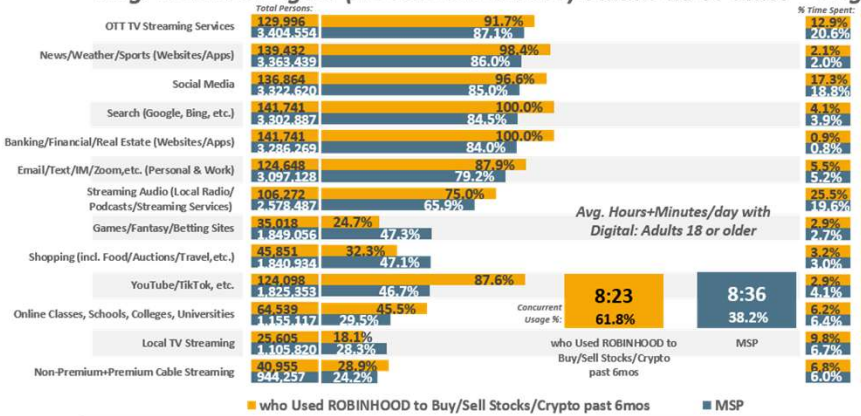
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

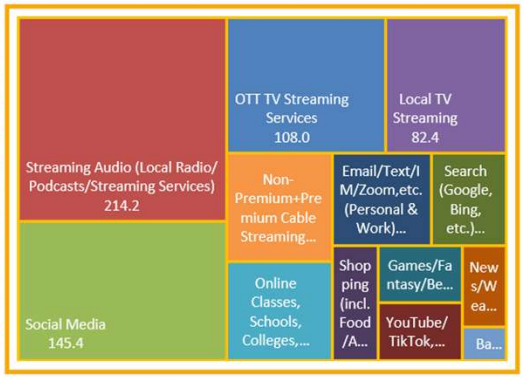


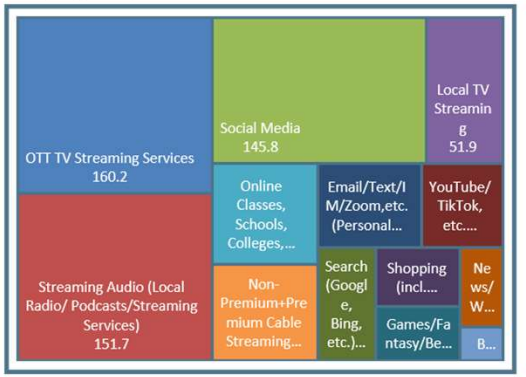
110,534 or 78.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 117.4 minutes every day representing 20.1% of all time spent daily with Ad-Supported Digital Media.

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

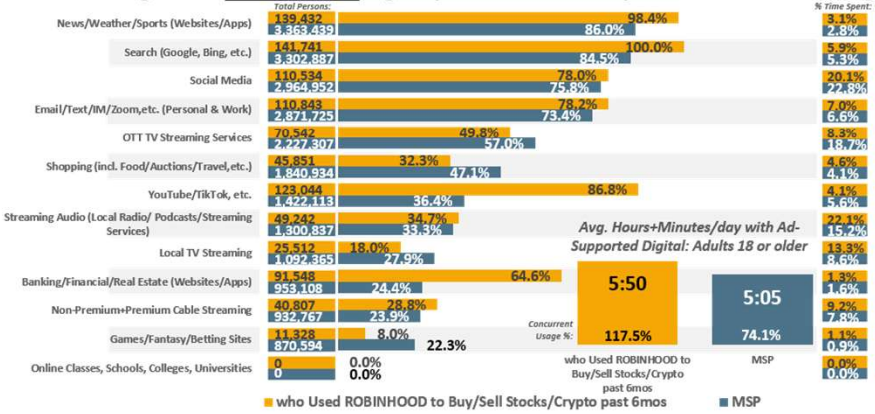


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

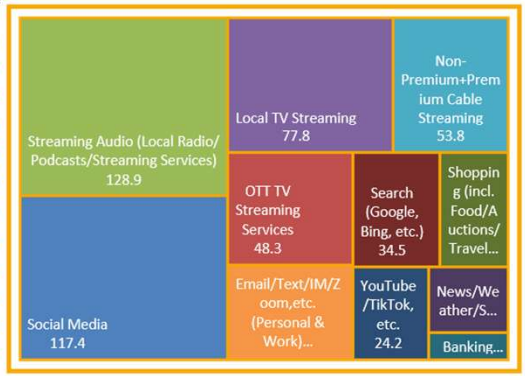


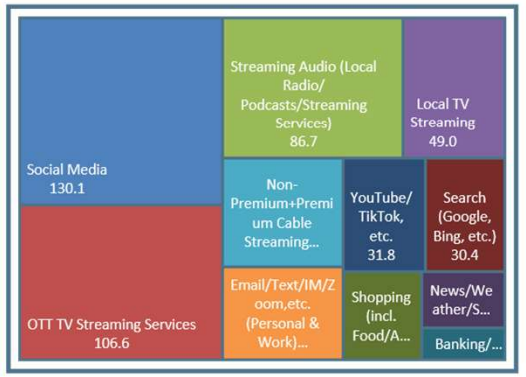


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





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

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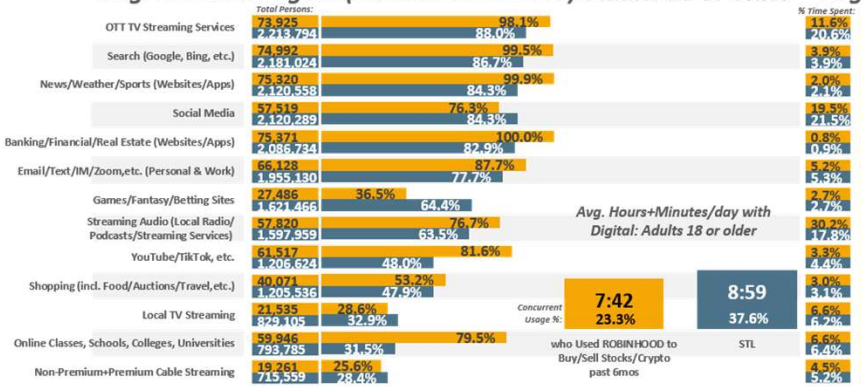
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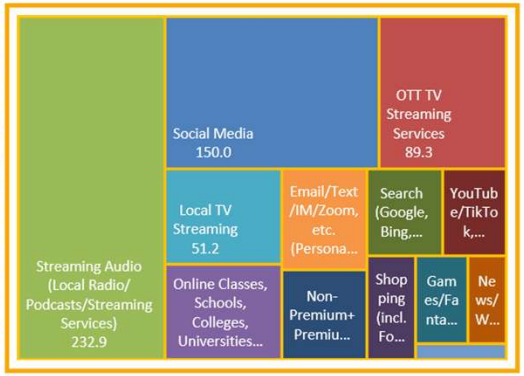


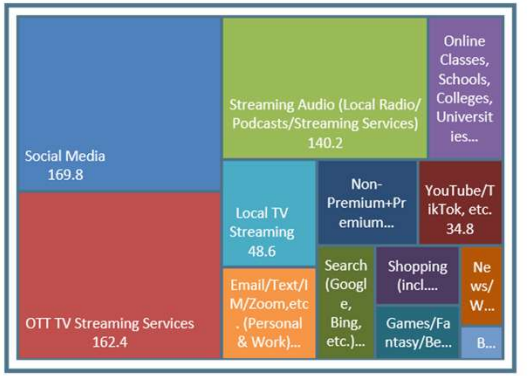
49,608 or 65.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 129.4 minutes every day representing 25.6% of all time spent daily with Ad-Supported Digital Media.

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

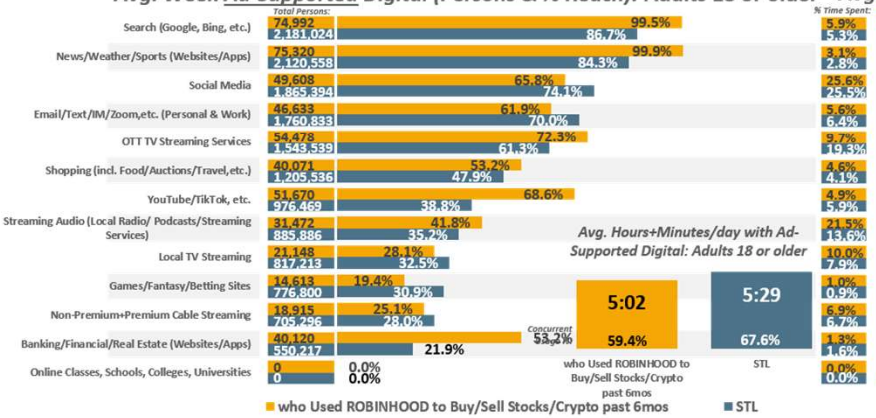


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



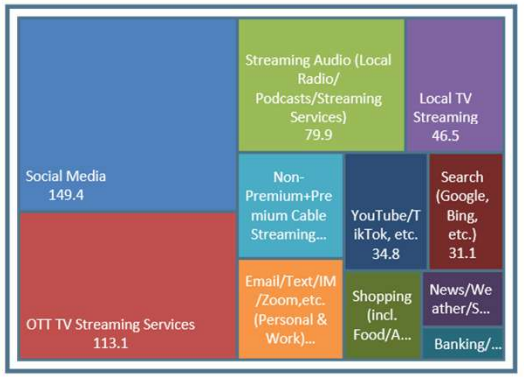


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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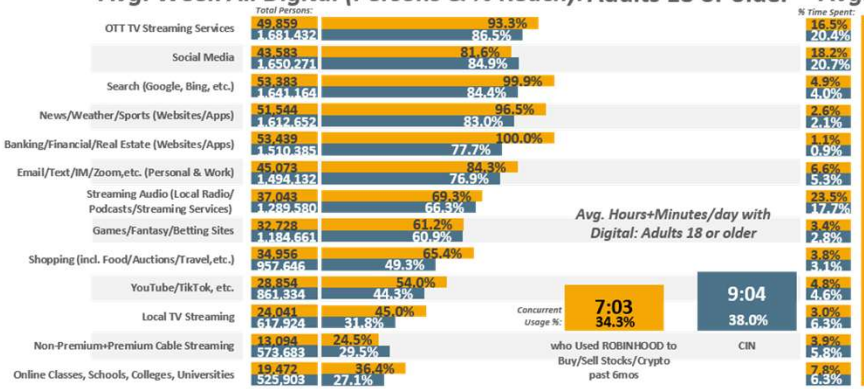
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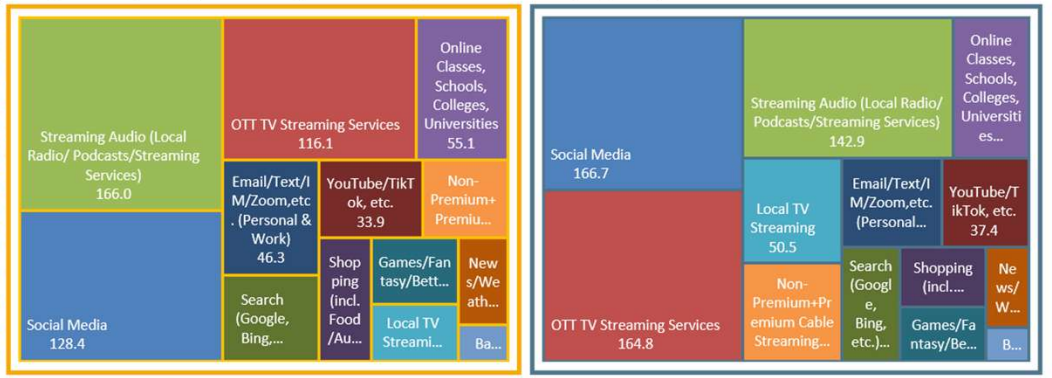


35,187 or 65.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 103.7 minutes every day representing 22.6% of all time spent daily with Ad-Supported Digital Media.

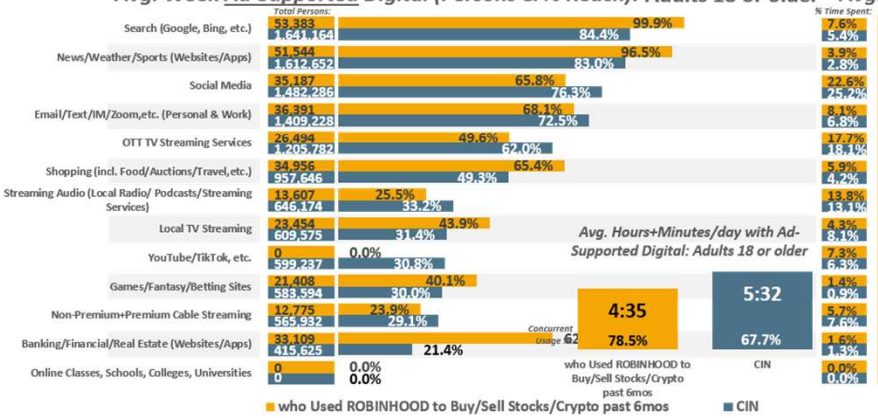
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



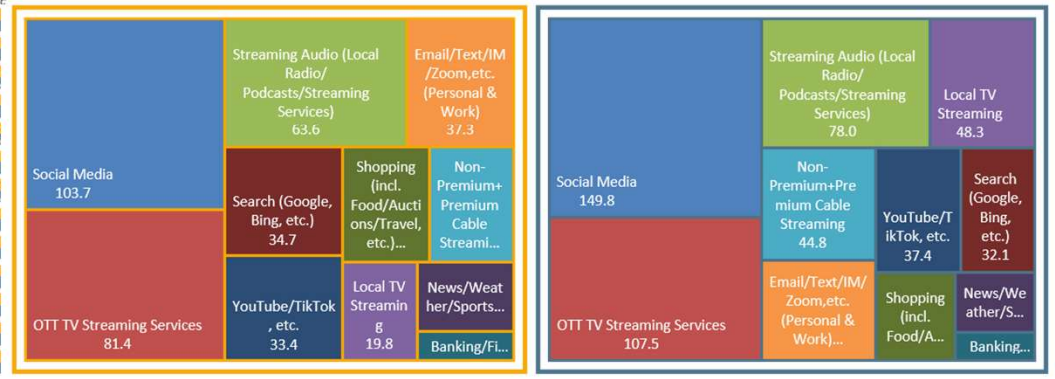
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

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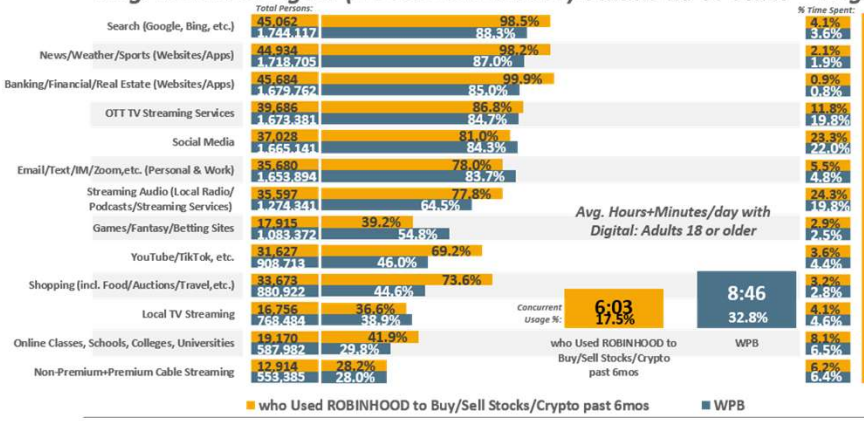
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

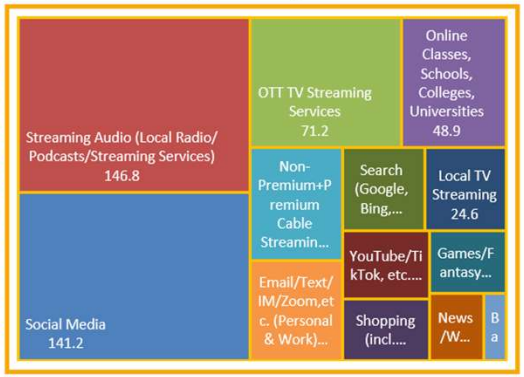


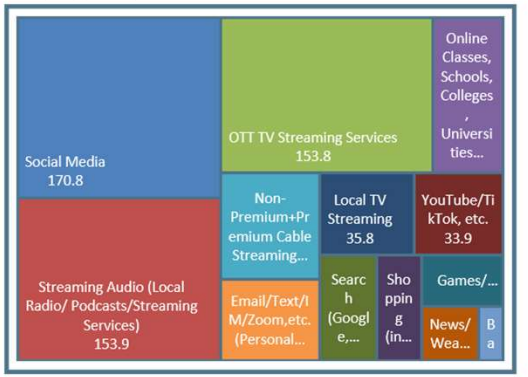
36,603 or 80.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 139.6 minutes every day representing 31.% of all time spent daily with Ad-Supported Digital Media.

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

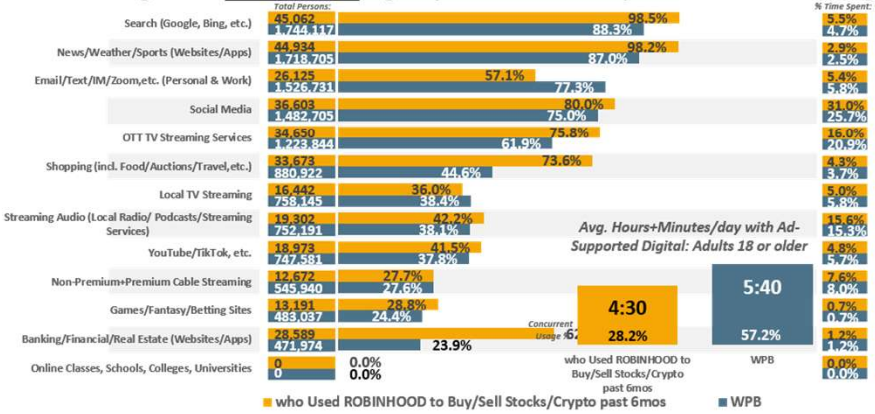


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

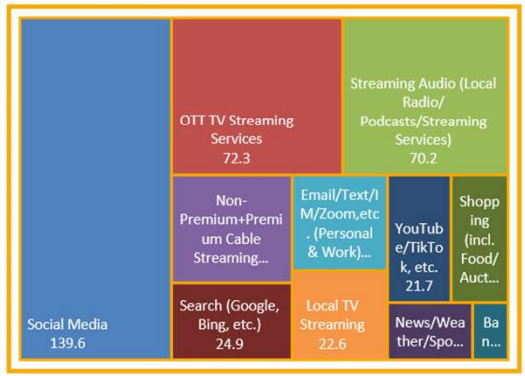


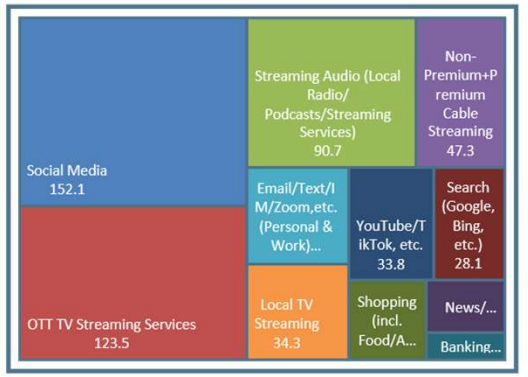


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

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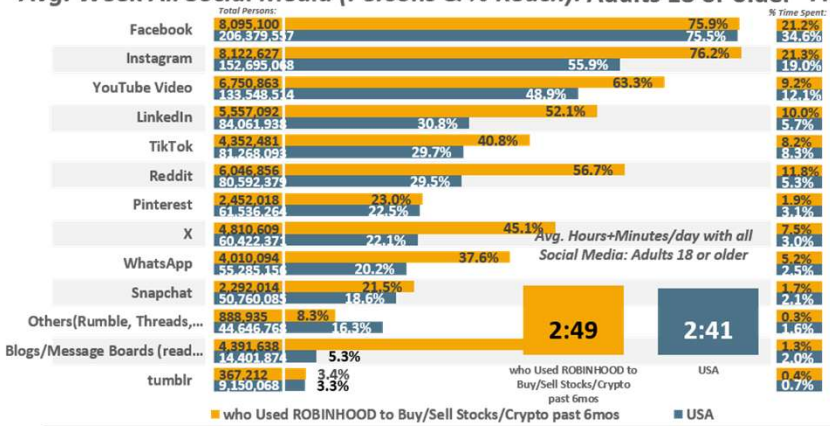
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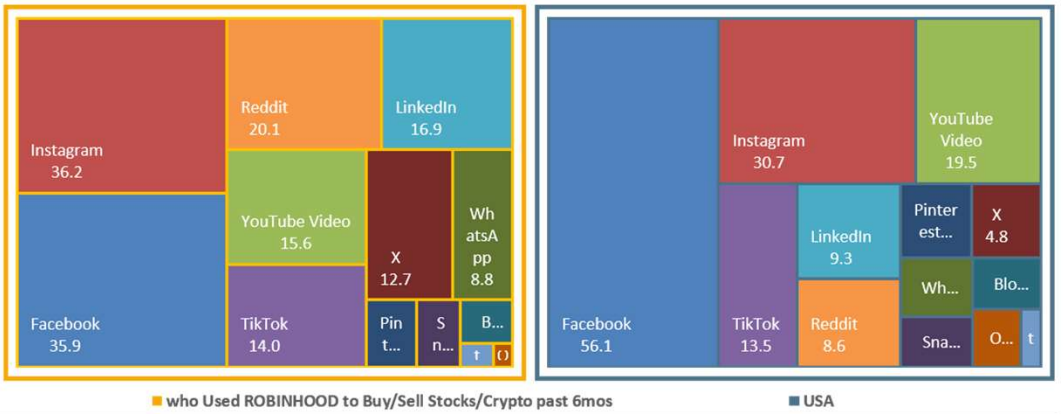


7,693,632 or 72.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 45.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

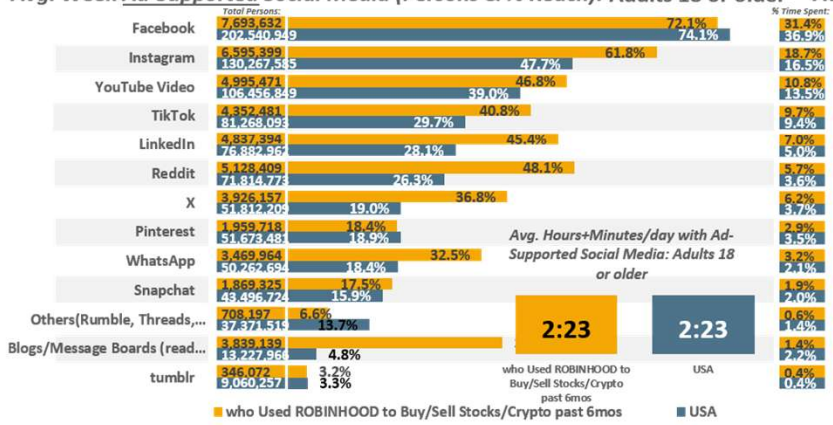
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



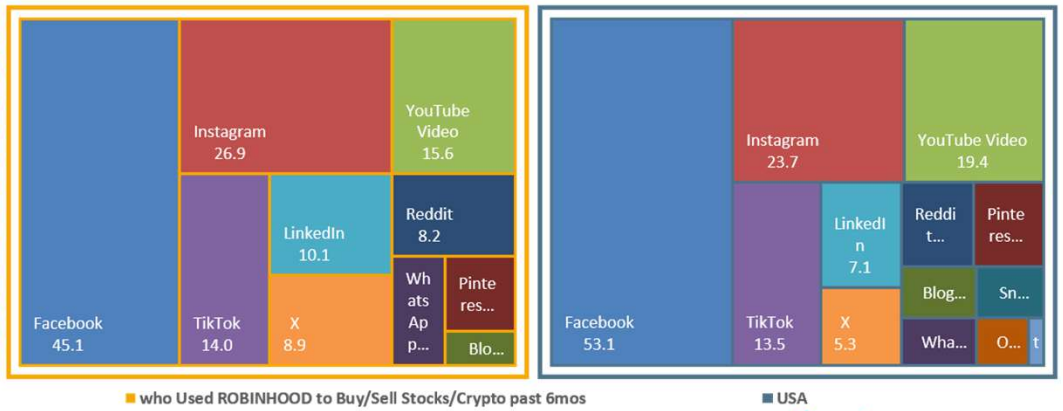
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

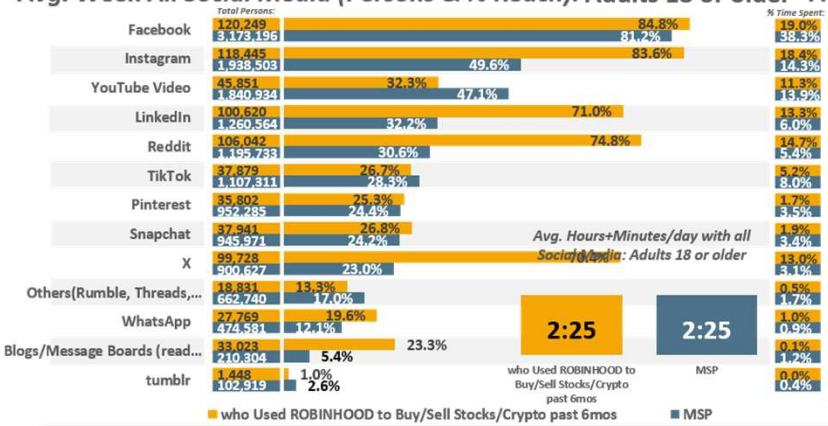
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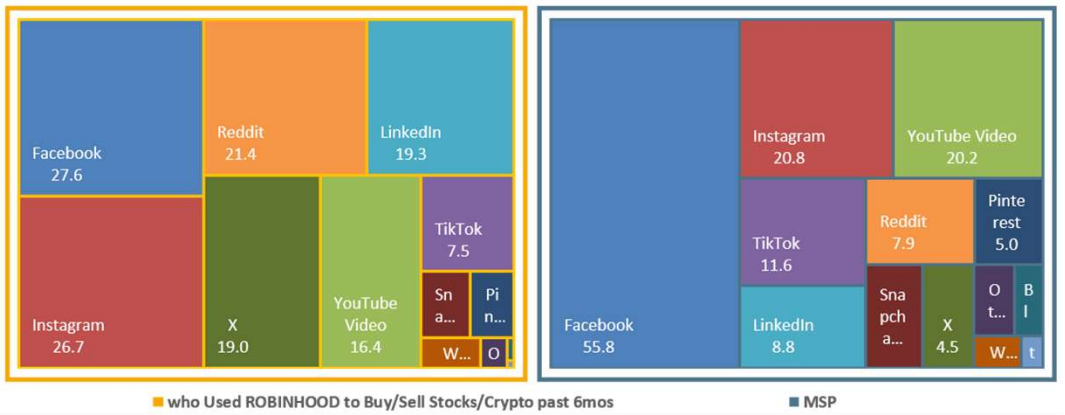
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110,534 or 78.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 36.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.

