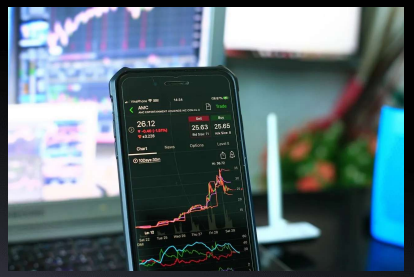
USA+4 DMAs – P18+ who Used ROBINHOOD to Buy and/or Sell STOCKS and/or CRYPTO in the past 6 months!

Complete Demographic & Media Use Profiles

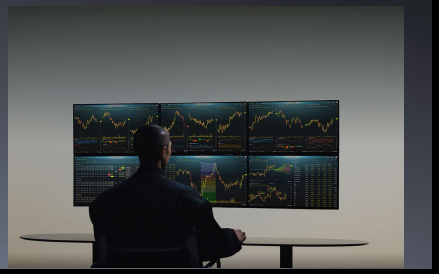


Robinhood





Robinhood Legend





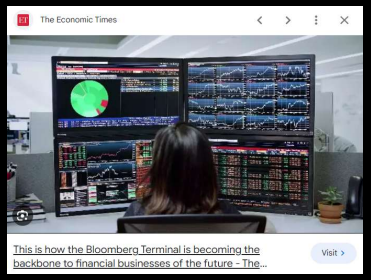








Complete Demographic, Psychographic, and Total Media Usage Profiles of **USA, CHICAGO, WASHINGTON, DC, SEATTLE-TACOMA** and **PHOENIX DMA P18+ who Used ROBINHOOD to Buy and/or Sell STOCKS and/or CRYPTO in the past 6 months** as of July 31, 2026.



P18+

Vanguard BlackRock

Hubbard
media that connects

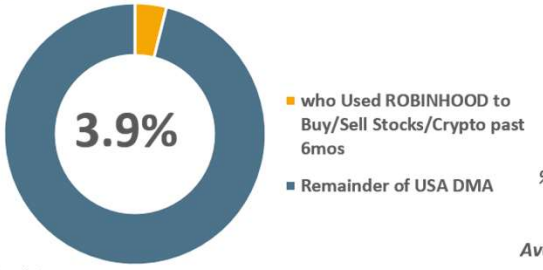
And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

[((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)]



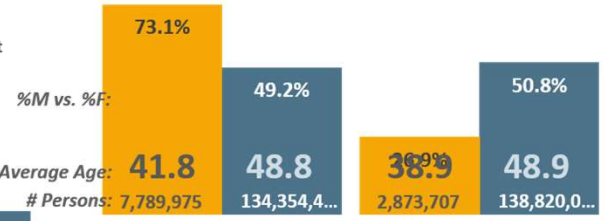
3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 41.1 years old (15.9% younger than average) and have a $143,619 (45.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

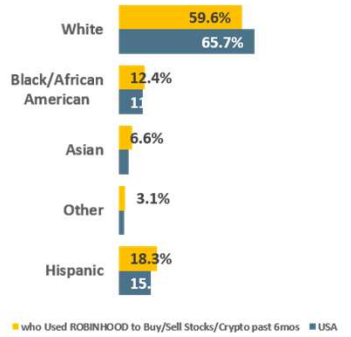


Total Persons:
10,663,683 | 262,510,817

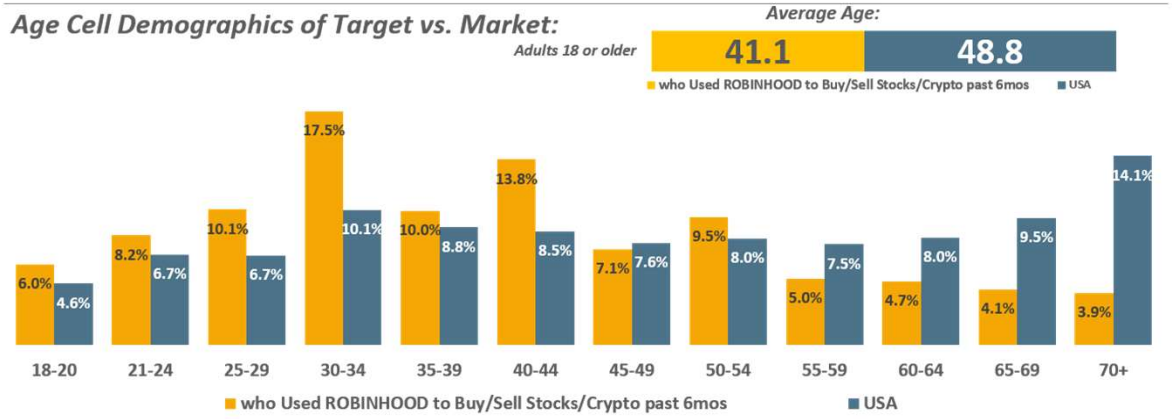
Gender of Target vs. Market: Adults 18 or older



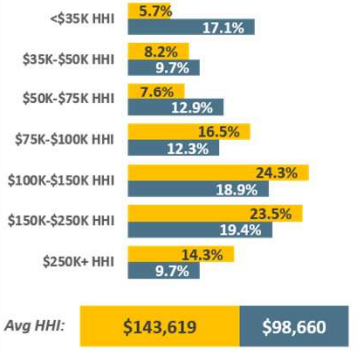
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



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

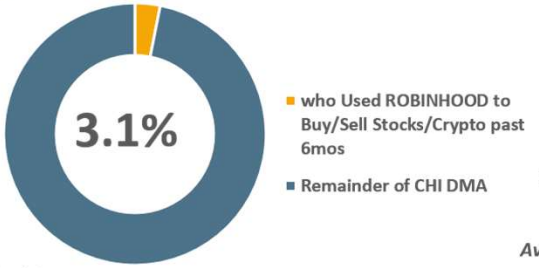
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



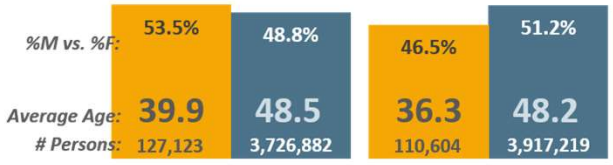
3.1% or 237,727 of CHI DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 38.2 years old (21.1% younger than average) and have a $145,852 (29.6% higher than average) annual household income.

Percent of Market: Adults 18 or older

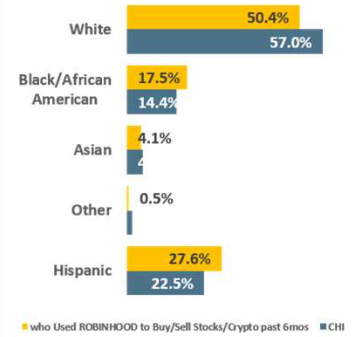




Gender of Target vs. Market: Adults 18 or older

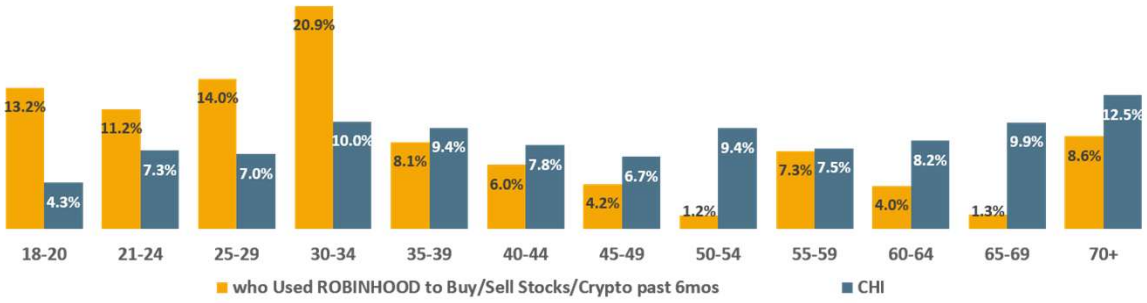


Ethnicity of Target vs. Market:

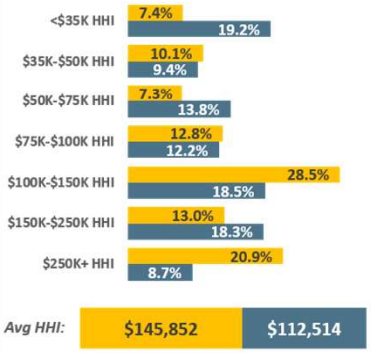


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

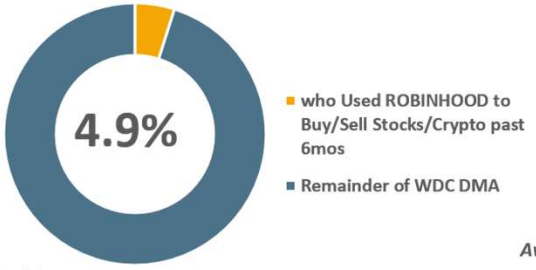
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



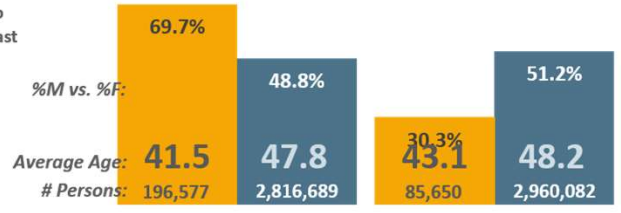
4.9% or 282,227 of WDC DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 41.9 years old (12.6% younger than average) and have a $143,497 (3.% higher than average) annual household income.

Percent of Market: Adults 18 or older

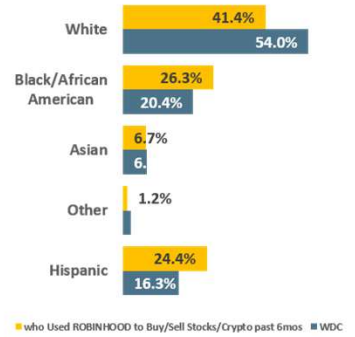




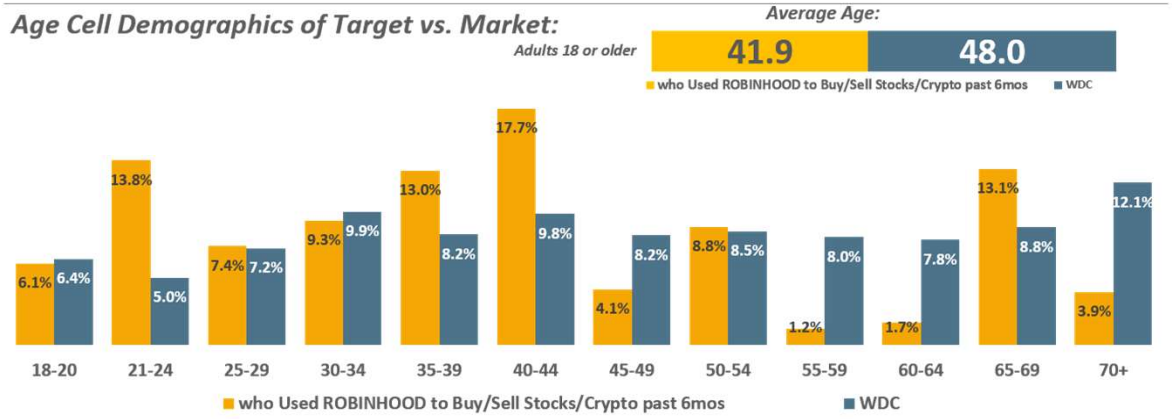
Gender of Target vs. Market: Adults 18 or older



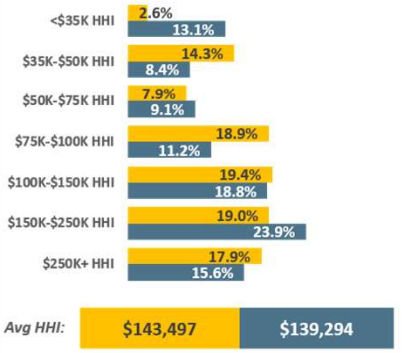
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

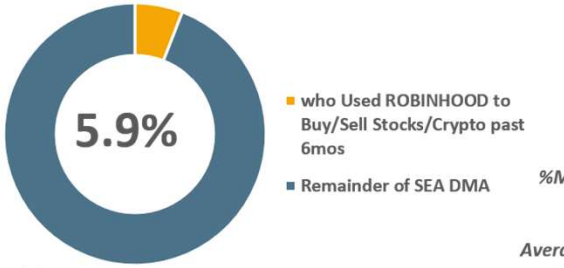
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

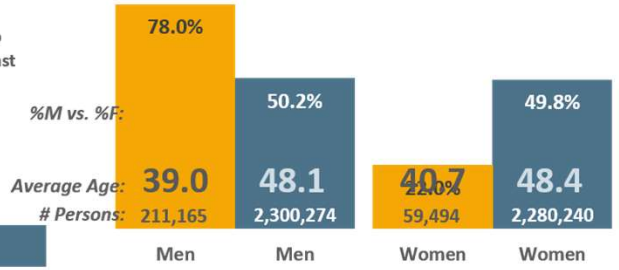


5.9% or 270,659 of SEA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 39.4 years old (18.3% younger than average) and have a $152,930 (18.8% higher than average) annual household income.

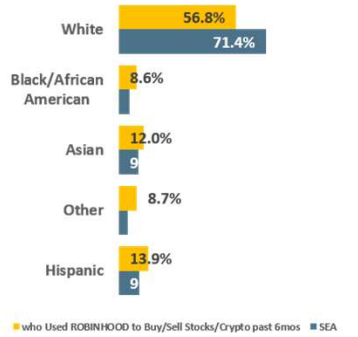
Percent of Market: Adults 18 or older



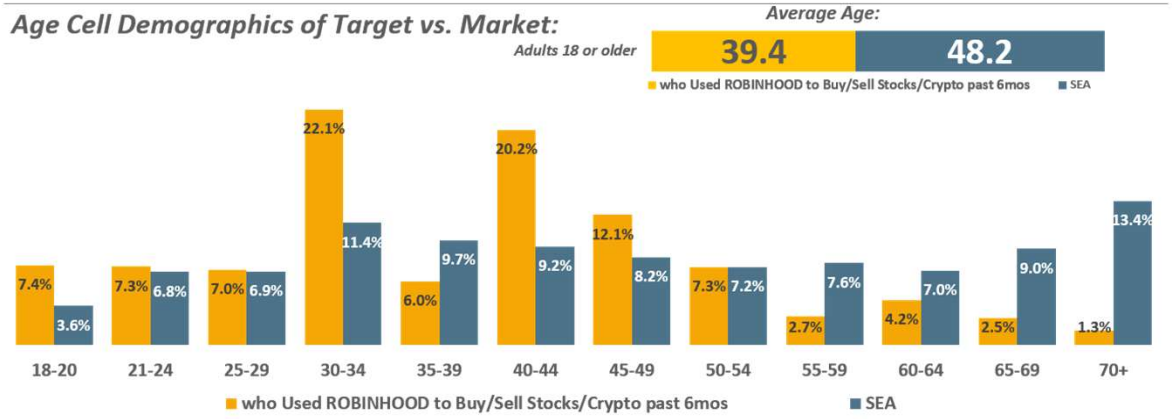
Gender of Target vs. Market: Adults 18 or older



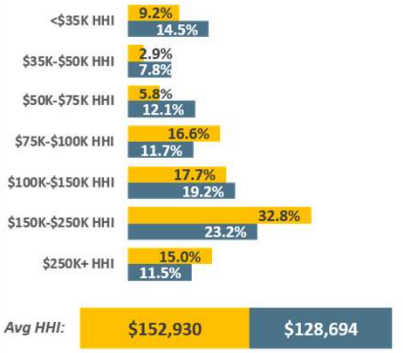
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

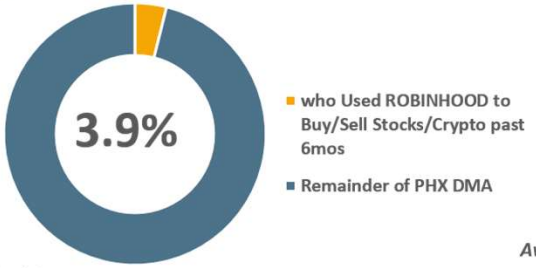
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

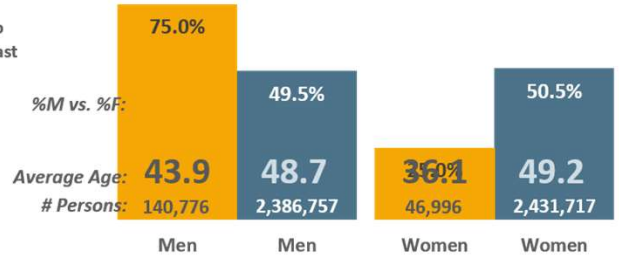


3.9% or 187,772 of PHX DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos.
Typical Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 41.9 years old (14.5% younger than average) and have a $139,012 (29.8% higher than average) annual household income.

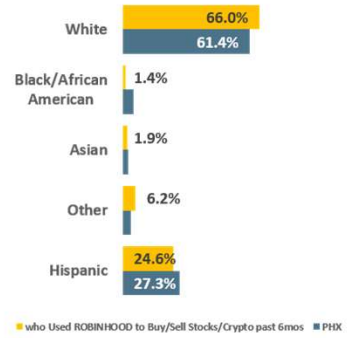
Percent of Market: Adults 18 or older



Gender of Target vs. Market: Adults 18 or older

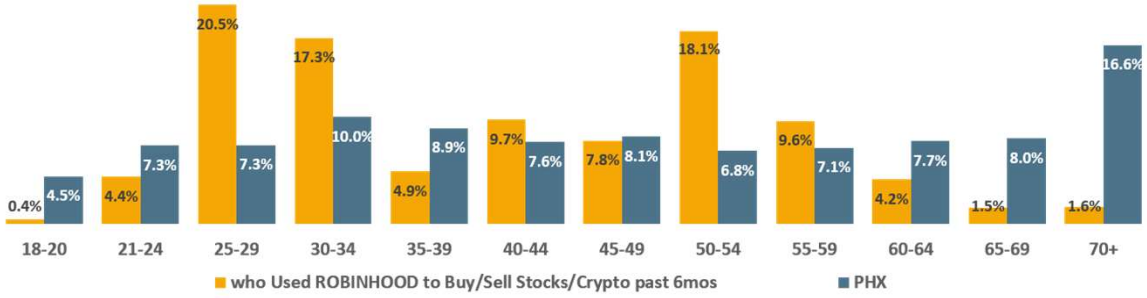


Ethnicity of Target vs. Market:

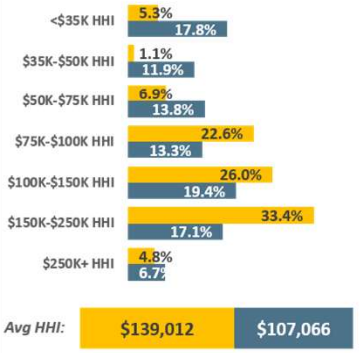


Age Cell Demographics of Target vs. Market:





HHI of Target vs. Market:



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

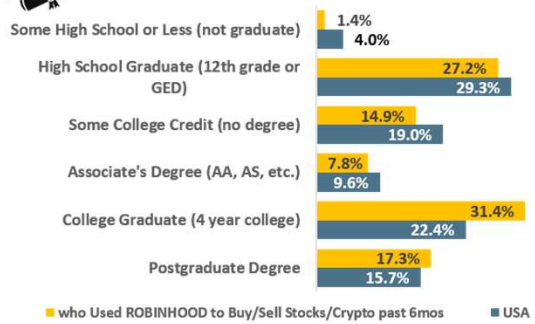
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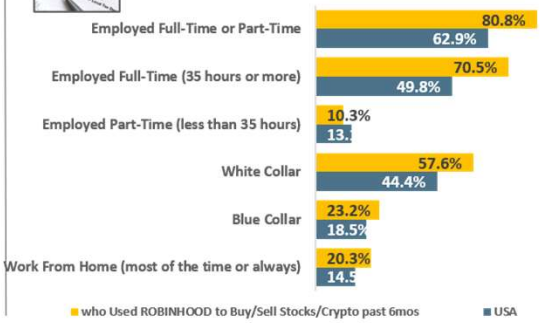


3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 27.6% more likely to be a college graduate, 41.5% more likely to work full-time, .3% more likely to be married, 21.7% more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

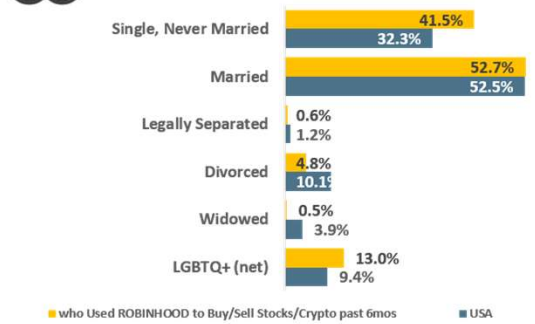
Education Levels: Adults 18 or older



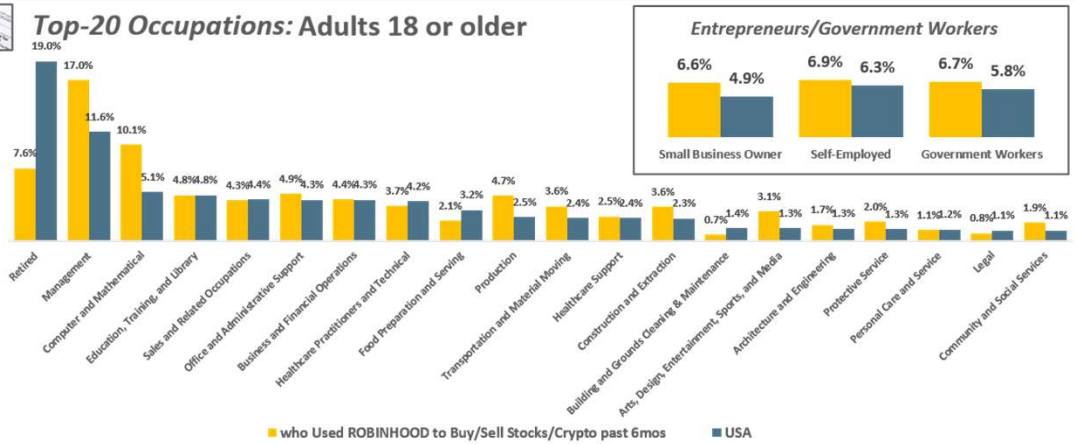
Employment: Adults 18 or older



Marital Status: Adults 18 or older

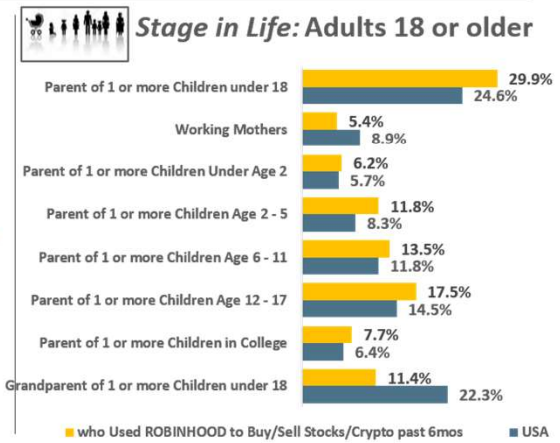


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



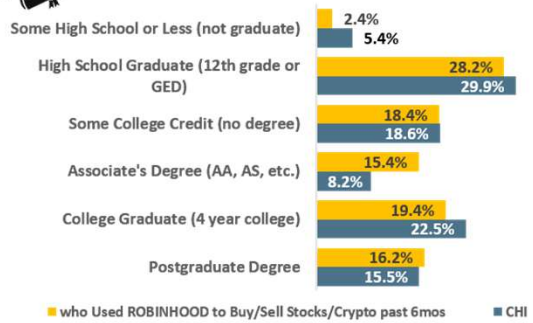
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

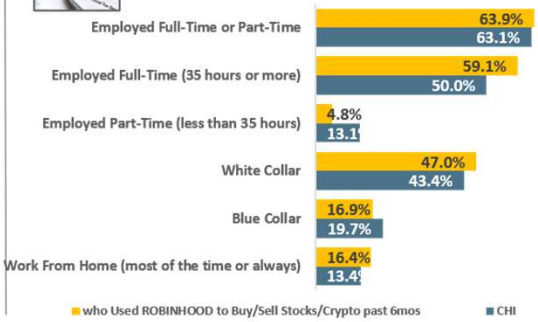


3.1% or 237,727 of CHI DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 6.% less likely to be a college graduate, 18.2% more likely to work full-time, 19.% less likely to be married, 1.8% more likely to be a parent of 1 or more children under 18.

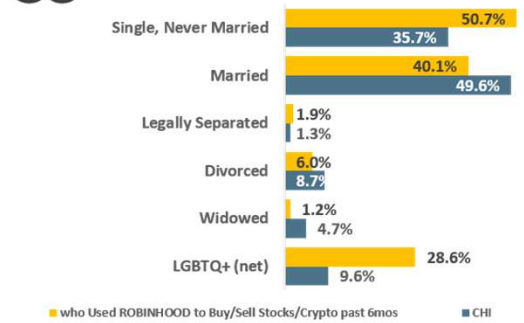
Education Levels: Adults 18 or older



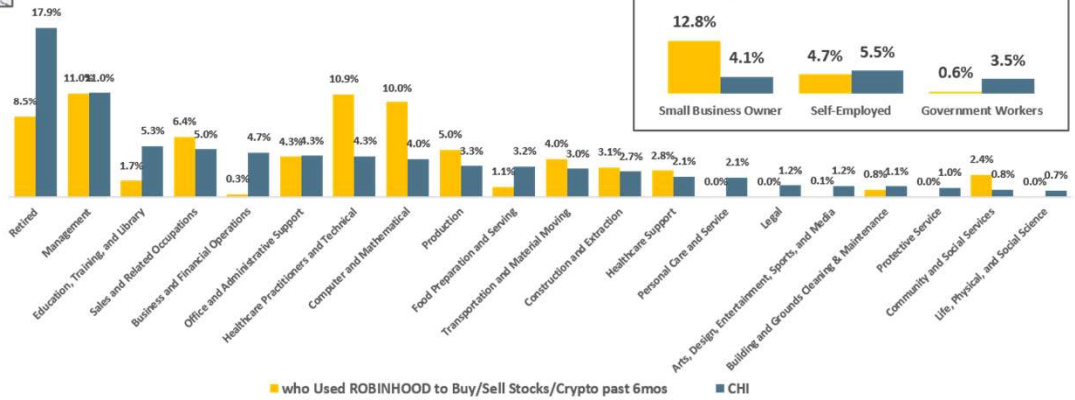
Employment: Adults 18 or older



Marital Status: Adults 18 or older

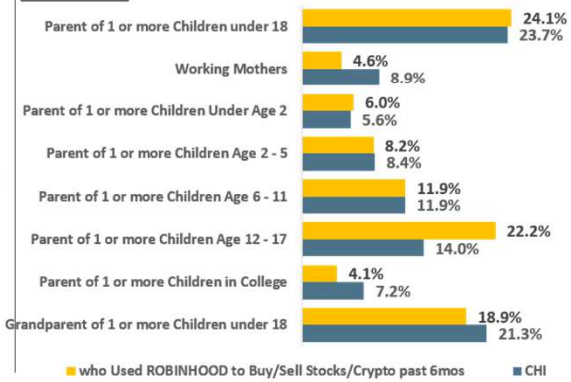


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

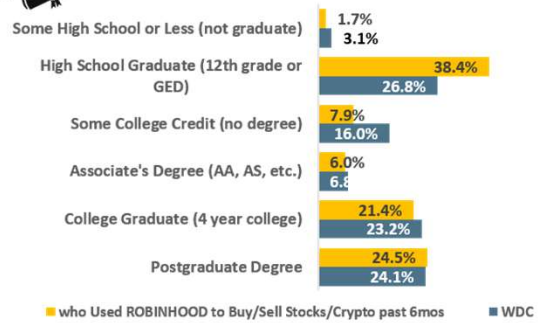
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

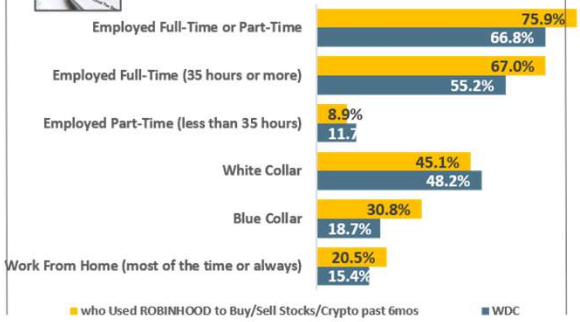


4.9% or 282,227 of WDC DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 3.% less likely to be a college graduate, 21.4% more likely to work full-time, 13.8% less likely to be married, 12.4% less likely to be a parent of 1 or more children under 18.

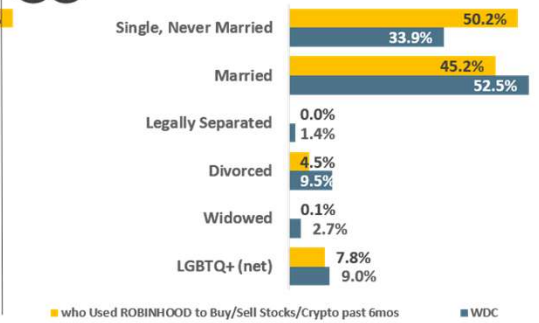
Education Levels: Adults 18 or older



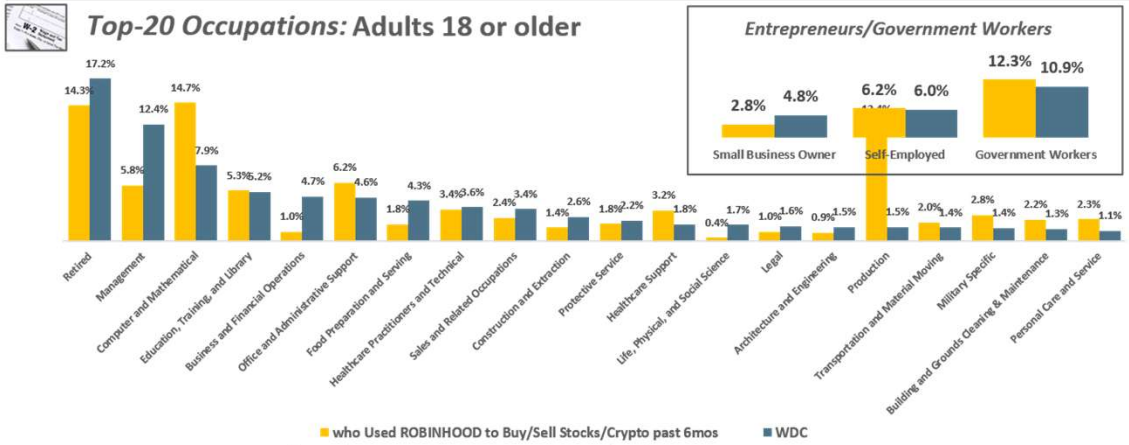
Employment: Adults 18 or older



Marital Status: Adults 18 or older

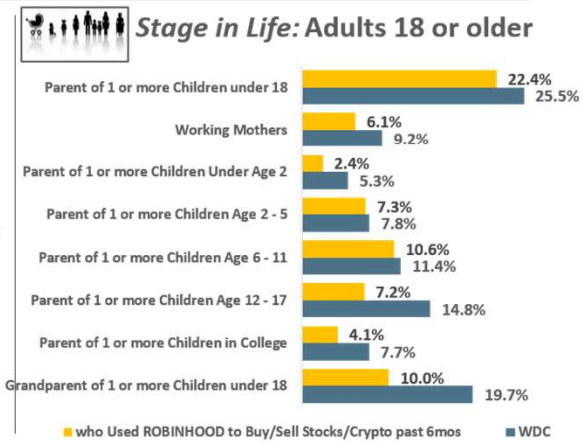


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

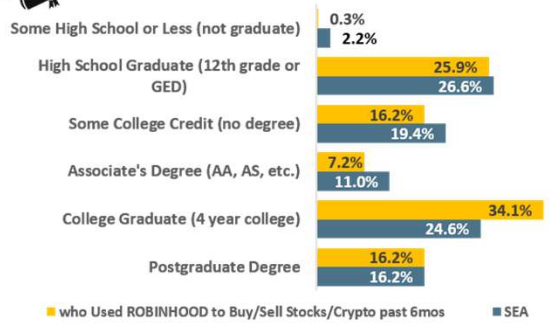
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

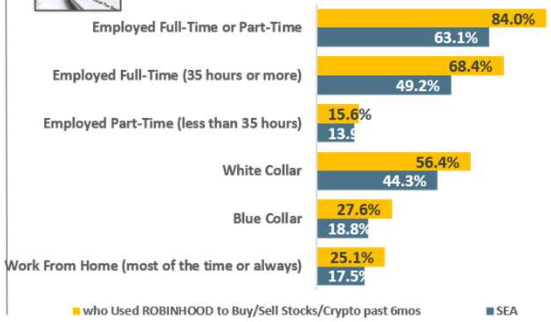


5.9% or 270,659 of SEA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 23.2% more likely to be a college graduate, 39.% more likely to work full-time, 4.3% more likely to be married, 24.4% more likely to be a parent of 1 or more children under 18.

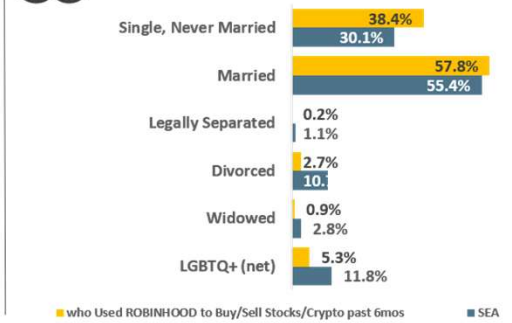
Education Levels: Adults 18 or older



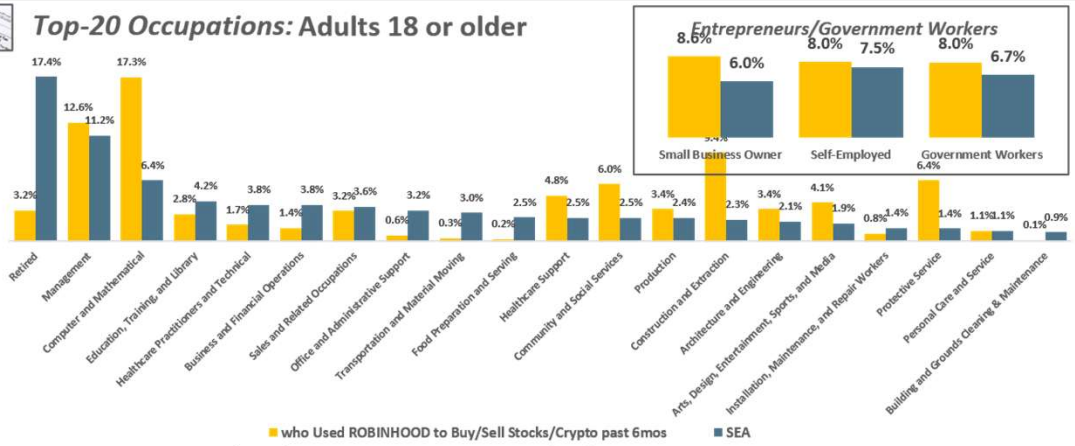
Employment: Adults 18 or older



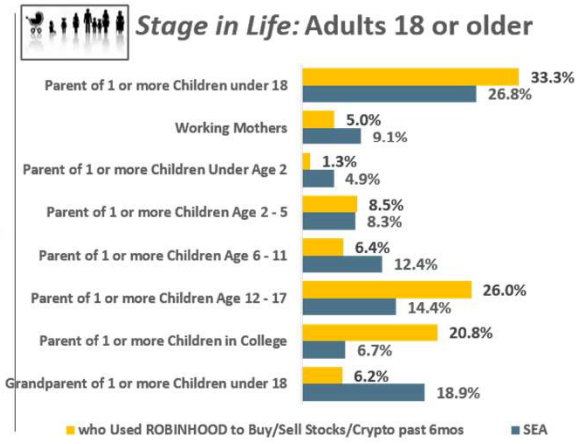
Marital Status: Adults 18 or older



Top-20 Occupations: Adults 18 or older



Stage in Life: Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

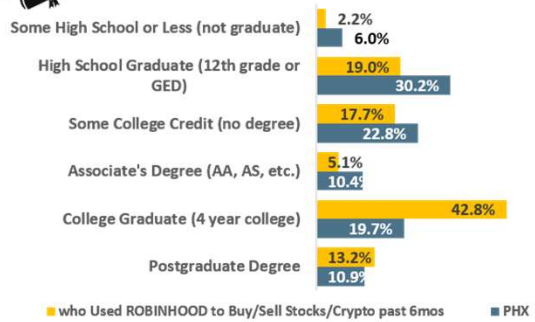
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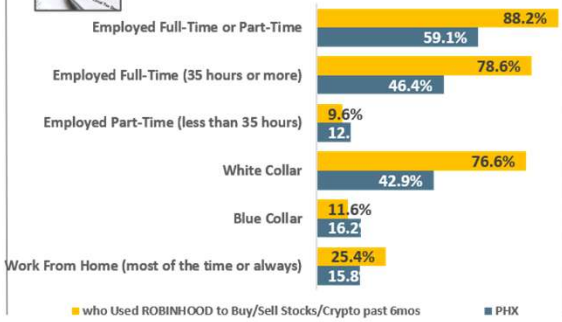


3.9% or 187,772 of PHX DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 82.9% more likely to be a college graduate, 69.3% more likely to work full-time, 8.2% more likely to be married, 20.6% less likely to be a parent of 1 or more children under 18.

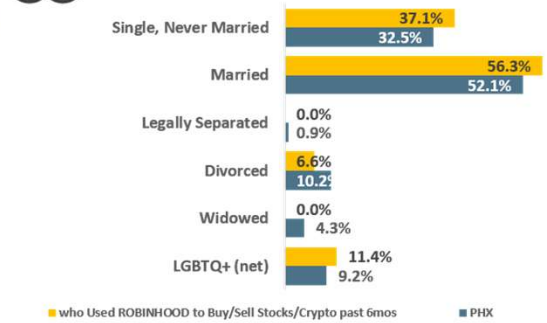
Education Levels: Adults 18 or older



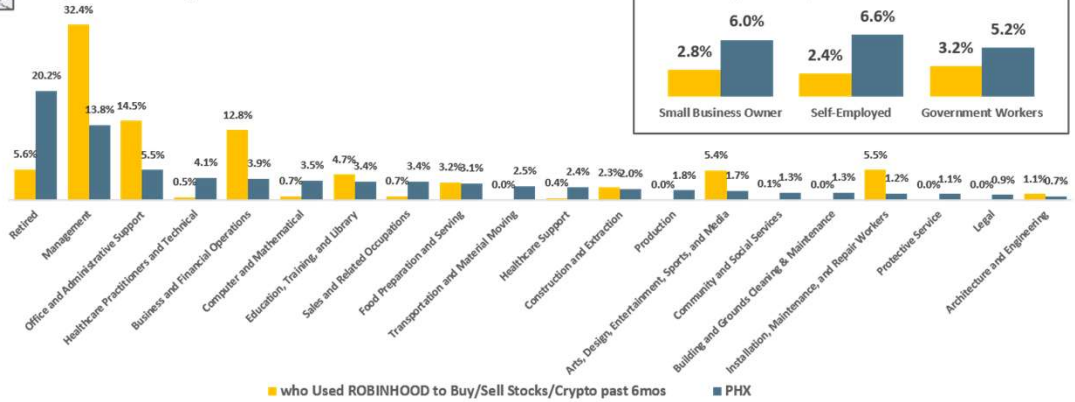
Employment: Adults 18 or older



Marital Status: Adults 18 or older

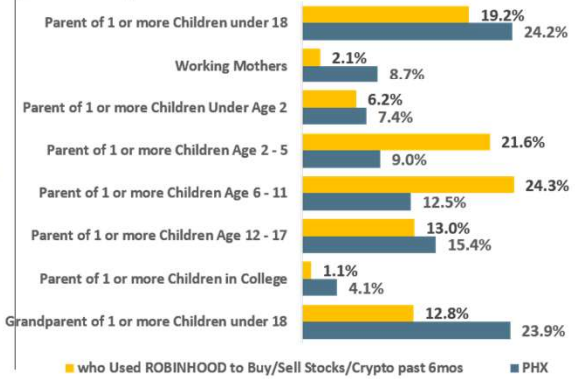


Top-20 Occupations: Adults 18 or older



Entrepreneurs/Government Workers

Stage in Life: Adults 18 or older



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

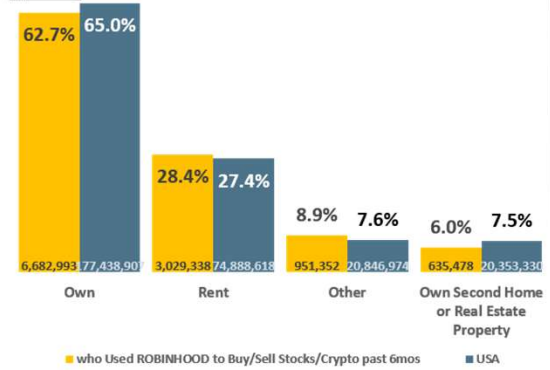
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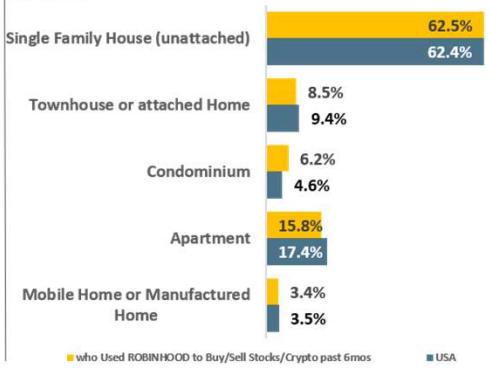


3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 3.5% less likely to own their home, 38.8% more likely to own a higher valued home, .2% more likely to have a single-family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

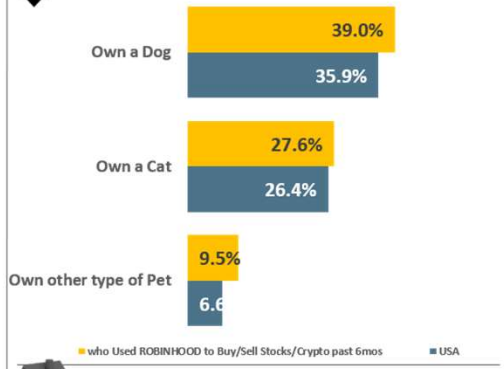
Own/Rent/Other: Adults 18 or older



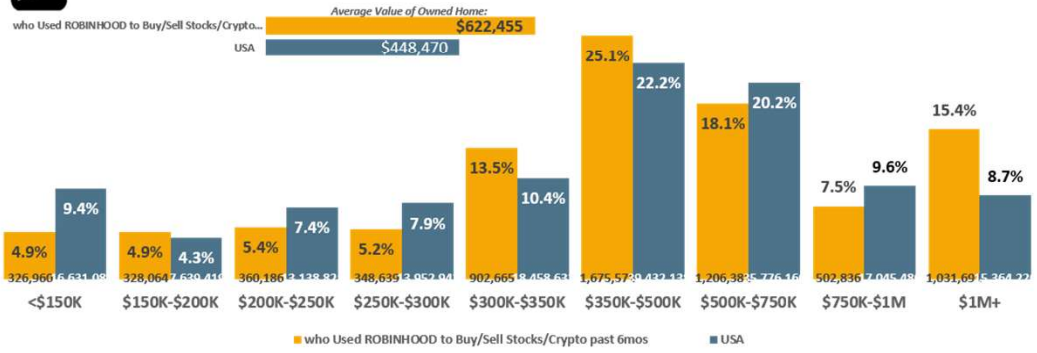
Type of Home: Adults 18 or older



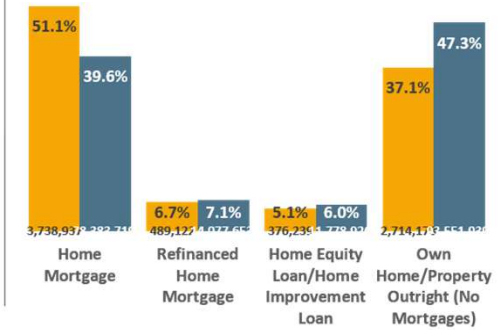
Pets in Home: Adults 18 or older



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

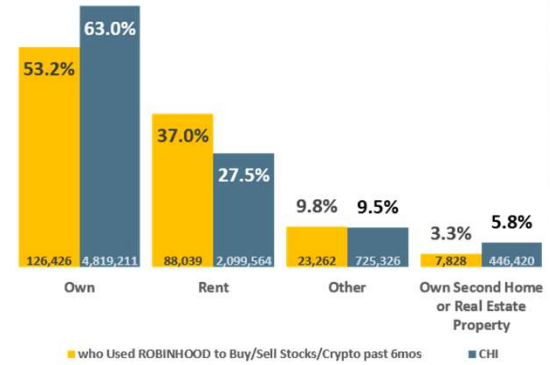
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

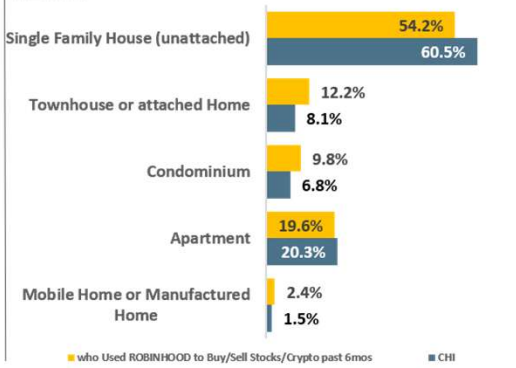


3.1% or 237,727 of CHI DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 15.6% less likely to own their home, 81.6% more likely to own a higher valued home, 10.5% less likely to have a single-family home, 12.6% less likely to have a dog.

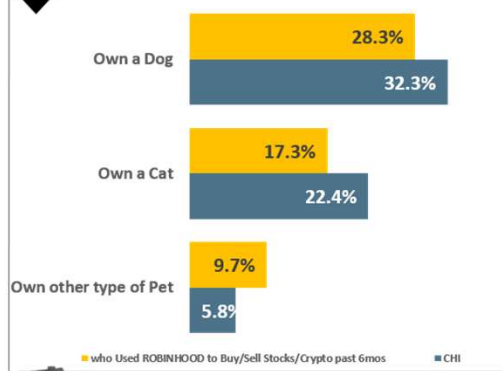
Own/Rent/Other: Adults 18 or older



Type of Home: Adults 18 or older



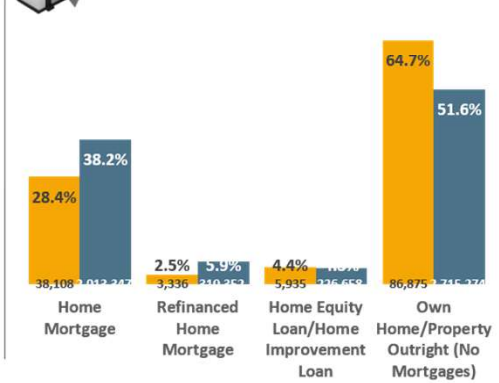
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

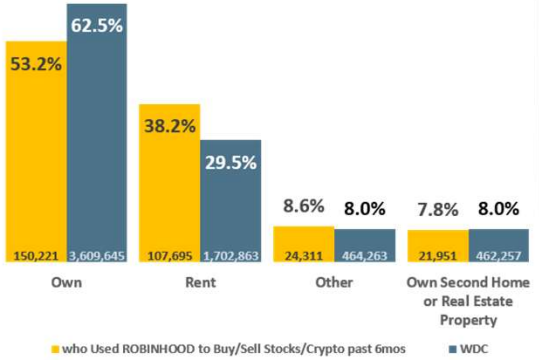
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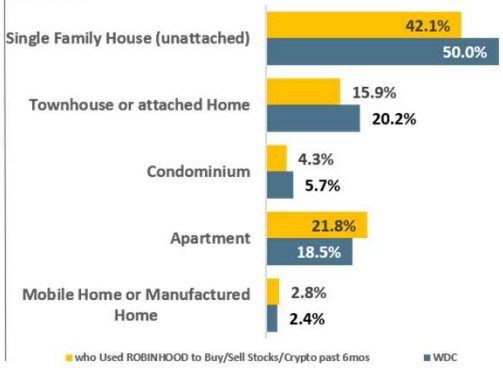


4.9% or 282,227 of WDC DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 14.8% less likely to own their home, 4.% more likely to own a lower valued home, 15.9% less likely to have a single-family home, 12.1% more likely to have a dog.

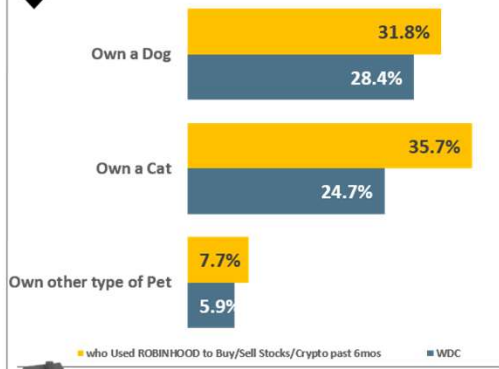
Own/Rent/Other: Adults 18 or older



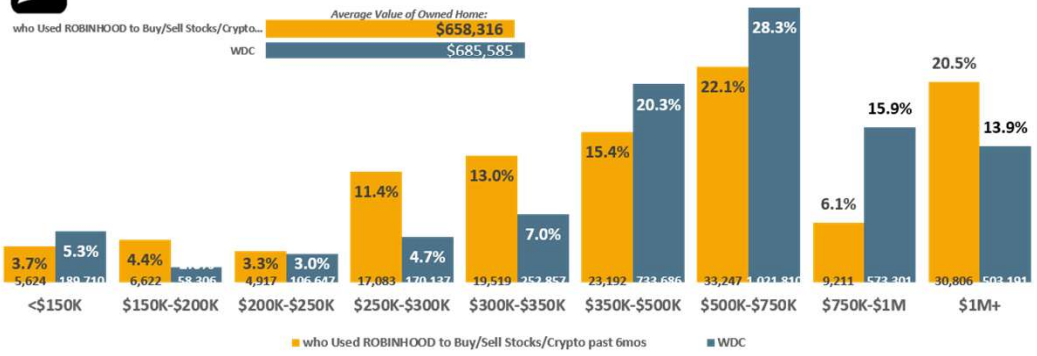
Type of Home: Adults 18 or older



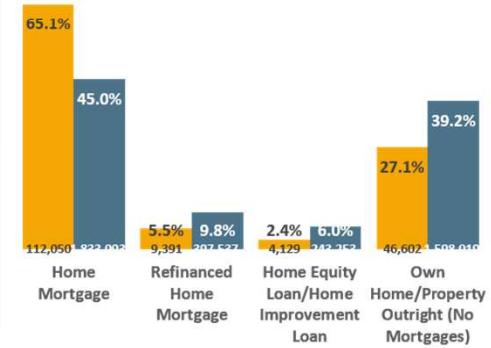
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

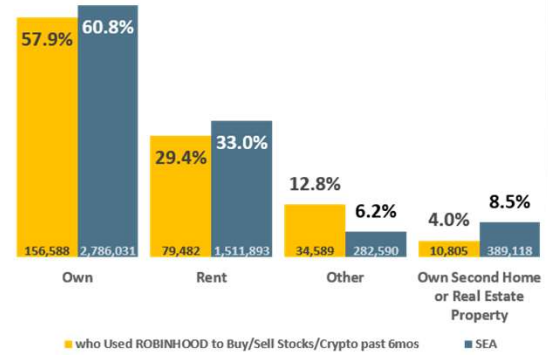
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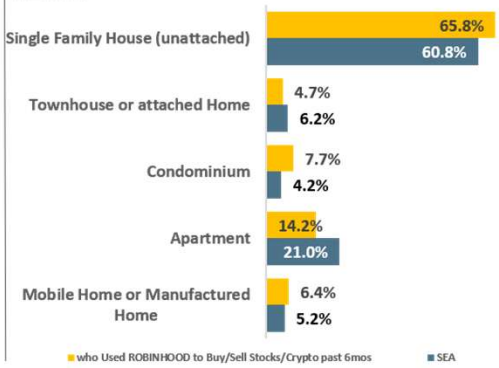


5.9% or 270,659 of SEA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 4.9% less likely to own their home, 1.6% more likely to own a lower valued home, 8.3% more likely to have a single-family home, 9.6% more likely to have a dog.

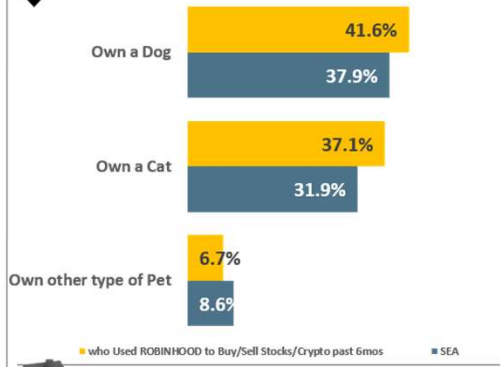
Own/Rent/Other: Adults 18 or older



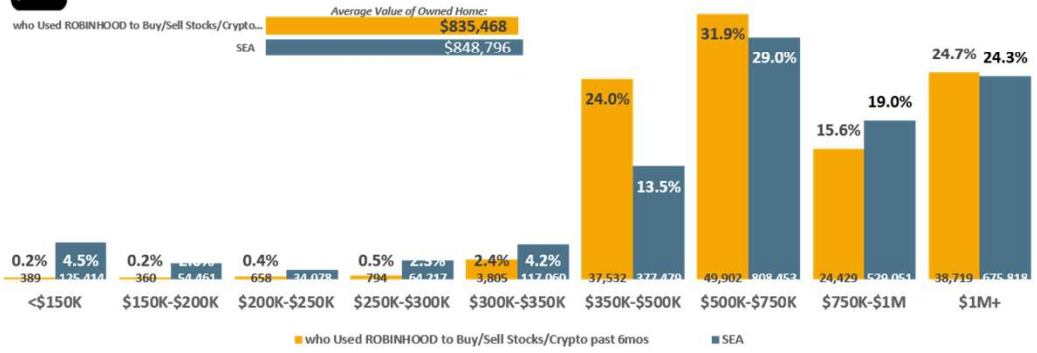
Type of Home: Adults 18 or older



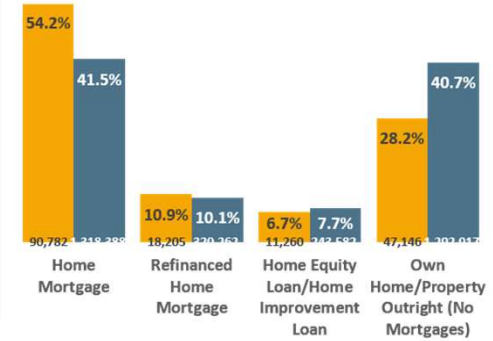
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

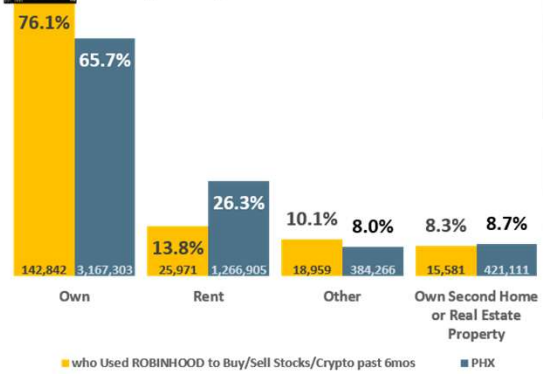
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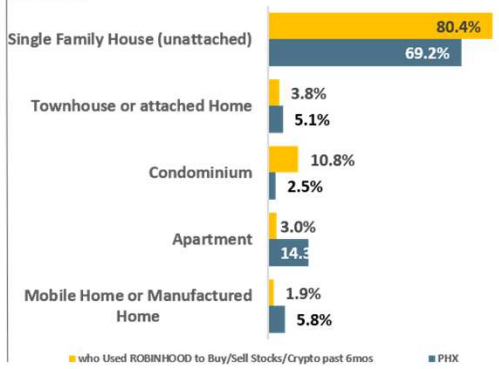


3.9% or 187,772 of PHX DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 15.7% more likely to own their home, 8.4% more likely to own a lower valued home, 16.2% more likely to have a single-family home, 13.8% more likely to have a dog.

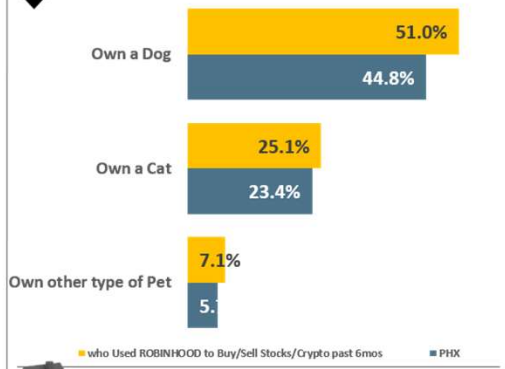
Own/Rent/Other: Adults 18 or older



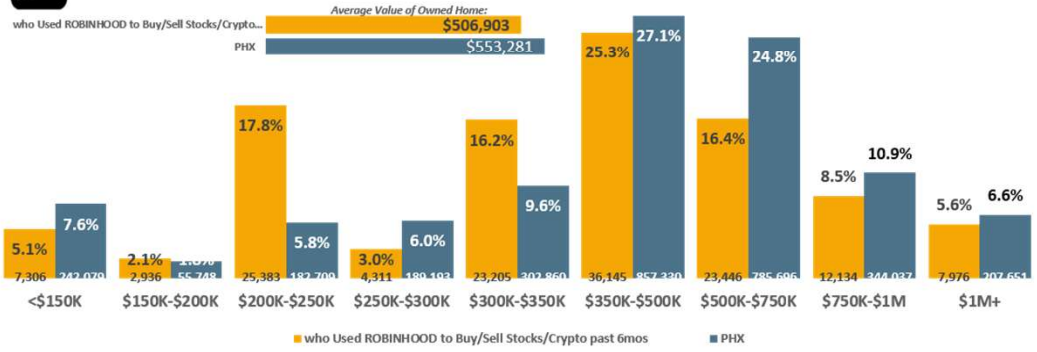
Type of Home: Adults 18 or older



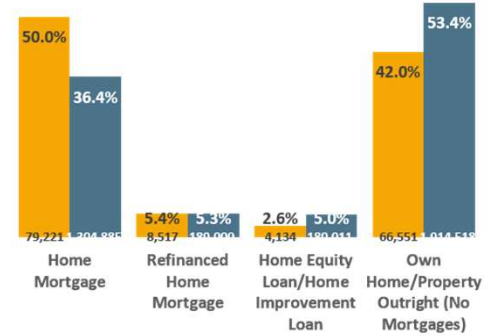
Pets in Home: Adults 18 or older



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

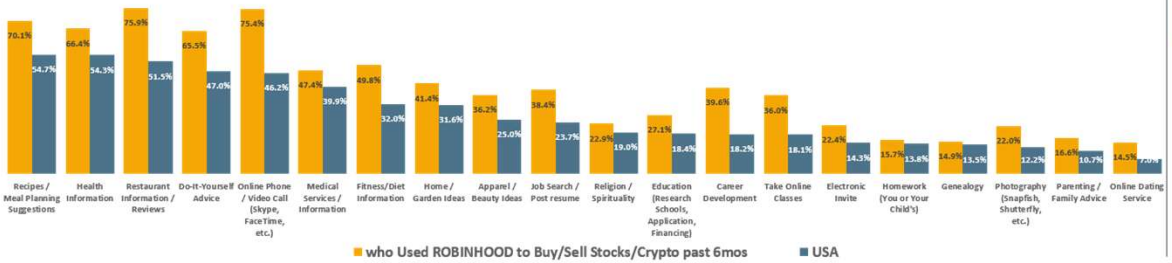
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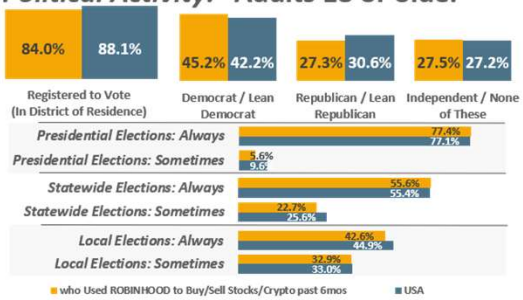


3.9% or 10,663,683 of USA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 39.3% more likely to look up D-I-Y advice online, 5.3% less likely to always vote in local elections, 16.5% more likely to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

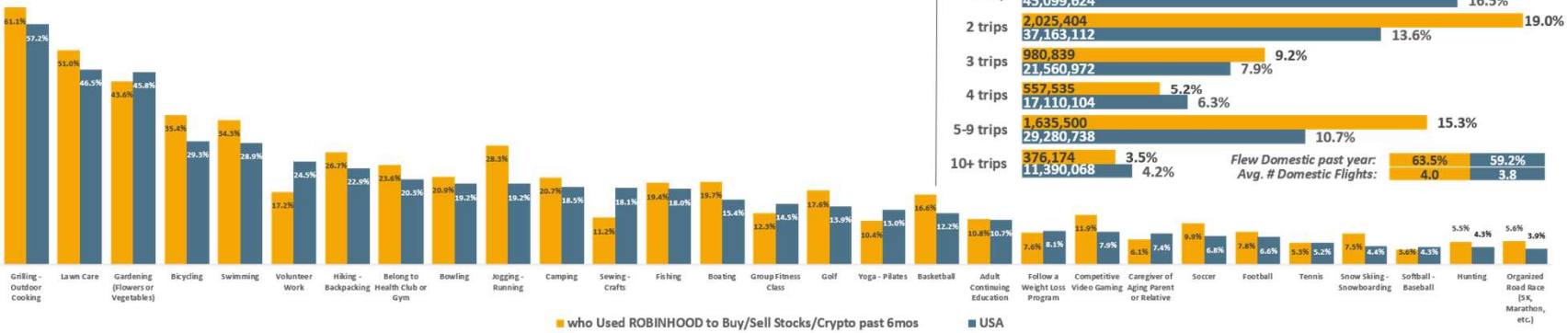
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

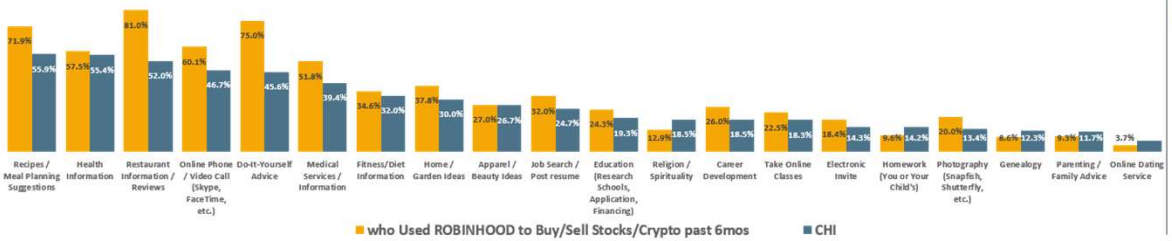
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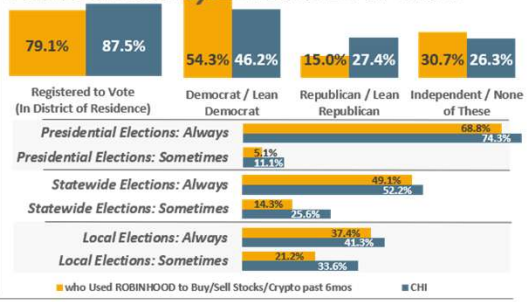


3.1% or 237,727 of CHI DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 64.6% more likely to look up D-I-Y advice online, 9.4% less likely to always vote in local elections, 23.5% more likely to belong to a gym, 2.5% less likely to fly domestic past

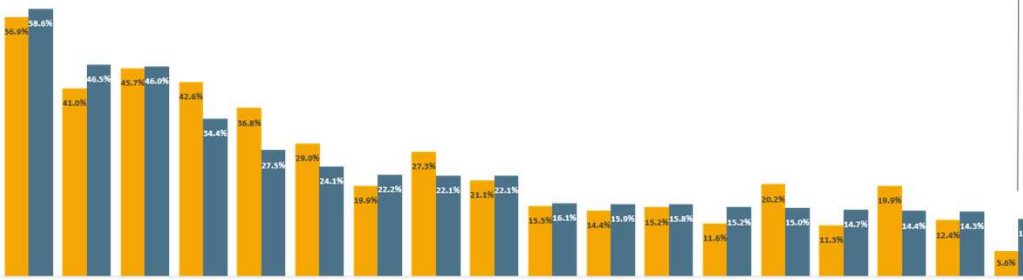
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



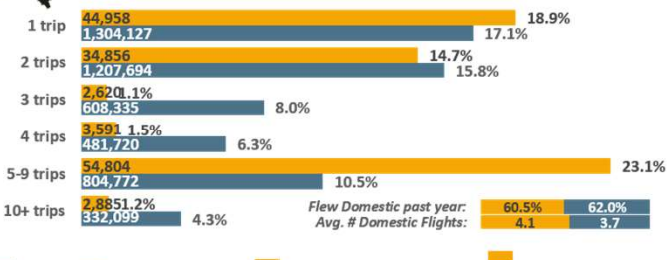
Political Activity: Adults 18 or older



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



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



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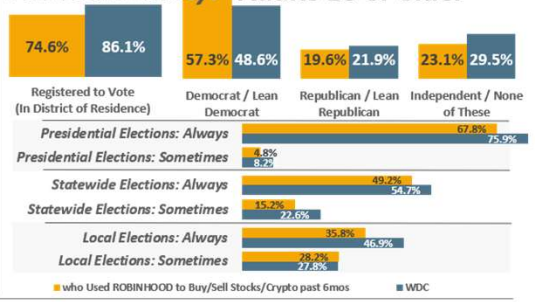


4.9% or 282,227 of WDC DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 33.2% more likely to look up D-I-Y advice online, 23.7% less likely to always vote in local elections, 3.4% less likely to belong to a gym, .3% more likely to fly domestic past

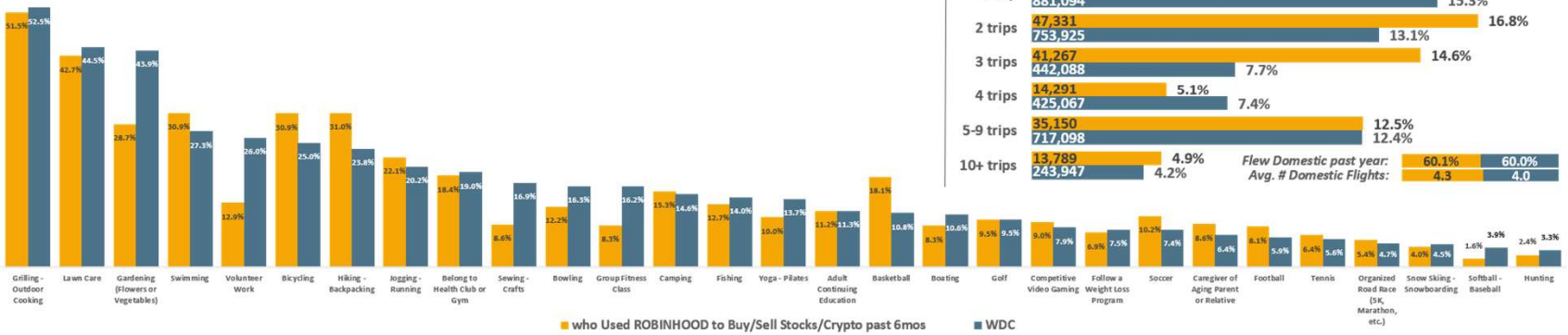
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

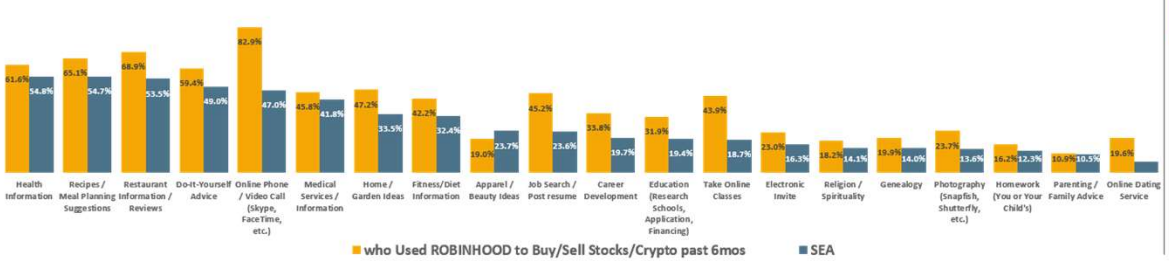
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

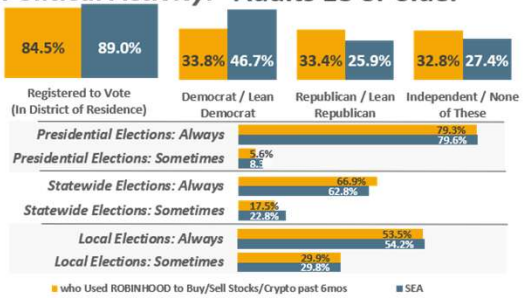


5.9% or 270,659 of SEA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 21.2% more likely to look up D-I-Y advice online, 1.2% less likely to always vote in local elections, 34.7% more likely to belong to a gym, 16.2% more likely to fly domestic pas

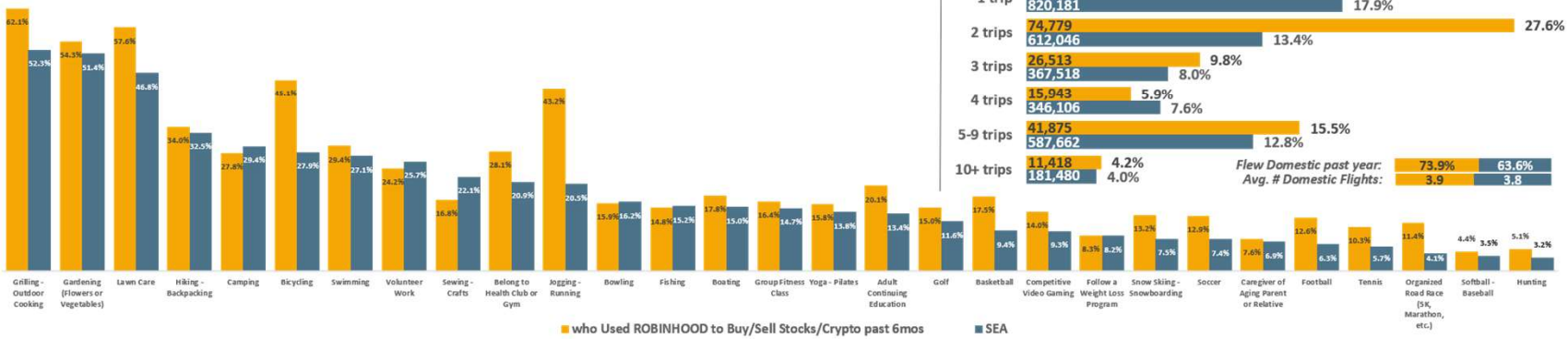
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



Political Activity: Adults 18 or older



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

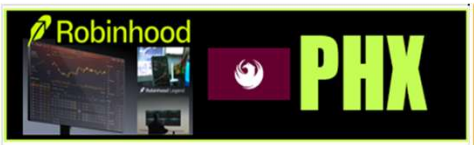


Past 12-months Domestic Airline Trips: Adults 18 or older

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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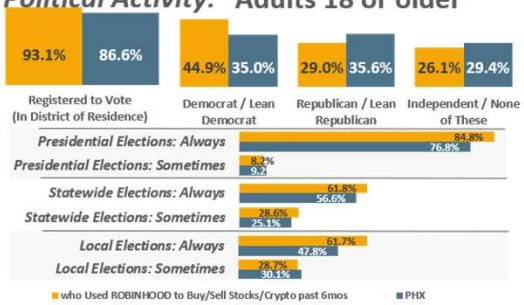


3.9% or 187,772 of PHX DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 76.3% more likely to look up D-I-Y advice online, 29.1% more likely to always vote in local elections, 45.5% more likely to belong to a gym, 6.2% more likely to fly domestic pas

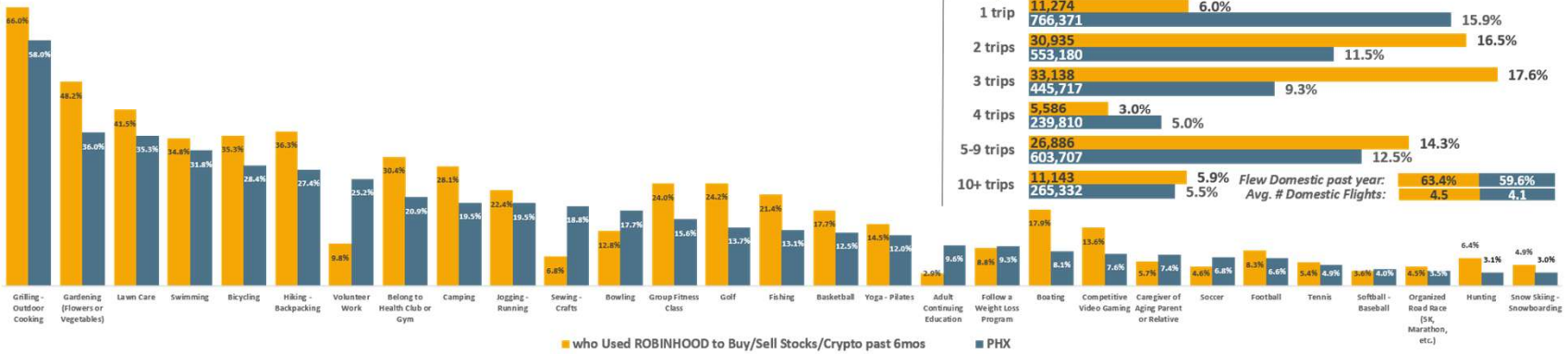
Top-20 past 30-days Online Lifestyle Activites: Adults 18 or older



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

PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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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%

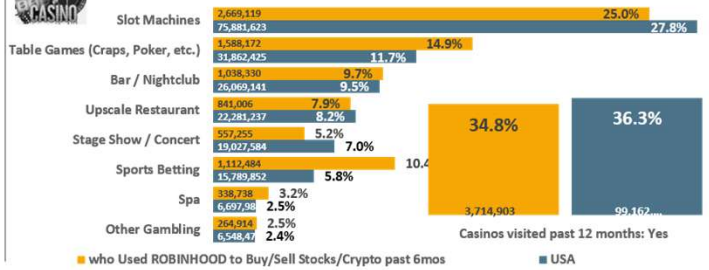
USA 54,570,40 1 20.0%

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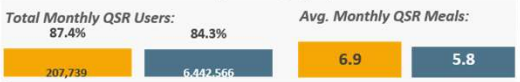
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



3.1% or 237,727 of CHI 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 3.7% more likely to use QSRs past mo., 7.% less likely to use Sit-Down Restaurants past mo., 19.% less likely to use Casinos past yr., 163.9% more likely to smoke cigarettes.

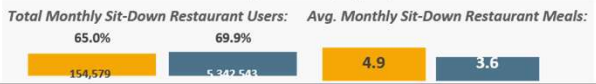
Past 30-days QSR Users: Adults 18 or older





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





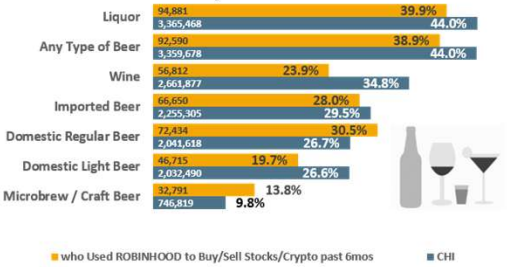
Top-10 Cuisines: Adults 18 or older

(Sit-Down Restaurants Used Past 30-days)



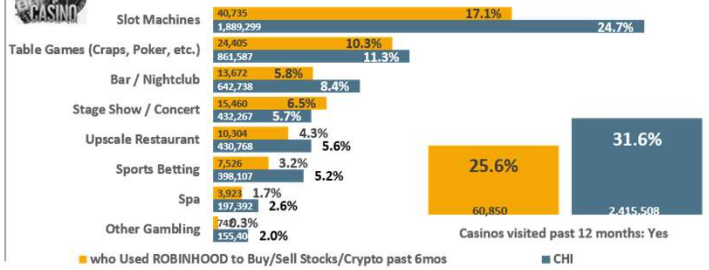


Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



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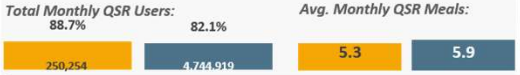


4.9% or 282,227 of WDC DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 8.% more likely to use QSRs past mo., 11.6% less likely to use Sit-Down Restaurants past mo., 21.6% less likely to use Casinos past yr., 51.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users:

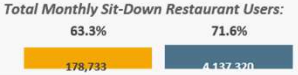


Avg. Monthly QSR Meals:

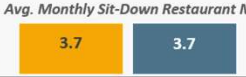
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



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.)

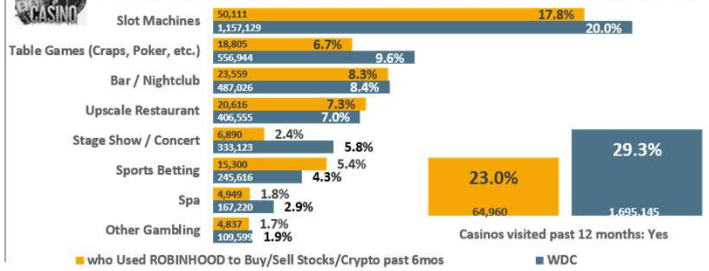


Drank Past 30-days: Adults 18 or older

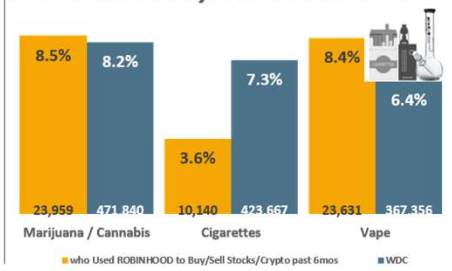


Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

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5.9% or 270,659 of SEA 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 10.8% more likely to use QSRs past mo., 12.5% more likely to use Sit-Down Restaurants past mo., 6.1% more likely to use Casinos past yr., 57.% less likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 87.7% 237,379 | 79.2% 3,625,668

Avg. Monthly QSR Meals: 5.0 | 5.2

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



Total Monthly Sit-Down Restaurant Users: 76.6% 207,391 | 68.1% 3,120,087

Avg. Monthly Sit-Down Restaurant Meals: 3.6 | 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... 62,156 23.0%

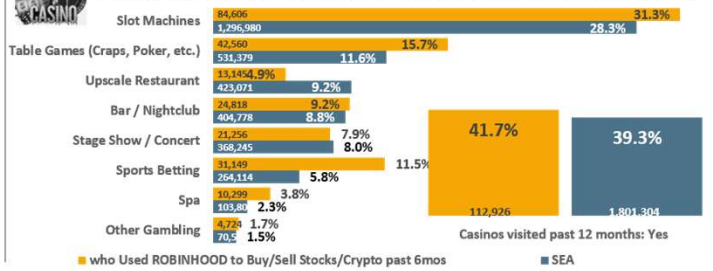
SEA 857,401 18.7%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





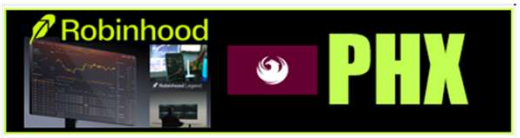
Used Past 30-days: Adults 18 or older



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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3.9% or 187,772 of PHX 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 4.3% less likely to use QSRs past mo., .6% less likely to use Sit-Down Restaurants past mo., 3.5% less likely to use Casinos past yr., 116.2% more likely to smoke cigarettes.

Past 30-days QSR Users: Adults 18 or older



Total Monthly QSR Users: 80.9% 84.5% — 151,909 — 4,071,899

Avg. Monthly QSR Meals: 6.9 — 6.0

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



Total Monthly Sit-Down Restaurant Users: 72.3% 72.7% — 135,705 — 3,501,810

Avg. Monthly Sit-Down Restaurant Meals: 4.3 — 3.8

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... 58,800 — 31.3%

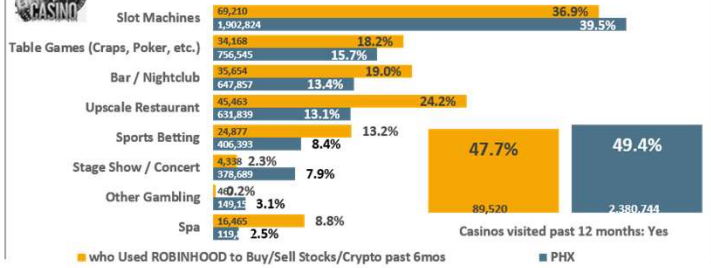
PHX 837,313 — 17.4%

Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older





Used Past 30-days: Adults 18 or older



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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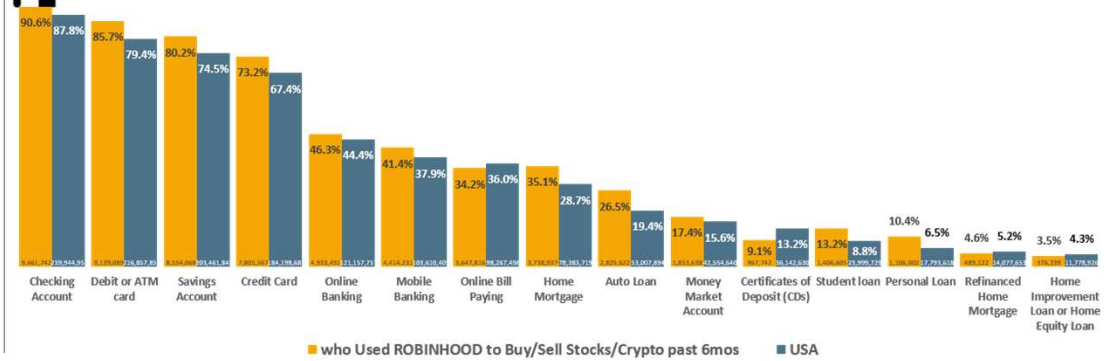


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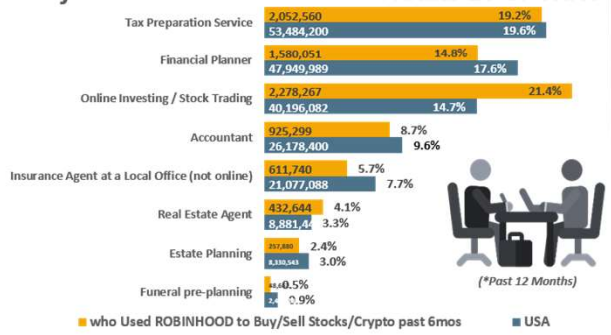
Investments Owned: Adults 18 or older



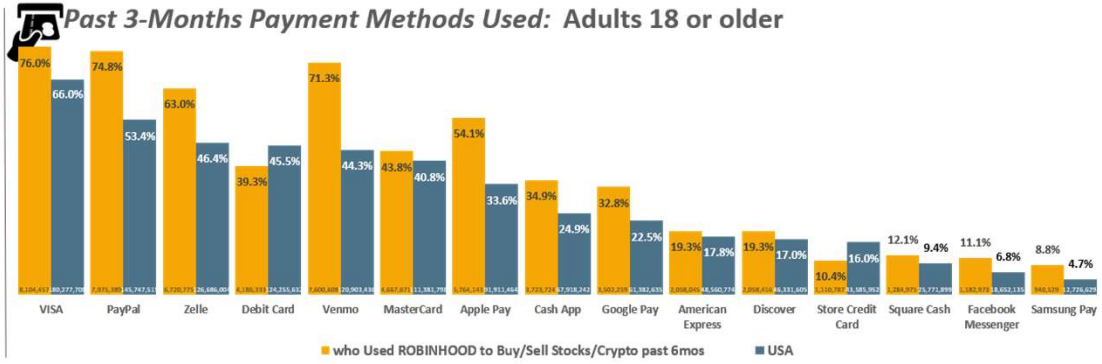
Financial Services Has and/or Uses: Adults 18 or older



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

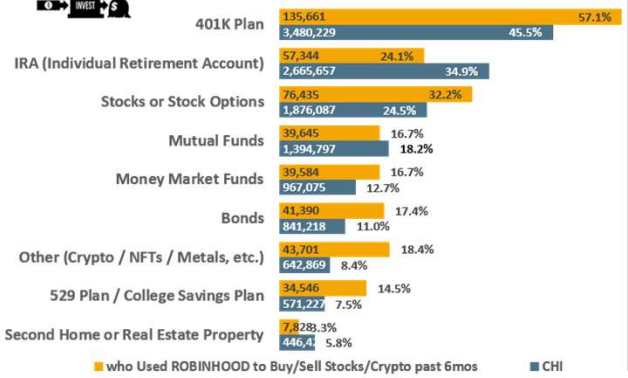
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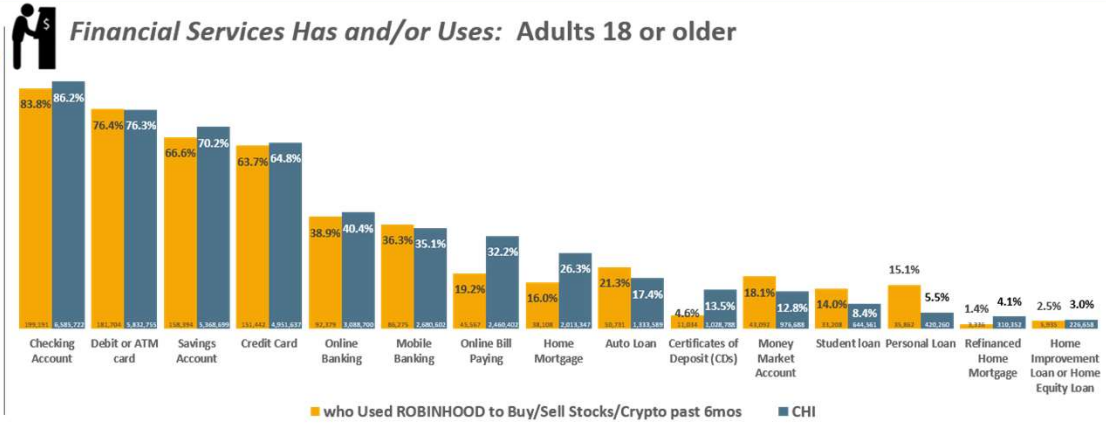


3.1% or 237,727 of CHI DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 25.3% more likely to have a 401K, 22.3% more likely to have an Auto Loan, 10.9% less likely to Invest/Trade Stocks Online, 9.1% less likely to pay with their Debit Card.

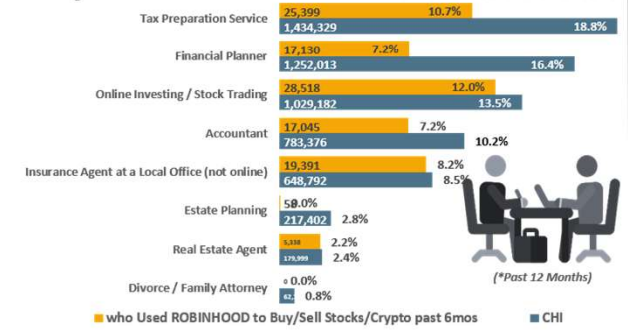
Investments Owned: Adults 18 or older



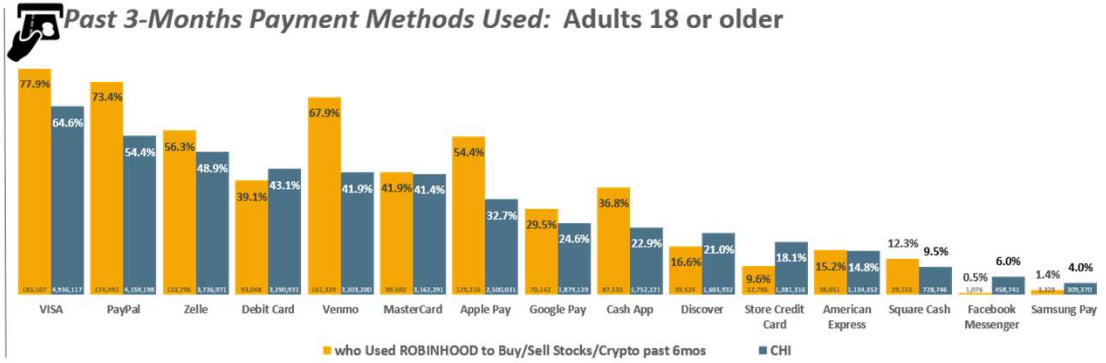
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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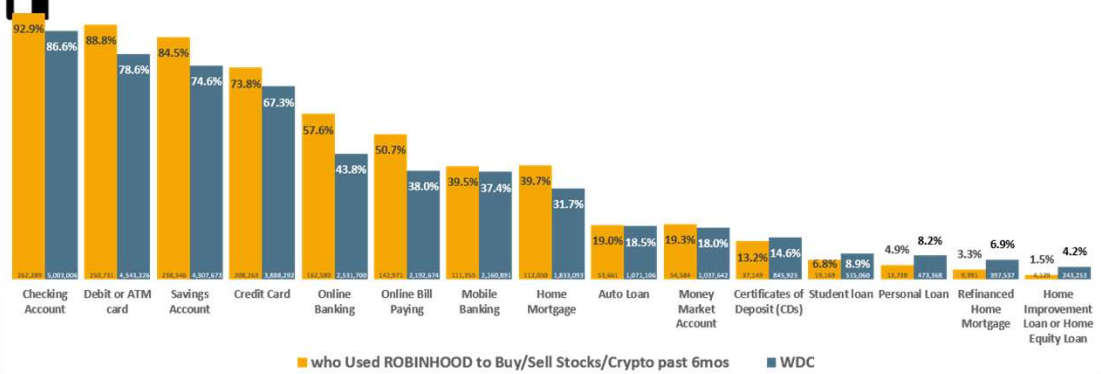


4.9% or 282,227 of WDC DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 15.6% more likely to have a 401K, 2.5% more likely to have an Auto Loan, 29.% more likely to Invest/Trade Stocks Online, 12.3% more likely to pay with their Debit Card.

Investments Owned: Adults 18 or older



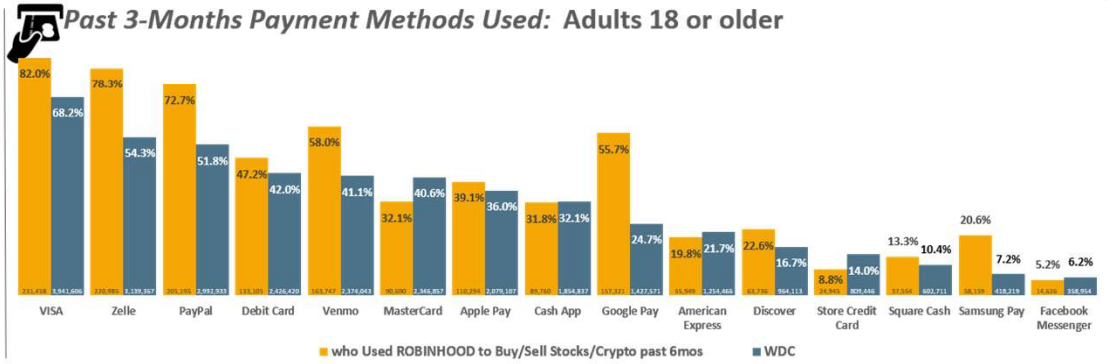
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

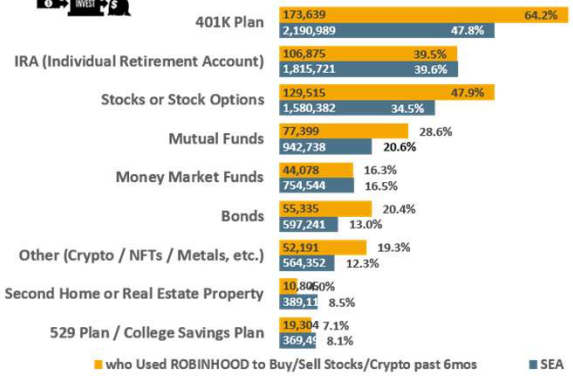
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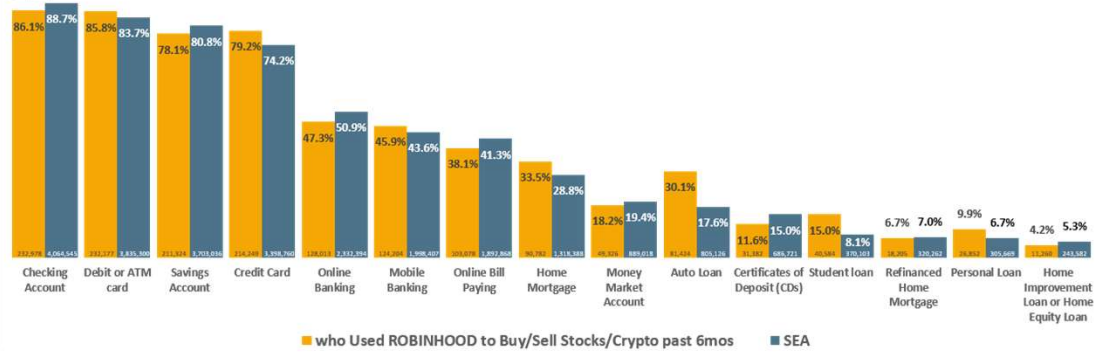


5.9% or 270,659 of SEA DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 34.1% more likely to have a 401K, 71.2% more likely to have an Auto Loan, 41.4% more likely to Invest/Trade Stocks Online, 28.1% less likely to pay with their Debit Card.

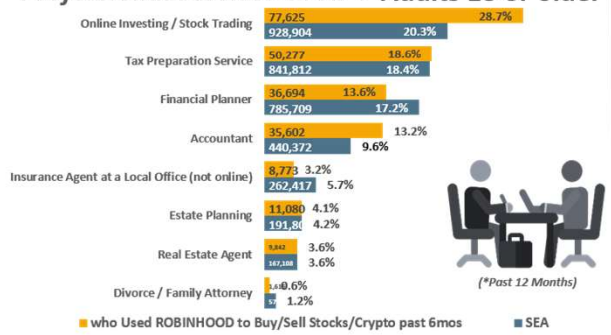
Investments Owned: Adults 18 or older



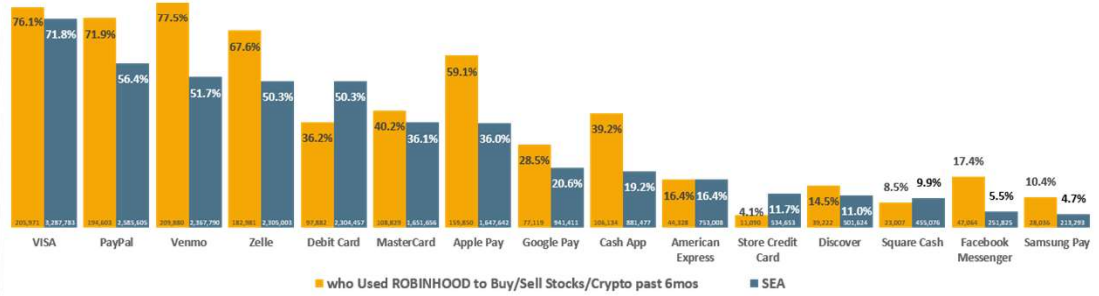
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

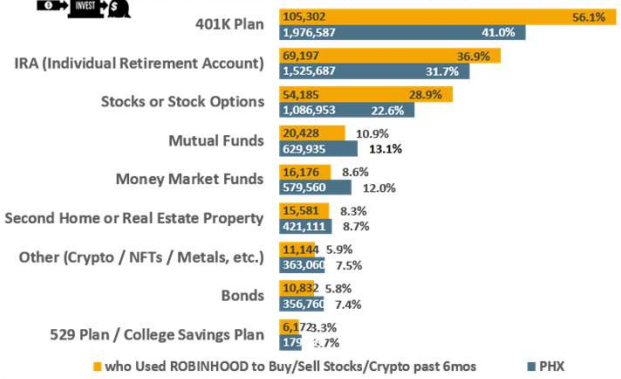
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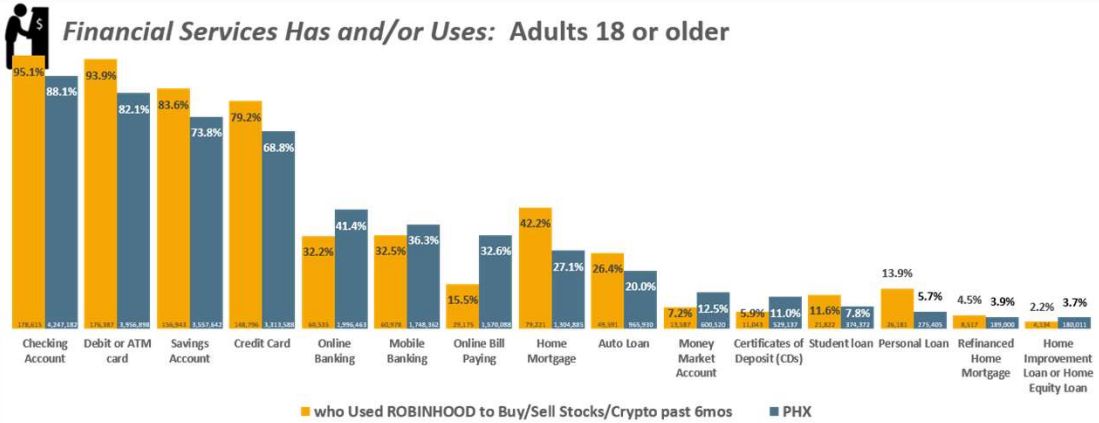


3.9% or 187,772 of PHX DMA Adults 18 or older Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos. Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos are 36.7% more likely to have a 401K, 31.7% more likely to have an Auto Loan, 69.4% more likely to Invest/Trade Stocks Online, 18.9% less likely to pay with their Debit Card.

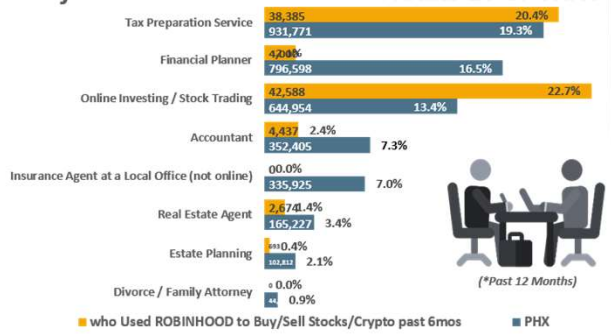
Investments Owned: Adults 18 or older



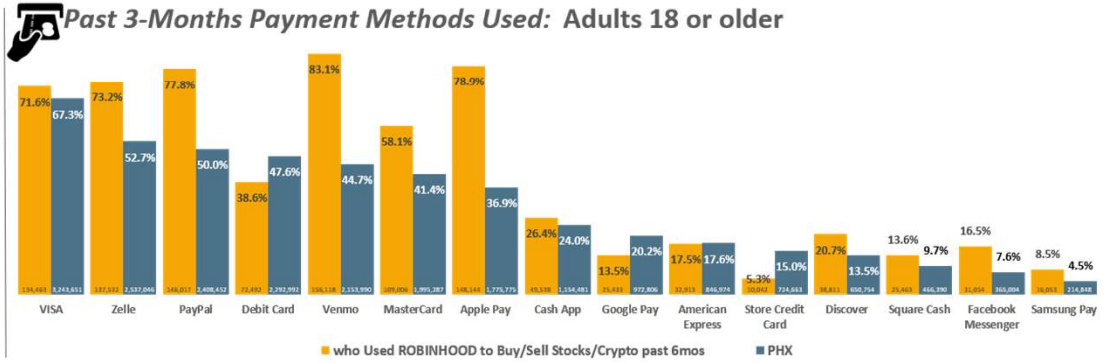
Financial Services Has and/or Uses: Adults 18 or older



Professional Services Used:* Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

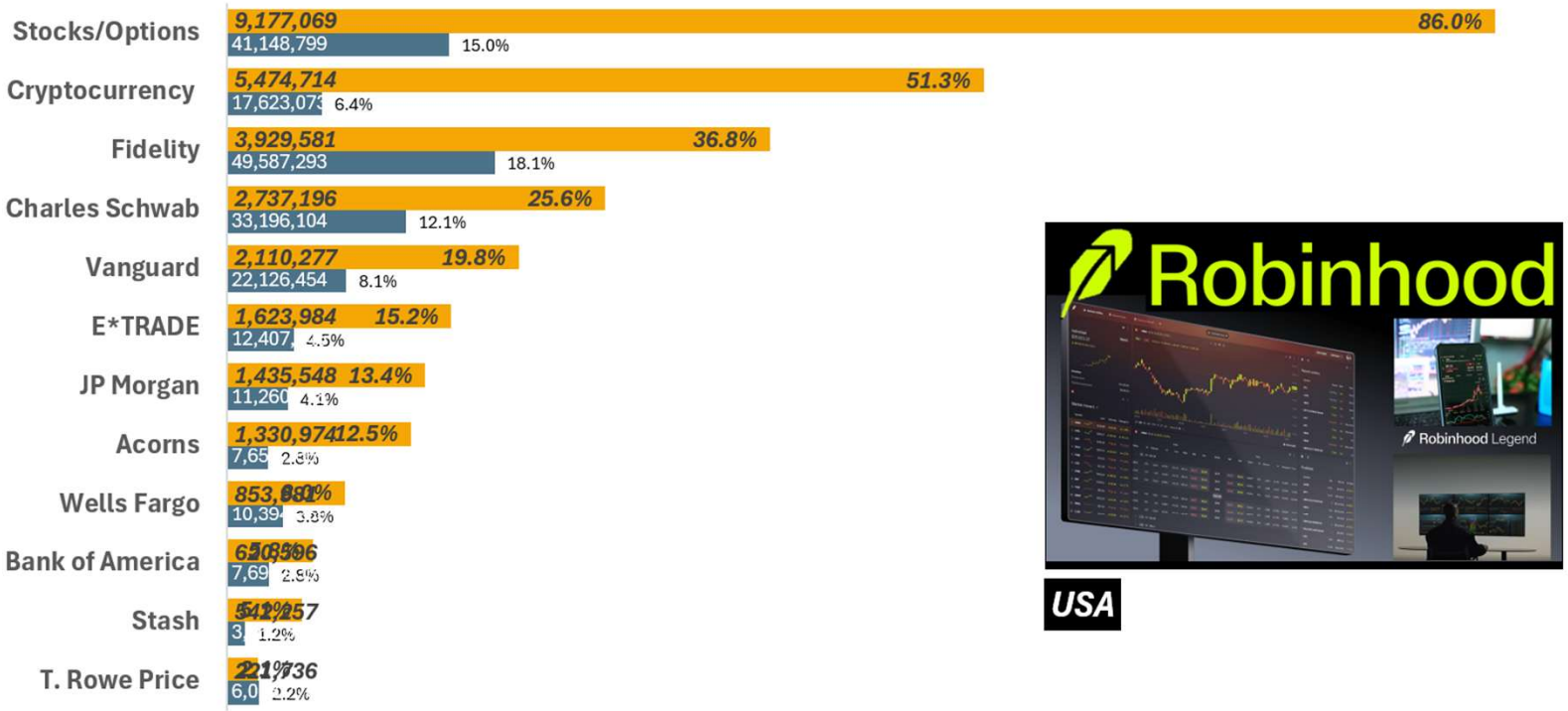
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"% Using for Stocks, Crypto, Using Competitors"

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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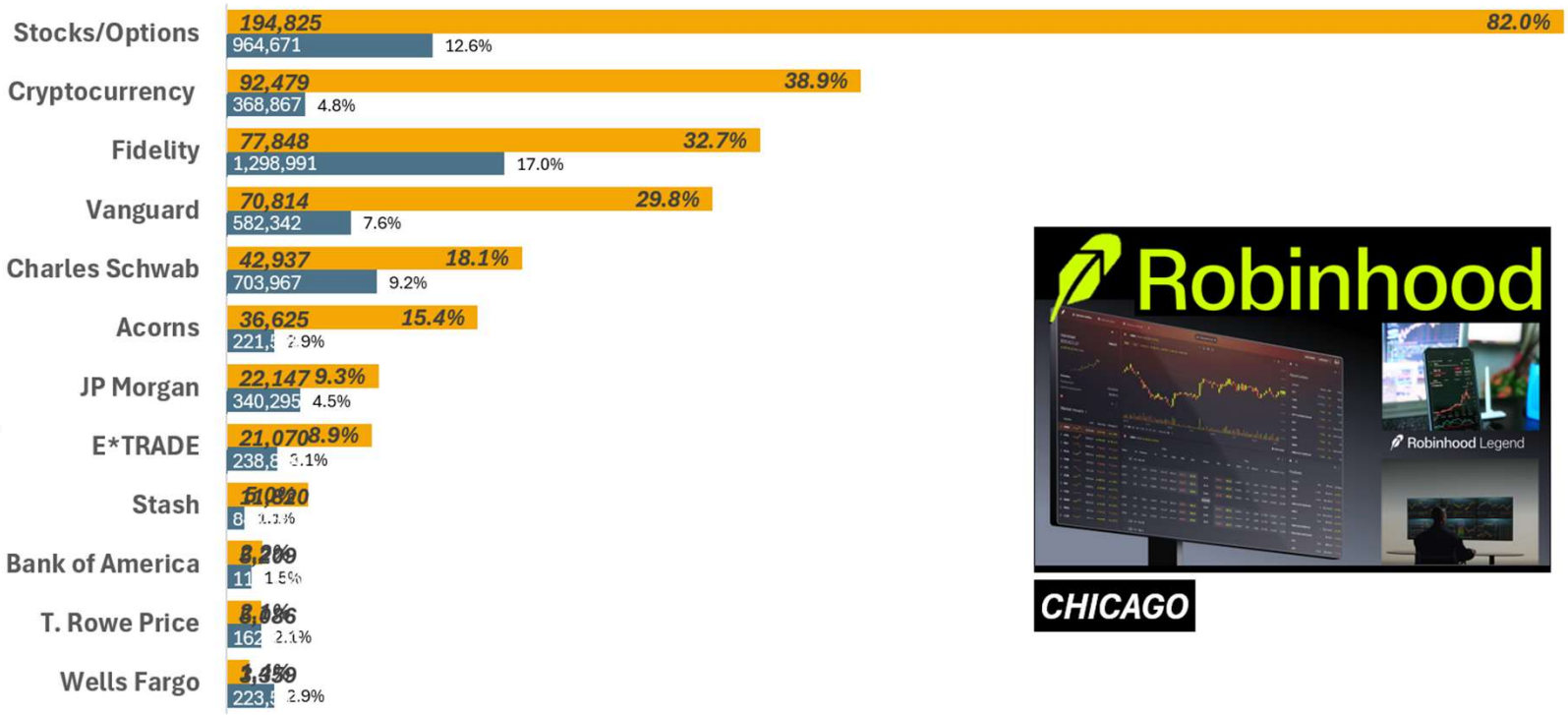
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"% Using for Stocks, Crypto, Using Competitors"

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

CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 94

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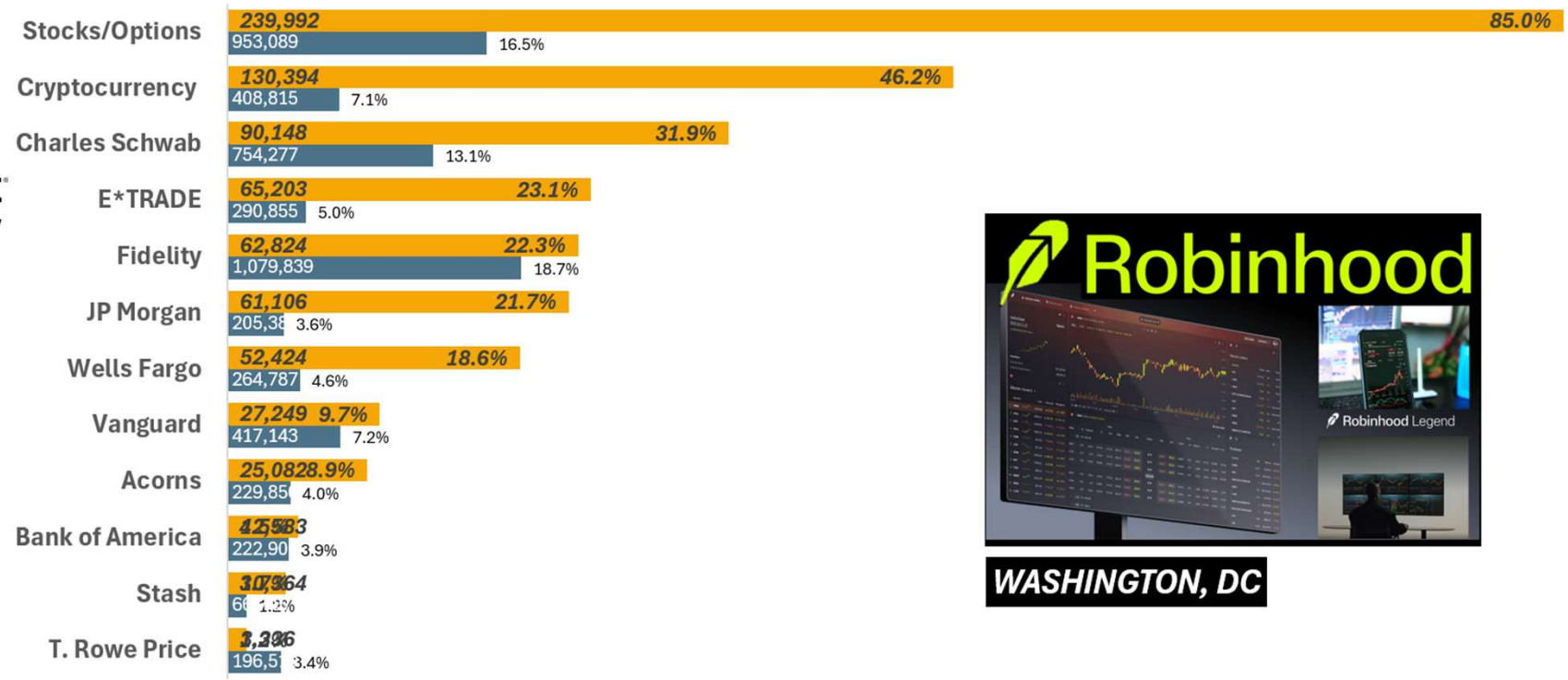
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



"% 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

WASHINGTON, DC

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 237

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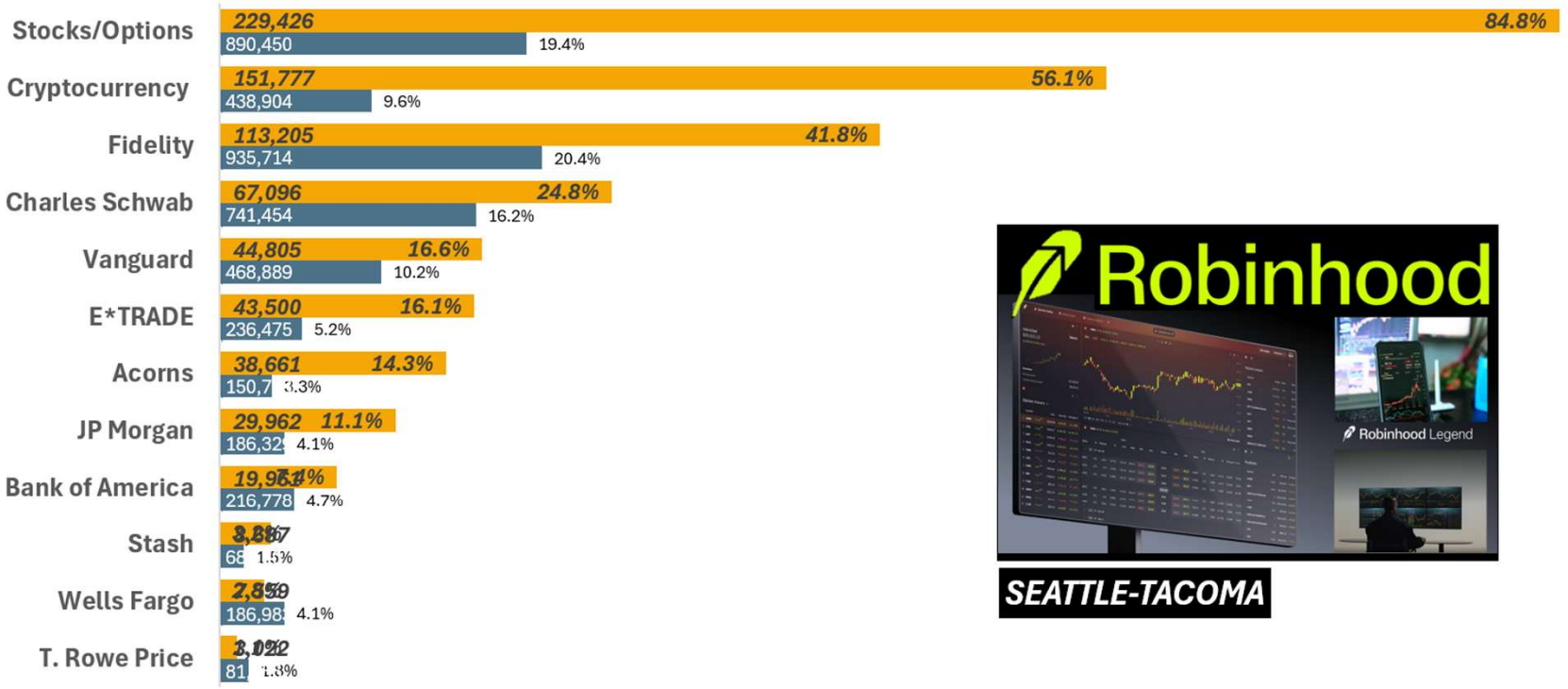
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"% Using for Stocks, Crypto, Using Competitors"

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

SEATTLE-TACOMA

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

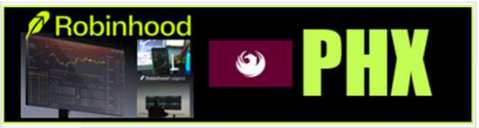
■ P18+ SEATTLE-TACOMA (% Using for Stocks, Crypto, Using Competitors)

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 169

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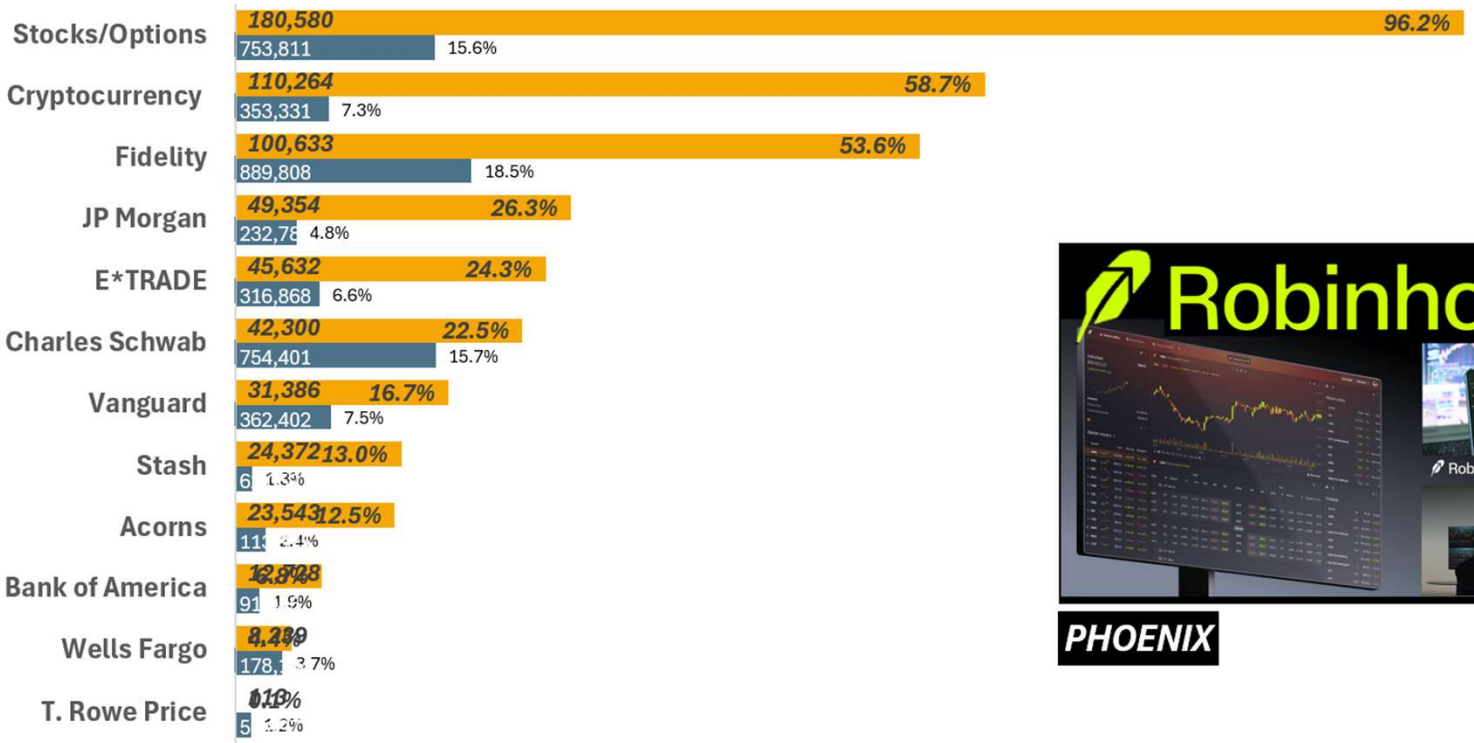
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"% Using for Stocks, Crypto, Using Competitors"

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



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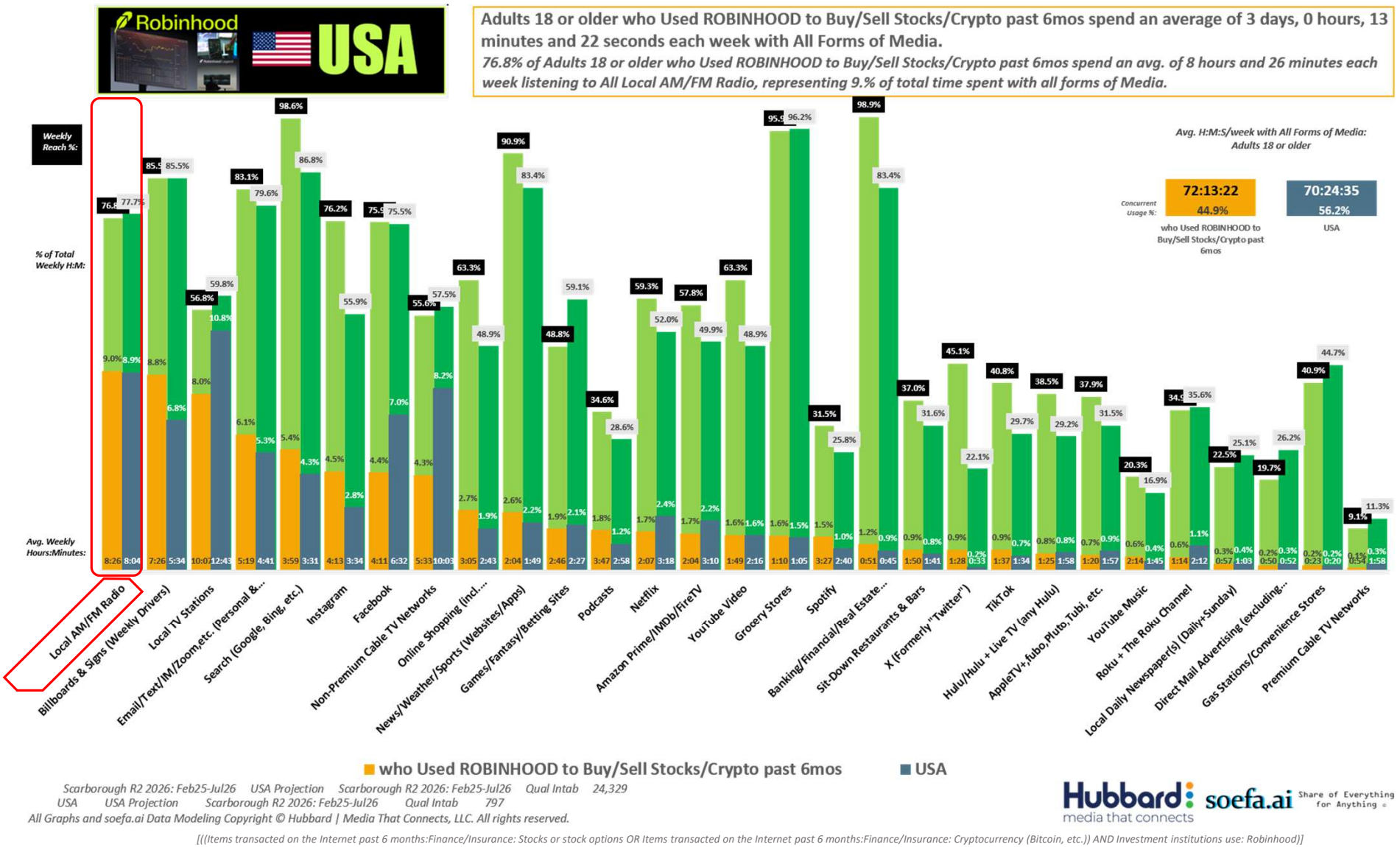
PHOENIX

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 94

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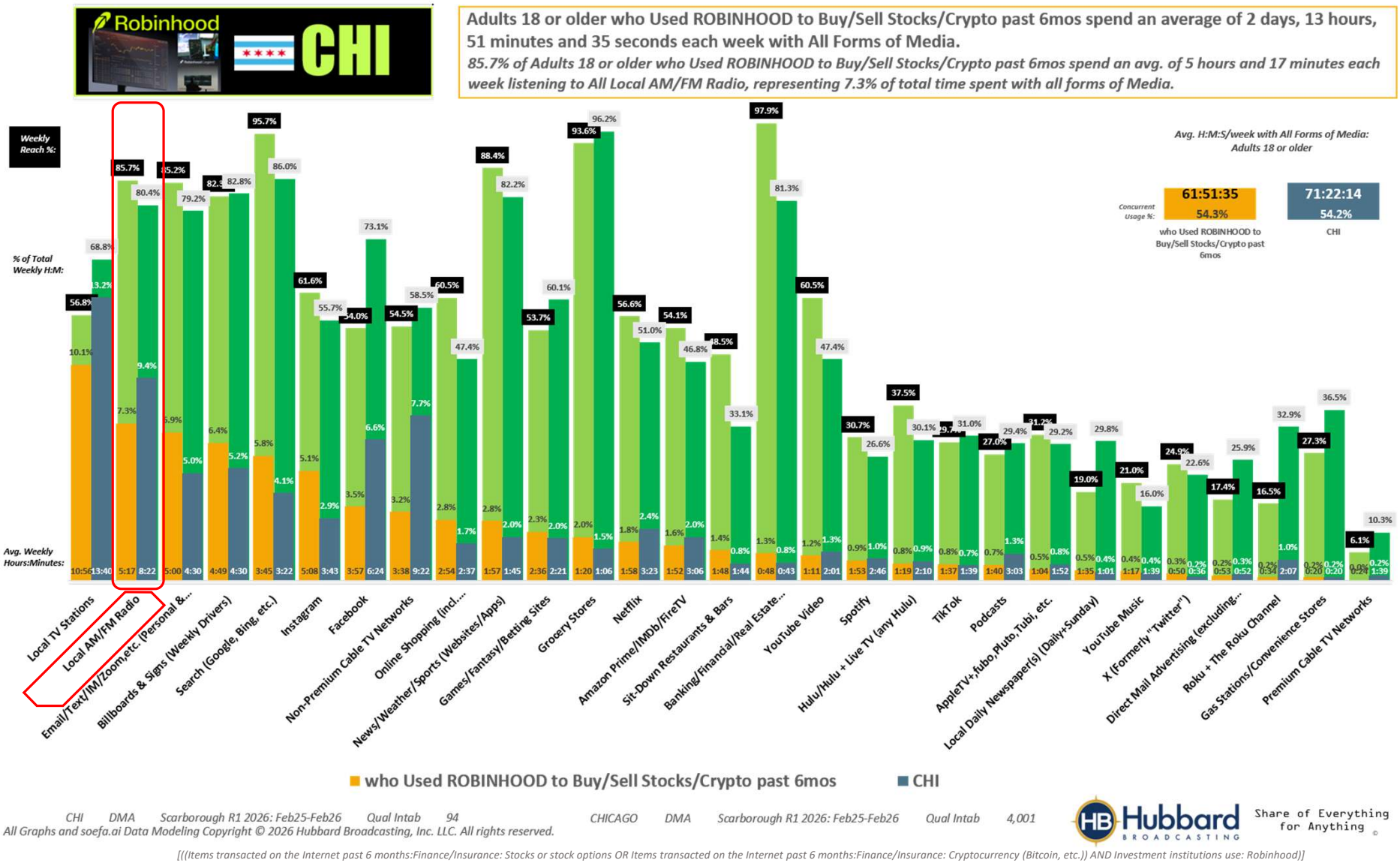


Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329
USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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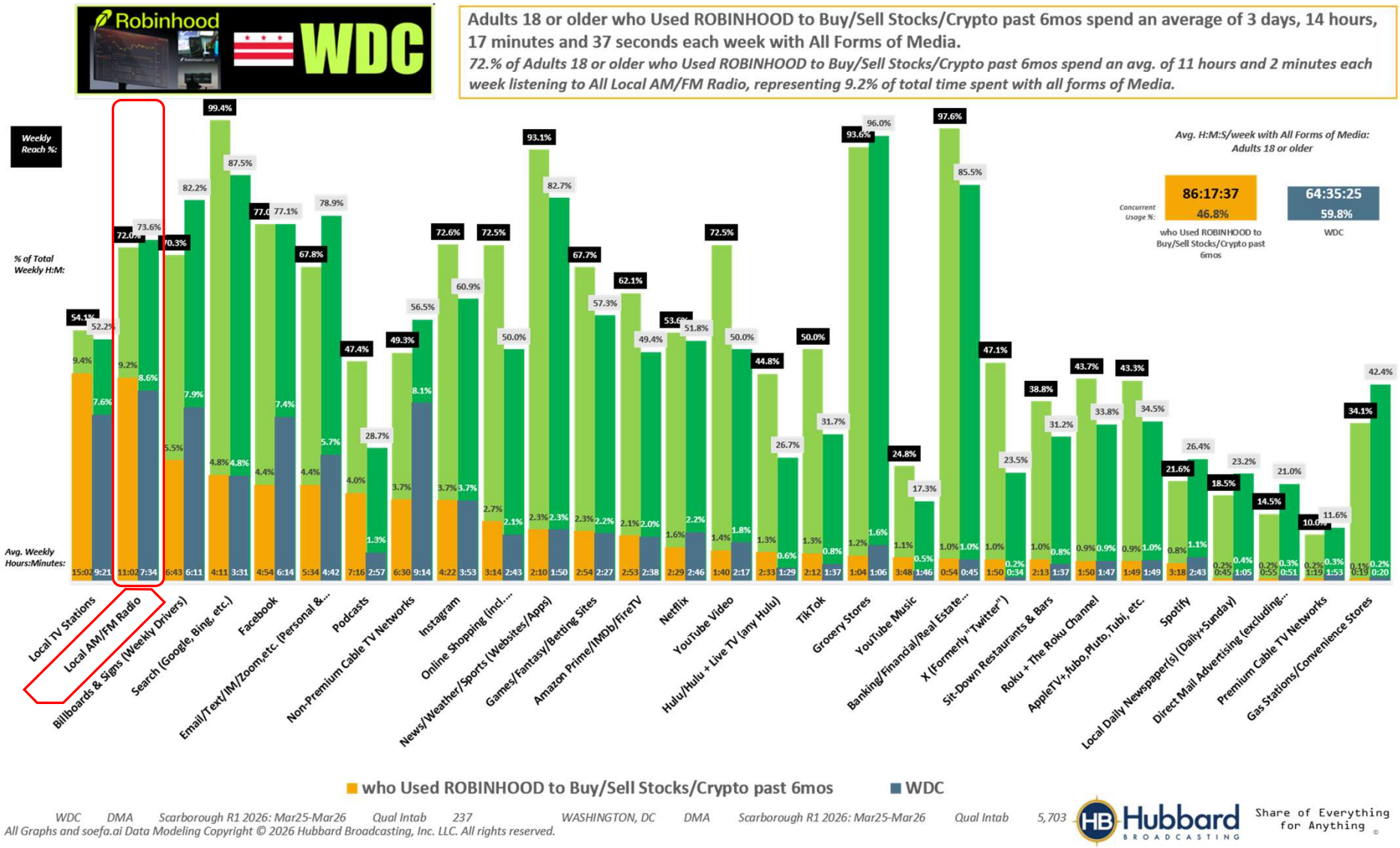


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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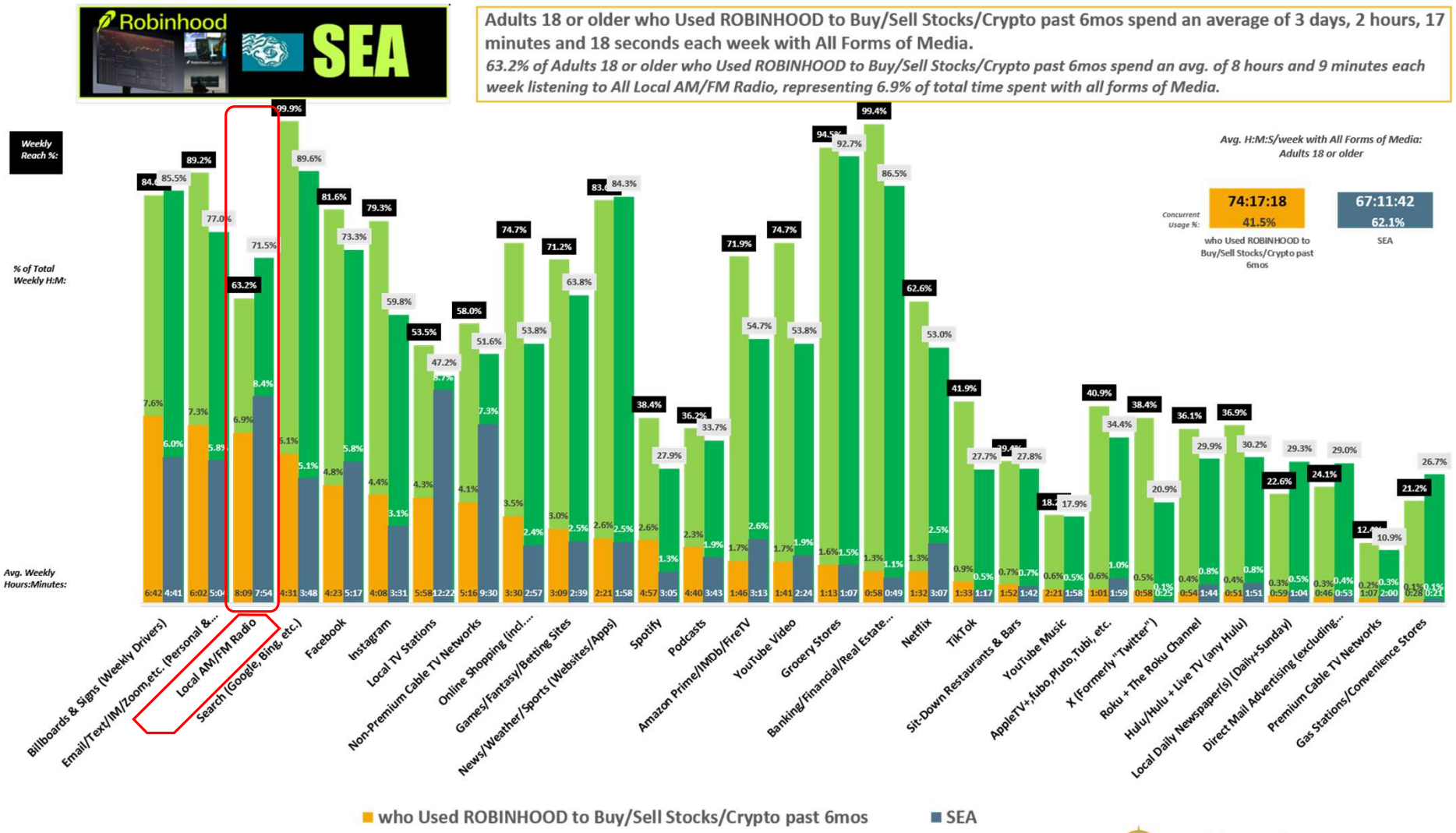


WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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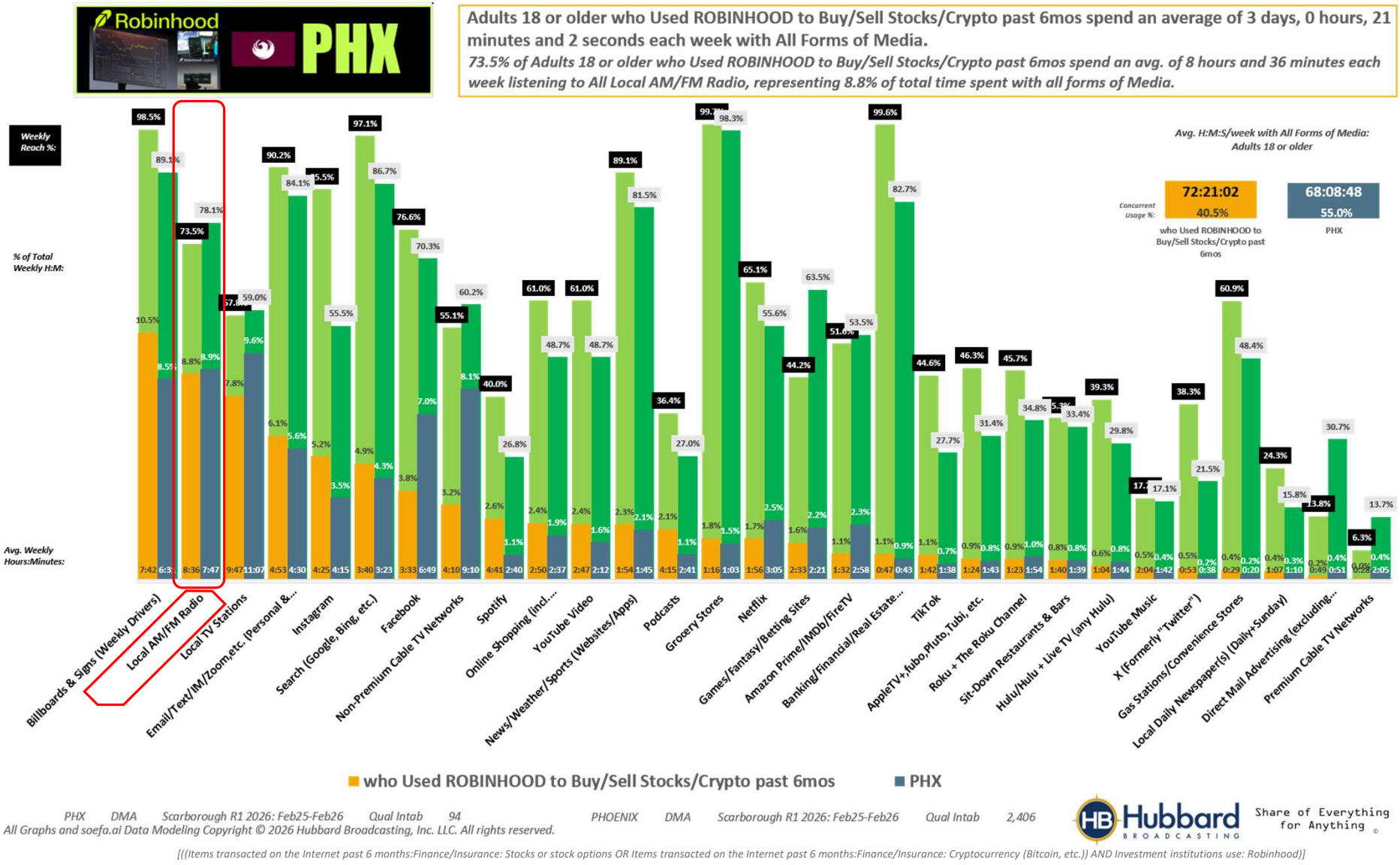


SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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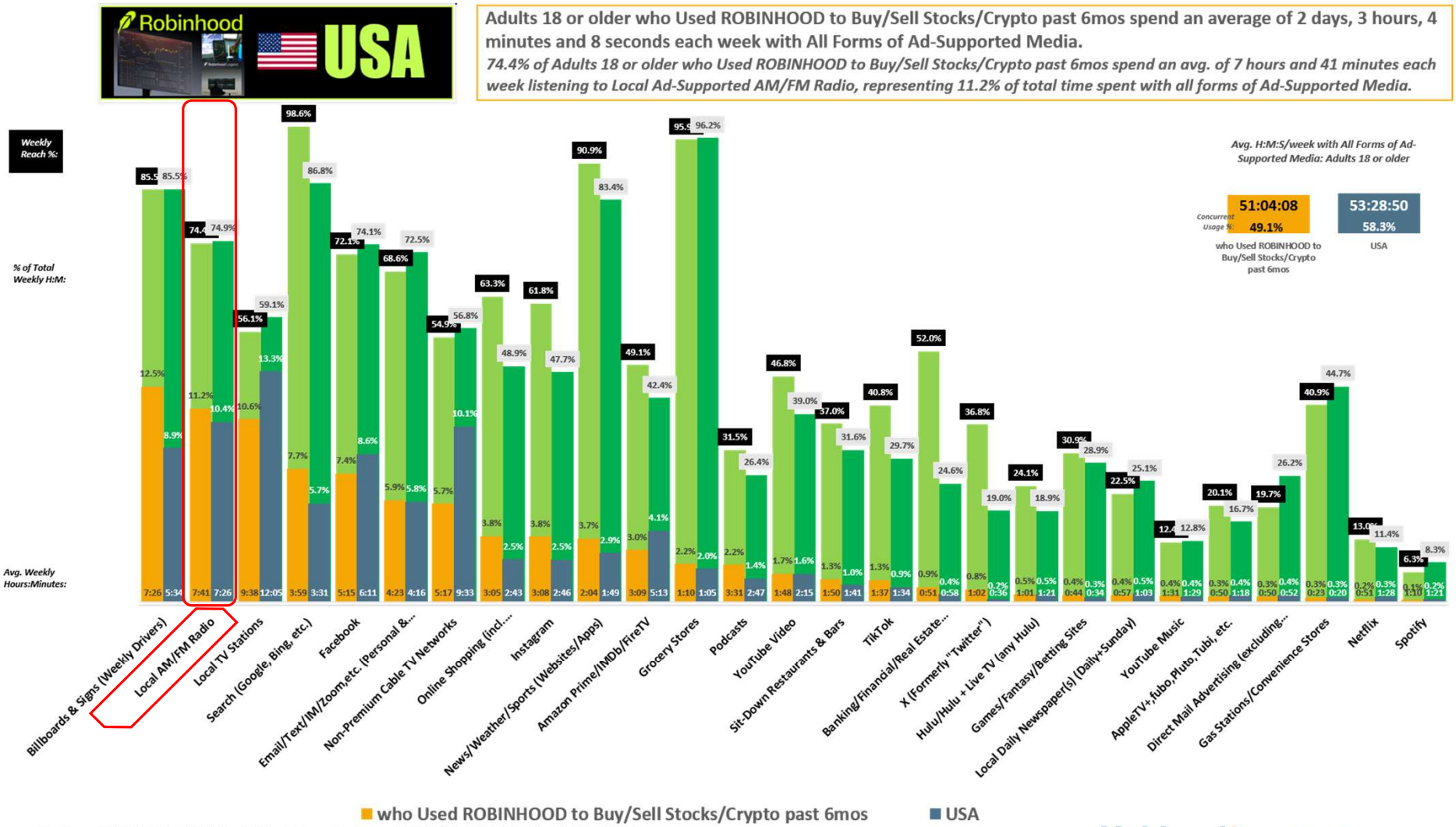


PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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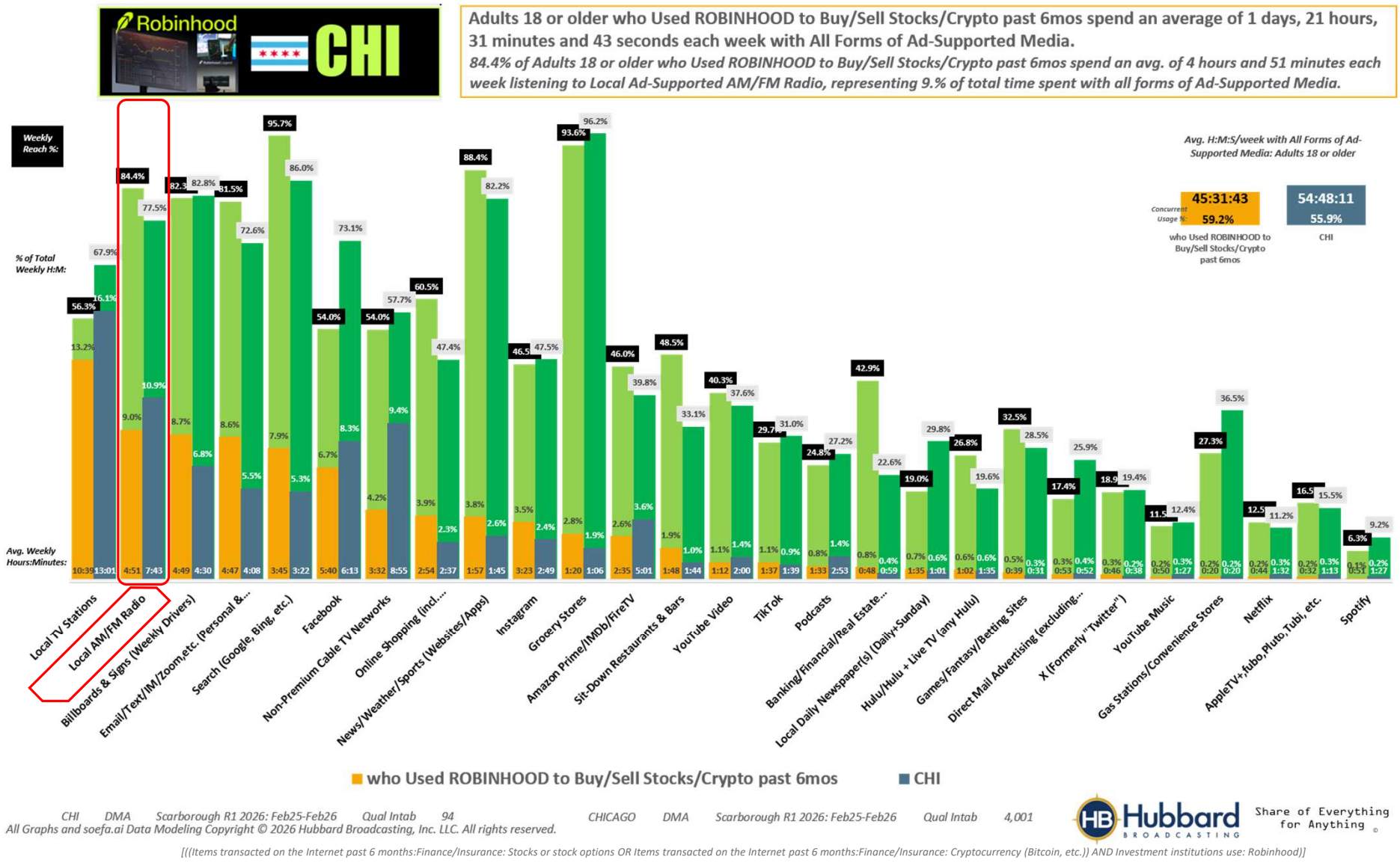


Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329
USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797

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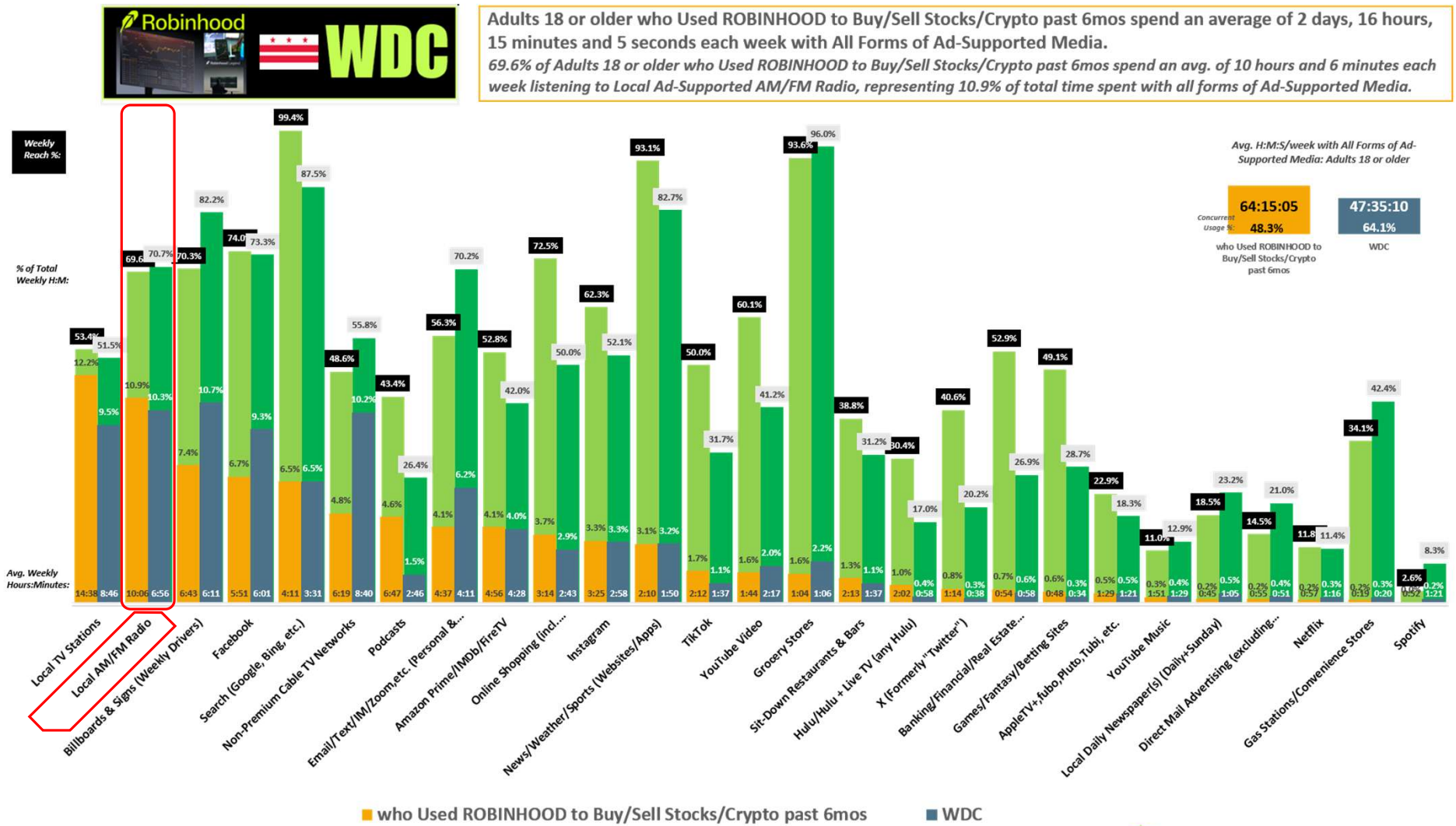


CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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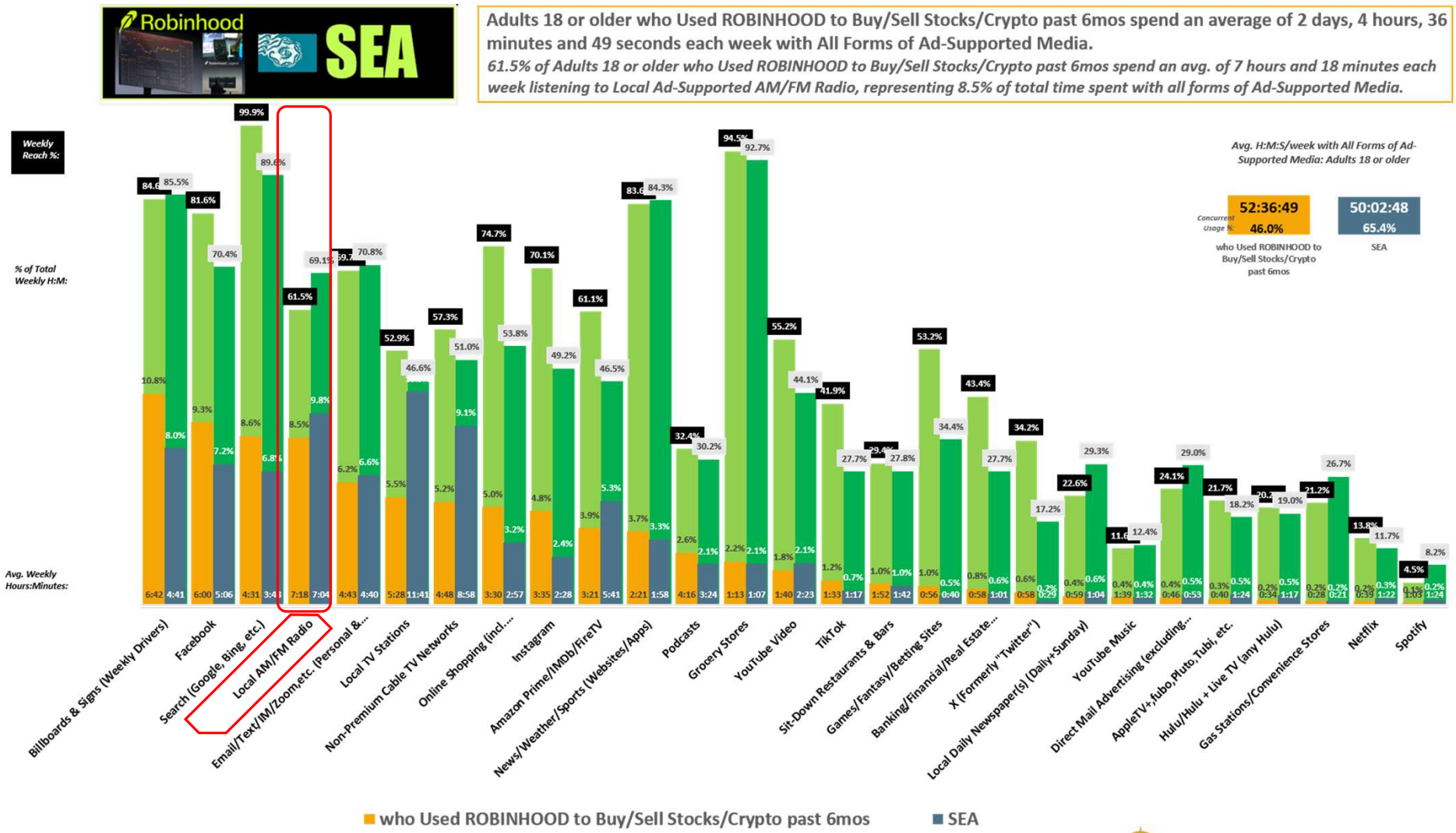


WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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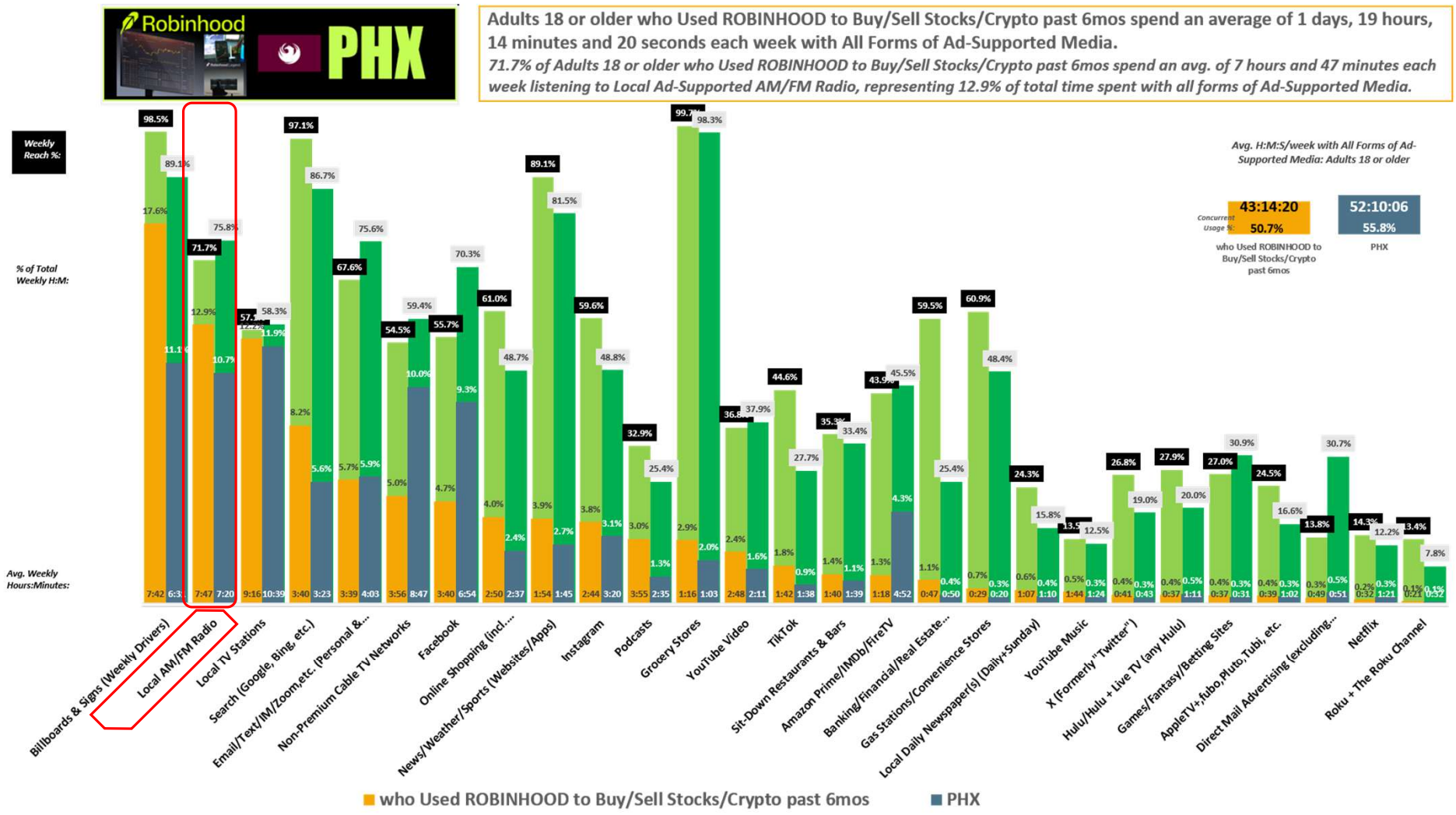


SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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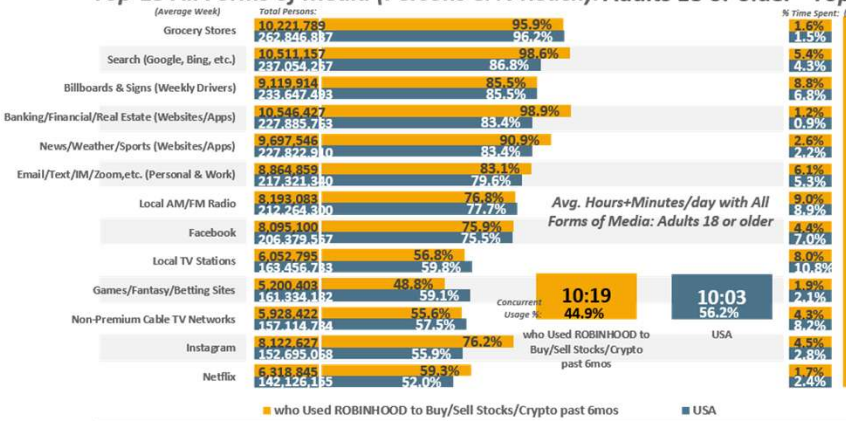
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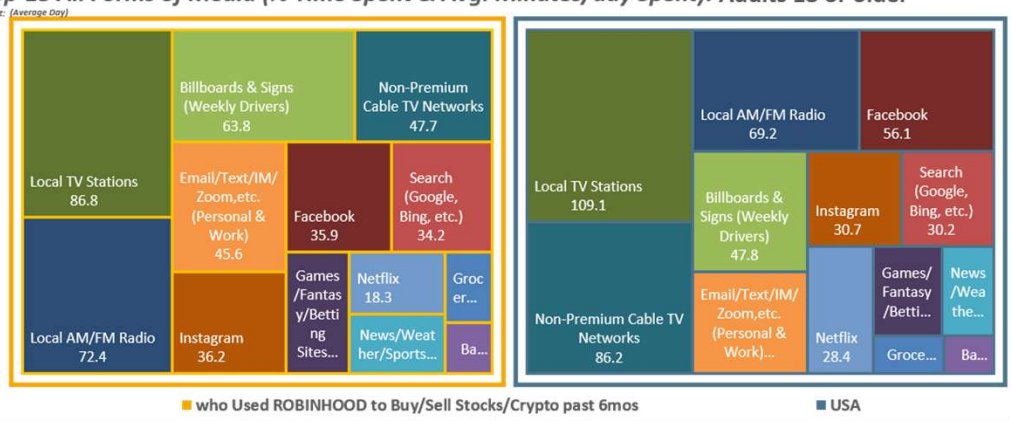


Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 7 hours and 17 minutes each day with All Forms of Ad-Supported Media. 74.4% listen to Local AM/FM Radio for an avg. of 65.9 minutes/day. *(Local Radio delivers 11.2% of Time with Ad-Supported Media.)*

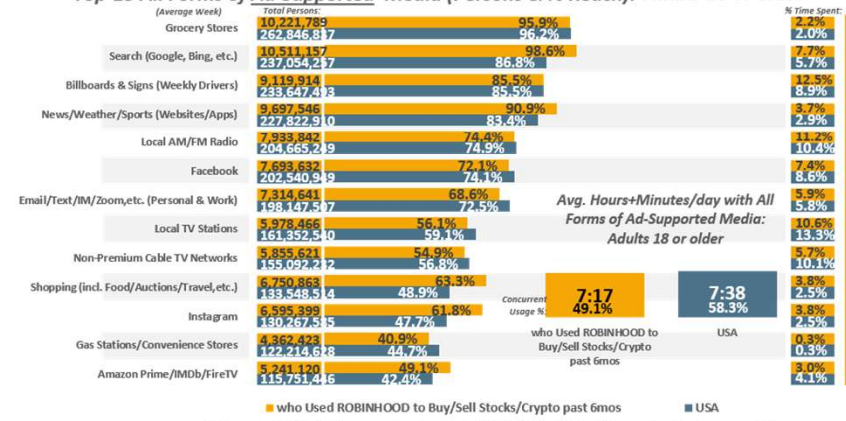
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



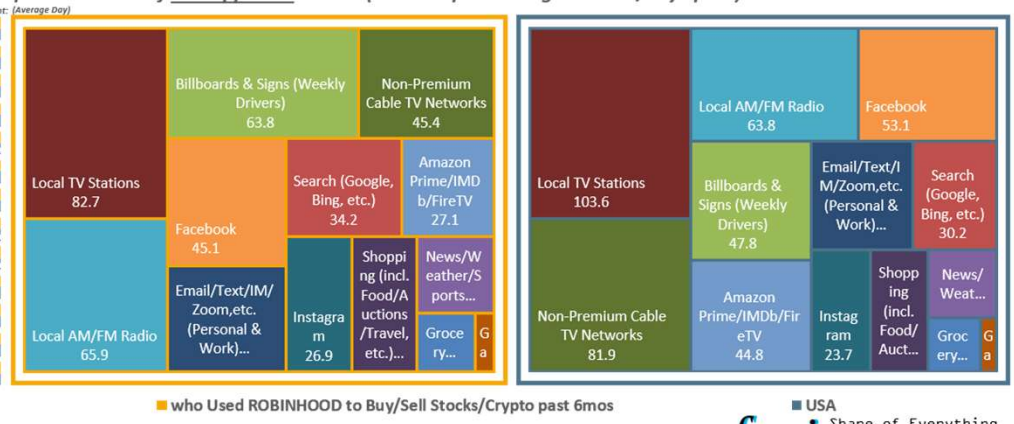
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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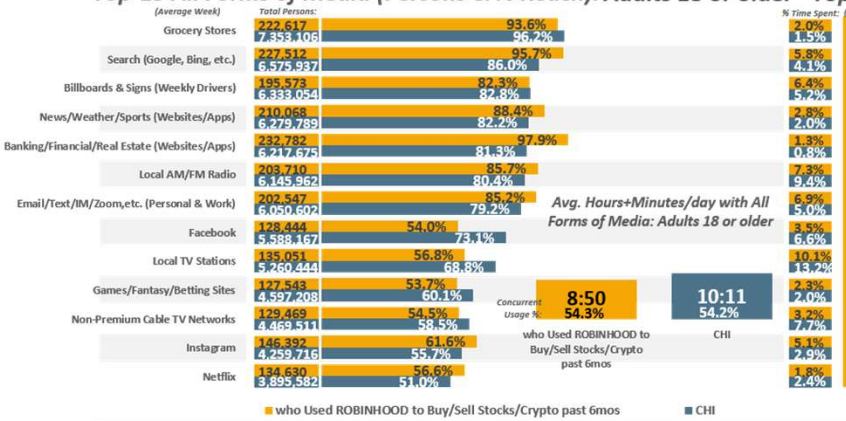
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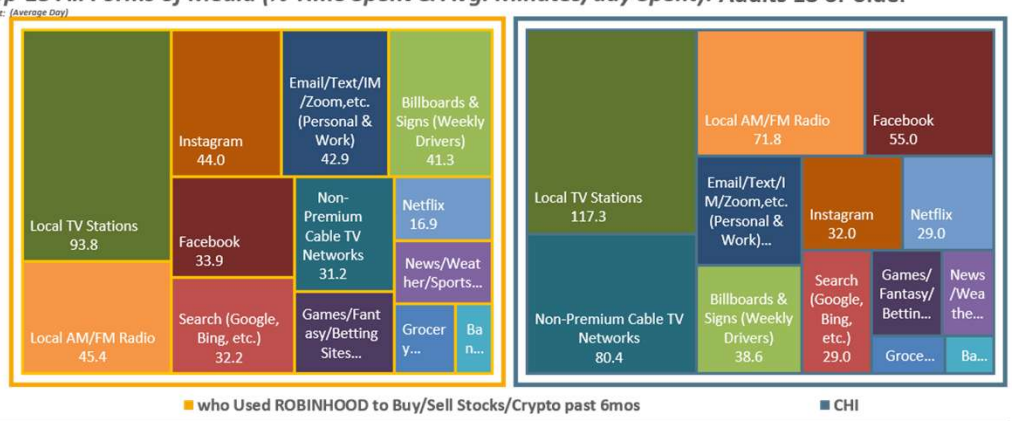


Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 6 hours and 30 minutes each day with All Forms of Ad-Supported Media. 84.4% listen to Local AM/FM Radio for an avg. of 41.6 minutes/day. *(Local Radio delivers 9.% of Time with Ad-Supported Media.)*

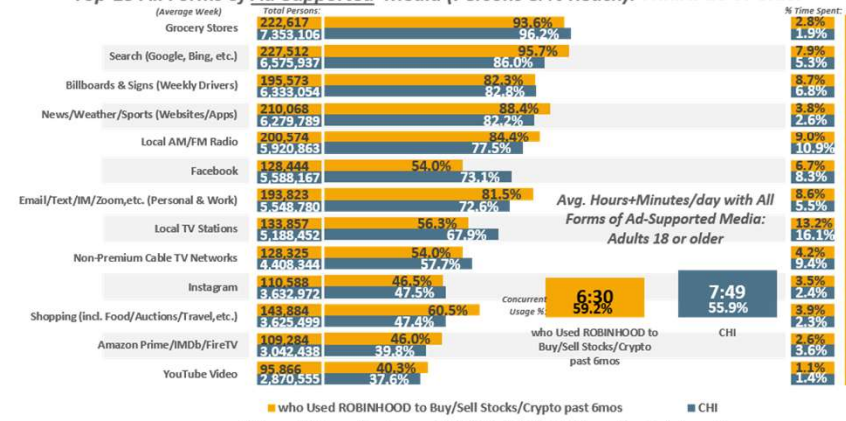
Top-13 All Forms of Media (Persons & % Reach): **Adults 18 or older**



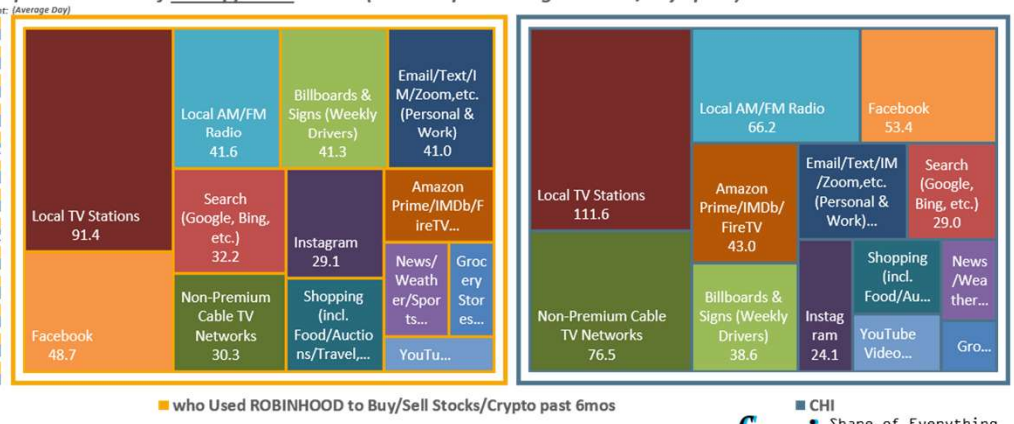
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): **Adults 18 or older**



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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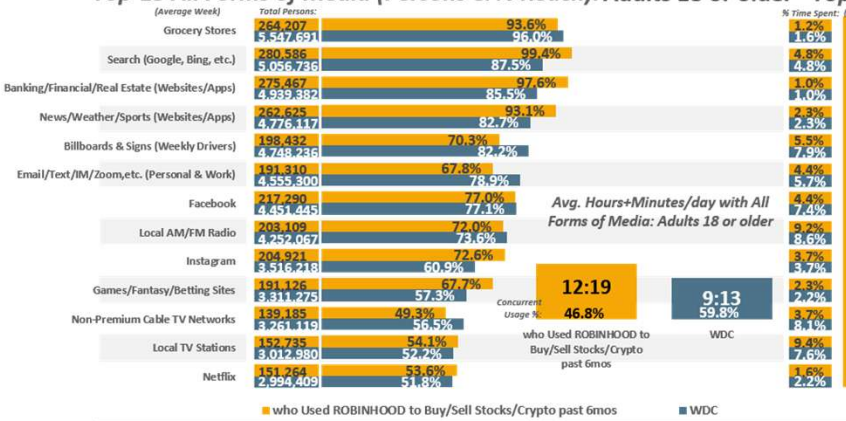
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

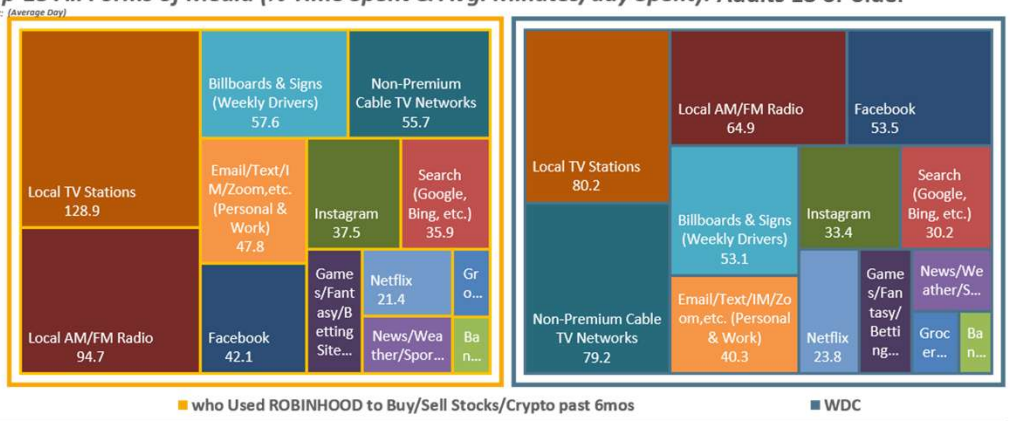


Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 9 hours and 10 minutes each day with All Forms of Ad-Supported Media. 69.6% listen to Local AM/FM Radio for an avg. of 86.6 minutes/day. *(Local Radio delivers 10.9% of Time with Ad-Supported Media.)*

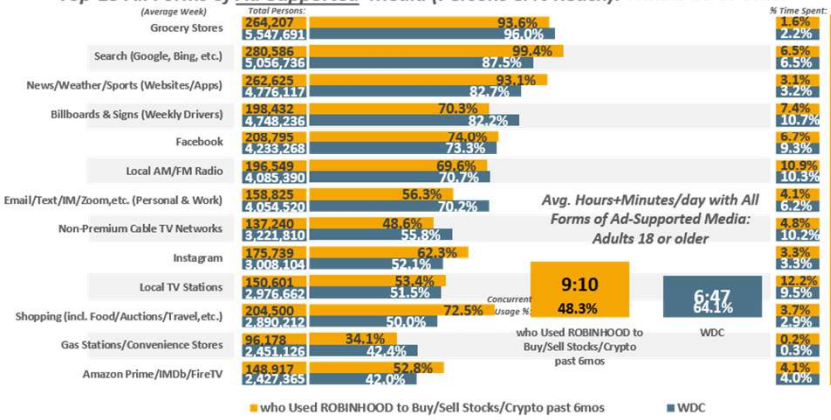
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



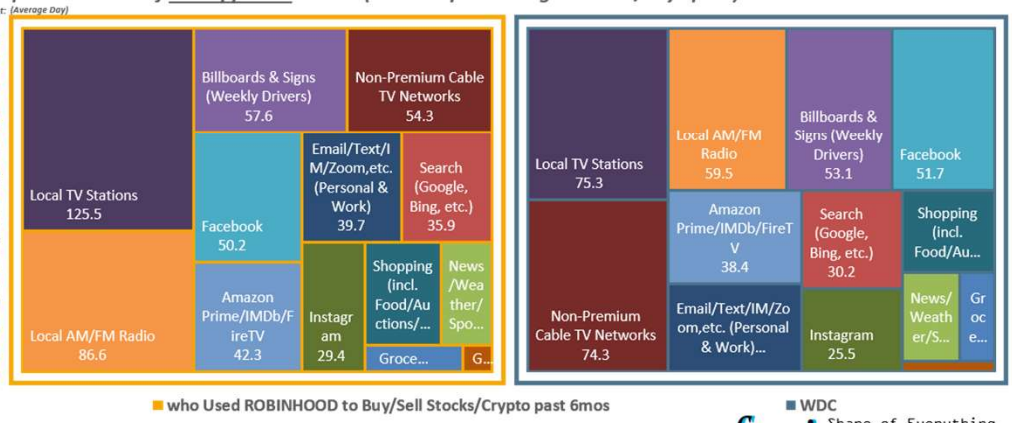
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

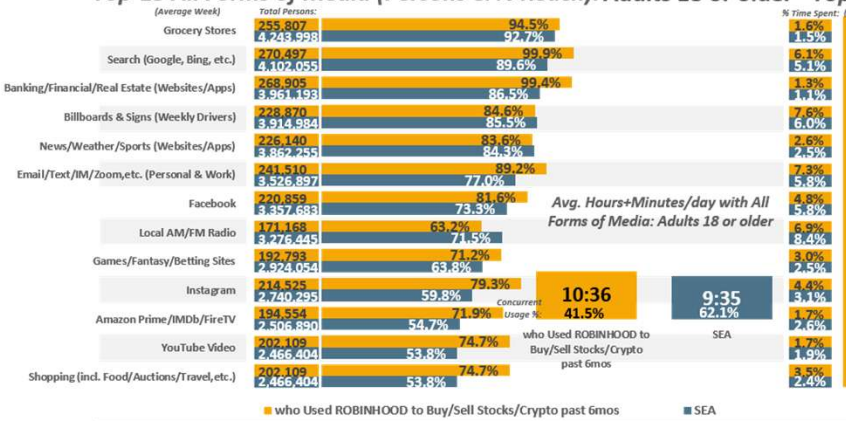
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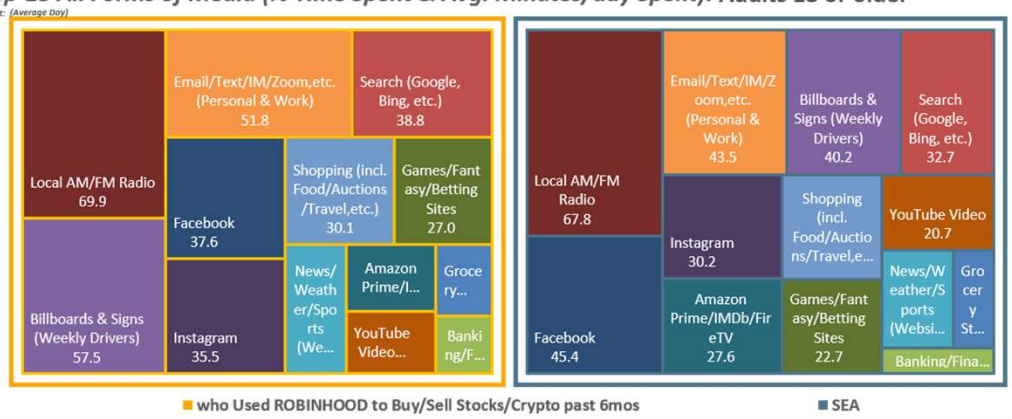
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 7 hours and 30 minutes each day with All Forms of Ad-Supported Media. 61.5% listen to Local AM/FM Radio for an avg. of 62.6 minutes/day. *(Local Radio delivers 8.5% of Time with Ad-Supported Media.)*

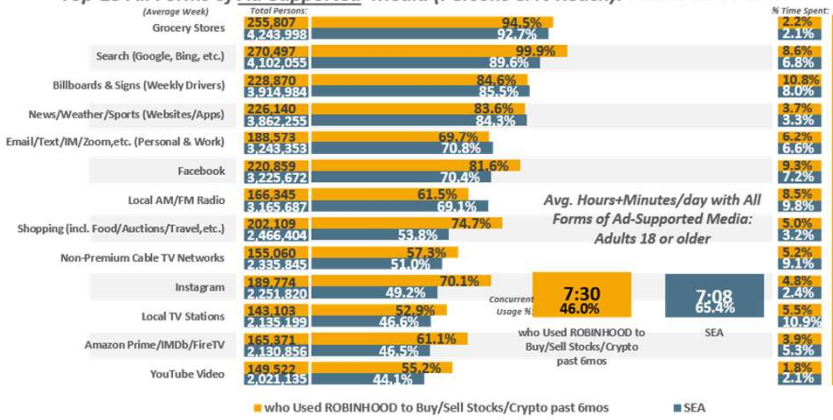
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



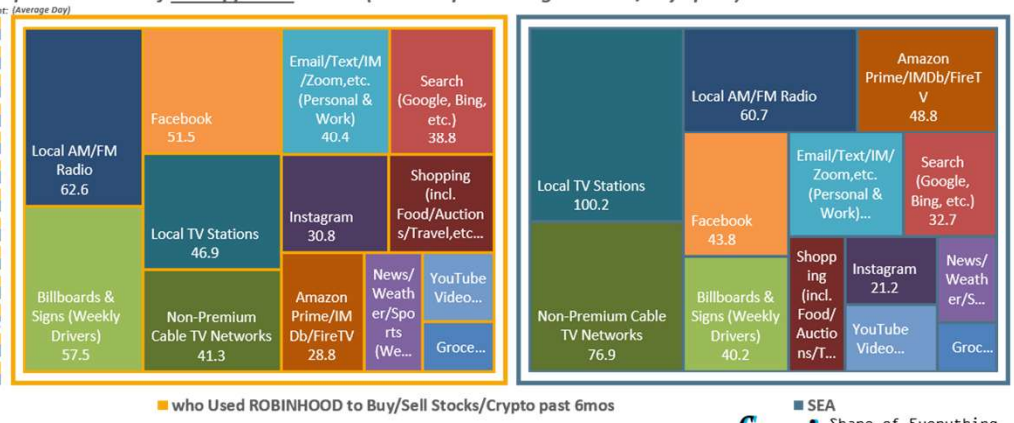
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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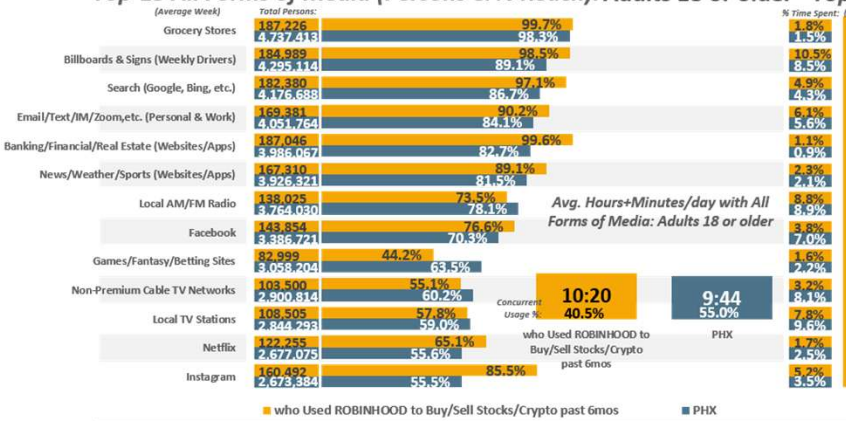
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

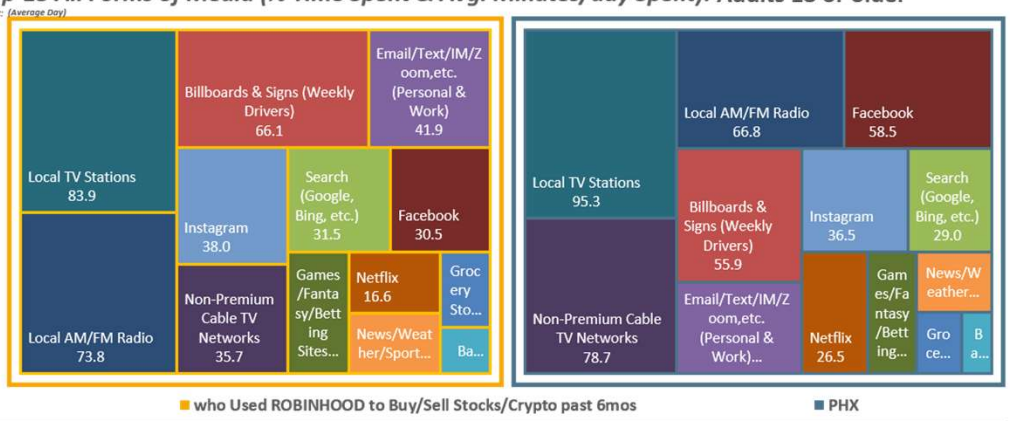


Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 6 hours and 10 minutes each day with All Forms of Ad-Supported Media. 71.7% listen to Local AM/FM Radio for an avg. of 66.7 minutes/day. *(Local Radio delivers 12.9% of Time with Ad-Supported Media.)*

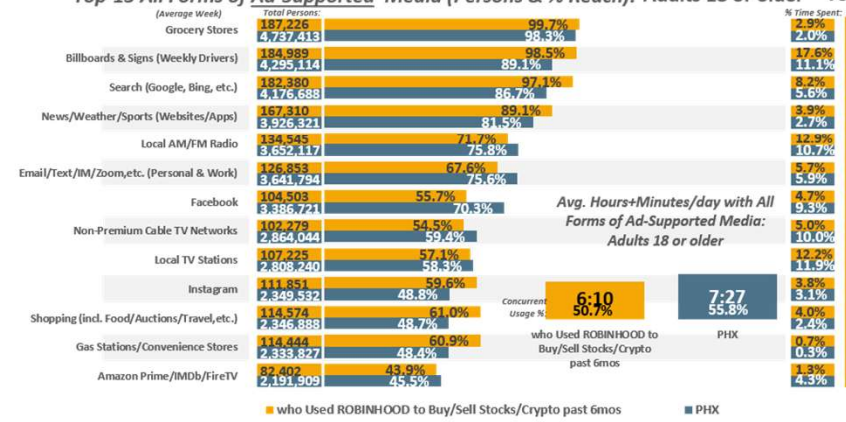
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



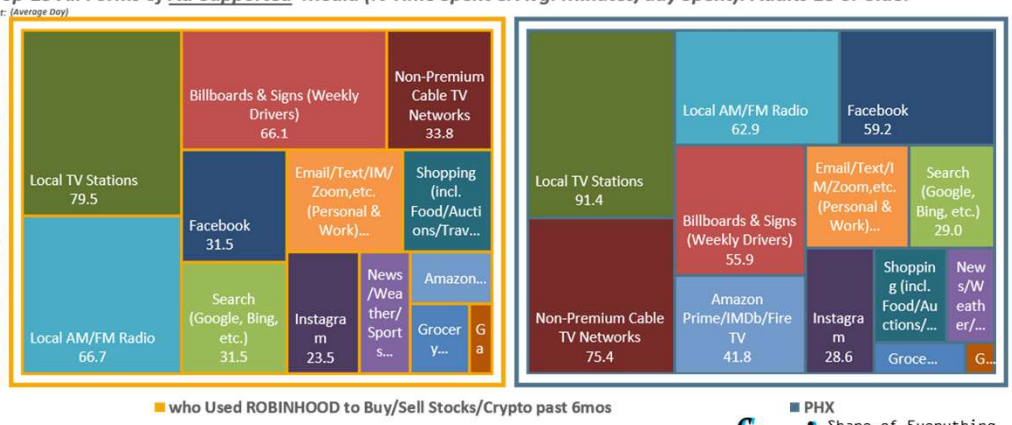
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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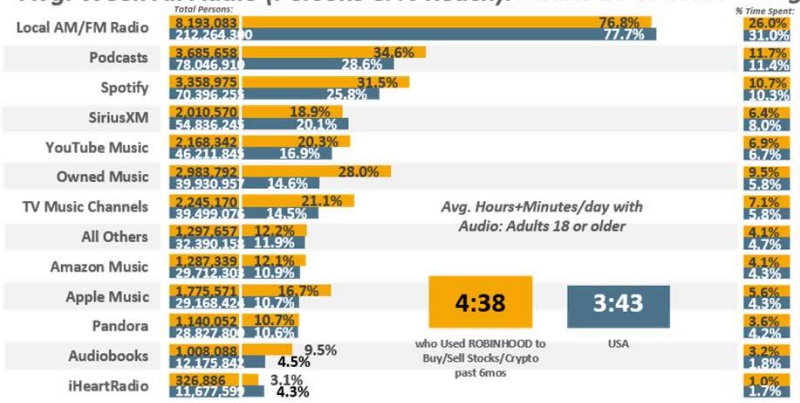
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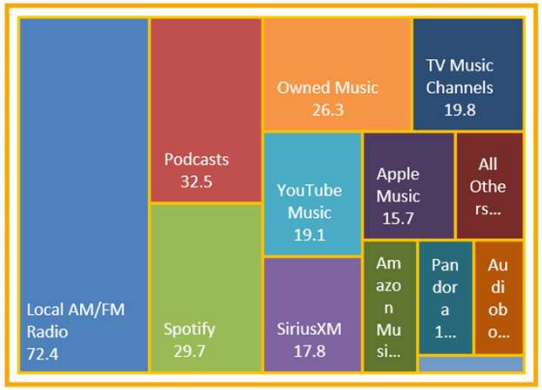


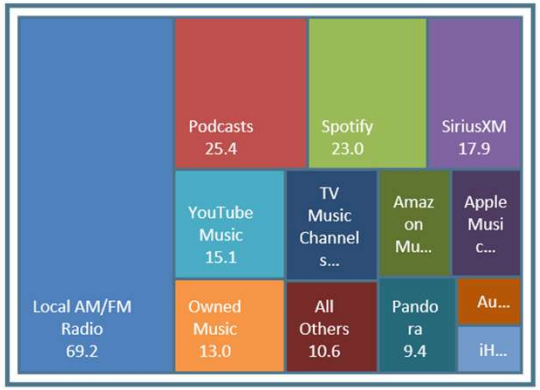
7,933,842 or 74.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 65.9 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

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

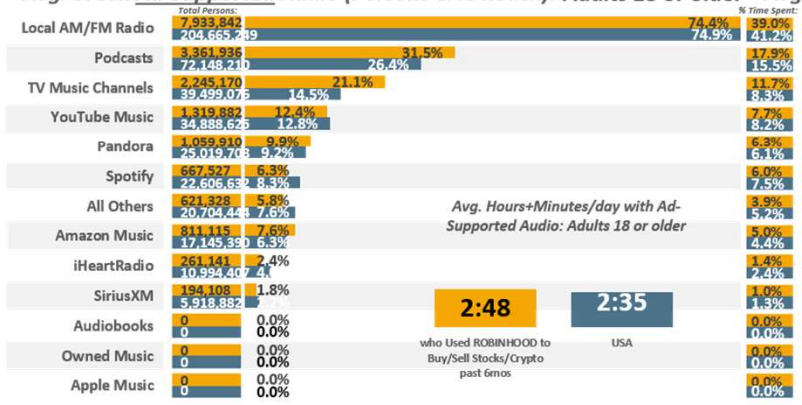


Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

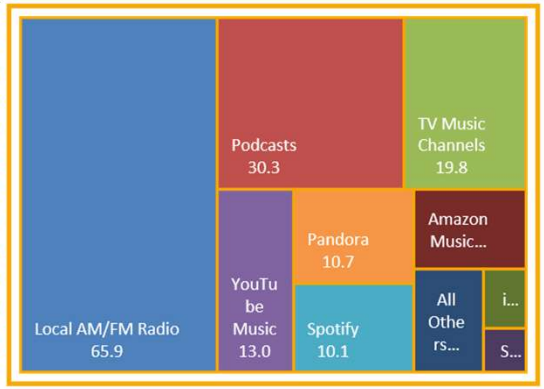


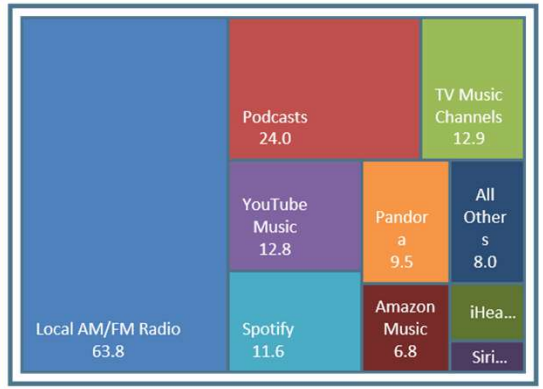


Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



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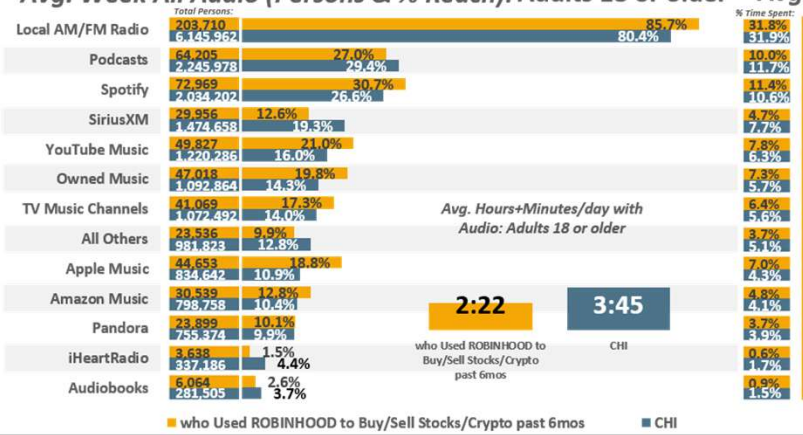
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

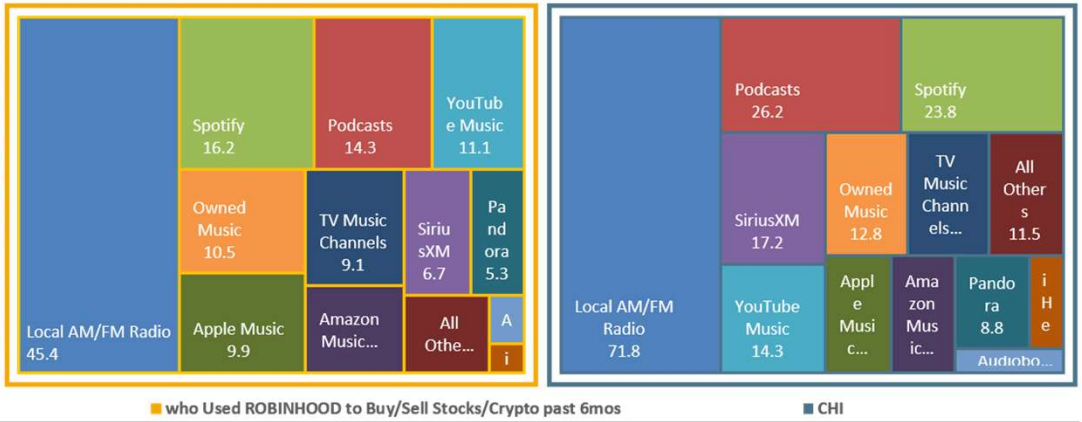


200,574 or 84.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 41.6 minutes every day representing 45.4% of all time spent daily with Ad-Supported Audio.

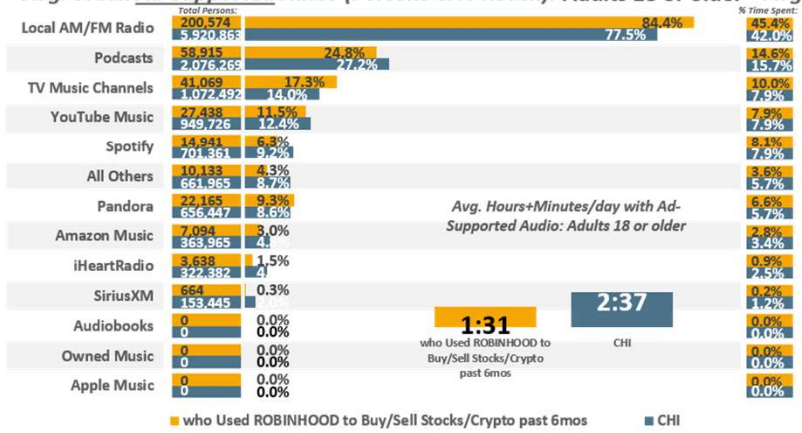
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



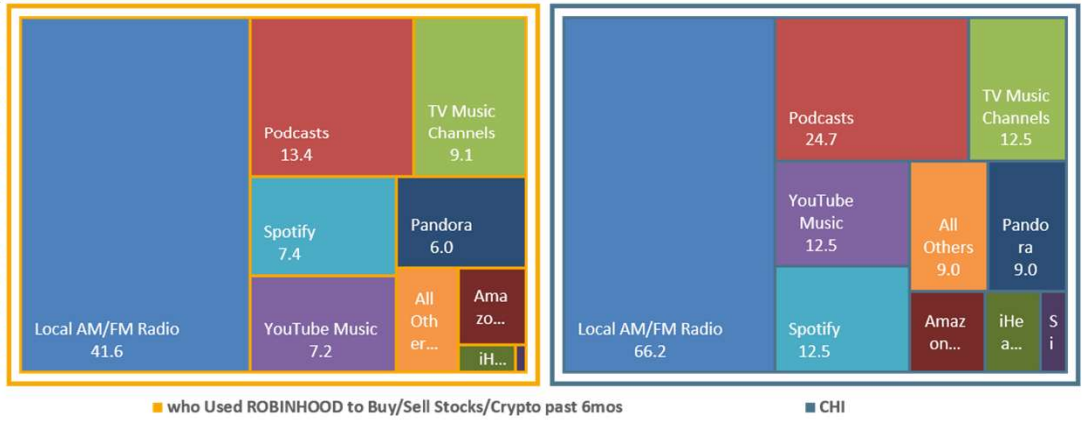
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

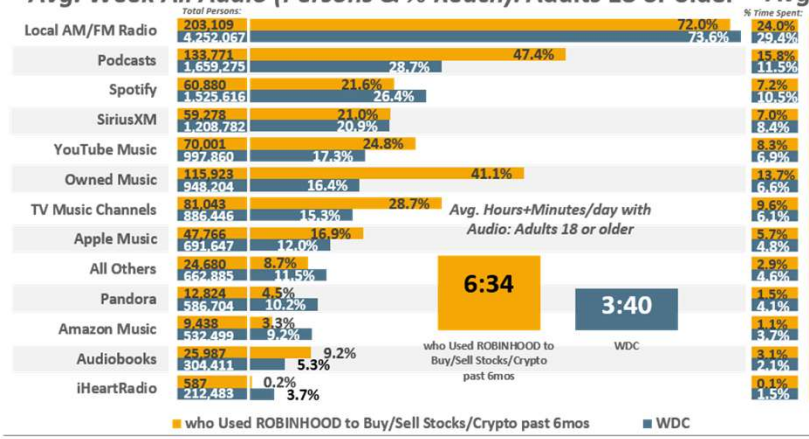
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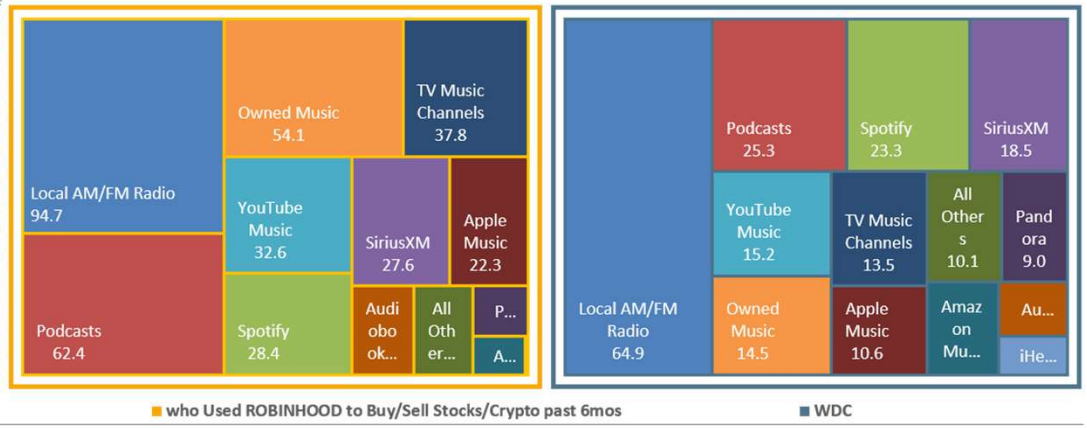
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

196,549 or 69.6% 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 86.6 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.

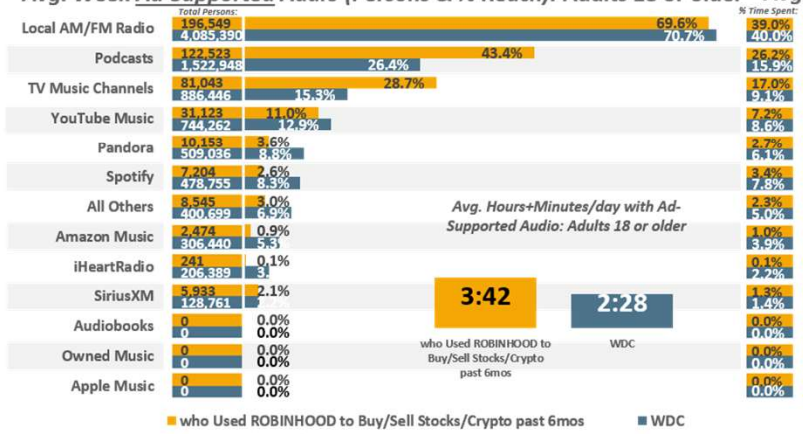
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



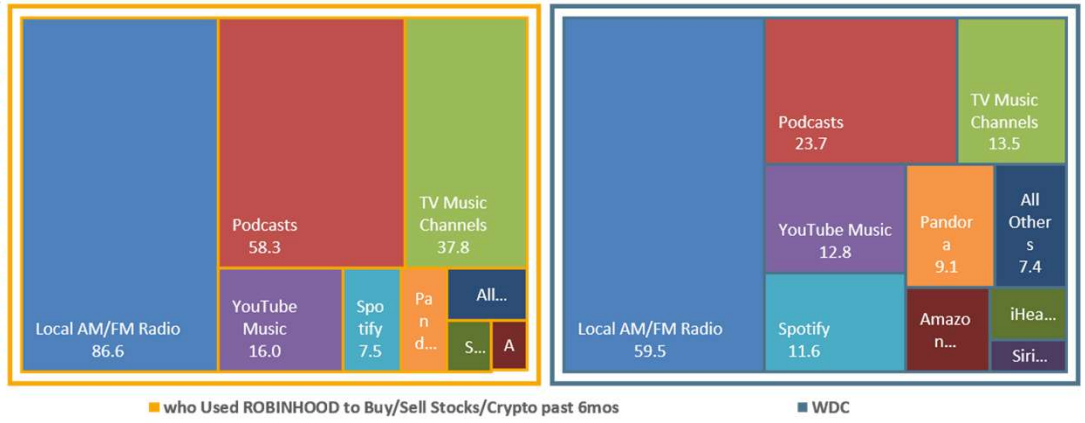
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

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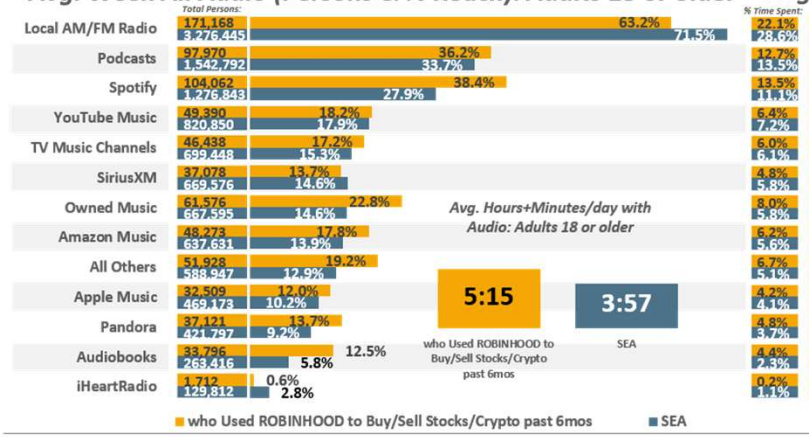
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

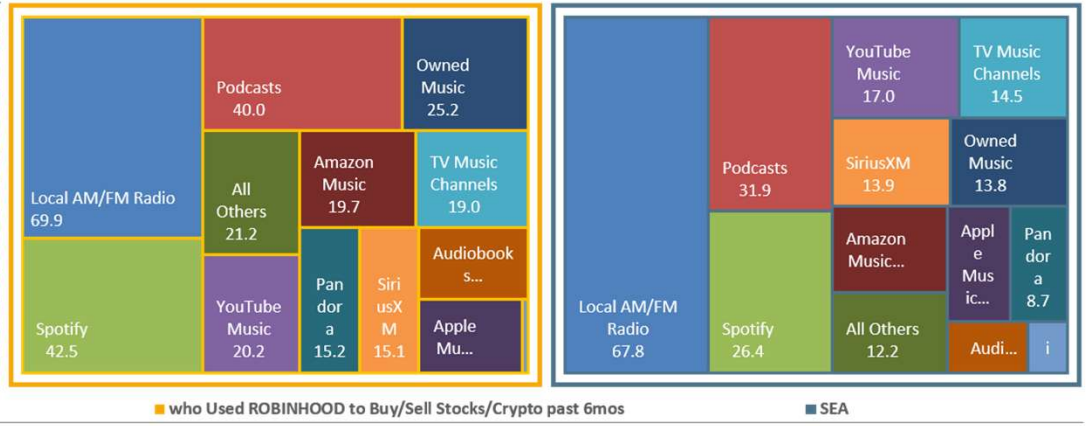


166,345 or 61.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 62.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.