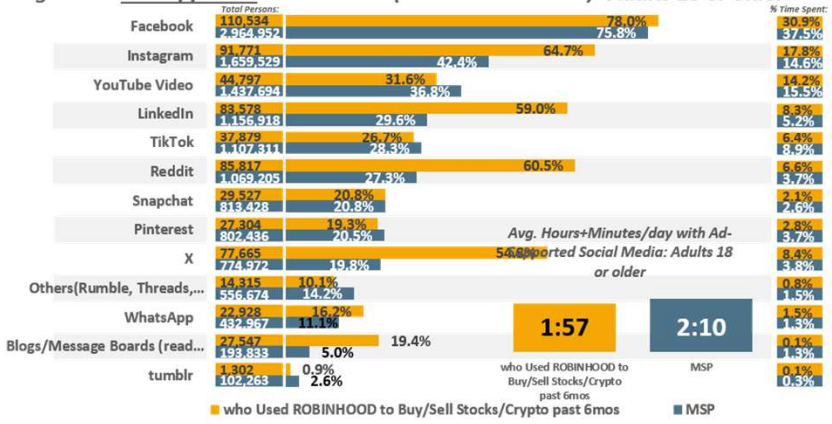
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



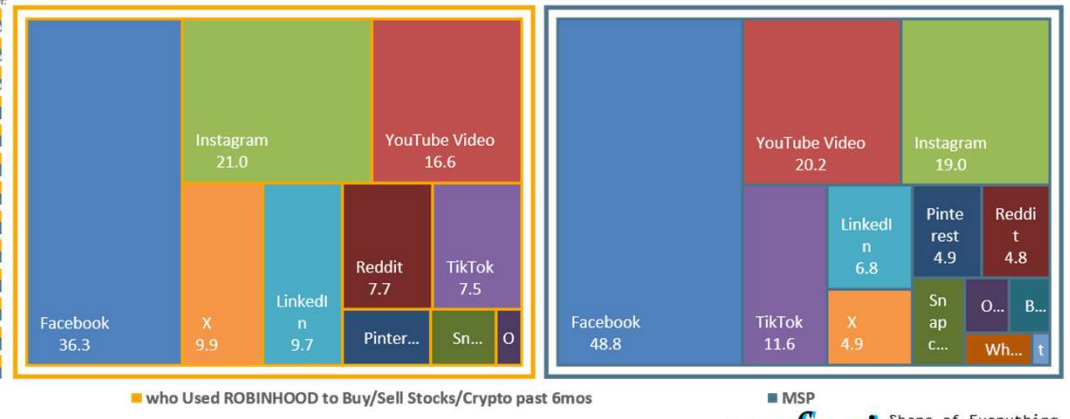
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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

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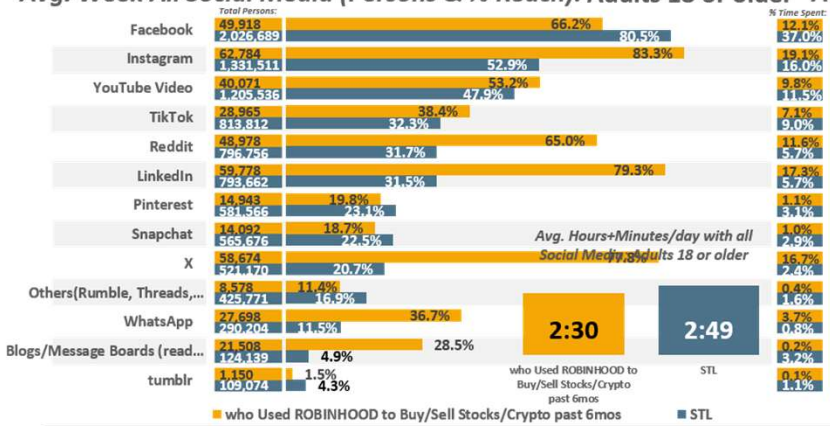
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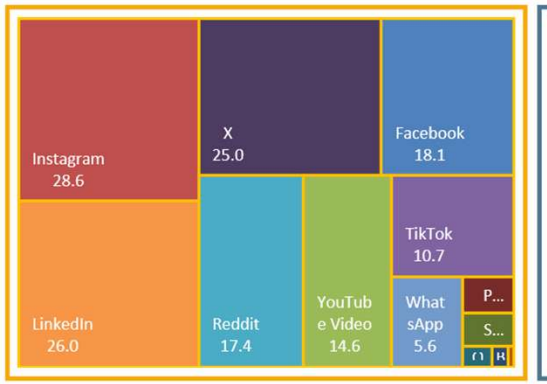


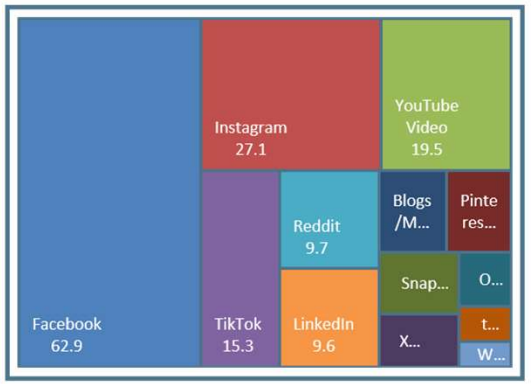
49,608 or 65.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 34.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Social Media.

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

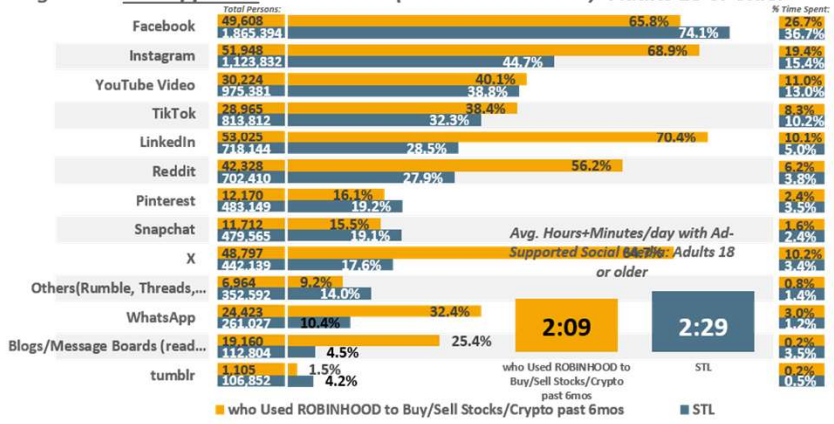


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

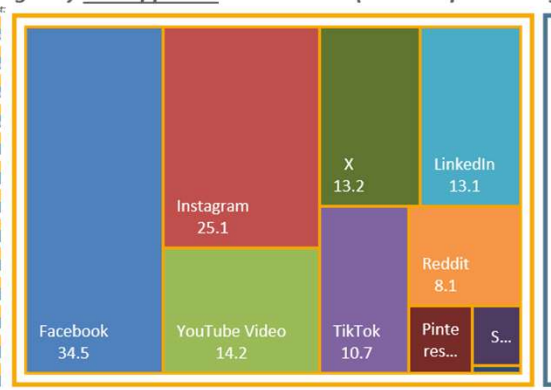


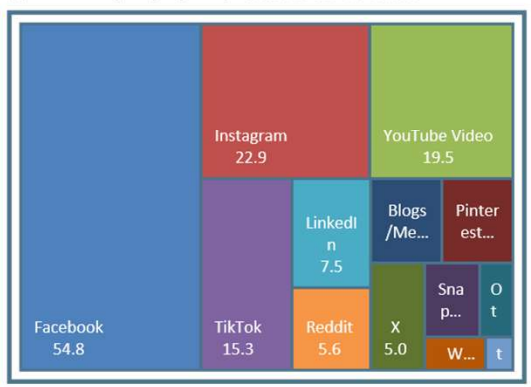


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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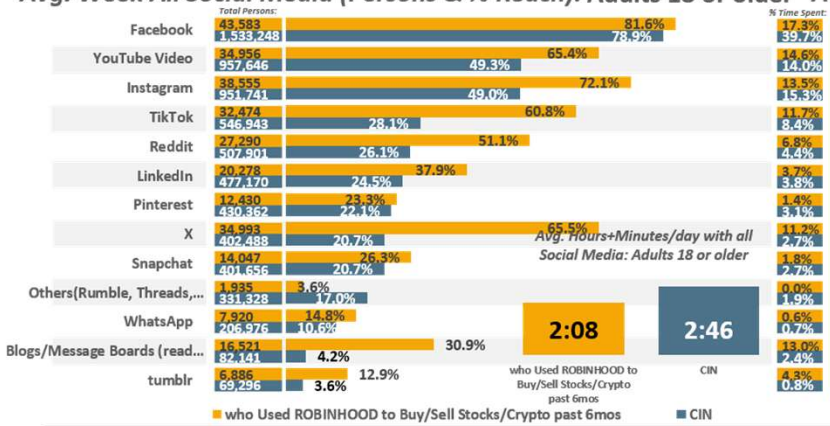
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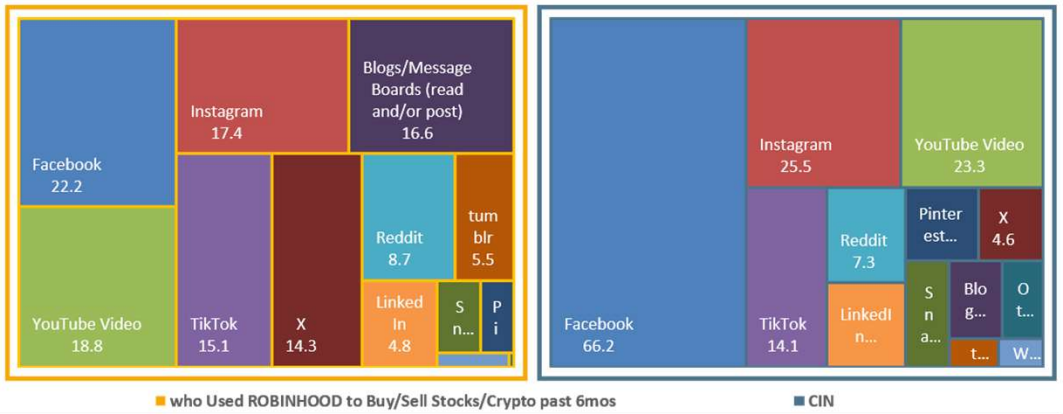


35,187 or 65.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 22.1 minutes every day representing 21.4% of all time spent daily with Ad-Supported Social Media.

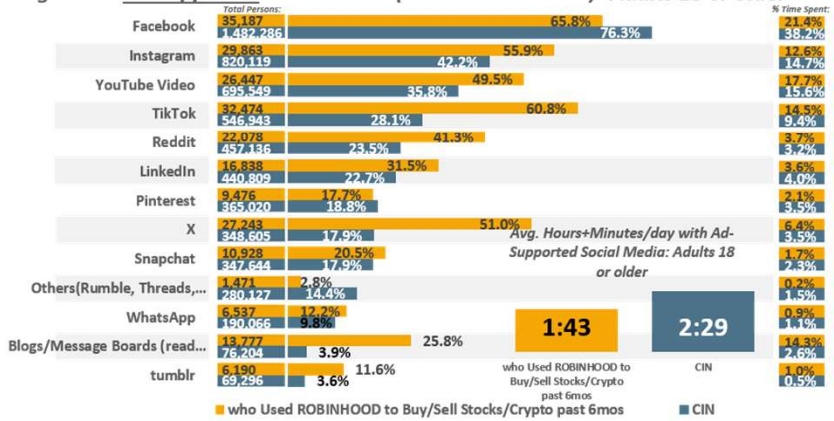
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



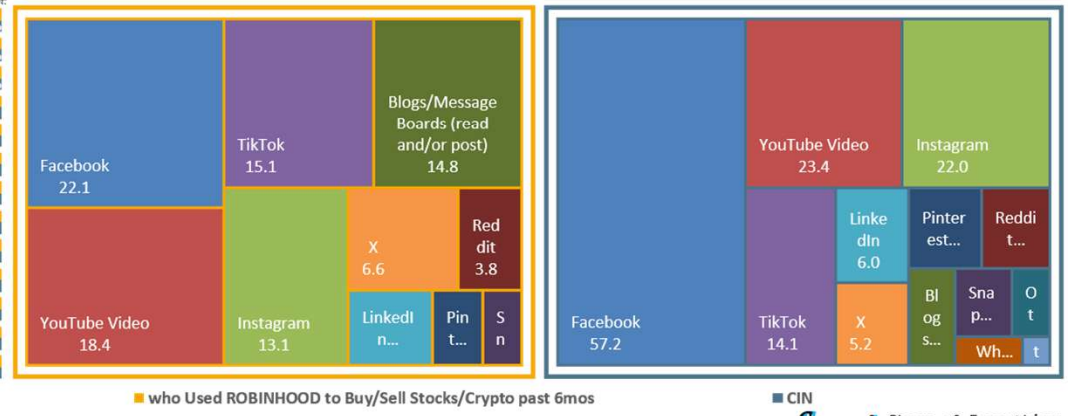
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

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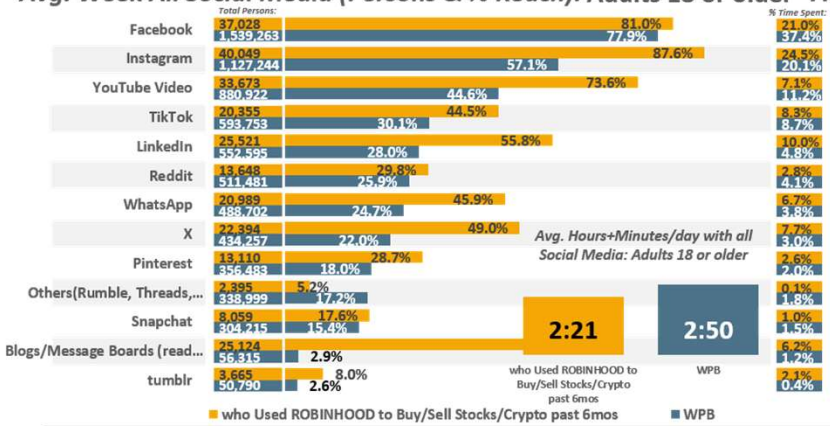
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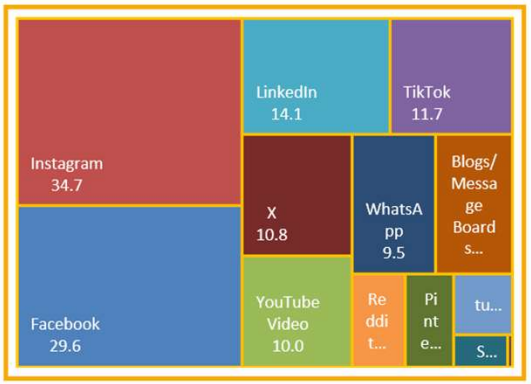


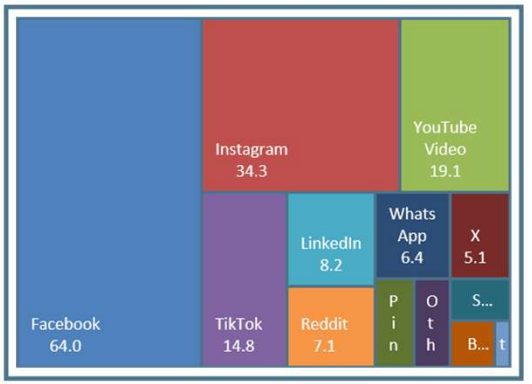
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Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

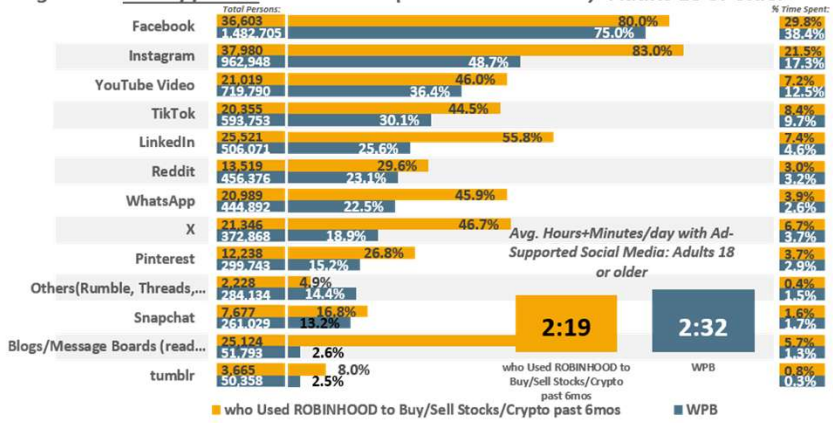


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

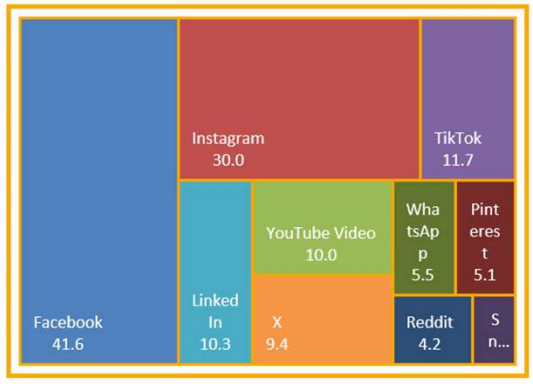


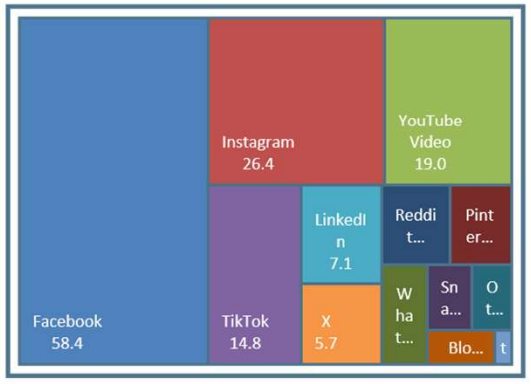


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

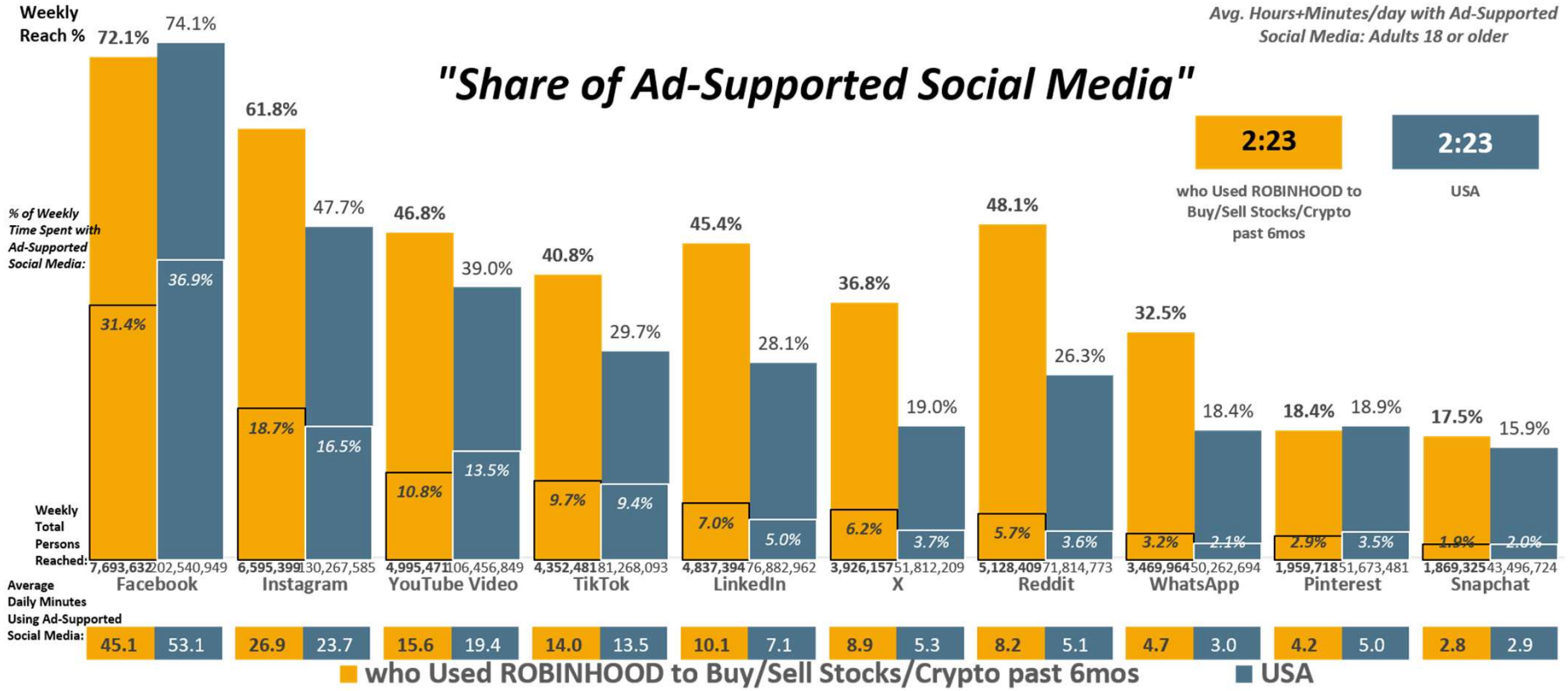
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7,693,632 or 72.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 45.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



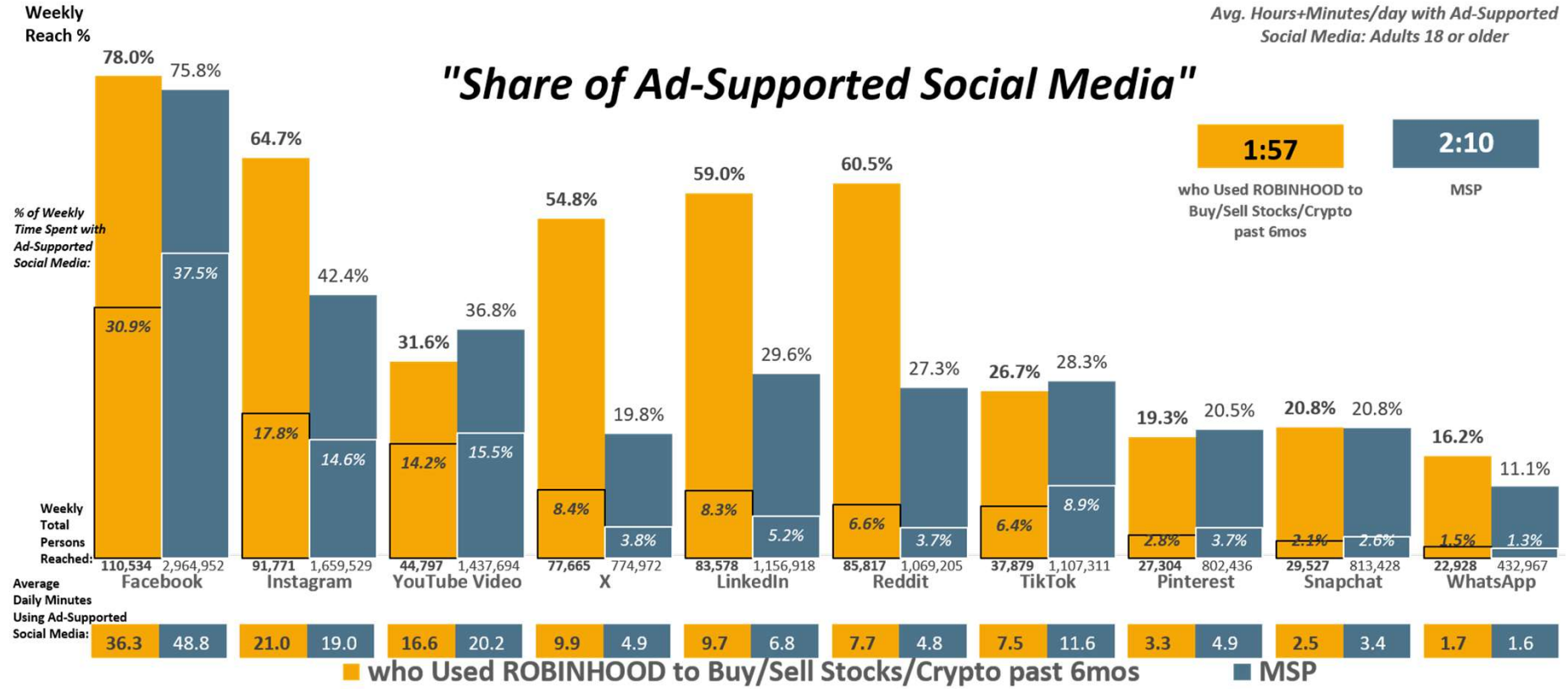
USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329

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110,534 or 78.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 36.3 minutes every day representing 30.9% of all time spent daily with Ad-Supported Social Media.