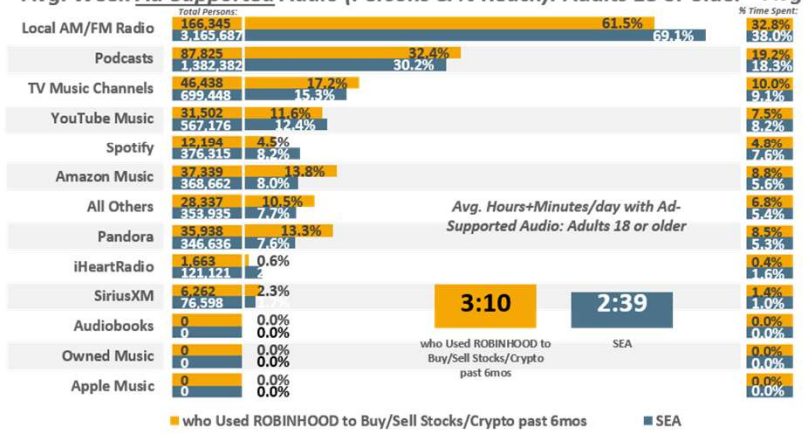
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



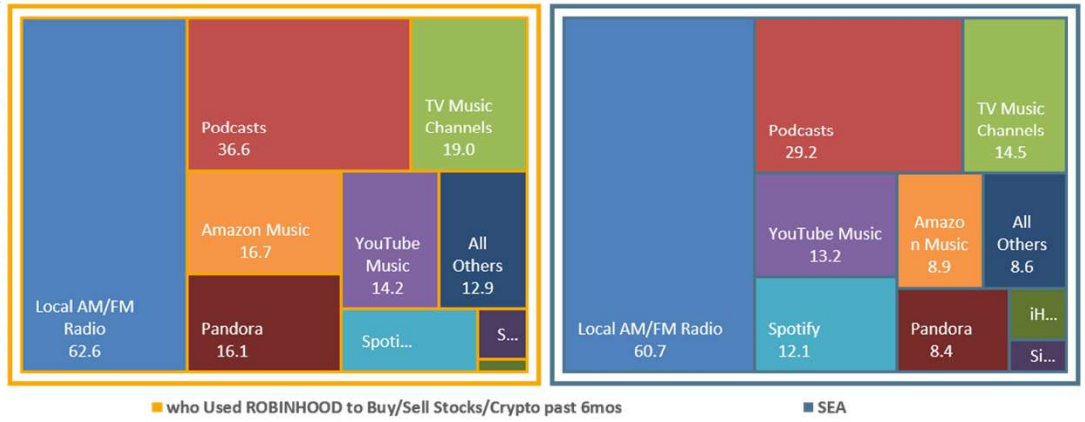
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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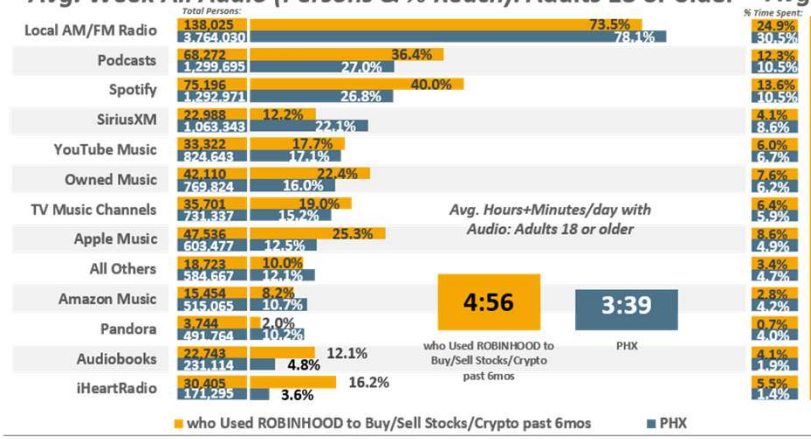
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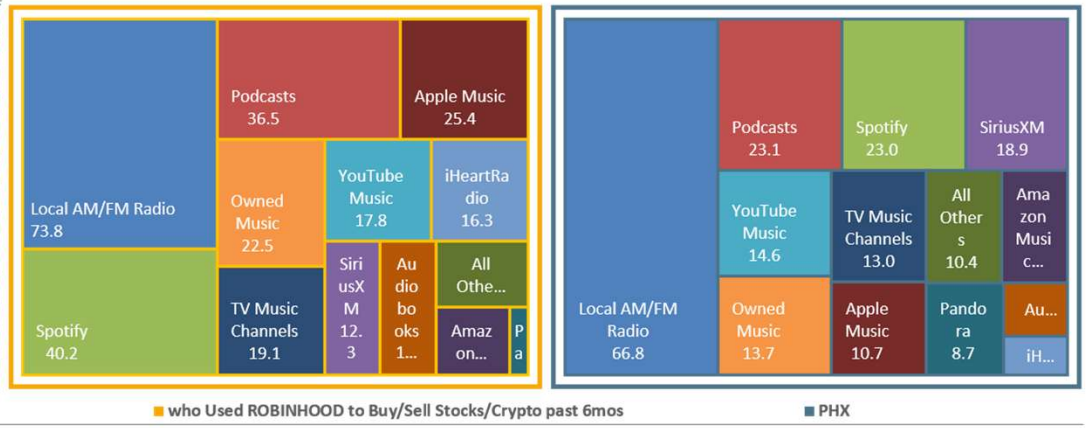


134,545 or 71.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.

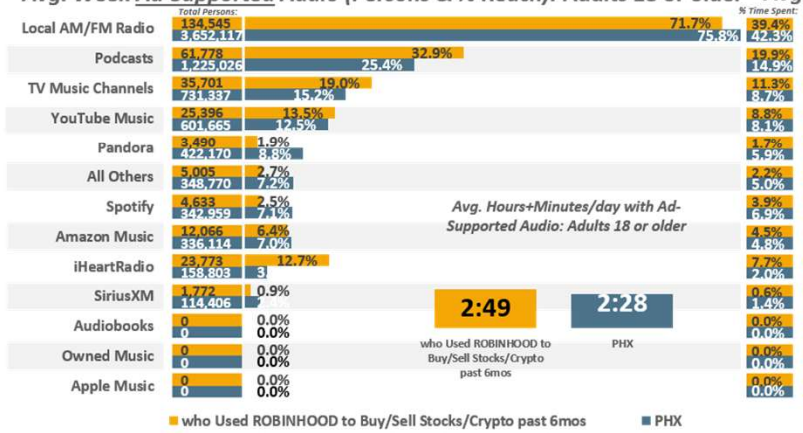
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



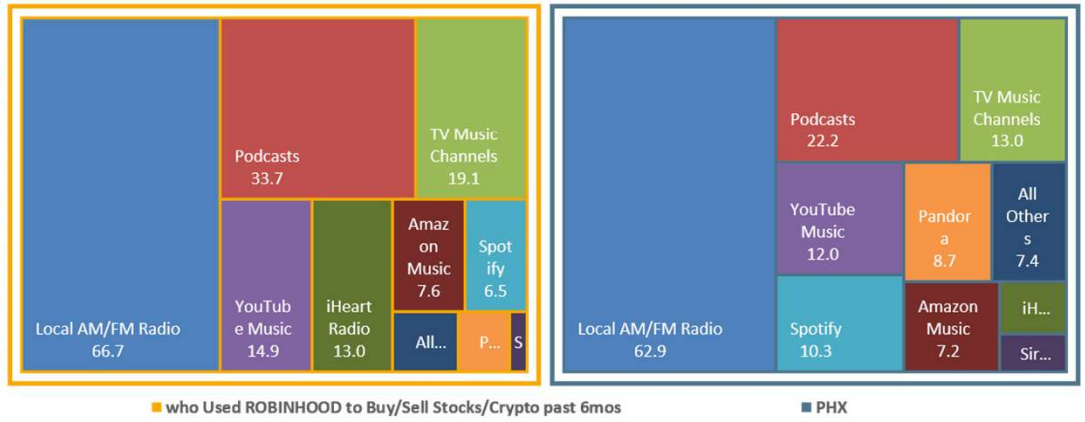
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

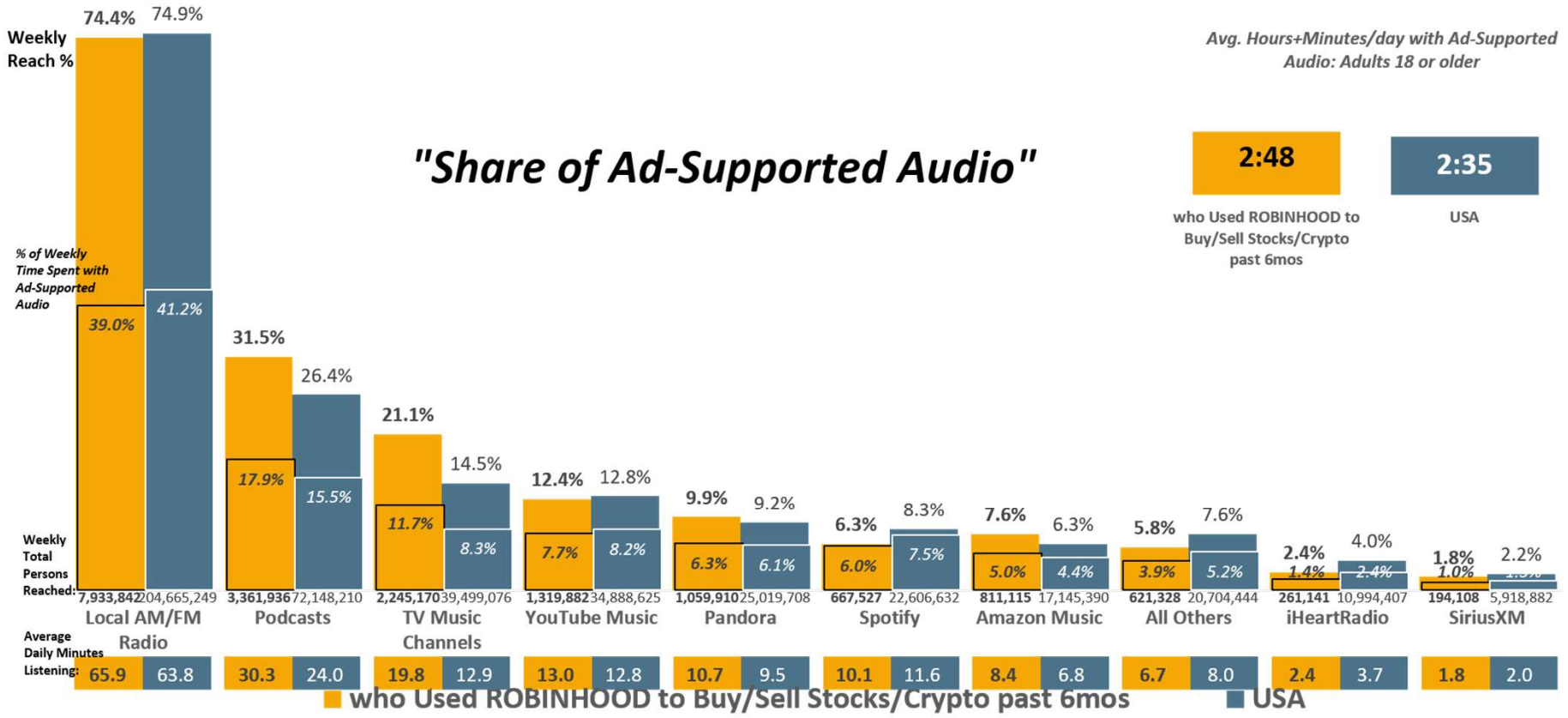
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



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.



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

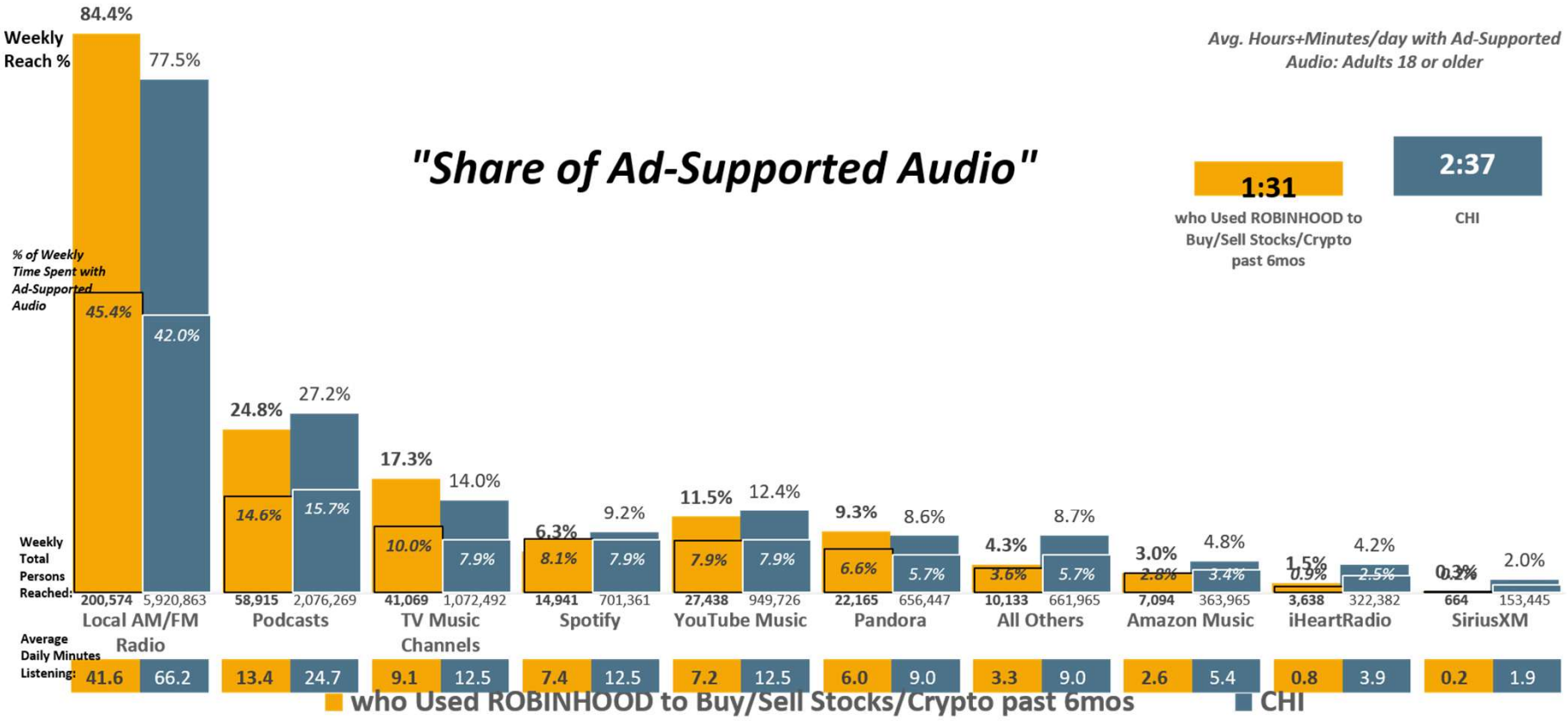
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



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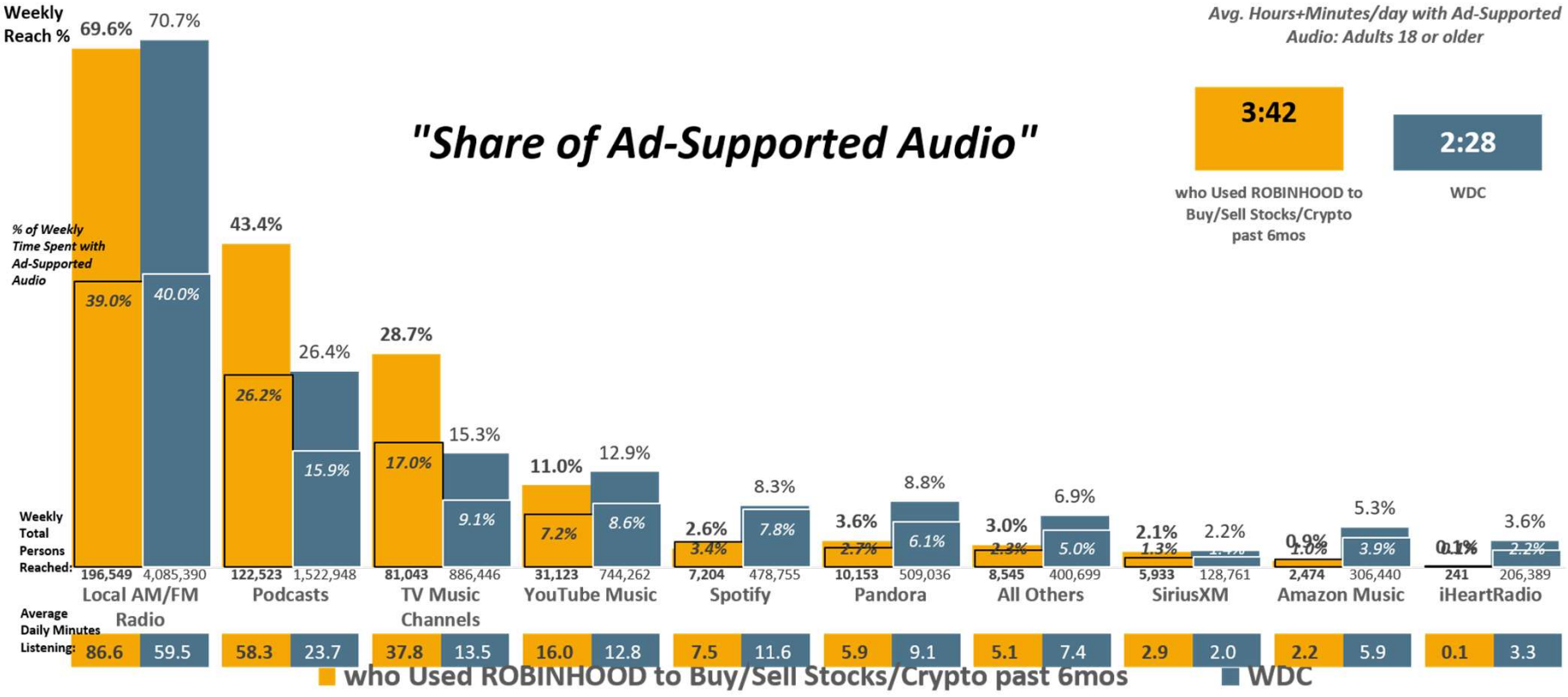
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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196,549 or 69.6% 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 86.6 minutes every day representing 39.% of all time spent daily with Ad-Supported Audio.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

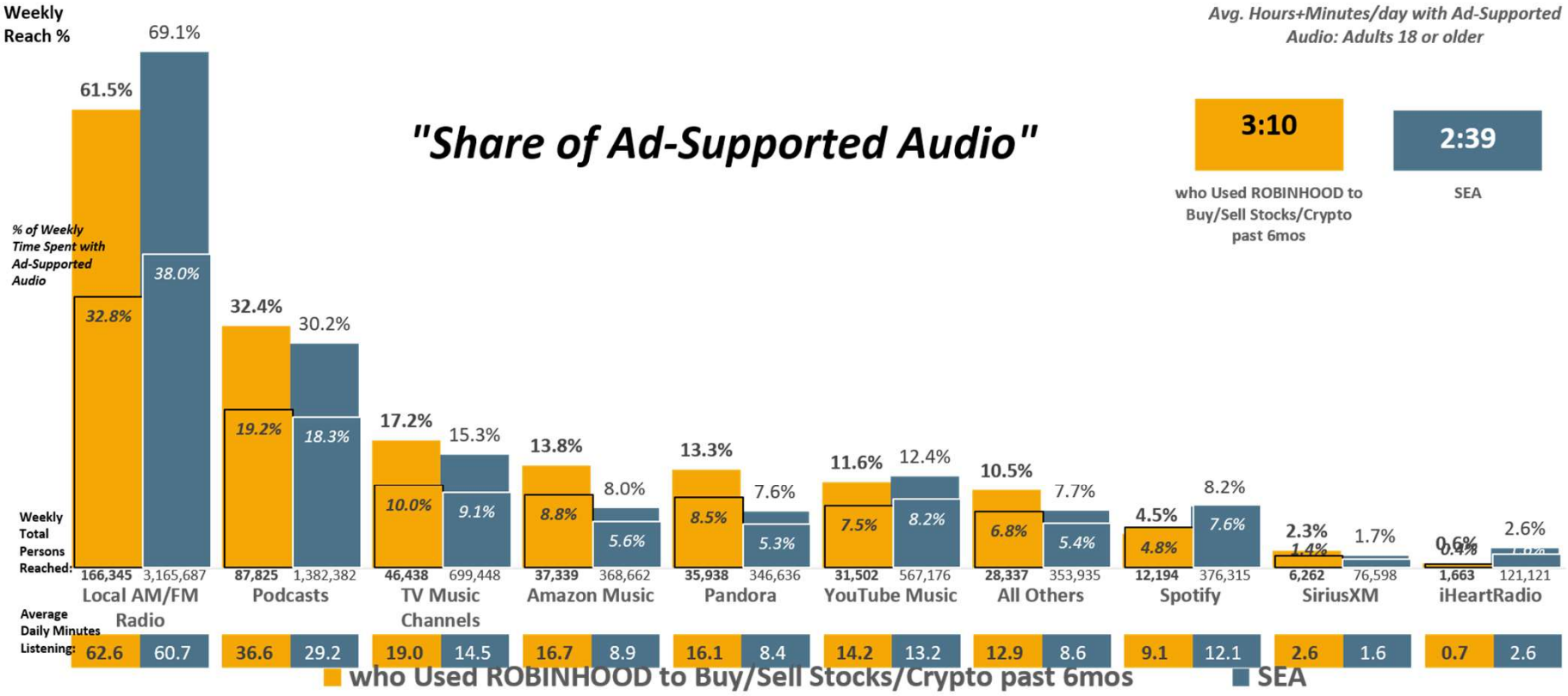
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



166,345 or 61.5% 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 62.6 minutes every day representing 32.8% of all time spent daily with Ad-Supported Audio.



	Local AM/FM Radio	Podcasts	TV Music Channels	Amazon Music	Pandora	YouTube Music	All Others	Spotify	SiriusXM	iHeartRadio
Weekly Reach %	61.5% / 69.1%	32.4% / 30.2%	17.2% / 15.3%	13.8% / 8.0%	13.3% / 7.6%	11.6% / 12.4%	10.5% / 7.7%	4.5% / 8.2%	2.3% / 1.7%	0.6% / 2.6%
% of Weekly Time Spent with Ad-Supported Audio	32.8% / 38.0%	19.2% / 18.3%	10.0% / 9.1%	8.8% / 5.6%	8.5% / 5.3%	7.5% / 8.2%	6.8% / 5.4%	4.8% / 7.6%	1.4% /	0.4% /
Weekly Total Persons Reached:	166,345 / 3,165,687	87,825 / 1,382,382	46,438 / 699,448	37,339 / 368,662	35,938 / 346,636	31,502 / 567,176	28,337 / 353,935	12,194 / 376,315	6,262 / 76,598	1,663 / 121,121
Average Daily Minutes Listening:	62.6 / 60.7	36.6 / 29.2	19.0 / 14.5	16.7 / 8.9	16.1 / 8.4	14.2 / 13.2	12.9 / 8.6	9.1 / 12.1	2.6 / 1.6	0.7 / 2.6

SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

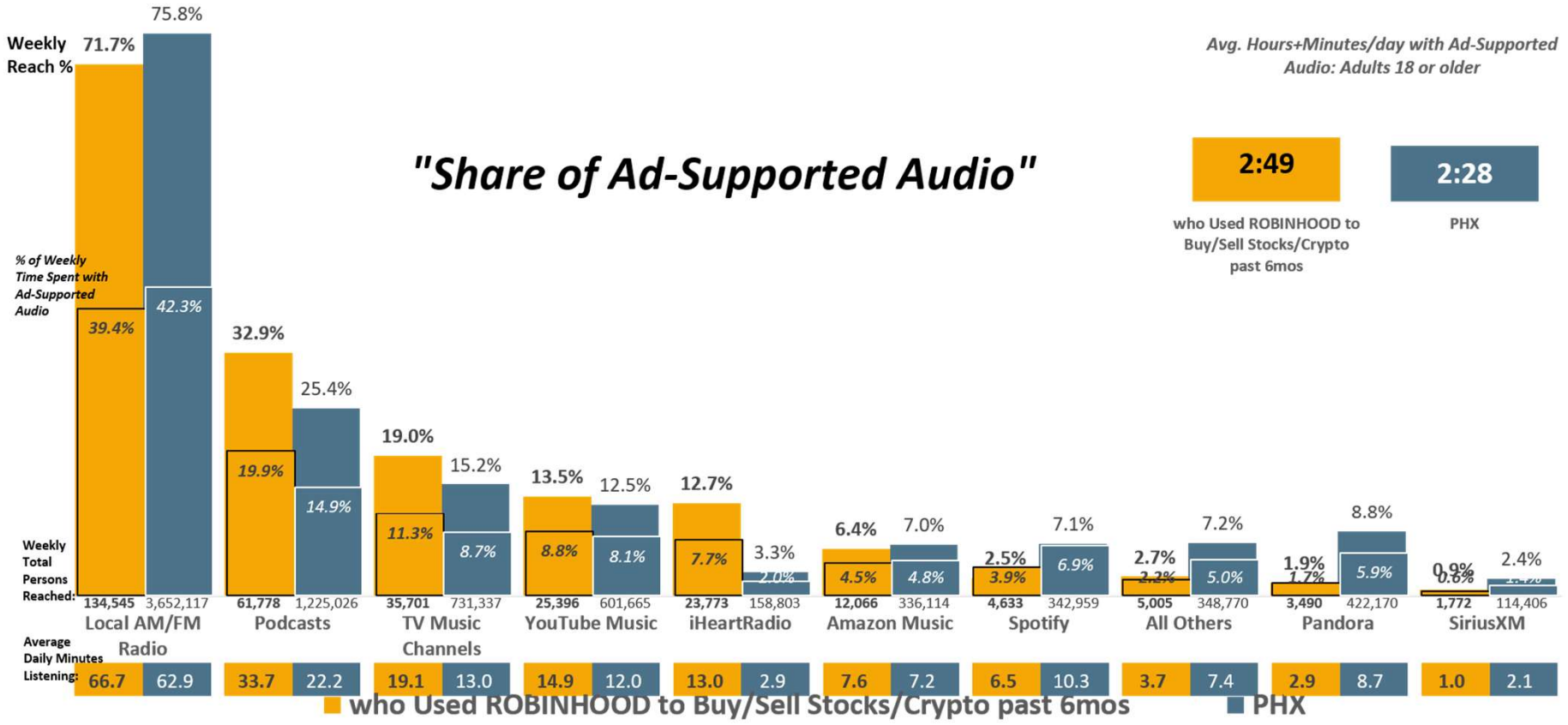
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134,545 or 71.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio for an average of 66.7 minutes every day representing 39.4% of all time spent daily with Ad-Supported Audio.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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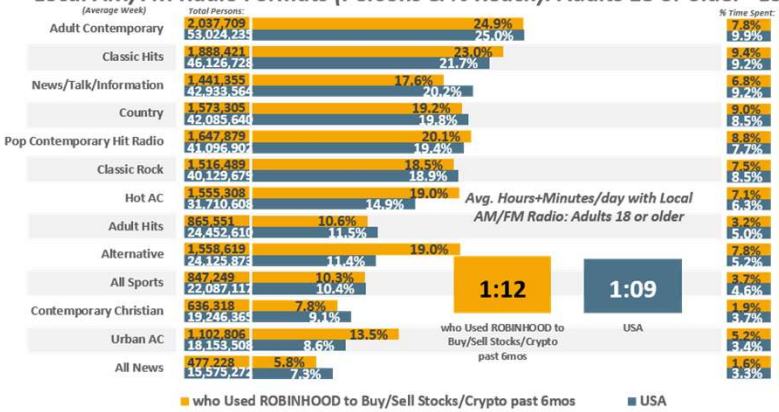
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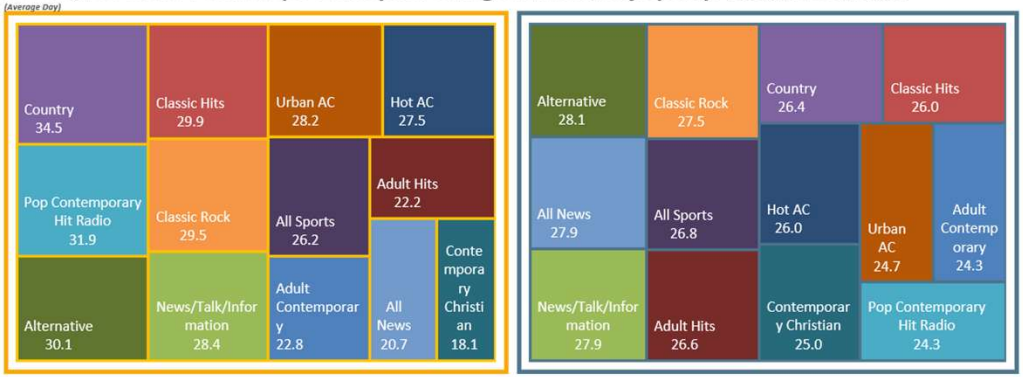


7,933,842 or 74.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Pop Contemporary Hit Radio, Country, and Alternative.

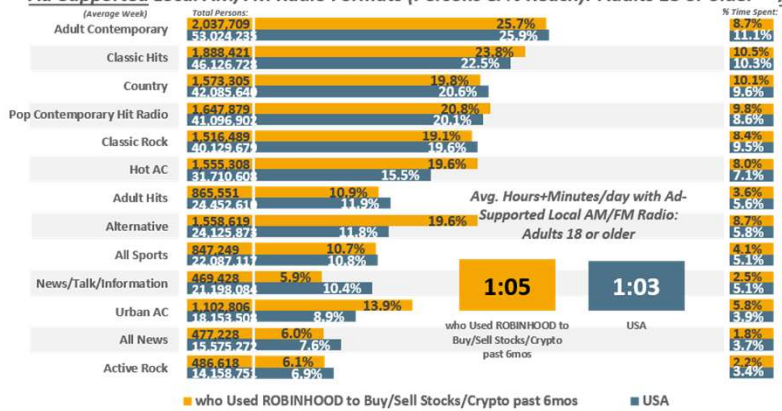
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



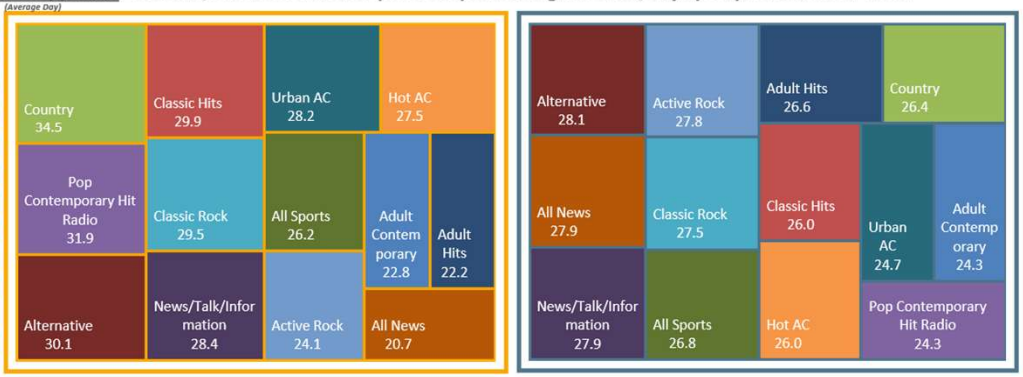
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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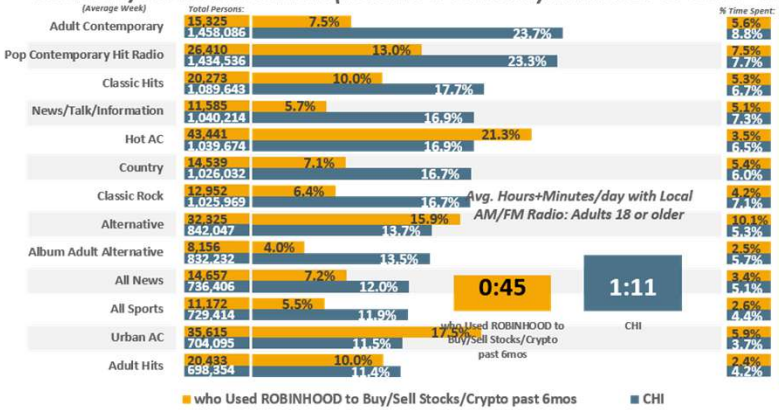
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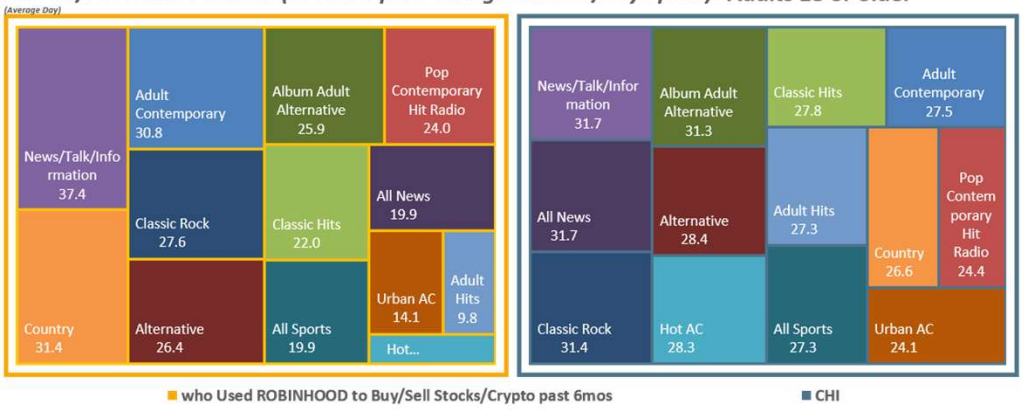


200,574 or 84.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Urban Contemporary, Hot AC, Urban AC, Alternative, and Spanish Contemporary.

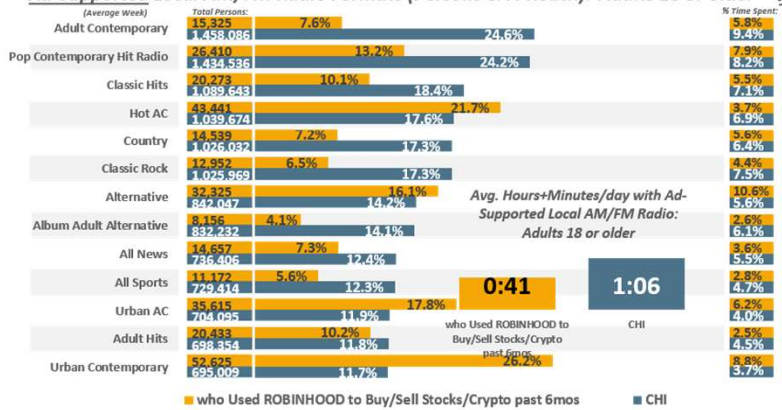
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



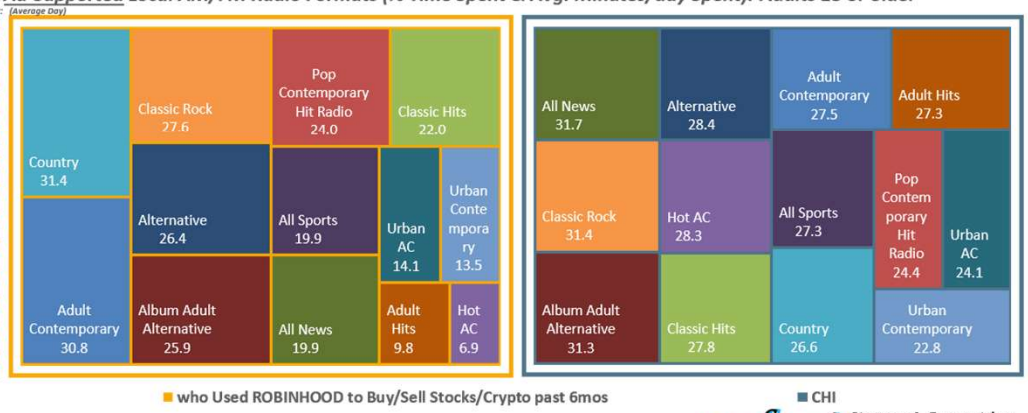
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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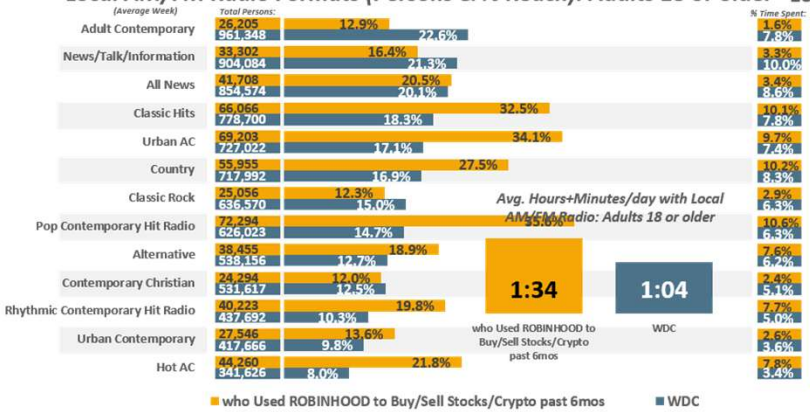
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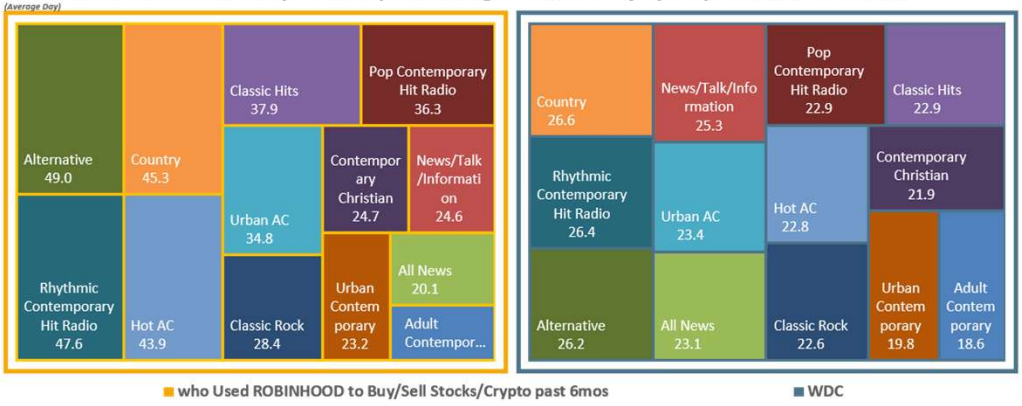


196,549 or 69.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Pop Contemporary Hit Radio, Urban AC, Classic Hits, Country, and Spanish Contemporary.

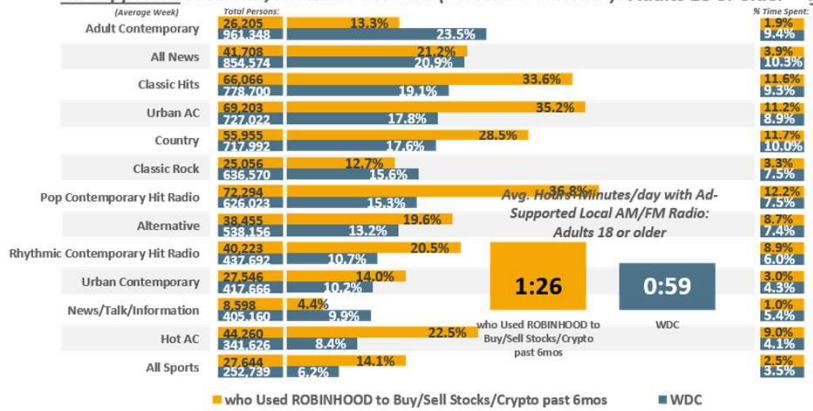
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



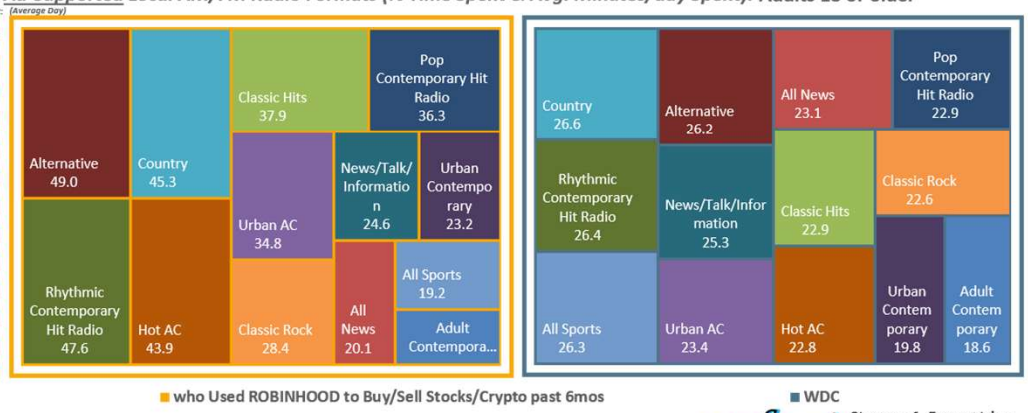
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

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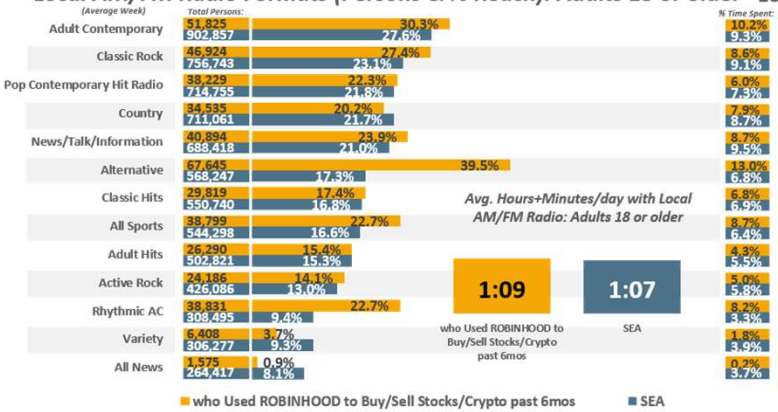
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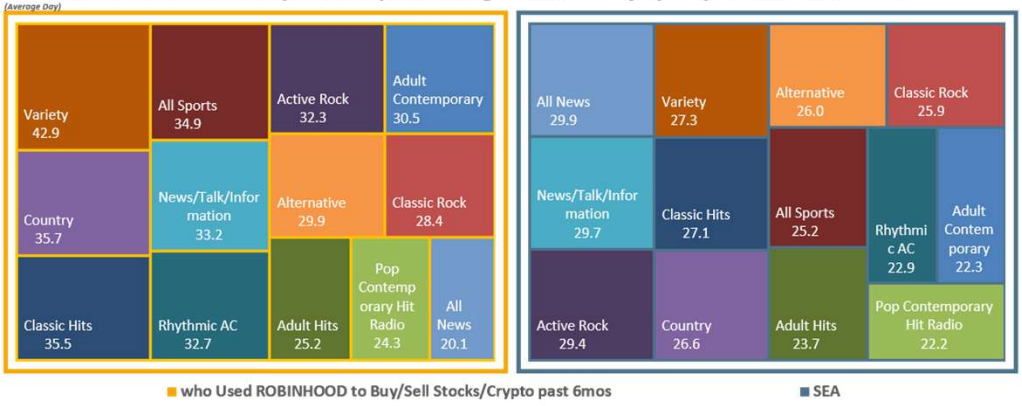


166,345 or 61.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Alternative, Adult Contemporary, Classic Rock, Rhythmic AC, and All Sports.

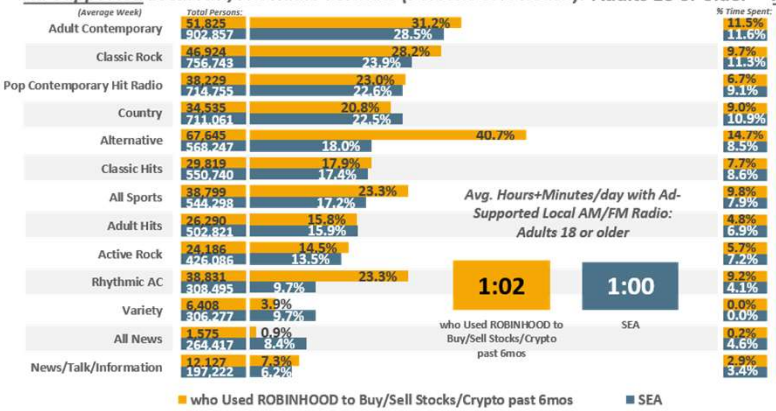
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



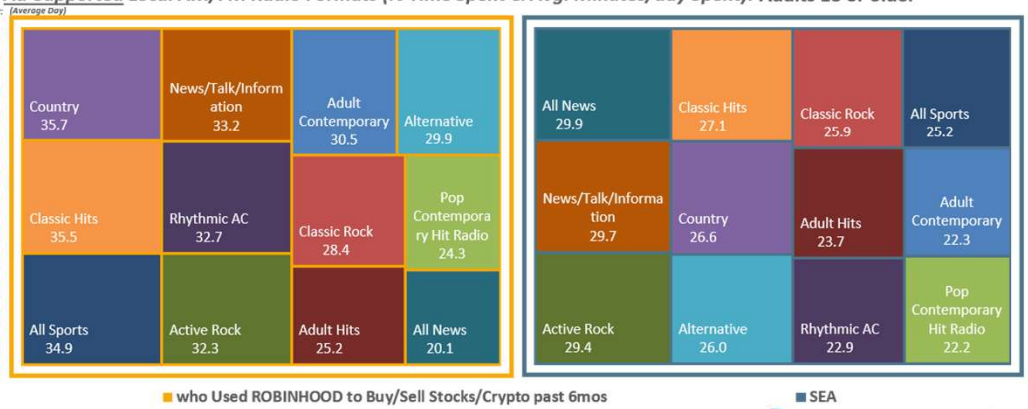
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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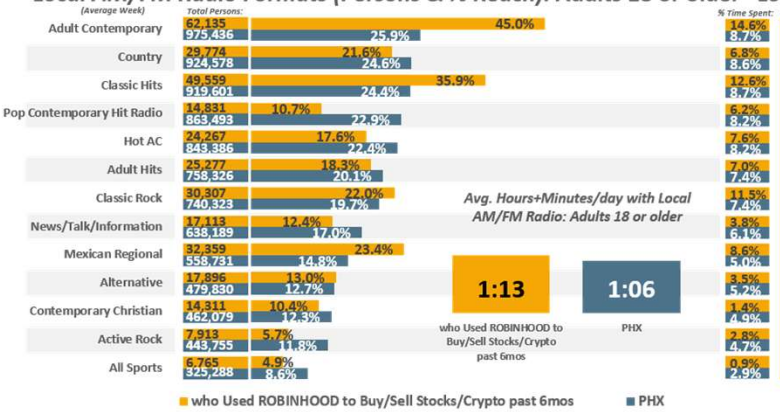
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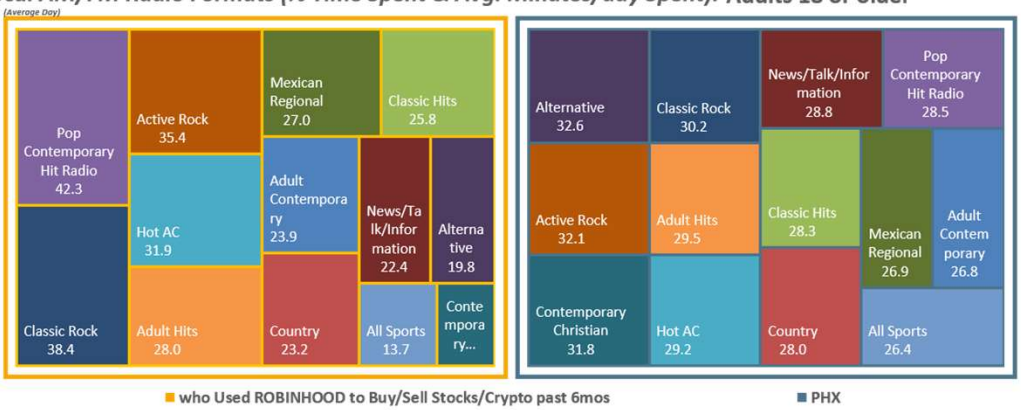


134,545 or 71.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Classic Hits, Mexican Regional, Classic Rock, and Country.

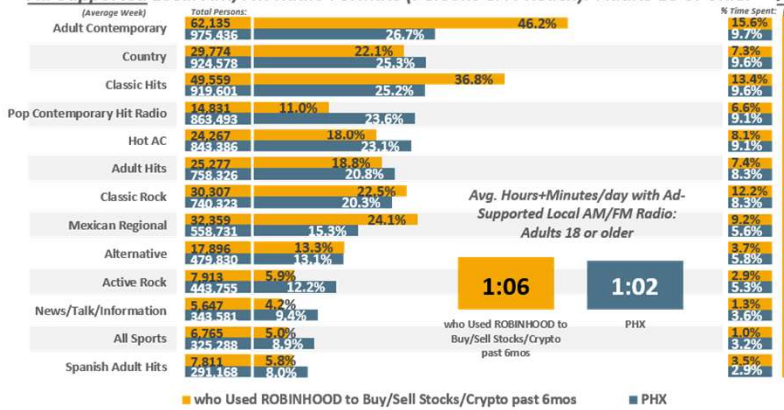
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older



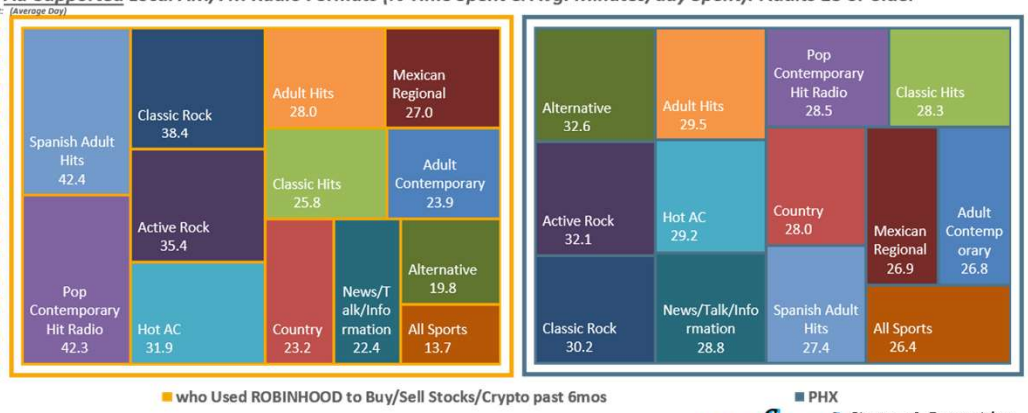
Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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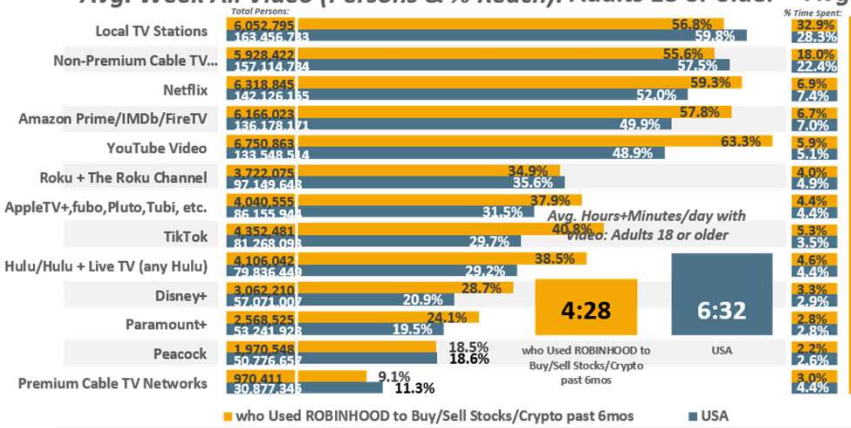
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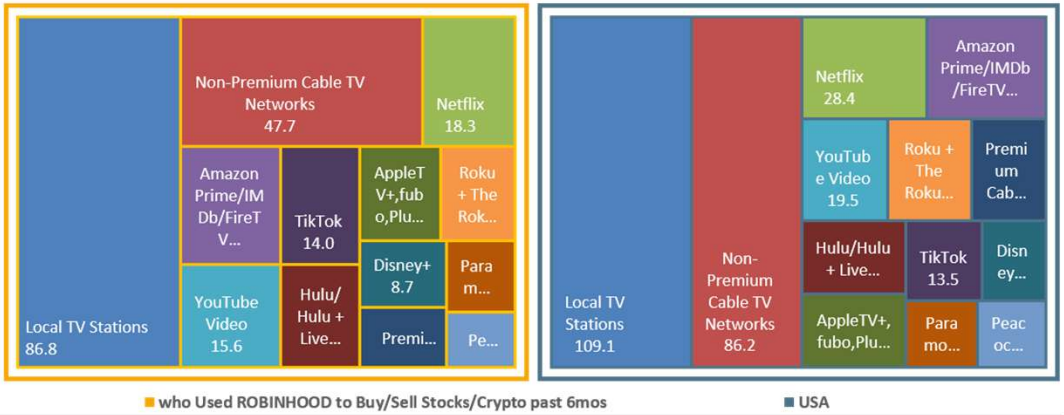


5,978,466 or 56.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 82.7 minutes every day representing 37.7% of all time spent daily with Ad-Supported Video.

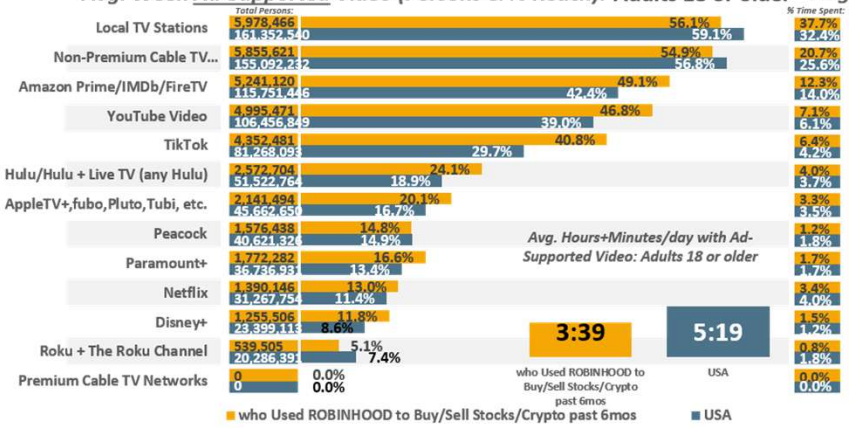
Avg. Week All Video (Persons & % Reach): Adults 18 or older



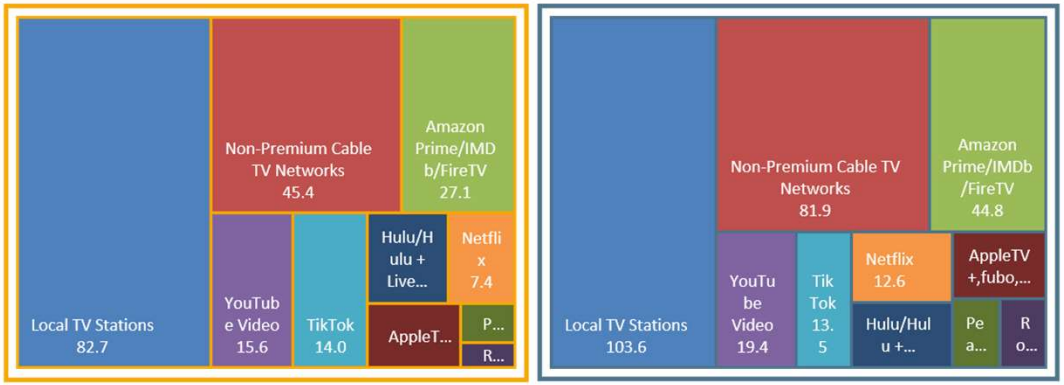
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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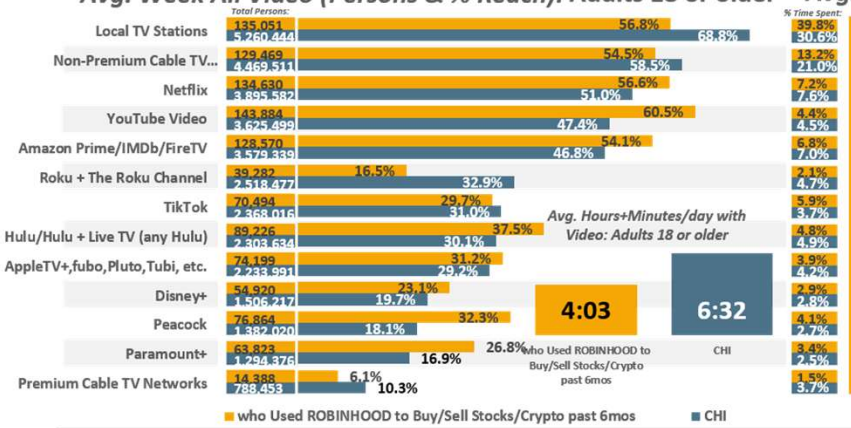
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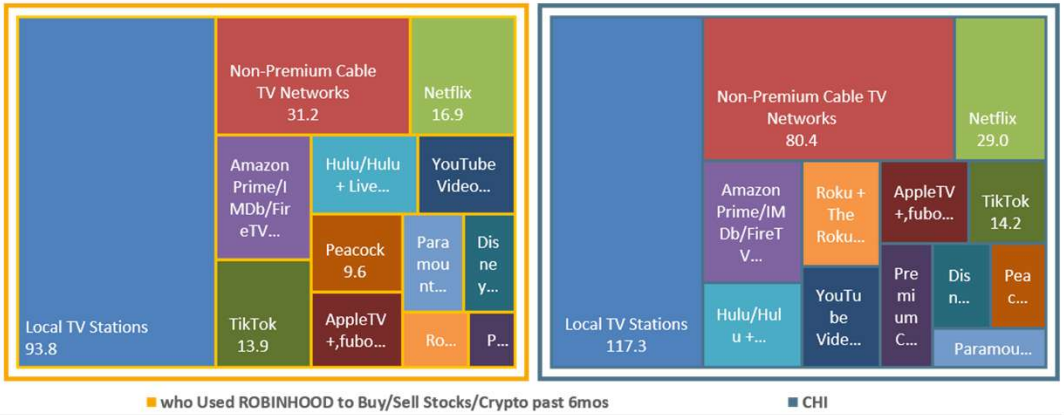


133,857 or 56.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 91.4 minutes every day representing 45.1% of all time spent daily with Ad-Supported Video.

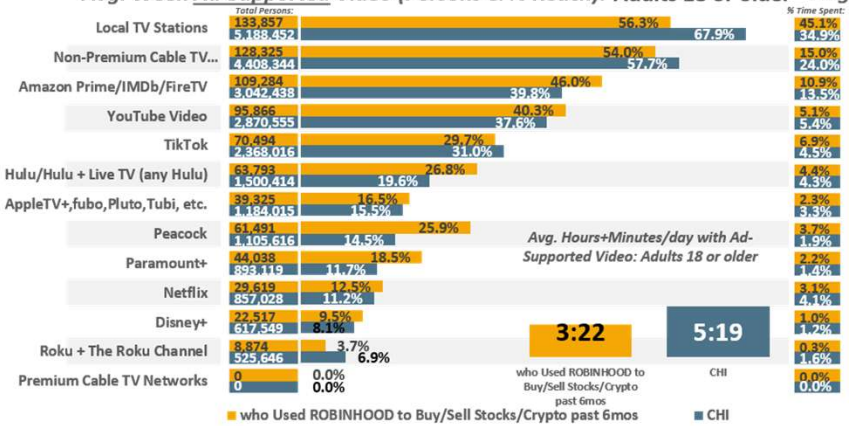
Avg. Week All Video (Persons & % Reach): Adults 18 or older



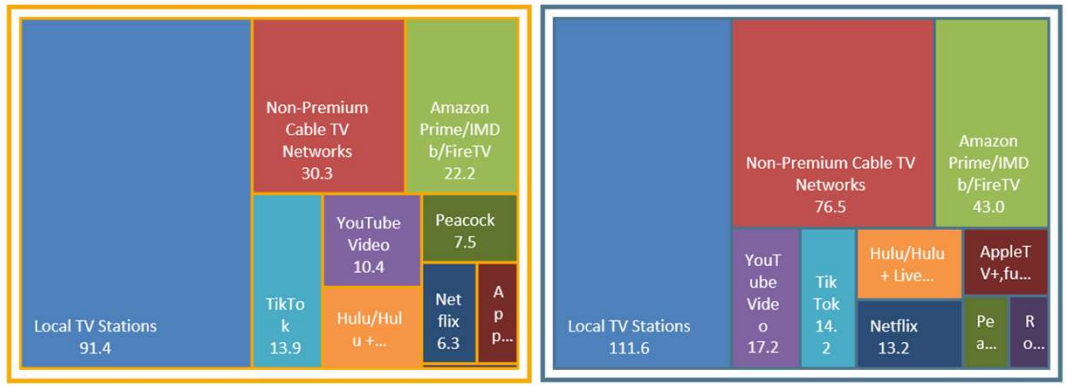
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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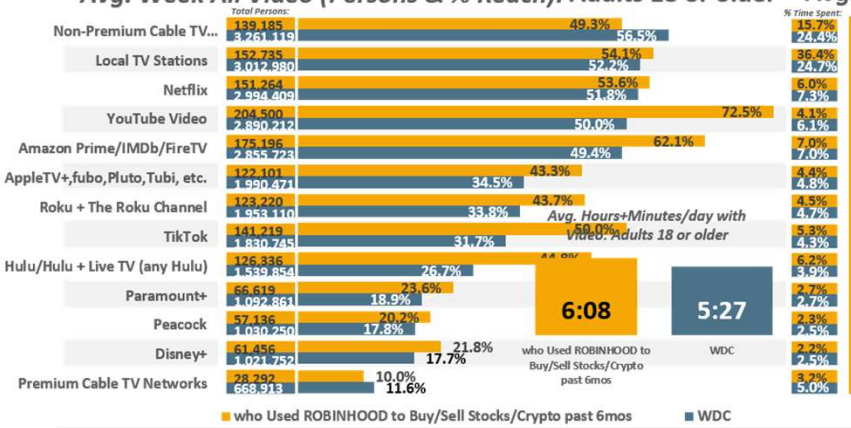
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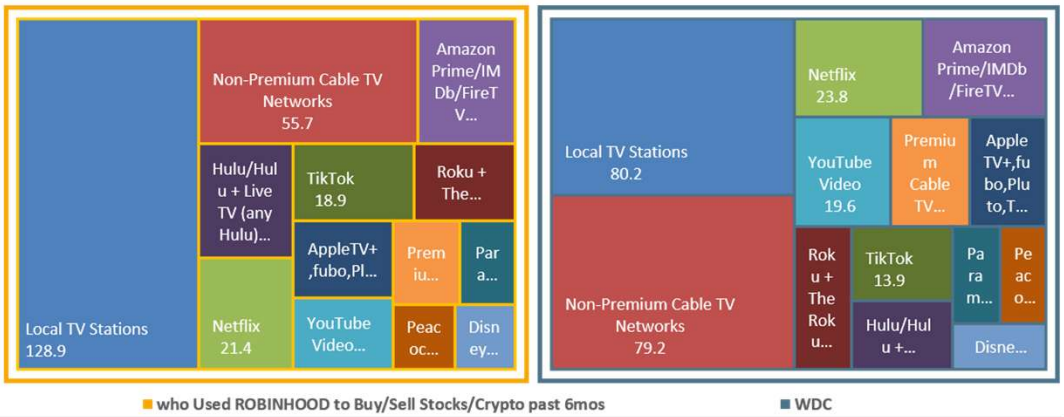


150,601 or 53.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 125.5 minutes every day representing 40.7% of all time spent daily with Ad-Supported Video.

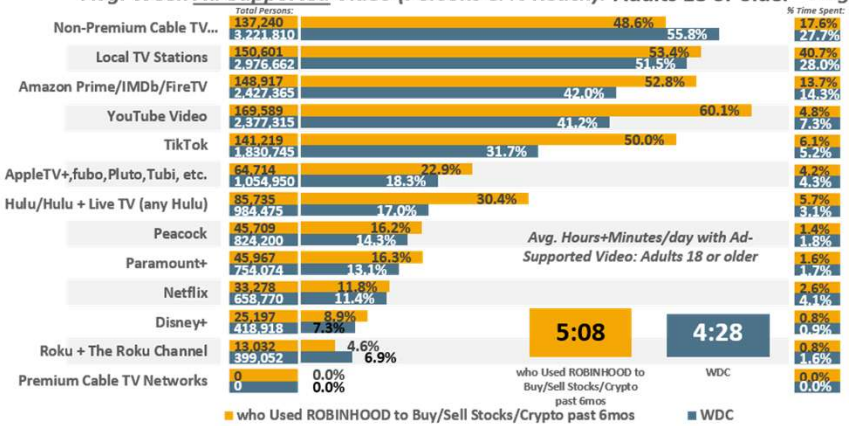
Avg. Week All Video (Persons & % Reach): Adults 18 or older



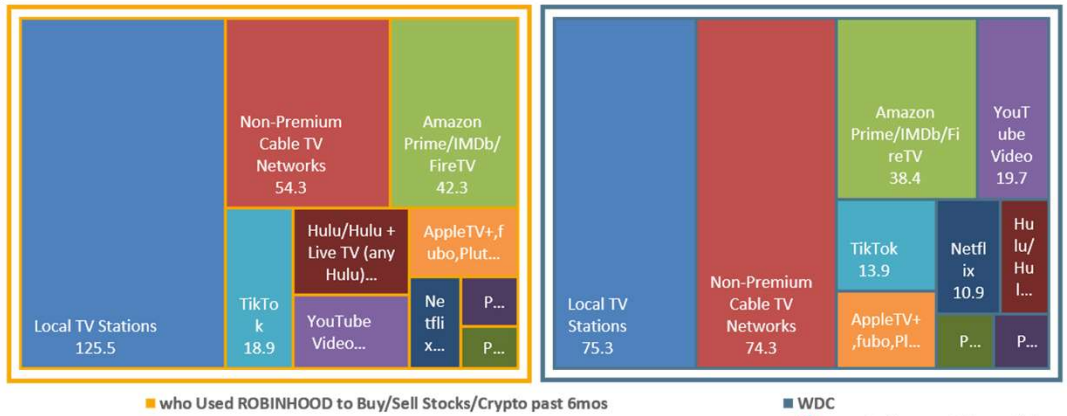
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

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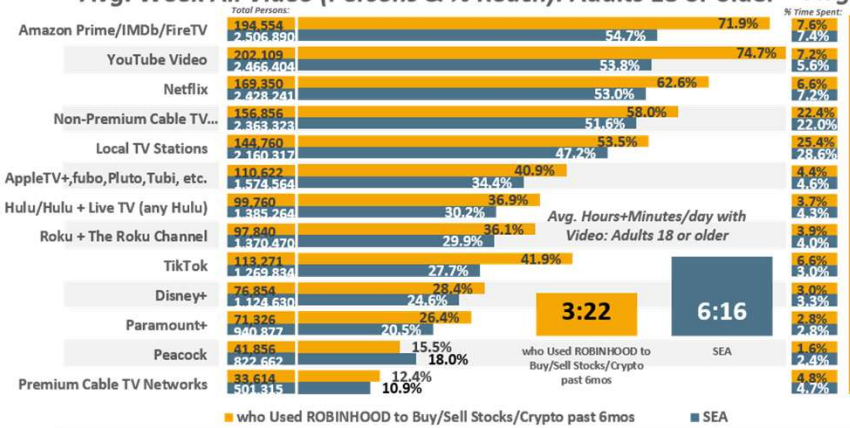
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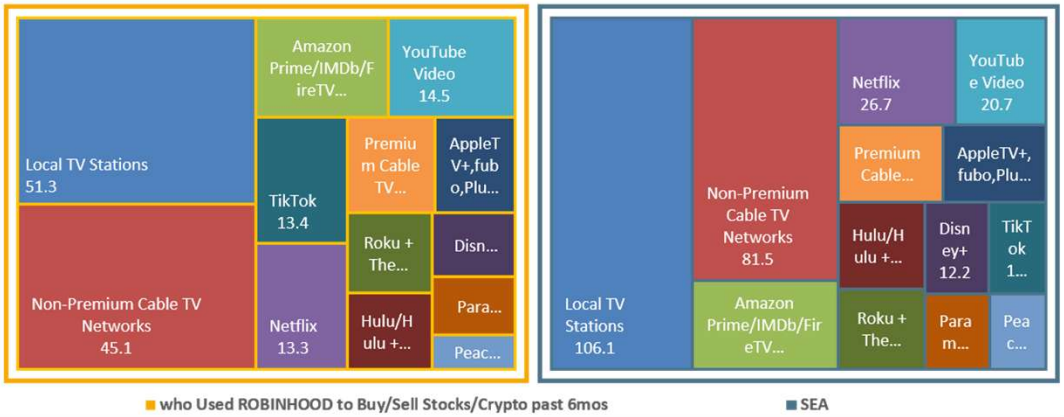


143,103 or 52.9% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 46.9 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.

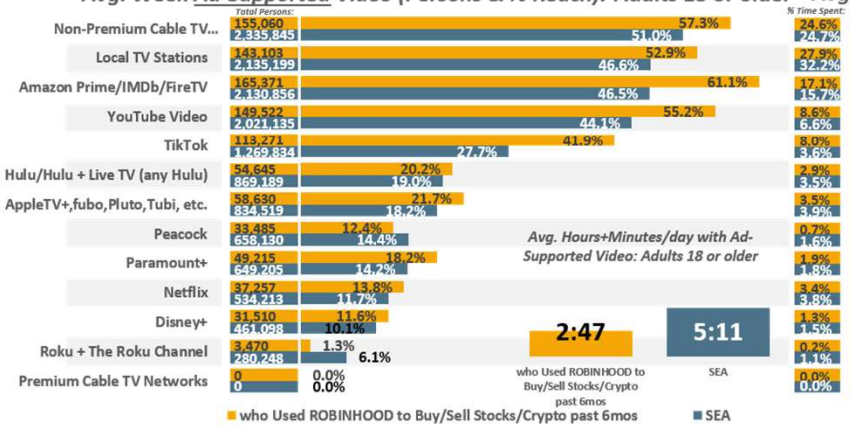
Avg. Week All Video (Persons & % Reach): Adults 18 or older



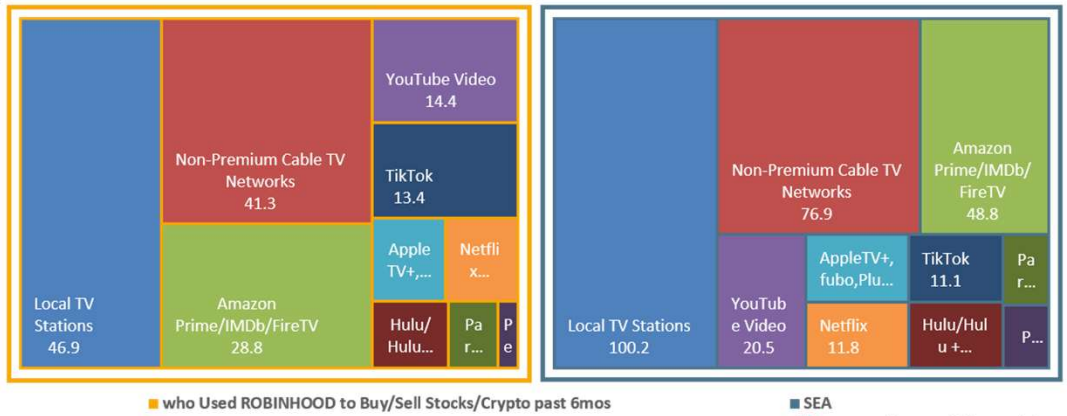
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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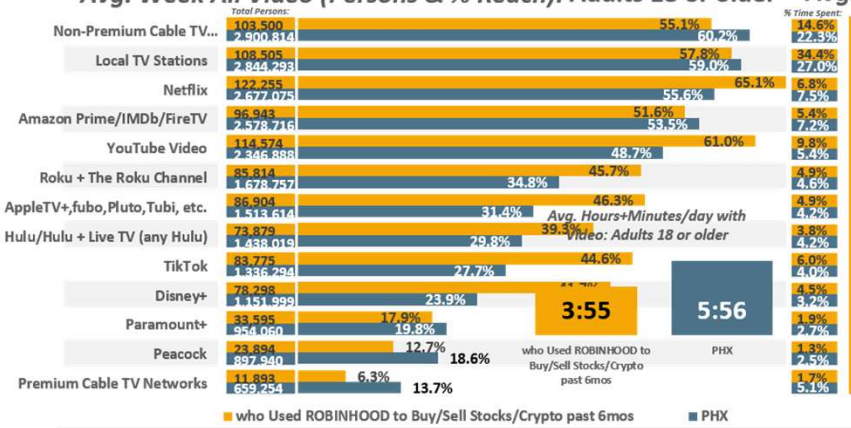
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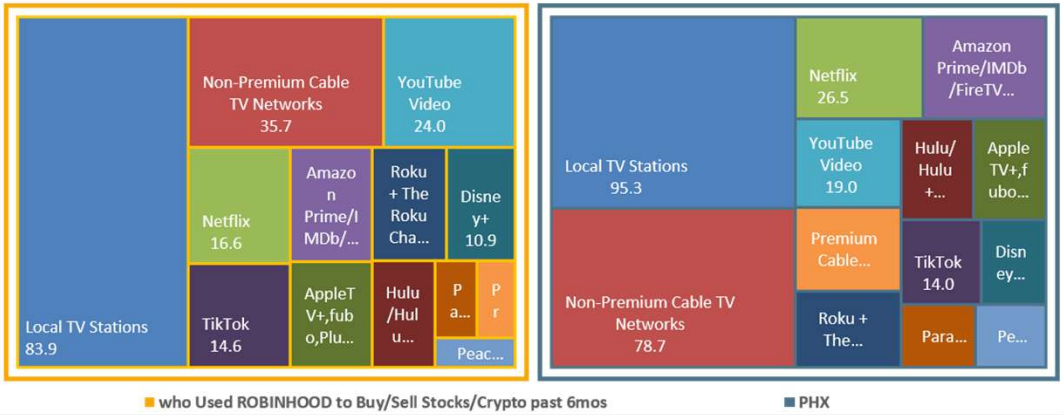


107,225 or 57.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 79.5 minutes every day representing 42.5% of all time spent daily with Ad-Supported Video.

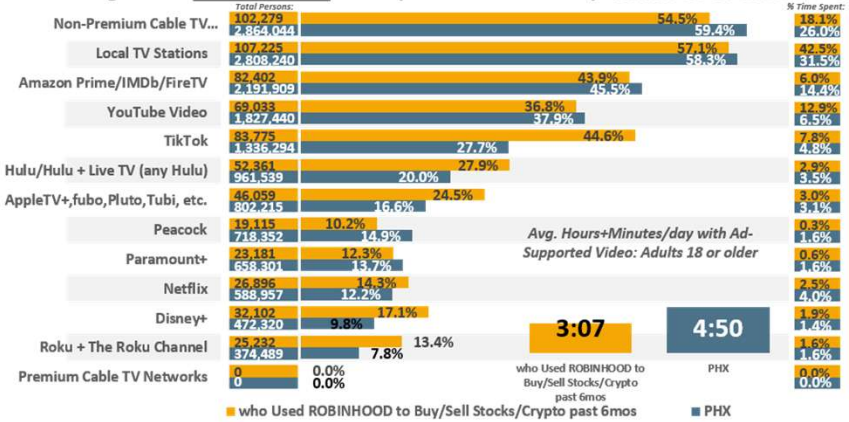
Avg. Week All Video (Persons & % Reach): Adults 18 or older



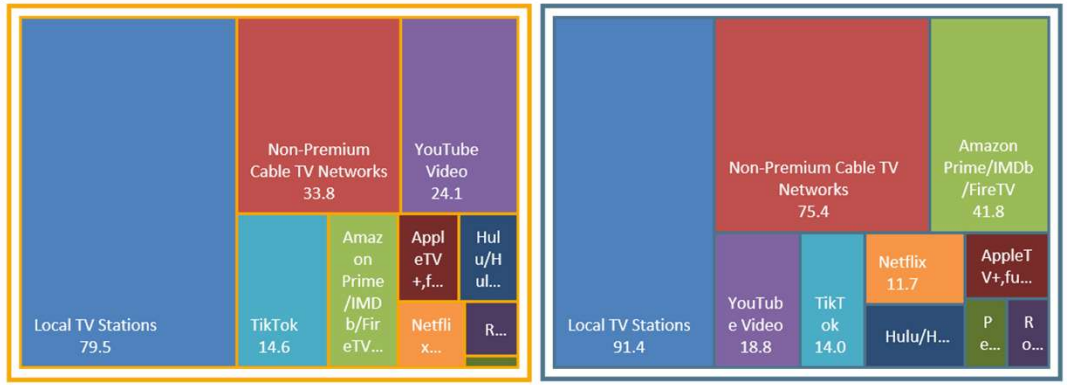
Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

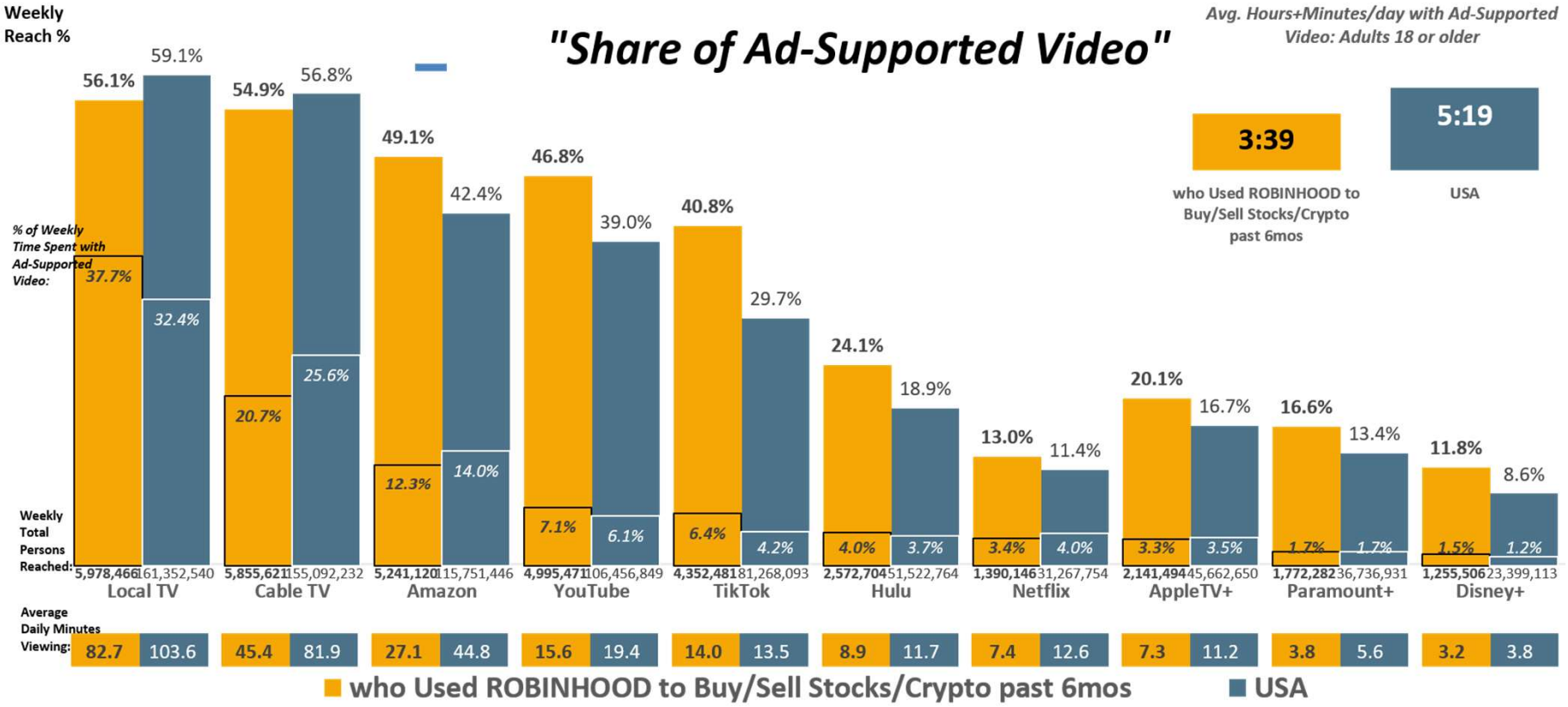
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



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.



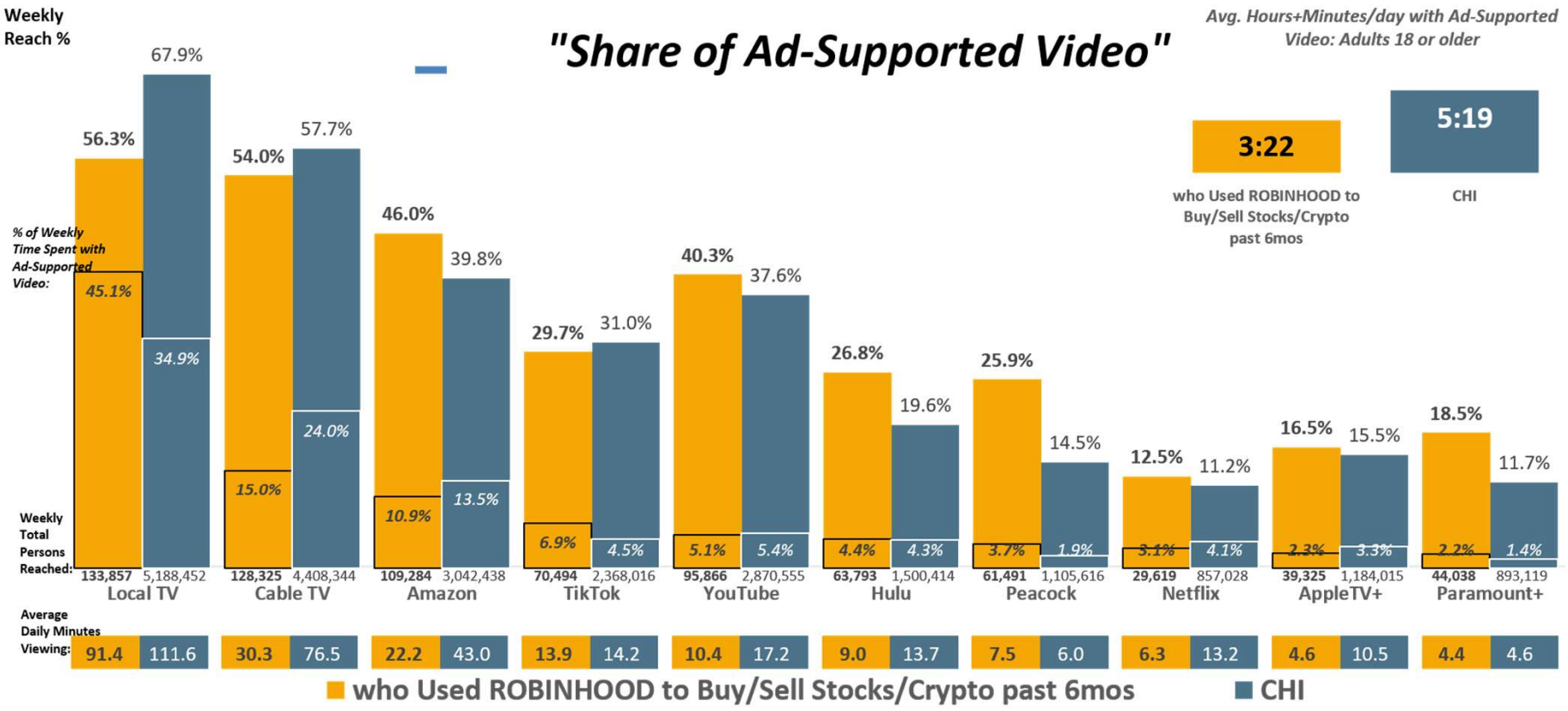
USA USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 797 Scarborough R2 2026: Feb25-Jul26 USA Projection Scarborough R2 2026: Feb25-Jul26 Qual Intab 24,329

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133,857 or 56.3% 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 91.4 minutes every day representing 45.1% of all time spent daily with Ad-Supported Video.



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

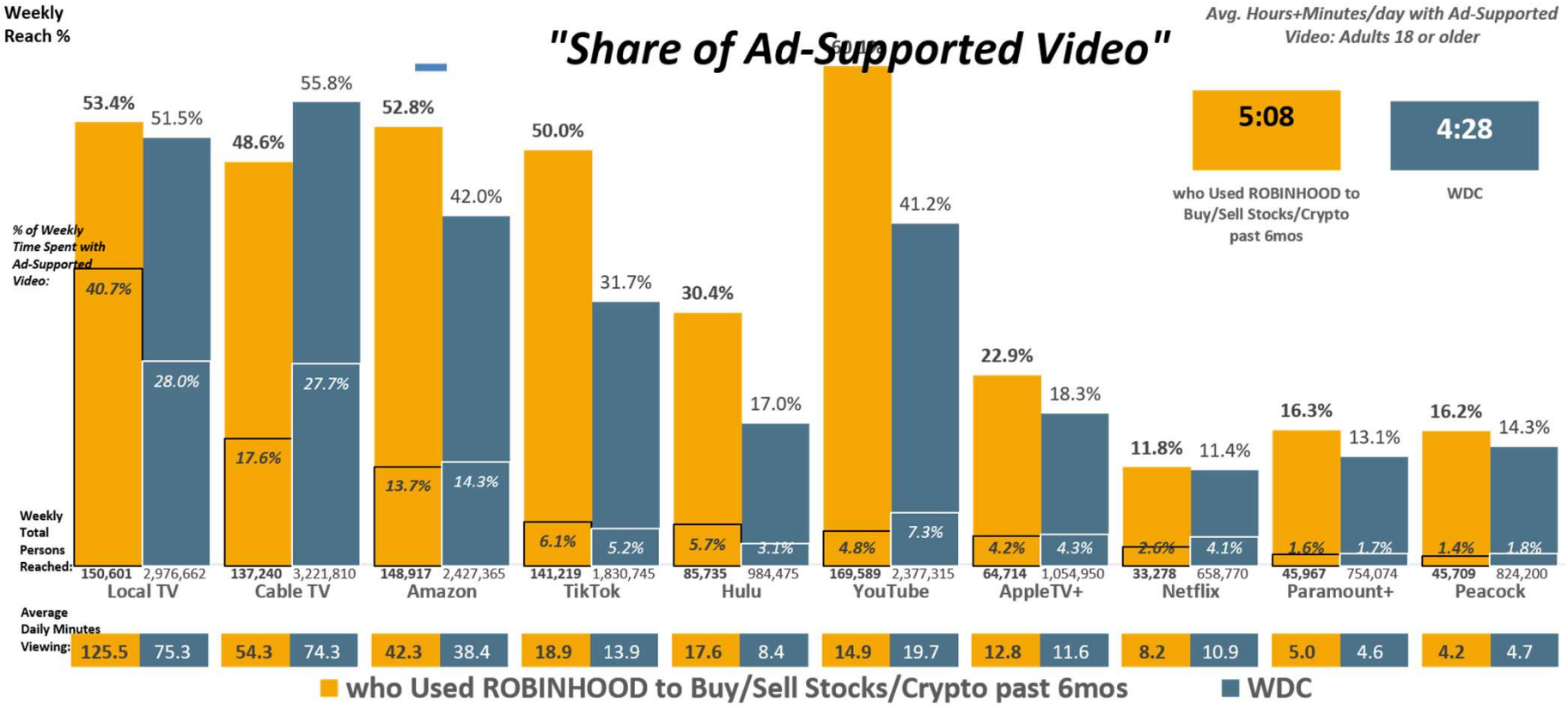
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150,601 or 53.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 125.5 minutes every day representing 40.7% of all time spent daily with Ad-Supported Video.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

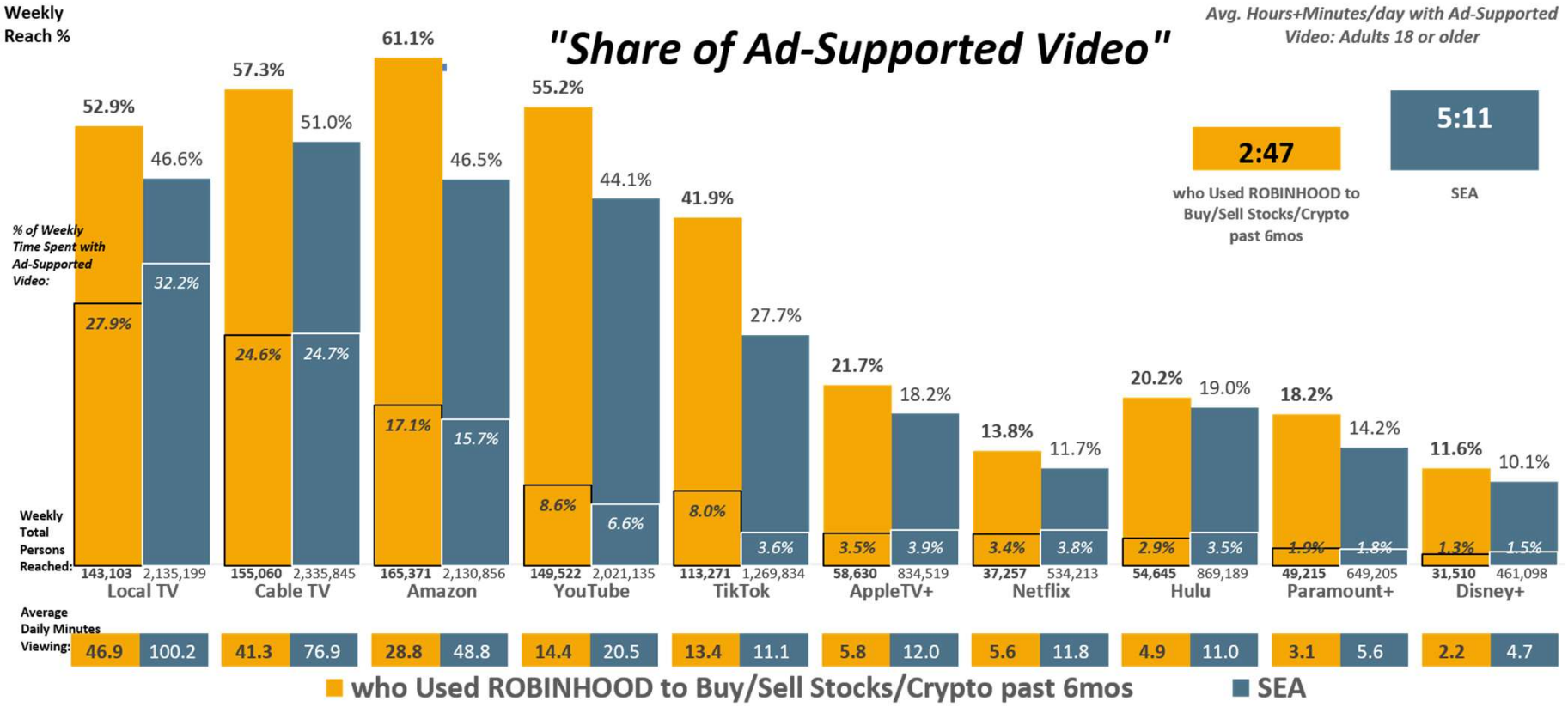
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143,103 or 52.9% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations for an average of 46.9 minutes every day representing 27.9% of all time spent daily with Ad-Supported Video.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

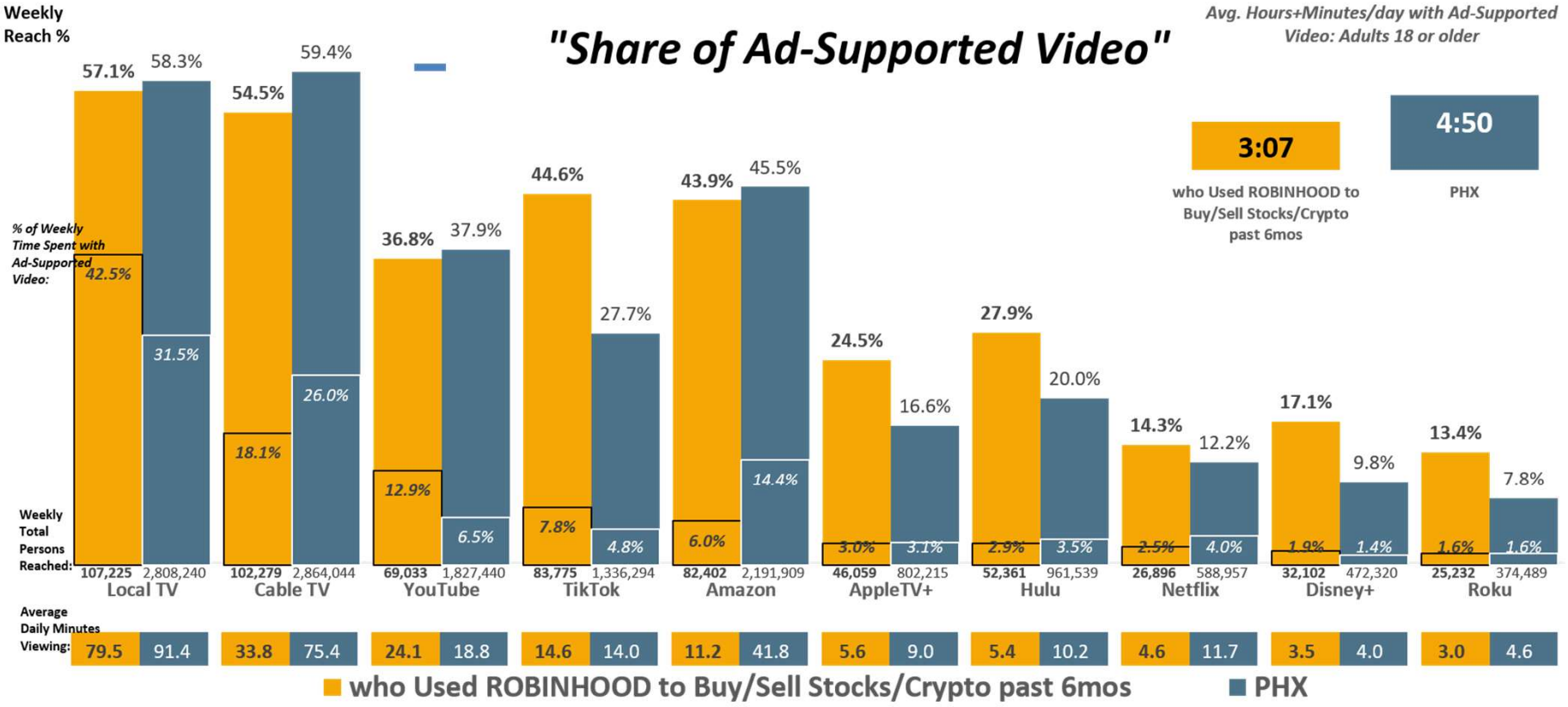
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



107,225 or 57.1% 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 79.5 minutes every day representing 42.5% of all time spent daily with Ad-Supported Video.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

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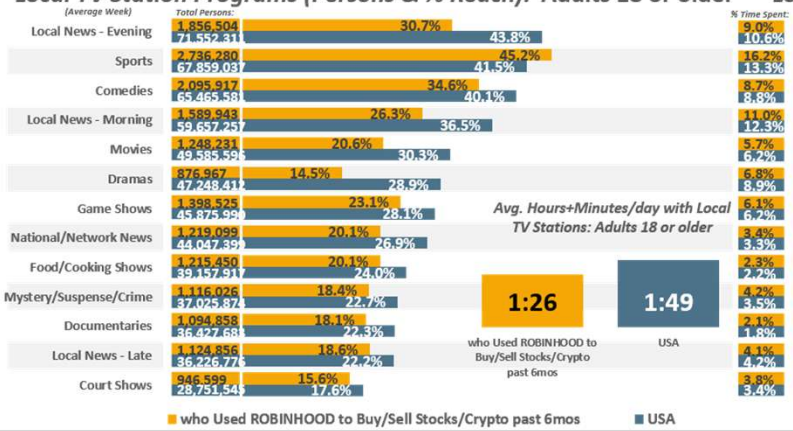
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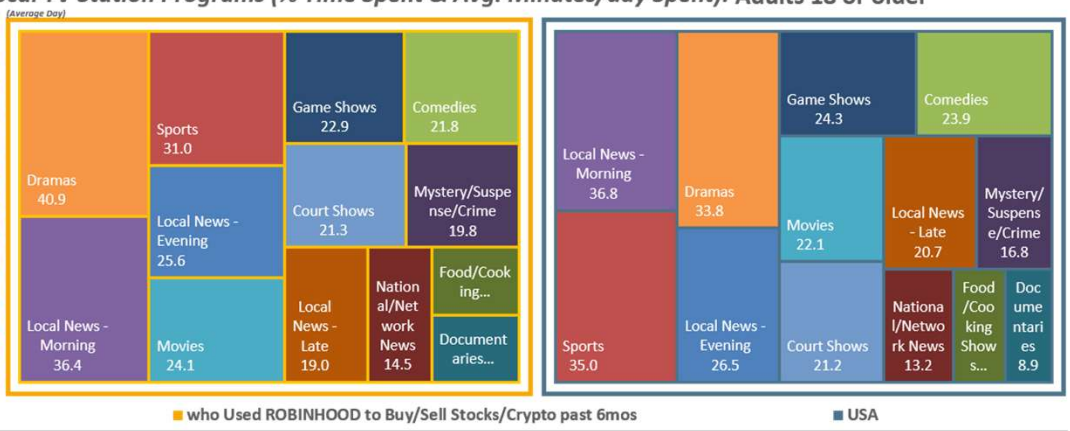


5,978,466 or 56.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Local News - Morning, Game Shows, and Movies.

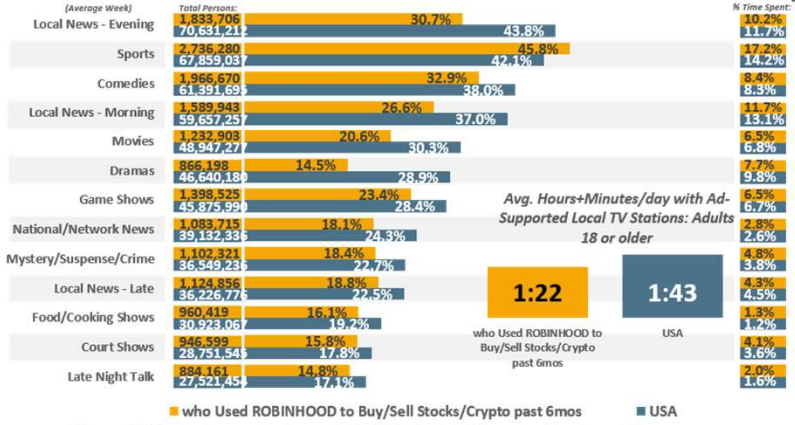
Local TV Station Programs (Persons & % Reach): Adults 18 or older



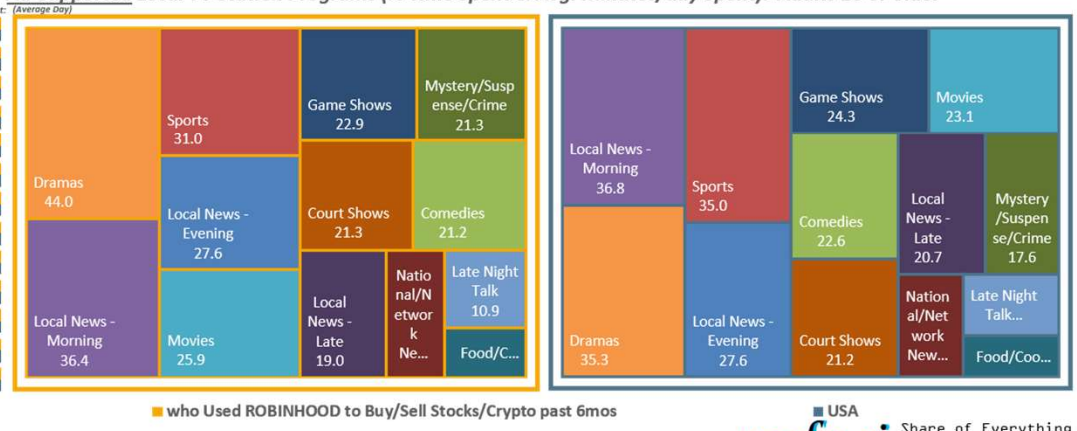
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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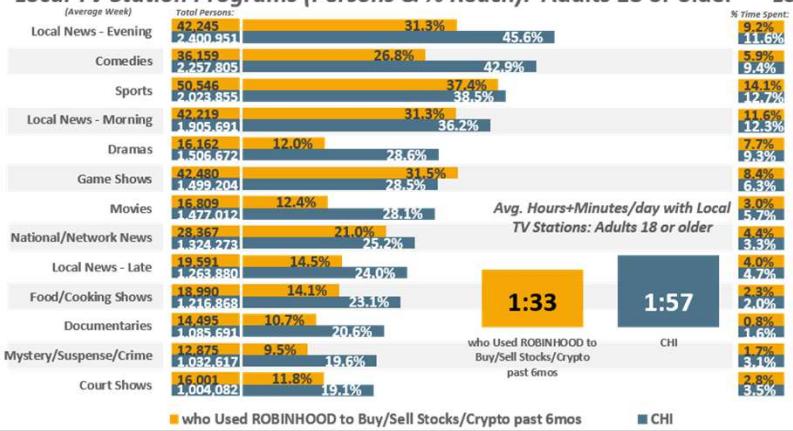
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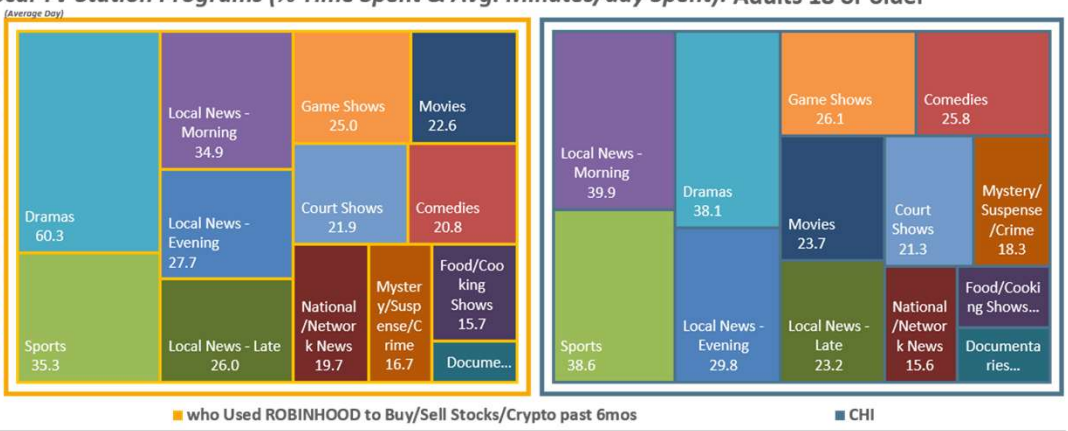


133,857 or 56.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Game Shows, Local News - Morning, Local News - Evening, Comedies, and National/Network News.

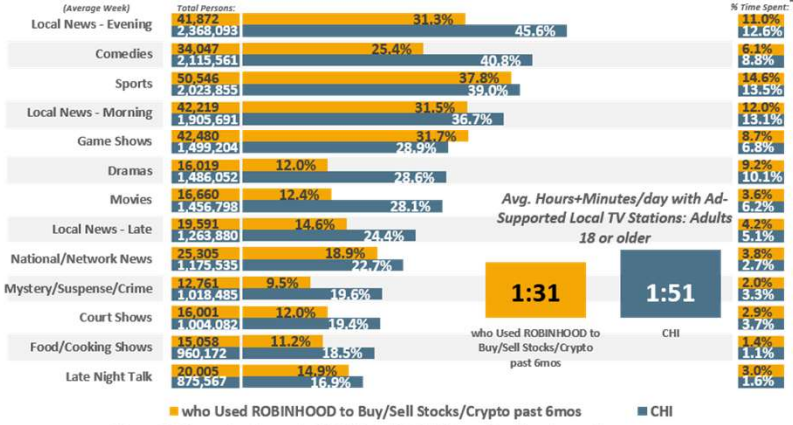
Local TV Station Programs (Persons & % Reach): Adults 18 or older



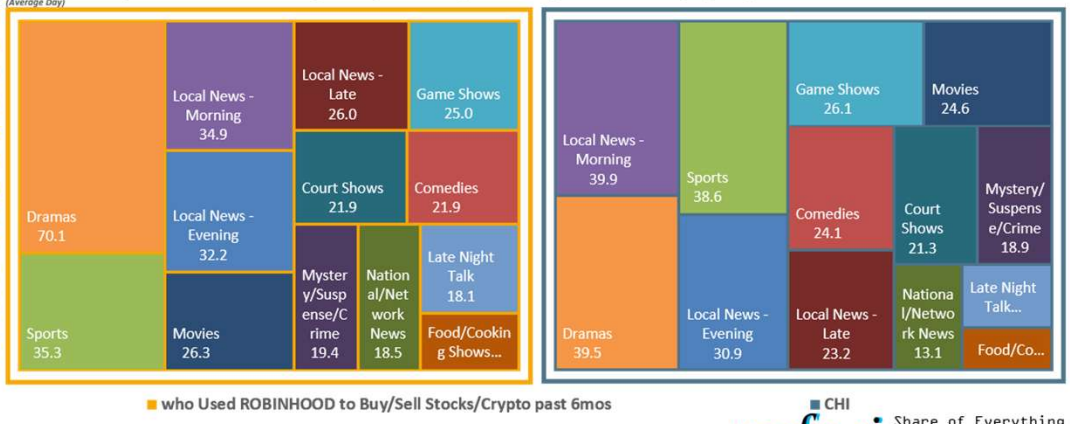
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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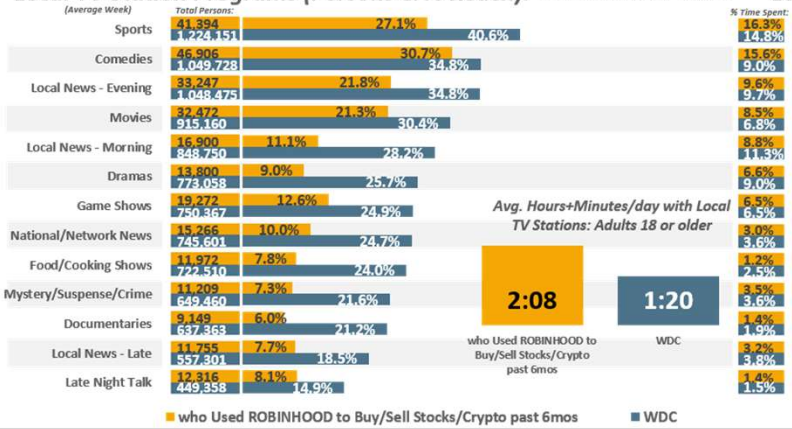
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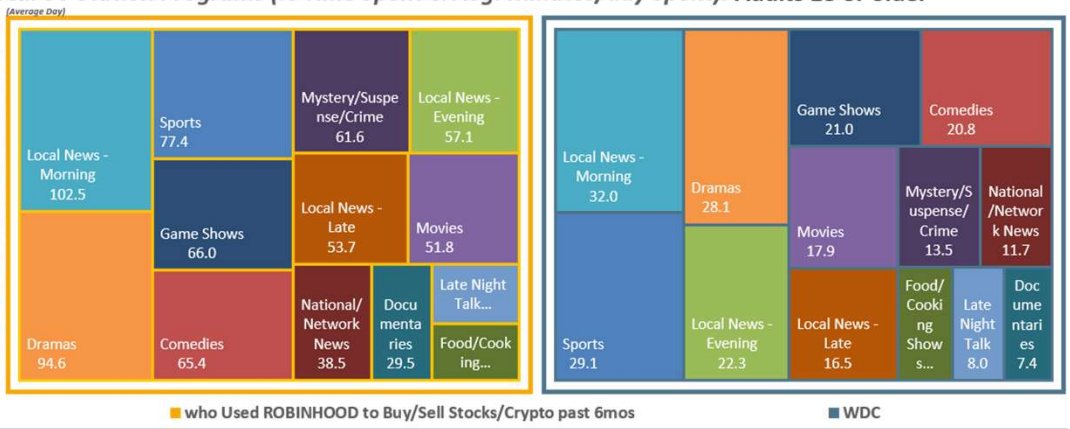


150,601 or 53.4% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Comedies, Sports, Local News - Evening, Movies, Court Shows, and Game Shows.

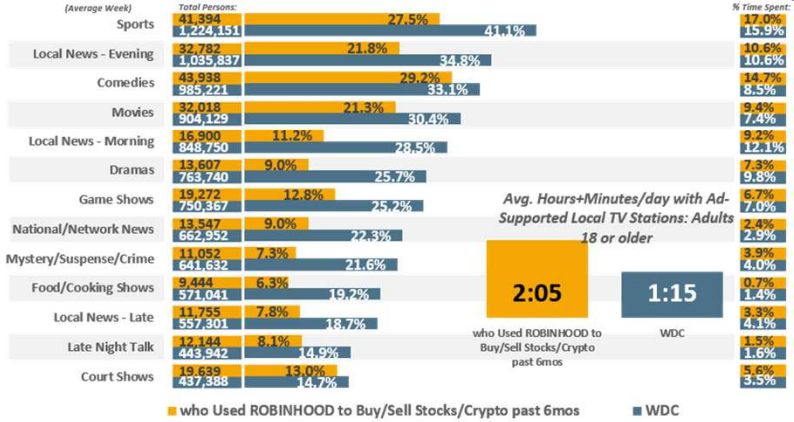
Local TV Station Programs (Persons & % Reach): Adults 18 or older



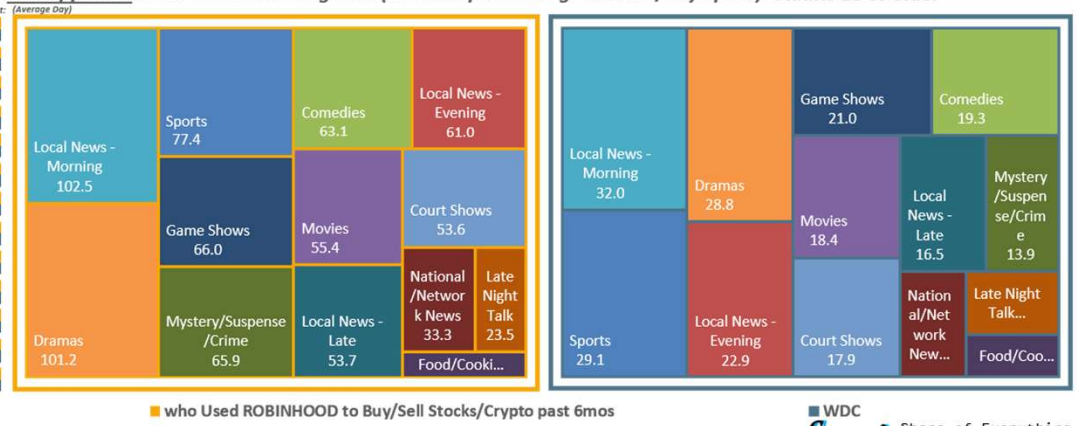
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

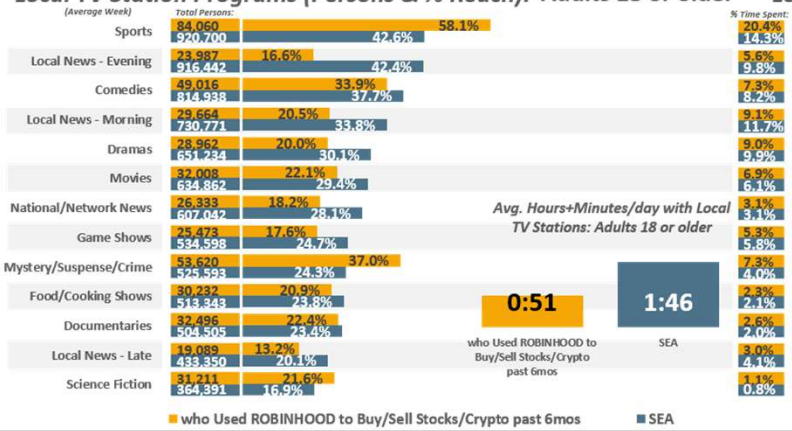
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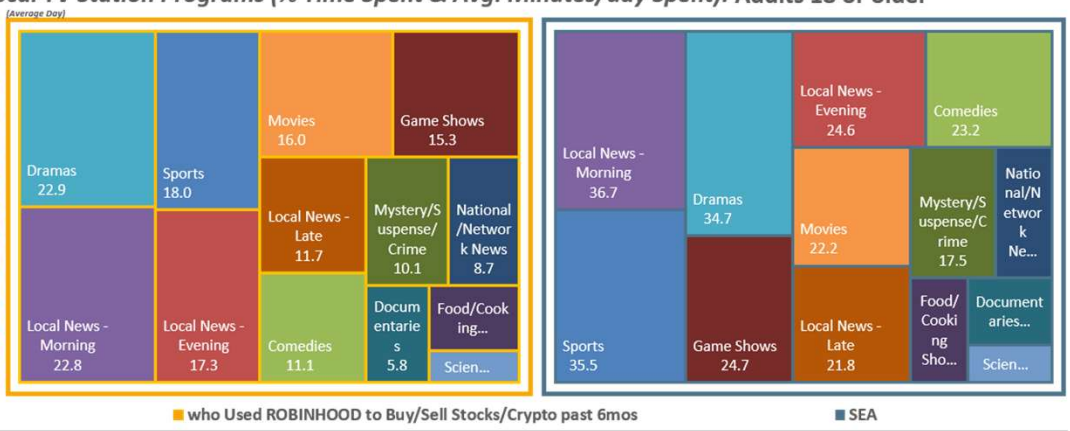
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143,103 or 52.9% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Mystery/Suspense/Crime, Comedies, Movies, Science Fiction, and Local News - Morning.

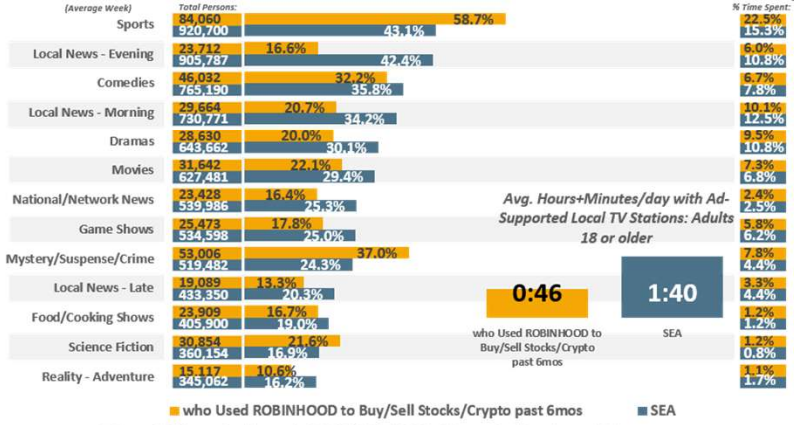
Local TV Station Programs (Persons & % Reach): Adults 18 or older



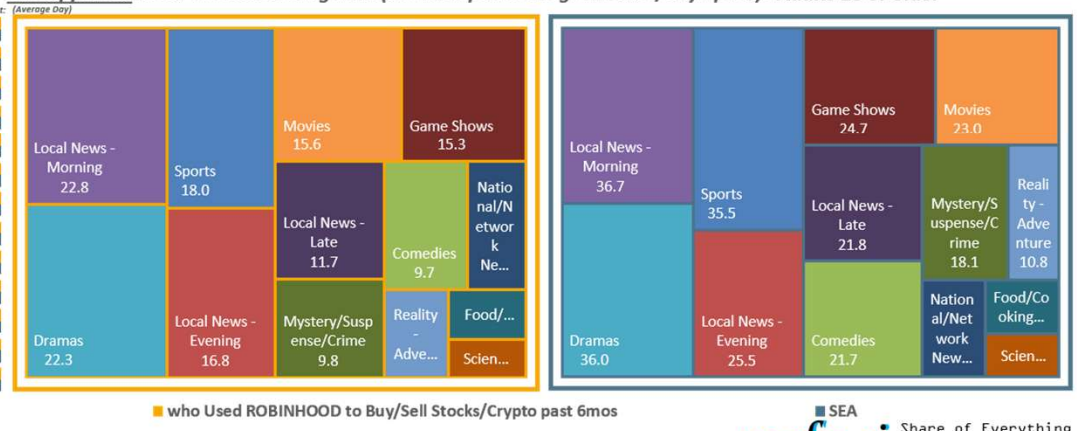
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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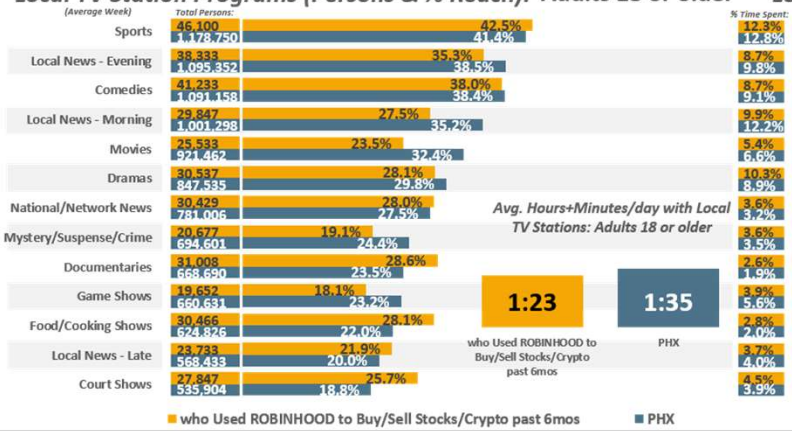
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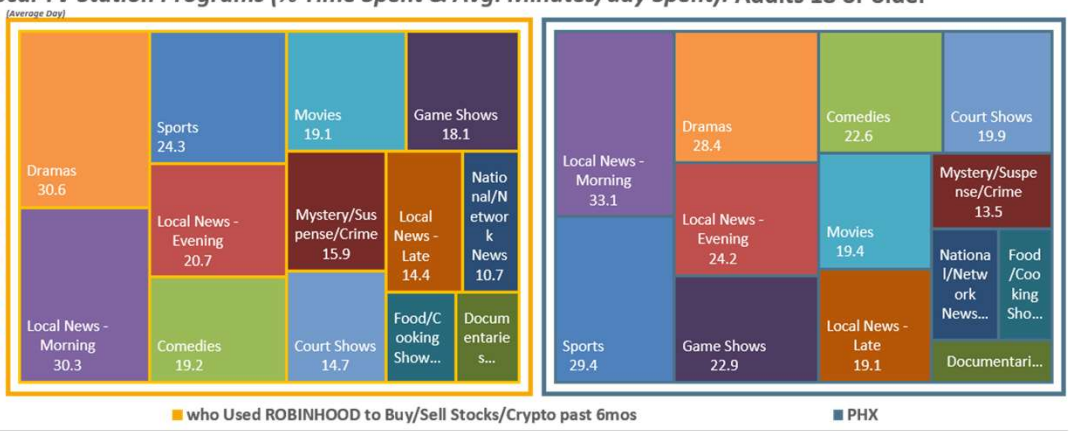


107,225 or 57.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Comedies, Local News - Evening, Dramas, Local News - Morning, and Science Fiction.

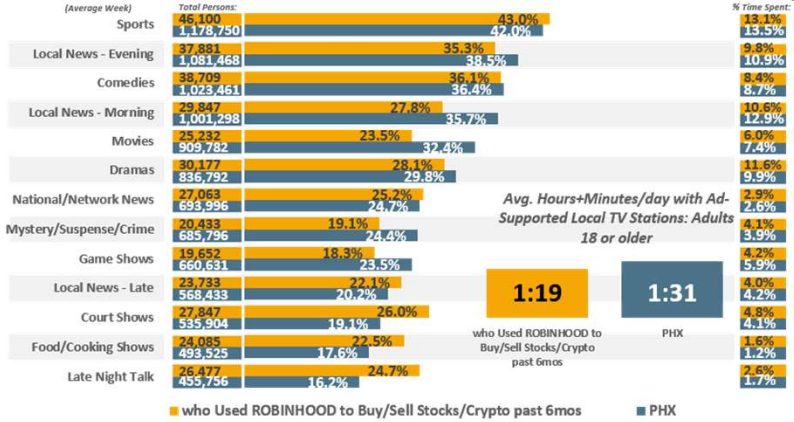
Local TV Station Programs (Persons & % Reach): Adults 18 or older



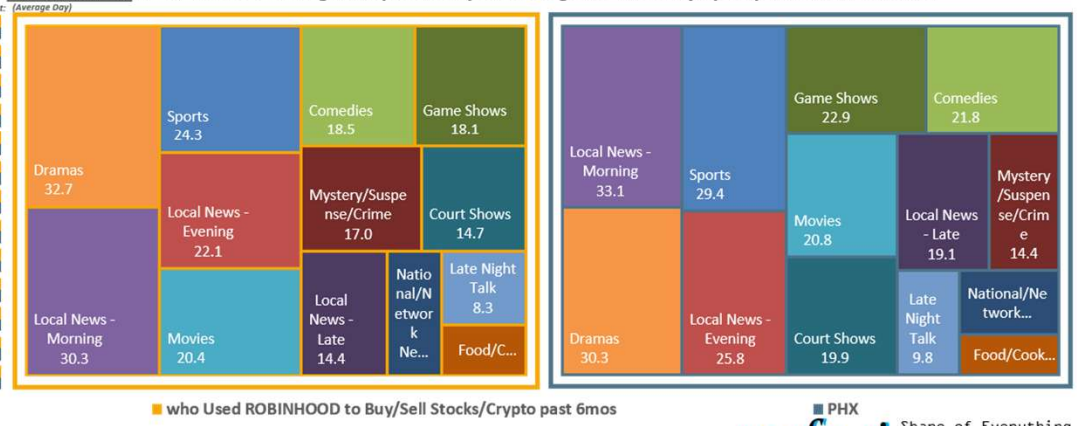
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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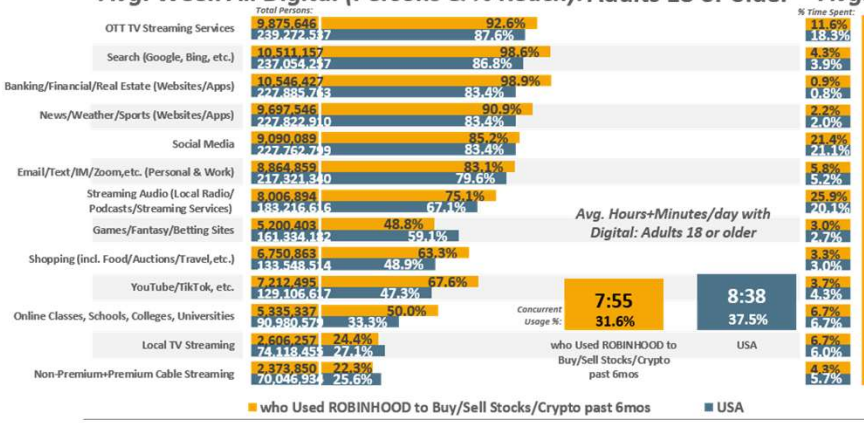
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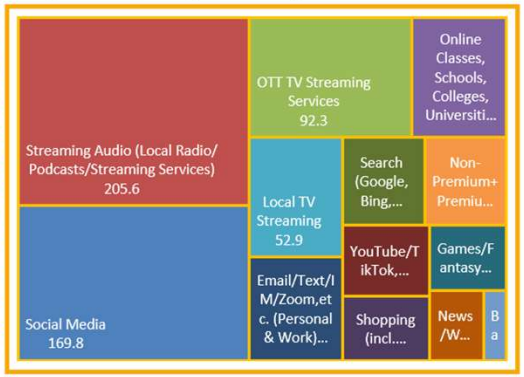


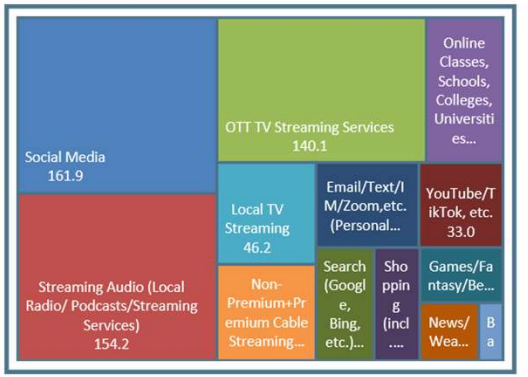
7,693,632 or 72.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 143.7 minutes every day representing 26.4% of all time spent daily with Ad-Supported Digital Media.

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



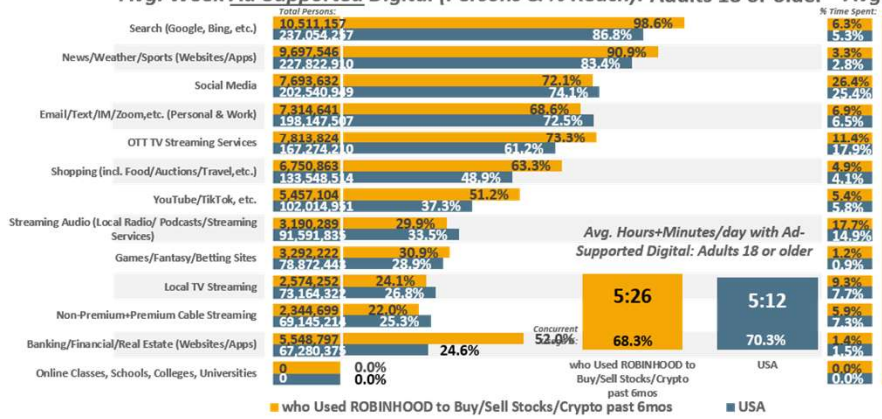
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



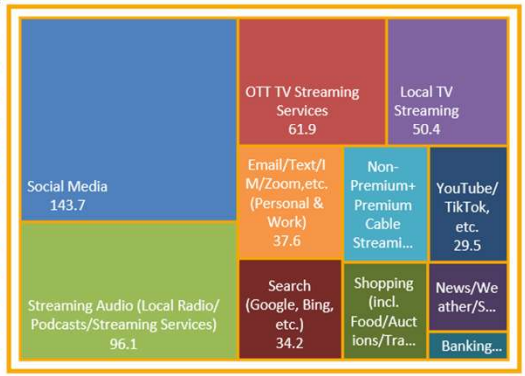


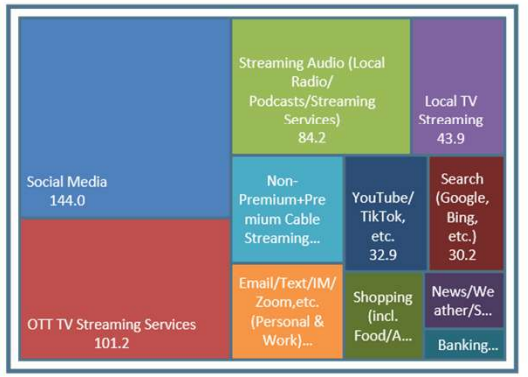
■ who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos ■ USA

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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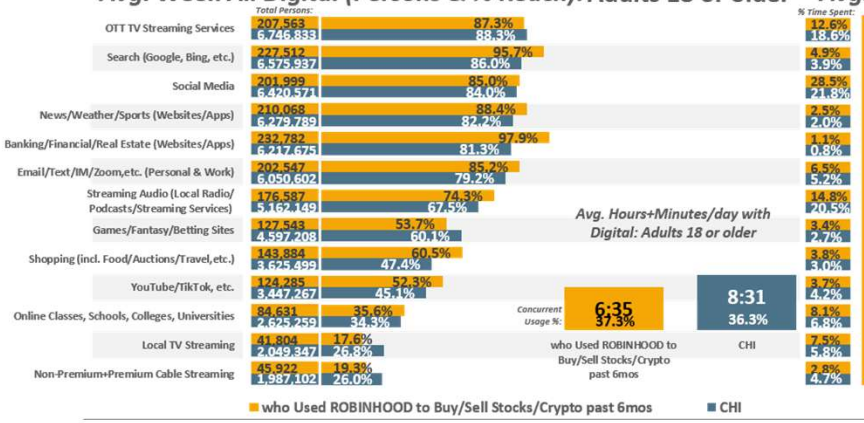
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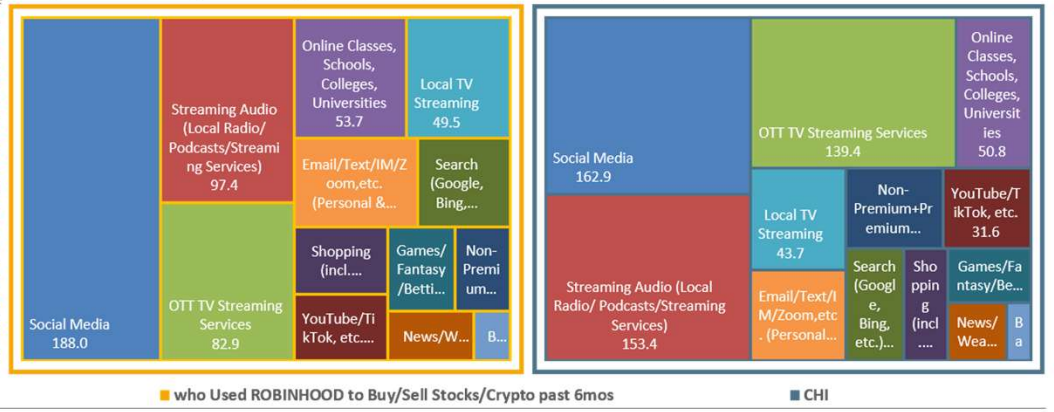


159,059 or 66.9% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 148.1 minutes every day representing 31.9% of all time spent daily with Ad-Supported Digital Media.