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

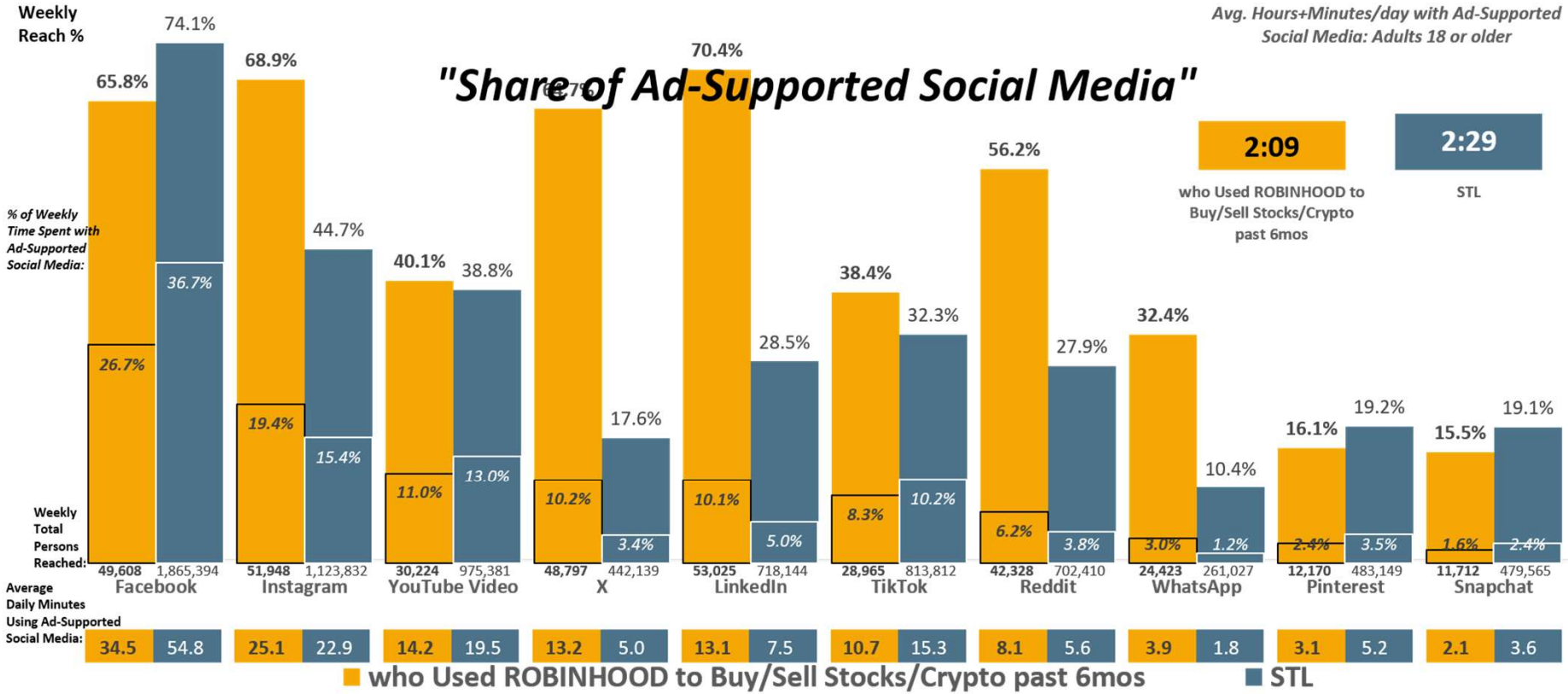
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49,608 or 65.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 34.5 minutes every day representing 26.7% of all time spent daily with Ad-Supported Social Media.



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

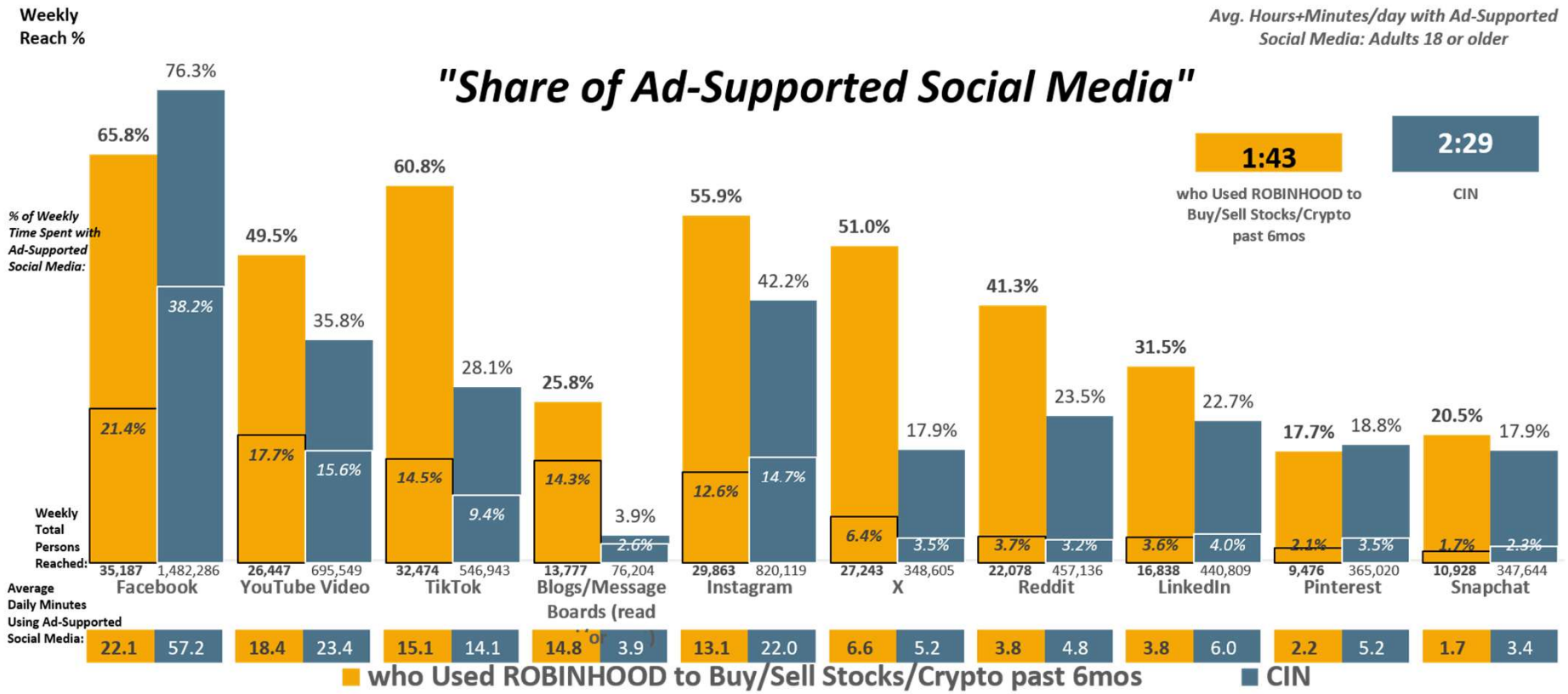
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35,187 or 65.8% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 22.1 minutes every day representing 21.4% of all time spent daily with Ad-Supported Social Media.



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

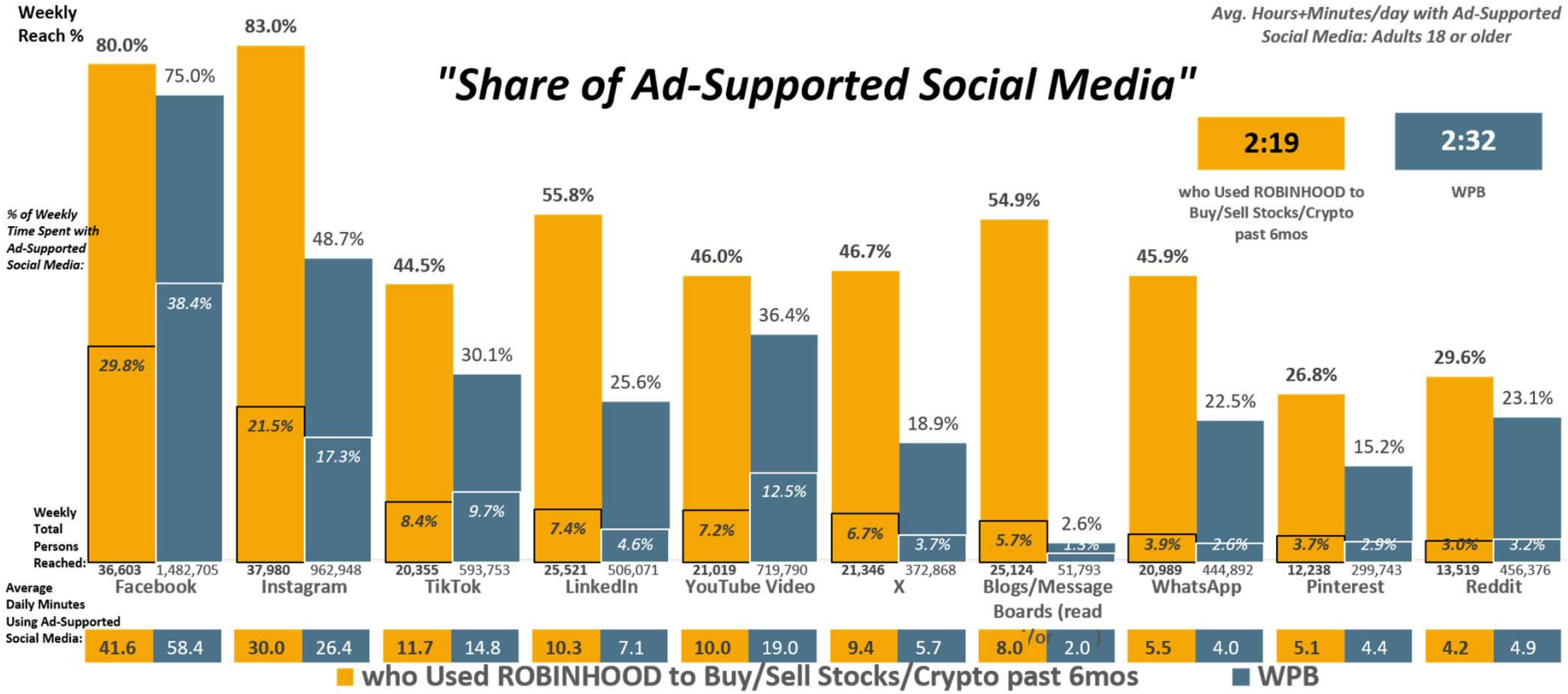
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36,603 or 80.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 41.6 minutes every day representing 29.8% of all time spent daily with Ad-Supported Social Media.



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

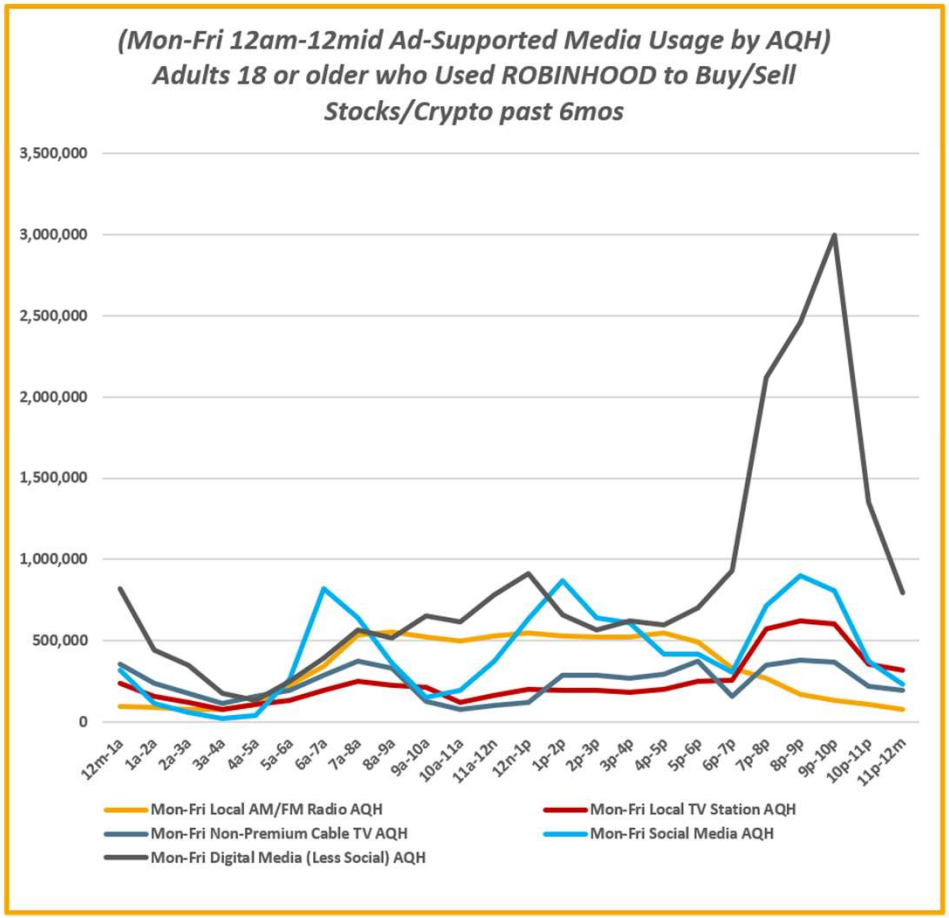
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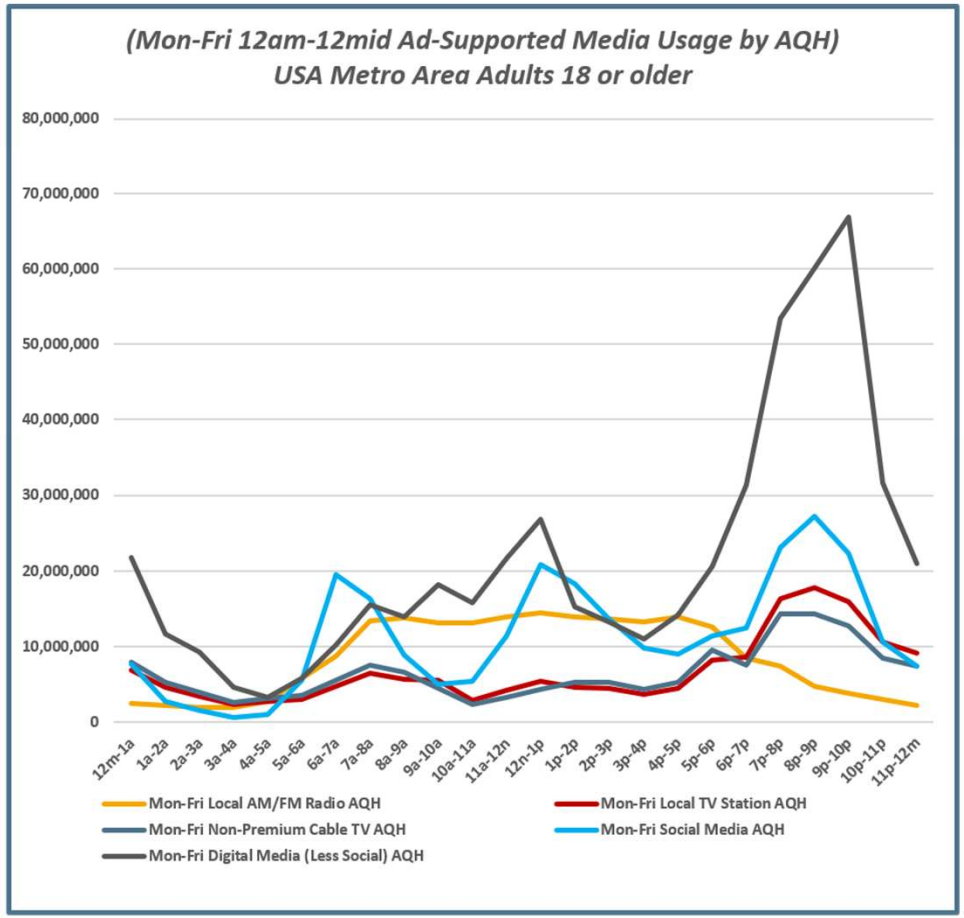
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 655,404; Local Radio: 498,736; Social Media: 495,626; Non-Prem. Cable: 238,255; Local TV: 204,860 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto





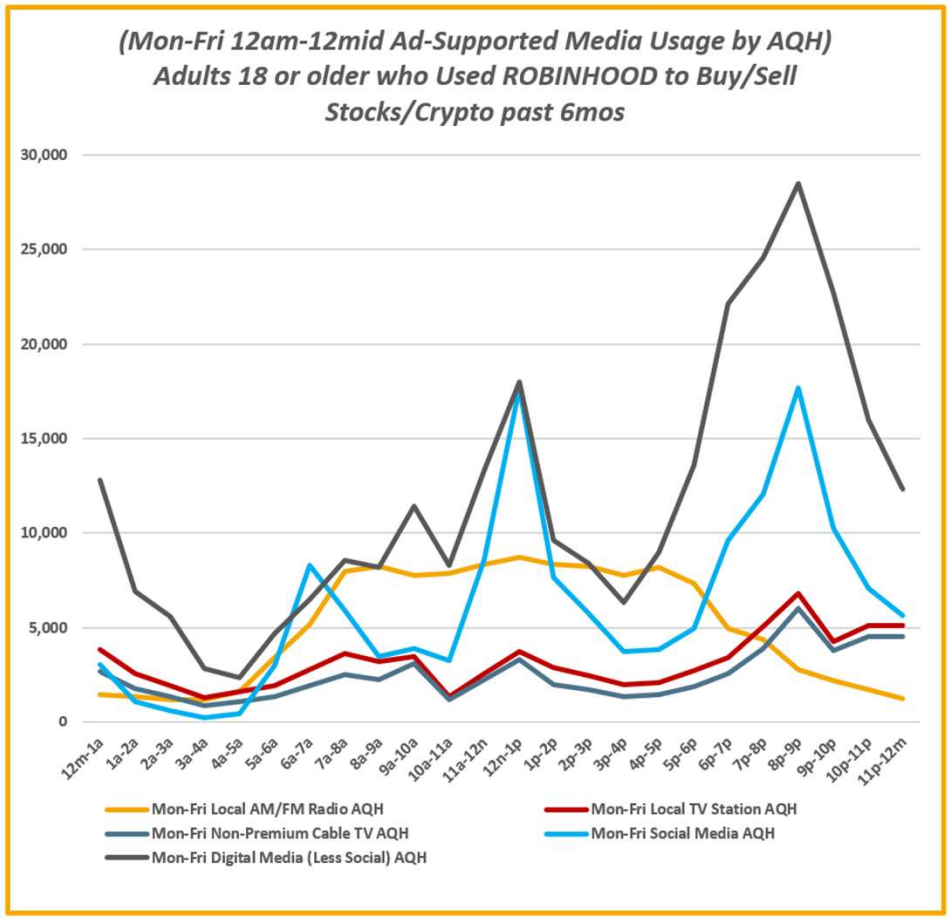
USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

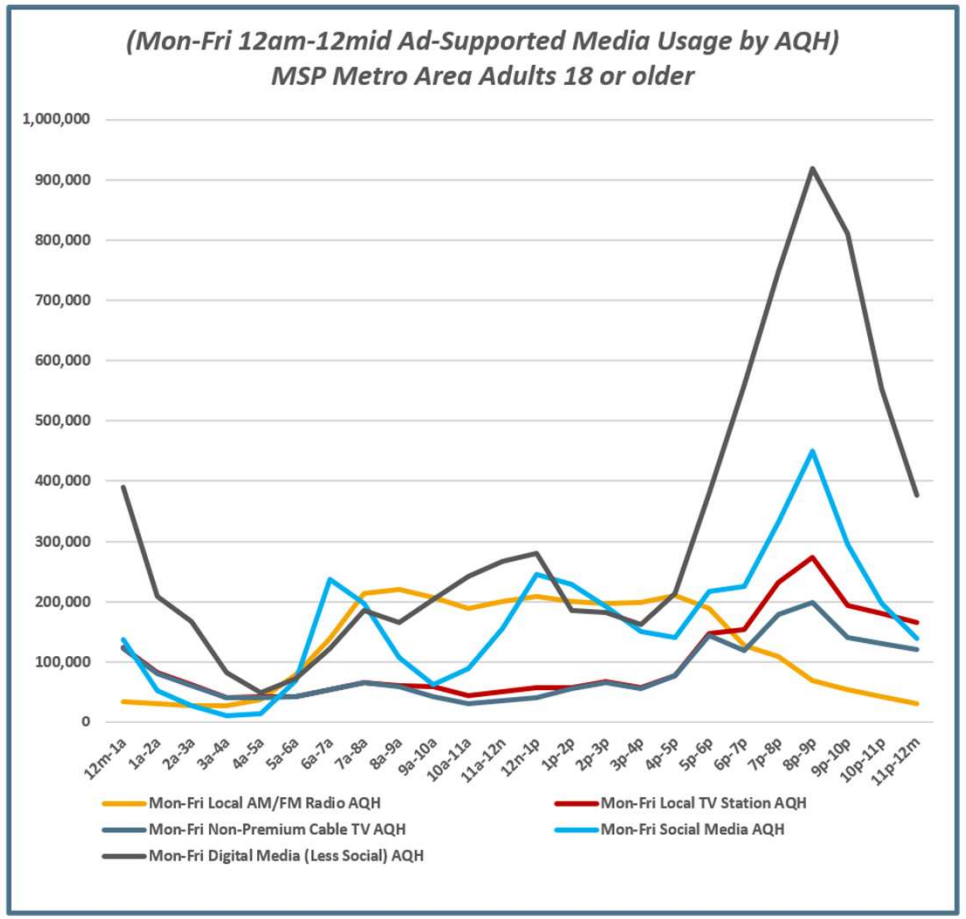
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 11,033; Local Radio: 7,616; Social Media: 6,680; Local TV: 2,803; Non-Prem. Cable: 2,130 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mo





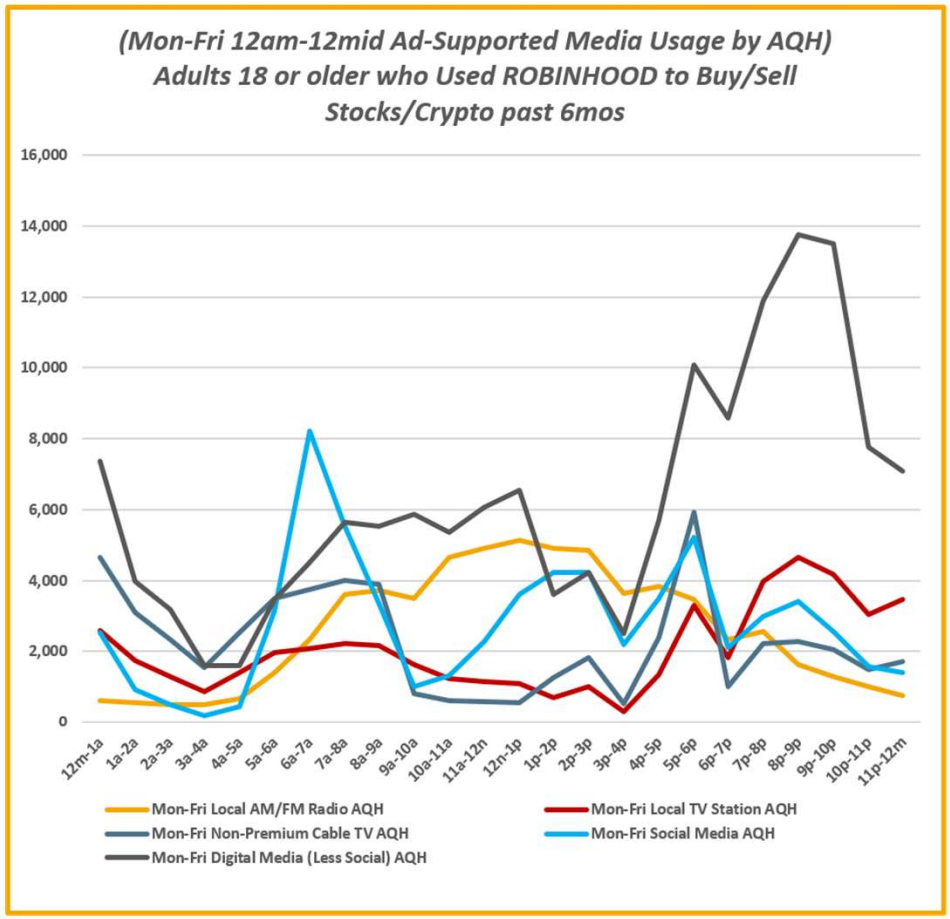
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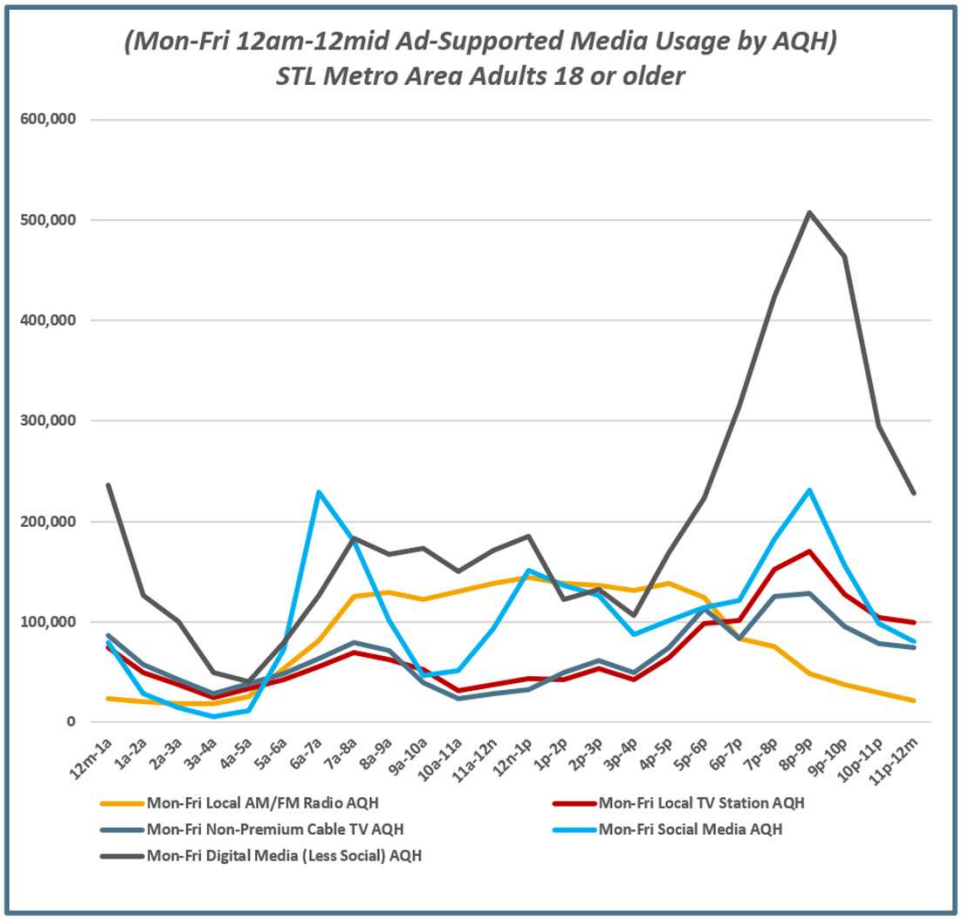
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,715; Local Radio: 3,914; Social Media: 3,601; Non-Prem. Cable: 2,082; Local TV: 1,545 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos





STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

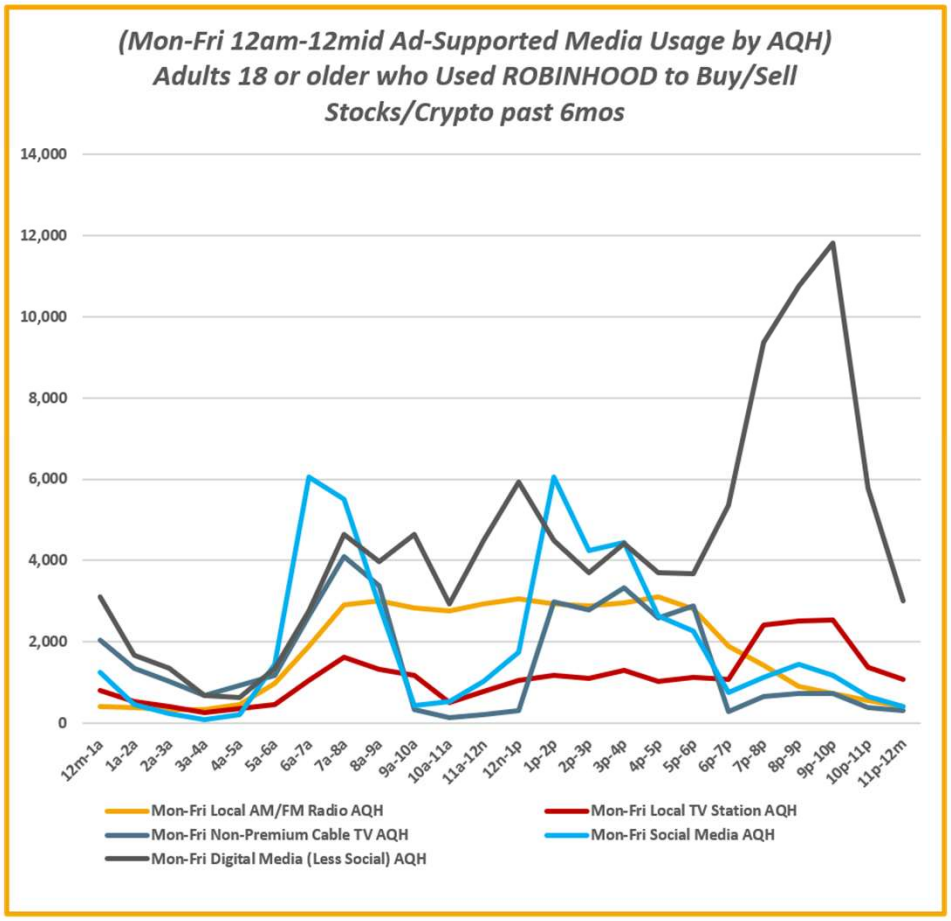
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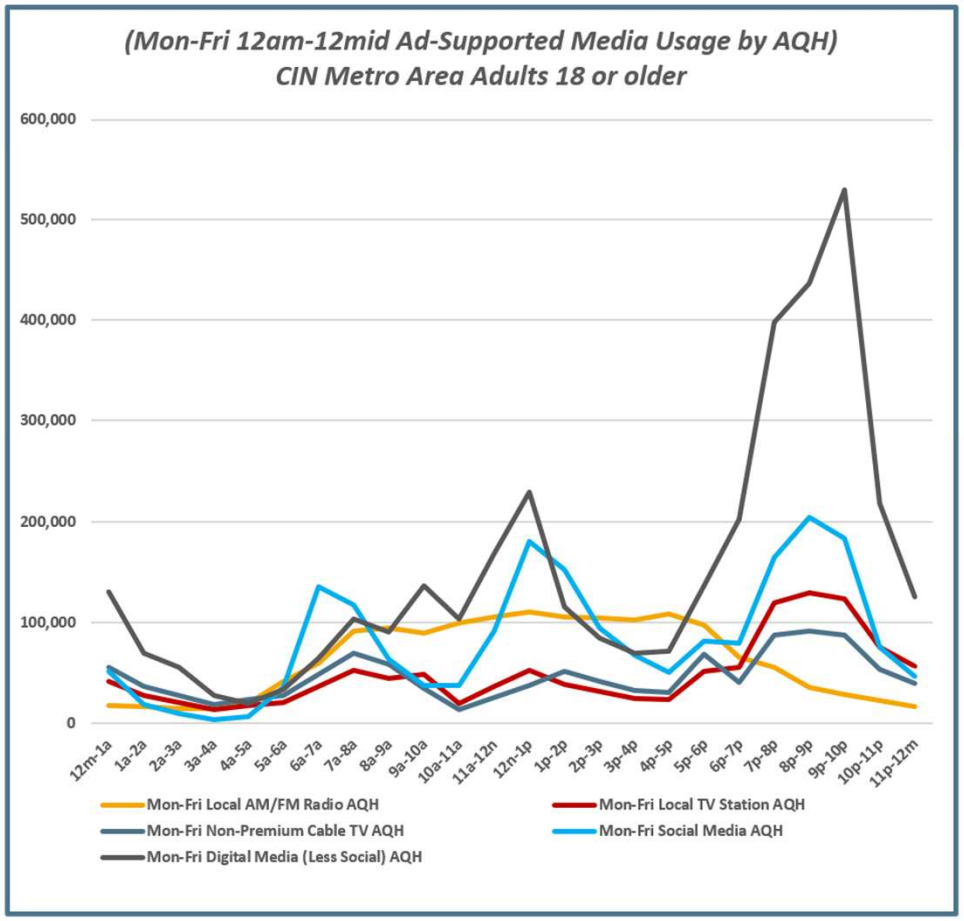
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 4,210; Social Media: 2,972; Local Radio: 2,765; Non-Prem. Cable: 2,002; Local TV: 1,103 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos





CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

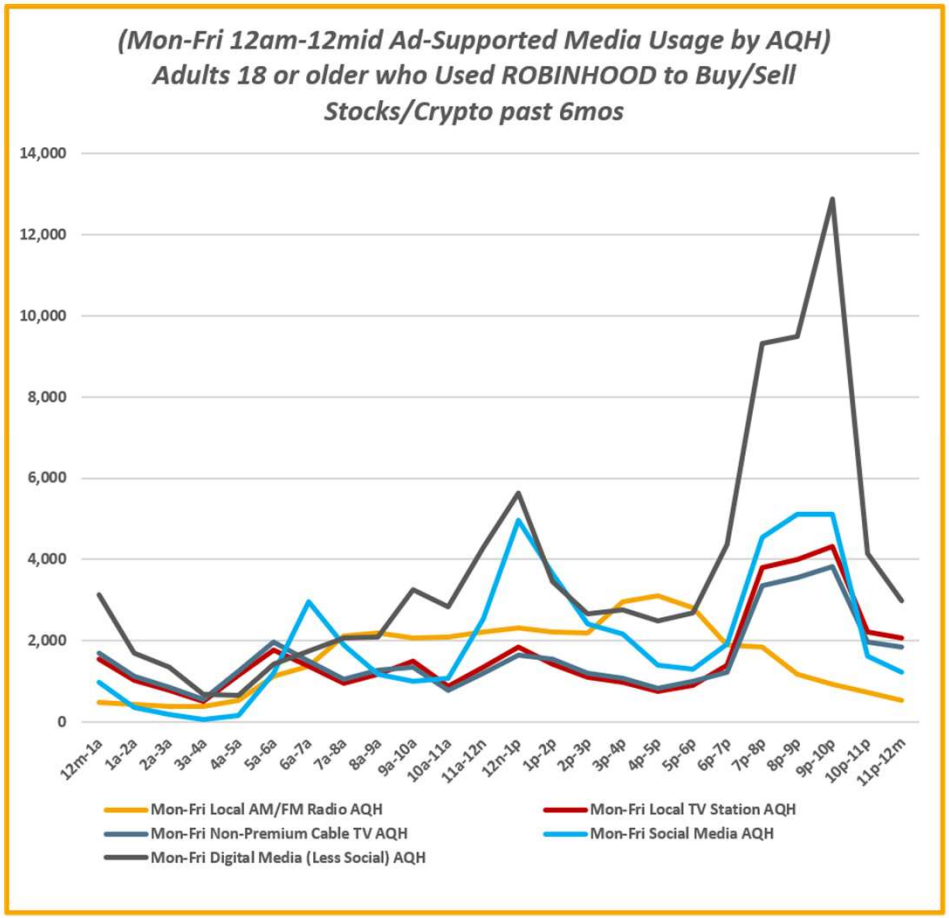
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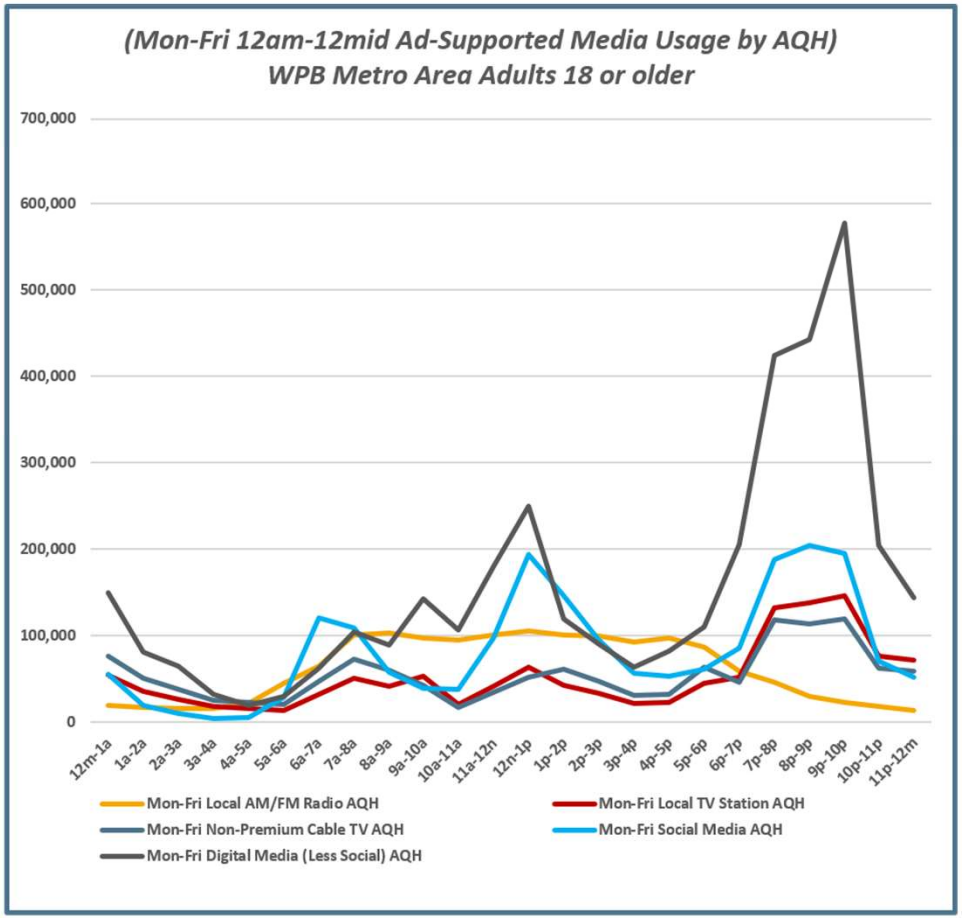
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 3,104; Local Radio: 2,273; Social Media: 2,186; Non-Prem. Cable: 1,211; Local TV: 1,205 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos





WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

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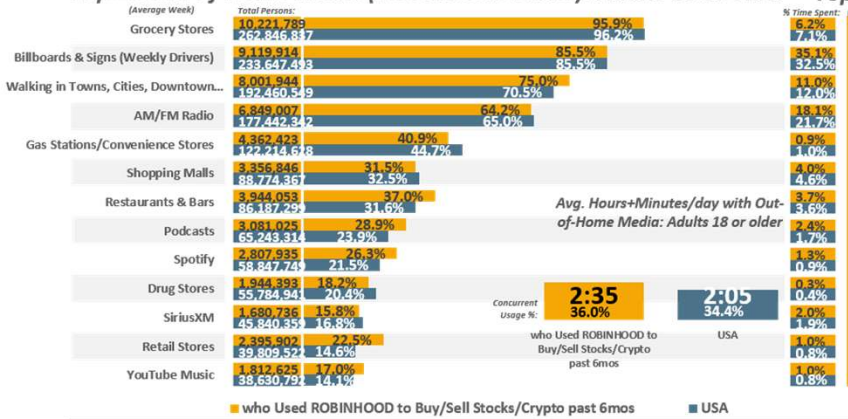
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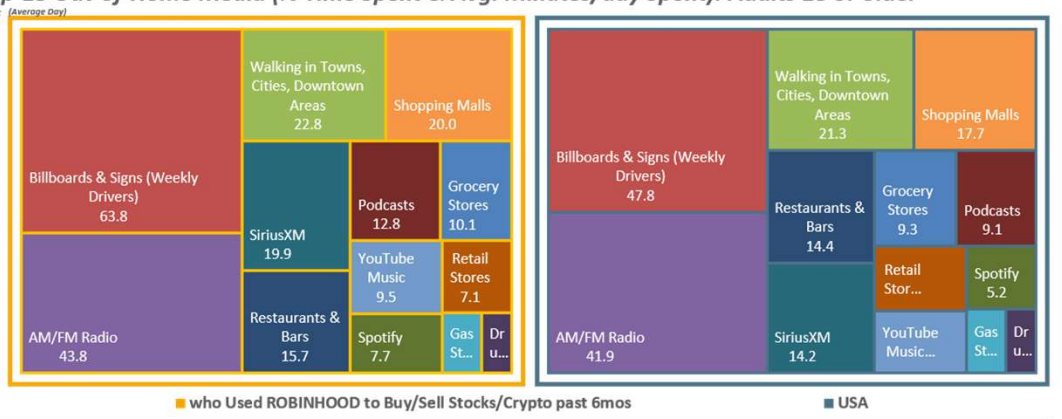


9,119,914 or 85.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 63.8 minutes per day driving, seeing Billboards and Signs. 62.2% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/

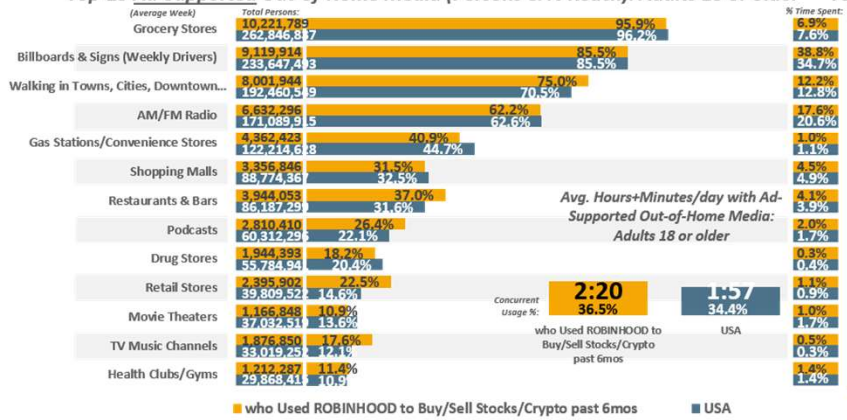
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



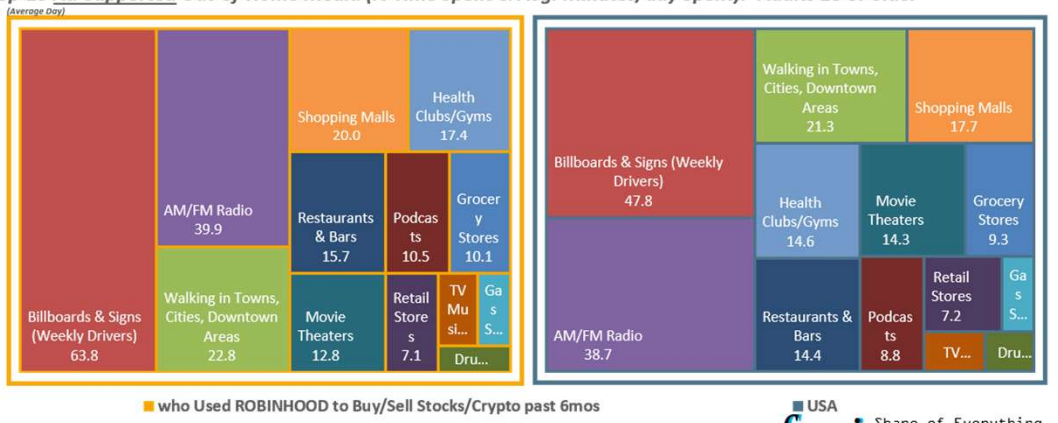
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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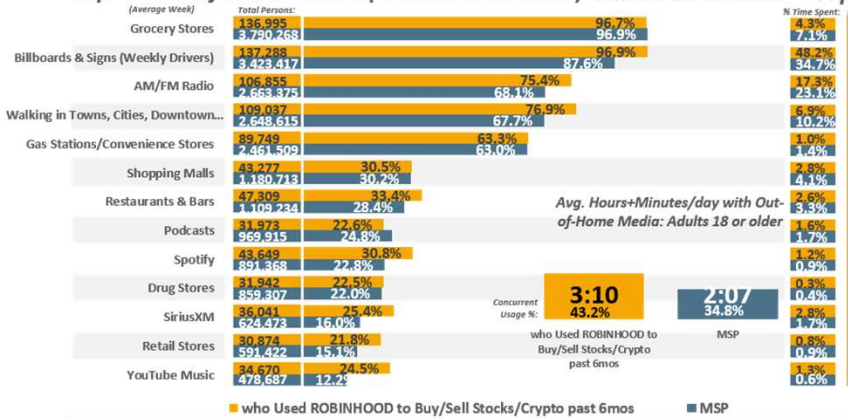
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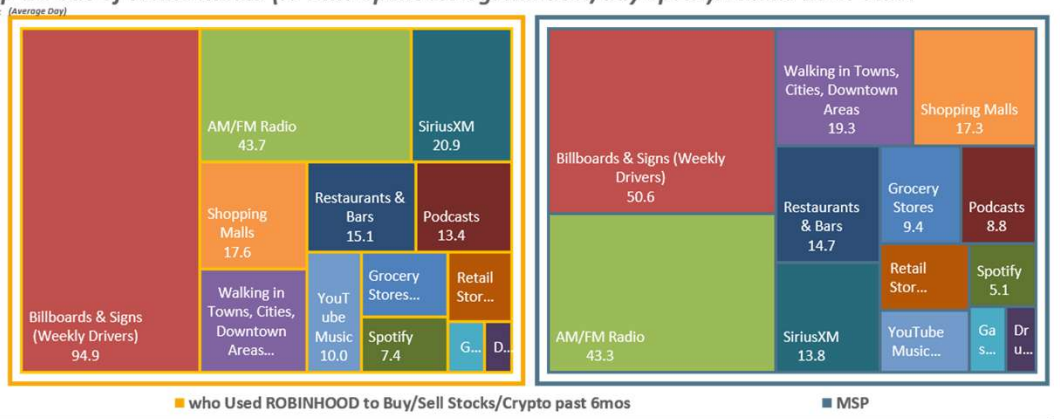


137,288 or 96.9% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 94.9 minutes per day driving, seeing Billboards and Signs. 71.7% Listen to Local Radio Stations Out-of-Home for an average of 40.2 minutes/da

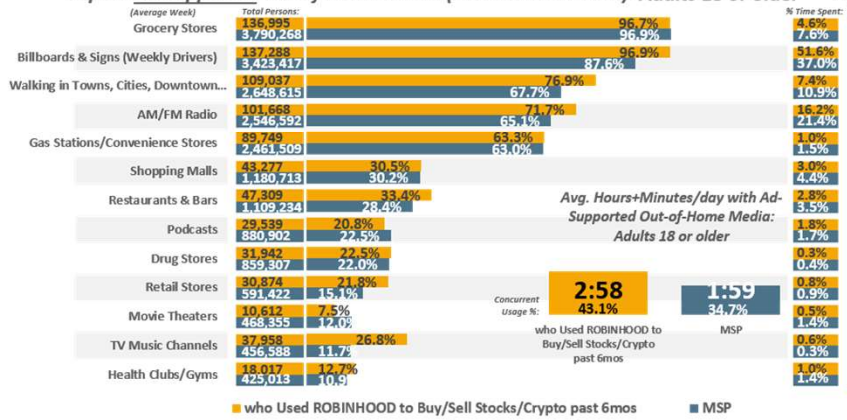
***Top-13 Out-of-Home Media (Persons & % Reach):* Adults 18 or older**



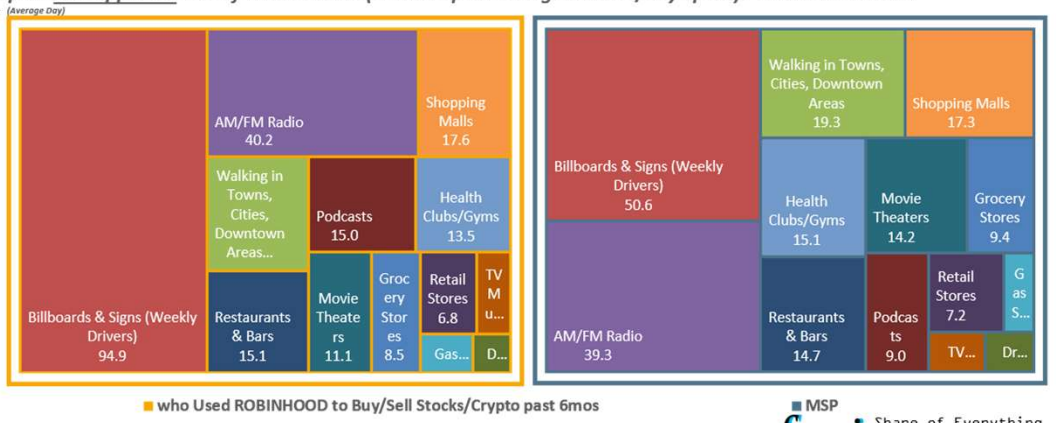
***Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent):* Adults 18 or older**