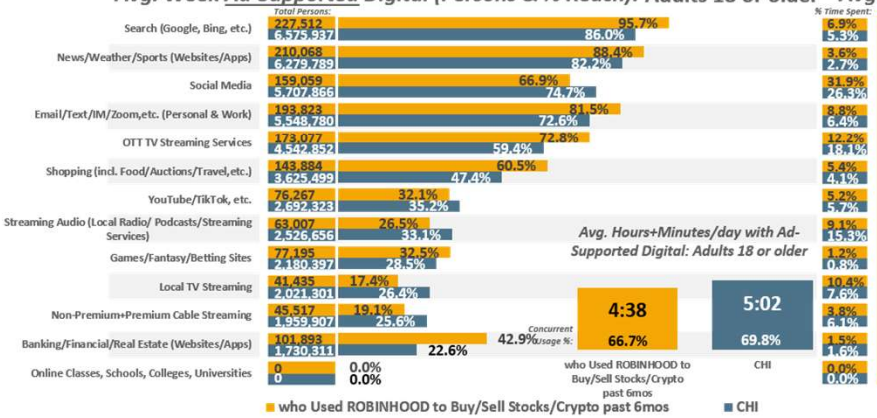
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



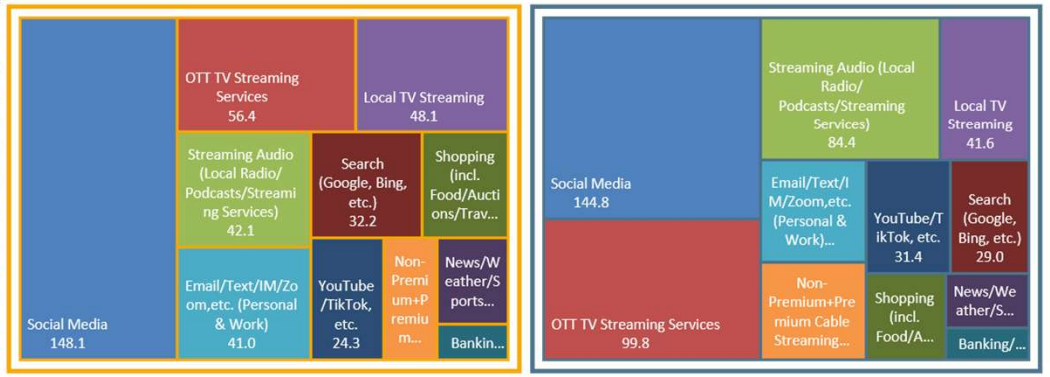
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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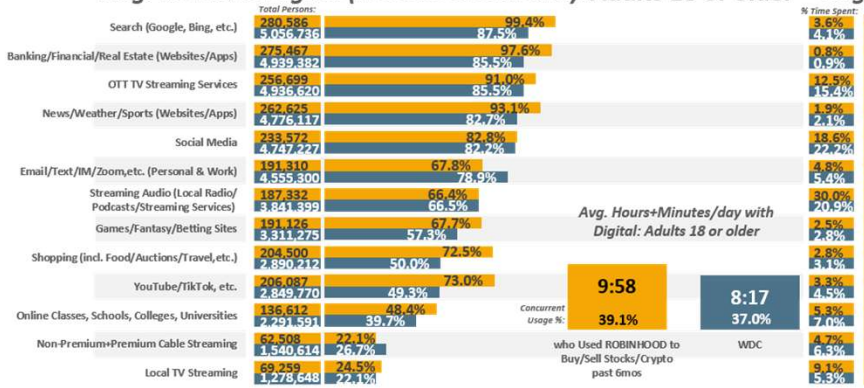
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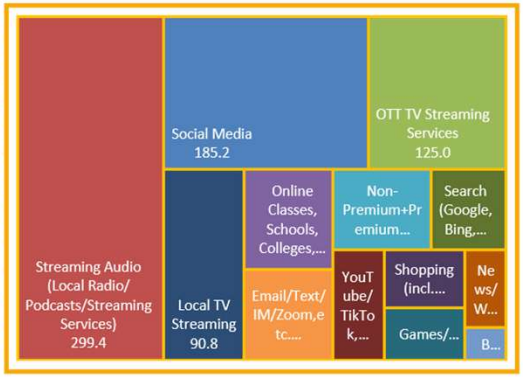


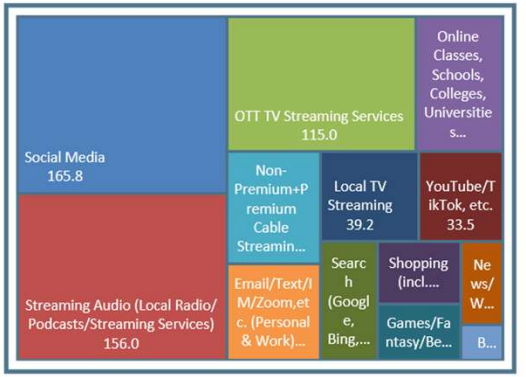
208,795 or 74.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 165.5 minutes every day representing 23.8% of all time spent daily with Ad-Supported Digital Media.

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

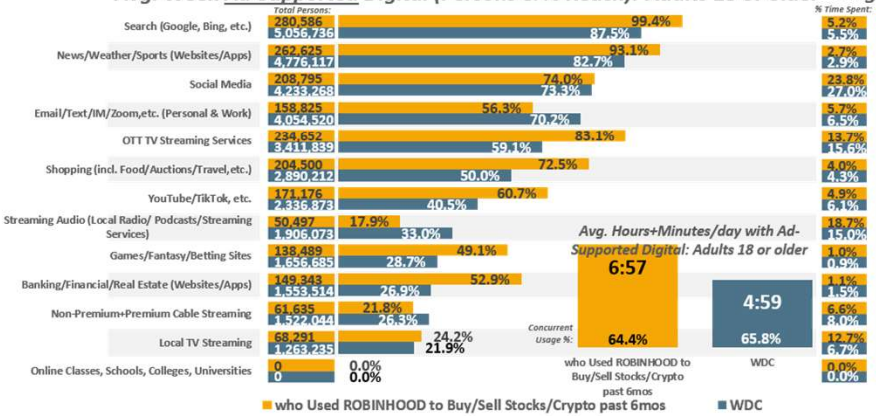


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

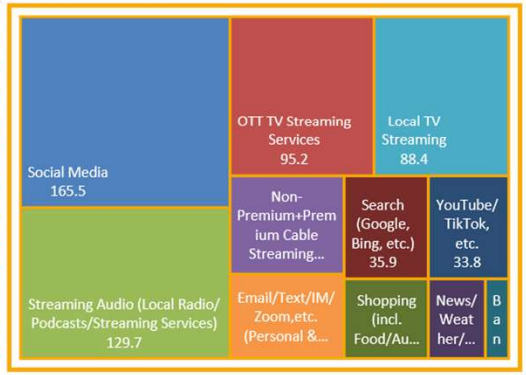


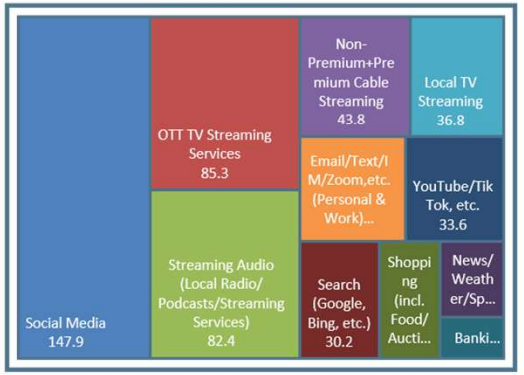


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

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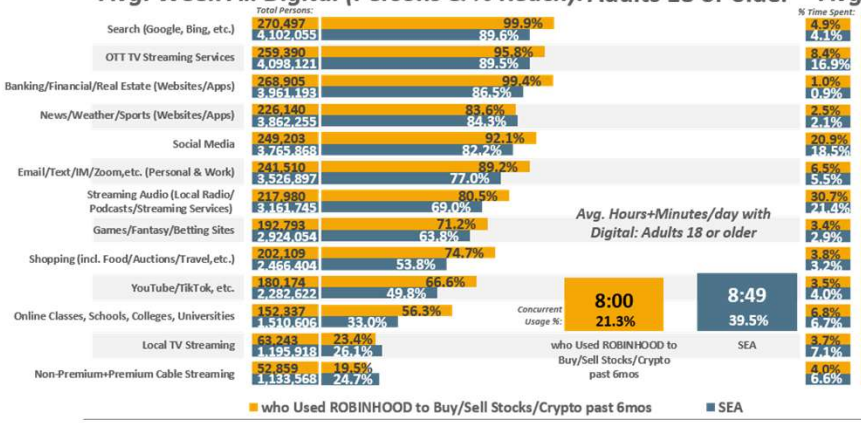
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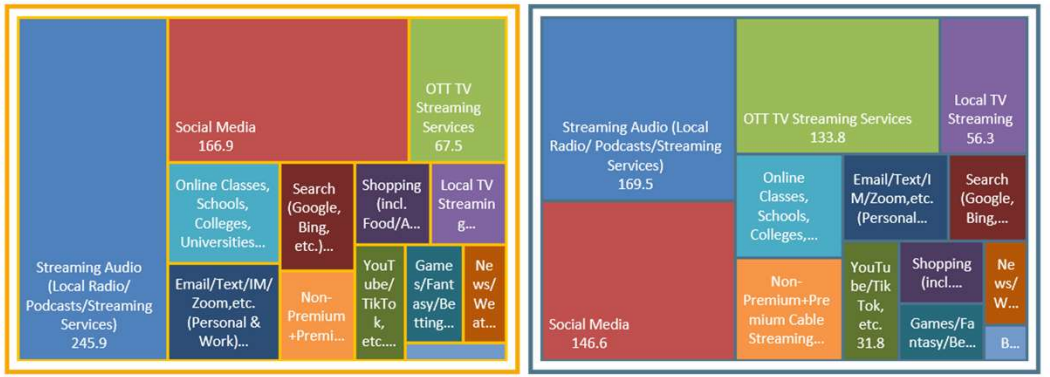


229,790 or 84.9% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 153.9 minutes every day representing 27.6% of all time spent daily with Ad-Supported Digital Media.

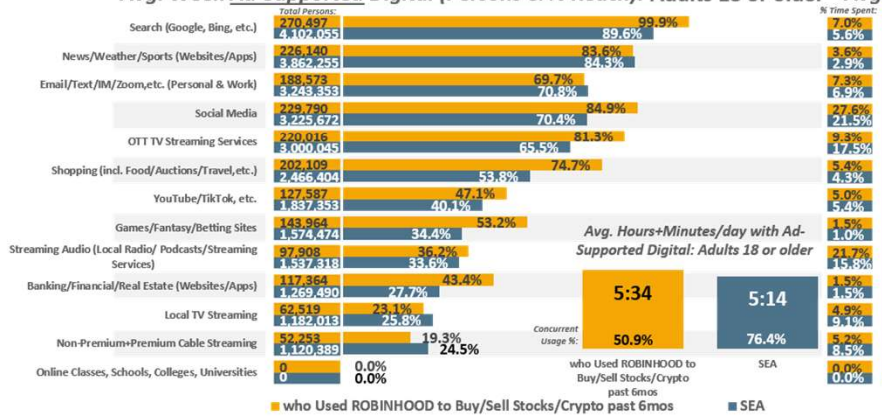
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



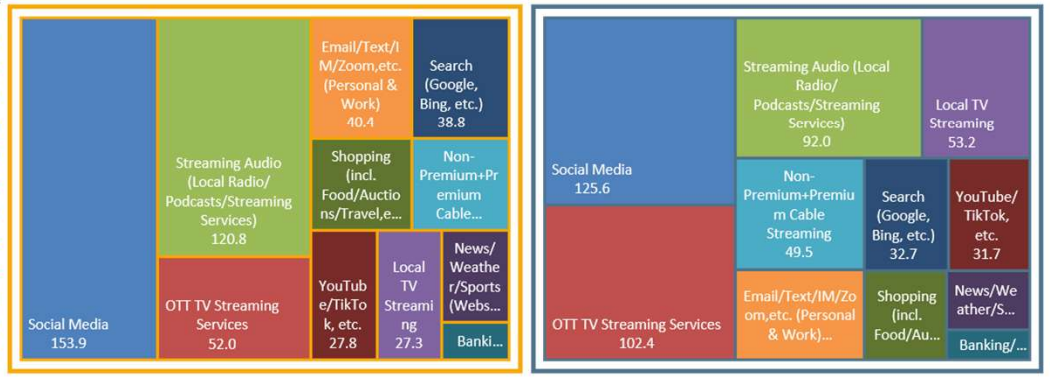
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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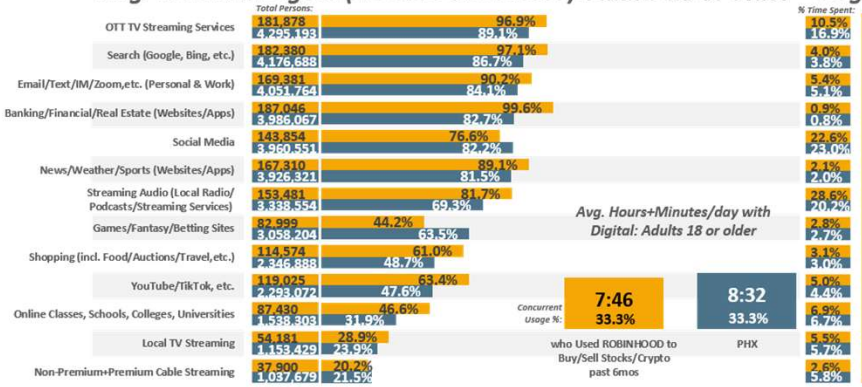
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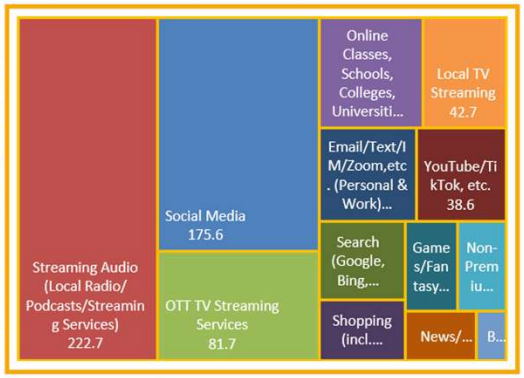


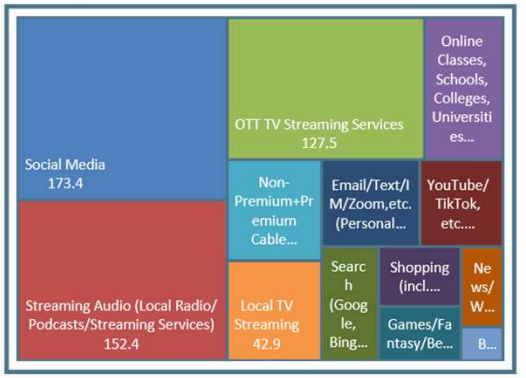
104,503 or 55.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Social Media for an average of 127.5 minutes every day representing 27.% of all time spent daily with Ad-Supported Digital Media.

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

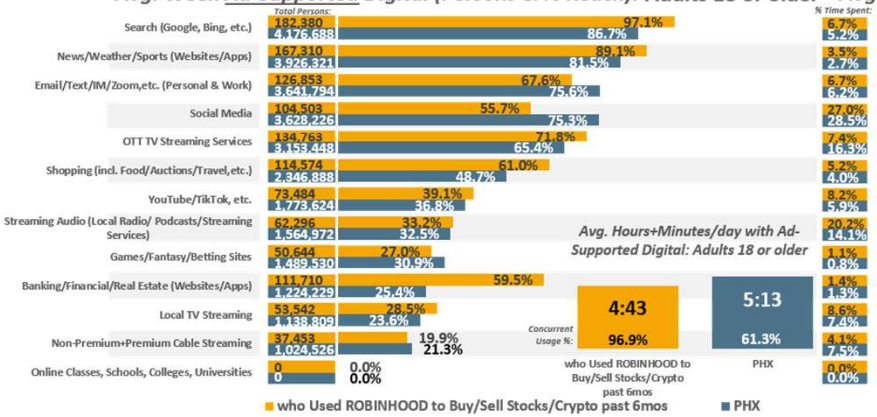


Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

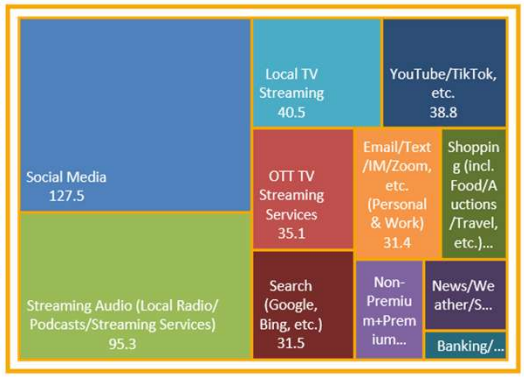


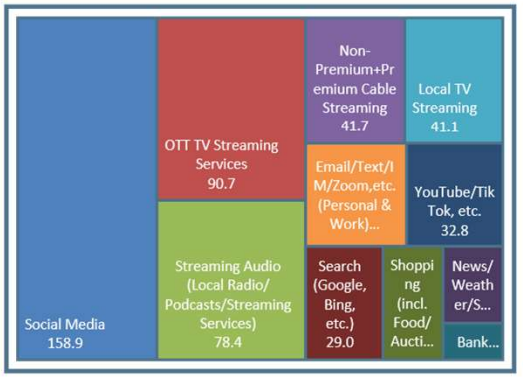


Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



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





PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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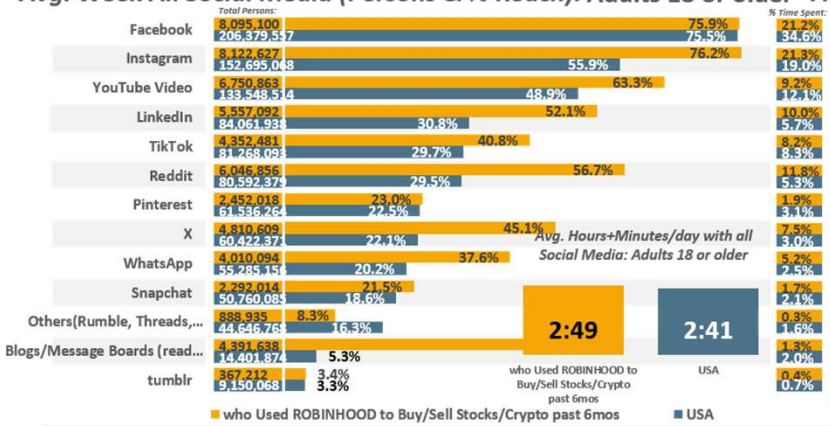
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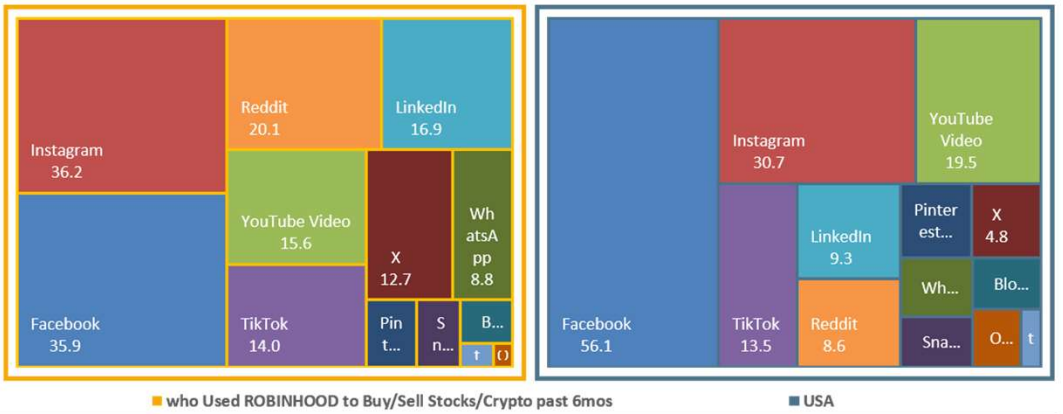


7,693,632 or 72.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 45.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.

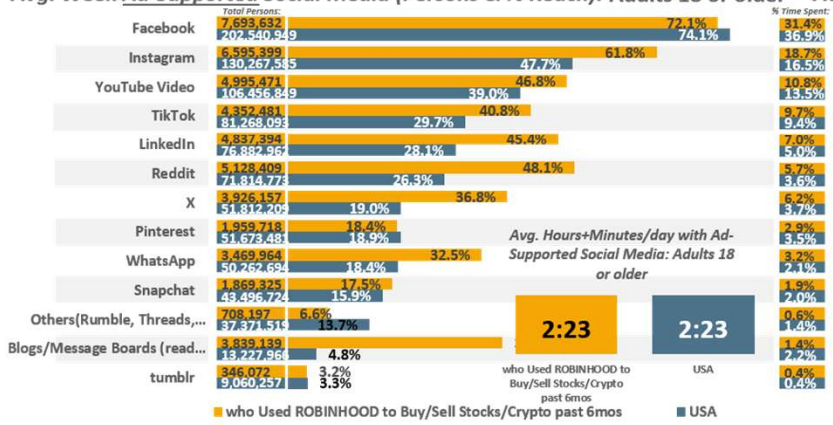
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



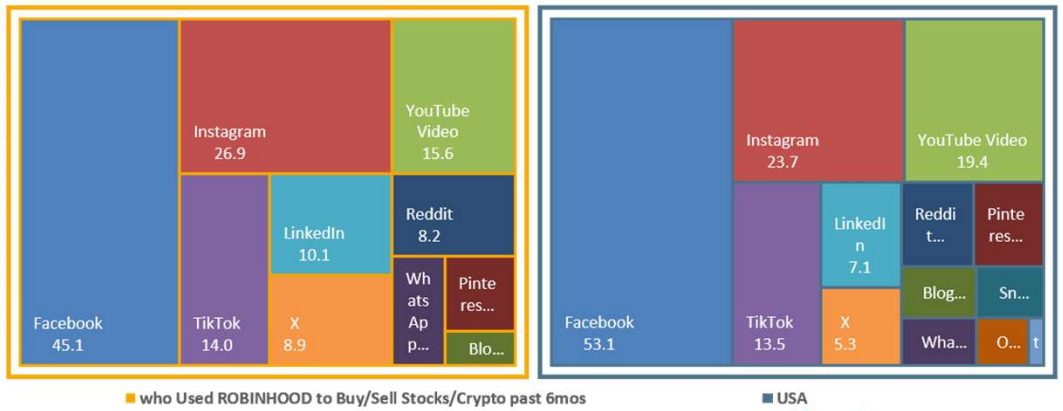
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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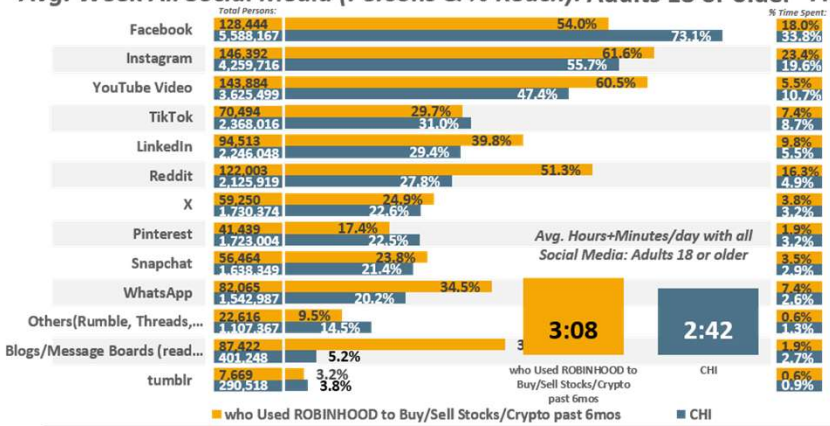
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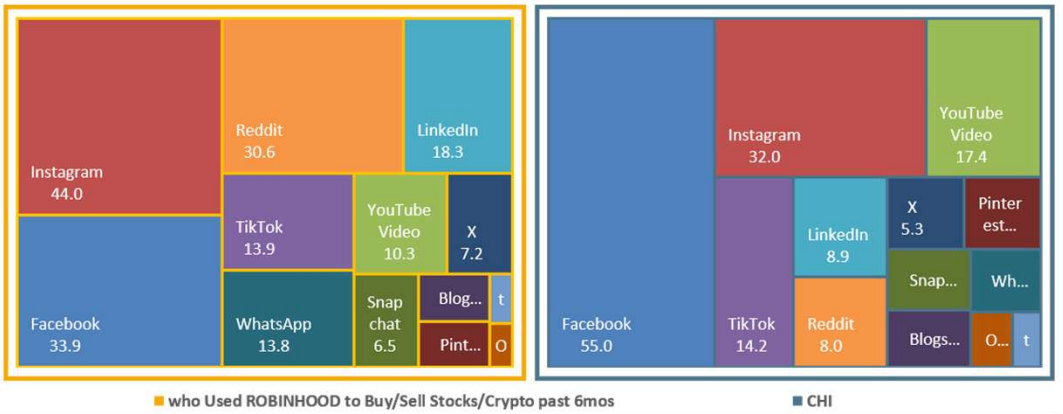


128,444 or 54.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 48.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.

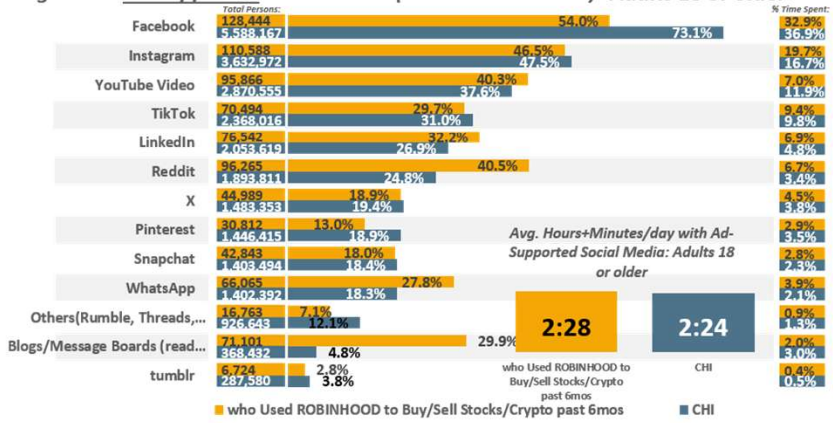
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



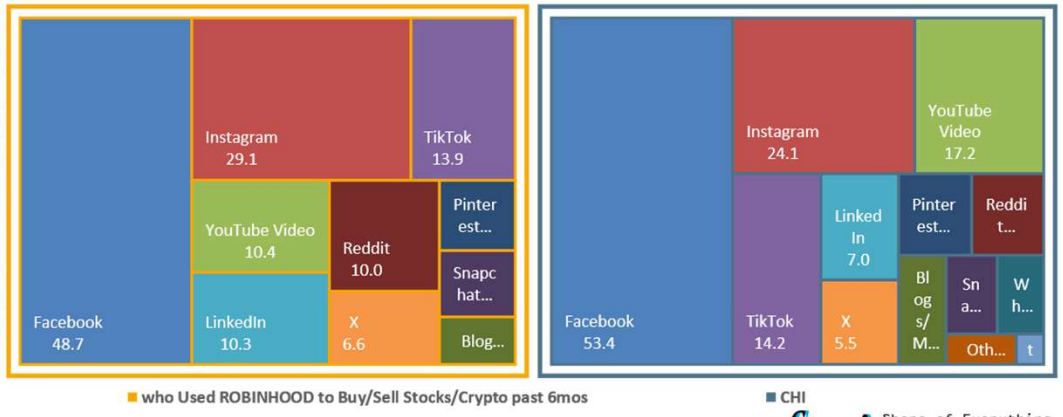
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week <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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

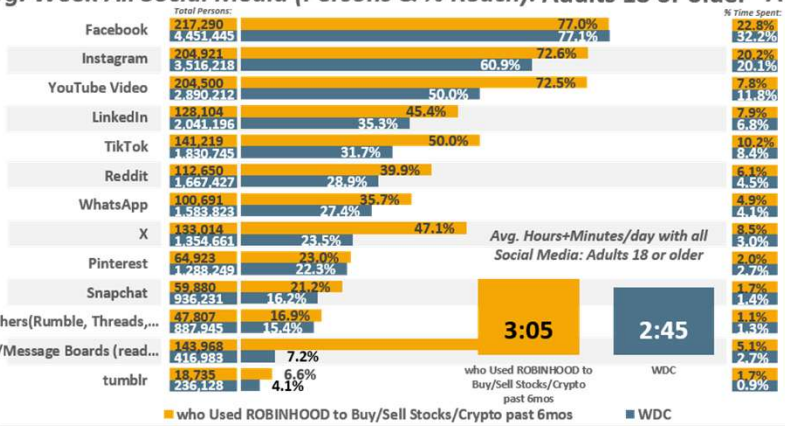
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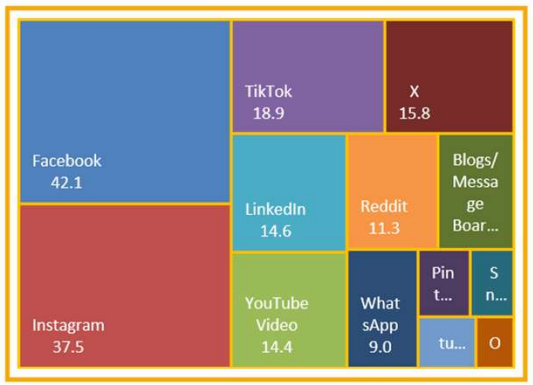
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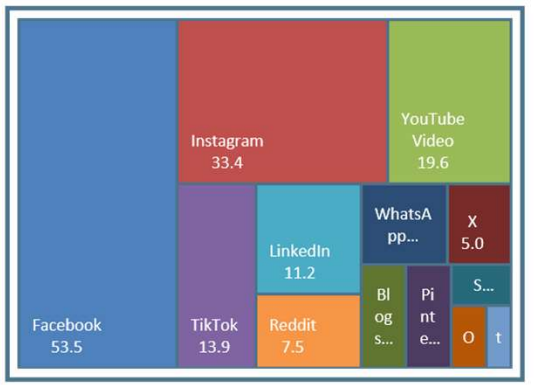
208,795 or 74.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 50.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.

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

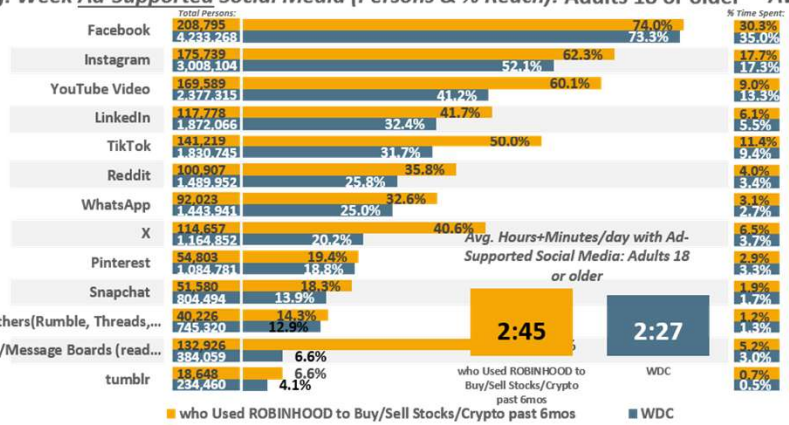


Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

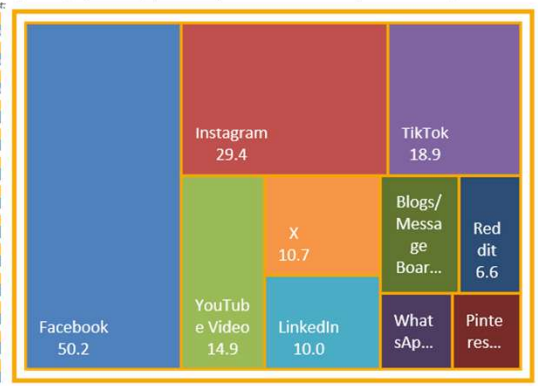


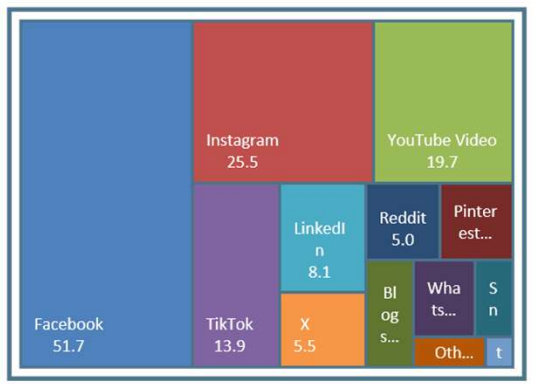


Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older



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





WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

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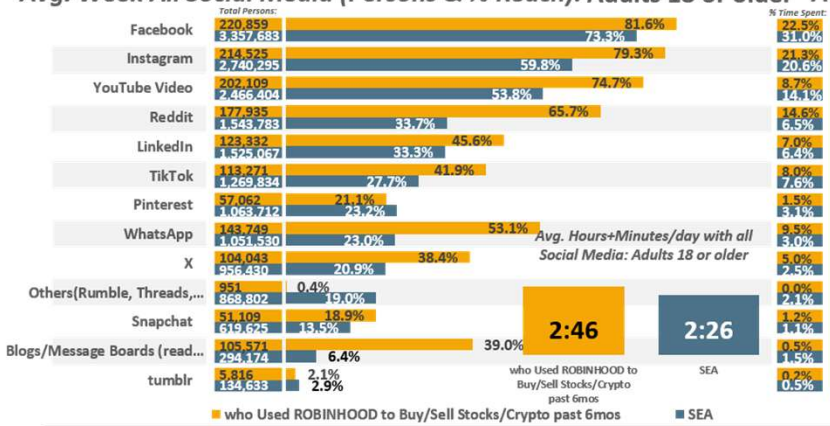
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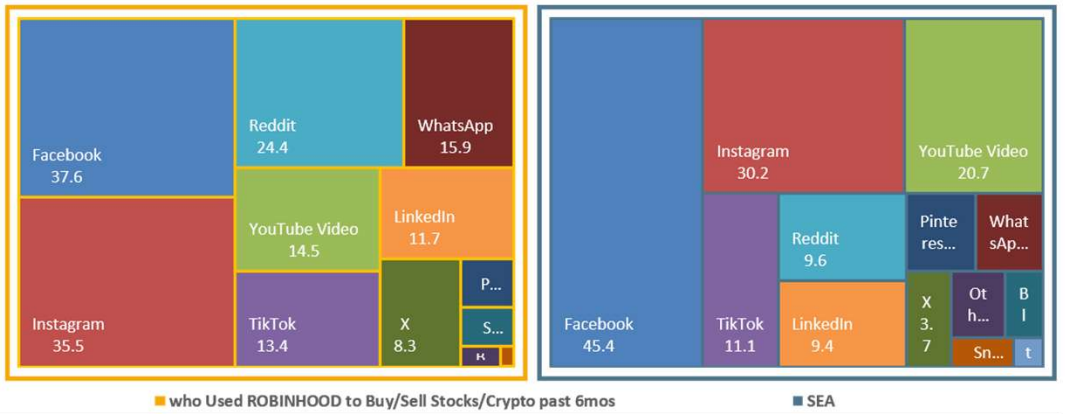


220,859 or 81.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 51.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.

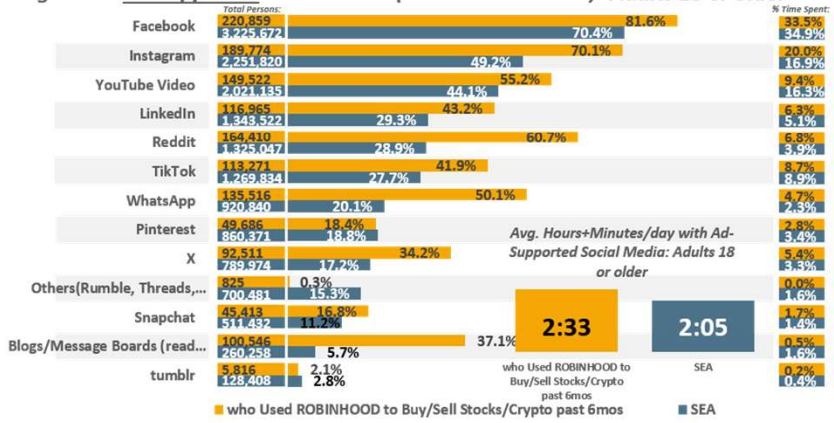
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



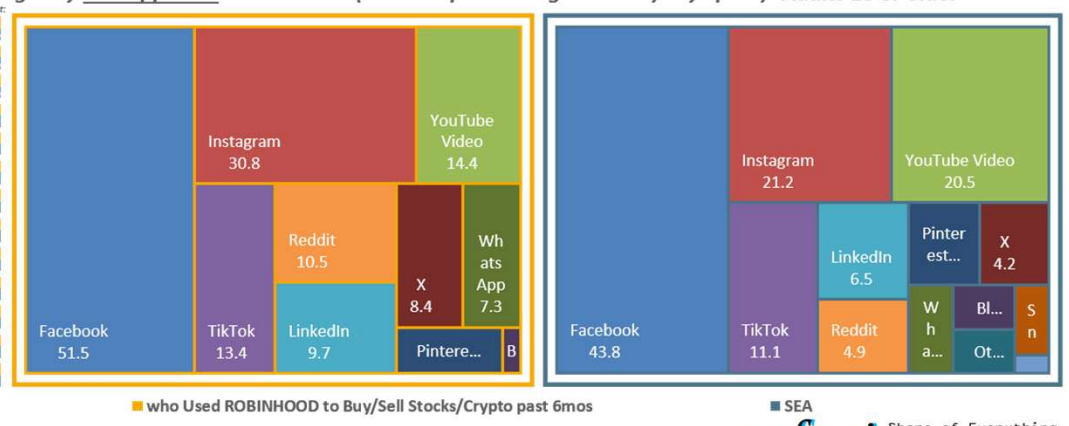
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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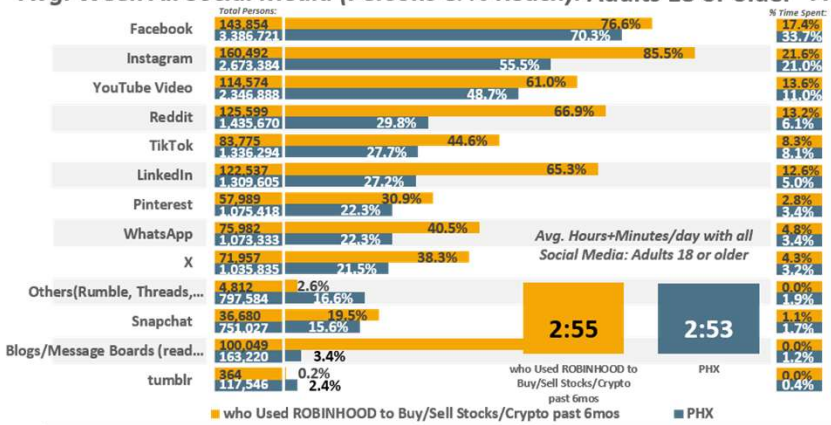
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

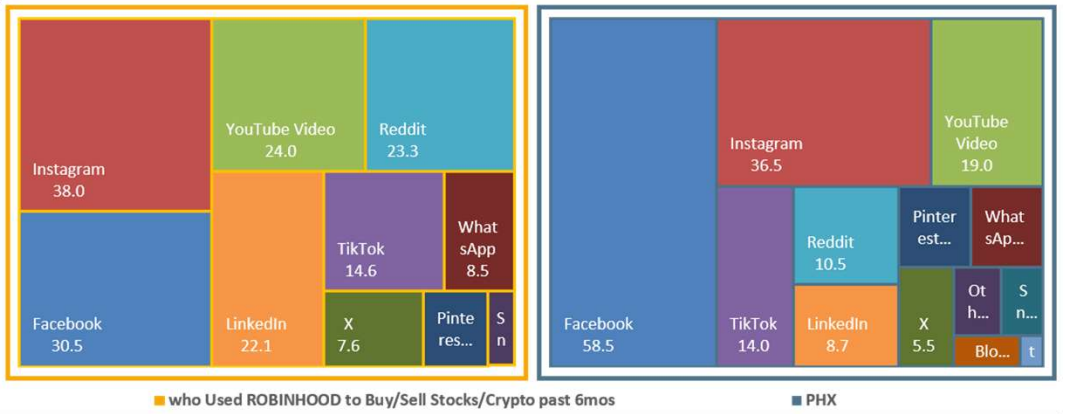


104,503 or 55.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 31.5 minutes every day representing 24.7% of all time spent daily with Ad-Supported Social Media.

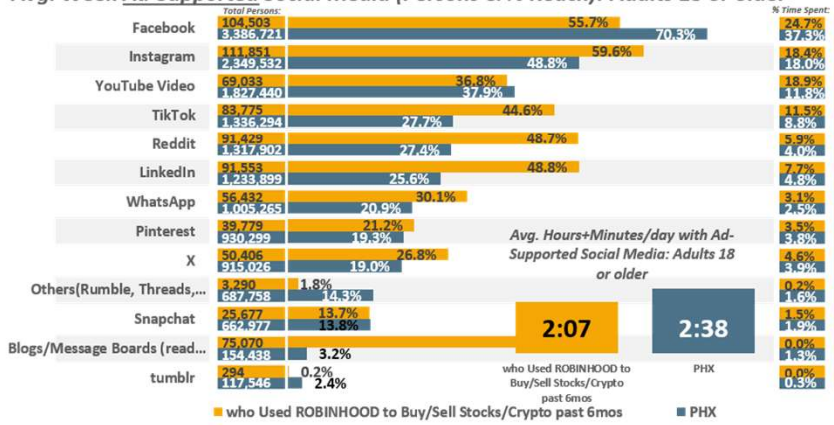
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older



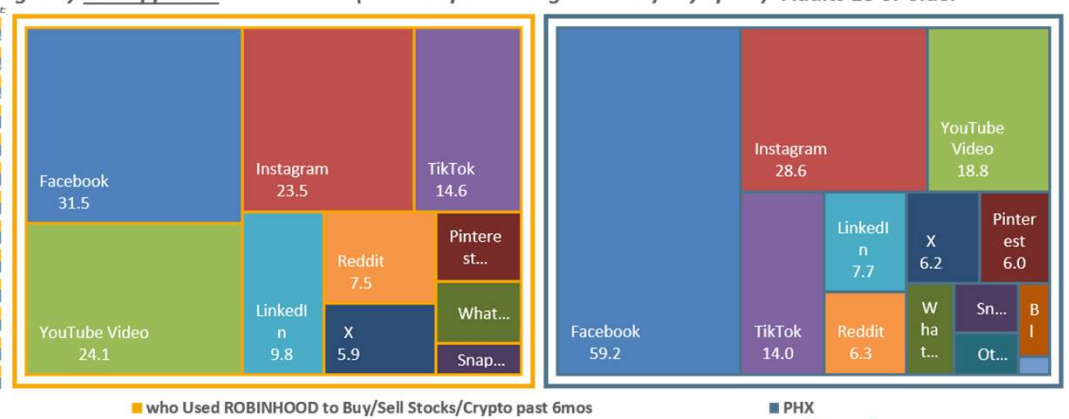
Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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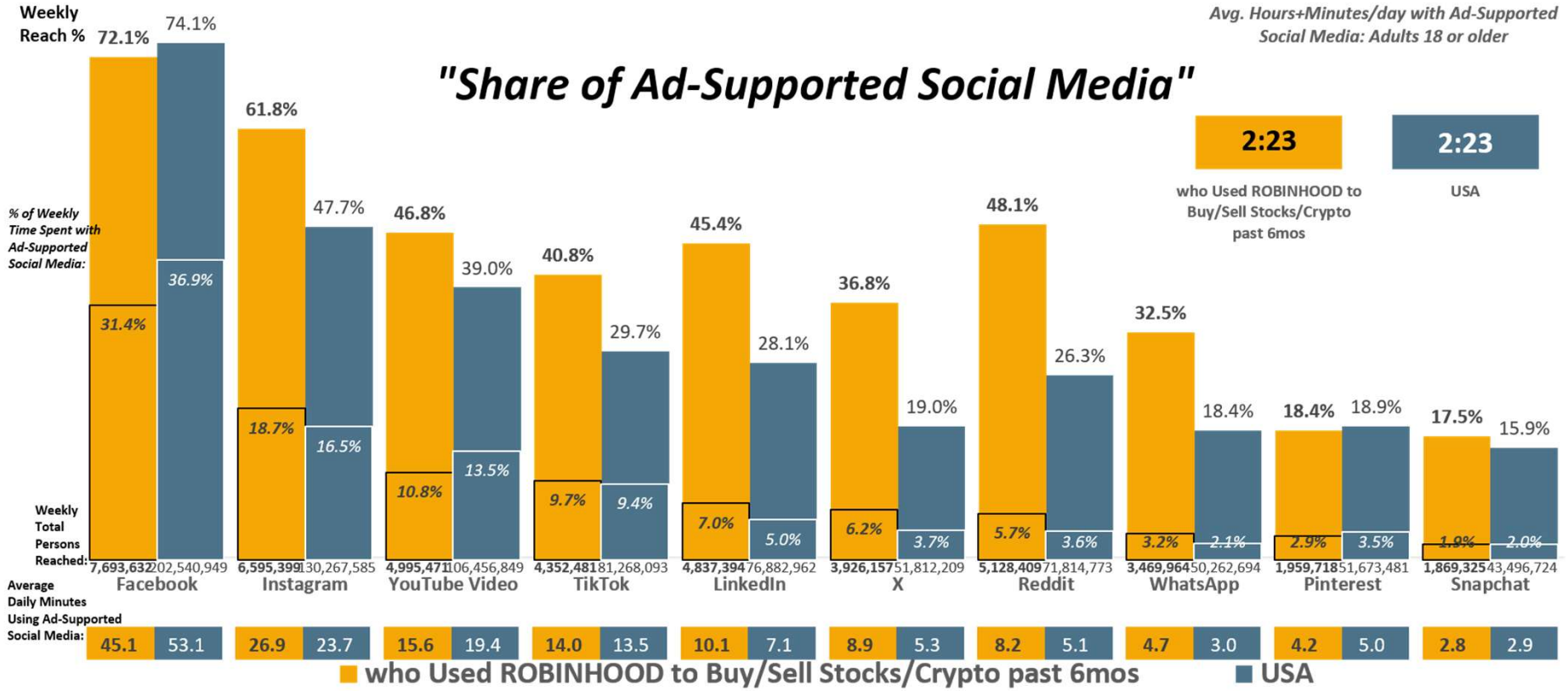
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7,693,632 or 72.1% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 45.1 minutes every day representing 31.4% of all time spent daily with Ad-Supported Social Media.



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

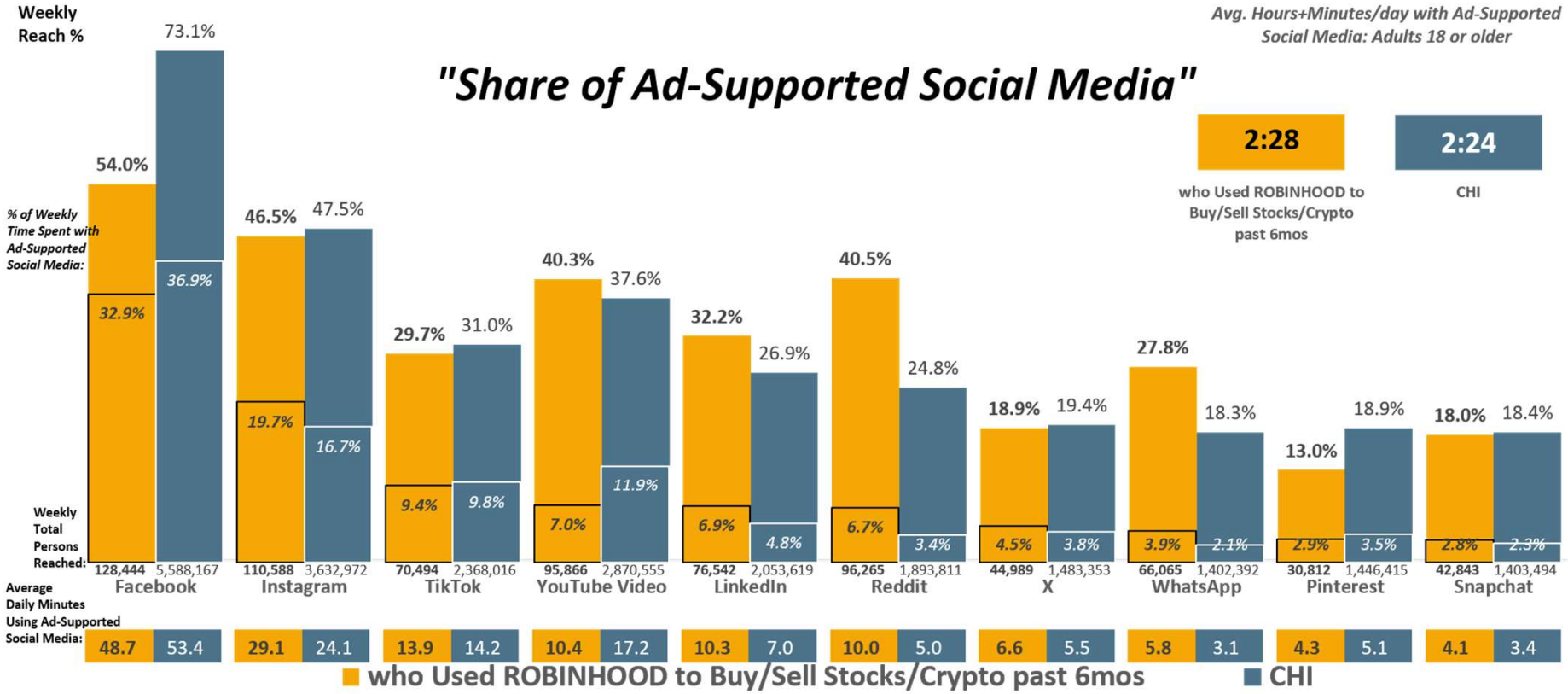
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128,444 or 54.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 48.7 minutes every day representing 32.9% of all time spent daily with Ad-Supported Social Media.



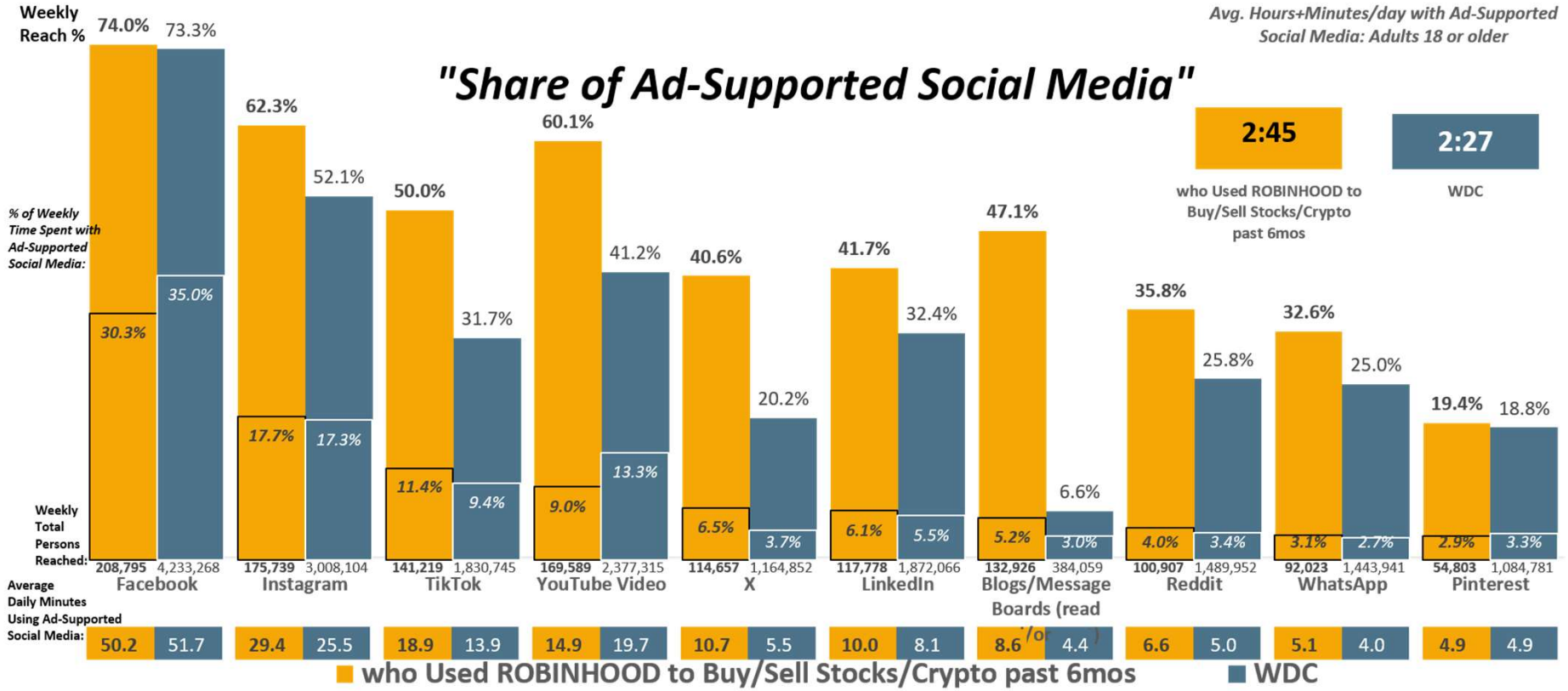
CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

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208,795 or 74.% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 50.2 minutes every day representing 30.3% of all time spent daily with Ad-Supported Social Media.



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

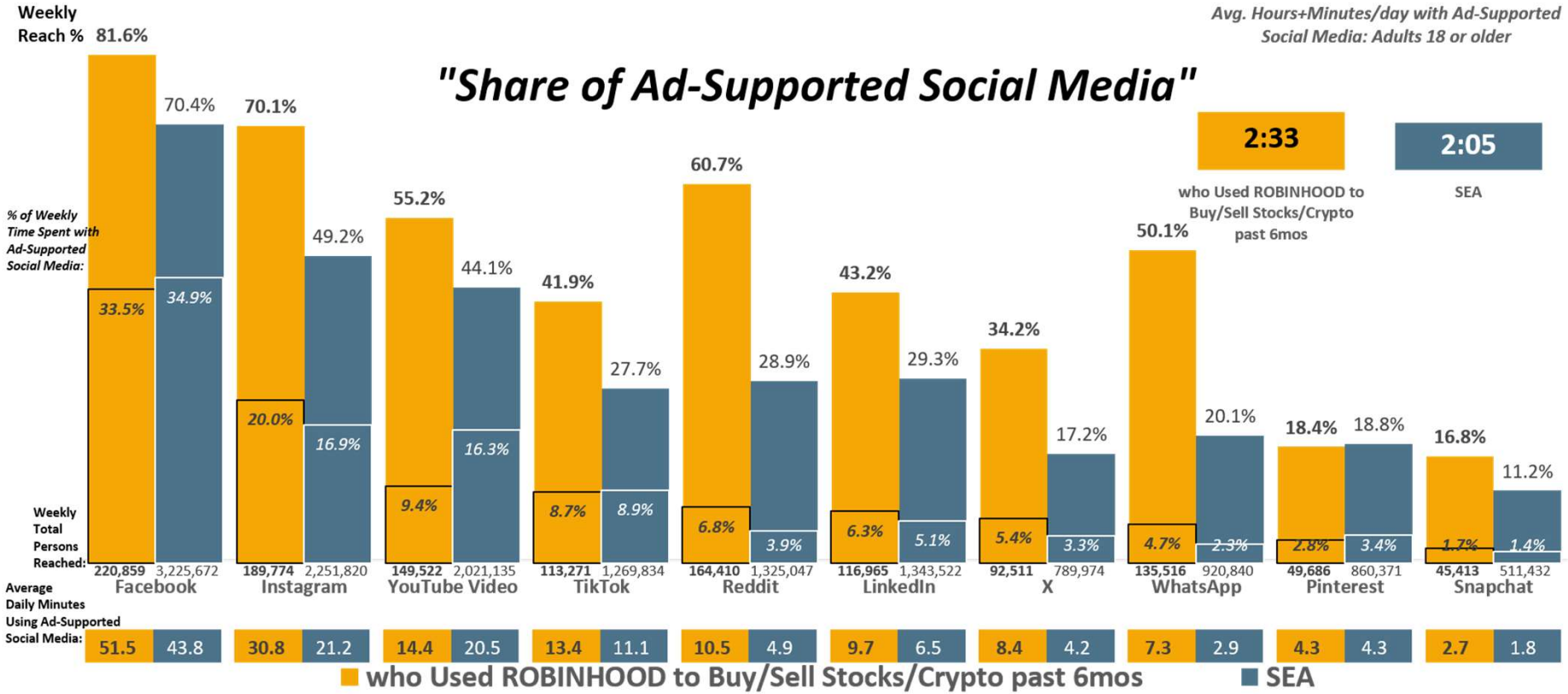
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220,859 or 81.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 51.5 minutes every day representing 33.5% of all time spent daily with Ad-Supported Social Media.



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

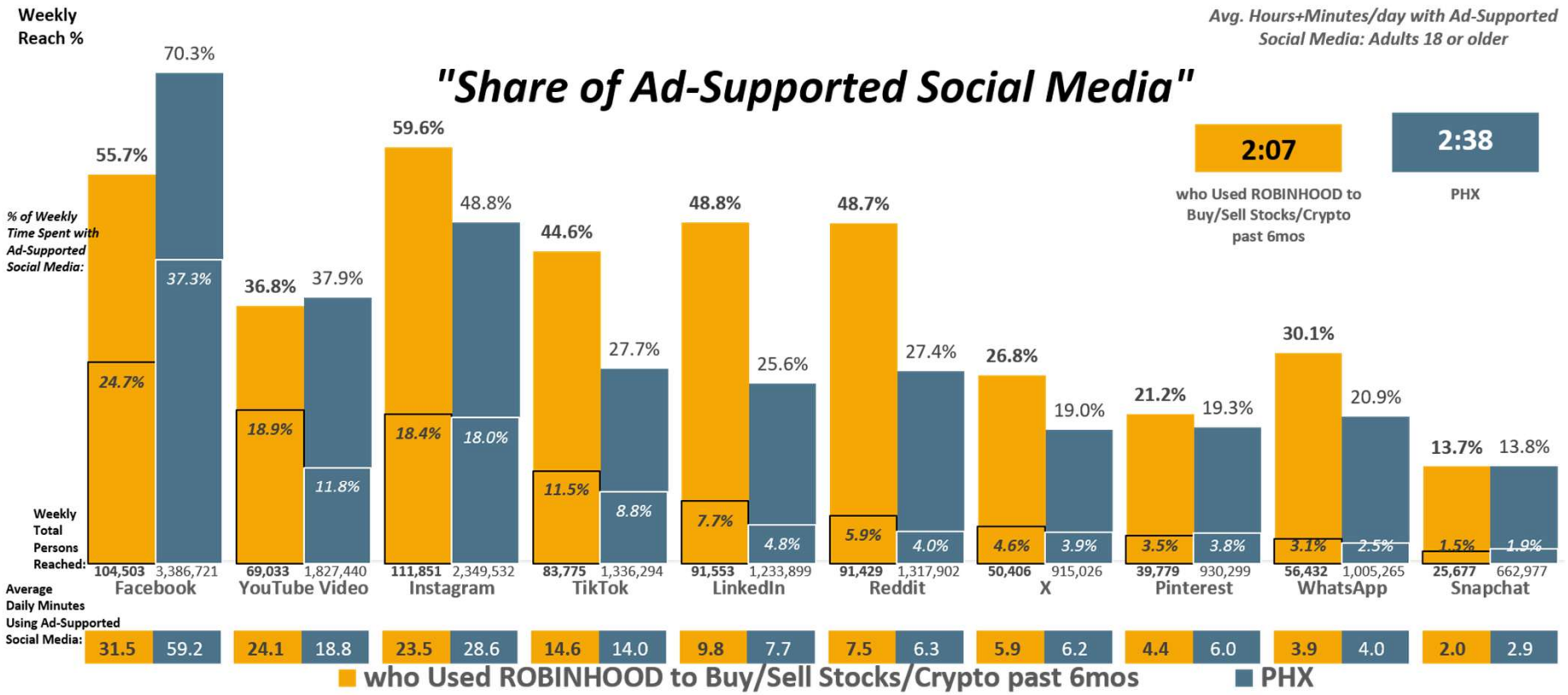
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104,503 or 55.7% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos use Ad-Supported Facebook for an average of 31.5 minutes every day representing 24.7% of all time spent daily with Ad-Supported Social Media.



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

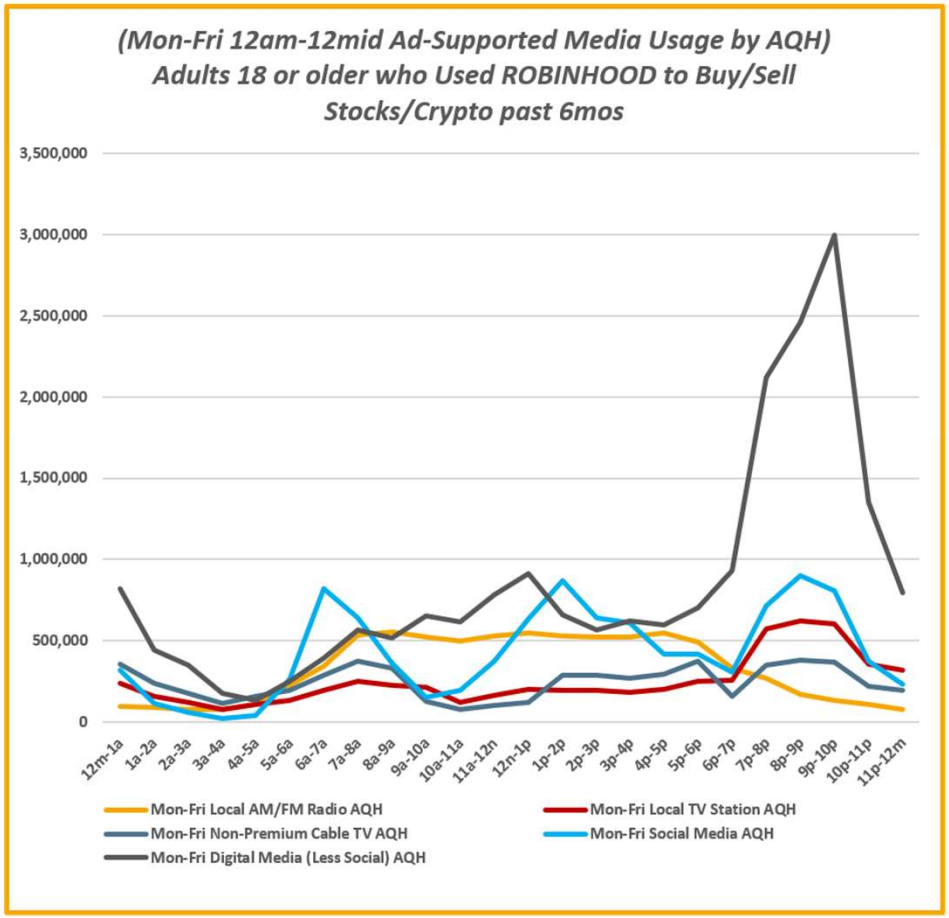
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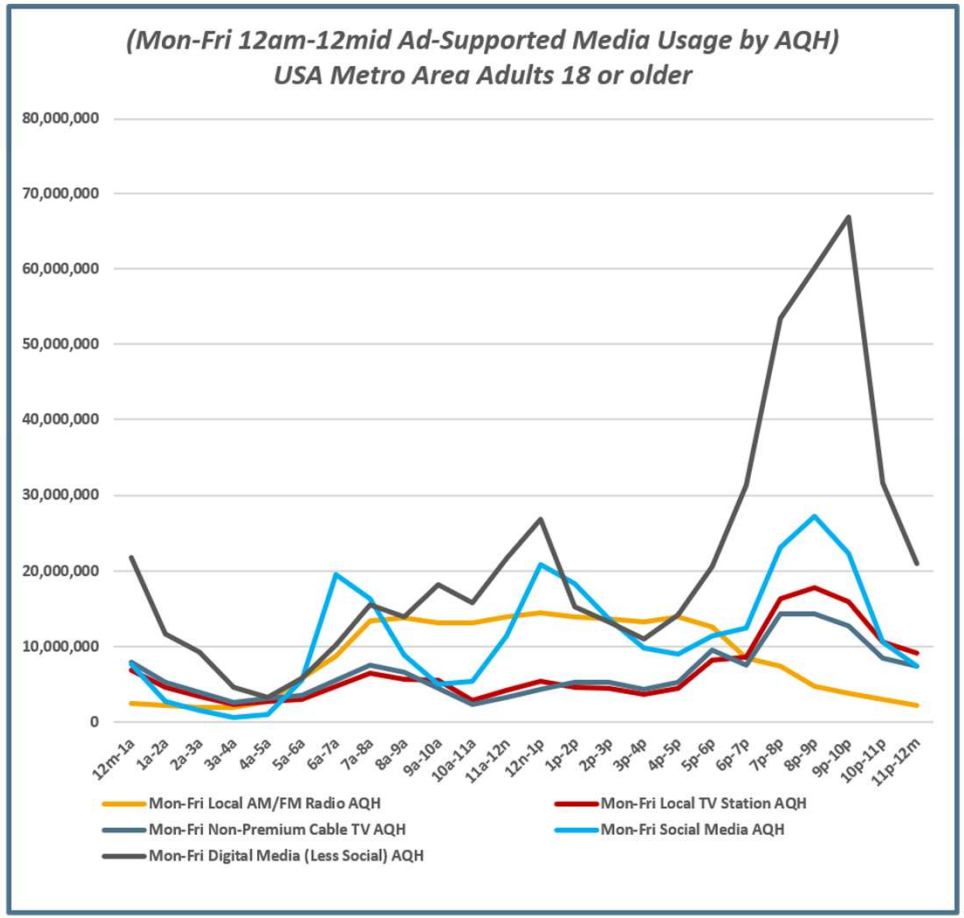
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 655,404; Local Radio: 498,736; Social Media: 495,626; Non-Prem. Cable: 238,255; Local TV: 204,860 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto





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

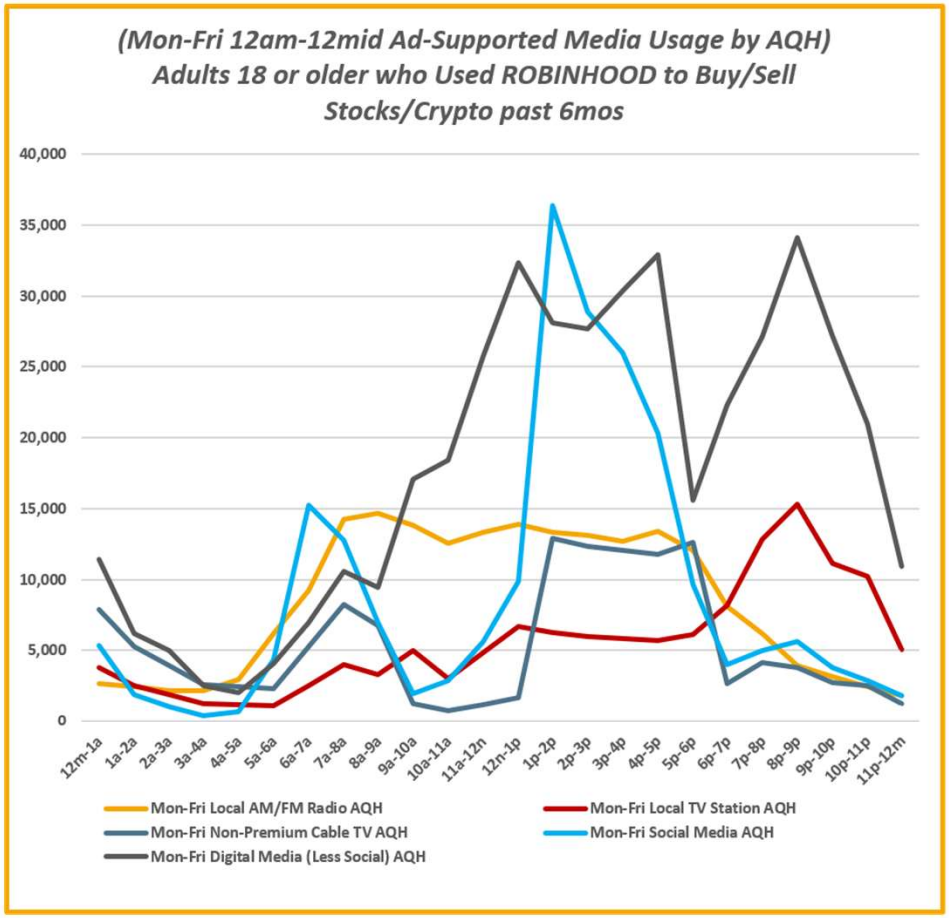
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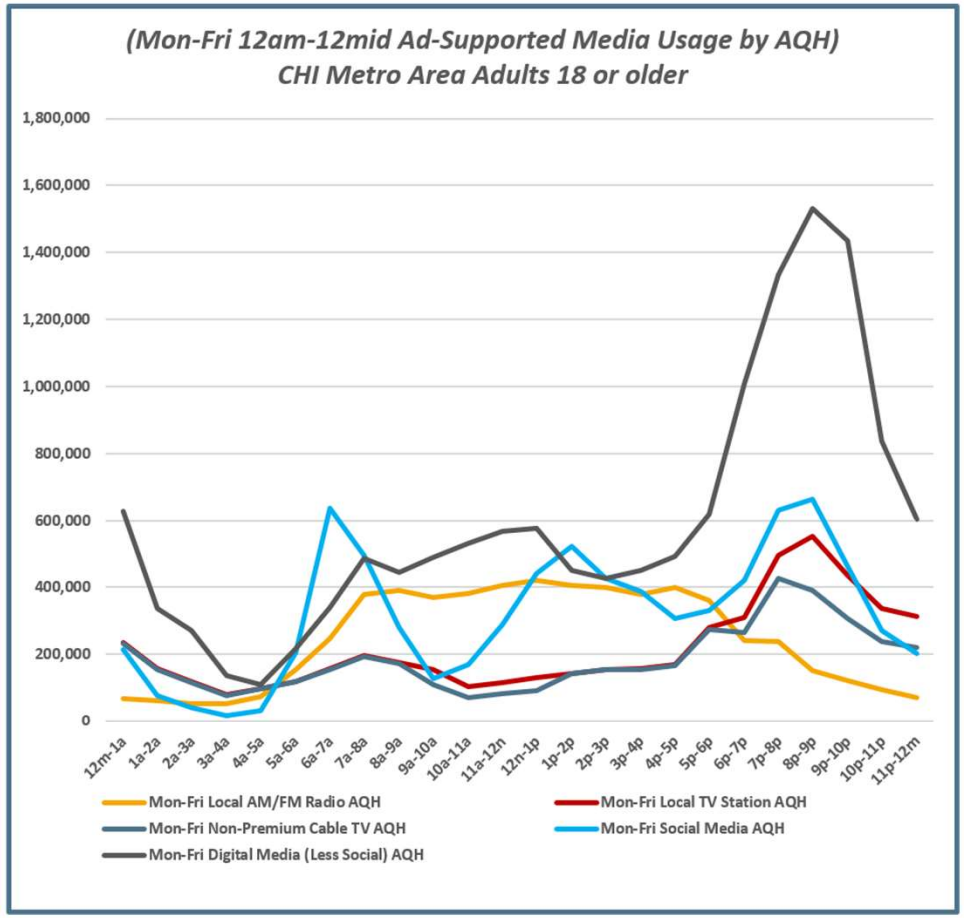
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 21,339; Social Media: 13,875; Local Radio: 12,651; Non-Prem. Cable: 6,876; Local TV: 5,187 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6





CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

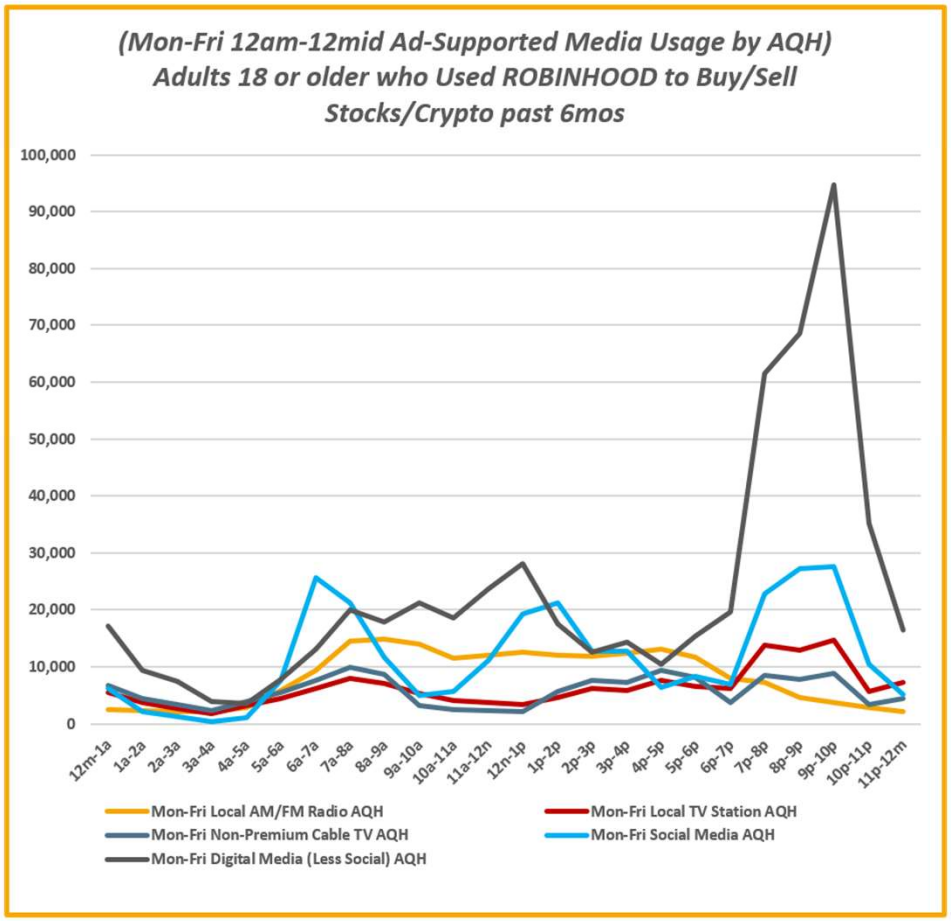
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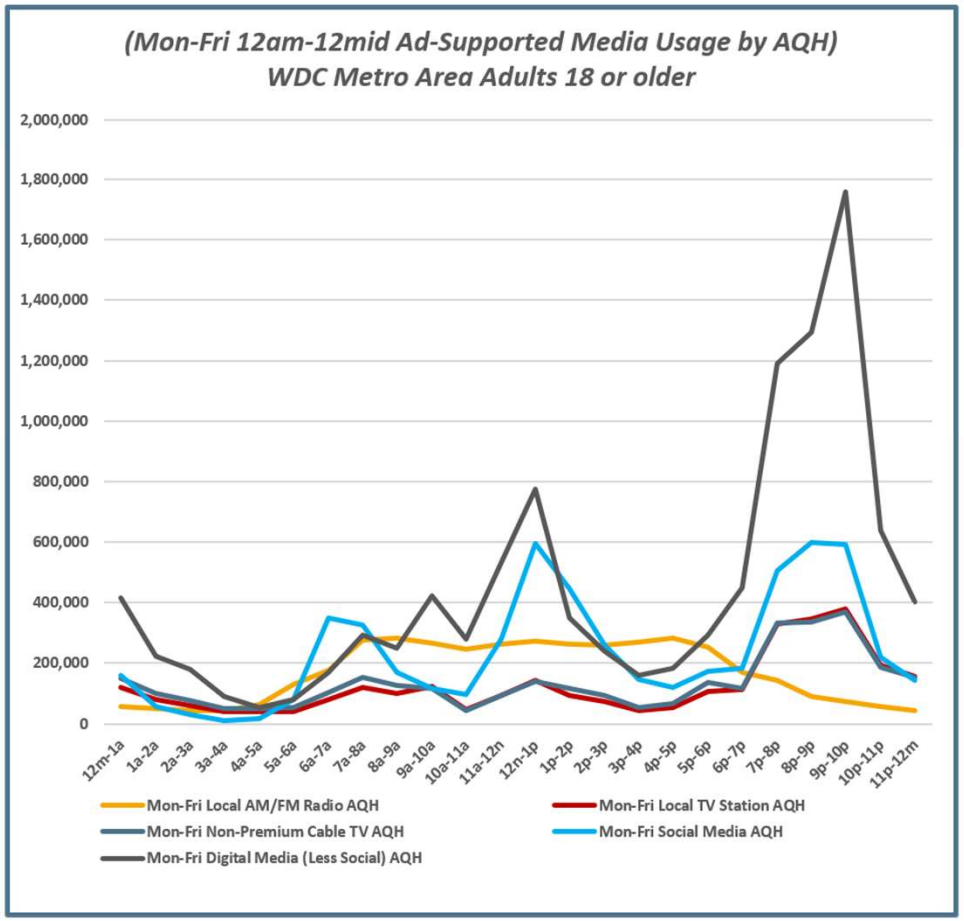
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 17,886; Social Media: 12,909; Local Radio: 12,159; Non-Prem. Cable: 6,005; Local TV: 5,765 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6





WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

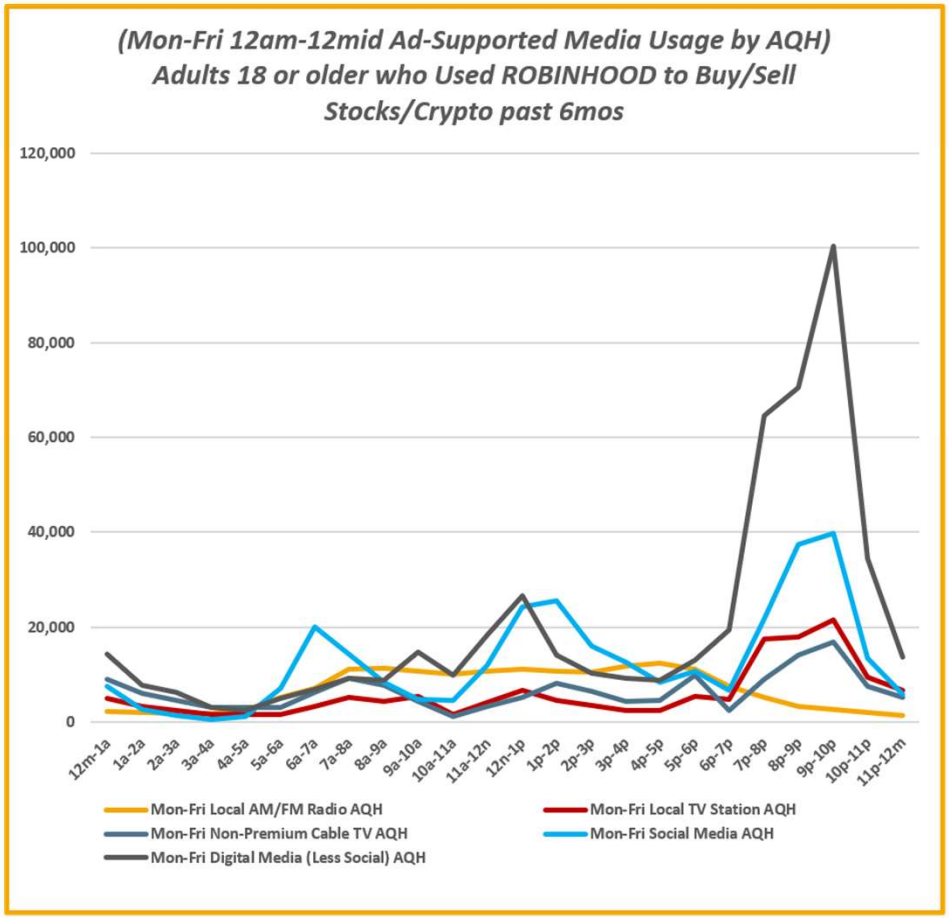
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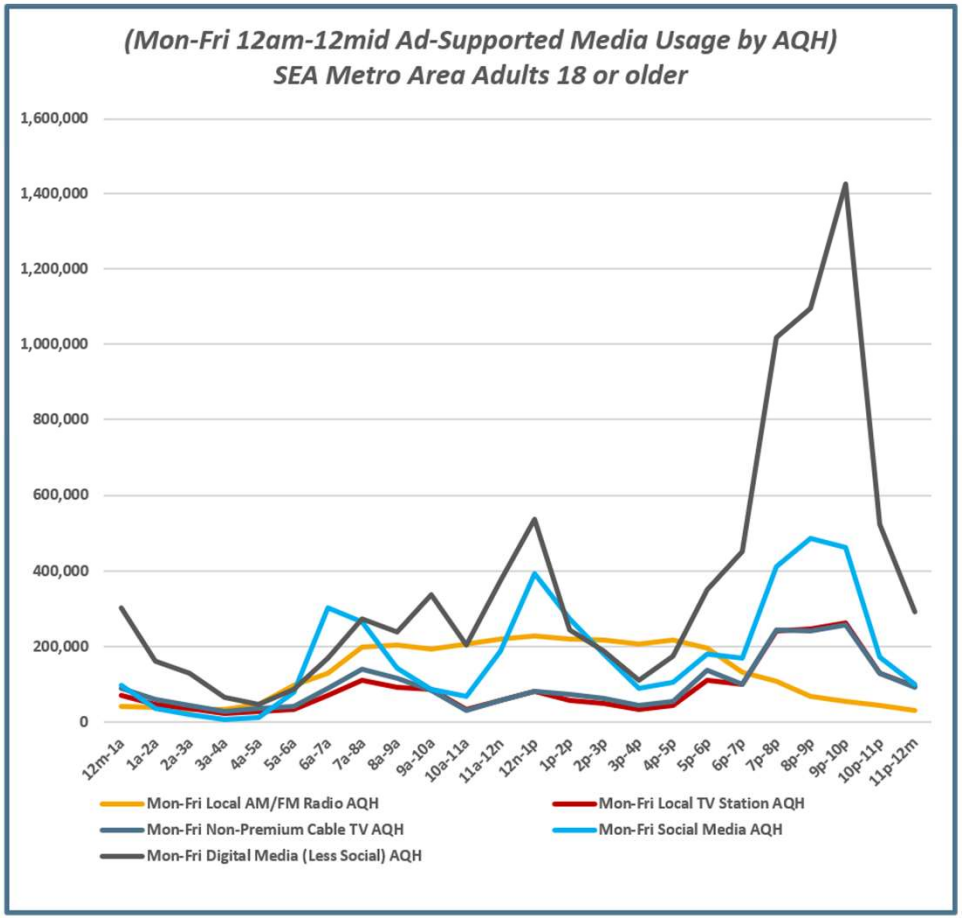
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 13,076; Social Media: 12,990; Local Radio: 10,485; Non-Prem. Cable: 5,655; Local TV: 4,159 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6





SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

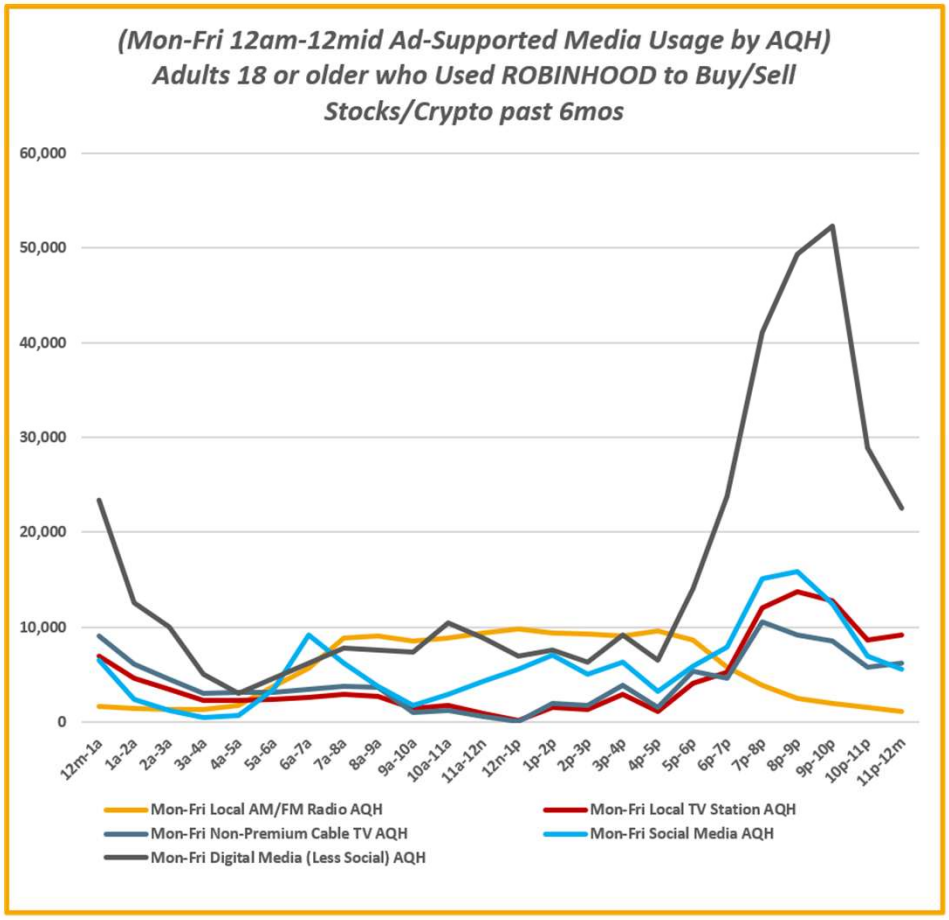
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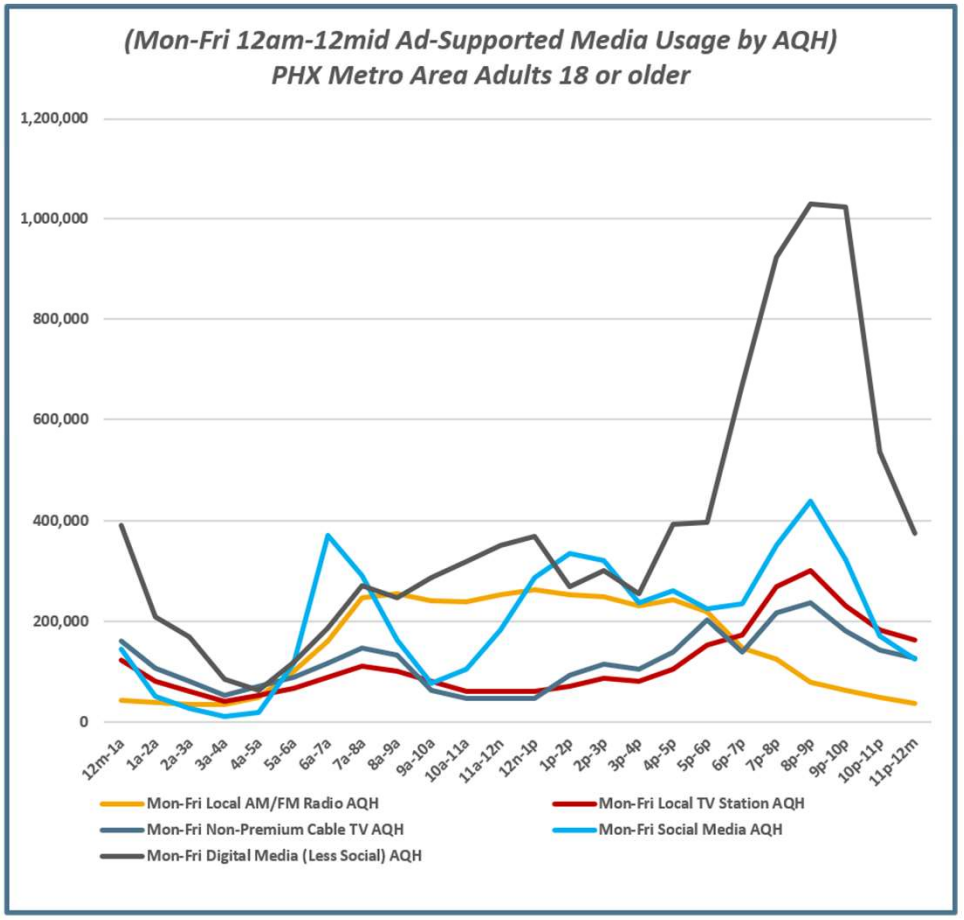
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M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 9,437; Local Radio: 8,638; Social Media: 5,320; Non-Prem. Cable: 2,539; Local TV: 2,224 reaching Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos





PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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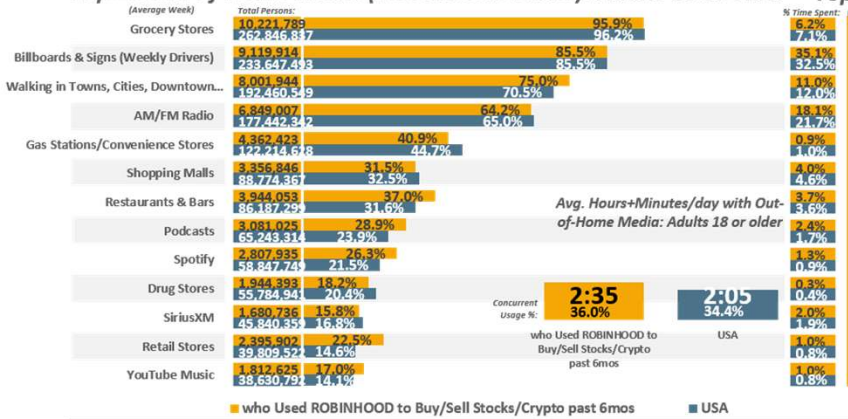
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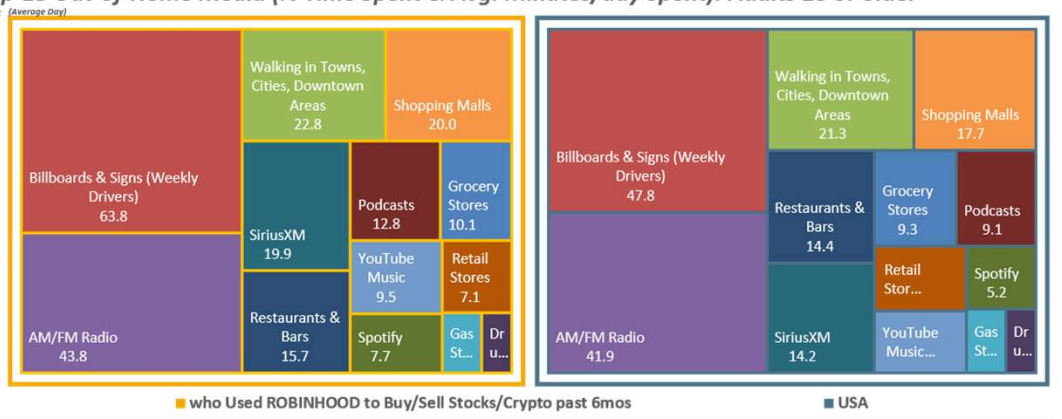


9,119,914 or 85.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 63.8 minutes per day driving, seeing Billboards and Signs. 62.2% Listen to Local Radio Stations Out-of-Home for an average of 39.9 minutes/

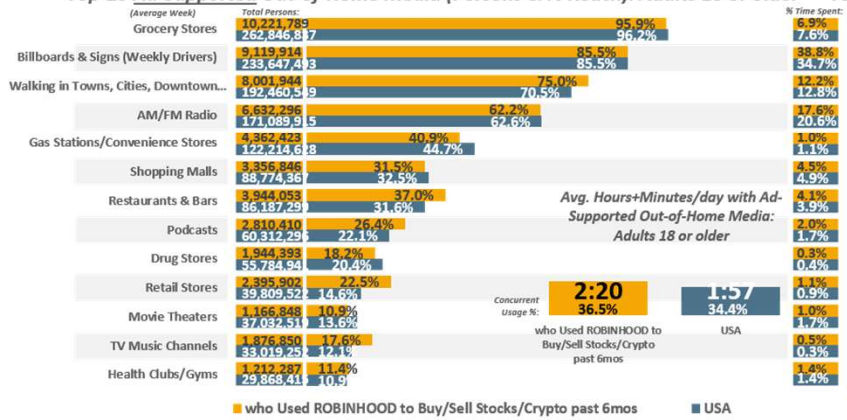
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



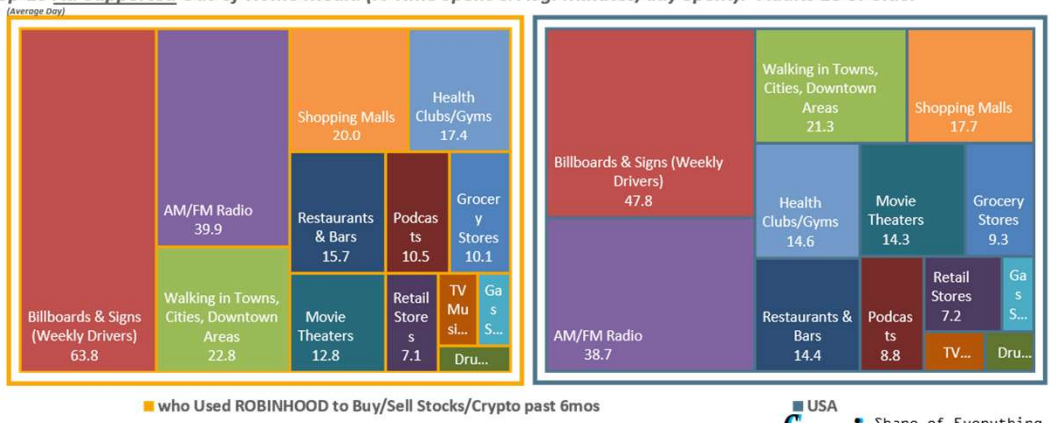
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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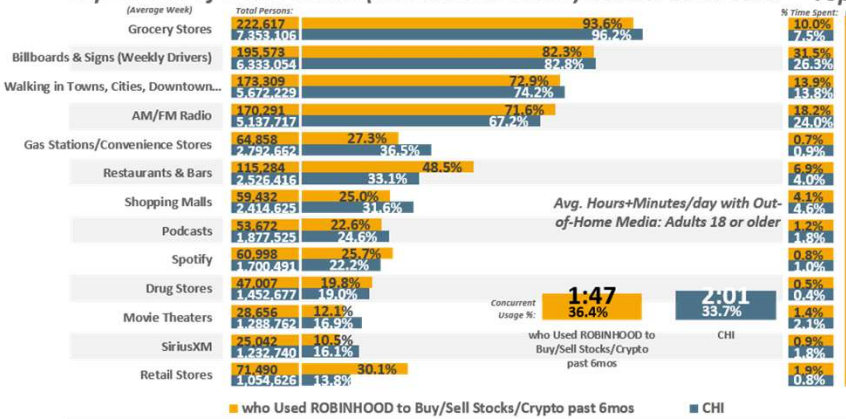
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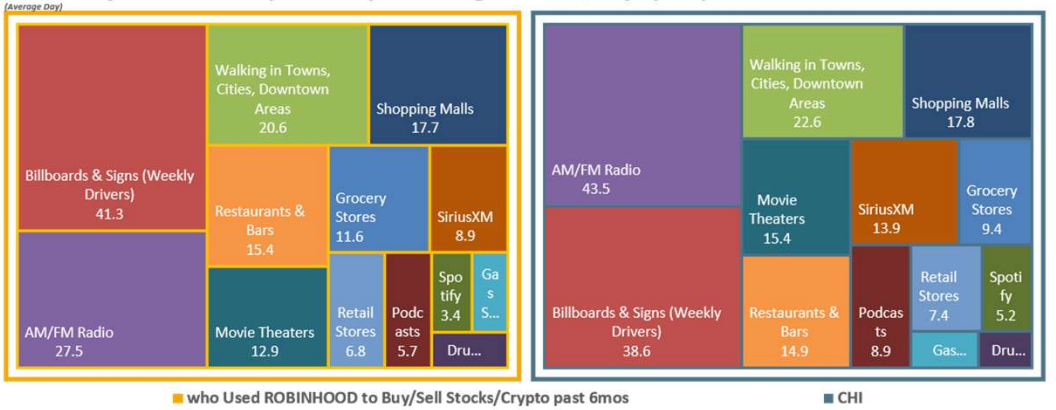


195,573 or 82.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 41.3 minutes per day driving, seeing Billboards and Signs. 70.5% Listen to Local Radio Stations Out-of-Home for an average of 25.2 minutes/da

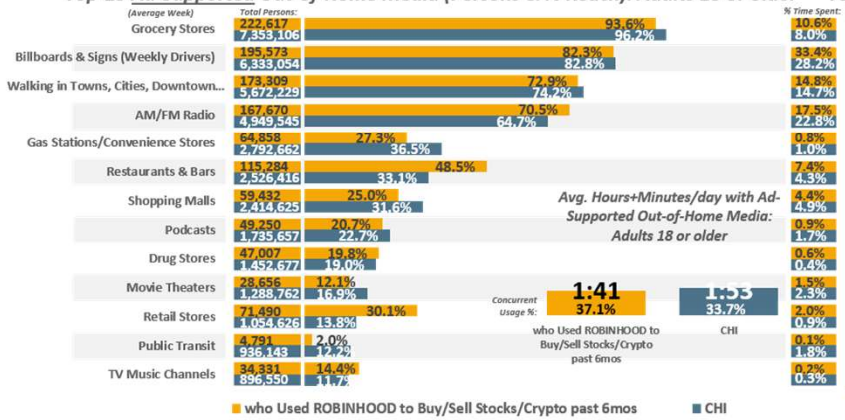
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



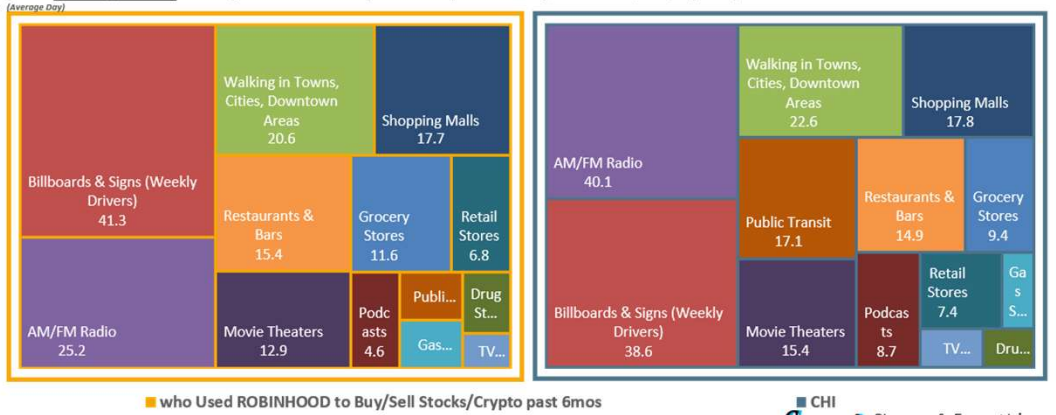
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

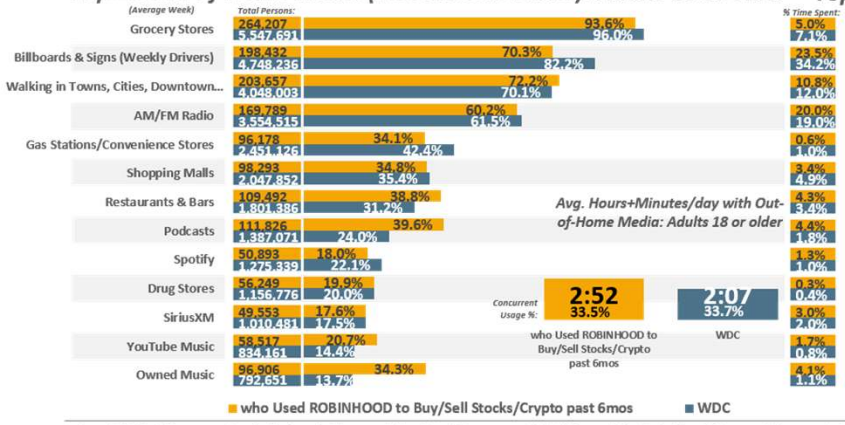
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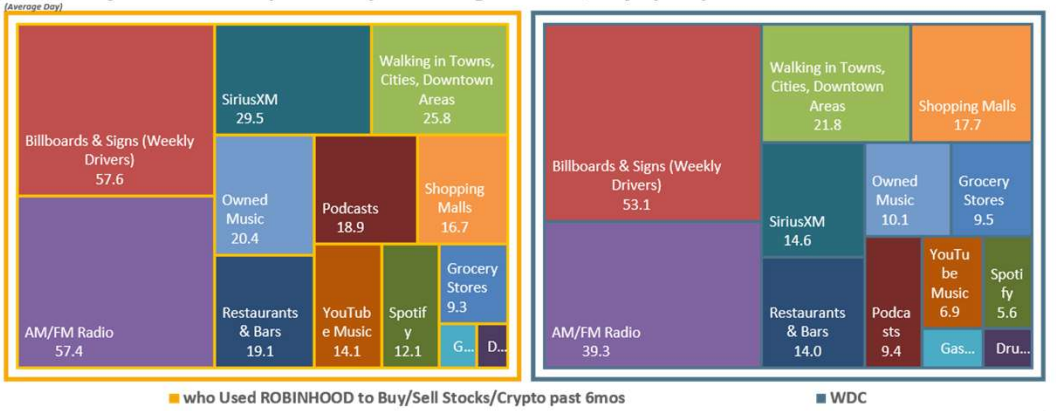
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198,432 or 70.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 57.6 minutes per day driving, seeing Billboards and Signs. 58.2% Listen to Local Radio Stations Out-of-Home for an average of 52.5 minutes/da

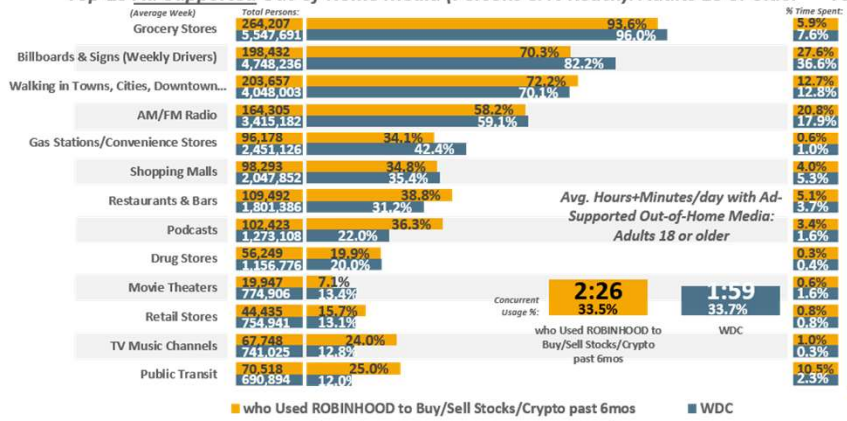
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



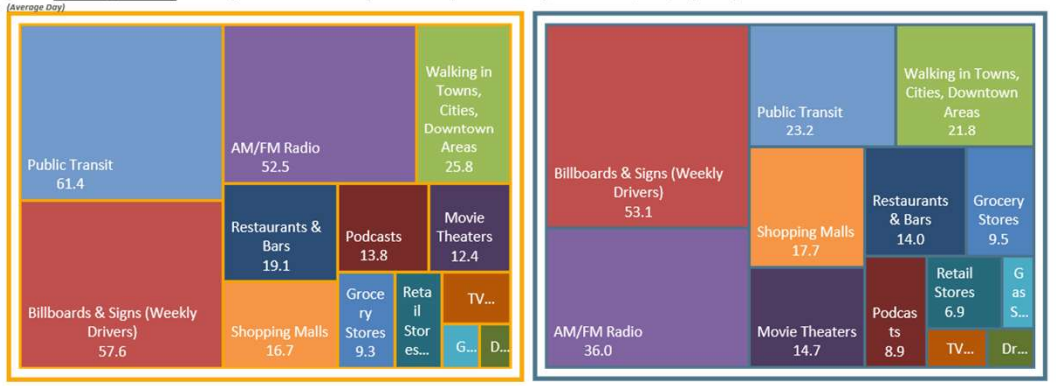
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

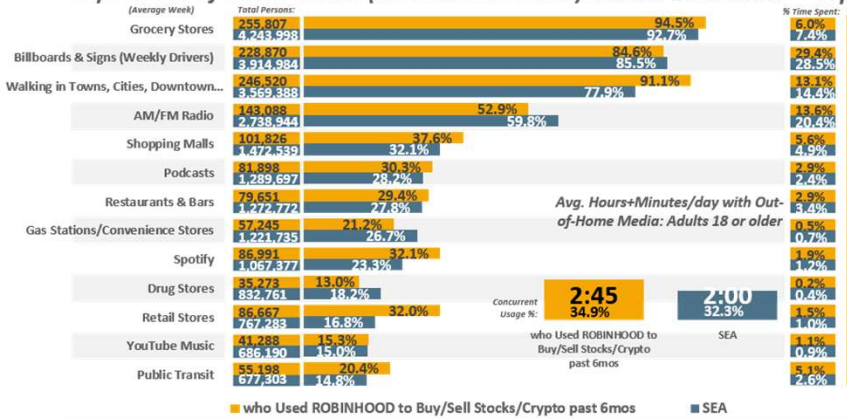
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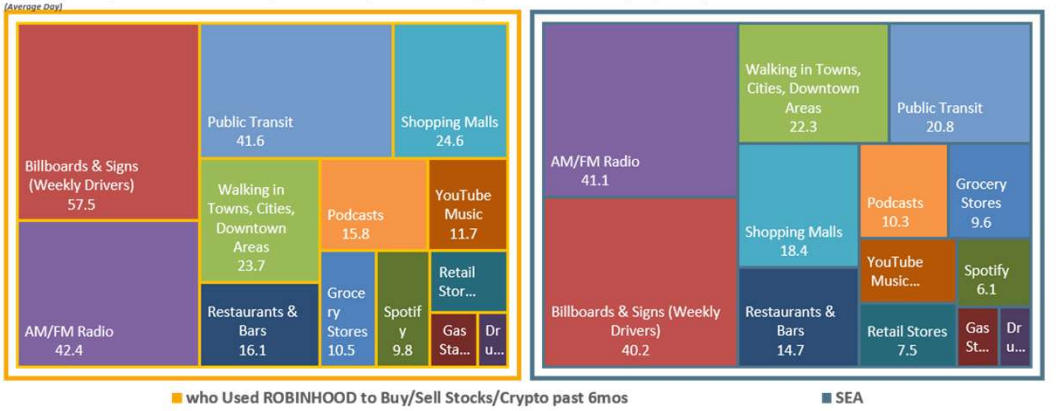


228,870 or 84.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 57.5 minutes per day driving, seeing Billboards and Signs. 51.4% Listen to Local Radio Stations Out-of-Home for an average of 37.9 minutes/da

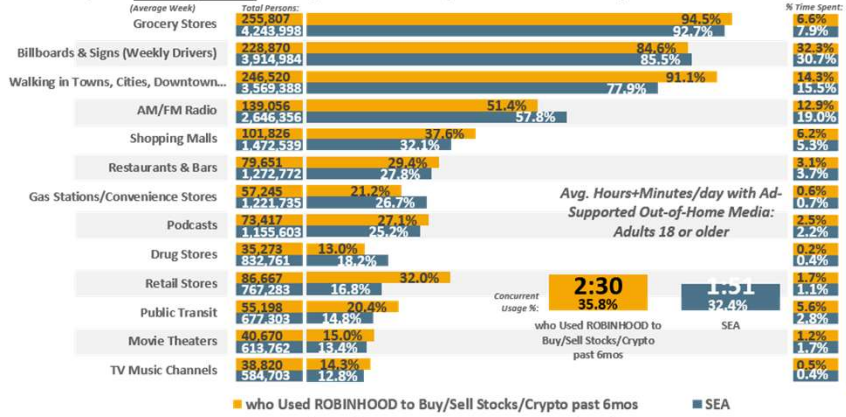
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



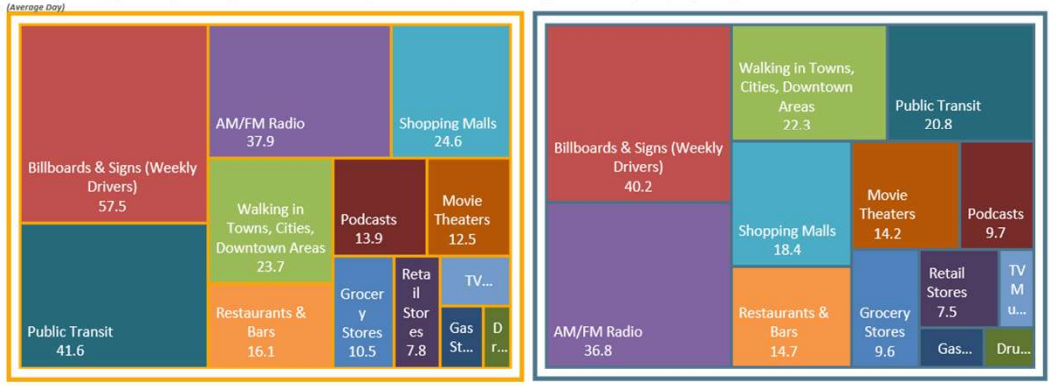
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

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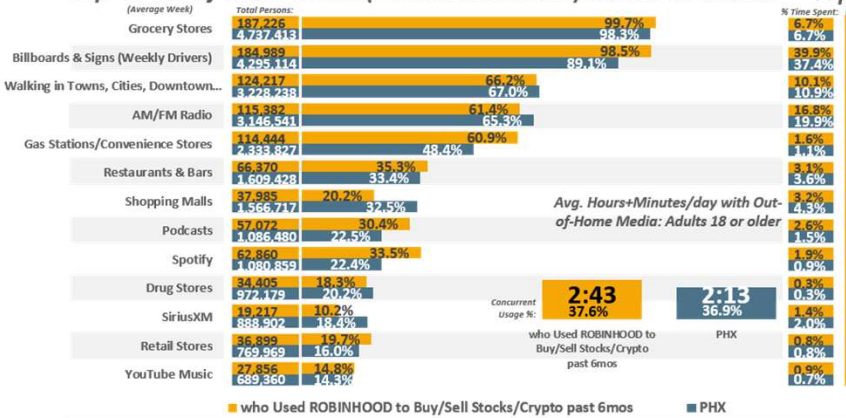
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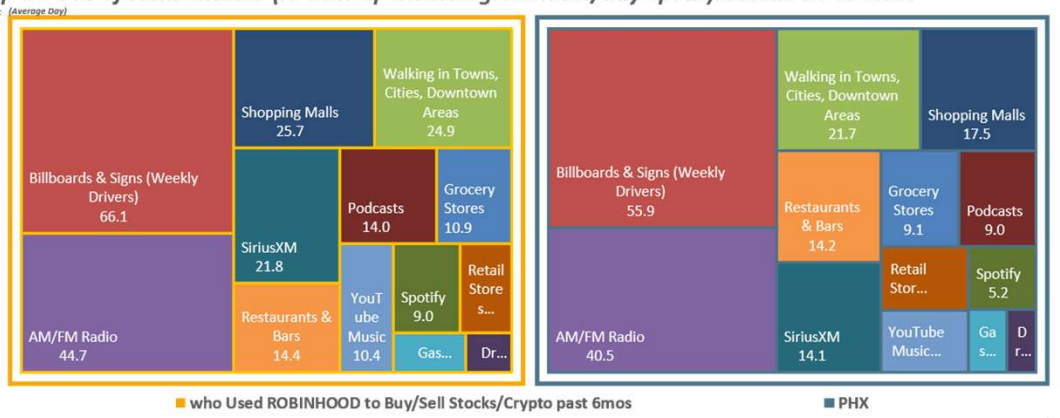


184,989 or 98.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 66.1 minutes per day driving, seeing Billboards and Signs. 59.9% Listen to Local Radio Stations Out-of-Home for an average of 40.4 minutes/da

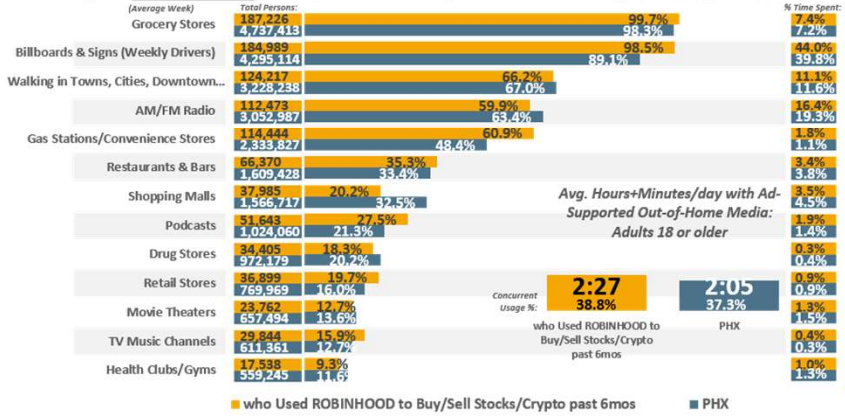
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older



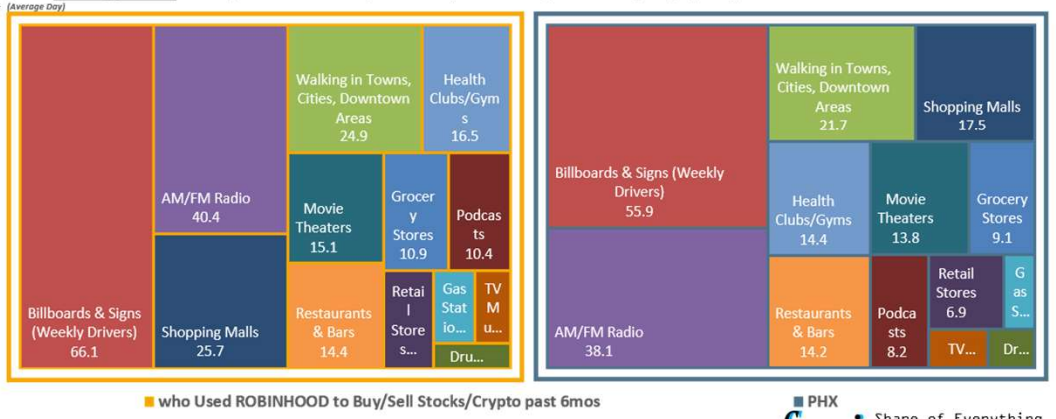
Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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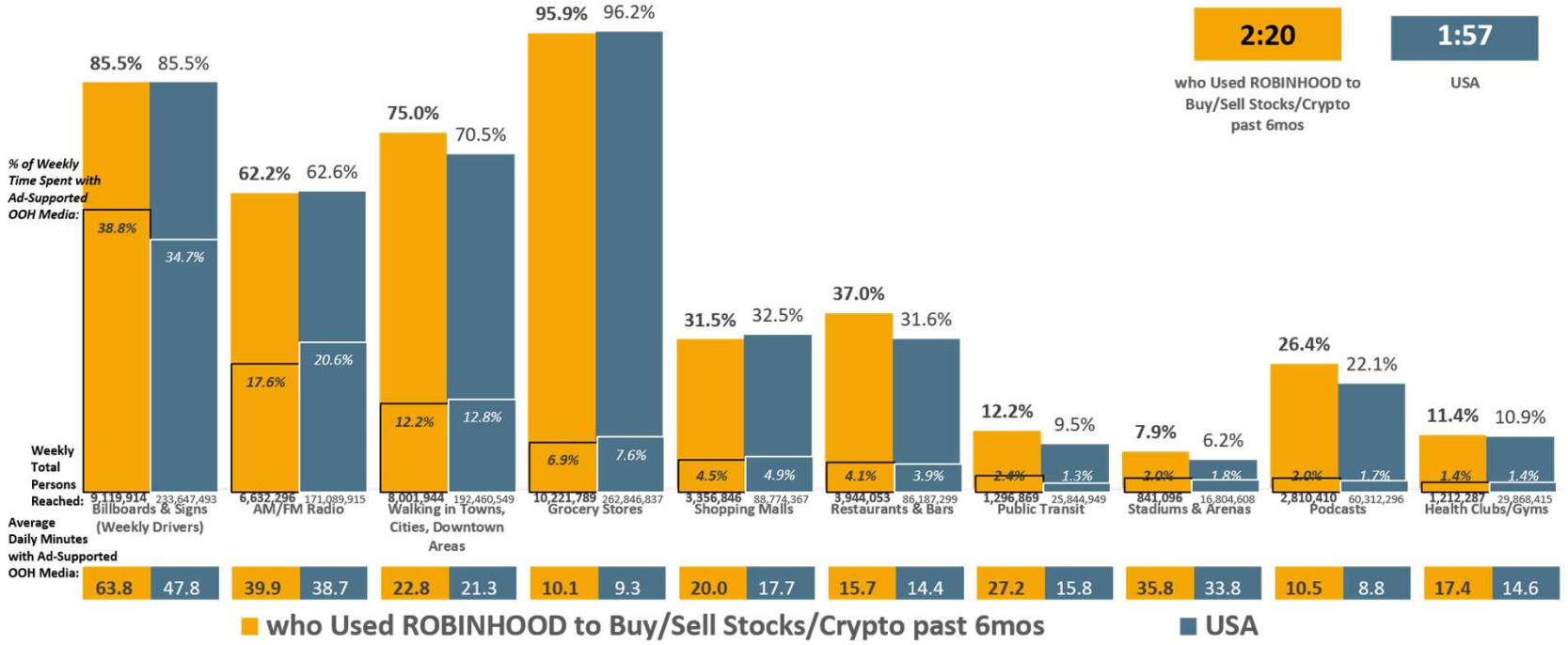
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9,119,914 or 85.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 63.8 minutes per day driving, seeing Billboards and Signs representing 38.8% of all Time Spent with Ad-Supported Out-of-Home Media.

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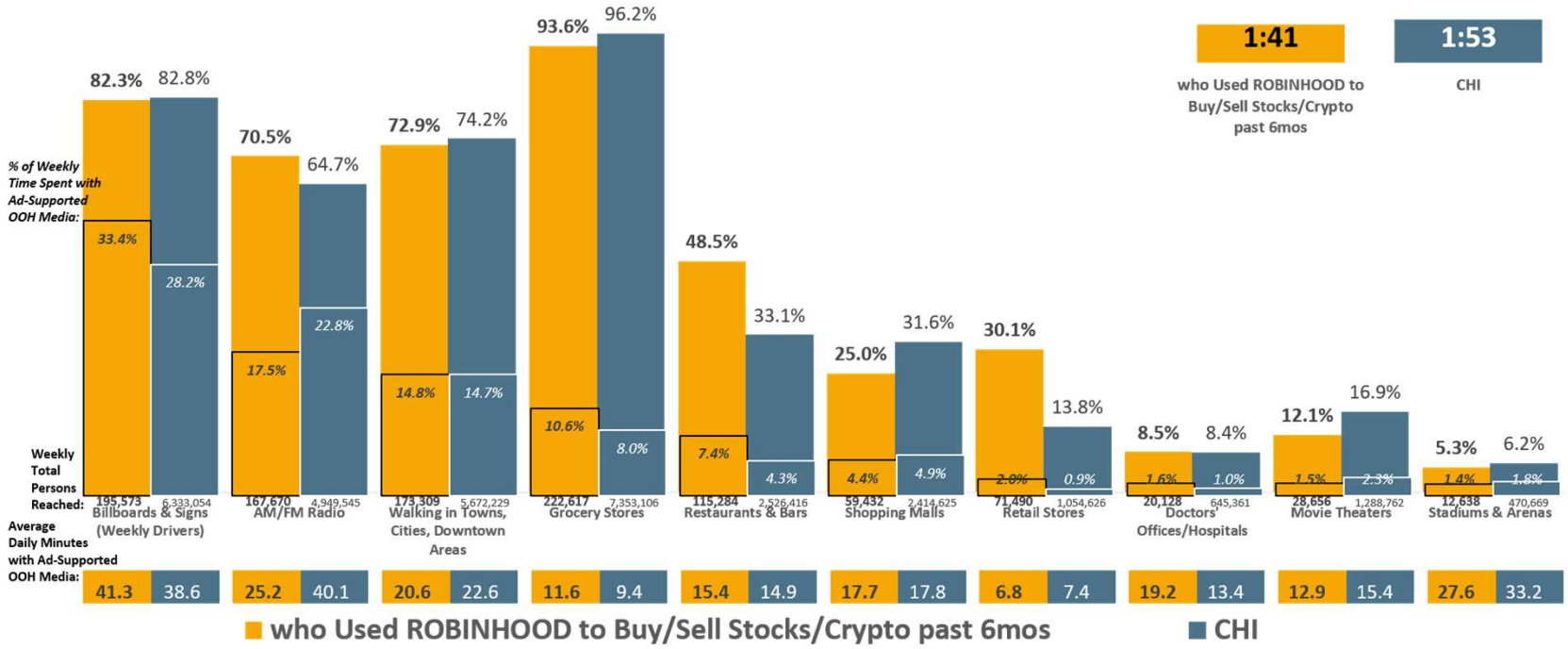
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



195,573 or 82.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 41.3 minutes per day driving, seeing Billboards and Signs representing 33.4% of all Time Spent with Ad-Supported Out-of-Home Media.

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

"Share of Ad-Supported OOH Media"



CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 4,001

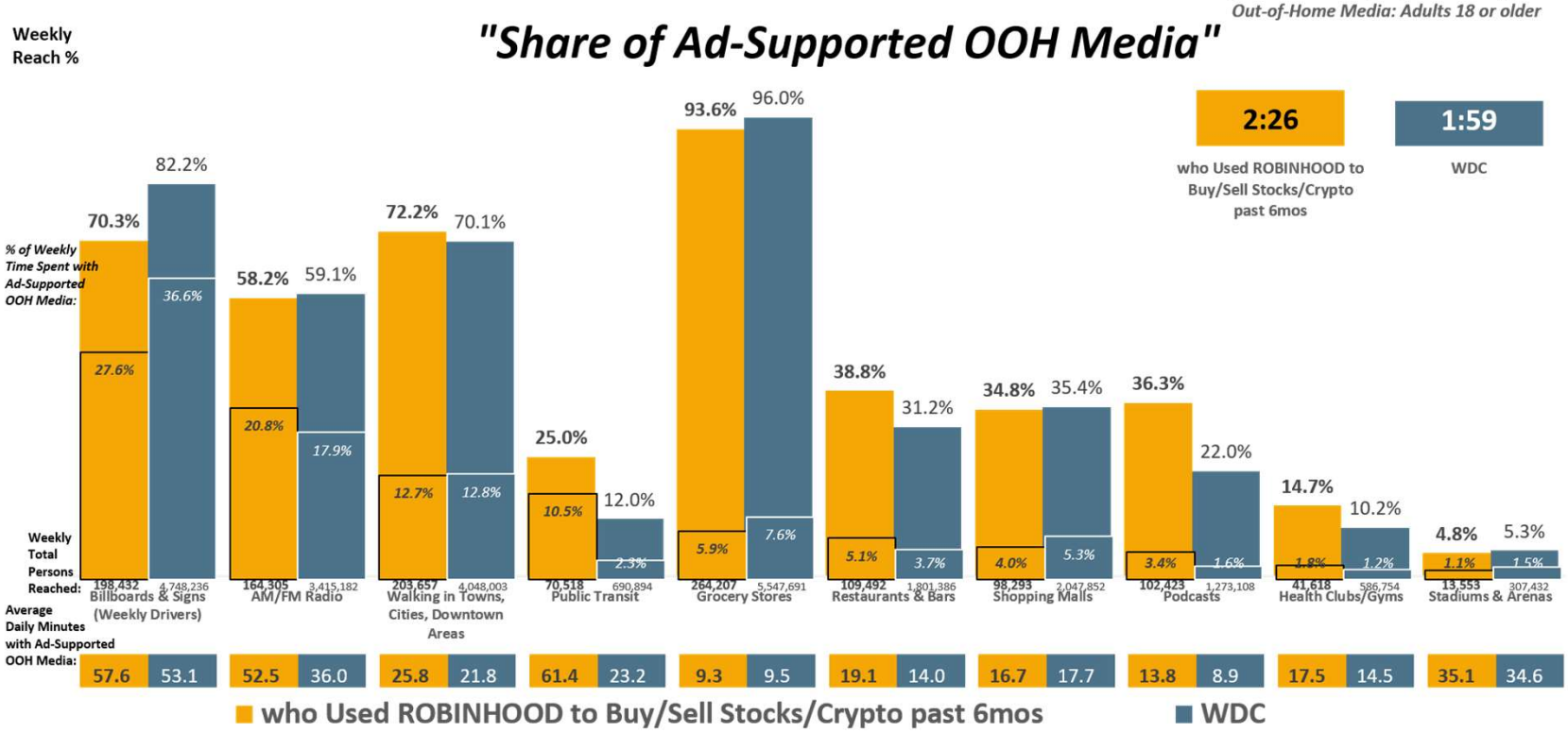
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

198,432 or 70.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 57.6 minutes per day driving, seeing Billboards and Signs representing 27.6% of all Time Spent with Ad-Supported Out-of-Home Media.

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



WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237 WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 5,703

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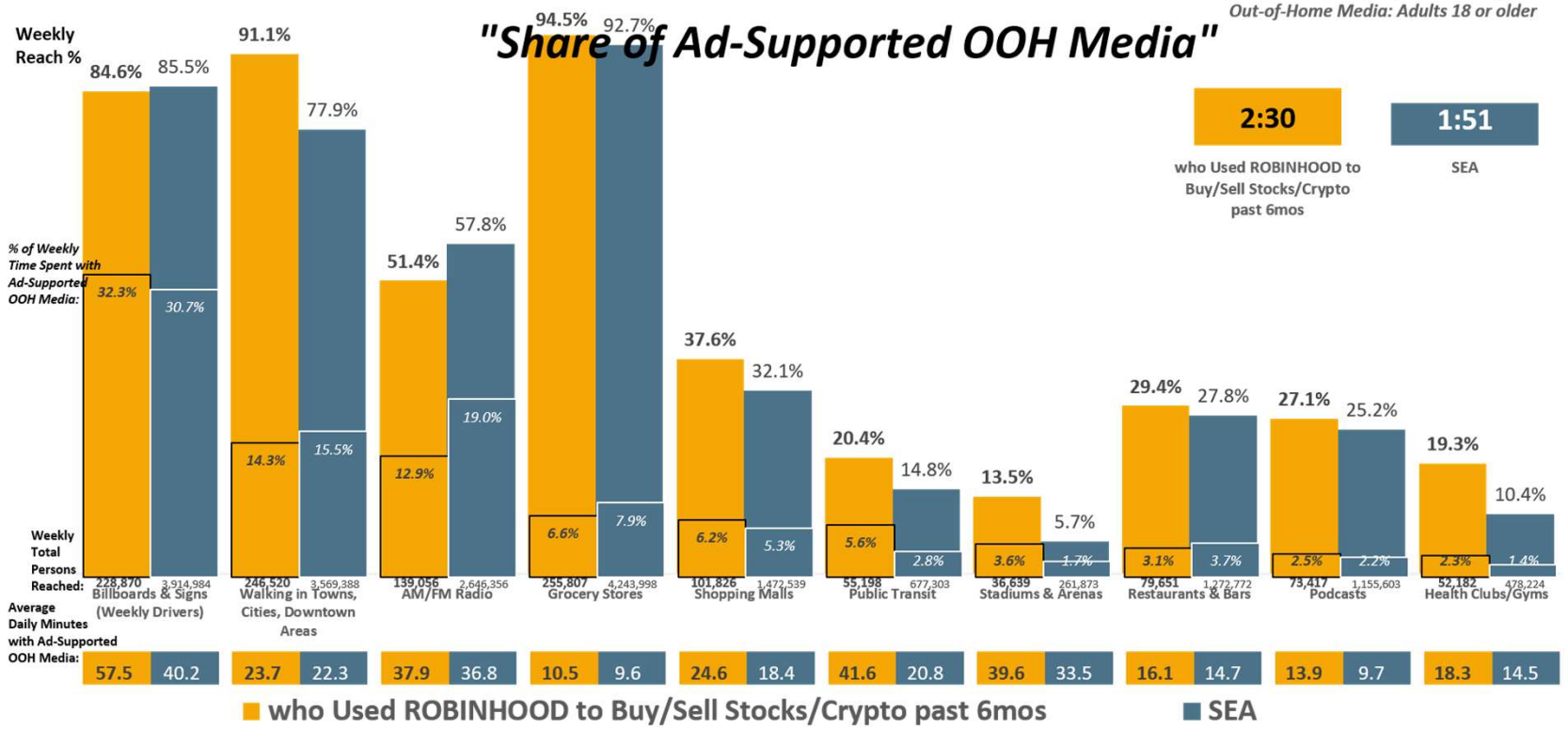
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



228,870 or 84.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 57.5 minutes per day driving, seeing Billboards and Signs representing 32.3% of all Time Spent with Ad-Supported Out-of-Home Media.

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



SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169 SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 3,887

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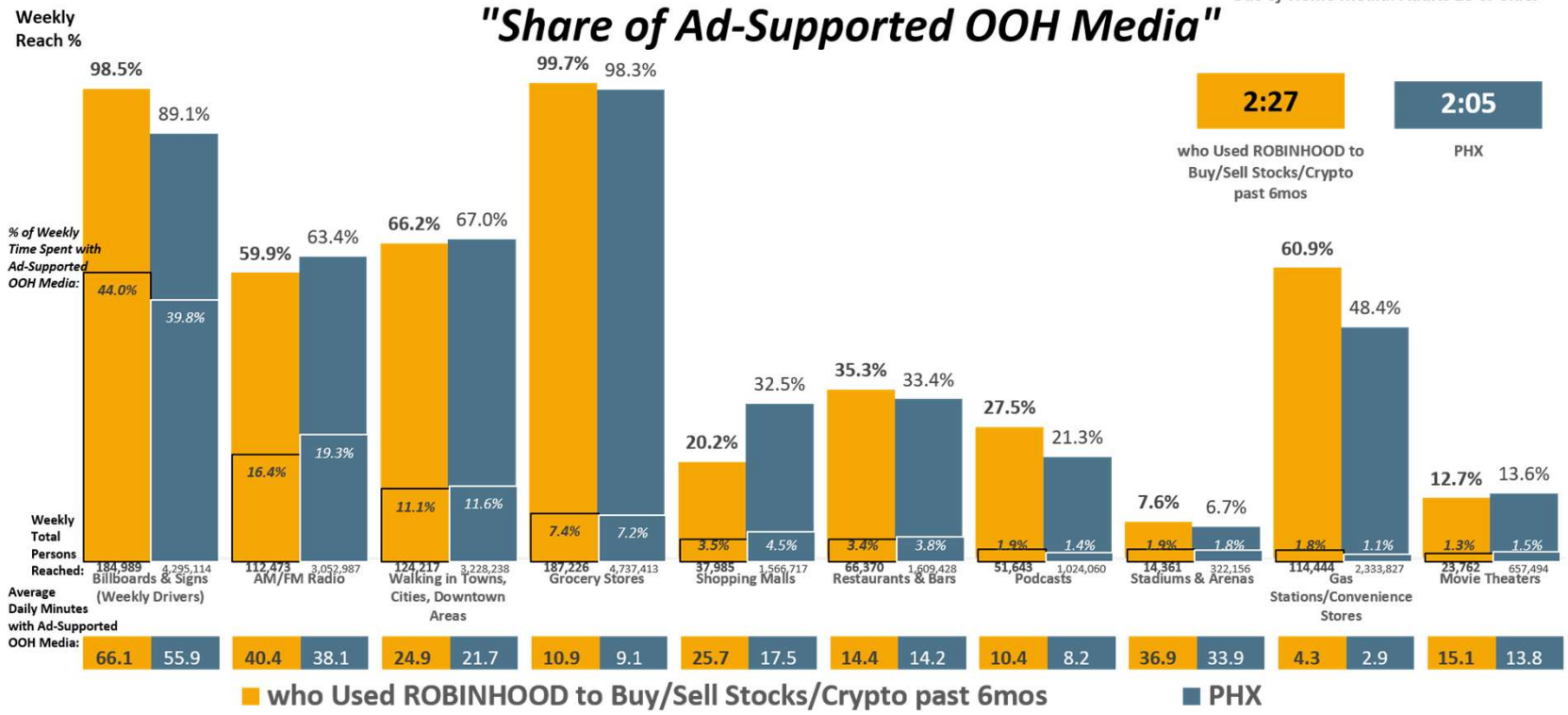
[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



184,989 or 98.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 66.1 minutes per day driving, seeing Billboards and Signs representing 44.% 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"



PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94 PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 2,406

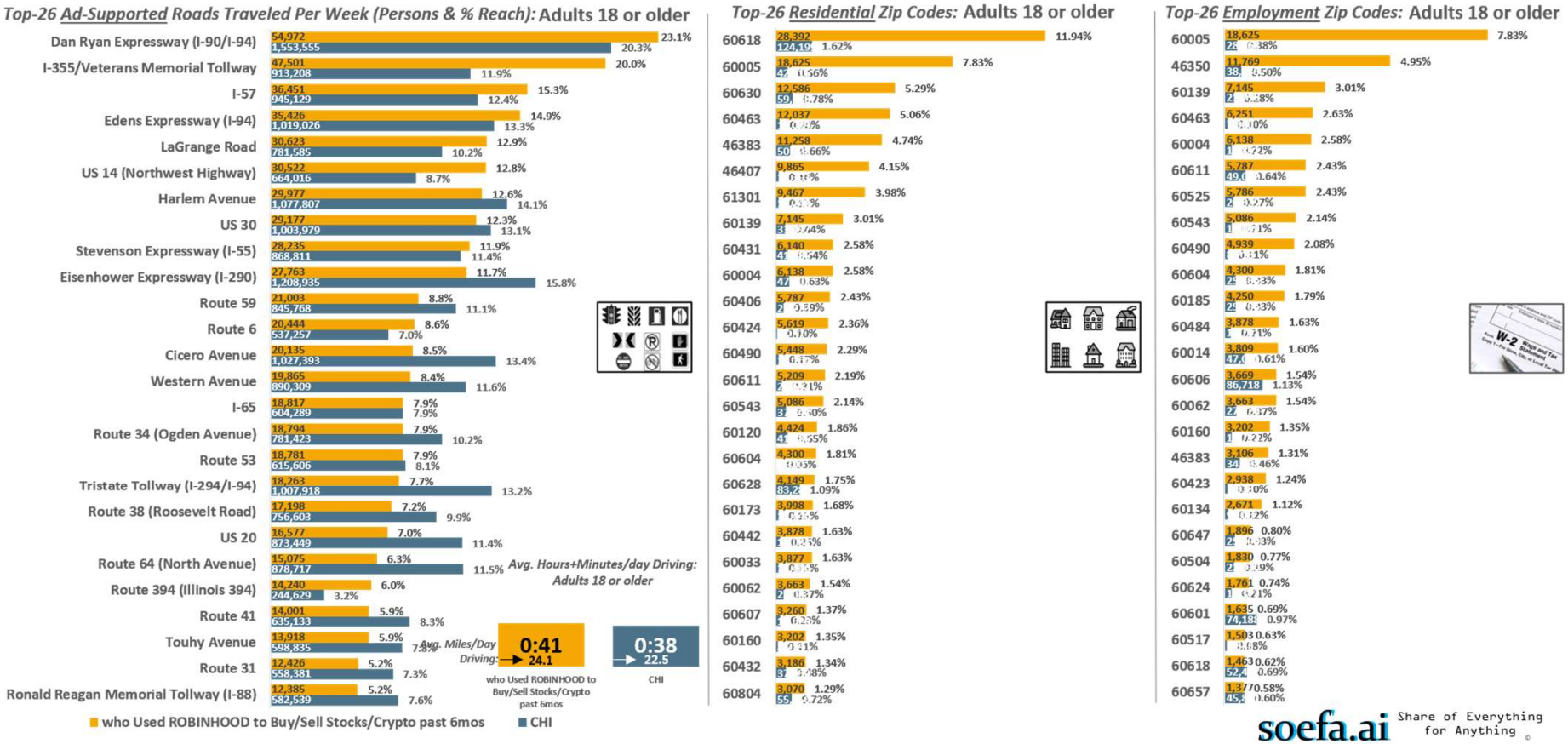
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]



195,573 or 82.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 41.3 minutes per day driving an average of 24.1 miles each day and are 67.3% more likely to use I-355/Veterans Memorial Tollway than the Metr



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CHI DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

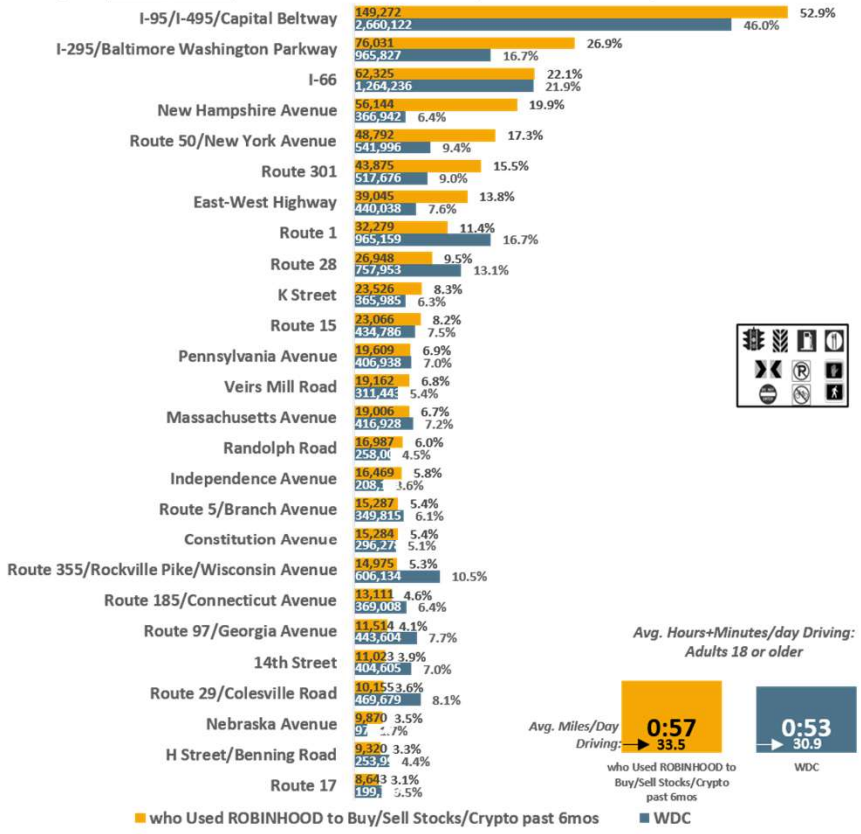
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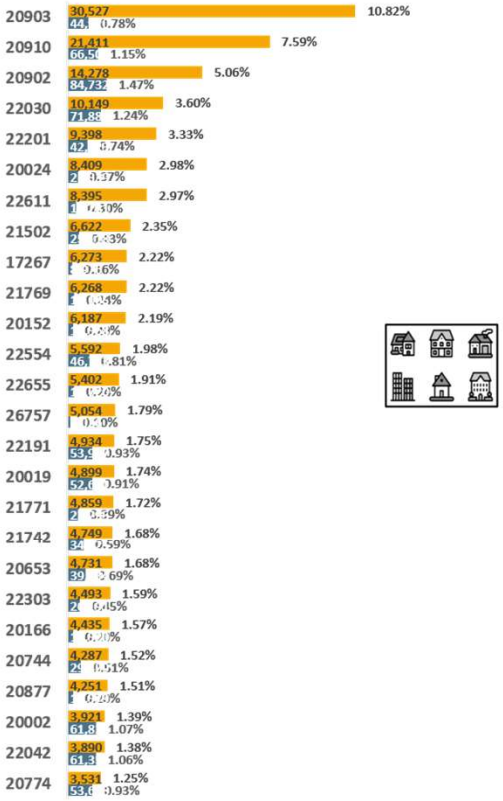


198,432 or 70.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 57.6 minutes per day driving an average of 33.5 miles each day and are 213.2% more likely to use New Hampshire Avenue than the Metro average.