***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**



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

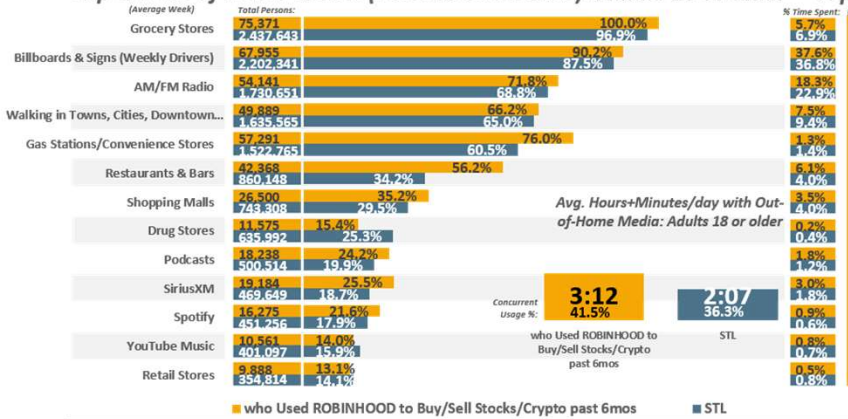
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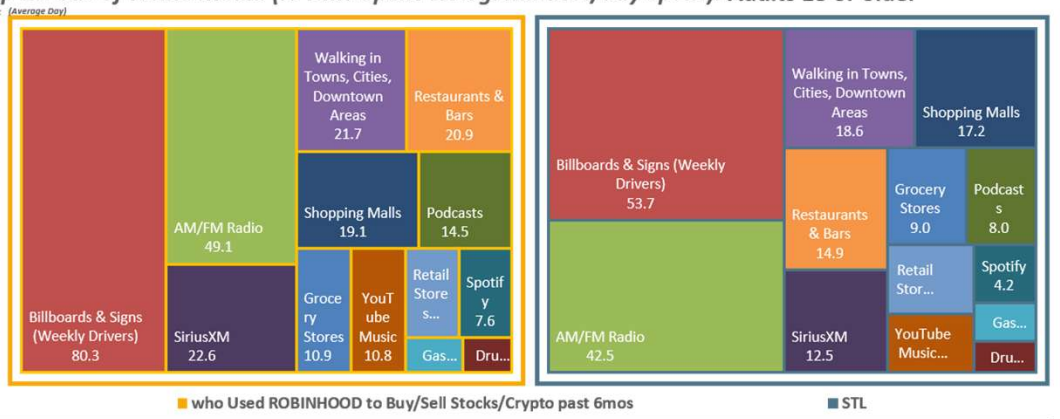
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67,955 or 90.2% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 80.3 minutes per day driving, seeing Billboards and Signs. 69.1% Listen to Local Radio Stations Out-of-Home for an average of 47.9 minutes/day

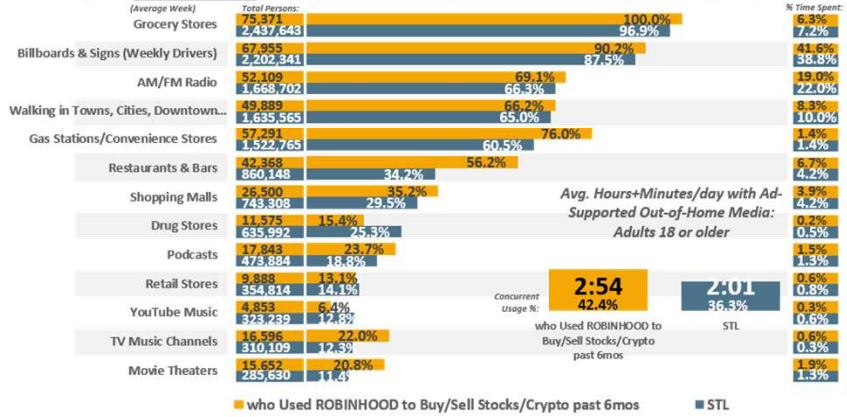
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



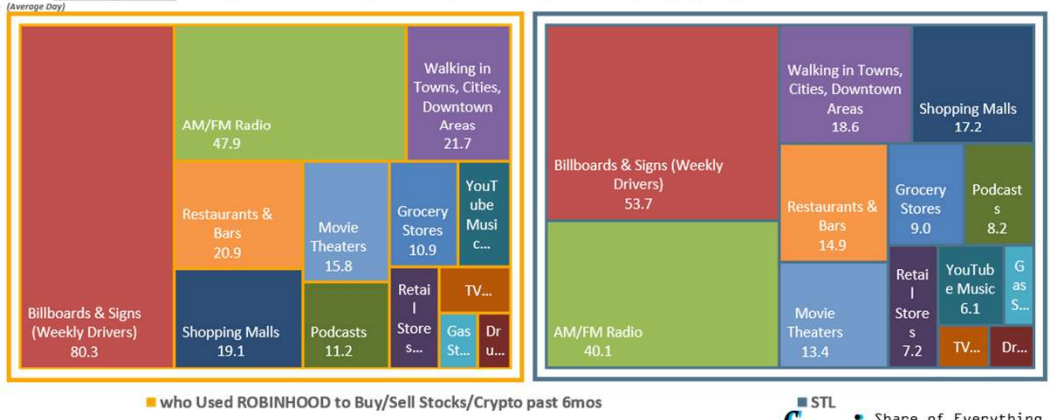
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

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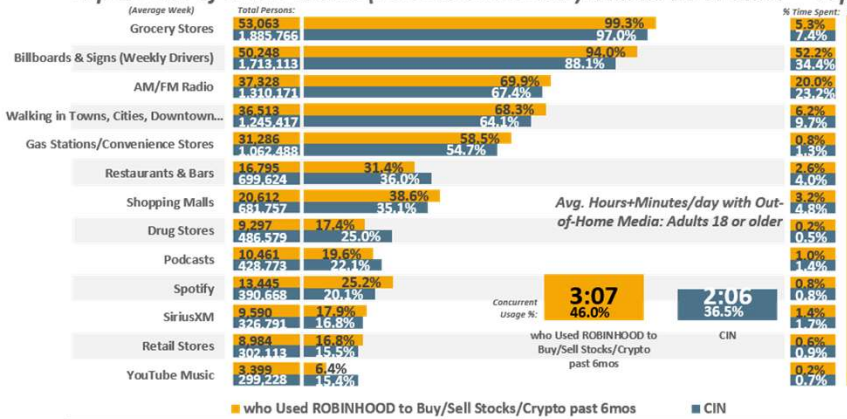
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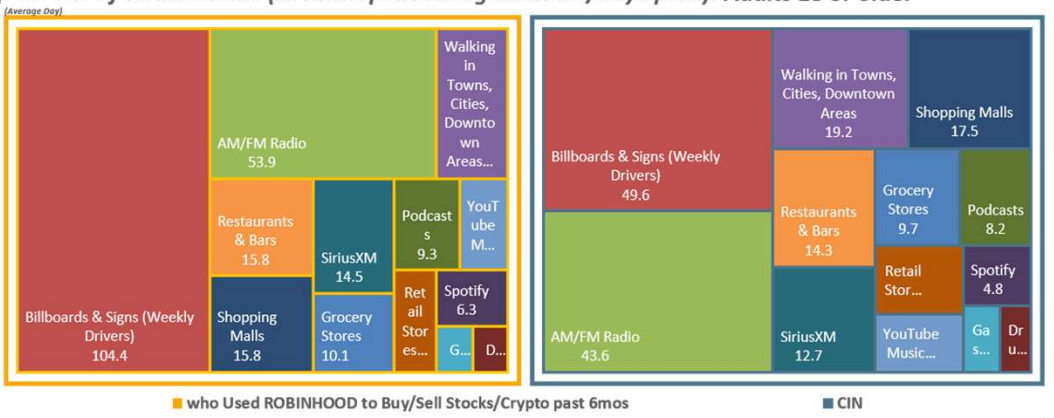


50,248 or 94.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 104.4 minutes per day driving, seeing Billboards and Signs. 67.1% Listen to Local Radio Stations Out-of-Home for an average of 50.6 minutes/day

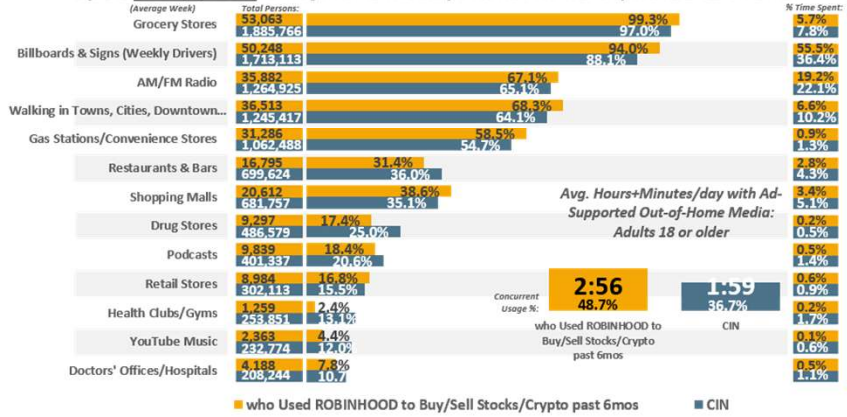
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



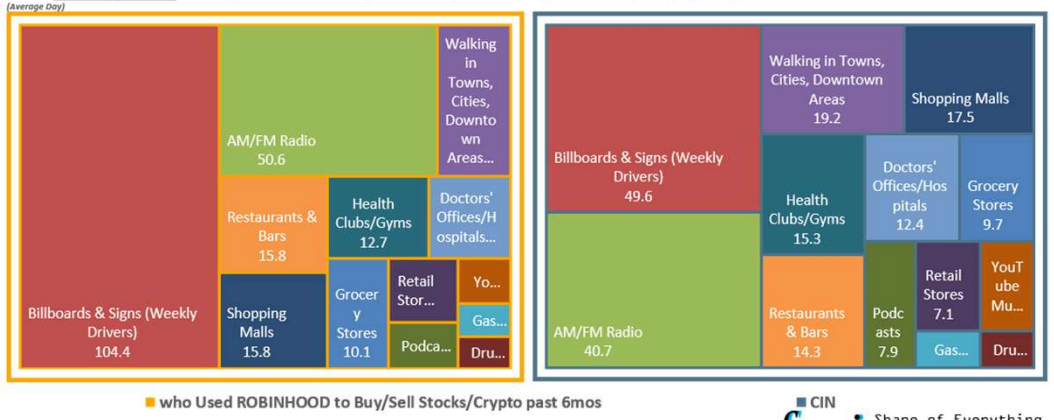
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

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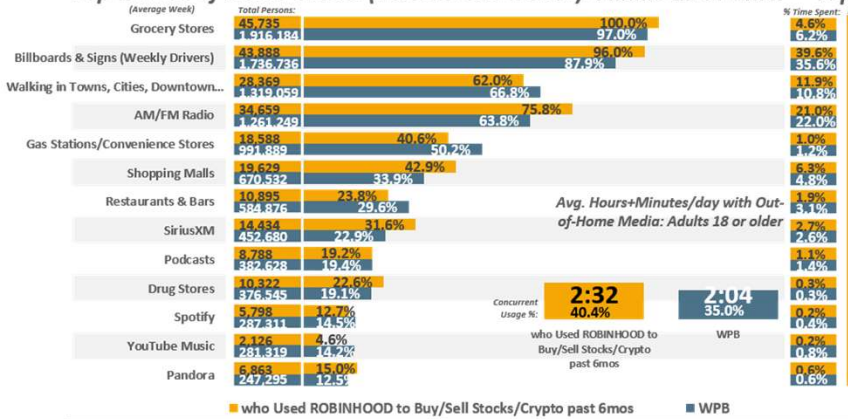
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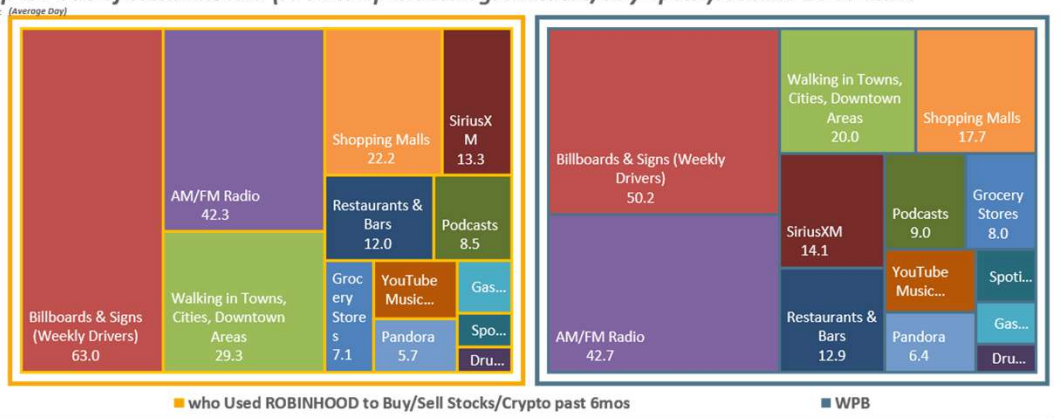


43,888 or 96.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 63. minutes per day driving, seeing Billboards and Signs. 69.7% Listen to Local Radio Stations Out-of-Home for an average of 34. minutes/day.

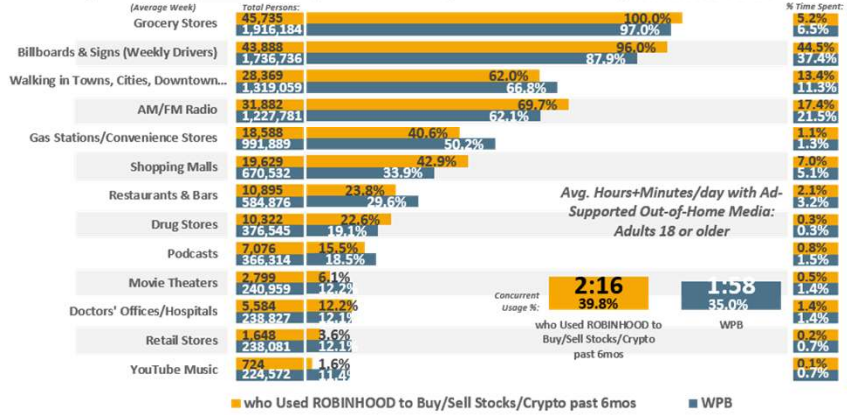
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



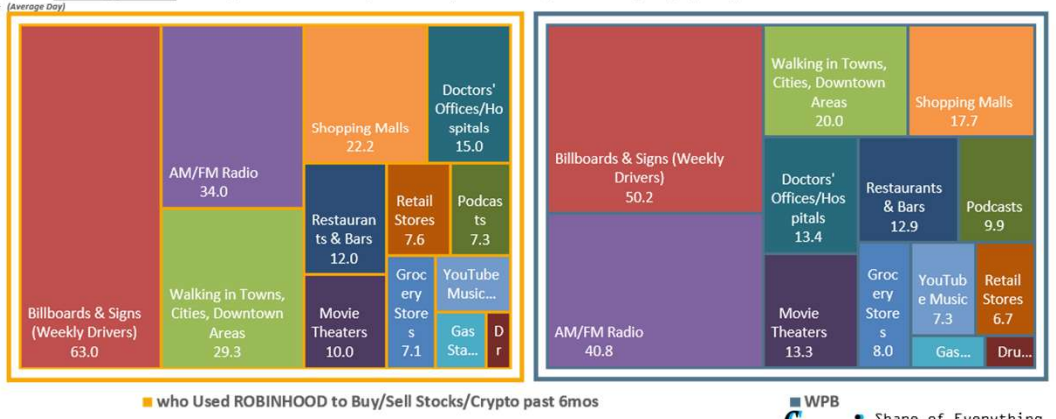
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

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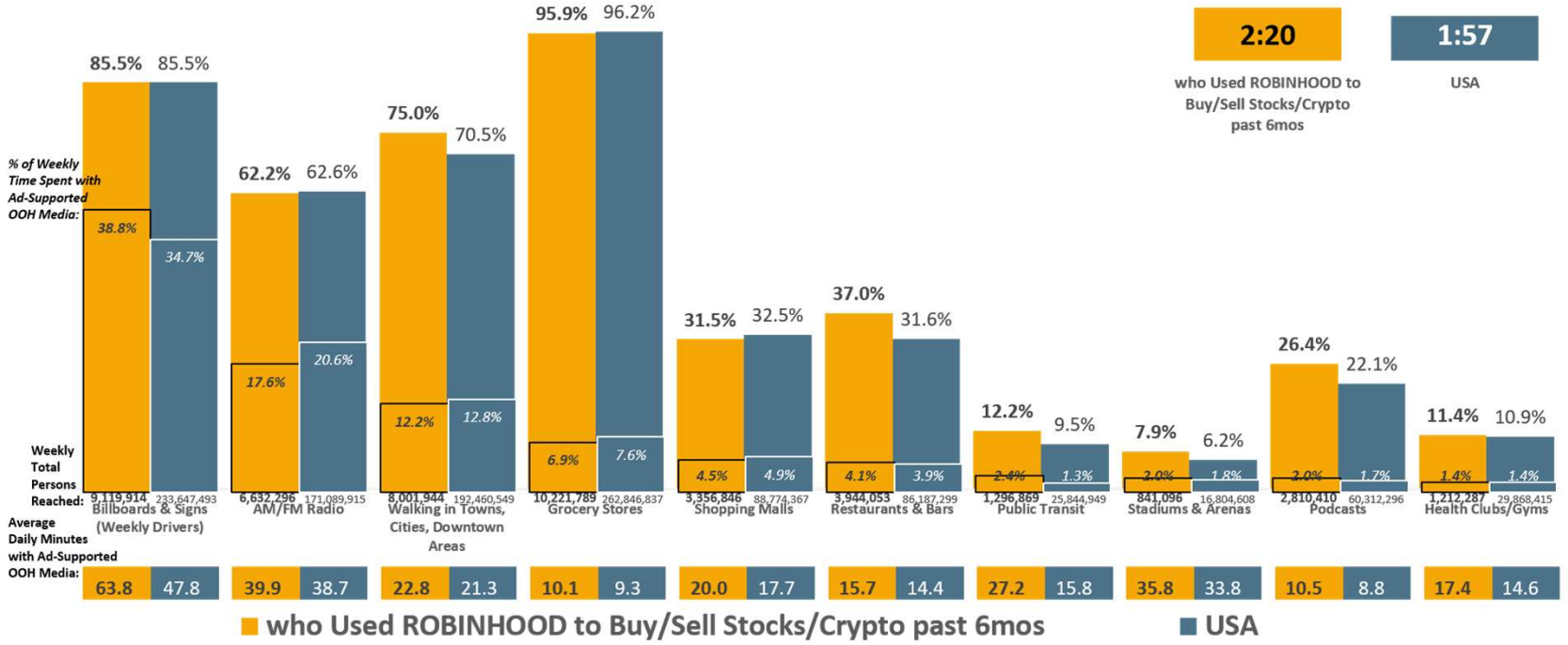
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9,119,914 or 85.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 63.8 minutes per day driving, seeing Billboards and Signs representing 38.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329

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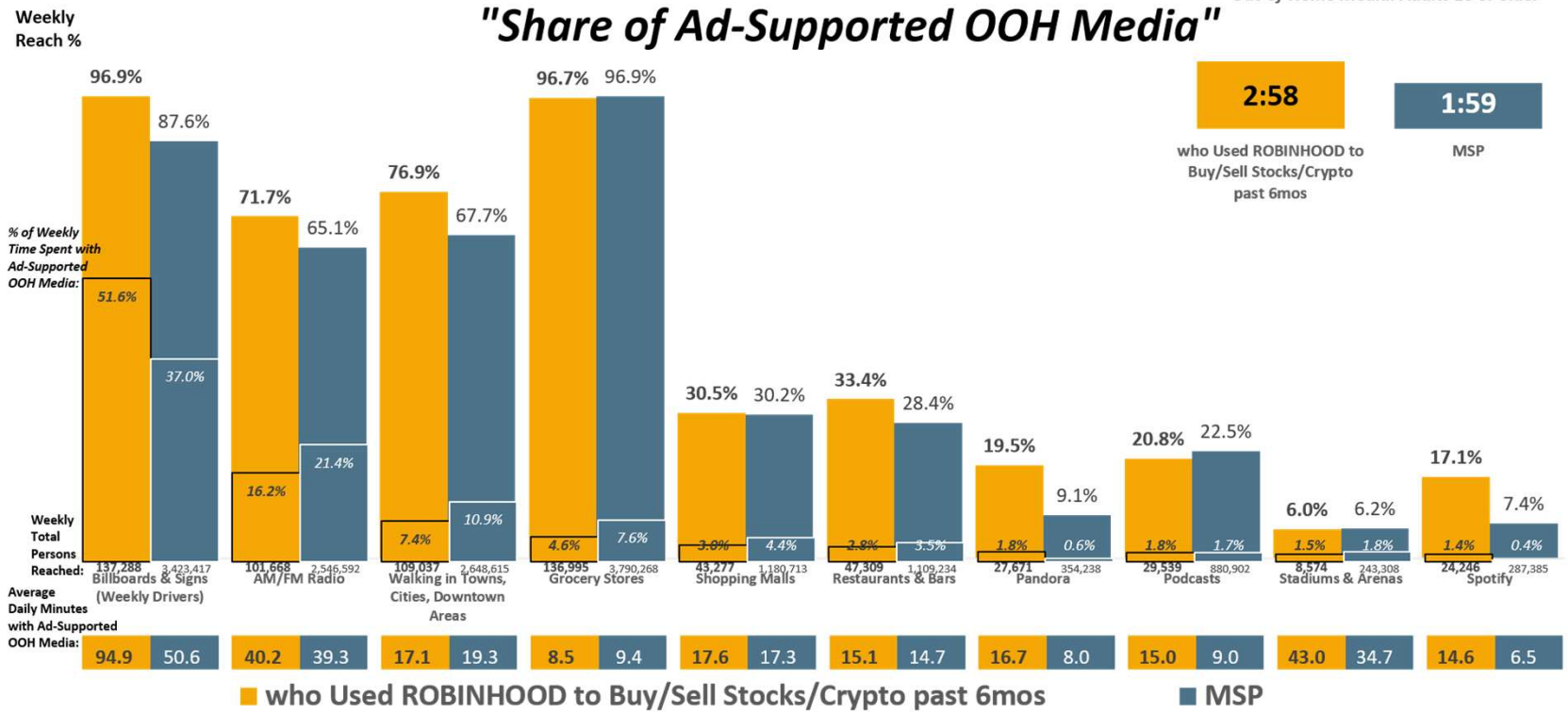
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



137,288 or 96.9% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 94.9 minutes per day driving, seeing Billboards and Signs representing 51.6% 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

"Share of Ad-Supported OOH Media"



MSP DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 56 MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,934

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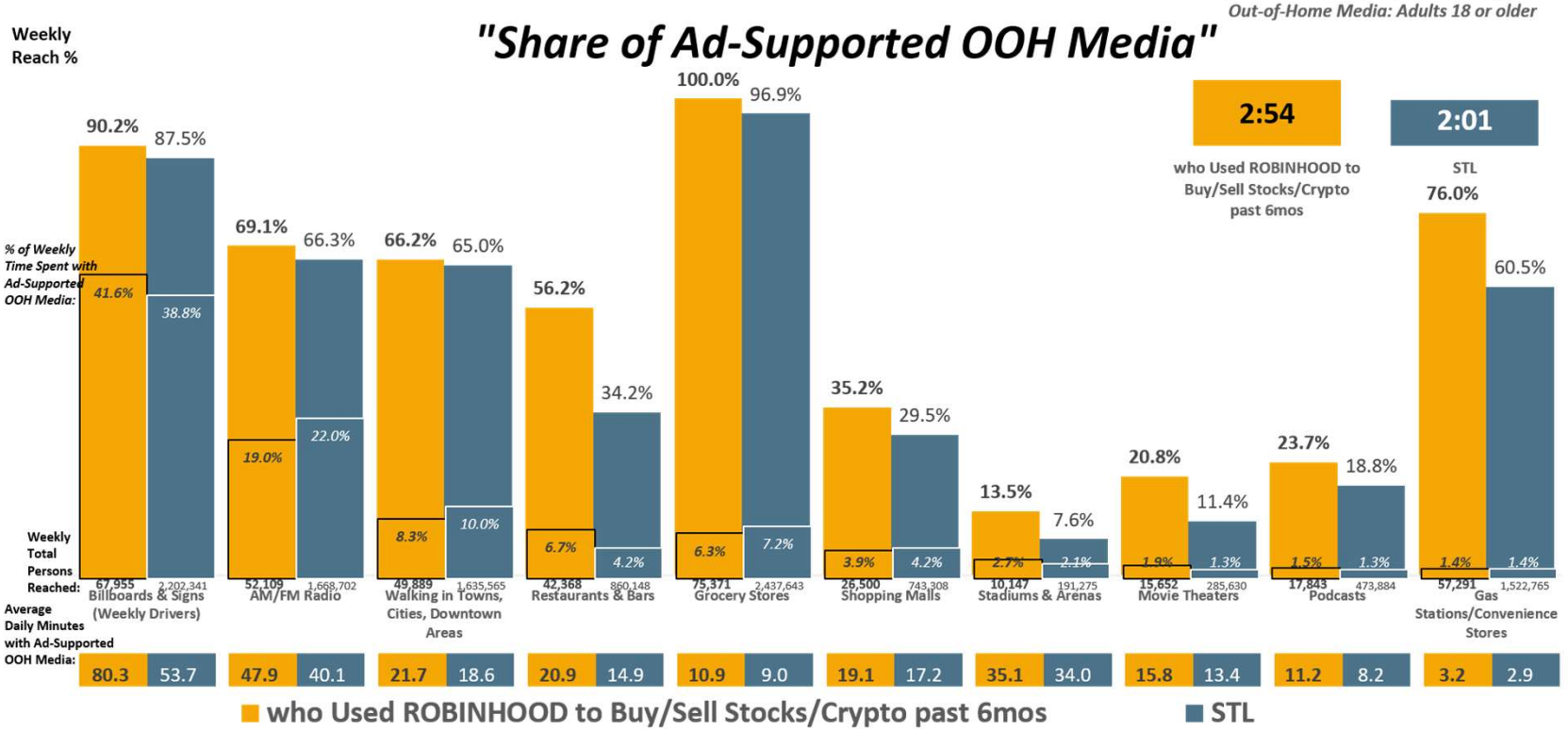
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67,955 or 90.2% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 80.3 minutes per day driving, seeing Billboards and Signs representing 41.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48 ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,956

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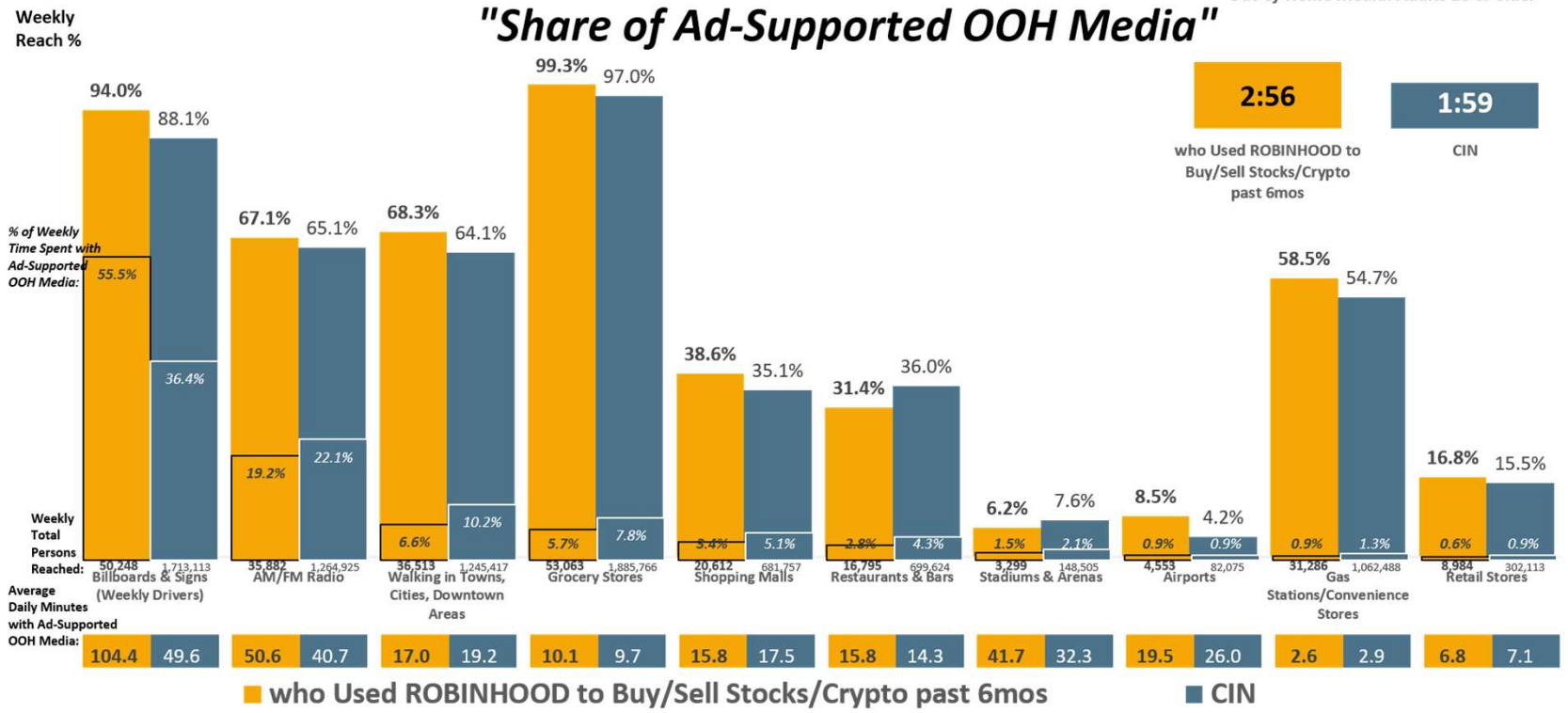
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



50,248 or 94.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 104.4 minutes per day driving, seeing Billboards and Signs representing 55.5% 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

"Share of Ad-Supported OOH Media"



CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46 CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 1,900

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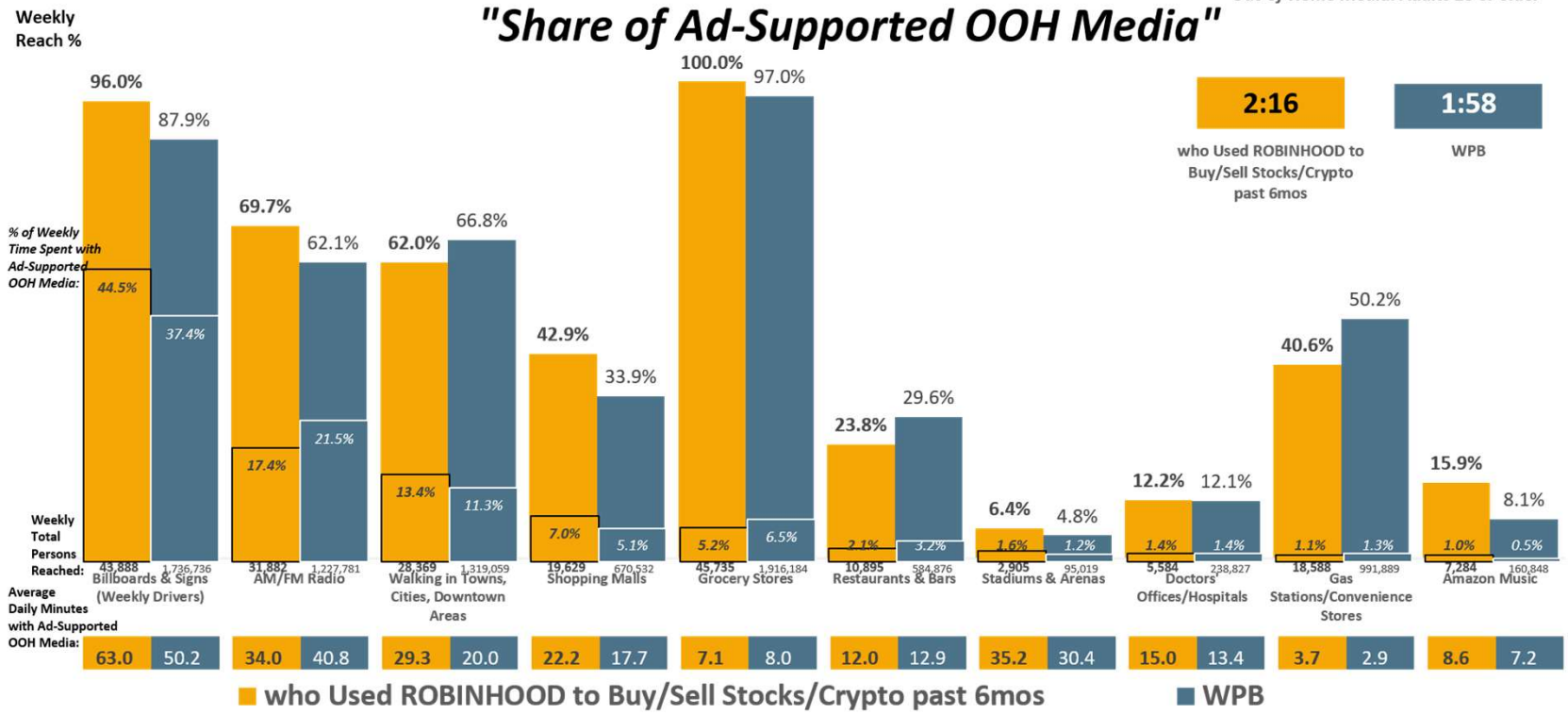
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



43,888 or 96.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 63. minutes per day driving, seeing Billboards and Signs representing 44.5% 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

"Share of Ad-Supported OOH Media"



WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53 WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 2,542

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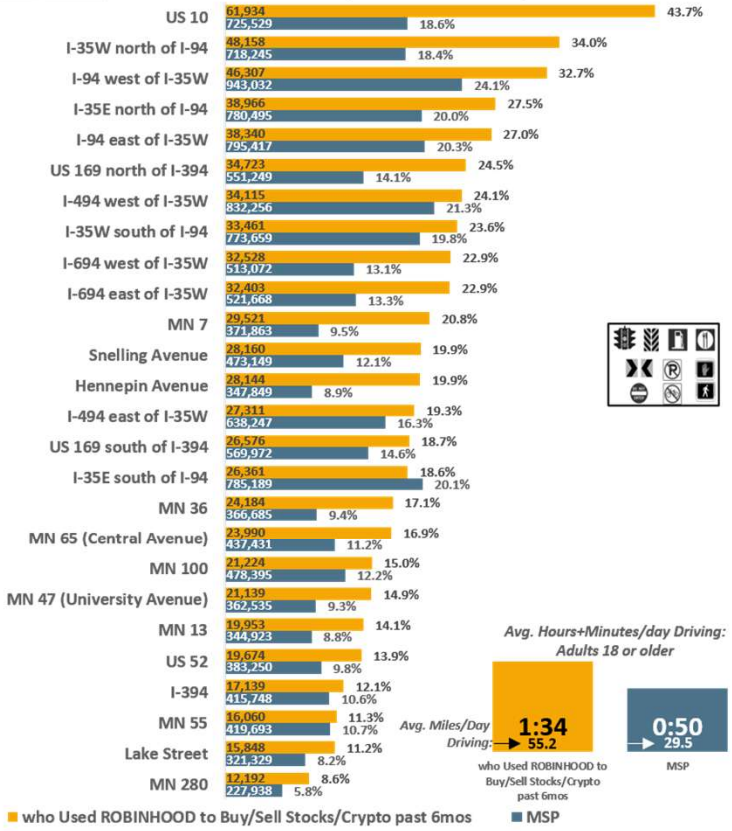
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

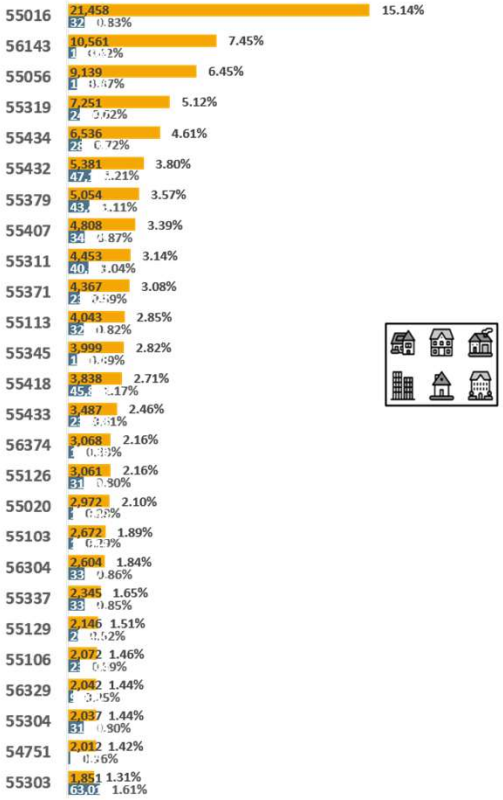


137,288 or 96.9% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 94.9 minutes per day driving an average of 55.2 miles each day and are 135.5% more likely to use US 10 than the Metro average.

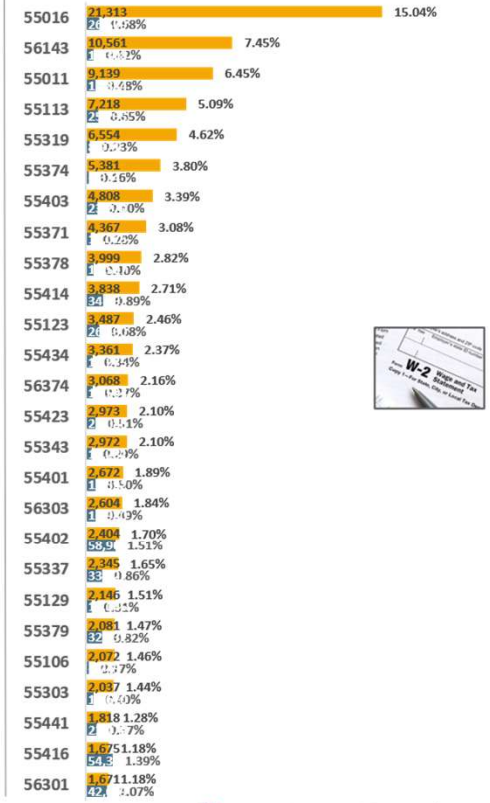
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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

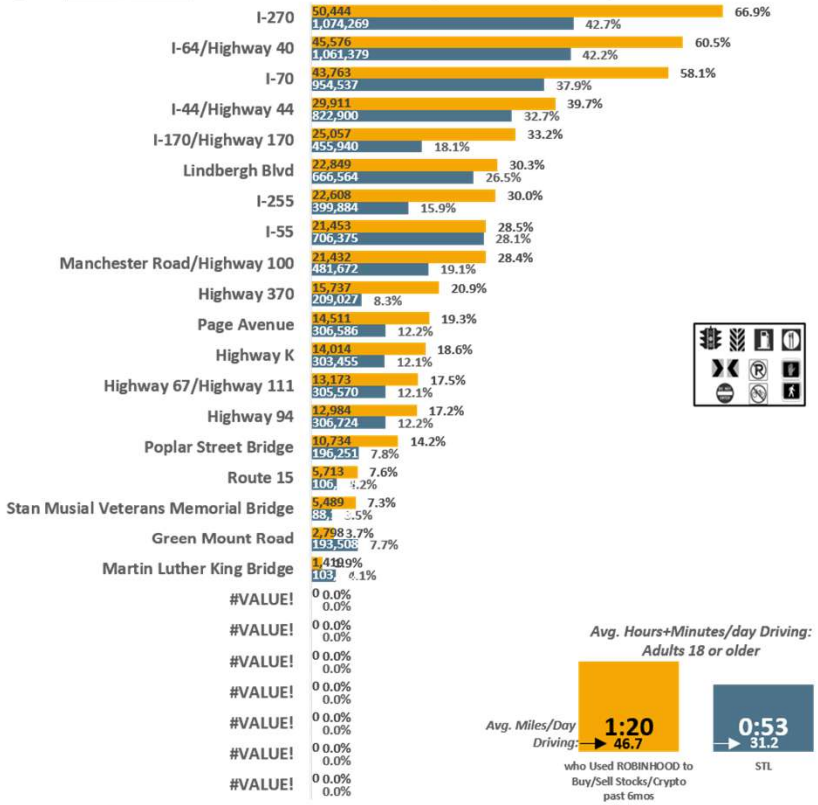
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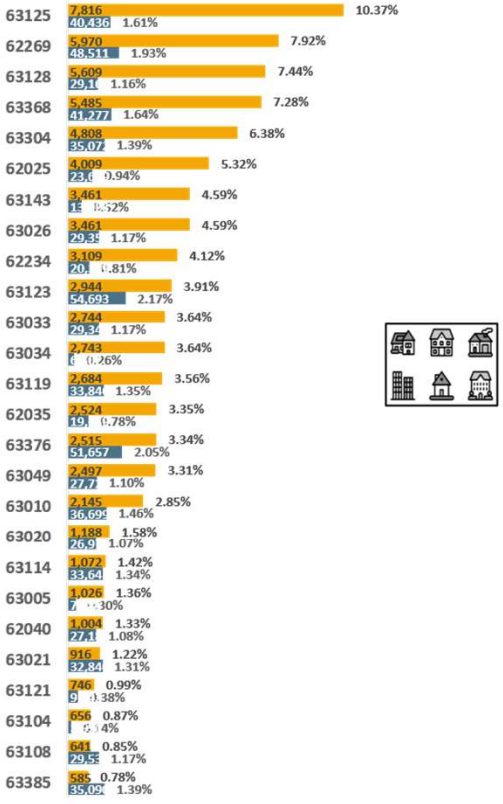


67,955 or 90.2% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 80.3 minutes per day driving an average of 46.7 miles each day and are 151.4% more likely to use Highway 370 than the Metro average.

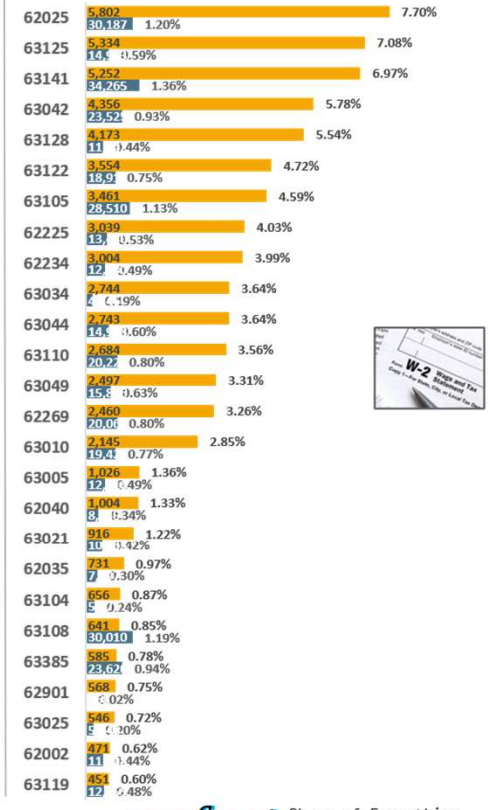
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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STL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 48

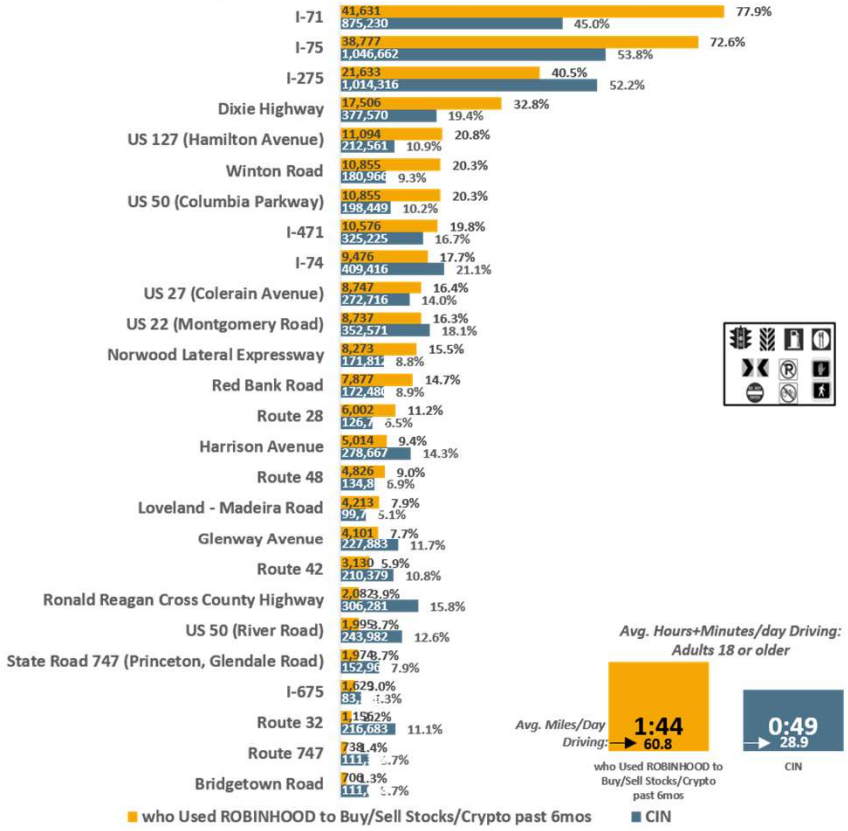
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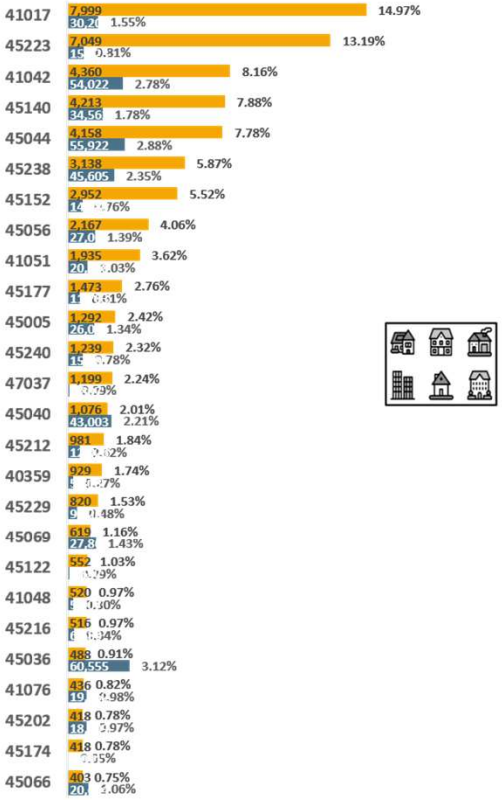


50,248 or 94.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 104.4 minutes per day driving an average of 60.8 miles each day and are 118.2% more likely to use Winton Road than the Metro average.

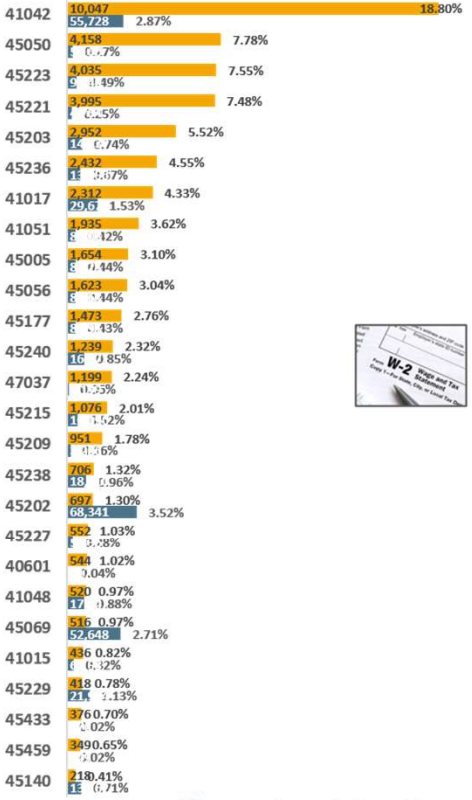
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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CIN DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 46

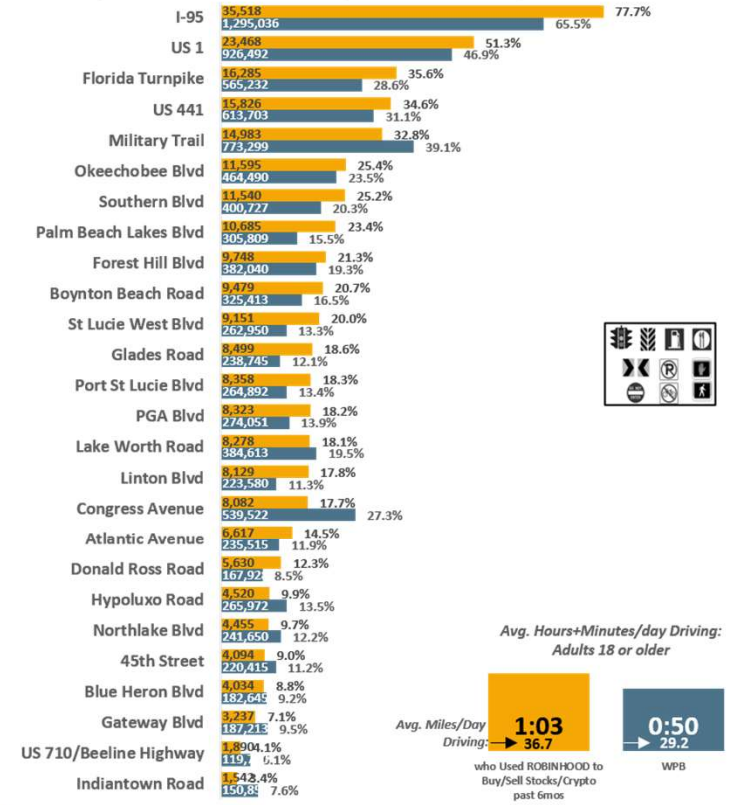
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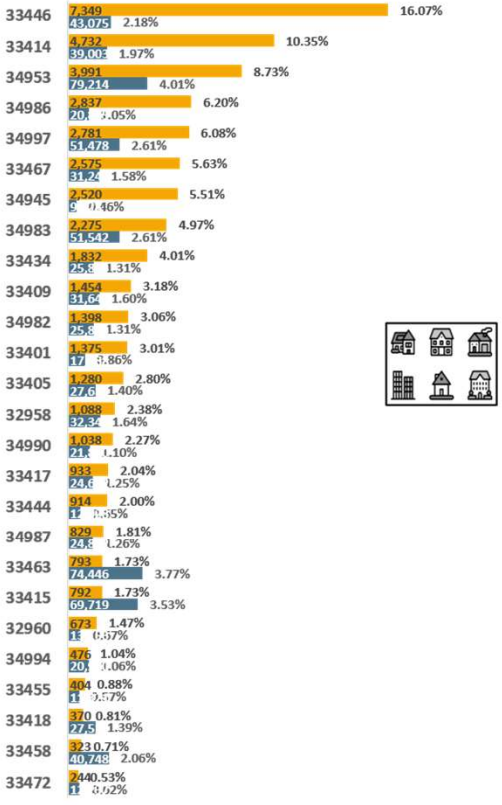


43,888 or 96.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 63. minutes per day driving an average of 36.7 miles each day and are 57.1% more likely to use Linton Blvd than the Metro average.