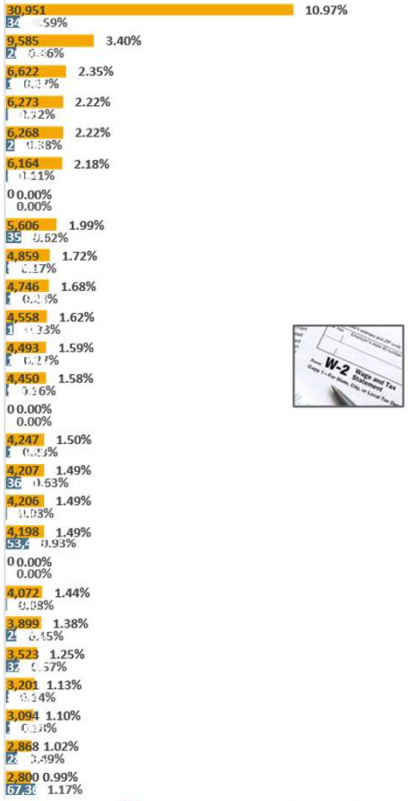
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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WDC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 237

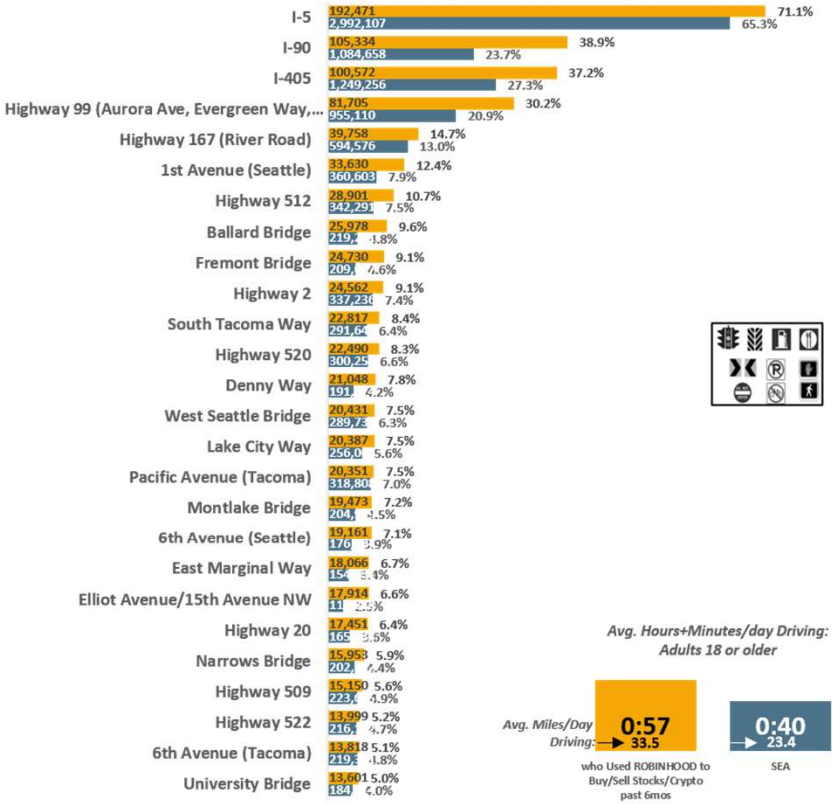
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[((Items transacted on the Internet past 6 months:Finance/Insurance: Stocks or stock options OR Items transacted on the Internet past 6 months:Finance/Insurance: Cryptocurrency (Bitcoin, etc.)) AND Investment institutions use: Robinhood)]

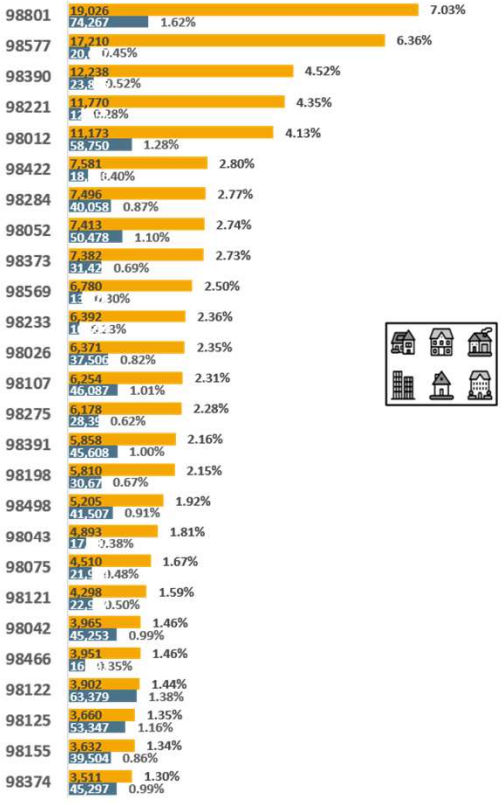


228,870 or 84.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 57.5 minutes per day driving an average of 33.5 miles each day and are 100.5% more likely to use Ballard Bridge than the Metro average.

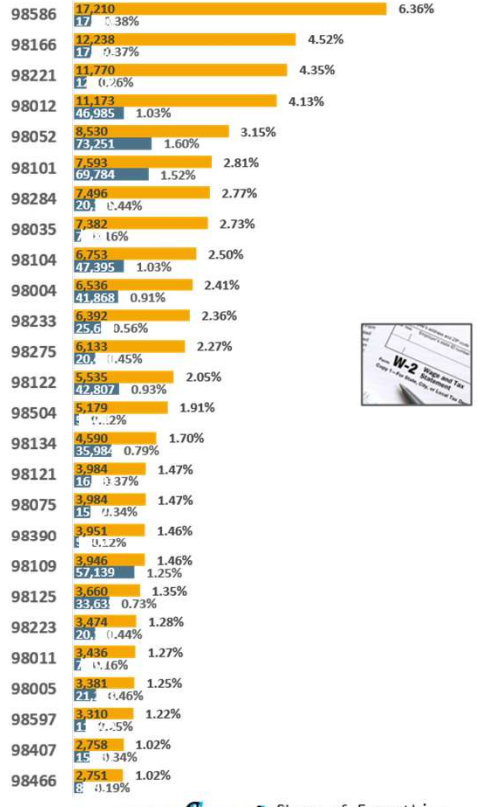
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



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SEA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab 169

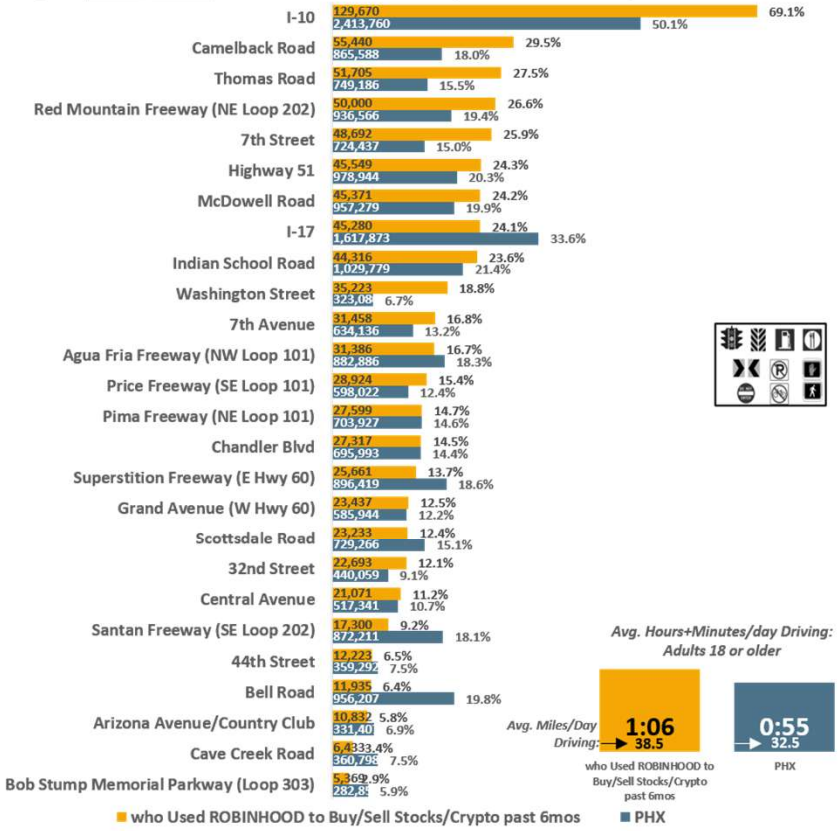
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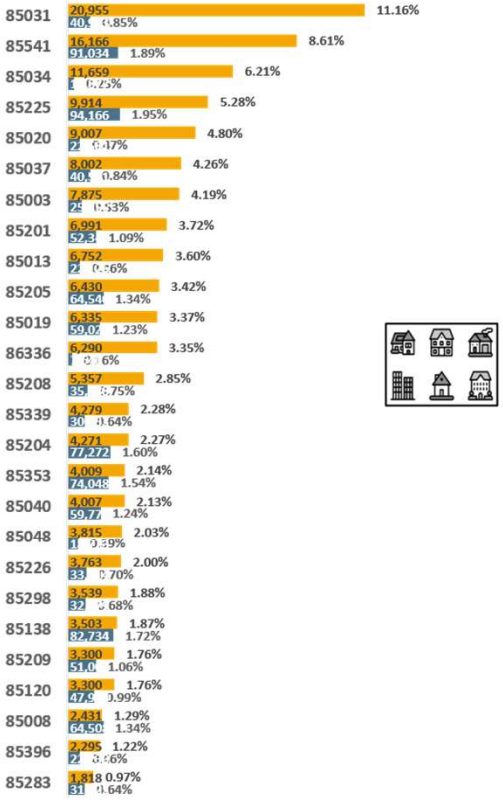


184,989 or 98.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos spend an average of 66.1 minutes per day driving an average of 38.5 miles each day and are 179.8% more likely to use Washington Street than the Metro average.

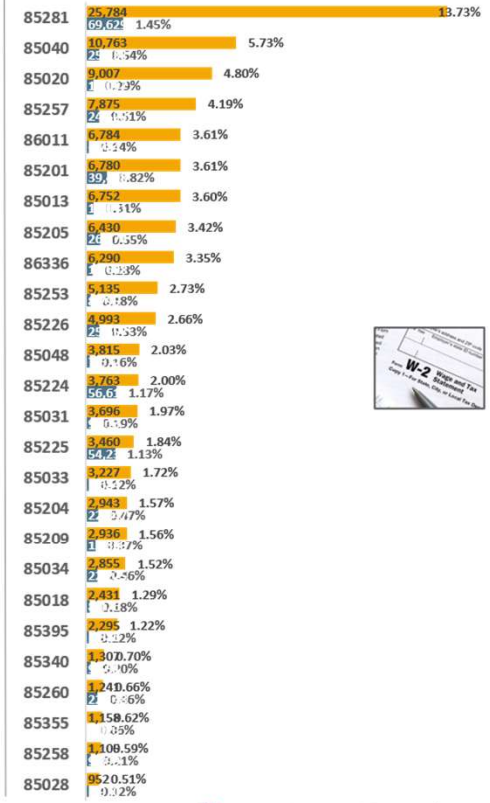
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



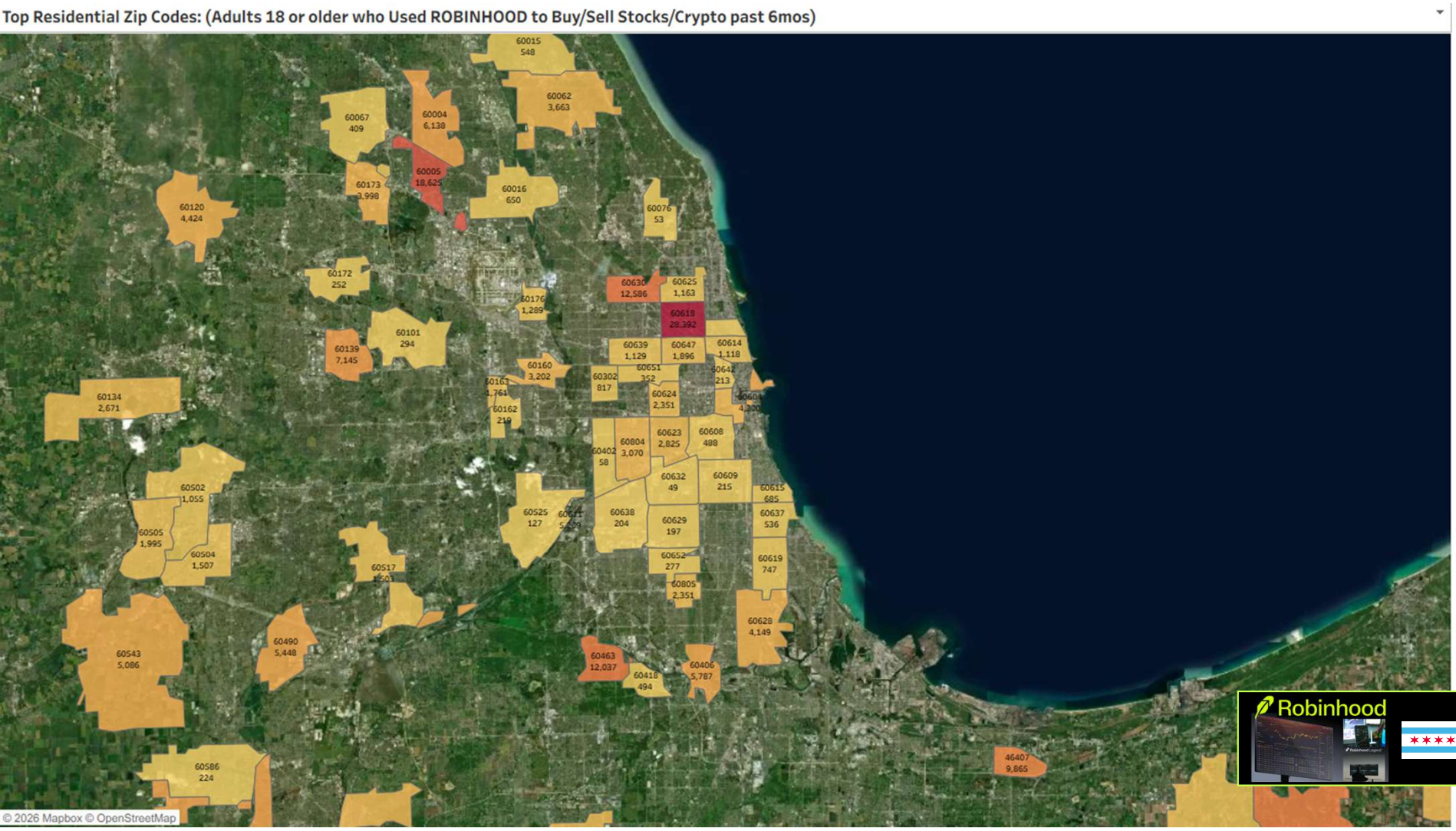
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PHX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab 94

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

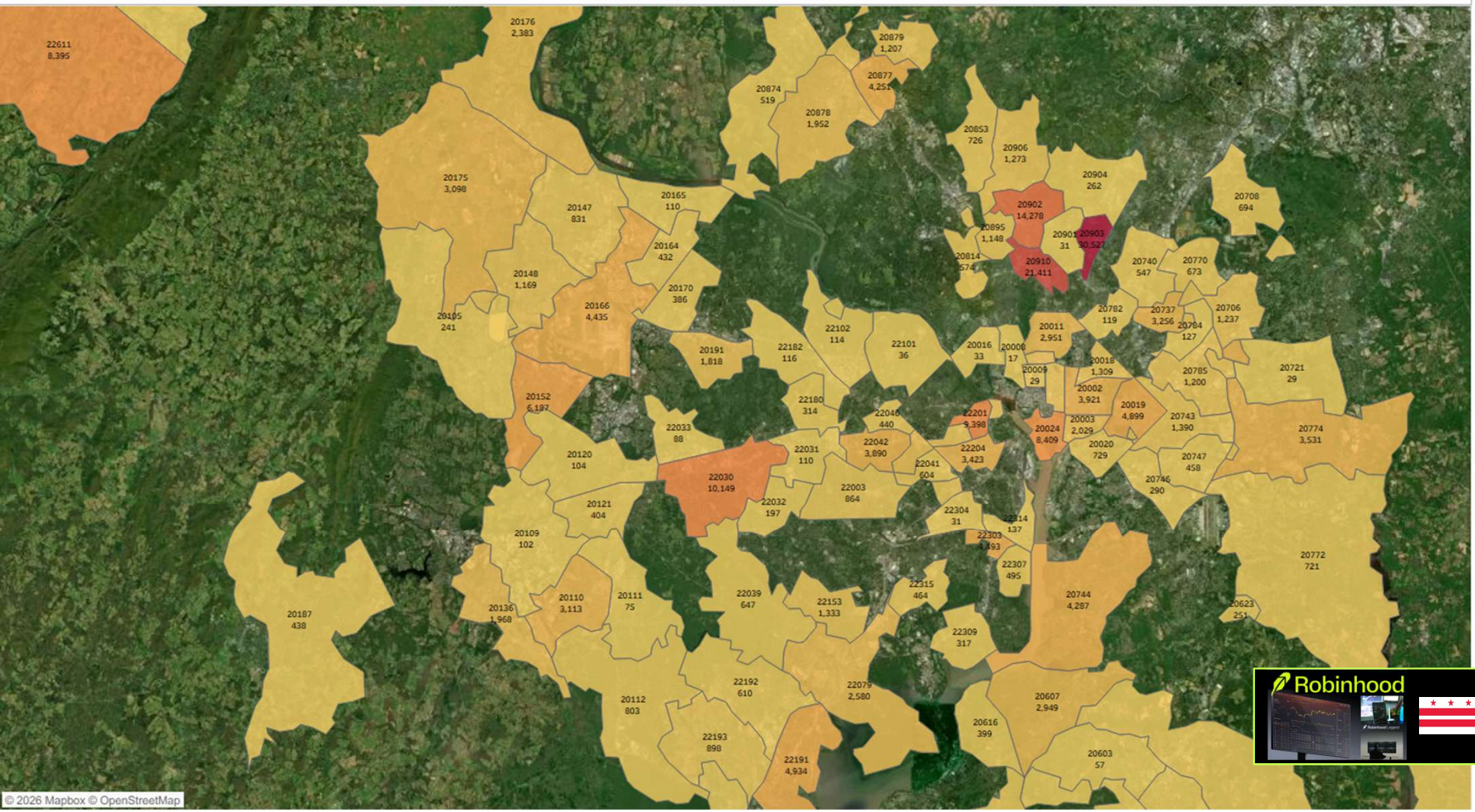


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Top Residential Zip Codes: (Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos)

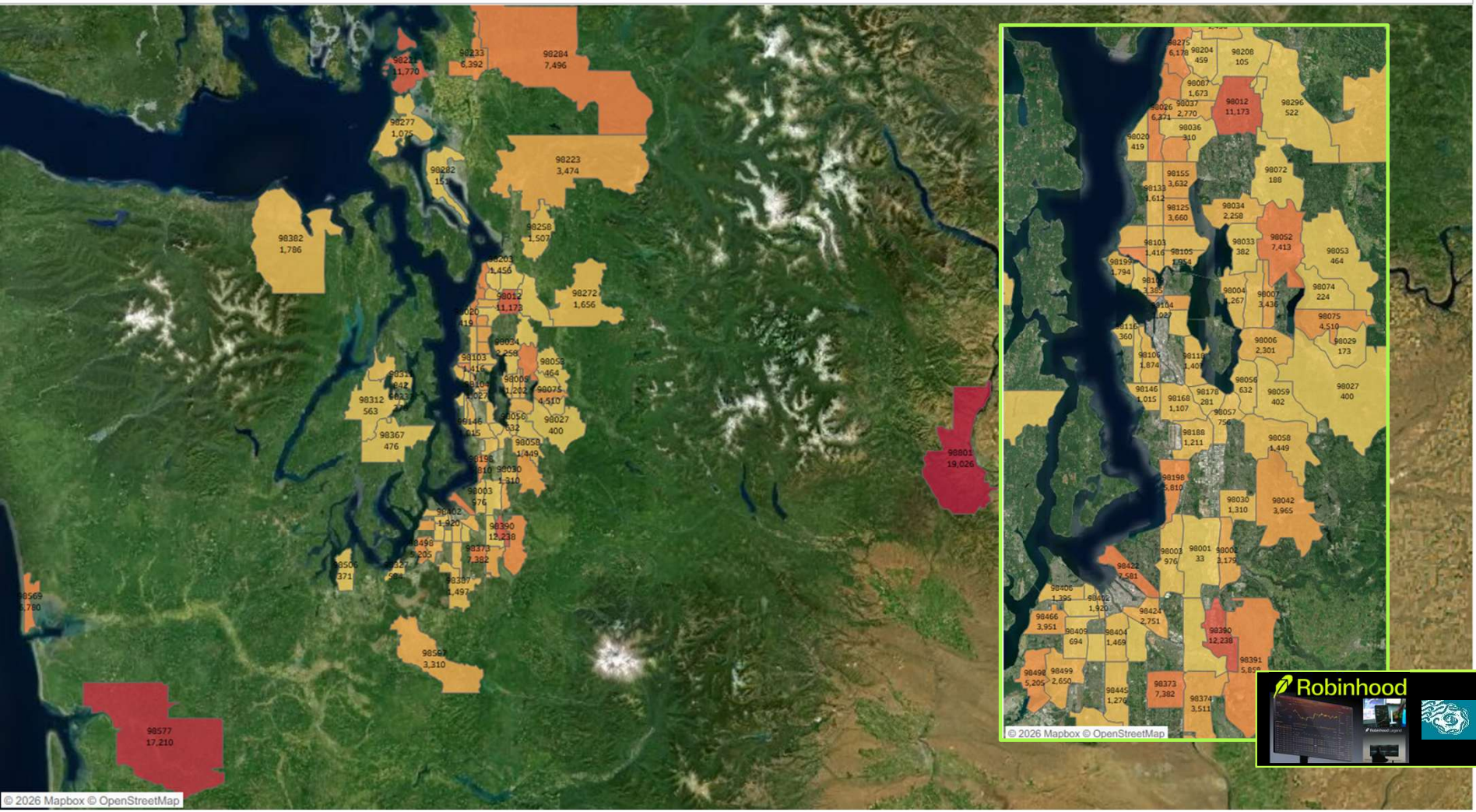


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Top Residential Zip Codes: (Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos)

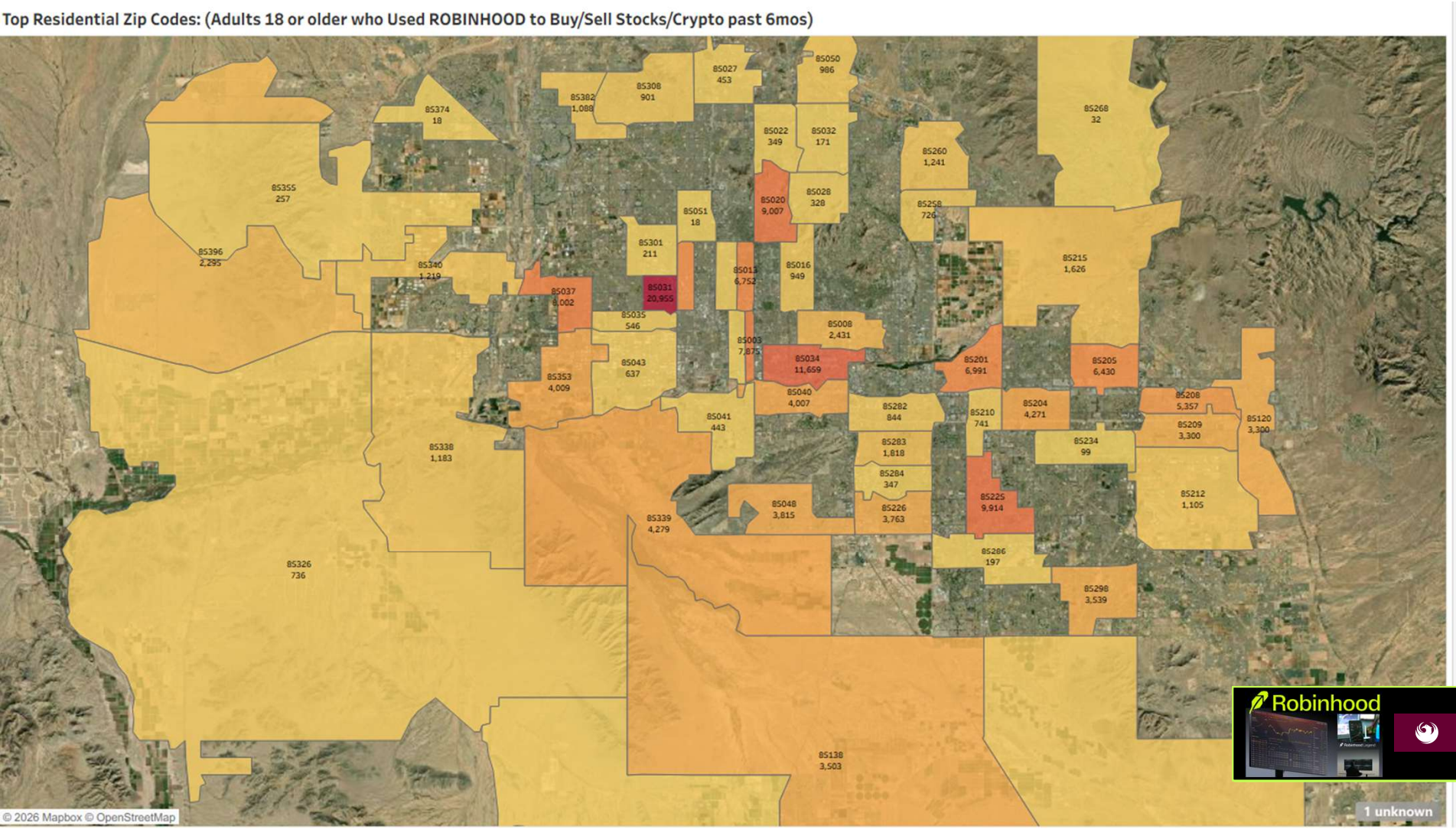


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Top Residential Zip Codes: (Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos)



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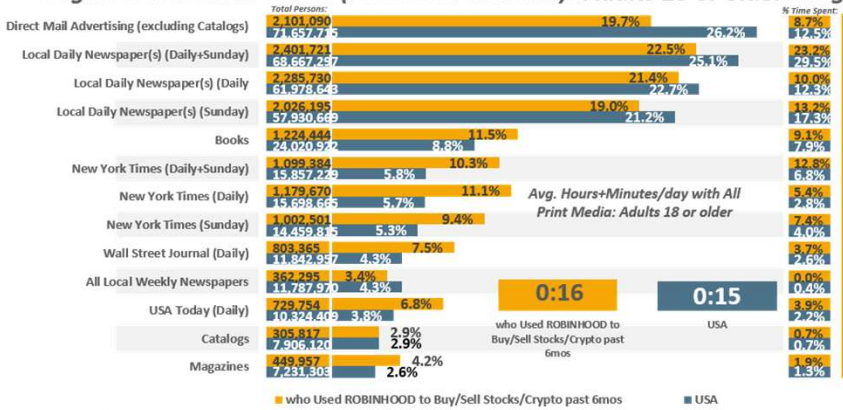
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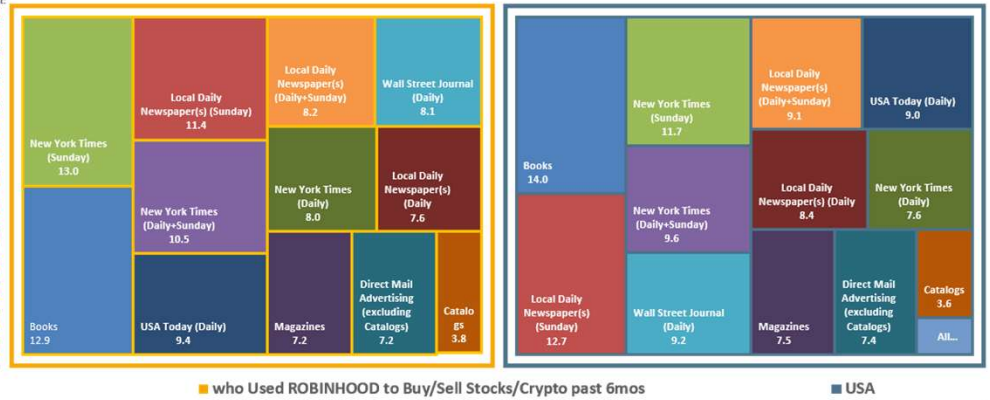


2,401,721 or 22.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.2 minutes every day representing 25.5% of all time spent daily with All forms of Print Media.

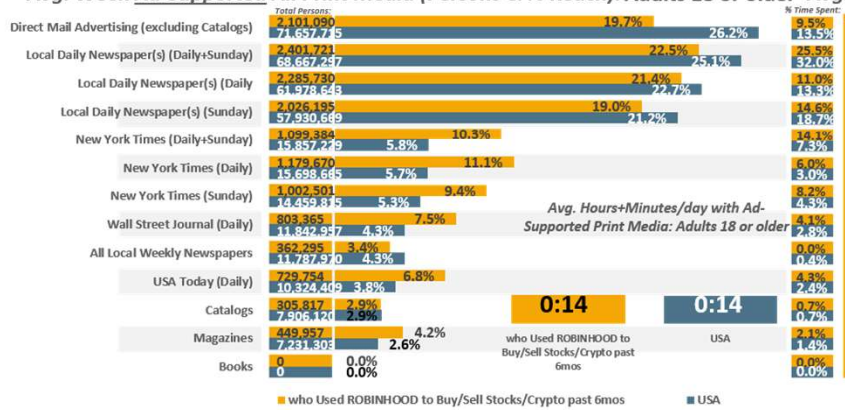
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



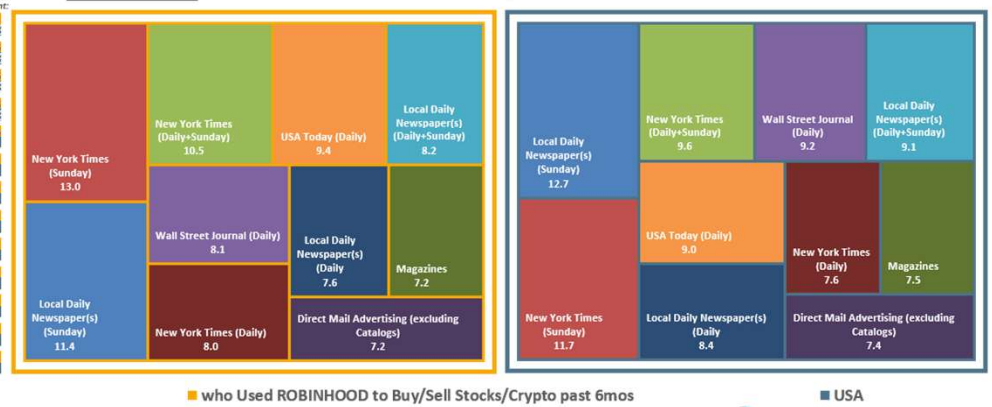
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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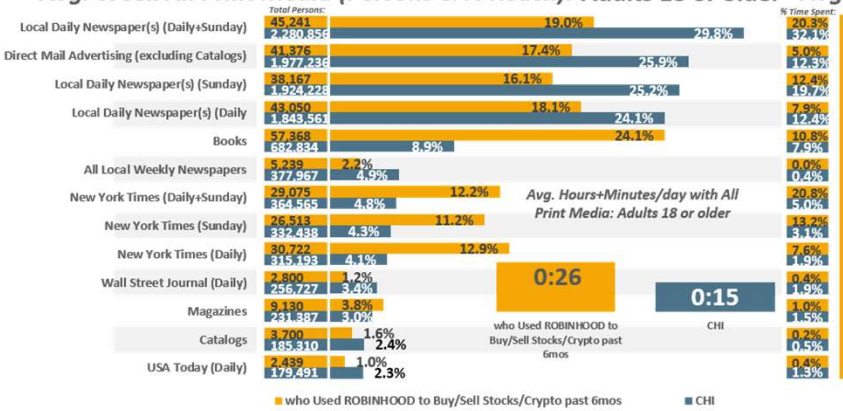
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29,075 or 12.2% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read New York Times (Daily+Sunday) for an average of 23.3 minutes every day representing 23.3% of all time spent daily with All forms of Print Media.

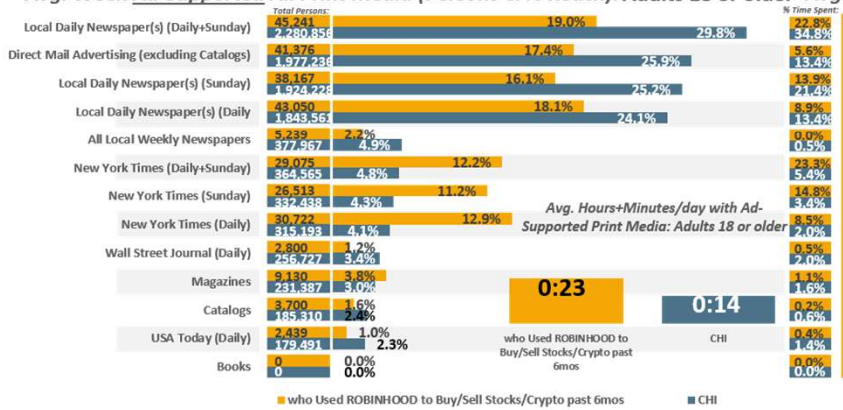
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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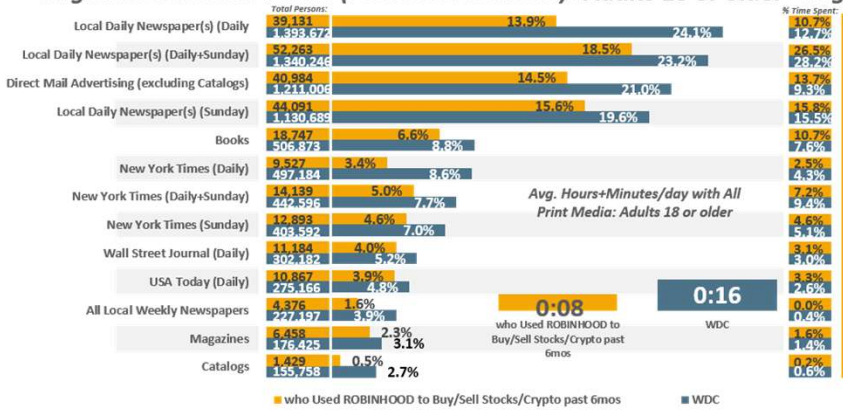
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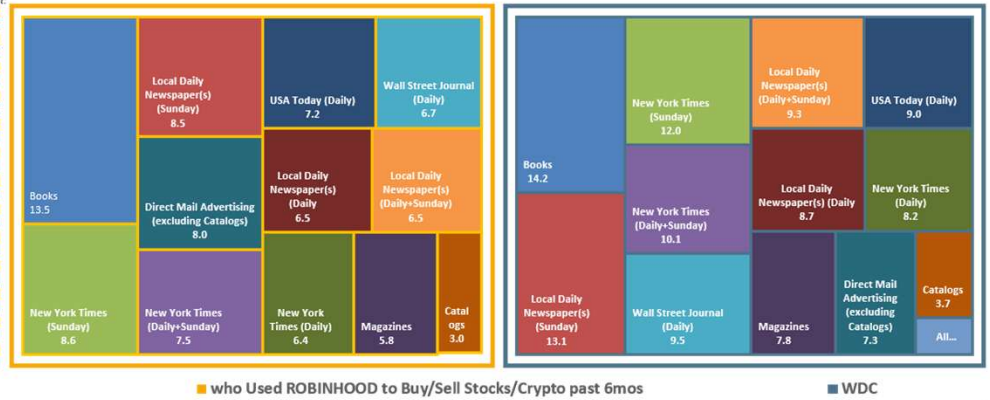


52,263 or 18.5% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 6.5 minutes every day representing 29.7% of all time spent daily with All forms of Print Media.

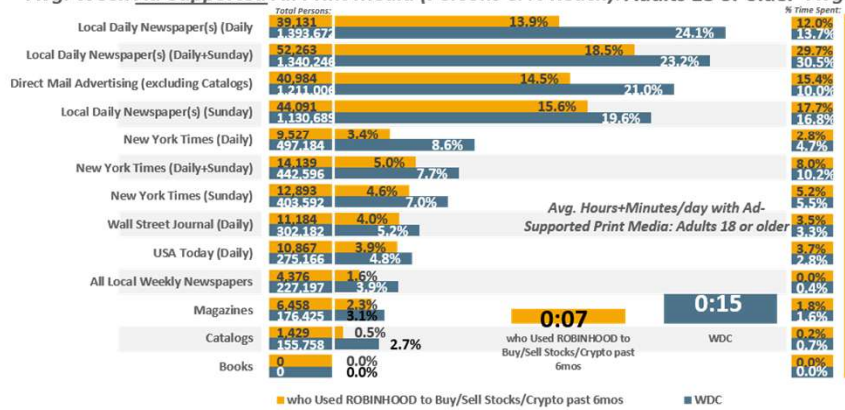
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



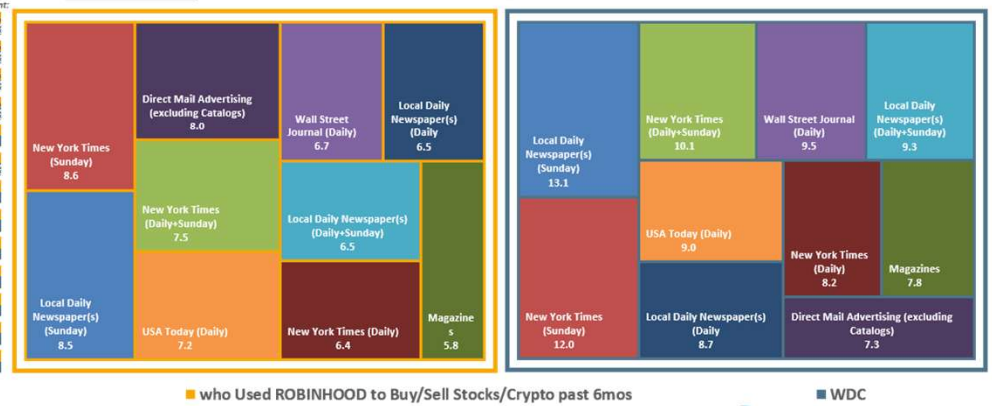
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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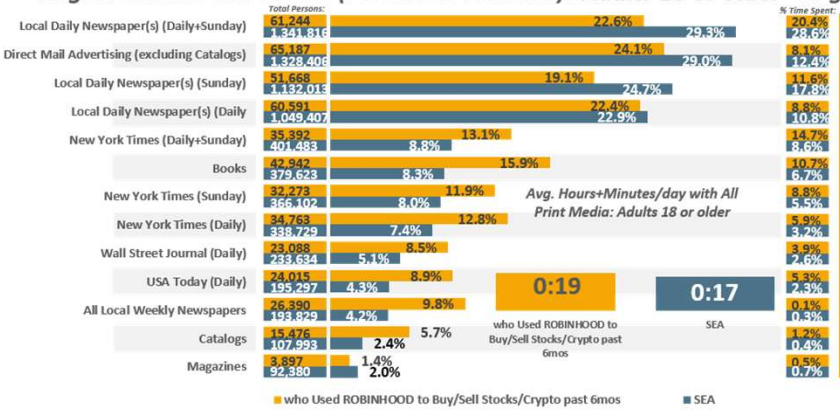
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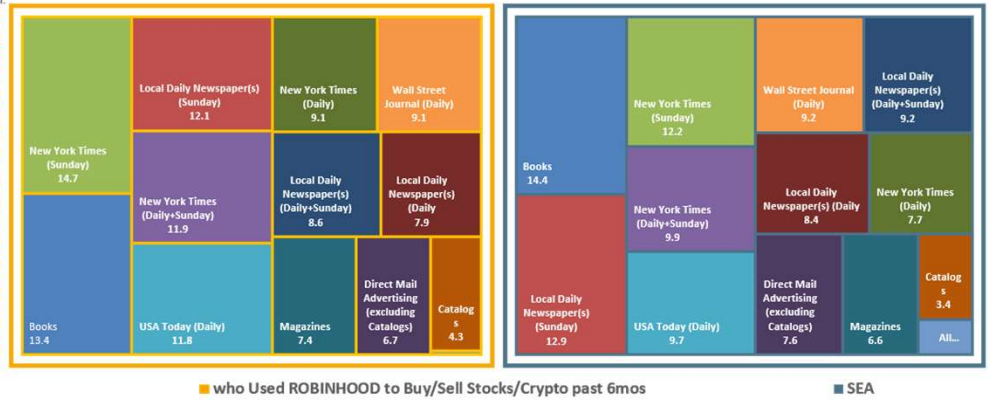


61,244 or 22.6% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 8.6 minutes every day representing 22.9% of all time spent daily with All forms of Print Media.

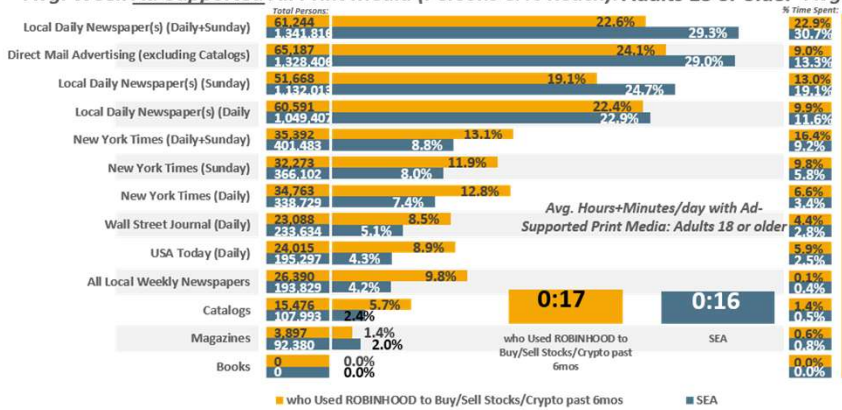
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



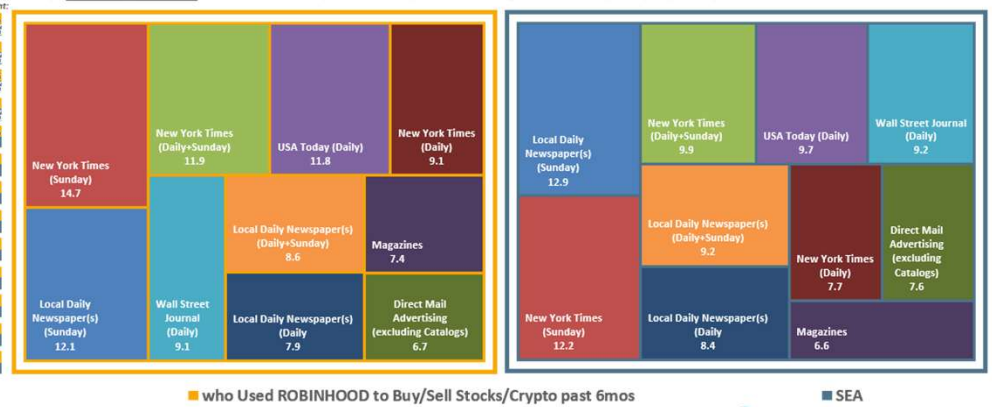
Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



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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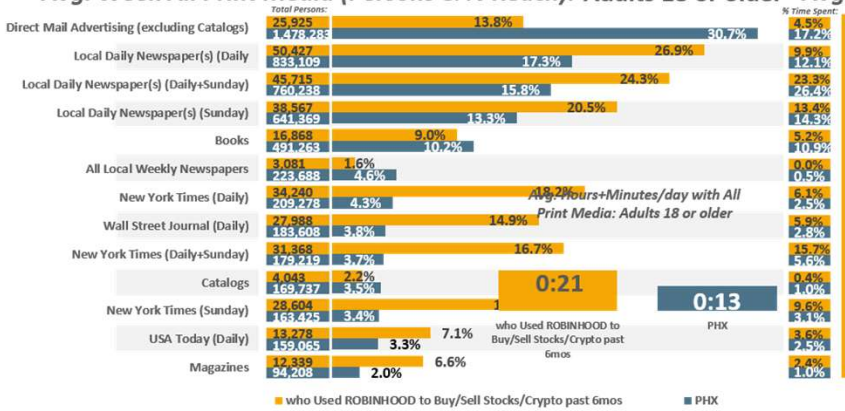
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45,715 or 24.3% of Adults 18 or older who Used ROBINHOOD to Buy/Sell Stocks/Crypto past 6mos read Local Daily Newspaper(s) (Daily+Sunday) for an average of 9.6 minutes every day representing 24.6% of all time spent daily with All forms of Print Media.

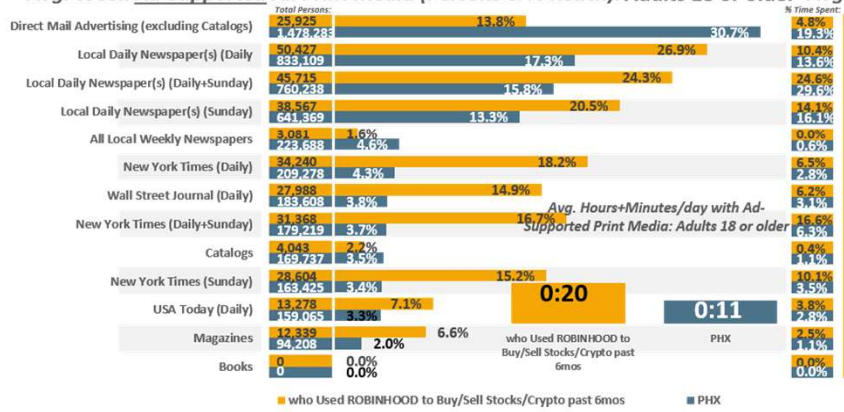
Avg. Week All Print Media (Persons & % Reach): Adults 18 or older



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



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



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



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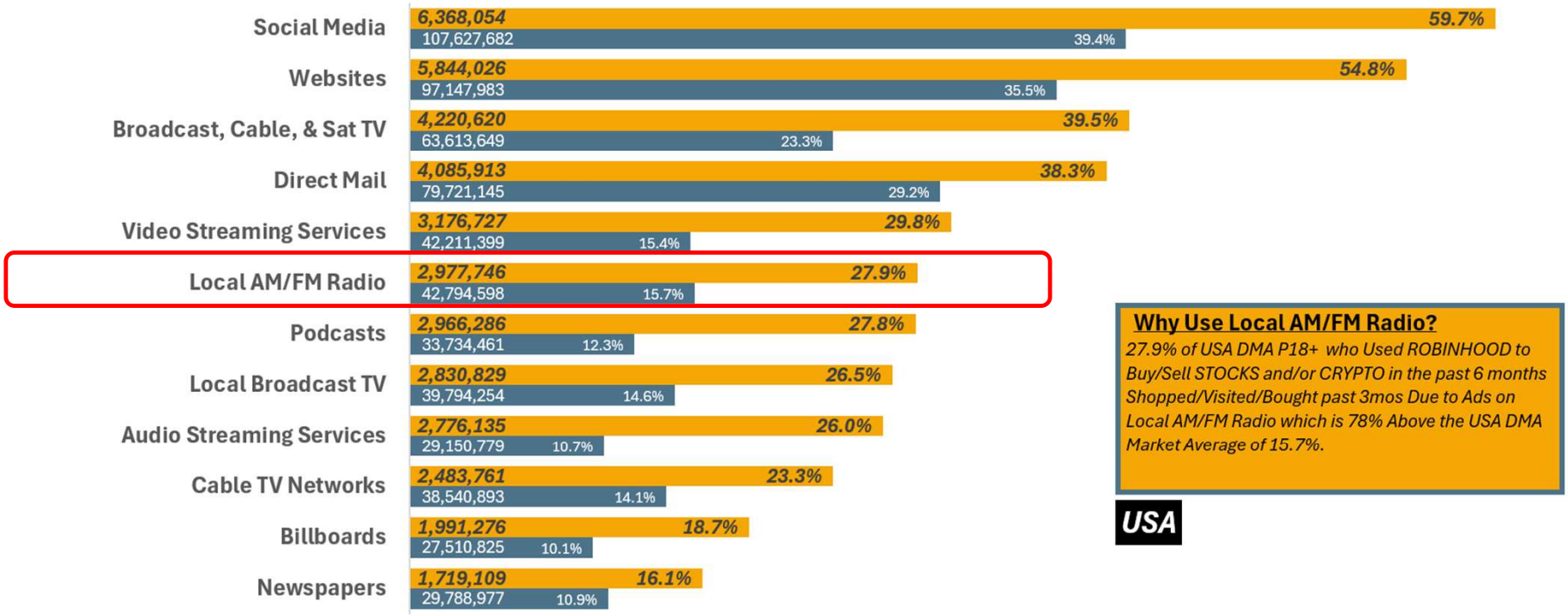
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Robinhood USA

"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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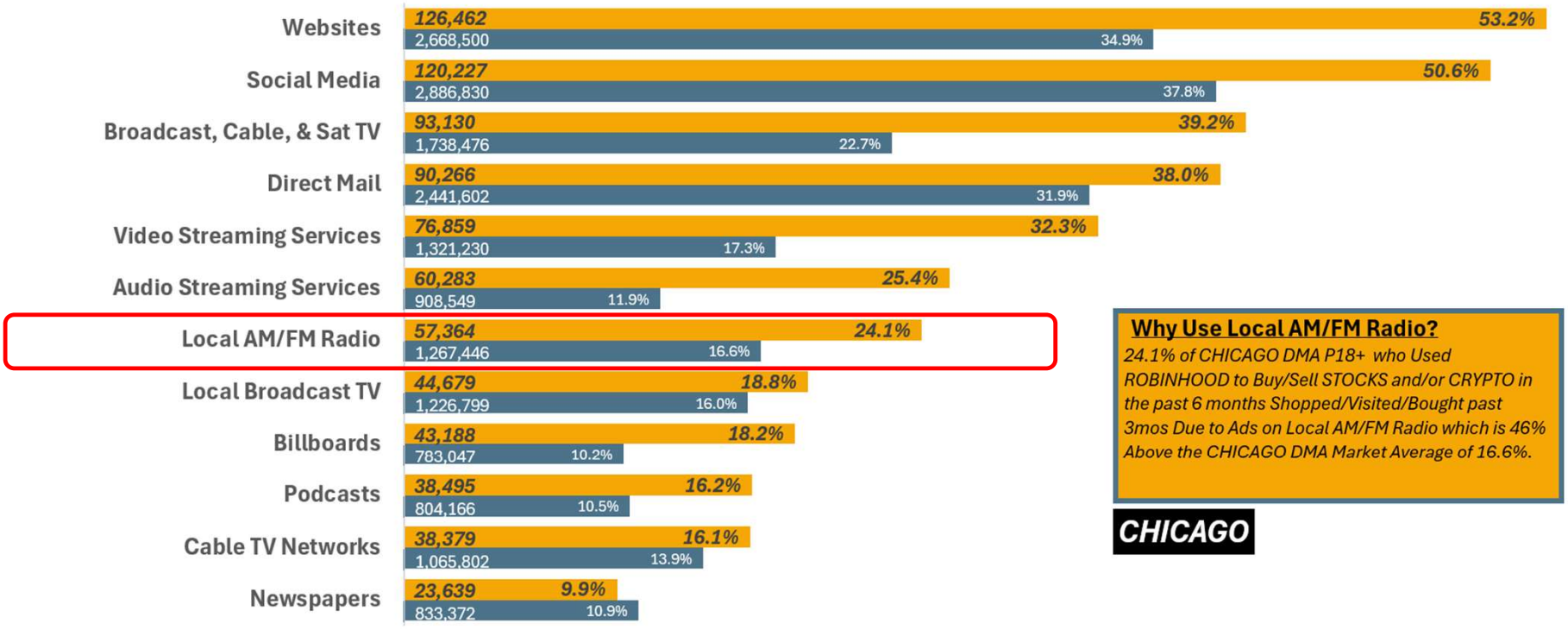
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"Advertising Actions"

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?

24.1% of CHICAGO 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 46% Above the CHICAGO DMA Market Average of 16.6%.

CHICAGO

CHICAGO DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 94

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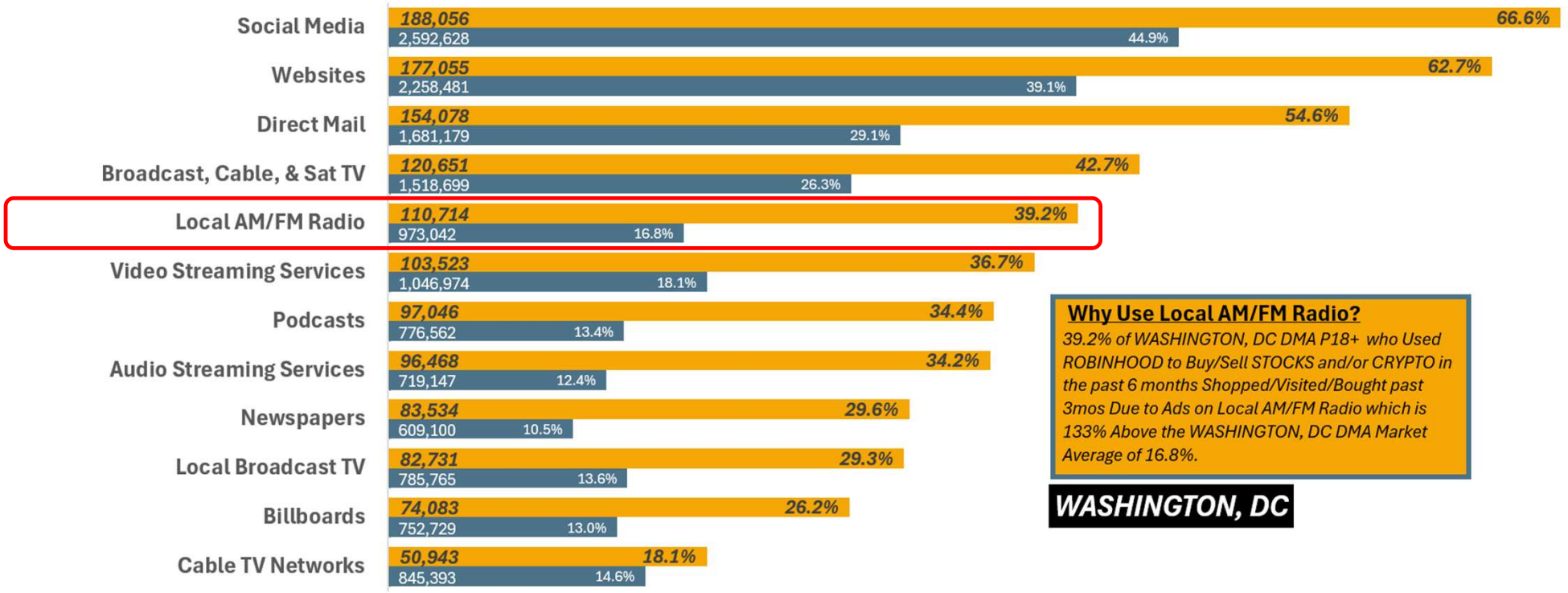
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"Advertising Actions"

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?

39.2% of WASHINGTON, DC 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 133% Above the WASHINGTON, DC DMA Market Average of 16.8%.

WASHINGTON, DC

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

WASHINGTON, DC DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 237

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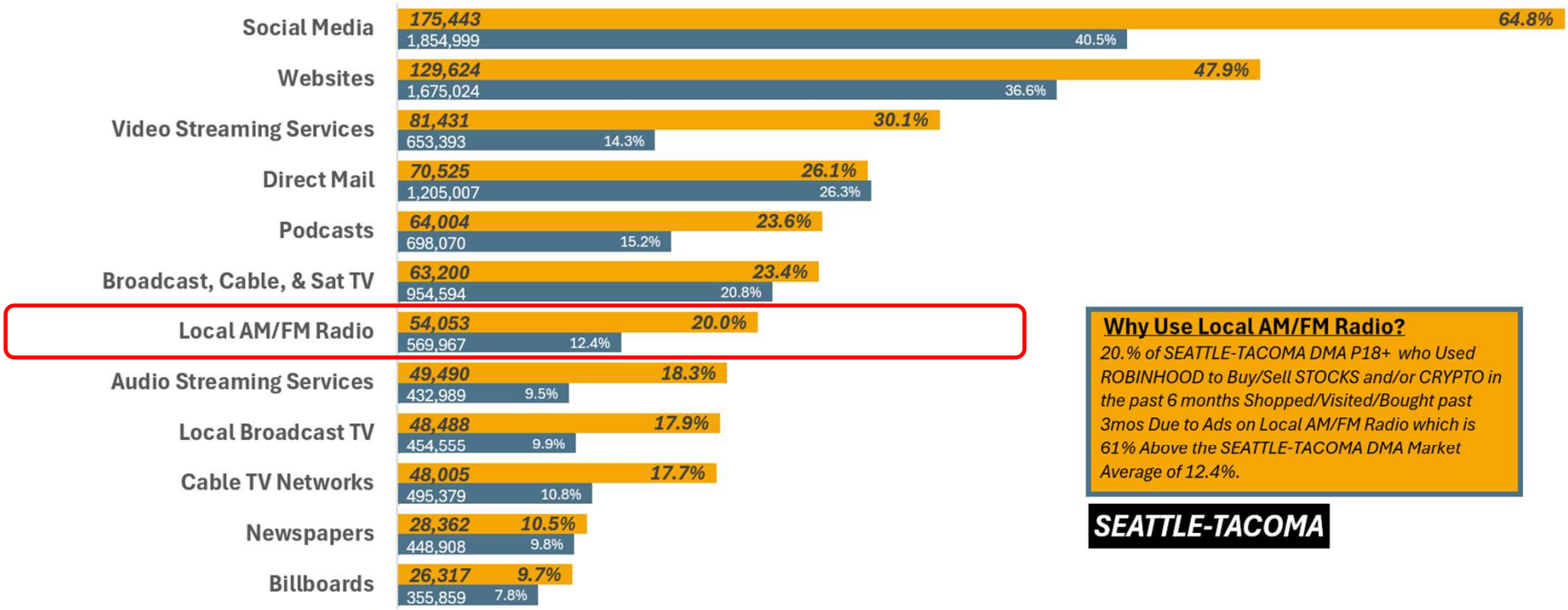
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Robinhood SEA

"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?

20.% of SEATTLE-TACOMA 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 61% Above the SEATTLE-TACOMA DMA Market Average of 12.4%.

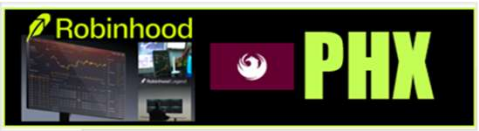
SEATTLE-TACOMA

SEATTLE-TACOMA DMA Scarborough R1 2026: Mar25-Mar26 Qual Intab: 169

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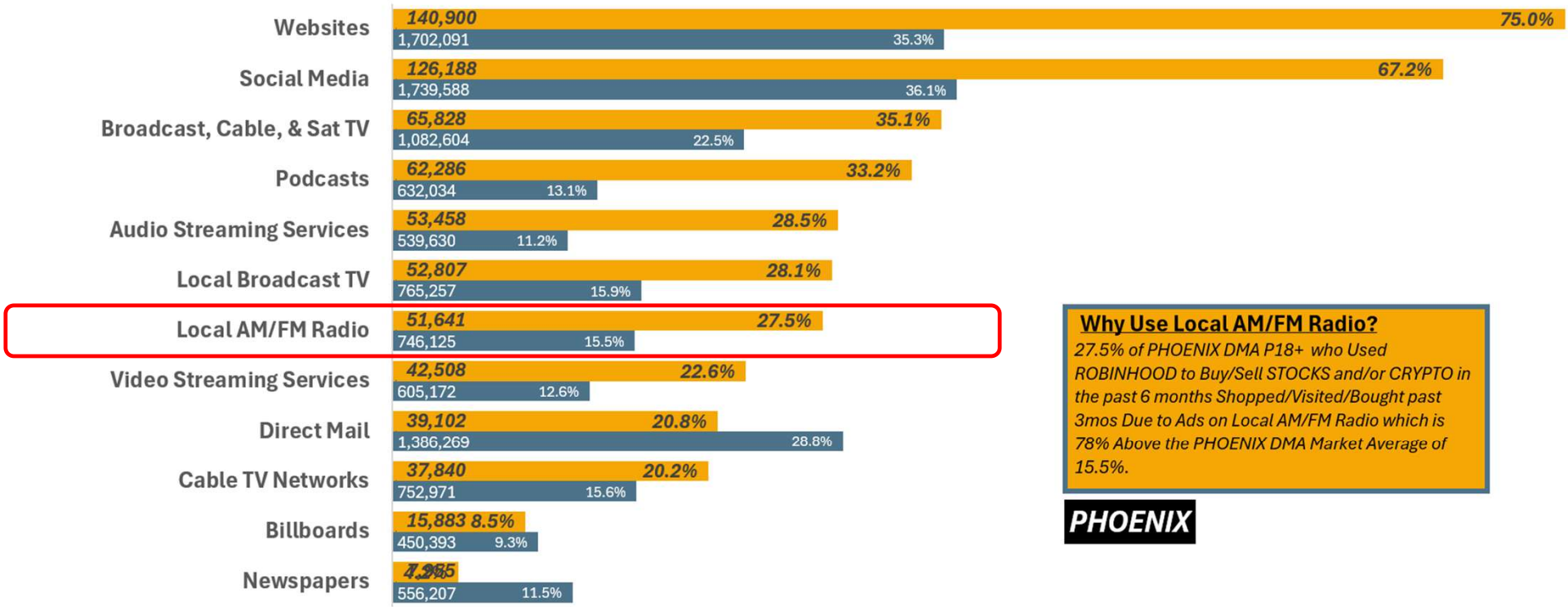
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"Advertising Actions"

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?

27.5% of PHOENIX 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 PHOENIX DMA Market Average of 15.5%.

PHOENIX

PHOENIX DMA Scarborough R1 2026: Feb25-Feb26 Qual Intab: 94

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