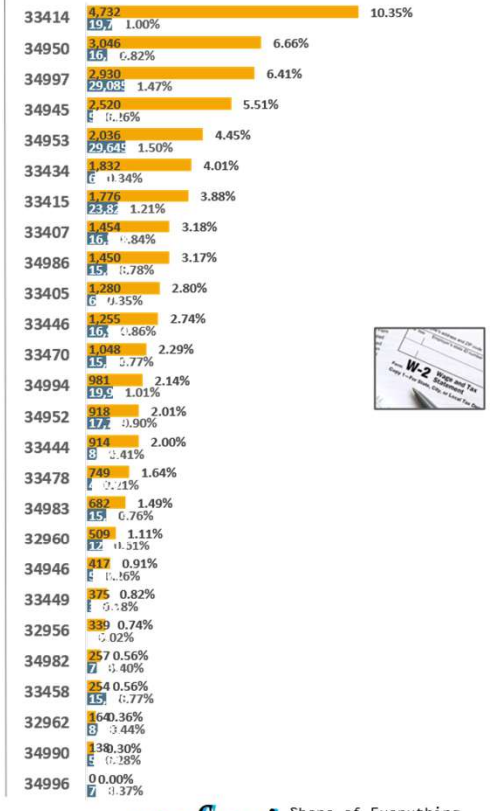
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



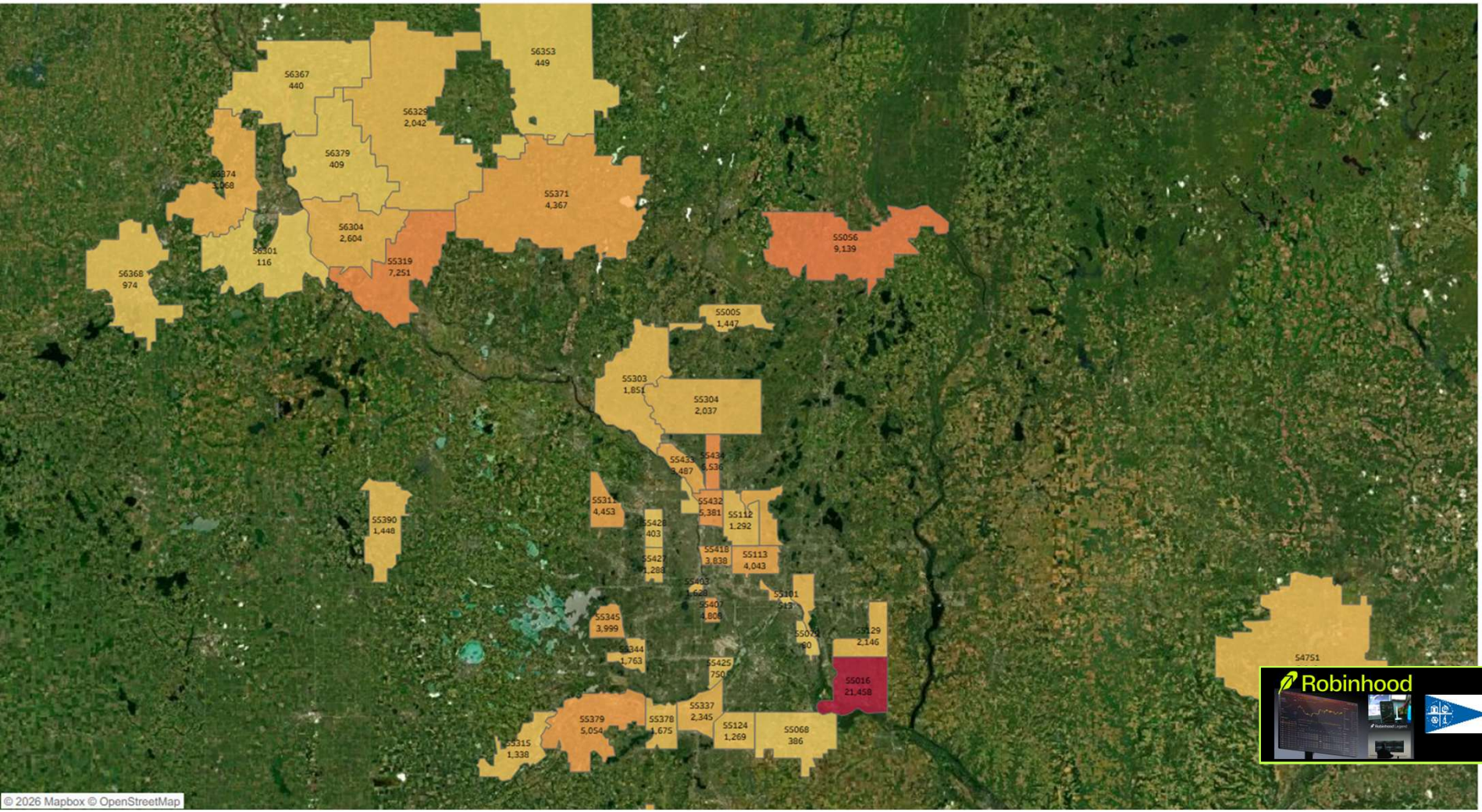
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WPB DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab 53

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Top Residential Zip Codes: (Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos)



SUM(Adults 18 or olde...

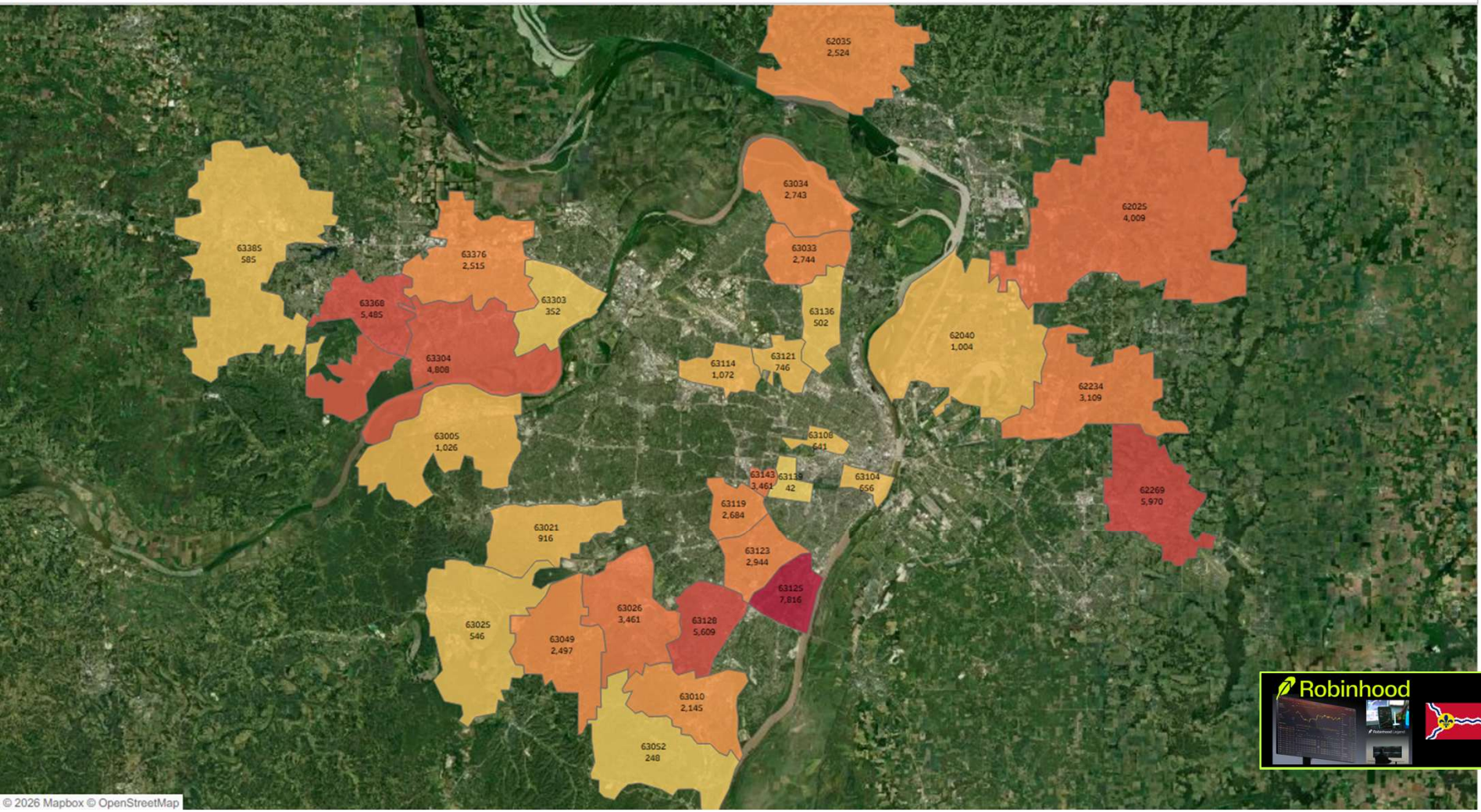
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Top Residential Zip Codes: (Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos)

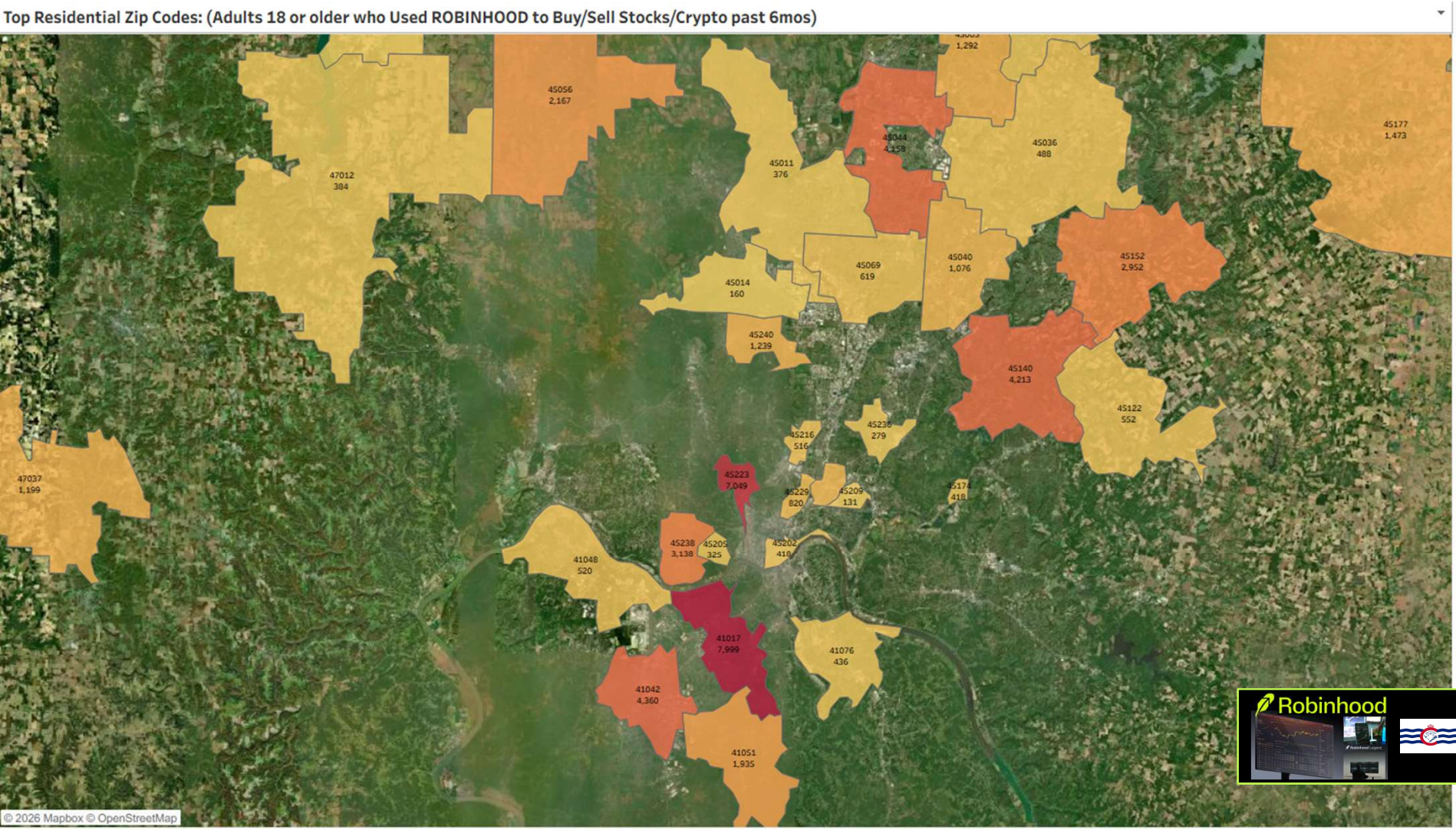


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Top Residential Zip Codes: (Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos)

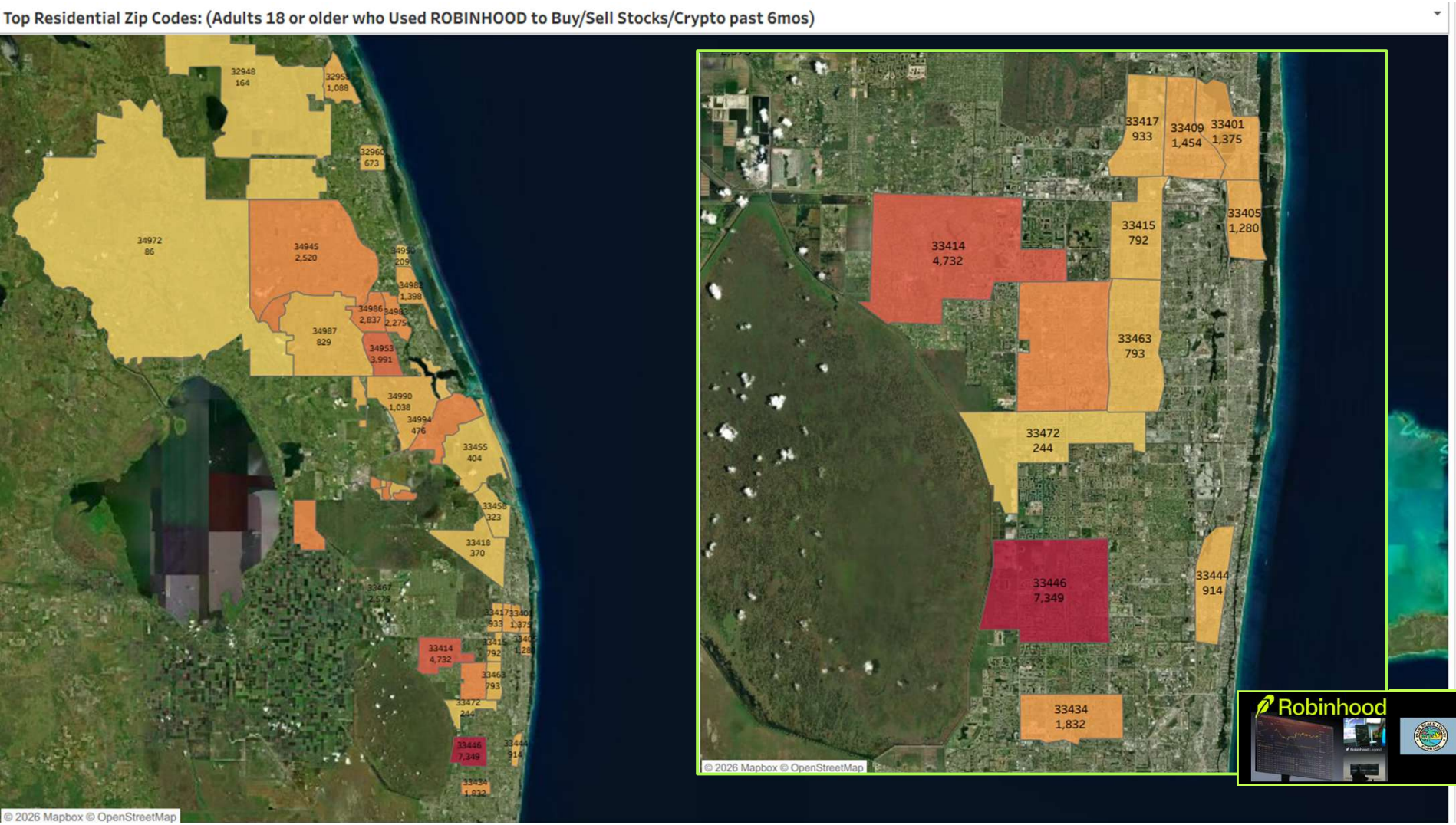


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Top Residential Zip Codes: (Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos)



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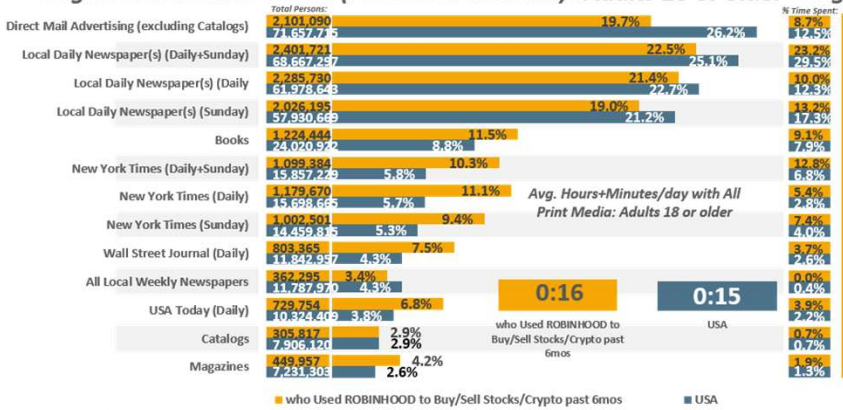
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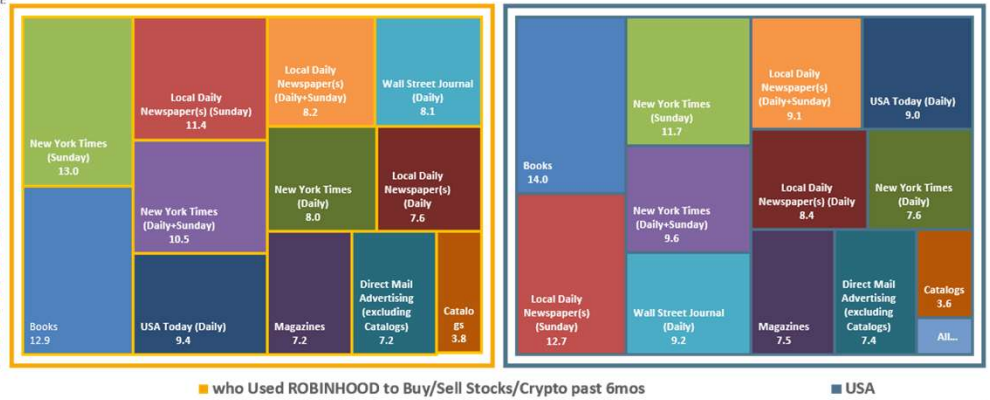


2,401,721 or 22.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

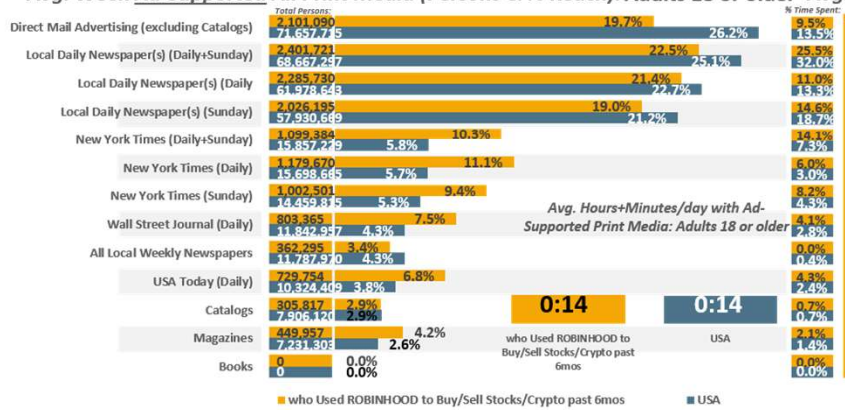
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



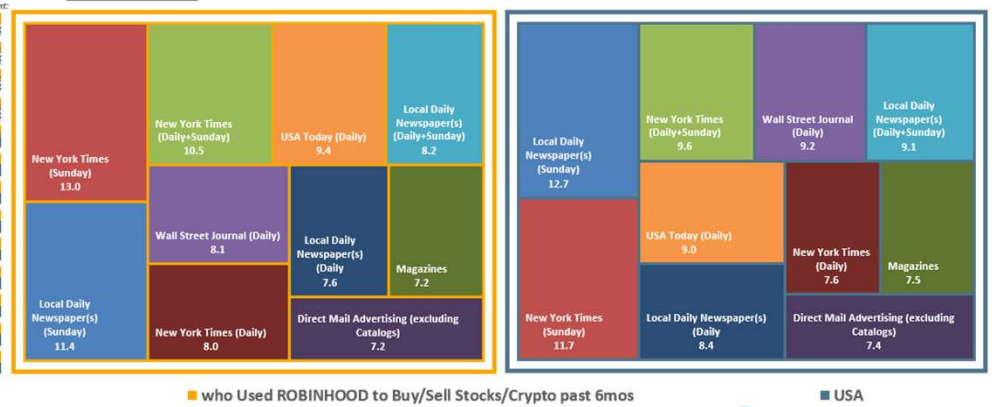
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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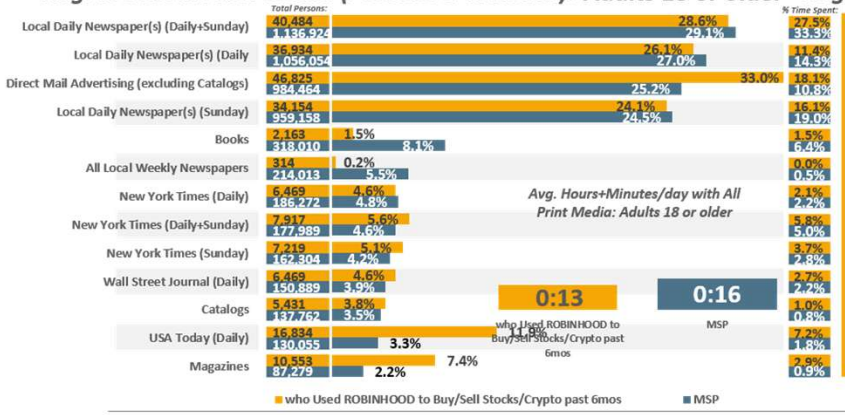
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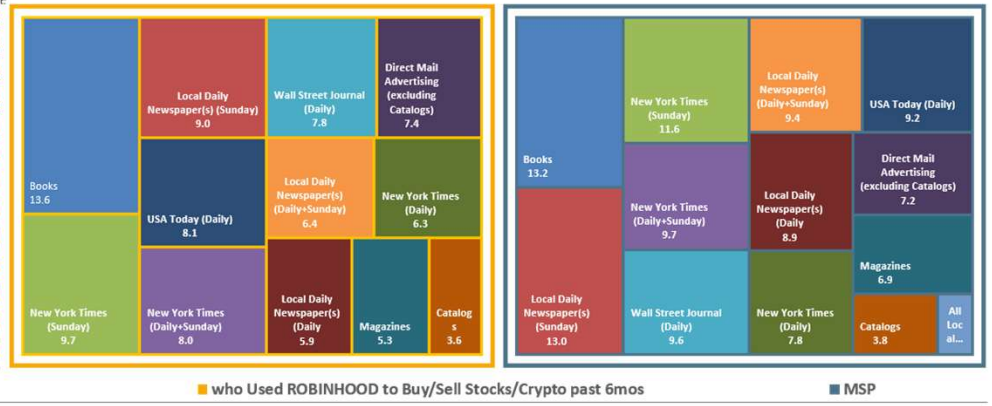


40,484 or 28.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.4 minutes every day representing 27.9% of all time spent daily with All forms of Print Media.

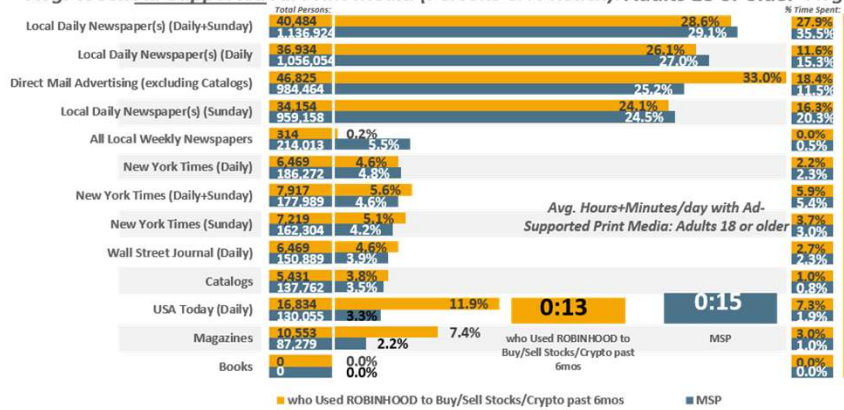
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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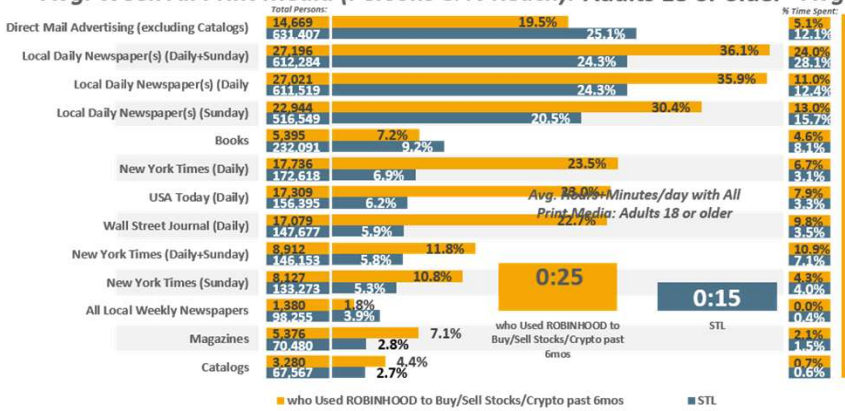
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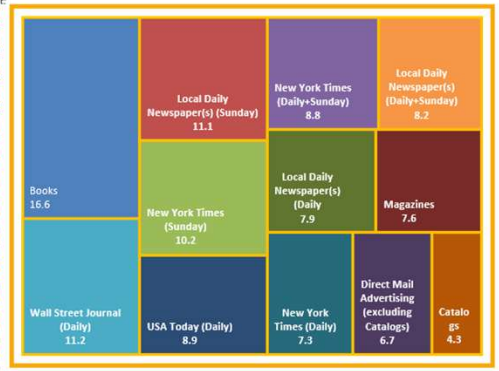
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



27,196 or 36.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 25.2% of all time spent daily with All forms of Print Media.

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

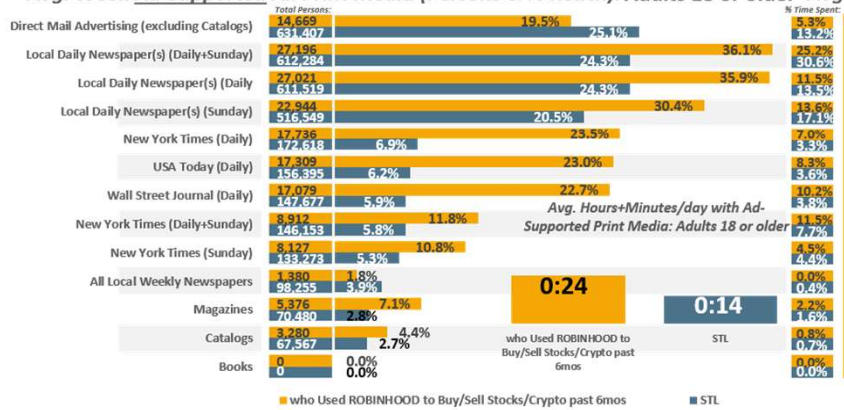


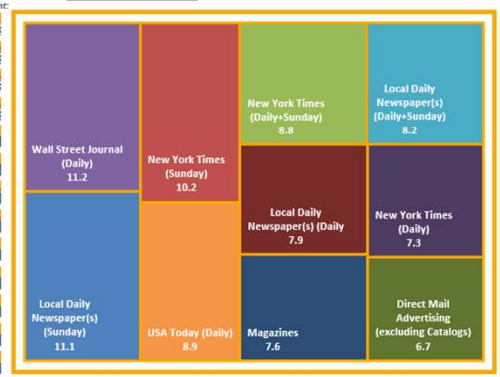


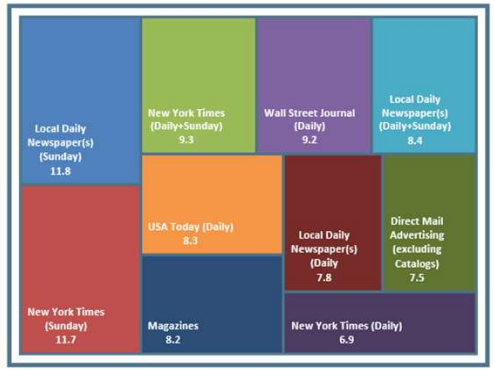


who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos ■ STL

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







who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos ■ STL

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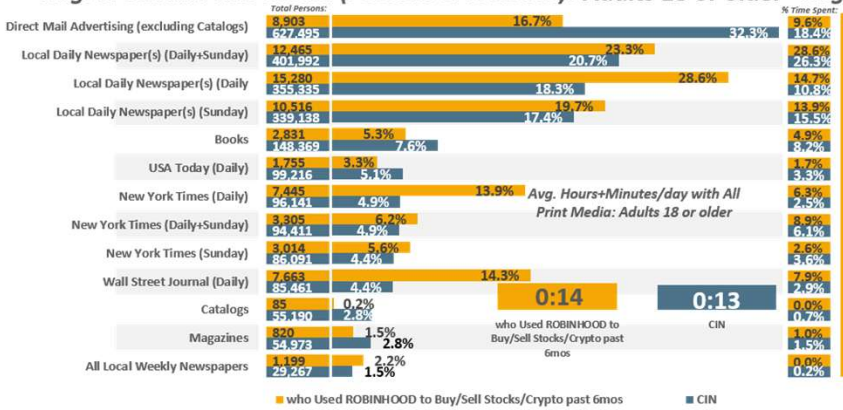
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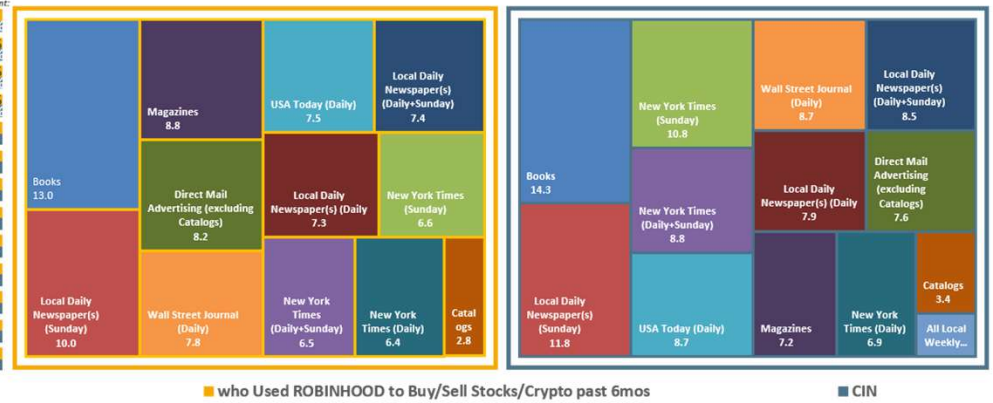


12,465 or 23.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.4 minutes every day representing 30.1% of all time spent daily with All forms of Print Media.

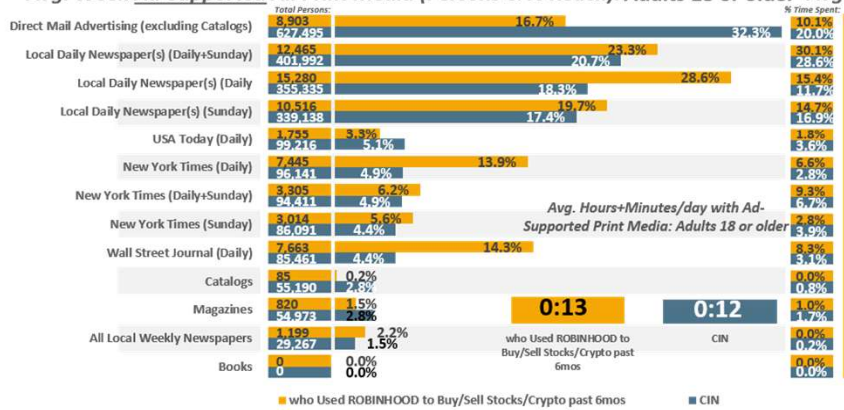
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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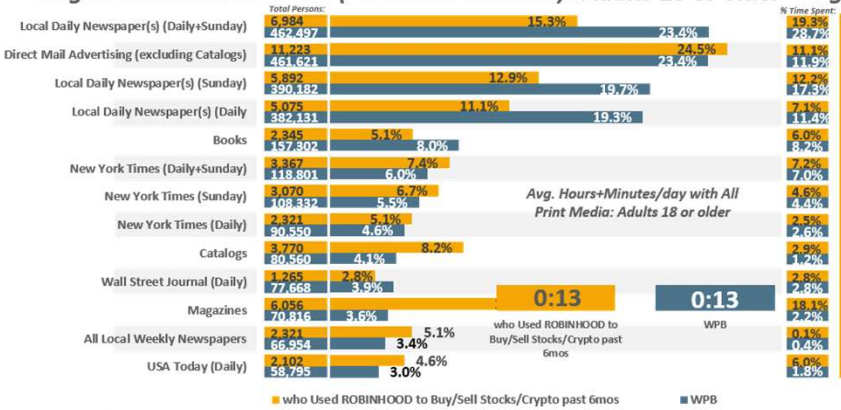
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6,984 or 15.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.3 minutes every day representing 20.5% of all time spent daily with All forms of Print Media.

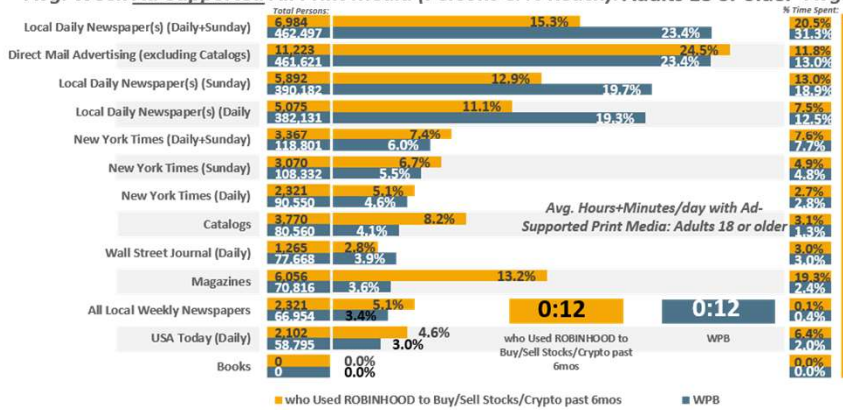
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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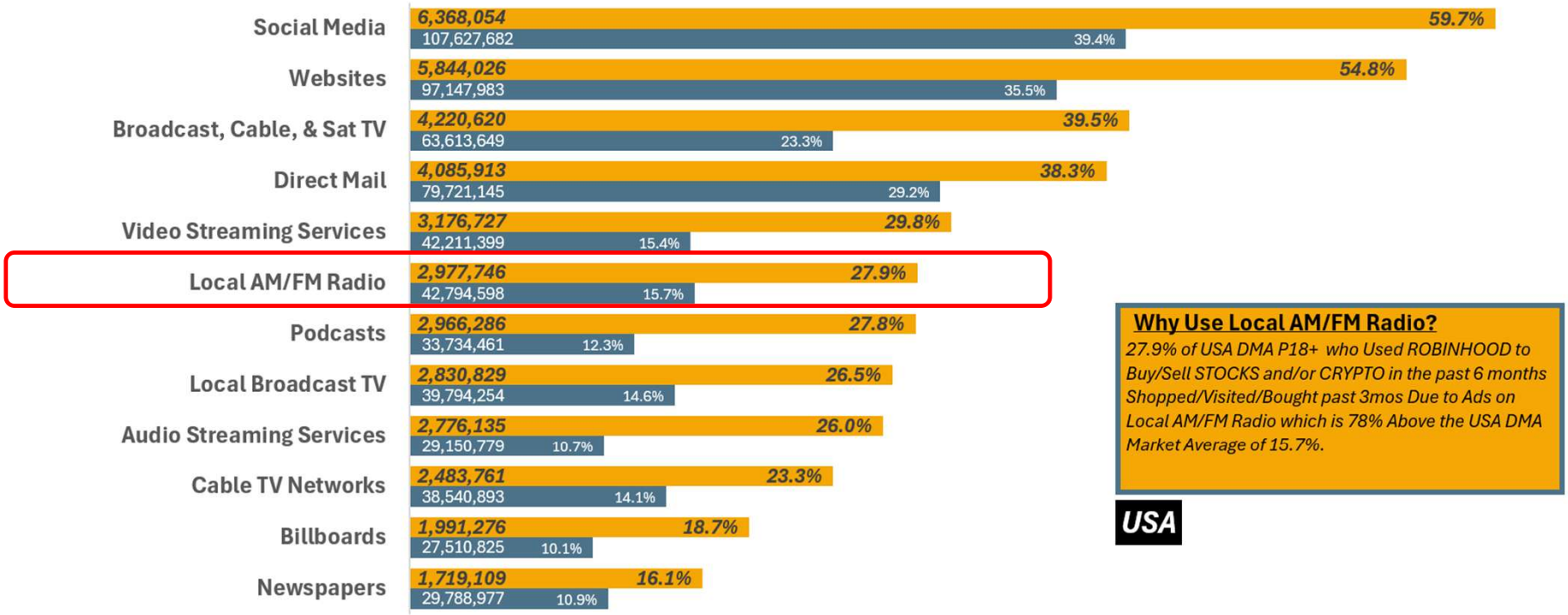
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Robinhood USA

"Advertising Actions"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

27.9% of USA DMA P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 78% Above the USA DMA Market Average of 15.7%.

USA

USA DMA Scarborough R2 2026: Feb25-Jul26 Qual Intab: 797

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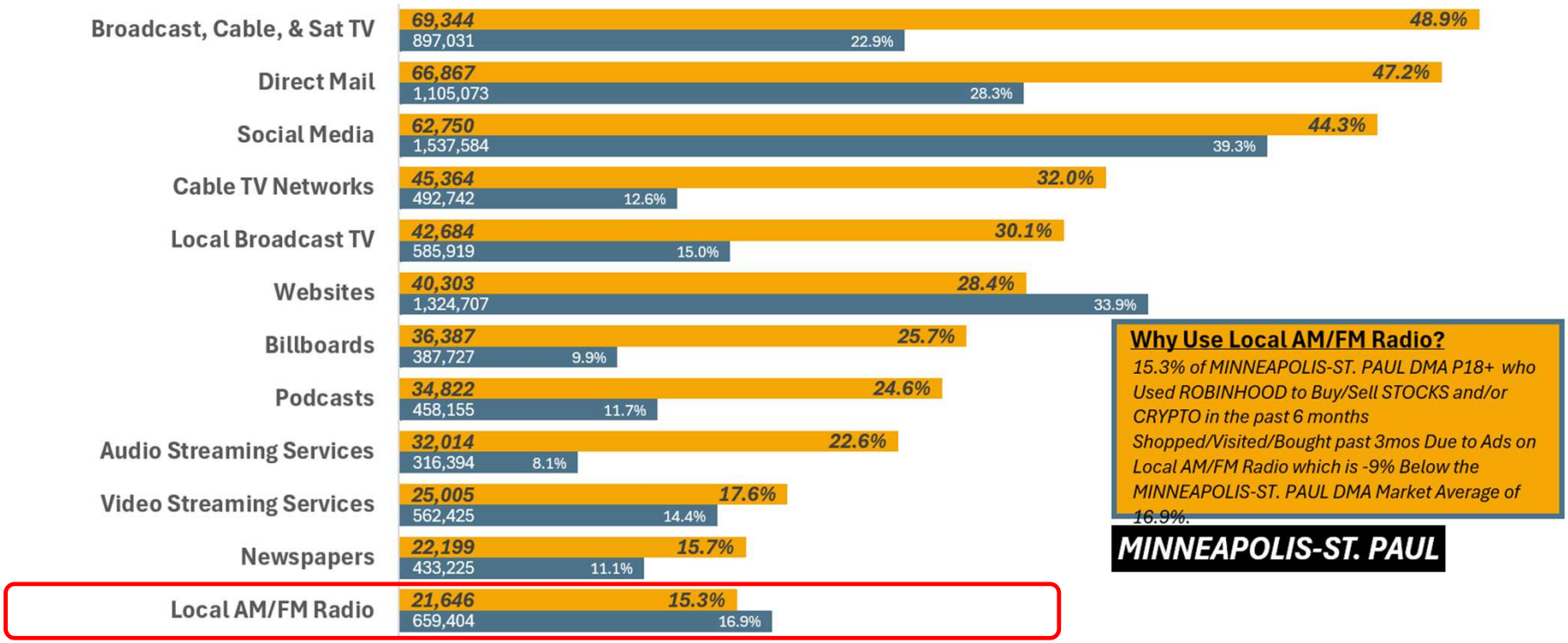
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"Advertising Actions"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

15.3% of MINNEAPOLIS-ST. PAUL DMA P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is -9% Below the MINNEAPOLIS-ST. PAUL DMA Market Average of 16.9%.

MINNEAPOLIS-ST. PAUL

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

MINNEAPOLIS-ST. PAUL DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 56

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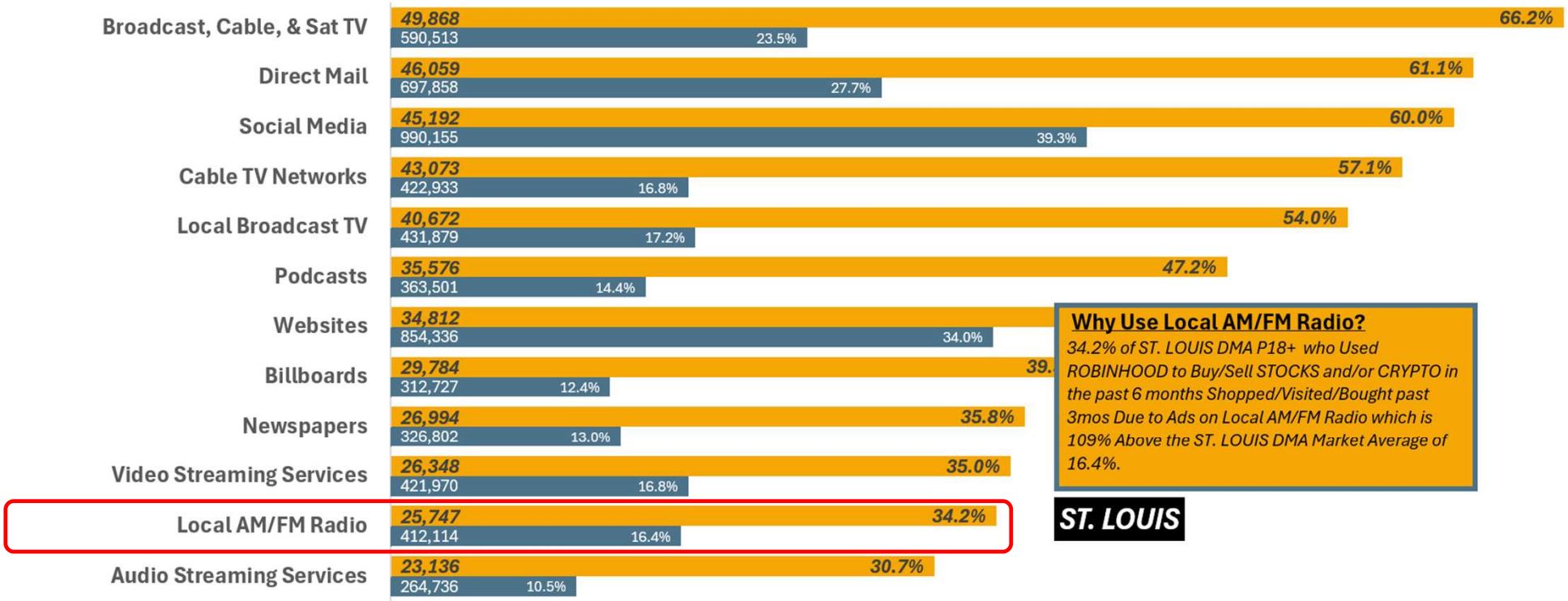
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"Advertising Actions"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

34.2% of ST. LOUIS DMA P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 109% Above the ST. LOUIS DMA Market Average of 16.4%.

ST. LOUIS

ST. LOUIS DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 48

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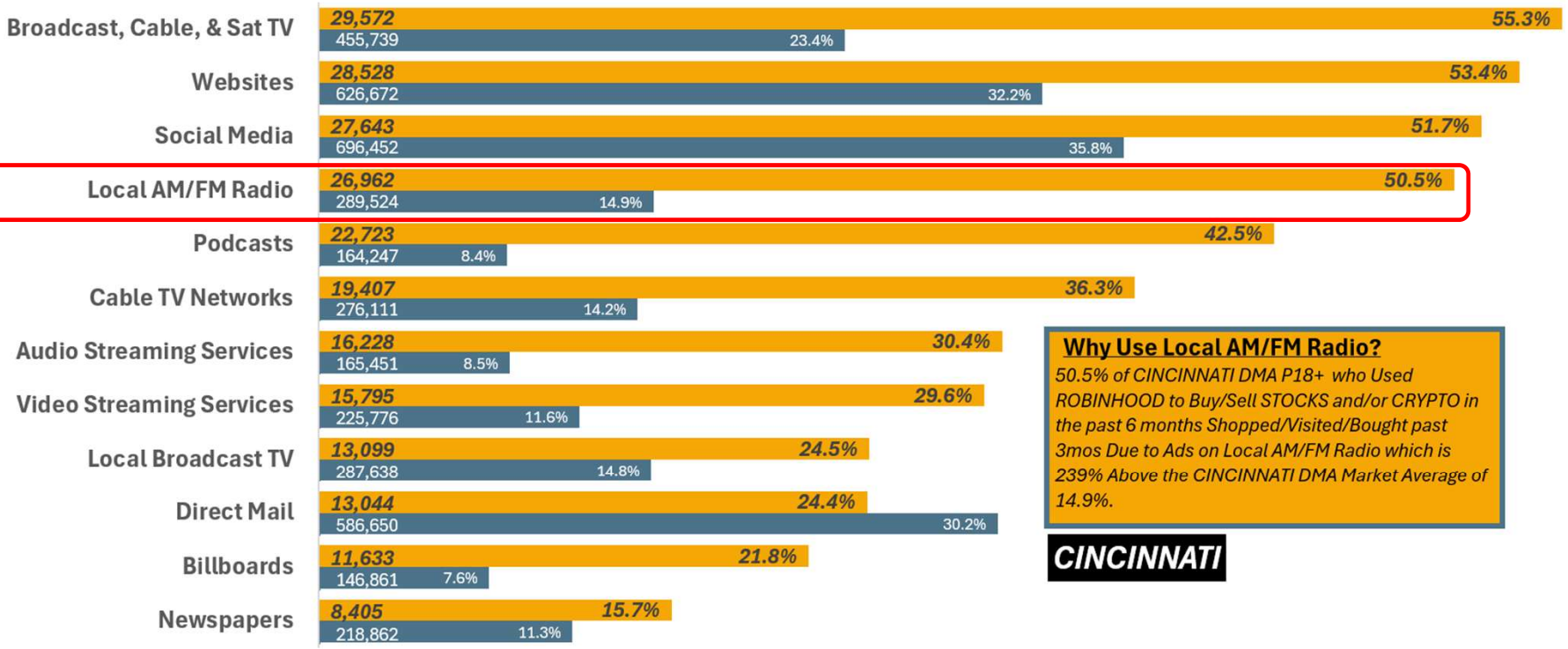
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"Advertising Actions"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

50.5% of CINCINNATI DMA P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 239% Above the CINCINNATI DMA Market Average of 14.9%.

CINCINNATI

■ P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)

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

CINCINNATI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 46

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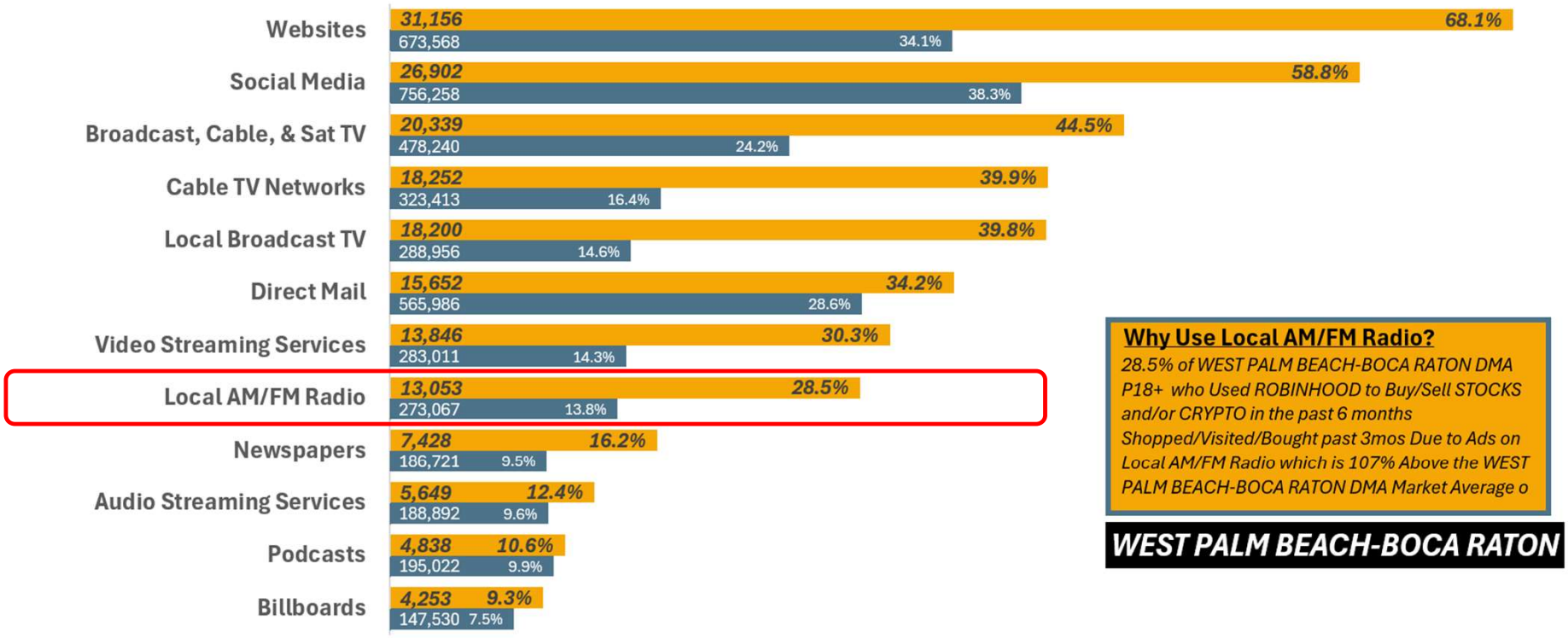
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"Advertising Actions"

P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months (Shopped/Visited/Bought past 3mos Due to Ads on %)



Why Use Local AM/FM Radio?

28.5% of WEST PALM BEACH-BOCA RATON DMA P18+ who Used ROBINHOOD to Buy/Sell STOCKS and/or CRYPTO in the past 6 months Shopped/Visited/Bought past 3mos Due to Ads on Local AM/FM Radio which is 107% Above the WEST PALM BEACH-BOCA RATON DMA Market Average o

WEST PALM BEACH-BOCA RATON

WEST PALM BEACH-BOCA RATON DMA Scarborough R2 2026: Aug25-Jul26 Qual Intab: 53

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